



Retail Goods and Services Expenditures

Forsyth village, IL (1727091)
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 Geography: Place

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Green Acres (6A)	100.0%	Population	3,615	3,518
	0.0%	Households	1,356	1,335
	0.0%	Families	1,078	1,065
	0.0%	Median Age	46.2	47.8
	0.0%	Median Household Income	\$95,066	\$110,475
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		128	\$2,812.83	\$3,814,202
Men's		126	\$517.06	\$701,137
Women's		130	\$968.96	\$1,313,906
Children's		128	\$424.17	\$575,173
Footwear		125	\$625.11	\$847,644
Watches & Jewelry		131	\$220.37	\$298,826
Apparel Products and Services (1)		128	\$57.17	\$77,517
Computer				
Computers and Hardware for Home Use		122	\$311.98	\$423,047
Portable Memory		134	\$6.15	\$8,333
Computer Software		118	\$17.01	\$23,061
Computer Accessories		126	\$31.58	\$42,828
Entertainment & Recreation		135	\$5,093.74	\$6,907,113
Fees and Admissions		144	\$1,023.41	\$1,387,740
Membership Fees for Clubs (2)		148	\$410.59	\$556,763
Fees for Participant Sports, excl. Trips		143	\$171.35	\$232,356
Tickets to Theatre/Operas/Concerts		143	\$78.17	\$106,004
Tickets to Movies		123	\$33.87	\$45,929
Tickets to Parks or Museums		138	\$38.44	\$52,130
Admission to Sporting Events, excl. Trips		161	\$93.89	\$127,321
Fees for Recreational Lessons		135	\$195.94	\$265,688
Dating Services		107	\$1.14	\$1,550
TV/Video/Audio		130	\$1,764.13	\$2,392,161
Cable and Satellite Television Services		132	\$1,136.02	\$1,540,448
Televisions		125	\$181.79	\$246,503
Satellite Dishes		125	\$2.14	\$2,907
VCRs, Video Cameras, and DVD Players		122	\$5.86	\$7,945
Miscellaneous Video Equipment		141	\$17.86	\$24,224
Video Cassettes and DVDs		123	\$8.00	\$10,852
Video Game Hardware/Accessories		117	\$47.02	\$63,757
Video Game Software		112	\$21.72	\$29,456
Rental/Streaming/Downloaded Video		128	\$157.78	\$213,946
Installation of Televisions		142	\$2.29	\$3,101
Audio (3)		134	\$180.64	\$244,952
Rental and Repair of TV/Radio/Sound Equipment		108	\$3.00	\$4,070
Pets		134	\$1,233.92	\$1,673,195
Toys/Games/Crafts/Hobbies (4)		130	\$206.51	\$280,029
Recreational Vehicles and Fees (5)		150	\$225.66	\$305,997
Sports/Recreation/Exercise Equipment (6)		132	\$371.00	\$503,082
Photo Equipment and Supplies (7)		133	\$62.31	\$84,493
Reading (8)		132	\$166.78	\$226,155
Catered Affairs (9)		132	\$40.02	\$54,262
Food		128	\$13,443.49	\$18,229,374
Food at Home		128	\$8,685.31	\$11,777,284
Bakery and Cereal Products		129	\$1,133.59	\$1,537,153
Meats, Poultry, Fish, and Eggs		126	\$1,860.60	\$2,522,970
Dairy Products		128	\$839.91	\$1,138,912
Fruits and Vegetables		127	\$1,699.10	\$2,303,986
Snacks and Other Food at Home (10)		129	\$3,152.11	\$4,274,263
Food Away from Home		128	\$4,758.18	\$6,452,090
Alcoholic Beverages		136	\$919.22	\$1,246,466

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Source: Esri forecasts for 2023 and 2028; Consumer Spending data are derived from the 2019 and 2020 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	154	\$60,610.11	\$82,187,314
Value of Retirement Plans	161	\$227,215.40	\$308,104,077
Value of Other Financial Assets	134	\$11,514.72	\$15,613,966
Vehicle Loan Amount excluding Interest	131	\$4,756.61	\$6,449,959
Value of Credit Card Debt	137	\$4,330.29	\$5,871,879
Health			
Nonprescription Drugs	135	\$230.38	\$312,392
Prescription Drugs	140	\$514.63	\$697,843
Eyeglasses and Contact Lenses	139	\$154.63	\$209,682
Home			
Mortgage Payment and Basics (11)	150	\$19,374.28	\$26,271,523
Maintenance and Remodeling Services	149	\$5,672.40	\$7,691,774
Maintenance and Remodeling Materials (12)	149	\$1,168.75	\$1,584,826
Utilities, Fuel, and Public Services	130	\$7,555.15	\$10,244,782
Household Furnishings and Equipment			
Household Textiles (13)	127	\$155.92	\$211,426
Furniture	131	\$1,081.43	\$1,466,419
Rugs	135	\$56.31	\$76,354
Major Appliances (14)	138	\$729.43	\$989,111
Housewares (15)	131	\$141.20	\$191,466
Small Appliances	118	\$86.03	\$116,662
Luggage	124	\$17.72	\$24,030
Telephones and Accessories	129	\$138.34	\$187,590
Household Operations			
Child Care	139	\$716.43	\$971,476
Lawn and Garden (16)	146	\$980.96	\$1,330,184
Moving/Storage/Freight Express	121	\$108.76	\$147,475
Housekeeping Supplies (17)	132	\$1,227.06	\$1,663,893
Insurance			
Owners and Renters Insurance	149	\$1,163.18	\$1,577,268
Vehicle Insurance	124	\$2,700.79	\$3,662,270
Life/Other Insurance	148	\$1,024.55	\$1,389,290
Health Insurance	138	\$6,820.57	\$9,248,694
Personal Care Products (18)	129	\$710.28	\$963,143
School Books and Supplies (19)	125	\$166.92	\$226,348
Smoking Products	120	\$519.92	\$705,013
Transportation			
Payments on Vehicles excluding Leases	134	\$4,050.75	\$5,492,823
Gasoline and Motor Oil	125	\$3,158.26	\$4,282,596
Vehicle Maintenance and Repairs	131	\$1,712.97	\$2,322,784
Travel			
Airline Fares	132	\$614.53	\$833,303
Lodging on Trips	142	\$1,023.41	\$1,387,740
Auto/Truck Rental on Trips	138	\$109.04	\$147,863
Food and Drink on Trips	136	\$761.45	\$1,032,520

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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 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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