

EXPANDED PROFILE

2000-2010 Census, 2021 Estimates with 2026 Projections

Calculated using Weighted Block Centroid from Block Groups

Lat/Lon: 34.2929/-83.8484

RF5

350 Shallowford Rd

Gainesville, GA 30504

Population

	1 mi radius		3 mi radius		5 mi radius	
Estimated Population (2021)	8,658		47,714		79,077	
Projected Population (2026)	8,976		50,560		84,586	
Census Population (2010)	7,871		41,057		66,989	
Census Population (2000)	7,654		36,609		58,699	
Projected Annual Growth (2021 to 2026)	318	0.7%	2,846	1.2%	5,509	1.4%
Historical Annual Growth (2010 to 2021)	787	0.9%	6,657	1.5%	12,088	1.6%
Historical Annual Growth (2000 to 2010)	217	0.3%	4,448	1.2%	8,290	1.4%
Estimated Population Density (2021)	2,757 psm		1,688 psm		1,007 psm	
Trade Area Size	3.1 sq mi		28.3 sq mi		78.5 sq mi	

Households

Estimated Households (2021)	2,701		15,570		27,214	
Projected Households (2026)	2,827		16,570		29,208	
Census Households (2010)	2,367		12,761		21,979	
Census Households (2000)	2,367		11,523		19,267	
Estimated Households with Children (2021)	1,227	45.4%	6,079	39.0%	9,890	36.3%
Estimated Average Household Size (2021)	3.18		2.98		2.84	

Average Household Income

Estimated Average Household Income (2021)	\$56,870		\$70,913		\$78,898	
Projected Average Household Income (2026)	\$64,170		\$78,395		\$86,787	
Estimated Average Family Income (2021)	\$59,613		\$82,740		\$90,596	

Median Household Income

Estimated Median Household Income (2021)	\$47,555		\$53,568		\$58,921	
Projected Median Household Income (2026)	\$54,677		\$62,424		\$68,518	
Estimated Median Family Income (2021)	\$55,808		\$66,553		\$71,670	

Per Capita Income

Estimated Per Capita Income (2021)	\$17,792		\$23,338		\$27,354	
Projected Per Capita Income (2026)	\$20,258		\$25,878		\$30,157	
Estimated Per Capita Income 5 Year Growth	\$2,466	13.9%	\$2,541	10.9%	\$2,802	10.2%
Estimated Average Household Net Worth (2021)	\$317,725		\$436,827		\$509,112	

Daytime Demos (2021)

Total Businesses	780		3,355		4,369	
Total Employees	7,476		40,256		54,548	
Company Headquarter Businesses	18	2.3%	146	4.3%	176	4.0%
Company Headquarter Employees	803	10.7%	5,722	14.2%	6,432	11.8%
Employee Population per Business	9.6		12.0		12.5	
Residential Population per Business	11.1		14.2		18.1	

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1 mi radius 3 mi radius 5 mi radius

Race & Ethnicity

White (2021)	3,449	39.8%	23,426	49.1%	45,430	57.5%
Black or African American (2021)	698	8.1%	5,674	11.9%	9,303	11.8%
American Indian or Alaska Native (2021)	91	1.1%	338	0.7%	486	0.6%
Asian (2021)	196	2.3%	1,295	2.7%	1,954	2.5%
Hawaiian or Pacific Islander (2021)	25	0.3%	92	0.2%	112	0.1%
Other Race (2021)	3,887	44.9%	15,334	32.1%	19,426	24.6%
Two or More Races (2021)	311	3.6%	1,555	3.3%	2,366	3.0%
Not Hispanic or Latino Population (2021)	2,516	29.1%	22,515	47.2%	45,526	57.6%
Hispanic or Latino Population (2021)	6,142	70.9%	25,199	52.8%	33,551	42.4%
Not Hispanic or Latino Population (2026)	2,566	28.6%	23,626	46.7%	48,073	56.8%
Hispanic or Latino Population (2026)	6,410	71.4%	26,934	53.3%	36,513	43.2%
Not Hispanic or Latino Population (2010)	2,738	34.8%	19,889	48.4%	39,355	58.7%
Hispanic or Latino Population (2010)	5,133	65.2%	21,169	51.6%	27,634	41.3%
Not Hispanic or Latino Population (2000)	3,636	47.5%	20,975	57.3%	39,376	67.1%
Hispanic or Latino Population (2000)	4,019	52.5%	15,634	42.7%	19,323	32.9%
Projected Hispanic Annual Growth (2021 to 2026)	268	0.9%	1,735	1.4%	2,962	1.8%
Historic Hispanic Annual Growth (2000 to 2021)	2,123	2.5%	9,565	2.9%	14,227	3.5%

Age Distribution (2021)

Age Under 5	782	9.0%	3,741	7.8%	5,637	7.1%
Age 5 to 9 Years	727	8.4%	3,482	7.3%	5,347	6.8%
Age 10 to 14 Years	695	8.0%	3,584	7.5%	5,629	7.1%
Age 15 to 19 Years	653	7.5%	3,870	8.1%	5,953	7.5%
Age 20 to 24 Years	847	9.8%	4,378	9.2%	6,516	8.2%
Age 25 to 29 Years	824	9.5%	3,982	8.3%	6,145	7.8%
Age 30 to 34 Years	704	8.1%	3,339	7.0%	5,242	6.6%
Age 35 to 39 Years	594	6.9%	2,943	6.2%	4,722	6.0%
Age 40 to 44 Years	549	6.3%	2,801	5.9%	4,516	5.7%
Age 45 to 49 Years	455	5.3%	2,643	5.5%	4,556	5.8%
Age 50 to 54 Years	385	4.4%	2,478	5.2%	4,549	5.8%
Age 55 to 59 Years	391	4.5%	2,447	5.1%	4,543	5.7%
Age 60 to 64 Years	323	3.7%	2,185	4.6%	4,157	5.3%
Age 65 to 74 Years	382	4.4%	3,104	6.5%	6,368	8.1%
Age 75 to 84 Years	239	2.8%	1,899	4.0%	3,680	4.7%
Age 85 Years or Over	106	1.2%	839	1.8%	1,519	1.9%
Median Age	28.6		31.3		34.3	

Gender Age Distribution (2021)

Female Population	4,031	46.6%	23,690	49.7%	39,716	50.2%
Age 0 to 19 Years	1,296	32.1%	7,011	29.6%	10,850	27.3%
Age 20 to 64 Years	2,315	57.4%	13,274	56.0%	22,229	56.0%
Age 65 Years or Over	420	10.4%	3,405	14.4%	6,637	16.7%
Female Median Age	29.5		32.4		35.7	
Male Population	4,626	53.4%	24,024	50.3%	39,361	49.8%
Age 0 to 19 Years	1,562	33.8%	7,665	31.9%	11,716	29.8%
Age 20 to 64 Years	2,757	59.6%	13,922	58.0%	22,715	57.7%
Age 65 Years or Over	307	6.6%	2,437	10.1%	4,929	12.5%
Male Median Age	28.0		30.4		33.1	

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1 mi radius 3 mi radius 5 mi radius

Household Income Distribution (2021)

HH Income \$200,000 or More	77	2.8%	801	5.1%	1,743	6.4%
HH Income \$150,000 to \$199,999	55	2.0%	483	3.1%	1,065	3.9%
HH Income \$100,000 to \$149,999	244	9.0%	1,691	10.9%	3,286	12.1%
HH Income \$75,000 to \$99,999	324	12.0%	1,834	11.8%	3,533	13.0%
HH Income \$50,000 to \$74,999	531	19.7%	3,408	21.9%	5,981	22.0%
HH Income \$35,000 to \$49,999	464	17.2%	2,312	14.9%	3,697	13.6%
HH Income \$25,000 to \$34,999	355	13.1%	1,782	11.4%	3,081	11.3%
HH Income \$15,000 to \$24,999	467	17.3%	1,761	11.3%	2,482	9.1%
HH Income Under \$15,000	185	6.8%	1,499	9.6%	2,346	8.6%
HH Income \$35,000 or More	1,695	62.7%	10,529	67.6%	19,304	70.9%
HH Income \$75,000 or More	700	25.9%	4,809	30.9%	9,627	35.4%

Housing (2021)

Total Housing Units	2,895		16,815		29,487	
Housing Units Occupied	2,701	93.3%	15,570	92.6%	27,214	92.3%
Housing Units Owner-Occupied	759	28.1%	6,718	43.1%	14,882	54.7%
Housing Units, Renter-Occupied	1,943	71.9%	8,853	56.9%	12,332	45.3%
Housing Units, Vacant	193	7.2%	1,245	8.0%	2,273	8.4%

Marital Status (2021)

Never Married	2,694	41.7%	13,781	37.3%	21,815	34.9%
Currently Married	2,097	32.5%	14,771	40.0%	26,286	42.1%
Separated	780	12.1%	3,159	8.6%	5,090	8.1%
Widowed	188	2.9%	1,441	3.9%	2,664	4.3%
Divorced	694	10.8%	3,756	10.2%	6,609	10.6%

Household Type (2021)

Population Family	7,336	84.7%	39,568	82.9%	66,098	83.6%
Population Non-Family	1,263	14.6%	6,826	14.3%	11,067	14.0%
Population Group Quarters	59	0.7%	1,320	2.8%	1,912	2.4%
Family Households	1,810	67.0%	10,390	66.7%	18,551	68.2%
Non-Family Households	892	33.0%	5,180	33.3%	8,663	31.8%
Married Couple with Children	748	35.7%	3,547	24.0%	6,024	22.9%
Average Family Household Size	4.1		3.8		3.6	

Household Size (2021)

1 Person Households	656	24.3%	4,117	26.4%	7,016	25.8%
2 Person Households	627	23.2%	4,119	26.5%	8,133	29.9%
3 Person Households	360	13.3%	2,126	13.7%	3,905	14.3%
4 Person Households	367	13.6%	1,913	12.3%	3,353	12.3%
5 Person Households	299	11.1%	1,354	8.7%	2,131	7.8%
6 or More Person Households	392	14.5%	1,942	12.5%	2,676	9.8%

Household Vehicles (2021)

Households with 0 Vehicles Available	369	13.7%	1,707	11.0%	2,378	8.7%
Households with 1 Vehicles Available	1,183	43.8%	5,991	38.5%	9,281	34.1%
Households with 2 or More Vehicles Available	1,149	42.5%	7,873	50.6%	15,555	57.2%
Total Vehicles Available	4,166		25,877		49,663	
Average Vehicles Per Household	1.5		1.7		1.8	

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Labor Force (2021)

	1 mi radius		3 mi radius		5 mi radius	
Estimated Labor Population Age 16 Years or Over	6,332		36,235		61,399	
Estimated Civilian Employed	4,158	65.7%	21,588	59.6%	36,280	59.1%
Estimated Civilian Unemployed	139	2.2%	769	2.1%	1,302	2.1%
Estimated in Armed Forces	29	0.5%	73	0.2%	80	0.1%
Estimated Not in Labor Force	2,006	31.7%	13,805	38.1%	23,737	38.7%
Unemployment Rate	2.2%		2.1%		2.1%	

Occupation (2021)

	1 mi radius		3 mi radius		5 mi radius	
Occupation: Population Age 16 Years or Over	4,158		21,588		36,280	
Management, Business, Financial Operations	447	10.7%	2,508	11.6%	4,482	12.4%
Professional, Related	376	9.1%	2,409	11.2%	4,471	12.3%
Service	639	15.4%	3,509	16.3%	5,783	15.9%
Sales, Office	514	12.4%	3,479	16.1%	6,585	18.2%
Farming, Fishing, Forestry	7	0.2%	232	1.1%	434	1.2%
Construct, Extraction, Maintenance	644	15.5%	3,228	15.0%	5,201	14.3%
Production, Transport Material Moving	1,531	36.8%	6,223	28.8%	9,324	25.7%
White Collar Workers	1,336	32.1%	8,396	38.9%	15,538	42.8%
Blue Collar Workers	2,821	67.9%	13,192	61.1%	20,742	57.2%

Consumer Expenditure (2021)

	1 mi radius		3 mi radius		5 mi radius	
Total Household Expenditure	\$128.13 M		\$856.91 M		\$1.62 B	
Total Non-Retail Expenditure	\$67.63 M	52.8%	\$452.54 M	52.8%	\$853.75 M	52.8%
Total Retail Expenditure	\$60.5 M	47.2%	\$404.37 M	47.2%	\$764.02 M	47.2%
Apparel	\$4.54 M	3.5%	\$30.2 M	3.5%	\$56.88 M	3.5%
Contributions	\$3.87 M	3.0%	\$26.93 M	3.1%	\$51.84 M	3.2%
Education	\$3.51 M	2.7%	\$24.44 M	2.9%	\$46.67 M	2.9%
Entertainment	\$6.99 M	5.5%	\$47.47 M	5.5%	\$90.43 M	5.6%
Food and Beverages	\$19.29 M	15.1%	\$127.7 M	14.9%	\$239.81 M	14.8%
Furnishings and Equipment	\$4.33 M	3.4%	\$29.46 M	3.4%	\$56.14 M	3.5%
Gifts	\$2.92 M	2.3%	\$20.43 M	2.4%	\$39.2 M	2.4%
Health Care	\$10.87 M	8.5%	\$72.79 M	8.5%	\$137.83 M	8.5%
Household Operations	\$4.9 M	3.8%	\$33.19 M	3.9%	\$63.05 M	3.9%
Miscellaneous Expenses	\$2.37 M	1.8%	\$16.02 M	1.9%	\$30.39 M	1.9%
Personal Care	\$1.71 M	1.3%	\$11.46 M	1.3%	\$21.65 M	1.3%
Personal Insurance	\$816.37 K	0.6%	\$5.71 M	0.7%	\$11.07 M	0.7%
Reading	\$270.85 K	0.2%	\$1.84 M	0.2%	\$3.51 M	0.2%
Shelter	\$27.55 M	21.5%	\$182.52 M	21.3%	\$342.32 M	21.2%
Tobacco	\$892.66 K	0.7%	\$5.63 M	0.7%	\$10.3 M	0.6%
Transportation	\$23.33 M	18.2%	\$155.92 M	18.2%	\$294.89 M	18.2%
Utilities	\$9.96 M	7.8%	\$65.18 M	7.6%	\$121.8 M	7.5%

Educational Attainment (2021)

	1 mi radius		3 mi radius		5 mi radius	
Adult Population Age 25 Years or Over	4,953		28,660		49,995	
Elementary (Grade Level 0 to 8)	1,402	28.3%	6,447	22.5%	8,525	17.1%
Some High School (Grade Level 9 to 11)	562	11.3%	2,902	10.1%	4,798	9.6%
High School Graduate	1,498	30.2%	7,803	27.2%	13,991	28.0%
Some College	492	9.9%	3,931	13.7%	8,299	16.6%
Associate Degree Only	185	3.7%	1,579	5.5%	2,935	5.9%
Bachelor Degree Only	531	10.7%	3,610	12.6%	6,978	14.0%
Graduate Degree	283	5.7%	2,388	8.3%	4,469	8.9%

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Units In Structure (2021)

	1 mi radius		3 mi radius		5 mi radius	
1 Detached Unit	1,478	62.4%	9,319	73.0%	18,137	82.5%
1 Attached Unit	83	3.5%	674	5.3%	1,241	5.6%
2 to 4 Units	157	6.6%	993	7.8%	1,321	6.0%
5 to 9 Units	230	9.7%	908	7.1%	1,206	5.5%
10 to 19 Units	217	9.2%	1,362	10.7%	1,868	8.5%
20 to 49 Units	104	4.4%	408	3.2%	502	2.3%
50 or More Units	68	2.9%	336	2.6%	482	2.2%
Mobile Home or Trailer	350	14.8%	1,490	11.7%	2,349	10.7%
Other Structure	17	0.7%	80	0.6%	108	0.5%

Homes Built By Year (2021)

Homes Built 2010 or later	81	3.4%	1,242	9.7%	3,100	14.1%
Homes Built 2000 to 2009	389	16.4%	2,361	18.5%	4,357	19.8%
Homes Built 1990 to 1999	605	25.6%	3,279	25.7%	5,539	25.2%
Homes Built 1980 to 1989	606	25.6%	2,845	22.3%	4,974	22.6%
Homes Built 1970 to 1979	282	11.9%	1,852	14.5%	3,557	16.2%
Homes Built 1960 to 1969	330	14.0%	1,712	13.4%	2,523	11.5%
Homes Built 1950 to 1959	239	10.1%	1,292	10.1%	1,771	8.1%
Homes Built Before 1949	170	7.2%	988	7.7%	1,393	6.3%

Home Values (2021)

Home Values \$1,000,000 or More	5	0.7%	115	1.7%	437	2.9%
Home Values \$500,000 to \$999,999	81	10.7%	743	11.1%	1,751	11.8%
Home Values \$400,000 to \$499,999	68	8.9%	860	12.8%	1,544	10.4%
Home Values \$300,000 to \$399,999	72	9.5%	691	10.3%	1,500	10.1%
Home Values \$200,000 to \$299,999	109	14.4%	1,256	18.7%	3,049	20.5%
Home Values \$150,000 to \$199,999	188	24.7%	1,485	22.1%	3,289	22.1%
Home Values \$100,000 to \$149,999	96	12.6%	684	10.2%	1,813	12.2%
Home Values \$70,000 to \$99,999	79	10.4%	301	4.5%	548	3.7%
Home Values \$50,000 to \$69,999	28	3.7%	206	3.1%	367	2.5%
Home Values \$25,000 to \$49,999	18	2.4%	151	2.2%	227	1.5%
Home Values Under \$25,000	15	1.9%	223	3.3%	357	2.4%
Owner-Occupied Median Home Value	\$204,936		\$256,738		\$260,746	
Renter-Occupied Median Rent	\$744		\$766		\$783	

Transportation To Work (2021)

Drive to Work Alone	2,748	66.3%	15,521	69.0%	26,743	71.8%
Drive to Work in Carpool	758	18.3%	4,284	19.1%	6,273	16.8%
Travel to Work by Public Transportation	472	11.4%	833	3.7%	1,116	3.0%
Drive to Work on Motorcycle	1	-	43	0.2%	60	0.2%
Walk or Bicycle to Work	95	2.3%	671	3.0%	1,026	2.8%
Other Means	4	0.1%	69	0.3%	110	0.3%
Work at Home	65	1.6%	1,057	4.7%	1,910	5.1%

Travel Time (2021)

Travel to Work in 14 Minutes or Less	1,414	34.1%	6,429	28.6%	10,042	27.0%
Travel to Work in 15 to 29 Minutes	1,313	31.7%	6,761	30.1%	11,904	32.0%
Travel to Work in 30 to 59 Minutes	1,062	25.6%	4,834	21.5%	8,051	21.6%
Travel to Work in 60 Minutes or More	292	7.1%	2,533	11.3%	4,398	11.8%
Average Minutes Travel to Work	20.4		21.1		21.3	

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