Complete Profile

2010-2020 Census, 2023 Estimates with 2028 Projections
Calculated using Weighted Block Centroid from Block Groups

Lat/Lon: 34.2929/-83.8484

350 Shallowford Rd Gainesville, GA 30504	1 mi radius		3 mi radius		5 mi radius	
Population						
Estimated Population (2023)	8,247		43,628		76,721	
Projected Population (2028)	8,681		46,863		84,908	
Census Population (2020)	8,206		44,325		75,535	
Census Population (2010)	8,055		41,047		67,265	
Projected Annual Growth (2023-2028)	434	1.1%	3,235	1.5%	8,187	2.1%
Historical Annual Growth (2020-2023)	41	-	-697	-0.5%	1,186	0.5%
Historical Annual Growth (2010-2020)	150	0.2%	3,278	0.8%	8,270	1.2%
Estimated Population Density (2023)	2,626	*psm*	1,544	*psm*	977	*psm*
Trade Area Size	3.1	*sq mi*	28.3	*sq mi*	78.5	*sq mi*
Households						
Estimated Households (2023)	2,746		15,375		27,917	
Projected Households (2028)	2,867		16,439		30,855	
Census Households (2020)	2,670		14,951		26,487	
Census Households (2010)	2,458		12,771		22,061	
Projected Annual Growth (2023-2028)	121	0.9%	1,064	1.4%	2,938	2.1%
Historical Annual Change (2010-2023)	288	0.9%	2,604	1.6%	5,856	2.0%
Average Household Income						
Estimated Average Household Income (2023)	$71,106		$88,094		$96,805	
Projected Average Household Income (2028)	$73,398		$88,951		$94,480	
Census Average Household Income (2010)	$42,461		$50,955		$56,034	
Census Average Household Income (2000)	$45,623		$50,660		$54,091	
Projected Annual Change (2023-2028)	$2,292	0.6%	$857	0.2%	-$2,326	-0.5%
Historical Annual Change (2000-2023)	$25,483	2.4%	$37,434	3.2%	$42,714	3.4%
Median Household Income						
Estimated Median Household Income (2023)	$56,103		$61,120		$72,176	
Projected Median Household Income (2028)	$55,516		$59,735		$72,663	
Census Median Household Income (2010)	$32,690		$36,385		$40,877	
Census Median Household Income (2000)	$32,857		$36,920		$41,009	
Projected Annual Change (2023-2028)	-$587	-0.2%	-$1,385	-0.5%	$487	0.1%
Historical Annual Change (2000-2023)	$23,246	3.1%	$24,200	2.8%	$31,167	3.3%
Per Capita Income						
Estimated Per Capita Income (2023)	$23,763		$31,261		$35,479	
Projected Per Capita Income (2028)	$24,322		$31,404		$34,562	
Census Per Capita Income (2010)	$12,964		$15,856		$18,382	
Census Per Capita Income (2000)	$14,237		$16,029		$17,768	
Projected Annual Change (2023-2028)	$558	0.5%	$142	-	-$917	-0.5%
Historical Annual Change (2000-2023)	$9,527	2.9%	$15,233	4.1%	$17,711	4.3%
Estimated Average Household Net Worth (2023)	$291,588		$359,566		$453,609	

Complete Profile

2010-2020 Census, 2023 Estimates with 2028 Projections
Calculated using Weighted Block Centroid from Block Groups

Lat/Lon: 34.2929/-83.8484

350 Shallowford Rd Gainesville, GA 30504	1 mi radius		3 mi radius		5 mi radius	
Race and Ethnicity						
Total Population (2023)	8,247		43,628		76,721	
White (2023)	3,209	38.9%	19,487	44.7%	39,666	51.7%
Black or African American (2023)	719	8.7%	5,055	11.6%	9,226	12.0%
American Indian or Alaska Native (2023)	151	1.8%	589	1.4%	828	1.1%
Asian (2023)	181	2.2%	1,543	3.5%	2,476	3.2%
Hawaiian or Pacific Islander (2023)	11	0.1%	33	-	50	-
Other Race (2023)	2,561	31.1%	10,886	25.0%	15,251	19.9%
Two or More Races (2023)	1,414	17.1%	6,035	13.8%	9,223	12.0%
Population < 18 (2023)	2,237	27.1%	11,007	25.2%	18,238	23.8%
White Not Hispanic	536	23.9%	3,387	30.8%	6,986	38.3%
Black or African American	190	8.5%	1,320	12.0%	2,172	11.9%
Asian	41	1.9%	304	2.8%	555	3.0%
Other Race Not Hispanic	49	2.2%	244	2.2%	490	2.7%
Hispanic	1,421	63.5%	5,752	52.3%	8,035	44.1%
Not Hispanic or Latino Population (2023)	3,288	39.9%	22,250	51.0%	45,713	59.6%
Not Hispanic White	2,408	73.2%	15,534	69.8%	33,460	73.2%
Not Hispanic Black or African American	639	19.5%	4,696	21.1%	8,775	19.2%
Not Hispanic American Indian or Alaska Native	8	0.3%	32	0.1%	52	0.1%
Not Hispanic Asian	150	4.6%	1,485	6.7%	2,413	5.3%
Not Hispanic Hawaiian or Pacific Islander	5	0.1%	12	-	20	-
Not Hispanic Other Race	16	0.5%	70	0.3%	117	0.3%
Not Hispanic Two or More Races	62	1.9%	421	1.9%	877	1.9%
Hispanic or Latino Population (2023)	4,959	60.1%	21,378	49.0%	31,008	40.4%
Hispanic White	801	16.2%	3,953	18.5%	6,207	20.0%
Hispanic Black or African American	80	1.6%	358	1.7%	451	1.5%
Hispanic American Indian or Alaska Native	143	2.9%	557	2.6%	776	2.5%
Hispanic Asian	32	0.6%	58	0.3%	64	0.2%
Hispanic Hawaiian or Pacific Islander	6	0.1%	20	-	31	-
Hispanic Other Race	2,545	51.3%	10,816	50.6%	15,134	48.8%
Hispanic Two or More Races	1,352	27.3%	5,615	26.3%	8,346	26.9%
Not Hispanic or Latino Population (2020)	2,741	33.4%	20,793	46.9%	43,449	57.5%
Hispanic or Latino Population (2020)	5,465	66.6%	23,532	53.1%	32,086	42.5%
Not Hispanic or Latino Population (2010)	2,874	35.7%	19,892	48.5%	39,497	58.7%
Hispanic or Latino Population (2010)	5,181	64.3%	21,156	51.5%	27,768	41.3%
Not Hispanic or Latino Population (2028)	3,406	39.2%	23,733	50.6%	50,774	59.8%
Hispanic or Latino Population (2028)	5,275	60.8%	23,130	49.4%	34,134	40.2%
Projected Annual Growth (2023-2028)	316	1.3%	1,752	1.6%	3,126	2.0%
Historical Annual Growth (2010-2020)	284	0.5%	2,376	1.1%	4,318	1.6%

Complete Profile

2010-2020 Census, 2023 Estimates with 2028 Projections
Calculated using Weighted Block Centroid from Block Groups

Lat/Lon: 34.2929/-83.8484

350 Shallowford Rd **Gainesville, GA 30504**	**1 mi radius**		**3 mi radius**		**5 mi radius**	
Total Age Distribution (2023)						
Total Population	8,247		43,628		76,721	
Age Under 5 Years	690	8.4%	3,233	7.4%	5,133	6.7%
Age 5 to 9 Years	614	7.5%	2,942	6.7%	4,804	6.3%
Age 10 to 14 Years	583	7.1%	2,930	6.7%	5,013	6.5%
Age 15 to 19 Years	555	6.7%	3,187	7.3%	5,608	7.3%
Age 20 to 24 Years	891	10.8%	4,445	10.2%	7,011	9.1%
Age 25 to 29 Years	791	9.6%	3,684	8.4%	6,041	7.9%
Age 30 to 34 Years	665	8.1%	3,013	6.9%	5,012	6.5%
Age 35 to 39 Years	511	6.2%	2,498	5.7%	4,338	5.7%
Age 40 to 44 Years	503	6.1%	2,517	5.8%	4,292	5.6%
Age 45 to 49 Years	415	5.0%	2,249	5.2%	4,232	5.5%
Age 50 to 54 Years	420	5.1%	2,477	5.7%	4,743	6.2%
Age 55 to 59 Years	393	4.8%	2,267	5.2%	4,530	5.9%
Age 60 to 64 Years	337	4.1%	2,067	4.7%	4,010	5.2%
Age 65 to 69 Years	282	3.4%	1,733	4.0%	3,459	4.5%
Age 70 to 74 Years	171	2.1%	1,422	3.3%	2,941	3.8%
Age 75 to 79 Years	192	2.3%	1,265	2.9%	2,472	3.2%
Age 80 to 84 Years	132	1.6%	891	2.0%	1,576	2.1%
Age 85 Years or Over	103	1.2%	810	1.9%	1,507	2.0%
Median Age	29.7		32.3		34.8	
Age 19 Years or Less	2,442	29.6%	12,291	28.2%	20,558	26.8%
Age 20 to 64 Years	4,926	59.7%	25,217	57.8%	44,209	57.6%
Age 65 Years or Over	879	10.7%	6,120	14.0%	11,954	15.6%
Female Age Distribution (2023)						
Female Population	3,907	47.4%	21,668	49.7%	38,167	49.7%
Age Under 5 Years	335	8.6%	1,583	7.3%	2,523	6.6%
Age 5 to 9 Years	278	7.1%	1,408	6.5%	2,324	6.1%
Age 10 to 14 Years	256	6.6%	1,369	6.3%	2,339	6.1%
Age 15 to 19 Years	241	6.2%	1,487	6.9%	2,489	6.5%
Age 20 to 24 Years	450	11.5%	2,402	11.1%	3,670	9.6%
Age 25 to 29 Years	364	9.3%	1,735	8.0%	2,870	7.5%
Age 30 to 34 Years	309	7.9%	1,448	6.7%	2,435	6.4%
Age 35 to 39 Years	215	5.5%	1,114	5.1%	1,973	5.2%
Age 40 to 44 Years	227	5.8%	1,158	5.3%	2,059	5.4%
Age 45 to 49 Years	177	4.5%	1,073	5.0%	2,082	5.5%
Age 50 to 54 Years	186	4.8%	1,153	5.3%	2,305	6.0%
Age 55 to 59 Years	187	4.8%	1,105	5.1%	2,206	5.8%
Age 60 to 64 Years	167	4.3%	1,036	4.8%	2,016	5.3%
Age 65 to 69 Years	149	3.8%	929	4.3%	1,824	4.8%
Age 70 to 74 Years	101	2.6%	832	3.8%	1,673	4.4%
Age 75 to 79 Years	119	3.0%	746	3.4%	1,425	3.7%
Age 80 to 84 Years	74	1.9%	544	2.5%	967	2.5%
Age 85 Years or Over	72	1.8%	545	2.5%	986	2.6%
Female Median Age	30.2		33.6		36.5	
Age 19 Years or Less	1,111	28.4%	5,847	27.0%	9,675	25.3%
Age 20 to 64 Years	2,282	58.4%	12,225	56.4%	21,617	56.6%
Age 65 Years or Over	514	13.2%	3,596	16.6%	6,875	18.0%

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Complete Profile

2010-2020 Census, 2023 Estimates with 2028 Projections
Calculated using Weighted Block Centroid from Block Groups

Lat/Lon: 34.2929/-83.8484

350 Shallowford Rd Gainesville, GA 30504	1 mi radius		3 mi radius		5 mi radius	
Male Age Distribution (2023)						
Male Population	4,340	52.6%	21,961	50.3%	38,554	50.3%
Age Under 5 Years	354	8.2%	1,650	7.5%	2,610	6.8%
Age 5 to 9 Years	336	7.7%	1,534	7.0%	2,480	6.4%
Age 10 to 14 Years	327	7.5%	1,560	7.1%	2,674	6.9%
Age 15 to 19 Years	314	7.2%	1,700	7.7%	3,119	8.1%
Age 20 to 24 Years	441	10.2%	2,043	9.3%	3,341	8.7%
Age 25 to 29 Years	426	9.8%	1,949	8.9%	3,171	8.2%
Age 30 to 34 Years	356	8.2%	1,565	7.1%	2,577	6.7%
Age 35 to 39 Years	297	6.8%	1,384	6.3%	2,364	6.1%
Age 40 to 44 Years	276	6.4%	1,359	6.2%	2,233	5.8%
Age 45 to 49 Years	238	5.5%	1,176	5.4%	2,150	5.6%
Age 50 to 54 Years	234	5.4%	1,324	6.0%	2,438	6.3%
Age 55 to 59 Years	206	4.7%	1,163	5.3%	2,324	6.0%
Age 60 to 64 Years	169	3.9%	1,030	4.7%	1,993	5.2%
Age 65 to 69 Years	133	3.1%	804	3.7%	1,635	4.2%
Age 70 to 74 Years	70	1.6%	590	2.7%	1,268	3.3%
Age 75 to 79 Years	73	1.7%	519	2.4%	1,047	2.7%
Age 80 to 84 Years	58	1.3%	347	1.6%	609	1.6%
Age 85 Years or Over	31	0.7%	265	1.2%	521	1.4%
Male Median Age	29.3		31.3		33.5	
Age 19 Years or Less	1,331	30.7%	6,445	29.3%	10,883	28.2%
Age 20 to 64 Years	2,644	60.9%	12,992	59.2%	22,592	58.6%
Age 65 Years or Over	365	8.4%	2,524	11.5%	5,079	13.2%
Males per 100 Females (2023)						
Overall Comparison	111		101		101	
Age Under 5 Years	106	51.4%	104	51.0%	103	50.9%
Age 5 to 9 Years	121	54.7%	109	52.1%	107	51.6%
Age 10 to 14 Years	127	56.0%	114	53.3%	114	53.3%
Age 15 to 19 Years	130	56.6%	114	53.3%	125	55.6%
Age 20 to 24 Years	98	49.5%	85	46.0%	91	47.6%
Age 25 to 29 Years	117	53.9%	112	52.9%	111	52.5%
Age 30 to 34 Years	115	53.5%	108	51.9%	106	51.4%
Age 35 to 39 Years	138	58.0%	124	55.4%	120	54.5%
Age 40 to 44 Years	122	54.9%	117	54.0%	108	52.0%
Age 45 to 49 Years	134	57.3%	110	52.3%	103	50.8%
Age 50 to 54 Years	126	55.8%	115	53.4%	106	51.4%
Age 55 to 59 Years	110	52.4%	105	51.3%	105	51.3%
Age 60 to 64 Years	101	50.3%	99	49.9%	99	49.7%
Age 65 to 69 Years	89	47.1%	87	46.4%	90	47.3%
Age 70 to 74 Years	70	41.0%	71	41.5%	76	43.1%
Age 75 to 79 Years	62	38.2%	70	41.0%	73	42.3%
Age 80 to 84 Years	79	44.2%	64	38.9%	63	38.6%
Age 85 Years or Over	43	29.8%	49	32.7%	53	34.6%
Age 19 Years or Less	120	54.5%	110	52.4%	112	52.9%
Age 20 to 39 Years	114	53.2%	104	50.9%	105	51.1%
Age 40 to 64 Years	119	54.3%	110	52.3%	104	51.1%
Age 65 Years or Over	71	41.5%	70	41.2%	74	42.5%

Complete Profile

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Lat/Lon: 34.2929/-83.8484

350 Shallowford Rd Gainesville, GA 30504	1 mi radius		3 mi radius		5 mi radius	
Household Type (2023)						
Total Households	2,746		15,375		27,917	
Households with Children	946	34.4%	5,043	32.8%	8,827	31.6%
Average Household Size	3.0		2.8		2.7	
Household Density per Square Mile	875		544		356	
Population Family	7,103	86.1%	36,257	83.1%	63,575	82.9%
Population Non-Family	1,086	13.2%	6,335	14.5%	11,267	14.7%
Population Group Quarters	58	0.7%	1,036	2.4%	1,878	2.4%
Family Households	1,862	67.8%	10,111	65.8%	18,504	66.3%
Married Couple Households	1,321	71.0%	6,919	68.4%	12,963	70.1%
Other Family Households with Children	541	29.0%	3,193	31.6%	5,541	29.9%
Family Households with Children	944	50.7%	5,023	49.7%	8,776	47.4%
Married Couple with Children	595	63.1%	3,146	62.6%	5,685	64.8%
Other Family Households with Children	348	36.9%	1,877	37.4%	3,091	35.2%
Family Households No Children	918	49.3%	5,088	50.3%	9,728	52.6%
Married Couple No Children	726	79.0%	3,773	74.1%	7,278	74.8%
Other Family Households No Children	193	21.0%	1,315	25.9%	2,451	25.2%
Non-Family Households	884	32.2%	5,264	34.2%	9,413	33.7%
Non-Family Households with Children	2	0.2%	20	0.4%	51	0.5%
Non-Family Households No Children	882	99.8%	5,244	99.6%	9,361	99.5%
Average Family Household Size	3.8		3.6		3.4	
Average Family Income	$66,446		$92,912		$110,003	
Median Family Income	$66,516		$72,610		$85,312	
Average Non-Family Household Size	1.2		1.2		1.2	
Marital Status (2023)						
Population Age 15 Years or Over	6,360		34,523		61,771	
Never Married	2,467	38.8%	13,123	38.0%	21,158	34.3%
Currently Married	2,006	31.5%	12,051	34.9%	24,282	39.3%
Previously Married	1,887	29.7%	9,350	27.1%	16,331	26.4%
Separated	740	39.2%	2,714	29.0%	4,048	24.8%
Widowed	246	13.1%	1,966	21.0%	3,250	19.9%
Divorced	901	47.7%	4,669	49.9%	9,033	55.3%
Educational Attainment (2023)						
Adult Population Age 25 Years or Over	4,914		26,892		49,153	
Elementary (Grade Level 0 to 8)	1,395	28.4%	6,617	24.6%	8,987	18.3%
Some High School (Grade Level 9 to 11)	502	10.2%	2,109	7.8%	3,652	7.4%
High School Graduate	1,473	30.0%	7,468	27.8%	13,873	28.2%
Some College	503	10.2%	3,678	13.7%	8,245	16.8%
Associate Degree Only	241	4.9%	1,355	5.0%	2,650	5.4%
Bachelor Degree Only	532	10.8%	3,194	11.9%	6,801	13.8%
Graduate Degree	268	5.5%	2,472	9.2%	4,945	10.1%
Any College (Some College or Higher)	1,544	31.4%	10,698	39.8%	22,642	46.1%
College Degree + (Bachelor Degree or Higher)	800	16.3%	5,666	21.1%	11,746	23.9%

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Complete Profile

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Lat/Lon: 34.2929/-83.8484

350 Shallowford Rd Gainesville, GA 30504	1 mi radius		3 mi radius		5 mi radius	
Housing						
Total Housing Units (2023)	2,938		16,509		29,974	
Total Housing Units (2020)	2,885		16,298		29,058	
Historical Annual Growth (2020-2023)	52	-	211	-	916	-
Housing Units Occupied (2023)	2,746	93.5%	15,375	93.1%	27,917	93.1%
Housing Units Owner-Occupied	1,588	57.8%	9,511	61.9%	17,954	64.3%
Housing Units Renter-Occupied	1,158	42.2%	5,864	38.1%	9,963	35.7%
Housing Units Vacant (2023)	192	6.5%	1,134	6.9%	2,057	6.9%
Household Size (2023)						
Total Households	2,746		15,375		27,917	
1 Person Households	737	26.8%	4,537	29.5%	8,058	28.9%
2 Person Households	810	29.5%	4,531	29.5%	8,993	32.2%
3 Person Households	313	11.4%	1,923	12.5%	3,678	13.2%
4 Person Households	276	10.0%	1,592	10.4%	2,934	10.5%
5 Person Households	242	8.8%	1,118	7.3%	1,885	6.8%
6 Person Households	154	5.6%	731	4.8%	1,081	3.9%
7 or More Person Households	214	7.8%	943	6.1%	1,288	4.6%
Household Income Distribution (2023)						
HH Income $200,000 or More	136	4.9%	1,060	6.9%	2,770	9.9%
HH Income $150,000 to $199,999	96	3.5%	744	4.8%	1,667	6.0%
HH Income $125,000 to $149,999	89	3.2%	782	5.1%	1,487	5.3%
HH Income $100,000 to $124,999	148	5.4%	1,010	6.6%	2,279	8.2%
HH Income $75,000 to $99,999	377	13.7%	2,240	14.6%	4,284	15.3%
HH Income $50,000 to $74,999	568	20.7%	3,113	20.2%	5,012	18.0%
HH Income $35,000 to $49,999	308	11.2%	2,007	13.1%	3,495	12.5%
HH Income $25,000 to $34,999	370	13.5%	1,359	8.8%	2,227	8.0%
HH Income $15,000 to $24,999	409	14.9%	1,616	10.5%	2,407	8.6%
HH Income $10,000 to $14,999	116	4.2%	670	4.4%	921	3.3%
HH Income Under $10,000	129	4.7%	775	5.0%	1,367	4.9%
Household Vehicles (2023)						
Households 0 Vehicles Available	252	9.2%	1,495	9.7%	2,254	8.1%
Households 1 Vehicle Available	1,197	43.6%	5,655	36.8%	9,127	32.7%
Households 2 Vehicles Available	646	23.5%	4,744	30.9%	9,348	33.5%
Households 3 or More Vehicles Available	652	23.7%	3,480	22.6%	7,188	25.7%
Total Vehicles Available	4,690		26,887		52,320	
Average Vehicles per Household	1.7		1.7		1.9	
Owner-Occupied Household Vehicles	3,209	68.4%	19,622	73.0%	39,232	75.0%
Average Vehicles per Owner-Occupied Household	2.0		2.1		2.2	
Renter-Occupied Household Vehicles	1,481	31.6%	7,265	27.0%	13,089	25.0%
Average Vehicles per Renter-Occupied Household	1.3		1.2		1.3	
Travel Time (2023)						
Worker Base Age 16 years or Over	4,377		21,332		38,632	
Travel to Work in 14 Minutes or Less	1,337	30.5%	6,381	29.9%	10,201	26.4%
Travel to Work in 15 to 29 Minutes	1,226	28.0%	5,734	26.9%	11,239	29.1%
Travel to Work in 30 to 59 Minutes	1,297	29.6%	5,583	26.2%	9,508	24.6%
Travel to Work in 60 Minutes or More	274	6.3%	1,476	6.9%	3,268	8.5%
Work at Home	244	5.6%	2,159	10.1%	4,415	11.4%
Average Minutes Travel to Work	20.9		21.2		22.1	

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Complete Profile

2010-2020 Census, 2023 Estimates with 2028 Projections
Calculated using Weighted Block Centroid from Block Groups

Lat/Lon: 34.2929/-83.8484

350 Shallowford Rd Gainesville, GA 30504	1 mi radius		3 mi radius		5 mi radius	
Transportation To Work (2023)						
Worker Base Age 16 years or Over	4,377		21,332		38,632	
Drive to Work Alone	2,970	*67.9%*	14,537	*68.1%*	27,253	*70.5%*
Drive to Work in Carpool	788	*18.0%*	3,467	*16.3%*	5,330	*13.8%*
Travel to Work by Public Transportation	291	*6.7%*	680	*3.2%*	855	*2.2%*
Drive to Work on Motorcycle	-	*-*	-	*-*	-	*-*
Bicycle to Work	-	*-*	3	*-*	3	*-*
Walk to Work	69	*1.6%*	393	*1.8%*	597	*1.5%*
Other Means	15	*0.3%*	94	*0.4%*	178	*0.5%*
Work at Home	244	*5.6%*	2,159	*10.1%*	4,415	*11.4%*
Daytime Demographics (2023)						
Total Businesses	876		3,430		4,574	
Total Employees	7,577		43,945		55,666	
Company Headquarter Businesses	17	*1.9%*	113	*3.3%*	140	*3.1%*
Company Headquarter Employees	281	*3.7%*	5,788	*13.2%*	6,938	*12.5%*
Employee Population per Business	8.7	to 1	12.8	to 1	12.2	to 1
Residential Population per Business	9.4	to 1	12.7	to 1	16.8	to 1
Adj. Daytime Demographics Age 16 Years or Over	9,392		56,353		77,520	
Labor Force						
Labor Population Age 16 Years or Over (2023)	6,242		33,891		60,688	
Labor Force Total Males (2023)	3,256	*52.2%*	16,874	*49.8%*	30,207	*49.8%*
Male Civilian Employed	2,492	*76.5%*	11,741	*69.6%*	21,365	*70.7%*
Male Civilian Unemployed	34	*1.0%*	296	*1.8%*	481	*1.6%*
Males in Armed Forces	35	*1.1%*	77	*0.5%*	125	*0.4%*
Males Not in Labor Force	696	*21.4%*	4,760	*28.2%*	8,236	*27.3%*
Labor Force Total Females (2023)	2,986	*47.8%*	17,017	*50.2%*	30,481	*50.2%*
Female Civilian Employed	1,885	*63.1%*	9,591	*56.4%*	17,271	*56.7%*
Female Civilian Unemployed	64	*2.1%*	343	*2.0%*	654	*2.1%*
Females in Armed Forces	16	*0.5%*	73	*0.4%*	73	*0.2%*
Females Not in Labor Force	1,022	*34.2%*	7,009	*41.2%*	12,483	*41.0%*
Unemployment Rate	97	*1.6%*	639	*1.9%*	1,135	*1.9%*
Occupation (2023)						
Occupation Population Age 16 Years or Over	4,377		21,332		38,632	
Occupation Total Males	2,492	*56.9%*	11,741	*55.0%*	21,363	*55.3%*
Occupation Total Females	1,885	*43.1%*	9,591	*45.0%*	17,269	*44.7%*
Management, Business, Financial Operations	399	*-*	2,397	*11.2%*	5,281	*13.7%*
Professional, Related	443	*10.1%*	2,508	*11.8%*	4,951	*12.8%*
Service	817	*18.7%*	2,942	*13.8%*	5,191	*13.4%*
Sales, Office	601	*13.7%*	4,166	*19.5%*	8,624	*22.3%*
Farming, Fishing, Forestry	-	*-*	10	*-*	20	*-*
Construction, Extraction, Maintenance	818	*18.7%*	2,960	*13.9%*	4,904	*12.7%*
Production, Transport, Material Moving	1,299	*29.7%*	6,349	*29.8%*	9,661	*25.0%*
White Collar Workers	1,444	*33.0%*	9,071	*42.5%*	18,856	*48.8%*
Blue Collar Workers	2,933	*67.0%*	12,261	*57.5%*	19,776	*51.2%*

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Complete Profile

2010-2020 Census, 2023 Estimates with 2028 Projections
Calculated using Weighted Block Centroid from Block Groups

Lat/Lon: 34.2929/-83.8484

350 Shallowford Rd Gainesville, GA 30504	1 mi radius		3 mi radius		5 mi radius	
Units In Structure (2023)						
Total Units	2,746		15,375		27,917	
1 Detached Unit	1,723	62.7%	10,057	65.4%	18,785	67.3%
1 Attached Unit	89	3.3%	669	4.3%	1,412	5.1%
2 Units	65	2.4%	391	2.5%	527	1.9%
3 to 4 Units	52	1.9%	500	3.3%	897	3.2%
5 to 9 Units	163	6.0%	794	5.2%	1,313	4.7%
10 to 19 Units	338	12.3%	1,338	8.7%	2,106	7.5%
20 to 49 Units	117	4.3%	589	3.8%	1,058	3.8%
50 or More Units	58	2.1%	392	2.5%	618	2.2%
Mobile Home or Trailer	137	5.0%	628	4.1%	1,172	4.2%
Other Structure	3	-	17	0.1%	30	0.1%
Homes Built By Year (2023)						
Homes Built 2014 or later	25	0.9%	283	1.7%	497	1.7%
Homes Built 2010 to 2013	254	8.7%	2,219	13.4%	4,671	15.6%
Homes Built 2000 to 2009	732	24.9%	3,721	22.5%	7,188	24.0%
Homes Built 1990 to 1999	331	11.3%	2,007	12.2%	3,897	13.0%
Homes Built 1980 to 1989	326	11.1%	1,692	10.2%	3,315	11.1%
Homes Built 1970 to 1979	366	12.5%	1,844	11.2%	3,264	10.9%
Homes Built 1960 to 1969	251	8.5%	1,503	9.1%	2,234	7.5%
Homes Built 1950 to 1959	206	7.0%	790	4.8%	1,024	3.4%
Homes Built 1940 to 1949	126	4.3%	528	3.2%	707	2.4%
Homes Built Before 1939	128	4.4%	790	4.8%	1,120	3.7%
Median Age of Homes	39.9	yrs	37.5	yrs	34.6	yrs
Home Values (2023)						
Owner Specified Housing Units	1,588		9,511		17,954	
Home Values $1,000,000 or More	49	3.1%	370	3.9%	885	4.9%
Home Values $750,000 to $999,999	41	2.6%	217	2.3%	569	3.2%
Home Values $500,000 to $749,999	157	9.9%	782	8.2%	1,645	9.2%
Home Values $400,000 to $499,999	158	10.0%	1,451	15.3%	2,311	12.9%
Home Values $300,000 to $399,999	236	14.9%	1,428	15.0%	2,515	14.0%
Home Values $250,000 to $299,999	272	17.1%	1,570	16.5%	3,231	18.0%
Home Values $200,000 to $249,999	152	9.6%	1,157	12.2%	2,164	12.1%
Home Values $175,000 to $199,999	93	5.8%	476	5.0%	1,118	6.2%
Home Values $150,000 to $174,999	158	10.0%	825	8.7%	1,342	7.5%
Home Values $125,000 to $149,999	33	2.1%	289	3.0%	526	2.9%
Home Values $100,000 to $124,999	95	6.0%	279	2.9%	556	3.1%
Home Values $90,000 to $99,999	8	0.5%	79	0.8%	125	0.7%
Home Values $80,000 to $89,999	9	0.5%	60	0.6%	131	0.7%
Home Values $70,000 to $79,999	28	1.8%	142	1.5%	183	1.0%
Home Values $60,000 to $69,999	8	0.5%	45	0.5%	58	0.3%
Home Values $50,000 to $59,999	9	0.6%	56	0.6%	122	0.7%
Home Values $35,000 to $49,999	15	1.0%	26	0.3%	44	0.2%
Home Values $25,000 to $34,999	13	0.8%	79	0.8%	129	0.7%
Home Values $10,000 to $24,999	9	0.6%	55	0.6%	94	0.5%
Home Values Under $10,000	45	2.8%	125	1.3%	206	1.1%
Owner-Occupied Median Home Value	$277,645		$304,899		$312,776	
Renter-Occupied Median Rent	$841		$885		$911	

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350 Shallowford Rd Gainesville, GA 30504	1 mi radius		3 mi radius		5 mi radius	
Total Annual Consumer Expenditure (2023)						
Total Household Expenditure	$151.42 M		$974.88 M		$1.89 B	
Total Non-Retail Expenditure	$79.91 M		$515.05 M		$1 B	
Total Retail Expenditure	$71.5 M		$459.83 M		$892.23 M	
Apparel	$5.33 M		$34.37 M		$67.07 M	
Contributions	$4.77 M		$31.58 M		$63.04 M	
Education	$4.28 M		$28.7 M		$58.12 M	
Entertainment	$8.39 M		$54.71 M		$107.44 M	
Food and Beverages	$22.57 M		$144.21 M		$278.33 M	
Furnishings and Equipment	$5.21 M		$33.97 M		$66.59 M	
Gifts	$3.57 M		$23.83 M		$47.71 M	
Health Care	$12.95 M		$82.75 M		$159.38 M	
Household Operations	$5.89 M		$38.17 M		$74.75 M	
Miscellaneous Expenses	$2.83 M		$18.37 M		$35.83 M	
Personal Care	$2.03 M		$13.05 M		$25.37 M	
Personal Insurance	$1.01 M		$6.73 M		$13.45 M	
Reading	$326.74 K		$2.12 M		$4.15 M	
Shelter	$32.13 M		$206.17 M		$399.86 M	
Tobacco	$1 M		$6.1 M		$11.3 M	
Transportation	$27.52 M		$177.06 M		$343.37 M	
Utilities	$11.61 M		$72.99 M		$138.93 M	
Monthly Household Consumer Expenditure (2023)						
Total Household Expenditure	$4,595		$5,284		$5,656	
Total Non-Retail Expenditure	$2,425	52.8%	$2,792	52.8%	$2,992	52.9%
Total Retail Expenditures	$2,170	47.2%	$2,492	47.2%	$2,663	47.1%
Apparel	$162	3.5%	$186	3.5%	$200	3.5%
Contributions	$145	3.2%	$171	3.2%	$188	3.3%
Education	$130	2.8%	$156	2.9%	$173	3.1%
Entertainment	$255	5.5%	$297	5.6%	$321	5.7%
Food and Beverages	$685	14.9%	$782	14.8%	$831	14.7%
Furnishings and Equipment	$158	3.4%	$184	3.5%	$199	3.5%
Gifts	$108	2.4%	$129	2.4%	$142	2.5%
Health Care	$393	8.6%	$449	8.5%	$476	8.4%
Household Operations	$179	3.9%	$207	3.9%	$223	3.9%
Miscellaneous Expenses	$86	1.9%	$100	1.9%	$107	1.9%
Personal Care	$61	1.3%	$71	1.3%	$76	1.3%
Personal Insurance	$31	0.7%	$36	0.7%	$40	0.7%
Reading	$10	0.2%	$12	0.2%	$12	0.2%
Shelter	$975	21.2%	$1,117	21.1%	$1,194	21.1%
Tobacco	$30	0.7%	$33	0.6%	$34	0.6%
Transportation	$835	18.2%	$960	18.2%	$1,025	18.1%
Utilities	$352	7.7%	$396	7.5%	$415	7.3%