

The Nashville Market



	<u>DMA</u>		<u>Metro</u>	
	<u>#</u>	<u>U.S. Rank</u>	<u>#</u>	<u>U.S. Rank</u>
Households	980,900	#30	588,900	#38
Population	2,493,400	#31	1,494,600	#39
EBI	\$49.8 Billion	#32	\$33.1 Billion	#38
Retail Sales	\$45.8 Billion	#26	\$32.3 Billion	#28

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 US cities during the past 3 decades; of the top 38 metros, it is ranked #9 in population growth from '07-08; Rutherford & Williamson Counties are the fastest - growing counties in Tennessee, & are among the 75 fastest-growing counties in U.S. (*Census Bureau, 5/09*)
- 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*)
- Nashville has a 11% lower cost of living overall than the U.S., lower than: Knoxville, Winston-Salem, Durham, Jacksonville, Charleston, Wilmington, Orlando, Raleigh, Milwaukee, Richmond, Chicago, Riverside, Portland, Baltimore, Boston, San Diego, Wash DC, LA, & New York City (*ACCRA, 1st qtr., 2009*)
- Of top 30 DMA HHs, Nashville is ranked in per HH store sales: #4 in gasoline, #4 in gen'l merchandising, #4 in Health & Personal Care, and #10 in total retail sales; and in merchandising line sales: #5 in health & beauty aids, #10 in footwear, and #11 in grocery/other food sales; and in 5-year % change: #7 in total retail sales, #9 in retail sales per HH, and #10 in HHs (*Demographics USA, 2008*)
- Fortune 500 HQs in the Nashville DMA area: HCA, Community Health Systems, and; and 7 Fortune 1000 HQs: Tractor Supply, Vanguard Health Systems, LifePoint Hospitals, HealthSpring, Iasis Healthcare, Brookdale Senior Living, and Psychiatric Solutions (*Fortune, 4/09*); other top employers include: Nissan N.A., Vanderbilt Univ./Medical Center, Caterpillar, Trane, Saturn, Ingram Industries, CBRL Group, Gaylord Entertainment, Electrolux Home Products, & Bridgestone-Firestone
- The Nashville Int'l Airport had 9.4 million passengers in 2008, with 400 average daily arrivals/departures; best airport in its size for customer satisfaction" (*J.D. Powers, 5/08; Metro Nashville Airport Authority, 3/09*)
- From 2000 to 2010, over \$3 billion dollars in development in downtown Nashville will be completed, underway, or planned; 1/3 will be in the urban core, and 1/3 in SoBro, including Schermerhorn Symphony, Encore Condominiums, Hampton Inn/Suites, and new convention center; from 1999 to 2008, invested over \$6 million to supplement city services (*Nashville Downtown Partnership Annual Rpt, 2008*)
- Nashville is ranked:
 - #2 "Most affordable city" and #4 "most friendly city" (*Travel + Leisure/CNN, 2008*)
 - #2 "Top state with the highest business climate" in attracting new investments (*Site Selection, 11/08*)
 - #3 "Best city for business & careers," based on job & income growth, & migration trends (*Forbes, 2/08*)
 - #4 "Top city for apartment investing" (*National Multi Housing Council, 1/08*)
 - #5 "Best metro"(of 366) in economic strength (*Policom, 5/09*)
 - #5 "Best city to live, work and play" (*Kiplinger's, 7/08, of top 50 cities*)
 - #5 "Top major metro in the South" on economical development 1993-2007 (*Southern Busn. & Devlpmnt, 11/08*)
 - #5 "Most business friendly city" (*iDi North American Cities of the Future, 2007/2008*)
 - #6 "Best performing city overall (2008); & "#10 in job growth - (3/07-3/08)" (*Milken Institute, of top 50 cities*)
 - #8 "Best metro for business" (*MarketWatch, 2/08*)

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	163,031	227,631	DMA	449,568	591,928
DMA	159,021	222,554	College Grad+	142,275	189,210
Metro	135,586	191,018	Professional/Mgr'l	111,841	153,673
			Average HH Income	\$76,167	\$76,700
			DMA Reader Income	\$34.2 Billion	\$45.4 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>
Own pool or spa	165	127	57	Mgmt./busn/finc'l occup.	129	95	52
College grad+	153	96	66	College educated	127	98	76
Financial planner	149	90	65	Own mutual funds	124	103	65

- The Nashville Tennessean is the largest newspaper in circulation in Tennessee daily and Sunday, and accounts for 19% of all daily and 24% on Sunday circulation in the state
- In the metro, the Nashville Tennessean accounts for 23% and 32% of total daily and Sunday circulation, and in the DMA, the Nashville Tennessean accounts for 16% and 23% of total daily and Sunday circulation
- On an average weekday, the Nashville Tennessean reaches over 135,586 metro households – over 3½ times more households reached by Newsweek, Time, & U.S. News weekly magazines combined (37,236) (Circulation 2009; ABC Magazine Market Coverage Report, 2008- MSA)
- Over 3 out of 4 adults (75%) who read a daily newspaper in the Nashville MSA turn to the Tennessean, and over 9 out of 10 adults (92%) on Sunday
- Daily, Nashville Tennessean readers have a 20% higher HHI than the average DMA adult – a difference of nearly \$12,500; on Sunday, Nashville Tennessean readers have a HHI 20% higher (nearly \$13,000 more) than the average DMA adult
- 1 Sunday issue reaches 52% of metro area college grads and 45% 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 2008, Release 1)

	<i>% Metro Adults</i>		<i>% Metro Adults</i>
Daily Tennessean	31%	A.M. Drive Time Radio (average ¼ hour, 43 stations)	18%
Sunday Tennessean	41%	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 over 1.2 million unique visitors monthly (Nielsen NetRating, 2008)
- Compared to the average adult in the U.S., daily Nashville Tennessean readers are:

89% more likely to own/lease dom. luxury vehicle	35% more likely to have money market account
59% more likely to use full service stockbroker	30% more likely to have CDs
38% more likely to have post/graduate degree+	23% more likely to have high-definition T.V.
- Compared to the average adult in the U.S., Sunday Nashville Tennessean readers are:

54% more likely to own second home/property	26% more likely to rent a car for business
38% more likely to have online service	22% more likely to stay upscale hotel - pers/vac
38% more likely to own 2+ new cars	21% more likely to take 3+ dom air trips