

KODF-TV26

Dallas-Ft. Worth



An Analysis of the Dallas-Ft. Worth Toyota & Foreign Car Buyer



Over 217,700 Hispanics Plan to Buy a Vehicle During the Next 12 Months

Report: TARGET QUICK PROFILE
 Market: DALLAS/FT. WORTH, TX for JUN-JUL/NOV'08--JAN 2009
 Bases: RACE--HISPANIC DESCENT
 Target: PLAN BUY--CAR/VAN/TRUCK/SUV
 Base Population: 1,068,665

THE MEDIA AUDIT

All Groups
 TOTAL

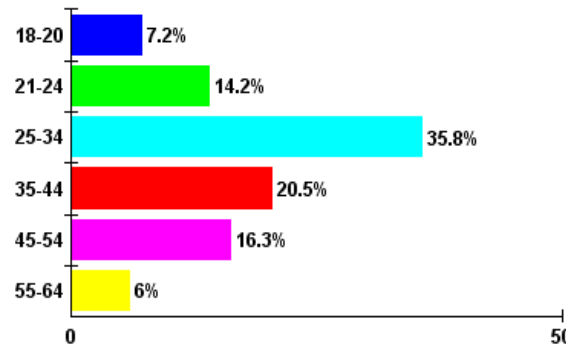
% in Target: 20.4

Target Persons: 217,735

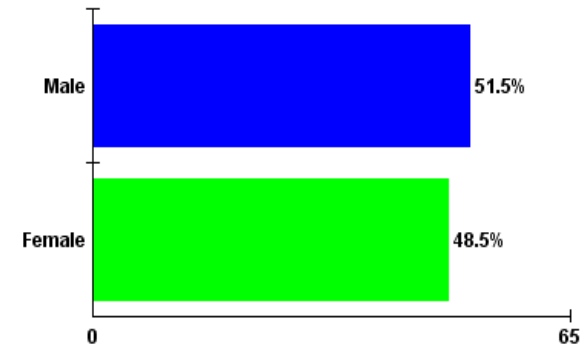
Target Profile

Total Income: \$12,383,766,250
Median Income: \$42,613
Median Age: 32
Home Owners: 72%
Median Home Value: \$133,173
Median Miles Past Week: 198

Age Analysis



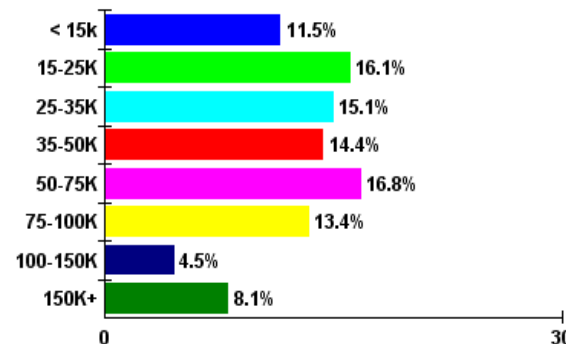
Gender Profile



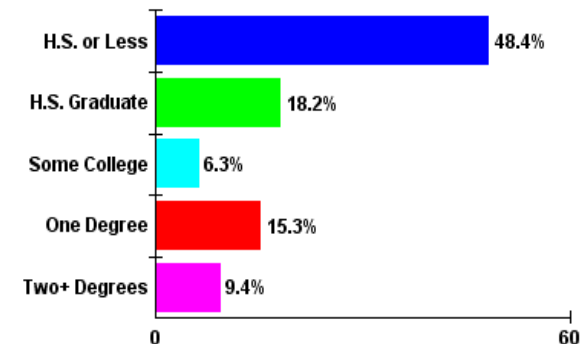
Ethnicity Profile



Annual Income



Education Profile



61.5% of Hispanic Car Buyers Plan to Buy Non-Domestic

Report: TARGET PROFILE REPORT
Market: DALLAS/FT. WORTH, TX for NOV '08-JAN 2009
Bases: PLAN BUY--CAR/VAN/TRUCK/SUV *AND* RACE--HISPANIC DESCENT
Target: PLAN BUY--DOMESTIC CAR/VAN/TRUCK/SUV
Base Population: 177,789

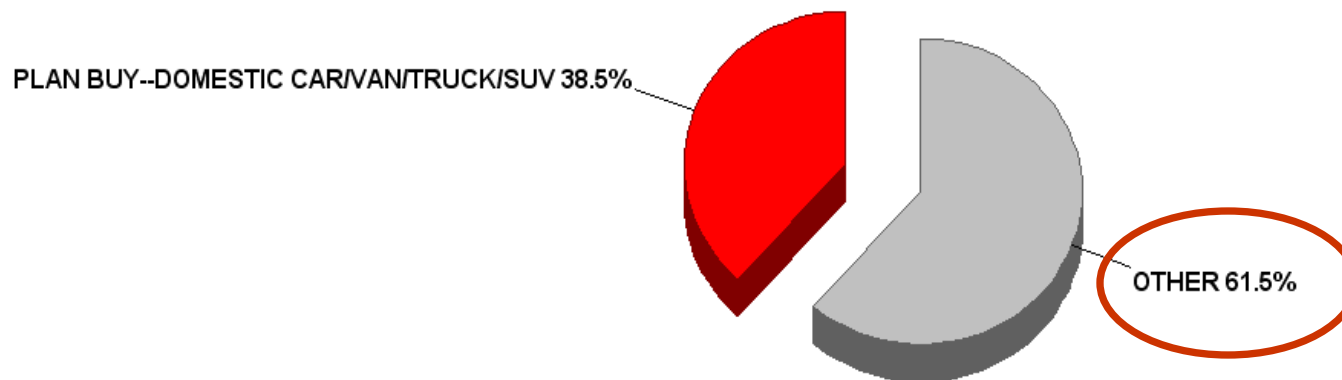
THE MEDIA AUDIT

Target Analysis

% In Target: 38.5%

Target Persons: 68,368

Nearly 39% of Hispanic Vehicle Buyers...



Plan to Buy Domestic

Toyota Buyers Spend More Time with Television than with any other traditional medium.

Report: MEDIA DAY ANALYSIS
Market: DALLAS/FT. WORTH, TX for JUN-JUL/NOV'08-JAN 2009
Bases: ADULTS AGE 18+
Target: MAKE OF VEHICLES NOW OWNED--TOYOTA
Base Population: 4,440,678



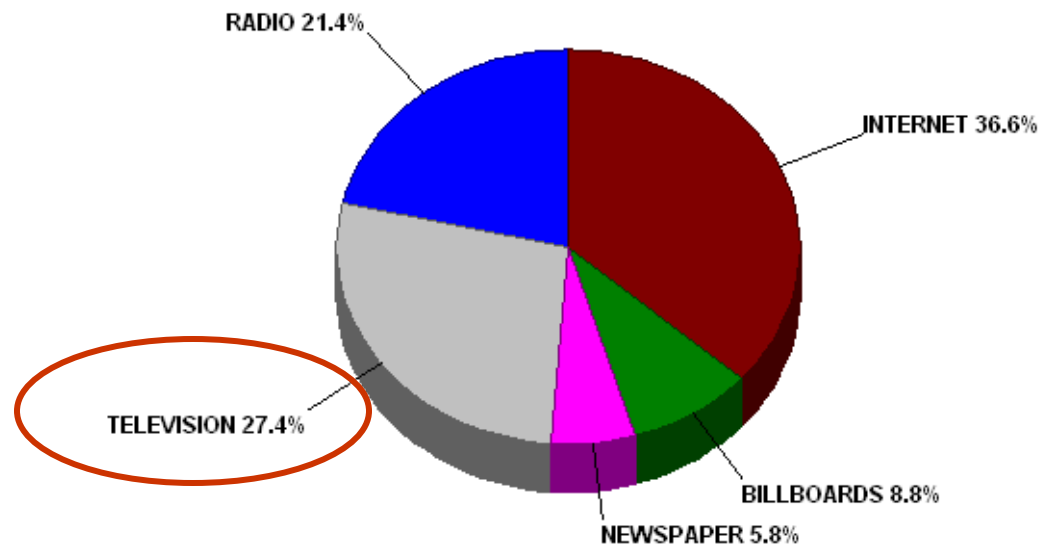
THE MEDIA AUDIT
TOYOTA

% In Target: 15.4%

Target Market

Target Persons: 685,811

Dallas-Ft.Worth Toyota Buyers Spend 27.4% of their Media Day with TV



Hispanics are the second largest ethnic group to own a Toyota

Report: TARGET PROFILE REPORT
Market: DALLAS/FT. WORTH, TX for JUN-JUL/NOV'08-JAN 2009
Bases: ADULTS AGE 18+
Target: MAKE OF VEHICLES NOW OWNED--TOYOTA
Base Population: 4,440,678

THE MEDIA AUDIT

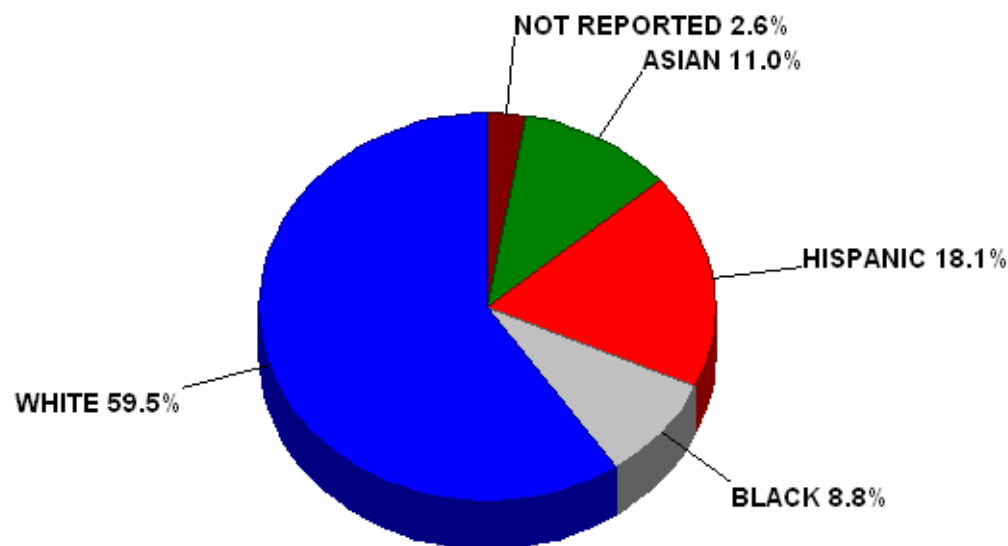
Ethnicity Profile



% In Target: 15.4%

Target Persons: 685,811

18.1% of Toyota Owners are Hispanic...the 2nd largest ethnic group.



AZTECA AMERICA Reaches 47.7% of All Hispanic Van/Truck/SUV Buyers.



Report: RANKER REPORT
Market: DALLAS/FT. WORTH, TX for JUN-JUL/NOV'08-JAN 2009
Bases: RACE--HISPANIC DESCENT
Target: PLAN BUY--VAN/TRUCK/SUV
Base Population: 1,068,664

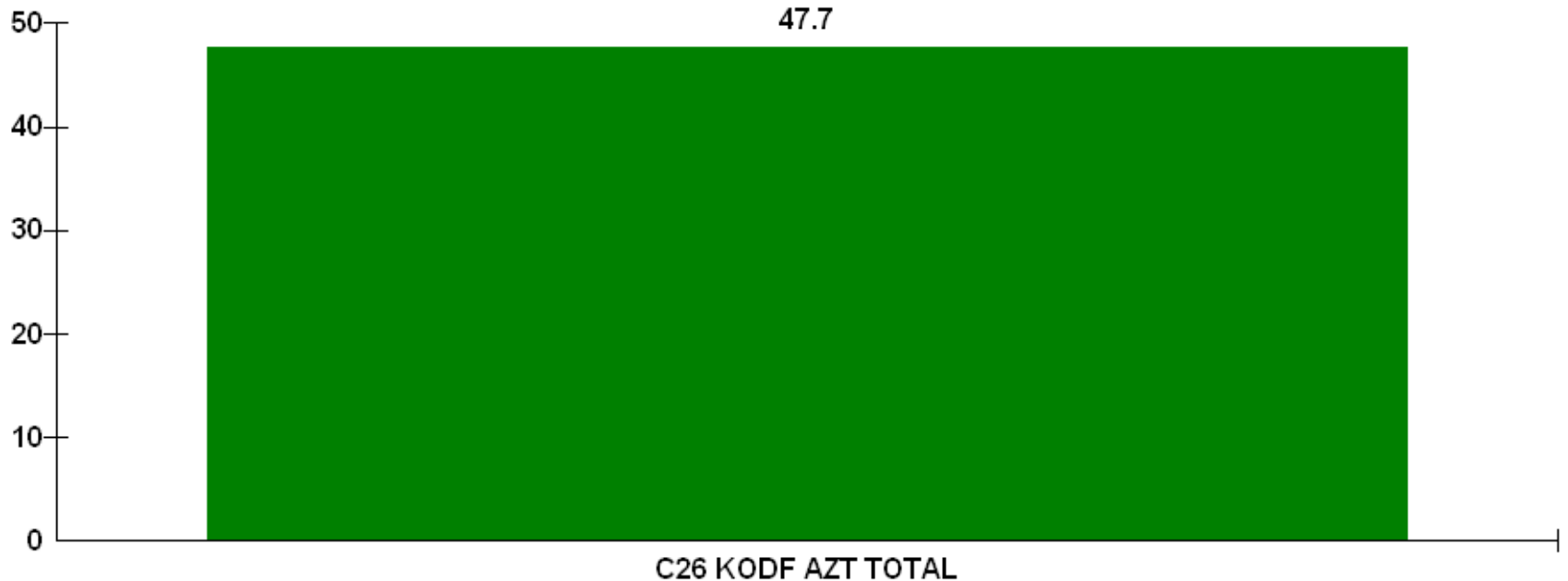
THE MEDIA AUDIT

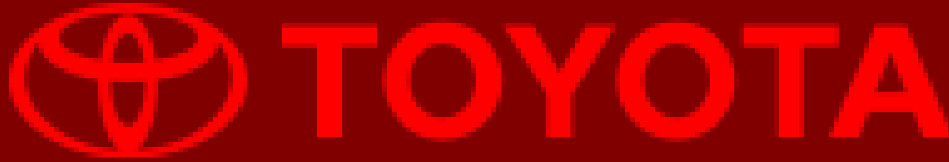
Cume Ratings

% In Target: 8.2%

Target Persons: 87,694

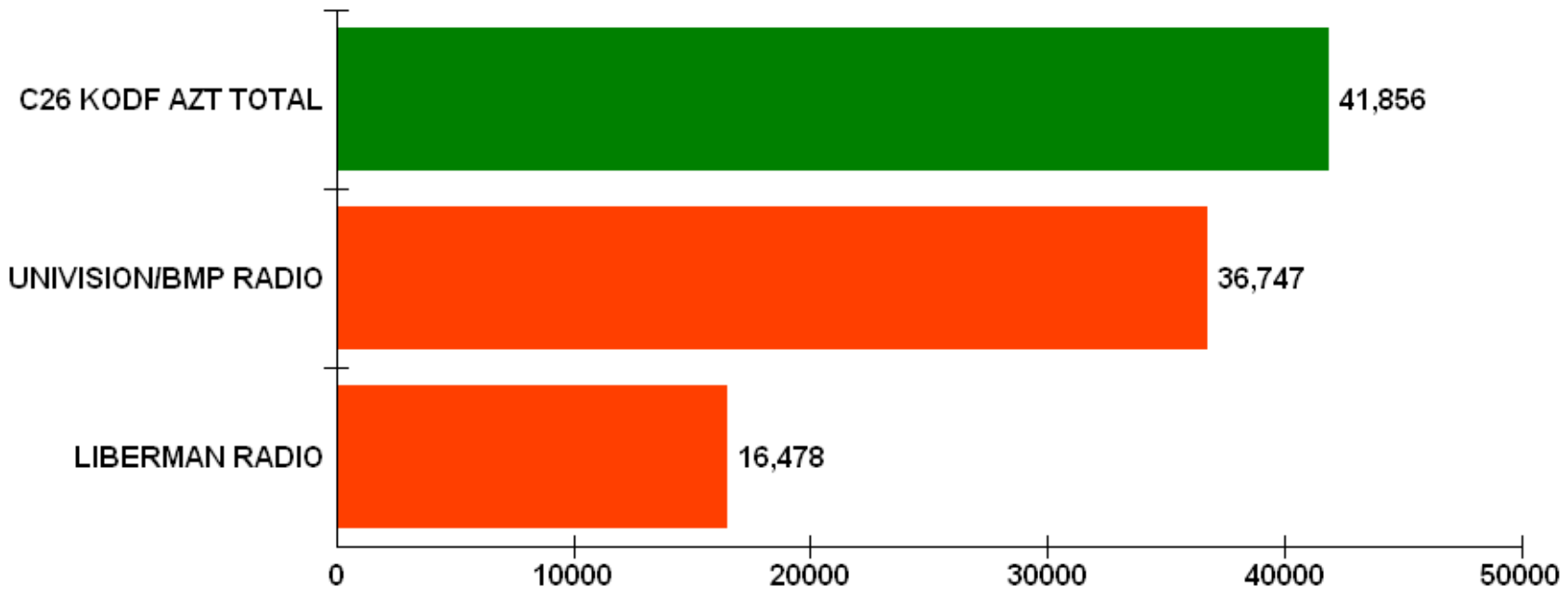
AZTECA AMERICAN REACHES 42,000 HISPANIC VAN/TRUCK/SUV BUYERS...NEARLY HALF.

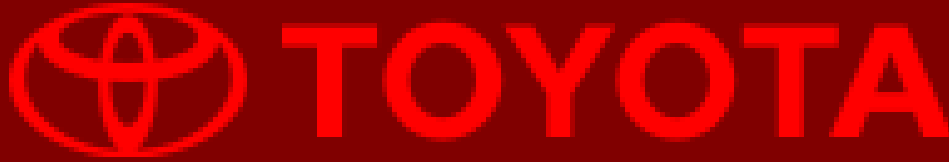




Report: RANKER REPORT THE MEDIA AUDIT Cume Ratings
 Market: DALLAS/FT. WORTH, TX for JUN-JUL/NOV'08-JAN 2009
 Bases: RACE--HISPANIC DESCENT
 Target: PLAN BUY--VAN/TRUCK/SUV
 Base Population: 1,068,664 % In Target: 8.2% Target Persons: 87,694

AZTECA AMERICA REACHES THE MOST HISPANIC VAN/TRUCK/SUV BUYERS





Report: RANKER REPORT THE MEDIA AUDIT Cume Ratings
 Market: DALLAS/FT. WORTH, TX for JUN-JUL/NOV'08-JAN 2009
 Bases: RACE--HISPANIC DESCENT
 Target: MAKE OF VEHICLES NOW OWNED--TOYOTA
 Base Population: 1,068,664 % In Target: 11.6% Target Persons: 123,973

AZTECA AMERICA REACHES THE MOST HISPANIC TOYOTA OWNERS

