

The Fort Worth Star-
Telegram Is The Way
To Reach The
Fort Worth Market

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										
Dallas/Fort Worth DMA	4,674,556	500,756	11	782,734	17	4,180,127	463,281	11	725,710	17
Men	2,316,250	278,850	12	405,910	18	2,067,257	257,209	12	376,060	18
Women	2,358,306	221,906	9	376,824	16	2,112,870	206,072	10	349,650	17
18-24 Years of Age	623,511	23,311	4	70,827	11	555,933	23,311	4	67,949	12
25-34	963,091	46,099	5	91,392	10	890,302	41,262	5	84,681	10
35-44	1,029,072	113,478	11	164,036	16	948,384	111,256	12	160,267	17
45-54	893,526	91,565	10	168,707	19	808,312	83,894	10	158,826	20
55-64	586,903	98,420	17	125,499	21	512,502	93,083	18	119,090	23
65+	578,453	127,883	22	162,273	28	464,694	110,475	24	134,897	29
College Graduate+	1,228,582	130,376	11	202,259	17	1,164,180	121,465	10	191,808	17
Any College+	2,589,509	306,990	12	474,390	18	2,387,215	283,497	12	440,235	18
Prof'l/Mgmt/Busn & Finc'l Operations	1,278,423	103,473	8	183,067	14	1,202,014	98,615	8	177,659	15
Mgmt/Busn & Finc'l Operations	625,153	53,860	9	87,586	14	588,455	50,837	9	85,173	15
White collar	2,063,523	187,204	9	305,164	15	1,928,451	174,441	9	291,251	15
Employed	3,254,826	277,059	9	474,799	15	2,957,117	262,404	9	454,210	15
Married	2,831,147	310,230	11	485,321	17	2,501,915	274,549	11	437,786	18
1+ Children in HH	2,102,369	163,602	8	294,137	14	1,919,539	153,693	8	280,769	15
White	3,892,113	441,690	11	692,250	18	3,445,397	404,657	12	636,386	19
Black/African American	580,146	51,044	9	72,638	13	542,414	50,602	9	72,638	13
Hispanic	972,861	40,564	4	52,611	5	922,354	39,298	4	51,345	6
HHI \$75,000+	1,699,197	170,644	10	308,465	18	1,597,727	164,093	10	300,548	19
HHI \$50,000+	2,508,870	259,199	10	455,862	18	2,329,098	245,329	11	434,234	19
HHI \$35,000+	3,481,846	386,083	11	622,802	18	3,184,882	357,028	11	582,833	18
Own Home	3,251,124	398,919	12	625,448	19	2,866,394	367,285	13	576,046	20
<u>New Cars Owned/Leased</u>										
Owns/Leased 1+ Domestic Vehicle	3,693,837	419,424	11	648,493	18	3,263,538	384,216	12	594,650	18
Own/lease 1+ Foreign Vehicles	2,162,727	188,801	9	310,877	14	1,992,633	181,079	9	298,909	15
HH Owns 2+ Vehicles	3,150,710	359,523	11	572,559	18	2,799,969	328,615	12	525,097	19
HH Own any Vehicle Bght New or Leased	2,932,711	313,831	11	519,413	18	2,618,825	291,893	11	484,072	19
HH Plans to Buy Veh New/leased Next Yr.	661,228	53,902	8	95,407	14	622,080	49,094	8	90,599	15
<u>Business Decision Maker For:</u>										
Computer Hardware/Software	534,972	60,632	11	77,777	15	495,135	58,355	12	75,306	15
Information Technology (Network/Internet)	312,485	35,221	11	42,320	14	298,230	35,221	12	42,320	14
Communication Equipment	235,415	24,674	11	27,800	12	212,159	23,580	11	26,706	13
Communication Services	302,628	24,680	8	31,565	10	275,957	23,586	9	30,277	11
Overnight Delivery Services	231,847	25,409	11	36,308	16	207,803	24,687	12	34,426	17
Business Travel or Convention	267,360	32,114	12	38,123	14	261,170	32,114	12	37,929	15
Office Equipment (Photocopier, Fax, Etc.)										

Source: The Scarborough Report – 2005, Wave 2. Past Year For All Product Purchase/Travel Except International & Cruise Travel/FWST-D-501-R4/©2006 Newspapers First

* Percentages relatively unstable due to small base

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	DMA					CBSA				
	# of Adults	Daily 1 Issue	%	Sunday 1 Issue	%	# of Adults	Daily 1 Issue	%	Sunday 1 Issue	%
Financial										
Own Any Stock	1,482,464	176,575	12	256,575	17	1,346,243	157,603	12	235,911	18
Account With Broker	486,910	77,310	16	113,496	23	432,909	67,859	16	102,159	24
Own Mutual Funds	1,588,426	203,037	13	305,967	19	1,459,484	179,840	12	275,314	19
Used Any Amex Card-3 Months	338,746	44,125	13	58,297	17	327,673	42,942	13	57,114	17
Used Any Visa Card-3 Months	1,265,563	133,109	11	203,050	16	1,155,921	120,654	10	182,869	16
Domestic Travel										
1+ Trips	3,406,581	380,015	11	599,405	18	3,091,426	345,052	11	546,660	18
1+ Air Trips	1,693,837	205,573	12	336,712	20	1,608,995	199,488	12	324,640	20
1+ Personal/Vacation Air Trips	1,528,275	189,363	12	315,055	21	1,462,259	183,278	13	304,268	21
1+ Business Air Trips	810,127	99,796	12	154,003	19	769,652	96,969	13	148,005	19
Used Travel Agent	428,720	42,863	10	65,550	15	383,303	38,838	10	61,525	16
Car Rental For Business	577,467	57,902	10	84,288	15	540,231	53,942	10	78,442	15
Car Rental For Personal/Vacation	1,237,030	123,518	10	189,514	15	1,183,430	117,969	10	179,263	15
Hotel/Motels-For Business	1,102,676	115,111	10	176,167	16	999,674	107,186	11	159,392	16
Hotel/Motels-For Personal/Vacation	2,378,399	259,233	11	419,097	18	2,164,208	241,374	11	387,797	18
Foreign Travel										
1+ Foreign Trips	1,788,609	177,465	10	286,693	16	1,685,469	168,613	10	272,509	16
1+ Cruise	572,485	79,109	14	120,638	21	532,463	76,123	14	116,617	22
Domestic Destinations										
Las Vegas	358,031	60,217	17	106,052	30	346,063	55,723	16	101,558	29
Florida	495,642	46,717	9	94,034	19	474,266	45,090	10	90,715	19
Louisiana	426,017	59,016	14	83,925	20	379,742	46,609	12	67,521	18
Foreign Destinations										
Canada	324,779	28,489	9	45,394	14	310,062	26,459	9	43,364	14
Mexico	1,015,195	87,335	9	140,022	14	950,168	80,375	9	133,296	14
Hawaii	213,286	13,315	6	32,834	15	203,391	13,315	7	32,834	16
Europe	395,026	42,834	11	56,941	14	388,291	42,834	11	55,249	14
Caribbean/Bahamas	446,636	46,212	10	83,011	19	430,942	44,320	10	77,245	18
Technology										
Cellular Phone Carriers	3,294,863	388,734	12	612,330	19	3,017,367	359,049	12	566,317	19
Own PC	3,184,063	338,609	11	570,608	18	2,904,432	316,543	11	539,358	19
Bought Hardware/Software	2,085,066	236,497	11	387,811	19	1,919,495	219,646	11	366,918	19
Have On-line Service	3,124,759	332,909	11	542,293	17	2,869,521	305,380	11	505,209	18
Shop On-line	2,411,212	244,831	10	437,425	18	2,239,870	227,294	10	414,476	19
Purchase On-line	2,174,126	213,606	10	396,365	18	2,028,875	198,257	10	376,764	19
Financial Information On-line	992,475	112,333	11	186,071	19	896,436	93,856	11	164,121	18

Source: The Scarborough Report – 2005, Wave 2. Past Year For All Product Purchase/Travel Except International & Cruise Travel/FWST-D-501-R4/©2006 Newspapers First
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