

The Nashville Market



	<u>DMA</u>		<u>Metro</u>	
	<u>#</u>	<u>U.S.Rank</u>	<u>#</u>	<u>U.S.Rank</u>
Households	922,400	#30	544,900	#38
Population	2,371,800	#31	1,398,200	#39
EBI	\$45.2 Billion	#33	\$30.0 Billion	#39
Retail Sales	\$36.1 Billion	#29	\$25.0 Billion	#34

Market Highlights

- Nashville is the capital of Tennessee, and is located within 650 miles of half of the U.S. population; centrally located, Nashville is one of only 6 U.S. cities intersected by three or more major interstate highways, and is one of the best locations for the transportation industry, with over 150 major trucking companies/freight handlers in the area
- Nashville is one of the fastest-growing large cities in the nation, with population growth that has continued for over 3 decades; Rutherford and Williamson are the fastest-growing counties in Tennessee, and are among the 50 fastest-growing counties (of 3,141) in the U.S. (*Census, 7/1/04-7/1/05*)
- Globally known as "Music City, USA," home to Grand Ole Opry and the Country Music Hall of Fame; Nashville is the 2nd-largest producer of music videos in the world (behind L.A.), and is home to more than 80 record labels, 130 music publishers, and over 180 recording studios; the entire music and entertainment industry has a total economic impact of \$6.4 billion, with \$2.6 billion in direct economic contributions from music industry firms alone, employing nearly 20,000 people (*Belmont University, 1/06*)
- Of the top 30 DMA HHs, Nashville is ranked in per HH store sales: #1 in gasoline, #3 in food & beverage stores, #4 in groceries, #5 in department stores, #6 gen'l merchandise; in merchandise line sales: #2 in grocery/other foods, #3 in packaged alcoholic beverages; and in 5-year % change: #8 in average HH EBI, #10 in total retail sales, and #11 in retail sales (*Demographics USA, 2005*)
- 5 Fortune 1000 HQs in the DMA: Caremark Rx, HCA, Louisiana-Pacific, Vanguard Health Systems, and Renal Care Group (*Fortune, 4/06*); other top employers include: Vanderbilt Univ./Medical Center, St. Thomas Health, Nissan N.A., Gaylord Entertainment, CBRL Grp., BellSouth, Bridgestone-Firestone Holdings, Caterpillar Inc., Ingram Industries, Whirlpool Corp., and Primus Auto Financial Services
- The Nashville Int'l Airport, 8 miles from downtown, had 9.5 million passengers in 2005, the most ever; 90 markets are served, with 400 average daily arrivals/departures (*Metro Nashville Airport Authority, 7/06*)
- New development: Nissan's N.A. moved its corporate HQs from LA to Nashville, and its permanent HQs are expected completion by 2008, bringing 1,300 jobs; a new \$43-million minor league stadium for the Nashville Sounds; Dell's expansion will have 4,500+ employees by summer (7/06); other relocations/expansions include Federated Dept. Stores, Gateway, Keystone, & Great American Country
- Nashville is ranked:
 - #1 "Top 50 smart place to live," a vibrant and affordable city, with a great quality of life (*Kiplinger's, 6/06*) and is rated as "one of the top 7 cool cities" for affordable living for young professionals (10/05)
 - #1 "Hottest, fastest-growing city in U.S." for business expansions/relocations (*Expansion Management, 1/06*)
 - #1 "Top 20 hot headquarters for U.S. metros for the 21st century" (*Business Facility, 6/05*)
 - #1 "Least expensive large U.S. city (of 23) for business costs" (*KPMG's Competitive Alternatives Highlights, 2006*)
 - #1 "Best HQs city with momentum," based on absolute # and % change of HQs (*Business Facilities, 7/05*)
 - #3 "Best mid-sized city for cost of doing business" based on combined impact of business operating costs, including labor, facilities, transportation, utilities, and taxes (*KPMG, 4/06*)
 - #4 "Top metro (of 361) for economic strength," up from last year's ranking of #7 (*Policom, 2005*)
 - #4 "Best city for relocating families," with factors including: taxes, average home cost, home appreciation, quality of life, tuition, utilities, fun, and family events and venues (*ERC/Primacy, 2006*)
 - #5 "Least risky housing market (of 50), that is least likely to decline in home prices" (*PMI Institute, 1/06*)
 - #5 "Top 10 HQs relocation market in the South" (*South Business & Development, 2006*)
 - #7 "Best place for business/careers," for business costs, education, & migration trends (*Forbes, 5/06*)
 - #8 "Best digital city," for quality service to their customers and citizens (*Center for Digital Government, 2005*)



	<u>Circulation</u>			<u>Readership</u>	
	<u>Daily</u>	<u>Sunday</u>		<u>Daily</u>	<u>Sunday</u>
Total	173,304	241,017	DMA	452,798	706,357
DMA	170,217	236,904	College Grad+	128,521	183,319
Metro	145,457	201,537	Professional/Mgr'l	128,857	184,296
			Average HH Income	\$83,848	\$76,209
			DMA Reader Income	\$38.0 Billion	\$53.8 Billion

Newspaper Highlights

- Newspaper is the medium that reaches the most upscale, high-end consumers in the Nashville market. Heavy newspaper readers index far above heavy users of both TV and radio among the most valuable prospects in the Nashville 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>
Mkt val hm \$300M+	212	110	75	Second home/property	155	120	112
Own 2+ new cars	197	83	85	HHI \$75,000+	153	98	80
Post grad degree+	190	102	77	Use financial planner	141	111	91

- The Nashville Tennessean is the largest newspaper in circulation in Tennessee daily and Sunday, and accounts for 21% of all daily and 23% on Sunday circulation in the state
- In the metro, the Nashville Tennessean accounts for 86% and 92% of total daily and Sunday circulation, and in the DMA, the Nashville Tennessean accounts for 63% and 75% of total daily and Sunday circulation
- On an average weekday, the Nashville Tennessean reaches over 145,400 metro households – over 4 times more households reached by Newsweek, Time, & U.S. News weekly magazines combined (36,304) (Circulation 2006; ABC Magazine Market Coverage Report, 2005- MSA)
- Nearly 4 out of 5 adults (77%) who read a daily newspaper in the Nashville MSA turn to the Tennessean, and over 9 out of 10 adults (94%) on Sunday
- Daily, Nashville Tennessean readers have a 28% higher HHI than the average DMA adult – a difference of over \$18,000; on Sunday, Nashville Tennessean readers have a HHI 17% higher (over \$11,000 more) than the average DMA adult
- 1 Sunday issue reaches 60% of metro area college grads and 58% of adults with HHI \$75,000+
- The Nashville Tennessean 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 Tennessean	35%	A.M. Drive Time Radio (average ¼ hour, 44 stations)	20%
Sunday Tennessean	51%	Prime Time TV: ABC, CBS, FOX, NBC	18%

- Tennessean.com, website for the Nashville Tennessean, is the area's most powerful local online medium, providing 1 million+ unique visitors monthly
- Compared to the average adult in the U.S., daily Nashville Tennessean readers are:
58% more likely to own/lease dom. luxury veh. 31% more likely to have a HHI of \$100,000+
49% more likely to have a money market acc't. 29% more likely to have any stock broker
37% more likely to own digital video recorder 27% more likely to own IRA's
- Compared to the average adult in the U.S., Sunday Nashville Tennessean readers are:
61% more likely to have online service provider 26% more likely to take 1+ dom cmb prs/bus. trips
42% more likely to take any 3+ dom. busn. trips 21% more likely to own 2+ new vehicles
38% more likely to stay at upscale hotel-pers/vac 18% more likely to rent a car for business