Gainesville, Georgia.

Current market data.

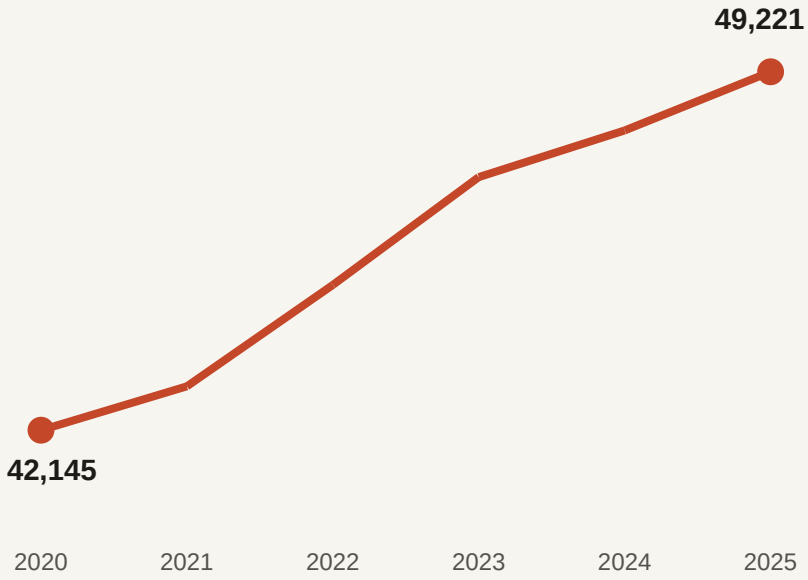
11 cards. Every number sourced and dated. Data as of Oct 30, 2026.

POPULATION

Growing. Up 16.8% since 2020.

49,221

people, the 21st-largest of Georgia's cities and towns.



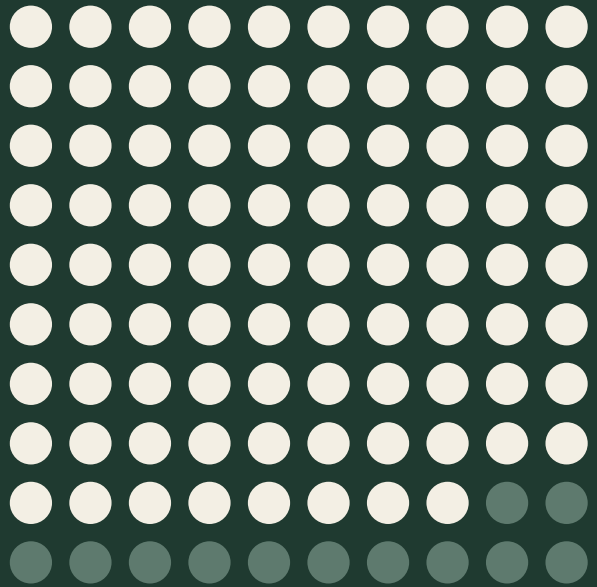
Source: Census Population Estimates, 2025

THE WORKDAY

9 in 10 jobs here go to people who live somewhere else.

88.2%

of 55,361 jobs located in Gainesville are filled by in-commuters.



Each dot is 1% of jobs. Filled: held by in-commuters.

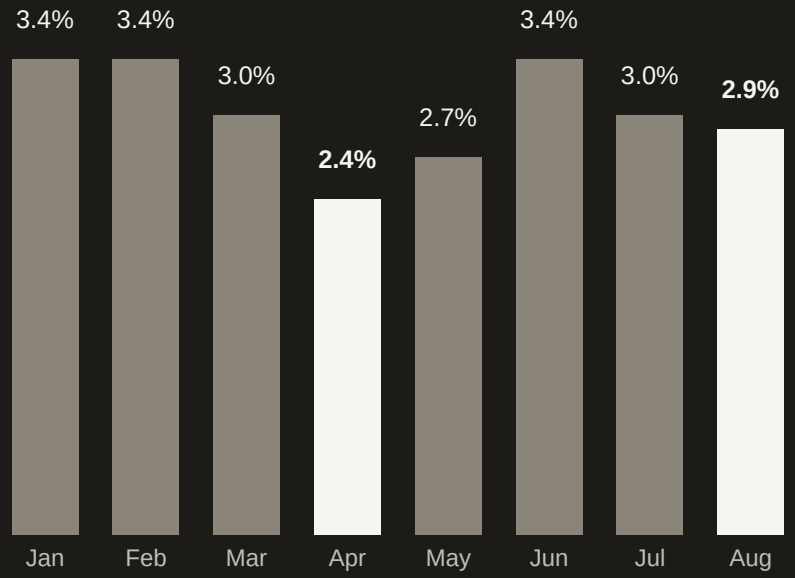
Source: Census LEHD LODES, 2023

UNEMPLOYMENT, 2026

The low came in April: 2.4%.

2.9%

in August 2026, the latest month released. A year earlier it was 3.4%.



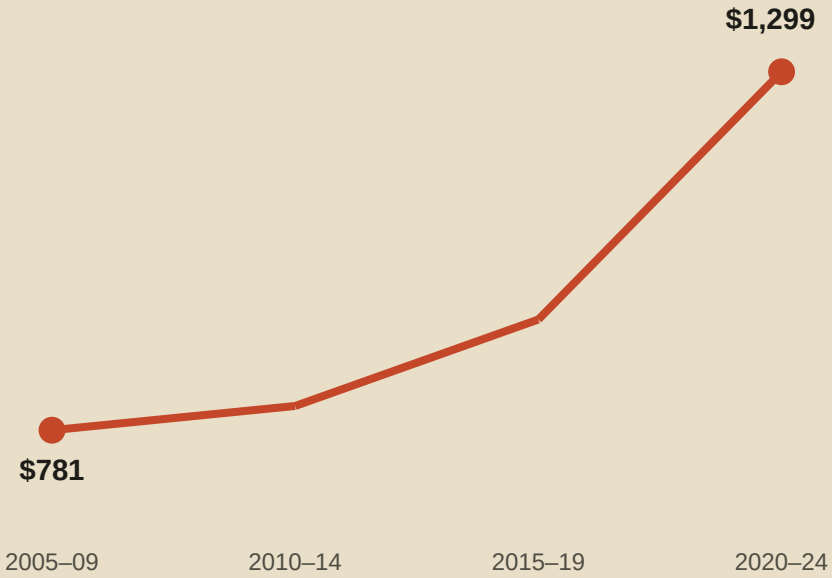
Source: BLS Local Area Unemployment Statistics, 2026-08

RENT

Median rent is up 66% since the 2005–2009 survey, before inflation.

$1,299

a month. Georgia's median is $1,393.

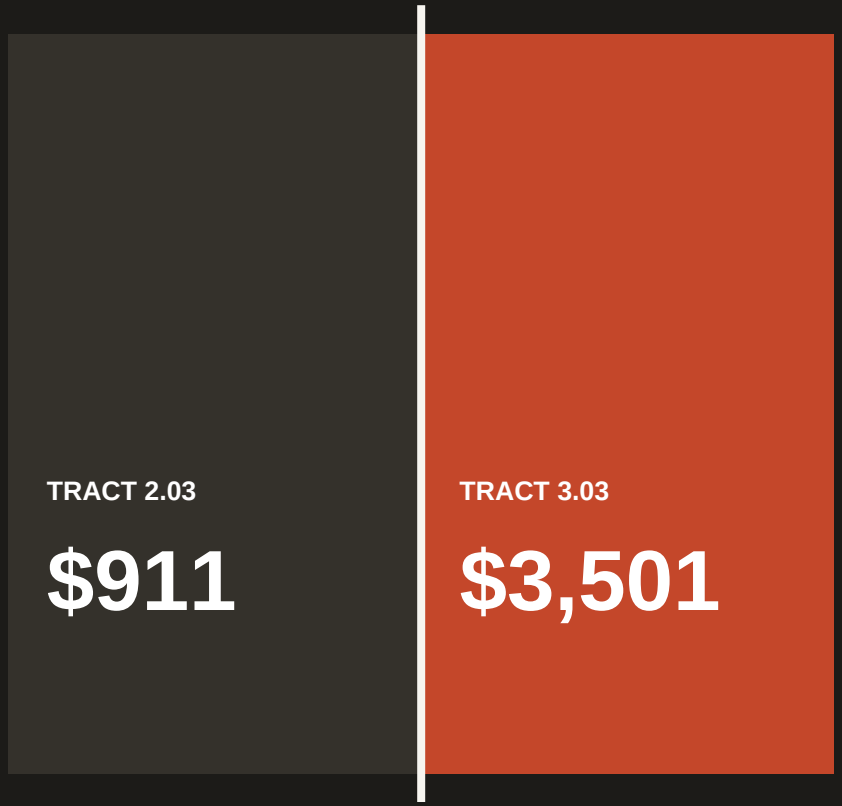


Source: Census ACS 5-year, 2020-2024

THE SEAM

Cross one tract line and median rent doubles.

A $2,590 gap between neighbors, the sharpest rent edge between adjacent tracts in Hall County.



Source: Census ACS 5-year, 2020-2024

ROOM TO BUILD

The median rent sits inside what local wages can carry.

is the monthly rent range local workforce wages support.

Source: Computed by the Almanac, 2023; Census ACS 5-year, 2020-2024

BUILDING

56% of the housing here was built before 2000.

6,578

homes permitted in ten years, 2016–2025

58%

of those were in multifamily buildings

56%

of all homes were built before 2000

Source: Census Building Permits Survey, 2016-2025; Census ACS 5-year, 2020-2024

UNITS NEEDED

Closing the gap would add 1–3% to the 18,001 homes here.

124–554

is the estimated number of missing housing units, from the lowest to the highest of three estimates.

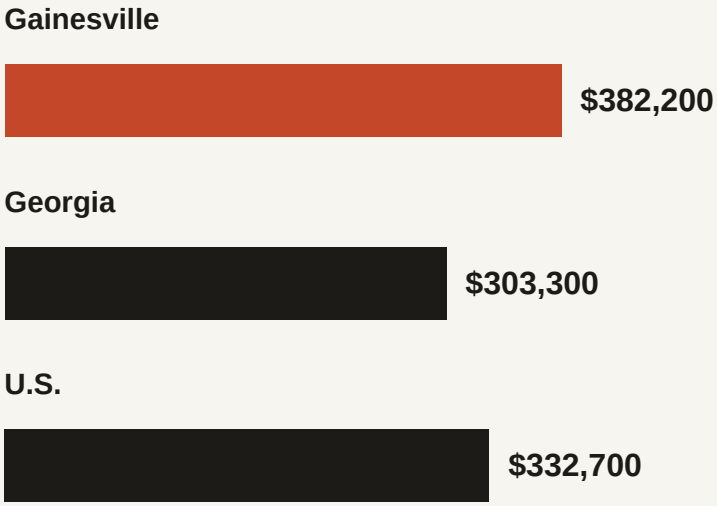
Source: Computed by the Almanac, 2023

HOME VALUE

A median home costs 26% more than Georgia's.

$382,200

median home value in Gainesville.



Source: Census ACS 5-year, 2020-2024

THAT WAS GAINESVILLE'S 2026

Every number came from a public source, with its date.

New Census data usually lands in December. The next Edition follows it.

See this Edition at **almanacdata.ai/e/ga/gainesville/**