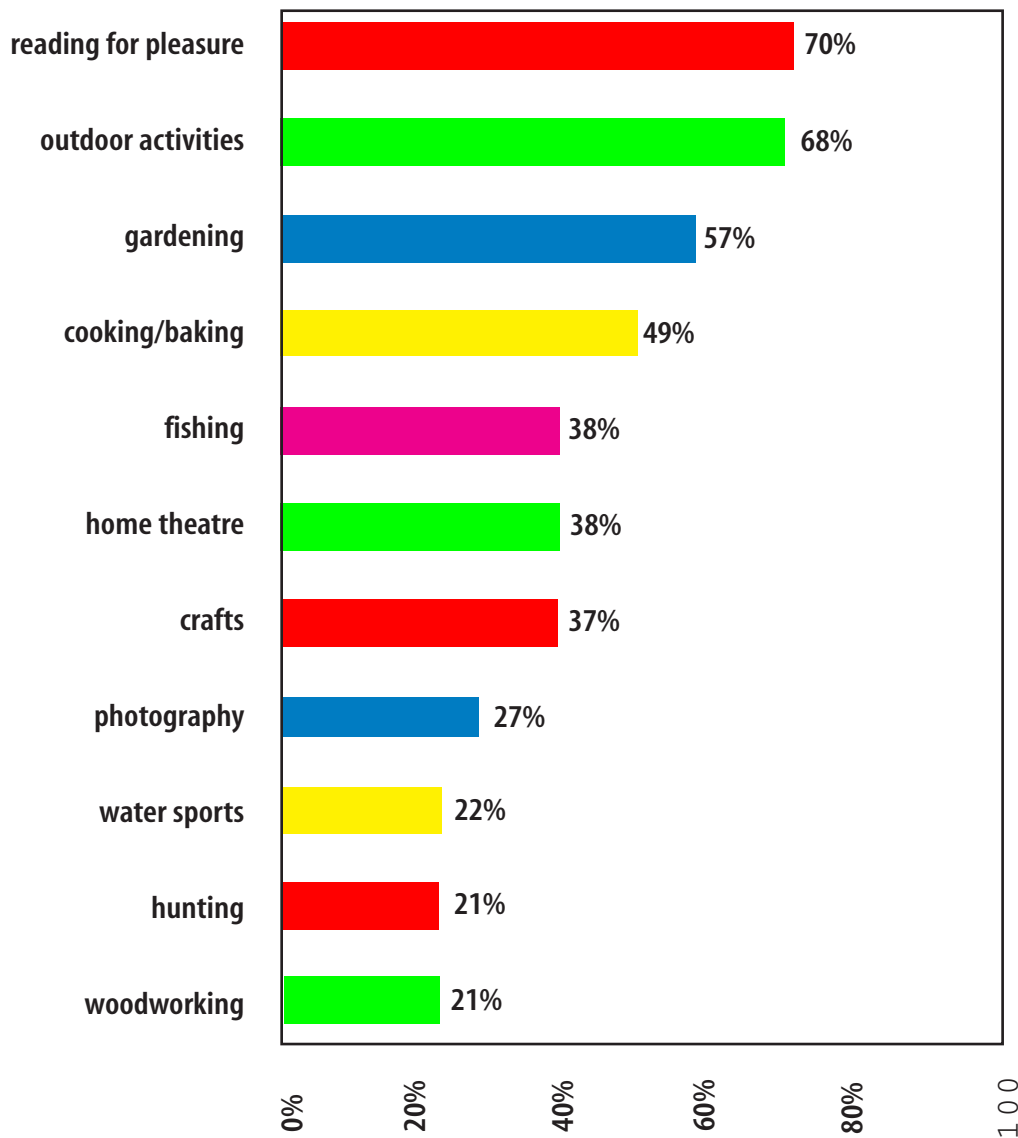


Profile of readers

Readers Interests



Personal Demographics

The average *Colorado Country Life* reader is a 40-year-old married woman who has completed some college.

A total of 17% of our readers are age 66 or older; 17% are between ages 56 and 65; 17% are between ages 46 and 55 and 48% are younger than 40.

The breakdown is fairly even between men and women (47% and 53% respectively).

More than 70% are married and 74% have attended at least some college classes.