

The Virginian-Pilot

MEDIA COMPANIES

DEPARTMENT STORES & BIG BOX STORES - SHOPPED PAST 3 MONTHS

	Hampton Roads*	South Hampton Roads^	Virginia Beach	Norfolk	Chesapeake	Portsmouth	Suffolk	Northeastern North Carolina^^
Total Adults	1,256,282	802,735	322,605	178,460	165,241	74,113	62,316	143,890
Department stores shopped past 3 months								
A.J. Wright	16%	16%	9%	18%	13%	43%	20%	7%
Best Buy	30%	32%	41%	20%	32%	32%	25%	24%
Big Lots	27%	25%	19%	30%	22%	42%	28%	34%
BJ's Wholesale Club	23%	24%	26%	25%	12%	38%	26%	2%
Burlington Coat Factory	15%	15%	12%	21%	16%	18%	9%	6%
Circuit City	17%	19%	17%	20%	18%	30%	12%	11%
Costco	15%	12%	8%	26%	5%	9%	8%	11%
Dillard's	23%	27%	25%	27%	33%	29%	18%	17%
Dollar General	39%	36%	30%	39%	36%	57%	37%	51%
Dollar Tree	53%	55%	42%	64%	71%	66%	43%	53%
Family Dollar	26%	25%	16%	32%	26%	40%	31%	35%
HomeGoods	2%	2%	4%	2%	1%	0%	0%	1%
JCPenney	41%	39%	35%	42%	38%	43%	44%	40%
Kmart	43%	46%	46%	58%	38%	47%	25%	40%
Kohl's	29%	31%	33%	20%	40%	26%	25%	24%
Macy's	28%	30%	32%	22%	36%	31%	19%	19%
Marshalls	11%	11%	13%	9%	15%	8%	7%	12%
Military Exchange	20%	23%	32%	19%	19%	5%	23%	6%
Nordstrom	6%	8%	8%	8%	9%	9%	4%	4%
Peebles	6%	3%	<1%	8%	3%	2%	8%	7%
Ross Dress for Less	7%	5%	3%	6%	7%	5%	2%	4%
Sam's Club	27%	29%	17%	30%	45%	40%	39%	43%
Sears	25%	29%	30%	27%	31%	31%	16%	31%
Stein Mart	9%	10%	15%	9%	6%	4%	3%	8%
Target	58%	58%	62%	50%	62%	55%	49%	45%
TJ Maxx	20%	18%	20%	13%	18%	32%	9%	12%
Value City Department Store	12%	9%	10%	11%	2%	20%	5%	10%
Wal-Mart	83%	80%	76%	78%	87%	90%	80%	89%
Other major store	13%	14%	19%	14%	9%	11%	11%	19%
Did not shop	2%	2%	3%	2%	3%	1%	3%	5%
Any department store past 3 months	98%	98%	97%	98%	97%	99%	97%	95%

How to read this report: Of the 1,256,282 adults in Hampton Roads, 16% shopped at A.J. Wright in the past 3 months. That equates to 201,005 adults (1,256,282 x 16%).

Source: The Scarborough Report, 2009 Rel. 1

**Hampton Roads includes the following counties: Chesapeake, Gloucester, Hampton, Isle of Wight, James City, Matthews, Newport News, Norfolk, Poquoson, Portsmouth, Suffolk, Surry, VA Beach, Williamsburg, York, VA and Currituck, NC

^South Hampton Roads includes the following counties: Virginia Beach, Norfolk, Chesapeake, Portsmouth and Suffolk

^^Northeastern North Carolina includes the following counties: Camden, Chowan, Currituck, Dare, Gates, Hertford, Northampton, Pasquotank, Perquimans