

 **Placer.ai**

Spruce Hill North - Charles Town

 Charles Town, WV

 Last 12 Months

 Export 

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

[Learn More](#)

Visitation data for **Spruce Hill North - Charles Town** widely overlaps with restricted locations. Visitation data for th... [Learn More](#)

Metrics

Property:
Spruce Hill North - Charles To...



Visits	271.6K	Panel Visits	12K
Visitors	29.6K	Visits YoY	-8%
Visit Frequency	9.19	Visits Yo2Y	+25.6%
Avg. Dwell Time	218 min	Visits Yo3Y	+137.4%

Visits Trend

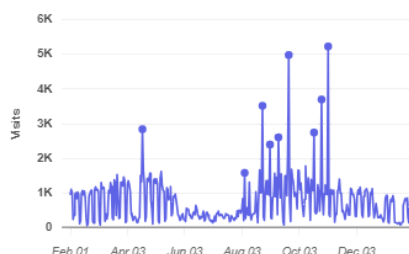
Spruce Hill North - C...
Charles Town, WV

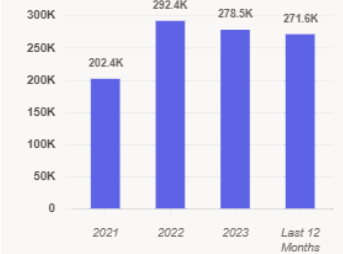
Metric: Visits

Aggregation: Daily

Annual Summary: 

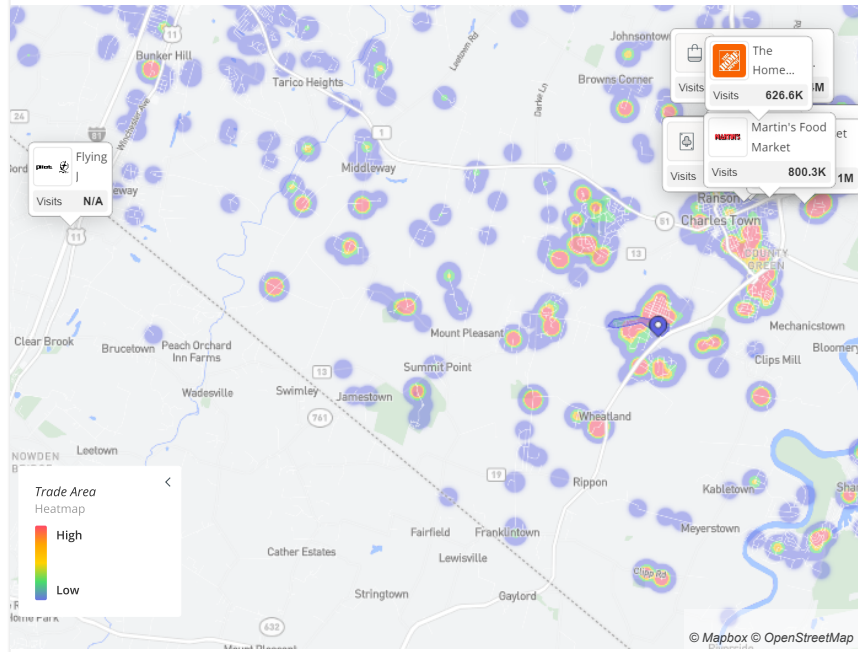
Outlier Indicators: 





Year	Visits
2021	202.4K
2022	292.4K
2023	278.5K
Last 12 Months	271.6K

Market Landscape



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

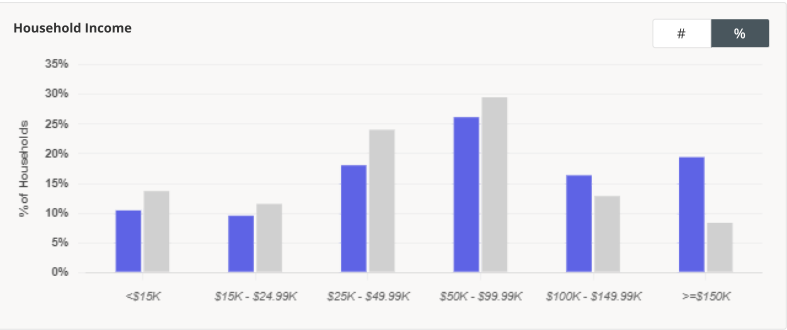
Audience Overview

Spruce Hill North - C...
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
Spruce Hill N... Charles Town, WV	\$70.6K	32.4%	37.2	White (67%)	2.56
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

Spruce Hill North - C...
Charles Town, WV



Benchmark: **Category: Neighborhood** Metric: **Visits**

Nationwide

181* / 213

[View List](#)

15%

West Virginia

1* / 0

[View List](#)

100%

Local: 15mi

1* / 0

[View List](#)

100%

Favorite Places

Category:
Categories (49) ▾

Min. Visits:
1

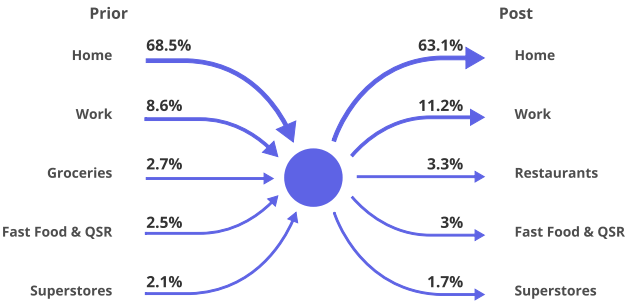
Spruce Hill North - Charles Town / Charles Town, WV

Rank	Name	Distance	Visitors
1	Terry Marcus Stadium / Huyett Road, Charles Town, West Virginia 25414	0.1 mi	21.6K (73.1%)
2	The Commons / 144-436 Retail Commons Pkwy, Martinsburg, WV 25403	13.7 mi	18.1K (61.1%)
3	Jefferson Crossing / 188 Flowing Springs Rd, Charles Town, WV 25414	3.3 mi	16.6K (56.1%)
4	The Potomac Marketplace / 217 Oak Lee Dr, Ranson, WV 25438	4.6 mi	16.5K (55.7%)
5	Charles Town Plaza / 96 Patrick Henry Way, Charles Town, WV 25414	3.9 mi	15.7K (52.9%)

Visitor Journey

Property:
Spruce Hill North - Charles To...

Show by:
Location Category Category Group



Visitor Journey - Routes

Property:
Spruce Hill North - Charles To...

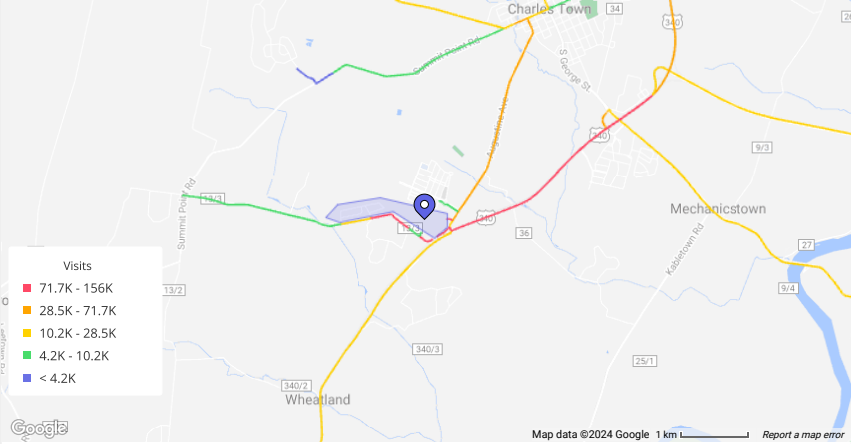
Journey Direction:

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

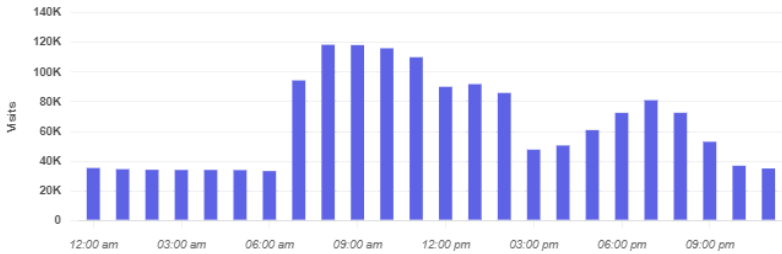


To protect individual privacy, the beginning points shown for each route are approximations and do not represent actual home locations. [Learn more](#)

Hourly Visits

Spruce Hill North - C...
Charles Town, WV

Metric:
Visits



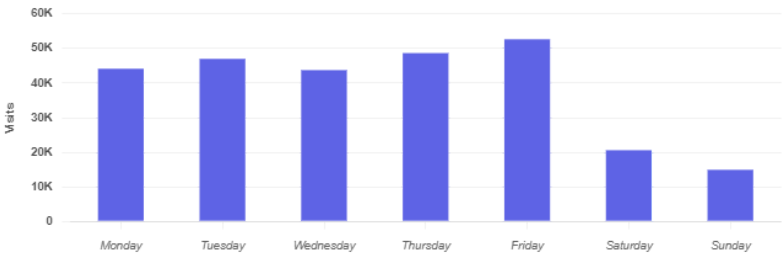
Daily Visits

Spruce Hill North - C...

, Charles Town, WV



Metric:
Visits



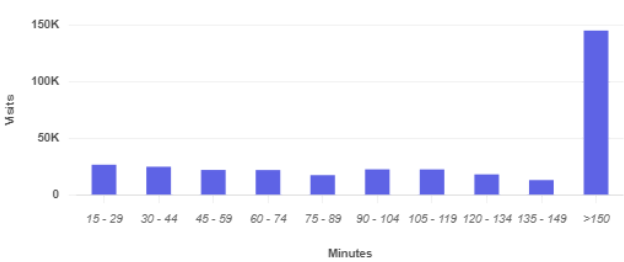
Length of Stay

Spruce Hill North - C...

, Charles Town, WV



Metric:
Visits



Average Stay	2
Median Stay	1