



	<u>DMA</u>		<u>Metro</u>	
	<u>#</u>	<u>U.S.Rank</u>	<u>#</u>	<u>U.S.Rank</u>
Households	880,600	#32	*808,000	#24
Population	2,251,400	#33	*2,063,600	#25
EBI	\$45.6 Billion	#31	*\$42.7 Billion	#25
Retail Sales	\$31.2 Billion	#36	*\$29.1 Billion	#31

### Market Highlights

- The Greater Cincinnati area, located at the midpoint of the Ohio River, is a 13-county region where Ohio, Kentucky & Indiana converge; it is within 500 miles of 60% of the U.S. population (*cincyusa.com*)
- Cincinnati is one of the best cities for cost of living, & is 6% lower than U.S. average; lower than Austin, Cleveland, Milwaukee, Grand Rapids, Columbus, Orlando, Chicago, Baltimore (*ACCRA '06, 1<sup>st</sup> qtr*)
- Cincinnati is one of the best U.S. housing markets (ranked #4) for share of affordable homes (*NAHB/ Housing Opportunity Index (HOI), 2006 1st quarter, of metros with households of 750,000 or more*)
- The Cincinnati DMA area is home to 10 Fortune 500 firms: Kroger, P&G, Federated Dept. Stores, Ashland (Covington, KY), Fifth Third Bancorp, AK Steel Holding (Middleown, OH), Cinergy, Omnicare (Covington, KY), Western & Southern Financial, & American Financial Group, as well as additional firms within Fortune 1000 rankings: Chiquita, Cincinnati Financial, Cintas, Convergys, E.W. Scripps, Gen'l Cable (Highland Hts, KY), and Ohio Casualty; over 300 foreign-owned firms are in the area (*Fortune, 4/06*)
- The Cincinnati/North Kentucky Int'l Airport, located 13 miles south of Cincinnati, is one of the nation's fastest-growing airports, & the #2 U.S. airport in passenger satisfaction (*SkyTrax Research, 2005*); CVG offers nearly 680 daily non-stop flights to 140 cities; CVG's third North-South Runway opened 12/05; Delta's 2<sup>nd</sup>-largest hub, and Comair's largest hub; in the past 10 years, it has doubled its annual traffic to over 22 million passengers; The airport contributes \$4.52 billion annually to the Tri-State economy and supports more than 55,000 jobs throughout the region (*Univ. of Cincinnati, 2005; CVG airport*)
- Over \$2 billion investment in new development, including The Banks, a mixed-use riverfront development, and Central Riverfront Park; Duke Energy Center (formerly Cinergy Center) expansion/renovation, opened 6/05, with additional space for exhibits/ meetings/ballrooms; Great American Ball Park, home to the Reds; Cincinnati Reds baseball Hall of Fame; Nat'l Underground RR Freedom Center
- Pro sports teams include Cincinnati Reds, Cincinnati Bengals, Cyclones and Mighty Ducks hockey, and Riverhawks soccer; world-class opera, Cincinnati Ballet, Cincinnati Symphony Orchestra, Cincinnati Pops, theater at the Aronoff Center, and over 100 museums and galleries in the region
- Cincinnati is the #1 city in Ohio in salary value index, based on low cost of living, low unemployment rate relative to the national average, local salaries, & housing/living costs (*salary.com, 5/2006*)
- Cincinnati is home to more than 2,000 high-tech firms, with a growing number of technology research and development centers in technology, chemicals, pharmaceuticals and advanced materials (*Corporate Technology Information Services, Inc.*)
- Cincinnati is ranked as:
  - #1 "Best metro for projected growth of home appreciation" for 2007 (6.6% - tied with Houston), and #2 for 2006 (6.0%-tied with Pittsburgh), of the top 25 metros (*Moody's Economy; Fiserv CSW, 12/05*)
  - #2 "America's most livable community" (*U.S. Conference of Mayors, 2005*)
  - #3 "Fabulous place to raise your family," based on jobs, business opportunities, education, crime, climate, recreation, home costs, cost of living, & tax structure (*L. & S. Rosenberg, 2006, of the top 40 CBSAs*)
  - #6 "Best metro for number of projects in new/expanded corporate facilities in 2005" (*Conway Data, 3/06*)
  - #6 "Best place for cost of doing business" of top 25 metros, & #16 of the top 200 CBSAs (*Forbes, 5/06*)
  - #6 "Safest city for business in U.S." after a catastrophe (*Risk & Insurance, 2005*)
  - #9 "Most literate city" (of 69), population 250,000+, based on a composite: newspaper circulation, # book stores, library resources, periodicals, education, internet usage (*J. Miller, Cntrl CT State Univ, 11/05*)
  - #9 "Best logistics-friendly Midwest city," and ranked #20 of the top 331 cities" (*Logistics Today, 4/2005*)

Source: Demographics USA, 2005



	Circulation			Readership	
	Daily	Sunday		Daily	Sunday
Total	228,615	307,850	DMA	545,147	807,400
DMA	225,807	304,901	College Grad+	157,067	220,872
Metro	221,810	296,169	Professional/Mgr'l	132,168	214,696
			Average HH Income	\$76,615	\$76,959
			DMA Reader Income	\$41.8 Billion	\$62.1 Billion

**Newspaper Highlights**

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

	Newspaper Quintile 1	Radio Quintile 1	TV Quintile 1		Newspaper Quintile 1	Radio Quintile 1	TV Quintile 1
Mkt value hm \$300+	167	111	89	HH Income \$100+	150	106	33
Post Grad degree+	160	97	69	Took cruise past 3 years	145	86	126
Money market fund	152	113	87	Prof'l/related occupation	138	98	35

- Largest circulation in the S.W. Ohio/Northern Kentucky region; 3<sup>rd</sup>-largest daily paper in the state
- One daily issue of the Enquirer/Post reaches 34% of metro households – and over 1 out of 2 metro households on Sunday (*Scarborough 2006, Rel. 1*)
- Daily, Enquirer/Post readers have a 10% higher HHI than average DMA adults –over \$6,700; on Sunday, Enquirer readers have an HHI 10% higher–lower than \$7,000 than the average for DMA adults
- Nearly 80% adults who read a newspaper in metro Cincinnati area turn to The Cincinnati Enquirer/Post daily, and nearly 90% on Sunday
- The Cincinnati Enquirer/Post provides far greater coverage of metro adults than A.M. drive-time radio, or even one prime time TV spot each from ABC, CBS, FOX, and NBC combined: (*Scarborough 2006, Rel. 1*)

	% Metro Adults		% Metro Adults
Daily Cincinnati Enquirer/Post	34%	A.M. Drive Time Radio (average ¼ hour, 45 stations)	19%
Sunday Cincinnati Enquirer	51%	Prime Time TV: ABC, CBS, FOX, NBC	18%

- On an average weekday, the Cincinnati Enquirer/Post reaches 221,810 metro households – over 3 times more households reached by Newsweek, Time, & U.S. News weekly magazines combined (68,338) (*Circulation 2006; ABC Magazine Market Coverage Report, 2005- MSA*)

- The leading newspaper in larger markets than Cincinnati (#32) offer far less DMA HH coverage:

	Daily	Sunday		Daily	Sunday
Cincinnati Enquirer/Post	26%	35%	Chicago Tribune	18%	28%
Cleveland Plain Dealer	23%	30%	San Francisco Chronicle	18%	19%
Orlando Sentinel	19%	28%	Hartford Courant	18%	27%

- The Cincinnati.com network is the area's most powerful local online medium; the website for the Cincinnati Enquirer/Post & other news/advertising brands, providing 3.1 million unique users monthly

- Compared to the average adult in the U.S., daily Cincinnati Enquirer/Post readers are:  
62% more likely to own CD's  
41% more likely to own 2+ new cars  
40% more likely to use any stockbroker  
39% more likely to have home equity loan  
35% more likely to have stocks/stock options  
22% more likely to have college degree+

- Compared to the average adult in the U.S., Sunday Cincinnati Enquirer readers are:  
57% more likely to have an online service  
37% more likely to take 3+ dom air busn. trips  
28% more likely to use AMEX (gold/platinum)  
25% more likely to play golf  
21% more likely to have HH Income \$75,000+  
14% more likely to rent a car for personal/vacation

Source: Circulation, 2006; Scarborough 2006, Release 1;