

PRIDE *fest*

DENVER



2010 DEMOGRAPHICS

The 300,000+ Denver PrideFest Attendees

range from ages 5 - 80

- 21% are 22 - 30 years of age
 - 31% are 31 - 40 years of age
 - 27% are 41 - 50 years of age
 - 12% are over the age of 50
- the median age is 32

Denver PrideFest is the 7th largest in the US

Over 300,000 guests from all the the US make our festival one of the best of its kind. With 5 stages, 250 vendors, unique family and teen programming, cultural programs and more, Denver's is a premier Pride event.

Colorado's
GLBT buying
power is
\$10.6 billion

48% are from Denver

- 24% are from Denver suburbs
- 21% are from other areas of Colorado
- 8% are from outside Colorado

Denver's % of GLBT households ranks

nationally as the 7th largest

There are an estimated 320,000 GLBT consumers in Colorado

- 66% own their homes
- 60% are in a committed relationship
- 80% have a bachelor's degree or higher level of education
- 32% of GLBT households have children

GLBT Consumers

87% have switched brand loyalty to support companies that market directly to the GLBT community

72% choose products and services specifically marketed to the GLBT community

83% have incomes above the national average of \$40,000

- 34% have household incomes of \$100,000 or more
- The average individual income is \$38,000
- The average household income is \$76,900
- 67% are professional / managerial
- 17% are upper management

