

demographics

scarborough research oct 04–sept 05



**furniture, home furnishings
& major appliances**

Richmond Times-Dispatch

TimesDispatch.com

richmond, virginia



SHOPPERS & PURCHASERS

	shoppers	% all adults	purchasers	% all adults	conversion
Audio/Visual Items	534,700	61%*	458,100	52%	86%
Furniture or Mattress	463,600	53	313,800	36	68
Large Appliance	248,100	28	196,100	22	79
Carpet/Floor Covering	213,400	25	164,200	19	77

*Sixty-one percent of adults in the Richmond CBSA shopped for audio/visual items in the past 12 months. Percentages based on 878,100 total adults 18 years and older in the Richmond CBSA.

furniture

home furnishings

major appliances



WE REACH YOUR CUSTOMERS

We reach buyers who spent \$1,000 or more on furniture in the past 12 months.

- 44%** read daily
- 59%** read Sunday
- 75%** read the TD over the past week

FURNITURE & MATTRESS STORES

	shoppers 463,600	purchasers 313,800
Hecht's	24%*	17%
Pier 1 Imports	22	14
Bloom Brothers Furniture	18	11
Haynes Furniture	18	15
Sears	18	13
JCPenney	18	14
Crate & Barrel	14	9
The Dump	13	8
Pottery Barn	12	7
American Signature Home	12	6
Havertys	8	5
Mattress Discounters	8	7
Mattress King	8	7
Ashley Furniture Homestore	7	3
The Room Store	7	5
La-Z-Boy Gallery	6	5
Ethan Allen Galleries	5	3
North Carolina Company	5	2
Virginia Wayside Furniture	4	4
Holladay House	3	3

*Twenty-four percent of all shoppers at furniture and mattress stores shopped at Hecht's.

72%
of furniture or mattress shoppers read the Times-Dispatch in the past week.

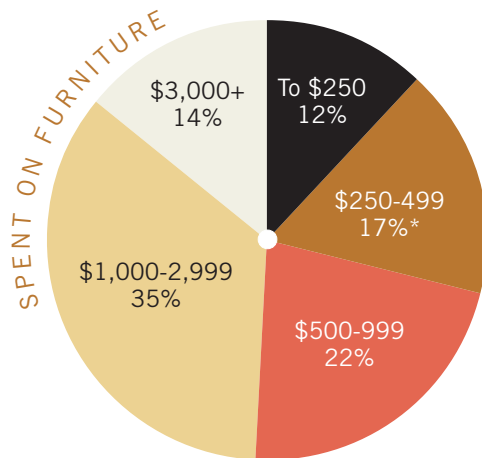
Past-12-month major appliance shoppers read the Richmond Times-Dispatch:

43%
read daily

60%
read Sunday

75%
read the past week

534,700
adults shopped at audio/video stores in the past 12 months and 70% of them read the Times-Dispatch over the past week.



*17% of adults who bought furniture in the past 12 months spent \$250 - \$499. All adults who bought furniture: 233,900

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

TIMES-DISPATCH REACH

We reach adults who plan to buy major appliances in the next 12 months:

40% read daily

59% read Sunday

72% read past week

mographics

HOME FURNISHINGS PURCHASERS

198,800 adults bought drapes, blinds or other window treatments in the past 12 months.

Amount spent

\$250 or less	72%
\$250-499	15
\$500-999	7
\$1,000+.....	6

164,200 adults bought carpet or other room-size floor covering in the past 12 months.

Amount spent

\$250 or less	32%
\$250-499	18
\$500-999	14
\$1,000+.....	36

STORES SHOPPED FOR AUDIO/VISUAL ITEMS

	shoppers 534,700	purchasers 458,100
Wal-Mart	47%*	38%
Circuit City	47	39
Best Buy	39	32
Target	24	18
Radio Shack	12	9
Sam's Club	11	8
Kmart	11	8
Sears	10	7
Other store	19	15

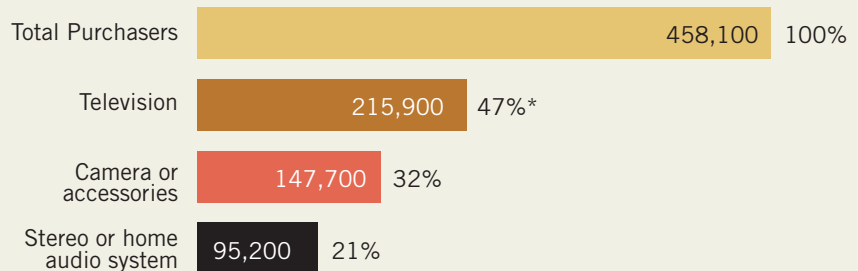
*Forty-seven percent of shoppers for audio/visual items during the past 12 months shopped at Wal-Mart and 38% of all purchasers made a purchase there.

Note: AV items include radio, CD player, DVD player, stereo and components, TV, video camera, etc. Smaller items such as CDs, DVDs, and tapes not included.

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.

AUDIO/ VIDEO ITEM PURCHASED



*Forty-seven percent of adults who bought audio/visual items in the past 12 months bought a TV.

TIMES-DISPATCH REACH AMONG SHOPPERS

	past-12-month shoppers	daily reach	Sunday reach
Audio/visual shoppers	534,700	41%	55%
Carpet/floor covering shoppers	216,400	45%	55%

MAJOR APPLIANCES

	shoppers 248,100	purchasers 196,100
Sears	45%*	43%
Lowe's	45	37
Home Depot	29	14
Best Buy	17	7
Lakeside Appliance	12	8
Other store	14	11

*Forty-five percent of all major appliance shoppers shopped at Sears and 43% of all adults who bought a major appliance bought one at Sears.

Note: Major appliances include oven, range top, washer, dryer, refrigerator, freezer, hot water heater, etc.

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

Richmond Times-Dispatch

A Media General Newspaper

300 E. Franklin St., Richmond, Virginia 23219

Marketing Department 804.649.6521

Advertising Department 804.649.6251