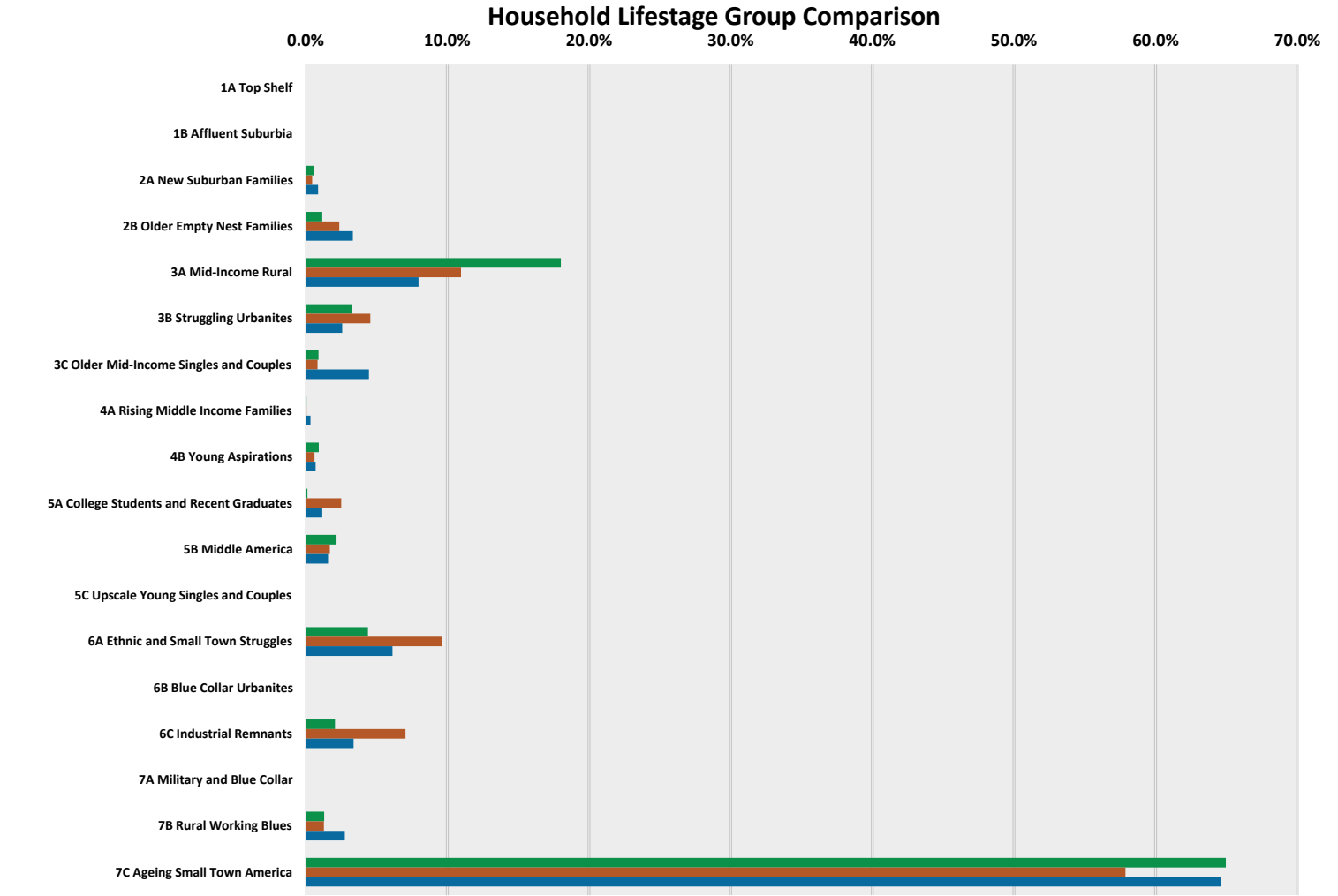


Household Segmentation Profile

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

	Trade Area 1:	Trade Area 2:	Trade Area 3:
	Weirton WV	10 Min Drive	20 Min Drive



	Trade Area 1:	Trade Area 2:	Trade Area 3:
	Weirton WV	10 Min Drive	20 Min Drive

Total Households	8,496	100%	14,632	100%	31,948	100%
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Rank *	Cluster	Lifestage Group	Households	%	Households	%	Households	%
1	37 Industrial Town	7C Ageing Small Town America	4,458	52.5%	6,025	41.2%	11,827	37.0%
2	16 Spacious Suburbs	3A Mid-Income Rural	1,502	17.7%	1,576	10.8%	2,477	7.8%
3	50 Small Town	7C Ageing Small Town America	676	8.0%	1,062	7.3%	2,647	8.3%
4	65 Small Towns	6A Ethnic and Small Town Struggles	374	4.4%	1,394	9.5%	1,947	6.1%
5	23 Long-Lasting Heartland	7C Ageing Small Town America	287	3.4%	851	5.8%	3,576	11.2%
6	38 Middle America	3B Struggling Urbanites	236	2.8%	457	3.1%	518	1.6%
7	68 Rust Belt	6C Industrial Remnants	175	2.1%	447	3.1%	497	1.6%
8	36 Olde New England	5B Middle America	142	1.7%	192	1.3%	354	1.1%
9	47 Simply Southern	7B Rural Working Blues	83	1.0%	105	0.7%	669	2.1%
10	19 Outer Suburban Affluence	4B Young Aspirations	79	0.9%	92	0.6%	223	0.7%

* Rank is based on Trade Area 1 cluster size

Household Segmentation Profile

Market: 200 Municipal | Weirton, WV

Date: 11/10/2023

TOTAL HOUSEHOLDS		8,496	100%	14,632	100%	31,948	100%
Segment Group	Cluster Name	Weirton WV		10 Min Drive		20 Min Drive	
1A Top Shelf		0	0.0%	0	0.0%	0	0.0%
	01 One Percenters	0	0.0%	0	0.0%	0	0.0%
	02 Peak Performers	0	0.0%	0	0.0%	0	0.0%
	03 Second City Achievers	0	0.0%	0	0.0%	0	0.0%
1B Affluent Suburbia		0	0.0%	0	0.0%	8	0.0%
	04 Young Success	0	0.0%	0	0.0%	8	0.0%
	05 Affluent Parents	0	0.0%	0	0.0%	0	0.0%
	06 Best of Both Worlds	0	0.0%	0	0.0%	0	0.0%
	09 Successful Urban Commuters	0	0.0%	0	0.0%	0	0.0%
2A New Suburban Families		52	0.6%	68	0.5%	281	0.9%
	17 New American Dreams	14	0.2%	16	0.1%	25	0.1%
	21 New Suburban Style	0	0.0%	0	0.0%	0	0.0%
	34 Midwestern Comforts	38	0.4%	52	0.4%	256	0.8%
	42 Rising Fortunes	0	0.0%	0	0.0%	0	0.0%
2B Older Empty Nest Families		100	1.2%	347	2.4%	1,065	3.3%
	12 Mainstream Established Suburb	8	0.1%	18	0.1%	35	0.1%
	15 Comfortable Retirement	12	0.1%	42	0.3%	51	0.2%
	18 Small Town Middle Managers	10	0.1%	120	0.8%	338	1.1%
	33 Noreasters	6	0.1%	6	0.0%	6	0.0%
	41 All-American	64	0.8%	162	1.1%	636	2.0%
3A Mid-Income Rural		1,531	18.0%	1,605	11.0%	2,544	8.0%
	13 Cowboy Country	6	0.1%	6	0.0%	7	0.0%
	16 Spacious Suburbs	1,502	17.7%	1,576	10.8%	2,477	7.8%
	20 Strong Individualists	0	0.0%	0	0.0%	0	0.0%
	51 Low Cost Rural	23	0.3%	23	0.2%	60	0.2%
3B Struggling Urbanites		275	3.2%	668	4.6%	824	2.6%
	38 Middle America	236	2.8%	457	3.1%	518	1.6%
	44 Pacific Second City	0	0.0%	0	0.0%	0	0.0%
	45 Northern Perseverance	29	0.3%	29	0.2%	124	0.4%
	58 Urban Crowd	10	0.1%	182	1.2%	182	0.6%
3C Older Mid-Income Singles and Couples		77	0.9%	123	0.8%	1,427	4.5%
	46 Individual Singles	0	0.0%	0	0.0%	1,185	3.7%
	49 Retirement	77	0.9%	123	0.8%	241	0.8%
4A Rising Middle Income Families		6	0.1%	10	0.1%	110	0.3%
	07 Upscale Diversity	0	0.0%	0	0.0%	0	0.0%
	08 Living the Dream	6	0.1%	10	0.1%	110	0.3%
	10 Emerging Leaders	0	0.0%	0	0.0%	0	0.0%
	11 West Coast Affluence	0	0.0%	0	0.0%	0	0.0%
4B Young Aspirations		79	0.9%	92	0.6%	225	0.7%
	14 American Playgrounds	0	0.0%	0	0.0%	2	0.0%
	19 Outer Suburban Affluence	79	0.9%	92	0.6%	223	0.7%
	22 Up and Coming Suburban Divers	0	0.0%	0	0.0%	0	0.0%
	35 Generational Dreams	0	0.0%	0	0.0%	0	0.0%
	40 Beltway Commuters	0	0.0%	0	0.0%	0	0.0%

Uses the AGS Panorama Segmentation system. More information is available by clicking on the respective cluster. Cluster names have been modified from originals.

Household Segmentation Profile

Market: 200 Municipal | Weirton, WV

Date: 11/10/2023

TOTAL HOUSEHOLDS		8,496	100%	14,632	100%	31,948	100%
Segment Group	Cluster Name	Weirton WV		10 Min Drive		20 Min Drive	
5A College Students and Recent Graduates		11	0.1%	368	2.5%	376	1.2%
	57 College Towns	0	0.0%	357	2.4%	357	1.1%
	67 Starting Out	11	0.1%	11	0.1%	19	0.1%
5B Middle America		185	2.2%	251	1.7%	506	1.6%
	26 High Density Diversity	0	0.0%	0	0.0%	0	0.0%
	36 Olde New England	142	1.7%	192	1.3%	354	1.1%
	39 Second City Beginnings	43	0.5%	59	0.4%	152	0.5%
	43 Classic Interstate Suburbia	0	0.0%	0	0.0%	0	0.0%
5C Upscale Young Singles and Couples		0	0.0%	0	0.0%	0	0.0%
	25 Hipsters and Geeks	0	0.0%	0	0.0%	0	0.0%
	27 Young Coastal Technocrats	0	0.0%	0	0.0%	0	0.0%
6A Ethnic and Small Town Struggles		374	4.4%	1,406	9.6%	1,959	6.1%
	31 Latino Workforce	0	0.0%	0	0.0%	0	0.0%
	59 Hardworking Latino Families	0	0.0%	0	0.0%	0	0.0%
	60 Immigrant	0	0.0%	0	0.0%	0	0.0%
	64 Southern Cities	0	0.0%	12	0.1%	12	0.0%
	65 Small Towns	374	4.4%	1,394	9.5%	1,947	6.1%
6B Blue Collar Urbanites		0	0.0%	0	0.0%	0	0.0%
	28 Coastal Diversity	0	0.0%	0	0.0%	0	0.0%
	30 True Grit	0	0.0%	0	0.0%	0	0.0%
	32 Apartment Dwellers	0	0.0%	0	0.0%	0	0.0%
6C Industrial Remnants		176	2.1%	1,031	7.0%	1,081	3.4%
	63 Southern Small Towns	1	0.0%	282	1.9%	282	0.9%
	66 Metropolitan Blue Collar	0	0.0%	302	2.1%	302	0.9%
	68 Rust Belt	175	2.1%	447	3.1%	497	1.6%
7A Military and Blue Collar		0	0.0%	6	0.0%	11	0.0%
	61 Communal Living	0	0.0%	6	0.0%	11	0.0%
	62 Blue Collar Diversity	0	0.0%	0	0.0%	0	0.0%
7B Rural Working Blues		111	1.3%	189	1.3%	884	2.8%
	24 Remote Latino Neighborhoods	0	0.0%	0	0.0%	0	0.0%
	29 Metropolitan	0	0.0%	1	0.0%	2	0.0%
	47 Simply Southern	83	1.0%	105	0.7%	669	2.1%
	48 Tex-Mex	0	0.0%	0	0.0%	0	0.0%
	53 Classic Southerners	19	0.2%	23	0.2%	146	0.5%
	56 Blue Collar	9	0.1%	60	0.4%	66	0.2%
7C Ageing Small Town America		5,519	65.0%	8,468	57.9%	20,647	64.6%
	23 Long-Lasting Heartland	287	3.4%	851	5.8%	3,576	11.2%
	37 Industrial Town	4,458	52.5%	6,025	41.2%	11,827	37.0%
	50 Small Town	676	8.0%	1,062	7.3%	2,647	8.3%
	52 Great Open Country	17	0.2%	22	0.2%	86	0.3%
	54 Agricultural Areas	6	0.1%	10	0.1%	35	0.1%
	55 Mining Areas	75	0.9%	499	3.4%	2,477	7.8%