



# Retail Marketplace Potential

Geneva city, IL (1728872)

Geography: Place

Demographic Summary		2018	2023
Population		21,989	22,353
Population 18+		16,892	17,411
Households		8,077	8,207
Median Household Income		\$102,728	\$108,061

  

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's clothing in last 12 months	8,745	51.8%	110
Bought any women's clothing in last 12 months	7,825	46.3%	107
Bought clothing for child <13 years in last 6 months	4,716	27.9%	104
Bought any shoes in last 12 months	10,219	60.5%	113
Bought costume jewelry in last 12 months	3,577	21.2%	116
Bought any fine jewelry in last 12 months	3,144	18.6%	104
Bought a watch in last 12 months	2,902	17.2%	109
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	7,556	93.5%	109
HH bought/leased new vehicle last 12 mo	1,169	14.5%	150
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	15,486	91.7%	107
Bought/changed motor oil in last 12 months	7,816	46.3%	97
Had tune-up in last 12 months	4,965	29.4%	114
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	12,295	72.8%	105
Drank regular cola in last 6 months	6,069	35.9%	81
Drank beer/ale in last 6 months	8,162	48.3%	114
<b>Cameras (Adults)</b>			
Own digital point & shoot camera/camcorder	2,852	16.9%	145
Own digital SLR camera/camcorder	1,965	11.6%	149
Printed digital photos in last 12 months	5,369	31.8%	137
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	6,205	36.7%	102
Have a smartphone	14,669	86.8%	109
Have a smartphone: Android phone (any brand)	5,322	31.5%	81
Have a smartphone: Apple iPhone	9,113	53.9%	141
Number of cell phones in household: 1	1,702	21.1%	68
Number of cell phones in household: 2	3,225	39.9%	104
Number of cell phones in household: 3+	3,011	37.3%	135
HH has cell phone only (no landline telephone)	3,072	38.0%	72
<b>Computers (Households)</b>			
HH owns a computer	7,114	88.1%	118
HH owns desktop computer	3,892	48.2%	126
HH owns laptop/notebook	5,546	68.7%	121
HH owns any Apple/Mac brand computer	2,078	25.7%	145
HH owns any PC/non-Apple brand computer	5,807	71.9%	114
HH purchased most recent computer in a store	3,574	44.2%	120
HH purchased most recent computer online	1,517	18.8%	140
Spent <\$500 on most recent home computer	1,149	14.2%	94
Spent \$500-\$999 on most recent home computer	1,732	21.4%	122
Spent \$1,000-\$1,499 on most recent home computer	1,094	13.5%	142
Spent \$1,500-\$1,999 on most recent home computer	582	7.2%	156
Spent \$2,000+ on most recent home computer	458	5.7%	140

**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 GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2018 and 2023.



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<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 mos	10,902	64.5%	103
Bought brewed coffee at convenience store in last 30 days	2,354	13.9%	103
Bought cigarettes at convenience store in last 30 days	1,273	7.5%	69
Bought gas at convenience store in last 30 days	6,169	36.5%	99
Spent at convenience store in last 30 days: <\$20	1,528	9.0%	125
Spent at convenience store in last 30 days: \$20-\$39	1,752	10.4%	108
Spent at convenience store in last 30 days: \$40-\$50	1,465	8.7%	105
Spent at convenience store in last 30 days: \$51-\$99	874	5.2%	93
Spent at convenience store in last 30 days: \$100+	3,529	20.9%	94
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	11,548	68.4%	115
Went to live theater in last 12 months	2,727	16.1%	139
Went to a bar/night club in last 12 months	3,513	20.8%	119
Dined out in last 12 months	10,764	63.7%	125
Gambled at a casino in last 12 months	2,450	14.5%	112
Visited a theme park in last 12 months	3,872	22.9%	121
Viewed movie (video-on-demand) in last 30 days	4,876	28.9%	159
Viewed TV show (video-on-demand) in last 30 days	3,758	22.2%	159
Watched any pay-per-view TV in last 12 months	2,532	15.0%	136
Downloaded a movie over the Internet in last 30 days	1,595	9.4%	104
Downloaded any individual song in last 6 months	4,163	24.6%	122
Watched a movie online in the last 30 days	4,189	24.8%	104
Watched a TV program online in last 30 days	3,524	20.9%	116
Played a video/electronic game (console) in last 12 months	1,504	8.9%	97
Played a video/electronic game (portable) in last 12 months	931	5.5%	106
<b>Financial (Adults)</b>			
Have home mortgage (1st)	7,882	46.7%	148
Used ATM/cash machine in last 12 months	10,603	62.8%	118
Own any stock	2,124	12.6%	174
Own U.S. savings bond	1,391	8.2%	171
Own shares in mutual fund (stock)	2,175	12.9%	187
Own shares in mutual fund (bonds)	1,462	8.7%	181
Have interest checking account	6,912	40.9%	139
Have non-interest checking account	5,260	31.1%	106
Have savings account	11,748	69.5%	119
Have 401K retirement savings plan	3,865	22.9%	148
Own/used any credit/debit card in last 12 months	14,938	88.4%	111
Avg monthly credit card expenditures: <\$111	1,832	10.8%	90
Avg monthly credit card expenditures: \$111-\$225	1,266	7.5%	104
Avg monthly credit card expenditures: \$226-\$450	1,381	8.2%	121
Avg monthly credit card expenditures: \$451-\$700	1,415	8.4%	135
Avg monthly credit card expenditures: \$701-\$1,000	1,415	8.4%	144
Avg monthly credit card expenditures: \$1,001+	3,352	19.8%	182
Did banking online in last 12 months	8,930	52.9%	134
Did banking on mobile device in last 12 months	5,033	29.8%	127
Paid bills online in last 12 months	10,270	60.8%	123

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<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	5,723	70.9%	103
Used bread in last 6 months	7,615	94.3%	101
Used chicken (fresh or frozen) in last 6 months	5,904	73.1%	106
Used turkey (fresh or frozen) in last 6 months	1,421	17.6%	115
Used fish/seafood (fresh or frozen) in last 6 months	4,732	58.6%	107
Used fresh fruit/vegetables in last 6 months	7,317	90.6%	104
Used fresh milk in last 6 months	7,066	87.5%	102
Used organic food in last 6 months	2,388	29.6%	125
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	6,046	35.8%	128
Exercise at club 2+ times per week	3,504	20.7%	144
Visited a doctor in last 12 months	13,945	82.6%	107
Used vitamin/dietary supplement in last 6 months	10,025	59.3%	110
<b>Home (Households)</b>			
Any home improvement in last 12 months	2,940	36.4%	131
Used housekeeper/maid/professional HH cleaning service in last 12	1,685	20.9%	149
Purchased low ticket HH furnishings in last 12 months	1,615	20.0%	119
Purchased big ticket HH furnishings in last 12 months	2,072	25.7%	117
Bought any small kitchen appliance in last 12 months	1,975	24.5%	109
Bought any large kitchen appliance in last 12 months	1,361	16.9%	119
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	9,086	53.8%	121
Carry medical/hospital/accident insurance	14,137	83.7%	112
Carry homeowner insurance	10,688	63.3%	134
Carry renter's insurance	1,372	8.1%	94
Have auto insurance: 1 vehicle in household covered	1,766	21.9%	71
Have auto insurance: 2 vehicles in household covered	2,922	36.2%	126
Have auto insurance: 3+ vehicles in household covered	2,669	33.0%	145
<b>Pets (Households)</b>			
Household owns any pet	4,910	60.8%	112
Household owns any cat	1,928	23.9%	104
Household owns any dog	3,787	46.9%	112
<b>Psychographics (Adults)</b>			
Buying American is important to me	6,818	40.4%	99
Usually buy items on credit rather than wait	2,576	15.2%	116
Usually buy based on quality - not price	3,285	19.4%	101
Price is usually more important than brand name	4,453	26.4%	94
Usually use coupons for brands I buy often	3,008	17.8%	99
Am interested in how to help the environment	2,705	16.0%	88
Usually pay more for environ safe product	2,371	14.0%	99
Usually value green products over convenience	1,627	9.6%	85
Likely to buy a brand that supports a charity	6,010	35.6%	103
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	3,318	19.6%	147
Bought hardcover book in last 12 months	4,291	25.4%	128
Bought paperback book in last 12 month	5,890	34.9%	120
Read any daily newspaper (paper version)	3,957	23.4%	114
Read any digital newspaper in last 30 days	7,777	46.0%	122
Read any magazine (paper/electronic version) in last 6 months	15,987	94.6%	104

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<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	13,809	81.7%	108
Went to family restaurant/steak house: 4+ times a month	5,091	30.1%	112
Went to fast food/drive-in restaurant in last 6 months	15,532	91.9%	102
Went to fast food/drive-in restaurant 9+ times/mo	6,694	39.6%	100
Fast food/drive-in last 6 months: eat in	6,515	38.6%	105
Fast food/drive-in last 6 months: home delivery	1,236	7.3%	87
Fast food/drive-in last 6 months: take-out/drive-thru	8,329	49.3%	104
Fast food/drive-in last 6 months: take-out/walk-in	3,810	22.6%	107
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any tablet	9,751	57.7%	126
Own any e-reader	1,914	11.3%	153
Own e-reader/tablet: iPad	6,764	40.0%	150
HH has Internet connectable TV	2,721	33.7%	130
Own any portable MP3 player	4,758	28.2%	131
HH owns 1 TV	1,259	15.6%	74
HH owns 2 TVs	1,983	24.6%	91
HH owns 3 TVs	2,028	25.1%	120
HH owns 4+ TVs	2,051	25.4%	143
HH subscribes to cable TV	4,314	53.4%	120
HH subscribes to fiber optic	1,195	14.8%	186
HH owns portable GPS navigation device	2,723	33.7%	136
HH purchased video game system in last 12 mos	797	9.9%	116
HH owns any Internet video device for TV	2,290	28.4%	139
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	11,658	69.0%	133
Took 3+ domestic non-business trips in last 12 months	3,127	18.5%	156
Spent on domestic vacations in last 12 months: <\$1,000	2,028	12.0%	111
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	1,398	8.3%	138
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	883	5.2%	133
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	1,130	6.7%	175
Spent on domestic vacations in last 12 months: \$3,000+	1,985	11.8%	187
Domestic travel in the 12 months: used general travel website	1,789	10.6%	153
Foreign travel in last 3 years	6,453	38.2%	144
Took 3+ foreign trips by plane in last 3 years	1,314	7.8%	162
Spent on foreign vacations in last 12 months: <\$1,000	1,077	6.4%	136
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	793	4.7%	125
Spent on foreign vacations in last 12 months: \$3,000+	1,705	10.1%	171
Foreign travel in last 3 years: used general travel website	1,530	9.1%	150
Nights spent in hotel/motel in last 12 months: any	9,951	58.9%	135
Took cruise of more than one day in last 3 years	2,175	12.9%	150
Member of any frequent flyer program	5,248	31.1%	178
Member of any hotel rewards program	4,756	28.2%	168

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