



	<u>DMA</u>		<u>CBSA</u>	
	#	<u>U.S.Rank</u>	#	<u>U.S.Rank</u>
Households	1,093,400	#25	641,700	#33
Population	2,813,400	#26	1,653,100	#35
EBI	\$54.7 Billion	#28	\$35.8 Billion	#34
Retail Sales	\$45.4 Billion	#27	\$29.5 Billion	#32

**Market Highlights**

- Charlotte is the largest city in North & South Carolina, and the most accessible city between Washington, D.C. and Atlanta; 57% of the U.S. population is within a 650-mile radius; 5<sup>th</sup>-largest urban region, and 6<sup>th</sup>-largest wholesale center/trading in the United States
  - Charlotte is the South's leading financial center, and the 2<sup>nd</sup>-largest in the U.S., behind only NYC; Charlotte has banking resources of \$2 trillion, with HQs for 4 of the nation's top 15 banks, including the Bank of America (acquired Merrill Lynch) & Wachovia (part of Wells Fargo Bank); their combined deposits total over 1 trillion dollars; 1 of 5 workers in the area has a job in finance (*Charlotte Chamber, 2008*)
  - Charlotte is one of the fastest-growing metros, & its population has almost doubled since 1980; of the top 35 metros, Charlotte has the highest % change in population (+4.2), and of the top 100 metros, is ranked #6 in numeric gain (+66,700) (7/06-7/07); projected to reach almost 1 million by 2030 (*Census, 2008*)
  - Charlotte is one of the most affordable metros: cost of living lower than Savannah, Cleveland, Jacksonville, Charleston, Orlando, Richmond, Raleigh, Baltimore, and Washington D.C. (*ACCRA, 2<sup>nd</sup> qtr '08*)
  - The Charlotte DMA has 7 Fortune 500 HQ firms: Bank of America, Wachovia/Wells Fargo Corp., Nucor, Duke Energy, Sonic Automotive, Goodrich, and SPX, and 4 Fortune 1000 firms: Belk, Riddick, Carlisle, and Piedmont Natural Gas (*Fortune, 4/08*); other top employers include: Lowe's, US Airways, UNC, Bi-Lo, Bell-South Telecommunications, Compass Group, and IBM
  - Of the top 25 DMAs, Charlotte is ranked by sales per HH: #5 in health/personal care sales, #6 in gasoline service station sales, and #6 in merchandise line drugs/HBA sales; and in a 5-year % change, is ranked #7 in households, #7 in population, and #11 in average EBI (*Demographics USA, 2008*)
  - The Charlotte/Douglas Int'l Airport is located 7 miles from Charlotte, and is the 16<sup>th</sup>-largest U.S. airport, with over 33 million passengers in 2007 (*ACI, '08*); of the top 40 airports, it is ranked #1 in % change over the past year, with a 12% increase (*FAA, 2008*); has 640 flights daily, and nonstop service to 120 destinations, including 27 int'l locations; 3<sup>rd</sup>-parallel runway expected to be completed by 2010
  - Over 50 projects were announced or began construction in 2008 for center city development, with a investment of \$5.6 billion new downtown development; \$3 billion dollars invested for residential construction; NASCAR Hall of Fame construction underway; Ritz-Carlton Hotel to be completed by '09
  - Charlotte is home to the NFL Carolina Panthers, NBA Charlotte Bobcats, WNBA Charlotte Sting, ECHL Charlotte Checkers and AAA Charlotte Knights, and also hosts the NASCAR Coca-Cola 600; Charlotte was selected as home of NASCAR's Hall of Fame, and completion is expected by 2010
  - Charlotte is ranked as one of the best U.S. cities as:
    - #1 "Top major market in the South" in deals of 200 jobs or \$300 million investment (*SB-D, from 1993-2007*)
    - #1 "Top metro with highest economic strength" (*Policom Corporation, 2008*)
    - #1 "Best place to live in US" for education, employment, job growth, home prices (*Relocate-America, '08*)
    - #1 "Most educated workforce" (*Business Facilities, 8/07*)
    - #2 "Top city for business attraction" & #1 large county (Mecklenburg) (*Expansion Management, 2007*)
    - #3 "Top large North American city of the future – 2007/2008" (*TDI Magazine, population 500,000-2 million*)
    - #5 "America's best bang for the buck city" (*Forbes, 2008*)
    - #5 "Top city for doing business" (*Inc. Magazine, 2008: top 10 large markets*)
    - #7 "Hottest job market" based on short- and long-term employment trends (*US Bureau of Labor Statistics, 9/08*)
    - #7 "Best U.S. metro for young adults 18-34" on job opportunities, growth, and education (*bizjournals, 5/08*)
- Source: Demographics USA, 2008*

# The Charlotte Observer Delivers The Charlotte Market

**Newspapers First**  
THE LEADER IN MAJOR MARKETS



	<u>Circulation</u>			<u>DMA Readership</u>	
	<u>Daily</u>	<u>Sunday</u>		<u>Daily</u>	<u>Sunday</u>
Total	207,629	265,144	DMA	528,131	712,699
DMA	199,826	255,820	College Grad+	174,393	222,790
Metro	156,493	199,786	Professional/Mgr'l	159,542	208,809
			Average HH Income	\$96,876	\$88,179
			DMA Reader Income	\$51.2 Billion	\$62.8 Billion

## Newspaper Highlights

- Newspaper is the medium that reaches the most upscale, high-end consumers in the Charlotte market. Heavy newspaper readers index far above heavy users of both TV and radio among the most valuable prospects in the Charlotte DMA:

	<i>Newspaper Quintile 1</i>	<i>Radio Quintile 1</i>	<i>TV Quintile 1</i>		<i>Newspaper Quintile 1</i>	<i>Radio Quintile 1</i>	<i>TV Quintile 1</i>
Own/Use dom lux veh	177	100	120	Use financial planner	133	-+ 93	101
Post/grad degree+	166	81	55	Own bonds	130	78	89
Full-serv stockbroker	164	105	119	Eat upscale restaurant	129	112	88

- #1 newspaper in North Carolina, and the largest newspaper between Washington, D.C. and Atlanta
- The Charlotte Observer has a circulation lead of over 35,850 daily and 53,600 on Sunday over the state's #2 newspaper, the Raleigh News & Observer (*Circulation 2009*)
- The Observer's circulation is larger than all other papers in the DMA combined
- Daily, the Charlotte Observer readers have a 30% higher HHI than the average DMA adult – a difference of over \$22,400; on Sunday, Charlotte Observer readers have a HHI 18% higher (\$13,700 more) than the average DMA adult
- On an average weekday, the Charlotte Observer reaches over 156,400 metro households – 3½ times more households reached by Newsweek, Time, and U.S. News & World Report weekly magazines combined (42,346) (*Circulation 2009: ABC Magazine Market Coverage Report, 2008- MSA*)
- The Charlotte Observer provides far greater coverage of DMA adults than A.M. drive-time radio, or even one prime time TV spot each from ABC, CBS, FOX, and NBC combined: (*Scarborough 2008, Rel. 2*)

	<i>% DMA Adults</i>		<i>% DMA Adults</i>
Daily Charlotte Observer	25%	A.M. Drive Time Radio (average ¼ hour, 54 stations)	18%
Sunday Charlotte Observer	34%	Prime Time TV: ABC, CBS, FOX, NBC	16%

- Over 3 out of 4 adults who read a newspaper in metro Charlotte turn to the Sunday Observer
- The leading newspaper in larger metro markets than Charlotte offers far less coverage:

	<i>Daily</i>	<i>Sunday</i>		<i>Daily</i>	<i>Sunday</i>
<b>Charlotte Observer</b>	<b>24%</b>	<b>31%</b>	Los Angeles Times	15%	22%
Boston Globe	17%	25%	Riverside Press-Enterprise	13%	14%
Chicago Tribune	15%	25%	New York Daily News	9%	10%

- Compared to the average adult in the U.S., daily Charlotte Observer readers are:  
99% more likely to have a home equity loan  
69% more likely to have a money market account  
55% more likely to have 2+ new cars  
50% more likely to have an IRA  
40% more likely to have a home mortgage  
36% more likely to be a college graduate+
- Compared to the average adult in the U.S., Sunday Charlotte Observer readers are:  
69% more likely to drink cordials/liqueurs  
49% more likely to take 3+ dom trips for business  
43% more likely to have an online service  
36% more likely to take 3+ any dom prs/vac trips  
35% more likely to stay upscale hotel/motel-busn  
31% more likely to rent a car for business
- Charlotte.com, website for the Charlotte Observer, is the area's most powerful local medium for effective online advertising, with nearly- 2.4 million unique visitors monthly (*AccessABC Website, 2008*)