



# Market Profile

Forsyth village, IL (1727091)

Geography: Place

Forsyth villa...

## Population Summary

2000 Total Population	2,599
2010 Total Population	3,490
2018 Total Population	3,591
2018 Group Quarters	15
2023 Total Population	3,559
2018-2023 Annual Rate	-0.18%
2018 Total Daytime Population	5,106
Workers	3,256
Residents	1,850

## Household Summary

2000 Households	964
2000 Average Household Size	2.68
2010 Households	1,295
2010 Average Household Size	2.68
2018 Households	1,351
2018 Average Household Size	2.65
2023 Households	1,348
2023 Average Household Size	2.63
2018-2023 Annual Rate	-0.04%
2010 Families	1,039
2010 Average Family Size	3.06
2018 Families	1,041
2018 Average Family Size	3.09
2023 Families	1,033
2023 Average Family Size	3.09
2018-2023 Annual Rate	-0.15%

## Housing Unit Summary

2000 Housing Units	1,006
Owner Occupied Housing Units	82.9%
Renter Occupied Housing Units	12.9%
Vacant Housing Units	4.2%
2010 Housing Units	1,354
Owner Occupied Housing Units	88.8%
Renter Occupied Housing Units	6.9%
Vacant Housing Units	4.4%
2018 Housing Units	1,362
Owner Occupied Housing Units	86.0%
Renter Occupied Housing Units	13.1%
Vacant Housing Units	0.8%
2023 Housing Units	1,362
Owner Occupied Housing Units	86.6%
Renter Occupied Housing Units	12.3%
Vacant Housing Units	1.0%

## Median Household Income

2018	\$103,915
2023	\$115,510

## Median Home Value

2018	\$237,993
2023	\$275,929

## Per Capita Income

2018	\$51,775
2023	\$60,680

## Median Age

2010	42.3
2018	45.2
2023	46.5

**Data Note:** Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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## 2018 Households by Income

Household Income Base	
<\$15,000	1,351
\$15,000 - \$24,999	3.5%
\$25,000 - \$34,999	6.8%
\$35,000 - \$49,999	5.6%
\$50,000 - \$74,999	10.0%
\$75,000 - \$99,999	10.4%
\$100,000 - \$149,999	11.1%
\$150,000 - \$199,999	22.0%
\$200,000+	12.4%
Average Household Income	18.2%
	\$133,017

## 2023 Households by Income

Household Income Base	
<\$15,000	1,348
\$15,000 - \$24,999	3.1%
\$25,000 - \$34,999	5.6%
\$35,000 - \$49,999	4.8%
\$50,000 - \$74,999	8.8%
\$75,000 - \$99,999	8.8%
\$100,000 - \$149,999	10.0%
\$150,000 - \$199,999	21.6%
\$200,000+	14.0%
Average Household Income	23.2%
	\$154,916

## 2018 Owner Occupied Housing Units by Value

Total	
<\$50,000	1,173
\$50,000 - \$99,999	0.9%
\$100,000 - \$149,999	7.3%
\$150,000 - \$199,999	16.6%
\$200,000 - \$249,999	15.3%
\$250,000 - \$299,999	13.0%
\$300,000 - \$399,999	20.6%
\$400,000 - \$499,999	15.5%
\$500,000 - \$749,999	6.1%
\$750,000 - \$999,999	3.1%
\$1,000,000 - \$1,499,999	0.0%
\$1,500,000 - \$1,999,999	1.6%
\$2,000,000 +	0.0%
Average Home Value	0.0%
	\$260,081

## 2023 Owner Occupied Housing Units by Value

Total	
<\$50,000	1,179
\$50,000 - \$99,999	0.5%
\$100,000 - \$149,999	3.9%
\$150,000 - \$199,999	9.6%
\$200,000 - \$249,999	12.0%
\$250,000 - \$299,999	12.2%
\$300,000 - \$399,999	22.8%
\$400,000 - \$499,999	21.4%
\$500,000 - \$749,999	9.4%
\$750,000 - \$999,999	5.5%
\$1,000,000 - \$1,499,999	0.0%
\$1,500,000 - \$1,999,999	2.7%
\$2,000,000 +	0.0%
Average Home Value	0.0%
	\$311,747

**Data Note:** Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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<b>2010 Population by Age</b>	
Total	3,490
0 - 4	5.0%
5 - 9	8.6%
10 - 14	8.6%
15 - 24	9.5%
25 - 34	8.0%
35 - 44	14.7%
45 - 54	16.2%
55 - 64	12.5%
65 - 74	8.9%
75 - 84	5.8%
85 +	2.2%
18 +	72.8%
<b>2018 Population by Age</b>	
Total	3,592
0 - 4	4.7%
5 - 9	5.5%
10 - 14	7.0%
15 - 24	12.3%
25 - 34	8.9%
35 - 44	11.4%
45 - 54	15.3%
55 - 64	15.5%
65 - 74	11.4%
75 - 84	5.7%
85 +	2.5%
18 +	77.7%
<b>2023 Population by Age</b>	
Total	3,562
0 - 4	4.6%
5 - 9	5.3%
10 - 14	6.3%
15 - 24	11.2%
25 - 34	10.0%
35 - 44	10.6%
45 - 54	14.0%
55 - 64	16.1%
65 - 74	12.3%
75 - 84	7.1%
85 +	2.5%
18 +	79.1%
<b>2010 Population by Sex</b>	
Males	1,720
Females	1,770
<b>2018 Population by Sex</b>	
Males	1,770
Females	1,822
<b>2023 Population by Sex</b>	
Males	1,765
Females	1,797

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



# Market Profile

Forsyth village, IL (1727091)

Geography: Place

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### 2010 Population by Race/Ethnicity

Total	3,490
White Alone	88.4%
Black Alone	2.9%
American Indian Alone	0.2%
Asian Alone	7.4%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.3%
Two or More Races	0.9%
Hispanic Origin	1.7%
Diversity Index	23.8

### 2018 Population by Race/Ethnicity

Total	3,590
White Alone	86.7%
Black Alone	3.5%
American Indian Alone	0.2%
Asian Alone	8.1%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.4%
Two or More Races	1.2%
Hispanic Origin	2.2%
Diversity Index	27.4

### 2023 Population by Race/Ethnicity

Total	3,559
White Alone	84.6%
Black Alone	3.9%
American Indian Alone	0.2%
Asian Alone	9.4%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.5%
Two or More Races	1.5%
Hispanic Origin	2.6%
Diversity Index	31.1

### 2010 Population by Relationship and Household Type

Total	3,490
In Households	99.5%
In Family Households	91.7%
Householder	29.8%
Spouse	27.6%
Child	32.4%
Other relative	1.5%
Nonrelative	0.5%
In Nonfamily Households	7.9%
In Group Quarters	0.5%
Institutionalized Population	0.0%
Noninstitutionalized Population	0.5%

**Data Note:** Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

September 18, 2018



# Market Profile

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### 2018 Population 25+ by Educational Attainment

Total	2,533
Less than 9th Grade	1.2%
9th - 12th Grade, No Diploma	2.6%
High School Graduate	21.0%
GED/Alternative Credential	1.5%
Some College, No Degree	16.0%
Associate Degree	7.9%
Bachelor's Degree	30.5%
Graduate/Professional Degree	19.1%

### 2018 Population 15+ by Marital Status

Total	2,975
Never Married	16.9%
Married	68.2%
Widowed	5.2%
Divorced	9.6%

### 2018 Civilian Population 16+ in Labor Force

Civilian Employed	97.4%
Civilian Unemployed (Unemployment Rate)	2.6%

### 2018 Employed Population 16+ by Industry

Total	1,778
Agriculture/Mining	1.1%
Construction	7.0%
Manufacturing	18.9%
Wholesale Trade	5.5%
Retail Trade	4.4%
Transportation/Utilities	6.2%
Information	0.6%
Finance/Insurance/Real Estate	6.9%
Services	44.4%
Public Administration	5.0%

### 2018 Employed Population 16+ by Occupation

Total	1,779
White Collar	74.3%
Management/Business/Financial	22.0%
Professional	35.5%
Sales	5.7%
Administrative Support	11.0%
Services	8.7%
Blue Collar	17.0%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	4.8%
Installation/Maintenance/Repair	3.1%
Production	3.4%
Transportation/Material Moving	5.7%

### 2010 Population By Urban/ Rural Status

Total Population	3,490
Population Inside Urbanized Area	99.9%
Population Inside Urbanized Cluster	0.0%
Rural Population	0.1%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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<b>2010 Households by Type</b>	
Total	1,295
Households with 1 Person	18.5%
Households with 2+ People	81.5%
Family Households	80.2%
Husband-wife Families	74.3%
With Related Children	33.5%
Other Family (No Spouse Present)	5.9%
Other Family with Male Householder	1.6%
With Related Children	1.1%
Other Family with Female Householder	4.3%
With Related Children	3.3%
Nonfamily Households	1.3%
All Households with Children	38.0%
Multigenerational Households	2.0%
Unmarried Partner Households	2.0%
Male-female	1.8%
Same-sex	0.2%
<b>2010 Households by Size</b>	
Total	1,295
1 Person Household	18.5%
2 Person Household	37.8%
3 Person Household	16.1%
4 Person Household	17.1%
5 Person Household	7.5%
6 Person Household	2.0%
7 + Person Household	1.1%
<b>2010 Households by Tenure and Mortgage Status</b>	
Total	1,295
Owner Occupied	92.8%
Owned with a Mortgage/Loan	60.3%
Owned Free and Clear	32.5%
Renter Occupied	7.2%
<b>2010 Housing Units By Urban/ Rural Status</b>	
Total Housing Units	1,354
Housing Units Inside Urbanized Area	99.9%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	0.1%

**Data Note:** Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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## Top 3 Tapestry Segments

1. Green Acres (6A)
2. Top Tier (1A)
3. Professional Pride (1B)

## 2018 Consumer Spending

Apparel & Services: Total \$	\$4,501,994
Average Spent	\$3,332.34
Spending Potential Index	153
Education: Total \$	\$3,217,276
Average Spent	\$2,381.40
Spending Potential Index	165
Entertainment/Recreation: Total \$	\$6,908,077
Average Spent	\$5,113.31
Spending Potential Index	159
Food at Home: Total \$	\$10,386,286
Average Spent	\$7,687.85
Spending Potential Index	153
Food Away from Home: Total \$	\$7,346,560
Average Spent	\$5,437.87
Spending Potential Index	155
Health Care: Total \$	\$12,598,287
Average Spent	\$9,325.16
Spending Potential Index	163
HH Furnishings & Equipment: Total \$	\$4,519,066
Average Spent	\$3,344.98
Spending Potential Index	160
Personal Care Products & Services: Total \$	\$1,780,706
Average Spent	\$1,318.07
Spending Potential Index	159
Shelter: Total \$	\$34,289,156
Average Spent	\$25,380.57
Spending Potential Index	151
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$5,294,317
Average Spent	\$3,918.81
Spending Potential Index	158
Travel: Total \$	\$4,755,379
Average Spent	\$3,519.90
Spending Potential Index	163
Vehicle Maintenance & Repairs: Total \$	\$2,277,953
Average Spent	\$1,686.12
Spending Potential Index	157

**Data Note:** Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

**Source:** Consumer Spending data are derived from the 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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