

Report

Custom Period: October 2025

6 locations

Executive Summary

KEY INSIGHTS

Portfolio Performance

- **6 locations** generated **1,779,170 total visits** (↓ 4.6% period-over-period)
- Average location performance: **296,528 visits** with **90.5 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 (723,760 visits), West End (393,503 visits), Pearl Street Mall (351,425 visits)
- **Bottom 3 Locations:** Downtown Core (North) (48,661 visits), Downtown Core (South) (103,693 visits), East End (158,129 visits)

Notable Changes

- **Biggest Gainer:** West End with +2.2% increase period-over-period
- **Largest Decline:** Downtown Core (North) with -8.7% decrease period-over-period

Visitor Insights

- **37.9%** of visits are from visitors whose home locations are within 5 miles and average median household income is **\$109K**
- Most locations peak on **Friday** 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	723.8k	-4.6%	-7.0%	372.1k	1h43	Friday	7 PM
West End	393.5k	-2.2%	-6.9%	222.3k	1h38	Friday	7 PM
Pearl Street Mall	351.4k	-5.8%	-7.8%	227.9k	1h21	Friday	7 PM
East End	158.1k	-4.4%	-9.3%	111.6k	55.6 min	Saturday	12 PM
Downtown Core (South)	103.7k	-8.1%	-9.7%	70,697	39.5 min	Saturday	12 PM
Downtown Core (North)	48,661	-8.7%	-11.7%	37,453	2h15	Friday	6 PM

Downtown Boulder

Custom Period: October 2025

Total Visits

723.8k

↓ -4.6% P1M

↓ -7.0% YoY

Avg. Monthly Visitors

372.1k

↓ -3.7% P1M

↓ -5.6% YoY

Avg. Dwell Time

1h43

↓ -1.2m P1M

↓ -8.2m YoY

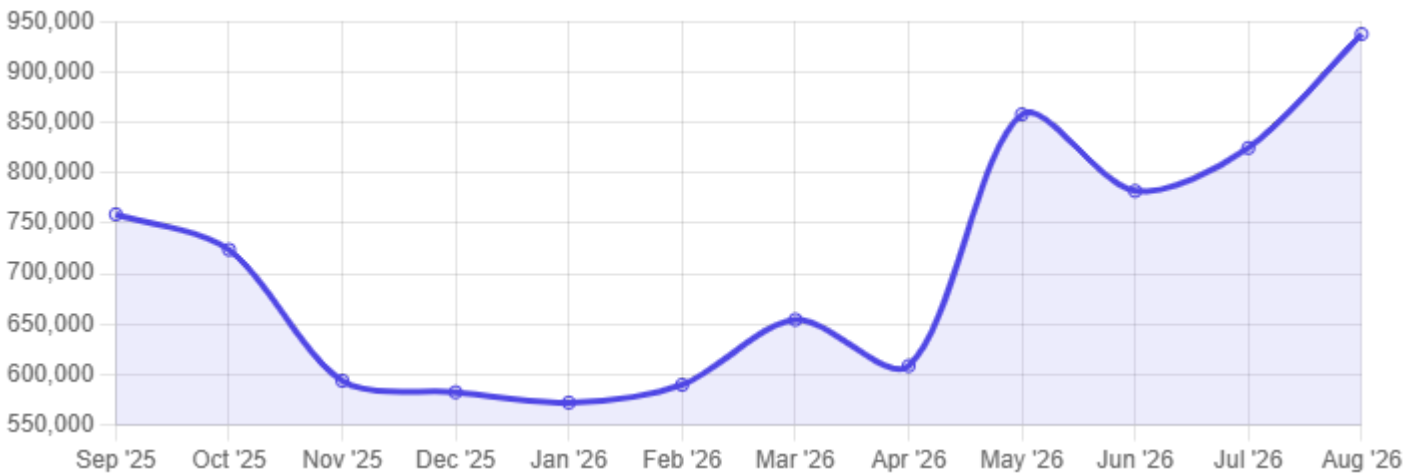
Peak Day & Time

Friday, 7 PM

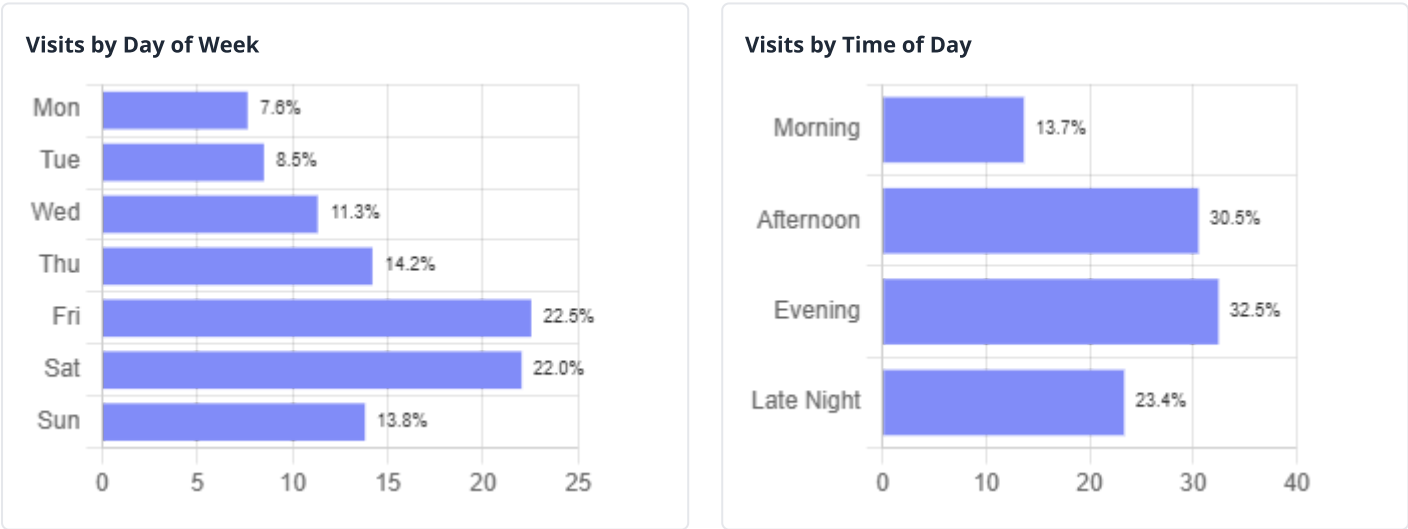
Prev. Period: Saturday, 7 PM

YoY: Saturday, 7 PM

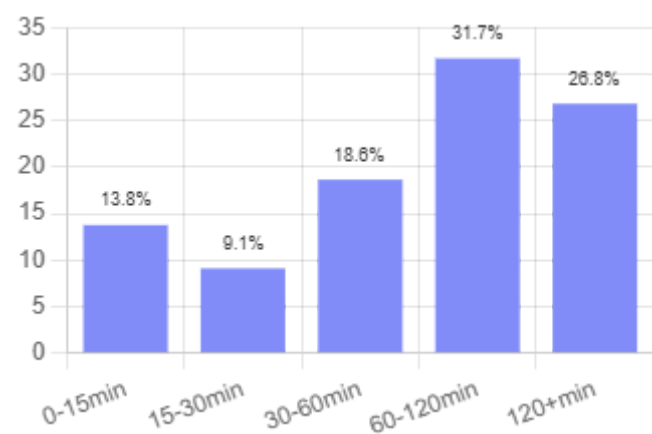
Last 12 Months Visits



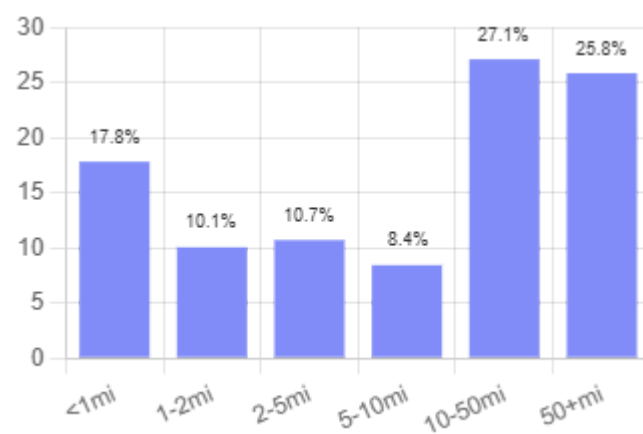
Visits Breakdowns



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: October 2025

Total Visits

393.5k

↓ -2.2% P1M

↓ -6.9% YoY

Avg. Monthly Visitors

222.3k

↓ -2.5% P1M

↓ -9.2% YoY

Avg. Dwell Time

1h38

↓ -1.7m P1M

↓ -7.8m YoY

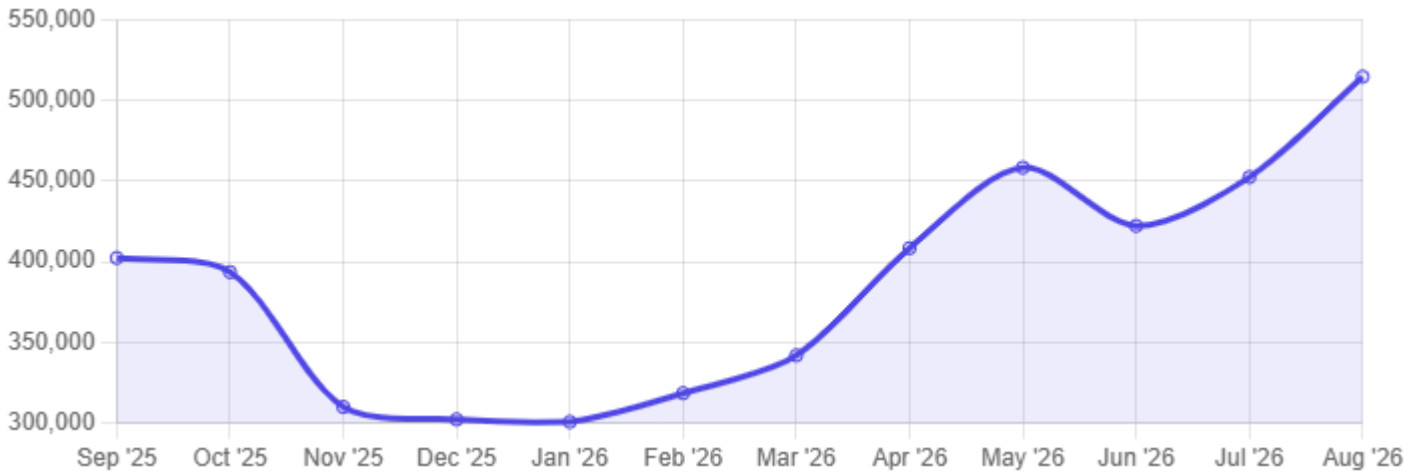
Peak Day & Time

Friday, 7 PM

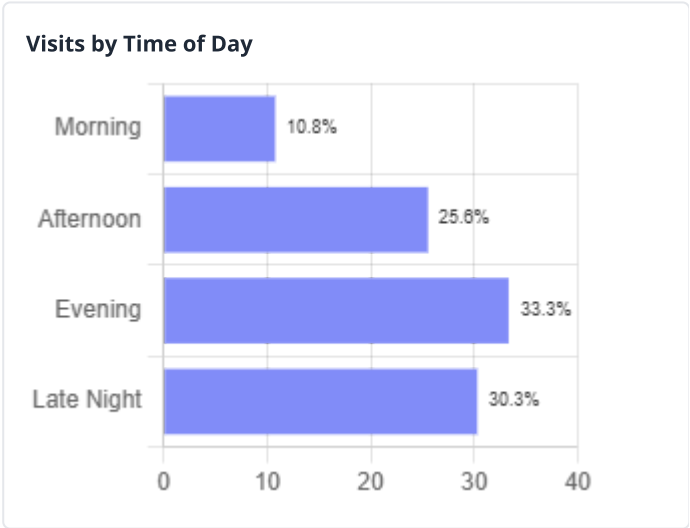
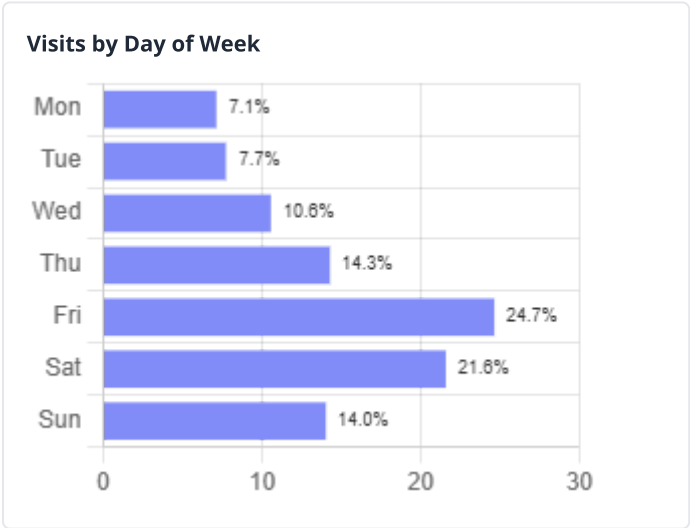
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YoY: no change

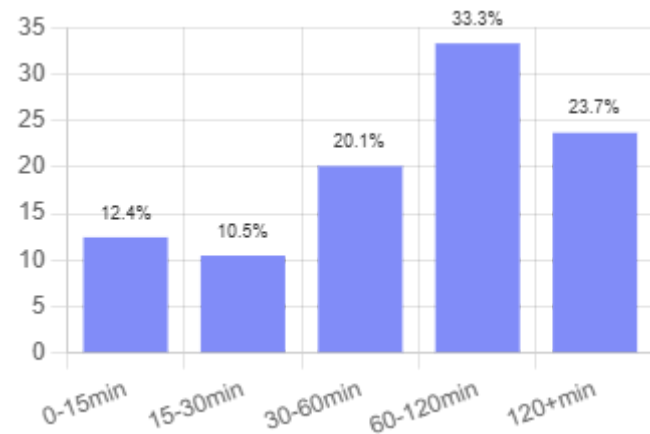
Last 12 Months Visits



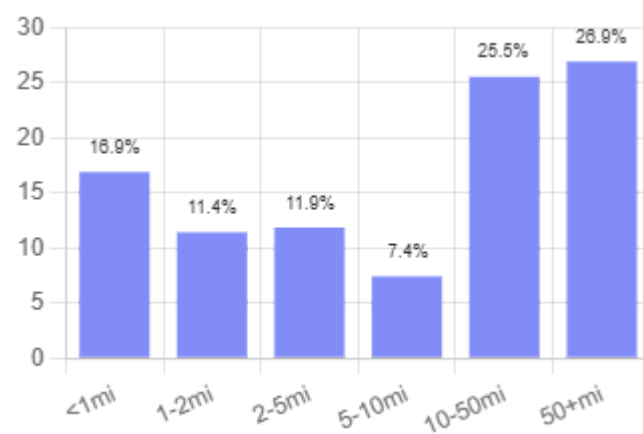
Visits Breakdowns



Visits by Dwell Time



Visitor Home Distance



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Pearl Street Mall

Custom Period: October 2025

Total Visits

351.4k

↓ -5.8% P1M

↓ -7.8% YoY

Avg. Monthly Visitors

227.9k

↓ -6.2% P1M

↓ -8.5% YoY

Avg. Dwell Time

1h21

↑ +3.9m P1M

↓ -0.6m YoY

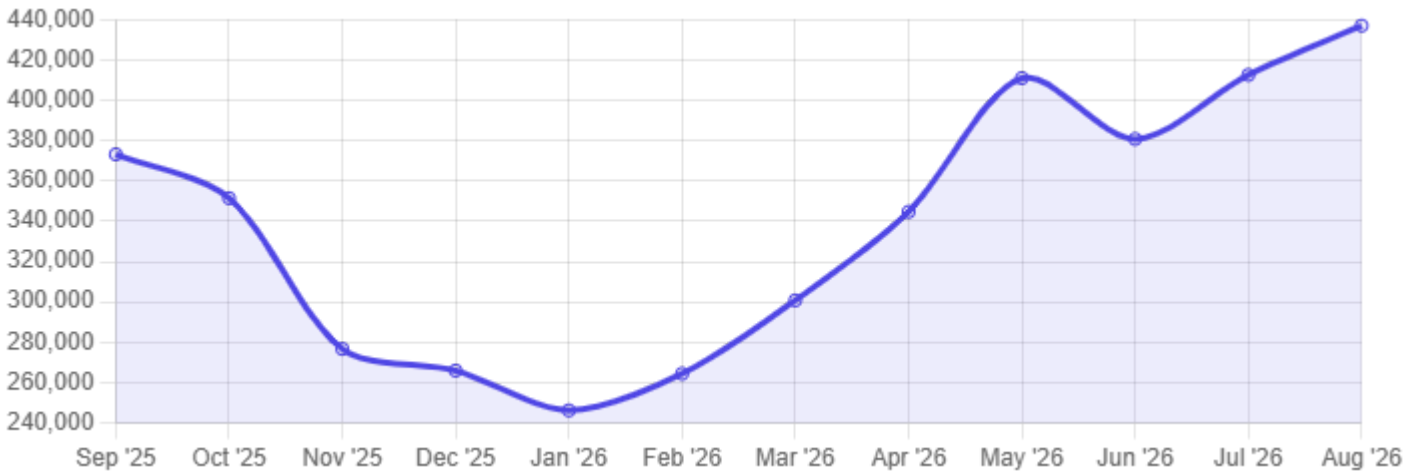
Peak Day & Time

Friday, 7 PM

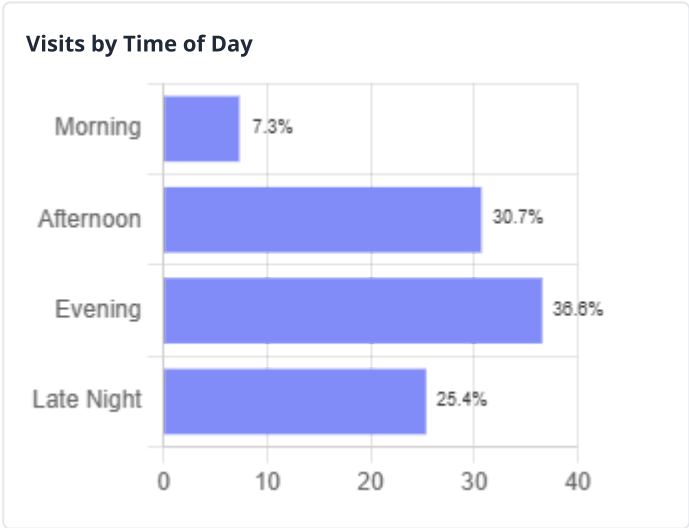
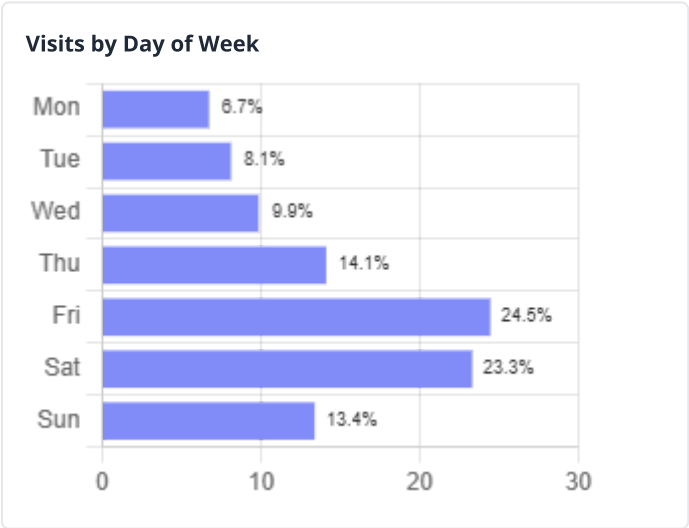
Prev. Period: no change

YoY: Saturday, 7 PM

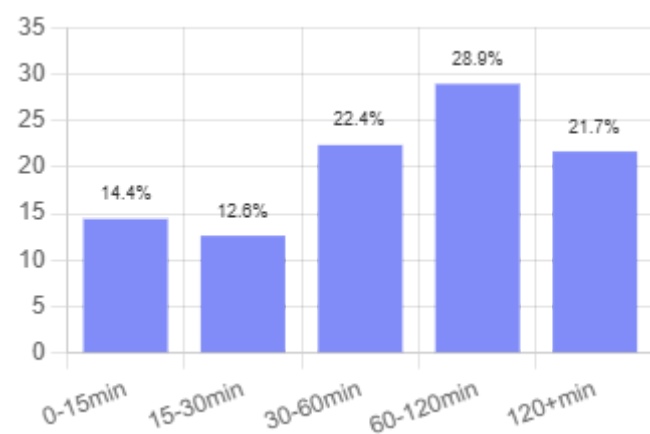
Last 12 Months Visits



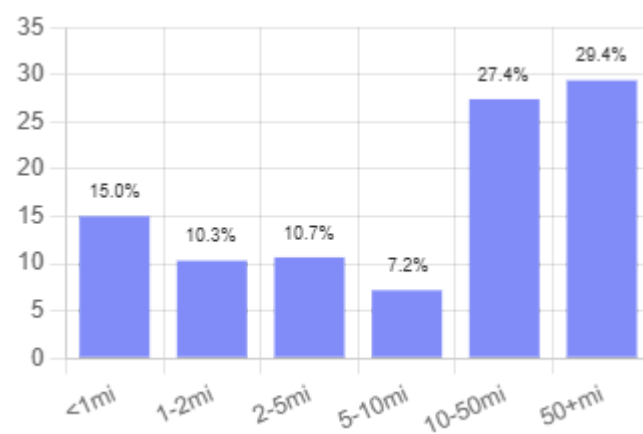
Visits Breakdowns



Visits by Dwell Time



Visitor Home Distance



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East End

Custom Period: October 2025

Total Visits

158.1k

↓ -4.4% P1M

↓ -9.3% YoY

Avg. Monthly Visitors

111.6k

↓ -7.2% P1M

↓ -9.2% YoY

Avg. Dwell Time

55.6 min

↑ +3.5m P1M

↓ -3.6m YoY

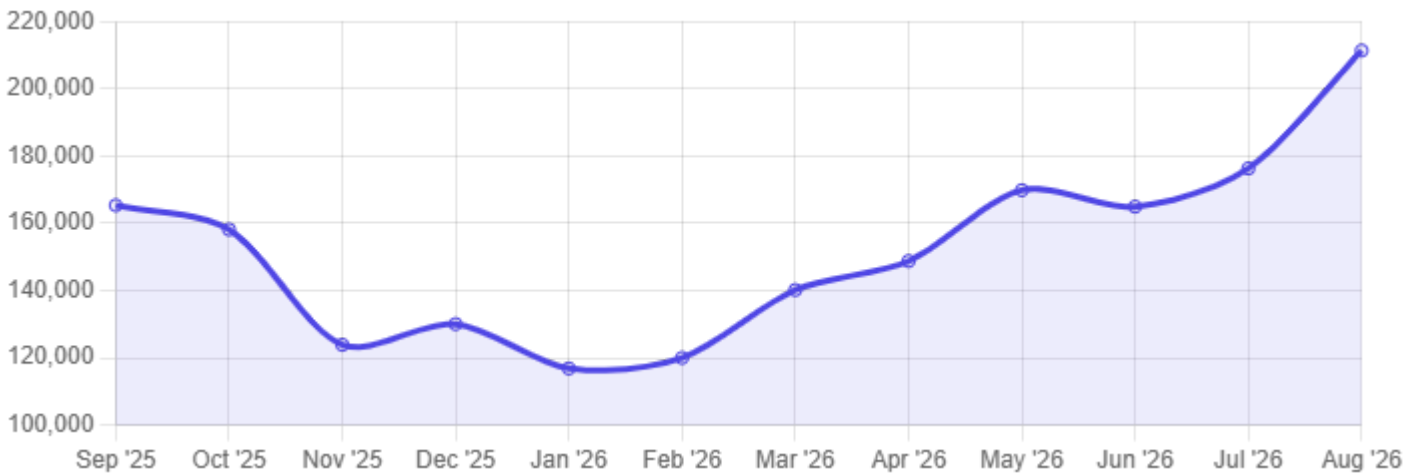
Peak Day & Time

Saturday, 12 PM

Prev. Period: no change

YoY: Saturday, 1 PM

Last 12 Months Visits



Visits Breakdowns

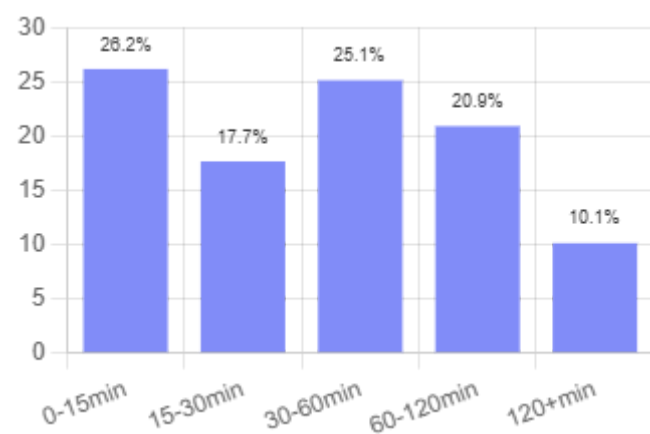
Visits by Day of Week

Mon	8.3%
Tue	8.8%
Wed	11.4%
Thu	14.1%
Fri	20.5%
Sat	21.4%
Sun	15.5%

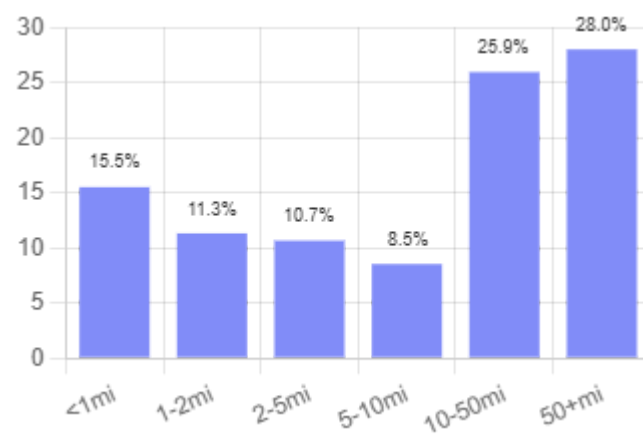
Visits by Time of Day

Morning	22.6%
Afternoon	44.4%
Evening	24.7%
Late Night	8.3%

Visits by Dwell Time



Visitor Home Distance



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Downtown Core (South)

Custom Period: October 2025

Total Visits

103.7k

↓ -8.1% P1M

↓ -9.7% YoY

Avg. Monthly Visitors

70,697

↓ -8.8% P1M

↓ -9.4% YoY

Avg. Dwell Time

39.5 min

↓ -4.4m P1M

↓ -2.3m YoY

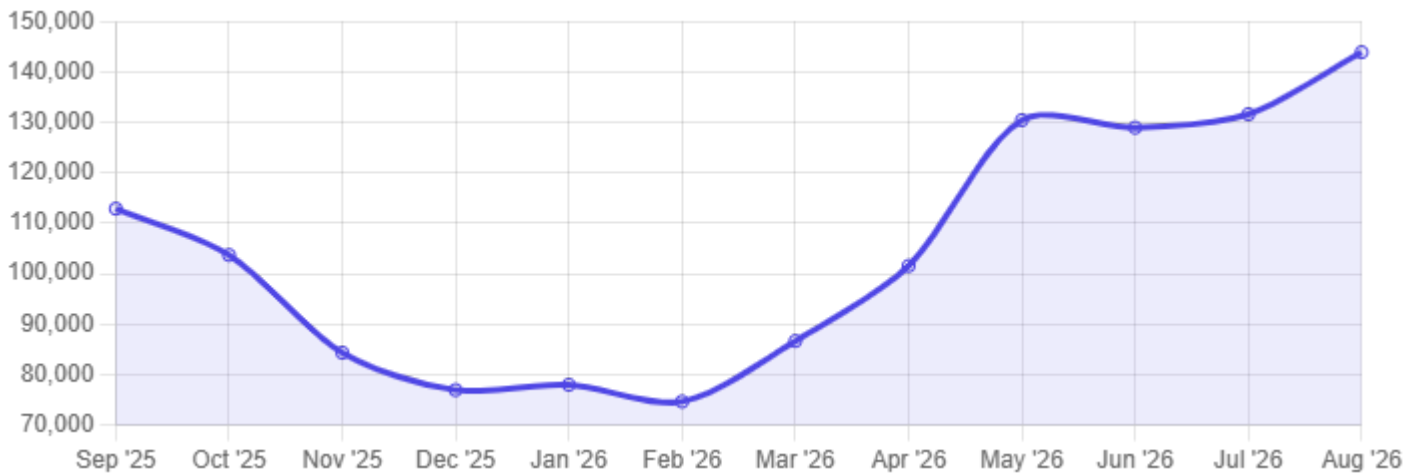
Peak Day & Time

Saturday, 12 PM

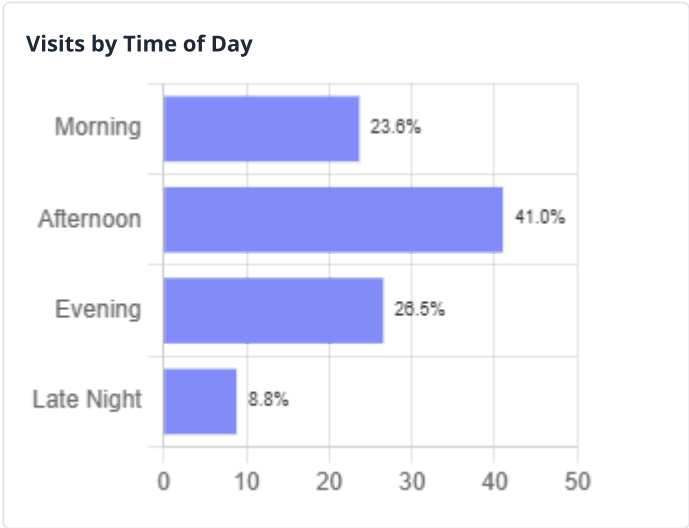
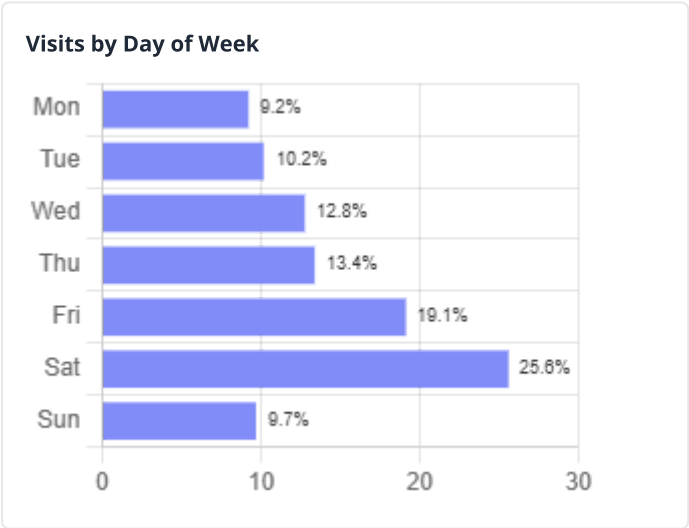
Prev. Period: no change

YoY: no change

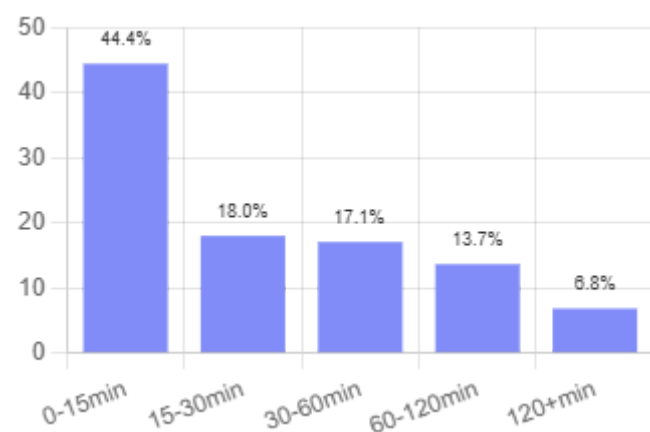
Last 12 Months Visits



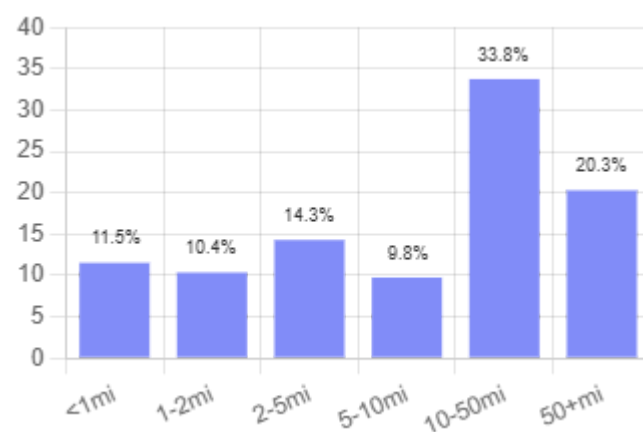
Visits Breakdowns



Visits by Dwell Time



Visitor Home Distance



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Downtown Core (North)

Custom Period: October 2025

Total Visits

48,661

↓ -8.7% P1M

↓ -11.7% YoY

Avg. Monthly Visitors

37,453

↓ -7.3% P1M

↓ -6.1% YoY

Avg. Dwell Time

2h15

↓ -15.2m P1M

↓ -21.1m YoY

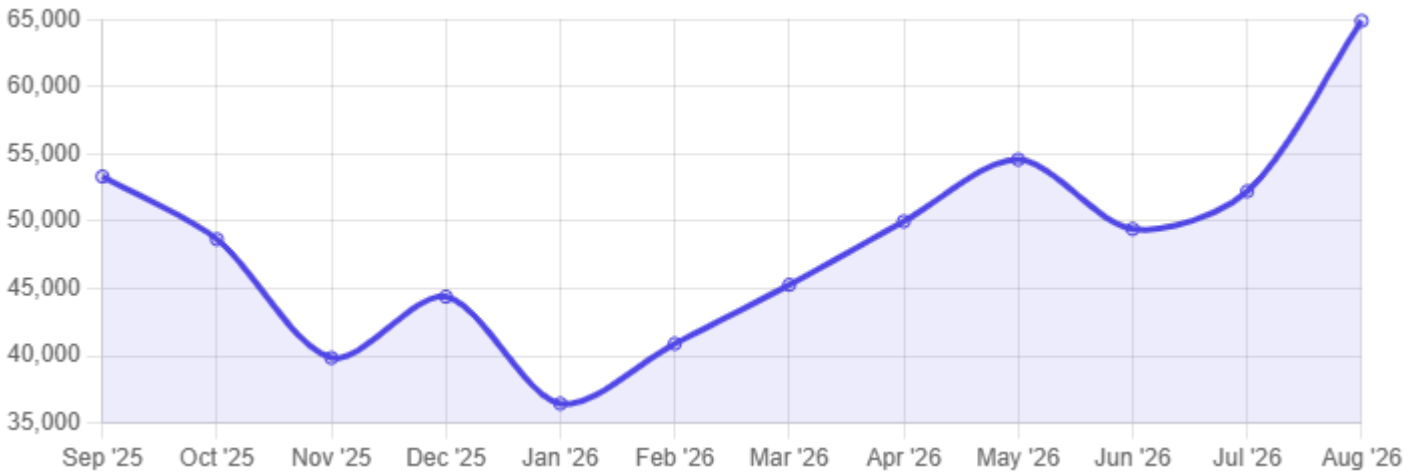
Peak Day & Time

Friday, 6 PM

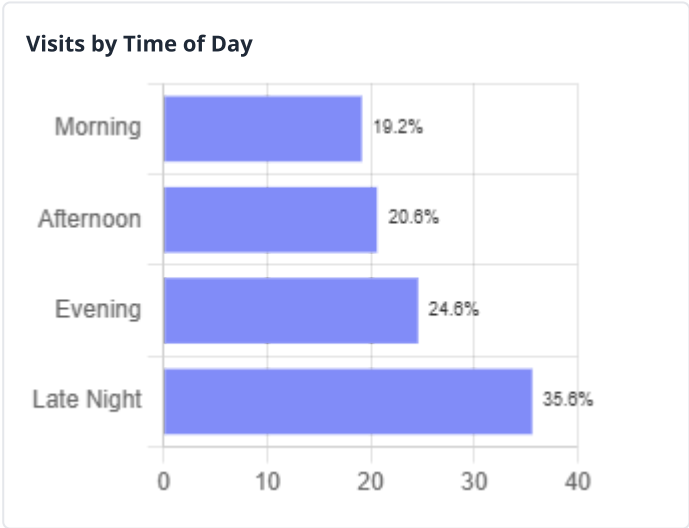
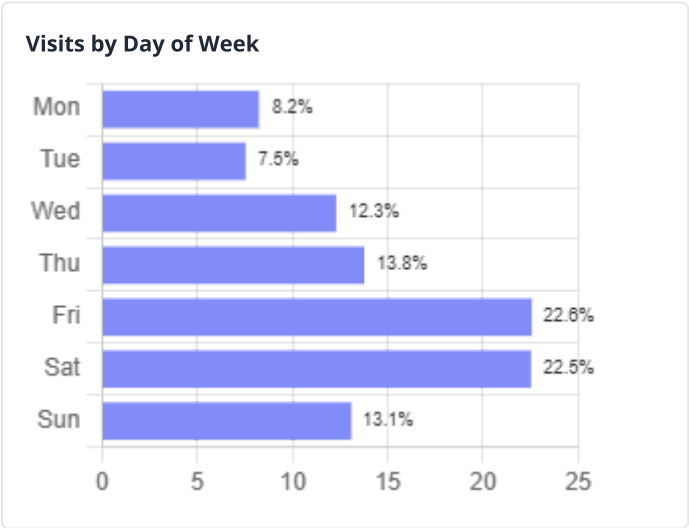
Prev. Period: no change

YoY: no change

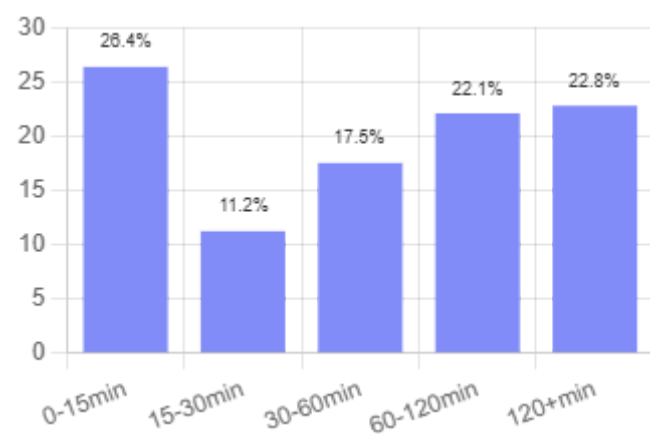
Last 12 Months Visits



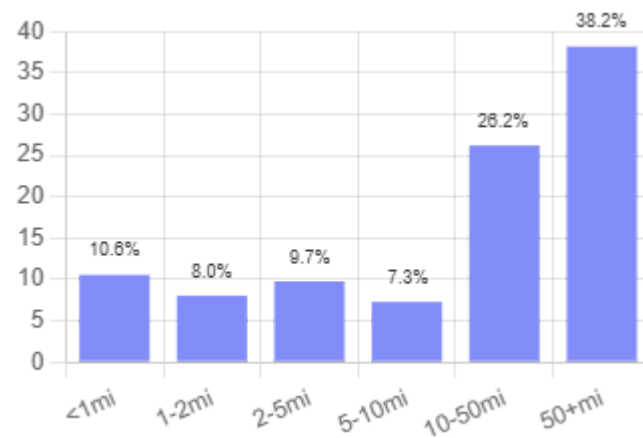
Visits Breakdowns



Visits by Dwell Time



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