

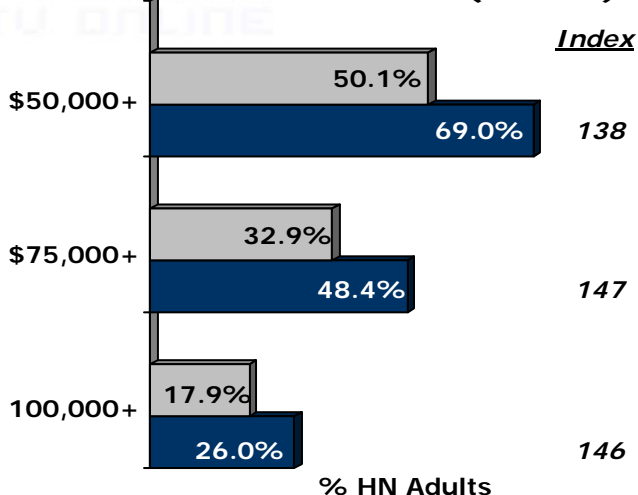


KTRK-TV Houston

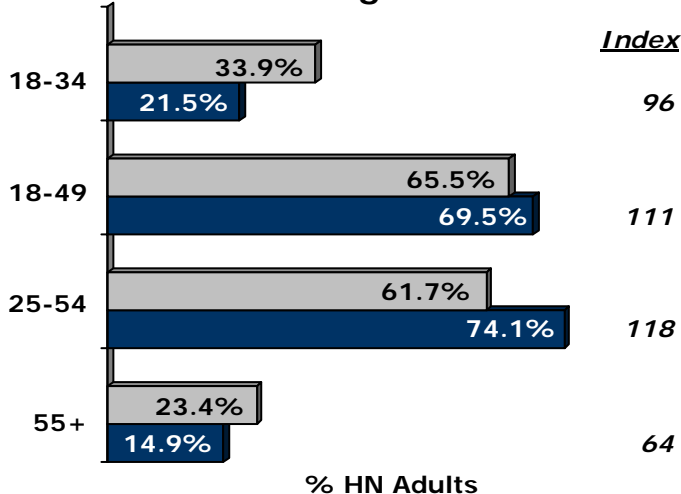
AUDIENCE PROFILE

Total
 Visited abc13.com in past month

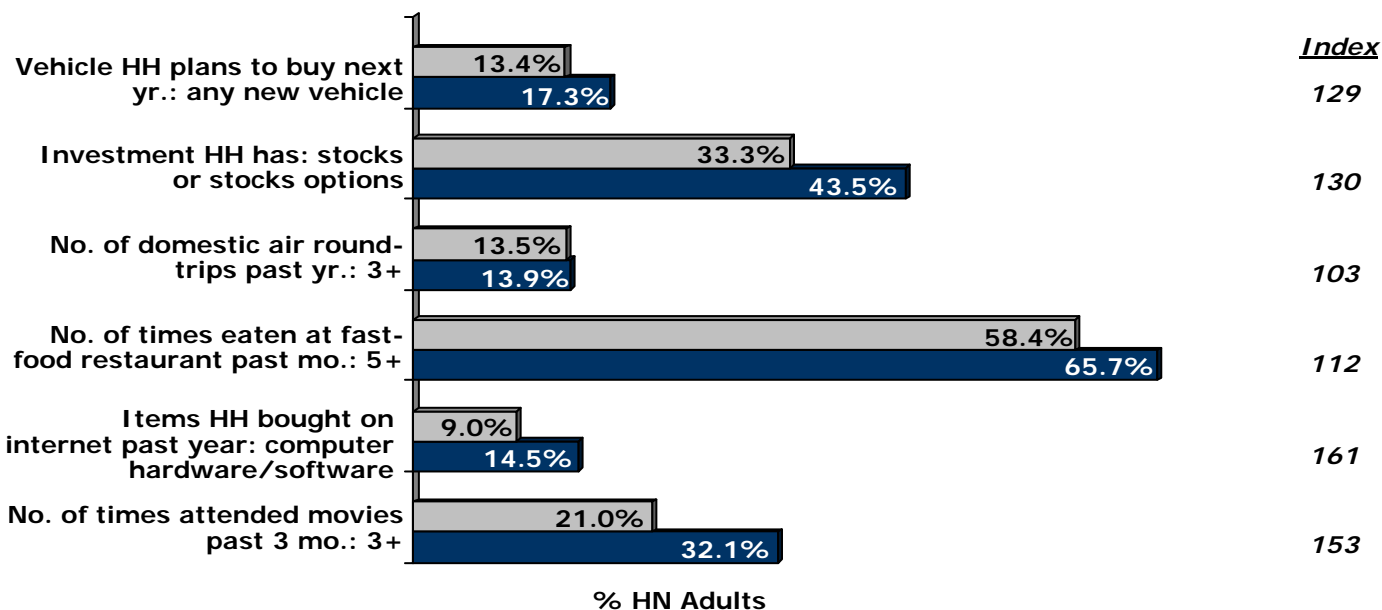
Household Income (annual)



Age



Delivers High Concentrations of Prospects for Key Categories



How to read: 13.4% of HN adults live in households that plan to buy a new vehicle next year. 17.3% of HN adults who visited abc13.com in the past month live in households that plan to buy a new vehicle next year. Therefore, HN adults that visited abc13.com in the past month are 29% more likely to live in households that plan to buy a new vehicle next year compared to the average HN adult.