



Community Profile

44737-Westpark Shopping Center
 9819 W Broad St
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 37.64250
 Longitude: -77.56529

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	11,498	71,474	162,881
2010 Total Population	13,901	84,602	190,383
2019 Total Population	14,513	90,304	204,550
2019 Group Quarters	3	881	4,679
2024 Total Population	14,875	93,286	212,435
2019-2024 Annual Rate	0.49%	0.65%	0.76%
2019 Total Daytime Population	19,640	97,562	210,252
Workers	13,904	57,668	116,119
Residents	5,736	39,894	94,133
Household Summary			
2000 Households	5,901	30,457	66,723
2000 Average Household Size	1.94	2.31	2.36
2010 Households	6,452	34,867	76,281
2010 Average Household Size	2.15	2.40	2.44
2019 Households	6,590	36,709	80,885
2019 Average Household Size	2.20	2.44	2.47
2024 Households	6,729	37,819	83,717
2024 Average Household Size	2.21	2.44	2.48
2019-2024 Annual Rate	0.42%	0.60%	0.69%
2010 Families	3,401	21,626	48,510
2010 Average Family Size	2.87	3.03	3.05
2019 Families	3,394	22,508	51,012
2019 Average Family Size	2.95	3.08	3.10
2024 Families	3,440	23,076	52,598
2024 Average Family Size	2.97	3.10	3.12
2019-2024 Annual Rate	0.27%	0.50%	0.61%
Housing Unit Summary			
2000 Housing Units	6,383	31,739	69,341
Owner Occupied Housing Units	36.0%	57.7%	63.0%
Renter Occupied Housing Units	56.4%	38.2%	33.2%
Vacant Housing Units	7.6%	4.0%	3.8%
2010 Housing Units	6,875	37,044	80,882
Owner Occupied Housing Units	34.9%	56.1%	60.4%
Renter Occupied Housing Units	58.9%	38.0%	33.9%
Vacant Housing Units	6.2%	5.9%	5.7%
2019 Housing Units	7,060	39,088	85,699
Owner Occupied Housing Units	33.8%	55.7%	59.0%
Renter Occupied Housing Units	59.5%	38.2%	35.4%
Vacant Housing Units	6.7%	6.1%	5.6%
2024 Housing Units	7,228	40,399	88,903
Owner Occupied Housing Units	34.8%	56.6%	59.7%
Renter Occupied Housing Units	58.3%	37.0%	34.4%
Vacant Housing Units	6.9%	6.4%	5.8%
Median Household Income			
2019	\$65,068	\$77,338	\$81,352
2024	\$73,637	\$85,587	\$90,394
Median Home Value			
2019	\$283,108	\$288,315	\$309,683
2024	\$306,010	\$309,699	\$333,231
Per Capita Income			
2019	\$36,808	\$40,695	\$44,336
2024	\$41,635	\$45,976	\$49,582
Median Age			
2010	31.0	35.6	36.6
2019	33.2	37.4	38.1
2024	33.3	38.0	38.8

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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2019 Households by Income			
Household Income Base	6,590	36,709	80,885
<\$15,000	3.6%	4.2%	4.8%
\$15,000 - \$24,999	8.5%	6.6%	6.0%
\$25,000 - \$34,999	7.4%	5.8%	6.2%
\$35,000 - \$49,999	15.5%	12.4%	11.5%
\$50,000 - \$74,999	21.7%	19.2%	17.2%
\$75,000 - \$99,999	13.4%	14.3%	13.6%
\$100,000 - \$149,999	17.2%	19.0%	18.5%
\$150,000 - \$199,999	9.0%	10.4%	10.6%
\$200,000+	3.8%	8.1%	11.5%
Average Household Income	\$84,136	\$100,502	\$111,174
2024 Households by Income			
Household Income Base	6,729	37,819	83,717
<\$15,000	3.2%	3.7%	4.2%
\$15,000 - \$24,999	7.1%	5.4%	5.0%
\$25,000 - \$34,999	6.3%	4.9%	5.3%
\$35,000 - \$49,999	13.4%	10.6%	10.0%
\$50,000 - \$74,999	20.7%	18.1%	16.1%
\$75,000 - \$99,999	14.0%	14.7%	13.8%
\$100,000 - \$149,999	19.0%	20.5%	19.7%
\$150,000 - \$199,999	11.2%	12.2%	12.4%
\$200,000+	4.9%	9.9%	13.5%
Average Household Income	\$95,637	\$113,848	\$124,903
2019 Owner Occupied Housing Units by Value			
Total	2,383	21,761	50,548
<\$50,000	1.2%	0.9%	0.9%
\$50,000 - \$99,999	0.5%	0.8%	0.7%
\$100,000 - \$149,999	6.5%	5.6%	5.8%
\$150,000 - \$199,999	15.4%	13.7%	13.0%
\$200,000 - \$249,999	16.2%	17.6%	14.8%
\$250,000 - \$299,999	15.5%	14.9%	12.9%
\$300,000 - \$399,999	30.3%	25.1%	21.1%
\$400,000 - \$499,999	8.3%	11.1%	13.2%
\$500,000 - \$749,999	2.9%	7.6%	13.3%
\$750,000 - \$999,999	2.1%	1.8%	3.1%
\$1,000,000 - \$1,499,999	1.0%	0.7%	1.0%
\$1,500,000 - \$1,999,999	0.1%	0.1%	0.2%
\$2,000,000 +	0.0%	0.0%	0.1%
Average Home Value	\$309,740	\$324,792	\$361,418
2024 Owner Occupied Housing Units by Value			
Total	2,513	22,855	53,080
<\$50,000	0.7%	0.6%	0.6%
\$50,000 - \$99,999	0.3%	0.6%	0.6%
\$100,000 - \$149,999	5.6%	4.9%	5.0%
\$150,000 - \$199,999	12.9%	11.7%	11.3%
\$200,000 - \$249,999	13.9%	15.8%	13.4%
\$250,000 - \$299,999	14.6%	13.8%	12.0%
\$300,000 - \$399,999	32.1%	25.5%	20.9%
\$400,000 - \$499,999	9.6%	12.3%	13.9%
\$500,000 - \$749,999	4.1%	10.3%	16.1%
\$750,000 - \$999,999	3.8%	3.0%	4.3%
\$1,000,000 - \$1,499,999	2.0%	1.2%	1.4%
\$1,500,000 - \$1,999,999	0.3%	0.2%	0.3%
\$2,000,000 +	0.0%	0.0%	0.1%
Average Home Value	\$346,018	\$354,612	\$389,174

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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age			
Total	13,901	84,599	190,385
0 - 4	7.9%	6.9%	6.6%
5 - 9	6.0%	6.5%	6.7%
10 - 14	5.0%	6.3%	6.6%
15 - 24	13.2%	12.2%	13.0%
25 - 34	26.8%	17.2%	14.8%
35 - 44	15.3%	15.1%	14.5%
45 - 54	12.0%	14.2%	14.7%
55 - 64	8.1%	10.6%	11.0%
65 - 74	3.2%	5.5%	5.9%
75 - 84	1.9%	3.9%	4.1%
85 +	0.5%	1.7%	2.0%
18 +	78.3%	76.4%	76.2%
2019 Population by Age			
Total	14,513	90,302	204,549
0 - 4	6.8%	6.1%	5.9%
5 - 9	6.0%	6.2%	6.3%
10 - 14	5.5%	6.4%	6.6%
15 - 24	12.7%	11.8%	12.6%
25 - 34	22.9%	15.4%	13.8%
35 - 44	16.8%	15.2%	14.3%
45 - 54	11.5%	13.0%	13.0%
55 - 64	9.4%	11.7%	12.3%
65 - 74	5.5%	8.1%	8.6%
75 - 84	2.1%	3.9%	4.2%
85 +	0.7%	2.0%	2.3%
18 +	78.9%	77.7%	77.5%
2024 Population by Age			
Total	14,874	93,286	212,435
0 - 4	6.9%	6.2%	6.0%
5 - 9	5.6%	6.0%	6.1%
10 - 14	5.0%	6.0%	6.2%
15 - 24	13.0%	11.8%	12.3%
25 - 34	23.3%	15.6%	14.0%
35 - 44	16.2%	14.9%	14.4%
45 - 54	11.1%	12.7%	12.5%
55 - 64	9.3%	11.1%	11.5%
65 - 74	6.1%	9.0%	9.5%
75 - 84	2.8%	4.8%	5.2%
85 +	0.8%	1.9%	2.3%
18 +	79.8%	78.3%	78.1%
2010 Population by Sex			
Males	6,780	40,657	90,666
Females	7,121	43,945	99,717
2019 Population by Sex			
Males	7,121	43,655	97,908
Females	7,392	46,649	106,642
2024 Population by Sex			
Males	7,300	45,083	101,817
Females	7,575	48,203	110,618

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Race/Ethnicity			
Total	13,902	84,601	190,382
White Alone	56.3%	67.6%	72.5%
Black Alone	17.9%	14.5%	12.8%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	19.8%	12.3%	9.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.4%	2.6%	2.4%
Two or More Races	3.3%	2.7%	2.4%
Hispanic Origin	6.0%	6.5%	5.9%
Diversity Index	65.6	56.7	51.1
2019 Population by Race/Ethnicity			
Total	14,512	90,303	204,549
White Alone	49.3%	61.5%	67.0%
Black Alone	17.7%	14.4%	13.0%
American Indian Alone	0.2%	0.3%	0.2%
Asian Alone	26.0%	17.4%	13.8%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	2.8%	3.0%	2.9%
Two or More Races	4.0%	3.4%	3.1%
Hispanic Origin	7.2%	7.9%	7.3%
Diversity Index	70.4	63.3	58.1
2024 Population by Race/Ethnicity			
Total	14,875	93,286	212,435
White Alone	44.8%	57.4%	63.1%
Black Alone	17.4%	14.4%	13.1%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	30.1%	20.8%	16.7%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	3.1%	3.4%	3.3%
Two or More Races	4.4%	3.8%	3.5%
Hispanic Origin	8.0%	8.9%	8.4%
Diversity Index	72.6	67.1	62.5
2010 Population by Relationship and Household Type			
Total	13,901	84,602	190,383
In Households	100.0%	99.1%	97.7%
In Family Households	72.0%	79.3%	79.3%
Householder	23.8%	25.5%	25.5%
Spouse	17.7%	19.5%	19.9%
Child	25.7%	28.9%	29.1%
Other relative	3.1%	3.6%	3.2%
Nonrelative	1.7%	1.8%	1.6%
In Nonfamily Households	27.9%	19.8%	18.4%
In Group Quarters	0.0%	0.9%	2.3%
Institutionalized Population	0.0%	0.9%	0.8%
Noninstitutionalized Population	0.0%	0.0%	1.5%

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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2019 Population 25+ by Educational Attainment			
Total	10,021	62,630	140,153
Less than 9th Grade	2.4%	3.0%	2.8%
9th - 12th Grade, No Diploma	2.8%	3.1%	2.9%
High School Graduate	12.8%	14.6%	13.7%
GED/Alternative Credential	1.7%	2.4%	2.4%
Some College, No Degree	19.3%	17.7%	16.5%
Associate Degree	7.6%	6.7%	6.8%
Bachelor's Degree	31.5%	32.2%	32.4%
Graduate/Professional Degree	21.8%	20.3%	22.4%
2019 Population 15+ by Marital Status			
Total	11,858	73,302	165,992
Never Married	38.1%	32.0%	32.0%
Married	49.5%	53.0%	53.1%
Widowed	2.8%	4.9%	4.9%
Divorced	9.6%	10.1%	10.0%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	96.9%	96.5%	96.6%
Civilian Unemployed (Unemployment Rate)	3.1%	3.5%	3.4%
2019 Employed Population 16+ by Industry			
Total	8,916	50,894	112,042
Agriculture/Mining	0.1%	0.2%	0.2%
Construction	4.2%	4.7%	4.9%
Manufacturing	3.9%	4.3%	4.8%
Wholesale Trade	2.0%	2.1%	2.2%
Retail Trade	9.0%	9.8%	9.4%
Transportation/Utilities	2.7%	4.4%	4.3%
Information	2.1%	1.8%	1.8%
Finance/Insurance/Real Estate	18.8%	14.8%	14.7%
Services	49.4%	51.5%	51.8%
Public Administration	7.9%	6.4%	6.1%
2019 Employed Population 16+ by Occupation			
Total	8,918	50,893	112,043
White Collar	78.0%	74.8%	75.1%
Management/Business/Financial	17.9%	19.8%	20.9%
Professional	34.9%	30.4%	29.5%
Sales	10.2%	11.4%	12.2%
Administrative Support	15.0%	13.1%	12.5%
Services	12.4%	14.8%	14.4%
Blue Collar	9.7%	10.4%	10.5%
Farming/Forestry/Fishing	0.1%	0.1%	0.1%
Construction/Extraction	2.9%	2.9%	2.9%
Installation/Maintenance/Repair	2.4%	2.1%	2.1%
Production	2.1%	2.3%	2.5%
Transportation/Material Moving	2.1%	3.1%	2.9%
2010 Population By Urban/ Rural Status			
Total Population	13,901	84,602	190,383
Population Inside Urbanized Area	100.0%	100.0%	99.6%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.4%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2010 Households by Type			
Total	6,453	34,867	76,281
Households with 1 Person	36.4%	30.3%	29.3%
Households with 2+ People	63.6%	69.7%	70.7%
Family Households	52.7%	62.0%	63.6%
Husband-wife Families	39.4%	47.5%	49.6%
With Related Children	20.6%	23.8%	24.8%
Other Family (No Spouse Present)	13.3%	14.5%	14.0%
Other Family with Male Householder	3.4%	3.8%	3.6%
With Related Children	2.2%	2.1%	2.0%
Other Family with Female Householder	9.9%	10.8%	10.4%
With Related Children	6.6%	6.8%	6.6%
Nonfamily Households	10.9%	7.7%	7.1%
All Households with Children	29.7%	33.1%	33.7%
Multigenerational Households	1.9%	2.8%	2.7%
Unmarried Partner Households	6.6%	5.4%	5.1%
Male-female	5.9%	4.8%	4.5%
Same-sex	0.7%	0.6%	0.6%
2010 Households by Size			
Total	6,453	34,868	76,280
1 Person Household	36.4%	30.3%	29.3%
2 Person Household	30.9%	31.7%	31.9%
3 Person Household	15.9%	16.6%	16.4%
4 Person Household	11.8%	13.8%	14.5%
5 Person Household	3.6%	5.1%	5.4%
6 Person Household	1.1%	1.7%	1.7%
7 + Person Household	0.4%	0.8%	0.8%
2010 Households by Tenure and Mortgage Status			
Total	6,452	34,867	76,281
Owner Occupied	37.2%	59.6%	64.1%
Owned with a Mortgage/Loan	31.7%	47.6%	50.5%
Owned Free and Clear	5.5%	12.0%	13.6%
Renter Occupied	62.8%	40.4%	35.9%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	6,875	37,044	80,882
Housing Units Inside Urbanized Area	100.0%	100.0%	99.6%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.4%

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.	Enterprising Professionals (2D)	Young and Restless (11B)	In Style (5B)
2.	Metro Renters (3B)	Boomburbs (1C)	Professional Pride (1B)
3.	Young and Restless (11B)	Bright Young Professionals	Parks and Rec (5C)
2019 Consumer Spending			
Apparel & Services: Total \$	\$14,362,361	\$91,790,432	\$220,305,436
Average Spent	\$2,179.42	\$2,500.49	\$2,723.69
Spending Potential Index	102	117	127
Education: Total \$	\$10,006,416	\$67,732,929	\$168,107,766
Average Spent	\$1,518.42	\$1,845.13	\$2,078.36
Spending Potential Index	95	116	130
Entertainment/Recreation: Total \$	\$20,095,179	\$135,579,321	\$330,515,718
Average Spent	\$3,049.34	\$3,693.35	\$4,086.24
Spending Potential Index	93	113	125
Food at Home: Total \$	\$33,127,967	\$215,367,079	\$517,778,719
Average Spent	\$5,027.01	\$5,866.87	\$6,401.42
Spending Potential Index	97	113	124
Food Away from Home: Total \$	\$24,762,350	\$157,891,450	\$378,141,604
Average Spent	\$3,757.56	\$4,301.16	\$4,675.05
Spending Potential Index	102	117	127
Health Care: Total \$	\$34,531,761	\$240,099,596	\$586,966,325
Average Spent	\$5,240.02	\$6,540.62	\$7,256.80
Spending Potential Index	88	110	122
HH Furnishings & Equipment: Total \$	\$13,490,687	\$90,547,328	\$219,470,498
Average Spent	\$2,047.15	\$2,466.62	\$2,713.36
Spending Potential Index	96	116	127
Personal Care Products & Services: Total \$	\$5,796,152	\$38,223,093	\$92,307,316
Average Spent	\$879.54	\$1,041.25	\$1,141.22
Spending Potential Index	99	117	129
Shelter: Total \$	\$121,889,180	\$788,880,676	\$1,911,674,607
Average Spent	\$18,496.08	\$21,490.12	\$23,634.48
Spending Potential Index	100	116	128
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$14,493,816	\$102,754,564	\$253,123,284
Average Spent	\$2,199.37	\$2,799.17	\$3,129.42
Spending Potential Index	89	113	126
Travel: Total \$	\$13,849,904	\$95,035,279	\$234,480,625
Average Spent	\$2,101.65	\$2,588.88	\$2,898.94
Spending Potential Index	94	115	129
Vehicle Maintenance & Repairs: Total \$	\$7,268,491	\$48,804,934	\$117,752,957
Average Spent	\$1,102.96	\$1,329.51	\$1,455.81
Spending Potential Index	96	116	127

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 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.