

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
<b>Population Summary</b>			
2000 Total Population	810	21,067	60,100
2010 Total Population	1,153	28,211	73,654
2021 Total Population	1,222	31,523	78,799
2021 Group Quarters	0	634	6,218
2026 Total Population	1,250	32,719	81,036
2021-2026 Annual Rate	0.45%	0.75%	0.56%
2021 Total Daytime Population	2,022	30,138	88,332
Workers	1,527	16,136	50,980
Residents	495	14,002	37,352
<b>Household Summary</b>			
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
2021 Households	512	14,617	33,891
2021 Average Household Size	2.39	2.11	2.14
2026 Households	525	15,234	35,032
2026 Average Household Size	2.38	2.11	2.14
2021-2026 Annual Rate	0.50%	0.83%	0.66%
2010 Families	314	5,910	13,639
2010 Average Family Size	2.92	2.84	2.84
2021 Families	328	6,482	14,478
2021 Average Family Size	2.90	2.80	2.81
2026 Families	333	6,680	14,810
2026 Average Family Size	2.90	2.79	2.80
2021-2026 Annual Rate	0.30%	0.60%	0.45%
<b>Housing Unit Summary</b>			
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%
2021 Housing Units	544	15,731	36,656
Owner Occupied Housing Units	78.3%	49.1%	46.3%
Renter Occupied Housing Units	15.8%	43.8%	46.2%
Vacant Housing Units	5.9%	7.1%	7.5%
2026 Housing Units	557	16,386	37,923
Owner Occupied Housing Units	79.2%	50.1%	47.1%
Renter Occupied Housing Units	15.1%	42.9%	45.3%
Vacant Housing Units	5.7%	7.0%	7.6%
<b>Median Household Income</b>			
2021	\$79,423	\$56,671	\$52,332
2026	\$100,140	\$63,362	\$58,587
<b>Median Home Value</b>			
2021	\$237,952	\$236,526	\$232,323
2026	\$263,333	\$254,568	\$247,438
<b>Per Capita Income</b>			
2021	\$40,692	\$38,723	\$35,988
2026	\$46,199	\$43,958	\$40,715
<b>Median Age</b>			
2010	34.1	28.0	26.8
2021	37.5	30.1	28.7
2026	38.4	31.1	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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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<b>2021 Households by Income</b>			
Household Income Base	512	14,617	33,887
<\$15,000	6.8%	16.2%	17.6%
\$15,000 - \$24,999	5.7%	9.9%	10.8%
\$25,000 - \$34,999	6.8%	7.4%	8.0%
\$35,000 - \$49,999	11.7%	11.0%	11.8%
\$50,000 - \$74,999	17.2%	16.1%	14.2%
\$75,000 - \$99,999	7.8%	8.7%	8.6%
\$100,000 - \$149,999	29.7%	17.8%	16.1%
\$150,000 - \$199,999	6.2%	4.6%	4.3%
\$200,000+	7.8%	8.4%	8.6%
Average Household Income	\$97,436	\$84,378	\$82,987
<b>2026 Households by Income</b>			
Household Income Base	525	15,234	35,028
<\$15,000	5.9%	14.6%	16.2%
\$15,000 - \$24,999	4.6%	8.3%	9.1%
\$25,000 - \$34,999	5.5%	6.9%	7.5%
\$35,000 - \$49,999	9.3%	10.5%	11.3%
\$50,000 - \$74,999	16.2%	15.6%	13.9%
\$75,000 - \$99,999	8.4%	9.0%	9.0%
\$100,000 - \$149,999	33.5%	19.8%	18.1%
\$150,000 - \$199,999	7.8%	5.5%	5.2%
\$200,000+	9.0%	9.7%	9.8%
Average Household Income	\$110,256	\$95,425	\$93,515
<b>2021 Owner Occupied Housing Units by Value</b>			
Total	426	7,721	16,949
<\$50,000	17.8%	6.8%	7.3%
\$50,000 - \$99,999	4.5%	4.5%	5.4%
\$100,000 - \$149,999	6.3%	8.9%	9.7%
\$150,000 - \$199,999	6.6%	13.9%	13.4%
\$200,000 - \$249,999	19.5%	21.8%	22.1%
\$250,000 - \$299,999	16.0%	12.7%	11.5%
\$300,000 - \$399,999	15.7%	14.0%	13.3%
\$400,000 - \$499,999	11.5%	9.7%	8.0%
\$500,000 - \$749,999	1.2%	6.0%	7.0%
\$750,000 - \$999,999	0.9%	1.4%	1.8%
\$1,000,000 - \$1,499,999	0.0%	0.0%	0.2%
\$1,500,000 - \$1,999,999	0.0%	0.3%	0.3%
\$2,000,000 +	0.0%	0.0%	0.1%
Average Home Value	\$237,324	\$272,468	\$273,817
<b>2026 Owner Occupied Housing Units by Value</b>			
Total	441	8,203	17,851
<\$50,000	13.4%	4.6%	5.3%
\$50,000 - \$99,999	3.9%	3.2%	4.0%
\$100,000 - \$149,999	5.4%	7.3%	8.0%
\$150,000 - \$199,999	5.0%	12.6%	12.2%
\$200,000 - \$249,999	17.7%	21.1%	21.6%
\$250,000 - \$299,999	17.0%	13.3%	12.2%
\$300,000 - \$399,999	19.7%	16.3%	15.4%
\$400,000 - \$499,999	15.0%	12.0%	9.8%
\$500,000 - \$749,999	1.6%	7.5%	8.7%
\$750,000 - \$999,999	1.1%	1.7%	2.2%
\$1,000,000 - \$1,499,999	0.0%	0.0%	0.3%
\$1,500,000 - \$1,999,999	0.0%	0.3%	0.3%
\$2,000,000 +	0.0%	0.0%	0.1%
Average Home Value	\$265,170	\$297,778	\$298,952

**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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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<b>2010 Population by Age</b>			
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%
<b>2021 Population by Age</b>			
Total	1,222	31,523	78,799
0 - 4	6.9%	4.3%	3.9%
5 - 9	7.0%	4.0%	3.6%
10 - 14	7.4%	4.2%	3.6%
15 - 24	11.0%	27.2%	31.8%
25 - 34	13.4%	17.3%	16.6%
35 - 44	16.7%	10.9%	10.0%
45 - 54	12.2%	9.3%	8.2%
55 - 64	11.5%	10.2%	9.4%
65 - 74	8.8%	7.6%	7.5%
75 - 84	4.2%	3.6%	3.7%
85 +	1.1%	1.5%	1.7%
18 +	75.2%	85.0%	86.7%
<b>2026 Population by Age</b>			
Total	1,251	32,719	81,036
0 - 4	6.8%	4.3%	3.9%
5 - 9	6.9%	4.0%	3.6%
10 - 14	7.0%	4.2%	3.6%
15 - 24	12.6%	26.7%	31.2%
25 - 34	12.2%	16.0%	15.3%
35 - 44	14.8%	11.4%	10.7%
45 - 54	14.0%	9.5%	8.4%
55 - 64	10.2%	9.5%	8.8%
65 - 74	9.0%	8.1%	7.9%
75 - 84	5.4%	4.7%	4.8%
85 +	1.3%	1.6%	1.8%
18 +	75.3%	85.1%	86.7%
<b>2010 Population by Sex</b>			
Males	566	14,375	38,207
Females	587	13,836	35,447
<b>2021 Population by Sex</b>			
Males	596	16,041	40,580
Females	626	15,482	38,219
<b>2026 Population by Sex</b>			
Males	607	16,591	41,612
Females	643	16,127	39,423

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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<b>2010 Population by Race/Ethnicity</b>			
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
<b>2021 Population by Race/Ethnicity</b>			
Total	1,222	31,522	78,798
White Alone	92.9%	89.4%	87.6%
Black Alone	2.5%	3.7%	4.4%
American Indian Alone	0.1%	0.1%	0.2%
Asian Alone	1.9%	3.7%	4.2%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	0.8%	0.5%	0.6%
Two or More Races	1.8%	2.4%	2.9%
Hispanic Origin	2.9%	2.3%	2.8%
Diversity Index	18.6	23.4	27.0
<b>2026 Population by Race/Ethnicity</b>			
Total	1,250	32,719	81,036
White Alone	92.3%	88.6%	86.7%
Black Alone	2.6%	3.8%	4.6%
American Indian Alone	0.1%	0.1%	0.2%
Asian Alone	2.0%	3.9%	4.5%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	0.9%	0.6%	0.7%
Two or More Races	2.2%	2.8%	3.4%
Hispanic Origin	3.5%	2.8%	3.2%
Diversity Index	20.5	25.5	29.1
<b>2010 Population by Relationship and Household Type</b>			
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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<b>2021 Population 25+ by Educational Attainment</b>			
Total	826	18,981	45,019
Less than 9th Grade	0.2%	1.5%	1.4%
9th - 12th Grade, No Diploma	3.9%	4.3%	5.1%
High School Graduate	18.8%	14.8%	16.1%
GED/Alternative Credential	3.6%	4.9%	4.4%
Some College, No Degree	20.7%	15.6%	15.0%
Associate Degree	7.7%	7.2%	6.2%
Bachelor's Degree	22.4%	24.8%	24.6%
Graduate/Professional Degree	22.6%	26.9%	27.1%
<b>2021 Population 15+ by Marital Status</b>			
Total	961	27,559	70,047
Never Married	34.4%	49.8%	52.3%
Married	49.8%	37.7%	35.4%
Widowed	4.9%	4.0%	4.1%
Divorced	10.8%	8.4%	8.2%
<b>2021 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	752	18,837	44,599
Population 16+ Employed	96.4%	94.4%	93.8%
Population 16+ Unemployment rate	3.6%	5.6%	6.2%
Population 16-24 Employed	13.4%	27.8%	30.0%
Population 16-24 Unemployment rate	2.0%	4.5%	7.3%
Population 25-54 Employed	63.9%	55.3%	52.5%
Population 25-54 Unemployment rate	5.1%	6.7%	6.2%
Population 55-64 Employed	14.6%	12.1%	12.2%
Population 55-64 Unemployment rate	0.0%	4.6%	2.8%
Population 65+ Employed	8.3%	4.8%	5.2%
Population 65+ Unemployment rate	1.6%	1.2%	8.7%
<b>2021 Employed Population 16+ by Industry</b>			
Total	725	17,790	41,815
Agriculture/Mining	2.2%	1.7%	1.5%
Construction	4.0%	5.9%	4.5%
Manufacturing	7.7%	5.5%	5.3%
Wholesale Trade	2.1%	1.9%	1.4%
Retail Trade	7.7%	11.5%	11.4%
Transportation/Utilities	1.7%	2.1%	2.6%
Information	1.0%	1.1%	1.3%
Finance/Insurance/Real Estate	4.7%	4.2%	4.2%
Services	60.6%	60.9%	63.2%
Public Administration	8.7%	5.2%	4.6%
<b>2021 Employed Population 16+ by Occupation</b>			
Total	725	17,791	41,816
White Collar	76.8%	72.4%	72.6%
Management/Business/Financial	19.4%	16.0%	14.6%
Professional	40.0%	37.7%	38.1%
Sales	9.9%	9.1%	9.6%
Administrative Support	7.4%	9.6%	10.3%
Services	10.1%	16.4%	15.6%
Blue Collar	13.1%	11.2%	11.7%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	2.9%	4.2%	3.5%
Installation/Maintenance/Repair	4.0%	1.9%	1.5%
Production	2.5%	2.1%	2.5%
Transportation/Material Moving	3.7%	2.9%	4.2%

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<b>2010 Households by Type</b>			
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%
<b>2010 Households by Size</b>			
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%
<b>2010 Households by Tenure and Mortgage Status</b>			
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%
<b>2021 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	197	142	134
Percent of Income for Mortgage	12.6%	17.5%	18.6%
Wealth Index	100	88	85
<b>2010 Housing Units By Urban/ Rural Status</b>			
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%
<b>2010 Population By Urban/ Rural Status</b>			
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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<b>Top 3 Tapestry Segments</b>			
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)
<b>2021 Consumer Spending</b>			
Apparel & Services: Total \$	\$1,161,646	\$29,620,205	\$67,726,619
Average Spent	\$2,268.84	\$2,026.42	\$1,998.37
Spending Potential Index	107	96	94
Education: Total \$	\$902,886	\$27,312,407	\$62,271,176
Average Spent	\$1,763.45	\$1,868.54	\$1,837.40
Spending Potential Index	102	108	106
Entertainment/Recreation: Total \$	\$1,750,437	\$43,332,708	\$98,823,347
Average Spent	\$3,418.82	\$2,964.54	\$2,915.92
Spending Potential Index	106	92	90
Food at Home: Total \$	\$2,929,904	\$72,775,978	\$166,428,307
Average Spent	\$5,722.47	\$4,978.86	\$4,910.69
Spending Potential Index	105	91	90
Food Away from Home: Total \$	\$2,070,329	\$53,205,521	\$121,598,114
Average Spent	\$4,043.61	\$3,639.98	\$3,587.92
Spending Potential Index	107	96	95
Health Care: Total \$	\$3,384,012	\$81,285,917	\$184,915,221
Average Spent	\$6,609.40	\$5,561.05	\$5,456.17
Spending Potential Index	106	89	87
HH Furnishings & Equipment: Total \$	\$1,243,386	\$29,884,063	\$68,009,717
Average Spent	\$2,428.49	\$2,044.47	\$2,006.72
Spending Potential Index	108	91	89
Personal Care Products & Services: Total \$	\$493,527	\$12,185,927	\$27,816,198
Average Spent	\$963.92	\$833.68	\$820.75
Spending Potential Index	107	93	91
Shelter: Total \$	\$10,851,880	\$276,558,887	\$632,596,351
Average Spent	\$21,195.08	\$18,920.36	\$18,665.61
Spending Potential Index	105	94	93
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$1,367,191	\$30,589,031	\$69,587,926
Average Spent	\$2,670.29	\$2,092.70	\$2,053.29
Spending Potential Index	112	88	86
Travel: Total \$	\$1,384,664	\$32,733,765	\$74,322,549
Average Spent	\$2,704.42	\$2,239.43	\$2,192.99
Spending Potential Index	107	89	87
Vehicle Maintenance & Repairs: Total \$	\$618,697	\$15,594,886	\$35,550,736
Average Spent	\$1,208.39	\$1,066.90	\$1,048.97
Spending Potential Index	109	96	95

**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 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.