



# Demographic and Income Profile

Papermill Plaza  
5 Weems Ln, Winchester, Virginia, 22601,  
Ring: 1 mile radius

Prepared by Conrad Koneczny  
Latitude: 39.161352783  
Longitude: -78.17604024

Summary	Census 2010		2013		2018					
Population	8,628		8,967		9,661					
Households	3,639		3,781		4,064					
Families	1,934		1,999		2,129					
Average Household Size	2.31		2.32		2.32					
Owner Occupied Housing Units	1,531		1,545		1,681					
Renter Occupied Housing Units	2,108		2,237		2,382					
Median Age	35.1		35.2		36.1					
Trends: 2013 - 2018 Annual Rate	Area		State		National					
Population	1.50%		0.96%		0.71%					
Households	1.45%		0.97%		0.74%					
Families	1.27%		0.87%		0.63%					
Owner HHs	1.70%		1.30%		0.94%					
Median Household Income	2.14%		3.58%		3.03%					
Households by Income	2013			2018						
	Number		Percent	Number		Percent				
	<\$15,000		399	10.6%	424		10.4%			
	\$15,000 - \$24,999		293	7.7%	262		6.4%			
	\$25,000 - \$34,999		440	11.6%	324		8.0%			
	\$35,000 - \$49,999		798	21.1%	830		20.4%			
	\$50,000 - \$74,999		747	19.8%	778		19.1%			
	\$75,000 - \$99,999		411	10.9%	518		12.7%			
	\$100,000 - \$149,999		345	9.1%	450		11.1%			
	\$150,000 - \$199,999		210	5.6%	308		7.6%			
\$200,000+		139	3.7%	171		4.2%				
Median Household Income			\$48,973		\$54,451					
Average Household Income			\$69,364		\$80,049					
Per Capita Income			\$29,409		\$33,799					
Population by Age	Census 2010		2013		2018					
	Number	Percent	Number	Percent	Number	Percent				
	0 - 4		583	6.8%	576		6.4%	611		6.3%
	5 - 9		541	6.3%	551		6.1%	564		5.8%
	10 - 14		463	5.4%	500		5.6%	538		5.6%
	15 - 19		583	6.8%	586		6.5%	630		6.5%
	20 - 24		824	9.5%	796		8.9%	766		7.9%
	25 - 34		1,313	15.2%	1,449		16.2%	1,587		16.4%
	35 - 44		1,075	12.5%	1,071		11.9%	1,138		11.8%
	45 - 54		1,147	13.3%	1,150		12.8%	1,142		11.8%
	55 - 64		836	9.7%	933		10.4%	1,092		11.3%
	65 - 74		572	6.6%	643		7.2%	804		8.3%
	75 - 84		480	5.6%	484		5.4%	538		5.6%
	85+		212	2.5%	227		2.5%	250		2.6%
	Race and Ethnicity	Census 2010		2013		2018				
Number		Percent	Number	Percent	Number	Percent				
White Alone		6,435	74.6%	6,502		72.5%	6,591		68.2%	
Black Alone		719	8.3%	763		8.5%	862		8.9%	
American Indian Alone		40	0.5%	54		0.6%	86		0.9%	
Asian Alone		343	4.0%	354		3.9%	382		4.0%	
Pacific Islander Alone		1	0.0%	1		0.0%	2		0.0%	
Some Other Race Alone		845	9.8%	1,025		11.4%	1,423		14.7%	
Two or More Races		245	2.8%	268		3.0%	315		3.3%	
Hispanic Origin (Any Race)		1,345	15.6%	1,656		18.5%	2,341		24.2%	

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

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018.

May 23, 2014

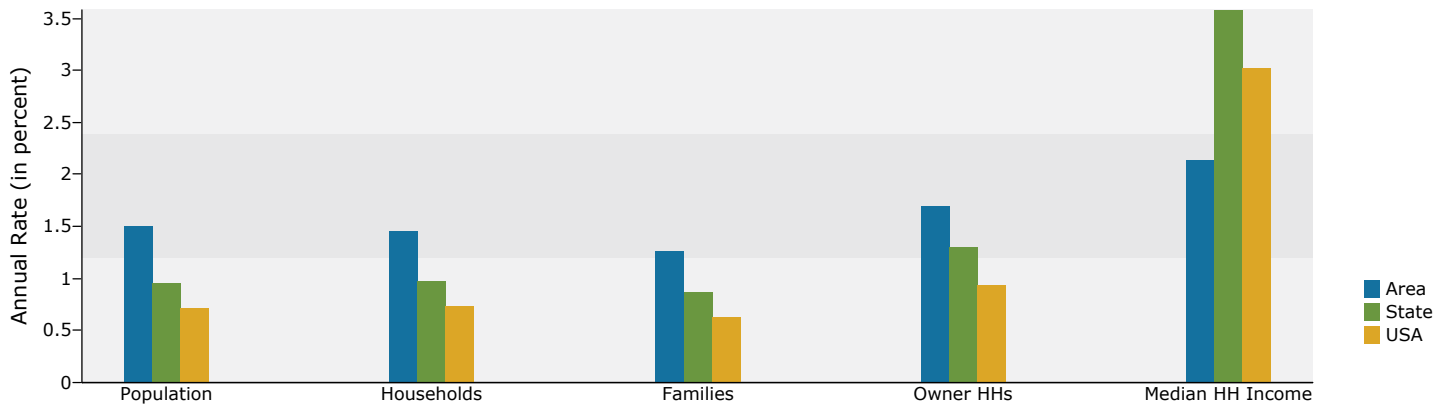


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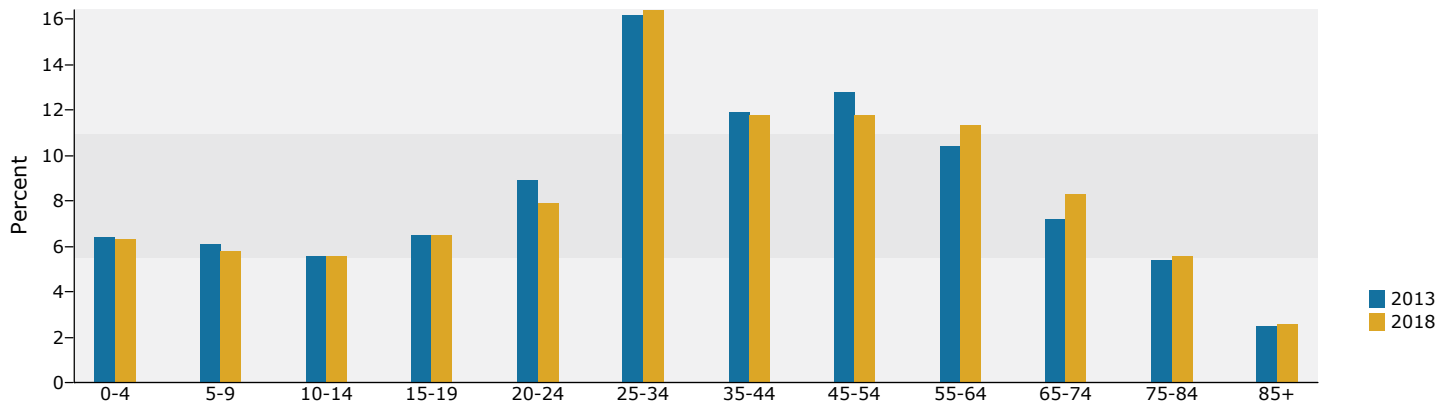
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Ring: 1 mile radius

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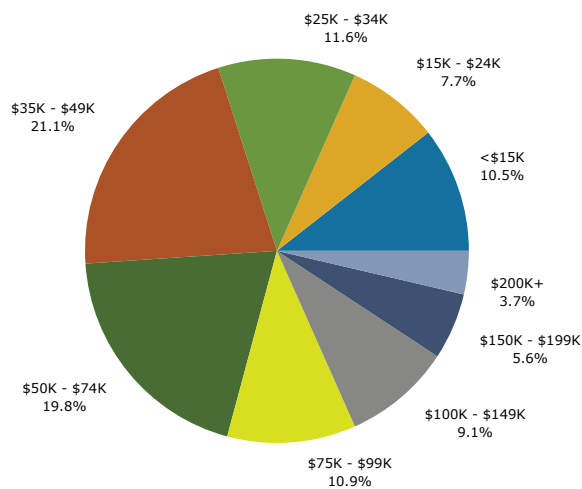
## Trends 2013-2018



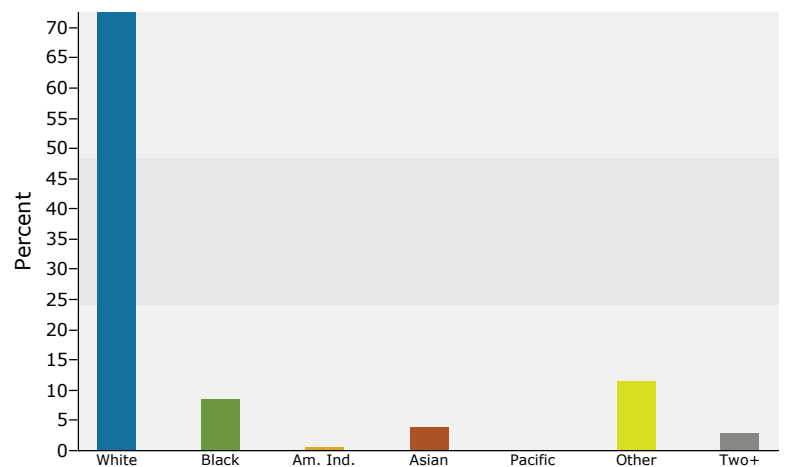
## Population by Age



## 2013 Household Income



## 2013 Population by Race



2013 Percent Hispanic Origin: 18.5%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018.

May 23, 2014



# Demographic and Income Profile

Papermill Plaza  
5 Weems Ln, Winchester, Virginia, 22601,  
Ring: 3 mile radius

Prepared by Conrad Koneczny  
Latitude: 39.161352783  
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Summary	Census 2010		2013		2018	
Population	38,604		39,639		41,932	
Households	15,367		15,736		16,599	
Families	9,283		9,483		9,942	
Average Household Size	2.43		2.44		2.45	
Owner Occupied Housing Units	8,211		8,205		8,853	
Renter Occupied Housing Units	7,156		7,531		7,746	
Median Age	36.1		36.5		37.2	
Trends: 2013 - 2018 Annual Rate	Area		State		National	
Population	1.13%		0.96%		0.71%	
Households	1.07%		0.97%		0.74%	
Families	0.95%		0.87%		0.63%	
Owner HHs	1.53%		1.30%		0.94%	
Median Household Income	2.44%		3.58%		3.03%	
Households by Income	2013		2018			
	Number	Percent	Number	Percent		
<\$15,000	1,744	11.1%	1,796	10.8%		
\$15,000 - \$24,999	1,276	8.1%	1,108	6.7%		
\$25,000 - \$34,999	1,952	12.4%	1,424	8.6%		
\$35,000 - \$49,999	2,886	18.3%	3,023	18.2%		
\$50,000 - \$74,999	2,814	17.9%	2,805	16.9%		
\$75,000 - \$99,999	1,814	11.5%	2,074	12.5%		
\$100,000 - \$149,999	1,991	12.7%	2,496	15.0%		
\$150,000 - \$199,999	730	4.6%	1,203	7.2%		
\$200,000+	528	3.4%	670	4.0%		
Median Household Income	\$50,055		\$56,454			
Average Household Income	\$69,716		\$81,485			
Per Capita Income	\$27,694		\$32,217			
Population by Age	Census 2010		2013		2018	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	2,594	6.7%	2,549	6.4%	2,670	6.4%
5 - 9	2,515	6.5%	2,519	6.4%	2,544	6.1%
10 - 14	2,310	6.0%	2,435	6.1%	2,569	6.1%
15 - 19	2,790	7.2%	2,769	7.0%	2,927	7.0%
20 - 24	3,170	8.2%	3,084	7.8%	2,918	7.0%
25 - 34	5,398	14.0%	5,792	14.6%	6,169	14.7%
35 - 44	4,841	12.5%	4,777	12.1%	5,036	12.0%
45 - 54	5,270	13.7%	5,218	13.2%	5,106	12.2%
55 - 64	4,181	10.8%	4,536	11.4%	5,090	12.1%
65 - 74	2,729	7.1%	3,038	7.7%	3,693	8.8%
75 - 84	2,004	5.2%	2,021	5.1%	2,188	5.2%
85+	801	2.1%	901	2.3%	1,023	2.4%
Race and Ethnicity	Census 2010		2013		2018	
	Number	Percent	Number	Percent	Number	Percent
White Alone	29,977	77.7%	29,922	75.5%	29,867	71.2%
Black Alone	3,638	9.4%	3,860	9.7%	4,349	10.4%
American Indian Alone	147	0.4%	183	0.5%	260	0.6%
Asian Alone	852	2.2%	902	2.3%	1,021	2.4%
Pacific Islander Alone	15	0.0%	20	0.1%	27	0.1%
Some Other Race Alone	2,876	7.5%	3,558	9.0%	5,005	11.9%
Two or More Races	1,099	2.8%	1,195	3.0%	1,402	3.3%
Hispanic Origin (Any Race)	5,234	13.6%	6,494	16.4%	9,137	21.8%

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

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018.

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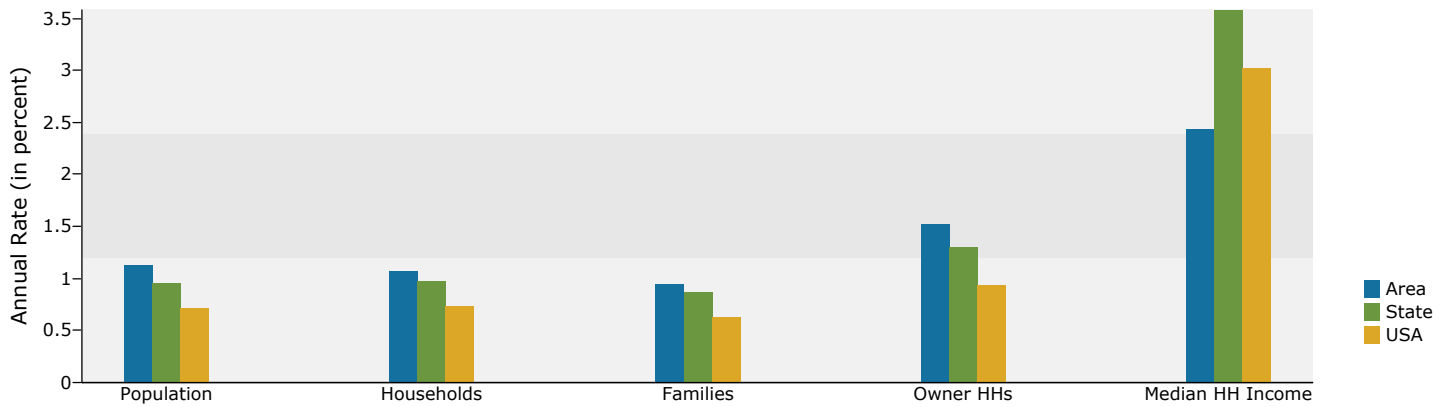


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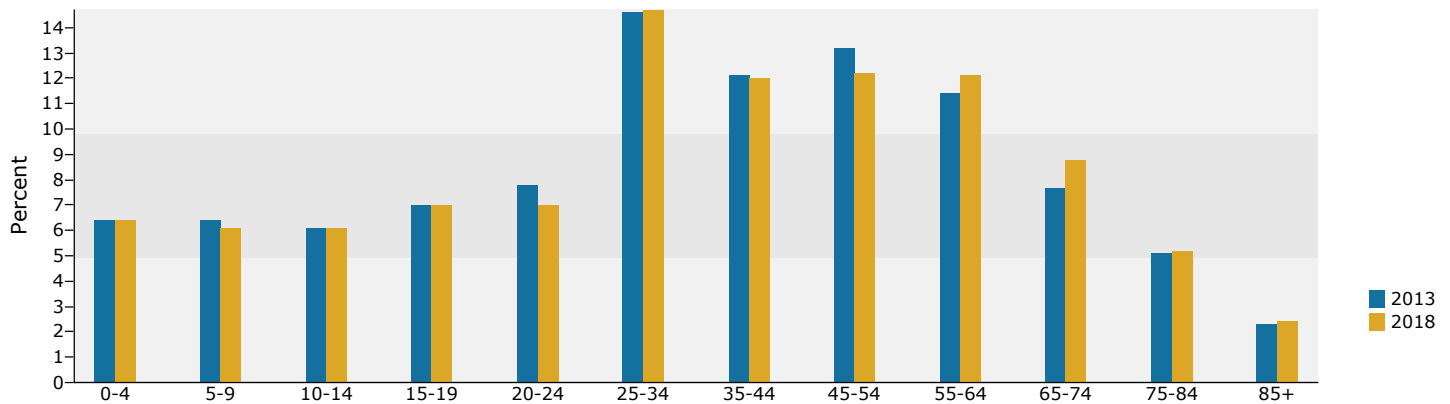
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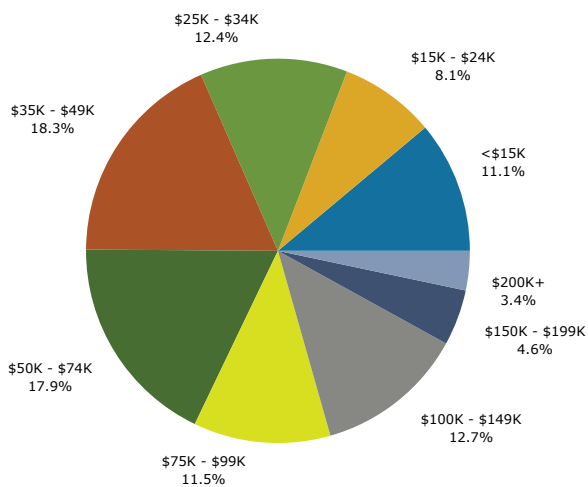
## Trends 2013-2018



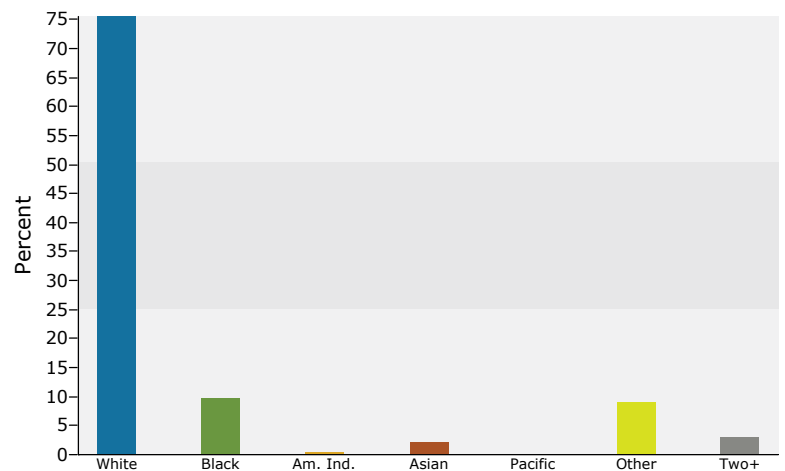
## Population by Age



## 2013 Household Income



## 2013 Population by Race



2013 Percent Hispanic Origin: 16.4%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018.

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# Demographic and Income Profile

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Summary	Census 2010		2013		2018	
Population	67,342		69,624		73,829	
Households	25,466		26,238		27,749	
Families	16,741		17,216		18,114	
Average Household Size	2.57		2.58		2.59	
Owner Occupied Housing Units	16,045		16,193		17,444	
Renter Occupied Housing Units	9,421		10,045		10,305	
Median Age	36.3		36.7		37.2	
Trends: 2013 - 2018 Annual Rate	Area		State		National	
Population	1.18%		0.96%		0.71%	
Households	1.13%		0.97%		0.74%	
Families	1.02%		0.87%		0.63%	
Owner HHs	1.50%		1.30%		0.94%	
Median Household Income	3.15%		3.58%		3.03%	
Households by Income	2013		2018			
	Number	Percent	Number	Percent		
<\$15,000	2,339	8.9%	2,375	8.6%		
\$15,000 - \$24,999	2,064	7.9%	1,767	6.4%		
\$25,000 - \$34,999	2,864	10.9%	2,066	7.4%		
\$35,000 - \$49,999	4,349	16.6%	4,547	16.4%		
\$50,000 - \$74,999	4,587	17.5%	4,437	16.0%		
\$75,000 - \$99,999	3,615	13.8%	3,984	14.4%		
\$100,000 - \$149,999	4,246	16.2%	5,203	18.8%		
\$150,000 - \$199,999	1,269	4.8%	2,189	7.9%		
\$200,000+	905	3.4%	1,181	4.3%		
Median Household Income	\$56,196		\$65,614			
Average Household Income	\$75,026		\$87,829			
Per Capita Income	\$28,511		\$33,237			
Population by Age	Census 2010		2013		2018	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	4,587	6.8%	4,578	6.6%	4,850	6.6%
5 - 9	4,683	7.0%	4,626	6.6%	4,706	6.4%
10 - 14	4,506	6.7%	4,649	6.7%	4,800	6.5%
15 - 19	4,922	7.3%	4,858	7.0%	5,040	6.8%
20 - 24	4,725	7.0%	4,995	7.2%	4,801	6.5%
25 - 34	9,067	13.5%	9,617	13.8%	10,563	14.3%
35 - 44	9,238	13.7%	9,011	12.9%	9,288	12.6%
45 - 54	9,699	14.4%	9,758	14.0%	9,444	12.8%
55 - 64	7,120	10.6%	7,890	11.3%	9,029	12.2%
65 - 74	4,511	6.7%	5,110	7.3%	6,255	8.5%
75 - 84	3,050	4.5%	3,139	4.5%	3,474	4.7%
85+	1,234	1.8%	1,391	2.0%	1,579	2.1%
Race and Ethnicity	Census 2010		2013		2018	
	Number	Percent	Number	Percent	Number	Percent
White Alone	54,997	81.7%	55,258	79.4%	55,365	75.0%
Black Alone	5,101	7.6%	5,728	8.2%	6,957	9.4%
American Indian Alone	230	0.3%	272	0.4%	366	0.5%
Asian Alone	1,305	1.9%	1,445	2.1%	1,734	2.3%
Pacific Islander Alone	25	0.0%	30	0.0%	38	0.1%
Some Other Race Alone	3,962	5.9%	4,979	7.2%	7,066	9.6%
Two or More Races	1,721	2.6%	1,910	2.7%	2,302	3.1%
Hispanic Origin (Any Race)	7,625	11.3%	9,623	13.8%	13,651	18.5%

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

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018.

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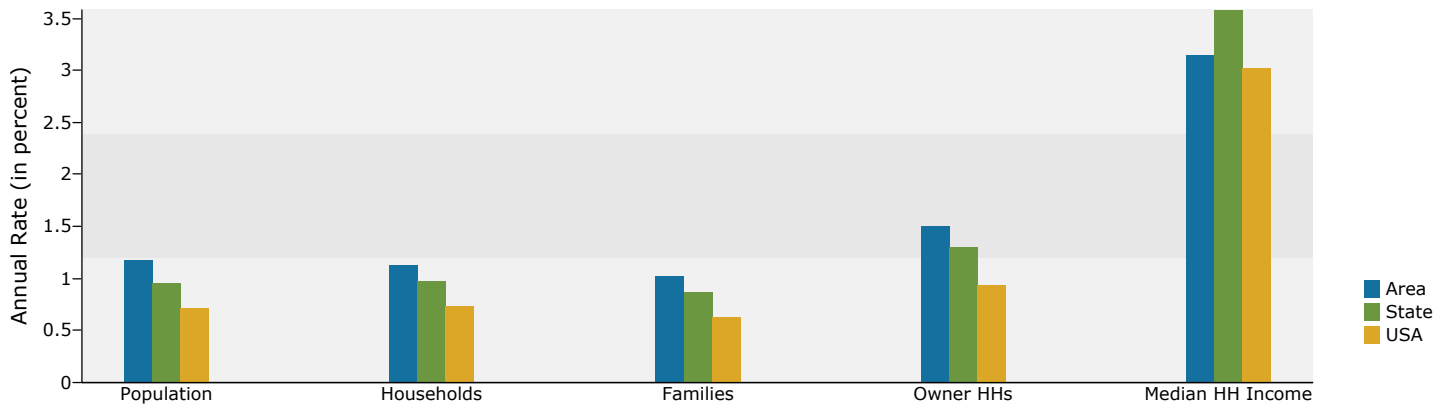


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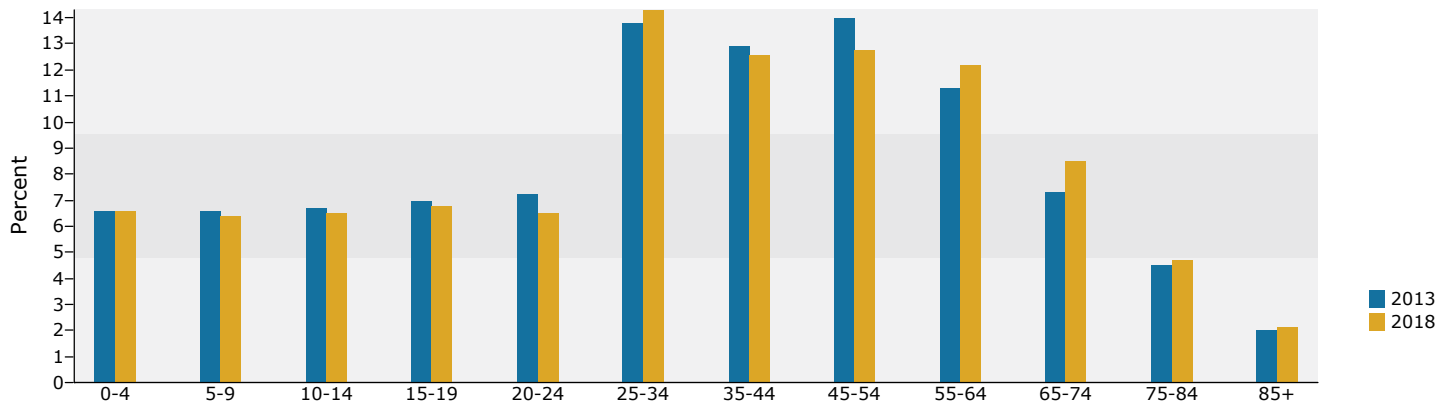
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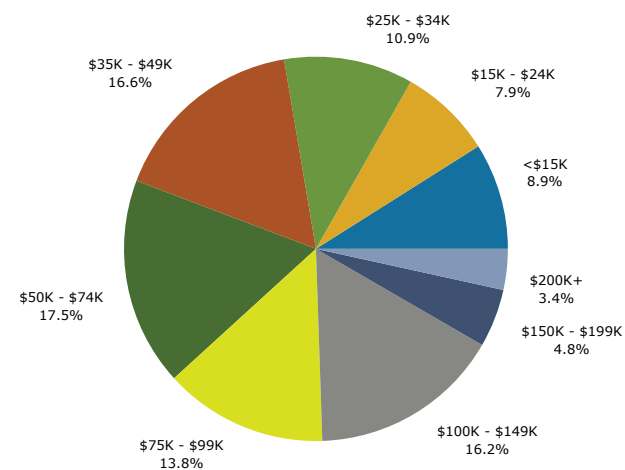
## Trends 2013-2018



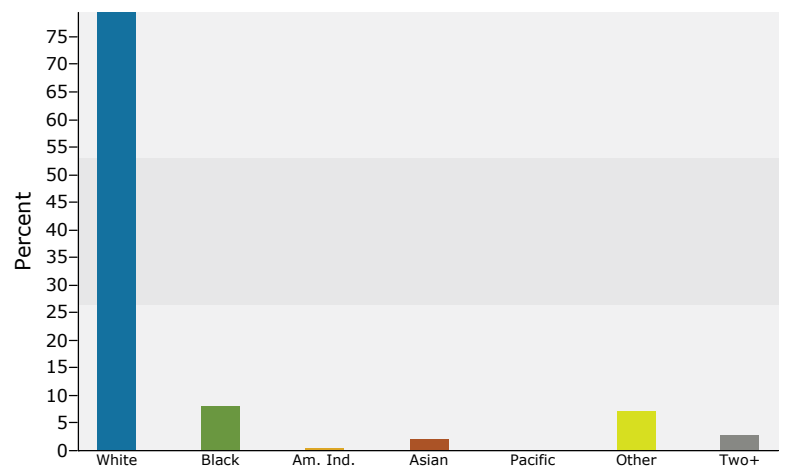
## Population by Age



## 2013 Household Income



## 2013 Population by Race



2013 Percent Hispanic Origin: 13.8%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018.

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