

# The Louisville Market

**Newspapers First**  
THE LEADER IN MAJOR MARKETS



	<u>DMA</u>		<u>CBSA</u>	
	<u>#</u>	<u>U.S. Rank</u>	<u>#</u>	<u>U.S. Rank</u>
Households	650,600	#49	491,600	#42
Population	1,622,400	#53	1,215,600	#43
EBI	\$31.4 Billion	#49	\$24.9 Billion	#45
Retail Sales	\$22.9 Billion	#54	\$17.7 Billion	#47

## Market Highlights

- Louisville, located between St. Louis and Cincinnati and on the banks of the Ohio River, has become the nation's 16<sup>th</sup>-largest city – bigger than Baltimore, Milwaukee, Boston and Washington DC (*U.S. Census Bureau*) Louisville's central location is within 600 miles of two-thirds of the US population
- Louisville ranks as one of the "hottest" cities for relocating and growing a business (*Expansion Mgmt, 2007 America's 50 Hottest Cities*); one of America's "most livable" mid-sized cities (*Partners for Livable Communities, 2007*)
- The greater Louisville region has added over 50,000 jobs, \$3 billion in payroll growth, and over \$1.5 billion in business investment; and from January 2006-2007 alone, adding 15,000 jobs in the metro
- Louisville has a lower cost of living than the U.S. average, & lower than Lexington, Cleveland, Grand Rapids, Orlando, Chicago, Baltimore, Hartford, New Haven, Boston, San Francisco, & NY (*ACCRA, 2<sup>nd</sup> qtr, 2007*); one of the most affordable U.S. housing markets – Louisville's median sales price for an existing home is \$139,300; U.S. average is \$223,800, 61% higher (*Natl Association of Realtors, 2<sup>nd</sup> qtr 2007*)
- 4 Fortune 1000 companies HQs in the area: Humana, Yum Brands (including KFC, Taco Bell, Pizza Hut, Long John Silver's and A&W All-American Food), Kindred Healthcare, and Brown-Forman (4/07)
- Louisville ranks as the #1 manufacturing city in the S.E., with 65,000 manufacturing jobs; largest industrial employers include: 2 Ford Motor plants with 9,300 employees, & a \$50-million upgrade is expanding production of its F-Series pickup trucks; GE Consumer, with 5,220 workers, is expanding its facilities at Appliance Park; and Brown Forman Corp., distillation/bottling plant, employing 1,500
- UPS, Louisville's largest employer, launched Worldport, the 4 million sq. ft. heart of UPS's global air network, serving as its main air hub & playing a key role in expanding technology-based employment in the metro; a \$1-billion expansion in 2006, creating more than 5,000 new jobs, including 2 new aircraft load/unload "wings" to the hub and associated ramps; scheduled for completion by June 2010, the facility will continue to feature the latest in technology and state-of-the-art equipment;
- Tourism, Louisville's 3<sup>rd</sup>-largest industry, is a \$1.2 billion business, employing 24,000; most famous tourist draw is the world-famous Kentucky Derby, which pumps \$70-million into the local economy
- \$1.5 billion downtown revitalization includes: new \$252-million, 22,000 seat multi-purpose area for the Louisville Cardinals & other events; a 62-story Museum Plaza skyscraper/contemporary arts center, near Mohammed Ali Center; Iron Quarter project, with 100,000 sq. ft. of retail space, & office/residential space; also: new PharMerica Corp HQs; Norton Healthcare \$100-million expansion in next 5 years
- Louisville Int'l Airport is the #3 busiest airport in North America in total amount of cargo; home of UPS's int'l air-sorting hub, handling 4.3 billion pounds in cargo, freight, and mail in 2006; over 3.6 million passengers in 2006, with approximately 100 daily departures and service to 29 destinations and connections worldwide; new \$9.9 million Compass Airlines maintenance facility underway
- Louisville is ranked as one of the best U.S. cities as:
  - #1 "Best large city (500,000+) for relocating families" (*Worldwide ERC/Primacy Relocation, 2006*)
  - #4 "Best city livability" implementing programs improving quality of life (*U.S. Conference of Mayors, 6/07*)
  - #5 "Top underrated city" based on small charm, riverfront district, diverse art scene (*Sherman's Travel, '07*)
  - #5 "Most affordable city for family health insurance" (*eHealthInsurance, 2006*)
  - #5 "Best city for quality of life quotient, 2007" based on labor market (*Expansion Mgmt, population 1+ million*)
  - #8 "Top metro in jobs created in 2006"
  - #9 "Top city for fitness" (*Men's Fitness Magazine, 1/06*)
  - #19 "Best city (of 100) for jobs," based on cost of living (*Forbes, 2/07*)



	<u>Circulation</u>			<u>DMA Readership</u>	
	<u>Daily</u>	<u>Sunday</u>		<u>Daily</u>	<u>Sunday</u>
Total	212,328	273,902	DMA	472,984	629,256
DMA	199,636	262,649	College Grad+	113,341	144,633
Metro	185,874	243,801	Professional/Mgr'l	99,045	134,241
			Average HH Income	\$76,079	\$71,655
			DMA Reader Income	\$36.0 Billion	\$45.1 Billion

**Newspaper Highlights**

- Newspaper is the medium that reaches the most upscale, high-end consumers in the Louisville market. Heavy newspaper readers index far above heavy users of both TV and radio among the most valuable prospects in the Louisville 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>
Post grad degree+	190	126	62	Took cruise	156	94	67
1+ dom bus air trps	161	126	61	Have money mkt acc't	147	95	95
Use travel agent	159	111	113	Stay upscale hotel-busn	143	67	57
- Kentucky's largest newspaper; winner of 9 Pulitzer Prizes for journalism and broad market coverage
- The daily Courier-Journal circulation of 212,328 represents over 38% of the total daily newspaper circulation in state; Sunday circulation of 273,902 represents 44% of Kentucky's Sunday circulation
- Of the top 50 MSAs, the daily Courier-Journal ranks 4<sup>th</sup> in household penetration at 38%, and on Sunday is ranked at 50% (*Circulation, 2007*)
- At 31%, the daily Courier-Journal ranks 4<sup>th</sup> in DMA penetration among U.S. newspapers with top 50 DMA households, and on Sunday, the Courier-Journal offers the 7<sup>th</sup>-highest DMA household penetration (40%) among the top newspaper in the top 50 DMAs (*Circulation, 2007*)
- Daily, Louisville Courier-Journal readers have an HHI 21% higher than the DMA average HHI – a difference of over \$13,153; on Sunday, Courier-Journal readers have an HHI 14% higher (over \$8,729 more) than the average for DMA adults
- The Louisville Courier-Journal provides far greater coverage of metro adults than DMA. drive-time radio, or even 1 prime time TV spot each from ABC, CBS, FOX & NBC combined (*Scarborough 2007, Rel 1*)

	<i>% DMA Adults</i>		<i>% DMA Adults</i>
Daily Courier-Journal	38%	A.M. Drive Time Radio (average ¼ hour, 38 stations)	16%
Sunday Courier-Journal	51%	Prime Time TV: ABC, CBS, FOX, NBC	16%
- On an average weekday, the Louisville Courier-Journal reaches over 185,874 metro households – nearly 6 times more households reached by Newsweek, Time, & U.S. News weekly magazines combined (31,170) (*Circulation 2007; ABC Magazine Market Coverage Report, 2006- MSA*)
- Over 4 out of 5 adults (82%) who read a daily newspaper in the Louisville DMA turn to the Courier-Journal, and over 9 out of 10 adults (92%) on Sunday
- Compared to the average adult in the U.S., daily Louisville Courier-Journal readers are:  
 69% more likely to have home improvement loan    15% more likely to use any stockbroker  
 24% more likely to own high-definition T.V.    14% more likely to own 2+ cars  
 18% more likely to have domestic luxury vehicle    14% to have a home equity loan
- Compared to the average adult in the U.S., Sunday Louisville Courier-Journal readers are:  
 56% more likely to use an on-line service    14% more likely to own digital video recorder  
 21% more likely to use full-service stockbroker    11% more likely to own a home  
 14% more likely to own single family home    8% more likely to go to upscale restaurant
- courier-journal.com website for the Louisville Courier-Journal, is the area's most powerful local medium for effective online advertising, with over 1 million unique visitors monthly (*Louisville Courier-Jr'l*)