

# Audience Profile

# 2012

Circulation Region: Colorado

Circulation: 340,000 ♦ Audience: 714,000

## EnCompass

- ♦ With EnCompass, reach 1 in 4 Colorado households.
- ♦ When compared to the average Colorado adult, EnCompass readers spend more, travel more often, and live more active lives.
- ♦ More than half of EnCompass readers have a bachelor's degree or more. In fact, readers are 53 percent more likely to have a post-graduate degree than the average Colorado adult.



		Colorado			
		Audience	Composition	Coverage	Index
Men		331,000	46%	15%	90
Women		383,000	54%	18%	111
Married		470,000	66%	18%	113
Household Income					
\$60,000+		534,000	75%	20%	125
\$75,000+		406,000	57%	20%	125
\$100,000+		251,000	35%	19%	118
\$150,000+		100,000	14%	22%	134
\$200,000+		59,000	8%	25%	158
Average HHI		\$96,100			
Median HHI		\$82,900			
Age					
18-34		114,000	16%	10%	59
35-54		299,000	42%	16%	101
55-64		180,000	25%	23%	142
65+		121,000	17%	20%	122
Median Age		52.6 years			
Education					
Attended college		557,000	78%	18%	114
Bachelor's degree+		390,000	55%	25%	153
Home					
Own Home		621,000	87%	20%	122
Median Home Value		\$239,762			
Mean Home Value		\$280,433			

Source: 2011 Doublebase, prototype; GfK MRI

