



	<u>DMA</u>	<u>U.S. Rank</u>	<u>CBSA</u>	<u>U.S. Rank</u>
	<u>#</u>		<u>#</u>	
Households	1,813,100	#12	1,302,500	#14
Population	4,569,300	#13	3,270,400	#15
EBI	\$107.3 Billion	#12	\$81.0 Billion	#14
Retail Sales	\$82.3 Billion	#12	\$61.9 Billion	#15

Market Highlights

- Seattle, the largest city and DMA in the state and known as the Puget Sound area, is the region's financial, commercial & industrial center; one of the top U.S. biotechnology and high-tech centers
- Over the past 10 years, Seattle grew 526,600 in population (+13%), faster than Los Angeles (12%) and San Diego (9%); in the next 5 years, the Seattle DMA is expected to grow to 4,808,400 (*Demographics USA, 1998, 2007*)
- Home to 6 Fortune 500 corporate HQs: Washington Mutual, Amazon, Nordstrom, Starbucks, Safeco, & Expeditors Int'l of Washington, and 1000 Fortune 500 HQs: Alaska Air and Plum Creek (*Fortune, 4/07*) other firms in the DMA include Airborne, Amgen, AT&T Wireless, Boeing, Costco, Boeing, Microsoft, Paccar, Philip Medical Systems, REI, and Weyerhaeuser
- The Seattle region is the 5th in the U.S. for concentration of high tech businesses; there are 230,000 jobs statewide in high tech industries, with 47,000 employed in software firms & 13,400 on contract basis; King County alone has 1,100+ high tech firms, with over 80,000 workers; the number of computer /electronics jobs had a 300% increase over past 20 years (*Econ. Dev. Council of Seattle/King County*)
- The Seattle-Tacoma Int'l Airport had over 31 million air passengers in 2007, an increase of 4% over last year (*Port of Seattle*); \$4.3 billion dollars in business revenue is generated by the airport & related business employees; \$1.1 capital improvement project expected to be completed by 2010, with all-weather third runway; ports of Seattle & Tacoma are the 3rd-largest container complex in the U.S.
- Seattle had 36 cruise vessels in 2000, & in 2007 had 190, with over 780,000 passengers, a regional impact of \$268 million in business revenue; in 2008 will have 200 cruise ships & 800,000 passengers
- By 2010, 49 new buildings will be completed & 13 are underway, changing Seattle's skyline; \$1.1 billion dollars of projects completed in 2007, and another \$3 billion in the works, including waterfront development, Alaskan Way Viaduct/seawall replacement, 14-mile light rail line following additional 119 miles of transport, Seattle Aquarium/Pier 59 remodel project, and 43-story 5th & Columbia tower
- Seattle is ranked as:
 - #1 "Best city for technology jobs and entrepreneurship" (*Wired Magazine, 1/07*)
 - #1 "Best city to fit the philosophy to eat smart, be fit, and live well" (*Cooking Light, 2007*)
 - #2 "Most literate city" for newspapers, bookstores, libraries, educ., internet (*Nat'l Endowment for Arts, 12/07*)
 - #2 "Top fittest city" based on healthy food, public recreational facilities, exercise (*Men's Fitness, 2007*)
 - #2 "Most wired city" in high-speed connection, access options, Wi-Fi spots (*Forbes 1/08*)
 - #3 "Most livable city" on ambience, housing, economy, education, health care (*Places Rated Almanac, 4/07*)
 - #3 "Most educated workforce" (*Business Facilities, 5/07*)
 - #5 "Best fitness-walking city" (*American Podiatric Medical Assoc, 2007; Prevention Magazine*)
 - #5 "Best big city for arts destinations from sea to shining sea" (*American Style, 4/07*)
 - #7 "Best city for young professionals," with business opportunities exist (*Forbes, 6/07*)
 - #8 "Best U.S. housing market" (*National Association of Realtors, 11/07*)
 - #8 "Top U.S. green tech city" (*SustainLane, 5/07*)
 - #10 "Best city for jobs in 2008" (*Forbes, 1/08*)
 - #10 "Best city where business opportunity is greatest for growing companies" (*Expansion Mgmt., 8/07*)
 - #10 "Best techniest metro" (*U.S. Census Bureau; 2006 American Community Survey*)



Circulation

	<u>Daily</u>	<u>Sunday</u>
Total	350,341	438,516
DMA	345,179	430,238
Metro	312,856	384,978

Readership

	<u>Daily</u>	<u>Sunday</u>
DMA	844,888	1,036,820
College Grad+	365,634	423,735
Prof/Mgr/Busn/Finc'l/Oper.	285,741	339,504
HHI \$75,000+	410,416	508,048

Newspaper Highlights

- Newspaper is the medium that reaches the most upscale, high-end consumers in the Seattle DMA. Heavy newspaper readers index far above heavy users of both TV and radio among the most valuable prospects in the Seattle 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/ls frgn lux veh	175	105	74	Own money market funds	143	99	92
Use a stockbroker	163	98	85	Have an IRA	141	97	81
College grad+	153	97	60	Use financial planner	137	90	83

- Highest circulation by far in the Northwest region, Washington State and the Seattle DMA, and the 20th-largest daily and Sunday newspaper in the U.S.
- The Seattle Times & Post-Intelligencer daily readership is nearly 3 times greater than the next largest DMA newspaper, the Tacoma News Tribune, and over 3 times on Sunday
- Daily, Seattle Times & Post-Intelligencer readers have a 20% higher than the DMA average HHI – a difference of nearly \$16,500; on Sunday, Seattle Times & Post-Intelligencer readers have an HHI 19% higher (over \$16,300 more) than the average for DMA adults
- The leading newspaper in other markets offer far less CBSA HH coverage:

	<i>Daily</i>		<i>Sunday</i>
Seattle Times & Post-Intelligencer	24%	Seattle Times & Post-Intelligencer	30%
Baltimore Sun	21%	Chicago Tribune	25%
San Francisco Chronicle	18%	Los Angeles Times	24%
Boston Globe	18%	Riverside Press-Enterprise	14%

- The Seattle Times & Post-Intelligencer 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 Times & Post-Intelligencer	31%	A.M. Drive Time Radio (average ¼ hour, 54 stations)	19%
Sunday Times & Post-Intelligencer	37%	Prime Time TV: ABC, CBS, FOX, and NBC	15%

- On an average weekday, the Seattle Times & Post-Intelligencer reaches over 312,800 metro households – nearly 3 times more households reached by Newsweek and Time weekly magazines combined (104,505) (*Circulation 2008; ABC Magazine Market Coverage Report, 2007- MSA*)
- Compared to the average adult in the U.S., daily Seattle Times & Post Intelligencer readers are:
 - 163% more likely to snow ski
 - 156% more likely to have home mkt val \$300M+
 - 104% more likely to have post grad degree+
 - 85% more likely to stay at upscale hotel pers/vac
 - 82% more likely to drink cordial/liqueurs
 - 81% more likely to visit Europe past 3 years
- Compared to the average adult in the U.S., Sunday Seattle Times & Post Intelligencer readers are:
 - 127% more likely to take 3+ frgn pers/vac air trips
 - 93% more likely take 3+ any dom pers/vac air trips
 - 90% more likely to own a PDA
 - 90% more likely to have online service
 - 69% more likely to have home improvement loan
 - 62% more likely to rent car for personal/vacation
- The Seattle Times Co. Online Network for the Seattle Times & Post Intelligencer is the area's most powerful medium for effective online advertising, with over 3.5 million unique visitors monthly

Source: Circulation 2008; Scarborough 2007, release 2