

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

Prepared by WHLR
Latitude: 39.64670
Longitude: -79.89631

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	810	21,067	60,100
2010 Total Population	1,153	28,211	73,654
2019 Total Population	1,200	31,072	78,693
2019 Group Quarters	0	632	6,373
2024 Total Population	1,232	32,515	81,439
2019-2024 Annual Rate	0.53%	0.91%	0.69%
2019 Total Daytime Population	2,250	29,245	90,592
Workers	1,720	14,301	50,865
Residents	530	14,944	39,727
Household Summary			
2000 Households	334	9,414	25,255
2000 Average Household Size	2.43	2.22	2.19
2010 Households	477	12,839	30,788
2010 Average Household Size	2.42	2.15	2.17
2019 Households	493	14,187	33,288
2019 Average Household Size	2.43	2.15	2.17
2024 Households	505	14,855	34,514
2024 Average Household Size	2.44	2.15	2.17
2019-2024 Annual Rate	0.48%	0.92%	0.73%
2010 Families	314	5,910	13,639
2010 Average Family Size	2.92	2.84	2.84
2019 Families	321	6,338	14,329
2019 Average Family Size	2.94	2.83	2.84
2024 Families	327	6,569	14,704
2024 Average Family Size	2.95	2.83	2.84
2019-2024 Annual Rate	0.37%	0.72%	0.52%
Housing Unit Summary			
2000 Housing Units	366	10,348	27,614
Owner Occupied Housing Units	73.2%	53.7%	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	13,931	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%	7.8%	7.9%
2019 Housing Units	530	15,476	36,338
Owner Occupied Housing Units	74.5%	45.2%	42.4%
Renter Occupied Housing Units	18.5%	46.5%	49.2%
Vacant Housing Units	7.0%	8.3%	8.4%
2024 Housing Units	542	16,204	37,697
Owner Occupied Housing Units	75.1%	45.3%	42.5%
Renter Occupied Housing Units	18.1%	46.4%	49.0%
Vacant Housing Units	6.8%	8.3%	8.4%
Median Household Income			
2019	\$68,752	\$51,316	\$48,441
2024	\$79,159	\$56,179	\$53,055
Median Home Value			
2019	\$240,809	\$234,136	\$225,820
2024	\$255,312	\$245,946	\$236,995
Per Capita Income			
2019	\$37,407	\$34,988	\$32,911
2024	\$42,905	\$39,404	\$36,791
Median Age			
2010	34.1	28.0	26.8
2019	36.9	29.5	28.4
2024	37.9	30.6	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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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2019 Households by Income			
Household Income Base	493	14,187	33,284
<\$15,000	4.9%	16.6%	18.0%
\$15,000 - \$24,999	6.5%	10.4%	10.8%
\$25,000 - \$34,999	7.7%	6.9%	8.3%
\$35,000 - \$49,999	14.4%	14.9%	14.0%
\$50,000 - \$74,999	20.3%	15.2%	15.1%
\$75,000 - \$99,999	12.4%	11.1%	10.4%
\$100,000 - \$149,999	20.7%	13.6%	11.9%
\$150,000 - \$199,999	6.5%	4.5%	4.2%
\$200,000+	6.7%	6.7%	7.2%
Average Household Income	\$91,104	\$77,394	\$76,996
2024 Households by Income			
Household Income Base	505	14,855	34,510
<\$15,000	4.2%	14.9%	16.2%
\$15,000 - \$24,999	5.3%	9.4%	9.9%
\$25,000 - \$34,999	6.7%	6.4%	7.7%
\$35,000 - \$49,999	12.7%	14.5%	13.7%
\$50,000 - \$74,999	18.8%	15.0%	15.2%
\$75,000 - \$99,999	11.5%	10.5%	9.9%
\$100,000 - \$149,999	23.6%	16.0%	14.0%
\$150,000 - \$199,999	9.1%	5.9%	5.6%
\$200,000+	8.3%	7.5%	7.9%
Average Household Income	\$104,659	\$87,050	\$85,995
2019 Owner Occupied Housing Units by Value			
Total	395	6,996	15,395
<\$50,000	18.5%	6.7%	6.3%
\$50,000 - \$99,999	2.8%	7.2%	8.4%
\$100,000 - \$149,999	4.6%	8.2%	10.2%
\$150,000 - \$199,999	10.1%	15.6%	16.7%
\$200,000 - \$249,999	17.2%	18.0%	16.4%
\$250,000 - \$299,999	19.0%	14.9%	13.1%
\$300,000 - \$399,999	18.7%	15.8%	14.6%
\$400,000 - \$499,999	7.3%	7.3%	6.7%
\$500,000 - \$749,999	1.0%	5.1%	6.3%
\$750,000 - \$999,999	0.0%	0.4%	0.7%
\$1,000,000 - \$1,499,999	0.8%	0.5%	0.4%
\$1,500,000 - \$1,999,999	0.0%	0.2%	0.1%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$235,506	\$260,429	\$257,974
2024 Owner Occupied Housing Units by Value			
Total	407	7,341	16,023
<\$50,000	16.7%	5.7%	5.3%
\$50,000 - \$99,999	1.7%	6.0%	7.5%
\$100,000 - \$149,999	3.9%	7.3%	9.2%
\$150,000 - \$199,999	8.8%	14.8%	16.0%
\$200,000 - \$249,999	16.5%	17.6%	16.2%
\$250,000 - \$299,999	19.7%	15.3%	13.4%
\$300,000 - \$399,999	21.4%	17.7%	16.1%
\$400,000 - \$499,999	8.8%	8.7%	8.0%
\$500,000 - \$749,999	1.2%	5.7%	7.0%
\$750,000 - \$999,999	0.0%	0.4%	0.7%
\$1,000,000 - \$1,499,999	0.7%	0.6%	0.4%
\$1,500,000 - \$1,999,999	0.0%	0.2%	0.2%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$249,691	\$273,934	\$270,144

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.

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2010 Population by Age			
Total	1,151	28,215	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%	29.9%	34.9%
25 - 34	18.6%	17.2%	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%
2019 Population by Age			
Total	1,199	31,071	78,692
0 - 4	7.1%	4.4%	4.0%
5 - 9	7.3%	4.1%	3.6%
10 - 14	7.2%	4.2%	3.6%
15 - 24	11.0%	27.8%	32.2%
25 - 34	14.0%	17.5%	16.4%
35 - 44	16.4%	10.5%	9.8%
45 - 54	12.3%	9.6%	8.6%
55 - 64	11.5%	10.2%	9.6%
65 - 74	8.3%	7.1%	7.0%
75 - 84	3.8%	3.3%	3.5%
85 +	1.1%	1.4%	1.6%
18 +	75.2%	84.9%	86.6%
2024 Population by Age			
Total	1,232	32,517	81,439
0 - 4	6.9%	4.4%	4.0%
5 - 9	7.0%	4.0%	3.6%
10 - 14	7.1%	4.2%	3.6%
15 - 24	12.4%	27.0%	31.4%
25 - 34	12.7%	16.5%	15.3%
35 - 44	14.9%	11.1%	10.6%
45 - 54	13.6%	9.5%	8.5%
55 - 64	10.5%	9.7%	9.0%
65 - 74	8.8%	7.8%	7.7%
75 - 84	4.9%	4.3%	4.4%
85 +	1.2%	1.5%	1.7%
18 +	75.0%	84.9%	86.6%
2010 Population by Sex			
Males	566	14,375	38,207
Females	587	13,836	35,447
2019 Population by Sex			
Males	585	15,839	40,725
Females	615	15,233	37,968
2024 Population by Sex			
Males	597	16,507	42,024
Females	635	16,008	39,415

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

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2010 Population by Race/Ethnicity			
Total	1,154	28,211	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
2019 Population by Race/Ethnicity			
Total	1,200	31,071	78,693
White Alone	92.8%	89.3%	87.4%
Black Alone	2.4%	3.7%	4.5%
American Indian Alone	0.1%	0.1%	0.1%
Asian Alone	1.9%	3.8%	4.3%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	0.8%	0.5%	0.6%
Two or More Races	1.9%	2.5%	3.0%
Hispanic Origin	2.9%	2.3%	2.7%
Diversity Index	18.6	23.6	27.3
2024 Population by Race/Ethnicity			
Total	1,232	32,515	81,439
White Alone	92.0%	88.1%	86.1%
Black Alone	2.5%	3.8%	4.6%
American Indian Alone	0.1%	0.1%	0.1%
Asian Alone	2.1%	4.1%	4.7%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	1.0%	0.6%	0.7%
Two or More Races	2.4%	3.2%	3.7%
Hispanic Origin	3.5%	2.7%	3.2%
Diversity Index	21.0	26.1	30.0
2010 Population by Relationship and Household Type			
Total	1,153	28,211	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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2019 Population 25+ by Educational Attainment			
Total	809	18,469	44,467
Less than 9th Grade	0.2%	1.3%	1.7%
9th - 12th Grade, No Diploma	4.0%	3.9%	4.3%
High School Graduate	18.2%	18.1%	19.2%
GED/Alternative Credential	3.3%	5.0%	4.5%
Some College, No Degree	19.7%	16.0%	17.3%
Associate Degree	7.7%	6.5%	5.5%
Bachelor's Degree	24.5%	24.6%	23.9%
Graduate/Professional Degree	22.5%	24.6%	23.6%
2019 Population 15+ by Marital Status			
Total	941	27,109	69,844
Never Married	42.7%	51.2%	54.1%
Married	41.7%	35.7%	33.2%
Widowed	5.2%	4.3%	4.4%
Divorced	10.4%	8.7%	8.4%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	96.0%	93.9%	93.2%
Civilian Unemployed (Unemployment Rate)	4.0%	6.1%	6.8%
2019 Employed Population 16+ by Industry			
Total	675	16,555	39,476
Agriculture/Mining	3.0%	2.2%	1.9%
Construction	4.0%	5.7%	4.3%
Manufacturing	7.6%	5.3%	5.1%
Wholesale Trade	2.8%	2.6%	1.9%
Retail Trade	8.1%	12.1%	12.1%
Transportation/Utilities	1.5%	1.9%	2.5%
Information	1.2%	1.2%	1.4%
Finance/Insurance/Real Estate	4.7%	4.2%	4.2%
Services	59.9%	60.5%	62.9%
Public Administration	7.4%	4.4%	3.8%
2019 Employed Population 16+ by Occupation			
Total	674	16,555	39,475
White Collar	74.1%	68.9%	69.3%
Management/Business/Financial	17.0%	13.8%	12.6%
Professional	36.9%	33.8%	34.1%
Sales	11.3%	10.1%	10.6%
Administrative Support	8.9%	11.1%	11.9%
Services	13.2%	20.6%	19.9%
Blue Collar	12.6%	10.6%	10.8%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	2.7%	3.9%	3.2%
Installation/Maintenance/Repair	4.3%	2.0%	1.6%
Production	2.8%	2.3%	2.8%
Transportation/Material Moving	2.8%	2.2%	3.2%
2010 Population By Urban/ Rural Status			
Total Population	1,153	28,211	73,654
Population Inside Urbanized Area	100.0%	93.0%	92.0%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	7.0%	8.0%

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

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2010 Households by Type			
Total	477	12,839	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%	7.7%	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%	1.5%	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	12,840	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	12,839	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	13,931	33,412
Housing Units Inside Urbanized Area	100.0%	92.9%	92.1%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	7.1%	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 (8C)	Dorms to Diplomas (14C)	Dorms to Diplomas (14C)
3.	Down the Road (10D)	In Style (5B)	In Style (5B)
2019 Consumer Spending			
Apparel & Services: Total \$	\$1,114,041	\$28,120,374	\$65,829,991
Average Spent	\$2,259.72	\$1,982.12	\$1,977.59
Spending Potential Index	105	93	92
Education: Total \$	\$773,876	\$22,510,408	\$52,477,150
Average Spent	\$1,569.73	\$1,586.69	\$1,576.46
Spending Potential Index	99	100	99
Entertainment/Recreation: Total \$	\$1,679,222	\$40,958,429	\$95,590,961
Average Spent	\$3,406.13	\$2,887.04	\$2,871.63
Spending Potential Index	104	88	88
Food at Home: Total \$	\$2,676,227	\$66,250,913	\$154,945,453
Average Spent	\$5,428.45	\$4,669.83	\$4,654.69
Spending Potential Index	105	90	90
Food Away from Home: Total \$	\$1,923,167	\$49,249,061	\$115,051,871
Average Spent	\$3,900.95	\$3,471.42	\$3,456.26
Spending Potential Index	106	94	94
Health Care: Total \$	\$3,067,637	\$72,914,217	\$169,716,726
Average Spent	\$6,222.39	\$5,139.51	\$5,098.44
Spending Potential Index	105	87	86
HH Furnishings & Equipment: Total \$	\$1,129,536	\$27,224,630	\$63,388,480
Average Spent	\$2,291.15	\$1,918.98	\$1,904.24
Spending Potential Index	107	90	89
Personal Care Products & Services: Total \$	\$473,763	\$11,447,813	\$26,660,910
Average Spent	\$960.98	\$806.92	\$800.92
Spending Potential Index	108	91	90
Shelter: Total \$	\$9,455,996	\$240,528,625	\$562,897,037
Average Spent	\$19,180.52	\$16,954.16	\$16,909.91
Spending Potential Index	104	92	91
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$1,313,133	\$30,621,594	\$71,725,094
Average Spent	\$2,663.56	\$2,158.43	\$2,154.68
Spending Potential Index	107	87	87
Travel: Total \$	\$1,153,519	\$27,040,938	\$62,914,692
Average Spent	\$2,339.80	\$1,906.04	\$1,890.01
Spending Potential Index	104	85	84
Vehicle Maintenance & Repairs: Total \$	\$626,151	\$15,754,874	\$36,867,050
Average Spent	\$1,270.08	\$1,110.51	\$1,107.52
Spending Potential Index	111	97	97

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.