

Brook Run Shopping Center
5610 Brook Rd, Richmond, VA, 23227
Rings: 1, 3, 5 mile radii

Prepared by WHLR
Latitude: 37.60950
Longitude: -77.45704

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	6,628	63,450	199,576
2010 Total Population	7,442	64,554	213,247
2019 Total Population	7,610	68,639	231,590
2019 Group Quarters	238	1,378	11,408
2024 Total Population	7,731	72,077	241,770
2019-2024 Annual Rate	0.32%	0.98%	0.86%
2019 Total Daytime Population	7,087	80,781	309,529
Workers	3,065	47,326	199,084
Residents	4,022	33,455	110,445
Household Summary			
2000 Households	2,931	28,301	85,933
2000 Average Household Size	2.12	2.19	2.20
2010 Households	3,597	28,731	90,469
2010 Average Household Size	2.01	2.20	2.23
2019 Households	3,667	30,443	98,049
2019 Average Household Size	2.01	2.21	2.25
2024 Households	3,723	31,885	102,337
2024 Average Household Size	2.01	2.22	2.25
2019-2024 Annual Rate	0.30%	0.93%	0.86%
2010 Families	1,710	15,391	46,442
2010 Average Family Size	2.83	2.92	2.94
2019 Families	1,719	15,973	49,496
2019 Average Family Size	2.84	2.94	2.96
2024 Families	1,736	16,628	51,359
2024 Average Family Size	2.84	2.95	2.97
2019-2024 Annual Rate	0.20%	0.81%	0.74%
Housing Unit Summary			
2000 Housing Units	3,074	29,755	91,393
Owner Occupied Housing Units	56.9%	52.2%	51.1%
Renter Occupied Housing Units	38.5%	43.0%	42.9%
Vacant Housing Units	4.7%	4.9%	6.0%
2010 Housing Units	3,998	31,370	98,482
Owner Occupied Housing Units	44.0%	49.5%	49.3%
Renter Occupied Housing Units	46.0%	42.1%	42.6%
Vacant Housing Units	10.0%	8.4%	8.1%
2019 Housing Units	4,055	33,010	105,174
Owner Occupied Housing Units	42.9%	47.9%	48.2%
Renter Occupied Housing Units	47.5%	44.3%	45.1%
Vacant Housing Units	9.6%	7.8%	6.8%
2024 Housing Units	4,128	34,460	109,371
Owner Occupied Housing Units	44.0%	48.1%	48.7%
Renter Occupied Housing Units	46.2%	44.4%	44.9%
Vacant Housing Units	9.8%	7.5%	6.4%
Median Household Income			
2019	\$49,239	\$52,573	\$56,098
2024	\$55,768	\$59,264	\$63,003
Median Home Value			
2019	\$193,795	\$208,207	\$241,478
2024	\$205,874	\$220,852	\$258,613
Per Capita Income			
2019	\$34,981	\$32,059	\$35,147
2024	\$40,980	\$37,203	\$40,069
Median Age			
2010	43.7	39.4	34.1
2019	46.0	40.8	35.9
2024	46.5	41.4	36.7

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	3,667	30,443	98,049
<\$15,000	13.7%	12.5%	13.0%
\$15,000 - \$24,999	12.7%	10.0%	8.8%
\$25,000 - \$34,999	11.3%	9.9%	9.1%
\$35,000 - \$49,999	12.8%	14.8%	13.4%
\$50,000 - \$74,999	17.7%	18.6%	17.7%
\$75,000 - \$99,999	10.6%	12.2%	12.5%
\$100,000 - \$149,999	11.4%	13.1%	13.2%
\$150,000 - \$199,999	5.1%	4.9%	5.8%
\$200,000+	4.7%	4.0%	6.5%
Average Household Income	\$71,908	\$72,254	\$82,240
2024 Households by Income			
Household Income Base	3,723	31,885	102,337
<\$15,000	12.4%	11.0%	11.9%
\$15,000 - \$24,999	10.9%	8.4%	7.5%
\$25,000 - \$34,999	10.1%	8.7%	8.0%
\$35,000 - \$49,999	11.4%	13.4%	12.0%
\$50,000 - \$74,999	17.1%	18.4%	17.2%
\$75,000 - \$99,999	11.4%	13.0%	13.2%
\$100,000 - \$149,999	13.8%	15.3%	14.9%
\$150,000 - \$199,999	6.9%	6.4%	7.3%
\$200,000+	6.1%	5.4%	7.8%
Average Household Income	\$84,288	\$84,104	\$93,896
2019 Owner Occupied Housing Units by Value			
Total	1,741	15,811	50,629
<\$50,000	1.3%	1.5%	1.3%
\$50,000 - \$99,999	2.6%	5.0%	4.4%
\$100,000 - \$149,999	18.0%	15.4%	12.0%
\$150,000 - \$199,999	31.9%	24.9%	19.3%
\$200,000 - \$249,999	19.2%	19.2%	15.7%
\$250,000 - \$299,999	12.3%	12.3%	13.0%
\$300,000 - \$399,999	6.3%	11.7%	14.8%
\$400,000 - \$499,999	2.4%	4.6%	6.9%
\$500,000 - \$749,999	4.8%	4.0%	7.7%
\$750,000 - \$999,999	1.0%	0.6%	2.4%
\$1,000,000 - \$1,499,999	0.0%	0.3%	1.4%
\$1,500,000 - \$1,999,999	0.0%	0.2%	0.5%
\$2,000,000 +	0.0%	0.2%	0.6%
Average Home Value	\$229,440	\$247,306	\$315,508
2024 Owner Occupied Housing Units by Value			
Total	1,815	16,572	53,252
<\$50,000	1.0%	1.2%	1.0%
\$50,000 - \$99,999	2.1%	4.5%	3.8%
\$100,000 - \$149,999	15.5%	13.7%	10.7%
\$150,000 - \$199,999	29.0%	22.8%	17.3%
\$200,000 - \$249,999	19.2%	18.7%	14.9%
\$250,000 - \$299,999	14.0%	12.6%	12.8%
\$300,000 - \$399,999	7.7%	12.8%	15.4%
\$400,000 - \$499,999	2.5%	5.6%	7.9%
\$500,000 - \$749,999	6.7%	5.7%	9.7%
\$750,000 - \$999,999	2.1%	1.2%	3.0%
\$1,000,000 - \$1,499,999	0.0%	0.5%	1.8%
\$1,500,000 - \$1,999,999	0.0%	0.3%	0.6%
\$2,000,000 +	0.0%	0.4%	1.0%
Average Home Value	\$252,481	\$273,559	\$347,586

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	7,443	64,556	213,249
0 - 4	5.6%	6.6%	6.0%
5 - 9	4.6%	5.4%	5.1%
10 - 14	5.0%	5.1%	4.8%
15 - 24	10.0%	12.6%	19.1%
25 - 34	13.6%	14.6%	16.3%
35 - 44	12.7%	13.0%	12.3%
45 - 54	13.7%	14.3%	13.0%
55 - 64	10.8%	11.9%	10.8%
65 - 74	6.9%	7.1%	6.3%
75 - 84	9.1%	5.7%	4.2%
85 +	8.0%	3.6%	2.1%
18 +	81.6%	79.5%	81.0%
2019 Population by Age			
Total	7,609	68,641	231,591
0 - 4	4.8%	5.8%	5.2%
5 - 9	4.6%	5.5%	5.1%
10 - 14	4.5%	5.2%	5.0%
15 - 24	9.8%	11.3%	17.5%
25 - 34	13.1%	14.5%	16.0%
35 - 44	12.1%	12.8%	12.3%
45 - 54	11.7%	12.2%	11.3%
55 - 64	11.9%	13.1%	11.9%
65 - 74	9.5%	9.7%	8.6%
75 - 84	9.6%	6.0%	4.6%
85 +	8.4%	4.0%	2.4%
18 +	83.6%	80.7%	81.9%
2024 Population by Age			
Total	7,732	72,076	241,772
0 - 4	4.8%	5.8%	5.2%
5 - 9	4.4%	5.2%	4.9%
10 - 14	4.4%	5.2%	4.9%
15 - 24	9.0%	11.7%	17.6%
25 - 34	14.1%	13.8%	15.3%
35 - 44	11.7%	13.0%	12.6%
45 - 54	11.2%	11.7%	11.0%
55 - 64	11.2%	12.4%	11.3%
65 - 74	10.2%	10.4%	9.3%
75 - 84	11.1%	6.9%	5.5%
85 +	8.1%	3.9%	2.4%
18 +	83.9%	80.7%	82.1%
2010 Population by Sex			
Males	3,207	29,703	101,237
Females	4,235	34,851	112,010
2019 Population by Sex			
Males	3,304	31,927	110,933
Females	4,306	36,712	120,657
2024 Population by Sex			
Males	3,386	33,712	116,251
Females	4,344	38,366	125,519

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2010 Population by Race/Ethnicity			
Total	7,443	64,555	213,247
White Alone	59.0%	45.8%	53.7%
Black Alone	35.9%	45.8%	37.6%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	1.2%	2.9%	3.9%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	1.5%	2.7%	2.0%
Two or More Races	2.2%	2.4%	2.4%
Hispanic Origin	3.5%	5.7%	4.7%
Diversity Index	55.5	62.5	60.7
2019 Population by Race/Ethnicity			
Total	7,611	68,639	231,590
White Alone	56.7%	44.2%	53.1%
Black Alone	36.6%	45.2%	36.6%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	1.7%	4.0%	4.7%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	2.0%	3.3%	2.4%
Two or More Races	2.8%	3.0%	2.8%
Hispanic Origin	4.5%	7.0%	5.7%
Diversity Index	58.3	65.1	62.7
2024 Population by Race/Ethnicity			
Total	7,731	72,077	241,770
White Alone	55.0%	43.0%	52.3%
Black Alone	37.1%	44.5%	36.0%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	2.1%	4.9%	5.5%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	2.3%	3.9%	2.8%
Two or More Races	3.3%	3.4%	3.2%
Hispanic Origin	5.4%	8.1%	6.5%
Diversity Index	60.4	67.3	64.4
2010 Population by Relationship and Household Type			
Total	7,442	64,554	213,247
In Households	97.2%	98.0%	94.8%
In Family Households	67.1%	72.3%	66.4%
Householder	23.2%	23.8%	21.8%
Spouse	13.7%	13.7%	13.4%
Child	24.4%	27.1%	24.8%
Other relative	3.7%	4.9%	4.1%
Nonrelative	2.0%	2.7%	2.3%
In Nonfamily Households	30.1%	25.7%	28.4%
In Group Quarters	2.8%	2.0%	5.2%
Institutionalized Population	2.7%	1.3%	1.6%
Noninstitutionalized Population	0.2%	0.7%	3.6%

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.

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2019 Population 25+ by Educational Attainment			
Total	5,810	49,538	155,556
Less than 9th Grade	4.0%	3.6%	3.2%
9th - 12th Grade, No Diploma	6.9%	7.5%	6.6%
High School Graduate	21.8%	20.2%	17.3%
GED/Alternative Credential	3.1%	3.7%	3.8%
Some College, No Degree	20.8%	21.2%	19.3%
Associate Degree	7.5%	7.5%	6.8%
Bachelor's Degree	24.5%	22.3%	26.5%
Graduate/Professional Degree	11.5%	14.1%	16.4%
2019 Population 15+ by Marital Status			
Total	6,550	57,309	196,015
Never Married	36.9%	41.8%	47.0%
Married	37.8%	37.1%	35.9%
Widowed	11.3%	7.1%	5.5%
Divorced	14.0%	14.0%	11.6%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	92.7%	94.3%	94.7%
Civilian Unemployed (Unemployment Rate)	7.3%	5.7%	5.3%
2019 Employed Population 16+ by Industry			
Total	3,667	35,777	121,918
Agriculture/Mining	0.0%	0.2%	0.2%
Construction	5.1%	6.0%	5.0%
Manufacturing	3.7%	4.6%	4.7%
Wholesale Trade	2.8%	1.8%	1.8%
Retail Trade	12.1%	12.0%	10.9%
Transportation/Utilities	7.1%	6.1%	5.0%
Information	0.9%	2.0%	1.8%
Finance/Insurance/Real Estate	5.4%	8.2%	9.5%
Services	56.2%	52.3%	54.9%
Public Administration	6.7%	6.7%	6.2%
2019 Employed Population 16+ by Occupation			
Total	3,665	35,780	121,917
White Collar	56.7%	62.7%	67.4%
Management/Business/Financial	12.7%	14.7%	16.6%
Professional	21.1%	22.2%	25.6%
Sales	9.4%	10.6%	11.6%
Administrative Support	13.4%	15.2%	13.5%
Services	26.8%	21.3%	19.6%
Blue Collar	16.4%	16.0%	13.0%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	4.9%	4.3%	3.3%
Installation/Maintenance/Repair	3.9%	2.6%	2.2%
Production	1.7%	3.3%	2.9%
Transportation/Material Moving	5.9%	5.7%	4.4%
2010 Population By Urban/ Rural Status			
Total Population	7,442	64,554	213,247
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%

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2010 Households by Type			
Total	3,597	28,731	90,470
Households with 1 Person	44.8%	37.5%	35.7%
Households with 2+ People	55.2%	62.5%	64.3%
Family Households	47.5%	53.6%	51.3%
Husband-wife Families	28.2%	30.7%	31.6%
With Related Children	9.0%	11.8%	13.0%
Other Family (No Spouse Present)	19.3%	22.9%	19.8%
Other Family with Male Householder	3.5%	5.0%	4.2%
With Related Children	1.7%	2.4%	1.9%
Other Family with Female Householder	15.8%	17.9%	15.6%
With Related Children	10.3%	11.5%	9.9%
Nonfamily Households	7.7%	8.9%	13.0%
All Households with Children	21.4%	26.1%	25.2%
Multigenerational Households	3.0%	3.9%	3.4%
Unmarried Partner Households	6.4%	7.4%	7.1%
Male-female	5.4%	6.4%	6.2%
Same-sex	1.0%	1.1%	0.9%
2010 Households by Size			
Total	3,596	28,733	90,469
1 Person Household	44.8%	37.5%	35.7%
2 Person Household	31.4%	31.9%	32.8%
3 Person Household	11.9%	14.7%	15.2%
4 Person Household	7.0%	9.1%	9.9%
5 Person Household	3.1%	4.0%	4.0%
6 Person Household	1.0%	1.7%	1.5%
7 + Person Household	0.8%	1.1%	1.0%
2010 Households by Tenure and Mortgage Status			
Total	3,597	28,731	90,469
Owner Occupied	48.9%	54.0%	53.6%
Owned with a Mortgage/Loan	36.5%	41.0%	41.3%
Owned Free and Clear	12.4%	13.0%	12.3%
Renter Occupied	51.1%	46.0%	46.4%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	3,998	31,370	98,482
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.	The Elders (9C)	Parks and Rec (5C)	Metro Renters (3B)
2.	Front Porches (8E)	Emerald City (8B)	Parks and Rec (5C)
3.	In Style (5B)	Family Foundations (12A)	Emerald City (8B)
2019 Consumer Spending			
Apparel & Services: Total \$	\$6,367,887	\$54,504,003	\$202,839,503
Average Spent	\$1,736.54	\$1,790.36	\$2,068.76
Spending Potential Index	81	84	97
Education: Total \$	\$4,466,232	\$38,869,178	\$150,804,686
Average Spent	\$1,217.95	\$1,276.79	\$1,538.05
Spending Potential Index	76	80	97
Entertainment/Recreation: Total \$	\$9,836,036	\$81,967,730	\$298,089,455
Average Spent	\$2,682.31	\$2,692.50	\$3,040.21
Spending Potential Index	82	82	93
Food at Home: Total \$	\$15,752,876	\$132,676,962	\$482,290,686
Average Spent	\$4,295.85	\$4,358.21	\$4,918.87
Spending Potential Index	83	84	95
Food Away from Home: Total \$	\$11,017,999	\$93,613,793	\$349,381,763
Average Spent	\$3,004.64	\$3,075.05	\$3,563.34
Spending Potential Index	82	84	97
Health Care: Total \$	\$18,465,574	\$150,957,607	\$535,233,521
Average Spent	\$5,035.61	\$4,958.70	\$5,458.84
Spending Potential Index	85	84	92
HH Furnishings & Equipment: Total \$	\$6,471,845	\$54,080,711	\$197,080,086
Average Spent	\$1,764.89	\$1,776.46	\$2,010.02
Spending Potential Index	83	83	94
Personal Care Products & Services: Total \$	\$2,749,765	\$22,815,804	\$83,311,952
Average Spent	\$749.87	\$749.46	\$849.70
Spending Potential Index	85	85	96
Shelter: Total \$	\$57,371,039	\$476,939,465	\$1,758,775,025
Average Spent	\$15,645.22	\$15,666.64	\$17,937.72
Spending Potential Index	85	85	97
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$7,840,503	\$63,212,378	\$225,650,549
Average Spent	\$2,138.12	\$2,076.42	\$2,301.41
Spending Potential Index	86	84	93
Travel: Total \$	\$6,900,318	\$55,637,361	\$202,110,272
Average Spent	\$1,881.73	\$1,827.59	\$2,061.32
Spending Potential Index	84	81	92
Vehicle Maintenance & Repairs: Total \$	\$3,547,252	\$30,022,106	\$109,489,423
Average Spent	\$967.34	\$986.17	\$1,116.68
Spending Potential Index	85	86	98

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.