



	<u>DMA</u>		<u>Metro</u>	
	<u>#</u>	<u>U.S.Rank</u>	<u>#</u>	<u>U.S.Rank</u>
Households	447,500	#69	383,400	#51
Population	1,137,600	#70	962,100	#52
EBI	\$21.9 Billion	#65	\$19.1 Billion	#54
Retail Sales	\$19.2 Billion	#66	\$14.4 Billion	#57

**Market Highlights**

- Tucson is the second-largest city in Arizona, approximately 100 miles south of Phoenix
- Tucson and Phoenix CBSAs combined create the nation's 10<sup>th</sup>-largest market
- Arizona was the fastest-growing state (*U.S. Census Bureau, 2006*), & during the period from 2000 to 2020, Utah is expected to grow 55%, an increase of 1.2 million people (*Utah Economic/ Demographic Summary, 2005*)
- Tucson has over 1,200 technology firms within targeted clusters in aerospace, biotechnology, environmental technology, information technology, optics, & plastics, with 50,000 high-tech employees
- Home to Optic Valley including 3 observatories; Univ. of Arizona Optical Science Center, Nat'l Optical Data Storage Center, and Optical Circuitry Cooperative; Tucson has over 135 firms in the industry
- Of the top 75 DMAs, Tucson is ranked on a 5-year % change as: #6 for EBI; #7 on total households; #10 on total population; #10 on total retail sales; and #17 on average EBI (*Demographics USA, 2007*)
- Largest employers in the Tucson area include: Raytheon Missile Systems, Univ. of Arizona, U.S. Army Intelligence Cntr & Ft. Huachuca, Davis-Monthan Air Force Base, Phelps Dodge Mining Co., Carondelet Health Network, TMC Healthcare, Univ. Medical Center Corp., CheckMate Professional Employer, Citi, Asarco LLC, Bashas' Inc., IBM, Texas Instruments, Honeywell, Bombardier, Afni Inc., Intuit Inc., Eurofresh Inc., Air System Components, TEP/UniSource Energy (*Arizona Daily Star, 2007*)
- Tucson is one of only 14 U.S. cities with professional symphony, theater, ballet & opera companies; and is the only U.S. city to host 3 major league baseball teams for spring training-Arizona Diamondbacks (which has an AAA affiliate, the Tucson Sidewinders), Colorado Rockies, & Chicago White Sox
- Tucson Int'l Airport, serving 12 airlines with an average of 71 daily departures, had over 4.2 million passenger traffic in 2006; provides non-stop service to 29 nonstop destinations; combined economic impact of aviation related activity on local payrolls and expenditures is nearly \$1 billion (*TIA, 11/07*)
- Tucson's downtown revitalization includes: downtown billion-dollar Rio Nuevo cultural, residential & cultural projects; a new 14-acre Mercado District of Menlo, restoring the city's past and vitality; & an emerging historic warehouse district, a center for incubation, production and exhibitors for the arts
- New development: Sanofi-aventis announces new research center in Oro Valley; Afni, Inc. new 53,000 sq.-ft facility for new contact center; Target new fulfillment center; Macsteel Service Centers USA opens new facility; new HQs for CDEX; Computer Designs new plant; Global Solar expansion
- Tucson is ranked as one of the best U.S. cities as:
  - #1 "Top county (Pima) in business recruitment/attraction;" Tucson #5 mid-sized city (*Expn Mgmt, 7/07*)
  - #3 "Best place to transplant you & your business" shaping our future for startup hubs (*Fast Cities, 2007*)
  - #3 "Best digital city" how cities use technology for local government/constituents (*Nat'l League Cities, 11/07*)
  - #4 "Fittest city" based on access to health care, air quality, fewer fast-food outlets (*Men's Fitness, 1/06*)
  - #7 "Top city with clean air" (*American Lung Association, 2007*)
  - #9 "Top arts destination" (*AmericanStyle, 6/07*)
  - #10 "Hottest job market" (*bizjournals, 9/07*)
  - #12 "Top mid-sized boomtown" for doing business, with 150-450,000 nonfarm jobs (*Inc. Magazine, 5/07*)
  - #12 "Top metro with highest % change (38%) in metro home price" 2004-2006 (*Nat'l Assoc of Realtors, 8/07*)
  - #14 "Best medium-sized city for relocation," for home prices, arts, & job growth (*ERC/Primacy Relation, '07*)
  - #15 "Best performing city" of top 200 largest metros, based on job growth & wages (*Milken Institute, 2007*)

Source: Demographics USA, 2007



	<u>Circulation</u>			<u>Readership</u>	
	<u>Daily</u>	<u>Sunday</u>		<u>Daily</u>	<u>Sunday</u>
Total	138,993	168,227	DMA	293,006	385,842
DMA	134,690	162,281	College Grad+	90,908	110,723
Metro	126,762	152,399	Professional/Managerial	77,855	98,484
			Average HH Income	\$66,889	\$72,433
			DMA Reader Income	\$19.6 Billion	\$27.9 Billion

**Newspaper Highlights**

- Newspaper is the medium that reaches the most upscale, high-end consumers in the Tucson market. Heavy newspaper readers index far above heavy users of both TV and radio among the most valuable prospects in the Tucson 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>
Visited Europe	179	86	111	Own Bonds	155	97	99
Money mkt acc't	162	92	96	Stay upscale hotel-pers	154	98	81
Pst grad degree+	157	97	85	Own mutual funds	145	98	90

- The Arizona Daily Star/Tucson Citizen are the largest newspapers in southern Arizona, and 2<sup>nd</sup>-largest in the state
- For complete coverage of Arizona's fast-growth potential, buy the state's #1 and #2 papers: the Arizona Republic and the Arizona Daily Star/Tucson Citizen... there's virtually no duplication between these papers
- Star/Citizen readers have a HHI 6% higher than the DMA average HHI – a difference of over \$3,700; on Sunday, Arizona Daily Star readers have a HHI 15% higher (over \$9,200 more) than the average
- On any average weekday, the Star/Citizen reaches nearly 134,700 DMA households—over 3.5 times more households reached by Newsweek, Time, & U.S. News weekly magazines combined (40,351). The Star/Citizen provides reach of virtually all readers in one day; newsweekly magazines take weeks to come their total readership (*Circulation 2008: ABC Magazine Market Coverage Report, 2006- DMA*)
- At 30%, the daily The Tucson Arizona Star/Citizen ranks 10<sup>th</sup> in DMA penetration among U.S. newspapers with the top 100 DMA households, and #21 on Sunday (*Circulation 2008, Demographics USA, 2006*)
- You own the newspaper medium by advertising in the Arizona Daily Star/Tucson Citizen: virtually all newspaper readers turn to the Star/Citizen every weekday and Sunday
- The Star/Citizen 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 2007, Release 2*)

<i>% CBSA Adults</i>		<i>% CBSA Adults</i>
Arizona Daily Star/Tucson Citizen	38%	A.M. Drive Time Radio ( <i>average ¼ hour, 42 stations</i> )
Sunday Arizona Daily Star	51%	Prime Time TV: ABC, CBS, FOX, NBC
		20%
		17%

- tucson.com, tucsoncitizen.com, and czstarnet.com, websites for the Arizona Daily Star/Tucson Citizen, are the area's most powerful local medium for effective online advertising, with 1.3 million unique visitors each month
- Compared to the average adult in the U.S., daily Arizona Daily Star/Tucson Citizen readers are:  
71% more likely to drink cordial/liqueur past 30 days  
67% more likely to have an online service  
45% more likely to use full-service stockbroker  
44% more likely to have mkt val hm \$200M+  
35% more likely to own a pool or spa  
29% more likely to have college degree+
- Compared to the average adult in the U.S., Sunday Arizona Daily Star readers are:  
146% more likely to visit Mexico past 3 years  
63% more likely visit to take 3+ any frgn prs/vac trips  
51% more likely to take 1+ domestic air trips-pers/vac  
39% more likely to rent car for pers/vacation  
39% more likely to use Visa-gold/platinum  
35% more likely to play golf

*Circulation 2008: ABC Magazine Market Coverage Report, 2006- CBSA)*