



Retail Marketplace Potential

Geneva city, IL (1728872)
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 Geography: Place

Demographic Summary		2021	2026
Population		21,544	21,595
Population 18+		16,511	16,680
Households		8,020	8,060
Median Household Income		\$109,581	\$117,635

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	8,609	52.1%	106
Bought any women's clothing in last 12 months	7,822	47.4%	105
Bought any shoes in last 12 months	9,588	58.1%	109
Bought costume jewelry in last 12 months	2,919	17.7%	110
Bought any fine jewelry in last 12 months	3,243	19.6%	107
Bought a watch in last 12 months	2,373	14.4%	99
Automobiles (Households)			
HH owns/leases any vehicle	7,487	93.4%	108
HH bought/leased new vehicle last 12 months	1,106	13.8%	152
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	15,219	92.2%	108
Bought/changed motor oil in last 12 months	7,107	43.0%	95
Had tune-up in last 12 months	4,324	26.2%	109
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	12,097	73.3%	103
Drank non-diet (regular) in last 6 months	5,728	34.7%	82
Drank beer/ale in last 6 months	7,431	45.0%	109
Cameras (Adults)			
Own digital point & shoot camera/camcorder	1,685	10.2%	127
Own digital SLR camera/camcorder	1,914	11.6%	146
Printed digital photos in last 12 months	4,845	29.3%	133
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	5,175	31.3%	97
Have a smartphone	15,467	93.7%	105
Have a smartphone: Android phone (any brand)	5,437	32.9%	81
Have a smartphone: Apple iPhone	10,129	61.3%	128
Number of cell phones in household: 1	1,727	21.5%	71
Number of cell phones in household: 2	3,279	40.9%	107
Number of cell phones in household: 3+	2,933	36.6%	123
HH has cell phone only (no landline telephone)	4,285	53.4%	83
Computers (Households)			
HH owns a computer	7,005	87.3%	117
HH owns desktop computer	3,456	43.1%	124
HH owns laptop/notebook	5,633	70.2%	119
HH owns any Apple/Mac brand computer	2,243	28.0%	139
HH owns any PC/non-Apple brand computer	5,539	69.1%	114
HH purchased most recent computer in a store	3,308	41.2%	118
HH purchased most recent computer online	1,643	20.5%	130
HH spent \$1-\$499 on most recent home computer	1,100	13.7%	96
HH spent \$500-\$999 on most recent home computer	1,628	20.3%	123
HH spent \$1,000-\$1,499 on most recent home computer	1,089	13.6%	132
HH spent \$1,500-\$1,999 on most recent home computer	587	7.3%	148
HH spent \$2,000+ on most recent home computer	466	5.8%	132

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 2021 and 2026.



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Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	10,234	62.0%	101
Bought brewed coffee at convenience store in last 30 days	2,264	13.7%	109
Bought cigarettes at convenience store in last 30 days	981	5.9%	65
Bought gas at convenience store in last 30 days	5,851	35.4%	96
Spent at convenience store in last 30 days: \$1-19	1,280	7.8%	111
Spent at convenience store in last 30 days: \$20-\$39	1,707	10.3%	111
Spent at convenience store in last 30 days: \$40-\$50	1,459	8.8%	109
Spent at convenience store in last 30 days: \$51-\$99	712	4.3%	78
Spent at convenience store in last 30 days: \$100+	3,292	19.9%	91
Entertainment (Adults)			
Attended a movie in last 6 months	11,064	67.0%	113
Went to live theater in last 12 months	2,930	17.7%	144
Went to a bar/night club in last 12 months	3,343	20.2%	114
Dined out in last 12 months	10,237	62.0%	122
Gambled at a casino in last 12 months	2,424	14.7%	111
Visited a theme park in last 12 months	3,650	22.1%	119
Viewed movie (video-on-demand) in last 30 days	3,962	24.0%	161
Viewed TV show (video-on-demand) in last 30 days	2,607	15.8%	155
Watched any pay-per-view TV in last 12 months	1,670	10.1%	136
Downloaded a movie over the Internet in last 30 days	1,815	11.0%	117
Downloaded any individual song in last 6 months	3,650	22.1%	119
Used internet to watch a movie online in the last 30 days	5,244	31.8%	98
Used internet to watch a TV program online in last 30 days	3,804	23.0%	109
Played a video/electronic game (console) in last 12 months	1,568	9.5%	100
Played a video/electronic game (portable) in last 12 months	847	5.1%	106
Financial (Adults)			
Have home mortgage (1st)	7,540	45.7%	140
Used ATM/cash machine in last 12 months	10,156	61.5%	114
Own any stock	2,147	13.0%	157
Own U.S. savings bond	1,036	6.3%	128
Own shares in mutual fund (stock)	2,149	13.0%	161
Own shares in mutual fund (bonds)	1,304	7.9%	152
Have interest checking account	6,455	39.1%	131
Have non-interest checking account	5,391	32.7%	106
Have savings account	11,615	70.3%	118
Have 401K retirement savings plan	3,791	23.0%	131
Own/used any credit/debit card in last 12 months	14,930	90.4%	109
Avg monthly credit card expenditures: \$1-110	1,708	10.3%	91
Avg monthly credit card expenditures: \$111-\$225	1,221	7.4%	101
Avg monthly credit card expenditures: \$226-\$450	1,405	8.5%	116
Avg monthly credit card expenditures: \$451-\$700	1,358	8.2%	120
Avg monthly credit card expenditures: \$701-\$1,000	1,344	8.1%	128
Avg monthly credit card expenditures: \$1001-2000	1,832	11.1%	139
Avg monthly credit card expenditures: \$2001+	2,066	12.5%	183
Did banking online in last 12 months	8,909	54.0%	125
Did banking on mobile device in last 12 months	6,267	38.0%	118
Paid bills online in last 12 months	10,421	63.1%	115

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Grocery (Adults)			
HH used beef (fresh/frozen) in last 6 months	5,621	70.1%	103
HH used bread in last 6 months	7,567	94.4%	101
HH used chicken (fresh or frozen) in last 6 months	5,654	70.5%	106
HH used turkey (fresh or frozen) in last 6 months	1,165	14.5%	104
HH used fish/seafood (fresh or frozen) in last 6 months	4,671	58.2%	106
HH used fresh fruit/vegetables in last 6 months	7,121	88.8%	105
HH used fresh milk in last 6 months	6,783	84.6%	102
HH used organic food in last 6 months	2,346	29.3%	122
Health (Adults)			
Exercise at home 2+ times per week	5,986	36.3%	121
Exercise at club 2+ times per week	3,440	20.8%	145
Visited a doctor in last 12 months	13,808	83.6%	108
Used vitamin/dietary supplement in last 6 months	9,947	60.2%	110
Home (Households)			
HH did any home improvement in last 12 months	2,915	36.3%	127
HH used any maid/professional cleaning service in last 12 months	1,795	22.4%	146
HH purchased low ticket HH furnishings in last 12 months	1,577	19.7%	109
HH purchased big ticket HH furnishings in last 12 months	2,054	25.6%	111
HH bought any small kitchen appliance in last 12 months	2,001	25.0%	106
HH bought any large kitchen appliance in last 12 months	1,260	15.7%	117
Insurance (Adults/Households)			
Currently carry life insurance	8,760	53.1%	120
Carry medical/hospital/accident insurance	13,755	83.3%	111
Carry homeowner/personal property insurance	10,506	63.6%	130
Carry renter's insurance	1,258	7.6%	82
HH has auto insurance: 1 vehicle in household covered	1,823	22.7%	78
HH has auto insurance: 2 vehicles in household covered	2,789	34.8%	126
HH has auto insurance: 3+ vehicles in household covered	2,385	29.7%	130
Pets (Households)			
Household owns any pet	4,627	57.7%	109
Household owns any cat	1,821	22.7%	99
Household owns any dog	3,542	44.2%	110
Psychographics (Adults)			
Buying American is important to me	5,911	35.8%	99
Usually buy items on credit rather than wait	2,480	15.0%	110
Usually buy based on quality - not price	3,158	19.1%	102
Price is usually more important than brand name	4,514	27.3%	94
Usually use coupons for brands I buy often	2,669	16.2%	103
Am interested in how to help the environment	3,422	20.7%	99
Usually pay more for environ safe product	2,505	15.2%	101
Usually value green products over convenience	1,619	9.8%	84
Likely to buy a brand that supports a charity	6,010	36.4%	103
Reading (Adults)			
Bought digital book in last 12 months	2,956	17.9%	126
Bought hardcover book in last 12 months	4,234	25.6%	124
Bought paperback book in last 12 month	5,635	34.1%	121
Read any daily newspaper (paper version)	2,614	15.8%	108
Read any digital newspaper in last 30 days	8,724	52.8%	118
Read any magazine (paper/electronic version) in last 6 months	15,606	94.5%	105

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Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	12,757	77.3%	107
Went to family restaurant/steak house: 4+ times a month	4,176	25.3%	102
Went to fast food/drive-in restaurant in last 6 months	15,110	91.5%	102
Went to fast food/drive-in restaurant 9+ times/month	5,968	36.1%	95
Fast food restaurant last 6 months: eat in	5,783	35.0%	108
Fast food restaurant last 6 months: home delivery	1,497	9.1%	102
Fast food restaurant last 6 months: take-out/drive-thru	8,206	49.7%	104
Fast food restaurant last 6 months: take-out/walk-in	3,999	24.2%	118
Television & Electronics (Adults/Households)			
Own any tablet	10,316	62.5%	122
Own any e-reader	2,385	14.4%	141
Own e-reader/tablet: iPad	7,234	43.8%	143
HH has Internet connectable TV	3,506	43.7%	120
Own any portable MP3 player	2,848	17.2%	119
HH owns 1 TV	1,243	15.5%	73
HH owns 2 TVs	2,052	25.6%	96
HH owns 3 TVs	1,924	24.0%	114
HH owns 4+ TVs	2,014	25.1%	143
HH subscribes to cable TV	3,937	49.1%	124
HH subscribes to fiber optic	883	11.0%	189
HH owns portable GPS navigation device	1,859	23.2%	120
HH purchased video game system in last 12 months	784	9.8%	119
HH owns any Internet video device for TV	3,299	41.1%	123
Travel (Adults)			
Took domestic trip in continental US last 12 months	11,047	66.9%	125
Took 3+ domestic non-business trips in last 12 months	2,917	17.7%	139
Spent on domestic vacations in last 12 months: \$1-999	2,011	12.2%	115
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	1,310	7.9%	123
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	792	4.8%	119
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	1,052	6.4%	147
Spent on domestic vacations in last 12 months: \$3,000+	2,002	12.1%	170
Domestic travel in last 12 months: used general travel website	1,642	9.9%	148
Took foreign trip (including Alaska and Hawaii) in last 3 years	6,887	41.7%	136
Took 3+ foreign trips by plane in last 3 years	1,713	10.4%	155
Spent on foreign vacations in last 12 months: \$1-999	1,112	6.7%	124
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	952	5.8%	129
Spent on foreign vacations in last 12 months: \$3,000+	2,082	12.6%	176
Foreign travel in last 3 years: used general travel website	1,537	9.3%	148
Nights spent in hotel/motel in last 12 months: any	9,620	58.3%	125
Took cruise of more than one day in last 3 years	2,404	14.6%	149
Member of any frequent flyer program	5,412	32.8%	159
Member of any hotel rewards program	5,175	31.3%	147

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