

# The Indianapolis Market



	<u>DMA</u>		<u>Metro</u>	
	<u>#</u>	<u>U.S. Rank</u>	<u>#</u>	<u>U.S. Rank</u>
Households	1,083,400	#26	666,600	#32
Population	2,743,600	#28	1,698,900	#33
EBI	\$54.8 Billion	#27	\$36.6 Billion	#32
Retail Sales	\$43.3 Billion	#29	\$20.5 Billion	#33

## Market Highlights

- Indianapolis is the capital of Indiana, and the 12<sup>th</sup>-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 is the only major metro in the Midwest to have economic growth every year since 2001; in 2007, there were over 13,000 new jobs, and over \$1.3 billion new capital investment
- Indianapolis has the lowest cost of living of the top 40 CBSAs; considerably lower than the US average, and lower than Grand Rapids, Jacksonville, Cleveland, Orlando, Milwaukee, Richmond, Portland, Chicago, Hartford, Baltimore, Boston, San Diego, Wash. DC, LA, Oakland, NY (*ACCRA '08, 3<sup>rd</sup> qtr.*)
- Indianapolis remains the #1 most affordable major U.S. housing market for the 12th consecutive quarter for metros 500,000 population (*NAHB/Wells Fargo Housing Opportunity Index, 3<sup>rd</sup> qtr. '08*)
- 4 Fortune 1000 HQs in the DMA: Wellpoint, Eli Lilly, Simon Property Group, and Calumet (*Fortune, 4/08*); other top employers: Clarian Health, Conesco, Purdue, FedEx, Rolls-Royce, Allison Transmission/GMC, AT&T, US Defense Dept., Roche Diagnostic Corp., Hewlett-Packard, Brylane, United Technologies Carrier, Auto Components Holdings, Raytheon, & OneAmerican (*Indy Partnership; infoUSA*)
- The New Indianapolis Airport opened 11/08, and is the largest development in city's history, with a newly-constructed, modern terminal building between the two existing main runways; one of the most advanced airport facilities in the U.S.; the original airport had 8.3 million passengers in 2007, with an average of 180 daily departures to 40 non-stop destinations; 8<sup>th</sup>-largest U.S. airport for cargo business; home to the 2<sup>nd</sup>-largest FedEx facility in the world (*ACI, 2008; Indianapolis Airport Authority*)
- "Racing capital of the world," Indianapolis plays host to 500+ national and international sporting and cultural events yearly, including the two largest single-day sporting events & the largest drag racing event in the world: Indianapolis 500, drawing nearly half a million auto racing fans; Allstate 400 at the Brickyard; and the NHRA U.S. Nationals; all held at the Indianapolis Motor Speedway
- One of the most diverse sports city in U.S., and previously named best sports city; three major league terms: Indiana Pacers NBA, playing at Conesco Fieldhouse, ranked as #1 sports venue for basketball, & will host NCAA Men's Final Four in 2010; NFL's Indianapolis Colts, playing at the new Lucas Oil Stadium, winner of the 2007 Super Bowl; and Indiana Fever women's national basketball; home to governing bodies of NCAA, USA Gymnastics, USA Track/Field; other major events
- Downtown development include: Indianapolis Cultural Trail, began '07; convention center will be expanded two-thirds larger to 1.2 million sq. ft, including 750,000 sq. ft. exhibition space, projected to open in 2010; expansion for Marriott complex, Riley Hospital, and Eli Lilly biotech plant & laboratory
- Indiana is: #1 best business tax climate (*Tax Foundation, '08*); #4 lowest business costs, on labor, energy & taxes (*Forbes, 7/07*); #7 in competitiveness (*Site Selection, 5/08*); #8 best state to do business (*CEO Mag., 1/08*)
- Indianapolis is ranked:
  - #2 "Best city for relocating families" with population 1,300,000+ (*5/08, Worldwide ERC/Primacy Relocation*)
  - #2 "Best city for the highest salary value index" of top 30 CBSAs (*salary.com, 2008*)
  - #3 "Best city: bang for the buck" in affordable housing, job growth, median house price/HHI (*Forbes 10/08*)
  - #4 "Top metro in house price risk index" based on affordability (*PMI Mortgage Index Co, top 50 metros, 1<sup>st</sup> Qtr 2008*)
  - #4 "Top metro-home affordability" on median HH income & payment as % of HHI, taxes (*bizjournals, 3/08*)
  - #5 "Least expensive city for homeowners" (*Forbes, 9/08*)
  - #6 "Best city for jobs" in median income rank, unemployment, income growth, cost of living (*Forbes, 1/08*)
  - #7 "Top growth city" (*U-Haul, over 10,000 families moving, from January - December, 2007*)

Source: Demographics USA, 2008; U.S. Census Bureau



	<u>Circulation</u>			<u>Readership</u>	
	<u>Daily</u>	<u>Sunday</u>		<u>Daily</u>	<u>Sunday</u>
Total	258,947	348,133	DMA	533,843	741,264
DMA	248,617	335,731	College Grad+	182,538	244,989
Metro	225,058	302,448	Professional/Mgr'l	152,769	214,531
			Average HH Income	\$88,908	83,443
			DMA Reader Income	\$47.5 Billion	\$61.8 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>
3+ frgn prs/vc trips	178	91	65	Visited Europe	173	62	47
Own 2+ new cars	174	75	75	Took cruise	156	100	93
Post grad degree+	173	87	49	Used travel agent	154	98	72

- The Indianapolis Star accounts for 30% of all Sunday newspaper circulation in the state
- In the DMA, The Star has more daily circulation than the next 19 largest newspapers combined
- On an average weekday, the Indianapolis Star reaches over 225,058 metro households – over 4½ times more households reached by Newsweek, Time, & U.S. News weekly magazines combined (47,833) (Circulation 2009; ABC Magazine Market Coverage Report, 2008- MSA)
- The Indianapolis Star has the 3<sup>rd</sup>-highest daily coverage (34%) and the 3<sup>rd</sup>-highest coverage (45%), of the top 35 metro newspapers (Circulation 2009)
- Over 4 out of 5 adults (81%) who read a daily newspaper in the Indianapolis MSA turn to the Star, and almost all adults (99%) on Sunday
- Daily, the Indianapolis Star readers have a 23% higher HHI than the average DMA adult – a difference of over \$16,300; on Sunday, Indianapolis Star readers have a HHI 15% higher (over \$10,800 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 2008, Release 2)

	<i>% Metro Adults</i>		<i>% Metro Adults</i>
Daily Indianapolis Star	37%	A.M. Drive Time Radio (average ¼ hour, 45 stations)	17%
Sunday Indianapolis Star	52%	Prime Time TV: ABC, CBS, FOX, NBC	19%

- Compared to the average adult in the U.S., daily Indianapolis Star readers are:  
74% more likely own/lease dom luxury vehicle      41% likely to have college degree+  
71% more likely to use full service stockbroker      32% more likely to have mutual funds  
58% more likely to use a financial planner      28% more likely to HHI \$100,000+
- Compared to the average adult in the U.S., Sunday Indianapolis Star readers are:  
47% more likely to have online service provider      21% more likely to stay upscale hotel/motel-busn  
35% more likely to have a PDA      20% more likely to play golf  
28% more likely to take 3+ any dom. bus air trips      18% more likely to rent car for personal/vacation
- Indystar.com, website for the Indianapolis Star, is the area's most powerful local medium for effective online advertising, with nearly 2.6 million unique visitors monthly (Site Catalyst, 5/08)