



Market Profile

Apple Grove Site Apple Grove, WV
 Drive Times: 20, 40, 60 minute radii

Latitude: 38.6640
 Longitude: -82.1628

	20 minute	40 minute	60 minute
Population Summary			
2000 Total Population	5,249	139,219	498,601
2010 Total Population	5,372	141,804	500,748
2017 Total Population	5,441	144,471	501,106
2017 Group Quarters	23	4,986	10,950
2022 Total Population	5,420	145,543	498,435
2017-2022 Annual Rate	-0.08%	0.15%	-0.11%
2017 Total Daytime Population	6,275	157,331	537,293
Workers	2,555	70,839	245,240
Residents	3,720	86,492	292,053
Household Summary			
2000 Households	2,215	57,209	206,620
2000 Average Household Size	2.36	2.36	2.36
2010 Households	2,324	58,651	208,905
2010 Average Household Size	2.30	2.33	2.34
2017 Households	2,332	59,668	209,113
2017 Average Household Size	2.32	2.34	2.34
2022 Households	2,314	60,097	207,907
2022 Average Household Size	2.33	2.34	2.34
2017-2022 Annual Rate	-0.15%	0.14%	-0.12%
2010 Families	1,538	37,321	135,073
2010 Average Family Size	2.84	2.89	2.89
2017 Families	1,525	37,410	133,258
2017 Average Family Size	2.88	2.90	2.90
2022 Families	1,506	37,403	131,663
2022 Average Family Size	2.89	2.91	2.91
2017-2022 Annual Rate	-0.25%	0.00%	-0.24%
Housing Unit Summary			
2000 Housing Units	2,527	63,238	227,596
Owner Occupied Housing Units	67.8%	63.8%	65.1%
Renter Occupied Housing Units	19.8%	26.7%	25.7%
Vacant Housing Units	12.3%	9.5%	9.2%
2010 Housing Units	2,712	65,559	232,275
Owner Occupied Housing Units	64.3%	61.3%	62.8%
Renter Occupied Housing Units	21.4%	28.2%	27.2%
Vacant Housing Units	14.3%	10.5%	10.1%
2017 Housing Units	2,720	66,817	234,654
Owner Occupied Housing Units	61.7%	58.2%	59.3%
Renter Occupied Housing Units	24.0%	31.1%	29.8%
Vacant Housing Units	14.3%	10.7%	10.9%
2022 Housing Units	2,739	67,688	236,350
Owner Occupied Housing Units	60.9%	57.9%	58.5%
Renter Occupied Housing Units	23.6%	30.9%	29.4%
Vacant Housing Units	15.5%	11.2%	12.0%
Median Household Income			
2017	\$36,875	\$41,602	\$43,317
2022	\$39,276	\$43,409	\$45,928
Median Home Value			
2017	\$81,887	\$118,650	\$114,638
2022	\$98,657	\$138,719	\$132,056
Per Capita Income			
2017	\$22,254	\$24,989	\$25,354
2022	\$25,623	\$27,660	\$28,165
Median Age			
2010	42.2	39.5	40.6
2017	44.3	41.1	42.3
2022	46.2	42.2	43.5

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



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2017 Households by Income			
Household Income Base	2,332	59,668	209,113
<\$15,000	18.2%	16.9%	15.4%
\$15,000 - \$24,999	16.9%	13.0%	12.9%
\$25,000 - \$34,999	12.3%	12.2%	12.0%
\$35,000 - \$49,999	15.3%	15.2%	15.3%
\$50,000 - \$74,999	15.0%	16.0%	17.6%
\$75,000 - \$99,999	8.9%	11.0%	11.4%
\$100,000 - \$149,999	9.0%	9.9%	10.0%
\$150,000 - \$199,999	2.2%	3.1%	2.8%
\$200,000+	2.2%	2.8%	2.7%
Average Household Income	\$53,107	\$59,548	\$60,025
2022 Households by Income			
Household Income Base	2,314	60,097	207,907
<\$15,000	18.2%	17.0%	15.5%
\$15,000 - \$24,999	15.8%	12.4%	12.3%
\$25,000 - \$34,999	11.0%	11.6%	11.2%
\$35,000 - \$49,999	13.9%	14.2%	14.1%
\$50,000 - \$74,999	14.4%	15.6%	17.0%
\$75,000 - \$99,999	9.6%	11.1%	11.9%
\$100,000 - \$149,999	10.6%	11.1%	11.6%
\$150,000 - \$199,999	3.3%	3.8%	3.4%
\$200,000+	3.0%	3.3%	3.1%
Average Household Income	\$61,397	\$66,024	\$66,784
2017 Owner Occupied Housing Units by Value			
Total	1,679	38,920	139,231
<\$50,000	32.4%	16.1%	15.3%
\$50,000 - \$99,999	27.5%	26.0%	28.3%
\$100,000 - \$149,999	18.2%	21.1%	21.6%
\$150,000 - \$199,999	5.4%	15.1%	15.3%
\$200,000 - \$249,999	4.6%	8.2%	7.6%
\$250,000 - \$299,999	5.3%	5.1%	4.6%
\$300,000 - \$399,999	3.2%	4.8%	4.2%
\$400,000 - \$499,999	1.3%	1.5%	1.2%
\$500,000 - \$749,999	1.1%	1.3%	1.1%
\$750,000 - \$999,999	0.8%	0.6%	0.5%
\$1,000,000 +	0.0%	0.1%	0.3%
Average Home Value	\$117,094	\$147,497	\$142,644
2022 Owner Occupied Housing Units by Value			
Total	1,667	39,196	138,324
<\$50,000	27.2%	13.0%	12.5%
\$50,000 - \$99,999	23.5%	21.7%	24.4%
\$100,000 - \$149,999	19.1%	19.7%	20.5%
\$150,000 - \$199,999	7.0%	16.2%	16.4%
\$200,000 - \$249,999	6.8%	9.7%	9.0%
\$250,000 - \$299,999	8.9%	6.7%	6.0%
\$300,000 - \$399,999	5.4%	6.5%	5.7%
\$400,000 - \$499,999	1.3%	2.6%	2.2%
\$500,000 - \$749,999	0.7%	2.7%	2.2%
\$750,000 - \$999,999	0.2%	1.1%	0.8%
\$1,000,000 +	0.0%	0.1%	0.3%
Average Home Value	\$130,819	\$174,364	\$167,401

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.



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2010 Population by Age			
Total	5,373	141,802	500,746
0 - 4	5.5%	5.8%	5.9%
5 - 9	6.1%	5.8%	6.0%
10 - 14	6.3%	5.9%	6.0%
15 - 24	10.5%	14.3%	12.4%
25 - 34	11.6%	12.7%	12.5%
35 - 44	13.2%	12.2%	12.7%
45 - 54	16.1%	14.1%	14.8%
55 - 64	13.9%	13.1%	13.6%
65 - 74	10.1%	8.8%	8.7%
75 - 84	5.1%	5.5%	5.4%
85 +	1.4%	2.0%	2.0%
18 +	78.1%	79.0%	78.3%
2017 Population by Age			
Total	5,442	144,472	501,106
0 - 4	5.1%	5.4%	5.4%
5 - 9	5.7%	5.6%	5.7%
10 - 14	6.1%	5.6%	5.8%
15 - 24	9.7%	13.1%	11.5%
25 - 34	11.7%	13.0%	12.5%
35 - 44	12.5%	12.0%	12.4%
45 - 54	14.5%	12.3%	13.0%
55 - 64	15.0%	14.0%	14.5%
65 - 74	12.2%	10.8%	11.1%
75 - 84	5.7%	5.8%	5.7%
85 +	1.8%	2.4%	2.3%
18 +	79.8%	80.3%	79.9%
2022 Population by Age			
Total	5,419	145,542	498,435
0 - 4	4.8%	5.2%	5.3%
5 - 9	5.3%	5.4%	5.5%
10 - 14	6.2%	5.8%	5.9%
15 - 24	9.7%	12.6%	11.2%
25 - 34	10.3%	11.9%	11.4%
35 - 44	12.2%	12.5%	12.7%
45 - 54	13.8%	11.9%	12.5%
55 - 64	15.4%	13.2%	13.9%
65 - 74	13.2%	12.2%	12.6%
75 - 84	7.1%	6.7%	6.7%
85 +	2.0%	2.5%	2.4%
18 +	80.2%	80.2%	79.9%
2010 Population by Sex			
Males	2,633	68,830	243,093
Females	2,739	72,974	257,655
2017 Population by Sex			
Males	2,671	70,433	244,224
Females	2,770	74,038	256,882
2022 Population by Sex			
Males	2,667	71,234	243,912
Females	2,753	74,309	254,523

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

Apple Grove Site Apple Grove, WV
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	20 minute	40 minute	60 minute
2010 Population by Race/Ethnicity			
Total	5,373	141,804	500,749
White Alone	98.2%	93.1%	92.9%
Black Alone	0.4%	3.8%	4.1%
American Indian Alone	0.1%	0.2%	0.2%
Asian Alone	0.2%	0.8%	0.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.1%	0.3%	0.3%
Two or More Races	1.0%	1.7%	1.7%
Hispanic Origin	0.4%	1.0%	1.0%
Diversity Index	4.4	14.8	15.1
2017 Population by Race/Ethnicity			
Total	5,441	144,472	501,105
White Alone	97.7%	92.2%	92.2%
Black Alone	0.6%	3.9%	4.2%
American Indian Alone	0.1%	0.2%	0.3%
Asian Alone	0.2%	1.2%	1.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.1%	0.4%	0.3%
Two or More Races	1.2%	2.0%	2.0%
Hispanic Origin	0.7%	1.4%	1.3%
Diversity Index	5.9	17.1	17.0
2022 Population by Race/Ethnicity			
Total	5,420	145,543	498,435
White Alone	97.3%	91.5%	91.5%
Black Alone	0.8%	4.1%	4.3%
American Indian Alone	0.1%	0.2%	0.3%
Asian Alone	0.3%	1.4%	1.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.1%	0.4%	0.4%
Two or More Races	1.5%	2.4%	2.4%
Hispanic Origin	0.9%	1.8%	1.6%
Diversity Index	7.0	19.1	18.6
2010 Population by Relationship and Household Type			
Total	5,372	141,804	500,748
In Households	99.6%	96.4%	97.7%
In Family Households	83.3%	78.1%	80.2%
Householder	28.1%	26.3%	27.0%
Spouse	21.7%	19.5%	19.9%
Child	28.6%	27.6%	28.5%
Other relative	3.0%	2.5%	2.7%
Nonrelative	1.9%	2.1%	2.2%
In Nonfamily Households	16.3%	18.3%	17.5%
In Group Quarters	0.4%	3.6%	2.3%
Institutionalized Population	0.3%	1.8%	1.3%
Noninstitutionalized Population	0.1%	1.8%	0.9%

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.



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2017 Population 25+ by Educational Attainment			
Total	3,990	101,686	358,989
Less than 9th Grade	2.8%	3.4%	3.2%
9th - 12th Grade, No Diploma	14.2%	8.9%	8.1%
High School Graduate	40.3%	29.7%	31.2%
GED/Alternative Credential	6.4%	5.4%	5.4%
Some College, No Degree	19.2%	19.8%	20.3%
Associate Degree	9.2%	8.5%	8.8%
Bachelor's Degree	5.8%	13.3%	13.1%
Graduate/Professional Degree	2.1%	11.1%	9.9%
2017 Population 15+ by Marital Status			
Total	4,521	120,565	416,521
Never Married	23.5%	29.3%	27.4%
Married	52.7%	47.5%	48.7%
Widowed	5.8%	7.7%	7.9%
Divorced	18.0%	15.6%	16.1%
2017 Civilian Population 16+ in Labor Force			
Civilian Employed	92.6%	94.9%	94.7%
Civilian Unemployed (Unemployment Rate)	7.4%	5.1%	5.3%
2017 Employed Population 16+ by Industry			
Total	1,736	58,181	209,517
Agriculture/Mining	0.6%	0.9%	1.2%
Construction	4.0%	4.9%	5.4%
Manufacturing	12.6%	8.9%	8.8%
Wholesale Trade	6.7%	2.9%	2.6%
Retail Trade	14.8%	13.5%	12.2%
Transportation/Utilities	7.9%	6.3%	6.3%
Information	0.2%	1.2%	1.4%
Finance/Insurance/Real Estate	1.3%	3.8%	4.3%
Services	49.8%	53.7%	52.1%
Public Administration	2.1%	3.9%	5.6%
2017 Employed Population 16+ by Occupation			
Total	1,736	58,182	209,514
White Collar	46.4%	63.0%	61.0%
Management/Business/Financial	6.0%	11.1%	11.2%
Professional	15.1%	25.6%	24.5%
Sales	17.0%	12.6%	11.2%
Administrative Support	8.3%	13.7%	14.0%
Services	24.9%	17.8%	18.9%
Blue Collar	28.6%	19.2%	20.2%
Farming/Forestry/Fishing	0.5%	0.2%	0.3%
Construction/Extraction	2.2%	3.9%	4.3%
Installation/Maintenance/Repair	4.3%	3.0%	3.2%
Production	8.9%	6.0%	5.8%
Transportation/Material Moving	12.7%	6.1%	6.5%
2010 Population By Urban/ Rural Status			
Total Population	5,372	141,804	500,748
Population Inside Urbanized Area	0.0%	53.0%	57.2%
Population Inside Urbanized Cluster	11.3%	10.1%	7.4%
Rural Population	88.7%	36.9%	35.4%

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



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2010 Households by Type			
Total	2,324	58,650	208,906
Households with 1 Person	29.4%	30.2%	29.9%
Households with 2+ People	70.6%	69.8%	70.1%
Family Households	66.2%	63.6%	64.7%
Husband-wife Families	51.2%	47.2%	47.6%
With Related Children	19.6%	17.9%	18.3%
Other Family (No Spouse Present)	15.0%	16.5%	17.1%
Other Family with Male Householder	4.6%	4.5%	4.7%
With Related Children	2.8%	2.6%	2.7%
Other Family with Female Householder	10.5%	12.0%	12.4%
With Related Children	6.2%	7.5%	7.8%
Nonfamily Households	4.4%	6.1%	5.4%
All Households with Children	29.1%	28.5%	29.3%
Multigenerational Households	3.3%	3.1%	3.4%
Unmarried Partner Households	5.8%	6.5%	6.6%
Male-female	5.3%	5.8%	5.9%
Same-sex	0.5%	0.7%	0.7%
2010 Households by Size			
Total	2,323	58,651	208,907
1 Person Household	29.4%	30.2%	29.9%
2 Person Household	35.5%	35.4%	35.3%
3 Person Household	16.7%	16.1%	16.1%
4 Person Household	10.5%	11.4%	11.6%
5 Person Household	5.4%	4.6%	4.7%
6 Person Household	1.7%	1.5%	1.6%
7 + Person Household	0.7%	0.8%	0.8%
2010 Households by Tenure and Mortgage Status			
Total	2,324	58,651	208,905
Owner Occupied	75.0%	68.5%	69.8%
Owned with a Mortgage/Loan	31.8%	38.2%	39.7%
Owned Free and Clear	43.3%	30.3%	30.0%
Renter Occupied	25.0%	31.5%	30.2%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	2,712	65,559	232,275
Housing Units Inside Urbanized Area	0.0%	54.0%	58.8%
Housing Units Inside Urbanized Cluster	14.3%	10.7%	7.7%
Rural Housing Units	85.7%	35.4%	33.5%

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.	Rooted Rural (10B)	Small Town Simplicity	Small Town Simplicity
2.	Rural Bypasses (10E)	Midlife Constants (5E)	Midlife Constants (5E)
3.	Small Town Simplicity	Rooted Rural (10B)	Rooted Rural (10B)
2017 Consumer Spending			
Apparel & Services: Total \$	\$3,121,247	\$92,746,733	\$326,185,988
Average Spent	\$1,338.44	\$1,554.38	\$1,559.86
Spending Potential Index	62	72	72
Education: Total \$	\$1,389,437	\$57,931,293	\$198,014,705
Average Spent	\$595.81	\$970.89	\$946.93
Spending Potential Index	41	67	65
Entertainment/Recreation: Total \$	\$5,304,217	\$142,516,977	\$504,932,413
Average Spent	\$2,274.54	\$2,388.50	\$2,414.64
Spending Potential Index	73	77	77
Food at Home: Total \$	\$9,004,322	\$234,919,463	\$833,313,232
Average Spent	\$3,861.20	\$3,937.11	\$3,984.99
Spending Potential Index	77	78	79
Food Away from Home: Total \$	\$5,134,267	\$147,551,924	\$519,457,241
Average Spent	\$2,201.66	\$2,472.88	\$2,484.10
Spending Potential Index	66	74	75
Health Care: Total \$	\$10,708,781	\$269,127,126	\$960,082,507
Average Spent	\$4,592.10	\$4,510.41	\$4,591.21
Spending Potential Index	82	81	82
HH Furnishings & Equipment: Total \$	\$3,147,270	\$87,642,346	\$309,830,221
Average Spent	\$1,349.60	\$1,468.83	\$1,481.64
Spending Potential Index	69	76	76
Personal Care Products & Services: Total \$	\$1,185,971	\$34,804,239	\$123,060,668
Average Spent	\$508.56	\$583.30	\$588.49
Spending Potential Index	64	73	74
Shelter: Total \$	\$21,703,395	\$684,688,972	\$2,404,999,637
Average Spent	\$9,306.77	\$11,474.98	\$11,500.96
Spending Potential Index	57	71	71
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$3,898,144	\$106,945,537	\$379,225,715
Average Spent	\$1,671.59	\$1,792.34	\$1,813.50
Spending Potential Index	71	77	77
Travel: Total \$	\$2,777,007	\$86,275,720	\$304,767,482
Average Spent	\$1,190.83	\$1,445.93	\$1,457.43
Spending Potential Index	57	70	70
Vehicle Maintenance & Repairs: Total \$	\$1,913,105	\$50,148,547	\$177,743,318
Average Spent	\$820.37	\$840.46	\$849.99
Spending Potential Index	77	78	79

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.