

Texas Highways

2013 Reader Profile Study



The TRAVEL MAGAZINE of TEXAS



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The findings cited in this report are based on a survey sponsored by the Texas Department of Transportation (TxDOT) on behalf of their publication, *Texas Highways*.

PURPOSE

Through the use of a mixed-mode survey effort (mail and email) representing the *Texas Highways* circulation of active subscribers (excluding TxDOT employees), the purpose of this research project was to provide editors and advertisers with a profile of this audience.

Specific areas of inquiry included:

- recipients' readership and use of *Texas Highways*
- their preferences for future topic coverage
- their other information sources and use of the *Texas Highways* website
- their Texas travel and activities
- a demographic and household profile

The survey sample of 26,000 was selected in systematic, stratified fashion by *Texas Highways* and Readex Research from the *Texas Highways* circulation of active subscribers (excluding TxDOT employees), representing 103,710 recipients at the time of sample selection.

The sample was stratified by contact information provided (whether or not the recipient had an email address available) and by age to optimize statistical precision for anticipated segment-level analyses. Responses have been weighted in tabulation to accurately reflect true population proportions.

Data was collected via mail and online surveys from November 13 to December 27, 2013. The survey was closed for tabulation with 2,808 usable responses—an 11% overall response rate. The mail segment received a higher response rate than the email segment (40% vs. 10%). As with any research, the results should be interpreted with the potential of non-response bias in mind. It is unknown how those who responded to the survey may be different from those who did not respond. In general, the higher the response rate, the lower the probability of estimation errors due to non-response and thus, the more stable the results.

The margin of error for percentages based on 2,808 usable responses is ± 1.8 percentage points at the 95% confidence level. The margin of error for percentages based on smaller sample sizes will be larger.

(Please refer to the Appendix for details of the survey method.)

METHOD

Readex Research is a nationally recognized independent research company located in Stillwater, Minnesota. Its roots are in survey research for the magazine publishing industry, but specialization in conducting high-quality survey research (by mail and/or the Internet) has brought clients from many other markets, including associations, corporate marketers and communicators, and government agencies. Since its founding in 1947, Readex has completed thousands of surveys for a lengthy and diverse list of clients.

As a full-service survey research supplier, Readex provides in-house processing of all phases of each project (traditional mailing, broadcast emailing, and data processing) to ensure complete control over project quality and schedule. Analytical capabilities include a range of multivariate statistics and modeling techniques, in addition to the more traditional stub-and-banner tabulations.

This survey was conducted and this report was prepared by Readex in accordance with accepted research standards and practices.

ABOUT READEX RESEARCH

Subscription Tenure and Readership Frequency

Subscribers¹ have been receiving *Texas Highways* for an average of 11.5 years. The publication does a good job at both retaining subscribers and acquiring new ones; 22% have subscribed to the publication for at least 20 years, while 11% are new subscribers (less than 1 year).

Subscription Tenure	
30 years or more	8%
25 - 29 years	5%
20 - 24 years	9%
15 - 19 years	9%
10 - 14 years	15%
5 - 9 years	16%
1 - 4 years	26%
less than 1 year	11%
mean (years)	11.5
median	9

base: all 2,808 respondents

Readership of *Texas Highways* is extremely strong. The typical subscriber has read or looked through all 4 of the last 4 issues; 93% have read/looked through at least 3 of the last 4 issues. While readership is high across all age segments, it tends to be slightly lower among the younger audience.

¹ “Subscribers” refers to the 2,808 individuals from *Texas Highways*’ circulation of active subscribers (excluding TxDOT employees) who responded to the survey, representing 103,710 individuals at the time of sample selection.

Readership Frequency by Age

How many of the last 4 issues of *Texas Highways* have you read or looked through?

FINDINGS

Readership and Use of *Texas Highways*

	TOTAL	<40	40 - 59	60 - 69	70+
4 of 4	85%	70%	83%	86%	85%
3 of 4	8%	13%	9%	9%	8%
2 of 4	3%	14%	5%	2%	2%
1 of 4	2%	1%	2%	1%	2%
none	1%	2%	0%	1%	1%
mean	3.8	3.5	3.7	3.8	3.8
median	4	4	4	4	4
haven't yet received 4 issues	1%	1%	1%	1%	2%

base: all 2,808 respondents; those in each segment

 =5%-9%

 =10%-79%

 =80%+

Reasons for Reading Texas Highways by Age

For what reasons do you read *Texas Highways*?

FINDINGS

Readership and Use of *Texas Highways*

	TOTAL	<40	40 - 59	60 - 69	70+
to learn about different Texas cities/towns	85%	79%	86%	84%	86%
to learn about Texas landscape/wildlife	77%	66%	78%	77%	78%
to enjoy the photography	70%	57%	64%	66%	75%
for inspiration to travel	63%	74%	74%	67%	54%
to learn about small-town festivals	58%	53%	64%	61%	54%
for entertainment	54%	57%	53%	49%	58%
to learn about Texas cultural arts/events	53%	60%	56%	59%	46%
to get specific information about planning trips	45%	44%	50%	51%	38%
other	8%	9%	9%	7%	7%

base: all 2,808 respondents; those in each segment (multiple answers)

 =30%-49%

 =50%-69%

 =70%+

Actions Taken by Age

In the last 12 months, what actions have you taken as a result of reading *Texas Highways*?

FINDINGS

Readership and Use of *Texas Highways*

	TOTAL	<40	40 - 59	60 - 69	70+
traveled to/visited a destination in Texas	73%	74%	77%	83%	64%
discussed travel with others	60%	60%	66%	66%	53%
used information for future trips	58%	60%	70%	67%	45%
attended an event or festival in Texas	50%	44%	55%	58%	41%
passed magazine along to others	48%	40%	42%	47%	50%
scheduled a weekend trip in Texas	38%	39%	41%	44%	31%
extended a planned trip in Texas	26%	14%	24%	28%	25%
visited an advertiser's website	24%	39%	36%	30%	14%
visited more attractions	22%	18%	22%	24%	20%
visited the TEXAS HIGHWAYS website	17%	37%	24%	22%	10%
purchased a TEXAS HIGHWAYS product	9%	2%	7%	11%	11%
made reservations/purchased tickets	8%	16%	10%	10%	5%
used advertiser inquiry card	6%	7%	6%	8%	6%
contacted an advertiser	6%	10%	6%	9%	4%
purchased other product or service	4%	8%	3%	5%	3%
other	2%	3%	2%	1%	1%
TOOK ACTION	93%	92%	94%	97%	88%

base: all 2,808 respondents; those in each segment (multiple answers)

=30%-49%
 =50%-69%
 =70%+

Travel Due to Reading Texas Highways

Three in four subscribers (73%) traveled to/visited a destination in Texas in the last 12 months as a result of reading *Texas Highways*, averaging 1.6 trips/destinations each. Among this group of travelers inspired by the publication, their longest trips averaged 3.6 days.

One in four subscribers (26%) extended a Texas trip in the last 12 months as a result of reading *Texas Highways*. Among this group, their average trip extension was 2.3 days.

One-half of subscribers (49%) attended an event or festival in Texas in the last 12 months as a result of reading *Texas Highways*.

Travel Due to Reading Texas Highways

If you decided to travel to/visit a Texas destination in the last 12 months after reading *Texas Highways*, how many days was your longest trip?

If you decided to extend a Texas trip in the last 12 months after reading *Texas Highways*, how many days did you extend your trip?

In the last 12 months, how many times have you done each of the following as a result of reading *Texas Highways*?

*proportion who traveled to/visited a destination in Texas	73%
*mean number of times	1.6 times
**mean length of longest trip	3.6 days
*proportion who extended a Texas trip	26%
***mean length of trip extension	2.3 days
*proportion who attended an event or festival in Texas	49%
*mean number of times	1 time

*base: all 2,808 respondents

**base: 2,232 respondents who traveled to/visited a Texas destination in the last 12 months due to reading *Texas Highways*

***base: 755 respondents who extended a Texas trip in the last 12 months due to reading *Texas Highways*

FINDINGS

Readership and Use of *Texas Highways*

Topic Interests

Subscribers are interested in reading about a variety of topics in *Texas Highways*. About three-fourths or more are interested (rating of 4 or 5 on a 5-point scale where 5 = very interested and 1 = not at all interested) in reading about history and historic sites (83%), small-town destinations (77%), food & restaurants (73%), state/national parks (73%), and/or driving tours (73%). More than half are interested in wildlife (70%), profiles of famous Texans (66%), science and natural history (64%), and/or festivals (55%). Other topics such as theme parks (15%) are of interest to a minority, warranting more limited coverage.

Those under the age of 70 are more likely than older subscribers to be interested in reading many of the listed topics in *Texas Highways*. Select differences are displayed below; for a complete comparison, refer to Table 011 in the *Data Tables* section.

**Topic Interests:
Interested* Summary by Age**

	<40	40 - 59	60 - 69	70+
state/national parks	87%	88%	80%	62%
driving tours	74%	82%	83%	60%
science and natural history	74%	69%	68%	59%
festivals	69%	71%	62%	42%
Texas music events	62%	62%	48%	25%
vineyards tours	43%	45%	39%	24%
art museums	49%	33%	34%	23%
urban destinations	48%	39%	28%	22%

base: those in each segment

*Interested = rating of 4 or 5 on a 5-point scale where 5 = very interested and 1 = not at all interested

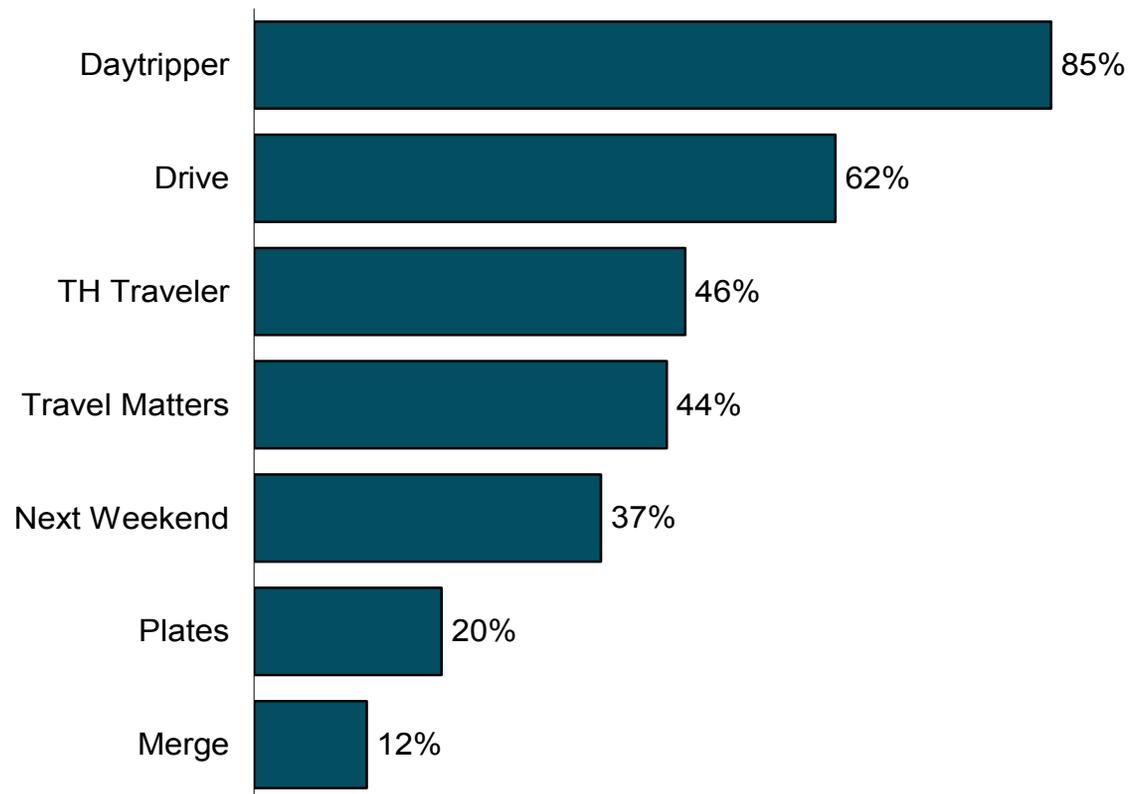
=30%-49%
 =50%-69%
 =70%+

Sections of Interest

Which of the following sections in *Texas Highways* do you find interesting?

FINDINGS

Topic and Section Interests



base: all 2,808 respondents (multiple answers)

Feature Interests by Age

How interested are you in seeing the following features on the *Texas Highways* website?

INTERESTED* SUMMARY

	TOTAL	<40	40 - 59	60 - 69	70+
events calendar	45%	49%	61%	53%	33%
photo slideshows	34%	46%	48%	42%	23%
magazine archives	31%	53%	47%	39%	17%
management of subscriptions online	24%	37%	37%	31%	13%
online store to buy TEXAS HIGHWAYS products	23%	20%	29%	30%	15%
ability to share magazine content with friends	18%	23%	25%	21%	12%
videos	18%	20%	27%	23%	9%
editor blogs	6%	9%	11%	7%	4%
web-only content	6%	19%	11%	7%	2%
interactions with other TEXAS HIGHWAYS readers	4%	8%	7%	4%	2%

base: all 2,808 respondents; those in each segment

*Interested = rating of 4 or 5 on a 5-point scale where 5 = very interested and 1 = not at all interested

=20%-29%
 =30%-39%
 =40%+

FINDINGS

Texas Highways Website and Online/Electronic Activities

Other Publications Read/Websites Visited Regularly

Texas Highways reaches a unique audience. Excluding local newspapers, no other publication or website is read/visited regularly by more than 37% of *Texas Highways* subscribers.

In comparison with other publications and websites they read/visit regularly, subscribers tend to feel that *Texas Highways* is superior. A majority rate it better (rating of 4 or 5 on a 5-point scale where 5 = much better and 1 = much worse) in all of the eight listed areas. See chart below.

Those between the ages of 40 and 69 are more likely than other subscribers to rate *Texas Highways* as better in nearly all areas than other publications/websites they read/visit regularly.

Comparison With Other Publications/Websites:

Better* Summary by Age

	TOTAL	<40	40 - 59	60 - 69	70+
quality of photography	82%	74%	84%	86%	80%
overall appearance	77%	64%	82%	82%	74%
value for the money	73%	66%	78%	79%	69%
accuracy of information presented	71%	58%	75%	76%	67%
quality of writing	70%	54%	71%	75%	68%
detail of information	70%	63%	74%	75%	66%
range of topics covered	70%	55%	69%	74%	69%
overall publication/website	66%	57%	76%	75%	57%

base: all 2,808 respondents; those in each segment

*Better = rating of 4 or 5 on a 5-point scale where 5 = much better and 1 = much worse

=60%-69%
 =70%-79%
 =80%+

Importance of Aspects to Travel and Sources of Information for Inspiring/Planning Vacations

Many aspects are important to subscribers when traveling. Affordability tops the list, rated by 82% as important (rating of 4 or 5 on a 5-point scale where 5 = very important and 1 = not at all important).

Historic landmarks and museums are important to 74% when they travel, and simply getting away from everyday life to 73%. Convenience is important to many subscribers as well; 72% rate ease of travel planning as important, and 64% convenient access to attractions. Variety of dining options is important to 66%.

Fewer find the architectural interest (46%) and/or cultural diversity (38%) of a destination important.

Nine in ten subscribers (89%) gather information for inspiring and planning vacations from *Texas Highways* magazine, while two-thirds (66%) do so from friends and relatives. One-fourth (26%) gather information for inspiring and planning vacations from www.texashighways.com.

Sources of Information for Inspiring/Planning Vacations			
Texas Highways magazine	89%	other destination website	21%
friends and relatives	66%	Texas State Travel Guide	16%
other magazines	41%	travel agencies	10%
newspapers	36%	www.traveltex.com	3%
www.texashighways.com	26%	blogs	2%
AAA automobile club	21%	other	7%

base: all 2,808 respondents (multiple answers)

Texas Trips

Nine in ten subscribers (88%) took trips for business or leisure within Texas in the last 12 months. The instance is slightly higher among those under 70 years old (91%-96%) than those 70 or over (81%).

	TOTAL	<40	40 - 59	60 - 69	70+
proportion who took a trip within Texas in last 12 months	88%	96%	91%	93%	81%

base: all 2,808 respondents

Those who took trips within Texas in the last 12 months did so for a variety of reasons, most commonly to connect with family/friends (62%), enjoy new experiences (44%), and/or to get out of the city (39%). Shopping and trying new restaurants were travel reasons for 25% each.

89% of those who took trips within Texas in the last 12 months took leisure trips. They averaged 3.7 leisure trips within Texas in the last 12 months, with a typical trip averaging 3.1 days.

Leisure Trips	
proportion who took leisure trips within Texas in the last 12 months	89%
mean number of leisure trips	3.7 trips
mean length of typical leisure trips	3.1 days

base: 2,586 respondents who took a trip within Texas in the last 12 months