

Willow Lawn
1601 Willow Lawn Dr, Richmond, Virginia, 23230
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 37.58261
Longitude: -77.49902

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	9,480	84,860	227,701
2010 Total Population	7,983	86,878	238,402
2019 Total Population	8,695	93,849	257,138
2019 Group Quarters	158	4,613	13,587
2024 Total Population	9,859	98,347	267,234
2017-2022 Annual Rate	2.54%	0.94%	0.77%
2019 Total Daytime Population	24,098	127,127	353,666
Workers	20,237	86,541	232,459
Residents	3,861	40,586	121,207
Household Summary			
2000 Households	4,530	40,162	101,127
2000 Average Household Size	2.06	1.98	2.13
2010 Households	3,680	40,371	103,934
2010 Average Household Size	2.13	2.04	2.17
2019 Households	3,967	43,348	111,908
2019 Average Household Size	2.15	2.06	2.18
2024 Households	4,426	45,306	116,321
2024 Average Household Size	2.19	2.07	2.18
2017-2022 Annual Rate	2.21%	0.89%	0.78%
2010 Families	1,794	17,918	51,358
2010 Average Family Size	2.88	2.81	2.89
2019 Families	1,922	18,887	54,137
2019 Average Family Size	2.91	2.84	2.91
2024 Families	2,168	19,661	55,844
2024 Average Family Size	2.94	2.85	2.92
2017-2022 Annual Rate	2.44%	0.81%	0.62%
Housing Unit Summary			
2000 Housing Units	4,731	42,301	107,463
Owner Occupied Housing Units	60.5%	50.5%	49.1%
Renter Occupied Housing Units	35.3%	44.4%	45.0%
Vacant Housing Units	4.2%	5.1%	5.9%
2010 Housing Units	3,928	43,691	113,224
Owner Occupied Housing Units	69.5%	48.4%	46.3%
Renter Occupied Housing Units	24.2%	44.0%	45.5%
Vacant Housing Units	6.3%	7.6%	8.2%
2019 Housing Units	4,183	46,328	120,150
Owner Occupied Housing Units	70.4%	47.0%	44.9%
Renter Occupied Housing Units	24.5%	46.6%	48.2%
Vacant Housing Units	5.2%	6.4%	6.9%
2024 Housing Units	4,642	48,189	124,433
Owner Occupied Housing Units	66.6%	47.2%	45.4%
Renter Occupied Housing Units	28.7%	46.8%	48.1%
Vacant Housing Units	4.7%	6.0%	6.5%
Median Household Income			
2019	\$82,580	\$65,334	\$56,400
2024	\$90,906	\$75,847	\$63,028
Median Home Value			
2019	\$349,009	\$323,236	\$256,627
2024	\$384,475	\$353,150	\$277,035
Per Capita Income			
2019	\$56,137	\$47,785	\$37,260
2024	\$61,517	\$54,575	\$42,302
Median Age			
2010	38.8	35.1	34.0
2019	41.6	36.9	35.8
2024	42.4	37.6	36.4

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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

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2019 Households by Income			
Household Income Base	3,967	43,348	111,908
<\$15,000	4.9%	9.1%	12.5%
\$15,000 - \$24,999	6.8%	7.7%	9.0%
\$25,000 - \$34,999	5.3%	8.2%	8.9%
\$35,000 - \$49,999	9.7%	12.8%	13.3%
\$50,000 - \$74,999	17.9%	17.6%	18.3%
\$75,000 - \$99,999	14.7%	12.5%	12.1%
\$100,000 - \$149,999	17.2%	14.5%	13.1%
\$150,000 - \$199,999	9.2%	6.8%	5.4%
\$200,000+	14.4%	10.8%	7.3%
Average Household Income	\$121,585	\$101,720	\$84,940
2024 Households by Income			
Household Income Base	4,426	45,306	116,321
<\$15,000	4.6%	8.1%	11.5%
\$15,000 - \$24,999	5.9%	6.4%	7.8%
\$25,000 - \$34,999	4.9%	7.0%	7.9%
\$35,000 - \$49,999	8.7%	11.2%	12.0%
\$50,000 - \$74,999	16.0%	16.7%	17.9%
\$75,000 - \$99,999	14.3%	12.9%	12.8%
\$100,000 - \$149,999	18.3%	16.2%	14.9%
\$150,000 - \$199,999	11.0%	8.4%	6.7%
\$200,000+	16.4%	13.1%	8.7%
Average Household Income	\$135,216	\$116,850	\$96,598
2019 Owner Occupied Housing Units by Value			
Total	2,943	21,770	53,955
<\$50,000	0.8%	1.0%	1.1%
\$50,000 - \$99,999	0.8%	1.1%	3.3%
\$100,000 - \$149,999	6.2%	6.3%	9.9%
\$150,000 - \$199,999	8.1%	13.1%	18.1%
\$200,000 - \$249,999	10.7%	12.4%	16.0%
\$250,000 - \$299,999	12.5%	11.9%	12.0%
\$300,000 - \$399,999	22.3%	17.7%	14.7%
\$400,000 - \$499,999	14.4%	10.4%	7.9%
\$500,000 - \$749,999	14.7%	15.5%	10.1%
\$750,000 - \$999,999	5.2%	5.2%	3.5%
\$1,000,000 +	3.4%	3.2%	2.0%
Average Home Value	\$424,779	\$425,509	\$348,411
2024 Owner Occupied Housing Units by Value			
Total	3,092	22,725	56,477
<\$50,000	0.5%	0.8%	0.8%
\$50,000 - \$99,999	0.5%	0.9%	2.9%
\$100,000 - \$149,999	4.9%	5.4%	8.8%
\$150,000 - \$199,999	6.4%	11.6%	16.3%
\$200,000 - \$249,999	8.8%	11.1%	14.9%
\$250,000 - \$299,999	10.8%	11.2%	11.6%
\$300,000 - \$399,999	21.2%	17.0%	14.9%
\$400,000 - \$499,999	15.5%	10.7%	8.5%
\$500,000 - \$749,999	18.1%	18.1%	12.2%
\$750,000 - \$999,999	6.9%	6.4%	4.6%
\$1,000,000 +	4.9%	4.0%	2.6%
Average Home Value	\$473,917	\$465,554	\$384,551

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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2010 Population by Age			
Total	7,985	86,878	238,400
0 - 4	6.8%	5.4%	5.9%
5 - 9	4.7%	4.4%	4.9%
10 - 14	3.5%	3.7%	4.5%
15 - 24	8.7%	17.2%	18.9%
25 - 34	20.2%	19.2%	17.2%
35 - 44	14.4%	12.7%	12.2%
45 - 54	12.9%	12.2%	12.7%
55 - 64	11.5%	11.0%	10.8%
65 - 74	7.3%	6.2%	6.2%
75 - 84	6.2%	4.7%	4.4%
85 +	3.8%	3.3%	2.3%
18 +	82.7%	84.3%	81.8%
2019 Population by Age			
Total	8,695	93,850	257,136
0 - 4	5.6%	4.7%	5.2%
5 - 9	5.5%	4.5%	5.0%
10 - 14	5.5%	4.3%	4.8%
15 - 24	8.3%	16.0%	17.6%
25 - 34	13.3%	17.7%	16.4%
35 - 44	17.1%	13.1%	12.5%
45 - 54	12.5%	11.1%	11.1%
55 - 64	12.5%	11.6%	11.7%
65 - 74	9.8%	8.6%	8.6%
75 - 84	5.9%	4.9%	4.6%
85 +	3.9%	3.5%	2.6%
18 +	80.9%	84.3%	82.4%
2024 Population by Age			
Total	9,860	98,348	267,234
0 - 4	5.6%	4.7%	5.2%
5 - 9	5.4%	4.3%	4.8%
10 - 14	5.4%	4.1%	4.7%
15 - 24	9.5%	16.4%	17.8%
25 - 34	12.4%	17.0%	15.8%
35 - 44	15.9%	13.1%	12.5%
45 - 54	13.3%	10.9%	10.8%
55 - 64	11.5%	11.2%	11.1%
65 - 74	10.5%	9.1%	9.2%
75 - 84	6.7%	5.9%	5.5%
85 +	3.8%	3.3%	2.5%
18 +	80.7%	84.6%	82.7%
2010 Population by Sex			
Males	3,772	41,555	113,330
Females	4,211	45,323	125,072
2019 Population by Sex			
Males	4,155	45,328	123,440
Females	4,540	48,521	133,698
2024 Population by Sex			
Males	4,743	47,712	128,817
Females	5,116	50,635	138,417

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2010 Population by Race/Ethnicity			
Total	7,983	86,878	238,402
White Alone	82.7%	76.1%	57.5%
Black Alone	9.0%	15.6%	32.9%
American Indian Alone	0.4%	0.3%	0.3%
Asian Alone	3.9%	3.4%	4.5%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	2.4%	2.5%	2.4%
Two or More Races	1.5%	2.1%	2.4%
Hispanic Origin	5.0%	5.4%	5.4%
Diversity Index	37.2	45.7	60.4
2019 Population by Race/Ethnicity			
Total	8,695	93,850	257,138
White Alone	82.0%	75.0%	56.7%
Black Alone	8.3%	15.2%	31.9%
American Indian Alone	0.4%	0.3%	0.3%
Asian Alone	4.9%	4.1%	5.4%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	2.6%	3.0%	2.8%
Two or More Races	1.7%	2.5%	2.8%
Hispanic Origin	5.8%	6.5%	6.4%
Diversity Index	39.3	48.5	62.5
2024 Population by Race/Ethnicity			
Total	9,858	98,348	267,235
White Alone	77.6%	73.7%	55.9%
Black Alone	9.0%	14.9%	31.1%
American Indian Alone	0.4%	0.3%	0.3%
Asian Alone	6.8%	4.9%	6.2%
Pacific Islander Alone	0.1%	0.0%	0.1%
Some Other Race Alone	4.0%	3.5%	3.2%
Two or More Races	2.2%	2.8%	3.2%
Hispanic Origin	8.1%	7.5%	7.4%
Diversity Index	47.6	51.2	64.3
2010 Population by Relationship and Household Type			
Total	7,983	86,878	238,402
In Households	98.2%	94.8%	94.5%
In Family Households	66.4%	59.8%	64.5%
Householder	22.7%	20.6%	21.5%
Spouse	17.5%	15.0%	13.6%
Child	21.4%	19.6%	23.3%
Other relative	3.0%	2.9%	3.9%
Nonrelative	1.8%	1.8%	2.2%
In Nonfamily Households	31.8%	35.0%	29.9%
In Group Quarters	1.8%	5.2%	5.5%
Institutionalized Population	1.7%	1.1%	1.6%
Noninstitutionalized Population	0.0%	4.1%	4.0%

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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2019 Population 25+ by Educational Attainment			
Total	6,524	66,162	173,434
Less than 9th Grade	2.3%	2.8%	3.4%
9th - 12th Grade, No Diploma	2.6%	4.0%	5.7%
High School Graduate	13.4%	12.4%	15.7%
GED/Alternative Credential	2.2%	2.6%	3.7%
Some College, No Degree	14.1%	15.7%	18.3%
Associate Degree	4.7%	5.3%	6.5%
Bachelor's Degree	34.4%	33.2%	27.7%
Graduate/Professional Degree	26.3%	24.0%	19.0%
2019 Population 15+ by Marital Status			
Total	7,248	81,205	218,662
Never Married	34.6%	44.8%	46.7%
Married	48.6%	39.0%	36.5%
Widowed	6.5%	5.5%	5.4%
Divorced	10.3%	10.7%	11.4%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	97.9%	96.0%	94.6%
Civilian Unemployed (Unemployment Rate)	2.1%	4.0%	5.4%
2019 Employed Population 16+ by Industry			
Total	4,909	54,126	136,803
Agriculture/Mining	0.3%	0.2%	0.2%
Construction	3.3%	4.5%	4.8%
Manufacturing	5.5%	4.2%	4.4%
Wholesale Trade	2.3%	2.2%	1.6%
Retail Trade	7.5%	9.4%	10.5%
Transportation/Utilities	2.3%	3.3%	4.5%
Information	1.2%	2.0%	1.9%
Finance/Insurance/Real Estate	15.6%	11.4%	10.0%
Services	57.4%	57.8%	56.1%
Public Administration	4.6%	5.1%	5.9%
2019 Employed Population 16+ by Occupation			
Total	4,908	54,126	136,804
White Collar	76.5%	73.1%	67.9%
Management/Business/Financial	20.9%	19.4%	16.3%
Professional	34.6%	31.7%	27.4%
Sales	10.8%	11.4%	11.4%
Administrative Support	10.2%	10.6%	12.8%
Services	14.3%	16.8%	19.6%
Blue Collar	9.1%	10.1%	12.5%
Farming/Forestry/Fishing	0.4%	0.1%	0.1%
Construction/Extraction	2.5%	3.3%	3.3%
Installation/Maintenance/Repair	1.1%	1.7%	2.1%
Production	2.4%	2.4%	3.0%
Transportation/Material Moving	2.7%	2.6%	4.0%
2010 Population By Urban/ Rural Status			
Total Population	7,983	86,878	238,402
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%

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2010 Households by Type			
Total	3,680	40,371	103,933
Households with 1 Person	39.2%	40.7%	37.4%
Households with 2+ People	60.8%	59.3%	62.6%
Family Households	48.8%	44.4%	49.4%
Husband-wife Families	37.7%	32.3%	31.2%
With Related Children	16.2%	12.9%	12.7%
Other Family (No Spouse Present)	11.1%	12.1%	18.2%
Other Family with Male Householder	3.1%	3.3%	4.1%
With Related Children	1.3%	1.5%	2.0%
Other Family with Female Householder	8.0%	8.8%	14.1%
With Related Children	4.0%	5.0%	8.8%
Nonfamily Households	12.0%	15.0%	13.2%
All Households with Children	21.8%	19.7%	23.8%
Multigenerational Households	1.7%	1.7%	2.9%
Unmarried Partner Households	7.2%	7.4%	7.2%
Male-female	5.7%	6.2%	6.2%
Same-sex	1.4%	1.2%	1.0%
2010 Households by Size			
Total	3,679	40,370	103,934
1 Person Household	39.2%	40.7%	37.4%
2 Person Household	32.9%	34.0%	33.1%
3 Person Household	13.7%	12.7%	14.4%
4 Person Household	9.6%	8.3%	9.3%
5 Person Household	3.0%	2.9%	3.7%
6 Person Household	1.0%	1.0%	1.4%
7 + Person Household	0.6%	0.5%	0.9%
2010 Households by Tenure and Mortgage Status			
Total	3,680	40,371	103,934
Owner Occupied	74.2%	52.4%	50.4%
Owned with a Mortgage/Loan	53.3%	38.9%	37.6%
Owned Free and Clear	20.8%	13.5%	12.8%
Renter Occupied	25.8%	47.6%	49.6%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	3,928	43,691	113,224
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.	Emerald City (8B)	Metro Renters (3B)	Metro Renters (3B)
2.	Urban Chic (2A)	Emerald City (8B)	Emerald City (8B)
3.	Golden Years (9B)	In Style (5B)	Parks and Rec (5C)
2019 Consumer Spending			
Apparel & Services: Total \$	\$11,636,769	\$110,360,854	\$240,023,956
Average Spent	\$2,933.39	\$2,545.93	\$2,144.83
Spending Potential Index	137	119	100
Education: Total \$	\$9,161,219	\$81,719,121	\$178,027,958
Average Spent	\$2,309.36	\$1,885.19	\$1,590.84
Spending Potential Index	145	118	100
Entertainment/Recreation: Total \$	\$17,640,740	\$161,524,668	\$351,004,792
Average Spent	\$4,446.87	\$3,726.23	\$3,136.55
Spending Potential Index	136	114	96
Food at Home: Total \$	\$27,390,649	\$259,215,353	\$569,837,557
Average Spent	\$6,904.63	\$5,979.87	\$5,092.02
Spending Potential Index	133	116	98
Food Away from Home: Total \$	\$19,906,042	\$189,904,427	\$413,141,729
Average Spent	\$5,017.91	\$4,380.93	\$3,691.80
Spending Potential Index	137	119	100
Health Care: Total \$	\$31,089,921	\$284,985,205	\$626,941,010
Average Spent	\$7,837.14	\$6,574.36	\$5,602.29
Spending Potential Index	132	111	94
HH Furnishings & Equipment: Total \$	\$11,504,639	\$106,782,414	\$232,251,631
Average Spent	\$2,900.09	\$2,463.38	\$2,075.38
Spending Potential Index	136	116	97
Personal Care Products & Services: Total \$	\$4,808,215	\$45,167,162	\$98,176,168
Average Spent	\$1,212.05	\$1,041.97	\$877.29
Spending Potential Index	137	118	99
Shelter: Total \$	\$104,704,696	\$966,403,527	\$2,082,221,532
Average Spent	\$26,393.92	\$22,294.07	\$18,606.55
Spending Potential Index	143	120	101
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$13,879,732	\$123,737,409	\$266,501,403
Average Spent	\$3,498.80	\$2,854.51	\$2,381.43
Spending Potential Index	141	115	96
Travel: Total \$	\$12,721,539	\$112,554,996	\$238,016,281
Average Spent	\$3,206.84	\$2,596.54	\$2,126.89
Spending Potential Index	143	116	95
Vehicle Maintenance & Repairs: Total \$	\$6,253,175	\$59,106,249	\$130,419,883
Average Spent	\$1,576.30	\$1,363.53	\$1,165.42
Spending Potential Index	138	119	102

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 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.