



	<u>Colorado Springs DMA</u>		<u>Colorado Springs CBSA</u>	
	<u>#</u>	<u>U.S.Rank</u>	<u>#</u>	<u>U.S.Rank</u>
Households	320,500	#93	320,500	#93
Population	855,400	#92	855,400	#92
EBI	\$16.2 Billion	#83	\$16.2 Billion	#83
Retail Sales	\$12.4 Billion	#92	\$12.4 Billion	#92

### Market Highlights

- Colorado's second-largest city and DMA; located at the foot of Pikes Peak, 60 miles south of Denver
- One of the fastest-growing areas in the U.S., ranked #24 out of 280 metros in growth--a 30.2% increase in population from 1990 to 2000 (*Census, 2000*); by 2025, the Colorado Springs metro is projected to have a 39% increase in population to over 740,000 (*Colorado Dept. of Local Affairs*)
- Colorado Springs is one of the most affordable metros: cost of living is lower than Jacksonville, Raleigh, Albuquerque, Cleveland, Columbus, Richmond, Orlando, Chicago, Portland, Baltimore, San Diego, Oakland, San Francisco, New York City, and well below the national average (*ACCRA, 3<sup>rd</sup> qtr '06*)
- Colorado Springs travelers' have access to two airports: the Denver International Airport, just 90 minutes away, and its own airport, just 20 minutes from downtown Colorado Springs
- Colorado Springs has a highly educated workforce: over two out of three adults have attended or graduated from college (*2005 American Community Survey*); 12,600 people employed in software firms (*BLS, 5/06*); over 2.8 million labor force within 75 miles; 28 accredited local colleges and universities
- Top employers include: Penrose-St. Francis Health Services, Lockheed Martin Corp, Northrop Grumman, ITT Corp., Hewlett Packard, Intel, Atmel, Verizon; Progressive Insurance, USAA, Broadmoor Hotel, Pikes Peak Community College, and Univ. of CO at Colorado Springs (*Colorado Springs Gazette, 9/06*)
- Colorado Springs is home to 3 U.S. bases and the Air Force Academy, injecting \$2.6 billion into the local economy each year; in addition, it is home to the Pro Rodeo Hall of Fame, U.S. Space Foundation, World Figure Skating Hall of Fame, Pikes Peak and world-class skiing, as well as 45 major national sports organizations, including the U.S. Olympic Committee & the Olympic Training Center
- Of the top 100 DMAs, based on a projected 5-year % change, Colorado Springs is ranked #2 in average household EBI (*Demographics USA, 2006*)
- Colorado Springs is ranked as one of the best U.S. cities as:
  - #1 "Best big place to live" for jobs, schools, crime, arts/leisure, health, & ease of living (*CNNMoney, 7/06*)
  - #2 "Best walking city" (*Prevention Magazine, 3/06*)
  - #3 "Best city for relocating families," for tax rates & avg home/appreciation (*ERC/Primacy Relocation, 5/05*)
  - #4 "Smartest large city" (The brainpower of America's largest cities)" (*Bizjournals/U.S. Census Bureau, 2006*)
  - #5 "Fittest city" (*Men's Fitness Magazine, 1/06*)
  - #6 "Least expensive city in cost of operating a biomedical facility" (*The Boyd Company, 2005*)
  - #7 "Best city for data centers" based on cost efficiency, telecom infrastructure, workforce (*Boyd Co. '06*)
  - #8 "Top metro with the highest rate of business growth" (*InfoUSA - Sales Genie, 2005*)
  - #10 "Fast city" for up-and-coming hubs for creative workers" (*Fast Company, 11/05*)
  - #10 "Fastest-growing city" from 1990-2005, with a 32% increase in growth (*U.S. Census, 2006*)
  - #10 "Least expensive mid-sized city to do business" (*KPMG 2006 Competitive Alternatives Study, 2006*)
  - #17 "Best place (of 125) for business;" based on educational attainment (*Forbes, 5/06*)
- New development: Progressive Corp. new data center; new PRC contact center; new HQs for Spectranetics Corp.; Bal Seal Corp. manufacturing facility to be opened; dpiX, LLC new location; Accounts Receivable Mgmt new collections center; T. Rowe Price to double size of investment service center; new campus for Northrop Grumman; new flagship operations center for Barclays



	<u>Circulation</u>			<u>DMA Readership</u>	
	<u>Daily</u>	<u>Sunday</u>		<u>Daily</u>	<u>Sunday</u>
Total	96,127	108,637	DMA Adults	161,458	219,418
DMA	95,128	107,648	College Grad+	54,910	75,290
Metro	94,516	106,490	Professional/Mgr'l	36,442	50,504
			Average HH Income	\$73,592	\$74,721
			DMA Reader Income	\$11.9 Billion	\$16.4 Billion

### Newspaper Highlights

- Newspaper is the medium that reaches the most upscale, high-end consumers in the Colorado Springs DMA. Heavy newspaper readers index far above heavy users of both TV and radio among the most valuable prospects in the Colorado Springs 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>
Any dom bus air trps	212	52	82	HHI \$100,000+	135	95	79
Upscale hotel-busn	187	84	95	Post grad/degree+	133	93	60
Own 2+ cars	136	105	92	Home improvement loan	122	80	87

- The Colorado Springs Gazette's daily and Sunday circulation is twice as large as the next newspaper in the DMA, the Pueblo Chieftain (daily: 47,012, Sunday: 48,951)
- Only the Denver Post/Rocky Mountain News have more circulation among all Colorado newspapers
- The Colorado Springs Gazette 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

	<i>% Metro Adults</i>		<i>% Metro Adults</i>
Daily Colorado Springs Gazette	37%	A.M. Drive Time Radio (average ¼ hour, 39 stations)	19%
Sunday Colorado Springs Gazette	50%	Prime Time TV: ABC, CBS, FOX, NBC	15%

- Daily, the Colorado Springs Gazette reaches 94,000 MSA HHs—nearly 5 times more HHs reached by Newsweek, Time, & US News weekly magazines combined (20,692) (ABC Magazine Mkt Cvg Rpt, 2006 – MSA)
- Daily Colorado Springs Gazette readers have a HHI 12% higher than the DMA average HHI – over \$8,000; on Sunday, readers have a HHI 14% higher (over \$9,200 more) than average for DMA adults
- The Colorado Springs Gazette ranks 6<sup>th</sup> daily (43%) and 21<sup>th</sup> Sunday (49%) in household penetration of the top newspaper in the top 100 U.S. metros (Circulation 2007)
- Leading newspapers in other markets larger than Colorado Springs offer far less metro HH coverage:

	<i>Daily</i>	<i>Sunday</i>		<i>Daily</i>	<i>Sunday</i>
<b>Colorado Springs Gazette</b>	<b>43%</b>	<b>49%</b>	Albuquerque Journal Tribune	31%	39%
Portland Oregonian	36%	42%	Orlando Sentinel	28%	43%
San Diego Union Tribune	34%	41%	San Francisco Chronicle	21%	23%

Compared to the average adult in the Colorado Springs metro, daily Gazette readers are:  
 63% more likely to use a financial planner  
 40% more likely to rent a car for pers/vac  
 50% more likely to have mkt value home \$200M+  
 30% more likely to use a stockbroker  
 41% more likely to have CDs  
 29% more likely to have an IRA

- Compared to the average adult in the Colorado Springs metro, Sunday Gazette readers are:  
 119% more likely to go snow skiing  
 38% more likely to stay at upscale hotel-prs/vac  
 47% more likely to take 3+ dom air trips-pers/vac  
 36% more likely to travel to Europe past 3 years  
 44% more likely to have a college degree+  
 32% more likely to take any dom air trips-busn
- gazette.com, website for the Colorado Springs Gazette, is the area's most powerful local medium for effective online advertising, with about 1 million unique visitors monthly ([www.quantcast.com/gazette.com](http://www.quantcast.com/gazette.com))