



Community Profile

Rings: 1, 3, 5 mile radii

300 S Rosemont Ave, Martinsburg, WV

Latitude: 39.4578

Longitude: -77.97640

	1 mile	3 mile	5 mile
Population Summary			
2000 Total Population	10,070	26,662	38,029
2010 Total Population	10,609	32,931	50,900
2018 Total Population	10,876	35,813	56,648
2018 Group Quarters	207	423	704
2023 Total Population	11,274	39,358	63,460
2018-2023 Annual Rate	0.72%	1.91%	2.30%
2018 Total Daytime Population	15,145	41,534	59,586
Workers	8,550	21,143	28,161
Residents	6,595	20,391	31,425
Household Summary			
2000 Households	4,654	11,241	15,455
2000 Average Household Size	2.14	2.32	2.39
2010 Households	4,679	13,385	19,965
2010 Average Household Size	2.22	2.43	2.51
2018 Households	4,727	14,353	21,865
2018 Average Household Size	2.26	2.47	2.56
2023 Households	4,889	15,698	24,354
2023 Average Household Size	2.26	2.48	2.58
2018-2023 Annual Rate	0.68%	1.81%	2.18%
2010 Families	2,570	8,340	13,142
2010 Average Family Size	2.90	3.01	3.04
2018 Families	2,543	8,820	14,214
2018 Average Family Size	2.94	3.04	3.09
2023 Families	2,612	9,617	15,771
2023 Average Family Size	2.95	3.06	3.11
2018-2023 Annual Rate	0.54%	1.75%	2.10%
Housing Unit Summary			
2000 Housing Units	5,201	12,214	16,702
Owner Occupied Housing Units	45.3%	54.0%	59.8%
Renter Occupied Housing Units	44.2%	38.0%	32.8%
Vacant Housing Units	10.5%	8.0%	7.5%
2010 Housing Units	5,452	14,976	22,051
Owner Occupied Housing Units	41.8%	52.7%	59.6%
Renter Occupied Housing Units	44.1%	36.6%	31.0%
Vacant Housing Units	14.2%	10.6%	9.5%
2018 Housing Units	5,553	16,121	24,132
Owner Occupied Housing Units	38.5%	50.0%	57.8%
Renter Occupied Housing Units	46.7%	39.1%	32.8%
Vacant Housing Units	14.9%	11.0%	9.4%
2023 Housing Units	5,813	17,633	26,967
Owner Occupied Housing Units	39.3%	52.6%	60.3%
Renter Occupied Housing Units	44.8%	36.5%	30.0%
Vacant Housing Units	15.9%	11.0%	9.7%
Median Household Income			
2018	\$38,063	\$50,000	\$53,653
2023	\$40,526	\$52,774	\$56,820
Median Home Value			
2018	\$160,559	\$176,775	\$185,206
2023	\$166,558	\$184,042	\$192,227
Per Capita Income			
2018	\$23,107	\$25,730	\$26,703
2023	\$24,771	\$28,156	\$29,165
Median Age			
2010	38.9	36.6	36.8
2018	40.0	37.9	38.1
2023	40.7	38.6	38.5

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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2018 Households by Income			
Household Income Base	4,727	14,353	21,865
<\$15,000	20.8%	14.7%	12.1%
\$15,000 - \$24,999	14.0%	12.4%	11.0%
\$25,000 - \$34,999	12.0%	10.3%	10.1%
\$35,000 - \$49,999	12.2%	12.6%	13.3%
\$50,000 - \$74,999	17.2%	17.6%	17.3%
\$75,000 - \$99,999	10.5%	13.4%	14.0%
\$100,000 - \$149,999	8.8%	12.6%	15.0%
\$150,000 - \$199,999	2.4%	3.7%	4.4%
\$200,000+	2.0%	2.6%	2.8%
Average Household Income	\$54,051	\$64,065	\$68,614
2023 Households by Income			
Household Income Base	4,889	15,698	24,354
<\$15,000	19.3%	13.1%	10.7%
\$15,000 - \$24,999	13.3%	11.3%	10.0%
\$25,000 - \$34,999	12.0%	10.1%	9.8%
\$35,000 - \$49,999	12.2%	12.6%	13.3%
\$50,000 - \$74,999	18.0%	18.0%	17.5%
\$75,000 - \$99,999	11.2%	13.9%	14.4%
\$100,000 - \$149,999	9.6%	14.0%	16.6%
\$150,000 - \$199,999	2.5%	4.0%	4.8%
\$200,000+	1.9%	2.9%	3.0%
Average Household Income	\$58,421	\$70,655	\$75,469
2018 Owner Occupied Housing Units by Value			
Total	2,137	8,057	13,948
<\$50,000	2.9%	6.1%	6.3%
\$50,000 - \$99,999	23.0%	12.6%	9.6%
\$100,000 - \$149,999	19.8%	18.6%	16.8%
\$150,000 - \$199,999	20.5%	23.8%	24.5%
\$200,000 - \$249,999	17.5%	17.1%	18.5%
\$250,000 - \$299,999	6.9%	7.5%	8.9%
\$300,000 - \$399,999	6.2%	8.7%	9.6%
\$400,000 - \$499,999	2.2%	3.7%	3.6%
\$500,000 - \$749,999	0.7%	1.1%	1.1%
\$750,000 - \$999,999	0.0%	0.3%	0.3%
\$1,000,000 - \$1,499,999	0.3%	0.6%	0.7%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$177,679	\$198,632	\$207,502
2023 Owner Occupied Housing Units by Value			
Total	2,285	9,271	16,269
<\$50,000	2.6%	5.7%	5.8%
\$50,000 - \$99,999	21.6%	11.1%	8.3%
\$100,000 - \$149,999	19.1%	17.4%	15.6%
\$150,000 - \$199,999	20.2%	23.4%	24.0%
\$200,000 - \$249,999	17.8%	17.8%	19.1%
\$250,000 - \$299,999	7.4%	8.1%	9.6%
\$300,000 - \$399,999	7.4%	10.2%	11.1%
\$400,000 - \$499,999	2.8%	4.3%	4.2%
\$500,000 - \$749,999	0.8%	1.2%	1.2%
\$750,000 - \$999,999	0.0%	0.3%	0.3%
\$1,000,000 - \$1,499,999	0.4%	0.6%	0.7%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$184,941	\$207,611	\$215,975

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age			
Total	10,612	32,932	50,897
0 - 4	7.2%	7.4%	7.3%
5 - 9	6.1%	6.9%	7.1%
10 - 14	5.6%	6.5%	6.8%
15 - 24	11.9%	12.4%	12.0%
25 - 34	14.2%	14.7%	14.3%
35 - 44	12.5%	13.5%	13.9%
45 - 54	14.4%	13.9%	14.1%
55 - 64	13.4%	12.4%	12.5%
65 - 74	7.4%	6.8%	6.9%
75 - 84	5.1%	4.0%	3.8%
85 +	2.1%	1.6%	1.3%
18 +	77.5%	75.3%	74.8%
2018 Population by Age			
Total	10,877	35,815	56,648
0 - 4	6.5%	6.8%	6.8%
5 - 9	6.3%	6.7%	6.8%
10 - 14	5.9%	6.5%	6.7%
15 - 24	11.0%	11.7%	11.6%
25 - 34	13.6%	14.2%	13.8%
35 - 44	12.5%	13.4%	13.5%
45 - 54	12.3%	12.6%	13.0%
55 - 64	13.6%	12.5%	12.6%
65 - 74	10.8%	9.6%	9.5%
75 - 84	5.2%	4.3%	4.2%
85 +	2.3%	1.7%	1.5%
18 +	78.1%	76.4%	76.0%
2023 Population by Age			
Total	11,273	39,359	63,460
0 - 4	6.4%	6.7%	6.7%
5 - 9	6.1%	6.6%	6.8%
10 - 14	6.1%	6.6%	6.9%
15 - 24	11.5%	11.6%	11.5%
25 - 34	12.7%	13.4%	13.3%
35 - 44	12.8%	13.9%	13.9%
45 - 54	11.8%	12.2%	12.4%
55 - 64	12.6%	11.8%	11.9%
65 - 74	11.9%	10.3%	10.1%
75 - 84	6.0%	5.2%	5.1%
85 +	2.2%	1.7%	1.5%
18 +	78.0%	76.3%	75.8%
2010 Population by Sex			
Males	5,261	16,125	25,094
Females	5,348	16,806	25,806
2018 Population by Sex			
Males	5,384	17,440	27,756
Females	5,492	18,373	28,892
2023 Population by Sex			
Males	5,591	19,174	31,070
Females	5,683	20,184	32,390

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

May 08, 2019



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2010 Population by Race/Ethnicity			
Total	10,610	32,930	50,900
White Alone	80.5%	80.6%	82.8%
Black Alone	12.7%	12.5%	10.9%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	0.8%	1.0%	1.1%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	2.4%	1.8%	1.5%
Two or More Races	3.4%	3.6%	3.3%
Hispanic Origin	5.6%	5.3%	4.9%
Diversity Index	40.7	40.1	36.7
2018 Population by Race/Ethnicity			
Total	10,876	35,814	56,648
White Alone	78.5%	78.6%	80.9%
Black Alone	13.1%	13.0%	11.4%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	1.0%	1.4%	1.4%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	2.7%	2.0%	1.7%
Two or More Races	4.3%	4.6%	4.2%
Hispanic Origin	6.4%	6.1%	5.6%
Diversity Index	44.2	43.8	40.2
2023 Population by Race/Ethnicity			
Total	11,275	39,358	63,460
White Alone	76.1%	76.1%	78.7%
Black Alone	14.0%	13.9%	12.2%
American Indian Alone	0.3%	0.4%	0.3%
Asian Alone	1.3%	1.8%	1.8%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	2.9%	2.1%	1.8%
Two or More Races	5.3%	5.6%	5.0%
Hispanic Origin	6.9%	6.6%	6.1%
Diversity Index	47.8	47.4	43.8
2010 Population by Relationship and Household Type			
Total	10,609	32,931	50,900
In Households	98.0%	98.7%	98.6%
In Family Households	74.1%	79.7%	81.7%
Householder	23.7%	25.2%	25.8%
Spouse	14.9%	16.8%	18.1%
Child	27.9%	30.5%	31.1%
Other relative	3.8%	3.6%	3.4%
Nonrelative	3.7%	3.5%	3.3%
In Nonfamily Households	23.9%	19.0%	16.8%
In Group Quarters	2.0%	1.3%	1.4%
Institutionalized Population	0.0%	0.6%	0.9%
Noninstitutionalized Population	2.0%	0.7%	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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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2018 Population 25+ by Educational Attainment			
Total	7,634	24,464	38,557
Less than 9th Grade	5.1%	3.0%	2.8%
9th - 12th Grade, No Diploma	11.4%	10.4%	9.8%
High School Graduate	29.1%	27.1%	28.1%
GED/Alternative Credential	8.6%	8.5%	7.5%
Some College, No Degree	19.8%	22.9%	22.2%
Associate Degree	5.5%	8.4%	8.3%
Bachelor's Degree	12.7%	12.5%	13.9%
Graduate/Professional Degree	7.8%	7.2%	7.4%
2018 Population 15+ by Marital Status			
Total	8,834	28,642	45,138
Never Married	38.6%	34.1%	31.7%
Married	38.1%	45.2%	48.7%
Widowed	8.4%	6.0%	5.4%
Divorced	14.9%	14.6%	14.2%
2018 Civilian Population 16+ in Labor Force			
Civilian Employed	89.6%	91.4%	92.1%
Civilian Unemployed (Unemployment Rate)	10.4%	8.6%	7.9%
2018 Employed Population 16+ by Industry			
Total	4,316	15,533	25,483
Agriculture/Mining	0.5%	1.3%	1.0%
Construction	3.2%	4.0%	4.9%
Manufacturing	8.8%	10.0%	9.2%
Wholesale Trade	0.8%	1.8%	2.0%
Retail Trade	10.7%	11.4%	10.8%
Transportation/Utilities	5.1%	5.2%	6.5%
Information	2.7%	1.8%	1.6%
Finance/Insurance/Real Estate	4.6%	5.5%	4.9%
Services	48.9%	46.1%	47.3%
Public Administration	14.6%	12.8%	11.9%
2018 Employed Population 16+ by Occupation			
Total	4,316	15,531	25,483
White Collar	57.0%	57.7%	57.8%
Management/Business/Financial	11.5%	10.3%	10.3%
Professional	23.4%	22.5%	24.1%
Sales	8.5%	10.2%	9.6%
Administrative Support	13.8%	14.7%	13.8%
Services	23.8%	21.5%	20.5%
Blue Collar	19.1%	20.7%	21.8%
Farming/Forestry/Fishing	0.0%	0.4%	0.4%
Construction/Extraction	2.9%	3.5%	3.8%
Installation/Maintenance/Repair	3.7%	3.4%	3.5%
Production	6.3%	6.6%	6.1%
Transportation/Material Moving	6.2%	6.9%	8.1%
2010 Population By Urban/ Rural Status			
Total Population	10,609	32,931	50,900
Population Inside Urbanized Area	99.4%	92.6%	86.1%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.6%	7.4%	13.9%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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2010 Households by Type			
Total	4,679	13,384	19,965
Households with 1 Person	36.8%	30.2%	27.1%
Households with 2+ People	63.2%	69.8%	72.9%
Family Households	54.9%	62.3%	65.8%
Husband-wife Families	34.7%	41.5%	46.1%
With Related Children	13.3%	18.0%	20.4%
Other Family (No Spouse Present)	20.2%	20.8%	19.7%
Other Family with Male Householder	5.9%	5.9%	5.7%
With Related Children	3.7%	3.9%	3.8%
Other Family with Female Householder	14.4%	14.9%	14.0%
With Related Children	10.0%	10.3%	9.5%
Nonfamily Households	8.3%	7.5%	7.1%
All Households with Children	27.6%	32.8%	34.5%
Multigenerational Households	3.6%	4.0%	4.1%
Unmarried Partner Households	10.0%	10.1%	9.5%
Male-female	9.1%	9.1%	8.6%
Same-sex	0.9%	0.9%	0.9%
2010 Households by Size			
Total	4,680	13,386	19,965
1 Person Household	36.8%	30.2%	27.1%
2 Person Household	31.3%	32.6%	33.5%
3 Person Household	14.0%	15.7%	16.5%
4 Person Household	9.7%	12.1%	13.1%
5 Person Household	5.1%	5.9%	6.2%
6 Person Household	1.7%	2.2%	2.4%
7 + Person Household	1.5%	1.3%	1.4%
2010 Households by Tenure and Mortgage Status			
Total	4,679	13,385	19,965
Owner Occupied	48.7%	59.0%	65.8%
Owned with a Mortgage/Loan	32.6%	42.8%	48.1%
Owned Free and Clear	16.0%	16.2%	17.7%
Renter Occupied	51.3%	41.0%	34.2%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	5,452	14,976	22,051
Housing Units Inside Urbanized Area	99.1%	93.6%	87.3%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.9%	6.4%	12.7%

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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Top 3 Tapestry Segments			
1.	Hardscrabble Road (8G)	Front Porches (8E)	Middleburg (4C)
2.	Small Town Simplicity	Soccer Moms (4A)	Front Porches (8E)
3.	Old and Newcomers (8F)	Small Town Simplicity	Soccer Moms (4A)
2018 Consumer Spending			
Apparel & Services: Total \$	\$6,763,257	\$24,179,523	\$39,438,240
Average Spent	\$1,430.77	\$1,684.63	\$1,803.72
Spending Potential Index	66	77	83
Education: Total \$	\$4,335,561	\$15,669,511	\$25,273,128
Average Spent	\$917.19	\$1,091.72	\$1,155.87
Spending Potential Index	63	75	80
Entertainment/Recreation: Total \$	\$10,048,912	\$35,680,964	\$58,138,559
Average Spent	\$2,125.85	\$2,485.96	\$2,658.98
Spending Potential Index	66	77	83
Food at Home: Total \$	\$16,239,158	\$56,555,941	\$91,494,865
Average Spent	\$3,435.40	\$3,940.36	\$4,184.54
Spending Potential Index	68	79	83
Food Away from Home: Total \$	\$10,934,217	\$39,000,517	\$63,809,084
Average Spent	\$2,313.14	\$2,717.24	\$2,918.32
Spending Potential Index	66	77	83
Health Care: Total \$	\$18,150,044	\$63,845,054	\$104,221,771
Average Spent	\$3,839.65	\$4,448.20	\$4,766.60
Spending Potential Index	67	78	83
HH Furnishings & Equipment: Total \$	\$6,416,067	\$23,052,178	\$37,830,841
Average Spent	\$1,357.32	\$1,606.09	\$1,730.20
Spending Potential Index	65	77	83
Personal Care Products & Services: Total \$	\$2,539,336	\$9,132,788	\$14,985,105
Average Spent	\$537.20	\$636.30	\$685.35
Spending Potential Index	65	77	83
Shelter: Total \$	\$52,500,265	\$186,787,389	\$300,959,999
Average Spent	\$11,106.47	\$13,013.82	\$13,764.46
Spending Potential Index	66	78	82
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$7,542,657	\$26,951,218	\$43,846,291
Average Spent	\$1,595.65	\$1,877.74	\$2,005.32
Spending Potential Index	64	76	81
Travel: Total \$	\$6,201,804	\$23,051,670	\$37,830,159
Average Spent	\$1,312.00	\$1,606.05	\$1,730.17
Spending Potential Index	61	75	80
Vehicle Maintenance & Repairs: Total \$	\$3,401,306	\$12,034,035	\$19,610,722
Average Spent	\$719.55	\$838.43	\$896.90
Spending Potential Index	67	78	83

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 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.