



Executive Summary

Marketplace at Westtown Shopping Center
 1502 West Chester Pike, West Chester, Pennsylvania, 19382
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 39.96662
 Longitude: -75.52908

	1 mile	3 miles	5 miles
Population			
2000 Population	6,334	32,992	95,971
2010 Population	6,948	36,332	102,973
2017 Population	7,129	37,364	106,923
2022 Population	7,279	38,155	109,703
2000-2010 Annual Rate	0.93%	0.97%	0.71%
2010-2017 Annual Rate	0.36%	0.39%	0.52%
2017-2022 Annual Rate	0.42%	0.42%	0.51%
2017 Male Population	48.2%	48.7%	48.9%
2017 Female Population	51.8%	51.3%	51.1%
2017 Median Age	38.7	42.3	38.4

In the identified area, the current year population is 106,923. In 2010, the Census count in the area was 102,973. The rate of change since 2010 was 0.52% annually. The five-year projection for the population in the area is 109,703 representing a change of 0.51% annually from 2017 to 2022. Currently, the population is 48.9% male and 51.1% female.

Median Age

The median age in this area is 38.7, compared to U.S. median age of 38.2.

Race and Ethnicity

	1 mile	3 miles	5 miles
2017 White Alone	85.5%	85.1%	83.8%
2017 Black Alone	4.2%	5.2%	7.3%
2017 American Indian/Alaska Native Alone	0.1%	0.1%	0.2%
2017 Asian Alone	7.2%	6.8%	5.0%
2017 Pacific Islander Alone	0.0%	0.0%	0.0%
2017 Other Race	1.0%	1.1%	1.9%
2017 Two or More Races	2.0%	1.7%	1.9%
2017 Hispanic Origin (Any Race)	3.8%	3.7%	5.6%

Persons of Hispanic origin represent 5.6% of the population in the identified area compared to 18.1% 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 36.5 in the identified area, compared to 64.0 for the U.S. as a whole.

Households

	1 mile	3 miles	5 miles
2000 Households	2,855	12,556	34,551
2010 Households	3,203	14,312	37,799
2017 Total Households	3,283	14,685	39,182
2022 Total Households	3,346	14,977	40,182
2000-2010 Annual Rate	1.16%	1.32%	0.90%
2010-2017 Annual Rate	0.34%	0.36%	0.50%
2017-2022 Annual Rate	0.38%	0.39%	0.51%
2017 Average Household Size	2.17	2.49	2.51

The household count in this area has changed from 37,799 in 2010 to 39,182 in the current year, a change of 0.50% annually. The five-year projection of households is 40,182, a change of 0.51% annually from the current year total. Average household size is currently 2.51, compared to 2.50 in the year 2010. The number of families in the current year is 24,509 in the specified area.

Data Note: Income is expressed in current dollars

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022. Esri converted Census 2000 data into 2010 geography.



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Median Household Income			
2017 Median Household Income	\$78,579	\$93,072	\$93,741
2022 Median Household Income	\$87,042	\$102,135	\$102,727
2017-2022 Annual Rate	2.07%	1.88%	1.85%
Average Household Income			
2017 Average Household Income	\$112,016	\$128,776	\$131,493
2022 Average Household Income	\$127,598	\$143,955	\$146,494
2017-2022 Annual Rate	2.64%	2.25%	2.18%
Per Capita Income			
2017 Per Capita Income	\$52,103	\$52,087	\$49,399
2022 Per Capita Income	\$59,288	\$58,106	\$54,831
2017-2022 Annual Rate	2.62%	2.21%	2.11%

Households by Income

Current median household income is \$93,741 in the area, compared to \$56,124 for all U.S. households. Median household income is projected to be \$102,727 in five years, compared to \$62,316 for all U.S. households

Current average household income is \$131,493 in this area, compared to \$80,675 for all U.S. households. Average household income is projected to be \$146,494 in five years, compared to \$91,585 for all U.S. households

Current per capita income is \$49,399 in the area, compared to the U.S. per capita income of \$30,820. The per capita income is projected to be \$54,831 in five years, compared to \$34,828 for all U.S. households

Housing

2000 Total Housing Units	3,014	12,999	35,740
2000 Owner Occupied Housing Units	1,766	8,831	24,011
2000 Renter Occupied Housing Units	1,089	3,725	10,540
2000 Vacant Housing Units	159	443	1,189
2010 Total Housing Units	3,365	15,030	39,744
2010 Owner Occupied Housing Units	2,007	10,156	26,122
2010 Renter Occupied Housing Units	1,196	4,156	11,677
2010 Vacant Housing Units	162	718	1,945
2017 Total Housing Units	3,442	15,375	41,209
2017 Owner Occupied Housing Units	1,953	10,123	26,436
2017 Renter Occupied Housing Units	1,330	4,562	12,746
2017 Vacant Housing Units	159	690	2,027
2022 Total Housing Units	3,487	15,634	42,254
2022 Owner Occupied Housing Units	1,970	10,337	27,134
2022 Renter Occupied Housing Units	1,376	4,640	13,048
2022 Vacant Housing Units	141	657	2,072

Currently, 64.2% of the 41,209 housing units in the area are owner occupied; 30.9%, renter occupied; and 4.9% are vacant. Currently, in the U.S., 55.6% of the housing units in the area are owner occupied; 33.1% are renter occupied; and 11.3% are vacant. In 2010, there were 39,744 housing units in the area - 65.7% owner occupied, 29.4% renter occupied, and 4.9% vacant. The annual rate of change in housing units since 2010 is 1.62%. Median home value in the area is \$411,484, compared to a median home value of \$207,344 for the U.S. In five years, median value is projected to change by 0.88% annually to \$429,850.

Data Note: Income is expressed in current dollars

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022. Esri converted Census 2000 data into 2010 geography.

October 27, 2017