

 **Placer.ai**

Charles Town - huntfield

 Charles Town, WV

 Last 12 Months

 Export 

 Data Version 2.0 - including short visits - will be launched on March 31st!

[Learn More](#)

Charles Town - huntfield is a Custom-POI which wasn't 'verified' by Placer.

[Learn More](#)

Metrics

Property:

Charles Town - huntfield / Ch...



Visits	258.5K	Panel Visits	10.9K
Visitors	26.9K	Visits YoY	-3.1%
Visit Frequency	9.61	Visits Yo2Y	+12.8%
Avg. Dwell Time	479 min	Visits Yo3Y	+27.1%

Visits Trend

Charles Town - hunt...

Charles Town, WV

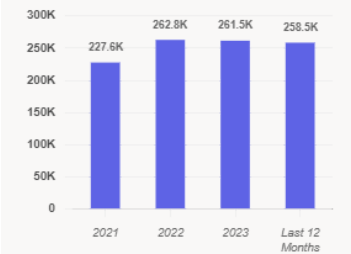
Metric: Visits

Aggregation: Daily

Annual Summary: 

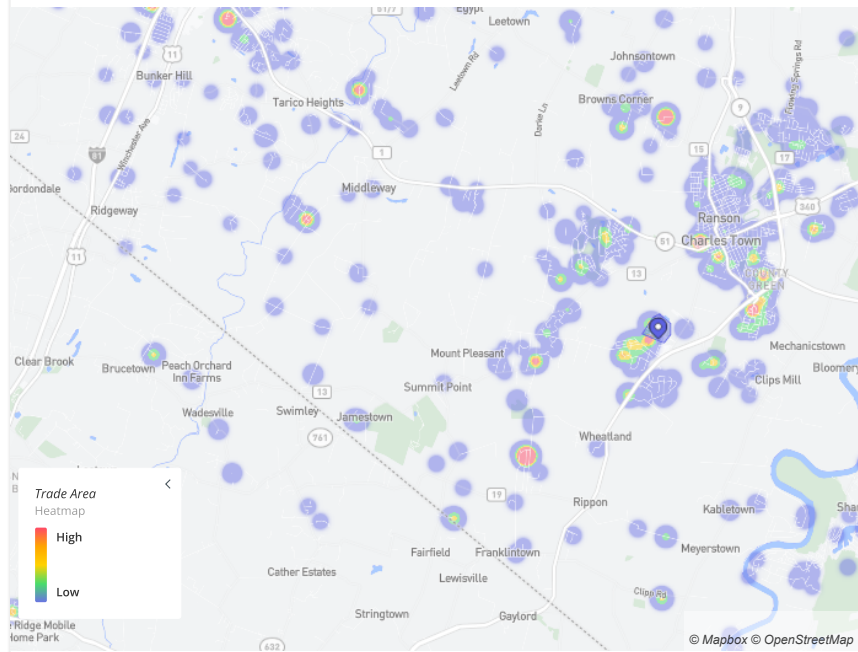
Outlier Indicators: 





Year	Visits
2021	227.6K
2022	262.8K
2023	261.5K
Last 12 Months	258.5K

Market Landscape



Home locations are obfuscated for privacy and randomly placed within a census block. They do not represent actual home addresses.
[Learn more](#)

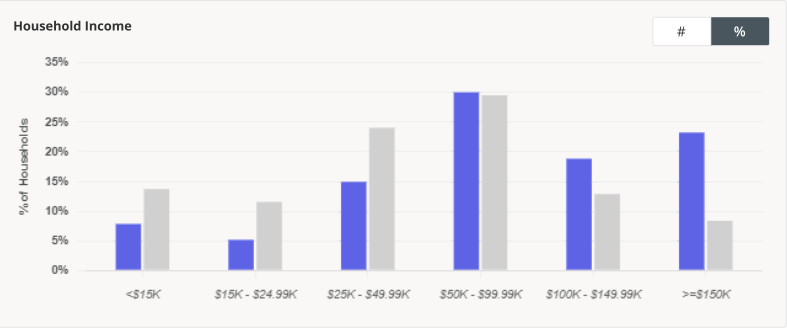
Audience Overview

Charles Town - hunt...
Charles Town, WV

Dataset: View: Compare to:
Census 2021 Potential Market West Virginia



Property	Median Household Income	Bachelor's Degree or Higher	Median Age	Most Common Ethnicity	Persons per Household
Charles Town...	\$84.7K	41.6%	33.3	White (59.3%)	2.81
West Virginia	\$50.9K	21.8%	42.1	White (91.2%)	2.53

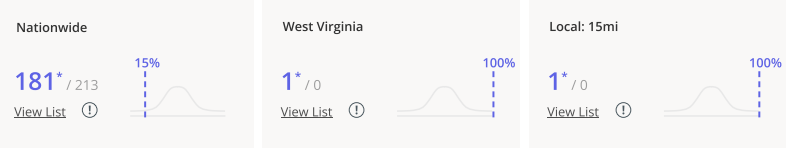


*Demographics are based on a True Trade Area capturing 70% of visits | Data source: Census 2021

Ranking Overview

Charles Town - hunt...
Charles Town, WV

Benchmark: Metric:
Category: Neighborhood Visits



Favorite Places

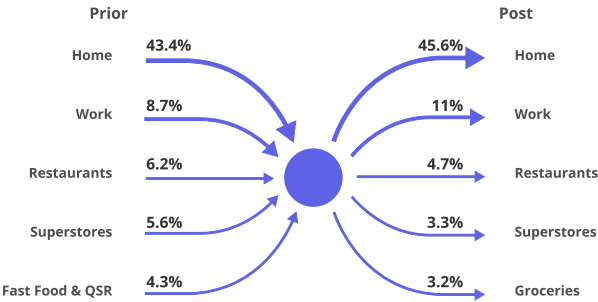
Category:
All Categories
Min. Visits: 1

Charles Town - huntfield / Charles Town, WV			
Rank	Name	Distance	Visitors
1	Jefferson Crossing / 188 Flowing Springs Rd, Charles Town, WV 25414	3.1 mi	13.2K (49%)
2	Charles Town Plaza / 96 Patrick Henry Way, Charles Town, WV 25414	3.7 mi	12.7K (47.4%)
3	The Commons / 144-436 Retail Commons Pkwy, Martinsburg, WV 25403	13.4 mi	11.9K (44.2%)
4	The Potomac Marketplace / 217 Oak Lee Dr, Ranson, WV 25438	4.3 mi	11.6K (43.3%)
5	Walmart / 96 Patrick Henry Way, Charles Town, WV 25414	3.8 mi	11.5K (42.8%)

Visitor Journey

Property:
Charles Town - huntfield / Ch...

Show by:
Location
Category
Category Group



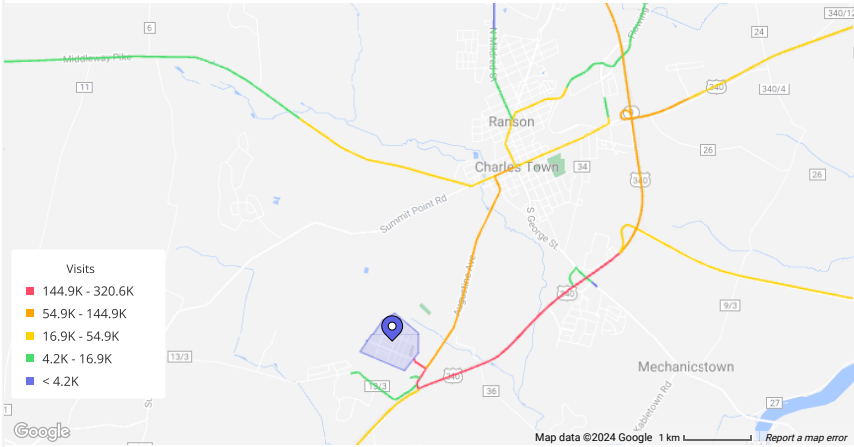
Visitor Journey - Routes

Property:
Charles Town - huntfield / Ch...

Journey Direction:
To Property From Property

To protect individual privacy, the beginning points shown for each route are approximations and do not represent actual home locations. [Learn more](#)

Dismiss

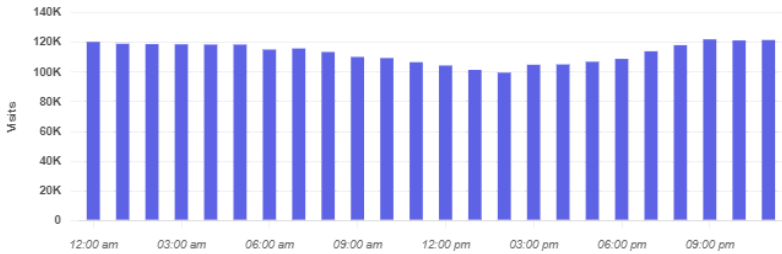


To protect individual privacy, the beginning points shown for each route are approximations and do not represent actual home locations. [Learn more](#)

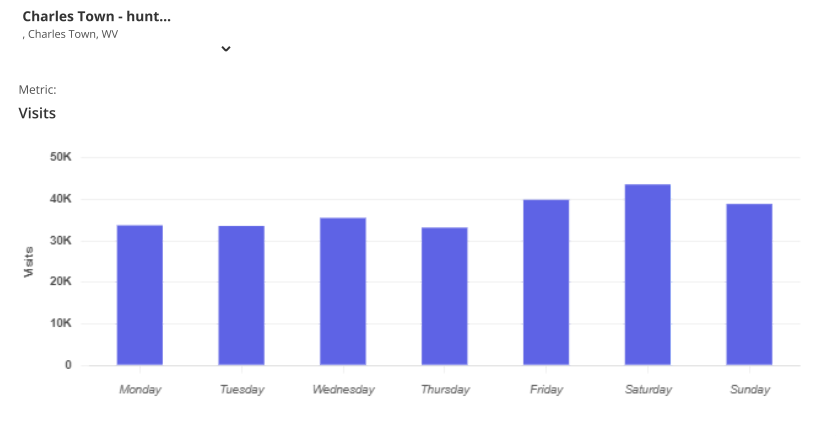
Hourly Visits

Charles Town - hunt...
Charles Town, WV

Metric:
Visits



Daily Visits



Length of Stay

