

The Indianapolis Market



	<u>DMA</u>		<u>Metro</u>	
	<u>#</u>	<u>U.S.Rank</u>	<u>#</u>	<u>U.S.Rank</u>
Households	1,055,600	#26	637,400	#32
Population	2,678,700	#26	1,626,200	#35
EBI	\$52.4 Billion	#26	\$34.5 Billion	#31
Retail Sales	\$37.3 Billion	#28	\$24.7 Billion	#35

Market Highlights

- Indianapolis is the capital of Indiana, and the 12th-largest city in the U.S.; the most centrally located city of the top 100 U.S. metros, with more interstate highways (13) bisecting the city & state than any other in U.S.; roughly 65% of the U.S. population is within a day's drive; a leading distribution center
- Indianapolis had the highest percent in population growth between 1990-2000 of any major Midwest city (*Home Federal Bancorp, 4/06*), and is expected to have a 464,000 increase in metro population from 2005 to 2040, a projected 28.3% increase (*STATS Indiana Business Research Cntr/U Kelley Sch. Business, 5/06*)
- Indianapolis was the only large Midwest city to experience job growth and exceed its expected growth rate during 2000-05 (*"Looking for Diamonds in the Rust," Federal Research Bank of Chicago, 7/06*)
- Indianapolis has a lower cost of living than the U.S. average, lower than Austin, Cleveland, Milwaukee, Grand Rapids, Columbus, Orlando, Chicago, Baltimore, & Washington DC (*ACCRA 2006, 1st qtr.*)
- Indianapolis remains the #1 most affordable major U.S. housing market for the third consecutive quarter in 2006 for metros with 500,000 population (*NAHB/Wells Fargo Housing Opportunity Index, 1st qtr., '06, '05, '04*)
- 3 Fortune 500 HQs in the DMA: Wellpoint, Eli Lilly, & Conseqo; 4 Fortune 1000 HQs: Guidant, Simon Property Group, Brightpoint, Marsh Supermarkets; (*Fortune, 4/06*); other top employers include: Purdue Univ., FedEx, Roll-Royce, Allison Transmission/ Div. of GMC, SBC Indiana, Dow AgroSciences LLC, Roche Diagnostic Corp., UPS, Chase, and Visteon Corp. (*Indy Partnership Employer Database, 2006*)
- Only 12 minutes from downtown, the Indianapolis Int'l Airport had 8.5 million passengers in 2005, a 6% increase over last year, & the 8th-largest U.S. airport for cargo business; a \$1 billion expansion is expected completion by 2008; it also serves as home to the 2nd-largest FedEx facility, and plans a \$214 million, 400,000 sq. ft. expansion to the hub's existing sort facility, as well as construction of a 175,000 sq. ft. secondary sort building (*ACI, 2006; 2005-06 Grtr. Indianapolis Chmbr. of Commerce; Air Cargo World, 9/05*)
- "Racing capital of the world," Indianapolis plays host to 500+ national and international sporting and cultural events yearly, including the world's 3 largest single-day sporting events: Indy 500, drawing nearly half a million auto racing fans; NASCAR's Brickyard 400 racing series; and U.S. Grand Prix, the best-attended Formula 1 race in the world; all held at the Indianapolis Motor Speedway
- Indianapolis was recently been named the best sports city; three major league teams in the area: Indiana Pacers basketball, where the Conseqo Fieldhouse is ranked as the #1 sports venue for basketball; Indianapolis Colts football; and Indiana Fever women's national basketball
- New construction: Lucas Oil Stadium, a new multi-use venue, will be home to NFL's Indianapolis Colts, NCAA men's and women's Final Four tournaments, as well as other major events, projected to open 3rd qtr. 2008; convention center 400,000 sq. ft. expansion, projected to open 3rd qtr. 2010; Eli Lilly biotech plant and laboratory expansion, expected to open 1st qtr. 2007 (*Indy Downtown, Inc.*)
- Indianapolis is ranked:
 - #3 "Least expensive large city to do business" (*KMPG Competitive Alternatives Study, 2006*)
 - #4 "America's hottest city" in best location for future facility expansion" (*Expansion Management, 2005*)
 - #5 "Best place for teleworking" for large metros (1.5 - 3 million) (*Intel, 3/06*)
 - #5 "Hottest large city for entrepreneurs" (*Entrepreneur Magazine/Nat'l Policy Research Council, 10/05*)
 - #9 "Least expensive U.S. city to operate a biomedical R&D facility" (*Boyd Co., 2005*)
 - #9 "Top state with the best climate for small business" (*Small Business & Entrepreneurship Council, 10/05*)
 - #10 "Best place for business and careers" of the top 50 metros (*Forbes, 5/06*)
 - #14 "Best metro (of 361) for economic strength in 2005;" up from 2004's ranking (#20) (*Policom, 2005*)



	<u>Circulation</u>			<u>Readership</u>	
	<u>Daily</u>	<u>Sunday</u>		<u>Daily</u>	<u>Sunday</u>
Total	253,261	357,585	DMA	556,462	831,584
DMA	238,466	341,620	College Grad+	174,971	244,989
Metro	213,952	307,621	Professional/Mgr'l	153,118	225,559
			Average HH Income	\$82,016	\$79,285
			DMA Reader Income	\$45,639 Billion	\$65,932 Billion

Newspaper Highlights

- Newspaper is the medium that reaches the most upscale, high-end consumers in the Indianapolis market. Heavy newspaper readers index far above heavy users of both TV and radio among the most valuable prospects in the Indianapolis 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>
Upscale hotel-bus.	205	123	29	Second home/property	160	89	97
Use stockbroker	187	114	118	Own bonds	157	116	90
Money mkt accn't	171	111	113	Home value \$200,000+	139	111	77

- The Indianapolis Star accounts for 29% of all Sunday newspaper circulation in the state
- In the DMA, more daily circulation than the next 15 largest newspapers combined
- On an average weekday, the Indianapolis Star reaches over 213,952 metro households – over 4½ times more households reached by Newsweek, Time, & U.S. News weekly magazines combined (44,179) (Circulation 2006; ABC Magazine Market Coverage Report, 2005- MSA)
- The Indianapolis Star has the 9th- highest daily coverage (34%) and the 5th-highest coverage (48%), of the top 40 metro newspapers (Circulation 2006)
- Over 4 out of 5 adults (82%) who read a daily newspaper in the Indianapolis MSA turn to the Star, and almost all adults (98%) on Sunday
- Daily, the Indianapolis Star readers have a 18% higher HHI than the average DMA adult – a difference of over \$12,700; on Sunday, Indianapolis Star readers have a HHI 15% higher (over \$10,000 more) than the average DMA adult
- 1 daily issue reaches nearly half of metro area college grads and adults with HHI \$75,000+
- The Indianapolis Star 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: (Scarborough 2006, Release 1)

<i>% Metro Adults</i>		<i>% Metro Adults</i>	
Daily Indianapolis Star	42%	A.M. Drive Time Radio (average ¼ hour, 40 stations)	19%
Sunday Indianapolis Star	60%	Prime Time TV: ABC, CBS, FOX, NBC	18%

- Indystar.com, website for the Indianapolis Star, is the area's most powerful local medium for effective online advertising
- Compared to the average adult in the U.S., daily Indianapolis Star readers are:

98% more likely have a home equity loan	45% more likely to have post/graduate degree+
73% more likely to own/lease dom. luxury veh.	40% more likely to have a home mortgage
69% more likely to use a financial planner	39% more likely to have stocks/stock options
- Compared to the average adult in the U.S., Sunday Indianapolis Star readers are:

63% more likely to have online service provider	24% more likely to stay at hotel/motel-business
36% more likely to take any dom. busn. air trips	22% more likely to play golf past 12 months
24% more likely to be a college graduate+	20% more likely to take any dom pers'l/vac trips