

Audience Profile

Circulation Region: New Mexico

Circulation: 124,000 ♦ Readers: 272,800

2015



- ♦ On average, New Mexico Journey reader households earn \$38,100 more than non-reader households in New Mexico
- ♦ New Mexico Journey readers are 45% more likely to have a bachelor's degree than non-readers in New Mexico



| New Mexico Journey readers | | Audience | Composition | Coverage | Index |
|----------------------------|------------|----------|-------------|----------|-------|
| Men | | 71,800 | 27% | 11% | 63 |
| Women | | 190,000 | 73% | 22% | 129 |
| Married | | 164,000 | 63% | 18% | 107 |
| Household Income | | | | | |
| \$60,000+ | | 201,000 | 77% | 29% | 170 |
| \$75,000+ | | 186,000 | 71% | 37% | 217 |
| \$100,000+ | | 129,000 | 49% | 42% | 250 |
| \$150,000+ | | 68,000 | 26% | 55% | 326 |
| \$200,000+ | | 42,000 | 16% | 87% | 516 |
| Average HHI | \$117,200 | | | | |
| Median HHI | \$99,100 | | | | |
| Age | | | | | |
| 18-34 | | 64,000 | 24% | 12% | 73 |
| 35-54 | | 100,000 | 38% | 22% | 129 |
| 55-64 | | 62,000 | 24% | 19% | 111 |
| 65+ | | 36,000 | 14% | 15% | 88 |
| Median Age | 44.2 years | | | | |
| Education | | | | | |
| Attended college | | 185,000 | 71% | 24% | 141 |
| Bachelor's degree+ | | 75,000 | 29% | 24% | 140 |
| Home | | | | | |
| Own Home | | 245,000 | 94% | 23% | 139 |
| Mean home value | \$243,407 | | | | |
| Median home value | \$219,363 | | | | |

Source: 2013 Doublebase, prototype; GfK MRI

