



Your audience

YOUR TIMES-DISPATCH MEDIA • 2010

Richmond Times-Dispatch | TimesDispatch.com | Richmond.com

Your richmond cbsa

CORE-BASED STATISTICAL AREA



	All Adults	% Read Daily	% Read Sunday	% Read Past Week	% Visit TD.com or Richmond.com Past Week	% Combined Print/Online Past Week Audience
Richmond CBSA	943,400	37%	49%	64%	15%	68%
AGE						
18 - 34	281,100	20%	38%	50%	14%	54%
35 - 44	178,900	28%	47%	63%	21%	71%
45 - 54	188,100	39%	50%	67%	19%	72%
55 or Older	295,400	56%	60%	75%	10%	77%
EDUCATION LEVEL						
College Graduate or More	274,800	42%	57%	71%	23%	77%
Some College/Technical	266,900	38%	52%	70%	16%	74%
High School or Less	401,700	32%	41%	55%	9%	58%
OCCUPATION						
Manager, Professional	285,200	34%	48%	66%	22%	72%
Other White Collar	143,100	31%	50%	67%	19%	74%
All Other Employed	193,900	32%	43%	58%	11%	60%
Retired	137,300	60%	60%	73%	7%	76%
GENDER						
Men	452,100	38% *	47%	62%	13%	65%
Women	491,300	35%	51%	66%	16%	71%
CHILD UNDER 18 IN HOUSEHOLD						
Children in Household	388,100	28%	44%	60%	18%	65%
HOUSEHOLD INCOME						
\$75,000 or more	416,900	40%	53%	69%	21%	74%
\$50,000 - \$74,999	169,300	34%	46%	60%	14%	64%
To \$50,000	357,200	34%	45%	60%	8%	63%
Median Household Income	\$66,903	\$71,765	\$72,288	\$71,040	\$86,934	\$72,100
RESIDENCE						
Own	685,300	39%	53%	68%	16%	73%
Rent	204,000	29%	40%	55%	12%	59%
RACE						
White	638,300	39%	53%	68%	16%	72%
Non-white	305,100	31%	40%	55%	12%	59%

HOUSEHOLDS: 478,459
TOTAL POPULATION: 1,254,306
ADULTS 18+: 943,400

Cities of Richmond, Colonial Heights, Hopewell and Petersburg; counties of Chesterfield, Hanover, Henrico, Amelia, Caroline, Charles City, Cumberland, Dinwiddie, Goochland, King and Queen, King William, Louisa, New Kent, Powhatan, Prince George, Sussex



Study: Richmond, VA 2009 Release 2; Release: Oct 2008 – Sep 2009; Base: Richmond CBSA

*Past week readership is 5 weekdays, 1 Saturday and 1 Sunday issue.

★ How to read: 38% of men in the CBSA read the Richmond Times-Dispatch on the average weekday, 47% read on the average Sunday, 62% read at least once a week on average, 13% visit TimesDispatch.com or Richmond.com at least once a week on average, 65% read the newspaper or visit the website at least once a week on average.

♦ The median is the midpoint in a range of numbers; half the numbers are higher and half are lower.

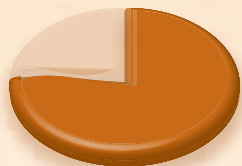


Profile of our combined online and newspaper readership.

AGE

35 and older

76%

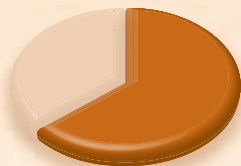


CBSA all adults 35 and older 70%

EDUCATION

Some college or more

64%

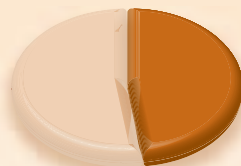


CBSA all adults with some college or more 57%

OCCUPATION

White collar

48%

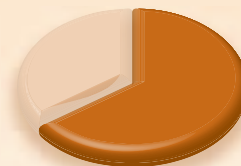


CBSA total white collar 45%

HOUSEHOLD INCOME

\$50,000 or more

65%



CBSA all adults in household with income \$50k or more 62%

Note: Combined print & online audience in the past 7 days.

Your customers in our audience

Retail Stores Shopped

7 days

PAST 3 MONTHS:

		Print	Print & Online
Bookstores	568,600	65% [♦]	69% [✦]
Department Stores	934,000	64%	68%
Florists	89,700	64%	74%
Jewelry	116,400	60%	64%
Music / Video	535,700	64%	68%
Office Supplies	504,900	67%	72%
Pet Supplies	397,900	66%	70%
Shoes	711,000	64%	69%
Sporting Goods	422,100	66%	70%
Toys	332,900	62%	65%

PAST 12 MONTHS:

Appliances	233,400	67%	71%
Carpet / Flooring	269,300	63%	66%
Electronics	580,000	64%	68%
Furniture / Mattresses	458,900	67%	71%
Hardware / Lawn & Garden	768,700	66%	70%



7 days

RESTAURANTS (USED PAST 30 DAYS)

		Print	Print & Online
Fast-Food	861,100	65%	69%
Sit-Down	770,800	64%	69%
Chinese	405,800	64%	68%
Coffeehouse	99,200	71%	77%
Italian	281,700	67%	72%
Mexican	281,900	62%	70%
Seafood	229,800	61%	67%
Steakhouse	186,800	66%	72%

Study: Richmond, VA 2009 Release 2; Release: Oct 2008 – Sep 2009; Base: Richmond CBSA

♦ How to read: 65% of adults in the CBSA who shopped at a bookstore in the past 3 months read the Richmond Times-Dispatch at least once a week.

✦ How to read: 69% of adults in the CBSA who shopped at a bookstore in the past 3 months read the Richmond Times-Dispatch and/or visit Times-Dispatch.com or Richmond.com at least once a week.

Your customers in our audience



Items/ Services Purchased (Past 12 months)

		7 days	
		Print	Print & Online
APPAREL:			
Athletic Shoes	371,600	63% ♦	69% ✦
Children's Clothing	289,500	60%	64%
Cosmetics	433,600	67%	71%
Jewelry	293,900	61%	66%
Men's Clothing / Shoes	474,100	65%	71%
Women's Clothing / Shoes	465,500	65%	70%

HOUSEHOLD ITEMS:

Carpet / Flooring	190,500	60%	64%
Furniture	218,300	62%	68%
Hardware / Lawn & Garden	738,500	65%	70%
Mattress	147,800	62%	69%
Sports Equipment	161,100	67%	74%
Television	268,100	64%	67%

HOME IMPROVEMENT SERVICES:

Landscaping	235,100	65%	72%
Remodeled Bathroom	83,000	75%	80%
Remodeled Kitchen	67,500	66%	72%
Heating or Air Conditioning	76,800	63%	72%

		7 days	
		Print	Print & Online
COUPON USAGE: (AT LEAST ONCE PAST 7 DAYS)			
Grocery	339,200	66%	70%
Other (non-grocery)	138,500	66%	68%

TRAVEL SERVICES USED (PAST 12 MONTHS):

Car Rental	316,500	65%	70%
Hotel / Motel	614,100	66%	70%

PLACES VISITED: (PAST 12 MOS.)

Fredericksburg	38,900	65%	73%
Myrtle Beach, SC	104,800	67%	69%
Outer Banks, NC	180,700	68%	71%
Virginia Beach	228,200	68%	71%
Washington, DC	157,400	64%	69%
Williamsburg	140,400	66%	71%

Study: Richmond, VA 2009 Release 2; Release: Oct 2008 – Sep 2009; Base: Richmond CBSA

♦ How to read: 63% of adults in the CBSA who purchased athletic shoes in the past 12 months read the Richmond Times-Dispatch at least once a week.

✦ How to read: 69% of adults in the CBSA who purchased athletic shoes in the past 12 months read the Richmond Times-Dispatch and/or visit Times-Dispatch.com or Richmond.com at least once a week.

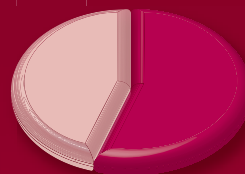
Your

timesdispatch.com
& richmond.com
audience

AGE

18-44

55%

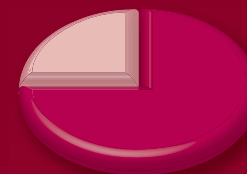


CBSA all adults
18-44 49%

EDUCATION

Some college or more

75%

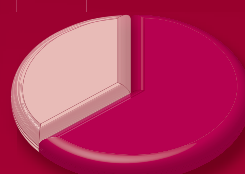


CBSA all adults with
some college or more 57%

OCCUPATION

White collar

64%

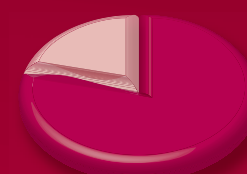


CBSA total white collar 45%

HOUSEHOLD INCOME

\$50,000 or more

79%



CBSA all adults in household
with income \$50k or more 62%

Note: Online audience in the past 7 days.