

# MAIN STREET: NOT MAINSTREAM

A SPECIAL REPORT ON CONSUMERS WHO LIVE IN THE  
SMALL AND MEDIUM CITIES AND TOWNS OF AMERICA

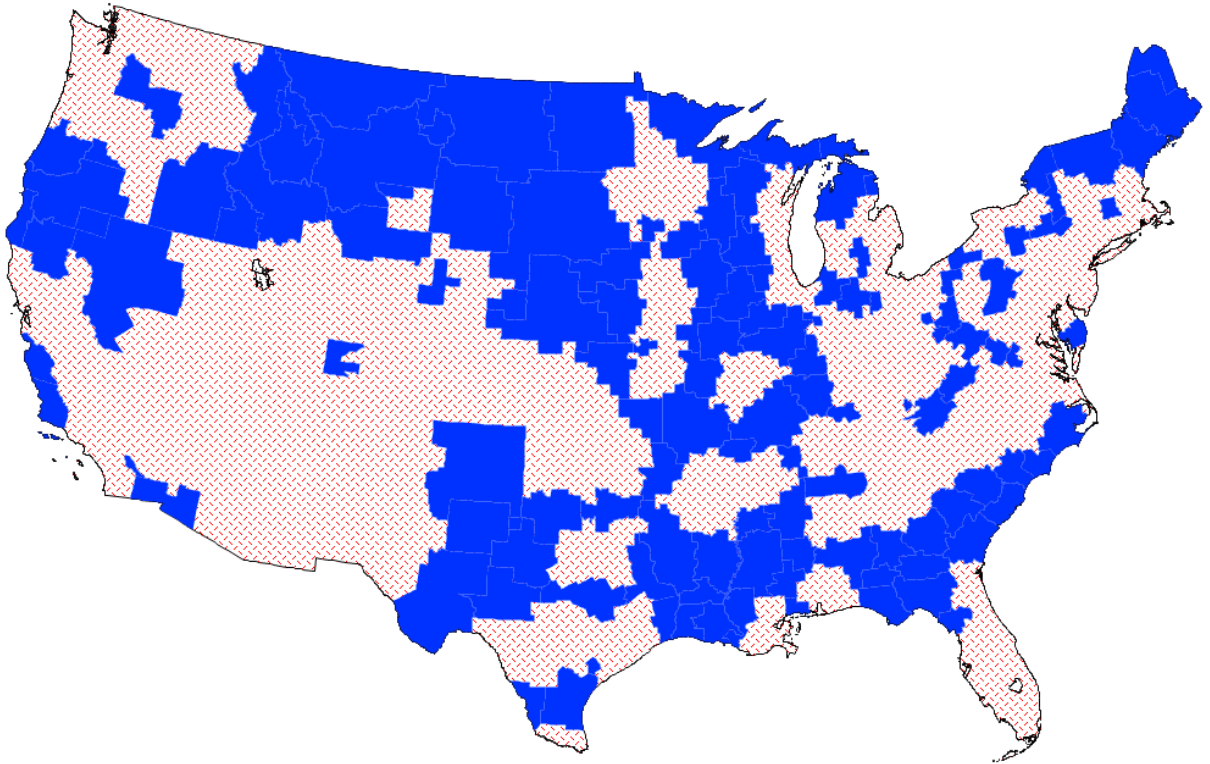
NAB Small Market Conference  
San Antonio, TX  
September 17, 2014



AUTOMOTIVE  
EDITION



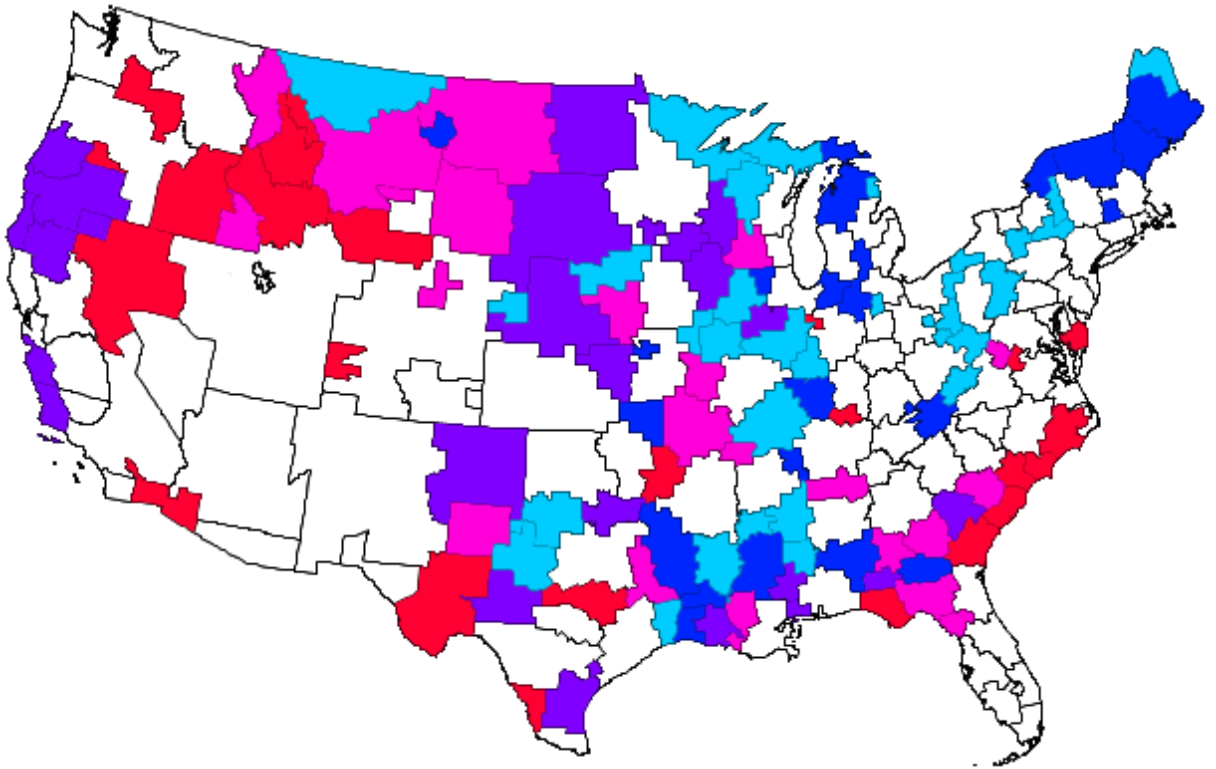
# 20% OF AMERICA LIVES IN A DMA OF 1 MILLION PEOPLE OR LESS



= DMA population of 1 MIL or less

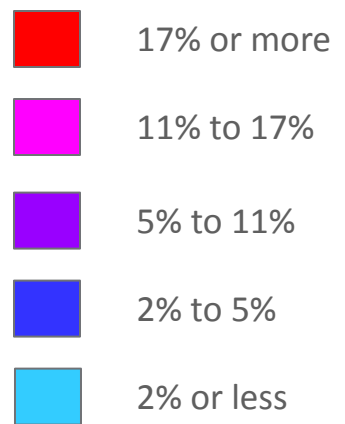
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|-------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Omaha, NE               | Tri-Cities, TN-VA        | Youngstown, OH           | Anchorage, AK            | Sherman-Ada, TX-OK       | Greenwood-Greenville, MS |
| Columbia, SC            | Davenport et al, IA-IL   | Peoria-Bloomington, IL   | Lubbock, TX              | Gainesville, FL          | Twin Falls, ID           |
| Springfield, MO         | Monterey-Salinas, CA     | Montgomery-Selma, AL     | Odessa-Midland, TX       | Abilene-Sweetwater, TX   | Meridian, MS             |
| Shreveport, LA          | Myrtle Beach et al, SC   | Lafayette, LA            | Wausau-Rhineland, WI     | Hattiesburg-Laurel, MS   | Lima, OH                 |
| Huntsville et al, AL    | Tallahassee et al, FL-GA | Fargo-Valley City, ND    | Palm Springs, CA         | Missoula, MT             | Butte-Bozeman, MT        |
| Waco-Temple-Bryan, TX   | Boise, ID                | Eugene, OR               | Medford et al, OR        | Billings, MT             | Great Falls, MT          |
| Paducah et al, KY-MO-IL | Johnstown et al, PA      | Traverse City et al, MI  | Wichita Fls et al, TX-OK | Laredo, TX               | Bend, OR                 |
| Portland-Auburn, ME     | Tyler-Longview et al, TX | Columbus et al, GA-AL    | Duluth-Superior, MN-WI   | Utica, NY                | Eureka, CA               |
| Madison, WI             | Evansville, IN           | Corpus Christi, TX       | Albany, GA               | Clarksburg-Weston, WV    | Parkersburg, WV          |
| Champaign et al, IL     | Reno, NV                 | La Crosse-Eau Claire, WI | Salisbury, MD            | Quincy et al, IL-MO-IA   | San Angelo, TX           |
| Savannah, GA            | Lincoln et al, NE        | Amarillo, TX             | Sioux City, IA           | Lake Charles, LA         | Casper-Riverton, WY      |
| Baton Rouge, LA         | Ft. Wayne, IN            | Chico-Redding, CA        | Erie, PA                 | Watertown, NY            | Cheyenne et al, WY-NE    |
| Jackson, MS             | Santa Barbara et al, CA  | Columbus et al, MS       | Joplin-Pittsburg, MO-KS  | Dothan, AL               | Mankato, MN              |
| South Bend-Elkhart, IN  | Augusta-Aiken, GA-SC     | Topeka, KS               | Minot et al, ND          | Rapid City, SD           | St. Joseph, MO           |
| Cedar Rapids et al, IA  | Yakima et al, WA         | Monroe-El Dorado, LA-AR  | Yuma-El Centro, AZ-CA    | Harrisonburg, VA         | Ottumwa et al, IA-MO     |
| Burlington et al, VT-NY | Springfield-Holyoke, MA  | Rockford, IL             | Terre Haute, IN          | Alexandria, LA           | Fairbanks, AK            |
| Charleston, SC          | Sioux Falls et al, SD    | Wilmington, NC           | Panama City, FL          | Elmira et al, NY         | Victoria, TX             |
| Ft. Smith et al, AR     | Macon, GA                | Columbia et al, MO       | Idaho Falls et al, ID-WY | Jackson, TN              | Zanesville, OH           |
| Greenville et al, NC    | Lansing, MI              | Beaumont-Port Arthur, TX | Rochester et al, MN-IA   | Bowling Green, KY        | Juneau, AK               |
|                         |                          |                          | Biloxi-Gulfport, MS      | Marquette, MI            | Helena, MT               |
|                         |                          |                          | Bangor, ME               | Jonesboro, AR            | Presque Isle, ME         |
|                         |                          |                          | Binghamton, NY           | Charlottesville, VA      | North Platte, NE         |
|                         |                          |                          | Bluefield et al, WV      | Grand Junction et al, CO | Alpena, MI               |
|                         |                          |                          | Wheeling et al, WV-OH    | Lafayette, IN            | Glendive, MT             |

# 61.5 MILLION PEOPLE LIVE IN SMALL MARKETS...AND GROWING



Since 2000, the population among these markets has grown from 56 Million to more than 61.5 Million. Over this period of time the markets shaded red saw the most growth. Migration from coastal cities propelled growth in the West while the affordable retirement communities along the Mid-Atlantic coast attracted more residents. The economy played a role as well. Industrial and rust-belt regions in colder climates to the North saw little growth while oil country in West Texas and the Northern Plains brought jobs and prosperity.

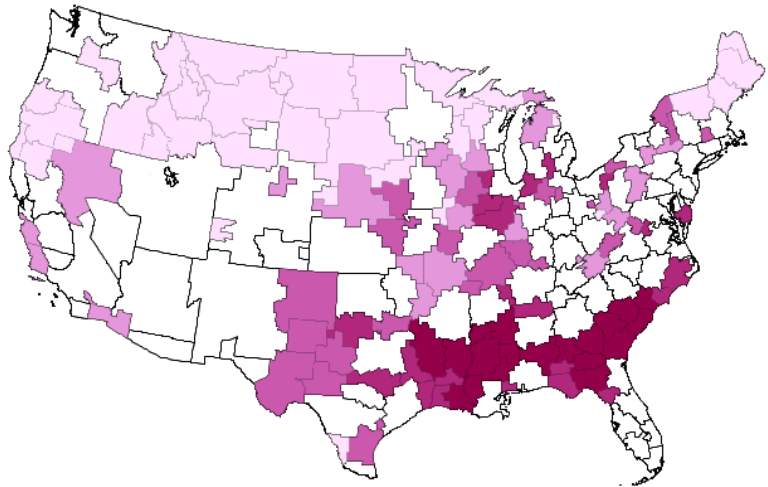
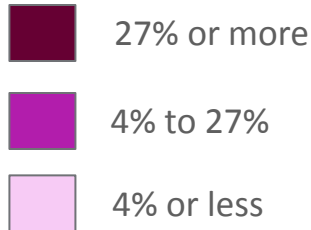
Population growth (2000 – 2014)



# DIVERSITY IN SMALL MARKETS

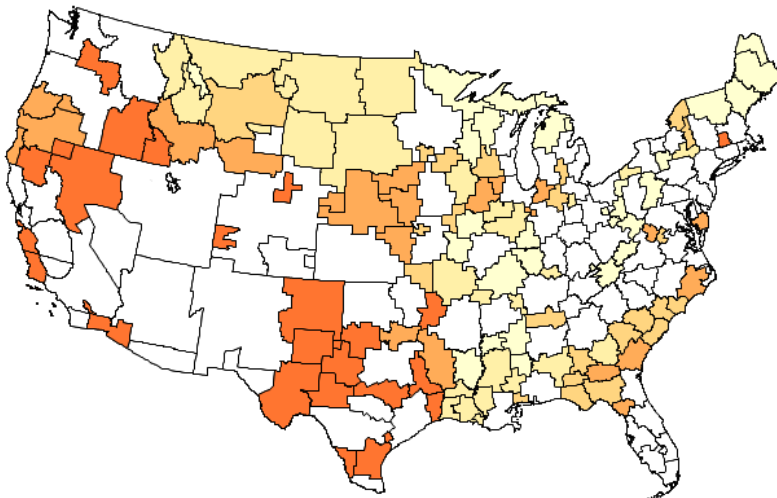
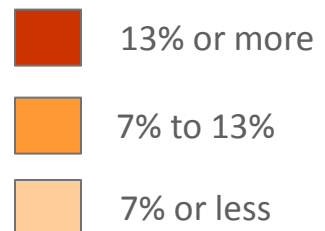
## 7.4 MILLION AFRICAN AMERICANS

African American Population in small markets clustered in the South and East



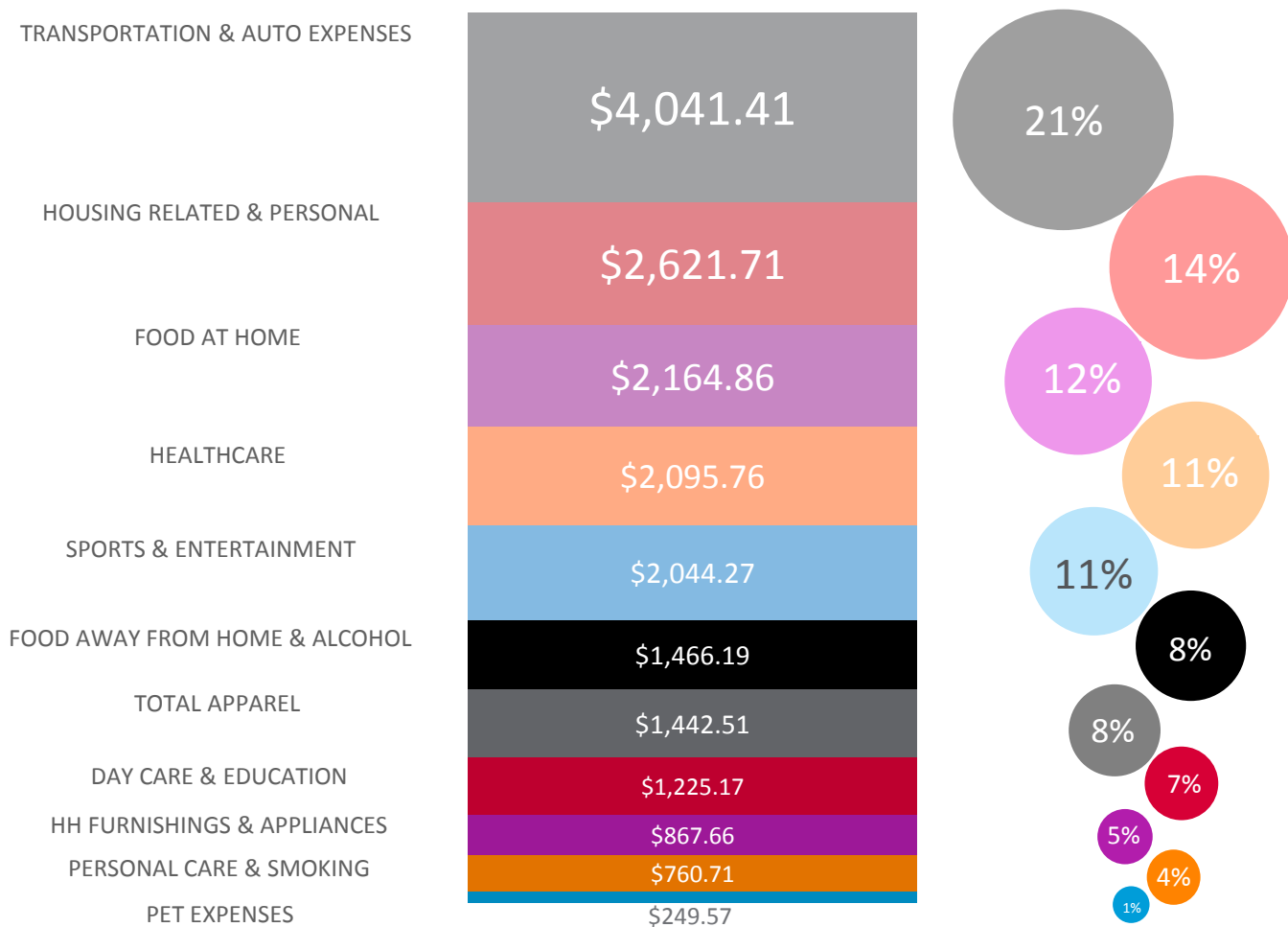
## 6.4 MILLION HISPANICS

Hispanic Population in small markets clustered in Texas and the West



# THE TOP CATEGORY FOR CONSUMER SPENDING IS AUTOMOTIVE

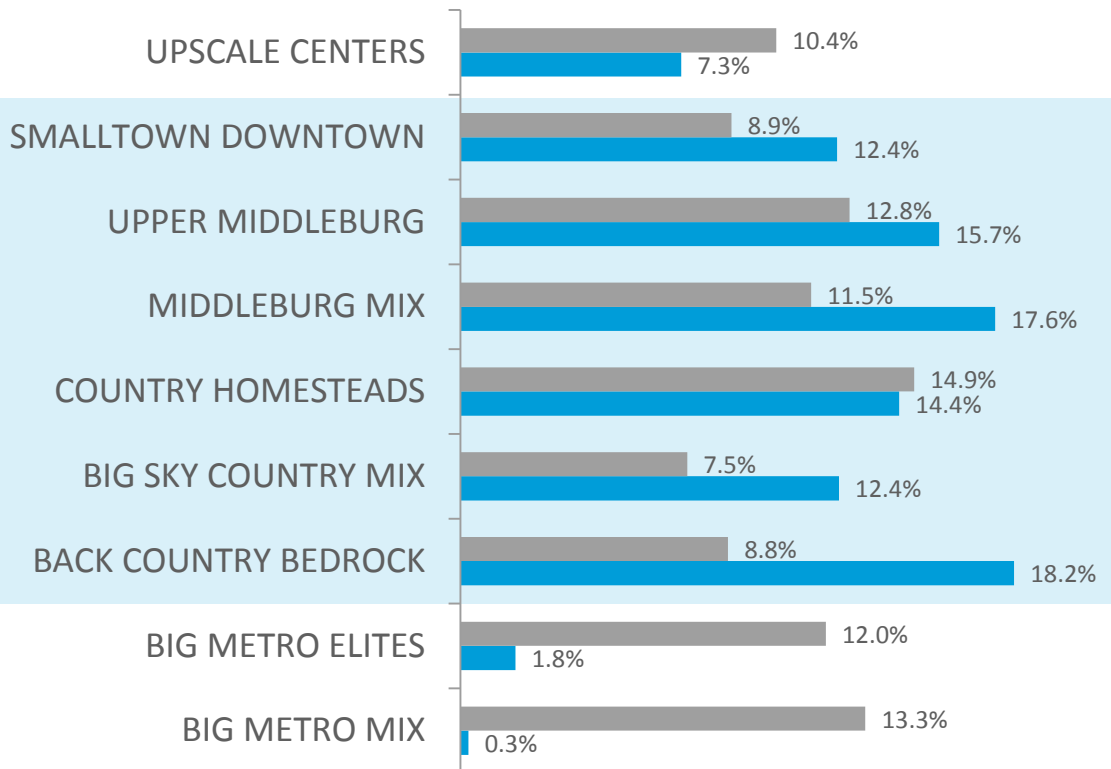
## ANNUAL AMOUNT SPENT PER PERSON



In the DMAs of 1Million or less, the automobile commands the majority of all consumer spending. On average, each person spends over \$4000 a year on the purchase, maintenance and fuel for their vehicle. Automotive spending makes up 21% of all consumer spending in these markets (higher than food and alcohol).

# WHAT KIND OF PEOPLE LIVE IN THESE MEDIUM AND SMALL MARKETS?

■ US Total ■ Medium and Small Markets



Go to [www.MyBestSegments.com](http://www.MyBestSegments.com) to see which cluster you are in

**UPSCALE CENTERS** = Second City Elite (10), Brite Lites-Li'l City (12), Upward Bound (13), Gray Power (21), Up-and-Comers (24), Middleburg Managers (27), Domestic Duos (39)

**SMALLTOWN DOWNTOWN** = Sunset City Blues (41), City Startups (47), Mobility Blues (53), Park Bench Seniors (60), Hometown Retired (62), Family Thrifts (63)

**UPPER MIDDLEBURG** = Young Influentials (22), Suburban Sprawl (30), New Homesteaders (32), White Picket Fences (34), Boomtown Singles (35), Blue-Chip Blues (36), Mayberry-ville (37), Heartlanders (43)

**MIDDLEBURG MIX** = Red-White & Blues (42), New Beginnings (44), Blue Highways (45), Old Glories (46), Young & Rustic (48), American Classics (49), Kid Country-USA (50), Shotguns & Pickups (51), Suburban Pioneers (52)

**COUNTRY HOMESTEADS** = Country Squires (50), Big Fish, Small Pond (09), God's Country (11), New Empty Nests (14), Pools & Patios (15), Kids & Cul-de-sacs (18), Home Sweet Home (19), Fast-Track Families (20), Simple Pleasures (38)

**BIG SKY COUNTRY MIX** = Greenbelt Sports (23), Country Casuals (25), Traditional Times (28), Big Sky Families (33)

**BACK COUNTRY BEDROCK** = Golden Ponds (55), Crossroads Villagers (56), Old Milltowns (57), Back Country Folks (58), Bedrock America (64)

**BIG METRO ELITES** = Upper Crust (01), Blue Blood Estates (02), Movers & Shakers (03), Young Digerati (04), Winner's Circle (06), Money & Brains (07), Executive Suites (08), Bohemian Mix (16), Beltway Boomers (17)

**BIG METRO MIX** = The Cosmopolitans (26), American Dreams (29), Urban Achievers (31), Close-In Couples (40), Multi-Culti Mosaic (54), Urban Elders (59), City Roots (61), Big City Blues (65), Low-Rise Living (66), Unassigned (67)



### **SMALLTOWN DOWNTOWN** (Segments 41, 47, 53, 60, 62 & 63)

In City Startups, young to middle-aged, multi-ethnic singles have settled in neighborhoods filled with cheap apartments and a commercial base of cafés, bars, laundromats, and clubs that cater to twentysomethings. One of the youngest segments in America--with ten times as many college students as the national average--these neighborhoods feature low incomes and high concentrations of African-American and Hispanic households.



### **UPPER MIDDLEBURG** (Segments 22, 30, 32, 34, 35, 36, 37 & 43)

Like the old Andy Griffith Show set in a quaint picturesque burg, Mayberry-ville harks back to an old-fashioned way of life. In these small towns, upper-middle-class couples like to fish and hunt during the day, and stay home and watch TV at night. With lucrative blue-collar jobs and moderately priced housing, residents use their discretionary cash to purchase boats, campers, motorcycles, and pickup trucks.



### **MIDDLEBURG MIX** (Segments 42, 44, 45, 46, 48, 49, 50, 51 & 52)

The residents of Red, White & Blues typically live in exurban towns rapidly morphing into bedroom suburbs. Their streets feature new fast-food restaurants, and locals have recently celebrated the arrival of chains like Walmart, Radio Shack, and Payless Shoes. Middle-aged or older, with high school educations and midscale incomes, these folks are transitioning from blue-collar jobs to the service industry.



### **COUNTRY HOMESTEADS** (Segments 5, 9, 11, 14, 15, 18, 19, 20 & 38)

The wealthiest residents in exurban America live in Country Squires, an oasis for affluent Baby Boomers who've fled the city for the charms of small-town living. In their bucolic communities noted for their recently built homes on sprawling properties, the families of executives live in six-figure comfort. Country Squires enjoy country club sports like golf, tennis, and swimming, as well as skiing, boating, and biking.



### **BIG SKY COUNTRY MIX** (Segments 23, 25, 28 & 33)

Scattered in placid towns across the American heartland, Big Sky Families is a segment of middle-aged rural families who have turned high school educations and blue-collar jobs into busy, upper-middle-class lifestyles. Residents enjoy baseball, basketball, and volleyball, as well as fishing, hunting, and horseback riding. To entertain their sprawling families, they buy virtually every piece of sporting equipment on the market.



### **BACK COUNTRY BEDROCK** (Segments 55, 56, 57, 58 & 64)

Bedrock America consists of economically challenged families in small, isolated towns located throughout the nation's heartland. With modest educations, sprawling families, and service jobs, many of these residents struggle to make ends meet. One in five live in mobile homes. One in four haven't finished high school. Rich in scenery, Bedrock America is a haven for fishing, hunting, hiking, and camping.

# WHAT KIND OF AUTOMOBILES DO THEY DRIVE IN SMALL MARKETS?

Top 5 highest indexing models by category based on automobile registrations from Polk

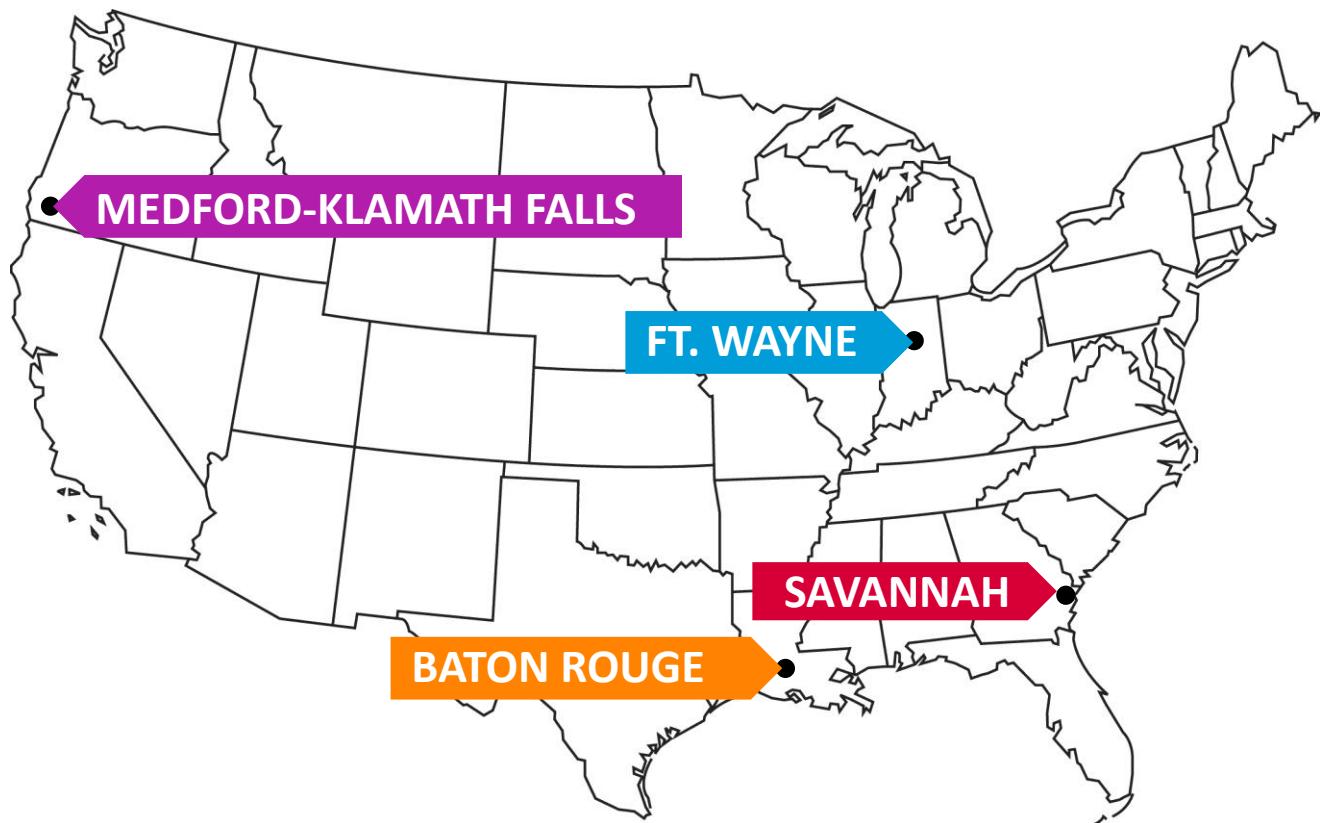
SMALL TOWN DOWNTOWN	UPPER MIDDLEBURG	MIDDLEBURG MIX
Mitsubishi Mirage	Suzuki Grand Vitara SUV	Dodge Avenger
Hyundai Accent	Suzuki Kizashi	Suzuki Equator Pickup
Mazda 2	Mitsubishi Outlander Sport	Freightliner Sprinter Van
Mitsubishi Lancer	Dodge Journey Crossover	Suzuki Kizashi
Nissan Versa	Kia Sportage Crossover	Suzuki SX4

COUNTRY HOMESTEADS	BIG SKY COUNTRY MIX	BACK COUNTRY BEDROCK
Bentley Continental	GMC Sierra Pickup - Diesel	Dodge Avenger
Mercedes-Benz SLS	Chevy Silverado Pickup - Diesel	GMC Canyon Pickup
Ferrari 458	Dodge Ram Pickup - Diesel	Suzuki SX4
McLaren MP4	Ford F Series Pickup - Diesel	Suzuki Grand Vitara SUV
Audi A8	RAM Ram Pickup - Diesel	Chevrolet Sonic

Just like the overall US, The Ford Pickup and Toyota Camry are the most popular truck and car models across all small and medium markets. But when we take a closer look, a very different profile of automobile owners based on index across the six key demographic segments can be seen. Foreign compacts appeal to the Smalltown Downtown group while Big Sky Country Mix prefer powerful pickups. Country Homesteads are where you will find exotic luxury while SUVs and Vans are popular with the other groups.



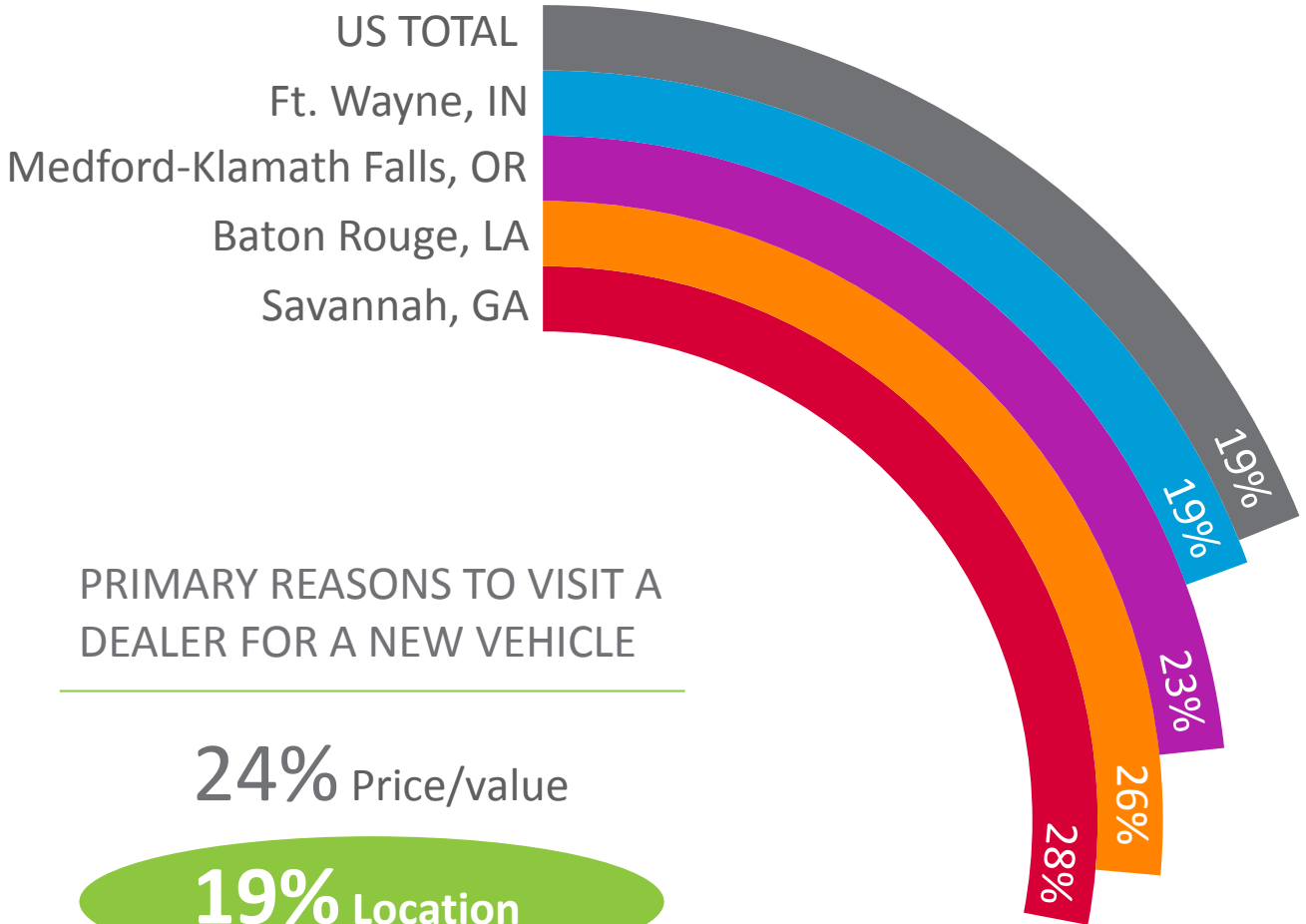


## SPOTLIGHT ON FOUR SMALL AND MEDIUM SIZED MARKETS

Painting the entire country with the same brush can be a costly mistake. If you are Reach Savvy with Marketing Smarts, you know a tailored approach will generate the best results. To illustrate this concept, we have chosen Baton Rouge, Savannah, Ft. Wayne and Medford to compare and contrast. A deep dive on the automotive category will show how critical this sector is to the local media marketplace

# LOCATION DRIVES AUTO SALES

Percentage of Auto Buyers who traveled **20 miles or more** one way to purchase their last new vehicle:



## PRIMARY REASONS TO VISIT A DEALER FOR A NEW VEHICLE

24% Price/value

**19% Location**

15% Selection

13% Service

12% Reputation

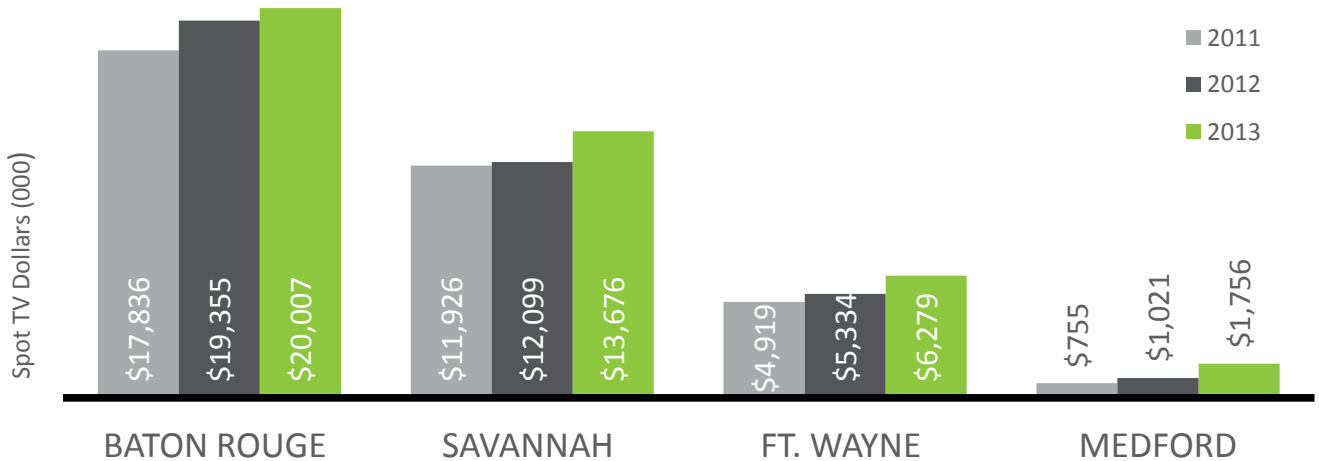
7% Financing

Local Media plays a major role in driving new auto buyers to dealer locations. In smaller markets, buyers are more likely to travel a greater distance for the best deal.

Source: Nielsen Scarborough USA+, R1 2014 / Scarborough Local Market Studies: Baton Rouge & Savannah (R1 2014), Medford & Ft Wayne (R2 2013),

# AUTO SPENDING ON THE RISE

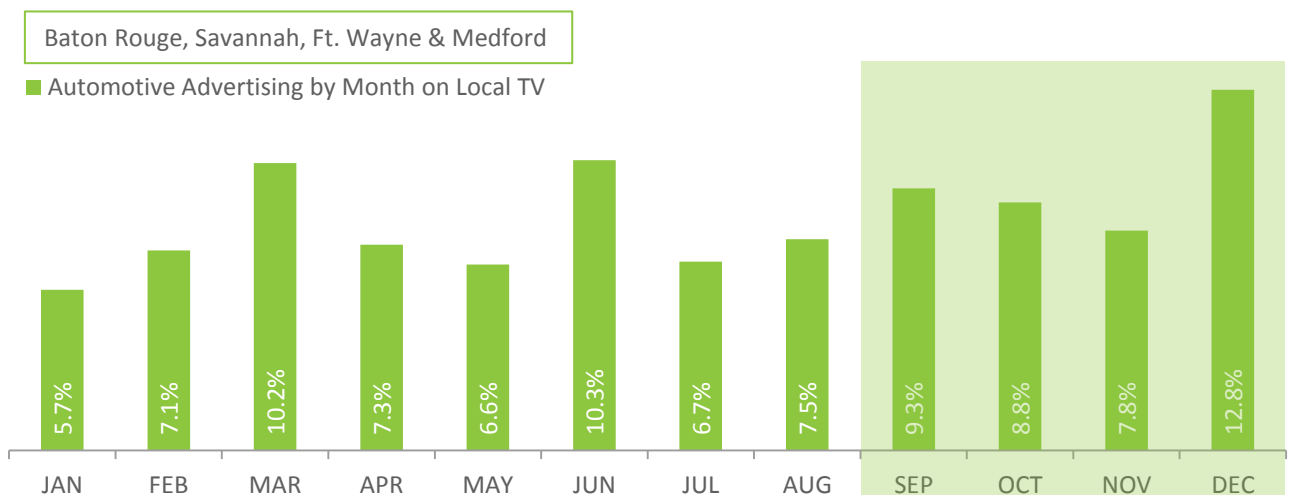
Top category for local Spot TV ad spend continues to grow in markets large and small



Source: Nielsen Monitor-Plus / Auto Category spending by year for Spot TV

## AND THE 4<sup>TH</sup> QUARTER IS CRITICAL

Automotive dollars have been consistently rising year after year across these medium and small markets. December is the month with the most activity from automotive advertisers on spot TV. The spending each month in 2014 is on track to exceed 2013 but it all depends on the fourth quarter.



Source: Nielsen Monitor-Plus, 2013 Auto Category spending by month for Spot TV in Baton Rouge, Savannah, Ft. Wayne & Medford



# MEDFORD-KLAMATH FALLS, OR

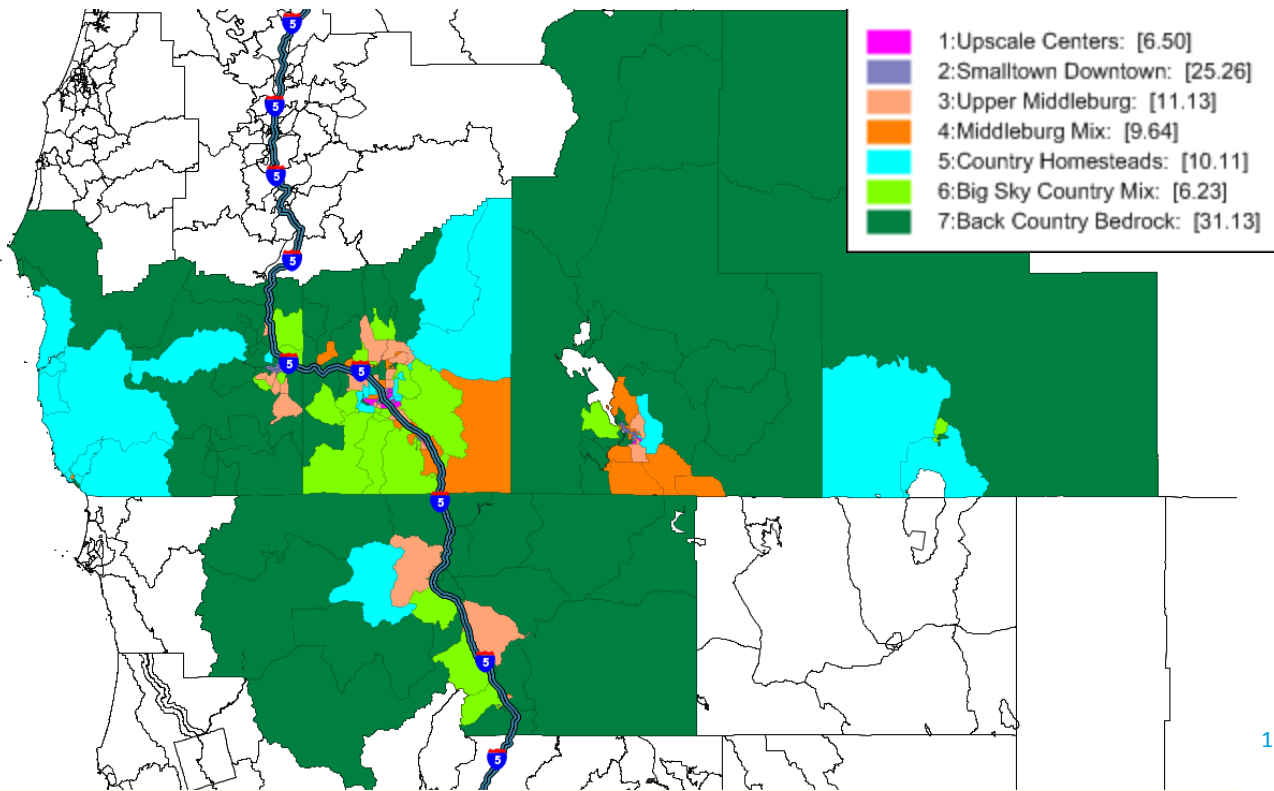
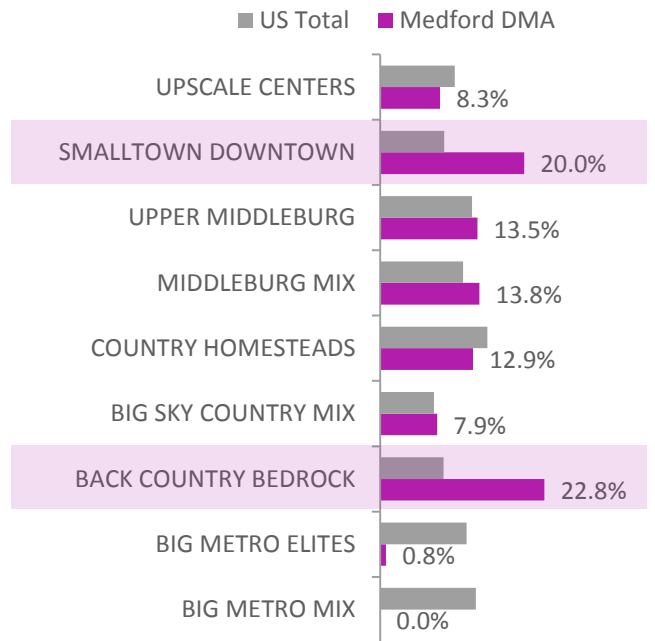
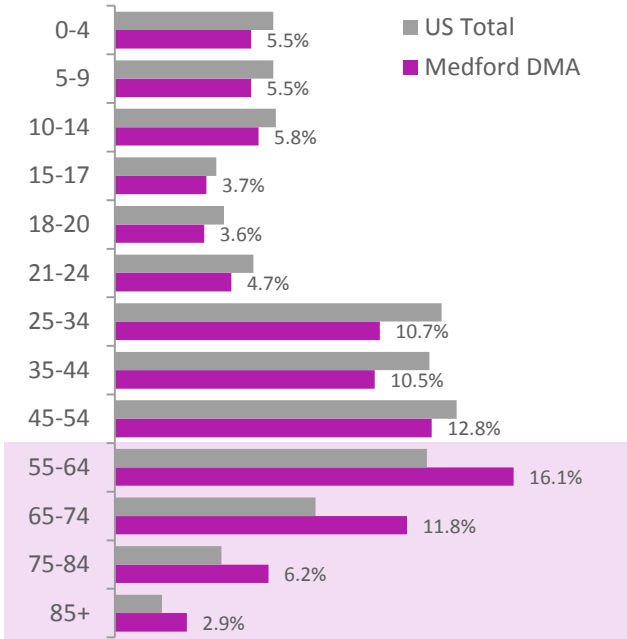
DMA Rank #140 / Population 431,709 / 181,559 Households

**\$38,323**  
MEDIAN HH INCOME

**10.8%**  
HISPANIC

**0.9%**  
AFRICAN AMERICAN

**1.2%**  
ASIAN AMERICAN





# MEDFORD-KLAMATH FALLS, OR

DMA Rank #140 / Population 431,709 / 181,559 Households

INDUSTRY	2013	PCT
AUTO.,AUTO.ACCESS & EQUIP	1,756,029	18.7%
RETAIL	1,699,038	18.1%
BUSINESS & CONSUMER SVCS	1,390,639	14.8%
ENTERTAINMENT & AMUSEMENTS	1,349,702	14.4%
TV PROGRAMS	1,066,665	11.3%
PUBLISHING & MEDIA	727,741	7.7%
INSURANCE & REAL ESTATE	550,318	5.9%
TRAVEL,HOTELS & RESORTS	163,583	1.7%
DRUGS & REMEDIES	147,245	1.6%
CONFECT., SNACKS & SOFT DRINKS	103,309	1.1%
FOODS & FOOD PRODUCTS	88,186	0.9%
DIRECT RESPONSE PRODUCTS	75,857	0.8%
HORTICULTURE & FARMING	74,118	0.8%
MISC NOT ELSEWHERE CLASSIFIED	43,122	0.5%
TOILETRIES & COSMETICS	39,361	0.4%
HOUSEHOLD EQUIPMENT & SUPPLIES	27,945	0.3%
SPORTING GOODS, TOYS, & GAMES	26,910	0.3%
TV NETWORKS/STATIONS	26,856	0.3%
BLDG. MAT. EQUIP. & FIXTURES	15,311	0.2%
COMPUTERS, OFF. EQUIP. & STATIONERY	8,619	0.1%
SOAPS, CLEANSERS & POLISHES	6,207	0.1%
PETS, PET FOODS, SUPPL & ORGAN.	4,574	0.0%
HOUSEHOLD FURN. SUPPL. & MAT	4,012	0.0%
APPAREL,FOOTWEAR, & ACCESSORIES	2,616	0.0%
BEER & WINE	1,668	0.0%
ELEC. ENTERTNMT. EQUIP. & SUPPL.	1,305	0.0%
JEWELRY, OPTICAL GDS. & CAMERAS	1,039	0.0%
GASOLINE, LUBRICANTS & FUELS	95	0.0%
INDUSTRIAL MATERIALS	534	0.0%
BUS. PROP. & EMPLOY. RECRUIT.	265	0.0%
FREIGHT, INDUS. & AGRI. DEV.	261	0.0%
AIRPLNS., AVIATN.ACC.,SERV. & EQUIP	0	0.0%
<b>TOTAL AD SPEND ON TV:</b>	<b>9,403,130</b>	<b>100.0%</b>

The automotive industry placed \$1.7 MIL worth of advertising on the air in 2013 making it the top category for spot TV in Medford-Klamath Falls, OR. National and regional campaigns from major manufacturers as well as local dealer groups contributed to the 18.7% share of total spot TV advertising from the automotive category.

TOP 10 AUTO ADVERTISERS	2013 TOTAL
FORD	\$443,851
HONDA-ACURA	\$429,265
TOYOTA-LEXUS	\$343,795
DODGE-JEEP-CHRYSLER-RAM	\$263,652
NISSAN-INFINITY	\$91,332
BUD CLARY AUTO DLRSHIP	\$56,669
MERCEDES-BENZ-SMART	\$47,120
SUTTON MOTOR SALES & RV	\$27,328
GENERAL MOTORS	\$17,530
HERTZ CAR SALES	\$16,348



# MEDFORD-KLAMATH FALLS, OR

DMA Rank #140 / Population 431,709 / 181,559 Households

65 thousand people will be shopping for automobiles in the next year. Pickups and SUV are the most popular in Medford-Klamath Falls, OR. Broadcast TV plays a huge role in reaching these potential buyers. Local News is also one of the top uses for the internet in Medford.

Plan to buy new/used/leased vehicle next 12 mos

TV Programs they like to watch	INDEX
Reality - dating	226
Late night talk shows	212
Music videos	205
Kids shows	180
<b>Local news - late</b>	<b>167</b>
Novelas/Spanish soap operas	164
Reality - other	161
Entertainment news	152
Game shows	128
Reality - home makeover	124
Comedies	122
Reality - talent	122
Science fiction	120
Reality - adventure	120
Cooking programs	115
Movies	112
Mystery/suspense/crime	111
Daytime soap operas	106
Documentaries	105
Dramas	102
Daytime talk shows	100
Reality - makeover	98
Sports	97
<b>Local news - evening</b>	<b>95</b>
Religious	95
<b>Local news - morning</b>	<b>93</b>
National/network news	90
Court shows	82
Science/nature	81

## 65,000

PLAN TO BUY/LEASE A NEW OR USED VEHICLE IN THE NEXT 12 MONTHS

Vehicle HHD plans to buy new/lease/used next 12 mos	No. of HHs
Pickup truck	20,400
Sport utility vehicle	20,300
Midsize car	17,100
Compact car	13,600
Van or mini-van	6,400
Full-size car	5,700
Luxury vehicle (any size)	4,200

Top 10 ways people in Medford, OR used Internet/apps in past 30 days on any device:

Search	57%
Weather	52%
Social networking	50%
Banking	50%
Maps/GPS	40%
National news	33%
Find a business address or phone	32%
Video clips	30%
Music	28%
Local news	26%



# FT. WAYNE, IN

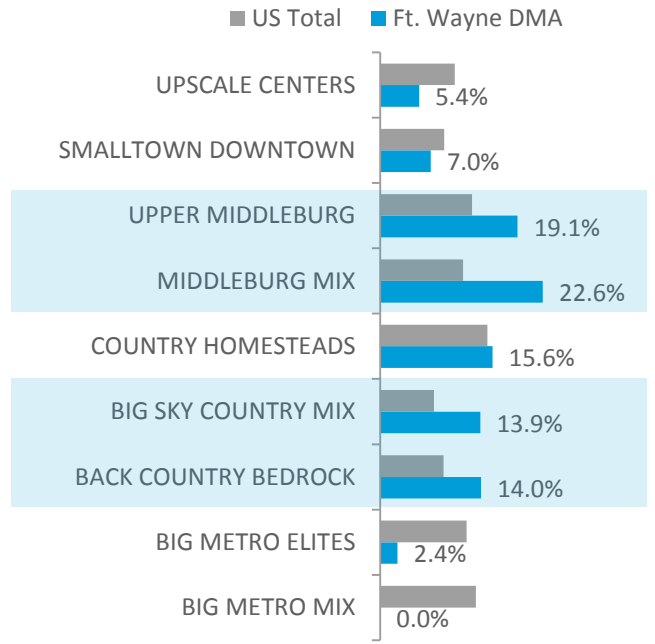
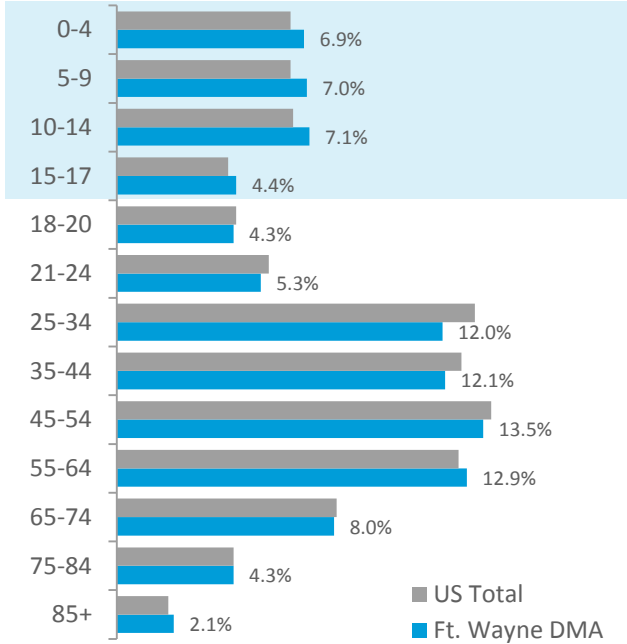
DMA Rank #111 / Population 720,646 / 277,742 Households

**\$47,074**  
MEDIAN HH INCOME

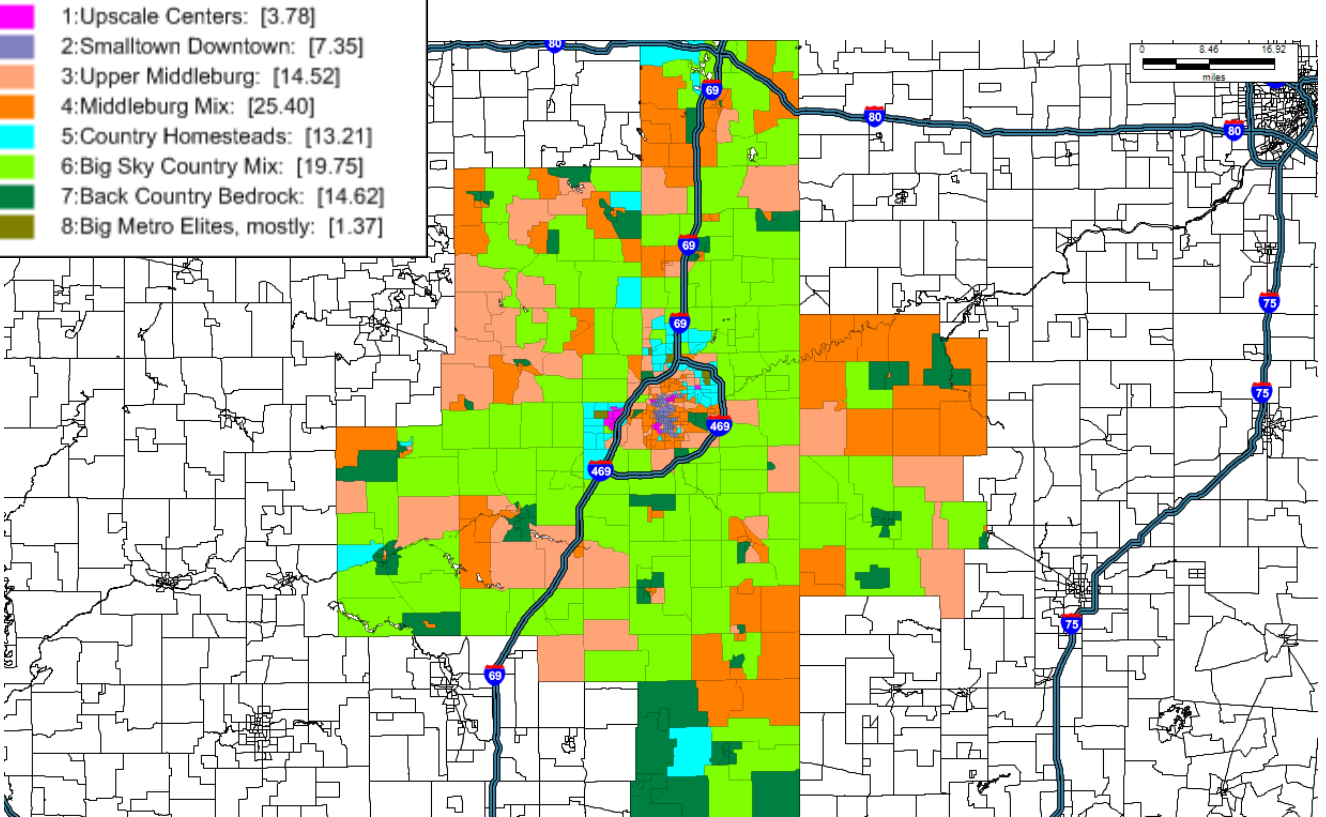
**5.6%**  
HISPANIC

**6.5%**  
AFRICAN AMERICAN

**1.6%**  
ASIAN AMERICAN



- 1:Upscale Centers: [3.78]
- 2:Smalltown Downtown: [7.35]
- 3:Upper Middleburg: [14.52]
- 4:Middleburg Mix: [25.40]
- 5:Country Homesteads: [13.21]
- 6:Big Sky Country Mix: [19.75]
- 7:Back Country Bedrock: [14.62]
- 8:Big Metro Elites, mostly: [1.37]





# FT. WAYNE, IN

DMA Rank #111 / Population 720,646 / 277,742 Households

INDUSTRY	2013	PCT
RETAIL	\$10,240,552	22.6%
BUSINESS & CONSUMER SVCS	\$7,902,327	17.4%
<b>AUTO.,AUTO.ACCESS &amp; EQUIP</b>	<b>\$6,278,959</b>	<b>13.8%</b>
TV PROGRAMS	\$5,669,615	12.5%
ENTERTAINMENT & AMUSEMENTS	\$4,926,920	10.9%
DRUGS & REMEDIES	\$3,219,769	7.1%
INSURANCE & REAL ESTATE	\$1,937,169	4.3%
TV NETWORKS/STATIONS	\$1,301,015	2.9%
PUBLISHING & MEDIA	\$1,160,734	2.6%
TRAVEL,HOTELS & RESORTS	\$749,085	1.7%
HORTICULTURE & FARMING	\$488,031	1.1%
FOODS & FOOD PRODUCTS	\$429,335	0.9%
GASOLINE, LUBRICANTS & FUELS	\$236,689	0.5%
MISC NOT ELSEWHERE CLASSIFIED	\$189,747	0.4%
BLDG. MAT. EQUIP. & FIXTURES	\$138,165	0.3%
TOILETRIES & COSMETICS	\$80,216	0.2%
DIRECT RESPONSE PRODUCTS	\$74,146	0.2%
HOUSEHOLD EQUIPMENT & SUPPLIES	\$58,590	0.1%
BUS. PROP. & EMPLOY. RECRUIT.	\$43,843	0.1%
SPORTING GOODS, TOYS, & GAMES	\$43,683	0.1%
CONFECT., SNACKS & SOFT DRINKS	\$43,090	0.1%
APPAREL,FOOTWEAR, & ACCESSORIES	\$34,766	0.1%
PETS, PET FOODS, SUPPL & ORGAN.	\$29,843	0.1%
ELEC. ENTERTNMT. EQUIP. & SUPPL.	\$25,077	0.1%
HOUSEHOLD FURN. SUPPL. & MAT	\$19,304	0.0%
COMPUTERS, OFF. EQUIP. & STATIONERY	\$16,580	0.0%
JEWELRY, OPTICAL GDS. & CAMERAS	\$11,407	0.0%
SOAPS, CLEANSERS & POLISHES	\$9,015	0.0%
FREIGHT, INDUS. & AGRI. DEV.	\$8,629	0.0%
INDUSTRIAL MATERIALS	\$5,093	0.0%
BEER & WINE	\$4,530	0.0%
AIRPLNS., AVIATN.ACC.,SERV. & EQUIP	\$0	0.0%
<b>TOTAL AD SPEND ON TV:</b>	<b>\$45,375,924</b>	<b>100.0%</b>

The automotive industry placed \$6.2 MIL worth of advertising on the air in 2013 making it the number 3 category for spot TV in Ft. Wayne, IN. National and regional campaigns from major manufacturers as well as local dealer groups contributed to the 13.8% share of total spot TV advertising from the automotive category.

TOP 10 AUTO ADVERTISERS	2013 TOTAL
FORD	\$1,415,403
TOYOTA-LEXUS	\$693,649
ROHRMAN BOB MOTORS INC	\$624,916
DODGE-JEEP-CHRYSLER-RAM	\$508,730
HONDA-ACURA	\$449,491
GENERAL MOTORS	\$416,486
THOMAS BOB FORD-LINC	\$348,295
NISSAN-INFINITY	\$223,063
GLENBROOK AUTO DLRSHP	\$219,146
KELLEY AUTOMOTIVE SUPERSTORE	\$170,552





# FT. WAYNE, IN

DMA Rank #111 / Population 720,646 / 277,742 Households

139 thousand people will be shopping for automobiles in the next year. SUVs and midsize cars are the most popular in Ft. Wayne, IN. Broadcast TV plays a huge role in reaching these potential buyers. Local News is also one of the top uses for the internet in Ft. Wayne.

Plan to buy new/used/leased vehicle next 12 mos

TV Programs they like to watch	INDEX
Kids shows	154
Late night talk shows	145
Music videos	136
Reality - dating	136
Science/nature	129
Science fiction	129
<b>Local news - late</b>	<b>125</b>
Entertainment news	120
Cooking programs	116
National/network news	116
Documentaries	114
Daytime talk shows	114
Comedies	113
Dramas	113
Movies	109
Reality - other	109
Mystery/suspense/crime	108
Reality - adventure	108
Court shows	108
<b>Local news - morning</b>	<b>107</b>
Game shows	107
Reality - makeover	106
Sports	105
Religious	105
Reality - home makeover	104
Reality - talent	99
<b>Local news - evening</b>	<b>94</b>
Daytime soap operas	94
Novelas/Spanish soap operas	0

# 139,000

PLAN TO BUY/LEASE A NEW OR USED VEHICLE IN THE NEXT 12 MONTHS

Vehicle HHD plans to buy new/lease/used next 12 mos	No. of HHs
Sport utility vehicle	38,400
Midsize car	30,900
Pickup truck	29,500
Compact car	24,300
Van or mini-van	21,900
Full-size car	15,600
Luxury vehicle (any size)	10,400

Top 10 ways people in Ft. Wayne used Internet/apps in past 30 days on any device:

Weather	67%
Search	62%
Social networking	59%
Banking	56%
Maps/GPS	53%
Games*	44%
Find a business address or phone	41%
Shopping*	40%
Video clips	31%
Local news	31%



# SAVANNAH, GA

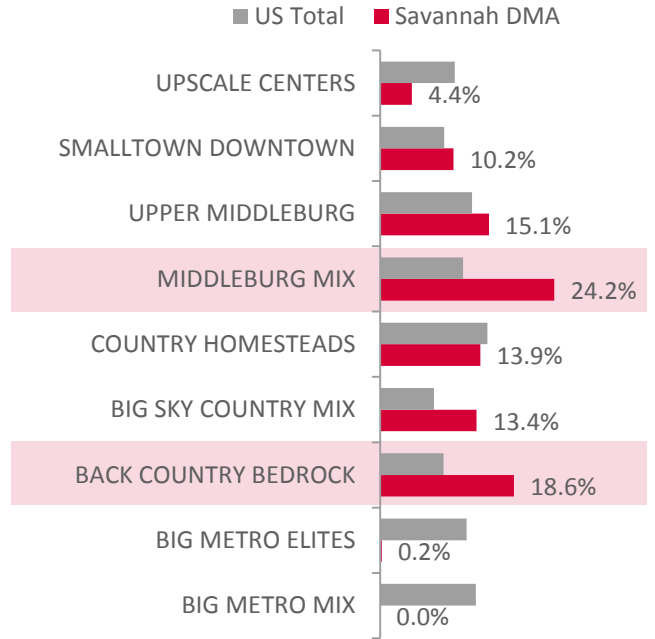
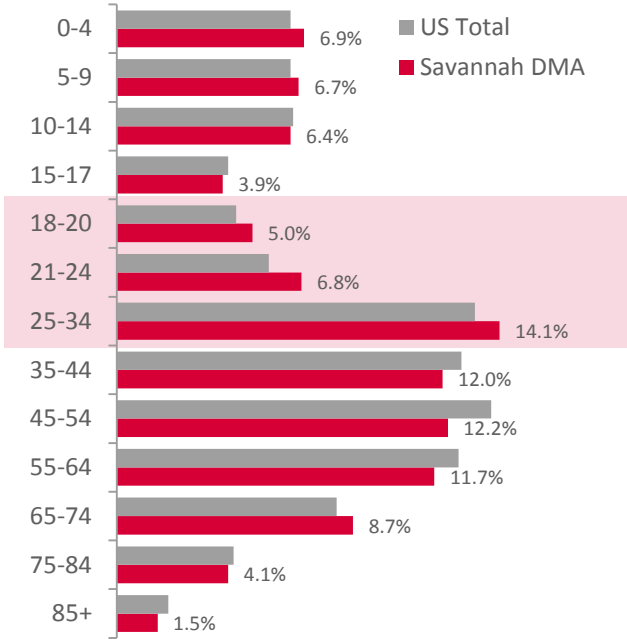
DMA Rank #92 / Population 932,842 / 352,820 Households

**\$45,161**  
MEDIAN HH INCOME

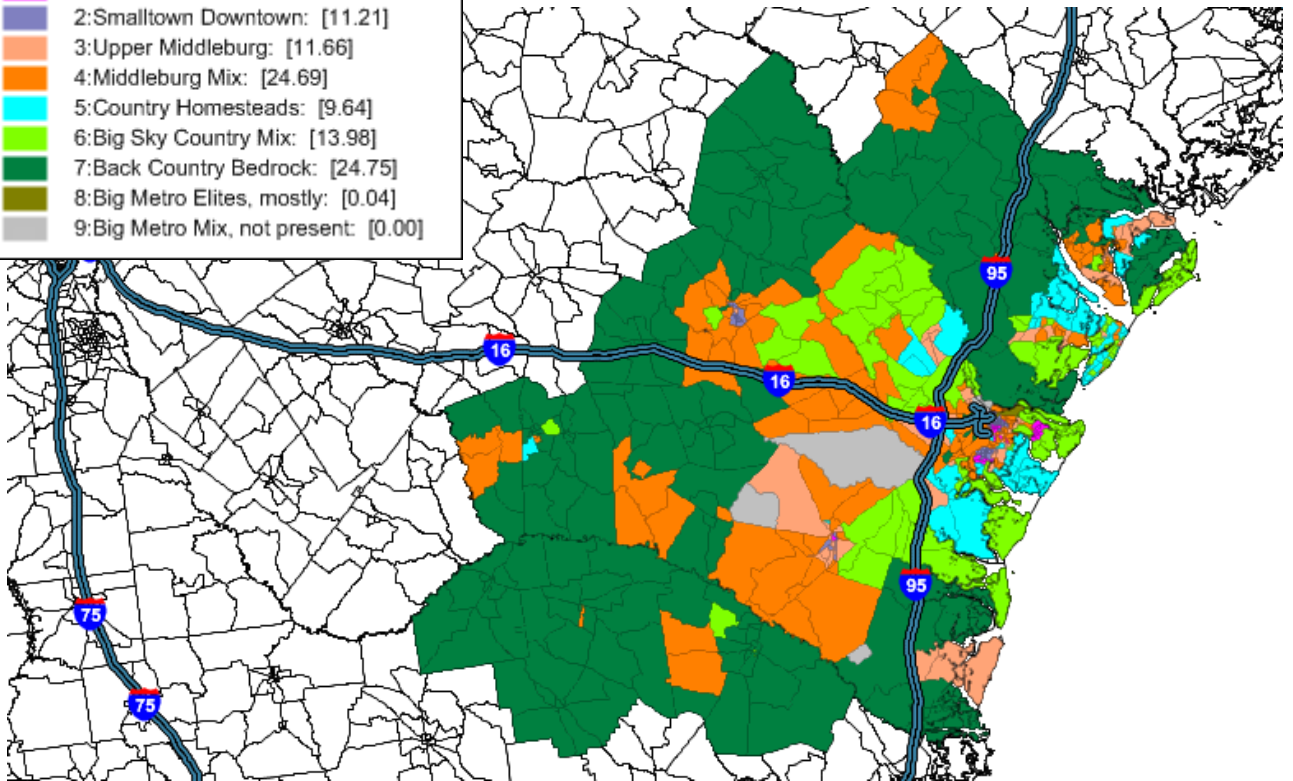
**8.2%**  
HISPANIC

**30.2%**  
AFRICAN AMERICAN

**1.6%**  
ASIAN AMERICAN



- 1: Upscale Centers: [4.05]
- 2: Smalltown Downtown: [11.21]
- 3: Upper Middleburg: [11.66]
- 4: Middleburg Mix: [24.69]
- 5: Country Homesteads: [9.64]
- 6: Big Sky Country Mix: [13.98]
- 7: Back Country Bedrock: [24.75]
- 8: Big Metro Elites, mostly: [0.04]
- 9: Big Metro Mix, not present: [0.00]





# SAVANNAH, GA

DMA Rank #92 / Population 932,842 / 352,820 Households

INDUSTRY	2013	PCT
BUSINESS & CONSUMER SVCS	\$15,686,748	25.9%
<b>AUTO.,AUTO.ACCESS &amp; EQUIP</b>	<b>\$13,676,422</b>	<b>22.6%</b>
RETAIL	\$10,045,065	16.6%
ENTERTAINMENT & AMUSEMENTS	\$6,324,567	10.4%
TV PROGRAMS	\$5,292,074	8.7%
DRUGS & REMEDIES	\$3,042,757	5.0%
TV NETWORKS/STATIONS	\$1,202,069	2.0%
PUBLISHING & MEDIA	\$1,150,062	1.9%
INSURANCE & REAL ESTATE	\$981,473	1.6%
TRAVEL,HOTELS & RESORTS	\$580,479	1.0%
FOODS & FOOD PRODUCTS	\$496,751	0.8%
DIRECT RESPONSE PRODUCTS	\$349,290	0.6%
BLDG. MAT. EQUIP. & FIXTURES	\$279,527	0.5%
MISC NOT ELSEWHERE CLASSIFIED	\$212,481	0.4%
TOILETRIES & COSMETICS	\$210,947	0.3%
GASOLINE, LUBRICANTS & FUELS	\$182,710	0.3%
SPORTING GOODS, TOYS, & GAMES	\$170,099	0.3%
HORTICULTURE & FARMING	\$129,749	0.2%
SOAPS, CLEANSERS & POLISHES	\$124,207	0.2%
FREIGHT, INDUS. & AGRI. DEV.	\$120,643	0.2%
COMPUTERS, OFF. EQUIP. & STATIONERY	\$49,676	0.1%
HOUSEHOLD EQUIPMENT & SUPPLIES	\$49,581	0.1%
CONFECT., SNACKS & SOFT DRINKS	\$48,480	0.1%
JEWELRY, OPTICAL GDS. & CAMERAS	\$30,054	0.0%
PETS, PET FOODS, SUPPL & ORGAN.	\$24,147	0.0%
AIRPLNS., AVIATN.ACC.,SERV. & EQUIP	\$18,627	0.0%
BEER & WINE	\$18,087	0.0%
HOUSEHOLD FURN. SUPPL. & MAT	\$15,196	0.0%
APPAREL,FOOTWEAR, & ACCESSORIES	\$10,981	0.0%
BUS. PROP. & EMPLOY. RECRUIT.	\$5,811	0.0%
ELEC. ENTERTNMT. EQUIP. & SUPPL.	\$3,871	0.0%
INDUSTRIAL MATERIALS	\$39	0.0%
<b>TOTAL AD SPEND ON TV:</b>	<b>\$60,532,670</b>	<b>100.0%</b>

The automotive industry placed more than \$13 MIL worth of advertising on the air in 2013 making it the #2 category for spot TV in Savannah, GA. National and regional campaigns from major manufacturers as well as local dealer groups contributed to the 22.6% share of total spot TV advertising from the automotive category.

TOP 10 AUTO ADVERTISERS	2013 TOTAL
FORD	\$2,836,820
HONDA-ACURA	\$1,313,315
TOYOTA-LEXUS	\$1,275,458
NISSAN-INFINITY	\$991,741
HYUNDAI	\$799,824
GENERAL MOTORS	\$679,492
VADEN AUTOMOTIVE GROUP	\$655,224
SAVANNAH HYND AUTO DLRSHP	\$582,866
DODGE-JEEP-CHRYSLER-RAM	\$574,918
SAVANNAH TYTA-SCION DLRSHP	\$406,978



# SAVANNAH, GA

DMA Rank #92 / Population 932,842 / 352,820 Households

More than 216 thousand people will be shopping for automobiles in the next year. Pickups and midsize cars are the most popular in Savannah, GA. Broadcast TV plays a huge role in reaching these potential buyers. Local News is also one of the top uses for the internet in Savannah.

Plan to buy new/used/leased vehicle next 12 mos

TV Programs they like to watch	INDEX
Novelas/Spanish soap operas	253
Reality - dating	159
Reality - makeover	143
Reality - home makeover	133
Music videos	131
Kids shows	128
Court shows	124
<b>Local news - late</b>	<b>121</b>
Daytime soap operas	113
Daytime talk shows	113
Reality - other	112
Reality - talent	111
Reality - adventure	110
Comedies	109
Entertainment news	107
Dramas	105
Cooking programs	104
Science/nature	103
Religious	101
Mystery/suspense/crime	98
<b>Local news - evening</b>	<b>98</b>
Movies	97
Game shows	96
Documentaries	95
<b>Local news - morning</b>	<b>95</b>
Sports	94
Late night talk shows	89
National/network news	85
Science fiction	80

## 216,400

PLAN TO BUY/LEASE A NEW OR USED VEHICLE IN THE NEXT 12 MONTHS

Vehicle HHD plans to buy new/lease/used next 12 mos	No. of HHs
Pickup truck	63,300
Midsize car	57,000
Sport utility vehicle	40,900
Luxury vehicle (any size)	33,300
Compact car	23,200
Full-size car	21,500
Van or mini-van	16,500

Top 10 ways people in Savannah used Internet/apps in past 30 days on any device:

Search	67%
Weather	63%
Social networking	59%
Maps	50%
Shopping*	50%
Games*	49%
Banking	49%
Music	38%
Find a business address or phone	41%
Local news	31%



# BATON ROUGE, LA

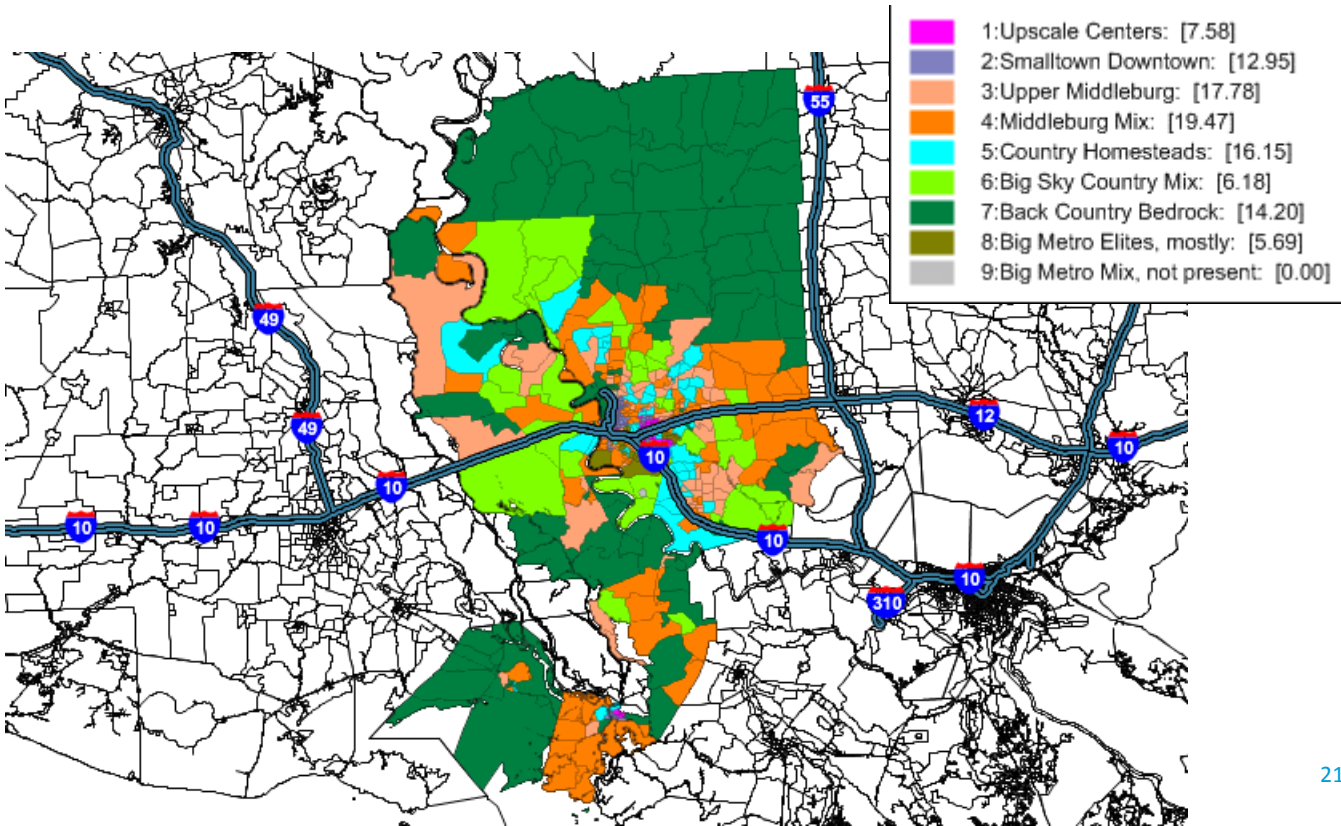
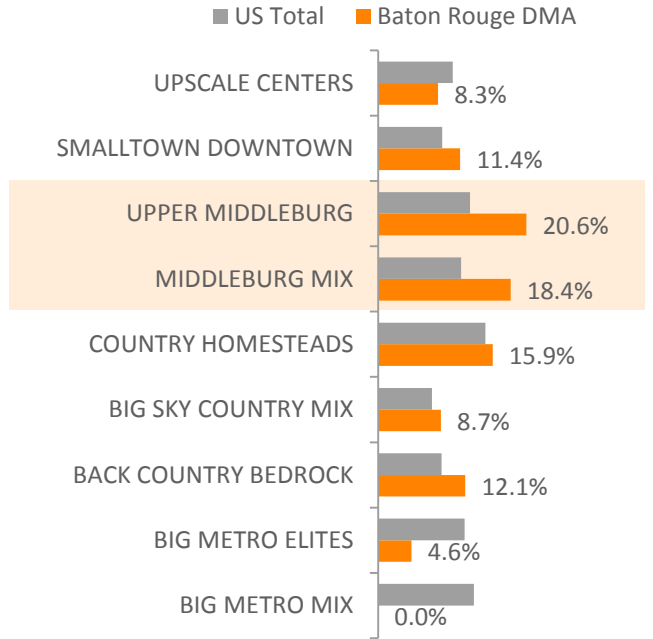
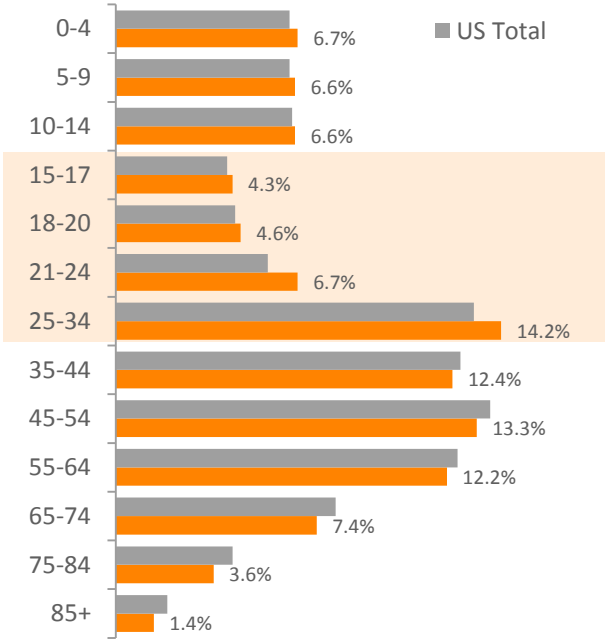
DMA Rank #93 / Population 921,676 / 346,043 Households

**\$49,594**  
MEDIAN HH INCOME

**4.1%**  
HISPANIC

**35.7%**  
AFRICAN AMERICAN

**1.9%**  
ASIAN AMERICAN





# BATON ROUGE, LA

DMA Rank #93 / Population 921,676 / 346,043 Households

INDUSTRY	2013	PCT
AUTO.,AUTO.ACCESS & EQUIP	\$20,007,410	25.9%
BUSINESS & CONSUMER SVCS	\$18,215,412	23.5%
RETAIL	\$10,811,909	14.0%
TV PROGRAMS	\$7,430,701	9.6%
ENTERTAINMENT & AMUSEMENTS	\$5,481,805	7.1%
DRUGS & REMEDIES	\$4,378,279	5.7%
INSURANCE & REAL ESTATE	\$3,253,613	4.2%
PUBLISHING & MEDIA	\$2,474,603	3.2%
TV NETWORKS/STATIONS	\$1,522,292	2.0%
TRAVEL,HOTELS & RESORTS	\$1,404,569	1.8%
FOODS & FOOD PRODUCTS	\$382,548	0.5%
BLDG. MAT. EQUIP. & FIXTURES	\$300,999	0.4%
HORTICULTURE & FARMING	\$279,757	0.4%
SPORTING GOODS, TOYS, & GAMES	\$273,780	0.4%
MISC NOT ELSEWHERE CLASSIFIED	\$268,586	0.3%
TOILETRIES & COSMETICS	\$179,944	0.2%
DIRECT RESPONSE PRODUCTS	\$120,118	0.2%
JEWELRY, OPTICAL GDS. & CAMERAS	\$99,934	0.1%
SOAPS, CLEANSERS & POLISHES	\$66,067	0.1%
HOUSEHOLD EQUIPMENT & SUPPLIES	\$64,363	0.1%
BEER & WINE	\$62,068	0.1%
FREIGHT, INDUS. & AGRI. DEV.	\$54,511	0.1%
PETS, PET FOODS, SUPPL & ORGAN.	\$49,904	0.1%
BUS. PROP. & EMPLOY. RECRUIT.	\$39,542	0.1%
HOUSEHOLD FURN. SUPPL. & MAT	\$37,846	0.0%
CONFECT., SNACKS & SOFT DRINKS	\$31,250	0.0%
INDUSTRIAL MATERIALS	\$25,911	0.0%
GASOLINE, LUBRICANTS & FUELS	\$21,481	0.0%
COMPUTERS, OFF. EQUIP. & STATIONERY	\$13,710	0.0%
APPAREL,FOOTWEAR, & ACCESSORIES	\$10,358	0.0%
ELEC. ENTERTNMT. EQUIP. & SUPPL.	\$4,796	0.0%
AIRPLNS., AVIATN.ACC.,SERV. & EQUIP	\$0	0.0%
<b>TOTAL AD SPEND ON TV:</b>	<b>\$77,368,066</b>	<b>100.0%</b>

The automotive industry placed more than \$20 MIL worth of advertising on the air in 2013 making it the top category for spot TV in Baton Rouge, LA. National and regional campaigns from major manufacturers as well as local dealer groups contributed to the 25.9% share of total spot TV advertising from the automotive category.

TOP 10 AUTO ADVERTISERS	2013 TOTAL
LEBLANC PRICE AUTO DLRSHIP	\$2,713,091
GENERAL MOTORS	\$2,059,794
TOYOTA-LEXUS	\$2,037,832
FORD	\$1,898,360
HONDA-ACURA	\$1,851,029
NISSAN-INFINITY	\$1,231,126
PETERSEN AUTOMOTIVE (TEAM)	\$1,176,729
DODGE-JEEP-CHRYSLER-RAM	\$907,569
HYUNDAI	\$620,321
ALL STAR AUTOMOTIVE GROUP	\$552,391



# BATON ROUGE, LA

DMA Rank #93 / Population 921,676 / 346,043 Households

Nearly 224 thousand people will be shopping for automobiles in the next year. SUVs and pickups are the most popular in Baton Rouge, LA. Broadcast TV plays a huge role in reaching these potential buyers. Local News is also one of the top uses for the internet in Baton Rouge.

Plan to buy new/used/leased vehicle next 12 mos

TV Programs they like to watch	INDEX
Music videos	141
<b>Local news - late</b>	<b>121</b>
Late night talk shows	121
Reality - home makeover	118
Sports	115
Reality - dating	113
Science/nature	112
Dramas	111
Reality - makeover	110
<b>Local news - morning</b>	<b>108</b>
Kids shows	108
Cooking programs	107
Documentaries	107
Entertainment news	107
Mystery/suspense/crime	106
Reality - adventure	106
Reality - talent	106
Movies	105
National/network news	104
<b>Local news - evening</b>	<b>103</b>
Comedies	101
Novelas/Spanish soap operas	101
Religious	99
Science fiction	98
Game shows	95
Court shows	95
Daytime talk shows	83
Reality - other	80
Daytime soap operas	62

## 223,900

PLAN TO BUY/LEASE A NEW OR USED VEHICLE IN THE NEXT 12 MONTHS

Vehicle HHD plans to buy new/lease/used next 12 mos	No. of HHs
Sport utility vehicle	72,900
Pickup truck	71,400
Midsize car	51,100
Full-size car	34,200
Luxury vehicle (any size)	26,700
Compact car	24,200
Van or mini-van	11,300

Top 10 ways people in Baton Rouge used Internet/apps in past 30 days on any device:

Weather	64%
Search	61%
Social networking	61%
Banking	52%
Maps/GPS	49%
Find a business address or phone	49%
Games*	49%
Shopping*	44%
Local news	39%
Music	39%

nielsen  
.....

AN UNCOMMON SENSE  
OF THE CONSUMER™

