



Geneva city, ...

Population Summary

2000 Total Population	19,619
2010 Total Population	21,535
2020 Total Population	21,964
2020 Group Quarters	189
2025 Total Population	22,017
2020-2025 Annual Rate	0.05%
2020 Total Daytime Population	27,005
Workers	15,928
Residents	11,077

Household Summary

2000 Households	6,753
2000 Average Household Size	2.83
2010 Households	7,868
2010 Average Household Size	2.72
2020 Households	8,135
2020 Average Household Size	2.68
2025 Households	8,174
2025 Average Household Size	2.67
2020-2025 Annual Rate	0.10%
2010 Families	5,932
2010 Average Family Size	3.18
2020 Families	6,000
2020 Average Family Size	3.17
2025 Families	6,000
2025 Average Family Size	3.17
2020-2025 Annual Rate	0.00%

Housing Unit Summary

2000 Housing Units	6,911
Owner Occupied Housing Units	80.6%
Renter Occupied Housing Units	17.1%
Vacant Housing Units	2.3%
2010 Housing Units	8,281
Owner Occupied Housing Units	79.5%
Renter Occupied Housing Units	15.5%
Vacant Housing Units	5.0%
2020 Housing Units	8,578
Owner Occupied Housing Units	76.6%
Renter Occupied Housing Units	18.2%
Vacant Housing Units	5.2%
2025 Housing Units	8,750
Owner Occupied Housing Units	75.7%
Renter Occupied Housing Units	17.7%
Vacant Housing Units	6.6%

Median Household Income

2020	\$110,667
2025	\$116,179

Median Home Value

2020	\$334,161
2025	\$350,909

Per Capita Income

2020	\$52,969
2025	\$57,578

Median Age

2010	41.4
2020	42.4
2025	42.9

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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2020 Households by Income

Household Income Base	8,134
<\$15,000	4.4%
\$15,000 - \$24,999	3.9%
\$25,000 - \$34,999	5.7%
\$35,000 - \$49,999	6.8%
\$50,000 - \$74,999	12.4%
\$75,000 - \$99,999	11.1%
\$100,000 - \$149,999	19.6%
\$150,000 - \$199,999	15.5%
\$200,000+	20.6%
Average Household Income	\$143,064

2025 Households by Income

Household Income Base	8,173
<\$15,000	4.2%
\$15,000 - \$24,999	3.7%
\$25,000 - \$34,999	5.4%
\$35,000 - \$49,999	6.4%
\$50,000 - \$74,999	12.0%
\$75,000 - \$99,999	10.5%
\$100,000 - \$149,999	19.0%
\$150,000 - \$199,999	16.2%
\$200,000+	22.8%
Average Household Income	\$155,211

2020 Owner Occupied Housing Units by Value

Total	6,576
<\$50,000	0.7%
\$50,000 - \$99,999	0.1%
\$100,000 - \$149,999	1.3%
\$150,000 - \$199,999	6.1%
\$200,000 - \$249,999	12.4%
\$250,000 - \$299,999	19.0%
\$300,000 - \$399,999	30.6%
\$400,000 - \$499,999	15.4%
\$500,000 - \$749,999	12.5%
\$750,000 - \$999,999	0.9%
\$1,000,000 - \$1,499,999	0.9%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.1%
Average Home Value	\$369,358

2025 Owner Occupied Housing Units by Value

Total	6,624
<\$50,000	0.3%
\$50,000 - \$99,999	0.0%
\$100,000 - \$149,999	0.6%
\$150,000 - \$199,999	4.0%
\$200,000 - \$249,999	10.3%
\$250,000 - \$299,999	17.9%
\$300,000 - \$399,999	33.2%
\$400,000 - \$499,999	17.0%
\$500,000 - \$749,999	14.4%
\$750,000 - \$999,999	1.1%
\$1,000,000 - \$1,499,999	1.0%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.2%
Average Home Value	\$388,304

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age

Total	21,535
0 - 4	5.1%
5 - 9	7.1%
10 - 14	8.9%
15 - 24	12.8%
25 - 34	8.3%
35 - 44	13.7%
45 - 54	19.5%
55 - 64	13.4%
65 - 74	5.8%
75 - 84	3.8%
85 +	1.6%
18 +	72.9%

2020 Population by Age

Total	21,961
0 - 4	4.8%
5 - 9	6.4%
10 - 14	7.7%
15 - 24	11.5%
25 - 34	10.0%
35 - 44	13.0%
45 - 54	14.9%
55 - 64	15.4%
65 - 74	9.5%
75 - 84	4.4%
85 +	2.4%
18 +	76.4%

2025 Population by Age

Total	22,016
0 - 4	4.9%
5 - 9	6.2%
10 - 14	7.4%
15 - 24	10.3%
25 - 34	10.0%
35 - 44	14.4%
45 - 54	13.5%
55 - 64	13.6%
65 - 74	11.3%
75 - 84	6.0%
85 +	2.4%
18 +	77.0%

2010 Population by Sex

Males	10,552
Females	10,983

2020 Population by Sex

Males	10,771
Females	11,190

2025 Population by Sex

Males	10,823
Females	11,193

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Race/Ethnicity

Total	21,535
White Alone	94.7%
Black Alone	0.5%
American Indian Alone	0.1%
Asian Alone	2.2%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.2%
Two or More Races	1.3%
Hispanic Origin	4.8%
Diversity Index	18.5

2020 Population by Race/Ethnicity

Total	21,965
White Alone	93.0%
Black Alone	0.6%
American Indian Alone	0.1%
Asian Alone	3.0%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.6%
Two or More Races	1.8%
Hispanic Origin	6.3%
Diversity Index	23.6

2025 Population by Race/Ethnicity

Total	22,017
White Alone	91.9%
Black Alone	0.6%
American Indian Alone	0.1%
Asian Alone	3.5%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.8%
Two or More Races	2.0%
Hispanic Origin	7.2%
Diversity Index	26.7

2010 Population by Relationship and Household Type

Total	21,535
In Households	99.4%
In Family Households	88.7%
Householder	27.5%
Spouse	23.3%
Child	34.9%
Other relative	1.9%
Nonrelative	1.0%
In Nonfamily Households	10.7%
In Group Quarters	0.6%
Institutionalized Population	0.4%
Noninstitutionalized Population	0.2%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



2020 Population 25+ by Educational Attainment	
Total	15,291
Less than 9th Grade	0.7%
9th - 12th Grade, No Diploma	1.5%
High School Graduate	14.5%
GED/Alternative Credential	1.6%
Some College, No Degree	15.4%
Associate Degree	7.4%
Bachelor's Degree	32.7%
Graduate/Professional Degree	26.3%
2020 Population 15+ by Marital Status	
Total	17,808
Never Married	25.2%
Married	58.4%
Widowed	6.5%
Divorced	9.9%
2020 Civilian Population 16+ in Labor Force	
Civilian Population 16+	12,102
Population 16+ Employed	90.2%
Population 16+ Unemployment rate	9.8%
Population 16-24 Employed	10.8%
Population 16-24 Unemployment rate	15.3%
Population 25-54 Employed	61.6%
Population 25-54 Unemployment rate	8.4%
Population 55-64 Employed	22.3%
Population 55-64 Unemployment rate	9.8%
Population 65+ Employed	5.2%
Population 65+ Unemployment rate	12.5%
2020 Employed Population 16+ by Industry	
Total	10,921
Agriculture/Mining	0.4%
Construction	5.7%
Manufacturing	9.7%
Wholesale Trade	4.0%
Retail Trade	8.4%
Transportation/Utilities	5.1%
Information	1.5%
Finance/Insurance/Real Estate	9.6%
Services	52.9%
Public Administration	2.7%
2020 Employed Population 16+ by Occupation	
Total	10,921
White Collar	78.5%
Management/Business/Financial	23.8%
Professional	28.3%
Sales	13.2%
Administrative Support	13.2%
Services	9.8%
Blue Collar	11.7%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	2.8%
Installation/Maintenance/Repair	2.6%
Production	1.9%
Transportation/Material Moving	4.3%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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2010 Households by Type

Total	7,868
Households with 1 Person	20.8%
Households with 2+ People	79.2%
Family Households	75.4%
Husband-wife Families	63.8%
With Related Children	32.0%
Other Family (No Spouse Present)	11.6%
Other Family with Male Householder	2.9%
With Related Children	1.4%
Other Family with Female Householder	8.6%
With Related Children	5.2%
Nonfamily Households	3.8%
All Households with Children	38.8%

Multigenerational Households

Multigenerational Households	2.1%
Unmarried Partner Households	3.9%
Male-female	3.3%
Same-sex	0.6%

2010 Households by Size

Total	7,868
1 Person Household	20.8%
2 Person Household	32.0%
3 Person Household	17.4%
4 Person Household	18.2%
5 Person Household	8.2%
6 Person Household	2.5%
7 + Person Household	0.8%

2010 Households by Tenure and Mortgage Status

Total	7,868
Owner Occupied	83.6%
Owned with a Mortgage/Loan	66.9%
Owned Free and Clear	16.8%
Renter Occupied	16.4%

2020 Affordability, Mortgage and Wealth

Housing Affordability Index	152
Percent of Income for Mortgage	12.6%
Wealth Index	208

2010 Housing Units By Urban/ Rural Status

Total Housing Units	8,281
Housing Units Inside Urbanized Area	100.0%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	0.0%

2010 Population By Urban/ Rural Status

Total Population	21,535
Population Inside Urbanized Area	100.0%
Population Inside Urbanized Cluster	0.0%
Rural Population	0.0%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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Top 3 Tapestry Segments

- 1. Professional Pride (1B)
- 2. Savvy Suburbanites (1D)
- 3. Parks and Rec (5C)

2020 Consumer Spending

Apparel & Services: Total \$	\$26,637,001
Average Spent	\$3,274.37
Spending Potential Index	153
Education: Total \$	\$25,651,258
Average Spent	\$3,153.20
Spending Potential Index	176
Entertainment/Recreation: Total \$	\$41,199,734
Average Spent	\$5,064.50
Spending Potential Index	156
Food at Home: Total \$	\$64,278,096
Average Spent	\$7,901.43
Spending Potential Index	148
Food Away from Home: Total \$	\$45,996,496
Average Spent	\$5,654.15
Spending Potential Index	150
Health Care: Total \$	\$71,590,053
Average Spent	\$8,800.25
Spending Potential Index	153
HH Furnishings & Equipment: Total \$	\$28,208,009
Average Spent	\$3,467.49
Spending Potential Index	159
Personal Care Products & Services: Total \$	\$11,599,717
Average Spent	\$1,425.90
Spending Potential Index	155
Shelter: Total \$	\$244,323,999
Average Spent	\$30,033.68
Spending Potential Index	155
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$30,212,212
Average Spent	\$3,713.86
Spending Potential Index	159
Travel: Total \$	\$32,825,944
Average Spent	\$4,035.15
Spending Potential Index	167
Vehicle Maintenance & Repairs: Total \$	\$14,221,086
Average Spent	\$1,748.14
Spending Potential Index	151

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.