

# University of Nebraska - Lincoln Market Information

A photograph of the University of Nebraska - Lincoln Administration building. The building is a large, multi-story brick structure with a prominent central section featuring a grid of windows. In front of the building is a green lawn with a paved walkway. Three flagpoles stand in the foreground, holding the American flag, the Nebraska state flag, and another flag. A few people are walking on the path. The sky is overcast.

**\$26 Million Monthly  
spending by the Daily Nebraskan  
Readership audience.**

# Market Definition - UNL

## Pioneering New Frontiers

The 30,000 students, faculty and staff of University of Nebraska's flagship campus comprise a concentrated population within the city of Lincoln of upwardly mobile professional consumers. The active student group forms life-long buying habits while in college. The market also provides a constant opportunity for businesses to reach new students each year and develop loyal customers. It also includes many visitors to campus and the professionals working in the adjacent downtown and Capitol areas.



# Survey Methodology

**Research Company:** Research Associates

**Area Covered:** University of Nebraska - Lincoln

**Method:** Randomly Selected Telephone interviews

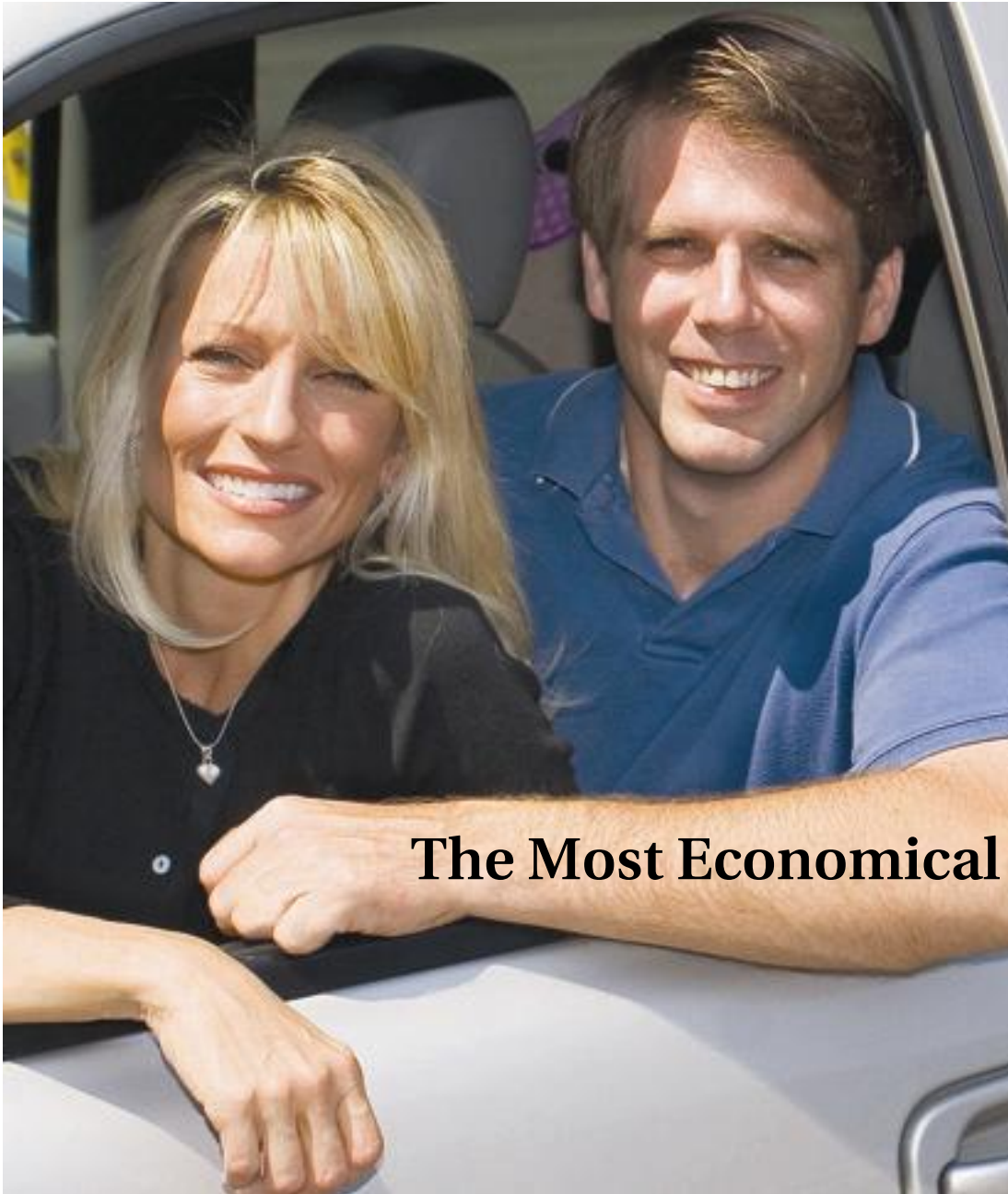
**Period Covered:** April 17th through April 23rd, 2006

**Sample Size:** 302 interviews

**Respondents:** University of Nebraska - Lincoln students

**Population Projection:** Total sample projected to represent 21,675 students at the University of Nebraska at Lincoln

**Data Presentation:** The numbers in the survey are projected from sample numbers and rounded to the nearest hundred. Because of this, numbers do not always add exactly to the total market figures, and percentages do not always add exactly to 100%. The numbers and percentages in the tables do not necessarily add up to the total market line, but instead are intended to represent the relationship of the individual categories in proportion to the total market.



**The Most Economical Way to reach them.**

**UNL Students.**

**Who They Are.**

**What They Do.**

**DAILY NEBRASKAN**

# How to Reach...

Most students most often most effectively.

- ? Greek Phone Books (*Only Greeks and few use them.*)
- ? Yellow Pages (*not with cell phones*)
- ? Handouts (*too spotty*)
- ? Regional Papers (*too expensive*)
- ? Area Radio Stations (*too many*)
- ? Coupon Books (*have to plan ahead & clip*)



**! DAILY NEBRASKAN (JUST RIGHT)**

DAILY NEBRASKAN

# Yes, the

# DAILY NEBRASKAN!



Always handy!

115 distribution sites!

Every day classes are in session.

Everyday. Everywhere.

**DAILY NEBRASKAN**

# 4 out of 5 Students and 3 out of 4 faculty and staff...

...Read the DAILY NEBRASKAN REGULARLY

Because...

It covers UNL news.

It's the student newspaper.  
For students. By students.

Relevant help wanted ads.

No coupons to cut, no books to find, no radios to tune in, no computers to log on.



# THE DAILY NEBRASKAN

## NEWSPAPER OF CHOICE

Newspaper	% of readership last week
Daily Nebraskan	77%
USA Today	22%
New York Times	17%
Omaha World Herald	35%
Lincoln Journal-Star	59%

# The **X** FACTOR of the DAILY NEBRASKAN

where **x = more**

**76% X** Everyday Readership over any other newspaper!

**58% X** as the source for Help Wanted ads  
In Daily Nebraskan than any other newspaper

# Have Money...Will Spend



# UNL Students spend \$10.6 Million A month on non-college expenditures.

## Who went where last month!

Gateway.....	12,500 students
Downtown/Haymarket...	12,000 students
SouthPointe.....	10,800 students
North 27 <sup>th</sup> .....	12,000 students
Southeast.....	5,400 students
Omaha .....	6,700 students



# UNL Students spend \$\$\$ when they get to where they are going!

## Last week alone.

- 18,000 ate at fast food restaurants
- 16,000 ate at sit-down restaurants
- 13,000 ate a lot of snacks
- 9,300 had adult beverages
- 8,400 went to coffee houses
- 7,000 ate at Omaha restaurants
- 8,000 bought alcohol to take home



# Students also bought services and merchandise last month.

- 19,500 shopped at grocery stores
- 15,000 bought clothing & shoes
- 11,000 got haircuts & trims
- 11,000 bought small gifts & cards
- 8,000 bought music & recordings
- 7,100 went to performing art events
- 6,000 bought flowers
- 2,400 had their nails done
- 7,500 visited tanning booths



**Over \$600,000**  
**a month**  
**Is spent on**  
**Wearing apparel**  
**By UNL Students.**



# Students also bought big ticket items last year. . .

10,000	bought athletic clothing
10,000	bought TV, stereo, DVD, etc.
9,500	bought auto accessories
8,500	bought athletic equipment
7,500	bought computers
5,500	bought glasses & contacts
5,400	bought appliances
3,700	bought new cell phones
3,200	spent more than \$50 on jewelry
1,900	bought cars or motorcycles
1,300	bought a new bike



# Easy Formula

Take the number of students listed times the average sale in your business

$$\underline{\hspace{2cm}} \text{ (Students) } \times \$ \text{ (sale) } = \text{ \$ \$ \$ \$ \$ to YOU}$$

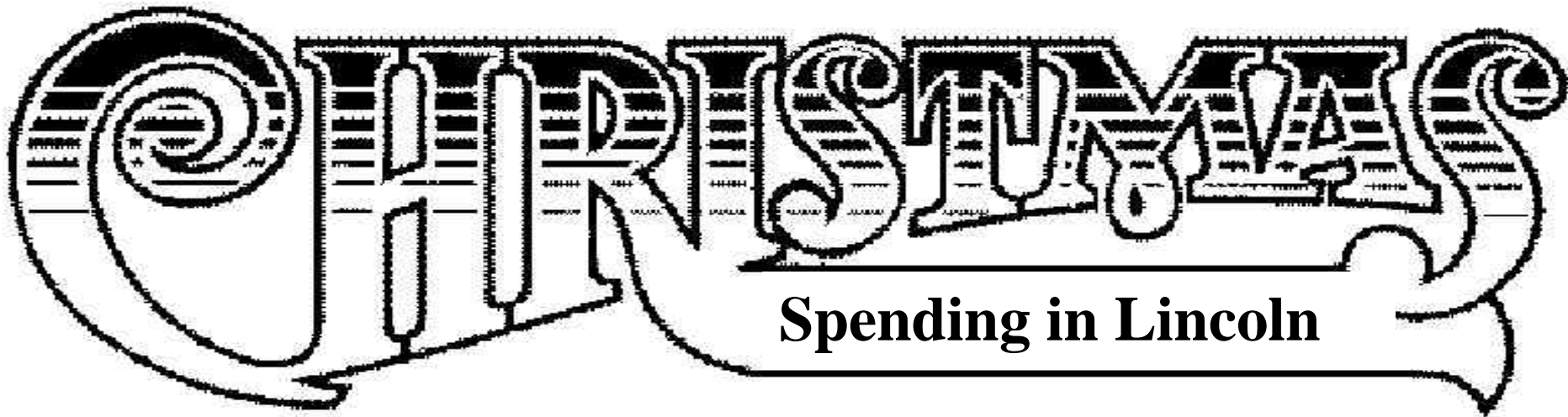
*Find the amount of money spent by students at UNL in your industry.*

# Other stats of interest . . .



# DAILY NEBRASKAN STUDENT AUDIENCE

**\$3 Million.**



# Other facts about Students

About **5,000** have pets.

**18,000** have cars here but half drive to campus.

Over **1,500** ride bikes to campus.

Only **8,000** live on campus.

Over **15,500** have jobs.

Over **3,000** are married.



Over **100** are employed at the **DAILY NEBRASKAN** and the ad staff will assist you with your advertising needs.