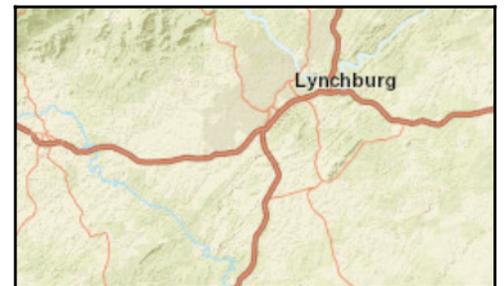
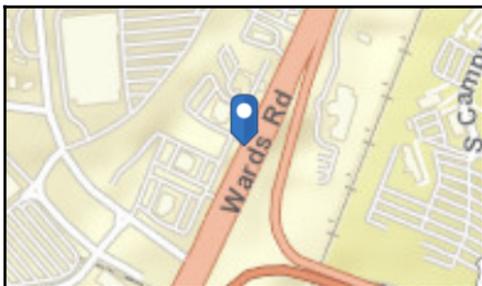
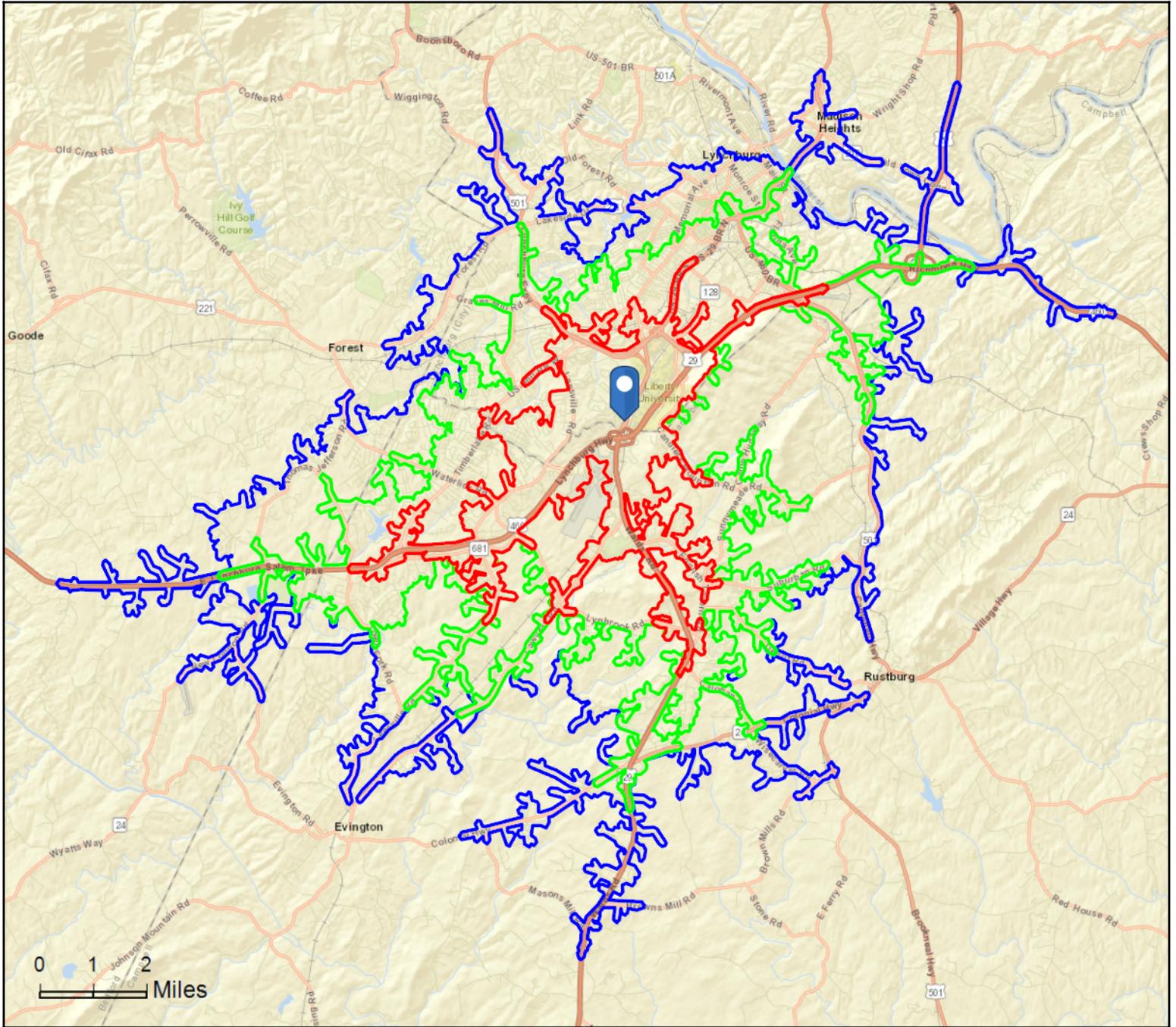


Wards Crossing  
4040 Wards Rd, Lynchburg, Virginia, 24502  
Drive Time: 7, 10, 13 minute radii

Prepared by Esri  
Latitude: 37.34444  
Longitude: -79.18880





# Community Profile

Wards Crossing  
 4040 Wards Rd, Lynchburg, Virginia, 24502  
 Drive Time: 7, 10, 13 minute radii

Prepared by Esri  
 Latitude: 37.34444  
 Longitude: -79.18880

	7 minutes	10 minutes	13 minutes
<b>Population Summary</b>			
2000 Total Population	10,071	36,626	65,972
2010 Total Population	15,124	47,066	78,144
2019 Total Population	17,198	51,420	84,903
2019 Group Quarters	6,686	7,492	8,964
2024 Total Population	17,725	53,203	88,191
2019-2024 Annual Rate	0.61%	0.68%	0.76%
2019 Total Daytime Population	21,323	53,731	97,122
Workers	11,360	26,206	52,605
Residents	9,963	27,525	44,517
<b>Household Summary</b>			
2000 Households	2,937	14,161	25,918
2000 Average Household Size	2.38	2.35	2.37
2010 Households	3,818	17,195	29,776
2010 Average Household Size	2.35	2.34	2.35
2019 Households	4,469	18,624	32,127
2019 Average Household Size	2.35	2.36	2.36
2024 Households	4,683	19,321	33,434
2024 Average Household Size	2.36	2.37	2.37
2019-2024 Annual Rate	0.94%	0.74%	0.80%
2010 Families	2,223	10,429	18,242
2010 Average Family Size	2.89	2.89	2.91
2019 Families	2,571	11,181	19,434
2019 Average Family Size	2.89	2.92	2.94
2024 Families	2,692	11,554	20,120
2024 Average Family Size	2.90	2.93	2.95
2019-2024 Annual Rate	0.92%	0.66%	0.70%
<b>Housing Unit Summary</b>			
2000 Housing Units	3,082	15,029	27,816
Owner Occupied Housing Units	62.8%	64.7%	62.4%
Renter Occupied Housing Units	32.5%	29.5%	30.7%
Vacant Housing Units	4.7%	5.8%	6.8%
2010 Housing Units	4,153	18,850	32,983
Owner Occupied Housing Units	50.2%	54.7%	54.6%
Renter Occupied Housing Units	41.7%	36.5%	35.7%
Vacant Housing Units	8.1%	8.8%	9.7%
2019 Housing Units	4,851	20,426	35,535
Owner Occupied Housing Units	47.5%	52.6%	52.3%
Renter Occupied Housing Units	44.6%	38.6%	38.1%
Vacant Housing Units	7.9%	8.8%	9.6%
2024 Housing Units	5,082	21,261	37,080
Owner Occupied Housing Units	48.2%	53.0%	52.3%
Renter Occupied Housing Units	44.0%	37.9%	37.9%
Vacant Housing Units	7.9%	9.1%	9.8%
<b>Median Household Income</b>			
2019	\$47,689	\$47,203	\$46,660
2024	\$51,468	\$51,184	\$50,925
<b>Median Home Value</b>			
2019	\$170,822	\$167,711	\$166,067
2024	\$181,962	\$176,980	\$174,860
<b>Per Capita Income</b>			
2019	\$17,948	\$22,172	\$22,819
2024	\$20,032	\$24,688	\$25,334
<b>Median Age</b>			
2010	22.7	29.1	31.9
2019	23.6	32.0	34.0
2024	23.8	33.7	35.7

**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.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



# Community Profile

Wards Crossing  
 4040 Wards Rd, Lynchburg, Virginia, 24502  
 Drive Time: 7, 10, 13 minute radii

Prepared by Esri  
 Latitude: 37.34444  
 Longitude: -79.18880

	7 minutes	10 minutes	13 minutes
<b>2019 Households by Income</b>			
Household Income Base	4,466	18,621	32,124
<\$15,000	13.1%	13.3%	14.0%
\$15,000 - \$24,999	10.5%	10.4%	10.6%
\$25,000 - \$34,999	11.4%	11.2%	11.3%
\$35,000 - \$49,999	17.1%	17.6%	17.0%
\$50,000 - \$74,999	23.8%	21.8%	20.5%
\$75,000 - \$99,999	11.2%	13.5%	13.6%
\$100,000 - \$149,999	9.3%	8.8%	9.3%
\$150,000 - \$199,999	1.9%	1.9%	2.0%
\$200,000+	1.7%	1.5%	1.7%
Average Household Income	\$59,030	\$58,548	\$59,012
<b>2024 Households by Income</b>			
Household Income Base	4,680	19,318	33,431
<\$15,000	12.0%	12.4%	13.1%
\$15,000 - \$24,999	9.4%	9.3%	9.5%
\$25,000 - \$34,999	10.4%	10.3%	10.3%
\$35,000 - \$49,999	15.9%	16.4%	15.9%
\$50,000 - \$74,999	24.1%	22.0%	20.8%
\$75,000 - \$99,999	12.5%	15.0%	15.1%
\$100,000 - \$149,999	11.0%	10.3%	10.8%
\$150,000 - \$199,999	2.3%	2.4%	2.5%
\$200,000+	2.3%	2.0%	2.1%
Average Household Income	\$66,244	\$65,400	\$65,644
<b>2019 Owner Occupied Housing Units by Value</b>			
Total	2,305	10,738	18,586
<\$50,000	5.4%	6.4%	7.3%
\$50,000 - \$99,999	4.6%	10.0%	12.3%
\$100,000 - \$149,999	26.2%	22.5%	21.2%
\$150,000 - \$199,999	33.0%	31.0%	28.7%
\$200,000 - \$249,999	17.3%	14.6%	13.7%
\$250,000 - \$299,999	4.8%	5.8%	6.6%
\$300,000 - \$399,999	2.4%	4.1%	4.9%
\$400,000 - \$499,999	0.6%	0.7%	1.3%
\$500,000 - \$749,999	1.5%	2.3%	2.2%
\$750,000 - \$999,999	1.0%	0.9%	0.9%
\$1,000,000 - \$1,499,999	3.1%	1.3%	0.8%
\$1,500,000 - \$1,999,999	0.0%	0.2%	0.1%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$216,584	\$200,175	\$193,155
<b>2024 Owner Occupied Housing Units by Value</b>			
Total	2,450	11,259	19,387
<\$50,000	4.3%	5.3%	6.2%
\$50,000 - \$99,999	4.0%	9.1%	11.3%
\$100,000 - \$149,999	22.8%	20.1%	19.2%
\$150,000 - \$199,999	29.8%	28.7%	26.7%
\$200,000 - \$249,999	17.3%	14.9%	14.0%
\$250,000 - \$299,999	5.1%	6.3%	7.2%
\$300,000 - \$399,999	3.0%	5.0%	5.7%
\$400,000 - \$499,999	0.9%	1.0%	1.9%
\$500,000 - \$749,999	2.6%	4.0%	3.8%
\$750,000 - \$999,999	2.3%	2.0%	1.9%
\$1,000,000 - \$1,499,999	8.0%	3.3%	2.0%
\$1,500,000 - \$1,999,999	0.0%	0.3%	0.2%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$289,203	\$245,474	\$228,344

**Data Note:** 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.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



# Community Profile

Wards Crossing  
 4040 Wards Rd, Lynchburg, Virginia, 24502  
 Drive Time: 7, 10, 13 minute radii

Prepared by Esri  
 Latitude: 37.34444  
 Longitude: -79.18880

	7 minutes	10 minutes	13 minutes
<b>2010 Population by Age</b>			
Total	15,123	47,066	78,143
0 - 4	3.5%	5.6%	5.9%
5 - 9	3.5%	5.0%	5.4%
10 - 14	3.2%	4.6%	5.2%
15 - 24	52.5%	29.0%	24.4%
25 - 34	9.3%	12.3%	12.5%
35 - 44	6.5%	10.0%	10.8%
45 - 54	6.9%	10.9%	12.2%
55 - 64	6.0%	9.3%	10.4%
65 - 74	4.4%	6.6%	6.8%
75 - 84	2.9%	4.6%	4.6%
85 +	1.1%	2.0%	1.9%
18 +	87.4%	81.6%	80.0%
<b>2019 Population by Age</b>			
Total	17,198	51,422	84,904
0 - 4	3.3%	5.1%	5.4%
5 - 9	3.2%	4.8%	5.1%
10 - 14	3.4%	4.8%	5.1%
15 - 24	46.6%	24.2%	20.3%
25 - 34	12.9%	15.4%	15.5%
35 - 44	7.1%	10.2%	10.6%
45 - 54	6.2%	9.5%	10.4%
55 - 64	6.7%	10.2%	11.4%
65 - 74	5.6%	8.5%	9.0%
75 - 84	3.5%	5.0%	4.9%
85 +	1.4%	2.3%	2.2%
18 +	88.0%	82.6%	81.5%
<b>2024 Population by Age</b>			
Total	17,725	53,203	88,193
0 - 4	3.3%	5.1%	5.4%
5 - 9	3.3%	4.8%	5.1%
10 - 14	3.5%	4.8%	5.1%
15 - 24	45.6%	23.7%	19.8%
25 - 34	11.2%	13.3%	13.7%
35 - 44	8.5%	11.9%	12.2%
45 - 54	6.2%	9.1%	9.9%
55 - 64	6.4%	9.7%	10.7%
65 - 74	6.3%	9.3%	9.9%
75 - 84	4.2%	6.0%	6.0%
85 +	1.6%	2.3%	2.2%
18 +	87.9%	82.6%	81.5%
<b>2010 Population by Sex</b>			
Males	7,190	22,311	37,382
Females	7,934	24,755	40,762
<b>2019 Population by Sex</b>			
Males	8,159	24,477	40,822
Females	9,038	26,942	44,081
<b>2024 Population by Sex</b>			
Males	8,404	25,359	42,484
Females	9,321	27,844	45,707

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



# Community Profile

Wards Crossing  
 4040 Wards Rd, Lynchburg, Virginia, 24502  
 Drive Time: 7, 10, 13 minute radii

Prepared by Esri  
 Latitude: 37.34444  
 Longitude: -79.18880

	7 minutes	10 minutes	13 minutes
<b>2010 Population by Race/Ethnicity</b>			
Total	15,124	47,067	78,144
White Alone	79.2%	74.7%	71.3%
Black Alone	13.7%	18.6%	22.6%
American Indian Alone	0.4%	0.3%	0.3%
Asian Alone	3.5%	3.0%	2.4%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	1.5%	1.3%	1.2%
Two or More Races	1.5%	2.0%	2.1%
Hispanic Origin	3.5%	3.2%	3.0%
Diversity Index	39.6	44.3	47.1
<b>2019 Population by Race/Ethnicity</b>			
Total	17,196	51,420	84,902
White Alone	78.1%	74.0%	70.6%
Black Alone	13.2%	17.8%	21.9%
American Indian Alone	0.4%	0.3%	0.4%
Asian Alone	4.1%	3.4%	2.7%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	2.2%	1.9%	1.8%
Two or More Races	1.9%	2.5%	2.6%
Hispanic Origin	5.3%	4.8%	4.4%
Diversity Index	43.5	47.3	49.9
<b>2024 Population by Race/Ethnicity</b>			
Total	17,724	53,205	88,191
White Alone	77.2%	73.2%	70.0%
Black Alone	12.9%	17.4%	21.5%
American Indian Alone	0.5%	0.4%	0.4%
Asian Alone	4.5%	3.7%	3.0%
Pacific Islander Alone	0.2%	0.1%	0.1%
Some Other Race Alone	2.6%	2.3%	2.1%
Two or More Races	2.2%	2.8%	2.9%
Hispanic Origin	6.3%	5.8%	5.4%
Diversity Index	45.9	49.5	51.8
<b>2010 Population by Relationship and Household Type</b>			
Total	15,124	47,066	78,144
In Households	59.3%	85.3%	89.4%
In Family Households	43.6%	65.9%	70.0%
Householder	14.8%	22.2%	23.1%
Spouse	10.6%	15.5%	15.9%
Child	15.3%	23.7%	26.1%
Other relative	1.7%	2.6%	2.8%
Nonrelative	1.2%	1.9%	2.0%
In Nonfamily Households	15.7%	19.4%	19.4%
In Group Quarters	40.7%	14.7%	10.6%
Institutionalized Population	0.8%	0.8%	1.5%
Noninstitutionalized Population	39.9%	13.8%	9.1%

**Data Note:** 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.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



# Community Profile

Wards Crossing  
 4040 Wards Rd, Lynchburg, Virginia, 24502  
 Drive Time: 7, 10, 13 minute radii

Prepared by Esri  
 Latitude: 37.34444  
 Longitude: -79.18880

	7 minutes	10 minutes	13 minutes
<b>2019 Population 25+ by Educational Attainment</b>			
Total	7,460	31,416	54,374
Less than 9th Grade	2.7%	3.3%	3.6%
9th - 12th Grade, No Diploma	5.8%	6.3%	6.9%
High School Graduate	19.9%	21.2%	22.5%
GED/Alternative Credential	4.2%	4.6%	5.0%
Some College, No Degree	22.6%	23.5%	22.6%
Associate Degree	10.6%	9.7%	9.3%
Bachelor's Degree	21.3%	20.3%	19.2%
Graduate/Professional Degree	12.7%	11.1%	11.0%
<b>2019 Population 15+ by Marital Status</b>			
Total	15,479	43,857	71,650
Never Married	63.9%	45.3%	42.5%
Married	26.3%	39.7%	41.9%
Widowed	3.9%	6.2%	6.2%
Divorced	6.0%	8.8%	9.4%
<b>2019 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	94.8%	95.9%	96.1%
Civilian Unemployed (Unemployment Rate)	5.2%	4.1%	3.9%
<b>2019 Employed Population 16+ by Industry</b>			
Total	7,460	24,395	40,806
Agriculture/Mining	0.4%	0.3%	0.4%
Construction	5.0%	5.6%	6.0%
Manufacturing	8.4%	9.8%	10.7%
Wholesale Trade	1.2%	1.8%	1.7%
Retail Trade	10.4%	10.8%	11.0%
Transportation/Utilities	2.9%	2.8%	3.2%
Information	2.1%	1.9%	1.9%
Finance/Insurance/Real Estate	3.5%	3.7%	3.8%
Services	61.3%	58.8%	56.9%
Public Administration	4.8%	4.5%	4.3%
<b>2019 Employed Population 16+ by Occupation</b>			
Total	7,460	24,395	40,804
White Collar	59.2%	58.7%	58.0%
Management/Business/Financial	7.8%	9.5%	10.3%
Professional	27.3%	25.7%	24.8%
Sales	9.9%	9.6%	9.5%
Administrative Support	14.1%	13.8%	13.4%
Services	22.7%	22.3%	22.0%
Blue Collar	18.2%	19.1%	20.0%
Farming/Forestry/Fishing	0.4%	0.2%	0.3%
Construction/Extraction	3.1%	3.7%	4.0%
Installation/Maintenance/Repair	3.4%	3.6%	3.6%
Production	7.2%	6.8%	7.0%
Transportation/Material Moving	4.1%	4.8%	5.1%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	15,124	47,066	78,144
Population Inside Urbanized Area	94.3%	92.4%	88.1%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	5.7%	7.6%	11.9%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



# Community Profile

Wards Crossing  
 4040 Wards Rd, Lynchburg, Virginia, 24502  
 Drive Time: 7, 10, 13 minute radii

Prepared by Esri  
 Latitude: 37.34444  
 Longitude: -79.18880

	7 minutes	10 minutes	13 minutes
<b>2010 Households by Type</b>			
Total	3,819	17,194	29,776
Households with 1 Person	28.9%	29.9%	29.9%
Households with 2+ People	71.1%	70.1%	70.1%
Family Households	58.2%	60.7%	61.3%
Husband-wife Families	41.6%	42.6%	42.0%
With Related Children	16.4%	16.9%	17.0%
Other Family (No Spouse Present)	16.6%	18.1%	19.3%
Other Family with Male Householder	4.2%	4.3%	4.4%
With Related Children	1.9%	2.1%	2.3%
Other Family with Female Householder	12.4%	13.7%	14.9%
With Related Children	8.0%	8.7%	9.6%
Nonfamily Households	12.9%	9.4%	8.8%
All Households with Children	26.6%	28.2%	29.3%
Multigenerational Households	2.5%	3.0%	3.5%
Unmarried Partner Households	4.3%	5.0%	5.4%
Male-female	3.9%	4.5%	4.9%
Same-sex	0.4%	0.5%	0.5%
<b>2010 Households by Size</b>			
Total	3,817	17,196	29,774
1 Person Household	28.9%	29.9%	29.9%
2 Person Household	37.4%	35.4%	34.2%
3 Person Household	16.5%	16.5%	16.7%
4 Person Household	10.5%	11.1%	11.5%
5 Person Household	4.4%	4.7%	4.9%
6 Person Household	1.8%	1.8%	1.9%
7 + Person Household	0.5%	0.6%	0.8%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	3,818	17,195	29,776
Owner Occupied	54.6%	60.0%	60.5%
Owned with a Mortgage/Loan	36.9%	40.4%	40.7%
Owned Free and Clear	17.8%	19.6%	19.8%
Renter Occupied	45.4%	40.0%	39.5%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	4,153	18,850	32,983
Housing Units Inside Urbanized Area	89.7%	91.2%	87.4%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	10.3%	8.8%	12.6%

**Data Note:** Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



# Community Profile

Wards Crossing  
 4040 Wards Rd, Lynchburg, Virginia, 24502  
 Drive Time: 7, 10, 13 minute radii

Prepared by Esri  
 Latitude: 37.34444  
 Longitude: -79.18880

	7 minutes	10 minutes	13 minutes
<b>Top 3 Tapestry Segments</b>			
1.	Old and Newcomers (8F)	Old and Newcomers (8F)	Old and Newcomers (8F)
2.	In Style (5B)	In Style (5B)	In Style (5B)
3.	Midlife Constants (5E)	Midlife Constants (5E)	Traditional Living (12B)
<b>2019 Consumer Spending</b>			
Apparel & Services: Total \$	\$6,561,887	\$26,915,854	\$47,009,041
Average Spent	\$1,468.31	\$1,445.22	\$1,463.23
Spending Potential Index	69	67	68
Education: Total \$	\$4,593,194	\$18,898,078	\$33,098,713
Average Spent	\$1,027.79	\$1,014.72	\$1,030.25
Spending Potential Index	64	64	65
Entertainment/Recreation: Total \$	\$9,975,214	\$41,395,450	\$71,920,381
Average Spent	\$2,232.09	\$2,222.69	\$2,238.63
Spending Potential Index	68	68	68
Food at Home: Total \$	\$16,162,850	\$66,530,642	\$115,867,680
Average Spent	\$3,616.66	\$3,572.31	\$3,606.55
Spending Potential Index	70	69	70
Food Away from Home: Total \$	\$11,389,165	\$46,530,550	\$81,081,451
Average Spent	\$2,548.48	\$2,498.42	\$2,523.78
Spending Potential Index	69	68	69
Health Care: Total \$	\$18,607,765	\$77,789,609	\$135,021,963
Average Spent	\$4,163.74	\$4,176.85	\$4,202.76
Spending Potential Index	70	70	71
HH Furnishings & Equipment: Total \$	\$6,572,474	\$27,087,002	\$47,095,903
Average Spent	\$1,470.68	\$1,454.41	\$1,465.93
Spending Potential Index	69	68	69
Personal Care Products & Services: Total \$	\$2,770,176	\$11,371,385	\$19,771,902
Average Spent	\$619.86	\$610.58	\$615.43
Spending Potential Index	70	69	69
Shelter: Total \$	\$56,444,963	\$229,743,754	\$398,688,702
Average Spent	\$12,630.33	\$12,335.90	\$12,409.77
Spending Potential Index	68	67	67
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$7,895,310	\$32,567,616	\$56,008,439
Average Spent	\$1,766.68	\$1,748.69	\$1,743.34
Spending Potential Index	71	71	70
Travel: Total \$	\$6,592,303	\$27,244,774	\$47,063,596
Average Spent	\$1,475.12	\$1,462.89	\$1,464.92
Spending Potential Index	66	65	65
Vehicle Maintenance & Repairs: Total \$	\$3,844,515	\$15,517,311	\$26,736,915
Average Spent	\$860.26	\$833.19	\$832.23
Spending Potential Index	75	73	73

**Data Note:** 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:** Consumer Spending data are derived from the 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.