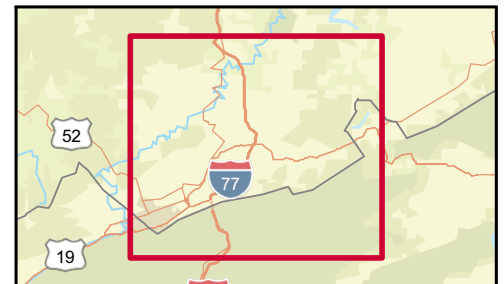
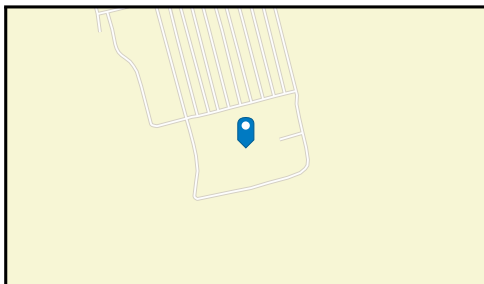
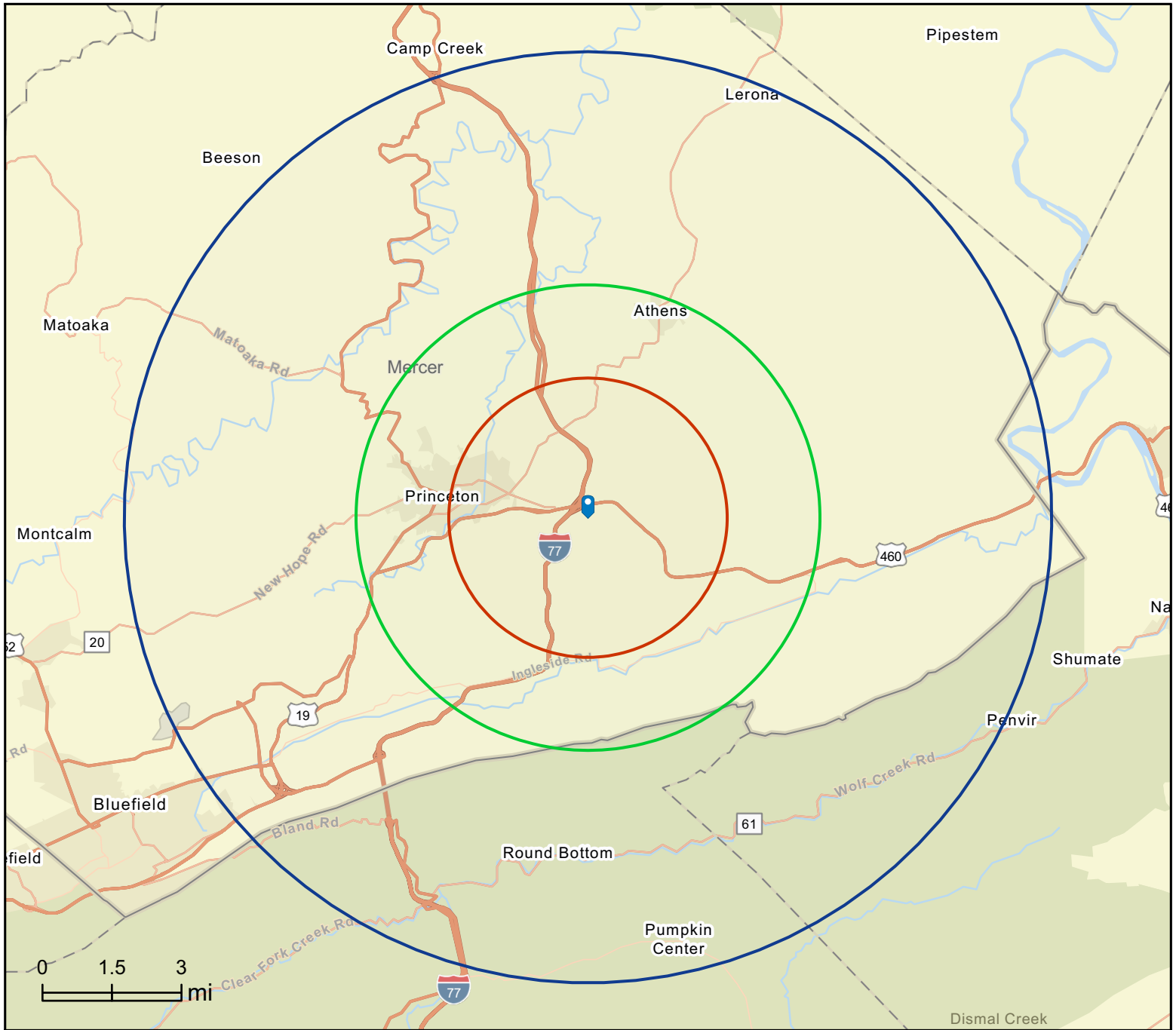


Site Map

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

Prepared by Esri
Latitude: 37.35955
Longitude: -81.04383



Community Profile

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	3 miles	5 miles	10 miles
Population Summary			
2010 Total Population	10,937	23,658	41,728
2020 Total Population	11,063	23,573	40,897
2020 Group Quarters	3	495	884
2024 Total Population	10,687	22,886	39,835
2024 Group Quarters	3	498	885
2029 Total Population	10,358	22,232	38,870
2024-2029 Annual Rate	-0.62%	-0.58%	-0.49%
2024 Total Daytime Population	11,258	25,611	38,894
Workers	5,336	12,682	15,312
Residents	5,922	12,929	23,582
Household Summary			
2010 Households	4,853	10,136	17,680
2010 Average Household Size	2.25	2.28	2.30
2020 Total Households	4,839	9,949	17,325
2020 Average Household Size	2.29	2.32	2.31
2024 Households	4,712	9,705	16,985
2024 Average Household Size	2.27	2.31	2.29
2029 Households	4,602	9,482	16,673
2029 Average Household Size	2.25	2.29	2.28
2024-2029 Annual Rate	-0.47%	-0.46%	-0.37%
2010 Families	3,073	6,426	11,653
2010 Average Family Size	2.80	2.84	2.82
2024 Families	2,827	5,888	10,645
2024 Average Family Size	2.94	2.88	2.84
2029 Families	2,748	5,728	10,408
2029 Average Family Size	2.93	2.87	2.83
2024-2029 Annual Rate	-0.57%	-0.55%	-0.45%
Housing Unit Summary			
2000 Housing Units	5,169	10,817	18,920
Owner Occupied Housing Units	64.1%	66.1%	70.3%
Renter Occupied Housing Units	26.2%	24.0%	19.6%
Vacant Housing Units	9.7%	9.9%	10.0%
2010 Housing Units	5,339	11,190	19,656
Owner Occupied Housing Units	62.8%	63.4%	66.2%
Renter Occupied Housing Units	28.1%	27.2%	23.7%
Vacant Housing Units	9.1%	9.4%	10.1%
2020 Housing Units	5,365	11,118	19,475
Owner Occupied Housing Units	56.8%	58.7%	62.7%
Renter Occupied Housing Units	33.4%	30.8%	26.3%
Vacant Housing Units	9.6%	10.3%	11.3%
2024 Housing Units	5,264	10,917	19,240
Owner Occupied Housing Units	57.4%	59.4%	63.2%
Renter Occupied Housing Units	32.1%	29.5%	25.1%
Vacant Housing Units	10.5%	11.1%	11.7%
2029 Housing Units	5,144	10,696	18,907
Owner Occupied Housing Units	58.8%	60.9%	64.7%
Renter Occupied Housing Units	30.6%	27.7%	23.5%
Vacant Housing Units	10.5%	11.4%	11.8%

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: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

August 06, 2024

Community Profile

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	3 miles	5 miles	10 miles
2024 Households by Income			
Household Income Base	4,712	9,705	16,985
<\$15,000	12.5%	11.0%	12.7%
\$15,000 - \$24,999	17.0%	16.9%	15.4%
\$25,000 - \$34,999	8.6%	10.4%	11.4%
\$35,000 - \$49,999	13.6%	13.5%	13.2%
\$50,000 - \$74,999	15.7%	15.8%	16.3%
\$75,000 - \$99,999	13.8%	13.2%	13.5%
\$100,000 - \$149,999	12.2%	12.0%	11.0%
\$150,000 - \$199,999	3.4%	3.9%	3.6%
\$200,000+	3.2%	3.3%	2.9%
Average Household Income	\$67,274	\$68,304	\$65,713
2029 Households by Income			
Household Income Base	4,602	9,482	16,673
<\$15,000	11.2%	9.9%	11.5%
\$15,000 - \$24,999	14.7%	14.8%	13.5%
\$25,000 - \$34,999	7.9%	9.4%	10.2%
\$35,000 - \$49,999	13.4%	13.3%	12.9%
\$50,000 - \$74,999	15.0%	14.8%	15.6%
\$75,000 - \$99,999	13.6%	13.1%	13.7%
\$100,000 - \$149,999	15.3%	15.1%	13.8%
\$150,000 - \$199,999	5.0%	5.6%	5.2%
\$200,000+	3.9%	4.0%	3.6%
Average Household Income	\$77,735	\$78,727	\$75,508
2024 Owner Occupied Housing Units by Value			
Total	3,020	6,480	12,164
<\$50,000	16.7%	15.1%	19.3%
\$50,000 - \$99,999	17.9%	17.3%	18.1%
\$100,000 - \$149,999	20.4%	19.5%	18.1%
\$150,000 - \$199,999	26.0%	25.8%	22.9%
\$200,000 - \$249,999	10.4%	12.0%	10.4%
\$250,000 - \$299,999	4.5%	4.4%	4.5%
\$300,000 - \$399,999	2.2%	3.5%	4.1%
\$400,000 - \$499,999	1.0%	1.5%	1.6%
\$500,000 - \$749,999	0.4%	0.5%	0.7%
\$750,000 - \$999,999	0.0%	0.0%	0.1%
\$1,000,000 - \$1,499,999	0.4%	0.3%	0.2%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$144,839	\$152,222	\$147,018
2029 Owner Occupied Housing Units by Value			
Total	3,027	6,516	12,226
<\$50,000	15.1%	13.7%	17.6%
\$50,000 - \$99,999	16.3%	15.7%	16.5%
\$100,000 - \$149,999	18.8%	17.8%	16.6%
\$150,000 - \$199,999	28.1%	27.7%	24.8%
\$200,000 - \$249,999	11.5%	13.2%	11.3%
\$250,000 - \$299,999	5.3%	5.1%	5.3%
\$300,000 - \$399,999	2.6%	4.1%	4.8%
\$400,000 - \$499,999	1.3%	1.8%	1.9%
\$500,000 - \$749,999	0.5%	0.6%	0.8%
\$750,000 - \$999,999	0.0%	0.0%	0.1%
\$1,000,000 - \$1,499,999	0.5%	0.4%	0.3%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$153,253	\$160,938	\$156,175

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: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

August 06, 2024

Community Profile

East River Plaza
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Prepared by Esri
Latitude: 37.35955
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	3 miles	5 miles	10 miles
Median Household Income			
2024	\$47,552	\$47,487	\$46,230
2029	\$53,480	\$53,348	\$52,071
Median Home Value			
2024	\$137,744	\$145,004	\$134,886
2029	\$149,385	\$155,208	\$148,088
Per Capita Income			
2024	\$29,653	\$29,384	\$28,007
2029	\$34,527	\$34,046	\$32,372
Median Age			
2010	42.2	41.9	42.1
2020	43.6	42.9	43.8
2024	44.0	43.4	44.4
2029	45.1	44.4	45.1
2020 Population by Age			
Total	11,063	23,573	40,897
0 - 4	4.8%	5.2%	5.1%
5 - 9	6.1%	5.8%	5.8%
10 - 14	6.4%	6.1%	6.0%
15 - 24	11.1%	12.5%	12.4%
25 - 34	11.2%	10.8%	10.6%
35 - 44	12.1%	12.0%	11.7%
45 - 54	13.0%	12.2%	12.7%
55 - 64	13.6%	13.5%	13.9%
65 - 74	13.5%	13.0%	13.2%
75 - 84	6.1%	6.4%	6.4%
85 +	2.1%	2.4%	2.3%
18 +	79.6%	79.7%	79.9%
2024 Population by Age			
Total	10,688	22,886	39,833
0 - 4	4.8%	5.1%	4.9%
5 - 9	5.4%	5.5%	5.5%
10 - 14	6.2%	5.8%	5.8%
15 - 24	11.2%	12.7%	12.4%
25 - 34	11.6%	11.2%	10.8%
35 - 44	12.0%	11.8%	11.3%
45 - 54	13.1%	12.3%	12.8%
55 - 64	13.2%	12.9%	13.3%
65 - 74	13.0%	12.8%	13.0%
75 - 84	7.2%	7.5%	7.6%
85 +	2.3%	2.6%	2.6%
18 +	79.9%	80.1%	80.4%
2029 Population by Age			
Total	10,358	22,233	38,867
0 - 4	4.8%	5.0%	4.9%
5 - 9	4.8%	5.0%	4.9%
10 - 14	5.4%	5.3%	5.4%
15 - 24	11.1%	12.4%	12.0%
25 - 34	11.6%	11.3%	11.3%
35 - 44	12.1%	11.7%	11.4%
45 - 54	12.7%	12.1%	12.1%
55 - 64	13.1%	12.5%	13.1%
65 - 74	12.8%	12.7%	13.0%
75 - 84	9.0%	9.1%	9.0%
85 +	2.5%	3.0%	2.9%
18 +	81.6%	81.5%	81.6%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

August 06, 2024

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	3 miles	5 miles	10 miles
2020 Population by Sex			
Males	5,326	11,267	19,697
Females	5,737	12,306	21,200
2024 Population by Sex			
Males	5,237	11,142	19,504
Females	5,450	11,744	20,331
2029 Population by Sex			
Males	5,042	10,778	18,947
Females	5,316	11,454	19,923
2010 Population by Race/Ethnicity			
Total	10,938	23,658	41,728
White Alone	95.9%	93.8%	94.5%
Black Alone	1.8%	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	9.4	13.4	12.0
2020 Population by Race/Ethnicity			
Total	11,063	23,573	40,897
White Alone	90.5%	89.3%	90.6%
Black Alone	3.5%	4.2%	3.7%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	0.5%	0.8%	0.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.4%	0.5%	0.4%
Two or More Races	4.7%	4.9%	4.4%
Hispanic Origin	1.6%	1.4%	1.2%
Diversity Index	20.2	22.1	19.6
2024 Population by Race/Ethnicity			
Total	10,687	22,886	39,835
White Alone	89.9%	88.7%	90.1%
Black Alone	3.5%	4.2%	3.7%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	0.6%	0.8%	0.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.4%	0.5%	0.4%
Two or More Races	5.2%	5.4%	4.8%
Hispanic Origin	1.8%	1.7%	1.5%
Diversity Index	21.7	23.6	20.9
2029 Population by Race/Ethnicity			
Total	10,358	22,233	38,870
White Alone	89.3%	88.0%	89.5%
Black Alone	3.6%	4.4%	3.8%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	0.6%	0.9%	0.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.4%	0.5%	0.5%
Two or More Races	5.7%	5.8%	5.2%
Hispanic Origin	2.0%	1.8%	1.6%
Diversity Index	22.9	24.9	22.0

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: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

August 06, 2024

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	3 miles	5 miles	10 miles
2020 Population by Relationship and Household Type			
Total	11,063	23,573	40,897
In Households	100.0%	97.9%	97.8%
Householder	43.7%	42.8%	42.3%
Opposite-Sex Spouse	18.4%	17.9%	18.9%
Same-Sex Spouse	0.1%	0.1%	0.1%
Opposite-Sex Unmarried Partner	2.7%	2.7%	2.7%
Same-Sex Unmarried Partner	0.2%	0.2%	0.1%
Biological Child	23.2%	22.8%	22.4%
Adopted Child	1.1%	1.1%	1.1%
Stepchild	1.6%	1.4%	1.4%
Grandchild	2.9%	2.8%	2.9%
Brother or Sister	0.9%	1.0%	0.9%
Parent	0.8%	0.8%	0.8%
Parent-in-law	0.1%	0.1%	0.2%
Son-in-law or Daughter-in-law	0.3%	0.3%	0.4%
Other Relatives	0.9%	1.0%	1.0%
Foster Child	0.2%	0.2%	0.2%
Other Nonrelatives	2.8%	2.7%	2.4%
In Group Quarters	0.0%	2.1%	2.2%
Institutionalized	0.0%	0.4%	0.5%
Noninstitutionalized	0.0%	1.7%	1.7%
2024 Population 25+ by Educational Attainment			
Total	7,740	16,244	28,439
Less than 9th Grade	3.0%	2.9%	3.4%
9th - 12th Grade, No Diploma	6.6%	6.3%	7.8%
High School Graduate	34.6%	29.6%	30.7%
GED/Alternative Credential	6.8%	9.4%	9.5%
Some College, No Degree	17.7%	16.3%	16.0%
Associate Degree	6.5%	9.4%	9.3%
Bachelor's Degree	17.2%	16.7%	15.5%
Graduate/Professional Degree	7.7%	9.5%	7.9%
2024 Population 15+ by Marital Status			
Total	8,932	19,143	33,388
Never Married	20.7%	26.9%	26.9%
Married	55.0%	50.0%	49.7%
Widowed	9.2%	9.9%	10.1%
Divorced	15.1%	13.1%	13.3%
2024 Civilian Population 16+ in Labor Force			
Civilian Population 16+	5,072	10,559	17,159
Population 16+ Employed	95.1%	95.5%	96.1%
Population 16+ Unemployment rate	4.9%	4.5%	3.9%
Population 16-24 Employed	13.1%	15.1%	14.9%
Population 16-24 Unemployment rate	9.1%	8.1%	7.6%
Population 25-54 Employed	63.1%	61.9%	62.4%
Population 25-54 Unemployment rate	5.2%	4.3%	3.2%
Population 55-64 Employed	14.9%	15.1%	15.5%
Population 55-64 Unemployment rate	2.2%	3.4%	4.3%
Population 65+ Employed	8.9%	7.9%	7.2%
Population 65+ Unemployment rate	0.2%	0.5%	0.6%

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	3 miles	5 miles	10 miles
2024 Employed Population 16+ by Industry			
Total	4,824	10,089	16,494
Agriculture/Mining	0.9%	1.8%	2.0%
Construction	10.6%	7.5%	7.4%
Manufacturing	5.9%	7.2%	7.6%
Wholesale Trade	2.6%	2.0%	1.8%
Retail Trade	11.7%	12.2%	11.4%
Transportation/Utilities	4.8%	6.4%	7.0%
Information	1.6%	1.9%	1.6%
Finance/Insurance/Real Estate	3.5%	2.8%	2.7%
Services	52.7%	52.4%	52.6%
Public Administration	5.7%	5.8%	5.9%
2024 Employed Population 16+ by Occupation			
Total	4,823	10,091	16,494
White Collar	63.3%	60.3%	58.7%
Management/Business/Financial	18.6%	16.0%	13.6%
Professional	25.3%	26.0%	26.9%
Sales	8.4%	6.7%	6.9%
Administrative Support	11.0%	11.5%	11.3%
Services	12.9%	14.2%	15.7%
Blue Collar	23.8%	25.5%	25.6%
Farming/Forestry/Fishing	0.0%	0.6%	0.8%
Construction/Extraction	5.7%	5.8%	6.4%
Installation/Maintenance/Repair	2.5%	3.3%	3.5%
Production	5.2%	7.5%	6.7%
Transportation/Material Moving	10.4%	8.3%	8.2%
2020 Households by Type			
Total	4,839	9,949	17,325
Married Couple Households	42.0%	42.1%	44.8%
With Own Children <18	13.5%	13.2%	13.9%
Without Own Children <18	28.5%	28.8%	30.9%
Cohabiting Couple Households	7.0%	6.9%	6.7%
With Own Children <18	2.1%	2.4%	2.5%
Without Own Children <18	4.9%	4.5%	4.2%
Male Householder, No Spouse/Partner	19.2%	18.4%	18.3%
Living Alone	13.8%	12.9%	13.1%
65 Years and over	6.1%	5.2%	5.0%
With Own Children <18	1.6%	1.5%	1.5%
Without Own Children <18, With Relatives	2.6%	2.7%	2.6%
No Relatives Present	1.3%	1.3%	1.1%
Female Householder, No Spouse/Partner	31.7%	32.6%	30.1%
Living Alone	18.8%	19.4%	17.8%
65 Years and over	10.5%	10.9%	10.0%
With Own Children <18	4.9%	5.2%	4.6%
Without Own Children <18, With Relatives	6.9%	6.9%	6.8%
No Relatives Present	1.1%	1.1%	0.9%
2020 Households by Size			
Total	4,839	9,949	17,325
1 Person Household	32.7%	32.3%	30.9%
2 Person Household	35.9%	35.5%	36.1%
3 Person Household	14.7%	15.0%	15.4%
4 Person Household	10.0%	10.5%	10.9%
5 Person Household	4.1%	4.0%	4.2%
6 Person Household	1.5%	1.7%	1.6%
7 + Person Household	1.2%	0.9%	0.8%

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	3 miles	5 miles	10 miles
2020 Households by Tenure and Mortgage Status			
Total	4,839	9,949	17,325
Owner Occupied	62.9%	65.6%	70.5%
Owned with a Mortgage/Loan	29.1%	30.0%	31.2%
Owned Free and Clear	33.8%	35.6%	39.3%
Renter Occupied	37.1%	34.4%	29.5%
2024 Affordability, Mortgage and Wealth			
Housing Affordability Index	144	137	143
Percent of Income for Mortgage	18.1%	19.1%	18.3%
Wealth Index	51	54	51
2020 Housing Units By Urban/ Rural Status			
Total	5,365	11,118	19,475
Urban Housing Units	80.4%	75.2%	56.3%
Rural Housing Units	19.6%	24.8%	43.7%
2020 Population By Urban/ Rural Status			
Total	11,063	23,573	40,897
Urban Population	79.0%	72.1%	54.5%
Rural Population	21.0%	27.9%	45.5%

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.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

August 06, 2024

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	3 miles	5 miles	10 miles
Top 3 Tapestry Segments			
1.	Midlife Constants (5E)	Midlife Constants (5E)	Small Town Sincerity (12C)
2.	Small Town Sincerity (12C)	Small Town Sincerity (12C)	Midlife Constants (5E)
3.	Economic BedRock (10C)	Heartland Communities (6F)	Rooted Rural (10B)
2024 Consumer Spending			
Apparel & Services: Total \$	\$6,348,434	\$13,410,547	\$22,246,496
Average Spent	\$1,347.29	\$1,381.82	\$1,309.77
Spending Potential Index	57	58	55
Education: Total \$	\$4,156,758	\$8,797,350	\$14,164,899
Average Spent	\$882.16	\$906.48	\$833.97
Spending Potential Index	51	52	48
Entertainment/Recreation: Total \$	\$12,339,413	\$25,456,403	\$42,829,103
Average Spent	\$2,618.72	\$2,623.02	\$2,521.58
Spending Potential Index	64	64	62
Food at Home: Total \$	\$22,381,226	\$46,348,737	\$79,544,228
Average Spent	\$4,749.84	\$4,775.76	\$4,683.20
Spending Potential Index	65	65	64
Food Away from Home: Total \$	\$10,630,090	\$22,502,337	\$38,428,398
Average Spent	\$2,255.96	\$2,318.63	\$2,262.49
Spending Potential Index	58	60	58
Health Care: Total \$	\$26,697,795	\$54,497,873	\$93,138,236
Average Spent	\$5,665.92	\$5,615.44	\$5,483.56
Spending Potential Index	74	73	71
HH Furnishings & Equipment: Total \$	\$9,372,027	\$19,547,181	\$33,315,722
Average Spent	\$1,988.97	\$2,014.14	\$1,961.48
Spending Potential Index	63	64	62
Personal Care Products & Services: Total \$	\$2,606,772	\$5,531,126	\$9,369,531
Average Spent	\$553.22	\$569.93	\$551.64
Spending Potential Index	56	57	55
Shelter: Total \$	\$68,230,016	\$144,029,259	\$237,881,821
Average Spent	\$14,480.05	\$14,840.73	\$14,005.41
Spending Potential Index	54	56	53
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$11,028,180	\$22,985,216	\$40,052,014
Average Spent	\$2,340.45	\$2,368.39	\$2,358.08
Spending Potential Index	67	68	67
Travel: Total \$	\$8,234,181	\$17,150,070	\$28,491,055
Average Spent	\$1,747.49	\$1,767.14	\$1,677.42
Spending Potential Index	58	58	55
Vehicle Maintenance & Repairs: Total \$	\$4,657,152	\$9,627,348	\$16,288,725
Average Spent	\$988.36	\$992.00	\$959.01
Spending Potential Index	67	67	65

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 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

August 06, 2024