

Consumer Demographic Profile

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

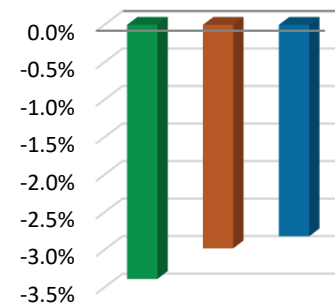
INSIGHT

MARKET ANALYTICS

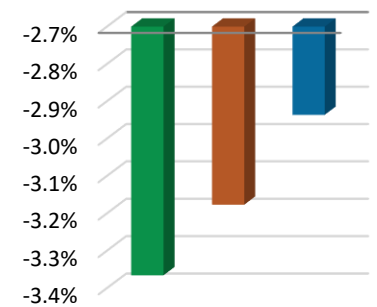
Hdl ECONSolutions

	Weirton WV		10 Min Drive		20 Min Drive	
	#	%	#	%	#	%
Market Stats						
Population	18,464	---	34,116	---	73,901	---
5 Year Projected Pop	17,838	---	33,100	---	71,818	---
Pop Growth (%)	-3.4%	---	-3.0%	---	-2.8%	---
Households	8,366	---	14,431	---	31,816	---
5 Year Projected HHs	8,084	---	13,972	---	30,882	---
HH Growth (%)	-3.4%	---	-3.2%	---	-2.9%	---
Census Stats						
2000 Population	20,459	---	38,588	---	83,290	---
2010 Population	19,146	---	35,033	---	75,409	---
Pop Growth (%)	-6.4%	---	-9.2%	---	-9.5%	---
2000 Households	8,971	---	16,439	---	35,117	---
2010 Households	8,670	---	14,833	---	32,472	---
HH Growth (%)	-3.3%	---	-9.8%	---	-7.5%	---
Total Population by Age						
Average Age	45.2		42.7		44.2	
19 yrs & under	3,342	18.1%	6,845	20.1%	14,033	19.0%
20 to 24 yrs	1,365	7.4%	3,537	10.4%	6,609	8.9%
25 to 34 yrs	2,017	10.9%	3,830	11.2%	8,146	11.0%
35 to 44 yrs	2,139	11.6%	3,792	11.1%	8,028	10.9%
45 to 54 yrs	2,300	12.5%	3,932	11.5%	8,694	11.8%
55 to 64 yrs	2,641	14.3%	4,572	13.4%	10,438	14.1%
65 to 74 yrs	2,652	14.4%	4,415	12.9%	10,284	13.9%
75 to 84 yrs	1,398	7.6%	2,262	6.6%	5,527	7.5%
85 + yrs	610	3.3%	931	2.7%	2,143	2.9%
Population Bases						
20-34 yrs	3,381	18.3%	7,367	21.6%	14,755	20.0%
45-64 yrs	4,941	26.8%	8,504	24.9%	19,132	25.9%
16 yrs +	15,539	84.2%	28,331	83.0%	61,822	83.7%
25 yrs +	13,757	74.5%	23,735	69.6%	53,259	72.1%
65 yrs +	4,661	25.2%	7,609	22.3%	17,953	24.3%
75 yrs +	2,008	10.9%	3,193	9.4%	7,670	10.4%
85 yrs +	610	3.3%	931	2.7%	2,143	2.9%

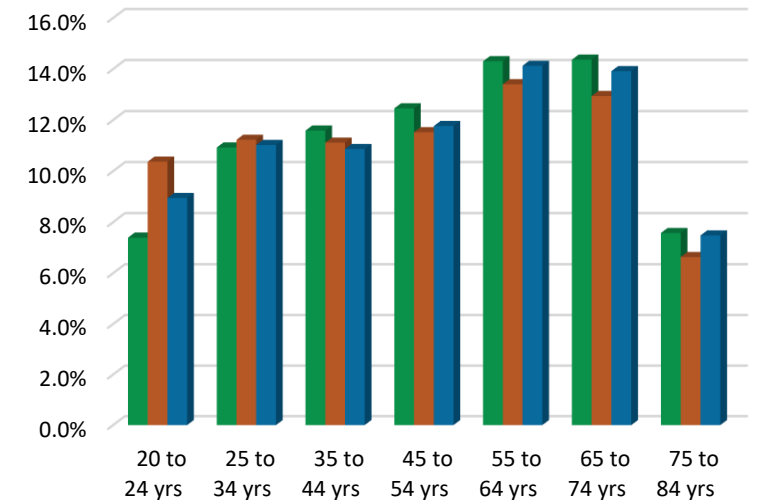
Pop Growth (%)



HH Growth (%)



Population by Age Group



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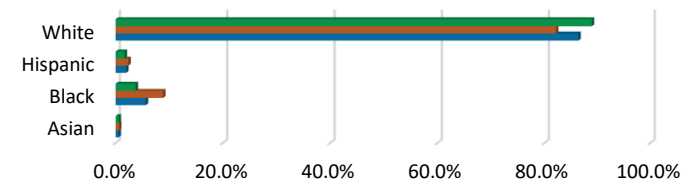
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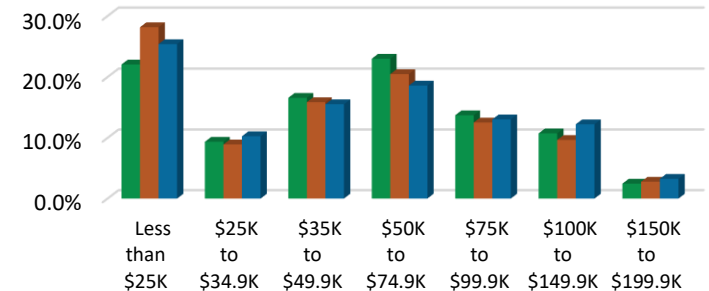
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	Weirton WV		10 Min Drive		20 Min Drive	
	#	%	#	%	#	%
Population by Race						
White	16,414	88.9%	28,029	82.2%	63,827	86.4%
Hispanic	311	1.7%	810	2.4%	1,442	2.0%
Black	690	3.7%	3,013	8.8%	4,144	5.6%
Asian	106	0.6%	215	0.6%	402	0.5%
Ancestry						
American Indian (ancestry)	22	0.1%	55	0.2%	108	0.1%
Hawaiin (ancestry)	2	0.0%	8	0.0%	25	0.0%
Household Income						
Per Capita Income	\$28,716	---	\$24,555	---	\$26,607	---
Average HH Income	\$63,376	---	\$58,051	---	\$61,801	---
Median HH Income	\$52,041	---	\$46,734	---	\$48,599	---
Less than \$25K	1,845	22.1%	4,066	28.2%	8,079	25.4%
\$25K to \$34.9K	784	9.4%	1,288	8.9%	3,269	10.3%
\$35K to \$49.9K	1,389	16.6%	2,292	15.9%	4,947	15.5%
\$50K to \$74.9K	1,925	23.0%	2,956	20.5%	5,918	18.6%
\$75K to \$99.9K	1,149	13.7%	1,809	12.5%	4,152	13.1%
\$100K to \$149.9K	899	10.7%	1,395	9.7%	3,895	12.2%
\$150K to \$199.9K	206	2.5%	400	2.8%	1,034	3.3%
\$200K +	170	2.0%	224	1.6%	522	1.6%
Education						
Less than 9th Grade	228	1.7%	579	2.4%	1,305	2.5%
Some HS, No Diploma	564	4.1%	1,282	5.4%	3,147	5.9%
HS Grad (or Equivalent)	5,217	37.9%	9,204	38.8%	21,529	40.4%
Some College, No Degree	3,044	22.1%	4,923	20.7%	10,180	19.1%
Associate Degree	1,886	13.7%	2,861	12.1%	6,511	12.2%
Bachelor Degree	1,747	12.7%	2,952	12.4%	6,651	12.5%
Graduates Degree	739	5.4%	1,469	6.2%	3,106	5.8%

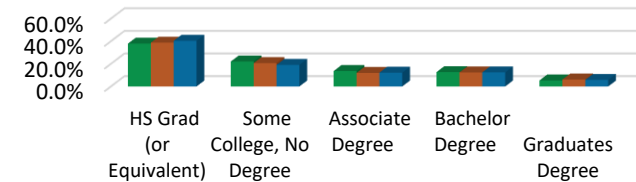
Ethnic Breakdown



Household Income Levels - %



Education



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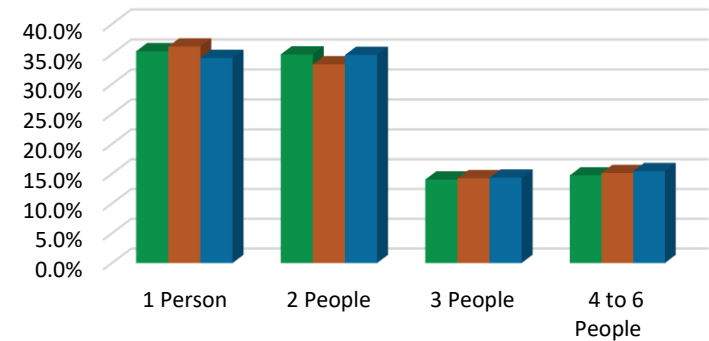
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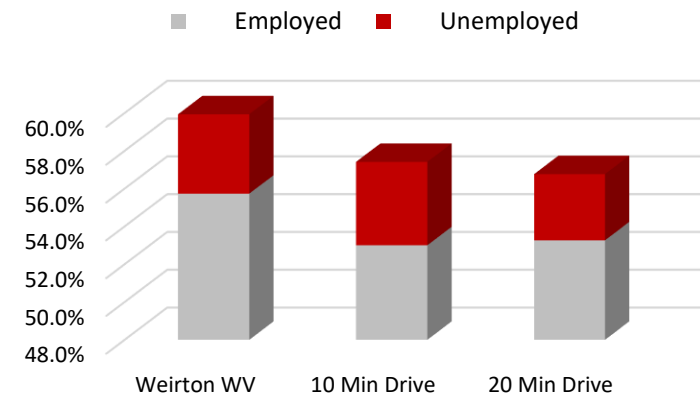
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	Weirton WV		10 Min Drive		20 Min Drive	
	#	%	#	%	#	%
Family Structure	4,843		8,113		18,949	
Single - Male	182	3.8%	276	3.4%	683	3.6%
Single - Female	611	12.6%	1,145	14.1%	1,982	10.5%
Single Parent - Male	146	3.0%	245	3.0%	646	3.4%
Single Parent - Female	436	9.0%	828	10.2%	1,869	9.9%
Married w/ Children	1,025	21.2%	1,683	20.7%	3,765	19.9%
Married w/out Children	2,444	50.5%	3,936	48.5%	10,003	52.8%
Household Size						
1 Person	2,966	35.5%	5,229	36.2%	10,925	34.3%
2 People	2,922	34.9%	4,802	33.3%	11,086	34.8%
3 People	1,172	14.0%	2,054	14.2%	4,562	14.3%
4 to 6 People	1,231	14.7%	2,181	15.1%	4,910	15.4%
7+ People	74	0.9%	165	1.1%	334	1.0%
Home Ownership	8,366		14,431		31,816	
Owners	5,512	65.9%	8,823	61.1%	21,331	67.0%
Renters	2,854	34.1%	5,608	38.9%	10,485	33.0%
Components of Change						
Births	176	1.0%	340	1.0%	725	1.0%
Deaths	385	2.1%	583	1.7%	1,307	1.8%
Migration	-57	-0.3%	-178	-0.5%	-239	-0.3%
Employment (Pop 16+)	15,539		28,331		61,822	
Armed Services	79	0.5%	82	0.3%	105	0.2%
Civilian	9,313	59.9%	16,267	57.4%	35,095	56.8%
Employed	8,660	55.7%	15,016	53.0%	32,929	53.3%
Unemployed	653	4.2%	1,251	4.4%	2,166	3.5%
Not in Labor Force	6,225	40.1%	12,064	42.6%	26,726	43.2%
Employed Population	8,660		15,016		32,929	
White Collar	4,693	54.2%	8,515	56.7%	18,757	57.0%
Blue Collar	3,968	45.8%	6,501	43.3%	14,173	43.0%

Household Size



Civilian Employment



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	#	%	#	%	#	%
Employment By Occupation	8,660		15,016		32,929	
White Collar	4,693	54.2%	8,515	56.7%	18,757	57.0%
Managerial executive	857	9.9%	1,373	9.1%	3,295	10.0%
Prof specialty	1,783	20.6%	3,149	21.0%	6,772	20.6%
Healthcare support	338	3.9%	634	4.2%	1,310	4.0%
Sales	770	8.9%	1,475	9.8%	3,284	10.0%
Office Admin	945	10.9%	1,884	12.5%	4,094	12.4%
Blue Collar	3,968	45.8%	6,501	43.3%	14,173	43.0%
Protective	245	2.8%	404	2.7%	746	2.3%
Food Prep Serving	575	6.6%	1,025	6.8%	2,105	6.4%
Bldg Maint/Cleaning	386	4.5%	765	5.1%	1,416	4.3%
Personal Care	204	2.4%	387	2.6%	716	2.2%
Farming/Fishing/Forestry	54	0.6%	54	0.4%	71	0.2%
Construction	794	9.2%	1,214	8.1%	3,095	9.4%
Production Transp	1,710	19.8%	2,653	17.7%	6,024	18.3%
Employment By Industry	8,660		15,016		32,929	
Agri Mining Const	662	7.6%	924	6.2%	2,515	7.6%
Manufacturing	1,308	15.1%	1,699	11.3%	3,743	11.4%
Transportation	667	7.7%	1,040	6.9%	2,267	6.9%
Information	78	0.9%	129	0.9%	357	1.1%
Wholesale Retail	1,340	15.5%	2,399	16.0%	5,079	15.4%
Fin Insur Real Estate	251	2.9%	544	3.6%	1,593	4.8%
Professional Services	376	4.3%	597	4.0%	1,371	4.2%
Management Services	0	0.0%	0	0.0%	11	0.0%
Admin Waste Services	359	4.1%	678	4.5%	1,492	4.5%
Educational services	2,109	24.4%	4,124	27.5%	8,641	26.2%
Entertain services	805	9.3%	1,526	10.2%	3,136	9.5%
Other Prof services	268	3.1%	700	4.7%	1,391	4.2%
Public admin	436	5.0%	657	4.4%	1,334	4.1%

