



# Retail Goods and Services Expenditures

Forsyth village, IL (1727091)

Geography: Place

Top Tapestry Segments	Percent	Demographic Summary	2020	2025
Green Acres (6A)	100.0%	Population	3,591	3,555
	0.0%	Households	1,360	1,354
	0.0%	Families	1,044	1,034
	0.0%	Median Age	45.4	46.9
	0.0%	Median Household Income	\$89,765	\$104,461
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		138	\$2,957.95	\$4,022,814
Men's		137	\$573.89	\$780,497
Women's		141	\$1,061.23	\$1,443,268
Children's		136	\$432.30	\$587,934
Footwear		136	\$652.67	\$887,631
Watches & Jewelry		138	\$160.74	\$218,609
Apparel Products and Services (1)		133	\$77.12	\$104,877
<b>Computer</b>				
Computers and Hardware for Home Use		132	\$214.36	\$291,536
Portable Memory		129	\$4.98	\$6,772
Computer Software		130	\$12.64	\$17,190
Computer Accessories		151	\$26.68	\$36,290
<b>Entertainment &amp; Recreation</b>		143	\$4,644.91	\$6,317,075
Fees and Admissions		146	\$1,047.31	\$1,424,341
Membership Fees for Clubs (2)		147	\$353.27	\$480,453
Fees for Participant Sports, excl. Trips		151	\$148.10	\$201,419
Tickets to Theatre/Operas/Concerts		148	\$119.76	\$162,871
Tickets to Movies		131	\$75.20	\$102,272
Tickets to Parks or Museums		132	\$43.54	\$59,210
Admission to Sporting Events, excl. Trips		156	\$98.05	\$133,353
Fees for Recreational Lessons		144	\$208.24	\$283,201
Dating Services		142	\$1.15	\$1,563
TV/Video/Audio		140	\$1,632.82	\$2,220,639
Cable and Satellite Television Services		140	\$1,137.58	\$1,547,102
Televisions		138	\$148.61	\$202,113
Satellite Dishes		153	\$1.79	\$2,431
VCRs, Video Cameras, and DVD Players		142	\$7.41	\$10,071
Miscellaneous Video Equipment		156	\$38.81	\$52,786
Video Cassettes and DVDs		140	\$14.04	\$19,100
Video Game Hardware/Accessories		127	\$36.13	\$49,139
Video Game Software		132	\$21.70	\$29,518
Rental/Streaming/Downloaded Video		134	\$72.14	\$98,105
Installation of Televisions		142	\$1.53	\$2,084
Audio (3)		141	\$150.02	\$204,023
Rental and Repair of TV/Radio/Sound Equipment		126	\$3.06	\$4,167
Pets		141	\$983.22	\$1,337,176
Toys/Games/Crafts/Hobbies (4)		141	\$171.34	\$233,020
Recreational Vehicles and Fees (5)		154	\$240.54	\$327,131
Sports/Recreation/Exercise Equipment (6)		147	\$298.25	\$405,615
Photo Equipment and Supplies (7)		142	\$72.39	\$98,452
Reading (8)		146	\$156.78	\$213,226
Catered Affairs (9)		141	\$42.26	\$57,474
<b>Food</b>		136	\$12,407.61	\$16,874,356
Food at Home		136	\$7,269.76	\$9,886,870
Bakery and Cereal Products		137	\$952.45	\$1,295,329
Meats, Poultry, Fish, and Eggs		135	\$1,570.13	\$2,135,383
Dairy Products		138	\$757.87	\$1,030,707
Fruits and Vegetables		135	\$1,414.88	\$1,924,241
Snacks and Other Food at Home (10)		137	\$2,574.42	\$3,501,209
Food Away from Home		136	\$5,137.86	\$6,987,486
Alcoholic Beverages		145	\$898.95	\$1,222,576

**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 2020 and 2025; Consumer Spending data are derived from the 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics.



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Geography: Place

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	165	\$40,294.94	\$54,801,113
Value of Retirement Plans	173	\$164,785.13	\$224,107,776
Value of Other Financial Assets	149	\$12,152.14	\$16,526,909
Vehicle Loan Amount excluding Interest	141	\$4,128.59	\$5,614,888
Value of Credit Card Debt	145	\$3,773.53	\$5,132,005
<b>Health</b>			
Nonprescription Drugs	142	\$211.05	\$287,021
Prescription Drugs	150	\$525.76	\$715,036
Eyeglasses and Contact Lenses	151	\$141.46	\$192,389
<b>Home</b>			
Mortgage Payment and Basics (11)	159	\$16,684.82	\$22,691,357
Maintenance and Remodeling Services	157	\$4,026.84	\$5,476,500
Maintenance and Remodeling Materials (12)	154	\$846.61	\$1,151,385
Utilities, Fuel, and Public Services	138	\$6,760.98	\$9,194,928
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	141	\$143.12	\$194,647
Furniture	146	\$935.08	\$1,271,715
Rugs	172	\$60.52	\$82,304
Major Appliances (14)	150	\$539.17	\$733,268
Housewares (15)	142	\$137.89	\$187,528
Small Appliances	137	\$67.92	\$92,375
Luggage	142	\$20.81	\$28,303
Telephones and Accessories	158	\$139.80	\$190,132
<b>Household Operations</b>			
Child Care	138	\$712.17	\$968,545
Lawn and Garden (16)	153	\$748.42	\$1,017,858
Moving/Storage/Freight Express	125	\$75.20	\$102,272
Housekeeping Supplies (17)	138	\$1,074.25	\$1,460,979
<b>Insurance</b>			
Owners and Renters Insurance	156	\$934.45	\$1,270,847
Vehicle Insurance	134	\$2,410.36	\$3,278,086
Life/Other Insurance	158	\$855.54	\$1,163,539
Health Insurance	147	\$5,447.47	\$7,408,555
Personal Care Products (18)	139	\$693.91	\$943,715
School Books and Supplies (19)	133	\$196.75	\$267,574
Smoking Products	130	\$520.65	\$708,090
<b>Transportation</b>			
Payments on Vehicles excluding Leases	143	\$3,686.33	\$5,013,411
Gasoline and Motor Oil	135	\$3,186.23	\$4,333,276
Vehicle Maintenance and Repairs	140	\$1,627.21	\$2,212,999
<b>Travel</b>			
Airline Fares	141	\$844.82	\$1,148,954
Lodging on Trips	150	\$977.34	\$1,329,188
Auto/Truck Rental on Trips	144	\$41.49	\$56,432
Food and Drink on Trips	145	\$834.09	\$1,134,368

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## Retail Goods and Services Expenditures

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Geography: Place

- (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 health 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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