

Walnut Hill Plaza
1995 S Crater Rd, Petersburg, VA, 23805
Rings: 1, 3, 5 mile radii

Prepared by WHLR
Latitude: 37.20417
Longitude: -77.38158

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	7,967	35,155	69,099
2010 Total Population	7,861	33,196	66,038
2021 Total Population	7,385	33,219	67,447
2021 Group Quarters	215	1,449	4,613
2026 Total Population	7,108	32,500	67,362
2021-2026 Annual Rate	-0.76%	-0.44%	-0.03%
2021 Total Daytime Population	6,111	35,804	75,880
Workers	2,372	17,003	37,524
Residents	3,739	18,801	38,356
Household Summary			
2000 Households	3,280	13,789	25,418
2000 Average Household Size	2.37	2.42	2.46
2010 Households	3,303	13,726	25,236
2010 Average Household Size	2.30	2.30	2.42
2021 Households	3,112	13,929	25,924
2021 Average Household Size	2.30	2.28	2.42
2026 Households	2,993	13,643	25,863
2026 Average Household Size	2.30	2.28	2.43
2021-2026 Annual Rate	-0.78%	-0.41%	-0.05%
2010 Families	2,026	7,823	15,715
2010 Average Family Size	2.89	2.97	3.03
2021 Families	1,892	7,758	15,885
2021 Average Family Size	2.89	2.97	3.05
2026 Families	1,811	7,543	15,796
2026 Average Family Size	2.90	2.97	3.05
2021-2026 Annual Rate	-0.87%	-0.56%	-0.11%
Housing Unit Summary			
2000 Housing Units	3,475	15,762	28,189
Owner Occupied Housing Units	64.5%	46.5%	51.1%
Renter Occupied Housing Units	29.9%	41.0%	39.1%
Vacant Housing Units	5.6%	12.5%	9.8%
2010 Housing Units	3,589	16,183	28,870
Owner Occupied Housing Units	56.3%	39.7%	46.3%
Renter Occupied Housing Units	35.7%	45.2%	41.1%
Vacant Housing Units	8.0%	15.2%	12.6%
2021 Housing Units	3,592	16,486	29,767
Owner Occupied Housing Units	50.2%	35.9%	44.2%
Renter Occupied Housing Units	36.4%	48.6%	42.9%
Vacant Housing Units	13.4%	15.5%	12.9%
2026 Housing Units	3,592	16,557	30,138
Owner Occupied Housing Units	49.2%	36.0%	44.8%
Renter Occupied Housing Units	34.1%	46.4%	41.1%
Vacant Housing Units	16.7%	17.6%	14.2%
Median Household Income			
2021	\$47,120	\$38,321	\$46,045
2026	\$51,271	\$40,365	\$49,473
Median Home Value			
2021	\$143,941	\$132,882	\$158,536
2026	\$174,959	\$169,001	\$189,648
Per Capita Income			
2021	\$26,653	\$22,216	\$23,659
2026	\$29,565	\$24,511	\$26,006
Median Age			
2010	41.4	39.0	35.8
2021	42.6	40.2	37.5
2026	43.0	41.6	38.6

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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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2021 Households by Income			
Household Income Base	3,112	13,929	25,924
<\$15,000	9.7%	17.6%	14.3%
\$15,000 - \$24,999	18.8%	15.7%	12.3%
\$25,000 - \$34,999	9.6%	11.9%	11.1%
\$35,000 - \$49,999	14.0%	16.5%	15.6%
\$50,000 - \$74,999	16.6%	16.4%	18.6%
\$75,000 - \$99,999	13.3%	10.1%	11.4%
\$100,000 - \$149,999	12.8%	8.3%	11.9%
\$150,000 - \$199,999	2.6%	1.6%	2.8%
\$200,000+	2.6%	1.8%	2.1%
Average Household Income	\$63,660	\$52,833	\$60,743
2026 Households by Income			
Household Income Base	2,993	13,643	25,863
<\$15,000	8.7%	16.3%	13.0%
\$15,000 - \$24,999	17.5%	14.9%	11.4%
\$25,000 - \$34,999	9.1%	11.6%	10.6%
\$35,000 - \$49,999	13.5%	16.4%	15.3%
\$50,000 - \$74,999	16.7%	16.6%	18.6%
\$75,000 - \$99,999	14.1%	10.8%	12.1%
\$100,000 - \$149,999	14.1%	9.2%	13.1%
\$150,000 - \$199,999	3.2%	2.0%	3.5%
\$200,000+	3.1%	2.1%	2.5%
Average Household Income	\$70,678	\$58,281	\$66,937
2021 Owner Occupied Housing Units by Value			
Total	1,803	5,919	13,156
<\$50,000	5.4%	11.3%	7.7%
\$50,000 - \$99,999	23.8%	24.9%	15.0%
\$100,000 - \$149,999	23.6%	20.9%	23.1%
\$150,000 - \$199,999	30.7%	21.4%	24.6%
\$200,000 - \$249,999	8.2%	8.3%	12.1%
\$250,000 - \$299,999	1.1%	4.4%	6.0%
\$300,000 - \$399,999	1.5%	2.5%	5.3%
\$400,000 - \$499,999	1.4%	1.6%	2.1%
\$500,000 - \$749,999	0.0%	1.1%	1.5%
\$750,000 - \$999,999	1.8%	1.3%	1.2%
\$1,000,000 - \$1,499,999	0.1%	0.6%	0.4%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.1%
\$2,000,000 +	2.3%	1.6%	0.9%
Average Home Value	\$205,297	\$192,999	\$203,947
2026 Owner Occupied Housing Units by Value			
Total	1,766	5,966	13,484
<\$50,000	2.9%	7.1%	4.7%
\$50,000 - \$99,999	11.6%	17.9%	10.2%
\$100,000 - \$149,999	18.3%	17.0%	17.3%
\$150,000 - \$199,999	34.4%	21.3%	22.4%
\$200,000 - \$249,999	10.4%	10.4%	14.1%
\$250,000 - \$299,999	4.1%	6.9%	8.2%
\$300,000 - \$399,999	3.2%	3.9%	8.0%
\$400,000 - \$499,999	4.9%	3.3%	4.0%
\$500,000 - \$749,999	0.2%	3.3%	4.1%
\$750,000 - \$999,999	6.5%	3.7%	3.2%
\$1,000,000 - \$1,499,999	0.2%	1.7%	1.1%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.2%
\$2,000,000 +	3.2%	3.7%	2.5%
Average Home Value	\$293,229	\$301,039	\$296,240

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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Age			
Total	7,862	33,195	66,038
0 - 4	5.7%	6.4%	6.4%
5 - 9	5.1%	5.3%	5.9%
10 - 14	5.8%	5.3%	5.9%
15 - 24	14.1%	16.2%	18.1%
25 - 34	11.9%	12.8%	12.7%
35 - 44	12.1%	11.4%	11.7%
45 - 54	15.7%	15.0%	14.2%
55 - 64	14.1%	12.5%	11.3%
65 - 74	8.0%	7.9%	7.0%
75 - 84	4.9%	4.9%	4.6%
85 +	2.5%	2.3%	2.1%
18 +	79.4%	79.5%	78.0%
2021 Population by Age			
Total	7,385	33,218	67,448
0 - 4	4.9%	5.5%	5.8%
5 - 9	5.4%	5.7%	6.0%
10 - 14	6.4%	6.0%	6.1%
15 - 24	9.7%	11.2%	14.4%
25 - 34	14.3%	14.7%	14.5%
35 - 44	11.7%	11.9%	11.9%
45 - 54	11.9%	11.5%	11.1%
55 - 64	14.2%	13.5%	12.5%
65 - 74	12.8%	11.8%	10.3%
75 - 84	6.1%	5.9%	5.3%
85 +	2.5%	2.3%	2.2%
18 +	80.0%	79.8%	79.0%
2026 Population by Age			
Total	7,109	32,501	67,363
0 - 4	5.0%	5.6%	5.8%
5 - 9	5.2%	5.5%	5.8%
10 - 14	6.1%	5.8%	6.0%
15 - 24	10.7%	12.1%	14.8%
25 - 34	10.4%	11.1%	12.1%
35 - 44	15.2%	14.4%	13.8%
45 - 54	10.5%	10.7%	10.4%
55 - 64	13.5%	12.8%	11.7%
65 - 74	12.7%	12.4%	10.8%
75 - 84	8.1%	7.3%	6.4%
85 +	2.5%	2.4%	2.2%
18 +	79.6%	79.7%	78.9%
2010 Population by Sex			
Males	3,649	15,520	30,859
Females	4,212	17,676	35,179
2021 Population by Sex			
Males	3,478	15,689	31,693
Females	3,907	17,530	35,754
2026 Population by Sex			
Males	3,379	15,459	31,803
Females	3,729	17,041	35,559

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2010 Population by Race/Ethnicity			
Total	7,861	33,196	66,039
White Alone	22.0%	19.9%	36.7%
Black Alone	73.4%	75.1%	57.5%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	1.2%	0.9%	1.3%
Pacific Islander Alone	0.2%	0.1%	0.1%
Some Other Race Alone	0.9%	1.8%	1.8%
Two or More Races	2.0%	1.9%	2.3%
Hispanic Origin	2.6%	3.7%	4.3%
Diversity Index	44.2	43.9	57.3
2021 Population by Race/Ethnicity			
Total	7,385	33,218	67,447
White Alone	21.5%	19.6%	33.8%
Black Alone	71.2%	72.7%	57.5%
American Indian Alone	0.4%	0.5%	0.5%
Asian Alone	1.6%	1.2%	1.7%
Pacific Islander Alone	0.4%	0.1%	0.2%
Some Other Race Alone	1.3%	2.7%	2.8%
Two or More Races	3.6%	3.2%	3.6%
Hispanic Origin	3.5%	5.4%	6.8%
Diversity Index	48.4	49.0	61.1
2026 Population by Race/Ethnicity			
Total	7,108	32,499	67,363
White Alone	21.1%	19.6%	33.5%
Black Alone	70.0%	71.2%	56.5%
American Indian Alone	0.4%	0.5%	0.5%
Asian Alone	1.8%	1.3%	1.8%
Pacific Islander Alone	0.5%	0.2%	0.3%
Some Other Race Alone	1.6%	3.2%	3.2%
Two or More Races	4.6%	4.1%	4.2%
Hispanic Origin	4.2%	6.4%	7.9%
Diversity Index	50.7	52.0	63.1
2010 Population by Relationship and Household Type			
Total	7,861	33,196	66,038
In Households	96.7%	95.1%	92.6%
In Family Households	77.4%	73.4%	75.0%
Householder	25.5%	23.5%	23.8%
Spouse	13.6%	10.9%	13.2%
Child	29.5%	29.8%	30.4%
Other relative	5.7%	5.9%	4.6%
Nonrelative	3.0%	3.4%	2.9%
In Nonfamily Households	19.4%	21.7%	17.7%
In Group Quarters	3.3%	4.9%	7.4%
Institutionalized Population	2.8%	1.8%	1.5%
Noninstitutionalized Population	0.5%	3.1%	5.9%

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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2021 Population 25+ by Educational Attainment			
Total	5,434	23,754	45,670
Less than 9th Grade	3.9%	5.3%	4.7%
9th - 12th Grade, No Diploma	7.9%	10.3%	8.7%
High School Graduate	31.4%	29.3%	27.2%
GED/Alternative Credential	4.9%	5.1%	5.6%
Some College, No Degree	23.4%	22.0%	23.7%
Associate Degree	4.6%	6.5%	7.5%
Bachelor's Degree	14.6%	12.8%	13.9%
Graduate/Professional Degree	9.3%	8.6%	8.8%
2021 Population 15+ by Marital Status			
Total	6,153	27,468	55,380
Never Married	45.5%	49.8%	45.2%
Married	34.6%	29.6%	35.3%
Widowed	6.3%	8.3%	7.5%
Divorced	13.6%	12.4%	12.0%
2021 Civilian Population 16+ in Labor Force			
Civilian Population 16+	3,954	16,176	32,157
Population 16+ Employed	90.4%	85.1%	86.4%
Population 16+ Unemployment rate	9.6%	14.9%	13.6%
Population 16-24 Employed	11.1%	13.2%	14.7%
Population 16-24 Unemployment rate	16.5%	21.2%	24.1%
Population 25-54 Employed	58.1%	59.0%	59.8%
Population 25-54 Unemployment rate	11.9%	16.2%	13.0%
Population 55-64 Employed	21.1%	18.5%	17.5%
Population 55-64 Unemployment rate	1.8%	7.5%	7.0%
Population 65+ Employed	9.7%	9.3%	8.0%
Population 65+ Unemployment rate	2.0%	10.4%	9.5%
2021 Employed Population 16+ by Industry			
Total	3,575	13,768	27,774
Agriculture/Mining	0.0%	0.1%	0.3%
Construction	2.9%	2.9%	4.6%
Manufacturing	14.7%	11.9%	9.6%
Wholesale Trade	0.9%	1.1%	1.5%
Retail Trade	12.3%	14.2%	13.7%
Transportation/Utilities	7.9%	7.8%	7.8%
Information	1.0%	1.1%	0.9%
Finance/Insurance/Real Estate	5.0%	3.8%	4.8%
Services	44.8%	49.5%	47.0%
Public Administration	10.6%	7.7%	9.7%
2021 Employed Population 16+ by Occupation			
Total	3,573	13,768	27,774
White Collar	54.7%	51.2%	54.8%
Management/Business/Financial	9.2%	9.8%	11.3%
Professional	21.8%	19.4%	21.4%
Sales	8.8%	8.7%	9.4%
Administrative Support	14.9%	13.4%	12.7%
Services	21.9%	22.7%	19.9%
Blue Collar	23.4%	26.1%	25.4%
Farming/Forestry/Fishing	0.0%	0.1%	0.0%
Construction/Extraction	2.7%	2.9%	4.2%
Installation/Maintenance/Repair	0.6%	1.4%	2.4%
Production	8.0%	9.3%	7.7%
Transportation/Material Moving	12.1%	12.5%	11.0%

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2010 Households by Type			
Total	3,303	13,726	25,237
Households with 1 Person	32.1%	35.8%	31.2%
Households with 2+ People	67.9%	64.2%	68.8%
Family Households	61.3%	57.0%	62.3%
Husband-wife Families	32.8%	26.4%	34.7%
With Related Children	10.7%	8.9%	14.2%
Other Family (No Spouse Present)	28.5%	30.5%	27.6%
Other Family with Male Householder	5.3%	5.5%	5.6%
With Related Children	2.8%	2.8%	3.0%
Other Family with Female Householder	23.2%	25.1%	22.1%
With Related Children	13.7%	15.3%	14.0%
Nonfamily Households	6.6%	7.2%	6.5%
All Households with Children	27.4%	27.4%	31.8%
Multigenerational Households	6.0%	6.3%	5.8%
Unmarried Partner Households	7.1%	7.7%	7.2%
Male-female	6.5%	7.1%	6.6%
Same-sex	0.6%	0.6%	0.6%
2010 Households by Size			
Total	3,302	13,726	25,236
1 Person Household	32.1%	35.8%	31.2%
2 Person Household	33.6%	30.5%	30.9%
3 Person Household	16.9%	16.1%	17.4%
4 Person Household	9.5%	9.2%	11.4%
5 Person Household	4.7%	4.8%	5.5%
6 Person Household	1.9%	2.1%	2.2%
7 + Person Household	1.2%	1.5%	1.4%
2010 Households by Tenure and Mortgage Status			
Total	3,303	13,726	25,236
Owner Occupied	61.2%	46.8%	53.0%
Owned with a Mortgage/Loan	47.4%	33.1%	37.5%
Owned Free and Clear	13.8%	13.7%	15.5%
Renter Occupied	38.8%	53.2%	47.0%
2021 Affordability, Mortgage and Wealth			
Housing Affordability Index	170	151	155
Percent of Income for Mortgage	12.8%	14.5%	14.4%
Wealth Index	54	40	51
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	3,589	16,183	28,870
Housing Units Inside Urbanized Area	98.9%	96.7%	92.1%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	1.1%	3.3%	7.9%
2010 Population By Urban/ Rural Status			
Total Population	7,861	33,196	66,038
Population Inside Urbanized Area	98.9%	96.7%	91.8%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	1.1%	3.3%	8.2%

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.	Family Foundations (12A)	Modest Income Homes (12D)	Modest Income Homes (12D)
2.	Midlife Constants (5E)	Old and Newcomers (8F)	Family Foundations (12A)
3.	Front Porches (8E)	Family Foundations (12A)	Rustbelt Traditions (5D)
2021 Consumer Spending			
Apparel & Services: Total \$	\$4,587,790	\$17,508,008	\$37,015,789
Average Spent	\$1,474.23	\$1,256.95	\$1,427.86
Spending Potential Index	70	59	67
Education: Total \$	\$3,445,019	\$12,681,208	\$27,524,055
Average Spent	\$1,107.01	\$910.42	\$1,061.72
Spending Potential Index	64	53	62
Entertainment/Recreation: Total \$	\$6,993,101	\$26,176,194	\$55,779,358
Average Spent	\$2,247.14	\$1,879.26	\$2,151.65
Spending Potential Index	70	58	67
Food at Home: Total \$	\$11,893,368	\$45,512,330	\$95,523,858
Average Spent	\$3,821.78	\$3,267.45	\$3,684.77
Spending Potential Index	70	60	68
Food Away from Home: Total \$	\$8,140,435	\$30,932,734	\$65,618,483
Average Spent	\$2,615.82	\$2,220.74	\$2,531.19
Spending Potential Index	69	59	67
Health Care: Total \$	\$14,207,719	\$53,216,419	\$112,060,896
Average Spent	\$4,565.46	\$3,820.55	\$4,322.67
Spending Potential Index	73	61	69
HH Furnishings & Equipment: Total \$	\$4,880,682	\$18,151,405	\$38,869,477
Average Spent	\$1,568.34	\$1,303.14	\$1,499.36
Spending Potential Index	70	58	66
Personal Care Products & Services: Total \$	\$1,972,866	\$7,441,414	\$15,743,918
Average Spent	\$633.95	\$534.24	\$607.31
Spending Potential Index	71	60	68
Shelter: Total \$	\$42,685,624	\$160,249,159	\$341,358,415
Average Spent	\$13,716.46	\$11,504.71	\$13,167.66
Spending Potential Index	68	57	65
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$5,028,470	\$18,690,282	\$40,194,564
Average Spent	\$1,615.83	\$1,341.83	\$1,550.48
Spending Potential Index	68	56	65
Travel: Total \$	\$5,337,138	\$19,169,194	\$41,909,256
Average Spent	\$1,715.02	\$1,376.21	\$1,616.62
Spending Potential Index	68	54	64
Vehicle Maintenance & Repairs: Total \$	\$2,457,514	\$9,414,044	\$19,826,739
Average Spent	\$789.69	\$675.86	\$764.80
Spending Potential Index	71	61	69

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 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.