Report

Last Full Month: October 2026

6 locations

Executive Summary

KEY INSIGHTS

Portfolio Performance

• **6 locations** generated **2,121,339 total visits** (↑ 24.9% month-over-month)

• Average location performance: **353,557 visits** with **95.7 min** average dwell time

• Growth trend month-over-month: **6 locations** showing positive growth, **0 locations** declining

Top & Bottom Performers

• **Top 3 Locations**: Downtown Boulder (868,520 visits), West End (479,098 visits), Pearl Street Mall (413,009 visits)

• **Bottom 3 Locations**: Downtown Core (North) (63,035 visits), Downtown Core (South) (120,601 visits), East End (177,077 visits)

Notable Changes

• **Biggest Gainer**: Downtown Core (North) with +49.5% increase month-over-month

Visitor Insights

• **36.1%** of visits are from visitors whose home locations are within 5 miles and average median household income is **$112K**

• 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)

• **MoM (Month-over-Month):** Percentage change compared to the previous month

• **YoY (Year-over-Year):** Percentage change compared to the same month last year

To learn more visit placer.ai academy at https://analytics.placer.ai/academy/

Overview

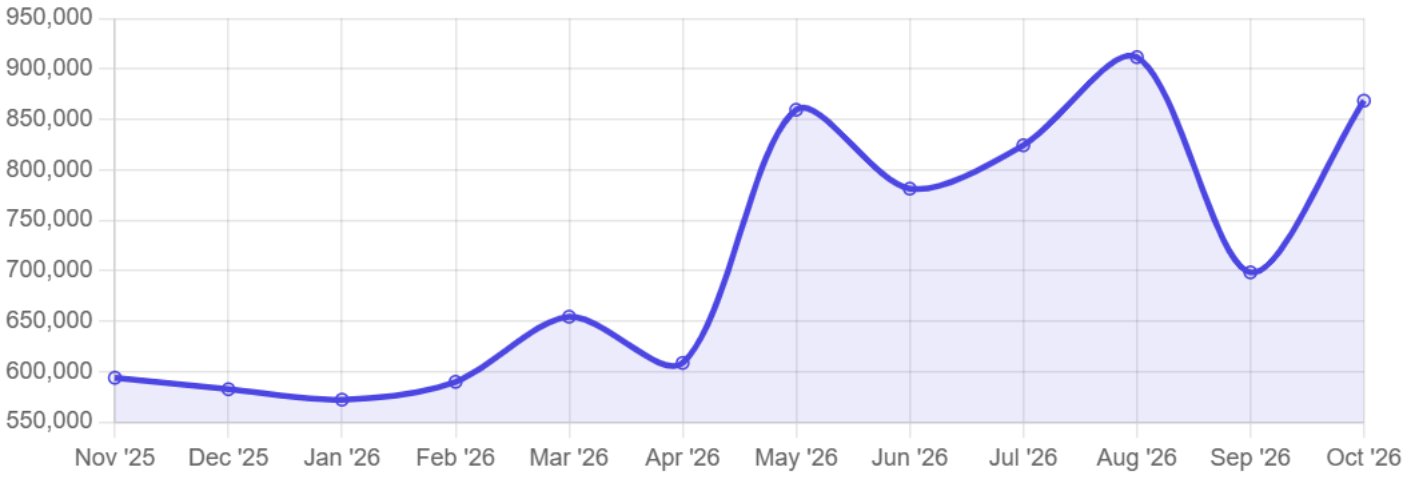
Location	Visits	MoM	YoY	Visitors	Avg. Dwell Time	Peak Day	Peak Hour
Downtown Boulder	868.5k	+24.4%	+20.0%	421.1k	1h49	Saturday	7 PM
West End	479.1k	+31.5%	+21.2%	257.0k	1h44	Saturday	7 PM
Pearl Street Mall	413.0k	+28.4%	+16.9%	258.9k	1h24	Saturday	7 PM
East End	177.1k	+15.1%	+11.5%	126.5k	55.4 min	Saturday	1 PM
Downtown Core (South)	120.6k	+2.4%	+16.0%	82,770	38.3 min	Saturday	12 PM
Downtown Core (North)	63,035	+49.5%	+29.5%	45,781	2h34	Friday	10 PM

Downtown Boulder

Last Full Month: October 2026

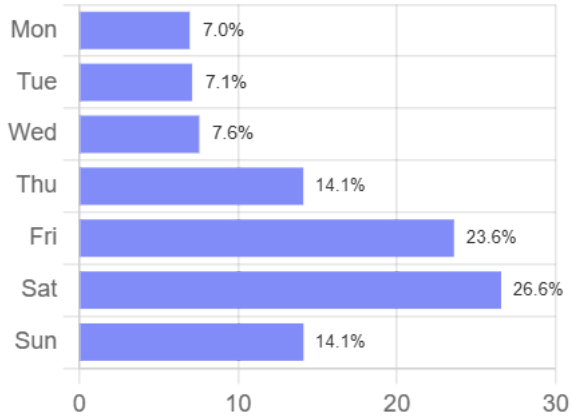
Total Visits	Total Visitors	Avg. Dwell Time	Peak Day & Time
868.5k	**421.1k**	**1h49**	**Saturday, 7 PM**
↑ +24.4% MoM	↑ +16.0% MoM	↑ +11.3m MoM	Prev. Month: no change
↑ +20.0% YoY	↑ +13.2% YoY	↑ +5.8m YoY	Prev. Year: Friday, 7 PM

Last 12 Months Visits

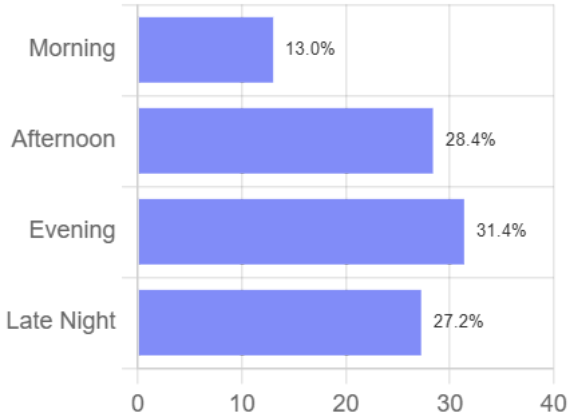


Visits Breakdowns

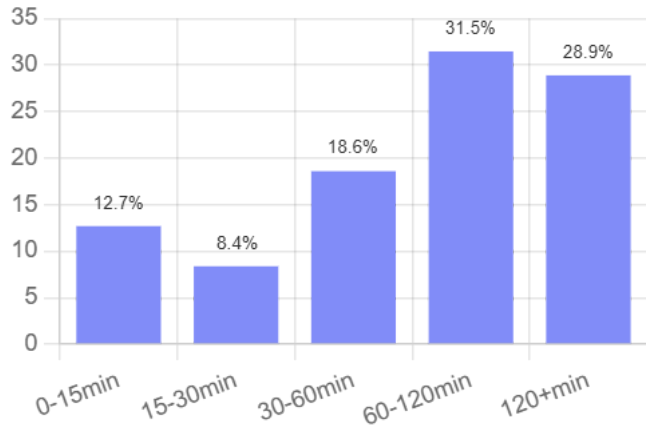
Visits by Day of Week



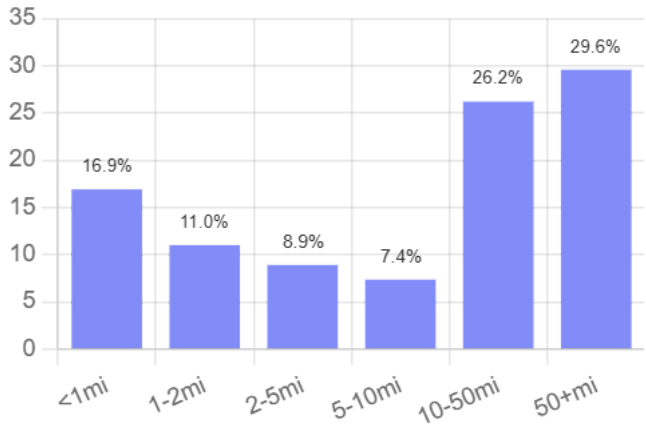
Visits by Time of Day



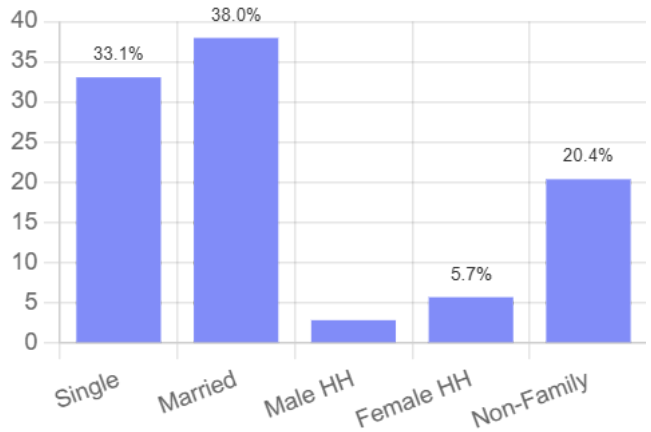
Visits by Dwell Time



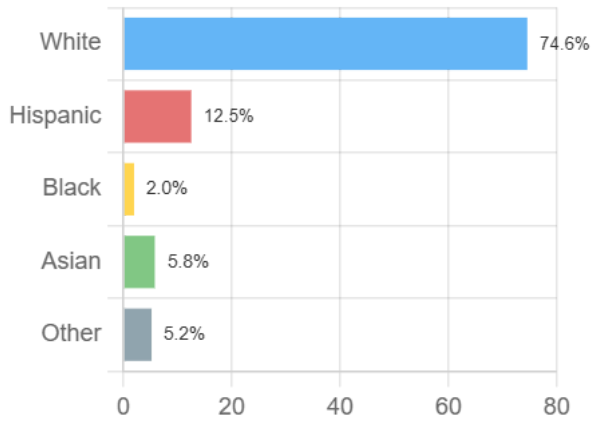
Visitor Home Distance



Household Type

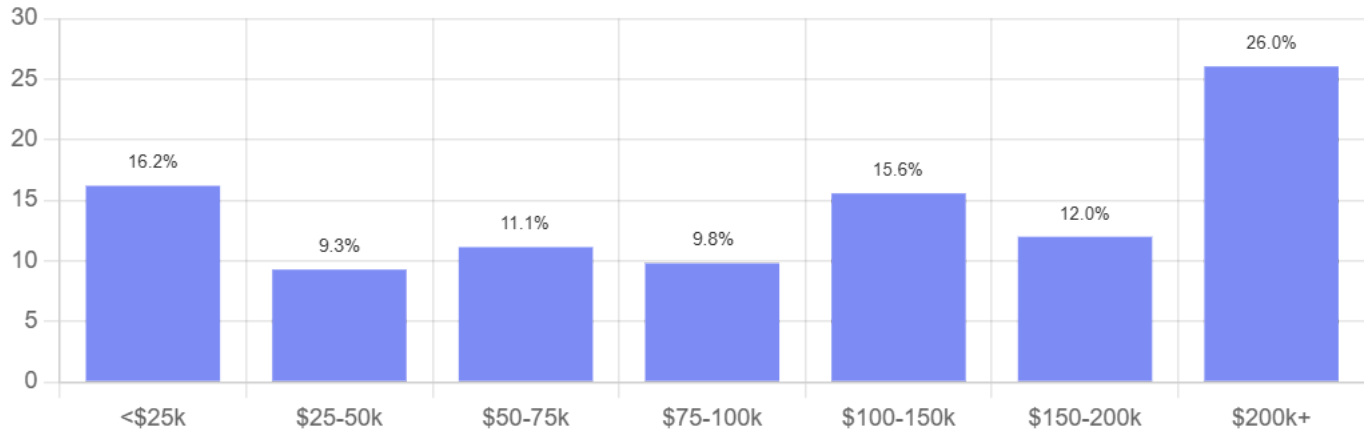


Visitor Ethnicity



Visitor Income

Median HHI: $110,449 | Avg HHI: $167,847



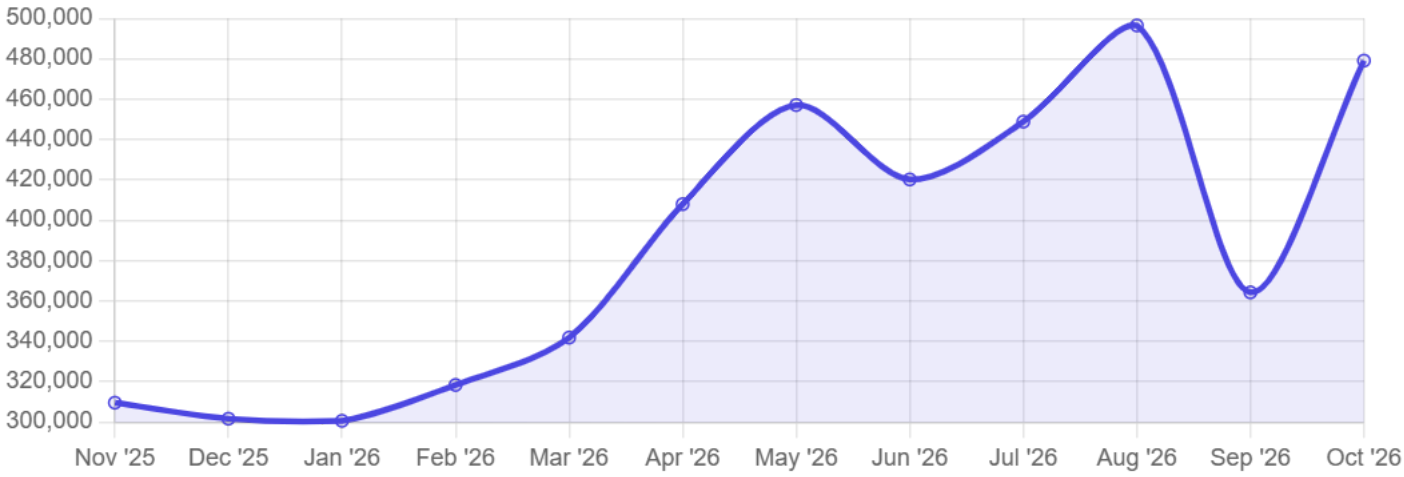
**Demographics data is based on locations' true trade area (home CBGs of 70% of visitors within 50 miles). Demographic information is provided by STI: popstats*

West End

Last Full Month: October 2026

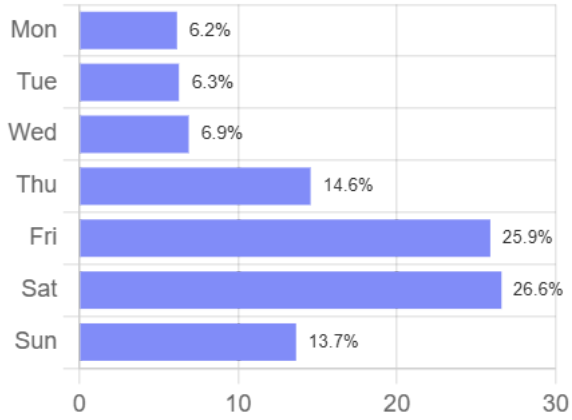
Total Visits	Total Visitors	Avg. Dwell Time	Peak Day & Time
479.1k	**257.0k**	**1h44**	**Saturday, 7 PM**
↑ +31.5% MoM	↑ +25.3% MoM	↑ +4.8m MoM	Prev. Month: no change
↑ +21.2% YoY	↑ +15.1% YoY	↑ +6.3m YoY	Prev. Year: Friday, 7 PM

Last 12 Months Visits

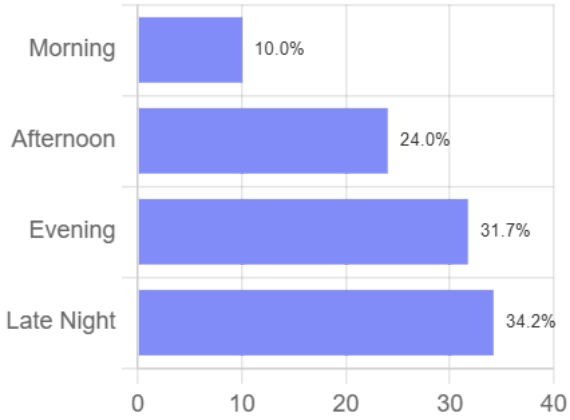


Visits Breakdowns

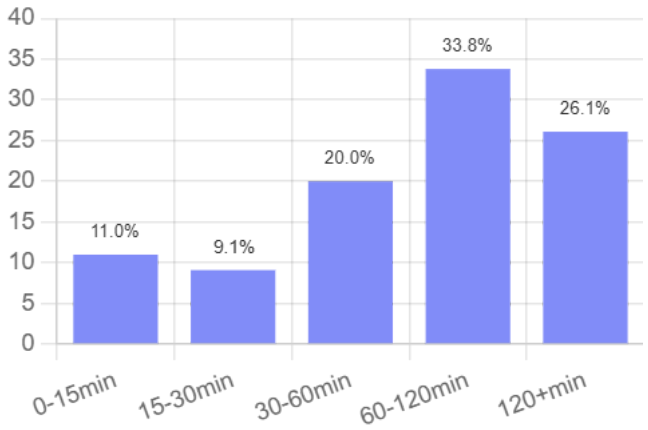
Visits by Day of Week



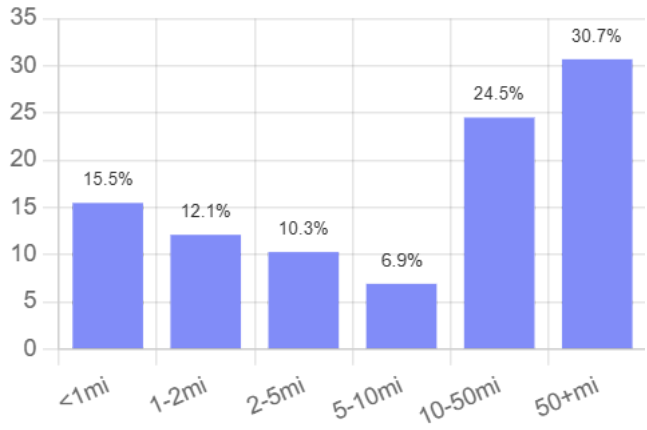
Visits by Time of Day



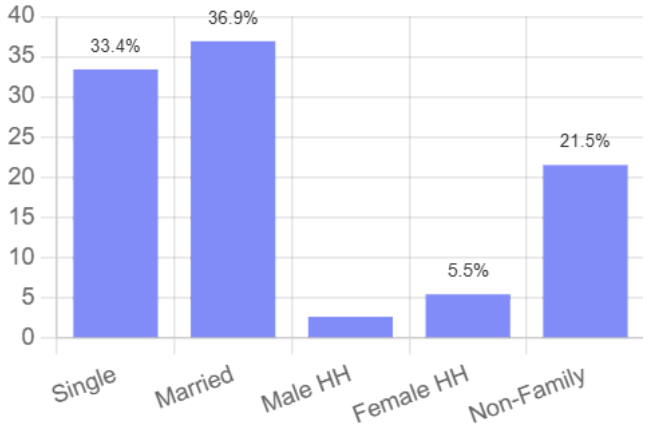
Visits by Dwell Time



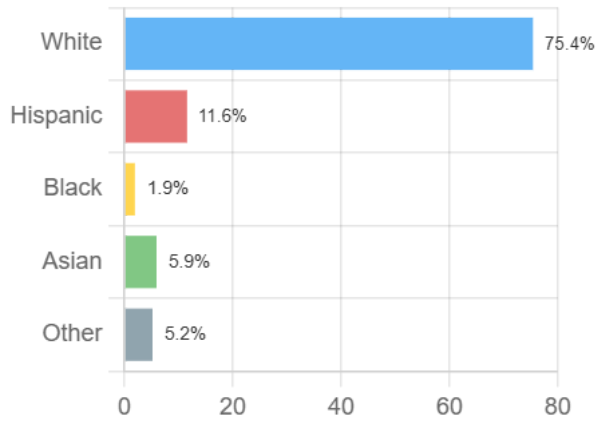
Visitor Home Distance



Household Type

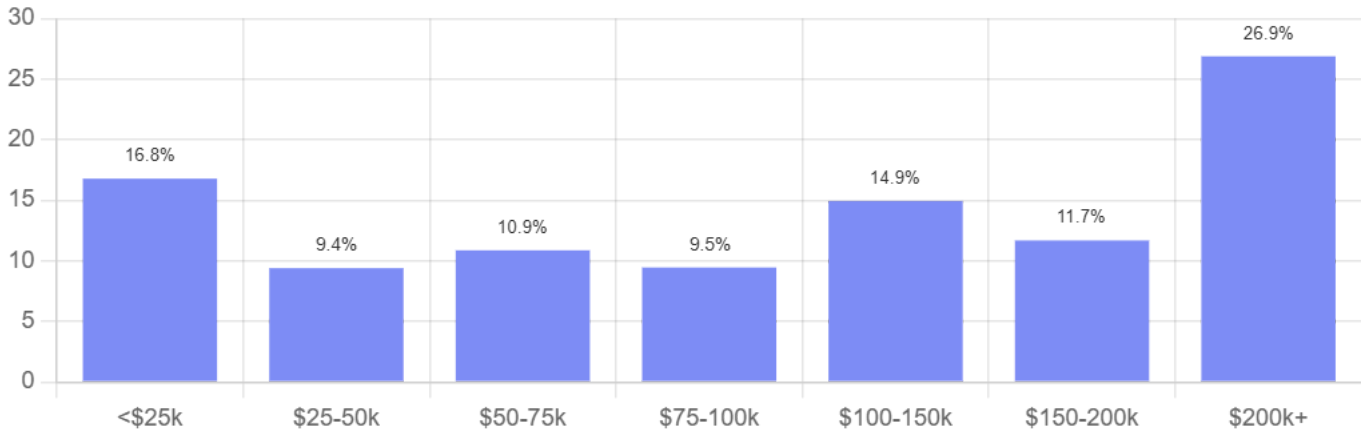


Visitor Ethnicity



Visitor Income

Median HHI: $110,602 | Avg HHI: $171,709



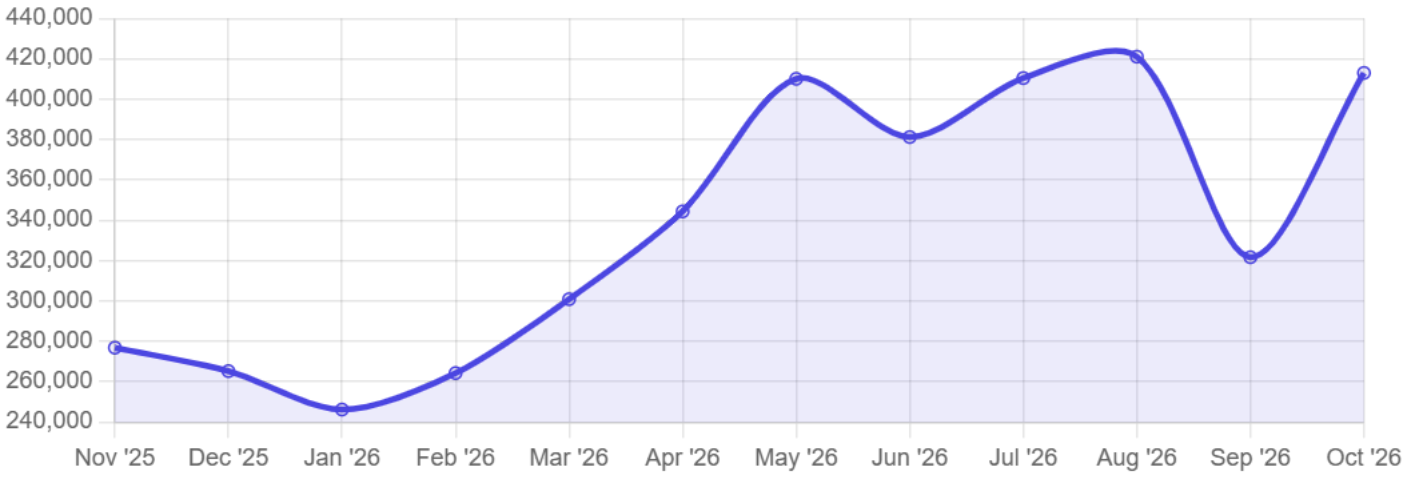
**Demographics data is based on locations' true trade area (home CBGs of 70% of visitors within 50 miles). Demographic information is provided by STI: popstats*

Pearl Street Mall

Last Full Month: October 2026

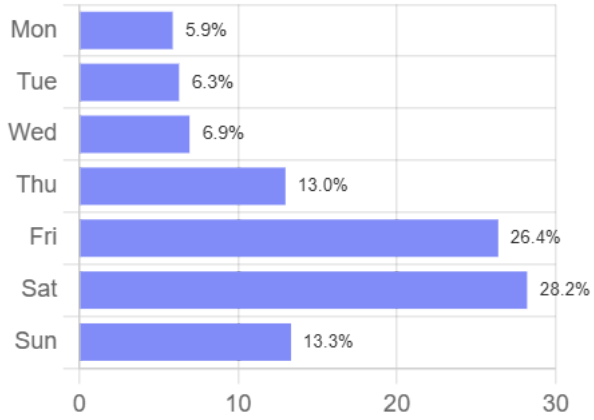
Total Visits	Total Visitors	Avg. Dwell Time	Peak Day & Time
413.0k	**258.9k**	**1h24**	**Saturday, 7 PM**
↑ +28.4% MoM	↑ +24.1% MoM	↑ +6.4m MoM	Prev. Month: no change
↑ +16.9% YoY	↑ +13.1% YoY	↑ +2.8m YoY	Prev. Year: Friday, 7 PM

Last 12 Months Visits

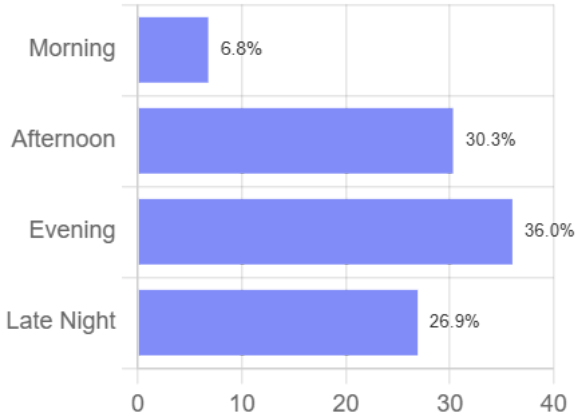


Visits Breakdowns

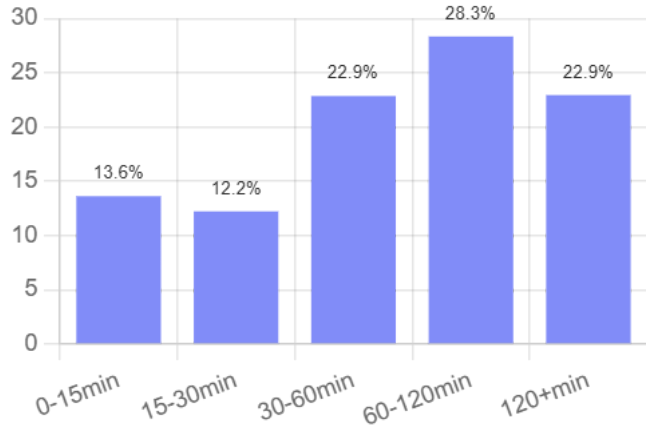
Visits by Day of Week



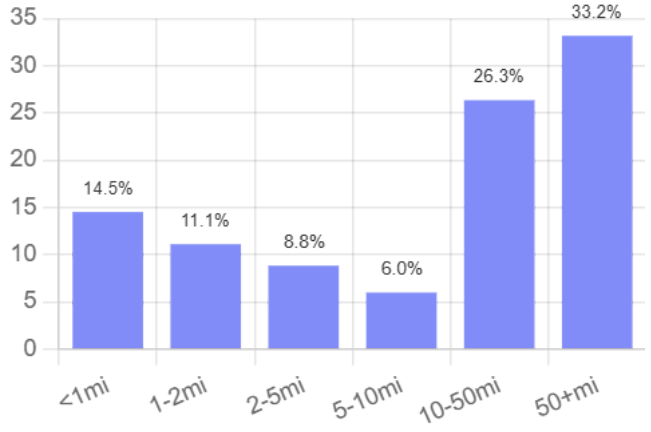
Visits by Time of Day



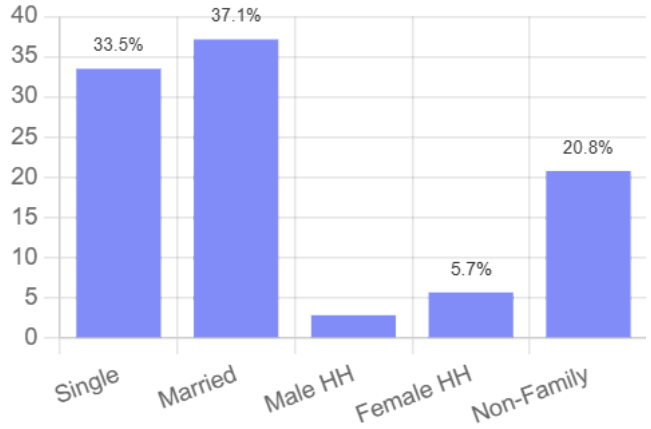
Visits by Dwell Time



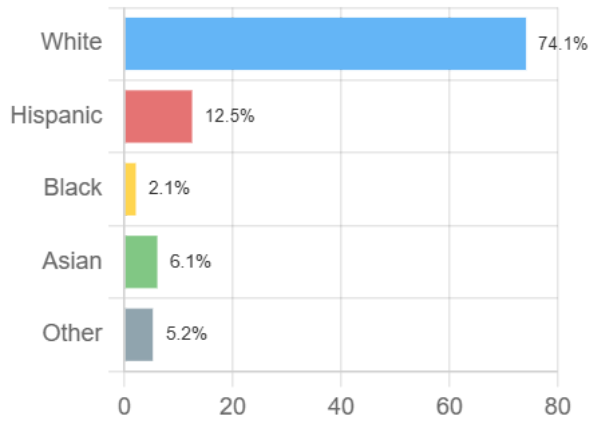
Visitor Home Distance



Household Type

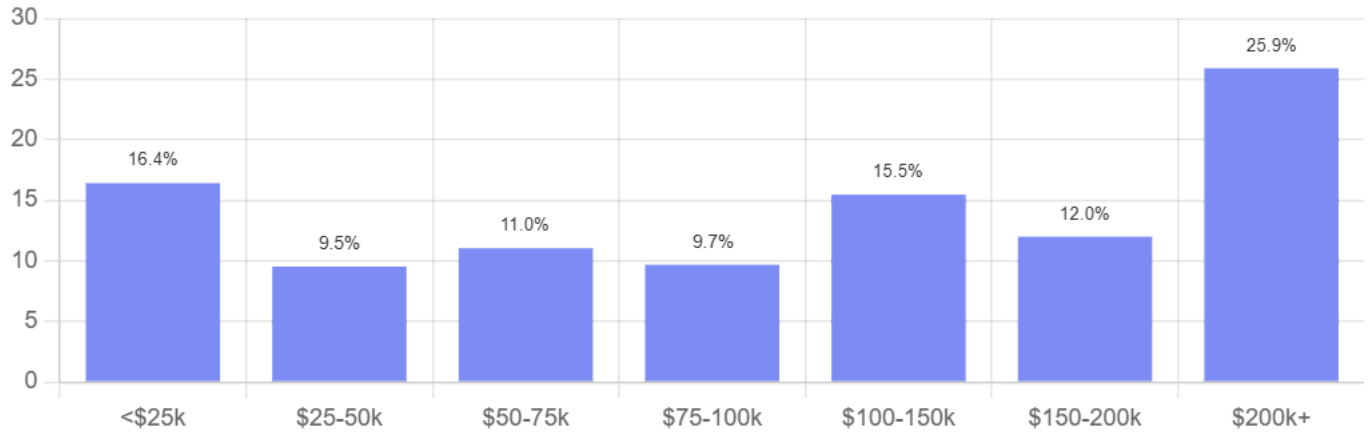


Visitor Ethnicity



Visitor Income

Median HHI: $109,814 | Avg HHI: $167,189



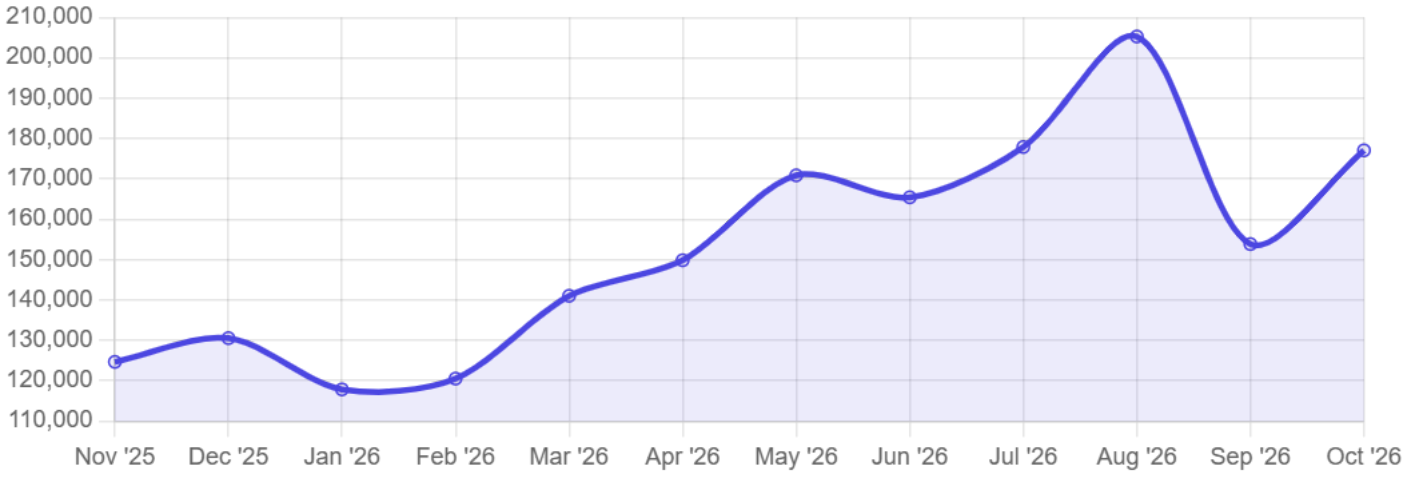
**Demographics data is based on locations' true trade area (home CBGs of 70% of visitors within 50 miles). Demographic information is provided by STI: popstats*

East End

Last Full Month: October 2026

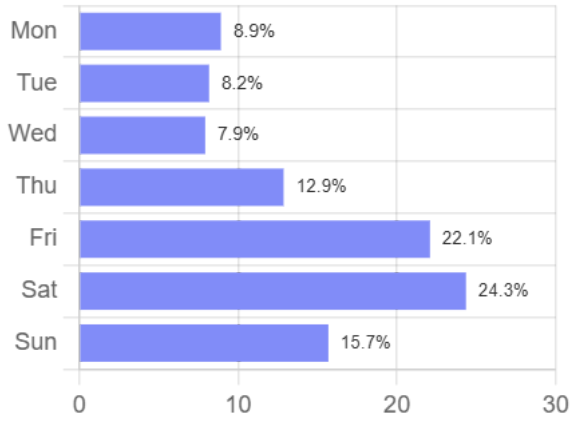
Total Visits	Total Visitors	Avg. Dwell Time	Peak Day & Time
177.1k	**126.5k**	**55.4 min**	**Saturday, 1 PM**
↑ +15.1% MoM	↑ +12.8% MoM	↑ +1.7m MoM	Prev. Month: Sunday, 12 PM
↑ +11.5% YoY	↑ +12.8% YoY	↓ -0.2m YoY	Prev. Year: Saturday, 12 PM

Last 12 Months Visits

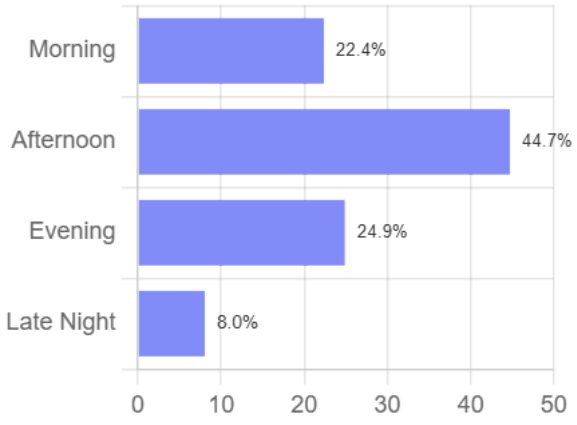


Visits Breakdowns

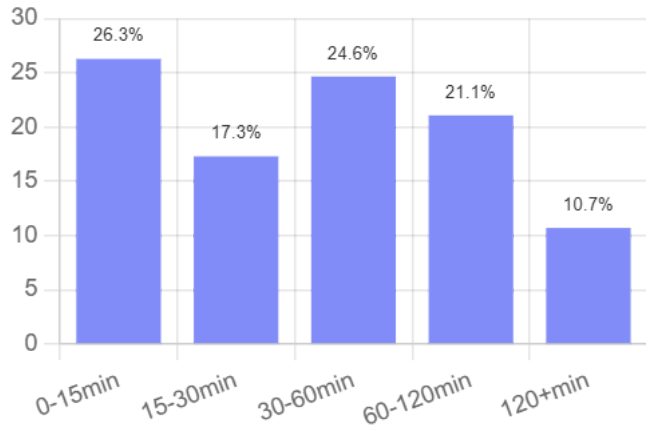
Visits by Day of Week



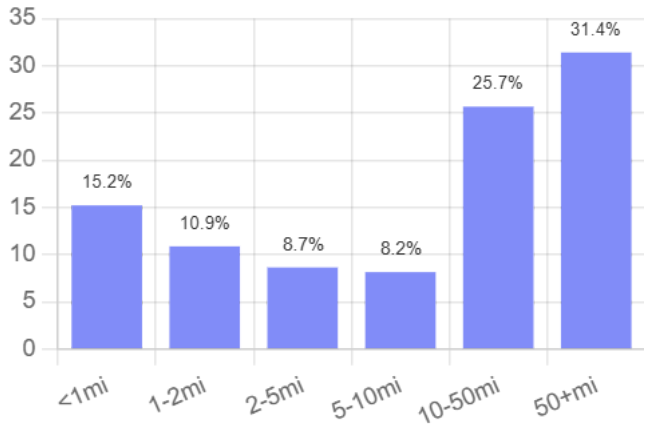
Visits by Time of Day



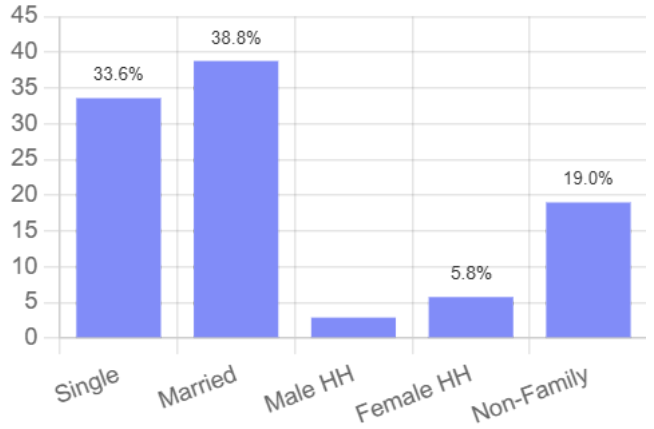
Visits by Dwell Time



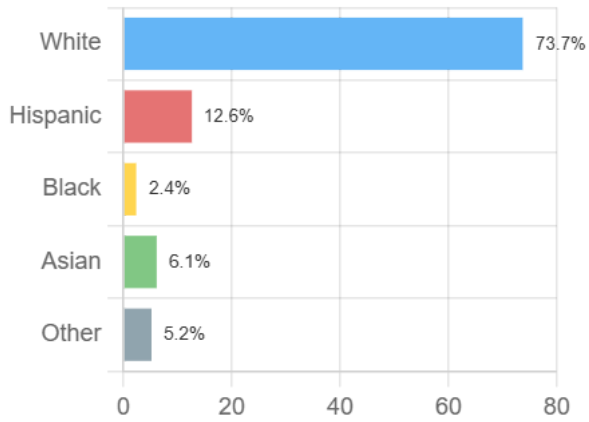
Visitor Home Distance



Household Type

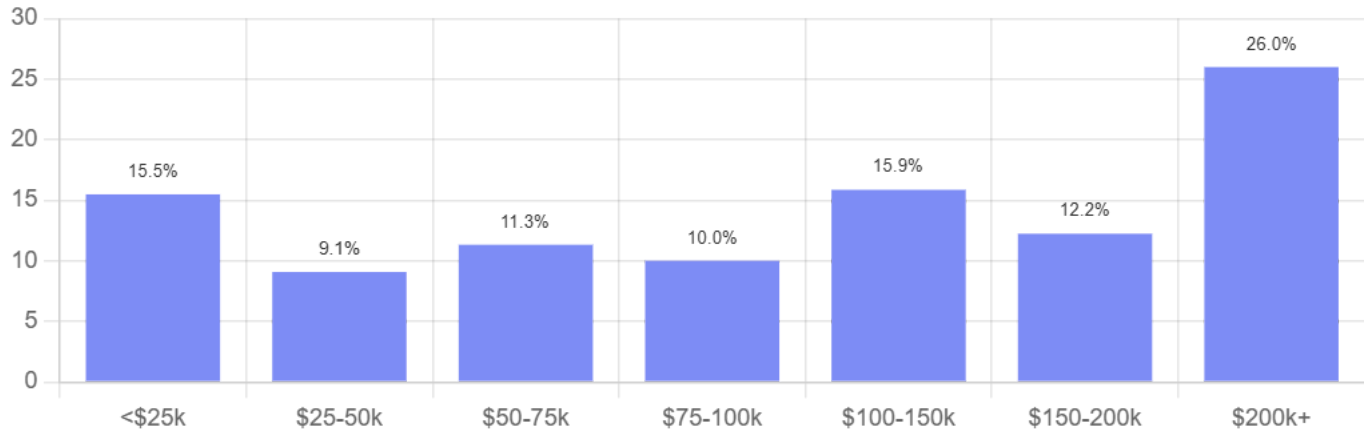


Visitor Ethnicity



Visitor Income

Median HHI: $111,707 | Avg HHI: $166,808



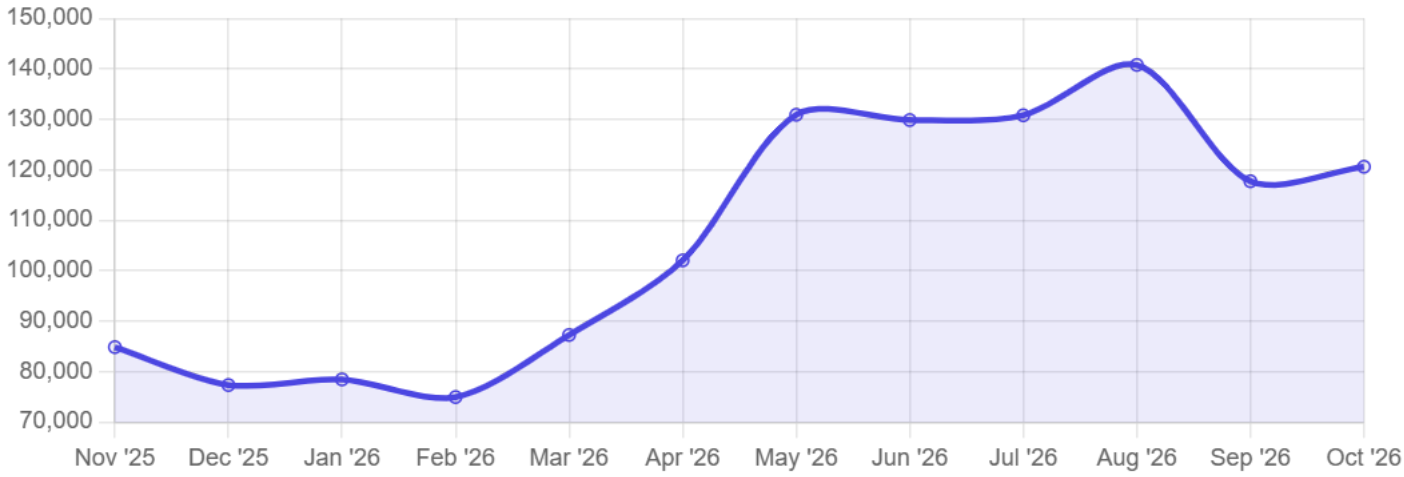
**Demographics data is based on locations' true trade area (home CBGs of 70% of visitors within 50 miles). Demographic information is provided by STI: popstats*

Downtown Core (South)

Last Full Month: October 2026

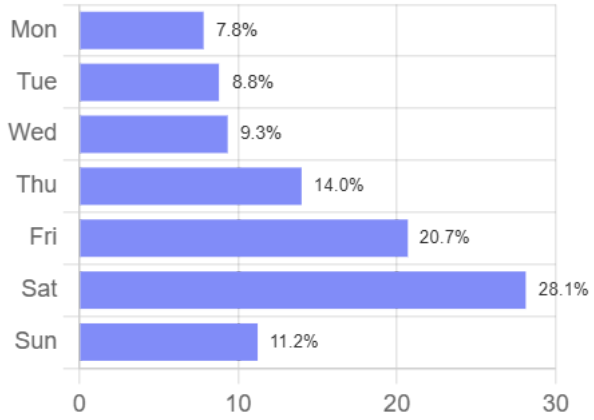
Total Visits	Total Visitors	Avg. Dwell Time	Peak Day & Time
120.6k	**82,770**	**38.3 min**	**Saturday, 12 PM**
↑ +2.4% MoM	↑ +4.3% MoM	↓ -0.3m MoM	Prev. Month: no change
↑ +16.0% YoY	↑ +16.7% YoY	↓ -1.2m YoY	Prev. Year: no change

Last 12 Months Visits

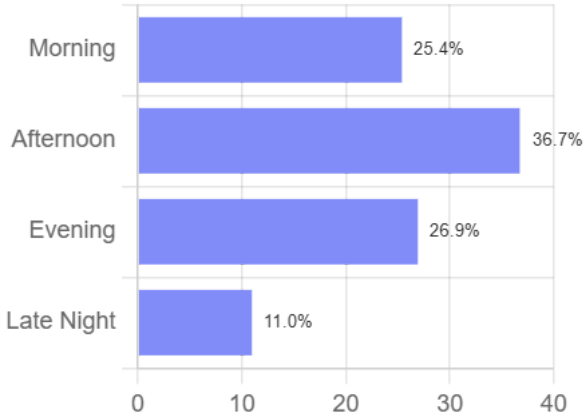


Visits Breakdowns

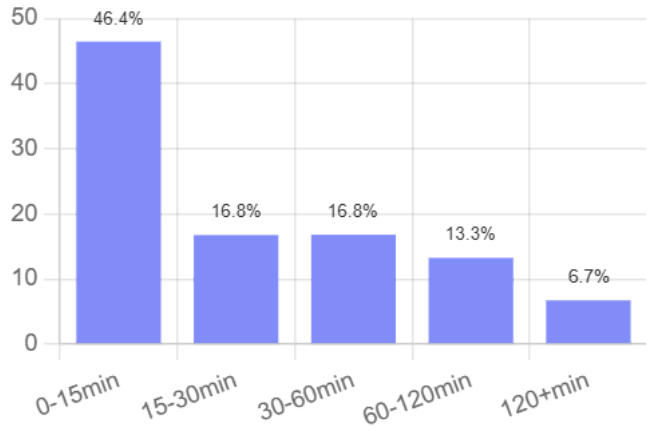
Visits by Day of Week



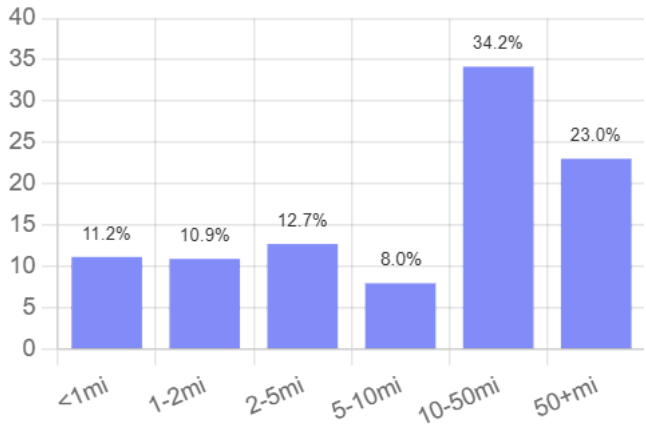
Visits by Time of Day



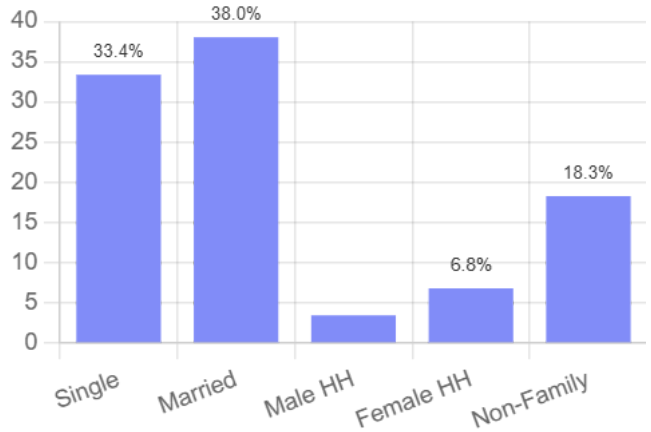
Visits by Dwell Time



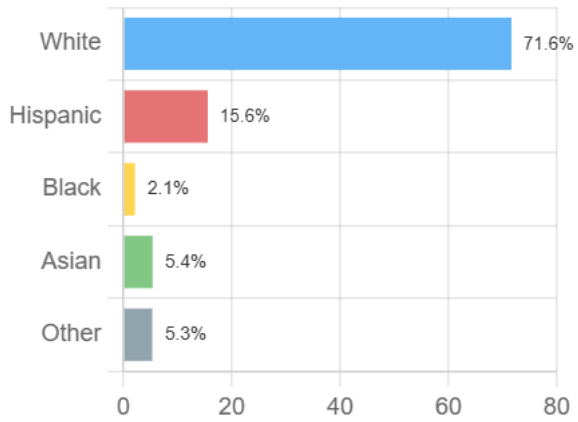
Visitor Home Distance



Household Type

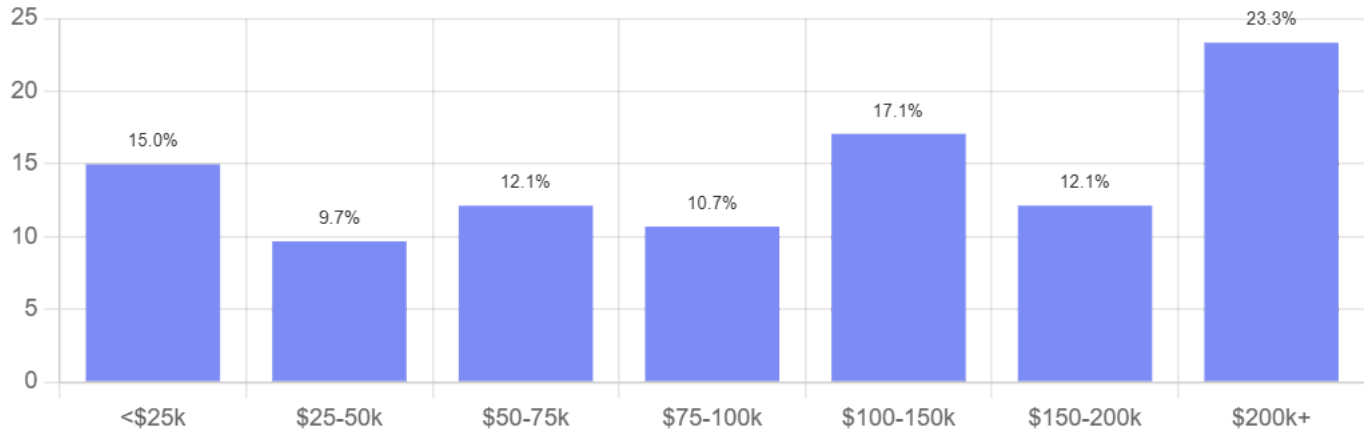


Visitor Ethnicity



Visitor Income

Median HHI: $106,588 | Avg HHI: $159,739



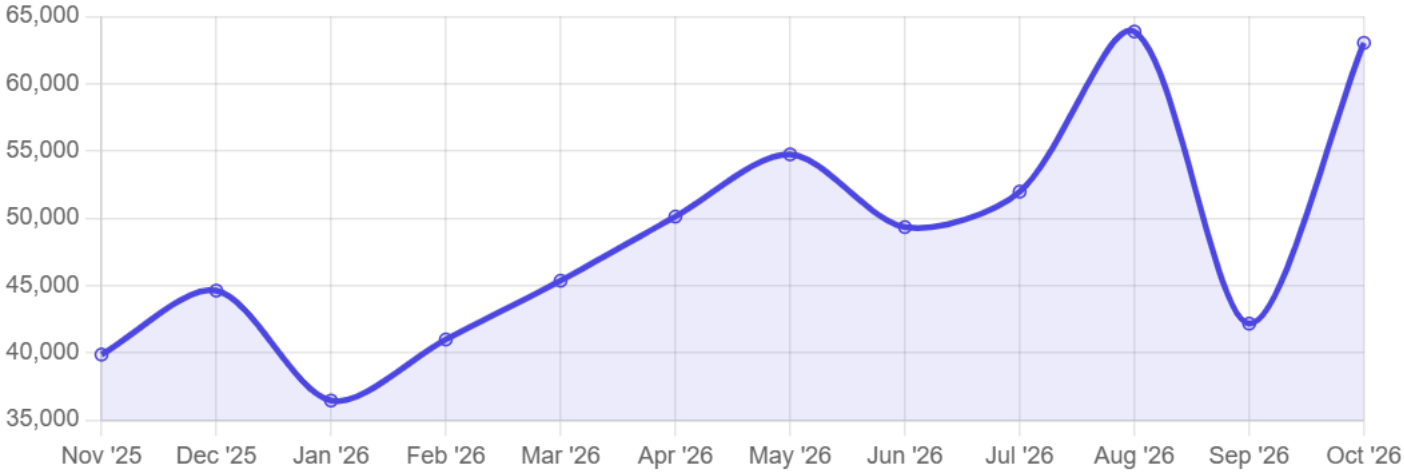
**Demographics data is based on locations' true trade area (home CBGs of 70% of visitors within 50 miles). Demographic information is provided by STI: popstats*

Downtown Core (North)

Last Full Month: October 2026

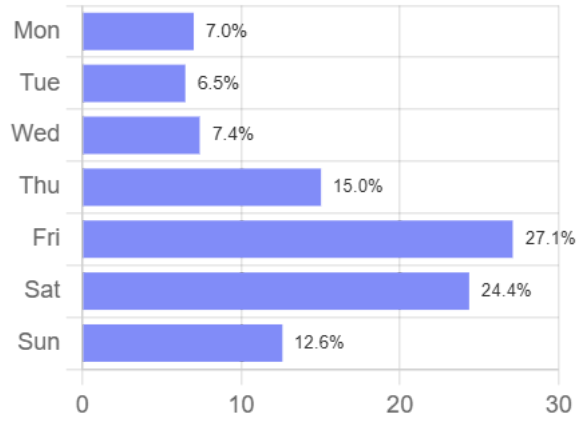
Total Visits	Total Visitors	Avg. Dwell Time	Peak Day & Time
63,035	**45,781**	**2h34**	**Friday, 10 PM**
↑ +49.5% MoM	↑ +39.1% MoM	↑ +19.8m MoM	Prev. Month: Saturday, 6 PM
↑ +29.5% YoY	↑ +22.2% YoY	↑ +19.6m YoY	Prev. Year: Friday, 6 PM

Last 12 Months Visits

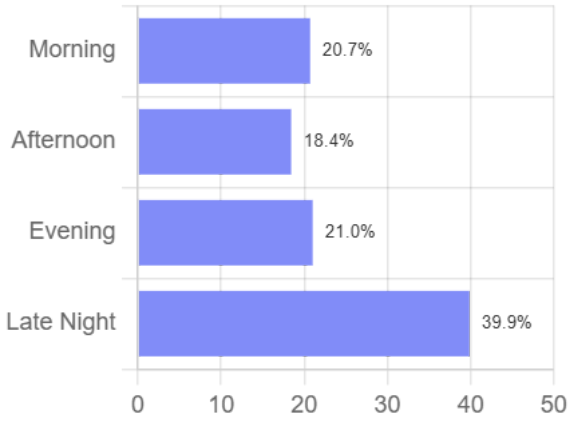


Visits Breakdowns

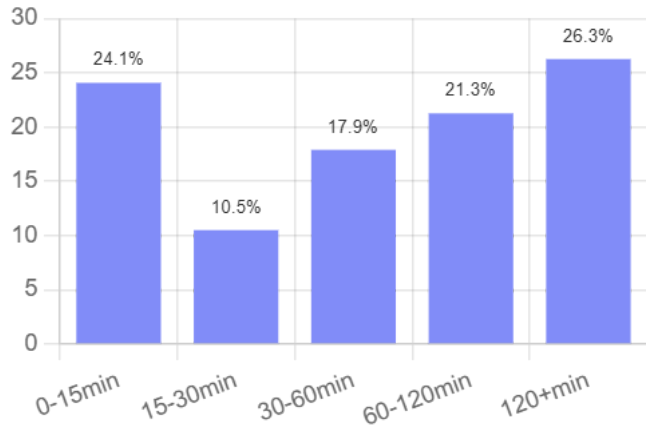
Visits by Day of Week



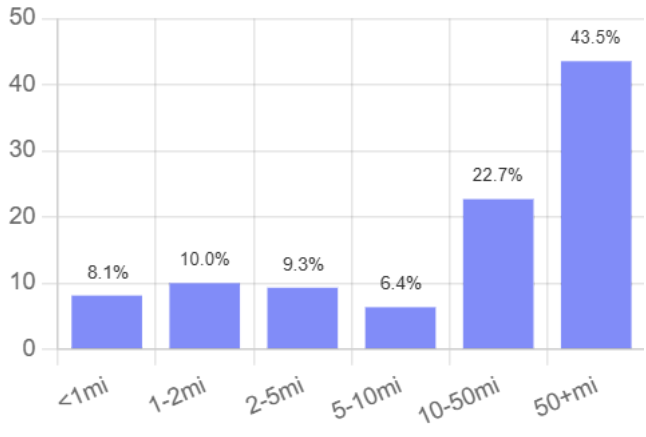
Visits by Time of Day



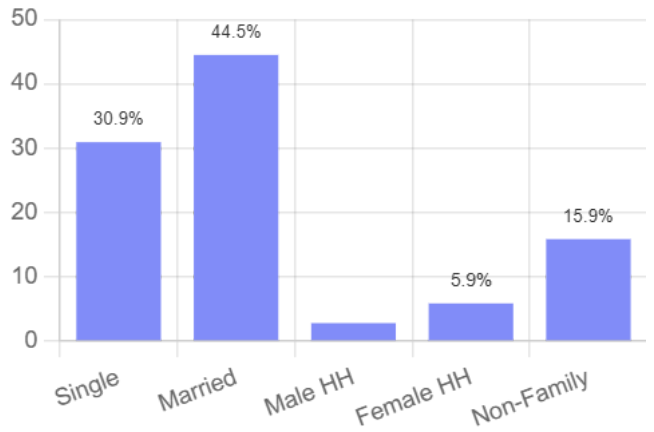
Visits by Dwell Time



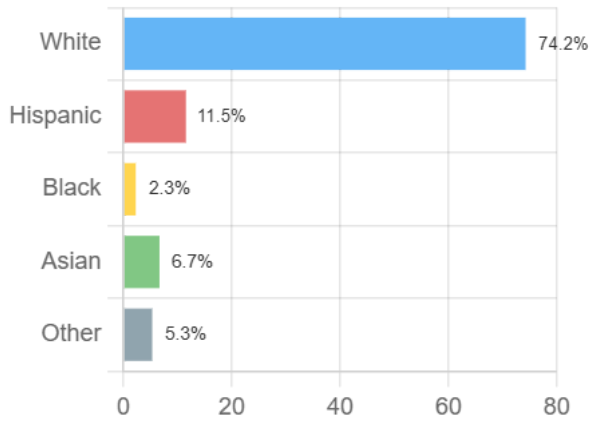
Visitor Home Distance



Household Type

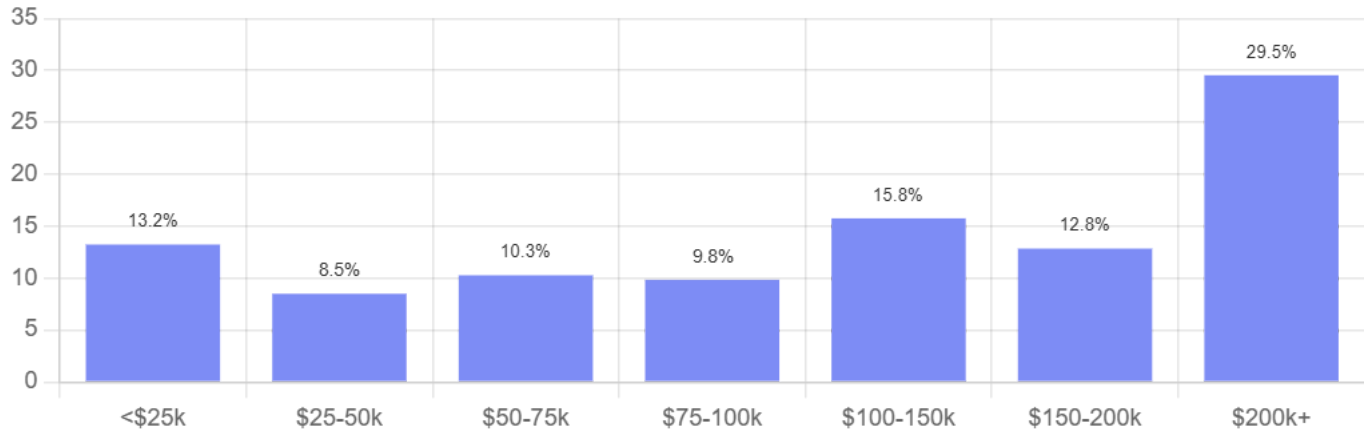


Visitor Ethnicity



Visitor Income

Median HHI: $123,255 | Avg HHI: $191,491



**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*