



Boomburbs

3301 W 144th Ave, Broomfield, Colorado, 80023
Ring: 1 mile radius



TAPESTRY
SEGMENTATION
esri.com/tapestry

Created for prospective tenants by SFinvest Real Estate

DOMINANT TAPESTRY SEGMENT



1,074 households are *Boomburbs*

41.7% of households are in this segment

Boomburbs: *Affluent Estates* LifeMode

This is the new growth market, with a profile similar to the original young professionals with families that have opted to trade up to the newest housing in the suburbs. The original Boomburbs neighborhoods began growing in the 1990s and continued through the peak of the housing boom...

[Learn more...](#)

ABOUT THIS SEGMENT



Boomburbs residents prefer late model imports, primarily SUVs, and also luxury cars and minivans.



Style matters in the Boomburbs, from personal appearance to their homes. Consumers are still furnishing their new homes and already remodeling.



Financial planning is well under way for these professionals.



Leisure includes a range of activities from sports (hiking, bicycling, swimming, golf) to visits to theme parks or water parks.



Well connected, own the latest devices and understand how to use them efficiently - biggest complaints-too many devices and too many intrusions on personal time.

ABOUT THIS AREA

Household Type:
Single Family

Employment:
Prof; Mgmt

Median Age:
42.1

Median Household Income:
\$160,831

Education:
77.4% College degree (2+ years)



KEY FACTS FOR THIS AREA

Click facts to 'Explore for more' details

7,080

Population

2,575

Households

2.75

Avg Size
Household

210

Wealth
Index

87

Housing
Affordability

53

Diversity
Index

\$748,667

Median Home
Value

0.41%

Forecasted Annual
Growth Rate



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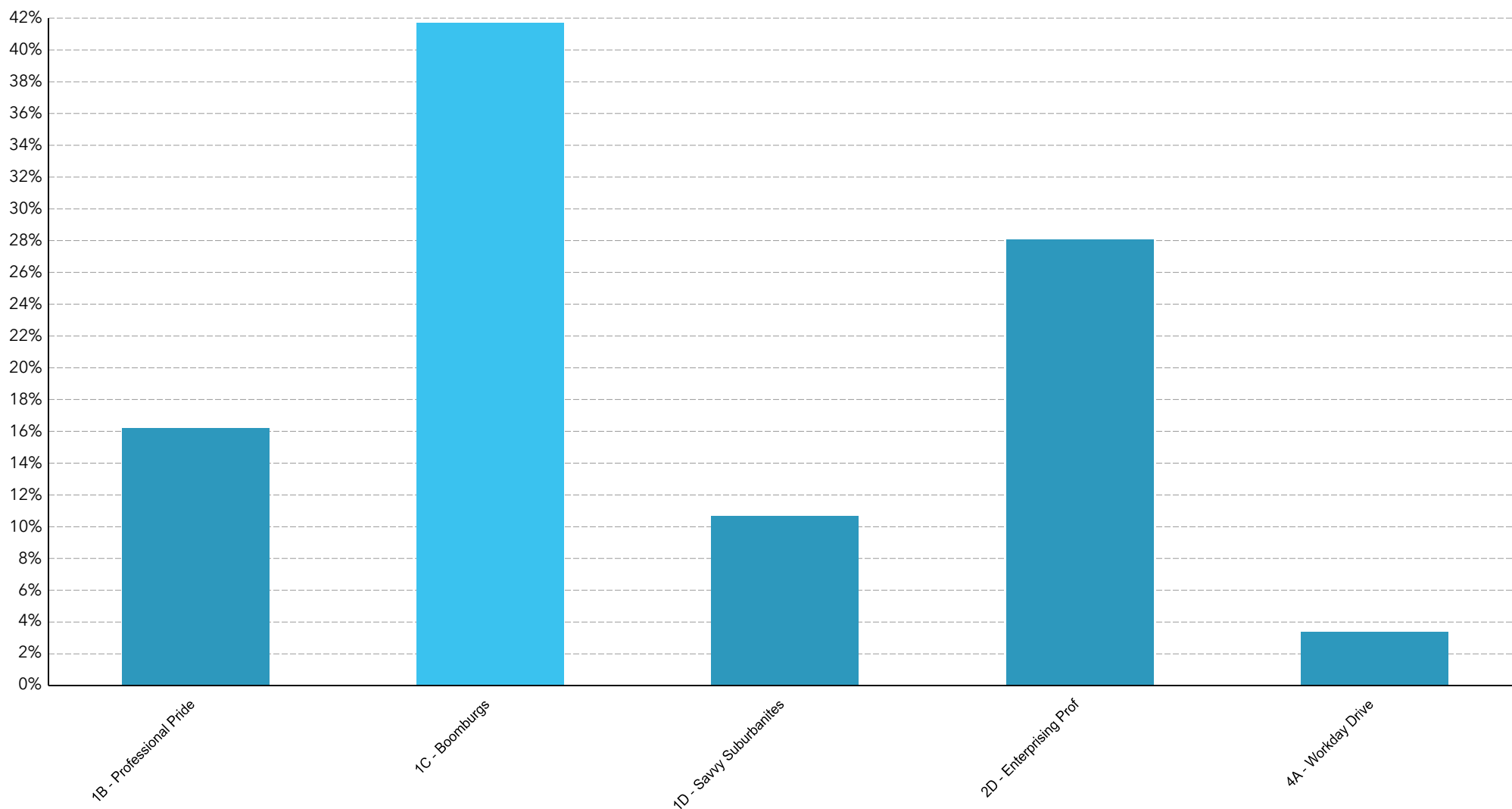
TAPESTRY SEGMENTATION COMPOSITION

This chart displays the percent of households in each segment in this area.



2,575 total households in this area

1,074 households in *Boomburbs* - 41.7%





Key Demographic Indicators

3301 W 144th Ave, Broomfield, Colorado, 80023

Ring: 1 mile radius

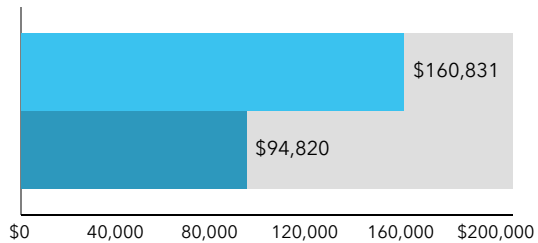


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INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g, mortgages) or unsecured (credit cards) for this area.

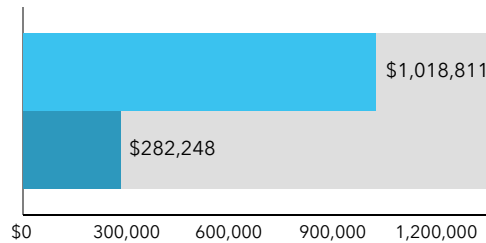
MEDIAN HOUSEHOLD INCOME



Bars show comparison to

Colorado

MEDIAN NET WORTH

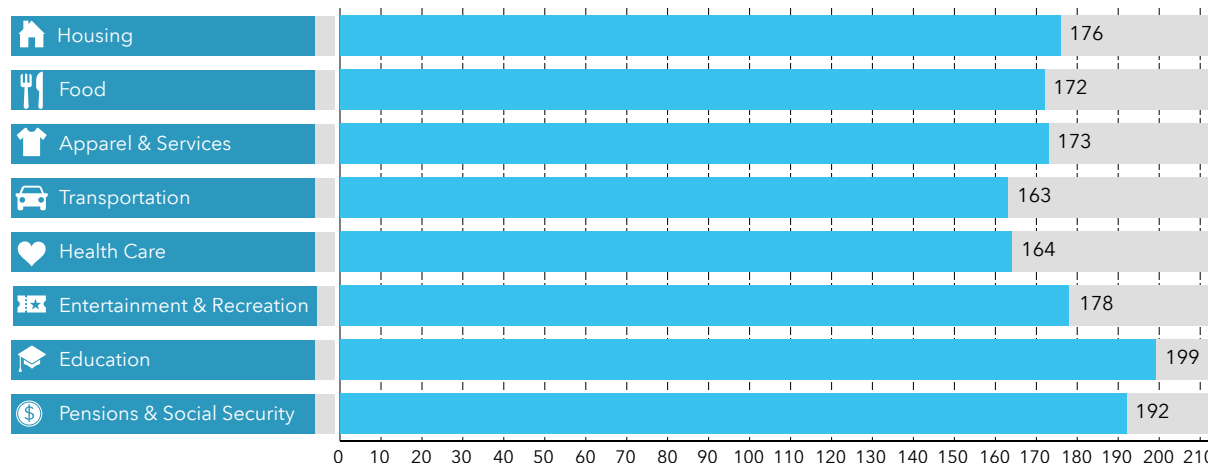


Bars show comparison to

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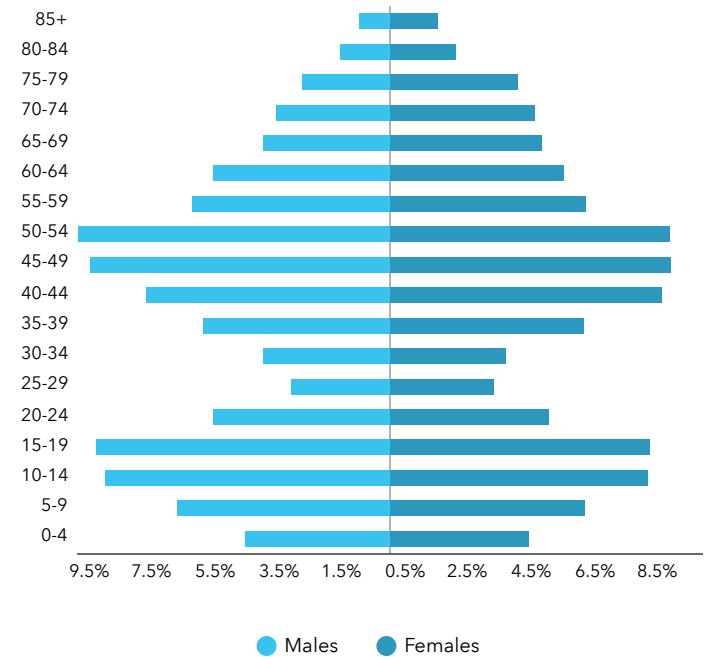
AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average.



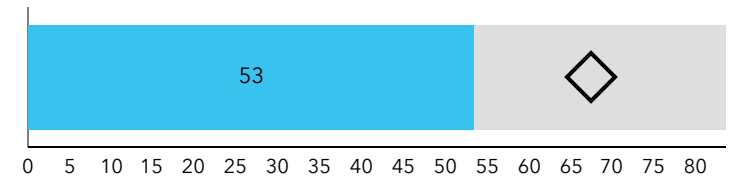
AGE BY SEX

Median Age: 42.1



DIVERSITY

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).



Dots show comparison to

Colorado



Key Demographic Indicators

3301 W 144th Ave, Broomfield, Colorado, 80023

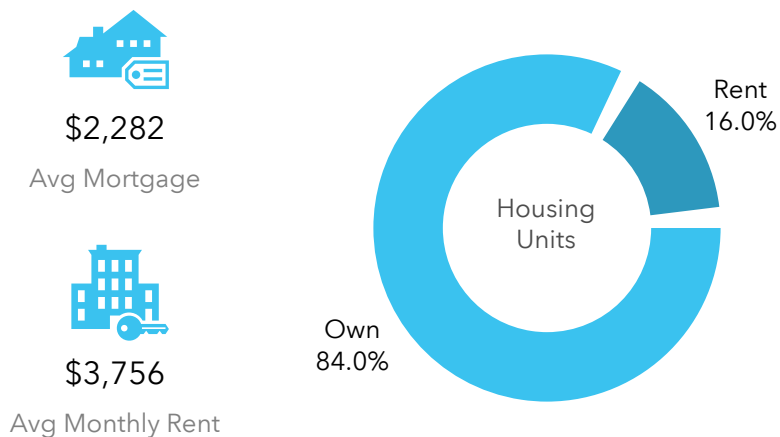
Ring: 1 mile radius



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HOUSING

Mortgage, rent and home value are estimated by Esri. Housing type is from the Census Bureau's American Community Survey (ACS).

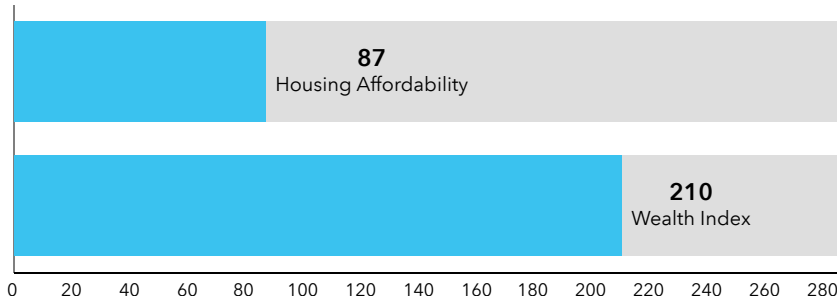


Typical Household Type: Single Family

Median Home Value: \$748,667

ESRI INDEXES

Esri developed these indexes to display average household wealth and housing affordability for the market relative to US standards.



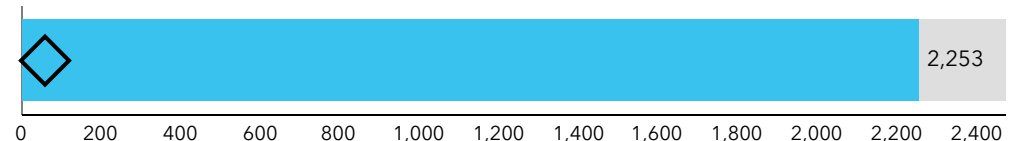
LANGUAGE

American Community Survey (ACS) population by language estimates are based on a rolling sample survey spanning a 60-month period (2018-2022).

Population by Language	Age 5-17	18-64	Age 65+	Total
English Only	1,392	3,366	802	5,560
Spanish	0	102	60	162
Spanish & English Well	0	99	60	159
Spanish & English Not Well	0	3	0	3
Indo-European	100	247	103	450
Indo-European & English Well	100	247	103	450
Indo-European & English Not Well	0	0	0	0
Asian-Pacific Island	32	228	15	275
Asian-Pacific Isl & English Well	32	228	6	266
Asian-Pacific Isl & English Not Well	0	0	9	9
Other Language	21	59	0	80
Other Language & English Well	21	59	0	80
Other Language & English Not Well	0	0	0	0

POPULATION DENSITY

Average density (population per sq. mile) is displayed relative to the US or State average.



Dots show comparison to



Workday Drive

3301 W 144th Ave, Broomfield, Colorado, 80023
Ring: 3 mile radius



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DOMINANT TAPESTRY SEGMENT



6,409 households are *Workday Drive*

27.9% of households are in this segment

Workday Drive: *Family Landscapes* LifeMode

Workday Drive is an affluent, family-oriented market with a country flavor. Residents are partial to new housing away from the bustle of the city but close enough to commute to professional job centers. Life in this suburban wilderness offsets the hectic pace of two working parents with growing children...

[Learn more...](#)

ABOUT THIS SEGMENT



Most households have 2 or 3 vehicles. Residents often have long travel time to work.



Family-oriented purchases and activities dominate, TVs, movie purchases, children apparel and toys, and visits to theme parks or zoos.



Well insured and invested in a range of funds, from savings accounts or bonds to stocks.



Outdoor activities and sports are popular. Like to eat out, as well as participate bicycling, jogging, golfing, and boating.



Connected, with a host of wireless devices - anything that enables convenience, like banking, paying bills, or even shopping online.

ABOUT THIS AREA

Household Type:
Single Family

Employment:
Prof; Mgmt

Median Age:
40.2

Median Household Income:
\$151,866

Education:
68.0% College degree (2+ years)



KEY FACTS FOR THIS AREA

Click facts to 'Explore for more' details

62,924

Population

23,007

Households

2.73

Avg Size
Household

180

Wealth
Index

93

Housing
Affordability

60

Diversity
Index

\$662,064

Median Home
Value

0.72%

Forecasted Annual
Growth Rate



Workday Drive

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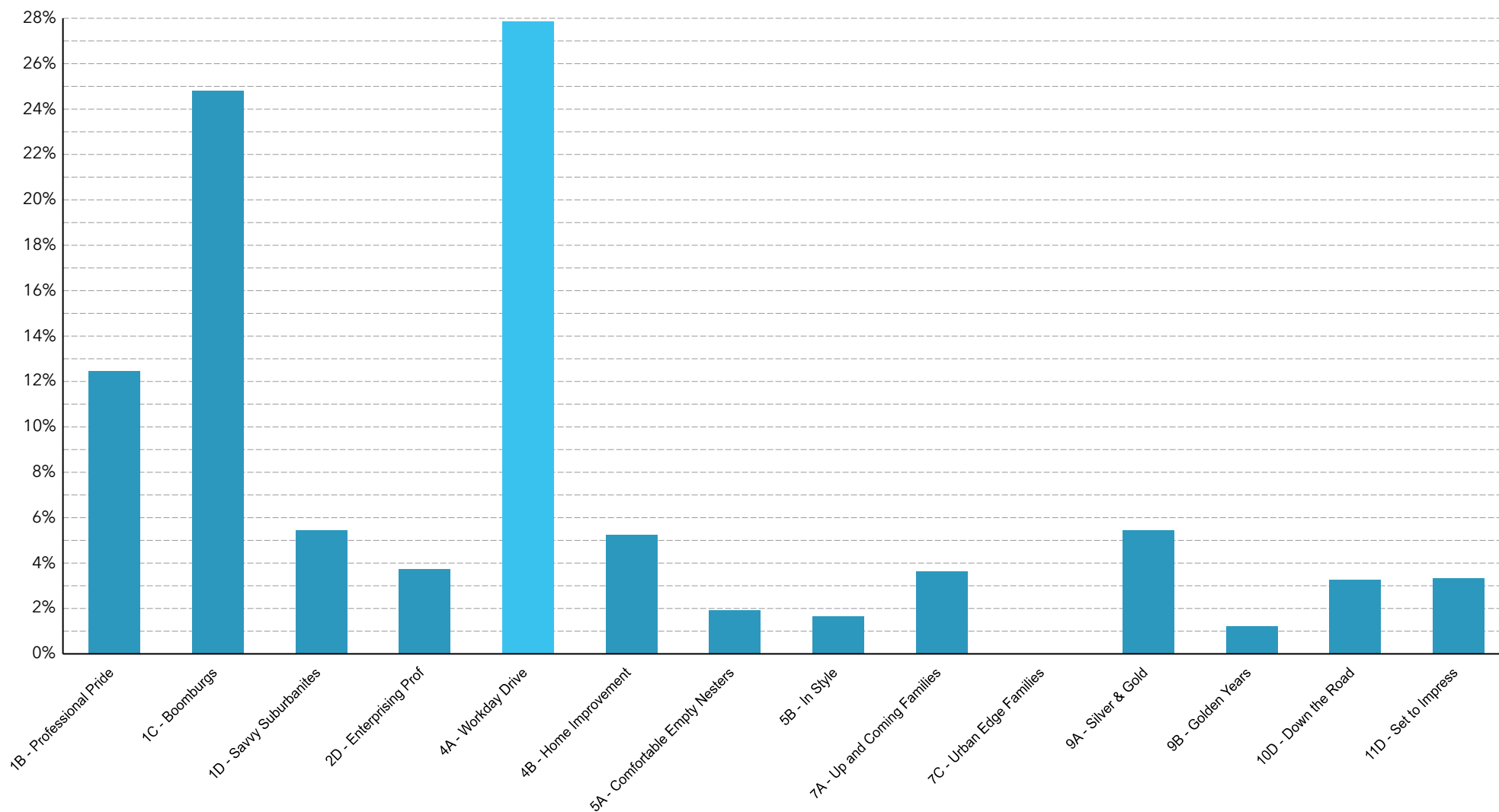
TAPESTRY SEGMENTATION COMPOSITION

This chart displays the percent of households in each segment in this area.



23,007 total households in this area

6,409 households in *Workday Drive* - 27.9%





Key Demographic Indicators

3301 W 144th Ave, Broomfield, Colorado, 80023

Ring: 3 mile radius

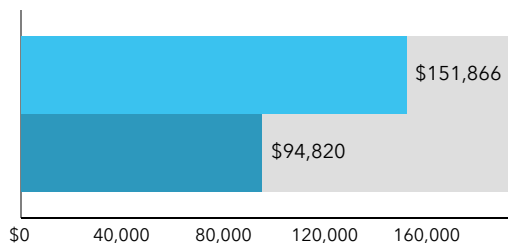


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INCOME AND NET WORTH

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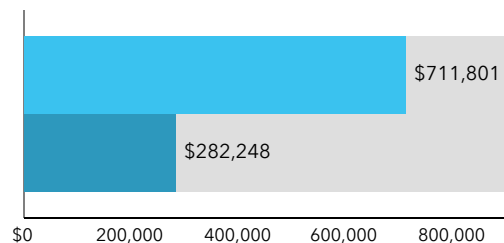
MEDIAN HOUSEHOLD INCOME



Bars show comparison to

Colorado

MEDIAN NET WORTH

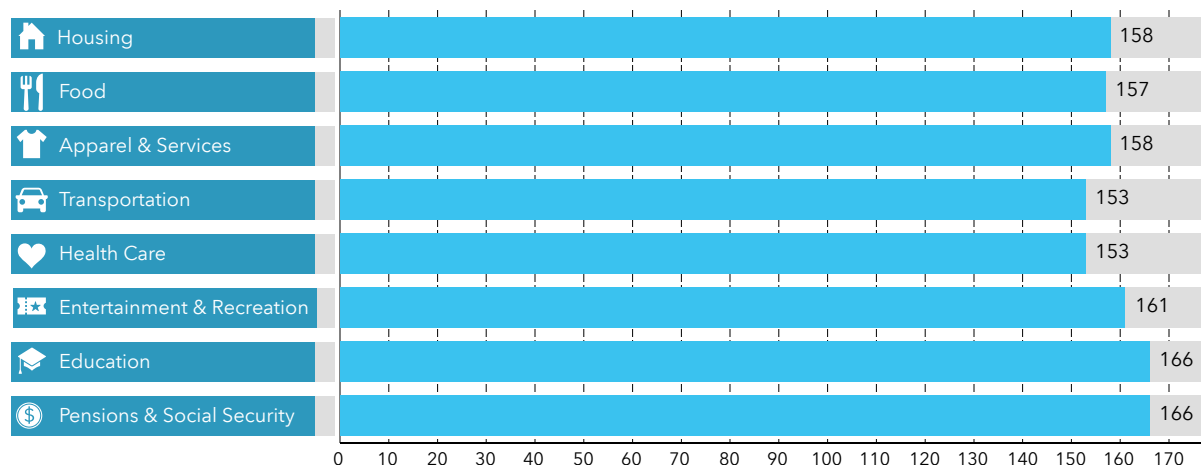


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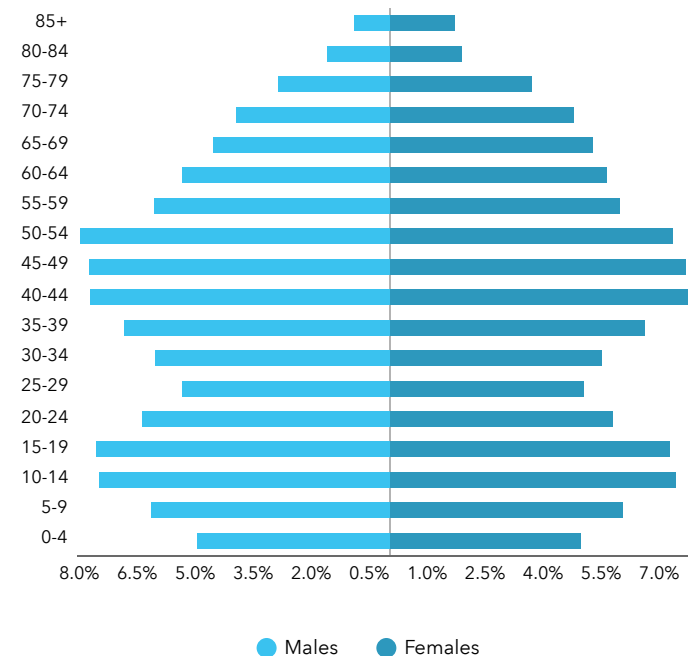
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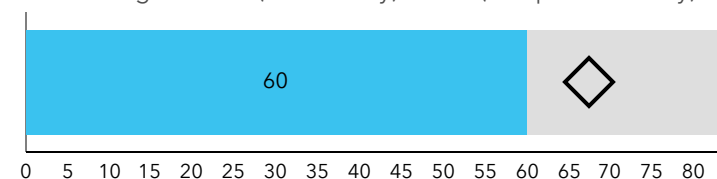
AGE BY SEX

Median Age: 40.2



DIVERSITY

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).



Dots show comparison to

Colorado



Key Demographic Indicators

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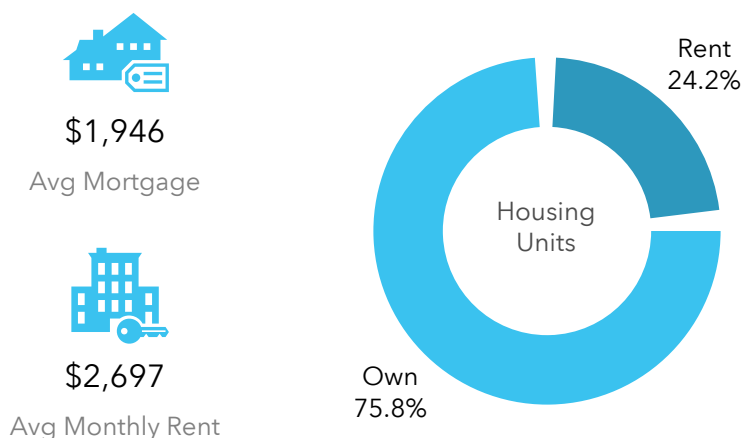
Ring: 3 mile radius



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HOUSING

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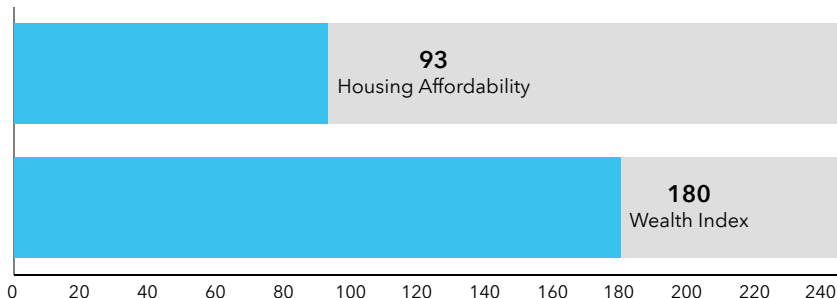


Typical Household Type: Single Family

Median Home Value: \$662,064

ESRI INDEXES

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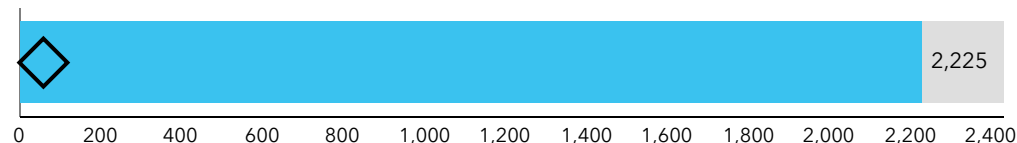
LANGUAGE

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Population by Language	Age 5-17	18-64	Age 65+	Total
English Only	10,835	29,648	7,790	48,273
Spanish	503	2,733	225	3,461
Spanish & English Well	479	2,417	225	3,121
Spanish & English Not Well	25	309	0	334
Indo-European	274	1,372	281	1,927
Indo-European & English Well	274	1,372	240	1,886
Indo-European & English Not Well	0	0	41	41
Asian-Pacific Island	353	1,900	310	2,563
Asian-Pacific Isl & English Well	243	1,695	220	2,158
Asian-Pacific Isl & English Not Well	110	185	71	366
Other Language	76	261	31	368
Other Language & English Well	76	230	9	315
Other Language & English Not Well	0	31	22	53

POPULATION DENSITY

Average density (population per sq. mile) is displayed relative to the US or State average.



Dots show comparison to



Boomburbs

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Ring: 5 mile radius



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DOMINANT TAPESTRY SEGMENT



12,719 households are *Boomburbs*

16.9% of households are in this segment

Boomburbs: *Affluent Estates* LifeMode

This is the new growth market, with a profile similar to the original young professionals with families that have opted to trade up to the newest housing in the suburbs. The original Boomburbs neighborhoods began growing in the 1990s and continued through the peak of the housing boom...

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ABOUT THIS SEGMENT



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Leisure includes a range of activities from sports (hiking, bicycling, swimming, golf) to visits to theme parks or water parks.



Well connected, own the latest devices and understand how to use them efficiently - biggest complaints-too many devices and too many intrusions on personal time.

ABOUT THIS AREA

Household Type:
Single Family

Employment:
Prof; Mgmt

Median Age:
38.2

Median Household Income:
\$119,082

Education:
62.7% College degree (2+ years)



KEY FACTS FOR THIS AREA

Click facts to 'Explore for more' details

197,115

Population

75,466

Households

2.60

Avg Size
Household

143

Wealth
Index

77

Housing
Affordability

64

Diversity
Index

\$627,058

Median Home
Value

0.57%

Forecasted Annual
Growth Rate



Boomburbs

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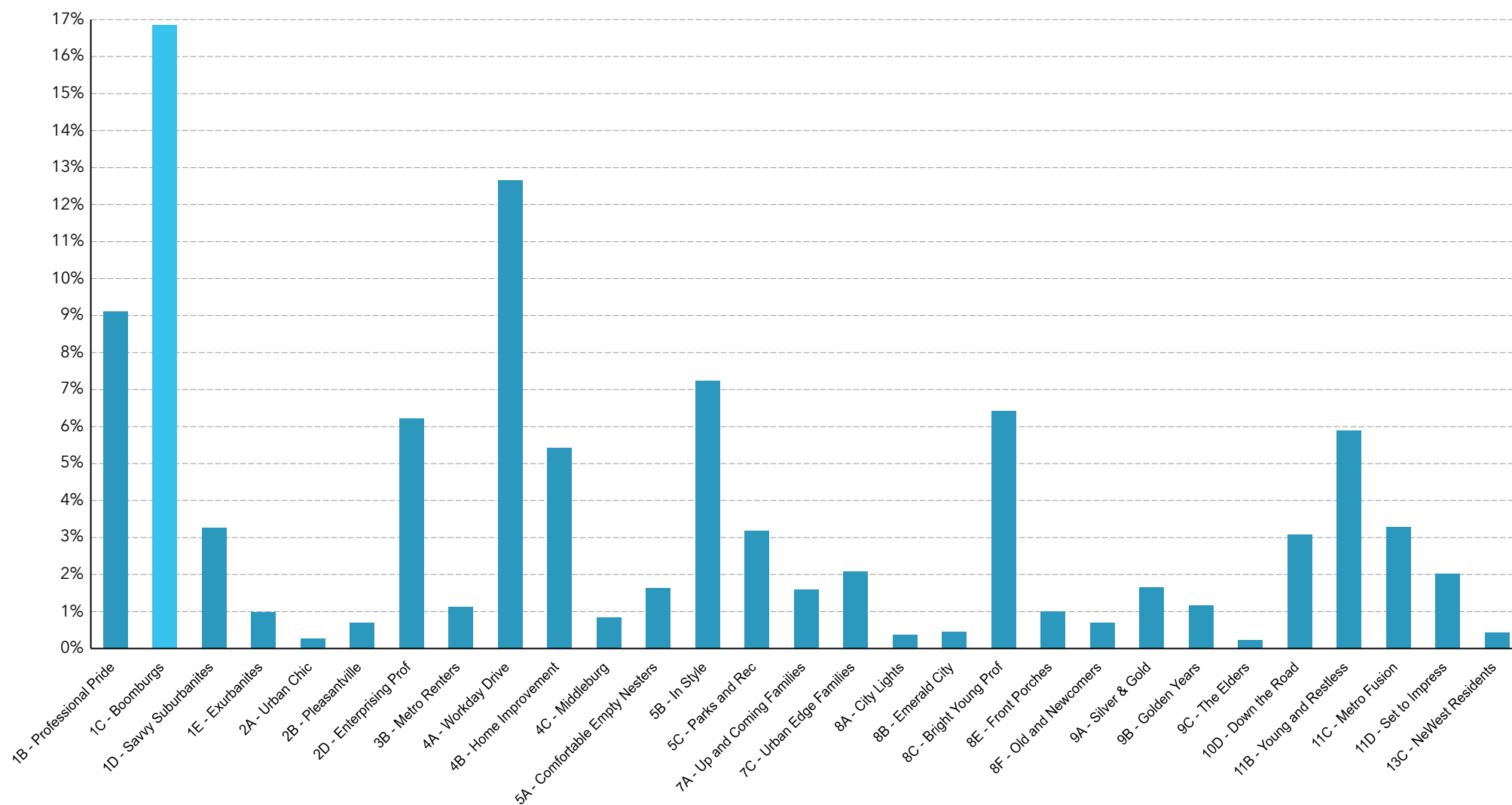
TAPESTRY SEGMENTATION COMPOSITION

This chart displays the percent of households in each segment in this area.



75,466 total households in this area

12,719 households in *Boomburbs* - 16.9%





Key Demographic Indicators

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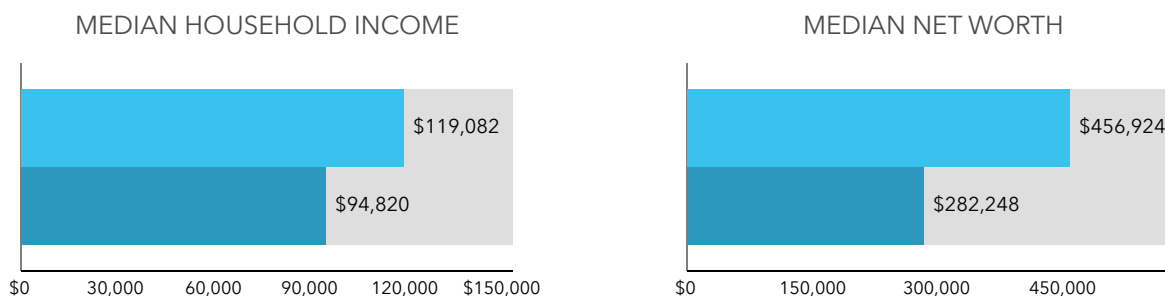
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INCOME AND NET WORTH

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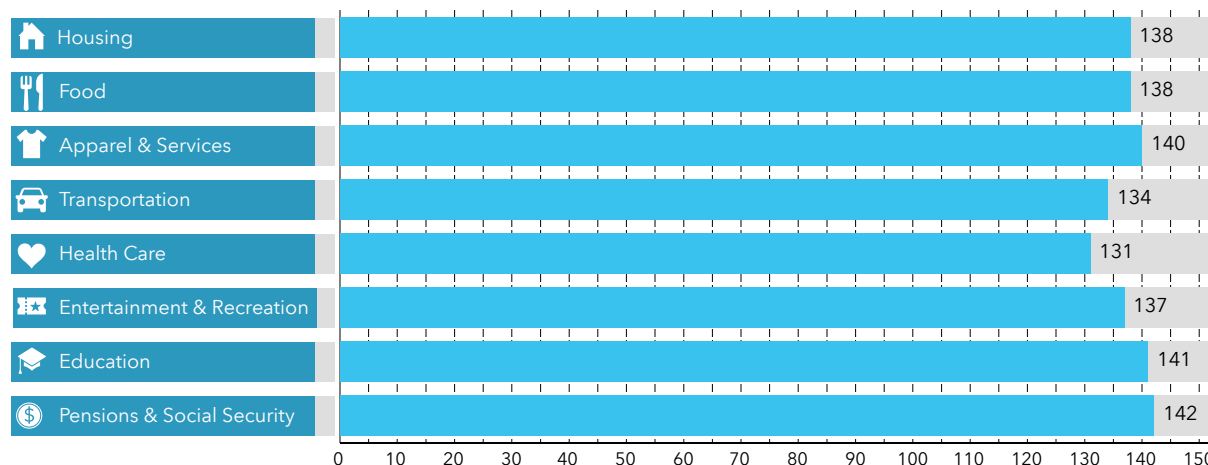


Bars show comparison to

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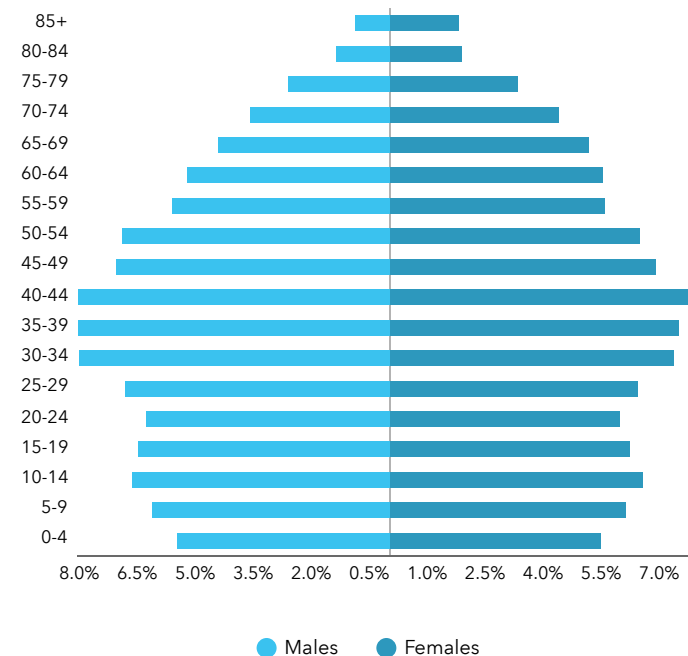
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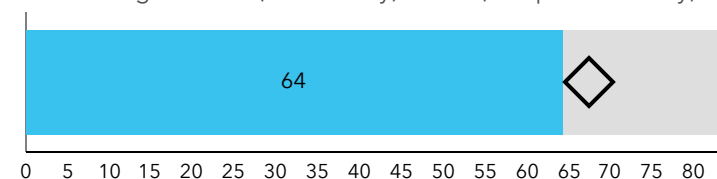
AGE BY SEX

Median Age: 38.2



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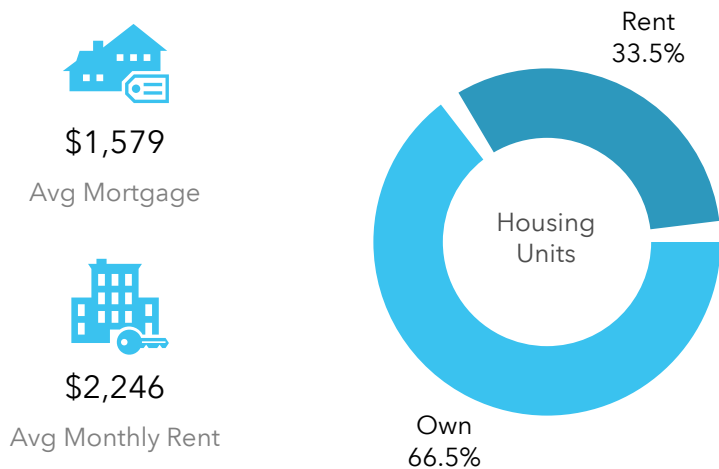
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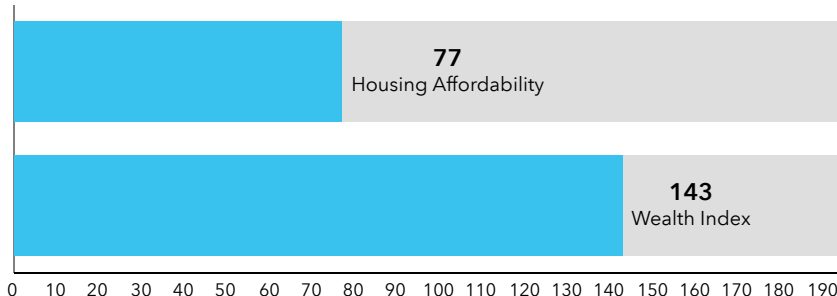


Typical Household Type: Single Family

Median Home Value: \$627,058

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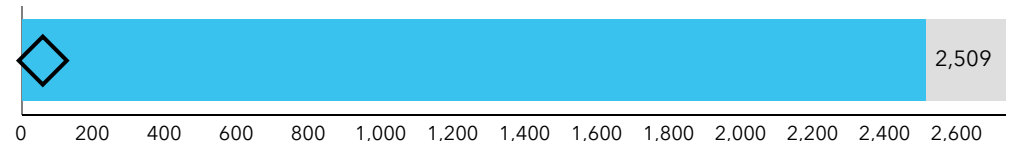
LANGUAGE

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Population by Language	Age 5-17	18-64	Age 65+	Total
English Only	29,617	99,428	23,461	152,506
Spanish	2,740	9,123	960	12,823
Spanish & English Well	2,440	7,630	827	10,897
Spanish & English Not Well	300	1,119	92	1,511
Indo-European	985	4,022	514	5,521
Indo-European & English Well	903	3,907	471	5,281
Indo-European & English Not Well	81	105	44	230
Asian-Pacific Island	760	4,862	725	6,347
Asian-Pacific Isl & English Well	618	4,317	537	5,472
Asian-Pacific Isl & English Not Well	142	488	110	740
Other Language	109	769	63	941
Other Language & English Well	109	620	41	770
Other Language & English Not Well	0	149	22	171

POPULATION DENSITY

Average density (population per sq. mile) is displayed relative to the US or State average.



Dots show comparison to

Colorado

