

At-a-Glance

2021 TOP PROSPECTS SURVEY RESULTS



LIVE · WORK · PLAY

1,478
Survey Sample

Charles Town city resident	47.4%
Live within 20 miles of Charles Town	50.4%
Live 20+ miles from Charles Town	2.2%

78%
Female

13%
Work Downtown

TRAFFIC GENERATORS

Businesses and Places Visited Most Often | Top 5

1. Ortega's	12.8%
2. Sumittra Thai Kitchen & Bar	8.2%
3. Sibling Coffee Roasters	7.4%
4. Abolitionist Ale Works	5.6%
5. Inkwell's Tavern	5.4%

45%

Described trends in Downtown Charles Town as, "Improving or making progress."



TRENDS

Describe trends in Downtown Charles Town:

Improving or making progress	44.5%
Steady or holding its own	40.6%
Declining or losing ground	15.0%

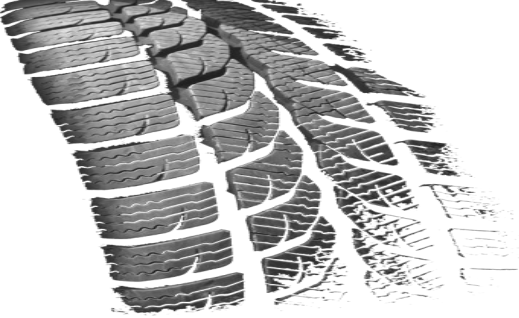
OPPORTUNITIES AHEAD

EATING & DRINKING PLACES

Top 4 prospects for expansion and recruitment as determined by survey respondents

Specialty Cuisine	Upscale Dining	Bakery	Dog Bar
Top Choice: 22.2%	Top Choice: 21.9%	Top Choice: 15.4%	Top Choice: 11.1%
Top Features:	Top Features:	Top Features:	Top Features:
Indian	Steaks	Donuts and Pastries	Enclosed green space
Sushi	Farm to table fare	Fresh breads	Pub-style food
Seafood	Seafood	Cupcakes	Beer
Pho	Outdoor seating	Made-to-order cakes	Attended space for dogs
Korean BBQ	Pasta	Homemade Pies	Dog bathing area
Survey Demo: Age	Survey Demo: Age	Survey Demo: Age	Survey Demo: Age
25 to 44: 49%	25 to 44: 47%	25 to 44: 42%	25 to 44: 50%
45 to 64: 37%	45 to 64: 36%	45 to 64: 43%	45 to 64: 34%
Survey Demo: HH \$\$	Survey Demo: HH \$\$	Survey Demo: HH \$\$	Survey Demo: HH \$\$
\$50K to \$100K: 29%	\$50K to \$100K: 22%	\$50K to \$100K: 32%	\$50K to \$100K: 33%
\$100K to \$150K: 30%	\$100K to \$150K: 29%	\$100K to \$150K: 24%	\$100K to \$150K: 23%
\$150K+: 29%	\$150K+: 39%	\$150K+: 28%	\$150K+: 22%

POTENTIAL MARKET TRACTION



EATING & DRINKING ESTABLISHMENTS

Question:
How likely would you be to patronize the following types of expanded or new Downtown Charles Town eating and drinking establishments on a consistent basis?

1. Specialty Cuisine Restaurant	4.027
2. Bakery	3.893
3. Upscale Dining	3.770
4. Brewery	3.321
5. Tea House	2.987
6. Dog Bar	2.671

Weighted Average Scale: 1 = Definitely would not | 5 = Definitely would

OPPORTUNITIES AHEAD

RETAIL ESTABLISHMENTS

Top 4 prospects for expansion and recruitment as determined by survey respondents

Gourmet Foods	Clothing Boutique	Floral and Plants	Toy Store
Top Choice: 33.9%	Top Choice: 16.1%	Top Choice: 12.3%	Top Choice: 11.3%
Top Features:	Top Features:	Top Features:	Top Features:
Specialty cheeses & meats	Women's casual	Ready to go bouquets	Educational toys
Large variety of wines	Men's casual	Made to order bouquets	Creative toys
Local breads	Children's clothing	House plants	Games
Tastings	Bohemian styles	Flower arranging classes	Books
Ice Cream/Gelato	Sporty women's fashions	Local delivery	Parent and Me classes
Survey Demo: Age	Survey Demo: Age	Survey Demo: Age	Survey Demo: Age
25 to 44: 45%	25 to 44: 36%	25 to 44: 43%	25 to 44: 69%
45 to 64: 42%	45 to 64: 46%	45 to 64: 39%	45 to 64: 24%
Survey Demo: HH \$\$	Survey Demo: HH \$\$	Survey Demo: HH \$\$	Survey Demo: HH \$\$
\$50K to \$100K: 25%	\$50K to \$100K: 33%	\$50K to \$100K: 31%	\$50K to \$100K: 31%
\$100K to \$150K: 30%	\$100K to \$150K: 28%	\$100K to \$150K: 33%	\$100K to \$150K: 28%
\$150K+: 36%	\$150K+: 28%	\$150K+: 25%	\$150K+: 22%

POTENTIAL MARKET TRACTION



RETAIL ESTABLISHMENTS

Question:

How likely would you be to patronize the following types of expanded or new Downtown Charles Town retail establishments on a consistent basis?

1. Gourmet Foods and Wines Shop	3.776
2. Clothing Boutique	3.291
3. Full Service and DIY Floral and Plants	3.273
4. Pet Store	3.244
5. Toy Store	3.040
6. Metaphysical Supply Store	2.583

Weighted Average Scale: 1 = Definitely would not | 5 = Definitely would

94 POTENTIAL PROSPECTS



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

Interested in moving a business to downtown	18
Interested in opening a new business in downtown	76

7.9% of Responding Survey Sample

DOWNTOWN HOUSING OPPORTUNITIES



43%

Would or might be interested in living in Downtown Charles Town.

TOP HOUSING STYLES CONSIDERED:

2 Bedroom Townhome	42%
2 Bedroom Condo	28%
2 Bedroom Apartment	22%
Loft	14%

MORTGAGE OR RENT PAYMENT:

Less than \$800	16%
\$800 to \$1,000	20%
\$1,000 to \$1,200	21%
\$1,200 or more	42%

CHARLES TOWN NOW



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City of Charles Town

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Charles Town is a Main Street West Virginia Community

