

DEMOGRAPHICS, READERSHIP, TRAVEL, INTERESTS & LIFESTYLES

AGE:

Median age: **59** years
57% are **35-67** years

GENDER:

Female: **61%**
Male: **39%**
Married: **67%**

EDUCATION:

4 yr. college degree+: **68%**

ECONOMIC PROFILE:

Avg. HHI: **\$137k**

HOME OWNERSHIP:

Own home: **86%**
Avg. value: **\$410k**

TRAVEL:

60% vacation in CO
Avg. CO resort share: **19%**
87% take a domestic trip
Avg. trips per yr: **4.5**
Avg. spending: **\$4.0k**

Sources of information used for planning a trip:

Friends or relatives: **67%**
Direct from advertiser: **27%**
EnCompass Magazine: **26%**
Television: **15%**
Radio: **4%**

Methods used to make reservations:

Direct from advertiser: **75%**
On Line: **49%**
Travel Agencies: **21%**

Travel with:

Spouse: **65%**
Children: **40%**
Friends: **29%**
Grandchildren/parents/
grandparents: **24%**

INTERESTS/LIFESTYLE:

70% dine out
53% visit historic sites,
National Parks, State Parks
47% tour museums, cultural
attractions
44% hard/soft adventure
33% shop
30% attend theatre, concerts
& festivals
29% attend art galleries/art
shows
26% zoo/aquarium
24% watersports
21% snow sports
20% spa/retreat
20% sporting events
19% casino gambling
10% golf

READERSHIP:

73% read **3-4** of **4** issues
Take action: **72%**
Travel to a destination
advertised or written about: **17%**
Make reservations: **15%**



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Source: 2015 EnCompass Reader Profile Study, GFK MRI

