

Pierpont Centre
 398 Cheat Rd, Morgantown, West Virginia, 26508
 Rings: 1, 3, 5 mile radii

Prepared by Young's Research
 Latitude: 39.64670
 Longitude: -79.89631

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	810	21,012	60,100
2010 Total Population	1,153	28,099	73,654
2018 Total Population	1,221	31,061	79,604
2018 Group Quarters	0	613	6,084
2023 Total Population	1,266	32,852	83,486
2018-2023 Annual Rate	0.73%	1.13%	0.96%
2018 Total Daytime Population	2,077	27,531	92,414
Workers	1,548	13,553	53,853
Residents	529	13,978	38,561
Household Summary			
2000 Households	334	9,394	25,255
2000 Average Household Size	2.43	2.22	2.19
2010 Households	477	12,791	30,788
2010 Average Household Size	2.42	2.15	2.17
2018 Households	504	14,172	33,831
2018 Average Household Size	2.42	2.15	2.17
2023 Households	522	14,983	35,566
2023 Average Household Size	2.43	2.15	2.18
2018-2023 Annual Rate	0.70%	1.12%	1.01%
2010 Families	314	5,889	13,639
2010 Average Family Size	2.92	2.83	2.84
2018 Families	328	6,366	14,630
2018 Average Family Size	2.92	2.81	2.82
2023 Families	338	6,670	15,228
2023 Average Family Size	2.92	2.81	2.82
2018-2023 Annual Rate	0.60%	0.94%	0.80%
Housing Unit Summary			
2000 Housing Units	366	10,327	27,614
Owner Occupied Housing Units	73.2%	53.6%	49.4%
Renter Occupied Housing Units	17.8%	37.3%	42.1%
Vacant Housing Units	9.0%	9.0%	8.5%
2010 Housing Units	513	13,882	33,412
Owner Occupied Housing Units	75.6%	47.1%	44.2%
Renter Occupied Housing Units	17.3%	45.1%	47.9%
Vacant Housing Units	7.0%	7.9%	7.9%
2018 Housing Units	543	15,303	36,572
Owner Occupied Housing Units	75.1%	46.6%	43.7%
Renter Occupied Housing Units	17.9%	46.0%	48.8%
Vacant Housing Units	7.2%	7.4%	7.5%
2023 Housing Units	563	16,221	38,558
Owner Occupied Housing Units	76.0%	47.4%	44.5%
Renter Occupied Housing Units	16.7%	45.0%	47.7%
Vacant Housing Units	7.3%	7.6%	7.8%
Median Household Income			
2018	\$58,585	\$45,873	\$42,523
2023	\$60,090	\$47,670	\$44,141
Median Home Value			
2018	\$196,377	\$192,894	\$187,209
2023	\$206,090	\$199,957	\$194,105
Per Capita Income			
2018	\$33,553	\$30,951	\$29,238
2023	\$35,396	\$32,541	\$30,657
Median Age			
2010	34.1	28.0	26.8
2018	36.7	29.3	28.2
2023	37.5	30.5	29.2

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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2018 Households by Income			
Household Income Base	504	14,172	33,827
<\$15,000	11.5%	21.0%	22.8%
\$15,000 - \$24,999	9.1%	10.5%	11.3%
\$25,000 - \$34,999	8.9%	8.7%	9.1%
\$35,000 - \$49,999	11.1%	12.5%	11.7%
\$50,000 - \$74,999	21.2%	14.9%	14.7%
\$75,000 - \$99,999	10.1%	11.5%	10.5%
\$100,000 - \$149,999	15.9%	11.6%	11.0%
\$150,000 - \$199,999	6.3%	4.1%	3.9%
\$200,000+	6.0%	5.1%	5.0%
Average Household Income	\$81,199	\$67,997	\$66,374
2023 Households by Income			
Household Income Base	522	14,983	35,562
<\$15,000	10.5%	19.5%	21.4%
\$15,000 - \$24,999	8.8%	10.5%	11.2%
\$25,000 - \$34,999	8.6%	8.8%	9.4%
\$35,000 - \$49,999	10.9%	12.7%	11.9%
\$50,000 - \$74,999	22.0%	15.6%	15.4%
\$75,000 - \$99,999	10.5%	12.1%	11.0%
\$100,000 - \$149,999	16.7%	12.0%	11.3%
\$150,000 - \$199,999	6.3%	4.1%	3.9%
\$200,000+	5.7%	4.6%	4.5%
Average Household Income	\$85,718	\$71,578	\$69,647
2018 Owner Occupied Housing Units by Value			
Total	408	7,127	15,967
<\$50,000	23.3%	11.8%	10.4%
\$50,000 - \$99,999	6.6%	6.8%	8.1%
\$100,000 - \$149,999	4.2%	11.6%	14.7%
\$150,000 - \$199,999	16.9%	23.1%	22.6%
\$200,000 - \$249,999	18.1%	16.0%	14.0%
\$250,000 - \$299,999	10.3%	10.1%	9.4%
\$300,000 - \$399,999	12.7%	9.8%	8.9%
\$400,000 - \$499,999	2.2%	4.1%	4.6%
\$500,000 - \$749,999	1.7%	3.3%	4.4%
\$750,000 - \$999,999	0.0%	1.0%	1.3%
\$1,000,000 - \$1,499,999	3.4%	2.4%	1.6%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.1%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$223,953	\$240,743	\$235,706
2023 Owner Occupied Housing Units by Value			
Total	428	7,681	17,169
<\$50,000	21.5%	10.4%	9.2%
\$50,000 - \$99,999	6.1%	6.1%	7.3%
\$100,000 - \$149,999	4.0%	11.0%	13.9%
\$150,000 - \$199,999	16.1%	22.6%	22.2%
\$200,000 - \$249,999	18.2%	16.1%	14.1%
\$250,000 - \$299,999	11.0%	10.5%	9.8%
\$300,000 - \$399,999	14.7%	11.0%	10.0%
\$400,000 - \$499,999	2.6%	4.8%	5.4%
\$500,000 - \$749,999	1.9%	3.7%	5.0%
\$750,000 - \$999,999	0.0%	1.1%	1.4%
\$1,000,000 - \$1,499,999	3.7%	2.5%	1.7%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.1%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$236,358	\$252,770	\$247,334

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Age			
Total	1,151	28,098	73,653
0 - 4	8.4%	5.0%	4.3%
5 - 9	6.5%	4.4%	3.8%
10 - 14	6.0%	4.3%	3.6%
15 - 24	12.3%	30.0%	34.9%
25 - 34	18.6%	17.1%	15.7%
35 - 44	14.2%	10.4%	9.5%
45 - 54	13.6%	10.9%	9.9%
55 - 64	10.9%	9.3%	9.0%
65 - 74	6.1%	4.8%	4.7%
75 - 84	2.9%	2.8%	3.1%
85 +	0.7%	1.1%	1.4%
18 +	76.0%	83.9%	86.1%
2018 Population by Age			
Total	1,223	31,061	79,606
0 - 4	7.1%	4.4%	4.0%
5 - 9	7.4%	4.2%	3.7%
10 - 14	6.8%	4.2%	3.6%
15 - 24	11.0%	28.2%	32.4%
25 - 34	14.7%	17.4%	16.5%
35 - 44	16.2%	10.3%	9.5%
45 - 54	12.3%	9.8%	8.8%
55 - 64	11.6%	10.1%	9.6%
65 - 74	8.3%	6.9%	6.8%
75 - 84	3.5%	3.2%	3.4%
85 +	1.1%	1.4%	1.6%
18 +	75.1%	84.8%	86.5%
2023 Population by Age			
Total	1,266	32,852	83,485
0 - 4	7.0%	4.5%	4.0%
5 - 9	7.0%	4.0%	3.6%
10 - 14	7.2%	4.3%	3.7%
15 - 24	12.0%	26.9%	31.1%
25 - 34	13.1%	16.7%	15.8%
35 - 44	15.2%	11.0%	10.4%
45 - 54	13.3%	9.5%	8.6%
55 - 64	10.7%	9.8%	9.2%
65 - 74	8.7%	7.8%	7.7%
75 - 84	4.6%	4.1%	4.3%
85 +	1.1%	1.5%	1.7%
18 +	75.0%	84.8%	86.4%
2010 Population by Sex			
Males	566	14,320	38,207
Females	587	13,779	35,447
2018 Population by Sex			
Males	597	15,801	41,060
Females	624	15,260	38,545
2023 Population by Sex			
Males	617	16,689	43,049
Females	648	16,163	40,437

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Race/Ethnicity			
Total	1,154	28,099	73,654
White Alone	94.2%	91.2%	89.4%
Black Alone	2.3%	3.3%	4.2%
American Indian Alone	0.1%	0.1%	0.1%
Asian Alone	1.6%	3.3%	3.8%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	0.6%	0.4%	0.5%
Two or More Races	1.2%	1.6%	1.9%
Hispanic Origin	2.1%	1.7%	2.0%
Diversity Index	14.7	19.3	23.0
2018 Population by Race/Ethnicity			
Total	1,222	31,060	79,604
White Alone	92.8%	89.3%	87.3%
Black Alone	2.5%	3.7%	4.6%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	2.0%	3.9%	4.5%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	0.7%	0.5%	0.6%
Two or More Races	1.8%	2.3%	2.8%
Hispanic Origin	2.9%	2.3%	2.7%
Diversity Index	18.4	23.6	27.4
2023 Population by Race/Ethnicity			
Total	1,266	32,852	83,485
White Alone	91.8%	87.9%	85.8%
Black Alone	2.6%	3.9%	4.8%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	2.2%	4.3%	5.0%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	0.9%	0.6%	0.7%
Two or More Races	2.3%	3.0%	3.5%
Hispanic Origin	3.5%	2.8%	3.2%
Diversity Index	21.3	26.6	30.6
2010 Population by Relationship and Household Type			
Total	1,153	28,099	73,654
In Households	100.0%	97.7%	90.6%
In Family Households	81.8%	61.3%	54.2%
Householder	26.7%	20.8%	18.6%
Spouse	20.0%	15.5%	13.7%
Child	30.0%	20.5%	17.8%
Other relative	2.6%	2.6%	2.4%
Nonrelative	2.3%	1.9%	1.7%
In Nonfamily Households	18.2%	36.5%	36.3%
In Group Quarters	0.0%	2.3%	9.4%
Institutionalized Population	0.0%	0.4%	1.9%
Noninstitutionalized Population	0.0%	1.9%	7.6%

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.

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2018 Population 25+ by Educational Attainment			
Total	824	18,321	44,768
Less than 9th Grade	0.1%	1.2%	1.8%
9th - 12th Grade, No Diploma	4.1%	4.1%	4.7%
High School Graduate	22.0%	18.6%	18.5%
GED/Alternative Credential	4.2%	4.8%	4.6%
Some College, No Degree	17.0%	14.2%	15.5%
Associate Degree	8.1%	6.8%	5.7%
Bachelor's Degree	23.1%	25.1%	24.1%
Graduate/Professional Degree	21.4%	25.2%	25.0%
2018 Population 15+ by Marital Status			
Total	960	27,082	70,576
Never Married	43.9%	52.0%	54.9%
Married	40.9%	35.4%	32.9%
Widowed	5.2%	4.1%	3.7%
Divorced	10.0%	8.5%	8.6%
2018 Civilian Population 16+ in Labor Force			
Civilian Employed	96.1%	96.1%	95.3%
Civilian Unemployed (Unemployment Rate)	3.9%	3.9%	4.7%
2018 Employed Population 16+ by Industry			
Total	698	17,530	41,500
Agriculture/Mining	0.3%	1.4%	1.3%
Construction	6.4%	5.1%	3.9%
Manufacturing	9.5%	7.5%	6.4%
Wholesale Trade	3.4%	1.6%	1.3%
Retail Trade	9.3%	10.0%	9.6%
Transportation/Utilities	0.6%	1.9%	1.9%
Information	1.6%	1.0%	1.5%
Finance/Insurance/Real Estate	8.6%	3.4%	3.7%
Services	54.3%	62.9%	66.4%
Public Administration	6.0%	5.2%	4.0%
2018 Employed Population 16+ by Occupation			
Total	698	17,531	41,500
White Collar	65.3%	64.1%	66.3%
Management/Business/Financial	12.9%	12.5%	11.2%
Professional	28.2%	30.9%	34.0%
Sales	14.3%	9.7%	10.0%
Administrative Support	9.9%	11.1%	11.0%
Services	19.3%	22.5%	21.9%
Blue Collar	15.3%	13.4%	11.8%
Farming/Forestry/Fishing	0.0%	0.2%	0.3%
Construction/Extraction	5.0%	4.7%	3.7%
Installation/Maintenance/Repair	3.9%	2.4%	2.3%
Production	4.3%	4.0%	3.0%
Transportation/Material Moving	2.1%	2.1%	2.5%
2010 Population By Urban/ Rural Status			
Total Population	1,153	28,099	73,654
Population Inside Urbanized Area	100.0%	93.1%	92.0%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	6.9%	8.0%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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2010 Households by Type			
Total	477	12,791	30,788
Households with 1 Person	24.9%	33.5%	34.1%
Households with 2+ People	75.1%	66.5%	65.9%
Family Households	65.8%	46.0%	44.3%
Husband-wife Families	49.1%	34.4%	32.6%
With Related Children	22.2%	14.2%	12.9%
Other Family (No Spouse Present)	16.8%	11.6%	11.7%
Other Family with Male Householder	4.8%	3.9%	3.7%
With Related Children	2.7%	1.6%	1.5%
Other Family with Female Householder	11.7%	7.8%	8.0%
With Related Children	7.5%	4.3%	4.4%
Nonfamily Households	9.2%	20.5%	21.6%
All Households with Children	33.3%	20.4%	19.0%
Multigenerational Households	2.7%	1.6%	1.4%
Unmarried Partner Households	8.4%	7.1%	7.3%
Male-female	7.5%	6.6%	6.6%
Same-sex	0.8%	0.5%	0.7%
2010 Households by Size			
Total	478	12,792	30,790
1 Person Household	24.9%	33.5%	34.1%
2 Person Household	36.8%	36.4%	36.4%
3 Person Household	16.9%	15.6%	15.6%
4 Person Household	13.2%	9.6%	9.3%
5 Person Household	5.9%	3.6%	3.2%
6 Person Household	1.7%	0.9%	0.9%
7 + Person Household	0.6%	0.4%	0.4%
2010 Households by Tenure and Mortgage Status			
Total	477	12,791	30,788
Owner Occupied	81.3%	51.1%	48.0%
Owned with a Mortgage/Loan	51.8%	32.4%	29.4%
Owned Free and Clear	29.8%	18.7%	18.6%
Renter Occupied	18.7%	48.9%	52.0%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	513	13,882	33,412
Housing Units Inside Urbanized Area	100.0%	93.0%	92.1%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	7.0%	7.9%

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.

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Top 3 Tapestry Segments			
1.	In Style (5B)	College Towns (14B)	College Towns (14B)
2.	Bright Young Professionals	Dorms to Diplomas (14C)	Dorms to Diplomas (14C)
3.	Down the Road (10D)	In Style (5B)	In Style (5B)
2018 Consumer Spending			
Apparel & Services: Total \$	\$1,077,249	\$26,188,150	\$61,100,586
Average Spent	\$2,137.40	\$1,847.88	\$1,806.05
Spending Potential Index	98	85	83
Education: Total \$	\$697,290	\$20,391,853	\$47,276,215
Average Spent	\$1,383.51	\$1,438.88	\$1,397.42
Spending Potential Index	96	99	97
Entertainment/Recreation: Total \$	\$1,570,933	\$37,211,335	\$86,677,912
Average Spent	\$3,116.93	\$2,625.69	\$2,562.09
Spending Potential Index	97	82	80
Food at Home: Total \$	\$2,464,175	\$59,363,932	\$138,532,837
Average Spent	\$4,889.24	\$4,188.82	\$4,094.85
Spending Potential Index	97	83	82
Food Away from Home: Total \$	\$1,758,197	\$43,388,483	\$101,070,113
Average Spent	\$3,488.49	\$3,061.56	\$2,987.50
Spending Potential Index	99	87	85
Health Care: Total \$	\$2,765,655	\$62,705,759	\$145,775,900
Average Spent	\$5,487.41	\$4,424.62	\$4,308.94
Spending Potential Index	96	77	75
HH Furnishings & Equipment: Total \$	\$1,036,424	\$24,501,289	\$56,928,877
Average Spent	\$2,056.40	\$1,728.85	\$1,682.74
Spending Potential Index	98	83	81
Personal Care Products & Services: Total \$	\$414,350	\$9,641,747	\$22,431,112
Average Spent	\$822.12	\$680.34	\$663.03
Spending Potential Index	99	82	80
Shelter: Total \$	\$8,228,079	\$203,300,786	\$475,588,128
Average Spent	\$16,325.55	\$14,345.24	\$14,057.76
Spending Potential Index	97	85	84
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$1,186,017	\$27,106,860	\$63,360,714
Average Spent	\$2,353.21	\$1,912.71	\$1,872.86
Spending Potential Index	95	77	75
Travel: Total \$	\$1,048,835	\$23,792,850	\$55,313,100
Average Spent	\$2,081.02	\$1,678.86	\$1,634.98
Spending Potential Index	97	78	76
Vehicle Maintenance & Repairs: Total \$	\$531,023	\$12,754,478	\$29,675,852
Average Spent	\$1,053.62	\$899.98	\$877.18
Spending Potential Index	98	84	82

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 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.