



At a Glance

2018 TOP PROSPECTS SURVEY RESULTS

1,551
Survey Sample

Live Downtown	5.3%
Live in Wheeling (not Downtown)	50.9%
Live within 10 miles of Wheeling	28.8%
Live more than 10 miles from Wheeling	15.1%

65%
Female

33%
Work Downtown

Traffic Generators

Businesses and Places Visited Most Often

1. Center Market	9.0%
2. Later Alligator	8.7%
3. WesBanco Arena	7.7%
4. DiCarlo's Pizza	6.6%
5. Coleman's Fish Market	4.8%
6. Tito's Sloppy Doggs	4.3%
7. Heritage Port	4.0%



Trending Up!

Describe recent trends in Downtown Wheeling

Improving or making progress	66.2%
Steady or holding its own	20.9%
Declining or losing ground	12.9%

Opportunities Ahead

Eating and Drinking Establishments

Top prospects for expansion and recruitment based on the 2018 Downtown Wheeling Top Prospects Survey completed by more than 1,500 participants.

37%	27%	11%	9%	7%	4%
Restaurant	Ethnic Restaurant	Drinking Establishment	Bakery	Ice Cream & Sweets	Coffee Shop
Top Features:	Top Features:	Top Features:	Top Features:	Top Features:	Top Features:
Full-service	Thai cuisine	Outdoor seating	Donuts and pastries	Hand-dipped cones, etc.	Fresh coffees, teas, etc.
Dinner menu	Indian cuisine	Live entertainment	Fresh breads	Outdoor seating	Comfortable, "homey"
Outdoor dining	Outdoor service/seating	Pub-style menu	Cookies and brownies	Specialty desserts	Soups, sandwiches, etc.
Healthy option	Middle Eastern cuisine	Craft beers	Coffeehouse beverages	Frozen yogurt	Outdoor seating
Lunch menu	Mexican cuisine	Cocktails & mixed drinks	Cupcakes	Gelato	Live music
Survey Demo: Age	Survey Demo: Age	Survey Demo: Age	Survey Demo: Age	Survey Demo: Age	Survey Demo: Age
25 to 44: 40%	25 to 44: 63%	25 to 44: 60%	25 to 44: 41%	25 to 44: 54%	25 to 44: 61%
45 to 64: 41%	45 to 64: 27%	45 to 64: 28%	45 to 64: 40%	45 to 64: 22%	45 to 64: 19%
Survey Demo: HH \$\$	Survey Demo: HH \$\$	Survey Demo: HH \$\$	Survey Demo: HH \$\$	Survey Demo: HH \$\$	Survey Demo: HH \$\$
\$50K to \$100K: 35%	\$50K to \$100K: 40%	\$50K to \$100K: 45%	\$50K to \$100K: 44%	\$50K to \$100K: 42%	\$50K to \$100K: 47%
\$100K+: 41%	\$100K+: 36%	\$100K+: 42%	\$100K+: 31%	\$100K+: 26%	\$100K+: 22%

Opportunities Ahead

Retail Establishments

Top prospects for expansion and recruitment based on the 2018 Downtown Wheeling Top Prospects Survey completed by more than 1,500 participants.

25%	19%	9%	9%	8%	7%
Specialty Foods Market	Clothing & Accessories	Grocery Store	Outdoor Recreation	Arts, Crafts & Hobby	Kitchen/Home
Top Features:	Top Features:	Top Features:	Top Features:	Top Features:	Top Features:
Locally-sourced foods	Women's casual	Food/Grocery	Canoe/Kayak rentals	General crafts/supplies	Home furnishings/decor
Artisan Foods	Men's casual	Healthy eating	Kayaking classes	Hobby and craft tools	Made in Wheeling/WV
Organic foods	Women's dress/business	Deli & prepared foods	Bicycle rentals	Craft/Hobby classes	Vintage/Repurposed
Prepared foods	Athletic wear	Ethnic grocery/deli	Hiking apparel	Artist supplies	Gourmet kitchenware
Deli selections	New & used boutique	Beer and wine	Bicycling rides/events	Yarn, patterns & supplies	Demo kitchen
Survey Demo: Age	Survey Demo: Age	Survey Demo: Age	Survey Demo: Age	Survey Demo: Age	Survey Demo: Age
25 to 44: 54%	25 to 44: 35%	25 to 44: 50%	25 to 44: 67%	25 to 44: 53%	25 to 44: 40%
45 to 64: 32%	45 to 64: 42%	45 to 64: 39%	45 to 64: 25%	45 to 64: 26%	45 to 64: 39%
Survey Demo: HH \$\$	Survey Demo: HH \$\$	Survey Demo: HH \$\$	Survey Demo: HH \$\$	Survey Demo: HH \$\$	Survey Demo: HH \$\$
\$50K to \$100K: 35%	\$50K to \$100K: 39%	\$50K to \$100K: 39%	\$50K to \$100K: 46%	\$50K to \$100K: 50%	\$50K to \$100K: 34%
\$100K+: 45%	\$100K+: 34%	\$100K+: 33%	\$100K+: 35%	\$100K+: 24%	\$100K+: 46%

Other retail opportunities include: Fitness Center (7%); and Toys and Games (4%).

Potential Market Traction

Q: How likely would you be to patronize the following types of new or expanded business types in Downtown Wheeling?

Weighted Average Ranking | 5 = Definitely Would

1. Restaurant	4.42	1. Specialty Foods	3.99
2. Ethnic Restaurant	4.00	2. Grocery Store	3.81
3. Bakery	3.85	3. Clothing & Accessories	3.73
4. Ice Cream & Sweets	3.76	4. Kitchen & Home Décor	3.55
5. Drinking Establishment	3.38	5. Arts, Crafts & Hobby	3.35
6. Coffee Shop	3.31	6. Outdoor Recreation	3.20

Others: Toys and Games (3.08); and Fitness Center (2.60).

Are you a prospect?

Are you interested in moving your business to, or opening a new business in, Downtown Wheeling?



Interested in moving	36
Interested in opening new	110

11% of Survey Sample

Downtown Housing Opportunities

41%
Would or might consider living in Downtown Wheeling

Top housing styles considered:

Townhouse	53%
Loft	53%
Condo	49%
Apartment	36%



Mortgage or rent payment:

Less than \$600	29%
\$600 to \$800	39%
\$800 to \$1,000	21%
\$1,000 or more	11%



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