

Complete Profile

2010-2020 Census, 2024 Estimates with 2029 Projections
Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 42.592/-88.436

827 W Main St Lake Geneva, WI 53147		1 mi radius		3 mi radius		5 mi radius		7 mi radius	
Population									
Estimated Population (2024)	5,691		12,749		21,465		34,342		
Projected Population (2029)	5,756		12,855		21,579		34,574		
Census Population (2020)	5,418		12,467		18,907		31,023		
Census Population (2010)	5,235		11,642		18,001		29,875		
Projected Annual Growth (2024-2029)	66	0.2%	106	0.2%	114	0.1%	233	0.1%	
Historical Annual Growth (2020-2024)	272	1.3%	282	0.6%	2,558	3.4%	3,318	2.7%	
Historical Annual Growth (2010-2020)	183	0.3%	826	0.7%	906	0.5%	1,148	0.4%	
Estimated Population Density (2024)	1,812 <i>psm</i>		451 <i>psm</i>		273 <i>psm</i>		223 <i>psm</i>		
Trade Area Size	3.1 <i>sq mi</i>		28.3 <i>sq mi</i>		78.5 <i>sq mi</i>		153.9 <i>sq mi</i>		
Households									
Estimated Households (2024)	2,600		5,745		9,644		14,836		
Projected Households (2029)	2,637		5,832		9,741		15,011		
Census Households (2020)	2,485		5,471		8,267		12,979		
Census Households (2010)	2,278		4,854		7,499		11,889		
Projected Annual Growth (2024-2029)	38	0.3%	88	0.3%	97	0.2%	176	0.2%	
Historical Annual Change (2010-2024)	322	1.0%	891	1.3%	2,145	2.0%	2,947	1.8%	
Average Household Income									
Estimated Average Household Income (2024)	\$104,576		\$103,738		\$110,298		\$108,040		
Projected Average Household Income (2029)	\$108,272		\$107,243		\$114,610		\$112,023		
Census Average Household Income (2010)	\$63,883		\$62,065		\$68,879		\$70,065		
Census Average Household Income (2000)	\$50,712		\$52,566		\$56,244		\$57,282		
Projected Annual Change (2024-2029)	\$3,695	0.7%	\$3,505	0.7%	\$4,312	0.8%	\$3,984	0.7%	
Historical Annual Change (2000-2024)	\$53,864	4.4%	\$51,172	4.1%	\$54,055	4.0%	\$50,757	3.7%	
Median Household Income									
Estimated Median Household Income (2024)	\$71,897		\$73,002		\$81,889		\$81,665		
Projected Median Household Income (2029)	\$72,002		\$73,098		\$82,242		\$81,711		
Census Median Household Income (2010)	\$52,336		\$50,397		\$53,270		\$54,724		
Census Median Household Income (2000)	\$41,572		\$43,453		\$45,532		\$47,113		
Projected Annual Change (2024-2029)	\$105	-	\$96	-	\$353	-	\$45	-	
Historical Annual Change (2000-2024)	\$30,325	3.0%	\$29,549	2.8%	\$36,357	3.3%	\$34,552	3.1%	
Per Capita Income									
Estimated Per Capita Income (2024)	\$47,800		\$46,791		\$49,591		\$46,717		
Projected Per Capita Income (2029)	\$49,630		\$48,705		\$51,770		\$48,681		
Census Per Capita Income (2010)	\$27,745		\$25,854		\$28,686		\$27,873		
Census Per Capita Income (2000)	\$21,811		\$21,667		\$23,201		\$22,761		
Projected Annual Change (2024-2029)	\$1,830	0.8%	\$1,914	0.8%	\$2,179	0.9%	\$1,964	0.8%	
Historical Annual Change (2000-2024)	\$25,989	5.0%	\$25,124	4.8%	\$26,390	4.7%	\$23,956	4.4%	
Estimated Average Household Net Worth (2024)	\$859,787		\$857,067		\$1.12 M		\$1.12 M		

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827 W Main St		1 mi radius		3 mi radius		5 mi radius		7 mi radius	
Lake Geneva, WI 53147									
Race and Ethnicity									
Total Population (2024)		5,691		12,749		21,465		34,342	
White (2024)		5,189	91.2%	11,533	90.5%	19,386	90.3%	30,826	89.8%
Black or African American (2024)		40	0.7%	116	0.9%	217	1.0%	381	1.1%
American Indian or Alaska Native (2024)		13	0.2%	30	0.2%	58	0.3%	103	0.3%
Asian (2024)		40	0.7%	113	0.9%	203	0.9%	399	1.2%
Hawaiian or Pacific Islander (2024)		-	-	-	-	-	-	2	-
Other Race (2024)		152	2.7%	333	2.6%	552	2.6%	879	2.6%
Two or More Races (2024)		258	4.5%	624	4.9%	1,049	4.9%	1,752	5.1%
Population < 18 (2024)		1,058	18.6%	2,363	18.5%	4,091	19.1%	6,570	19.1%
White Not Hispanic		806	76.2%	1,825	77.2%	3,057	74.7%	4,933	75.1%
Black or African American		18	1.7%	54	2.3%	88	2.1%	128	1.9%
Asian		17	1.6%	35	1.5%	53	1.3%	86	1.3%
Other Race Not Hispanic		22	2.1%	59	2.5%	99	2.4%	172	2.6%
Hispanic		195	18.4%	391	16.5%	794	19.4%	1,251	19.0%
Not Hispanic or Latino Population (2024)		5,140	90.3%	11,583	90.9%	19,264	89.7%	30,700	89.4%
Not Hispanic White		5,006	97.4%	11,180	96.5%	18,561	96.4%	29,478	96.0%
Not Hispanic Black or African American		39	0.8%	114	1.0%	212	1.1%	374	1.2%
Not Hispanic American Indian or Alaska Native		2	-	6	-	13	-	29	-
Not Hispanic Asian		40	0.8%	112	1.0%	201	1.0%	396	1.3%
Not Hispanic Hawaiian or Pacific Islander		-	-	-	-	-	-	-	-
Not Hispanic Other Race		6	0.1%	15	0.1%	23	0.1%	38	0.1%
Not Hispanic Two or More Races		48	0.9%	157	1.4%	254	1.3%	385	1.3%
Hispanic or Latino Population (2024)		550	9.7%	1,166	9.1%	2,201	10.3%	3,642	10.6%
Hispanic White		183	33.2%	353	30.3%	824	37.5%	1,348	37.0%
Hispanic Black or African American		1	0.2%	2	0.2%	5	0.2%	7	0.2%
Hispanic American Indian or Alaska Native		11	2.0%	24	2.1%	45	2.0%	74	2.0%
Hispanic Asian		-	-	-	-	3	0.1%	3	-
Hispanic Hawaiian or Pacific Islander		-	-	-	-	-	-	2	-
Hispanic Other Race		146	26.5%	318	27.2%	529	24.0%	841	23.1%
Hispanic Two or More Races		210	38.1%	467	40.1%	795	36.1%	1,367	37.5%
Not Hispanic or Latino Population (2020)		4,520	83.4%	10,463	83.9%	16,380	86.6%	27,336	88.1%
Hispanic or Latino Population (2020)		898	16.6%	2,004	16.1%	2,527	13.4%	3,687	11.9%
Not Hispanic or Latino Population (2010)		4,400	84.0%	9,864	84.7%	15,800	87.8%	26,719	89.4%
Hispanic or Latino Population (2010)		835	16.0%	1,777	15.3%	2,201	12.2%	3,157	10.6%
Not Hispanic or Latino Population (2029)		5,127	89.1%	11,505	89.5%	19,153	88.8%	30,586	88.5%
Hispanic or Latino Population (2029)		629	10.9%	1,349	10.5%	2,426	11.2%	3,988	11.5%
Projected Annual Growth (2024-2029)		79	2.9%	184	3.1%	225	2.0%	347	1.9%
Historical Annual Growth (2010-2020)		63	0.7%	226	1.3%	326	1.5%	531	1.7%

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Lake Geneva, WI 53147									
Total Age Distribution (2024)									
Total Population	5,691		12,749		21,465		34,342		
Age Under 5 Years	238	4.2%	521	4.1%	894	4.2%	1,390	4.0%	
Age 5 to 9 Years	294	5.2%	655	5.1%	1,136	5.3%	1,824	5.3%	
Age 10 to 14 Years	314	5.5%	726	5.7%	1,257	5.9%	1,996	5.8%	
Age 15 to 19 Years	346	6.1%	749	5.9%	1,238	5.8%	2,133	6.2%	
Age 20 to 24 Years	371	6.5%	818	6.4%	1,274	5.9%	2,091	6.1%	
Age 25 to 29 Years	306	5.4%	751	5.9%	1,114	5.2%	1,783	5.2%	
Age 30 to 34 Years	305	5.4%	686	5.4%	1,034	4.8%	1,726	5.0%	
Age 35 to 39 Years	330	5.8%	703	5.5%	1,128	5.3%	1,896	5.5%	
Age 40 to 44 Years	288	5.1%	725	5.7%	1,188	5.5%	1,980	5.8%	
Age 45 to 49 Years	345	6.1%	754	5.9%	1,198	5.6%	1,961	5.7%	
Age 50 to 54 Years	357	6.3%	861	6.8%	1,411	6.6%	2,271	6.6%	
Age 55 to 59 Years	367	6.4%	857	6.7%	1,548	7.2%	2,490	7.3%	
Age 60 to 64 Years	481	8.5%	1,035	8.1%	1,796	8.4%	2,797	8.1%	
Age 65 to 69 Years	443	7.8%	939	7.4%	1,713	8.0%	2,636	7.7%	
Age 70 to 74 Years	378	6.6%	796	6.2%	1,462	6.8%	2,220	6.5%	
Age 75 to 79 Years	257	4.5%	555	4.3%	1,032	4.8%	1,587	4.6%	
Age 80 to 84 Years	134	2.4%	317	2.5%	585	2.7%	882	2.6%	
Age 85 Years or Over	133	2.3%	303	2.4%	459	2.1%	677	2.0%	
Median Age	44.6		44.4		46.2		45.4		
Age 19 Years or Less	1,193	21.0%	2,650	20.8%	4,524	21.1%	7,343	21.4%	
Age 20 to 64 Years	3,152	55.4%	7,190	56.4%	11,690	54.5%	18,996	55.3%	
Age 65 Years or Over	1,345	23.6%	2,909	22.8%	5,251	24.5%	8,003	23.3%	
Female Age Distribution (2024)									
Female Population	2,918	51.3%	6,478	50.8%	10,891	50.7%	17,241	50.2%	
Age Under 5 Years	103	3.5%	232	3.6%	411	3.8%	669	3.9%	
Age 5 to 9 Years	141	4.8%	343	5.3%	607	5.6%	925	5.4%	
Age 10 to 14 Years	147	5.0%	342	5.3%	613	5.6%	972	5.6%	
Age 15 to 19 Years	166	5.7%	364	5.6%	607	5.6%	1,033	6.0%	
Age 20 to 24 Years	203	6.9%	436	6.7%	691	6.3%	1,099	6.4%	
Age 25 to 29 Years	163	5.6%	379	5.9%	557	5.1%	894	5.2%	
Age 30 to 34 Years	140	4.8%	319	4.9%	491	4.5%	818	4.7%	
Age 35 to 39 Years	168	5.8%	349	5.4%	553	5.1%	929	5.4%	
Age 40 to 44 Years	147	5.0%	358	5.5%	580	5.3%	975	5.7%	
Age 45 to 49 Years	173	5.9%	377	5.8%	613	5.6%	992	5.8%	
Age 50 to 54 Years	190	6.5%	439	6.8%	725	6.7%	1,159	6.7%	
Age 55 to 59 Years	205	7.0%	457	7.1%	804	7.4%	1,272	7.4%	
Age 60 to 64 Years	238	8.2%	523	8.1%	898	8.2%	1,402	8.1%	
Age 65 to 69 Years	226	7.7%	478	7.4%	873	8.0%	1,324	7.7%	
Age 70 to 74 Years	200	6.9%	425	6.6%	753	6.9%	1,125	6.5%	
Age 75 to 79 Years	137	4.7%	295	4.6%	521	4.8%	791	4.6%	
Age 80 to 84 Years	82	2.8%	176	2.7%	322	3.0%	471	2.7%	
Age 85 Years or Over	90	3.1%	186	2.9%	273	2.5%	391	2.3%	
Female Median Age	46.1		45.7		46.9		45.9		
Age 19 Years or Less	557	19.1%	1,282	19.8%	2,237	20.5%	3,599	20.9%	
Age 20 to 64 Years	1,626	55.7%	3,637	56.1%	5,912	54.3%	9,541	55.3%	
Age 65 Years or Over	735	25.2%	1,560	24.1%	2,742	25.2%	4,101	23.8%	

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Lake Geneva, WI 53147									
Male Age Distribution (2024)									
Male Population	2,773	48.7%	6,270	49.2%	10,575	49.3%	17,100	49.8%	
Age Under 5 Years	135	4.9%	289	4.6%	483	4.6%	721	4.2%	
Age 5 to 9 Years	153	5.5%	311	5.0%	528	5.0%	899	5.3%	
Age 10 to 14 Years	168	6.0%	384	6.1%	644	6.1%	1,024	6.0%	
Age 15 to 19 Years	180	6.5%	385	6.1%	632	6.0%	1,100	6.4%	
Age 20 to 24 Years	168	6.1%	382	6.1%	582	5.5%	992	5.8%	
Age 25 to 29 Years	143	5.2%	372	5.9%	556	5.3%	889	5.2%	
Age 30 to 34 Years	166	6.0%	367	5.9%	544	5.1%	908	5.3%	
Age 35 to 39 Years	162	5.8%	353	5.6%	575	5.4%	967	5.7%	
Age 40 to 44 Years	142	5.1%	367	5.9%	608	5.7%	1,005	5.9%	
Age 45 to 49 Years	172	6.2%	377	6.0%	585	5.5%	969	5.7%	
Age 50 to 54 Years	167	6.0%	422	6.7%	686	6.5%	1,113	6.5%	
Age 55 to 59 Years	162	5.9%	400	6.4%	744	7.0%	1,217	7.1%	
Age 60 to 64 Years	243	8.8%	512	8.2%	898	8.5%	1,395	8.2%	
Age 65 to 69 Years	218	7.9%	461	7.3%	840	7.9%	1,313	7.7%	
Age 70 to 74 Years	178	6.4%	371	5.9%	709	6.7%	1,095	6.4%	
Age 75 to 79 Years	120	4.3%	260	4.1%	512	4.8%	796	4.7%	
Age 80 to 84 Years	52	1.9%	141	2.2%	262	2.5%	411	2.4%	
Age 85 Years or Over	43	1.6%	117	1.9%	186	1.8%	286	1.7%	
Male Median Age	43.2		43.2		45.5		44.8		
Age 19 Years or Less	637	23.0%	1,369	21.8%	2,287	21.6%	3,744	21.9%	
Age 20 to 64 Years	1,526	55.0%	3,553	56.7%	5,778	54.6%	9,455	55.3%	
Age 65 Years or Over	610	22.0%	1,349	21.5%	2,509	23.7%	3,901	22.8%	
Males per 100 Females (2024)									
Overall Comparison	95		97		97		99		
Age Under 5 Years	132	56.8%	124	55.4%	118	54.1%	108	51.9%	
Age 5 to 9 Years	108	52.0%	91	47.6%	87	46.5%	97	49.3%	
Age 10 to 14 Years	114	53.3%	112	52.8%	105	51.2%	105	51.3%	
Age 15 to 19 Years	109	52.1%	106	51.4%	104	51.0%	107	51.6%	
Age 20 to 24 Years	83	45.3%	88	46.7%	84	45.7%	90	47.4%	
Age 25 to 29 Years	88	46.7%	98	49.5%	100	50.0%	99	49.9%	
Age 30 to 34 Years	119	54.3%	115	53.5%	111	52.6%	111	52.6%	
Age 35 to 39 Years	96	49.0%	101	50.3%	104	51.0%	104	51.0%	
Age 40 to 44 Years	97	49.1%	103	50.7%	105	51.2%	103	50.7%	
Age 45 to 49 Years	100	49.9%	100	50.0%	96	48.9%	98	49.4%	
Age 50 to 54 Years	88	46.9%	96	49.0%	95	48.6%	96	49.0%	
Age 55 to 59 Years	79	44.2%	87	46.6%	92	48.0%	96	48.9%	
Age 60 to 64 Years	102	50.6%	98	49.5%	100	50.0%	99	49.9%	
Age 65 to 69 Years	97	49.1%	96	49.1%	96	49.1%	99	49.8%	
Age 70 to 74 Years	89	47.0%	87	46.6%	94	48.5%	97	49.3%	
Age 75 to 79 Years	87	46.6%	88	46.8%	98	49.5%	101	50.1%	
Age 80 to 84 Years	64	38.8%	80	44.4%	81	44.9%	87	46.6%	
Age 85 Years or Over	48	32.5%	63	38.6%	68	40.5%	73	42.3%	
Age 19 Years or Less	114	53.3%	107	51.6%	102	50.6%	104	51.0%	
Age 20 to 39 Years	95	48.7%	99	49.9%	98	49.6%	100	50.1%	
Age 40 to 64 Years	93	48.2%	97	49.1%	97	49.3%	98	49.6%	
Age 65 Years or Over	83	45.4%	86	46.4%	92	47.8%	95	48.8%	

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Household Type (2024)				
Total Households	2,600	5,745	9,644	14,836
Households with Children	493 18.9%	1,067 18.6%	1,836 19.0%	3,271 22.0%
Average Household Size	2.2	2.2	2.2	2.3
Household Density per Square Mile	828	203	123	96
Population Family	3,984 70.0%	8,697 68.2%	14,916 69.5%	25,450 74.1%
Population Non-Family	1,696 29.8%	3,976 31.2%	6,432 30.0%	8,643 25.2%
Population Group Quarters	11 0.2%	75 0.6%	117 0.5%	249 0.7%
Family Households	1,220 46.9%	2,642 46.0%	4,599 47.7%	8,035 54.2%
Married Couple Households	903 74.0%	2,016 76.3%	3,583 77.9%	6,214 77.3%
Other Family Households with Children	317 26.0%	626 23.7%	1,016 22.1%	1,821 22.7%
Family Households with Children	493 40.4%	1,066 40.4%	1,835 39.9%	3,269 40.7%
Married Couple with Children	338 68.7%	764 71.6%	1,358 74.0%	2,387 73.0%
Other Family Households with Children	154 31.3%	303 28.4%	477 26.0%	882 27.0%
Family Households No Children	728 59.6%	1,576 59.6%	2,764 60.1%	4,766 59.3%
Married Couple No Children	565 77.6%	1,253 79.5%	2,225 80.5%	3,827 80.3%
Other Family Households No Children	163 22.4%	323 20.5%	539 19.5%	939 19.7%
Non-Family Households	1,379 53.1%	3,102 54.0%	5,045 52.3%	6,801 45.8%
Non-Family Households with Children	- -	- -	- -	2 -
Non-Family Households No Children	1,379 #####	3,102 #####	5,045 #####	6,799 #####
Average Family Household Size	3.3	3.3	3.2	3.2
Average Family Income	\$155,326	\$159,726	\$177,298	\$158,219
Median Family Income	\$100,757	\$97,368	\$104,241	\$104,171
Average Non-Family Household Size	1.2	1.3	1.3	1.3
Marital Status (2024)				
Population Age 15 Years or Over	4,844	10,847	18,179	29,132
Never Married	1,223 25.2%	2,880 26.5%	4,708 25.9%	7,578 26.0%
Currently Married	1,985 41.0%	4,783 44.1%	8,818 48.5%	14,435 49.6%
Previously Married	1,635 33.8%	3,184 29.4%	4,654 25.6%	7,119 24.4%
Separated	258 15.8%	485 15.2%	676 14.5%	937 13.2%
Widowed	469 28.7%	853 26.8%	1,356 29.1%	2,149 30.2%
Divorced	909 55.6%	1,846 58.0%	2,621 56.3%	4,033 56.7%
Educational Attainment (2024)				
Adult Population Age 25 Years or Over	4,127	9,281	15,667	24,907
Elementary (Grade Level 0 to 8)	174 4.2%	363 3.9%	518 3.3%	716 2.9%
Some High School (Grade Level 9 to 11)	103 2.5%	300 3.2%	511 3.3%	1,119 4.5%
High School Graduate	1,199 29.1%	2,810 30.3%	4,358 27.8%	7,245 29.1%
Some College	776 18.8%	1,730 18.6%	3,173 20.3%	5,101 20.5%
Associate Degree Only	342 8.3%	826 8.9%	1,377 8.8%	2,212 8.9%
Bachelor Degree Only	918 22.2%	2,018 21.7%	3,545 22.6%	5,500 22.1%
Graduate Degree	615 14.9%	1,233 13.3%	2,185 13.9%	3,013 12.1%
Any College (Some College or Higher)	2,650 64.2%	5,808 62.6%	10,280 65.6%	15,827 63.5%
College Degree + (Bachelor Degree or Higher)	1,533 37.1%	3,251 35.0%	5,730 36.6%	8,513 34.2%

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827 W Main St									
Lake Geneva, WI 53147									
		1 mi radius		3 mi radius		5 mi radius		7 mi radius	
Housing									
Total Housing Units (2024)		3,274		7,148		12,358		18,867	
Total Housing Units (2020)		3,148		7,026		12,041		18,058	
Historical Annual Growth (2020-2024)		126	1.0%	122	0.4%	318	0.7%	809	1.1%
Housing Units Occupied (2024)		2,600	79.4%	5,745	80.4%	9,644	78.0%	14,836	78.6%
Housing Units Owner-Occupied		1,528	58.8%	3,421	59.6%	6,646	68.9%	10,685	72.0%
Housing Units Renter-Occupied		1,072	41.2%	2,323	40.4%	2,998	31.1%	4,151	28.0%
Housing Units Vacant (2024)		674	20.6%	1,404	19.6%	2,715	22.0%	4,031	21.4%
Household Size (2024)									
Total Households		2,600		5,745		9,644		14,836	
1 Person Households		1,283	49.3%	2,889	50.3%	4,633	48.0%	6,150	41.5%
2 Person Households		666	25.6%	1,510	26.3%	2,815	29.2%	4,993	33.7%
3 Person Households		301	11.6%	610	10.6%	977	10.1%	1,614	10.9%
4 Person Households		183	7.0%	387	6.7%	657	6.8%	1,144	7.7%
5 Person Households		96	3.7%	202	3.5%	334	3.5%	565	3.8%
6 Person Households		50	1.9%	99	1.7%	154	1.6%	241	1.6%
7 or More Person Households		21	0.8%	47	0.8%	73	0.8%	129	0.9%
Household Income Distribution (2024)									
HH Income \$200,000 or More		215	8.3%	505	8.8%	1,112	11.5%	1,710	11.5%
HH Income \$150,000 to \$199,999		164	6.3%	372	6.5%	759	7.9%	1,236	8.3%
HH Income \$125,000 to \$149,999		218	8.4%	430	7.5%	747	7.8%	1,059	7.1%
HH Income \$100,000 to \$124,999		253	9.7%	588	10.2%	1,037	10.8%	1,594	10.7%
HH Income \$75,000 to \$99,999		337	12.9%	702	12.2%	1,147	11.9%	1,966	13.3%
HH Income \$50,000 to \$74,999		443	17.0%	1,020	17.8%	1,765	18.3%	2,631	17.7%
HH Income \$35,000 to \$49,999		379	14.6%	718	12.5%	1,146	11.9%	1,776	12.0%
HH Income \$25,000 to \$34,999		123	4.7%	402	7.0%	552	5.7%	917	6.2%
HH Income \$15,000 to \$24,999		275	10.6%	581	10.1%	762	7.9%	1,069	7.2%
HH Income \$10,000 to \$14,999		62	2.4%	183	3.2%	244	2.5%	372	2.5%
HH Income Under \$10,000		131	5.0%	244	4.2%	373	3.9%	506	3.4%
Household Vehicles (2024)									
Households 0 Vehicles Available		142	5.5%	361	6.3%	437	4.5%	694	4.7%
Households 1 Vehicle Available		1,041	40.0%	2,177	37.9%	3,383	35.1%	4,705	31.7%
Households 2 Vehicles Available		1,071	41.2%	2,289	39.9%	3,939	40.8%	6,002	40.5%
Households 3 or More Vehicles Available		345	13.3%	918	16.0%	1,886	19.6%	3,435	23.2%
Total Vehicles Available		4,269		9,798		17,607		28,200	
Average Vehicles per Household		1.6		1.7		1.8		1.9	
Owner-Occupied Household Vehicles		2,833	66.4%	6,650	67.9%	13,158	74.7%	22,057	78.2%
Average Vehicles per Owner-Occupied Household		1.9		1.9		2.0		2.1	
Renter-Occupied Household Vehicles		1,436	33.6%	3,149	32.1%	4,449	25.3%	6,143	21.8%
Average Vehicles per Renter-Occupied Household		1.3		1.4		1.5		1.5	
Travel Time (2024)									
Worker Base Age 16 years or Over		3,038		6,698		10,840		16,961	
Travel to Work in 14 Minutes or Less		1,462	48.1%	2,945	44.0%	4,155	38.3%	5,719	33.7%
Travel to Work in 15 to 29 Minutes		582	19.2%	1,458	21.8%	2,480	22.9%	4,127	24.3%
Travel to Work in 30 to 59 Minutes		522	17.2%	1,109	16.6%	2,007	18.5%	3,400	20.0%
Travel to Work in 60 Minutes or More		230	7.6%	606	9.0%	1,088	10.0%	1,921	11.3%
Work at Home		243	8.0%	580	8.7%	1,110	10.2%	1,793	10.6%
Average Minutes Travel to Work		15.6		16.3		18.4		20.2	

Complete Profile

2010-2020 Census, 2024 Estimates with 2029 Projections

Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 42.592/-88.436

827 W Main St Lake Geneva, WI 53147	1 mi radius	3 mi radius	5 mi radius	7 mi radius
Transportation To Work (2024)				
Worker Base Age 16 years or Over	3,038	6,698	10,840	16,961
Drive to Work Alone	2,294 75.5%	5,085 75.9%	8,287 76.5%	12,977 76.5%
Drive to Work in Carpool	350 11.5%	705 10.5%	971 9.0%	1,470 8.7%
Travel to Work by Public Transportation	4 0.1%	14 0.2%	40 0.4%	75 0.4%
Drive to Work on Motorcycle	- -	2 -	6 -	12 -
Bicycle to Work	44 1.5%	65 1.0%	78 0.7%	95 0.6%
Walk to Work	98 3.2%	217 3.2%	293 2.7%	455 2.7%
Other Means	5 0.2%	30 0.4%	55 0.5%	84 0.5%
Work at Home	243 8.0%	580 8.7%	1,110 10.2%	1,793 10.6%
Daytime Demographics (2024)				
Total Businesses	403	702	834	1,111
Total Employees	3,473	7,327	8,469	12,845
Company Headquarter Businesses	14 3.4%	24 3.4%	28 3.4%	40 3.6%
Company Headquarter Employees	440 12.7%	914 12.5%	1,010 11.9%	1,448 11.3%
Employee Population per Business	8.6 to 1	10.4 to 1	10.2 to 1	11.6 to 1
Residential Population per Business	14.1 to 1	18.2 to 1	25.8 to 1	30.9 to 1
Adj. Daytime Demographics Age 16 Years or Over	5,204	11,320	15,541	24,555
Labor Force				
Labor Population Age 16 Years or Over (2024)	4,768	10,692	17,913	28,674
Labor Force Total Males (2024)	2,266 47.5%	5,192 48.6%	8,768 48.9%	14,205 49.5%
Male Civilian Employed	1,592 70.3%	3,589 69.1%	5,779 65.9%	9,188 64.7%
Male Civilian Unemployed	45 2.0%	129 2.5%	192 2.2%	362 2.5%
Males in Armed Forces	- -	- -	- -	- -
Males Not in Labor Force	629 27.8%	1,474 28.4%	2,796 31.9%	4,655 32.8%
Labor Force Total Females (2024)	2,502 52.5%	5,499 51.4%	9,145 51.1%	14,468 50.5%
Female Civilian Employed	1,446 57.8%	3,110 56.5%	5,062 55.3%	7,775 53.7%
Female Civilian Unemployed	26 1.0%	80 1.5%	116 1.3%	247 1.7%
Females in Armed Forces	- -	- -	- -	- -
Females Not in Labor Force	1,030 41.2%	2,309 42.0%	3,968 43.4%	6,446 44.6%
Unemployment Rate	71 1.5%	210 2.0%	309 1.7%	608 2.1%
Occupation (2024)				
Occupation Population Age 16 Years or Over	3,038	6,698	10,840	16,961
Occupation Total Males	1,592 52.4%	3,588 53.6%	5,779 53.3%	9,186 54.2%
Occupation Total Females	1,446 47.6%	3,110 46.4%	5,062 46.7%	7,775 45.8%
Management, Business, Financial Operations	504 16.6%	1,131 16.9%	2,009 18.5%	3,451 20.3%
Professional, Related	660 21.7%	1,470 21.9%	2,328 21.5%	3,342 19.7%
Service	519 17.1%	1,145 17.1%	1,841 17.0%	2,974 17.5%
Sales, Office	652 21.5%	1,258 18.8%	1,960 18.1%	2,863 16.9%
Farming, Fishing, Forestry	6 0.2%	25 0.4%	38 0.4%	71 0.4%
Construction, Extraction, Maintenance	162 5.3%	623 9.3%	1,064 9.8%	1,660 9.8%
Production, Transport, Material Moving	534 17.6%	1,046 15.6%	1,601 14.8%	2,600 15.3%
White Collar Workers	1,817 59.8%	3,859 57.6%	6,296 58.1%	9,656 56.9%
Blue Collar Workers	1,221 40.2%	2,839 42.4%	4,544 41.9%	7,305 43.1%

Complete Profile

2010-2020 Census, 2024 Estimates with 2029 Projections

Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 42.592/-88.436

827 W Main St		1 mi radius		3 mi radius		5 mi radius		7 mi radius	
Lake Geneva, WI 53147									
Units In Structure (2024)									
Total Units	2,600		5,745		9,644		14,836		
1 Detached Unit	1,600	61.5%	3,437	59.8%	6,591	68.3%	10,800	72.8%	
1 Attached Unit	122	4.7%	249	4.3%	436	4.5%	583	3.9%	
2 Units	143	5.5%	206	3.6%	244	2.5%	333	2.2%	
3 to 4 Units	127	4.9%	236	4.1%	374	3.9%	496	3.3%	
5 to 9 Units	231	8.9%	712	12.4%	799	8.3%	942	6.3%	
10 to 19 Units	183	7.0%	381	6.6%	404	4.2%	457	3.1%	
20 to 49 Units	124	4.8%	274	4.8%	318	3.3%	504	3.4%	
50 or More Units	52	2.0%	93	1.6%	106	1.1%	161	1.1%	
Mobile Home or Trailer	18	0.7%	155	2.7%	374	3.9%	560	3.8%	
Other Structure	-	-	-	-	-	-	-	-	
Homes Built By Year (2024)									
Homes Built 2020 or later	61	1.8%	207	2.9%	278	2.3%	355	1.9%	
Homes Built 2010 to 2019	172	5.2%	482	6.7%	893	7.2%	1,184	6.3%	
Homes Built 2000 to 2009	187	5.7%	694	9.7%	1,330	10.8%	2,115	11.2%	
Homes Built 1990 to 1999	197	6.0%	654	9.1%	1,348	10.9%	2,140	11.3%	
Homes Built 1980 to 1989	205	6.3%	436	6.1%	709	5.7%	1,048	5.6%	
Homes Built 1970 to 1979	436	13.3%	935	13.1%	1,455	11.8%	2,112	11.2%	
Homes Built 1960 to 1969	265	8.1%	443	6.2%	751	6.1%	1,265	6.7%	
Homes Built 1950 to 1959	290	8.9%	568	8.0%	850	6.9%	1,410	7.5%	
Homes Built 1940 to 1949	186	5.7%	355	5.0%	502	4.1%	784	4.2%	
Homes Built Before 1939	602	18.4%	971	13.6%	1,527	12.4%	2,422	12.8%	
Median Age of Homes	56.4 yrs		49.6 yrs		47.7 yrs		48.7 yrs		
Home Values (2024)									
Owner Specified Housing Units	1,528		3,421		6,646		10,685		
Home Values \$1,000,000 or More	31	2.0%	80	2.4%	323	4.9%	468	4.4%	
Home Values \$750,000 to \$999,999	41	2.7%	117	3.4%	411	6.2%	608	5.7%	
Home Values \$500,000 to \$749,999	204	13.3%	415	12.1%	896	13.5%	1,291	12.1%	
Home Values \$400,000 to \$499,999	182	11.9%	457	13.4%	870	13.1%	1,512	14.1%	
Home Values \$300,000 to \$399,999	397	26.0%	769	22.5%	1,300	19.6%	1,979	18.5%	
Home Values \$250,000 to \$299,999	302	19.8%	626	18.3%	966	14.5%	1,404	13.1%	
Home Values \$200,000 to \$249,999	158	10.3%	344	10.1%	646	9.7%	1,246	11.7%	
Home Values \$175,000 to \$199,999	71	4.7%	151	4.4%	216	3.3%	382	3.6%	
Home Values \$150,000 to \$174,999	53	3.5%	172	5.0%	326	4.9%	650	6.1%	
Home Values \$125,000 to \$149,999	22	1.5%	45	1.3%	124	1.9%	302	2.8%	
Home Values \$100,000 to \$124,999	18	1.2%	45	1.3%	105	1.6%	149	1.4%	
Home Values \$90,000 to \$99,999	1	-	19	0.6%	27	0.4%	37	0.3%	
Home Values \$80,000 to \$89,999	19	1.3%	49	1.4%	54	0.8%	78	0.7%	
Home Values \$70,000 to \$79,999	2	0.1%	22	0.6%	32	0.5%	45	0.4%	
Home Values \$60,000 to \$69,999	6	0.4%	34	1.0%	98	1.5%	140	1.3%	
Home Values \$50,000 to \$59,999	10	0.7%	17	0.5%	20	0.3%	24	0.2%	
Home Values \$35,000 to \$49,999	1	-	11	0.3%	54	0.8%	86	0.8%	
Home Values \$25,000 to \$34,999	3	0.2%	7	0.2%	97	1.5%	144	1.3%	
Home Values \$10,000 to \$24,999	4	0.2%	28	0.8%	57	0.9%	85	0.8%	
Home Values Under \$10,000	2	0.1%	13	0.4%	25	0.4%	55	0.5%	
Owner-Occupied Median Home Value	\$331,461		\$324,742		\$351,725		\$347,038		
Renter-Occupied Median Rent	\$875		\$967		\$1,014		\$989		

Complete Profile

2010-2020 Census, 2024 Estimates with 2029 Projections

Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 42.592/-88.436

827 W Main St Lake Geneva, WI 53147	1 mi radius	3 mi radius	5 mi radius	7 mi radius
Total Annual Consumer Expenditure (2024)				
Total Household Expenditure	\$187.56 M	\$413.66 M	\$727.66 M	\$1.11 B
Total Non-Retail Expenditure	\$99.35 M	\$219.35 M	\$385.84 M	\$585.51 M
Total Retail Expenditure	\$88.21 M	\$194.3 M	\$341.82 M	\$519.96 M
Apparel	\$6.56 M	\$14.48 M	\$25.55 M	\$38.84 M
Contributions	\$6.26 M	\$13.87 M	\$24.89 M	\$37.7 M
Education	\$5.65 M	\$12.53 M	\$22.64 M	\$34.24 M
Entertainment	\$10.6 M	\$23.37 M	\$41.51 M	\$63.16 M
Food and Beverages	\$27.49 M	\$60.58 M	\$105.99 M	\$161.14 M
Furnishings and Equipment	\$6.59 M	\$14.51 M	\$25.75 M	\$39.19 M
Gifts	\$4.73 M	\$10.47 M	\$18.79 M	\$28.36 M
Health Care	\$15.9 M	\$35.02 M	\$61.35 M	\$93.38 M
Household Operations	\$7.4 M	\$16.33 M	\$28.94 M	\$43.93 M
Miscellaneous Expenses	\$3.59 M	\$7.9 M	\$13.95 M	\$21.13 M
Personal Care	\$2.52 M	\$5.55 M	\$9.76 M	\$14.83 M
Personal Insurance	\$1.32 M	\$2.92 M	\$5.26 M	\$8.01 M
Reading	\$414.83 K	\$915.13 K	\$1.62 M	\$2.46 M
Shelter	\$39.67 M	\$87.68 M	\$153.37 M	\$232.54 M
Tobacco	\$1.12 M	\$2.48 M	\$4.18 M	\$6.34 M
Transportation	\$33.98 M	\$74.72 M	\$131.52 M	\$200.24 M
Utilities	\$13.76 M	\$30.33 M	\$52.6 M	\$79.96 M
Monthly Household Consumer Expenditure (2024)				
Total Household Expenditure	\$6,012	\$6,001	\$6,288	\$6,209
Total Non-Retail Expenditure	\$3,184 53.0%	\$3,182 53.0%	\$3,334 53.0%	\$3,289 53.0%
Total Retail Expenditures	\$2,828 47.0%	\$2,819 47.0%	\$2,954 47.0%	\$2,921 47.0%
Apparel	\$210 3.5%	\$210 3.5%	\$221 3.5%	\$218 3.5%
Contributions	\$201 3.3%	\$201 3.4%	\$215 3.4%	\$212 3.4%
Education	\$181 3.0%	\$182 3.0%	\$196 3.1%	\$192 3.1%
Entertainment	\$340 5.7%	\$339 5.7%	\$359 5.7%	\$355 5.7%
Food and Beverages	\$881 14.7%	\$879 14.6%	\$916 14.6%	\$905 14.6%
Furnishings and Equipment	\$211 3.5%	\$210 3.5%	\$223 3.5%	\$220 3.5%
Gifts	\$152 2.5%	\$152 2.5%	\$162 2.6%	\$159 2.6%
Health Care	\$510 8.5%	\$508 8.5%	\$530 8.4%	\$525 8.4%
Household Operations	\$237 3.9%	\$237 3.9%	\$250 4.0%	\$247 4.0%
Miscellaneous Expenses	\$115 1.9%	\$115 1.9%	\$121 1.9%	\$119 1.9%
Personal Care	\$81 1.3%	\$81 1.3%	\$84 1.3%	\$83 1.3%
Personal Insurance	\$42 0.7%	\$42 0.7%	\$45 0.7%	\$45 0.7%
Reading	\$13 0.2%	\$13 0.2%	\$14 0.2%	\$14 0.2%
Shelter	\$1,272 21.2%	\$1,272 21.2%	\$1,325 21.1%	\$1,306 21.0%
Tobacco	\$36 0.6%	\$36 0.6%	\$36 0.6%	\$36 0.6%
Transportation	\$1,089 18.1%	\$1,084 18.1%	\$1,136 18.1%	\$1,125 18.1%
Utilities	\$441 7.3%	\$440 7.3%	\$454 7.2%	\$449 7.2%

