



# Market Profile

Geneva city, IL (1728872)  
 Geneva city, IL (1728872)  
 Geography: Place

Geneva city, ...

Population Summary	
2000 Total Population	19,619
2010 Total Population	21,535
2021 Total Population	21,544
2021 Group Quarters	189
2026 Total Population	21,595
2021-2026 Annual Rate	0.05%
2021 Total Daytime Population	26,969
Workers	15,959
Residents	11,010
Household Summary	
2000 Households	6,753
2000 Average Household Size	2.83
2010 Households	7,868
2010 Average Household Size	2.72
2021 Households	8,020
2021 Average Household Size	2.66
2026 Households	8,060
2026 Average Household Size	2.66
2021-2026 Annual Rate	0.10%
2010 Families	5,932
2010 Average Family Size	3.18
2021 Families	5,890
2021 Average Family Size	3.16
2026 Families	5,895
2026 Average Family Size	3.16
2021-2026 Annual Rate	0.02%
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%
2021 Housing Units	8,513
Owner Occupied Housing Units	76.1%
Renter Occupied Housing Units	18.1%
Vacant Housing Units	5.8%
2026 Housing Units	8,677
Owner Occupied Housing Units	75.8%
Renter Occupied Housing Units	17.1%
Vacant Housing Units	7.1%
Median Household Income	
2021	\$109,581
2026	\$117,635
Median Home Value	
2021	\$342,408
2026	\$354,778
Per Capita Income	
2021	\$53,092
2026	\$58,536
Median Age	
2010	41.4
2021	42.7
2026	43.1

**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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



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## 2021 Households by Income

Household Income Base	8,019
<\$15,000	3.6%
\$15,000 - \$24,999	3.4%
\$25,000 - \$34,999	4.4%
\$35,000 - \$49,999	7.7%
\$50,000 - \$74,999	13.5%
\$75,000 - \$99,999	11.5%
\$100,000 - \$149,999	22.1%
\$150,000 - \$199,999	13.1%
\$200,000+	20.8%
Average Household Income	\$142,646

## 2026 Households by Income

Household Income Base	8,060
<\$15,000	3.1%
\$15,000 - \$24,999	2.8%
\$25,000 - \$34,999	3.8%
\$35,000 - \$49,999	6.8%
\$50,000 - \$74,999	12.2%
\$75,000 - \$99,999	10.8%
\$100,000 - \$149,999	23.2%
\$150,000 - \$199,999	14.6%
\$200,000+	22.9%
Average Household Income	\$156,895

## 2021 Owner Occupied Housing Units by Value

Total	6,480
<\$50,000	0.3%
\$50,000 - \$99,999	0.1%
\$100,000 - \$149,999	0.9%
\$150,000 - \$199,999	4.1%
\$200,000 - \$249,999	11.8%
\$250,000 - \$299,999	18.4%
\$300,000 - \$399,999	33.8%
\$400,000 - \$499,999	16.7%
\$500,000 - \$749,999	12.1%
\$750,000 - \$999,999	0.6%
\$1,000,000 - \$1,499,999	1.1%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$374,028

## 2026 Owner Occupied Housing Units by Value

Total	6,577
<\$50,000	0.1%
\$50,000 - \$99,999	0.0%
\$100,000 - \$149,999	0.2%
\$150,000 - \$199,999	1.7%
\$200,000 - \$249,999	8.2%
\$250,000 - \$299,999	18.4%
\$300,000 - \$399,999	39.0%
\$400,000 - \$499,999	18.2%
\$500,000 - \$749,999	12.8%
\$750,000 - \$999,999	0.6%
\$1,000,000 - \$1,499,999	0.8%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$385,765

**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 2021 and 2026 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%
2021 Population by Age	
Total	21,545
0 - 4	4.8%
5 - 9	6.3%
10 - 14	7.6%
15 - 24	11.3%
25 - 34	9.9%
35 - 44	13.2%
45 - 54	14.7%
55 - 64	15.4%
65 - 74	9.9%
75 - 84	4.5%
85 +	2.4%
18 +	76.6%
2026 Population by Age	
Total	21,594
0 - 4	4.8%
5 - 9	6.2%
10 - 14	7.3%
15 - 24	10.3%
25 - 34	9.8%
35 - 44	14.5%
45 - 54	13.7%
55 - 64	13.6%
65 - 74	11.4%
75 - 84	6.0%
85 +	2.4%
18 +	77.2%
2010 Population by Sex	
Males	10,552
Females	10,983
2021 Population by Sex	
Males	10,553
Females	10,992
2026 Population by Sex	
Males	10,603
Females	10,991

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



## Market Profile

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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

### 2021 Population by Race/Ethnicity

Total	21,544
White Alone	92.9%
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	6.4%
Diversity Index	23.9

### 2026 Population by Race/Ethnicity

Total	21,596
White Alone	91.8%
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	2.1%
Hispanic Origin	7.4%
Diversity Index	27.1

### 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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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## 2021 Population 25+ by Educational Attainment

Total	15,087
Less than 9th Grade	1.3%
9th - 12th Grade, No Diploma	1.5%
High School Graduate	15.1%
GED/Alternative Credential	1.2%
Some College, No Degree	15.0%
Associate Degree	6.0%
Bachelor's Degree	34.9%
Graduate/Professional Degree	25.0%

## 2021 Population 15+ by Marital Status

Total	17,515
Never Married	27.3%
Married	57.3%
Widowed	6.6%
Divorced	8.8%

## 2021 Civilian Population 16+ in Labor Force

Civilian Population 16+	11,190
Population 16+ Employed	94.4%
Population 16+ Unemployment rate	5.6%
Population 16-24 Employed	11.3%
Population 16-24 Unemployment rate	7.9%
Population 25-54 Employed	61.7%
Population 25-54 Unemployment rate	5.2%
Population 55-64 Employed	20.4%
Population 55-64 Unemployment rate	5.1%
Population 65+ Employed	6.6%
Population 65+ Unemployment rate	6.4%

## 2021 Employed Population 16+ by Industry

Total	10,563
Agriculture/Mining	0.4%
Construction	5.5%
Manufacturing	9.2%
Wholesale Trade	4.0%
Retail Trade	8.9%
Transportation/Utilities	5.4%
Information	1.4%
Finance/Insurance/Real Estate	10.0%
Services	52.2%
Public Administration	3.2%

## 2021 Employed Population 16+ by Occupation

Total	10,564
White Collar	80.4%
Management/Business/Financial	28.3%
Professional	29.9%
Sales	11.8%
Administrative Support	10.5%
Services	7.9%
Blue Collar	11.7%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	2.7%
Installation/Maintenance/Repair	2.4%
Production	1.5%
Transportation/Material Moving	5.1%

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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	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%
2021 Affordability, Mortgage and Wealth	
Housing Affordability Index	147
Percent of Income for Mortgage	13.1%
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 2021 and 2026 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)

## 2021 Consumer Spending

Apparel & Services: Total \$	\$25,256,700
Average Spent	\$3,149.21
Spending Potential Index	149
Education: Total \$	\$23,782,143
Average Spent	\$2,965.35
Spending Potential Index	172
Entertainment/Recreation: Total \$	\$39,029,918
Average Spent	\$4,866.57
Spending Potential Index	151
Food at Home: Total \$	\$62,773,073
Average Spent	\$7,827.07
Spending Potential Index	144
Food Away from Home: Total \$	\$44,375,959
Average Spent	\$5,533.16
Spending Potential Index	146
Health Care: Total \$	\$73,684,755
Average Spent	\$9,187.63
Spending Potential Index	147
HH Furnishings & Equipment: Total \$	\$28,015,757
Average Spent	\$3,493.24
Spending Potential Index	155
Personal Care Products & Services: Total \$	\$10,840,583
Average Spent	\$1,351.69
Spending Potential Index	151
Shelter: Total \$	\$244,015,246
Average Spent	\$30,425.84
Spending Potential Index	151
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$29,720,433
Average Spent	\$3,705.79
Spending Potential Index	155
Travel: Total \$	\$32,874,922
Average Spent	\$4,099.12
Spending Potential Index	162
Vehicle Maintenance & Repairs: Total \$	\$12,792,081
Average Spent	\$1,595.02
Spending Potential Index	144

**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 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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