



## Executive Summary

West Goshen Shopping Center  
 1103 West Chester Pike, West Chester, Pennsylvania, 19382  
 Rings: 1, 3, 5 mile radii

Prepared by Esri  
 Latitude: 39.96848  
 Longitude: -75.57502

	1 mile	3 miles	5 miles
<b>Population</b>			
2000 Population	7,983	62,275	104,901
2010 Population	8,306	65,827	111,749
2017 Population	8,379	67,968	115,287
2022 Population	8,510	69,572	117,953
2000-2010 Annual Rate	0.40%	0.56%	0.63%
2010-2017 Annual Rate	0.12%	0.44%	0.43%
2017-2022 Annual Rate	0.31%	0.47%	0.46%
2017 Male Population	49.6%	48.2%	48.5%
2017 Female Population	50.4%	51.8%	51.5%
2017 Median Age	37.6	35.4	38.3

In the identified area, the current year population is 115,287. In 2010, the Census count in the area was 111,749. The rate of change since 2010 was 0.43% annually. The five-year projection for the population in the area is 117,953 representing a change of 0.46% annually from 2017 to 2022. Currently, the population is 48.5% male and 51.5% female.

### Median Age

The median age in this area is 37.6, compared to U.S. median age of 38.2.

### Race and Ethnicity

	1 mile	3 miles	5 miles
2017 White Alone	80.9%	84.7%	84.2%
2017 Black Alone	5.4%	6.1%	5.8%
2017 American Indian/Alaska Native Alone	0.3%	0.2%	0.2%
2017 Asian Alone	9.1%	4.5%	6.1%
2017 Pacific Islander Alone	0.0%	0.0%	0.0%
2017 Other Race	2.4%	2.5%	1.8%
2017 Two or More Races	1.8%	2.0%	1.9%
2017 Hispanic Origin (Any Race)	6.5%	7.1%	5.4%

Persons of Hispanic origin represent 5.4% 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 35.8 in the identified area, compared to 64.0 for the U.S. as a whole.

### Households

	1 mile	3 miles	5 miles
2000 Households	3,149	23,310	37,740
2010 Households	3,242	25,010	41,379
2017 Total Households	3,252	25,730	42,555
2022 Total Households	3,294	26,312	43,505
2000-2010 Annual Rate	0.29%	0.71%	0.92%
2010-2017 Annual Rate	0.04%	0.39%	0.39%
2017-2022 Annual Rate	0.26%	0.45%	0.44%
2017 Average Household Size	2.52	2.46	2.55

The household count in this area has changed from 41,379 in 2010 to 42,555 in the current year, a change of 0.39% annually. The five-year projection of households is 43,505, a change of 0.44% annually from the current year total. Average household size is currently 2.55, compared to 2.54 in the year 2010. The number of families in the current year is 27,315 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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<b>Median Household Income</b>			
2017 Median Household Income	\$78,425	\$82,901	\$99,335
2022 Median Household Income	\$86,429	\$92,609	\$106,132
2017-2022 Annual Rate	1.96%	2.24%	1.33%
<b>Average Household Income</b>			
2017 Average Household Income	\$96,448	\$114,790	\$135,000
2022 Average Household Income	\$110,962	\$129,420	\$150,131
2017-2022 Annual Rate	2.84%	2.43%	2.15%
<b>Per Capita Income</b>			
2017 Per Capita Income	\$38,046	\$43,943	\$50,440
2022 Per Capita Income	\$43,601	\$49,425	\$55,953
2017-2022 Annual Rate	2.76%	2.38%	2.10%

### Households by Income

Current median household income is \$99,335 in the area, compared to \$56,124 for all U.S. households. Median household income is projected to be \$106,132 in five years, compared to \$62,316 for all U.S. households

Current average household income is \$135,000 in this area, compared to \$80,675 for all U.S. households. Average household income is projected to be \$150,131 in five years, compared to \$91,585 for all U.S. households

Current per capita income is \$50,440 in the area, compared to the U.S. per capita income of \$30,820. The per capita income is projected to be \$55,953 in five years, compared to \$34,828 for all U.S. households

### Housing

	1 mile	3 miles	5 miles
2000 Total Housing Units	3,211	24,096	38,933
2000 Owner Occupied Housing Units	1,861	15,076	27,160
2000 Renter Occupied Housing Units	1,288	8,234	10,580
2000 Vacant Housing Units	62	786	1,193
2010 Total Housing Units	3,375	26,270	43,244
2010 Owner Occupied Housing Units	1,880	15,825	29,782
2010 Renter Occupied Housing Units	1,362	9,185	11,597
2010 Vacant Housing Units	133	1,260	1,865
2017 Total Housing Units	3,423	27,133	44,511
2017 Owner Occupied Housing Units	1,814	15,782	29,936
2017 Renter Occupied Housing Units	1,438	9,948	12,619
2017 Vacant Housing Units	171	1,403	1,956
2022 Total Housing Units	3,478	27,750	45,498
2022 Owner Occupied Housing Units	1,881	16,130	30,591
2022 Renter Occupied Housing Units	1,413	10,182	12,914
2022 Vacant Housing Units	184	1,438	1,993

Currently, 67.3% of the 44,511 housing units in the area are owner occupied; 28.4%, renter occupied; and 4.4% 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 43,244 housing units in the area - 68.9% owner occupied, 26.8% renter occupied, and 4.3% vacant. The annual rate of change in housing units since 2010 is 1.29%. Median home value in the area is \$403,770, compared to a median home value of \$207,344 for the U.S. In five years, median value is projected to change by 0.92% annually to \$422,703.

**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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