

 **Placer.ai**

# Charles Town - Norborne Glebe 1

 Charles Town, WV



 Last 12 Months

 Export 

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

[Learn More](#)

Charles Town - Norborne Glebe 1 is a Custom-POI which wasn't 'verified' by Placer.

[Learn More](#)

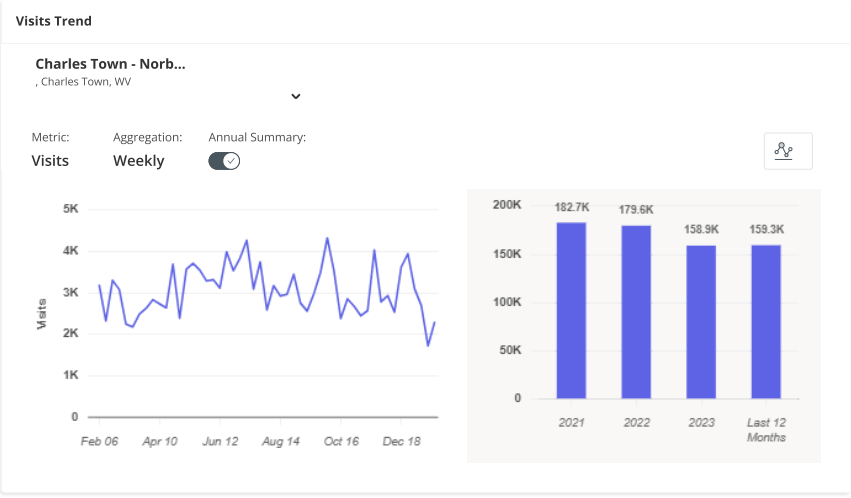
**Metrics**

Property:

Charles Town - Norborne Gleb...



|                 |         |              |        |
|-----------------|---------|--------------|--------|
| Visits          | 159.3K  | Panel Visits | 5.9K   |
| Visitors        | 31.8K   | Visits YoY   | -10.5% |
| Visit Frequency | 5.02    | Visits Yo2Y  | -13.8% |
| Avg. Dwell Time | 185 min | Visits Yo3Y  | +32.8% |



## Market Landscape



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

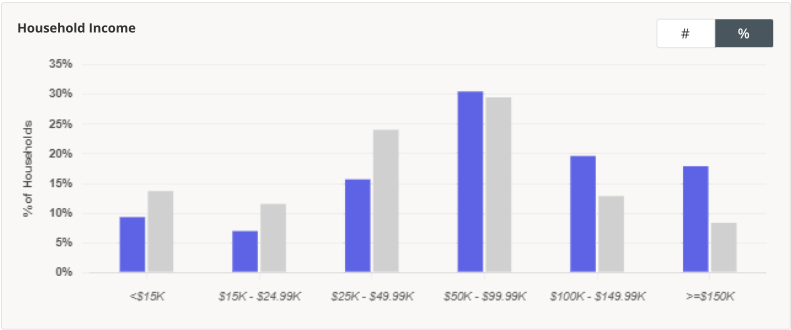
Audience Overview

Charles Town - Norb...  
Charles Town, WV

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



| Property        | Median Household Income | Bachelor's Degree or Higher | Median Age | Most Common Ethnicity | Persons per Household |
|-----------------|-------------------------|-----------------------------|------------|-----------------------|-----------------------|
| Charles Town... | \$78.3K                 | 36.2%                       | 37.8       | White (69%)           | 2.58                  |
| West Virginia   | \$50.9K                 | 21.8%                       | 42.1       | White (91.2%)         | 2.53                  |

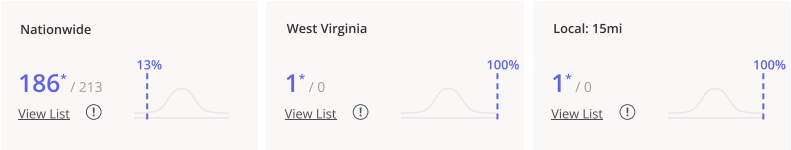


\*Demographics are based on a True Trade Area capturing 70% of visits | Data source: Census 2021

Ranking Overview

Charles Town - Norb...  
Charles Town, WV

Benchmark: Category: Neighborhood    Metric: Visits



Favorite Places

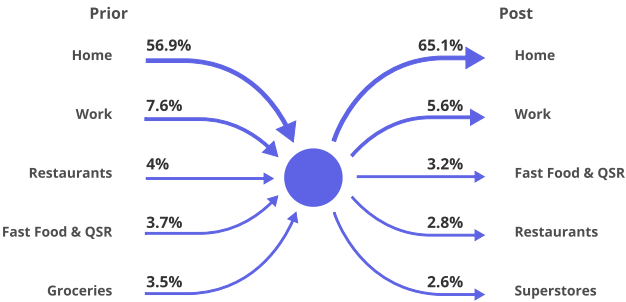
Category: Min. Visits:  
All Categories 1

| Charles Town - Norborne Glebe 1 / Charles Town, WV |                                                                     |          |               |
|----------------------------------------------------|---------------------------------------------------------------------|----------|---------------|
| Rank                                               | Name                                                                | Distance | Visitors      |
| 1                                                  | Charles Town Plaza / 96 Patrick Henry Way, Charles Town, WV 25414   | 2.4 mi   | 22.2K (69.8%) |
| 2                                                  | Jefferson Crossing / 188 Flowing Springs Rd, Charles Town, WV 25414 | 2 mi     | 21.9K (69.1%) |
| 3                                                  | Walmart / 96 Patrick Henry Way, Charles Town, WV 25414              | 2.4 mi   | 20.7K (65.2%) |
| 4                                                  | The Potomac Marketplace / 217 Oak Lee Dr, Ranson, WV 25438          | 3.7 mi   | 20.2K (63.7%) |
| 5                                                  | Somerset Village / 64 Somerset Boulevard, Charles Town, WV 25414    | 2.1 mi   | 18K (56.7%)   |

Visitor Journey

Property:  
Charles Town - Norborne Gleb...

Show by:  
Location Category Category Group



Visitor Journey - Routes

Property:  
Charles Town - Norborne Gleb...

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

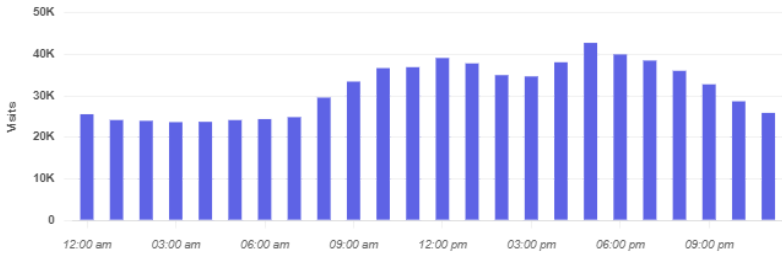


To protect individual privacy, the beginning points shown for each route are approximations and do not represent actual home locations. [Learn more](#)

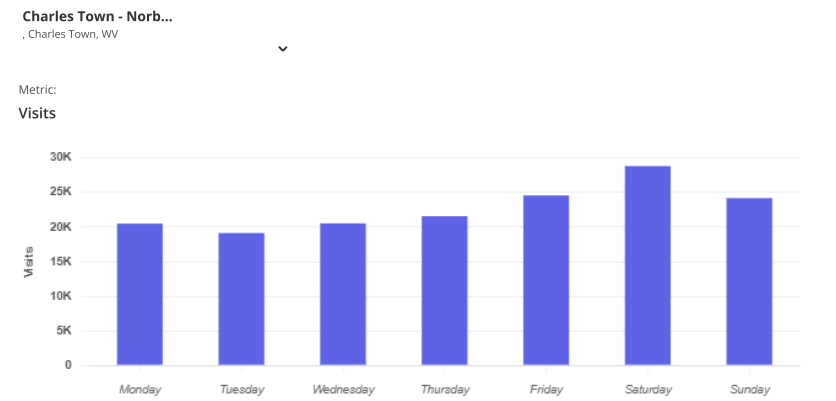
Hourly Visits

Charles Town - Norb...  
Charles Town, WV

Metric:  
Visits



Daily Visits



Length of Stay

