



Retail Goods and Services Expenditures

Forsyth village, IL (1727091)

Geography: Place

Top Tapestry Segments	Percent	Demographic Summary	2018	2023
Green Acres (6A)	100.0%	Population	3,591	3,559
Top Tier (1A)	0.0%	Households	1,351	1,348
Professional Pride (1B)	0.0%	Families	1,041	1,033
Boomburbs (1C)	0.0%	Median Age	45.2	46.5
Savvy Suburbanites (1D)	0.0%	Median Household Income	\$103,915	\$115,510
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		153	\$3,332.34	\$4,501,994
Men's		152	\$630.50	\$851,806
Women's		156	\$1,155.92	\$1,561,645
Children's		154	\$497.62	\$672,280
Footwear		148	\$695.55	\$939,683
Watches & Jewelry		157	\$224.67	\$303,523
Apparel Products and Services (1)		155	\$128.10	\$173,057
Computer				
Computers and Hardware for Home Use		154	\$261.64	\$353,482
Portable Memory		152	\$8.25	\$11,142
Computer Software		142	\$15.03	\$20,307
Computer Accessories		158	\$29.80	\$40,254
Entertainment & Recreation		159	\$5,113.31	\$6,908,077
Fees and Admissions		166	\$1,132.37	\$1,529,837
Membership Fees for Clubs (2)		166	\$374.31	\$505,693
Fees for Participant Sports, excl. Trips		169	\$190.48	\$257,339
Tickets to Theatre/Operas/Concerts		163	\$107.88	\$145,742
Tickets to Movies/Museums/Parks		146	\$116.92	\$157,962
Admission to Sporting Events, excl. Trips		188	\$111.60	\$150,773
Fees for Recreational Lessons		167	\$230.25	\$311,071
Dating Services		139	\$0.93	\$1,258
TV/Video/Audio		151	\$1,967.45	\$2,658,031
Cable and Satellite Television Services		152	\$1,462.26	\$1,975,508
Televisions		151	\$178.91	\$241,705
Satellite Dishes		144	\$2.53	\$3,414
VCRs, Video Cameras, and DVD Players		147	\$8.11	\$10,962
Miscellaneous Video Equipment		168	\$24.34	\$32,886
Video Cassettes and DVDs		150	\$18.62	\$25,159
Video Game Hardware/Accessories		138	\$41.24	\$55,709
Video Game Software		139	\$20.75	\$28,034
Streaming/Downloaded Video		144	\$47.75	\$64,514
Rental of Video Cassettes and DVDs		139	\$17.82	\$24,081
Installation of Televisions		145	\$1.33	\$1,797
Audio (3)		150	\$139.40	\$188,332
Rental and Repair of TV/Radio/Sound Equipment		128	\$4.39	\$5,930
Pets		163	\$1,039.93	\$1,404,941
Toys/Games/Crafts/Hobbies (4)		155	\$179.17	\$242,064
Recreational Vehicles and Fees (5)		169	\$185.56	\$250,690
Sports/Recreation/Exercise Equipment (6)		169	\$300.75	\$406,315
Photo Equipment and Supplies (7)		157	\$83.53	\$112,855
Reading (8)		160	\$179.84	\$242,962
Catered Affairs (9)		166	\$44.69	\$60,381
Food		154	\$13,125.72	\$17,732,846
Food at Home		153	\$7,687.85	\$10,386,286
Bakery and Cereal Products		154	\$1,016.38	\$1,373,133
Meats, Poultry, Fish, and Eggs		151	\$1,704.21	\$2,302,393
Dairy Products		154	\$796.51	\$1,076,079
Fruits and Vegetables		153	\$1,502.83	\$2,030,318
Snacks and Other Food at Home (10)		154	\$2,667.92	\$3,604,363
Food Away from Home		155	\$5,437.87	\$7,346,560
Alcoholic Beverages		159	\$888.42	\$1,200,256

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

Source: Esri forecasts for 2018 and 2023; Consumer Spending data are derived from the 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics.



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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	174	\$8,752.12	\$11,824,114
Value of Retirement Plans	189	\$43,755.68	\$59,113,918
Value of Other Financial Assets	172	\$2,426.50	\$3,278,196
Vehicle Loan Amount excluding Interest	154	\$4,304.56	\$5,815,465
Value of Credit Card Debt	164	\$965.44	\$1,304,306
Health			
Nonprescription Drugs	162	\$216.42	\$292,382
Prescription Drugs	165	\$595.65	\$804,723
Eyeglasses and Contact Lenses	168	\$156.43	\$211,334
Home			
Mortgage Payment and Basics (11)	181	\$15,648.39	\$21,140,969
Maintenance and Remodeling Services	179	\$3,651.98	\$4,933,827
Maintenance and Remodeling Materials (12)	187	\$917.42	\$1,239,432
Utilities, Fuel, and Public Services	155	\$7,671.49	\$10,364,182
Household Furnishings and Equipment			
Household Textiles (13)	153	\$151.11	\$204,146
Furniture	158	\$962.78	\$1,300,712
Rugs	167	\$41.10	\$55,529
Major Appliances (14)	166	\$579.69	\$783,159
Housewares (15)	164	\$170.13	\$229,844
Small Appliances	149	\$72.89	\$98,479
Luggage	154	\$21.15	\$28,573
Telephones and Accessories	142	\$99.50	\$134,420
Household Operations			
Child Care	157	\$809.67	\$1,093,870
Lawn and Garden (16)	177	\$759.53	\$1,026,121
Moving/Storage/Freight Express	133	\$86.20	\$116,449
Housekeeping Supplies (17)	158	\$1,133.44	\$1,531,275
Insurance			
Owners and Renters Insurance	175	\$994.83	\$1,344,021
Vehicle Insurance	153	\$1,930.74	\$2,608,432
Life/Other Insurance	179	\$743.57	\$1,004,556
Health Insurance	163	\$6,146.05	\$8,303,314
Personal Care Products (18)	155	\$752.48	\$1,016,597
School Books and Supplies (19)	149	\$223.20	\$301,547
Smoking Products	144	\$596.98	\$806,520
Transportation			
Payments on Vehicles excluding Leases	158	\$3,785.26	\$5,113,893
Gasoline and Motor Oil	151	\$3,610.35	\$4,877,579
Vehicle Maintenance and Repairs	157	\$1,686.12	\$2,277,953
Travel			
Airline Fares	158	\$835.21	\$1,128,374
Lodging on Trips	169	\$966.77	\$1,306,103
Auto/Truck Rental on Trips	165	\$45.62	\$61,639
Food and Drink on Trips	164	\$848.25	\$1,145,985

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- (1) Apparel Products and Services** includes shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.
- (3) Audio** includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, online entertainment and games, and stamp and coin collecting.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers and decorative pillows.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes flatware, dishes, cups glasses, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, other miscellaneous care products and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for college, elementary school, high school, vocational/technical school, preschool and other schools.

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