

2025 ○ —————



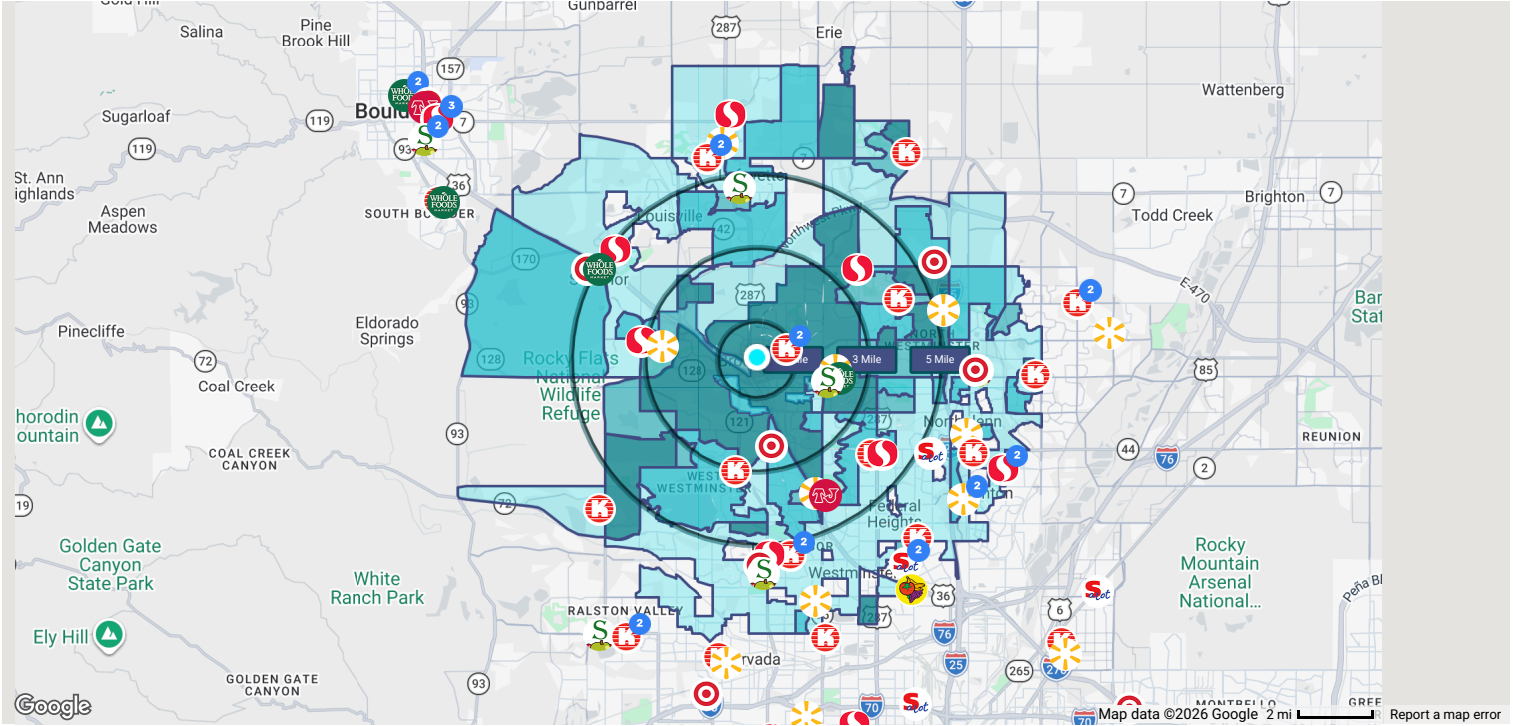
PRIMARY

300 Nickel Street

300 Nickel Street,
Broomfield, CO 80020 • 38,129 SF

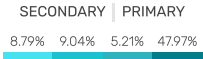
DemographicsTrade Area:Closest 70% of Visitors (combined)

300 Nickel Street



TRADE AREA KEY

300 Nickel Street



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300 Nickel Street					
TRADE AREA		1 MI		3 MI	
 GROUP Ultra Wealthy Families SEGMENT Sky High	13%	 GROUP Young Professionals SEGMENT College	23%	 GROUP Upper Suburban Diverse Families SEGMENT Bootstrappers	15%
 GROUP Upper Suburban Diverse Families SEGMENT Bootstrappers	11%	 GROUP Young Professionals SEGMENT Raising The Bar	18%	 GROUP Ultra Wealthy Families SEGMENT Sky High	14%
 GROUP Upper Suburban Diverse Families SEGMENT Good Life Citizens	9%	 GROUP Upper Suburban Diverse Families SEGMENT Good Life Citizens	15%	 GROUP Young Professionals SEGMENT College	13%
 GROUP Young Professionals SEGMENT College	8%	 GROUP Upper Suburban Diverse Families SEGMENT Bootstrappers	13%	 GROUP Young Professionals SEGMENT Raising The Bar	12%
 GROUP Wealthy Suburban Families SEGMENT Fusion Families	7%	 GROUP Young Urban Singles SEGMENT Rust Renters	8%	 GROUP Upper Suburban Diverse Families SEGMENT Good Life Citizens	8%

Details On The Top Trade Area Personas Are Located At The End Of The Document

DemographicsTrade Area:Closest 70% of Visitors (combined)
300 Nickel Street
300 Nickel Street Broomfield, CO 80020



Persona

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300 Nickel Street		
5 MI		
	GROUP Ultra Wealthy Families SEGMENT Sky High	14%
	GROUP Upper Suburban Diverse Families SEGMENT Bootstrappers	14%
	GROUP Young Professionals SEGMENT College	11%
	GROUP Upper Suburban Diverse Families SEGMENT Good Life Citizens	8%
	GROUP Wealthy Suburban Families SEGMENT Fusion Families	7%

Details On The Top Trade Area Personas Are Located At The End Of The Document



PROPERTIES	300 Nickel Street			
VARIABLES	TRADE AREA	1 MI	3 MI	5 MI
Summary				
Total Population	430.05K	9.61K	66K	200.35K
5-Year Population Growth Rate	4.4%	1.5%	4%	4.3%
Total Daytime Population	416.11K	13.08K	99.43K	232.77K
Average Household Income	\$148.8K	\$123.3K	\$146.6K	\$153.7K
Total Households	165.71K	4.28K	26.82K	80.36K
Average Home Value	\$634.7K	\$601.2K	\$618.4K	\$634.5K
Bachelor's Degree and Higher	47.4%	53.2%	55.8%	52.8%
Employed	95.8%	95%	95.7%	96.2%



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> Trade Area



Sky High

High income, highly educated, singles and young couples, living in the dense urban core of major cities. Their sky-high income is matched by sky-high real estate prices, so they frequently rent rather than purchase. Interested in fashion and progressive politics, you can find them reading The Intercept, NYT Style and Fashion, Vulture, and T Magazine. Rather than children, many have pets and they frequent the local dog park. Their top brands include Jonathan Adler, Everlane, and Gilt. They use hashtags such as #loveislove, #design, and #style.

Segment Demographic National Overview

*Index=100 is the National Average Across All Segments



170.26K

Median Income

Well Above Average



40

Median Age

Below Average



50%

Married %

Below Average



26%

Children %

Well Below Average



41%

Renting %

Below Average



0.3%

Population %

Well Below Average



National In-Store Visitation Trends



Retail

COMPANY	INDEX
Drybar	1260
Apple Retail Store	888
Bluemercury	886
Free People	786
Bloomingdale's	745
West Elm	732
RH	724
Athleta	664
Urban Outfitters	626
Warby Parker	579
Blick Art Materials	565



Restaurant

COMPANY	INDEX
sweetgreen	1964
Peet's Coffee and Tea	940
The Capital Grille	618
Fatburger	579
Morton's The Steakhouse	575
Shake Shack	572
Boston Market	544
Ruth's Chris Steak House	466
Giordano's	417
Paris Baguette USA	365
Velvet Taco	355



Grocery

COMPANY	INDEX
Wild Fork Foods	730
Key Food	597
Whole Foods Market	497
Trader Joe's	401
Ralphs	395
Jewel-Osco	373
C Town Supermarkets	361
National Co-op Grocers	339
BevMo	328
Vons	315
The Fresh Market	249



Fitness

COMPANY	INDEX
CorePower Yoga	868
The Bar Method	412
Fitness Together	311
Pure Barre	294
barre3	272
StretchLab	242
UFC Gym	230
Club Pilates	225
YogaSix	223
Jazzercise	221
F45 Training	213



Entertainment

COMPANY	INDEX
Color Me Mine US	191
Topgolf	190
Topgolf	190
Century Theatres	183
Toptracer	180
AMC Entertainment	138
Dave & Buster's	132
Bowlero	104
Sky Zone Indoor Trampoline Park	103
Color Me Mine	98
Regal Entertainment Group	89



Other

COMPANY	INDEX
Kimpton Hotels & Restaurants	1236
MOXY Hotels	1179
The Ritz-Carlton	1156
InterContinental Hotels Group	1145
Tapestry Collection by Hilton	749
Autograph Collection Hotels	740
Hyatt Regency	710
Westin Hotels & Resorts	653
Hilton Hotels & Resorts	652
Marriott Hotels & Resorts	651
Sheraton Hotels & Resorts	648



Bootstrappers

Upper-middle income families near cities, working management roles in service, blue-collar, and admin jobs. These people work hard. They have the highest income to education ratio of all segments (many do not have college degrees). A steady source of entertainment is TV: They watch TLC, Disney, Animal Planet, and Showtime. Their favorite TV shows include American Horror Story, Impractical Jokers, and Mythbusters. Even their favorite magazine is TV Guide. They drive Jeeps and Dodges. Although not fashion-focused, they enjoy casual restaurants like Papa Murphy's, Friendly's, and Miller's Ale House. They follow Snooki, Dane Cook, Linkin Park, and hashtag things like #workingprogress, #kids, #fakenews, and #labordayweekend.

Segment Demographic National Overview

*Index=100 is the National Average Across All Segments



70.26K
Median Income

Well Above Average



38
Median Age

Below Average



53%
Married %

Below Average



36%
Children %

Below Average



28%
Renting %

Well Below Average



2.11%
Population %

Well Below Average



National In-Store Visitation Trends



Retail

COMPANY	INDEX
Plaid Pantry	447
Fred Meyer	419
Rodda Paint	392
Mor Furniture for Less	371
Jacksons Food Stores	370
Les Schwab	330
Tire Factory	310
Brake Masters	295
Safeway Fuel	288
Brakes Plus	257
Superior Pool Products	251



Restaurant

COMPANY	INDEX
Black Rock Coffee Bar	480
Port of Subs	391
The Human Bean	373
Dutch Bros Coffee	347
Pizza Factory	317
Ziggi's Coffee	292
Swig	289
Kneaders Bakery & Cafe	280
Rosati's Pizza	275
TacoTime	271
Arctic Circle	258



Grocery

COMPANY	INDEX
Fry's Food & Drug Stores	462
WinCo Foods	342
CHEF'SSTORE	297
King Soopers	265
Grocery Outlet	253
Stop & Shop	226
Smith's Food & Drug Stores	221
Safeway	221
Albertsons	207
Jewel-Osco	190
Stater Bros. Markets	188



Fitness

COMPANY	INDEX
VASA Fitness	291
EOS Fitness	253
Retro Fitness	216
Chuze Fitness	193
RISE	177
RISE	177
Curves	170
Youfit Health Clubs	159
LA Fitness	149
Nutrishop	144
WW (Weight Watchers)	135



Entertainment

COMPANY	INDEX
AMF Bowling Centers	209
Bowlero	162
Altitude Trampoline Parks	147
Color Me Mine	132
Pinot's Palette	127
Century Theatres	125
Sky Zone Indoor Trampoline Park	124
Regal Entertainment Group	122
Urban Air Adventure Park	121
Get Air	120
Board & Brush	115



Other

COMPANY	INDEX
Umpqua Bank	340
Champions	314
Comfort Dental	261
WaFd Bank	248
Tutor Time	242
PostNet	221
Santander Bank	214
Webster Bank	211
Quick Quack Car Wash	209
VCA Animal Hospitals	186
Rockland Trust	186



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Trade Area



Good Life Citizens

Upper-income families living their best life just outside cities. These professionals have free time for leisure, enjoying dogs, craft beer, sports, and the outdoors. They read Psychology Today and Ad Age, and flip between the Golf Channel, and Seinfeld. Health-conscious consumers, you'll find them working out at Life Time Fitness, visiting Elements Massage, drinking local coffee, and eating at Panera Bread. They drive Volvo's and Subarus. They follow personalities like Dave Portnoy, and U2, and hashtag things like #nationalcoffeeday, #wellness, and #familyfun.

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94.03K
Median Income

Well Above Average



41
Median Age

Below Average



58%
Married %

Below Average



32%
Children %

Below Average



20%
Renting %

Well Below Average



1.81%
Population %

Well Below Average



National In-Store Visitation Trends



Retail

COMPANY	INDEX
Learning Express Toys	366
QuickChek	293
Alltown Markets	274
Scandinavian Designs Furniture	268
LUKOIL North America	266
Bolla Market	265
Sierra Trading Post	264
HomeSense US	248
Jos. A. Bank Clothiers	245
Plaid Pantry	239
Club Champion	238



Restaurant

COMPANY	INDEX
Philly Pretzel Factory	337
Manhattan Bagel	298
Bruegger's	296
Ninety Nine Restaurants	270
D'Angelo Sandwich Shops	262
Ziggi's Coffee	261
Rosati's Pizza	252
Bubbakoo's Burritos	251
Pancheros	235
Piada Italian Street Food	232
Noodles & Company	230



Grocery

COMPANY	INDEX
King Soopers	418
Shaw's	335
Stop & Shop	300
Fresh Thyme	287
Acme Markets	273
Jewel-Osco	254
ShopRite	248
Giant Food Stores	244
Swiss Farms Drive-Thru Market	226
The Fresh Market	224
Edible Arrangements	209



Fitness

COMPANY	INDEX
Fitness Together	374
Farrell's eXtreme Bodyshaping	323
Retro Fitness	299
Lifetime Fitness	283
The Exercise Coach	270
Genesis Health Clubs	269
SPENGA	265
barre3	248
Pure Barre	240
StretchLab	234
YogaSix	231



Entertainment

COMPANY	INDEX
Marcus Theatres	204
Board & Brush	190
Altitude Trampoline Parks	169
Bowlero	156
Color Me Mine US	153
Topgolf	150
Topgolf	150
Urban Air Adventure Park	148
Pinot's Palette	145
Painting with a Twist	139
AMF Bowling Centers	137



Other

COMPANY	INDEX
Goldfish Swim School	331
Lifespan	328
Santander Bank	327
Elements Therapeutic Massage	304
Martinizing Dry Cleaners	292
Woodhouse Spa	281
Huntington Learning Centers	279
Rockland Trust	277
Floyd's 99 Barbershop	276
Champions	273
L.A. Tan	253



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> Trade Area



College

Student renters making to little to no income at school. This segment loves college football, podcasts, and Rick and Morty. They regularly visit a number of student focused brands like Insomnia Cookies, Jimmy John's, and Pita Pit. Yoga is one of their favorite ways to exercise. These people follow the Gymshark and LuluLemon brands on social media as well as college focused accounts like @CollegeStudent and Total Frat Move. Many are gamers--- this segment heavily overindexes on video games like League of Legends. They hashtag #FinalFour, #Fortnite, #BackToSchool, and #BFFs.

Segment Demographic National Overview

*Index=100 is the National Average Across All Segments



20.63K

Median Income

Well Above Average



23

Median Age

Well Below Average



10%

Married %

Well Below Average



7%

Children %

Well Below Average



92%

Renting %

Average



0.72%

Population %

Well Below Average



National In-Store Visitation Trends



Retail

COMPANY	INDEX
Aveda	934
Urban Outfitters	688
Free People	439
Kangaroo Express	276
lululemon athletica	254
Plato's Closet	245
Blick Art Materials	245
Warby Parker	241
2nd & Charles	239
Rally House	234
LOFT	233



Restaurant

COMPANY	INDEX
Insomnia Cookies	1589
Guthrie's	698
Cook Out	576
Toppers Pizza	572
Velvet Taco	509
BIBIBOP Asian Grill	404
Taziki's	397
Fuzzy's Taco	384
Pita Pit	380
Kung Fu Tea	378
Slim Chickens	360



Grocery

COMPANY	INDEX
National Co-op Grocers	323
Fresh Thyme	179
Trader Joe's	166
Price Chopper Supermarkets	161
The Spice & Tea Exchange	155
Hy-Vee	155
Brewers Association	154
Brookshire Brothers	141
Natural Grocers	140
Harris Teeter	136
The Fresh Market	133



Fitness

COMPANY	INDEX
Crunch	234
Powerhouse Gym	193
HOTWORX	180
CorePower Yoga	175
Pure Barre	171
Orangetheory Fitness	167
CycleBar	162
VASA Fitness	150
Genesis Health Clubs	141
Youfit Health Clubs	140
Gold's Gym	140



Entertainment

COMPANY	INDEX
Marcus Theatres	174
Topgolf	151
Topgolf	151
Regal Entertainment Group	145
Cinemark Theatres	142
AMC Entertainment	136
Dave & Buster's	124
Toptracer	124
Bowlero	118
Main Event Entertainment	113
Main Event Entertainment	113



Other

COMPANY	INDEX
MOXY Hotels	656
Tapestry Collection by Hilton	424
Merrill Lynch	410
Hotel Indigo	406
Tribute Portfolio	337
Floyd's 99 Barbershop	304
Hyatt Place	297
AC Hotels by Marriott	274
Sun Tan City	256
Lifespan	237
Massage Green	231



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> Trade Area



Fusion Families

Family-centered, suburban high-income households who still visit the mall. A diverse Asian, Hispanic, Black, and Caucasian blend, the thing that brings them together is children. This is the top segment for visiting the mall. They take their children to pre-schools like Kids 'R' Kids, visit Charming Charlie, Motherhood Maternity, and Buy Buy Baby, drop their clothes off at Tide Cleaners and eat noodles at Bonchon. They stay fit and grocery shop at Costco. They follow brands like Sur La Table and BMW, and hashtag #selfcare, #cincodemayo, #healthyfood, and #mothersday.

Segment Demographic National Overview

*Index=100 is the National Average Across All Segments



110.24K

Median Income

Well Above Average



36

Median Age

Below Average



68%

Married %

Slightly Below Average



49%

Children %

Below Average



19%

Renting %

Well Below Average



2.23%

Population %

Well Below Average



National In-Store Visitation Trends



Retail

COMPANY	INDEX
America's Tire	394
Tilly's	382
Hallmark Cards	258
Express	257
Dunn Edwards	250
SpeedDee Oil Change & Auto Service	223
Music & Arts	219
Toyota	214
Zumiez	213
Claire's Stores	212
Tempur-Pedic	206



Restaurant

COMPANY	INDEX
Vitality Bowls	385
85 Degrees C Bakery Cafe	379
Kolache Factory	378
Togo's Eateries	362
Mountain Mike's Pizza	359
Ono Hawaiian BBQ	351
Lazy Dog Cafe	343
Vocelli Pizza	339
The Flame Broiler	333
L&L Hawaiian Barbecue	318
WaBa Grill	312



Grocery

COMPANY	INDEX
Stater Bros. Markets	462
Giant Food	443
Vons	346
BevMo	338
99 Ranch Market	314
Ralphs	290
Patel Brothers	288
H Mart	280
Amazon Fresh	274
Virginia Alcoholic Beverage Control Authority	248
Albertsons	237



Fitness

COMPANY	INDEX
Fitness 19	401
Nutrishop	372
24 Hour Fitness	294
EOS Fitness	284
UFC Gym	282
Onelife Fitness	280
Chuze Fitness	250
LA Fitness	238
Lifetime Fitness	208
YogaSix	206
Club Pilates	184



Entertainment

COMPANY	INDEX
Color Me Mine	244
Bowlero	209
Color Me Mine US	200
Century Theatres	185
Cinemark Theatres	155
Sky Zone Indoor Trampoline Park	152
Pinot's Palette	141
Regal Entertainment Group	139
Main Event Entertainment	139
Main Event Entertainment	139
Dave & Buster's	137



Other

COMPANY	INDEX
Pacific Dental Services (PDS)	488
Bright Now Dental	458
Kids 'R' Kids	439
Eye Level	396
Xplor	295
Quick Quack Car Wash	274
The Learning Experience	272
Kumon Institute of Education	267
CORT	266
Primrose Schools	260
The Children's Courtyard	259



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COMPANY	INDEX
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Fresh Thyme	179
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Price Chopper Supermarkets	161
The Spice & Tea Exchange	155
Hy-Vee	155
Brewers Association	154
Brookshire Brothers	141
Natural Grocers	140
Harris Teeter	136
The Fresh Market	133



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Orangetheory Fitness	167
CycleBar	162
VASA Fitness	150
Genesis Health Clubs	141
Youfit Health Clubs	140
Gold's Gym	140



Entertainment

COMPANY	INDEX
Marcus Theatres	174
Topgolf	151
Topgolf	151
Regal Entertainment Group	145
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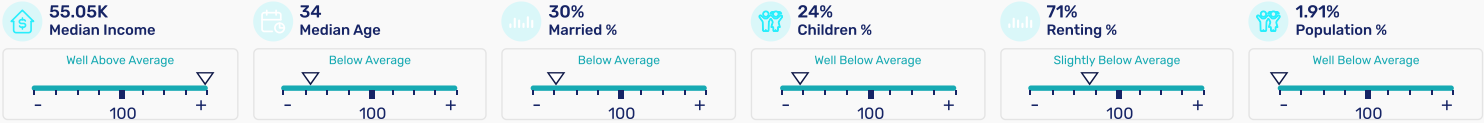


Raising The Bar

Primarily young, well-educated renters raising the waterline in diverse, mixed-income areas. This segment enjoys podcasts like My Favorite Murder and has an interest in African American media outlets. They visit independent beauty stores for cosmetics and LGBTQ Bars for fun. Many get their workouts at their local LA Fitness. They design and buy unique products from independent artists on RedBubble.com. Top influencers include prominent African Americans like Keisha Bottoms and Jill Scott and activist accounts like the Human Rights Campaign. They are frequent social media users and common social hashtags include #adulding, #BlackLivesMatter, #TikTok, and #WakandaForever.

Segment Demographic National Overview

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National In-Store Visitation Trends

Retail

COMPANY	INDEX
Aveda	237
Relax The Back	217
K & G Fashion Superstore	217
Rooms To Go	204
DTLR	201
DTLR	201
Plaid Pantry	194
Fred Meyer	192
Superior Distribution	190
CarMax	179
Chevrolet	177

Restaurant

COMPANY	INDEX
Bahama Breeze	253
Crafty Crab	238
Maggiano's Little Italy	231
TGI Fridays	220
City Barbeque and Catering	213
La Madeleine	211
Kolache Factory	210
BurgerFi	205
Capriotti's Sandwich Shop	205
CAVA	200
Kung Fu Tea	194

Grocery

COMPANY	INDEX
Patel Brothers	248
Giant Food	232
Harris Teeter	228
Smith's Food & Drug Stores	191
Total Wine & More	189
Lidl US	179
Virginia Alcoholic Beverage Control Authority	179
Amazon Fresh	164
H Mart	158
CHEF'STORE	157
Whole Foods Market	153

Fitness

COMPANY	INDEX
EOS Fitness	239
TITLE Boxing Club	200
LA Fitness	167
Onelife Fitness	165
Lifetime Fitness	149
Gold's Gym	145
RiSE	145
RiSE	145
The Vitamin Shoppe	143
Fitness Together	138
Burn Boot Camp	138

Entertainment

COMPANY	INDEX
Topgolf	194
Topgolf	194
Main Event Entertainment	183
Main Event Entertainment	183
Century Theatres	177
Bowlero	158
Dave & Buster's	156
Painting with a Twist	146
Regal Entertainment Group	141
Color Me Mine	139
AMF Bowling Centers	138

Other

COMPANY	INDEX
Sir Speedy	324
Extended Stay America	304
Element by Westin	252
Allstate Insurance	241
PetSuites	236
Atrium Health	230
Renaissance Hotels	225
Suburban Extended Stay	224
Eye Level	223
Aloft Hotels	215
Homewood Suites by Hilton	215



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National In-Store Visitation Trends



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Club Champion	238



Restaurant

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Manhattan Bagel	298
Bruegger's	296
Ninety Nine Restaurants	270
D'Angelo Sandwich Shops	262
Ziggi's Coffee	261
Rosati's Pizza	252
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Genesis Health Clubs	269
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Pure Barre	240
StretchLab	234
YogaSix	231



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Topgolf	150
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Pinot's Palette	145
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AMF Bowling Centers	137



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L.A. Tan	253



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> Radius: 1 mile



Bootstrappers

Upper-middle income families near cities, working management roles in service, blue-collar, and admin jobs. These people work hard. They have the highest income to education ratio of all segments (many do not have college degrees). A steady source of entertainment is TV: They watch TLC, Disney, Animal Planet, and Showtime. Their favorite TV shows include American Horror Story, Impractical Jokers, and Mythbusters. Even their favorite magazine is TV Guide. They drive Jeeps and Dodges. Although not fashion-focused, they enjoy casual restaurants like Papa Murphy's, Friendly's, and Miller's Ale House. They follow Snooki, Dane Cook, Linkin Park, and hashtag things like #workingprogress, #kids, #fakenews, and #labordayweekend.

Segment Demographic National Overview

*Index=100 is the National Average Across All Segments



70.26K
Median Income

Well Above Average



38
Median Age

Below Average



53%
Married %

Below Average



36%
Children %

Below Average



28%
Renting %

Well Below Average



2.11%
Population %

Well Below Average



National In-Store Visitation Trends



Retail

COMPANY	INDEX
Plaid Pantry	447
Fred Meyer	419
Rodda Paint	392
Mor Furniture for Less	371
Jacksons Food Stores	370
Les Schwab	330
Tire Factory	310
Brake Masters	295
Safeway Fuel	288
Brakes Plus	257
Superior Pool Products	251



Restaurant

COMPANY	INDEX
Black Rock Coffee Bar	480
Port of Subs	391
The Human Bean	373
Dutch Bros Coffee	347
Pizza Factory	317
Ziggi's Coffee	292
Swig	289
Kneaders Bakery & Cafe	280
Rosati's Pizza	275
TacoTime	271
Arctic Circle	258



Grocery

COMPANY	INDEX
Fry's Food & Drug Stores	462
WinCo Foods	342
CHEF'STORE	297
King Soopers	265
Grocery Outlet	253
Stop & Shop	226
Smith's Food & Drug Stores	221
Safeway	221
Albertsons	207
Jewel-Osco	190
Stater Bros. Markets	188



Fitness

COMPANY	INDEX
VASA Fitness	291
EOS Fitness	253
Retro Fitness	216
Chuze Fitness	193
RISE	177
RISE	177
Curves	170
Youfit Health Clubs	159
LA Fitness	149
Nutrishop	144
WW (Weight Watchers)	135



Entertainment

COMPANY	INDEX
AMF Bowling Centers	209
Bowlero	162
Altitude Trampoline Parks	147
Color Me Mine	132
Pinot's Palette	127
Century Theatres	125
Sky Zone Indoor Trampoline Park	124
Regal Entertainment Group	122
Urban Air Adventure Park	121
Get Air	120
Board & Brush	115



Other

COMPANY	INDEX
Umpqua Bank	340
Champions	314
Comfort Dental	261
WaFd Bank	248
Tutor Time	242
PostNet	221
Santander Bank	214
Webster Bank	211
Quick Quack Car Wash	209
VCA Animal Hospitals	186
Rockland Trust	186



Rust Renters

Young, white, and lower-income renters scattered across 2nd and 3rd tier cities. Big fans of college football, they also watch other popular American TV like Parks and Rec and The Big Bang Theory. They follow outdoor brands like The North Face and Black Diamond. These people are consignment connoisseurs, shopping at Plato's Closet, Uptown Cheapskate, and ClothesMentor. They follow Bob Goff and Elijah Wood on social and use terms like #TheForceAwakens, and #SharkWeek.

Segment Demographic National Overview

*Index=100 is the National Average Across All Segments



43.40K
Median Income

Well Above Average



32
Median Age

Below Average



28%
Married %

Well Below Average



23%
Children %

Well Below Average



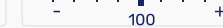
67%
Renting %

Slightly Below Average



1.6%
Population %

Well Below Average



National In-Store Visitation Trends



Retail

COMPANY	INDEX
Toot'n Totum	341
Kwik Shop	294
Kum & Go	289
Peerless Tires 4 Less	277
Rodda Paint	267
Furniture Row	257
Hy-Vee Fast & Fresh	248
Hy-Vee Fast & Fresh	248
Spectrum Paint	240
Plaid Pantry	238
Feeders Supply	236



Restaurant

COMPANY	INDEX
Toppers Pizza	316
Goodcents Deli Fresh Subs	312
HuHot Mongolian Grill	303
7 Brew Coffee	273
Swig	271
Old Chicago Pizza and Taproom	270
Pita Pit	252
Insomnia Cookies	243
RibCrib	242
Caribou Coffee	241
Costa Vida	231



Grocery

COMPANY	INDEX
Hy-Vee	243
Natural Grocers	235
Family Fare	208
King Soopers	204
National Co-op Grocers	197
WinCo Foods	194
The Spice & Tea Exchange	187
Fresh Thyme	186
CHEF'STORE	157
Schnucks	152
Pepper Palace	151



Fitness

COMPANY	INDEX
Genesis Health Clubs	288
VASA Fitness	211
Farrell's eXtreme Bodyshaping	172
HOTWORX	144
9Round	138
Gold's Gym	123
Crunch	123
Burn Boot Camp	122
Planet Fitness	121
WW (Weight Watchers)	117
Snap Fitness	114



Entertainment

COMPANY	INDEX
Marcus Theatres	248
Board & Brush	141
Get Air	135
Pinot's Palette	132
Urban Air Adventure Park	126
Altitude Trampoline Parks	125
Painting with a Twist	120
Main Event Entertainment	115
Chuck E. Cheese's	115
Main Event Entertainment	115
AMF Bowling Centers	112



Other

COMPANY	INDEX
AmericInn	256
Arvest Bank	242
BioLife Plasma Services	241
Sun Tan City	232
First National Bank	232
First National Bank of Omaha (FNB0)	230
Wingate by Wyndham	228
Aspirus	219
Universal Health Services (UHS)	217
Aurora Healthcare	216
MainStay Suites	207



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300 Nickel Street
300 Nickel Street Broomfield, CO 80020 • 38,129 SF

> Radius: 3 miles



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70.26K
Median Income

Well Above Average



38
Median Age

Below Average



53%
Married %

Below Average



36%
Children %

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Population %

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RISE	177
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Entertainment

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Webster Bank	211
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Rockland Trust	186



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Sky High

High income, highly educated, singles and young couples, living in the dense urban core of major cities. Their sky-high income is matched by sky-high real estate prices, so they frequently rent rather than purchase. Interested in fashion and progressive politics, you can find them reading The Intercept, NYT Style and Fashion, Vulture, and T Magazine. Rather than children, many have pets and they frequent the local dog park. Their top brands include Jonathan Adler, Everlane, and Gilt. They use hashtags such as #loveislove, #design, and #style.

Segment Demographic National Overview

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170.26K

Median Income

Well Above Average



40

Median Age

Below Average



50%

Married %

Below Average



26%

Children %

Well Below Average



41%

Renting %

Below Average



0.3%

Population %

Well Below Average



National In-Store Visitation Trends



Retail

COMPANY	INDEX
Drybar	1260
Apple Retail Store	888
Bluemercury	886
Free People	786
Bloomingdale's	745
West Elm	732
RH	724
Athleta	664
Urban Outfitters	626
Warby Parker	579
Blick Art Materials	565



Restaurant

COMPANY	INDEX
sweetgreen	1964
Peet's Coffee and Tea	940
The Capital Grille	618
Fatburger	579
Morton's The Steakhouse	575
Shake Shack	572
Boston Market	544
Ruth's Chris Steak House	466
Giordano's	417
Paris Baguette USA	365
Velvet Taco	355



Grocery

COMPANY	INDEX
Wild Fork Foods	730
Key Food	597
Whole Foods Market	497
Trader Joe's	401
Ralphs	395
Jewel-Osco	373
C Town Supermarkets	361
National Co-op Grocers	339
BevMo	328
Vons	315
The Fresh Market	249



Fitness

COMPANY	INDEX
CorePower Yoga	868
The Bar Method	412
Fitness Together	311
Pure Barre	294
barre3	272
StretchLab	242
UFC Gym	230
Club Pilates	225
YogaSix	223
Jazzercise	221
F45 Training	213



Entertainment

COMPANY	INDEX
Color Me Mine US	191
Topgolf	190
Topgolf	190
Century Theatres	183
Toptracer	180
AMC Entertainment	138
Dave & Buster's	132
Bowlero	104
Sky Zone Indoor Trampoline Park	103
Color Me Mine	98
Regal Entertainment Group	89



Other

COMPANY	INDEX
Kimpton Hotels & Restaurants	1236
MOXY Hotels	1179
The Ritz-Carlton	1156
InterContinental Hotels Group	1145
Tapestry Collection by Hilton	749
Autograph Collection Hotels	740
Hyatt Regency	710
Westin Hotels & Resorts	653
Hilton Hotels & Resorts	652
Marriott Hotels & Resorts	651
Sheraton Hotels & Resorts	648



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>

Radius: 3 miles



College

Student renters making to little to no income at school. This segment loves college football, podcasts, and Rick and Morty. They regularly visit a number of student focused brands like Insomnia Cookies, Jimmy John's, and Pita Pit. Yoga is one of their favorite ways to exercise. These people follow the Gymshark and LuluLemon brands on social media as well as college focused accounts like @CollegeStudent and Total Frat Move. Many are gamers--- this segment heavily overindexes on video games like League of Legends. They hashtag #FinalFour, #Fortnite, #BackToSchool, and #BFFs.

Segment Demographic National Overview

*Index=100 is the National Average Across All Segments



20.63K
Median Income

Well Above Average



23
Median Age

Well Below Average



10%
Married %

Well Below Average



7%
Children %

Well Below Average



92%
Renting %

Average



0.72%
Population %

Well Below Average



National In-Store Visitation Trends



Retail

COMPANY	INDEX
Aveda	934
Urban Outfitters	688
Free People	439
Kangaroo Express	276
lululemon athletica	254
Plato's Closet	245
Blick Art Materials	245
Warby Parker	241
2nd & Charles	239
Rally House	234
LOFT	233



Restaurant

COMPANY	INDEX
Insomnia Cookies	1589
Guthrie's	698
Cook Out	576
Toppers Pizza	572
Velvet Taco	509
BIBIBOP Asian Grill	404
Taziki's	397
Fuzzy's Taco	384
Pita Pit	380
Kung Fu Tea	378
Slim Chickens	360



Grocery

COMPANY	INDEX
National Co-op Grocers	323
Fresh Thyme	179
Trader Joe's	166
Price Chopper Supermarkets	161
The Spice & Tea Exchange	155
Hy-Vee	155
Brewers Association	154
Brookshire Brothers	141
Natural Grocers	140
Harris Teeter	136
The Fresh Market	133



Fitness

COMPANY	INDEX
Crunch	234
Powerhouse Gym	193
HOTWORX	180
CorePower Yoga	175
Pure Barre	171
Orangetheory Fitness	167
CycleBar	162
VASA Fitness	150
Genesis Health Clubs	141
Youfit Health Clubs	140
Gold's Gym	140



Entertainment

COMPANY	INDEX
Marcus Theatres	174
Topgolf	151
Topgolf	151
Regal Entertainment Group	145
Cinemark Theatres	142
AMC Entertainment	136
Dave & Buster's	124
Toptracer	124
Bowlero	118
Main Event Entertainment	113
Main Event Entertainment	113



Other

COMPANY	INDEX
MOXY Hotels	656
Tapestry Collection by Hilton	424
Merrill Lynch	410
Hotel Indigo	406
Tribute Portfolio	337
Floyd's 99 Barbershop	304
Hyatt Place	297
AC Hotels by Marriott	274
Sun Tan City	256
Lifespan	237
Massage Green	231



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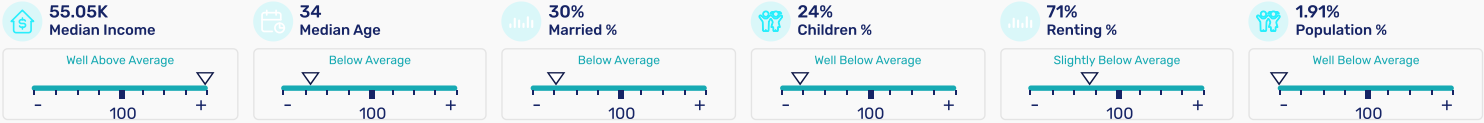


Raising The Bar

Primarily young, well-educated renters raising the waterline in diverse, mixed-income areas. This segment enjoys podcasts like My Favorite Murder and has an interest in African American media outlets. They visit independent beauty stores for cosmetics and LGBTQ Bars for fun. Many get their workouts at their local LA Fitness. They design and buy unique products from independent artists on RedBubble.com. Top influencers include prominent African Americans like Keisha Bottoms and Jill Scott and activist accounts like the Human Rights Campaign. They are frequent social media users and common social hashtags include #adulthood, #BlackLivesMatter, #TikTok, and #WakandaForever.

Segment Demographic National Overview

*Index=100 is the National Average Across All Segments





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> Radius: 3 miles



Good Life Citizens

Upper-income families living their best life just outside cities. These professionals have free time for leisure, enjoying dogs, craft beer, sports, and the outdoors. They read Psychology Today and Ad Age, and flip between the Golf Channel, and Seinfeld. Health-conscious consumers, you'll find them working out at Life Time Fitness, visiting Elements Massage, drinking local coffee, and eating at Panera Bread. They drive Volvo's and Subarus. They follow personalities like Dave Portnoy, and U2, and hashtag things like #nationalcoffeeday, #wellness, and #familyfun.

Segment Demographic National Overview

*Index=100 is the National Average Across All Segments



94.03K

Median Income

Well Above Average



41

Median Age

Below Average



58%

Married %

Below Average



32%

Children %

Below Average



20%

Renting %

Well Below Average



1.81%

Population %

Well Below Average



National In-Store Visitation Trends



Retail

COMPANY	INDEX
Learning Express Toys	366
QuickChek	293
Alltown Markets	274
Scandinavian Designs Furniture	268
LUKOIL North America	266
Bolla Market	265
Sierra Trading Post	264
HomeSense US	248
Jos. A. Bank Clothiers	245
Plaid Pantry	239
Club Champion	238



Restaurant

COMPANY	INDEX
Philly Pretzel Factory	337
Manhattan Bagel	298
Bruegger's	296
Ninety Nine Restaurants	270
D'Angelo Sandwich Shops	262
Ziggi's Coffee	261
Rosati's Pizza	252
Bubbakoo's Burritos	251
Pancheros	235
Piada Italian Street Food	232
Noodles & Company	230



Grocery

COMPANY	INDEX
King Soopers	418
Shaw's	335
Stop & Shop	300
Fresh Thyme	287
Acme Markets	273
Jewel-Osco	254
ShopRite	248
Giant Food Stores	244
Swiss Farms Drive-Thru Market	226
The Fresh Market	224
Edible Arrangements	209



Fitness

COMPANY	INDEX
Fitness Together	374
Farrell's eXtreme Bodyshaping	323
Retro Fitness	299
Lifetime Fitness	283
The Exercise Coach	270
Genesis Health Clubs	269
SPENGA	265
barre3	248
Pure Barre	240
StretchLab	234
YogaSix	231



Entertainment

COMPANY	INDEX
Marcus Theatres	204
Board & Brush	190
Altitude Trampoline Parks	169
Bowlero	156
Color Me Mine US	153
Topgolf	150
Topgolf	150
Urban Air Adventure Park	148
Pinot's Palette	145
Painting with a Twist	139
AMF Bowling Centers	137



Other

COMPANY	INDEX
Goldfish Swim School	331
Lifespan	328
Santander Bank	327
Elements Therapeutic Massage	304
Martinizing Dry Cleaners	292
Woodhouse Spa	281
Huntington Learning Centers	279
Rockland Trust	277
Floyd's 99 Barbershop	276
Champions	273
L.A. Tan	253



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170.26K

Median Income

Well Above Average



40

Median Age

Below Average



50%

Married %

Below Average



26%

Children %

Well Below Average



41%

Renting %

Below Average



0.3%

Population %

Well Below Average



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70.26K

Median Income

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38

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53%

Married %

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36%

Children %

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28%

Renting %

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2.11%

Population %

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20.63K

Median Income

Well Above Average



23

Median Age

Well Below Average



10%

Married %

Well Below Average



7%

Children %

Well Below Average



92%

Renting %

Average



0.72%

Population %

Well Below Average



National In-Store Visitation Trends



Retail

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Hy-Vee	155
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Brookshire Brothers	141
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Harris Teeter	136
The Fresh Market	133



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Pure Barre	171
Orangetheory Fitness	167
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Gold's Gym	140



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Topgolf	151
Regal Entertainment Group	145
Cinemark Theatres	142
AMC Entertainment	136
Dave & Buster's	124
Toptracer	124
Bowlero	118
Main Event Entertainment	113
Main Event Entertainment	113



Other

COMPANY	INDEX
MOXY Hotels	656
Tapestry Collection by Hilton	424
Merrill Lynch	410
Hotel Indigo	406
Tribute Portfolio	337
Floyd's 99 Barbershop	304
Hyatt Place	297
AC Hotels by Marriott	274
Sun Tan City	256
Lifespan	237
Massage Green	231



Good Life Citizens

Upper-income families living their best life just outside cities. These professionals have free time for leisure, enjoying dogs, craft beer, sports, and the outdoors. They read Psychology Today and Ad Age, and flip between the Golf Channel, and Seinfeld. Health-conscious consumers, you'll find them working out at Life Time Fitness, visiting Elements Massage, drinking local coffee, and eating at Panera Bread. They drive Volvo's and Subarus. They follow personalities like Dave Portnoy, and U2, and hashtag things like #nationalcoffeeday, #wellness, and #familyfun.

Segment Demographic National Overview

*Index=100 is the National Average Across All Segments



94.03K
Median Income

Well Above Average



41
Median Age

Below Average



58%
Married %

Below Average



32%
Children %

Below Average



20%
Renting %

Well Below Average



1.81%
Population %

Well Below Average



National In-Store Visitation Trends



Retail

COMPANY	INDEX
Learning Express Toys	366
QuickChek	293
Alltown Markets	274
Scandinavian Designs Furniture	268
LUKOIL North America	266
Bolla Market	265
Sierra Trading Post	264
HomeSense US	248
Jos. A. Bank Clothiers	245
Plaid Pantry	239
Club Champion	238



Restaurant

COMPANY	INDEX
Philly Pretzel Factory	337
Manhattan Bagel	298
Bruegger's	296
Ninety Nine Restaurants	270
D'Angelo Sandwich Shops	262
Ziggi's Coffee	261
Rosati's Pizza	252
Bubbakoo's Burritos	251
Pancheros	235
Piada Italian Street Food	232
Noodles & Company	230



Grocery

COMPANY	INDEX
King Soopers	418
Shaw's	335
Stop & Shop	300
Fresh Thyme	287
Acme Markets	273
Jewel-Osco	254
ShopRite	248
Giant Food Stores	244
Swiss Farms Drive-Thru Market	226
The Fresh Market	224
Edible Arrangements	209



Fitness

COMPANY	INDEX
Fitness Together	374
Farrell's eXtreme Bodyshaping	323
Retro Fitness	299
Lifetime Fitness	283
The Exercise Coach	270
Genesis Health Clubs	269
SPENGA	265
barre3	248
Pure Barre	240
StretchLab	234
YogaSix	231



Entertainment

COMPANY	INDEX
Marcus Theatres	204
Board & Brush	190
Altitude Trampoline Parks	169
Bowlero	156
Color Me Mine US	153
Topgolf	150
Topgolf	150
Urban Air Adventure Park	148
Pinot's Palette	145
Painting with a Twist	139
AMF Bowling Centers	137



Other

COMPANY	INDEX
Goldfish Swim School	331
Lifespan	328
Santander Bank	327
Elements Therapeutic Massage	304
Martinizing Dry Cleaners	292
Woodhouse Spa	281
Huntington Learning Centers	279
Rockland Trust	277
Floyd's 99 Barbershop	276
Champions	273
L.A. Tan	253



westwood

300 Nickel Street

300 Nickel Street Broomfield, CO 80020 • 38,129 SF

> Radius: 5 miles



Fusion Families

Family-centered, suburban high-income households who still visit the mall. A diverse Asian, Hispanic, Black, and Caucasian blend, the thing that brings them together is children. This is the top segment for visiting the mall. They take their children to pre-schools like Kids 'R' Kids, visit Charming Charlie, Motherhood Maternity, and Buy Buy Baby, drop their clothes off at Tide Cleaners and eat noodles at Bonchon. They stay fit and grocery shop at Costco. They follow brands like Sur La Table and BMW, and hashtag #selfcare, #cincodemayo, #healthyfood, and #mothersday.

Segment Demographic National Overview

*Index=100 is the National Average Across All Segments



110.24K

Median Income

Well Above Average



36

Median Age

Below Average



68%

Married %

Slightly Below Average



49%

Children %

Below Average



19%

Renting %

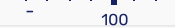
Well Below Average



2.23%

Population %

Well Below Average



National In-Store Visitation Trends



Retail

COMPANY	INDEX
America's Tire	394
Tilly's	382
Hallmark Cards	258
Express	257
Dunn Edwards	250
SpeedDee Oil Change & Auto Service	223
Music & Arts	219
Toyota	214
Zumiez	213
Claire's Stores	212
Tempur-Pedic	206



Restaurant

COMPANY	INDEX
Vitality Bowls	385
85 Degrees C Bakery Cafe	379
Kolache Factory	378
Togo's Eateries	362
Mountain Mike's Pizza	359
Ono Hawaiian BBQ	351
Lazy Dog Cafe	343
Vocelli Pizza	339
The Flame Broiler	333
L&L Hawaiian Barbecue	318
WaBa Grill	312



Grocery

COMPANY	INDEX
Stater Bros. Markets	462
Giant Food	443
Vons	346
BevMo	338
99 Ranch Market	314
Ralphs	290
Patel Brothers	288
H Mart	280
Amazon Fresh	274
Virginia Alcoholic Beverage Control Authority	248
Albertsons	237



Fitness

COMPANY	INDEX
Fitness 19	401
Nutrishop	372
24 Hour Fitness	294
EOS Fitness	284
UFC Gym	282
Onelife Fitness	280
Chuze Fitness	250
LA Fitness	238
Lifetime Fitness	208
YogaSix	206
Club Pilates	184



Entertainment

COMPANY	INDEX
Color Me Mine	244
Bowlero	209
Color Me Mine US	200
Century Theatres	185
Cinemark Theatres	155
Sky Zone Indoor Trampoline Park	152
Pinot's Palette	141
Regal Entertainment Group	139
Main Event Entertainment	139
Main Event Entertainment	139
Dave & Buster's	137



Other

COMPANY	INDEX
Pacific Dental Services (PDS)	488
Bright Now Dental	458
Kids 'R' Kids	439
Eye Level	396
Xplor	295
Quick Quack Car Wash	274
The Learning Experience	272
Kumon Institute of Education	267
CORT	266
Primrose Schools	260
The Children's Courtyard	259