



Community Profile

44581-The Centre at Hugh Howell
 4420 Hugh Howell Rd
 Rings: 1, 3, 5 mile radii

Property Capsule 1
 Latitude: 33.85115
 Longitude: -84.20742

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	5,151	74,150	230,176
2010 Total Population	5,575	77,715	233,020
2019 Total Population	5,806	82,680	247,554
2019 Group Quarters	193	424	913
2024 Total Population	5,979	86,010	257,682
2019-2024 Annual Rate	0.59%	0.79%	0.81%
2019 Total Daytime Population	12,764	82,148	223,441
Workers	9,908	41,782	100,462
Residents	2,856	40,366	122,979
Household Summary			
2000 Households	1,873	28,657	85,524
2000 Average Household Size	2.63	2.57	2.68
2010 Households	2,146	30,075	85,394
2010 Average Household Size	2.50	2.57	2.72
2019 Households	2,238	31,777	89,537
2019 Average Household Size	2.51	2.59	2.75
2024 Households	2,303	32,948	92,752
2024 Average Household Size	2.51	2.60	2.77
2019-2024 Annual Rate	0.57%	0.73%	0.71%
2010 Families	1,274	18,737	54,303
2010 Average Family Size	3.11	3.19	3.33
2019 Families	1,319	19,530	56,312
2019 Average Family Size	3.13	3.23	3.39
2024 Families	1,354	20,158	58,130
2024 Average Family Size	3.15	3.25	3.41
2019-2024 Annual Rate	0.53%	0.63%	0.64%
Housing Unit Summary			
2000 Housing Units	1,964	29,925	89,428
Owner Occupied Housing Units	69.9%	53.7%	51.1%
Renter Occupied Housing Units	25.5%	42.1%	44.5%
Vacant Housing Units	4.6%	4.2%	4.4%
2010 Housing Units	2,364	33,712	96,250
Owner Occupied Housing Units	53.6%	50.1%	46.0%
Renter Occupied Housing Units	37.1%	39.1%	42.7%
Vacant Housing Units	9.2%	10.8%	11.3%
2019 Housing Units	2,446	35,482	100,259
Owner Occupied Housing Units	51.9%	48.2%	44.4%
Renter Occupied Housing Units	39.6%	41.3%	45.0%
Vacant Housing Units	8.5%	10.4%	10.7%
2024 Housing Units	2,506	36,675	103,569
Owner Occupied Housing Units	53.8%	49.4%	45.6%
Renter Occupied Housing Units	38.1%	40.4%	44.0%
Vacant Housing Units	8.1%	10.2%	10.4%
Median Household Income			
2019	\$66,360	\$59,845	\$54,672
2024	\$77,151	\$69,025	\$61,651
Median Home Value			
2019	\$224,576	\$229,168	\$211,800
2024	\$248,279	\$251,064	\$235,112
Per Capita Income			
2019	\$32,761	\$32,026	\$28,305
2024	\$37,582	\$36,575	\$32,120
Median Age			
2010	37.0	34.7	32.9
2019	40.1	36.2	34.3
2024	40.9	36.1	34.5

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

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2019 Households by Income			
Household Income Base	2,238	31,777	89,537
<\$15,000	8.3%	8.4%	9.8%
\$15,000 - \$24,999	7.6%	8.8%	10.0%
\$25,000 - \$34,999	8.8%	10.5%	11.3%
\$35,000 - \$49,999	13.7%	13.2%	14.0%
\$50,000 - \$74,999	15.9%	18.5%	18.9%
\$75,000 - \$99,999	18.5%	13.8%	12.2%
\$100,000 - \$149,999	16.0%	14.7%	12.8%
\$150,000 - \$199,999	5.9%	6.2%	5.5%
\$200,000+	5.4%	5.9%	5.4%
Average Household Income	\$84,136	\$83,272	\$78,301
2024 Households by Income			
Household Income Base	2,303	32,948	92,752
<\$15,000	5.9%	6.1%	7.3%
\$15,000 - \$24,999	6.1%	7.2%	8.4%
\$25,000 - \$34,999	7.3%	9.0%	9.9%
\$35,000 - \$49,999	12.6%	12.5%	13.5%
\$50,000 - \$74,999	15.6%	18.5%	19.2%
\$75,000 - \$99,999	19.8%	15.0%	13.3%
\$100,000 - \$149,999	18.8%	16.9%	15.1%
\$150,000 - \$199,999	7.3%	7.8%	7.0%
\$200,000+	6.4%	7.0%	6.2%
Average Household Income	\$96,627	\$95,405	\$89,307
2019 Owner Occupied Housing Units by Value			
Total	1,269	17,105	44,456
<\$50,000	0.6%	3.2%	3.5%
\$50,000 - \$99,999	5.3%	6.4%	8.6%
\$100,000 - \$149,999	13.1%	9.1%	13.5%
\$150,000 - \$199,999	19.7%	20.9%	21.0%
\$200,000 - \$249,999	23.2%	17.8%	14.7%
\$250,000 - \$299,999	14.1%	13.3%	10.9%
\$300,000 - \$399,999	10.8%	16.7%	14.2%
\$400,000 - \$499,999	11.0%	5.5%	5.9%
\$500,000 - \$749,999	1.2%	5.0%	5.3%
\$750,000 - \$999,999	0.3%	0.9%	1.5%
\$1,000,000 - \$1,499,999	0.1%	0.6%	0.6%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.1%
\$2,000,000 +	0.7%	0.4%	0.2%
Average Home Value	\$260,335	\$272,112	\$260,292
2024 Owner Occupied Housing Units by Value			
Total	1,349	18,127	47,199
<\$50,000	0.4%	2.5%	2.9%
\$50,000 - \$99,999	3.6%	4.8%	6.7%
\$100,000 - \$149,999	10.3%	7.1%	11.0%
\$150,000 - \$199,999	15.9%	18.8%	19.5%
\$200,000 - \$249,999	20.5%	16.6%	14.2%
\$250,000 - \$299,999	15.9%	12.7%	11.0%
\$300,000 - \$399,999	12.9%	18.9%	15.7%
\$400,000 - \$499,999	16.5%	7.5%	7.3%
\$500,000 - \$749,999	1.8%	7.1%	7.6%
\$750,000 - \$999,999	0.5%	1.7%	2.6%
\$1,000,000 - \$1,499,999	0.2%	1.2%	1.0%
\$1,500,000 - \$1,999,999	0.0%	0.4%	0.2%
\$2,000,000 +	1.5%	0.8%	0.4%
Average Home Value	\$304,337	\$316,716	\$298,042

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

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age			
Total	5,576	77,714	233,016
0 - 4	6.8%	8.2%	8.7%
5 - 9	5.9%	7.0%	7.3%
10 - 14	5.6%	6.0%	6.4%
15 - 24	11.4%	12.6%	13.5%
25 - 34	16.8%	16.7%	17.6%
35 - 44	15.9%	15.3%	15.3%
45 - 54	14.1%	13.7%	13.2%
55 - 64	10.6%	10.2%	9.5%
65 - 74	5.6%	5.7%	4.8%
75 - 84	5.0%	3.4%	2.7%
85 +	2.1%	1.1%	1.0%
18 +	78.2%	75.3%	73.8%
2019 Population by Age			
Total	5,806	82,680	247,554
0 - 4	5.7%	7.1%	7.7%
5 - 9	5.8%	6.7%	7.2%
10 - 14	6.0%	6.5%	6.9%
15 - 24	12.1%	12.8%	13.4%
25 - 34	13.1%	15.1%	15.9%
35 - 44	14.5%	14.1%	14.3%
45 - 54	14.2%	12.8%	12.5%
55 - 64	12.6%	11.5%	10.7%
65 - 74	8.5%	8.0%	7.1%
75 - 84	4.8%	3.9%	3.1%
85 +	2.6%	1.5%	1.2%
18 +	79.1%	76.1%	74.5%
2024 Population by Age			
Total	5,981	86,011	257,682
0 - 4	5.7%	7.2%	7.8%
5 - 9	5.7%	6.4%	7.0%
10 - 14	5.8%	6.2%	6.6%
15 - 24	12.0%	13.3%	13.8%
25 - 34	13.8%	15.4%	15.6%
35 - 44	12.4%	13.3%	13.9%
45 - 54	14.1%	12.3%	12.1%
55 - 64	12.7%	11.0%	10.4%
65 - 74	9.5%	8.6%	7.8%
75 - 84	5.6%	4.6%	3.9%
85 +	2.5%	1.6%	1.2%
18 +	79.4%	76.5%	74.8%
2010 Population by Sex			
Males	2,757	37,985	116,148
Females	2,818	39,730	116,872
2019 Population by Sex			
Males	2,873	40,556	123,805
Females	2,932	42,125	123,749
2024 Population by Sex			
Males	2,935	42,165	128,663
Females	3,044	43,845	129,020

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Race/Ethnicity			
Total	5,575	77,715	233,020
White Alone	54.8%	41.6%	40.2%
Black Alone	26.7%	36.8%	34.5%
American Indian Alone	0.5%	0.5%	0.6%
Asian Alone	4.9%	9.7%	10.5%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	9.7%	8.3%	10.9%
Two or More Races	3.3%	3.0%	3.2%
Hispanic Origin	20.8%	17.7%	23.3%
Diversity Index	74.9	77.5	81.3
2019 Population by Race/Ethnicity			
Total	5,805	82,679	247,555
White Alone	52.9%	38.0%	36.4%
Black Alone	27.4%	37.4%	35.2%
American Indian Alone	0.4%	0.4%	0.5%
Asian Alone	7.0%	12.6%	13.4%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	8.5%	8.0%	10.7%
Two or More Races	3.7%	3.5%	3.7%
Hispanic Origin	18.4%	17.1%	22.8%
Diversity Index	74.9	78.5	82.2
2024 Population by Race/Ethnicity			
Total	5,980	86,009	257,682
White Alone	51.6%	36.0%	34.5%
Black Alone	27.3%	37.7%	35.6%
American Indian Alone	0.4%	0.4%	0.5%
Asian Alone	8.4%	14.3%	15.0%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	8.3%	7.8%	10.4%
Two or More Races	3.9%	3.7%	3.9%
Hispanic Origin	17.9%	16.9%	22.6%
Diversity Index	75.5	79.0	82.6
2010 Population by Relationship and Household Type			
Total	5,575	77,715	233,020
In Households	96.1%	99.4%	99.6%
In Family Households	75.1%	80.4%	81.7%
Householder	23.0%	24.1%	23.3%
Spouse	14.9%	15.7%	15.0%
Child	27.1%	30.2%	31.5%
Other relative	6.1%	6.9%	7.9%
Nonrelative	3.9%	3.6%	4.1%
In Nonfamily Households	21.0%	19.0%	17.8%
In Group Quarters	3.9%	0.6%	0.4%
Institutionalized Population	3.7%	0.5%	0.3%
Noninstitutionalized Population	0.2%	0.1%	0.1%

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

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2019 Population 25+ by Educational Attainment			
Total	4,085	55,267	160,559
Less than 9th Grade	10.0%	7.2%	9.5%
9th - 12th Grade, No Diploma	4.1%	6.4%	8.0%
High School Graduate	20.2%	18.6%	19.7%
GED/Alternative Credential	0.8%	2.3%	2.4%
Some College, No Degree	15.3%	18.4%	17.3%
Associate Degree	4.5%	6.9%	7.3%
Bachelor's Degree	25.9%	23.5%	21.0%
Graduate/Professional Degree	19.2%	16.6%	14.7%
2019 Population 15+ by Marital Status			
Total	4,789	65,870	193,676
Never Married	35.9%	39.0%	41.3%
Married	43.4%	46.6%	45.4%
Widowed	6.0%	4.2%	3.9%
Divorced	14.6%	10.2%	9.4%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	96.7%	95.0%	95.4%
Civilian Unemployed (Unemployment Rate)	3.3%	5.0%	4.6%
2019 Employed Population 16+ by Industry			
Total	3,006	43,140	127,063
Agriculture/Mining	0.0%	0.1%	0.2%
Construction	4.6%	7.7%	11.0%
Manufacturing	5.0%	6.9%	7.6%
Wholesale Trade	2.5%	2.5%	2.5%
Retail Trade	5.3%	10.8%	11.3%
Transportation/Utilities	5.3%	7.2%	6.8%
Information	2.4%	2.7%	2.6%
Finance/Insurance/Real Estate	4.5%	6.5%	5.9%
Services	66.5%	51.7%	48.8%
Public Administration	3.8%	3.9%	3.3%
2019 Employed Population 16+ by Occupation			
Total	3,006	43,142	127,063
White Collar	69.6%	61.0%	56.3%
Management/Business/Financial	15.6%	14.3%	12.6%
Professional	37.2%	23.0%	20.5%
Sales	6.6%	11.3%	10.2%
Administrative Support	10.2%	12.3%	12.9%
Services	17.7%	20.1%	19.6%
Blue Collar	12.7%	18.8%	24.1%
Farming/Forestry/Fishing	0.2%	0.1%	0.3%
Construction/Extraction	3.8%	5.5%	8.9%
Installation/Maintenance/Repair	2.2%	2.2%	2.3%
Production	4.3%	5.3%	6.4%
Transportation/Material Moving	2.3%	5.6%	6.2%
2010 Population By Urban/ Rural Status			
Total Population	5,575	77,715	233,020
Population Inside Urbanized Area	100.0%	100.0%	100.0%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.0%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2010 Households by Type			
Total	2,146	30,075	85,394
Households with 1 Person	31.9%	29.6%	27.8%
Households with 2+ People	68.1%	70.4%	72.2%
Family Households	59.4%	62.3%	63.6%
Husband-wife Families	38.4%	40.6%	40.9%
With Related Children	17.8%	19.6%	21.4%
Other Family (No Spouse Present)	21.0%	21.7%	22.7%
Other Family with Male Householder	5.5%	5.7%	6.4%
With Related Children	2.4%	3.0%	3.5%
Other Family with Female Householder	15.5%	16.0%	16.3%
With Related Children	10.3%	11.0%	11.2%
Nonfamily Households	8.8%	8.1%	8.6%
All Households with Children	31.2%	34.2%	36.7%
Multigenerational Households	3.6%	4.3%	4.8%
Unmarried Partner Households	7.2%	7.1%	7.5%
Male-female	5.0%	5.5%	5.8%
Same-sex	2.2%	1.6%	1.6%
2010 Households by Size			
Total	2,145	30,074	85,395
1 Person Household	31.9%	29.6%	27.8%
2 Person Household	30.7%	30.0%	28.5%
3 Person Household	15.0%	16.3%	16.2%
4 Person Household	11.3%	12.4%	13.3%
5 Person Household	5.9%	6.2%	7.3%
6 Person Household	3.0%	2.9%	3.6%
7 + Person Household	2.2%	2.5%	3.4%
2010 Households by Tenure and Mortgage Status			
Total	2,146	30,075	85,394
Owner Occupied	59.1%	56.2%	51.9%
Owned with a Mortgage/Loan	45.6%	43.5%	40.7%
Owned Free and Clear	13.5%	12.7%	11.2%
Renter Occupied	40.9%	43.8%	48.1%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	2,364	33,712	96,250
Housing Units Inside Urbanized Area	100.0%	100.0%	100.0%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.0%

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

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Top 3 Tapestry Segments			
1.	Metro Fusion (11C)	Young and Restless (11B)	NeWest Residents (13C)
2.	In Style (5B)	Exurbanites (1E)	Metro Fusion (11C)
3.	Parks and Rec (5C)	Metro Fusion (11C)	Young and Restless (11B)
2019 Consumer Spending			
Apparel & Services: Total \$	\$4,751,405	\$67,571,547	\$182,189,467
Average Spent	\$2,123.06	\$2,126.43	\$2,034.80
Spending Potential Index	99	99	95
Education: Total \$	\$3,359,565	\$47,501,889	\$125,658,734
Average Spent	\$1,501.15	\$1,494.85	\$1,403.43
Spending Potential Index	94	94	88
Entertainment/Recreation: Total \$	\$6,954,624	\$97,304,362	\$256,798,250
Average Spent	\$3,107.52	\$3,062.10	\$2,868.07
Spending Potential Index	95	94	88
Food at Home: Total \$	\$11,431,439	\$160,045,748	\$430,531,422
Average Spent	\$5,107.88	\$5,036.53	\$4,808.42
Spending Potential Index	99	97	93
Food Away from Home: Total \$	\$8,113,053	\$115,861,576	\$310,715,399
Average Spent	\$3,625.14	\$3,646.08	\$3,470.25
Spending Potential Index	99	99	94
Health Care: Total \$	\$12,501,785	\$172,422,050	\$452,723,913
Average Spent	\$5,586.14	\$5,426.00	\$5,056.28
Spending Potential Index	94	91	85
HH Furnishings & Equipment: Total \$	\$4,639,138	\$65,723,426	\$173,808,102
Average Spent	\$2,072.89	\$2,068.27	\$1,941.19
Spending Potential Index	97	97	91
Personal Care Products & Services: Total \$	\$1,952,639	\$27,631,466	\$73,339,459
Average Spent	\$872.49	\$869.54	\$819.10
Spending Potential Index	98	98	92
Shelter: Total \$	\$41,079,667	\$578,300,653	\$1,548,781,653
Average Spent	\$18,355.53	\$18,198.72	\$17,297.67
Spending Potential Index	99	98	93
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$5,240,071	\$72,918,484	\$189,686,872
Average Spent	\$2,341.41	\$2,294.69	\$2,118.53
Spending Potential Index	94	93	85
Travel: Total \$	\$4,734,403	\$66,649,575	\$174,210,203
Average Spent	\$2,115.46	\$2,097.42	\$1,945.68
Spending Potential Index	94	93	87
Vehicle Maintenance & Repairs: Total \$	\$2,552,251	\$35,997,990	\$94,596,185
Average Spent	\$1,140.42	\$1,132.83	\$1,056.50
Spending Potential Index	100	99	92

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

Source: Consumer Spending data are derived from the 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.