

Willow Lawn
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 37.58217
Longitude: -77.49727

	1 mile	3 miles	5 miles
Population Summary			
2010 Total Population	7,414	88,264	237,347
2020 Total Population	8,716	94,973	255,415
2020 Group Quarters	63	4,595	12,792
2024 Total Population	9,742	98,755	262,243
2024 Group Quarters	62	4,601	12,792
2029 Total Population	10,478	102,531	267,376
2024-2029 Annual Rate	1.47%	0.75%	0.39%
2024 Total Daytime Population	25,962	131,488	357,745
Workers	22,209	92,972	246,769
Residents	3,753	38,516	110,976
Household Summary			
2010 Households	3,351	40,934	103,344
2010 Average Household Size	2.17	2.04	2.17
2020 Total Households	4,002	44,383	113,711
2020 Average Household Size	2.16	2.04	2.13
2024 Households	4,525	47,025	118,145
2024 Average Household Size	2.14	2.00	2.11
2029 Households	4,984	49,872	122,255
2029 Average Household Size	2.09	1.96	2.08
2024-2029 Annual Rate	1.95%	1.18%	0.69%
2010 Families	1,642	18,026	51,033
2010 Average Family Size	2.94	2.82	2.89
2024 Families	2,277	20,463	54,839
2024 Average Family Size	2.95	2.85	2.96
2029 Families	2,480	21,179	55,921
2029 Average Family Size	2.91	2.82	2.93
2024-2029 Annual Rate	1.72%	0.69%	0.39%
Housing Unit Summary			
2000 Housing Units	4,442	43,029	106,828
Owner Occupied Housing Units	60.5%	49.7%	48.9%
Renter Occupied Housing Units	34.4%	45.0%	45.1%
Vacant Housing Units	5.2%	5.2%	5.9%
2010 Housing Units	3,627	44,377	112,703
Owner Occupied Housing Units	70.6%	47.9%	46.1%
Renter Occupied Housing Units	21.8%	44.4%	45.6%
Vacant Housing Units	7.6%	7.8%	8.3%
2020 Housing Units	4,314	48,070	122,594
Owner Occupied Housing Units	64.4%	45.6%	42.9%
Renter Occupied Housing Units	28.3%	46.7%	49.9%
Vacant Housing Units	6.3%	7.7%	7.3%
2024 Housing Units	4,844	50,939	127,594
Owner Occupied Housing Units	59.6%	45.0%	43.5%
Renter Occupied Housing Units	33.8%	47.3%	49.1%
Vacant Housing Units	6.6%	7.7%	7.4%
2029 Housing Units	5,281	53,966	132,209
Owner Occupied Housing Units	55.1%	44.1%	43.6%
Renter Occupied Housing Units	39.3%	48.3%	48.9%
Vacant Housing Units	5.6%	7.6%	7.5%

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 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2024 Households by Income			
Household Income Base	4,525	47,018	118,138
<\$15,000	8.0%	8.2%	11.7%
\$15,000 - \$24,999	5.6%	5.6%	6.1%
\$25,000 - \$34,999	4.0%	5.9%	6.6%
\$35,000 - \$49,999	5.3%	8.6%	10.2%
\$50,000 - \$74,999	10.9%	14.4%	15.6%
\$75,000 - \$99,999	13.0%	11.2%	12.2%
\$100,000 - \$149,999	19.2%	18.9%	17.0%
\$150,000 - \$199,999	10.5%	10.2%	8.5%
\$200,000+	23.6%	17.0%	12.1%
Average Household Income	\$153,363	\$132,419	\$109,795
2029 Households by Income			
Household Income Base	4,984	49,865	122,248
<\$15,000	7.8%	7.8%	11.1%
\$15,000 - \$24,999	4.3%	4.5%	5.0%
\$25,000 - \$34,999	3.2%	4.9%	5.6%
\$35,000 - \$49,999	4.6%	7.3%	8.9%
\$50,000 - \$74,999	10.1%	12.9%	14.2%
\$75,000 - \$99,999	12.2%	10.3%	11.5%
\$100,000 - \$149,999	19.1%	19.8%	18.3%
\$150,000 - \$199,999	12.1%	12.0%	10.3%
\$200,000+	26.7%	20.7%	15.1%
Average Household Income	\$171,411	\$152,811	\$127,642
2024 Owner Occupied Housing Units by Value			
Total	2,887	22,905	55,400
<\$50,000	0.7%	0.8%	1.2%
\$50,000 - \$99,999	0.2%	0.5%	1.2%
\$100,000 - \$149,999	2.3%	1.0%	1.8%
\$150,000 - \$199,999	4.5%	2.4%	3.6%
\$200,000 - \$249,999	2.6%	4.6%	6.4%
\$250,000 - \$299,999	4.3%	9.0%	10.9%
\$300,000 - \$399,999	13.6%	19.7%	24.1%
\$400,000 - \$499,999	25.0%	16.4%	15.8%
\$500,000 - \$749,999	33.6%	28.4%	22.5%
\$750,000 - \$999,999	11.9%	11.0%	8.0%
\$1,000,000 - \$1,499,999	1.1%	4.2%	3.2%
\$1,500,000 - \$1,999,999	0.1%	1.2%	0.7%
\$2,000,000 +	0.0%	0.8%	0.6%
Average Home Value	\$519,064	\$549,697	\$485,417
2029 Owner Occupied Housing Units by Value			
Total	2,908	23,761	57,591
<\$50,000	0.6%	0.4%	0.7%
\$50,000 - \$99,999	0.0%	0.1%	0.5%
\$100,000 - \$149,999	0.9%	0.3%	0.7%
\$150,000 - \$199,999	2.4%	0.9%	1.2%
\$200,000 - \$249,999	1.4%	2.3%	2.8%
\$250,000 - \$299,999	2.6%	5.3%	6.0%
\$300,000 - \$399,999	8.5%	14.1%	19.1%
\$400,000 - \$499,999	19.4%	13.7%	16.0%
\$500,000 - \$749,999	40.3%	33.5%	29.5%
\$750,000 - \$999,999	20.6%	18.3%	14.1%
\$1,000,000 - \$1,499,999	3.1%	8.1%	7.0%
\$1,500,000 - \$1,999,999	0.3%	2.2%	1.4%
\$2,000,000 +	0.0%	0.9%	1.0%
Average Home Value	\$608,196	\$661,434	\$608,806

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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Median Household Income			
2024	\$105,932	\$89,875	\$74,404
2029	\$116,059	\$104,143	\$84,634
Median Home Value			
2024	\$486,791	\$473,386	\$404,677
2029	\$588,631	\$596,590	\$526,306
Per Capita Income			
2024	\$73,211	\$63,542	\$49,657
2029	\$83,953	\$74,784	\$58,524
Median Age			
2010	38.9	34.8	34.0
2020	37.4	35.2	34.2
2024	38.3	35.9	34.8
2029	40.3	37.9	36.6
2020 Population by Age			
Total	8,716	94,973	255,415
0 - 4	6.7%	5.0%	5.4%
5 - 9	4.7%	4.2%	4.7%
10 - 14	3.8%	4.1%	4.5%
15 - 24	7.8%	14.1%	16.6%
25 - 34	22.6%	22.3%	20.3%
35 - 44	14.7%	12.7%	12.3%
45 - 54	10.3%	10.2%	10.0%
55 - 64	11.3%	11.0%	11.2%
65 - 74	10.8%	9.3%	8.8%
75 - 84	5.0%	4.7%	4.2%
85 +	2.3%	2.5%	2.0%
18 +	82.5%	84.4%	82.8%
2024 Population by Age			
Total	9,742	98,752	262,241
0 - 4	6.3%	4.8%	5.3%
5 - 9	5.7%	4.5%	4.9%
10 - 14	3.8%	3.7%	4.2%
15 - 24	7.6%	12.6%	15.8%
25 - 34	20.1%	22.8%	20.3%
35 - 44	17.4%	14.8%	13.9%
45 - 54	10.2%	9.7%	9.7%
55 - 64	10.2%	10.0%	10.1%
65 - 74	10.3%	9.1%	9.0%
75 - 84	6.1%	5.4%	4.8%
85 +	2.2%	2.5%	2.0%
18 +	82.2%	84.9%	83.2%
2029 Population by Age			
Total	10,480	102,531	267,376
0 - 4	5.8%	4.5%	5.0%
5 - 9	5.3%	4.2%	4.6%
10 - 14	5.1%	4.2%	4.5%
15 - 24	7.7%	12.6%	15.5%
25 - 34	14.9%	19.1%	17.8%
35 - 44	19.4%	16.8%	15.3%
45 - 54	11.8%	10.6%	10.4%
55 - 64	9.5%	9.4%	9.4%
65 - 74	10.5%	9.3%	9.3%
75 - 84	7.4%	6.6%	6.0%
85 +	2.5%	2.7%	2.2%
18 +	81.6%	84.9%	83.4%

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2020 Population by Sex			
Males	4,194	45,257	120,831
Females	4,522	49,716	134,584
2024 Population by Sex			
Males	4,804	47,981	126,409
Females	4,938	50,774	135,834
2029 Population by Sex			
Males	5,149	49,725	128,523
Females	5,329	52,806	138,853
2010 Population by Race/Ethnicity			
Total	7,414	88,264	237,346
White Alone	83.6%	75.2%	57.1%
Black Alone	8.8%	16.5%	33.4%
American Indian Alone	0.4%	0.3%	0.3%
Asian Alone	3.7%	3.4%	4.4%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	2.0%	2.5%	2.3%
Two or More Races	1.4%	2.1%	2.4%
Hispanic Origin	4.4%	5.4%	5.4%
Diversity Index	35.2	46.5	60.4
2020 Population by Race/Ethnicity			
Total	8,716	94,973	255,415
White Alone	79.6%	71.8%	55.6%
Black Alone	7.2%	14.0%	28.0%
American Indian Alone	0.2%	0.3%	0.4%
Asian Alone	3.7%	3.8%	5.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	3.2%	3.8%	3.9%
Two or More Races	6.0%	6.3%	6.7%
Hispanic Origin	6.7%	7.3%	7.5%
Diversity Index	43.6	53.2	65.9
2024 Population by Race/Ethnicity			
Total	9,742	98,755	262,242
White Alone	77.5%	70.8%	54.9%
Black Alone	7.6%	14.0%	27.6%
American Indian Alone	0.3%	0.3%	0.4%
Asian Alone	4.2%	4.1%	5.8%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	3.9%	4.0%	4.2%
Two or More Races	6.5%	6.7%	7.1%
Hispanic Origin	7.8%	8.0%	8.3%
Diversity Index	47.5	54.9	67.2
2029 Population by Race/Ethnicity			
Total	10,478	102,531	267,377
White Alone	74.8%	68.9%	53.3%
Black Alone	8.3%	14.5%	27.9%
American Indian Alone	0.3%	0.4%	0.4%
Asian Alone	4.9%	4.5%	6.2%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	4.5%	4.4%	4.6%
Two or More Races	7.1%	7.3%	7.6%
Hispanic Origin	8.9%	8.8%	9.1%
Diversity Index	51.8	57.5	68.8

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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2020 Population by Relationship and Household Type			
Total	8,716	94,973	255,415
In Households	99.3%	95.2%	95.0%
Householder	47.4%	46.7%	44.4%
Opposite-Sex Spouse	19.0%	15.1%	13.3%
Same-Sex Spouse	0.4%	0.4%	0.4%
Opposite-Sex Unmarried Partner	3.6%	3.9%	3.5%
Same-Sex Unmarried Partner	0.4%	0.4%	0.4%
Biological Child	20.0%	18.5%	20.6%
Adopted Child	0.4%	0.3%	0.3%
Stepchild	0.5%	0.5%	0.6%
Grandchild	0.9%	1.0%	1.6%
Brother or Sister	0.9%	1.0%	1.3%
Parent	0.6%	0.6%	0.9%
Parent-in-law	0.1%	0.1%	0.1%
Son-in-law or Daughter-in-law	0.2%	0.2%	0.2%
Other Relatives	0.9%	0.9%	1.2%
Foster Child	0.1%	0.0%	0.0%
Other Nonrelatives	4.0%	5.6%	6.1%
In Group Quarters	0.7%	4.8%	5.0%
Institutionalized	0.7%	1.0%	1.2%
Noninstitutionalized	0.0%	3.8%	3.8%
2024 Population 25+ by Educational Attainment			
Total	7,454	73,426	183,256
Less than 9th Grade	2.3%	1.9%	2.4%
9th - 12th Grade, No Diploma	1.3%	3.9%	4.5%
High School Graduate	11.1%	11.7%	16.6%
GED/Alternative Credential	1.8%	2.0%	2.8%
Some College, No Degree	9.9%	13.1%	15.9%
Associate Degree	5.0%	4.4%	6.2%
Bachelor's Degree	37.7%	35.8%	30.4%
Graduate/Professional Degree	30.9%	27.2%	21.1%
2024 Population 15+ by Marital Status			
Total	8,195	85,864	224,660
Never Married	34.1%	42.2%	46.1%
Married	49.1%	41.9%	38.1%
Widowed	4.1%	4.9%	4.9%
Divorced	12.6%	10.9%	10.9%
2024 Civilian Population 16+ in Labor Force			
Civilian Population 16+	6,125	62,115	157,551
Population 16+ Employed	98.4%	97.5%	96.3%
Population 16+ Unemployment rate	1.6%	2.5%	3.7%
Population 16-24 Employed	6.8%	12.3%	14.8%
Population 16-24 Unemployment rate	6.6%	5.4%	7.9%
Population 25-54 Employed	70.4%	68.5%	65.4%
Population 25-54 Unemployment rate	0.4%	1.8%	2.8%
Population 55-64 Employed	13.2%	12.1%	12.7%
Population 55-64 Unemployment rate	3.2%	3.4%	3.5%
Population 65+ Employed	9.6%	7.2%	7.1%
Population 65+ Unemployment rate	4.4%	2.4%	2.0%

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September 23, 2024

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2024 Employed Population 16+ by Industry			
Total	6,028	60,551	151,797
Agriculture/Mining	0.0%	0.1%	0.2%
Construction	5.7%	5.3%	5.2%
Manufacturing	3.7%	4.7%	5.0%
Wholesale Trade	1.9%	2.2%	1.9%
Retail Trade	8.0%	9.6%	10.6%
Transportation/Utilities	3.6%	4.9%	4.8%
Information	1.1%	1.9%	1.9%
Finance/Insurance/Real Estate	16.3%	12.0%	10.3%
Services	53.5%	54.5%	54.7%
Public Administration	6.2%	4.8%	5.5%
2024 Employed Population 16+ by Occupation			
Total	6,027	60,552	151,798
White Collar	79.1%	75.0%	70.1%
Management/Business/Financial	27.6%	24.2%	20.0%
Professional	34.8%	33.4%	31.3%
Sales	8.1%	8.7%	8.7%
Administrative Support	8.6%	8.7%	10.1%
Services	11.5%	13.6%	16.6%
Blue Collar	9.4%	11.4%	13.3%
Farming/Forestry/Fishing	0.1%	0.0%	0.1%
Construction/Extraction	3.3%	3.6%	3.3%
Installation/Maintenance/Repair	1.1%	1.4%	1.5%
Production	1.7%	2.0%	2.7%
Transportation/Material Moving	3.2%	4.5%	5.7%
2020 Households by Type			
Total	4,002	44,383	113,711
Married Couple Households	41.1%	33.0%	30.8%
With Own Children <18	16.0%	12.2%	11.2%
Without Own Children <18	25.1%	20.9%	19.6%
Cohabiting Couple Households	7.9%	9.2%	8.6%
With Own Children <18	0.8%	1.1%	1.5%
Without Own Children <18	7.0%	8.1%	7.1%
Male Householder, No Spouse/Partner	19.3%	23.6%	23.7%
Living Alone	14.5%	17.2%	16.4%
65 Years and over	4.1%	4.1%	3.8%
With Own Children <18	1.0%	1.1%	1.4%
Without Own Children <18, With Relatives	1.7%	2.0%	2.5%
No Relatives Present	2.1%	3.2%	3.5%
Female Householder, No Spouse/Partner	31.8%	34.2%	36.9%
Living Alone	23.3%	23.1%	21.9%
65 Years and over	11.4%	8.9%	8.1%
With Own Children <18	2.6%	3.2%	5.2%
Without Own Children <18, With Relatives	4.6%	4.6%	6.4%
No Relatives Present	1.3%	3.3%	3.4%
2020 Households by Size			
Total	4,002	44,383	113,711
1 Person Household	37.8%	40.3%	38.2%
2 Person Household	33.8%	34.6%	33.5%
3 Person Household	13.6%	12.1%	13.5%
4 Person Household	10.2%	8.5%	9.1%
5 Person Household	2.9%	3.1%	3.6%
6 Person Household	1.2%	1.0%	1.3%
7 + Person Household	0.4%	0.5%	0.7%

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2020 Households by Tenure and Mortgage Status			
Total	4,002	44,383	113,711
Owner Occupied	69.5%	49.4%	46.2%
Owned with a Mortgage/Loan	49.8%	35.8%	34.0%
Owned Free and Clear	19.7%	13.6%	12.3%
Renter Occupied	30.5%	50.6%	53.8%
2024 Affordability, Mortgage and Wealth			
Housing Affordability Index	86	75	73
Percent of Income for Mortgage	28.8%	33.0%	34.0%
Wealth Index	143	107	87
2020 Housing Units By Urban/ Rural Status			
Total	4,314	48,070	122,594
Urban Housing Units	100.0%	100.0%	100.0%
Rural Housing Units	0.0%	0.0%	0.0%
2020 Population By Urban/ Rural Status			
Total	8,716	94,973	255,415
Urban Population	100.0%	100.0%	100.0%
Rural Population	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.	Front Porches (8E)	Metro Renters (3B)	College Towns (14B)
2.	Golden Years (9B)	Emerald City (8B)	Metro Renters (3B)
3.	Emerald City (8B)	College Towns (14B)	Emerald City (8B)
2024 Consumer Spending			
Apparel & Services: Total \$	\$14,542,191	\$136,816,319	\$290,845,560
Average Spent	\$3,213.74	\$2,909.44	\$2,461.77
Spending Potential Index	135	122	103
Education: Total \$	\$11,095,593	\$100,775,178	\$210,575,772
Average Spent	\$2,452.06	\$2,143.01	\$1,782.35
Spending Potential Index	142	124	103
Entertainment/Recreation: Total \$	\$25,045,110	\$221,328,151	\$462,153,588
Average Spent	\$5,534.83	\$4,706.61	\$3,911.75
Spending Potential Index	135	115	96
Food at Home: Total \$	\$44,249,715	\$404,822,927	\$857,937,550
Average Spent	\$9,778.94	\$8,608.67	\$7,261.73
Spending Potential Index	134	118	99
Food Away from Home: Total \$	\$24,098,462	\$223,654,363	\$470,816,484
Average Spent	\$5,325.63	\$4,756.07	\$3,985.07
Spending Potential Index	137	122	102
Health Care: Total \$	\$46,282,336	\$399,054,607	\$845,117,016
Average Spent	\$10,228.14	\$8,486.01	\$7,153.22
Spending Potential Index	133	110	93
HH Furnishings & Equipment: Total \$	\$19,253,712	\$171,800,444	\$362,763,494
Average Spent	\$4,254.96	\$3,653.39	\$3,070.49
Spending Potential Index	134	115	97
Personal Care Products & Services: Total \$	\$6,224,980	\$57,089,612	\$119,304,486
Average Spent	\$1,375.69	\$1,214.03	\$1,009.81
Spending Potential Index	138	122	101
Shelter: Total \$	\$164,198,565	\$1,502,002,903	\$3,135,684,020
Average Spent	\$36,286.98	\$31,940.52	\$26,540.98
Spending Potential Index	136	120	100
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$21,424,918	\$178,931,500	\$372,394,368
Average Spent	\$4,734.79	\$3,805.03	\$3,152.01
Spending Potential Index	135	109	90
Travel: Total \$	\$18,727,193	\$166,444,499	\$341,541,400
Average Spent	\$4,138.61	\$3,539.49	\$2,890.87
Spending Potential Index	136	117	95
Vehicle Maintenance & Repairs: Total \$	\$8,983,541	\$80,652,550	\$172,852,939
Average Spent	\$1,985.31	\$1,715.10	\$1,463.06
Spending Potential Index	134	116	99

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 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.