

Latitude: 37.619449
 Longitude: -77.61313

10498 Ridgefield Pky
 Richmond, VA 23233
 Radius: 1.0 mile

10498 Ridgefield Pky
 Richmond, VA 23233
 Radius: 3.0 mile

10498 Ridgefield Pky
 Richmond, VA 23233
 Radius: 5.0 mile



	10498 Ridgefield Pky Richmond, VA 23233 Radius: 1.0 mile	10498 Ridgefield Pky Richmond, VA 23233 Radius: 3.0 mile	10498 Ridgefield Pky Richmond, VA 23233 Radius: 5.0 mile
2000 Total Population	9,751	64,217	122,834
2000 Group Quarters	28	1,178	3,546
2007 Total Population	9,987	68,225	137,086
2012 Total Population	10,277	71,733	145,009
2007 - 2012 Annual Rate	0.57%	1.01%	1.13%



2000 Households	3,669	25,935	49,923
2000 Average Household Size	2.65	2.43	2.39
2007 Households	3,746	27,744	55,921
2007 Average Household Size	2.66	2.42	2.38
2012 Households	3,859	29,297	59,348
2012 Average Household Size	2.66	2.41	2.38
2007 - 2012 Annual Rate	0.6%	1.1%	1.2%
2000 Families	2,783	17,091	32,063
2000 Average Family Size	3.09	3.04	3
2007 Families	2,745	17,442	34,618
2007 Average Family Size	3.16	3.08	3.04
2012 Families	2,762	17,835	35,659
2012 Average Family Size	3.19	3.12	3.07
2007 - 2012 Annual Rate	0.12%	0.45%	0.59%



2000 Housing Units	3,727	26,791	51,798
Owner Occupied Housing Units	91.9%	66.8%	63.9%
Renter Occupied Housing Units	6.5%	30.0%	32.4%
Vacant Housing Units	1.5%	3.2%	3.7%
2007 Housing Units	3,839	29,057	59,117
Owner Occupied Housing Units	90.9%	64.9%	63.0%
Renter Occupied Housing Units	6.7%	30.6%	31.6%
Vacant Housing Units	2.4%	4.5%	5.4%
2012 Housing Units	3,978	30,926	63,274
Owner Occupied Housing Units	90.2%	64.0%	62.2%
Renter Occupied Housing Units	6.8%	30.7%	31.6%
Vacant Housing Units	3.0%	5.3%	6.2%

Median Household Income

2000	\$75,146	\$62,356	\$58,760
2007	\$95,640	\$76,987	\$73,956
2012	\$114,706	\$90,589	\$87,034

Median Home Value

2000	\$168,619	\$161,139	\$151,701
2007	\$292,180	\$285,821	\$278,169
2012	\$344,826	\$343,166	\$334,403

Per Capita Income

2000	\$35,220	\$32,998	\$32,077
2007	\$45,912	\$42,391	\$41,291
2012	\$56,792	\$52,036	\$50,448

Median Age

2000	37.8	37.4	36.0
2007	40.6	39.2	37.5
2012	42.3	39.9	38.3

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 total population. Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2007 and 2012.



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Richmond, VA 23233
Radius: 5.0 mile



2000 Households by Income

Household Income Base	10498 Ridgefield Pky	10498 Ridgefield Pky	10498 Ridgefield Pky
< \$15,000	3,693	25,918	50,012
\$15,000 - \$24,999	2.5%	5.6%	6.2%
\$25,000 - \$34,999	4.5%	7.2%	8.0%
\$35,000 - \$49,999	6.4%	10.7%	11.2%
\$50,000 - \$74,999	13.4%	14.6%	15.8%
\$75,000 - \$99,999	23.0%	22.2%	22.4%
\$100,000 - \$149,999	17.9%	15.7%	14.9%
\$150,000 - \$199,999	20.7%	14.0%	12.5%
\$200,000+	4.6%	4.7%	4.2%
Average Household Income	7.0%	5.4%	4.8%
	\$91,465	\$80,335	\$77,460

2007 Households by Income

Household Income Base	10498 Ridgefield Pky	10498 Ridgefield Pky	10498 Ridgefield Pky
< \$15,000	3,748	27,744	55,921
\$15,000 - \$24,999	1.7%	3.9%	4.3%
\$25,000 - \$34,999	1.8%	4.4%	4.6%
\$35,000 - \$49,999	4.7%	7.4%	7.7%
\$50,000 - \$74,999	7.2%	12.5%	13.1%
\$75,000 - \$99,999	19.6%	20.1%	21.1%
\$100,000 - \$149,999	17.3%	15.1%	15.2%
\$150,000 - \$199,999	26.9%	20.4%	19.2%
\$200,000+	10.5%	7.2%	6.7%
Average Household Income	10.3%	9.0%	8.2%
	\$121,222	\$103,730	\$99,614

2012 Households by Income

Household Income Base	10498 Ridgefield Pky	10498 Ridgefield Pky	10498 Ridgefield Pky
< \$15,000	3,859	29,299	59,350
\$15,000 - \$24,999	1.5%	3.3%	3.6%
\$25,000 - \$34,999	1.3%	3.2%	3.2%
\$35,000 - \$49,999	2.2%	4.9%	5.3%
\$50,000 - \$74,999	6.1%	10.5%	10.7%
\$75,000 - \$99,999	14.8%	17.5%	18.4%
\$100,000 - \$149,999	15.1%	15.5%	15.9%
\$150,000 - \$199,999	26.5%	21.9%	21.6%
\$200,000+	16.0%	10.3%	9.4%
Average Household Income	16.7%	13.1%	12.0%
	\$149,979	\$126,931	\$121,389

2000 Owner Occupied HUs by Value

Total	10498 Ridgefield Pky	10498 Ridgefield Pky	10498 Ridgefield Pky
<\$50,000	3,336	17,884	33,158
\$50,000 - 99,999	0.7%	0.5%	0.4%
\$100,000 - 149,999	10.7%	14.7%	16.6%
\$150,000 - 199,999	25.8%	28.6%	32.1%
\$200,000 - \$299,999	33.5%	25.2%	21.2%
\$300,000 - 499,999	22.9%	19.4%	17.5%
\$500,000 - 999,999	5.5%	9.4%	9.2%
\$1,000,000+	0.9%	1.9%	2.5%
Average Home Value	0.0%	0.2%	0.4%
	\$180,312	\$190,469	\$191,027

2000 Specified Renter Occupied HUs by Contract Rent

Total	10498 Ridgefield Pky	10498 Ridgefield Pky	10498 Ridgefield Pky
With Cash Rent	289	8,009	16,700
No Cash Rent	91.3%	98.0%	98.1%
Median Rent	8.7%	2.0%	1.9%
Average Rent	\$797	\$640	\$647
	\$867	\$763	\$710

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. Specified Renter Occupied HUs exclude houses on 10+ acres. Average Rent excludes units paying no cash rent.

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2000 Population by Age

	10498 Ridgefield Pky Richmond, VA 23233 Radius: 1.0 mile	10498 Ridgefield Pky Richmond, VA 23233 Radius: 3.0 mile	10498 Ridgefield Pky Richmond, VA 23233 Radius: 5.0 mile
Total	9,751	64,212	122,838
0 - 4	6.8%	6.6%	6.6%
5 - 9	7.6%	7.5%	7.0%
10 - 14	8.6%	7.6%	6.8%
15 - 19	6.7%	5.8%	6.1%
20 - 24	2.7%	4.6%	6.2%
25 - 34	12.7%	13.6%	15.6%
35 - 44	17.9%	17.7%	17.2%
45 - 54	20.1%	15.9%	14.7%
55 - 64	9.2%	7.9%	7.7%
65 - 74	4.7%	5.9%	6.0%
75 - 84	2.4%	4.7%	4.5%
85+	0.7%	2.1%	1.7%
18+	72.1%	74.1%	75.8%

2007 Population by Age

	10498 Ridgefield Pky Richmond, VA 23233 Radius: 1.0 mile	10498 Ridgefield Pky Richmond, VA 23233 Radius: 3.0 mile	10498 Ridgefield Pky Richmond, VA 23233 Radius: 5.0 mile
Total	9,986	68,224	137,087
0 - 4	6.2%	6.2%	6.3%
5 - 9	7.7%	6.7%	6.6%
10 - 14	7.8%	7.1%	6.7%
15 - 19	7.6%	6.8%	7.1%
20 - 24	3.7%	5.7%	6.5%
25 - 34	8.3%	11.4%	13.1%
35 - 44	16.3%	15.1%	15.7%
45 - 54	21.0%	16.8%	15.4%
55 - 64	13.5%	11.2%	10.6%
65 - 74	4.4%	5.2%	5.1%
75 - 84	2.6%	5.1%	4.8%
85+	0.9%	2.7%	2.1%
18+	73.2%	75.6%	76.3%

2012 Population by Age

	10498 Ridgefield Pky Richmond, VA 23233 Radius: 1.0 mile	10498 Ridgefield Pky Richmond, VA 23233 Radius: 3.0 mile	10498 Ridgefield Pky Richmond, VA 23233 Radius: 5.0 mile
Total	10,277	71,733	145,009
0 - 4	6.2%	6.3%	6.4%
5 - 9	6.7%	6.2%	5.9%
10 - 14	8.4%	6.6%	6.5%
15 - 19	7.0%	6.0%	6.5%
20 - 24	3.7%	6.4%	7.9%
25 - 34	7.9%	12.1%	12.5%
35 - 44	14.6%	13.9%	14.2%
45 - 54	21.3%	16.1%	15.5%
55 - 64	15.4%	13.2%	12.5%
65 - 74	5.3%	5.7%	5.6%
75 - 84	2.5%	4.4%	4.1%
85+	1.1%	3.0%	2.5%
18+	73.9%	77.0%	77.4%

2000 Population by Sex

	10498 Ridgefield Pky Richmond, VA 23233 Radius: 1.0 mile	10498 Ridgefield Pky Richmond, VA 23233 Radius: 3.0 mile	10498 Ridgefield Pky Richmond, VA 23233 Radius: 5.0 mile
Males	47.3%	46.7%	47.5%
Females	52.7%	53.3%	52.5%

2007 Population by Sex

	10498 Ridgefield Pky Richmond, VA 23233 Radius: 1.0 mile	10498 Ridgefield Pky Richmond, VA 23233 Radius: 3.0 mile	10498 Ridgefield Pky Richmond, VA 23233 Radius: 5.0 mile
Males	47.7%	47.1%	47.8%
Females	52.3%	52.9%	52.2%

2012 Population by Sex

	10498 Ridgefield Pky Richmond, VA 23233 Radius: 1.0 mile	10498 Ridgefield Pky Richmond, VA 23233 Radius: 3.0 mile	10498 Ridgefield Pky Richmond, VA 23233 Radius: 5.0 mile
Males	47.9%	47.3%	48.0%
Females	52.1%	52.7%	52.0%

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2000 Population by Race/Ethnicity

Total	9,751	64,217	122,834
White Alone	91.4%	87.9%	84.9%
Black Alone	2.7%	5.7%	7.4%
American Indian Alone	0.2%	0.1%	0.2%
Asian or Pacific Islander Alone	4.5%	4.5%	5.3%
Some Other Race Alone	0.2%	0.6%	0.9%
Two or More Races	1.1%	1.2%	1.3%
Hispanic Origin	1.4%	2.1%	2.3%
Diversity Index	18.6	25.5	30.4

2007 Population by Race/Ethnicity

Total	9,986	68,224	137,085
White Alone	88.5%	84.6%	81.2%
Black Alone	3.2%	6.6%	8.5%
American Indian Alone	0.2%	0.2%	0.3%
Asian or Pacific Islander Alone	6.2%	6.2%	7.0%
Some Other Race Alone	0.3%	0.9%	1.2%
Two or More Races	1.5%	1.7%	1.8%
Hispanic Origin	2.2%	3.2%	3.4%
Diversity Index	24.6	32.1	37.2

2012 Population by Race/Ethnicity

Total	10,276	71,733	145,010
White Alone	86.3%	82.1%	78.5%
Black Alone	3.5%	7.1%	9.1%
American Indian Alone	0.2%	0.2%	0.3%
Asian or Pacific Islander Alone	7.7%	7.6%	8.5%
Some Other Race Alone	0.4%	1.1%	1.5%
Two or More Races	1.9%	2.0%	2.1%
Hispanic Origin	3.0%	4.1%	4.3%
Diversity Index	29.1	37.0	42.1



2000 Population 3+ by School Enrollment

Total	9,263	61,695	117,880
Enrolled in Nursery/Preschool	2.4%	2.5%	2.4%
Enrolled in Kindergarten	1.7%	1.6%	1.4%
Enrolled in Grade 1-8	13.8%	12.5%	11.6%
Enrolled in Grade 9-12	5.8%	6.0%	5.5%
Enrolled in College	4.1%	3.3%	5.1%
Enrolled in Grad/Prof School	1.2%	1.6%	1.8%
Not Enrolled in School	71.0%	72.5%	72.4%

2000 Population 25+ by Educational Attainment

Total	6,539	43,646	82,900
Less than 9th Grade	0.5%	1.9%	2.2%
9th - 12th Grade, No Diploma	1.6%	4.0%	5.0%
High School Graduate	8.8%	13.8%	15.7%
Some College, No Degree	20.3%	20.6%	21.0%
Associate Degree	6.1%	6.1%	5.7%
Bachelor's Degree	39.0%	34.2%	32.5%
Master's/Prof/Doctorate Degree	23.6%	19.5%	17.9%

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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2000 Population 15+ by Sex and Marital Status

	10498 Ridgefield Pky	10498 Ridgefield Pky	10498 Ridgefield Pky
Total	7,445	50,224	97,847
Females	54.3%	54.8%	53.5%
Never Married	9.3%	11.0%	12.4%
Married, not Separated	35.2%	30.5%	29.2%
Married, Separated	0.6%	1.2%	1.1%
Widowed	3.0%	5.5%	5.0%
Divorced	6.2%	6.6%	5.9%
Males	45.7%	45.2%	46.5%
Never Married	9.0%	11.1%	12.8%
Married, not Separated	33.7%	29.7%	29.0%
Married, Separated	0.5%	0.8%	0.9%
Widowed	0.3%	1.0%	1.0%
Divorced	2.1%	2.6%	2.9%



2000 Population 16+ by Employment Status

	10498 Ridgefield Pky	10498 Ridgefield Pky	10498 Ridgefield Pky
Total	7,305	49,447	96,364
In Labor Force	74.5%	69.8%	70.4%
Civilian Employed	73.7%	68.4%	68.8%
Civilian Unemployed	0.8%	1.4%	1.5%
In Armed Forces	0.0%	0.1%	0.1%
Not in Labor Force	25.5%	30.2%	29.6%

2007 Civilian Population 16+ in Labor Force

	10498 Ridgefield Pky	10498 Ridgefield Pky	10498 Ridgefield Pky
Civilian Employed	98.4%	97.0%	96.9%
Civilian Unemployed	1.6%	3.0%	3.1%

2012 Civilian Population 16+ in Labor Force

	10498 Ridgefield Pky	10498 Ridgefield Pky	10498 Ridgefield Pky
Civilian Employed	98.6%	97.4%	97.3%
Civilian Unemployed	1.4%	2.6%	2.7%

2000 Females 16+ by Employment Status and Age of Children

	10498 Ridgefield Pky	10498 Ridgefield Pky	10498 Ridgefield Pky
Total	3,987	27,133	51,680
Own Children < 6 Only	9.7%	8.4%	8.5%
Employed/in Armed Forces	6.1%	5.3%	5.4%
Unemployed	0.0%	0.1%	0.1%
Not in Labor Force	3.6%	3.1%	3.0%
Own Children < 6 and 6-17 Only	6.8%	6.3%	5.8%
Employed/in Armed Forces	4.0%	3.5%	3.5%
Unemployed	0.0%	0.0%	0.0%
Not in Labor Force	2.8%	2.8%	2.3%
Own Children 6-17 Only	21.3%	18.7%	17.2%
Employed/in Armed Forces	16.7%	14.0%	12.9%
Unemployed	0.0%	0.3%	0.2%
Not in Labor Force	4.6%	4.5%	4.2%
No Own Children < 18	62.2%	66.5%	68.5%
Employed/in Armed Forces	40.2%	37.7%	39.9%
Unemployed	0.5%	0.7%	0.9%
Not in Labor Force	21.4%	28.2%	27.7%

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2007 Employed Population 16+ by Industry

	10498 Ridgefield Pky	10498 Ridgefield Pky	10498 Ridgefield Pky
Total	5,699	36,895	75,606
Agriculture/Mining	0.0%	0.2%	0.2%
Construction	4.1%	4.4%	5.0%
Manufacturing	4.0%	4.7%	4.9%
Wholesale Trade	4.4%	3.4%	3.3%
Retail Trade	11.3%	12.6%	12.7%
Transportation/Utilities	2.9%	2.6%	2.5%
Information	1.3%	1.9%	2.2%
Finance/Insurance/Real Estate	17.1%	17.8%	17.3%
Services	48.2%	47.2%	46.5%
Public Administration	6.5%	5.1%	5.2%

2007 Employed Population 16+ by Occupation

	10498 Ridgefield Pky	10498 Ridgefield Pky	10498 Ridgefield Pky
Total	5,696	36,896	75,605
White Collar	87.1%	83.4%	79.7%
Management/Business/Financial	27.6%	24.9%	23.0%
Professional	32.0%	30.7%	29.4%
Sales	14.7%	15.3%	14.2%
Administrative Support	12.8%	12.5%	13.1%
Services	7.2%	9.0%	10.5%
Blue Collar	5.7%	7.5%	9.8%
Farming/Forestry/Fishing	0.1%	0.1%	0.1%
Construction/Extraction	2.1%	2.4%	3.2%
Installation/Maintenance/Repair	0.6%	1.6%	2.4%
Production	1.4%	1.8%	2.1%
Transportation/Material Moving	1.5%	1.6%	2.0%



2000 Workers 16+ by Means of Transportation to Work

	10498 Ridgefield Pky	10498 Ridgefield Pky	10498 Ridgefield Pky
Total	5,323	33,463	65,554
Drove Alone - Car, Truck, or Van	87.4%	86.3%	85.9%
Carpooled - Car, Truck, or Van	7.0%	7.3%	7.7%
Public Transportation	0.4%	0.9%	0.9%
Walked	0.2%	1.0%	1.6%
Other Means	0.7%	0.6%	0.6%
Worked at Home	4.3%	3.9%	3.4%

2000 Workers 16+ by Travel Time to Work

	10498 Ridgefield Pky	10498 Ridgefield Pky	10498 Ridgefield Pky
Total	5,324	33,462	65,552
Did Not Work at Home	95.7%	96.1%	96.6%
Less than 5 minutes	1.7%	1.5%	1.9%
5 to 9 minutes	4.6%	7.6%	9.9%
10 to 19 minutes	33.3%	33.5%	35.9%
20 to 24 minutes	18.8%	19.0%	19.1%
25 to 34 minutes	23.7%	24.0%	20.9%
35 to 44 minutes	5.7%	4.1%	3.3%
45 to 59 minutes	3.7%	2.9%	2.6%
60 to 89 minutes	2.2%	1.6%	1.5%
90 or more minutes	2.0%	1.9%	1.6%
Worked at Home	4.3%	3.9%	3.4%
Average Travel Time to Work (in min)	24.1	22.8	21.3

2000 Households by Vehicles Available

	10498 Ridgefield Pky	10498 Ridgefield Pky	10498 Ridgefield Pky
Total	3,623	25,915	49,896
None	1.5%	4.3%	3.9%
1	24.7%	32.7%	34.3%
2	52.9%	46.7%	44.6%
3	16.0%	12.7%	13.2%
4	3.0%	2.6%	2.9%
5+	1.9%	1.0%	1.0%
Average Number of Vehicles Available	2.0	1.8	1.8

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2000 Households by Type

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Total	3,667	25,935	49,922
Family Households	75.9%	65.9%	64.2%
Married-couple Family	66.5%	56.0%	53.8%
With Related Children	36.1%	29.3%	27.0%
Other Family (No Spouse)	9.4%	9.9%	10.5%
With Related Children	5.8%	6.6%	6.6%
Nonfamily Households	24.1%	34.1%	35.8%
Householder Living Alone	20.4%	28.5%	29.0%
Householder Not Living Alone	3.8%	5.6%	6.7%
Households with Related Children	41.9%	35.8%	33.6%
Households with Persons 65+	14.3%	20.2%	19.5%

2000 Households by Size

	10498 Ridgefield Pky Richmond, VA 23233 Radius: 1.0 mile	10498 Ridgefield Pky Richmond, VA 23233 Radius: 3.0 mile	10498 Ridgefield Pky Richmond, VA 23233 Radius: 5.0 mile
Total	3,669	25,935	49,923
1 Person Household	20.4%	28.5%	29.0%
2 Person Household	33.9%	32.4%	33.8%
3 Person Household	19.4%	16.2%	16.0%
4 Person Household	18.4%	15.7%	14.3%
5 Person Household	6.1%	5.4%	5.0%
6 Person Household	1.3%	1.3%	1.3%
7+ Person Household	0.5%	0.5%	0.5%

2000 Households by Year Householder Moved In

	10498 Ridgefield Pky Richmond, VA 23233 Radius: 1.0 mile	10498 Ridgefield Pky Richmond, VA 23233 Radius: 3.0 mile	10498 Ridgefield Pky Richmond, VA 23233 Radius: 5.0 mile
Total	3,625	25,914	49,897
Moved in 1999 to March 2000	15.7%	21.3%	23.7%
Moved in 1995 to 1998	35.9%	34.5%	32.5%
Moved in 1990 to 1994	18.7%	18.2%	16.0%
Moved in 1980 to 1989	23.1%	16.1%	14.6%
Moved in 1970 to 1979	5.9%	5.5%	6.3%
Moved in 1969 or Earlier	0.6%	4.4%	6.8%
Median Year Householder Moved In	1995	1996	1996



2000 Housing Units by Units in Structure

	10498 Ridgefield Pky Richmond, VA 23233 Radius: 1.0 mile	10498 Ridgefield Pky Richmond, VA 23233 Radius: 3.0 mile	10498 Ridgefield Pky Richmond, VA 23233 Radius: 5.0 mile
Total	3,685	26,777	51,779
1, Detached	76.9%	59.2%	60.6%
1, Attached	20.4%	12.6%	9.8%
2	0.4%	0.7%	0.7%
3 or 4	0.4%	4.1%	3.9%
5 to 9	0.6%	6.4%	8.3%
10 to 19	0.4%	9.2%	9.8%
20+	0.8%	7.7%	6.9%
Mobile Home	0.1%	0.1%	0.1%
Other	0.0%	0.0%	0.0%

2000 Housing Units by Year Structure Built

	10498 Ridgefield Pky Richmond, VA 23233 Radius: 1.0 mile	10498 Ridgefield Pky Richmond, VA 23233 Radius: 3.0 mile	10498 Ridgefield Pky Richmond, VA 23233 Radius: 5.0 mile
Total	3,686	26,768	51,759
1999 to March 2000	2.7%	1.6%	2.1%
1995 to 1998	13.6%	11.3%	10.0%
1990 to 1994	16.5%	15.1%	13.1%
1980 to 1989	42.4%	32.2%	29.1%
1970 to 1979	20.9%	19.7%	17.3%
1969 or Earlier	3.8%	20.1%	28.3%
Median Year Structure Built	1986	1983	1981

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.

Latitude: 37.619449
 Longitude: -77.61313


10498 Ridgefield Pky
 Richmond, VA 23233
 Radius: 1.0 mile

10498 Ridgefield Pky
 Richmond, VA 23233
 Radius: 3.0 mile

10498 Ridgefield Pky
 Richmond, VA 23233
 Radius: 5.0 mile

Top 3 Tapestry Segments

1.	Suburban Splendor	In Style	Enterprising Professio
2.	In Style	Enterprising Professio	In Style
3.	Exurbanites	Boomburbs	Young and Restless

 **2007 Consumer Spending** shows the amount spent on a variety of goods and services by households that reside in the market area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue.

Apparel & Services: Total \$	\$15,256,380	\$98,856,295	\$192,698,301
Average Spent	\$4,072.71	\$3,563.16	\$3,445.90
Spending Potential Index	148	130	125
Computers & Accessories: Total \$	\$1,576,856	\$10,077,212	\$19,666,973
Average Spent	\$420.94	\$363.22	\$351.69
Spending Potential Index	169	146	141
Education: Total \$	\$8,191,040	\$52,336,843	\$101,700,840
Average Spent	\$2,186.61	\$1,886.42	\$1,818.65
Spending Potential Index	170	147	142
Entertainment/Recreation: Total \$	\$21,550,486	\$134,202,574	\$259,030,817
Average Spent	\$5,752.93	\$4,837.17	\$4,632.08
Spending Potential Index	168	141	135
Food at Home: Total \$	\$28,804,951	\$190,088,321	\$370,818,256
Average Spent	\$7,689.52	\$6,851.51	\$6,631.11
Spending Potential Index	153	136	132
Food Away from Home: Total \$	\$20,285,333	\$132,546,220	\$258,631,607
Average Spent	\$5,415.20	\$4,777.47	\$4,624.95
Spending Potential Index	160	141	137
Health Care: Total \$	\$22,423,805	\$143,977,109	\$276,537,226
Average Spent	\$5,986.07	\$5,189.49	\$4,945.14
Spending Potential Index	153	133	127
HH Furnishings & Equipment: Total \$	\$14,209,057	\$87,504,064	\$168,545,477
Average Spent	\$3,793.13	\$3,153.98	\$3,013.99
Spending Potential Index	168	139	133
Investments: Total \$	\$11,290,391	\$65,349,292	\$122,330,107
Average Spent	\$3,013.99	\$2,355.44	\$2,187.55
Spending Potential Index	202	158	147
Retail Goods: Total \$	\$156,601,201	\$999,818,560	\$1,941,208,384
Average Spent	\$41,804.91	\$36,037.29	\$34,713.41
Spending Potential Index	158	136	131
Shelter: Total \$	\$96,370,627	\$613,370,065	\$1,187,281,266
Average Spent	\$25,726.28	\$22,108.21	\$21,231.40
Spending Potential Index	171	147	141
TV/Video/Sound Equipment: Total \$	\$6,853,541	\$45,043,920	\$87,893,941
Average Spent	\$1,829.56	\$1,623.56	\$1,571.75
Spending Potential Index	157	140	135
Travel: Total \$	\$12,226,732	\$74,787,943	\$143,450,245
Average Spent	\$3,263.94	\$2,695.64	\$2,565.23
Spending Potential Index	177	146	139
Vehicle Maintenance & Repairs: Total \$	\$6,476,605	\$41,513,041	\$80,824,647
Average Spent	\$1,728.94	\$1,496.29	\$1,445.34
Spending Potential Index	162	140	136

Data Note: The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Expenditure data are derived from the 2002, 2003 and 2004 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2007 and 2012.