



Community Profile

Rings: 1, 3, 5 mile radii

1122 Dawsonville Hwy, Gainesville, GA

Latitude: 34.3028

Longitude: -83.85901

	1 mile	3 mile	5 mile
Population Summary			
2000 Total Population	4,036	35,466	60,026
2010 Total Population	5,555	39,109	68,241
2019 Total Population	5,895	42,870	75,825
2019 Group Quarters	58	1,241	1,997
2024 Total Population	6,174	45,193	80,706
2019-2024 Annual Rate	0.93%	1.06%	1.26%
2019 Total Daytime Population	7,208	69,757	100,969
Workers	4,394	47,095	60,832
Residents	2,814	22,662	40,137
Household Summary			
2000 Households	1,470	11,207	19,605
2000 Average Household Size	2.64	3.04	2.97
2010 Households	2,138	12,360	22,299
2010 Average Household Size	2.57	3.06	2.97
2019 Households	2,266	13,568	24,858
2019 Average Household Size	2.58	3.07	2.97
2024 Households	2,369	14,316	26,506
2024 Average Household Size	2.58	3.07	2.97
2019-2024 Annual Rate	0.89%	1.08%	1.29%
2010 Families	1,266	8,291	15,409
2010 Average Family Size	3.28	3.71	3.55
2019 Families	1,320	9,016	16,928
2019 Average Family Size	3.31	3.73	3.57
2024 Families	1,371	9,473	17,950
2024 Average Family Size	3.33	3.74	3.58
2019-2024 Annual Rate	0.76%	0.99%	1.18%
Housing Unit Summary			
2000 Housing Units	1,544	11,964	21,024
Owner Occupied Housing Units	29.1%	44.4%	53.0%
Renter Occupied Housing Units	66.1%	49.3%	40.2%
Vacant Housing Units	4.8%	6.3%	6.7%
2010 Housing Units	2,348	14,195	25,803
Owner Occupied Housing Units	24.3%	36.6%	45.3%
Renter Occupied Housing Units	66.8%	50.5%	41.1%
Vacant Housing Units	8.9%	12.9%	13.6%
2019 Housing Units	2,468	15,635	28,596
Owner Occupied Housing Units	29.5%	43.3%	52.3%
Renter Occupied Housing Units	62.4%	43.5%	34.6%
Vacant Housing Units	8.2%	13.2%	13.1%
2024 Housing Units	2,583	16,526	30,528
Owner Occupied Housing Units	29.5%	44.5%	53.7%
Renter Occupied Housing Units	62.2%	42.1%	33.1%
Vacant Housing Units	8.3%	13.4%	13.2%
Median Household Income			
2019	\$46,772	\$49,672	\$53,243
2024	\$53,530	\$56,189	\$60,439
Median Home Value			
2019	\$224,074	\$218,971	\$217,788
2024	\$290,845	\$281,047	\$273,315
Per Capita Income			
2019	\$25,015	\$25,076	\$27,403
2024	\$28,638	\$28,795	\$31,199
Median Age			
2010	28.6	28.9	31.2
2019	29.2	30.2	32.7
2024	28.9	30.8	33.5

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	2,266	13,568	24,858
<\$15,000	9.6%	10.4%	9.1%
\$15,000 - \$24,999	13.6%	13.7%	12.1%
\$25,000 - \$34,999	9.6%	9.9%	9.5%
\$35,000 - \$49,999	20.5%	16.4%	16.2%
\$50,000 - \$74,999	17.5%	17.3%	17.4%
\$75,000 - \$99,999	7.4%	9.1%	9.7%
\$100,000 - \$149,999	16.0%	12.2%	14.1%
\$150,000 - \$199,999	3.0%	3.7%	3.9%
\$200,000+	2.8%	7.5%	8.1%
Average Household Income	\$65,706	\$77,957	\$82,869
2024 Households by Income			
Household Income Base	2,369	14,316	26,506
<\$15,000	6.8%	7.8%	6.8%
\$15,000 - \$24,999	11.9%	11.7%	10.3%
\$25,000 - \$34,999	8.2%	8.8%	8.4%
\$35,000 - \$49,999	19.5%	15.9%	15.5%
\$50,000 - \$74,999	18.4%	17.6%	17.6%
\$75,000 - \$99,999	8.5%	10.0%	10.5%
\$100,000 - \$149,999	19.9%	14.9%	16.7%
\$150,000 - \$199,999	3.8%	4.7%	5.1%
\$200,000+	3.1%	8.5%	9.1%
Average Household Income	\$75,417	\$89,464	\$94,272
2019 Owner Occupied Housing Units by Value			
Total	727	6,772	14,970
<\$50,000	3.7%	2.5%	2.8%
\$50,000 - \$99,999	8.8%	13.0%	12.0%
\$100,000 - \$149,999	17.1%	14.0%	14.7%
\$150,000 - \$199,999	16.8%	16.7%	17.1%
\$200,000 - \$249,999	7.4%	10.0%	9.4%
\$250,000 - \$299,999	10.6%	9.3%	9.4%
\$300,000 - \$399,999	9.8%	13.2%	11.6%
\$400,000 - \$499,999	17.7%	8.2%	8.5%
\$500,000 - \$749,999	6.6%	6.7%	6.6%
\$750,000 - \$999,999	1.1%	3.4%	4.9%
\$1,000,000 - \$1,499,999	0.3%	2.7%	2.4%
\$1,500,000 - \$1,999,999	0.0%	0.2%	0.3%
\$2,000,000 +	0.0%	0.0%	0.2%
Average Home Value	\$272,796	\$297,778	\$307,702
2024 Owner Occupied Housing Units by Value			
Total	763	7,361	16,386
<\$50,000	3.3%	1.9%	2.2%
\$50,000 - \$99,999	6.6%	9.4%	9.1%
\$100,000 - \$149,999	12.6%	10.4%	11.4%
\$150,000 - \$199,999	12.2%	13.2%	14.2%
\$200,000 - \$249,999	7.7%	9.3%	8.8%
\$250,000 - \$299,999	9.3%	9.2%	9.3%
\$300,000 - \$399,999	10.7%	15.3%	13.2%
\$400,000 - \$499,999	23.7%	10.6%	10.2%
\$500,000 - \$749,999	11.3%	10.6%	9.8%
\$750,000 - \$999,999	2.1%	6.1%	7.6%
\$1,000,000 - \$1,499,999	0.4%	3.8%	3.4%
\$1,500,000 - \$1,999,999	0.0%	0.2%	0.4%
\$2,000,000 +	0.0%	0.0%	0.4%
Average Home Value	\$324,278	\$361,807	\$370,348

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	5,556	39,108	68,242
0 - 4	9.6%	10.0%	9.0%
5 - 9	7.7%	8.9%	8.3%
10 - 14	6.2%	7.3%	7.2%
15 - 24	18.1%	16.9%	15.6%
25 - 34	20.1%	16.6%	15.3%
35 - 44	12.2%	13.1%	13.0%
45 - 54	8.7%	9.9%	11.3%
55 - 64	7.6%	8.0%	9.3%
65 - 74	5.1%	4.7%	5.8%
75 - 84	3.2%	3.1%	3.5%
85 +	1.5%	1.4%	1.5%
18 +	73.4%	69.3%	71.1%
2019 Population by Age			
Total	5,895	42,872	75,826
0 - 4	9.0%	9.1%	8.2%
5 - 9	7.6%	8.4%	7.9%
10 - 14	6.4%	7.7%	7.5%
15 - 24	16.7%	15.7%	14.3%
25 - 34	22.1%	16.8%	15.7%
35 - 44	12.5%	12.7%	12.8%
45 - 54	8.1%	9.9%	10.7%
55 - 64	6.4%	8.4%	9.8%
65 - 74	5.9%	6.4%	7.5%
75 - 84	3.7%	3.4%	4.0%
85 +	1.5%	1.5%	1.7%
18 +	74.0%	70.5%	72.3%
2024 Population by Age			
Total	6,176	45,193	80,706
0 - 4	9.3%	9.1%	8.2%
5 - 9	7.5%	8.3%	7.8%
10 - 14	6.3%	7.6%	7.5%
15 - 24	17.2%	15.7%	14.3%
25 - 34	22.0%	15.8%	14.5%
35 - 44	12.6%	13.0%	13.4%
45 - 54	7.9%	9.9%	10.5%
55 - 64	6.4%	8.5%	9.6%
65 - 74	5.4%	6.6%	7.8%
75 - 84	4.0%	4.2%	4.8%
85 +	1.5%	1.5%	1.7%
18 +	74.0%	70.7%	72.3%
2010 Population by Sex			
Males	2,737	19,584	34,035
Females	2,818	19,525	34,206
2019 Population by Sex			
Males	2,942	21,547	37,925
Females	2,953	21,323	37,900
2024 Population by Sex			
Males	3,050	22,652	40,297
Females	3,124	22,541	40,409

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

September 03, 2019



Community Profile

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2010 Population by Race/Ethnicity			
Total	5,555	39,110	68,240
White Alone	58.9%	53.5%	59.9%
Black Alone	10.7%	10.6%	11.0%
American Indian Alone	0.5%	0.7%	0.6%
Asian Alone	3.5%	2.4%	2.2%
Pacific Islander Alone	0.2%	0.2%	0.1%
Some Other Race Alone	23.2%	29.6%	23.5%
Two or More Races	3.0%	3.1%	2.7%
Hispanic Origin	39.3%	48.3%	39.9%
Diversity Index	81.2	85.1	80.7
2019 Population by Race/Ethnicity			
Total	5,895	42,871	75,825
White Alone	54.8%	51.5%	57.2%
Black Alone	11.6%	10.7%	11.1%
American Indian Alone	0.4%	0.6%	0.5%
Asian Alone	3.7%	2.5%	2.5%
Pacific Islander Alone	0.2%	0.2%	0.2%
Some Other Race Alone	25.8%	31.1%	25.3%
Two or More Races	3.5%	3.4%	3.2%
Hispanic Origin	43.9%	51.4%	43.6%
Diversity Index	84.0	86.1	82.7
2024 Population by Race/Ethnicity			
Total	6,174	45,193	80,705
White Alone	52.0%	49.5%	55.2%
Black Alone	11.8%	10.6%	11.0%
American Indian Alone	0.4%	0.5%	0.5%
Asian Alone	3.9%	2.6%	2.7%
Pacific Islander Alone	0.2%	0.2%	0.2%
Some Other Race Alone	27.8%	32.9%	27.1%
Two or More Races	3.8%	3.7%	3.5%
Hispanic Origin	46.8%	53.8%	46.1%
Diversity Index	85.7	87.1	84.0
2010 Population by Relationship and Household Type			
Total	5,555	39,109	68,241
In Households	99.0%	96.8%	97.1%
In Family Households	78.5%	82.8%	83.8%
Householder	22.1%	21.4%	22.8%
Spouse	14.0%	13.8%	15.6%
Child	31.5%	34.0%	33.2%
Other relative	7.1%	9.4%	8.4%
Nonrelative	3.7%	4.2%	3.8%
In Nonfamily Households	20.5%	14.0%	13.2%
In Group Quarters	1.0%	3.2%	2.9%
Institutionalized Population	1.0%	0.5%	1.4%
Noninstitutionalized Population	0.0%	2.7%	1.6%

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	3,549	25,334	47,147
Less than 9th Grade	14.4%	18.0%	15.0%
9th - 12th Grade, No Diploma	8.5%	11.3%	10.8%
High School Graduate	23.6%	23.0%	23.6%
GED/Alternative Credential	4.1%	4.5%	4.7%
Some College, No Degree	17.8%	15.9%	17.9%
Associate Degree	7.7%	5.4%	5.7%
Bachelor's Degree	15.7%	13.8%	14.0%
Graduate/Professional Degree	8.2%	8.2%	8.3%
2019 Population 15+ by Marital Status			
Total	4,536	32,062	57,984
Never Married	40.4%	38.4%	35.4%
Married	43.8%	45.5%	47.1%
Widowed	3.6%	4.6%	5.4%
Divorced	12.3%	11.5%	12.0%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	96.7%	97.5%	97.4%
Civilian Unemployed (Unemployment Rate)	3.3%	2.5%	2.6%
2019 Employed Population 16+ by Industry			
Total	3,138	20,494	35,818
Agriculture/Mining	0.0%	1.0%	1.0%
Construction	10.8%	11.4%	10.8%
Manufacturing	24.2%	27.7%	24.6%
Wholesale Trade	3.7%	3.0%	2.9%
Retail Trade	7.7%	8.7%	10.4%
Transportation/Utilities	4.6%	5.6%	5.2%
Information	1.4%	0.9%	1.1%
Finance/Insurance/Real Estate	5.0%	4.3%	4.4%
Services	39.5%	35.0%	37.2%
Public Administration	3.1%	2.4%	2.5%
2019 Employed Population 16+ by Occupation			
Total	3,140	20,494	35,818
White Collar	45.3%	40.8%	43.2%
Management/Business/Financial	11.9%	8.9%	9.2%
Professional	12.2%	12.5%	13.3%
Sales	10.6%	8.9%	10.0%
Administrative Support	10.6%	10.5%	10.7%
Services	18.4%	16.3%	16.5%
Blue Collar	36.4%	42.9%	40.3%
Farming/Forestry/Fishing	0.0%	0.7%	0.6%
Construction/Extraction	7.0%	8.2%	8.1%
Installation/Maintenance/Repair	2.5%	3.9%	4.0%
Production	19.4%	22.3%	19.5%
Transportation/Material Moving	7.6%	7.8%	8.1%
2010 Population By Urban/ Rural Status			
Total Population	5,555	39,109	68,241
Population Inside Urbanized Area	99.4%	99.1%	95.6%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.6%	0.9%	4.4%

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	2,138	12,360	22,299
Households with 1 Person	30.1%	25.6%	24.5%
Households with 2+ People	69.9%	74.4%	75.5%
Family Households	59.2%	67.1%	69.1%
Husband-wife Families	37.3%	43.4%	47.4%
With Related Children	19.0%	24.3%	23.9%
Other Family (No Spouse Present)	21.9%	23.7%	21.7%
Other Family with Male Householder	6.2%	7.3%	6.7%
With Related Children	3.7%	4.6%	4.2%
Other Family with Female Householder	15.7%	16.4%	15.1%
With Related Children	11.4%	12.0%	10.6%
Nonfamily Households	10.7%	7.3%	6.4%
All Households with Children	34.6%	41.4%	39.3%
Multigenerational Households	4.8%	6.1%	5.9%
Unmarried Partner Households	9.2%	7.7%	7.0%
Male-female	8.6%	7.0%	6.4%
Same-sex	0.6%	0.6%	0.6%
2010 Households by Size			
Total	2,138	12,360	22,301
1 Person Household	30.1%	25.6%	24.5%
2 Person Household	31.3%	26.8%	29.3%
3 Person Household	14.0%	14.3%	15.1%
4 Person Household	10.8%	12.8%	12.9%
5 Person Household	6.1%	8.8%	8.3%
6 Person Household	3.3%	5.1%	4.4%
7 + Person Household	4.5%	6.6%	5.5%
2010 Households by Tenure and Mortgage Status			
Total	2,138	12,360	22,299
Owner Occupied	26.7%	42.0%	52.5%
Owned with a Mortgage/Loan	17.1%	28.2%	36.3%
Owned Free and Clear	9.6%	13.8%	16.2%
Renter Occupied	73.3%	58.0%	47.5%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	2,348	14,195	25,803
Housing Units Inside Urbanized Area	99.2%	98.7%	94.6%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.8%	1.3%	5.4%

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.	Young and Restless (11B)	NeWest Residents (13C)	NeWest Residents (13C)
2.	NeWest Residents (13C)	Midlife Constants (5E)	Barrios Urbanos (7D)
3.	Midlife Constants (5E)	Barrios Urbanos (7D)	Midlife Constants (5E)
2019 Consumer Spending			
Apparel & Services: Total \$	\$4,178,935	\$28,063,461	\$53,115,513
Average Spent	\$1,844.19	\$2,068.36	\$2,136.76
Spending Potential Index	86	97	100
Education: Total \$	\$2,597,574	\$18,229,455	\$35,367,120
Average Spent	\$1,146.33	\$1,343.56	\$1,422.77
Spending Potential Index	72	84	89
Entertainment/Recreation: Total \$	\$5,447,779	\$39,310,928	\$77,117,324
Average Spent	\$2,404.14	\$2,897.33	\$3,102.31
Spending Potential Index	74	89	95
Food at Home: Total \$	\$9,851,197	\$67,426,947	\$128,744,866
Average Spent	\$4,347.39	\$4,969.56	\$5,179.21
Spending Potential Index	84	96	100
Food Away from Home: Total \$	\$7,118,912	\$47,908,680	\$91,190,396
Average Spent	\$3,141.62	\$3,531.01	\$3,668.45
Spending Potential Index	85	96	100
Health Care: Total \$	\$9,447,718	\$71,105,573	\$141,563,100
Average Spent	\$4,169.34	\$5,240.68	\$5,694.87
Spending Potential Index	70	88	96
HH Furnishings & Equipment: Total \$	\$3,737,602	\$26,595,101	\$51,733,001
Average Spent	\$1,649.43	\$1,960.13	\$2,081.14
Spending Potential Index	77	92	98
Personal Care Products & Services: Total \$	\$1,612,221	\$11,159,399	\$21,591,640
Average Spent	\$711.48	\$822.48	\$868.60
Spending Potential Index	80	93	98
Shelter: Total \$	\$34,040,265	\$231,561,551	\$441,176,971
Average Spent	\$15,022.18	\$17,066.74	\$17,747.89
Spending Potential Index	81	92	96
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$3,866,853	\$28,978,039	\$57,773,428
Average Spent	\$1,706.47	\$2,135.76	\$2,324.14
Spending Potential Index	69	86	94
Travel: Total \$	\$3,374,942	\$25,319,205	\$50,381,664
Average Spent	\$1,489.38	\$1,866.10	\$2,026.78
Spending Potential Index	66	83	90
Vehicle Maintenance & Repairs: Total \$	\$2,155,504	\$14,660,581	\$28,309,951
Average Spent	\$951.24	\$1,080.53	\$1,138.87
Spending Potential Index	83	94	100

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.