

Retail Gap Expanded Report

2020 Census, 2023 Estimates with 2028 Projections
Calculated using In/Out Places

#REF!

Lat/Lon: 39.289/-77.8597

Charles Town, WV 25414			Charles Town	
			Potential / Sales	Index
Clothing, Clothing Accessories Stores			\$4.4 M / \$301.26 K	93
Men's Clothing Stores			\$155.77 K / \$3	100
Women's Clothing Stores			\$674.33 K / \$196.74 K	71
Children's, Infants' Clothing Stores			\$284.29 K / \$6	100
Family Clothing Stores			\$1.79 M / \$10	100
Clothing Accessory Stores			\$146.33 K / \$-1	100
Other Apparel Stores			\$219.44 K / \$104.51 K	52
Shoe Stores			\$722.96 K / \$-12	100
Jewelry Stores			\$373.49 K / \$-1	100
Luggage Stores			\$27.27 K / \$3	100
Furniture, Home Furnishings Stores			\$2.19 M / \$5.13 M	-57
Furniture Stores			\$1.36 M / \$4.76 M	-71
Floor Covering Stores			\$231.6 K / \$372.27 K	-38
Other Home Furnishing Stores			\$596.1 K / \$5	100
Electronics, Appliance Stores			\$1.61 M / \$11	100
Building Material, Garden Equipment, Supplies Dealers			\$5.25 M / \$945.57 K	82
Home Centers			\$2.47 M / \$945.57 K	62
Paint, Wallpaper Stores			\$182.22 K / \$7	100
Hardware Stores			\$227.84 K / -	100
Other Building Materials Stores			\$1.74 M / \$-10	100
Outdoor Power Equipment Stores			\$84.16 K / \$-1	100
Nursery, Garden Stores			\$544.61 K / \$12	100
Food, Beverage Stores			\$13.36 M / \$9.11 M	32
Grocery Stores			\$11.9 M / \$6.61 M	44
Convenience Stores			\$458.44 K / \$2.4 M	-81
Meat Markets			\$134.88 K / \$99.26 K	26
Fish, Seafood Markets			\$49.06 K / \$2	100
Fruit, Vegetable Markets			\$82.08 K / \$-10	100
Other Specialty Food Markets			\$141.37 K / \$-9	100
Liquor Stores			\$593.45 K / \$2	100

Retail Gap Expanded Report

2020 Census, 2023 Estimates with 2028 Projections

Calculated using In/Out Places

#REF!

Lat/Lon: 39.289/-77.8597

Charles Town, WV 25414		Charles Town	
	Potential / Sales	Index	
Health, Personal Care Stores	\$3.35 M / \$5.49 M	-39	
Pharmacy, Drug Stores	\$2.8 M / \$5.38 M	-48	
Cosmetics, Beauty Stores	\$165.58 K / \$-12	100	
Optical Goods Stores	\$188.95 K / \$4	100	
Other Health, Personal Care Stores	\$192.85 K / \$106.77 K	45	
Sporting Goods, Hobby, Book, Music Stores	\$1.7 M / \$874.8 K	49	
Sporting Goods Stores	\$943.79 K / \$570.9 K	40	
Hobby, Toy, Game Stores	\$258.93 K / \$303.88 K	-15	
Sewing, Needlecraft Stores	\$87.24 K / \$13	100	
Musical Instrument Stores	\$70.93 K / \$13	100	
Book Stores	\$342.46 K / \$1	100	
General Merchandise Stores	\$13.44 M / \$1.5 M	89	
Department Stores	\$3.56 M / \$-9	100	
Warehouse Superstores	\$8.56 M / \$12	100	
Other General Merchandise Stores	\$1.32 M / \$1.5 M	-12	
Miscellaneous Store Retailers	\$1.86 M / \$815.01 K	56	
Florists	\$67.44 K / \$19.54 K	71	
Office, Stationary Stores	\$190.29 K / \$3	100	
Gift, Souvenir Stores	\$226.72 K / \$36.46 K	84	
Used Merchandise Stores	\$131.5 K / \$132.04 K	0	
Pet, Pet Supply Stores	\$757.37 K / \$2	100	
Art Dealers	\$61.99 K / \$8	100	
Mobile Home Dealers	\$112.65 K / \$474.72 K	-76	
Other Miscellaneous Retail Stores	\$314.26 K / \$152.23 K	52	
Non-Store Retailers	\$6.33 M / \$4.45 M	30	
Mail Order, Catalog Stores	\$5.29 M / \$3.63 M	31	
Vending Machines	\$137.03 K / \$13	100	
Fuel Dealers	\$504.99 K / \$815.13 K	-38	
Other Direct Selling Establishments	\$397.43 K / \$-12	100	

Retail Gap Expanded Report

2020 Census, 2023 Estimates with 2028 Projections
Calculated using In/Out Places

#REF!

Lat/Lon: 39.289/-77.8597

Charles Town, WV 25414			Charles Town
	Potential / Sales	Index	
Accommodation, Food Services	\$12.23 M / \$17.61 M	-31	
Hotels, Other Travel Accommodations	\$674.71 K / \$548.22 K	19	
RV Parks	\$6.49 K / \$7	100	
Rooming, Boarding Houses	\$4.77 K / \$-12	100	
Full Service Restaurants	\$7.16 M / \$6.4 M	11	
Limited Service Restaurants	\$3.33 M / \$7.77 M	-57	
Special Food Services, Catering	\$1.06 M / \$2.97 M	-64	
Drinking Places	\$314.18 K / \$231.03 K	26	
Gasoline Stations	\$9.51 M / \$7.28 M	23	
Motor Vehicle, Parts Dealers	\$18.65 M / \$5.31 M	72	
New Car Dealers	\$14.25 M / \$13.92 K	100	
Used Car Dealers	\$1.47 M / \$3.89 M	-62	
Recreational Vehicle Dealers	\$329.89 K / \$2	100	
Motorcycle, Boat Dealers	\$683.82 K / \$-8	100	
Auto Parts, Accessories	\$1.14 M / \$1.41 M	-19	
Tire Dealers	\$765.63 K / \$5	100	
2023 Population	6,797		
2028 Population	7,240		
% Population Change 2023-2028	6.5%		
2023 Adult Population Age 18+	5,448		
2023 Population Male	3,348		
2023 Population Female	3,449		
2023 Households	2,727		
2023 Median Household Income	97,280		
2023 Average Household Income	108,627		