

target

reach

deliver

**the Greater Gainesville Market**



**The Gainesville Sun** | **gainesville.com**  
POWERED BY The Gainesville Sun

# an impressive market



**From Top:**

Ben Hill Griffin stadium on the campus of the University of Florida in Gainesville.

A family enjoys the natural beauty of the scenic Ichetucknee River.

Gainesville Raceway hosts the Gatornationals, one of drag racing's premiere events.

Welcome to the Greater Gainesville market, home to thriving high-tech industries, The University of Florida and Shands Hospital, the world-renowned academic medical center. Located in North Central Florida, this vibrant market consists of seven counties including Alachua, where Gainesville, the region's largest city, is located.



The market is a haven for families who are drawn to the area for its natural beauty, highly-ranked educational institutions and the broad spectrum of employment opportunities.

For businesses, the appeal of the Greater Gainesville market is equally strong. The relatively low cost of living makes the area attractive for business relocations. The workforce is skilled and well-educated. Healthy incomes and strong demographics make local consumers profitable targets for retailers and service providers.

SRC DemographicsNow reports that the 2007 market population is 404,000 and will grow to 426,000 by 2012. There are currently 160,000 households in the market and this will grow to nearly 170,000 by 2012. The market will grow about 6 percent over the next 5 years.

**Market Facts**

**Adult Population**

- 322,800 Greater Gainesville adults
- 37% of adults are 18 to 34 years of age
- One-third are 35 to 54 years of age
- 70% of the market is under the age of 55
- Nearly 40 percent of the market has a four-year college degree or more
- Nearly eight in 10 are home owners
- 35% of adults have children
- Nearly half are employed full-time

**Households**

- 160,000 Greater Gainesville households
- More than one in five has household incomes of \$75,000 and greater a year
- Most have families. Nearly four in 10 households have children present

**Top Private Employers**

Name	# Employees
Shands Hospital.....	12,500
Publix.....	1,865
North Florida Regional Medical Center.....	1,650
Nationwide Insurance .....	930
The Crom Corporation.....	620

Source: eflorida.com, Alachua County Report

**Retail Sales**

Average Household Income .....	\$53,950
Median Household Income.....	\$43,400
Per Capita Income.....	\$27,500

Source: SRC DemographicsNow

**Learn More:** The chart on page 4 contains detailed demographic information about Greater Gainesville adults. Your Gainesville Sun representative can provide additional information on demographic trends, advertising categories and consumer shopping behavior.

**About this report:** The Greater Gainesville Market Study is a comprehensive research study of the 7-county Newspaper Designated Market (NDM\*) that comprises Alachua, Bradford, Columbia, Dixie, Gilchrist, Levy and Union counties, all in Florida. The NDM\* reflects 89.5% of the total Gainesville Sun circulation defined on April 01, 2007; source ABC Circulation Audit Report. Interviewing dates are from September 25, 2007 through October 24, 2007. This study resulted in 883 completes, a sufficient sample for analyzing media and lifestyle behavior. Interviews were conducted by Braun Research International (BRI). BRI provided supervision, interviewer training, and in-house and remote monitoring capabilities. BRI is in no way affiliated with The Gainesville Sun.

The Audit Bureau of Circulation (ABC) performed sufficient tests of the readership study conducted by BRI and audited the data results. The survey complied with ABC Audience-Fax Standards. The survey design and methodology also complies with strict industry standards adopted by the Advertising Research Foundation (ARF) and the American Association of Advertising Agencies (AAAA). Where appropriate, data are balanced and/or weighted using up-to-date known demographics such as gender, age, number of adults in household and geography.

Unless otherwise noted, all information in this book comes from the BRI study.

# an exceptional audience



Across the Greater Gainesville market, advertisers and consumers recognize The Gainesville Sun as the premiere media brand. In order to serve the needs of this diversified market, The Gainesville Sun distributes award-winning news and advertising products in print, online and through direct marketing solutions.

## A Powerful Combination

The Gainesville Sun is a one-stop media solution for advertisers who want to reach local consumers. The Gainesville Sun and Gainesville.com offer unmatched media efficiency, market coverage and consumer credibility.

*Over the past 7 days, The Gainesville Sun and Gainesville.com enjoy a net combined audience of 215,100, or 67% of market adults. In Alachua County, the net combined audience reaches 78%.*

## Key Demographics



Together, The Gainesville Sun and Gainesville.com deliver an exceptional audience including:

- 70% of homeowners
- 77% of college graduates
- 75% of households with \$75,000+ income
- 61% of adults 18 to 34
- 69% of adults 35 to 54
- 71% of adults employed full-time

## In Print

The Gainesville Sun is the dominant medium in the market and overwhelms all other print media, reaching eight times as many readers as any other daily newspaper and virtually everyone who reads any local weekly, shopper or magazine.

## Daily Reach

*One daily issue of The Gainesville Sun reaches more than 125,000 adults, or 39% of the Greater Gainesville market. In Alachua County, The Gainesville Sun reaches 48% on an average weekday.*

## Sunday Reach

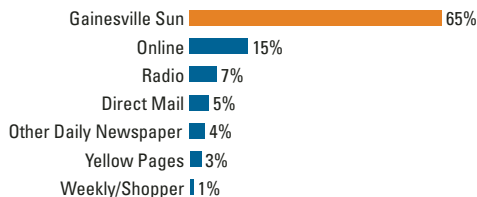
*Sunday reach is even more impressive, with 147,500 or 46% of market adults, and 52% of Alachua adults having read the Sunday Gainesville Sun.*

## Media Efficiency

*The Gainesville Sun delivers nearly 80,000 more consumers than any single radio station. An advertiser would have to place their messages on more than 30 stations to reach the audience delivered by a single copy of The Gainesville Sun.*

## The Trusted Resource

When Alachua County consumers were asked to choose their preferred media source for a variety of shopping categories, the overwhelming choice was The Gainesville Sun.



## Gainesville Magazine

When targeting premium demographic segments, advertisers choose Gainesville Magazine, the market's premiere lifestyle magazine.

- An average issue of Gainesville Magazine reaches nearly 70,000 adults in the Greater Gainesville market
- Six in 10 readers have four-year college degrees or higher and nearly four in 10 have household incomes of \$75,000 or more

## Online

Gainesville.com and its affiliated sites deliver high quality news and information to an impressive audience.

Advertisers can target key segments through Gainesville.com, the regional news portal; GatorSports.com, a nationally recognized site dedicated to University of Florida sports; Gainesville Moms; community news sites and vertical advertising products including automotive, real estate; and, our recruitment partner, Monster.com.

Gainesville.com offers a full compliment of interactive media products including video, banner ads, search and e-mail.

## The Local Online Leader

Gainesville.com is the consumer's first choice for local news and information online. In fact, Gainesville.com enjoys greater local reach than some national sites like America Online.

## Impressive Online Reach

Over a 30-day period, Gainesville.com reaches 65,400 adults, or 20% of the Greater Gainesville market. In Alachua County, Gainesville.com reach rises to 29%. Among the Gainesville.com audience:

- 79% are homeowners
- 71% are college graduates
- 61% have households with \$50,000+ income
- 41% are 18 to 34

By adding Gainesville.com to the already impressive reach of The Gainesville Sun, advertisers can extend their reach into the Greater Gainesville market by an additional 11%.

Each month, Gainesville.com has more than 225,000 unique users and nearly 3 million page views. Source: Omniture March 2008.

**Learn More:** The chart on page 4 contains detailed information on the reach of The Gainesville Sun and Gainesville.com across the Greater Gainesville Market and within key demographic segments. The Gainesville Sun can also provide detailed information about local media usage (print, radio and online). Contact your Gainesville Sun representative to discover which reports can help you create the most effective media plan for your business.

# demographics & reach

	Demographics		Net Combined Audience		Gainesville Sun Readership				Gainesville.com	
	Total	%	Past 7-day	Reach	Daily		Sunday		Past 30 Day	
					Readers	Reach	Readers	Reach	Users	Reach
<b>Total Adults</b>	322,800	100 %	215,100	67 %	125,200	39 %	147,500	46 %	65,400	20 %
<b>Gender</b>										
Male	163,400	51 %	107,600	66 %	62,600	38 %	75,800	46 %	30,200	18 %
Female	159,400	49	107,500	67	62,600	39	71,800	45	35,200	22
<b>Age</b>										
18 - 24	61,000	19 %	40,000	66 %	17,700	29 %	22,800	37 %	12,600	21 %
25 - 34	59,400	18	33,400	56	17,500	29	23,700	40	13,900	23
35 - 54	106,300	33	73,200	69	40,400	38	45,300	43	23,700	22
35 - 44	52,000	16	36,200	70	17,800	34	21,000	40	11,300	22
45 - 54	54,300	17	36,900	68	22,600	42	24,400	45	12,400	23
55 - 64	45,300	14	31,000	68	21,300	47	24,000	53	10,600	23
65 and older	50,900	16	37,400	73	28,300	56	31,700	62	4,700	9
<b>Education</b>										
Less than HS Graduate	37,300	12 %	19,400	52 %	10,700	29 %	10,500	28 %	4,700	13 %
High School Graduate	64,000	20	41,300	65	18,700	29	28,200	44	6,100	10
Some College	94,200	29	56,100	60	32,000	34	37,100	39	14,200	15
College Graduate	127,300	39	98,300	77	63,800	50	71,600	56	40,300	32
<b>Employment</b>										
Employed Full-time	152,600	47 %	108,200	71 %	66,500	44 %	76,600	50 %	40,500	27 %
Employed Part-time	39,200	12	25,100	64	13,600	35	16,200	41	6,400	16
Not Employed	131,100	41	81,700	62	45,000	34	54,700	42	18,400	14
<b>Children Present in Home</b>	111,900	35 %	74,700	67 %	42,600	38 %	54,000	48 %	26,200	23 %
<b>Own or Rent Residence</b>										
Home owner	249,600	77 %	174,200	70 %	105,500	42 %	127,500	51 %	51,600	21 %
Renter	66,100	20	38,500	58	19,200	29	18,200	28	13,800	21
<b>Household Income</b>										
Under \$35,000	121,500	38 %	74,500	61 %	42,800	35 %	48,300	40 %	15,400	13 %
\$35,000 and over	201,300	62	140,500	70	82,400	41	99,200	49	50,000	25
\$50,000 or more	131,400	41	95,700	73	59,200	45	68,500	52	37,800	29
\$75,000 or more	72,400	22	54,600	75	33,900	47	37,300	52	22,500	31

**How to Read Profiles:** The total adult population is the composition of the market (Demographics) and all information in this column is read vertically. For example, there are 163,400 adults who are male and they represent 51% of the total market. For all media measurements, the percentages are read horizontally and this is referred to as demographic reach. Daily readers read The Gainesville Sun on an average weekday (read yesterday). Sunday readers read The Gainesville Sun last Sunday (average Sunday). The Net Combined Measurement is the Audit Bureau of Circulation Audience-FAX standard of reporting audience. This measurement is unduplicated reach of The Gainesville Sun and Gainesville.com. There are 215,100 adults who read a copy of The Gainesville Sun during the past seven days (Monday through Sunday) or have visited Gainesville.com. The Gainesville Sun is read by 147,500 adults on an average Sunday or The Gainesville Sun has 46% reach among adults in the market.

The Gainesville Sun has access to the most comprehensive portrait of demographics, shopping and media usage in the Greater Gainesville market. For more information, call 352. 374-5015 or e-mail [advertising@gvillesun.com](mailto:advertising@gvillesun.com)

