

Consumer Demand & Market Supply Assessment

Site: Weirton City Hall
 Address: 200 Municipal | Weirton, WV
 Date Report Created: 11/10/2023

Demographics

Population
 5-Year Population estimate
 Population Households
 Group Quarters Population
 Households
 5-Year Households estimate
 WorkPlace Establishments
 Workplace Employees
 Median Household Income

18,464
 17,838
 18,237
 227
 8,366
 8,084
 641
 7,604
 \$52,041

34,116
 33,100
 32,048
 2,068
 14,431
 13,972
 1,156
 15,330
 \$46,734

73,901
 71,818
 71,297
 2,604
 31,816
 30,882
 1,988
 25,043
 \$48,599

By Establishments

Furniture Stores
 Home Furnishing Stores
 Lawn/Garden Equipment/Supplies Stores
 Shoe Stores
 Electronic Shopping/Mail Order Houses
 Vending Machine Operators (Non-Store)
 Direct Selling Establishments
 Jewelry/Luggage/Leather Goods
 Other General Merchandise Stores
 Used Merchandise Stores
 Department Stores
 Automotive Parts/Accessories/Tire
 Sporting Goods/Hobby/Musical Instrument
 Office Supplies/Stationary/Gift
 Grocery Stores
 Electronics/Appliance
 Specialty Food Stores
 Automotive Dealers
 Clothing Stores
 Building Material/Supplies Dealers
 Gasoline Stations
 Florists/Misc. Store Retailers
 Health/Personal Care Stores
 Bar/Drinking Places (Alcoholic Beverages)
 Full-Service Restaurants
 Limited-Service Eating Places
 Special Food Services
 Book/Periodical/Music Stores
 Other Misc. Store Retailers
 Beer/Wine/Liquor Stores
 Other Motor Vehicle Dealers

\$2,148,373
 \$2,390,877
 \$1,927,264
 \$1,620,617
 \$10,402,925
 \$3,466,894
 \$1,769,977
 \$1,134,276
 \$41,138,696
 \$1,242,749
 \$7,728,507
 \$6,198,205
 \$5,148,578
 \$1,536,009
 \$49,741,843
 \$3,181,636
 \$737,161
 \$65,533,981
 \$6,546,941
 \$22,357,518
 \$34,858,540
 \$801,419
 \$23,756,273
 \$2,467,829
 \$17,772,144
 \$21,264,899
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 \$949,360
 \$7,021,068
 \$1,627,389
 \$3,634,065

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 \$305,733
 \$31,209,551
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 \$12,453,954
 \$26,435,089
 \$637,579
 \$19,146,891
 \$2,589,881
 \$19,503,088
 \$28,240,861
 \$4,068,928
 \$1,394,214
 \$10,462,074
 \$2,456,086
 \$10,848,029

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 (\$3,928,963)
 (\$1,009,033)
 (\$31,594,727)
 (\$1,982,529)
 (\$431,428)
 (\$34,324,430)
 (\$3,270,268)
 (\$9,903,564)
 (\$8,423,451)
 (\$163,840)
 (\$4,609,382)
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 \$6,975,963
 \$1,288,802
 \$444,854
 \$3,441,006
 \$828,697
 \$7,213,964

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\$4,340,371
 \$4,714,637
 \$4,239,698
 \$3,154,918
 \$102,877,435
 \$10,186,714
 \$3,114,952
 \$2,307,971
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 \$10,583,256
 \$8,498,854
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 \$6,952,307
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 \$40,425,214
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 \$2,611,077
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 (\$96,847,745)
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 (\$749,951)
 (\$9,839,280)
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 (\$2,565,355)
 (\$2,789,050)
 (\$5,729,157)
 (\$71,526)
 (\$52,744,781)
 (\$68,402)
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 (\$171,651)
 \$7,833,427
 (\$234,163)
 (\$3,044,260)
 \$5,700,805
 \$7,288,249
 \$1,437,065
 \$4,423,545
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 \$12,233,267
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 \$4,713,749
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 \$8,362,197
 \$5,891,451
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 \$9,914,032
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 \$75,605,825
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 \$16,565,423
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 \$30,367,268

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 (\$1,113,045)
 (\$132,231,456)
 (\$6,630,778)
 \$1,881,789
 (\$37,531,162)
 (\$20,070,159)
 \$8,397,855
 (\$57,606,113)
 \$102,615
 \$11,771,568
 (\$308,402)
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 \$6,462,084
 \$9,354,165
 \$304,880
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Consumer Demand/Market Supply Index \$352,886,140 \$203,345,162 174 \$698,385,520 \$548,732,481 127 \$1,625,690,957 \$996,547,061 163

Consumer Demand & Market Supply Assessment

Site: Weirton City Hall
 Address: 200 Municipal | Weirton, WV
 Date Report Created: 11/10/2023

By Major Product Lines

	Weirton WV				10 Min Drive				20 Min Drive			
	Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus		Consumer Demand	Market Supply	Opportunity Gap/Surplus	
Footwear, including Accessories	\$3,694,059	\$450,757	(\$3,243,302)	-88%	\$7,849,737	\$1,689,305	(\$6,160,432)	-78%	\$19,179,636	\$7,171,490	(\$12,008,146)	-63%
Furniture/Sleep/Outdoor/Patio Furniture	\$5,866,464	\$891,248	(\$4,975,216)	-85%	\$15,373,413	\$4,711,138	(\$10,662,275)	-69%	\$40,513,492	\$8,847,361	(\$31,666,132)	-78%
Sewing/Knitting Materials/Supplies	\$213,218	\$42,212	(\$171,006)	-80%	\$394,427	\$188,547	(\$205,880)	-52%	\$919,914	\$389,061	(\$530,852)	-58%
Jewelry (including Watches)	\$2,021,895	\$453,856	(\$1,568,039)	-78%	\$4,451,261	\$2,709,059	(\$1,742,202)	-39%	\$11,145,316	\$5,906,398	(\$5,238,918)	-47%
Automotive Tires/Tubes/Batteries/Parts	\$11,019,646	\$2,760,064	(\$8,259,582)	-75%	\$21,120,566	\$14,268,078	(\$6,852,488)	-32%	\$49,702,517	\$31,186,141	(\$18,516,376)	-37%
Lawn/Garden/Farm Equipment/Supplies	\$5,440,542	\$1,500,472	(\$3,940,071)	-72%	\$10,138,504	\$6,163,417	(\$3,975,087)	-39%	\$23,894,079	\$15,042,612	(\$8,851,467)	-37%
Computer Hardware/Software/Supplies	\$2,959,612	\$822,716	(\$2,136,896)	-72%	\$17,794,422	\$5,391,606	(\$12,402,816)	-70%	\$37,449,915	\$8,029,330	(\$29,420,585)	-79%
Floor/Floor Coverings	\$2,920,263	\$823,694	(\$2,096,569)	-72%	\$5,229,663	\$3,338,553	(\$1,891,110)	-36%	\$11,927,928	\$7,663,829	(\$4,264,100)	-36%
Sporting Goods (incl Bicycles/Sports Vehicles)	\$2,424,263	\$694,973	(\$1,729,290)	-71%	\$5,030,454	\$2,272,434	(\$2,758,020)	-55%	\$12,328,509	\$4,513,233	(\$7,815,276)	-63%
Curtains/Draperies/Slipcovers/Bed/Coverings	\$978,286	\$297,725	(\$680,561)	-70%	\$2,225,325	\$1,621,952	(\$603,373)	-27%	\$5,631,956	\$3,041,653	(\$2,590,304)	-46%
Groceries/Other Food Items (Off Premises)	\$63,010,210	\$20,405,722	(\$42,604,487)	-68%	\$107,865,055	\$57,616,902	(\$50,248,153)	-47%	\$242,555,199	\$110,307,589	(\$132,247,610)	-55%
Small Electric Appliances	\$456,264	\$148,241	(\$308,024)	-68%	\$1,187,436	\$757,288	(\$430,148)	-36%	\$3,158,353	\$1,394,526	(\$1,763,827)	-56%
Toys/Hobby Goods/Games	\$1,390,946	\$469,472	(\$921,474)	-66%	\$2,913,769	\$2,163,289	(\$750,480)	-26%	\$7,124,405	\$4,170,721	(\$2,953,684)	-41%
Audio Equipment/Musical Instruments	\$1,380,721	\$472,410	(\$908,311)	-66%	\$3,444,470	\$2,121,426	(\$1,323,044)	-38%	\$8,872,050	\$3,664,798	(\$5,207,252)	-59%
Mens Wear	\$2,734,994	\$939,844	(\$1,795,150)	-66%	\$7,531,369	\$3,499,127	(\$4,032,242)	-54%	\$19,967,194	\$6,317,344	(\$13,649,849)	-68%
Televisions/VCR/Video Cameras/DVD etc	\$1,738,941	\$601,135	(\$1,137,806)	-65%	\$3,511,994	\$4,206,528	\$694,534	20%	\$8,508,781	\$7,727,430	(\$781,351)	-9%
Womens/Juniors/Misses Wear	\$7,256,310	\$2,535,692	(\$4,720,618)	-65%	\$20,491,680	\$8,078,855	(\$12,412,825)	-61%	\$54,786,047	\$13,349,616	(\$41,436,430)	-76%
Kitchenware/Home Furnishings	\$2,599,986	\$913,075	(\$1,686,912)	-65%	\$6,266,847	\$3,375,820	(\$2,891,026)	-46%	\$16,034,076	\$6,476,253	(\$9,557,823)	-60%
Paper/Related Products	\$1,783,352	\$635,750	(\$1,147,601)	-64%	\$2,996,094	\$2,569,476	(\$426,618)	-14%	\$6,666,045	\$4,987,826	(\$1,678,219)	-25%
Photographic Equipment/Supplies	\$295,984	\$107,235	(\$188,750)	-64%	\$712,048	\$765,211	\$53,163	7%	\$1,785,716	\$1,257,949	(\$527,767)	-30%
Soaps/Detergents/Household Cleaners	\$1,897,874	\$715,029	(\$1,182,845)	-62%	\$3,220,225	\$2,812,689	(\$407,536)	-13%	\$7,184,122	\$5,631,824	(\$1,552,298)	-22%
Household Fuels (incl Oil, LP gas, Wood, Coal)	\$908,837	\$344,832	(\$564,005)	-62%	\$1,595,264	\$1,269,022	(\$326,241)	-20%	\$3,628,707	\$2,260,655	(\$1,368,052)	-38%
Childrens Wear/Infants/Toddlers Clothing	\$1,089,557	\$480,134	(\$609,422)	-56%	\$2,956,997	\$1,937,041	(\$1,019,956)	-34%	\$7,741,676	\$3,246,006	(\$4,495,670)	-58%
Drugs/Health Aids/Beauty Aids/Cosmetics	\$40,261,968	\$19,015,435	(\$21,246,533)	-53%	\$103,221,573	\$53,493,028	(\$49,728,545)	-48%	\$267,577,668	\$107,803,834	(\$159,773,834)	-60%
Hardware/Tools/Plumbing/Electrical Supplies	\$6,381,316	\$3,078,726	(\$3,302,590)	-52%	\$10,953,710	\$10,545,039	(\$408,671)	-4%	\$24,658,797	\$24,099,948	(\$558,849)	-2%
Paints/Sundries/Wallpaper/Wall Coverings	\$1,668,944	\$898,887	(\$770,057)	-46%	\$2,868,826	\$3,185,108	\$316,282	11%	\$6,441,523	\$7,430,230	\$988,708	15%
Major Household Appliances	\$1,417,623	\$792,554	(\$625,069)	-44%	\$2,587,018	\$2,939,915	\$352,897	14%	\$6,225,652	\$5,901,747	(\$323,906)	-5%
Automotive Lubricants (incl Oil, Greases)	\$1,417,623	\$792,554	(\$625,069)	-44%	\$2,587,018	\$2,939,915	\$352,897	14%	\$6,225,652	\$5,901,747	(\$323,906)	-5%
Pets/Pet Foods/Pet Supplies	\$3,242,782	\$1,894,417	(\$1,348,365)	-42%	\$5,980,393	\$3,864,702	(\$2,115,691)	-35%	\$14,125,102	\$6,764,659	(\$7,360,443)	-52%
Dimensional Lumber/Other Building Materials	\$9,164,853	\$5,384,507	(\$3,780,346)	-41%	\$15,772,371	\$17,621,243	\$1,848,872	12%	\$35,495,188	\$40,792,673	\$5,297,485	15%
Autos/Cars/Vans/Trucks/Motorcycles	\$54,887,688	\$32,596,851	(\$22,290,838)	-41%	\$93,788,269	\$122,389,897	\$28,601,629	30%	\$212,979,004	\$192,647,619	(\$20,331,385)	-10%
All Other Merchandise	\$11,922,013	\$7,785,220	(\$4,136,793)	-35%	\$25,246,089	\$20,115,099	(\$5,130,990)	-20%	\$61,910,268	\$37,340,006	(\$24,570,263)	-40%
Retailer Services	\$10,636,763	\$7,074,714	(\$3,562,049)	-33%	\$18,830,397	\$23,337,768	\$4,507,371	24%	\$43,704,129	\$39,753,298	(\$3,950,831)	-9%
Packaged Liquor/Wine/Beer	\$6,896,480	\$4,850,764	(\$2,045,716)	-30%	\$11,738,454	\$7,481,155	(\$4,257,299)	-36%	\$26,484,132	\$14,105,696	(\$12,378,436)	-47%
Optical Goods (incl Eyeglasses, Sunglasses)	\$612,410	\$433,272	(\$179,138)	-29%	\$1,050,837	\$1,413,918	\$363,081	35%	\$2,380,966	\$2,999,262	\$618,296	26%
Automotive Fuels	\$25,690,664	\$18,863,260	(\$6,827,404)	-27%	\$43,886,364	\$34,286,388	(\$9,599,976)	-22%	\$99,073,267	\$57,842,762	(\$41,230,505)	-42%
Alcoholic Drinks Served at the Establishment	\$7,208,600	\$6,408,686	(\$799,914)	-11%	\$15,499,305	\$11,449,795	(\$4,049,510)	-26%	\$29,237,123	\$18,684,129	(\$10,552,993)	-36%
Books/Periodicals	\$1,063,837	\$1,044,938	(\$18,899)	-2%	\$2,032,060	\$2,683,794	\$651,734	32%	\$4,785,986	\$9,706,018	\$4,920,032	103%
Cigars/Cigarettes/Tobacco/Accessories	\$5,835,485	\$6,713,385	\$877,900	15%	\$9,912,030	\$10,227,630	\$315,600	3%	\$21,894,084	\$16,318,137	(\$5,575,947)	-25%
Meats/Nonalcoholic Beverages	\$41,192,425	\$48,775,023	\$7,582,598	18%	\$79,489,865	\$89,107,789	\$9,617,924	12%	\$165,274,835	\$149,591,635	(\$15,683,200)	-9%

Consumer Demand & Market Supply Assessment

Site: Weirton City Hall
Address: 200 Municipal | Weirton, WV
Date Report Created: 11/10/2023

Weirton WV	10 Min Drive	20 Min Drive
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Data for this report is provided via the Market Outlook database from Synergos Technologies, Inc (STI).

Market Outlook is based on the following -

- the Consumer Expenditure Survey (CE), a program of the Bureau of Labor Statistics (BLS);
- the U.S. Census Bureau's monthly and annual Retail Trade (CRT) reports;
- the Census Bureau's Economic Census; with supporting demographic data from STI: PopStats data and STI: WorkPlace.

Market Outlook data covers 31 leading retail segments and 40 major product and service lines.

The difference between demand and supply represents the opportunity gap or surplus available for each retail outlet cited on the Market Outlook report for the specified trade area or reporting geography. When the demand is greater than (or less than) the supply, there is an opportunity gap (or surplus) for that retail outlet. In other words, a negative value signifies an opportunity gap where the Consumer Demand is higher than the Market Supply, while a positive value signifies a surplus.

Consumer Demand/Market Supply Index:

- n = 100 (Equilibrium)
- n > 100 suggests demand is not being fully met within the market, consumers are leaving the area to shop
- n < 100 suggests supply exceeds demand, attracting consumers from outside the defined area