



Community Profile

44746-Windward Commons
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 34.09497
Longitude: -84.27715

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	3,405	31,857	98,001
2010 Total Population	7,558	47,122	133,462
2019 Total Population	8,847	59,536	161,670
2019 Group Quarters	3	109	190
2024 Total Population	9,373	65,711	176,071
2019-2024 Annual Rate	1.16%	1.99%	1.72%
2019 Total Daytime Population	16,162	107,199	241,331
Workers	11,954	78,471	162,016
Residents	4,208	28,728	79,315
Household Summary			
2000 Households	1,470	13,153	36,116
2000 Average Household Size	2.31	2.42	2.71
2010 Households	3,212	18,931	49,158
2010 Average Household Size	2.35	2.49	2.71
2019 Households	3,703	23,445	58,875
2019 Average Household Size	2.39	2.53	2.74
2024 Households	3,906	25,689	63,796
2024 Average Household Size	2.40	2.55	2.76
2019-2024 Annual Rate	1.07%	1.84%	1.62%
2010 Families	1,926	12,216	35,482
2010 Average Family Size	3.04	3.11	3.24
2019 Families	2,221	15,292	42,472
2019 Average Family Size	3.09	3.15	3.27
2024 Families	2,352	16,819	46,053
2024 Average Family Size	3.10	3.17	3.29
2019-2024 Annual Rate	1.15%	1.92%	1.63%
Housing Unit Summary			
2000 Housing Units	1,639	14,119	37,767
Owner Occupied Housing Units	69.4%	61.8%	72.1%
Renter Occupied Housing Units	20.3%	31.3%	23.5%
Vacant Housing Units	10.3%	6.8%	4.4%
2010 Housing Units	3,455	20,144	51,986
Owner Occupied Housing Units	54.1%	54.8%	67.1%
Renter Occupied Housing Units	38.8%	39.2%	27.5%
Vacant Housing Units	7.0%	6.0%	5.4%
2019 Housing Units	3,829	24,379	60,652
Owner Occupied Housing Units	57.4%	55.2%	67.4%
Renter Occupied Housing Units	39.3%	41.0%	29.7%
Vacant Housing Units	3.3%	3.8%	2.9%
2024 Housing Units	4,025	26,666	65,617
Owner Occupied Housing Units	59.2%	56.5%	68.3%
Renter Occupied Housing Units	37.8%	39.8%	28.9%
Vacant Housing Units	3.0%	3.7%	2.8%
Median Household Income			
2019	\$84,220	\$93,879	\$106,577
2024	\$93,468	\$104,557	\$116,541
Median Home Value			
2019	\$299,350	\$363,663	\$386,984
2024	\$351,288	\$402,419	\$419,651
Per Capita Income			
2019	\$45,530	\$49,353	\$52,096
2024	\$51,794	\$54,790	\$57,566
Median Age			
2010	34.6	34.6	36.2
2019	36.9	36.1	37.3
2024	37.1	36.3	37.8

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	3,703	23,445	58,875
<\$15,000	3.4%	3.5%	3.3%
\$15,000 - \$24,999	5.2%	4.7%	4.2%
\$25,000 - \$34,999	4.4%	4.4%	4.1%
\$35,000 - \$49,999	8.0%	8.1%	6.9%
\$50,000 - \$74,999	21.1%	18.3%	15.3%
\$75,000 - \$99,999	17.6%	13.7%	12.3%
\$100,000 - \$149,999	21.6%	21.0%	20.3%
\$150,000 - \$199,999	8.9%	10.1%	12.1%
\$200,000+	9.8%	16.2%	21.4%
Average Household Income	\$106,944	\$126,040	\$143,114
2024 Households by Income			
Household Income Base	3,906	25,689	63,796
<\$15,000	2.9%	2.9%	2.6%
\$15,000 - \$24,999	4.6%	4.1%	3.6%
\$25,000 - \$34,999	3.7%	3.8%	3.5%
\$35,000 - \$49,999	7.0%	7.0%	6.0%
\$50,000 - \$74,999	18.8%	16.3%	13.7%
\$75,000 - \$99,999	16.5%	12.9%	11.5%
\$100,000 - \$149,999	22.9%	22.5%	21.0%
\$150,000 - \$199,999	11.2%	12.2%	14.0%
\$200,000+	12.4%	18.4%	24.0%
Average Household Income	\$122,216	\$140,919	\$158,933
2019 Owner Occupied Housing Units by Value			
Total	2,199	13,451	40,860
<\$50,000	0.1%	0.7%	0.5%
\$50,000 - \$99,999	0.3%	0.4%	0.3%
\$100,000 - \$149,999	1.3%	2.4%	1.5%
\$150,000 - \$199,999	13.0%	7.5%	5.5%
\$200,000 - \$249,999	16.3%	12.8%	10.5%
\$250,000 - \$299,999	19.2%	14.9%	12.5%
\$300,000 - \$399,999	16.2%	18.0%	22.3%
\$400,000 - \$499,999	16.8%	19.5%	18.6%
\$500,000 - \$749,999	15.0%	18.5%	22.0%
\$750,000 - \$999,999	1.8%	4.2%	4.4%
\$1,000,000 - \$1,499,999	0.0%	0.8%	1.6%
\$1,500,000 - \$1,999,999	0.0%	0.4%	0.3%
\$2,000,000 +	0.0%	0.1%	0.3%
Average Home Value	\$355,628	\$408,796	\$438,461
2024 Owner Occupied Housing Units by Value			
Total	2,383	15,072	44,844
<\$50,000	0.0%	0.5%	0.3%
\$50,000 - \$99,999	0.1%	0.2%	0.1%
\$100,000 - \$149,999	0.8%	1.5%	0.9%
\$150,000 - \$199,999	9.1%	5.3%	3.9%
\$200,000 - \$249,999	13.0%	10.3%	8.4%
\$250,000 - \$299,999	17.8%	13.5%	11.1%
\$300,000 - \$399,999	17.9%	18.3%	21.5%
\$400,000 - \$499,999	18.3%	21.0%	19.6%
\$500,000 - \$749,999	19.9%	22.4%	25.8%
\$750,000 - \$999,999	3.1%	5.5%	5.9%
\$1,000,000 - \$1,499,999	0.0%	0.9%	1.8%
\$1,500,000 - \$1,999,999	0.0%	0.5%	0.4%
\$2,000,000 +	0.0%	0.1%	0.3%
Average Home Value	\$391,474	\$441,929	\$470,852

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	7,558	47,122	133,464
0 - 4	7.8%	7.5%	7.0%
5 - 9	7.1%	7.6%	8.4%
10 - 14	6.3%	7.5%	8.8%
15 - 24	9.5%	10.6%	10.9%
25 - 34	20.3%	17.6%	12.8%
35 - 44	19.3%	18.6%	18.1%
45 - 54	14.0%	15.4%	17.5%
55 - 64	8.3%	8.7%	9.5%
65 - 74	4.3%	3.9%	4.0%
75 - 84	2.3%	2.0%	2.2%
85 +	0.8%	0.7%	0.9%
18 +	75.5%	73.3%	70.8%
2019 Population by Age			
Total	8,847	59,535	161,669
0 - 4	6.6%	6.7%	6.3%
5 - 9	6.8%	7.2%	7.3%
10 - 14	7.1%	7.6%	8.1%
15 - 24	11.1%	11.7%	12.4%
25 - 34	14.8%	14.9%	12.4%
35 - 44	18.7%	17.0%	15.1%
45 - 54	15.0%	14.8%	15.9%
55 - 64	10.5%	11.1%	12.7%
65 - 74	6.0%	5.9%	6.4%
75 - 84	2.5%	2.3%	2.4%
85 +	0.9%	0.8%	0.9%
18 +	75.8%	74.3%	73.7%
2024 Population by Age			
Total	9,374	65,712	176,070
0 - 4	6.4%	6.8%	6.4%
5 - 9	6.2%	6.9%	7.0%
10 - 14	6.4%	7.0%	7.4%
15 - 24	11.0%	11.2%	11.3%
25 - 34	16.8%	15.9%	13.5%
35 - 44	16.2%	16.4%	15.2%
45 - 54	15.2%	14.0%	14.4%
55 - 64	11.0%	11.2%	12.7%
65 - 74	6.6%	6.7%	7.8%
75 - 84	3.3%	3.0%	3.3%
85 +	1.0%	0.8%	1.0%
18 +	77.1%	75.1%	74.8%
2010 Population by Sex			
Males	3,595	22,917	65,165
Females	3,963	24,205	68,297
2019 Population by Sex			
Males	4,257	29,044	78,970
Females	4,590	30,492	82,700
2024 Population by Sex			
Males	4,525	32,048	85,973
Females	4,848	33,663	90,098

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	7,559	47,123	133,461
White Alone	61.3%	66.1%	70.9%
Black Alone	15.6%	12.6%	10.2%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	16.8%	14.1%	12.7%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	3.0%	4.2%	3.4%
Two or More Races	3.0%	2.8%	2.5%
Hispanic Origin	8.7%	10.9%	9.6%
Diversity Index	64.0	61.9	56.3
2019 Population by Race/Ethnicity			
Total	8,846	59,536	161,671
White Alone	53.8%	61.0%	65.3%
Black Alone	16.4%	13.2%	11.2%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	23.4%	17.9%	16.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.6%	4.4%	3.5%
Two or More Races	3.5%	3.1%	2.9%
Hispanic Origin	7.7%	11.3%	9.5%
Diversity Index	68.1	66.3	61.4
2024 Population by Race/Ethnicity			
Total	9,373	65,710	176,070
White Alone	49.2%	57.7%	61.7%
Black Alone	16.0%	13.2%	11.4%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	28.4%	20.8%	19.9%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.5%	4.7%	3.6%
Two or More Races	3.8%	3.3%	3.2%
Hispanic Origin	7.2%	11.8%	9.7%
Diversity Index	69.9	68.8	64.3
2010 Population by Relationship and Household Type			
Total	7,558	47,122	133,462
In Households	100.0%	99.9%	99.9%
In Family Households	78.8%	82.2%	87.4%
Householder	25.9%	25.9%	26.5%
Spouse	19.3%	20.2%	21.9%
Child	28.9%	31.2%	34.2%
Other relative	3.5%	3.4%	3.4%
Nonrelative	1.3%	1.5%	1.3%
In Nonfamily Households	21.1%	17.6%	12.5%
In Group Quarters	0.0%	0.1%	0.1%
Institutionalized Population	0.0%	0.1%	0.0%
Noninstitutionalized Population	0.0%	0.0%	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	6,062	39,774	106,675
Less than 9th Grade	2.1%	3.1%	2.4%
9th - 12th Grade, No Diploma	0.8%	1.4%	1.6%
High School Graduate	10.9%	10.1%	10.5%
GED/Alternative Credential	1.2%	1.1%	1.3%
Some College, No Degree	16.0%	14.6%	14.4%
Associate Degree	7.2%	6.9%	6.4%
Bachelor's Degree	35.7%	36.7%	39.2%
Graduate/Professional Degree	26.2%	26.1%	24.3%
2019 Population 15+ by Marital Status			
Total	7,039	46,722	126,695
Never Married	29.7%	29.1%	28.2%
Married	52.5%	57.5%	59.6%
Widowed	3.5%	2.8%	3.3%
Divorced	14.4%	10.6%	9.0%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	97.0%	96.6%	97.1%
Civilian Unemployed (Unemployment Rate)	3.0%	3.4%	2.9%
2019 Employed Population 16+ by Industry			
Total	4,746	31,371	83,876
Agriculture/Mining	0.2%	0.2%	0.3%
Construction	3.3%	4.8%	4.2%
Manufacturing	7.7%	9.4%	8.6%
Wholesale Trade	1.9%	2.4%	3.4%
Retail Trade	11.8%	9.6%	9.8%
Transportation/Utilities	6.5%	4.7%	4.4%
Information	6.4%	5.2%	5.0%
Finance/Insurance/Real Estate	12.3%	11.4%	11.2%
Services	48.8%	51.1%	51.7%
Public Administration	1.2%	1.2%	1.5%
2019 Employed Population 16+ by Occupation			
Total	4,748	31,371	83,876
White Collar	81.0%	80.4%	79.7%
Management/Business/Financial	24.1%	26.3%	27.6%
Professional	30.9%	30.1%	27.1%
Sales	14.0%	12.9%	14.7%
Administrative Support	12.0%	11.0%	10.3%
Services	10.1%	10.5%	12.0%
Blue Collar	9.0%	9.1%	8.3%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	1.7%	2.9%	2.2%
Installation/Maintenance/Repair	1.7%	1.4%	1.4%
Production	1.9%	1.9%	2.0%
Transportation/Material Moving	3.7%	2.9%	2.6%
2010 Population By Urban/ Rural Status			
Total Population	7,558	47,122	133,462
Population Inside Urbanized Area	100.0%	100.0%	99.5%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.5%

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

August 07, 2019



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2010 Households by Type			
Total	3,212	18,931	49,158
Households with 1 Person	33.0%	29.0%	23.0%
Households with 2+ People	67.0%	71.0%	77.0%
Family Households	60.0%	64.5%	72.2%
Husband-wife Families	44.6%	50.5%	59.6%
With Related Children	24.4%	28.9%	35.1%
Other Family (No Spouse Present)	15.4%	14.1%	12.6%
Other Family with Male Householder	3.3%	3.3%	3.2%
With Related Children	1.7%	1.8%	1.8%
Other Family with Female Householder	12.1%	10.8%	9.4%
With Related Children	8.6%	7.5%	6.5%
Nonfamily Households	7.0%	6.4%	4.9%
All Households with Children	34.9%	38.5%	43.7%
Multigenerational Households	2.8%	2.6%	2.9%
Unmarried Partner Households	5.2%	4.7%	3.9%
Male-female	4.3%	3.8%	3.2%
Same-sex	1.0%	0.9%	0.7%
2010 Households by Size			
Total	3,211	18,930	49,158
1 Person Household	33.0%	29.0%	23.0%
2 Person Household	30.0%	29.2%	28.4%
3 Person Household	18.0%	17.9%	18.5%
4 Person Household	13.1%	15.5%	19.4%
5 Person Household	4.2%	5.9%	7.5%
6 Person Household	1.1%	1.7%	2.3%
7 + Person Household	0.5%	0.8%	1.0%
2010 Households by Tenure and Mortgage Status			
Total	3,212	18,931	49,158
Owner Occupied	58.2%	58.3%	70.9%
Owned with a Mortgage/Loan	51.7%	50.9%	61.9%
Owned Free and Clear	6.5%	7.5%	9.1%
Renter Occupied	41.8%	41.7%	29.1%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	3,455	20,144	51,986
Housing Units Inside Urbanized Area	100.0%	100.0%	99.5%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.5%

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.	Enterprising Professionals (2D)	Enterprising Professionals	Professional Pride (1B)
2.	Soccer Moms (4A)	Professional Pride (1B)	Enterprising Professionals
3.	Top Tier (1A)	Boomburbs (1C)	Boomburbs (1C)
2019 Consumer Spending			
Apparel & Services: Total \$	\$9,916,476	\$73,728,135	\$206,868,356
Average Spent	\$2,677.96	\$3,144.73	\$3,513.69
Spending Potential Index	125	147	164
Education: Total \$	\$7,314,043	\$55,613,597	\$161,282,071
Average Spent	\$1,975.17	\$2,372.09	\$2,739.40
Spending Potential Index	124	149	172
Entertainment/Recreation: Total \$	\$14,222,773	\$106,497,794	\$306,174,271
Average Spent	\$3,840.88	\$4,542.45	\$5,200.41
Spending Potential Index	117	139	159
Food at Home: Total \$	\$22,655,571	\$167,224,139	\$470,461,985
Average Spent	\$6,118.17	\$7,132.61	\$7,990.86
Spending Potential Index	118	138	154
Food Away from Home: Total \$	\$17,098,767	\$126,725,604	\$354,877,674
Average Spent	\$4,617.54	\$5,405.23	\$6,027.65
Spending Potential Index	126	147	164
Health Care: Total \$	\$24,167,906	\$180,962,717	\$528,364,598
Average Spent	\$6,526.57	\$7,718.61	\$8,974.35
Spending Potential Index	110	130	151
HH Furnishings & Equipment: Total \$	\$9,443,354	\$71,011,029	\$204,785,609
Average Spent	\$2,550.19	\$3,028.83	\$3,478.31
Spending Potential Index	120	142	163
Personal Care Products & Services: Total \$	\$4,060,469	\$30,402,491	\$87,043,838
Average Spent	\$1,096.53	\$1,296.76	\$1,478.45
Spending Potential Index	124	146	167
Shelter: Total \$	\$85,941,362	\$631,508,965	\$1,757,375,338
Average Spent	\$23,208.58	\$26,935.76	\$29,849.26
Spending Potential Index	125	146	161
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$10,052,687	\$77,224,412	\$229,441,169
Average Spent	\$2,714.74	\$3,293.85	\$3,897.09
Spending Potential Index	109	133	157
Travel: Total \$	\$10,378,359	\$77,707,338	\$223,735,026
Average Spent	\$2,802.69	\$3,314.45	\$3,800.17
Spending Potential Index	125	148	169
Vehicle Maintenance & Repairs: Total \$	\$4,759,569	\$35,825,958	\$103,537,279
Average Spent	\$1,285.33	\$1,528.09	\$1,758.59
Spending Potential Index	112	134	154

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.