Retail Goods and Services Expenditures

Forsyth village, IL (1727091)
Forsyth village, IL (1727091)
Geography: Place

Top Tapestry Segments	Percent
Loyal Locals (K3)	54.8%
Savvy Suburbanites (L1)	45.2%
	0.0%
	0.0%
	0.0%

Demographic Summary	2025	2030
Population	3,510	3,378
Households	1,357	1,335
Families	1,006	963
Median Age	44.2	45.1
Median Household Income	$115,900	$142,377

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	125	$3,061.55	$4,154,523
Men's	128	$618.10	$838,766
Women's	127	$1,065.84	$1,446,344
Children's	119	$398.89	$541,296
Footwear	120	$657.00	$891,546
Watches & Jewelry	130	$261.06	$354,253
Apparel Products and Services (1)	130	$60.66	$82,318
Computer			
Computers and Hardware for Home Use	125	$281.84	$382,461
Portable Memory	117	$4.50	$6,106
Computer Software	117	$19.77	$26,824
Computer Accessories	119	$23.95	$32,499
Entertainment & Recreation	133	$5,474.44	$7,428,818
Fees and Admissions	135	$1,258.73	$1,708,095
Membership Fees for Clubs (2)	137	$434.09	$589,056
Fees for Participant Sports, excl. Trips	138	$228.37	$309,896
Tickets to Theatre/Operas/Concerts	133	$150.57	$204,328
Tickets to Movies	120	$44.32	$60,144
Tickets to Parks or Museums	119	$50.60	$68,663
Admission to Sporting Events, excl. Trips	146	$133.26	$180,832
Fees for Recreational Lessons	129	$216.29	$293,508
Dating Services	106	$1.23	$1,668
TV/Video/Audio	131	$1,623.08	$2,202,514
Cable and Satellite Television Services	138	$912.89	$1,238,792
Televisions	126	$149.33	$202,643
Satellite Dishes	94	$1.31	$1,780
VCRs, Video Cameras, and DVD Players	121	$5.05	$6,857
Miscellaneous Video Equipment	104	$36.30	$49,260
Video Cassettes and DVDs	113	$5.37	$7,288
Video Game Hardware/Accessories	117	$55.41	$75,191
Video Game Software	117	$26.83	$36,409
Rental/Streaming/Downloaded Video	125	$241.12	$327,201
Installation of Televisions	134	$2.03	$2,752
Audio (3)	132	$184.74	$250,687
Rental and Repair of TV/Radio/Sound Equipment	129	$2.70	$3,654
Pets	135	$1,429.24	$1,939,477
Toys/Games/Crafts/Hobbies (4)	133	$237.36	$322,104
Recreational Vehicles and Fees (5)	140	$269.96	$366,332
Sports/Recreation/Exercise Equipment (6)	129	$335.30	$454,997
Photo Equipment and Supplies (7)	134	$92.48	$125,502
Reading (8)	130	$168.58	$228,757
Catered Affairs (9)	124	$59.72	$81,040
Food	126	$14,614.18	$19,831,446
Food at Home	128	$9,522.99	$12,922,696
Bakery and Cereal Products	130	$1,294.47	$1,756,592
Meats, Poultry, Fish, and Eggs	126	$1,928.73	$2,617,283
Dairy Products	129	$977.78	$1,326,850
Fruits and Vegetables	126	$1,612.53	$2,188,200
Snacks and Other Food at Home (10)	184	$3,709.48	$5,033,771
Food Away from Home	123	$5,091.19	$6,908,750
Alcoholic Beverages	131	$885.85	$1,202,100

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.
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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	151	$72,250.39	$98,043,786
Value of Retirement Plans	156	$238,522.28	$323,674,737
Value of Other Financial Assets	146	$19,259.12	$26,134,629
Vehicle Loan Amount excluding Interest	127	$4,468.07	$6,063,174
Value of Credit Card Debt	132	$3,978.60	$5,398,959
Health			
Nonprescription Drugs	134	$267.65	$363,200
Prescription Drugs	157	$662.15	$898,542
Eyeglasses and Contact Lenses	140	$185.49	$251,715
Home			
Mortgage Payment and Basics (11)	141	$18,846.07	$25,574,123
Maintenance and Remodeling Services	146	$6,777.96	$9,197,688
Maintenance and Remodeling Materials (12)	148	$1,187.98	$1,612,089
Utilities, Fuel, and Public Services	131	$7,757.83	$10,527,377
Household Furnishings and Equipment			
Household Textiles (13)	126	$148.17	$201,064
Furniture	131	$1,161.40	$1,576,015
Rugs	135	$53.19	$72,185
Major Appliances (14)	134	$676.95	$918,626
Housewares (15)	125	$122.95	$166,837
Small Appliances	115	$89.34	$121,232
Luggage	130	$31.93	$43,330
Telephones and Accessories	149	$124.12	$168,435
Household Operations			
Child Care	131	$769.35	$1,044,003
Lawn and Garden (16)	148	$1,004.49	$1,363,093
Moving/Storage/Freight Express	110	$140.33	$190,422
Housekeeping Supplies (17)	131	$1,131.79	$1,535,838
Insurance			
Owners and Renters Insurance	143	$1,208.67	$1,640,167
Vehicle Insurance	124	$2,701.97	$3,666,578
Life/Other Insurance	140	$963.65	$1,307,669
Health Insurance	137	$6,813.30	$9,245,654
Personal Care Products (18)	124	$736.82	$999,860
Educational Books/Supplies/Other Expenditures	127	$117.70	$159,722
Smoking Products	128	$590.86	$801,802
Transportation			
Payments on Vehicles excluding Leases	130	$3,901.36	$5,294,150
Gasoline/Diesel Fuel/Electric Vehicle Charging	124	$4,330.47	$5,876,447
Vehicle Maintenance and Repairs	129	$1,745.44	$2,368,560
Travel			
Airline Fares	128	$1,080.29	$1,465,954
Lodging on Trips	139	$1,535.08	$2,083,103
Auto/Truck Rental on Trips	131	$159.08	$215,873
Food and Drink on Trips	133	$1,124.20	$1,525,546

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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 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.

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