

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 | | | |
|--|----------------------|-------------------------|-----------------|----------------------|-------------------------|-----------------|------------------------|-------------------------|---------------|
| Demographics | | | | | | | | | |
| Population | | | 34,116 | | | 73,901 | | | |
| 5-Year Population estimate | | | 33,100 | | | 71,818 | | | |
| Population Households | | | 32,048 | | | 71,297 | | | |
| Group Quarters Population | | | 2,068 | | | 2,604 | | | |
| Households | | | 14,431 | | | 31,816 | | | |
| 5-Year Households estimate | | | 13,972 | | | 30,882 | | | |
| WorkPlace Establishments | | | 1,156 | | | 1,988 | | | |
| Workplace Employees | | | 15,330 | | | 25,043 | | | |
| Median Household Income | | | \$46,734 | | | \$48,599 | | | |
| By Establishments | | | | | | | | | |
| Consumer Demand | Market Supply | Opportunity Gap/Surplus | Consumer Demand | Market Supply | Opportunity Gap/Surplus | Consumer Demand | Market Supply | Opportunity Gap/Surplus | |
| \$2,148,373 | \$0 | (\$2,148,373) | -100% | \$4,340,371 | \$0 | (\$4,340,371) | -100% | \$10,552,619 | |
| \$2,390,877 | \$0 | (\$2,390,877) | -100% | \$4,714,637 | \$718,011 | (\$3,996,626) | -85% | \$11,269,074 | |
| \$1,927,264 | \$0 | (\$1,927,264) | -100% | \$4,239,698 | \$2,677,851 | (\$1,561,846) | -37% | \$10,652,505 | |
| \$1,620,617 | \$0 | (\$1,620,617) | -100% | \$3,154,918 | \$0 | (\$3,154,918) | -100% | \$7,474,599 | |
| \$10,402,925 | \$0 | (\$10,402,925) | -100% | \$102,877,435 | \$6,029,690 | (\$96,847,745) | -94% | \$309,157,485 | |
| \$3,466,894 | \$0 | (\$3,466,894) | -100% | \$10,186,714 | \$8,817,075 | (\$1,369,639) | -13% | \$25,689,568 | |
| \$1,769,977 | \$0 | (\$1,769,977) | -100% | \$3,114,952 | \$889,019 | (\$2,225,933) | -71% | \$7,076,114 | |
| \$1,134,276 | \$156,431 | (\$977,845) | -86% | \$2,307,971 | \$1,558,020 | (\$749,951) | -32% | \$5,608,345 | |
| \$41,138,696 | \$6,278,474 | (\$34,860,222) | -85% | \$67,440,428 | \$57,601,148 | (\$9,839,280) | -15% | \$147,306,546 | |
| \$1,242,749 | \$199,759 | (\$1,042,990) | -84% | \$1,978,481 | \$4,014,775 | \$2,036,294 | 103% | \$4,281,683 | |
| \$7,728,507 | \$1,292,944 | (\$6,435,563) | -83% | \$12,467,669 | \$9,902,314 | (\$2,565,355) | -21% | \$27,161,199 | |
| \$6,198,205 | \$1,296,109 | (\$4,902,096) | -79% | \$10,583,256 | \$7,794,206 | (\$2,789,050) | -26% | \$23,699,824 | |
| \$5,148,578 | \$1,219,615 | (\$3,928,963) | -76% | \$8,498,854 | \$2,769,697 | (\$5,729,157) | -67% | \$18,803,374 | |
| \$1,536,009 | \$526,976 | (\$1,009,033) | -66% | \$2,682,603 | \$2,611,077 | (\$71,526) | -3% | \$5,826,794 | |
| \$49,741,843 | \$18,147,116 | (\$31,594,727) | -64% | \$78,440,288 | \$25,695,507 | (\$52,744,781) | -67% | \$168,782,961 | |
| \$3,181,636 | \$1,199,107 | (\$1,982,529) | -62% | \$6,952,307 | \$6,883,905 | (\$68,402) | -1% | \$14,992,975 | |
| Specialty Food Stores | \$737,161 | \$305,733 | (\$431,428) | -59% | \$1,615,450 | \$903,085 | (\$712,365) | -44% | \$4,009,662 |
| Automotive Dealers | \$65,533,981 | \$31,209,551 | (\$34,324,430) | -52% | \$110,768,939 | \$136,511,059 | \$25,742,120 | 23% | \$250,088,111 |
| Clothing Stores | \$6,546,941 | \$3,276,673 | (\$3,270,268) | -50% | \$12,636,436 | \$5,605,734 | (\$7,030,702) | -56% | \$29,984,192 |
| Building Material/Supplies Dealers | \$22,357,518 | \$12,453,954 | (\$9,903,564) | -44% | \$38,637,133 | \$41,236,588 | \$2,599,455 | 7% | \$87,358,354 |
| Gasoline Stations | \$34,858,540 | \$26,435,089 | (\$8,423,451) | -24% | \$59,481,632 | \$45,403,852 | (\$14,077,780) | -24% | \$133,211,939 |
| Florists/Misc. Store Retailers | \$801,419 | \$637,579 | (\$163,840) | -20% | \$1,218,216 | \$1,046,566 | (\$171,651) | -14% | \$2,591,019 |
| Health/Personal Care Stores | \$23,756,273 | \$19,146,891 | (\$4,609,382) | -19% | \$40,028,303 | \$47,861,730 | \$7,833,427 | 20% | \$89,047,043 |
| Bar/Drinking Places (Alcoholic Beverages) | \$2,467,829 | \$2,589,881 | \$122,052 | 5% | \$4,916,941 | \$4,682,778 | (\$234,163) | -5% | \$9,207,501 |
| Full-Service Restaurants | \$17,772,144 | \$19,503,088 | \$1,730,944 | 10% | \$35,480,055 | \$32,435,795 | (\$3,044,260) | -9% | \$71,857,635 |
| Limited-Service Eating Places | \$21,264,899 | \$28,240,861 | \$6,975,963 | 33% | \$40,425,214 | \$46,126,019 | \$5,700,805 | 14% | \$83,591,055 |
| Special Food Services | \$2,780,126 | \$4,068,928 | \$1,288,802 | 46% | \$4,969,131 | \$12,257,380 | \$7,288,249 | 147% | \$10,103,339 |
| Book/Periodical/Music Stores | \$949,360 | \$1,394,214 | \$444,854 | 47% | \$1,680,086 | \$3,117,150 | \$1,437,065 | 86% | \$3,790,946 |
| Other Misc. Store Retailers | \$7,021,068 | \$10,462,074 | \$3,441,006 | 49% | \$10,950,157 | \$15,373,702 | \$4,423,545 | 40% | \$23,488,950 |
| Beer/Wine/Liquor Stores | \$1,627,389 | \$2,456,086 | \$828,697 | 51% | \$3,748,693 | \$2,735,285 | (\$1,013,409) | -27% | \$9,510,162 |
| Other Motor Vehicle Dealers | \$3,634,065 | \$10,848,029 | \$7,213,964 | 199% | \$7,848,553 | \$15,473,462 | \$7,624,908 | 97% | \$19,515,387 |
| 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
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By Major Product Lines

| | | | | | | | | | | | | |
|--|--------------|--------------|----------------|------|---------------|---------------|----------------|------|---------------|---------------|-----------------|------|
| 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/Draperys/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

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Address: 200 Municipal | Weirton, WV
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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