



### Age Demographics

Readers Demographics	Market Demographics	
05%	12%	18 - 24
16%	20%	25 - 34
30%	28%	35 - 44
24%	21%	45 - 54
25%	19%	55 years or older

### Zip Code 77070



### Income Demographics

Readers Demographics	Market Demographics	
16%	24%	Under \$25,000
31%	26%	\$25,001 - \$49,999
25%	18%	\$50,000 - \$74,999
16%	13%	\$75,000 - \$99,000
12%	19%	Over \$100,000