



Geneva city, ...

Population Summary

2000 Total Population	19,650
2010 Total Population	21,495
2019 Total Population	22,241
2019 Group Quarters	193
2024 Total Population	22,457
2019-2024 Annual Rate	0.19%
2019 Total Daytime Population	28,948
Workers	18,112
Residents	10,836

Household Summary

2000 Households	6,767
2000 Average Household Size	2.83
2010 Households	7,865
2010 Average Household Size	2.72
2019 Households	8,184
2019 Average Household Size	2.69
2024 Households	8,273
2024 Average Household Size	2.69
2019-2024 Annual Rate	0.22%
2010 Families	5,927
2010 Average Family Size	3.18
2019 Families	6,027
2019 Average Family Size	3.19
2024 Families	6,061
2024 Average Family Size	3.20
2019-2024 Annual Rate	0.11%

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%
2019 Housing Units	8,589
Owner Occupied Housing Units	77.0%
Renter Occupied Housing Units	18.3%
Vacant Housing Units	4.7%
2024 Housing Units	8,781
Owner Occupied Housing Units	76.8%
Renter Occupied Housing Units	17.4%
Vacant Housing Units	5.8%

Median Household Income

2019	\$105,942
2024	\$114,309

Median Home Value

2019	\$336,193
2024	\$357,075

Per Capita Income

2019	\$51,161
2024	\$56,055

Median Age

2010	41.4
2019	42.6
2024	43.0

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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2019 Households by Income

Household Income Base	8,184
<\$15,000	5.3%
\$15,000 - \$24,999	4.7%
\$25,000 - \$34,999	4.2%
\$35,000 - \$49,999	7.2%
\$50,000 - \$74,999	13.2%
\$75,000 - \$99,999	12.2%
\$100,000 - \$149,999	19.0%
\$150,000 - \$199,999	14.4%
\$200,000+	19.8%
Average Household Income	\$139,172

2024 Households by Income

Household Income Base	8,274
<\$15,000	4.9%
\$15,000 - \$24,999	4.1%
\$25,000 - \$34,999	3.6%
\$35,000 - \$49,999	6.4%
\$50,000 - \$74,999	12.7%
\$75,000 - \$99,999	11.3%
\$100,000 - \$149,999	18.9%
\$150,000 - \$199,999	16.7%
\$200,000+	21.5%
Average Household Income	\$152,317

2019 Owner Occupied Housing Units by Value

Total	6,612
<\$50,000	0.5%
\$50,000 - \$99,999	0.1%
\$100,000 - \$149,999	1.2%
\$150,000 - \$199,999	5.3%
\$200,000 - \$249,999	12.1%
\$250,000 - \$299,999	18.9%
\$300,000 - \$399,999	33.0%
\$400,000 - \$499,999	14.8%
\$500,000 - \$749,999	12.4%
\$750,000 - \$999,999	1.0%
\$1,000,000 - \$1,499,999	0.8%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$368,247

2024 Owner Occupied Housing Units by Value

Total	6,748
<\$50,000	0.2%
\$50,000 - \$99,999	0.0%
\$100,000 - \$149,999	0.7%
\$150,000 - \$199,999	3.5%
\$200,000 - \$249,999	9.5%
\$250,000 - \$299,999	16.4%
\$300,000 - \$399,999	34.6%
\$400,000 - \$499,999	17.1%
\$500,000 - \$749,999	15.8%
\$750,000 - \$999,999	1.4%
\$1,000,000 - \$1,499,999	0.9%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$393,131

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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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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%

2019 Population by Age

Total	22,238
0 - 4	4.8%
5 - 9	6.4%
10 - 14	7.7%
15 - 24	11.6%
25 - 34	9.8%
35 - 44	12.8%
45 - 54	15.4%
55 - 64	15.5%
65 - 74	9.3%
75 - 84	4.2%
85 +	2.4%
18 +	76.3%

2024 Population by Age

Total	22,458
0 - 4	4.9%
5 - 9	6.2%
10 - 14	7.4%
15 - 24	10.5%
25 - 34	10.0%
35 - 44	14.1%
45 - 54	14.0%
55 - 64	14.1%
65 - 74	11.0%
75 - 84	5.5%
85 +	2.3%
18 +	76.9%

2010 Population by Sex

Males	10,538
Females	10,957

2019 Population by Sex

Males	10,893
Females	11,345

2024 Population by Sex

Males	11,025
Females	11,433

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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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

2019 Population by Race/Ethnicity

Total	22,241
White Alone	93.1%
Black Alone	0.6%
American Indian Alone	0.1%
Asian Alone	2.9%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.5%
Two or More Races	1.7%
Hispanic Origin	6.2%
Diversity Index	23.3

2024 Population by Race/Ethnicity

Total	22,457
White Alone	92.0%
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	26.4

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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2019 Population 25+ by Educational Attainment

Total	15,447
Less than 9th Grade	0.9%
9th - 12th Grade, No Diploma	1.3%
High School Graduate	14.9%
GED/Alternative Credential	1.7%
Some College, No Degree	15.6%
Associate Degree	7.0%
Bachelor's Degree	34.4%
Graduate/Professional Degree	24.2%

2019 Population 15+ by Marital Status

Total	18,021
Never Married	24.5%
Married	59.6%
Widowed	6.3%
Divorced	9.6%

2019 Civilian Population 16+ in Labor Force

Civilian Employed	95.4%
Civilian Unemployed (Unemployment Rate)	4.6%

2019 Employed Population 16+ by Industry

Total	11,586
Agriculture/Mining	0.4%
Construction	5.5%
Manufacturing	9.6%
Wholesale Trade	4.4%
Retail Trade	8.9%
Transportation/Utilities	5.0%
Information	1.7%
Finance/Insurance/Real Estate	9.3%
Services	52.1%
Public Administration	3.0%

2019 Employed Population 16+ by Occupation

Total	11,582
White Collar	77.2%
Management/Business/Financial	22.9%
Professional	26.9%
Sales	14.1%
Administrative Support	13.2%
Services	11.0%
Blue Collar	11.8%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	2.7%
Installation/Maintenance/Repair	3.0%
Production	1.9%
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 2019 and 2024 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%
Multigenerational Households	2.1%
Unmarried Partner Households	3.9%
Male-female	3.3%
Same-sex	0.6%

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 2019 and 2024 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)

2019 Consumer Spending

Apparel & Services: Total \$	\$26,615,262
Average Spent	\$3,252.11
Spending Potential Index	152
Education: Total \$	\$22,755,577
Average Spent	\$2,780.50
Spending Potential Index	174
Entertainment/Recreation: Total \$	\$41,886,586
Average Spent	\$5,118.11
Spending Potential Index	157
Food at Home: Total \$	\$62,283,857
Average Spent	\$7,610.44
Spending Potential Index	147
Food Away from Home: Total \$	\$45,444,018
Average Spent	\$5,552.79
Spending Potential Index	151
Health Care: Total \$	\$74,544,791
Average Spent	\$9,108.60
Spending Potential Index	153
HH Furnishings & Equipment: Total \$	\$27,501,407
Average Spent	\$3,360.39
Spending Potential Index	158
Personal Care Products & Services: Total \$	\$11,396,703
Average Spent	\$1,392.56
Spending Potential Index	157
Shelter: Total \$	\$235,003,652
Average Spent	\$28,715.01
Spending Potential Index	155
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$32,716,746
Average Spent	\$3,997.65
Spending Potential Index	161
Travel: Total \$	\$30,865,044
Average Spent	\$3,771.39
Spending Potential Index	168
Vehicle Maintenance & Repairs: Total \$	\$14,264,813
Average Spent	\$1,743.01
Spending Potential Index	152

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 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.