

# The Columbus Market

**Newspapers First**  
THE LEADER IN MAJOR MARKETS



	<u>DMA</u>		<u>CBSA</u>	
	#	<u>U.S. Rank</u>	#	<u>U.S. Rank</u>
Households	900,400	#32	687,400	#29
Population	2,276,000	#33	1,720,100	#32
EBI	\$45.7 Billion	#34	\$37.1 Billion	#30
Retail Sales	\$32.4 Billion	#37	\$26.8 Billion	#33

## Market Highlights

- Columbus, the state capital and largest city in the state, is located in central Ohio on the Scioto River, within 550 miles of half of the population of the U.S.; 15<sup>th</sup>-largest municipality in the U.S..
- Columbus is the second-fastest growing major metro area in the Midwest, & its total population grew 7% from '00-'06 (*Demographics USA, 2006*).
- The Columbus DMA has 5 Fortune 500 HQ firms: Nationwide Mutual Insurance, American Electric Power, Limited Brands, Hexion Specialty Chemicals, and Big Lots; other Fortune 1000 firms: Worthington Industries, Retail Ventures, Huntington Bancshares, Mettler-Toledo Int'l, & Bob Evans Farms (*Fortune, 4/06*); other large employers in the area include State of Ohio, Ohio State Univ., Bank One, Honda of America, SBC Ameritech, Discover Financial Services, Chase Home Finance, & Ross Labs
- Columbus has a lower cost of living than Richmond, Orlando, Chicago, Portland, Baltimore, Boston, Washington DC, San Diego, San Francisco, Los Angeles, and New York City (*ACCRA, 3<sup>rd</sup> qtr 06*)
- Columbus' 315 Research & Technology Corridor comprises over 10,000 acres, & largest of its kind in U.S.; home to the 8<sup>th</sup>-largest public research univ. for 50,000+ jobs, with over 1 billion dollars annually in research grants; an internationally prominent research institution, with 4 major hospital systems, including one of the leading pediatric institutions in the nation (*U.S. Federal Gov't/Nat'l Science Foundation, 2/07*)
- The Port Columbus Int'l Airport, 10 minutes from downtown, had 6.7 million passengers in 2006, and is served by 11 airlines, providing over 340 daily arrivals/departures to 36 airports; other airports in the area include Rickenbacker Int'l Airport, one of Ohio's premier logistical centers and one of the largest int'l cargo transportation hubs in the U.S., & Bolton Airport, reliever to PCIA (*Columbus Reg'l Airport Authority*)
- Over 38,000 people are employed by transportation, storage and logistics industries in Columbus, 25% more than of cities of the same size
- Columbus has 16 universities located within the metro area, including Ohio State Univ., which has one of the largest college campuses in the U.S.; it is also home to the Ohio State Buckeyes football team, a member of the NCAA's Big Ten Conference, playing at the Ohio Stadium with over 100,000 spectators; other colleges in the area include DeVry Univ., Franklin Univ., & College of Art & Design
- Columbus' home appreciation over the past 5 years was up 20% (*OFHEO, 10/30/06*)
- A \$2 billion downtown revitalization since 2000, including: development for the 75-acre mixed-use Arena District, as well as the RiverSouth district; North Bank Park opened recently; construction for Scioto Mile & Whittier Peninsula riverfront parks are underway; new Main Street bridge, construction began in 2006; OhioHealth HQs moving downtown; 1<sup>st</sup> new regional HQs for American Lung Assoc.
- Columbus is ranked as one of the best U.S. cities as:
  - #1 "Most affordable city for single men to buy health insurance;" #5 - all individuals (*eHealthInsurance, 6/05*)
  - #4 "Safest city" (*Risk & Insurance, 2005*)
  - #6 "Top real estate market for 2006" (*Expansion Management*)
  - #6 "Top housing metro (of 50) expecting lower home price declines (*PMI Index/Economic/Real Estate Trends, 1/06*)
  - #7 "Top metro in economic strength in '06," & moved up from #12 in '05 and #18 in '04 (*Policom, 8/06*)
  - #7 "Top high-tech metro" based on medical, jobs, education, energy, transportation (*Popular Science, 3/05*)
  - #8 "Best big city in which to live in" (*Money Magazine, 06*)
  - #8 "Top city with number of Fortune 500 U.S. headquarters," with 5 (*Fortune Magazine, 4/06*)
  - #9 "Top arts city in the nation (population 500,000+)" (*AmericanStyle Magazine, 6/06*)
  - #13 "Top large city for entrepreneurs" (*Entrepreneur Magazine/NPRC, 2006*)

Source: *Demographics USA, 2006*



	<u>Circulation</u>			<u>DMA Readership</u>	
	<u>Daily</u>	<u>Sunday</u>		<u>Daily</u>	<u>Sunday</u>
Total	231,355	351,101	DMA	551,803	840,184
DMA	218,892	332,195	College Grad+	178,441	256,252
Metro	204,027	308,584	Professional/Mgr'l	163,082	246,182
			Average HH Income	\$80,595	\$79,503
			DMA Reader Income	\$44.5 Billion	\$66.8 Billion

### Newspaper Highlights

- Newspaper is the medium that reaches the most upscale, high-end consumers in the Columbus market. Heavy newspaper readers index far above heavy users of both TV and radio among the most valuable prospects in the Columbus 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>
Mkt value hm \$300M+	179	105	91	Full service stockbroker	155	63	116
Own bonds	159	91	72	Post graduate degree+	148	100	61
Own 2 <sup>nd</sup> home/property	156	79	89	Stocks or stock options	139	90	86

- The Columbus Dispatch is the second-largest newspaper in the state of Ohio, and is the number one source of information serving the Columbus metropolitan area as well as central Ohio

- Daily, the Columbus Dispatch readers have a 14% higher HHI than the average DMA adult – a difference of nearly \$9,600; on Sunday, Columbus Dispatch readers have a HHI 12% higher (nearly \$8,500 more) than the average DMA adult

- On an average weekday, the Columbus Dispatch reaches over 204,000 metro households – 3 times more households reached by Newsweek, Time, & U.S. News weekly magazines combined (61,055)  
*(Circulation 2007; ABC Magazine Market Coverage Report, 2006- MSA)*

- The Columbus Dispatch 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)*

	<i>% Metro Adults</i>		<i>% Metro Adults</i>
Daily Columbus Dispatch	37%	A.M. Drive Time Radio (average ¼ hour, 40 stations)	19%
Sunday Columbus Dispatch	57%	Prime Time TV: ABC, CBS, FOX, NBC	20%

- Nearly 8 out of 10 adults (77.3%) who read a daily newspaper in the Columbus MSA turn to the Dispatch, and over 9 out of 10 adults (91.1%) read the Dispatch on Sunday

- The leading newspaper in larger markets than Columbus (#29 HH CBSA) offers far less coverage:

	<i>Daily</i>	<i>Sunday</i>		<i>Daily</i>	<i>Sunday</i>
<b>Columbus Dispatch</b>	<b>30%</b>	<b>45%</b>	Boston Globe	21%	32%
Orlando Sentinel	28%	43%	Chicago Tribune	19%	26%
San Francisco Chronicle	21%	23%	Los Angeles Times	17%	24%

- Compared to the average adult in the U.S., daily Columbus Dispatch readers are:  
57% more likely to use a financial planner  
46% more likely to have an IRA account  
35% more likely to have college degree+  
29% more likely to have HHI \$100,000+  
21% more likely to have mutual funds  
19% more likely to be professional/managerial

- Compared to the average adult in the U.S., Sunday Columbus Dispatch readers are:  
63% more likely to use an online service  
46% more likely to own 2+ new cars  
43% more likely to visit Canada past 3 years  
39% more likely to play golf  
37% more likely to take 3+ dom air trips-busn  
28% more likely to own a PDA

- Dispatch.com, website for the Columbus Dispatch, is the area's most powerful local medium for effective online advertising, with over 740,000 unique visitors monthly *(Nielsen/Net Ratings, 8/06)*

Source: Circulation 2007; Scarborough Rpt 2006, Rel. 2; ABC Magazine Market Coverage Rpt, 2006 - MSA