

# The Baltimore Market



	<u>DMA</u>		<u>Metro</u>	
	<u>#</u>	<u>U.S. Rank</u>	<u>#</u>	<u>U.S. Rank</u>
Households	990,300	#23	918,600	#18
Population	2,666,200	#23	2,477,100	#18
EBI	\$44.1 Billion	#23	\$41.4 Billion	#17
Retail Sales	\$23.9 Billion	#25	\$22.3 Billion	#21

## Market Highlights

- Largest DMA and MSA in state of Maryland, and 18th largest U.S. metro; nation's #3 port
- Baltimore & Washington, D.C. metros are recognized by the U.S. government as a Common Market that ranks #4 in population, behind only New York, Los Angeles & Chicago
- Washington/Baltimore Common Market ranked #6 in population gains among major metros, ahead of NY, Chicago, and San Francisco, from 1990 to 1996 (U.S. Bureau of the Census, 1/1/98)
- Maryland leads nation in high-tech research and development expenditures - Maryland's top 20 high-tech companies alone employ over 100,000 workers
- #8 DMA for percent of adults with \$50,000+ income (41.1%), ahead of Atlanta, Dallas, Philadelphia, LA, & West Palm Beach
- #11 DMA for percent of adults who are professionals/managers (23.3%), ahead of Minneapolis, NY, Seattle, Chicago, & Philadelphia
- Baltimore region adds 30 new households and 50-60 new jobs every day (Baltimore Metropolitan Council, 1998)
- 30% of area companies are actively recruiting workers (1998 Manpower Survey)
- Baltimore's median after tax household income ranks #14 among 211 DMA's
- New construction: the new Baltimore Ravens football stadium, \$650 million Harbor View development, \$350 million Inner Harbor East complex, new Oriole Park at Camden Yards, 27-story World Trade center, \$160 million Christopher Columbus marine research/biotechnology center, and Convention Center expansion
- More than 14 million passengers moved through Baltimore/Washington International Airport in '97, compared to 9 million in 1992; to accommodate its share of the rapid growth, Southwest Airlines is establishing a 200-pilot crew base at BWI (Maryland Aviation Administration, 1997)
- Home to the John Hopkins University and Hospital and other major healthcare institutions
- Maryland ranks #1 for number of physicians per capita (Maryland Health Care Access and Cost Commission)



Circulation

DMA Readership

	<u>Daily</u>	<u>Sunday</u>		<u>Daily</u>	<u>Sunday</u>
Total	320,986	483,971	DMA Adults	781,900	1,197,600
DMA	304,718	443,157	Average HH Income	\$58,088	\$56,159
Metro	301,020	444,123	DMAReader Income	\$17.7 Billion	\$24.9 Billion

Baltimore Sun Highlights

- The Baltimore Sun accounts for nearly 2 out of 3 daily, and 3 out of 4 Sunday, of all newspaper circulation in the Baltimore DMA.
- The Washington Post provides just 4.5% daily and 6.4% Sunday HH coverage of Baltimore DMA: In the Baltimore DMA, the Sun outcirculates the Washington Post by a 7-to-1 margin.
- Daily Sun readers have a household income 9% (nearly \$4,800) higher than the average for adults in the DMA
- The Sun provides high coverage of upscale DMA prospects with just 1 issue:
 

	<b>Daily</b>	<b>Sunday</b>
\$75,000+ HHI .....	45%	65%
College Grad+ .....	48%	64%
Professional/Manager .....	40%	61%
Stockbroker Account .....	44%	63%
- In the DMA, The Sunday Baltimore Sun reaches nearly 1 million domestic travelers
- One issue of the Sunday Sun reaches 64% of domestic leisure air travelers in the DMA
- One ad in the Washington Post buys two ads in the Baltimore Sun... and hundreds of thousands of new prospects The Post doesn't reach.
- The duplication among readers of the Baltimore Sun & Washington Post is about 4% (percent that read both papers in the Baltimore DMA based on a 2 paper net reach)
- Compared to the U.S. average, daily Baltimore Sun readers are:
  - 55% more likely to have an account with broker
  - 39% more likely to have a college degree
  - 34% more likely to have HHI \$75,000+
  - 15% more likely to travel by air for U.S. business
- Compared to the U.S. average, Sunday Baltimore Sun readers are:
  - 76% more likely to take a cruise
  - 41% more likely to own mutual funds
  - 32% more likely to be a professional/manager
  - 30% more likely to own a PC