

DMNmedia is the marketing solutions group of The Dallas Morning News, Inc. and is part of the A. H. Belo Corporation, the oldest business institution in North Texas with a history of more than 160 years. We offer a wide range of marketing solutions, including online, newspaper, mobile, direct marketing, social media, promotions and events, database analytics and creative services.

We partner with you to help solve your marketing challenges. First, we work with you to understand your business environment, what you're trying to achieve and the target you want to reach. Then we determine which solutions can most effectively meet your needs. Once the campaign launches, we monitor the performance to ensure we're on target and make adjustments if needed. After the campaign, we review the results to make sure we've achieved your desired outcome.

Dallas Home Sales

Single-Family Homes - NSA

	June-11	June-12
Inventory	44,451	33,372
Sales Pending	6,943	6,870
Sales	7,468	7,492
Months Inventory	8.1	5.3

Source: Kansas Department of Revenue *most recent data available

Dallas-Fort Worth Home Permits

Authorized Units Privately Owned—NSA

	Total	Y-Y Change
Apr-11	1,896	
Apr-12	2,351	+23.9%
May-11	1,833	
May-12	3,131	+70.8%

Source: U.S. Census Bureau NSA = not seasonally adjusted

Dallas-Fort Worth Employment

National Unemployment Average 8.2%—June 2012—NSA

	Employment Change*	Unemployment Rate
Apr-11	+20,127	7.5%
Apr-12 (r)	+3,902	6.5%
May-11	-775	7.7%
May-12	+8,463	6.8%

Source: Bureau of Labor Statistics NSA = not seasonally adjusted *Change from prior month (r) = revised data

Carlton Index

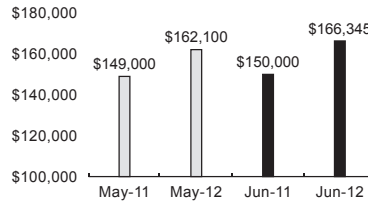
In the fourth quarter of 2011, each job in Dallas generated an average of \$29,636 in retail sales expenditures. This represents a 22% increase from third quarter 2011.

Source: The Carlton Group

Dallas Economic Benchmarks

Dallas Median Existing Home Price

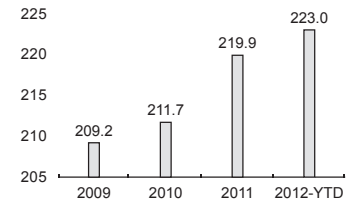
U.S. Median: \$182,600 in May



Source: MetroTex Association of Realtors

Dallas* Consumer Price Index

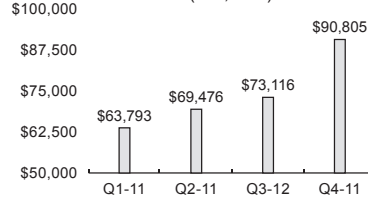
1982-84 = 100 (U.S. Average 228.5) NSA



Source: Bureau of Labor Statistics *South Urban Region NSA = not seasonally adjusted

Dallas Retail Sales*

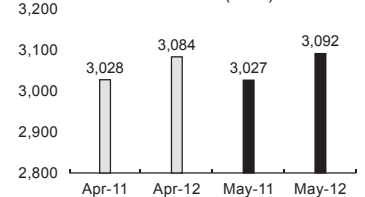
In Millions (000,000s) NSA



Source: Texas Comptroller of Public Accounts NSA = not seasonally adjusted *most recent data available

Dallas Employment

In Thousands (000s) NSA



Source: Bureau of Labor Statistics NSA = not seasonally adjusted

U.S. Employment By The Numbers

Nonfarm payroll employment: +80,000 ▲ Civilian labor force participation rate: 63.8% N/C

Source: Bureau of Labor Statistics, July 2012

Inside The Economy

The One and Only Solution

It's July, and we have a minimum of three and a half months left of boring, half-truth, mud-slinging political advertisements to impinge on our sensibilities. The irony is that in the end, from the standpoint of the economy, it really doesn't matter which candidate gets elected. The state of our political system is such that the only thing that matters is which party gets elected to run *both* the White House and the Congress. Yes, there are definitive contrasts between the approaches and policies of the parties. The result, however, is that after Inauguration Day in January, with one party in charge, at least there will be a high degree of certainty as to where the federal government will be heading over the next two years. My reasoning, I hope, is a blinding flash of the obvious. The thing that is killing our economic recovery is uncertainty. Europe is bad enough (and I still think the eurozone is going to fail despite so-called rescue packages being devised – or revised -- as I write). Despite small, and significant, upswings in economic data, – such as in the housing market, – other, more recent data, suggest a re-slowning of domestic growth. The latest unemployment figures show that new job creation is insufficient to keep up with growth in the labor force. Revised GDP growth in Q1 2012 was 1.9 percent. The Consumer Confidence Index is in a four-month decline. In sum, both the good and bad news indicate a domestic economy that is simply treading water. The problem isn't that complicated. Private business creates jobs. If private business is beset by a muddy economic future, it will do nothing. "Doing nothing" creates neither jobs nor growth. Reduce uncertainty, and private business can make reasoned decisions. It still may not create jobs or growth, but at least we'll understand the shape of the playing field and which game we're playing. One major area where uncertainty can be reduced is how the federal government will influence the private sector. If the presidency and the Congress are again controlled by different parties, there will be few kum-ba-ya moments to provide a stable economic climate for the next two – or four – years.

Author: Ken Maxey

Local Trends

Cost of Living Index Dallas (Nat'l Avg = 100)		Dallas Employment Private Sector Jobs		Dallas Income Per Capita Personal Income	
All items	97.0	2006	1,766,400	2004	\$36,271
Grocery	101.0	2007	1,819,800	2005	\$38,494
Housing	75.5	2008	1,883,100	2006	\$40,614
Utilities	109.1	2009	1,748,500	2007	\$42,064
Transportation	106.0	2010	1,747,900	2008	\$44,064
Health care	105.4	2011	1,789,300	2009	\$40,227
Miscellaneous	107.0	2012-YTD	1,836,400	2010	\$41,282

Source: ACCRA 1st Qtr 2012 Source: Bureau of Labor Statistics Source: Bureau of Economic Analysis

Quick Fact

-5.6%
The decline in average weekly wages from June 2011 to June 2012 in Dallas. The current average weekly wage for the private sector is \$882.

Source: Bureau of Labor Statistics

Texas Population Projections Projections for 2015 and 2025 - In Thousands (000s)

Age	2000 Total	2015 Forecast	Change 2000 to 2015	2025 Forecast	Change 2000 to 2025
0-4	1,545	1,886	22.1%	2,073	34.2%
5-17	4,163	4,641	11.5%	5,277	26.8%
18-24	2,128	2,639	24.0%	2,746	29.0%
25-64	10,182	12,025	18.1%	12,723	24.9%
65 and over	2,101	3,089	47.0%	4,364	100.1%
Total	20,119	24,280	20.1%	27,183	35.1%

Source: U.S. Census Bureau

National Trends

CEO Survey—First Quarter 2012

	Increase	No Change	Decrease
How do you expect your company's sales to change in the next six months?	81%	16%	3%
How do you expect your company's U.S. capital spending to change in the next six months?	48%	41%	11%
How do you expect your company's U.S. employment to change in the next six months?	42%	43%	16%

Source: Business Roundtable Q2 2012. Survey is a forecast of economic conditions in the next six months. Percentages may not equal 100 due to rounding.

U.S. Job Openings, SAAR

Survey Date	Job Openings (000s)
May 2012	3,642
April 2012	3,447
March 2012	3,498
February 2012	3,477
January 2012	3,498
December 2011	3,376
November 2011	2,921
October 2011	3,315

Source: Bureau of Labor Statistics SAAR = seasonally adjusted annual rate

Employment Cost Index, NSA

	Index Number	12-Month Change
Q2-2011	114.8	2.2%
Q3-2011	115.2	2.8%
Q4-2011	115.5	2.0%
Q1-2012	116.5	2.0%

Source: Bureau of Labor Statistics 2005 = 100.0 NSA = not seasonally adjusted

Personal Income In Billions of Dollars, SAAR

	Dec-11	Jan-12	Feb-12 (r)	Mar-12 (r)	Apr-12 (r)	May-12
Personal income	13,201 ▼	13,169 ▼	13,226 ▲	13,280 ▲	13,309 ▲	13,334 ▲
Disposable personal income	11,763 ▲	11,729 ▼	11,778 ▲	11,826 ▲	11,845 ▲	11,864 ▲
Personal consumption expenditures	10,886 ▲	11,933 ▲	11,039 ▼	11,048 ▲	11,064 ▲	11,059 ▼

Source: Bureau of Economic Analysis SAAR = seasonally adjusted annual rate (r) = revised

Consumer Price Index Medical, NSA

	May-11	May-12	Y-Y Change
Medical care	399.3	413.6	+3.6%
Medical care services	422.4	438.7	+3.9%
Hospital services*	240.3	252.4	+5.1%
U.S. all items	225.9	229.8	+1.7%

Source: Bureau of Labor Statistics NSA = not seasonally adjusted *1996 = 100.0

Gross Domestic Product

Q1-11	0.4%
Q2-11	1.3%
Q3-11	1.8%
Q4-11	3.0%
Q1-12 (r)	1.9%

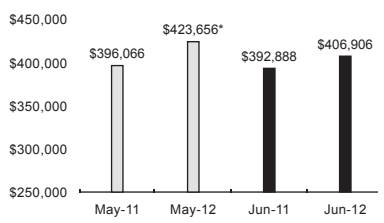
Source: Bureau of Economic Analysis Percent change from prior qtr. (r) = revised

Consumer Confidence Index

Feb-12	71.6
Mar-12	69.5
Apr-12	68.7
May-12 (r)	64.4
Jun-12 (p)	62.0

Source: The Conference Board 1985 = 100 (p) = preliminary (r) = revised

Total U.S. Retail Sales In Millions (000,000s) NSA



Domestic Automotive Units (000s)

	U.S. Production	Unit Sales	Inventory Level
Apr-11	228.1	379.2	630.4
Apr-12	365.7	435.5	860.7
May-11	244.0	323.6	581.1
May-12	365.2	408.4	844.1

Source: Bureau of Economic Analysis