



	<u>DMA</u>	<u>U.S. Rank</u>	<u>CBSA</u>	<u>U.S. Metro Rank</u>
	#		#	
Households	417,200	#73	206,700	#94
Population	1,052,400	#74	523,000	#93
EBI	\$19.7 Billion	#72	\$10.9 Billion	#84
Retail Sales	\$14.1 Billion	#80	\$8.2 Billion	#94

Market Highlights

- Iowa's capital and largest city in Iowa – the political, economic, and cultural center for the state; the metro area is at the confluence of the Des Moines and Raccoon rivers
- The world's 3rd-largest insurance center, behind London and Hartford – home to headquarters for over 60 life, health and casualty insurance firms, as well as 100 state, district or regional offices of other insurance companies, with nearly 40,000 workers in the industry; major insurance firms in the area include Allied Insurance (Nationwide), Principal Financial Group, Wellmark Blue Cross & Shield of Iowa, and State Farm Insurance Company (*City of Des Moines, Office of Economic Development*)
- Des Moines is one of the most affordable Midwest metros, with a considerably lower cost of living than the U.S. average, & lower than: Memphis, Tulsa, Cedar Rapids, Green Bay, Dayton, Cleveland, Peoria, Davenport, Ames, Dubuque, Lexington, Milwaukee, Grand Rapids, & Chicago (*ACCRA 07 1st qtr*)
- Top employers include Principal Financial (including Marsh), a Fortune 500 firm (*Fortune 500, 4/07*); as well as EMC Insurance Group, Wells Fargo Bank N.A., Nationwide/Allied Insurance, Central Iowa Health System, Mercy Medical Center, Pioneer Hi-Bred Int'l Inc., Firestone Agricultural Tires, UPS, BFS N.A. Tire, LLC, FBL Financial Group, Ruan Transportation, ING Group, Meredith Publications, Electronic Data Systems, Fisher Controls, Communication Data Services, and AmerUs Group
- One of the most affordable U.S. metros based on single-family homes of the top 100 CBSAs (*NAHB, 2007, Qtr 1*), less expensive than Knoxville, Birmingham, Albuquerque, Jacksonville, Milwaukee, Richmond, Portland, Hartford, Orlando, Chicago, Providence, Boston, Washington DC, Madison, Chicago
- Compared to the top 75 HH DMA's, Des Moines is ranked by index as: (*Scarborough USA+ 2006, Release 2*)

#2 stay at upscale hotel for busn	#6 own a home	#8 have home mortgage
#3 play golf	#7 stay at hotel for pers/vacation	#9 have a 401K account
#3 married	#7 have homeowners insurance	#10 own mutual funds
- Only a 10 minute drive from downtown, the Des Moines Int'l Airport had nearly 2 million passengers last year with 140 daily flights to 18 non-stop destinations, operating 11 airlines (*Aviation Dept, FAA*)
- Major projects that are underway or recently completed including: Country Fresh's new location; Allied Insurance expansion, expected completion by 12/08; new Iowa Events Center; Science Center of Iowa; Principal River Walk, a 1.2-million waterfront revitalization project downtown, expected completion by 2008; one of the largest greenbelt parks in the U.S., investing \$70 million throughout downtown; Western Gateway Park, including Des Moines Library and Temple for Performing Arts
- Des Moines is ranked as:
 - #1 "Top U.S. high-tech hot spot on the verge of the most innovative cities" (*Fast Cities, 7/07*)
 - #1 "Top growth city" with 5-10,000 families moving, the highest % of growth with 14.2% (*U-Haul, 3/07*)
 - #2 "Best metro for overall quality of life" for middle class lifestyle (pop. 400,000-1 million), based on standard of living, affordable housing, education, air access, & labor market (*Expansion Management, 6/07*)
 - #4 "Best place for business & careers" for economic/job growth and business/living costs (*Forbes, 4/7*)
 - #5 "Best city for data centers" for the least expensive building/operating centers (*InformationWeek, 10/06*)
 - #8 "Best city" (of top 100 cities in population), based on lowest cost of living; also ranked #26 in % of workforce in creative class (*Kiplinger's, 6/07*)
 - #8 "Best city" based on lowest cost of living," & #26 in % of workforce in creative class (*Kiplinger's, 6/07*)
 - #8 "Best small city (350,000-575,000 population) for relocating families" (*ERC/Primacy Relocation, 6/07*)
 - #13 "Top metro (of 371 metros) in economic strength ranking" (*Policom, 8/06*)



	Circulation			Readership	
	Daily	Sunday		Daily	Sunday
Total	150,877	240,950	DMA	348,138	456,444
DMA	123,003	184,287	College Grad+	94,034	125,755
Metro	85,504	116,470	Professional/Mgr'l	85,922	112,511
			Average HH Income	\$72,743	\$70,964
			DMA Reader Income	\$25.3 Billion	\$32.4 Billion

Newspaper Highlights

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

	Newspaper Quintile 1	Radio Quintile 1	TV Quintile 1		Newspaper Quintile 1	Radio Quintile 1	TV Quintile 1
Own/Use frgn lux veh	192	77	46	Post grad degree+	138	96	56
1+ frgn comb trips	158	92	85	Have CD's	134	87	99
Visited Europe	148	88	93	Mkt value hm \$250M+	129	101	57

- Des Moines Register has a circulation lead of over 87,000 daily and 164,000 on Sunday over the state's #2 newspaper, the Cedar Rapids Gazette
- Daily circulation of 150,877 represents over 26% of total Iowa's daily newspaper circulation; on Sunday, the Register's 240,950 circulation represents 39% of Iowa's total Sunday circulation
- On an average weekday, the Des Moines Register reaches 85,504 metro households – over 5 times more households reached by Newsweek, Time, & U.S. News weekly magazines combined (15,811) *(Circulation 2007; ABC Magazine Market Coverage Report, 2006- MSA)*
- Over 3 out of 4 adults (77%) who read a daily newspaper in the Des Moines DMA turn to the Register, and over 9 out of 10 (91%) on Sunday
- One daily issue of the Register reaches 41% of metro households – and over 1 out of 2 metro households on Sunday (56%) *(Circulation 2007)*
- Daily, Register readers have a 11% higher HHI than average DMA adults – a different of over \$7,000; on Sunday, Register readers have a HHI 8% higher (\$5,200+ more) than the average for DMA adults
- Leading newspapers in larger markets than Des Moines offer far less CBSA HH coverage:

	Daily	Sunday		Daily	Sunday
Des Moines Register	41%	56%	Grand Rapids Press	33%	44%
Omaha World-Herald	40%	53%	Dayton News	31%	45%
Madison Capitol Times	38%	50%	Minneapolis Star Tribune	26%	46%
Cleveland Plain Dealer	35%	47%	Chicago Tribune	19%	26%

- The Des Moines Register 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 2007, Release 1)*

% Metro Adults		% Metro Adults
Daily Des Moines Register	53%	A.M. Drive Time Radio (avg. ¼ hour, 36 stations)
Sunday Des Moines Register	68%	Prime Time TV: ABC, CBS, FOX, NBC
		20%
		19%

- DesMoinesRegister.com, website for the Des Moines Register, is the area's most powerful local medium for effective online advertising, with 445,500 unique visitors *(NAA NADBase/Nielsen/NetRatings, 11/06)*
- Compared to the average adult in the U.S., daily Des Moines Register readers are:
 - 41% more likely to use a financial planner
 - 41% more likely to own mutual funds
 - 38% more likely to use full service stockbroker
 - 37% more likely to have home mortgage
 - 34% more likely to own stocks/stock options
 - 24% more likely to have a money market account
- Compared to the average adult in the U.S., Sunday Des Moines Register readers are:
 - 81% more likely to play golf
 - 63% more likely to have an online service
 - 40% more likely to take 3+ dom business trips
 - 37% more likely to own/lease any dom. luxury veh
 - 36% more likely to stay at upscale hotel-business
 - 20% more likely to own a home