

Geneva city, IL (1728872)
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Geography: Place

Demographic Summary	2025	2030
Population	20,351	19,619
Population 18+	16,047	15,653
Households	8,189	8,111
Median Household Income	\$138,780	\$154,515

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought Men`s Clothing/12 Mo	10,562	65.8%	104
Bought Women`s Clothing/12 Mo	8,574	53.4%	102
Bought Shoes/12 Mo	12,459	77.6%	102
Bought Fine Jewelry/12 Mo	3,319	20.7%	94
Bought Watch/12 Mo	1,856	11.6%	90
Automobiles (Households)			
HH Owns or Leases Any Vehicle	7,803	95.3%	107
HH Bought or Leased New Vehicle/12 Mo	934	11.4%	134
Automotive Aftermarket (Adults)			
Bought Gasoline/6 Mo	15,044	93.8%	105
Bought or Changed Motor Oil/12 Mo	8,536	53.2%	98
Had Vehicle Tune-Up/12 Mo	3,945	24.6%	107
Beverages (Adults)			
Drank Non-Diet (Regular) Cola/6 Mo	4,910	30.6%	80
Drank Beer or Ale/6 Mo	6,721	41.9%	112
Cameras (Adults)			
Own Digital Point and Shoot Camera/Camcorder	1,746	10.9%	128
Own Digital SLR Camera or Camcorder	2,160	13.5%	139
Printed Digital Photos/12 Mo	4,827	30.1%	121
Cell Phones (Adults/Households)			
Bought Cell Phone/12 Mo	5,150	32.1%	93
Have a Smartphone	15,416	96.1%	102
Have Android Phone (Any Brand) Smartphone	4,826	30.1%	80
Have Apple iPhone Smartphone	10,881	67.8%	116
HH Owns 1 Cell Phone	1,829	22.3%	74
HH Owns 2 Cell Phones	3,570	43.6%	113
HH Owns 3+ Cell Phones	2,669	32.6%	113
HH Has Cell Phone Only (No Landline Telephone)	5,706	69.7%	92
Computers (Households)			
HH Owns Computer	7,504	91.6%	111
HH Owns Desktop Computer	3,497	42.7%	115
HH Owns Laptop or Notebook	6,287	76.8%	112
HH Owns Apple/Mac Brand Computer	2,483	30.3%	122
HH Owns PC/Non-Apple Brand Computer	6,192	75.6%	109
HH Purchased Most Recent Home Computer at Store	3,173	38.8%	110
HH Purchased Most Recent Home Computer Online	2,545	31.1%	115
HH Spent \$1-499 on Most Recent Home Computer	1,049	12.8%	99
HH Spent \$500-999 on Most Recent Home Computer	1,733	21.2%	119
HH Spent \$1K-1499 on Most Recent Home Computer	1,125	13.7%	124
HH Spent \$1500-1999 on Most Recent Home Computer	396	4.8%	119
HH Spent \$2K+ on Most Recent Home Computer	657	8.0%	127

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	10,300	64.2%	97
Bought Brewed Coffee at C-Store/30 Days	2,046	12.8%	102
Bought Cigarettes at C-Store/30 Days	516	3.2%	56
Bought Gas at C-Store/30 Days	6,278	39.1%	96
Spent \$1-19 at C-Store/30 Days	1,233	7.7%	122
Spent \$20-39 at C-Store/30 Days	1,310	8.2%	101
Spent \$40-50 at C-Store/30 Days	1,035	6.5%	102
Spent \$51-99 at C-Store/30 Days	779	4.8%	91
Spent \$100+ at C-Store/30 Days	3,421	21.3%	86
Entertainment (Adults)			
Attended Movie/6 Mo	8,996	56.1%	105
Went to Live Theater/12 Mo	2,526	15.7%	135
Went to Bar or Night Club/12 Mo	3,535	22.0%	114
Dined Out/12 Mo	10,361	64.6%	115
Gambled at Casino/12 Mo	2,090	13.0%	101
Visited Theme Park/12 Mo	3,010	18.8%	99
Viewed Movie (Video-on-Demand)/30 Days	1,914	11.9%	145
Viewed TV Show (Video-on-Demand)/30 Days	1,282	8.0%	145
Used Internet to Download Movie/30 Days	1,162	7.2%	107
Downloaded Individual Song/6 Mo	2,837	17.7%	97
Used Internet to Watch Movie/30 Days	5,321	33.2%	94
Used Internet to Watch TV Program/30 Days	3,735	23.3%	103
Played (Console) Video or Electronic Game/12 Mo	1,751	10.9%	85
Played (Portable) Video or Electronic Game/12 Mo	1,024	6.4%	88
Financial (Adults)			
Have 1st Home Mortgage	7,221	45.0%	128
Used ATM or Cash Machine/12 Mo	10,056	62.7%	103
Own Any Stock	3,271	20.4%	148
Own U.S. Savings Bonds	1,728	10.8%	144
Own Shares in Mutual Fund (Stocks)	2,865	17.9%	148
Own Shares in Mutual Fund (Bonds)	1,877	11.7%	153
Have Interest Checking Account	7,533	46.9%	125
Have Non-Interest Checking Account	5,982	37.3%	103
Have Savings Account	12,654	78.9%	110
Have 401(k) Retirement Savings Plan	4,833	30.1%	125
Own or Used Any Credit/Debit Card/12 Mo	15,225	94.9%	103
Avg \$1-110 Monthly Credit Card Expenditures	2,980	18.6%	95
Avg \$111-225 Monthly Credit Card Expenditures	2,067	12.9%	105
Avg \$226-450 Monthly Credit Card Expenditures	1,243	7.8%	92
Avg \$451-700 Monthly Credit Card Expenditures	1,467	9.1%	105
Avg \$701-1000 Monthly Credit Card Expenditures	1,429	8.9%	114
Avg \$1001-2000 Monthly Credit Card Expenditures	2,554	15.9%	138
Avg \$2001+ Monthly Credit Card Expenditures	3,518	21.9%	163
Did Banking Online/12 Mo	10,179	63.4%	114
Did Banking by Mobile Device/12 Mo	8,273	51.5%	106

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Grocery (Adults)			
HH Used Bread/6 Mo	7,789	95.1%	101
HH Used Chicken (Fresh or Frozen)/6 Mo	6,496	79.3%	104
HH Used Turkey (Fresh or Frozen)/6 Mo	1,873	22.9%	114
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	4,938	60.3%	105
HH Used Fresh Fruit or Vegetables/6 Mo	7,605	92.9%	103
HH Used Fresh Milk/6 Mo	6,849	83.6%	102
HH Used Organic Food/6 Mo	2,167	26.5%	107
Health (Adults)			
Exercise at Home 2+ Times/Wk	8,385	52.3%	114
Exercise at Club 2+ Times/Wk	2,536	15.8%	119
Visited Doctor/12 Mo	13,765	85.8%	108
Used Vitamins or Dietary Supplements/6 Mo	11,213	69.9%	107
Home (Households)			
HH Did Home Improvement/12 Mo	3,438	42.0%	124
HH Used Maid/Prof Cln Svc (+ Furn/Carpet)/12 Mo	3,823	46.7%	137
HH Purchased Low Ticket HH Furnishing/12 Mo	1,790	21.9%	104
HH Purchased Big Ticket HH Furnishing/12 Mo	2,004	24.5%	102
HH Bought Small Kitchen Appliance/12 Mo	1,833	22.4%	98
HH Purchased Large Appliance/12 Mo	1,645	20.1%	112
Insurance (Adults/Households)			
Currently Carry Life Insurance	9,295	57.9%	115
Personally Carry Any Med/Hosp/Accident Insur	14,501	90.4%	107
Homeowner Carries Home/Personal Property Insurance	11,876	74.0%	126
Renter Carries Home/Pers Property Insurance	1,638	10.2%	77
HH Has 1 Vehicle Covered w/Auto Insurance	2,125	25.9%	80
HH Has 2 Vehicles Covered w/Auto Insurance	3,027	37.0%	120
HH Has 3+ Vehicles Covered w/Auto Insurance	2,513	30.7%	121
Pets (Households)			
HH Owns Any Pet	4,554	55.6%	108
HH Owns Cat	1,848	22.6%	94
HH Owns Dog	3,483	42.5%	111
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Am Interested in How to Help Env: 4-Agr Cmpl	2,480	15.4%	97
Buying American Is Important: 4-Agr Cmpl	4,493	28.0%	102
Buy Based on Quality Not Price: 4-Agr Cmpl	2,241	14.0%	98
Buy on Credit Rather Than Wait: 4-Agr Cmpl	2,015	12.6%	102
Only Use Coupons Brands Usually Buy: 4-Agr Cmpl	1,611	10.0%	101
Will Pay More for Env Safe Prods: 4-Agr Cmpl	1,683	10.5%	96
Buy Based on Price Not Brands: 4-Agr Cmpl	3,930	24.5%	90
Reading (Adults)			
Bought Digital Book/12 Mo	3,249	20.3%	114
Bought Hardcover Book/12 Mo	4,706	29.3%	113
Bought Paperback Book/12 Mo	6,021	37.5%	111
Read Daily Newspaper (Paper Version)	1,431	8.9%	128
Read Digital Newspaper/30 Days	8,965	55.9%	102
Read Magazine (Paper/Electronic Vers)/6 Mo	14,323	89.3%	103

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Restaurants (Adults)			
Went to Family Restrnrt/SteakHse/6 Mo	12,065	75.2%	103
Went to Family Restrnrt/SteakHse 4+ Times/30 Days	3,961	24.7%	101
Went to Fast Food/Drive-In Restaurant/6 Mo	14,614	91.1%	100
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	5,758	35.9%	90
Ordered Eat-In Fast Food/6 Mo	5,373	33.5%	101
Ordered Home Delivery Fast Food/6 Mo	1,555	9.7%	79
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	7,999	49.9%	102
Ordered Take-Out/Walk-In Fast Food/6 Mo	3,936	24.5%	107
Television & Electronics (Adults/Households)			
Own Tablet	9,862	61.5%	109
Own E-Reader	3,349	20.9%	127
Own E-Reader/Tablet: Apple iPad	7,185	44.8%	123
HH Owns Smart TV	3,689	45.0%	109
Own Portable MP3 Player	1,436	8.9%	117
HH Owns 1 TV	1,266	15.5%	78
HH Owns 2 TVs	2,173	26.5%	96
HH Owns 3 TVs	1,937	23.6%	108
HH Owns 4+ TVs	2,279	27.8%	127
HH Subscribes to Cable TV	2,951	36.0%	127
HH Subscribes to Fiber Optic TV	492	6.0%	186
HH Owns Portable GPS Device	1,637	20.0%	120
HH Purchased Video Game System/12 Mo	524	6.4%	91
HH Owns Internet Video Device for TV	4,765	58.2%	111
Travel (Adults)			
Took Domestic Trip in Continental U.S./12 Mo	11,659	72.7%	117
Took 3+ Domestic Non-Business Trips/12 Mo	3,759	23.4%	128
Spent \$1-999 on Domestic Vacations/12 Mo	1,685	10.5%	95
Spent \$1K-1499 on Domestic Vacations/12 Mo	1,217	7.6%	109
Spent \$1500-1999 on Domestic Vacations/12 Mo	997	6.2%	130
Spent \$2K-2999 on Domestic Vacations/12 Mo	1,138	7.1%	126
Spent \$3K+ on Domestic Vacations/12 Mo	2,998	18.7%	157
Used Intrnt Travel Site for Domestic Trip/12 Mo	1,151	7.2%	112
Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs	5,868	36.6%	120
Took 3+ Foreign Trips by Plane/3 Yrs	1,147	7.2%	129
Spent \$1-999 on Foreign Vacations/12 Mo	809	5.0%	119
Spent \$1K-2999 on Foreign Vacations/12 Mo	709	4.4%	103
Spent \$3K+ on Foreign Vacations/12 Mo	2,177	13.6%	140
Used General Travel Site: Foreign Trip/3 Yrs	1,068	6.7%	124
Spent Night at Hotel or Motel/12 Mo	10,223	63.7%	117
Took Cruise of More Than One Day/3 Yrs	1,816	11.3%	128
Member of Frequent Flyer Program	6,444	40.2%	146
Member of Hotel Rewards Program	6,249	38.9%	132

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