



Market Profile

Bradley Square
 449 Appalachian Heights Rd, Mount Hope, West Virginia, 25880
 Drive Time: 20, 40, 60 minute radii

American Electric Power | AEPED.COM
 Latitude: 37.85740
 Longitude: -81.18917

	20 minutes	40 minutes	60 minutes
Population Summary			
2000 Total Population	64,146	108,299	274,745
2010 Total Population	64,055	106,821	268,777
2017 Total Population	64,333	107,826	267,709
2017 Group Quarters	1,687	2,623	8,237
2022 Total Population	63,677	106,880	263,712
2017-2022 Annual Rate	-0.20%	-0.18%	-0.30%
2017 Total Daytime Population	70,979	107,232	314,098
Workers	30,230	38,487	148,414
Residents	40,749	68,745	165,684
Household Summary			
2000 Households	27,308	44,119	114,922
2000 Average Household Size	2.29	2.36	2.32
2010 Households	27,514	44,640	113,479
2010 Average Household Size	2.27	2.33	2.29
2017 Households	27,456	44,797	112,973
2017 Average Household Size	2.28	2.35	2.30
2022 Households	27,095	44,273	111,125
2022 Average Household Size	2.29	2.35	2.30
2017-2022 Annual Rate	-0.26%	-0.24%	-0.33%
2010 Families	17,545	29,665	72,838
2010 Average Family Size	2.81	2.85	2.85
2017 Families	17,245	29,351	71,519
2017 Average Family Size	2.84	2.88	2.86
2022 Families	16,907	28,826	69,909
2022 Average Family Size	2.85	2.89	2.87
2017-2022 Annual Rate	-0.40%	-0.36%	-0.45%
Housing Unit Summary			
2000 Housing Units	30,542	49,615	130,376
Owner Occupied Housing Units	64.9%	68.0%	65.0%
Renter Occupied Housing Units	24.6%	20.9%	23.1%
Vacant Housing Units	10.6%	11.1%	11.9%
2010 Housing Units	30,732	50,427	129,651
Owner Occupied Housing Units	62.7%	65.9%	62.9%
Renter Occupied Housing Units	26.8%	22.6%	24.6%
Vacant Housing Units	10.5%	11.5%	12.5%
2017 Housing Units	31,285	51,389	131,744
Owner Occupied Housing Units	58.3%	62.0%	58.7%
Renter Occupied Housing Units	29.5%	25.2%	27.0%
Vacant Housing Units	12.2%	12.8%	14.2%
2022 Housing Units	31,632	51,959	132,914
Owner Occupied Housing Units	57.0%	60.6%	57.3%
Renter Occupied Housing Units	28.6%	24.6%	26.3%
Vacant Housing Units	14.3%	14.8%	16.4%
Median Household Income			
2017	\$38,903	\$40,226	\$39,336
2022	\$40,099	\$41,648	\$40,948
Median Home Value			
2017	\$95,972	\$94,613	\$92,687
2022	\$111,406	\$110,374	\$105,965
Per Capita Income			
2017	\$22,688	\$22,558	\$23,220
2022	\$24,888	\$24,801	\$25,714
Median Age			
2010	41.8	41.8	42.4
2017	43.2	43.4	44.1
2022	44.1	44.5	45.2

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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



Market Profile

Bradley Square
 449 Appalachian Heights Rd, Mount Hope, West Virginia, 25880
 Drive Time: 20, 40, 60 minute radii

American Electric Power | AEPED.COM
 Latitude: 37.85740
 Longitude: -81.18917

	20 minutes	40 minutes	60 minutes
2017 Households by Income			
Household Income Base	27,456	44,797	112,973
<\$15,000	17.4%	15.9%	17.0%
\$15,000 - \$24,999	15.5%	14.9%	15.0%
\$25,000 - \$34,999	12.0%	12.2%	12.2%
\$35,000 - \$49,999	15.2%	16.3%	15.9%
\$50,000 - \$74,999	17.7%	18.0%	17.5%
\$75,000 - \$99,999	10.4%	10.9%	10.1%
\$100,000 - \$149,999	8.2%	8.2%	8.2%
\$150,000 - \$199,999	1.9%	1.9%	2.2%
\$200,000+	1.7%	1.7%	1.8%
Average Household Income	\$52,837	\$53,865	\$53,923
2022 Households by Income			
Household Income Base	27,095	44,273	111,125
<\$15,000	17.6%	16.1%	17.1%
\$15,000 - \$24,999	15.1%	14.5%	14.4%
\$25,000 - \$34,999	11.5%	11.5%	11.4%
\$35,000 - \$49,999	14.0%	15.0%	14.7%
\$50,000 - \$74,999	16.9%	17.2%	17.0%
\$75,000 - \$99,999	11.1%	11.7%	10.8%
\$100,000 - \$149,999	9.6%	9.7%	9.4%
\$150,000 - \$199,999	2.3%	2.3%	2.8%
\$200,000+	2.0%	2.0%	2.2%
Average Household Income	\$58,232	\$59,501	\$59,913
2017 Owner Occupied Housing Units by Value			
Total	18,241	31,872	77,382
<\$50,000	20.0%	21.8%	23.9%
\$50,000 - \$99,999	32.7%	31.6%	30.5%
\$100,000 - \$149,999	19.4%	18.2%	17.5%
\$150,000 - \$199,999	14.3%	13.0%	12.6%
\$200,000 - \$249,999	6.5%	6.6%	6.3%
\$250,000 - \$299,999	3.2%	3.5%	3.9%
\$300,000 - \$399,999	1.6%	2.5%	2.6%
\$400,000 - \$499,999	0.8%	1.2%	1.2%
\$500,000 - \$749,999	1.1%	1.2%	1.0%
\$750,000 - \$999,999	0.4%	0.3%	0.2%
\$1,000,000 +	0.1%	0.1%	0.2%
Average Home Value	\$122,629	\$124,743	\$123,403
2022 Owner Occupied Housing Units by Value			
Total	18,042	31,511	76,145
<\$50,000	16.6%	18.2%	19.8%
\$50,000 - \$99,999	29.1%	28.1%	28.1%
\$100,000 - \$149,999	18.9%	17.8%	17.5%
\$150,000 - \$199,999	15.8%	14.4%	14.3%
\$200,000 - \$249,999	8.0%	8.1%	7.7%
\$250,000 - \$299,999	4.5%	4.8%	5.2%
\$300,000 - \$399,999	2.3%	3.4%	3.4%
\$400,000 - \$499,999	1.6%	2.1%	1.9%
\$500,000 - \$749,999	2.4%	2.5%	1.7%
\$750,000 - \$999,999	0.8%	0.5%	0.4%
\$1,000,000 +	0.1%	0.1%	0.2%
Average Home Value	\$145,252	\$147,207	\$140,597

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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



Market Profile

Bradley Square
 449 Appalachian Heights Rd, Mount Hope, West Virginia, 25880
 Drive Time: 20, 40, 60 minute radii

American Electric Power | AEPED.COM
 Latitude: 37.85740
 Longitude: -81.18917

	20 minutes	40 minutes	60 minutes
2010 Population by Age			
Total	64,055	106,821	268,776
0 - 4	6.3%	6.2%	5.7%
5 - 9	5.6%	5.8%	5.5%
10 - 14	5.6%	5.8%	5.7%
15 - 24	11.7%	11.3%	11.8%
25 - 34	12.3%	12.1%	11.9%
35 - 44	12.2%	12.7%	12.5%
45 - 54	14.3%	14.5%	14.6%
55 - 64	15.0%	15.2%	15.2%
65 - 74	8.5%	8.7%	9.0%
75 - 84	6.2%	5.7%	5.8%
85 +	2.3%	2.0%	2.2%
18 +	79.0%	78.7%	79.6%
2017 Population by Age			
Total	64,332	107,827	267,710
0 - 4	5.8%	5.7%	5.3%
5 - 9	6.1%	6.0%	5.6%
10 - 14	5.6%	5.7%	5.4%
15 - 24	10.1%	10.1%	10.6%
25 - 34	12.3%	11.9%	11.9%
35 - 44	12.3%	12.6%	12.2%
45 - 54	12.4%	12.8%	12.9%
55 - 64	15.0%	15.2%	15.4%
65 - 74	11.9%	12.0%	12.2%
75 - 84	5.9%	5.6%	5.8%
85 +	2.6%	2.3%	2.6%
18 +	79.5%	79.5%	80.7%
2022 Population by Age			
Total	63,677	106,880	263,714
0 - 4	5.6%	5.4%	5.1%
5 - 9	6.0%	5.8%	5.4%
10 - 14	6.4%	6.4%	5.9%
15 - 24	10.2%	10.2%	10.5%
25 - 34	10.6%	10.3%	10.6%
35 - 44	12.5%	12.4%	12.2%
45 - 54	12.2%	12.7%	12.5%
55 - 64	13.5%	13.8%	14.2%
65 - 74	13.6%	13.8%	14.0%
75 - 84	6.9%	6.8%	7.1%
85 +	2.6%	2.3%	2.5%
18 +	78.7%	78.9%	80.3%
2010 Population by Sex			
Males	30,755	52,179	131,631
Females	33,300	54,642	137,146
2017 Population by Sex			
Males	31,176	53,001	131,668
Females	33,157	54,825	136,041
2022 Population by Sex			
Males	31,150	52,913	130,490
Females	32,527	53,967	133,222

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



Market Profile

Bradley Square
 449 Appalachian Heights Rd, Mount Hope, West Virginia, 25880
 Drive Time: 20, 40, 60 minute radii

American Electric Power | AEPED.COM
 Latitude: 37.85740
 Longitude: -81.18917

	20 minutes	40 minutes	60 minutes
2010 Population by Race/Ethnicity			
Total	64,055	106,822	268,777
White Alone	87.1%	90.7%	90.7%
Black Alone	9.3%	6.5%	6.5%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	1.0%	0.7%	0.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.3%	0.3%	0.2%
Two or More Races	2.0%	1.6%	1.6%
Hispanic Origin	1.2%	1.0%	1.0%
Diversity Index	25.0	19.0	18.9
2017 Population by Race/Ethnicity			
Total	64,334	107,826	267,709
White Alone	86.5%	90.1%	90.0%
Black Alone	9.2%	6.4%	6.5%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	1.3%	0.9%	0.9%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.4%	0.3%	0.3%
Two or More Races	2.4%	2.0%	2.0%
Hispanic Origin	1.6%	1.4%	1.3%
Diversity Index	26.7	20.6	20.7
2022 Population by Race/Ethnicity			
Total	63,678	106,880	263,711
White Alone	86.0%	89.7%	89.5%
Black Alone	9.0%	6.3%	6.5%
American Indian Alone	0.3%	0.2%	0.3%
Asian Alone	1.5%	1.1%	1.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.4%	0.4%	0.3%
Two or More Races	2.8%	2.3%	2.4%
Hispanic Origin	2.0%	1.7%	1.6%
Diversity Index	28.0	21.8	22.1
2010 Population by Relationship and Household Type			
Total	64,055	106,821	268,777
In Households	97.3%	97.5%	96.7%
In Family Households	79.2%	81.2%	79.2%
Householder	27.0%	27.5%	27.1%
Spouse	19.2%	20.4%	19.9%
Child	27.8%	28.3%	27.4%
Other relative	3.0%	2.9%	2.8%
Nonrelative	2.2%	2.0%	2.0%
In Nonfamily Households	18.1%	16.3%	17.6%
In Group Quarters	2.7%	2.5%	3.3%
Institutionalized Population	1.7%	1.8%	2.1%
Noninstitutionalized Population	1.0%	0.7%	1.2%

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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



Market Profile

Bradley Square
 449 Appalachian Heights Rd, Mount Hope, West Virginia, 25880
 Drive Time: 20, 40, 60 minute radii

American Electric Power | AEPED.COM
 Latitude: 37.85740
 Longitude: -81.18917

	20 minutes	40 minutes	60 minutes
2017 Population 25+ by Educational Attainment			
Total	46,559	78,124	195,533
Less than 9th Grade	4.7%	4.9%	4.8%
9th - 12th Grade, No Diploma	10.9%	10.9%	10.4%
High School Graduate	30.2%	32.4%	32.5%
GED/Alternative Credential	8.5%	8.2%	7.8%
Some College, No Degree	20.0%	18.6%	19.3%
Associate Degree	7.0%	6.8%	6.9%
Bachelor's Degree	12.0%	11.6%	11.1%
Graduate/Professional Degree	6.5%	6.6%	7.2%
2017 Population 15+ by Marital Status			
Total	53,072	89,027	224,009
Never Married	26.2%	24.5%	25.7%
Married	48.5%	52.0%	50.5%
Widowed	9.8%	8.7%	8.7%
Divorced	15.6%	14.8%	15.1%
2017 Civilian Population 16+ in Labor Force			
Civilian Employed	96.1%	95.9%	95.7%
Civilian Unemployed (Unemployment Rate)	3.9%	4.1%	4.3%
2017 Employed Population 16+ by Industry			
Total	23,857	39,025	100,565
Agriculture/Mining	5.6%	5.7%	4.8%
Construction	4.5%	5.5%	5.5%
Manufacturing	3.8%	3.9%	4.8%
Wholesale Trade	3.1%	2.8%	2.5%
Retail Trade	14.8%	14.5%	12.7%
Transportation/Utilities	4.1%	4.7%	5.1%
Information	1.5%	1.2%	1.3%
Finance/Insurance/Real Estate	3.4%	3.3%	3.6%
Services	52.4%	50.8%	52.8%
Public Administration	6.8%	7.4%	6.9%
2017 Employed Population 16+ by Occupation			
Total	23,858	39,026	100,561
White Collar	57.1%	55.5%	56.2%
Management/Business/Financial	9.7%	9.5%	9.6%
Professional	21.4%	21.4%	22.3%
Sales	13.5%	13.2%	11.7%
Administrative Support	12.5%	11.4%	12.6%
Services	22.7%	22.8%	22.0%
Blue Collar	20.2%	21.7%	21.8%
Farming/Forestry/Fishing	0.2%	0.2%	0.2%
Construction/Extraction	7.5%	8.2%	7.2%
Installation/Maintenance/Repair	3.4%	3.6%	3.6%
Production	3.1%	3.8%	4.3%
Transportation/Material Moving	5.9%	5.8%	6.5%
2010 Population By Urban/ Rural Status			
Total Population	64,055	106,821	268,777
Population Inside Urbanized Area	82.1%	57.9%	37.3%
Population Inside Urbanized Cluster	0.0%	0.8%	17.3%
Rural Population	17.9%	41.3%	45.4%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



Market Profile

Bradley Square
 449 Appalachian Heights Rd, Mount Hope, West Virginia, 25880
 Drive Time: 20, 40, 60 minute radii

American Electric Power | AEPED.COM

Latitude: 37.85740
 Longitude: -81.18917

	20 minutes	40 minutes	60 minutes
2010 Households by Type			
Total	27,515	44,640	113,479
Households with 1 Person	31.3%	29.0%	31.0%
Households with 2+ People	68.7%	71.0%	69.0%
Family Households	63.8%	66.5%	64.2%
Husband-wife Families	45.3%	49.3%	47.1%
With Related Children	16.7%	18.4%	17.1%
Other Family (No Spouse Present)	18.4%	17.2%	17.1%
Other Family with Male Householder	4.7%	4.7%	4.7%
With Related Children	2.6%	2.6%	2.5%
Other Family with Female Householder	13.8%	12.5%	12.4%
With Related Children	8.5%	7.5%	7.4%
Nonfamily Households	4.9%	4.6%	4.8%
All Households with Children	28.3%	29.1%	27.5%
Multigenerational Households	3.6%	3.5%	3.3%
Unmarried Partner Households	6.2%	5.9%	6.1%
Male-female	5.5%	5.3%	5.4%
Same-sex	0.6%	0.7%	0.7%
2010 Households by Size			
Total	27,515	44,641	113,480
1 Person Household	31.3%	29.0%	31.0%
2 Person Household	35.4%	36.1%	35.8%
3 Person Household	16.1%	16.3%	15.9%
4 Person Household	10.7%	11.5%	10.8%
5 Person Household	4.5%	4.8%	4.5%
6 Person Household	1.4%	1.5%	1.4%
7 + Person Household	0.7%	0.8%	0.7%
2010 Households by Tenure and Mortgage Status			
Total	27,514	44,640	113,479
Owner Occupied	70.0%	74.5%	71.9%
Owned with a Mortgage/Loan	36.7%	37.5%	34.8%
Owned Free and Clear	33.3%	37.0%	37.1%
Renter Occupied	30.0%	25.5%	28.1%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	30,732	50,427	129,651
Housing Units Inside Urbanized Area	81.8%	58.1%	37.5%
Housing Units Inside Urbanized Cluster	0.0%	0.8%	17.9%
Rural Housing Units	18.2%	41.2%	44.6%

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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



Market Profile

Bradley Square
 449 Appalachian Heights Rd, Mount Hope, West Virginia, 25880
 Drive Time: 20, 40, 60 minute radii

American Electric Power | AEPED.COM
 Latitude: 37.85740
 Longitude: -81.18917

	20 minutes	40 minutes	60 minutes
Top 3 Tapestry Segments			
1.	Diners & Miners (10C)	Diners & Miners (10C)	Diners & Miners (10C)
2.	Heartland Communities	Heartland Communities	Rooted Rural (10B)
3.	Midlife Constants (5E)	Rooted Rural (10B)	Small Town Simplicity
2017 Consumer Spending			
Apparel & Services: Total \$	\$36,801,955	\$61,053,675	\$155,152,369
Average Spent	\$1,340.40	\$1,362.90	\$1,373.36
Spending Potential Index	62	63	64
Education: Total \$	\$19,450,872	\$31,064,752	\$81,856,764
Average Spent	\$708.44	\$693.46	\$724.57
Spending Potential Index	49	48	50
Entertainment/Recreation: Total \$	\$60,434,127	\$101,094,565	\$253,421,877
Average Spent	\$2,201.13	\$2,256.73	\$2,243.21
Spending Potential Index	71	72	72
Food at Home: Total \$	\$101,587,140	\$169,640,066	\$425,668,025
Average Spent	\$3,700.00	\$3,786.86	\$3,767.87
Spending Potential Index	73	75	75
Food Away from Home: Total \$	\$59,727,478	\$99,289,915	\$251,539,649
Average Spent	\$2,175.39	\$2,216.44	\$2,226.55
Spending Potential Index	65	67	67
Health Care: Total \$	\$118,717,563	\$200,119,452	\$497,137,375
Average Spent	\$4,323.92	\$4,467.25	\$4,400.50
Spending Potential Index	77	80	79
HH Furnishings & Equipment: Total \$	\$36,464,129	\$60,839,321	\$152,821,593
Average Spent	\$1,328.09	\$1,358.11	\$1,352.73
Spending Potential Index	68	70	70
Personal Care Products & Services: Total \$	\$13,991,175	\$23,236,313	\$59,019,238
Average Spent	\$509.59	\$518.70	\$522.42
Spending Potential Index	64	65	66
Shelter: Total \$	\$265,299,665	\$435,348,416	\$1,121,014,291
Average Spent	\$9,662.72	\$9,718.25	\$9,922.85
Spending Potential Index	60	60	61
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$44,427,901	\$74,498,278	\$187,017,806
Average Spent	\$1,618.15	\$1,663.02	\$1,655.42
Spending Potential Index	69	71	71
Travel: Total \$	\$33,941,237	\$56,349,651	\$142,868,230
Average Spent	\$1,236.20	\$1,257.89	\$1,264.62
Spending Potential Index	60	61	61
Vehicle Maintenance & Repairs: Total \$	\$21,611,836	\$36,177,720	\$90,438,502
Average Spent	\$787.14	\$807.59	\$800.53
Spending Potential Index	73	75	75

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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.