



# Demographic and Income Profile

Roberts Street Plaza  
1811 Roberts St, Winchester, Virginia, 22601,  
Drive Time: 15 minutes

Prepared by Conrad Koneczny  
Latitude: 39.168771925  
Longitude: -78.17735257

Summary	Census 2010		2013		2018	
Population	81,837		84,592		89,621	
Households	30,990		31,939		33,755	
Families	20,803		21,399		22,504	
Average Household Size	2.58		2.59		2.60	
Owner Occupied Housing Units	20,338		20,546		22,103	
Renter Occupied Housing Units	10,651		11,393		11,652	
Median Age	37.1		37.6		37.9	
Trends: 2013 - 2018 Annual Rate	Area		State		National	
Population	1.16%		0.96%		0.71%	
Households	1.11%		0.97%		0.74%	
Families	1.01%		0.87%		0.63%	
Owner HHs	1.47%		1.30%		0.94%	
Median Household Income	3.21%		3.58%		3.03%	
Households by Income	2013		2018			
	Number	Percent	Number	Percent		
<\$15,000	2,743	8.6%	2,782	8.2%		
\$15,000 - \$24,999	2,476	7.8%	2,118	6.3%		
\$25,000 - \$34,999	3,486	10.9%	2,510	7.4%		
\$35,000 - \$49,999	5,332	16.7%	5,549	16.4%		
\$50,000 - \$74,999	5,612	17.6%	5,406	16.0%		
\$75,000 - \$99,999	4,303	13.5%	4,722	14.0%		
\$100,000 - \$149,999	5,296	16.6%	6,459	19.1%		
\$150,000 - \$199,999	1,561	4.9%	2,712	8.0%		
\$200,000+	1,131	3.5%	1,497	4.4%		
Median Household Income	\$56,554		\$66,236			
Average Household Income	\$75,709		\$88,948			
Per Capita Income	\$28,695		\$33,579			
Population by Age	Census 2010		2013		2018	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	5,423	6.6%	5,415	6.4%	5,734	6.4%
5 - 9	5,667	6.9%	5,556	6.6%	5,640	6.3%
10 - 14	5,522	6.7%	5,682	6.7%	5,835	6.5%
15 - 19	5,958	7.3%	5,821	6.9%	6,020	6.7%
20 - 24	5,463	6.7%	5,853	6.9%	5,605	6.3%
25 - 34	10,652	13.0%	11,337	13.4%	12,504	14.0%
35 - 44	11,198	13.7%	10,839	12.8%	11,176	12.5%
45 - 54	12,141	14.8%	12,189	14.4%	11,673	13.0%
55 - 64	9,055	11.1%	10,043	11.9%	11,443	12.8%
65 - 74	5,728	7.0%	6,486	7.7%	7,943	8.9%
75 - 84	3,611	4.4%	3,772	4.5%	4,237	4.7%
85+	1,419	1.7%	1,598	1.9%	1,812	2.0%
Race and Ethnicity	Census 2010		2013		2018	
	Number	Percent	Number	Percent	Number	Percent
White Alone	68,093	83.2%	68,502	81.0%	68,800	76.8%
Black Alone	5,638	6.9%	6,400	7.6%	7,882	8.8%
American Indian Alone	263	0.3%	309	0.4%	411	0.5%
Asian Alone	1,464	1.8%	1,633	1.9%	1,981	2.2%
Pacific Islander Alone	31	0.0%	36	0.0%	44	0.0%
Some Other Race Alone	4,313	5.3%	5,441	6.4%	7,745	8.6%
Two or More Races	2,036	2.5%	2,271	2.7%	2,758	3.1%
Hispanic Origin (Any Race)	8,427	10.3%	10,674	12.6%	15,187	16.9%

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

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

June 03, 2014

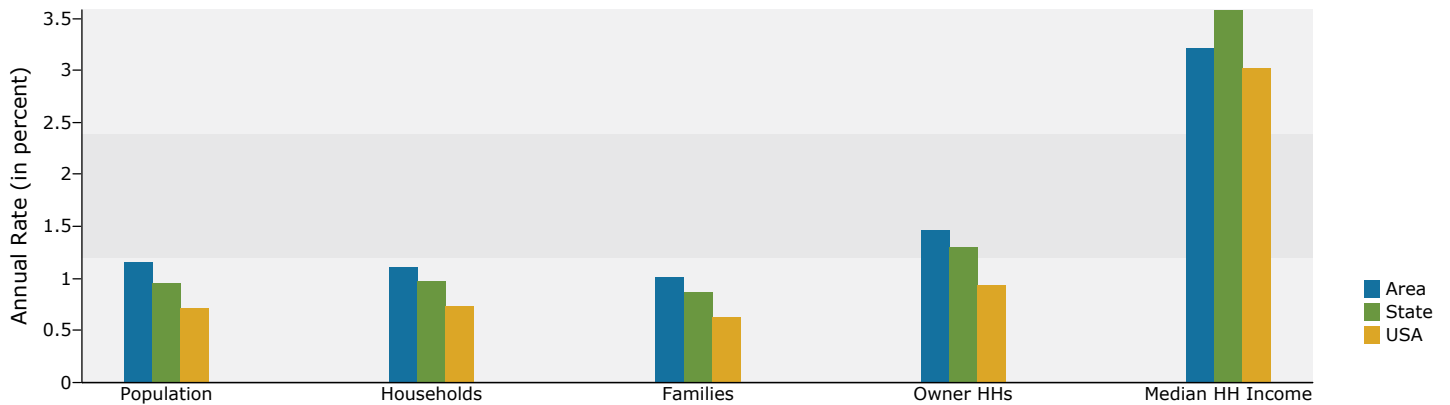


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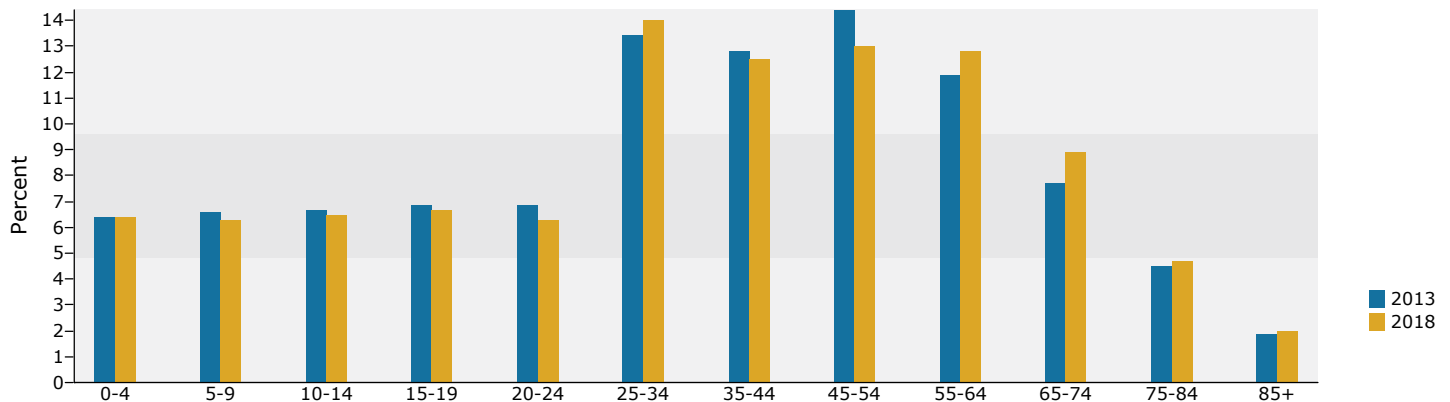
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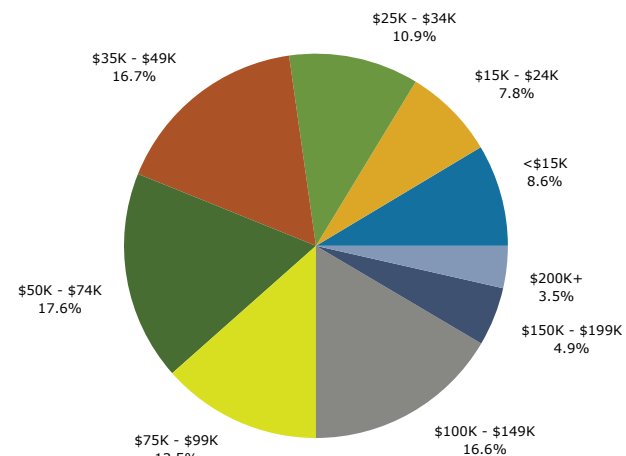
## Trends 2013-2018



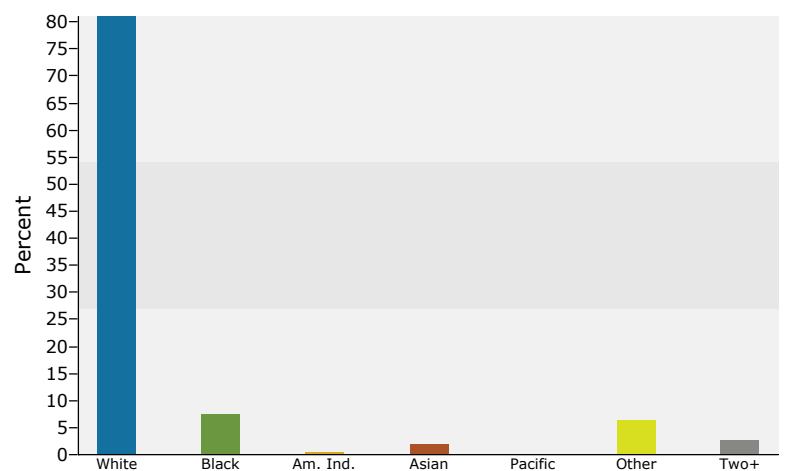
## Population by Age



## 2013 Household Income



## 2013 Population by Race



2013 Percent Hispanic Origin: 12.6%

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

June 03, 2014



# Demographic and Income Profile

Roberts Street Plaza  
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Summary	Census 2010		2013		2018	
Population	211,536		218,349		230,446	
Households	80,953		83,444		87,836	
Families	55,470		56,999		59,679	
Average Household Size	2.57		2.58		2.59	
Owner Occupied Housing Units	56,979		57,305		61,257	
Renter Occupied Housing Units	23,974		26,139		26,580	
Median Age	38.5		39.2		39.8	
Trends: 2013 - 2018 Annual Rate	Area		State		National	
Population	1.08%		0.96%		0.71%	
Households	1.03%		0.97%		0.74%	
Families	0.92%		0.87%		0.63%	
Owner HHs	1.34%		1.30%		0.94%	
Median Household Income	3.12%		3.58%		3.03%	
Households by Income	2013		2018			
	Number	Percent	Number	Percent		
<\$15,000	8,827	10.6%	8,595	9.8%		
\$15,000 - \$24,999	6,620	7.9%	5,335	6.1%		
\$25,000 - \$34,999	8,550	10.2%	6,453	7.3%		
\$35,000 - \$49,999	12,441	14.9%	12,139	13.8%		
\$50,000 - \$74,999	16,045	19.2%	16,226	18.5%		
\$75,000 - \$99,999	11,503	13.8%	13,516	15.4%		
\$100,000 - \$149,999	12,770	15.3%	15,633	17.8%		
\$150,000 - \$199,999	3,895	4.7%	6,435	7.3%		
\$200,000+	2,792	3.3%	3,504	4.0%		
Median Household Income	\$56,138		\$65,460			
Average Household Income	\$74,573		\$87,493			
Per Capita Income	\$28,592		\$33,430			
Population by Age	Census 2010		2013		2018	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	13,862	6.6%	13,783	6.3%	14,429	6.3%
5 - 9	14,498	6.9%	14,410	6.6%	14,622	6.3%
10 - 14	14,435	6.8%	14,733	6.7%	15,339	6.7%
15 - 19	14,611	6.9%	14,179	6.5%	14,650	6.4%
20 - 24	12,293	5.8%	13,441	6.2%	12,894	5.6%
25 - 34	26,246	12.4%	27,234	12.5%	28,995	12.6%
35 - 44	29,461	13.9%	28,575	13.1%	29,092	12.6%
45 - 54	32,712	15.5%	32,693	15.0%	31,683	13.7%
55 - 64	25,712	12.2%	28,371	13.0%	31,534	13.7%
65 - 74	15,534	7.3%	17,934	8.2%	22,312	9.7%
75 - 84	8,868	4.2%	9,340	4.3%	10,775	4.7%
85+	3,303	1.6%	3,657	1.7%	4,122	1.8%
Race and Ethnicity	Census 2010		2013		2018	
	Number	Percent	Number	Percent	Number	Percent
White Alone	184,044	87.0%	186,526	85.4%	189,890	82.4%
Black Alone	13,017	6.2%	14,682	6.7%	17,851	7.7%
American Indian Alone	622	0.3%	720	0.3%	924	0.4%
Asian Alone	2,500	1.2%	2,951	1.4%	3,871	1.7%
Pacific Islander Alone	78	0.0%	95	0.0%	125	0.1%
Some Other Race Alone	6,287	3.0%	7,882	3.6%	11,148	4.8%
Two or More Races	4,989	2.4%	5,493	2.5%	6,637	2.9%
Hispanic Origin (Any Race)	13,605	6.4%	17,098	7.8%	24,172	10.5%

**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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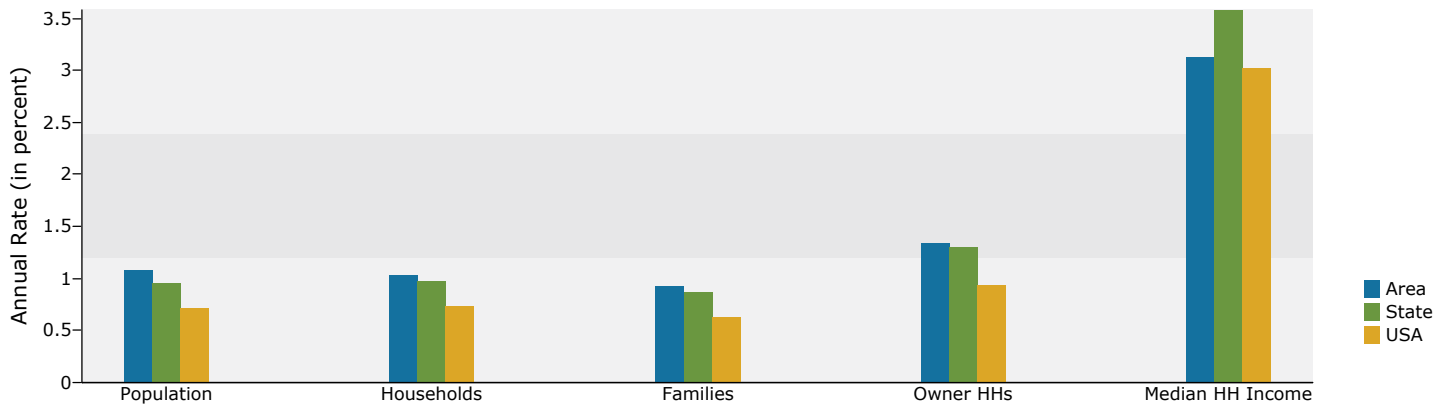


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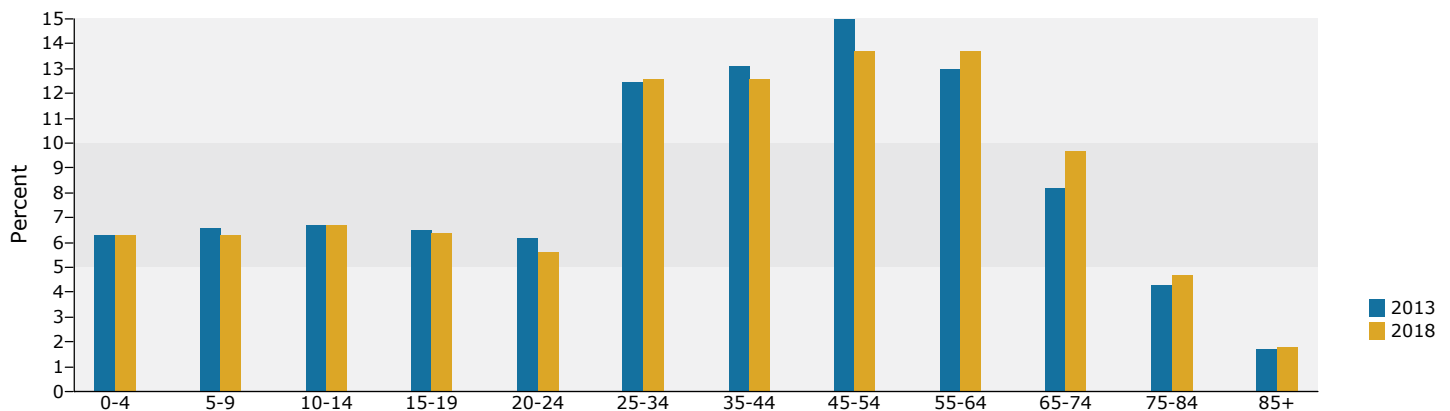
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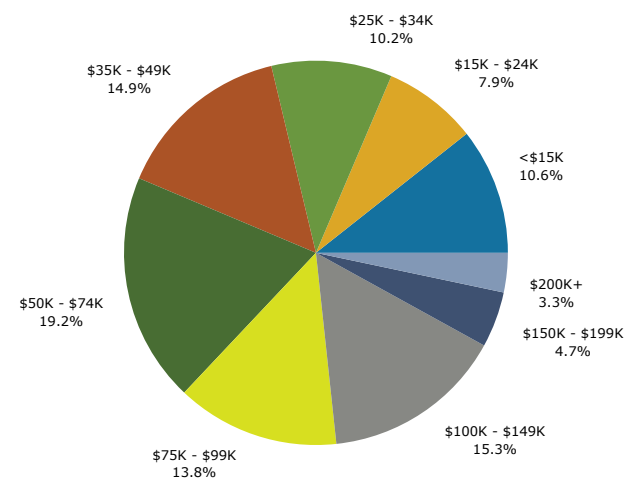
## Trends 2013-2018



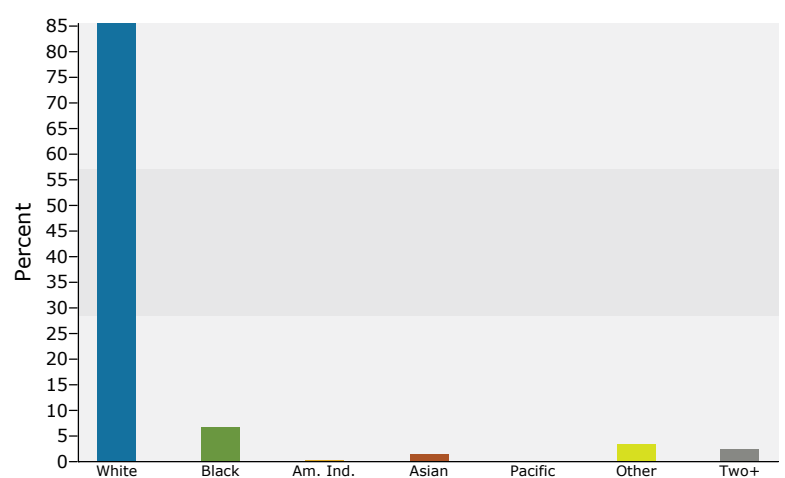
## Population by Age



## 2013 Household Income



## 2013 Population by Race



2013 Percent Hispanic Origin: 7.8%

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

June 03, 2014



# Demographic and Income Profile

Roberts Street Plaza  
1811 Roberts St, Winchester, Virginia, 22601,  
Drive Time: 45 minutes

Prepared by Conrad Koneczny  
Latitude: 39.168771925  
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Summary	Census 2010		2013		2018	
Population	437,083		450,695		476,498	
Households	166,293		171,389		180,553	
Families	116,023		119,053		124,765	
Average Household Size	2.59		2.59		2.60	
Owner Occupied Housing Units	121,175		121,873		130,265	
Renter Occupied Housing Units	45,117		49,517		50,287	
Median Age	39.1		39.9		40.4	
Trends: 2013 - 2018 Annual Rate	Area		State		National	
Population	1.12%		0.96%		0.71%	
Households	1.05%		0.97%		0.74%	
Families	0.94%		0.87%		0.63%	
Owner HHs	1.34%		1.30%		0.94%	
Median Household Income	3.56%		3.58%		3.03%	
Households by Income	2013		2018			
	Number	Percent	Number	Percent		
<\$15,000	17,145	10.0%	16,489	9.1%		
\$15,000 - \$24,999	13,611	7.9%	10,733	5.9%		
\$25,000 - \$34,999	17,073	10.0%	13,182	7.3%		
\$35,000 - \$49,999	23,556	13.7%	22,388	12.4%		
\$50,000 - \$74,999	32,360	18.9%	32,402	17.9%		
\$75,000 - \$99,999	24,387	14.2%	29,242	16.2%		
\$100,000 - \$149,999	26,240	15.3%	31,831	17.6%		
\$150,000 - \$199,999	9,844	5.7%	15,282	8.5%		
\$200,000+	7,173	4.2%	9,004	5.0%		
Median Household Income	\$58,685		\$69,889			
Average Household Income	\$79,255		\$93,842			
Per Capita Income	\$30,300		\$35,718			
Population by Age	Census 2010		2013		2018	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	28,247	6.5%	27,984	6.2%	29,314	6.2%
5 - 9	30,241	6.9%	30,023	6.7%	30,537	6.4%
10 - 14	30,443	7.0%	31,089	6.9%	32,534	6.8%
15 - 19	29,805	6.8%	29,306	6.5%	30,537	6.4%
20 - 24	24,423	5.6%	26,465	5.9%	25,609	5.4%
25 - 34	51,535	11.8%	53,586	11.9%	56,896	11.9%
35 - 44	61,674	14.1%	59,441	13.2%	60,159	12.6%
45 - 54	69,135	15.8%	69,251	15.4%	67,555	14.2%
55 - 64	54,489	12.5%	59,736	13.3%	66,345	13.9%
65 - 74	32,560	7.4%	37,581	8.3%	46,718	9.8%
75 - 84	17,860	4.1%	18,878	4.2%	22,041	4.6%
85+	6,673	1.5%	7,356	1.6%	8,254	1.7%
Race and Ethnicity	Census 2010		2013		2018	
	Number	Percent	Number	Percent	Number	Percent
White Alone	384,735	88.0%	390,208	86.6%	399,289	83.8%
Black Alone	25,568	5.8%	28,951	6.4%	35,258	7.4%
American Indian Alone	1,163	0.3%	1,318	0.3%	1,627	0.3%
Asian Alone	5,281	1.2%	6,400	1.4%	8,989	1.9%
Pacific Islander Alone	170	0.0%	223	0.0%	328	0.1%
Some Other Race Alone	9,678	2.2%	12,067	2.7%	16,955	3.6%
Two or More Races	10,487	2.4%	11,528	2.6%	14,052	2.9%
Hispanic Origin (Any Race)	23,430	5.4%	29,374	6.5%	41,578	8.7%

**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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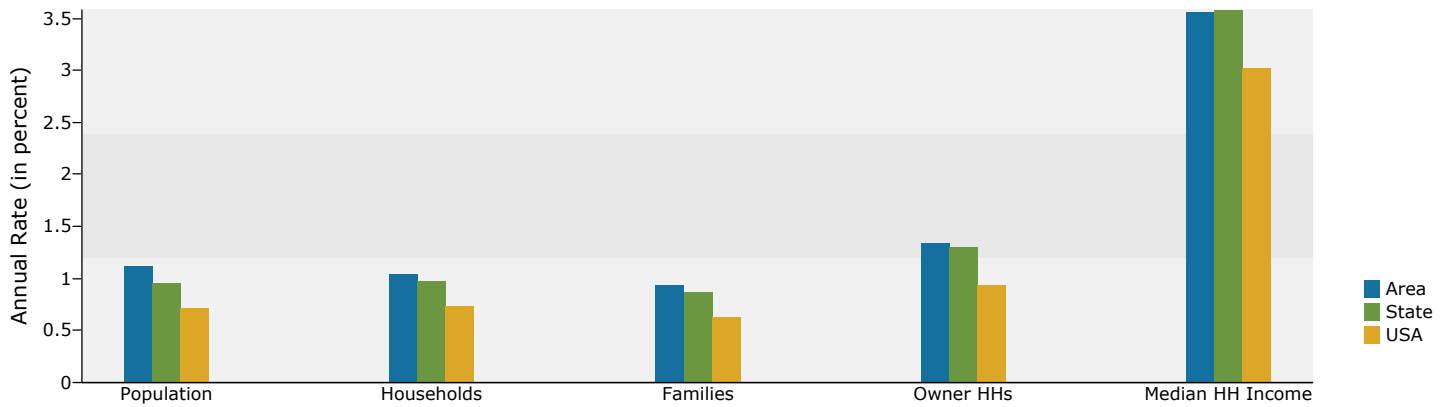


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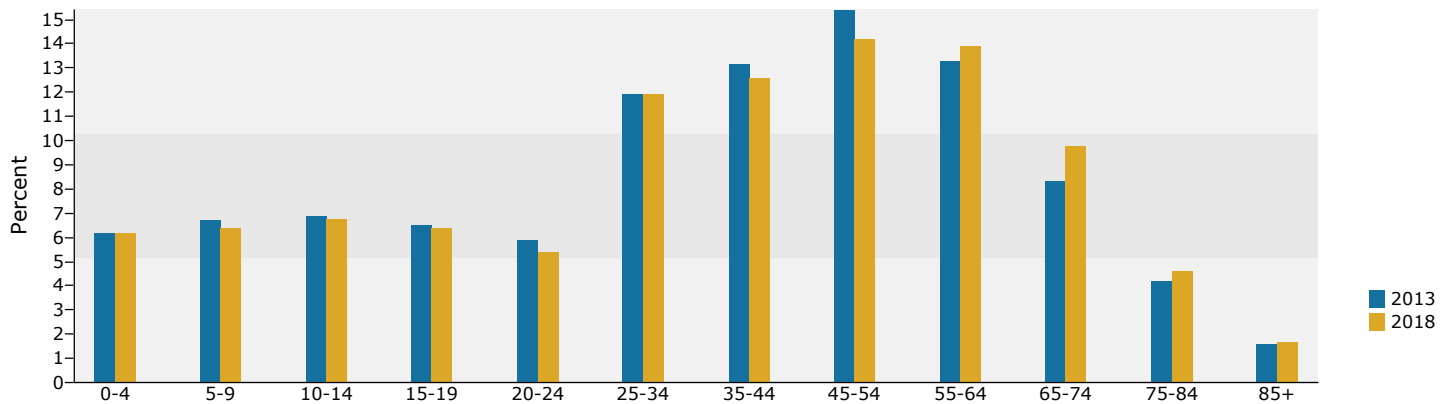
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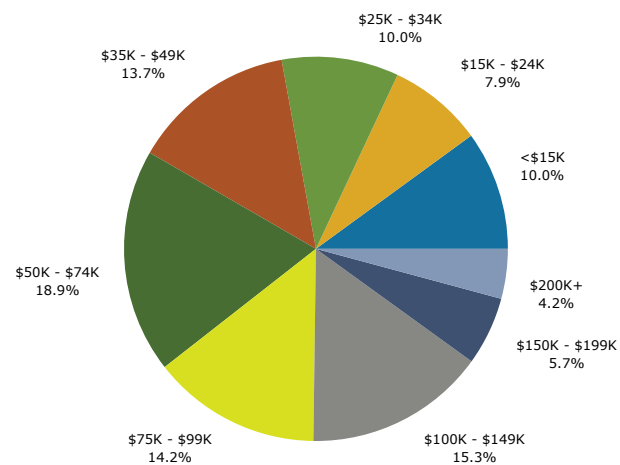
Trends 2013-2018



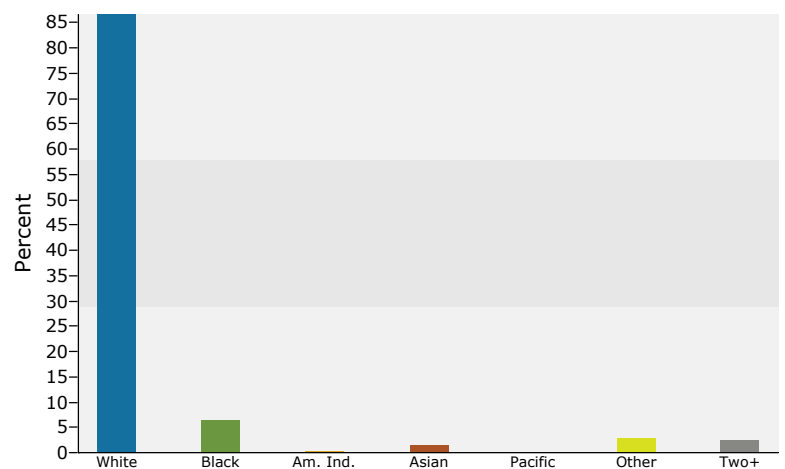
Population by Age



2013 Household Income



2013 Population by Race



2013 Percent Hispanic Origin: 6.5%

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

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