

Report

Last Full Month: September 2026

6 locations

Executive Summary

KEY INSIGHTS

Portfolio Performance

- **6 locations** generated **1,708,131 total visits** (↓ 24.3% month-over-month)
- Average location performance: **284,689 visits** with **87.3 min** average dwell time
- Growth trend month-over-month: **0 locations** showing positive growth, **6 locations** declining

Top & Bottom Performers

- **Top 3 Locations:** Downtown Boulder (700,141 visits), West End (368,046 visits), Pearl Street Mall (325,378 visits)
- **Bottom 3 Locations:** Downtown Core (North) (42,245 visits), Downtown Core (South) (117,929 visits), East End (154,392 visits)

Notable Changes

- **Biggest Gainer:** Downtown Core (South) with +16.5% increase month-over-month
- **Largest Decline:** Downtown Core (North) with -34.2% decrease month-over-month

Visitor Insights

- **38.5%** of visits are from visitors whose home locations are within 5 miles and average median household income is **\$109K**
- 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](https://analytics.placer.ai/academy/) at <https://analytics.placer.ai/academy/>

Overview

Location	Visits	MoM	YoY	Visitors	Avg. Dwell Time	Peak Day	Peak Hour
Downtown Boulder	700.1k	-23.5%	-7.7%	361.9k	1h38	Saturday	7 PM
West End	368.0k	-26.9%	-8.8%	206.4k	1h40	Saturday	7 PM
Pearl Street Mall	325.4k	-23.7%	-13.1%	209.9k	1h18	Saturday	7 PM
East End	154.4k	-24.9%	-6.9%	112.4k	54.2 min	Sunday	12 PM
Downtown Core (South)	117.9k	-16.5%	+4.3%	79,203	39.0 min	Saturday	12 PM
Downtown Core (North)	42,245	-34.2%	-20.8%	32,862	2h15	Saturday	6 PM

Downtown Boulder

Last Full Month: September 2026

Total Visits

700.1k

↓ -23.5% MoM

↓ -7.7% YoY

Total Visitors

361.9k

↓ -21.5% MoM

↓ -6.4% YoY

Avg. Dwell Time

1h38

↓ -1.5m MoM

↓ -6.3m YoY

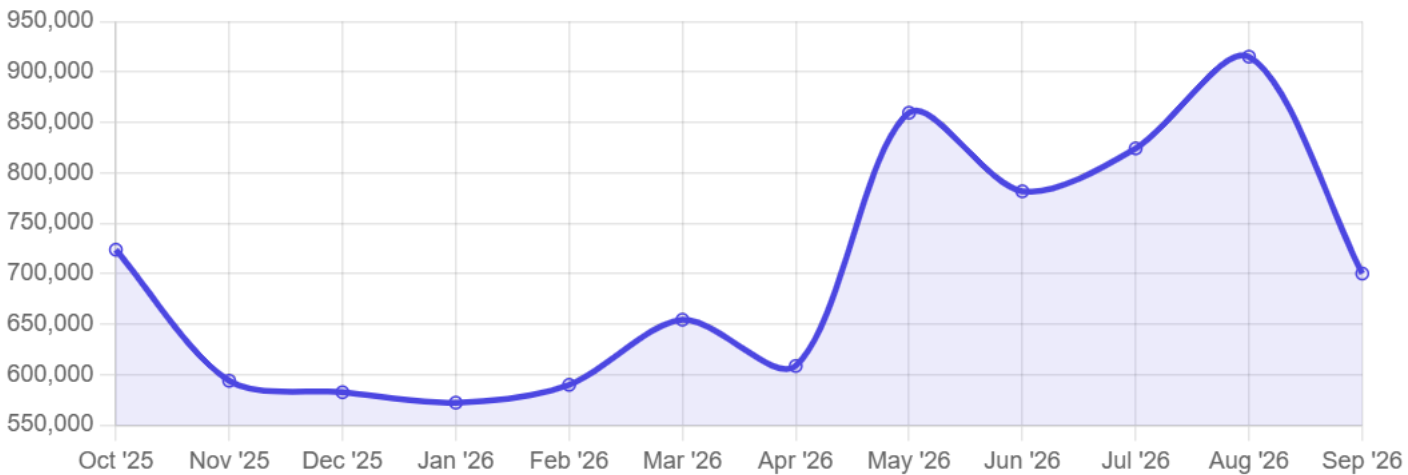
Peak Day & Time

Saturday, 7 PM

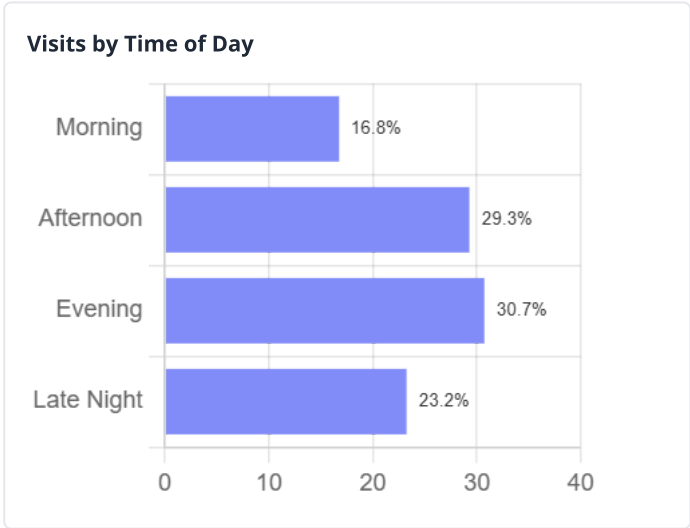
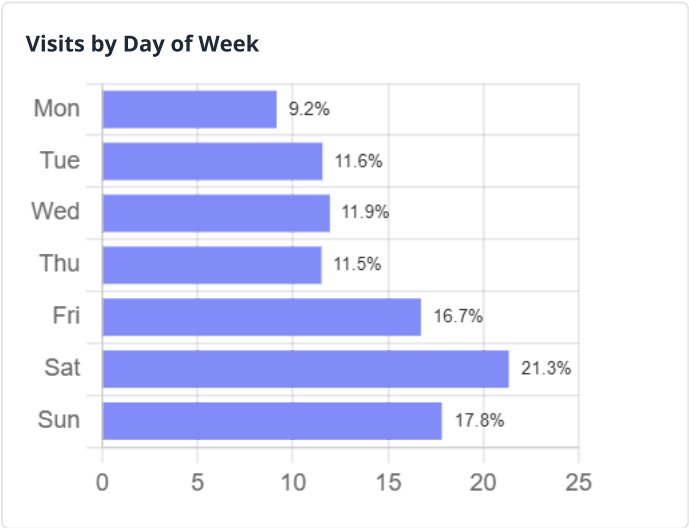
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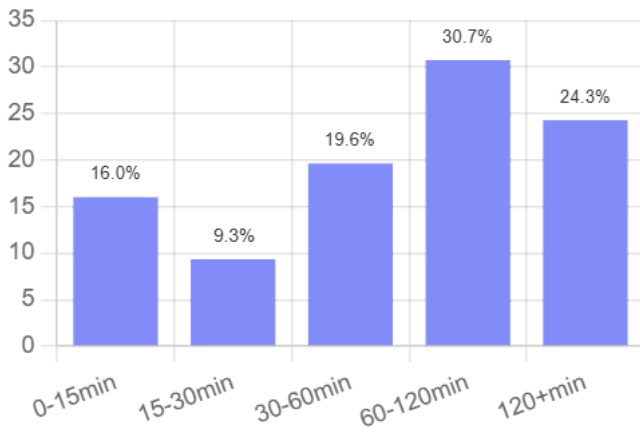
Last 12 Months Visits



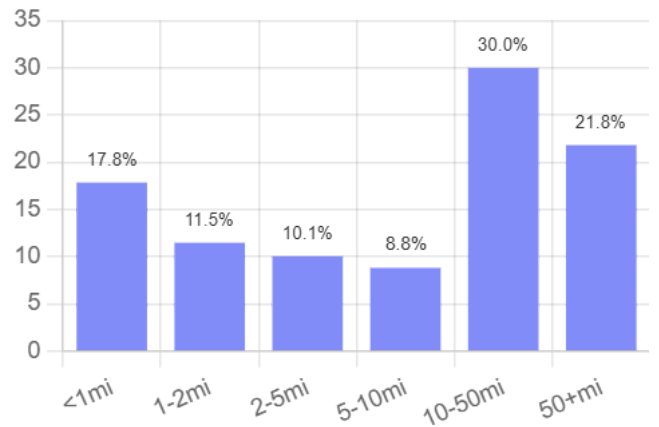
Visits Breakdowns



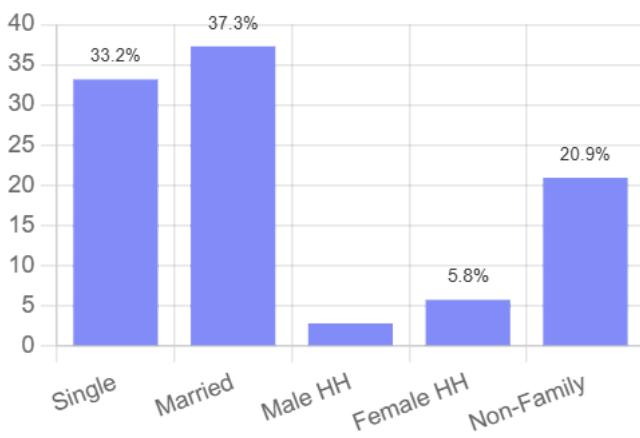
Visits by Dwell Time



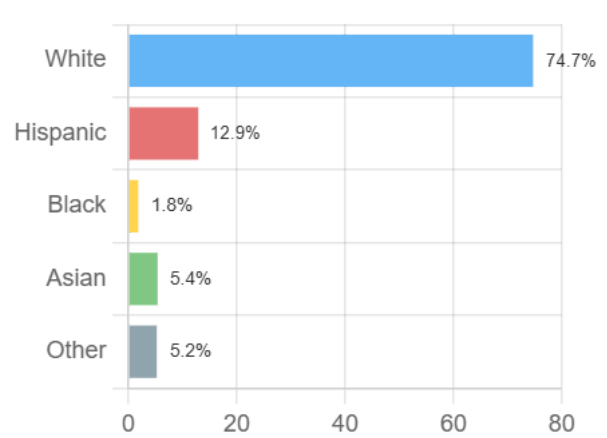
Visitor Home Distance



Household Type

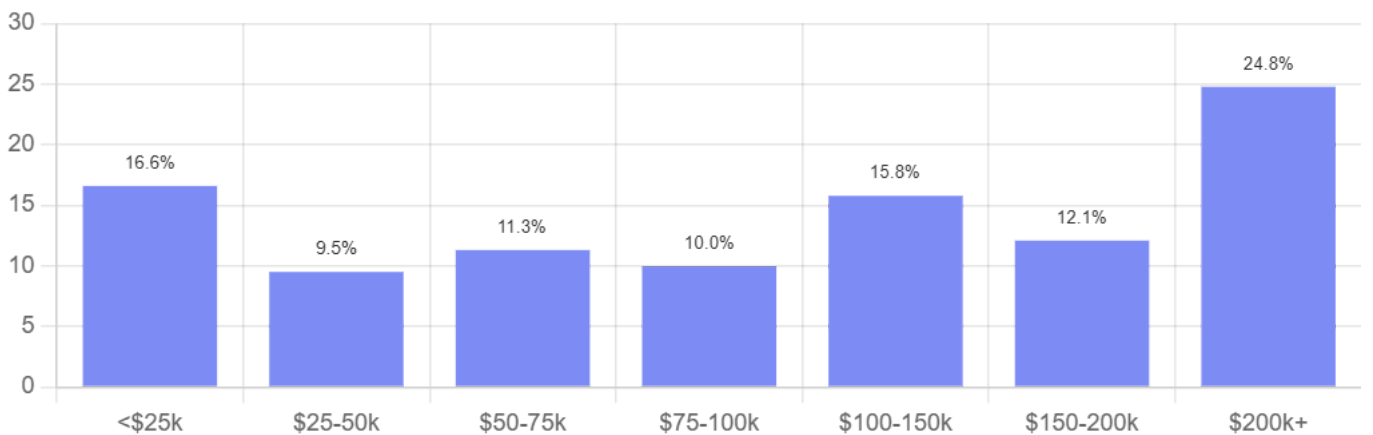


Visitor Ethnicity



Visitor Income

Median HHI: \$107,569 | Avg HHI: \$160,202



*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: September 2026

Total Visits

368.0k

↓ -26.9% MoM

↓ -8.8% YoY

Total Visitors

206.4k

↓ -26.5% MoM

↓ -9.7% YoY

Avg. Dwell Time

1h40

↑ +2.1m MoM

↓ -0.0m YoY

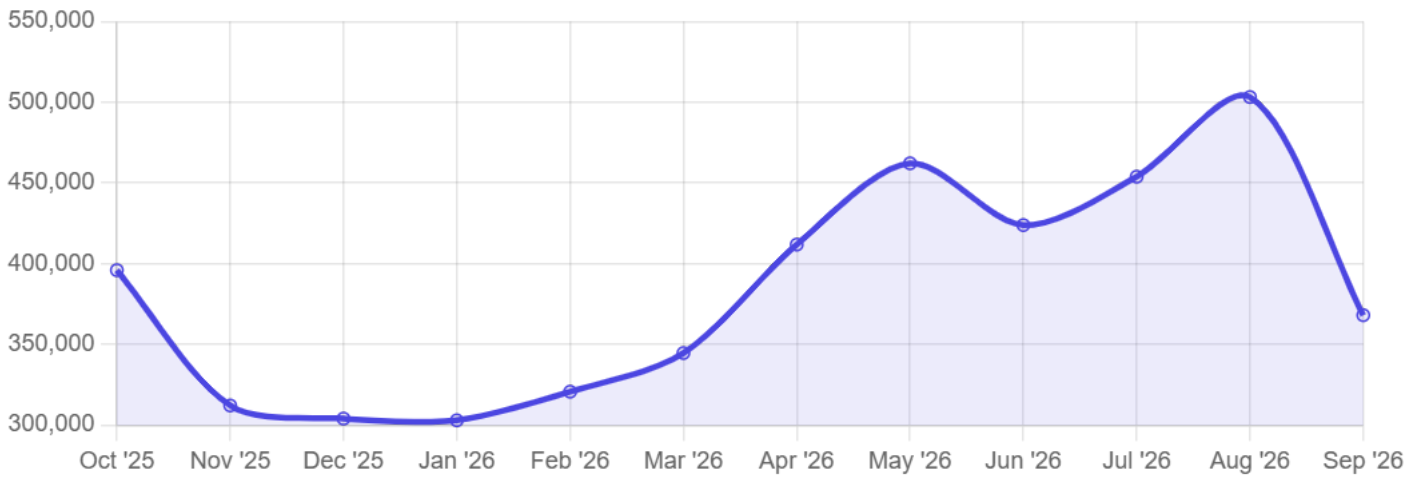
Peak Day & Time

Saturday, 7 PM

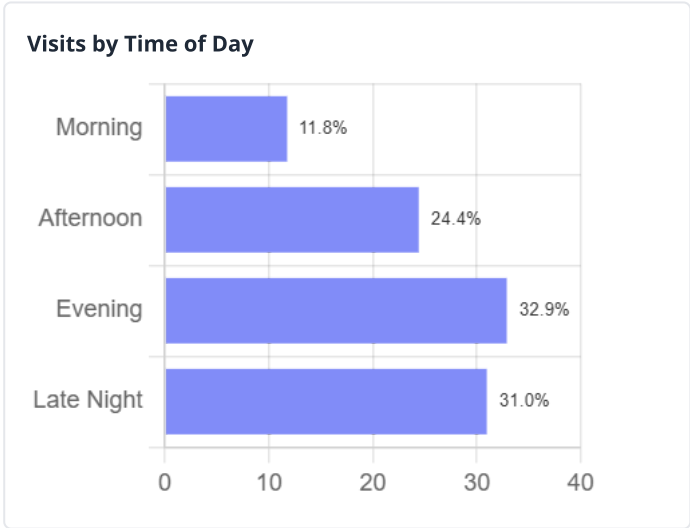
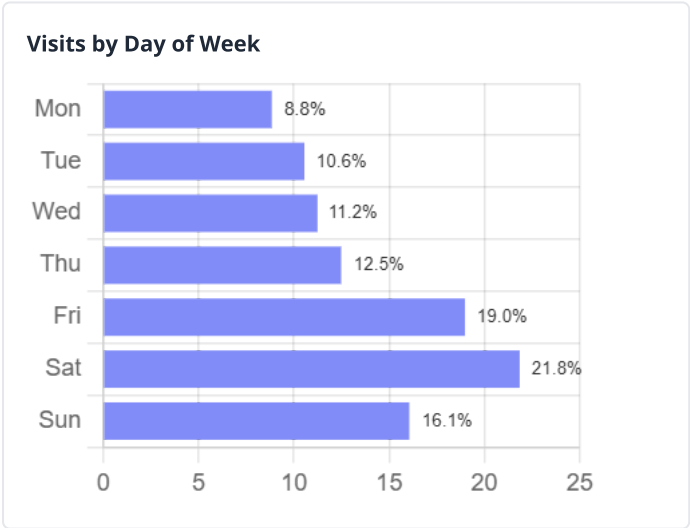
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Prev. Year: Friday, 7 PM

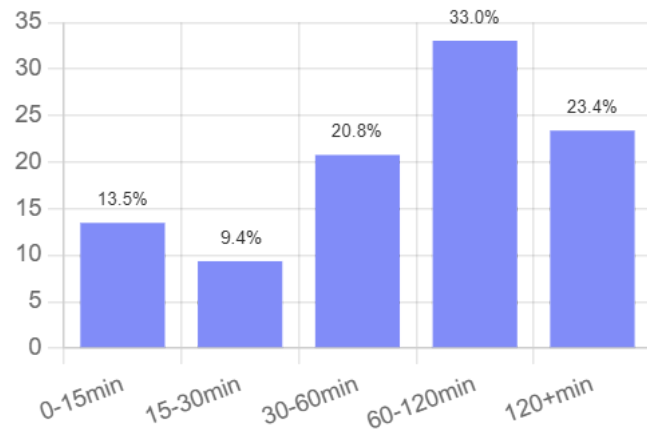
Last 12 Months Visits



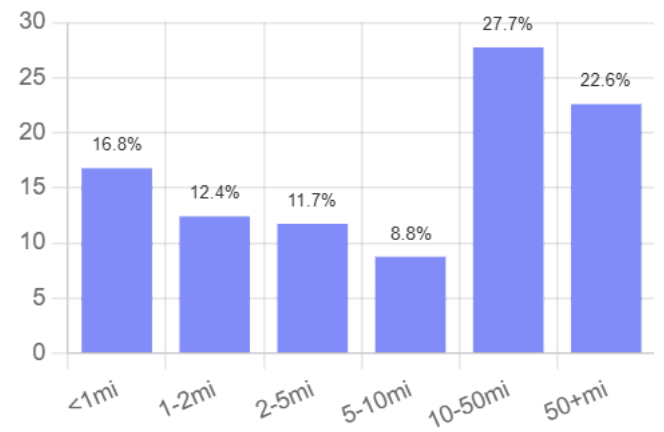
Visits Breakdowns



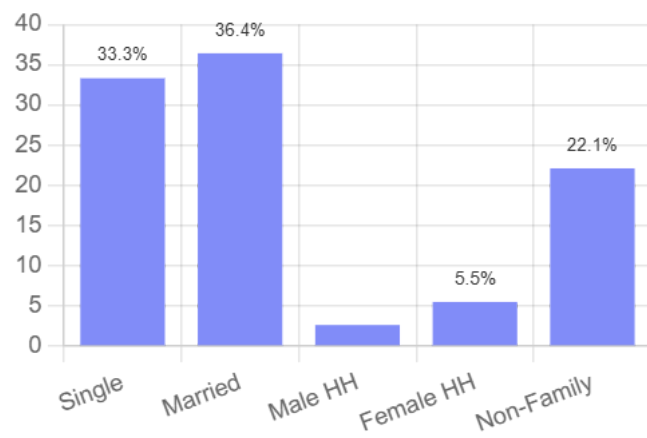
Visits by Dwell Time



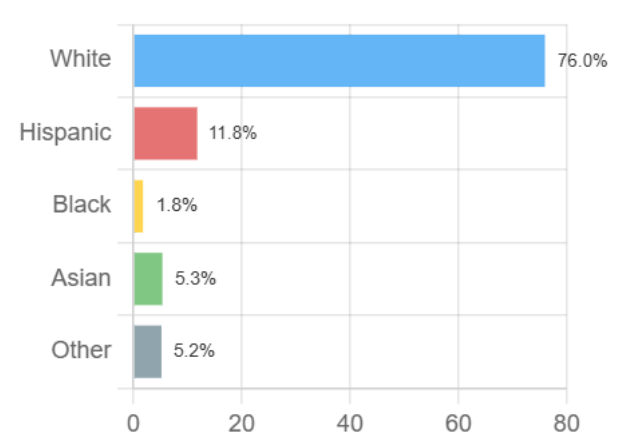
Visitor Home Distance



Household Type

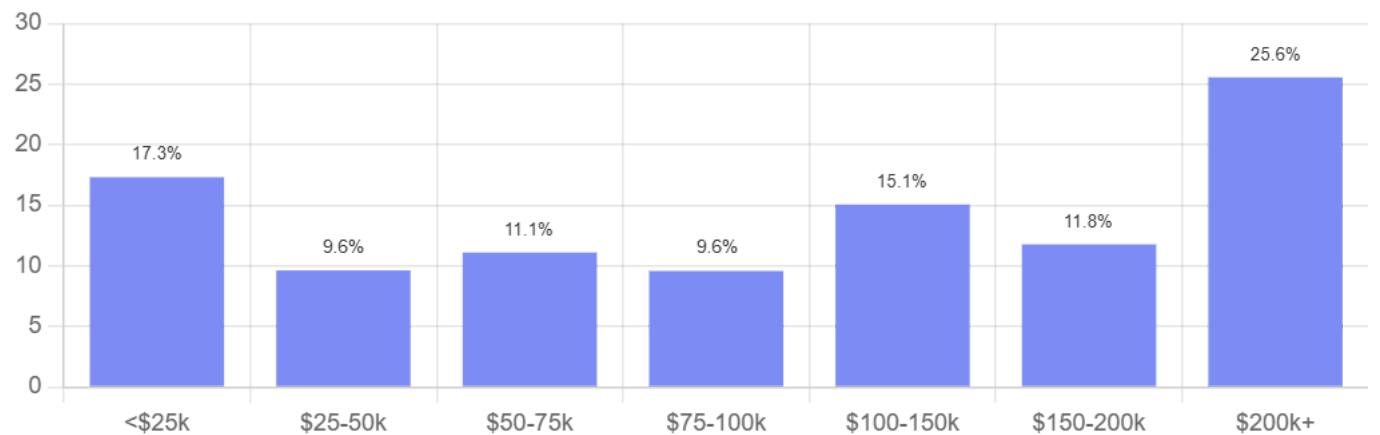


Visitor Ethnicity



Visitor Income

Median HHI: \$107,223 | Avg HHI: \$163,699



*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: September 2026

Total Visits

325.4k

↓ -23.7% MoM

↓ -13.1% YoY

Total Visitors

209.9k

↓ -23.5% MoM

↓ -13.8% YoY

Avg. Dwell Time

1h18

↑ +3.9m MoM

↓ -0.1m YoY

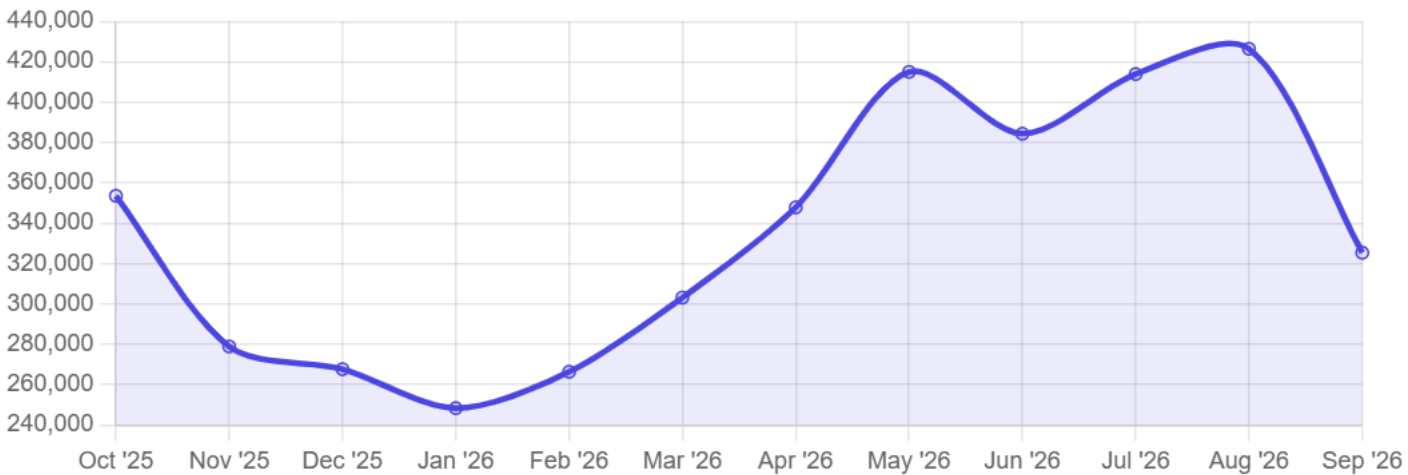
Peak Day & Time

Saturday, 7 PM

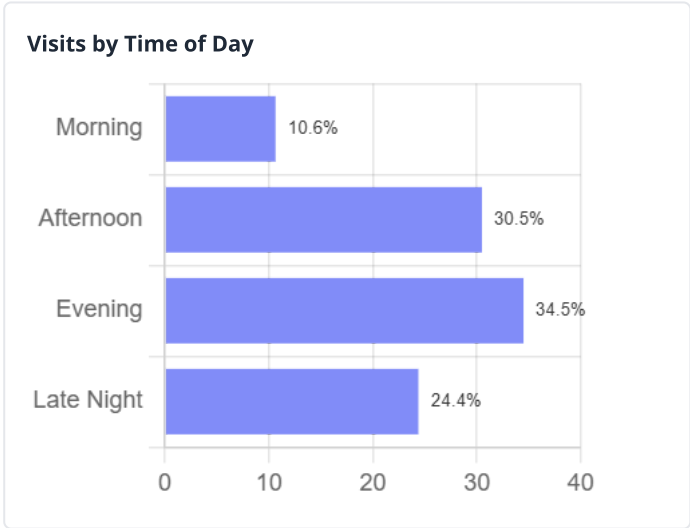
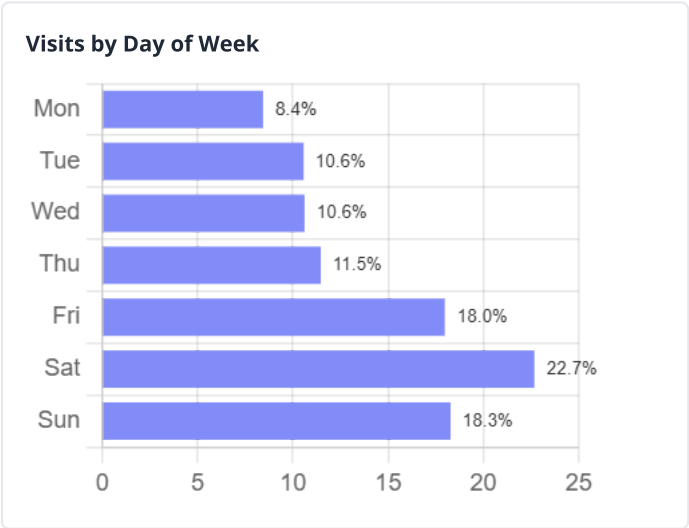
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Prev. Year: Friday, 7 PM

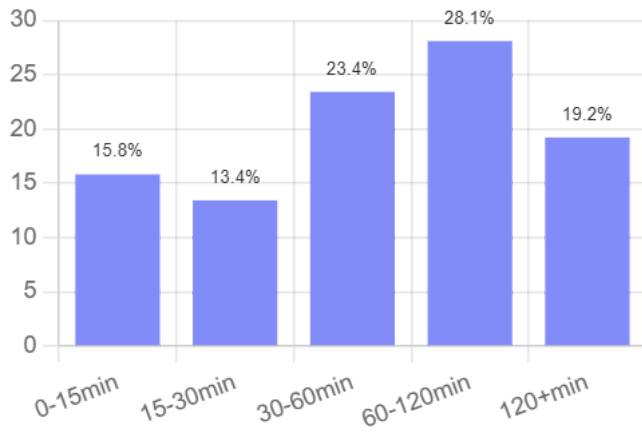
Last 12 Months Visits



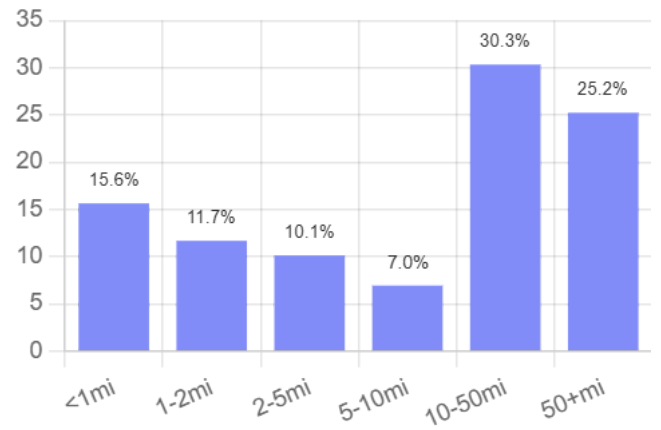
Visits Breakdowns



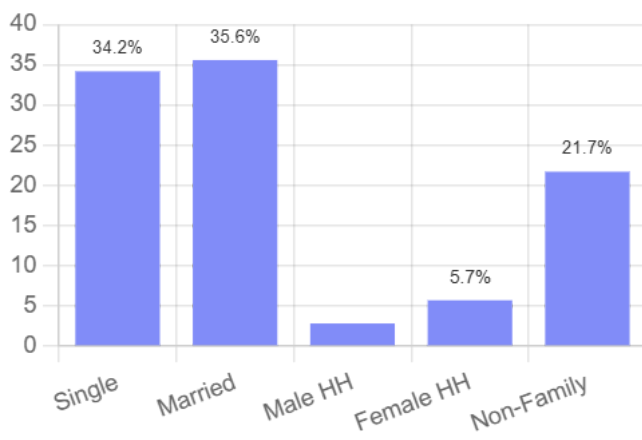
Visits by Dwell Time



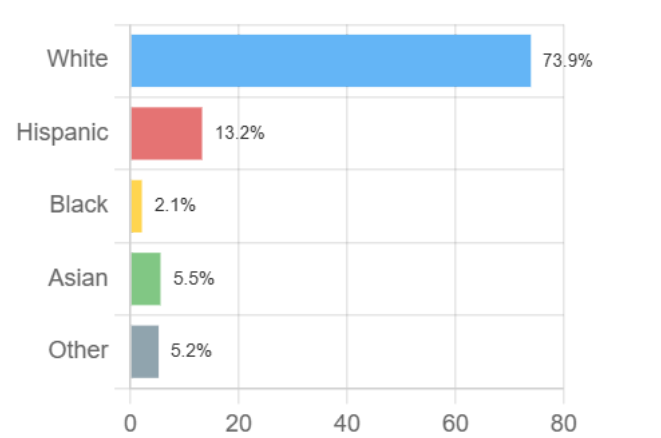
Visitor Home Distance



Household Type

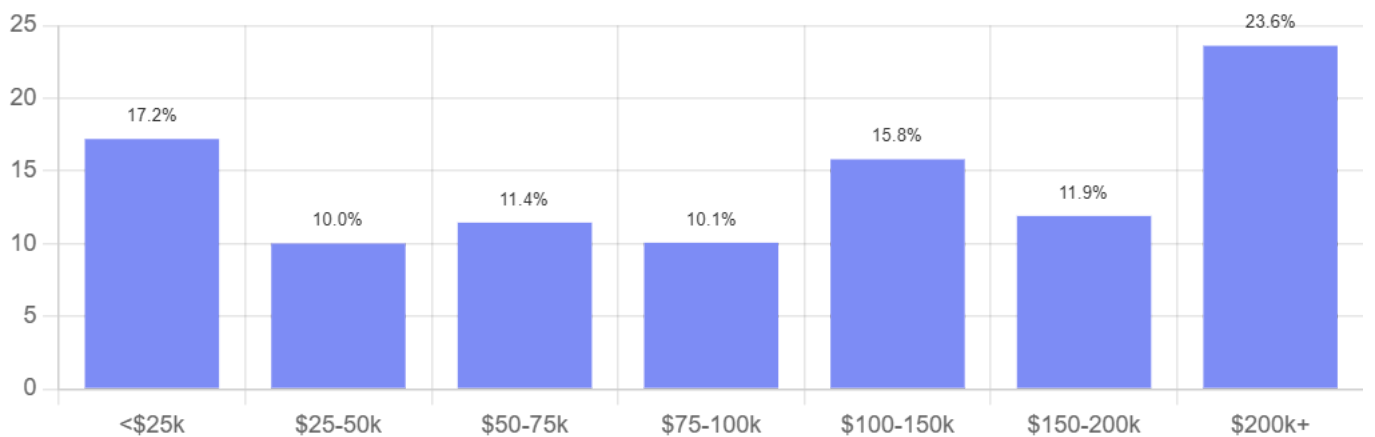


Visitor Ethnicity



Visitor Income

Median HHI: \$103,706 | Avg HHI: \$154,082



*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: September 2026

Total Visits

154.4k

↓ -24.9% MoM

↓ -6.9% YoY

Total Visitors

112.4k

↓ -23.1% MoM

↓ -6.8% YoY

Avg. Dwell Time

54.2 min

↑ +0.3m MoM

↑ +0.5m YoY

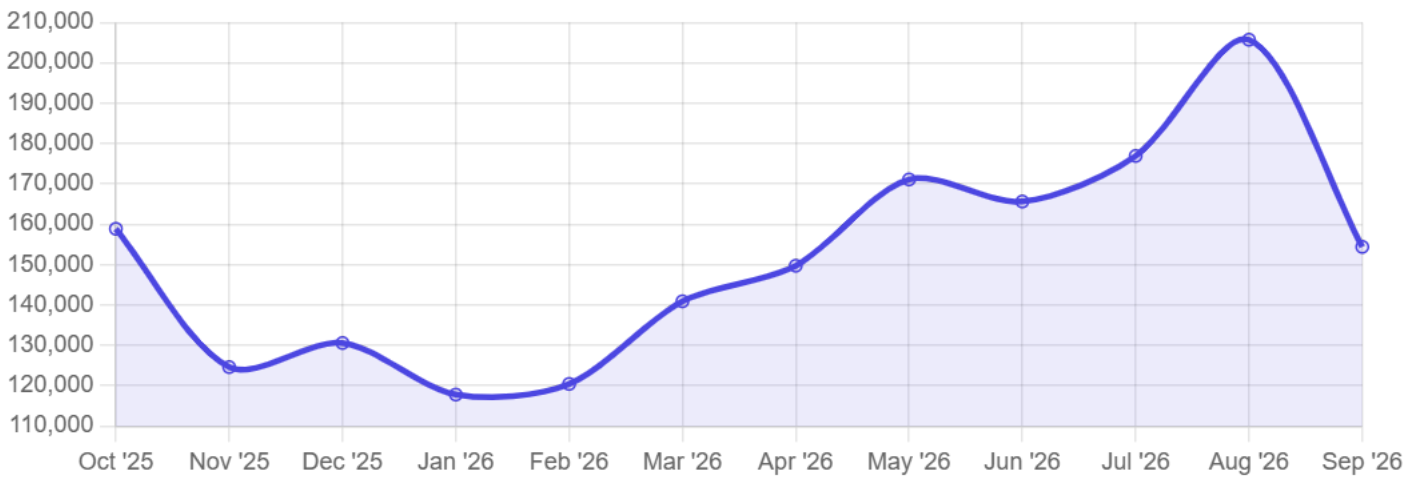
Peak Day & Time

Sunday, 12 PM

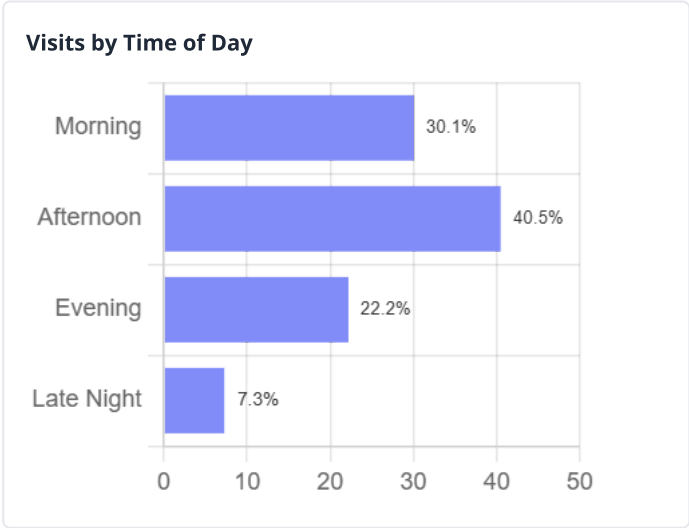
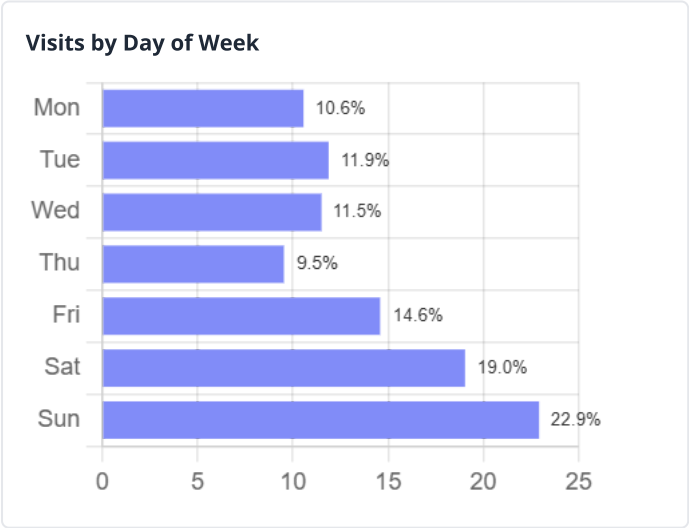
Prev. Month: Saturday, 12 PM

Prev. Year: Saturday, 12 PM

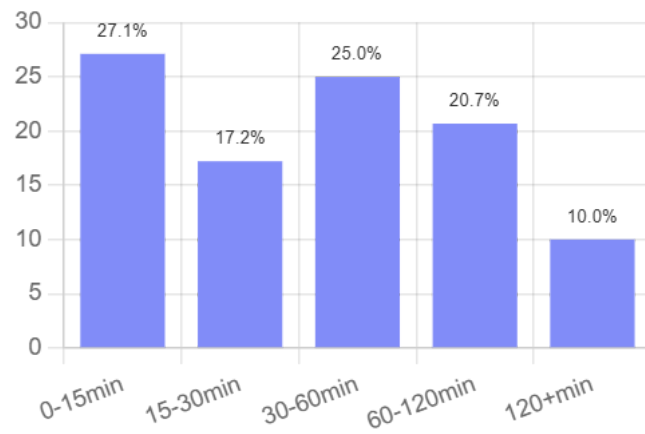
Last 12 Months Visits



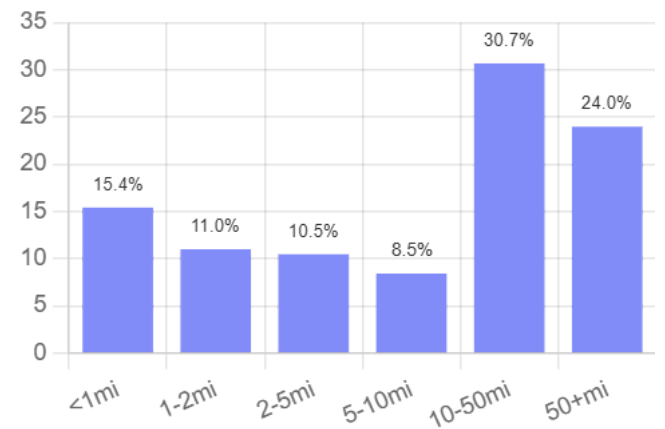
Visits Breakdowns



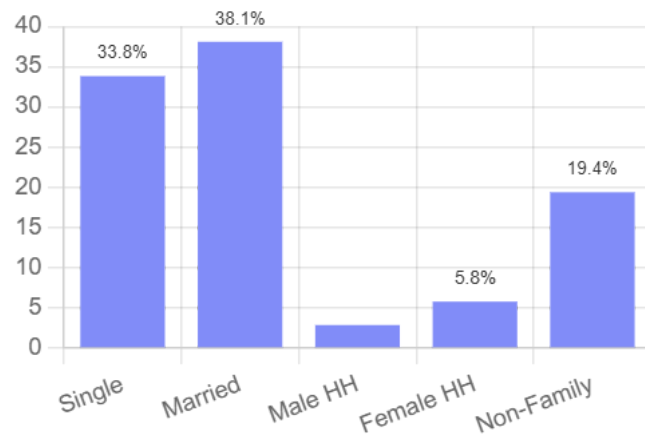
Visits by Dwell Time



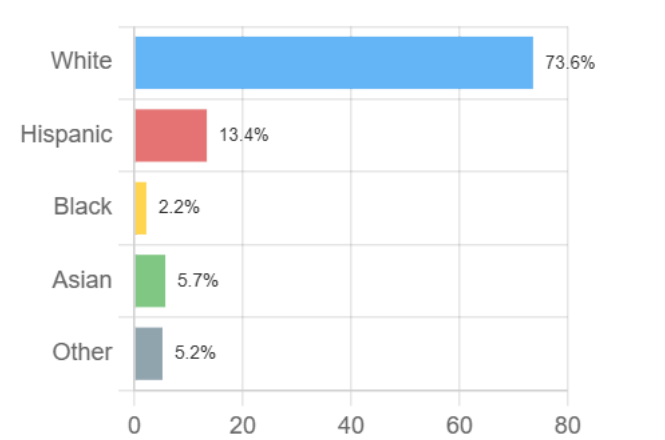
Visitor Home Distance



Household Type

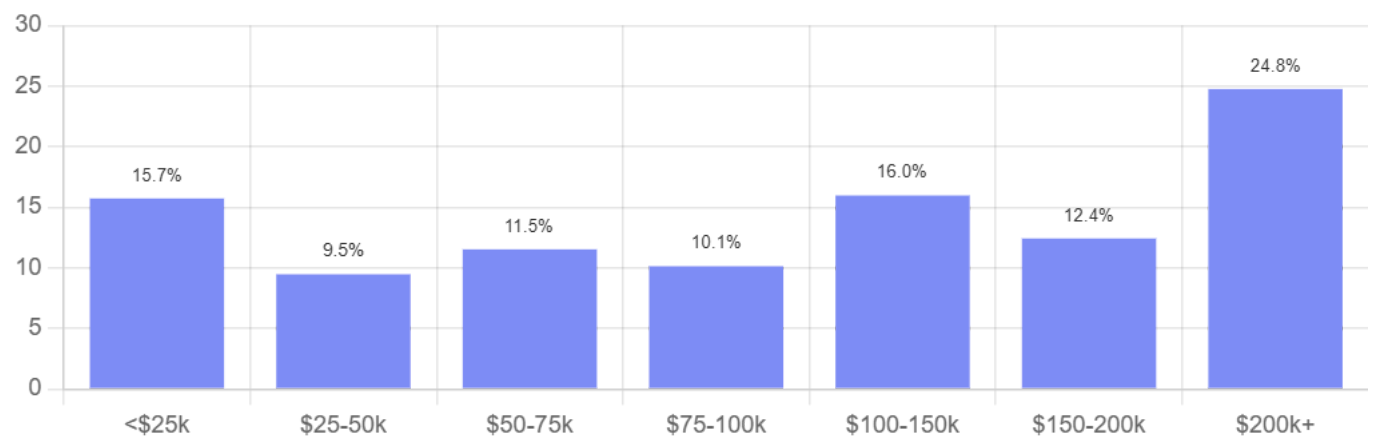


Visitor Ethnicity



Visitor Income

Median HHI: \$108,947 | Avg HHI: \$160,092



*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: September 2026

Total Visits

117.9k

↓ -16.5% MoM

↑ +4.3% YoY

Total Visitors

79,203

↓ -20.7% MoM

↑ +2.1% YoY

Avg. Dwell Time

39.0 min

↑ +1.3m MoM

↓ -2.4m YoY

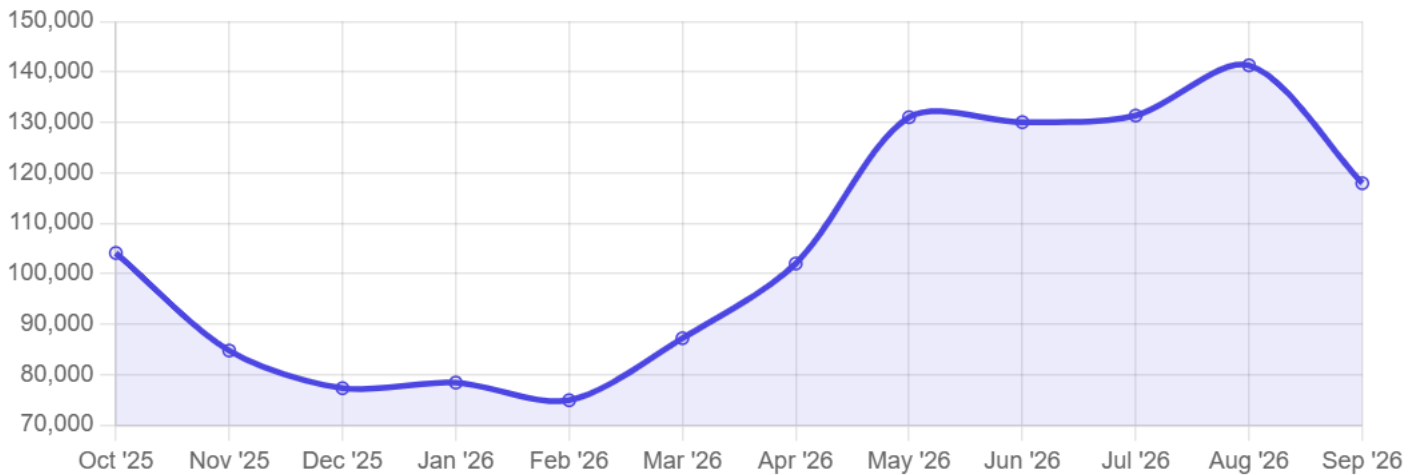
Peak Day & Time

Saturday, 12 PM

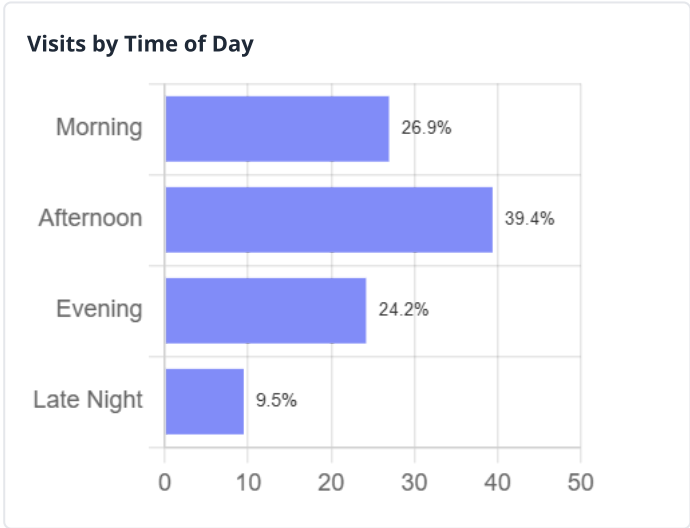
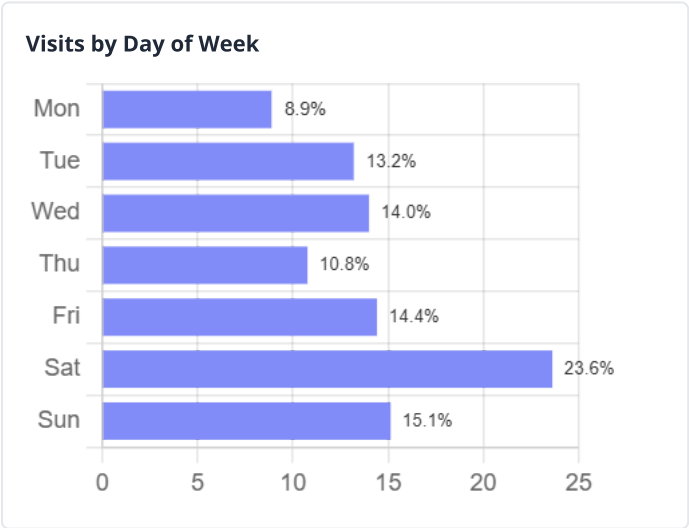
Prev. Month: no change

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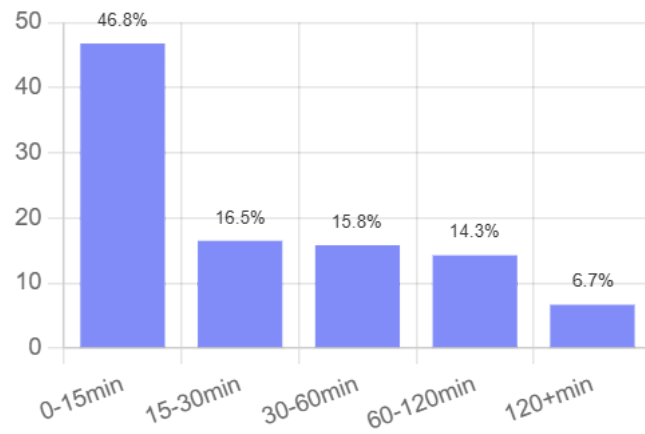
Last 12 Months Visits



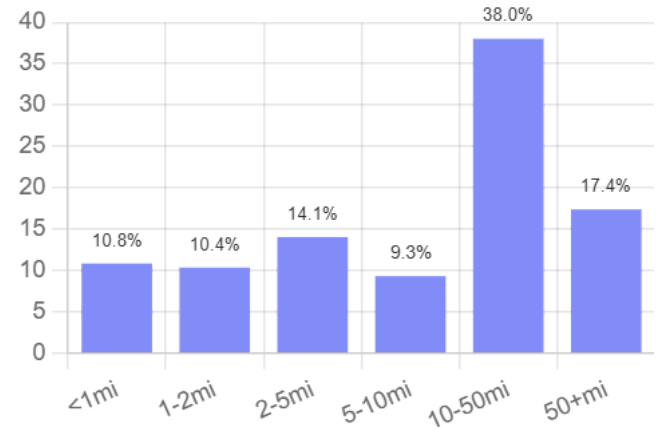
Visits Breakdowns



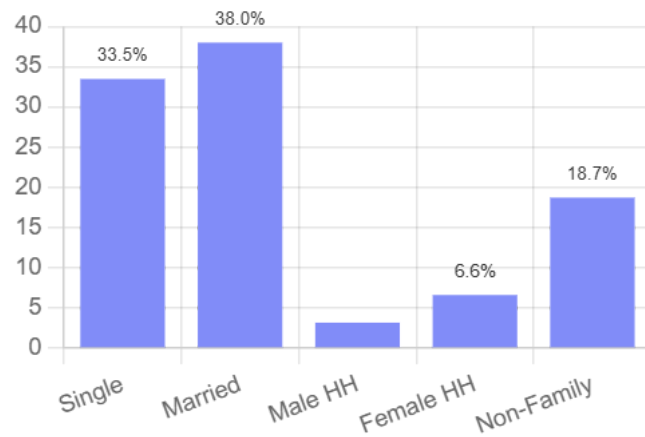
Visits by Dwell Time



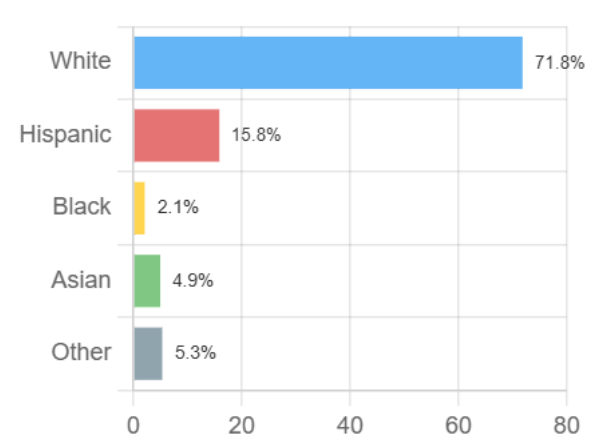
Visitor Home Distance



Household Type

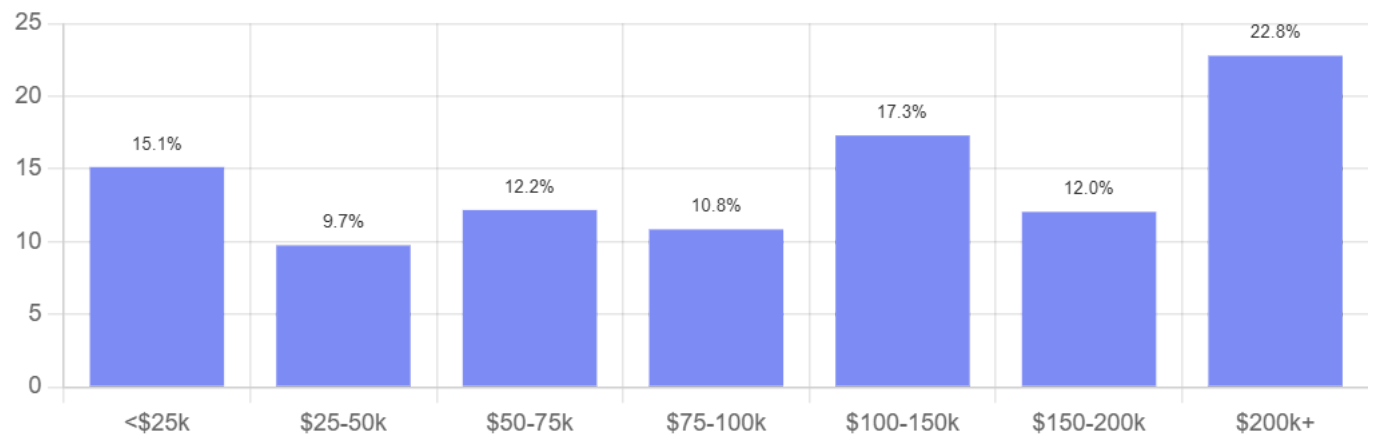


Visitor Ethnicity



Visitor Income

Median HHI: \$105,464 | Avg HHI: \$156,100



*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: September 2026

Total Visits

42,245

↓ -34.2% MoM

↓ -20.8% YoY

Total Visitors

32,862

↓ -31.7% MoM

↓ -18.7% YoY

Avg. Dwell Time

2h15

↓ -7.2m MoM

↓ -23.5m YoY

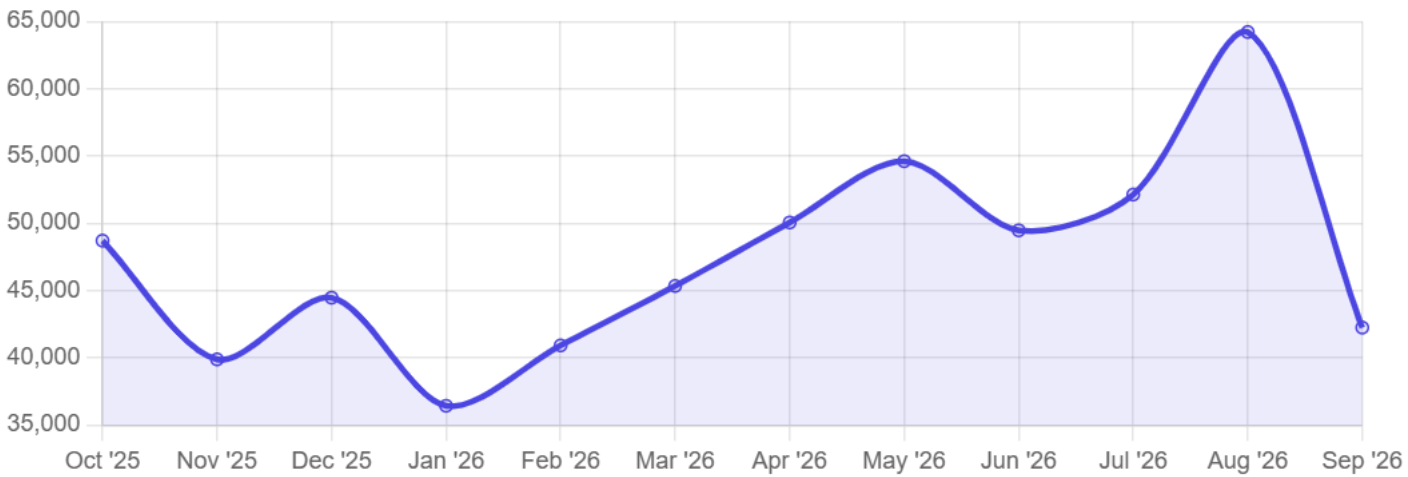
Peak Day & Time

Saturday, 6 PM

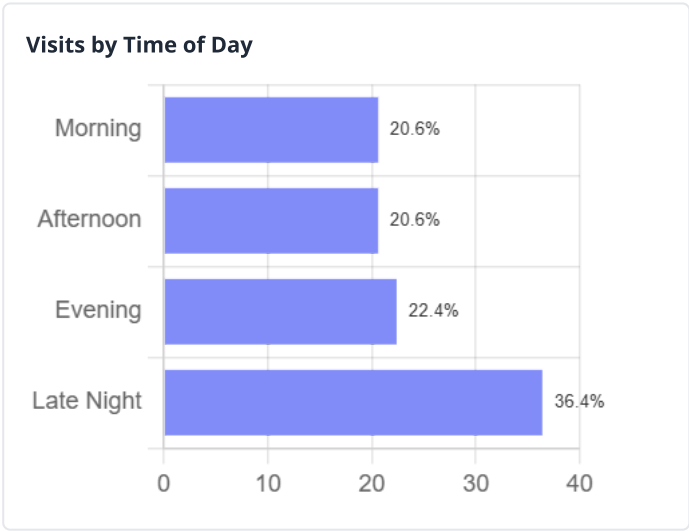
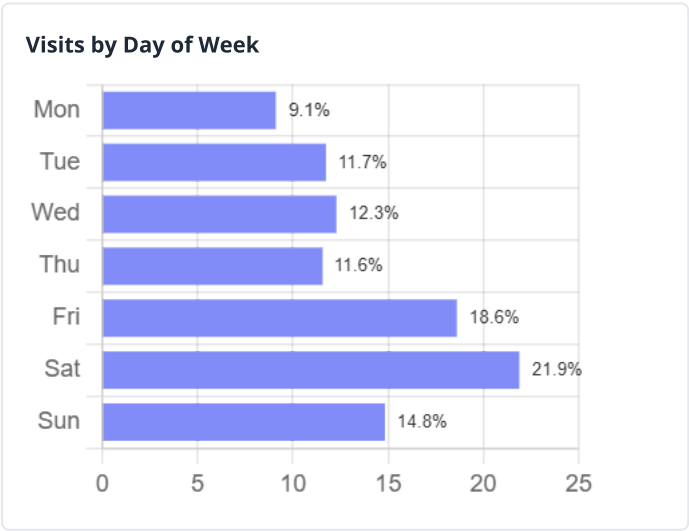
Prev. Month: Saturday, 7 PM

Prev. Year: Friday, 6 PM

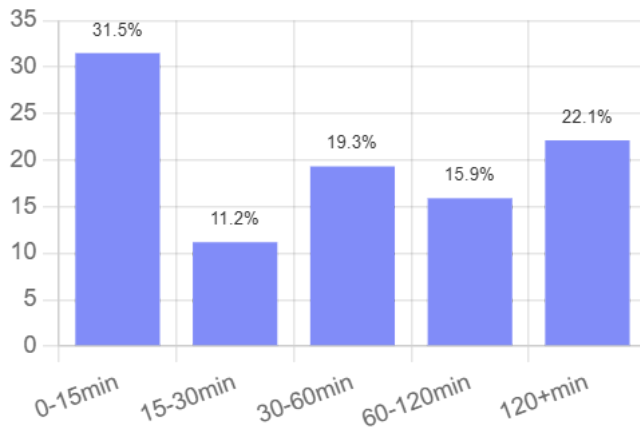
Last 12 Months Visits



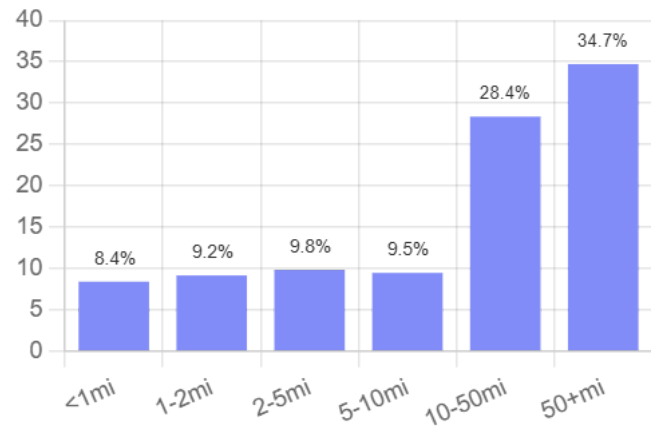
Visits Breakdowns



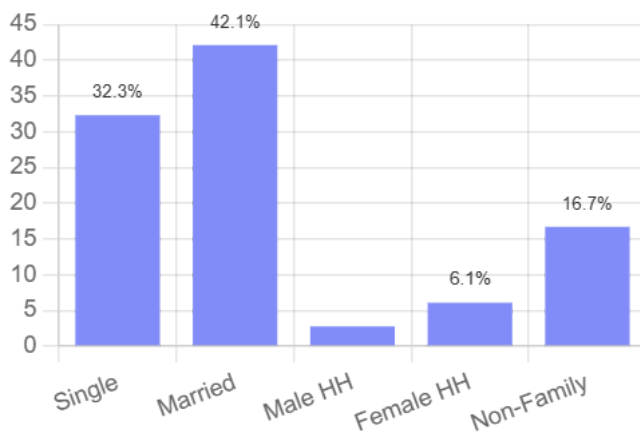
Visits by Dwell Time



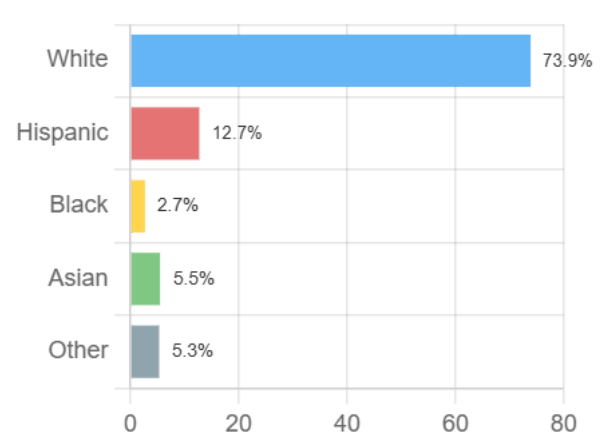
Visitor Home Distance



Household Type

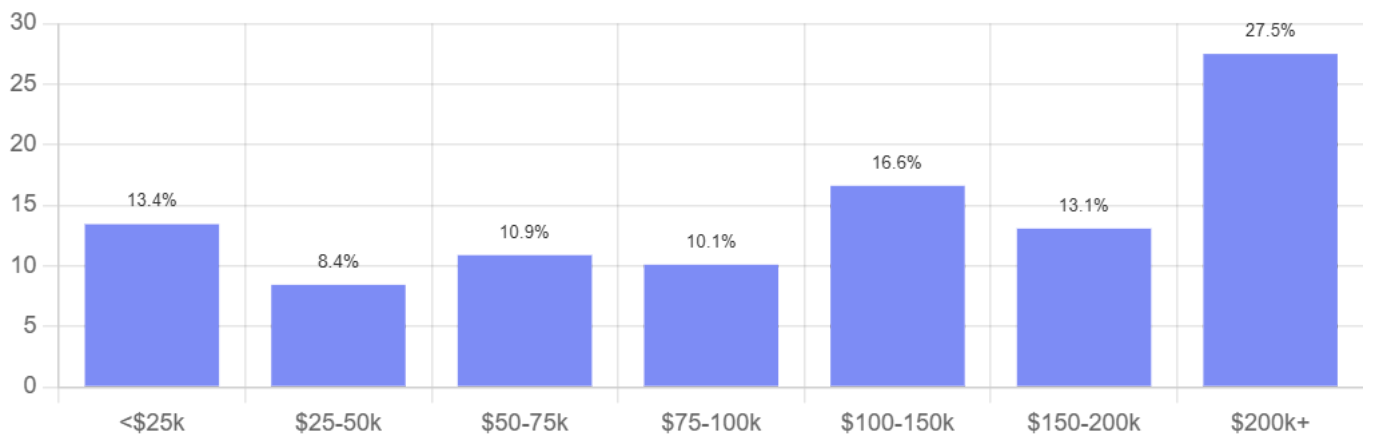


Visitor Ethnicity



Visitor Income

Median HHI: \$119,535 | Avg HHI: \$170,290



*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