

Demographic Attribute	Total United States Reference (Pct)	Denver Market Market SE0 (Actual) (Pct)	(Index)
Number Of Persons By Age Group 1990	251,139,804	3,790,423	
Persons 18-20 Years	4.7%	165,285 4.4%	93
Persons 21-24 Years	6.0%	213,453 5.6%	93
Persons 25-29 Years	8.6%	331,662 8.7%	102
Persons 30-34 Years	8.8%	362,576 9.6%	109
Persons 35-39 Years	8.0%	340,114 9.0%	112
Persons 40-44 Years	7.1%	287,033 7.6%	107
Persons 45-49 Years	5.6%	212,257 5.6%	100
Persons 50-54 Years	4.6%	168,436 4.4%	97
Persons 55-59 Years	4.2%	153,119 4.0%	96
Persons 60-64 Years	4.3%	147,669 3.9%	91
Persons 65-69 Years	4.1%	137,553 3.6%	89
Persons 70-74 Years	3.2%	105,296 2.8%	87
Persons 75-79 Years	2.5%	79,563 2.1%	86
Persons 80-84 Years	1.6%	51,871 1.4%	87
Persons 85 Years & Older	1.2%	42,730 1.1%	92
Number Of Females By Age Group 1990	128,757,178	1,922,891	
Females 18-20 Years	4.5%	81,382 4.2%	94
Females 21-24 Years	5.8%	105,891 5.5%	95
Females 25-29 Years	8.3%	165,663 8.6%	103
Females 30-34 Years	8.6%	179,728 9.3%	108
Females 35-39 Years	7.9%	167,428 8.7%	110
Females 40-44 Years	7.0%	142,243 7.4%	106
Females 45-49 Years	5.5%	107,220 5.6%	101
Females 50-54 Years	4.6%	85,534 4.4%	97
Females 55-59 Years	4.3%	78,904 4.1%	95
Females 60-64 Years	4.4%	77,675 4.0%	91
Females 65-69 Years	4.4%	75,071 3.9%	89
Females 70-74 Years	3.6%	59,381 3.1%	86
Females 75-79 Years	2.9%	48,014 2.5%	86
Females 80-84 Years	2.0%	33,704 1.8%	87
Females 85 Years & Older	1.7%	30,977 1.6%	93

2061595891

Demographic Attribute	Total United States Reference (Pot)	Denver Market Market 5EO (Actual)	(Pot)	(Index)
Number of Males by Age Group 1990	122,382,626	1,867,478		
Males 18-20 Years	4.9%	83,907	4.5%	91
Males 21-24 Years	6.3%	107,574	5.8%	91
Males 25-29 Years	8.8%	166,002	8.9%	101
Males 30-34 Years	9.0%	182,831	9.8%	109
Males 35-39 Years	8.2%	172,664	9.2%	113
Males 40-44 Years	7.2%	144,763	7.8%	108
Males 45-49 Years	5.6%	105,029	5.6%	100
Males 50-54 Years	4.5%	82,885	4.4%	98
Males 55-59 Years	4.1%	74,176	4.0%	96
Males 60-64 Years	4.1%	69,996	3.7%	92
Males 65-69 Years	3.7%	62,473	3.3%	90
Males 70-74 Years	2.8%	45,920	2.5%	88
Males 75-79 Years	2.0%	31,542	1.7%	86
Males 80-84 Years	1.1%	18,135	1.0%	87
Males 85 Years & Older	0.7%	11,691	0.6%	89

Average & Median Age Data

Median Age - All Persons	32	32
Median Age - Females	34	33
Median Age - Males	31	31
Average Household Size By Number Of Persons	3	3
Average Age - All Persons	35	34
Average Age - Females	36	35
Average Age - Males	33	33

Basic Race	251,139,804	3,790,423
------------	-------------	-----------

Whites	80.3%	3,351,959	88.4%	110
Ethnic	19.7%	436,452	11.5%	59

General Race	251,139,804	3,790,423
--------------	-------------	-----------

Whites	80.3%	3,351,959	88.4%	110
Blacks	12.0%	129,834	3.4%	29
Persons Of All Other Races	7.7%	306,618	8.1%	106

2061595892

Demographic Attribute	Total United States Reference (Pct)	Denver Market Market SEO (Actual)	(Pct)	(Index)
Number Of Persons By Detailed Race	251,139,804	3,790,423		
Whites	80.3%	3,351,959	88.4%	110
Blacks	12.0%	129,834	3.4%	29
American Indian	0.8%	45,327	1.2%	159
Eskimo	0.0%	147	0.0%	17
Aleut	0.0%	91	0.0%	25
Chinese	0.7%	8,790	0.2%	35
Filipinos	0.6%	5,441	0.1%	25
Japanese	0.3%	12,042	0.3%	93
Asian Indians	0.3%	3,786	0.1%	31
Koreans	0.3%	10,872	0.3%	90
Vietnamese	0.2%	8,074	0.2%	86
Cambodian	0.1%	1,327	0.0%	59
Hmong	0.0%	1,525	0.0%	111
Laotian	0.1%	2,320	0.1%	102
Thai	0.0%	1,110	0.0%	80
Other Asian	0.1%	3,494	0.1%	76
Hawaiians	0.1%	1,171	0.0%	36
Samoans	0.0%	207	0.0%	22
Tongan	0.0%	21	0.0%	8
Other Polynesian	0.0%	12	0.0%	17
Guamanians	0.0%	503	0.0%	67
Other Micronesian	0.0%	40	0.0%	39
Melanesian	0.0%	1	0.0%	1
Pacific Islander, not specified	0.0%	16	0.0%	19
Other Race	4.0%	200,301	5.3%	134

2061595893

Demographic Attribute	Total United States Reference (Pct)	Denver Market Market SEO (Actual) (Pct)	(Index)
Number Of Persons By Single Ancestry	251,139,804	3,790,423	
Dutch	0.6%	25,760 0.7%	115
English	10.7%	351,448 9.3%	86
French	1.3%	35,275 0.9%	71
Germans	7.9%	424,950 11.2%	142
Greeks	0.2%	5,511 0.1%	60
Hungarians	0.3%	5,737 0.2%	52
Irish	4.5%	149,305 3.9%	87
Italians	2.9%	64,121 1.7%	58
Norwegians	0.5%	26,867 0.7%	135
Polish	1.6%	25,627 0.7%	43
Portuguese	0.3%	1,177 0.0%	12
Russians	0.6%	10,331 0.3%	47
Scottish	0.5%	26,202 0.7%	140
Swedish	0.5%	42,482 1.1%	207
Ukrainians	0.1%	2,102 0.1%	38
Other Single Ancestries	18.8%	575,353 15.2%	81
All Persons Of Multiple Ancestry	31.6%	1,529,965 40.4%	128
Ancestry Not Specified	17.0%	487,738 12.9%	76
Number Of Persons By Multiple Ancestry			
English & Others	29,623,245	618,218	
French & Others	11,084,508	191,735	
German & Others	35,124,511	719,369	
Irish & Others	33,651,238	602,065	
Polish & Others	4,724,694	49,505	
Italian & Others	5,844,968	80,070	
Hispanic Persons By Nationality	251,139,804	3,790,423	
Mexican Hispanics	5.5%	333,114 8.8%	161
Puerto Rican Hispanics	1.1%	6,863 0.2%	17
Cuban Hispanics	0.4%	1,946 0.1%	12
Hispanics Of Other Nationalities	2.0%	157,097 4.1%	202
Total Non-Hispanic Persons 1990	91.0%	3,291,108 86.8%	95

2061595894

Demographic Attribute	Total United States Reference (Pct)	Denver Market Market SE0		
		(Actual)	(Pct)	(Index)
Number Of Persons By Hispanic By Race	251,139,804	3,790,423		
White Hispanics	4.7%	287,386	7.6%	162
Black Hispanics	0.3%	5,356	0.1%	46
Hispanics Of Other Races	4.0%	206,343	5.4%	134
All Non-Hispanic Persons	91.0%	3,291,108	86.8%	95
Years Of School Completed, Persons 25 Years And Older	186,887,899	2,798,565		
Elementary (0-8 Years)	14.8%	240,204	8.6%	58
Some High School (9-11 Years)	12.8%	262,432	9.4%	73
High School Grad (12 Years)	29.8%	869,412	31.1%	104
Some College (1-3 Years)	13.9%	516,293	18.4%	133
College Grad (4+ Years)	14.3%	531,522	19.0%	133
All other adults (18 - 24 Years Old)	14.4%	378,740	13.5%	94
Years Of School Completed, Persons 18 Years And Older 1990	186,887,899	2,798,565		
Some School, Up To 11 Years	30.9%	596,138	21.3%	69
High School Grad	36.5%	1,050,755	37.5%	103
Some College (1-3 Yrs)	17.8%	618,580	22.1%	124
College Grad (4 Yrs)	8.2%	304,453	10.9%	133
Graduate Work (5+ Yrs)	6.6%	228,705	8.2%	124
Years Of School Completed, Female Householders 25 Years And Older	79,758,750	1,252,042		
Elementary Education (0-8 Yrs)	14.9%	110,962	8.9%	60
Some High School (9-11 Yrs)	15.6%	149,833	12.0%	77
High School Grad (12 Yrs)	39.0%	491,545	39.3%	101
Some College (1-3 Yrs)	16.4%	266,263	21.3%	130
College Grad (4+ Yrs)	14.2%	233,448	18.6%	131
Other Female Householders	7.0%	96,455	7.7%	111

2061595895

Demographic Attribute	Total United States Reference (Pct)	Denver Market 5EO (Actual)	(Pct)	(Index)
Years Of School Completed, Male Householders 25 Years And Older	65,633,784	1,053,821		
Elementary Education (0-8 Yrs)	18.1%	107,176	10.2%	56
Some High School (9-11 Yrs)	13.6%	113,298	10.8%	79
High School Grad (12 Yrs)	31.9%	336,327	31.9%	100
Some College (1-3 Yrs)	16.1%	219,092	20.8%	129
College Grad (4+ Yrs)	20.3%	277,880	26.4%	130
Other Male Householders	7.5%	84,477	8.0%	107
Persons 16 Years & Older By Job Classification	193,633,968	2,897,576		
Management & Professional	13.3%	471,137	16.3%	122
Sales, Admin & Technical	17.6%	587,127	20.3%	115
Service Related	7.2%	233,907	8.1%	112
Fabrication, Crafting & Farming	19.3%	564,172	19.5%	101
Total Persons Not Employed	42.6%	1,041,279	35.9%	84
Households By Age Of Householder	93,665,982	1,519,040		
25-34 Year Old Householder	21.6%	363,405	23.9%	111
35-44 Year Old Householder	22.2%	367,567	24.2%	109
45-54 Year Old Householder	15.6%	225,746	14.9%	96
55-64 Year Old Householder	13.5%	182,581	12.0%	89
65-74 Year Old Householder	12.5%	159,263	10.5%	84
75+ Year Old Householder	9.2%	116,533	7.7%	84
Households By Number Of Persons	93,665,982	1,519,040		
Households With 1 Person	24.6%	433,343	28.5%	116
Households With 2 Persons	32.1%	498,295	32.8%	102
Households With 3 Persons	17.4%	242,936	16.0%	92
Households With 4 Persons	15.1%	211,841	13.9%	93
Households With 5 Persons	6.7%	87,465	5.8%	86
Households With 6 Persons	2.5%	29,285	1.9%	78
Households With 7+ Persons	1.7%	15,836	1.0%	61

2061595896

Demographic Attribute	Total United States Reference (Pct)	Denver Market Market SEO (Actual)	(Pct)	(Index)
Households By Number Of Workers In The Family	93,665,982	1,519,040		
Families With 0 Workers	8.6%	83,203	5.5%	64
Families With 1 Worker	23.0%	308,370	20.3%	88
Families With 2 Or More Workers	38.5%	595,321	39.2%	102
Non-Family And One Person Households	29.8%	532,130	35.0%	117
Housing Units Tenure	93,665,982	1,519,040		
Specified Owner Occupied Housing Units with 1990 value less than \$20,000	2.1%	14,046	0.9%	44
Specified Owner Occupied Housing Units with 1990 value between \$20,000 and \$39,999	6.0%	56,359	3.7%	62
Specified Owner Occupied Housing Units with 1990 value between \$40,000 and \$59,999	8.5%	128,454	8.5%	99
Specified Owner Occupied Housing Units with 1990 value between \$60,000 and \$99,999	14.2%	351,072	23.1%	163
Specified Owner Occupied Housing Units with 1990 value between \$100,000 and \$149,999	7.4%	113,727	7.5%	101
Specified Owner Occupied Housing Units with 1990 value between \$150,000 and \$199,999	4.4%	31,332	2.1%	47
Specified Owner Occupied Housing Units with 1990 value greater than \$200,000	6.3%	24,045	1.6%	25
Specified Renter Occupied Housing Units with Cash Rent	33.2%	570,829	37.6%	113
Specified Renter Occupied Housing Units with No Cash Rent	1.6%	19,879	1.3%	82

2061595897

Demographic Attribute	Total United States Reference (Pct)	Denver Market Market SEO (Actual)	(Pct)	(Index)
Households By Total Household Income 1990	93,665,982	1,519,040		
Household Income Less Than \$15,000	24.9%	384,475	25.3%	102
Household Income \$15,000 - \$19,999	9.2%	155,954	10.3%	112
Household Income \$20,000 - \$24,999	8.2%	134,455	8.9%	108
Household Income \$25,000 - \$29,999	8.1%	144,001	9.5%	116
Household Income \$30,000 - \$34,999	7.3%	122,469	8.1%	111
Household Income \$35,000 - \$39,999	7.0%	112,415	7.4%	105
Household Income \$40,000 - \$49,999	11.2%	168,700	11.1%	99
Household Income \$50,000 - \$74,999	15.2%	197,827	13.0%	86
Household Income \$75,000 & Over	8.9%	98,768	6.5%	73
1990 Income: Median, Average & Per Capita				
Median Income	29,761	27,938		
Average Income	35,267	32,918		
Households: County Size	93,665,982	1,519,040		
County Size A	41.5%	820,374	54.0%	130
County Size B	30.7%	120,974	8.0%	26
County Size C	15.1%	291,291	19.2%	127
County Size D	12.7%	286,403	18.9%	148

2061595898

0/12/92

Account Executive
Attachment B - Tabular Detail

Page 9

<u>Subject ID</u>	<u>Subject Description</u>
Denver Market Market 5E0	Denver Market (Market 5E0)

2061595899