Community Profile

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

Population Summary	1 mile	3 miles	5 miles
2010 Total Population	5,663	41,445	67,388
2020 Total Population	6,229	44,978	74,936
2020 Group Quarters	532	1,610	2,089
2026 Total Population	6,071	47,001	78,437
2026 Group Quarters	547	1,644	2,130
2031 Total Population	6,449	47,960	81,444
2026-2031 Annual Rate	1.22%	0.40%	0.76%
2026 Total Daytime Population	13,577	62,971	94,538
Workers	10,777	39,630	55,732
Residents	2,800	23,341	38,806

Household Summary			
2010 Total Households	1,920	16,433	25,573
2010 Average Household Size	2.68	2.43	2.56
2020 Total Households	2,227	17,813	28,453
2020 Average Household Size	2.56	2.43	2.56
2026 Total Households	2,241	18,815	30,152
2026 Average Household Size	2.46	2.41	2.53
2031 Total Households	2,400	19,372	31,538
2031 Average Household Size	2.46	2.39	2.51
2026-2031 Annual Rate	1.38%	0.59%	0.90%
2026 Families	1,080	11,200	19,246
2026 Average Family Size	3.36	3.11	3.18
2031 Families	1,146	11,489	20,120
2031 Average Family Size	3.37	3.09	3.17
2026-2031 Growth Rate	1.19%	0.51%	0.89%

Median Household Income			
2026	$54,548	$73,928	$82,648
2031	$58,681	$81,146	$92,516

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Per Capita Income	1 mile	3 miles	5 miles
2026	$29,754	$40,962	$43,017
2031	$33,695	$46,258	$48,543

2026 Households by Income			
Household Income Base	2,240	18,814	30,152
<$10,000	7.0%	4.8%	3.8%
$10,000-14,999	2.6%	2.2%	2.3%
$15,000-19,999	8.5%	3.9%	3.0%
$20,000-24,999	4.1%	4.3%	3.7%
$25,000-29,999	6.5%	3.3%	2.5%
$30,000-34,999	3.4%	2.6%	2.0%
$35,000-39,999	3.8%	4.0%	3.6%
$40,000-44,999	4.5%	3.6%	3.4%
$45,000-49,999	3.5%	2.4%	2.2%
$50,000-59,999	12.0%	8.6%	7.9%
$60,000-74,999	11.7%	10.8%	10.3%
$75000-99999	13.7%	14.0%	14.1%
$100,000-124,999	7.1%	9.7%	9.9%
$125,000-149,999	4.7%	6.0%	6.7%
$150000-199999	3.0%	6.8%	10.2%
$200,000-249,999	2.1%	7.2%	8.1%
$250,000-299,999	0.7%	2.3%	2.5%
$300,000-399,999	0.6%	2.1%	2.3%
$400,000-499,999	0.0%	0.3%	0.4%
$500,000+	0.3%	1.0%	1.1%
Average Household Income	$67,394	$102,182	$110,905

2026 Affordability, Mortgage and Wealth			
Housing Affordability Index	67	74	85
Percent of Income for Mortgage	35.5%	32.3%	28.6%
Wealth Index	41	81	90

Median Home Value			
2026	$329,646	$406,033	$401,967
2031	$430,435	$469,092	$457,747

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2026 Home Value	1 mile	3 miles	5 miles
Total Owner Occupied Housing Units	577	10,212	19,402
<$50,000	0.0%	1.5%	2.7%
$50,000 - $99,999	0.9%	0.8%	1.0%
$100,000 - $149,999	0.9%	1.4%	1.4%
$150,000 - $199,999	15.3%	6.9%	5.1%
$200,000 - $249,999	18.0%	8.5%	6.3%
$250,000 - $299,999	9.2%	9.3%	9.4%
$300,000 - $399,999	19.6%	20.3%	23.6%
$400,000 - $499,999	21.1%	21.8%	23.6%
$500,000 - $749,999	6.8%	23.8%	22.0%
$750,000 - $999,999	6.6%	3.7%	3.1%
$1,000,000 - $1,499,999	1.4%	1.5%	1.3%
$1,500,000 - $1,999,999	0.0%	0.3%	0.4%
$2,000,000 +	0.3%	0.3%	0.2%
Average Home Value	$382,041	$440,336	$431,705

Housing Unit Summary			
2010 Total Housing Units	2,247	18,106	27,769
Owner Occupied Housing Units	27.6%	53.9%	62.8%
Renter Occupied Housing Units	72.4%	46.1%	37.2%
Vacant Housing Units	14.6%	9.2%	7.9%
2020 Housing Units	2,420	18,999	30,039
Owner Occupied Housing Units	24.8%	51.9%	61.8%
Renter Occupied Housing Units	75.2%	48.1%	38.2%
Vacant Housing Units	7.1%	6.4%	5.3%
2026 Housing Units	2,570	20,309	32,010
Owner Occupied Housing Units	25.7%	54.3%	64.3%
Renter Occupied Housing Units	74.3%	45.7%	35.6%
Vacant Housing Units	12.8%	7.4%	5.8%
2031 Total Housing Units	2,673	20,830	33,411
Owner Occupied Housing Units	27.1%	55.2%	65.8%
Renter Occupied Housing Units	72.9%	44.8%	34.2%
Vacant Housing Units	10.2%	7.0%	5.6%

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2026 Population by Sex	1 mile	3 miles	5 miles
Males	2,993	23,338	38,889
Females	3,078	23,663	39,548

Median Age			
2010	29.9	35.7	36.3
2020	31.8	37.3	38.4
2026	33.1	38.4	39.3
2031	34.8	39.5	40.0

2026 Population by Age			
Total	6,071	47,000	78,437
0 - 4	5.7%	5.5%	5.5%
5 - 9	5.3%	5.5%	5.7%
10 - 14	5.3%	5.8%	6.0%
15 - 24	19.9%	14.3%	13.6%
25 - 34	16.9%	14.4%	13.7%
35 - 44	12.7%	13.1%	12.9%
45 - 54	9.8%	11.8%	12.2%
55 - 64	8.8%	11.3%	11.8%
65 - 74	8.4%	9.6%	9.8%
75 - 84	5.2%	6.7%	6.7%
85 +	1.8%	2.4%	2.5%
18 +	80.1%	79.5%	79.0%

2026 Population 15+ by Marital Status			
Total	5,081	39,090	64,925
Never Married	50.0%	35.4%	32.1%
Married	35.5%	46.0%	50.1%
Widowed	3.5%	5.7%	5.9%
Divorced	11.0%	12.9%	11.8%

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2026 Pop 25+ by Educational Attainment	1 mile	3 miles	5 miles
Total	3,870	32,366	54,235
Less than 9th Grade	7.6%	4.5%	4.3%
9th - 12th Grade, No Diploma	7.2%	6.7%	6.5%
High School Graduate	31.8%	25.6%	25.9%
GED/Alternative Credential	3.9%	4.5%	4.2%
Some College, No Degree	20.5%	17.5%	17.3%
Associate Degree	7.1%	7.6%	8.3%
Bachelor's Degree	15.3%	19.0%	19.4%
Graduate/Professional Degree	6.7%	14.6%	14.1%

2020 Population by Race/Ethnicity			
Total	6,229	44,978	74,936
White Alone	61.3%	67.3%	71.6%
Black Alone	11.0%	8.8%	7.1%
American Indian Alone	0.8%	0.8%	0.6%
Asian Alone	2.0%	2.5%	2.4%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	15.6%	11.6%	9.3%
Two or More Races	15.6%	11.6%	9.3%
Hispanic Origin	23.6%	19.0%	16.4%
Diversity Index	73.0	66.6	61.2

2026 Population by Race/Ethnicity			
Total	6,072	47,001	78,436
White Alone	56.6%	63.0%	67.3%
Black Alone	10.7%	8.7%	7.2%
American Indian Alone	2.2%	1.9%	1.6%
Asian Alone	2.0%	2.9%	2.9%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	18.7%	13.7%	11.1%
Two or More Races	9.8%	9.8%	9.9%
Hispanic Origin	28.5%	22.9%	20.1%
Diversity Index	77.7	72.0	67.3

2026 Employed Pop 16+ by Occupation	1 mile	3 miles	5 miles
Total	3,451	24,875	40,858
White Collar	47.7%	60.3%	61.8%
Management/Business/Financial	8.7%	15.2%	16.5%
Professional	20.1%	26.5%	25.8%
Sales	10.9%	8.5%	8.2%
Administrative Support	8.0%	10.1%	11.2%
Services	25.4%	16.9%	16.5%

2026 Employed Pop 16+ by Occupation			
Total	3,451	24,875	40,858
Blue Collar	27.0%	22.9%	21.8%
Farming/Forestry/Fishing	1.6%	0.9%	0.8%
Construction/Extraction	4.8%	5.3%	5.5%
Installation/Maintenance/Repair	1.9%	3.0%	3.1%
Production	8.4%	5.5%	4.9%
Transportation/Material Moving	10.3%	8.2%	7.5%
White Collar	47.7%	60.3%	61.8%
Management/Business/Financial	8.7%	15.2%	16.5%
Professional	20.1%	26.5%	25.8%
Sales	10.9%	8.5%	8.2%
Administrative Support	8.0%	10.1%	11.2%
Services	25.4%	16.9%	16.5%

2026 Civilian Population 16+ in Labor Force			
Civilian Population 16+	3,451	24,875	40,858
Population 16+ Employed	96.0%	96.2%	96.7%
Population 16+ Unemployment rate	4.0%	3.8%	3.3%
Population 16-24 Employed	21.0%	15.3%	14.6%
Population 16-24 Unemployment rate	7.2%	7.2%	6.6%
Population 25-54 Employed	57.7%	58.0%	58.9%
Population 25-54 Unemployment rate	3.3%	3.5%	2.9%
Population 55-64 Employed	12%	15%	16%
Population 55-64 Unemployment rate	2.9%	2.7%	2.6%
Population 65+ Employed	6%	8%	7%
Population 65+ Unemployment rate	0.5%	1.9%	1.7%

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2026 Employed Population 16+ by Industry	1 mile	3 miles	5 miles
Total	3,314	23,919	39,504
Agriculture/Mining	2.4%	1.6%	1.4%
Construction	7.1%	7.9%	8.5%
Manufacturing	10.4%	8.8%	8.9%
Wholesale Trade	0.8%	1.5%	1.3%
Retail Trade	16.2%	11.8%	10.8%
Transportation/Utilities	1.1%	3.0%	3.5%
Information	2%	2%	2%
Finance/Insurance/Real Estate	3.2%	6.0%	6.0%
Services	53.7%	51.8%	51.2%
Public Administration	3.3%	5.8%	6.5%

2026 Consumer Spending			
Apparel & Services: Total $	$3,327,774	$40,470,468	$70,124,889
Average Spent	$1,484.95	$2,150.97	$2,325.71
Spending Potential Index	58	84	91
Education: Total $	$2,477,364	$31,287,945	$53,865,874
Average Spent	$1,105.47	$1,662.93	$1,786.48
Spending Potential Index	55	83	89
Entertainment/Recreation: Total $	$5,290,433	$67,399,412	$117,458,596
Average Spent	$2,360.75	$3,582.22	$3,895.55
Spending Potential Index	55	83	91
Food at Home: Total $	$10,315,091	$124,774,520	$215,069,253
Average Spent	$4,602.90	$6,631.65	$7,132.84
Spending Potential Index	58	84	91
Food Away from Home: Total $	$5,695,798	$70,566,199	$122,630,279
Average Spent	$2,541.63	$3,750.53	$4,067.07
Spending Potential Index	57	84	91
Health Care: Total $	$9,784,652	$125,943,835	$220,002,215
Average Spent	$4,366.20	$6,693.80	$7,296.44
Spending Potential Index	54	83	91
HH Furnishings & Equipment: Total $	$3,511,809	$44,935,119	$78,383,695
Average Spent	$1,567.07	$2,388.26	$2,599.62
Spending Potential Index	55	84	91
Personal Care Products & Services: Total $	$1,456,236	$18,207,614	$31,639,349
Average Spent	$649.82	$967.72	$1,049.33
Spending Potential Index	57	85	92

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2026 Consumer Spending	1 mile	3 miles	5 miles
Shelter: Total $	$35,310,438	$435,628,099	$747,433,732
Average Spent	$15,756.55	$23,153.23	$24,788.86
Spending Potential Index	57	84	90
Support Payments/Gifts in Kind: Total $	$3,621,929	$48,613,971	$85,996,990
Average Spent	$1,616.21	$2,583.79	$2,852.12
Spending Potential Index	53	85	94
Travel: Total $	$4,188,070	$56,278,888	$98,351,818
Average Spent	$1,868.84	$2,991.17	$3,261.87
Spending Potential Index	51	82	89
Vehicle Maintenance & Repairs: Total $	$1,602,183	$19,730,613	$34,119,164
Average Spent	$714.94	$1,048.66	$1,131.57
Spending Potential Index	58	85	91

Top Tapestry Segment

1 mile

Single Thrifties (C1):

This segment is characterized by young, mobile renters in Midwestern and Southern neighborhoods.

Learn more about this segment...

3 miles

Burbs and Beyond (K8):

This segment is characterized by affluent, aging population in the scenic West.

Learn more about this segment...

5 miles

Boomburbs (H2):

This segment is characterized by high-earning suburban families in the South and West.

Learn more about this segment...

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.