



	<u>Norfolk DMA</u>		<u>Virginia Beach/Norfolk CBSA</u>	
	#	U.S. Rank	#	U.S. Rank
Households	697,900	#41	604,800	#33
Population	1,864,600	#39	1,629,000	#33
EBI	\$31.5 Billion	#42	\$28.0 Billion	#40
Retail Sales	\$21.2 Billion	#46	\$18.4 Billion	#39

### Market Highlights

- The Hampton Roads region of Virginia Beach, Norfolk, Chesapeake, Portsmouth and Suffolk, is the largest market in Virginia, and the business, financial, cultural and educational center; it also has the largest population of any MSA between Atlanta and Washington D.C. on the East Coast
- By 2030, the population in the area is projected to exceed 2 million, an increase of over 450,000 people, and the GRP will nearly double to \$114.6 billion (*Hampton Roads Planning District Commission, 2004*)
- The Virginia Beach/Norfolk/Newport News metro is ranked #2 (tied with Las Vegas) with the lowest jobless rate in the country at 3.9%, of the top 50 U.S. metros (*U.S. Dept. of Labor/BLS, 3/05*)
- Norfolk is home to the world's largest Navy base, and is known as "The Pentagon by The Sea;" the Navy's formidable presence in the metro area is ranked #1 in economic dependence on government employment, with over 150,000 jobs in the area; in addition, NATO's North American HQs are here (*American City Busn. Jrl, 4/05*)
- "Hampton Roads is second only to Silicon Valley in its per capita concentration of scientists and engineers" (*David Birch, MIT*)
- Norfolk is home to the region's biotech and technology incubation (*Norfolk Department of Development*)
- One of the fastest-growing cruise ship ports on the East Coast, with over 107,000 passengers in 2004, twice as many than in 2003 (*Nauticus- Nat'l Maritime Cntr*); more passengers than from Baltimore, Philadelphia, Jacksonville or Charleston; new \$36-million, 80,000-sq. ft. cruise terminal is under-way, expected to open by fall of 2006, as well as renovation of surrounding piers (*Cruise Norfolk, 1/05*)
- The Port of Virginia in Hampton Roads is the 2<sup>nd</sup>-busiest general cargo port on the East Coast, a 50-ft deep, year-round harbor, handling 41 million tons of cargo yearly (*US Army Corps of Engineers, Navigation Data Cntr, '03*); over 75 steamship lines service over 250 ports in 100 countries worldwide; a 15-year, \$400-million expansion will double its capacity, making it the largest intermodal center in US
- Norfolk is ranked:
  - #2 "Best overall commercial real estate market in the U.S." (*Moody's Investor's Service, 2002*)
  - #4 "Best place for doing business in 2005" of large cities, & ranked #13 of 274 cities (*INC Mag., 5/05*)
  - #4 "Up-and-coming city" (Virginia Beach) for relocation (*Realty Times, 4/05*)
  - #5 "Best digital city" (population 150,000-250,000) in adopting and utilizing information technologies operate and deliver quality services to their citizens (*Center for Digital Government, 2004*)
  - #6 "Most literate city (base: newspaper circulation; 200,000+ population)" (*Whitewater, Univ of Wisc., '04*)
  - #7 "Best overall city for entrepreneurs, and #4 best large city in the South" (*Entrepreneur mag.; D&B '03*)
  - #8 "Best place for business and careers," based on business costs, living costs, educational levels of the workforce, job & income growth, quality of life, and migration patterns (*Forbes, 5/05*)
  - #8 "Top U.S. metro for European investment" (*Expansion Management, 7/04-of Norfolk-Va. Beach-Newport News*)
  - #13 "Top U.S. market (of 85) for heavy internet users in 2002" (*Media Audit, released 1/04*)
  - #20 "America's hottest city" for expansion and relocations, based on business climate, work force quality, operating costs, incentive programs, and the ease of working with local political and economic development officials (*Expansion Management, 1/05*)
  - #21 "Top U.S. labor force (of 226) based on raw growth, and ranked #32 in total number of entire nonfarm labor market, June 2004" (*American City Business Journal, 8/04*)



**Circulation\***

	<u>Daily</u>	<u>Sunday</u>	
Total	201,163	234,706	DMA
DMA	199,809	233,229	College Grad+
Metro	181,815	213,623	Prof/Managerial
			HHI \$75,000+

**Readership\*\***

	<u>Daily</u>	<u>Sunday</u>
	461,817	563,468
	119,551	144,963
	120,736	155,668
	174,629	209,277

\*Circulation 2006; \*\*Scarborough 2006, Rel. 1

**Newspaper Highlights**

- Newspaper is the medium that reaches the most upscale, high-end consumers in the Norfolk/Hampton Roads DMA. Heavy newspaper readers index far above heavy users of both TV and radio among the most valuable prospects in the Norfolk/Hampton Roads 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>
Hm Value \$200M+	142	113	74	HHI \$75,000+	130	111	71
Use Stock Broker	138	85	124	College Graduate+	128	114	74
Use Financial Planner	137	98	89	Own Mutual Funds	117	105	76

- The Virginian-Pilot is Virginia's largest newspaper daily and Sunday, and serves Hampton Road and Northeastern North Carolina (Circulation 2005)
- The Virginian-Pilot accounts for 21% daily and 24% Sunday of all newspaper circulation in the state
- One Sunday issue reaches 538,555 metro adult readers, nearly 1/2 of the market (45%)
- The Virginian-Pilot 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:

	<i>% Metro Adults</i>		<i>% Metro Adults</i>
Daily Virginian-Pilot	36%	A.M. Drive Time Radio (average ¼ hour, 50 stations)	21%
Sunday Virginian-Pilot	45%	Prime Time TV: ABC, CBS, FOX, and NBC	14%

- On an average weekday, the Virginian-Pilot reaches over 181,815 metro households – over 4½ times more households reached by Newsweek, Time, & U.S. News weekly magazines combined (38,592) (Circulation 2005; ABC Magazine Market Coverage Report, 2004- MSA)

- The leading newspaper in other markets larger than Norfolk offer far less metro HH coverage:

	<i>Daily</i>		<i>Sunday</i>
<b>Virginian-Pilot</b>	<b>30%</b>	<b>Virginian-Pilot</b>	<b>35%</b>
Baltimore Sun	28%	Dallas Morning News	32%
Minneapolis Star Tribune	27%	San Francisco Chronicle	26%
Tampa Tribune	19%	Ft. Lauderdale Sun-Sentinel	18%

- Compared to the average adult in U.S., daily Virginian-Pilot readers are:  
55% more likely to have an on-line service      22% more likely to have an IRA  
26% more likely to have a home equity loan      21% more likely to have prof/mgr/finc'l job  
23% more likely to have money market funds      20% more likely to have post grad/degree+
- Compared to the average adult in U.S., Sunday Virginian-Pilot readers are:  
118% more likely to take 1+ frgn trips-busn only      20% more likely to take 3+ dom. prs/vac air trps  
28% more likely to take 3+ domestic air trips      14% more likely to visit Europe past 3 years  
25% more likely to use finc'l info/services online      10% more likely to stay at hotel/motel pers/vac