

Market Profile

Geneva city, IL (1728872)
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 Geography: Place

Geneva city, ...

Population Summary

2010 Total Population	21,604
2020 Total Population	21,410
2020 Group Quarters	112
2025 Total Population	20,351
2025 Group Quarters	112
2030 Total Population	19,619
2025-2030 Annual Rate	-0.73%
2025 Total Daytime Population	30,477
Workers	21,374
Residents	9,103

Household Summary

2010 Households	7,895
2010 Average Household Size	2.72
2020 Total Households	8,139
2020 Average Household Size	2.62
2025 Households	8,189
2025 Average Household Size	2.47
2030 Households	8,111
2030 Average Household Size	2.41
2025-2030 Annual Rate	-0.19%
2010 Families	5,954
2010 Average Family Size	3.18
2025 Families	5,908
2025 Average Family Size	2.96
2030 Families	5,814
2030 Average Family Size	2.89
2025-2030 Annual Rate	-0.32%

Housing Unit Summary

2000 Housing Units	6,932
Owner Occupied Housing Units	81.8%
Renter Occupied Housing Units	15.6%
Vacant Housing Units	2.6%
2010 Housing Units	8,308
Owner Occupied Housing Units	79.5%
Renter Occupied Housing Units	15.5%
Vacant Housing Units	5.0%
2020 Housing Units	8,538
Owner Occupied Housing Units	80.2%
Renter Occupied Housing Units	15.1%
Vacant Housing Units	4.7%
2025 Housing Units	8,555
Owner Occupied Housing Units	80.6%
Renter Occupied Housing Units	15.1%
Vacant Housing Units	4.3%
2030 Housing Units	8,558
Owner Occupied Housing Units	80.7%
Renter Occupied Housing Units	14.1%
Vacant Housing Units	5.2%

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: Esri forecasts for 2025 and 2030. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2025 Households by Income

Household Income Base	8,189
<\$15,000	3.5%
\$15,000 - \$24,999	1.3%
\$25,000 - \$34,999	3.4%
\$35,000 - \$49,999	5.4%
\$50,000 - \$74,999	11.1%
\$75,000 - \$99,999	10.1%
\$100,000 - \$149,999	18.9%
\$150,000 - \$199,999	16.7%
\$200,000+	29.6%
Average Household Income	\$175,757

2030 Households by Income

Household Income Base	8,111
<\$15,000	3.3%
\$15,000 - \$24,999	1.0%
\$25,000 - \$34,999	2.7%
\$35,000 - \$49,999	4.5%
\$50,000 - \$74,999	9.8%
\$75,000 - \$99,999	8.9%
\$100,000 - \$149,999	17.7%
\$150,000 - \$199,999	17.5%
\$200,000+	34.7%
Average Household Income	\$188,570

2025 Owner Occupied Housing Units by Value

Total	6,898
<\$50,000	0.3%
\$50,000 - \$99,999	0.1%
\$100,000 - \$149,999	0.1%
\$150,000 - \$199,999	0.7%
\$200,000 - \$249,999	4.5%
\$250,000 - \$299,999	8.2%
\$300,000 - \$399,999	21.6%
\$400,000 - \$499,999	27.3%
\$500,000 - \$749,999	31.5%
\$750,000 - \$999,999	2.7%
\$1,000,000 - \$1,499,999	2.2%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.8%
Average Home Value	\$498,736

2030 Owner Occupied Housing Units by Value

Total	6,908
<\$50,000	0.2%
\$50,000 - \$99,999	0.0%
\$100,000 - \$149,999	0.0%
\$150,000 - \$199,999	0.3%
\$200,000 - \$249,999	2.4%
\$250,000 - \$299,999	6.2%
\$300,000 - \$399,999	20.9%
\$400,000 - \$499,999	27.0%
\$500,000 - \$749,999	37.5%
\$750,000 - \$999,999	2.7%
\$1,000,000 - \$1,499,999	1.9%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.8%
Average Home Value	\$517,670

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.

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Median Household Income	
2025	\$138,780
2030	\$154,515
Median Home Value	
2025	\$453,245
2030	\$473,662
Per Capita Income	
2025	\$70,752
2030	\$77,990
Median Age	
2010	41.4
2020	43.7
2025	44.4
2030	45.2
2020 Population by Age	
Total	21,410
0 - 4	5.2%
5 - 9	6.2%
10 - 14	6.7%
15 - 24	12.4%
25 - 34	9.0%
35 - 44	12.1%
45 - 54	14.5%
55 - 64	16.5%
65 - 74	11.0%
75 - 84	4.7%
85 +	1.8%
18 +	77.2%
2025 Population by Age	
Total	20,351
0 - 4	5.0%
5 - 9	6.0%
10 - 14	6.1%
15 - 24	11.1%
25 - 34	10.2%
35 - 44	12.3%
45 - 54	12.8%
55 - 64	15.4%
65 - 74	12.3%
75 - 84	6.3%
85 +	2.4%
18 +	78.9%
2030 Population by Age	
Total	19,619
0 - 4	5.0%
5 - 9	5.5%
10 - 14	6.1%
15 - 24	9.9%
25 - 34	11.7%
35 - 44	11.6%
45 - 54	12.6%
55 - 64	13.3%
65 - 74	13.0%
75 - 84	8.1%
85 +	3.2%
18 +	79.8%

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2020 Population by Sex

Males	10,336
Females	11,074

2025 Population by Sex

Males	10,006
Females	10,345

2030 Population by Sex

Males	9,590
Females	10,029

2010 Population by Race/Ethnicity

Total	21,604
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	18.4

2020 Population by Race/Ethnicity

Total	21,410
White Alone	87.5%
Black Alone	0.7%
American Indian Alone	0.3%
Asian Alone	2.3%
Pacific Islander Alone	0.0%
Some Other Race Alone	2.0%
Two or More Races	7.2%
Hispanic Origin	7.3%
Diversity Index	33.2

2025 Population by Race/Ethnicity

Total	20,351
White Alone	85.8%
Black Alone	0.8%
American Indian Alone	0.3%
Asian Alone	2.7%
Pacific Islander Alone	0.0%
Some Other Race Alone	2.4%
Two or More Races	8.0%
Hispanic Origin	8.4%
Diversity Index	37.0

2030 Population by Race/Ethnicity

Total	19,619
White Alone	84.2%
Black Alone	0.8%
American Indian Alone	0.3%
Asian Alone	3.1%
Pacific Islander Alone	0.0%
Some Other Race Alone	2.8%
Two or More Races	8.8%
Hispanic Origin	9.8%
Diversity Index	40.9

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: Esri forecasts for 2025 and 2030. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2020 Population by Relationship and Household Type

Total	21,410
In Households	99.5%
Householder	38.1%
Opposite-Sex Spouse	23.9%
Same-Sex Spouse	0.1%
Opposite-Sex Unmarried Partner	1.4%
Same-Sex Unmarried Partner	0.0%
Biological Child	30.6%
Adopted Child	0.6%
Stepchild	0.7%
Grandchild	0.9%
Brother or Sister	0.5%
Parent	0.6%
Parent-in-law	0.2%
Son-in-law or Daughter-in-law	0.2%
Other Relatives	0.4%
Foster Child	0.0%
Other Nonrelatives	1.2%
In Group Quarters	0.5%
Institutionalized	0.4%
Noninstitutionalized	0.1%

2025 Population 25+ by Educational Attainment

Total	14,589
Less than 9th Grade	1.3%
9th - 12th Grade, No Diploma	1.5%
High School Graduate	11.2%
GED/Alternative Credential	1.8%
Some College, No Degree	12.3%
Associate Degree	7.2%
Bachelor's Degree	38.9%
Graduate/Professional Degree	25.8%

2025 Population 15+ by Marital Status

Total	16,851
Never Married	25.8%
Married	61.2%
Widowed	4.9%
Divorced	8.2%

2025 Civilian Population 16+ in Labor Force

Civilian Population 16+	11,681
Population 16+ Employed	97.7%
Population 16+ Unemployment rate	2.3%
Population 16-24 Employed	11.3%
Population 16-24 Unemployment rate	5.2%
Population 25-54 Employed	56.2%
Population 25-54 Unemployment rate	2.7%
Population 55-64 Employed	22.4%
Population 55-64 Unemployment rate	0.5%
Population 65+ Employed	10.1%
Population 65+ Unemployment rate	1.2%

Source: Esri forecasts for 2025 and 2030. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2025 Employed Population 16+ by Industry

Total	11,407
Agriculture/Mining	0.1%
Construction	3.8%
Manufacturing	10.7%
Wholesale Trade	3.0%
Retail Trade	10.3%
Transportation/Utilities	3.6%
Information	1.2%
Finance/Insurance/Real Estate	10.9%
Services	53.5%
Public Administration	2.8%

2025 Employed Population 16+ by Occupation

Total	11,407
White Collar	78.2%
Management/Business/Financial	28.5%
Professional	29.1%
Sales	11.8%
Administrative Support	8.8%
Services	11.8%
Blue Collar	10.0%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	1.5%
Installation/Maintenance/Repair	2.8%
Production	1.6%
Transportation/Material Moving	4.1%

2020 Households by Type

Total	8,139
Married Couple Households	63.2%
With Own Children <18	25.2%
Without Own Children <18	38.0%
Cohabiting Couple Households	3.9%
With Own Children <18	1.0%
Without Own Children <18	2.9%
Male Householder, No Spouse/Partner	10.8%
Living Alone	7.5%
65 Years and over	2.6%
With Own Children <18	0.8%
Without Own Children <18, With Relatives	1.7%
No Relatives Present	0.7%
Female Householder, No Spouse/Partner	22.1%
Living Alone	14.0%
65 Years and over	8.5%
With Own Children <18	3.1%
Without Own Children <18, With Relatives	4.3%
No Relatives Present	0.7%

2020 Households by Size

Total	8,139
1 Person Household	21.6%
2 Person Household	35.6%
3 Person Household	16.1%
4 Person Household	16.3%
5 Person Household	7.5%
6 Person Household	2.3%
7 + Person Household	0.7%

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2020 Households by Tenure and Mortgage Status

Total	8,139
Owner Occupied	84.2%
Owned with a Mortgage/Loan	62.0%
Owned Free and Clear	22.2%
Renter Occupied	15.8%

2025 Affordability, Mortgage and Wealth

Housing Affordability Index	97
Percent of Income for Mortgage	20.4%
Wealth Index	183

2020 Housing Units By Urban/ Rural Status

Total	8,538
Urban Housing Units	99.9%
Rural Housing Units	0.1%

2020 Population By Urban/ Rural Status

Total	21,410
Urban Population	99.9%
Rural Population	0.1%

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.

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Top 3 Tapestry Segments

1.	Savvy Suburbanites (L1)
2.	Top Tier (L3)
3.	City Greens (K6)

2025 Consumer Spending

Apparel & Services: Total \$	\$28,996,578
Average Spent	\$3,540.92
Spending Potential Index	145
Education: Total \$	\$24,551,757
Average Spent	\$2,998.14
Spending Potential Index	168
Entertainment/Recreation: Total \$	\$50,635,032
Average Spent	\$6,183.30
Spending Potential Index	150
Food at Home: Total \$	\$85,658,082
Average Spent	\$10,460.14
Spending Potential Index	141
Food Away from Home: Total \$	\$48,741,492
Average Spent	\$5,952.07
Spending Potential Index	144
Health Care: Total \$	\$93,166,225
Average Spent	\$11,377.00
Spending Potential Index	147
HH Furnishings & Equipment: Total \$	\$35,861,593
Average Spent	\$4,379.24
Spending Potential Index	151
Personal Care Products & Services: Total \$	\$12,662,761
Average Spent	\$1,546.31
Spending Potential Index	147
Shelter: Total \$	\$316,963,640
Average Spent	\$38,706.03
Spending Potential Index	145
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$42,202,037
Average Spent	\$5,153.50
Spending Potential Index	156
Travel: Total \$	\$47,045,252
Average Spent	\$5,744.93
Spending Potential Index	159
Vehicle Maintenance & Repairs: Total \$	\$15,783,281
Average Spent	\$1,927.38
Spending Potential Index	143

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 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2025 and 2030. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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