



Demographic Snapshot

2190 S Pleasant Valley Rd, Winchester, Virginia, 22601
Rings: 1, 3, 5 mile radii

Prepared by KLNBTetail
Latitude: 39.16102
Longitude: -78.16946

Data for all businesses in area	1 mile	3 miles	5 miles
Total Businesses:	801	2,786	3,535
Total Employees:	23,025	58,489	68,118
Total Residential Population:	7,249	44,155	73,781
Employee/Residential Population Ratio:	3.18:1	1.32:1	0.92:1

Population	1 mile	3 miles	5 miles
2000 Population	5,973	34,231	52,322
2010 Population	6,484	41,215	66,866
2019 Population	7,249	44,155	73,781
2024 Population	7,559	45,758	77,915
2000-2010 Annual Rate	0.82%	1.87%	2.48%
2010-2018 Annual Rate	1.21%	0.75%	1.07%
2018-2023 Annual Rate	0.84%	0.72%	1.10%
2019 Male Population	49.5%	49.8%	49.5%
2019 Female Population	50.5%	50.2%	50.5%
2019 Median Age	32.7	36.8	37.4

In the identified area, the current year population is 7,249. In 2010, the Census count in the area was 6,484. The rate of change since 2010 was 1.21% annually. The five-year projection for the population in the area is 7,559 representing a change of 0.84% annually from 2018 to 2023. Currently, the population is 49.5% male and 50.5% female.

Median Age
The median age in this area is 32.7, compared to U.S. median age of 37.9.

Race and Ethnicity	1 mile	3 miles	5 miles
2019 White Alone	67.6%	74.1%	78.3%
2019 Black Alone	10.2%	9.8%	7.9%
2019 American Indian/Alaska Native Alone	0.6%	0.4%	0.4%
2019 Asian Alone	2.9%	2.5%	2.5%
2019 Pacific Islander Alone	0.0%	0.1%	0.1%
2019 Other Race	14.5%	9.2%	7.3%
2019 Two or More Races	4.2%	3.9%	3.5%
2019 Hispanic Origin (Any Race)	22.7%	17.1%	14.4%

Persons of Hispanic origin represent 22.7% of the population in the identified area compared to 18.3% 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 69.6 in the identified area, compared to 64.3 for the U.S. as a whole.

Households	1 mile	3 miles	5 miles
2000 Households	2,283	14,126	20,751
2010 Households	2,394	16,132	25,321
2019 Total Households	2,646	16,966	27,333
2024 Total Households	2,746	17,478	28,633
2000-2010 Annual Rate	0.48%	1.34%	2.01%
2010-2018 Annual Rate	1.09%	0.55%	0.83%
2018-2023 Annual Rate	0.74%	0.60%	0.93%
2019 Average Household Size	2.56	2.50	2.63

The household count in this area has changed from 2,394 in 2010 to 2,646 in the current year, a change of 1.09% annually. The five-year projection of households is 2,746, a change of 0.74% annually from the current year total. Average household size is currently 2.56, compared to 2.51 in the year 2010. The number of families in the current year is 1,354 in the specified area.

Source: Esri, Esri and Infogroup, U.S. Census



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	1 mile	3 miles	5 miles
Median Household Income			
2019 Median Household Income	\$44,274	\$58,040	\$68,285
2024 Median Household Income	\$47,399	\$66,264	\$77,033
2018-2023 Annual Rate	1.37%	2.69%	2.44%
Average Household Income			
2019 Average Household Income	\$61,764	\$84,038	\$88,472
2024 Average Household Income	\$68,730	\$95,410	\$99,563
2018-2023 Annual Rate	2.16%	2.57%	2.39%

Households by Income

Current median household income is \$44,274 in the area, compared to \$58,100 for all U.S. households. Median household income is projected to be \$47,399 in five years, compared to \$65,727 for all U.S. households

Current average household income is \$61,764 in this area, compared to \$83,694 for all U.S. households. Average household income is projected to be \$68,730 in five years, compared to \$96,109 for all U.S. households

Current per capita income is \$24,704 in the area, compared to the U.S. per capita income of \$31,950. The per capita income is projected to be \$27,313 in five years, compared to \$36,530 for all U.S. households

Housing			
2000 Total Housing Units	2,383	14,893	21,788
2000 Owner Occupied Housing Units	746	7,554	12,890
2000 Renter Occupied Housing Units	1,537	6,573	7,861
2000 Vacant Housing Units	100	766	1,037
2010 Total Housing Units	2,724	17,821	27,495
2010 Owner Occupied Housing Units	804	8,747	15,902
2010 Renter Occupied Housing Units	1,590	7,385	9,419
2010 Vacant Housing Units	330	1,689	2,174
2019 Total Housing Units	2,958	18,628	29,562
2019 Owner Occupied Housing Units	764	8,807	17,122
2019 Renter Occupied Housing Units	1,882	8,159	10,211
2019 Vacant Housing Units	312	1,662	2,229
2024 Total Housing Units	3,018	19,253	31,152
2024 Owner Occupied Housing Units	782	9,189	18,261
2024 Renter Occupied Housing Units	1,964	8,289	10,373
2024 Vacant Housing Units	272	1,775	2,519

Currently, 25.8% of the 2,958 housing units in the area are owner occupied; 63.6%, renter occupied; and 10.5% are vacant. Currently, in the U.S., 56.0% of the housing units in the area are owner occupied; 32.8% are renter occupied; and 11.2% are vacant. In 2010, there were 2,724 housing units in the area - 29.5% owner occupied, 58.4% renter occupied, and 12.1% vacant. The annual rate of change in housing units since 2010 is 3.73%. Median home value in the area is \$214,787, compared to a median home value of \$218,492 for the U.S. In five years, median value is projected to change by 1.15% annually to \$227,373.

Source: Esri, Esri and Infogroup, U.S. Census