



Town of
SuperiorSM

2026 COMMUNITY PROFILE



Access

Near Denver & Boulder



Prosperity

High Income Households



Opportunity

Prime Business Locations



DEMOGRAPHICS

The Town of Superior draws from a compact, affluent, and fast-growing trade area. Within a short drive, retailers reach a customer base with above-average income, high educational attainment, and spending power that consistently outpaces the national average across nearly every category.

	5-Minute	10-Minute	15-Minute
2026 Population	4,565	44,807	199,592
2031 Projected Population	4,974	47,489	206,970
2026 Households	1,751	19,540	81,352
2026 Daytime Population	5,393	53,787	247,548
Median Age	40.8	37.3	34.5
Population 25+ Bachelor's Degree	41%	39%	37%

PSYCHOGRAPHIC PROFILE

Urban Chic (H4) — affluent, educated families. This segment over-indexes on dining out, travel, personal care, and premium goods — a strong match for full-service restaurants, specialty retail, and lifestyle brands.

PURCHASING POWER

Superior is in the top 20 Colorado cities with the highest median household incomes.



	5-Minute	10-Minute	15-Minute
Median Household Income	\$148,040	\$123,268	\$108,047
Average Household Income	\$180,215	\$166,880	\$151,845
Wealth Index (100 = US avg.)	145	133	121

LOCATION

Superior is strategically situated minutes from Boulder and within easy reach of Denver. Its location, highly educated workforce, attractive neighborhoods, and extensive trail and open-space network make Superior an ideal place to raise your family & build your business.



SUPERIOR RANKS

- #1** in “Best Place to Move/Open a Business” by ColoradoBiz, 2021
- #2** in “Best Places to Raise a Family in Boulder County” by Niche, 2026
- #3** in “Most Diverse Places to Live in Boulder County” by Niche, 2026
- #4** in “Best Suburbs for Young Professionals in Boulder County” by Niche, 2026
- #5** in “Best Places to Live in Colorado” by HomeSnacks, 2026

OUTDOOR AMENITIES

Enjoy 845 acres of parks and open spaces, 36 miles of trails, 23 parks, and 13 playgrounds.

COMMUNITY EVENTS

Seasonal events bring the community together year-round.

**WHY
CHOOSE
SUPERIOR?**



U.S. 36 Frontage
84,000 AADT
(2024)

Boulder
15 minutes
to downtown

Denver
30 minutes
to downtown

OPPORTUNITY

Superior offers a diverse mix of commercial environments designed to support businesses at every stage of growth. Whether you're opening a destination restaurant, expanding a retail brand, launching a professional office, or building an innovation-focused company, you'll find locations best suited to your customers, employees, and long-term vision.

RETAIL & RESTAURANTS



Walkable Mixed-Use District

Boutique retail, chef-driven dining, cafés, and experiential businesses thrive in vibrant, pedestrian-oriented environments with a growing residential customer base.



Established Retail Centers

Position your business where regional shoppers already gather, with excellent access, strong daily traffic, and opportunities for national, regional, and local retailers.

OFFICE & INNOVATION



Professional Office Spaces

Office environments ideal for professional services, medical offices, creative firms, and growing companies seeking a quality space to do business with adjacent amenities.



Innovation & R&D Campus

Businesses in biotech, engineering, aerospace, software, and advanced manufacturing benefit from flexible development opportunities within a collaborative innovation ecosystem.



Receive personalized concierge support for exploration of business opportunities and broker introductions from the Town of Superior.

Let's find the Superior location for your business.

Ellen Robertson | Economic Development Manager

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