

PopStats: Enhanced Demographics

1990 - 2000 - 2010 Census, Q2 2021 Estimates & Q2 2026 Projections
Calculated using TAS Retrieval



Aug 13, 2021

Latitude: 37.582168 Longitude: -77.497271

Willow Lawn		1 Mile Radius	3 Mile Radius	5 Mile Radius
Population	Q2 2021 Estimated Population	9,353	96,024	258,816
	Total Daytime Population	24,621	141,856	403,965
	2026 Projected Population	10,089	97,137	261,569
	2010 Census Population	7,692	88,548	239,762
	2000 Census Population	9,180	86,490	228,551
	1990 Census Population	9,160	87,849	226,031
	Historical Annual Growth 1990 to 2000	0.02%	-0.16%	0.11%
	Historical Annual Growth 2000 to 2010	-1.75%	0.24%	0.48%
	Estimated Annual Growth 2010 to 2021	1.75%	0.72%	0.68%
	Projected Annual Growth 2021 to 2026	1.53%	0.23%	0.21%
	Population in Group Quarters	138	4,503	13,148
	Transient Population (not included in pop counts)	189	1,426	3,304
	Seasonal Population (not included in pop counts)	17	196	433
Households	Q2 2021 Estimated Households	4,473	44,842	113,761
	2026 Projected Households	4,835	45,299	115,180
	2010 Census Households	3,642	41,130	104,199
	2000 Census Households	4,388	40,673	101,119
	1990 Census Households	4,482	41,198	98,475
	Historical Annual Growth 1990 to 2000	-0.21%	-0.13%	0.27%
	Historical Annual Growth 2000 to 2010	-1.85%	0.11%	0.30%
	Estimated Annual Growth 2010 to 2021	1.84%	0.77%	0.78%
	Projected Annual Growth 2021 to 2026	1.57%	0.20%	0.25%
	Persons per Household	2.06	2.04	2.16
Income	HH Income \$500,000 or more	3.06%	2.11%	1.48%
	HH Income \$250,000 to \$499,999	3.63%	2.50%	1.76%
	HH Income \$200,000 to \$249,999	8.48%	5.86%	4.12%
	HH Income \$175,000 to \$199,999	4.78%	4.53%	3.18%
	HH Income \$150,000 to \$174,999	7.00%	5.45%	4.24%
	HH Income \$100,000 to 149,999	18.76%	16.86%	14.66%
	HH Income \$75,000 to 99,999	14.30%	11.90%	12.10%
	HH Income \$50,000 to 74,999	13.08%	16.01%	17.10%
	HH Income \$35,000 to 49,999	8.76%	12.12%	13.30%
	HH Income \$25,000 to 34,999	6.16%	7.90%	8.84%
	HH Income \$15,000 to 24,999	6.27%	7.27%	8.48%
	HH Income \$0 to 14,999	5.74%	7.49%	10.73%
	Average Household Income	\$129,329	\$111,819	\$91,993
	Median Household Income	\$91,675	\$73,602	\$61,816
	Per Capita Income	\$62,574	\$52,813	\$41,090
Gender	Male Population	4,487	46,669	124,815
	Female Population	4,865	49,356	134,001

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Willow Lawn		1 Mile Radius	3 Mile Radius	5 Mile Radius
Total Population by Age	Age 0 - 5	7.07%	7.26%	6.99%
	Age 5 - 14	13.42%	11.69%	11.48%
	Age 14 - 18	4.42%	3.65%	4.06%
	Age 18 - 22	2.98%	8.14%	8.70%
	Age 22 - 25	1.76%	3.10%	3.48%
	Age 25 - 30	3.19%	3.58%	4.78%
	Age 30 - 35	4.58%	7.21%	7.33%
	Age 35 - 40	8.92%	9.45%	8.48%
	Age 40 - 45	9.29%	7.58%	6.95%
	Age 45 - 50	7.81%	6.14%	5.84%
	Age 50 - 55	6.17%	5.55%	5.43%
	Age 55 - 60	5.86%	5.45%	5.58%
	Age 60 - 65	6.06%	5.35%	5.58%
	Age 65 - 70	5.56%	4.97%	5.05%
	Age 70 - 75	4.96%	4.30%	4.12%
	Age 75 - 80	3.21%	2.90%	2.78%
	Age 80 - 85	2.46%	1.83%	1.78%
	Age 85 and over	2.28%	1.84%	1.60%
	Median Age	42.0	37.8	36.9
	Average Age	40.8	38.5	38.0
Male Population by Age	Age 0 - 5	7.54%	7.62%	7.38%
	Age 5 - 14	14.33%	12.25%	12.09%
	Age 14 - 18	4.62%	3.82%	4.27%
	Age 18 - 22	3.11%	8.06%	8.69%
	Age 22 - 25	1.90%	3.27%	3.74%
	Age 25 - 30	3.52%	3.78%	5.13%
	Age 30 - 35	5.22%	7.22%	7.42%
	Age 35 - 40	8.69%	9.52%	8.57%
	Age 40 - 45	9.72%	7.97%	7.19%
	Age 45 - 50	8.50%	6.53%	6.13%
	Age 50 - 55	6.25%	5.78%	5.55%
	Age 55 - 60	6.12%	5.49%	5.52%
	Age 60 - 65	5.85%	5.26%	5.37%
	Age 65 - 70	5.01%	4.74%	4.70%
	Age 70 - 75	4.26%	3.98%	3.75%
	Age 75 - 80	2.39%	2.41%	2.32%
	Age 80 - 85	1.79%	1.36%	1.32%
	Age 85 and over	1.20%	0.95%	0.88%
	Median Age	40.6	37.1	35.7
	Average Age	38.7	37.2	36.6

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Willow Lawn		1 Mile Radius	3 Mile Radius	5 Mile Radius
Female Population by Age	Age 0 - 5	6.65%	6.93%	6.62%
	Age 5 - 14	12.58%	11.16%	10.90%
	Age 14 - 18	4.23%	3.50%	3.87%
	Age 18 - 22	2.86%	8.22%	8.71%
	Age 22 - 25	1.63%	2.94%	3.25%
	Age 25 - 30	2.89%	3.38%	4.45%
	Age 30 - 35	3.99%	7.20%	7.25%
	Age 35 - 40	9.14%	9.39%	8.39%
	Age 40 - 45	8.89%	7.21%	6.74%
	Age 45 - 50	7.19%	5.78%	5.56%
	Age 50 - 55	6.10%	5.34%	5.32%
	Age 55 - 60	5.62%	5.41%	5.64%
	Age 60 - 65	6.25%	5.44%	5.77%
	Age 65 - 70	6.06%	5.18%	5.38%
	Age 70 - 75	5.62%	4.60%	4.47%
	Age 75 - 80	3.96%	3.37%	3.21%
	Age 80 - 85	3.08%	2.28%	2.21%
	Age 85 and over	3.27%	2.68%	2.26%
	Median Age	43.4	38.6	38.0
	Average Age	42.7	39.7	39.4
Race / Ethnicity	Q2 2021 Estimated Population	9,353	96,024	258,816
	% of Total Population: Eth White	82.1%	71.2%	54.2%
	% of Total Population: Eth Black	7.9%	16.4%	32.7%
	% of Total Population: Eth Asian	3.9%	3.5%	4.4%
	% of Total Population: Hispanic	4.1%	6.1%	5.5%
	% of Total Population: Eth Other	1.9%	2.7%	3.1%
Education (Age 25+)	Adult Population (25 Years or Older)	6,580	63,523	168,982
	Elementary (0 to 8)	2.51%	3.03%	3.29%
	Some High School (9 to 11)	2.88%	5.13%	6.82%
	High School Graduate (12)	13.41%	15.01%	19.40%
	Educated Population Age 25+: Associates Degree	4.7%	4.6%	6.1%
	Educated Population Age 25+: Bachelors Degree	36.9%	33.3%	27.5%
	Educated Population Age 25+: Graduate Degree	25.7%	22.9%	18.1%
	Educated Bachelors Degree and Greater	62.7%	56.2%	45.7%
Household Type	1 Person Household	40.27%	40.66%	37.80%
	2 Person Household	33.11%	34.07%	32.99%
	3 Person Household	13.41%	12.78%	14.32%
	4 Person Household	9.15%	8.17%	9.12%
	5 Person Household	2.68%	2.79%	3.56%
	6 Person Household	0.91%	0.98%	1.35%
	7+ Person Household	0.48%	0.56%	0.85%
Housing	Total Housing Units	4,743	48,334	123,527
	Owner Occupied Percent	65.73%	47.99%	46.06%
	Renter Occupied Percent	28.58%	44.79%	46.04%
	Vacant Housing Percent	5.69%	7.22%	7.91%
	For Rent (Census 2000)	41.73%	45.45%	44.73%

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Housing	For Sale (Census 2000)	16.66%	16.59%	16.38%
	Rented or Sold, not yet occupied (Census 2000)	11.17%	10.39%	11.37%
	Seasonal (Census 2000)	15.46%	13.66%	8.87%
	Other (Census 2000)	14.97%	13.91%	18.65%
Homes Built By Year	Homes Built 1990 to 2000	1.92%	2.35%	5.66%
	Homes Built 1980 to 1989	3.33%	4.91%	10.10%
	Homes Built 1970 to 1979	4.56%	8.74%	15.07%
	Homes Built 1960 to 1969	16.22%	13.09%	16.66%
	Homes Built 1950 to 1959	36.64%	23.20%	19.98%
	Homes Built 1940 to 1949	25.46%	17.05%	11.79%
	Homes Built Before 1939	11.88%	30.66%	20.74%
Home Value (Owner Occupied)	Property Value \$1,000,000 or more	3.71%	5.53%	3.18%
	Property Value \$750,000 to \$999,999	5.99%	7.55%	5.02%
	Property Value \$500,000 to \$749,999	15.90%	13.79%	10.24%
	Property Value \$400,000 to \$499,999	18.50%	13.44%	11.36%
	Property Value \$300,000, to \$399,999	20.83%	19.05%	19.22%
	Property Value \$200,000 to \$299,999	21.38%	24.07%	28.51%
	Property Value \$150,000 to \$199,999	8.43%	8.89%	11.27%
	Property Value \$100,000 to \$149,999	3.22%	3.48%	6.35%
	Property Value \$60,000 to \$99,999	0.28%	1.06%	2.13%
	Property Value \$40,000 to \$59,999	0.07%	0.23%	0.34%
	Property Value \$0 to \$39,999	0.55%	0.69%	1.07%
	Average Home Value	\$434,573	\$470,238	\$389,696
	Median Home Value	\$374,423	\$354,957	\$298,875
	Median Rent	\$556	\$615	\$599
Occupation (Employed Civilians Age 16+)	Employed Civilian Population 16+ by Occupation	5,020	51,065	131,948
	Managerial/Executive	23.69%	20.23%	16.71%
	Professional Specialty	36.10%	30.65%	27.25%
	Healthcare Support	1.55%	2.38%	3.10%
	Sales	9.44%	11.26%	11.37%
	Office & Administrative Support	8.70%	9.68%	11.28%
	Protective Service	0.71%	1.20%	1.82%
	Food Preparation	4.42%	6.06%	7.02%
	Building Maintenance & Cleaning	2.92%	2.33%	3.28%
	Personal Care	2.64%	3.68%	3.83%
	Farming, Fishing, & Forestry	0.35%	0.10%	0.18%
	Construction	2.88%	5.29%	5.01%
	Production & Transportation	6.59%	7.14%	9.13%
	Percent White Collar Workers	79.48%	74.20%	69.72%
	Percent Blue Collar Workers	20.52%	25.80%	30.28%

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Willow Lawn		1 Mile Radius	3 Mile Radius	5 Mile Radius
Employment by Industry (Employed Civilians Age 16+)	Agriculture/Mining/Construction	4.19%	5.47%	5.02%
	Manufacturing	5.09%	4.94%	4.98%
	Transportation	2.66%	3.71%	4.38%
	Information	1.20%	2.03%	1.81%
	Wholesale/Retail	11.16%	12.11%	13.41%
	Finance, Insurance, Real Estate	17.10%	11.84%	9.80%
	Professional Services	13.12%	11.34%	9.14%
	Management Services	0.09%	0.18%	0.16%
	Administrative/Waste Services	3.55%	3.53%	4.39%
	Educational Services	25.05%	25.33%	25.84%
	Entertainment Services	8.15%	10.39%	11.03%
	Other Professional Services	4.05%	4.80%	5.15%
	Public Administration	4.59%	4.32%	4.89%
Transportation To Work	Drive to Work Alone	80.27%	78.19%	77.12%
	Drive to Work Carpool	10.27%	8.98%	10.86%
	Travel to Work by Public Transportation	2.32%	4.04%	4.55%
	Drive to Work on Motorcycle	0.12%	0.15%	0.11%
	Drive to Work on Bicycle	0.70%	1.15%	0.88%
	Walked to Work	2.06%	3.97%	3.46%
	Other Means	0.90%	0.56%	0.60%
	Work at Home	3.36%	2.97%	2.42%
Travel Time To Work	Travel to Work in Less than 5 Minutes	1.54%	2.41%	2.05%
	Travel to Work in 5 to 9 Minutes	13.91%	12.53%	10.91%
	Travel to Work in 10 to 14 Minutes	23.55%	22.45%	19.73%
	Travel to Work in 15 to 19 Minutes	24.90%	24.08%	23.65%
	Travel to Work in 20 to 29 Minutes	23.15%	23.81%	25.29%
	Travel to Work in 30 to 44 Minutes	8.63%	9.65%	12.37%
	Travel to Work in 45 to 59 Minutes	1.28%	1.83%	2.61%
	Travel to Work in 60 Minutes or more	3.00%	3.36%	3.37%
	Average Travel Time to Work	17.5	18.3	19.5
Vehicles per HH	No Vehicles	5.98%	10.31%	11.62%
	1 Vehicle	37.86%	38.02%	39.62%
	2 Vehicles	41.17%	37.01%	34.13%
	3 or more vehicles	14.99%	14.66%	14.63%
	Average Number of Vehicles	1.7	1.6	1.6
Change	Births (last 12 months)	78	1,025	2,974
	Deaths (last 12 months)	84	749	1,953
	Migration (last 12 months)	254	893	-31
Work place	Workplace Establishments	1,082	4,790	10,362
	Workplace Employees (FTE)	21,360	86,144	195,006

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Willow Lawn		1 Mile Radius	3 Mile Radius	5 Mile Radius
Estimated Population by Category	Population in HH	9,215	91,522	245,669
	Category A - Crème de la Crème	50.01%	23.98%	16.19%
	Category B - Urban Cliff Hangers	0	0	1.61%
	Category C - Urban Cliff Dwellers	0	3.78%	4.20%
	Category D - Seasoned Urban Dwellers	0	0.90%	1.21%
	Category E - Thriving Alone	28.80%	32.46%	18.91%
	Category F - Going it Alone	10.30%	20.99%	18.50%
	Category G - Struggling Alone	10.73%	1.24%	0.46%
	Category H - Single in the Suburbs	0	4.97%	5.69%
	Category I - Married in the Suburbs	0	0	1.38%
	Category J - Retired in the Suburbs	0	0	1.29%
	Category K - Living with Nature	0	0	0
	Category L - Working with Nature	0	0	0
	Category M - Harlem Gateway	0.16%	8.43%	26.04%
	Category N - Espaniola	0	0	0
	Category O - Specialties	0	3.25%	4.52%
Apparel, Footwear, and Jewelry	Total Apparel and Footwear	\$5,826,362	\$55,983,984	\$145,375,168
	Total Men and Boys Apparel	\$1,518,130	\$14,757,057	\$38,011,430
	Total Women and Girls Apparel	\$2,670,568	\$25,498,102	\$65,815,950
	Total Children Under 2 Apparel	\$170,117	\$1,842,066	\$4,965,774
	Total Footwear	\$1,467,547	\$13,886,760	\$36,582,015
	Jewelry, watches, and repair	\$292,277	\$2,794,085	\$6,884,337
Automotive	Gasoline including diesel	\$8,182,490	\$79,854,182	\$211,707,683
	Total Automotive Parts, Tires, and Service	\$3,727,604	\$35,876,179	\$94,232,235
	Automotive Parts/Equip./Acc./Fluids (no svc)	\$268,008	\$2,693,311	\$7,327,219
	Automotive Tires - purchase, replace, install	\$633,285	\$6,012,212	\$15,708,904
	Automotive Services (incl. parts and labor)	\$2,826,313	\$27,170,703	\$71,196,191
Building Supplies, Hardware, Lawn & Garden	Total Maintenance and Repair Services	\$3,331,668	\$31,638,142	\$81,332,052
	Total Maintenance and Repair Commodities	\$988,259	\$9,129,385	\$23,609,412
	Lawn and garden supplies and equipment	\$750,500	\$7,186,483	\$18,868,438
	Paints, wallpaper and supplies	\$96,264	\$912,589	\$2,388,709
	Power and Hand Tools	\$217,692	\$2,107,991	\$5,604,945

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Electronics, Games, and Media	Televisions and Video players	\$334,034	\$3,313,148	\$8,637,782
	Sound components, radios, portable audio	\$65,370	\$627,794	\$1,612,893
	Video Game Hardware and Software	\$131,511	\$1,329,928	\$3,538,006
	CDs and DVDs	\$42,834	\$421,002	\$1,108,905
Grocery and Liquor/Beer/Wine	Food/Goods/Beverages at Grocery Stores	\$24,958,342	\$248,286,990	\$667,288,373
	Food/Nonalcoholic Beverages at Grocery Stores	\$21,475,130	\$213,353,754	\$572,627,826
	Liquor/Beer/Wine-Retail Stores	\$1,169,960	\$11,367,605	\$29,098,491
Hobby/Special Interest	Musical Instruments and Accessories	\$114,168	\$1,120,720	\$2,810,538
	Pets, Pet supplies, Vet services	\$2,448,383	\$23,169,035	\$60,626,760
	Photographer Fees	\$61,254	\$577,681	\$1,389,857
	Reading: Books, Magazines, Newspapers	\$261,109	\$2,499,940	\$6,554,963
	Recreational Lessons	\$427,568	\$3,755,594	\$8,902,968
	Sewing: Machines, Material, Drapery/Slip Covers	\$304,682	\$2,985,559	\$7,756,620
	Sporting Goods and Exercise Equipment	\$627,745	\$6,135,484	\$15,792,992
	Toys, Games, and Hobbies	\$267,787	\$2,602,993	\$6,696,452
Home Furnishings and Equipment	Floor coverings (non-permanent)	\$92,922	\$867,098	\$2,198,829
	Furniture (incl. mattress/springs)	\$1,937,797	\$18,758,371	\$48,275,905
	Household textiles, linens, draperies	\$420,130	\$4,061,632	\$10,689,112
	Mattress and springs	\$389,880	\$3,819,877	\$9,852,022
	Major Appliances	\$947,384	\$8,693,537	\$22,288,469
	Total Housewares and small appliances	\$411,936	\$4,024,101	\$10,691,444
	Window coverings	\$92,733	\$909,789	\$2,240,220
Medical Services and Supplies	Total Drugs	\$2,309,481	\$22,585,831	\$60,534,204
	Total Medical Supplies (incl. eyeglasses)	\$939,511	\$8,868,301	\$23,212,686
	Eyeglasses and contact lenses	\$526,712	\$5,001,065	\$12,971,700
	Physician's services	\$1,389,517	\$12,985,072	\$33,243,962
	Dental services	\$2,183,027	\$21,000,101	\$55,063,710
	Eyecare services	\$375,284	\$3,494,723	\$9,100,438
	Lab tests, x-rays	\$362,855	\$3,427,056	\$8,844,256
Personal Care and Other Services	Cosmetics, perfume, bath preparations	\$746,908	\$7,227,069	\$18,975,347
	Cellular phone service	\$4,645,733	\$45,215,329	\$119,554,853
	Day care centers, nursery, and preschools	\$1,392,490	\$11,606,701	\$27,043,019
	Dry Cleaning services	\$160,327	\$1,452,898	\$3,521,981
	Floristry: indoor plants, fresh flowers	\$184,835	\$1,727,330	\$4,425,679
	Insurance: Home/Vehicle/Life (excl. health)	\$10,007,652	\$95,672,129	\$251,372,098
	Postage and stationery	\$487,548	\$4,645,169	\$12,326,636
	Tobacco products and supplies	\$1,293,186	\$13,415,536	\$37,297,274
	Total Personal care services	\$1,460,393	\$13,845,583	\$35,723,629
	Total Personal care products (incl. cosmetics)	\$1,603,973	\$15,498,029	\$40,921,884

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Willow Lawn		1 Mile Radius	3 Mile Radius	5 Mile Radius
Restaurants	Total meals at restaurants (except on trips)	\$11,961,220	\$114,760,950	\$299,847,585
	Snacks & Non-alcoholic Bevs	\$903,427	\$8,702,459	\$22,752,080
	Breakfast and Brunch	\$1,237,353	\$12,001,449	\$31,790,745
	Lunch	\$3,674,558	\$35,514,584	\$93,403,279
	Dinner	\$6,145,885	\$58,542,444	\$151,901,441
	Total Quick Service Restaurants	\$5,423,780	\$52,995,060	\$140,250,405
	Total Full Service Restaurants	\$6,537,428	\$61,765,869	\$159,597,010