



# Market Profile

938 Division St, Parkersburg, West Virginia, 26101  
Rings: 3, 5, 10 mile radii

Prepared by Esri  
Latitude: 39.24956  
Longitude: -81.55476

	3 miles	5 miles	10 miles
<b>Population Summary</b>			
2000 Total Population	38,994	62,189	95,309
2010 Total Population	37,438	60,472	93,761
2021 Total Population	35,733	57,749	90,340
2021 Group Quarters	549	845	916
2026 Total Population	34,860	56,358	88,387
2021-2026 Annual Rate	-0.49%	-0.49%	-0.44%
2021 Total Daytime Population	43,073	66,245	93,545
Workers	23,171	34,758	45,538
Residents	19,902	31,487	48,007
<b>Household Summary</b>			
2000 Households	16,946	26,710	39,435
2000 Average Household Size	2.26	2.28	2.38
2010 Households	16,276	26,340	39,726
2010 Average Household Size	2.26	2.26	2.34
2021 Households	15,626	25,364	38,651
2021 Average Household Size	2.25	2.24	2.31
2026 Households	15,271	24,806	37,909
2026 Average Household Size	2.25	2.24	2.31
2021-2026 Annual Rate	-0.46%	-0.44%	-0.39%
2010 Families	9,763	16,302	26,208
2010 Average Family Size	2.86	2.82	2.84
2021 Families	9,111	15,297	24,951
2021 Average Family Size	2.86	2.82	2.83
2026 Families	8,829	14,846	24,316
2026 Average Family Size	2.86	2.82	2.83
2021-2026 Annual Rate	-0.63%	-0.60%	-0.51%
<b>Housing Unit Summary</b>			
2000 Housing Units	18,875	29,311	43,020
Owner Occupied Housing Units	56.2%	60.9%	67.0%
Renter Occupied Housing Units	33.6%	30.2%	24.6%
Vacant Housing Units	10.2%	8.9%	8.3%
2010 Housing Units	18,341	29,159	43,543
Owner Occupied Housing Units	53.9%	58.4%	64.9%
Renter Occupied Housing Units	34.8%	31.9%	26.3%
Vacant Housing Units	11.3%	9.7%	8.8%
2021 Housing Units	18,126	28,884	43,509
Owner Occupied Housing Units	50.9%	55.5%	62.2%
Renter Occupied Housing Units	35.3%	32.3%	26.6%
Vacant Housing Units	13.8%	12.2%	11.2%
2026 Housing Units	18,163	28,928	43,579
Owner Occupied Housing Units	50.5%	55.0%	61.7%
Renter Occupied Housing Units	33.6%	30.7%	25.3%
Vacant Housing Units	15.9%	14.2%	13.0%
<b>Median Household Income</b>			
2021	\$36,222	\$40,703	\$48,456
2026	\$39,710	\$44,886	\$52,661
<b>Median Home Value</b>			
2021	\$102,007	\$115,272	\$135,993
2026	\$113,049	\$128,136	\$152,344
<b>Per Capita Income</b>			
2021	\$21,704	\$23,806	\$26,959
2026	\$24,311	\$26,613	\$30,258
<b>Median Age</b>			
2010	40.8	41.8	42.4
2021	42.9	44.2	45.1
2026	43.6	44.9	46.0

**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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



# Market Profile

938 Division St, Parkersburg, West Virginia, 26101  
Rings: 3, 5, 10 mile radii

Prepared by Esri  
Latitude: 39.24956  
Longitude: -81.55476

	3 miles	5 miles	10 miles
<b>2021 Households by Income</b>			
Household Income Base	15,626	25,364	38,651
<\$15,000	23.9%	20.2%	16.2%
\$15,000 - \$24,999	11.0%	10.4%	9.2%
\$25,000 - \$34,999	13.7%	13.1%	12.2%
\$35,000 - \$49,999	13.5%	13.8%	13.6%
\$50,000 - \$74,999	17.6%	19.2%	19.0%
\$75,000 - \$99,999	11.3%	12.1%	13.1%
\$100,000 - \$149,999	6.0%	7.4%	10.7%
\$150,000 - \$199,999	1.7%	2.2%	3.7%
\$200,000+	1.4%	1.7%	2.4%
Average Household Income	\$49,576	\$54,311	\$62,918
<b>2026 Households by Income</b>			
Household Income Base	15,271	24,806	37,909
<\$15,000	22.5%	18.7%	14.9%
\$15,000 - \$24,999	9.5%	8.9%	7.8%
\$25,000 - \$34,999	12.9%	12.5%	11.3%
\$35,000 - \$49,999	13.3%	13.6%	13.1%
\$50,000 - \$74,999	18.3%	19.6%	19.0%
\$75,000 - \$99,999	12.6%	13.3%	14.2%
\$100,000 - \$149,999	7.1%	8.6%	12.2%
\$150,000 - \$199,999	2.2%	2.7%	4.7%
\$200,000+	1.6%	2.0%	2.8%
Average Household Income	\$55,442	\$60,588	\$70,444
<b>2021 Owner Occupied Housing Units by Value</b>			
Total	9,225	16,032	27,073
<\$50,000	15.3%	12.9%	10.4%
\$50,000 - \$99,999	33.6%	29.3%	22.8%
\$100,000 - \$149,999	26.5%	25.5%	23.3%
\$150,000 - \$199,999	12.9%	16.8%	19.2%
\$200,000 - \$249,999	4.7%	6.1%	8.4%
\$250,000 - \$299,999	3.1%	4.4%	6.7%
\$300,000 - \$399,999	2.5%	2.9%	5.3%
\$400,000 - \$499,999	0.8%	0.8%	1.9%
\$500,000 - \$749,999	0.4%	0.8%	1.3%
\$750,000 - \$999,999	0.1%	0.2%	0.4%
\$1,000,000 - \$1,499,999	0.0%	0.1%	0.1%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.1%	0.1%
Average Home Value	\$120,395	\$137,063	\$162,881
<b>2026 Owner Occupied Housing Units by Value</b>			
Total	9,171	15,921	26,897
<\$50,000	13.4%	10.9%	8.3%
\$50,000 - \$99,999	29.7%	25.3%	19.1%
\$100,000 - \$149,999	26.3%	24.5%	21.6%
\$150,000 - \$199,999	14.7%	18.7%	20.3%
\$200,000 - \$249,999	5.8%	7.4%	9.8%
\$250,000 - \$299,999	4.3%	5.8%	8.2%
\$300,000 - \$399,999	3.7%	4.2%	7.2%
\$400,000 - \$499,999	1.3%	1.3%	2.6%
\$500,000 - \$749,999	0.7%	1.2%	2.0%
\$750,000 - \$999,999	0.1%	0.4%	0.6%
\$1,000,000 - \$1,499,999	0.0%	0.2%	0.1%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.1%	0.1%
Average Home Value	\$134,148	\$154,300	\$183,189

**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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

October 21, 2021



# Market Profile

938 Division St, Parkersburg, West Virginia, 26101  
 Rings: 3, 5, 10 mile radii

Prepared by Esri  
 Latitude: 39.24956  
 Longitude: -81.55476

	3 miles	5 miles	10 miles
<b>2010 Population by Age</b>			
Total	37,436	60,472	93,762
0 - 4	6.4%	6.0%	5.7%
5 - 9	5.7%	5.6%	5.8%
10 - 14	5.9%	6.0%	6.2%
15 - 24	11.9%	11.8%	11.4%
25 - 34	12.7%	12.1%	11.4%
35 - 44	12.6%	12.5%	12.8%
45 - 54	15.0%	14.9%	15.4%
55 - 64	12.7%	13.3%	14.0%
65 - 74	8.8%	9.4%	9.7%
75 - 84	5.9%	5.9%	5.5%
85 +	2.5%	2.4%	2.1%
18 +	78.4%	78.9%	78.4%
<b>2021 Population by Age</b>			
Total	35,732	57,751	90,341
0 - 4	5.6%	5.3%	5.0%
5 - 9	5.6%	5.4%	5.3%
10 - 14	5.6%	5.5%	5.6%
15 - 24	10.3%	10.2%	10.1%
25 - 34	13.0%	12.4%	11.7%
35 - 44	12.4%	12.2%	12.2%
45 - 54	12.1%	12.2%	12.6%
55 - 64	14.0%	14.2%	14.8%
65 - 74	11.7%	12.6%	13.2%
75 - 84	6.7%	7.1%	7.0%
85 +	3.0%	2.9%	2.6%
18 +	80.2%	80.8%	81.0%
<b>2026 Population by Age</b>			
Total	34,861	56,356	88,388
0 - 4	5.6%	5.2%	4.9%
5 - 9	5.5%	5.4%	5.2%
10 - 14	5.8%	5.7%	5.7%
15 - 24	10.4%	10.2%	9.9%
25 - 34	11.9%	11.1%	10.6%
35 - 44	12.5%	12.5%	12.4%
45 - 54	12.1%	12.0%	12.3%
55 - 64	12.8%	13.1%	13.7%
65 - 74	12.5%	13.3%	13.9%
75 - 84	7.8%	8.4%	8.6%
85 +	3.0%	3.1%	2.8%
18 +	79.8%	80.5%	80.8%
<b>2010 Population by Sex</b>			
Males	17,890	28,931	45,234
Females	19,548	31,541	48,527
<b>2021 Population by Sex</b>			
Males	17,146	27,744	43,736
Females	18,587	30,005	46,604
<b>2026 Population by Sex</b>			
Males	16,781	27,153	42,903
Females	18,079	29,204	45,484

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



# Market Profile

938 Division St, Parkersburg, West Virginia, 26101  
Rings: 3, 5, 10 mile radii

Prepared by Esri  
Latitude: 39.24956  
Longitude: -81.55476

	3 miles	5 miles	10 miles
<b>2010 Population by Race/Ethnicity</b>			
Total	37,437	60,471	93,760
White Alone	95.3%	95.7%	96.2%
Black Alone	1.8%	1.5%	1.2%
American Indian Alone	0.3%	0.2%	0.2%
Asian Alone	0.4%	0.5%	0.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.2%	0.2%	0.2%
Two or More Races	2.0%	1.8%	1.6%
Hispanic Origin	1.0%	1.0%	0.9%
Diversity Index	11.0	10.3	8.9
<b>2021 Population by Race/Ethnicity</b>			
Total	35,734	57,748	90,340
White Alone	94.2%	94.6%	95.3%
Black Alone	2.0%	1.8%	1.4%
American Indian Alone	0.3%	0.2%	0.2%
Asian Alone	0.4%	0.5%	0.6%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	0.3%	0.3%	0.3%
Two or More Races	2.7%	2.4%	2.1%
Hispanic Origin	1.6%	1.6%	1.4%
Diversity Index	14.1	13.2	11.5
<b>2026 Population by Race/Ethnicity</b>			
Total	34,859	56,359	88,386
White Alone	93.5%	94.0%	94.8%
Black Alone	2.2%	1.9%	1.5%
American Indian Alone	0.3%	0.2%	0.2%
Asian Alone	0.5%	0.6%	0.6%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	0.4%	0.4%	0.3%
Two or More Races	3.2%	2.8%	2.5%
Hispanic Origin	2.0%	1.9%	1.6%
Diversity Index	15.9	14.9	13.0
<b>2010 Population by Relationship and Household Type</b>			
Total	37,438	60,472	93,761
In Households	98.5%	98.5%	99.0%
In Family Households	77.6%	78.8%	81.8%
Householder	26.1%	26.9%	28.0%
Spouse	17.5%	19.1%	21.1%
Child	28.1%	27.6%	28.1%
Other relative	2.8%	2.5%	2.3%
Nonrelative	3.1%	2.8%	2.5%
In Nonfamily Households	20.8%	19.7%	17.2%
In Group Quarters	1.5%	1.5%	1.0%
Institutionalized Population	1.1%	0.8%	0.6%
Noninstitutionalized Population	0.5%	0.6%	0.5%

**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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

October 21, 2021



# Market Profile

938 Division St, Parkersburg, West Virginia, 26101  
Rings: 3, 5, 10 mile radii

Prepared by Esri  
Latitude: 39.24956  
Longitude: -81.55476

	3 miles	5 miles	10 miles
<b>2021 Population 25+ by Educational Attainment</b>			
Total	26,065	42,542	66,889
Less than 9th Grade	4.2%	3.6%	2.8%
9th - 12th Grade, No Diploma	9.4%	8.2%	7.3%
High School Graduate	33.5%	31.1%	29.7%
GED/Alternative Credential	5.8%	5.2%	4.6%
Some College, No Degree	19.8%	21.3%	21.6%
Associate Degree	10.8%	11.7%	12.1%
Bachelor's Degree	10.2%	12.1%	13.6%
Graduate/Professional Degree	6.2%	6.7%	8.2%
<b>2021 Population 15+ by Marital Status</b>			
Total	29,740	48,411	75,988
Never Married	29.3%	28.4%	26.2%
Married	44.4%	47.3%	52.2%
Widowed	9.2%	8.8%	7.9%
Divorced	17.0%	15.5%	13.7%
<b>2021 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	17,067	28,188	45,029
Population 16+ Employed	92.9%	93.6%	94.5%
Population 16+ Unemployment rate	7.1%	6.4%	5.5%
Population 16-24 Employed	10.8%	10.6%	10.7%
Population 16-24 Unemployment rate	11.3%	12.0%	9.8%
Population 25-54 Employed	61.8%	60.9%	59.9%
Population 25-54 Unemployment rate	7.6%	6.7%	5.9%
Population 55-64 Employed	17.6%	17.3%	18.0%
Population 55-64 Unemployment rate	3.7%	3.3%	2.8%
Population 65+ Employed	9.7%	11.1%	11.4%
Population 65+ Unemployment rate	5.2%	3.6%	2.9%
<b>2021 Employed Population 16+ by Industry</b>			
Total	15,854	26,385	42,559
Agriculture/Mining	1.2%	1.3%	1.1%
Construction	5.7%	5.6%	6.5%
Manufacturing	9.4%	9.9%	11.1%
Wholesale Trade	1.5%	1.5%	1.5%
Retail Trade	16.1%	15.6%	14.3%
Transportation/Utilities	5.1%	4.9%	5.4%
Information	1.5%	1.4%	1.4%
Finance/Insurance/Real Estate	4.2%	5.1%	5.4%
Services	48.6%	47.4%	45.4%
Public Administration	6.6%	7.3%	8.0%
<b>2021 Employed Population 16+ by Occupation</b>			
Total	15,853	26,384	42,559
White Collar	57.6%	60.0%	60.9%
Management/Business/Financial	11.5%	11.9%	13.4%
Professional	20.0%	22.5%	23.3%
Sales	12.1%	12.3%	11.5%
Administrative Support	14.0%	13.3%	12.8%
Services	19.9%	18.1%	16.0%
Blue Collar	22.6%	21.9%	23.1%
Farming/Forestry/Fishing	0.1%	0.1%	0.1%
Construction/Extraction	6.0%	5.9%	5.8%
Installation/Maintenance/Repair	2.4%	2.7%	3.1%
Production	5.6%	5.3%	5.9%
Transportation/Material Moving	8.5%	8.0%	8.2%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

October 21, 2021



# Market Profile

938 Division St, Parkersburg, West Virginia, 26101  
Rings: 3, 5, 10 mile radii

Prepared by Esri  
Latitude: 39.24956  
Longitude: -81.55476

	3 miles	5 miles	10 miles
<b>2010 Households by Type</b>			
Total	16,276	26,340	39,725
Households with 1 Person	33.7%	32.2%	28.7%
Households with 2+ People	66.3%	67.8%	71.3%
Family Households	60.0%	61.9%	66.0%
Husband-wife Families	40.4%	43.9%	49.7%
With Related Children	15.0%	15.7%	17.9%
Other Family (No Spouse Present)	19.6%	18.0%	16.3%
Other Family with Male Householder	5.1%	4.8%	4.5%
With Related Children	3.0%	2.9%	2.7%
Other Family with Female Householder	14.5%	13.2%	11.8%
With Related Children	9.4%	8.5%	7.6%
Nonfamily Households	6.4%	5.9%	5.3%
All Households with Children	28.0%	27.7%	28.7%
Multigenerational Households	3.0%	2.8%	2.7%
Unmarried Partner Households	8.3%	7.7%	7.0%
Male-female	7.6%	7.0%	6.3%
Same-sex	0.7%	0.7%	0.7%
<b>2010 Households by Size</b>			
Total	16,277	26,341	39,726
1 Person Household	33.7%	32.2%	28.7%
2 Person Household	34.2%	35.7%	37.5%
3 Person Household	14.9%	15.1%	15.5%
4 Person Household	10.5%	10.7%	11.6%
5 Person Household	4.3%	4.2%	4.6%
6 Person Household	1.6%	1.4%	1.5%
7 + Person Household	0.8%	0.7%	0.7%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	16,276	26,340	39,726
Owner Occupied	60.8%	64.7%	71.2%
Owned with a Mortgage/Loan	35.1%	37.2%	41.4%
Owned Free and Clear	25.7%	27.5%	29.7%
Renter Occupied	39.2%	35.3%	28.8%
<b>2021 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	202	201	203
Percent of Income for Mortgage	11.8%	11.9%	11.8%
Wealth Index	40	46	60
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	18,341	29,159	43,543
Housing Units Inside Urbanized Area	96.5%	90.0%	73.9%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.6%
Rural Housing Units	3.5%	10.0%	25.5%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	37,438	60,472	93,761
Population Inside Urbanized Area	96.1%	89.3%	71.7%
Population Inside Urbanized Cluster	0.0%	0.0%	0.7%
Rural Population	3.9%	10.7%	27.6%

**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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

October 21, 2021



# Market Profile

938 Division St, Parkersburg, West Virginia, 26101  
Rings: 3, 5, 10 mile radii

Prepared by Esri  
Latitude: 39.24956  
Longitude: -81.55476

	3 miles	5 miles	10 miles
<b>Top 3 Tapestry Segments</b>			
1.	Small Town Simplicity (12C)	Small Town Simplicity (12C)	Small Town Simplicity (12C)
2.	Traditional Living (12B)	Midlife Constants (5E)	Salt of the Earth (6B)
3.	Heartland Communities (6F)	Traditional Living (12B)	Midlife Constants (5E)
<b>2021 Consumer Spending</b>			
Apparel & Services: Total \$	\$18,040,958	\$31,787,481	\$55,602,763
Average Spent	\$1,154.55	\$1,253.25	\$1,438.59
Spending Potential Index	54	59	68
Education: Total \$	\$12,264,338	\$22,044,932	\$39,149,428
Average Spent	\$784.87	\$869.14	\$1,012.90
Spending Potential Index	45	50	59
Entertainment/Recreation: Total \$	\$29,560,328	\$52,214,367	\$91,737,343
Average Spent	\$1,891.74	\$2,058.60	\$2,373.48
Spending Potential Index	59	64	73
Food at Home: Total \$	\$49,349,447	\$86,984,770	\$151,791,277
Average Spent	\$3,158.16	\$3,429.46	\$3,927.23
Spending Potential Index	58	63	72
Food Away from Home: Total \$	\$31,955,411	\$56,463,214	\$98,918,951
Average Spent	\$2,045.02	\$2,226.12	\$2,559.29
Spending Potential Index	54	59	67
Health Care: Total \$	\$59,626,148	\$105,653,667	\$186,140,652
Average Spent	\$3,815.83	\$4,165.50	\$4,815.93
Spending Potential Index	61	67	77
HH Furnishings & Equipment: Total \$	\$19,182,154	\$34,120,428	\$60,430,853
Average Spent	\$1,227.58	\$1,345.23	\$1,563.50
Spending Potential Index	54	60	69
Personal Care Products & Services: Total \$	\$7,672,584	\$13,606,247	\$23,893,889
Average Spent	\$491.01	\$536.44	\$618.20
Spending Potential Index	55	60	69
Shelter: Total \$	\$161,134,330	\$286,562,622	\$501,093,131
Average Spent	\$10,311.94	\$11,298.01	\$12,964.56
Spending Potential Index	51	56	64
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$20,424,244	\$36,686,195	\$64,709,094
Average Spent	\$1,307.07	\$1,446.39	\$1,674.19
Spending Potential Index	55	61	70
Travel: Total \$	\$19,828,424	\$35,701,812	\$63,776,316
Average Spent	\$1,268.94	\$1,407.58	\$1,650.06
Spending Potential Index	50	56	65
Vehicle Maintenance & Repairs: Total \$	\$10,345,295	\$18,179,557	\$31,742,228
Average Spent	\$662.06	\$716.75	\$821.25
Spending Potential Index	60	65	74

**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 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

October 21, 2021