



# Market Profile

Southern Gap Business Park  
 Lat.: 37.240 Long.: -82.174  
 Drive Time: 20, 40, 60 minute radii

American Electric Power | AEPED.COM  
 Latitude: 37.24011  
 Longitude: -82.17428

	20 minutes	40 minutes	60 minutes
<b>Population Summary</b>			
2000 Total Population	2,555	17,985	60,928
2010 Total Population	2,316	16,538	56,238
2016 Total Population	2,317	16,688	57,379
2016 Group Quarters	21	1,357	1,725
2021 Total Population	2,293	16,548	57,223
2016-2021 Annual Rate	-0.21%	-0.17%	-0.05%
2016 Total Daytime Population	2,688	17,850	57,309
Workers	1,005	6,370	17,544
Residents	1,683	11,480	39,765
<b>Household Summary</b>			
2000 Households	1,070	6,840	24,569
2000 Average Household Size	2.38	2.46	2.42
2010 Households	1,020	6,557	23,510
2010 Average Household Size	2.25	2.32	2.32
2016 Households	1,032	6,663	24,094
2016 Average Household Size	2.23	2.30	2.31
2021 Households	1,026	6,633	24,096
2021 Average Household Size	2.21	2.29	2.30
2016-2021 Annual Rate	-0.12%	-0.09%	0.00%
2010 Families	706	4,505	16,249
2010 Average Family Size	2.73	2.81	2.81
2016 Families	709	4,539	16,517
2016 Average Family Size	2.70	2.80	2.80
2021 Families	701	4,498	16,449
2021 Average Family Size	2.70	2.79	2.80
2016-2021 Annual Rate	-0.23%	-0.18%	-0.08%
<b>Housing Unit Summary</b>			
2000 Housing Units	1,225	7,802	27,899
Owner Occupied Housing Units	72.7%	71.8%	71.3%
Renter Occupied Housing Units	14.7%	15.9%	16.7%
Vacant Housing Units	12.7%	12.3%	11.9%
2010 Housing Units	1,173	7,648	27,023
Owner Occupied Housing Units	69.8%	68.0%	68.1%
Renter Occupied Housing Units	17.1%	17.7%	18.9%
Vacant Housing Units	13.0%	14.3%	13.0%
2016 Housing Units	1,209	7,971	28,304
Owner Occupied Housing Units	67.1%	64.8%	65.2%
Renter Occupied Housing Units	18.3%	18.8%	19.9%
Vacant Housing Units	14.6%	16.4%	14.9%
2021 Housing Units	1,224	8,073	28,714
Owner Occupied Housing Units	65.7%	63.6%	64.3%
Renter Occupied Housing Units	18.1%	18.5%	19.6%
Vacant Housing Units	16.2%	17.8%	16.1%
<b>Median Household Income</b>			
2016	\$35,135	\$32,727	\$32,505
2021	\$34,953	\$32,925	\$33,614
<b>Median Home Value</b>			
2016	\$76,163	\$76,243	\$75,051
2021	\$93,664	\$92,945	\$90,811
<b>Per Capita Income</b>			
2016	\$19,614	\$18,889	\$19,196
2021	\$21,101	\$20,336	\$20,907
<b>Median Age</b>			
2010	45.7	43.1	43.3
2016	47.3	44.3	44.8
2021	48.6	45.3	46.1

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



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<b>2016 Households by Income</b>			
Household Income Base	1,032	6,663	24,094
<\$15,000	20.3%	20.9%	21.3%
\$15,000 - \$24,999	14.2%	16.0%	17.3%
\$25,000 - \$34,999	15.3%	15.9%	14.2%
\$35,000 - \$49,999	15.1%	14.1%	14.6%
\$50,000 - \$74,999	17.9%	16.8%	15.5%
\$75,000 - \$99,999	10.2%	8.9%	8.9%
\$100,000 - \$149,999	5.8%	5.6%	5.8%
\$150,000 - \$199,999	0.4%	0.8%	1.3%
\$200,000+	0.8%	1.0%	1.1%
Average Household Income	\$44,692	\$44,317	\$44,930
<b>2021 Households by Income</b>			
Household Income Base	1,026	6,633	24,096
<\$15,000	20.7%	21.2%	21.9%
\$15,000 - \$24,999	15.4%	16.6%	17.0%
\$25,000 - \$34,999	13.9%	14.5%	12.4%
\$35,000 - \$49,999	11.1%	10.8%	11.8%
\$50,000 - \$74,999	18.8%	17.8%	16.6%
\$75,000 - \$99,999	11.3%	9.8%	10.0%
\$100,000 - \$149,999	7.3%	7.0%	7.4%
\$150,000 - \$199,999	0.5%	1.1%	1.7%
\$200,000+	0.9%	1.1%	1.2%
Average Household Income	\$47,910	\$47,730	\$48,885
<b>2016 Owner Occupied Housing Units by Value</b>			
Total	811	5,165	18,449
<\$50,000	33.3%	32.8%	34.2%
\$50,000 - \$99,999	31.8%	32.7%	31.6%
\$100,000 - \$149,999	15.7%	15.0%	13.7%
\$150,000 - \$199,999	8.8%	7.9%	8.0%
\$200,000 - \$249,999	2.6%	3.0%	3.9%
\$250,000 - \$299,999	2.5%	2.2%	2.3%
\$300,000 - \$399,999	2.5%	3.8%	3.4%
\$400,000 - \$499,999	0.6%	0.7%	0.7%
\$500,000 - \$749,999	1.2%	1.1%	1.0%
\$750,000 - \$999,999	0.4%	0.4%	0.5%
\$1,000,000 +	0.6%	0.3%	0.7%
Average Home Value	\$109,877	\$109,164	\$112,512
<b>2021 Owner Occupied Housing Units by Value</b>			
Total	804	5,136	18,455
<\$50,000	26.5%	26.9%	28.6%
\$50,000 - \$99,999	27.0%	26.9%	26.3%
\$100,000 - \$149,999	18.9%	18.5%	16.9%
\$150,000 - \$199,999	12.1%	11.0%	10.5%
\$200,000 - \$249,999	4.2%	4.8%	6.3%
\$250,000 - \$299,999	4.1%	3.4%	3.5%
\$300,000 - \$399,999	3.2%	4.8%	4.2%
\$400,000 - \$499,999	0.9%	0.9%	1.0%
\$500,000 - \$749,999	1.9%	1.7%	1.4%
\$750,000 - \$999,999	0.6%	0.7%	0.5%
\$1,000,000 +	0.7%	0.4%	0.7%
Average Home Value	\$133,913	\$131,951	\$132,020

**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	2,319	16,536	56,236
0 - 4	4.7%	4.7%	5.1%
5 - 9	4.9%	5.1%	5.4%
10 - 14	5.7%	5.8%	5.8%
15 - 24	10.5%	11.3%	11.3%
25 - 34	10.6%	12.4%	11.7%
35 - 44	12.4%	13.4%	13.1%
45 - 54	17.5%	16.7%	16.4%
55 - 64	16.4%	14.9%	15.1%
65 - 74	10.9%	9.8%	9.7%
75 - 84	4.8%	4.6%	5.0%
85 +	1.6%	1.5%	1.6%
18 +	81.5%	80.9%	80.1%
<b>2016 Population by Age</b>			
Total	2,318	16,688	57,376
0 - 4	4.3%	4.4%	4.8%
5 - 9	5.0%	5.0%	5.3%
10 - 14	4.9%	5.4%	5.5%
15 - 24	9.2%	10.1%	10.0%
25 - 34	11.5%	13.0%	12.1%
35 - 44	11.8%	12.9%	12.6%
45 - 54	15.2%	14.9%	14.4%
55 - 64	17.4%	15.8%	16.1%
65 - 74	13.3%	11.7%	11.9%
75 - 84	5.7%	5.2%	5.5%
85 +	1.7%	1.6%	1.7%
18 +	82.8%	82.1%	81.4%
<b>2021 Population by Age</b>			
Total	2,293	16,549	57,222
0 - 4	4.1%	4.1%	4.5%
5 - 9	4.7%	4.8%	5.1%
10 - 14	5.5%	5.8%	5.8%
15 - 24	9.1%	9.9%	9.7%
25 - 34	10.0%	11.7%	10.7%
35 - 44	12.3%	13.3%	12.8%
45 - 54	13.0%	13.4%	13.3%
55 - 64	17.2%	15.6%	15.9%
65 - 74	14.9%	13.1%	13.6%
75 - 84	7.4%	6.6%	6.8%
85 +	1.7%	1.6%	1.9%
18 +	82.7%	81.9%	81.3%
<b>2010 Population by Sex</b>			
Males	1,142	8,613	28,053
Females	1,174	7,925	28,185
<b>2016 Population by Sex</b>			
Males	1,154	8,752	28,772
Females	1,164	7,936	28,607
<b>2021 Population by Sex</b>			
Males	1,154	8,746	28,897
Females	1,139	7,802	28,325

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<b>2010 Population by Race/Ethnicity</b>			
Total	2,316	16,538	56,237
White Alone	99.3%	95.4%	97.6%
Black Alone	0.2%	3.7%	1.3%
American Indian Alone	0.0%	0.1%	0.1%
Asian Alone	0.1%	0.2%	0.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.0%	0.1%	0.1%
Two or More Races	0.4%	0.5%	0.5%
Hispanic Origin	0.3%	0.5%	0.5%
Diversity Index	2.1	9.8	5.5
<b>2016 Population by Race/Ethnicity</b>			
Total	2,318	16,688	57,380
White Alone	98.9%	94.6%	97.0%
Black Alone	0.2%	4.2%	1.5%
American Indian Alone	0.0%	0.1%	0.1%
Asian Alone	0.2%	0.3%	0.4%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.0%	0.2%	0.2%
Two or More Races	0.6%	0.7%	0.7%
Hispanic Origin	0.6%	0.9%	0.7%
Diversity Index	3.2	12.0	7.2
<b>2021 Population by Race/Ethnicity</b>			
Total	2,293	16,547	57,223
White Alone	98.5%	93.9%	96.7%
Black Alone	0.3%	4.5%	1.6%
American Indian Alone	0.0%	0.1%	0.2%
Asian Alone	0.3%	0.4%	0.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.0%	0.2%	0.2%
Two or More Races	0.8%	0.9%	0.9%
Hispanic Origin	0.8%	1.2%	0.9%
Diversity Index	4.5	13.8	8.1
<b>2010 Population by Relationship and Household Type</b>			
Total	2,316	16,538	56,238
In Households	99.3%	92.0%	97.1%
In Family Households	84.2%	77.9%	82.6%
Householder	30.0%	27.4%	28.8%
Spouse	24.5%	21.5%	22.3%
Child	26.3%	25.2%	27.2%
Other relative	2.4%	2.6%	2.8%
Nonrelative	1.0%	1.3%	1.6%
In Nonfamily Households	15.1%	14.1%	14.5%
In Group Quarters	0.7%	8.0%	2.9%
Institutionalized Population	0.7%	7.7%	2.6%
Noninstitutionalized Population	0.0%	0.3%	0.3%

**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	1,774	12,530	42,689
Less than 9th Grade	11.9%	13.7%	14.1%
9th - 12th Grade, No Diploma	9.0%	13.9%	13.5%
High School Graduate	34.4%	29.5%	27.9%
GED/Alternative Credential	7.8%	6.3%	6.9%
Some College, No Degree	19.9%	19.4%	20.6%
Associate Degree	6.9%	7.3%	7.5%
Bachelor's Degree	8.3%	6.4%	6.0%
Graduate/Professional Degree	1.7%	3.4%	3.5%
<b>2016 Population 15+ by Marital Status</b>			
Total	1,988	14,217	48,454
Never Married	23.1%	25.6%	23.0%
Married	55.8%	54.9%	54.5%
Widowed	12.6%	8.2%	9.8%
Divorced	8.4%	11.3%	12.7%
<b>2016 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	92.2%	90.8%	90.7%
Civilian Unemployed	7.8%	9.2%	9.3%
<b>2016 Employed Population 16+ by Industry</b>			
Total	642	4,450	17,053
Agriculture/Mining	11.5%	11.3%	8.7%
Construction	7.2%	7.4%	7.0%
Manufacturing	3.7%	4.3%	6.1%
Wholesale Trade	2.3%	2.0%	1.9%
Retail Trade	15.0%	13.1%	14.2%
Transportation/Utilities	10.0%	7.6%	6.2%
Information	0.5%	1.0%	1.1%
Finance/Insurance/Real Estate	2.5%	3.2%	3.7%
Services	39.1%	42.0%	43.6%
Public Administration	7.9%	8.1%	7.5%
<b>2016 Employed Population 16+ by Occupation</b>			
Total	644	4,450	17,053
White Collar	50.6%	50.5%	52.2%
Management/Business/Financial	6.1%	6.0%	7.9%
Professional	15.4%	19.7%	19.1%
Sales	12.5%	9.2%	10.8%
Administrative Support	16.7%	15.6%	14.4%
Services	16.5%	15.9%	16.6%
Blue Collar	33.2%	33.6%	31.2%
Farming/Forestry/Fishing	0.5%	0.3%	0.3%
Construction/Extraction	16.8%	16.6%	13.7%
Installation/Maintenance/Repair	5.3%	4.9%	4.0%
Production	2.2%	3.5%	5.2%
Transportation/Material Moving	8.4%	8.2%	8.0%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	2,316	16,538	56,238
Population Inside Urbanized Area	0.0%	0.0%	0.0%
Population Inside Urbanized Cluster	0.0%	0.0%	16.0%
Rural Population	100.0%	100.0%	84.0%

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<b>2010 Households by Type</b>			
Total	1,020	6,557	23,509
Households with 1 Person	27.3%	27.8%	27.5%
Households with 2+ People	72.7%	72.2%	72.5%
Family Households	69.2%	68.7%	69.1%
Husband-wife Families	56.4%	54.0%	53.6%
With Related Children	18.8%	19.3%	19.7%
Other Family (No Spouse Present)	12.8%	14.7%	15.5%
Other Family with Male Householder	3.3%	4.3%	4.7%
With Related Children	1.4%	2.0%	2.3%
Other Family with Female Householder	9.5%	10.4%	10.8%
With Related Children	5.6%	6.1%	6.1%
Nonfamily Households	3.5%	3.5%	3.4%
All Households with Children	26.1%	27.6%	28.5%
Multigenerational Households	3.0%	3.0%	3.2%
Unmarried Partner Households	3.3%	4.0%	4.3%
Male-female	3.0%	3.6%	3.8%
Same-sex	0.3%	0.4%	0.5%
<b>2010 Households by Size</b>			
Total	1,019	6,556	23,509
1 Person Household	27.3%	27.8%	27.5%
2 Person Household	38.7%	37.7%	37.3%
3 Person Household	18.4%	17.7%	17.9%
4 Person Household	10.8%	11.2%	11.4%
5 Person Household	3.5%	4.1%	4.3%
6 Person Household	0.9%	1.1%	1.1%
7 + Person Household	0.4%	0.4%	0.5%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	1,020	6,557	23,510
Owner Occupied	80.3%	79.3%	78.3%
Owned with a Mortgage/Loan	27.8%	27.8%	29.0%
Owned Free and Clear	52.5%	51.5%	49.3%
Renter Occupied	19.7%	20.7%	21.7%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	1,173	7,648	27,023
Housing Units Inside Urbanized Area	0.0%	0.0%	0.0%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	16.1%
Rural Housing Units	100.0%	100.0%	83.9%

**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>	Diners & Miners (10C)	Diners & Miners (10C)	Diners & Miners (10C)
<b>2.</b>	Top Tier (1A)	Rooted Rural (10B)	Rural Bypasses (10E)
<b>3.</b>	Professional Pride (1B)	Rural Bypasses (10E)	Rooted Rural (10B)
<b>2016 Consumer Spending</b>			
Apparel & Services: Total \$	\$1,214,534	\$7,770,526	\$28,431,904
Average Spent	\$1,176.87	\$1,166.22	\$1,180.04
Spending Potential Index	58	58	59
Education: Total \$	\$519,243	\$3,332,398	\$12,537,626
Average Spent	\$503.14	\$500.13	\$520.36
Spending Potential Index	36	35	37
Entertainment/Recreation: Total \$	\$1,917,943	\$12,280,147	\$44,793,563
Average Spent	\$1,858.47	\$1,843.04	\$1,859.12
Spending Potential Index	64	63	64
Food at Home: Total \$	\$3,495,643	\$22,369,945	\$81,297,034
Average Spent	\$3,387.25	\$3,357.34	\$3,374.16
Spending Potential Index	68	67	68
Food Away from Home: Total \$	\$1,909,042	\$12,219,193	\$44,713,647
Average Spent	\$1,849.85	\$1,833.89	\$1,855.80
Spending Potential Index	60	59	60
Health Care: Total \$	\$3,906,269	\$25,021,553	\$90,887,526
Average Spent	\$3,785.14	\$3,755.30	\$3,772.21
Spending Potential Index	71	71	71
HH Furnishings & Equipment: Total \$	\$1,066,298	\$6,827,131	\$25,023,170
Average Spent	\$1,033.23	\$1,024.63	\$1,038.56
Spending Potential Index	59	58	59
Personal Care Products & Services: Total \$	\$449,691	\$2,879,436	\$10,555,771
Average Spent	\$435.75	\$432.15	\$438.11
Spending Potential Index	59	59	60
Shelter: Total \$	\$7,863,410	\$50,374,050	\$186,642,979
Average Spent	\$7,619.58	\$7,560.27	\$7,746.45
Spending Potential Index	49	49	50
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$1,530,886	\$9,808,328	\$35,891,061
Average Spent	\$1,483.42	\$1,472.06	\$1,489.63
Spending Potential Index	64	63	64
Travel: Total \$	\$945,781	\$6,062,573	\$22,429,994
Average Spent	\$916.45	\$909.89	\$930.94
Spending Potential Index	49	49	50
Vehicle Maintenance & Repairs: Total \$	\$716,231	\$4,585,930	\$16,686,178
Average Spent	\$694.02	\$688.27	\$692.54
Spending Potential Index	67	66	67

**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.