



## Audience

### Affluent and Well-Educated

- 49** Median Age
- \$146,705** Average Household Income
- 59%** Partners, Owners or Executives
- 92%** College Educated
- 48%** Live in the Top 25 Wealthiest Zip Codes in Metro Denver
- 88%** Male
- 12%** Female

### Travel Savvy

- 59%** Will Take 2-3 Golf Vacations Within Colorado
- 54%** Will take 2-3 Golf Vacations Outside of Colorado

### Golf Minded

- 52%** Member at a Private Club
- 53%** Plays Golf at Resort Courses
- 73%** Plays More than 25 Rounds Per Year

Sources: Bruce Bell and Associates & Denver Business Journal Book of Lists



## **Audience Purchasing Power**

### **PURCHASE PLANS OVER THE NEXT 12 MONTHS**

**47%**  
Will buy a new  
automobile

**88%**  
Will buy golf  
equipment/gear

**25%**  
Will buy fine  
jewelry

**40%**  
Will hire a  
financial planner

**73%**  
Will dine out a  
minimum of 2x  
per week

**45%**  
Will buy health/  
auto/life  
insurance

**33%**  
Will buy  
real estate

*Sources: Bruce Bell and Associates & Denver  
Business Journal Book of Lists*