



Community Profile

Rings: 1, 3, 5 mile radii

811 Grand Central Ave, Vienna, WV 26105,

Latitude: 39.3066

Longitude: -81.55149

	1 mile	3 mile	5 mile
Population Summary			
2000 Total Population	4,269	39,584	59,719
2010 Total Population	4,367	38,090	57,395
2019 Total Population	4,135	37,618	56,164
2019 Group Quarters	198	526	692
2024 Total Population	4,022	37,041	55,149
2019-2024 Annual Rate	-0.55%	-0.31%	-0.36%
2019 Total Daytime Population	9,052	46,564	68,348
Workers	6,788	25,412	36,454
Residents	2,264	21,152	31,894
Household Summary			
2000 Households	1,888	17,368	25,790
2000 Average Household Size	2.15	2.23	2.27
2010 Households	2,003	16,991	25,217
2010 Average Household Size	2.08	2.21	2.25
2019 Households	1,898	16,786	24,701
2019 Average Household Size	2.07	2.21	2.25
2024 Households	1,842	16,528	24,260
2024 Average Household Size	2.08	2.21	2.24
2019-2024 Annual Rate	-0.60%	-0.31%	-0.36%
2010 Families	1,102	10,149	15,525
2010 Average Family Size	2.74	2.80	2.81
2019 Families	1,016	9,812	14,895
2019 Average Family Size	2.75	2.81	2.82
2024 Families	976	9,586	14,518
2024 Average Family Size	2.77	2.81	2.82
2019-2024 Annual Rate	-0.80%	-0.46%	-0.51%
Housing Unit Summary			
2000 Housing Units	2,026	19,098	28,282
Owner Occupied Housing Units	60.8%	60.0%	61.3%
Renter Occupied Housing Units	32.4%	31.0%	29.9%
Vacant Housing Units	6.8%	9.1%	8.8%
2010 Housing Units	2,170	18,956	27,988
Owner Occupied Housing Units	54.8%	57.5%	59.0%
Renter Occupied Housing Units	37.5%	32.1%	31.1%
Vacant Housing Units	7.7%	10.4%	9.9%
2019 Housing Units	2,089	18,974	27,771
Owner Occupied Housing Units	44.5%	49.6%	51.1%
Renter Occupied Housing Units	46.3%	38.8%	37.8%
Vacant Housing Units	9.1%	11.5%	11.1%
2024 Housing Units	2,089	19,011	27,823
Owner Occupied Housing Units	43.9%	48.9%	50.3%
Renter Occupied Housing Units	44.2%	38.0%	36.9%
Vacant Housing Units	11.8%	13.1%	12.8%
Median Household Income			
2019	\$37,206	\$40,193	\$39,614
2024	\$40,720	\$44,857	\$44,182
Median Home Value			
2019	\$107,545	\$117,599	\$113,021
2024	\$113,479	\$124,633	\$120,546
Per Capita Income			
2019	\$25,332	\$27,396	\$26,351
2024	\$28,494	\$30,767	\$29,852
Median Age			
2010	42.2	42.5	42.1
2019	44.2	44.5	44.1
2024	45.8	45.4	44.9

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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2019 Households by Income			
Household Income Base	1,898	16,786	24,701
<\$15,000	20.8%	20.6%	20.6%
\$15,000 - \$24,999	15.0%	12.0%	12.2%
\$25,000 - \$34,999	11.4%	11.4%	11.6%
\$35,000 - \$49,999	14.7%	14.2%	14.5%
\$50,000 - \$74,999	18.8%	15.5%	15.5%
\$75,000 - \$99,999	8.9%	9.5%	9.5%
\$100,000 - \$149,999	5.5%	10.0%	9.6%
\$150,000 - \$199,999	1.2%	3.1%	3.0%
\$200,000+	3.8%	3.7%	3.4%
Average Household Income	\$55,103	\$61,411	\$60,038
2024 Households by Income			
Household Income Base	1,842	16,528	24,260
<\$15,000	19.1%	18.6%	18.6%
\$15,000 - \$24,999	13.4%	10.6%	10.8%
\$25,000 - \$34,999	10.7%	10.6%	10.8%
\$35,000 - \$49,999	14.8%	14.0%	14.3%
\$50,000 - \$74,999	20.1%	16.2%	16.0%
\$75,000 - \$99,999	9.2%	9.7%	9.7%
\$100,000 - \$149,999	6.5%	12.1%	11.8%
\$150,000 - \$199,999	1.8%	4.1%	4.2%
\$200,000+	4.5%	4.0%	3.8%
Average Household Income	\$62,130	\$68,980	\$68,014
2019 Owner Occupied Housing Units by Value			
Total	930	9,415	14,201
<\$50,000	11.1%	9.4%	10.7%
\$50,000 - \$99,999	35.4%	32.5%	33.4%
\$100,000 - \$149,999	23.9%	23.0%	22.6%
\$150,000 - \$199,999	11.9%	15.3%	14.8%
\$200,000 - \$249,999	9.2%	6.8%	6.4%
\$250,000 - \$299,999	3.3%	5.1%	4.8%
\$300,000 - \$399,999	1.9%	5.7%	5.2%
\$400,000 - \$499,999	0.0%	0.7%	0.7%
\$500,000 - \$749,999	2.5%	1.1%	0.9%
\$750,000 - \$999,999	0.0%	0.3%	0.2%
\$1,000,000 - \$1,499,999	0.9%	0.2%	0.2%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.1%
Average Home Value	\$142,830	\$147,871	\$143,356
2024 Owner Occupied Housing Units by Value			
Total	918	9,295	13,997
<\$50,000	10.1%	8.4%	9.6%
\$50,000 - \$99,999	33.6%	30.4%	31.2%
\$100,000 - \$149,999	23.6%	22.7%	22.4%
\$150,000 - \$199,999	12.3%	15.9%	15.4%
\$200,000 - \$249,999	10.0%	7.3%	7.1%
\$250,000 - \$299,999	3.9%	5.9%	5.6%
\$300,000 - \$399,999	2.5%	6.7%	6.2%
\$400,000 - \$499,999	0.0%	0.8%	0.9%
\$500,000 - \$749,999	3.1%	1.3%	1.0%
\$750,000 - \$999,999	0.0%	0.3%	0.3%
\$1,000,000 - \$1,499,999	1.0%	0.3%	0.2%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.1%
Average Home Value	\$152,040	\$155,923	\$151,929

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.



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2010 Population by Age			
Total	4,367	38,088	57,398
0 - 4	5.4%	5.8%	5.9%
5 - 9	4.4%	5.4%	5.6%
10 - 14	5.1%	5.9%	6.0%
15 - 24	14.6%	11.5%	11.6%
25 - 34	12.5%	12.4%	12.1%
35 - 44	11.6%	12.1%	12.3%
45 - 54	11.8%	14.9%	15.0%
55 - 64	13.8%	13.9%	13.6%
65 - 74	10.4%	9.2%	9.4%
75 - 84	7.0%	6.2%	6.0%
85 +	3.5%	2.7%	2.4%
18 +	81.7%	79.5%	78.9%
2019 Population by Age			
Total	4,133	37,619	56,163
0 - 4	4.9%	5.2%	5.3%
5 - 9	5.0%	5.3%	5.4%
10 - 14	4.8%	5.4%	5.4%
15 - 24	12.1%	10.5%	10.6%
25 - 34	12.3%	12.0%	12.2%
35 - 44	11.8%	12.3%	12.1%
45 - 54	11.5%	12.4%	12.6%
55 - 64	12.2%	14.6%	14.5%
65 - 74	13.2%	12.4%	12.2%
75 - 84	8.3%	6.9%	6.8%
85 +	3.9%	3.1%	2.9%
18 +	82.5%	81.2%	80.7%
2024 Population by Age			
Total	4,023	37,043	55,149
0 - 4	4.7%	5.1%	5.2%
5 - 9	4.8%	5.2%	5.3%
10 - 14	5.1%	5.5%	5.6%
15 - 24	12.2%	10.3%	10.4%
25 - 34	10.4%	10.9%	11.3%
35 - 44	11.9%	12.5%	12.3%
45 - 54	11.5%	12.3%	12.2%
55 - 64	12.0%	13.5%	13.5%
65 - 74	13.2%	13.5%	13.1%
75 - 84	10.0%	8.2%	8.0%
85 +	4.2%	3.1%	2.9%
18 +	82.1%	80.9%	80.5%
2010 Population by Sex			
Males	2,050	18,039	27,380
Females	2,317	20,051	30,015
2019 Population by Sex			
Males	1,960	17,933	26,919
Females	2,175	19,685	29,245
2024 Population by Sex			
Males	1,901	17,700	26,508
Females	2,121	19,341	28,640

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

September 03, 2019



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2010 Population by Race/Ethnicity			
Total	4,368	38,090	57,396
White Alone	95.4%	94.6%	95.3%
Black Alone	1.3%	2.1%	1.6%
American Indian Alone	0.2%	0.3%	0.2%
Asian Alone	1.3%	0.9%	0.7%
Pacific Islander Alone	0.0%	0.1%	0.0%
Some Other Race Alone	0.7%	0.3%	0.2%
Two or More Races	1.1%	1.9%	1.8%
Hispanic Origin	1.6%	1.1%	1.0%
Diversity Index	11.8	12.5	10.9
2019 Population by Race/Ethnicity			
Total	4,136	37,618	56,163
White Alone	94.4%	93.4%	94.3%
Black Alone	1.4%	2.3%	1.9%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	1.5%	1.1%	0.9%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	0.9%	0.3%	0.3%
Two or More Races	1.4%	2.5%	2.4%
Hispanic Origin	2.4%	1.7%	1.5%
Diversity Index	14.9	15.5	13.6
2024 Population by Race/Ethnicity			
Total	4,023	37,041	55,148
White Alone	93.7%	92.7%	93.6%
Black Alone	1.5%	2.4%	2.0%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	1.7%	1.2%	0.9%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	1.1%	0.4%	0.4%
Two or More Races	1.7%	3.0%	2.8%
Hispanic Origin	2.9%	2.0%	1.8%
Diversity Index	17.0	17.4	15.4
2010 Population by Relationship and Household Type			
Total	4,367	38,090	57,395
In Households	95.2%	98.6%	98.7%
In Family Households	71.7%	77.3%	78.8%
Householder	25.2%	26.6%	27.0%
Spouse	18.5%	18.9%	19.2%
Child	23.7%	26.7%	27.4%
Other relative	1.9%	2.3%	2.4%
Nonrelative	2.5%	2.7%	2.7%
In Nonfamily Households	23.6%	21.3%	20.0%
In Group Quarters	4.8%	1.4%	1.3%
Institutionalized Population	0.7%	0.5%	0.6%
Noninstitutionalized Population	4.1%	0.9%	0.7%

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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2019 Population 25+ by Educational Attainment			
Total	3,025	27,744	41,163
Less than 9th Grade	4.2%	2.6%	2.8%
9th - 12th Grade, No Diploma	2.8%	5.1%	5.8%
High School Graduate	25.9%	29.2%	32.1%
GED/Alternative Credential	3.4%	5.7%	5.2%
Some College, No Degree	23.9%	22.1%	21.5%
Associate Degree	18.1%	11.0%	10.8%
Bachelor's Degree	15.2%	15.0%	13.3%
Graduate/Professional Degree	6.5%	9.3%	8.6%
2019 Population 15+ by Marital Status			
Total	3,527	31,680	47,099
Never Married	23.2%	27.9%	27.6%
Married	52.8%	47.8%	48.2%
Widowed	9.7%	8.5%	8.7%
Divorced	14.3%	15.8%	15.5%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	94.1%	94.1%	93.7%
Civilian Unemployed (Unemployment Rate)	6.0%	5.9%	6.3%
2019 Employed Population 16+ by Industry			
Total	1,902	16,582	24,464
Agriculture/Mining	3.9%	2.0%	1.8%
Construction	7.0%	5.1%	5.5%
Manufacturing	11.6%	9.7%	10.0%
Wholesale Trade	0.5%	1.8%	2.0%
Retail Trade	17.6%	14.9%	15.5%
Transportation/Utilities	2.9%	4.5%	4.6%
Information	2.2%	1.6%	1.7%
Finance/Insurance/Real Estate	6.3%	6.5%	5.8%
Services	42.1%	47.6%	46.8%
Public Administration	5.7%	6.3%	6.5%
2019 Employed Population 16+ by Occupation			
Total	1,900	16,582	24,461
White Collar	57.0%	63.6%	61.6%
Management/Business/Financial	7.6%	11.8%	11.3%
Professional	17.1%	22.2%	21.2%
Sales	15.4%	13.9%	13.3%
Administrative Support	16.8%	15.6%	15.7%
Services	24.4%	18.9%	19.4%
Blue Collar	18.5%	17.5%	19.0%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	9.4%	5.0%	5.0%
Installation/Maintenance/Repair	0.3%	2.3%	2.3%
Production	5.1%	5.4%	5.8%
Transportation/Material Moving	3.7%	4.7%	5.8%
2010 Population By Urban/ Rural Status			
Total Population	4,367	38,090	57,395
Population Inside Urbanized Area	99.8%	97.0%	93.4%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.2%	3.0%	6.6%

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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2010 Households by Type			
Total	2,003	16,991	25,217
Households with 1 Person	39.6%	34.1%	32.6%
Households with 2+ People	60.4%	65.9%	67.4%
Family Households	55.0%	59.7%	61.6%
Husband-wife Families	40.4%	42.5%	43.9%
With Related Children	13.6%	14.8%	15.6%
Other Family (No Spouse Present)	14.6%	17.2%	17.6%
Other Family with Male Householder	5.0%	4.3%	4.6%
With Related Children	3.4%	2.6%	2.7%
Other Family with Female Householder	9.6%	12.9%	13.1%
With Related Children	6.1%	8.1%	8.3%
Nonfamily Households	5.4%	6.2%	5.9%
All Households with Children	23.6%	25.9%	27.2%
Multigenerational Households	2.3%	2.5%	2.6%
Unmarried Partner Households	6.7%	7.4%	7.4%
Male-female	6.1%	6.8%	6.7%
Same-sex	0.6%	0.6%	0.7%
2010 Households by Size			
Total	2,003	16,991	25,218
1 Person Household	39.6%	34.1%	32.6%
2 Person Household	33.0%	35.8%	36.0%
3 Person Household	13.9%	14.2%	14.7%
4 Person Household	8.9%	9.9%	10.4%
5 Person Household	3.3%	4.1%	4.2%
6 Person Household	0.6%	1.3%	1.4%
7 + Person Household	0.5%	0.7%	0.7%
2010 Households by Tenure and Mortgage Status			
Total	2,003	16,991	25,217
Owner Occupied	59.4%	64.2%	65.5%
Owned with a Mortgage/Loan	32.5%	38.0%	38.2%
Owned Free and Clear	26.9%	26.2%	27.3%
Renter Occupied	40.6%	35.8%	34.5%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	2,170	18,956	27,988
Housing Units Inside Urbanized Area	99.8%	97.4%	93.9%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.2%	2.6%	6.1%

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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Top 3 Tapestry Segments			
1.	Small Town Simplicity (12C)	Small Town Simplicity (12C)	Small Town Simplicity (12C)
2.	Retirement Communities (9E)	Midlife Constants (5E)	Midlife Constants (5E)
3.	Heartland Communities (6F)	Heartland Communities (6F)	Heartland Communities (6F)
2019 Consumer Spending			
Apparel & Services: Total \$	\$2,544,695	\$24,930,388	\$35,875,666
Average Spent	\$1,340.72	\$1,485.19	\$1,452.40
Spending Potential Index	63	69	68
Education: Total \$	\$1,690,788	\$17,227,614	\$24,947,060
Average Spent	\$890.83	\$1,026.31	\$1,009.96
Spending Potential Index	56	64	63
Entertainment/Recreation: Total \$	\$4,144,494	\$40,689,335	\$58,371,630
Average Spent	\$2,183.61	\$2,424.00	\$2,363.13
Spending Potential Index	67	74	72
Food at Home: Total \$	\$6,709,670	\$64,871,216	\$92,977,272
Average Spent	\$3,535.13	\$3,864.60	\$3,764.11
Spending Potential Index	68	75	73
Food Away from Home: Total \$	\$4,404,343	\$43,121,693	\$62,118,422
Average Spent	\$2,320.52	\$2,568.91	\$2,514.81
Spending Potential Index	63	70	68
Health Care: Total \$	\$8,044,813	\$78,596,471	\$112,822,469
Average Spent	\$4,238.57	\$4,682.26	\$4,567.53
Spending Potential Index	71	79	77
HH Furnishings & Equipment: Total \$	\$2,545,974	\$25,221,638	\$36,394,246
Average Spent	\$1,341.40	\$1,502.54	\$1,473.39
Spending Potential Index	63	70	69
Personal Care Products & Services: Total \$	\$1,049,085	\$10,328,331	\$14,919,916
Average Spent	\$552.73	\$615.29	\$604.02
Spending Potential Index	62	69	68
Shelter: Total \$	\$21,702,286	\$210,429,450	\$302,411,636
Average Spent	\$11,434.29	\$12,536.01	\$12,242.89
Spending Potential Index	62	68	66
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$3,173,806	\$30,710,726	\$43,945,848
Average Spent	\$1,672.18	\$1,829.54	\$1,779.11
Spending Potential Index	67	74	72
Travel: Total \$	\$2,503,643	\$24,953,269	\$35,934,580
Average Spent	\$1,319.10	\$1,486.55	\$1,454.78
Spending Potential Index	59	66	65
Vehicle Maintenance & Repairs: Total \$	\$1,524,139	\$14,419,394	\$20,676,855
Average Spent	\$803.02	\$859.01	\$837.09
Spending Potential Index	70	75	73

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.

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