

 **Placer.ai**

Charles Town - Norborne Glebe 2

 Charles Town, WV

 Last 12 Months

 Export ▾

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

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Charles Town - Norborne Glebe 2 is a Custom-POI which wasn't 'verified' by Placer.

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Metrics

Property:

[Charles Town - Norborne Gleb...](#)



Visits	131.1K	Panel Visits	5.2K
Visitors	19.8K	Visits YoY	+73.6%
Visit Frequency	6.63	Visits Yo2Y	+86.3%
Avg. Dwell Time	362 min	Visits Yo3Y	+170%

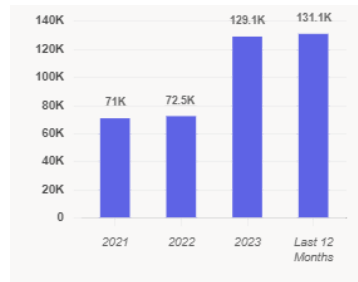
Visits Trend

Charles Town - Norb...

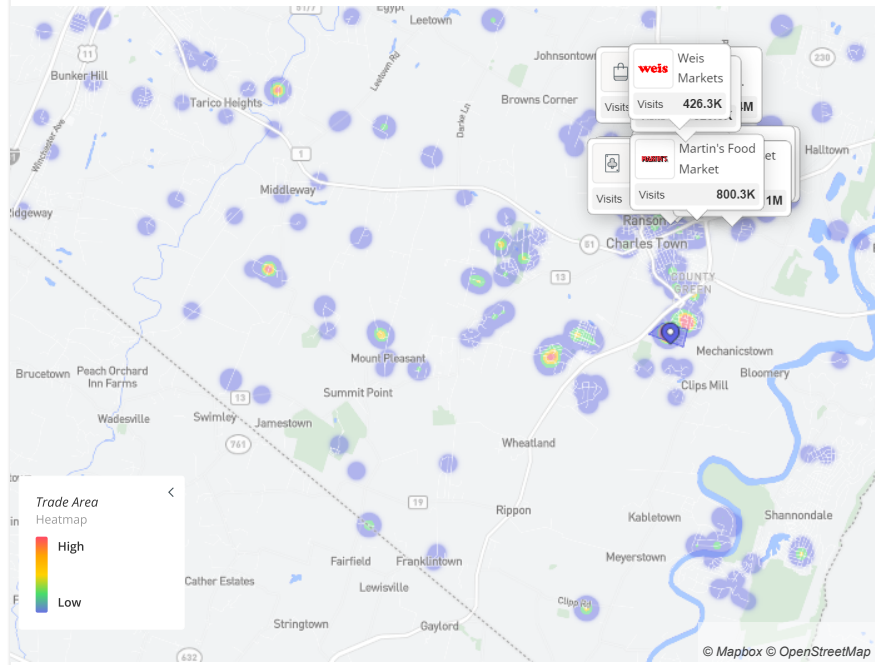
, Charles Town, WV



Metric: Visits Aggregation: Weekly Annual Summary: 



Market Landscape



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

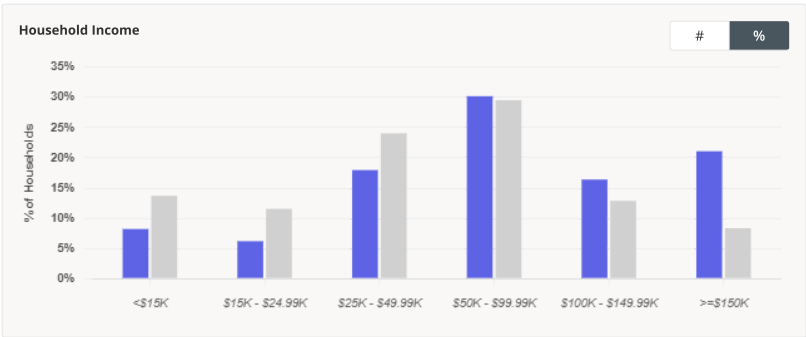
Audience Overview

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... Charles Town, WV	\$75K	37.7%	37.1	White (63.1%)	2.59
West Virginia	\$50.9K	21.8%	42.1	White (91.2%)	2.53

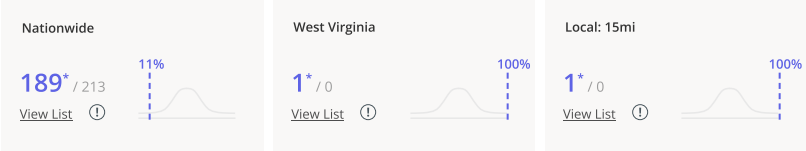


*Demographics are based on a True Trade Area capturing 70% of visits | Data source: Census 2021

Ranking Overview

Charles Town - Norb...
Charles Town, WV

Benchmark: Category: Neighborhood Metric: Visits



Favorite Places

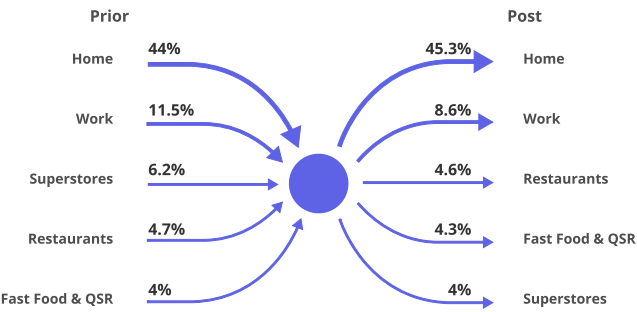
Category:
Categories (48)
Min. Visits: 1

Charles Town - Norborne Glebe 2 / Charles Town, WV			
Rank	Name	Distance	Visitors
1	Charles Town Plaza / 96 Patrick Henry Way, Charles Town, WV 25414	2.7 mi	7.7K (38.9%)
2	Jefferson Crossing / 188 Flowing Springs Rd, Charles Town, WV 25414	2.3 mi	7.4K (37.2%)
3	The Potomac Marketplace / 217 Oak Lee Dr, Ranson, WV 25438	4 mi	7.1K (35.7%)
4	Walmart / 96 Patrick Henry Way, Charles Town, WV 25414	2.7 mi	6.7K (33.9%)
5	The Commons / 144-436 Retail Commons Pkwy, Martinsburg, WV 25403	14.2 mi	6.5K (33%)

Visitor Journey

Property:
Charles Town - Norborne Gleb...

Show by:
Location
Category
Category Group

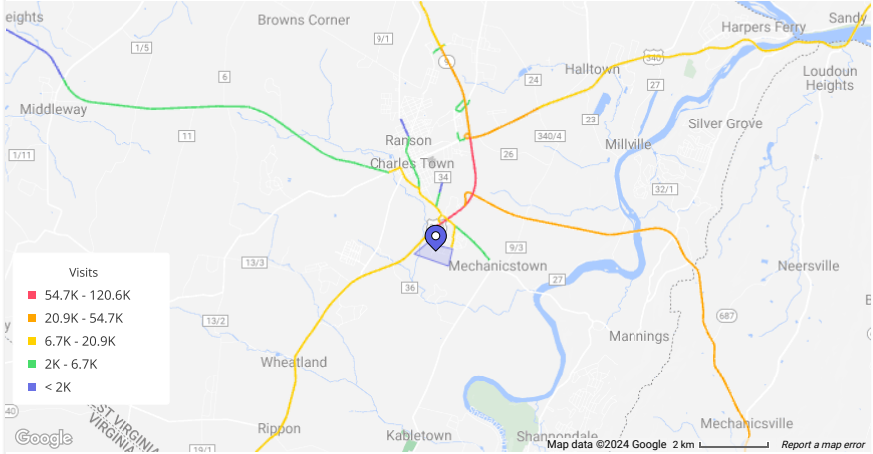


Visitor Journey - Routes

Property:
Charles Town - Norborne Gleb...

Journey Direction:
To Property From Property

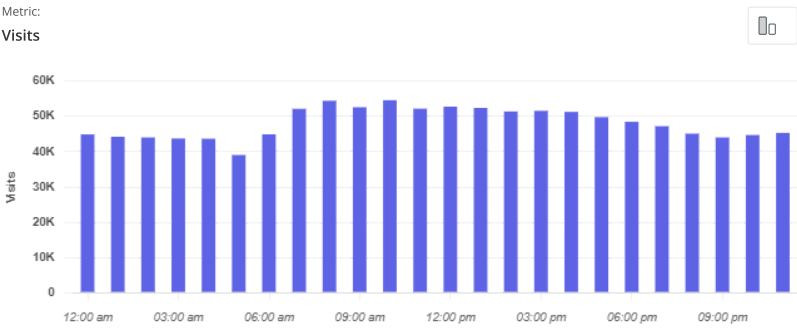
To protect individual privacy, the beginning points shown for each route are approximations and do not represent actual home locations. [Learn more](#)



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Hourly Visits

Charles Town - Norb...
Charles Town, WV



Daily Visits

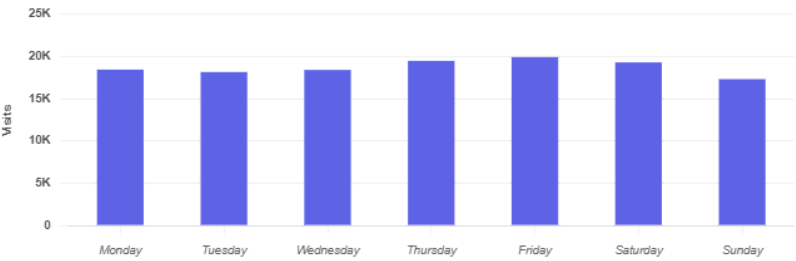
Charles Town - Norb...

, Charles Town, WV



Metric:

Visits



Length of Stay

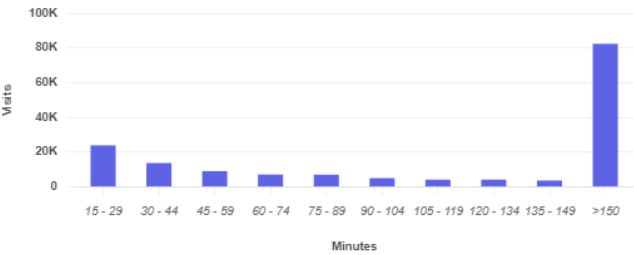
Charles Town - Norb...

, Charles Town, WV



Metric:

Visits



Average Stay	3
Median Stay	1