

**Gross Distribution Audit Period: January 1, 2014 – September 30, 2014**

**Houston Style Magazine**

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**1. Audited Media Platforms**

Print Publication:	Average Gross Distribution:	30,900 (Print Edition)
	** (See Paragraph 7 explanatory)	
Website:	Average Website Uniques:	149,924
Social Media:	Average Facebook Like:	39,119
	Average Twitter Followers:	7,762
	Average Instagram Followers:	7,545

**2. Publication Information**

Number of Editions:	One
Format / Average Page Count:	Tabloid / 20 Pages
Distribution Cycle:	Weekly
Ownership:	Minority Print Media LLC
Year Established:	1989
Publication Type:	African American & Hispanic Publication
Content:	60% Advertising / 40% Editorial
Distribution Paid/Unpaid:	100% Unpaid / 0% Paid / 0% Sponsored
Primary Delivery Methods:	1% Mail / 99% Controlled Bulk & Single Copy
Annual Mail Subscription Rate:	\$52.00
Insert Zoning Available:	No
CVC Member Number:	01-0257
DMA/MSA/CBSA:	Houston, TX / Houston--Galveston--Brazoria, TX CMSA / Houston-Sugar Land-Baytown, TX
Audit Funded By:	Publisher

**3. Rate Card and Mechanical Data**

Rate Card Effective Date:	January 1, 2015
Mechanical Data:	Five (5) columns x 13-inch column depth Full page: 10.813" wide X 13" depth.
Open Rate:	Local: \$4,000.10 Full Page - \$1,000.25 1/4th Page National: \$4,000.10 Full Page - \$1,000.25 1/4th Page \$61.54 per column inch
Insert Open Rate:	\$50.00 per thousand
Classified Rate:	Contact Advertising
Deadline Day & Time:	Friday by 5 PM
Additional rates may be available from the publisher.	

**4. Contact Information**

Publisher:	Francis Page Jr.	EMAIL: fpagejr@gmail.com
Advertising:	Lisa Valadez	EMAIL: advertising@stylemagazine.com
Distribution:	Lewis Miller	EMAIL: advertising@stylemagazine.com



**5. Audited Distribution and Net Press Averages - Print Edition**

CVC Account Number: 01-0257		Thursday	Houston Style Houston, TX
<b>Audit Period Summary</b>			
<b>Average Net Circulation</b>	<b>(5-H)</b>		**
Average Gross Distribution	(5-F)		30,900
Average Net Press Run	(5-A)		31,000
<b>Audit Period Detail</b>			
A. Average Net Press Run			31,000
B. Office / File			100
C. Controlled Distribution			
1. Carrier Delivery			0
2. Controlled Bulk Delivery / Demand Distribution			30,000
3. Mail			200
4. Requestor Mail			0
5. Controlled Waiting Rooms			0
6. Controlled Hotels			0
7. Events, Fairs, Festivals and Trade Shows			0
8. Controlled Education			0
9. Restock & Office Service			700
Total Average Controlled Distribution			30,900
Controlled Returns			(0)
<b>TOTAL AVERAGE CONTROLLED CIRCULATION</b>			<b>30,900</b>
D. Paid Distribution			
1. Carrier Delivery			0
2. Single Copy			0
3. Mail			0
4. Paid Waiting Room			0
5. Paid Hotels			0
6. Paid Education			0
7. Restock & Office Service			0
Total Average Paid Distribution			0
Paid Returns			(0)
<b>TOTAL AVERAGE PAID CIRCULATION</b>			<b>0</b>
E. Sponsored / Voluntary Paid Distribution			
1. Carrier Delivery			0
2. Single Copy			0
3. Mail			0
4. Sponsored Waiting Rooms			0
5. Sponsored Education			0
6. Restock & Office Service			0
Total Average Sponsored Distribution			0
Sponsored Returns			(0)
<b>TOTAL AVERAGE SPONSORED CIRCULATION</b>			<b>0</b>
F. Average Gross Distribution			30,900
G. Total Unclaimed / Returns			(0)*
<b>H. Average Net Circulation</b>			<b>**</b>

## Explanatory – Print

### PARAGRAPH FIVE AUDIT PERIOD SUMMARY

**\*\*This is a gross distribution audit. The publisher did not file return / unclaimed editions to qualify for CVC net circulation reporting. See paragraph eleven for CVC return / unclaimed estimates.**

**AVERAGE NET CIRCULATION:** Average net circulation based on quarterly averages for the audit period indicated. (Total of controlled distribution (C), paid distribution (D), and sponsored distribution (E) minus unclaimed / return (G)). See audit period detail (H).

**AVERAGE GROSS DISTRIBUTION:** Average gross distribution based on quarterly averages for the audit period indicated. (Total of controlled distribution (A), paid distribution (B), and sponsored distribution (C)). See audit period detail (F).

**NET PRESS RUN:** Average net press run based on quarterly averages during the audit period indicated. The net press run average does not include press waste, or start-up copies. See audit period detail (A).

### AUDIT PERIOD DETAIL

**A. 1. NET PRESS RUN:** Average net press run based on quarterly averages during the audit period indicated. The net press run average does not include press waste, or start-up copies.

**B. 1. OFFICE / FILE:** Undistributed editions maintained by the publisher for office purposes. Office / File editions do not qualify as controlled, paid, or sponsored distribution.

**C. CONTROLLED DISTRIBUTION (NON-PAID):** Editions distributed by the publisher free of charge.

**1. CARRIER DELIVERY:** Editions delivered by private carrier to single family residences, and/or multi-family residences, and/or businesses.

**2. CONTROLLED BULK / DEMAND DISTRIBUTION:** Editions distributed to newsracks, newsstands, and/or area retail businesses and available to individual readers. Subject to paragraph 5E returns.

**3. MAIL:** Editions delivered by United States Postal Service mail to single family residences, and/or multi-family residences, and/or businesses, and/or Post Office Boxes.

**4. REQUESTOR MAIL:** Editions delivered on a requestor basis by United States Postal Service mail to single family residences, and/or multi-family residences, and/or businesses, and/or Post Office Boxes. Qualified requestor circulation is audited by the United States Postal Service.

**5. CONTROLLED WAITING ROOMS:** Editions delivered to the waiting areas of local business and office buildings, including, but not limited to salons, medicals offices and professional firms.

**6. CONTROLLED HOTELS:** Editions distributed to area hotels and available to individual readers. Subject to paragraph 5E returns.

**7. EVENTS, FAIRS, FESTIVALS and TRADE SHOWS:** Editions distributed to attendees and members of conventions, local fairs, festivals, trade shows and available to individual readers. Subject to paragraph 5E returns.

**8. CONTROLLED EDUCATION:** Editions distributed to area schools or educational institutions and available to individual readers. Subject to paragraph 5E returns.

**9. RESTOCK / OFFICE SERVICE:** Editions maintained and distributed by the publisher for restock of newsracks, newsstands, area retail businesses, office deliveries, and advertising purposes during the edition cycle. Subject to paragraph 5E returns.

**CONTROLLED RETURNS:** Distributed editions, in the controlled distribution categories, returned to the publisher unsold and/or unclaimed during the edition cycle \*(See paragraph 12 for CVC return/unclaimed confirmation.) Publications with greater than 25% returnable source distribution must report returns or unclaimed copies to qualify for net circulation reporting.

**D. PAID DISTRIBUTION:** Editions distributed by the publisher through paid subscription or other monetary exchange with individual readers.

**1. CARRIER DELIVERY:** See C1 for explanation of carrier home delivery.

**2. SINGLE COPY:** Editions distributed to newsracks, newsstands, and/or area retail businesses and available to individual readers. Subject to paragraph 5E returns.

**3. MAIL:** See C3 for explanation of mail distribution.

**4. PAID WAITING ROOMS:** See C5 for explanation of waiting room distribution.

**5. PAID HOTELS:** See C6 for explanation of hotel distribution.

**6. PAID EDUCATION:** See C8 for explanation of NIE distribution.

**7. RESTOCK / OFFICE SERVICE:** See C9 for explanation of Restock and Office distribution.

**PAID RETURNS:** See section C: Controlled Returns for explanation of returns reporting \*(See paragraph 12 for CVC return/unclaimed confirmation.)

**E. SPONSORED / VOLUNTARY PAID DISTRIBUTION:** Editions distributed by the publisher that are sponsored by a third party monetary exchange or voluntary reader payment system.

**1. CARRIER DELIVERY:** See C1 for explanation of carrier home delivery.

**2. SINGLE COPY:** Editions distributed to newsracks, newsstands, and/or area retail businesses and available to individual readers on a voluntary pay basis. Subject to paragraph 5E returns.

**3. MAIL:** See C3 for explanation of mail distribution.

**4. SPONSORED WAITING ROOMS:** See C5 for explanation of waiting room distribution.

**SPONSORED RETURNS:** See section C: Controlled Returns for explanation of returns reporting \*(See paragraph 12 for CVC return/unclaimed confirmation.)

**F. 1. AVERAGE GROSS DISTRIBUTION:** Average gross distribution based on quarterly averages for the audit period indicated. (Total of controlled distribution (A), paid distribution (B), and sponsored distribution (C)).

**G. 1. UNCLAIMED / RETURNS:** Distributed editions returned to the publisher unsold and/or unclaimed during the edition cycle \*(See paragraph 12 for CVC return/unclaimed confirmation.)

**H. 1. AVERAGE NET CIRCULATION:** Average net circulation for the audit period indicated. (Total of controlled distribution (C), paid distribution (D), and sponsored distribution (E) minus unclaimed / return (G)).



**6A. Audited Average Website Reporting - www.stylemagazine.com**

	Monthly Audit Period Average
Website Unique Visitors	149,924
Website Visitors	207,065
Percent of New Visitors	96.46%
Website Page Views	476,841
Pages Per Visit	2.30
Average Time Spent on Website	00:01:21
Bounce Rate	61.72%

**Explanatory – Website**

**PARAGRAPH SIX (A)**  
**UNIQUE VISITORS:** A unique visitor to a website where the user registers or where the user is identified or marked by a cookie, IP address, or other ID that is attached to the browser within the defined cycle. Limitations apply to the measurement of unique visitors. Please see CVC Rules & Regulations for further information.  
**VISITORS:** The total number of visitors, expressed as a monthly average, to a publication’s website regardless of unique status, as expressed above.  
**PERCENT NEW VISITORS:** The percentage of visitors that have visited the publication’s website for the first time through the course of the month and are considered unique and are differentiated from multiple returning visits.  
**PAGE VIEWS:** The transmittal of a full page contained within the website to the user’s browser.  
**PAGES PER VISIT:** The average number of page views per session, expressed as a monthly average.  
**AVG. TIME SPENT:** The average amount of time spent on a website during a single visit, expressed in HH:MM:SS  
**BOUNCE RATE:** Bounce rate reports the percentage of visits that view only one page before exiting a site. This number is presented as a monthly average.

**6B. Audited Online/Digital Edition Reporting - Not Applicable**

**6C. Text Media - Not Applicable**

**6D. Social Media**

Social Media Source	Media Usage
Facebook - www.facebook.com/HoustonStyleMagazine	39,119 Likes
Twitter - @houstonstyle	7,762 Followers
Other: Instagram	7,545 Followers

**Explanatory – Social Media**

**PARAGRAPH SIX (D)**  
**FACEBOOK LIKES:** The average number of Likes as expressed by followers of the Facebook page. Information sourced at regular intervals from the publications page on Facebook.com or third party measurement sources.  
**TWITTER FOLLOWERS:** The average number of Followers as expressed by members of the Twitter community. Information sourced at regular intervals from the publications page on Twitter.com or third party measurement sources.

**6E. Email Media - Not Reported**

Media Type	Database Recipients
Subscriber Email Database	Not Applicable
Advertiser Email Database	Not Applicable
Non-Subscriber Email Opt-In Database	39,508

**Explanatory – Email Media**

**PARAGRAPH SIX (E)**  
**MAGAZINE SUBSCRIBER EMAIL DATABASE:** Subscribers of the publication who have provided email contact data to receive newsletters, special content, special offers, coupons or redemption codes for use within a specified period of time.  
**ADVERTISER EMAIL DATABASE:** Subscribers provided by advertisers, who have provided email contact data to receive newsletters, special content, special offers, coupons or redemption codes for use within a specified period of time, with a specific advertiser.  
**NON-SUBSCRIBER EMAIL OPT-IN DATABASE:** Subscribers who have provided email contact data to receive newsletters, special content, special offers, coupons or redemption codes for use within a specified period of time, and are sourced through third party efforts such as trade shows, opt-in email newsletters or surveys.

**6F. Video & Podcast Media - Not Applicable**

**7. Average Print Distribution History**

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/14-12/31/14	CVC	30,900	30,900	30,900	-
01/01/05-12/31/13	No Reporting	No Reporting	No Reporting	No Reporting	No Reporting

**8. Distribution by Zip Code (10/21/2014 Edition) Thursday**

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
77002	Houston	Harris	TX	0	600	0	0	600
77004	Houston	Harris	TX	0	2,200	0	0	2,200
77005	Houston	Harris	TX	0	50	0	0	50
77006	Houston	Harris	TX	0	50	0	0	50
77008	Heights	Harris	TX	0	50	0	0	50
77013	Houston	Harris	TX	0	300	0	0	300
77015	Cloverleaf	Harris	TX	0	2,200	0	0	2,200
77016	Houston	Harris	TX	0	450	0	0	450
77018	Houston	Harris	TX	0	350	0	0	350
77019	Houston	Harris	TX	0	100	0	0	100
77021	Houston	Harris	TX	0	1,200	0	0	1,200
77022	Houston	Harris	TX	0	400	0	0	400
77025	Houston	Harris	TX	0	100	0	0	100
77026	Houston	Harris	TX	0	200	0	0	200
77028	Houston	Harris	TX	0	50	0	0	50
77030	Houston	Harris	TX	0	50	0	0	50
77031	Houston	Harris	TX	0	300	0	0	300
77033	Houston	Harris	TX	0	600	0	0	600
77035	Houston	Harris	TX	0	2,100	0	0	2,100
77036	Houston	Harris	TX	0	50	0	0	50
77039	Aldine	Harris	TX	0	50	0	0	50
77042	Houston	Harris	TX	0	50	0	0	50
77045	Houston	Harris	TX	0	1,200	0	0	1,200
77047	Houston	Harris	TX	0	400	0	0	400
77048	Houston	Harris	TX	0	100	0	0	100
77049	Houston	Harris	TX	0	50	0	0	50
77051	Houston	Harris	TX	0	50	0	0	50
77053	Houston	Fort Bend	TX	0	600	0	0	600
77054	Houston	Harris	TX	0	300	0	0	300
77057	Houston	Harris	TX	0	50	0	0	50
77063	Houston	Harris	TX	0	50	0	0	50
77070	Houston	Harris	TX	0	50	0	0	50
77071	Houston	Harris	TX	0	2,000	0	0	2,000
77072	Houston	Harris	TX	0	300	0	0	300
77074	Houston	Harris	TX	0	100	0	0	100
77077	Houston	Harris	TX	0	350	0	0	350
77079	Addicks	Harris	TX	0	50	0	0	50
77081	Houston	Harris	TX	0	50	0	0	50
77082	Houston	Harris	TX	0	100	0	0	100
77083	Houston	Harris	TX	0	400	0	0	400



**8. Distribution by Zip Code (10/21/2014 Edition) Thursday (continued)**

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
77084	Addicks Barker	Harris	TX	0	300	0	0	300
77085	Houston	Harris	TX	0	300	0	0	300
77087	Houston	Harris	TX	0	50	0	0	50
77088	Houston	Harris	TX	0	1,000	0	0	1,000
77089	Houston	Harris	TX	0	100	0	0	100
77091	Houston	Harris	TX	0	1,850	0	0	1,850
77092	Houston	Harris	TX	0	100	0	0	100
77093	Houston	Harris	TX	0	50	0	0	50
77096	Houston	Harris	TX	0	300	0	0	300
77099	Houston	Harris	TX	0	700	0	0	700
77201	Houston	Harris	TX	0	100	0	0	100
77401	Bellaire	Harris	TX	0	200	0	0	200
77450	Katy	Harris	TX	0	100	0	0	100
77459	Missouri City	Fort Bend	TX	0	1,000	0	0	1,000
77469	Booth	Fort Bend	TX	0	400	0	0	400
77471	Rosenberg	Fort Bend	TX	0	500	0	0	500
77477	Stafford	Fort Bend	TX	0	800	0	0	800
77478	Sugar Land	Fort Bend	TX	0	600	0	0	600
77479	Dewalt	Fort Bend	TX	0	500	0	0	500
77489	Missouri City	Fort Bend	TX	0	1,200	0	0	1,200
77494	Katy	Fort Bend	TX	0	50	0	0	50
77584	Pearland	Brazoria	TX	0	2,050	0	0	2,050
Misc.	Assorted	Assorted	TX	0	50	0	0	50
<b>TOTAL</b>				<b>0</b>	<b>30,000</b>	<b>0</b>	<b>0</b>	<b>30,000</b>

**9. Distribution by County (10/21/2014 Edition) Thursday**

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Brazoria	Pearland	TX	0	2,050	0	0	2,050
Fort Bend	Booth Dewalt Houston Katy Missouri City Rosenberg Stafford Sugar Land	TX	0	5,650	0	0	5,650
Harris	Addicks Addicks Barker Aldine Bellaire Cloverleaf Heights Houston Katy	TX	0	22,250	0	0	22,250
Misc.	Assorted	TX	0	50	0	0	50
<b>TOTAL</b>			<b>0</b>	<b>30,000</b>	<b>0</b>	<b>0</b>	<b>30,000</b>

**10. Verification of Distribution – Mail and Carrier Delivery Distribution**

Houston Style did not report significant carrier delivery or mail distribution during the audit period. Carrier delivery is verified through the review of carrier statements and/or additional publisher support documents. Mail distribution is verified through the review of postal mail statements and/or additional publisher support documents.

**11. Verification of Distribution – Controlled Bulk / Demand Distribution / Single Copy**

The Circulation Verification Council performed delivery verification in the primary market areas indicated in paragraph nine. Delivery verification can include, but is not limited to, on-site verification, business and cell phone interviews, online, email, and/or social media contact. Delivery verification source data can include, but is not limited to, business and cell phone listings, publisher delivery lists, opt-in email, online, and/or social media databases. Circulation Verification Council performed the delivery verification from locations chosen randomly from the publication’s delivery list(s). The purpose was to verify whether the distribution and return quantities reported by the publisher are reasonable and accurate.

**This is a gross distribution audit. The publisher did not file return / unclaimed editions to qualify for CVC net circulation reporting.**

**CVC verification indicates that less than 20% of Houston Style’s returnable source distributed editions are returned to the publisher unclaimed after the edition cycle.**

**12. Paid Reporting Analysis – Not Applicable**

**Optional Publisher Reporting - Special Section / Special Edition Reporting**

SPECIAL SECTION TITLE	DEADLINE MONTH	EDITION MONTH
Salute to Martin Luther King Jr. Spring Fashion Preview	January	January
Black History Month Valentine’s Day	February	February
Black Newspaper Week Easter Day Special Salute	March	March
Salute to Cosmetology Summer Travel & Vacation International Festival Special	April	April
Mother’s Day Graduation Salute	May	May
Father’s Day Black Music Month – Juneteenth Summer Fashion	June	June
Independence Day Special	July	July
Back to School	August	August
M.E.D Week Fall Fashion	September	September
Campaign Special Halloween Election	October	October
Thanksgiving Black Friday Shopping	November	November
Christmas / Kwanzaa	December	December

### 13. Council Audit Statement

Circulation Verification Council (CVC) reviewed the printing, distribution, circulation, technology, and general business records of this publication for the purpose of compiling this information. The review was completed using Council audit procedures considered necessary under the circumstances of the audit in compliance with CVC Rules and Regulations. In our opinion, this report fairly and accurately represents the publication's printing, distribution, circulation, and technology reporting for the period indicated. The publication has sworn that the information presented for this audit reporting is accurate and supplied CVC with general business records substantiating the information under audit review. This report is released subject to the provisions of the CVC Rules & Regulations which are hereby incorporated by reference. CVC Rules & Regulations may be amended from time to time without notice at the sole discretion of CVC. In no event shall CVC be liable for indirect, incidental, consequential, special, or punitive damages, or damages for lost profits, lost income, or lost savings arising by negligence, intended conduct, breach of contract, or otherwise. CVC reports and data are released for the sole use of advertising purchase evaluations and any use for valuations or determination of value is strictly prohibited. This report is subject to copyright laws and may only be reproduced by the publisher.



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**The current status of this report expires December 31, 2015.**

**If this report is presented after December 31, 2015 please call the toll-free number listed below.**



## Houston Style - Houston, TX - 01-0257 - Supplemental Readership Study

The Circulation Verification Council surveyed Houston Style readers in the primary market areas indicated in publication's CVC audit report. The purpose was to identify the number of individuals who indicate they have read at least two of the last four issues of the publication, and gather study information solely for advertising purchase evaluations. Market statistics estimates appearing in CVC reports, when available, are obtained from EASI Software. CVC study sources can include, but are not limited to, residential and cell phone surveys, online surveys, email surveys, and/or social media surveys. Study source data can include, but is not limited to, residential phone listings, cell phone exchanges, publisher delivery lists, opt-in email, online, and/or social media databases. Residential and cell phone survey populations consisted of adults age 18 and over, living in households within the survey area. Within this area, each individual had a known (or "non-zero") probability of being selected for the random sample. Surveys were conducted solely with pre-designated respondents and no substitutions were permitted. Initial survey attempts were spread evenly across all survey days (i.e., Tuesday through Saturday). A minimum of 250 completed surveys, or 2.5% of net circulation for publications under 10,000 net circulation is required with no more than one survey per household. Survey Procedures: To ensure the highest degree of comparability and to facilitate the survey process, a standard, consistent, specified list of questions was asked. Surveys were conducted over a minimum period of three weeks to minimize the impact of weather and/or special news stories. Every effort was made to ensure that surveys were assigned randomly by day and that an approximately equal number of surveys were completed on each survey day. Where appropriate, data was balanced and/or weighted by ZIP code using up-to-date known demographics: gender, age, number of adults in household and ethnicity in those cases where one minority comprised no less than ten percent of the total population. Non-responses to any single question were eliminated from the survey. In all cases, at least six attempts were made to contact all pre-designated respondents. Every effort was made to surmount language, cultural, behavioral and other barriers to a successful survey; and to the extent feasible, contact attempts were scheduled on a random basis. During the survey process, no questions were asked prior to the readership question, with the exception of a qualifying question designed to determine the ZIP code of the individual; and a general warm-up call explanation designed to put the respondent at ease. Warm-up questions did not include any reference to a publication itself or the nature of the study information. The study followed recommended guidelines developed in part from established media usage and evaluation guidelines. Survey totals may not equal 100% due to rounding. The Circulation Verification Council estimates that all the information in this survey has a maximum error margin of +/-3.5% at the 95% confidence level. \*0 Survey respondents were interviewed during the verification of carrier delivery and mail distribution. 193 Survey respondents reported reading a minimum of two of the last four issues through single copy, controlled bulk, or pass along distribution. 116 Survey respondents responded to a geo-coded outbound email verification. This publication did not participate in the CVC online survey program.

• **Average readers per edition during the audit period: 3.25**

\*Readership estimates compiled from 2014 CVC circulation & readership study data.

1. Houston Style is distributed regularly in your area. Do you regularly read or look through Houston Style?  
 YES 309 Survey Respondents

2. Do you frequently purchase products or services from ads seen in Houston Style?  
 YES 155 50.2%  
 NO 154 49.8%

3. How long do you keep Houston Style before discarding it?  
 49% 1-2 Days  
 24% 3-4 Days  
 13% 5-6 Days  
 14% 1 Week or More

4. Reader Gender (Voice recognition - Gender Bias Rotation)

Reader	Market	
Demographics	Demographics	
54%	49%	Male Readers
46%	51%	Female Readers



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5. Please select the category that best describes your age.

Reader Demographics	Market Demographics
02%	06% 18 - 20
19%	08% 21 - 24
32%	22% 25 - 34
26%	19% 35 - 44
16%	18% 45 - 54
02%	15% 55 - 64
02%	07% 65 - 74
01%	04% 75 - 84
00%	01% 85 years or older

6. What category best describes your combined annual household income for last year?

Reader Demographics	Market Demographics
05%	12% under \$15,000
07%	10% \$15,000 - \$24,999
16%	10% \$25,000 - \$35,999
20%	13% \$35,000 - \$49,999
24%	16% \$50,000 - \$74,999
15%	12% \$75,000 - \$99,999
07%	08% \$100,000 - \$124,999
03%	05% \$125,000 - \$149,999
02%	06% \$150,000 - \$199,999
01%	08% over \$200,000

7. What is the highest level of education you have obtained?

Reader Demographics	Market Demographics
06%	20% Some High School or Less
24%	21% Graduated High School
24%	25% Some College
30%	21% Graduated College
13%	08% Completed Master Degree
02%	03% Completed Professional Degree
01%	02% Completed Doctorate Graduate



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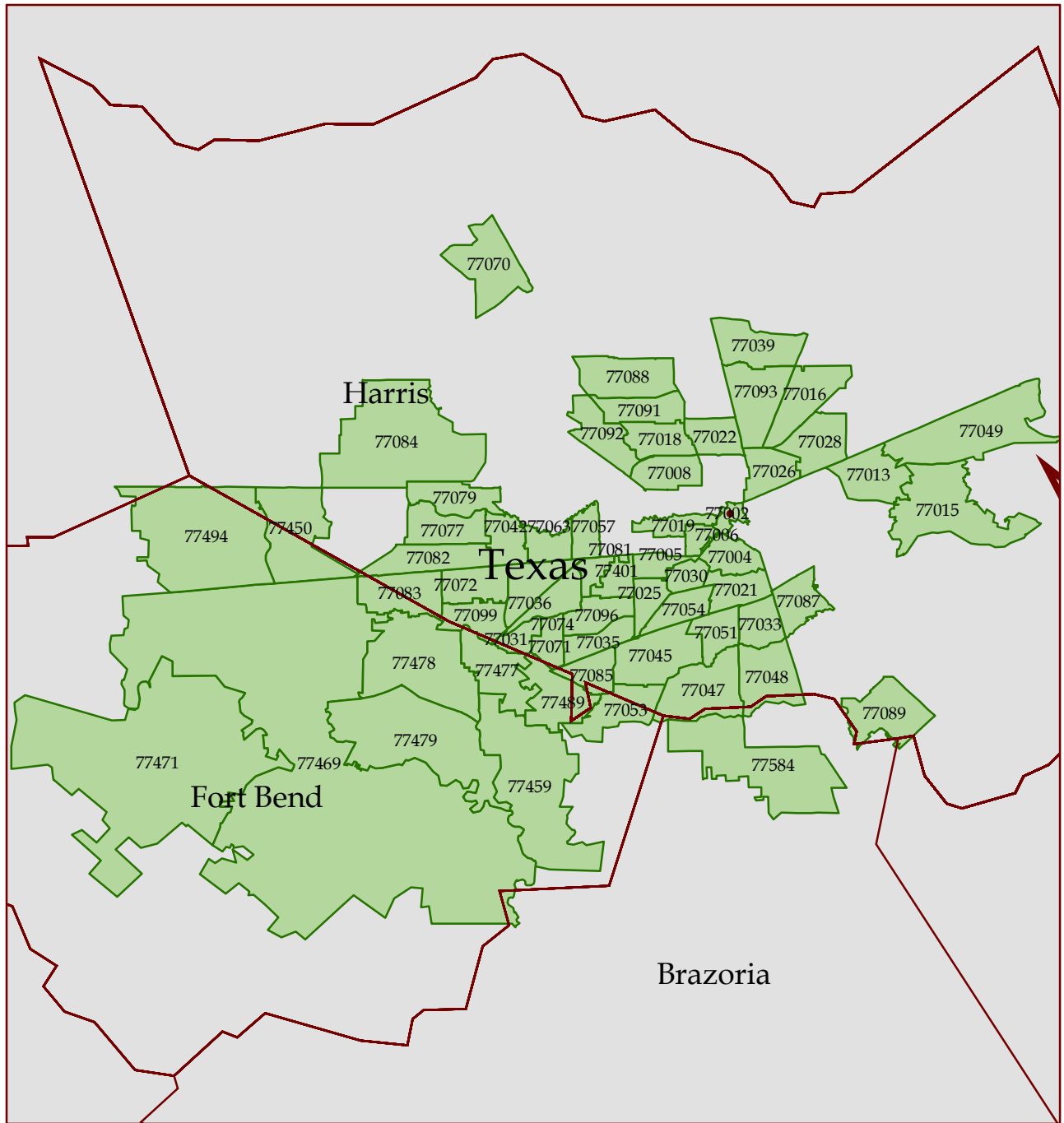


8. Which of the following products or services do you plan to purchase during the next twelve months?

- 11% New Automobile (% = Positive respondents)
- 22% Used Automobile
- 09% Antiques / Auctions
- 35% Furniture / Home Furnishings
- 15% Major Home Appliance
- 23% Computers / Tablets / Laptops
- 24% Home Improvements / Home Improvement Supplies
- 30% Television / Electronics
- 13% Carpet / Flooring
- 48% Automobile Accessories (tires, brakes & service)
- 20% Lawn & Garden Supplies
- 27% Florist / Gift Shops
- 18% Home heating / Air conditioning (service, new equipment)
- 51% Vacations / Travel
- 07% Real Estate
- 59% Men's Apparel
- 61% Women's Apparel
- 30% Children's Apparel
- 01% Boats / Personal Watercraft
- 11% Art & Crafts Supplies
- 13% Childcare
- 24% Education / Classes
- 12% Attorney
- 19% Veterinarian
- 10% Chiropractor
- 24% Financial Planner (Retirement, Investing)
- 39% Tax Advisor / Services
- 34% Health Club / Exercise Class
- 27% Cleaning Services (Carpet Cleaning, Air Duct Cleaning, Home Cleaning)
- 14% Weight Loss
- 26% Lawn Care Service (Maintenance & Landscaping)
- 49% Legal Gambling Entertainment (Lottery, Casinos, Racetracks, Bingo)
- 57% Pharmacist / Prescription Service
- 33% Cell Phone or Smart Phone (New Service or Update Service)
- 82% Dining & Entertainment
- 29% Jewelry
- 10% Wedding Supplies
- 35% Athletic & Sports Equipment
- 06% Motorcycles / ATV's





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Houston Style Magazine  
 Houston, Texas  
 01-0257

Key to Features

-  County Boundary
-  ZIP Code Boundary

