



	<u>Houston DMA</u>		<u>Houston CBSA</u>	
	<u>#</u>	<u>U.S. Rank</u>	<u>#</u>	<u>U.S. Rank</u>
Households	2,027,300	#10	1,914,000	#8
Population	5,809,400	#10	5,489,500	#7
EBI	\$117.7 Billion	#10	\$112.9 Billion	#11
Retail Sales	\$84.9 Billion	#11	\$81.4 Billion	#9

Market Highlights

- Houston is the fastest-growing largest city (numerically) with 39,000 new residents (*Census Bureau, '06-'07*) and Houston is expected to be ranked #6 (of top 25 metros) in population change from 2000-2025, with a 38% increase (*U.S. Census Bureau; Demographia*)
 - Houston is ranked of the top 10 DMAs in 5-yr % growth in: #3 in total population, #3 in households, and #4 in total EBI (*Demographics USA, 2007*)
 - Of the major 25 U.S. metropolitan areas, Houston is ranked #1 lowest cost of living overall, #1 in housing, and #1 in grocery items (*ACCRA, 2nd Qtr 2008*)
 - Houston is the #2 city with most Fortune 500 HQs, with 25 firms (*Fortune Magazine, 4/08*)
 - Houston is known as a world capital of the oil and gas industry with over 5,000 energy firms doing business in the region, including ExxonMobil, Shell Chemical, BP, National Oilwell Varco, Chevron, Halliburton, ConocoPhillips, Reliant Energy, CenterPoint Energy, Enbridge Energy, Plains All American Pipeline, Frontier Oil, and Marathon Oil; other top firms include: Sysco, Univ. of Texas, Memorial Hermann Healthcare Systems, Enterprise GP Holdings, Baylor College, Continental Airlines, Hewlett Packard, Waste Management, Baker Hughes, Apache, KBR, Smith Int'l, and Knight
 - Houston is the U.S. HQs for the manned spaceflight program; Johnson Space Center has the nations' best high-tech professionals (*Greater Houston Partnership, 5/08*)
 - The Houston Bush Int'l Airport is the 8th-busiest U.S. airport and 16th in the world, with 43 million total passengers annually (*ACI, 2007*), and a 6th runway and terminal expansion in planned; the Houston Airport System, including the Houston Bush Int'l Airport, Hobby Airport and Ellington Field, served a record 52 million passengers in 2007, and expects to handle over 80 million passengers by 2020
 - Houston has more than 40 colleges, universities, and institutions, & including Rice University, home to the Texas Medical Center, world's largest medical center, with over 52,000 workers in 21 million sq. ft.
 - The Port of Houston ranks first in the United States in international waterborne tonnage handled, and second in total cargo tonnage handled
 - Houston is ranked:
 - #1 "Hottest job market based on private sector jobs growth, raw growth, unemployment" (*bizjournals, 9/08*)
 - #1 "Best performing city" overall, of top 25 metros, based on job growth (*Milken Institute, 2008*)
 - #1 "Top 10 best places to live" (*Kiplinger's Personal Finance, 8/08*)
 - #1 "Best city to buy a home" (*Forbes, 8/08*)
 - #1 "Best city for recent college grads" (*Forbes, 6/08*)
 - #1 "Top U.S. manufacturing city" (*Manufacturers' News Inc., 5/07*)
 - #1 "Best city for your job" (*BusinessWeek, 6/08*)
 - #1 "Top market for real estate investing in 2007" (*HomeVestors, 12/07*)
 - #2 "Best metro with highest logistics quotient" overall (*Expansion Management, 2008*)
 - #2 "Top million dollar market in terms of exports in 2006" (\$53 billion sales) (*U.S. Dept of Commerce, 7/08*)
 - #2 "Top cybercity" based on engineering services (*AeA Cybercities, 2008*)
 - #3 "Top metro in export value in '06, a 27% increase over the past year" (*U.S. Department of Commerce, 2007*)
 - #4 "Best large city (of 30) for doing business" based on short and long-term job growth (*Inc Magazine, 7/08*)
 - #4 "Top 10 up-and-coming tech city" (*Forbes, 3/08*)
 - #4 "Top metro in number of projects" (*Conway Data, 2007*)
 - #8 "Top metro with the strongest economy," and moved up from #26 last year (*Policom Corp., 2008*)
- Source: *Demographics USA, 2007; Greater Houston Convention & Visitors Bureau; www.cityofhouston.gov*



	<u>Circulation</u>			<u>Readership</u>	
	<u>Daily</u>	<u>Sunday</u>		<u>Daily</u>	<u>Sunday</u>
Total	510,737	692,572	DMA Adults	1,150,554	1,648,804
DMA	482,027	657,488	College Grad+	433,422	559,473
Metro	467,767	641,143	Professional/Managerial	437,903	584,234
			HHI \$75,000+	617,033	813,341
			Average HH Income	\$116,254	\$109,205

Newspaper Highlights

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

	<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 hm val \$250M+	188	98	74	Use stockbroker	172	77	98
Financial planner	175	89	81	Post graduate degree+	168	82	73
Money mkt fund acct	173	78	94	Own IRA	162	87	80

- Largest daily newspaper in Texas; 9th-largest U.S. daily and 8th-largest Sunday paper (*Circulation 2004*)
- Daily Chronicle readers have an HHI 29% higher than the DMA average HHI – a difference of over \$26,000; on Sunday, Chronicle readers have an HHI 21% higher (over \$19,000 more) than the average for DMA adults
- The Houston Chronicle provides far greater coverage of DMA adults than A.M. drive-time radio, or even 1 prime time TV spot each from ABC, CBS, FOX & NBC combined (*Scarborough 2008, Release 1*)

	<i>% DMA Adults</i>		<i>% DMA Adults</i>
Daily Houston Chronicle	27%	A.M. Drive Time Radio (<i>average ¼ hour, 37 stations</i>)	13%
Sunday Houston Chronicle	39%	Prime Time TV: ABC, CBS, FOX, NBC	13%
- Nearly 8 out of 10 adults (79%) who read a daily newspaper in the Houston MSA turn to the Chronicle, and over 9 out of 10 adults (92%) on Sunday
- On an average weekday, the Houston Chronicle reaches over 467,700 metro households – over 4 times more households reached by Newsweek and Time weekly magazines combined (98,176) (*Circulation 2008; ABC Magazine Market Coverage Report, 2007- MSA*)
- Among the top 10 DMA households, The Houston Chronicle is the #2 newspaper daily and Sunday in % penetration (*Circulation 2008*)
- Compared to the average adult in the U.S., daily Houston Chronicle DMA readers are:

73% more likely to have HHI \$100,000+	53% more likely to use a travel agent
59% more likely to own/lease frgn lux vehicle	52% more likely to be have prof'l/managerial job
55% more likely to be a college graduate+	51% more likely to use a financial planner
- Compared to the average adult in the U.S., Sunday Houston Chronicle DMA readers are:

107% more likely to take 3+ any frgn trip - busn	67% more likely to rent a car for business
95% more likely to take 3+ any dom air trip - busn	51% more likely to have internet provider
81% more likely to 3+ any dom air trip - pers/vac	38% more likely to take a cruise
- chron.com is the area's most powerful local site for effective online advertising, with nearly 6.6 million unique visitors, up 1 million in the past year (*Access/ABC Website – Audience-FAX Data Base, '08*)

Source: *Circulation 2008; Scarborough 2008, Release 1;*