



# Market Profile

Cumberland Industrial Park  
 Lat.: 37.292 Long.: -81.096  
 Drive Time: 20, 40, 60 minute radii

American Electric Power | AEPED.COM  
 Latitude: 37.29160  
 Longitude: -81.09557

	20 minutes	40 minutes	60 minutes
<b>Population Summary</b>			
2000 Total Population	43,368	105,614	284,579
2010 Total Population	43,182	105,959	283,226
2016 Total Population	43,563	107,677	289,304
2016 Group Quarters	837	2,786	8,287
2021 Total Population	43,572	108,016	290,821
2016-2021 Annual Rate	0.00%	0.06%	0.10%
2016 Total Daytime Population	52,146	115,117	293,969
Workers	25,490	48,179	118,464
Residents	26,656	66,938	175,505
<b>Household Summary</b>			
2000 Households	18,914	44,752	117,901
2000 Average Household Size	2.24	2.30	2.34
2010 Households	18,997	45,278	118,896
2010 Average Household Size	2.23	2.28	2.31
2016 Households	19,284	46,237	121,492
2016 Average Household Size	2.22	2.27	2.31
2021 Households	19,352	46,491	122,206
2021 Average Household Size	2.21	2.26	2.31
2016-2021 Annual Rate	0.07%	0.11%	0.12%
2010 Families	12,026	29,696	78,838
2010 Average Family Size	2.78	2.81	2.83
2016 Families	12,029	29,964	79,680
2016 Average Family Size	2.77	2.80	2.84
2021 Families	11,978	29,938	79,690
2021 Average Family Size	2.77	2.80	2.84
2016-2021 Annual Rate	-0.08%	-0.02%	0.00%
<b>Housing Unit Summary</b>			
2000 Housing Units	21,340	50,555	132,788
Owner Occupied Housing Units	65.5%	67.6%	67.4%
Renter Occupied Housing Units	23.2%	21.0%	21.3%
Vacant Housing Units	11.4%	11.5%	11.2%
2010 Housing Units	21,284	51,486	135,820
Owner Occupied Housing Units	62.3%	63.8%	64.1%
Renter Occupied Housing Units	27.0%	24.1%	23.5%
Vacant Housing Units	10.7%	12.1%	12.5%
2016 Housing Units	21,767	53,108	140,343
Owner Occupied Housing Units	58.4%	60.6%	61.1%
Renter Occupied Housing Units	30.1%	26.4%	25.5%
Vacant Housing Units	11.4%	12.9%	13.4%
2021 Housing Units	21,996	53,796	142,260
Owner Occupied Housing Units	57.9%	60.1%	60.6%
Renter Occupied Housing Units	30.1%	26.3%	25.3%
Vacant Housing Units	12.0%	13.6%	14.1%
<b>Median Household Income</b>			
2016	\$35,656	\$37,154	\$38,153
2021	\$36,599	\$38,097	\$38,464
<b>Median Home Value</b>			
2016	\$88,694	\$94,270	\$96,788
2021	\$115,185	\$119,642	\$120,666
<b>Per Capita Income</b>			
2016	\$22,359	\$22,118	\$21,867
2021	\$23,649	\$23,521	\$23,061
<b>Median Age</b>			
2010	42.8	43.0	42.8
2016	44.1	44.4	44.2
2021	45.3	45.8	45.5

**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 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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<b>2016 Households by Income</b>			
Household Income Base	19,284	46,237	121,492
<\$15,000	20.4%	19.4%	18.2%
\$15,000 - \$24,999	15.8%	15.2%	15.1%
\$25,000 - \$34,999	12.9%	12.6%	12.5%
\$35,000 - \$49,999	14.1%	15.0%	15.4%
\$50,000 - \$74,999	16.8%	17.6%	18.1%
\$75,000 - \$99,999	9.0%	9.5%	9.9%
\$100,000 - \$149,999	6.9%	6.7%	7.3%
\$150,000 - \$199,999	2.3%	2.3%	1.9%
\$200,000+	1.7%	1.7%	1.6%
Average Household Income	\$50,345	\$51,002	\$51,131
<b>2021 Households by Income</b>			
Household Income Base	19,352	46,491	122,206
<\$15,000	21.4%	20.2%	18.9%
\$15,000 - \$24,999	14.9%	14.6%	15.4%
\$25,000 - \$34,999	11.7%	11.5%	11.4%
\$35,000 - \$49,999	14.0%	14.2%	14.3%
\$50,000 - \$74,999	16.1%	17.0%	16.7%
\$75,000 - \$99,999	9.9%	10.4%	10.9%
\$100,000 - \$149,999	7.6%	7.6%	8.2%
\$150,000 - \$199,999	2.6%	2.7%	2.3%
\$200,000+	1.8%	1.9%	1.7%
Average Household Income	\$53,115	\$54,162	\$53,972
<b>2016 Owner Occupied Housing Units by Value</b>			
Total	12,722	32,193	85,764
<\$50,000	28.3%	25.4%	24.0%
\$50,000 - \$99,999	28.0%	27.7%	27.8%
\$100,000 - \$149,999	16.4%	16.5%	17.8%
\$150,000 - \$199,999	12.8%	13.0%	13.2%
\$200,000 - \$249,999	6.0%	6.7%	7.0%
\$250,000 - \$299,999	3.3%	3.9%	3.6%
\$300,000 - \$399,999	3.3%	3.3%	3.4%
\$400,000 - \$499,999	0.9%	1.8%	1.5%
\$500,000 - \$749,999	0.5%	1.0%	1.0%
\$750,000 - \$999,999	0.2%	0.3%	0.3%
\$1,000,000 +	0.3%	0.4%	0.4%
Average Home Value	\$117,667	\$129,526	\$131,098
<b>2021 Owner Occupied Housing Units by Value</b>			
Total	12,732	32,332	86,228
<\$50,000	21.6%	19.6%	18.1%
\$50,000 - \$99,999	21.7%	22.1%	23.3%
\$100,000 - \$149,999	22.3%	21.1%	21.0%
\$150,000 - \$199,999	17.1%	16.6%	17.2%
\$200,000 - \$249,999	8.5%	9.1%	9.0%
\$250,000 - \$299,999	3.6%	4.5%	4.1%
\$300,000 - \$399,999	3.5%	3.4%	3.6%
\$400,000 - \$499,999	0.8%	1.7%	1.6%
\$500,000 - \$749,999	0.6%	1.2%	1.3%
\$750,000 - \$999,999	0.3%	0.4%	0.4%
\$1,000,000 +	0.3%	0.4%	0.5%
Average Home Value	\$133,195	\$144,970	\$147,422

**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 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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<b>2010 Population by Age</b>			
Total	43,180	105,960	283,224
0 - 4	5.7%	5.5%	5.6%
5 - 9	5.5%	5.5%	5.6%
10 - 14	5.7%	5.8%	5.8%
15 - 24	12.3%	12.0%	11.5%
25 - 34	11.7%	11.1%	11.4%
35 - 44	11.8%	12.4%	12.9%
45 - 54	13.4%	14.2%	14.5%
55 - 64	14.9%	14.9%	15.0%
65 - 74	9.6%	9.8%	9.6%
75 - 84	6.7%	6.2%	5.9%
85 +	2.8%	2.5%	2.2%
18 +	79.7%	79.5%	79.4%
<b>2016 Population by Age</b>			
Total	43,564	107,676	289,301
0 - 4	5.5%	5.2%	5.3%
5 - 9	5.4%	5.4%	5.5%
10 - 14	5.3%	5.4%	5.6%
15 - 24	11.4%	11.2%	10.7%
25 - 34	11.9%	11.5%	11.6%
35 - 44	11.7%	11.9%	12.4%
45 - 54	12.5%	13.1%	13.3%
55 - 64	14.9%	15.1%	15.2%
65 - 74	11.8%	12.1%	12.0%
75 - 84	6.7%	6.2%	6.0%
85 +	3.1%	2.8%	2.4%
18 +	80.7%	80.7%	80.4%
<b>2021 Population by Age</b>			
Total	43,573	108,015	290,821
0 - 4	5.3%	5.0%	5.0%
5 - 9	5.3%	5.3%	5.4%
10 - 14	5.5%	5.7%	5.8%
15 - 24	10.9%	10.7%	10.3%
25 - 34	11.1%	10.7%	10.7%
35 - 44	11.7%	11.7%	12.0%
45 - 54	12.1%	12.6%	12.9%
55 - 64	14.1%	14.6%	14.6%
65 - 74	13.6%	13.7%	13.7%
75 - 84	7.5%	7.3%	7.0%
85 +	3.2%	2.8%	2.5%
18 +	80.7%	80.7%	80.4%
<b>2010 Population by Sex</b>			
Males	20,319	51,053	138,135
Females	22,863	54,906	145,091
<b>2016 Population by Sex</b>			
Males	20,613	52,163	141,919
Females	22,950	55,514	147,385
<b>2021 Population by Sex</b>			
Males	20,711	52,572	143,416
Females	22,861	55,444	147,404

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<b>2010 Population by Race/Ethnicity</b>			
Total	43,184	105,959	283,226
White Alone	89.1%	92.2%	92.0%
Black Alone	8.2%	5.4%	5.5%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	0.7%	0.6%	0.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.2%	0.2%	0.3%
Two or More Races	1.6%	1.4%	1.4%
Hispanic Origin	0.9%	0.9%	1.0%
Diversity Index	21.4	16.1	16.7
<b>2016 Population by Race/Ethnicity</b>			
Total	43,563	107,678	289,304
White Alone	88.0%	91.3%	91.2%
Black Alone	8.5%	5.6%	5.6%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	0.8%	0.7%	0.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.3%	0.3%	0.4%
Two or More Races	2.2%	1.8%	1.8%
Hispanic Origin	1.4%	1.3%	1.4%
Diversity Index	24.0	18.5	18.7
<b>2021 Population by Race/Ethnicity</b>			
Total	43,571	108,015	290,821
White Alone	87.2%	90.7%	90.8%
Black Alone	8.6%	5.7%	5.6%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	0.9%	0.8%	0.9%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.4%	0.4%	0.4%
Two or More Races	2.7%	2.1%	2.0%
Hispanic Origin	1.7%	1.5%	1.6%
Diversity Index	25.8	19.9	19.9
<b>2010 Population by Relationship and Household Type</b>			
Total	43,182	105,959	283,226
In Households	98.0%	97.4%	97.2%
In Family Households	79.5%	80.6%	80.8%
Householder	27.6%	27.8%	27.7%
Spouse	19.6%	20.7%	20.7%
Child	27.1%	27.3%	27.5%
Other relative	3.1%	2.9%	2.8%
Nonrelative	2.0%	1.9%	2.0%
In Nonfamily Households	18.6%	16.8%	16.4%
In Group Quarters	2.0%	2.6%	2.8%
Institutionalized Population	1.1%	1.6%	2.1%
Noninstitutionalized Population	0.9%	1.0%	0.8%

**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>2016 Population 25+ by Educational Attainment</b>			
Total	31,573	78,322	210,970
Less than 9th Grade	5.5%	6.2%	6.4%
9th - 12th Grade, No Diploma	10.1%	10.3%	10.5%
High School Graduate	27.7%	29.7%	30.6%
GED/Alternative Credential	7.3%	7.5%	7.2%
Some College, No Degree	22.1%	20.1%	19.9%
Associate Degree	6.3%	7.3%	7.9%
Bachelor's Degree	14.3%	12.8%	11.4%
Graduate/Professional Degree	6.7%	6.1%	6.0%
<b>2016 Population 15+ by Marital Status</b>			
Total	36,543	90,372	241,869
Never Married	25.1%	24.2%	23.8%
Married	50.8%	53.5%	54.0%
Widowed	10.4%	9.6%	9.3%
Divorced	13.7%	12.7%	12.9%
<b>2016 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	94.9%	94.6%	94.5%
Civilian Unemployed	5.1%	5.4%	5.5%
<b>2016 Employed Population 16+ by Industry</b>			
Total	17,140	41,254	112,876
Agriculture/Mining	2.4%	2.6%	3.5%
Construction	3.7%	4.6%	5.0%
Manufacturing	7.0%	9.8%	11.1%
Wholesale Trade	2.2%	1.9%	1.8%
Retail Trade	16.3%	14.6%	14.5%
Transportation/Utilities	4.0%	5.2%	4.7%
Information	1.9%	1.6%	1.2%
Finance/Insurance/Real Estate	3.3%	4.1%	3.6%
Services	53.0%	50.2%	48.6%
Public Administration	6.2%	5.3%	6.0%
<b>2016 Employed Population 16+ by Occupation</b>			
Total	17,141	41,253	112,873
White Collar	57.4%	55.5%	53.8%
Management/Business/Financial	7.6%	8.7%	9.7%
Professional	21.0%	20.5%	19.9%
Sales	12.3%	11.9%	11.4%
Administrative Support	16.5%	14.4%	12.8%
Services	21.8%	20.0%	20.0%
Blue Collar	20.7%	24.4%	26.2%
Farming/Forestry/Fishing	0.2%	0.3%	0.3%
Construction/Extraction	4.1%	5.4%	6.4%
Installation/Maintenance/Repair	4.2%	4.0%	3.8%
Production	5.0%	7.4%	8.0%
Transportation/Material Moving	7.2%	7.4%	7.8%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	43,182	105,959	283,226
Population Inside Urbanized Area	0.0%	0.1%	17.9%
Population Inside Urbanized Cluster	78.7%	56.0%	33.5%
Rural Population	21.3%	43.9%	48.6%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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<b>2010 Households by Type</b>			
Total	18,997	45,279	118,895
Households with 1 Person	31.7%	30.0%	29.3%
Households with 2+ People	68.3%	70.0%	70.7%
Family Households	63.3%	65.6%	66.3%
Husband-wife Families	45.1%	48.8%	49.5%
With Related Children	15.7%	17.5%	17.8%
Other Family (No Spouse Present)	18.2%	16.7%	16.8%
Other Family with Male Householder	4.5%	4.5%	4.7%
With Related Children	2.3%	2.5%	2.6%
Other Family with Female Householder	13.7%	12.3%	12.1%
With Related Children	8.6%	7.5%	7.3%
Nonfamily Households	5.0%	4.5%	4.4%
All Households with Children	27.0%	27.9%	28.2%
Multigenerational Households	3.2%	3.2%	3.3%
Unmarried Partner Households	6.1%	5.7%	5.7%
Male-female	5.3%	5.0%	5.1%
Same-sex	0.8%	0.7%	0.6%
<b>2010 Households by Size</b>			
Total	18,997	45,278	118,896
1 Person Household	31.7%	30.0%	29.3%
2 Person Household	36.1%	36.6%	36.8%
3 Person Household	15.9%	16.1%	16.2%
4 Person Household	10.5%	11.2%	11.2%
5 Person Household	3.9%	4.2%	4.4%
6 Person Household	1.2%	1.3%	1.4%
7 + Person Household	0.6%	0.6%	0.7%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	18,997	45,278	118,896
Owner Occupied	69.8%	72.6%	73.2%
Owned with a Mortgage/Loan	33.2%	35.1%	36.8%
Owned Free and Clear	36.6%	37.5%	36.4%
Renter Occupied	30.2%	27.4%	26.8%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	21,284	51,486	135,820
Housing Units Inside Urbanized Area	0.0%	0.1%	17.8%
Housing Units Inside Urbanized Cluster	80.0%	56.5%	34.0%
Rural Housing Units	20.0%	43.4%	48.2%

**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>			
<b>1.</b>	Small Town Simplicity	Rooted Rural (10B)	Rooted Rural (10B)
<b>2.</b>	Midlife Constants (5E)	Small Town Simplicity	Diners & Miners (10C)
<b>3.</b>	Diners & Miners (10C)	Midlife Constants (5E)	Small Town Simplicity
<b>2016 Consumer Spending</b>			
Apparel & Services: Total \$	\$24,878,238	\$60,429,856	\$159,241,801
Average Spent	\$1,290.10	\$1,306.96	\$1,310.72
Spending Potential Index	64	65	65
Education: Total \$	\$14,658,132	\$34,156,948	\$88,805,280
Average Spent	\$760.12	\$738.74	\$730.96
Spending Potential Index	54	52	52
Entertainment/Recreation: Total \$	\$38,586,278	\$94,322,462	\$249,021,234
Average Spent	\$2,000.95	\$2,039.98	\$2,049.69
Spending Potential Index	69	70	70
Food at Home: Total \$	\$68,872,824	\$168,047,474	\$443,706,413
Average Spent	\$3,571.50	\$3,634.48	\$3,652.15
Spending Potential Index	72	73	73
Food Away from Home: Total \$	\$39,163,219	\$95,321,573	\$251,290,337
Average Spent	\$2,030.87	\$2,061.59	\$2,068.37
Spending Potential Index	66	67	67
Health Care: Total \$	\$76,099,728	\$187,621,165	\$496,365,560
Average Spent	\$3,946.26	\$4,057.81	\$4,085.58
Spending Potential Index	74	77	77
HH Furnishings & Equipment: Total \$	\$22,338,638	\$54,254,397	\$142,965,827
Average Spent	\$1,158.40	\$1,173.40	\$1,176.75
Spending Potential Index	66	66	67
Personal Care Products & Services: Total \$	\$9,283,718	\$22,614,319	\$59,539,030
Average Spent	\$481.42	\$489.10	\$490.07
Spending Potential Index	66	67	67
Shelter: Total \$	\$182,463,901	\$435,123,033	\$1,136,940,991
Average Spent	\$9,461.93	\$9,410.71	\$9,358.16
Spending Potential Index	61	60	60
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$31,540,724	\$77,133,891	\$203,307,803
Average Spent	\$1,635.59	\$1,668.23	\$1,673.43
Spending Potential Index	71	72	72
Travel: Total \$	\$21,559,125	\$51,996,879	\$136,611,617
Average Spent	\$1,117.98	\$1,124.57	\$1,124.45
Spending Potential Index	60	60	60
Vehicle Maintenance & Repairs: Total \$	\$14,236,430	\$34,822,575	\$92,009,087
Average Spent	\$738.25	\$753.13	\$757.33
Spending Potential Index	71	73	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 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.