Expanded Profile

2010-2020 Census, 2024 Estimates with 2029 Projections
Calculated using Weighted Block Centroid from Block Groups

SOUTHEAST CENTERS
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Lat/Lon: 29.6603/-82.4713

12098 W Newberry Rd Gainesville, FL 32606	1 mi radius		3 mi radius		5 mi radius	
Population						
Estimated Population (2024)	4,478		26,555		71,955	
Projected Population (2029)	4,612		27,218		72,893	
Census Population (2020)	4,309		26,020		70,747	
Census Population (2010)	3,383		21,369		60,333	
Projected Annual Growth (2024 to 2029)	134	0.6%	663	0.5%	938	0.3%
Historical Annual Growth (2020 to 2024)	170	1.0%	535	0.5%	1,208	0.4%
Historical Annual Growth (2010 to 2020)	925	6.8%	4,651	5.4%	10,414	4.3%
Estimated Population Density (2024)	1,426	psm	940	psm	917	psm
Trade Area Size	3.1	sq mi	28.3	sq mi	78.5	sq mi
Households						
Estimated Households (2024)	1,791		10,307		29,704	
Projected Households (2029)	1,920		11,007		31,327	
Census Households (2020)	1,702		10,066		28,885	
Census Households (2010)	1,339		8,312		25,144	
Estimated Households with Children (2024)	450	25.1%	2,825	27.4%	6,847	23.1%
Estimated Average Household Size (2024)	2.49		2.57		2.36	
Average Household Income						
Estimated Average Household Income (2024)	$192,203		$173,478		$137,650	
Projected Average Household Income (2029)	$202,232		$183,292		$145,748	
Estimated Average Family Income (2024)	$279,044		$230,504		$196,452	
Median Household Income						
Estimated Median Household Income (2024)	$129,191		$122,841		$95,145	
Projected Median Household Income (2029)	$137,968		$129,146		$99,577	
Estimated Median Family Income (2024)	$170,577		$157,242		$137,890	
Per Capita Income						
Estimated Per Capita Income (2024)	$76,901		$67,370		$56,952	
Projected Per Capita Income (2029)	$84,226		$74,161		$62,764	
Estimated Per Capita Income 5 Year Growth	$7,325	9.5%	$6,791	10.1%	$5,812	10.2%
Estimated Average Household Net Worth (2024)	$1,826,970		$1,612,393		$1,159,234	
Daytime Demos (2024)						
Total Businesses	142		1,545		3,963	
Total Employees	854		10,957		28,007	
Company Headquarter Businesses	4	2.5%	41	2.6%	102	2.6%
Company Headquarter Employees	115	13.4%	1,004	9.2%	4,430	15.8%
Employee Population per Business	6.0		7.1		7.1	
Residential Population per Business	31.5		17.2		18.2	

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12098 W Newberry Rd Gainesville, FL 32606	1 mi radius		3 mi radius		5 mi radius	
Race & Ethnicity						
White (2024)	3,366	75.2%	18,800	70.8%	46,847	65.1%
Black or African American (2024)	395	8.8%	2,653	10.0%	11,923	16.6%
American Indian or Alaska Native (2024)	7	0.2%	45	0.2%	120	0.2%
Asian (2024)	335	7.5%	2,602	9.8%	5,578	7.8%
Hawaiian or Pacific Islander (2024)	3	-	14	-	32	-
Other Race (2024)	73	1.6%	441	1.7%	1,752	2.4%
Two or More Races (2024)	299	6.7%	2,001	7.5%	5,702	7.9%
Not Hispanic or Latino Population (2024)	4,057	90.6%	23,897	90.0%	63,710	88.5%
Hispanic or Latino Population (2024)	421	9.4%	2,659	10.0%	8,245	11.5%
Not Hispanic or Latino Population (2029)	4,100	88.9%	24,080	88.5%	63,692	87.4%
Hispanic or Latino Population (2029)	512	11.1%	3,138	11.5%	9,201	12.6%
Not Hispanic or Latino Population (2020)	3,815	88.5%	23,111	88.8%	61,762	87.3%
Hispanic or Latino Population (2020)	493	11.5%	2,909	11.2%	8,985	12.7%
Not Hispanic or Latino Population (2010)	3,104	91.7%	19,674	92.1%	55,025	91.2%
Hispanic or Latino Population (2010)	279	8.3%	1,695	7.9%	5,308	8.8%
Projected Hispanic Annual Growth (2024 to 2029)	91	4.3%	480	3.6%	956	2.3%
Historic Hispanic Annual Growth (2010 to 2024)	142	3.6%	964	4.1%	2,937	4.0%
Age Distribution (2024)						
Age Under 5	199	4.4%	1,272	4.8%	3,508	4.9%
Age 5 to 9 Years	303	6.8%	1,778	6.7%	4,196	5.8%
Age 10 to 14 Years	326	7.3%	1,893	7.1%	4,405	6.1%
Age 15 to 19 Years	320	7.2%	2,002	7.5%	5,735	8.0%
Age 20 to 24 Years	190	4.2%	1,344	5.1%	6,891	9.6%
Age 25 to 29 Years	125	2.8%	886	3.3%	4,172	5.8%
Age 30 to 34 Years	223	5.0%	1,468	5.5%	4,799	6.7%
Age 35 to 39 Years	345	7.7%	1,880	7.1%	4,904	6.8%
Age 40 to 44 Years	317	7.1%	1,968	7.4%	4,754	6.6%
Age 45 to 49 Years	318	7.1%	1,863	7.0%	4,126	5.7%
Age 50 to 54 Years	293	6.5%	1,752	6.6%	3,932	5.5%
Age 55 to 59 Years	270	6.0%	1,520	5.7%	3,676	5.1%
Age 60 to 64 Years	288	6.4%	1,613	6.1%	3,877	5.4%
Age 65 to 74 Years	545	12.2%	2,960	11.1%	7,070	9.8%
Age 75 to 84 Years	342	7.6%	1,855	7.0%	4,314	6.0%
Age 85 Years or Over	75	1.7%	502	1.9%	1,597	2.2%
Median Age	42.4		41.0		37.5	
Gender Age Distribution (2024)						
Female Population	2,371	52.9%	13,899	52.3%	37,385	52.0%
Age 0 to 19 Years	542	22.8%	3,389	24.4%	8,631	23.1%
Age 20 to 64 Years	1,277	53.9%	7,585	54.6%	21,706	58.1%
Age 65 Years or Over	552	23.3%	2,926	21.0%	7,048	18.9%
Female Median Age	43.9		41.6		38.2	
Male Population	2,107	47.0%	12,656	47.7%	34,570	48.0%
Age 0 to 19 Years	606	28.8%	3,556	28.1%	9,213	26.7%
Age 20 to 64 Years	1,092	51.8%	6,709	53.0%	19,425	56.2%
Age 65 Years or Over	409	19.4%	2,391	18.9%	5,932	17.2%
Male Median Age	40.9		40.5		36.9	

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Household Income Distribution (2024)						
HH Income $200,000 or More	511	28.6%	2,389	23.2%	5,087	17.1%
HH Income $150,000 to $199,999	284	15.9%	1,651	16.0%	3,381	11.4%
HH Income $100,000 to $149,999	295	16.4%	2,122	20.6%	4,961	16.7%
HH Income $75,000 to $99,999	153	8.6%	1,026	10.0%	3,347	11.3%
HH Income $50,000 to $74,999	251	14.0%	1,152	11.2%	3,921	13.2%
HH Income $35,000 to $49,999	84	4.7%	527	5.1%	2,717	9.1%
HH Income $25,000 to $34,999	39	2.2%	210	2.0%	1,350	4.5%
HH Income $15,000 to $24,999	25	1.4%	294	2.9%	1,723	5.8%
HH Income Under $15,000	147	8.2%	937	9.1%	3,215	10.8%
HH Income $35,000 or More	1,579	88.2%	8,866	86.0%	23,415	78.8%
HH Income $75,000 or More	1,244	69.4%	7,188	69.7%	16,777	56.5%
Housing (2024)						
Total Housing Units	1,982		11,281		32,695	
Housing Units Occupied	1,791	90.4%	10,307	91.4%	29,704	90.9%
Housing Units Owner-Occupied	1,579	88.2%	8,115	78.7%	16,608	55.9%
Housing Units, Renter-Occupied	212	11.8%	2,192	21.3%	13,096	44.1%
Housing Units, Vacant	191	10.7%	974	9.4%	2,991	10.1%
Marital Status (2024)						
Never Married	895	24.5%	5,810	26.9%	20,276	33.9%
Currently Married	2,036	55.8%	12,006	55.6%	28,299	47.3%
Separated	93	2.5%	449	2.1%	1,597	2.7%
Widowed	230	6.3%	1,312	6.1%	3,374	5.6%
Divorced	396	10.9%	2,035	9.4%	6,301	10.5%
Household Type (2024)						
Population Family	3,124	69.8%	19,591	73.8%	46,233	64.3%
Population Non-Family	1,340	29.9%	6,852	25.8%	24,009	33.4%
Population Group Quarters	14	0.3%	113	0.4%	1,714	2.4%
Family Households	920	51.4%	5,853	56.8%	14,174	47.7%
Non-Family Households	871	48.6%	4,454	43.2%	15,530	52.3%
Married Couple with Children	372	18.3%	2,333	19.4%	4,803	17.0%
Average Family Household Size	3.4		3.3		3.3	
Household Size (2024)						
1 Person Households	810	45.2%	4,061	39.4%	12,983	43.7%
2 Person Households	655	36.6%	4,023	39.0%	10,173	34.2%
3 Person Households	140	7.8%	926	9.0%	3,063	10.3%
4 Person Households	113	6.3%	783	7.6%	2,177	7.3%
5 Person Households	52	2.9%	362	3.5%	858	2.9%
6 or More Person Households	21	1.2%	153	1.5%	449	1.5%
Household Vehicles (2024)						
Households with 0 Vehicles Available	39	2.2%	424	4.1%	1,916	6.5%
Households with 1 Vehicles Available	396	22.1%	2,876	27.9%	11,661	39.3%
Households with 2 or More Vehicles Available	1,357	75.7%	7,006	68.0%	16,126	54.3%
Total Vehicles Available	3,584		19,738		49,463	
Average Vehicles Per Household	2.0		1.9		1.7	

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Labor Force (2024)						
Estimated Labor Population Age 16 Years or Over	3,579		21,192		58,825	
Estimated Civilian Employed	2,468	69.0%	13,788	65.1%	38,461	65.4%
Estimated Civilian Unemployed	42	1.2%	322	1.5%	845	1.4%
Estimated in Armed Forces	4	0.1%	23	0.1%	56	-
Estimated Not in Labor Force	1,064	29.7%	7,059	33.3%	19,463	33.1%
Unemployment Rate	1.2%		1.5%		1.4%	
Occupation (2024)						
Occupation: Population Age 16 Years or Over	2,467		13,786		38,458	
Management, Business, Financial Operations	603	24.4%	3,252	23.6%	6,982	18.2%
Professional, Related	936	37.9%	5,279	38.3%	14,384	37.4%
Service	218	8.9%	1,593	11.6%	4,779	12.4%
Sales, Office	426	17.3%	2,316	16.8%	7,630	19.8%
Farming, Fishing, Forestry	1	-	9	-	36	-
Construct, Extraction, Maintenance	132	5.4%	600	4.4%	1,783	4.6%
Production, Transport Material Moving	151	6.1%	738	5.4%	2,863	7.4%
White Collar Workers	1,964	79.6%	10,846	78.7%	28,997	75.4%
Blue Collar Workers	503	20.4%	2,940	21.3%	9,461	24.6%
Consumer Expenditure (2024)						
Total Household Expenditure	$210.54 M		$1.11 B		$2.62 B	
Total Non-Retail Expenditure	$112.42 M	53.4%	$591.05 M	53.3%	$1.39 B	53.3%
Total Retail Expenditure	$98.12 M	46.6%	$517.77 M	46.7%	$1.22 B	46.7%
Apparel	$7.58 M	3.6%	$39.97 M	3.6%	$93.84 M	3.6%
Contributions	$7.8 M	3.7%	$40.54 M	3.7%	$92.62 M	3.5%
Education	$7.69 M	3.7%	$40.08 M	3.6%	$90.68 M	3.5%
Entertainment	$12.43 M	5.9%	$65.39 M	5.9%	$151.71 M	5.8%
Food and Beverages	$29.99 M	14.2%	$158.6 M	14.3%	$377.71 M	14.4%
Furnishings and Equipment	$7.65 M	3.6%	$40.31 M	3.6%	$93.76 M	3.6%
Gifts	$5.95 M	2.8%	$30.74 M	2.8%	$70.83 M	2.7%
Health Care	$16.97 M	8.1%	$89.5 M	8.1%	$212.92 M	8.1%
Household Operations	$8.62 M	4.1%	$45.2 M	4.1%	$105.39 M	4.0%
Miscellaneous Expenses	$4.06 M	1.9%	$21.33 M	1.9%	$50.08 M	1.9%
Personal Care	$2.81 M	1.3%	$14.85 M	1.3%	$35.08 M	1.3%
Personal Insurance	$1.65 M	0.8%	$8.65 M	0.8%	$19.57 M	0.7%
Reading	$475.06 K	0.2%	$2.49 M	0.2%	$5.83 M	0.2%
Shelter	$44.19 M	21.0%	$232.77 M	21.0%	$553.99 M	21.2%
Tobacco	$1 M	0.5%	$5.33 M	0.5%	$13.74 M	0.5%
Transportation	$37.5 M	17.8%	$198.22 M	17.9%	$468.06 M	17.9%
Utilities	$14.16 M	6.7%	$74.84 M	6.7%	$181.35 M	6.9%
Educational Attainment (2024)						
Adult Population Age 25 Years or Over	3,141		18,267		47,221	
Elementary (Grade Level 0 to 8)	19	0.6%	121	0.7%	393	0.8%
Some High School (Grade Level 9 to 11)	59	1.9%	273	1.5%	1,334	2.8%
High School Graduate	512	16.3%	2,662	14.6%	7,249	15.4%
Some College	524	16.7%	2,640	14.5%	6,610	14.0%
Associate Degree Only	224	7.1%	1,475	8.1%	4,666	9.9%
Bachelor Degree Only	641	20.4%	4,427	24.2%	11,897	25.2%
Graduate Degree	1,161	37.0%	6,669	36.5%	15,073	31.9%

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Units In Structure (2024)						
1 Detached Unit	1,306	97.5%	7,505	90.3%	15,668	62.3%
1 Attached Unit	209	15.6%	655	7.9%	1,811	7.2%
2 to 4 Units	66	4.9%	438	5.3%	2,704	10.8%
5 to 9 Units	25	1.9%	259	3.1%	1,992	7.9%
10 to 19 Units	10	0.8%	334	4.0%	2,852	11.3%
20 to 49 Units	39	2.9%	215	2.6%	1,247	5.0%
50 or More Units	39	2.9%	495	5.9%	2,241	8.9%
Mobile Home or Trailer	97	7.2%	407	4.9%	1,190	4.7%
Other Structure	-	-	-	-	-	-
Homes Built By Year (2024)						
Homes Built 2010 or later	387	28.9%	2,092	25.2%	5,105	20.3%
Homes Built 2000 to 2009	623	46.5%	2,511	30.2%	5,968	23.7%
Homes Built 1990 to 1999	298	22.3%	2,003	24.1%	5,735	22.8%
Homes Built 1980 to 1989	253	18.9%	1,739	20.9%	6,022	24.0%
Homes Built 1970 to 1979	115	8.6%	1,228	14.8%	4,248	16.9%
Homes Built 1960 to 1969	50	3.7%	467	5.6%	1,765	7.0%
Homes Built 1950 to 1959	61	4.6%	211	2.5%	552	2.2%
Homes Built Before 1949	3	0.2%	56	0.7%	308	1.2%
Home Values (2024)						
Home Values $1,000,000 or More	36	2.3%	205	2.5%	329	2.0%
Home Values $500,000 to $999,999	288	18.2%	1,518	18.7%	3,285	19.8%
Home Values $400,000 to $499,999	384	24.3%	1,708	21.1%	2,727	16.4%
Home Values $300,000 to $399,999	299	18.9%	1,936	23.9%	3,820	23.0%
Home Values $200,000 to $299,999	281	17.8%	1,674	20.6%	3,527	21.2%
Home Values $150,000 to $199,999	161	10.2%	566	7.0%	1,469	8.8%
Home Values $100,000 to $149,999	81	5.2%	262	3.2%	711	4.3%
Home Values $70,000 to $99,999	10	0.6%	39	0.5%	121	0.7%
Home Values $50,000 to $69,999	2	0.1%	9	0.1%	32	0.2%
Home Values $25,000 to $49,999	26	1.7%	101	1.2%	376	2.3%
Home Values Under $25,000	11	0.7%	96	1.2%	212	1.3%
Owner-Occupied Median Home Value	$372,928		$371,375		$348,283	
Renter-Occupied Median Rent	$1,534		$1,536		$1,334	
Transportation To Work (2024)						
Drive to Work Alone	1,976	80.1%	10,528	76.4%	27,685	72.0%
Drive to Work in Carpool	62	2.5%	617	4.5%	2,485	6.5%
Travel to Work by Public Transportation	18	0.7%	113	0.8%	1,107	2.9%
Drive to Work on Motorcycle	2	-	30	0.2%	201	0.5%
Walk or Bicycle to Work	37	1.5%	248	1.8%	923	2.4%
Other Means	16	0.7%	63	0.5%	316	0.8%
Work at Home	357	14.5%	2,186	15.9%	5,741	14.9%
Travel Time (2024)						
Travel to Work in 14 Minutes or Less	431	17.5%	2,091	15.2%	7,385	19.2%
Travel to Work in 15 to 29 Minutes	967	39.2%	5,650	41.0%	16,519	43.0%
Travel to Work in 30 to 59 Minutes	666	27.0%	3,614	26.2%	7,774	20.2%
Travel to Work in 60 Minutes or More	47	1.9%	245	1.8%	1,038	2.7%
Average Minutes Travel to Work	22.7		23.1		21.4	