



Demographic and Income Profile Report

Jesse Jewell Pkwy and I-985
 Jesse Jewell Pkwy NE, Gainesville, GA, 30501
 Ring: 3 miles radius

Georgia Power Community & Economic
 Latitude: 34.31627
 Longitude: -83.78862

| Summary | 2010 | 2011 | 2016 |
|-------------------------------|--------|--------|--------|
| Population | 23,074 | 22,703 | 22,525 |
| Households | 7,802 | 7,682 | 7,624 |
| Families | 5,053 | 4,968 | 4,870 |
| Average Household Size | 2.77 | 2.76 | 2.76 |
| Owner Occupied Housing Units | 3,671 | 3,549 | 3,575 |
| Renter Occupied Housing Units | 4,131 | 4,133 | 4,050 |
| Median Age | 31.5 | 31.6 | 32.2 |

| Trends: 2011 - 2016 Annual Rate | Area | State | National |
|---------------------------------|--------|-------|----------|
| Population | -0.16% | 0.94% | 0.67% |
| Households | -0.15% | 1.00% | 0.71% |
| Families | -0.40% | 0.84% | 0.57% |
| Owner HHs | 0.15% | 1.20% | 0.91% |
| Median Household Income | 3.14% | 3.56% | 2.75% |

| Households by Income | 2011 | | 2016 | |
|-----------------------|--------|---------|--------|---------|
| | Number | Percent | Number | Percent |
| <\$15,000 | 1,750 | 22.8% | 1,680 | 22.0% |
| \$15,000 - \$24,999 | 1,187 | 15.5% | 926 | 12.1% |
| \$25,000 - \$34,999 | 953 | 12.4% | 723 | 9.5% |
| \$35,000 - \$49,999 | 1,355 | 17.6% | 1,161 | 15.2% |
| \$50,000 - \$74,999 | 1,072 | 14.0% | 1,167 | 15.3% |
| \$75,000 - \$99,999 | 591 | 7.7% | 895 | 11.7% |
| \$100,000 - \$149,999 | 475 | 6.2% | 670 | 8.8% |
| \$150,000 - \$199,999 | 114 | 1.5% | 165 | 2.2% |
| \$200,000+ | 184 | 2.4% | 238 | 3.1% |

| | | |
|--------------------------|----------|----------|
| Median Household Income | \$34,325 | \$40,066 |
| Average Household Income | \$47,887 | \$57,853 |
| Per Capita Income | \$18,246 | \$21,699 |

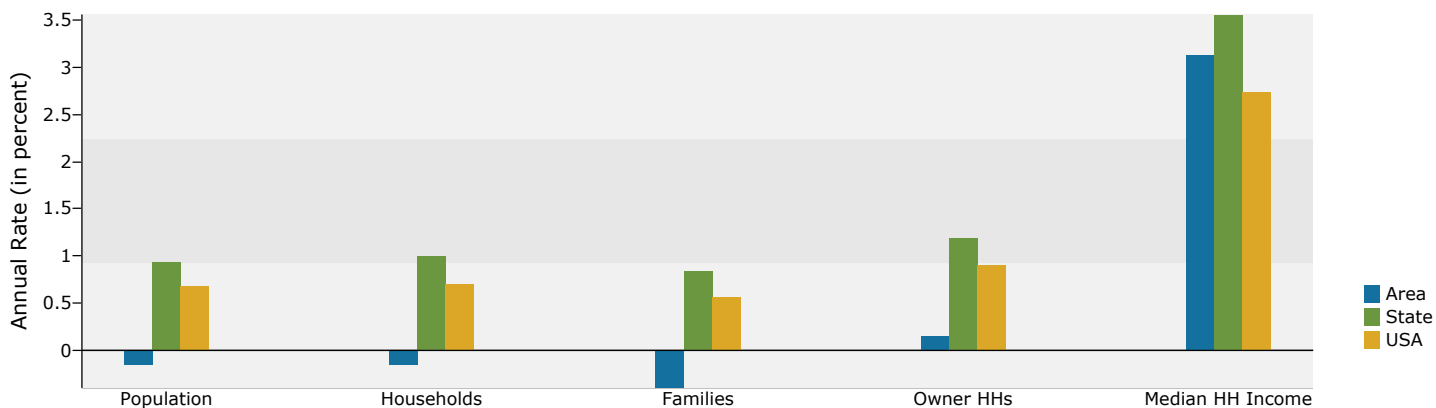
| Population by Age | 2010 | | 2011 | | 2016 | |
|-------------------|--------|---------|--------|---------|--------|---------|
| | Number | Percent | Number | Percent | Number | Percent |
| 0 - 4 | 1,988 | 8.6% | 1,929 | 8.5% | 1,919 | 8.5% |
| 5 - 9 | 1,919 | 8.3% | 1,873 | 8.3% | 1,820 | 8.1% |
| 10 - 14 | 1,652 | 7.2% | 1,616 | 7.1% | 1,587 | 7.0% |
| 15 - 19 | 1,900 | 8.2% | 1,863 | 8.2% | 1,751 | 7.8% |
| 20 - 24 | 1,895 | 8.2% | 1,876 | 8.3% | 1,802 | 8.0% |
| 25 - 34 | 3,270 | 14.2% | 3,234 | 14.2% | 3,262 | 14.5% |
| 35 - 44 | 2,792 | 12.1% | 2,719 | 12.0% | 2,575 | 11.4% |
| 45 - 54 | 2,569 | 11.1% | 2,508 | 11.0% | 2,262 | 10.0% |
| 55 - 64 | 2,047 | 8.9% | 2,039 | 9.0% | 2,162 | 9.6% |
| 65 - 74 | 1,398 | 6.1% | 1,407 | 6.2% | 1,686 | 7.5% |
| 75 - 84 | 1,041 | 4.5% | 1,034 | 4.6% | 1,054 | 4.7% |
| 85+ | 603 | 2.6% | 603 | 2.7% | 645 | 2.9% |

| Race and Ethnicity | 2010 | | 2011 | | 2016 | |
|----------------------------|--------|---------|--------|---------|--------|---------|
| | Number | Percent | Number | Percent | Number | Percent |
| White Alone | 12,571 | 54.5% | 12,318 | 54.3% | 11,581 | 51.4% |
| Black Alone | 4,663 | 20.2% | 4,560 | 20.1% | 4,379 | 19.4% |
| American Indian Alone | 111 | 0.5% | 111 | 0.5% | 128 | 0.6% |
| Asian Alone | 274 | 1.2% | 269 | 1.2% | 277 | 1.2% |
| Pacific Islander Alone | 34 | 0.1% | 33 | 0.1% | 29 | 0.1% |
| Some Other Race Alone | 4,744 | 20.6% | 4,743 | 20.9% | 5,394 | 23.9% |
| Two or More Races | 677 | 2.9% | 669 | 2.9% | 737 | 3.3% |
| Hispanic Origin (Any Race) | 8,038 | 34.8% | 8,042 | 35.4% | 8,873 | 39.4% |

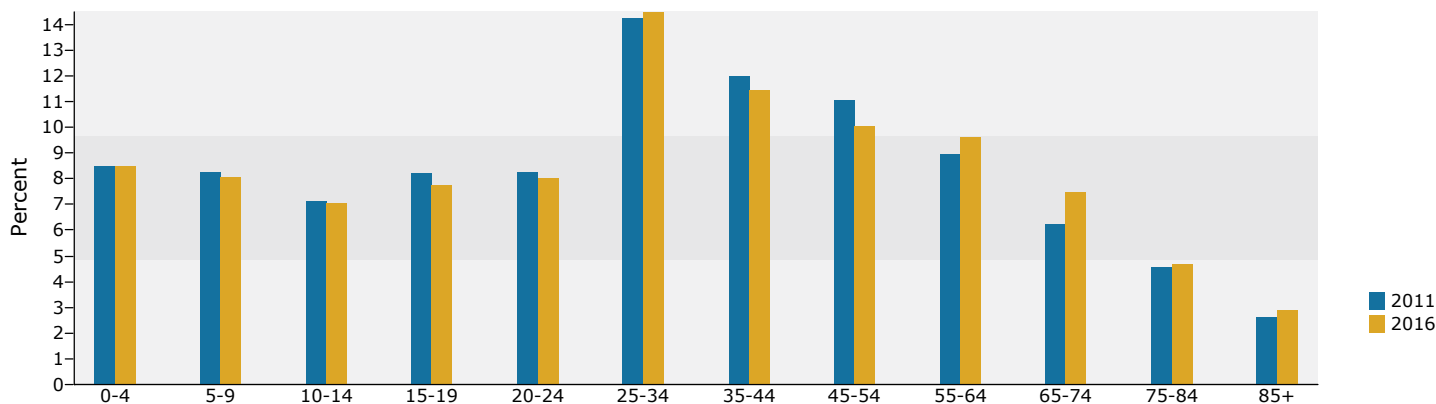
Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Data. Esri forecasts for 2011 and 2016.

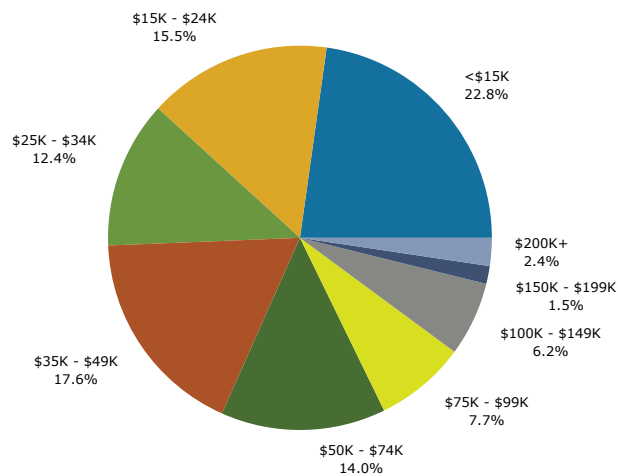
Trends 2011-2016



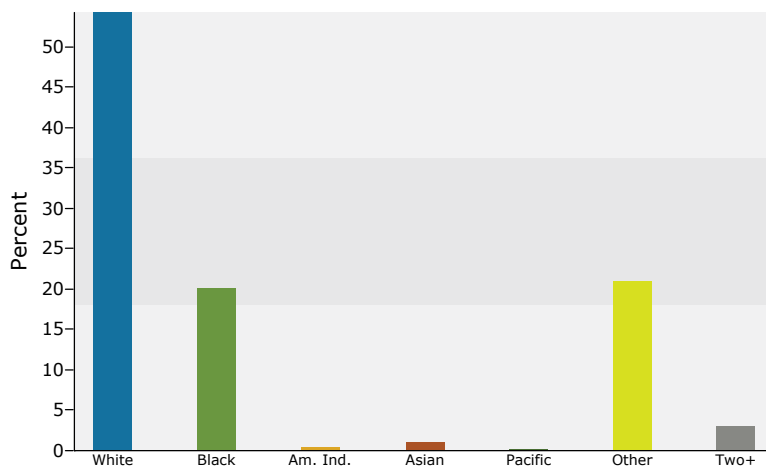
Population by Age



2011 Household Income



2011 Population by Race



2011 Percent Hispanic Origin: 35.4%

Source: U.S. Census Bureau, Census 2010 Data. Esri forecasts for 2011 and 2016.



Demographic and Income Profile Report

Jesse Jewell Pkwy and I-985
 Jesse Jewell Pkwy NE, Gainesville, GA, 30501
 Ring: 5 miles radius

Georgia Power Community & Economic
 Latitude: 34.31627
 Longitude: -83.78862

| Summary | 2010 | 2011 | 2016 |
|---------------------------------|--------|--------|----------|
| Population | 56,546 | 55,957 | 56,106 |
| Households | 18,193 | 18,015 | 18,048 |
| Families | 12,571 | 12,435 | 12,323 |
| Average Household Size | 3.01 | 3.01 | 3.01 |
| Owner Occupied Housing Units | 8,825 | 8,581 | 8,687 |
| Renter Occupied Housing Units | 9,368 | 9,434 | 9,361 |
| Median Age | 30.2 | 30.3 | 30.7 |
| Trends: 2011 - 2016 Annual Rate | Area | State | National |
| Population | 0.05% | 0.94% | 0.67% |
| Households | 0.04% | 1.00% | 0.71% |
| Families | -0.18% | 0.84% | 0.57% |
| Owner HHs | 0.25% | 1.20% | 0.91% |
| Median Household Income | 4.17% | 3.56% | 2.75% |

| Households by Income | 2011 | | 2016 | |
|--------------------------|----------|---------|----------|---------|
| | Number | Percent | Number | Percent |
| <\$15,000 | 3,479 | 19.3% | 3,316 | 18.4% |
| \$15,000 - \$24,999 | 2,475 | 13.7% | 1,916 | 10.6% |
| \$25,000 - \$34,999 | 2,151 | 11.9% | 1,624 | 9.0% |
| \$35,000 - \$49,999 | 3,038 | 16.9% | 2,547 | 14.1% |
| \$50,000 - \$74,999 | 2,967 | 16.5% | 3,161 | 17.5% |
| \$75,000 - \$99,999 | 1,670 | 9.3% | 2,471 | 13.7% |
| \$100,000 - \$149,999 | 1,347 | 7.5% | 1,879 | 10.4% |
| \$150,000 - \$199,999 | 434 | 2.4% | 583 | 3.2% |
| \$200,000+ | 455 | 2.5% | 552 | 3.1% |
| Median Household Income | \$38,414 | | \$47,126 | |
| Average Household Income | \$53,332 | | \$63,441 | |
| Per Capita Income | \$18,249 | | \$21,517 | |

| Population by Age | 2010 | | 2011 | | 2016 | |
|-------------------|--------|---------|--------|---------|--------|---------|
| | Number | Percent | Number | Percent | Number | Percent |
| 0 - 4 | 5,287 | 9.4% | 5,165 | 9.2% | 5,236 | 9.3% |
| 5 - 9 | 4,919 | 8.7% | 4,843 | 8.7% | 4,792 | 8.5% |
| 10 - 14 | 4,233 | 7.5% | 4,174 | 7.5% | 4,171 | 7.4% |
| 15 - 19 | 4,391 | 7.8% | 4,321 | 7.7% | 4,062 | 7.2% |
| 20 - 24 | 4,689 | 8.3% | 4,679 | 8.4% | 4,557 | 8.1% |
| 25 - 34 | 8,736 | 15.4% | 8,707 | 15.6% | 8,949 | 16.0% |
| 35 - 44 | 7,388 | 13.1% | 7,252 | 13.0% | 6,962 | 12.4% |
| 45 - 54 | 6,208 | 11.0% | 6,083 | 10.9% | 5,541 | 9.9% |
| 55 - 64 | 4,800 | 8.5% | 4,807 | 8.6% | 5,137 | 9.2% |
| 65 - 74 | 2,949 | 5.2% | 2,989 | 5.3% | 3,629 | 6.5% |
| 75 - 84 | 1,985 | 3.5% | 1,973 | 3.5% | 2,030 | 3.6% |
| 85+ | 961 | 1.7% | 963 | 1.7% | 1,039 | 1.9% |

| Race and Ethnicity | 2010 | | 2011 | | 2016 | |
|----------------------------|--------|---------|--------|---------|--------|---------|
| | Number | Percent | Number | Percent | Number | Percent |
| White Alone | 32,089 | 56.7% | 31,575 | 56.4% | 29,913 | 53.3% |
| Black Alone | 7,343 | 13.0% | 7,214 | 12.9% | 6,985 | 12.5% |
| American Indian Alone | 341 | 0.6% | 342 | 0.6% | 396 | 0.7% |
| Asian Alone | 942 | 1.7% | 923 | 1.7% | 933 | 1.7% |
| Pacific Islander Alone | 99 | 0.2% | 96 | 0.2% | 85 | 0.2% |
| Some Other Race Alone | 14,053 | 24.9% | 14,139 | 25.3% | 15,958 | 28.4% |
| Two or More Races | 1,679 | 3.0% | 1,667 | 3.0% | 1,836 | 3.3% |
| Hispanic Origin (Any Race) | 24,164 | 42.7% | 24,284 | 43.4% | 26,487 | 47.2% |

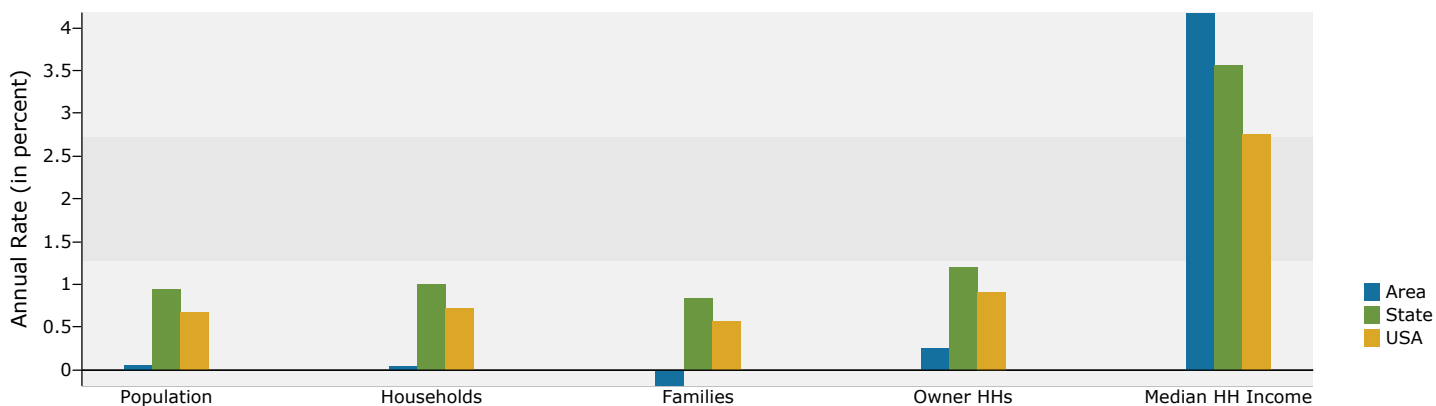
Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Data. Esri forecasts for 2011 and 2016.

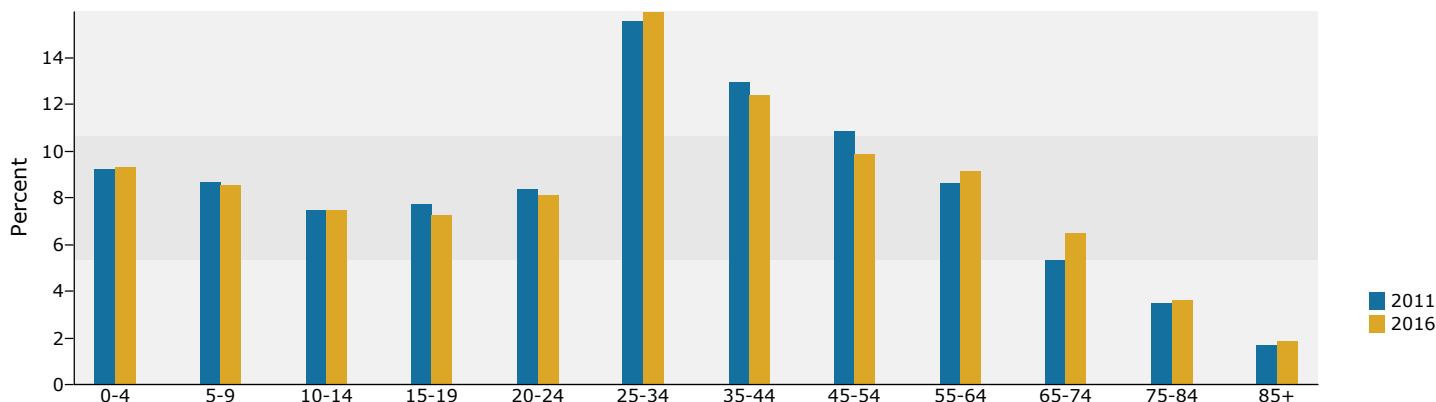
April 10, 2012

Made with Esri Community Analyst

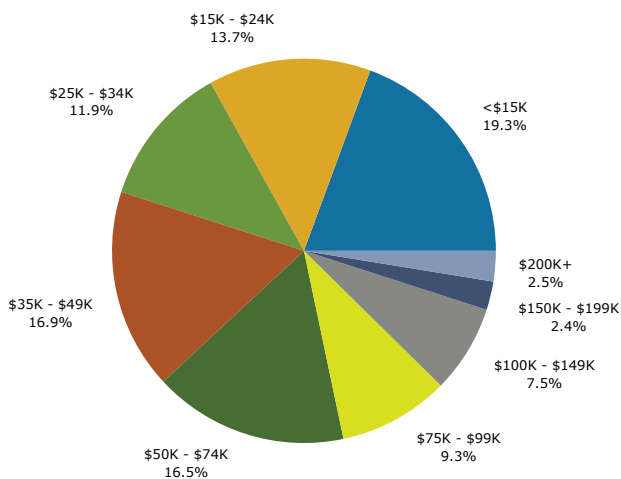
Trends 2011-2016



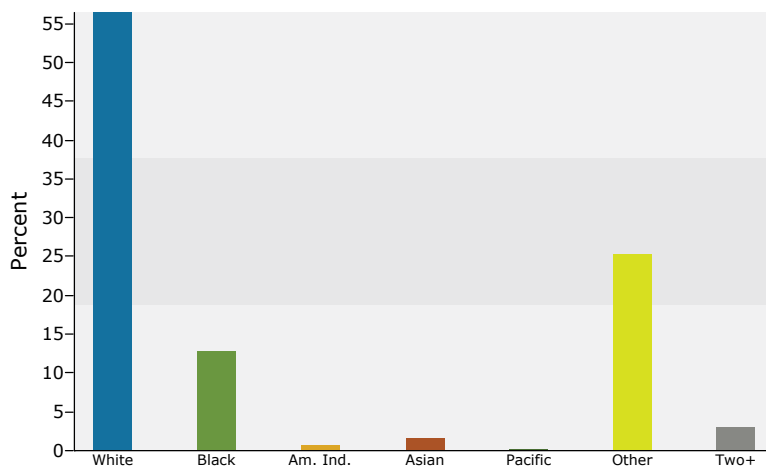
Population by Age



2011 Household Income



2011 Population by Race



2011 Percent Hispanic Origin: 43.4%

Source: U.S. Census Bureau, Census 2010 Data. Esri forecasts for 2011 and 2016.



Demographic and Income Profile Report

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 Jesse Jewell Pkwy NE, Gainesville, GA, 30501
 Ring: 10 miles radius

Georgia Power Community & Economic
 Latitude: 34.31627
 Longitude: -83.78862

| Summary | 2010 | 2011 | 2016 |
|-------------------------------|---------|---------|---------|
| Population | 134,264 | 134,926 | 139,158 |
| Households | 44,334 | 44,559 | 45,872 |
| Families | 32,609 | 32,782 | 33,484 |
| Average Household Size | 2.96 | 2.96 | 2.97 |
| Owner Occupied Housing Units | 28,459 | 28,300 | 29,408 |
| Renter Occupied Housing Units | 15,875 | 16,259 | 16,464 |
| Median Age | 33.0 | 33.1 | 33.5 |

| Trends: 2011 - 2016 Annual Rate | Area | State | National |
|---------------------------------|-------|-------|----------|
| Population | 0.62% | 0.94% | 0.67% |
| Households | 0.58% | 1.00% | 0.71% |
| Families | 0.43% | 0.84% | 0.57% |
| Owner HHs | 0.77% | 1.20% | 0.91% |
| Median Household Income | 3.98% | 3.56% | 2.75% |

| Households by Income | 2011 | | 2016 | |
|--------------------------|----------|---------|----------|---------|
| | Number | Percent | Number | Percent |
| <\$15,000 | 6,702 | 15.0% | 6,387 | 13.9% |
| \$15,000 - \$24,999 | 5,308 | 11.9% | 4,100 | 8.9% |
| \$25,000 - \$34,999 | 4,882 | 11.0% | 3,712 | 8.1% |
| \$35,000 - \$49,999 | 7,451 | 16.7% | 6,316 | 13.8% |
| \$50,000 - \$74,999 | 8,987 | 20.2% | 9,701 | 21.1% |
| \$75,000 - \$99,999 | 4,875 | 10.9% | 7,139 | 15.6% |
| \$100,000 - \$149,999 | 4,049 | 9.1% | 5,552 | 12.1% |
| \$150,000 - \$199,999 | 1,156 | 2.6% | 1,581 | 3.4% |
| \$200,000+ | 1,148 | 2.6% | 1,386 | 3.0% |
| Median Household Income | \$44,769 | | \$54,404 | |
| Average Household Income | \$58,534 | | \$68,630 | |
| Per Capita Income | \$20,061 | | \$23,358 | |

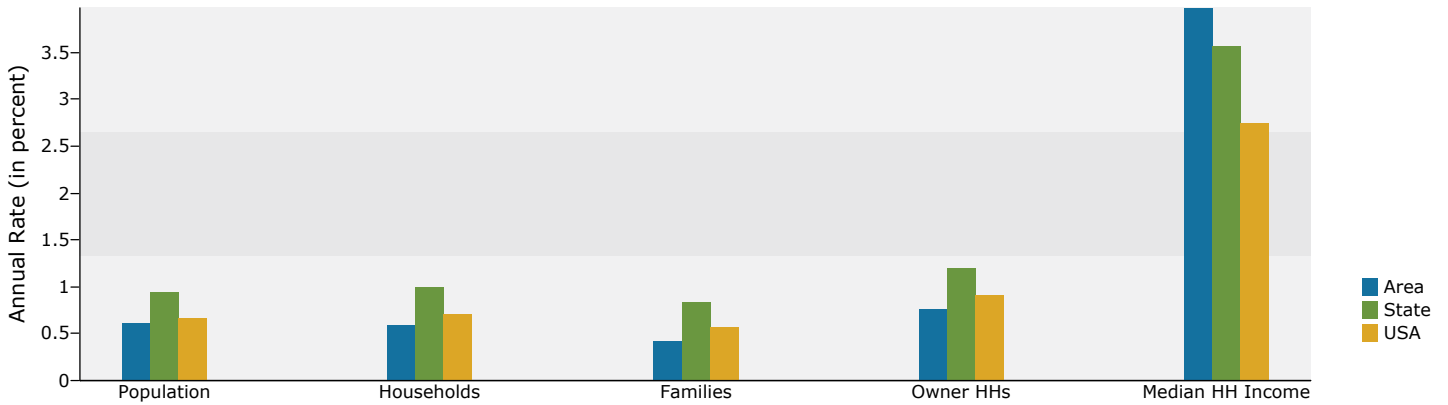
| Population by Age | 2010 | | 2011 | | 2016 | |
|-------------------|--------|---------|--------|---------|--------|---------|
| | Number | Percent | Number | Percent | Number | Percent |
| 0 - 4 | 11,024 | 8.2% | 10,922 | 8.1% | 11,358 | 8.2% |
| 5 - 9 | 11,119 | 8.3% | 11,130 | 8.2% | 11,346 | 8.2% |
| 10 - 14 | 10,146 | 7.6% | 10,176 | 7.5% | 10,488 | 7.5% |
| 15 - 19 | 9,930 | 7.4% | 9,925 | 7.4% | 9,552 | 6.9% |
| 20 - 24 | 9,605 | 7.2% | 9,706 | 7.2% | 9,671 | 7.0% |
| 25 - 34 | 19,011 | 14.2% | 19,198 | 14.2% | 20,199 | 14.5% |
| 35 - 44 | 18,496 | 13.8% | 18,463 | 13.7% | 18,233 | 13.1% |
| 45 - 54 | 17,095 | 12.7% | 17,046 | 12.6% | 16,017 | 11.5% |
| 55 - 64 | 13,262 | 9.9% | 13,493 | 10.0% | 14,845 | 10.7% |
| 65 - 74 | 8,107 | 6.0% | 8,350 | 6.2% | 10,456 | 7.5% |
| 75 - 84 | 4,654 | 3.5% | 4,682 | 3.5% | 4,952 | 3.6% |
| 85+ | 1,816 | 1.4% | 1,832 | 1.4% | 2,040 | 1.5% |

| Race and Ethnicity | 2010 | | 2011 | | 2016 | |
|----------------------------|--------|---------|--------|---------|--------|---------|
| | Number | Percent | Number | Percent | Number | Percent |
| White Alone | 92,941 | 69.2% | 93,050 | 69.0% | 92,012 | 66.1% |
| Black Alone | 11,332 | 8.4% | 11,309 | 8.4% | 11,390 | 8.2% |
| American Indian Alone | 647 | 0.5% | 652 | 0.5% | 760 | 0.5% |
| Asian Alone | 2,420 | 1.8% | 2,414 | 1.8% | 2,586 | 1.9% |
| Pacific Islander Alone | 148 | 0.1% | 146 | 0.1% | 138 | 0.1% |
| Some Other Race Alone | 23,512 | 17.5% | 24,060 | 17.8% | 28,470 | 20.5% |
| Two or More Races | 3,264 | 2.4% | 3,295 | 2.4% | 3,802 | 2.7% |
| Hispanic Origin (Any Race) | 42,749 | 31.8% | 43,703 | 32.4% | 49,841 | 35.8% |

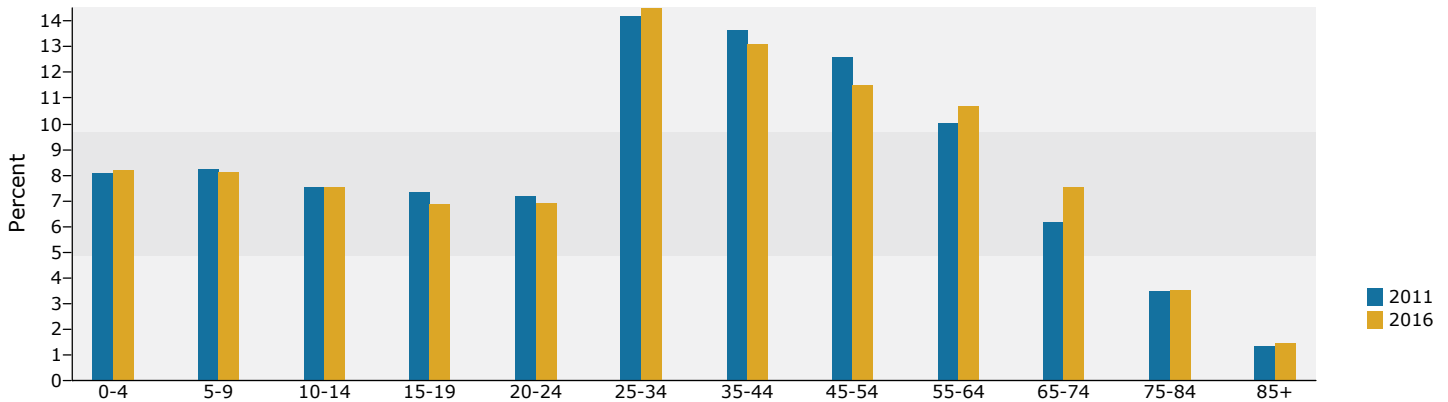
Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Data. Esri forecasts for 2011 and 2016.

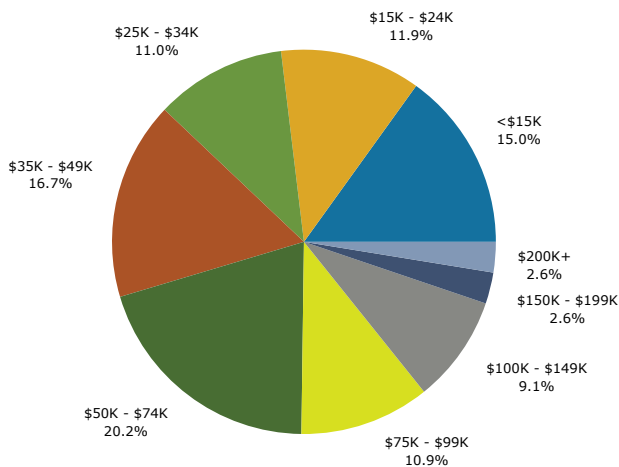
Trends 2011-2016



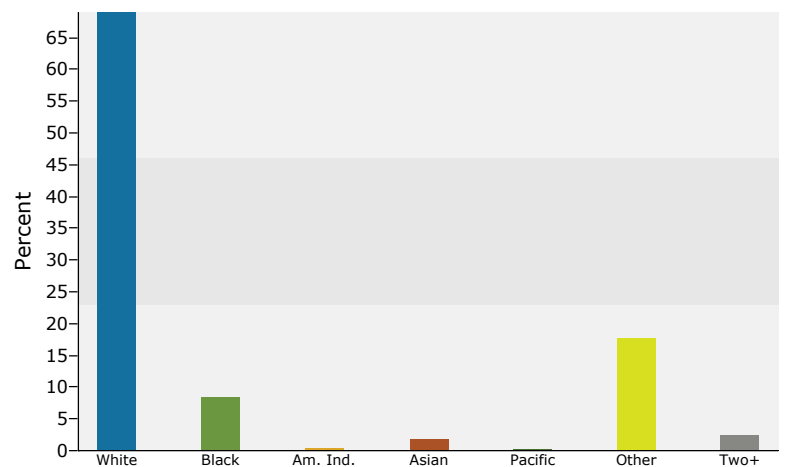
Population by Age



2011 Household Income



2011 Population by Race



2011 Percent Hispanic Origin: 32.4%

Source: U.S. Census Bureau, Census 2010 Data. Esri forecasts for 2011 and 2016.