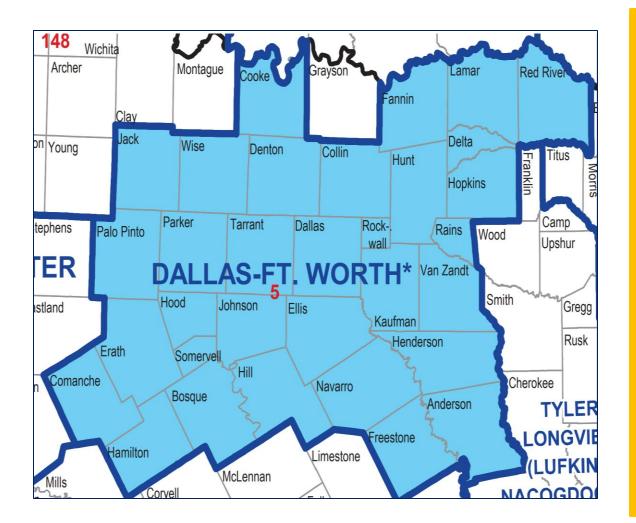


## DALLAS DMA COVERAGE MAP

**Market Rank:** 

HOOD



Total TV Hous	eholds:	2,962,520				
Total Persons Total Adults 18 Total Adults 28	8+:	8,009,754 6,144,581 3,335,379				
Black TV HHs Hispanic TV H Asian TV HHs	505,350 (17%) 643,890 (22%) 199,760 (6.7%)					
County	TV HHs	County	Т			
ANDERSON	17,000	HOPKINS				
BOSQUE	7,600	HUNT	4			
COLLIN	383,200	JACK				
COMANCHE	5,500	JOHNSON	(			
COOKE	15,700	KAUFMAN	4			
DALLAS	961,900	LAMAR	4			
DELTA	2,100	NAVARRO				
DENTON	329,000	PALO PINTO				
ELLIS	65,000	PARKER	Į			
ERATH	16,200	RAINS				
FANNIN	12,900	RED RIVER				
FREESTONE	7,200	ROCKWALL	4			
HAMILTON	3,400	SOMERVELL				
HENDERSON	33,100	TARRANT	7			
HILL	14,000	VAN ZANDT	4			

26,500

WISE

#5



**TV HHs** 

14,000 37,000

3.200

62,500 47,000

20,000

18.200

11.200

54,300

5,200

5.200

36,100

3,500

763,100

22,000

25,800

## **DFW Market Profile**

Segment	# of Adults 18+	% of Adults 18+								
			Household Income							
Gender					Α	vg=\$86,209				
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				Less Than	\$100,000 -	\$50,000 -	\$75,000 -	\$150,000 -	\$250,000 or	
White	3,380,154	54.2%		\$50,000 HHI	\$149,999	\$74,999	\$99,999	\$249,999	more	
Hispanic	1,560,029	25%	Population #	2,361,821	1,070,832	988,501	961,445	655,419	197,473	
Black/African American	893,531	14.3%	Population %	37.9%	17.2%	15.9%	15.4%	10.5%	3.2%	
Asian	185,543	3.0%	- i opulation /	011070	17.2 70	10.070	10.470	10.070	0.270	
Other	216,234	3.5%								
Own or rent residence (HHLD)	Avg Market Value of Own	ed Home= \$292,546				Age				
Own	3,776,094	60.6%			^	vg Age= 46				
Rent	2,314,516	37.1%			-	wy Aye- 40				
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%							Adults 65 or	
Never Married	1,796,698	28.8%		A18-24	A25-34	A35-44	A45-54	A55-64	older	
Legally Sep/Divorced	777,758	12.5%	Population #	706 704	1 156 070	4 452 664	1 102 040	077 624		
Widowed	352,932	5.7%			1,156,970	1,153,661	1,102,940	977,634	1,057,502	
Parent of Child Under 18	1,958,400	31.4%	Population %	12.6%	18.6%	18.5%	17.7%	15.7%	17.0%	



## **TXA21 Market Profile**

Segment	# of Adults 18+	% of Adults 18+								
			Household Income							
Gender					A	wg= \$71,425				
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				Less Than	\$50,000 -	\$75,000 -	\$100,000 -	\$150,000 -	\$250,000 or	
White	285,188	53.6%		\$50,000 HHI	\$74,999	\$99,999	\$149,999	\$249,999	more	
Black/African American -	148,234	27.9%	Population #	224,097	123,019	66,854	85,827	27,280	4,528	
Hispanic	61,377	11.5%	Population %	42.2%	23.1%	12.6%	16.1%	5.1%	0.9%	
Asian	20,583	3.9%	•							
Other -	16,223	3.1%								
Own or rent residence (HHLD)	i i i i i i i i i i i i i i i i i i i									
Own	313,450	59.0%				Age				
Rent	177,297	33.4%				Avg= 54				
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%			4.05.04	4.05.44		4.55.04	Adults 65 or	
Never married	142,648	26.8%		A18-24	A25-34	A35-44	A45-54	A55-64	older	
Legally Sep/Divorced	94,304	17.8%	Population #	25,614	57,919	45,247	95,612	141,582	165,631	
Widowed	46,620	8.8%	Population %		10.9%	8.5%	18.0%	26.6%	31.2%	
Parent of child under 18	100,797	19.0%		7.0 /0	10.070	0.070	10.070	20.070	01.270	



## Who Is The CBSDFW.com Viewer?

