

demographics

scarborough research oct 04–sept 05



electronics & communications

Richmond Times-Dispatch

TimesDispatch.com

richmond, virginia



**electronics
and
communications**

SHOPPERS AND PURCHASERS

| hardware/software | shoppers | % of all adults | purchasers | % of all adults | conversion |
|-----------------------|----------|-----------------|------------|-----------------|------------|
| bought any | 431,300 | 49% | 356,000 | 41% | 83% |
| Best Buy | 166,500 | 19* | 99,900 | 11 | 60 |
| Circuit City | 154,600 | 18 | 85,900 | 10 | 56 |
| Dell | 132,100 | 15 | 93,000 | 11 | 70 |
| Office Max | 72,700 | 8 | 38,700 | 4 | 53 |
| Staples | 63,600 | 7 | 38,400 | 4 | 60 |
| CompUSA | 57,600 | 7 | 33,600 | 4 | 58 |
| Mail order | 46,400 | 5 | 28,500 | 3 | 61 |
| Other store or source | 223,900 | 26 | 159,200 | 18 | 71 |

**19% of all adults shopped and 11% bought hardware/software from Best Buy in the past 12 months, giving Best Buy a conversion rate of 60%. Stores with less than 5% of adults shopping were grouped with "other." Stores listed include store, Internet and phone shopping/buying.*



73%
of adults who shopped for computer hardware or software in the past 12 months read The Times-Dispatch in the past week.

Reach 50% of the 94,600 wireless phone subscribers who plan to change service providers in the next 12 months with one issue of the Sunday Times-Dispatch.

43% of the 603,800 adults who have computers in the household read the daily Times-Dispatch and 58% read the Sunday Times-Dispatch.

COMPUTER IN HOUSEHOLD

| | | |
|-----------------------|----------------|-------------|
| all adults | 878,100 | 100% |
| have computer at home | 603,800 | 69* |
| access Internet | 581,400 | 66 |

**69% of all adults in the Richmond CBSA have a computer in the household.*

WE REACH YOUR CUSTOMERS

| | total | read daily | read Sunday |
|--------------------------------|---------|------------|-------------|
| have computer at home | 603,800 | 43%¥ | 58% |
| cell phone subscriber | 603,600 | 43 | 58 |
| Internet access | 581,400 | 42 | 59 |
| shopped* for hardware/software | 431,300 | 41 | 57 |
| bought* hardware/software | 356,000 | 42 | 57 |

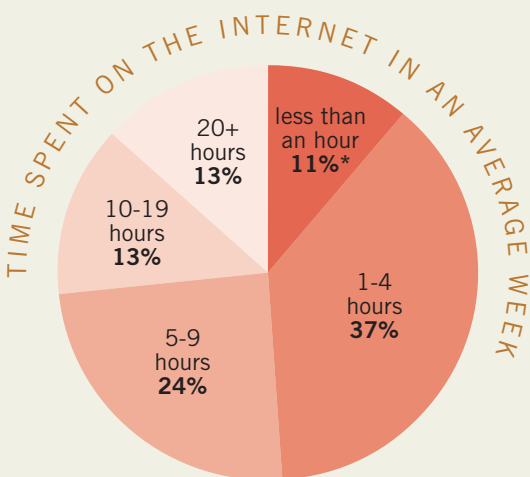
¥ One issue of the Monday through Friday Times-Dispatch reaches 43% of adults who have a computer in the household.

**In the past 12 months.*

WAYS INTERNET IS USED

| adults accessing Internet (%) | 581,400 |
|--|---------|
| e-mail | 95%* |
| weather | 61 |
| news | 58 |
| travel reservations (airline, hotel, etc.) | 40 |
| bill pay | 32 |
| financial information/services | 30 |
| games | 29 |
| sports scores/updates | 28 |
| Internet yellow pages | 25 |
| movie listings | 23 |
| job search | 23 |
| auto information | 22 |
| newspaper site | 21 |
| medical information/services | 21 |
| local/community events | 17 |
| auction site | 17 |
| read newspaper | 17 |
| real estate listings | 16 |
| other | 50 |

**95% of adults who access the Internet send and receive e-mail.*



**11% of the 552,200 adults who accessed the Internet in the past 30 days spend less than one hour on it in an average week.*

SPENT ON INTERNET PURCHASES PAST 12 MONTHS

| | |
|------------------------|----------------|
| access Internet | 581,400 |
| under \$100 | 11%* |
| \$100-499 | 25 |
| \$500-999 | 12 |
| \$1,000+ | 20 |

**11% of adults who access the Internet spent less than \$100 on Internet purchases in the past 12 months.*

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.

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TIMESDISPATCH.COM PAST-30-DAY USERS

| | Index | | Index |
|--|------------|--|------------|
| CBSA Internet users | 100 | CBSA Internet users | 100 |
| TimesDispatch.com past-30-day users | | TimesDispatch.com past-30-day users | |
| check traffic | 159* | shop for airline tickets | 110 |
| check movie listings | 134 | do job/employment search | 110 |
| shop for clothing or accessories | 124 | check weather | 110 |
| shop for event tickets | 122 | read paper copy of the daily/Sunday Times-Dispatch | 109 |
| make travel reservations (hotels, auto rental etc) | 120 | spend \$500 or more online | 112 |

*Times-Dispatch.com visitors are more than one-and-a-half times more likely to check traffic online than the average Internet user in the CBSA.

WIRELESS/CELL PHONE BILL LAST MONTH

| subscribe to wireless/cell phone service | 603,600 |
|--|---------|
| Less than \$30 | 12 %* |
| \$30-49.99 | 30 |
| \$50-74.99 | 28 |
| \$75-99.99 | 11 |
| \$100+ | 19 |

*12% of adults who live in a household that subscribes to a wireless/cell phone service had a bill of \$30 or less last month.

HOUSEHOLD LONG DISTANCE PHONE CARRIER

| all adults | 100% |
|------------|------|
| Verizon | 38* |
| AT&T | 27 |
| MCI | 9 |
| Sprint | 7 |
| Cavalier | 6 |
| other | 18 |

*38% of all adults live in households that use Verizon long distance service.

WIRELESS/CELL PHONE CARRIER USED BY HOUSEHOLD

| have wireless/cell phone service | 603,600 |
|----------------------------------|---------|
| Verizon Wireless | 41%* |
| ALLTEL | 16 |
| SunCom | 12 |
| Sprint PCS | 15 |
| T-Mobile | 8 |
| NTELOS | 4 |
| Nextel | 3 |
| other service | 9 |

*41% of adults whose household has a wireless/cell phone carrier use Verizon Wireless.

HOUSEHOLD LOCAL PHONE BILL LAST MONTH

| | |
|----------------|-------|
| Less than \$25 | 23 %* |
| \$25-39 | 36 |
| \$40-59 | 27 |
| \$60 or more | 14 |

*23% of adults live in households with local phone bills less than \$25 a month.

MEDIAN HOUSEHOLD INCOME

Times-Dispatch readers have higher than average household incomes:

\$54,967

Richmond CBSA

\$61,135

Daily Times-Dispatch readers

\$62,605

Sunday Times-Dispatch readers

increase your reach

The #1 local media Web site in Richmond is 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

300 E. Franklin St., Richmond, Virginia 23219

Marketing Department 804.649.6521

Advertising Department 804.649.6251