



	<u>DMA</u> #	<u>U.S. Rank</u>	<u>CBSA</u> #	<u>U.S. Metro Rank</u>
Households	662,200	#46	644,000	#33
Population	1,796,700	#44	1,752,400	#31
EBI	\$36.4 Billion	#38	\$35.6 Billion	#32
Retail Sales	\$38.0 Billion	#33	\$37.5 Billion	#23

### Market Highlights

- Las Vegas is the fastest-growing metro in U.S., and Clark County had a 98% increase in population from 1990-2000 (*Census 2000*); from 4/01 to 7/06, the #5 fastest-growing metro, with 1.8 million people - adding over 410,000 people, and a 28% increase; by 2010, population is expected to exceed 2 million
- In 2006, Clark County had a monthly average of over 8,000 new residents moving in the area (nearly 100,000 annually); & every hour, 2 acres of Las Vegas land developed for commercial/residential use
- Over the past 10 years, % increase in total employment for the Vegas-Paradise metro was over 5 times the U.S. average increase (Las Vegas +57.2%; U.S. +10.9%) (*US Bureau of Labor Statistics, Jan-Dec, '97-'06*)
- "Entertainment capital of the world;" Las Vegas had over 132,000 hotel/motel rooms in 2006, and expects room growth to increase by 4.3% by end of 2007, and to 7.2% in 2008, for a total of over 148,000 rooms by year end; Clark county gaming revenue was \$10.6 billion in 2006, 39% higher than over the past 5 years (7.6 billion) (*Las Vegas Convention & Visitors Authority, 6/07; Univ. of Nevada, 2007*)
- Over 38.9 million people visited Las Vegas in 2006, breaking the previously held record of 38.6 million, and generating \$39.4 billion in economic impact; the LVCVA expects 39.3 million will visit by end of 2007, and 43 million by 2009 (*Las Vegas Convention & Visitors Authority, 6/07*)
- Housing is affordable, property taxes are very low, with no city/state income tax; Las Vegas real estate continues to enjoy enormous gains in home sales; over the past 3 years, the median price of a single-family home increased over 19% (*Natl Assoc. of Realtors (NAR), 2007*);
- Las Vegas McCarran Int'l Airport is the 6<sup>th</sup>-busiest U.S. airport, serving over 46 million passengers annually (*ACI, 2007*), offering 24 scheduled airlines; McCarran is rated #1 in the U.S. for check-in/ baggage check, security check, terminal facilities; #5 overall (*JD Powers '07 N. America Airport Satisfaction Study*)
- Over \$30 billion in projects are under construction or in planning stages, including: Aladdin's Planet Hollywood, Venetian's Palazzo, Aliante Station, Red Rock Casino, Resort & Spa, Signature at MGM Grand, Palms Place condo/hotel, Trump Int'l resort, Cosmopolitan resort/casino, Wynn's Encore tower, Luxor enhancement, MGM Mirage's CityCenter, Caesars Palace's Octavius Tower, & Echelon Place
- 6 Fortune 1000 HQs: Harrah's Entertainment, MGM Mirage, Boyd Gaming, Las Vegas Sands, SW Gas, & Sierra Health Services; (*Fortune, 4/07*) other top employers: Bellagio, Wynn LLC, Mandalay Corp., Univ. of NV, Caesar's, Venetian Casino, Knipp Bros., Rio, Univ. of Medical Ctr, Paris, Luxor, and Flamingo
- Las Vegas is ranked as:
  - #1 "Top 10 city for job growth" through 2015 for projected job growth of 35.5% (*Business 2.0, 5/06*)
  - #1 "Top market for small business growth" based on % change in small businesses and % change in population, and ranked #4 in small business vitality (*bizjournals, 7/07, of top 75 markets*)
  - #1 "Top 20 large boomtown, '07" for doing business, based on employment growth rates (*Inc Magazine, 5/07*)
  - #1 "Best city for jobs" based on income growth; #1 in job growth; #8 overall (top 100 cities) (*Forbes, 2/07*)
  - #1 "Top city in growth of privately-held, women-owned firms" (*Census Bureau; Cntr for Women's Business Rsrch, '06*)
  - #2 "Hottest job market" based on % growth in private-sector jobs; #7 overall (of 100) (*bizjournals, '02-'07*)
  - #2 "America's hottest city" (*Business 2.0, 5/07*)
  - #3 "Top metro in economic strength," based on consistency of growth (*Policom, 2007, of 363 metros*)
  - #3 "Top arts destination: from sea to shining sea" of mid-size cities (*American Style, 6/07*)
  - #4 "Best performing city" (of 200) in 5-year job growth '02-'06; #5 in 1-year job growth (*Milken Institute, 9/07*)
  - #4 "Hot city for entrepreneurs" (*Entrepreneur.com, 2006*)
  - #4 "Top large metro for recruitment & attraction" (*Expansion Mgmt., NPRC, 2007*)

Source: Demographics USA, 2007; Census Bur., rel. 4/07; Nevada State Demographer; Clark Cnty Planning; Las Vegas Conv/Visitors

The Las Vegas Review  
-Journal & Sun Delivers  
The Las Vegas Market

Newspapers First  
THE LEADER IN MAJOR MARKETS



	<u>Circulation</u>			<u>Readership</u>	
	<u>Daily</u>	<u>Sunday</u>		<u>Daily</u>	<u>Sunday</u>
Total	199,698	219,676	DMA	430,918	550,589
DMA	198,056	216,351	College Grad+	106,771	129,523
Metro	195,437	212,994	Professional/Mgr'l	86,357	116,977
			Average HH Income	\$89,873	\$89,287
			DMA Reader Income	\$38.7 Billion	\$49.2 Billion

### Newspaper Highlights

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

	<i>Newspaper Quintile 1</i>	<i>TV Quintile 1</i>	<i>Radio Quintile 1</i>		<i>Newspaper Quintile 1</i>	<i>TV Quintile 1</i>	<i>Radio Quintile 1</i>
Visit Europe	171	115	98	College grad+	151	90	82
Post grad degree+	154	81	68	HHI \$100,000+	146	97	92
Own mutual funds	154	86	114	Play golf	134	94	79

- The Las Vegas Review-Journal & Sun accounts for 67% of all daily and Sunday newspaper circulation in the state
- Over 9 out of 10 adults (92%) who read a daily newspaper in the Las Vegas DMA turn to the Review-Journal & Sun, and 97% on Sunday
- On an average weekday, the Las Vegas Review-Journal & Sun reaches over 195,000 metro households – over 4 times more households reached by Newsweek, Time, & U.S. News weekly magazines combined (46,997) (*Circulation 2007: ABC Magazine Market Coverage Report, 2006- MSA*)
- The Las Vegas Review-Journal & Sun 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 2007, Release 1*)

<i>% Metro Adults</i>		<i>% Metro Adults</i>	
Daily Las Vegas Review-Jrl & Sun	32%	A.M. Drive Time Radio (average ¼ hour, 35 stations)	19%
Sunday Las Vegas Review-Jrl & Sun	41%	Prime Time TV: ABC, CBS, FOX, NBC	14%

- Of the top 50 DMA households, the Daily Las Vegas Review-Journal & Sun ranks 5<sup>th</sup> in DMA penetration, at 30% (*Circulation 2007*)
- Daily, the Las Vegas Review-Journal & Sun readers have a 15% higher HHI than the average DMA adult – a difference of over \$11,700; on Sunday, Las Vegas Review-Journal & Sun readers have a HHI 14% higher (nearly \$11,200 more) than the average DMA adult
- Compared to the average adult in the U.S., daily Las Vegas Review-Journal & Sun readers are:
 

133% more likely to own a pool or spa	70% more likely to rent car for personal/vacation
114% more likely to have mkt value hm \$300M+	43% more likely to use a stockbroker
91% more likely to eat at upscale restaurant	40% more likely to own second home/property
- Compared to the average adult in the U.S., Sunday Las Vegas Review-Journal & Sun readers are:
 

112% more likely to take 3+ dom air trips-prs/vac	68% more likely to have online computer service
82% more likely to take 3+ any dom bus air trips	58% more likely to take a cruise
69% more likely to visit Mexico	48% more likely to have digital VCR (TiVo, etc.)
- reviewjournal.com, website for the Las Vegas Review-Journal, is the area's most powerful local medium for effective online advertising, with 930,000 unique visitors (*NAA NADBase/Nielsen/NetRatings, 11/06*)