

# Complete Profile

2010-2020 Census, 2025 Estimates with 2030 Projections  
Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 42.5973/-88.4141

600 N. Edwards Blvd.									
Lake Geneva, WI 53147									
		1 mi radius		3 mi radius		5 mi radius		7 mi radius	
Population									
Estimated Population (2025)		2,664		11,278		21,412		34,168	
Projected Population (2030)		2,739		11,325		21,217		33,780	
Census Population (2020)		2,651		10,932		20,224		30,815	
Census Population (2010)		2,304		10,145		19,428		29,826	
Projected Annual Growth (2025-2030)		75	0.6%	46	-	-194	-0.2%	-388	-0.2%
Historical Annual Growth (2020-2025)		13	-	346	-	1,188	1.2%	3,353	2.2%
Historical Annual Growth (2010-2020)		347	1.5%	788	0.8%	796	0.4%	989	0.3%
Estimated Population Density (2025)		848	psm	399	psm	273	psm	222	psm
Trade Area Size		3.1	sq mi	28.3	sq mi	78.5	sq mi	153.9	sq mi
Households									
Estimated Households (2025)		1,303		5,085		9,365		14,724	
Projected Households (2030)		1,389		5,286		9,619		15,056	
Census Households (2020)		1,290		4,788		8,597		12,879	
Census Households (2010)		1,021		4,231		7,870		11,865	
Projected Annual Growth (2025-2030)		86	1.3%	201	0.8%	254	0.5%	331	0.5%
Historical Annual Change (2010-2025)		283	1.8%	853	1.3%	1,495	1.3%	2,860	1.6%
Average Household Income									
Estimated Average Household Income (2025)		\$78,519		\$111,053		\$114,201		\$123,744	
Projected Average Household Income (2030)		\$78,402		\$110,114		\$113,510		\$123,112	
Census Average Household Income (2010)		\$49,660		\$63,083		\$65,066		\$69,710	
Census Average Household Income (2000)		\$45,832		\$52,195		\$54,370		\$57,138	
Projected Annual Change (2025-2030)		-\$118	-	-\$939	-0.2%	-\$692	-0.1%	-\$632	-0.1%
Historical Annual Change (2000-2025)		\$32,688	2.9%	\$58,859	4.5%	\$59,831	4.4%	\$66,606	4.7%
Median Household Income									
Estimated Median Household Income (2025)		\$63,081		\$85,266		\$86,426		\$89,414	
Projected Median Household Income (2030)		\$63,090		\$84,197		\$85,576		\$88,779	
Census Median Household Income (2010)		\$44,293		\$49,503		\$52,016		\$54,836	
Census Median Household Income (2000)		\$39,022		\$43,473		\$45,751		\$47,477	
Projected Annual Change (2025-2030)		\$9	-	-\$1,069	-0.3%	-\$850	-0.2%	-\$636	-0.1%
Historical Annual Change (2000-2025)		\$24,059	2.5%	\$41,793	3.8%	\$40,675	3.6%	\$41,938	3.5%
Per Capita Income									
Estimated Per Capita Income (2025)		\$38,469		\$50,133		\$49,998		\$53,383	
Projected Per Capita Income (2030)		\$39,812		\$51,464		\$51,510		\$54,929	
Census Per Capita Income (2010)		\$21,969		\$26,291		\$26,347		\$27,723	
Census Per Capita Income (2000)		\$20,061		\$21,570		\$22,037		\$22,527	
Projected Annual Change (2025-2030)		\$1,343	0.7%	\$1,331	0.5%	\$1,512	0.6%	\$1,546	0.6%
Historical Annual Change (2000-2025)		\$18,408	3.7%	\$28,563	5.3%	\$27,961	5.1%	\$30,857	5.5%
Estimated Average Household Net Worth (2025)		\$693,143		\$1.05 M		\$1.15 M		\$1.28 M	

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600 N. Edwards Blvd. Lake Geneva, WI 53147									
	1 mi radius			3 mi radius		5 mi radius		7 mi radius	
Race and Ethnicity									
Total Population (2025)	2,664		11,278		21,412		34,168		
White (2025)	2,228	83.6%	9,526	84.5%	18,578	86.8%	30,232	88.5%	
Black or African American (2025)	36	1.3%	131	1.2%	218	1.0%	311	0.9%	
American Indian or Alaska Native (2025)	5	0.2%	35	0.3%	67	0.3%	113	0.3%	
Asian (2025)	55	2.1%	205	1.8%	291	1.4%	413	1.2%	
Hawaiian or Pacific Islander (2025)	-	-	-	-	-	-	3	-	
Other Race (2025)	127	4.8%	516	4.6%	825	3.9%	1,100	3.2%	
Two or More Races (2025)	214	8.0%	865	7.7%	1,434	6.7%	1,997	5.8%	
Population < 18 (2025)	481	18.1%	2,156	19.1%	4,079	19.0%	6,375	18.7%	
White Not Hispanic	327	67.9%	1,504	69.7%	2,952	72.4%	4,774	74.9%	
Black or African American	5	1.1%	17	0.8%	33	0.8%	56	0.9%	
Asian	13	2.7%	48	2.2%	72	1.8%	94	1.5%	
Other Race Not Hispanic	15	3.1%	65	3.0%	123	3.0%	197	3.1%	
Hispanic	121	25.2%	523	24.3%	899	22.0%	1,255	19.7%	
Not Hispanic or Latino Population (2025)	2,260	84.8%	9,592	85.0%	18,586	86.8%	30,192	88.4%	
Not Hispanic White	2,132	94.3%	9,090	94.8%	17,762	95.6%	28,958	95.9%	
Not Hispanic Black or African American	35	1.5%	130	1.4%	212	1.1%	303	1.0%	
Not Hispanic American Indian or Alaska Native	-	-	7	-	17	-	35	0.1%	
Not Hispanic Asian	54	2.4%	204	2.1%	290	1.6%	412	1.4%	
Not Hispanic Hawaiian or Pacific Islander	-	-	-	-	-	-	-	-	
Not Hispanic Other Race	-	-	1	-	2	-	5	-	
Not Hispanic Two or More Races	38	1.7%	160	1.7%	303	1.6%	479	1.6%	
Hispanic or Latino Population (2025)	404	15.2%	1,686	15.0%	2,826	13.2%	3,976	11.6%	
Hispanic White	96	23.7%	436	25.8%	816	28.9%	1,274	32.1%	
Hispanic Black or African American	-	-	2	0.1%	6	0.2%	8	0.2%	
Hispanic American Indian or Alaska Native	4	0.9%	28	1.6%	49	1.7%	78	2.0%	
Hispanic Asian	-	-	1	-	1	-	1	-	
Hispanic Hawaiian or Pacific Islander	-	-	-	-	-	-	2	-	
Hispanic Other Race	127	31.5%	514	30.5%	823	29.1%	1,095	27.5%	
Hispanic Two or More Races	176	43.6%	706	41.8%	1,131	40.0%	1,518	38.2%	
Not Hispanic or Latino Population (2020)	2,235	84.3%	9,099	83.2%	17,478	86.4%	27,218	88.3%	
Hispanic or Latino Population (2020)	416	15.7%	1,833	16.8%	2,745	13.6%	3,597	11.7%	
Not Hispanic or Latino Population (2010)	1,861	80.7%	8,529	84.1%	17,080	87.9%	26,752	89.7%	
Hispanic or Latino Population (2010)	444	19.3%	1,615	15.9%	2,348	12.1%	3,074	10.3%	
Not Hispanic or Latino Population (2030)	2,309	84.3%	9,596	84.7%	18,317	86.3%	29,547	87.5%	
Hispanic or Latino Population (2030)	430	15.7%	1,728	15.3%	2,901	13.7%	4,233	12.5%	
Projected Annual Growth (2025-2030)	26	1.3%	42	0.5%	75	0.5%	257	1.3%	
Historical Annual Growth (2010-2020)	-28	-0.6%	218	1.3%	398	1.7%	522	1.7%	

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Total Age Distribution (2025)										
Total Population	2,664		11,278		21,412		34,168			
Age Under 5 Years	108	4.1%	505	4.5%	950	4.4%	1,442	4.2%		
Age 5 to 9 Years	125	4.7%	593	5.3%	1,102	5.1%	1,734	5.1%		
Age 10 to 14 Years	150	5.6%	630	5.6%	1,214	5.7%	1,897	5.6%		
Age 15 to 19 Years	163	6.1%	692	6.1%	1,293	6.0%	2,051	6.0%		
Age 20 to 24 Years	179	6.7%	770	6.8%	1,349	6.3%	2,092	6.1%		
Age 25 to 29 Years	192	7.2%	692	6.1%	1,221	5.7%	1,819	5.3%		
Age 30 to 34 Years	170	6.4%	666	5.9%	1,180	5.5%	1,827	5.3%		
Age 35 to 39 Years	140	5.2%	610	5.4%	1,168	5.5%	1,826	5.3%		
Age 40 to 44 Years	149	5.6%	642	5.7%	1,290	6.0%	1,986	5.8%		
Age 45 to 49 Years	152	5.7%	690	6.1%	1,286	6.0%	1,978	5.8%		
Age 50 to 54 Years	149	5.6%	675	6.0%	1,339	6.3%	2,141	6.3%		
Age 55 to 59 Years	145	5.5%	680	6.0%	1,458	6.8%	2,391	7.0%		
Age 60 to 64 Years	187	7.0%	856	7.6%	1,653	7.7%	2,728	8.0%		
Age 65 to 69 Years	197	7.4%	812	7.2%	1,543	7.2%	2,683	7.9%		
Age 70 to 74 Years	163	6.1%	695	6.2%	1,357	6.3%	2,301	6.7%		
Age 75 to 79 Years	128	4.8%	494	4.4%	964	4.5%	1,620	4.7%		
Age 80 to 84 Years	80	3.0%	280	2.5%	569	2.7%	937	2.7%		
Age 85 Years or Over	87	3.3%	296	2.6%	476	2.2%	714	2.1%		
Median Age	42.6		43.1		44.2		45.4			
Age 19 Years or Less	546	20.5%	2,420	21.5%	4,558	21.3%	7,125	20.9%		
Age 20 to 64 Years	1,463	54.9%	6,281	55.7%	11,945	55.8%	18,787	55.0%		
Age 65 Years or Over	655	24.6%	2,578	22.9%	4,909	22.9%	8,256	24.2%		
Female Age Distribution (2025)										
Female Population	1,363	51.2%	5,748	51.0%	10,702	50.0%	17,012	49.8%		
Age Under 5 Years	53	3.9%	225	3.9%	429	4.0%	675	4.0%		
Age 5 to 9 Years	66	4.9%	295	5.1%	543	5.1%	842	5.0%		
Age 10 to 14 Years	62	4.6%	293	5.1%	584	5.5%	939	5.5%		
Age 15 to 19 Years	79	5.8%	346	6.0%	643	6.0%	1,007	5.9%		
Age 20 to 24 Years	96	7.0%	407	7.1%	698	6.5%	1,084	6.4%		
Age 25 to 29 Years	88	6.5%	344	6.0%	603	5.6%	892	5.2%		
Age 30 to 34 Years	82	6.0%	310	5.4%	541	5.1%	850	5.0%		
Age 35 to 39 Years	68	5.0%	313	5.5%	588	5.5%	900	5.3%		
Age 40 to 44 Years	70	5.1%	320	5.6%	614	5.7%	959	5.6%		
Age 45 to 49 Years	78	5.7%	339	5.9%	645	6.0%	985	5.8%		
Age 50 to 54 Years	76	5.6%	349	6.1%	690	6.4%	1,090	6.4%		
Age 55 to 59 Years	84	6.2%	364	6.3%	745	7.0%	1,215	7.1%		
Age 60 to 64 Years	93	6.8%	438	7.6%	827	7.7%	1,368	8.0%		
Age 65 to 69 Years	96	7.0%	410	7.1%	782	7.3%	1,336	7.9%		
Age 70 to 74 Years	94	6.9%	382	6.6%	695	6.5%	1,167	6.9%		
Age 75 to 79 Years	74	5.4%	272	4.7%	498	4.7%	814	4.8%		
Age 80 to 84 Years	47	3.5%	160	2.8%	298	2.8%	487	2.9%		
Age 85 Years or Over	57	4.2%	181	3.1%	280	2.6%	402	2.4%		
Female Median Age	45.1		44.6		45.2		46.2			
Age 19 Years or Less	261	19.2%	1,159	20.2%	2,199	20.6%	3,463	20.4%		
Age 20 to 64 Years	734	53.9%	3,183	55.4%	5,951	55.6%	9,344	54.9%		
Age 65 Years or Over	367	27.0%	1,405	24.4%	2,552	23.8%	4,206	24.7%		

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Male Age Distribution (2025)										
Male Population	1,301	48.8%		5,530	49.0%		10,709	50.0%	17,156	50.2%
Age Under 5 Years	55	4.2%		280	5.1%		521	4.9%	767	4.5%
Age 5 to 9 Years	59	4.5%		298	5.4%		559	5.2%	892	5.2%
Age 10 to 14 Years	87	6.7%		337	6.1%		630	5.9%	958	5.6%
Age 15 to 19 Years	83	6.4%		345	6.2%		650	6.1%	1,044	6.1%
Age 20 to 24 Years	83	6.4%		363	6.6%		650	6.1%	1,007	5.9%
Age 25 to 29 Years	104	8.0%		349	6.3%		618	5.8%	927	5.4%
Age 30 to 34 Years	88	6.8%		355	6.4%		639	6.0%	977	5.7%
Age 35 to 39 Years	72	5.5%		297	5.4%		581	5.4%	926	5.4%
Age 40 to 44 Years	79	6.1%		322	5.8%		677	6.3%	1,027	6.0%
Age 45 to 49 Years	74	5.7%		351	6.4%		641	6.0%	993	5.8%
Age 50 to 54 Years	73	5.6%		326	5.9%		650	6.1%	1,051	6.1%
Age 55 to 59 Years	61	4.7%		316	5.7%		713	6.7%	1,176	6.9%
Age 60 to 64 Years	94	7.3%		418	7.6%		826	7.7%	1,360	7.9%
Age 65 to 69 Years	101	7.8%		402	7.3%		762	7.1%	1,347	7.9%
Age 70 to 74 Years	69	5.3%		314	5.7%		662	6.2%	1,134	6.6%
Age 75 to 79 Years	54	4.2%		222	4.0%		466	4.4%	806	4.7%
Age 80 to 84 Years	33	2.5%		119	2.2%		271	2.5%	450	2.6%
Age 85 Years or Over	30	2.3%		116	2.1%		196	1.8%	313	1.8%
Male Median Age	40.3			41.5			43.1		44.7	
Age 19 Years or Less	285	21.9%		1,261	22.8%		2,359	22.0%	3,661	21.3%
Age 20 to 64 Years	729	56.0%		3,097	56.0%		5,994	56.0%	9,444	55.0%
Age 65 Years or Over	287	22.1%		1,172	21.2%		2,357	22.0%	4,050	23.6%
Males per 100 Females (2025)										
Overall Comparison	95			96			100		101	
Age Under 5 Years	103	50.8%		125	55.5%		121	54.8%	114	53.2%
Age 5 to 9 Years	89	47.2%		101	50.3%		103	50.7%	106	51.4%
Age 10 to 14 Years	140	58.3%		115	53.5%		108	51.9%	102	50.5%
Age 15 to 19 Years	105	51.2%		100	49.9%		101	50.3%	104	50.9%
Age 20 to 24 Years	87	46.5%		89	47.2%		93	48.2%	93	48.2%
Age 25 to 29 Years	119	54.3%		101	50.4%		102	50.6%	104	51.0%
Age 30 to 34 Years	108	51.8%		114	53.4%		118	54.1%	115	53.5%
Age 35 to 39 Years	106	51.6%		95	48.6%		99	49.7%	103	50.7%
Age 40 to 44 Years	114	53.2%		101	50.2%		110	52.4%	107	51.7%
Age 45 to 49 Years	94	48.5%		104	50.9%		99	49.8%	101	50.2%
Age 50 to 54 Years	96	48.9%		93	48.3%		94	48.5%	96	49.1%
Age 55 to 59 Years	72	42.0%		87	46.4%		96	48.9%	97	49.2%
Age 60 to 64 Years	102	50.4%		96	48.9%		100	50.0%	99	49.9%
Age 65 to 69 Years	106	51.4%		98	49.5%		97	49.4%	101	50.2%
Age 70 to 74 Years	73	42.4%		82	45.1%		95	48.8%	97	49.3%
Age 75 to 79 Years	74	42.5%		81	44.9%		94	48.3%	99	49.7%
Age 80 to 84 Years	69	40.9%		74	42.7%		91	47.7%	93	48.1%
Age 85 Years or Over	53	34.5%		64	39.1%		70	41.1%	78	43.8%
Age 19 Years or Less	109	52.1%		109	52.1%		107	51.8%	106	51.4%
Age 20 to 39 Years	104	51.1%		99	49.8%		102	50.6%	103	50.7%
Age 40 to 64 Years	95	48.7%		96	48.9%		100	49.9%	100	50.0%
Age 65 Years or Over	78	43.9%		83	45.5%		92	48.0%	96	49.1%

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Lake Geneva, WI 53147									
Household Type (2025)									
Total Households	1,303		5,085		9,365		14,724		
Households with Children	277	21.3%	1,226	24.1%	2,306	24.6%	3,603	24.5%	
Average Household Size	2.0		2.2		2.3		2.3		
Household Density per Square Mile	415		180		119		96		
Population Family	1,532	57.5%	7,726	68.5%	15,616	72.9%	25,458	74.5%	
Population Non-Family	1,114	41.8%	3,468	30.7%	5,665	26.5%	8,437	24.7%	
Population Group Quarters	18	0.7%	84	0.7%	131	0.6%	273	0.8%	
Family Households	524	40.2%	2,592	51.0%	5,215	55.7%	8,454	57.4%	
Married Couple Households	383	73.1%	1,943	75.0%	4,070	78.0%	6,737	79.7%	
Other Family Households with Children	141	26.9%	649	25.0%	1,145	22.0%	1,717	20.3%	
Family Households with Children	275	52.6%	1,222	47.2%	2,302	44.1%	3,597	42.5%	
Married Couple with Children	155	56.3%	776	63.5%	1,583	68.8%	2,542	70.7%	
Other Family Households with Children	120	43.7%	446	36.5%	719	31.2%	1,055	29.3%	
Family Households No Children	249	47.4%	1,369	52.8%	2,913	55.9%	4,858	57.5%	
Married Couple No Children	228	91.7%	1,166	85.2%	2,487	85.4%	4,195	86.4%	
Other Family Households No Children	21	8.3%	203	14.8%	426	14.6%	663	13.6%	
Non-Family Households	779	59.8%	2,493	49.0%	4,150	44.3%	6,270	42.6%	
Non-Family Households with Children	2	0.2%	3	0.1%	5	0.1%	6	0.1%	
Non-Family Households No Children	777	99.8%	2,489	99.9%	4,146	99.9%	6,263	99.9%	
Average Family Household Size	2.9		3.0		3.0		3.0		
Average Family Income	\$100,009		\$145,727		\$141,883		\$155,724		
Median Family Income	\$88,597		\$118,921		\$110,413		\$113,107		
Average Non-Family Household Size	1.4		1.4		1.4		1.3		
Marital Status (2025)									
Population Age 15 Years or Over	2,281		9,550		18,147		29,094		
Never Married	777	34.1%	2,934	30.7%	5,157	28.4%	8,013	27.5%	
Currently Married	822	36.0%	4,271	44.7%	8,917	49.1%	14,875	51.1%	
Previously Married	682	29.9%	2,345	24.6%	4,072	22.4%	6,206	21.3%	
Separated	117	17.1%	503	21.5%	802	19.7%	1,087	17.5%	
Widowed	172	25.2%	598	25.5%	1,151	28.3%	1,891	30.5%	
Divorced	393	57.7%	1,244	53.1%	2,118	52.0%	3,227	52.0%	
Educational Attainment (2025)									
Adult Population Age 25 Years or Over	1,939		8,089		15,505		24,952		
Elementary (Grade Level 0 to 8)	101	5.2%	319	3.9%	539	3.5%	701	2.8%	
Some High School (Grade Level 9 to 11)	61	3.2%	275	3.4%	723	4.7%	1,163	4.7%	
High School Graduate	551	28.4%	2,244	27.7%	4,538	29.3%	7,165	28.7%	
Some College	417	21.5%	1,470	18.2%	2,909	18.8%	4,978	19.9%	
Associate Degree Only	120	6.2%	669	8.3%	1,513	9.8%	2,340	9.4%	
Bachelor Degree Only	477	24.6%	2,026	25.1%	3,471	22.4%	5,569	22.3%	
Graduate Degree	211	10.9%	1,085	13.4%	1,811	11.7%	3,036	12.2%	
Any College (Some College or Higher)	1,226	63.2%	5,251	64.9%	9,704	62.6%	15,923	63.8%	
College Degree + (Bachelor Degree or Higher)	688	35.5%	3,112	38.5%	5,282	34.1%	8,605	34.5%	

# Complete Profile

2010-2020 Census, 2025 Estimates with 2030 Projections  
Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 42.5973/-88.4141

600 N. Edwards Blvd.									
Lake Geneva, WI 53147									
Housing									
Total Housing Units (2025)		1,607		6,344		11,821		18,727	
Total Housing Units (2020)		1,572		5,823		11,213		17,605	
Historical Annual Growth (2020-2025)		35	0.5%	521	1.8%	608	1.1%	1,122	1.3%
Housing Units Occupied (2025)		1,303	81.1%	5,085	80.1%	9,365	79.2%	14,724	78.6%
Housing Units Owner-Occupied		530	40.7%	2,861	56.3%	6,286	67.1%	10,569	71.8%
Housing Units Renter-Occupied		773	59.3%	2,224	43.7%	3,080	32.9%	4,156	28.2%
Housing Units Vacant (2025)		304	18.9%	1,259	19.9%	2,456	20.8%	4,003	21.4%
Household Size (2025)									
Total Households		1,303		5,085		9,365		14,724	
1 Person Households		596	45.7%	1,959	38.5%	3,257	34.8%	4,966	33.7%
2 Person Households		387	29.7%	1,683	33.1%	3,292	35.2%	5,146	34.9%
3 Person Households		144	11.1%	626	12.3%	1,190	12.7%	1,938	13.2%
4 Person Households		97	7.4%	427	8.4%	870	9.3%	1,465	9.9%
5 Person Households		46	3.5%	227	4.5%	438	4.7%	728	4.9%
6 Person Households		25	2.0%	115	2.3%	219	2.3%	319	2.2%
7 or More Person Households		9	0.7%	48	1.0%	98	1.0%	163	1.1%
Household Income Distribution (2025)									
HH Income \$200,000 or More		52	4.0%	505	9.9%	963	10.3%	1,747	11.9%
HH Income \$150,000 to \$199,999		70	5.4%	498	9.8%	900	9.6%	1,493	10.1%
HH Income \$125,000 to \$149,999		114	8.7%	411	8.1%	740	7.9%	1,132	7.7%
HH Income \$100,000 to \$124,999		154	11.8%	581	11.4%	1,228	13.1%	1,865	12.7%
HH Income \$75,000 to \$99,999		104	8.0%	556	10.9%	1,058	11.3%	1,760	11.9%
HH Income \$50,000 to \$74,999		247	18.9%	1,059	20.8%	2,017	21.5%	3,033	20.6%
HH Income \$35,000 to \$49,999		224	17.2%	549	10.8%	986	10.5%	1,392	9.5%
HH Income \$25,000 to \$34,999		92	7.1%	238	4.7%	349	3.7%	710	4.8%
HH Income \$15,000 to \$24,999		148	11.4%	414	8.1%	572	6.1%	777	5.3%
HH Income \$10,000 to \$14,999		15	1.1%	89	1.7%	194	2.1%	266	1.8%
HH Income Under \$10,000		83	6.4%	186	3.7%	357	3.8%	550	3.7%
Household Vehicles (2025)									
Households 0 Vehicles Available		135	10.4%	314	6.2%	414	4.4%	586	4.0%
Households 1 Vehicle Available		645	49.5%	1,952	38.4%	3,154	33.7%	4,659	31.6%
Households 2 Vehicles Available		410	31.5%	2,062	40.5%	3,743	40.0%	5,961	40.5%
Households 3 or More Vehicles Available		113	8.7%	757	14.9%	2,055	21.9%	3,518	23.9%
Total Vehicles Available		1,838		8,520		17,585		28,489	
Average Vehicles per Household		1.4		1.7		1.9		1.9	
Owner-Occupied Household Vehicles		936	50.9%	5,575	65.4%	13,089	74.4%	22,092	77.5%
Average Vehicles per Owner-Occupied Household		1.8		1.9		2.1		2.1	
Renter-Occupied Household Vehicles		902	49.1%	2,944	34.6%	4,496	25.6%	6,397	22.5%
Average Vehicles per Renter-Occupied Household		1.2		1.3		1.5		1.5	
Travel Time (2025)									
Worker Base Age 16 years or Over		1,411		5,884		11,235		17,501	
Travel to Work in 14 Minutes or Less		774	54.8%	2,577	43.8%	4,002	35.6%	5,767	33.0%
Travel to Work in 15 to 29 Minutes		243	17.2%	1,394	23.7%	3,091	27.5%	4,877	27.9%
Travel to Work in 30 to 59 Minutes		257	18.2%	1,084	18.4%	2,341	20.8%	3,707	21.2%
Travel to Work in 60 Minutes or More		53	3.8%	328	5.6%	811	7.2%	1,404	8.0%
Work at Home		84	6.0%	500	8.5%	992	8.8%	1,747	10.0%
Average Minutes Travel to Work		11.9		15.0		18.1		19.1	

## Complete Profile

2010-2020 Census, 2025 Estimates with 2030 Projections  
Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 42.5973/-88.4141

600 N. Edwards Blvd.									
Lake Geneva, WI 53147									
	1 mi radius			3 mi radius		5 mi radius		7 mi radius	
Transportation To Work (2025)									
Worker Base Age 16 years or Over	1,411		5,884		11,235		17,501		
Drive to Work Alone	1,095	77.6%	4,512	76.7%	8,723	77.6%	13,531	77.3%	
Drive to Work in Carpool	152	10.8%	563	9.6%	1,020	9.1%	1,416	8.1%	
Travel to Work by Public Transportation	1	-	7	0.1%	19	0.2%	56	0.3%	
Drive to Work on Motorcycle	-	-	7	0.1%	11	0.1%	16	-	
Bicycle to Work	9	0.7%	60	1.0%	95	0.8%	111	0.6%	
Walk to Work	66	4.7%	205	3.5%	306	2.7%	466	2.7%	
Other Means	3	0.2%	31	0.5%	69	0.6%	159	0.9%	
Work at Home	84	6.0%	500	8.5%	992	8.8%	1,747	10.0%	
Daytime Demographics (2025)									
Total Businesses	291		686		825		1,043		
Total Employees	3,388		7,302		8,255		12,540		
Company Headquarter Businesses	9	3.0%	23	3.3%	26	3.2%	34	3.2%	
Company Headquarter Employees	443	13.1%	905	12.4%	941	11.4%	1,200	9.6%	
Employee Population per Business	11.7	to 1	10.7	to 1	10.0	to 1	12.0	to 1	
Residential Population per Business	9.2	to 1	16.5	to 1	26.0	to 1	32.8	to 1	
Adj. Daytime Demographics Age 16 Years or Over	4,224		10,817		14,892		23,695		
Labor Force									
Labor Population Age 16 Years or Over (2025)	2,247		9,399		17,872		28,658		
Labor Force Total Males (2025)	1,081	48.1%	4,531	48.2%	8,850	49.5%	14,303	49.9%	
Male Civilian Employed	777	71.8%	3,184	70.3%	6,121	69.2%	9,603	67.1%	
Male Civilian Unemployed	58	5.4%	143	3.2%	261	2.9%	364	2.5%	
Males in Armed Forces	-	-	-	-	-	-	-	-	
Males Not in Labor Force	246	22.8%	1,205	26.6%	2,468	27.9%	4,335	30.3%	
Labor Force Total Females (2025)	1,166	51.9%	4,868	51.8%	9,022	50.5%	14,356	50.1%	
Female Civilian Employed	635	54.4%	2,700	55.5%	5,114	56.7%	7,900	55.0%	
Female Civilian Unemployed	34	3.0%	124	2.5%	213	2.4%	310	2.2%	
Females in Armed Forces	-	-	-	-	-	-	-	-	
Females Not in Labor Force	497	42.6%	2,044	42.0%	3,695	41.0%	6,146	42.8%	
Unemployment Rate	93	4.1%	266	2.8%	474	2.7%	673	2.3%	
Occupation (2025)									
Occupation Population Age 16 Years or Over	1,411		5,884		11,235		17,501		
Occupation Total Males	777	55.0%	3,184	54.1%	6,121	54.5%	9,602	54.9%	
Occupation Total Females	635	45.0%	2,700	45.9%	5,114	45.5%	7,900	45.1%	
Management, Business, Financial Operations	180	12.8%	890	15.1%	1,674	14.9%	2,722	15.6%	
Professional, Related	367	26.0%	1,405	23.9%	2,563	22.8%	3,848	22.0%	
Service	224	15.8%	819	13.9%	1,729	15.4%	2,749	15.7%	
Sales, Office	275	19.5%	1,153	19.6%	1,987	17.7%	3,123	17.8%	
Farming, Fishing, Forestry	6	0.4%	51	0.9%	90	0.8%	209	1.2%	
Construction, Extraction, Maintenance	76	5.4%	383	6.5%	860	7.7%	1,425	8.1%	
Production, Transport, Material Moving	283	20.1%	1,183	20.1%	2,332	20.8%	3,426	19.6%	
White Collar Workers	822	58.3%	3,448	58.6%	6,224	55.4%	9,692	55.4%	
Blue Collar Workers	589	41.7%	2,436	41.4%	5,011	44.6%	7,809	44.6%	



## Complete Profile

2010-2020 Census, 2025 Estimates with 2030 Projections  
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600 N. Edwards Blvd.										
Lake Geneva, WI 53147										
			1 mi radius		3 mi radius		5 mi radius		7 mi radius	
Units In Structure (2025)										
Total Units			1,303		5,085		9,365		14,724	
1 Detached Unit			482	37.0%	2,669	52.5%	6,104	65.2%	10,405	70.7%
1 Attached Unit			110	8.5%	384	7.6%	508	5.4%	764	5.2%
2 Units			107	8.2%	443	8.7%	541	5.8%	668	4.5%
3 to 4 Units			69	5.3%	223	4.4%	312	3.3%	499	3.4%
5 to 9 Units			168	12.9%	376	7.4%	479	5.1%	628	4.3%
10 to 19 Units			207	15.9%	484	9.5%	538	5.7%	635	4.3%
20 to 49 Units			100	7.7%	240	4.7%	282	3.0%	384	2.6%
50 or More Units			51	3.9%	108	2.1%	130	1.4%	177	1.2%
Mobile Home or Trailer			9	0.7%	158	3.1%	472	5.0%	565	3.8%
Other Structure			-	-	-	-	-	-	-	-
Homes Built By Year (2025)										
Homes Built 2020 or later			47	2.9%	113	1.8%	186	1.6%	230	1.2%
Homes Built 2010 to 2019			192	12.0%	524	8.3%	910	7.7%	1,269	6.8%
Homes Built 2000 to 2009			165	10.2%	698	11.0%	1,307	11.1%	2,241	12.0%
Homes Built 1990 to 1999			177	11.0%	632	10.0%	1,255	10.6%	2,250	12.0%
Homes Built 1980 to 1989			195	12.1%	614	9.7%	938	7.9%	1,402	7.5%
Homes Built 1970 to 1979			195	12.1%	819	12.9%	1,418	12.0%	2,040	10.9%
Homes Built 1960 to 1969			76	4.8%	388	6.1%	782	6.6%	1,217	6.5%
Homes Built 1950 to 1959			50	3.1%	316	5.0%	774	6.5%	1,320	7.0%
Homes Built 1940 to 1949			77	4.8%	291	4.6%	615	5.2%	866	4.6%
Homes Built Before 1939			130	8.1%	690	10.9%	1,180	10.0%	1,890	10.1%
Median Age of Homes			41.5	yrs	46.1	yrs	46.8	yrs	46.7	yrs
Home Values (2025)										
Owner Specified Housing Units			530		2,861		6,286		10,569	
Home Values \$1,000,000 or More			7	1.4%	53	1.8%	187	3.0%	398	3.8%
Home Values \$750,000 to \$999,999			18	3.5%	114	4.0%	343	5.5%	812	7.7%
Home Values \$500,000 to \$749,999			29	5.5%	337	11.8%	680	10.8%	1,194	11.3%
Home Values \$400,000 to \$499,999			75	14.1%	344	12.0%	656	10.4%	1,136	10.7%
Home Values \$300,000 to \$399,999			188	35.4%	916	32.0%	1,686	26.8%	2,579	24.4%
Home Values \$250,000 to \$299,999			58	10.9%	405	14.2%	825	13.1%	1,206	11.4%
Home Values \$200,000 to \$249,999			74	14.0%	279	9.8%	655	10.4%	1,225	11.6%
Home Values \$175,000 to \$199,999			15	2.8%	73	2.6%	156	2.5%	280	2.6%
Home Values \$150,000 to \$174,999			18	3.4%	76	2.6%	264	4.2%	415	3.9%
Home Values \$125,000 to \$149,999			5	1.0%	23	0.8%	147	2.3%	248	2.3%
Home Values \$100,000 to \$124,999			20	3.7%	55	1.9%	153	2.4%	273	2.6%
Home Values \$90,000 to \$99,999			1	0.2%	14	0.5%	68	1.1%	92	0.9%
Home Values \$80,000 to \$89,999			16	3.1%	45	1.6%	51	0.8%	54	0.5%
Home Values \$70,000 to \$79,999			-	-	14	0.5%	35	0.6%	47	0.4%
Home Values \$60,000 to \$69,999			-	-	14	0.5%	40	0.6%	54	0.5%
Home Values \$50,000 to \$59,999			-	-	9	0.3%	16	0.3%	18	0.2%
Home Values \$35,000 to \$49,999			1	0.2%	24	0.8%	93	1.5%	139	1.3%
Home Values \$25,000 to \$34,999			3	0.6%	25	0.9%	76	1.2%	180	1.7%
Home Values \$10,000 to \$24,999			-	-	27	0.9%	87	1.4%	131	1.2%
Home Values Under \$10,000			-	-	13	0.5%	65	1.0%	87	0.8%
Owner-Occupied Median Home Value			\$330,752		\$336,054		\$320,049		\$346,986	
Renter-Occupied Median Rent			\$1,261		\$1,175		\$1,158		\$1,121	



# Complete Profile

2010-2020 Census, 2025 Estimates with 2030 Projections  
Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 42.5973/-88.4141

600 N. Edwards Blvd. Lake Geneva, WI 53147										1 mi radius	3 mi radius	5 mi radius	7 mi radius				
Total Annual Consumer Expenditure (2025)																	
Total Household Expenditure										\$107.8 M	\$506.17 M	\$953.66 M	\$1.54 B				
Total Non-Retail Expenditure										\$53 M	\$254.05 M	\$472.25 M	\$764.26 M				
Total Retail Expenditure										\$54.8 M	\$252.12 M	\$481.41 M	\$778.87 M				
Alcoholic Beverages										\$656.63 K	\$3.1 M	\$5.83 M	\$9.45 M				
Apparel										\$1.99 M	\$9.26 M	\$17.44 M	\$28.18 M				
Contributions										\$3.38 M	\$16.51 M	\$31.04 M	\$50.46 M				
Education										\$2.42 M	\$11.67 M	\$21.94 M	\$35.61 M				
Entertainment										\$6.19 M	\$28.66 M	\$53.94 M	\$87.15 M				
Food Away From Home										\$4.74 M	\$22.11 M	\$41.6 M	\$67.28 M				
Grocery										\$7.26 M	\$31.29 M	\$58.96 M	\$94.46 M				
Health Care										\$8.58 M	\$33.88 M	\$63.18 M	\$100.58 M				
Household Furnishings and Equipment										\$2.86 M	\$13.42 M	\$25.25 M	\$40.86 M				
Household Operations										\$2.01 M	\$9.26 M	\$17.44 M	\$28.18 M				
Miscellaneous Expenses										\$1.86 M	\$8.66 M	\$16.29 M	\$26.32 M				
Personal Care										\$1.41 M	\$6.22 M	\$11.71 M	\$18.81 M				
Shelter										\$18.75 M	\$81.31 M	\$148.35 M	\$235.85 M				
Tax and Retirement										\$23.37 M	\$126.32 M	\$237.44 M	\$391.61 M				
Tobacco and Related										\$570.56 K	\$2.16 M	\$4.08 M	\$6.44 M				
Transportation										\$16.56 M	\$80.14 M	\$157.32 M	\$254.91 M				
Utilities										\$5.19 M	\$22.2 M	\$41.84 M	\$66.98 M				
Monthly Household Consumer Expenditure (2025)																	
Total Household Expenditure										\$6,892	\$8,296	\$8,486	\$8,733				
Total Non-Retail Expenditure										\$3,389	49.2%	\$4,164	50.2%	\$4,202	49.5%	\$4,325	49.5%
Total Retail Expenditures										\$3,504	50.8%	\$4,132	49.8%	\$4,284	50.5%	\$4,408	50.5%
Alcoholic Beverages										\$42	0.6%	\$51	0.6%	\$52	0.6%	\$53	0.6%
Apparel										\$127	1.8%	\$152	1.8%	\$155	1.8%	\$160	1.8%
Contributions										\$216	3.1%	\$271	3.3%	\$276	3.3%	\$286	3.3%
Education										\$155	2.2%	\$191	2.3%	\$195	2.3%	\$202	2.3%
Entertainment										\$396	5.7%	\$470	5.7%	\$480	5.7%	\$493	5.6%
Food Away From Home										\$303	4.4%	\$362	4.4%	\$370	4.4%	\$381	4.4%
Grocery										\$464	6.7%	\$513	6.2%	\$525	6.2%	\$535	6.1%
Health Care										\$549	8.0%	\$555	6.7%	\$562	6.6%	\$569	6.5%
Household Furnishings and Equipment										\$183	2.7%	\$220	2.7%	\$225	2.6%	\$231	2.6%
Household Operations										\$128	1.9%	\$152	1.8%	\$155	1.8%	\$159	1.8%
Miscellaneous Expenses										\$119	1.7%	\$142	1.7%	\$145	1.7%	\$149	1.7%
Personal Care										\$90	1.3%	\$102	1.2%	\$104	1.2%	\$106	1.2%
Shelter										\$1,199	17.4%	\$1,333	16.1%	\$1,320	15.6%	\$1,335	15.3%
Tax and Retirement										\$1,494	21.7%	\$2,070	25.0%	\$2,113	24.9%	\$2,216	24.9%
Tobacco and Related										\$36	0.5%	\$35	0.4%	\$36	0.4%	\$36	0.4%
Transportation										\$1,059	15.4%	\$1,313	15.8%	\$1,400	16.5%	\$1,443	16.5%
Utilities										\$332	4.8%	\$364	4.4%	\$372	4.4%	\$379	4.3%