

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
2021 Total Population	7,702	69,668	233,184
2021 Group Quarters	232	1,348	11,069
2026 Total Population	7,771	73,735	243,700
2021-2026 Annual Rate	0.18%	1.14%	0.89%
2021 Total Daytime Population	7,243	77,326	276,033
Workers	3,061	42,220	160,490
Residents	4,182	35,106	115,543
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
2021 Households	3,739	30,956	98,931
2021 Average Household Size	2.00	2.21	2.25
2026 Households	3,777	32,718	103,467
2026 Average Household Size	2.00	2.21	2.25
2021-2026 Annual Rate	0.20%	1.11%	0.90%
2010 Families	1,710	15,391	46,442
2010 Average Family Size	2.83	2.92	2.94
2021 Families	1,727	16,034	49,455
2021 Average Family Size	2.84	2.94	2.97
2026 Families	1,730	16,790	51,364
2026 Average Family Size	2.84	2.95	2.98
2021-2026 Annual Rate	0.03%	0.93%	0.76%
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%
2021 Housing Units	4,120	33,877	106,336
Owner Occupied Housing Units	41.2%	45.9%	47.4%
Renter Occupied Housing Units	49.5%	45.5%	45.6%
Vacant Housing Units	9.2%	8.6%	7.0%
2026 Housing Units	4,172	35,781	111,032
Owner Occupied Housing Units	42.2%	44.9%	47.3%
Renter Occupied Housing Units	48.3%	46.6%	45.9%
Vacant Housing Units	9.5%	8.6%	6.8%
Median Household Income			
2021	\$49,363	\$52,127	\$57,378
2026	\$53,422	\$56,068	\$62,098
Median Home Value			
2021	\$215,842	\$236,507	\$272,202
2026	\$277,788	\$308,467	\$349,929
Per Capita Income			
2021	\$38,951	\$33,103	\$36,862
2026	\$44,430	\$37,491	\$41,471
Median Age			
2010	43.7	39.4	34.1
2021	46.4	41.0	36.4
2026	46.9	41.4	37.1

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	3,739	30,956	98,931
<\$15,000	12.8%	11.9%	12.3%
\$15,000 - \$24,999	12.8%	11.1%	9.1%
\$25,000 - \$34,999	10.6%	10.0%	8.3%
\$35,000 - \$49,999	14.3%	14.6%	13.1%
\$50,000 - \$74,999	17.7%	19.3%	18.7%
\$75,000 - \$99,999	8.3%	10.2%	10.5%
\$100,000 - \$149,999	11.0%	12.4%	13.4%
\$150,000 - \$199,999	5.1%	5.4%	6.9%
\$200,000+	7.4%	5.1%	7.7%
Average Household Income	\$79,467	\$74,567	\$86,509
2026 Households by Income			
Household Income Base	3,777	32,718	103,467
<\$15,000	11.3%	10.4%	10.9%
\$15,000 - \$24,999	11.5%	10.0%	8.3%
\$25,000 - \$34,999	9.9%	9.3%	7.9%
\$35,000 - \$49,999	13.9%	14.1%	12.4%
\$50,000 - \$74,999	17.4%	19.1%	18.1%
\$75,000 - \$99,999	8.6%	10.7%	10.8%
\$100,000 - \$149,999	12.2%	13.4%	14.3%
\$150,000 - \$199,999	6.5%	6.7%	8.4%
\$200,000+	8.7%	6.3%	9.0%
Average Household Income	\$90,556	\$84,645	\$97,250
2021 Owner Occupied Housing Units by Value			
Total	1,697	15,531	50,388
<\$50,000	1.5%	1.2%	1.2%
\$50,000 - \$99,999	3.3%	4.1%	3.5%
\$100,000 - \$149,999	11.2%	9.7%	8.2%
\$150,000 - \$199,999	27.0%	21.0%	15.3%
\$200,000 - \$249,999	22.0%	19.1%	15.7%
\$250,000 - \$299,999	14.4%	14.8%	13.6%
\$300,000 - \$399,999	9.6%	14.3%	17.1%
\$400,000 - \$499,999	6.8%	7.8%	9.2%
\$500,000 - \$749,999	2.0%	5.4%	9.6%
\$750,000 - \$999,999	1.9%	1.7%	3.3%
\$1,000,000 - \$1,499,999	0.1%	0.4%	2.0%
\$1,500,000 - \$1,999,999	0.0%	0.3%	0.6%
\$2,000,000 +	0.0%	0.2%	0.7%
Average Home Value	\$248,851	\$283,197	\$353,469
2026 Owner Occupied Housing Units by Value			
Total	1,762	16,054	52,492
<\$50,000	0.6%	0.4%	0.4%
\$50,000 - \$99,999	1.1%	1.5%	1.4%
\$100,000 - \$149,999	4.4%	3.8%	3.7%
\$150,000 - \$199,999	16.1%	11.8%	8.7%
\$200,000 - \$249,999	19.4%	15.9%	12.5%
\$250,000 - \$299,999	15.3%	14.9%	13.3%
\$300,000 - \$399,999	15.0%	19.8%	20.1%
\$400,000 - \$499,999	13.6%	12.6%	12.6%
\$500,000 - \$749,999	6.8%	12.1%	15.5%
\$750,000 - \$999,999	7.7%	4.9%	6.4%
\$1,000,000 - \$1,499,999	0.2%	0.9%	3.2%
\$1,500,000 - \$1,999,999	0.0%	0.9%	1.0%
\$2,000,000 +	0.0%	0.5%	1.2%
Average Home Value	\$345,788	\$385,666	\$450,892

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	7,443	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%
2021 Population by Age			
Total	7,703	69,668	233,184
0 - 4	4.7%	5.7%	5.1%
5 - 9	4.5%	5.4%	5.1%
10 - 14	4.5%	5.3%	5.1%
15 - 24	9.4%	11.2%	17.1%
25 - 34	13.0%	14.3%	15.7%
35 - 44	12.3%	13.0%	12.7%
45 - 54	11.2%	11.7%	11.0%
55 - 64	11.9%	12.7%	11.7%
65 - 74	10.0%	10.3%	9.1%
75 - 84	10.1%	6.3%	4.9%
85 +	8.3%	3.9%	2.4%
18 +	83.9%	80.7%	81.9%
2026 Population by Age			
Total	7,772	73,734	243,700
0 - 4	4.7%	5.7%	5.1%
5 - 9	4.3%	5.2%	4.9%
10 - 14	4.3%	5.2%	4.9%
15 - 24	8.9%	12.0%	17.6%
25 - 34	13.9%	13.4%	14.8%
35 - 44	11.7%	13.1%	12.9%
45 - 54	11.1%	11.6%	11.0%
55 - 64	10.9%	11.9%	10.9%
65 - 74	10.4%	10.6%	9.5%
75 - 84	11.6%	7.4%	5.9%
85 +	8.2%	3.8%	2.5%
18 +	84.1%	80.8%	82.1%
2010 Population by Sex			
Males	3,207	29,703	101,237
Females	4,235	34,851	112,010
2021 Population by Sex			
Males	3,347	32,493	111,838
Females	4,355	37,175	121,346
2026 Population by Sex			
Males	3,407	34,623	117,307
Females	4,364	39,112	126,393

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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
2021 Population by Race/Ethnicity			
Total	7,702	69,668	233,183
White Alone	56.2%	44.4%	53.3%
Black Alone	36.8%	44.2%	35.8%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	1.7%	4.2%	4.8%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	2.0%	3.6%	2.6%
Two or More Races	3.1%	3.3%	3.1%
Hispanic Origin	4.7%	7.6%	6.1%
Diversity Index	58.9	66.1	63.2
2026 Population by Race/Ethnicity			
Total	7,771	73,734	243,700
White Alone	54.4%	43.6%	52.6%
Black Alone	37.5%	42.8%	35.1%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	2.0%	5.2%	5.5%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	2.4%	4.4%	3.0%
Two or More Races	3.6%	3.7%	3.5%
Hispanic Origin	5.6%	9.0%	7.1%
Diversity Index	61.0	68.6	65.0
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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2021 Population 25+ by Educational Attainment			
Total	5,920	50,383	157,630
Less than 9th Grade	2.7%	3.2%	2.7%
9th - 12th Grade, No Diploma	7.9%	8.5%	7.1%
High School Graduate	20.3%	19.1%	16.4%
GED/Alternative Credential	4.4%	4.1%	3.8%
Some College, No Degree	21.3%	21.1%	19.1%
Associate Degree	5.0%	6.4%	6.7%
Bachelor's Degree	27.6%	23.3%	26.9%
Graduate/Professional Degree	10.9%	14.3%	17.2%
2021 Population 15+ by Marital Status			
Total	6,646	58,205	197,436
Never Married	35.3%	42.4%	47.5%
Married	34.6%	35.5%	35.5%
Widowed	11.0%	7.5%	5.4%
Divorced	19.0%	14.5%	11.6%
2021 Civilian Population 16+ in Labor Force			
Civilian Population 16+	3,983	37,910	127,033
Population 16+ Employed	89.2%	91.5%	91.9%
Population 16+ Unemployment rate	10.8%	8.5%	8.1%
Population 16-24 Employed	10.1%	12.2%	17.0%
Population 16-24 Unemployment rate	30.3%	17.5%	16.1%
Population 25-54 Employed	63.2%	62.2%	61.1%
Population 25-54 Unemployment rate	9.8%	6.5%	6.2%
Population 55-64 Employed	16.9%	16.9%	14.7%
Population 55-64 Unemployment rate	4.3%	10.4%	7.5%
Population 65+ Employed	9.9%	8.7%	7.2%
Population 65+ Unemployment rate	1.4%	4.7%	3.6%
2021 Employed Population 16+ by Industry			
Total	3,552	34,686	116,797
Agriculture/Mining	0.1%	0.2%	0.3%
Construction	5.2%	6.2%	5.1%
Manufacturing	3.8%	4.8%	4.9%
Wholesale Trade	2.8%	1.8%	1.8%
Retail Trade	12.4%	12.4%	11.2%
Transportation/Utilities	7.1%	6.2%	5.1%
Information	0.8%	1.8%	1.6%
Finance/Insurance/Real Estate	6.0%	9.0%	10.2%
Services	55.0%	50.8%	53.5%
Public Administration	6.8%	6.7%	6.2%
2021 Employed Population 16+ by Occupation			
Total	3,553	34,684	116,799
White Collar	59.3%	65.3%	70.3%
Management/Business/Financial	15.3%	17.9%	19.9%
Professional	24.5%	25.4%	29.0%
Sales	8.3%	9.3%	10.1%
Administrative Support	11.1%	12.7%	11.3%
Services	23.5%	17.8%	16.0%
Blue Collar	17.3%	16.9%	13.7%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	4.7%	4.2%	3.3%
Installation/Maintenance/Repair	3.2%	2.2%	1.9%
Production	1.5%	2.9%	2.6%
Transportation/Material Moving	7.8%	7.5%	5.8%

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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%
2021 Affordability, Mortgage and Wealth			
Housing Affordability Index	128	122	116
Percent of Income for Mortgage	18.3%	19.0%	19.9%
Wealth Index	73	71	85
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%
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%

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)
2021 Consumer Spending			
Apparel & Services: Total \$	\$6,735,130	\$53,994,190	\$202,587,949
Average Spent	\$1,801.32	\$1,744.22	\$2,047.77
Spending Potential Index	85	82	97
Education: Total \$	\$5,541,863	\$44,124,985	\$172,712,501
Average Spent	\$1,482.18	\$1,425.41	\$1,745.79
Spending Potential Index	86	83	101
Entertainment/Recreation: Total \$	\$10,340,989	\$80,356,398	\$295,574,422
Average Spent	\$2,765.71	\$2,595.83	\$2,987.68
Spending Potential Index	86	80	92
Food at Home: Total \$	\$17,606,360	\$137,792,802	\$505,402,888
Average Spent	\$4,708.84	\$4,451.25	\$5,108.64
Spending Potential Index	86	82	94
Food Away from Home: Total \$	\$12,120,375	\$95,915,824	\$360,641,148
Average Spent	\$3,241.61	\$3,098.46	\$3,645.38
Spending Potential Index	85	82	96
Health Care: Total \$	\$20,727,885	\$157,433,314	\$563,908,226
Average Spent	\$5,543.70	\$5,085.71	\$5,700.02
Spending Potential Index	89	82	91
HH Furnishings & Equipment: Total \$	\$7,286,682	\$56,521,585	\$207,429,493
Average Spent	\$1,948.83	\$1,825.87	\$2,096.71
Spending Potential Index	86	81	93
Personal Care Products & Services: Total \$	\$3,003,257	\$23,083,396	\$84,838,273
Average Spent	\$803.22	\$745.68	\$857.55
Spending Potential Index	90	83	96
Shelter: Total \$	\$66,067,993	\$512,162,247	\$1,912,356,200
Average Spent	\$17,669.96	\$16,544.85	\$19,330.20
Spending Potential Index	88	82	96
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$8,098,990	\$59,207,310	\$211,052,278
Average Spent	\$2,166.08	\$1,912.63	\$2,133.33
Spending Potential Index	91	80	89
Travel: Total \$	\$8,330,284	\$62,680,595	\$230,226,225
Average Spent	\$2,227.94	\$2,024.83	\$2,327.14
Spending Potential Index	88	80	92
Vehicle Maintenance & Repairs: Total \$	\$3,601,273	\$28,321,201	\$103,796,299
Average Spent	\$963.16	\$914.89	\$1,049.18
Spending Potential Index	87	83	95

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.