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Analysis of the
GAINESVILLE, FLORIDA
HOUSING MARKET

as of November 1, 1966 /

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A Report by the
DEPARTMENT OF HOUSING AND URBAN DEVELOPMENT
U.S. FEDERAL HOUSING ADMINISTRATION /
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ANALYSIS OF THE
GAINESVILLE, FLORIDA, HOUSING MARKET
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Federal Housing Administration
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Field Market Analysis Service
U.S. Federal Housing Administration/
Department of Housing and Urban Development

Foreword

As a public service to assist local housing activities through clearer understanding of local housing market conditions, FHA initiated publication of its comprehensive housing market analyses early in 1965. While each report is designed specifically for FHA use in administering its mortgage insurance operations, it is expected that the factual information and the findings and conclusions of these reports will be generally useful also to builders, mortgagees, and others concerned with local housing problems and to others having an interest in local economic conditions and trends.

Since market analysis is not an exact science, the judgmental factor is important in the development of findings and conclusions. There will be differences of opinion, of course, in the interpretation of available factual information in determining the absorptive capacity of the market and the requirements for maintenance of a reasonable balance in demand-supply relationships.

The factual framework for each analysis is developed as thoroughly as possible on the basis of information available from both local and national sources. Unless specifically identified by source reference, all estimates and judgments in the analysis are those of the authoring analyst and the FHA Market Analysis and Research Section.

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ANALYSIS OF THE
GAINESVILLE, FLORIDA, HOUSING MARKET
AS OF NOVEMBER 1, 1966

Summary and Conclusions

1. The University of Florida is the dominant economic force in the Gainesville Housing Market Area (HMA) and the growth of the area has paralleled that of the university. Nonagricultural wage and salary employment in the area totaled 30,100 in March 1966,^{1/} an increase of 9,400 (45 percent) over the March 1959 level. Half of all wage and salary employees are in the government classification, of which one-third are employed by the University of Florida. Year-to-year gains in the 1959-1963 period increased from a low of 550 between 1959 and 1960 to a high of 2,450 between 1962 and 1963; increases for subsequent years ranged from 1,300 to 1,800. During the next two years, total nonagricultural employment is expected to increase by 1,500 to 1,800 yearly, as moderate expansion occurs in the manufacturing sector, as continued enrollment gains indicate further growth at the university, and as the new Veterans Administration Hospital is staffed. With a few minor exceptions, the unemployment ratio has fallen steadily since 1959 to a March 1966 ratio of 1.3 percent.
2. The median annual income in the Gainesville HMA, after deducting federal income tax, was \$5,900 for all families and \$5,100 for renter households of two persons or more in November 1966. By 1968, median annual after-tax incomes are expected to approximate \$6,250 for all families and \$5,400 for renter households.
3. The estimated November 1966 population of the Gainesville HMA was 98,000, a gain of 3,650 yearly since April 1960. Primarily because of the rapid expansion at the University of Florida, the annual average population increase for the period since April 1960 was double that of the 1950-1960 decade. By November 1968, the population of the HMA is expected to total 106,700, an anticipated gain of 4,350 a year over the November 1966 level.
4. There were 27,900 households in the Gainesville HMA in November 1966 representing an average increment of 1,225 annually since April 1, 1960. The annual rate of household increase since April 1960 was almost two and one-half times that of the 1950-1960 decade. The number of households in the HMA is expected to total 30,600 by November 1, 1968, reflecting an anticipated gain of 1,350 during each of the next two years; student households will account for a greater proportion of the growth than in previous years.
5. The housing inventory of the Gainesville HMA totaled about 29,800 units on November 1, 1966. Since 1960, there was a net addition of 7,850 (36 percent) housing units to the HMA inventory. The net addition resulted from the construction of 7,300 units for which permits were issued and

^{1/} See footnote one on page three of text.

the construction of an estimated 800 units outside permit-issuing areas, the conversion to residential use of about 200 units, and the loss of about 450 units primarily through demolition. Since 1960, the trend in the number of housing units authorized each year has been generally upward. This pattern has been influenced almost entirely by the sharp increase in the number of multifamily housing units authorized. The peak year for single-family authorizations was in 1960 when 800 permits were issued and the low was 600 units authorized in 1962. Single-family authorizations in other years ranged between 700 and 775 units. About 100 single-family units have been built annually outside permit issuing areas. Prior to 1963, very few apartments had been built in the HMA. In 1963, however, 425 multifamily units were authorized and in 1964 multifamily authorizations rose to 575 units. The peak level of 925 multifamily authorizations was in 1965; for the first nine months of 1966 permits were issued for 650 multifamily units.

6. There were about 325 vacant housing units available for sale in the HMA in November 1966, representing a homeowner vacancy ratio of 1.9 percent; there were 425 units available for rent, indicating a rental vacancy rate of 3.8 percent. The homeowner and renter vacancy ratios declined significantly from the 1960 vacancy levels of 2.8 percent and 7.9 percent, respectively.
7. During the next two years there is expected to be an annual demand for 1,400 new privately-owned housing units in the Gainesville HMA, consisting of 850 single-family units and 550 units in multifamily structures. This demand estimate does not include public low-rent housing or rent-supplement accommodations. Because a significant part of the demand for multifamily units is expected to be from student households and that segment of demand has not been fully tested, a continuing check of the absorption of new multifamily units should be maintained. The annual demand for single-family units by sales price is expected to approximate the pattern shown on page 22. Demand for multifamily units is distributed by unit size and gross monthly rent on page 23.

ANALYSIS OF THE
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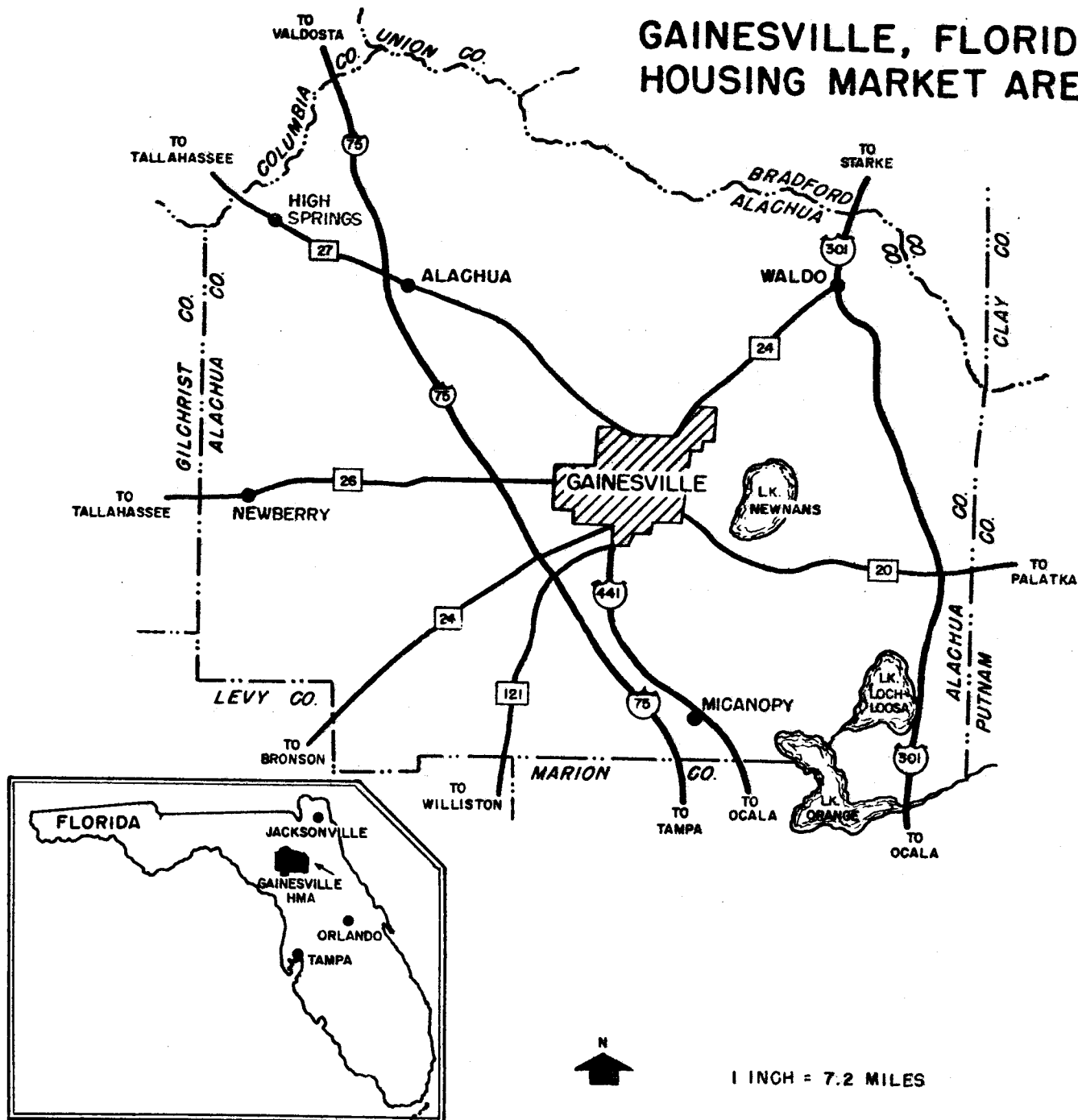
Housing Market Area

The Gainesville, Housing Market Area (HMA) is coterminous with Alachua County which had a population of 74,074 persons in 1960. Gainesville City, which contained about 40 percent of the HMA population in 1960, has increased its land area markedly since that year by annexation and now accounts for roughly two-thirds of the HMA total population. The city of Gainesville with the contiguous suburban area is the only significant population concentration in the HMA. Inasmuch as the rural farm population of the Gainesville HMA accounted for only 4.6 percent of total population in 1960, all demographic and housing data used in this analysis refer to the total of farm and nonfarm data.

Gainesville is located in north-central Florida about 70 miles southwest of Jacksonville, 145 miles southeast of Tallahassee, and 130 miles north of Tampa-St. Petersburg. The Gainesville area is amply served by a network of federal and state highways; the principal routes are Interstate 75, United States routes 301, 441, and 27. Regularly scheduled air transportation is provided by Eastern Airlines; the Seaboard Airline and the Atlantic Coast Line Railroads furnish rail service. Adequate intrastate and interstate motor freight and bus service is available.

Growth and development of the Gainesville HMA has not been hampered by land scarcity. Expansion has been channeled to the gently rolling area northwest of the city. Vacant land to the south is low and swampy; the public and corporate land and timber holdings to the east and corporate timber holdings to the north discourage development in these directions. The University of Florida is a barrier to expansion to the southwest.

GAINESVILLE, FLORIDA HOUSING MARKET AREA



Economy of the Area

Character and History

Prior to 1907 the Gainesville area was little more than a trade and service center for a rich agricultural region. Commencement of classes at the University of Florida in 1907 marked a most significant change in the local economy. Since that time, population growth in the HMA has paralleled that of the university. In recent years some diversification has been achieved with the addition of two large manufacturing firms, but the University of Florida remains the dominant economic force in the area. Nearly 30 percent of the current population of the HMA is directly associated with the university either as employees or as students.

Employment

Current Estimate. The civilian work force in Alachua County, as reported by the Florida Industrial Commission, numbered 37,550 in March 1966,^{1/} a gain of about 4.9 percent above the 1965 level of 35,800 (see table I). Components of the 1966 work force include 500 unemployed persons, 1,550 agricultural workers, and 35,500 nonagricultural workers. The nonagricultural total included 30,100 nonagricultural wage and salary workers.

Past Trend. Between 1959 and 1966, nonagricultural wage and salary employment in the Gainesville HMA increased by 9,400 or 45 percent (see table II). Year-to-year gains for the 1959-1963 period increased from a low of 550 between 1959 and 1960 to a high of 2,450 between 1962 and 1963; increases for subsequent years ranged from 1,300 to 1,800. Employment gains have corresponded roughly with the pattern of enrollment gains at the university. The greater yearly gains in employment beginning in 1963 are similar to the trend of greater yearly increases in enrollment at the University of Florida which also began in that year.

^{1/} A consistent series of employment data for Alachua County is maintained by the Florida Industrial Commission only for March of each year. Therefore, references to employment statistics will be for March of the year mentioned.

Trend of Annual Average Work Force and Nonagricultural Employment
Gainesville, Florida, Housing Market Area
March 1959-March 1966

As of March	Work force		Nonagricultural employment			
	Number	Change	Total Number	Change	Wage and salary Number	Change
1959	27,750	-	25,550	-	20,700	-
1960	27,950	200	25,800	250	21,250	550
1961	29,150	1,200	26,850	1,050	21,950	700
1962	30,600	1,450	28,300	1,450	23,200	1,250
1963	33,150	2,550	30,950	2,650	25,650	2,450
1964	34,600	1,450	32,400	1,450	26,950	1,300
1965	35,800	1,200	33,700	1,300	28,300	1,350
1966	37,550	1,750	35,500	1,800	30,100	1,800

Source: Florida Industrial Commission.

Manufacturing employment in the Gainesville HMA accounted for 10.6 percent of all nonagricultural wage and salary employment in March 1966, a ratio which represents a gradual decline from the 12.3 percent ratio in 1959. Between 1959 and 1966, manufacturing employment grew by 650 (25 percent). Yearly gains followed no particular pattern and ranged from a 500 job increase from 1965 to 1966 to a 200 job loss from 1964 to 1965.

The General Electric Company and the Sperry Rand Corporation are the two largest employers in the manufacturing sector. Since opening in 1963, the General Electric installation has grown rapidly. The Sperry Rand plant has experienced some fluctuation in employment in the past few years. In spite of the support given the manufacturing sector by the new General Electric plant, employment growth in manufacturing has been unimpressive primarily because a number of smaller, uneconomic manufacturing firms have ceased operation.

Nonmanufacturing industries in the Gainesville HMA employed 26,900 workers in March 1966, an increase of 8,750 (48 percent) over the March 1959 level. Yearly gains ranged between a low of 450 from 1959 to 1960 and a high of 2,350 from 1962 to 1963. The following table shows the trend of nonmanufacturing employment gains and annual increments to government employment which reflect, for the most part, employment additions at the

University of Florida. The combined growth of the trade, service, and government employment classifications (the latter almost entirely dependent on the university), accounted for 82 percent of the increase in nonmanufacturing employment between 1959 and 1966. As shown in table II, all employment categories in the nonmanufacturing sector exhibited gains.

Trend of Manufacturing, Nonmanufacturing,
And Total Nonagricultural Wage and Salary Employment
Gainesville, Florida, Housing Market Area
March 1959-March 1966

<u>Year</u>	<u>Manufacturing</u>		<u>Nonmanufacturing</u>		<u>Government^{1/}</u>		<u>Total wage and salary</u>	
	<u>Number</u>	<u>Change</u>	<u>Number</u>	<u>Change</u>	<u>Number</u>	<u>Change</u>	<u>Number</u>	<u>Change</u>
1959	2,550	-	18,150	-	10,450	-	20,700	-
1960	2,650	100	18,600	450	10,900	450	21,250	550
1961	2,600	-50	19,350	750	11,050	150	21,950	700
1962	2,800	200	20,400	1,050	11,750	700	23,200	1,250
1963	2,900	100	22,750	2,350	13,050	1,300	25,650	2,450
1964	2,900	0	24,050	1,300	13,800	750	26,950	1,300
1965	2,700	-200	25,600	1,550	14,300	500	28,300	1,350
1966	3,200	500	26,900	1,300	15,100	800	30,100	1,800

^{1/} Government is included in nonmanufacturing data and is shown as a separate category because of its importance.

Source: Florida Industrial Commission.

Major Industry Groups. The manufacturing sector employs about 3,200 persons at present, but the Florida Industrial Commission does not classify manufacturing employment by industry groups for the Gainesville area. The largest single industry within the manufacturing group, however, is comprised of electrical and related equipment manufactured by General Electric and Sperry Rand. Nearly all of the remaining manufacturing employment is with firms employing relatively few persons and producing goods that are marketed within a relatively small market area, few of which leave the state.

Employment in all major industry groups in the nonmanufacturing sector increased considerably during the 1959-1966 period. Even during the 1960-1961 recession, during which most metropolitan areas experienced reduced employment gains or employment losses, employment growth in the Gainesville HMA continued strong and is an indication of the stabilizing influence of the university.

Most notable employment gains between 1959 and 1966 occurred in the trade, service, and government classifications which registered respective gains of 1,800 (50 percent), 700 (45 percent), and 4,650 (45 percent). Employment growth in the construction industry has been exceptionally strong with the increases attributed to continuing support from residential, commercial, and university projects. The number of workers employed in the construction industry increased by 950 (79 percent) from 1959 to 1966 (see table II).

Principal Employers. The University of Florida is the greatest single source of employment in the Gainesville HMA. According to the University Personnel Office, full and part-time employment at the school in September 1966 totaled 9,950. Firm data are not available, but it is estimated that in 1960 employment by the university numbered approximately 7,100.

The Sunland Training Center with 1,100 employees is the second largest employer in the Gainesville area. The state of Florida operates the center as a school for the mentally retarded.

The General Electric Company manufactures nickel-cadmium rechargeable batteries at its Gainesville plant. Employment at the General Electric factory has risen significantly since it began operations in 1963. Within the next two years the establishment will expand its operations further.

University of Florida Enrollment

Since 1954 the number of students at the university has shown consistent growth. It is the increasing number of college students in the HMA that has provided the basic economic growth for the area. As the number of students increases, corresponding increases in university faculty and supporting staff are necessary and more trade and service personnel are required by both faculty and students. The trend of student enrollment at the University of Florida since 1950 is shown in the following table.

Final Fall Term Enrollment and Forecast Enrollment
University of Florida
1950-1968

<u>Year</u>	<u>Enrollment</u>	<u>Change</u>	<u>Year</u>	<u>Enrollment</u>	<u>Change</u>
1950	10,077 ^{a/}	-	1960	13,100	390
1951	9,002	-1,075	1961	13,634	534
1952	9,224	222	1962	13,826	192
1953	9,642	418	1963	14,810	984
1954	9,857	215	1964	15,701	891
1955	10,868	1,011	1965	16,874	1,173
1956	10,997	129	1966	18,039	1,165
1957	11,207	210	<u>Forecast</u>		
1958	12,306	1,099	1967	19,400	1,361
1959	12,710	404	1968	21,000	1,600

^{a/} The immediate postwar peak reflecting the temporary bulge caused by benefits payable to ex-service personnel.

Source: University of Florida, Office of the Registrar.

Unemployment

Unemployment in the Gainesville HMA has followed a generally decreasing trend since 1959 (see table I). In March 1959, there were 700 persons unemployed, or 2.5 percent of the work force. The unemployment ratio has fallen steadily with a few minor exceptions to a 1966 ratio of 1.3 percent. This represents a tight labor market situation.

Future Employment Prospects

During the November 1, 1966 to November 1, 1968 forecast period, there will be 1,500-1,800 new nonagricultural jobs available each year. Because of the current tight labor market in the Gainesville area, however, the higher figure probably will not be attained. Additional demand for custodial and service workers in the lower salary ranges will occur when the Veterans Administration Hospital opens and as the university expands; workers for these jobs already are in demand.

Anticipated annual enrollment increases at the University of Florida greater than experienced during the preceding fifteen years are expected to result in continued growth in government, trade, and service employment. In addition, a 500-bed Veterans Administration Hospital is nearing completion and will open in March 1967 with 250-300 employees. Approximately 800 employees will be required to staff the hospital when it becomes fully operational.

Income

The estimated median income of all families in the Gainesville HMA, after the deduction of federal income tax, was \$5,900 yearly in November 1966, and the median after-tax income of renter households of two or more persons was \$5,100.

Detailed distributions of all families and of renter households of two or more persons by annual income are presented in table III. About 32 percent of all families and 40 percent of renter households had after-tax incomes below \$4,000 annually. At the upper-end of the income distribution, 21 percent of all families and 13 percent of renter households had after-tax incomes of \$10,000 or more annually. The 1966 and 1968 median income levels in the Gainesville HMA are shown below.

Median After-Tax Family Income^{a/}
Gainesville, Florida, Housing Market Area
1966 and 1968

<u>Year</u>	<u>All families</u>	<u>Renter households^{b/}</u>
1966	\$5,900	\$5,100
1968	6,250	5,400

a/ After deducting federal income tax.

b/ Renter households of two or more persons.

Source: Estimated by Housing Market Analyst.

Demographic Factors

Population

Current Estimate. The population of the Gainesville HMA totaled 98,000 on November 1, 1966 representing an increase of about 23,900 since the April 1960 Census total of 74,100. Population estimates for the city of Gainesville (estimated by local sources at about 60,000) do not provide a meaningful indication of growth because of the very large annexation to the city in 1962. This annexation expanded the land area of the city of Gainesville from 6.5 square miles to 24.5 square miles^{1/}, and at the time of annexation there were about 20,000 persons in the annexed area. Because of the statistical problems created by the annexation and because most of the HMA population is concentrated in Gainesville City and its suburban environs, separate estimates have not been prepared for the city of Gainesville and the remainder of the county.

Past Trend. Since April 1960, the population of the Gainesville HMA has increased at an average rate of 3,650 persons (4.4 percent)^{1/} yearly. The gain recorded between April 1960 and November 1966 is a sharp increase over the average annual increment of 1,700 persons (2.6 percent) during the 1950-1960 decade.

The impact of the increase in the number of students is more clearly evident when the growth of the student and nonstudent segments of total population are analyzed separately. While both segments increased much more rapidly subsequent to 1960 than during the previous decade, it is evident that the growing student population is a principal factor in the recent rapid population gains. The table on page 7 shows that the large yearly increments in the number of students since 1960 did not begin until 1963, and it is **probable** that the over-all population increase since April 1960 developed in a similar manner. The following table shows the trend of population growth in the Gainesville HMA since 1950.

^{1/} All average annual percentage changes in demographic data, as used in this analysis, are derived through the use of a formula designed to calculate the rate of change on a compound basis.

Population Trends
Gainesville, Florida, Housing Market Area
1950-1966

<u>Segment</u>	<u>April</u> <u>1950</u>	<u>April</u> <u>1960</u>	<u>Nov.</u> <u>1966</u>	<u>Average annual change</u>	
				<u>1950-1960</u>	<u>1960-1966</u>
Student population	10,000	12,700	18,050	270	825
Nonstudent population	47,026	61,374	79,950	1,435	2,825
Total population	57,026	74,074	98,000	1,705	3,650

Sources: Total 1950 and 1960 population from Censuses of Population. 1966 estimated by Housing Market Analyst. Student and non-student population estimated by Housing Market Analyst based on fall semester enrollment data.

The November 1966 total of 18,050 college students in the Gainesville HMA accounts for 18.4 percent of the population and was an increase of 5,350 students (42 percent) since April 1960. University of Florida students accounted for 17.1 percent of the HMA population in April 1960. The table on page 7 shows the trend of student enrollment since 1950.

Nonhousehold Population. Persons living in University of Florida residence halls, fraternity and sorority houses, hospitals, and inmates at the Sunland Training Center accounted for almost all of the nonhousehold population in the Gainesville HMA. In 1960, the census reported a nonhousehold population of 8,500, which, in addition to students, included about 1,600 inmates at the Sunland Training Center. Since 1960, almost 1,500 dormitory spaces were added by the university and about 350 spaces were added in new fraternity and sorority houses. Since 1960 there has been some additional increase in nonhousehold population of lesser importance at the University Hospital and the Sunland Training Center. Considering these additions, nonhousehold population is estimated to total 10,500 persons. It is important to note that only a portion of the total increase in student enrollment since 1960 was provided with living quarters in university dormitories or fraternity and sorority houses. As a result, well over one-half of the increase in the number of students had to find living accommodations in the private housing market.

Estimated Future Population. By November 1, 1968, the population of the Gainesville HMA is expected to total 106,700. This represents an anticipated increment of 4,350 (4.4 percent) persons yearly during the November 1, 1966 to November 1, 1968 forecast period. The future rate of population growth is premised upon anticipated employment gains approximating 1,500 yearly during each of the next two years and on enrollment forecasts by the University of Florida which indicate 1,360 additional students by 1967 and an additional 1,600 students between 1967 and 1968.

Net Natural Increase and Migration. Between April 1950 and April 1960, the net natural increase (excess of births over deaths) in the Gainesville HMA totaled about 12,050. When compared with the total population increase of 17,050 during this period, a net in-migration of about 5,000 persons is indicated, equal to 29 percent of the total population increase. During the April 1, 1960 to November 1, 1966 period, the population gain of 23,900 resulted from a net natural increase of approximately 9,675 and an in-migration of 14,225. In-migration during the past six and one-half years accounted for about 60 percent of the total increase in the population. If it is assumed that all new students enrolling at the University of Florida are in-migrants, students accounted for somewhat over one-half of the 1950-1960 in-migration and nearly 40 percent of in-migration since April 1960.

Components of Population Change
Gainesville, Florida, Housing Market Area
April 1, 1950 to November 1, 1966

<u>Source of change</u>	<u>Average annual change^{a/}</u>	
	<u>1950-1960</u>	<u>1960-1966</u>
Total population change	1,700	3,650
Net natural increase	1,200	1,475
Migration	500	2,175

a/ Rounded.

Sources: U.S. Census of Population Report, Series P-27, No. 7.
Florida State Department of Health.
Estimates by Housing Market Analyst.

Households

Current Estimate and Past Trend. There were about 27,900 households in the Gainesville HMA in November 1966. The total represents an annual increment of about 1,225 (5.2 percent) since April 1960, a considerably greater average annual gain than during the previous decade when the increase averaged 500 (3.0 percent) a year.^{1/} The principal factor contributing to the more rapid gains since April 1960 has been growth of the university. A greater number of students have formed households and faculty and staff have increased significantly. The following table shows the trend of growth of student and nonstudent households.

^{1/} The increase in the number of households between 1950 and 1960 reflects, in part, the change in census definition from "dwelling unit" in the 1950 Census to "housing unit" in the 1960 Census.

Household Trends
Gainesville, Florida, Housing Market Area
1950-1966

<u>Segment</u>	<u>April</u>	<u>April</u>	<u>Nov.</u>	<u>Average annual change</u>	
	<u>1950</u>	<u>1960</u>	<u>1966</u>	<u>1950-1960</u>	<u>1960-1966</u>
Student households	1,400	2,200	3,400	80	175
Nonstudent households	13,411	17,688	24,500	427	1,050
Total households	14,811	19,888	27,900	507	1,225

Sources: Total 1950 and 1960 households from Censuses of Housing.
1966 estimated by Housing Market Analyst. Student and non-student households estimated by Housing Market Analyst based on data provided by the University of Florida.

Household Size Trends. The average size of all households in the Gainesville HMA in November 1966 was 3.14 persons. This represents a continuation of the trend of declining household size from 3.42 persons in 1950 to 3.30 in 1960. Sizable increases in the number of student households was a prime contributor toward the considerable drop in average household size since 1960. A small additional decline in household size is expected during the next two years.

Estimated Future Households. Based on the anticipated annual population gain during the next two years, including the considerable increase in the number of students forecast by the university, and on the assumption that the average household size will decline slightly during the forecast period, there will be 30,600 households in the Gainesville HMA by November 1, 1968. This represents an expected addition of 1,350 households each year during the two-year forecast period. The household gains anticipated include consideration of about 1,000 additional spaces that will become available during the forecast period when the University of Florida dormitories now under construction are completed. Although 1,000 spaces are under construction, about 200 spaces will be diverted to relieve current over-crowding so that the net addition of dormitory facilities by the university during the forecast period will be 800 spaces. After other relatively minor adjustments for slight increases in the numbers of students living in fraternity and sorority houses and in homes, the remainder of students making up the anticipated enrollment growth in the next two years will amount to about 275 households yearly who will necessarily find housing in the private housing market.

Housing Market Factors

Housing Supply

Current Estimate. As of November 1, 1966, there were about 29,800 housing units in the Gainesville HMA, indicating a net gain since April 1960 of about 7,850 units (36 percent), an average annual increment of nearly 1,200 units a year. The net addition resulted from the construction of about 7,300 units for which permits were issued and the construction of an estimated^{1/} 800 units outside the permit-issuing areas, the conversion to residential use of about 200 units, and the loss of about 450 units primarily through demolition. The average yearly increase in the housing inventory since April 1960 is double the net average gain of nearly 600 housing units a year during the 1950-1960 decade.

Units in Structure. The substantial volume of new multifamily housing construction in the Gainesville HMA since April 1960 resulted in a significant shift in the composition of the housing inventory by the number of units in each structure. Single-family structures accounted for about 79 percent of the housing inventory compared with about 85 percent in 1960. All multiple unit classes showed an increase, with the number of units in structures containing five or more units increasing by about 150 percent, from nearly seven percent of the inventory in 1960 to almost 12 percent in 1966.

Housing Inventory by Units in Structure
Gainesville, Florida, Housing Market Area
April 1960 and November 1966

<u>Units in</u> <u>structure</u>	<u>April 1960</u>		<u>November 1966</u>	
	<u>Number</u> <u>of units</u>	<u>Percent of</u> <u>total</u>	<u>Number</u> <u>of units</u>	<u>Percent of</u> <u>total</u>
1 unit ^{1/}	18,659	84.9	23,525	79.0
2 units	1,193	5.4	1,650	5.5
3 and 4 units	686	3.1	1,100	3.7
5 or more units	<u>1,440</u>	<u>6.6</u>	<u>3,525</u>	<u>11.8</u>
Total	<u>21,978^{2/}</u>	<u>100.0</u>	<u>29,800</u>	<u>100.0</u>

^{1/} Includes trailers.

^{2/} Differs from count of all housing units because units in structure were enumerated on a sample basis.

Sources: 1960 Census of Housing.
1966 estimated by Housing Market Analyst.

^{1/} Building permits are issued in Alachua County outside permit-issuing places only for the portion of the county which is zoned. At present, the zoned portion of Alachua County includes less than 20 percent of the total area. Estimates for the unzoned area are based on fragmentary data provided by the Alachua County building inspector's office.

Year Built. The recent growth of the Gainesville HMA is demonstrated in the table below which shows over one-fourth of the housing inventory added in the past six and one-half years, a volume almost equivalent to that constructed during the decade of the 1950's. Another one-fourth of the inventory was constructed prior to 1940.

Distribution of the Housing Inventory by Year Built^{a/}
Gainesville, Florida, Housing Market Area
November 1, 1966

<u>Year built</u>	<u>Number of units</u>	<u>Percentage distribution</u>
April 1, 1960-Nov. 1, 1966	8,400	28.2
1959 - March 31, 1960	1,700	5.7
1955 - 1958	3,850	12.9
1950 - 1954	2,900	9.7
1940 - 1949	5,500	18.5
1930 - 1939	3,000	10.1
1929 or earlier	<u>4,450</u>	<u>14.9</u>
Total	29,800	100.0

^{a/} The basic data in the 1960 Census of Housing from which the above estimates were developed reflect an unknown degree of error in "year built" occasioned by the accuracy of response to enumerators' questions, as well as errors caused by sampling.

Source: 1960 Census of Housing adjusted to reflect changes in the inventory since April 1960.

Condition. Of the 29,800 housing units in the Gainesville HMA in November 1966, about 5,500 or 18.5 percent were dilapidated or lack one or more plumbing facilities. Of the total substandard units, about one-third were classed as dilapidated. Some improvement has taken place since April 1960, when about 28 percent (6,250 units) of the inventory was dilapidated or lacked some plumbing facilities. New construction, demolition, and some upgrading, resulting in part from a new housing code in Gainesville City, are responsible for the improvement. The November 1966 ratio, however, indicates that a high proportion of the housing inventory is still substandard.

Residential Building Activity

Past Trend. Between January 1, 1960 and September 1, 1966, nearly 7,600 housing units were authorized for construction in the Gainesville HMA. In addition to new construction authorized by building permits, however, an estimated 800 units were constructed in areas of Alachua County outside permit-issuing places. The trend of the number of units authorized

by building permits since 1960 has been generally upward. This pattern, however, has been almost entirely influenced by the sharp increases in the number of multifamily housing units authorized. The trend of building permits since 1960 is shown for the principal permit-issuing localities in table IV.

Units Authorized by Building Permits by Type of Structure^{a/}
Gainesville, Florida, Housing Market Area
January 1960-September 1966

<u>Year</u>	<u>Single-family</u>	<u>Two-units</u>	<u>Three- or four-units</u>	<u>Five- or more-units</u>	<u>Total</u>
1960	804	34	3	-	841
1961	714	32	25	12	783
1962	599	38	35	94	766
1963	761	28	25	379	1,193
1964	772	70	105	392 ^{b/}	1,339
1965	701	34	107	780	1,622

Nine months

1965	499	26	80	770	1,375
1966	389	12	8	635	1,044

^{a/} In addition to units reported by permit issuing places in the table above, an estimated 800 units were constructed between January 1960 and September 1966 in other parts of the HMA, virtually all of which were single-family homes.

^{b/} Includes 208 units of apartments for married students constructed by the University of Florida.

Sources: Bureau of the Census, C-40 Construction Reports.
 Building inspectors of Gainesville City and Alachua County.

Over 60 percent of the housing units authorized in the Gainesville HMA since January 1960 were single-family houses. Building permits for almost 400 single-family units were issued in the first nine months of 1966. It seems likely that the volume of single-family houses for all of 1966 will be the lowest for single-family houses for any year in the 1960-1966 period.

Prior to 1963, very few apartments had been built in the Gainesville HMA. In 1963, 425 multifamily units were authorized and in 1964 about 575 multifamily units were authorized. The 1964 figure includes about 200 units of apartments for married students constructed by the University of Florida. The peak level for multifamily units was reached in 1965 when 925 units were authorized. For the first nine months in 1966, 650 multifamily units were authorized and well-informed persons in the Gainesville HMA indicated that very few additional multifamily units are planned through the remainder of 1966. The unprecedented additions of multifamily units have corresponded to increases in enrollment at the University of Florida. University students occupy the bulk of the newly constructed apartment units.

Units Under Construction. Based on building permit data and on the postal vacancy survey conducted in late October, it is estimated that there were about 300 housing units under construction as of November 1, 1966. The total included about 100 single-family units and 200 multifamily units. Nearly all of the multifamily units reported to be under construction were in three garden-type projects. Most of the single-family units and virtually all of the multifamily units currently under construction were in Gainesville City.

Demolitions. Large scale demolition has not occurred in the Gainesville HMA because of the absence of urban renewal programs and the location of major highway construction in sparsely settled areas. The Gainesville Community Planning Department, acting under the authority of the city housing code enacted in 1965, has inspected about 500 housing units of very poor quality and slated them for condemnation and demolition; the severe shortage of suitable relocation housing has caused some delay in the implementation of this program. About 450 units have been removed from the Gainesville HMA inventory since April 1960; most of these were in Gainesville City.

Tenure of Occupancy

Current Estimate. As of November 1, 1966, about 17,100 units (61 percent of the housing stock) in the Gainesville HMA were owner occupied and 10,800 were renter occupied. The following table shows the trend of tenure change for all occupied housing units, and table V presents tenure changes in greater detail.

Trend of Tenure Change
Gainesville, Florida, Housing Market Area
1950, 1960, and 1966

<u>Tenure</u>	<u>April 1, 1950</u>	<u>April 1, 1960</u>	<u>Nov. 1, 1966</u>
Total occupied	<u>14,811</u>	<u>19,888</u>	<u>27,900</u>
Owner-occupied	<u>7,827</u>	<u>12,312</u>	<u>17,100</u>
Percent of total	52.8%	61.9%	61.3%
Renter-occupied	<u>6,984</u>	<u>7,576</u>	<u>10,800</u>

Sources: 1950 and 1960 Censuses of Housing.
1966 estimated by Housing Market Analyst.

Past Trend. Owner-occupancy increased from 53 percent to 62 percent between 1950 and 1960. While it is likely that this trend continued for the first few years of the 1960's, the sizable volume of multifamily housing constructed since 1962 is judged to have reversed this trend. Presently, the estimated proportion of owner-occupancy is 61 percent, down only slightly from the April 1960 ratio.

vacancy

April 1960 Census. According to the April 1960 Census of Housing there were about 1,000 vacant, nondilapidated, nonseasonal housing units available for rent or sale in the Gainesville HMA, a vacancy ratio of 4.8 percent. About 350 of the available vacancies were for sale, equal to a homeowner vacancy ratio of 2.8 percent. The remaining 650 available vacant units were for rent, representing a renter vacancy ratio of 7.9 percent (see table VI). Available vacancies in 1960 included about 175 units that lacked some or all plumbing facilities, of which 25 were for sale and 150 were for rent.

Postal Vacancy Survey. A postal vacancy survey conducted in the Gainesville HMA in October 1966 covered about 20,000 total possible residential deliveries, about 67 percent of the current housing inventory. At the time of the survey, about 500 units (2.5 percent) were vacant. Of the total units vacant about 350 were residences, 2.3 percent of all residences covered, and about 150 were apartments, indicating an apartment vacancy ratio of 3.3 percent. The survey results are shown in detail in table VII.

The results of the postal vacancy survey are expressed in quantitative terms because it was not feasible to collect qualitative data for this type of survey. The resultant vacancy data are not entirely comparable with the data published by the Bureau of the Census because of differences

in definition, area delineations, and methods of enumeration. The Census reports units and vacancies by type of structure. The Post Office Department defines a "residence" as a unit representing one stop for one delivery of mail (one mailbox). These are principally single-family homes, but include some duplexes, row-type houses, and structures with additional units created by conversion. An "apartment" is a unit on a stop where more than one delivery of mail is possible. Postal surveys omit vacancies in limited areas served by post office boxes and tend to omit units in subdivisions under construction. Although the postal vacancy survey has obvious limitations, when used in conjunction with other vacancy indicators, the survey serves a valuable function in the derivation of estimates of local market conditions.

Current Estimate. Based on the results of the postal vacancy survey, information received from local realtors and builders, and personal observation in the HMA, it is estimated that there were about 750 available vacant housing units for rent or sale in the Gainesville area as of November 1, 1966. Of this total, 325 were for sale and 425 were for rent, equal to homeowner and renter vacancy ratios of 1.9 percent and 3.8 percent, respectively. About 25 of the units available for sale and 150 of those available for rent lacked one or more plumbing facilities. Both the homeowner and renter vacancy ratios declined considerably after April 1960.

Sales Market

The general condition of the sales market in the Gainesville HMA is good and appeared to be rapidly approaching a balanced position in November 1966. Demand for both new and existing single-family houses, supported by a growing and stable economic base, has been strong through the 1960's. Some evidence of the strength of the sales market is found in the decline of the homeowner vacancy ratio from 2.8 percent in 1960 to 1.9 percent. The impact of the growing scarcity of mortgage funds had been felt in the Gainesville area at the end of 1966. Single-family houses authorized by building permits for the first nine months of 1966 were down by 22 percent from the same period a year earlier and subdivision activity was sharply reduced. Informed persons in the Gainesville HMA indicated that the scarcity of funds and the high interest rates required on mortgages that can be made resulted in a deferment of home purchase by some families.

Virtually all subdivision activity in the Gainesville area has occurred in the northern portion of the city. The most marketable price range for homes in subdivisions is between \$12,500 and \$17,500. Homes built on a contract basis and those custom built have been located in the northwestern portion of the city where the gently rolling, wooded hills make more appropriate home sites for higher value homes. Construction of homes on a speculative basis has practically ceased at present.

Rental Market

The most significant development in the rental market in the Gainesville HMA has been the rapid addition of apartment units since 1962. These units, with only a few exceptions, have been directed toward the student market, and a heavy concentration of the new units is located on Southwest 16th Avenue, less than one mile from university facilities. All of the units have experienced excellent absorption; most were nearly 100 percent rented when they were ready for occupancy. The concentration on Southwest 16th Avenue is reported to be 90-95 percent occupied by students. The rapid occupancy of these units by students was no coincidence because the design, location, and amenities are all directed toward the student market.

The stated policy of the University of Florida is that not more than 60 percent of the student body will be housed in university-controlled housing, and increased dormitory facilities since 1960 have fallen far short of this proportion. Regulations require only freshman students to reside in university dormitories and many upper-class students prefer the apartments in the private housing market to university housing. The university housing office reports that students state they prefer private living quarters because, by doubling-up (two students in a one-bedroom and four students in a two-bedroom apartment), their expenses do not exceed what they would pay in university dormitories and they have additional amenities such as air conditioning, swimming pool, and freedom from some university regulations.

Another significant factor is that, as new units have been built, the older structures, while experiencing a somewhat greater turn-over, have not suffered occupancy difficulties. While the student segment is emphasized here because of the recent, rapid gains in this sector, nonstudent households also account for considerable renter occupancy.

Gross monthly rentals for most of the newly completed units range from \$90 to \$110 monthly for one-bedroom units and \$120 to \$140 for two-bedroom units. Because such a high proportion of the units are occupied by students, it is common to find many furnished apartments. Generally, the rentals are \$30-\$35 a month higher when furnishings are provided. Gross monthly rentals in the older projects are about \$70-\$80 monthly for one-bedroom units and \$80 to \$95 for two-bedroom units. Efficiencies and three-bedroom units are not found frequently in either the newly-constructed or the older apartment projects.

Urban Renewal and Public Housing

At present, the Gainesville HMA has no workable program enabling urban renewal nor is there a housing authority for public housing in the area. The Gainesville Community Planning Department has assumed the leadership in the preliminary steps to initiate projects under both programs. Public housing is more likely to be developed first and, although it still is only under discussion, a project of about 300-500 units is contemplated. It is not likely that either public housing or urban renewal programs will reach execution during the forecast period of this analysis.

Demand for Housing

Quantitative Demand

Demand for additional housing in the Gainesville HMA during the two-year period from November 1966 to November 1968 is based on the anticipated increase of about 1,350 households a year and on the number of housing units expected to be lost from the inventory. Consideration also is given to the current tenure composition and the conclusion that, because of the rapid formation of student households, a greater proportion of the prospective increase in households will be renters than has been true in the past. Giving regard to these factors, it is expected that 850 single-family units and 550 multifamily units can be absorbed annually over the next two years. This estimate of demand does not include public low-rent housing or rent-supplement accommodations.

The projected demand for 850 single-family units is about equivalent to the level of production during the last few years, including both single-family units authorized by building permits and the estimated number of units constructed outside permit issuing places. Recent and expected rates of economic and household growth, the general long-term stability of the sales market, and the successful marketing experience of recent new construction indicate that a construction volume of the level forecast is warranted.

The projected demand for 550 private new multifamily units at rents achievable with market-interest-rate financing is somewhat below the annual level of production of multifamily units in the Gainesville HMA since 1963. The rate of construction during the past three years, however, represents the response of the market to sizable annual enrollment gains at the University of Florida beginning in 1963, as well as some satisfaction of "backlog" demand. As enrollment at the university continues to increase rapidly, this new source of demand is expected to support a volume of private rental housing construction considerably above the pre-1963 level. Because this segment of the market has not been fully tested, however, additional units should be supplied only as demand is proven to be firm and its depth more precisely gauged.

Qualitative Demand

Single-family Houses. The distribution of the annual demand for new single-family houses by price ranges is shown in the following table. Recent market experience and the ability to pay, as measured by current family income and the income-purchase price ratio typical in the HMA, are the principal factors determining the distribution.

Estimated Annual Demand for New Single-Family Sales Housing, by Price Class
Gainesville, Florida, Housing Market Area
November 1, 1966 to November 1, 1968

<u>Sales price</u>	<u>Number</u>	<u>Percent</u>
Under \$12,500	125	15
\$12,500 - 14,999	125	15
15,000 - 17,499	175	20
17,500 - 19,999	105	12
20,000 - 24,999	125	15
25,000 - 29,999	110	13
30,000 and over	85	10
Total	850	100

Multifamily Units. The monthly rentals for various size units at which 550 privately-owned net additions to the aggregate rental housing inventory might best be absorbed by the rental market are indicated below. These net additions may be accomplished by either new construction or rehabilitation at the specified rentals with or without public benefits or assistance through subsidy, tax abatement, or aid in financing or land acquisition.

Estimated Annual Demand for New Multifamily Units
By Gross Monthly Rent and by Unit Size
Gainesville, Florida, Housing Market Area
November 1, 1966 to November 1, 1968

<u>Gross monthly rent^{a/}</u>	<u>Size of unit</u>			
	<u>Efficiency</u>	<u>One bedroom</u>	<u>Two bedrooms</u>	<u>Three bedrooms</u>
\$ 90 and over	25	-	-	-
100 " "	15	-	-	-
110 " "	-	250	-	-
125 " "	-	110	250	-
135 " "	-	50	140	-
145 " "	-	20	85	25
160 " "	-	-	35	15

a/ Gross rent is shelter rent plus the cost of utilities.

Note: (1) The above figures are cumulative and cannot be added vertically. For example, demand for one-bedroom units at rents from \$110 to \$125 is 140 units (250 minus 110).

(2) Furnished apartments are typical in the Gainesville area because of the demand for this type of unit by college students. When furnishings are provided, rentals are approximately \$30-\$40 a month higher.

The preceding distribution of average annual demand for new apartments is based on projected tenant-family incomes, the size distribution of tenant households, and rent-paying propensities found to be typical in the area; consideration also is given to the recent absorption experience of new rental housing. Thus, it represents a pattern for guidance in the production of rental housing predicated on foreseeable quantitative and qualitative considerations. Specific market demand opportunities or replacement needs may permit effective marketing of a single project differing from this demand distribution. Even though a deviation may experience market success, it should not be regarded as establishing a change in the projected pattern of demand for continuing guidance unless thorough analysis of all factors involved clearly confirms the change. In any case, particular projects must be evaluated in the light of actual market performance in specific rent ranges and neighborhoods or submarkets.

Table I

Civilian Work Force Components
Gainesville, Florida, Housing Market Area
March 1959-March 1966

<u>Component</u>	<u>1959</u>	<u>1960</u>	<u>1961</u>	<u>1962</u>	<u>1963</u>	<u>1964</u>	<u>1965</u>	<u>1966</u>
Total work force	<u>27,750</u>	<u>27,950</u>	<u>29,150</u>	<u>30,600</u>	<u>33,150</u>	<u>34,600</u>	<u>35,800</u>	<u>37,550</u>
Unemployment	700	600	750	750	650	600	500	500
Percent unemployed	2.5%	2.1%	2.6%	2.4%	2.0%	1.7%	1.4%	1.3%
Agricultural employment	1,500	1,550	1,550	1,550	1,550	1,600	1,600	1,550
Nonagricultural employment	<u>25,550</u>	<u>25,800</u>	<u>26,850</u>	<u>28,300</u>	<u>30,950</u>	<u>32,400</u>	<u>33,750</u>	<u>35,500</u>
Wage and salary	20,700	21,250	21,950	23,200	25,650	26,950	28,350	30,100
Other	4,850	4,550	4,900	5,100	5,300	5,450	5,400	5,400

Source: Florida Industrial Commission.

Table II

Nonagricultural Wage and Salary Employment
Gainesville, Florida, Housing Market Area
March 1959-March 1966

<u>Industry</u>	<u>1959</u>	<u>1960</u>	<u>1961</u>	<u>1962</u>	<u>1963</u>	<u>1964</u>	<u>1965</u>	<u>1966</u>
Nonagricultural wage and salary employment	<u>20,700</u>	<u>21,250</u>	<u>21,950</u>	<u>23,200</u>	<u>25,650</u>	<u>26,950</u>	<u>28,300</u>	<u>30,100</u>
Manufacturing	2,550	2,650	2,600	2,800	2,900	2,900	2,700	3,200
Nonmanufacturing	<u>18,150</u>	<u>18,600</u>	<u>19,350</u>	<u>20,400</u>	<u>22,750</u>	<u>24,050</u>	<u>25,600</u>	<u>26,900</u>
Construction	1,200	1,050	1,250	1,250	1,550	1,700	2,050	2,150
Transportation and utilities	500	600	600	600	700	700	750	800
Wholesale and retail trade	3,600	3,650	3,900	3,950	4,300	4,650	5,200	5,400
Finance, ins., and real est.	600	650	700	800	950	950	950	950
Service	1,550	1,550	1,600	1,800	1,900	2,000	2,100	2,250
Government	10,450	10,900	11,050	11,750	13,050	13,800	14,300	15,100
Other nonmanufacturing	250	200	250	250	300	250	250	250

Source: Florida Industrial Commission.

Table III

Estimated Percentage Distribution of All Families and Renter Households
By Annual Income After Deducting Federal Income Tax
Gainesville, Florida, Housing Market Area
1966 and 1968

<u>Annual income</u>	<u>1966</u>		<u>1968</u>	
	<u>All families</u>	<u>Renter^{a/} households</u>	<u>All families</u>	<u>Renter^{a/} households</u>
Under \$ 2,000	11	16	11	14
\$ 2,000 - 2,999	10	11	9	11
3,000 - 3,999	11	13	9	12
4,000 - 4,999	10	9	11	10
5,000 - 5,999	9	10	8	9
6,000 - 6,999	8	9	8	9
7,000 - 7,999	7	8	7	8
8,000 - 8,999	7	6	7	6
9,000 - 9,999	6	5	6	5
10,000 - 12,499	9	5	10	7
12,500 - 14,999	4	4	5	4
15,000 and over	8	4	9	5
Total	100	100	100	100
Median	\$5,900	\$5,100	\$6,250	\$5,400

^{a/} Excludes one-person renter households.

Source: Estimated by Housing Market Analyst.

Table IV

Units Authorized by Building Permits
Gainesville, Florida, Housing Market Area
1960-1966

<u>Year</u>	<u>Gainesville</u>	<u>Alachua Co. uninc. (part)</u>	<u>Other permit issuing places^{a/}</u>	<u>HMA total</u>
1960	166	630	45	841
1961	217	539	27	783
1962	561	197	8	766
1963	945	215	33	1,193
1964	966 ^{b/}	324	49	1,339
1965	1,281	296	45	1,622
<u>Nine mos.</u>				
1965	1,158	217	NA	1,375
1966	828	216	NA	1,044

^{a/} Includes Alachua, Hawthorn, High Springs, Micanopy, and Newberry Towns.

^{b/} Includes 208 units of apartments for married students constructed by the University of Florida.

Sources: Bureau of the Census, C-40 Construction Reports.
 Building inspectors of Gainesville and Alachua County.

Table V

Trend of Tenure Change
Gainesville, Florida, Housing Market Area
1950, 1960, and 1966

<u>Tenure</u>	<u>April 1, 1950</u>	<u>April 1, 1960</u>	<u>Nov. 1, 1966</u>
Total occupied	<u>14,811</u>	<u>19,888</u>	<u>27,900</u>
Owner-occupied	7,827	12,312	17,100
Percent of total	52.8%	61.9%	61.3%
Renter-occupied	6,984	7,576	10,800

Sources: 1950 and 1960 Censuses of Housing.
1966 estimated by Housing Market Analyst.

Table VI

Vacancy Trends
Gainesville, Florida, Housing Market Area
1950, 1960, and 1966

	<u>April 1,</u> <u>1950</u>	<u>April 1,</u> <u>1960</u>	<u>Nov. 1,</u> <u>1966</u>
Total housing units	<u>15,988</u>	<u>21,933</u>	<u>29,800</u>
Total vacant	<u>1,177</u>	<u>2,045</u>	<u>1,900</u>
Available vacant	<u>425</u>	<u>1,007</u>	<u>750</u>
For sale	98	357	325
Homeowner vacancy ratio	1.2%	2.8%	1.9%
For rent	327	650	425
Renter vacancy ratio	4.5%	7.9%	3.8%
Seasonal vacant	146	301	350
Other vacant ^{a/}	606	737	800

^{a/} Includes dilapidated units, units rented or sold awaiting occupancy, and units held off the market for absentee owners or for other reasons.

Sources: 1950 and 1960 Census of Housing.
1966 estimated by Housing Market Analyst.

Table VII

Gainesville, Florida, Area Postal Vacancy Survey

October 26, 1966

Postal area	Total residences and apartments						Residences						Apartments						House trailers		
	Total possible deliveries	Vacant units				Under const.	Total possible deliveries	Vacant units				Under const.	Total possible deliveries	Vacant units				Under const.	Total possible deliveries	Vacant	
		All	%	Used	New			All	%	Used	New			All	%	Used	New			No.	%
Gainesville	20,008	499	2.5	393	106	218	15,770	359	2.3	296	63	50	4,238	140	3.3	97	43	168	624	23	3.7
Main Office	18,101	487	2.7	384	103	215	14,843	347	2.3	287	60	50	3,258	140	4.3	97	43	165	362	23	6.4
University Station	1,907	12	0.6	9	3	3	927	12	1.3	9	3	-	980	-	0.0	-	-	3	262	-	0.0

The survey covers dwelling units in residences, apartments, and house trailers, including military, institutional, public housing units, and units used only seasonally. The survey does not cover stores, offices, commercial hotels and motels, or dormitories; nor does it cover boarded-up residences or apartments that are not intended for occupancy.

The definitions of "residence" and "apartment" are those of the Post Office Department, i. e.: a residence represents one possible stop with one possible delivery on a carrier's route; an apartment represents one possible stop with more than one possible delivery.

Source: FHA postal vacancy survey conducted by collaborating postmaster(s).

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