



Market Profile

Geneva city, IL (1728872)

Geography: Place

Geneva city, ...

Population Summary

2000 Total Population	19,650
2010 Total Population	21,495
2018 Total Population	21,989
2018 Group Quarters	193
2023 Total Population	22,353
2018-2023 Annual Rate	0.33%
2018 Total Daytime Population	27,574
Workers	17,118
Residents	10,456

Household Summary

2000 Households	6,767
2000 Average Household Size	2.83
2010 Households	7,865
2010 Average Household Size	2.72
2018 Households	8,077
2018 Average Household Size	2.70
2023 Households	8,207
2023 Average Household Size	2.70
2018-2023 Annual Rate	0.32%
2010 Families	5,927
2010 Average Family Size	3.18
2018 Families	5,952
2018 Average Family Size	3.21
2023 Families	6,018
2023 Average Family Size	3.22
2018-2023 Annual Rate	0.22%

Housing Unit Summary

2000 Housing Units	6,924
Owner Occupied Housing Units	80.6%
Renter Occupied Housing Units	17.1%
Vacant Housing Units	2.3%
2010 Housing Units	8,278
Owner Occupied Housing Units	79.5%
Renter Occupied Housing Units	15.5%
Vacant Housing Units	5.0%
2018 Housing Units	8,481
Owner Occupied Housing Units	74.1%
Renter Occupied Housing Units	21.2%
Vacant Housing Units	4.8%
2023 Housing Units	8,736
Owner Occupied Housing Units	73.9%
Renter Occupied Housing Units	20.1%
Vacant Housing Units	6.1%

Median Household Income

2018	\$102,728
2023	\$108,061

Median Home Value

2018	\$330,154
2023	\$350,966

Per Capita Income

2018	\$48,930
2023	\$53,440

Median Age

2010	41.4
2018	42.6
2023	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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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2018 Households by Income

Household Income Base	
<\$15,000	3.9%
\$15,000 - \$24,999	4.6%
\$25,000 - \$34,999	5.6%
\$35,000 - \$49,999	7.9%
\$50,000 - \$74,999	13.3%
\$75,000 - \$99,999	13.1%
\$100,000 - \$149,999	19.9%
\$150,000 - \$199,999	14.9%
\$200,000+	16.8%
Average Household Income	\$132,305

2023 Households by Income

Household Income Base	
<\$15,000	3.8%
\$15,000 - \$24,999	4.2%
\$25,000 - \$34,999	5.2%
\$35,000 - \$49,999	7.5%
\$50,000 - \$74,999	12.4%
\$75,000 - \$99,999	12.4%
\$100,000 - \$149,999	19.7%
\$150,000 - \$199,999	15.8%
\$200,000+	19.0%
Average Household Income	\$144,686

2018 Owner Occupied Housing Units by Value

Total	
<\$50,000	0.8%
\$50,000 - \$99,999	0.5%
\$100,000 - \$149,999	1.9%
\$150,000 - \$199,999	7.5%
\$200,000 - \$249,999	13.9%
\$250,000 - \$299,999	15.7%
\$300,000 - \$399,999	32.0%
\$400,000 - \$499,999	13.8%
\$500,000 - \$749,999	10.9%
\$750,000 - \$999,999	1.9%
\$1,000,000 - \$1,499,999	1.0%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$361,816

2023 Owner Occupied Housing Units by Value

Total	
<\$50,000	0.3%
\$50,000 - \$99,999	0.2%
\$100,000 - \$149,999	1.1%
\$150,000 - \$199,999	5.3%
\$200,000 - \$249,999	11.4%
\$250,000 - \$299,999	14.4%
\$300,000 - \$399,999	33.7%
\$400,000 - \$499,999	16.0%
\$500,000 - \$749,999	13.7%
\$750,000 - \$999,999	2.6%
\$1,000,000 - \$1,499,999	1.2%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$389,457

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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		Geneva city, ...
2010 Population by Age		
Total		21,495
0 - 4		5.1%
5 - 9		7.1%
10 - 14		8.9%
15 - 24		12.8%
25 - 34		8.2%
35 - 44		13.7%
45 - 54		19.5%
55 - 64		13.5%
65 - 74		5.8%
75 - 84		3.8%
85 +		1.6%
18 +		73.0%
2018 Population by Age		
Total		21,988
0 - 4		4.9%
5 - 9		6.1%
10 - 14		7.3%
15 - 24		12.1%
25 - 34		10.3%
35 - 44		12.1%
45 - 54		15.4%
55 - 64		15.9%
65 - 74		9.2%
75 - 84		4.1%
85 +		2.4%
18 +		76.8%
2023 Population by Age		
Total		22,355
0 - 4		5.0%
5 - 9		6.0%
10 - 14		6.8%
15 - 24		10.4%
25 - 34		10.8%
35 - 44		13.7%
45 - 54		13.3%
55 - 64		14.9%
65 - 74		11.4%
75 - 84		5.4%
85 +		2.4%
18 +		77.9%
2010 Population by Sex		
Males		10,538
Females		10,957
2018 Population by Sex		
Males		10,773
Females		11,215
2023 Population by Sex		
Males		11,004
Females		11,351

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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Market Profile

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Geography: Place

		Geneva city, ...
2010 Population by Race/Ethnicity		
Total		21,495
White Alone		94.8%
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		4.9%
Diversity Index		18.4
2018 Population by Race/Ethnicity		
Total		21,989
White Alone		93.4%
Black Alone		0.6%
American Indian Alone		0.1%
Asian Alone		2.8%
Pacific Islander Alone		0.0%
Some Other Race Alone		1.5%
Two or More Races		1.7%
Hispanic Origin		6.1%
Diversity Index		22.6
2023 Population by Race/Ethnicity		
Total		22,353
White Alone		92.3%
Black Alone		0.6%
American Indian Alone		0.1%
Asian Alone		3.3%
Pacific Islander Alone		0.0%
Some Other Race Alone		1.7%
Two or More Races		2.0%
Hispanic Origin		7.0%
Diversity Index		25.8
2010 Population by Relationship and Household Type		
Total		21,495
In Households		99.4%
In Family Households		88.7%
Householder		27.6%
Spouse		23.3%
Child		34.8%
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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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2018 Population 25+ by Educational Attainment

Total	15,277
Less than 9th Grade	0.7%
9th - 12th Grade, No Diploma	1.5%
High School Graduate	15.1%
GED/Alternative Credential	1.9%
Some College, No Degree	15.5%
Associate Degree	7.4%
Bachelor's Degree	34.6%
Graduate/Professional Degree	23.2%

2018 Population 15+ by Marital Status

Total	17,943
Never Married	23.7%
Married	60.3%
Widowed	6.4%
Divorced	9.5%

2018 Civilian Population 16+ in Labor Force

Civilian Employed	96.9%
Civilian Unemployed (Unemployment Rate)	3.1%

2018 Employed Population 16+ by Industry

Total	11,713
Agriculture/Mining	0.4%
Construction	4.5%
Manufacturing	11.0%
Wholesale Trade	4.8%
Retail Trade	11.6%
Transportation/Utilities	3.0%
Information	1.6%
Finance/Insurance/Real Estate	9.4%
Services	51.2%
Public Administration	2.6%

2018 Employed Population 16+ by Occupation

Total	11,713
White Collar	78.2%
Management/Business/Financial	24.5%
Professional	27.3%
Sales	13.9%
Administrative Support	12.5%
Services	10.8%
Blue Collar	10.9%
Farming/Forestry/Fishing	0.1%
Construction/Extraction	2.2%
Installation/Maintenance/Repair	3.1%
Production	1.4%
Transportation/Material Moving	4.2%

2010 Population By Urban/ Rural Status

Total Population	21,495
Population Inside Urbanized Area	100.0%
Population Inside Urbanized Cluster	0.0%
Rural Population	0.0%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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2010 Households by Type

Total	7,865
Households with 1 Person	20.8%
Households with 2+ People	79.2%
Family Households	75.4%
Husband-wife Families	63.8%
With Related Children	31.8%
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	38.6%

2010 Households by Size

Total	7,865
1 Person Household	20.8%
2 Person Household	32.1%
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	7,865
Owner Occupied	83.7%
Owned with a Mortgage/Loan	66.8%
Owned Free and Clear	16.8%
Renter Occupied	16.3%

2010 Housing Units By Urban/ Rural Status

Total Housing Units	8,278
Housing Units Inside Urbanized Area	100.0%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	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 2018 and 2023 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)

2018 Consumer Spending

Apparel & Services: Total \$	\$26,844,468
Average Spent	\$3,323.57
Spending Potential Index	153
Education: Total \$	\$20,370,833
Average Spent	\$2,522.08
Spending Potential Index	174
Entertainment/Recreation: Total \$	\$40,034,621
Average Spent	\$4,956.62
Spending Potential Index	154
Food at Home: Total \$	\$58,829,115
Average Spent	\$7,283.54
Spending Potential Index	145
Food Away from Home: Total \$	\$42,761,209
Average Spent	\$5,294.19
Spending Potential Index	151
Health Care: Total \$	\$70,214,095
Average Spent	\$8,693.09
Spending Potential Index	152
HH Furnishings & Equipment: Total \$	\$26,199,942
Average Spent	\$3,243.77
Spending Potential Index	155
Personal Care Products & Services: Total \$	\$10,377,295
Average Spent	\$1,284.80
Spending Potential Index	155
Shelter: Total \$	\$207,026,196
Average Spent	\$25,631.57
Spending Potential Index	153
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$32,320,505
Average Spent	\$4,001.55
Spending Potential Index	161
Travel: Total \$	\$29,113,953
Average Spent	\$3,604.55
Spending Potential Index	167
Vehicle Maintenance & Repairs: Total \$	\$12,950,610
Average Spent	\$1,603.39
Spending Potential Index	149

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 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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