

GAINESVILLE AND HALL COUNTY COMPREHENSIVE PLAN



POPULATION ELEMENT

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1.0.0.0: POPULATION

The composition of the population in Hall County and the City of Gainesville plays an important role in the decisions for the future of the community. The inventory of population data establishes a foundation to build on for the remainder of the plan. When analyzed, the information accumulated in this portion of the plan reveals significant population trends and segments of the population that may have special needs that should be recognized in the planning process. Gainesville and Hall County is a community with a high demand for new housing, and is growing rapidly. The community is also experiencing significant demographic changes. The chicken processing industry in the county is a draw for workers of Hispanic heritage. The county had a 5% Hispanic population in 1990, which leapt to 20% by 2000. Trends show continued growth in the Hispanic population. Like much of the nation, Gainesville and Hall County's population is aging. However, the community overall is still slightly younger than the regional, state and national averages.

1.1.0.0: INVENTORY

Population projections to 2030 were prepared as part of the comprehensive planning process in a demand analysis. The derivation of these figures will be explained more fully in the analysis portion of this plan, but are provided here in tabular format for easy reference. In correlation with the demand-based population forecasts, projections were made about the size and number of households as well. These projections are based on a calculated demand for housing and non-residential uses in the city and county and do not reflect the policy decisions made by the city and county. The numbers in the following section were used as a basis of comparison of different scenarios to develop policy decisions, presented in later sections of this plan. Several scenarios of future land use were applied to the projected population and household numbers and the final buildout population of Gainesville and Hall County will vary from the numbers presented in the following tables. The actual projected household numbers under the recommended land use scenario are presented at the end of this section and in the Land Use section of the plan. Because many variables are used to calculate the potential households in the community over the next 20 years and several scenarios were examined, the demand-based figures present a "best guess" estimate of where the community could be in 2025. For more information regarding the future households and population of the community, please refer to the land use section of the plan.

1.1.1.0: GENERAL POPULATION DATA

Based on the 2000 Census population and building starts since 2000, the estimated 2003 population for the county is 162,372 persons living in 55,849 households and in Gainesville there are 29,662 persons in 9,980 households. The estimated average household size is approximately 2.86 persons per household in the county and 2.75 persons per household in the city. There are approximately 2,585 persons living in-group quarters in the county and 2,018 are in the city.

The historic, current and demand-based future population of the city, county, and state are presented in *Table 1*.

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Table 1: Population (Demand Based Projections)

Gainesville Population								
1980	1985	1990	1995	2000	2001	2002	2003	2004
15,280	16,583	17,885	20,343	25,578	26,630	28,090	29,662	31,346
2005	2006	2007	2008	2009	2010	2015	2020	2025
33,143	35,052	37,073	39,207	41,453	43,811	57,109	69,561	79,616

Hall County Population								
1980	1985	1990	1995	2000	2001	2002	2003	2004
76,101	84,176	95,984	114,815	139,677	142,286	144,142	162,372	171,389
2005	2006	2007	2008	2009	2010	2015	2020	2025
180,970	191,115	201,824	213,096	224,934	237,332	307,089	376,329	437,609

Source: Historic Data: US. Census: Current and Projected: Ross + Associates Demand Analysis, 2003.

Georgia Population								
1980	1985	1990	1995	2000	2001	2002	2003	2004
5,484,440	5,962,720	6,506,530	7,323,980	8,229,820	8,338,460	8,449,130	8,560,620	8,670,510
2005	2006	2007	2008	2009	2010	2015	2020	2025
8,784,650	8,895,580	9,008,670	9,122,070	9,235,630	9,349,660	9,940,380	10,550,700	11,185,100

Source: Woods and Poole Economics, Inc.

1.1.2.0: DEMAND-BASED POPULATION FORECASTS

As the foundation of much of the plan the consultants performed a *Development Trends and Demand Analysis* for the city and county. The results of this study were used to calibrate the possible development trends and potential population growth within the community. Population and employment forecasts form the backbone of a *Development Trends and Demand Analysis*. By its very nature, a *Development Trends and Demand Analysis* anticipates future growth, and translates that growth in to an estimate of the amount of development that would most likely be generated to accommodate it. In this section, the approach and results of the demand-based population forecasts are presented.

The demand-based forecasts presented here reflect several assumptions.

- Past trends represent a valid anticipation of future change in Hall County and its cities;
- Past trends will continue with few changes in the market forces that created them; and
- Factors that would otherwise limit growth naturally (such as land availability, water resources and air quality) will not begin to affect growth until the later portion of the 2030 forecast horizon.

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1.1.2.1: Methodology Overview

The following steps outline the methodology used in preparing the demand-based **population forecasts**:

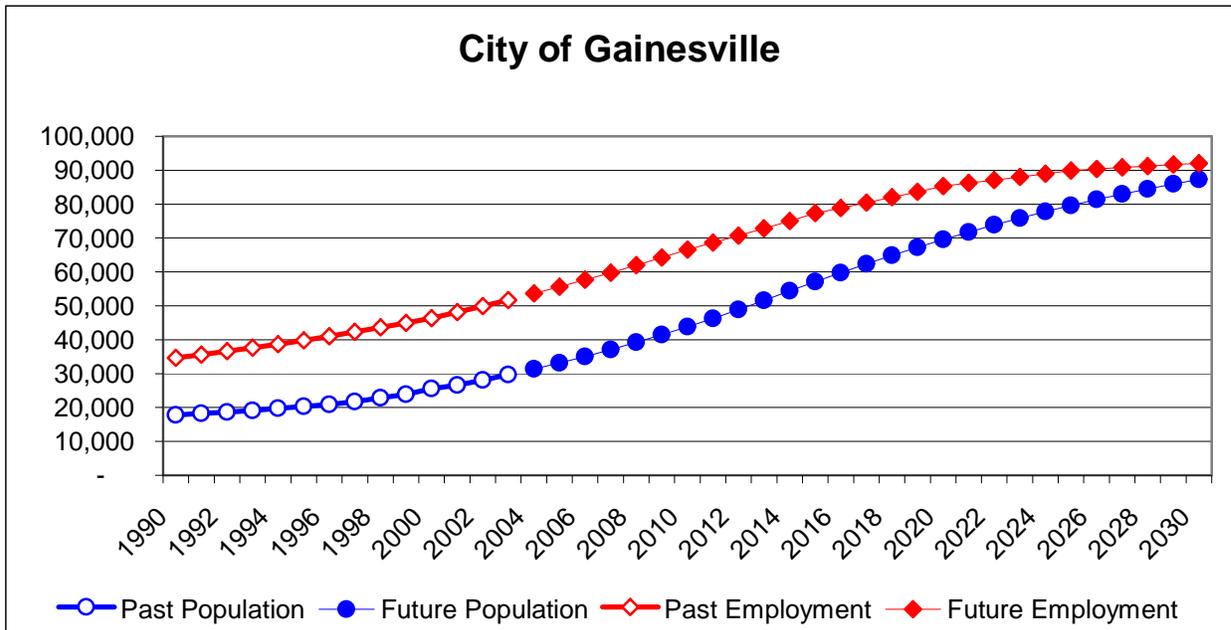
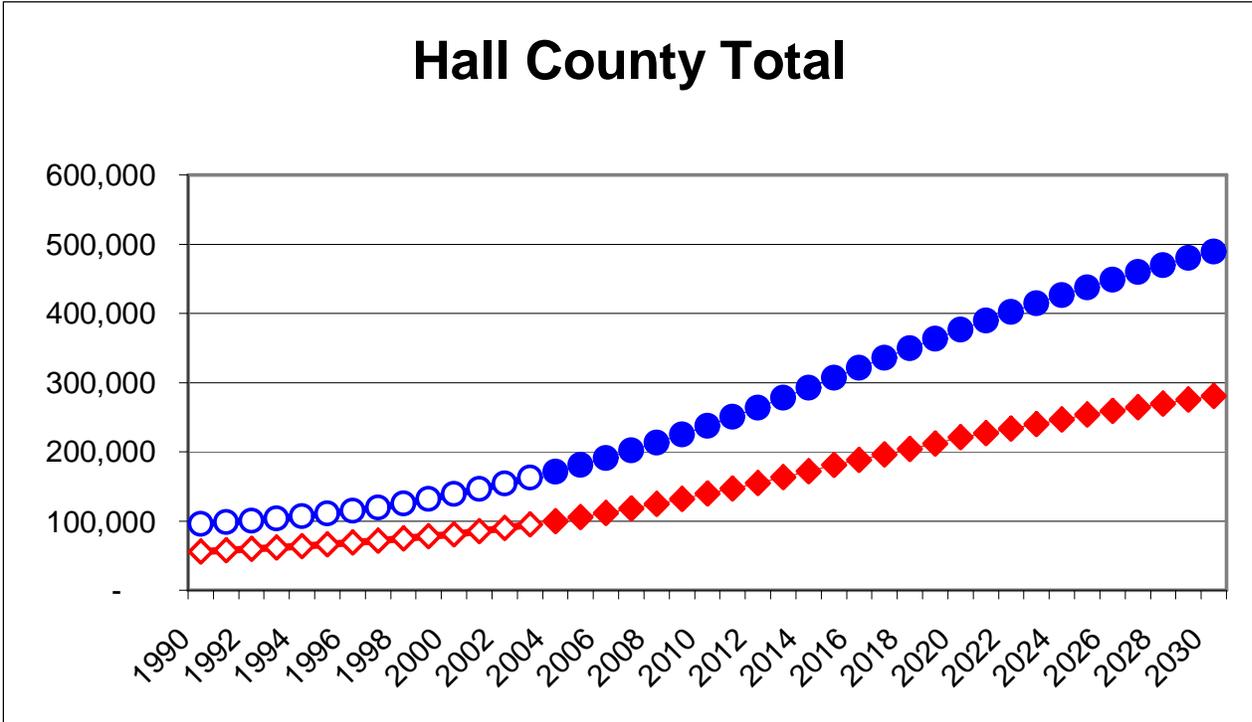
- (1) *Determine population of city and county:*
 - *For each year between the 1990 and 2000 Census benchmarks; and*
 - *For each fifth year between 1970 and 2000.*
- (2) *Project the historic trend data (1990-2000 and 1970-2000) using regression analysis.*
- (3) *Select the most reasonable "initial" projection based on historic trends.*
- (4) *Prepare "most likely" population forecasts by revising the "initial" projections to reflect natural growth processes that would restrict or encourage new growth.*
- (5) *Select and summarize high, low, and most likely forecasts (see the charts and tables on the following page)*

The methodology used for the **employment forecasts** is somewhat simpler, primarily because of a lack of consistent, historic data available. The basic steps followed are:

- (1) *Determine the most recently known proportion of employment in Gainesville as a percentage of the total county.*
- (2) *Apply jobs-per-resident data to the population forecasts for the county as a whole to determine total future employment.*
- (3) *Estimate the percentage of county-wide employment that will be captured by the City of Gainesville as the county grows.*

The following two charts summarize the recommended population and employment forecasts for Hall County as a whole and for the City of Gainesville:

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Table 2: Demand-Based Population & Employment Forecasts

		1990	1995	2000	2005	2010	2015	2020	2025	2030	Increase 2003-2030	
											Number	Percent
Hall County	Population	95,984	110,767	139,277	180,970	237,332	307,089	376,329	437,609	489,366	326,994	341%
	Employment	55,743	66,067	80,964	105,366	139,558	180,910	220,732	253,885	280,792	185,964	334%
City of Gainesville	Population	17,830	20,343	25,578	33,143	43,811	57,109	69,561	79,616	87,309	57,647	323%
	Employment	34,646	39,807	46,361	55,633	66,575	77,327	85,291	89,933	92,088	40,368	117%

1.1.2.2: Interpretation of Results

The forecasts presented here are only a first step in establishing policies to effectively deal with pressures for future growth. These pressures are primarily market-driven but assume only the natural process of growth as an extension of past trends. In other words, these forecasts are intended to be seen as what would otherwise result in the city and county if things continue into the future as they have in the past. These forecasts, and the demand for land development created by them, present issues for study and deliberation as to what intervening actions on the part of the city and county would be appropriate to achieve different results, whether in quantity or quality. The possible population and employment figures that would result from the adopted policies included in later sections of this plan are presented as policy-driven population and employment forecasts.

1.1.2.3: Effect of Annexation

As noted, the population forecasts presented in this report reflect in large part a projection of past trends into the future. To the extent that past trends reflect the results of annexation by the cities in the county over time, the expectation of a continuation of annexation at the same pace as past trends is incorporated into the projections. Employment forecasts also assume a continuation of past annexation trends since they are based on jobs per resident ratios and thus reflect population forecasts.

1.1.2.4: Regressions

As part of the population forecasting, two sets of regression analysis were prepared for both Gainesville and Hall County—one was prepared against historic population figures going back to 1970 (in five-year increments) and the second considering annual growth between the Census benchmark years 1990 and 2000. The recommended population forecast to 2030 for each jurisdiction is based on an analysis of the results.

The complete Development Trends and Demand Analysis can be found under Optional Element Number 1 in this plan.

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1.1.2.5: Seasonal Population

There were no resources available that report the annual seasonal population for Gainesville and Hall County.

1.1.3.0: DAY TIME POPULATION

In 2003, there are approximately 80,964 jobs in Hall County and 46,361 of these are in Gainesville. Based on 2000 Census figures, 46,680 residents of Gainesville and Hall County work in these jobs. An actual daytime population for the city and the county was unavailable. It is anticipated that over the next 20-25 years the number of jobs in the area will increase proportionally with the increase in population. By 2025, it is projected that there will be 889,933 jobs in Gainesville, with a total of 253,885 jobs in Hall County. As transportation opportunities change, the import and export of workers in Gainesville and Hall County will likely shift slightly. If current trends continue there is a potential that in 2025, approximately 80 % of the city residents and 70 % of county residents will work in the city or county.

1.1.4.0: HOUSEHOLDS

Table 3 illustrates the historic and demand-based projected number of households in Gainesville and Hall County, and the State of Georgia. The number of households in the City of Gainesville was not available for 1985 because these are estimates produced by Woods and Poole Economics, Inc., which does not provide data for cities.

Table 3: Number of Households

	1980	1985	1990	1995	2000	2003	2005	2010	2015	2020	2025
Gainesville	6,371	NA	6,947	7,316	8,537	9,980	11,248	15,142	19,935	24,143	27,251
Hall County	26,278	30,406	34,930	40,450	47,381	55,849	62,714	83,514	108,541	132,550	152,943

Source: Ross +Associates Demand Analysis. U.S. Census Bureau.

Table 4 illustrates the historic and projected average household sizes in the city, county, and state. The average household sizes for the City of Gainesville are based upon estimates from the U.S. Census and the demand-based projections. Hall County and State of Georgia Average Household sizes are derived from Woods and Poole Economics, Inc. projections.

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Table 4: Average Household Size

Category	1980	1985	1990	1995	2000	2005	2010	2015	2020	2025
Gainesville	NA	NA	2.44	2.62	2.79	2.75	2.71	2.69	2.70	2.72
Hall County	2.85	2.72	2.70	2.79	2.89	2.84	2.80	2.79	2.84	2.82
State of Georgia	2.83	2.73	2.66	2.65	2.65	2.61	2.59	2.59	2.60	2.63

Source: Historic Data U.S. Census. Projected Data Ross + Associates. Woods and Poole Economics, Inc.2003.

As a first step, an annual estimate of population between 1990 and 2000 was prepared in order to establish a basis for regressions against growth during the 1990s and to establish a credible figure for 1995 to be used in the 30-year regressions. These annual estimates were made separately for the county as a whole and for the City of Gainesville. Because the annual estimates of population produced by the Bureau of the Census during the 1990s proved highly inaccurate when compared to the actual 2000 Census counts, it was determined to base annual estimates on growth in the housing supply. As benchmarks, *Table 5* shows the housing inventory from the 1990 Census for the total county and for Gainesville, as well as the number of vacant and occupied units (occupied units = households); *Table 6* shows the same data from the 2000 Census.

Table 5: Housing Inventory 1990

Type/Units in Structure	Total Housing Units			Vacant Housing Units			Occupied Housing Units		
	City of Gainesville	Hall Co	Remaining Area	City of Gainesville	Hall Co.	Remaining Area	City of Gainesville	Hall Co	Remaining Area
Single Family									
Detached	4,237	24,742	20,505	230	1,851	1,621	4,007	22,891	18,884
Mobile Home	55	7,625	7,570	8	893	885	47	6,732	6,685
Total	4,292	32,367	28,075	238	2,744	2,506	4,054	29,623	25,569
Multi-Family									
Duplex	409	1,236	827	40	175	135	369	1,061	692
Townhouse	120	448	328	10	45	35	110	403	293
3 or 4 units/building	629	1,145	516	100	187	87	529	958	429
5 to 9	929	1,369	440	128	212	84	801	1,157	356
10 to 19	1,028	1,291	263	177	191	14	851	1,100	249
20 to 49	197	218	21	12	12		185	206	21
50 or more	-								
Total	3,312	5,707	2,395	467	822	355	2,845	4,885	2,040
Other	47	241	194	6	28	22	41	213	172
Total-All Units	7,651	38,315	30,664	711	3,594	2,883	6,940	34,721	27,781

Source: 1990 Census, STF1A database, U.S. Bureau of the Census

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Table 6: Housing Inventory 2000

Type/Units in Structure	Total Housing Units			Vacant Housing Units			Occupied Housing Units		
	Gainesville	Hall Co	Remaining Area	Gainesville	Hall Co.	Remaining Area	Gainesville	Hall Co	Remaining Area
Single Family									
Detached	4,565	35,873	31,308	173	2,527	2,357	4,392	33,346	28,954
Mobile Home	80	7,953	7,873	-	540	540	80	7,413	7,333
Total	4,645	43,826	39,181	173	3,067	2,894	4,472	40,759	36,287
Multi-Family									
Duplex	386	1,153	767	32	86	64	354	1,067	713
Townhouse	291	874	583	29	70	41	262	804	542
3 or 4 units/building	780	1,282	502	53	144	91	727	1,138	411
5 to 9	1,118	1,549	431	90	126	36	1,028	1,423	395
10 to 19	951	1,393	442	71	124	53	880	1,269	389
20 to 49	377	483	106	38	38	-	339	445	106
50 or more	364	467	103	-	-	-	364	467	103
Total	4,267	7,201	2,934	313	588	275	3,954	6,613	2,659
Other	-	19	19	-	10	10	-	9	9
Total-All Units	8,912	51,046	42,134	486	3,665	3,179	8,426	47,381	38,955

Source: 2000 Census, STF3 database (estimates from long form). U.S. Bureau of the Census

In *Table 7* for Hall County as a whole, and *Table 8* for Gainesville, the building permits issued each year are added to the previous year for a total annual housing supply, minus deletions. Note that the permits issued in one calendar year are added to the next year's inventory. This assumes that there is a lag of up to three months between permit issuance and occupancy (each year's estimate is as of April 1 to be consistent with the Census). Demolitions, removals, and permitted units never constructed are accounted for (and deleted from each year's total) by comparing total permitted units for the decade by type of structure to the 2000 Census figures. Each year's permitted units, by type, are then discounted to the extent that the gross total exceeded the actual count in 2000.

For Hall County as a whole, discounting permits issued to correlate to actual year 2000 results was most noticeable for mobile homes. For the decade, 4,156 mobile home permits were issued, but the change between 1990 and 2000 amounted to a net increase of only 328 mobile homes (only 7.9% of the permits issued). For Gainesville, the calculations involved the additional step of rectifying the housing unit totals from the SF3 sample data to the actual Census count. This latter step was accomplished by allocating the shortfall in unit count to the single-family and multi-family categories in the same proportion as total permits issued in each category for the decade.

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Table 7: Hall County Annual Housing Inventory 1990-2000

	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000
Permits Issued											
Single-Family											
Detached	592	280	769	945	1,044	1,124	1,336	1,609	1,764	1,869	
Mobile Home	560	455	365	343	463	418	467	388	322	375	
Total	1,152	1,035	1,134	1,288	1,507	1,542	1,833	1,997	2,086	2,244	
Multi-Family											
	-	-	2	222	92	30	279	419	266	862	
Total Permitted Each Year	1,152	1,035	1,136	1,510	1,599	1,572	2,112	2,416	2,352	3,106	
Housing Inventory*											
Single-Family Detached	24,742	25,307	25,861	26,595	27,497	28,493	29,566	30,870	32,405	34,089	35,873
Mobile Home	7,626	7,669	7,705	7,734	7,761	7,798	7,831	7,867	7,898	7,923	7,953
Multi-Family	5,707	5,707	5,707	5,708	5,861	5,924	5,945	6,137	6,425	6,608	7,201
Other	241	219	197	174	152	130	108	86	63	41	19
Total Units Each April 1	38,315	38,902	39,469	40,211	41,271	42,345	43,449	44,960	46,792	48,662	51,046

*From 1990 inventory, annual additions (permits issued) minus units not built and demolitions/removals, resulting in 2000 inventory per Census.

Table 8: Gainesville Annual Housing Inventory 1990-2000

	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000
Permits Issued											
Single-Family											
Detached	18	18	46	43	46	65	57	73	150	131	
Mobile Home	-	-	-	-	10	-	-	-	-	-	
Total	18	18	46	43	56	65	57	73	150	131	
Multi-Family											
	14	16	-	222	73	21	265	391	240	687	
Total Permitted Each Year	32	34	46	265	129	86	322	464	390	818	
Housing Inventory*											
Single-Family Detached	4,237	4,247	4,258	4,284	4,308	4,335	4,372	4,404	4,446	4,531	4,606
Mobile Home	55	58	60	63	65	68	71	73	76	78	81
Multi-Family	3,312	3,320	3,329	3,329	3,456	3,494	3,505	3,653	3,872	4,006	4,389
Other	47	42	38	33	28	24	19	14	9	5	-
Total Units Each April 1	7,351	7,667	7,684	7,708	7,855	7,920	7,966	8,145	8,403	8,620	9,076

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1.1.5.0: POLICY IMPLICATIONS ON POPULATION AND HOUSEHOLD GROWTH

Gainesville and Hall County closely examined the trends and issues facing the community in regard to population and household growth based on existing land use regulations and historic trends. The figures presented in the preceding demand-based projections were utilized to guide and assist the community in defining a community vision and determining policies and actions that would set the stage for a vital and healthy community in the future. The potential build out for Hall County at nearly 489,000 people by 2030 was determined by the community as a whole to be an undesirable effect of the currently adopted land use regulations. Other factors including serviceability by sewers and transportation networks aided the community in refining the land use plans for the city and county.

The recommended densities and distribution of land uses included in the Land Use element of this plan have created a foundation and set of policies that will reduce the total development capacity from the demand-based projections identified in the preceding sections. When a capacity analysis was completed based on available land and the recommended land uses and densities established by this plan a 2030 buildout population of 445,371 persons in 119,913 households was established for the county as a whole including all incorporated and unincorporated areas. The portion of this population that are city residents depends on both the development potential of land currently within the city limits and the development potential of land that could possibly be annexed into the city. It is estimated that and population of approximately 50,440 could be achieved in the current city boundaries. Because the capacity for development has been reduced from the assumptions used to calculate the demand-based projections, it is assumed that the rate of growth will slow somewhat at the end of the planning period.

Table 9 illustrated the buildout potential of the policy recommendations of this plan.

Table to be added upon acceptance of land use plan element.

Table 9: Policy Influenced Population Projections

City of Gainesville											
2003	2004	2005	2006	2007	2008	2009	2010	2015	2020	2025	2030
29,662	30,731	31,842	32,797	33,781	34,794	35,986	37,188	41,555	48,742	49,569	52,098

Hall County											
2003	2004	2005	2006	2007	2008	2009	2010	2015	2020	2025	2030
N/A	N/A	165,771	171,771	179,271	188,271	198,771	210,171	277,371	343,371	400,371	445,371

Note: The distribution of growth is based on a decreasing rate of growth as build-out is approached in 2030.

Source: Future Land Use Plan.

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TABLE 9a: Policy Influenced Population and Housing Projections

Hall County Population Projections

Year	Proposed Plan Policy Projections	Housing Units	Percent Growth
2005	165,771		
2006	171,771	2,000	3.62%
2007	179,271	2,500	4.37%
2008	188,271	3,000	5.02%
2009	198,771	3,500	5.58%
2010	210,171	3,800	5.74%
2011	222,771	4,200	6.00%
2012	235,971	4,400	5.93%
2013	249,771	4,600	5.85%
2014	263,571	4,600	5.53%
2015	277,371	4,600	5.24%
2020	343,371	22,000	4.76%
2025	400,371	19,000	3.32%
2030	445,371	15,000	2.25%

Source: Hall County Planning Department

1.1.6.0: AGE DISTRIBUTION (POLICY-BASED PROJECTIONS)

The median age of persons living in Hall County in 2000 was thirty-two, which is approximately the same as the median age in 1990 but younger than the average for the State of Georgia (thirty-three) and the U.S (thirty-five) in 2000. Hall County's population is generally younger than that of the Georgia Mountain Region with a median age of thirty-eight, and similar to the median age of both Gwinnett and DeKalb Counties in the Atlanta Metro Region, which both have a median age of thirty-two. Two contributing factors to this lower than average median age are younger families moving into the county and the large percentage of the population that are of Hispanic decent. Figures indicate that 56% of the Hispanic population in Gainesville and Hall County is under the age of twenty-five and another 25% are younger than thirty-four. As is illustrated in the racial composition, a significant number of Hispanics are living in the City of Gainesville. This trend is reflected in the dramatic increase from 1990 to 2000 in the percentage of the city's population that is in the twenty to twenty-four age bracket. The percentage of the overall Hall County population that is between twenty and twenty-four years of age is approximately 8% (the same as in 1990) compared to Gainesville, which is nearly 12% up from 8% in 1990. The median age in the city in 2000 was thirty, the same as it was in 1980.

Both school aged children and an aging population place different demands on services within the community. Based on the projections in the following tables, the percentage of school aged population (ages five to nine years) will remain fairly constant at around 21% to 22% of the total population, with the older population (sixty years plus) growing to reach about 19% by 2025 from 13% in 2000. However, in Hall County and Gainesville, the likely immigration of younger adults will maintain a demand for services directed toward the younger population (ages eighteen to thirty-four). *Table 10* shows the historic trend for age distribution in the City of Gainesville and *Table 11* illustrates the historic and future population breakdown by age group for Hall County. Future age distribution was completed by Woods and Poole Economics, Inc. and is not available for the City of Gainesville.

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Table 10: Gainesville Historic Age Distribution

	1990		2000	
	Count	Percentage	Count	Percentage
Total	18,046	100%	25,454	100%
Age 0 to 4	1,376	8%	2,153	8%
Age 5 to 9	1,100	6%	1,508	6%
Age 10 to 14	1,168	6%	1,669	7%
Age 15 to 19	1,421	8%	2,051	8%
Age 20 to 24	1,524	8%	2,942	12%
Age 25 to 29	1,653	9%	2,514	10%
Age 30 to 34	1,521	8%	1,954	8%
Age 35 to 39	1,209	7%	1,627	6%
Age 40 to 44	1,391	8%	1,498	6%
Age 45 to 49	789	4%	1,240	5%
Age 50 to 54	783	4%	1,349	5%
Age 55 to 59	904	5%	975	4%
Age 60 to 64	695	4%	756	3%
Age 65 to 69	759	4%	796	3%
Age 70 to 74	659	4%	800	3%
Age 75 to 79	538	3%	634	2%
Age 80 to 84	382	2%	512	2%
Age 85 & Over	174	1%	476	2%

Source: U. S. Bureau of the Census, 1990 and 2000.

Table 11: Hall County Age Distribution

Category	1980	1985	1990	1995	2000	2005	2010	2015	2020	2025
Total	76,101	84,176	95,984	114,815	139,677	176,765	281,152	341,749	389,870	423,287
Age 0 to 4	5,621	6,434	7,359	8,868	11,511	14,009	22,104	26,735	29,922	31,626
Age 5 to 9	5,978	6,015	6,804	8,320	10,454	13,493	21,110	25,714	29,395	31,355
Age 10 to 14	6,514	6,139	6,575	8,175	9,970	12,294	20,331	24,551	28,203	30,766
Age 15 to 19	7,014	6,720	7,151	8,451	10,226	12,000	18,864	24,139	27,604	30,282
Age 20 to 24	6,454	7,320	7,713	9,100	10,885	12,997	18,630	22,719	27,811	30,515
Age 25 to 29	6,168	7,746	8,712	9,426	11,864	14,305	21,205	23,076	26,578	31,170
Age 30 to 34	6,230	7,177	8,308	10,089	11,648	14,254	21,722	24,613	25,246	27,584
Age 35 to 39	5,252	6,415	7,370	9,109	11,560	13,598	21,055	24,473	26,006	25,581
Age 40 to 44	4,416	5,464	7,232	8,388	10,286	13,502	20,137	23,856	25,960	26,168
Age 45 to 49	4,032	4,491	5,826	7,812	9,046	12,074	20,207	23,154	23,139	26,660
Age 50 to 54	3,864	3,930	4,670	6,229	8,429	10,561	17,979	23,081	24,986	26,556
Age 55 to 59	3,749	3,906	4,078	4,797	6,447	9,479	15,125	19,760	23,861	24,695
Age 60 to 64	3,209	3,652	3,869	4,236	4,976	7,350	13,743	16,848	20,668	23,780
Age 65 to 69	2,827	3,085	3,520	3,810	4,133	5,234	9,900	14,246	16,446	19,279
Age 70 to 74	2,099	2,355	2,662	3,060	3,411	4,148	6,685	9,765	13,232	14,594
Age 75 to 79	1,398	1,701	2,057	2,312	2,622	3,371	5,220	6,465	8,883	11,506
Age 80 to 84	740	960	1,254	1,555	1,651	2,217	3,654	4,365	5,094	6,713
Age 85 & Over	536	666	824	1,078	1,350	1,881	3,459	4,185	4,188	4,456

Source: Historic Data. U.S. Census: Woods and Poole, Economic Inc, 2003, Hall County Planning and Table 9.

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Chart 1 illustrates the change in percentage contributed by each age category over the planning period.

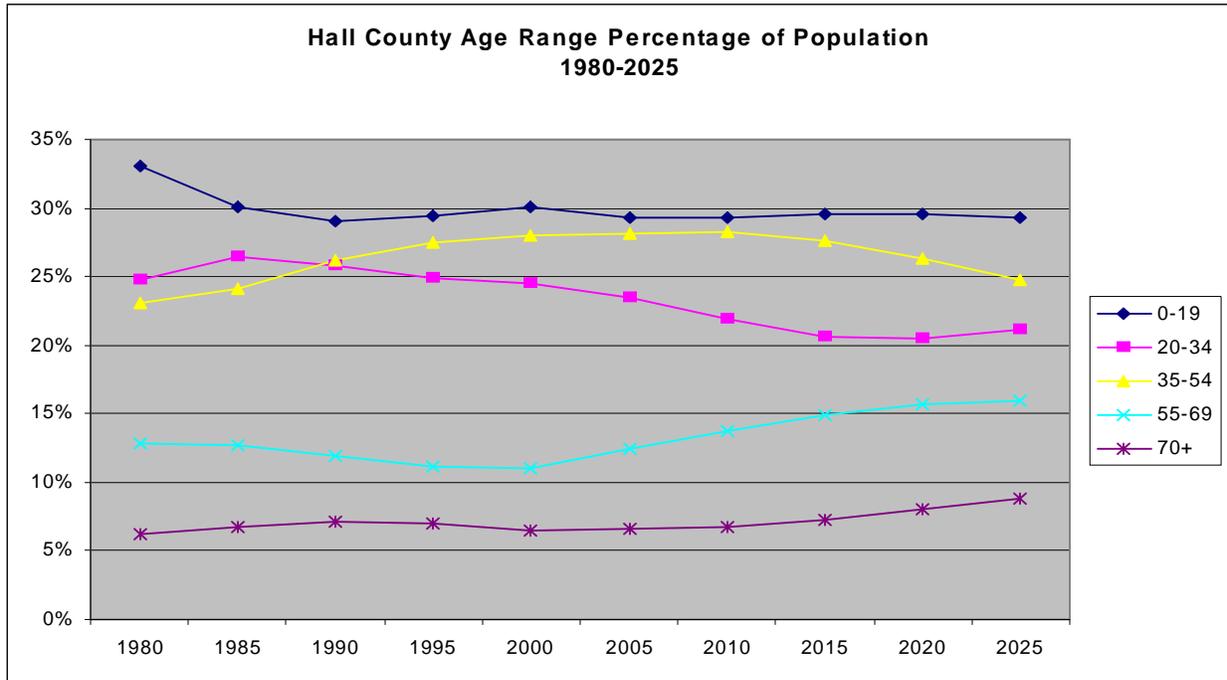
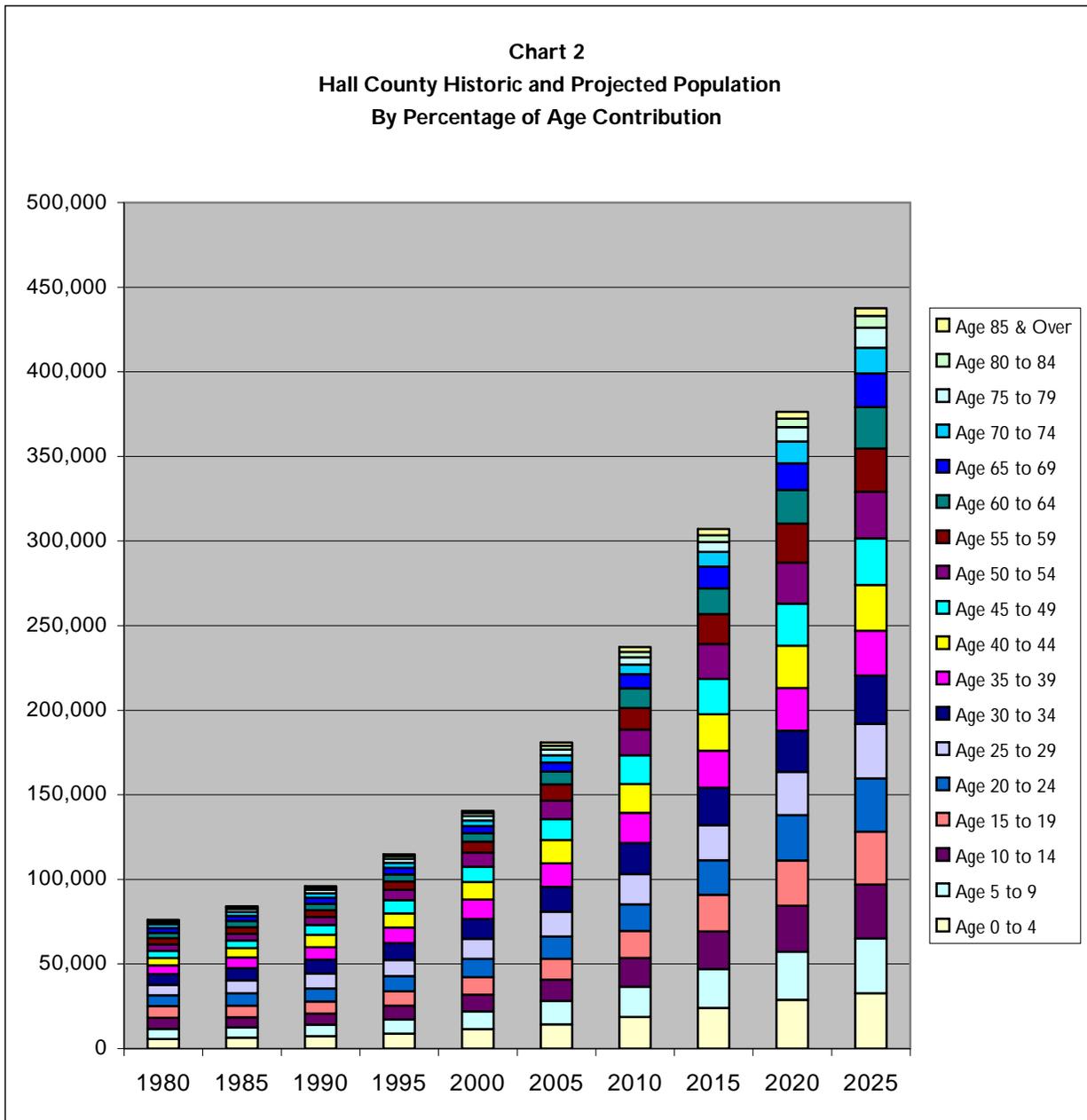


Chart 2 illustrates the contribution of each age group to the overall population of Hall County from 1980 (historic) to 2025 (projected). Because future projections for the City of Gainesville were not available, a similar chart could not be completed for the city. There are some indications that the twenty to twenty-four year age bracket in the city may comprise a higher percentage of the overall city population than what is indicated in the county if trends for Hispanic immigration continue in a similar fashion over the planning period. A number of factors including annexation and development of retirement or lifestyle communities within the city may also increase the percentage of the population in the city that is over sixty.

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Source: Table 11

1.1.7.0: RACIAL COMPOSITION

In 2000, Hall County's population was 72% White, 20% Hispanic, 7% Black/African American, approximately 330 residents or less than 1% were Native Americans, and 1% of the population was Asian or Pacific Islander. Historic racial composition data was unavailable before 1990 from either the U.S. Census or Woods and Poole Economics, Inc. Projected percentages were derived from a total population projection with the ratios established by Woods and Poole Economics, Inc. applied. *Table 12* illustrates the actual population numbers and the percentage of the total population in each group for Hall County. The break down is produced by applying

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projected percentages from Woods and Poole Economics, Inc. to the projections developed in Table 9 so that the total population of 2025 is consistent with the other policy-based projections.

Table 12: Hall County Population Historic and Projected Racial Composition

Historic and Projected Racial Composition												
Category	1970	1975	1980	1985	1990	1995	2000	2005	2010	2015	2020	2025
Total	59,919	69,095	76,101	84,176	95,984	114,815	139,677	176,765	281,152	341,749	423,287	445,566
White Population	NA	NA	NA	NA	82,263	91,401	100,778	123,736	191,183	225,554	270,904	271,795
Black Population	NA	NA	NA	NA	8,305	9,228	10,060	12,374	19,681	23,922	29,630	31,189
Native American	NA	NA	NA	NA	179	276	331	403	635	752	901	918
Asian & Pacific Islander	NA	NA	NA	NA	617	1,154	1,849	3,535	5,623	6,835	8,466	13,367
Hispanic, any Race	75	217	315	387	4,620	12,756	27,451	37,120	61,853	82,019	110,054	129,214

Source: Historic U.S. Census Bureau, Projected Based on Ratios Established by Woods and Poole Economics, Inc. derived from numbers from Ross +Associates.2003, Hall County Planning Department.

Historic and projected trends for racial composition were not available from Woods and Poole Economics, Inc. for the City of Gainesville. The Gainesville numbers were produced by establishing a ratio between the 2000 Census numbers for the city and county and applying the ratio to the trends for the county. In 1990, 1,355 persons of Hispanic origin lived in Gainesville; this is equivalent to 29% of the total Hispanic population in Hall County. By 2000, the Census reported 8,423 persons of Hispanic origin in Gainesville or 31% of the total Hispanic population in Hall County. Based on these figures, the Hispanic population in the city is growing faster than in the county as a whole. Conversely, the Black/African American population in Hall County has become slightly less concentrated within Gainesville since 1990. **Table 13** illustrates the racial composition of the Gainesville population and compares the figures to the same racial categories for the county in 1990 and 2000.

Table 13: City of Gainesville Racial Composition

1990 Racial Composition	Count	% of City Population	% of County
Total	18,046	100%	19%
White	12,363	69%	15%
Black or African American	4,227	23%	51%
American Indian, Eskimo, or Aleut	39	0%	22%
Asian or Pacific Islander	235	1%	38%
Other race	1,182	7%	NA
Hispanic	1,355	8%	29%

U.S. Bureau of the Census 1990 Census of Population and Housing

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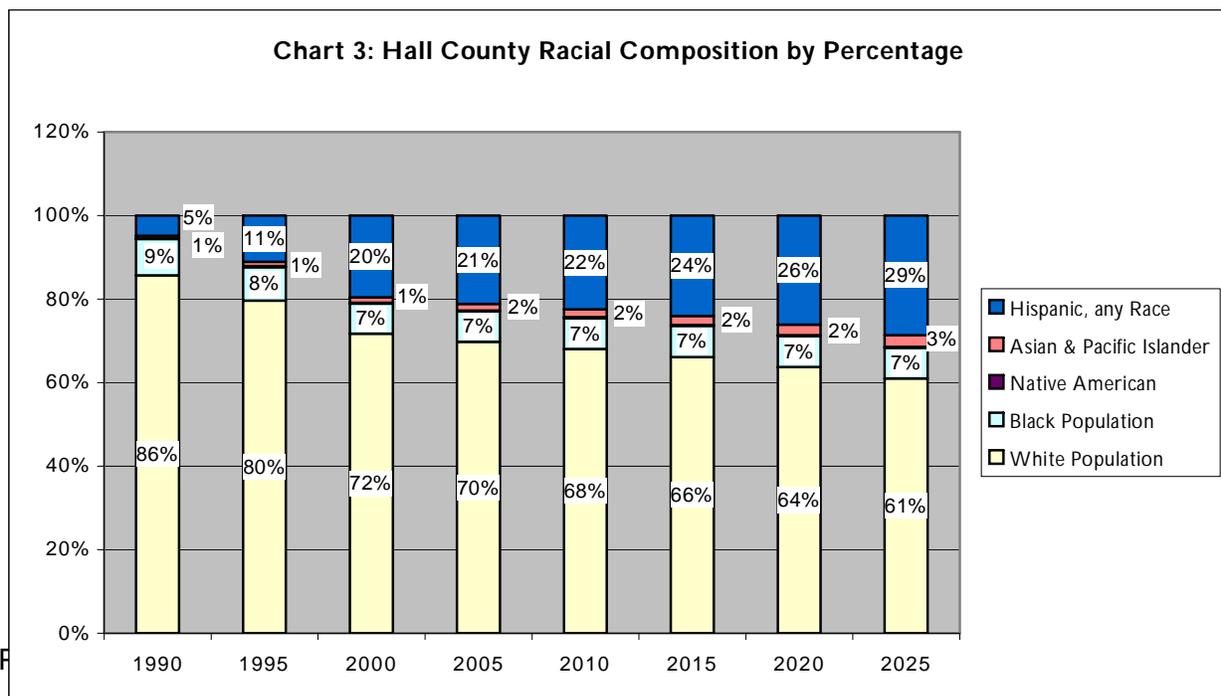
2000 Racial Composition

	Count	% of City Population	% of County
Total	25,454	100%	18%
White alone	16,887	66%	17%
Black or African American alone	3,760	15%	37%
American Indian and Alaska Native alone	34	0%	10%
Asian alone	755	3%	41%
Native Hawaiian and Other Pacific Islander alone	0	0%	0%
Some other race alone	3,442	14%	NA
Two or more races	576	2%	NA
Hispanic	8,423	33%	31%

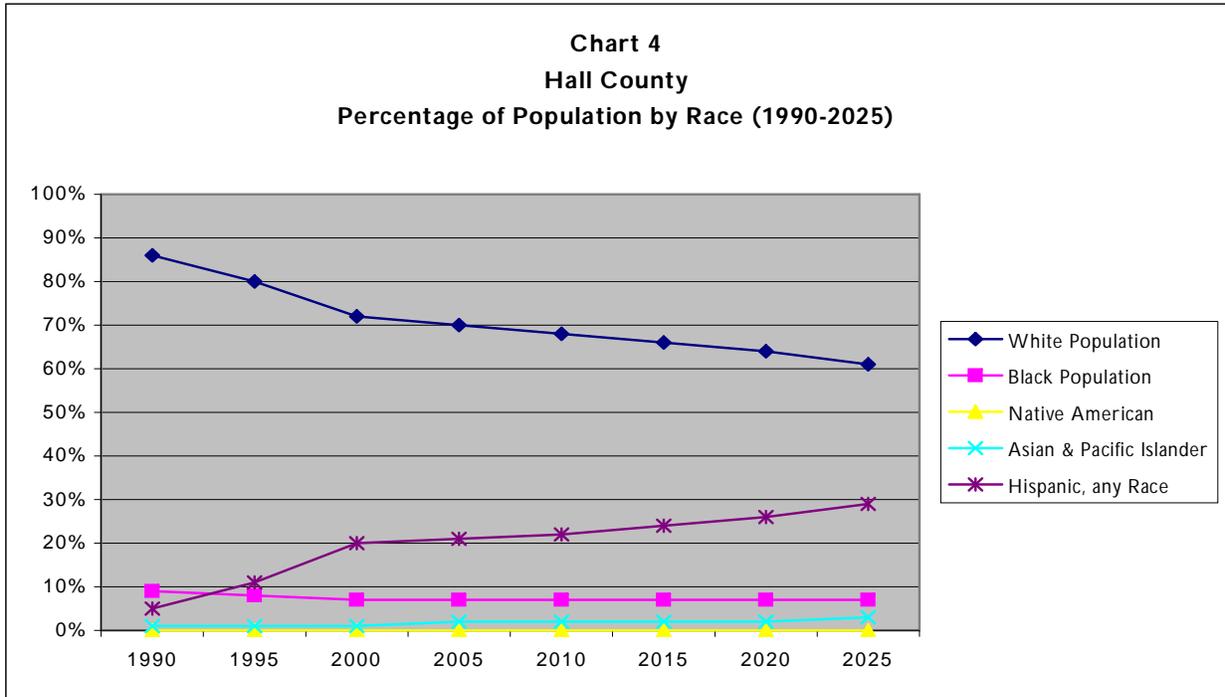
Source: U.S. Census 2000. McBride Dale Clarion. 2003.

Based on ratios established by Woods and Poole Economics, Inc., the growth rate of the White population is anticipated to show a decrease towards 2025, as is the growth rate of the Black/African-American population, while a slight increase in Asian and Pacific Islander is anticipated. The largest growth rates are anticipated in the Hispanic population with an increase in the percentage of the total city and county population growing to 29% by 2025. The Hispanic population in Gainesville has increased by more than 500% in just over 10 years, growing to 8,423 in 2000, from just 1,355 in 1990. The Hispanic population in Hall County went from 4,620 in 1990 to 27,451 by 2000 an increase of almost 494% in just ten years.

Charts 3 and 4 show the increase in the percentage of Hispanic population over the planning period, while simultaneously showing a decrease in the percentage of the population that is anticipated to be White. Both charts illustrate the trend for the percentage of the population that is Black/African-American, Native American, and Asian and Pacific Islander to remain consistent to 2025.



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Source: Table 13.

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1.1.8.0: EDUCATION

Educational attainment in Gainesville and Hall County in 2000 is similar to statewide averages. Available statistics indicate that residents are reaching a higher level of education than in 1990. **Table 14** shows educational attainment statistics for Gainesville, Hall County and the State of Georgia over the past three decades.

Table 14: Educational Attainment

Gainesville: Educational Attainment						
	1980		1990		2000	
TOTAL Adult Population 25 & Over	10,574	100%	8,857	100%	15,131	100%
Less than 9th Grade	NA	NA	1,579	18%	2,784	18%
9th to 12th Grade (No Diploma)	NA	NA	2,067	23%	2,324	15%
High School Graduate (Includes Equivalency)	NA	NA	2,672	30%	3,476	23%
Some College (No Degree)	NA	NA	1,797	20%	2,433	16%
Associate Degree	NA	NA	490	6%	457	3%
Bachelor's Degree	NA	NA	1,749	20%	2,310	15%
Graduate or Professional Degree	NA	NA	1,103	12%	1,347	9%

Hall County : Educational Attainment						
	1980		1990		2000	
TOTAL Adult Population 25 & Over	43,984	100%	60,242	100%	86,821	100%
Less than 9th Grade	12,560	29%	9,550	16%	12,081	14%
9th to 12th Grade (No Diploma)	10,382	24%	11,421	19%	13,523	16%
High School Graduate (Includes Equivalency)	10,826	25%	18,106	30%	25,680	30%
Some College (No Degree)	NA	NA	9,116	15%	15,558	18%
Associate Degree	NA	NA	2,720	5%	3,718	4%
Bachelor's Degree	NA	NA	5,934	10%	10,368	12%
Graduate or Professional Degree	NA	NA	3,396	6%	5,893	7%

Georgia: Educational Attainment						
	1980		1990		2000	
TOTAL Adult Population 25 & Over	3,081,513	100%	4,012,329	100%	5,185,965	100%
Less than 9th Grade	730,846	24%	481,679	12%	393,197	8%
9th to 12th Grade (No Diploma)	613,975	20%	683,833	17%	718,152	14%
High School Graduate (Includes Equivalency)	878,923	29%	1,189,740	30%	1,486,006	29%
Some College (No Degree)	NA	NA	682,350	17%	1,058,692	20%
Associate Degree	NA	NA	198,951	5%	269,740	5%
Bachelor's Degree	NA	NA	518,433	13%	829,873	16%
Graduate or Professional Degree	NA	NA	257,201	6%	430,305	8%

Source: Georgia Department of Education. 2003.

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1.1.8.1: Regional Educational Attainment Comparison

Educational attainment data available from the Census Bureau was compared for the counties within the Georgia Mountain Region. In order to generate a comparison of Hall County to the other counties in the region, the percentage of the adult population at each level of attainment was compared. When gauged against the other counties in The Georgia Mountain Region, Hall County and Gainesville have shown similar improvements in the level of educational attainment. In the last 20 years, educational attainment in the region has improved dramatically. While statistics were not available for Associate Degree and Graduate or Professional Degree attainment in 1980, it appears that higher levels of the population are achieving a higher level of educational attainment than were doing so 20 years ago. Hall County has significantly increased the level of educational attainment from 1980 to the present; however, other counties in the region are out performing Hall County in the percentage of High School Graduates. When comparing post secondary education, Hall County is in the middle to low range when compared to the other counties, and falls just slightly below the average for the Georgia Mountain Region in 2000. Gainesville tends to have a slightly higher percentage of people with post secondary education than Hall County. Based on figures in Table 14, Hall County maintained 30% of the population with a high school degree or equivalent, while Gainesville dropped from 30% in 1990 to only 23% in 2000 a significant drop. The level of the population in both Hall County and Gainesville with less than a high school degree is higher than in most of the region.

Table 15 below illustrates the educational attainment by percentage of the adult population over the age of 25 in each county within the Georgia Mountain Region. An overall regional percentage is also illustrated.

Table 15a: Educational Attainment by Percentage of Adult Population

1980 Comparison of Regional Counties - Educational Attainment

	HALL	FORSYTH	HABERSHAW	STEPHENS	HART	LUMPKIN	FRANKLIN	WHITE	UNION	DAWSON	RABUN	BANKS	TOWNS	*GMR
Less than 9th Grade	29%	27%	34%	32%	29%	39%	34%	34%	43%	39%	29%	36%	34%	31%
9th to 12th Grade (No Diploma)	24%	22%	22%	24%	31%	18%	29%	18%	18%	24%	25%	25%	21%	24%
High School Graduate (Includes Equivalency)	25%	31%	24%	23%	21%	25%	21%	27%	21%	26%	24%	29%	26%	25%
Some College (No Degree)	12%	11%	9%	10%	8%	8%	9%	11%	10%	7%	10%	6%	10%	10%
Associate Degree	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Bachelor's Degree	12%	9%	9%	10%	7%	10%	8%	10%	8%	4%	11%	5%	10%	10%
Graduate or Professional Degree	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA

Source: U.S. Census Bureau.

*GMP-Georgia Mountain Region. It is the summary for all counties in the Georgia Mountain Region
 Statistics for Associate Degrees and Graduate or Professional Degrees were not available for 1980.

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Table 15b: Educational Attainment Regional Comparison by Percentage Continued

1990 Comparison of Regional Counties - Educational Attainment

	HALL	FORSYTH	HABERSHAM	STEPHENS	HART	LUMPKIN	FRANKLIN	WHITE	UNION	DAWSON	RABUN	BANKS	TOWNS	GMR
Less than 9th Grade	16%	13%	34%	34%	22%	20%	20%	18%	22%	16%	16%	19%	20%	17%
9th to 12th Grade (No Diploma)	19%	19%	29%	18%	19%	19%	26%	19%	19%	23%	21%	24%	22%	21%
High School Graduate (Includes Equivalency)	30%	31%	21%	27%	33%	30%	29%	30%	33%	34%	34%	36%	32%	31%
Some College (No Degree)	15%	16%	9%	11%	11%	15%	12%	16%	11%	13%	13%	10%	11%	14%
Associate Degree	5%	5%		5%	4%	4%	4%	5%	5%	5%	5%	4%	4%	4%
Bachelor's Degree	10%	11%	8%	10%	7%	7%	6%	8%	7%	7%	7%	4%	7%	9%
Graduate or Professional Degree	6%	4%		3%	4%	3%	5%	3%	2%	4%	2%	4%	4%	4%

2000 Comparison of Regional Counties - Educational Attainment

	HALL	FORSYTH	HABERSHAM	STEPHENS	HART	LUMPKIN	FRANKLIN	WHITE	UNION	DAWSON	RABUN	BANKS	TOWNS	GMR
Less than 9th Grade	14%	6%	13%	11%	9%	11%	11%	9%	9%	6%	9%	13%	10%	10%
9th to 12th Grade (No Diploma)	16%	9%	16%	17%	19%	17%	22%	15%	17%	14%	16%	21%	15%	15%
High School Graduate (Includes Equivalency)	30%	23%	34%	36%	37%	30%	37%	35%	35%	33%	35%	38%	33%	31%
Some College (No Degree)	18%	22%	18%	18%	16%	19%	15%	21%	21%	23%	19%	15%	19%	19%
Associate Degree	4%	6%	4%	3%	5%	5%	5%	5%	6%	5%	4%	3%	6%	5%
Bachelor's Degree	12%	26%	10%	9%	8%	10%	6%	10%	8%	12%	10%	5%	9%	14%
Graduate or Professional Degree	7%	9%	6%	5%	6%	7%	4%	6%	5%	6%	8%	4%	8%	7%

Source: U.S. Census Bureau.

*GMP-Georgia Mountain Region. It is the Summary for all Counties in the Georgia Mountain Region

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The Georgia Department of Education has issued system report cards by county that indicate performance of the school system in comparison to the other counties in the State. In 2001-2002 Hall County Schools had a high school graduation rate of 74.2%, which ranked 57th of 175 systems. The county rated 116th in drop out rates with only a 5.4% drop out rate from the ninth and twelfth grades. The system produces an average score of 979 on Scholastic Assessment Test (SAT) composite scores which is 42nd in the state but higher than the state average, and American College Testing (ACT) scores at 19.7 which is 55th in the state just below the state average. Gainesville High School ranked 53rd of 302 schools for ACT scores with an average of 20.7, and 55th of 302 schools for SAT scores with an average total score of 1012. In 2001, the high school drop out rate in Gainesville was just slightly higher than the rate in the county. A higher percentage of persons in Gainesville have obtained post-secondary education than persons living in the county. However; statistics have dropped for the city since 1990. This is probably due to the Hispanic population moving into the city with a lower educational attainment level.

Table 16 shows the educational statistics for Gainesville, Hall County, and the State of Georgia.

Table 16: Educational Statistics

Gainesville City: Education Statistics							
	1995	1996	1997	1998	1999	2000	2001
H.S. Graduation Test Scores (All Components)	92%	83%	69%	74%	65%	66%	63%
H.S. Dropout Rate	8.60%	8.40%	6.90%	7.40%	8%	6.70%	5.90%
Grads Attending Georgia Public Colleges	28.40%	43.90%	44.70%	47.10%	48.30%	NA	NA
Grads Attending Georgia Public Technical Schools	3.70%	8.30%	0.60%	2.30%	1.70%	7.70%	NA

Hall County: Education Statistics							
	1995	1996	1997	1998	1999	2000	2001
H.S. Graduation Test Scores (All Components)	89%	82%	72%	74%	72%	68%	64%
H.S. Dropout Rate	10.80%	11.80%	7.20%	4.60%	4.80%	5.50%	5.40%
Grads Attending Georgia Public Colleges	30.90%	41.00%	39.70%	37.40%	38.60%	NA	NA
Grads Attending Georgia Public Technical Schools	7.10%	9.90%	7.80%	5.20%	7.60%	8.90%	NA

Georgia: Education Statistics							
	1995	1996	1997	1998	1999	2000	2001
H.S. Graduation Test Scores (All Components)	82%	76%	67%	68%	66%	68%	65%
H.S. Dropout Rate	9.30%	8.60%	7.30%	6.50%	6.50%	6.50%	6.40%
Grads Attending Georgia Public Colleges	35.00%	30.00%	30.20%	38.80%	37.50%	37.30%	36.10%
Grads Attending Georgia Public Technical Schools	5.40%	6.20%	7.10%	6.50%	6.40%	7.40%	8.80%

Source: Georgia Department of Education

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1.1.9.0: INCOME

The median household income for Hall County in 1999 was \$ 44,908. In that same year, the median household income in the State of Georgia was \$42,433. However, in 2000, the per capita income for Hall County was \$22,134, which is lower than the State for the same year. *Table 17* illustrates the per capita income for Gainesville, Hall County, and the State of Georgia from 1980 to 2025. These numbers are based on Woods and Poole Economics, Inc., projections and do not take into account the population projections developed in the Demand Analysis. The historic and projected information was not available for the City of Gainesville. However, the 2000 Census reports a per capita income in the city of \$19,128 (1999 dollars), which converts to \$21,502 in 1996 dollars. It is assumed that the city will maintain a consistent ratio to the per capita income of the county of 97%.

Table 17: Per Capita Income (1996 \$)

Gainesville: Per Capita Income estimated based on ratio to County in 2000										
	1980	1985	1990	1995	2000	2005	2010	2015	2020	2025
Income per Capita	\$14,684	\$17,641	\$18,947	\$19,845	\$21,502	\$22,940	\$24,217	\$25,371	\$26,426	\$27,397
Hall County: Per Capita Income										
	1980	1985	1990	1995	2000	2005	2010	2015	2020	2025
Income per Capita	\$15,116	\$18,160	\$19,504	\$20,428	\$22,134	\$23,614	\$24,929	\$26,117	\$27,203	\$28,202
Georgia: GA Per Capita Income										
	1980	1985	1990	1995	2000	2005	2010	2015	2020	2025
Income per Capita	\$15,353	\$18,512	\$20,715	\$22,287	\$25,433	\$26,975	\$28,549	\$30,141	\$31,767	\$33,413

Source: Woods and Poole Economics, Inc.

Table 18 illustrates the number of households with income in each income bracket. This information can be useful in assessing housing needs or the number of households that are cost burdened within the community. *Table 19* shows the percentage of households in each bracket.

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Table 18: Household Income Distribution

	Gainesville			Hall Co.			Georgia		
	1980	1990	2000	1980	1990	2000	1980	1990	2000
TOTAL Households	6,371	6,947	8,430	25,992	34,720	47,391	1,869,754	2,366,615	3,007,678
Income less than \$5000	856	642	NA	3,413	1,865	NA	302,864	186,997	NA
Income \$5000 - \$9,999	1,050	735	1,222	4,319	2,773	3,901	319,679	209,826	304,816
Income \$10,000 - \$14,999	1,017	766	507	4,359	3,032	2,307	304,354	204,037	176,059
Income \$15,000 - \$19,999	950	686	643	4,118	3,386	2,665	265,302	209,850	177,676
Income \$20,000 - \$29,999	704	1,115	1,022	3,185	6,367	5,625	215,674	405,470	383,222
Income \$30,000 - \$34,999	610	510	622	2,311	2,853	3,352	153,940	186,974	187,070
Income \$35,000 - \$39,999	372	423	562	1,411	2,668	2,903	103,371	160,329	176,616
Income \$40,000 - \$49,999	177	506	754	847	4,391	5,720	62,868	260,968	326,345
Income \$50,000 - \$59,999	123	442	619	481	2,622	4,962	38,203	180,186	278,017
Income \$60,000 - \$74,999	90	321	720	296	2,132	5,372	27,517	162,055	315,186
Income \$75,000 - \$99,999	186	320	748	678	1,404	5,384	47,980	109,468	311,651
Income \$100,000 or more	243	481	1,011	584	1,214	5,200	28,437	90,224	371,020

Source: U.S. Bureau of the Census.

Table 19: Household Income Distribution Percentage

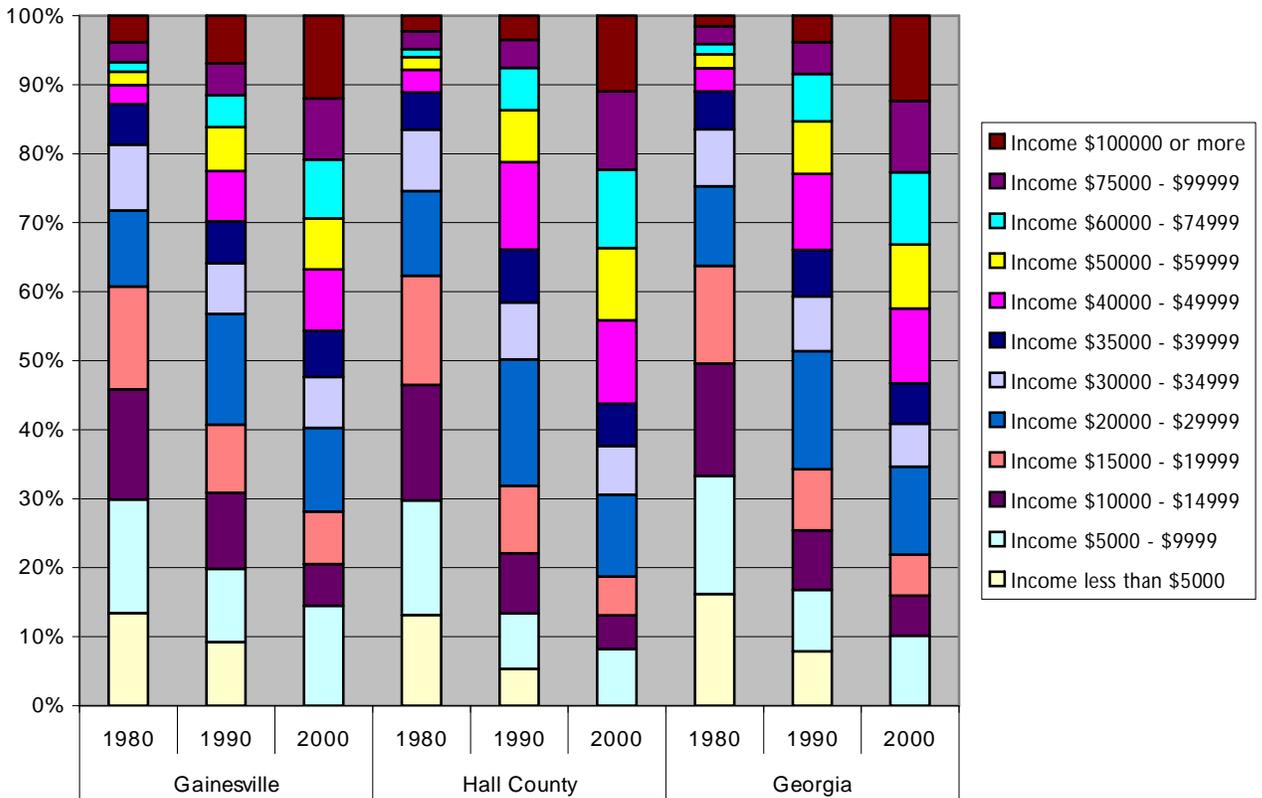
	Gainesville			Hall County			Georgia		
	1980	1990	2000	1980	1990	2000	1980	1990	2000
TOTAL Households	100%	100%	100%	100.00%	100%	100%	100%	100%	100%
Income less than \$5000	13.44%	9.24%	NA	13.13%	5.37%	NA	16.20%	7.90%	NA
Income \$5,000 - \$9,999	16.48%	10.58%	14.50%	16.62%	7.99%	8.23%	17.10%	8.87%	10.13%
Income \$10,000 - \$14,999	15.96%	11.03%	6.01%	16.77%	8.73%	4.87%	16.28%	8.62%	5.85%
Income \$15,000 - \$19,999	14.91%	9.87%	7.63%	15.84%	9.75%	5.62%	14.19%	8.87%	5.91%
Income \$20,000 - \$29,999	11.05%	16.05%	12.12%	12.25%	18.34%	11.87%	11.53%	17.13%	12.74%
Income \$30,000 - \$34,999	9.57%	7.34%	7.38%	8.89%	8.22%	7.07%	8.23%	7.90%	6.22%
Income \$35,000 - \$39,999	5.84%	6.09%	6.67%	5.43%	7.68%	6.13%	5.53%	6.77%	5.87%
Income \$40,000 - \$49,999	2.78%	7.28%	8.94%	3.26%	12.65%	12.07%	3.36%	11.03%	10.85%
Income \$50,000 - \$59,999	1.93%	6.36%	7.34%	1.85%	7.55%	10.47%	2.04%	7.61%	9.24%
Income \$60,000 - \$74,999	1.41%	4.62%	8.54%	1.14%	6.14%	11.34%	1.47%	6.85%	10.48%
Income \$75,000 - \$99,999	2.92%	4.61%	8.87%	2.61%	4.04%	11.36%	2.57%	4.63%	10.36%
Income \$100,000 or more	3.81%	6.92%	11.99%	2.25%	3.50%	10.97%	1.52%	3.81%	12.34%

Source: U.S. Bureau of the Census.

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The following chart illustrates the household income distribution from 1980-2000 shown in *Table 19*.

**Chart 6:
 Hall County Income Distribution Percentages**



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1.2.0.0: POPULATION ASSESSMENT

1.2.1.0: REGIONAL POPULATION TRENDS

Hall County is part of the thirteen-county Georgia Mountain Region (GMR). In 2000, the Hall County population (139,677) contributed 30% of the total GMR population (459,201), more than any other county in the region. When combined with the Forsyth County population (99,825) more than half of the total regional population is located in the southwestern section of the region. The population in Hall and Forsyth Counties is higher than other counties in the region because of their proximity to Lake Lanier and the Atlanta Metro Region. *Table 20* illustrates the population contribution of each of the counties in the GMR.

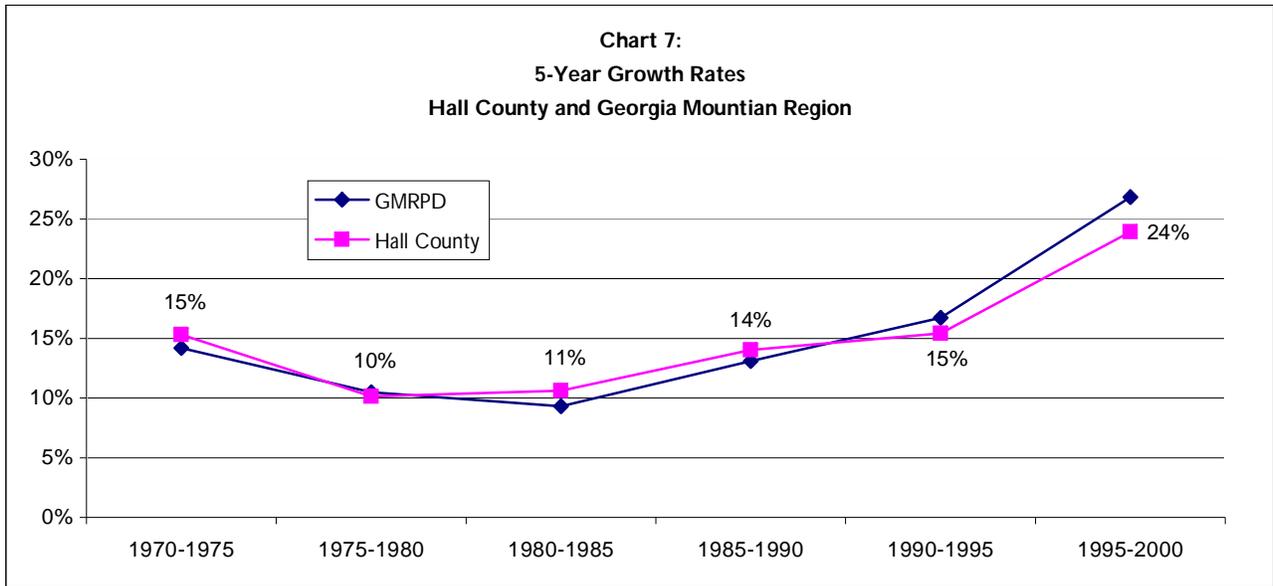
Table 20: 2000 Population with Percentage of Region

GMR Counties	2000	Percentage of Regional Population
Georgia Mountains	459,201	100%
Hall Co	139,677	30%
Forsyth Co	99,825	22%
Habersham Co	36,092	8%
Stephens Co	25,452	6%
Hart Co	23,025	5%
Lumpkin Co	21,177	5%
Franklin Co	20,387	4%
White Co	20,119	4%
Union Co	17,458	4%
Dawson Co	16,158	4%
Rabun Co	15,138	3%
Banks Co	14,550	3%
Towns Co	9,351	2%

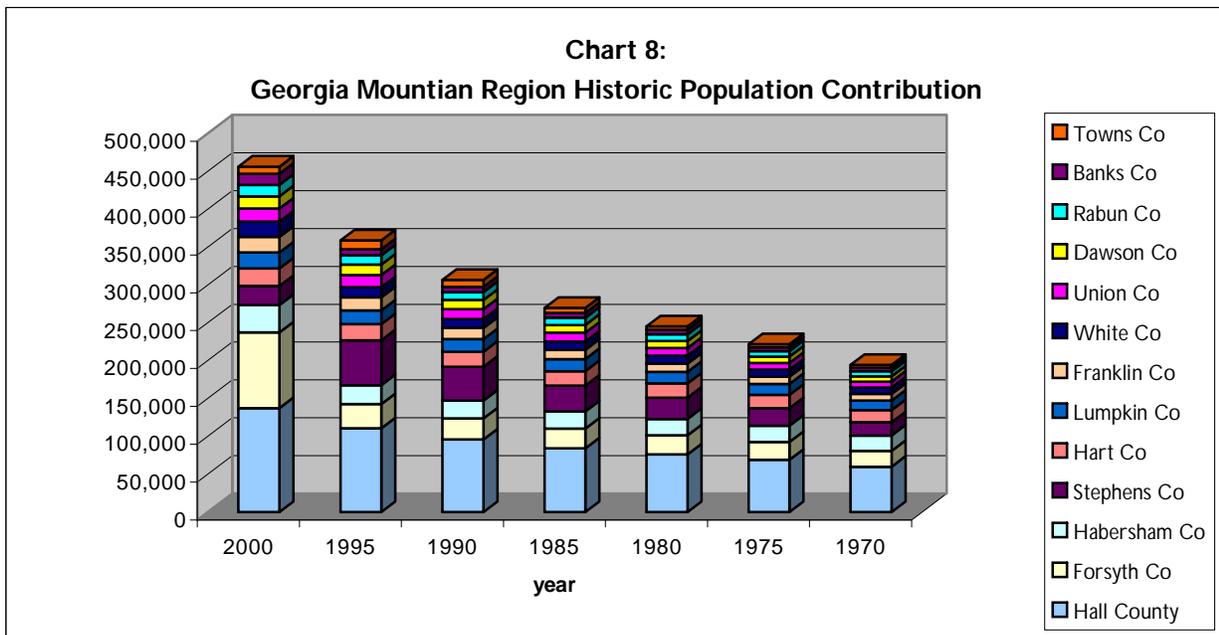
Source: U.S. Census Bureau.

Historically from 1970 to 2000, Hall County has contributed a stable percentage of the regional population reflecting approximately 30% of the GMR population, while other counties have experienced recent fluctuations in their growth rates and percentage of regional population. Hall County has experienced a five-year rate of growth very similar to that of the region as a whole. The growth rate of Hall County has been relatively stable over the last thirty years. The county experienced a growth trend that was at its lowest in the late 1970s at 10% and reached its highest point of 24% from 1995 to 2000. *Chart 7* is a linear representation of the growth rate of both Hall County and the Region.

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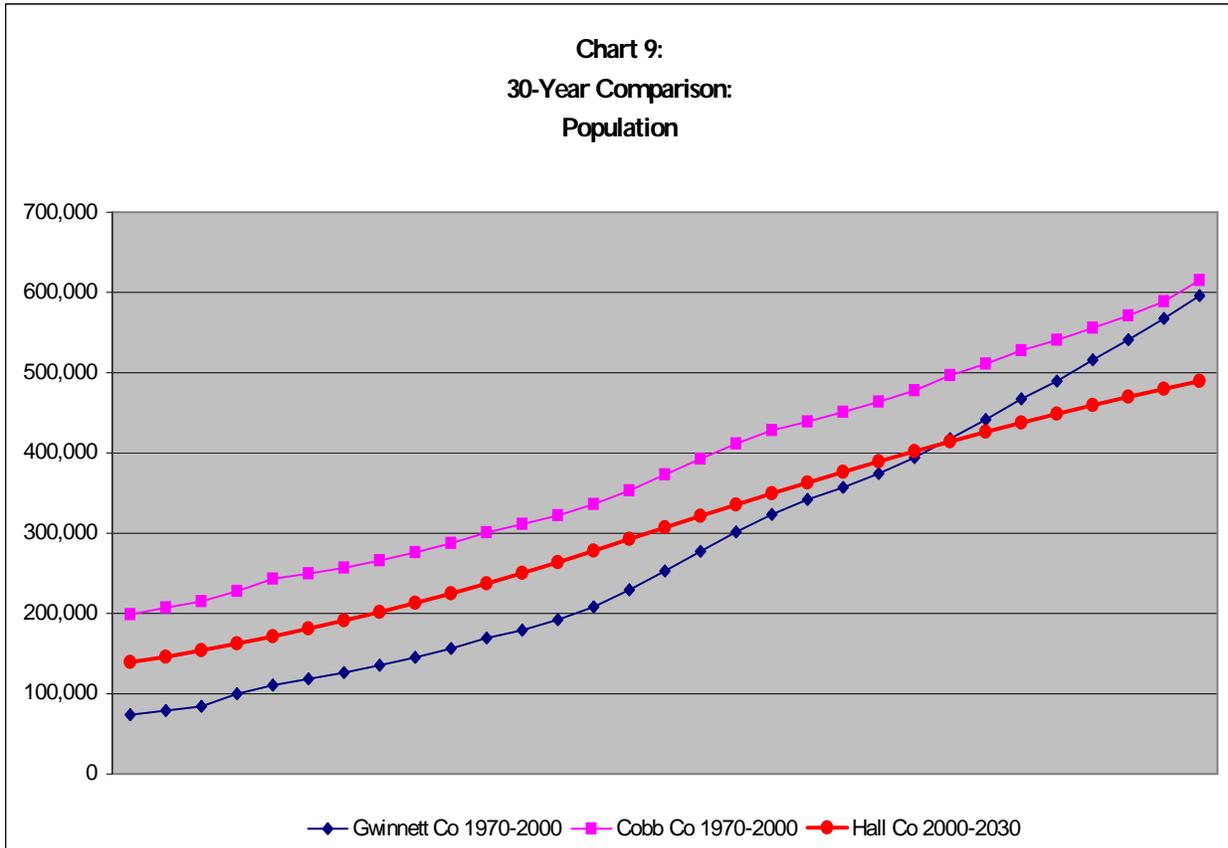


Based on these population trends, Hall County should remain a strong contributor to the Georgia Mountain Region. However, it is also possible that over the planning period of 25 years that the counties surrounding Hall will also experience increased rates of growth, somewhat lessening the percentage of the regional population contributed by Hall County. Since 1995, Forsyth County has experienced a dramatic increase in population. If trends continue, Forsyth County may surpass Hall County. Hall County maintains steady growth because of Gainesville’s historical role as the business center of northeast Georgia, its location near the perimeter of the Atlanta Metro Region, and the local draw of Lake Lanier. Since 1990, the population growth has been significantly affected by the continued draw of the chicken processing industry and the immigration of Hispanic persons.



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When compared to the historic growth rate of Gwinnett and Cobb Counties, the future projected growth for Hall County reflects a similar trend in the first half with a reduction towards the end of the period. Based on this trend diagnosis and other related land use policy decisions, it is anticipated that Hall County will build out at a lower density and with fewer people than these counties.



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1.2.2.0: POPULATION ASSESSMENT SUMMARY

Significant population trends affecting the communities of Gainesville and Hall County include the following:

- Hall County and Gainesville are experiencing a significant demographic change. The recent growth in the Hispanic populations has created new challenges for the community. In general, the Hispanic households in Gainesville and Hall County are larger than the average for the whole county. The average household size of a Hispanic household in the community is five persons in the county and six persons in the city. This is more than double the average size of households in the overall community. The growing Hispanic population is younger than the average for the city and county. With nearly 24% of the Hispanic population in Hall County being school aged (five to nineteen) in 2000, the demand placed on area schools has increased from the past. This percentage is just slightly higher than the 22% of the total population that was school aged in 2000.
- Even with an in migration of younger people in the city and county the overall median age of the population will continue to rise as the “baby boom” generation ages and life expectancy increases. During the planning horizon, the percentage of the population over 55 will continue to rise from about 19% at the 1980 census to 25% by 2025. National trends show that aging “empty nesters” show a propensity toward life style communities that cater to the needs of a mature population. Elderly care facilities and services will become more in demand during the planning period.
- Both the city and county are lagging behind the state in educational attainment, especially with the percentage of the population twenty-five and over with less than a ninth grade education. The percentages are almost double the 8% at the state level in both the city and county. The city’s level of attainment is somewhat lower than the county’s with 18% of the adult population having less than a 9th grade education and another 15% without a high school diploma. With the changing demographics, the city and county schools will be challenged to improve educational attainment. However, this trend is probably more reflective of the in migration of persons with a lower level of educational attainment than a reflection of the quality of the local schools. This also indicates a higher demand for low or non-skilled work. In fact, this trend could be directly attributed to the high number of jobs available in chicken processing and related industries.
- Seventy-eight percent of the Gainesville population has at least their high school degree or equivalent and 49% of the city population has pursued some type of post-secondary education. In Hall County, 71% of the population has at least a high school degree or equivalent and 41% have pursued post-secondary education
- Post-secondary educational attainment in the county and city are reflective of the trends at the state level.
- The number of graduates of Hall County or Gainesville Schools who attend universities or post-secondary schools outside of Georgia is unavailable, but the percentage of students continuing education within the state has been consistently similar if not higher than that of the state in general.
- Current (2000) per capita income and household incomes in the city and county are similar to the state averages but are slightly lower. Woods and Poole Economics, Inc. projects that the per capita income will continue to rise but remain under the state average through 2025. Based on 2000 Census reports it is also anticipated that the per capita income of the City of Gainesville will remain lower than that of the county. Once again, this trend is related to

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larger household sizes in Gainesville and Hall County than in the rest of the state and lower paying unskilled work available in the area. However, this element is better addressed in the Economic Development section of this plan.

- Gainesville and Hall County household income trends are reflective of the changes in the state. Household incomes have increased in the city and county over the last 20 years. In 2000, the household income is more evenly distributed than in past years, with approximately 33% of the households reporting incomes between \$ 20,000 and \$49,999. Gainesville has more household incomes under \$9,999 (14.5%) which is more than the state's 10.1 % at the same level, while Hall County has only 8.8%, of the households under this level. More than 50% of Hall County households report income in excess of \$40,000, which is very similar to the state average. Gainesville has 50% of the households reporting incomes in excess of \$35,000. Based upon statistics, Gainesville and Hall County are seeing more households with higher incomes at similar rates to the state. However, while Hall County has a higher percentage of household incomes in the upper income ranges (over \$40,000), Gainesville still has a significant percentage of the population living with household incomes below \$35,000.
- Trends and projections show a continued demand for new housing in the city and county. The path the city and county take to regulate future growth within the respective jurisdictions will ultimately determine the character and build-out population of the community. The demand-based projections indicate a potential combined population for the city and county of 489,000 by 2030. However, this does not reflect the policy decisions made by the city and county that are addressed in the Land Use section of this plan. Under the density and land use recommendations of this plan the potential combined build out population has been identified at approximately 445,566. Because it is assumed that demand will remain relatively high and slow near 2025, buildout will likely be achieved within the planning period under this land use plan.

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1.3.0.0: APPLICABLE GOALS

This process did not specifically identify goals for the population element; however, Goals and Objectives for dealing with population growth are addressed in the Land Use section. Additional Goals and Objectives that will have an impact on the population of the city and county can be found in the Housing, and Economic Development sections of this plan.