

Laburnum Square  
4750 Finlay St, Henrico, Virginia, 23231  
Rings: 1, 3, 5 mile radii

Prepared by WHLR  
Latitude: 37.51941  
Longitude: -77.35233

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2010 Total Population	4,680	48,314	105,259
2020 Total Population	4,853	51,332	115,679
2020 Group Quarters	8	474	1,648
2022 Total Population	5,091	52,212	118,068
2022 Group Quarters	8	474	1,647
2027 Total Population	5,061	52,874	120,178
2022-2027 Annual Rate	-0.12%	0.25%	0.35%
2022 Total Daytime Population	9,025	48,961	150,548
Workers	6,225	20,751	88,076
Residents	2,800	28,210	62,472
<b>Household Summary</b>			
2010 Households	1,970	19,185	41,840
2010 Average Household Size	2.37	2.50	2.44
2020 Total Households	2,116	20,898	50,231
2020 Average Household Size	2.29	2.43	2.27
2022 Total Households	2,125	21,193	51,524
2022 Average Household Size	2.39	2.44	2.26
2027 Total Households	2,105	21,534	52,869
2027 Average Household Size	2.40	2.43	2.24
2022-2027 Annual Rate	-0.19%	0.32%	0.52%
2010 Families	1,170	12,482	25,454
2010 Average Family Size	3.00	3.04	3.06
2022 Total Families	1,214	13,503	28,831
2022 Average Family Size	3.06	2.99	2.93
2027 Total Families	1,194	13,650	29,174
2027 Average Family Size	3.08	2.98	2.92
2022-2027 Annual Rate	-0.33%	0.22%	0.24%
<b>Housing Unit Summary</b>			
2000 Housing Units	1,770	17,762	39,083
Owner Occupied Housing Units	48.6%	57.8%	51.2%
Renter Occupied Housing Units	45.1%	37.1%	40.9%
Vacant Housing Units	6.3%	5.1%	7.8%
2010 Housing Units	2,094	20,995	46,879
Owner Occupied Housing Units	37.1%	52.0%	46.7%
Renter Occupied Housing Units	57.0%	39.4%	42.5%
Vacant Housing Units	5.9%	8.6%	10.7%
2020 Housing Units	2,196	22,074	54,057
Vacant Housing Units	3.6%	5.3%	7.1%
2022 Housing Units	2,212	22,407	55,900
Owner Occupied Housing Units	37.8%	51.5%	43.7%
Renter Occupied Housing Units	58.2%	43.1%	48.5%
Vacant Housing Units	3.9%	5.4%	7.8%
2027 Housing Units	2,227	22,832	57,547
Owner Occupied Housing Units	38.5%	52.6%	43.9%
Renter Occupied Housing Units	55.9%	41.7%	48.0%
Vacant Housing Units	5.5%	5.7%	8.1%
<b>Median Household Income</b>			
2022	\$44,555	\$48,484	\$51,443
2027	\$51,532	\$55,459	\$58,552
<b>Median Home Value</b>			
2022	\$168,320	\$197,567	\$224,628
2027	\$197,456	\$280,399	\$328,449
<b>Per Capita Income</b>			
2022	\$25,717	\$27,414	\$32,672
2027	\$30,634	\$33,346	\$40,317
<b>Median Age</b>			
2010	34.8	34.8	34.3
2022	35.9	37.2	36.3
2027	36.5	38.0	37.2

**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:** Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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<b>2022 Households by Income</b>			
Household Income Base	2,125	21,193	51,524
<\$15,000	9.6%	10.9%	14.1%
\$15,000 - \$24,999	15.4%	12.8%	10.7%
\$25,000 - \$34,999	11.7%	10.7%	8.6%
\$35,000 - \$49,999	18.5%	16.9%	14.8%
\$50,000 - \$74,999	24.9%	21.4%	19.9%
\$75,000 - \$99,999	8.3%	11.0%	10.7%
\$100,000 - \$149,999	5.7%	9.8%	11.6%
\$150,000 - \$199,999	4.1%	3.7%	5.0%
\$200,000+	1.6%	2.9%	4.5%
Average Household Income	\$60,091	\$67,237	\$74,709
<b>2027 Households by Income</b>			
Household Income Base	2,105	21,534	52,869
<\$15,000	7.8%	8.8%	11.5%
\$15,000 - \$24,999	14.6%	11.0%	8.9%
\$25,000 - \$34,999	10.8%	9.2%	7.4%
\$35,000 - \$49,999	14.3%	14.6%	13.5%
\$50,000 - \$74,999	24.8%	21.1%	19.7%
\$75,000 - \$99,999	11.4%	13.0%	12.1%
\$100,000 - \$149,999	7.5%	12.1%	12.8%
\$150,000 - \$199,999	6.4%	5.7%	7.1%
\$200,000+	2.4%	4.4%	7.0%
Average Household Income	\$71,740	\$81,607	\$91,538
<b>2022 Owner Occupied Housing Units by Value</b>			
Total	837	11,529	24,422
<\$50,000	1.6%	2.6%	2.1%
\$50,000 - \$99,999	4.2%	5.6%	6.2%
\$100,000 - \$149,999	28.3%	15.0%	10.4%
\$150,000 - \$199,999	43.4%	28.3%	23.0%
\$200,000 - \$249,999	8.6%	18.1%	16.8%
\$250,000 - \$299,999	1.7%	7.0%	9.3%
\$300,000 - \$399,999	1.3%	14.3%	15.1%
\$400,000 - \$499,999	1.4%	2.4%	7.1%
\$500,000 - \$749,999	3.1%	1.8%	5.0%
\$750,000 - \$999,999	2.7%	1.1%	1.3%
\$1,000,000 - \$1,499,999	1.1%	2.4%	1.7%
\$1,500,000 - \$1,999,999	1.4%	0.8%	0.7%
\$2,000,000 +	1.1%	0.7%	1.3%
Average Home Value	\$256,310	\$275,416	\$311,882
<b>2027 Owner Occupied Housing Units by Value</b>			
Total	858	12,006	25,240
<\$50,000	1.2%	1.9%	1.5%
\$50,000 - \$99,999	1.9%	2.0%	2.5%
\$100,000 - \$149,999	15.4%	6.8%	4.4%
\$150,000 - \$199,999	33.2%	18.6%	13.4%
\$200,000 - \$249,999	7.1%	15.7%	13.1%
\$250,000 - \$299,999	9.7%	8.3%	9.0%
\$300,000 - \$399,999	7.7%	22.8%	21.2%
\$400,000 - \$499,999	2.2%	5.8%	12.0%
\$500,000 - \$749,999	3.8%	6.2%	11.5%
\$750,000 - \$999,999	7.8%	4.7%	4.3%
\$1,000,000 - \$1,499,999	4.1%	4.4%	3.6%
\$1,500,000 - \$1,999,999	3.0%	1.5%	1.2%
\$2,000,000 +	2.8%	1.2%	2.3%
Average Home Value	\$418,349	\$396,839	\$441,094

**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.

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<b>2010 Population by Age</b>			
Total	4,681	48,312	105,259
0 - 4	6.6%	7.3%	7.1%
5 - 9	6.8%	7.2%	6.8%
10 - 14	6.8%	7.2%	6.6%
15 - 24	14.9%	14.3%	15.2%
25 - 34	15.2%	14.2%	15.3%
35 - 44	13.8%	13.5%	13.1%
45 - 54	14.8%	14.7%	14.5%
55 - 64	9.9%	11.1%	11.3%
65 - 74	6.1%	5.6%	5.7%
75 - 84	3.7%	3.3%	3.2%
85 +	1.3%	1.6%	1.3%
18 +	75.3%	73.6%	75.1%
<b>2022 Population by Age</b>			
Total	5,089	52,212	118,068
0 - 4	6.1%	6.2%	6.1%
5 - 9	5.8%	6.4%	6.2%
10 - 14	5.5%	6.4%	6.1%
15 - 24	13.7%	12.5%	12.9%
25 - 34	17.6%	15.6%	16.8%
35 - 44	13.2%	12.7%	12.7%
45 - 54	11.8%	11.9%	11.5%
55 - 64	12.5%	13.0%	12.7%
65 - 74	8.1%	9.5%	9.4%
75 - 84	4.2%	4.2%	4.1%
85 +	1.5%	1.6%	1.5%
18 +	79.0%	77.3%	78.1%
<b>2027 Population by Age</b>			
Total	5,059	52,872	120,177
0 - 4	6.0%	6.2%	6.1%
5 - 9	5.8%	6.2%	5.9%
10 - 14	5.7%	6.4%	6.0%
15 - 24	12.4%	11.9%	13.0%
25 - 34	17.8%	15.1%	15.8%
35 - 44	14.1%	13.5%	13.6%
45 - 54	11.3%	11.4%	11.2%
55 - 64	11.5%	12.0%	11.6%
65 - 74	9.3%	10.3%	10.1%
75 - 84	4.6%	5.3%	5.1%
85 +	1.6%	1.7%	1.5%
18 +	79.4%	77.5%	78.4%
<b>2010 Population by Sex</b>			
Males	2,052	21,658	48,935
Females	2,628	26,656	56,325
<b>2022 Population by Sex</b>			
Males	2,301	23,701	55,270
Females	2,790	28,512	62,798
<b>2027 Population by Sex</b>			
Males	2,307	24,182	56,572
Females	2,753	28,692	63,607

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<b>2010 Population by Race/Ethnicity</b>			
Total	4,682	48,315	105,260
White Alone	32.6%	27.8%	26.5%
Black Alone	59.0%	67.2%	68.8%
American Indian Alone	0.9%	0.5%	0.4%
Asian Alone	1.9%	0.7%	1.0%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	2.6%	1.4%	1.0%
Two or More Races	2.9%	2.4%	2.2%
Hispanic Origin	5.5%	3.1%	2.6%
Diversity Index	59.1	50.2	48.3
<b>2020 Population by Race/Ethnicity</b>			
Total	4,853	51,332	115,679
White Alone	23.1%	23.0%	26.8%
Black Alone	63.7%	68.3%	63.8%
American Indian Alone	0.9%	0.5%	0.5%
Asian Alone	1.7%	0.9%	1.5%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	4.7%	2.6%	2.2%
Two or More Races	5.8%	4.7%	5.1%
Hispanic Origin	8.5%	4.7%	4.5%
Diversity Index	60.7	52.4	55.9
<b>2022 Population by Race/Ethnicity</b>			
Total	5,091	52,213	118,068
White Alone	22.7%	22.8%	26.8%
Black Alone	64.0%	68.2%	63.5%
American Indian Alone	0.9%	0.5%	0.5%
Asian Alone	1.7%	0.9%	1.6%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	4.7%	2.6%	2.3%
Two or More Races	5.9%	4.9%	5.3%
Hispanic Origin	8.5%	4.7%	4.6%
Diversity Index	60.5	52.6	56.3
<b>2027 Population by Race/Ethnicity</b>			
Total	5,063	52,875	120,177
White Alone	21.6%	22.2%	26.4%
Black Alone	63.9%	68.0%	62.9%
American Indian Alone	1.0%	0.5%	0.5%
Asian Alone	1.9%	0.9%	1.7%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	5.1%	2.9%	2.6%
Two or More Races	6.5%	5.4%	5.9%
Hispanic Origin	8.8%	4.9%	4.8%
Diversity Index	61.2	53.2	57.3
<b>2010 Population by Relationship and Household Type</b>			
Total	4,679	48,314	105,260
In Households	100.0%	99.3%	97.1%
In Family Households	78.5%	82.1%	77.3%
Householder	25.3%	25.8%	24.2%
Spouse	12.1%	12.3%	11.4%
Child	32.9%	35.1%	33.2%
Other relative	4.8%	5.2%	5.3%
Nonrelative	3.4%	3.6%	3.2%
In Nonfamily Households	21.5%	17.2%	19.8%
In Group Quarters	0.0%	0.7%	2.9%
Institutionalized Population	0.0%	0.6%	1.7%
Noninstitutionalized Population	0.0%	0.1%	1.2%

**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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<b>2022 Population 25+ by Educational Attainment</b>			
Total	3,507	35,768	81,051
Less than 9th Grade	5.0%	3.0%	2.7%
9th - 12th Grade, No Diploma	5.3%	10.3%	10.4%
High School Graduate	32.7%	29.0%	24.1%
GED/Alternative Credential	8.4%	6.3%	6.3%
Some College, No Degree	21.4%	22.4%	20.8%
Associate Degree	12.6%	9.9%	9.2%
Bachelor's Degree	9.6%	12.6%	16.9%
Graduate/Professional Degree	5.1%	6.5%	9.7%
<b>2022 Population 15+ by Marital Status</b>			
Total	4,204	42,279	96,302
Never Married	48.7%	44.5%	48.5%
Married	25.9%	34.7%	32.7%
Widowed	7.8%	7.2%	6.1%
Divorced	17.7%	13.6%	12.8%
<b>2022 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	2,474	25,859	58,207
Population 16+ Employed	94.0%	94.2%	94.7%
Population 16+ Unemployment rate	6.0%	5.8%	5.3%
Population 16-24 Employed	11.3%	12.6%	14.4%
Population 16-24 Unemployment rate	32.0%	16.8%	13.9%
Population 25-54 Employed	69.8%	66.3%	65.3%
Population 25-54 Unemployment rate	1.5%	4.6%	4.3%
Population 55-64 Employed	16.0%	16.1%	14.9%
Population 55-64 Unemployment rate	0.0%	1.9%	1.9%
Population 65+ Employed	2.8%	5.1%	5.4%
Population 65+ Unemployment rate	0.0%	1.4%	2.0%
<b>2022 Employed Population 16+ by Industry</b>			
Total	2,325	24,362	55,104
Agriculture/Mining	0.9%	0.3%	0.3%
Construction	6.2%	6.0%	5.1%
Manufacturing	8.7%	7.4%	6.6%
Wholesale Trade	2.8%	1.3%	1.5%
Retail Trade	7.9%	11.3%	11.5%
Transportation/Utilities	11.1%	10.4%	8.9%
Information	2.0%	1.7%	1.4%
Finance/Insurance/Real Estate	9.1%	9.5%	9.3%
Services	48.1%	45.5%	48.5%
Public Administration	3.0%	6.8%	6.8%
<b>2022 Employed Population 16+ by Occupation</b>			
Total	2,324	24,364	55,103
White Collar	53.0%	54.8%	59.4%
Management/Business/Financial	5.9%	10.8%	14.1%
Professional	22.6%	17.8%	20.8%
Sales	5.1%	9.4%	9.5%
Administrative Support	19.4%	16.9%	15.1%
Services	14.2%	19.5%	18.7%
Blue Collar	32.8%	25.7%	21.9%
Farming/Forestry/Fishing	0.0%	0.1%	0.2%
Construction/Extraction	3.5%	3.7%	3.3%
Installation/Maintenance/Repair	3.7%	2.7%	2.5%
Production	7.4%	5.5%	4.5%
Transportation/Material Moving	18.2%	13.7%	11.4%

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<b>2010 Households by Type</b>			
Total	1,969	19,185	41,840
Households with 1 Person	33.0%	28.4%	31.1%
Households with 2+ People	67.0%	71.6%	68.9%
Family Households	59.4%	65.1%	60.8%
Husband-wife Families	28.0%	31.1%	28.7%
With Related Children	11.2%	13.7%	12.1%
Other Family (No Spouse Present)	31.4%	34.0%	32.1%
Other Family with Male Householder	5.2%	5.8%	5.3%
With Related Children	3.4%	3.3%	2.8%
Other Family with Female Householder	26.2%	28.2%	26.8%
With Related Children	17.8%	19.7%	18.7%
Nonfamily Households	7.6%	6.5%	8.1%
All Households with Children	33.0%	37.3%	34.1%
Multigenerational Households	4.9%	6.0%	5.8%
Unmarried Partner Households	7.5%	8.6%	8.4%
Male-female	6.9%	8.0%	7.7%
Same-sex	0.6%	0.7%	0.7%
<b>2010 Households by Size</b>			
Total	1,971	19,186	41,840
1 Person Household	33.1%	28.4%	31.1%
2 Person Household	30.4%	30.2%	30.2%
3 Person Household	19.2%	19.4%	17.9%
4 Person Household	9.6%	12.6%	11.6%
5 Person Household	4.3%	5.9%	5.5%
6 Person Household	2.3%	2.3%	2.2%
7 + Person Household	1.1%	1.2%	1.4%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	1,970	19,187	41,840
Owner Occupied	39.4%	56.9%	52.4%
Owned with a Mortgage/Loan	30.3%	47.4%	42.6%
Owned Free and Clear	9.2%	9.5%	9.8%
Renter Occupied	60.6%	43.1%	47.6%
<b>2022 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	121	113	105
Percent of Income for Mortgage	19.9%	21.5%	23.0%
Wealth Index	36	49	56
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	2,094	20,995	46,879
Housing Units Inside Urbanized Area	100.0%	97.7%	95.9%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	2.3%	4.1%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	4,680	48,314	105,259
Population Inside Urbanized Area	100.0%	97.9%	96.0%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	2.1%	4.0%

**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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<b>Top 3 Tapestry Segments</b>			
1.	Front Porches (8E)	Front Porches (8E)	Family Foundations (12A)
2.	Bright Young Professionals (8C)	Bright Young Professionals (8C)	City Commons (11E)
3.	Workday Drive (4A)	Parks and Rec (5C)	Bright Young Professionals (8C)
<b>2022 Consumer Spending</b>			
Apparel & Services: Total \$	\$2,994,113	\$33,342,246	\$91,639,959
Average Spent	\$1,408.99	\$1,573.27	\$1,778.59
Spending Potential Index	58	65	74
Education: Total \$	\$2,602,113	\$26,745,096	\$72,310,031
Average Spent	\$1,224.52	\$1,261.98	\$1,403.42
Spending Potential Index	62	64	72
Entertainment/Recreation: Total \$	\$4,379,684	\$49,509,009	\$133,833,288
Average Spent	\$2,061.03	\$2,336.10	\$2,597.49
Spending Potential Index	56	64	71
Food at Home: Total \$	\$7,650,450	\$85,079,129	\$232,041,414
Average Spent	\$3,600.21	\$4,014.49	\$4,503.56
Spending Potential Index	58	65	73
Food Away from Home: Total \$	\$5,383,429	\$59,261,312	\$162,585,810
Average Spent	\$2,533.38	\$2,796.27	\$3,155.54
Spending Potential Index	59	65	73
Health Care: Total \$	\$8,201,385	\$96,486,147	\$260,875,602
Average Spent	\$3,859.48	\$4,552.74	\$5,063.19
Spending Potential Index	54	64	71
HH Furnishings & Equipment: Total \$	\$3,061,052	\$34,904,369	\$94,020,777
Average Spent	\$1,440.50	\$1,646.98	\$1,824.80
Spending Potential Index	56	64	71
Personal Care Products & Services: Total \$	\$1,254,747	\$14,104,329	\$38,389,389
Average Spent	\$590.47	\$665.52	\$745.08
Spending Potential Index	58	65	73
Shelter: Total \$	\$29,336,488	\$314,825,895	\$852,598,139
Average Spent	\$13,805.41	\$14,855.18	\$16,547.59
Spending Potential Index	60	65	72
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$3,119,111	\$35,591,716	\$94,465,952
Average Spent	\$1,467.82	\$1,679.41	\$1,833.44
Spending Potential Index	54	62	67
Travel: Total \$	\$3,438,058	\$38,431,128	\$102,145,205
Average Spent	\$1,617.91	\$1,813.39	\$1,982.48
Spending Potential Index	56	63	69
Vehicle Maintenance & Repairs: Total \$	\$1,530,217	\$17,460,957	\$47,606,170
Average Spent	\$720.10	\$823.90	\$923.96
Spending Potential Index	57	65	73

**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:** Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.