

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
2020 Total Population	1,233	31,402	80,039
2020 Group Quarters	0	644	6,536
2025 Total Population	1,268	32,762	82,816
2020-2025 Annual Rate	0.56%	0.85%	0.68%
2020 Total Daytime Population	1,903	30,421	88,367
Workers	1,327	14,492	45,840
Residents	576	15,929	42,527
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
2020 Households	515	14,536	34,259
2020 Average Household Size	2.39	2.12	2.15
2025 Households	530	15,228	35,651
2025 Average Household Size	2.39	2.11	2.14
2020-2025 Annual Rate	0.58%	0.93%	0.80%
2010 Families	314	5,910	13,639
2010 Average Family Size	2.92	2.84	2.84
2020 Families	332	6,472	14,695
2020 Average Family Size	2.90	2.79	2.80
2025 Families	340	6,710	15,138
2025 Average Family Size	2.90	2.79	2.81
2020-2025 Annual Rate	0.48%	0.72%	0.60%
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%
2020 Housing Units	544	15,544	36,744
Owner Occupied Housing Units	74.8%	45.3%	42.1%
Renter Occupied Housing Units	19.9%	48.2%	51.2%
Vacant Housing Units	5.3%	6.5%	6.8%
2025 Housing Units	559	16,281	38,228
Owner Occupied Housing Units	75.0%	44.9%	41.6%
Renter Occupied Housing Units	20.0%	48.6%	51.6%
Vacant Housing Units	5.2%	6.5%	6.7%
Median Household Income			
2020	\$66,746	\$51,424	\$48,248
2025	\$73,284	\$53,526	\$50,619
Median Home Value			
2020	\$220,890	\$225,504	\$214,797
2025	\$233,667	\$235,739	\$224,109
Per Capita Income			
2020	\$36,062	\$34,314	\$32,204
2025	\$40,163	\$37,670	\$35,190
Median Age			
2010	34.1	28.0	26.8
2020	37.4	29.9	28.5
2025	38.3	31.0	29.3

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

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2020 Households by Income			
Household Income Base	515	14,536	34,255
<\$15,000	6.6%	18.3%	19.7%
\$15,000 - \$24,999	4.3%	9.0%	9.1%
\$25,000 - \$34,999	8.9%	7.7%	9.4%
\$35,000 - \$49,999	14.8%	13.6%	13.0%
\$50,000 - \$74,999	20.6%	16.0%	15.4%
\$75,000 - \$99,999	9.7%	9.5%	8.9%
\$100,000 - \$149,999	23.3%	14.8%	13.3%
\$150,000 - \$199,999	7.8%	5.5%	5.2%
\$200,000+	4.1%	5.5%	6.0%
Average Household Income	\$86,312	\$74,967	\$74,525
2025 Households by Income			
Household Income Base	530	15,228	35,647
<\$15,000	6.0%	17.4%	18.8%
\$15,000 - \$24,999	3.8%	8.7%	8.8%
\$25,000 - \$34,999	8.1%	7.4%	9.0%
\$35,000 - \$49,999	13.6%	13.4%	12.8%
\$50,000 - \$74,999	19.4%	15.8%	15.4%
\$75,000 - \$99,999	9.2%	9.0%	8.5%
\$100,000 - \$149,999	25.8%	16.1%	14.4%
\$150,000 - \$199,999	8.9%	5.9%	5.7%
\$200,000+	5.1%	6.2%	6.6%
Average Household Income	\$95,839	\$81,936	\$81,055
2020 Owner Occupied Housing Units by Value			
Total	407	7,040	15,445
<\$50,000	17.0%	7.4%	7.1%
\$50,000 - \$99,999	5.9%	6.3%	6.7%
\$100,000 - \$149,999	8.8%	11.1%	13.7%
\$150,000 - \$199,999	10.8%	15.9%	17.3%
\$200,000 - \$249,999	17.9%	18.3%	17.5%
\$250,000 - \$299,999	15.0%	12.2%	10.4%
\$300,000 - \$399,999	15.0%	13.3%	11.9%
\$400,000 - \$499,999	8.4%	8.6%	7.3%
\$500,000 - \$749,999	1.0%	5.4%	6.2%
\$750,000 - \$999,999	0.0%	0.9%	1.1%
\$1,000,000 - \$1,499,999	0.2%	0.2%	0.3%
\$1,500,000 - \$1,999,999	0.0%	0.4%	0.3%
\$2,000,000 +	0.0%	0.0%	0.1%
Average Home Value	\$219,472	\$259,500	\$255,743
2025 Owner Occupied Housing Units by Value			
Total	419	7,314	15,900
<\$50,000	14.3%	6.1%	6.0%
\$50,000 - \$99,999	5.3%	5.5%	6.0%
\$100,000 - \$149,999	8.1%	10.3%	13.0%
\$150,000 - \$199,999	10.0%	15.1%	16.6%
\$200,000 - \$249,999	17.9%	18.1%	17.5%
\$250,000 - \$299,999	16.0%	12.8%	10.9%
\$300,000 - \$399,999	16.9%	14.9%	13.2%
\$400,000 - \$499,999	9.8%	9.9%	8.3%
\$500,000 - \$749,999	1.0%	5.7%	6.7%
\$750,000 - \$999,999	0.0%	0.8%	1.1%
\$1,000,000 - \$1,499,999	0.2%	0.2%	0.3%
\$1,500,000 - \$1,999,999	0.0%	0.4%	0.3%
\$2,000,000 +	0.0%	0.0%	0.1%
Average Home Value	\$232,854	\$271,086	\$265,947

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 2020 and 2025 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%
2020 Population by Age			
Total	1,233	31,401	80,040
0 - 4	7.0%	4.3%	3.9%
5 - 9	7.1%	4.1%	3.6%
10 - 14	7.5%	4.3%	3.7%
15 - 24	11.1%	27.5%	31.9%
25 - 34	13.3%	16.9%	16.5%
35 - 44	16.5%	10.9%	10.0%
45 - 54	12.5%	9.5%	8.5%
55 - 64	11.5%	10.0%	9.4%
65 - 74	8.4%	7.4%	7.2%
75 - 84	4.0%	3.4%	3.5%
85 +	1.1%	1.4%	1.7%
18 +	75.0%	84.8%	86.6%
2025 Population by Age			
Total	1,270	32,763	82,816
0 - 4	6.9%	4.3%	4.0%
5 - 9	6.9%	4.1%	3.6%
10 - 14	7.1%	4.3%	3.6%
15 - 24	12.7%	26.8%	31.1%
25 - 34	12.3%	15.8%	15.3%
35 - 44	14.6%	11.4%	10.8%
45 - 54	14.2%	9.6%	8.5%
55 - 64	10.4%	9.6%	8.9%
65 - 74	8.9%	8.1%	7.8%
75 - 84	5.0%	4.6%	4.6%
85 +	1.2%	1.6%	1.8%
18 +	75.0%	84.9%	86.6%
2010 Population by Sex			
Males	566	14,375	38,207
Females	587	13,836	35,447
2020 Population by Sex			
Males	602	15,986	41,354
Females	632	15,416	38,685
2025 Population by Sex			
Males	616	16,613	42,650
Females	652	16,149	40,166

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 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
2020 Population by Race/Ethnicity			
Total	1,233	31,401	80,039
White Alone	92.7%	89.0%	87.1%
Black Alone	2.5%	3.8%	4.6%
American Indian Alone	0.1%	0.1%	0.1%
Asian Alone	2.1%	4.1%	4.6%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	0.7%	0.5%	0.6%
Two or More Races	1.9%	2.5%	2.9%
Hispanic Origin	2.7%	2.2%	2.5%
Diversity Index	18.4	23.8	27.5
2025 Population by Race/Ethnicity			
Total	1,268	32,763	82,817
White Alone	91.9%	87.8%	85.9%
Black Alone	2.6%	3.9%	4.8%
American Indian Alone	0.1%	0.1%	0.1%
Asian Alone	2.4%	4.5%	5.1%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	0.9%	0.6%	0.6%
Two or More Races	2.2%	2.9%	3.5%
Hispanic Origin	3.2%	2.5%	2.9%
Diversity Index	20.6	26.2	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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2020 Population 25+ by Educational Attainment			
Total	831	18,745	45,508
Less than 9th Grade	0.1%	0.9%	1.1%
9th - 12th Grade, No Diploma	4.6%	4.0%	4.4%
High School Graduate	17.3%	16.0%	16.7%
GED/Alternative Credential	3.7%	4.9%	4.2%
Some College, No Degree	21.1%	15.8%	16.9%
Associate Degree	6.5%	6.2%	5.5%
Bachelor's Degree	25.3%	25.7%	25.1%
Graduate/Professional Degree	21.4%	26.4%	26.1%
2020 Population 15+ by Marital Status			
Total	967	27,383	71,055
Never Married	38.5%	50.5%	53.3%
Married	45.1%	36.5%	33.6%
Widowed	5.6%	4.0%	4.1%
Divorced	10.9%	9.1%	9.1%
2020 Civilian Population 16+ in Labor Force			
Civilian Population 16+	700	17,304	41,738
Population 16+ Employed	93.3%	90.5%	89.9%
Population 16+ Unemployment rate	6.7%	9.5%	10.1%
Population 16-24 Employed	11.5%	23.7%	26.1%
Population 16-24 Unemployment rate	13.8%	14.9%	17.6%
Population 25-54 Employed	69.7%	60.4%	57.5%
Population 25-54 Unemployment rate	5.2%	7.2%	6.9%
Population 55-64 Employed	12.4%	10.8%	10.8%
Population 55-64 Unemployment rate	9.0%	11.0%	9.7%
Population 65+ Employed	6.4%	5.1%	5.6%
Population 65+ Unemployment rate	4.5%	5.3%	5.2%
2020 Employed Population 16+ by Industry			
Total	653	15,666	37,506
Agriculture/Mining	2.0%	1.6%	1.4%
Construction	3.2%	4.8%	3.6%
Manufacturing	8.3%	5.9%	5.7%
Wholesale Trade	2.0%	1.9%	1.4%
Retail Trade	7.0%	10.4%	10.4%
Transportation/Utilities	1.5%	2.0%	2.5%
Information	1.2%	1.4%	1.6%
Finance/Insurance/Real Estate	4.4%	3.9%	3.9%
Services	62.3%	63.3%	65.4%
Public Administration	8.1%	4.9%	4.3%
2020 Employed Population 16+ by Occupation			
Total	655	15,666	37,504
White Collar	75.5%	70.8%	71.1%
Management/Business/Financial	17.0%	13.9%	12.7%
Professional	39.8%	36.8%	37.1%
Sales	10.0%	9.1%	9.5%
Administrative Support	8.7%	11.1%	11.9%
Services	12.9%	19.0%	18.4%
Blue Collar	11.9%	10.1%	10.4%
Farming/Forestry/Fishing	0.0%	0.2%	0.2%
Construction/Extraction	2.5%	3.6%	2.9%
Installation/Maintenance/Repair	4.0%	1.9%	1.5%
Production	2.8%	2.3%	2.7%
Transportation/Material Moving	2.8%	2.2%	3.1%

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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%
2020 Affordability, Mortgage and Wealth			
Housing Affordability Index	179	136	134
Percent of Income for Mortgage	13.8%	18.3%	18.6%
Wealth Index	83	72	72
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%
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%

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)
2020 Consumer Spending			
Apparel & Services: Total \$	\$1,081,238	\$27,171,636	\$63,781,731
Average Spent	\$2,099.49	\$1,869.26	\$1,861.75
Spending Potential Index	98	87	87
Education: Total \$	\$841,420	\$25,231,441	\$59,011,306
Average Spent	\$1,633.83	\$1,735.79	\$1,722.51
Spending Potential Index	91	97	96
Entertainment/Recreation: Total \$	\$1,604,553	\$39,353,569	\$92,221,751
Average Spent	\$3,115.64	\$2,707.32	\$2,691.90
Spending Potential Index	96	83	83
Food at Home: Total \$	\$2,638,630	\$64,961,910	\$152,539,574
Average Spent	\$5,123.55	\$4,469.04	\$4,452.54
Spending Potential Index	96	84	83
Food Away from Home: Total \$	\$1,885,929	\$47,959,831	\$112,539,260
Average Spent	\$3,662.00	\$3,299.38	\$3,284.95
Spending Potential Index	97	88	87
Health Care: Total \$	\$2,854,398	\$67,932,868	\$158,580,177
Average Spent	\$5,542.52	\$4,673.42	\$4,628.86
Spending Potential Index	96	81	81
HH Furnishings & Equipment: Total \$	\$1,111,113	\$26,672,023	\$62,312,571
Average Spent	\$2,157.50	\$1,834.89	\$1,818.87
Spending Potential Index	99	84	83
Personal Care Products & Services: Total \$	\$467,502	\$11,599,934	\$27,146,500
Average Spent	\$907.77	\$798.01	\$792.39
Spending Potential Index	99	87	86
Shelter: Total \$	\$9,491,427	\$241,448,749	\$567,498,245
Average Spent	\$18,429.96	\$16,610.40	\$16,564.94
Spending Potential Index	95	86	86
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$1,230,966	\$27,703,295	\$64,725,102
Average Spent	\$2,390.23	\$1,905.84	\$1,889.29
Spending Potential Index	102	81	81
Travel: Total \$	\$1,191,319	\$27,975,193	\$65,300,396
Average Spent	\$2,313.24	\$1,924.55	\$1,906.08
Spending Potential Index	96	80	79
Vehicle Maintenance & Repairs: Total \$	\$610,345	\$15,283,330	\$35,890,249
Average Spent	\$1,185.14	\$1,051.41	\$1,047.62
Spending Potential Index	102	91	90

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 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.