

demographics

scarborough research oct 04–sept 05



department stores

Richmond Times-Dispatch

TimesDispatch.com

richmond, virginia



SHOPPERS AND PURCHASERS

department stores

	shoppers	% of all adults	purchasers	% of all adults	conversion
Hecht's	226,500	26%*	194,100	22%	86%
JC Penney	224,900	26	181,200	21	81
Kohl's	192,800	22	168,300	19	87
Sears	191,800	22	148,600	17	77
Dillard's	133,600	15	99,900	11	75
Nordstrom	49,400	6	32,800	4	66
Peebles	49,000	6	39,700	5	81
Saks Fifth Avenue	21,400 ▼	2	13,100	2	61

*Twenty-six percent of adults in the Richmond CBSA shopped at Hecht's in the past 30 days and 22% made a purchase giving Hecht's a conversion rate of 86%.

▼ Small base: interpret results with caution.

Percentages based on all adults 18 years and older in the Richmond CBSA - 878,100.



WE REACH CLOTHING AND ACCESSORIES BUYERS

	bought past 12 months	daily reach	Sunday reach	past week reach
Cosmetics/perfumes, skin care	433,100	42%	57%	72%
Men's casual/sportswear	404,500	44	57	73
Women's casual/sportswear	395,500	41	60	72
Children's or infant's clothing	326,700	38	56	69
Women's shoes	325,000	39	57	70
Men's shoes	303,900	41	56	70
Fine jewelry	226,200	44	63	77
Men's business clothing	167,900	42	59	68
Costume jewelry	165,600	46	61	76
Women's business clothing	162,000	38	57	72

MEDIAN HOUSEHOLD INCOME

Times-Dispatch readers have higher household incomes:

\$54,967 Richmond CBSA **\$61,135** Daily readers **\$62,605** Sunday readers

53%

of all adults shopped at one or more of the area department stores listed in the past 30 days and 74% of them read The Times-Dispatch during the past week.

66%

of our past week readers bought clothing at an area department store in the past 3 months.

70%

of adults in the prime buying years between 35 and 54 read The Richmond Times-Dispatch in the past week.

increase your reach

The #1 local media Web Site in Richmond is www.TimesDispatch.com. A print/online combo using a display ad and an online ad will reach more potential customers than ever before. Add an online component to your media buy.

541,500

Net Daily/Sunday Times-Dispatch

153,900

TimesDispatch.com past 30 days

585,400

Net unduplicated audience

WE REACH DEPARTMENT STORE SHOPPERS

We reach the 463,400 adults who shopped at one or more of the Richmond area department stores listed in the past 30 days.

46% read daily

60% read Sunday

74% read past week

All information in this report is from Scarborough Research, 2005, release 2 unless otherwise indicated.

The Richmond CBSA consists of the cities of Richmond, Colonial Heights, Hopewell, Petersburg and the counties of Amelia, Caroline, Charles City, Chesterfield, Cumberland, Dinwiddie, Goochland, Hanover, Henrico, King and Queen, King William, Louisa, New Kent, Powhatan, Prince George, Sussex.

mographics

DEPARTMENT STORE CROSS-SHOPPING AMONG PAST-30-DAY SHOPPERS

	Dillard's 133,600	Hecht's 226,500	JC Penney 224,900	Kohl's 192,800	Nordstrom 49,400	Peebles 49,000	Saks Fifth Avenue 21,400 ▼	Sears 191,800
Dillard's	100%	41%*	34%	31%	41%	45%	58%	31%
Hecht's	70	100	55	49	66	49	62	49
JC Penney	56	55	100	46	39	62	38	61
Kohl's	44	42	39	100	42	46	42	41
Nordstrom	15	14	9	11	100	16	73	6
Peebles	17	11	14	12	16	100	26	13
Saks Fifth Avenue ▼	9	6	4	5	32	11	100	3
Sears	44	41	52	41	24	50	30	100

*Forty-one percent of Hecht's past-30-day shoppers also shopped at Dillard's during the same period.

▼ Small base: interpret results with caution.

PROFILE OF PAST-30-DAY SHOPPERS

	CBSA 878,100	Dillard's 133,600	Hecht's 226,500	JCPenney 224,900	Kohl's 192,800	Nordstrom 49,400	Peebles 49,000	Sears 191,800
Gender								
Men	47%	31%*	33%	38%	37%	35%	33%	49%
Women	53	69	67	62	63	65	67	51
Age								
18-34	30	30	27	28	31	27	25	29
35-54	41	34	40	38	41	44	27	44
55+	29	36	33	34	27	29	49	28
Median Age**	43.9	48.5	47.1	47.3	43.3	44.0	52.9	45.3
Occupation								
Manager/Professional	26	27	31	23	28	38	18	21
Other White Collar	15	18	15	14	14	16	13	15
Blue Collar/Service	28	22	20	26	25	17	14	31
Working Women	33	48	44	39	40	45	35	29
Household Income								
\$50-74.9K	20	20	19	21	19	17	17	23
\$75K+	34	37	40	34	50	50	33	38
Median HHI**	\$54,967	\$59,455	\$62,234	\$56,116	\$75,107	\$75,230	\$49,987	\$62,658
Child in Household	39	34	35	38	39	25	16	41
Education								
College Graduate or More	27	30	32	24	32	32	24	26
Some College/Technical	28	33	32	33	36	41	30	30
High School/Less	45	37	37	43	33	27	46	44

*Forty-seven percent of all adults in the Richmond CBSA and 31% of Dillard's shoppers are men.

**The median is the mid-point in a range of numbers. For example, half the adults in the Richmond CBSA are younger than 43.9 years and half are older. Percentages based on number of each store's shoppers shown above.

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