

# South Carolina

## 2007 State Print Market Fact Sheet

<b>Total Establishments</b>	<b>337</b>
<b>Total Employment</b>	<b>10,208</b>
<b>Total Shipments (\$M)</b>	<b>\$1,810.4</b>

### Data by Size of Establishment:

<u>Employees</u>	<u>Printing Establishments</u>	<u>Shipments (\$M)</u>	<u>Printing Employees</u>
1-4	111	\$29.1	268
5-9	91	\$72.4	635
10-19	51	\$90.9	716
20-49	43	\$179.6	1,293
50-99	21	\$274.3	1,629
100-249	12	\$344.8	1,849
250+	8	\$819.2	3,818

### Major Metropolitan Area Printing Centers:

<u>Fips Code</u>	<u>MSA</u>	<u>Printing Establishments</u>	<u>Shipments (\$M)</u>	<u>Printing Employees</u>
0601	Augusta-Aiken, SC Area	11	\$9.8	80
1440	Charleston	35	\$141.3	791
1520	Charlotte-Gastonia-Rock Hill, SC Area	15	\$46.8	280
1760	Columbia	57	\$308.3	1,829
2655	Florence	7	\$32.4	189
3160	Greenville-Spartanburg-Anderson	97	\$841.6	4,441
5330	Myrtle Beach	25	\$121.2	636
8140	Sumter	5	\$65.8	332

2008 Print Market Atlas. Includes commercial and quick printing, newspaper printing, package printing, business forms printing, trade binding and prepress services. Inclusion of publishing would significantly increase employment and shipments. Source & Methodology: These estimates were derived by PIA/GATF using the A.F. Lewis Company database of printing establishments, PIA/GATF Ratios, and PIA/GATF 4th quarter market survey data. The 2007 estimates may not be comparable to earlier estimates because of re-calibration of employees-per-plant and shipments-per-employee ratios using the latest Census data and Printing Impression Top 400 data. Note: totals may not add up equally due to rounding.

# South Carolina

<u>Printing Process</u>	<u>Establishments</u>	<u>Employment</u>	<u>Shipments (\$M)</u>
Digital Printing	89	547	\$74.8
Sheetfed Offset Printing	228	3,739	\$600.3
Web Offset Printing	48	3,215	\$610.4
Other Printing/Trade Services	77	2,708	\$524.9
<b>Total</b>	<b>442</b>	<b>10,208</b>	<b>\$1,810.4</b>

<u>Market Segment</u>	<u>Establishments</u>	<u>Employment</u>	<u>Shipments (\$M)</u>
Business Forms Printing	7	436	\$60.9
Financial Legal Printing	2	27	\$3.7
General Commercial Printing	164	3,053	\$453.9
Label, Wrapper Printing	7	209	\$44.2
Newspaper Printing	54	3,935	\$772.7
Other Finishing Services	2	22	\$1.6
Other Speciality Printing	3	86	\$13.3
Package Printing	15	1,803	\$385.4
Prepress Services	3	104	\$14.3
Quick Printing	70	320	\$31.7
Screen Printing	7	147	\$21.3
Tag, Ticket, Tape Printing	1	30	\$4.4
Thermography	1	3	\$0.3
Trade Binding	1	33	\$2.6
<b>Total</b>	<b>337</b>	<b>10,208</b>	<b>\$1,810.4</b>

Note: The number of establishments under the "printing process" tabulation is larger than the total number of state printing establishments due to the fact that many establishments utilize more than one type of printing process. If a plant uses both a sheetfed offset printer and a web offset printer; hence the establishment is counted twice in this analysis. The plant's employment and shipment totals are divided amongst the sheetfed and web categories using a model developed by PIA/GATF.

**Size of Establishments**

*(Number of Employees)*

MSA Name	Size of Establishments (Number of Employees)							Total
	1-4	5-9	10-19	20-49	50-99	100-249	250+	
Augusta-Aiken, GA-SC	Establishments	4	4	3				11
	Employees	10	28	43				80
	Shipments (\$M)	\$1.2	\$3.2	\$5.4				\$9.8
Charleston, SC	Establishments	12	14	3	5		1	35
	Employees	28	97	42	153		471	791
	Shipments (\$M)	\$2.9	\$11.0	\$5.8	\$20.6		\$101.1	\$141.3
Charlotte-Gastonia-Rock Hill, NC-SC	Establishments	4	7	1	2	1		15
	Employees	9	50	14	58	149		280
	Shipments (\$M)	\$0.9	\$6.6	\$1.7	\$8.8	\$28.7		\$46.8
Columbia, SC	Establishments	17	15	6	10	5	3	57
	Employees	41	105	81	299	391	441	1,829
	Shipments (\$M)	\$4.5	\$12.0	\$9.8	\$38.9	\$63.8	\$78.3	\$308.3
Florence, SC	Establishments	2	3	1			1	7
	Employees	5	20	15		149		189
	Shipments (\$M)	\$0.6	\$2.0	\$1.1		\$28.7		\$32.4
Greenville-Spartanburg-Anderson, SC	Establishments	33	20	15	12	8	4	97
	Employees	79	139	212	364	612	628	4,441
	Shipments (\$M)	\$8.4	\$15.8	\$27.0	\$50.4	\$102.5	\$121.5	\$516.1
Myrtle Beach, SC	Establishments	12	7	4	1			25
	Employees	29	50	57	31		471	636
	Shipments (\$M)	\$3.1	\$5.6	\$7.3	\$4.1		\$101.1	\$121.2
No Metro Area	Establishments	27	20	16	13	8	1	85
	Employees	67	139	225	389	626	184	1,630
	Shipments (\$M)	\$7.7	\$15.4	\$29.6	\$56.8	\$108.0	\$25.8	\$243.3
Sumter, SC	Establishments		1	2			2	5
	Employees		7	27			298	332
	Shipments (\$M)		\$0.8	\$3.1			\$61.9	\$65.8
<b>Sum of State Totals</b>	Establishments	111	91	51	43	21	12	337
	Employees	268	635	716	1,293	1,629	1,849	10,208
	Shipments (\$M)	\$29.1	\$72.4	\$90.9	\$179.6	\$274.3	\$344.8	\$819.2