



Executive Summary with Charts

Roberts Street Plaza
1811 Roberts St, Winchester, Virginia, 22601,
Drive Time: 15, 30, 45 minutes

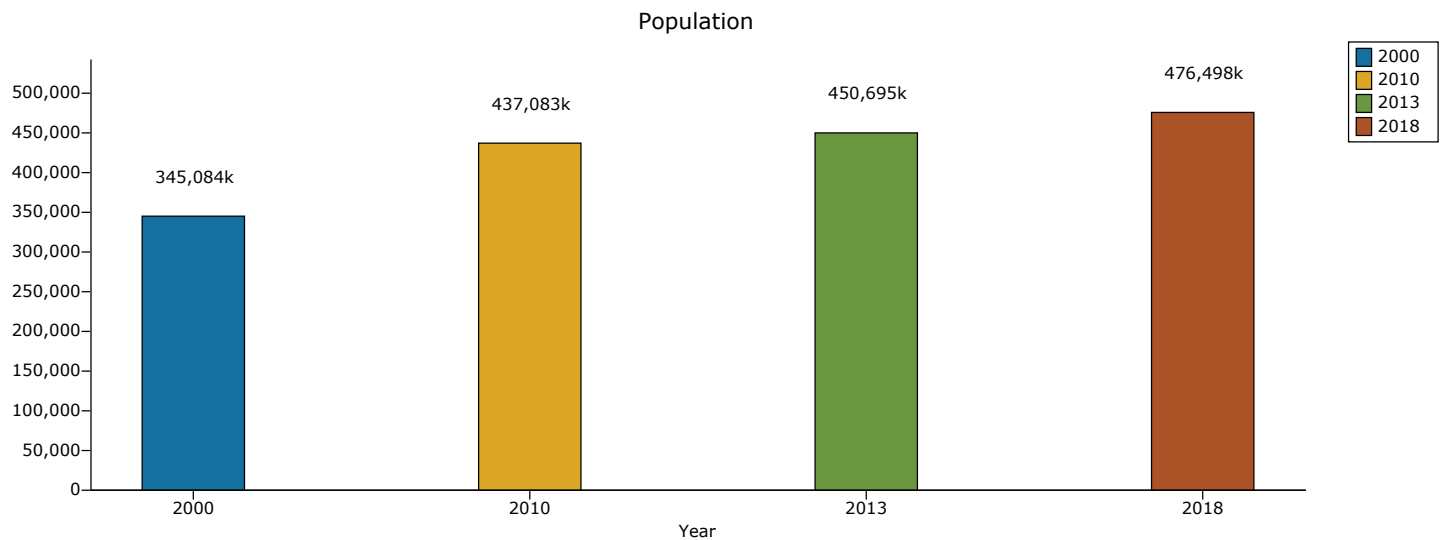
Prepared by Conrad Koneczny

Latitude: 39.168771925

Longitude: -78.17735257

	0 - 15 minutes	0 - 30 minutes	0 - 45 minutes
Population			
2000 Population	64,880	168,486	345,084
2010 Population	81,837	211,536	437,083
2013 Population	84,592	218,349	450,695
2018 Population	89,621	230,446	476,498
2000-2010 Annual Rate	2.35%	2.30%	2.39%
2010-2013 Annual Rate	1.02%	0.98%	0.95%
2013-2018 Annual Rate	1.16%	1.08%	1.12%
2013 Male Population	49.3%	49.5%	49.5%
2013 Female Population	50.7%	50.5%	50.5%
2013 Median Age	37.6	39.2	39.9

In the identified area, the current year population is 450,695. In 2010, the Census count in the area was 437,083. The rate of change since 2010 was 0.95% annually. The five-year projection for the population in the area is 476,498 representing a change of 1.12% annually from 2012 to 2017. Currently, the population is 49.5% male and 50.5% female.



Median Age

The median age in this area is 39.9, compared to U.S. median age of 37.3.

Race and Ethnicity

2013 White Alone	81.0%	85.4%	86.6%
2013 Black Alone	7.6%	6.7%	6.4%
2013 American Indian/Alaska Native Alone	0.4%	0.3%	0.3%
2013 Asian Alone	1.9%	1.4%	1.4%
2013 Pacific Islander Alone	0.0%	0.0%	0.0%
2013 Other Race	6.4%	3.6%	2.7%
2013 Two or More Races	2.7%	2.5%	2.6%
2013 Hispanic Origin (Any Race)	12.6%	7.8%	6.5%

Persons of Hispanic origin represent 6.5% of the population in the identified area compared to 16.9% of the U.S. population. Persons of Hispanic Origin may be of any race. The Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, is 33.8 in the identified area, compared to 61.4 for the U.S. as a whole.

Data Note: Income is expressed in current dollars

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018. Esri converted Census 2000 data into 2010 geography.

June 03, 2014



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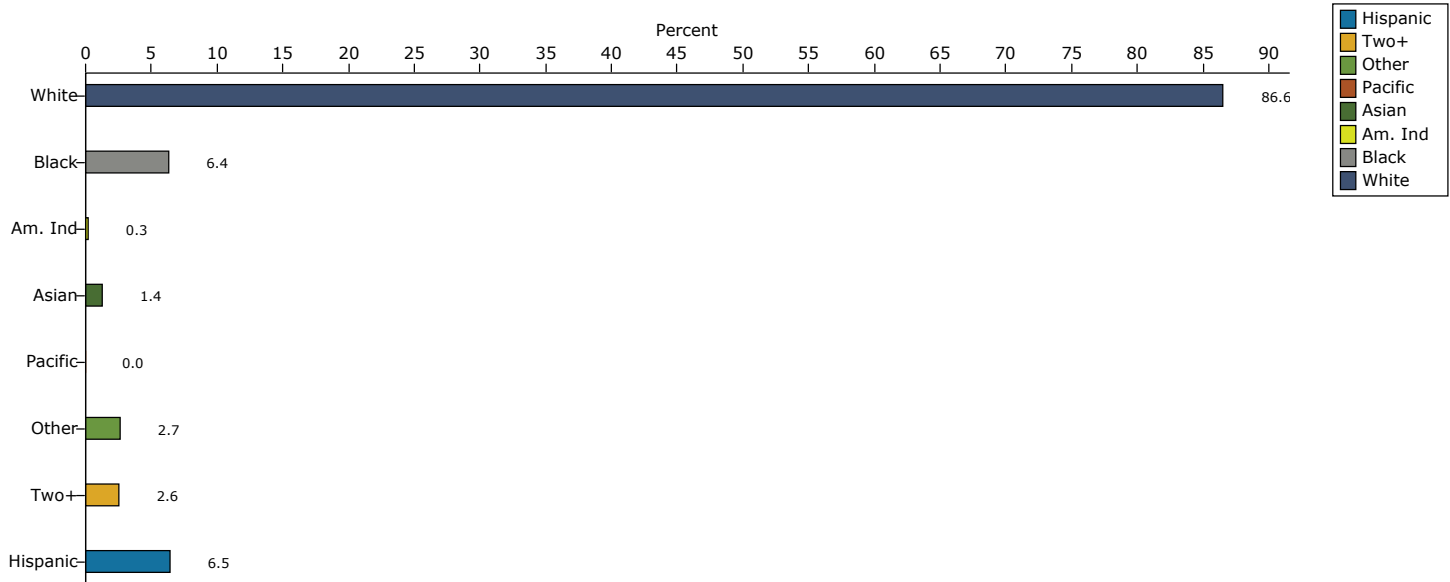
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Race and Ethnicity 2013

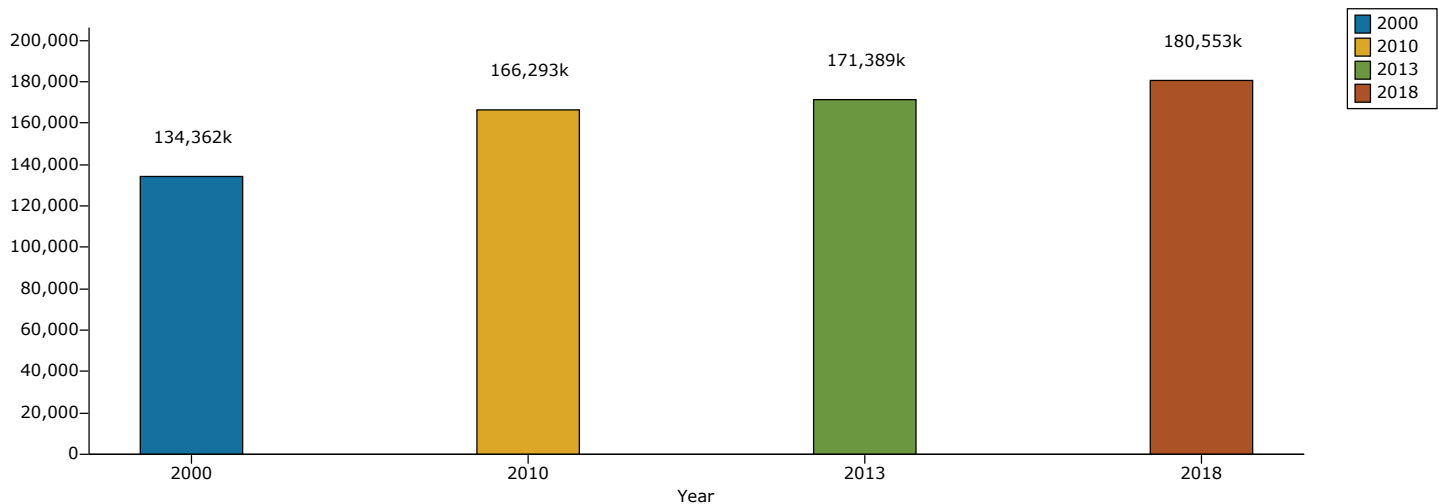


Households

2000 Households	25,486	66,003	134,362
2010 Households	30,990	80,953	166,293
2013 Total Households	31,939	83,444	171,389
2018 Total Households	33,755	87,836	180,553
2000-2010 Annual Rate	1.97%	2.06%	2.16%
2010-2013 Annual Rate	0.93%	0.94%	0.93%
2013-2018 Annual Rate	1.11%	1.03%	1.05%
2013 Average Household Size	2.59	2.58	2.59

The household count in this area has changed from 166,293 in 2010 to 171,389 in the current year, a change of 0.93% annually. The five-year projection of households is 180,553, a change of 1.05% annually from the current year total. Average household size is currently 2.59, compared to 2.59 in the year 2010. The number of families in the current year is 119,053 in the specified area.

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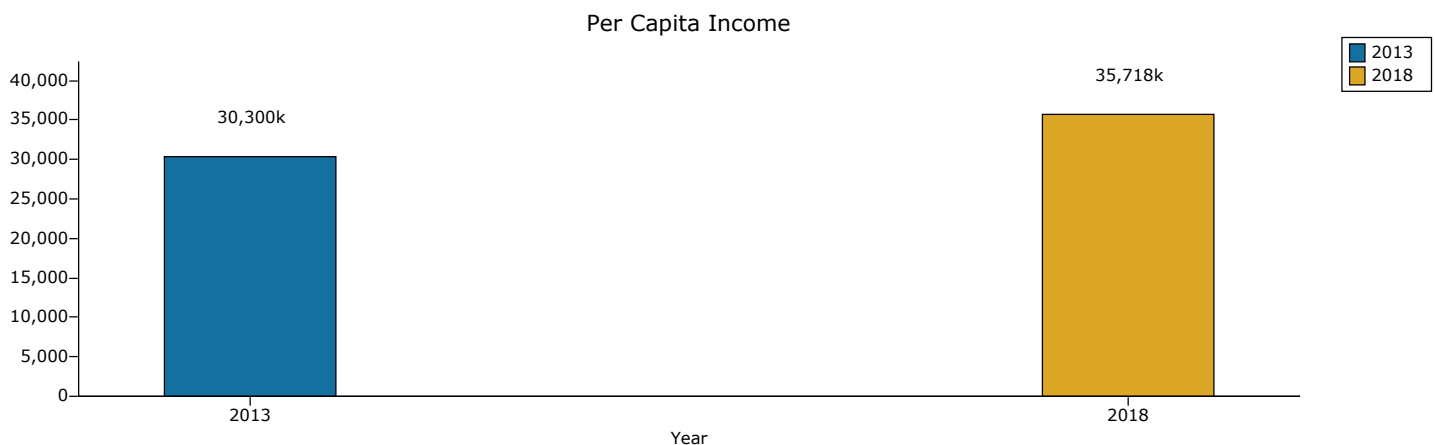
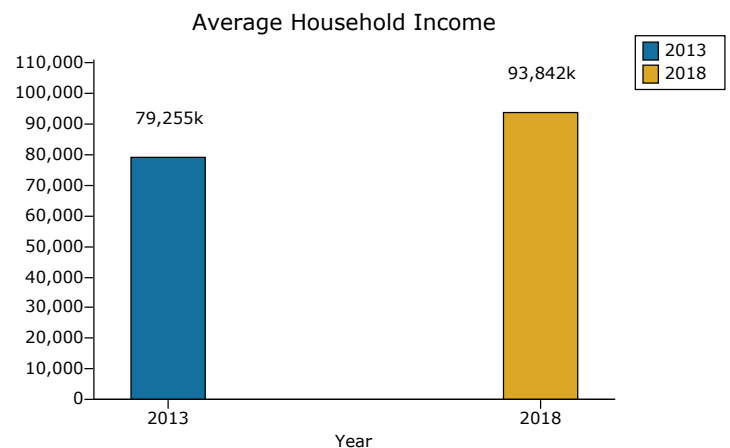
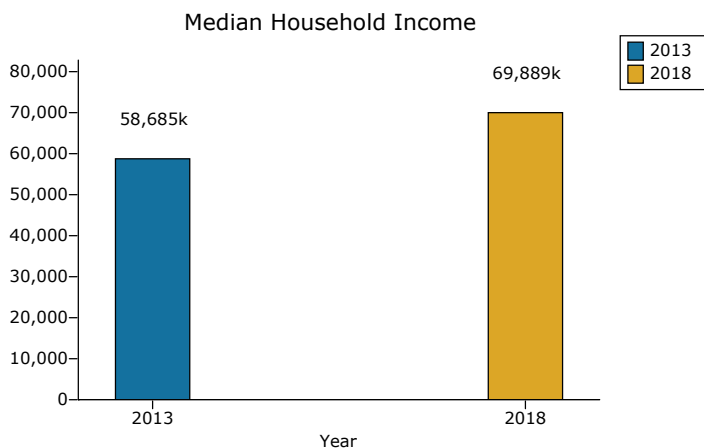
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Median Household Income			
2013 Median Household Income	\$56,554	\$56,138	\$58,685
2018 Median Household Income	\$66,236	\$65,460	\$69,889
2013-2018 Annual Rate	3.21%	3.12%	3.56%
Average Household Income			
2013 Average Household Income	\$75,709	\$74,573	\$79,255
2018 Average Household Income	\$88,948	\$87,493	\$93,842
2013-2018 Annual Rate	3.28%	3.25%	3.44%
Per Capita Income			
2013 Per Capita Income	\$28,695	\$28,592	\$30,300
2018 Per Capita Income	\$33,579	\$33,430	\$35,718
2013-2018 Annual Rate	3.19%	3.18%	3.34%
Households by Income			

Current median household income is \$58,685 in the area, compared to \$50,157 for all U.S. households. Median household income is projected to be \$69,889 in five years, compared to \$56,895 for all U.S. households

Current average household income is \$79,255 in this area, compared to \$68,162 for all U.S. households. Average household income is projected to be \$93,842 in five years, compared to \$77,137 for all U.S. households

Current per capita income is \$30,300 in the area, compared to the U.S. per capita income of \$26,409. The per capita income is projected to be \$35,718 in five years, compared to \$29,882 for all U.S. households



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Housing			
2000 Total Housing Units	26,742	70,564	145,649
2000 Owner Occupied Housing Units	16,691	46,432	97,090
2000 Owner Occupied Housing Units	8,795	19,571	37,271
2000 Vacant Housing Units	1,256	4,561	11,288
2010 Total Housing Units	33,603	89,351	184,982
2010 Owner Occupied Housing Units	20,338	56,979	121,175
2010 Renter Occupied Housing Units	10,651	23,974	45,117
2010 Vacant Housing Units	2,613	8,398	18,689
2013 Total Housing Units	34,640	92,108	190,541
2013 Owner Occupied Housing Units	20,546	57,305	121,873
2013 Renter Occupied Housing Units	11,393	26,139	49,517
2013 Vacant Housing Units	2,701	8,664	19,152
2018 Total Housing Units	36,607	96,962	200,966
2018 Owner Occupied Housing Units	22,103	61,257	130,265
2018 Renter Occupied Housing Units	11,652	26,580	50,287
2018 Vacant Housing Units	2,852	9,126	20,413

Currently, 64.0% of the 190,541 housing units in the area are owner occupied; 26.0%, renter occupied; and 10.1% are vacant. Currently, in the U.S., 56.5% of the housing units in the area are owner occupied; 32.1% are renter occupied; and 11.4% are vacant. In 2010, there were 184,982 housing units in the area - 65.5% owner occupied, 24.4% renter occupied, and 10.1% vacant. The annual rate of change in housing units since 2010 is 1.32%. Median home value in the area is \$183,742, compared to a median home value of \$167,749 for the U.S. In five years, median value is projected to change by 3.76% annually to \$220,963.

Data Note: Income is expressed in current dollars

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018. Esri converted Census 2000 data into 2010 geography.

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