

The Columbia Market



	<u>DMA</u>		<u>Metro</u>	
	<u>#</u>	<u>U.S. Rank</u>	<u>#</u>	<u>U.S. Rank</u>
Households	303,200	89	180,200	102
Population	849,600	85	493,500	101
EBI	\$10.7 Billion	89	\$6.9 Billion	105
Retail Sales	\$6.7 Billion	90	\$4.4 Billion	106

Market Highlights

- "What we're seeing in Columbia is a dynamic shift of businesses to cities that offer an attractive economic climate, well-educated workforce and a better quality of life."
(Richard Kozak, president and CEO of ACSI on his company's fiber optic network expansion in Columbia, 4/96)
- Columbia, state capitol and largest city in South Carolina, is the 38th fastest-growing city in the U.S.
- Columbia metro market sales grew 10%, 1994-1995;
DMA retail sales are expected to grow by \$1.6 billion over the next five years
- SC ranks #1 for capital investment dollars per capita — \$5.4 billion in 1995
- UPS, FedEx, Bose, Louis Rich, American Italian Pasta Company, Policy Management Systems, Michelin and Air South among corporations setting up facilities/headquarters in the Columbia area
- SC personal income growth has outpaced the national average every year since 1986
- SC companies exported \$6.6 billion in goods in 1995, up 330% from 1988
- 28 million tourists a year contribute \$5.4 billion to the South Carolina economy
- University of SC (Columbia) International Business program ranked #1 for 6th year in a row; USC's Masters in Personnel & Employee Relations ranked #4 in nation
- "The success of Columbia-based Hootie and the Blowfish helped put the spotlight on South Carolina"
- Home of the MCI golf tournaments, the national U.S. Women's Marathon National Championship and the Bass Anglers Sportsman Society Bassmaster Top 100

Sources: South Carolina Business Journals, 9/95; Charleston Post & Courier, 1/19/96; Demographics USA 1996; U.S. News & World Report, 3/11/95; Columbia Chamber of Commerce; Amusement Business, 3/18/96



<u>Circulation</u>			<u>Readership</u>		
	<u>Daily</u>	<u>Sunday</u>		<u>Daily</u>	<u>Sunday</u>
Total	127,015	165,366	DMA	276,500	356,700
DMA	109,119	142,750	Metro	204,100	258,000
Metro	88,927	116,882			

Newspaper Highlights

- South Carolina's largest newspaper
- The Columbia State's circulation is 10% higher daily and 17% higher on Sunday than the #2 newspaper in South Carolina, the Greenville News/Piedmont
- Higher daily circulation than the leading newspapers in 26 DMAs larger than Columbia — More total circulation than the newspapers serving Greenville, SC (DMA#35); Harrisburg, PA (DMA #44); Albany, NY (DMA #52); Mobile, AL (DMA#61) and Knoxville, TN (DMA#63)
- 4th highest daily DMA coverage of all top 100 DMA newspapers — 47.5%
- 2nd highest Sunday DMA coverage of all top 100 DMA newspapers — 62.1%
- Compared to the U.S. average, daily Columbia State readers are:
75% more likely to have a college degree
27% more likely to be employed as a professional/manager
- The State reaches 57% of DMA adults with 5 daily issues or just 1 Sunday issue
- Among DMA college grads, State penetration is 59% daily and 75% Sunday
- Weekly repeat rates offer a cost-efficient way to increase ad impressions:
30% discount on first repeat
50% discount on all repeats after that

Source: A.B.C. audit, 12/95; Circulation 96; Belden & SMRB 1995