

Denver/Boulder, CO

Total Adult Population 2,304,689

Rev 7/1/99

Source: SRDS, The Lifestyle Market Analyst
1999



MARKET PROFILE

Occupation	%
Administrative	16.1
Blue Collar	9.4
Clerical	8.7
Homemaker	12.1
Professional/Tech	30.3
Retired	11.8
Sales/Marketing	6.7
Self Employed	2.5
Student	2.2

Education	%
Elementary 0-8 years	5.3
High School 1-3 years	9.6
High School 4 years	26.1
College 1-3 years	30.5
College 4+ years	28.5

Race/Ethnicity	%
White	80.1
Black	3.8
Asian	2.2
Hispanic	13.2
American Indian	0.5
Other	0.2

Total HH 1,243,540

Age of HH Head	%
18-24	6.1
25-34	19.7
35-44	27.0
45-54	19.7
55-64	11.2
65-74	9.1
75+	7.2

Median Age 44.0

Sex/Marital Status	%
Single Male	20.6
Single Female	22.6
Married	56.8

Stage in Family Cycle	%
Single 18-34 No Children	13.3
Single 35-44 No Children	7.0
Single 45-64 No Children	8.8
Single 65+ No Children	6.1
Married 18-34 No Children	5.3
Married 35-44 No Children	4.3
Married 45-64 No Children	12.9
Married 65+ No Children	7.8
Single Any Child @ Home	8.0
Married Child Under 13	15.0
Married Child Age 13-18	11.5



Denver is a Market with Vitality

Growing, Affluent, Active. Denver is a market in transition, known for its great climate. The weather makes outdoor activities such as Golf, Bicycling, and Skiing highly desirable activities. Quality of life drives growth and the desire to live here.

HH Income	%
Under \$20,000	21.4
\$20,000-\$29,999	12.6
\$30,000-\$39,999	12.0
\$40,000-\$49,999	10.7
\$50,000-\$74,999	20.7
\$75,000-\$99,999	10.7
\$100,000 and over	11.8

Median Income \$43,710

Income Earners	%
Married, One Income	20.0
Married, Two Incomes	36.8
Single	43.2

Dual Income HH	%
Children Under 13 years	9.8
Children 13-18 years	8.9
No Children	18.2

Credit Card Usage	%
Travel Entertainment	12.9
Bank Card	80.8
Gas/Department Store	22.7
No Credit Cards	14.8

Top Ten Lifestyles Ranked By Index

Snow Ski Frequently
Camping/Hiking
Use Apple/McIntosh
Travel for Business
Bicycling Frequently
Frequent Flyer
Recreational Vehicles
Foreign Travel
Attend Cultural/Arts Events
Motorcycles

Sports/Fitness	%/Index	Rank
Bicycling Frequently	29.0/139	4
Dieting/Weight Control	21.5/86	198
Golf	24.6/116	35
Health/Natural Foods	21.4/115	16
Improving Your Health	24.1/104	38
Physical Fitness/Exercise	41.3/114	10
Running/Jogging	14.8/120	27
Snow Skiing Frequently	23.1/278	3
Tennis Frequently	7.2/106	34
Walking for Health	34.4/96	172
Watching Sports on TV	41.8/107	19