



At-a-Glance

2021 LIVE IT UP! SURVEY RESULTS

DOWNTOWN HOUSING INTEREST

50 PERCENT

WOULD OR MIGHT BE INTERESTED IN LIVING IN DOWNTOWN WHEELING.



COMPILED DATA FOR THE GROUP RESPONDING YES OR MAYBE

INTERESTED IN LIVING DOWNTOWN? <small>IF SUITABLE HOUSING WAS AVAILABLE</small>	
Yes, as soon as I find a place	9%
Yes, within 5 years	6%
Yes, within 5 to 10 years	5%
Yes, in 10 years or more	3%
Maybe	27%

HOUSEHOLD INCOME LEVELS <small>THOSE INTERESTED IN LIVING DOWNTOWN</small>	
Less than \$50K	29%
\$50K to \$99K	38%
\$100K to \$149K	19%
\$150K to \$199K	7%
\$200K or more	7%

MORE LIKELY TO BUY OR RENT? <small>MOST FREQUENT RESPONSES SHOWN</small>	
Purchase with a mortgage	39%
Purchase without a mortgage	12%
Rent	25%
Not Sure	24%

AGE GROUPS <small>THOSE INTERESTED IN LIVING DOWNTOWN</small>	
24 or younger	7%
25 to 44	49%
45 to 64	29%
65 or older	16%

PRICE POINTS FOR BUYERS <small>WITHOUT A MORTGAGE</small>	
Less than \$100K	9%
\$100K to \$199K	57%
\$200K to \$299K	29%
\$300K to \$399K	3%
\$400K or more	2%

MONTHLY PRICE POINTS <small>FOR BUYERS WITH A MORTGAGE AND RENTERS</small>	
Less than \$800	39%
\$800 to \$999	27%
\$1,000 to \$1,199	17%
\$1,200 to \$1,399	9%
\$1,400 or more	8%

PREFERRED HOUSING STYLES—BUYERS <small>WITH OR WITHOUT A MORTGAGE TOP 5 SHOWN</small>	
3+ BR Single Family	44%
3+ BR Townhome	32%
2 BR Condominium	31%
2 BR Townhome	30%
2 BR Single Family	30%

PREFERRED HOUSING STYLES—RENTERS <small>RENTERS AND NOT SURE TOP 5 SHOWN</small>	
2 BR Apartment	35%
Loft	24%
2 BR Townhome	23%
3+ BR Single Family	20%
3+ BR Apartment	19%

1,324
TOTAL SAMPLE

Live in Downtown Wheeling	7.2%
Live in Wheeling city limits	51.2%
Live within 20 miles of Wheeling	28.9%
Live 20+ miles from Wheeling	12.8%

Preferred Amenities | TOP 5 SHOWN

Buyers	Renters
With or without a mortgage	And buy/rent undecided
- Pets allowed	- Pets allowed
- Laundry appliances in unit	- Laundry appliances in unit
- Patio or balcony	- Patio or balcony
- Lawn or courtyard space	- Off-street parking
- Off-street parking	- Availability of high-speed Internet

Which of the following aspects are most important to you when choosing a place to live?

Responses Top 5 Shown	Interested in living downtown
Safety of neighborhood	56.1%
Reasonable or low cost of housing	48.8%
Value for the size of home (cost per square foot)	36.3%
Walkable neighborhoods with good sidewalks	34.8%
Close to grocery store or food market	34.3%

In general, how important to you are each of the following aspects when choosing a place to live?

Responses Weighted Average for Top 5 Shown	Interested in living downtown
Neighborhood safety	4.57
Walkability	3.88
Sense of community	3.69
Distance to grocery store or food market	3.67
Distance to shopping, dining, and entertainment	3.63

Weighted Scale: 1 = Not Important | 5 = Extremely Important. Maximum weight = 5.



41 PERCENT

DESCRIBED TRENDS IN DOWNTOWN WHEELING AS, **"IMPROVING OR MAKING PROGRESS."**

Describe trends in Downtown Wheeling

Improving or making progress	41.4%
Steady or holding its own	20.9%
Declining or losing ground	37.6%



68 PERCENT

OF CURRENT DOWNTOWN RESIDENTS ARE LIKELY TO RECOMMEND DOWNTOWN WHEELING AS **A GOOD PLACE TO LIVE.**

Current Downtown Residents: Likelihood to Recommend

Very or somewhat likely	67.7%
Neither likely nor unlikely	7.5%
Very or somewhat unlikely	24.7%

TOP PROSPECTS

FOR EXPANSION AND RECRUITMENT AS DETERMINED BY SURVEY RESPONDENTS

49%

Selected **Classic American Diner** as one of their top choices.

Eating & Drinking Places | Top 5

Classic American Diner	49.0%
Ethnic Restaurant	38.8%
Healthy Menu Restaurant	29.7%
Cafeteria-style Restaurant	26.7%
Brewpub	26.4%

43%

Selected **Bakery** as one of their top choices.

Retail Establishments | Top 5

Bakery	42.9%
Specialty Foods Market	35.9%
Vintage & Repurposed Goods	30.6%
Kitchen, Home Décor & Gifts	28.2%
Arts, Crafts and Hobbies Shop	24.9%

ATTRIBUTES AND PRIORITIES



Downtown Wheeling earned the highest marks for its **historic buildings, character, and vibe**, and as **a good place to invest**.

To what extent do you agree or disagree with the following statements about Downtown Wheeling?

I like the historic buildings, character, and vibe in downtown.	3.87
Downtown is a good place to invest.	3.30
Outdoor recreation is an important part of downtown.	3.19
I think of Downtown Wheeling as a destination in the city.	2.65
Downtown presents a positive image to visitors.	2.30

Weighted Scale: 1 = Strongly Disagree | 5 = Strongly agree. Maximum weight = 5.



Efforts to **expand retail and eating & drinking options** ranked highest among features or enhancements to improve downtown's appeal.

Which features or enhancements would most contribute to making Downtown Wheeling a more appealing place to visit, work and live?

More or wider selection of retail establishments	56.5%
More or wider selection of eating and drinking places	43.8%
Better walking environment (e.g. sidewalks, lighting)	32.6%
More art & cultural activities and/or facilities	30.5%
More outdoor dining and lounging areas	30.1%

Top 5 shown. Up to three selections per respondent allowed.



Those surveyed placed the highest priority on ongoing or new enhancement efforts to, **"Attract new retail businesses to expand shopping options."**

Weighted Priority Rankings | Top 5 Shown

	Weight
Attract new retail businesses to expand shopping options	4.18
Improve streets, sidewalks, lighting, parks, trails, etc.	4.08
Support existing businesses and help them expand	4.08
Attract new eating and drinking places to expand options	3.95
Restore and preserve downtown's historic character	3.65

Priority Scale: 1 = Lowest | 5-Highest. Maximum Weight = 5



Wheeling
HERITAGE

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Wheeling is a Main Street West Virginia Community

