



	<u>Greenville/Spartanburg</u>		<u>4-County Asheville</u>	
	<u>Asheville DMA</u>		<u>CBSA*</u>	
	<u>#</u>	<u>U.S.Rank</u>	<u>#</u>	<u>U.S.Rank</u>
Households	829,300	#36	167,000	#108
Population	2,048,000	#37	394,100	#125
EBI	\$35.5 Billion	#42	\$7.2 Billion	#125
Retail Sales	\$28.6 Billion	#41	\$7.3 Billion	#104

**Asheville – a regional business hub, and part of the enormously successful Greenville/Spartanburg/Asheville DMA**

- Asheville, the largest city in Western North Carolina, is surrounded by the Blue Ridge and Great Smoky Mountains; it is the regional center for manufacturing, transportation, health care, banking, professional services, cultural activities, and shopping
- From 2000 to 2006, the Asheville CBSA (Buncombe, Haywood, Henderson, and Madison counties) has grown 7.4%, with a population increase of over 27,500 people (*U.S. Census Bureau, 3/07*)
- Asheville is more affordable than: Orlando, Fort Myers, Charlottesville, Virginia Beach, Grand Rapids, Richmond, Chicago, Tacoma, Portland, Baltimore, Wilmington, Norfolk/Hampton Roads, Providence, Bethesda, Ft. Lauderdale, Boston, Washington D.C., and Oakland metros (*ACCRA 2006, 4<sup>th</sup> qtr*)
- Asheville has the lowest unemployment rate (3.4%) of 14 of the 15 metro areas in North Carolina (*U.S. Bureau of Labor Statistics, 12/06*)
- Asheville's home price appreciation over the past 5 years is over 45%, higher than Albuquerque, Roanoke, Columbus GA, Knoxville, Shreveport, Augusta, Chattanooga, Baton Rouge, Columbia SC, Mobile, Durham, Raleigh, Charleston, Tulsa, Winston-Salem, Florence, and Greensboro (*OFHEO, 6/06*)
- Asheville Regional Airport, located 15 miles from Asheville, offers commercial air service in Western North Carolina, with over 570,000 passengers in 2006 (*Asheville Regional Airport*)
- Asheville is a top destination of over 2 million overnight, leisure travelers, generating \$1 billion a year in revenue each year; a thriving cultural and arts scenes and its scenic Blue Ridge Parkway drives.
- Major employers in the metro area include: Mission Health & Hospitals, Ingles Markets, Pardee Memorial Hospital, City of Asheville, Blue Ridge Paper Products, VA Medical Center, Biltmore Co., Grave Park Inn Resort & Spa, CarePartners, Sonopress, LLC, Wilsonart International, GE Lighting Systems, and University of North Carolina at Asheville (*Asheville Metro Business Center, 9/05*)
- New development: Pack Square downtown revitalization, expected completion by 2008; Smiths Aerospace expansion; Netriplex database/network operations center, new location
- Asheville is ranked as one of the best U.S. cities as:
  - #1 "Best place to retire (of the top 5)" (*Money Advisor, Consumer Reports, 9/05*)
  - #1 "Favorite mountain getaway," and #3 "favorite golf and spa destination" (*Southern Accents, 6/06*)
  - #1 "America's best vegetarian-friendly small city" (*GoVeg, 4/06*)
  - #2 "2006 Top 25 arts destinations" for cities under 100,000+ (*American Style Magazine, 6/06*)
  - #5 "Top travel destination for 2007" (*Frommer's*)
  - #7 "Smart place to live," based on good value in home prices, reasonable cost of living (*Kiplinger's, 5/06*)
  - #8 "Best place to live" (*MSN/Sperling's Best Places, 8/05*)
  - #8 "America's favorite architecture" (Biltmore Estate/Vanderbilt Mansion) (*American Institute of Architects, 2/07*)
  - #10 "Best place for business and careers" based on cost of doing business; #23 overall (*Forbes, 4/07*)
  - #19 "Top most secure U.S. places to live" (*Farmers Insurance Group, 6/05*)
  - #25 "Best green city" (of 279) for air, transit, power, farmer's mkts, organic producers (*Country Home '07*)

*Source: Demographics USA, 2006; \*Sources: economy.com; Sperling's BestPlaces; FBI Index of Crime*  
\*4-County Asheville CBSA = Buncombe, Haywood, Henderson, & Madison counties



	<u>Circulation*</u>			<u>Readership**</u>	
	<u>Daily</u>	<u>Sunday</u>		<u>Daily</u>	<u>Sunday</u>
Total	48,002	61,764	Buncombe County & Fletcher	67,100	80,400
DMA	86,262	59,959	College Graduate+	29,500	33,400
Metro	75,572	45,755	Prof'l/Tech/Proprietors/Managers	15,500	18,300
			Home Owner	59,900	66,400
			HHI \$50,000+	29,600	28,300

\*Circulation, 2007 (Asheville CBSA=Buncombe, Haywood, Henderson, Madison); \*\*Wilkerson and Associates, 10/05;

**Newspaper Highlights**

- The Asheville Citizen-Times is the #1 daily newspaper and the #2 Sunday newspaper in the nation's 37<sup>th</sup>-largest DMA, and sells in combination with the Greenville (SC) News
- The Asheville Citizen-Times daily circulation in the DMA area (86,262) is nearly twice as large than the third-largest newspaper in the DMA, the Spartanburg Herald-Journal (47,576) (Circulation 2007)
- One daily issue of the Citizen-News reaches 45.2% (75,572) of Asheville metro adults; one Sunday issue reaches 27.4% (45,755) (Circulation 2007)
- One daily issue of the Greenville News & Asheville Citizen Times reaches 172,113 DMA households, 3½ times more than the Spartanburg Herald-Journal (47,576), and one Sunday issue of the Greenville News & Asheville Citizen Times reaches 173,146 DMA households, 3 times more than the Spartanburg Herald-Journal (55,456)
- Combined daily Greenville News & Asheville Citizen-Times DMA circulation is greater than the top daily in the #29 DMA, the Raleigh News & Observer. (Asheville + Greenville DMAs = 172,113, Raleigh DMA = 155,460)
- On any average weekday, the Asheville Citizen-Times reaches nearly 75,572 metro households – over 4½ times more households reached by Newsweek, Time, & U.S. News weekly magazines combined (15,632) (Circulation 2007: ABC Magazine Market Coverage Report, 2006- MSA)

- The leading newspaper in markets larger than Asheville (#108 HH CBSA) offers less daily coverage:

<b>Asheville Citizen-Times</b>	<b>45%</b>	Raleigh News & Observer	31%
Charleston Post & Courier	39	Greensboro News & Record	30
Richmond Times-Dispatch	35	Orlando Sentinel	28

...and also offers less CBSA Sunday coverage:

<b>Asheville Citizen-Times</b>	<b>27%</b>	San Francisco Chronicle	23%
Scranton Times Tribune	26	Bridgeport Connecticut Post	21
Los Angeles Times	24	Riverside Press-Enterprise	15

- Compared to the average adult in the U.S., Asheville Citizen Times readers in Buncombe County & Fletcher are more likely to: (Index: U.S. = 100)

	1X Yesterday	1X Sunday
Have a college degree+	183	173
Own a home	126	117
Be married	121	110
Plan to buy new vehicle next year	112	124

- CITIZEN-TIMES.com, website for the Asheville Citizen-Times, is the area's most powerful local medium for effective online advertising, with over 380,000 unique visitors monthly (Omniture Site Stats, '07)