

Report

Custom Period: December 2025

6 locations

Executive Summary

KEY INSIGHTS

Portfolio Performance

- **6 locations** generated **1,402,108 total visits** (↓ 1.9% period-over-period)
- Average location performance: **233,685 visits** with **87.2 min** average dwell time
- Growth trend period-over-period: **2 locations** showing positive growth, **4 locations** declining

Top & Bottom Performers

- **Top 3 Locations:** Downtown Boulder (582,540 visits), West End (302,213 visits), Pearl Street Mall (265,984 visits)
- **Bottom 3 Locations:** Downtown Core (North) (44,389 visits), Downtown Core (South) (76,945 visits), East End (130,036 visits)

Notable Changes

- **Biggest Gainer:** Downtown Core (North) with +11.4% increase period-over-period
- **Largest Decline:** Downtown Core (South) with -8.8% decrease period-over-period

Visitor Insights

- **37.1%** of visits are from visitors whose home locations are within 5 miles and average median household income is **\$115K**
- Most locations peak on **Saturday** during **7 PM**

Insights generated based on portfolio data analysis

KEY DEFINITIONS

- **Visits:** The extrapolated number of visits to the location. Only 1 visit per visitor per day is counted
- **Visitors:** The number of unique individuals who visited the location. A single visitor may visit multiple times during the selected period. For periods longer than one month, the average number of monthly visitors is shown
- **Average Dwell Time:** Mean duration visitors spend at the location, measured in minutes
- **Peak Day:** Day of the week with the highest visit volume
- **Peak Hour:** Time of day with the highest traffic (Morning: 6am-12pm, Afternoon: 12-5pm, Evening: 5-9pm, Late Night: 9pm-6am)
- **PoP (Period-over-Period):** Comparison to the equivalent period immediately before the selected custom period
- **YoY (Year-over-Year):** Comparison to the same custom period last year

To learn more visit [placer.ai academy](https://analytics.placer.ai/academy/) at <https://analytics.placer.ai/academy/>

Overview

Location	Visits	P1M	YoY	Avg. Monthly Visitors	Avg. Dwell Time	Peak Day	Peak Hour
Downtown Boulder	582.5k	-1.9%	-4.9%	304.2k	1h38	Saturday	7 PM
West End	302.2k	-2.5%	-6.7%	177.8k	1h35	Saturday	7 PM
Pearl Street Mall	266.0k	-3.9%	-11.0%	179.0k	1h14	Saturday	6 PM
East End	130.0k	+5.0%	-6.3%	93,681	56.3 min	Saturday	2 PM
Downtown Core (South)	76,945	-8.8%	-6.8%	51,879	44.2 min	Saturday	4 PM
Downtown Core (North)	44,389	+11.4%	-6.7%	34,031	2h21	Saturday	7 PM

Downtown Boulder

Custom Period: December 2025

Total Visits

582.5k

↓ -1.9% P1M

↓ -4.9% YoY

Avg. Monthly Visitors

304.2k

↓ -3.6% P1M

↓ -5.0% YoY

Avg. Dwell Time

1h38

↓ -2.1m P1M

↓ -2.4m YoY

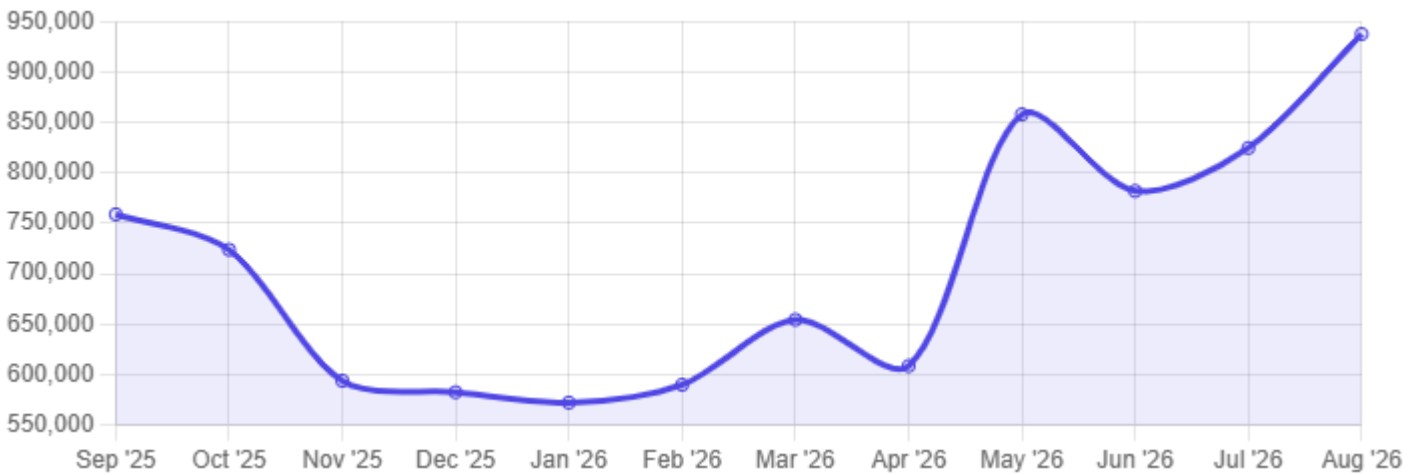
Peak Day & Time

Saturday, 7 PM

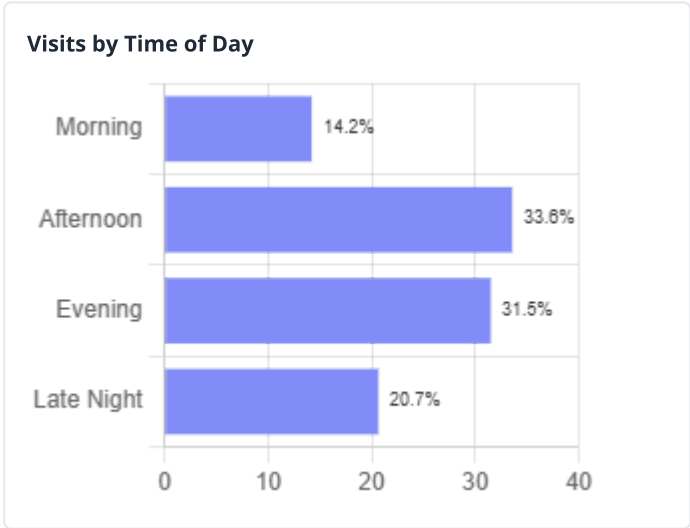
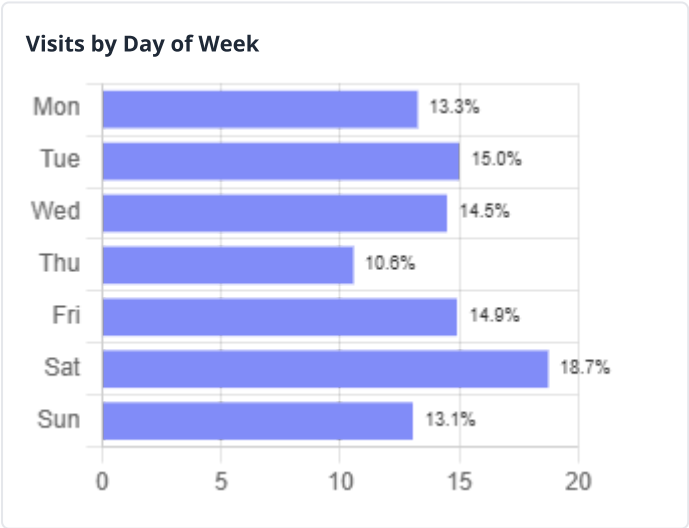
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YoY: Saturday, 6 PM

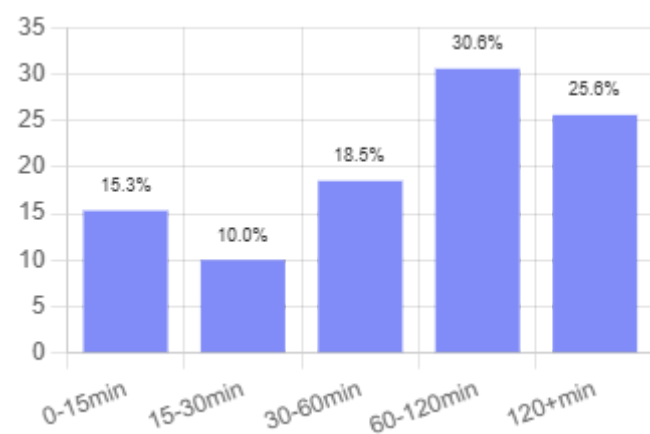
Last 12 Months Visits



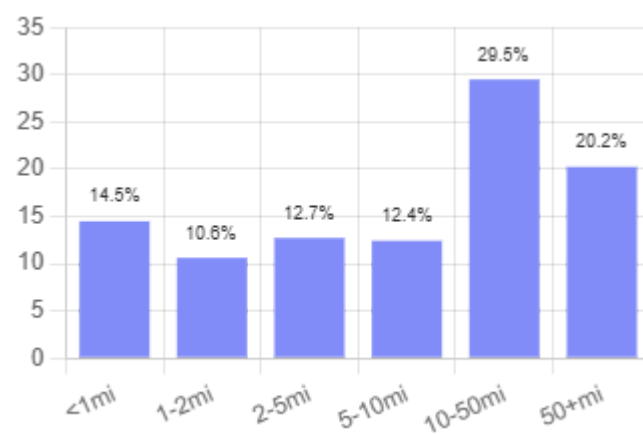
Visits Breakdowns



Visits by Dwell Time



Visitor Home Distance



**Demographics data is based on locations' true trade area (home CBGs of 70% of visitors within 50 miles). Demographic information is provided by STI: popstats*

West End

Custom Period: December 2025

Total Visits

302.2k

↓ -2.5% P1M

↓ -6.7% YoY

Avg. Monthly Visitors

177.8k

↓ -3.3% P1M

↓ -7.8% YoY

Avg. Dwell Time

1h35

↓ -1.2m P1M

↑ +1.8m YoY

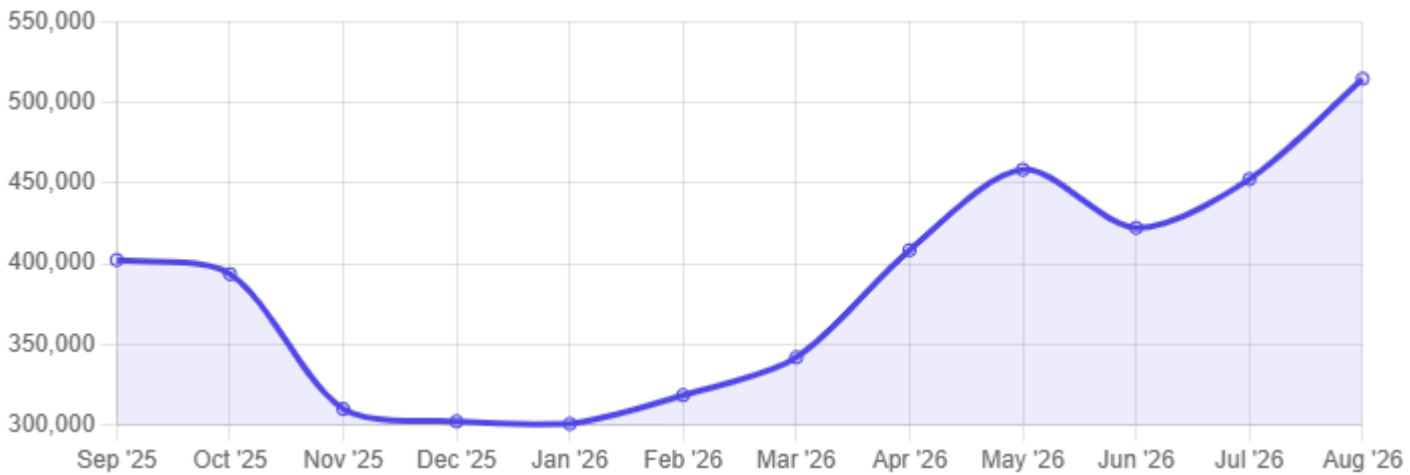
Peak Day & Time

Saturday, 7 PM

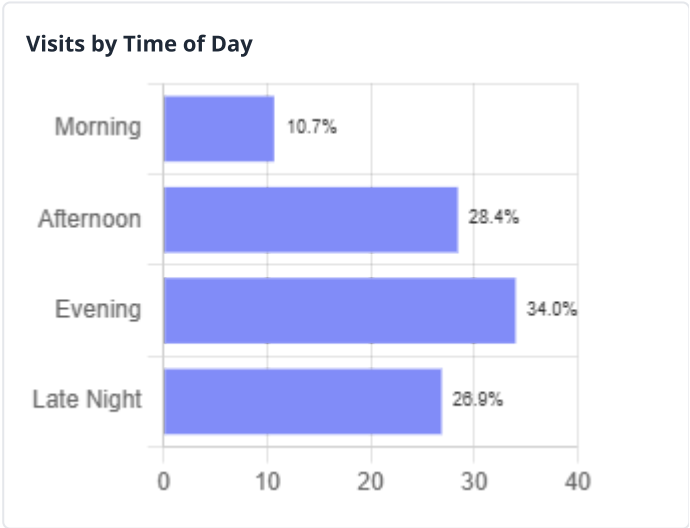
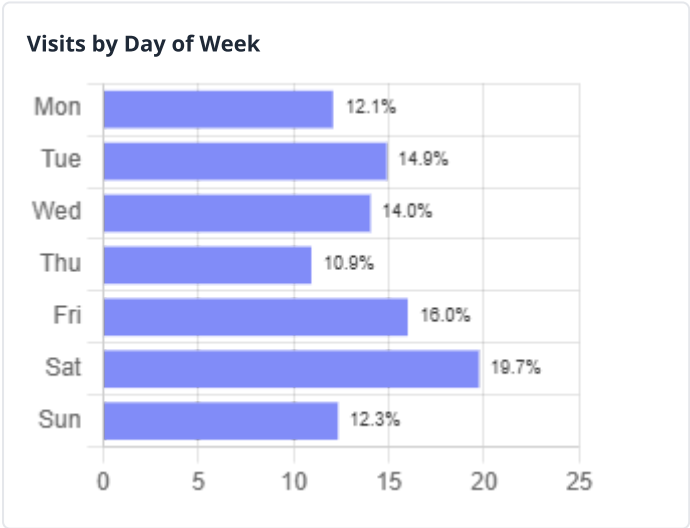
Prev. Period: no change

YoY: Saturday, 6 PM

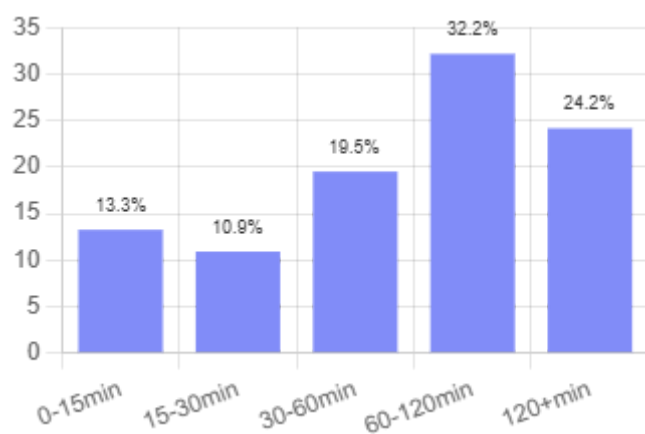
Last 12 Months Visits



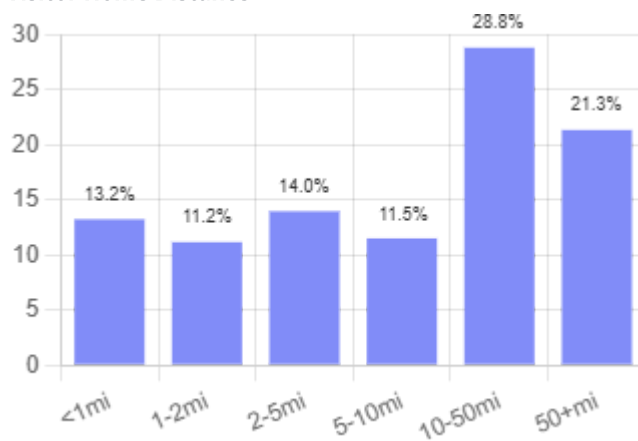
Visits Breakdowns



Visits by Dwell Time



Visitor Home Distance



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Pearl Street Mall

Custom Period: December 2025

Total Visits

266.0k

↓ -3.9% P1M

↓ -11.0% YoY

Avg. Monthly Visitors

179.0k

↓ -5.3% P1M

↓ -10.6% YoY

Avg. Dwell Time

1h14

↓ -6.6m P1M

↓ -3.2m YoY

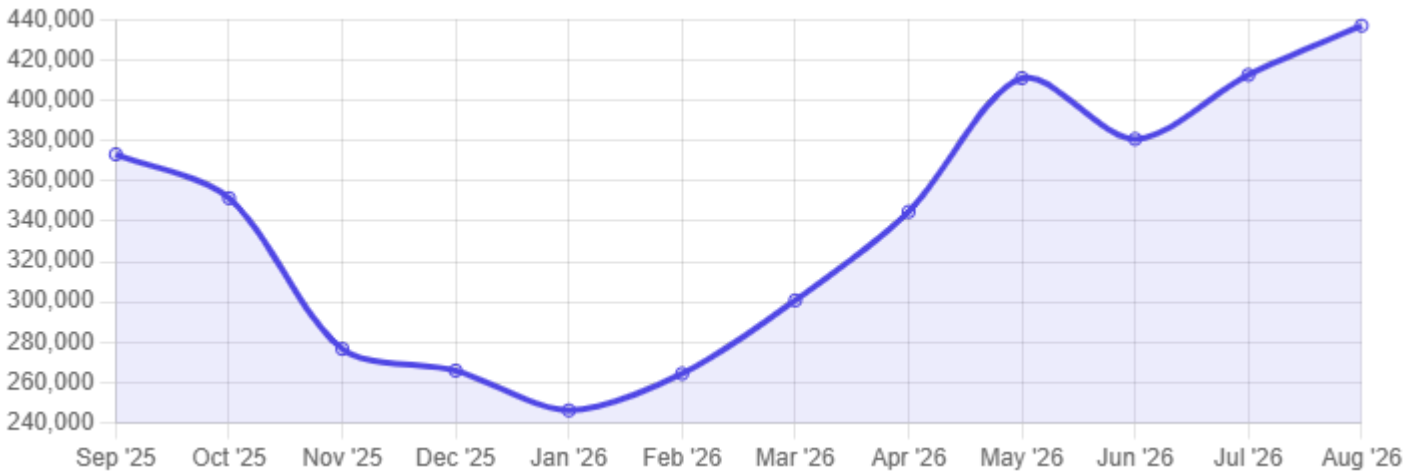
Peak Day & Time

Saturday, 6 PM

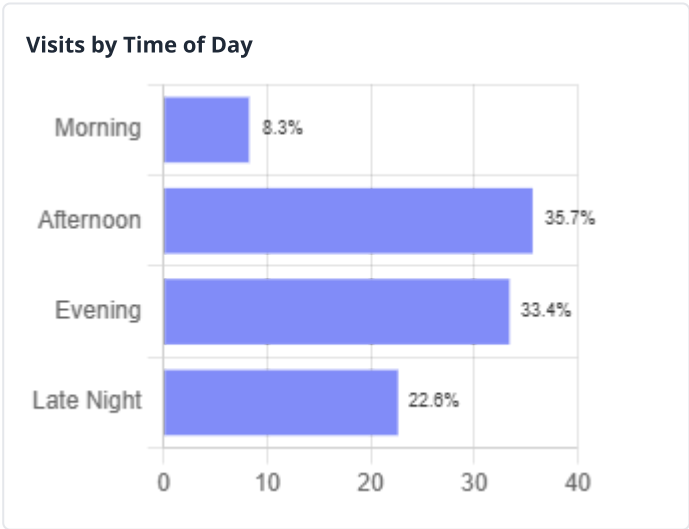
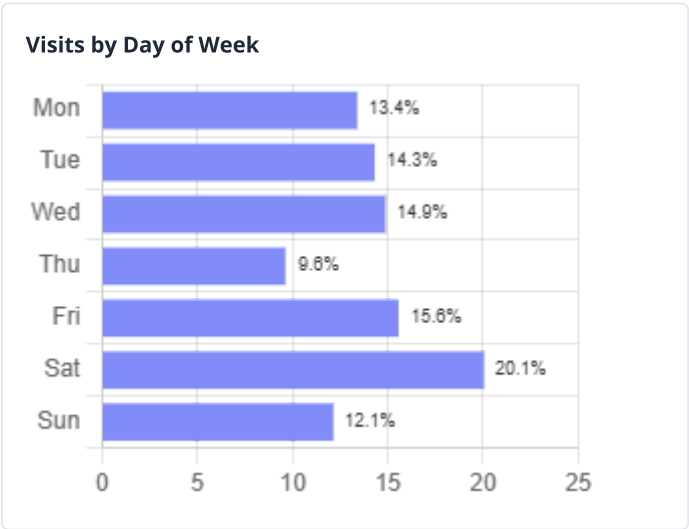
Prev. Period: Saturday, 7 PM

YoY: no change

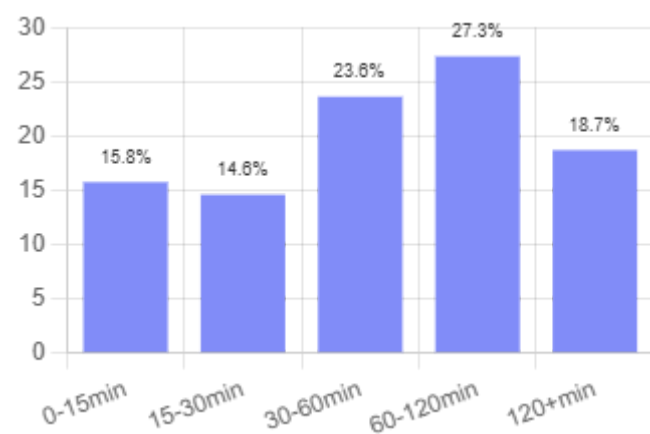
Last 12 Months Visits



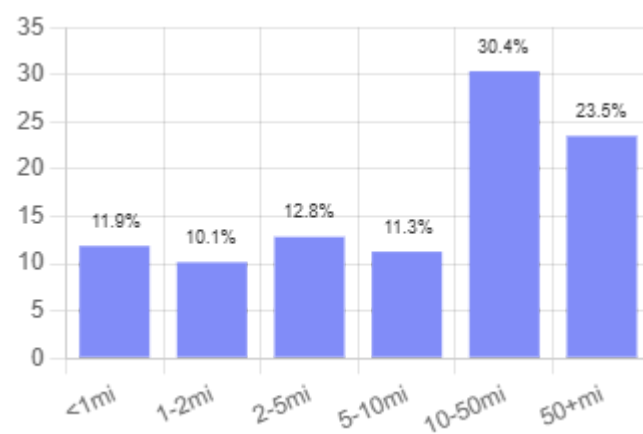
Visits Breakdowns



Visits by Dwell Time



Visitor Home Distance



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East End

Custom Period: December 2025

Total Visits

130.0k

↑ +5.0% P1M

↓ -6.3% YoY

Avg. Monthly Visitors

93,681

↑ +5.0% P1M

↓ -6.1% YoY

Avg. Dwell Time

56.3 min

↑ +3.1m P1M

↑ +2.2m YoY

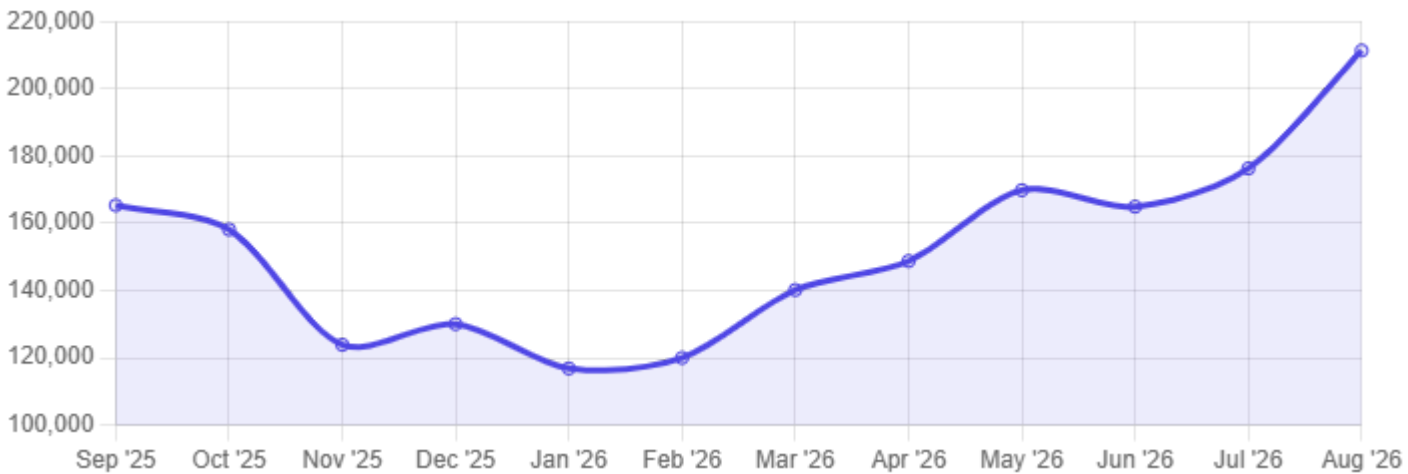
Peak Day & Time

Saturday, 2 PM

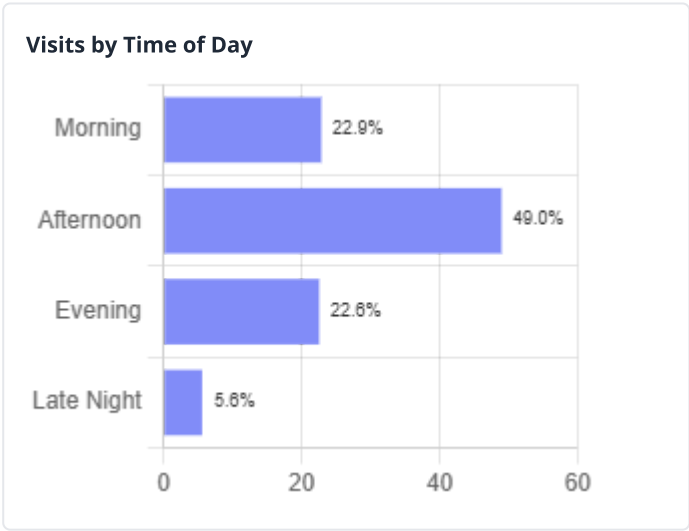
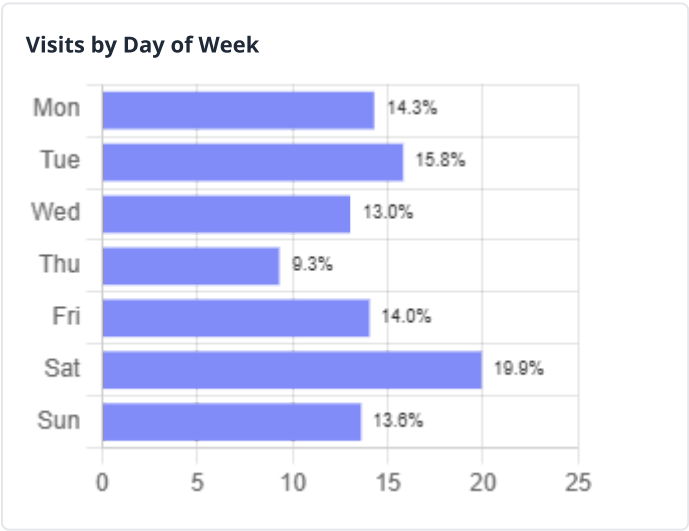
Prev. Period: Saturday, 12 PM

YoY: Saturday, 1 PM

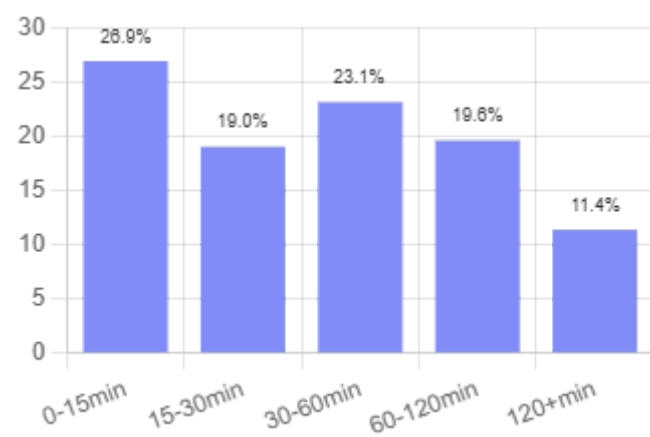
Last 12 Months Visits



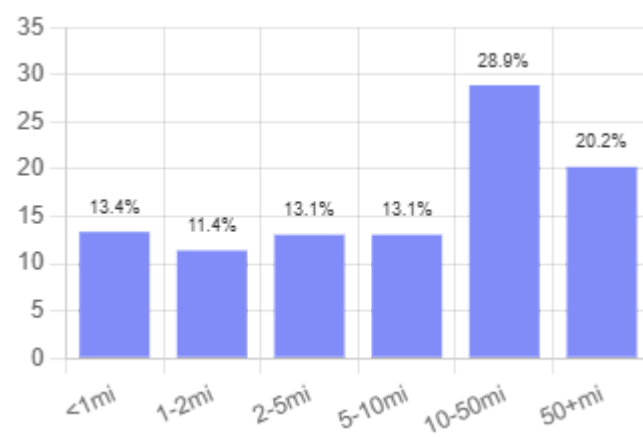
Visits Breakdowns



Visits by Dwell Time



Visitor Home Distance



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Downtown Core (South)

Custom Period: December 2025

Total Visits

76,945

↓ -8.8% P1M

↓ -6.8% YoY

Avg. Monthly Visitors

51,879

↓ -9.7% P1M

↓ -3.8% YoY

Avg. Dwell Time

44.2 min

↑ +6.2m P1M

↑ +3.5m YoY

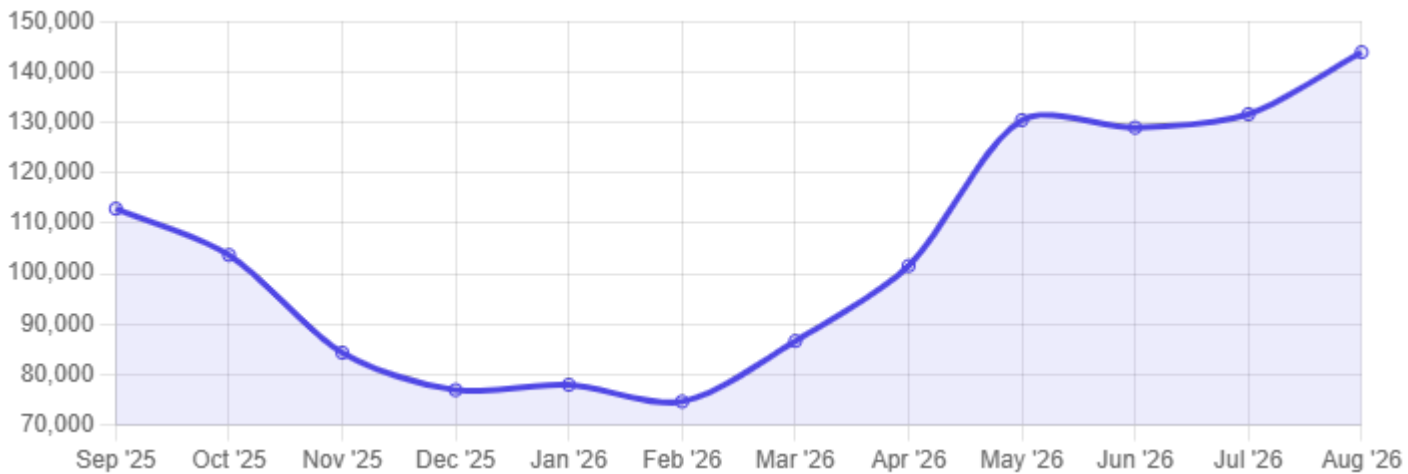
Peak Day & Time

Saturday, 4 PM

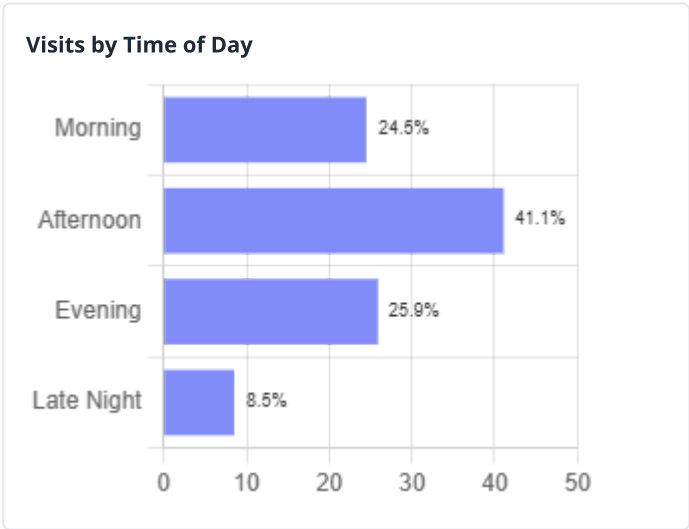
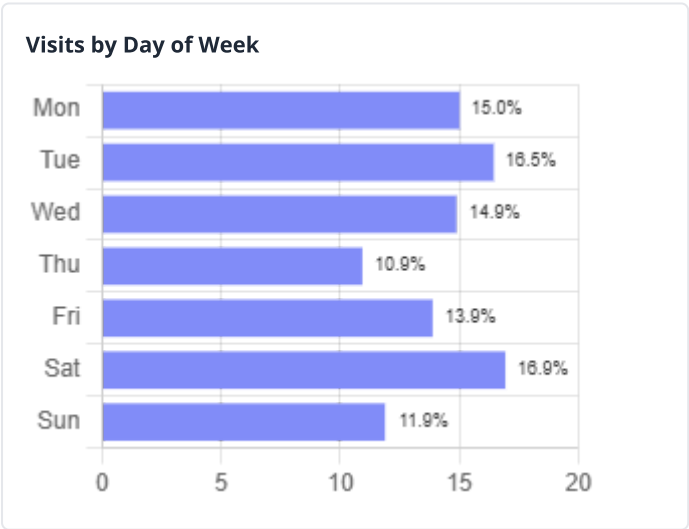
Prev. Period: Saturday, 1 PM

YoY: Friday, 2 PM

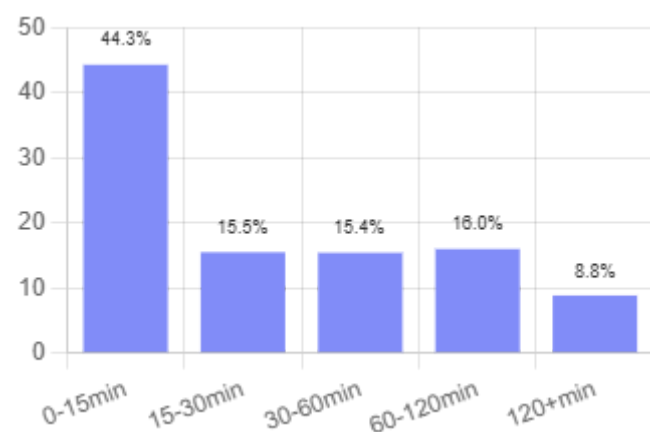
Last 12 Months Visits



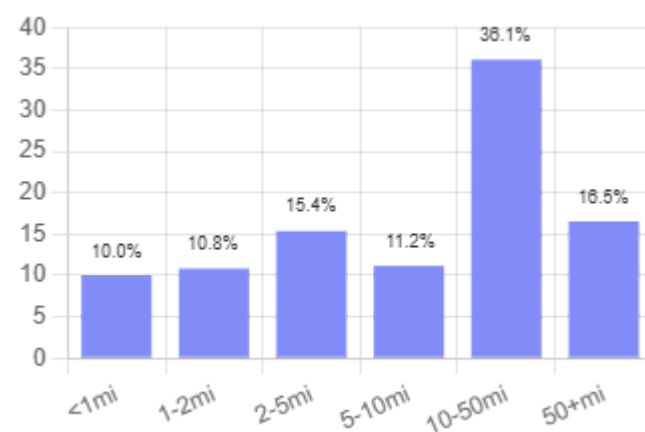
Visits Breakdowns



Visits by Dwell Time



Visitor Home Distance



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Downtown Core (North)

Custom Period: December 2025

Total Visits

44,389

↑ +11.4% P1M

↓ -6.7% YoY

Avg. Monthly Visitors

34,031

↑ +10.5% P1M

↓ -7.7% YoY

Avg. Dwell Time

2h21

↑ +11.4m P1M

↓ -6.2m YoY

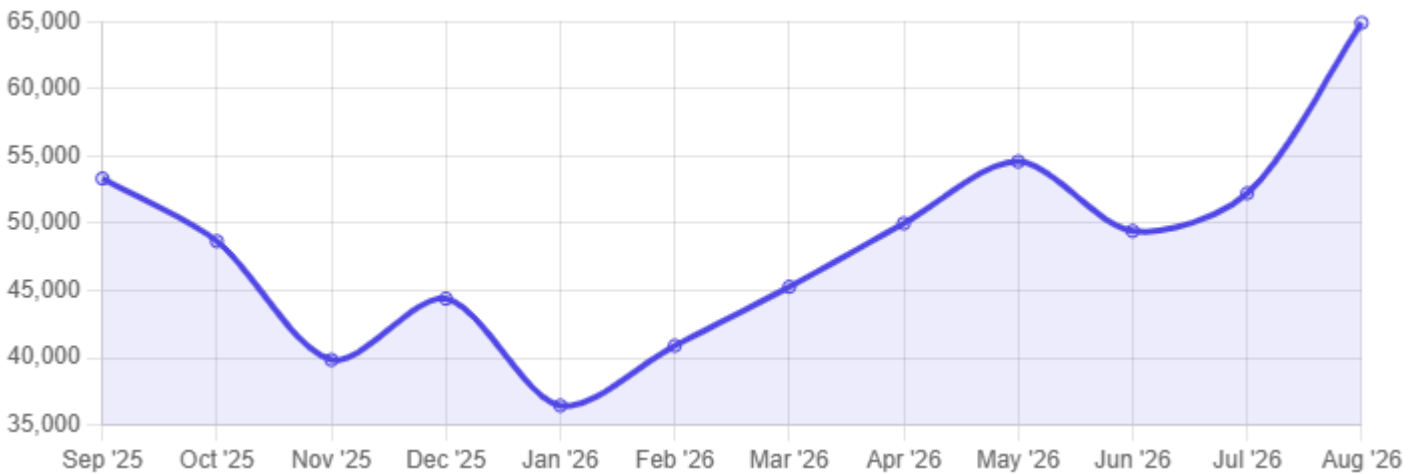
Peak Day & Time

Saturday, 7 PM

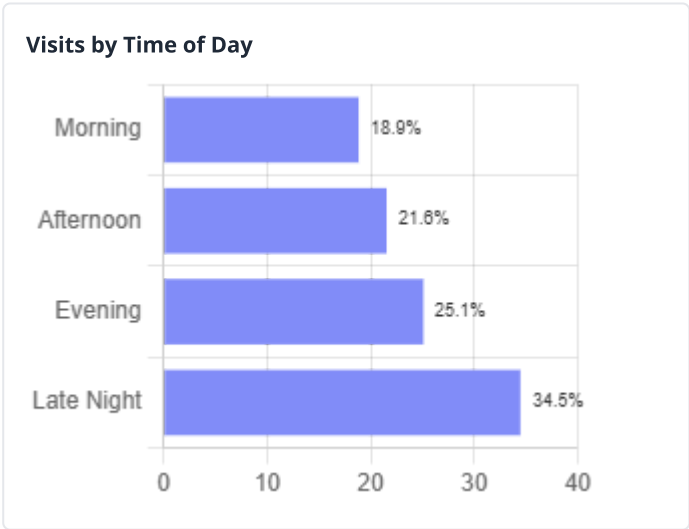
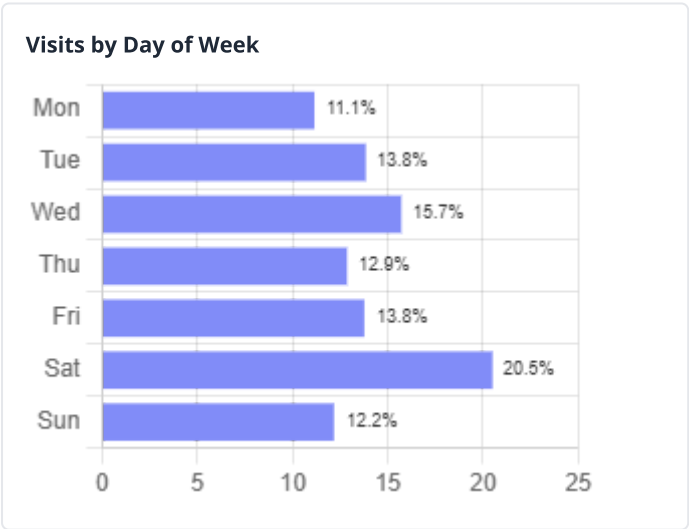
Prev. Period: Saturday, 6 PM

YoY: Saturday, 6 PM

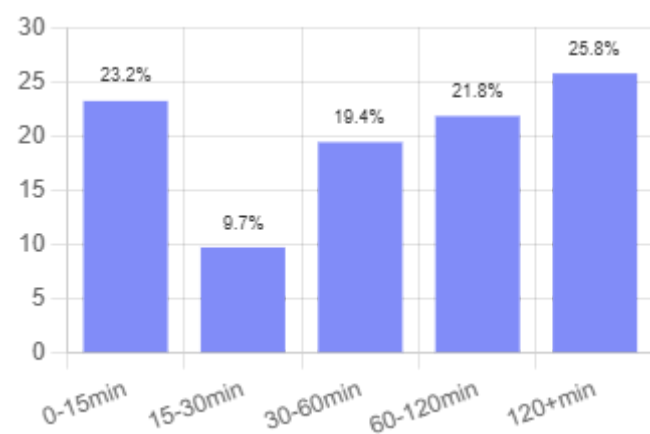
Last 12 Months Visits



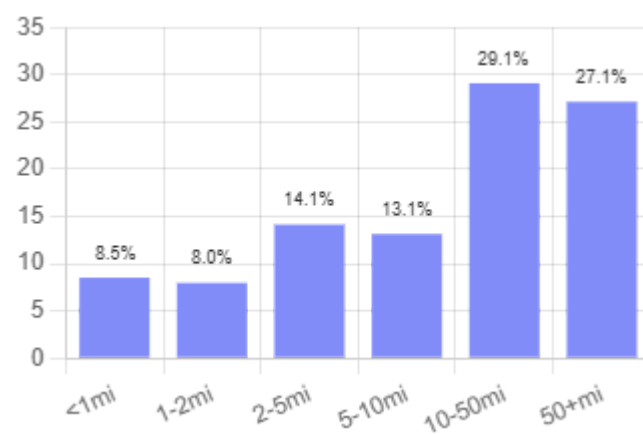
Visits Breakdowns



Visits by Dwell Time



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