

Report

Custom Period: January 2026

6 locations

Executive Summary

KEY INSIGHTS

Portfolio Performance

- **6 locations** generated **1,350,470 total visits** (↓ 3.7% period-over-period)
- Average location performance: **225,078 visits** with **87.8 min** average dwell time
- Growth trend period-over-period: **1 locations** showing positive growth, **5 locations** declining

Top & Bottom Performers

- **Top 3 Locations:** Downtown Boulder (572,201 visits), West End (300,738 visits), Pearl Street Mall (246,283 visits)
- **Bottom 3 Locations:** Downtown Core (North) (36,444 visits), Downtown Core (South) (77,976 visits), East End (116,828 visits)

Notable Changes

- **Biggest Gainer:** Downtown Core (South) with +1.3% increase period-over-period
- **Largest Decline:** Downtown Core (North) with -17.9% decrease period-over-period

Visitor Insights

- **43.1%** of visits are from visitors whose home locations are within 5 miles and average median household income is **\$107K**
- 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	572.2k	-1.8%	+16.1%	284.1k	1h36	Saturday	7 PM
West End	300.7k	-0.5%	+20.4%	163.2k	1h38	Saturday	7 PM
Pearl Street Mall	246.3k	-7.4%	+16.2%	156.5k	1h18	Saturday	7 PM
East End	116.8k	-10.2%	+7.0%	83,773	54.7 min	Saturday	1 PM
Downtown Core (South)	77,976	+1.3%	+1.5%	50,122	41.8 min	Saturday	1 PM
Downtown Core (North)	36,444	-17.9%	+19.6%	27,934	2h15	Saturday	8 PM

Downtown Boulder

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Total Visits

572.2k

↓ -1.8% P1M

↑ +16.1% YoY

Avg. Monthly Visitors

284.1k

↓ -6.6% P1M

↑ +14.5% YoY

Avg. Dwell Time

1h36

↓ -1.4m P1M

↓ -3.9m YoY

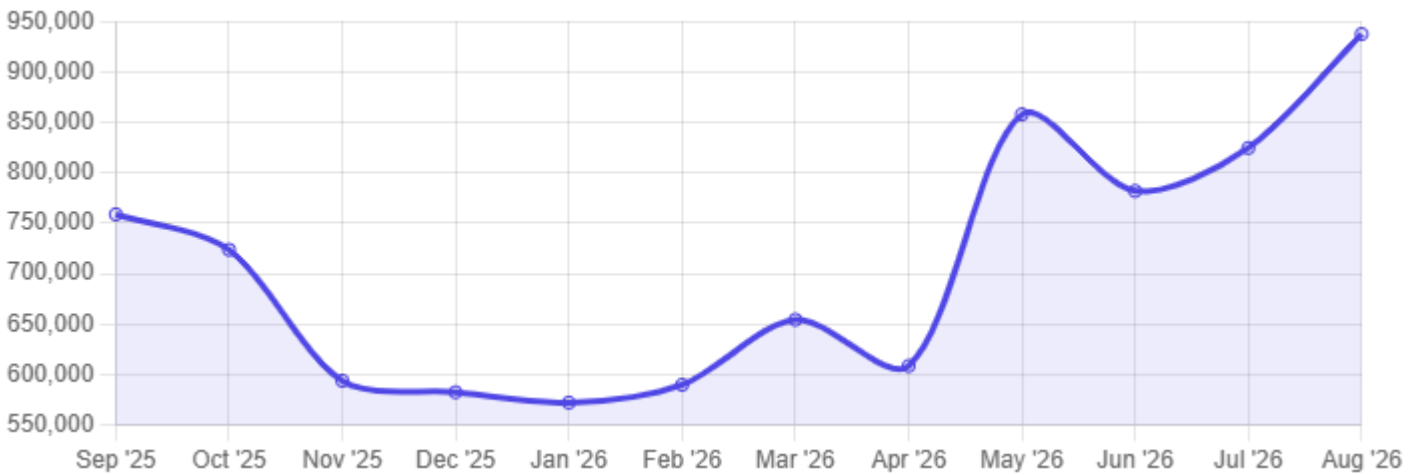
Peak Day & Time

Saturday, 7 PM

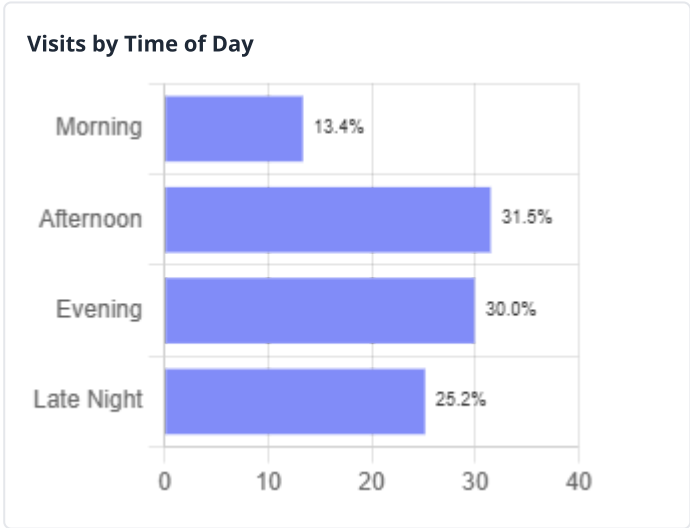
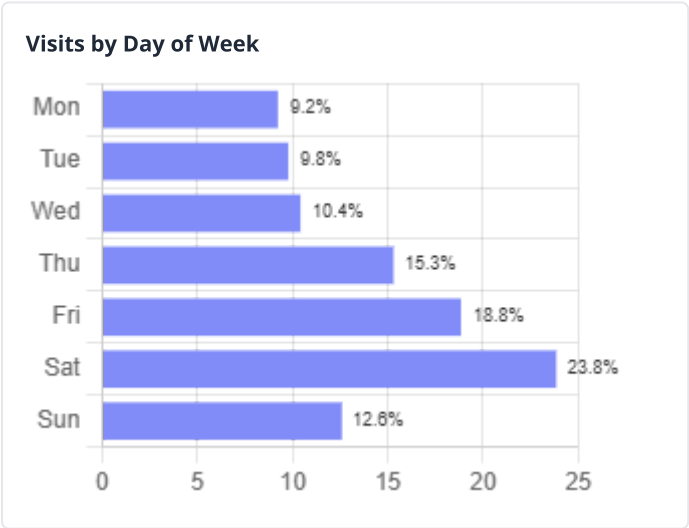
Prev. Period: no change

YoY: Friday, 7 PM

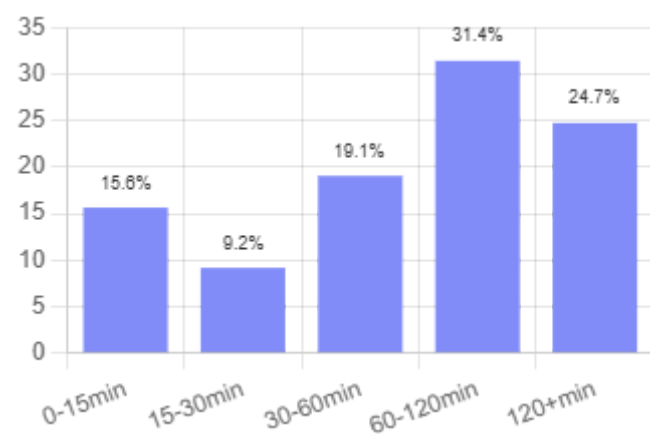
Last 12 Months Visits



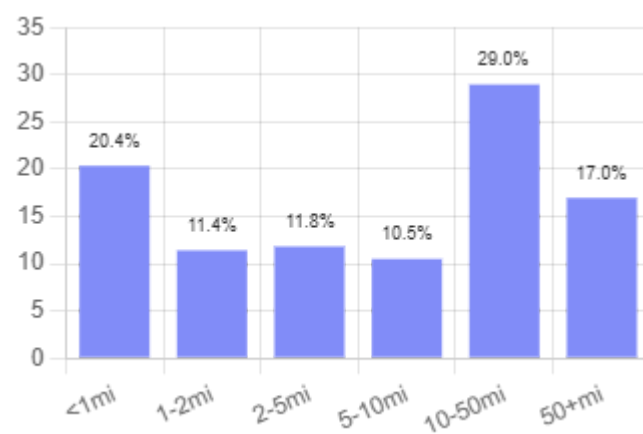
Visits Breakdowns



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: January 2026

Total Visits

300.7k

↓ -0.5% P1M

↑ +20.4% YoY

Avg. Monthly Visitors

163.2k

↓ -8.2% P1M

↑ +13.9% YoY

Avg. Dwell Time

1h38

↑ +3.2m P1M

↓ -6.1m YoY

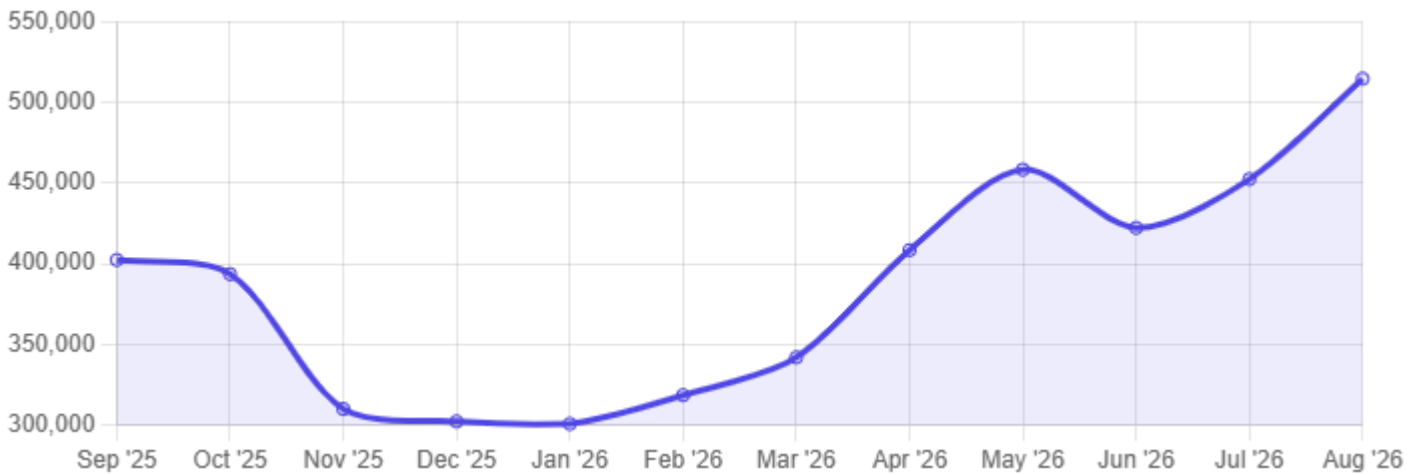
Peak Day & Time

Saturday, 7 PM

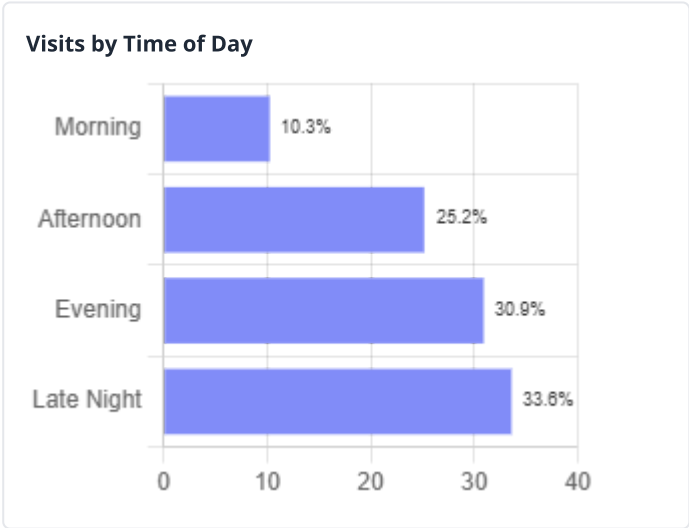
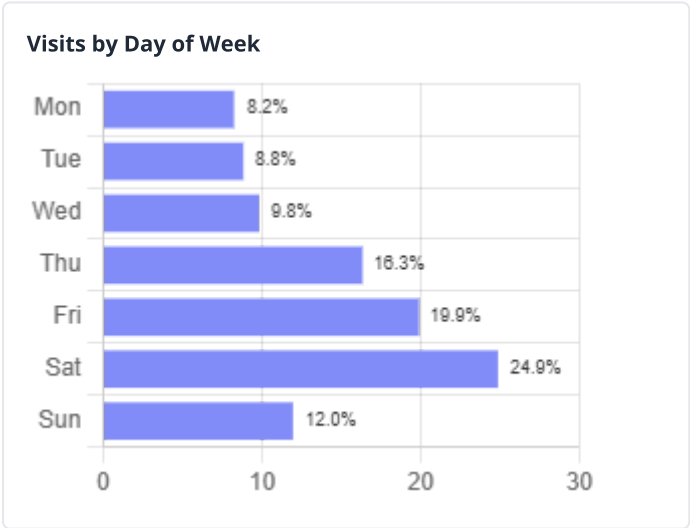
Prev. Period: no change

YoY: Friday, 7 PM

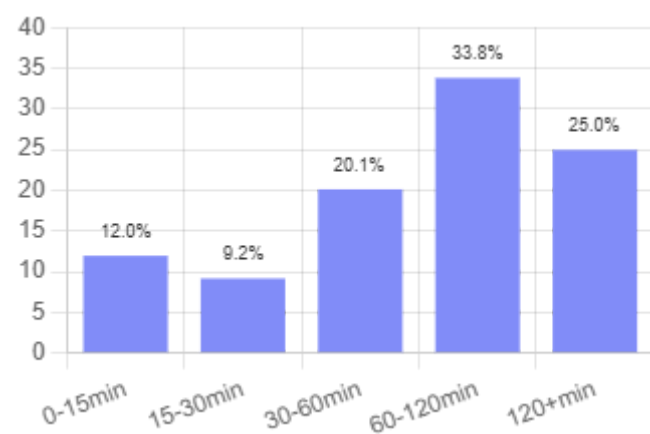
Last 12 Months Visits



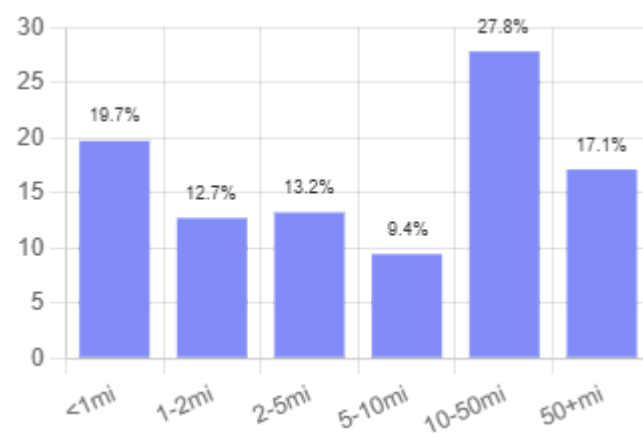
Visits Breakdowns



Visits by Dwell Time



Visitor Home Distance



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Pearl Street Mall

Custom Period: January 2026

Total Visits

246.3k

↓ -7.4% P1M

↑ +16.2% YoY

Avg. Monthly Visitors

156.5k

↓ -12.6% P1M

↑ +13.4% YoY

Avg. Dwell Time

1h18

↑ +6.5m P1M

↑ +0.6m YoY

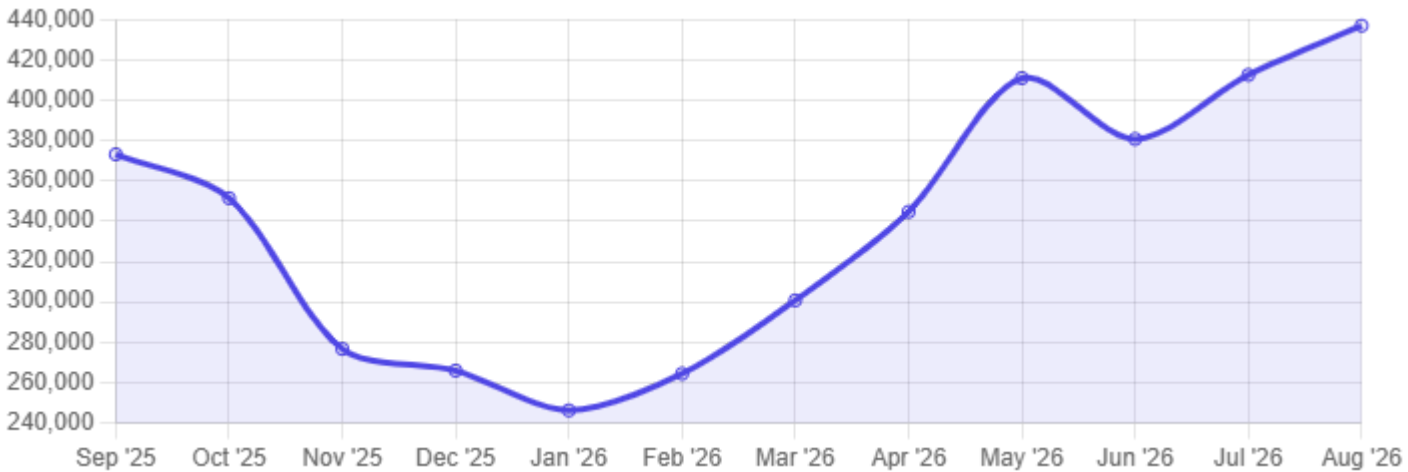
Peak Day & Time

Saturday, 7 PM

Prev. Period: Saturday, 6 PM

YoY: Friday, 6 PM

Last 12 Months Visits



Visits Breakdowns

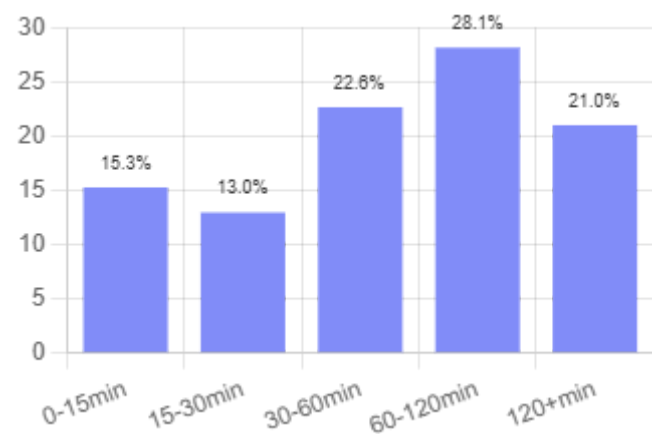
Visits by Day of Week

Mon	8.3%
Tue	8.8%
Wed	9.4%
Thu	15.8%
Fri	20.4%
Sat	25.6%
Sun	11.7%

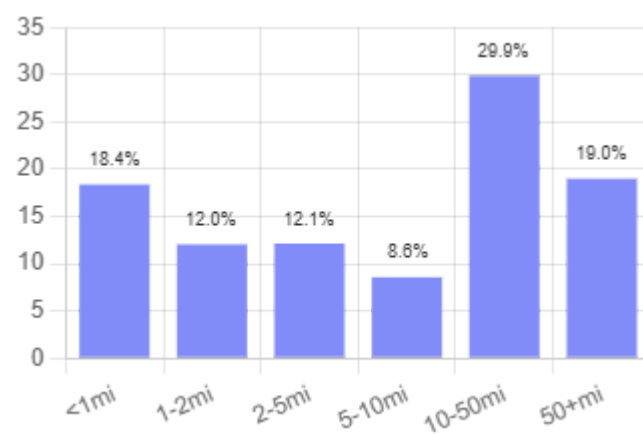
Visits by Time of Day

Morning	7.0%
Afternoon	31.9%
Evening	32.2%
Late Night	28.9%

Visits by Dwell Time



Visitor Home Distance



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East End

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Total Visits

116.8k

↓ -10.2% P1M
↑ +7.0% YoY

Avg. Monthly Visitors

83,773

↓ -10.6% P1M
↑ +10.9% YoY

Avg. Dwell Time

54.7 min

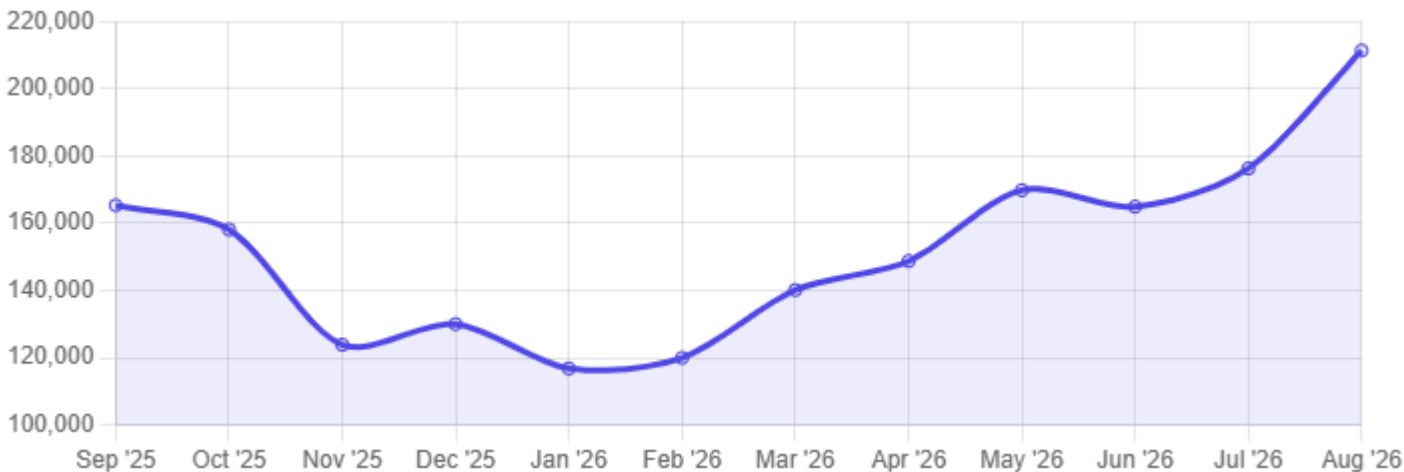
↓ -2.9m P1M
↓ -7.5m YoY

Peak Day & Time

Saturday, 1 PM

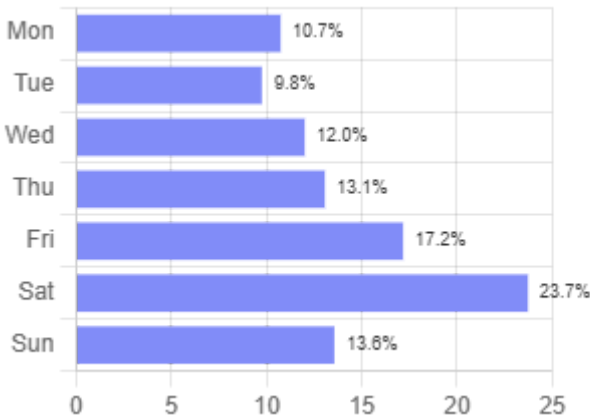
Prev. Period: Saturday, 2 PM
YoY: Friday, 1 PM

Last 12 Months Visits

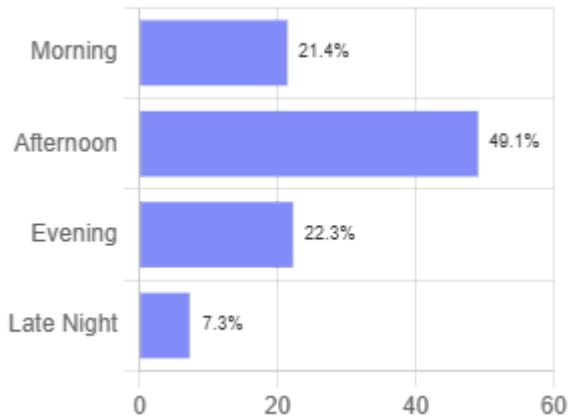


Visits Breakdowns

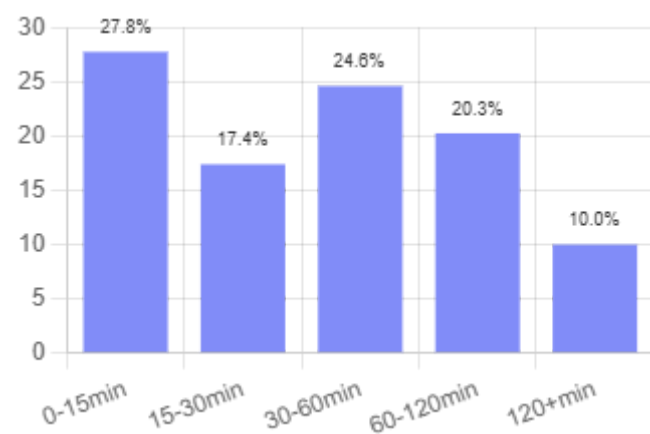
Visits by Day of Week



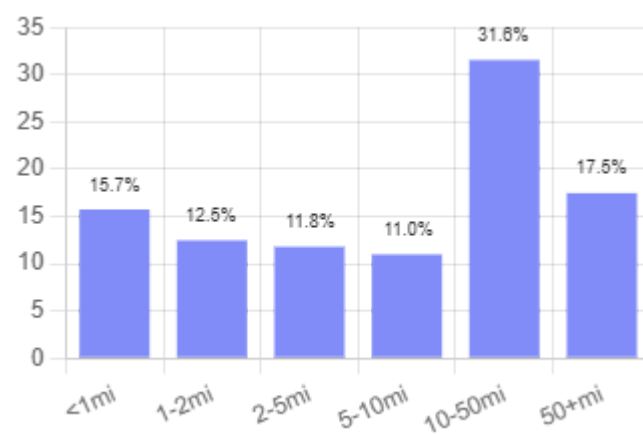
Visits by Time of Day



Visits by Dwell Time



Visitor Home Distance



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Downtown Core (South)

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Total Visits

77,976

↑ +1.3% P1M

↑ +1.5% YoY

Avg. Monthly Visitors

50,122

↓ -3.4% P1M

↑ +7.6% YoY

Avg. Dwell Time

41.8 min

↓ -5.6m P1M

↓ -5.2m YoY

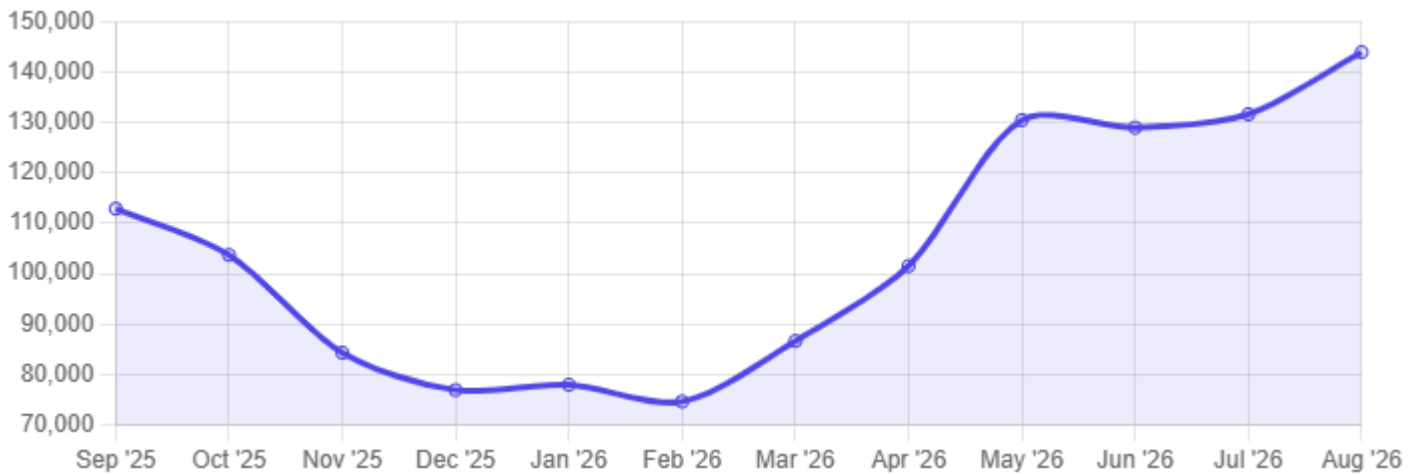
Peak Day & Time

Saturday, 1 PM

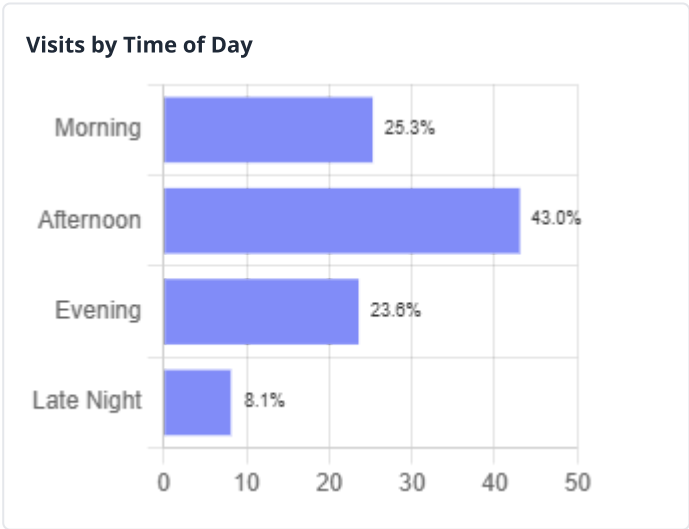
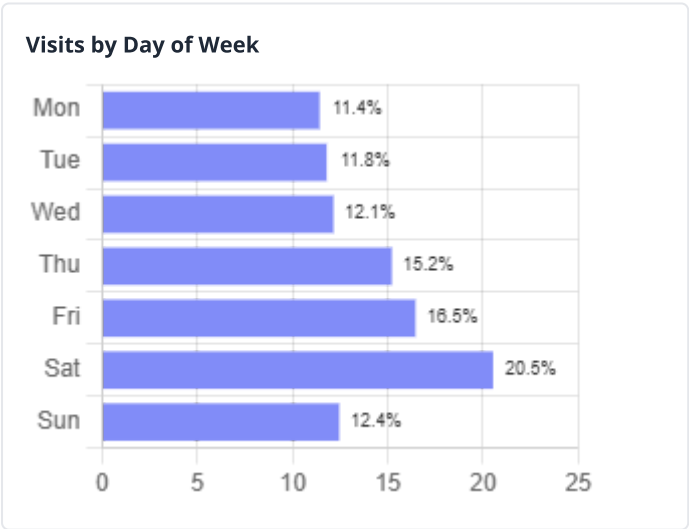
Prev. Period: Saturday, 4 PM

YoY: Friday, 4 PM

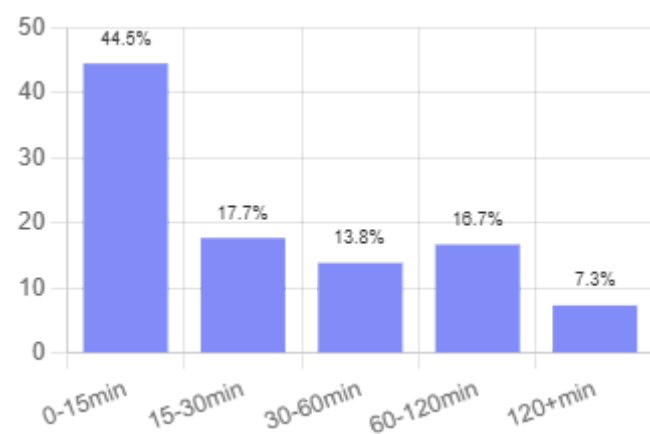
Last 12 Months Visits



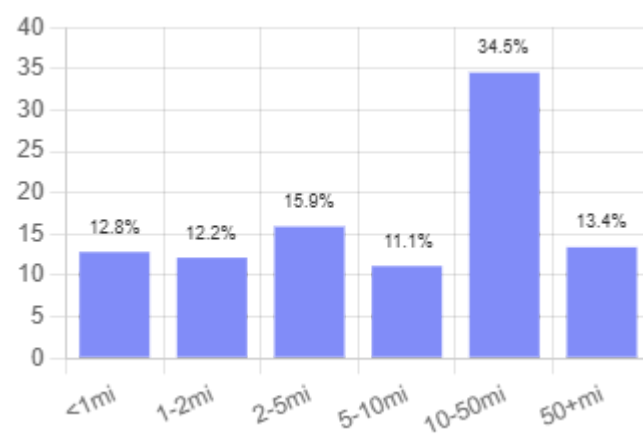
Visits Breakdowns



Visits by Dwell Time



Visitor Home Distance



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Downtown Core (North)

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Total Visits

36,444

↓ -17.9% P1M

↑ +19.6% YoY

Avg. Monthly Visitors

27,934

↓ -17.9% P1M

↑ +21.3% YoY

Avg. Dwell Time

2h15

↓ -4.7m P1M

↓ -10.3m YoY

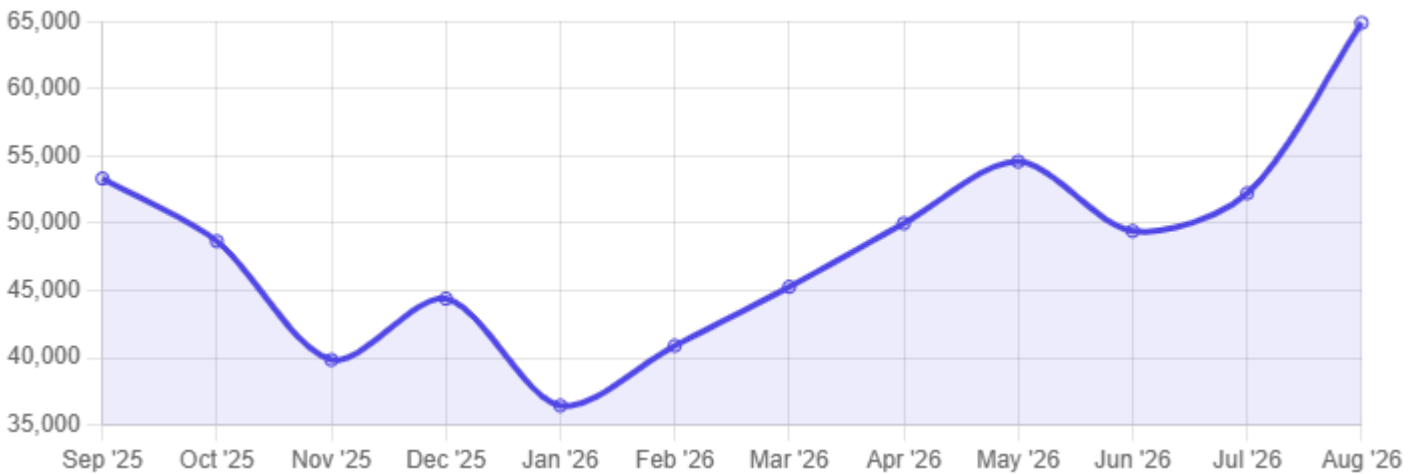
Peak Day & Time

Saturday, 8 PM

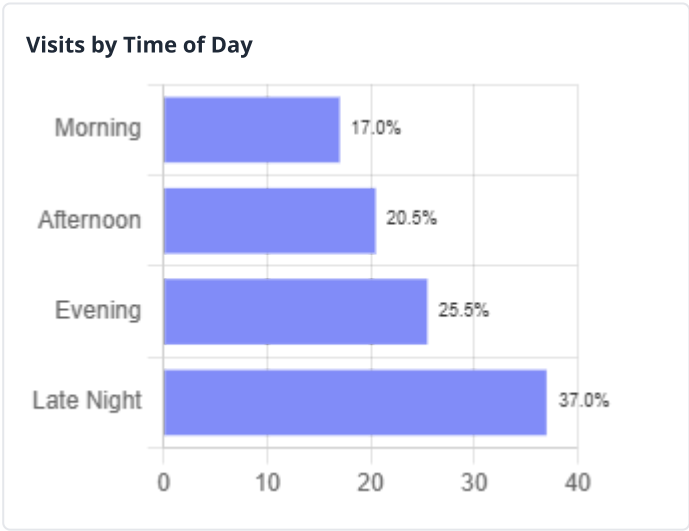
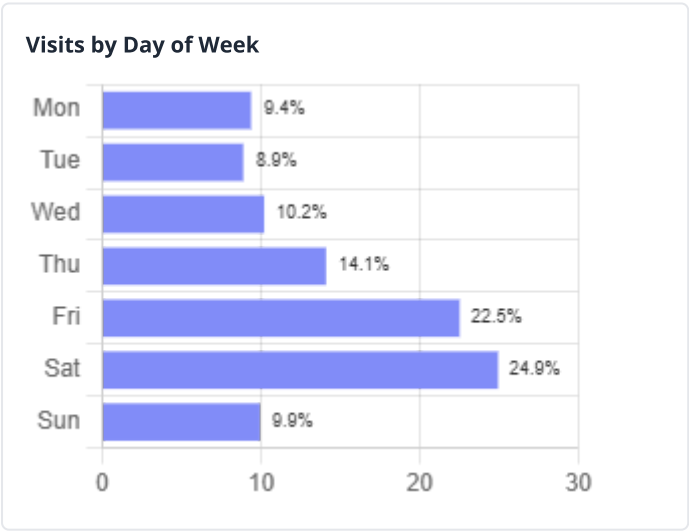
Prev. Period: Saturday, 7 PM

YoY: Friday, 6 PM

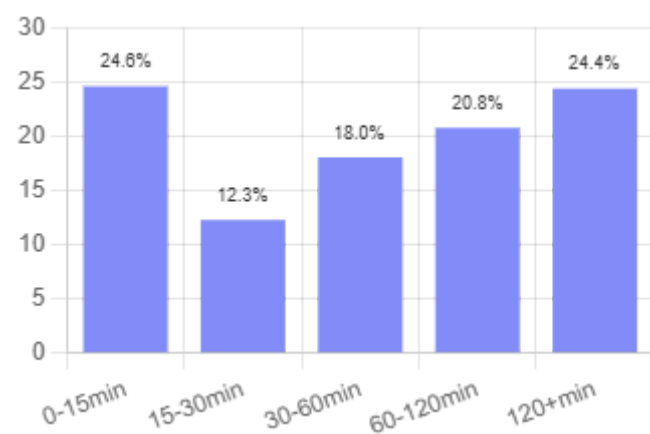
Last 12 Months Visits



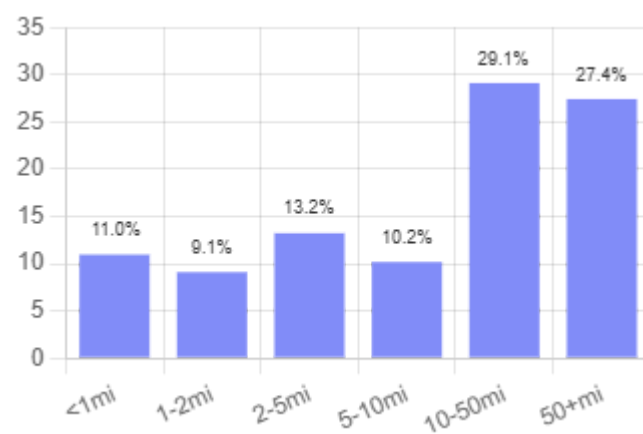
Visits Breakdowns



Visits by Dwell Time



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