

demographics

scarborough research oct 04–sept 05



discount stores

Richmond Times-Dispatch

TimesDispatch.com

richmond, virginia

SHOPPERS & PURCHASERS

	shoppers	% of all adults	purchasers	% of all adults	conversion
Wal-Mart	538,400	61%*	499,300	57%	93%
Target	344,800	39	312,200	36	91
Kmart	212,600	24	178,300	20	84
Sam's Club	152,900	21	137,300	16	90
Costco	135,600	15	128,200	15	95
BJ's Wholesale Club	38,800	4	35,500	4	92

*Sixty-one percent of adults in the Richmond CBSA shopped at Wal-Mart in the past 30 days and 57% made a purchase giving Wal-Mart a conversion rate of 93%. Percentages based on all adults 18 years and older in the Richmond CBSA - 878,100.

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

	Costco 135,600	Kmart 212,600	Sam's Club 152,900	Target 344,800	Wal-Mart 538,400
Costco	100%	19%*	22%	24%	19%
Kmart	30	100	43	37	34
Sam's Club	24	31	100	30	25
Target	62	60	66	100	51
Wal-Mart	75	86	86	79	100

*Nineteen percent of Kmart's past-30-day shoppers also shopped at Costco during the same period.

PROFILE OF PAST-30-DAY SHOPPERS

	CBSA 878,100	Costco 135,600	Kmart 212,600	Sam's Club 153,900	Target 344,800	Wal-Mart 538,400
Gender						
Men	47%	45%*	46%	45%	39%	44%
Women	53	55	54	55	61	56
Age						
18-34	30	25	28	23	34	31
35-54	41	47	40	44	45	40
55+	29	29	33	33	21	29
Median Age**	43.9	46.9	45.6	46.4	41.7	43.6
Occupation						
Manager/Professional	26	40	22	28	32	25
Other White Collar	15	14	14	14	17	16
Blue Collar/Service	28	16	30	25	25	28
Working Women	33	38	32	35	43	35
Household Income						
\$50-74.9K	20	21	22	21	22	21
\$75K+	34	55	32	37	40	33
Median HHI**	\$54,967	\$81,800	\$55,186	\$59,500	\$63,784	\$55,278
Child in Household	39	30	37	35	45	39
Education						
College Graduate or More	27	42	21	31	33	25
Some College/Technical	28	30	32	29	32	29
High School/Less	45	28	48	40	35	46

*Forty-seven percent of all adults in the Richmond CBSA and 45% of Costco'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.

discount
stores

74%

of all adults shopped at the area discount stores listed in the past 30 days.

76%

of past-week Times-Dispatch readers shopped at the area discount stores listed in the past 30 days.

42%

of past-week Times-Dispatch readers are in the prime buying years between 35 and 54.

mographics

YOUR CUSTOMERS READ THE RICHMOND TIMES-DISPATCH

	Read past-week Times-Dispatch	Audio visual shoppers♦ at:	Read past-week Times-Dispatch
Clothing shoppers at:			
Kmart	73%	Kmart	65%
Target	71*	Sam's Club	76
Wal-Mart	67	Target	72
Shoe shoppers at:		Wal-Mart	67
Kmart	66%	Auto products shoppers♦ at:	
Target	70	BJ's Wholesale Club	75%
Wal-Mart	63	Costco	85
Sporting goods shoppers at:		Kmart	76
Kmart	72%	Sam's Club	80
Target	78	Target	70
Wal-Mart	69	Wal-Mart	66
		Hardware, paint, lawn & garden shoppers♦ at:	
		Kmart	65%
		Target	73
		Wal-Mart	70

*71% of Target's past-3-month shoppers who shopped there for clothing read one or more issues of The Times-Dispatch in the past week.
Note: Warehouse clubs BJ's, Costco and Sam's were not included in all questions in this portion of the survey.

♦Shoppers in the past 12 months for these items.

CATEGORY SHOPPING

	Kmart shoppers	Target shoppers	Wal-Mart shoppers
	350,400	530,200	713,400
Shopped there in the past 3 months for:			
Clothing	61%*	71%	60%
Shoes	18	16	26
Sporting goods	18	17	33
In the past 12 months for:			
Lawn & garden supplies	18	16	40
Home audio/video	12	23	35
Auto products/services	6	6	27

*61% of past-3-month shoppers at Kmart shopped there for clothing.

MEDIAN HOUSEHOLD INCOME

Times-Dispatch readers have higher median household incomes.

\$54,967

Richmond CBSA

\$61,135

Daily Times-Dispatch readers

\$62,605

Sunday Times-Dispatch readers

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, and Sussex.

WE REACH YOUR SHOPPERS

We reach the 690,500 adults who shopped at any of the Richmond area discount stores in this report in the past 30 days.

41% read daily

57% read Sunday

71% read 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
(67% of CBSA adults)

Richmond Times-Dispatch

A Media General Newspaper

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