

# Audience Profile

# 2012

Circulation Region: Texas

Circulation: 880,000 ♦ Audience: 1,848,000



- When compared to the average Texan, Texas Journey readers spend more, travel more often, and live more active lifestyles.
- On average, Texas Journey reader households earn \$33,300 more than non-reader households in Texas.
- Texas Journey readers are 101% more likely to have a post-graduate degree than the average Texas adult.



Texas		Audience	Composition	Coverage	Index
Men		810,000	44%	9%	88
Women		1,038,000	56%	12%	112
Married		1,310,000	71%	13%	121
<b>Household Income</b>					
\$60,000+		1,322,000	72%	17%	158
\$75,000+		1,127,000	61%	18%	166
\$100,000+		782,000	42%	18%	171
\$150,000+		326,000	18%	18%	171
\$200,000+		148,000	8%	18%	170
Average HHI	\$101,100				
Median HHI	\$89,700				
<b>Age</b>					
18-34		243,000	13%	4%	38
35-54		661,000	36%	10%	92
55-64		487,000	26%	21%	198
65+		457,000	25%	20%	189
Median Age	55.3 years				
<b>Education</b>					
Attended college		1,276,000	69%	14%	132
Bachelor's degree+		732,000	40%	18%	169
<b>Home</b>					
Own home		1,682,000	91%	14%	131
Median home value	\$188,577				
Mean home value	\$235,462				

Source: 2011 Doublebase, prototype; GfK MRI

