

# CIRCULATION, REACH, ECONOMIC IMPACT & READERSHIP

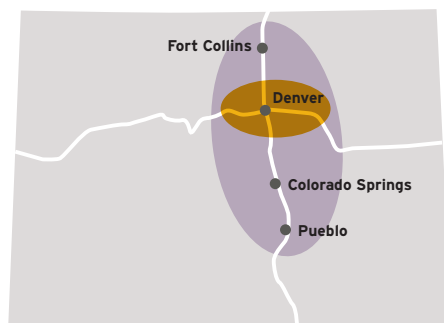
**CIRCULATION: 400,000+ COLORADO HOUSEHOLDS**  
**REACH: 660,000+ COLORADO AAA MEMBERS**  
**1 IN 5 FRONT RANGE HOMES**

## DENVER:

**66%** circ.  
**260,000** homes

## FRONT RANGE:

**83%** circ.  
**330,000** homes

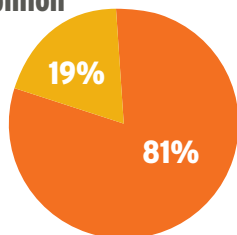


## DELIVERING COLORADO RESIDENTS

### TOTAL TRAVEL SPENDING IN COLORADO - OVERNIGHT VISITORS

**2016 Total = \$14.7 billion**

Colorado residents  
(\$2.7 billion)



Out-of-state visitors  
(\$12 billion)



## READERSHIP:

**73%** read **3-4 of 4** issues

**72%** take action



# DEMOGRAPHICS, INTERESTS/ LIFESTYLES & TRAVEL

## AGE:

**59** median age

**57%** are **35-67**

## GENDER:

**61%** female

**39%** male

**67%** married

## INTERESTS/LIFESTYLE:

**70%** dine out

**53%** visit historic sites,  
National Parks, State Parks

**47%** museums, cultural  
attractions

**44%** hard/soft adventure

## EDUCATION:

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

## ECONOMIC PROFILE:

**\$137k** avg. HHI

## HOME OWNERSHIP:

**86%** own home

**\$410k** avg. value

**33%** shop

**30%** attend theatre, concerts,  
festivals, art shows

**21%** snow sports

**20%** spa/retreat

**19%** casino gambling

## REGIONAL TRAVEL

<b>61%</b>	Denver
<b>39%</b>	Colorado Springs
<b>30%</b>	Ft. Collins/Greeley
<b>29%</b>	Estes Park/RMNP
<b>26%</b>	Breckenridge
<b>26%</b>	Glenwood Springs
<b>22%</b>	Vail
<b>19%</b>	Buena Vista/Salida/Canon City
<b>17%</b>	Summit County
<b>17%</b>	Winter Park
<b>14%</b>	Durango/Mesa Verde
<b>13%</b>	Steamboat Springs
<b>12%</b>	Aspen
<b>12%</b>	Grand Lake
<b>11%</b>	Alamosa/Sand Dunes
<b>11%</b>	Pueblo
<b>10%</b>	Colorado Eastern Plains
<b>9%</b>	Montrose/Black Canyon
<b>8%</b>	Telluride
<b>8%</b>	Gunnison/Crested Butte
<b>7%</b>	Leadville
<b>6%</b>	Pagosa Springs
<b>6%</b>	Colorado Wine Country

Source: 2015 EnCompass Reader Profile Study, GFK MRI

## TRAVEL:

**60%** vacation in CO

**4.5** avg. trips per year

**\$4k** avg. spending

## Sources of information used for planning a trip:

**67%** friends or relatives

**27%** direct from advertiser

**26%** *EnCompass* magazine

**15%** television

## Methods used to make reservations:

**75%** direct from advertiser

**49%** online

**21%** travel agencies

## Travel with:

**65%** spouse

**40%** children

**29%** friends

