

Consumer Expenditure Expanded

2023 Estimates with 2028 Projections

Calculated using In/Out Places



Lat/Lon: 39.289/-77.8597

Charles Town, WV 25414		Charles Town	
2023 Estimated Population	6,797		
2023 Estimated Households	2,727		
2023 Est. Average Household Income	\$108,627		
2023 Est. Median Household Income	\$97,280		
2023 Household Expenditure	\$200,843,600		
Per Household ~ Per Capita	\$73,650	\$29,549	
2023 Non-Retail Expenditures	\$106,659,704		
Per Household ~ Per Capita	\$39,112	\$15,692	
2023 Retail Expenditures	\$94,183,896		
Per Household ~ Per Capita	\$34,538	\$13,857	
Consumer Expenditure Categories			
Apparel	\$7.21 M	3.6%	
Per Household ~ Per Capita	\$2,644	\$1,061	
Men's Apparel	\$1.33 M	18.5%	
Boys' Apparel	\$362.36 K	5.0%	
Women's Apparel	\$2.29 M	31.8%	
Girls' Apparel	\$413.2 K	5.7%	
Infants' Apparel	\$277.69 K	3.9%	
Footwear	\$1.41 M	19.6%	
Apparel Services, Accessories	\$1.12 M	15.5%	
Contributions	\$7.04 M	3.5%	
Per Household ~ Per Capita	\$2,580	\$1,035	
Education	\$6.83 M	3.4%	
Per Household ~ Per Capita	\$2,505	\$1,005	
Books, Supplies	\$884.94 K	-	
Tuition	\$5.95 M	87.0%	
Entertainment	\$11.69 M	5.8%	
Per Household ~ Per Capita	\$4,288	\$1,720	
Fees, Admissions	\$3.12 M	26.7%	
Video, Audio Equipment	\$3.8 M	32.5%	
Recreational Equipment, Supplies	\$4.76 M	40.7%	
Food, Beverages	\$29.06 M	14.5%	
Per Household ~ Per Capita	\$10,657	\$4,276	
Food at Home	\$14.72 M	50.6%	
Food away from Home	\$12.25 M	42.1%	
Alcoholic Beverages	\$2.1 M	7.2%	
Furnishings & Equipment	\$7.22 M	3.6%	
Per Household ~ Per Capita	\$2,649	\$1,063	
Floor Coverings	\$100.27 K	1.4%	
Household Textiles	\$410.88 K	5.7%	
Furniture	\$1.91 M	26.4%	
Major Appliances	\$1.03 M	14.3%	
Housewares, Small Appliances	\$3.78 M	52.3%	

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Charles Town, WV 25414		Charles Town	
Gifts		\$5.31 M	2.6%
Per Household ~ Per Capita		\$1,946	\$781
Gifts of Education (Tuition, Books)		\$1.3 M	24.5%
Gifts of Food, Beverages		\$438.53 K	8.3%
Gifts of Household Operations		\$219.55 K	4.1%
Gifts of Transportation		\$509.13 K	9.6%
Gifts of Apparel		\$872.53 K	16.4%
Gifts of Apparel Accessories		\$102.86 K	1.9%
Gifts of Recreation		\$432.18 K	8.1%
Gifts of Household Furniture, Equipment		\$833.37 K	15.7%
Gifts Elsewhere Unspecified		\$600.46 K	11.3%
Health Care		\$16.46 M	8.7%
Per Household ~ Per Capita		\$6,442	\$2,584
Health Care Insurance		\$10.94 M	62.3%
Health Care Services		\$3.24 M	18.4%
Health Care Supplies, Equipment		\$2.28 M	13.0%
Health Care Prescription Drug		\$1.1 M	6.3%
Household Operations		\$8.08 M	4.0%
Per Household ~ Per Capita		\$2,965	\$1,189
Babysitting, Elderly Care		\$686.77 K	8.5%
Household Services		\$3.64 M	45.0%
Alimony, Child Support		\$1.22 M	15.1%
Household Supplies		\$2.53 M	31.3%
Miscellaneous Expenses		\$3.83 M	1.9%
Per Household ~ Per Capita		\$1,406	\$564
Legal, Accounting		\$890.91 K	23.2%
Funeral, Cemetery		\$301.17 K	7.9%
Finance Charges (Exclude Mortgage, Vehicle)		\$1.57 M	40.8%
Other Miscellaneous Expenses		\$1.08 M	28.1%
Personal Care		\$2.7 M	1.3%
Per Household ~ Per Capita		\$989	\$397
Electric Personal Care Appliances		\$37.82 K	1.4%
Hair Care		\$358.66 K	13.3%
Personal Care Services		\$1.23 M	45.7%
Personal Care Products		\$1.07 M	39.6%
Personal Insurance		\$1.52 M	0.8%
Per Household ~ Per Capita		\$558	\$224
Reading		\$445.05 K	0.2%
Per Household ~ Per Capita		\$163	\$65
Newspapers		\$163.81 K	36.8%
Magazines		\$54.51 K	12.2%
Books		\$226.72 K	50.9%
Shelter		\$42.24 M	21.0%
Per Household ~ Per Capita		\$15,490	\$6,215
Mortgage Interest		\$13.6 M	32.2%
Property Taxes		\$8.23 M	19.5%
Miscellaneous Owned Dwelling Costs		\$5.71 M	13.5%
Rental Costs		\$11.1 M	26.3%
Other Lodging		\$3.6 M	8.5%

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Charles Town, WV 25414		Charles Town	
Tobacco		\$1.04 M	0.5%
Per Household ~ Per Capita		\$383	\$154
Cigarettes		\$914.17 K	87.5%
Other Tobacco Products		\$130.49 K	12.5%
Transportation		\$36.18 M	18.0%
Per Household ~ Per Capita		\$13,266	\$5,322
Motorcycles (New, Used)		\$207.12 K	0.6%
Vehicle Insurance		\$3.92 M	10.8%
New Vehicle Purchase		\$7.38 M	20.4%
Used Vehicle Purchase		\$6.8 M	18.8%
Vehicle Finance Charges		\$837.33 K	2.3%
Gasoline, Oil		\$8.18 M	22.6%
Vehicle Repair, Maintenance		\$3.38 M	9.4%
Public Transportation		\$2.87 M	7.9%
Other Transportation Costs		\$2.59 M	7.2%
Utilities		\$13.98 M	7.0%
Per Household ~ Per Capita		\$5,127	\$2,057
Natural Gas		\$1.49 M	10.7%
Electricity		\$5.11 M	36.6%
Fuel Oil, Other Fuels		\$461.85 K	3.3%
Telephone Service		\$4.9 M	35.0%
Other Utilities		\$2.02 M	14.4%
Five Year Projections			
2028 Projected Population			7,240
2028 Projected Households			2,916
2028 Household Expenditure			\$216.3 M
Per Household ~ Per Capita		\$74,175	\$29,875
2028 Non-Retail Expenditures			\$115.01 M
Per Household ~ Per Capita		\$39,441	\$15,885
2028 Retail Expenditures			\$101.29 M
Per Household ~ Per Capita		\$34,734	\$13,990
Apparel		\$7.76 M	3.6%
Contributions		\$7.64 M	3.5%
Education		\$7.41 M	3.4%
Entertainment		\$12.59 M	5.8%
Food, Beverages		\$31.23 M	14.4%
Furnishings, Equipment		\$7.78 M	3.6%
Gifts		\$5.78 M	2.7%
Health Care		\$17.74 M	8.2%
Household Operations		\$8.73 M	4.0%
Miscellaneous Expenses		\$4.13 M	1.9%
Personal Care		\$2.9 M	1.3%
Personal Insurance		\$1.64 M	0.8%
Reading		\$481.61 K	0.2%
Shelter		\$45.5 M	21.0%
Tobacco		\$1.12 M	0.5%
Transportation		\$38.84 M	18.0%
Utilities		\$15.01 M	6.9%