



	Los Angeles DMA		Orange County Metro	
	#	U.S. Rank	#	U.S. Rank
Households	5,678,300	#2	982,974	#22
Population	17,592,700	#2	3,037,371	#17
EBI	\$321,602,345	#2	\$67.9 Billion	#16
Retail Sales	\$256,087,837	#2	\$51.6 Billion	#17

### Market Highlights – Orange County

- Orange County is the second-largest county in California, and 5<sup>th</sup> in population in the nation – and has a greater number of residents than 21 of the country's states (*Orange County 2006 Community Indicators*)
- One of the fastest-growing urban centers in the nation, Orange County is ranked as the 5<sup>th</sup>-most likely county for population growth (*"Forecasting U.S. County and MSA Populations," Wharton School, 6/06*), it is projected to have a population of 3.3 million by 2010, and by 2030 it is expected to be over 3.5 million, an increase of over 260,000 people (*Center for Demographic Research*)
- Orange County is ranked as one of the best 25 U.S. areas for jobs (*Forbes, 2/07*); & of the 58 counties in California, it has the 2<sup>nd</sup>-largest labor force (1.6 million) and the lowest unemployment rate (3.8%) – considerably lower than the metros of San Diego (4.3%), San Francisco (5.1%), Long Beach (5.9%), & LA (5.9%), the state of California (5.4%), and the U.S. (5.1%) (*BLS/Department of Labor, 2005; released 3/07*)
- Orange County's "Tech Coast" has the most diversified high-tech economy in California, with nearly 100,000 employees in the industry; home to some of the most innovative and creative U.S. firms as Broadcom, providing chips for Apple's iPhone, Conexant, Kingston Tech., D-Link Systems, Silicon Systems, & Sage Software (*OC Metro Busn., 3/07*); in U.S. metro area comparison, it is ranked #8 in overall high-tech diversity clusters in computer software, semiconductors & bio-med applications (*Milken Institute; O.C. '06 Community Indicators*); it is also a center for electronics, aerospace & health service businesses
- Nearly 45 million travelers visited Orange County annually for business and leisure, spending a record-breaking \$8 billion in 2006; boosting the economy with an impact of \$20 billion, the industry supports 160,000 jobs directly and indirectly (*Anaheim/Orange County Visitor & Convention Bureau, 1/2007*)
- Four airports serve the Orange County area: the John Wayne Orange County Airport served over 9.6 million passengers in 2006, and a third terminal is underway; other airports in the area include Los Angeles International Airport, Ontario International Airport, and Long Beach Airport

### Orange County: The Most-Affluent Portion of the L.A. DMA: (Index = U.S. Average)

Target	L.A. DMA	L.A. County	Orange County
Household Income \$100,000+	129	116	185
College graduate+	97	98	126
Foreign Travel	137	138	160
Own second home/property	114	104	139
Cruise ship vacations	113	103	138

- Of top 25 metro households, Orange County is ranked #1 in total retail sales per HH, #3 in median EBI, and #3 in average EBI; and in 5-year projection of percent growth, it is ranked #3 in median EBI
- Orange County is ranked as:
  - #6 "Top metro with highest percentage of women who make upscale purchases" (*Buxton Co., 8/06*)
  - #8 "Healthiest city," based on physical activity, health status, lifestyle, & mental wellness (*Centrum, '06*)
  - #9 "Best city for relocating families," for home cost/appreciation, cost of living (*ERC/Primacy Relocation, '06*)
  - #10 "Most unwired city" for greatest wireless internet accessibility (*Intel, 2005*)
  - #10 "Fastest-growing city" (Irvine), of cities more than 100,000 (*Census Bureau, 8/08 - 8/05, released 6/06*)
  - #14 "Highest 5-yr % change (+118%) in conventional mortgage home price index" of top 379 MSAs/MSADs (Santa Ana-Anaheim-Irvine MSAD) (*freddie Mac, 2001-06 4<sup>th</sup> Qtr*)
  - #16 "Top large U.S. county for entrepreneurs in 2006" (*Entrepreneur/NPRC, 2006*)
  - #17 "Top boomtown" (of 66 large cities) based on employment (*Inc., 2006*)
  - #17 "Top metro (of 275) for house price appreciation" for a 5-year % change (*OFHEO, 6/06*)



	<u>Circulation</u>			<u>DMA Readership</u>	
	<u>Daily</u>	<u>Sunday</u>		<u>Daily</u>	<u>Sunday</u>
Total	302,110	367,627	DMA Adults	787,798	1,020,913
DMA	301,879	367,309	College Graduate+	258,139	331,723
Metro	298,352	362,684	Professional/Managerial	243,744	311,102
			Average HH Income	\$124,342	\$121,054
			DMA Reader Income	\$98.0 Billion	\$123.6 Billion

### Newspaper Highlights

- Newspaper is the medium that reaches the most upscale, high-end consumers in the Los Angeles DMA. Heavy newspaper readers index far above heavy users of both TV and radio among the most valuable prospects in the Los Angeles 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>
Full service stockbroker	182	83	130	Own money mkt funds	149	91	113
Post grad degree+	168	72	76	Own 2+ new cars	141	98	89
3+ any dom prs/vc air trips	167	99	86	Visit Hawaii	134	83	92

- The Orange County Register reaches the most affluent readership in Southern California: average HHI for daily readership: Orange County Register - \$124,342; L.A. Times - \$118,736; San Diego Union Tribune - \$104,752
- Daily, the Orange County Register readers have a 38% higher HHI than the average DMA adult – a difference of over \$34,400; on Sunday, Orange County Register readers have a HHI 35% higher (over \$31,100 more) than the average DMA adult
- At 43,000 square miles, the L.A. DMA is virtually as large as New York State (47,000 sq. mi.), Pennsylvania (45,000 sq. mi.), or Ohio (41,000 sq. mil) – the L.A. Times provides household coverage of only 16.7% daily and 25.2% on Sunday of this huge DMA
- The Orange County Register reaches a quality audience, similar to or higher than the Los Angeles Times and the San Diego Union-Tribune:

<i>Daily Audience</i>	<u>Register</u>	<i>Times</i>	<i>Union-Tribune</i>	<i>Sunday Audience</i>	<u>Register</u>	<i>Times</i>	<i>Union-Tribune</i>
HHI \$100,000+	40.8	34.4	28.0	Mkt value home \$250M+	73.1	64.5	67.7
Mgmt.busn/finc'l oper.	14.2	14.1	11.7	Own/lease luxury frgn veh.	19.0	17.9	16.0
Own home	79.5	72.4	71.0	Own mutual funds	39.6	36.4	37.8
Own 2+ new vehicles	32.5	30.8	28.2	Cruise past 3 years	20.8	17.4	17.1
Second home/property	18.6	16.6	15.7	Rent car for pers/vac	35.7	35.9	34.7
Stocks/stock options	43.7	39.5	37.4	1+ any dom. pers/vac trip	75.5	73.5	73.6
Use stockbroker	17.4	16.5	17.0	1+ any dom. bus. air trips	20.7	19.3	19.7
Purchase item online	62.5	56.8	60.8	3+ any frgn. pers/vac trips	22.9	21.3	20.4

- The Orange County Register reaches more upscale readers than the San Diego Union-Tribune:

	<i>Daily Audience</i>		<i>Sunday Audience</i>	
	<u>Register</u>	<i>Union-Tribune</i>	<u>Register</u>	<i>Union-Tribune</i>
HHI \$75,000+	442,366	370,892	580,466	443,534
HHI \$100,000+	321,475	211,430	411,411	254,267
Home value \$300,000+	579,994	503,769	733,136	606,387
Professional/managerial	243,744	215,031	311,102	266,950
Own digital video recorder (TiVo)	309,613	241,381	405,208	316,380
Play golf	125,825	105,095	152,193	131,805

- ocregister.com, website for the Orange County Register, is Orange County's most powerful medium for effective online advertising, with over 1 million unique visitors monthly (*Nielsen/Net Ratings, 8/06*)