



Richmond-Petersburg DMA

Richmond CBSA

	#	<u>U.S.Rank</u>	#	<u>U.S.Rank</u>
Households	511,100	#61	452,600	#47
Population	1,316,300	#59	1,160,300	#45
EBI	\$25.9 Billion	#54	\$23.6 Billion	#45
Retail Sales	\$17.0 Billion	#65	\$15.5 Billion	#46

Market Highlights

- Richmond is Virginia's capital city; the geographic midpoint of the East Coast between Boston and Atlanta, and only 2 hours south of Washington, D.C. at the James River; the South's second-largest-business center; 50% of the nation's consumers are within a day's drive
- Richmond is one of the best places for employment, rated the #2 metro with the lowest unemployment rate among the U.S. 50 largest metro areas (4.0%) for June 2005 (of 367) (*US Dept of Labor, 6/05*)
- Over the past 5 years (8/99-6/04), 30,000 new jobs were created, 120 firms were new/expanded, and over \$2 billion dollars were added in new investment (*Greater Richmond Partnership Annual Rpt, 10/04*)
- Richmond is ranked as one of the best U.S. areas in economic strength (#18 out of the top 361 metros), based on a rapid, consistent growth in both size and quality (*Policom Corp., 2005*)
- Richmond has 6 Fortune 500 HQs: Dominion Resources, Circuit City, Performance Food, Brink's, CarMax, Owens & Minor; as well as Fortune 1000 HQs in Greater Richmond, including LandAmerica Finc'l, Universal, Markel, Massey Energy, Overnite and Albemarle (*Fortune, 4/05*); other top firms include Capital One, HCA, Va. Commonwealth Univ. Health System, Philip Morris, Wachovia, Bon Secours, Infineon Technologies, Wyeth, Genworth Finc'l, Ukrop's, SunTrust, Honeywell, DuPont, Bank of America, WellPoint, Alcoa Inc. & Verizon
- Richmond partnered with Virginia Commonwealth University to create the Virginia Biotechnology Research Park, including Philip Morris USA's new \$300 million research/tech center, expected completion by 2007 (*grpva.com annual report, 2004-05*) over 50 companies were created in the incubator, including 18 originating from VCU research, creating hundreds of new jobs (*Brookings Institute, 2/05*)
- The Richmond Int'l Airport, with non-stop flights to 21 destinations and connecting flights, had nearly 2.5 million passengers in 2004, with 106 departures; (*Richmond Int'l Airport*); a major \$280-million expansion, including additional gates, new air traffic control tower, and a 150,000-sq. ft. new terminal, is expected to be completed in spring 2007
- A major downtown renaissance is underway, including a new convention center, the largest convention center in Virginia & one of the top 5 in the mid-Atlantic region; renovated Main Street (Amtrak) Station; conversion of warehouses and commercial buildings; expansion of Virginia Commonwealth Univ; Riverside Village, an \$82 million mixed-use project, is under construction
- Richmond is ranked:
 - #3 "Hot metro for 21st century" based on HQ changes relative to population (*Business Facilities 8/05*)
 - #4 "Best univ. market" for economic development, attracting new businesses/jobs (*S. Busn. & Dev. 4/05*)
 - #5 "Most livable place to live, work, & play," of mid-sized cities, based on preparation for the new economy through creative strategies, actions & vision of leadership (*Partners for Livable Communities '05*)
 - #5 "Best U.S. metro area for European manufacturing investment" (*Expansion Management, 6/04*)
 - #13 "Hottest city" based on business expansion or relocation sites (*Expansion Management, 1/05*)
 - #14 "Best place for business & careers" (of 150) (*Forbes, 5/05*)
 - #14 "Top metro (of 50) with highest % change in avg. cost of existing homes" (*NAR, 2005, 2nd Qtr*)
 - #17 "Top 25 city for doing business," based on business growth and job creation (*Inc., 3/05*)

*Note: The Richmond area recently joined the top 50 largest metro areas, because of the addition of 7 counties to the MSA area this year: Amelia, Caroline, Cumberland, King and Queen, King William, Louisa and Sussex counties

Source: Demographics USA, 2005



Circulation

	<u>Daily</u>	<u>Sunday</u>
Total	190,139	229,240
DMA	175,633	211,548
Metro	163,298	197,573

Readership

	<u>Daily</u>	<u>Sunday</u>
DMA Adults	394,644	522,070
College Grad+	124,984	165,378
Prof/Mgr/Business/Finc'l	120,752	164,035
Average HH Income	\$82,809	\$84,836
Total DMA Reader Income	\$32.7 Billion	\$44.3 Billion

Newspaper Highlights

- Newspaper is the medium that reaches the most upscale, high-end consumers in the Richmond DMA. Heavy newspaper readers index far above heavy users of both TV and radio among the most valuable prospects in the Richmond DMA:

	<i>Newspaper Quintile 1</i>	<i>Radio Quintile 1</i>	<i>TV Quintile 1</i>		<i>Newspaper Quintile 1</i>	<i>Radio Quintile 1</i>	<i>TV Quintile 1</i>
Hm Value \$300M+	177	105	58	HHI \$100,000+	143	115	42
Post Grad Degree+	161	84	47	College Degree+	139	85	52
Use Stock Broker	161	105	73	Own Certif. Of Deposit	139	82	98
- The Richmond Times-Dispatch is Virginia's second-largest newspaper, and accounts for 20% daily and 23% Sunday of all newspaper circulation in the state
- Daily Richmond Times-Dispatch readers have an 12% higher HHI than the DMA average—a difference of nearly \$8,720; on Sunday, readers have a 15% higher HHI (over \$10,700 more) than the DMA average
- The Richmond Times-Dispatch provides far greater coverage of metro adults than A.M. drive time radio, or even 1 prime time TV spot each from ABC, CBS, FOX, & NBC

	<i>% Metro Adults</i>		<i>% Metro Adults</i>
Daily Richmond Times-Dispatch	41%	A.M. Drive Time Radio (avg ¼ hour, 35 stations)	19%
Sunday Richmond Times-Dispatch	55%	Prime Time TV: ABC, CBS, FOX, and NBC	15%
- Nearly 86% adults who read a newspaper in metro Richmond turn to The Richmond Times-Dispatch daily, and 92% on Sunday
- One Sunday issue reaches 482,976 metro adult readers, 55% of the market
- On an average weekday, the Richmond Times-Dispatch reaches over 163,298 metro households – over 4½ times more households reached by Newsweek, Time & U.S. News weekly magazines combined (34,478) (*Circulation 2006; ABC Magazine Market Coverage Report, 2004 - MSA*)
- The leading newspaper in other markets larger than Richmond offer far less metro HH coverage:

	<i>Daily</i>		<i>Sunday</i>
Richmond Times-Dispatch	36%	Richmond Times-Dispatch	44%
Washington Post	33%	Baltimore Sun	42%
Jacksonville Times Union	31%	San Diego Union Tribune	41%
Orlando Sentinel	30%	Boston Globe	33%
- Compared to the average adult in U.S., daily Times-Dispatch readers are:

71% more likely to have wireless intrnt connection	51% more likely to have money mkt funds
70% more likely to have second hm/property	42% more likely to have mkt value hm \$200M+
62% more likely to a have a post grad/degree+	41% more likely to have HHI \$100,000+
- Compared to the average adult in U.S., Sunday Times-Dispatch readers are:

75% more likely to take 3+ dom trips-busn only	41% more likely to own/lease dom lux vehicle.
71% more likely to use online for nwpr site	34% more likely to take 3+dom trps-prs/vc only
42% more likely to use VISA Gold/Platinum card	32% more likely to stay at hotel/motel for busn