

The Dallas Morning News/Fort Worth Star-Telegram

Newspapers First
THE LEADER IN MAJOR MARKETS



Target Reach And Coverage

	<u>DMA</u>					<u>CBSA</u>				
	# of Adults in DMA	Daily 1 Issue	%	Sunday 1 Issue	%	# of Adults in CBSA	Daily 1 Issue	%	Sunday 1 Issue	%
Demos										
Total Adults	4,902,655	1,476,069	30	2,060,878	42	4,406,163	1,412,549	32	1,935,125	44
Men	2,441,778	816,352	33	1,002,036	41	2,196,714	778,845	36	938,336	43
Women	2,460,877	659,717	27	1,058,842	43	2,209,449	633,704	29	996,789	45
18-24 Years of Age	672,566	121,062	18	215,184	32	611,362	121,062	20	194,675	32
25-34	981,445	168,636	17	271,321	28	890,981	164,407	19	260,327	29
35-44	1,041,413	245,214	24	363,308	35	958,566	240,376	25	349,065	36
45-54	938,880	340,074	36	467,893	50	852,807	330,251	39	442,009	52
55-64	643,957	300,325	47	378,064	59	568,609	277,845	49	351,260	62
65+	624,394	300,758	48	365,108	59	523,838	278,608	53	337,789	65
College Graduate+	1,327,718	546,454	41	695,640	52	1,246,050	528,319	42	679,217	55
Any College+	2,772,397	999,055	36	1,319,332	48	2,553,814	962,413	38	1,246,492	49
Prof'l/Mgmt/Busn & Finc'l Operations	1,465,897	483,771	33	677,532	46	1,347,881	468,057	35	638,944	47
Mgmt/Busn & Finc'l Operations	720,565	236,862	33	323,897	45	664,873	230,776	35	309,609	47
White collar	2,131,706	707,552	33	973,752	46	1,961,611	686,856	35	924,480	47
Employed	3,351,603	972,158	29	1,329,277	40	3,042,875	938,868	31	1,252,359	41
Married	2,969,240	959,767	32	1,298,596	44	2,655,982	919,001	35	1,216,872	46
1+ Children in HH	2,239,635	519,875	23	736,973	33	2,043,720	512,349	25	703,421	34
White	4,072,449	1,233,155	30	1,755,160	43	3,615,631	1,176,488	33	1,637,349	45
Black/African American	614,398	192,080	31	243,932	40	589,928	185,227	31	238,021	40
Hispanic	1,098,718	195,221	18	237,707	22	1,035,786	195,221	19	237,707	23
HHI \$75,000+	1,914,964	713,020	37	952,120	50	1,761,273	693,518	39	914,404	52
HHI \$50,000+	2,699,668	947,271	35	1,273,796	47	2,439,310	910,617	37	1,209,255	50
HHI \$35,000+	3,666,652	1,205,315	33	1,659,623	45	3,290,924	1,156,194	35	1,562,717	48
Own Home	3,509,208	1,171,833	33	1,620,044	46	3,110,337	1,114,821	36	1,509,372	49
New Cars Owned/Leased										
Owens/Leased 1+ Domestic Vehicle	547,162	115,016	21	185,234	34	489,592	108,025	22	179,142	37
Own/lease 1+ Foreign Vehicles	632,303	168,554	27	234,723	37	588,329	158,814	27	217,462	37
HH Owns 2+ Vehicles	3,489,106	1,085,892	31	1,472,605	42	3,103,908	1,035,474	33	1,376,058	44
HH Own any Vehicle Bght New or Leased	3,069,931	1,065,087	35	1,410,386	46	2,824,919	1,015,652	36	1,333,071	47
HH Plans to Buy Veh New/leased Next Yr.	709,566	210,770	30	306,276	43	649,782	202,593	31	293,675	45
Business Decision Maker For:										
Computer Hardware/Software	456,259	173,458	38	218,710	48	436,687	168,884	39	211,014	48
Information Technology (Network/Internet)	257,342	89,402	35	100,706	39	230,651	88,667	38	97,116	42
Communication Equipment	226,398	60,839	27	86,537	38	190,130	59,146	31	82,686	44
Communication Services	243,798	77,882	32	97,591	40	209,612	76,157	36	93,011	44
Overnight Delivery Services	155,716	47,898	31	65,900	42	144,913	47,163	33	62,310	43
Business Travel or Convention	257,512	98,155	38	128,345	50	229,089	97,420	43	124,755	55
Office Equipment (Photocopier, Fax, Etc.)	256,133	88,084	34	115,086	45	247,071	87,349	35	111,496	45



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	# of Adults in DMA	Daily 1 Issue	%	Sunday 1 Issue	%	# of Adults in CBSA	Daily 1 Issue	%	Sunday 1 Issue	%
Financial										
Own Any Stock	1,570,724	599,879	38	764,745	49	1,430,369	580,565	41	723,857	51
Account With Broker	607,055	278,459	46	316,792	52	563,189	269,093	48	293,715	52
Own Mutual Funds	1,508,771	563,828	37	734,433	49	1,391,537	540,496	39	709,138	51
Used Any Amex Card-3 Months	624,400	239,728	38	333,605	53	577,164	231,627	40	321,905	56
Used Any Visa Card-3 Months	2,432,824	809,615	33	1,086,297	45	2,181,125	777,644	36	1,019,505	47
Domestic Travel										
1+ Trips	3,753,408	1,213,844	32	1,669,270	45	3,373,693	1,169,80	35	1,571,332	47
1+ Air Trips	1,988,102	681,547	34	956,450	48	1,838,187	665,431	36	925,740	50
1+ Personal/Vacation Air Trips	1,799,439	600,854	33	864,528	48	1,685,443	585,147	35	840,875	50
1+ Business Air Trips	1,518,475	491,089	32	712,311	47	1,302,063	476,707	37	658,237	51
Used Travel Agent	409,230	124,608	30	172,666	42	383,747	117,513	31	167,063	44
Car Rental For Business	617,928	242,244	39	329,078	53	546,970	233,800	43	311,798	57
Car Rental For Personal/Vacation	1,344,097	461,111	34	660,656	49	1,234,502	441,127	36	627,879	51
Hotel/Motels-For Business	1,259,085	422,124	34	594,075	47	1,084,163	410,977	38	551,386	51
Hotel/Motels-For Personal/Vacation	2,812,779	899,592	32	1,290,402	46	2,500,526	861,784	35	1,215,064	49
Foreign Travel										
1+ Trips Outside Hawaii	1,836,431	665,806	36	861,196	47	1,720,122	644,447	38	840,464	49
1+ Cruise	616,712	266,466	43	348,787	57	581,274	261,877	45	344,096	59
Domestic Destinations										
Las Vegas	448,653	161,684	36	227,359	51	407,300	158,062	39	225,752	55
Florida	467,945	150,632	32	228,255	49	436,089	147,902	34	218,770	50
Louisiana	764,059	254,770	33	341,351	45	652,418	249,365	38	316,994	49
Foreign Destinations										
Canada	361,529	157,335	44	203,461	56	340,673	151,335	44	198,544	58
Mexico	968,955	324,513	34	429,850	44	905,450	318,769	35	422,068	47
Japan/China/Far East	333,006	156,672	47	201,382	61	304,602	149,493	49	194,643	64
Europe	409,897	169,899	41	218,464	53	391,901	164,673	42	211,068	54
Caribbean/Bahamas	383,928	142,581	37	208,383	54	361,002	141,589	39	204,257	57
Technology										
Own Cellular Phone	3,661,121	1,168,569	32	1,568,762	43	3,285,426	1,126,41	34	1,479,664	45
Own PC	3,613,450	1,142,888	32	1,596,883	44	3,300,280	1,099,63	33	1,524,795	46
Bought Hardware/Software	2,199,775	716,043	33	1,055,920	48	2,020,552	692,383	34	1,010,846	50
Have Online Service	3,530,137	1,169,223	33	1,567,189	44	3,223,650	1,128,10	35	1,496,637	46
Shop Online	2,618,334	892,274	34	1,228,619	47	2,396,762	857,610	36	1,174,460	49
Purchase Online	2,484,404	861,711	35	1,171,156	47	2,277,861	832,102	37	1,125,089	49