This document presents a concise profile of Gainesville based on the following three topic areas:

**Demographic and Social Data**
- Population
- Race and Ethnicity
- Age
- Household Type
- Citizenship
- Educational Attainment

**Economic Data**
- Labor Force Participation and Employment
- Industry
- Household Income
- Poverty
- Broadband Internet
- Health Insurance

**Housing Data**
- Occupancy
- Tenure and Mortgage Status
- Median Housing Costs
- Housing Cost-Burdened Households
- Vehicles Available
- Year Structure Built

All data in this profile reflect municipal boundaries as of January 1, 2019. Population totals are from the Census Bureau’s City Population Estimates program, 2019 vintage; all other data come from the Census Bureau’s 2019 American Community Survey 5-year estimates. Please note that percents may not sum to 100% due to rounding.

Questions? Please contact Holger Loewendorf, GMA Research Manager, at hloewendorf@gacities.com
Gainesville: Demographic and Social

**Population**

*2019 Population: 43,232*

**Race and Ethnicity**

- Black: 39%
- White: 41%
- Hispanic: 15%
- Other: 5%

**Age**

- Male: 85 and over: 0%
- Female: 85 and over: 0%
- Male: 5-9: 6%
- Female: 5-9: 6%
- Male: Under 5: 2%
- Female: Under 5: 2%

**Household Type**

- Single-headed Family: 24%
- Married Couple Family: 42%
- Non-family: 34%

**Citizenship**

- Native Born: 77%
- Naturalized: 6%
- Not Citizen: 18%

**Educational Attainment**

- Gainesville: BA or higher: 25%, Less than HS: 27%
- Hall County: BA or higher: 21%, Less than HS: 24%
- GA Mountains RC: BA or higher: 15%, Less than HS: 32%
- Georgia: BA or higher: 13%, Less than HS: 31%
Gainesville: Economic

**Labor Force Participation and Employment**

Unemployment Rate: 3.1%†

- Civilian Employed: 60%
- Not in Labor force: 38%
- Unemployed: 2%

Source: American Community Survey, 2019 5-year estimates, table B23001

† Note: Unemployment rate is based upon the civilian labor force.

**Industry**

- Agriculture, forestry, fishing and hunting, and mining: 0%
- Construction: 8%
- Manufacturing: 24%
- Wholesale Trade: 3%
- Retail Trade: 10%
- Transportation and warehousing, and utilities: 6%
- Information: 1%
- Finance and insurance, real estate, rental, leasing: 5%
- Professional, scientific, mgt, administrative, waste mgt: 8%
- Educational services, and health care and social assistance: 18%
- Arts, entertainment, recreation, accommodation, food service: 8%
- Other services, except public administration: 4%
- Public administration: 3%

Source: American Community Survey, 2019 5-year estimates, table C24030

**Household Income**

- Gainesville: Mean $51,520, Median $74,033
- Hall County: Mean $62,984, Median $86,265
- GA Mountains RC: Mean $66,935, Median $91,054
- Georgia: Mean $58,700, Median $82,406

Source: American Community Survey, 2019 5-year estimates, tables B19013 and B19025

**Poverty**

- Gainesville: Total Population 35%, Children 21%
- Hall County: Total Population 22%, Children 14%
- GA Mountains RC: Total Population 15%, Children 11%
- Georgia: Total Population 22%, Children 15%

Source: American Community Survey, 2019 5-year estimates, table B17010

**Broadband Internet**

- Yes: 82%
- No: 18%

Source: American Community Survey, 2019 5-year estimates, table B28002

**Health Insurance**

- Private: 46%
- Public: 25%
- Both: 9%
- None: 20%

Source: American Community Survey, 2019 5-year estimates, table B18135
Gainesville: Housing

**Occupancy**
- Occupied: 86%
- Vacant: 14%

**Tenure and Mortgage Status**
- Renter: 58%
- Owner with Mortgage: 28%
- Owner without Mortgage: 14%

**Median Housing Costs**

<table>
<thead>
<tr>
<th>Location</th>
<th>Owners</th>
<th>Renters</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gainesville</td>
<td>$1,134</td>
<td>$941</td>
</tr>
<tr>
<td>Hall County</td>
<td>$1,055</td>
<td>$963</td>
</tr>
<tr>
<td>GA Mountains RC</td>
<td>$1,073</td>
<td>$921</td>
</tr>
<tr>
<td>Georgia</td>
<td>$1,056</td>
<td>$1,006</td>
</tr>
</tbody>
</table>

**Housing Cost-Burdened Households**

<table>
<thead>
<tr>
<th>Location</th>
<th>Owners</th>
<th>Renters</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gainesville</td>
<td>19%</td>
<td>51%</td>
</tr>
<tr>
<td>Hall County</td>
<td>21%</td>
<td>46%</td>
</tr>
<tr>
<td>GA Mountains RC</td>
<td>19%</td>
<td>46%</td>
</tr>
<tr>
<td>Georgia</td>
<td>21%</td>
<td>49%</td>
</tr>
</tbody>
</table>

**Vehicles Available**

- 1 vehicle: 41%
- 2 vehicles: 34%
- 3+ vehicles: 16%
- None: 10%

**Year Structure Built**

- Before 1980: 36%
- Since 2000: 29%
- 1980-1999: 35%

Source: American Community Survey, 2019 5-year estimates, tables B25002 and B25009 and B25081, tables B25088 and B25064, tables B25091 and B25070, table B25044, table B25034, table B25044.