

Houston Chronicle

Demographics

Daily Newspaper Readership **1,147,855**
Sunday Newspaper Readership **1,824,852**

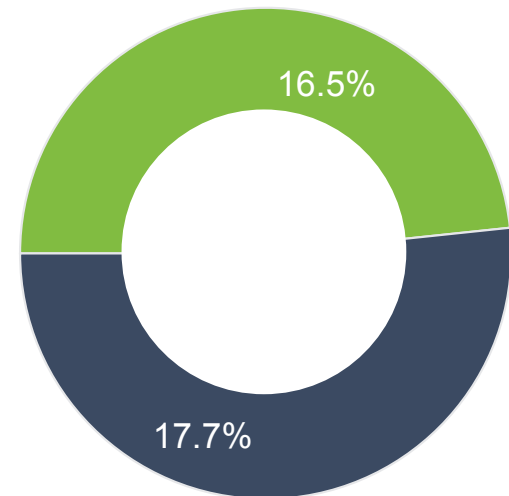
FINANCIAL SERVICES (HAS OR USE)

9.9%
Certificates of Deposit
8.4%

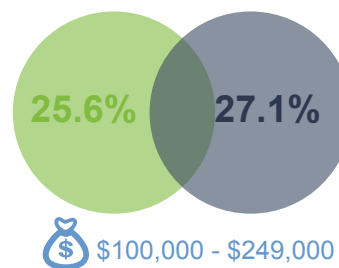
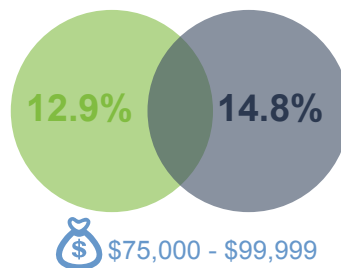
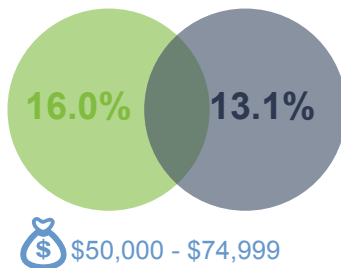


69.9%
Savings Account
70.1%

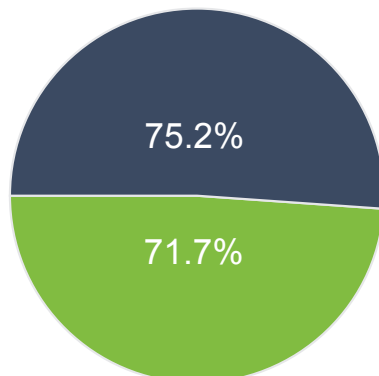
COLLEGE GRADUATE



HOUSEHOLD INCOME



OWN A HOME

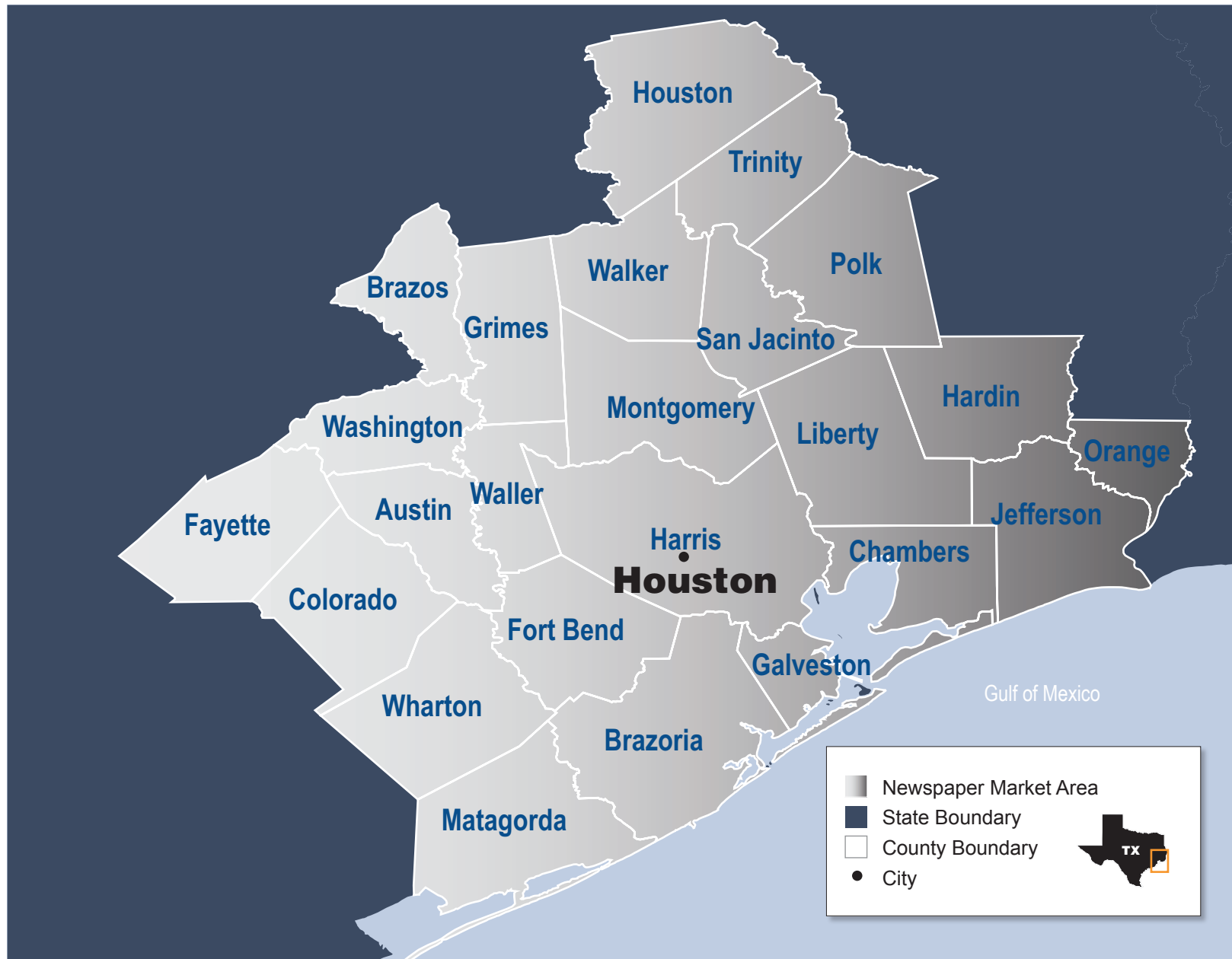


Source: Market/Release: Scarborough USA+ 2015 Release 1 Total (Feb 2014 - Mar 2015)

Bankrate®

Houston Chronicle

Newspaper-Designated Market Area



Source: SRDS Circulation 2014, pg. 756