



Market Profile

Bradley Square
 449 Appalachian Heights Rd, Mt Hope, West Virginia, 25880
 Rings: 10, 30, 50 mile radii

Prepared by Esri
 Latitude: 37.85739
 Longitude: -81.18913

	10 miles	30 miles	50 miles
Population Summary			
2000 Total Population	71,405	197,048	608,544
2010 Total Population	71,091	193,496	590,974
2015 Total Population	72,862	196,366	598,962
2015 Group Quarters	3,968	7,170	16,305
2020 Total Population	74,671	198,994	604,787
2015-2020 Annual Rate	0.49%	0.27%	0.19%
Household Summary			
2000 Households	28,909	79,613	251,944
2000 Average Household Size	2.33	2.40	2.36
2010 Households	29,063	78,585	247,560
2010 Average Household Size	2.31	2.37	2.33
2015 Households	30,046	80,392	251,894
2015 Average Household Size	2.29	2.35	2.31
2020 Households	30,863	81,623	254,769
2020 Average Household Size	2.29	2.35	2.31
2015-2020 Annual Rate	0.54%	0.30%	0.23%
2010 Families	18,732	52,987	162,965
2010 Average Family Size	2.85	2.88	2.86
2015 Families	19,219	53,792	164,617
2015 Average Family Size	2.84	2.86	2.84
2020 Families	19,652	54,356	165,774
2020 Average Family Size	2.84	2.86	2.84
2015-2020 Annual Rate	0.45%	0.21%	0.14%
Housing Unit Summary			
2000 Housing Units	32,306	91,159	286,003
Owner Occupied Housing Units	66.0%	68.3%	66.8%
Renter Occupied Housing Units	23.5%	19.0%	21.3%
Vacant Housing Units	10.5%	12.7%	11.9%
2010 Housing Units	32,456	91,009	283,659
Owner Occupied Housing Units	63.7%	65.9%	64.5%
Renter Occupied Housing Units	25.8%	20.5%	22.8%
Vacant Housing Units	10.5%	13.7%	12.7%
2015 Housing Units	33,751	93,706	290,677
Owner Occupied Housing Units	60.2%	62.6%	61.2%
Renter Occupied Housing Units	28.8%	23.2%	25.5%
Vacant Housing Units	11.0%	14.2%	13.3%
2020 Housing Units	34,719	95,414	294,979
Owner Occupied Housing Units	60.2%	62.4%	61.0%
Renter Occupied Housing Units	28.7%	23.1%	25.4%
Vacant Housing Units	11.1%	14.5%	13.6%
Median Household Income			
2015	\$39,243	\$37,356	\$38,799
2020	\$45,599	\$41,907	\$43,827
Median Home Value			
2015	\$108,102	\$99,298	\$110,899
2020	\$148,058	\$132,260	\$140,192
Per Capita Income			
2015	\$21,897	\$20,688	\$22,702
2020	\$24,854	\$23,343	\$25,509
Median Age			
2010	41.3	42.3	42.7
2015	42.3	43.4	43.8
2020	43.2	44.7	45.1

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 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



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2015 Households by Income			
Household Income Base	30,046	80,392	251,894
<\$15,000	18.1%	18.3%	17.9%
\$15,000 - \$24,999	16.3%	16.4%	15.1%
\$25,000 - \$34,999	10.5%	12.1%	12.0%
\$35,000 - \$49,999	14.5%	15.4%	15.4%
\$50,000 - \$74,999	17.6%	17.1%	17.2%
\$75,000 - \$99,999	13.1%	11.4%	11.2%
\$100,000 - \$149,999	6.6%	6.4%	7.0%
\$150,000 - \$199,999	1.8%	1.6%	2.2%
\$200,000+	1.5%	1.3%	2.0%
Average Household Income	\$52,211	\$49,985	\$53,632
2020 Households by Income			
Household Income Base	30,863	81,623	254,769
<\$15,000	16.8%	17.3%	16.7%
\$15,000 - \$24,999	12.4%	13.0%	12.0%
\$25,000 - \$34,999	10.1%	11.9%	11.5%
\$35,000 - \$49,999	14.1%	14.4%	14.7%
\$50,000 - \$74,999	19.4%	18.2%	18.5%
\$75,000 - \$99,999	15.3%	13.5%	13.0%
\$100,000 - \$149,999	8.2%	8.2%	8.7%
\$150,000 - \$199,999	2.0%	1.9%	2.6%
\$200,000+	1.8%	1.5%	2.2%
Average Household Income	\$59,250	\$56,360	\$60,201
2015 Owner Occupied Housing Units by Value			
Total	20,328	58,653	177,790
<\$50,000	12.6%	15.6%	13.2%
\$50,000 - \$99,999	33.7%	34.9%	31.8%
\$100,000 - \$149,999	22.7%	22.0%	23.3%
\$150,000 - \$199,999	14.3%	11.8%	12.9%
\$200,000 - \$249,999	6.7%	6.1%	7.2%
\$250,000 - \$299,999	3.0%	2.9%	3.7%
\$300,000 - \$399,999	3.3%	3.0%	3.8%
\$400,000 - \$499,999	1.4%	1.5%	1.7%
\$500,000 - \$749,999	1.4%	1.3%	1.5%
\$750,000 - \$999,999	0.4%	0.3%	0.4%
\$1,000,000 +	0.6%	0.5%	0.5%
Average Home Value	\$142,202	\$134,188	\$145,745
2020 Owner Occupied Housing Units by Value			
Total	20,897	59,544	179,892
<\$50,000	7.9%	10.5%	8.7%
\$50,000 - \$99,999	23.7%	26.5%	23.6%
\$100,000 - \$149,999	19.2%	20.2%	21.9%
\$150,000 - \$199,999	20.8%	17.3%	18.4%
\$200,000 - \$249,999	12.3%	10.9%	11.4%
\$250,000 - \$299,999	5.3%	4.8%	5.6%
\$300,000 - \$399,999	4.8%	4.4%	4.8%
\$400,000 - \$499,999	2.0%	2.1%	2.0%
\$500,000 - \$749,999	2.4%	2.1%	2.1%
\$750,000 - \$999,999	0.8%	0.7%	0.8%
\$1,000,000 +	0.8%	0.6%	0.6%
Average Home Value	\$180,674	\$166,868	\$174,067

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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2010 Population by Age			
Total	71,092	193,494	590,975
0 - 4	6.1%	5.8%	5.6%
5 - 9	5.4%	5.6%	5.6%
10 - 14	5.5%	5.8%	5.8%
15 - 24	11.6%	11.3%	11.4%
25 - 34	13.1%	11.9%	11.8%
35 - 44	12.8%	12.9%	12.7%
45 - 54	14.3%	14.7%	15.0%
55 - 64	14.7%	15.4%	15.2%
65 - 74	8.4%	8.9%	9.0%
75 - 84	5.9%	5.7%	5.7%
85 +	2.2%	2.0%	2.1%
18 +	79.7%	79.2%	79.3%
2015 Population by Age			
Total	72,861	196,366	598,963
0 - 4	5.8%	5.5%	5.3%
5 - 9	6.0%	5.8%	5.6%
10 - 14	5.2%	5.5%	5.5%
15 - 24	10.6%	10.6%	10.8%
25 - 34	13.0%	11.6%	11.7%
35 - 44	12.9%	13.0%	12.7%
45 - 54	12.6%	13.0%	13.3%
55 - 64	15.2%	15.9%	15.9%
65 - 74	10.7%	11.3%	11.4%
75 - 84	5.6%	5.5%	5.6%
85 +	2.4%	2.2%	2.3%
18 +	79.9%	80.0%	80.4%
2020 Population by Age			
Total	74,670	198,994	604,785
0 - 4	5.5%	5.2%	5.0%
5 - 9	5.9%	5.6%	5.4%
10 - 14	6.3%	6.2%	5.9%
15 - 24	10.2%	10.2%	10.3%
25 - 34	11.8%	10.8%	10.8%
35 - 44	12.6%	12.3%	12.3%
45 - 54	12.5%	12.9%	12.9%
55 - 64	13.9%	14.6%	14.9%
65 - 74	13.0%	13.7%	13.6%
75 - 84	6.1%	6.3%	6.4%
85 +	2.4%	2.2%	2.4%
18 +	79.1%	79.6%	80.3%
2010 Population by Sex			
Males	35,323	95,826	288,949
Females	35,768	97,669	302,025
2015 Population by Sex			
Males	36,349	97,584	295,069
Females	36,513	98,781	303,892
2020 Population by Sex			
Males	37,492	99,416	299,554
Females	37,179	99,579	305,233

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



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2010 Population by Race/Ethnicity			
Total	71,091	193,495	590,974
White Alone	86.4%	92.5%	92.1%
Black Alone	10.1%	5.1%	5.3%
American Indian Alone	0.3%	0.2%	0.2%
Asian Alone	0.9%	0.5%	0.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.4%	0.2%	0.2%
Two or More Races	1.9%	1.4%	1.5%
Hispanic Origin	1.5%	1.0%	0.9%
Diversity Index	26.6	15.7	16.3
2015 Population by Race/Ethnicity			
Total	72,862	196,366	598,962
White Alone	86.1%	92.2%	91.4%
Black Alone	9.9%	5.1%	5.6%
American Indian Alone	0.3%	0.2%	0.2%
Asian Alone	1.0%	0.5%	0.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.5%	0.3%	0.3%
Two or More Races	2.2%	1.7%	1.8%
Hispanic Origin	1.9%	1.2%	1.2%
Diversity Index	27.7	16.9	18.1
2020 Population by Race/Ethnicity			
Total	74,671	198,994	604,787
White Alone	85.7%	91.7%	91.0%
Black Alone	9.8%	5.1%	5.7%
American Indian Alone	0.3%	0.3%	0.2%
Asian Alone	1.0%	0.6%	0.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.6%	0.4%	0.3%
Two or More Races	2.6%	1.9%	2.0%
Hispanic Origin	2.3%	1.5%	1.4%
Diversity Index	29.0	18.1	19.2
2010 Population by Relationship and Household Type			
Total	71,091	193,496	590,974
In Households	94.2%	96.2%	97.5%
In Family Households	77.2%	80.9%	80.9%
Householder	26.3%	27.4%	27.6%
Spouse	19.1%	20.5%	20.5%
Child	27.0%	28.1%	27.9%
Other relative	2.8%	2.8%	2.9%
Nonrelative	2.0%	2.0%	2.1%
In Nonfamily Households	17.0%	15.3%	16.6%
In Group Quarters	5.8%	3.8%	2.5%
Institutionalized Population	4.8%	3.1%	1.8%
Noninstitutionalized Population	0.9%	0.7%	0.7%

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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2015 Population 25+ by Educational Attainment			
Total	52,679	142,446	436,126
Less than 9th Grade	5.6%	7.1%	6.6%
9th - 12th Grade, No Diploma	11.8%	12.4%	11.3%
High School Graduate	31.6%	34.6%	33.3%
GED/Alternative Credential	7.3%	7.7%	6.7%
Some College, No Degree	19.4%	17.9%	18.3%
Associate Degree	6.9%	6.1%	6.3%
Bachelor's Degree	11.0%	8.8%	10.4%
Graduate/Professional Degree	6.4%	5.3%	7.1%
2015 Population 15+ by Marital Status			
Total	60,390	163,308	500,531
Never Married	28.4%	26.2%	26.0%
Married	49.5%	52.3%	51.7%
Widowed	8.6%	8.4%	8.5%
Divorced	13.4%	13.1%	13.8%
2015 Civilian Population 16+ in Labor Force			
Civilian Employed	95.8%	95.3%	94.0%
Civilian Unemployed	4.2%	4.7%	6.0%
2015 Employed Population 16+ by Industry			
Total	27,818	70,608	227,883
Agriculture/Mining	11.2%	13.7%	9.4%
Construction	6.1%	6.5%	6.0%
Manufacturing	3.9%	4.6%	5.8%
Wholesale Trade	2.6%	2.4%	2.2%
Retail Trade	17.1%	14.2%	12.5%
Transportation/Utilities	3.7%	4.6%	4.8%
Information	1.8%	1.4%	1.9%
Finance/Insurance/Real Estate	3.5%	2.9%	4.2%
Services	44.7%	44.0%	46.4%
Public Administration	5.4%	5.6%	6.8%
2015 Employed Population 16+ by Occupation			
Total	27,821	70,608	227,883
White Collar	59.7%	54.3%	57.5%
Management/Business/Financial	11.7%	10.5%	11.1%
Professional	20.8%	19.4%	21.6%
Sales	15.7%	12.9%	11.5%
Administrative Support	11.6%	11.4%	13.3%
Services	16.2%	17.0%	17.2%
Blue Collar	24.0%	28.7%	25.3%
Farming/Forestry/Fishing	0.1%	0.3%	0.4%
Construction/Extraction	10.3%	12.3%	9.2%
Installation/Maintenance/Repair	4.4%	4.8%	4.0%
Production	3.6%	4.4%	4.8%
Transportation/Material Moving	5.6%	7.0%	6.9%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



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2010 Households by Type			
Total	29,063	78,585	247,560
Households with 1 Person	30.7%	28.3%	29.6%
Households with 2+ People	69.3%	71.7%	70.4%
Family Households	64.5%	67.4%	65.8%
Husband-wife Families	46.6%	50.6%	48.9%
With Related Children	17.1%	18.8%	17.9%
Other Family (No Spouse Present)	17.8%	16.9%	17.0%
Other Family with Male Householder	4.5%	4.9%	4.8%
With Related Children	2.4%	2.7%	2.6%
Other Family with Female Householder	13.3%	12.0%	12.2%
With Related Children	8.2%	6.9%	7.2%
Nonfamily Households	4.8%	4.3%	4.6%
All Households with Children	28.4%	28.9%	28.2%
Multigenerational Households	3.5%	3.6%	3.5%
Unmarried Partner Households	6.0%	5.9%	6.1%
Male-female	5.4%	5.2%	5.4%
Same-sex	0.6%	0.7%	0.7%
2010 Households by Size			
Total	29,061	78,584	247,560
1 Person Household	30.7%	28.3%	29.6%
2 Person Household	35.7%	36.3%	36.1%
3 Person Household	15.9%	16.5%	16.4%
4 Person Household	10.9%	11.6%	11.3%
5 Person Household	4.6%	5.0%	4.5%
6 Person Household	1.4%	1.5%	1.4%
7 + Person Household	0.8%	0.8%	0.7%
2010 Households by Tenure and Mortgage Status			
Total	29,063	78,585	247,560
Owner Occupied	71.2%	76.3%	73.9%
Owned with a Mortgage/Loan	37.2%	35.3%	34.7%
Owned Free and Clear	33.9%	41.0%	39.3%
Renter Occupied	28.8%	23.7%	26.1%

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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Top 3 Tapestry Segments			
1.	Diners & Miners (10C)	Diners & Miners (10C)	Diners & Miners (10C)
2.	Midlife Constants (5E)	Rooted Rural (10B)	Rooted Rural (10B)
3.	Heartland Communities	Heartland Communities	Small Town Simplicity
2015 Consumer Spending			
Apparel & Services: Total \$	\$47,405,177	\$122,091,222	\$410,383,490
Average Spent	\$1,577.75	\$1,518.70	\$1,629.19
Spending Potential Index	68	66	70
Computers & Accessories: Total \$	\$5,119,359	\$12,928,306	\$44,048,822
Average Spent	\$170.38	\$160.82	\$174.87
Spending Potential Index	67	63	69
Education: Total \$	\$24,593,032	\$57,360,888	\$207,149,293
Average Spent	\$818.51	\$713.51	\$822.37
Spending Potential Index	54	47	54
Entertainment/Recreation: Total \$	\$72,782,127	\$188,867,552	\$628,039,131
Average Spent	\$2,422.36	\$2,349.33	\$2,493.27
Spending Potential Index	73	71	75
Food at Home: Total \$	\$118,807,775	\$310,900,451	\$1,027,252,068
Average Spent	\$3,954.20	\$3,867.31	\$4,078.11
Spending Potential Index	76	74	78
Food Away from Home: Total \$	\$67,184,174	\$171,888,503	\$579,751,139
Average Spent	\$2,236.04	\$2,138.13	\$2,301.57
Spending Potential Index	68	65	70
Health Care: Total \$	\$113,808,339	\$297,576,481	\$980,107,918
Average Spent	\$3,787.80	\$3,701.57	\$3,890.95
Spending Potential Index	80	78	82
HH Furnishings & Equipment: Total \$	\$39,410,259	\$101,550,896	\$339,970,619
Average Spent	\$1,311.66	\$1,263.20	\$1,349.66
Spending Potential Index	71	69	73
Investments: Total \$	\$67,115,342	\$196,200,358	\$616,140,299
Average Spent	\$2,233.75	\$2,440.55	\$2,446.03
Spending Potential Index	81	89	89
Retail Goods: Total \$	\$588,727,635	\$1,546,094,967	\$5,091,152,696
Average Spent	\$19,594.21	\$19,231.95	\$20,211.49
Spending Potential Index	77	75	79
Shelter: Total \$	\$303,553,017	\$747,926,512	\$2,598,123,385
Average Spent	\$10,102.94	\$9,303.49	\$10,314.35
Spending Potential Index	61	57	63
TV/Video/Audio: Total \$	\$29,508,529	\$76,517,755	\$254,447,531
Average Spent	\$982.11	\$951.81	\$1,010.14
Spending Potential Index	75	73	77
Travel: Total \$	\$37,005,552	\$92,586,961	\$318,166,968
Average Spent	\$1,231.63	\$1,151.69	\$1,263.10
Spending Potential Index	63	59	65
Vehicle Maintenance & Repairs: Total \$	\$23,745,961	\$60,884,243	\$204,493,585
Average Spent	\$790.32	\$757.34	\$811.82
Spending Potential Index	71	68	73

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 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

November 12, 2015