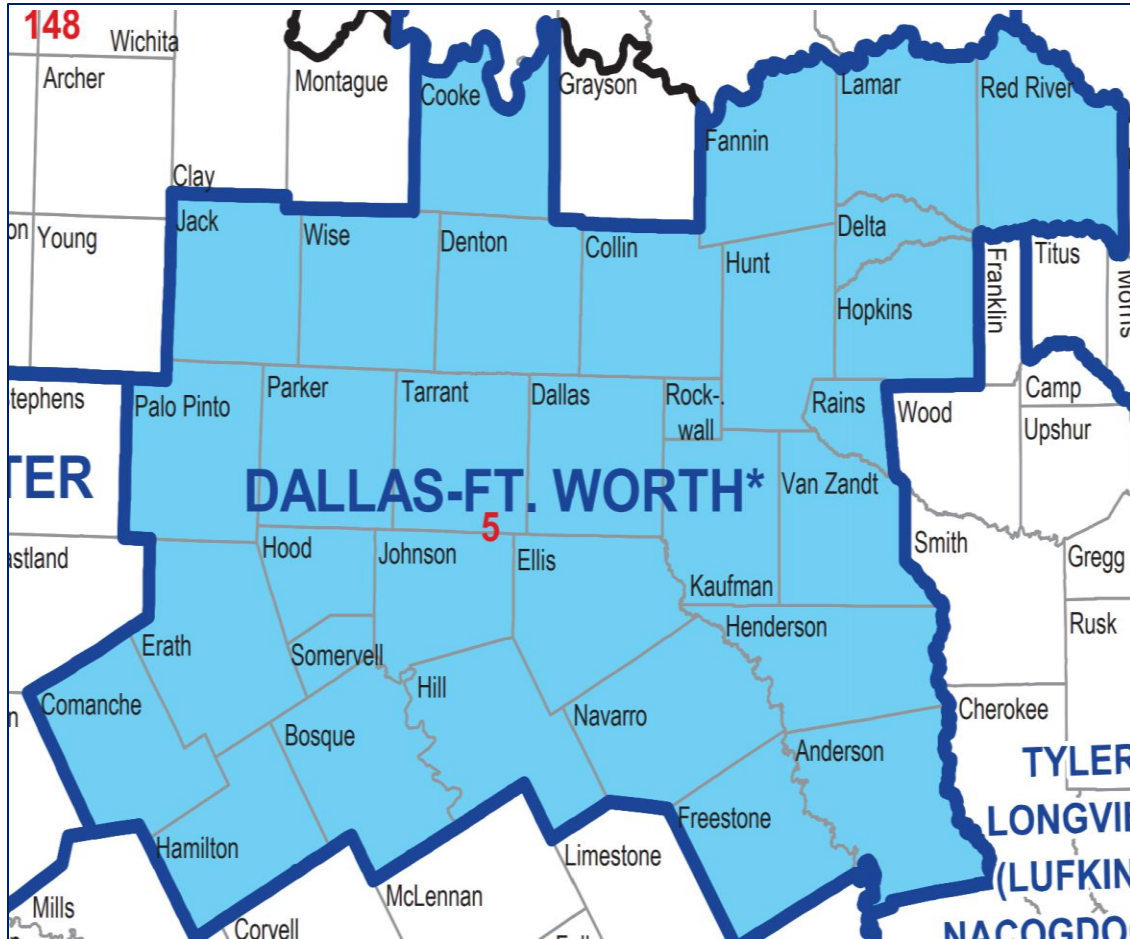




21

DALLAS DMA COVERAGE MAP



Market Rank: #5
Total TV Households: 2,962,520

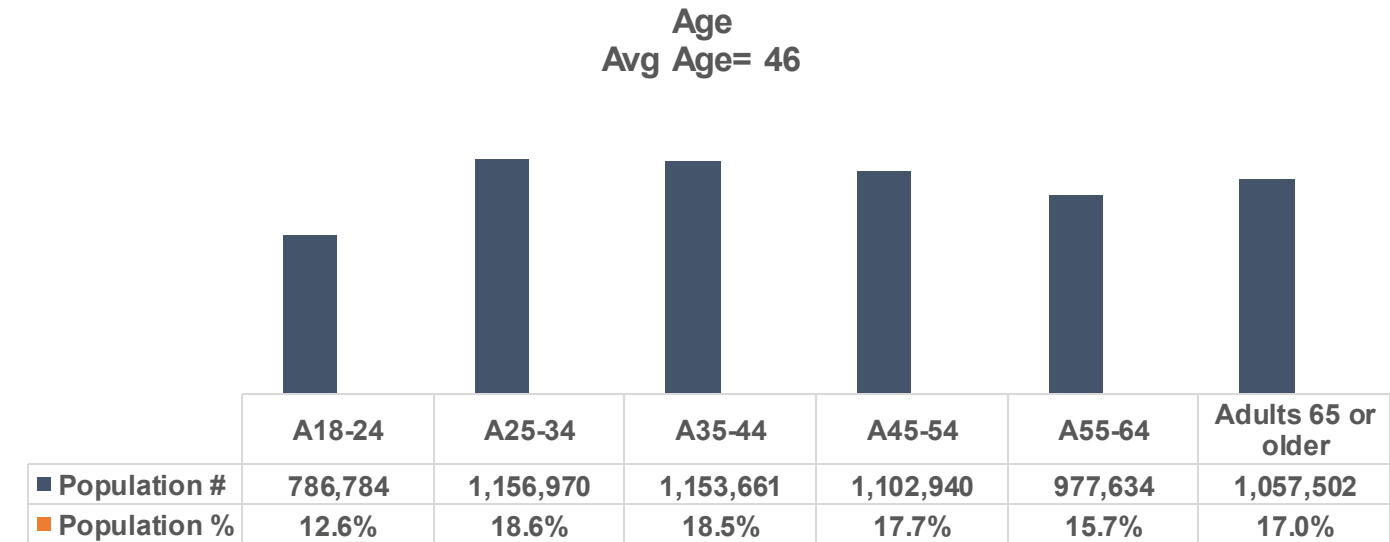
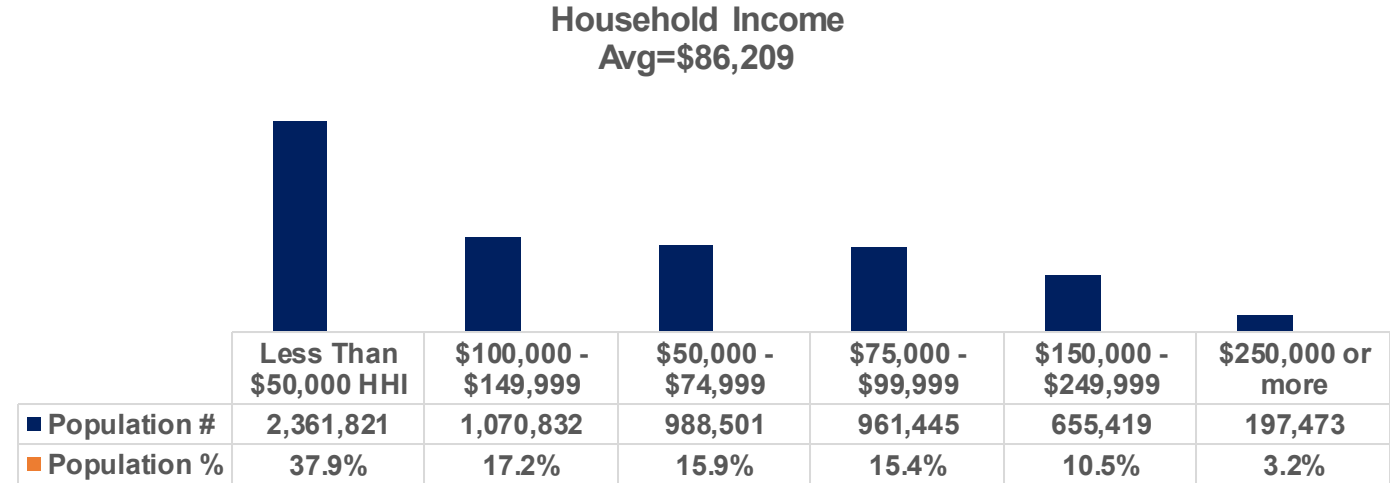
Total Persons 2+: 8,009,754
Total Adults 18+: 6,144,581
Total Adults 25-54: 3,335,379

Black TV HHs (Rank #6): 505,350 (17%)
Hispanic TV HHs (Rank #5): 643,890 (22%)
Asian TV HHs (Rank #8): 199,760 (6.7%)

County	TV HHs	County	TV HHs
ANDERSON	17,000	HOPKINS	14,000
BOSQUE	7,600	HUNT	37,000
COLLIN	383,200	JACK	3,200
COMANCHE	5,500	JOHNSON	62,500
COOKE	15,700	KAUFMAN	47,000
DALLAS	961,900	LAMAR	20,000
DELTA	2,100	NAVARRO	18,200
DENTON	329,000	PALO PINTO	11,200
ELLIS	65,000	PARKER	54,300
ERATH	16,200	RAINS	5,200
FANNIN	12,900	RED RIVER	5,200
FREESTONE	7,200	ROCKWALL	36,100
HAMILTON	3,400	SOMERVELL	3,500
HENDERSON	33,100	TARRANT	763,100
HILL	14,000	VAN ZANDT	22,000
HOOD	26,500	WISE	25,800

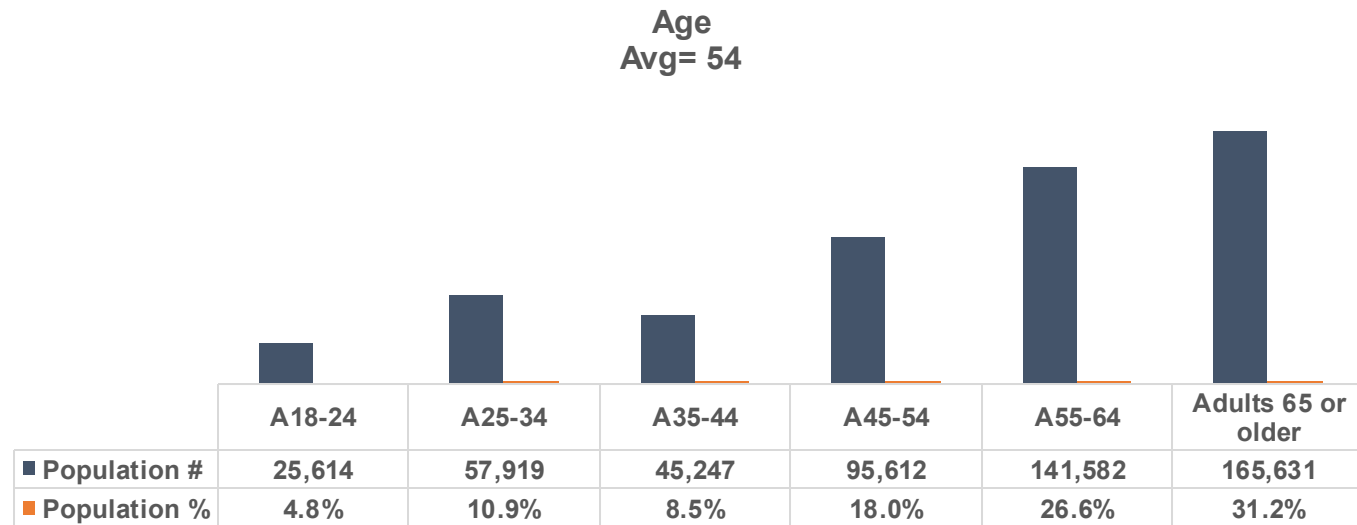
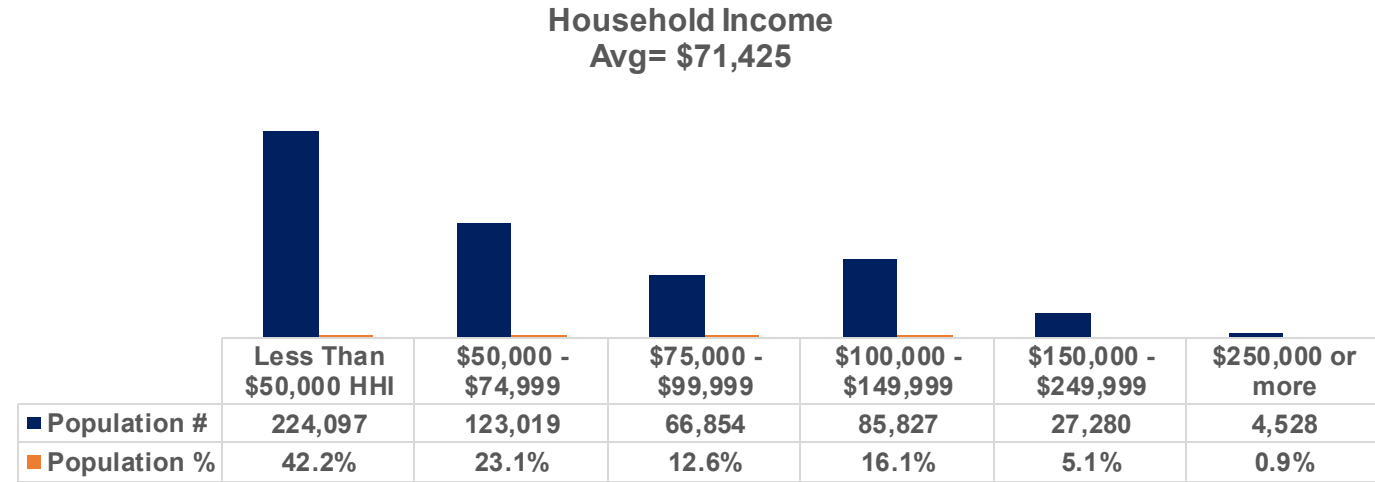
DFW Market Profile

Segment	# of Adults 18+	% of Adults 18+
Gender		
Men	3,038,415	48.7%
Women	3,197,076	51.3%
Level of education summaries		
High school graduate or less	2,465,302	39.5%
Any college	3,770,189	60.5%
Any college graduate	1,882,577	30.2%
Any postgraduate work or postgraduate degree	689,834	11.1%
Race		
White	3,380,154	54.2%
Hispanic	1,560,029	25%
Black/African American	893,531	14.3%
Asian	185,543	3.0%
Other	216,234	3.5%
Own or rent residence (HHLI)		
Avg Market Value of Owned Home= \$292,546		
Own	3,776,094	60.6%
Rent	2,314,516	37.1%
Other	144,881	2.3%
Employment status		
Employed full-time (35 hours or more)	3,184,608	51.1%
Employed part-time (less than 35 hours)	1,010,151	16.2%
Not employed	2,040,732	32.7%
Retired	941,525	15.1%
White collar	2,825,945	45.3%
Blue collar	1,368,814	22.0%
Family Life – Avg Size Family=3		
Married	3,308,103	53.1%
Never Married	1,796,698	28.8%
Legally Sep/Divorced	777,758	12.5%
Widowed	352,932	5.7%
Parent of Child Under 18	1,958,400	31.4%



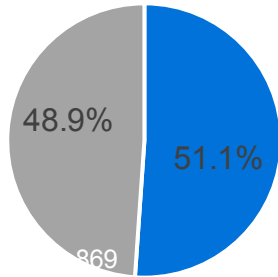
TXA21 Market Profile

Segment	# of Adults 18+	% of Adults 18+
Gender		
Men	274,589	51.7%
Women	257,016	48.3%
Level of Education		
High school graduate or less	225,437	42.4%
Any college	306,168	57.6%
Any college graduate	104,217	19.6%
Any postgraduate work or postgraduate degree	36,663	6.9%
Race		
White	285,188	53.6%
Black/African American -	148,234	27.9%
Hispanic	61,377	11.5%
Asian	20,583	3.9%
Other -	16,223	3.1%
Own or rent residence (HHLRD)		
Own	313,450	59.0%
Rent	177,297	33.4%
Other	40,858	7.7%
Employment status		
Employed full-time (35 hours or more)	199,410	37.5%
Employed part-time (less than 35 hours)	88,704	16.7%
Not employed	243,491	45.8%
Retired	144,603	27.2%
White collar	178,818	33.6%
Blue collar	109,296	20.6%
Marital status		
Married	248,033	46.7%
Never married	142,648	26.8%
Legally Sep/Divorced	94,304	17.8%
Widowed	46,620	8.8%
Parent of child under 18	100,797	19.0%



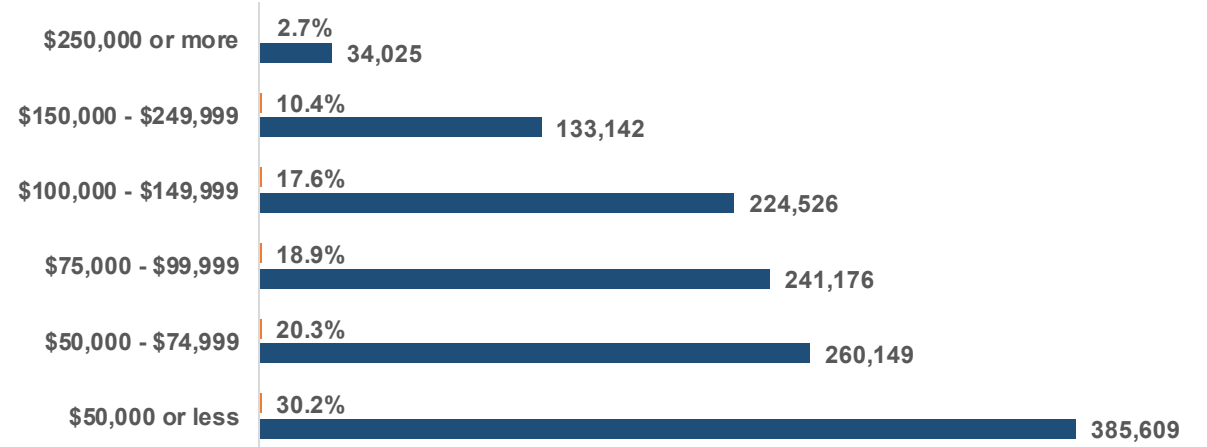
Who Is The CBSDFW.com Viewer?

Gender

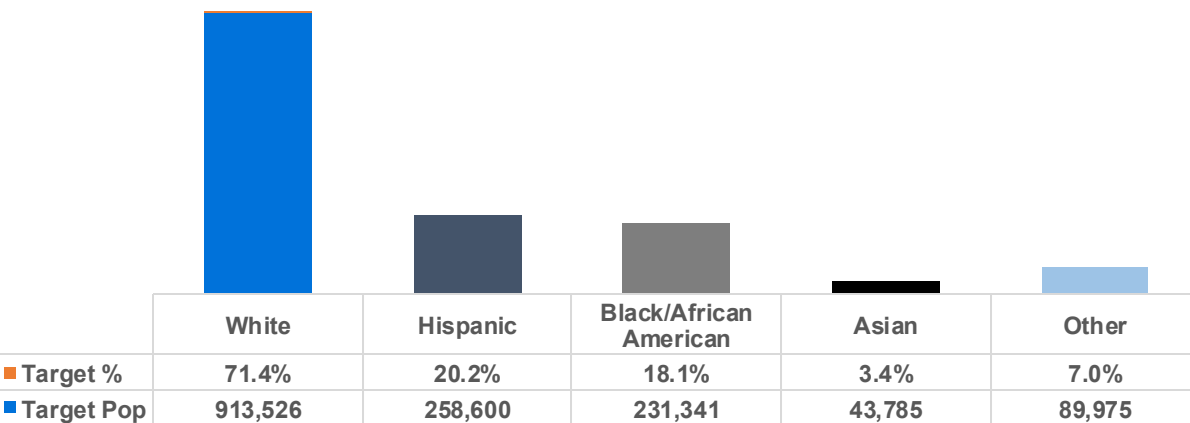


■ Men ■ Women

Household Income



Race



AGE

