Retail Marketplace Potential

Forsyth village, IL (1727091)
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Geography: Place

Demographic Summary	2025	2030
Population	3,510	3,378
Population 18+	2,655	2,570
Households	1,357	1,335
Median Household Income	$115,900	$142,377

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought Men`s Clothing/12 Mo	1,757	66.2%	104
Bought Women`s Clothing/12 Mo	1,416	53.3%	102
Bought Shoes/12 Mo	2,028	76.4%	101
Bought Fine Jewelry/12 Mo	530	20.0%	91
Bought Watch/12 Mo	334	12.6%	98
Automobiles (Households)			
HH Owns or Leases Any Vehicle	1,292	95.2%	106
HH Bought or Leased New Vehicle/12 Mo	140	10.3%	122
Automotive Aftermarket (Adults)			
Bought Gasoline/6 Mo	2,514	94.7%	106
Bought or Changed Motor Oil/12 Mo	1,498	56.4%	104
Had Vehicle Tune-Up/12 Mo	602	22.7%	99
Beverages (Adults)			
Drank Non-Diet (Regular) Cola/6 Mo	894	33.7%	88
Drank Beer or Ale/6 Mo	1,056	39.8%	107
Cameras (Adults)			
Own Digital Point and Shoot Camera/Camcorder	280	10.6%	124
Own Digital SLR Camera or Camcorder	300	11.3%	117
Printed Digital Photos/12 Mo	782	29.4%	118
Cell Phones (Adults/Households)			
Bought Cell Phone/12 Mo	839	31.6%	91
Have a Smartphone	2,525	95.1%	101
Have Android Phone (Any Brand) Smartphone	916	34.5%	92
Have Apple iPhone Smartphone	1,650	62.1%	106
HH Owns 1 Cell Phone	361	26.6%	89
HH Owns 2 Cell Phones	586	43.2%	112
HH Owns 3+ Cell Phones	383	28.2%	98
HH Has Cell Phone Only (No Landline Telephone)	961	70.8%	94
Computers (Households)			
HH Owns Computer	1,194	88.0%	106
HH Owns Desktop Computer	552	40.7%	109
HH Owns Laptop or Notebook	993	73.2%	106
HH Owns Apple/Mac Brand Computer	337	24.8%	100
HH Owns PC/Non-Apple Brand Computer	1,019	75.1%	108
HH Purchased Most Recent Home Computer at Store	515	38.0%	108
HH Purchased Most Recent Home Computer Online	386	28.4%	105
HH Spent $1-499 on Most Recent Home Computer	195	14.4%	111
HH Spent $500-999 on Most Recent Home Computer	298	22.0%	124
HH Spent $1K-1499 on Most Recent Home Computer	175	12.9%	116
HH Spent $1500-1999 on Most Recent Home Computer	54	4.0%	98
HH Spent $2K+ on Most Recent Home Computer	81	6.0%	95

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.
Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2025 and 2030.

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Convenience Stores (Adults)			
Shopped at C-Store/6 Mo	1,778	67.0%	102
Bought Brewed Coffee at C-Store/30 Days	360	13.6%	108
Bought Cigarettes at C-Store/30 Days	129	4.9%	85
Bought Gas at C-Store/30 Days	1,136	42.8%	105
Spent $1-19 at C-Store/30 Days	188	7.1%	112
Spent $20-39 at C-Store/30 Days	232	8.7%	108
Spent $40-50 at C-Store/30 Days	168	6.3%	100
Spent $51-99 at C-Store/30 Days	133	5.0%	94
Spent $100+ at C-Store/30 Days	681	25.6%	104
Entertainment (Adults)			
Attended Movie/6 Mo	1,410	53.1%	100
Went to Live Theater/12 Mo	366	13.8%	119
Went to Bar or Night Club/12 Mo	558	21.0%	108
Dined Out/12 Mo	1,680	63.3%	113
Gambled at Casino/12 Mo	349	13.2%	102
Visited Theme Park/12 Mo	436	16.4%	87
Viewed Movie (Video-on-Demand)/30 Days	252	9.5%	116
Viewed TV Show (Video-on-Demand)/30 Days	179	6.7%	123
Used Internet to Download Movie/30 Days	167	6.3%	93
Downloaded Individual Song/6 Mo	447	16.8%	93
Used Internet to Watch Movie/30 Days	811	30.6%	87
Used Internet to Watch TV Program/30 Days	557	21.0%	93
Played (Console) Video or Electronic Game/12 Mo	303	11.4%	89
Played (Portable) Video or Electronic Game/12 Mo	163	6.1%	84
Financial (Adults)			
Have 1st Home Mortgage	1,094	41.2%	117
Used ATM or Cash Machine/12 Mo	1,673	63.0%	104
Own Any Stock	467	17.6%	128
Own U.S. Savings Bonds	272	10.2%	137
Own Shares in Mutual Fund (Stocks)	413	15.6%	129
Own Shares in Mutual Fund (Bonds)	277	10.4%	136
Have Interest Checking Account	1,210	45.6%	121
Have Non-Interest Checking Account	1,017	38.3%	106
Have Savings Account	2,056	77.4%	108
Have 401(k) Retirement Savings Plan	765	28.8%	119
Own or Used Any Credit/Debit Card/12 Mo	2,510	94.5%	103
Avg $1-110 Monthly Credit Card Expenditures	517	19.5%	100
Avg $111-225 Monthly Credit Card Expenditures	340	12.8%	104
Avg $226-450 Monthly Credit Card Expenditures	219	8.3%	98
Avg $451-700 Monthly Credit Card Expenditures	250	9.4%	108
Avg $701-1000 Monthly Credit Card Expenditures	225	8.5%	109
Avg $1001-2000 Monthly Credit Card Expenditures	384	14.5%	126
Avg $2001+ Monthly Credit Card Expenditures	475	17.9%	133
Did Banking Online/12 Mo	1,579	59.5%	107
Did Banking by Mobile Device/12 Mo	1,284	48.4%	99

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Grocery (Adults)			
HH Used Bread/6 Mo	1,295	95.4%	101
HH Used Chicken (Fresh or Frozen)/6 Mo	1,069	78.8%	103
HH Used Turkey (Fresh or Frozen)/6 Mo	309	22.8%	114
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	795	58.6%	102
HH Used Fresh Fruit or Vegetables/6 Mo	1,239	91.3%	101
HH Used Fresh Milk/6 Mo	1,137	83.8%	102
HH Used Organic Food/6 Mo	307	22.6%	91
Health (Adults)			
Exercise at Home 2+ Times/Wk	1,320	49.7%	108
Exercise at Club 2+ Times/Wk	376	14.2%	107
Visited Doctor/12 Mo	2,297	86.5%	108
Used Vitamins or Dietary Supplements/6 Mo	1,843	69.4%	106
Home (Households)			
HH Did Home Improvement/12 Mo	574	42.3%	125
HH Used Maid/Prof Cln Svc (+ Furn/Carpet)/12 Mo	595	43.9%	129
HH Purchased Low Ticket HH Furnishing/12 Mo	321	23.7%	113
HH Purchased Big Ticket HH Furnishing/12 Mo	343	25.3%	106
HH Bought Small Kitchen Appliance/12 Mo	316	23.3%	102
HH Purchased Large Appliance/12 Mo	291	21.4%	120
Insurance (Adults/Households)			
Currently Carry Life Insurance	1,553	58.5%	116
Personally Carry Any Med/Hosp/Accident Insur	2,411	90.8%	107
Homeowner Carries Home/Personal Property Insurance	1,979	74.5%	127
Renter Carries Home/Pers Property Insurance	257	9.7%	73
HH Has 1 Vehicle Covered w/Auto Insurance	382	28.1%	87
HH Has 2 Vehicles Covered w/Auto Insurance	489	36.0%	117
HH Has 3+ Vehicles Covered w/Auto Insurance	407	30.0%	118
Pets (Households)			
HH Owns Any Pet	765	56.4%	110
HH Owns Cat	336	24.8%	103
HH Owns Dog	583	43.0%	113
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Am Interested in How to Help Env: 4-Agr Cmpl	371	14.0%	87
Buying American Is Important: 4-Agr Cmpl	829	31.2%	114
Buy Based on Quality Not Price: 4-Agr Cmpl	359	13.5%	95
Buy on Credit Rather Than Wait: 4-Agr Cmpl	342	12.9%	105
Only Use Coupons Brands Usually Buy: 4-Agr Cmpl	288	10.8%	109
Will Pay More for Env Safe Prods: 4-Agr Cmpl	265	10.0%	91
Buy Based on Price Not Brands: 4-Agr Cmpl	715	26.9%	99
Reading (Adults)			
Bought Digital Book/12 Mo	498	18.8%	106
Bought Hardcover Book/12 Mo	760	28.6%	111
Bought Paperback Book/12 Mo	933	35.1%	104
Read Daily Newspaper (Paper Version)	244	9.2%	131
Read Digital Newspaper/30 Days	1,361	51.3%	94
Read Magazine (Paper/Electronic Vers)/6 Mo	2,324	87.5%	101

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Restaurants (Adults)			
Went to Family Restrnt/SteakHse/6 Mo	2,039	76.8%	106
Went to Family Restrnt/SteakHse 4+ Times/30 Days	699	26.3%	108
Went to Fast Food/Drive-In Restaurant/6 Mo	2,449	92.2%	101
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	999	37.6%	95
Ordered Eat-In Fast Food/6 Mo	886	33.4%	100
Ordered Home Delivery Fast Food/6 Mo	249	9.4%	76
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	1,391	52.4%	107
Ordered Take-Out/Walk-In Fast Food/6 Mo	612	23.1%	101
Television & Electronics (Adults/Households)			
Own Tablet	1,556	58.6%	104
Own E-Reader	512	19.3%	118
Own E-Reader/Tablet: Apple iPad	1,058	39.9%	110
HH Owns Smart TV	635	46.8%	113
Own Portable MP3 Player	235	8.8%	115
HH Owns 1 TV	211	15.6%	79
HH Owns 2 TVs	364	26.8%	97
HH Owns 3 TVs	328	24.2%	110
HH Owns 4+ TVs	374	27.6%	126
HH Subscribes to Cable TV	498	36.7%	130
HH Subscribes to Fiber Optic TV	51	3.8%	116
HH Owns Portable GPS Device	293	21.6%	130
HH Purchased Video Game System/12 Mo	74	5.5%	77
HH Owns Internet Video Device for TV	776	57.2%	109
Travel (Adults)			
Took Domestic Trip in Continental U.S./12 Mo	1,833	69.0%	112
Took 3+ Domestic Non-Business Trips/12 Mo	571	21.5%	118
Spent $1-999 on Domestic Vacations/12 Mo	289	10.9%	99
Spent $1K-1499 on Domestic Vacations/12 Mo	211	8.0%	115
Spent $1500-1999 on Domestic Vacations/12 Mo	154	5.8%	121
Spent $2K-2999 on Domestic Vacations/12 Mo	181	6.8%	121
Spent $3K+ on Domestic Vacations/12 Mo	423	15.9%	134
Used Intrnt Travel Site for Domestic Trip/12 Mo	174	6.5%	102
Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs	799	30.1%	99
Took 3+ Foreign Trips by Plane/3 Yrs	131	4.9%	89
Spent $1-999 on Foreign Vacations/12 Mo	111	4.2%	99
Spent $1K-2999 on Foreign Vacations/12 Mo	105	4.0%	92
Spent $3K+ on Foreign Vacations/12 Mo	286	10.8%	111
Used General Travel Site: Foreign Trip/3 Yrs	129	4.9%	91
Spent Night at Hotel or Motel/12 Mo	1,609	60.6%	111
Took Cruise of More Than One Day/3 Yrs	269	10.1%	115
Member of Frequent Flyer Program	823	31.0%	113
Member of Hotel Rewards Program	929	35.0%	119

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