1C

Boomburbs

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

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	2,575	2.75	210	87	53	$748,667	0.41%
Population	Households	Avg Size Household	Wealth Index	Housing Affordability	Diversity Index	Median Home Value	Forecasted Annual Growth Rate

Boomburbs

1C

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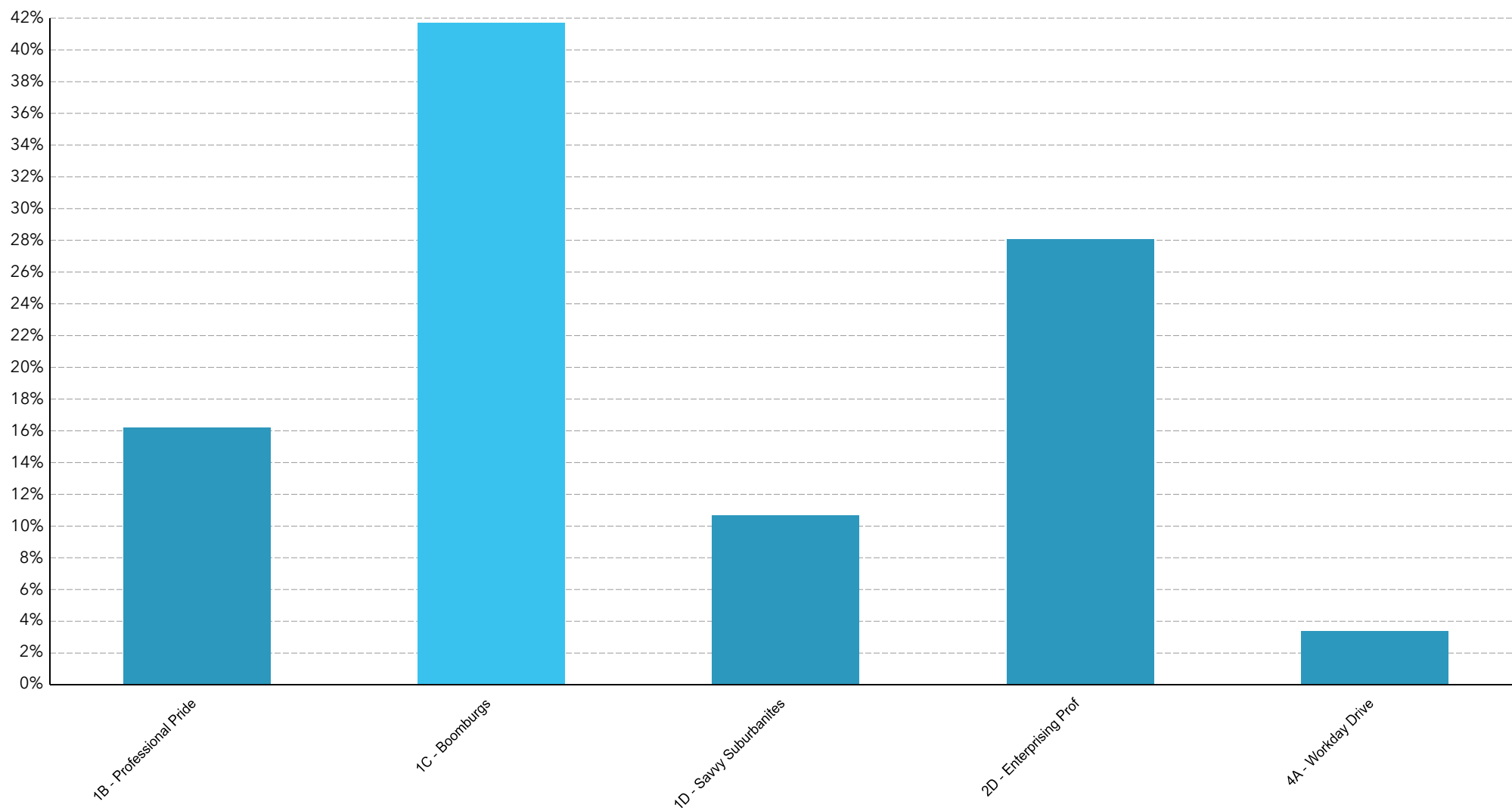
Ring: 1 mile radius

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
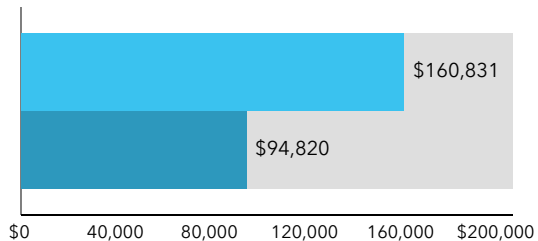
3301 W 144th Ave, Broomfield, Colorado, 80023

Ring: 1 mile radius

esri
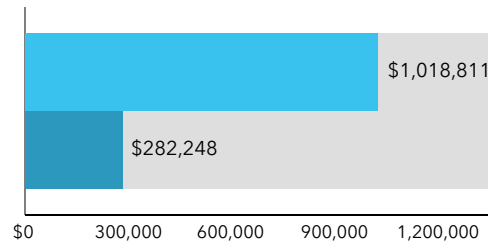THE SCIENCE OF WHERE®

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.
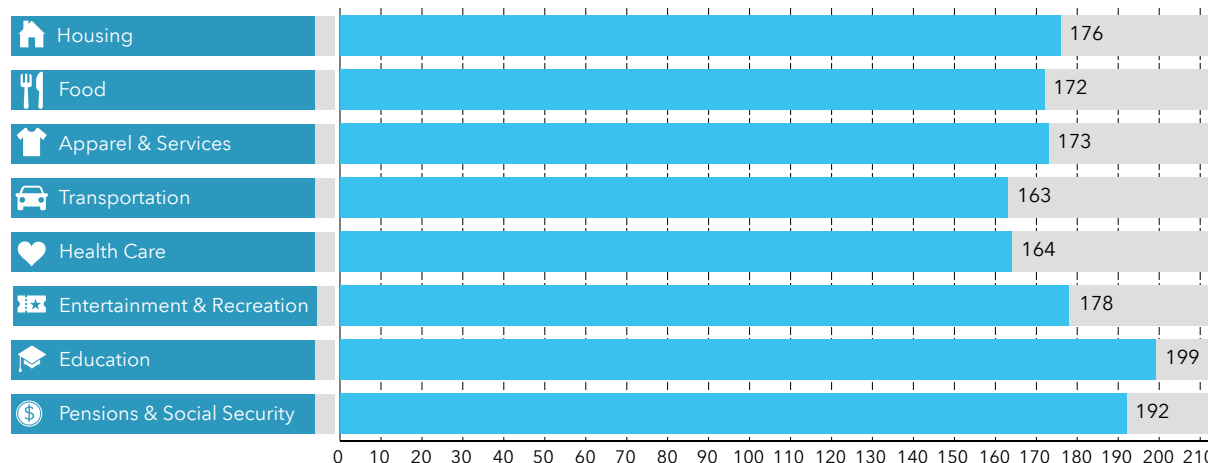
MEDIAN HOUSEHOLD INCOME

$160,831

$94,820

$0 40,000 80,000 120,000 160,000 $200,000

Bars show comparison to **Colorado**

MEDIAN NET WORTH

$1,018,811

$282,248

$0 300,000 600,000 900,000 1,200,000
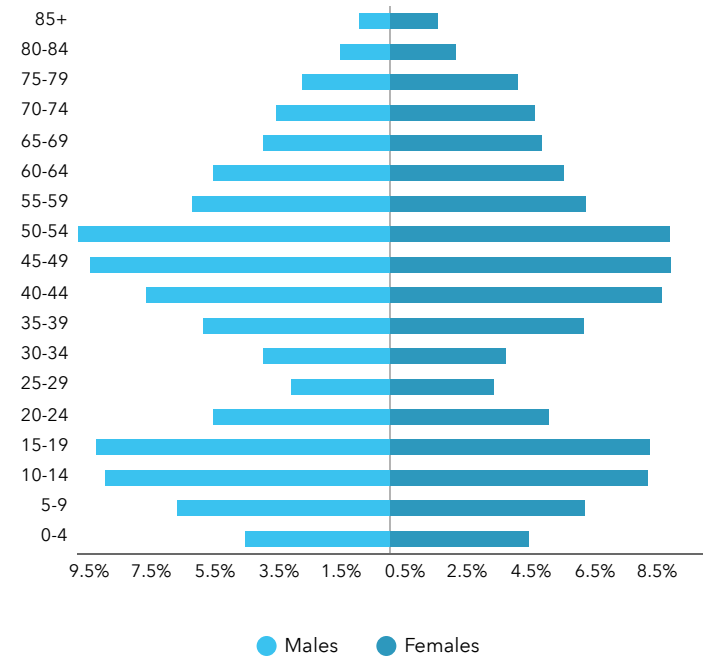
Bars show comparison to **Colorado**

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.
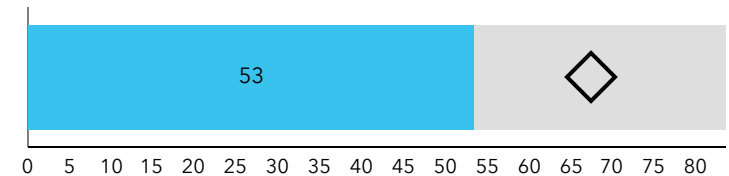
Category	Index
Housing	176
Food	172
Apparel & Services	173
Transportation	163
Health Care	164
Entertainment & Recreation	178
Education	199
Pensions & Social Security	192

0 10 20 30 40 50 60 70 80 90 100 110 120 130 140 150 160 170 180 190 200 210

AGE BY SEX

Median Age: 42.1

85+
80-84
75-79
70-74
65-69
60-64
55-59
50-54
45-49
40-44
35-39
30-34
25-29
20-24
15-19
10-14
5-9
0-4

9.5% 7.5% 5.5% 3.5% 1.5% 0.5% 2.5% 4.5% 6.5% 8.5%

● Males ● Females

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).

53

0 5 10 15 20 25 30 35 40 45 50 55 60 65 70 75 80

Dots show comparison to **Colorado**

HOUSING

Mortgage, rent and home value are estimated by Esri. Housing type is from the Census Bureau's American Community Survey (ACS).
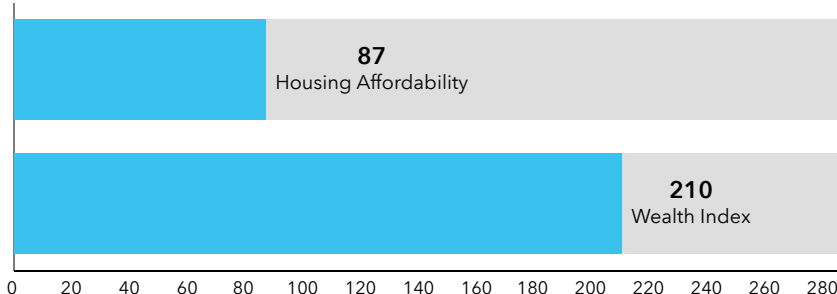
$2,282
Avg Mortgage

$3,756
Avg Monthly Rent

Housing Units

Rent 16.0%

Own 84.0%

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.

87
Housing Affordability

210
Wealth Index

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.

2,253

Dots show comparison to **Colorado**

4A
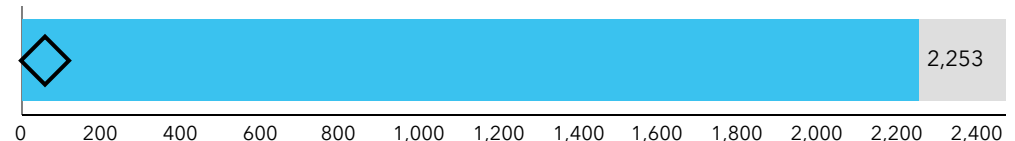
Workday Drive

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

TAPESTRY
SEGMENTATION
esri.com/tapestry

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	23,007	2.73	180	93	60	$662,064	0.72%
Population	Households	Avg Size Household	Wealth Index	Housing Affordability	Diversity Index	Median Home Value	Forecasted Annual Growth Rate

4A

Workday Drive

3301 W 144th Ave, Broomfield, Colorado, 80023

Ring: 3 mile radius
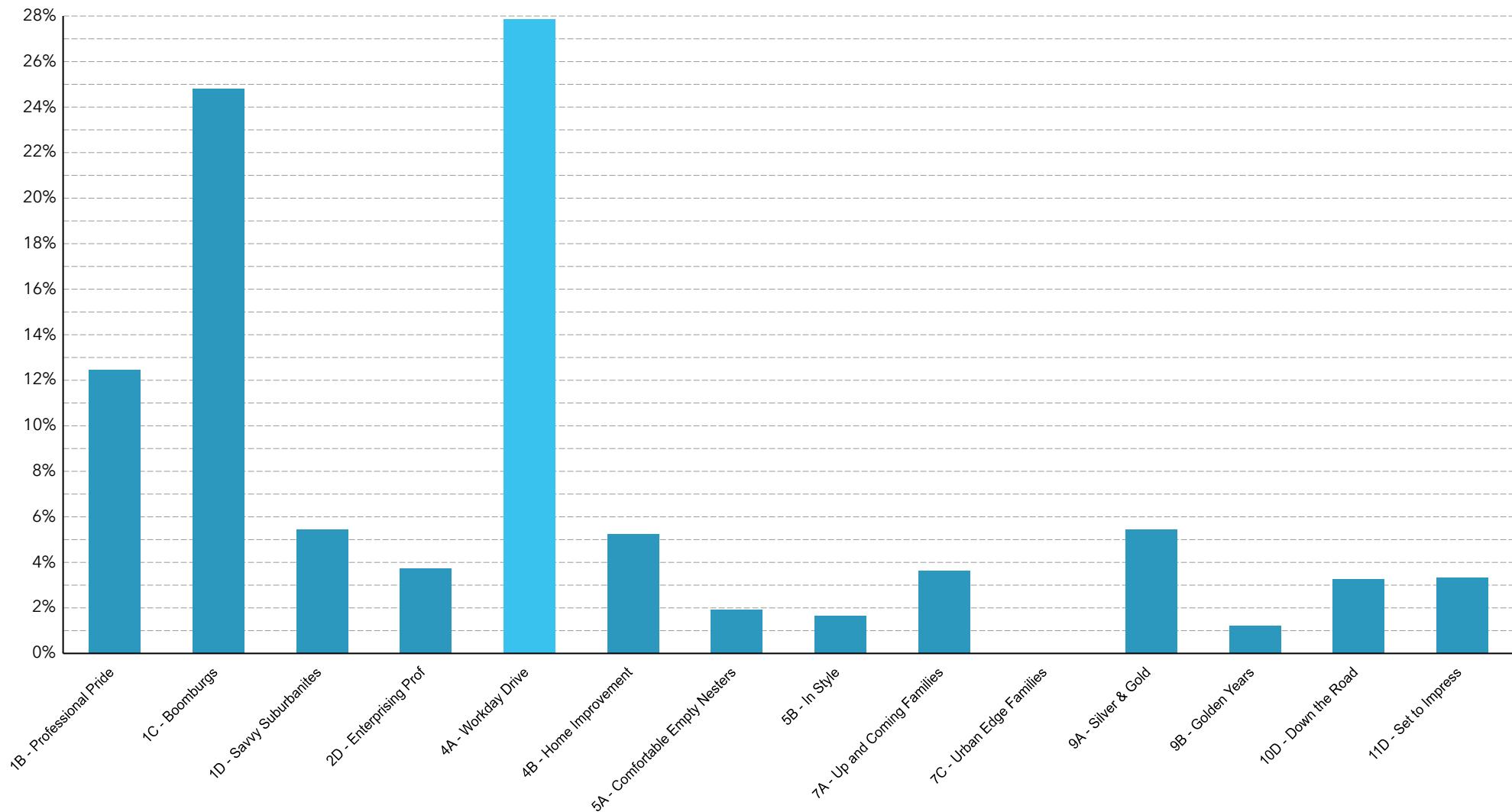
TAPESTRY
SEGMENTATION
esri.com/tapestry

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%

Bar chart, y-axis from 0% to 28%:

Segment	Percent
1B - Professional Pride	~12.5%
1C - Boomburgs	~24.8%
1D - Savvy Suburbanites	~5.5%
2D - Enterprising Prof	~3.7%
4A - Workday Drive	~27.9%
4B - Home Improvement	~5.2%
5A - Comfortable Empty Nesters	~1.9%
5B - In Style	~1.6%
7A - Up and Coming Families	~3.6%
7C - Urban Edge Families	0%
9A - Silver & Gold	~5.5%
9B - Golden Years	~1.2%
10D - Down the Road	~3.2%
11D - Set to Impress	~3.3%

Key Demographic Indicators

3301 W 144th Ave, Broomfield, Colorado, 80023

Ring: 3 mile radius

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THE SCIENCE OF WHERE®
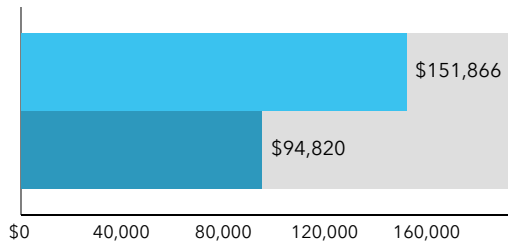
INCOME AND NET WORTH

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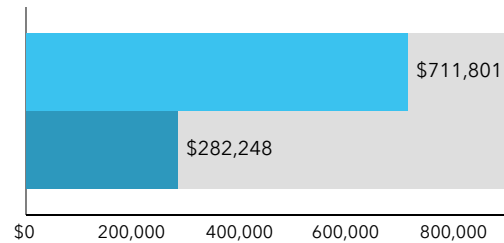
MEDIAN HOUSEHOLD INCOME

$151,866
$94,820

Bars show comparison to **Colorado**

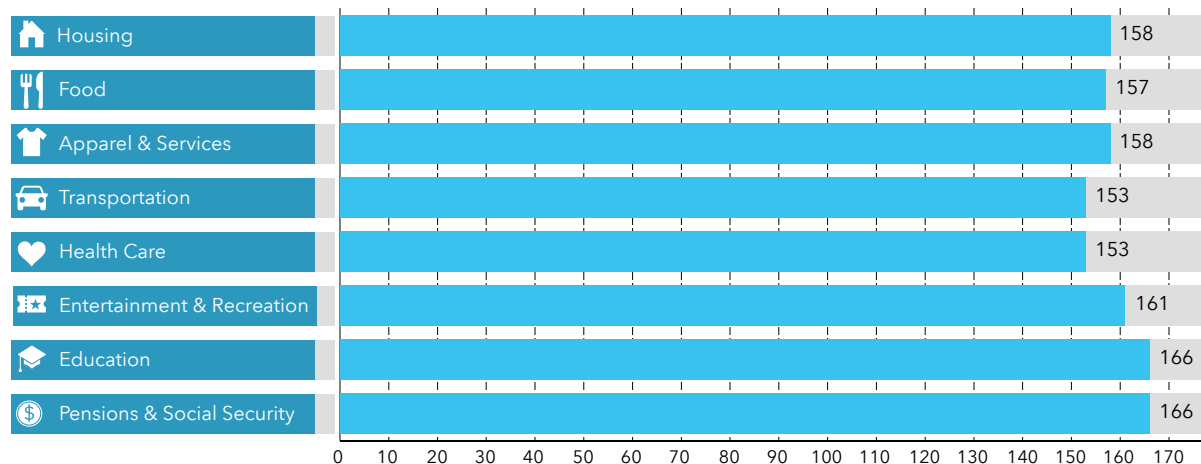### MEDIAN NET WORTH

$711,801
$282,248
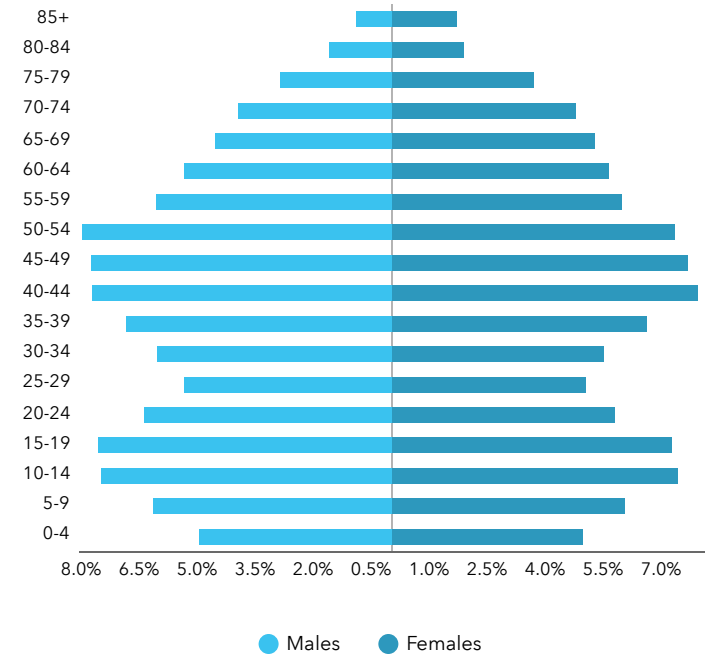
Bars show comparison to **Colorado**

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.
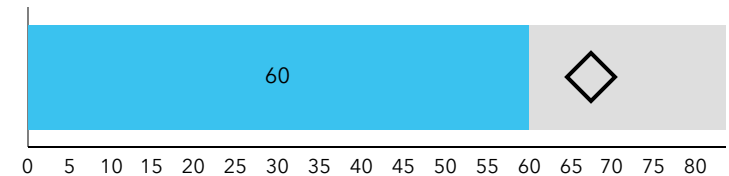
Category	Index
Housing	158
Food	157
Apparel & Services	158
Transportation	153
Health Care	153
Entertainment & Recreation	161
Education	166
Pensions & Social Security	166

AGE BY SEX

Median Age: 40.2

● Males ● Females

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).

60
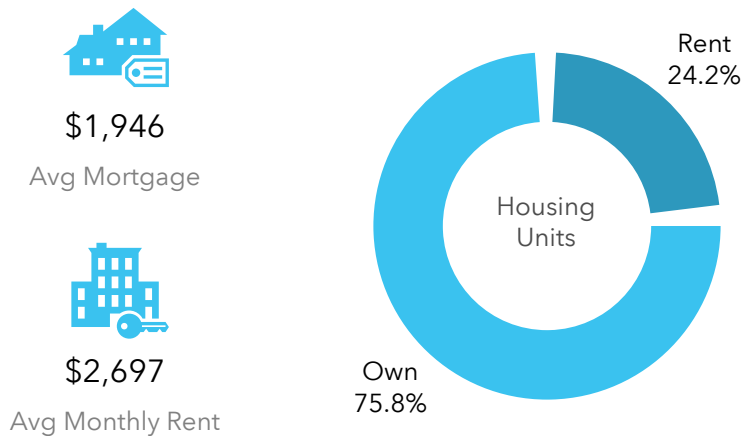
Dots show comparison to **Colorado**

Key Demographic Indicators

3301 W 144th Ave, Broomfield, Colorado, 80023

Ring: 3 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).

$1,946
Avg Mortgage

$2,697
Avg Monthly Rent

Rent 24.2%

Housing Units

Own 75.8%

Typical Household Type: Single Family

Median Home Value: $662,064

ESRI INDEXES

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

93
Housing Affordability

180
Wealth Index

0   20   40   60   80   100   120   140   160   180   200   220   240
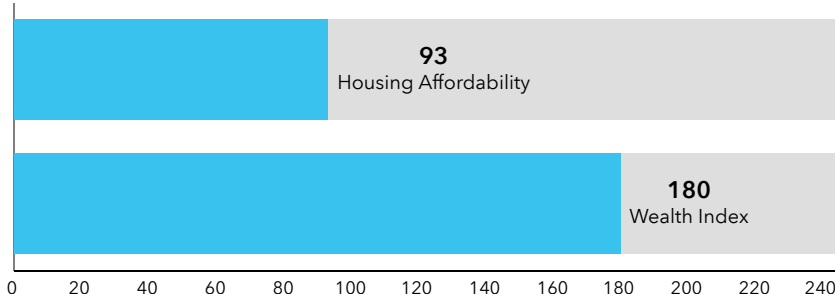
LANGUAGE

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	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.

2,225

0   200   400   600   800   1,000   1,200   1,400   1,600   1,800   2,000   2,200   2,400
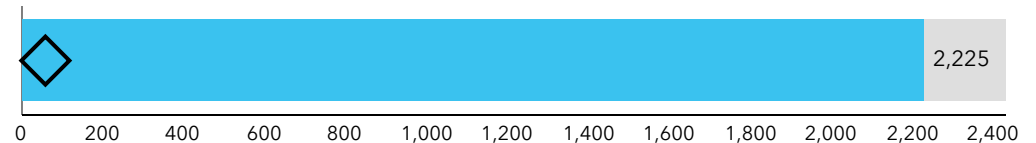
Dots show comparison to   Colorado

1C Boomburbs

3301 W 144th Ave, Broomfield, Colorado, 80023
Ring: 5 mile radius

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...

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:
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	75,466	2.60	143	77	64	$627,058	0.57%
Population	Households	Avg Size Household	Wealth Index	Housing Affordability	Diversity Index	Median Home Value	Forecasted Annual Growth Rate

Boomburbs

1C

3301 W 144th Ave, Broomfield, Colorado, 80023

Ring: 5 mile radius

TAPESTRY
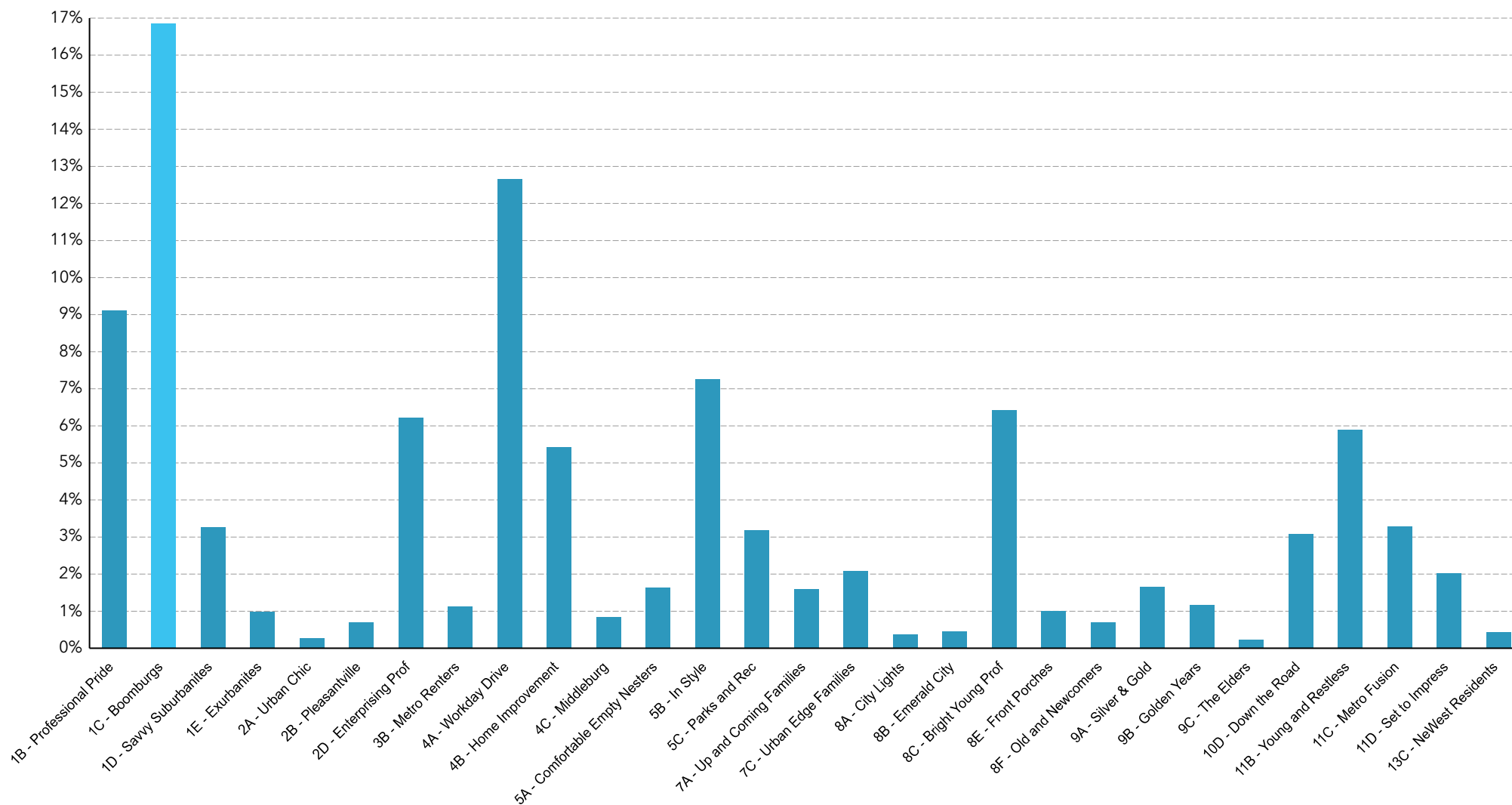SEGMENTATION
esri.com/tapestry

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
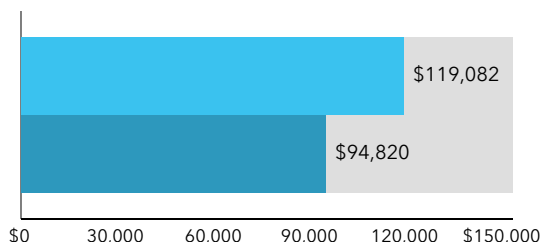
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Ring: 5 mile radius

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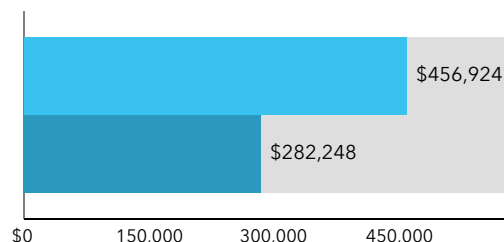
MEDIAN HOUSEHOLD INCOME

$119,082
$94,820

$0   30,000   60,000   90,000   120,000 $150,000

Bars show comparison to   Colorado

MEDIAN NET WORTH
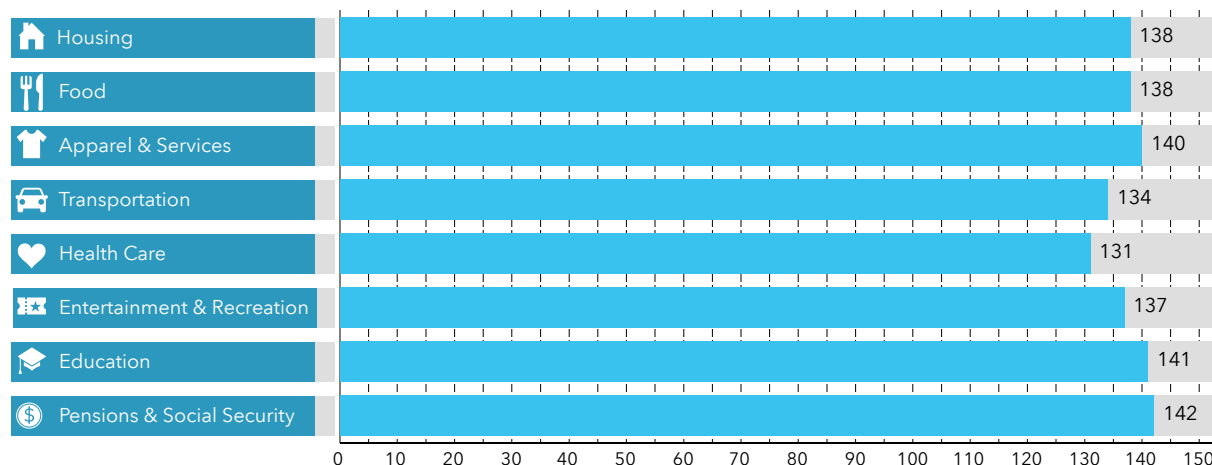
$456,924
$282,248

$0   150,000   300,000   450,000

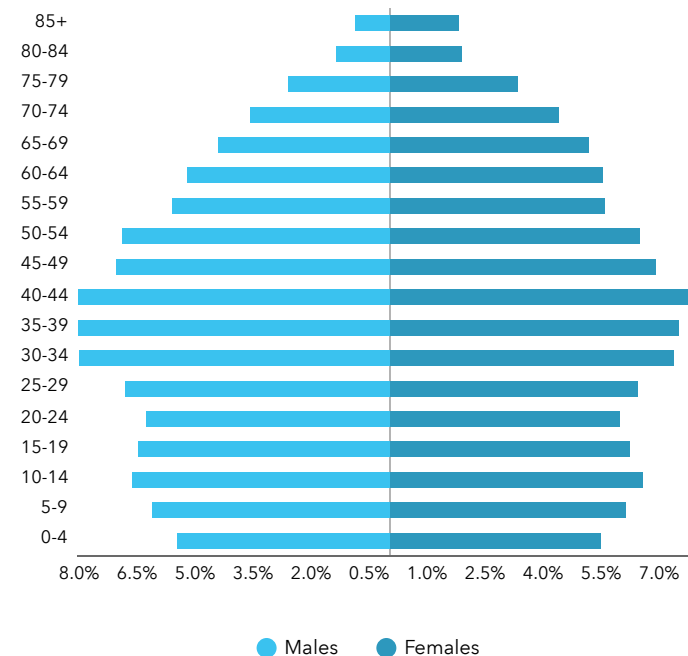Bars show comparison to   Colorado

AVERAGE HOUSEHOLD BUDGET INDEX

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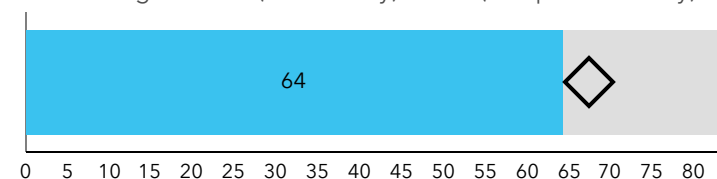
Category	Index
Housing	138
Food	138
Apparel & Services	140
Transportation	134
Health Care	131
Entertainment & Recreation	137
Education	141
Pensions & Social Security	142

0   10   20   30   40   50   60   70   80   90   100   110   120   130   140   150

AGE BY SEX

Median Age: 38.2

85+
80-84
75-79
70-74
65-69
60-64
55-59
50-54
45-49
40-44
35-39
30-34
25-29
20-24
15-19
10-14
5-9
0-4

8.0%   6.5%   5.0%   3.5%   2.0%   0.5%   1.0%   2.5%   4.0%   5.5%   7.0%

● Males   ● Females

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).

64

0   5   10   15   20   25   30   35   40   45   50   55   60   65   70   75   80

Dots show comparison to   Colorado

HOUSING

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

$1,579
Avg Mortgage

$2,246
Avg Monthly Rent

Rent 33.5%

Housing Units

Own 66.5%

Typical Household Type: Single Family

Median Home Value: $627,058

ESRI INDEXES

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

77
Housing Affordability

143
Wealth Index

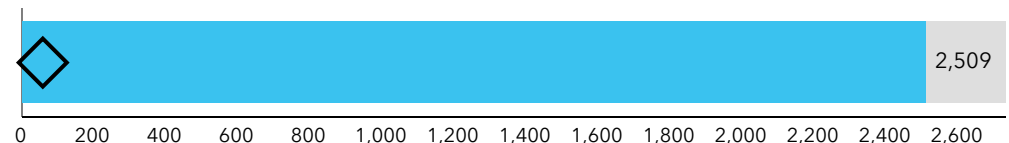0 10 20 30 40 50 60 70 80 90 100 110 120 130 140 150 160 170 180 190
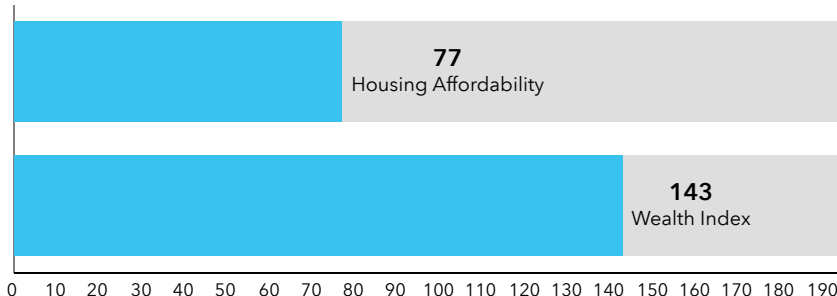
LANGUAGE

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	**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.

2,509

0 200 400 600 800 1,000 1,200 1,400 1,600 1,800 2,000 2,200 2,400 2,600

Dots show comparison to | Colorado