



Community Profile

1500 Lawrence St, Gainesville, Texas, 76240 2
 1500 Lawrence St, Gainesville, Texas, 76240
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 33.64268
 Longitude: -97.13655

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	5,301	16,224	18,965
2010 Total Population	5,545	16,491	19,372
2020 Total Population	5,932	18,194	21,226
2020 Group Quarters	71	359	462
2025 Total Population	6,073	18,772	21,884
2020-2025 Annual Rate	0.47%	0.63%	0.61%
2020 Total Daytime Population	5,800	19,276	23,261
Workers	2,367	9,125	11,524
Residents	3,433	10,151	11,737
Household Summary			
2000 Households	2,040	6,206	7,118
2000 Average Household Size	2.56	2.53	2.58
2010 Households	2,107	6,140	7,140
2010 Average Household Size	2.60	2.62	2.64
2020 Households	2,247	6,765	7,832
2020 Average Household Size	2.61	2.64	2.65
2025 Households	2,300	6,980	8,076
2025 Average Household Size	2.61	2.64	2.65
2020-2025 Annual Rate	0.47%	0.63%	0.62%
2010 Families	1,284	4,067	4,818
2010 Average Family Size	3.36	3.24	3.23
2020 Families	1,349	4,444	5,241
2020 Average Family Size	3.41	3.28	3.26
2025 Families	1,371	4,571	5,387
2025 Average Family Size	3.43	3.28	3.27
2020-2025 Annual Rate	0.32%	0.57%	0.55%
Housing Unit Summary			
2000 Housing Units	2,147	6,691	7,661
Owner Occupied Housing Units	47.6%	55.3%	57.8%
Renter Occupied Housing Units	47.4%	37.5%	35.1%
Vacant Housing Units	5.0%	7.2%	7.1%
2010 Housing Units	2,313	6,900	7,978
Owner Occupied Housing Units	38.3%	49.2%	52.6%
Renter Occupied Housing Units	52.8%	39.7%	36.9%
Vacant Housing Units	8.9%	11.0%	10.5%
2020 Housing Units	2,424	7,511	8,644
Owner Occupied Housing Units	33.3%	43.1%	46.8%
Renter Occupied Housing Units	59.4%	47.0%	43.8%
Vacant Housing Units	7.3%	9.9%	9.4%
2025 Housing Units	2,473	7,740	8,902
Owner Occupied Housing Units	33.0%	42.9%	46.7%
Renter Occupied Housing Units	60.0%	47.2%	44.1%
Vacant Housing Units	7.0%	9.8%	9.3%
Median Household Income			
2020	\$38,326	\$45,203	\$47,187
2025	\$39,794	\$46,777	\$49,110
Median Home Value			
2020	\$78,245	\$109,954	\$119,810
2025	\$80,831	\$115,968	\$127,117
Per Capita Income			
2020	\$20,127	\$22,916	\$23,918
2025	\$21,670	\$24,496	\$25,696
Median Age			
2010	31.4	33.4	34.3
2020	32.0	34.5	35.3
2025	32.6	35.5	36.4

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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2020 Households by Income			
Household Income Base	2,247	6,765	7,832
<\$15,000	15.6%	12.1%	11.0%
\$15,000 - \$24,999	14.9%	12.7%	12.3%
\$25,000 - \$34,999	14.4%	11.5%	11.5%
\$35,000 - \$49,999	17.4%	18.3%	17.8%
\$50,000 - \$74,999	18.8%	18.5%	18.2%
\$75,000 - \$99,999	8.9%	11.4%	12.0%
\$100,000 - \$149,999	6.6%	10.6%	11.7%
\$150,000 - \$199,999	1.1%	2.4%	2.8%
\$200,000+	2.2%	2.6%	2.9%
Average Household Income	\$52,424	\$61,701	\$64,548
2025 Households by Income			
Household Income Base	2,300	6,980	8,076
<\$15,000	14.9%	11.5%	10.4%
\$15,000 - \$24,999	14.4%	12.2%	11.7%
\$25,000 - \$34,999	13.7%	10.9%	10.8%
\$35,000 - \$49,999	17.4%	18.5%	17.9%
\$50,000 - \$74,999	19.5%	18.6%	18.2%
\$75,000 - \$99,999	9.5%	11.8%	12.4%
\$100,000 - \$149,999	6.8%	11.1%	12.3%
\$150,000 - \$199,999	1.3%	2.7%	3.2%
\$200,000+	2.5%	2.8%	3.1%
Average Household Income	\$56,512	\$65,966	\$69,342
2020 Owner Occupied Housing Units by Value			
Total	807	3,235	4,043
<\$50,000	26.3%	13.9%	11.9%
\$50,000 - \$99,999	42.0%	30.0%	27.2%
\$100,000 - \$149,999	19.6%	30.2%	27.4%
\$150,000 - \$199,999	6.3%	12.4%	13.7%
\$200,000 - \$249,999	3.2%	5.5%	6.5%
\$250,000 - \$299,999	1.4%	3.1%	5.0%
\$300,000 - \$399,999	1.2%	3.0%	4.4%
\$400,000 - \$499,999	0.0%	1.1%	1.9%
\$500,000 - \$749,999	0.0%	0.5%	0.7%
\$750,000 - \$999,999	0.0%	0.2%	0.7%
\$1,000,000 - \$1,499,999	0.0%	0.1%	0.3%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.1%
\$2,000,000 +	0.0%	0.0%	0.1%
Average Home Value	\$88,941	\$127,682	\$152,634
2025 Owner Occupied Housing Units by Value			
Total	817	3,323	4,154
<\$50,000	24.1%	12.4%	10.4%
\$50,000 - \$99,999	42.0%	28.0%	24.9%
\$100,000 - \$149,999	20.1%	30.2%	27.0%
\$150,000 - \$199,999	6.9%	13.7%	14.7%
\$200,000 - \$249,999	3.9%	6.3%	7.2%
\$250,000 - \$299,999	1.6%	3.5%	5.7%
\$300,000 - \$399,999	1.5%	3.7%	5.3%
\$400,000 - \$499,999	0.0%	1.4%	2.4%
\$500,000 - \$749,999	0.0%	0.6%	0.9%
\$750,000 - \$999,999	0.0%	0.2%	0.9%
\$1,000,000 - \$1,499,999	0.0%	0.2%	0.4%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.2%
\$2,000,000 +	0.0%	0.0%	0.1%
Average Home Value	\$92,931	\$136,289	\$165,361

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age			
Total	5,544	16,494	19,371
0 - 4	10.3%	9.0%	8.5%
5 - 9	8.1%	7.7%	7.6%
10 - 14	6.3%	6.5%	6.6%
15 - 24	15.7%	15.1%	15.1%
25 - 34	14.5%	13.7%	13.0%
35 - 44	10.0%	10.6%	10.9%
45 - 54	12.4%	12.1%	12.7%
55 - 64	9.8%	10.9%	11.3%
65 - 74	6.1%	6.9%	7.1%
75 - 84	4.8%	5.2%	5.1%
85 +	2.0%	2.3%	2.2%
18 +	71.5%	72.7%	72.7%
2020 Population by Age			
Total	5,933	18,196	21,225
0 - 4	9.6%	8.3%	7.8%
5 - 9	9.0%	8.0%	7.7%
10 - 14	8.0%	7.5%	7.3%
15 - 24	12.5%	12.6%	12.8%
25 - 34	15.6%	14.3%	14.0%
35 - 44	11.7%	11.9%	11.7%
45 - 54	9.2%	10.0%	10.4%
55 - 64	10.2%	10.8%	11.4%
65 - 74	7.9%	9.2%	9.6%
75 - 84	4.4%	5.2%	5.1%
85 +	2.0%	2.3%	2.2%
18 +	69.7%	72.4%	73.0%
2025 Population by Age			
Total	6,075	18,771	21,884
0 - 4	9.5%	8.2%	7.8%
5 - 9	8.8%	7.8%	7.5%
10 - 14	8.4%	7.8%	7.6%
15 - 24	13.3%	13.1%	13.1%
25 - 34	13.4%	12.4%	12.2%
35 - 44	12.9%	12.9%	12.7%
45 - 54	9.1%	10.0%	10.2%
55 - 64	9.6%	9.9%	10.4%
65 - 74	8.2%	9.7%	10.2%
75 - 84	4.9%	6.0%	6.1%
85 +	1.8%	2.2%	2.1%
18 +	68.8%	71.8%	72.5%
2010 Population by Sex			
Males	2,595	7,915	9,407
Females	2,950	8,576	9,965
2020 Population by Sex			
Males	2,816	8,811	10,361
Females	3,117	9,383	10,865
2025 Population by Sex			
Males	2,905	9,126	10,713
Females	3,168	9,647	11,171

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Race/Ethnicity			
Total	5,545	16,491	19,373
White Alone	71.7%	75.4%	77.6%
Black Alone	5.7%	5.0%	4.6%
American Indian Alone	1.5%	1.3%	1.2%
Asian Alone	2.0%	1.2%	1.1%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	15.6%	13.8%	12.3%
Two or More Races	3.4%	3.2%	3.0%
Hispanic Origin	32.2%	27.5%	24.6%
Diversity Index	70.8	65.6	61.9
2020 Population by Race/Ethnicity			
Total	5,931	18,194	21,225
White Alone	65.9%	70.4%	72.8%
Black Alone	6.7%	5.8%	5.5%
American Indian Alone	1.5%	1.2%	1.2%
Asian Alone	2.8%	1.7%	1.6%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	19.1%	16.9%	15.3%
Two or More Races	4.0%	3.8%	3.6%
Hispanic Origin	39.2%	33.4%	30.2%
Diversity Index	77.0	72.2	69.1
2025 Population by Race/Ethnicity			
Total	6,073	18,772	21,884
White Alone	63.1%	67.8%	70.2%
Black Alone	6.9%	6.0%	5.7%
American Indian Alone	1.4%	1.2%	1.2%
Asian Alone	3.4%	2.0%	1.9%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	20.9%	18.8%	17.1%
Two or More Races	4.2%	4.1%	3.9%
Hispanic Origin	43.1%	37.1%	33.7%
Diversity Index	79.4	75.3	72.5
2010 Population by Relationship and Household Type			
Total	5,545	16,491	19,372
In Households	98.6%	97.6%	97.4%
In Family Households	80.7%	82.6%	82.9%
Householder	23.5%	24.6%	25.0%
Spouse	14.5%	16.9%	17.7%
Child	35.0%	33.8%	33.3%
Other relative	4.9%	4.7%	4.4%
Nonrelative	2.8%	2.6%	2.5%
In Nonfamily Households	17.9%	15.1%	14.5%
In Group Quarters	1.4%	2.4%	2.6%
Institutionalized Population	1.2%	1.7%	2.0%
Noninstitutionalized Population	0.2%	0.7%	0.6%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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2020 Population 25+ by Educational Attainment			
Total	3,616	11,579	13,669
Less than 9th Grade	11.5%	9.7%	8.5%
9th - 12th Grade, No Diploma	9.9%	9.1%	8.7%
High School Graduate	25.7%	24.1%	24.7%
GED/Alternative Credential	12.6%	10.5%	9.8%
Some College, No Degree	22.6%	23.9%	24.7%
Associate Degree	7.3%	7.5%	7.6%
Bachelor's Degree	7.7%	9.1%	9.6%
Graduate/Professional Degree	2.7%	6.2%	6.4%
2020 Population 15+ by Marital Status			
Total	4,358	13,867	16,374
Never Married	33.6%	29.2%	28.1%
Married	42.6%	48.6%	50.9%
Widowed	7.0%	7.6%	7.3%
Divorced	16.8%	14.6%	13.8%
2020 Civilian Population 16+ in Labor Force			
Civilian Population 16+	2,920	9,205	10,763
Population 16+ Employed	86.5%	88.1%	88.7%
Population 16+ Unemployment rate	13.5%	11.9%	11.3%
Population 16-24 Employed	16.1%	15.4%	15.2%
Population 16-24 Unemployment rate	22.4%	16.9%	16.3%
Population 25-54 Employed	61.5%	61.0%	60.4%
Population 25-54 Unemployment rate	11.0%	11.3%	10.7%
Population 55-64 Employed	15.1%	15.1%	15.9%
Population 55-64 Unemployment rate	15.5%	11.0%	10.1%
Population 65+ Employed	7.3%	8.5%	8.5%
Population 65+ Unemployment rate	8.0%	7.9%	7.6%
2020 Employed Population 16+ by Industry			
Total	2,525	8,110	9,551
Agriculture/Mining	7.7%	7.2%	7.3%
Construction	6.7%	7.7%	7.0%
Manufacturing	18.5%	17.5%	17.9%
Wholesale Trade	0.9%	1.5%	1.5%
Retail Trade	10.1%	9.9%	9.5%
Transportation/Utilities	3.8%	4.9%	5.1%
Information	0.4%	0.3%	0.3%
Finance/Insurance/Real Estate	2.0%	2.8%	2.9%
Services	45.5%	44.4%	44.7%
Public Administration	4.5%	4.0%	3.8%
2020 Employed Population 16+ by Occupation			
Total	2,525	8,107	9,551
White Collar	34.5%	40.7%	42.8%
Management/Business/Financial	3.9%	7.1%	7.9%
Professional	10.4%	12.4%	13.6%
Sales	6.8%	8.1%	8.2%
Administrative Support	13.3%	13.1%	13.1%
Services	28.1%	25.7%	24.9%
Blue Collar	37.5%	33.6%	32.4%
Farming/Forestry/Fishing	1.7%	1.5%	1.4%
Construction/Extraction	8.0%	7.3%	6.9%
Installation/Maintenance/Repair	4.0%	4.3%	4.1%
Production	18.0%	16.0%	15.4%
Transportation/Material Moving	5.7%	4.5%	4.6%

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2010 Households by Type			
Total	2,107	6,140	7,140
Households with 1 Person	32.9%	28.2%	27.1%
Households with 2+ People	67.1%	71.8%	72.9%
Family Households	60.9%	66.2%	67.5%
Husband-wife Families	37.4%	45.4%	47.8%
With Related Children	19.7%	21.8%	22.4%
Other Family (No Spouse Present)	23.5%	20.8%	19.7%
Other Family with Male Householder	5.2%	5.1%	5.1%
With Related Children	3.0%	3.0%	3.0%
Other Family with Female Householder	18.4%	15.7%	14.6%
With Related Children	13.5%	11.3%	10.5%
Nonfamily Households	6.2%	5.6%	5.4%
All Households with Children	37.0%	36.7%	36.4%
Multigenerational Households	5.2%	5.6%	5.4%
Unmarried Partner Households	7.0%	6.5%	6.2%
Male-female	6.5%	5.9%	5.7%
Same-sex	0.5%	0.5%	0.5%
2010 Households by Size			
Total	2,106	6,141	7,140
1 Person Household	32.9%	28.2%	27.1%
2 Person Household	27.5%	30.5%	31.3%
3 Person Household	15.1%	15.7%	15.8%
4 Person Household	11.9%	12.8%	13.1%
5 Person Household	6.8%	6.9%	7.0%
6 Person Household	2.8%	3.5%	3.4%
7 + Person Household	3.0%	2.5%	2.3%
2010 Households by Tenure and Mortgage Status			
Total	2,107	6,140	7,140
Owner Occupied	42.1%	55.3%	58.8%
Owned with a Mortgage/Loan	21.8%	28.9%	30.7%
Owned Free and Clear	20.2%	26.4%	28.1%
Renter Occupied	57.9%	44.7%	41.2%
2020 Affordability, Mortgage and Wealth			
Housing Affordability Index	216	184	179
Percent of Income for Mortgage	8.5%	10.2%	10.6%
Wealth Index	40	55	60
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	2,313	6,900	7,978
Housing Units Inside Urbanized Area	0.0%	0.0%	0.0%
Housing Units Inside Urbanized Cluster	97.9%	91.2%	80.0%
Rural Housing Units	2.1%	8.8%	20.0%
2010 Population By Urban/ Rural Status			
Total Population	5,545	16,491	19,372
Population Inside Urbanized Area	0.0%	0.0%	0.0%
Population Inside Urbanized Cluster	98.3%	91.6%	79.6%
Rural Population	1.7%	8.4%	20.4%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

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Top 3 Tapestry Segments			
1.	Small Town Simplicity (12C)	Small Town Simplicity (12C)	Small Town Simplicity (12C)
2.	Traditional Living (12B)	Traditional Living (12B)	Traditional Living (12B)
3.	Hardscrabble Road (8G)	Barrios Urbanos (7D)	Barrios Urbanos (7D)
2020 Consumer Spending			
Apparel & Services: Total \$	\$2,888,616	\$10,075,064	\$12,135,234
Average Spent	\$1,285.54	\$1,489.29	\$1,549.44
Spending Potential Index	60	69	72
Education: Total \$	\$2,211,109	\$7,589,609	\$9,129,878
Average Spent	\$984.03	\$1,121.89	\$1,165.71
Spending Potential Index	55	63	65
Entertainment/Recreation: Total \$	\$4,394,286	\$15,830,645	\$19,247,832
Average Spent	\$1,955.62	\$2,340.08	\$2,457.59
Spending Potential Index	60	72	76
Food at Home: Total \$	\$7,347,330	\$25,970,276	\$31,434,582
Average Spent	\$3,269.84	\$3,838.92	\$4,013.61
Spending Potential Index	61	72	75
Food Away from Home: Total \$	\$5,045,764	\$17,657,604	\$21,323,787
Average Spent	\$2,245.56	\$2,610.14	\$2,722.65
Spending Potential Index	60	69	72
Health Care: Total \$	\$7,976,737	\$29,014,050	\$35,361,800
Average Spent	\$3,549.95	\$4,288.85	\$4,515.04
Spending Potential Index	62	75	79
HH Furnishings & Equipment: Total \$	\$2,933,554	\$10,451,841	\$12,664,722
Average Spent	\$1,305.54	\$1,544.99	\$1,617.05
Spending Potential Index	60	71	74
Personal Care Products & Services: Total \$	\$1,229,696	\$4,357,169	\$5,265,931
Average Spent	\$547.26	\$644.08	\$672.36
Spending Potential Index	60	70	73
Shelter: Total \$	\$24,994,964	\$87,290,711	\$104,892,123
Average Spent	\$11,123.70	\$12,903.28	\$13,392.76
Spending Potential Index	57	67	69
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$3,088,825	\$11,403,185	\$13,972,680
Average Spent	\$1,374.64	\$1,685.61	\$1,784.05
Spending Potential Index	59	72	76
Travel: Total \$	\$2,975,200	\$10,751,192	\$13,072,406
Average Spent	\$1,324.08	\$1,589.24	\$1,669.10
Spending Potential Index	55	66	69
Vehicle Maintenance & Repairs: Total \$	\$1,628,026	\$5,816,186	\$7,036,508
Average Spent	\$724.53	\$859.75	\$898.43
Spending Potential Index	63	74	78

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.