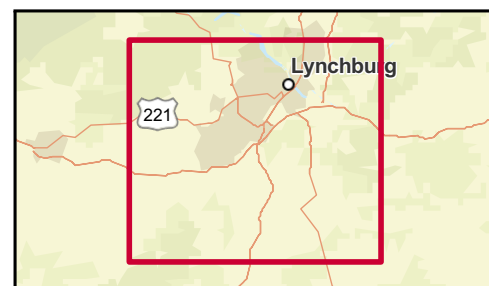
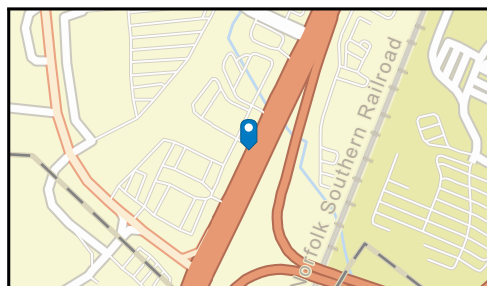
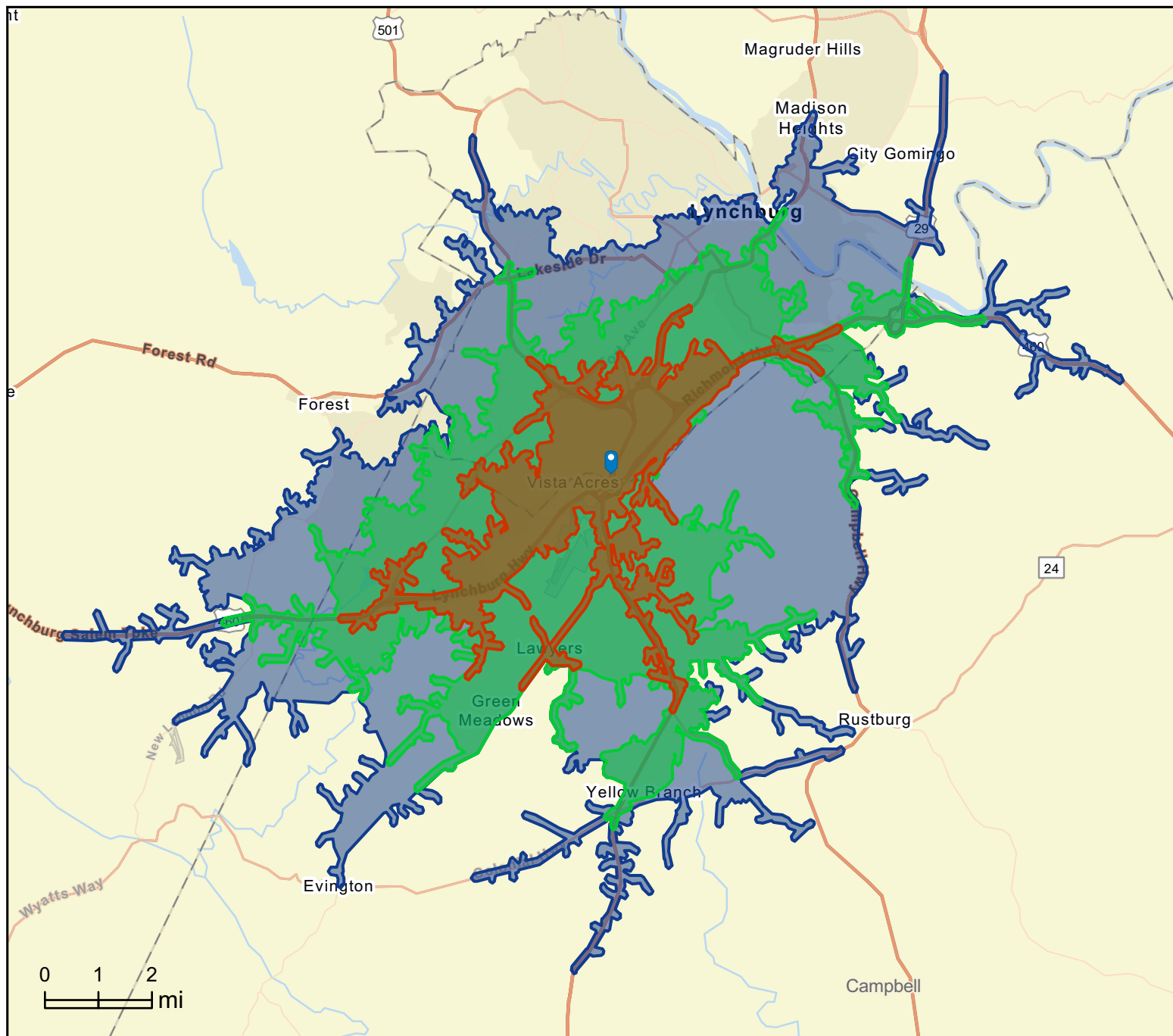


Site Map

Wards Crossing
4040 Wards Rd, Lynchburg, Virginia, 24502
Drive time: 7, 10, 13 minute radii

Prepared by Esri
Latitude: 37.34444
Longitude: -79.18881



Community Profile

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	7 minutes	10 minutes	13 minutes
Population Summary			
2010 Total Population	16,878	49,771	85,267
2020 Total Population	19,551	53,521	90,058
2020 Group Quarters	6,825	7,950	10,089
2024 Total Population	19,855	54,212	91,464
2024 Group Quarters	6,855	7,977	10,126
2029 Total Population	20,217	54,887	92,671
2024-2029 Annual Rate	0.36%	0.25%	0.26%
2024 Total Daytime Population	23,287	56,287	104,615
Workers	12,001	28,009	58,152
Residents	11,286	28,278	46,463
Household Summary			
2010 Households	4,636	18,262	32,040
2010 Average Household Size	2.36	2.34	2.36
2020 Total Households	5,398	19,740	34,556
2020 Average Household Size	2.36	2.31	2.31
2024 Households	5,561	20,232	35,445
2024 Average Household Size	2.34	2.29	2.29
2029 Households	5,787	20,739	36,379
2029 Average Household Size	2.31	2.26	2.27
2024-2029 Annual Rate	0.80%	0.50%	0.52%
2010 Families	2,797	11,191	19,474
2010 Average Family Size	2.85	2.89	2.94
2024 Families	3,141	11,582	20,180
2024 Average Family Size	2.91	2.91	2.96
2029 Families	3,247	11,783	20,553
2029 Average Family Size	2.88	2.89	2.94
2024-2029 Annual Rate	0.67%	0.34%	0.37%
Housing Unit Summary			
2000 Housing Units	3,719	16,453	30,088
Owner Occupied Housing Units	65.6%	64.4%	60.4%
Renter Occupied Housing Units	30.2%	29.6%	32.6%
Vacant Housing Units	4.1%	6.0%	7.0%
2010 Housing Units	5,074	20,087	35,518
Owner Occupied Housing Units	52.5%	55.0%	53.3%
Renter Occupied Housing Units	38.8%	36.0%	36.9%
Vacant Housing Units	8.6%	9.1%	9.8%
2020 Housing Units	5,894	21,496	38,001
Owner Occupied Housing Units	47.6%	50.4%	49.4%
Renter Occupied Housing Units	44.0%	41.5%	41.5%
Vacant Housing Units	8.9%	8.3%	9.0%
2024 Housing Units	6,113	22,242	39,274
Owner Occupied Housing Units	47.8%	50.3%	49.8%
Renter Occupied Housing Units	43.1%	40.7%	40.4%
Vacant Housing Units	9.0%	9.0%	9.7%
2029 Housing Units	6,285	22,708	40,169
Owner Occupied Housing Units	49.9%	52.1%	51.5%
Renter Occupied Housing Units	42.2%	39.3%	39.0%
Vacant Housing Units	7.9%	8.7%	9.4%

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.

August 19, 2024

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2024 Households by Income			
Household Income Base	5,559	20,230	35,443
<\$15,000	11.7%	9.9%	10.5%
\$15,000 - \$24,999	8.3%	7.4%	7.5%
\$25,000 - \$34,999	11.9%	11.1%	10.6%
\$35,000 - \$49,999	15.5%	15.2%	14.4%
\$50,000 - \$74,999	19.7%	22.1%	21.0%
\$75,000 - \$99,999	10.4%	11.4%	12.6%
\$100,000 - \$149,999	14.7%	14.5%	14.5%
\$150,000 - \$199,999	5.3%	6.0%	5.7%
\$200,000+	2.5%	2.4%	3.2%
Average Household Income	\$70,093	\$72,375	\$74,786
2029 Households by Income			
Household Income Base	5,785	20,737	36,377
<\$15,000	11.4%	9.7%	10.2%
\$15,000 - \$24,999	6.9%	6.2%	6.4%
\$25,000 - \$34,999	10.8%	9.8%	9.4%
\$35,000 - \$49,999	14.5%	14.0%	13.2%
\$50,000 - \$74,999	19.2%	21.5%	20.4%
\$75,000 - \$99,999	10.3%	11.5%	12.7%
\$100,000 - \$149,999	16.9%	16.7%	16.5%
\$150,000 - \$199,999	6.5%	7.5%	7.1%
\$200,000+	3.3%	3.1%	4.2%
Average Household Income	\$79,217	\$81,659	\$84,662
2024 Owner Occupied Housing Units by Value			
Total	2,920	11,185	19,572
<\$50,000	7.1%	8.4%	8.5%
\$50,000 - \$99,999	1.5%	5.6%	6.3%
\$100,000 - \$149,999	7.5%	8.9%	9.3%
\$150,000 - \$199,999	11.3%	14.0%	12.8%
\$200,000 - \$249,999	26.8%	22.1%	19.0%
\$250,000 - \$299,999	22.4%	18.9%	16.7%
\$300,000 - \$399,999	12.7%	12.3%	14.7%
\$400,000 - \$499,999	3.7%	3.4%	4.2%
\$500,000 - \$749,999	5.9%	4.3%	6.4%
\$750,000 - \$999,999	0.9%	1.7%	1.3%
\$1,000,000 - \$1,499,999	0.2%	0.3%	0.6%
\$1,500,000 - \$1,999,999	0.1%	0.1%	0.1%
\$2,000,000 +	0.0%	0.1%	0.2%
Average Home Value	\$263,818	\$250,101	\$264,866
2029 Owner Occupied Housing Units by Value			
Total	3,131	11,817	20,688
<\$50,000	7.0%	8.1%	8.0%
\$50,000 - \$99,999	0.9%	3.5%	3.8%
\$100,000 - \$149,999	3.6%	4.5%	4.7%
\$150,000 - \$199,999	5.9%	8.5%	7.7%
\$200,000 - \$249,999	20.1%	18.0%	15.3%
\$250,000 - \$299,999	22.1%	19.5%	17.3%
\$300,000 - \$399,999	15.6%	17.3%	19.1%
\$400,000 - \$499,999	5.9%	6.3%	6.9%
\$500,000 - \$749,999	14.5%	9.1%	11.5%
\$750,000 - \$999,999	3.6%	3.9%	3.2%
\$1,000,000 - \$1,499,999	0.4%	0.9%	1.6%
\$1,500,000 - \$1,999,999	0.3%	0.3%	0.3%
\$2,000,000 +	0.0%	0.1%	0.5%
Average Home Value	\$338,398	\$318,914	\$340,213

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

August 19, 2024

Community Profile

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Median Household Income			
2024	\$52,189	\$55,156	\$56,129
2029	\$56,106	\$59,368	\$60,872
Median Home Value			
2024	\$242,199	\$229,658	\$234,542
2029	\$278,401	\$269,189	\$280,075
Per Capita Income			
2024	\$20,981	\$27,492	\$29,537
2029	\$23,955	\$31,324	\$33,815
Median Age			
2010	23.3	29.4	31.4
2020	23.5	30.3	32.2
2024	23.8	31.2	32.9
2029	24.0	32.8	34.4
2020 Population by Age			
Total	19,551	53,521	90,058
0 - 4	4.0%	5.3%	5.5%
5 - 9	3.5%	4.8%	5.0%
10 - 14	3.4%	4.8%	5.1%
15 - 24	46.6%	27.0%	23.4%
25 - 34	10.9%	13.9%	14.5%
35 - 44	6.4%	9.2%	9.7%
45 - 54	6.1%	9.0%	9.7%
55 - 64	7.4%	10.4%	11.2%
65 - 74	6.0%	8.2%	8.7%
75 - 84	3.8%	5.0%	4.9%
85 +	1.8%	2.3%	2.2%
18 +	86.8%	82.1%	81.3%
2024 Population by Age			
Total	19,854	54,212	91,463
0 - 4	4.1%	5.3%	5.4%
5 - 9	3.5%	4.9%	5.1%
10 - 14	3.1%	4.3%	4.6%
15 - 24	45.4%	25.8%	22.2%
25 - 34	11.8%	15.0%	15.7%
35 - 44	7.0%	9.9%	10.5%
45 - 54	6.0%	8.6%	9.2%
55 - 64	6.9%	9.7%	10.4%
65 - 74	6.1%	8.5%	9.1%
75 - 84	4.3%	5.6%	5.5%
85 +	1.8%	2.4%	2.3%
18 +	87.2%	82.7%	82.0%
2029 Population by Age			
Total	20,218	54,887	92,670
0 - 4	4.0%	5.2%	5.3%
5 - 9	3.5%	4.6%	4.8%
10 - 14	3.2%	4.4%	4.7%
15 - 24	44.1%	24.8%	21.2%
25 - 34	11.6%	14.0%	14.8%
35 - 44	7.7%	11.1%	11.6%
45 - 54	6.0%	8.7%	9.2%
55 - 64	6.2%	8.8%	9.4%
65 - 74	6.6%	9.1%	9.7%
75 - 84	5.2%	6.7%	6.7%
85 +	2.1%	2.7%	2.5%
18 +	87.3%	83.2%	82.5%

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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2020 Population by Sex			
Males	9,216	25,385	42,681
Females	10,335	28,136	47,377
2024 Population by Sex			
Males	9,446	26,069	44,006
Females	10,409	28,143	47,458
2029 Population by Sex			
Males	9,586	26,252	44,363
Females	10,631	28,635	48,308
2010 Population by Race/Ethnicity			
Total	16,878	49,770	85,269
White Alone	79.6%	73.7%	71.0%
Black Alone	13.3%	19.8%	22.8%
American Indian Alone	0.4%	0.3%	0.3%
Asian Alone	3.4%	2.8%	2.5%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	1.6%	1.3%	1.3%
Two or More Races	1.6%	2.1%	2.1%
Hispanic Origin	3.6%	3.2%	3.0%
Diversity Index	39.2	45.2	47.5
2020 Population by Race/Ethnicity			
Total	19,551	53,521	90,058
White Alone	73.3%	68.0%	66.7%
Black Alone	13.2%	19.7%	21.9%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	3.3%	2.6%	2.3%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	5.5%	3.6%	3.0%
Two or More Races	4.3%	5.6%	5.8%
Hispanic Origin	6.8%	5.5%	5.0%
Diversity Index	51.0	54.5	54.9
2024 Population by Race/Ethnicity			
Total	19,854	54,213	91,464
White Alone	72.1%	67.0%	65.9%
Black Alone	13.6%	20.0%	22.0%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	3.3%	2.7%	2.3%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	5.9%	3.9%	3.2%
Two or More Races	4.7%	6.0%	6.1%
Hispanic Origin	7.3%	6.0%	5.4%
Diversity Index	52.9	56.1	56.2
2029 Population by Race/Ethnicity			
Total	20,217	54,886	92,672
White Alone	70.6%	65.6%	64.6%
Black Alone	14.1%	20.5%	22.5%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	3.6%	2.9%	2.5%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	6.2%	4.1%	3.4%
Two or More Races	5.1%	6.4%	6.6%
Hispanic Origin	7.9%	6.4%	5.8%
Diversity Index	55.0	57.8	57.8

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.

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

August 19, 2024

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2020 Population by Relationship and Household Type			
Total	19,551	53,521	90,058
In Households	65.1%	85.1%	88.8%
Householder	27.8%	36.7%	38.5%
Opposite-Sex Spouse	11.0%	14.3%	15.0%
Same-Sex Spouse	0.1%	0.1%	0.1%
Opposite-Sex Unmarried Partner	1.4%	2.1%	2.2%
Same-Sex Unmarried Partner	0.1%	0.1%	0.1%
Biological Child	14.7%	20.6%	21.7%
Adopted Child	0.5%	0.6%	0.6%
Stepchild	0.7%	0.9%	0.9%
Grandchild	1.2%	2.0%	2.1%
Brother or Sister	0.8%	1.0%	1.0%
Parent	0.7%	0.8%	0.8%
Parent-in-law	0.2%	0.2%	0.2%
Son-in-law or Daughter-in-law	0.1%	0.2%	0.2%
Other Relatives	0.6%	0.8%	0.9%
Foster Child	0.1%	0.1%	0.1%
Other Nonrelatives	5.2%	4.7%	4.3%
In Group Quarters	34.9%	14.9%	11.2%
Institutionalized	1.2%	1.3%	1.0%
Noninstitutionalized	33.7%	13.6%	10.2%
2024 Population 25+ by Educational Attainment			
Total	8,716	32,356	57,307
Less than 9th Grade	2.3%	2.7%	2.9%
9th - 12th Grade, No Diploma	5.9%	5.6%	5.5%
High School Graduate	21.3%	23.6%	24.6%
GED/Alternative Credential	2.9%	4.2%	4.7%
Some College, No Degree	19.8%	21.1%	20.1%
Associate Degree	9.7%	9.1%	8.9%
Bachelor's Degree	26.0%	22.9%	22.1%
Graduate/Professional Degree	12.0%	10.9%	11.2%
2024 Population 15+ by Marital Status			
Total	17,732	46,362	77,624
Never Married	64.0%	47.7%	44.8%
Married	28.1%	39.5%	41.8%
Widowed	3.5%	5.3%	5.2%
Divorced	4.3%	7.5%	8.3%
2024 Civilian Population 16+ in Labor Force			
Civilian Population 16+	9,265	27,650	47,896
Population 16+ Employed	94.7%	95.4%	95.4%
Population 16+ Unemployment rate	5.3%	4.6%	4.6%
Population 16-24 Employed	39.2%	24.4%	22.1%
Population 16-24 Unemployment rate	6.5%	6.1%	6.4%
Population 25-54 Employed	47.3%	58.1%	59.2%
Population 25-54 Unemployment rate	5.5%	4.9%	4.8%
Population 55-64 Employed	10.5%	13.4%	14.1%
Population 55-64 Unemployment rate	0.2%	0.3%	0.4%
Population 65+ Employed	3.0%	4.1%	4.7%
Population 65+ Unemployment rate	3.0%	4.7%	4.7%

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2024 Employed Population 16+ by Industry			
Total	8,772	26,379	45,702
Agriculture/Mining	0.5%	1.2%	1.2%
Construction	5.1%	4.8%	5.0%
Manufacturing	8.5%	12.8%	13.5%
Wholesale Trade	1.2%	1.2%	1.2%
Retail Trade	8.3%	10.0%	10.4%
Transportation/Utilities	3.1%	3.2%	3.5%
Information	2.9%	1.7%	1.8%
Finance/Insurance/Real Estate	3.2%	4.1%	4.5%
Services	64.7%	58.1%	56.0%
Public Administration	2.6%	2.9%	2.9%
2024 Employed Population 16+ by Occupation			
Total	8,773	26,377	45,702
White Collar	61.8%	61.0%	60.4%
Management/Business/Financial	11.8%	14.6%	14.9%
Professional	33.2%	29.7%	27.8%
Sales	7.1%	7.1%	7.7%
Administrative Support	9.9%	9.6%	9.9%
Services	24.3%	20.1%	19.4%
Blue Collar	13.9%	18.9%	20.2%
Farming/Forestry/Fishing	0.1%	0.5%	0.4%
Construction/Extraction	3.3%	3.3%	3.7%
Installation/Maintenance/Repair	1.7%	2.0%	2.4%
Production	4.4%	7.3%	8.2%
Transportation/Material Moving	4.5%	5.8%	5.6%
2020 Households by Type			
Total	5,398	19,740	34,556
Married Couple Households	39.7%	39.2%	39.1%
With Own Children <18	13.2%	13.2%	13.3%
Without Own Children <18	26.5%	26.0%	25.8%
Cohabiting Couple Households	5.2%	5.9%	6.1%
With Own Children <18	1.9%	2.0%	2.0%
Without Own Children <18	3.2%	3.9%	4.1%
Male Householder, No Spouse/Partner	20.7%	20.4%	20.7%
Living Alone	12.9%	13.5%	14.3%
65 Years and over	3.4%	3.7%	3.8%
With Own Children <18	1.4%	1.4%	1.3%
Without Own Children <18, With Relatives	2.9%	2.8%	2.6%
No Relatives Present	3.5%	2.7%	2.5%
Female Householder, No Spouse/Partner	34.4%	34.4%	34.1%
Living Alone	17.2%	18.2%	18.3%
65 Years and over	7.4%	8.3%	8.2%
With Own Children <18	6.2%	6.4%	6.2%
Without Own Children <18, With Relatives	6.1%	6.9%	7.1%
No Relatives Present	4.9%	2.9%	2.5%
2020 Households by Size			
Total	5,398	19,740	34,556
1 Person Household	30.0%	31.8%	32.6%
2 Person Household	36.5%	35.2%	34.4%
3 Person Household	16.3%	15.4%	15.2%
4 Person Household	10.0%	10.0%	10.1%
5 Person Household	4.3%	4.7%	4.8%
6 Person Household	1.7%	1.8%	1.9%
7 + Person Household	1.2%	1.1%	1.1%

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2020 Households by Tenure and Mortgage Status			
Total	5,398	19,740	34,556
Owner Occupied	51.9%	54.8%	54.4%
Owned with a Mortgage/Loan	33.8%	35.4%	35.0%
Owned Free and Clear	18.1%	19.4%	19.4%
Renter Occupied	48.1%	45.2%	45.6%
2024 Affordability, Mortgage and Wealth			
Housing Affordability Index	86	96	96
Percent of Income for Mortgage	29.0%	26.1%	26.2%
Wealth Index	49	50	55
2020 Housing Units By Urban/ Rural Status			
Total	5,894	21,496	38,001
Urban Housing Units	94.1%	93.2%	88.3%
Rural Housing Units	5.9%	6.8%	11.7%
2020 Population By Urban/ Rural Status			
Total	19,551	53,521	90,058
Urban Population	95.7%	93.9%	88.3%
Rural Population	4.3%	6.1%	11.7%

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.

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

August 19, 2024

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Top 3 Tapestry Segments			
1.	Old and Newcomers (8F)	Old and Newcomers (8F)	Old and Newcomers (8F)
2.	In Style (5B)	In Style (5B)	In Style (5B)
3.	Comfortable Empty Nesters	Midlife Constants (5E)	Traditional Living (12B)
2024 Consumer Spending			
Apparel & Services: Total \$	\$8,724,013	\$32,287,528	\$58,339,499
Average Spent	\$1,568.78	\$1,595.86	\$1,645.92
Spending Potential Index	66	67	69
Education: Total \$	\$6,084,687	\$22,256,063	\$40,194,556
Average Spent	\$1,094.17	\$1,100.04	\$1,134.00
Spending Potential Index	63	64	66
Entertainment/Recreation: Total \$	\$14,074,104	\$53,297,052	\$96,747,279
Average Spent	\$2,530.86	\$2,634.29	\$2,729.50
Spending Potential Index	62	64	67
Food at Home: Total \$	\$26,053,892	\$98,101,994	\$178,415,084
Average Spent	\$4,685.11	\$4,848.85	\$5,033.58
Spending Potential Index	64	66	69
Food Away from Home: Total \$	\$14,070,200	\$52,078,147	\$94,162,419
Average Spent	\$2,530.16	\$2,574.05	\$2,656.58
Spending Potential Index	65	66	68
Health Care: Total \$	\$26,604,105	\$103,504,518	\$189,413,779
Average Spent	\$4,784.05	\$5,115.88	\$5,343.88
Spending Potential Index	62	67	69
HH Furnishings & Equipment: Total \$	\$11,124,197	\$41,887,101	\$76,015,977
Average Spent	\$2,000.40	\$2,070.34	\$2,144.62
Spending Potential Index	63	65	68
Personal Care Products & Services: Total \$	\$3,545,849	\$13,101,032	\$23,643,698
Average Spent	\$637.63	\$647.54	\$667.05
Spending Potential Index	64	65	67
Shelter: Total \$	\$93,162,176	\$343,362,575	\$618,146,019
Average Spent	\$16,752.77	\$16,971.26	\$17,439.58
Spending Potential Index	63	64	65
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$11,715,305	\$45,144,338	\$82,397,362
Average Spent	\$2,106.69	\$2,231.33	\$2,324.65
Spending Potential Index	60	64	66
Travel: Total \$	\$10,157,631	\$38,056,722	\$68,721,581
Average Spent	\$1,826.58	\$1,881.02	\$1,938.82
Spending Potential Index	60	62	64
Vehicle Maintenance & Repairs: Total \$	\$5,383,880	\$20,219,808	\$36,767,393
Average Spent	\$968.15	\$999.40	\$1,037.31
Spending Potential Index	65	67	70

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.

August 19, 2024