



Community Profile

Rings: 1, 3, 5 mile radii

318 Norway Ave, Huntington, WV 25705,

Latitude: 38.4076

Longitude: -82.40763

	1 mile	3 mile	5 mile
Population Summary			
2000 Total Population	11,689	47,597	73,024
2010 Total Population	10,957	45,602	70,323
2018 Total Population	10,819	45,776	71,000
2018 Group Quarters	275	3,115	3,309
2023 Total Population	10,661	45,335	70,454
2018-2023 Annual Rate	-0.29%	-0.19%	-0.15%
2018 Total Daytime Population	9,097	60,058	84,556
Workers	2,279	32,600	42,157
Residents	6,818	27,458	42,399
Household Summary			
2000 Households	4,993	21,074	31,852
2000 Average Household Size	2.28	2.13	2.20
2010 Households	4,664	19,972	30,561
2010 Average Household Size	2.29	2.13	2.20
2018 Households	4,567	19,855	30,619
2018 Average Household Size	2.31	2.15	2.21
2023 Households	4,489	19,605	30,303
2023 Average Household Size	2.31	2.15	2.22
2018-2023 Annual Rate	-0.34%	-0.25%	-0.21%
2010 Families	2,822	10,207	16,906
2010 Average Family Size	2.87	2.84	2.86
2018 Families	2,720	9,940	16,639
2018 Average Family Size	2.88	2.85	2.87
2023 Families	2,656	9,731	16,342
2023 Average Family Size	2.89	2.85	2.88
2018-2023 Annual Rate	-0.48%	-0.42%	-0.36%
Housing Unit Summary			
2000 Housing Units	5,597	23,679	35,587
Owner Occupied Housing Units	61.2%	49.3%	53.4%
Renter Occupied Housing Units	28.0%	39.7%	36.2%
Vacant Housing Units	10.8%	11.0%	10.5%
2010 Housing Units	5,365	22,968	34,730
Owner Occupied Housing Units	57.6%	46.4%	50.6%
Renter Occupied Housing Units	29.3%	40.6%	37.4%
Vacant Housing Units	13.1%	13.0%	12.0%
2018 Housing Units	5,393	23,251	35,261
Owner Occupied Housing Units	53.6%	43.0%	47.6%
Renter Occupied Housing Units	31.1%	42.4%	39.2%
Vacant Housing Units	15.3%	14.6%	13.2%
2023 Housing Units	5,418	23,373	35,476
Owner Occupied Housing Units	53.1%	42.9%	47.7%
Renter Occupied Housing Units	29.7%	41.0%	37.7%
Vacant Housing Units	17.1%	16.1%	14.6%
Median Household Income			
2018	\$38,529	\$32,509	\$36,189
2023	\$39,823	\$34,279	\$38,244
Median Home Value			
2018	\$102,422	\$105,866	\$108,053
2023	\$108,531	\$112,030	\$118,360
Per Capita Income			
2018	\$26,324	\$23,196	\$23,792
2023	\$27,739	\$24,780	\$25,791
Median Age			
2010	38.7	35.2	37.3
2018	40.3	36.6	38.8
2023	41.2	37.8	40.0

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	4,567	19,855	30,619
<\$15,000	21.8%	27.8%	24.2%
\$15,000 - \$24,999	12.1%	13.0%	12.9%
\$25,000 - \$34,999	11.6%	11.4%	11.5%
\$35,000 - \$49,999	14.9%	13.0%	13.3%
\$50,000 - \$74,999	15.5%	13.7%	15.7%
\$75,000 - \$99,999	6.9%	8.1%	9.0%
\$100,000 - \$149,999	10.0%	7.9%	8.4%
\$150,000 - \$199,999	2.7%	2.0%	2.1%
\$200,000+	4.5%	3.1%	2.8%
Average Household Income	\$61,277	\$52,304	\$54,164
2023 Households by Income			
Household Income Base	4,489	19,605	30,303
<\$15,000	20.8%	26.5%	22.9%
\$15,000 - \$24,999	11.6%	12.5%	12.1%
\$25,000 - \$34,999	11.7%	11.6%	11.4%
\$35,000 - \$49,999	14.9%	12.9%	13.1%
\$50,000 - \$74,999	16.3%	14.3%	16.4%
\$75,000 - \$99,999	7.4%	8.6%	9.8%
\$100,000 - \$149,999	10.4%	8.4%	9.2%
\$150,000 - \$199,999	2.7%	2.2%	2.4%
\$200,000+	4.2%	3.0%	2.8%
Average Household Income	\$64,761	\$56,128	\$58,947
2018 Owner Occupied Housing Units by Value			
Total	2,889	9,989	16,800
<\$50,000	19.5%	15.4%	14.9%
\$50,000 - \$99,999	29.7%	32.2%	31.9%
\$100,000 - \$149,999	17.9%	20.9%	20.0%
\$150,000 - \$199,999	10.8%	13.5%	13.9%
\$200,000 - \$249,999	7.3%	6.9%	7.6%
\$250,000 - \$299,999	4.8%	3.1%	3.5%
\$300,000 - \$399,999	5.5%	4.4%	4.3%
\$400,000 - \$499,999	1.5%	1.3%	1.7%
\$500,000 - \$749,999	2.1%	1.5%	1.4%
\$750,000 - \$999,999	0.9%	0.4%	0.5%
\$1,000,000 - \$1,499,999	0.0%	0.4%	0.4%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$145,450	\$141,788	\$144,716
2023 Owner Occupied Housing Units by Value			
Total	2,878	10,026	16,915
<\$50,000	18.5%	14.3%	13.5%
\$50,000 - \$99,999	28.5%	30.7%	29.5%
\$100,000 - \$149,999	17.6%	20.7%	19.3%
\$150,000 - \$199,999	11.1%	13.9%	14.3%
\$200,000 - \$249,999	7.4%	7.2%	8.3%
\$250,000 - \$299,999	5.3%	3.4%	4.2%
\$300,000 - \$399,999	6.4%	5.3%	5.4%
\$400,000 - \$499,999	1.8%	1.7%	2.5%
\$500,000 - \$749,999	2.4%	1.8%	2.0%
\$750,000 - \$999,999	1.0%	0.5%	0.6%
\$1,000,000 - \$1,499,999	0.0%	0.5%	0.5%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$153,067	\$150,701	\$159,388

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	10,956	45,599	70,325
0 - 4	6.9%	5.5%	5.7%
5 - 9	6.1%	4.8%	5.2%
10 - 14	5.6%	4.7%	5.1%
15 - 24	11.8%	20.0%	17.2%
25 - 34	14.8%	14.7%	14.0%
35 - 44	12.0%	11.1%	11.6%
45 - 54	12.8%	12.1%	12.7%
55 - 64	13.7%	11.9%	12.5%
65 - 74	8.1%	7.5%	8.1%
75 - 84	6.0%	5.4%	5.5%
85 +	2.2%	2.3%	2.3%
18 +	78.1%	82.0%	80.8%
2018 Population by Age			
Total	10,820	45,776	71,001
0 - 4	6.4%	5.0%	5.2%
5 - 9	6.0%	4.8%	5.1%
10 - 14	5.6%	4.7%	5.1%
15 - 24	10.6%	18.5%	15.6%
25 - 34	14.0%	15.0%	14.4%
35 - 44	13.0%	11.3%	11.8%
45 - 54	11.4%	10.7%	11.4%
55 - 64	13.1%	12.0%	12.6%
65 - 74	11.0%	9.7%	10.4%
75 - 84	6.1%	5.5%	5.8%
85 +	2.7%	2.7%	2.7%
18 +	79.0%	82.8%	81.8%
2023 Population by Age			
Total	10,662	45,335	70,454
0 - 4	6.4%	5.0%	5.1%
5 - 9	6.0%	4.7%	5.0%
10 - 14	5.9%	4.8%	5.2%
15 - 24	10.6%	18.2%	15.3%
25 - 34	12.4%	13.8%	13.0%
35 - 44	14.0%	12.1%	12.6%
45 - 54	11.6%	10.6%	11.2%
55 - 64	11.4%	11.1%	11.8%
65 - 74	11.9%	10.8%	11.4%
75 - 84	7.0%	6.3%	6.7%
85 +	2.7%	2.6%	2.7%
18 +	78.4%	82.7%	81.6%
2010 Population by Sex			
Males	5,245	22,237	34,198
Females	5,712	23,365	36,125
2018 Population by Sex			
Males	5,188	22,418	34,670
Females	5,631	23,358	36,330
2023 Population by Sex			
Males	5,142	22,311	34,580
Females	5,519	23,024	35,873

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



Community Profile

Rings: 1, 3, 5 mile radii

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2010 Population by Race/Ethnicity			
Total	10,958	45,603	70,323
White Alone	84.7%	86.3%	89.3%
Black Alone	10.8%	9.1%	6.5%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	0.4%	1.2%	1.2%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	0.3%	0.4%	0.3%
Two or More Races	3.5%	2.8%	2.4%
Hispanic Origin	1.2%	1.4%	1.3%
Diversity Index	28.9	26.7	21.8
2018 Population by Race/Ethnicity			
Total	10,818	45,776	70,999
White Alone	83.6%	84.9%	88.1%
Black Alone	10.7%	9.1%	6.5%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	0.7%	1.9%	1.7%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	0.4%	0.5%	0.4%
Two or More Races	4.2%	3.3%	2.9%
Hispanic Origin	1.7%	1.9%	1.8%
Diversity Index	31.3	29.8	24.6
2023 Population by Race/Ethnicity			
Total	10,662	45,336	70,454
White Alone	82.5%	83.6%	87.0%
Black Alone	10.8%	9.2%	6.6%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	0.9%	2.5%	2.2%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	0.5%	0.5%	0.5%
Two or More Races	4.8%	3.9%	3.4%
Hispanic Origin	2.1%	2.3%	2.2%
Diversity Index	33.7	32.4	27.1
2010 Population by Relationship and Household Type			
Total	10,957	45,602	70,323
In Households	97.6%	93.5%	95.5%
In Family Households	76.9%	65.9%	71.0%
Householder	25.9%	22.3%	24.0%
Spouse	16.6%	14.6%	16.4%
Child	28.6%	23.7%	25.4%
Other relative	2.9%	2.9%	2.9%
Nonrelative	2.9%	2.4%	2.3%
In Nonfamily Households	20.7%	27.6%	24.5%
In Group Quarters	2.4%	6.5%	4.5%
Institutionalized Population	2.3%	1.4%	1.1%
Noninstitutionalized Population	0.1%	5.1%	3.4%

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	7,720	30,659	49,016
Less than 9th Grade	2.2%	3.2%	3.2%
9th - 12th Grade, No Diploma	8.8%	8.6%	8.9%
High School Graduate	20.5%	21.7%	23.8%
GED/Alternative Credential	4.4%	5.5%	5.9%
Some College, No Degree	22.6%	20.1%	19.8%
Associate Degree	6.1%	8.6%	9.5%
Bachelor's Degree	18.4%	16.2%	15.1%
Graduate/Professional Degree	17.0%	15.9%	13.8%
2018 Population 15+ by Marital Status			
Total	8,869	39,105	60,069
Never Married	32.8%	43.1%	37.2%
Married	40.6%	33.5%	38.7%
Widowed	7.2%	6.3%	7.1%
Divorced	19.5%	17.0%	17.0%
2018 Civilian Population 16+ in Labor Force			
Civilian Employed	93.1%	94.3%	94.2%
Civilian Unemployed (Unemployment Rate)	6.9%	5.7%	5.8%
2018 Employed Population 16+ by Industry			
Total	4,069	18,612	29,053
Agriculture/Mining	0.5%	0.5%	0.5%
Construction	5.2%	4.9%	5.8%
Manufacturing	3.3%	5.2%	7.1%
Wholesale Trade	2.8%	1.6%	1.5%
Retail Trade	15.0%	14.6%	13.1%
Transportation/Utilities	2.9%	2.6%	3.3%
Information	1.1%	1.9%	2.3%
Finance/Insurance/Real Estate	7.5%	4.3%	4.8%
Services	57.8%	61.6%	58.3%
Public Administration	3.8%	2.9%	3.2%
2018 Employed Population 16+ by Occupation			
Total	4,070	18,613	29,051
White Collar	70.5%	67.6%	65.6%
Management/Business/Financial	12.7%	10.6%	11.5%
Professional	28.1%	29.1%	27.8%
Sales	14.7%	13.9%	12.2%
Administrative Support	15.0%	14.0%	14.1%
Services	18.8%	20.0%	19.4%
Blue Collar	10.7%	12.5%	15.1%
Farming/Forestry/Fishing	0.0%	0.1%	0.2%
Construction/Extraction	3.1%	3.5%	4.3%
Installation/Maintenance/Repair	1.9%	1.9%	2.1%
Production	1.7%	3.0%	3.9%
Transportation/Material Moving	3.9%	4.0%	4.6%
2010 Population By Urban/ Rural Status			
Total Population	10,957	45,602	70,323
Population Inside Urbanized Area	100.0%	96.1%	89.8%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	3.9%	10.2%

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	4,663	19,972	30,562
Households with 1 Person	32.5%	38.5%	35.8%
Households with 2+ People	67.5%	61.5%	64.2%
Family Households	60.5%	51.1%	55.3%
Husband-wife Families	38.8%	33.6%	37.6%
With Related Children	14.0%	12.2%	13.8%
Other Family (No Spouse Present)	21.7%	17.5%	17.7%
Other Family with Male Householder	5.4%	4.5%	4.5%
With Related Children	3.1%	2.5%	2.6%
Other Family with Female Householder	16.4%	13.1%	13.2%
With Related Children	10.6%	8.1%	8.2%
Nonfamily Households	7.0%	10.4%	8.9%
All Households with Children	28.2%	23.2%	25.0%
Multigenerational Households	3.2%	3.0%	3.2%
Unmarried Partner Households	8.0%	7.7%	7.3%
Male-female	6.8%	6.7%	6.4%
Same-sex	1.2%	1.0%	0.9%
2010 Households by Size			
Total	4,663	19,972	30,562
1 Person Household	32.5%	38.5%	35.8%
2 Person Household	33.9%	32.5%	33.6%
3 Person Household	16.7%	14.1%	14.8%
4 Person Household	10.3%	9.3%	9.8%
5 Person Household	4.5%	3.6%	4.0%
6 Person Household	1.4%	1.3%	1.4%
7 + Person Household	0.8%	0.7%	0.7%
2010 Households by Tenure and Mortgage Status			
Total	4,664	19,972	30,561
Owner Occupied	66.3%	53.3%	57.5%
Owned with a Mortgage/Loan	39.6%	30.6%	32.5%
Owned Free and Clear	26.7%	22.7%	24.9%
Renter Occupied	33.7%	46.7%	42.5%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	5,365	22,968	34,730
Housing Units Inside Urbanized Area	100.0%	96.5%	90.8%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	3.5%	9.2%

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.

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Top 3 Tapestry Segments			
1.	Small Town Simplicity	Small Town Simplicity	Small Town Simplicity
2.	In Style (5B)	Midlife Constants (5E)	Midlife Constants (5E)
3.	Hardscrabble Road (8G)	College Towns (14B)	In Style (5B)
2018 Consumer Spending			
Apparel & Services: Total \$	\$7,287,204	\$27,399,201	\$43,268,641
Average Spent	\$1,595.62	\$1,379.96	\$1,413.13
Spending Potential Index	73	63	65
Education: Total \$	\$4,734,368	\$18,445,839	\$28,220,914
Average Spent	\$1,036.65	\$929.03	\$921.68
Spending Potential Index	72	64	64
Entertainment/Recreation: Total \$	\$11,038,997	\$40,994,811	\$65,965,309
Average Spent	\$2,417.12	\$2,064.71	\$2,154.39
Spending Potential Index	75	64	67
Food at Home: Total \$	\$17,474,582	\$65,567,782	\$104,918,558
Average Spent	\$3,826.27	\$3,302.33	\$3,426.58
Spending Potential Index	76	66	68
Food Away from Home: Total \$	\$11,775,225	\$44,768,904	\$70,771,872
Average Spent	\$2,578.33	\$2,254.79	\$2,311.37
Spending Potential Index	73	64	66
Health Care: Total \$	\$20,108,110	\$73,530,757	\$120,386,570
Average Spent	\$4,402.91	\$3,703.39	\$3,931.76
Spending Potential Index	77	65	69
HH Furnishings & Equipment: Total \$	\$7,040,903	\$26,167,266	\$41,837,766
Average Spent	\$1,541.69	\$1,317.92	\$1,366.40
Spending Potential Index	74	63	65
Personal Care Products & Services: Total \$	\$2,760,807	\$10,311,808	\$16,442,561
Average Spent	\$604.51	\$519.36	\$537.01
Spending Potential Index	73	63	65
Shelter: Total \$	\$55,967,651	\$212,562,680	\$332,748,995
Average Spent	\$12,254.80	\$10,705.75	\$10,867.40
Spending Potential Index	73	64	65
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$8,356,623	\$30,711,545	\$49,666,134
Average Spent	\$1,829.78	\$1,546.79	\$1,622.07
Spending Potential Index	74	62	65
Travel: Total \$	\$6,878,777	\$25,264,987	\$40,339,674
Average Spent	\$1,506.19	\$1,272.47	\$1,317.47
Spending Potential Index	70	59	61
Vehicle Maintenance & Repairs: Total \$	\$3,703,678	\$13,874,508	\$22,255,337
Average Spent	\$810.97	\$698.79	\$726.85
Spending Potential Index	75	65	68

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.