Audience Profile

Circulation Region: Texas

Circulation: 950,000 ◆ Readers: 1,995,000

2015

Texas JOURNEY

- On average, Texas Journey reader households earn $26,700 more than non-reader households in Texas
- Texas Journey readers are 78% more likely to have a post-graduate degree than non-readers in the state of Texas

Texas Journey readers					
		Audience	Composition	Coverage	Index
Men		993,000	49%	11%	100
Women		1,002,000	51%	11%	100
Married		1,218,000	61%	12%	109
Household Income					
$60,000+		1,360,000	68%	15%	138
$75,000+		1,169,000	59%	16%	147
$100,000+		846,000	42%	18%	158
$150,000+		308,000	15%	16%	145
$200,000+		164,000	8%	19%	168
Average HHI	$97,600				
Median HHI	$88,300				
Age					
18-34		481,000	24%	8%	73
35-54		640,000	32%	9%	85
55-64		465,000	23%	19%	166
65+		409,000	21%	15%	135
Median Age	52.0 years				
Education					
Attended college		1,470,000	74%	15%	133
Bachelor's degree+		855,000	43%	19%	167
Home					
Own home		1,706,000	86%	14%	122
Mean home value	$216,311				
Median home value	$174,650				

Source: 2013 Doublebase, prototype; GfK MRI