

# > Statistics

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## CIRCULATION

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## SPECIAL ANNUAL ISSUES

Best of Austin

Restaurant Poll

Austin Music Awards

SXSW weeklies + dailies

Hot Sauce Festival

ACL Festival

Holiday Gift Guide

Green Issue

## DEMOGRAPHICS

**AGE** 18-34 // 36%

35-49 // 34%

18-49 // 70%

**GENDER** Male 49%

Female 51%

**INCOME** Median Household \$69,100

**EDUCATION** Attended College 91% // Graduated College 66%

**MARKET PENETRATION** More than one in four (28%) Austin adults (443,600)

**WEB PENETRATION** 213,200

**CUMULATIVE PENETRATION PRINT + WEB** 37%



I love that in Austin, you  
can go to a **THEATRE**  
**BENEFIT** and a **DRUM**  
**CIRCLE** on the same day.

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