



# Cory Merrill Stats

## who we are

Cory Merrill is a family neighborhood in south Denver. With 2,000 single-family homes, we are bounded by University (west), I-25 (south), Colorado (east), and Mississippi and Tennessee (north). Cory Elementary and Merrill Middle School give us our name and sit as our centerpiece off Steele Avenue.

## getting younger

Cory Merrill is getting younger (in both age and structure). Since 1990, one-in-four older homes have been replaced with newer, energy-efficient ones. This has attracted families with school-age children.

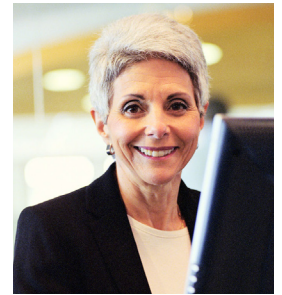
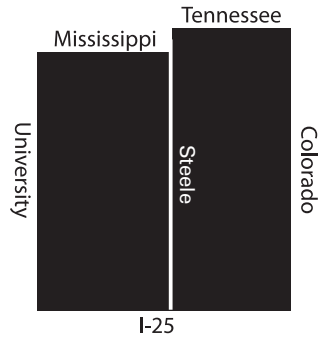
Two-thirds of our homeowners are Baby Boomers (45-66) and tech-savvy Gen-X-ers (28-44). Another 25-percent of our population are their school-aged children. A recent survey shows that our residents are showing increased interest in the following four areas: family/marriage, achieving long-term financial security, career goals, and recreation/food/entertainment.

## professional and growing

- **Population:** *Estimated* 4,100 (8-percent increase from 2000 census)
- **Average household income:** \$130,000 (27-percent increase from 2000)
- **Incomes higher than \$150,000:** 26-percent
- **Incomes \$100,000-149,999:** 20-percent
- **Professional workforce:** 89-percent
- **Two-income households:** 60-percent
- **College-graduate or post-graduate education:** 70-percent

## ideal audience

Advertising in the Cory Merrill Newsletter is an excellent opportunity to reach our highly-educated, professional families. Recent studies show that Cory Merrill residents prefer local publications as their primary source of information to all other forms of media – including TV and radio. In fact, Cory Merrill residents have a 12-percent higher readership level than the national average. With our affordable yearly ad rates, we provide an excellent return on your investment.



Statistical information courtesy of Percept Group, Inc. 2009

