

Brook Run North
 5950 Brook Rd, Richmond, Virginia, 23227
 Rings: 1, 3, 5 mile radii

Prepared by Young's Research
 Latitude: 37.61280
 Longitude: -77.45728

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	6,137	60,478	194,504
2010 Total Population	6,954	62,118	207,581
2018 Total Population	7,087	64,927	224,111
2018 Group Quarters	222	1,252	10,556
2023 Total Population	7,189	67,504	234,215
2018-2023 Annual Rate	0.29%	0.78%	0.89%
2018 Total Daytime Population	6,788	72,829	266,709
Workers	2,931	41,149	158,824
Residents	3,857	31,680	107,885
Household Summary			
2000 Households	2,687	27,011	84,400
2000 Average Household Size	2.13	2.19	2.20
2010 Households	3,346	27,536	88,756
2010 Average Household Size	2.01	2.21	2.23
2018 Households	3,410	28,594	95,341
2018 Average Household Size	2.01	2.23	2.24
2023 Households	3,458	29,612	99,568
2023 Average Household Size	2.01	2.24	2.25
2018-2023 Annual Rate	0.28%	0.70%	0.87%
2010 Families	1,570	14,904	45,628
2010 Average Family Size	2.86	2.93	2.94
2018 Families	1,568	15,258	48,147
2018 Average Family Size	2.91	2.99	3.00
2023 Families	1,576	15,726	49,906
2023 Average Family Size	2.94	3.02	3.02
2018-2023 Annual Rate	0.10%	0.61%	0.72%
Housing Unit Summary			
2000 Housing Units	2,772	28,328	89,684
Owner Occupied Housing Units	57.7%	52.1%	51.3%
Renter Occupied Housing Units	39.2%	43.2%	42.8%
Vacant Housing Units	3.1%	4.7%	5.9%
2010 Housing Units	3,678	29,956	96,528
Owner Occupied Housing Units	43.6%	50.0%	49.6%
Renter Occupied Housing Units	47.3%	42.0%	42.4%
Vacant Housing Units	9.0%	8.1%	8.1%
2018 Housing Units	3,750	30,975	102,475
Owner Occupied Housing Units	40.0%	46.9%	46.7%
Renter Occupied Housing Units	51.0%	45.4%	46.4%
Vacant Housing Units	9.1%	7.7%	7.0%
2023 Housing Units	3,811	32,157	106,948
Owner Occupied Housing Units	41.1%	47.5%	47.4%
Renter Occupied Housing Units	49.6%	44.5%	45.7%
Vacant Housing Units	9.3%	7.9%	6.9%
Median Household Income			
2018	\$51,689	\$49,773	\$51,711
2023	\$57,160	\$54,889	\$57,930
Median Home Value			
2018	\$180,835	\$196,316	\$226,642
2023	\$187,086	\$204,945	\$239,029
Per Capita Income			
2018	\$35,972	\$29,853	\$32,809
2023	\$42,656	\$34,790	\$38,281
Median Age			
2010	43.9	39.2	34.4
2018	46.1	40.8	35.8
2023	46.8	41.4	36.6

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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2018 Households by Income			
Household Income Base	3,410	28,594	95,341
<\$15,000	10.6%	13.4%	14.5%
\$15,000 - \$24,999	10.3%	10.0%	9.3%
\$25,000 - \$34,999	10.6%	11.0%	10.5%
\$35,000 - \$49,999	16.6%	15.7%	14.0%
\$50,000 - \$74,999	19.7%	18.4%	16.8%
\$75,000 - \$99,999	12.4%	12.4%	11.5%
\$100,000 - \$149,999	11.7%	11.9%	12.4%
\$150,000 - \$199,999	2.8%	3.5%	4.9%
\$200,000+	5.4%	3.6%	6.1%
Average Household Income	\$71,929	\$66,072	\$75,346
2023 Households by Income			
Household Income Base	3,458	29,612	99,568
<\$15,000	8.8%	11.7%	12.7%
\$15,000 - \$24,999	8.6%	8.9%	8.2%
\$25,000 - \$34,999	9.5%	9.9%	9.5%
\$35,000 - \$49,999	15.8%	14.7%	13.0%
\$50,000 - \$74,999	19.1%	18.0%	16.3%
\$75,000 - \$99,999	12.8%	13.1%	11.9%
\$100,000 - \$149,999	14.4%	14.5%	14.8%
\$150,000 - \$199,999	3.5%	4.2%	5.7%
\$200,000+	7.4%	5.0%	7.8%
Average Household Income	\$85,755	\$77,587	\$88,379
2018 Owner Occupied Housing Units by Value			
Total	1,500	14,530	47,817
<\$50,000	0.9%	1.1%	1.0%
\$50,000 - \$99,999	3.1%	5.0%	4.9%
\$100,000 - \$149,999	23.1%	17.9%	13.8%
\$150,000 - \$199,999	37.1%	28.0%	21.1%
\$200,000 - \$249,999	21.6%	21.0%	17.4%
\$250,000 - \$299,999	4.7%	11.6%	13.3%
\$300,000 - \$399,999	4.7%	8.7%	13.7%
\$400,000 - \$499,999	1.5%	2.9%	5.2%
\$500,000 - \$749,999	2.1%	2.5%	5.3%
\$750,000 - \$999,999	0.2%	0.7%	2.2%
\$1,000,000 - \$1,499,999	1.1%	0.5%	1.5%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.4%
\$2,000,000 +	0.0%	0.0%	0.3%
Average Home Value	\$208,889	\$227,612	\$289,748
2023 Owner Occupied Housing Units by Value			
Total	1,568	15,287	50,679
<\$50,000	0.7%	0.9%	0.7%
\$50,000 - \$99,999	2.6%	4.5%	4.4%
\$100,000 - \$149,999	20.9%	16.4%	12.7%
\$150,000 - \$199,999	34.7%	26.1%	19.2%
\$200,000 - \$249,999	22.2%	21.0%	16.6%
\$250,000 - \$299,999	5.0%	11.9%	13.4%
\$300,000 - \$399,999	5.5%	9.5%	14.4%
\$400,000 - \$499,999	2.0%	3.6%	6.0%
\$500,000 - \$749,999	3.6%	3.9%	6.9%
\$750,000 - \$999,999	0.4%	1.2%	2.9%
\$1,000,000 - \$1,499,999	2.2%	0.9%	1.9%
\$1,500,000 - \$1,999,999	0.0%	0.2%	0.5%
\$2,000,000 +	0.0%	0.0%	0.4%
Average Home Value	\$235,498	\$247,473	\$313,741

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Age			
Total	6,956	62,116	207,584
0 - 4	5.6%	6.8%	6.0%
5 - 9	4.6%	5.5%	5.2%
10 - 14	5.0%	5.1%	4.8%
15 - 24	10.0%	12.5%	18.6%
25 - 34	14.0%	14.7%	16.3%
35 - 44	12.1%	13.1%	12.4%
45 - 54	13.3%	14.3%	13.1%
55 - 64	10.6%	11.9%	10.9%
65 - 74	7.1%	7.1%	6.3%
75 - 84	9.4%	5.6%	4.3%
85 +	8.3%	3.6%	2.2%
18 +	81.6%	79.3%	80.9%
2018 Population by Age			
Total	7,086	64,927	224,111
0 - 4	4.9%	6.0%	5.3%
5 - 9	4.8%	5.7%	5.2%
10 - 14	4.7%	5.2%	5.0%
15 - 24	10.1%	11.0%	17.4%
25 - 34	12.2%	14.3%	16.1%
35 - 44	12.2%	12.8%	12.2%
45 - 54	11.6%	12.5%	11.6%
55 - 64	11.8%	13.1%	11.9%
65 - 74	9.6%	9.5%	8.4%
75 - 84	9.5%	5.8%	4.5%
85 +	8.8%	4.0%	2.5%
18 +	83.0%	80.2%	81.7%
2023 Population by Age			
Total	7,189	67,505	234,216
0 - 4	4.8%	6.0%	5.2%
5 - 9	4.5%	5.5%	4.9%
10 - 14	4.7%	5.4%	5.0%
15 - 24	9.4%	10.9%	17.2%
25 - 34	12.9%	13.8%	15.6%
35 - 44	11.7%	13.1%	12.5%
45 - 54	11.1%	11.8%	11.0%
55 - 64	11.4%	12.6%	11.5%
65 - 74	10.3%	10.4%	9.3%
75 - 84	10.9%	6.7%	5.3%
85 +	8.3%	3.9%	2.4%
18 +	83.3%	80.1%	82.0%
2010 Population by Sex			
Males	2,976	28,558	98,597
Females	3,978	33,560	108,984
2018 Population by Sex			
Males	3,069	30,117	107,218
Females	4,018	34,810	116,893
2023 Population by Sex			
Males	3,151	31,544	112,621
Females	4,038	35,960	121,595

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2010 Population by Race/Ethnicity			
Total	6,955	62,117	207,582
White Alone	60.2%	46.9%	54.8%
Black Alone	33.8%	44.3%	36.4%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	1.5%	3.2%	4.0%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	2.0%	2.9%	2.1%
Two or More Races	2.3%	2.4%	2.4%
Hispanic Origin	4.0%	6.0%	4.8%
Diversity Index	56.0	62.9	60.5
2018 Population by Race/Ethnicity			
Total	7,086	64,929	224,111
White Alone	57.7%	45.1%	54.1%
Black Alone	34.8%	44.1%	35.7%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	2.0%	4.2%	4.8%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	2.3%	3.3%	2.3%
Two or More Races	2.9%	2.9%	2.8%
Hispanic Origin	4.9%	6.9%	5.4%
Diversity Index	58.8	65.1	62.2
2023 Population by Race/Ethnicity			
Total	7,189	67,504	234,215
White Alone	55.4%	43.4%	53.0%
Black Alone	35.6%	43.6%	35.1%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	2.6%	5.3%	5.7%
Pacific Islander Alone	0.1%	0.0%	0.1%
Some Other Race Alone	2.7%	3.9%	2.6%
Two or More Races	3.4%	3.4%	3.2%
Hispanic Origin	5.8%	8.0%	6.2%
Diversity Index	61.3	67.4	64.0
2010 Population by Relationship and Household Type			
Total	6,954	62,118	207,581
In Households	97.0%	98.1%	95.2%
In Family Households	66.6%	72.9%	66.8%
Householder	23.0%	24.1%	21.9%
Spouse	13.5%	14.0%	13.7%
Child	24.1%	27.3%	24.9%
Other relative	3.8%	4.8%	4.0%
Nonrelative	2.1%	2.7%	2.3%
In Nonfamily Households	30.4%	25.2%	28.4%
In Group Quarters	3.0%	1.9%	4.8%
Institutionalized Population	2.7%	1.3%	1.6%
Noninstitutionalized Population	0.3%	0.6%	3.1%

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.

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2018 Population 25+ by Educational Attainment			
Total	5,356	46,777	150,419
Less than 9th Grade	4.1%	3.8%	3.3%
9th - 12th Grade, No Diploma	8.1%	7.5%	6.6%
High School Graduate	19.5%	20.2%	17.4%
GED/Alternative Credential	3.2%	3.6%	3.7%
Some College, No Degree	25.3%	22.6%	20.5%
Associate Degree	6.9%	7.5%	6.8%
Bachelor's Degree	23.1%	21.4%	26.1%
Graduate/Professional Degree	10.0%	13.3%	15.8%
2018 Population 15+ by Marital Status			
Total	6,072	53,918	189,373
Never Married	37.1%	40.7%	46.3%
Married	38.7%	38.7%	36.6%
Widowed	11.1%	7.3%	5.5%
Divorced	13.1%	13.3%	11.6%
2018 Civilian Population 16+ in Labor Force			
Civilian Employed	92.4%	93.7%	94.1%
Civilian Unemployed (Unemployment Rate)	7.6%	6.3%	5.9%
2018 Employed Population 16+ by Industry			
Total	3,298	33,874	116,989
Agriculture/Mining	0.1%	0.2%	0.2%
Construction	4.5%	5.3%	4.6%
Manufacturing	5.1%	5.2%	5.2%
Wholesale Trade	2.7%	2.1%	2.3%
Retail Trade	12.4%	12.4%	11.4%
Transportation/Utilities	3.8%	4.0%	4.1%
Information	0.8%	1.7%	1.8%
Finance/Insurance/Real Estate	7.0%	8.3%	9.4%
Services	56.3%	54.8%	55.7%
Public Administration	7.2%	5.9%	5.3%
2018 Employed Population 16+ by Occupation			
Total	3,297	33,875	116,989
White Collar	59.5%	59.7%	65.4%
Management/Business/Financial	9.8%	13.6%	15.9%
Professional	24.0%	21.8%	24.8%
Sales	10.9%	8.8%	10.8%
Administrative Support	14.9%	15.4%	13.9%
Services	24.5%	23.5%	20.7%
Blue Collar	16.0%	16.8%	13.9%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	4.2%	4.2%	3.1%
Installation/Maintenance/Repair	2.4%	3.2%	2.5%
Production	3.5%	3.2%	3.2%
Transportation/Material Moving	5.9%	6.2%	4.9%
2010 Population By Urban/ Rural Status			
Total Population	6,954	62,118	207,581
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%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

July 26, 2018

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2010 Households by Type			
Total	3,346	27,536	88,756
Households with 1 Person	45.4%	37.3%	35.7%
Households with 2+ People	54.6%	62.7%	64.3%
Family Households	46.9%	54.1%	51.4%
Husband-wife Families	27.7%	31.5%	32.0%
With Related Children	8.8%	12.1%	13.2%
Other Family (No Spouse Present)	19.2%	22.6%	19.4%
Other Family with Male Householder	3.5%	4.9%	4.2%
With Related Children	1.8%	2.5%	1.9%
Other Family with Female Householder	15.8%	17.7%	15.2%
With Related Children	10.3%	11.5%	9.7%
Nonfamily Households	7.7%	8.6%	12.9%
All Households with Children	21.2%	26.6%	25.2%
Multigenerational Households	2.8%	3.9%	3.3%
Unmarried Partner Households	6.3%	7.4%	7.1%
Male-female	5.4%	6.4%	6.1%
Same-sex	1.0%	1.0%	0.9%
2010 Households by Size			
Total	3,346	27,537	88,756
1 Person Household	45.4%	37.3%	35.7%
2 Person Household	31.2%	32.0%	32.9%
3 Person Household	11.6%	14.8%	15.1%
4 Person Household	6.9%	9.2%	9.9%
5 Person Household	3.0%	4.0%	4.0%
6 Person Household	1.0%	1.7%	1.5%
7 + Person Household	0.8%	1.0%	1.0%
2010 Households by Tenure and Mortgage Status			
Total	3,346	27,536	88,756
Owner Occupied	48.0%	54.3%	53.9%
Owned with a Mortgage/Loan	35.3%	41.6%	41.5%
Owned Free and Clear	12.7%	12.8%	12.4%
Renter Occupied	52.0%	45.7%	46.1%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	3,678	29,956	96,528
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.	Parks and Rec (5C)	Old and Newcomers (8F)	Emerald City (8B)
2018 Consumer Spending			
Apparel & Services: Total \$	\$6,269,291	\$49,440,122	\$191,030,710
Average Spent	\$1,838.50	\$1,729.04	\$2,003.66
Spending Potential Index	85	79	92
Education: Total \$	\$4,085,879	\$32,786,551	\$133,500,576
Average Spent	\$1,198.20	\$1,146.62	\$1,400.24
Spending Potential Index	83	79	97
Entertainment/Recreation: Total \$	\$9,450,325	\$72,581,307	\$274,260,608
Average Spent	\$2,771.36	\$2,538.34	\$2,876.63
Spending Potential Index	86	79	89
Food at Home: Total \$	\$14,781,686	\$115,050,956	\$435,070,088
Average Spent	\$4,334.81	\$4,023.60	\$4,563.31
Spending Potential Index	86	80	91
Food Away from Home: Total \$	\$10,304,559	\$80,560,198	\$311,418,219
Average Spent	\$3,021.86	\$2,817.38	\$3,266.36
Spending Potential Index	86	80	93
Health Care: Total \$	\$17,320,026	\$129,283,198	\$473,847,392
Average Spent	\$5,079.19	\$4,521.34	\$4,970.03
Spending Potential Index	89	79	87
HH Furnishings & Equipment: Total \$	\$6,154,692	\$47,244,978	\$179,286,422
Average Spent	\$1,804.90	\$1,652.27	\$1,880.48
Spending Potential Index	86	79	90
Personal Care Products & Services: Total \$	\$2,480,955	\$18,962,854	\$71,806,538
Average Spent	\$727.55	\$663.18	\$753.15
Spending Potential Index	88	80	91
Shelter: Total \$	\$50,811,561	\$390,585,325	\$1,495,920,913
Average Spent	\$14,900.75	\$13,659.70	\$15,690.22
Spending Potential Index	89	81	93
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$7,554,327	\$55,833,090	\$208,234,376
Average Spent	\$2,215.35	\$1,952.62	\$2,184.10
Spending Potential Index	89	79	88
Travel: Total \$	\$6,412,008	\$47,907,557	\$181,018,544
Average Spent	\$1,880.35	\$1,675.44	\$1,898.64
Spending Potential Index	87	78	88
Vehicle Maintenance & Repairs: Total \$	\$3,194,370	\$24,542,034	\$92,451,859
Average Spent	\$936.77	\$858.29	\$969.70
Spending Potential Index	87	80	90

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 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.