

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>			
2010 Total Population	1,123	27,888	73,378
2020 Total Population	1,375	30,797	80,182
2020 Group Quarters	0	1,418	8,102
2022 Total Population	1,434	31,752	81,308
2022 Group Quarters	0	1,418	8,102
2027 Total Population	1,528	32,827	82,890
2022-2027 Annual Rate	1.28%	0.67%	0.39%
2022 Total Daytime Population	2,195	30,396	91,689
Workers	1,623	15,083	50,715
Residents	572	15,313	40,974
<b>Household Summary</b>			
2010 Households	447	12,799	30,658
2010 Average Household Size	2.51	2.14	2.16
2020 Total Households	573	14,104	34,034
2020 Average Household Size	2.40	2.08	2.12
2022 Total Households	604	14,527	34,754
2022 Average Household Size	2.37	2.09	2.11
2027 Total Households	649	15,114	35,665
2027 Average Household Size	2.35	2.08	2.10
2022-2027 Annual Rate	1.45%	0.80%	0.52%
2010 Families	305	5,815	13,584
2010 Average Family Size	2.97	2.82	2.82
2022 Total Families	397	6,302	14,551
2022 Average Family Size	2.86	2.82	2.85
2027 Total Families	424	6,513	14,867
2027 Average Family Size	2.84	2.80	2.83
2022-2027 Annual Rate	1.32%	0.66%	0.43%
<b>Housing Unit Summary</b>			
2000 Housing Units	259	10,272	27,518
Owner Occupied Housing Units	78.4%	52.8%	49.6%
Renter Occupied Housing Units	18.5%	37.8%	42.0%
Vacant Housing Units	3.1%	9.4%	8.5%
2010 Housing Units	450	13,930	33,252
Owner Occupied Housing Units	82.7%	46.5%	44.5%
Renter Occupied Housing Units	16.7%	45.3%	47.7%
Vacant Housing Units	0.7%	8.1%	7.8%
2020 Housing Units	621	16,191	38,593
Vacant Housing Units	7.7%	12.9%	11.8%
2022 Housing Units	655	16,791	39,631
Owner Occupied Housing Units	79.7%	46.4%	44.3%
Renter Occupied Housing Units	12.5%	40.1%	43.4%
Vacant Housing Units	7.8%	13.5%	12.3%
2027 Housing Units	702	17,487	40,815
Owner Occupied Housing Units	80.5%	47.1%	45.1%
Renter Occupied Housing Units	12.0%	39.3%	42.3%
Vacant Housing Units	7.5%	13.6%	12.6%
<b>Median Household Income</b>			
2022	\$101,220	\$64,432	\$60,404
2027	\$110,217	\$82,012	\$76,678
<b>Median Home Value</b>			
2022	\$248,922	\$270,653	\$255,579
2027	\$300,974	\$316,093	\$307,433
<b>Per Capita Income</b>			
2022	\$48,253	\$44,695	\$42,102
2027	\$57,586	\$53,462	\$49,976
<b>Median Age</b>			
2010	33.2	28.0	26.8
2022	35.1	29.5	28.7
2027	35.8	30.2	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:** Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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<b>2022 Households by Income</b>			
Household Income Base	604	14,527	34,754
<\$15,000	4.3%	13.8%	15.4%
\$15,000 - \$24,999	3.8%	8.8%	9.3%
\$25,000 - \$34,999	5.5%	6.5%	7.1%
\$35,000 - \$49,999	11.3%	10.5%	11.1%
\$50,000 - \$74,999	15.7%	15.7%	14.1%
\$75,000 - \$99,999	7.8%	9.0%	9.2%
\$100,000 - \$149,999	35.3%	20.0%	18.3%
\$150,000 - \$199,999	8.1%	5.3%	5.0%
\$200,000+	8.4%	10.4%	10.5%
Average Household Income	\$112,450	\$98,925	\$97,583
<b>2027 Households by Income</b>			
Household Income Base	649	15,114	35,665
<\$15,000	3.2%	11.1%	13.0%
\$15,000 - \$24,999	2.5%	5.8%	6.5%
\$25,000 - \$34,999	5.9%	6.3%	6.3%
\$35,000 - \$49,999	10.3%	10.2%	10.2%
\$50,000 - \$74,999	7.4%	13.7%	13.1%
\$75,000 - \$99,999	6.0%	9.0%	9.4%
\$100,000 - \$149,999	43.0%	24.2%	22.0%
\$150,000 - \$199,999	9.9%	6.9%	6.7%
\$200,000+	12.2%	12.9%	12.7%
Average Household Income	\$133,146	\$117,533	\$115,292
<b>2022 Owner Occupied Housing Units by Value</b>			
Total	522	7,791	17,549
<\$50,000	15.1%	6.8%	7.1%
\$50,000 - \$99,999	3.1%	2.0%	2.6%
\$100,000 - \$149,999	5.7%	6.7%	8.5%
\$150,000 - \$199,999	4.4%	6.6%	7.3%
\$200,000 - \$249,999	22.2%	23.4%	23.5%
\$250,000 - \$299,999	12.8%	10.7%	8.8%
\$300,000 - \$399,999	18.8%	19.0%	17.9%
\$400,000 - \$499,999	15.9%	14.6%	12.1%
\$500,000 - \$749,999	1.0%	8.1%	9.7%
\$750,000 - \$999,999	1.0%	1.9%	2.1%
\$1,000,000 - \$1,499,999	0.2%	0.2%	0.5%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$259,799	\$306,418	\$305,580
<b>2027 Owner Occupied Housing Units by Value</b>			
Total	565	8,236	18,412
<\$50,000	10.4%	4.2%	4.4%
\$50,000 - \$99,999	5.3%	1.9%	2.1%
\$100,000 - \$149,999	3.0%	4.1%	5.9%
\$150,000 - \$199,999	1.8%	4.5%	5.6%
\$200,000 - \$249,999	15.8%	19.4%	20.4%
\$250,000 - \$299,999	13.5%	11.7%	9.7%
\$300,000 - \$399,999	27.3%	26.1%	24.4%
\$400,000 - \$499,999	21.1%	18.5%	15.6%
\$500,000 - \$749,999	1.1%	8.0%	9.6%
\$750,000 - \$999,999	0.7%	1.5%	1.8%
\$1,000,000 - \$1,499,999	0.2%	0.1%	0.4%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$291,106	\$330,403	\$328,719

**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.

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<b>2010 Population by Age</b>			
Total	1,121	27,890	73,379
0 - 4	9.5%	5.0%	4.3%
5 - 9	6.4%	4.3%	3.7%
10 - 14	5.4%	4.3%	3.6%
15 - 24	11.2%	29.9%	34.9%
25 - 34	21.4%	17.5%	15.7%
35 - 44	14.0%	10.3%	9.5%
45 - 54	13.1%	10.7%	10.0%
55 - 64	10.2%	9.2%	9.1%
65 - 74	5.7%	4.7%	4.7%
75 - 84	2.5%	2.9%	3.1%
85 +	0.7%	1.2%	1.4%
18 +	75.7%	84.0%	86.2%
<b>2022 Population by Age</b>			
Total	1,433	31,754	81,308
0 - 4	7.7%	4.3%	3.8%
5 - 9	5.9%	3.9%	3.6%
10 - 14	5.9%	4.1%	3.6%
15 - 24	10.3%	28.7%	32.0%
25 - 34	20.1%	17.2%	16.5%
35 - 44	14.7%	10.5%	10.0%
45 - 54	11.6%	9.0%	8.3%
55 - 64	10.6%	9.6%	9.3%
65 - 74	8.8%	7.4%	7.4%
75 - 84	3.8%	3.6%	3.8%
85 +	0.8%	1.5%	1.7%
18 +	77.4%	84.9%	86.4%
<b>2027 Population by Age</b>			
Total	1,527	32,826	82,889
0 - 4	7.9%	4.3%	3.9%
5 - 9	5.8%	3.9%	3.5%
10 - 14	5.8%	4.1%	3.6%
15 - 24	10.5%	28.1%	31.5%
25 - 34	18.5%	16.0%	15.0%
35 - 44	15.9%	11.2%	10.9%
45 - 54	11.3%	9.2%	8.5%
55 - 64	9.9%	9.0%	8.6%
65 - 74	8.8%	7.8%	7.8%
75 - 84	4.8%	4.8%	4.9%
85 +	0.8%	1.6%	1.8%
18 +	77.5%	84.9%	86.5%
<b>2010 Population by Sex</b>			
Males	557	14,156	38,242
Females	566	13,732	35,135
<b>2022 Population by Sex</b>			
Males	708	16,143	41,407
Females	725	15,608	39,900
<b>2027 Population by Sex</b>			
Males	754	16,615	42,095
Females	775	16,211	40,795

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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<b>2010 Population by Race/Ethnicity</b>			
Total	1,124	27,888	73,377
White Alone	93.4%	91.0%	89.2%
Black Alone	2.2%	3.3%	4.4%
American Indian Alone	0.1%	0.1%	0.1%
Asian Alone	2.3%	3.5%	3.8%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	0.8%	0.4%	0.5%
Two or More Races	1.2%	1.6%	1.9%
Hispanic Origin	2.8%	1.7%	2.0%
Diversity Index	17.2	19.7	23.2
<b>2020 Population by Race/Ethnicity</b>			
Total	1,375	30,797	80,182
White Alone	88.4%	84.1%	82.8%
Black Alone	1.8%	3.9%	4.7%
American Indian Alone	0.3%	0.2%	0.2%
Asian Alone	2.5%	4.3%	4.5%
Pacific Islander Alone	0.1%	0.0%	0.1%
Some Other Race Alone	0.8%	1.0%	1.3%
Two or More Races	6.3%	6.5%	6.5%
Hispanic Origin	2.1%	3.3%	3.6%
Diversity Index	24.7	33.2	35.4
<b>2022 Population by Race/Ethnicity</b>			
Total	1,434	31,753	81,308
White Alone	87.9%	83.7%	82.4%
Black Alone	1.8%	3.9%	4.7%
American Indian Alone	0.3%	0.2%	0.2%
Asian Alone	2.5%	4.3%	4.5%
Pacific Islander Alone	0.1%	0.0%	0.1%
Some Other Race Alone	0.8%	1.1%	1.3%
Two or More Races	6.6%	6.8%	6.8%
Hispanic Origin	2.2%	3.4%	3.7%
Diversity Index	25.4	33.8	36.1
<b>2027 Population by Race/Ethnicity</b>			
Total	1,528	32,826	82,890
White Alone	87.0%	82.6%	81.4%
Black Alone	1.8%	4.0%	4.8%
American Indian Alone	0.3%	0.2%	0.2%
Asian Alone	2.6%	4.4%	4.6%
Pacific Islander Alone	0.1%	0.0%	0.1%
Some Other Race Alone	0.9%	1.1%	1.4%
Two or More Races	7.4%	7.6%	7.6%
Hispanic Origin	2.3%	3.5%	3.8%
Diversity Index	27.1	35.5	37.7
<b>2010 Population by Relationship and Household Type</b>			
Total	1,123	27,887	73,378
In Households	100.0%	98.0%	90.1%
In Family Households	82.6%	60.7%	53.9%
Householder	27.4%	20.6%	18.5%
Spouse	21.2%	15.4%	13.6%
Child	29.3%	20.3%	17.7%
Other relative	2.6%	2.6%	2.4%
Nonrelative	2.1%	1.9%	1.7%
In Nonfamily Households	17.4%	37.3%	36.2%
In Group Quarters	0.0%	2.0%	9.9%
Institutionalized Population	0.0%	0.6%	2.3%
Noninstitutionalized Population	0.0%	1.4%	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>2022 Population 25+ by Educational Attainment</b>			
Total	1,006	18,729	46,309
Less than 9th Grade	0.3%	1.3%	1.2%
9th - 12th Grade, No Diploma	3.3%	3.7%	4.7%
High School Graduate	17.4%	15.3%	16.7%
GED/Alternative Credential	3.0%	4.7%	4.4%
Some College, No Degree	18.1%	14.4%	13.6%
Associate Degree	8.6%	8.0%	6.8%
Bachelor's Degree	25.0%	25.5%	25.4%
Graduate/Professional Degree	24.4%	27.0%	27.3%
<b>2022 Population 15+ by Marital Status</b>			
Total	1,155	27,828	72,313
Never Married	33.1%	50.6%	51.3%
Married	52.9%	37.4%	36.7%
Widowed	4.8%	4.1%	4.1%
Divorced	9.2%	7.8%	7.9%
<b>2022 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	885	17,418	42,491
Population 16+ Employed	97.6%	96.4%	96.1%
Population 16+ Unemployment rate	2.4%	3.6%	3.9%
Population 16-24 Employed	12.8%	29.3%	30.2%
Population 16-24 Unemployment rate	1.8%	3.8%	5.4%
Population 25-54 Employed	69.7%	56.3%	54.2%
Population 25-54 Unemployment rate	3.1%	3.9%	3.4%
Population 55-64 Employed	12.2%	10.9%	11.6%
Population 55-64 Unemployment rate	0.0%	2.6%	1.4%
Population 65+ Employed	5.3%	3.5%	4.1%
Population 65+ Unemployment rate	0.0%	0.3%	5.8%
<b>2022 Employed Population 16+ by Industry</b>			
Total	864	16,789	40,834
Agriculture/Mining	1.5%	1.3%	1.2%
Construction	3.8%	6.0%	4.5%
Manufacturing	7.6%	5.4%	5.2%
Wholesale Trade	2.1%	1.8%	1.3%
Retail Trade	7.6%	11.7%	11.6%
Transportation/Utilities	1.7%	2.1%	2.8%
Information	1.2%	1.2%	1.4%
Finance/Insurance/Real Estate	4.7%	4.1%	4.0%
Services	61.0%	61.4%	63.6%
Public Administration	8.7%	5.1%	4.4%
<b>2022 Employed Population 16+ by Occupation</b>			
Total	862	16,790	40,834
White Collar	76.9%	70.6%	70.8%
Management/Business/Financial	18.3%	15.5%	14.1%
Professional	40.2%	36.3%	36.8%
Sales	10.4%	9.4%	9.6%
Administrative Support	8.0%	9.5%	10.3%
Services	10.2%	17.6%	16.9%
Blue Collar	12.7%	11.8%	12.2%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	2.7%	4.4%	3.6%
Installation/Maintenance/Repair	4.2%	2.2%	1.6%
Production	2.2%	2.1%	2.6%
Transportation/Material Moving	3.7%	3.0%	4.3%

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<b>2010 Households by Type</b>			
Total	446	12,799	30,658
Households with 1 Person	22.9%	34.0%	34.0%
Households with 2+ People	77.1%	66.0%	66.0%
Family Households	68.4%	45.4%	44.3%
Husband-wife Families	53.1%	33.9%	32.7%
With Related Children	24.2%	14.0%	12.9%
Other Family (No Spouse Present)	15.2%	11.6%	11.6%
Other Family with Male Householder	4.9%	3.9%	3.7%
With Related Children	2.9%	1.6%	1.5%
Other Family with Female Householder	10.5%	7.7%	7.9%
With Related Children	7.4%	4.2%	4.3%
Nonfamily Households	8.7%	20.6%	21.7%
All Households with Children	35.1%	20.1%	19.0%
Multigenerational Households	2.5%	1.5%	1.4%
Unmarried Partner Households	8.1%	7.1%	7.3%
Male-female	7.4%	6.6%	6.6%
Same-sex	0.7%	0.5%	0.6%
<b>2010 Households by Size</b>			
Total	447	12,801	30,659
1 Person Household	22.8%	34.0%	34.0%
2 Person Household	39.1%	36.3%	36.5%
3 Person Household	16.8%	15.4%	15.6%
4 Person Household	13.2%	9.5%	9.3%
5 Person Household	6.0%	3.5%	3.2%
6 Person Household	1.3%	0.9%	0.9%
7 + Person Household	0.7%	0.4%	0.4%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	447	12,799	30,658
Owner Occupied	83.2%	50.7%	48.2%
Owned with a Mortgage/Loan	57.5%	32.3%	29.6%
Owned Free and Clear	25.7%	18.3%	18.6%
Renter Occupied	16.8%	49.3%	51.8%
<b>2022 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	197	116	115
Percent of Income for Mortgage	13.0%	22.1%	22.3%
Wealth Index	96	91	88
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	450	13,930	33,252
Housing Units Inside Urbanized Area	100.0%	94.4%	92.0%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	5.6%	8.0%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	1,123	27,888	73,378
Population Inside Urbanized Area	100.0%	94.6%	91.9%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	5.4%	8.1%

**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>2022 Consumer Spending</b>			
Apparel & Services: Total \$	\$1,571,889	\$34,417,441	\$81,559,579
Average Spent	\$2,602.47	\$2,369.20	\$2,346.77
Spending Potential Index	108	98	97
Education: Total \$	\$1,245,323	\$31,454,830	\$74,963,018
Average Spent	\$2,061.79	\$2,165.27	\$2,156.96
Spending Potential Index	105	110	110
Entertainment/Recreation: Total \$	\$2,376,748	\$50,449,840	\$119,047,890
Average Spent	\$3,935.01	\$3,472.83	\$3,425.44
Spending Potential Index	107	95	93
Food at Home: Total \$	\$3,941,766	\$84,620,795	\$200,332,084
Average Spent	\$6,526.10	\$5,825.07	\$5,764.29
Spending Potential Index	105	94	93
Food Away from Home: Total \$	\$2,789,354	\$61,747,950	\$146,413,926
Average Spent	\$4,618.14	\$4,250.56	\$4,212.87
Spending Potential Index	107	99	98
Health Care: Total \$	\$4,575,218	\$94,685,464	\$222,582,358
Average Spent	\$7,574.86	\$6,517.90	\$6,404.51
Spending Potential Index	107	92	90
HH Furnishings & Equipment: Total \$	\$1,684,622	\$34,849,950	\$82,010,487
Average Spent	\$2,789.11	\$2,398.98	\$2,359.74
Spending Potential Index	109	94	92
Personal Care Products & Services: Total \$	\$668,640	\$14,182,004	\$33,509,958
Average Spent	\$1,107.02	\$976.25	\$964.20
Spending Potential Index	109	96	95
Shelter: Total \$	\$14,755,714	\$321,756,504	\$762,715,727
Average Spent	\$24,429.99	\$22,148.86	\$21,946.13
Spending Potential Index	107	97	96
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$1,857,247	\$35,827,065	\$84,092,298
Average Spent	\$3,074.91	\$2,466.24	\$2,419.64
Spending Potential Index	113	91	89
Travel: Total \$	\$1,892,694	\$38,278,961	\$89,794,598
Average Spent	\$3,133.60	\$2,635.02	\$2,583.72
Spending Potential Index	109	92	90
Vehicle Maintenance & Repairs: Total \$	\$833,048	\$18,113,260	\$42,791,569
Average Spent	\$1,379.22	\$1,246.87	\$1,231.27
Spending Potential Index	110	99	98

**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:** Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.