

The Austin Market



	<u>DMA</u>	<u>U.S.Rank</u>	<u>Metro</u>	<u>U.S.Rank</u>
	#		#	
Households	583,700	#54	530,100	#39
Population	1,548,800	#54	1,415,300	#38
EBI	\$34.2 Billion	#39	\$31.7 Billion	#34
Retail Sales	\$40.5 Billion	#24	\$38.8 Billion	#20

Market Highlights

- Austin is the state capital, 4th-largest city in Texas and 16th-largest in the U.S.
- Austin is one of the fastest-growing metros - population grew 66.7% from 1980-2000, ranked #3 in percent change for the top 40 metros; by 2020, it is expected to add 840,000 people, ranked #17 in % change (of 315 metros) *(2005 American Community Survey, Census Bureau, released 8/06)*
- In 2005, the region added jobs at a 4.5% pace, double the statewide rate and is one of the highest rates in the country; the economy will continue to outpace the rest of the nation, and is expected to add over 20,000 new jobs over the next year *(Texas A&M University, 8/06)*
- Of the top 60 DMA HHs, Austin is ranked on sales per HH: #1 in retail sales; #3 in furniture sales; #4 in furniture & electric appliances; #6 in food/drink place sales, & #10 in clothing/accessories; in merchandise line: #1 in drugs/HBA, HH appliances, furniture, and computers; #5 in jewelry; #5 in men's/boy's apparel; #7 in TV/VCRs; #8 in grocery stores; & #9 in women's/girl's apparel; and in 5-year % change, Austin is ranked: #4 in population, HHs, & total EBI; #5 in total retail sales; *(Demographics USA, '05)*
- Austin has a lower cost of living than the US average- lower than Jacksonville, Cleveland, Albuquerque, Orlando, Grand Rapids, Chicago, Portland, Hartford, Baltimore, & Washington DC *(ACCRA 06, 2nd qtr)*
- The Austin DMA area is home to 4 Fortune 500 firms: Dell, Freescale Semiconductor, Temple Inland, & Whole Foods Markets *(Fortune, 4/06)*; other private employers include Univ. of Texas at Austin, IBM, Seton Hospitals, H.E. Butt Grocery Co., St. David's HealthCare, und Rock ISD-Public Relations & Partners, Advanced Micro Devices, Applied Materials, & National Instruments *(American-Statesman, 8/06)*
- Home to the University of Texas and 7 other universities and colleges; total enrollment is over 114,000, and many graduates stay on to start careers in Austin
- New development: Advanced Micro Devices Inc is building a major new office campus; Samsung's \$3.5 billion project includes its second chip plant here; Hewlett-Packard will be building two data centers; other expansions/moves include Motorola mobile devices, Newisys, Grainger, and e-MDs.
- Austin is ranked:
 - #1 "Top emerging tech market" ("Not just for layovers: 10 off-the-radar tech hubs") *(eWeek.com, 6/06)*
 - #1 "Top city in % growth," for cities with over 10,000 families who moved in 2005 *(U-Haul, 4/06)*
 - #1 "Most wired city," based on computer ownership, shop/bank online & connection *(Forrester Rsrch, 7/05)*
 - #1 "Best metro (of 326) for future business locations" *(2006 Mayor's Challenge, Expansion Management, 8/06)*
 - #1 "Top city to start an entrepreneur venture," based on creativity *(Angelou Economics, 4/05)*
 - #1 "Most unwired city," based on greatest wireless internet accessibility *(Intel, 6/05)*
 - #2 "Best big place to live in," based on family income, home price and job growth *(CNN/Money.com, 6/06)*
 - #2 "Top city livability" developing/implementing programs improving quality of life *(US Conf. of Mayors, 6/06)*
 - #2 "Best city for relocating families" based on taxes, home costs/appreciation *(ERC/Primacy Relocation, 5/06)*
 - #2 "Best of the best places to live" based on adventure, attractiveness, & affordability *(Men's Jnl, 4/06)*
 - #3 "Best place for business & careers," based on education, net migration, business costs *(Forbes, 5/06)*
 - #3 "Most inventive town in America," with the 3rd-highest number of patents in 2005 (1,705) *(WSJ, 8/06)*
 - #3 "Smartest city," with the brainpower of America *(Bizjournals.com/U.S. Census Bureau, 8/06)*
 - #4 "Hottest U.S. job market"(1+ million), for projected job growth, 2005-2015 *(Business 5.0/Global Insight, 5/06)*
 - #5 "Hot city for entrepreneurs;" & Austin county (Travis) is ranked #7 of large counties *(Entrepreneur, 9/06)*
 - #5 "America's smartest city," with the highest concentration of college degrees *(bizjournals.com, 6/06)*
 - #5 "Top 50 place to live" *(Kiplinger's, 6/06)*
 - #8 "Top 10 HQs relocation market in the South" *(Southern Business & Development, 8/06)*



	Circulation*			Readership	
	Daily	Sunday		Daily	Sunday
Total	179,570	222,644	DMA	418,412	560,487
DMA	171,698	213,128	College Grad+	170,607	205,482
Metro	162,355	202,269	Professional/Mgr'l	154,315	190,163
			Average HH Income	\$93,505	\$88,246
			DMA Reader Income	\$39.1 Billion	\$49.5 Billion

Newspaper Highlights

- Heavy newspaper readers in Austin index above average for high-end consumers:

	Newspaper Quintile 1		Newspaper Quintile 1		Newspaper Quintile 1
Mkt value home \$300M+	172	Own CD's	142	Visit Europe	126
Post graduate degree+	157	Own bonds	139	Any dom pers/vac air trips	119
Home equity loan	145	Second home/property	137	Own 2+ new vehicles	119

- On an average weekday, the Austin American-Statesman reaches over 163,000 metro households – over 3½ times more households reached by Newsweek, Time, & U.S. News weekly magazines combined (44,971) (Circulation 2006; ABC Magazine Market Coverage Report, 2005- MSA)
- The leading newspaper in larger markets than Austin (#54 HH DMA) offers less daily coverage

Austin American-Statesman**	30%	Cleveland Plain Dealer	23%
Portland Oregonian	28	Minneapolis Star Tribune	21
Milwaukee Journal/Sentinel	26	Hartford Courant	18

 and also offers less DMA Sunday coverage:

Austin American-Statesman**	38%	Orlando Sentinel	28%
Jacksonville Florida Times Union	35	Chicago Tribune	28
Memphis Commercial Appeal	34	Birmingham News, Post-Herald	25
- Nearly 9 out of 10 adults (89.8%) who read a daily newspaper in the Austin MSA turn to the American-Statesman, and almost all adults (94%) on Sunday
- Daily, the Austin American-Statesman readers have a 22% higher HHI than the average DMA adult – a difference of over \$16,700; on Sunday, Austin American-Statesman readers have a HHI 15% higher (over \$11,400 more) than the average DMA adult
- The Austin American-Statesman provides far greater coverage of metro adults than A.M. drive-time radio, or even 1 prime time TV spot each from ABC, CBS, FOX, & NBC combined. (Scarborough 2006, Rel 1)

% Metro Adults		% Metro Adults	
Daily American-Statesman	36%	A.M. Drive Time Radio (average ¼ hour, 42 stations)	20%
Sunday American-Statesman	48%	Prime Time TV: ABC, CBS, FOX, NBC	16%

- Compared to the average adult in the U.S., daily Austin American-Statesman readers are:

101% more likely to use a stockbroker	52% more likely to have money market account
91% more likely to own 2+ new vehicles	48% more likely to have HHI of \$100,000+
72% more likely to have a college degree+	45% more likely to have prof/mgr occupation
- Compared to the average adult in the U.S., Sunday Austin American-Statesman readers are:

98% more likely to take 3+ any dom busn air trips	54% more likely to take 3+ dom pers/busn trips
83% more likely to have an online service	48% more likely to rent a car for business
66% more likely to stay at upscale hotel-business	35% more likely to own/lease frgn luxury vehicle

- Statesman.com, website for the Austin American-Statesman, is the area's most powerful local medium for effective online advertising; the website has over 500,000 registered users and 1.6 million unique visitors, generating 22 million page views on an average month; overall, the Statesman reaches 2 out of every 3 adults in Central Texas, reaching the overwhelming portion of Austin's upscale audience .