

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			
2010 Total Population	7,877	63,887	213,321
2020 Total Population	8,822	67,481	229,745
2020 Group Quarters	679	1,329	11,001
2022 Total Population	9,006	69,129	233,360
2022 Group Quarters	679	1,329	11,001
2027 Total Population	9,061	70,706	237,514
2022-2027 Annual Rate	0.12%	0.45%	0.35%
2022 Total Daytime Population	8,128	81,365	299,511
Workers	3,099	46,421	184,721
Residents	5,029	34,944	114,790
Household Summary			
2010 Households	3,744	28,516	90,563
2010 Average Household Size	2.05	2.20	2.23
2020 Total Households	3,762	30,677	99,936
2020 Average Household Size	2.16	2.16	2.19
2022 Total Households	3,818	31,734	102,287
2022 Average Household Size	2.18	2.14	2.17
2027 Total Households	3,847	32,789	104,708
2027 Average Household Size	2.18	2.12	2.16
2022-2027 Annual Rate	0.15%	0.66%	0.47%
2010 Families	1,798	15,314	46,447
2010 Average Family Size	2.88	2.91	2.94
2022 Total Families	1,852	16,272	50,872
2022 Average Family Size	3.02	2.87	2.89
2027 Total Families	1,850	16,541	51,736
2027 Average Family Size	3.02	2.86	2.88
2022-2027 Annual Rate	-0.02%	0.33%	0.34%
Housing Unit Summary			
2000 Housing Units	3,148	29,649	91,529
Owner Occupied Housing Units	54.7%	52.1%	51.1%
Renter Occupied Housing Units	42.7%	42.9%	42.9%
Vacant Housing Units	2.6%	5.0%	6.0%
2010 Housing Units	4,110	31,222	98,574
Owner Occupied Housing Units	42.8%	49.4%	49.2%
Renter Occupied Housing Units	48.1%	41.9%	42.7%
Vacant Housing Units	8.9%	8.7%	8.1%
2020 Housing Units	4,430	33,951	107,873
Vacant Housing Units	15.1%	9.6%	7.4%
2022 Housing Units	4,496	35,136	110,435
Owner Occupied Housing Units	41.4%	45.7%	48.2%
Renter Occupied Housing Units	43.5%	44.6%	44.4%
Vacant Housing Units	15.1%	9.7%	7.4%
2027 Housing Units	4,563	36,485	113,745
Owner Occupied Housing Units	41.9%	45.1%	48.0%
Renter Occupied Housing Units	42.4%	44.8%	44.0%
Vacant Housing Units	15.7%	10.1%	7.9%
Median Household Income			
2022	\$48,886	\$55,729	\$62,005
2027	\$56,097	\$65,270	\$72,765
Median Home Value			
2022	\$224,450	\$259,249	\$300,582
2027	\$302,466	\$364,541	\$394,703
Per Capita Income			
2022	\$37,664	\$38,717	\$43,479
2027	\$44,683	\$47,224	\$52,130
Median Age			
2010	42.5	39.6	34.1
2022	43.4	41.2	36.3
2027	44.2	41.8	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: 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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2022 Households by Income			
Household Income Base	3,818	31,734	102,282
<\$15,000	10.5%	10.5%	11.1%
\$15,000 - \$24,999	14.1%	9.9%	8.3%
\$25,000 - \$34,999	11.5%	9.4%	7.8%
\$35,000 - \$49,999	14.8%	14.2%	12.3%
\$50,000 - \$74,999	16.8%	19.2%	18.1%
\$75,000 - \$99,999	7.9%	10.6%	10.6%
\$100,000 - \$149,999	11.5%	13.7%	14.4%
\$150,000 - \$199,999	5.3%	6.5%	8.1%
\$200,000+	7.7%	6.0%	9.1%
Average Household Income	\$84,053	\$84,342	\$98,734
2027 Households by Income			
Household Income Base	3,847	32,789	104,703
<\$15,000	8.5%	8.4%	8.9%
\$15,000 - \$24,999	12.2%	9.0%	7.1%
\$25,000 - \$34,999	10.7%	8.4%	6.9%
\$35,000 - \$49,999	13.6%	11.9%	11.0%
\$50,000 - \$74,999	15.7%	17.8%	17.1%
\$75,000 - \$99,999	8.0%	11.7%	10.9%
\$100,000 - \$149,999	13.6%	15.5%	15.0%
\$150,000 - \$199,999	8.0%	8.8%	10.9%
\$200,000+	9.7%	8.6%	12.1%
Average Household Income	\$100,339	\$102,005	\$117,749
2022 Owner Occupied Housing Units by Value			
Total	1,863	16,050	53,221
<\$50,000	0.6%	0.6%	0.7%
\$50,000 - \$99,999	1.6%	2.3%	2.2%
\$100,000 - \$149,999	13.5%	5.5%	4.4%
\$150,000 - \$199,999	21.2%	16.5%	11.9%
\$200,000 - \$249,999	26.8%	22.2%	16.7%
\$250,000 - \$299,999	14.4%	15.0%	14.0%
\$300,000 - \$399,999	11.2%	17.5%	19.9%
\$400,000 - \$499,999	3.8%	9.8%	12.2%
\$500,000 - \$749,999	3.6%	7.1%	10.5%
\$750,000 - \$999,999	2.6%	2.2%	3.9%
\$1,000,000 - \$1,499,999	0.3%	0.4%	2.1%
\$1,500,000 - \$1,999,999	0.2%	0.5%	0.9%
\$2,000,000 +	0.2%	0.3%	0.6%
Average Home Value	\$267,848	\$318,574	\$385,050
2027 Owner Occupied Housing Units by Value			
Total	1,914	16,446	54,570
<\$50,000	0.3%	0.4%	0.4%
\$50,000 - \$99,999	0.3%	0.9%	0.9%
\$100,000 - \$149,999	3.0%	1.5%	1.4%
\$150,000 - \$199,999	9.7%	6.6%	5.0%
\$200,000 - \$249,999	19.0%	14.6%	11.0%
\$250,000 - \$299,999	17.2%	12.4%	11.5%
\$300,000 - \$399,999	19.1%	21.3%	21.1%
\$400,000 - \$499,999	14.3%	18.7%	16.9%
\$500,000 - \$749,999	9.5%	15.7%	18.7%
\$750,000 - \$999,999	6.3%	5.4%	7.7%
\$1,000,000 - \$1,499,999	0.8%	1.2%	3.5%
\$1,500,000 - \$1,999,999	0.3%	0.8%	1.2%
\$2,000,000 +	0.3%	0.7%	1.0%
Average Home Value	\$377,861	\$428,604	\$487,539

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

Market Profile

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2010 Population by Age			
Total	7,878	63,891	213,321
0 - 4	6.0%	6.6%	5.9%
5 - 9	5.0%	5.4%	5.1%
10 - 14	5.1%	5.1%	4.8%
15 - 24	10.6%	12.6%	19.2%
25 - 34	13.7%	14.4%	16.2%
35 - 44	12.7%	12.9%	12.3%
45 - 54	13.8%	14.3%	13.0%
55 - 64	10.8%	12.0%	10.8%
65 - 74	6.6%	7.2%	6.3%
75 - 84	8.4%	5.7%	4.2%
85 +	7.3%	3.7%	2.1%
18 +	80.7%	79.5%	81.0%
2022 Population by Age			
Total	9,009	69,129	233,359
0 - 4	5.1%	5.5%	5.0%
5 - 9	5.1%	5.4%	5.1%
10 - 14	5.2%	5.4%	5.1%
15 - 24	10.9%	11.4%	17.5%
25 - 34	13.1%	14.1%	15.5%
35 - 44	12.6%	12.9%	12.6%
45 - 54	11.6%	11.8%	10.9%
55 - 64	12.0%	12.8%	11.5%
65 - 74	9.5%	10.5%	9.2%
75 - 84	8.1%	6.5%	5.1%
85 +	6.9%	3.7%	2.4%
18 +	81.8%	80.9%	81.9%
2027 Population by Age			
Total	9,061	70,705	237,516
0 - 4	5.1%	5.5%	5.0%
5 - 9	4.9%	5.1%	4.9%
10 - 14	5.0%	5.2%	4.9%
15 - 24	10.6%	12.2%	18.1%
25 - 34	13.6%	13.2%	14.4%
35 - 44	11.9%	12.9%	12.8%
45 - 54	11.7%	11.7%	11.0%
55 - 64	11.1%	11.9%	10.7%
65 - 74	10.1%	10.9%	9.6%
75 - 84	9.4%	7.5%	6.1%
85 +	6.6%	3.7%	2.5%
18 +	82.1%	81.1%	82.2%
2010 Population by Sex			
Males	3,411	29,391	101,272
Females	4,465	34,496	112,049
2022 Population by Sex			
Males	4,050	32,396	112,076
Females	4,956	36,734	121,284
2027 Population by Sex			
Males	4,109	33,339	114,451
Females	4,952	37,367	123,063

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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2010 Population by Race/Ethnicity			
Total	7,877	63,888	213,321
White Alone	55.6%	45.7%	53.9%
Black Alone	39.3%	46.1%	37.4%
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	1.4%	2.6%	2.0%
Two or More Races	2.2%	2.3%	2.3%
Hispanic Origin	3.3%	5.4%	4.7%
Diversity Index	56.5	62.0	60.6
2020 Population by Race/Ethnicity			
Total	8,822	67,481	229,745
White Alone	48.9%	45.8%	53.1%
Black Alone	40.2%	39.8%	31.8%
American Indian Alone	0.3%	0.4%	0.4%
Asian Alone	2.1%	3.5%	4.9%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	2.3%	4.1%	3.4%
Two or More Races	6.2%	6.3%	6.4%
Hispanic Origin	5.4%	7.5%	6.8%
Diversity Index	63.6	67.7	65.9
2022 Population by Race/Ethnicity			
Total	9,007	69,129	233,359
White Alone	49.0%	45.7%	52.8%
Black Alone	39.8%	39.6%	31.7%
American Indian Alone	0.3%	0.4%	0.4%
Asian Alone	2.1%	3.6%	5.0%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	2.3%	4.2%	3.5%
Two or More Races	6.3%	6.5%	6.6%
Hispanic Origin	5.4%	7.5%	6.8%
Diversity Index	63.7	67.9	66.2
2027 Population by Race/Ethnicity			
Total	9,061	70,707	237,515
White Alone	48.1%	45.4%	52.1%
Black Alone	39.7%	38.6%	31.2%
American Indian Alone	0.3%	0.5%	0.4%
Asian Alone	2.3%	3.8%	5.3%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	2.5%	4.5%	3.8%
Two or More Races	7.0%	7.1%	7.2%
Hispanic Origin	5.5%	7.7%	7.1%
Diversity Index	64.6	68.8	67.2
2010 Population by Relationship and Household Type			
Total	7,877	63,887	213,321
In Households	97.3%	98.0%	94.7%
In Family Households	67.7%	72.5%	66.2%
Householder	23.4%	23.9%	21.7%
Spouse	13.2%	13.7%	13.4%
Child	25.3%	27.2%	24.7%
Other relative	3.7%	4.9%	4.1%
Nonrelative	2.2%	2.7%	2.3%
In Nonfamily Households	29.6%	25.6%	28.4%
In Group Quarters	2.7%	2.0%	5.3%
Institutionalized Population	2.5%	1.3%	1.6%
Noninstitutionalized Population	0.2%	0.7%	3.8%

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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2022 Population 25+ by Educational Attainment			
Total	6,644	49,984	156,855
Less than 9th Grade	2.2%	2.7%	2.4%
9th - 12th Grade, No Diploma	7.8%	8.1%	6.6%
High School Graduate	21.8%	19.7%	16.7%
GED/Alternative Credential	5.4%	4.2%	3.8%
Some College, No Degree	20.0%	19.5%	17.7%
Associate Degree	5.6%	7.0%	7.4%
Bachelor's Degree	27.0%	24.0%	27.8%
Graduate/Professional Degree	10.3%	14.7%	17.7%
2022 Population 15+ by Marital Status			
Total	7,623	57,856	197,762
Never Married	38.1%	41.3%	47.2%
Married	33.8%	37.0%	36.3%
Widowed	10.8%	7.8%	5.5%
Divorced	17.4%	13.9%	11.0%
2022 Civilian Population 16+ in Labor Force			
Civilian Population 16+	4,322	36,401	124,331
Population 16+ Employed	93.4%	94.7%	95.4%
Population 16+ Unemployment rate	6.6%	5.3%	4.6%
Population 16-24 Employed	12.8%	13.1%	18.1%
Population 16-24 Unemployment rate	20.8%	13.8%	10.5%
Population 25-54 Employed	66.0%	62.6%	61.0%
Population 25-54 Unemployment rate	4.9%	3.4%	3.1%
Population 55-64 Employed	16.1%	16.8%	14.3%
Population 55-64 Unemployment rate	2.1%	5.8%	4.2%
Population 65+ Employed	5.1%	7.4%	6.5%
Population 65+ Unemployment rate	1.0%	3.0%	2.3%
2022 Employed Population 16+ by Industry			
Total	4,035	34,484	118,571
Agriculture/Mining	0.1%	0.2%	0.3%
Construction	5.0%	6.0%	5.1%
Manufacturing	3.9%	4.7%	4.8%
Wholesale Trade	2.4%	1.7%	1.8%
Retail Trade	12.8%	12.4%	11.3%
Transportation/Utilities	7.5%	6.4%	5.3%
Information	0.9%	1.8%	1.6%
Finance/Insurance/Real Estate	6.7%	8.6%	9.8%
Services	54.8%	51.6%	54.1%
Public Administration	6.0%	6.5%	5.8%
2022 Employed Population 16+ by Occupation			
Total	4,034	34,482	118,568
White Collar	59.2%	64.0%	68.9%
Management/Business/Financial	14.8%	17.5%	19.4%
Professional	24.4%	25.0%	28.2%
Sales	8.5%	9.0%	9.9%
Administrative Support	11.6%	12.6%	11.3%
Services	23.6%	18.8%	17.1%
Blue Collar	17.1%	17.2%	14.1%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	4.4%	4.1%	3.3%
Installation/Maintenance/Repair	3.3%	2.4%	2.0%
Production	1.7%	3.1%	2.8%
Transportation/Material Moving	7.8%	7.6%	5.9%

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2010 Households by Type			
Total	3,746	28,513	90,566
Households with 1 Person	44.2%	37.5%	35.7%
Households with 2+ People	55.8%	62.5%	64.3%
Family Households	48.0%	53.7%	51.3%
Husband-wife Families	27.5%	30.9%	31.6%
With Related Children	9.0%	11.8%	12.9%
Other Family (No Spouse Present)	20.5%	22.8%	19.7%
Other Family with Male Householder	3.6%	4.9%	4.2%
With Related Children	1.9%	2.4%	1.9%
Other Family with Female Householder	16.9%	17.9%	15.5%
With Related Children	11.2%	11.4%	9.9%
Nonfamily Households	7.8%	8.8%	13.0%
All Households with Children	22.6%	26.1%	25.2%
Multigenerational Households	3.0%	3.9%	3.4%
Unmarried Partner Households	6.7%	7.4%	7.1%
Male-female	5.6%	6.4%	6.2%
Same-sex	1.0%	1.0%	0.9%
2010 Households by Size			
Total	3,742	28,515	90,562
1 Person Household	44.0%	37.5%	35.7%
2 Person Household	31.3%	32.0%	32.8%
3 Person Household	12.3%	14.7%	15.2%
4 Person Household	7.3%	9.1%	9.9%
5 Person Household	3.2%	3.9%	4.0%
6 Person Household	1.1%	1.7%	1.5%
7 + Person Household	0.7%	1.1%	1.0%
2010 Households by Tenure and Mortgage Status			
Total	3,738	28,515	90,562
Owner Occupied	47.1%	54.1%	53.5%
Owned with a Mortgage/Loan	35.4%	41.0%	41.2%
Owned Free and Clear	11.9%	13.1%	12.4%
Renter Occupied	52.9%	45.9%	46.5%
2022 Affordability, Mortgage and Wealth			
Housing Affordability Index	100	98	94
Percent of Income for Mortgage	24.2%	24.5%	25.5%
Wealth Index	68	70	86
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	4,110	31,222	98,574
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	7,877	63,887	213,321
Population Inside Urbanized Area	100.0%	100.0%	99.9%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.1%

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.	Front Porches (8E)	Parks and Rec (5C)	Metro Renters (3B)
2.	Metro Fusion (11C)	Emerald City (8B)	Parks and Rec (5C)
3.	In Style (5B)	Family Foundations (12A)	College Towns (14B)
2022 Consumer Spending			
Apparel & Services: Total \$	\$7,444,045	\$62,722,634	\$239,217,654
Average Spent	\$1,949.72	\$1,976.51	\$2,338.69
Spending Potential Index	81	82	97
Education: Total \$	\$6,157,472	\$51,490,379	\$204,820,458
Average Spent	\$1,612.75	\$1,622.56	\$2,002.41
Spending Potential Index	82	83	102
Entertainment/Recreation: Total \$	\$11,096,647	\$93,175,177	\$348,769,295
Average Spent	\$2,906.40	\$2,936.13	\$3,409.71
Spending Potential Index	79	80	93
Food at Home: Total \$	\$19,173,050	\$159,658,639	\$596,054,694
Average Spent	\$5,021.75	\$5,031.15	\$5,827.28
Spending Potential Index	81	81	94
Food Away from Home: Total \$	\$13,354,433	\$111,390,553	\$425,879,676
Average Spent	\$3,497.76	\$3,510.13	\$4,163.58
Spending Potential Index	81	81	97
Health Care: Total \$	\$21,641,266	\$181,826,269	\$664,194,646
Average Spent	\$5,668.22	\$5,729.70	\$6,493.44
Spending Potential Index	80	81	92
HH Furnishings & Equipment: Total \$	\$7,815,836	\$65,464,010	\$244,671,426
Average Spent	\$2,047.10	\$2,062.90	\$2,392.01
Spending Potential Index	80	81	93
Personal Care Products & Services: Total \$	\$3,207,791	\$26,710,874	\$100,022,113
Average Spent	\$840.18	\$841.71	\$977.86
Spending Potential Index	82	83	96
Shelter: Total \$	\$72,065,755	\$594,501,246	\$2,257,651,197
Average Spent	\$18,875.26	\$18,733.89	\$22,071.73
Spending Potential Index	82	82	96
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$8,314,474	\$68,290,743	\$248,576,338
Average Spent	\$2,177.70	\$2,151.97	\$2,430.19
Spending Potential Index	80	79	89
Travel: Total \$	\$8,792,976	\$72,518,486	\$271,512,274
Average Spent	\$2,303.03	\$2,285.20	\$2,654.42
Spending Potential Index	80	80	92
Vehicle Maintenance & Repairs: Total \$	\$3,898,246	\$32,846,803	\$122,519,422
Average Spent	\$1,021.02	\$1,035.07	\$1,197.80
Spending Potential Index	81	82	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: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.