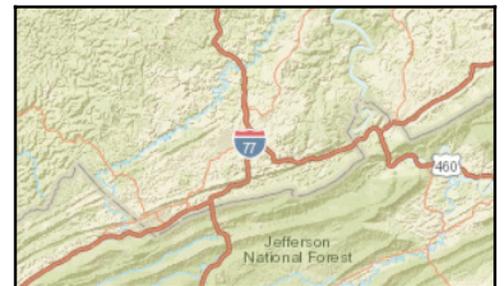
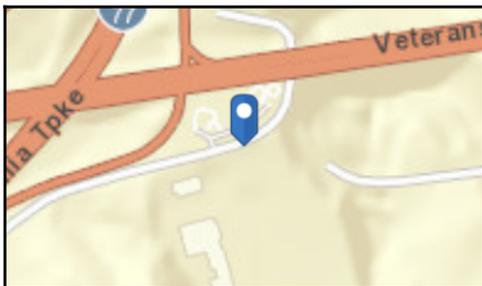
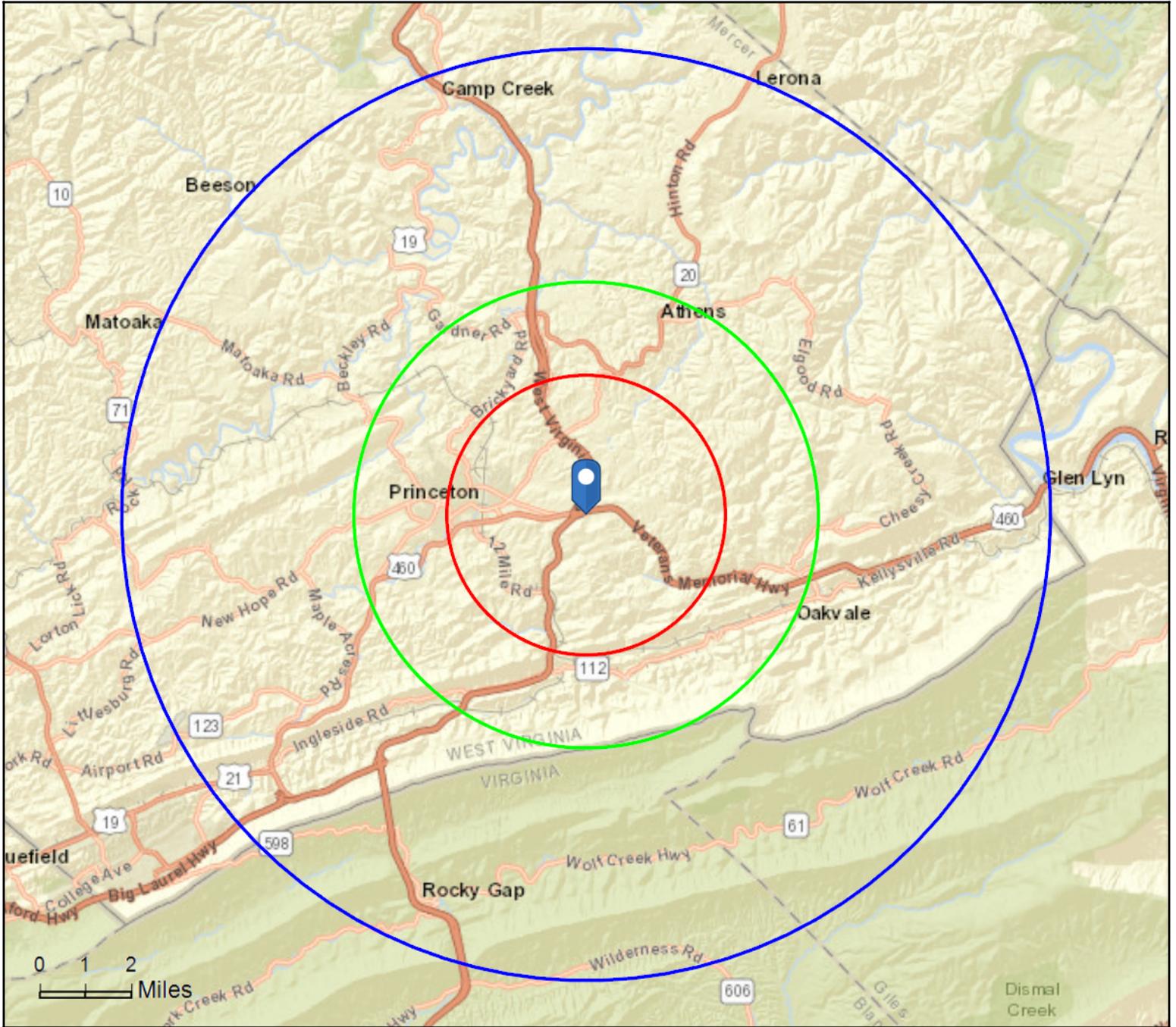


East River Plaza  
201 Greasy Ridge Rd, Princeton, West Virginia, 24739  
Rings: 3, 5, 10 mile radii

Prepared by Esri  
Latitude: 37.36248  
Longitude: -81.04502





# Community Profile

East River Plaza  
 201 Greasy Ridge Rd, Princeton, West Virginia, 24739  
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	3 miles	5 miles	10 miles
<b>Population Summary</b>			
2000 Total Population	11,426	23,253	40,440
2010 Total Population	11,788	24,008	41,567
2019 Total Population	11,567	23,834	41,853
2019 Group Quarters	1	497	947
2024 Total Population	11,204	23,226	40,998
2019-2024 Annual Rate	-0.64%	-0.52%	-0.41%
2019 Total Daytime Population	12,352	26,230	40,923
Workers	5,413	11,695	14,577
Residents	6,939	14,535	26,346
<b>Household Summary</b>			
2000 Households	5,084	9,881	16,913
2000 Average Household Size	2.24	2.29	2.33
2010 Households	5,231	10,285	17,621
2010 Average Household Size	2.25	2.28	2.30
2019 Households	5,115	10,210	17,718
2019 Average Household Size	2.26	2.29	2.31
2024 Households	4,951	9,938	17,329
2024 Average Household Size	2.26	2.29	2.31
2019-2024 Annual Rate	-0.65%	-0.54%	-0.44%
2010 Families	3,292	6,519	11,612
2010 Average Family Size	2.80	2.84	2.82
2019 Families	3,159	6,350	11,483
2019 Average Family Size	2.82	2.85	2.84
2024 Families	3,038	6,140	11,164
2024 Average Family Size	2.83	2.86	2.84
2019-2024 Annual Rate	-0.78%	-0.67%	-0.56%
<b>Housing Unit Summary</b>			
2000 Housing Units	5,615	10,967	18,764
Owner Occupied Housing Units	63.8%	66.2%	70.5%
Renter Occupied Housing Units	26.7%	23.9%	19.7%
Vacant Housing Units	9.4%	9.9%	9.9%
2010 Housing Units	5,736	11,355	19,566
Owner Occupied Housing Units	62.3%	63.4%	66.3%
Renter Occupied Housing Units	28.9%	27.2%	23.7%
Vacant Housing Units	8.8%	9.4%	9.9%
2019 Housing Units	5,690	11,432	19,976
Owner Occupied Housing Units	58.0%	59.1%	62.3%
Renter Occupied Housing Units	31.9%	30.2%	26.4%
Vacant Housing Units	10.1%	10.7%	11.3%
2024 Housing Units	5,670	11,446	20,103
Owner Occupied Housing Units	56.2%	57.5%	60.6%
Renter Occupied Housing Units	31.2%	29.3%	25.6%
Vacant Housing Units	12.7%	13.2%	13.8%
<b>Median Household Income</b>			
2019	\$35,049	\$39,078	\$39,565
2024	\$38,899	\$44,468	\$44,772
<b>Median Home Value</b>			
2019	\$113,494	\$120,323	\$116,338
2024	\$124,721	\$132,024	\$128,929
<b>Per Capita Income</b>			
2019	\$23,317	\$25,255	\$24,092
2024	\$26,298	\$28,645	\$27,292
<b>Median Age</b>			
2010	42.2	41.9	42.1
2019	44.3	44.1	44.4
2024	45.4	45.2	45.5

**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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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	3 miles	5 miles	10 miles
<b>2019 Households by Income</b>			
Household Income Base	5,115	10,210	17,718
<\$15,000	16.5%	15.7%	16.3%
\$15,000 - \$24,999	18.2%	16.3%	16.1%
\$25,000 - \$34,999	15.3%	14.2%	13.1%
\$35,000 - \$49,999	11.0%	11.6%	12.2%
\$50,000 - \$74,999	18.4%	19.4%	19.1%
\$75,000 - \$99,999	8.0%	7.7%	9.3%
\$100,000 - \$149,999	8.6%	9.9%	9.2%
\$150,000 - \$199,999	2.5%	2.6%	2.5%
\$200,000+	1.5%	2.7%	2.3%
Average Household Income	\$52,800	\$58,083	\$56,916
<b>2024 Households by Income</b>			
Household Income Base	4,951	9,938	17,329
<\$15,000	15.2%	14.3%	14.9%
\$15,000 - \$24,999	17.5%	15.7%	15.5%
\$25,000 - \$34,999	14.3%	13.2%	12.2%
\$35,000 - \$49,999	9.6%	9.9%	10.5%
\$50,000 - \$74,999	19.5%	20.0%	19.5%
\$75,000 - \$99,999	8.8%	8.4%	10.1%
\$100,000 - \$149,999	9.8%	11.7%	11.0%
\$150,000 - \$199,999	3.5%	3.7%	3.6%
\$200,000+	1.9%	3.2%	2.8%
Average Household Income	\$59,593	\$65,945	\$64,582
<b>2019 Owner Occupied Housing Units by Value</b>			
Total	3,298	6,755	12,453
<\$50,000	15.2%	15.6%	19.3%
\$50,000 - \$99,999	28.9%	26.1%	24.2%
\$100,000 - \$149,999	21.7%	20.4%	19.7%
\$150,000 - \$199,999	20.2%	20.8%	18.6%
\$200,000 - \$249,999	7.7%	7.7%	7.7%
\$250,000 - \$299,999	3.5%	4.9%	4.6%
\$300,000 - \$399,999	1.5%	2.6%	3.1%
\$400,000 - \$499,999	0.8%	1.0%	1.1%
\$500,000 - \$749,999	0.0%	0.4%	1.2%
\$750,000 - \$999,999	0.0%	0.1%	0.1%
\$1,000,000 - \$1,499,999	0.3%	0.2%	0.1%
\$1,500,000 - \$1,999,999	0.0%	0.2%	0.1%
\$2,000,000 +	0.0%	0.1%	0.2%
Average Home Value	\$128,283	\$140,677	\$140,727
<b>2024 Owner Occupied Housing Units by Value</b>			
Total	3,184	6,582	12,179
<\$50,000	12.5%	12.8%	16.0%
\$50,000 - \$99,999	26.4%	23.7%	22.1%
\$100,000 - \$149,999	22.6%	21.1%	20.6%
\$150,000 - \$199,999	22.9%	23.1%	20.4%
\$200,000 - \$249,999	8.5%	8.4%	8.5%
\$250,000 - \$299,999	4.1%	5.7%	5.4%
\$300,000 - \$399,999	1.9%	3.1%	3.9%
\$400,000 - \$499,999	0.9%	1.0%	1.2%
\$500,000 - \$749,999	0.0%	0.5%	1.5%
\$750,000 - \$999,999	0.0%	0.1%	0.1%
\$1,000,000 - \$1,499,999	0.4%	0.2%	0.1%
\$1,500,000 - \$1,999,999	0.0%	0.2%	0.1%
\$2,000,000 +	0.0%	0.1%	0.2%
Average Home Value	\$137,084	\$150,080	\$152,129

**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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



# Community Profile

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Prepared by Esri  
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	3 miles	5 miles	10 miles
<b>2010 Population by Age</b>			
Total	11,790	24,008	41,567
0 - 4	5.7%	5.7%	5.7%
5 - 9	5.6%	5.5%	5.5%
10 - 14	5.7%	5.5%	5.8%
15 - 24	11.5%	13.1%	12.7%
25 - 34	12.5%	11.9%	11.4%
35 - 44	12.6%	12.0%	12.4%
45 - 54	13.4%	13.3%	13.6%
55 - 64	14.8%	14.8%	15.2%
65 - 74	9.8%	9.5%	9.4%
75 - 84	6.2%	6.4%	5.9%
85 +	2.2%	2.4%	2.4%
18 +	79.7%	80.0%	79.5%
<b>2019 Population by Age</b>			
Total	11,566	23,834	41,854
0 - 4	5.2%	5.2%	5.1%
5 - 9	5.4%	5.3%	5.5%
10 - 14	5.4%	5.3%	5.5%
15 - 24	9.6%	11.1%	10.9%
25 - 34	12.4%	12.3%	11.9%
35 - 44	12.8%	11.8%	11.8%
45 - 54	12.7%	11.9%	12.3%
55 - 64	13.6%	14.2%	14.7%
65 - 74	13.2%	13.1%	13.2%
75 - 84	6.8%	6.9%	6.4%
85 +	2.7%	2.9%	2.7%
18 +	80.9%	81.2%	80.9%
<b>2024 Population by Age</b>			
Total	11,206	23,226	40,998
0 - 4	5.0%	5.0%	5.0%
5 - 9	5.4%	5.2%	5.3%
10 - 14	5.8%	5.5%	5.8%
15 - 24	9.7%	11.2%	11.0%
25 - 34	10.0%	10.2%	10.0%
35 - 44	13.6%	12.6%	12.3%
45 - 54	12.8%	11.8%	12.0%
55 - 64	13.1%	13.4%	13.9%
65 - 74	13.6%	13.8%	13.9%
75 - 84	8.3%	8.5%	8.1%
85 +	2.7%	2.9%	2.7%
18 +	80.6%	81.0%	80.6%
<b>2010 Population by Sex</b>			
Males	5,605	11,357	19,886
Females	6,183	12,651	21,681
<b>2019 Population by Sex</b>			
Males	5,528	11,313	20,105
Females	6,039	12,520	21,748
<b>2024 Population by Sex</b>			
Males	5,376	11,053	19,751
Females	5,828	12,173	21,247

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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	3 miles	5 miles	10 miles
<b>2010 Population by Race/Ethnicity</b>			
Total	11,788	24,008	41,567
White Alone	95.6%	93.8%	94.5%
Black Alone	2.2%	3.4%	3.2%
American Indian Alone	0.3%	0.2%	0.2%
Asian Alone	0.4%	0.9%	0.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.2%	0.2%	0.2%
Two or More Races	1.3%	1.5%	1.3%
Hispanic Origin	0.9%	0.9%	0.8%
Diversity Index	10.2	13.5	12.0
<b>2019 Population by Race/Ethnicity</b>			
Total	11,567	23,834	41,853
White Alone	94.7%	92.8%	93.6%
Black Alone	2.3%	3.5%	3.3%
American Indian Alone	0.3%	0.2%	0.2%
Asian Alone	0.5%	1.1%	0.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.3%	0.3%	0.3%
Two or More Races	1.9%	2.1%	1.8%
Hispanic Origin	1.4%	1.5%	1.3%
Diversity Index	12.7	16.3	14.4
<b>2024 Population by Race/Ethnicity</b>			
Total	11,204	23,225	40,998
White Alone	94.1%	92.1%	93.1%
Black Alone	2.3%	3.6%	3.4%
American Indian Alone	0.3%	0.2%	0.2%
Asian Alone	0.6%	1.2%	0.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.4%	0.4%	0.3%
Two or More Races	2.3%	2.5%	2.2%
Hispanic Origin	1.8%	1.9%	1.6%
Diversity Index	14.4	18.2	15.9
<b>2010 Population by Relationship and Household Type</b>			
Total	11,788	24,008	41,567
In Households	100.0%	97.8%	97.6%
In Family Households	80.4%	79.1%	80.7%
Householder	27.9%	27.6%	27.9%
Spouse	20.3%	20.0%	20.9%
Child	27.0%	26.6%	27.0%
Other relative	3.1%	2.9%	2.9%
Nonrelative	2.1%	2.0%	2.0%
In Nonfamily Households	19.6%	18.6%	16.8%
In Group Quarters	0.0%	2.2%	2.4%
Institutionalized Population	0.0%	0.4%	0.7%
Noninstitutionalized Population	0.0%	1.8%	1.7%

**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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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<b>2019 Population 25+ by Educational Attainment</b>			
Total	8,598	17,421	30,552
Less than 9th Grade	6.4%	5.5%	5.4%
9th - 12th Grade, No Diploma	5.5%	6.3%	7.7%
High School Graduate	31.8%	30.3%	31.7%
GED/Alternative Credential	5.6%	6.3%	7.3%
Some College, No Degree	21.4%	21.4%	20.1%
Associate Degree	5.1%	6.7%	6.8%
Bachelor's Degree	15.0%	14.1%	12.7%
Graduate/Professional Degree	9.0%	9.5%	8.3%
<b>2019 Population 15+ by Marital Status</b>			
Total	9,707	20,071	35,101
Never Married	24.0%	26.4%	26.0%
Married	48.3%	48.3%	50.1%
Widowed	10.2%	11.0%	10.1%
Divorced	17.6%	14.3%	13.8%
<b>2019 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	94.3%	94.4%	94.6%
Civilian Unemployed (Unemployment Rate)	5.7%	5.6%	5.4%
<b>2019 Employed Population 16+ by Industry</b>			
Total	4,689	9,419	15,727
Agriculture/Mining	2.5%	3.2%	3.0%
Construction	3.9%	4.4%	4.2%
Manufacturing	8.5%	8.4%	8.2%
Wholesale Trade	2.7%	2.9%	3.0%
Retail Trade	17.5%	14.5%	14.4%
Transportation/Utilities	6.0%	5.5%	6.1%
Information	0.7%	1.1%	0.9%
Finance/Insurance/Real Estate	3.3%	3.7%	3.3%
Services	51.1%	51.6%	52.0%
Public Administration	3.7%	4.9%	5.0%
<b>2019 Employed Population 16+ by Occupation</b>			
Total	4,689	9,417	15,728
White Collar	64.6%	61.6%	58.1%
Management/Business/Financial	8.7%	9.7%	8.0%
Professional	26.1%	25.0%	23.5%
Sales	15.2%	13.0%	12.7%
Administrative Support	14.6%	13.9%	13.9%
Services	16.1%	18.3%	19.9%
Blue Collar	19.3%	20.1%	22.0%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	4.9%	5.4%	5.8%
Installation/Maintenance/Repair	3.5%	3.3%	3.7%
Production	4.9%	5.3%	6.3%
Transportation/Material Moving	6.1%	6.1%	6.2%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	11,788	24,008	41,567
Population Inside Urbanized Area	0.0%	0.0%	0.0%
Population Inside Urbanized Cluster	79.4%	74.6%	56.5%
Rural Population	20.6%	25.4%	43.5%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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<b>2010 Households by Type</b>			
Total	5,231	10,284	17,620
Households with 1 Person	31.2%	31.4%	29.3%
Households with 2+ People	68.8%	68.6%	70.7%
Family Households	62.9%	63.4%	65.9%
Husband-wife Families	45.8%	46.0%	49.3%
With Related Children	16.2%	16.1%	17.8%
Other Family (No Spouse Present)	17.1%	17.4%	16.6%
Other Family with Male Householder	4.2%	4.2%	4.6%
With Related Children	2.2%	2.2%	2.5%
Other Family with Female Householder	12.8%	13.3%	12.1%
With Related Children	7.8%	8.3%	7.5%
Nonfamily Households	5.8%	5.2%	4.8%
All Households with Children	26.6%	27.0%	28.2%
Multigenerational Households	3.1%	3.0%	3.1%
Unmarried Partner Households	6.4%	6.1%	6.0%
Male-female	5.6%	5.3%	5.2%
Same-sex	0.8%	0.8%	0.8%
<b>2010 Households by Size</b>			
Total	5,232	10,283	17,620
1 Person Household	31.2%	31.4%	29.3%
2 Person Household	36.8%	36.5%	37.1%
3 Person Household	15.7%	16.0%	16.4%
4 Person Household	10.2%	10.4%	11.2%
5 Person Household	4.3%	4.2%	4.3%
6 Person Household	1.2%	1.1%	1.2%
7 + Person Household	0.5%	0.4%	0.6%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	5,231	10,285	17,621
Owner Occupied	68.3%	70.0%	73.7%
Owned with a Mortgage/Loan	34.4%	34.9%	35.3%
Owned Free and Clear	33.9%	35.0%	38.4%
Renter Occupied	31.7%	30.0%	26.3%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	5,736	11,355	19,566
Housing Units Inside Urbanized Area	0.0%	0.0%	0.0%
Housing Units Inside Urbanized Cluster	81.3%	76.7%	57.9%
Rural Housing Units	18.7%	23.3%	42.1%

**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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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	3 miles	5 miles	10 miles
<b>Top 3 Tapestry Segments</b>			
1.	Midlife Constants (5E)	Midlife Constants (5E)	Small Town Simplicity (12C)
2.	Small Town Simplicity (12C)	Small Town Simplicity (12C)	Midlife Constants (5E)
3.	Diners & Miners (10C)	Heartland Communities (6F)	Rooted Rural (10B)
<b>2019 Consumer Spending</b>			
Apparel & Services: Total \$	\$6,643,045	\$14,443,161	\$24,721,981
Average Spent	\$1,298.74	\$1,414.61	\$1,395.30
Spending Potential Index	61	66	65
Education: Total \$	\$4,347,184	\$9,538,709	\$15,882,570
Average Spent	\$849.89	\$934.25	\$896.41
Spending Potential Index	53	59	56
Entertainment/Recreation: Total \$	\$10,957,531	\$23,890,592	\$41,315,771
Average Spent	\$2,142.23	\$2,339.92	\$2,331.85
Spending Potential Index	66	72	71
Food at Home: Total \$	\$17,543,584	\$38,154,242	\$66,266,011
Average Spent	\$3,429.83	\$3,736.95	\$3,740.04
Spending Potential Index	66	72	72
Food Away from Home: Total \$	\$11,413,361	\$24,949,220	\$42,720,870
Average Spent	\$2,231.35	\$2,443.61	\$2,411.16
Spending Potential Index	61	66	66
Health Care: Total \$	\$21,029,724	\$46,130,417	\$79,763,720
Average Spent	\$4,111.38	\$4,518.16	\$4,501.85
Spending Potential Index	69	76	76
HH Furnishings & Equipment: Total \$	\$6,652,388	\$14,578,614	\$24,855,897
Average Spent	\$1,300.56	\$1,427.88	\$1,402.86
Spending Potential Index	61	67	66
Personal Care Products & Services: Total \$	\$2,682,981	\$5,922,308	\$9,983,346
Average Spent	\$524.53	\$580.05	\$563.46
Spending Potential Index	59	65	64
Shelter: Total \$	\$52,719,106	\$117,502,333	\$193,551,620
Average Spent	\$10,306.77	\$11,508.55	\$10,924.01
Spending Potential Index	56	62	59
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$8,363,312	\$18,207,980	\$31,320,350
Average Spent	\$1,635.06	\$1,783.35	\$1,767.71
Spending Potential Index	66	72	71
Travel: Total \$	\$6,433,633	\$14,278,487	\$23,893,996
Average Spent	\$1,257.80	\$1,398.48	\$1,348.57
Spending Potential Index	56	62	60
Vehicle Maintenance & Repairs: Total \$	\$3,808,983	\$8,361,785	\$14,319,987
Average Spent	\$744.67	\$818.98	\$808.22
Spending Potential Index	65	72	71

**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 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.