



# Demographic and Income Comparison 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
<b>Census 2010 Summary</b>			
Population	13,901	84,602	190,383
Households	6,452	34,867	76,281
Families	3,401	21,626	48,510
Average Household Size	2.15	2.40	2.44
Owner Occupied Housing Units	2,400	20,772	48,877
Renter Occupied Housing Units	4,052	14,095	27,404
Median Age	31.0	35.6	36.6
<b>2019 Summary</b>			
Population	14,513	90,304	204,550
Households	6,590	36,709	80,885
Families	3,394	22,508	51,012
Average Household Size	2.20	2.44	2.47
Owner Occupied Housing Units	2,387	21,765	50,562
Renter Occupied Housing Units	4,202	14,943	30,323
Median Age	33.2	37.4	38.1
Median Household Income	\$65,068	\$77,338	\$81,352
Average Household Income	\$84,136	\$100,502	\$111,174
<b>2024 Summary</b>			
Population	14,875	93,286	212,435
Households	6,729	37,819	83,717
Families	3,440	23,076	52,598
Average Household Size	2.21	2.44	2.48
Owner Occupied Housing Units	2,517	22,859	53,095
Renter Occupied Housing Units	4,212	14,960	30,622
Median Age	33.3	38.0	38.8
Median Household Income	\$73,637	\$85,587	\$90,394
Average Household Income	\$95,637	\$113,848	\$124,903
<b>Trends: 2019-2024 Annual Rate</b>			
Population	0.49%	0.65%	0.76%
Households	0.42%	0.60%	0.69%
Families	0.27%	0.50%	0.61%
Owner Households	1.07%	0.99%	0.98%
Median Household Income	2.51%	2.05%	2.13%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024.



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2019 Households by Income	1 mile		3 miles		5 miles	
	Number	Percent	Number	Percent	Number	Percent
<\$15,000	237	3.6%	1,559	4.2%	3,901	4.8%
\$15,000 - \$24,999	558	8.5%	2,405	6.6%	4,831	6.0%
\$25,000 - \$34,999	488	7.4%	2,147	5.8%	5,027	6.2%
\$35,000 - \$49,999	1,020	15.5%	4,548	12.4%	9,327	11.5%
\$50,000 - \$74,999	1,428	21.7%	7,051	19.2%	13,922	17.2%
\$75,000 - \$99,999	884	13.4%	5,250	14.3%	10,992	13.6%
\$100,000 - \$149,999	1,134	17.2%	6,978	19.0%	14,979	18.5%
\$150,000 - \$199,999	593	9.0%	3,815	10.4%	8,597	10.6%
\$200,000+	248	3.8%	2,956	8.1%	9,308	11.5%
Median Household Income	\$65,068		\$77,338		\$81,352	
Average Household Income	\$84,136		\$100,502		\$111,174	
Per Capita Income	\$36,808		\$40,695		\$44,336	

2024 Households by Income	1 mile		3 miles		5 miles	
	Number	Percent	Number	Percent	Number	Percent
<\$15,000	218	3.2%	1,387	3.7%	3,544	4.2%
\$15,000 - \$24,999	481	7.1%	2,024	5.4%	4,160	5.0%
\$25,000 - \$34,999	426	6.3%	1,865	4.9%	4,454	5.3%
\$35,000 - \$49,999	900	13.4%	4,019	10.6%	8,379	10.0%
\$50,000 - \$74,999	1,393	20.7%	6,853	18.1%	13,474	16.1%
\$75,000 - \$99,999	945	14.0%	5,568	14.7%	11,564	13.8%
\$100,000 - \$149,999	1,281	19.0%	7,748	20.5%	16,519	19.7%
\$150,000 - \$199,999	756	11.2%	4,629	12.2%	10,344	12.4%
\$200,000+	330	4.9%	3,726	9.9%	11,280	13.5%
Median Household Income	\$73,637		\$85,587		\$90,394	
Average Household Income	\$95,637		\$113,848		\$124,903	
Per Capita Income	\$41,635		\$45,976		\$49,582	

**Data Note:** Income is expressed in current dollars.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024.



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2010 Population by Age	1 mile		3 miles		5 miles	
	Number	Percent	Number	Percent	Number	Percent
Age 0 - 4	1,098	7.9%	5,859	6.9%	12,572	6.6%
Age 5 - 9	838	6.0%	5,512	6.5%	12,666	6.7%
Age 10 - 14	701	5.0%	5,333	6.3%	12,530	6.6%
Age 15 - 19	625	4.5%	4,965	5.9%	12,486	6.6%
Age 20 - 24	1,208	8.7%	5,342	6.3%	12,347	6.5%
Age 25 - 34	3,725	26.8%	14,528	17.2%	28,251	14.8%
Age 35 - 44	2,126	15.3%	12,807	15.1%	27,683	14.5%
Age 45 - 54	1,662	12.0%	11,978	14.2%	27,967	14.7%
Age 55 - 64	1,130	8.1%	8,934	10.6%	21,001	11.0%
Age 65 - 74	448	3.2%	4,650	5.5%	11,170	5.9%
Age 75 - 84	271	1.9%	3,292	3.9%	7,835	4.1%
Age 85+	69	0.5%	1,402	1.7%	3,875	2.0%

2019 Population by Age	1 mile		3 miles		5 miles	
	Number	Percent	Number	Percent	Number	Percent
Age 0 - 4	986	6.8%	5,539	6.1%	12,070	5.9%
Age 5 - 9	872	6.0%	5,639	6.2%	12,897	6.3%
Age 10 - 14	796	5.5%	5,824	6.4%	13,590	6.6%
Age 15 - 19	693	4.8%	5,098	5.6%	12,961	6.3%
Age 20 - 24	1,144	7.9%	5,574	6.2%	12,880	6.3%
Age 25 - 34	3,330	22.9%	13,915	15.4%	28,251	13.8%
Age 35 - 44	2,437	16.8%	13,747	15.2%	29,252	14.3%
Age 45 - 54	1,668	11.5%	11,707	13.0%	26,537	13.0%
Age 55 - 64	1,371	9.4%	10,582	11.7%	25,061	12.3%
Age 65 - 74	799	5.5%	7,355	8.1%	17,606	8.6%
Age 75 - 84	311	2.1%	3,517	3.9%	8,643	4.2%
Age 85+	106	0.7%	1,805	2.0%	4,801	2.3%

2024 Population by Age	1 mile		3 miles		5 miles	
	Number	Percent	Number	Percent	Number	Percent
Age 0 - 4	1,024	6.9%	5,757	6.2%	12,680	6.0%
Age 5 - 9	830	5.6%	5,566	6.0%	12,957	6.1%
Age 10 - 14	747	5.0%	5,631	6.0%	13,251	6.2%
Age 15 - 19	705	4.7%	5,340	5.7%	13,404	6.3%
Age 20 - 24	1,225	8.2%	5,668	6.1%	12,829	6.0%
Age 25 - 34	3,461	23.3%	14,580	15.6%	29,657	14.0%
Age 35 - 44	2,404	16.2%	13,855	14.9%	30,692	14.4%
Age 45 - 54	1,653	11.1%	11,805	12.7%	26,476	12.5%
Age 55 - 64	1,381	9.3%	10,348	11.1%	24,356	11.5%
Age 65 - 74	909	6.1%	8,409	9.0%	20,240	9.5%
Age 75 - 84	421	2.8%	4,510	4.8%	11,017	5.2%
Age 85+	114	0.8%	1,817	1.9%	4,876	2.3%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024.



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2010 Race and Ethnicity	1 mile		3 miles		5 miles	
	Number	Percent	Number	Percent	Number	Percent
White Alone	7,825	56.3%	57,196	67.6%	137,993	72.5%
Black Alone	2,494	17.9%	12,249	14.5%	24,391	12.8%
American Indian Alone	39	0.3%	253	0.3%	490	0.3%
Asian Alone	2,752	19.8%	10,427	12.3%	18,247	9.6%
Pacific Islander Alone	4	0.0%	33	0.0%	79	0.0%
Some Other Race Alone	335	2.4%	2,187	2.6%	4,603	2.4%
Two or More Races	453	3.3%	2,256	2.7%	4,579	2.4%
Hispanic Origin (Any Race)	835	6.0%	5,538	6.5%	11,319	5.9%

2019 Race and Ethnicity	1 mile		3 miles		5 miles	
	Number	Percent	Number	Percent	Number	Percent
White Alone	7,155	49.3%	55,572	61.5%	137,062	67.0%
Black Alone	2,570	17.7%	13,028	14.4%	26,589	13.0%
American Indian Alone	33	0.2%	231	0.3%	467	0.2%
Asian Alone	3,769	26.0%	15,669	17.4%	28,129	13.8%
Pacific Islander Alone	5	0.0%	43	0.0%	106	0.1%
Some Other Race Alone	405	2.8%	2,725	3.0%	5,919	2.9%
Two or More Races	575	4.0%	3,035	3.4%	6,277	3.1%
Hispanic Origin (Any Race)	1,040	7.2%	7,112	7.9%	14,912	7.3%

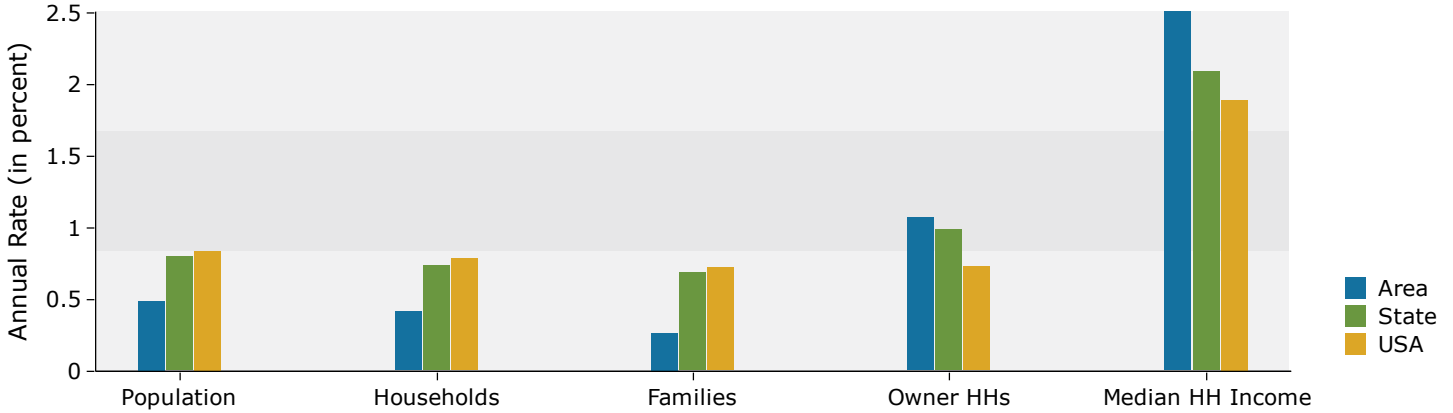
  

2024 Race and Ethnicity	1 mile		3 miles		5 miles	
	Number	Percent	Number	Percent	Number	Percent
White Alone	6,669	44.8%	53,555	57.4%	134,080	63.1%
Black Alone	2,591	17.4%	13,398	14.4%	27,854	13.1%
American Indian Alone	32	0.2%	215	0.2%	449	0.2%
Asian Alone	4,470	30.1%	19,379	20.8%	35,458	16.7%
Pacific Islander Alone	6	0.0%	48	0.1%	118	0.1%
Some Other Race Alone	456	3.1%	3,132	3.4%	7,004	3.3%
Two or More Races	651	4.4%	3,559	3.8%	7,472	3.5%
Hispanic Origin (Any Race)	1,197	8.0%	8,342	8.9%	17,861	8.4%

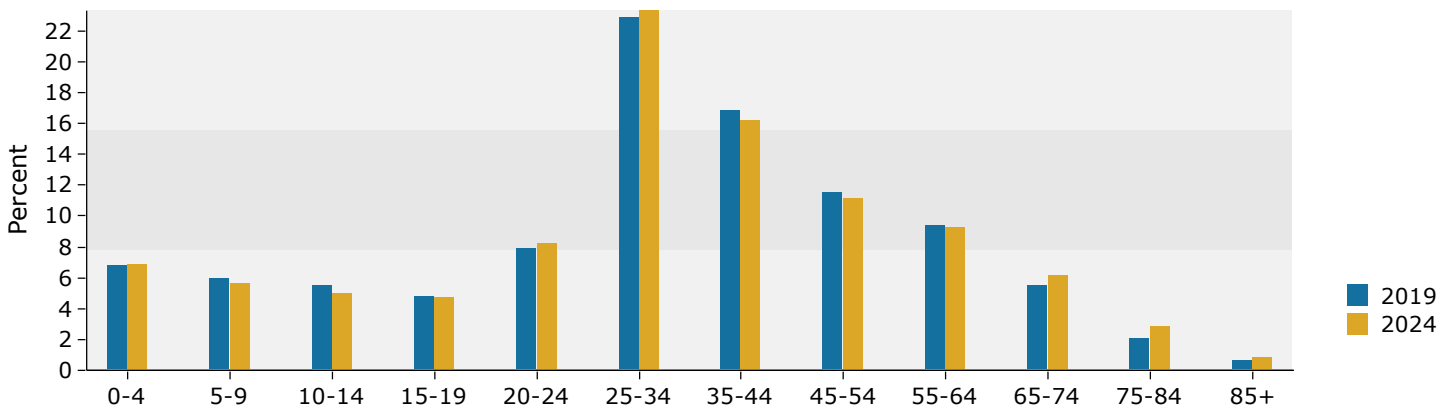
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024.

## 1 mile

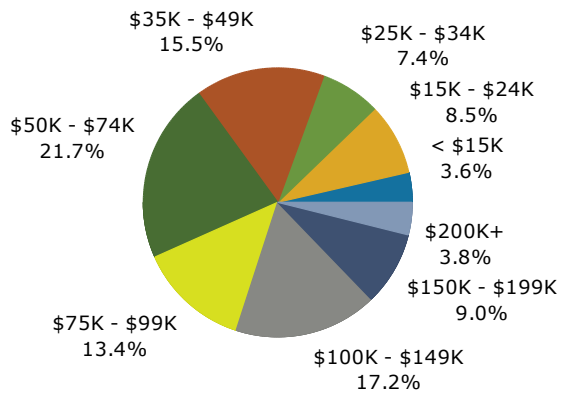
### Trends 2019-2024



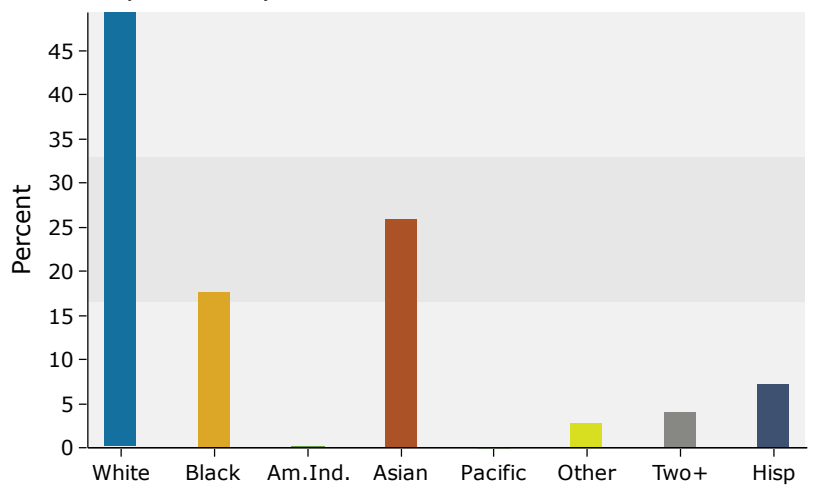
### Population by Age



### 2019 Household Income



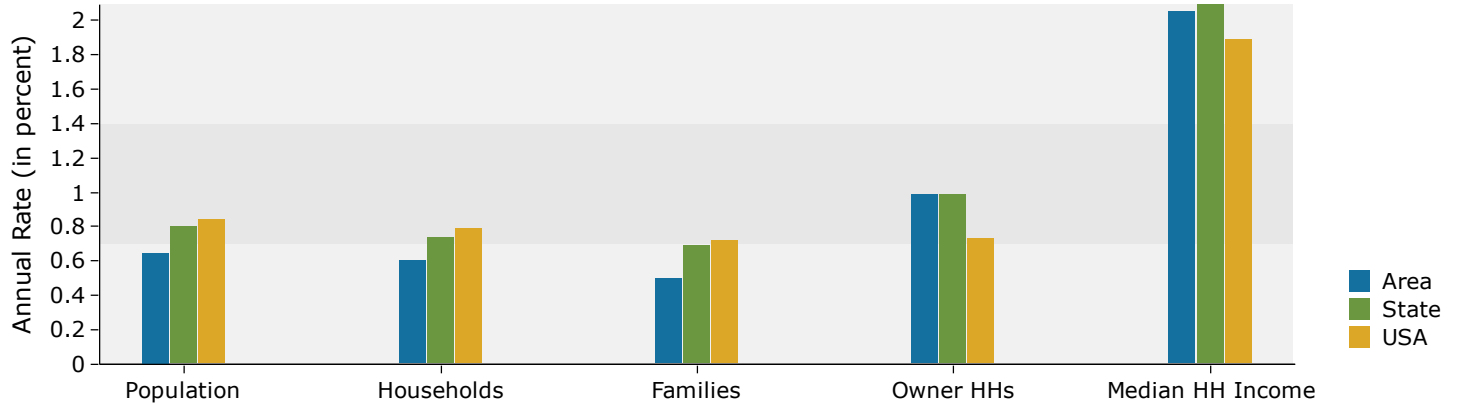
### 2019 Population by Race



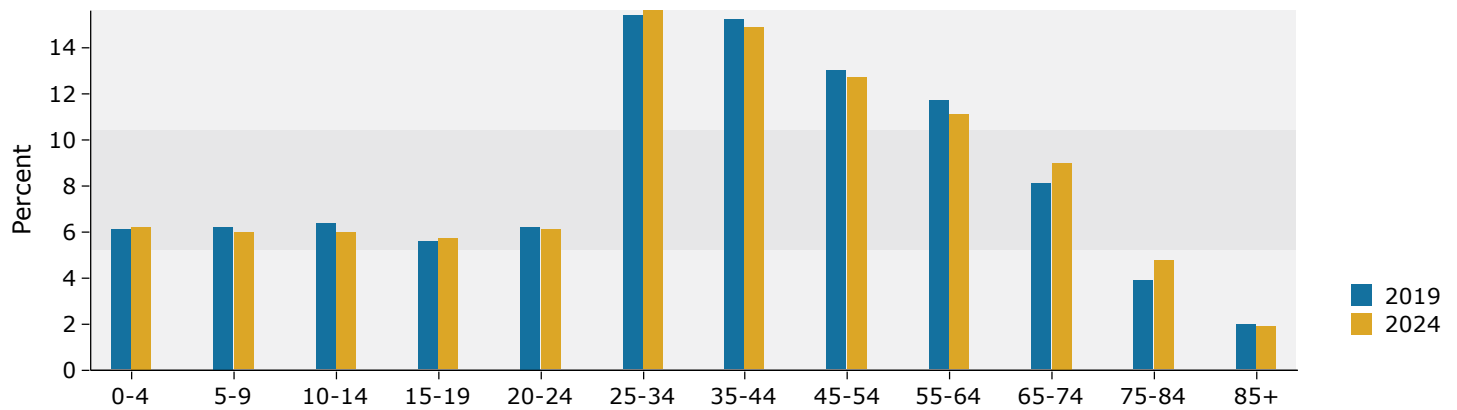
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024.

## 3 miles

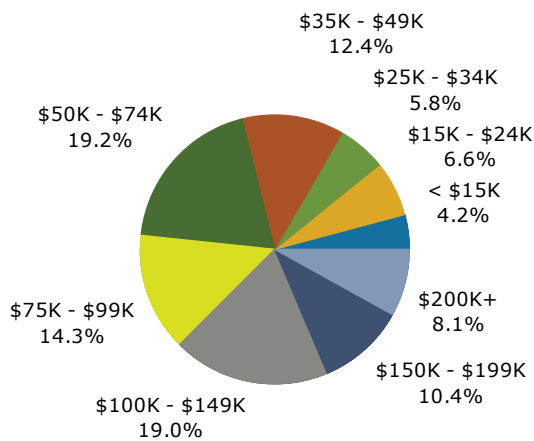
### Trends 2019-2024



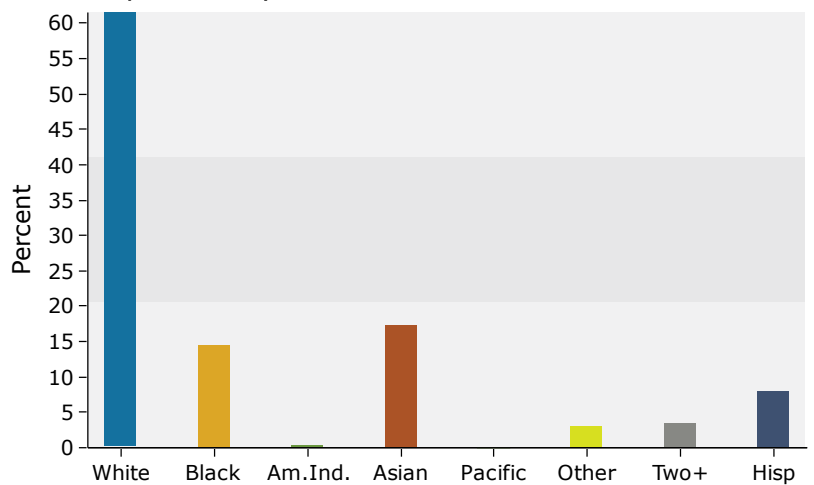
### Population by Age



### 2019 Household Income



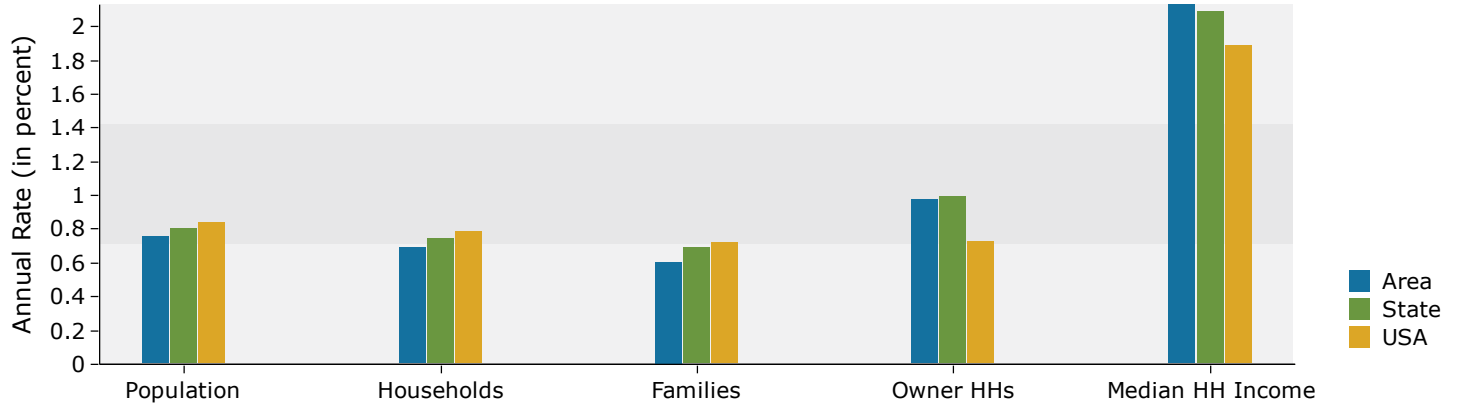
### 2019 Population by Race



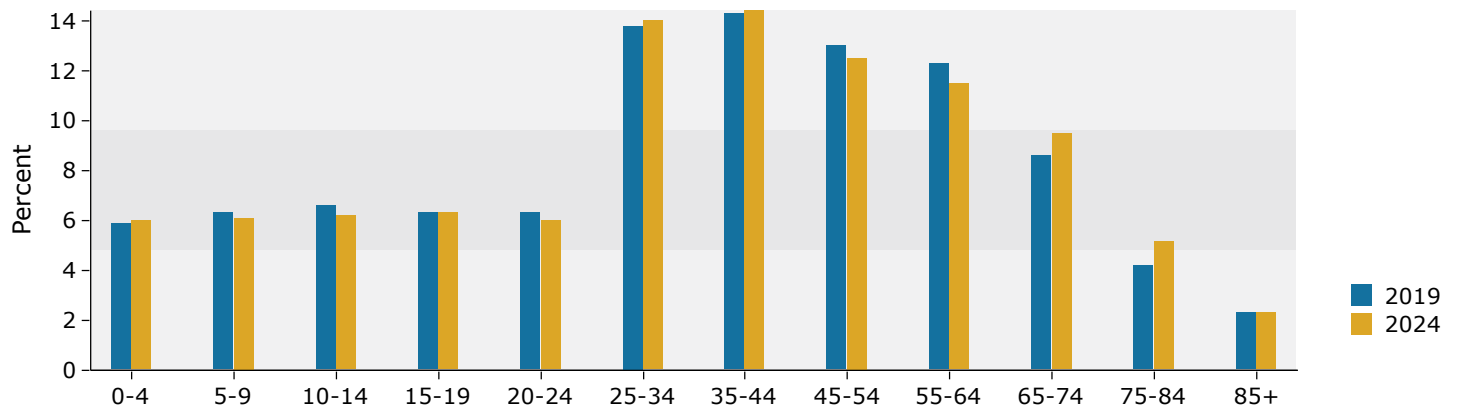
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024.

## 5 miles

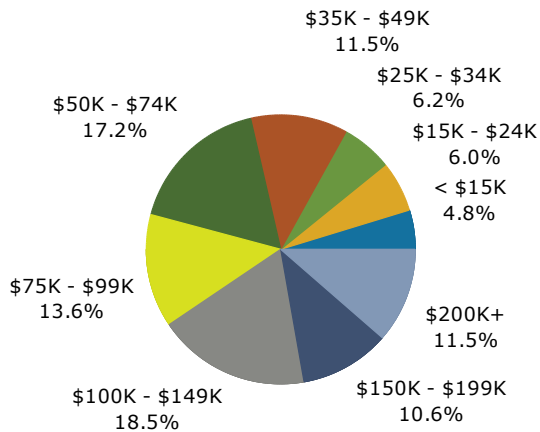
### Trends 2019-2024



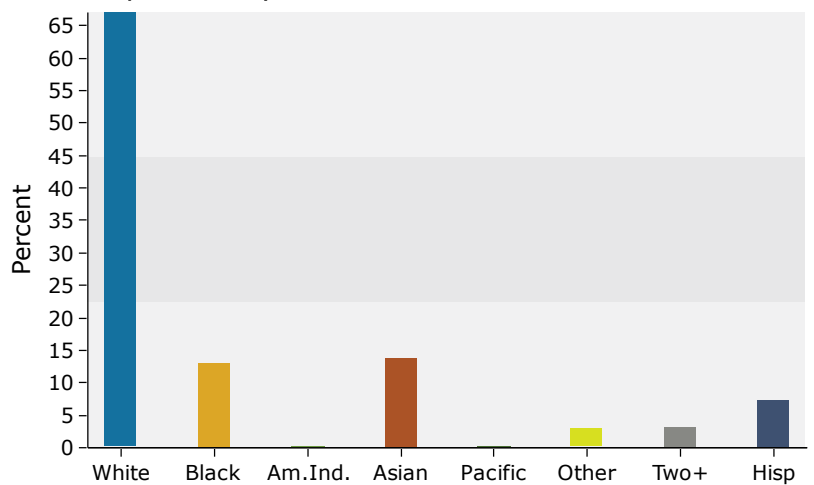
### Population by Age



### 2019 Household Income



### 2019 Population by Race



Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024.