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*.

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.)
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.
Subscription Tenure and Readership Frequency

Subscribers\(^1\) 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).

<table>
<thead>
<tr>
<th>Subscription Tenure</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>30 years or more</td>
<td>8%</td>
</tr>
<tr>
<td>25 - 29 years</td>
<td>5%</td>
</tr>
<tr>
<td>20 - 24 years</td>
<td>9%</td>
</tr>
<tr>
<td>15 - 19 years</td>
<td>9%</td>
</tr>
<tr>
<td>10 - 14 years</td>
<td>15%</td>
</tr>
<tr>
<td>5 - 9 years</td>
<td>16%</td>
</tr>
<tr>
<td>1 - 4 years</td>
<td>26%</td>
</tr>
<tr>
<td>less than 1 year</td>
<td>11%</td>
</tr>
<tr>
<td><strong>mean (years)</strong></td>
<td><strong>11.5</strong></td>
</tr>
<tr>
<td><strong>median</strong></td>
<td><strong>9</strong></td>
</tr>
</tbody>
</table>

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?

<table>
<thead>
<tr>
<th></th>
<th>TOTAL</th>
<th>&lt;40</th>
<th>40 - 59</th>
<th>60 - 69</th>
<th>70+</th>
</tr>
</thead>
<tbody>
<tr>
<td>4 of 4</td>
<td>85%</td>
<td>70%</td>
<td>83%</td>
<td>86%</td>
<td>85%</td>
</tr>
<tr>
<td>3 of 4</td>
<td>8%</td>
<td>13%</td>
<td>9%</td>
<td>9%</td>
<td>8%</td>
</tr>
<tr>
<td>2 of 4</td>
<td>3%</td>
<td>14%</td>
<td>5%</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>1 of 4</td>
<td>2%</td>
<td>1%</td>
<td>2%</td>
<td>1%</td>
<td>2%</td>
</tr>
<tr>
<td>none</td>
<td>1%</td>
<td>2%</td>
<td>0%</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>mean</td>
<td>3.8</td>
<td>3.5</td>
<td>3.7</td>
<td>3.8</td>
<td>3.8</td>
</tr>
<tr>
<td>median</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>haven't yet received 4 issues</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>2%</td>
</tr>
</tbody>
</table>

base: all 2,808 respondents; those in each segment
**Reasons for Reading Texas Highways by Age**

For what reasons do you read *Texas Highways*?

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

**FINDINGS**
Readership and Use of *Texas Highways*

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*?

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

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

<table>
<thead>
<tr>
<th>Activity</th>
<th>Proportion/Number</th>
</tr>
</thead>
<tbody>
<tr>
<td><em>proportion who traveled to/visited a destination in Texas</em></td>
<td>73%</td>
</tr>
<tr>
<td><em>mean number of times</em></td>
<td>1.6 times</td>
</tr>
<tr>
<td><strong>mean length of longest trip</strong></td>
<td>3.6 days</td>
</tr>
<tr>
<td><em>proportion who extended a Texas trip</em></td>
<td>26%</td>
</tr>
<tr>
<td><strong>mean length of trip extension</strong></td>
<td>2.3 days</td>
</tr>
<tr>
<td><em>proportion who attended an event or festival in Texas</em></td>
<td>49%</td>
</tr>
<tr>
<td><em>mean number of times</em></td>
<td>1 time</td>
</tr>
</tbody>
</table>

*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*
**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.

<table>
<thead>
<tr>
<th>Topic Interests: Interested* Summary by Age</th>
<th>&lt;40</th>
<th>40 - 59</th>
<th>60 - 69</th>
<th>70+</th>
</tr>
</thead>
<tbody>
<tr>
<td>state/national parks</td>
<td>87%</td>
<td>88%</td>
<td>80%</td>
<td>62%</td>
</tr>
<tr>
<td>driving tours</td>
<td>74%</td>
<td>82%</td>
<td>83%</td>
<td>60%</td>
</tr>
<tr>
<td>science and natural history</td>
<td>74%</td>
<td>69%</td>
<td>68%</td>
<td>59%</td>
</tr>
<tr>
<td>festivals</td>
<td>69%</td>
<td>71%</td>
<td>62%</td>
<td>42%</td>
</tr>
<tr>
<td>Texas music events</td>
<td>62%</td>
<td>62%</td>
<td>48%</td>
<td>25%</td>
</tr>
<tr>
<td>vineyards tours</td>
<td>43%</td>
<td>45%</td>
<td>39%</td>
<td>24%</td>
</tr>
<tr>
<td>art museums</td>
<td>49%</td>
<td>33%</td>
<td>34%</td>
<td>23%</td>
</tr>
<tr>
<td>urban destinations</td>
<td>48%</td>
<td>39%</td>
<td>28%</td>
<td>22%</td>
</tr>
</tbody>
</table>

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

---

base: those in each segment

*Table legend:*

- [Light color] = 30%-49%
- [Medium color] = 50%-69%
- [Dark color] = 70%+
Sections of Interest
Which of the following sections in Texas Highways do you find interesting?

- Daytripper: 85%
- Drive: 62%
- TH Traveler: 46%
- Travel Matters: 44%
- Next Weekend: 37%
- Plates: 20%
- Merge: 12%

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

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

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%+
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

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

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.

<table>
<thead>
<tr>
<th>Sources of Information for Inspiring/Planning Vacations</th>
<th>89%</th>
<th>66%</th>
<th>21%</th>
<th>16%</th>
<th>41%</th>
<th>10%</th>
<th>36%</th>
<th>3%</th>
<th>21%</th>
<th>7%</th>
</tr>
</thead>
<tbody>
<tr>
<td><em>Texas Highways magazine</em></td>
<td></td>
<td></td>
<td>21%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>friends and relatives</td>
<td></td>
<td></td>
<td></td>
<td>16%</td>
<td></td>
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</tr>
<tr>
<td>other magazines</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>10%</td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>newspapers</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>3%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><a href="http://www.texashighways.com">www.texashighways.com</a></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>2%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>AAA automobile club</td>
<td>26%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>7%</td>
<td></td>
</tr>
</tbody>
</table>

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%).

<table>
<thead>
<tr>
<th>proprtion who took a trip within Texas in last 12 months</th>
<th>TOTAL</th>
<th>&lt;40</th>
<th>40 - 59</th>
<th>60 - 69</th>
<th>70+</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>88%</td>
<td>96%</td>
<td>91%</td>
<td>93%</td>
<td>81%</td>
</tr>
</tbody>
</table>

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.

<table>
<thead>
<tr>
<th>Leisure Trips</th>
</tr>
</thead>
<tbody>
<tr>
<td>proportion who took leisure trips within Texas in the last 12 months</td>
</tr>
<tr>
<td>mean number of leisure trips</td>
</tr>
<tr>
<td>mean length of typical leisure trips</td>
</tr>
</tbody>
</table>

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