

Audience Profile

2012

Circulation Region: New Mexico

Circulation: 113,000 ♦ Audience: 248,600



- When compared to the average New Mexico adult, New Mexico Journey readers spend more, travel more often and live more active lifestyles.
- On average, New Mexico Journey reader households earn \$17,400 more than the non-reader households in New Mexico.
- New Mexico Journey readers are 117% more likely to have a bachelor's degree than non-readers in New Mexico.



New Mexico		Audience	Composition	Coverage	Index
Men		119,000	48%	27%	112
Women		129,000	52%	22%	91
Married		125,000	51%	24%	99
Household Income					
\$60,000+		135,000	55%	28%	115
\$75,000+		109,000	44%	30%	123
\$100,000+		82,000	33%	32%	131
\$150,000+		41,000	16%	31%	130
\$200,000+		26,000	10%	53%	221
Average HHI	\$89,100				
Median HHI	\$66,600				
Age					
35-54		49,000	20%	14%	61
55-64		91,000	37%	34%	142
65+		79,000	32%	58%	242
Median Age	58.5 years				
Education					
Attended college		212,000	86%	35%	144
Bachelor's degree+		152,000	61%	47%	197
Home					
Own Home		201,000	81%	27%	113
Median home value	\$272,356				
Mean home value	\$366,189				

Source: 2011 Doublebase, prototype; GfK MRI

