

# demographics

scarborough research oct 04–sept 05



## health care & drugstores

*Richmond Times-Dispatch*

TimesDispatch.com

richmond, virginia

## BOUGHT FROM DRUGSTORE IN THE PAST 30 DAYS

	prescription drugs all adults	% of all adults	non-Rx/health/ beauty items	% of all adults
Any drugstore	607,000	69%	592,700	68%
CVS	242,200	28*	307,500	35
Walgreens	133,000	15	147,900	17
Wal-Mart	88,100	10	340,100	39
Rite Aid	79,100	9	80,500	9
Ukrop's	65,500	8	170,200	19
Kroger	49,500	6	81,500	9
Eckerd Drug	46,700	5	50,600	6
Target	40,900	5	179,800	21
Westbury Pharmacy	34,700	4	♦22,600	3
Kmart	♦26,000	3	75,000	9
Other**	108,100	12	114,500	13

\*Twenty-eight percent of all adults bought prescription drugs at CVS in the past 30 days.

♦Small number of respondents: interpret with caution.

\*\*Other includes other store, drugstore or supermarket drugstore.

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

drugstores

hospitals

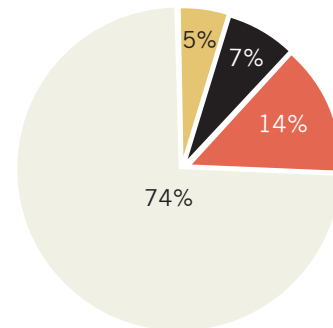
insurance  
companies

## SPECIALISTS USED IN PAST 12 MONTHS

all adults	878,100
Dentist	52 %*
Ophthalmologist	27
Optometrist	22
Cardiologist	10
Dermatologist	12
Podiatrist	8
Chiropractor	6
Plastic/cosmetic surgeon	2
Other specialist	26
Fee-paid weight loss program	3

\*Fifty-two percent of adults used a dentist in the past 12 months.

## INTERNET USE IN PAST 12 MONTHS AMONG ALL ADULTS



Bought prescription drugs online	46,900	5%
Bought non-prescription health and beauty items online	61,400	7%
Used Internet for medical services, information	122,200	14%
None of these	647,600	74%

73%

of daily Times-Dispatch readers bought non-prescription, health or beauty items at drugstores in the past 30 days.

186,700

adults belong to a health/exercise club; 74% of them read the Times-Dispatch in the past week.

83%

of adults live in households which have a glasses or contact lenses wearer. 70% of them read the Times-Dispatch in the past 7 days.

## increase your reach

The #1 local media Web site in Richmond is [www.TimesDispatch.com](http://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 YOUR CUSTOMERS

We reach the 592,700 adults who bought non-prescription, health or beauty items at drugstores in the past 30 days.

45% read daily

58% read Sunday

73% 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

## MEDICAL SERVICES USED BY HOUSEHOLD DURING PAST 3 YEARS

	used service	used at hospital	used at other medical facility
Emergency room	48%*	45%	5%
Overnight stay procedure	21	20	1
Maternity care	10	9	1
Cardiac care	6	6	1
Laser eye surgery	4	2	2
Cosmetic/reconstructive surgery	3	2	1
Psychiatric care	3	1	2
Substance abuse, smoking, nutrition, depression, stress	3	1	2
LASIK eye surgery	2	1	1
Other medical service	40	32	14
Any hospital service		76	
Other medical facility service			24

\*Forty-eight percent of all households used emergency room services over the past 3 years. Percentages based on all households in the Richmond CBSA— 456,800.

## WE REACH YOUR CUSTOMERS

We reach the 665,400 adults who used medical specialists in the past 12 months.

**43%** read daily

**57%** read Sunday

**70%** read past week

## MEDIAN HOUSEHOLD INCOME

Times-Dispatch readers have higher household incomes:

**\$54,967**

Richmond CBSA

**\$61,135**

Daily Times-Dispatch readers

**\$62,605**

Sunday Times-Dispatch readers

## MEDICATIONS USED IN PAST 12 MONTHS

all adults	878,100
Cold or flu	35%*
Allergies	34
High blood pressure	24
Children's medicine	20
Skin care/sun protection	20
Cholesterol reduction	15
Digestive disorder	13
Arthritis	12
Diabetes	8
Weight loss	5
Quit smoking	2
Impotence	1
Other reason	30
Did not buy medications	14

\*Thirty-five percent of adults used over-the-counter or prescription cold or flu medications during the past 12 months.

## HOSPITALS USED BY HOUSEHOLD IN PAST 3 YEARS

	household used	household prefers
CJW Medical Center	24%*	17%
Henrico Doctors' Hospital	22	14
Bon Secours St. Mary's	18	11
Medical College of Virginia Hospitals	16	6
Bon Secours Memorial Regional	11	7
Southside Regional Medical Center	7	2
John Randolph Medical Center	6	2
Retreat Hospital	4	1
Other hospital	10	3
No hospital used	24	
No preference		41

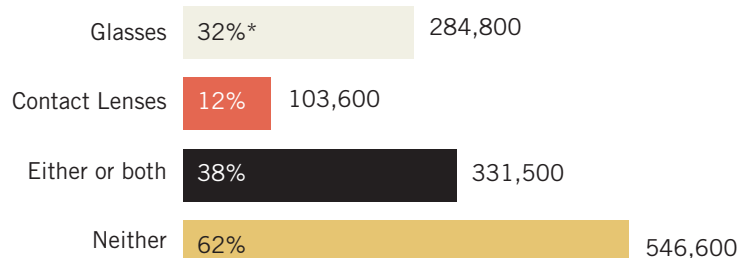
\*Twenty-four percent of households used CJW Medical Center during the past 3 years and 17% prefer CJW to other hospitals. All households in the Richmond CBSA- 456,800.

## HEALTH INSURER

all adults	878,100
Anthem Blue Cross & Blue Shield	45%*
Cigna	10
Aetna U.S. Healthcare	8
United Healthcare	6
Southern Health	4
Other provider	14
Any health insurance	83

\*Forty-five percent of all adults have either group or individual health care policies with Anthem Blue Cross & Blue Shield.

## BOUGHT FOR SELF IN PAST 12 MONTHS



\*Thirty-two percent of all adults bought glasses for themselves in the past 12 months.

## **Richmond Times-Dispatch**

A Media General Newspaper

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