

Report

Custom Period: November 2025

6 locations

Executive Summary

KEY INSIGHTS

Portfolio Performance

- **6 locations** generated **1,428,555 total visits** (↓ 19.7% period-over-period)
- Average location performance: **238,093 visits** with **88.4 min** average dwell time
- Growth trend period-over-period: **0 locations** showing positive growth, **6 locations** declining

Top & Bottom Performers

- **Top 3 Locations:** Downtown Boulder (593,868 visits), West End (309,939 visits), Pearl Street Mall (276,720 visits)
- **Bottom 3 Locations:** Downtown Core (North) (39,844 visits), Downtown Core (South) (84,333 visits), East End (123,851 visits)

Notable Changes

- **Biggest Gainer:** Downtown Boulder with +17.9% increase period-over-period
- **Largest Decline:** East End with -21.7% decrease period-over-period

Visitor Insights

- **38.4%** of visits are from visitors whose home locations are within 5 miles and average median household income is **\$110K**
- 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	593.9k	-17.9%	+6.2%	315.4k	1h40	Saturday	7 PM
West End	309.9k	-21.2%	+5.2%	183.8k	1h36	Saturday	7 PM
Pearl Street Mall	276.7k	-21.3%	+5.7%	189.1k	1h19	Saturday	7 PM
East End	123.9k	-21.7%	+3.8%	89,227	54.6 min	Saturday	12 PM
Downtown Core (South)	84,333	-18.7%	+0.6%	57,427	41.7 min	Saturday	1 PM
Downtown Core (North)	39,844	-18.1%	-1.1%	30,801	2h07	Saturday	6 PM

Downtown Boulder

Custom Period: November 2025

Total Visits

593.9k

↓ -17.9% P1M
↑ +6.2% YoY

Avg. Monthly Visitors

315.4k

↓ -15.2% P1M
↑ +5.7% YoY

Avg. Dwell Time

1h40

↓ -3.1m P1M
↓ -6.9m YoY

Peak Day & Time

Saturday, 7 PM

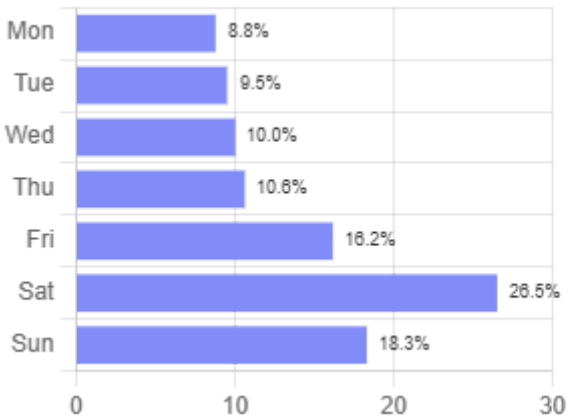
Prev. Period: Friday, 7 PM
YoY: no change

Last 12 Months Visits

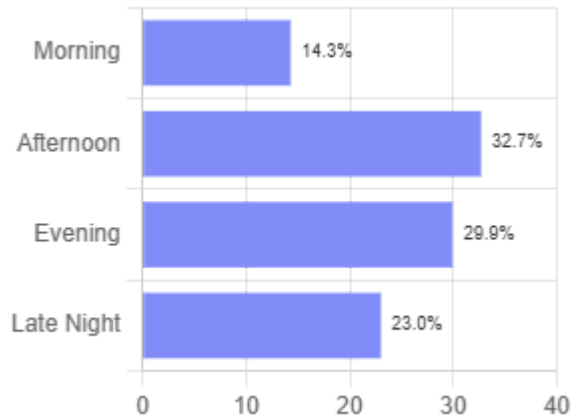


Visits Breakdowns

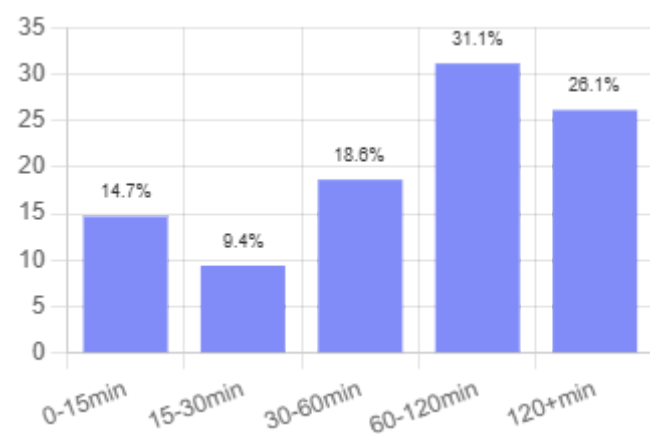
Visits by Day of Week



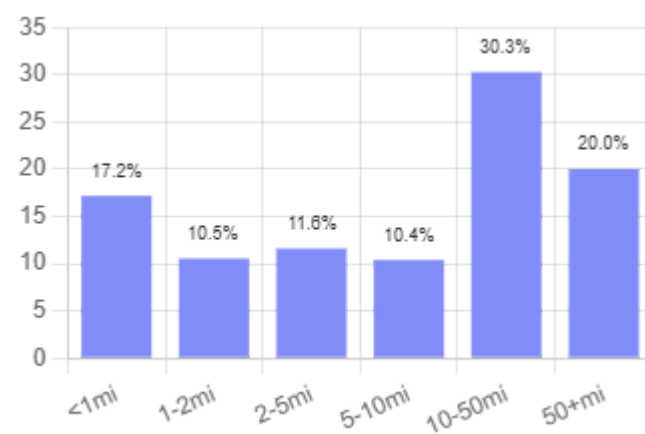
Visits by Time of Day



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: November 2025

Total Visits

309.9k

↓ -21.2% P1M

↑ +5.2% YoY

Avg. Monthly Visitors

183.8k

↓ -17.3% P1M

↑ +4.1% YoY

Avg. Dwell Time

1h36

↓ -1.6m P1M

↓ -5.9m YoY

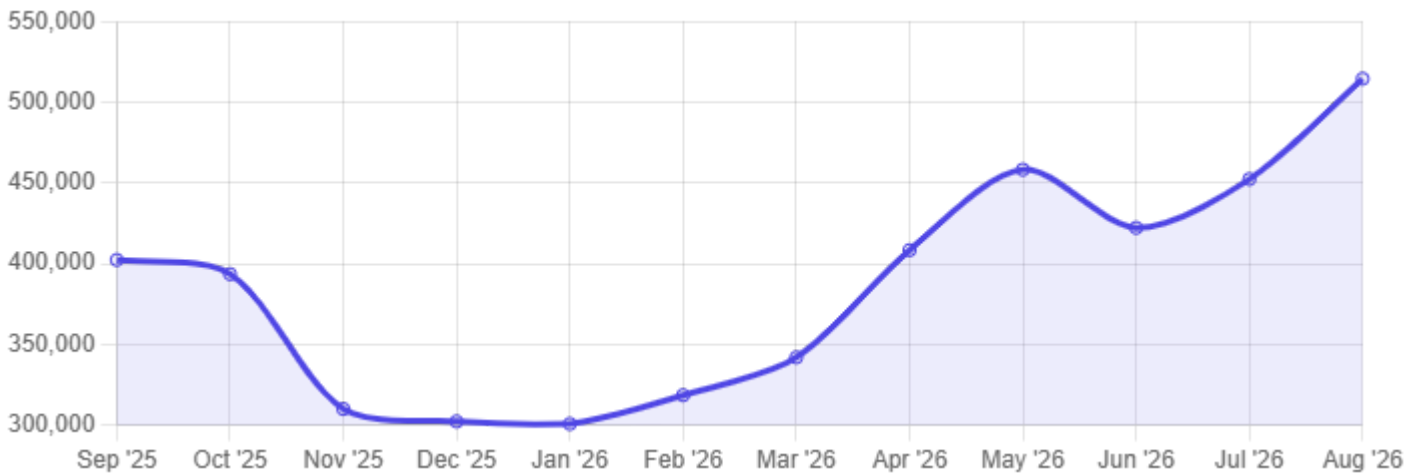
Peak Day & Time

Saturday, 7 PM

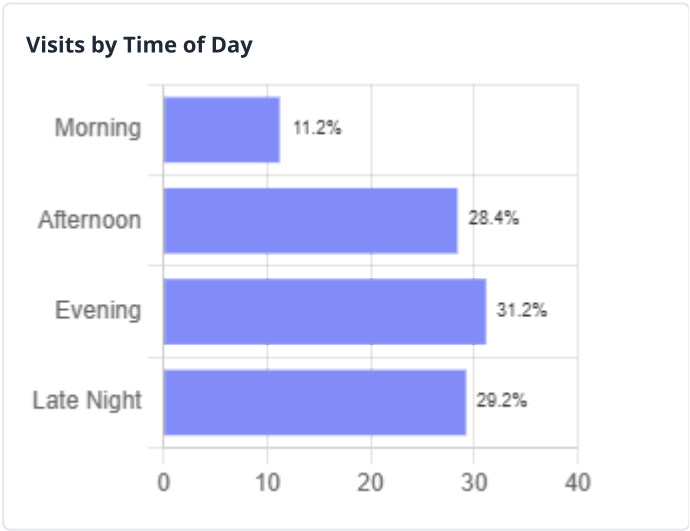
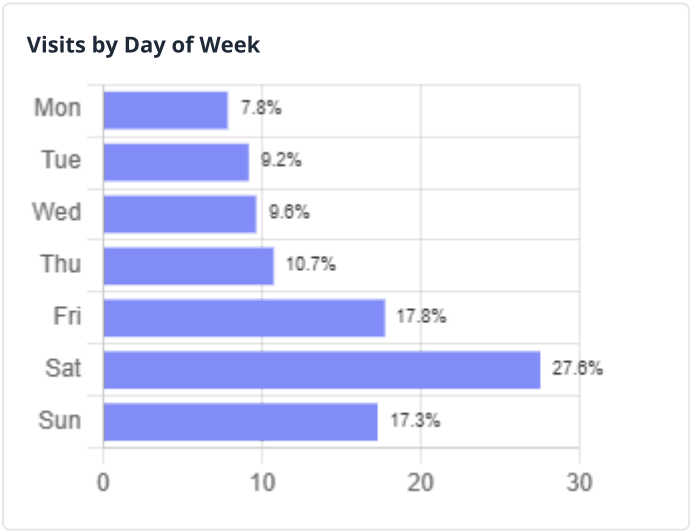
Prev. Period: Friday, 7 PM

YoY: no change

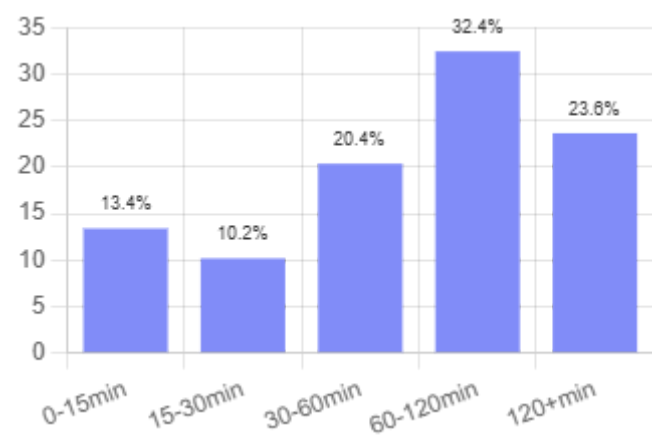
Last 12 Months Visits



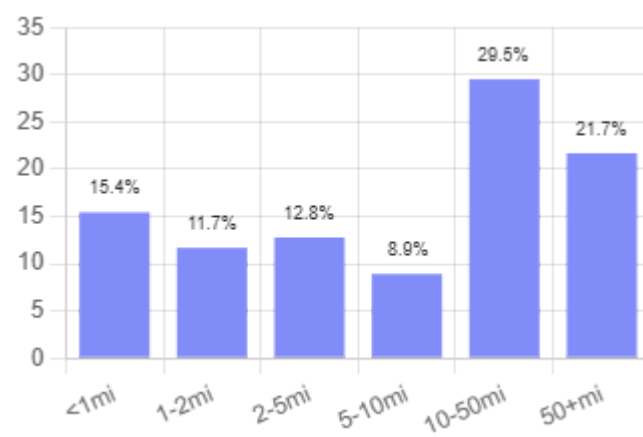
Visits Breakdowns



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

Pearl Street Mall

Custom Period: November 2025

Total Visits

276.7k

↓ -21.3% P1M

↑ +5.7% YoY

Avg. Monthly Visitors

189.1k

↓ -17.0% P1M

↑ +5.3% YoY

Avg. Dwell Time

1h19

↓ -2.3m P1M

↓ -4.0m YoY

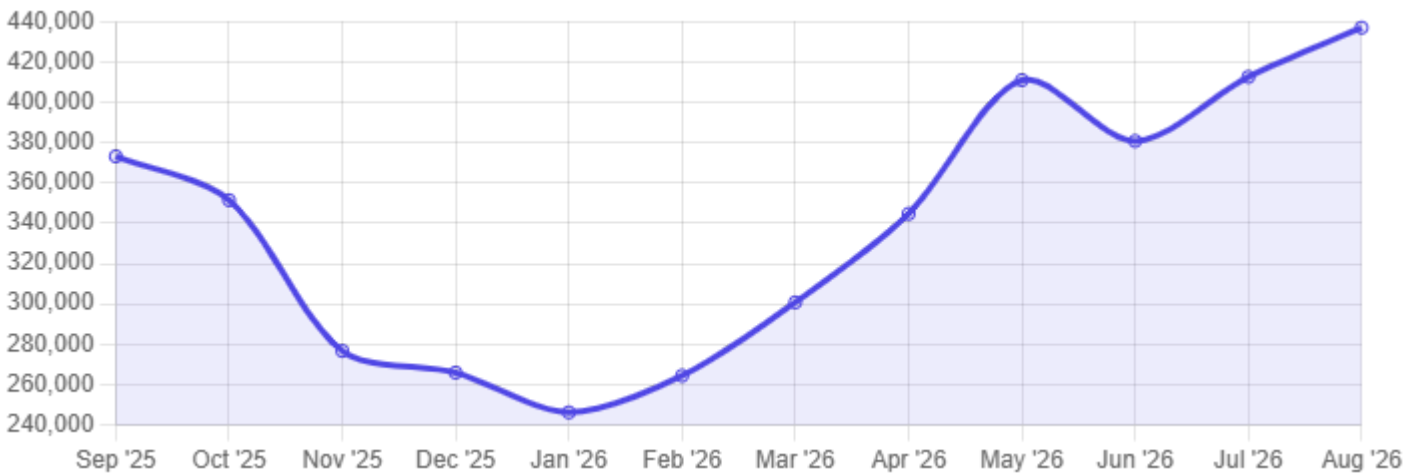
Peak Day & Time

Saturday, 7 PM

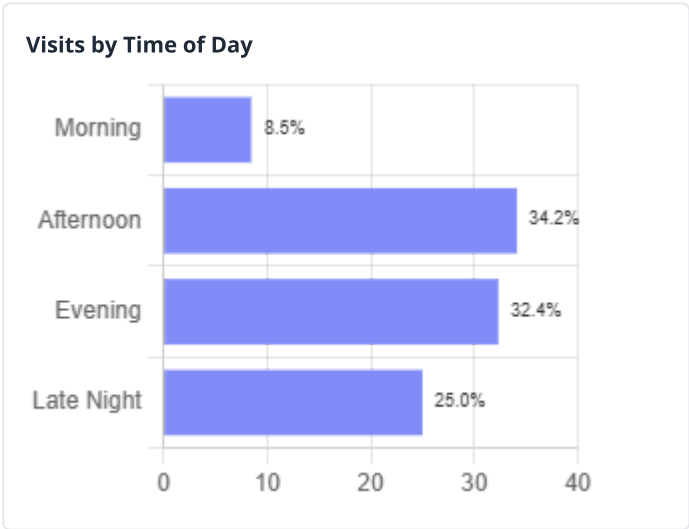
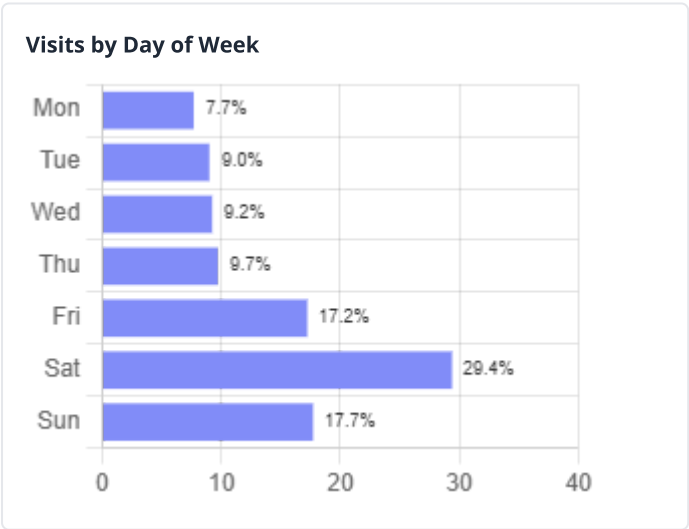
Prev. Period: Friday, 7 PM

YoY: no change

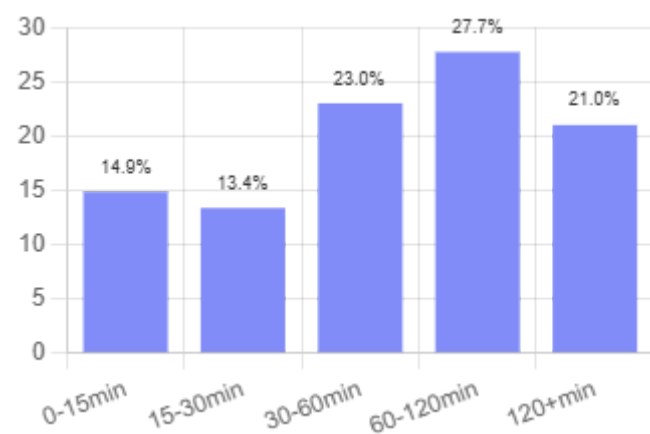
Last 12 Months Visits



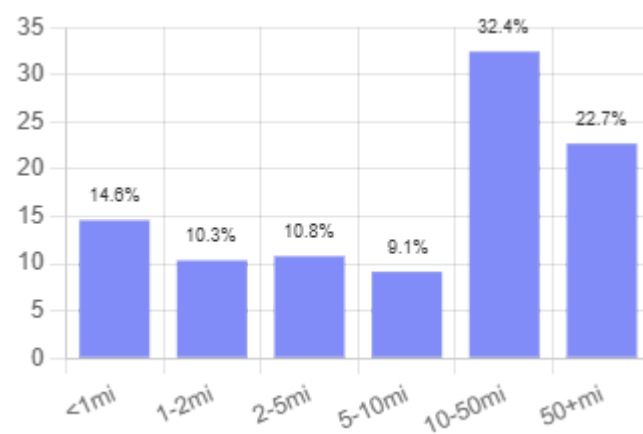
Visits Breakdowns



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

East End

Custom Period: November 2025

Total Visits

123.9k

↓ -21.7% P1M

↑ +3.8% YoY

Avg. Monthly Visitors

89,227

↓ -20.0% P1M

↑ +3.0% YoY

Avg. Dwell Time

54.6 min

↓ -1.7m P1M

↓ -5.6m YoY

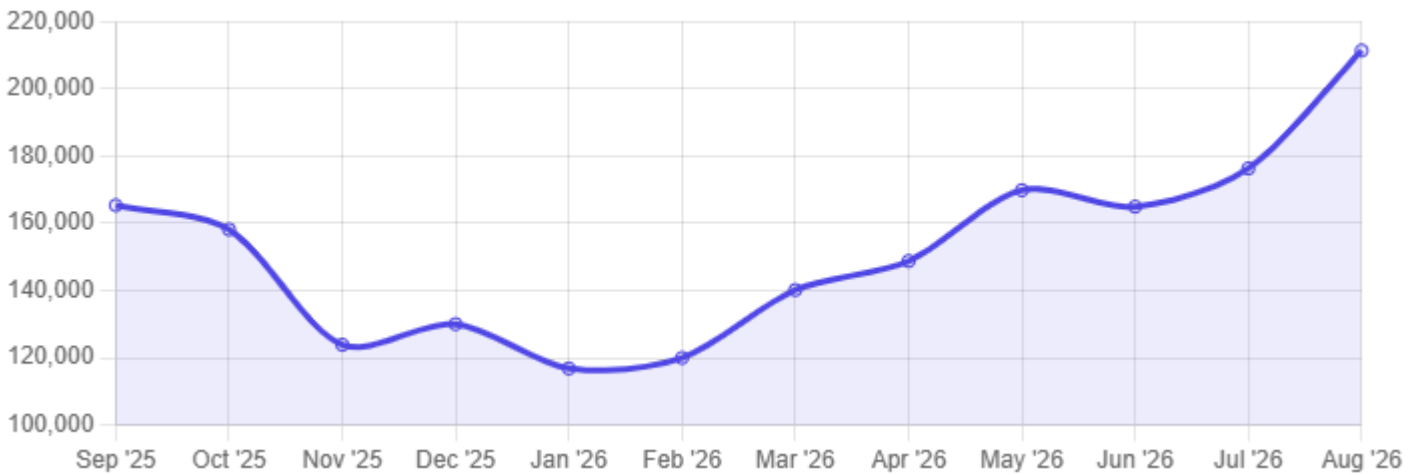
Peak Day & Time

Saturday, 12 PM

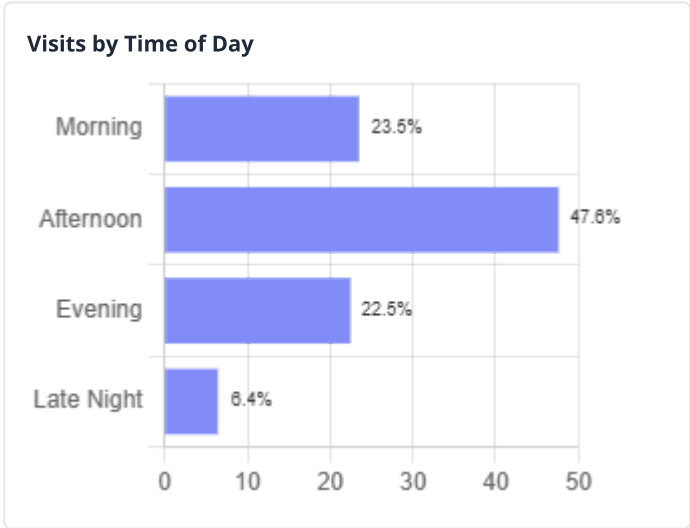
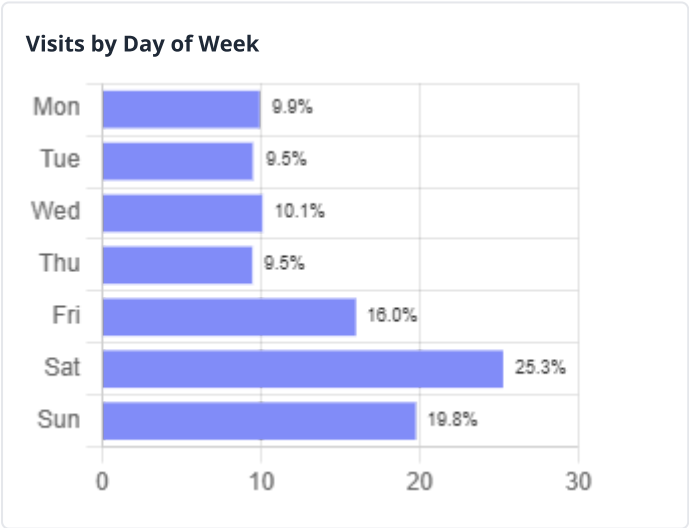
Prev. Period: no change

YoY: no change

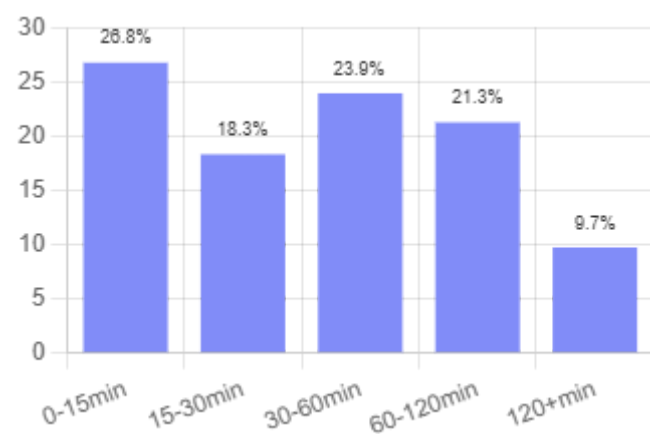
Last 12 Months Visits



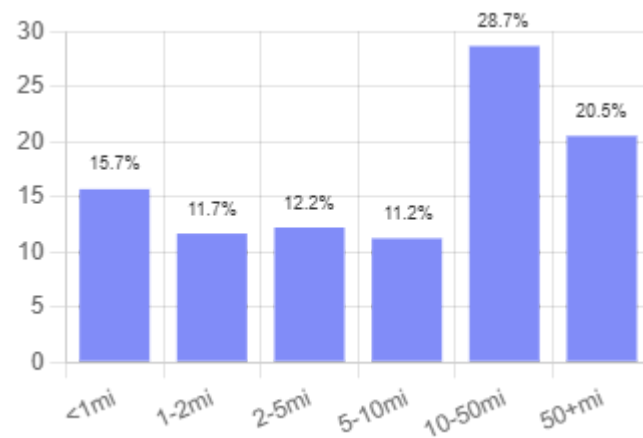
Visits Breakdowns



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

Downtown Core (South)

Custom Period: November 2025

Total Visits

84,333

↓ -18.7% P1M

↑ +0.6% YoY

Avg. Monthly Visitors

57,427

↓ -18.8% P1M

↑ +5.8% YoY

Avg. Dwell Time

41.7 min

↑ +5.4m P1M

↑ +3.0m YoY

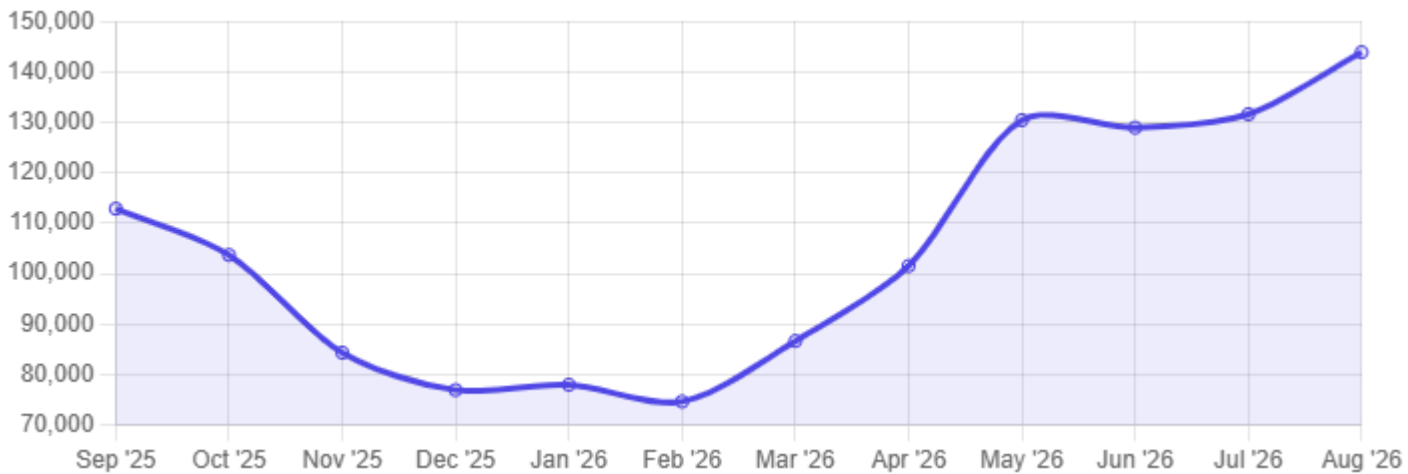
Peak Day & Time

Saturday, 1 PM

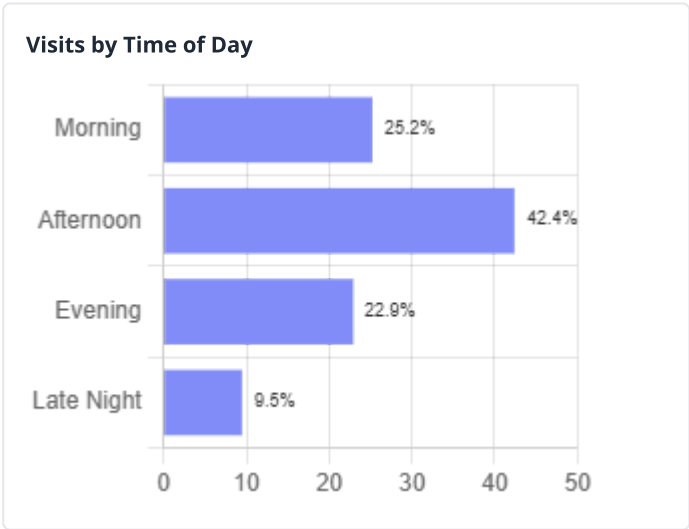
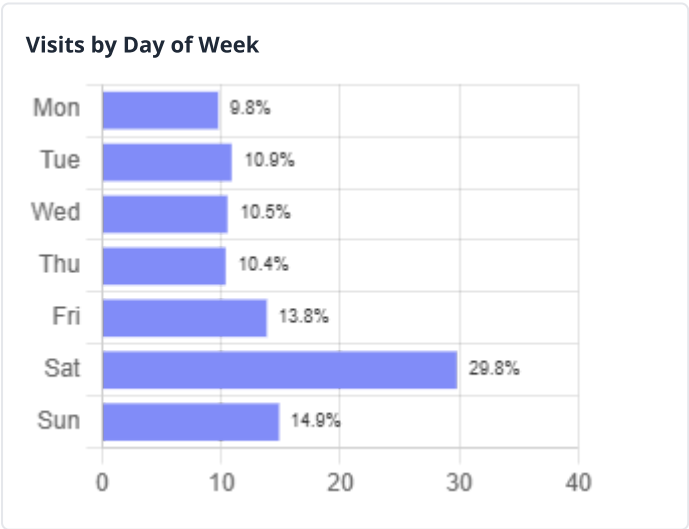
Prev. Period: Saturday, 12 PM

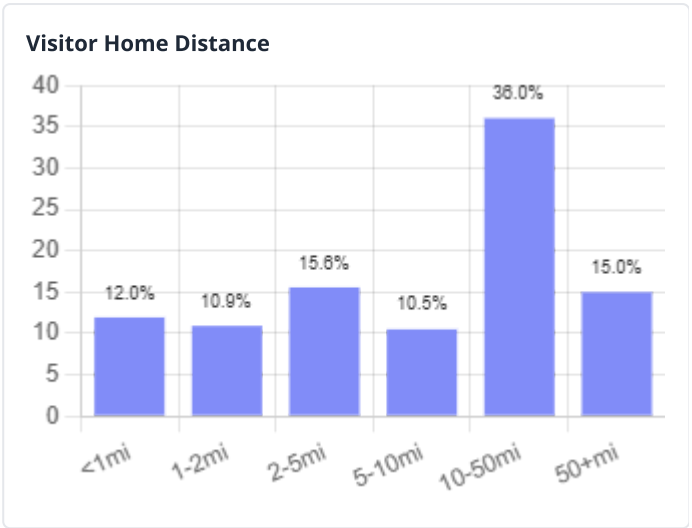
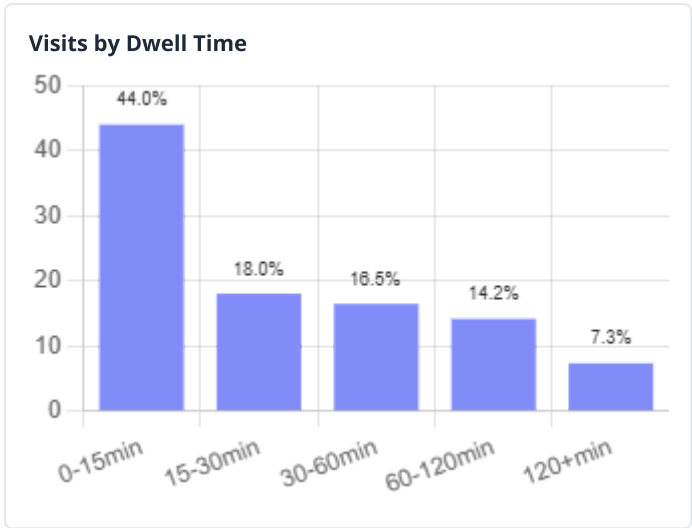
YoY: no change

Last 12 Months Visits



Visits Breakdowns





**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*

Downtown Core (North)

Custom Period: November 2025

Total Visits

39,844

↓ -18.1% P1M

↓ -1.1% YoY

Avg. Monthly Visitors

30,801

↓ -17.8% P1M

↑ +2.9% YoY

Avg. Dwell Time

2h07

↓ -5.9m P1M

↓ -27.5m YoY

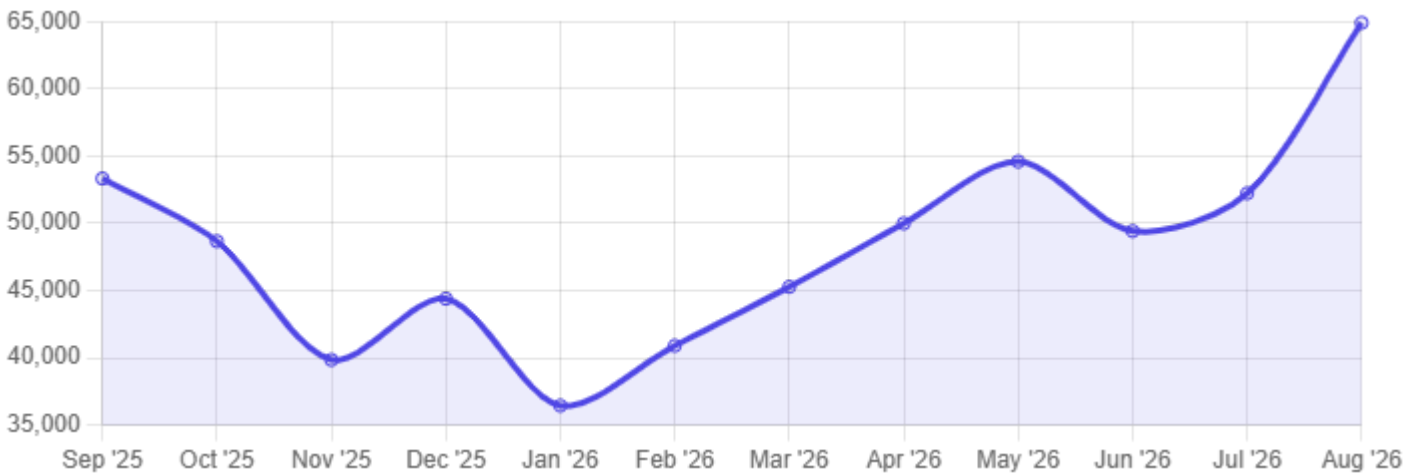
Peak Day & Time

Saturday, 6 PM

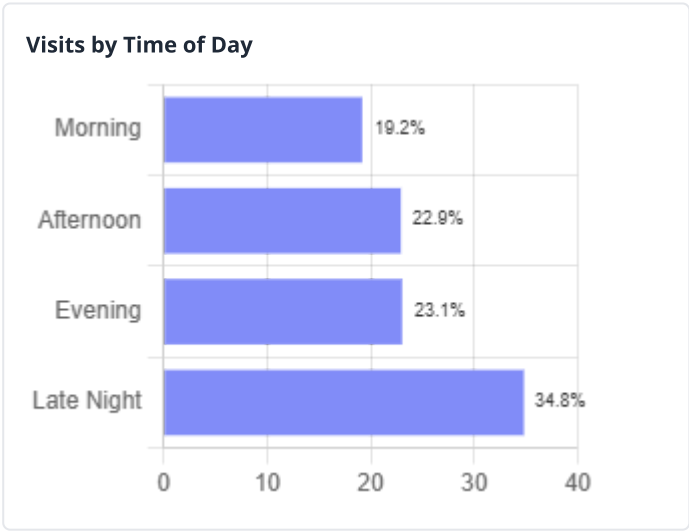
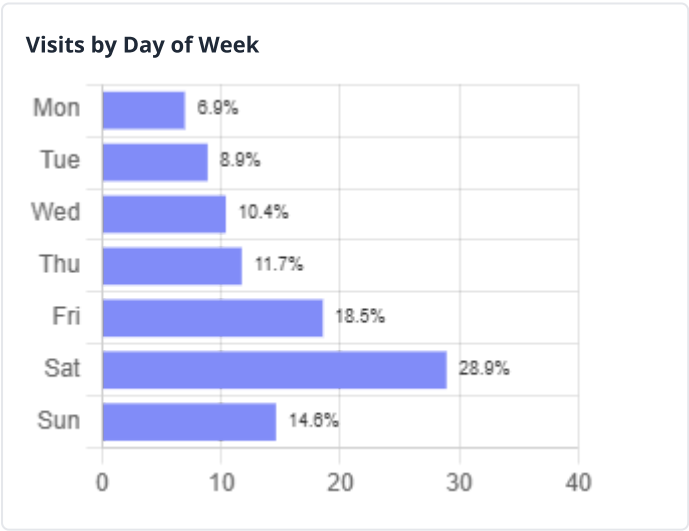
Prev. Period: Friday, 6 PM

YoY: no change

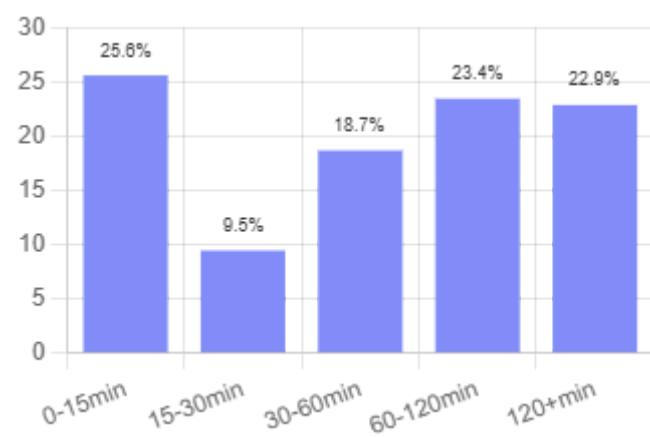
Last 12 Months Visits



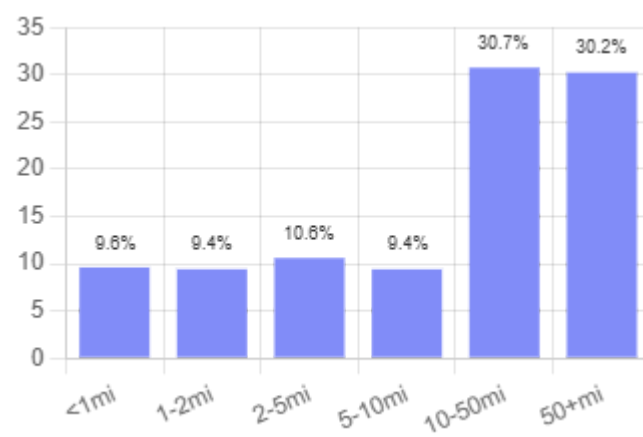
Visits Breakdowns



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