

# AUDIENCE

## AFFLUENT AND WELL-EDUCATED

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

## TRAVEL SAVVY

Will Take 2-3 golf vacations within Colorado: 59%  
Will Take 2-3 golf vacations outside of Colorado: 54%

## GOLF-MINDED

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

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

# PURCHASING POWER

## PURCHASE PLANS OVER THE NEXT 12 MONTHS

- Will buy a new automobile: 47%
- Will buy fine jewelry: 25%
- Will buy real estate: 33%
- Will dine out a minimum of 2x per week: 73%
- Will buy golf equipment/gear: 88%
- Will hire a financial planner: 40%
- Will buy health/auto/life insurance: 45%
- Plays Golf at Resort Courses: 53%
- Plays More than 25 Rounds Per Year: 73%

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