



Community Profile

Rings: 1, 3, 5 mile radii

1225 Johnson Rd, Charleston, WV 25314,

Latitude: 38.3184

Longitude: -81.66005

	1 mile	3 mile	5 mile
Population Summary			
2000 Total Population	2,166	25,898	70,468
2010 Total Population	2,100	25,397	67,728
2018 Total Population	2,068	24,812	65,713
2018 Group Quarters	2	1,095	2,131
2023 Total Population	2,012	24,091	63,571
2018-2023 Annual Rate	-0.55%	-0.59%	-0.66%
2018 Total Daytime Population	1,234	54,145	108,127
Workers	285	41,962	74,295
Residents	949	12,183	33,832
Household Summary			
2000 Households	822	11,789	32,199
2000 Average Household Size	2.63	2.11	2.13
2010 Households	827	11,604	30,987
2010 Average Household Size	2.54	2.09	2.12
2018 Households	817	11,362	30,028
2018 Average Household Size	2.53	2.09	2.12
2023 Households	795	11,029	29,027
2023 Average Household Size	2.53	2.08	2.12
2018-2023 Annual Rate	-0.54%	-0.59%	-0.68%
2010 Families	587	6,439	17,064
2010 Average Family Size	3.05	2.80	2.81
2018 Families	572	6,199	16,253
2018 Average Family Size	3.05	2.79	2.80
2023 Families	554	5,975	15,598
2023 Average Family Size	3.04	2.79	2.80
2018-2023 Annual Rate	-0.64%	-0.73%	-0.82%
Housing Unit Summary			
2000 Housing Units	858	12,874	35,398
Owner Occupied Housing Units	81.8%	55.8%	55.3%
Renter Occupied Housing Units	14.0%	35.7%	35.7%
Vacant Housing Units	4.2%	8.4%	9.0%
2010 Housing Units	880	12,725	34,430
Owner Occupied Housing Units	80.9%	55.9%	53.9%
Renter Occupied Housing Units	13.1%	35.3%	36.1%
Vacant Housing Units	6.0%	8.8%	10.0%
2018 Housing Units	863	12,846	34,607
Owner Occupied Housing Units	78.9%	51.4%	48.6%
Renter Occupied Housing Units	15.6%	37.1%	38.2%
Vacant Housing Units	5.3%	11.6%	13.2%
2023 Housing Units	853	12,811	34,537
Owner Occupied Housing Units	78.1%	50.4%	47.7%
Renter Occupied Housing Units	15.1%	35.7%	36.4%
Vacant Housing Units	6.8%	13.9%	16.0%
Median Household Income			
2018	\$110,155	\$62,201	\$50,120
2023	\$110,063	\$62,605	\$51,669
Median Home Value			
2018	\$310,432	\$194,783	\$146,773
2023	\$331,597	\$203,774	\$153,346
Per Capita Income			
2018	\$65,539	\$42,831	\$34,420
2023	\$68,889	\$45,052	\$36,625
Median Age			
2010	45.7	42.0	42.1
2018	47.4	43.8	43.7
2023	49.1	44.8	44.8

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: 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	817	11,362	30,028
<\$15,000	3.9%	12.7%	15.7%
\$15,000 - \$24,999	5.5%	10.3%	12.0%
\$25,000 - \$34,999	3.4%	8.0%	10.3%
\$35,000 - \$49,999	6.2%	9.9%	11.9%
\$50,000 - \$74,999	11.6%	15.9%	16.4%
\$75,000 - \$99,999	13.5%	11.4%	10.7%
\$100,000 - \$149,999	20.8%	15.8%	12.4%
\$150,000 - \$199,999	9.4%	5.9%	4.4%
\$200,000+	25.7%	10.2%	6.2%
Average Household Income	\$156,795	\$93,102	\$74,401
2023 Households by Income			
Household Income Base	795	11,029	29,027
<\$15,000	3.9%	11.9%	14.7%
\$15,000 - \$24,999	5.5%	10.1%	11.5%
\$25,000 - \$34,999	3.6%	8.1%	10.3%
\$35,000 - \$49,999	6.5%	10.0%	11.9%
\$50,000 - \$74,999	12.5%	16.6%	17.1%
\$75,000 - \$99,999	12.8%	11.5%	11.1%
\$100,000 - \$149,999	18.7%	15.3%	12.5%
\$150,000 - \$199,999	10.9%	6.4%	4.7%
\$200,000+	25.5%	10.0%	6.1%
Average Household Income	\$164,727	\$98,058	\$79,263
2018 Owner Occupied Housing Units by Value			
Total	681	6,600	16,815
<\$50,000	5.0%	3.9%	9.1%
\$50,000 - \$99,999	5.6%	10.5%	21.9%
\$100,000 - \$149,999	8.4%	16.9%	20.3%
\$150,000 - \$199,999	10.0%	20.9%	16.5%
\$200,000 - \$249,999	8.4%	13.6%	9.5%
\$250,000 - \$299,999	10.6%	10.6%	6.7%
\$300,000 - \$399,999	20.4%	10.3%	6.6%
\$400,000 - \$499,999	15.9%	5.5%	4.3%
\$500,000 - \$749,999	11.5%	5.1%	3.2%
\$750,000 - \$999,999	4.4%	2.3%	1.1%
\$1,000,000 - \$1,499,999	0.0%	0.2%	0.4%
\$1,500,000 - \$1,999,999	0.0%	0.2%	0.1%
\$2,000,000 +	0.0%	0.1%	0.2%
Average Home Value	\$334,214	\$246,231	\$196,720
2023 Owner Occupied Housing Units by Value			
Total	666	6,451	16,464
<\$50,000	3.9%	3.3%	8.3%
\$50,000 - \$99,999	4.5%	9.5%	20.8%
\$100,000 - \$149,999	7.2%	15.8%	19.7%
\$150,000 - \$199,999	9.2%	20.4%	16.3%
\$200,000 - \$249,999	8.0%	13.7%	9.7%
\$250,000 - \$299,999	10.4%	10.9%	7.0%
\$300,000 - \$399,999	21.6%	11.2%	7.4%
\$400,000 - \$499,999	18.0%	6.5%	5.1%
\$500,000 - \$749,999	12.5%	5.8%	3.6%
\$750,000 - \$999,999	4.7%	2.4%	1.1%
\$1,000,000 - \$1,499,999	0.0%	0.2%	0.4%
\$1,500,000 - \$1,999,999	0.0%	0.2%	0.1%
\$2,000,000 +	0.0%	0.1%	0.3%
Average Home Value	\$351,692	\$258,245	\$206,753

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	2,100	25,396	67,727
0 - 4	5.1%	5.3%	5.7%
5 - 9	7.6%	5.8%	5.7%
10 - 14	5.6%	5.4%	5.3%
15 - 24	10.0%	12.3%	11.8%
25 - 34	8.4%	12.5%	13.0%
35 - 44	12.4%	12.4%	12.0%
45 - 54	16.5%	15.5%	15.2%
55 - 64	17.9%	15.3%	14.6%
65 - 74	8.8%	8.0%	8.2%
75 - 84	5.8%	5.2%	5.8%
85 +	2.0%	2.3%	2.8%
18 +	77.0%	79.8%	80.0%
2018 Population by Age			
Total	2,068	24,813	65,714
0 - 4	4.4%	4.8%	5.1%
5 - 9	5.7%	5.0%	5.3%
10 - 14	7.2%	5.5%	5.4%
15 - 24	9.9%	12.8%	11.5%
25 - 34	7.9%	11.3%	11.9%
35 - 44	11.7%	12.1%	12.3%
45 - 54	13.1%	13.2%	12.4%
55 - 64	16.7%	15.1%	15.1%
65 - 74	14.4%	12.0%	11.8%
75 - 84	6.2%	5.5%	5.9%
85 +	2.8%	2.7%	3.2%
18 +	78.8%	81.4%	81.1%
2023 Population by Age			
Total	2,011	24,093	63,571
0 - 4	4.3%	4.7%	5.0%
5 - 9	5.3%	4.9%	5.1%
10 - 14	6.3%	5.2%	5.3%
15 - 24	9.7%	12.7%	11.5%
25 - 34	7.4%	11.0%	11.1%
35 - 44	11.7%	11.8%	12.3%
45 - 54	13.5%	12.8%	12.1%
55 - 64	13.8%	13.6%	13.5%
65 - 74	16.5%	13.6%	13.6%
75 - 84	8.5%	7.0%	7.3%
85 +	3.0%	2.7%	3.2%
18 +	80.3%	82.0%	81.4%
2010 Population by Sex			
Males	1,045	12,295	31,975
Females	1,055	13,102	35,753
2018 Population by Sex			
Males	1,038	12,048	31,164
Females	1,031	12,764	34,549
2023 Population by Sex			
Males	1,012	11,755	30,291
Females	1,000	12,335	33,281

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



Community Profile

Rings: 1, 3, 5 mile radii

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2010 Population by Race/Ethnicity			
Total	2,100	25,397	67,728
White Alone	91.7%	83.4%	81.2%
Black Alone	2.0%	10.2%	13.2%
American Indian Alone	0.1%	0.2%	0.2%
Asian Alone	4.5%	3.2%	2.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.2%	0.3%	0.3%
Two or More Races	1.5%	2.7%	3.0%
Hispanic Origin	0.9%	1.4%	1.3%
Diversity Index	17.2	31.2	34.0
2018 Population by Race/Ethnicity			
Total	2,069	24,812	65,714
White Alone	89.9%	81.7%	79.4%
Black Alone	2.1%	10.3%	13.6%
American Indian Alone	0.1%	0.2%	0.2%
Asian Alone	5.6%	4.0%	2.5%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	0.2%	0.4%	0.4%
Two or More Races	2.0%	3.4%	3.9%
Hispanic Origin	1.2%	1.8%	1.6%
Diversity Index	20.7	34.3	37.0
2023 Population by Race/Ethnicity			
Total	2,013	24,090	63,571
White Alone	88.5%	80.3%	78.1%
Black Alone	2.1%	10.4%	13.8%
American Indian Alone	0.1%	0.2%	0.2%
Asian Alone	6.5%	4.5%	2.8%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	0.3%	0.4%	0.4%
Two or More Races	2.5%	4.1%	4.6%
Hispanic Origin	1.5%	2.1%	1.9%
Diversity Index	23.5	36.9	39.4
2010 Population by Relationship and Household Type			
Total	2,100	25,397	67,728
In Households	99.9%	95.7%	96.9%
In Family Households	86.0%	72.5%	72.8%
Householder	29.3%	25.0%	25.1%
Spouse	24.8%	18.6%	17.0%
Child	29.0%	25.1%	25.9%
Other relative	2.1%	2.4%	2.8%
Nonrelative	0.8%	1.4%	2.0%
In Nonfamily Households	14.0%	23.2%	24.1%
In Group Quarters	0.1%	4.3%	3.1%
Institutionalized Population	0.0%	1.0%	1.3%
Noninstitutionalized Population	0.0%	3.3%	1.9%

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	1,507	17,833	47,779
Less than 9th Grade	0.4%	1.3%	2.0%
9th - 12th Grade, No Diploma	7.0%	5.0%	6.1%
High School Graduate	7.4%	14.6%	21.8%
GED/Alternative Credential	1.4%	2.6%	5.0%
Some College, No Degree	9.7%	16.2%	18.5%
Associate Degree	5.9%	6.0%	7.2%
Bachelor's Degree	28.7%	26.5%	20.0%
Graduate/Professional Degree	39.5%	27.8%	19.3%
2018 Population 15+ by Marital Status			
Total	1,712	21,013	55,364
Never Married	23.4%	30.7%	32.8%
Married	57.0%	47.1%	40.4%
Widowed	6.9%	6.0%	7.9%
Divorced	12.7%	16.2%	18.9%
2018 Civilian Population 16+ in Labor Force			
Civilian Employed	99.0%	97.0%	96.1%
Civilian Unemployed (Unemployment Rate)	1.0%	3.0%	3.9%
2018 Employed Population 16+ by Industry			
Total	1,138	12,839	32,083
Agriculture/Mining	0.7%	1.0%	1.2%
Construction	2.7%	3.5%	4.1%
Manufacturing	3.9%	3.0%	3.7%
Wholesale Trade	0.8%	1.5%	1.4%
Retail Trade	5.2%	8.3%	9.8%
Transportation/Utilities	1.9%	3.5%	3.3%
Information	2.6%	1.8%	1.7%
Finance/Insurance/Real Estate	15.7%	8.4%	7.6%
Services	61.2%	57.1%	55.9%
Public Administration	5.1%	11.8%	11.3%
2018 Employed Population 16+ by Occupation			
Total	1,137	12,840	32,084
White Collar	86.3%	78.4%	69.8%
Management/Business/Financial	18.3%	20.0%	16.1%
Professional	47.1%	38.2%	30.8%
Sales	13.2%	8.4%	9.3%
Administrative Support	7.7%	11.8%	13.5%
Services	8.6%	15.0%	19.6%
Blue Collar	5.0%	6.5%	10.6%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	1.8%	1.8%	3.0%
Installation/Maintenance/Repair	0.5%	0.8%	1.7%
Production	0.0%	0.9%	2.0%
Transportation/Material Moving	2.6%	2.9%	3.8%
2010 Population By Urban/ Rural Status			
Total Population	2,100	25,397	67,728
Population Inside Urbanized Area	79.8%	95.6%	95.1%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	20.2%	4.4%	4.9%

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

May 08, 2019



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2010 Households by Type			
Total	828	11,605	30,987
Households with 1 Person	25.2%	38.5%	38.4%
Households with 2+ People	74.8%	61.5%	61.6%
Family Households	70.9%	55.5%	55.1%
Husband-wife Families	59.9%	41.4%	37.2%
With Related Children	24.0%	15.7%	13.3%
Other Family (No Spouse Present)	11.0%	14.1%	17.9%
Other Family with Male Householder	3.3%	3.6%	3.9%
With Related Children	1.6%	1.9%	2.1%
Other Family with Female Householder	7.6%	10.6%	14.0%
With Related Children	4.6%	7.0%	9.0%
Nonfamily Households	3.9%	6.0%	6.6%
All Households with Children	30.7%	25.0%	24.8%
Multigenerational Households	2.1%	2.1%	2.7%
Unmarried Partner Households	3.7%	5.7%	6.8%
Male-female	3.1%	4.8%	5.9%
Same-sex	0.6%	1.0%	0.9%
2010 Households by Size			
Total	828	11,603	30,987
1 Person Household	25.2%	38.6%	38.4%
2 Person Household	39.9%	33.5%	33.5%
3 Person Household	14.6%	13.1%	13.7%
4 Person Household	12.8%	9.3%	9.2%
5 Person Household	5.1%	3.8%	3.5%
6 Person Household	1.4%	1.2%	1.3%
7 + Person Household	1.0%	0.5%	0.6%
2010 Households by Tenure and Mortgage Status			
Total	827	11,604	30,987
Owner Occupied	86.1%	61.2%	59.9%
Owned with a Mortgage/Loan	53.4%	39.1%	35.5%
Owned Free and Clear	32.6%	22.1%	24.4%
Renter Occupied	13.9%	38.8%	40.1%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	880	12,725	34,430
Housing Units Inside Urbanized Area	79.3%	95.7%	95.8%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	20.7%	4.3%	4.2%

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.	Exurbanites (1E)	Exurbanites (1E)	In Style (5B)
2.	Savvy Suburbanites (1D)	In Style (5B)	Exurbanites (1E)
3.	Small Town Simplicity	Social Security Set (9F)	Old and Newcomers (8F)
2018 Consumer Spending			
Apparel & Services: Total \$	\$3,132,597	\$27,377,070	\$57,760,341
Average Spent	\$3,834.27	\$2,409.53	\$1,923.55
Spending Potential Index	176	111	88
Education: Total \$	\$2,299,363	\$18,599,822	\$38,166,432
Average Spent	\$2,814.40	\$1,637.02	\$1,271.03
Spending Potential Index	194	113	88
Entertainment/Recreation: Total \$	\$4,840,676	\$40,587,677	\$86,946,949
Average Spent	\$5,924.94	\$3,572.23	\$2,895.53
Spending Potential Index	184	111	90
Food at Home: Total \$	\$6,922,176	\$63,188,116	\$136,839,533
Average Spent	\$8,472.68	\$5,561.36	\$4,557.06
Spending Potential Index	169	111	91
Food Away from Home: Total \$	\$5,054,393	\$44,350,390	\$93,953,071
Average Spent	\$6,186.53	\$3,903.40	\$3,128.85
Spending Potential Index	176	111	89
Health Care: Total \$	\$8,664,219	\$71,913,594	\$157,365,558
Average Spent	\$10,604.92	\$6,329.31	\$5,240.63
Spending Potential Index	185	111	92
HH Furnishings & Equipment: Total \$	\$3,213,027	\$26,367,809	\$55,935,878
Average Spent	\$3,932.71	\$2,320.70	\$1,862.79
Spending Potential Index	188	111	89
Personal Care Products & Services: Total \$	\$1,264,200	\$10,577,026	\$22,290,530
Average Spent	\$1,547.37	\$930.91	\$742.32
Spending Potential Index	187	112	90
Shelter: Total \$	\$24,702,389	\$216,291,538	\$453,815,433
Average Spent	\$30,235.48	\$19,036.40	\$15,113.08
Spending Potential Index	180	113	90
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$4,105,064	\$32,038,498	\$67,809,236
Average Spent	\$5,024.56	\$2,819.79	\$2,258.20
Spending Potential Index	202	113	91
Travel: Total \$	\$3,655,170	\$27,547,933	\$56,570,717
Average Spent	\$4,473.89	\$2,424.57	\$1,883.93
Spending Potential Index	208	113	87
Vehicle Maintenance & Repairs: Total \$	\$1,572,662	\$13,538,497	\$29,128,226
Average Spent	\$1,924.92	\$1,191.56	\$970.04
Spending Potential Index	179	111	90

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.