



Market Profile

Tri-State Aeroplex (AEPWV) Wayne, WV
 Drive Times: 20, 40, 60 minute radii

Latitude: 38.2215
 Longitude: -82.4424

	20 minute	40 minute	60 minute
Population Summary			
2000 Total Population	10,913	147,002	357,183
2010 Total Population	11,167	145,937	359,928
2017 Total Population	11,297	147,571	363,595
2017 Group Quarters	38	4,543	8,927
2022 Total Population	11,235	147,777	363,851
2017-2022 Annual Rate	-0.11%	0.03%	0.01%
2017 Total Daytime Population	10,865	160,279	363,670
Workers	3,259	69,485	140,175
Residents	7,606	90,794	223,495
Household Summary			
2000 Households	4,306	61,487	143,981
2000 Average Household Size	2.52	2.33	2.42
2010 Households	4,500	61,316	146,568
2010 Average Household Size	2.47	2.31	2.39
2017 Households	4,552	62,064	148,191
2017 Average Household Size	2.47	2.30	2.39
2022 Households	4,525	62,185	148,297
2022 Average Household Size	2.47	2.30	2.39
2017-2022 Annual Rate	-0.12%	0.04%	0.01%
2010 Families	3,223	38,073	98,187
2010 Average Family Size	2.93	2.89	2.91
2017 Families	3,216	37,855	97,875
2017 Average Family Size	2.94	2.90	2.92
2022 Families	3,177	37,594	97,310
2022 Average Family Size	2.94	2.90	2.93
2017-2022 Annual Rate	-0.24%	-0.14%	-0.12%
Housing Unit Summary			
2000 Housing Units	4,744	68,354	159,026
Owner Occupied Housing Units	73.3%	60.4%	66.3%
Renter Occupied Housing Units	17.5%	29.6%	24.2%
Vacant Housing Units	9.2%	10.0%	9.5%
2010 Housing Units	4,878	68,593	162,366
Owner Occupied Housing Units	70.8%	58.2%	64.2%
Renter Occupied Housing Units	21.4%	31.2%	26.1%
Vacant Housing Units	7.7%	10.6%	9.7%
2017 Housing Units	4,990	69,700	164,916
Owner Occupied Housing Units	67.1%	54.6%	61.1%
Renter Occupied Housing Units	24.1%	34.4%	28.8%
Vacant Housing Units	8.8%	11.0%	10.1%
2022 Housing Units	5,035	70,402	166,545
Owner Occupied Housing Units	66.6%	54.0%	60.5%
Renter Occupied Housing Units	23.2%	34.3%	28.6%
Vacant Housing Units	10.1%	11.7%	11.0%
Median Household Income			
2017	\$35,762	\$37,448	\$41,348
2022	\$36,147	\$38,702	\$44,469
Median Home Value			
2017	\$95,717	\$100,787	\$107,552
2022	\$112,659	\$118,324	\$128,869
Per Capita Income			
2017	\$19,562	\$22,755	\$23,848
2022	\$21,325	\$25,088	\$26,727
Median Age			
2010	41.2	39.1	40.3
2017	43.0	40.7	42.0
2022	45.0	41.9	43.3

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	4,552	62,064	148,191
<\$15,000	20.8%	20.5%	17.2%
\$15,000 - \$24,999	16.1%	13.8%	13.1%
\$25,000 - \$34,999	11.9%	12.4%	12.1%
\$35,000 - \$49,999	15.6%	14.9%	15.0%
\$50,000 - \$74,999	16.8%	16.1%	17.2%
\$75,000 - \$99,999	9.4%	9.7%	10.9%
\$100,000 - \$149,999	6.9%	8.3%	9.5%
\$150,000 - \$199,999	0.8%	2.0%	2.7%
\$200,000+	1.5%	2.2%	2.3%
Average Household Income	\$48,371	\$53,336	\$57,633
2022 Households by Income			
Household Income Base	4,525	62,185	148,297
<\$15,000	21.8%	20.7%	17.0%
\$15,000 - \$24,999	15.4%	13.1%	12.2%
\$25,000 - \$34,999	11.3%	11.8%	11.2%
\$35,000 - \$49,999	14.5%	13.9%	13.8%
\$50,000 - \$74,999	16.0%	15.6%	16.5%
\$75,000 - \$99,999	9.8%	10.4%	11.9%
\$100,000 - \$149,999	8.5%	9.7%	11.5%
\$150,000 - \$199,999	1.0%	2.3%	3.3%
\$200,000+	1.7%	2.5%	2.7%
Average Household Income	\$52,755	\$58,862	\$64,696
2017 Owner Occupied Housing Units by Value			
Total	3,347	38,054	100,721
<\$50,000	25.5%	18.6%	17.5%
\$50,000 - \$99,999	26.9%	31.0%	29.6%
\$100,000 - \$149,999	21.6%	21.0%	18.8%
\$150,000 - \$199,999	12.7%	13.4%	15.0%
\$200,000 - \$249,999	5.2%	7.1%	7.7%
\$250,000 - \$299,999	4.2%	3.3%	4.5%
\$300,000 - \$399,999	2.9%	3.3%	4.0%
\$400,000 - \$499,999	0.5%	0.8%	1.1%
\$500,000 - \$749,999	0.5%	0.9%	1.1%
\$750,000 - \$999,999	0.0%	0.4%	0.4%
\$1,000,000 +	0.1%	0.2%	0.3%
Average Home Value	\$115,517	\$129,231	\$138,923
2022 Owner Occupied Housing Units by Value			
Total	3,355	38,039	100,732
<\$50,000	21.0%	15.7%	14.4%
\$50,000 - \$99,999	23.6%	27.0%	25.5%
\$100,000 - \$149,999	21.1%	19.9%	17.5%
\$150,000 - \$199,999	14.5%	14.6%	16.3%
\$200,000 - \$249,999	6.8%	8.9%	9.5%
\$250,000 - \$299,999	6.2%	4.5%	5.9%
\$300,000 - \$399,999	4.2%	4.7%	5.6%
\$400,000 - \$499,999	1.3%	1.6%	2.0%
\$500,000 - \$749,999	1.3%	2.1%	2.2%
\$750,000 - \$999,999	0.0%	0.7%	0.7%
\$1,000,000 +	0.1%	0.3%	0.5%
Average Home Value	\$136,047	\$153,471	\$165,197

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	11,167	145,938	359,926
0 - 4	6.3%	5.9%	5.9%
5 - 9	6.2%	5.7%	6.0%
10 - 14	6.8%	5.7%	6.1%
15 - 24	11.2%	14.5%	12.8%
25 - 34	11.1%	13.1%	12.3%
35 - 44	13.8%	12.4%	13.1%
45 - 54	14.5%	13.6%	14.6%
55 - 64	13.6%	13.0%	13.4%
65 - 74	9.5%	8.6%	8.7%
75 - 84	5.5%	5.5%	5.3%
85 +	1.6%	2.0%	1.8%
18 +	77.1%	79.2%	78.1%
2017 Population by Age			
Total	11,297	147,572	363,596
0 - 4	5.7%	5.4%	5.5%
5 - 9	6.3%	5.5%	5.8%
10 - 14	6.1%	5.5%	5.8%
15 - 24	10.4%	13.2%	11.8%
25 - 34	11.3%	13.4%	12.5%
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45 - 54	13.8%	12.4%	13.2%
55 - 64	14.4%	13.5%	14.2%
65 - 74	11.6%	10.8%	11.1%
75 - 84	5.7%	5.7%	5.6%
85 +	1.9%	2.4%	2.2%
18 +	78.5%	80.5%	79.7%
2022 Population by Age			
Total	11,234	147,777	363,848
0 - 4	5.2%	5.2%	5.2%
5 - 9	5.9%	5.4%	5.6%
10 - 14	6.7%	5.7%	6.0%
15 - 24	10.3%	12.8%	11.4%
25 - 34	9.8%	12.2%	11.4%
35 - 44	12.0%	12.5%	12.6%
45 - 54	13.8%	12.0%	12.6%
55 - 64	14.5%	13.0%	13.8%
65 - 74	12.9%	12.0%	12.4%
75 - 84	6.8%	6.6%	6.6%
85 +	2.1%	2.5%	2.3%
18 +	78.5%	80.4%	79.6%
2010 Population by Sex			
Males	5,517	70,980	176,125
Females	5,650	74,957	183,803
2017 Population by Sex			
Males	5,592	72,028	178,444
Females	5,705	75,544	185,151
2022 Population by Sex			
Males	5,571	72,399	179,283
Females	5,664	75,377	184,568

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

Tri-State Aeroplex (AEPWV) Wayne, WV
 Drive Times: 20, 40, 60 minute radii

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2010 Population by Race/Ethnicity			
Total	11,167	145,937	359,929
White Alone	98.7%	93.5%	95.2%
Black Alone	0.1%	3.7%	2.4%
American Indian Alone	0.3%	0.2%	0.2%
Asian Alone	0.2%	0.7%	0.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.1%	0.2%	0.2%
Two or More Races	0.6%	1.6%	1.3%
Hispanic Origin	0.4%	1.0%	0.9%
Diversity Index	3.3	14.2	11.0
2017 Population by Race/Ethnicity			
Total	11,297	147,572	363,595
White Alone	98.3%	92.5%	94.5%
Black Alone	0.1%	3.8%	2.6%
American Indian Alone	0.3%	0.3%	0.2%
Asian Alone	0.2%	1.0%	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	0.9%	2.0%	1.6%
Hispanic Origin	0.5%	1.4%	1.3%
Diversity Index	4.4	16.5	12.9
2022 Population by Race/Ethnicity			
Total	11,235	147,777	363,851
White Alone	98.0%	91.7%	93.8%
Black Alone	0.2%	4.0%	2.7%
American Indian Alone	0.4%	0.3%	0.2%
Asian Alone	0.2%	1.2%	0.9%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.1%	0.3%	0.4%
Two or More Races	1.1%	2.4%	1.9%
Hispanic Origin	0.6%	1.7%	1.5%
Diversity Index	5.1	18.5	14.6
2010 Population by Relationship and Household Type			
Total	11,167	145,937	359,928
In Households	99.7%	96.9%	97.4%
In Family Households	86.6%	77.5%	81.5%
Householder	28.9%	26.1%	27.3%
Spouse	22.6%	18.8%	20.4%
Child	30.6%	27.7%	28.9%
Other relative	2.4%	2.8%	2.8%
Nonrelative	2.1%	2.2%	2.1%
In Nonfamily Households	13.0%	19.4%	16.0%
In Group Quarters	0.3%	3.1%	2.6%
Institutionalized Population	0.3%	1.4%	1.7%
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	8,068	103,882	258,903
Less than 9th Grade	7.0%	4.0%	4.2%
9th - 12th Grade, No Diploma	13.3%	9.7%	8.8%
High School Graduate	35.2%	28.8%	30.8%
GED/Alternative Credential	7.6%	6.1%	5.8%
Some College, No Degree	18.4%	20.6%	21.1%
Associate Degree	6.7%	8.6%	8.6%
Bachelor's Degree	7.1%	12.3%	11.6%
Graduate/Professional Degree	4.8%	10.0%	8.9%
2017 Population 15+ by Marital Status			
Total	9,246	123,325	301,666
Never Married	24.8%	30.5%	26.7%
Married	50.0%	44.9%	50.0%
Widowed	8.6%	8.2%	8.3%
Divorced	16.6%	16.4%	15.0%
2017 Civilian Population 16+ in Labor Force			
Civilian Employed	92.9%	94.3%	94.1%
Civilian Unemployed (Unemployment Rate)	7.1%	5.7%	5.9%
2017 Employed Population 16+ by Industry			
Total	3,738	57,222	140,242
Agriculture/Mining	1.4%	1.1%	1.5%
Construction	4.4%	5.1%	5.5%
Manufacturing	9.6%	7.6%	8.6%
Wholesale Trade	2.4%	2.1%	2.4%
Retail Trade	15.1%	13.0%	13.3%
Transportation/Utilities	9.8%	5.5%	6.3%
Information	0.8%	1.6%	1.5%
Finance/Insurance/Real Estate	2.4%	3.8%	4.0%
Services	48.3%	56.7%	52.7%
Public Administration	6.1%	3.6%	4.2%
2017 Employed Population 16+ by Occupation			
Total	3,739	57,222	140,241
White Collar	49.6%	61.6%	60.0%
Management/Business/Financial	9.7%	10.2%	10.8%
Professional	17.4%	25.2%	23.9%
Sales	12.4%	12.5%	11.3%
Administrative Support	10.1%	13.7%	13.9%
Services	24.5%	20.4%	19.0%
Blue Collar	26.0%	18.1%	21.0%
Farming/Forestry/Fishing	0.2%	0.2%	0.2%
Construction/Extraction	5.4%	4.3%	5.1%
Installation/Maintenance/Repair	4.1%	2.5%	3.3%
Production	7.1%	5.3%	5.7%
Transportation/Material Moving	9.2%	5.8%	6.7%
2010 Population By Urban/ Rural Status			
Total Population	11,167	145,937	359,928
Population Inside Urbanized Area	5.1%	64.7%	56.9%
Population Inside Urbanized Cluster	0.0%	2.8%	3.3%
Rural Population	94.9%	32.5%	39.8%

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	4,500	61,316	146,568
Households with 1 Person	24.9%	31.5%	28.1%
Households with 2+ People	75.1%	68.5%	71.9%
Family Households	71.6%	62.1%	67.0%
Husband-wife Families	55.8%	44.8%	50.2%
With Related Children	22.1%	17.1%	19.7%
Other Family (No Spouse Present)	15.8%	17.3%	16.8%
Other Family with Male Householder	4.2%	4.7%	4.7%
With Related Children	2.4%	2.6%	2.7%
Other Family with Female Householder	11.5%	12.7%	12.1%
With Related Children	6.9%	7.9%	7.5%
Nonfamily Households	3.4%	6.4%	4.9%
All Households with Children	31.8%	28.1%	30.5%
Multigenerational Households	3.1%	3.4%	3.6%
Unmarried Partner Households	5.2%	6.5%	5.9%
Male-female	4.6%	5.7%	5.2%
Same-sex	0.6%	0.8%	0.7%
2010 Households by Size			
Total	4,499	61,316	146,571
1 Person Household	24.9%	31.5%	28.1%
2 Person Household	36.0%	34.4%	35.3%
3 Person Household	18.0%	16.0%	16.8%
4 Person Household	14.0%	11.4%	12.4%
5 Person Household	4.5%	4.4%	4.9%
6 Person Household	1.4%	1.5%	1.6%
7 + Person Household	1.2%	0.8%	0.8%
2010 Households by Tenure and Mortgage Status			
Total	4,500	61,316	146,568
Owner Occupied	76.8%	65.1%	71.1%
Owned with a Mortgage/Loan	34.8%	35.5%	39.4%
Owned Free and Clear	42.0%	29.6%	31.7%
Renter Occupied	23.2%	34.9%	28.9%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	4,878	68,593	162,366
Housing Units Inside Urbanized Area	5.7%	66.9%	58.5%
Housing Units Inside Urbanized Cluster	0.0%	2.9%	3.2%
Rural Housing Units	94.3%	30.2%	38.3%

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.



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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)	Rooted Rural (10B)
3.	Midlife Constants (5E)	Rooted Rural (10B)	Midlife Constants (5E)
2017 Consumer Spending			
Apparel & Services: Total \$	\$5,600,634	\$86,234,561	\$220,584,556
Average Spent	\$1,230.37	\$1,389.45	\$1,488.52
Spending Potential Index	57	64	69
Education: Total \$	\$2,640,474	\$52,744,840	\$128,583,866
Average Spent	\$580.07	\$849.85	\$867.69
Spending Potential Index	40	58	60
Entertainment/Recreation: Total \$	\$9,299,307	\$133,927,255	\$347,716,402
Average Spent	\$2,042.91	\$2,157.89	\$2,346.41
Spending Potential Index	65	69	75
Food at Home: Total \$	\$15,636,943	\$223,152,552	\$577,157,505
Average Spent	\$3,435.18	\$3,595.52	\$3,894.69
Spending Potential Index	68	71	77
Food Away from Home: Total \$	\$9,124,233	\$137,894,769	\$353,349,110
Average Spent	\$2,004.44	\$2,221.82	\$2,384.42
Spending Potential Index	60	67	72
Health Care: Total \$	\$18,646,529	\$253,809,448	\$668,353,152
Average Spent	\$4,096.34	\$4,089.48	\$4,510.08
Spending Potential Index	73	73	81
HH Furnishings & Equipment: Total \$	\$5,559,793	\$81,954,788	\$212,044,431
Average Spent	\$1,221.40	\$1,320.49	\$1,430.89
Spending Potential Index	63	68	74
Personal Care Products & Services: Total \$	\$2,119,688	\$32,413,902	\$83,272,566
Average Spent	\$465.66	\$522.27	\$561.93
Spending Potential Index	58	66	71
Shelter: Total \$	\$38,990,877	\$637,732,149	\$1,610,149,888
Average Spent	\$8,565.66	\$10,275.40	\$10,865.37
Spending Potential Index	53	63	67
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$6,929,138	\$99,515,451	\$259,536,527
Average Spent	\$1,522.22	\$1,603.43	\$1,751.36
Spending Potential Index	65	68	75
Travel: Total \$	\$5,025,807	\$79,237,183	\$204,503,024
Average Spent	\$1,104.09	\$1,276.70	\$1,380.00
Spending Potential Index	53	62	67
Vehicle Maintenance & Repairs: Total \$	\$3,334,705	\$47,342,196	\$123,043,553
Average Spent	\$732.58	\$762.80	\$830.30
Spending Potential Index	68	71	77

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.