

**310 Broad St SW****Demographics**

**310 Broad St**  
**Gainesville, GA 30501-3710**  
**Property Type: Special Use**  
**Specific Use: Event Center**  
**Building Size: 11,000 SF**  
**Year Built: 1965**

Population	2015 Projection			2016 Projection		
	< 1 Mile	< 3 Miles	< 5 Miles	< 1 Mile	< 3 Miles	< 5 Miles
<b>Total Estimated Population</b>	9,629	45,575	71,856	11,527	53,723	83,742
<b>Total Census 2010 Population</b>	7,491	34,887	56,848	7,491	34,887	56,848
<b>Population Change %</b>	30.7%	28.8%	24.3%	57.2%	51.4%	44.4%
<b>Population Density (People/SQ Mile)</b>	4,326	3,324	2,473	5,232	3,972	2,939
<b>Median Age</b>	34	36	38	35	37	39
<b>Total Males</b>	5,028	23,937	37,102	6,009	28,201	43,260
<b>Total Females</b>	4,601	21,638	34,754	5,518	25,522	40,482

Population By Age Group	2015 Projection			2016 Projection		
	< 1 Mile	< 3 Miles	< 5 Miles	< 1 Mile	< 3 Miles	< 5 Miles
<b>4 Years Old and Younger</b>	1,005	4,359	6,359	1,174	4,987	7,244
<b>5 - 9 Years Old</b>	988	4,433	6,592	1,217	5,304	7,770
<b>10 - 14 Years Old</b>	753	3,555	5,510	1,042	4,682	6,995
<b>15 - 19 Years Old</b>	613	3,038	4,882	853	3,975	6,113
<b>20 - 24 Years Old</b>	699	3,231	5,065	739	3,514	5,510
<b>25 - 29 Years Old</b>	875	3,851	5,719	822	3,791	5,846
<b>30 - 34 Years Old</b>	890	3,958	5,765	868	3,892	5,827
<b>35 - 39 Years Old</b>	801	3,614	5,409	903	4,059	5,992
<b>40 - 44 Years Old</b>	704	3,181	5,042	879	3,978	6,007
<b>45 - 49 Years Old</b>	574	2,606	4,404	762	3,425	5,409
<b>50 - 54 Years Old</b>	425	2,035	3,634	569	2,634	4,418
<b>55 - 59 Years Old</b>	355	1,853	3,401	489	2,339	4,102
<b>60 - 64 Years Old</b>	249	1,434	2,668	350	1,850	3,362

<b>65 - 69 Years Old</b>	181	1,128	2,070	246	1,424	2,613
<b>70 - 74 Years Old</b>	142	948	1,643	186	1,139	2,069
<b>75 - 79 Years Old</b>	118	814	1,323	139	912	1,583
<b>80 - 84 Years Old</b>	101	673	1,051	105	728	1,190
<b>85 Years Old and Older</b>	156	864	1,319	184	1,090	1,692

<b>Population By Ethnicity</b>	<b>2015 Projection</b>			<b>2016 Projection</b>		
	<b>&lt; 1 Mile</b>	<b>&lt; 3 Miles</b>	<b>&lt; 5 Miles</b>	<b>&lt; 1 Mile</b>	<b>&lt; 3 Miles</b>	<b>&lt; 5 Miles</b>
<b>White</b>	8,177	39,428	62,090	10,026	47,197	73,331
<b>Black</b>	1,207	4,356	7,333	1,238	4,557	7,727
<b>Native American</b>	29	117	143	29	108	133
<b>Asian</b>	157	1,175	1,640	190	1,389	1,965
<b>Pacific Islander</b>	N/A	257	258	N/A	278	279
<b>2 or More Races</b>	59	242	392	44	194	307
<b>Hispanic</b>	5,297	23,299	30,815	6,949	30,325	40,174
<b>White Non-Hispanic</b>	2,832	16,150	31,395	3,136	17,351	33,913

<b>Housing</b>	<b>2015 Projection</b>			<b>2016 Projection</b>		
	<b>&lt; 1 Mile</b>	<b>&lt; 3 Miles</b>	<b>&lt; 5 Miles</b>	<b>&lt; 1 Mile</b>	<b>&lt; 3 Miles</b>	<b>&lt; 5 Miles</b>
<b>Total Estimated Households</b>	2,843	15,161	23,934	3,402	17,789	27,785
<b>Total Census 2010 Households</b>	2,288	11,095	18,548	2,288	11,095	18,548
<b>Average Household Size</b>	3.1	3	3	1.4	.4	.3
<b>Total Housing Units</b>	2,173	12,262	20,050	2,173	12,262	20,050
<b>Owner</b>	635	5,147	10,732	635	5,147	10,732
<b>Renter</b>	1,430	6,408	8,134	1,430	6,408	8,134
<b>Vacant Housing Units</b>	105	707	1,183	105	707	1,183

<b>Income</b>	<b>2015 Projection</b>			<b>2016 Projection</b>		
	<b>&lt; 1 Mile</b>	<b>&lt; 3 Miles</b>	<b>&lt; 5 Miles</b>	<b>&lt; 1 Mile</b>	<b>&lt; 3 Miles</b>	<b>&lt; 5 Miles</b>
<b>Under \$10,000</b>	477	2,098	2,615	672	2,565	3,157
<b>\$10,000 - \$14,999</b>	190	1,001	1,404	308	1,258	1,715
<b>\$15,000 - \$19,999</b>	161	1,275	1,718	200	1,502	2,006
<b>\$20,000 - \$24,999</b>	211	977	1,424	269	1,166	1,672
<b>\$25,000 - \$29,999</b>	186	1,104	1,551	226	1,307	1,816
<b>\$30,000 - \$34,999</b>	215	1,119	1,769	265	1,324	2,066
<b>\$35,000 - \$39,999</b>	203	1,009	1,619	243	1,193	1,886
<b>\$40,000 - \$44,999</b>	88	731	1,269	117	877	1,493
<b>\$45,000 - \$49,999</b>	49	605	981	67	713	1,139
<b>\$50,000 - \$59,999</b>	155	1,164	2,262	229	1,411	2,662

<b>\$60,000 - \$74,999</b>	225	1,255	2,151	307	1,511	2,527
<b>\$75,000 - \$99,999</b>	196	1,103	2,201	245	1,301	2,561
<b>\$100,000 - \$124,999</b>	101	595	1,069	122	691	1,232
<b>\$125,000 - \$149,999</b>	17	227	417	19	262	480
<b>\$150,000 - \$199,999</b>	44	177	344	52	203	393
<b>Over \$200,000</b>	296	591	928	30	364	747
<b>Median Household Income</b>	\$27,862	\$34,327	\$40,398	\$27,953	\$34,360	\$40,362
<b>Aggregate Household Income</b>	\$114,439,791	\$727,086,473	\$1,307,793,259	\$135,945,947	\$847,976,065	\$1,507,621,549
<b>Average Household Income</b>	\$35,396	\$45,130	\$51,890	\$35,235	\$45,096	\$51,788
<b>Per Capita Household Income</b>	\$10,071	\$15,241	\$17,852	\$10,029	\$15,233	\$17,825

Household Expenditures	2015 Projection			2016 Projection		
	< 1 Mile	< 3 Miles	< 5 Miles	< 1 Mile	< 3 Miles	< 5 Miles
<b>Total Annual Household</b>	\$115,745,685	\$593,763,435	\$998,967,945	\$123,477,775	\$684,238,000	\$1,149,403,786
<b>Average Annual Household</b>	\$38,113	\$38,083	\$41,018	\$32,929	\$36,778	\$40,302
<b>Food</b>	\$5,170	\$5,112	\$5,393	\$4,561	\$4,907	\$5,253
<b>Cereals &amp; Bakery Products</b>	\$390	\$391	\$404	\$365	\$381	\$396
<b>Cereals &amp; Cereal Products</b>	\$148	\$144	\$147	\$136	\$140	\$145
<b>Bakery Products</b>	\$278	\$278	\$289	\$252	\$264	\$277
<b>Meats, Poultry, Fish &amp; Eggs</b>	\$815	\$816	\$855	\$758	\$806	\$855
<b>Dairy Products</b>	\$328	\$328	\$343	\$303	\$325	\$344
<b>Housing</b>	\$12,661	\$12,686	\$13,499	\$11,183	\$12,363	\$13,354
<b>Owned Dwellings</b>	\$4,639	\$4,606	\$5,093	\$3,723	\$4,386	\$4,987
<b>Mortgage Interest &amp; Charges</b>	\$2,344	\$2,315	\$2,587	\$1,772	\$2,074	\$2,378
<b>Property Taxes</b>	\$1,340	\$1,336	\$1,462	\$1,083	\$1,248	\$1,390
<b>Rented Dwellings</b>	\$2,480	\$2,516	\$2,442	\$2,561	\$2,486	\$2,396
<b>Utilities, Fuels &amp; Public Services</b>	\$2,808	\$2,884	\$3,051	\$2,606	\$2,852	\$3,040
<b>Natural Gas</b>	\$422	\$433	\$456	\$371	\$406	\$432
<b>Electricity</b>	\$1,041	\$1,065	\$1,117	\$981	\$1,059	\$1,116
<b>Fuel Oil or Other Fuels</b>	\$106	\$111	\$117	\$100	\$110	\$116
<b>Telephone Services</b>	\$928	\$952	\$1,009	\$868	\$960	\$1,031
<b>Water &amp; Other Public Services</b>	\$290	\$302	\$323	\$276	\$304	\$329
<b>Household Operations</b>	\$627	\$619	\$672	\$504	\$578	\$643
<b>Personal Services</b>	\$232	\$232	\$252	\$192	\$223	\$248
<b>Other Household Expenses</b>	\$419	\$416	\$454	\$348	\$400	\$449
<b>Housekeeping Supplies</b>	\$537	\$540	\$570	\$476	\$513	\$545

<b>Household Furnishings &amp; Equipment</b>	\$1,311	\$1,290	\$1,407	\$1,046	\$1,183	\$1,313
<b>Furniture</b>	\$334	\$331	\$368	\$260	\$304	\$346
<b>Floor Coverings</b>	\$34	\$34	\$37	\$27	\$31	\$35
<b>Major Appliances</b>	\$181	\$186	\$202	\$151	\$176	\$196
<b>Sm. Appliances &amp; Misc Housewares</b>	\$90	\$89	\$94	\$78	\$86	\$92
<b>Apparel &amp; Services</b>	\$1,435	\$1,411	\$1,500	\$1,279	\$1,380	\$1,488
<b>Transportation</b>	\$6,655	\$6,761	\$7,399	\$5,855	\$6,643	\$7,406
<b>Maintenance &amp; Repairs</b>	\$524	\$537	\$577	\$468	\$524	\$568
<b>Vehicle Insurance</b>	\$943	\$969	\$1,046	\$850	\$958	\$1,044
<b>Public Transportation</b>	\$347	\$336	\$368	\$274	\$313	\$353
<b>Health Care</b>	\$2,506	\$2,616	\$2,782	\$2,284	\$2,530	\$2,703
<b>Entertainment</b>	\$1,995	\$1,974	\$2,150	\$1,669	\$1,911	\$2,135
<b>Tobacco &amp; Smoking Related</b>	\$256	\$265	\$271	\$253	\$270	\$278
<b>Cash Contributions</b>	\$1,188	\$1,192	\$1,312	\$959	\$1,126	\$1,269
<b>Personal Insurance &amp; Pensions</b>	\$3,731	\$3,655	\$4,150	\$2,749	\$3,338	\$3,914
<b>Life &amp; Other Personal Insurance</b>	\$306	\$305	\$334	\$251	\$291	\$327
<b>Pensions &amp; Social Security</b>	\$3,447	\$3,369	\$3,832	\$2,513	\$3,062	\$3,604