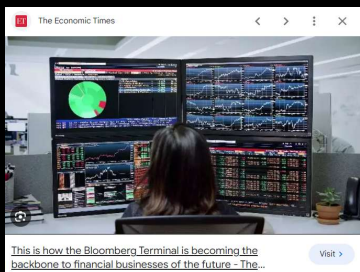


# USA+4 More DMAs – P18+ who Shopped at TRADER JOE'S in the past 7 days!

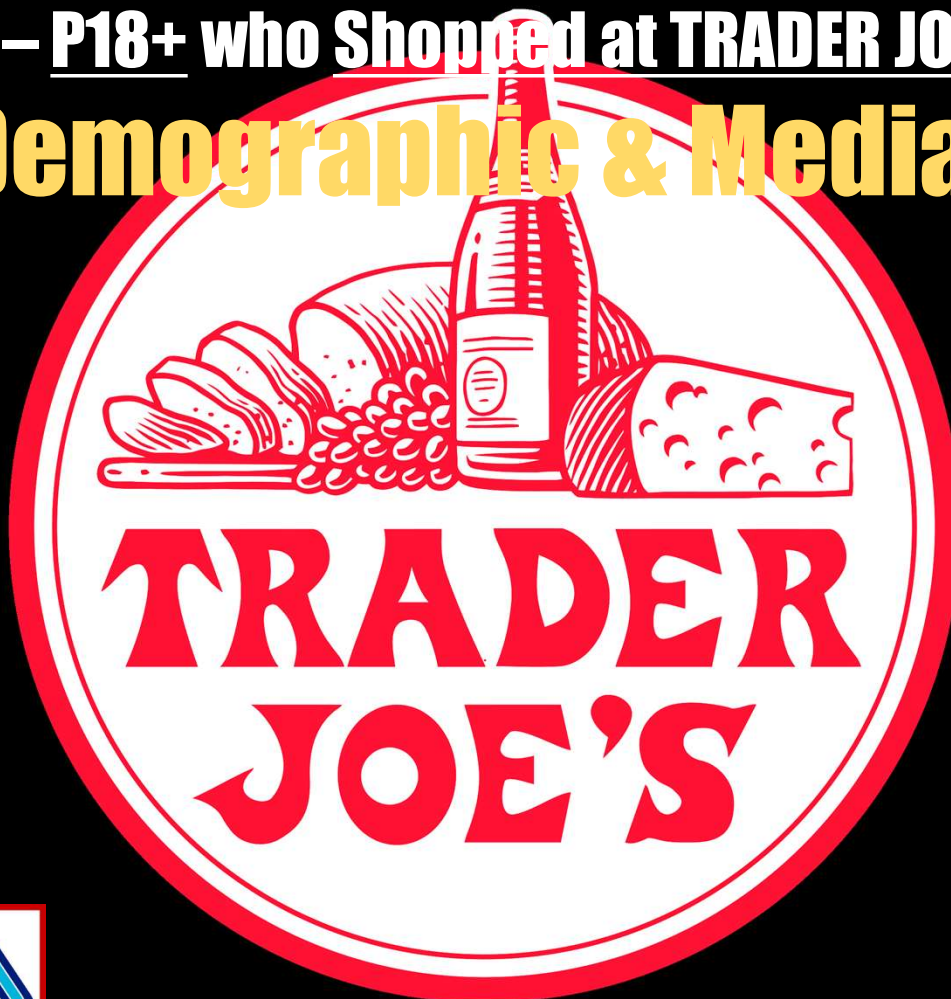
## Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of **USA, MINNEAPOLIS-ST. PAUL, ST. LOUIS, CINCINNATI, and WEST PALM BEACH DMA P18+ who Shopped at TRADER JOE'S in the past 7 days as of August 31, 2025.**



Aldi Nord is wholly owned by the "Markus-Stiftung", the "Jacobus-Stiftung" and the "Lukas-Stiftung" (together 100 %), (so-called "Doppelstiftungsmodell")



### P18+



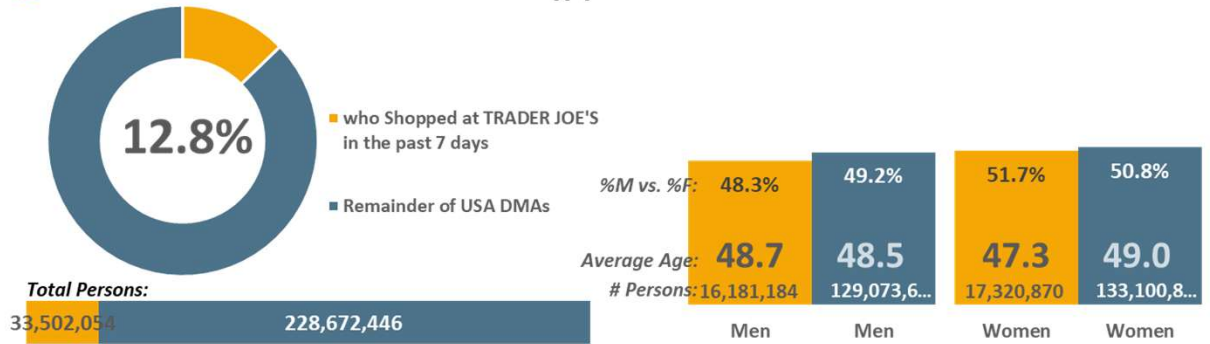
**And, Yes! You ARE Smart Enough to Read a Bloomberg Terminal. So get ready to Learn!**

Grocery stores shopped past 7 days (HHLD): Trader Joe's

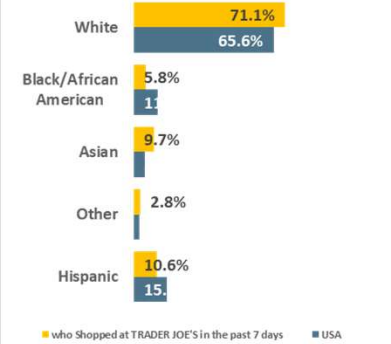


12.8% or 33,502,054 of USA Adults 18 or older Shopped at TRADER JOE'S in the past 7 days.  
Typical Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days are 48. years old (1.5% younger than average) and have a \$129,203 (35.4% higher than average) annual household income.

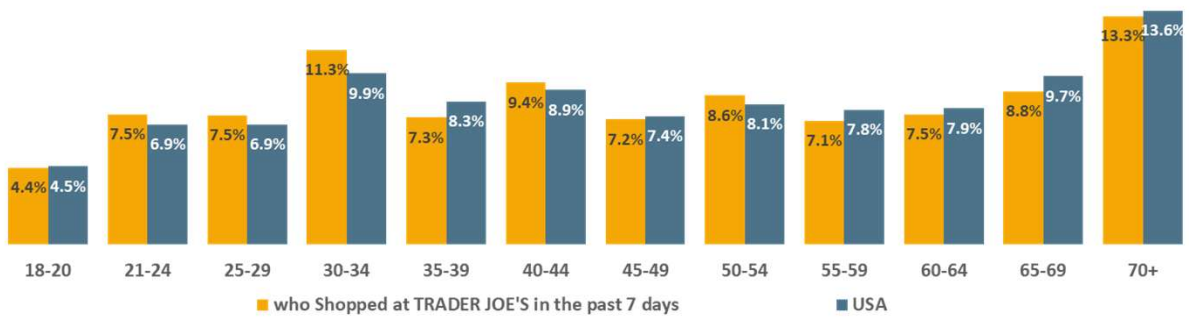
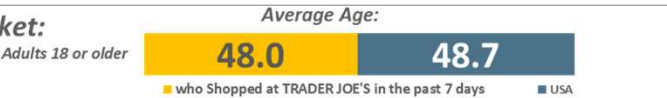
Percent of Market: Adults 18 or older Gender of Target vs. Market: Adults 18 or older



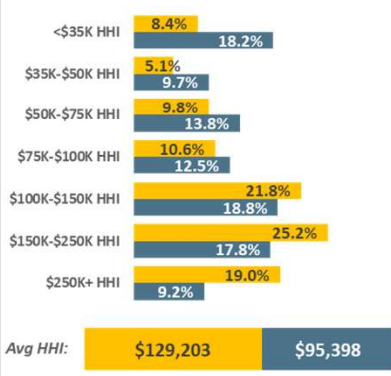
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 3,457  
All Graphs and HBI AI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved. USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

Grocery stores shopped past 7 days (HHLD): Trader Joe's



10.1% or 393,269 of MINNEAPOLIS-ST. PAUL DMA Adults 18 or older Shopped at TRADER JOE'S in the past 7 days. Typical Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days are 48.5 years old (.7% younger than average) and have a \$152,470 (38.3% higher than average) annual household income.

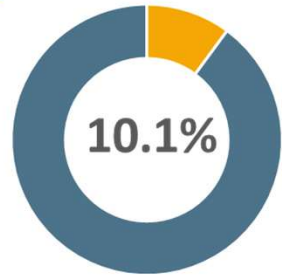


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



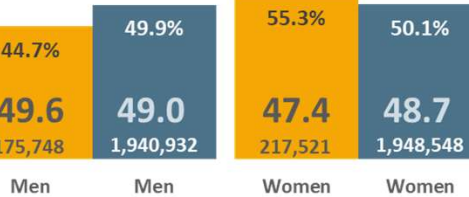
Total Persons:

393,269 3,496,211

%M vs. %F:

Average Age:

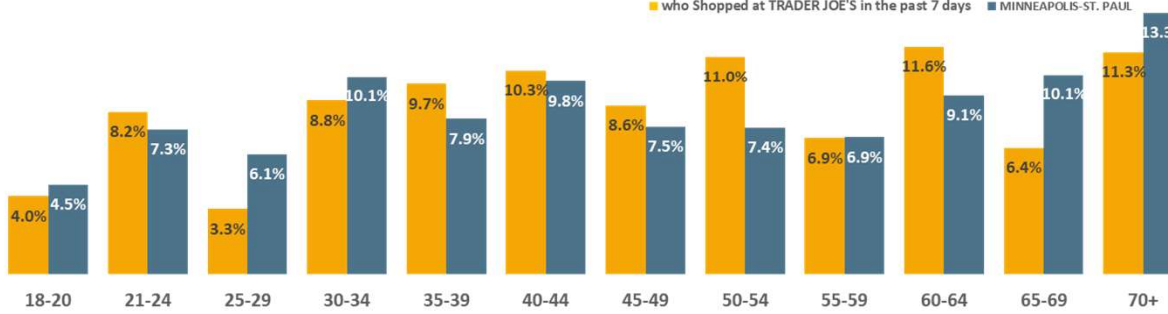
# Persons:



Age Cell Demographics of Target vs. Market:

Average Age:

Adults 18 or older

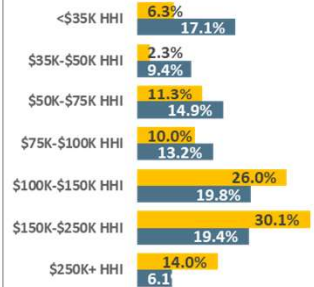


who Shopped at TRADER JOE'S in the past 7 days

MINNEAPOLIS-ST. PAUL

MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 228  
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HHI of Target vs. Market:



Avg HHI:

\$152,470

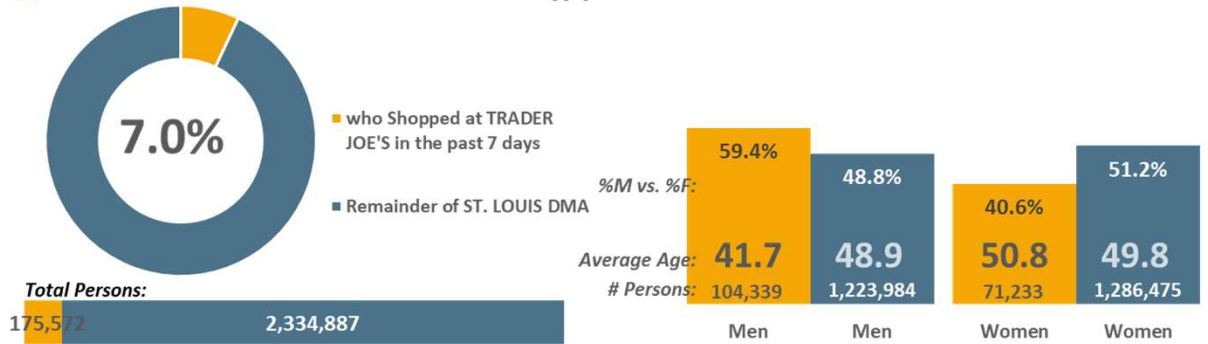
\$110,275

Grocery stores shopped past 7 days (HHLD): Trader Joe's

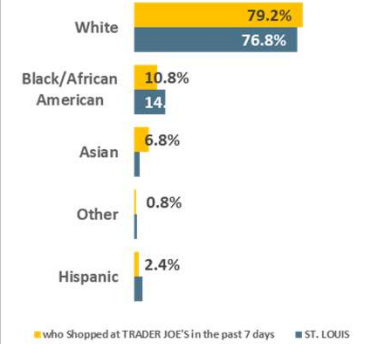


7.7% or 175,572 of ST. LOUIS DMA Adults 18 or older Shopped at TRADER JOE'S in the past 7 days. Typical Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days are 46. years old (6.7% younger than average) and have a \$153,334 (52.7% higher than average) annual household income.

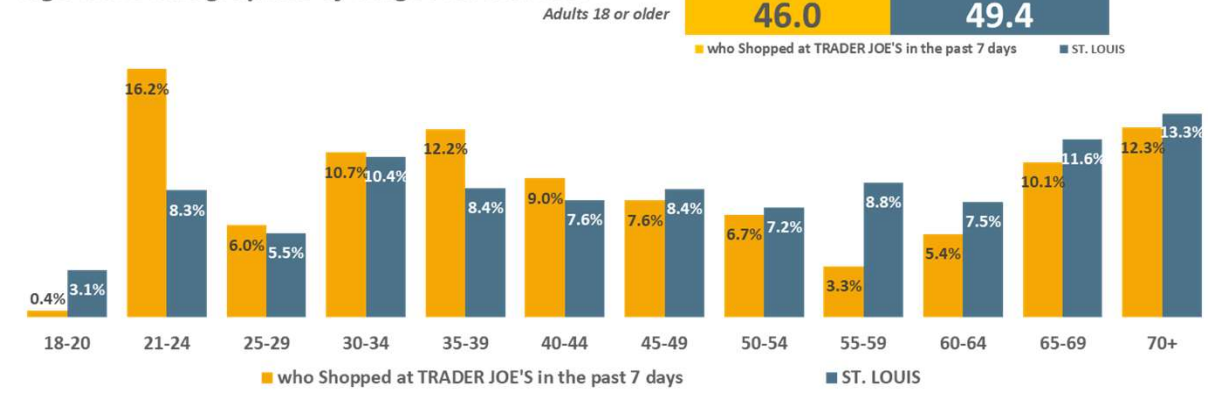
Percent of Market: Adults 18 or older Gender of Target vs. Market: Adults 18 or older



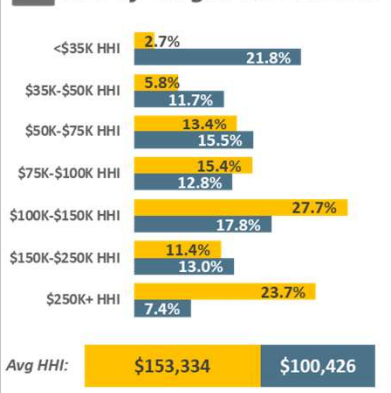
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 169  
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5.6% or 108,109 of CINCINNATI DMA Adults 18 or older Shopped at TRADER JOE'S in the past 7 days. Typical Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days are 47.9 years old (1.5% younger than average) and have a \$160,944 (60.3% higher than average) annual household income.

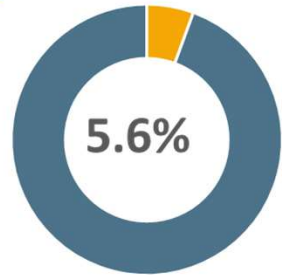


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



Total Persons:

108,109 1,825,375

%M vs. %F:

Average Age:

# Persons:

46.4%

43.6

50,214

49.0%

48.5

947,183

53.6%

52.6

57,895

51.0%

48.8

986,301

Men

Men

Women

Women

Average Age:

Adults 18 or older

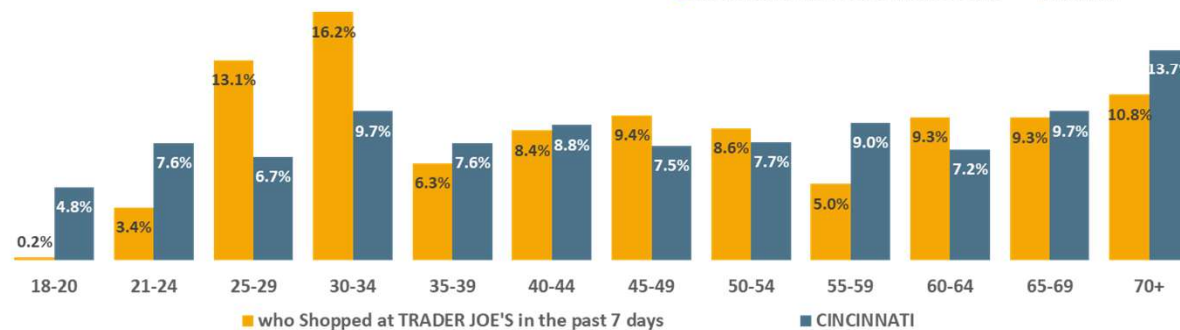
47.9

48.7

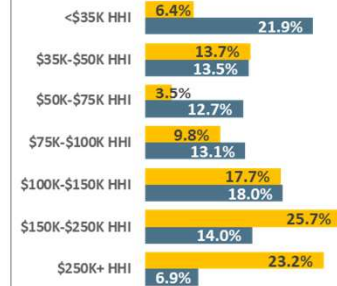
who Shopped at TRADER JOE'S in the past 7 days

CINCINNATI

Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI:

\$160,944

\$100,373



8.7% or 165,810 of WEST PALM BEACH DMA Adults 18 or older Shopped at TRADER JOE'S in the past 7 days. Typical Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days are 52.7 years old (.6% younger than average) and have a \$130,716 (28.5% higher than average) annual household income.

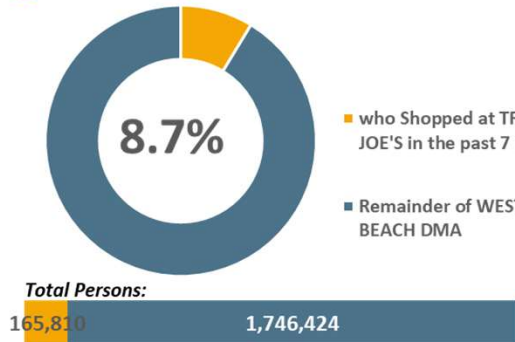


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

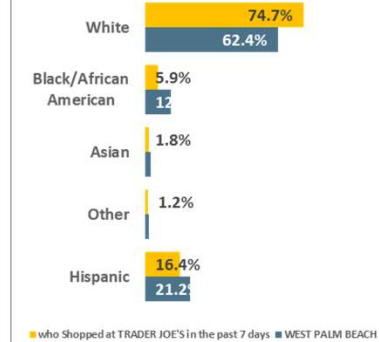
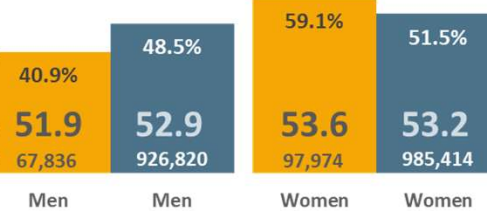
Ethnicity of Target vs. Market:



%M vs. %F:

Average Age:

# Persons:



Age Cell Demographics of Target vs. Market:

Average Age:

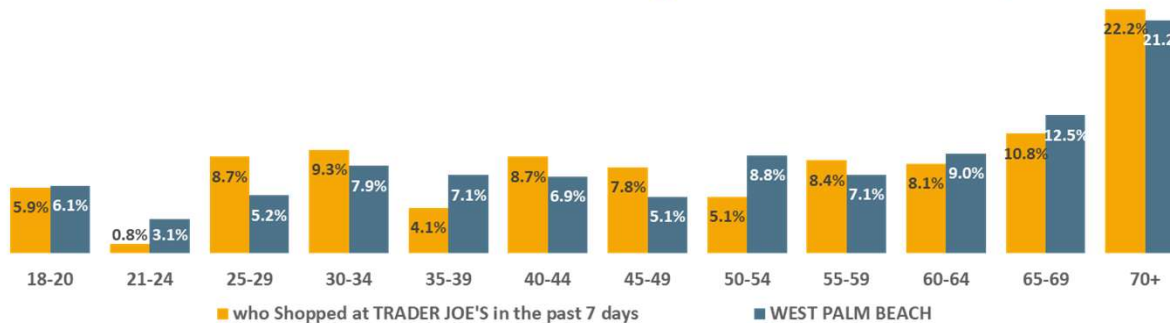
Adults 18 or older

who Shopped at TRADER JOE'S in the past 7 days

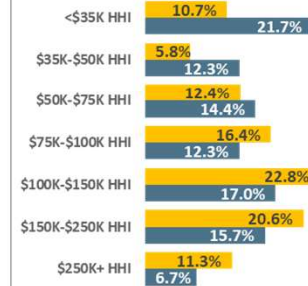
52.7

53.1

WEST PALM BEACH



HHI of Target vs. Market:



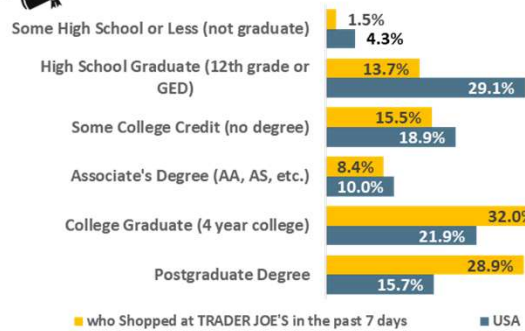
Avg HHI: \$130,716 (who shopped) / \$101,757 (market)



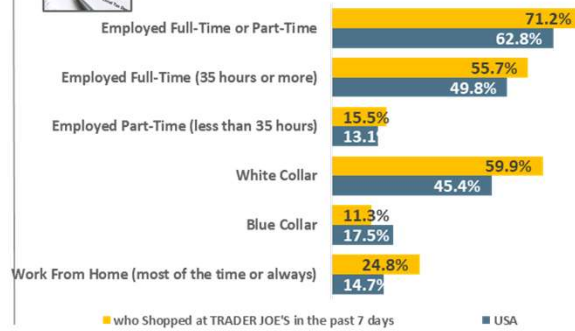
12.8% or 33,502,054 of USA Adults 18 or older Shopped at TRADER JOE'S in the past 7 days. Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days are 61.7% more likely to be a college graduate, 11.8% more likely to work full-time, 13.8% more likely to be married, 10.4% less likely to be a parent of 1 or more children under 18.



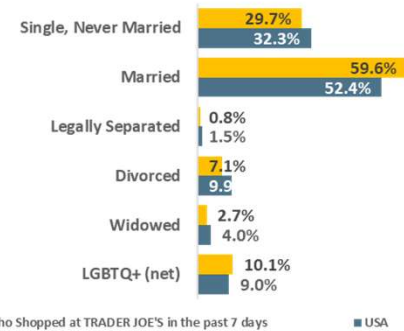
### Education Levels: Adults 18 or older



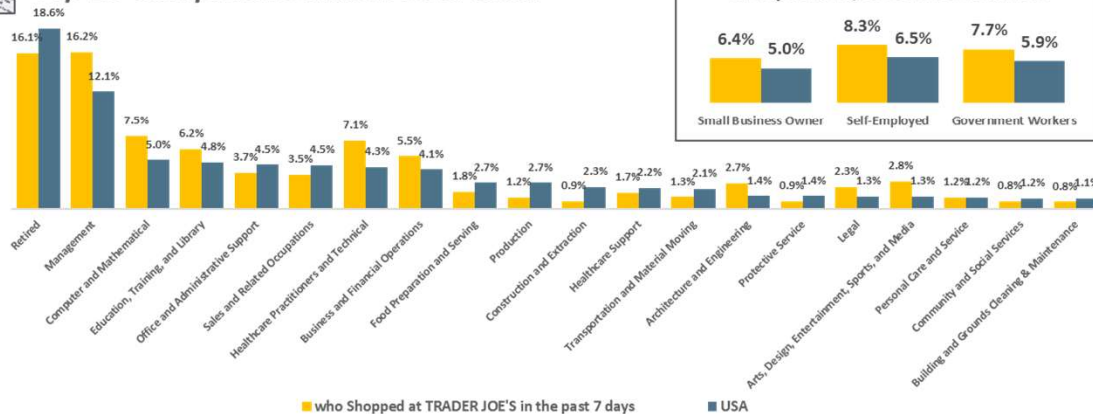
### Employment: Adults 18 or older



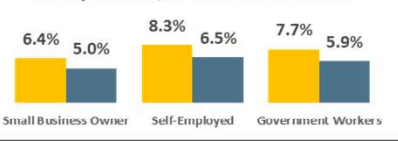
### Marital Status: Adults 18 or older



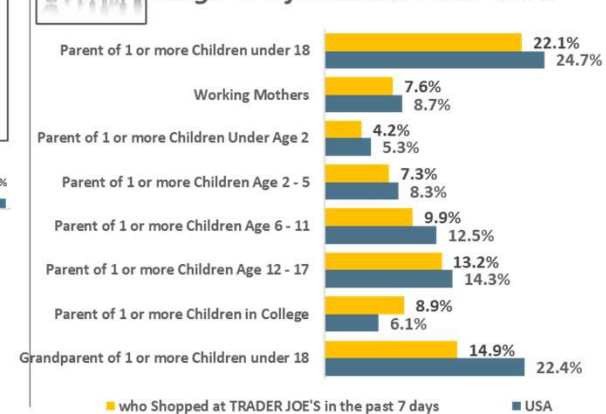
### Top-20 Occupations: Adults 18 or older



### Entrepreneurs/Government Workers



### Stage in Life: Adults 18 or older



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 3,457  
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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

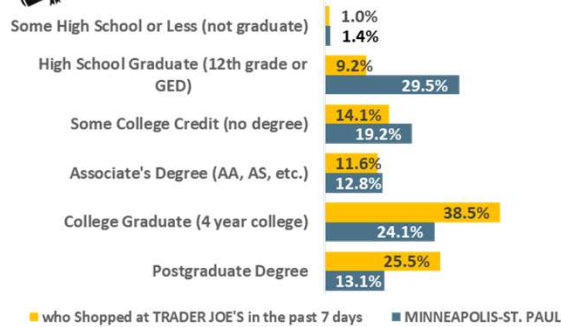
Grocery stores shopped past 7 days (HHLD): Trader Joe's



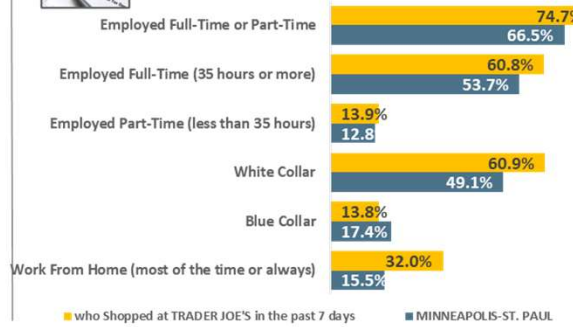
10.1% or 393,269 of MINNEAPOLIS-ST. PAUL DMA Adults 18 or older Shopped at TRADER JOE'S in the past 7...  
Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days are 72.2% more likely to be a college graduate, 13.1% more likely to work full-time, 19.1% more likely to be married, 6.5% less likely to be a parent of 1 or more children under 18.



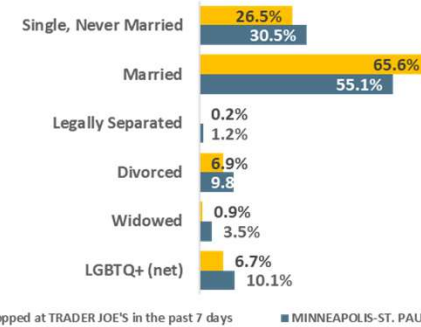
### Education Levels: Adults 18 or older



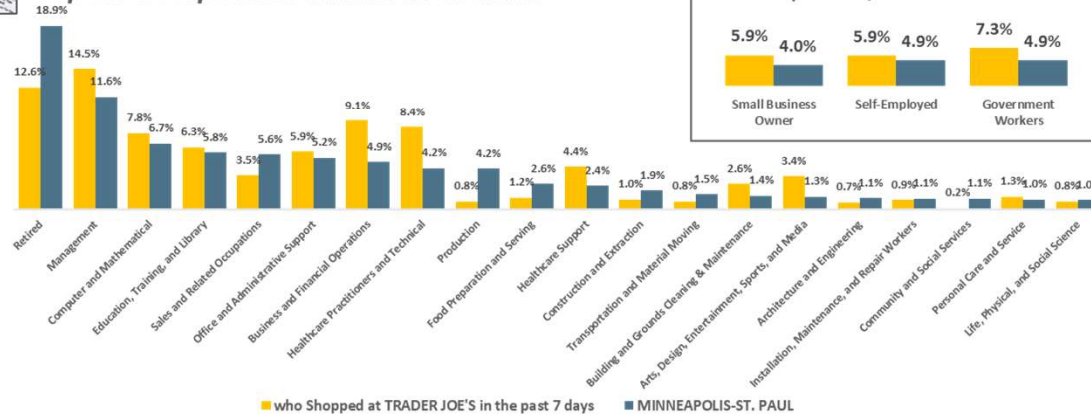
### Employment: Adults 18 or older



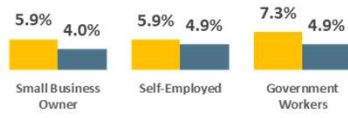
### Marital Status: Adults 18 or older



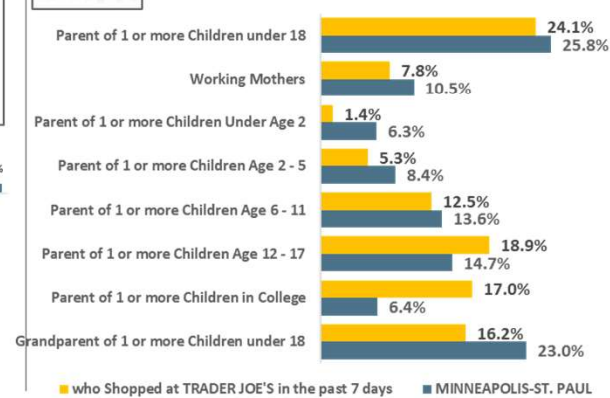
### Top-20 Occupations: Adults 18 or older



### Entrepreneurs/Government Workers



### Stage in Life: Adults 18 or older



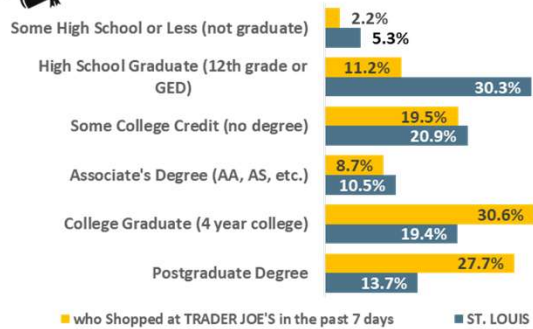




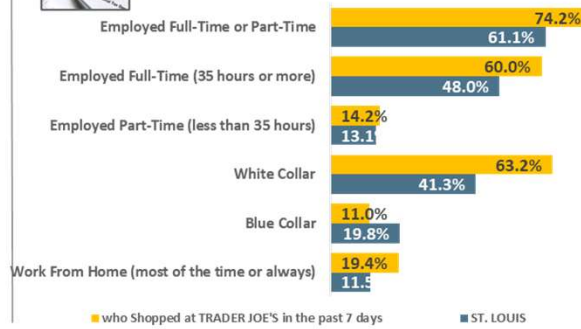
7.7% or 175,572 of ST. LOUIS DMA Adults 18 or older Shopped at TRADER JOE'S in the past 7 days. Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days are 76.4% more likely to be a college graduate, 25.1% more likely to work full-time, 19.7% more likely to be married, 24.9% more likely to be a parent of 1 or more children under 18.



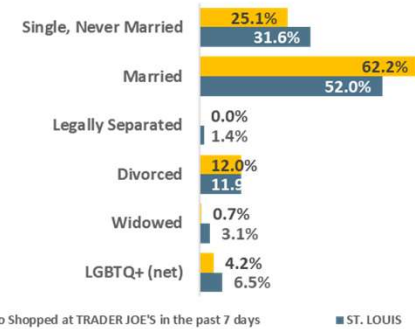
### Education Levels: Adults 18 or older



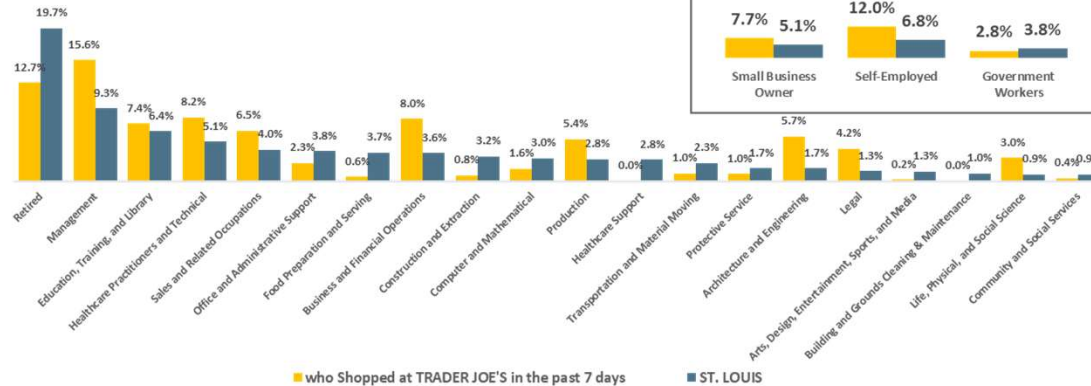
### Employment: Adults 18 or older



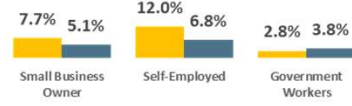
### Marital Status: Adults 18 or older



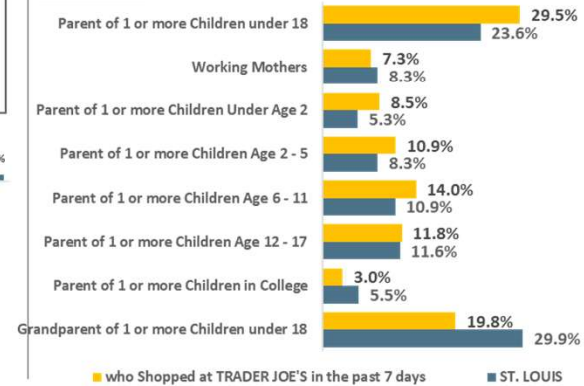
### Top-20 Occupations: Adults 18 or older



### Entrepreneurs/Government Workers



### Stage in Life: Adults 18 or older

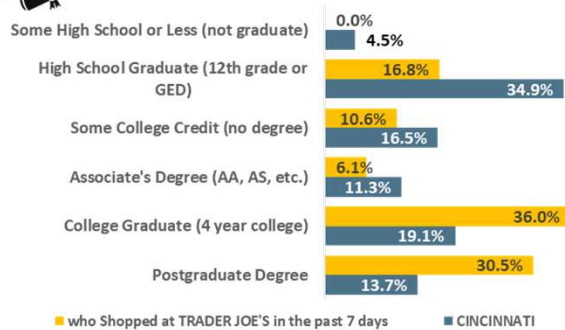




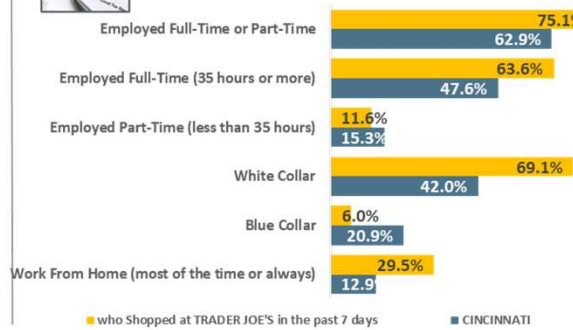
5.6% or 108,109 of CINCINNATI DMA Adults 18 or older Shopped at TRADER JOE'S in the past 7 days. Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days are 103.2% more likely to be a college graduate, 33.5% more likely to work full-time, 36.4% more likely to be married, 42.1% more likely to be a parent of 1 or more children under 18.



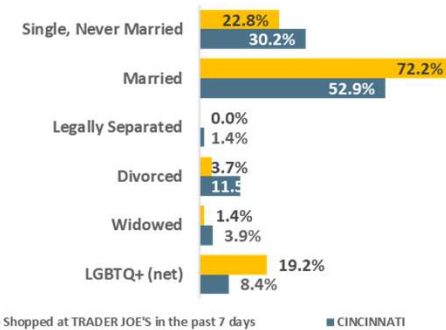
### Education Levels: Adults 18 or older



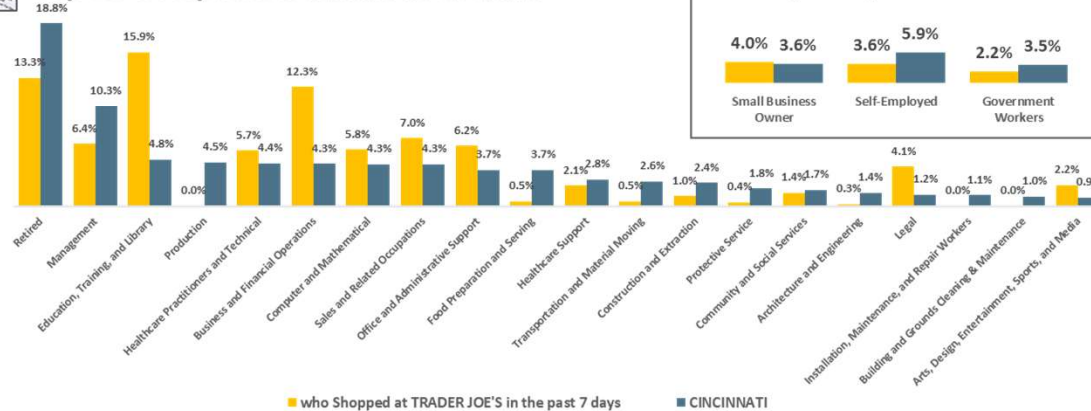
### Employment: Adults 18 or older



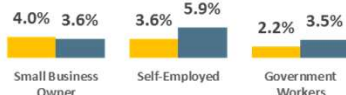
### Marital Status: Adults 18 or older



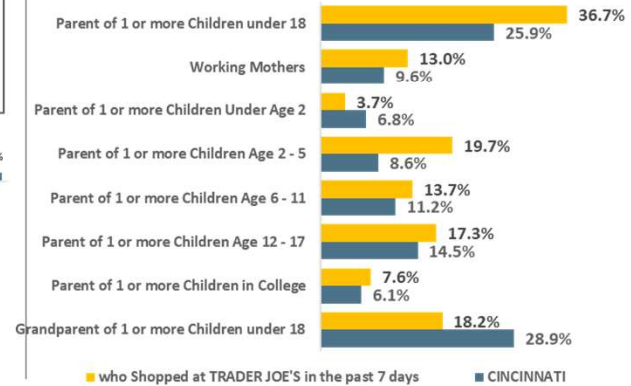
### Top-20 Occupations: Adults 18 or older



### Entrepreneurs/Government Workers



### Stage in Life: Adults 18 or older

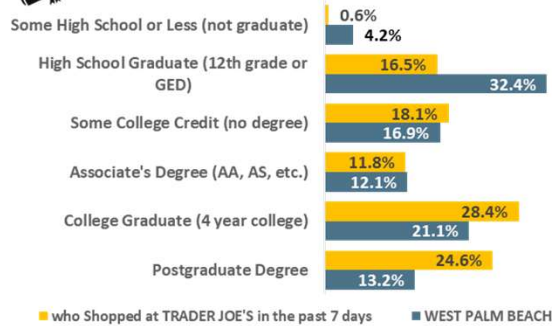




8.7% or 165,810 of WEST PALM BEACH DMA Adults 18 or older Shopped at TRADER JOE'S in the past 7 days. Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days are 54.4% more likely to be a college graduate, 11.2% more likely to work full-time, 32.2% more likely to be married, 18.6% more likely to be a parent of 1 or more children under 18.



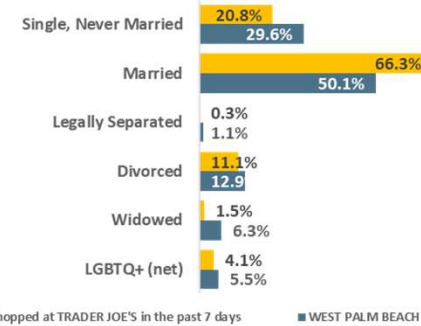
### Education Levels: Adults 18 or older



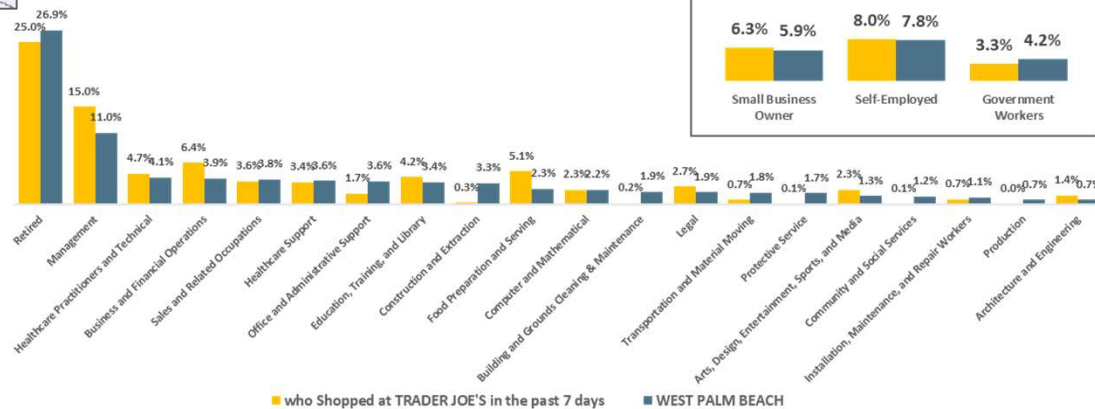
### Employment: Adults 18 or older



### Marital Status: Adults 18 or older



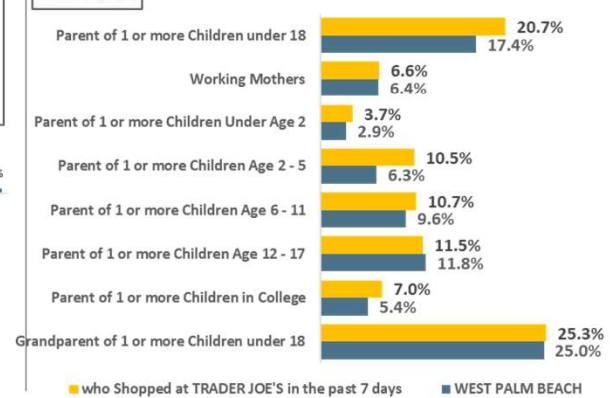
### Top-20 Occupations: Adults 18 or older



#### Entrepreneurs/Government Workers



### Stage in Life: Adults 18 or older



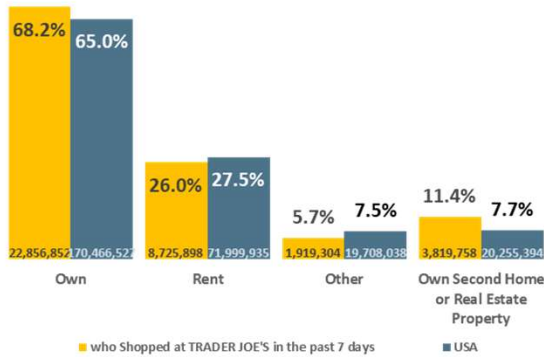


# USA

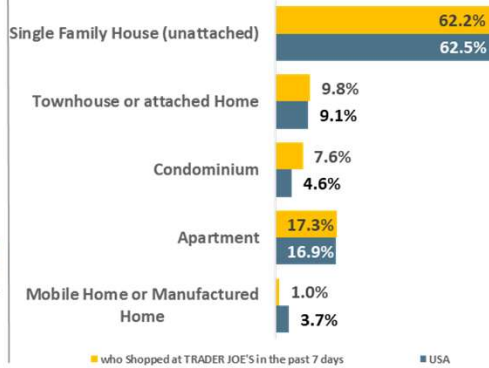
12.8% or 33,502,054 of USA Adults 18 or older Shopped at TRADER JOE'S in the past 7 days. Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days are 4.9% more likely to own their home, 64.9% more likely to own a higher valued home, .5% less likely to have a single-family home, 2.9% more likely to have a dog.



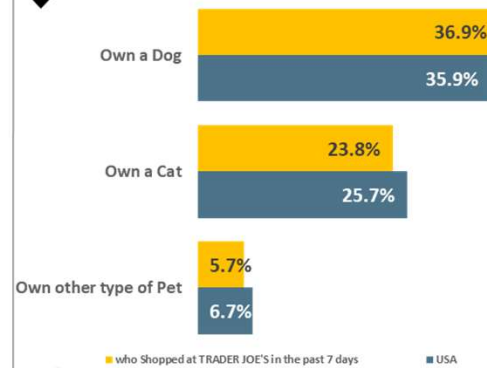
## Own/Rent/Other: Adults 18 or older



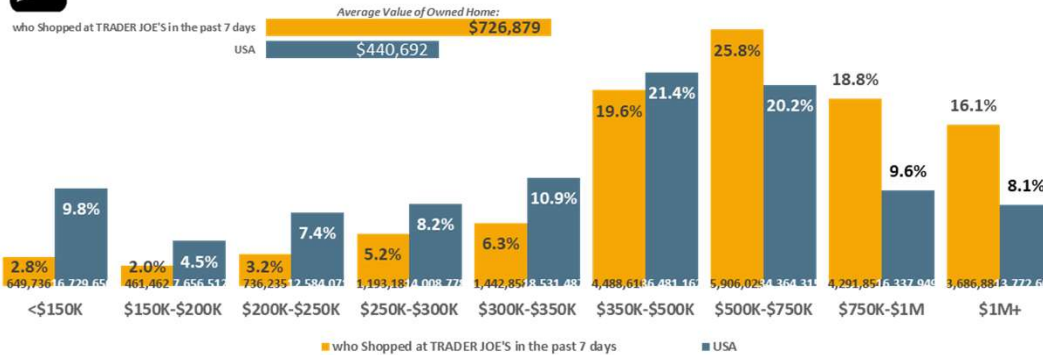
## Type of Home: Adults 18 or older



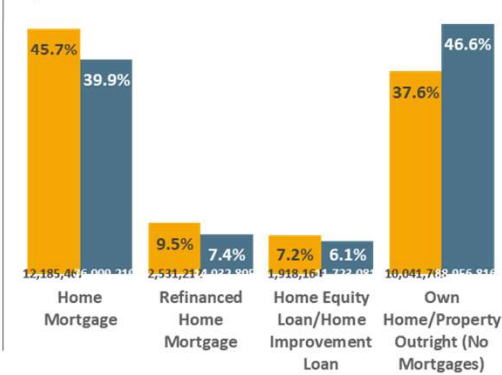
## Pets in Home: Adults 18 or older



## Value of Owned Home: Adults 18 or older



## Home Loans: Adults 18 or older



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 3,457  
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Grocery stores shopped past 7 days (HHLD): Trader Joe's



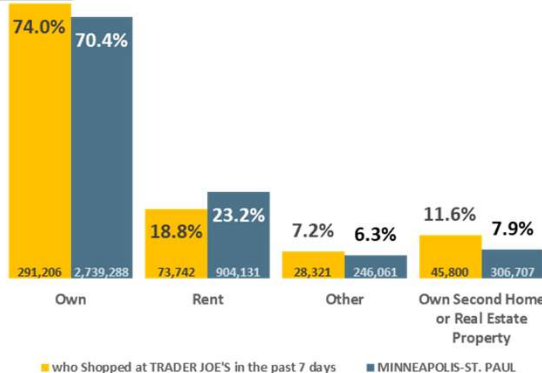


# MSP

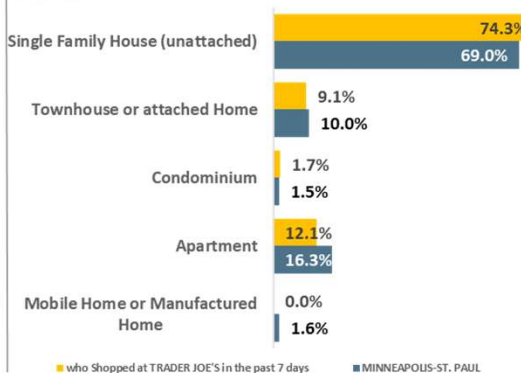
10.1% or 393,269 of MINNEAPOLIS-ST. PAUL DMA Adults 18 or older Shopped at TRADER JOE'S in the past 7...  
Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days are 5.1% more likely to own their home, 16.9% more likely to own a higher valued home, 7.8% more likely to have a single-family home, 15.1% more likely to have a dog.



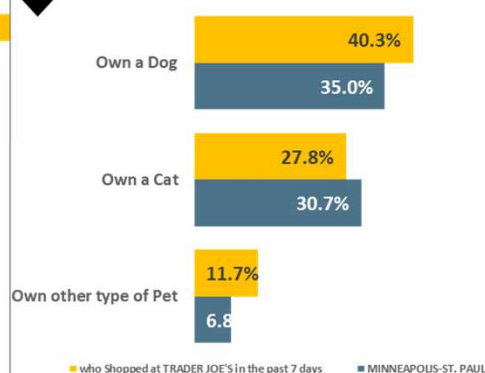
## Own/Rent/Other: Adults 18 or older



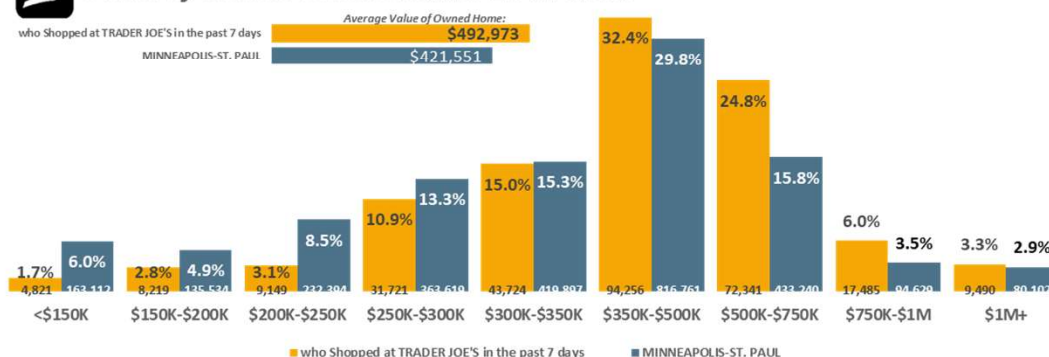
## Type of Home: Adults 18 or older



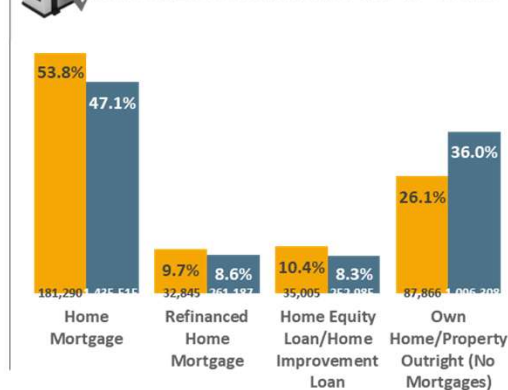
## Pets in Home: Adults 18 or older



## Value of Owned Home: Adults 18 or older



## Home Loans: Adults 18 or older



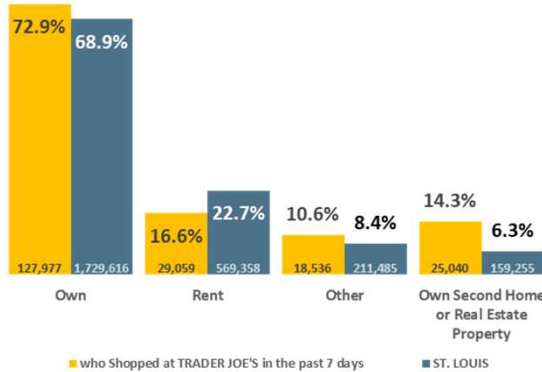


# STL

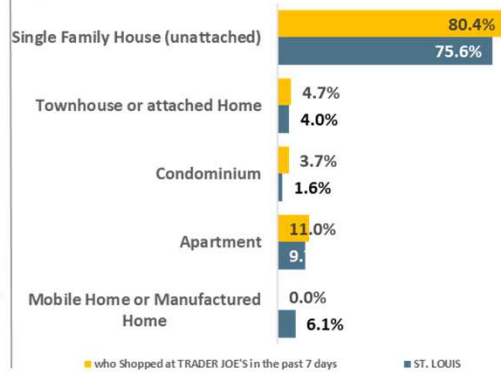
7.7% or 175,572 of ST. LOUIS DMA Adults 18 or older Shopped at TRADER JOE'S in the past 7 days. Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days are 5.8% more likely to own their home, 43.5% more likely to own a higher valued home, 6.4% more likely to have a single-family home, 10.6% more likely to have a dog.



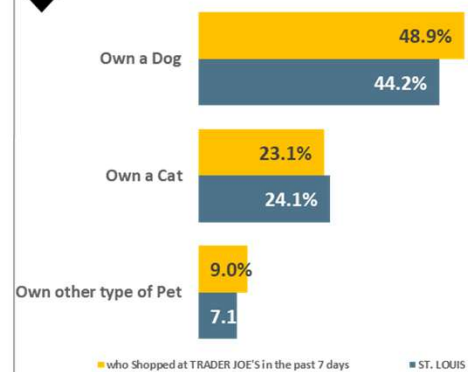
## Own/Rent/Other: Adults 18 or older



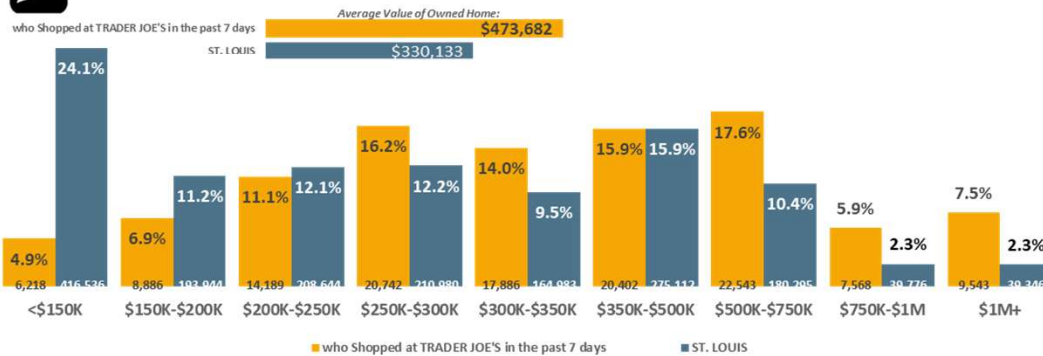
## Type of Home: Adults 18 or older



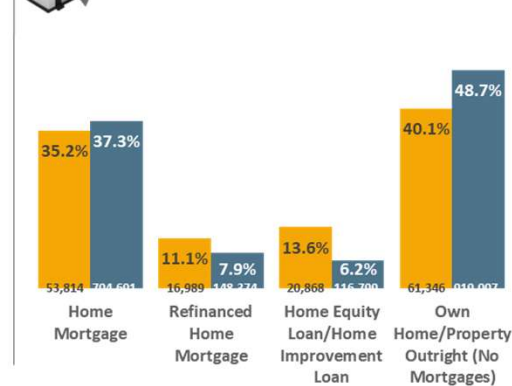
## Pets in Home: Adults 18 or older



## Value of Owned Home: Adults 18 or older



## Home Loans: Adults 18 or older



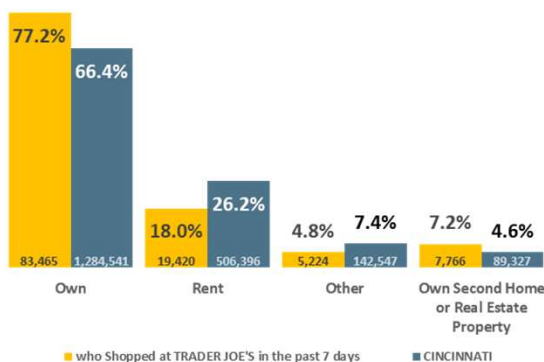


# CIN

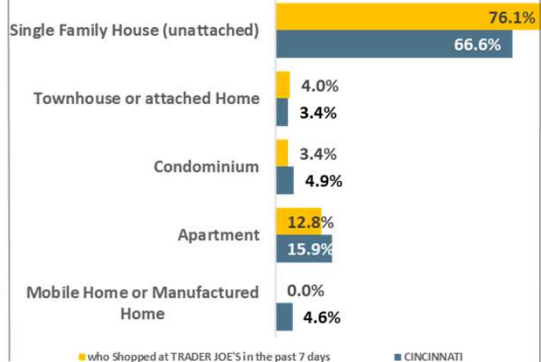
5.6% or 108,109 of CINCINNATI DMA Adults 18 or older Shopped at TRADER JOE'S in the past 7 days. Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days are 16.2% more likely to own their home, 48.6% more likely to own a higher valued home, 14.4% more likely to have a single-family home, 49.3% more likely to have a dog.



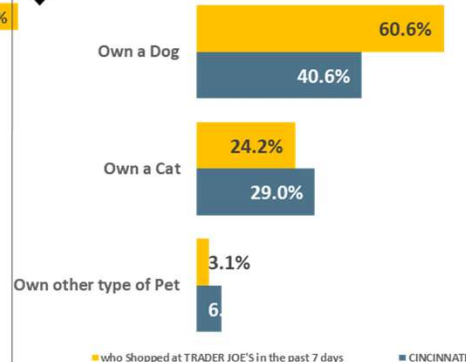
## Own/Rent/Other: Adults 18 or older



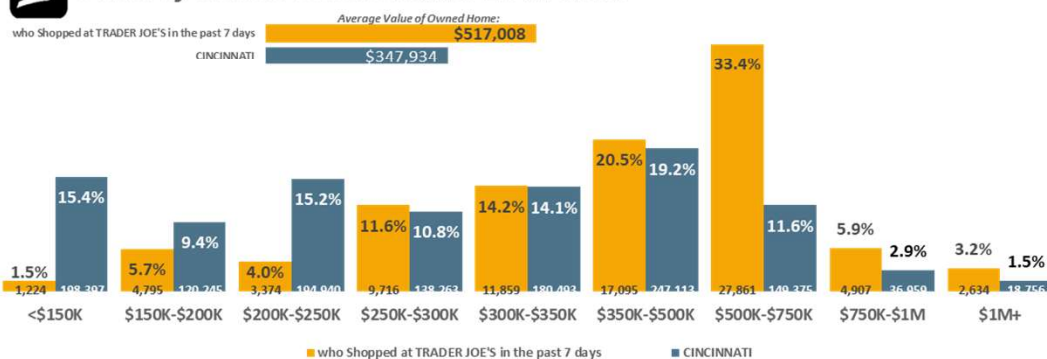
## Type of Home: Adults 18 or older



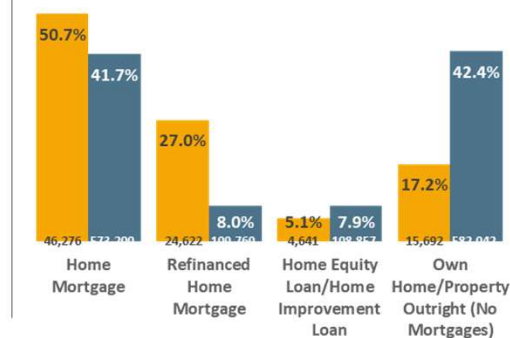
## Pets in Home: Adults 18 or older



## Value of Owned Home: Adults 18 or older



## Home Loans: Adults 18 or older



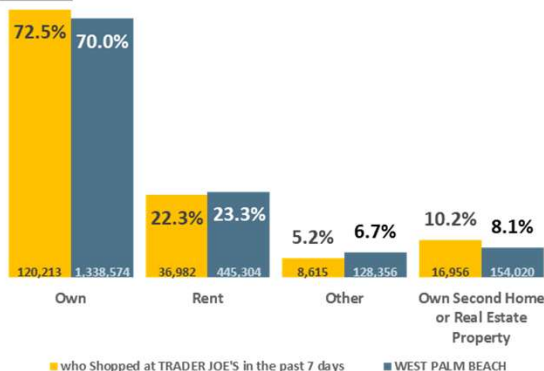


# WPB

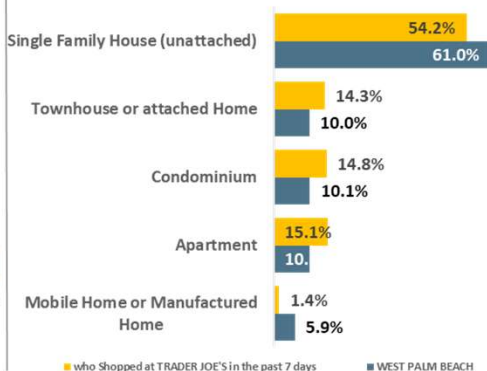
8.7% or 165,810 of WEST PALM BEACH DMA Adults 18 or older Shopped at TRADER JOE'S in the past 7 days. Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days are 3.6% more likely to own their home, 25.8% more likely to own a higher valued home, 11.2% less likely to have a single-family home, 31.5% more likely to have a dog.



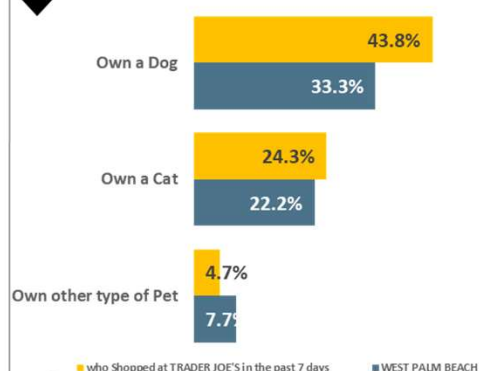
## Own/Rent/Other: Adults 18 or older



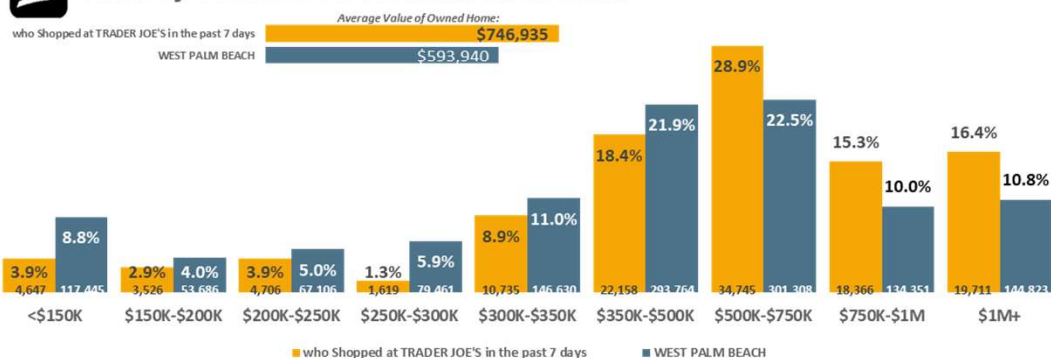
## Type of Home: Adults 18 or older



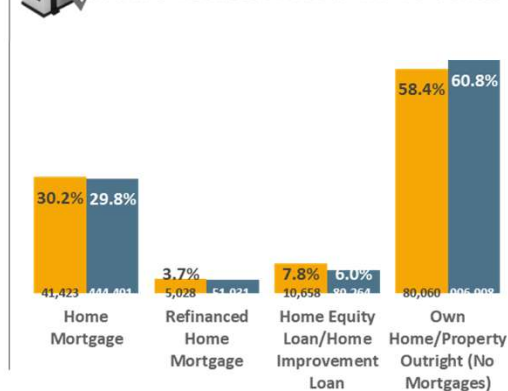
## Pets in Home: Adults 18 or older



## Value of Owned Home: Adults 18 or older



## Home Loans: Adults 18 or older



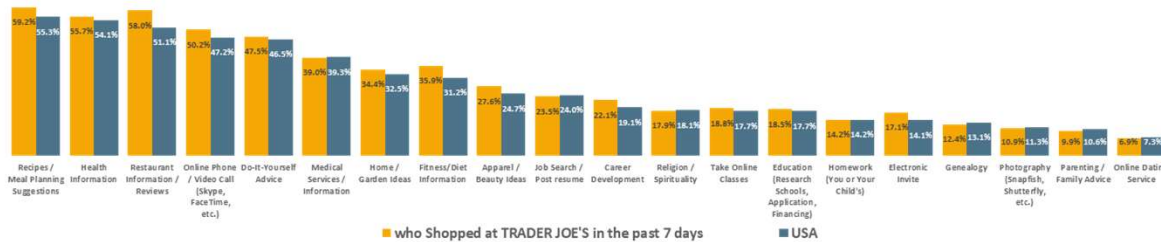




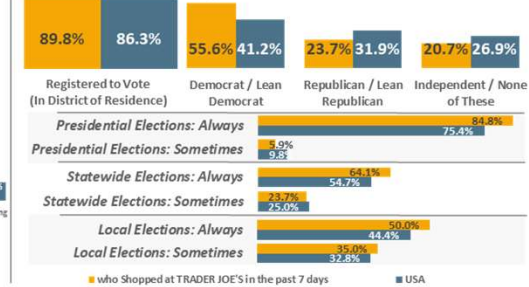
12.8% or 33,502,054 of USA Adults 18 or older Shopped at TRADER JOE'S in the past 7 days.  
 Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days are 2.2% more likely to look up D-I-Y advice online, 12.8% more likely to always vote in local elections, 56.5% more likely to belong to a gym, 34.6% more likely to fly domestic past yr.



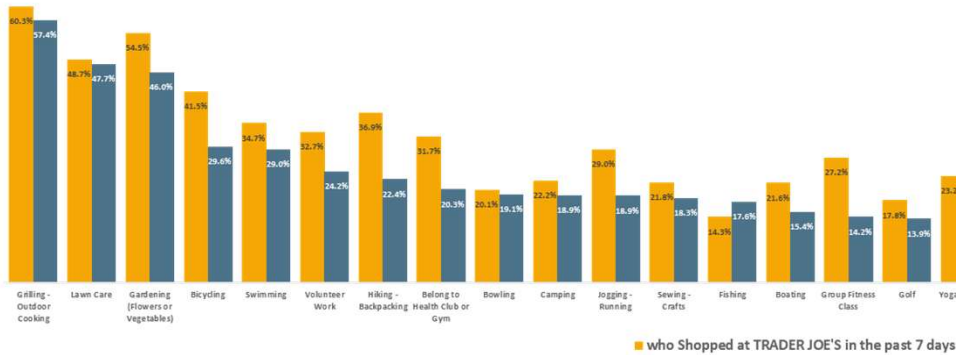
### Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



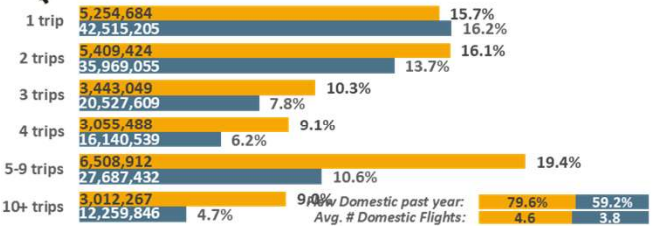
### Political Activity: Adults 18 or older



### Top-30 past 12-months Active Lifestyle Activities: Adults 18 or older



### Past 12-months Domestic Airline Trips: Adults 18 or older



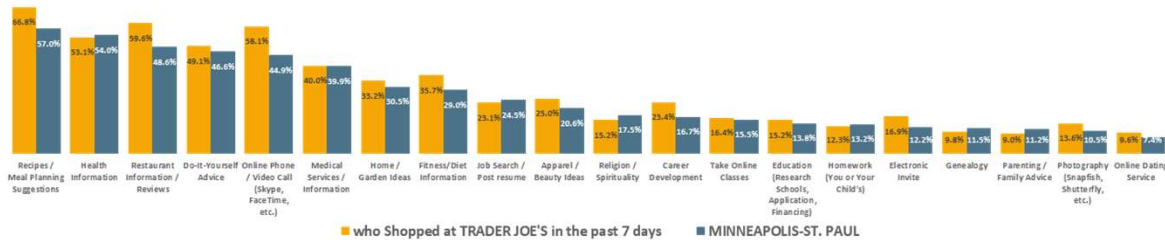
Domestic past year: 79.6%  
 Avg. # Domestic Flights: 4.6



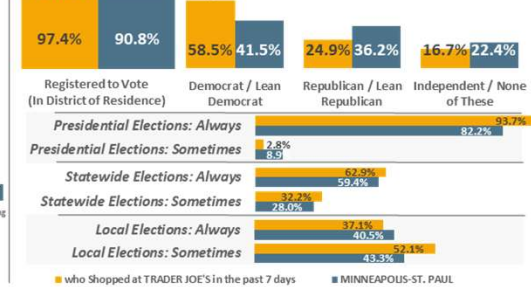
10.1% or 393,269 of MINNEAPOLIS-ST. PAUL DMA Adults 18 or older Shopped at TRADER JOE'S in the past 7... Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days are 5.5% more likely to look up D-I-Y advice online, 8.2% less likely to always vote in local elections, 76.7% more likely to belong to a gym, 39.4% more likely to fly domestic past yr.



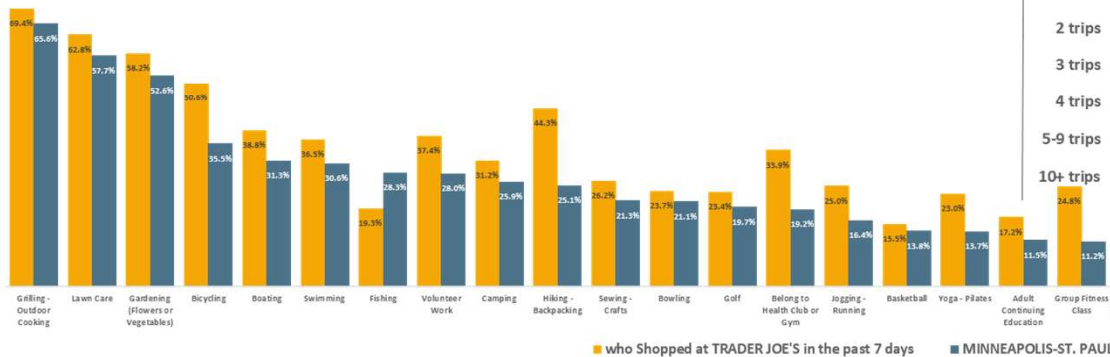
### Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



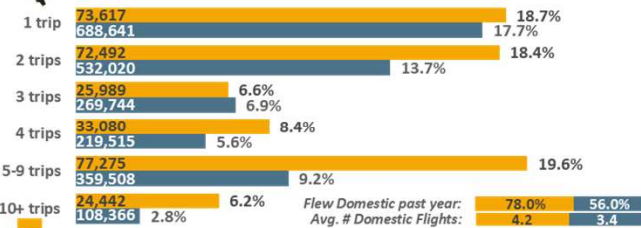
### Political Activity: Adults 18 or older



### Top-30 past 12-months Active Lifestyle Activities: Adults 18 or older



### Past 12-months Domestic Airline Trips: Adults 18 or older





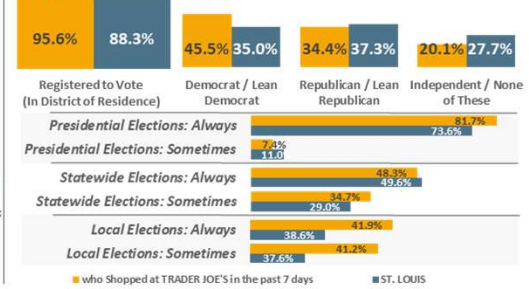
7.7% or 175,572 of ST. LOUIS DMA Adults 18 or older Shopped at TRADER JOE'S in the past 7 days. Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days are 5.2% less likely to look up D-I-Y advice online, 8.4% more likely to always vote in local elections, 102.4% more likely to belong to a gym, 61.3% more likely to fly domestic past yr.



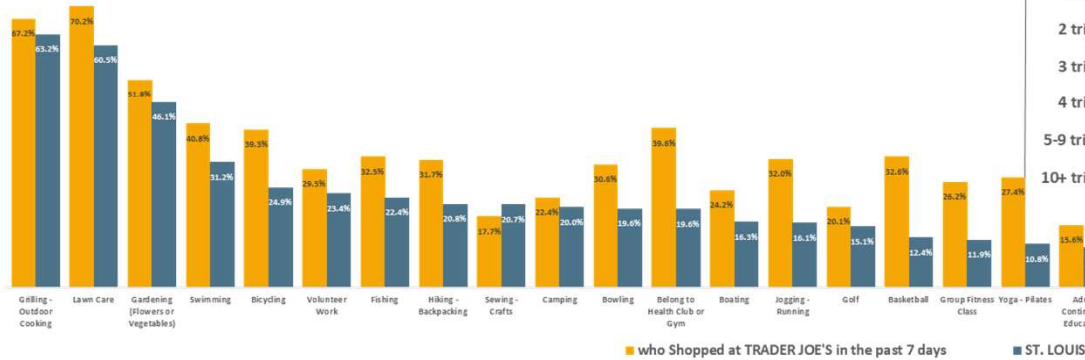
### Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



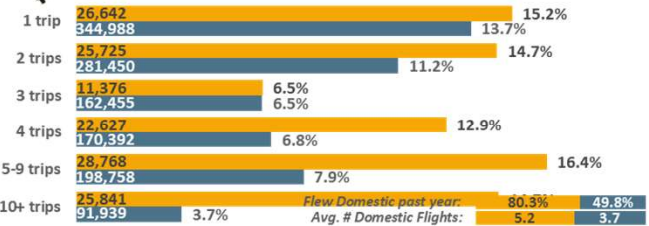
### Political Activity: Adults 18 or older



### Top-30 past 12-months Active Lifestyle Activities: Adults 18 or older



### Past 12-months Domestic Airline Trips: Adults 18 or older

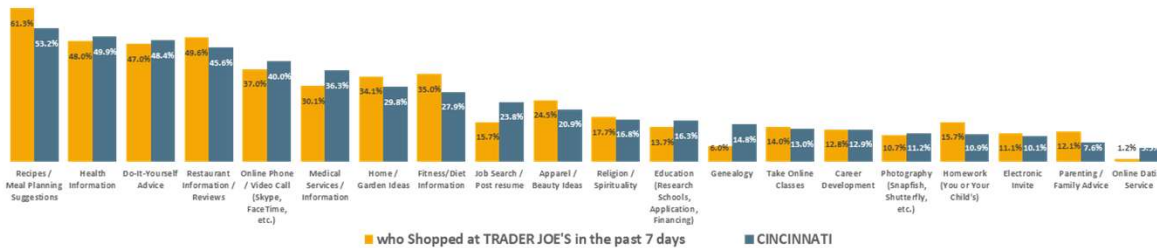




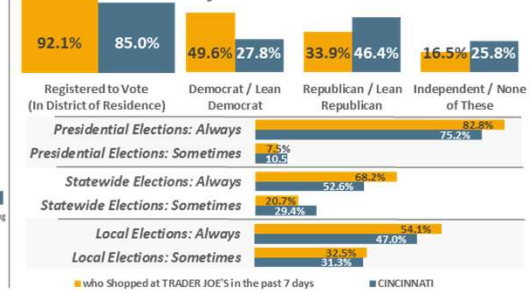
5.6% or 108,109 of CINCINNATI DMA Adults 18 or older Shopped at TRADER JOE'S in the past 7 days. Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days are 3.% less likely to look up D-I-Y advice online, 15.1% more likely to always vote in local elections, 89.7% more likely to belong to a gym, 50.3% more likely to fly domestic past yr.



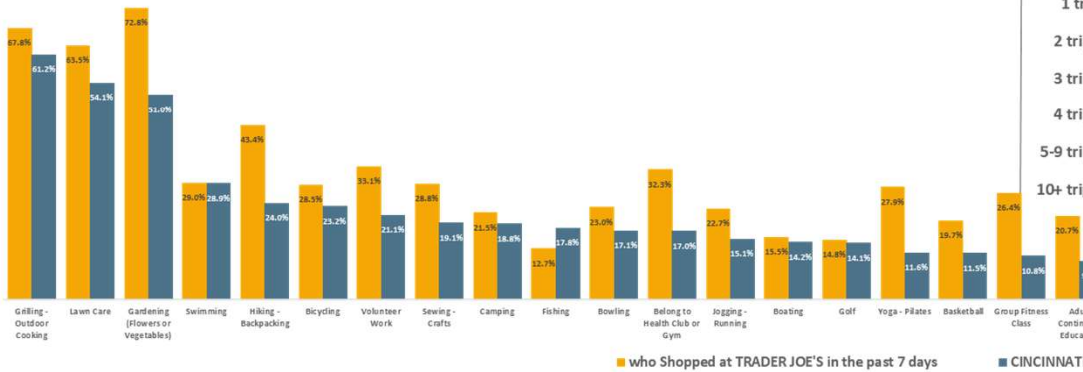
### Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



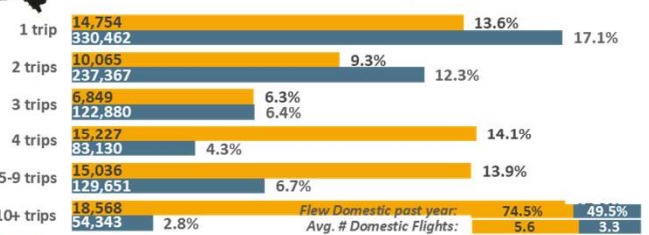
### Political Activity: Adults 18 or older



### Top-30 past 12-months Active Lifestyle Activities: Adults 18 or older



### Past 12-months Domestic Airline Trips: Adults 18 or older



Flew Domestic past year: 74.5%  
Avg. # Domestic Flights: 5.6





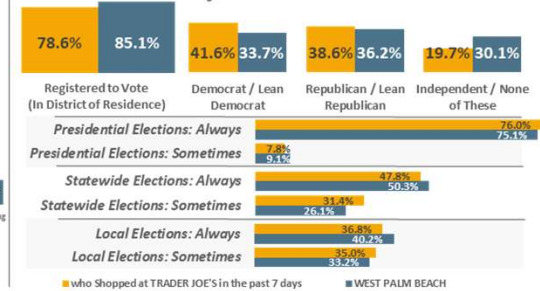
8.7% or 165,810 of WEST PALM BEACH DMA Adults 18 or older Shopped at TRADER JOE'S in the past 7 days. Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days are 5.3% more likely to look up D-I-Y advice online, 8.4% less likely to always vote in local elections, 59.9% more likely to belong to a gym, 40.7% more likely to fly domestic past yr.



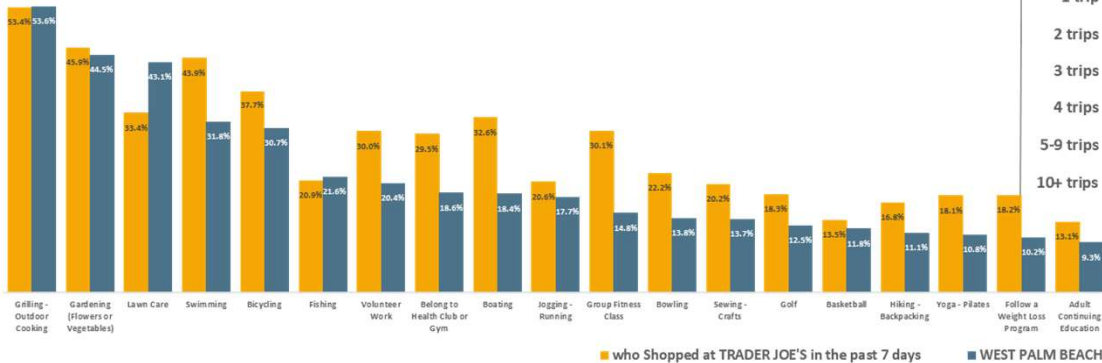
### Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



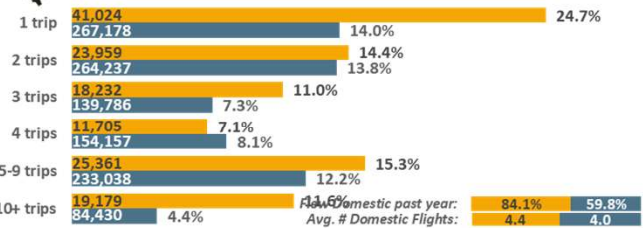
### Political Activity: Adults 18 or older



### Top-30 past 12-months Active Lifestyle Activities: Adults 18 or older



### Past 12-months Domestic Airline Trips: Adults 18 or older

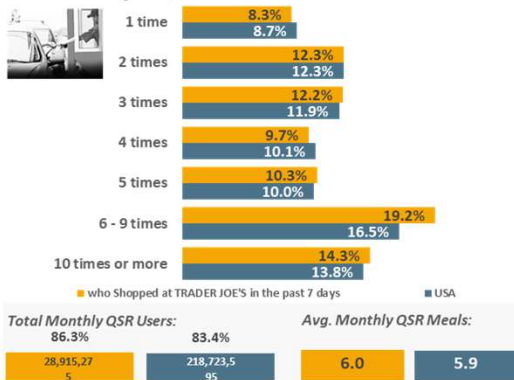


Domestic past year: 84.1% vs 59.8%  
Avg. # Domestic Flights: 4.4 vs 4.0

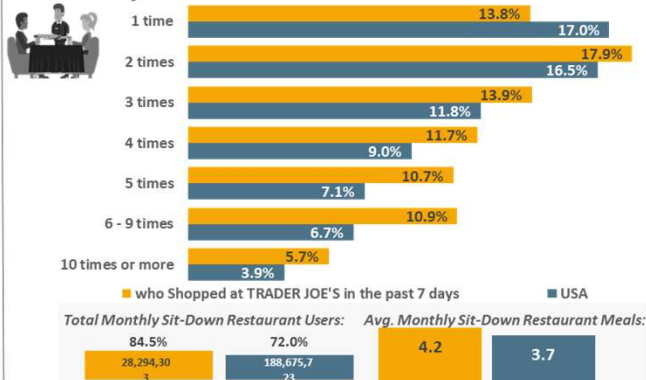


12.8% or 33,502,054 of USA Adults 18 or older Shopped at TRADER JOE'S in the past 7 days. Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days are 3.5% more likely to use QSRs past mo., 17.4% more likely to use Sit-Down Restaurants past mo., 10.% less likely to use Casinos past yr., 56.9% less likely to smoke cigarettes.

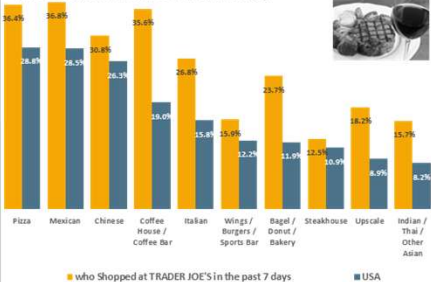
### Past 30-days QSR Users: Adults 18 or older



### Past 30-days Sit-Down Restaurant Users: Adults 18 or older



### Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)

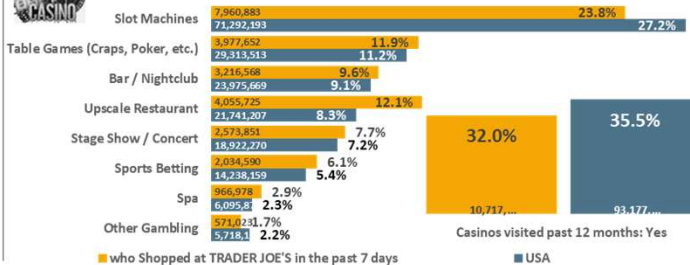


**Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)**  
who Shopped at TRADER JOE'S in the past 7 days: 8,268,956 (24.7%)  
USA: 3,364,512 (19.5%)

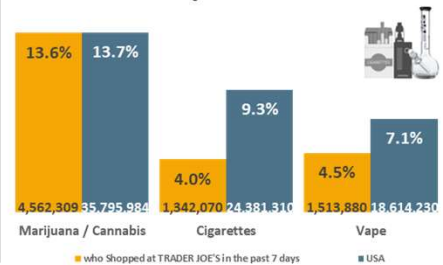
### Drank Past 30-days: Adults 18 or older



### Past 12 months Casino Activities: Adults 18 or older



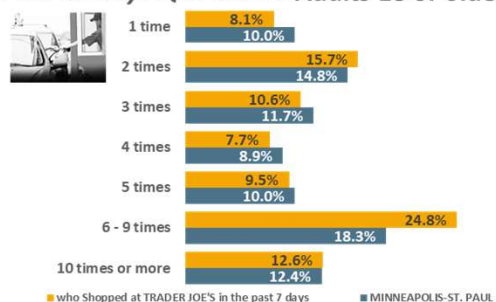
### Used Past 30-days: Adults 18 or older



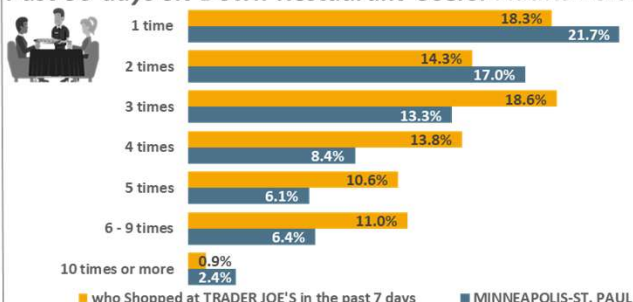


10.1% or 393,269 of MINNEAPOLIS-ST. PAUL DMA Adults 18 or older Shopped at TRADER JOE'S in the past 7 days. Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days are 3.1% more likely to use QSRs past mo., 16.3% more likely to use Sit-Down Restaurants past mo., 9.3% less likely to use Casinos past yr., 75.9% less likely to smoke cigarettes.

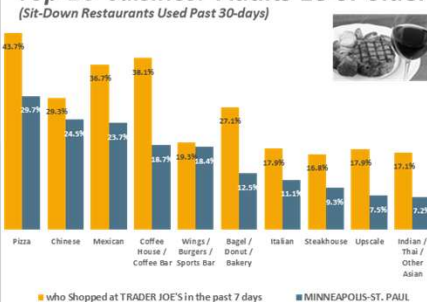
### Past 30-days QSR Users: Adults 18 or older



### Past 30-days Sit-Down Restaurant Users: Adults 18 or older



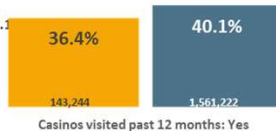
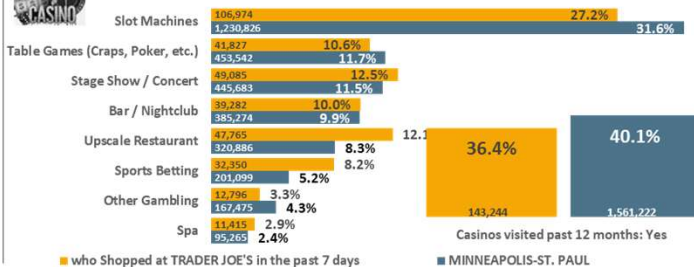
### Top-10 Cuisines: Adults 18 or older



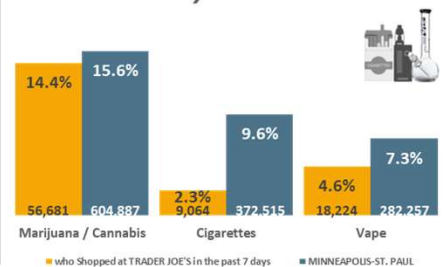
### Drank Past 30-days: Adults 18 or older



### Past 12 months Casino Activities: Adults 18 or older



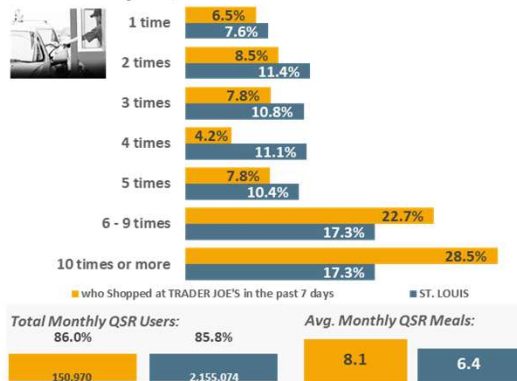
### Used Past 30-days: Adults 18 or older





7.7% or 175,572 of ST. LOUIS DMA Adults 18 or older Shopped at TRADER JOE'S in the past 7 days. Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days are .2% more likely to use QSRs past mo., 14.5% more likely to use Sit-Down Restaurants past mo., 9.2% less likely to use Casinos past yr., 61.1% less likely to smoke cigarettes.

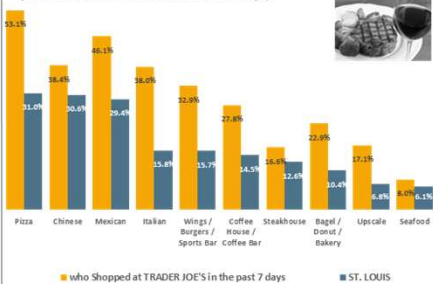
### Past 30-days QSR Users: Adults 18 or older



### Past 30-days Sit-Down Restaurant Users: Adults 18 or older

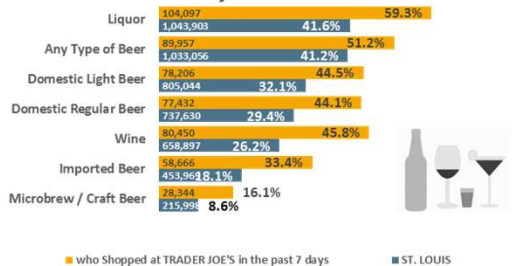


### Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)

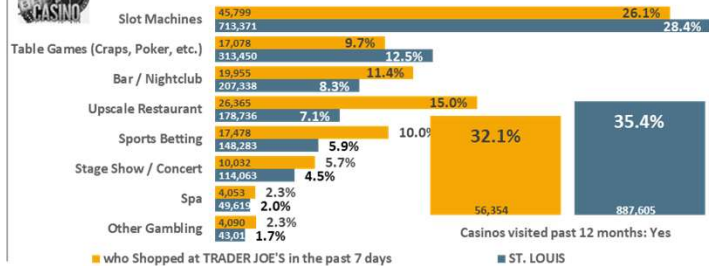


Used Restaurant Delivery Service Past 30-days (GrubHub, Uber Eats, etc.)  
who Shopped at TRADER JOE'S in the past 7 days: 54,114 (30.8%)  
ST. LOUIS: 451,148 (18.0%)

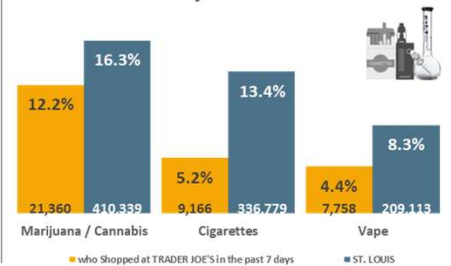
### Drank Past 30-days: Adults 18 or older



### Past 12 months Casino Activities: Adults 18 or older



### Used Past 30-days: Adults 18 or older

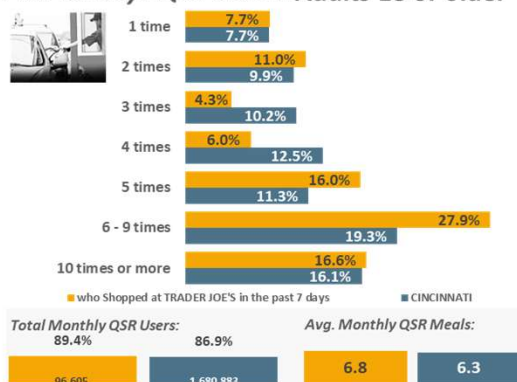




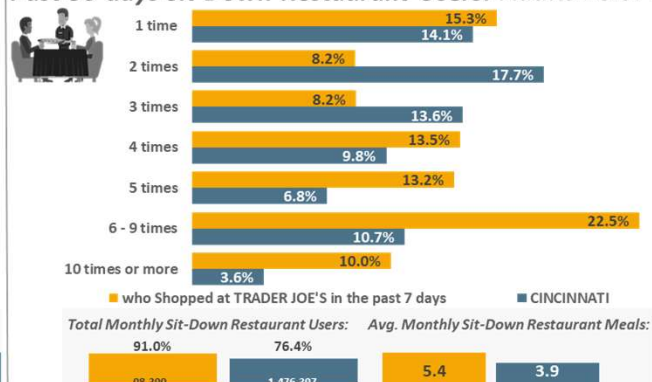


5.6% or 108,109 of CINCINNATI DMA Adults 18 or older Shopped at TRADER JOE'S in the past 7 days. Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days are 2.8% more likely to use QSRs past mo., 19.2% more likely to use Sit-Down Restaurants past mo., 16.3% more likely to use Casinos past yr., 84.9% less likely to smoke cigarettes.

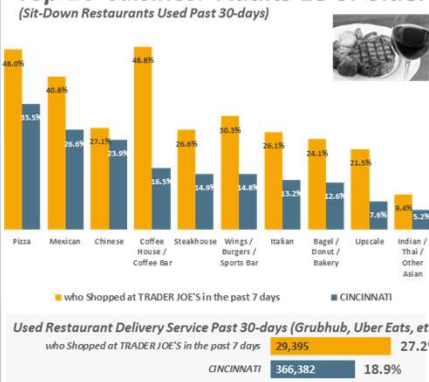
### Past 30-days QSR Users: Adults 18 or older



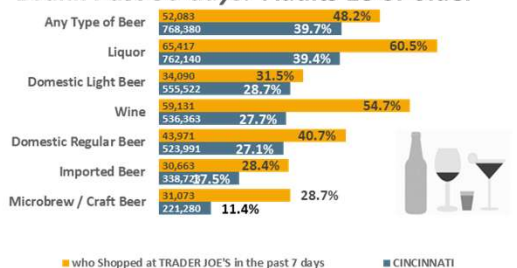
### Past 30-days Sit-Down Restaurant Users: Adults 18 or older



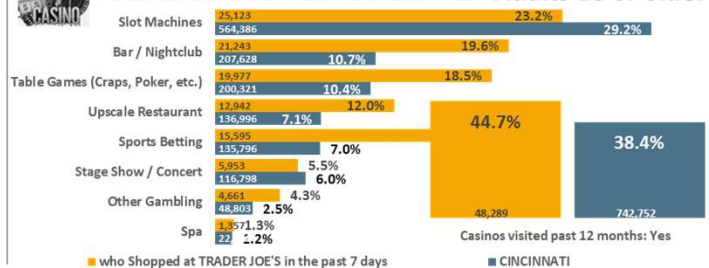
### Top-10 Cuisines: Adults 18 or older



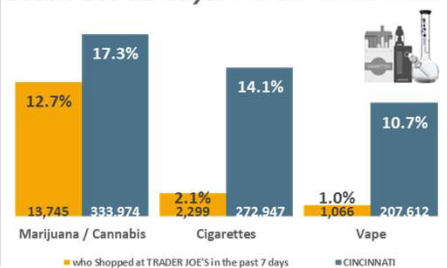
### Drank Past 30-days: Adults 18 or older



### Past 12 months Casino Activities: Adults 18 or older



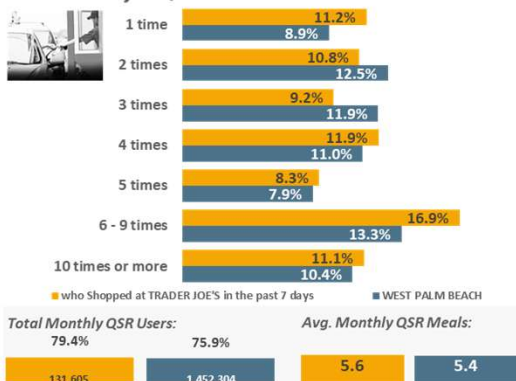
### Used Past 30-days: Adults 18 or older



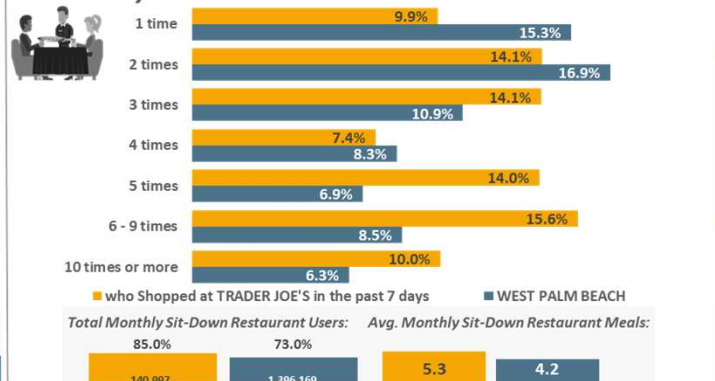


8.7% or 165,810 of WEST PALM BEACH DMA Adults 18 or older Shopped at TRADER JOE'S in the past 7 days. Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days are 4.5% more likely to use QSRs past mo., 16.5% more likely to use Sit-Down Restaurants past mo., 24.3% more likely to use Casinos past yr., 26.4% less likely to smoke cigarettes.

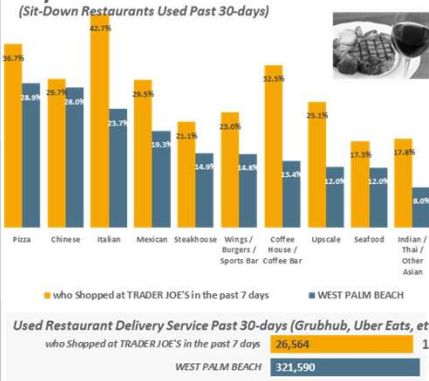
### Past 30-days QSR Users: Adults 18 or older



### Past 30-days Sit-Down Restaurant Users: Adults 18 or older



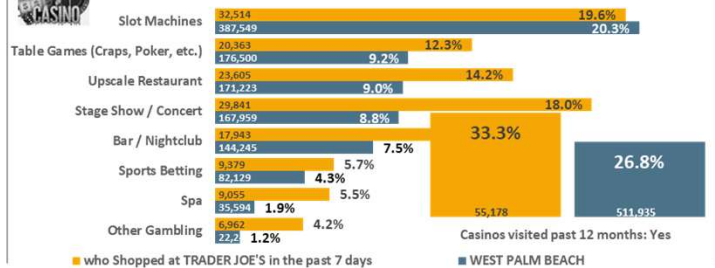
### Top-10 Cuisines: Adults 18 or older



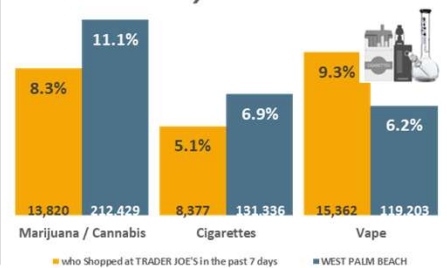
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### Past 12 months Casino Activities: Adults 18 or older

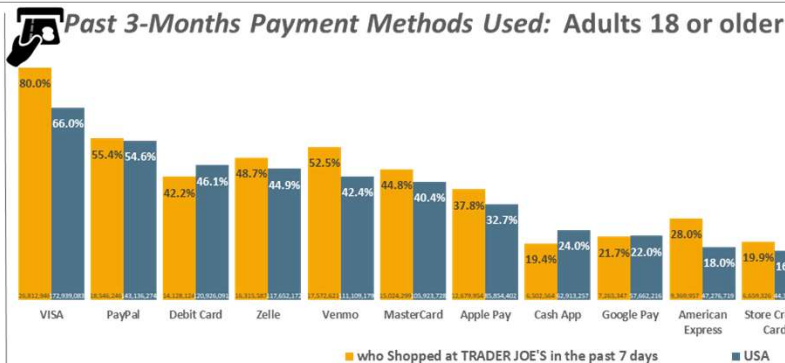
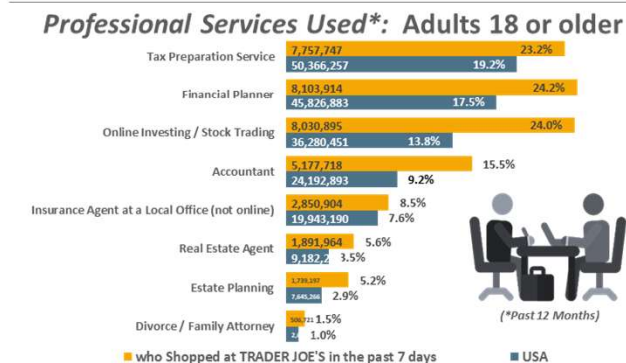
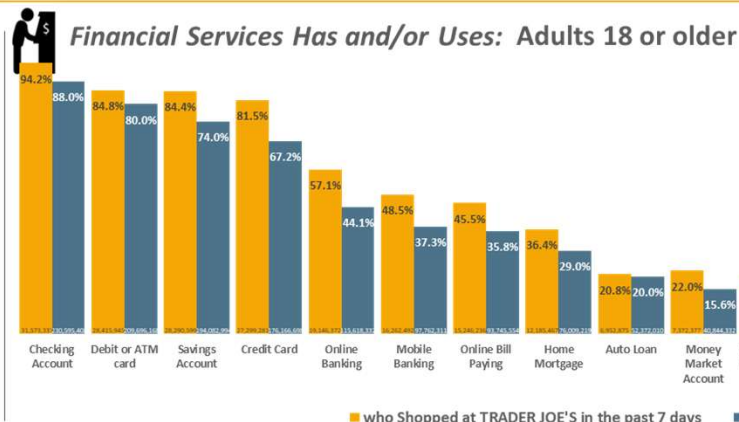
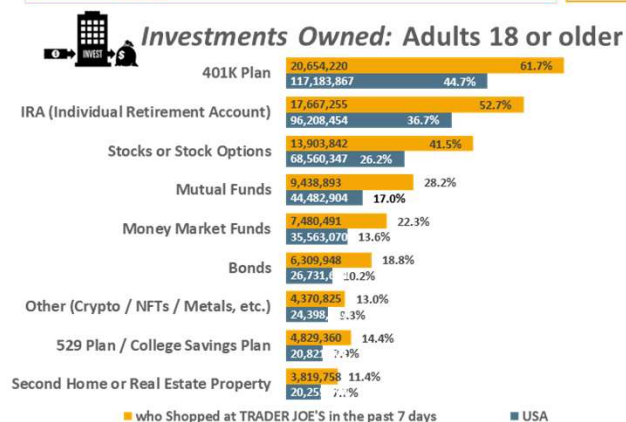


### Used Past 30-days: Adults 18 or older





12.8% or 33,502,054 of USA Adults 18 or older Shopped at TRADER JOE'S in the past 7 days. Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days are 37.9% more likely to have a 401K, 3.9% more likely to have an Auto Loan, 73.2% more likely to Invest/Trade Stocks Online, 8.6% less likely to pay with their Debit Card.

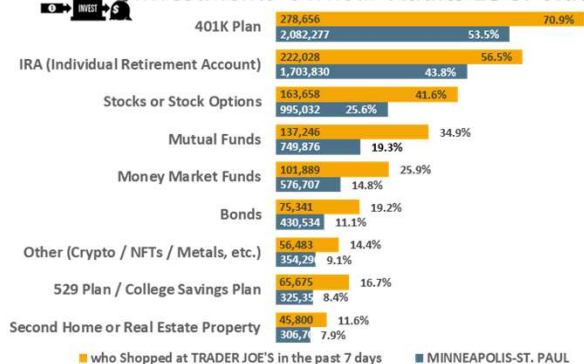




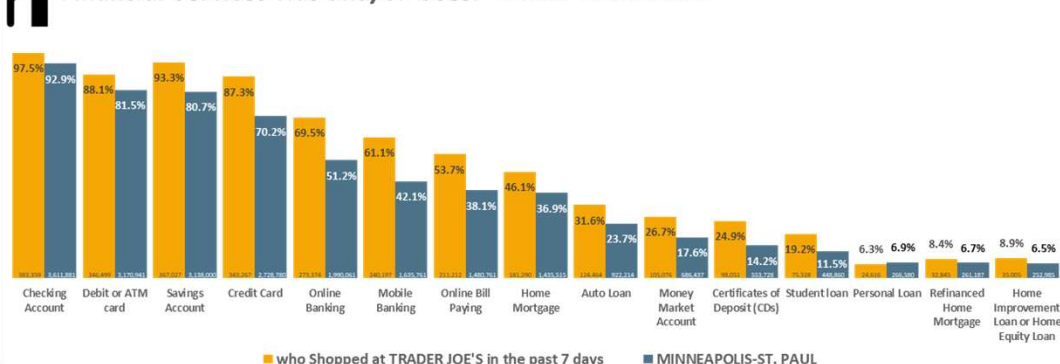
10.1% or 393,269 of MINNEAPOLIS-ST. PAUL DMA Adults 18 or older Shopped at TRADER JOE'S in the past 7 days. Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days are 32.4% more likely to have a 401K, 33.5% more likely to have an Auto Loan, 64.1% more likely to Invest/Trade Stocks Online, 13.9% less likely to pay with their Debit Card.



### Investments Owned: Adults 18 or older



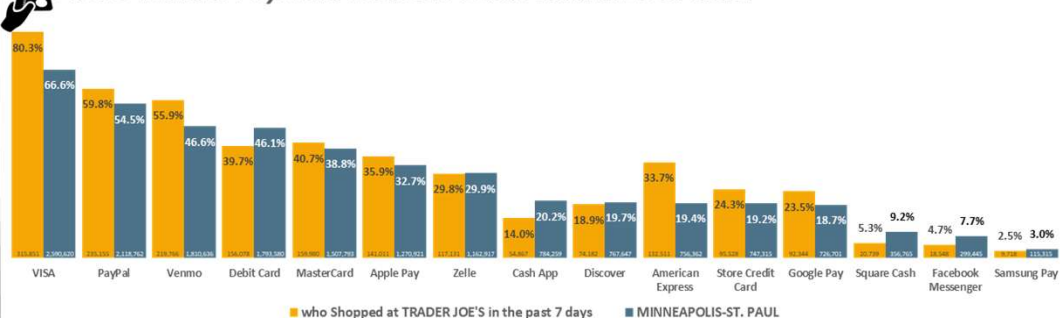
### Financial Services Has and/or Uses: Adults 18 or older



### Professional Services Used\*: Adults 18 or older



### Past 3-Months Payment Methods Used: Adults 18 or older



(\*Past 12 Months)





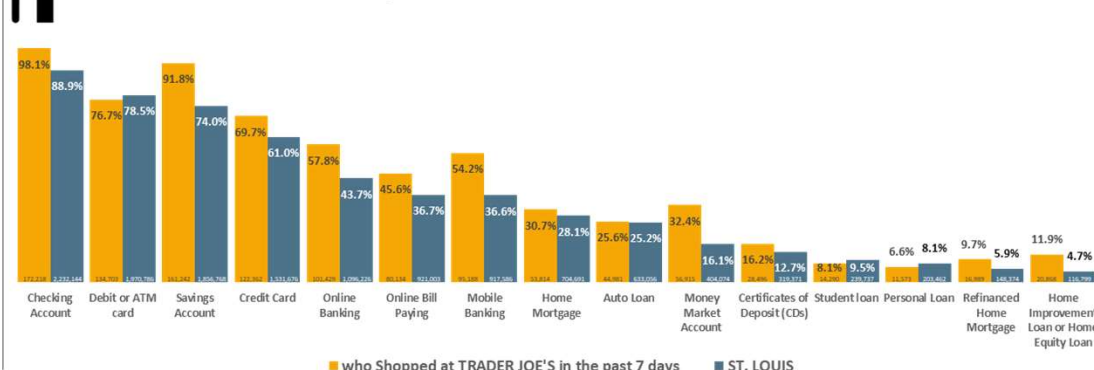
7.7% or 175,572 of ST. LOUIS DMA Adults 18 or older Shopped at TRADER JOE'S in the past 7 days. Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days are 55.8% more likely to have a 401K, 1.6% more likely to have an Auto Loan, 153.% more likely to Invest/Trade Stocks Online, 21.2% less likely to pay with their Debit Card.



### Investments Owned: Adults 18 or older



### Financial Services Has and/or Uses: Adults 18 or older



### Professional Services Used\*: Adults 18 or older



### Past 3-Months Payment Methods Used: Adults 18 or older

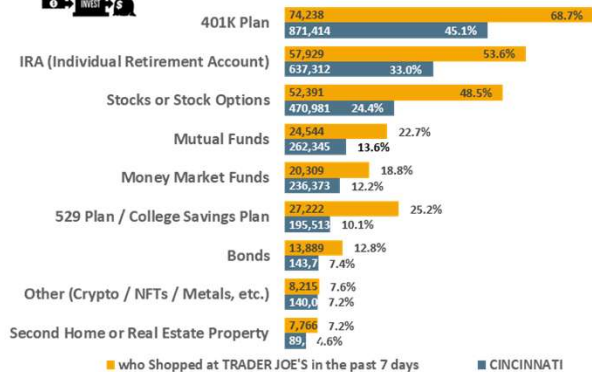




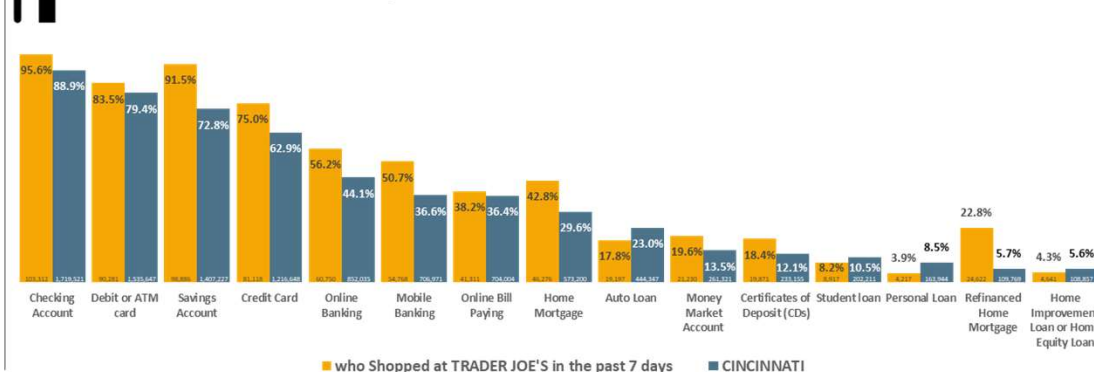
5.6% or 108,109 of CINCINNATI DMA Adults 18 or older Shopped at TRADER JOE'S in the past 7 days. Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days are 52.4% more likely to have a 401K, 22.7% less likely to have an Auto Loan, 36.5% more likely to Invest/Trade Stocks Online, 27.1% less likely to pay with their Debit Card.



### Investments Owned: Adults 18 or older



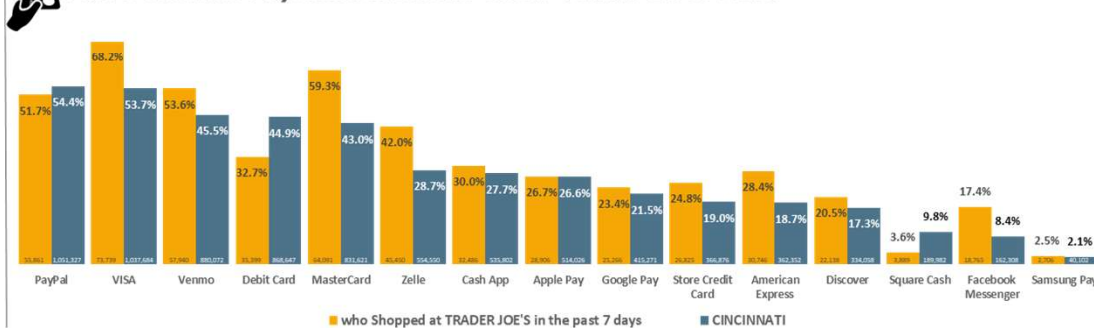
### Financial Services Has and/or Uses: Adults 18 or older



### Professional Services Used\*: Adults 18 or older



### Past 3-Months Payment Methods Used: Adults 18 or older

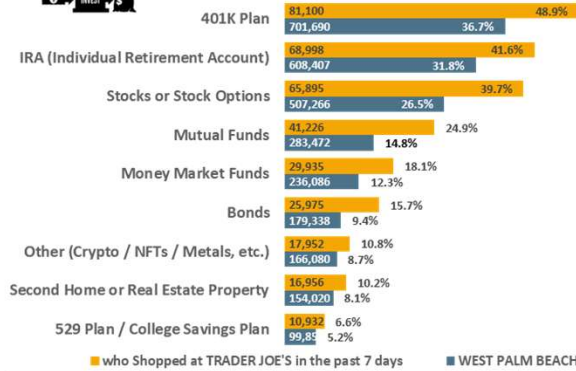




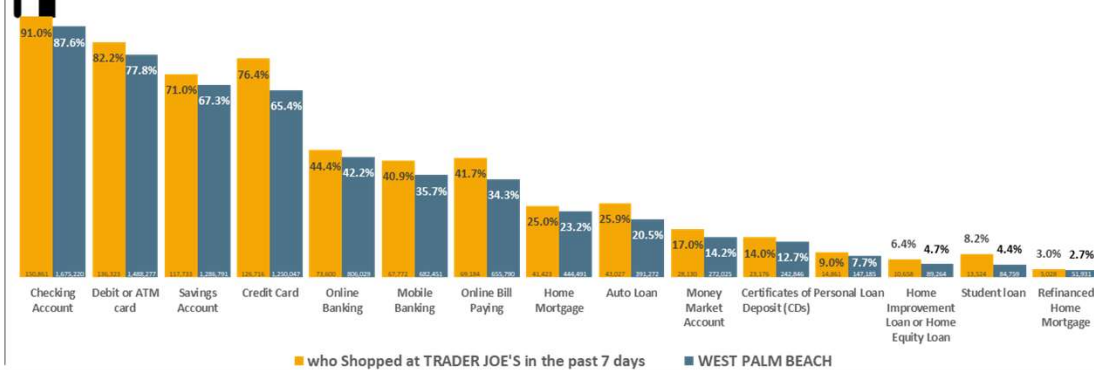
8.7% or 165,810 of WEST PALM BEACH DMA Adults 18 or older Shopped at TRADER JOE'S in the past 7 days. Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days are 33.3% more likely to have a 401K, 26.8% more likely to have an Auto Loan, 26.4% more likely to Invest/Trade Stocks Online, 18.% less likely to pay with their Debit Card.



### Investments Owned: Adults 18 or older



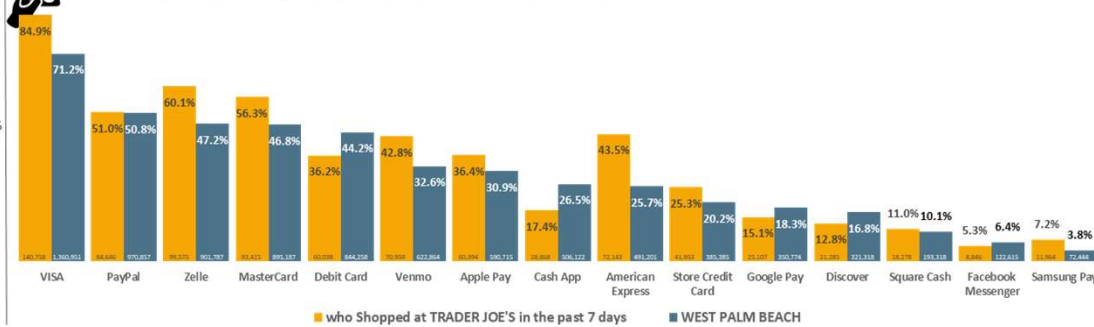
### Financial Services Has and/or Uses: Adults 18 or older



### Professional Services Used\*: Adults 18 or older

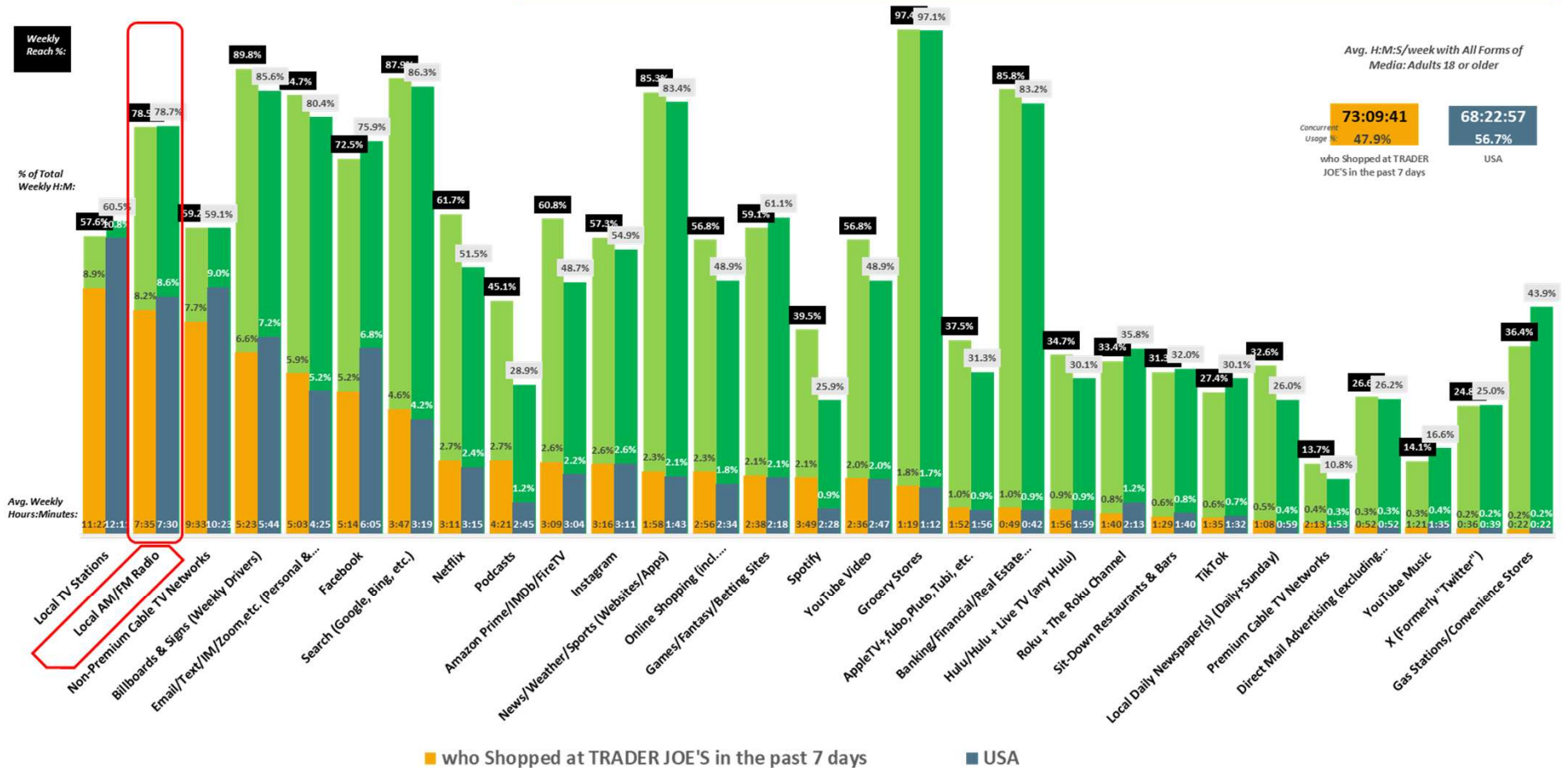


### Past 3-Months Payment Methods Used: Adults 18 or older





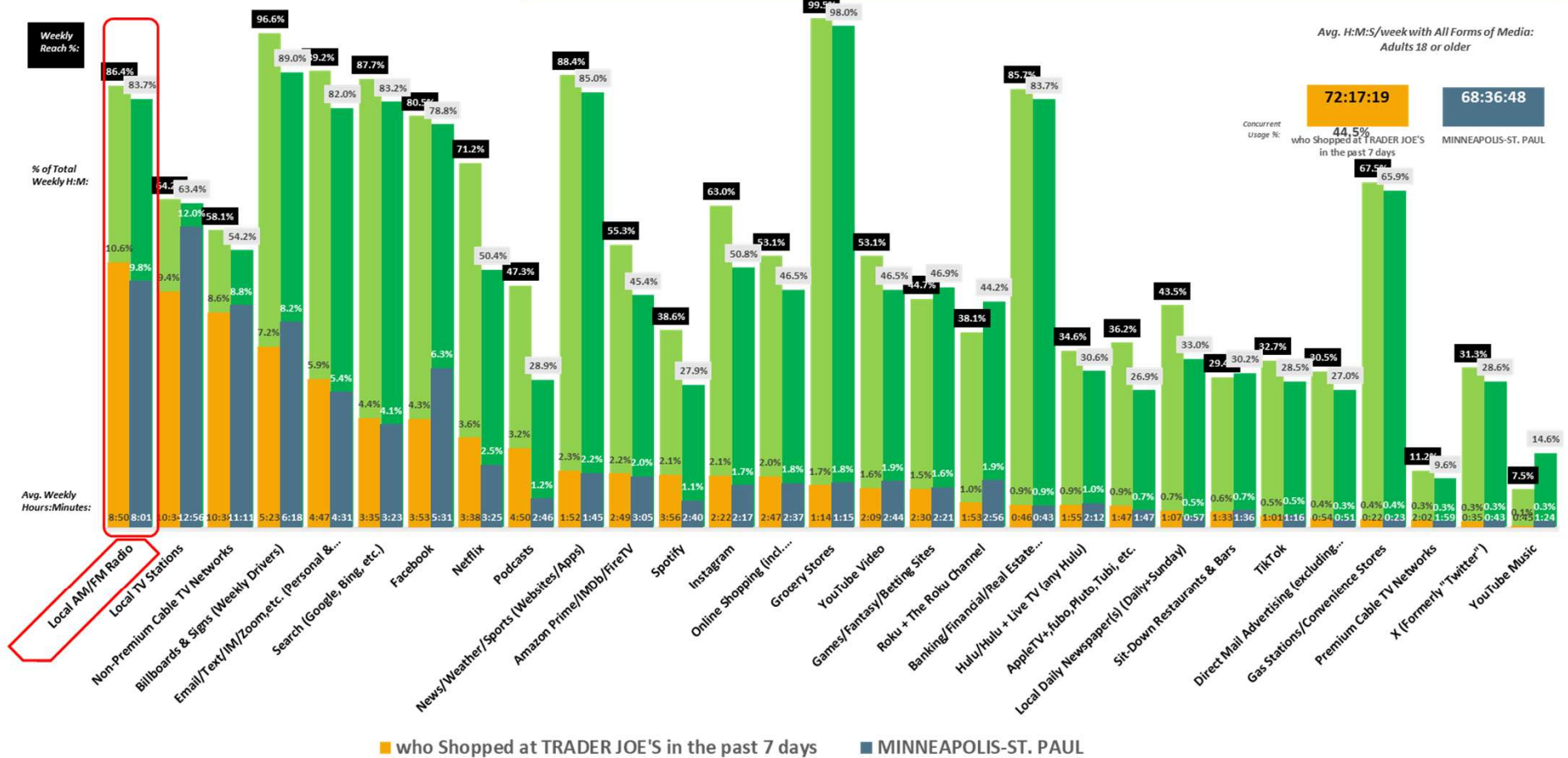
Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days spend an average of 3 days, 1 hours, 9 minutes and 41 seconds each week with All Forms of Media.  
 78.5% of Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days spend an avg. of 7 hours and 35 minutes each week listening to All Local AM/FM Radio, representing 8.2% of total time spent with all forms of Media.





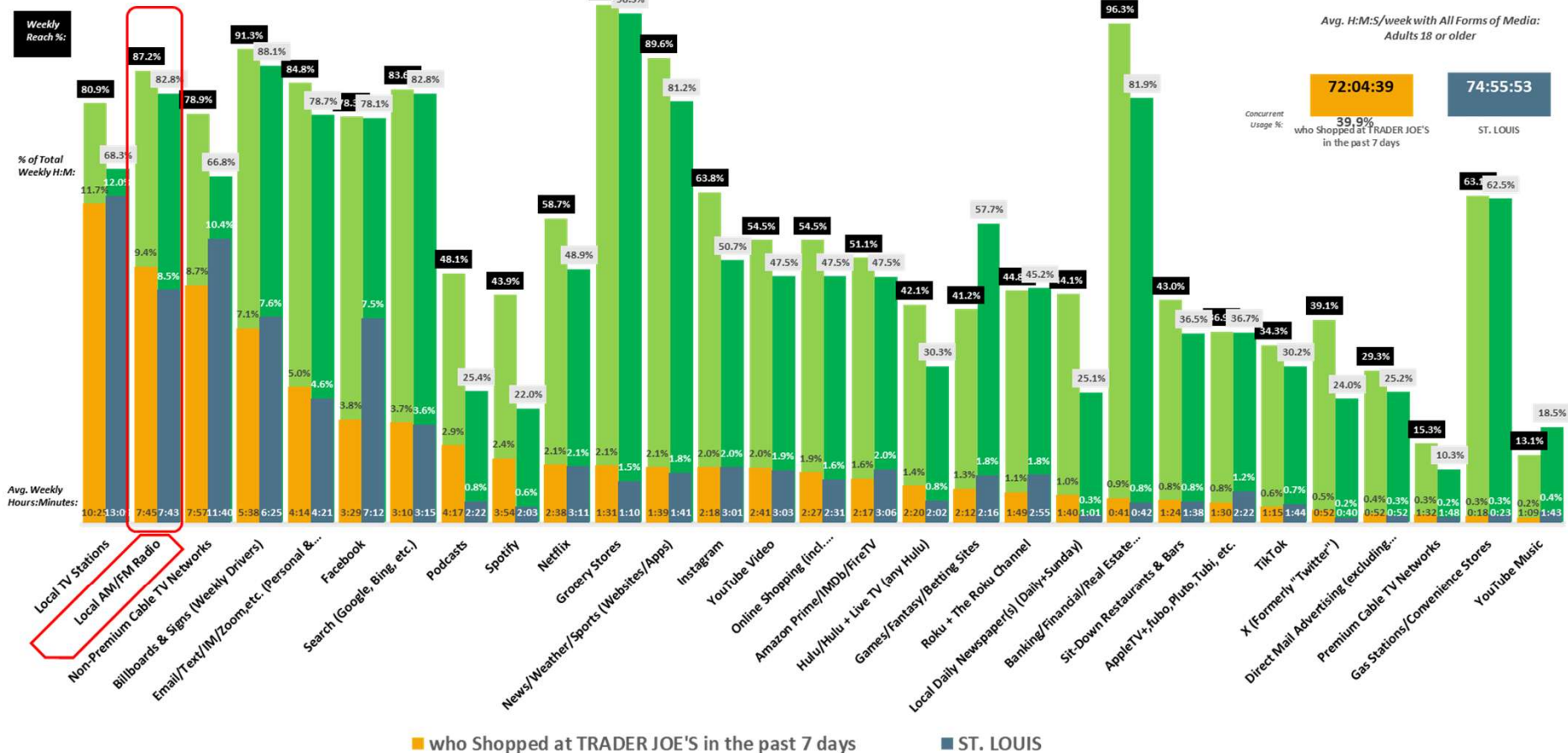


Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days spend an average of 3 days, 0 hours, 17 minutes and 19 seconds each week with All Forms of Media.  
 86.4% of Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days spend an avg. of 8 hours and 50 minutes each week listening to All Local AM/FM Radio, representing 10.6% of total time spent with all forms of Media.



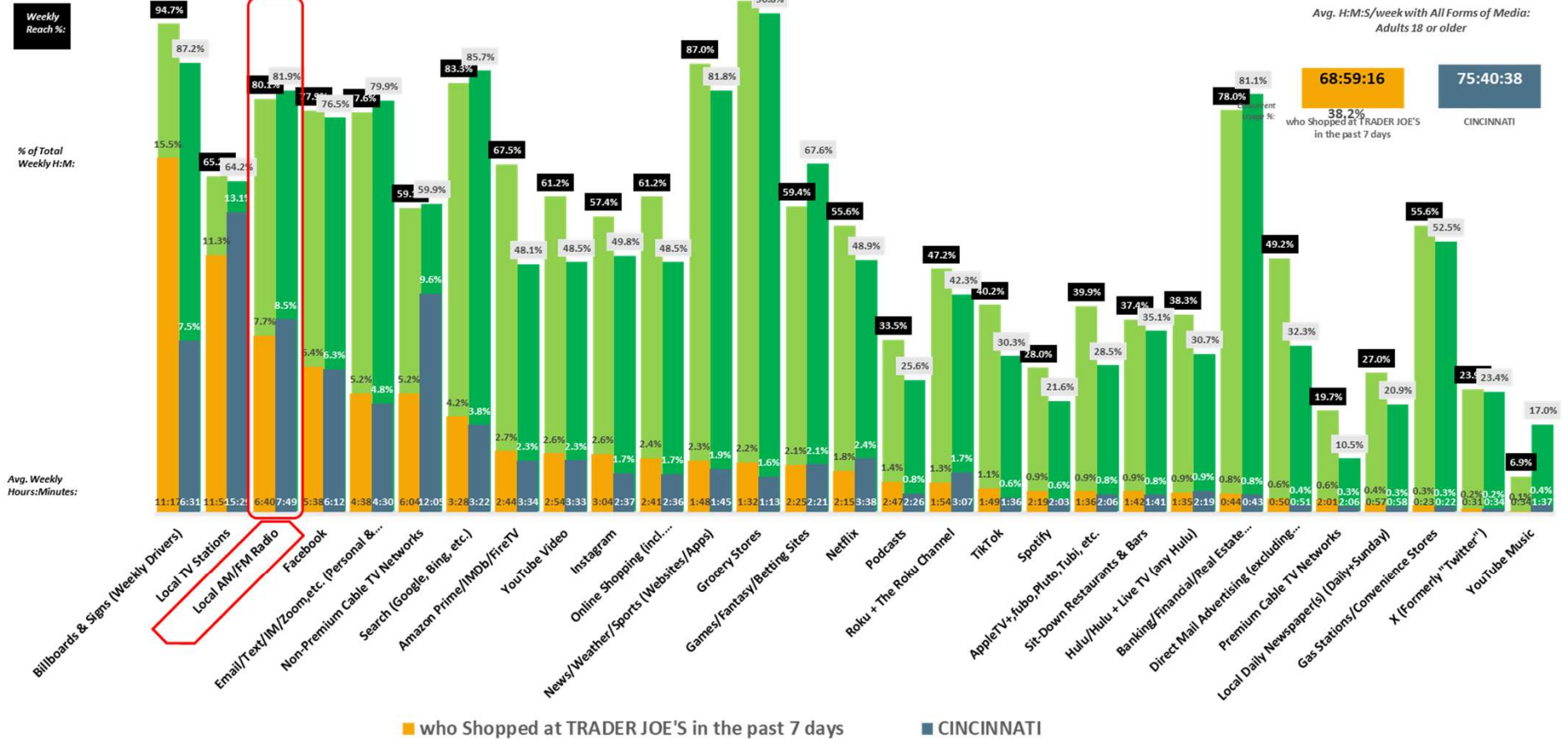


Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days spend an average of 3 days, 0 hours, 4 minutes and 39 seconds each week with All Forms of Media.  
 87.2% of Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days spend an avg. of 7 hours and 45 minutes each week listening to All Local AM/FM Radio, representing 9.4% of total time spent with all forms of Media.



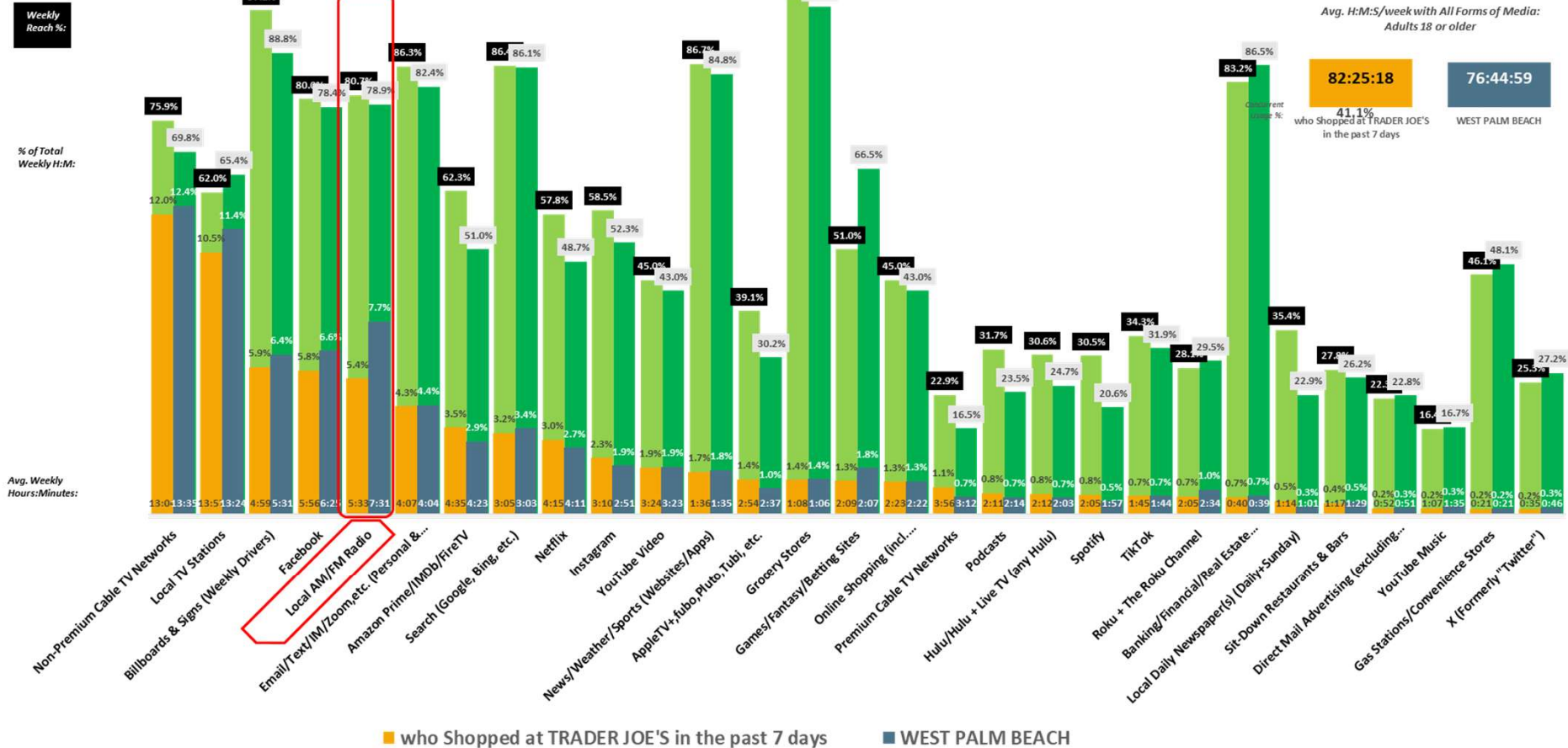


Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days spend an average of 2 days, 20 hours, 59 minutes and 16 seconds each week with All Forms of Media.  
80.1% of Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days spend an avg. of 6 hours and 40 minutes each week listening to All Local AM/FM Radio, representing 7.7% of total time spent with all forms of Media.





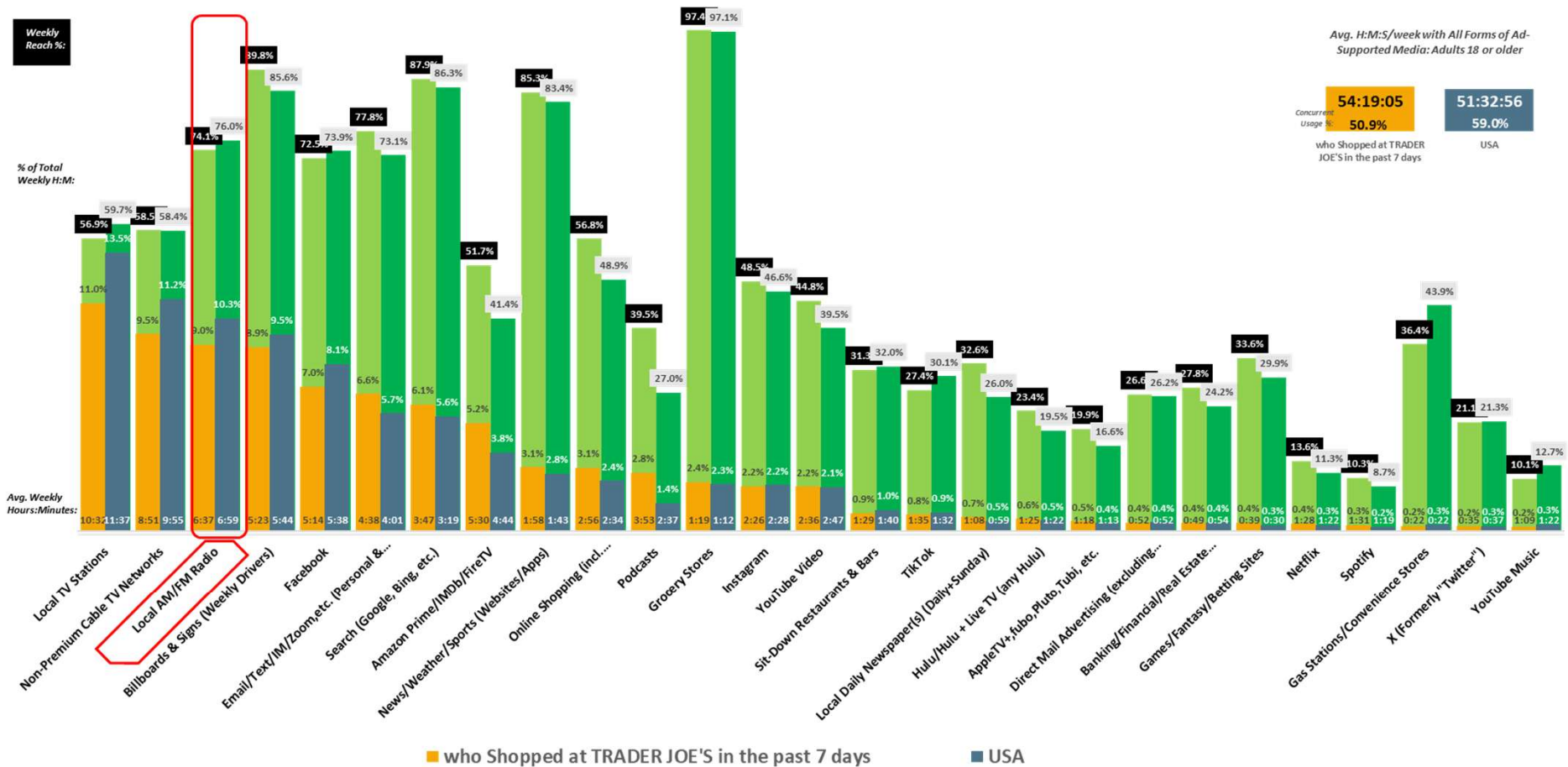
Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days spend an average of 3 days, 10 hours, 25 minutes and 18 seconds each week with All Forms of Media.  
 80.7% of Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days spend an avg. of 5 hours and 33 minutes each week listening to All Local AM/FM Radio, representing 5.4% of total time spent with all forms of Media.





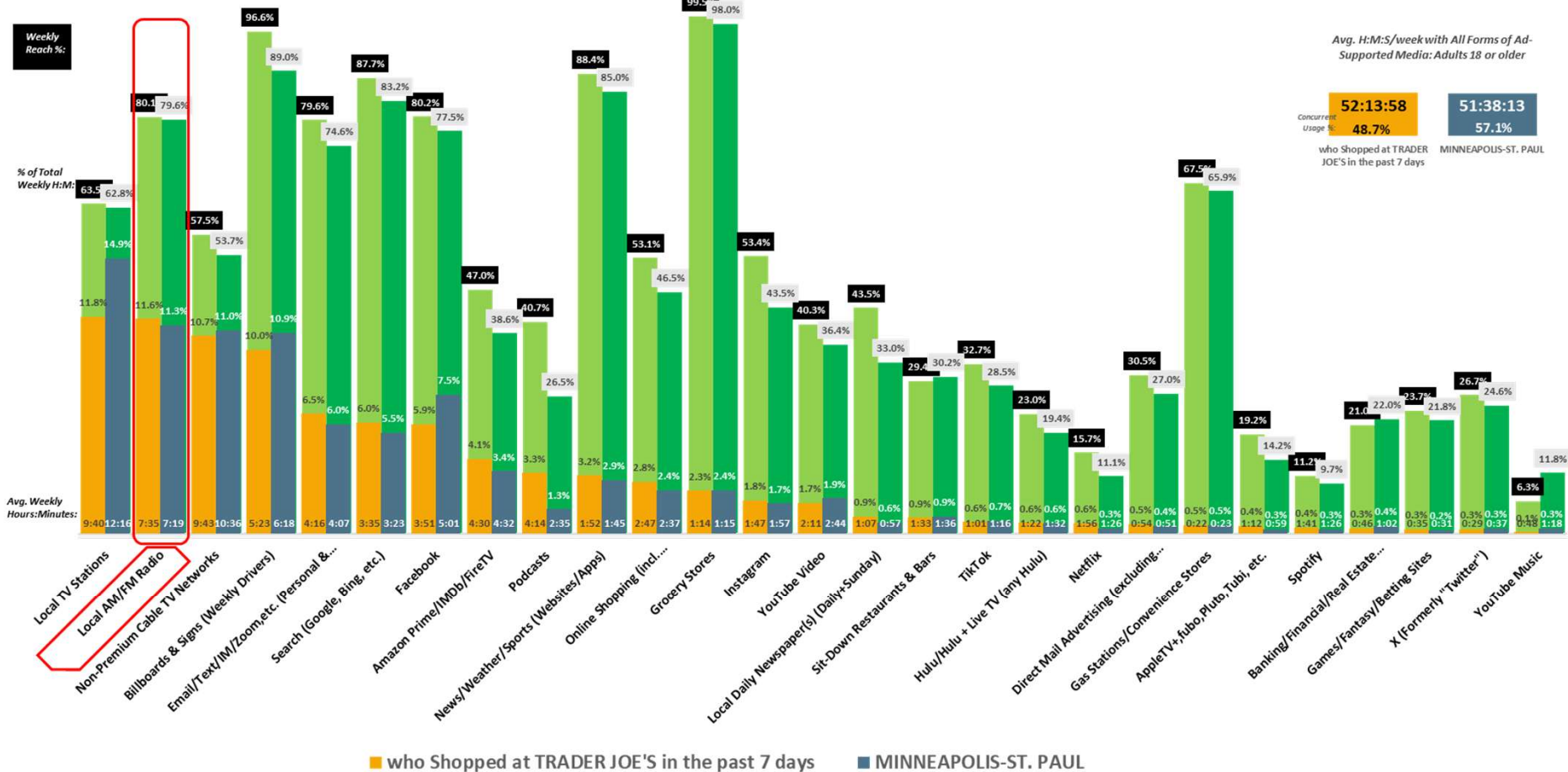


Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days spend an average of 2 days, 6 hours, 19 minutes and 5 seconds each week with All Forms of Ad-Supported Media.  
 74.1% of Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days spend an avg. of 6 hours and 37 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.% of total time spent with all forms of Ad-Supported Media.





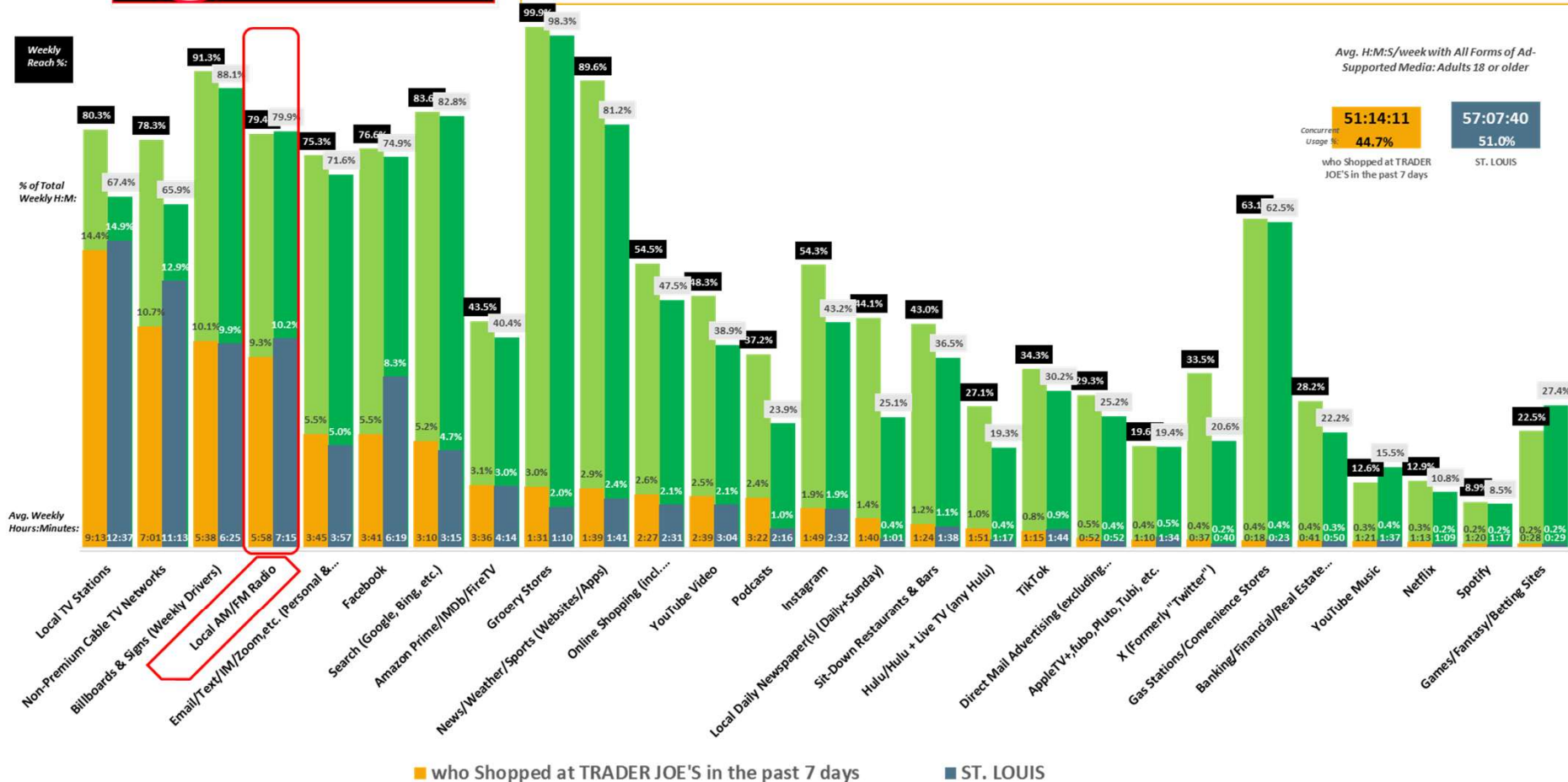
Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days spend an average of 2 days, 4 hours, 13 minutes and 58 seconds each week with All Forms of Ad-Supported Media.  
 80.1% of Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days spend an avg. of 7 hours and 35 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.6% of total time spent with all forms of Ad-Supported Media.





Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days spend an average of 2 days, 3 hours, 14 minutes and 11 seconds each week with All Forms of Ad-Supported Media.

79.4% of Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days spend an avg. of 5 hours and 58 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.3% of total time spent with all forms of Ad-Supported Media.



Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older

Concurrent Usage % 51:14:11 44.7%

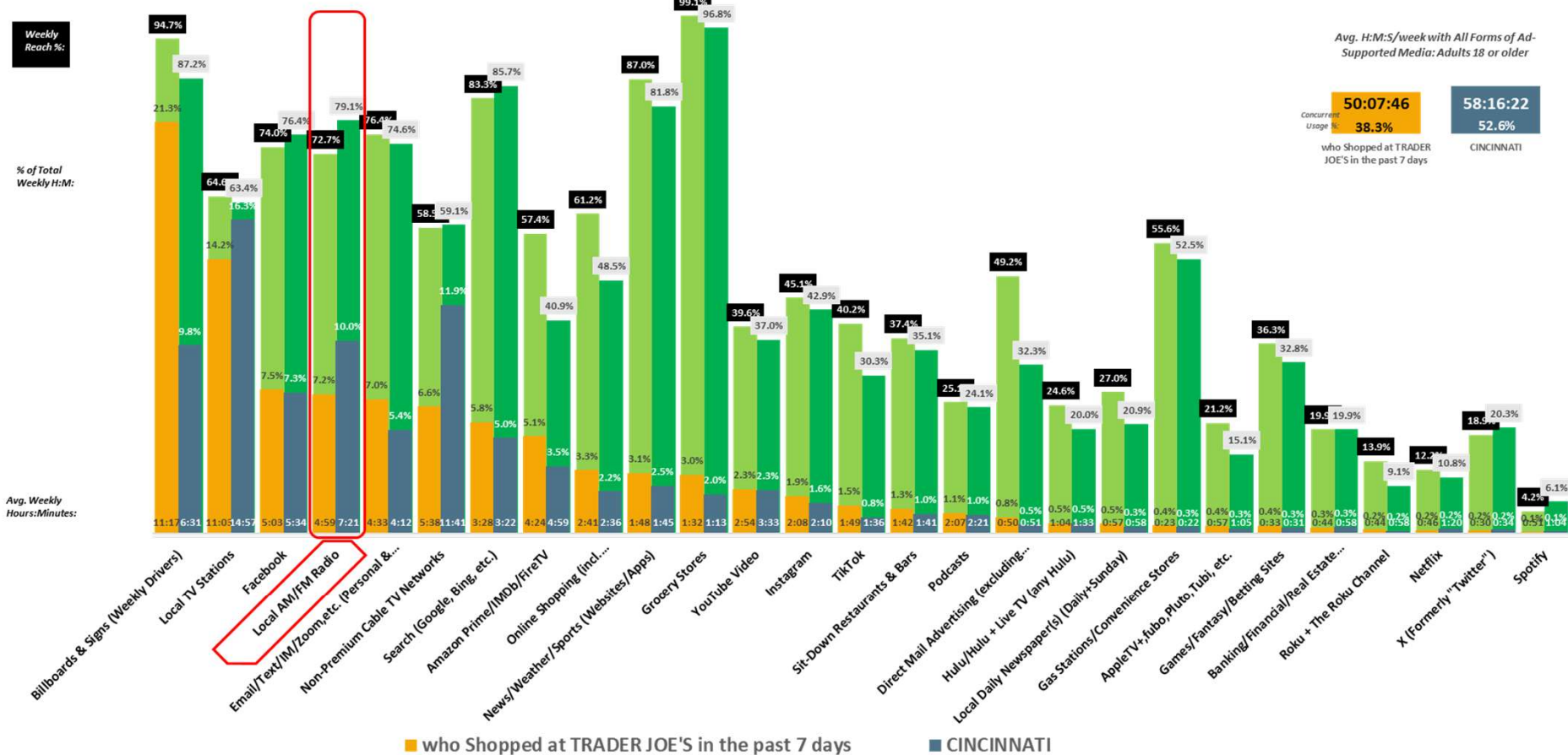
who Shopped at TRADER JOE'S in the past 7 days

ST. LOUIS



Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days spend an average of 2 days, 2 hours, 7 minutes and 46 seconds each week with All Forms of Ad-Supported Media.

72.7% of Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days spend an avg. of 4 hours and 59 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 7.2% of total time spent with all forms of Ad-Supported Media.



Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older

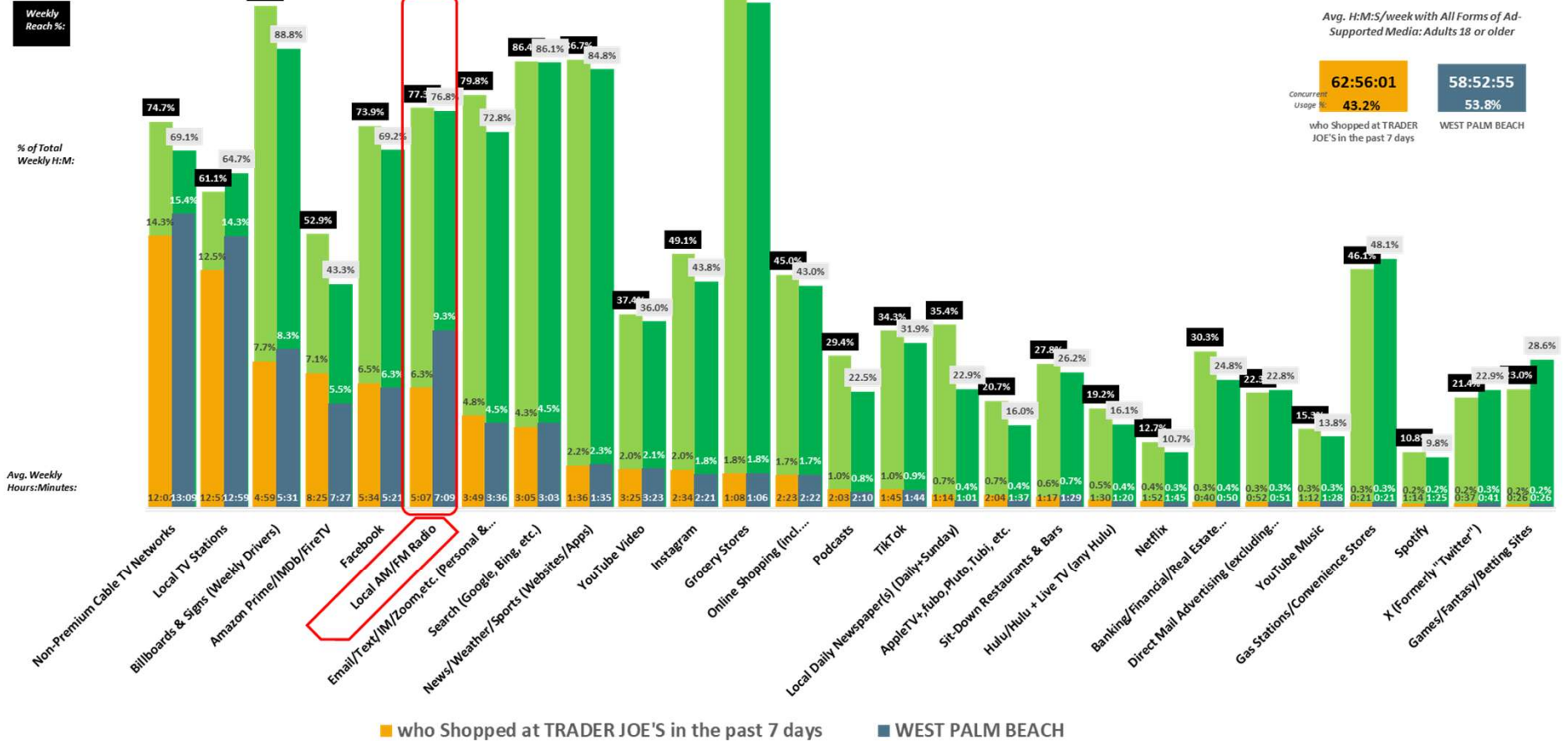
50:07:46  
Concurrent Usage % 38.3%

58:16:22  
52.6%  
who Shopped at TRADER JOE'S in the past 7 days CINCINNATI





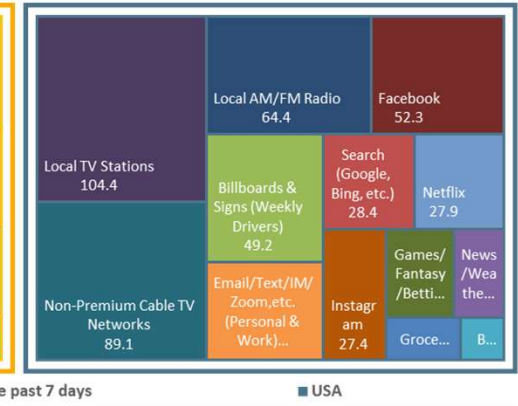
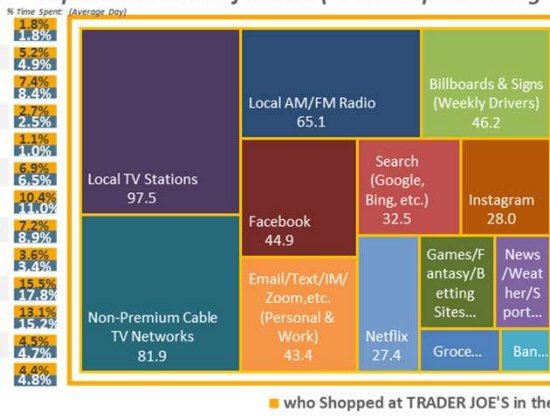
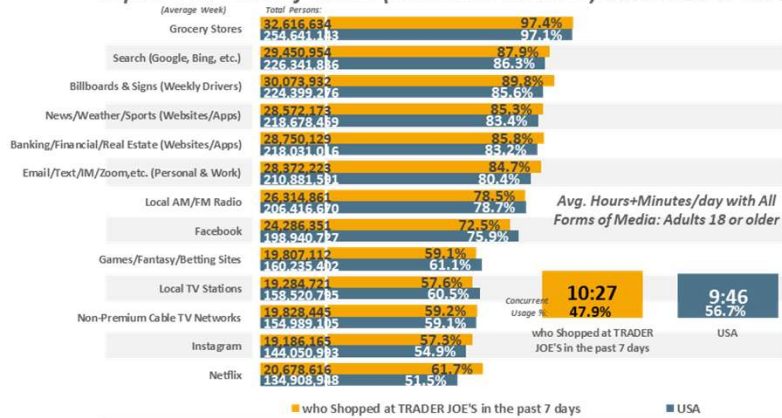
Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days spend an average of 2 days, 14 hours, 56 minutes and 1 seconds each week with All Forms of Ad-Supported Media.  
 77.3% of Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days spend an avg. of 5 hours and 7 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 6.3% of total time spent with all forms of Ad-Supported Media.



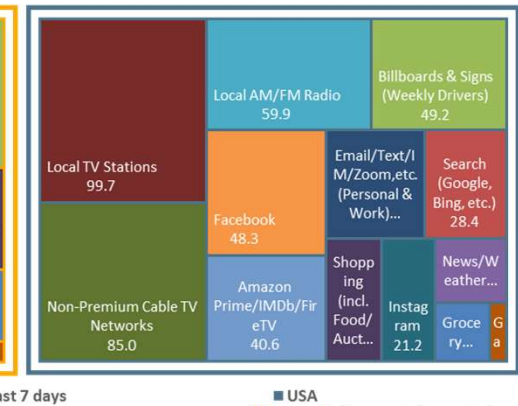
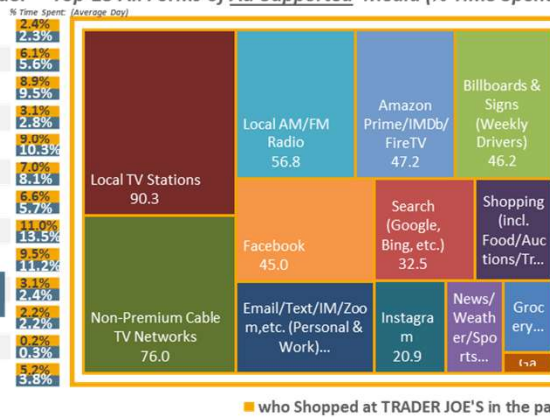
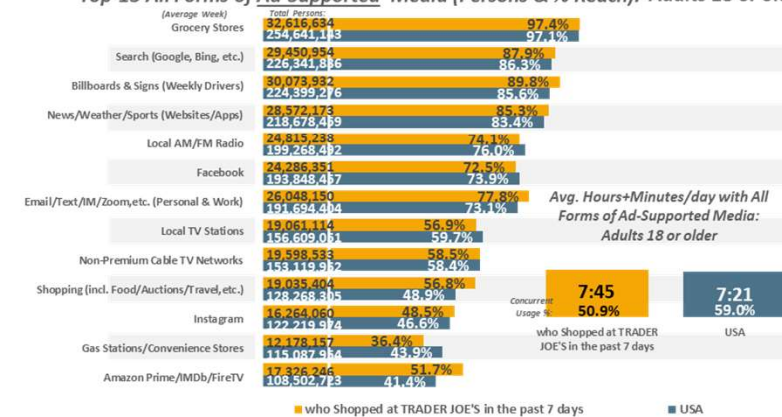


Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days spend an average of 7 hours and 45 minutes each day with All Forms of Ad-Supported Media. 74.1% listen to Local AM/FM Radio for an avg. of 56.8 minutes/day. (Local Radio delivers 9.% of Time with Ad-Supported Media.)

Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 3,457  
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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

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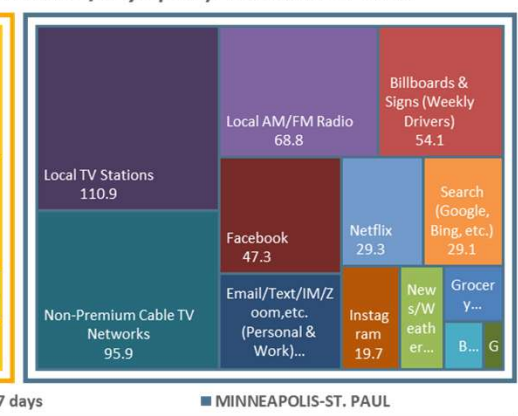
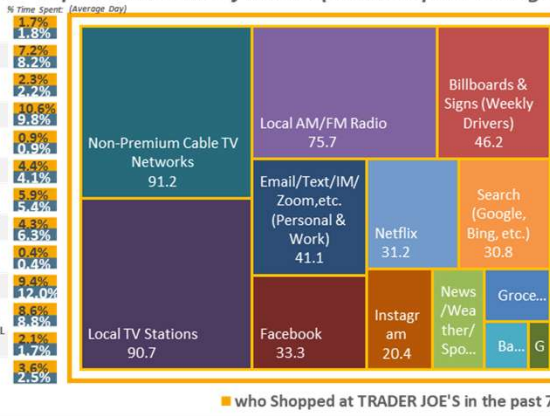
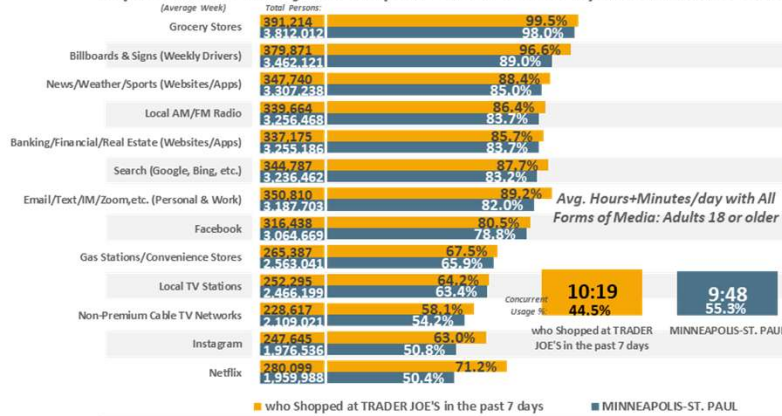
Grocery stores shopped past 7 days (HHLD): Trader Joe's



Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days spend an average of 7 hours and 27 minutes each day with All Forms of Ad-Supported Media. 80.1% listen to Local AM/FM Radio for an avg. of 65. minutes/day. (Local Radio delivers 11.6% of Time with Ad-Supported Media.)

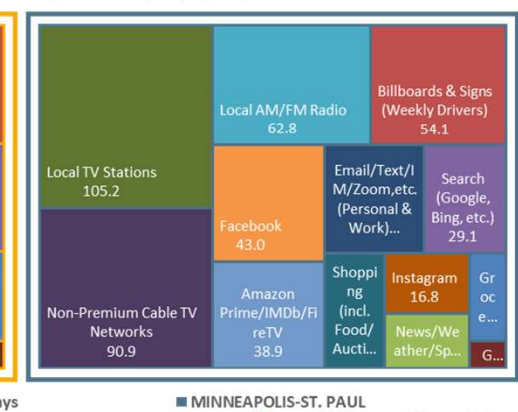
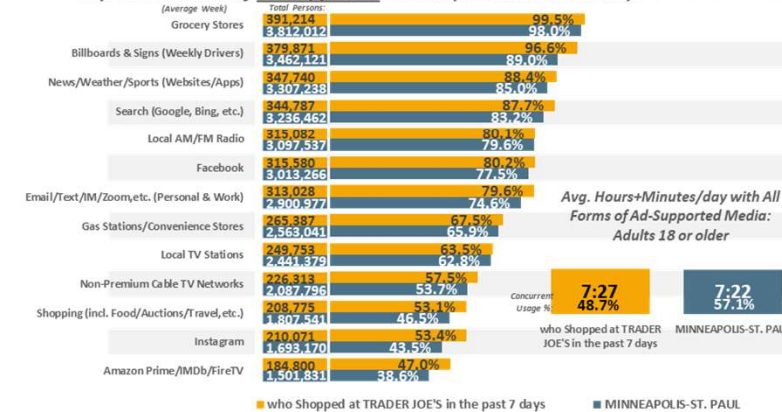
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older

Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 228  
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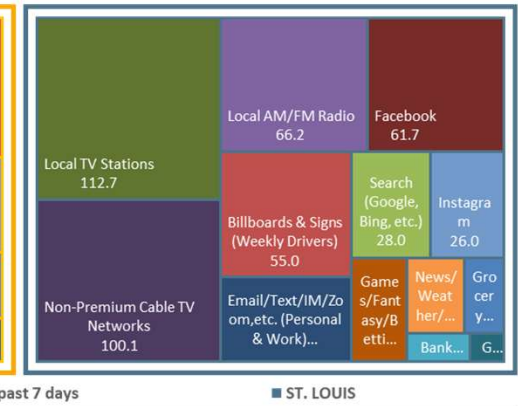
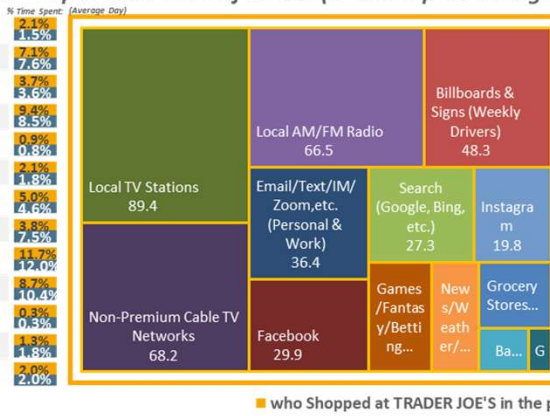
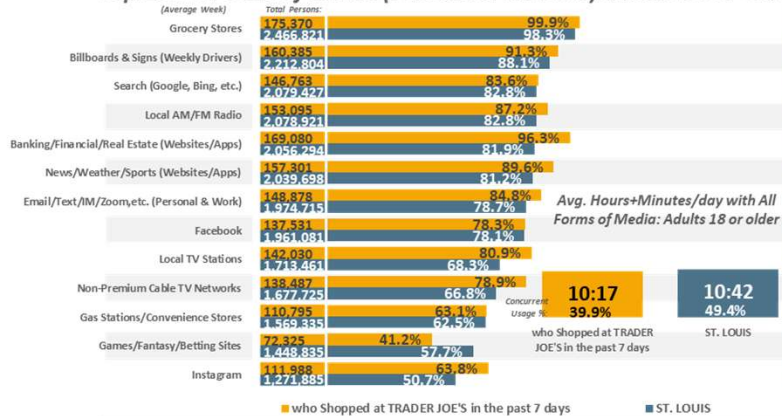
Grocery stores shopped past 7 days (HHLD): Trader Joe's



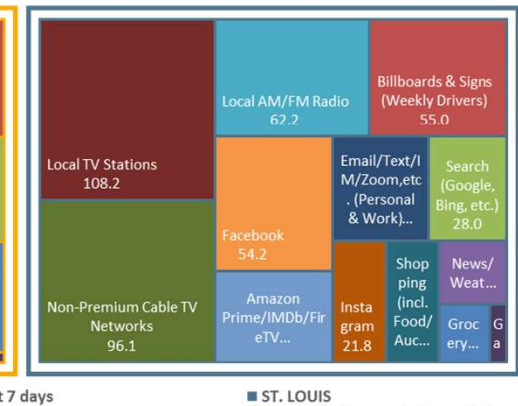
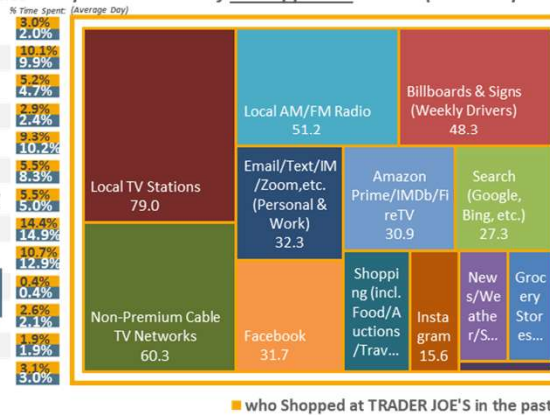
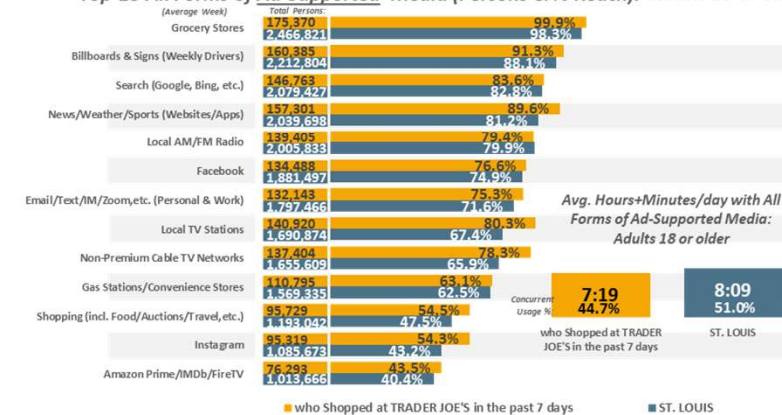


Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days spend an average of 7 hours and 19 minutes each day with All Forms of Ad-Supported Media. 79.4% listen to Local AM/FM Radio for an avg. of 51.2 minutes/day. (Local Radio delivers 9.3% of Time with Ad-Supported Media.)

Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 169  
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Grocery stores shopped past 7 days (HHLD): Trader Joe's

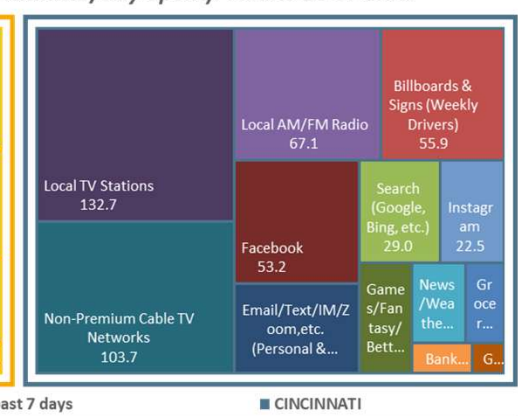
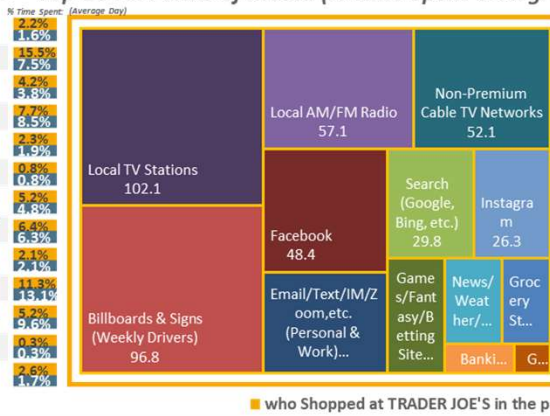
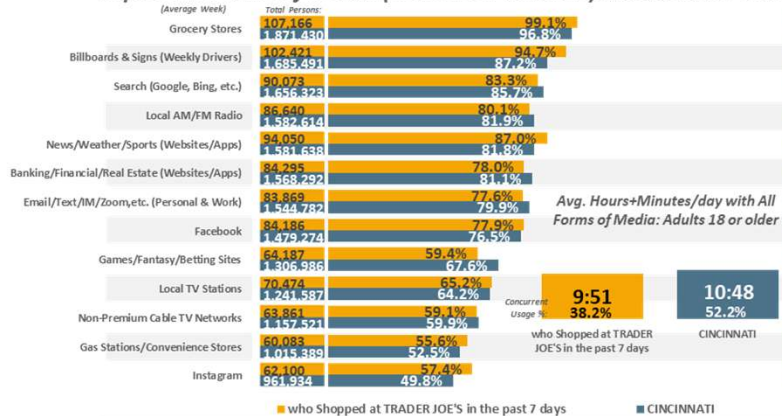




Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days spend an average of 7 hours and 9 minutes each day with All Forms of Ad-Supported Media. 72.7% listen to Local AM/FM Radio for an avg. of 42.7 minutes/day.  
(Local Radio delivers 7.2% of Time with Ad-Supported Media.)

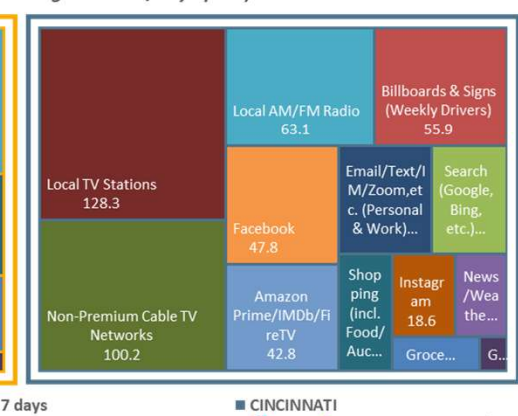
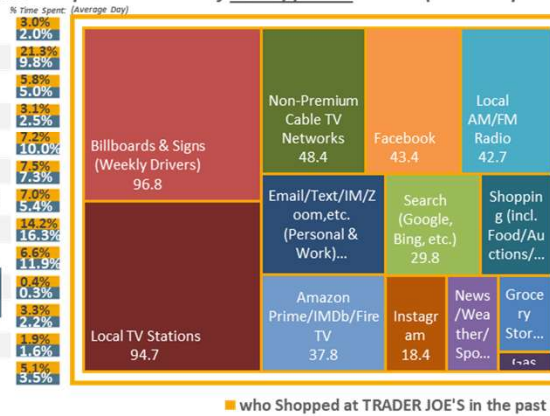
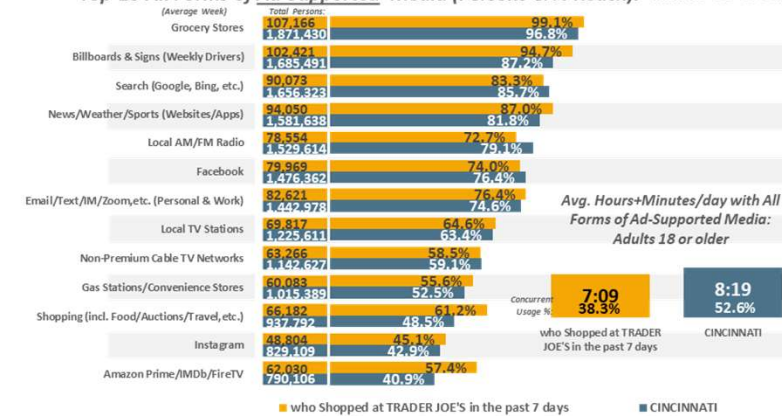
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older

Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

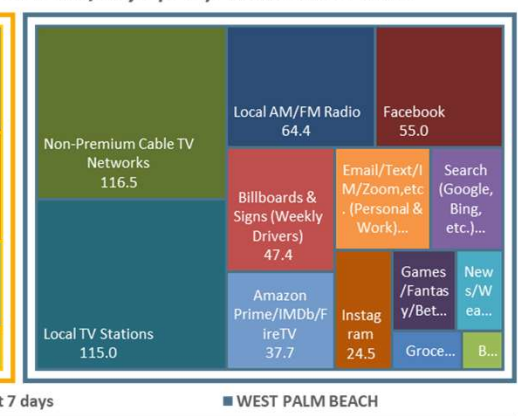
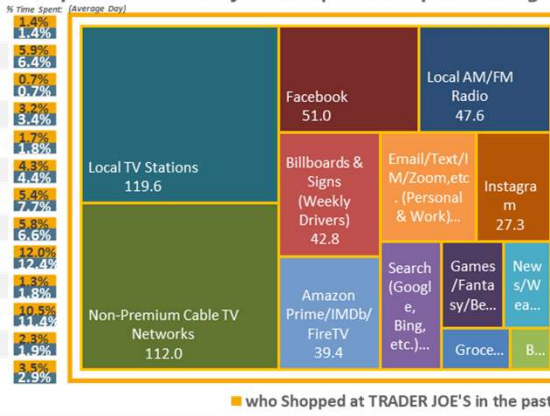
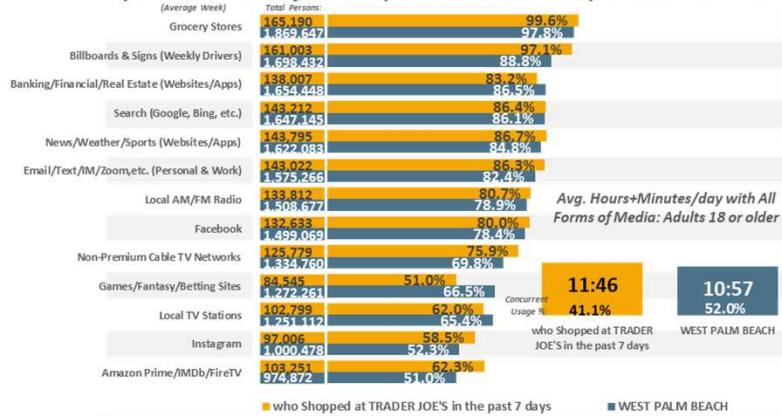




Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days spend an average of 8 hours and 59 minutes each day with All Forms of Ad-Supported Media. 77.3% listen to Local AM/FM Radio for an avg. of 43.9 minutes/day. *(Local Radio delivers 6.3% of Time with Ad-Supported Media.)*

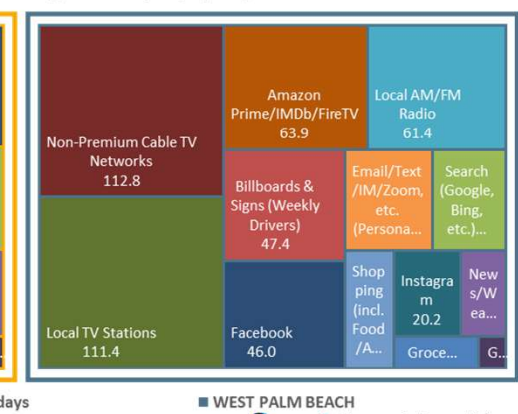
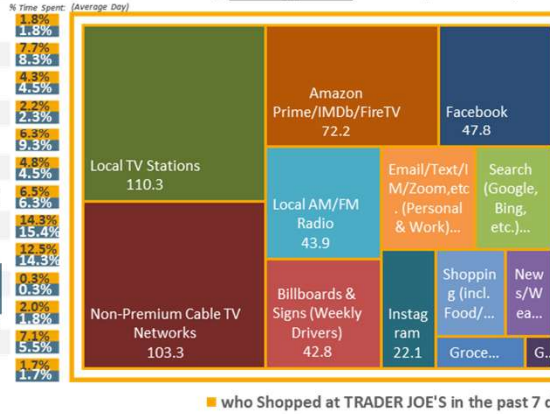
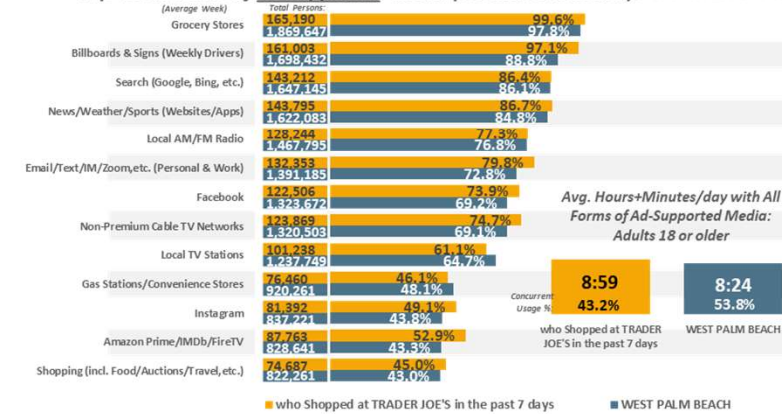
**Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older**

**Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



**Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older**

**Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



WEST PALM BEACH DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 257  
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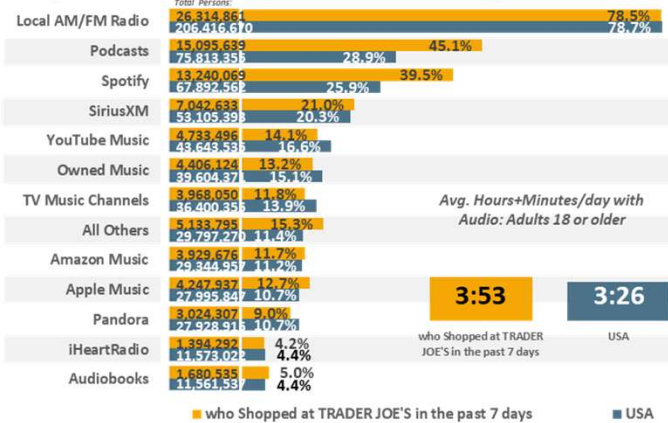
Grocery stores shopped past 7 days (HHLD): Trader Joe's



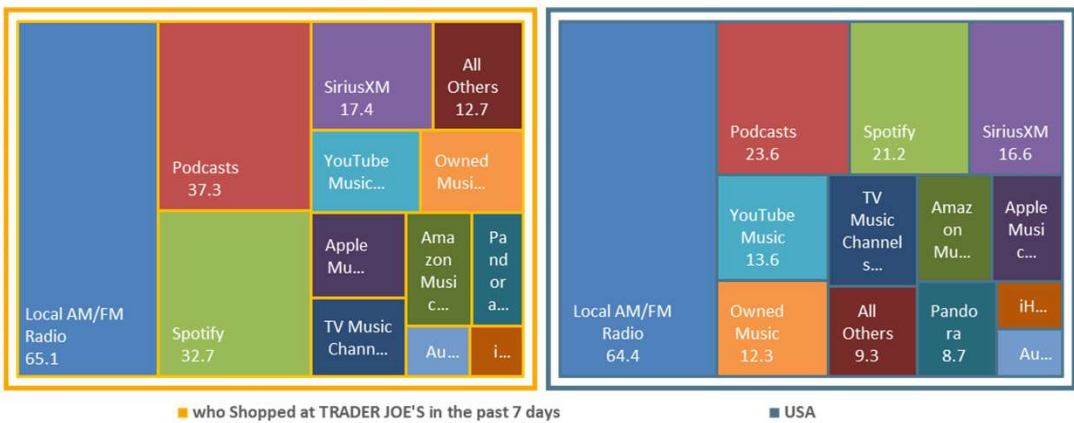


24,815,238 or 74.1% of Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 56.8 minutes every day representing 37.3% of all time spent daily with Ad-Supported Audio.

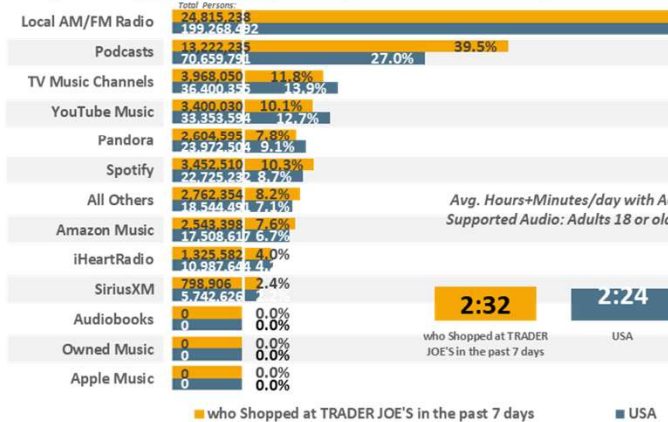
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



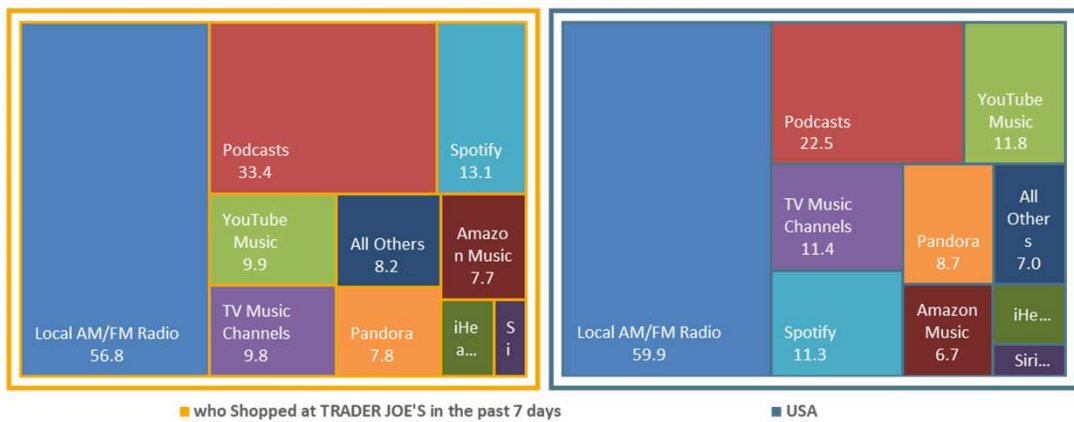
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 3,457  
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Scarborough R2 2025: Sep24-Aug25 USA Projection

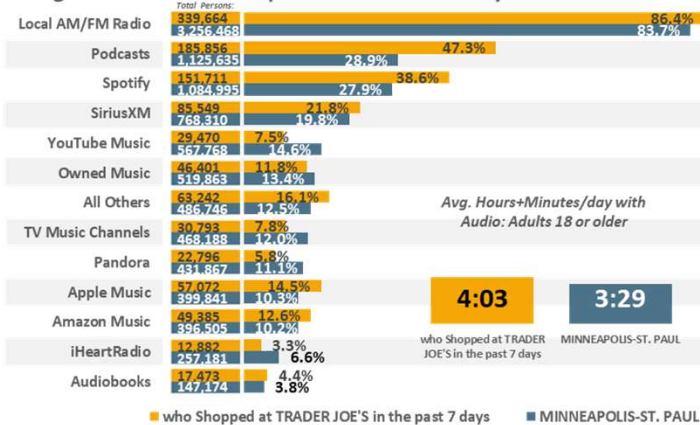
soefa.ai Share of Everything for Anything

Grocery stores shopped past 7 days (HHLD): Trader Joe's

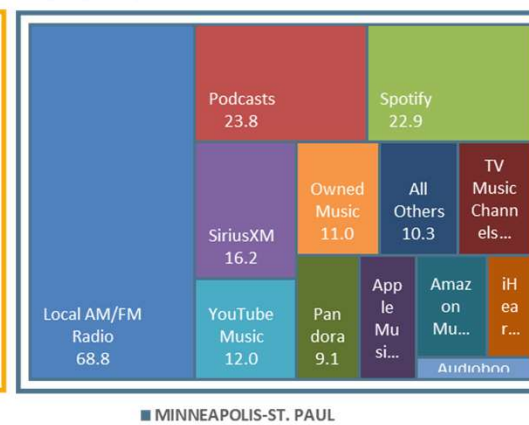
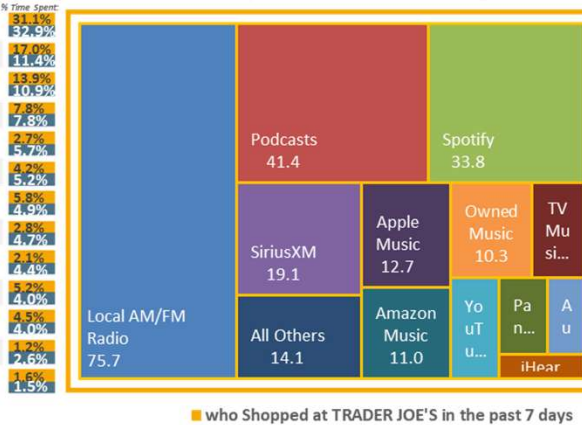


315,082 or 80.1% of Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 65. minutes every day representing 40.9% of all time spent daily with Ad-Supported Audio.

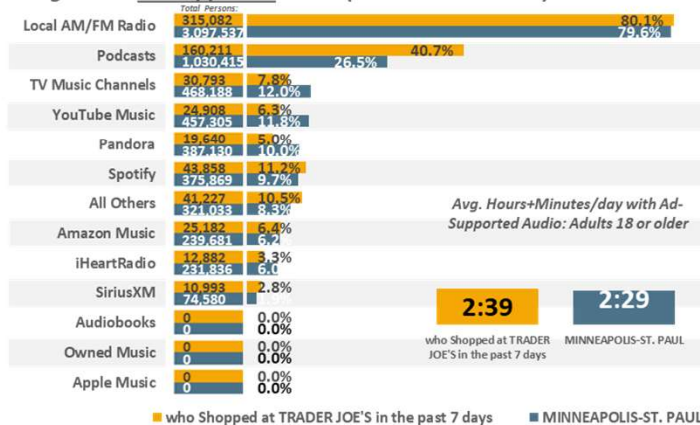
**Avg. Week All Audio (Persons & % Reach): Adults 18 or older**



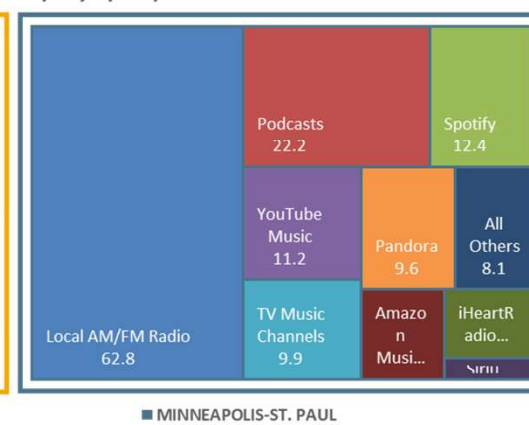
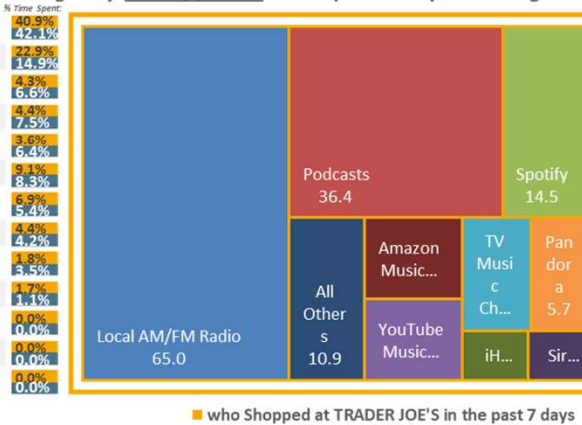
**Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



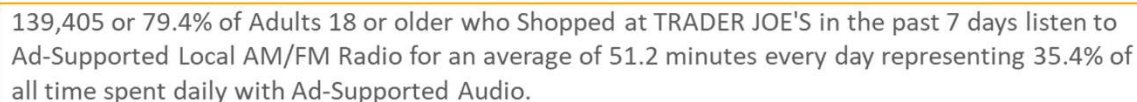
**Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older**



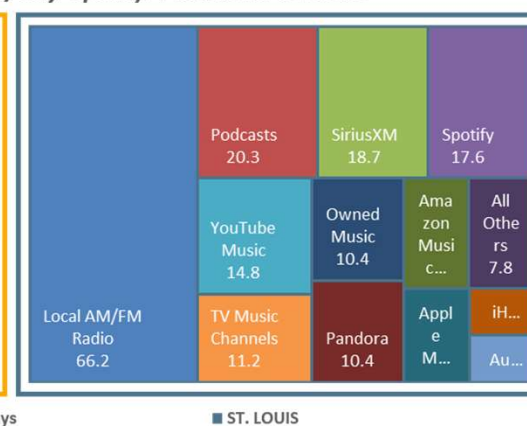
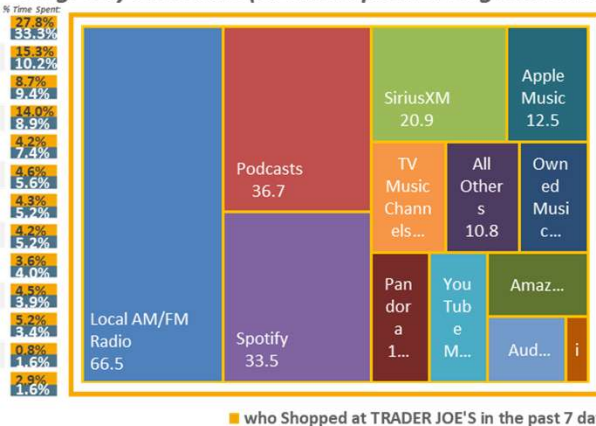
**Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



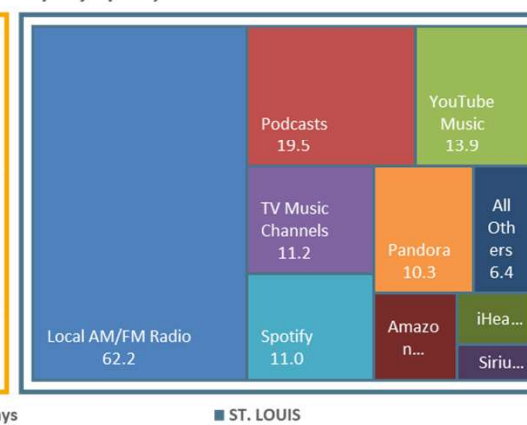
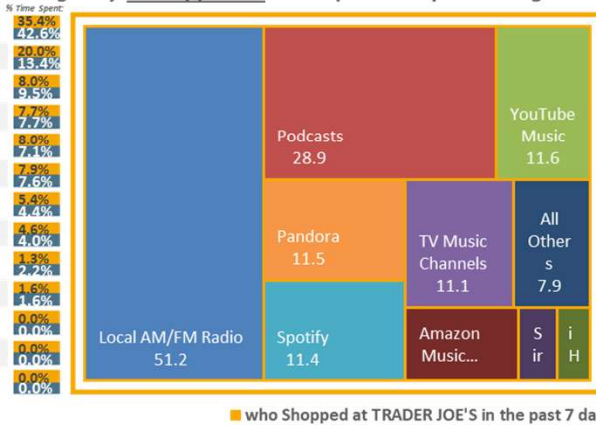




**Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



**Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent):** Adults 18 or older



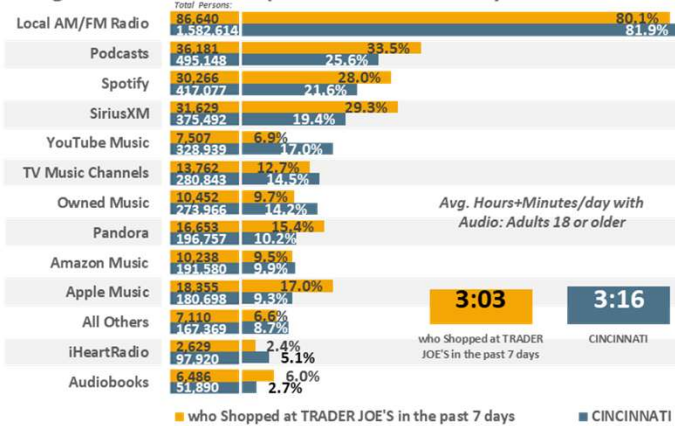
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for Anything.

Grocery stores shopped past 7 days (HHLd): Trader Joe's

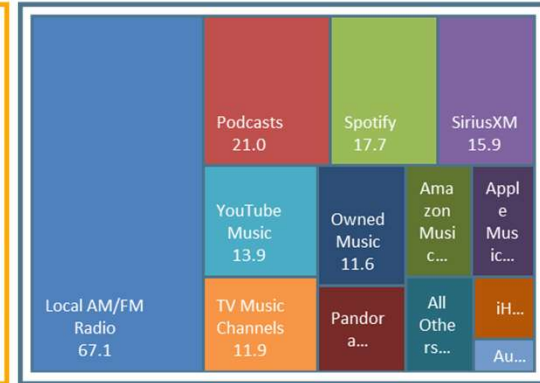
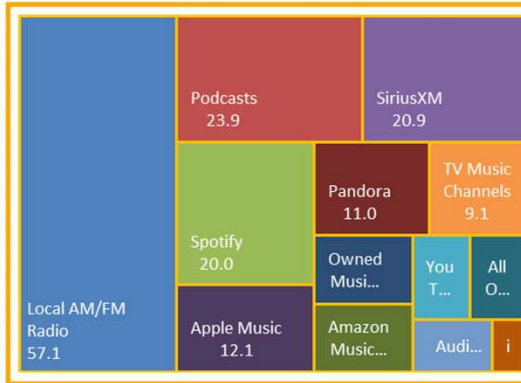


78,554 or 72.7% of Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 42.7 minutes every day representing 41.3% of all time spent daily with Ad-Supported Audio.

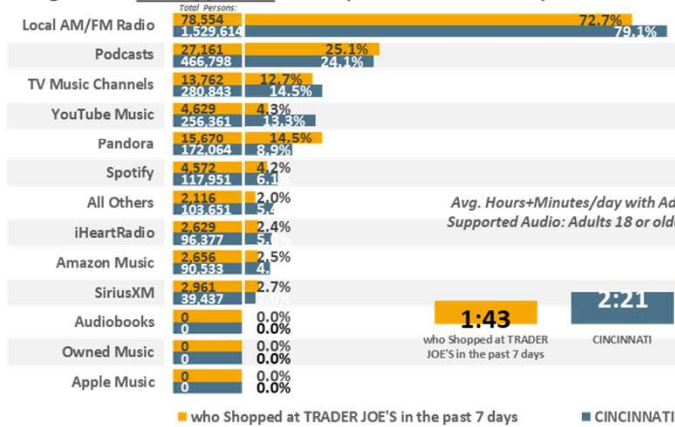
**Avg. Week All Audio (Persons & % Reach): Adults 18 or older**



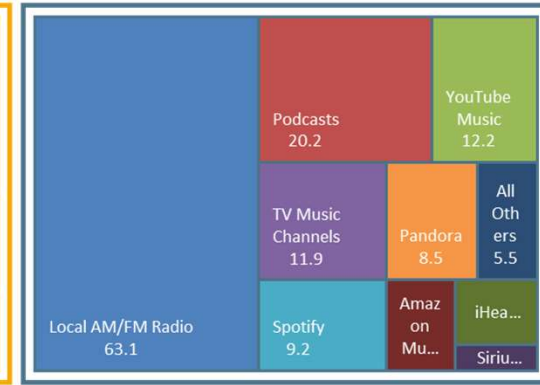
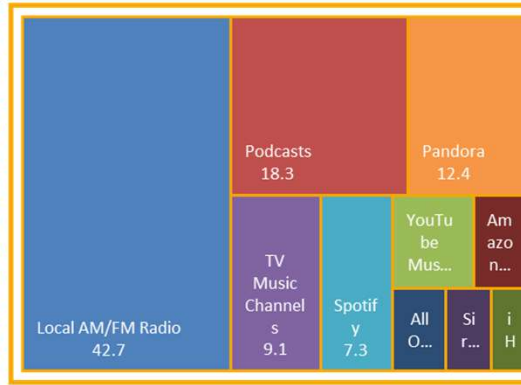
**Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



**Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older**



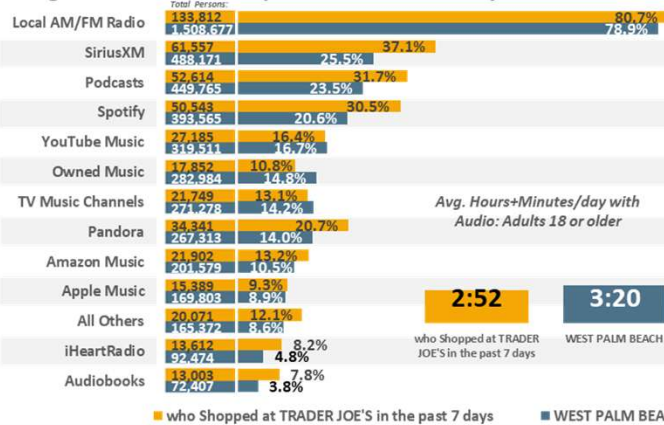
**Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



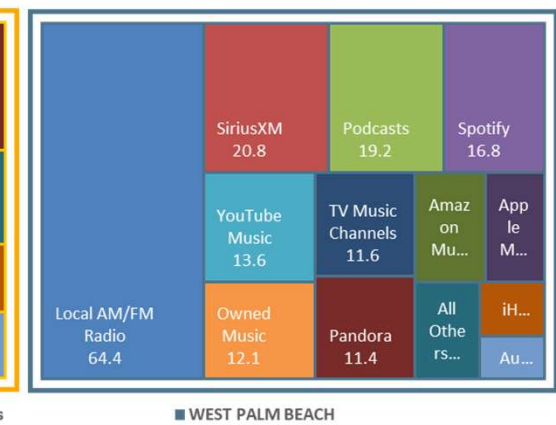
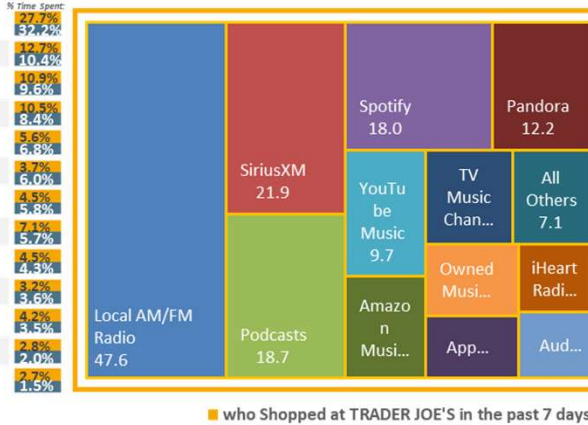


128,244 or 77.3% of Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 43.9 minutes every day representing 36.1% of all time spent daily with Ad-Supported Audio.

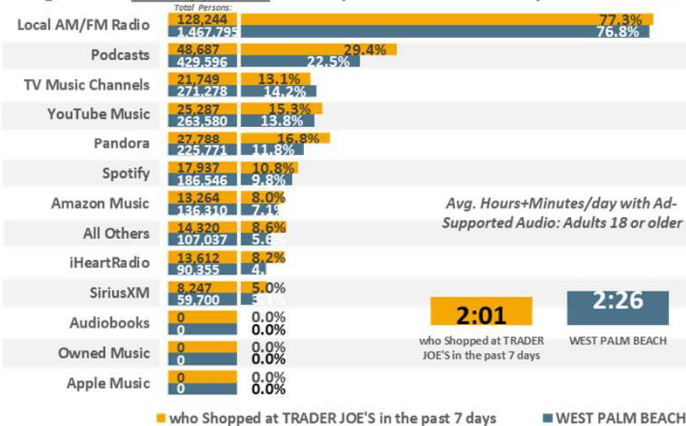
**Avg. Week All Audio (Persons & % Reach): Adults 18 or older**



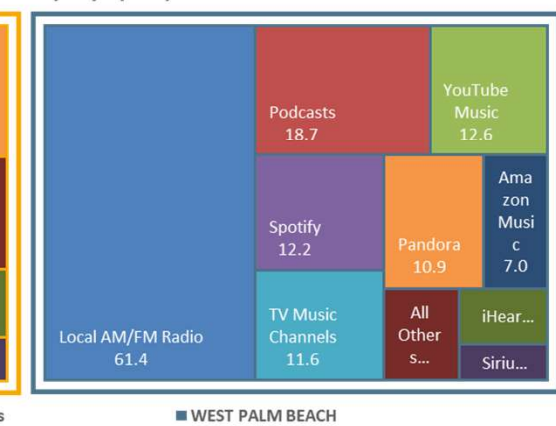
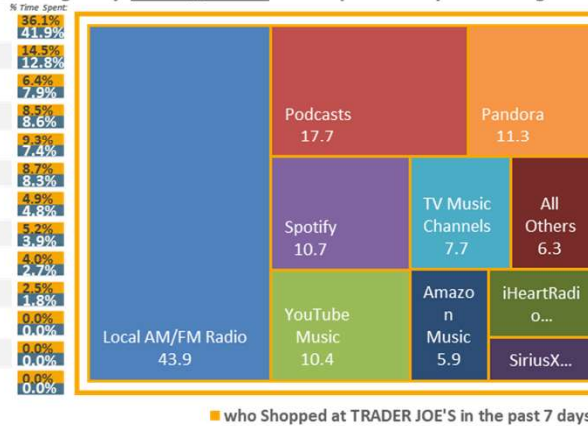
**Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



**Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older**



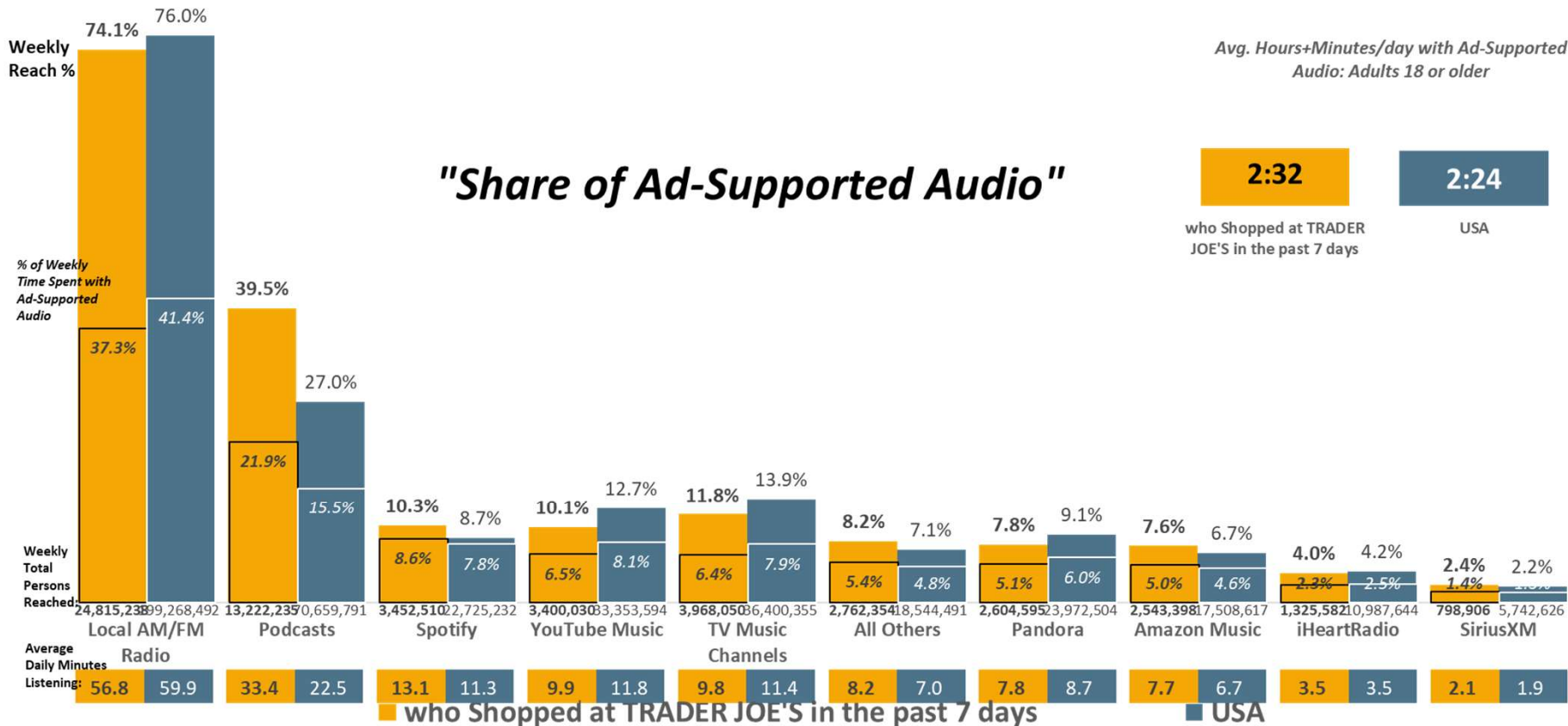
**Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**







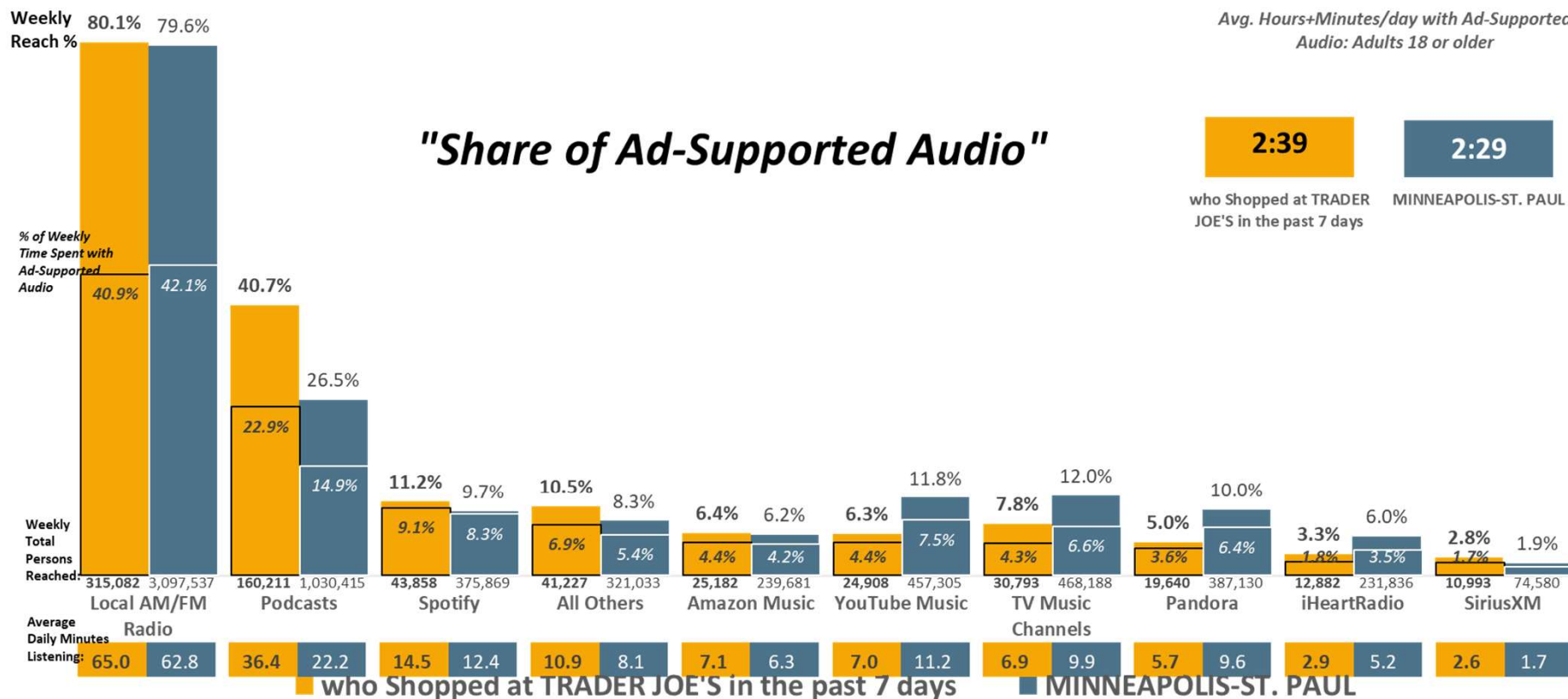
24,815,238 or 74.1% of Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 56.8 minutes every day representing 37.3% of all time spent daily with Ad-Supported Audio.





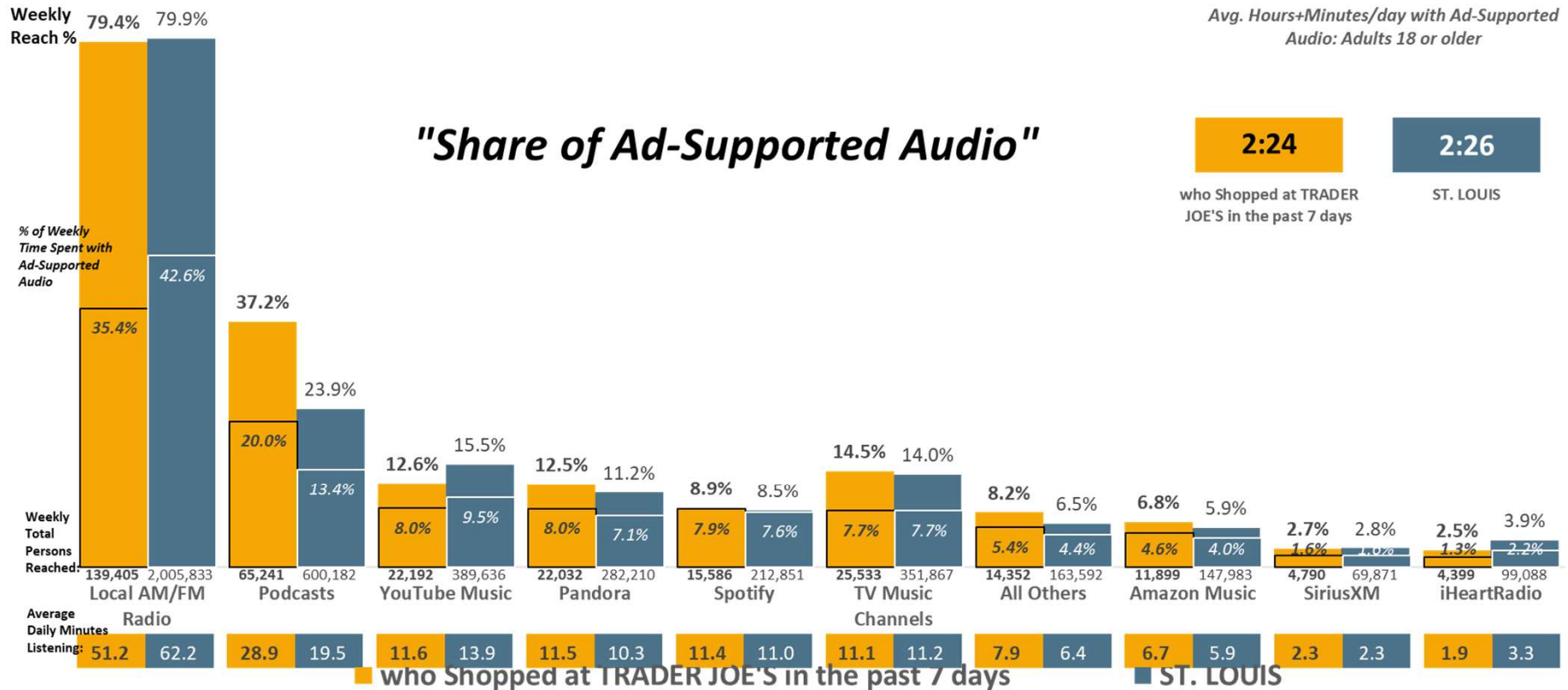


315,082 or 80.1% of Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 65. minutes every day representing 40.9% of all time spent daily with Ad-Supported Audio.



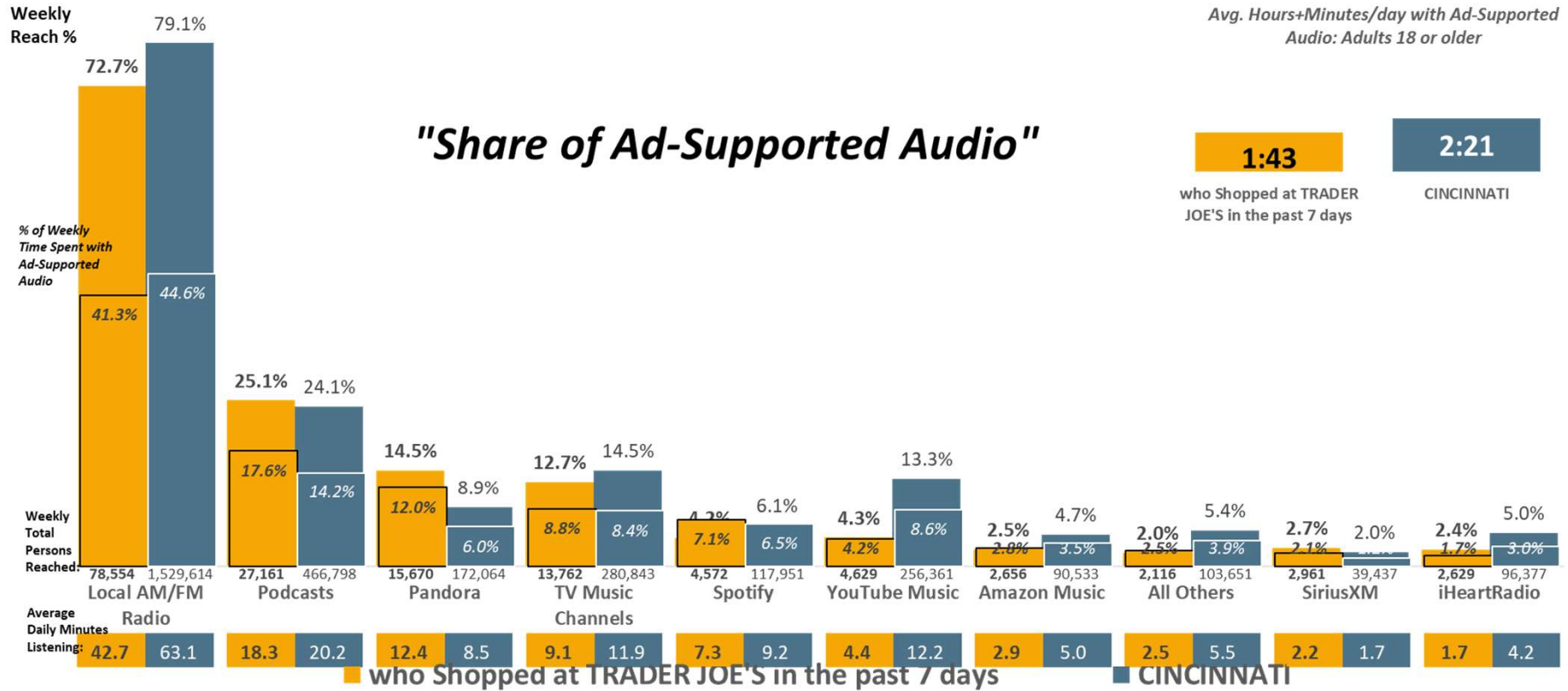


139,405 or 79.4% of Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 51.2 minutes every day representing 35.4% of all time spent daily with Ad-Supported Audio.





78,554 or 72.7% of Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 42.7 minutes every day representing 41.3% of all time spent daily with Ad-Supported Audio.



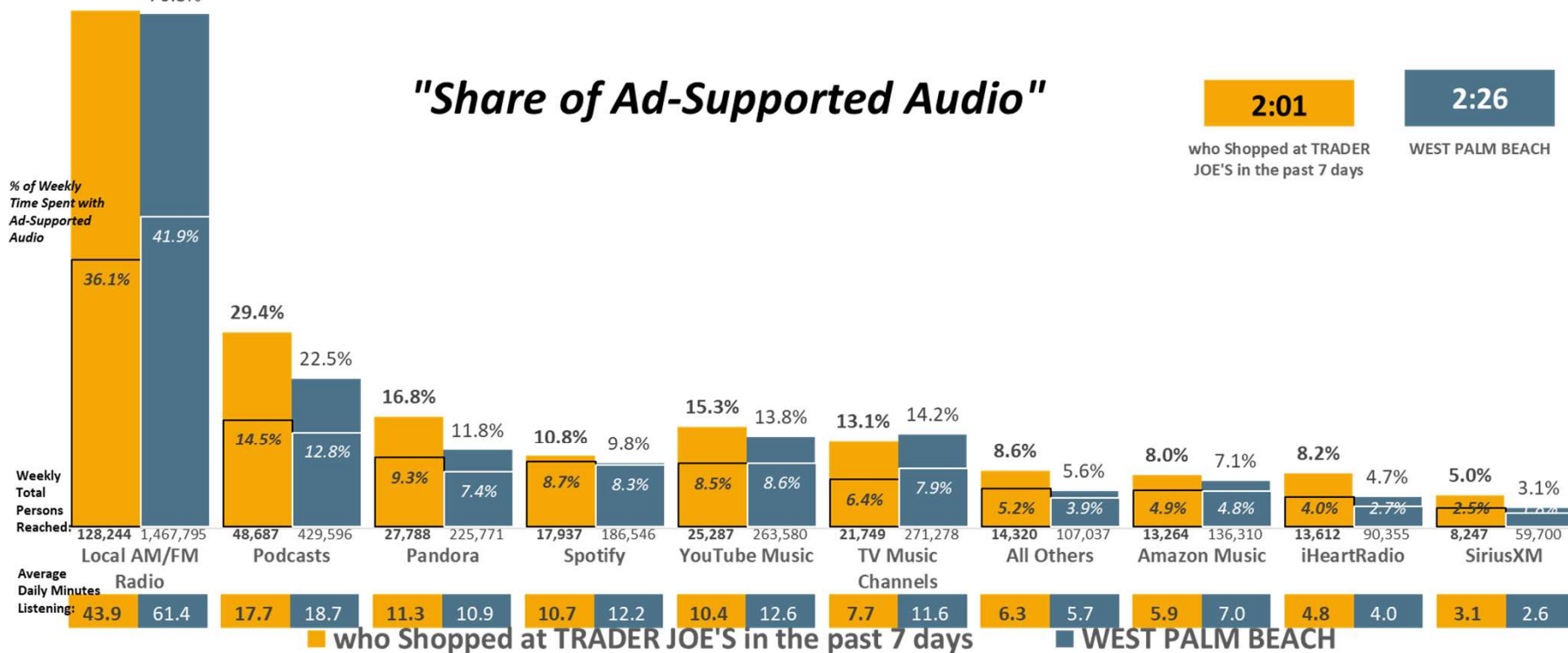


128,244 or 77.3% of Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 43.9 minutes every day representing 36.1% of all time spent daily with Ad-Supported Audio.

Weekly Reach % 77.3% 76.8%

Avg. Hours+Minutes/day with Ad-Supported Audio: Adults 18 or older

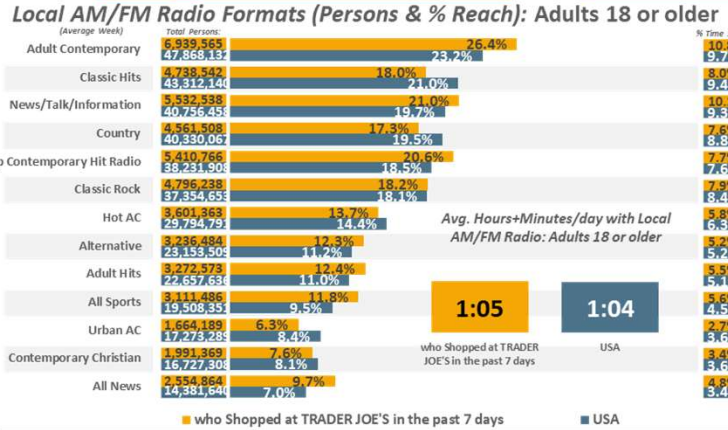
## "Share of Ad-Supported Audio"



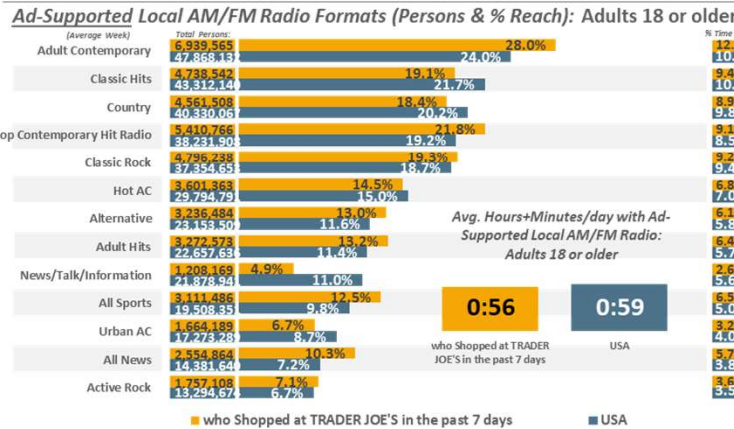
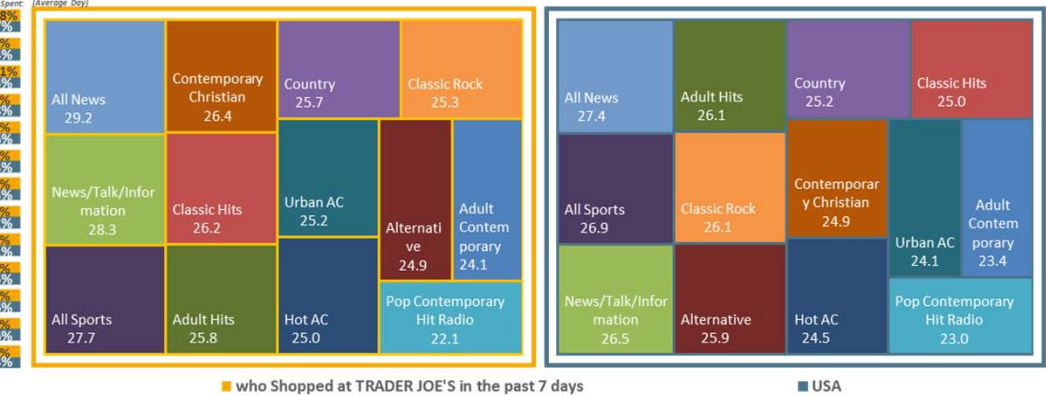




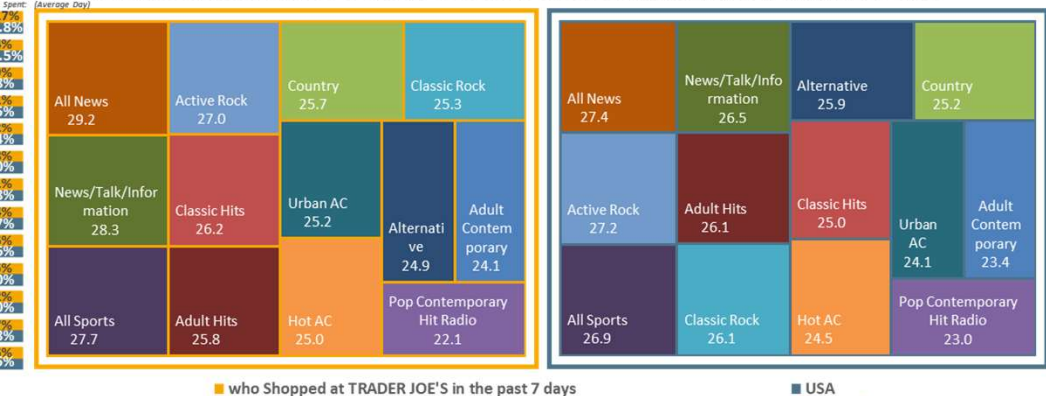
24,815,238 or 74.1% of Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Classic Rock, Classic Hits, and Country.



**Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



**Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 3,457  
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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

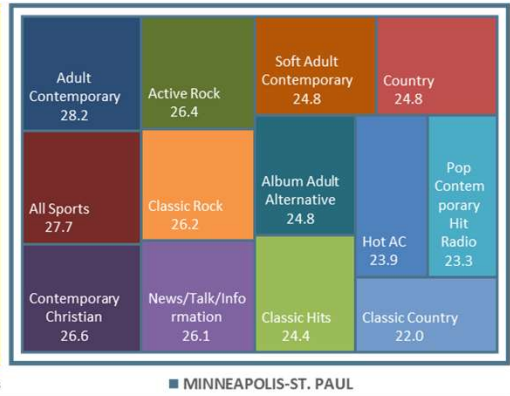
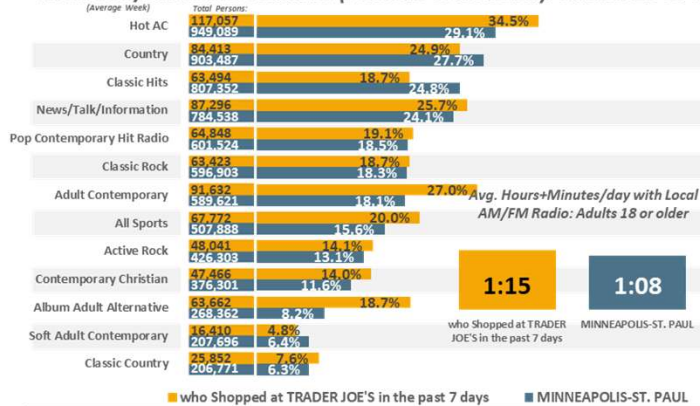
soefa.ai Share of Everything for Anything

Grocery stores shopped past 7 days (HHLD): Trader Joe's

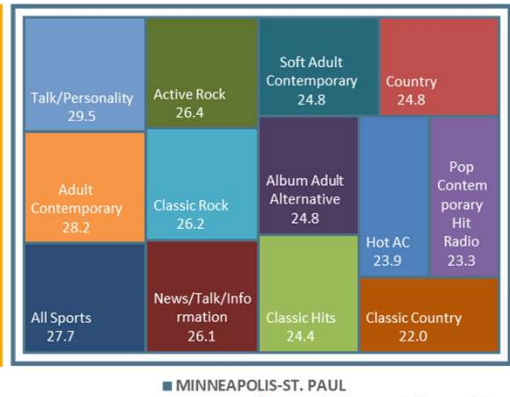
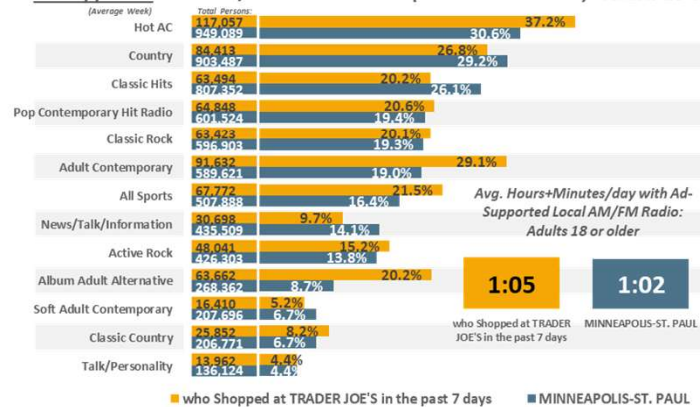


315,082 or 80.1% of Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Hot AC, Adult Contemporary, Country, All Sports, and Pop Contemporary Hit Radio.

**Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older** **Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



**Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older** **Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 228  
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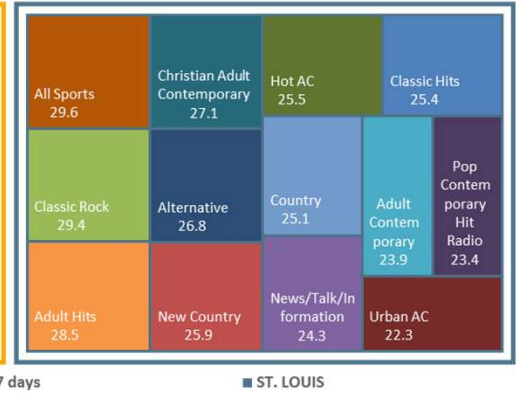
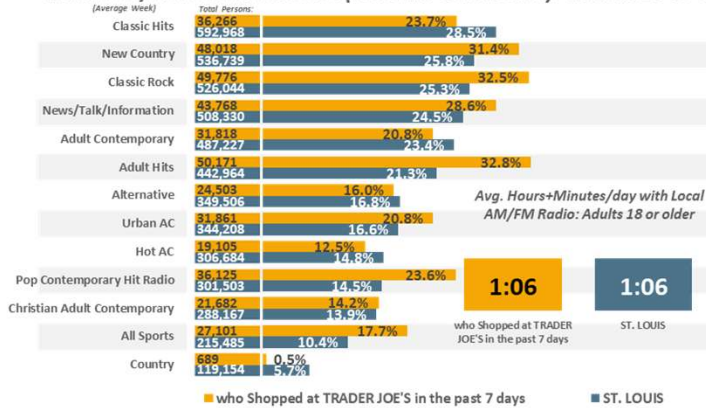
soefa.ai Share of Everything for Anything

Grocery stores shopped past 7 days (HHLD): Trader Joe's

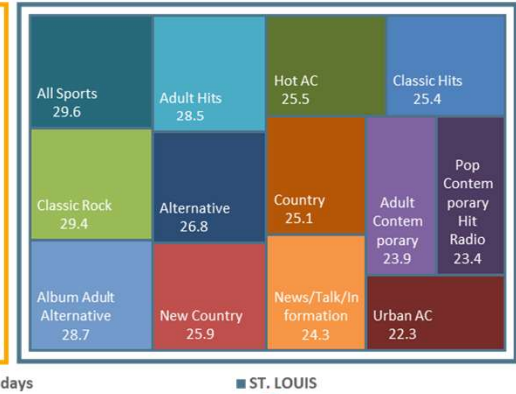
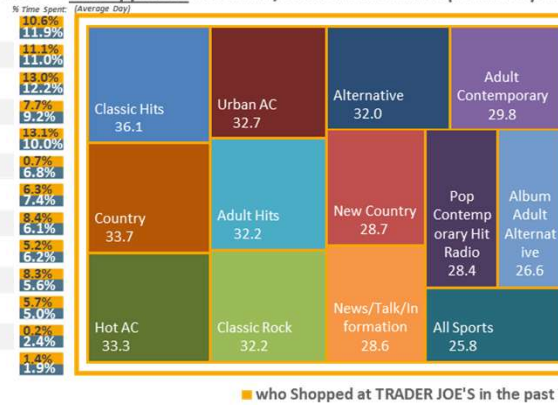
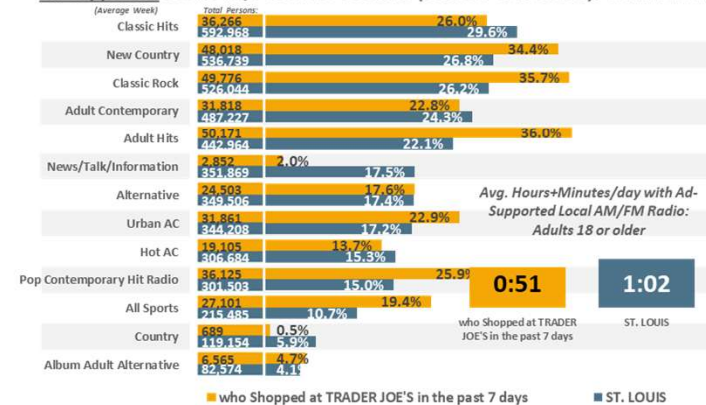


139,405 or 79.4% of Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Hits, Classic Rock, New Country, Classic Hits, and Pop Contemporary Hit Radio.

**Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older** **Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



**Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older** **Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**

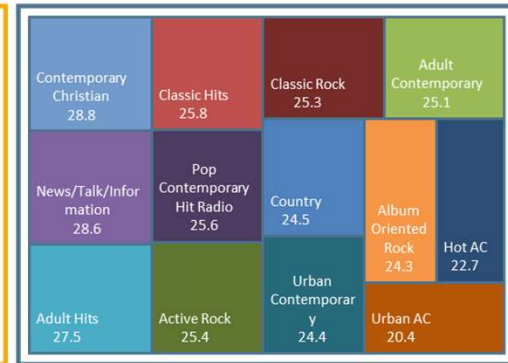
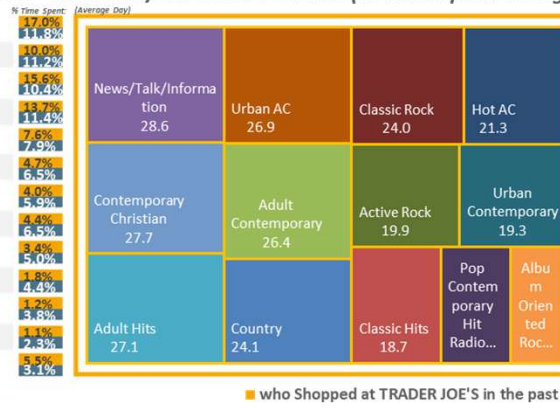
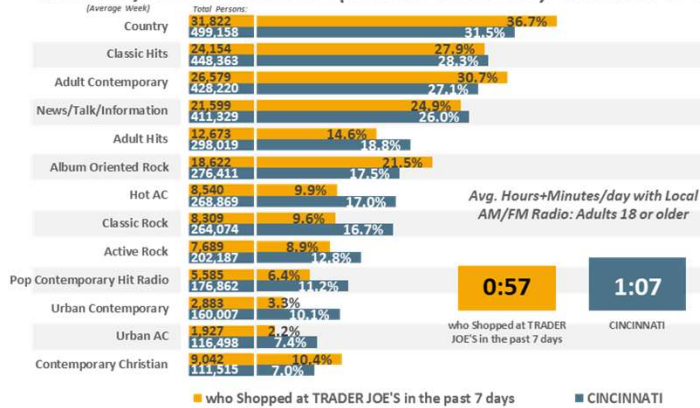




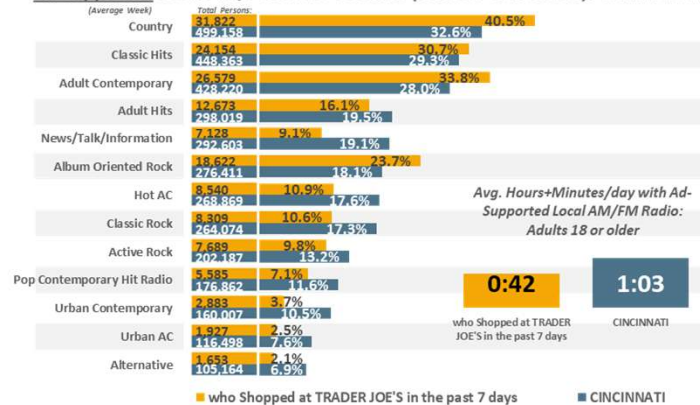


78,554 or 72.7% of Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Adult Contemporary, Classic Hits, Album Oriented Rock, and Adult Hits.

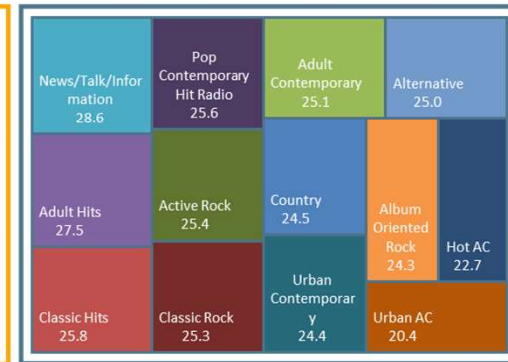
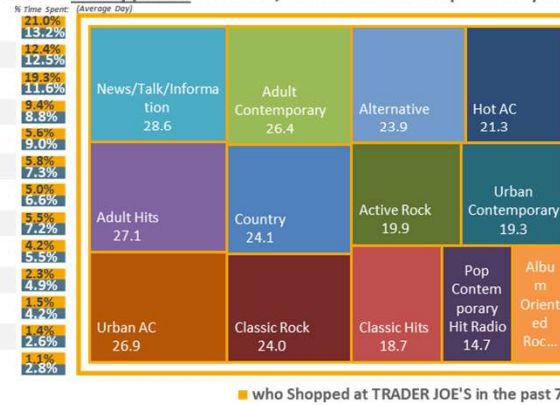
**Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older** **Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



**Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older**



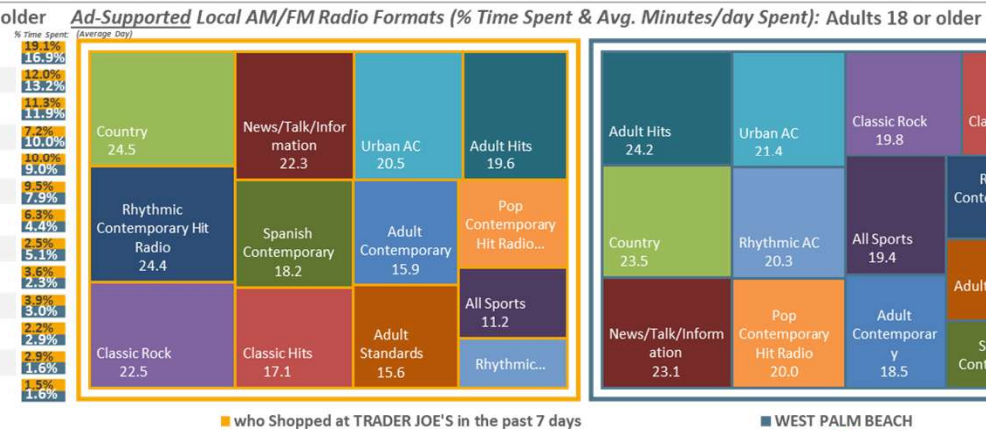
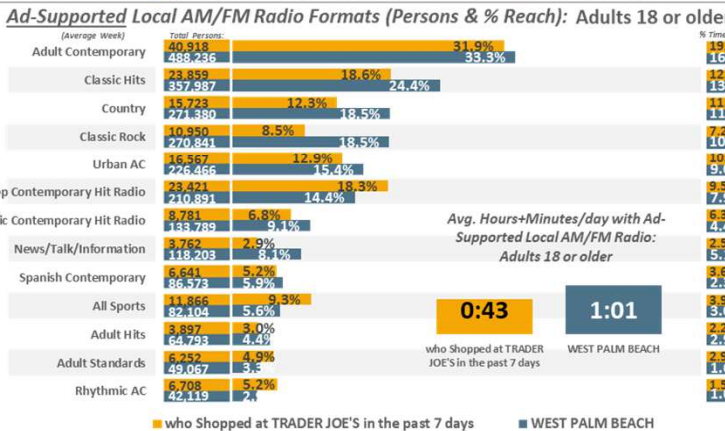
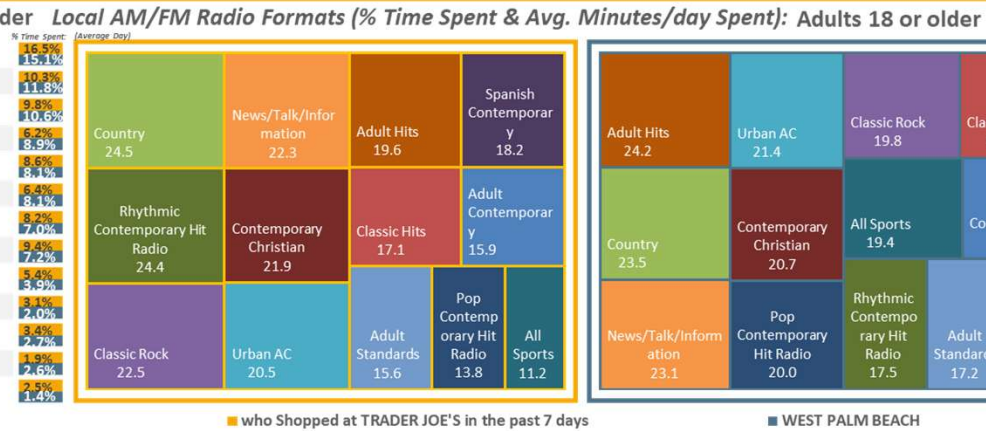
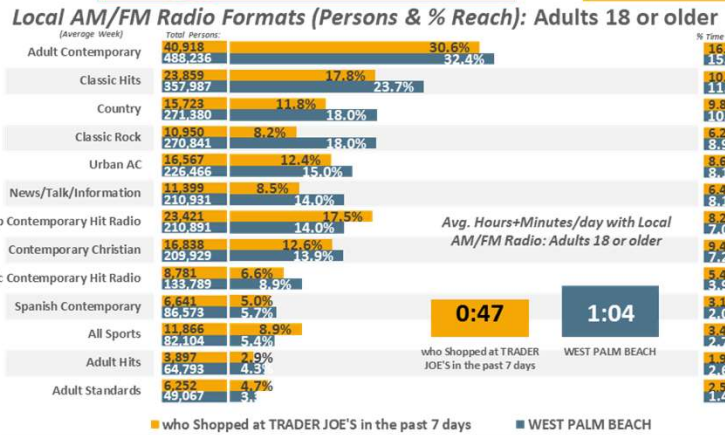
**Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**







128,244 or 77.3% of Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Pop Contemporary Hit Radio, Urban AC, and Country.

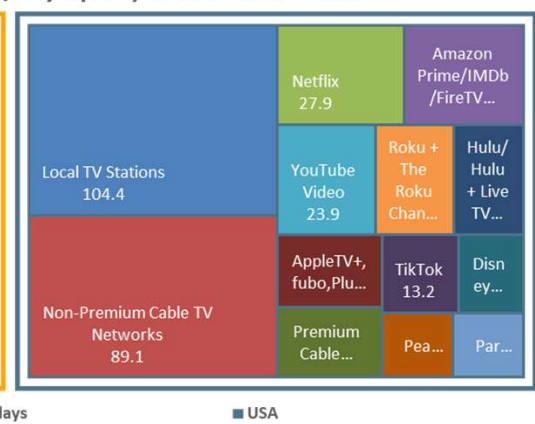
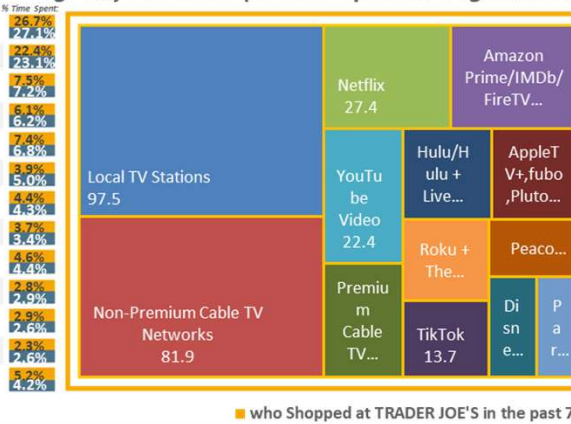
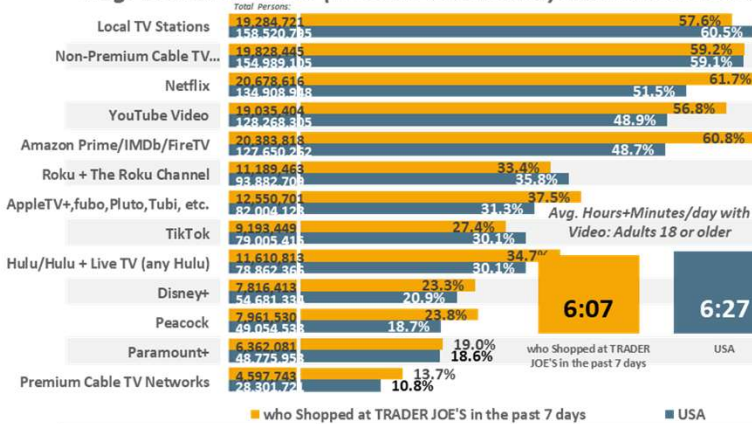




19,061,114 or 56.9% of Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days watch Ad-Supported Local TV Stations for an average of 90.3 minutes every day representing 29.9% of all time spent daily with Ad-Supported Video.

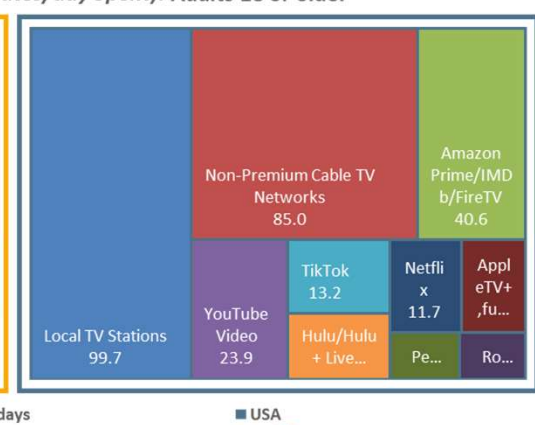
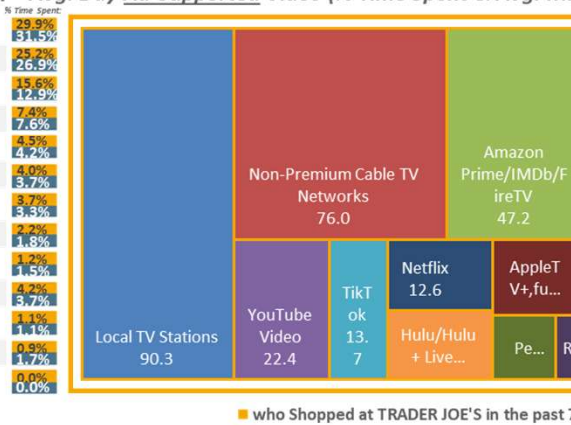
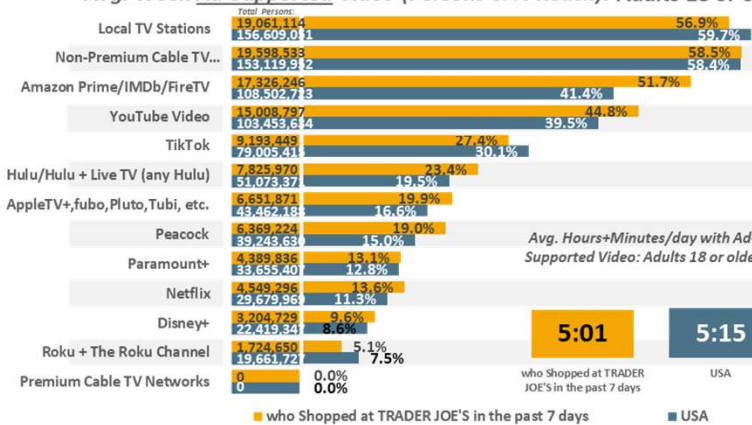
Avg. Week All Video (Persons & % Reach): Adults 18 or older

Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older

Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

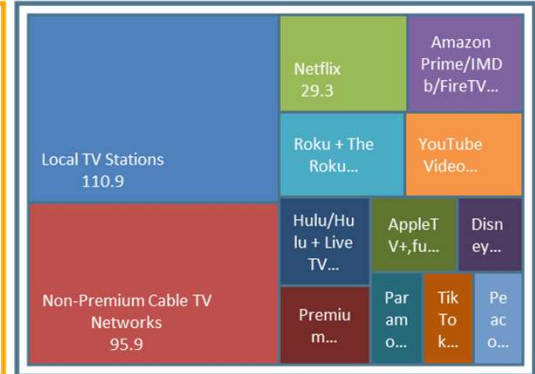
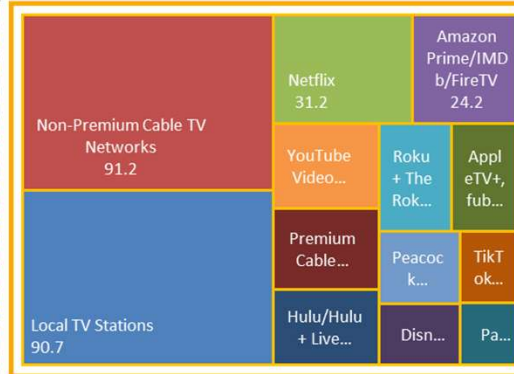
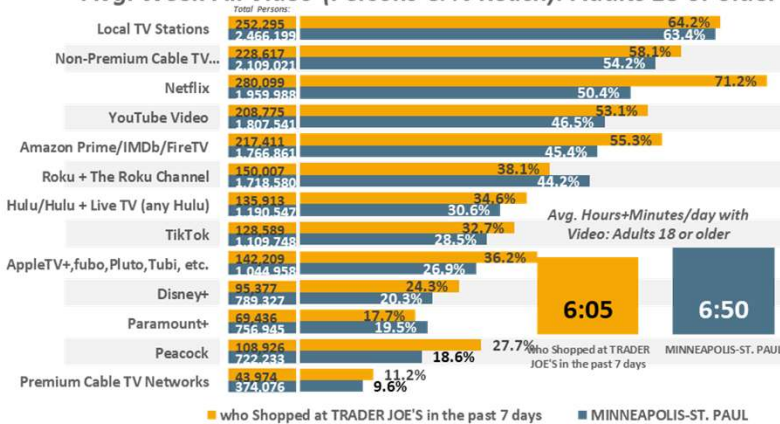




249,753 or 63.5% of Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days watch Ad-Supported Local TV Stations for an average of 82.9 minutes every day representing 28.7% of all time spent daily with Ad-Supported Video.

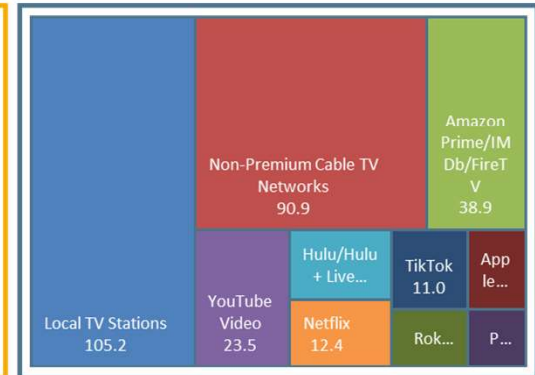
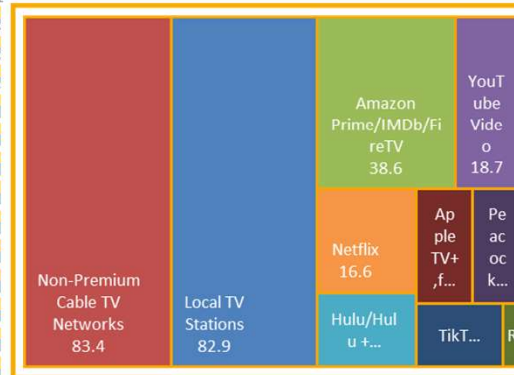
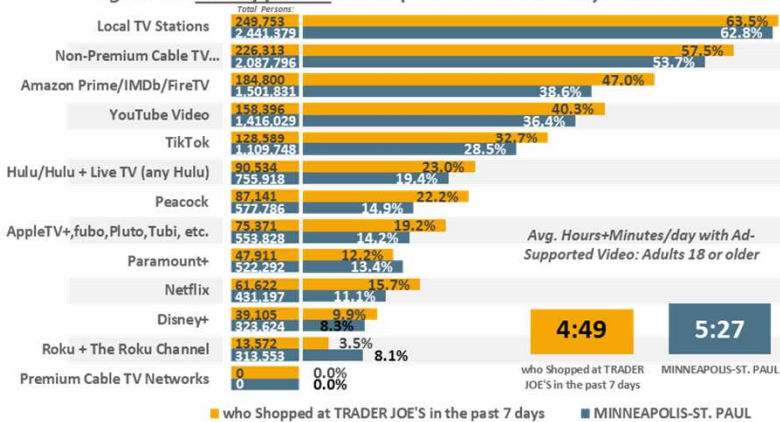
**Avg. Week All Video (Persons & % Reach): Adults 18 or older**

**Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



**Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older**

**Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



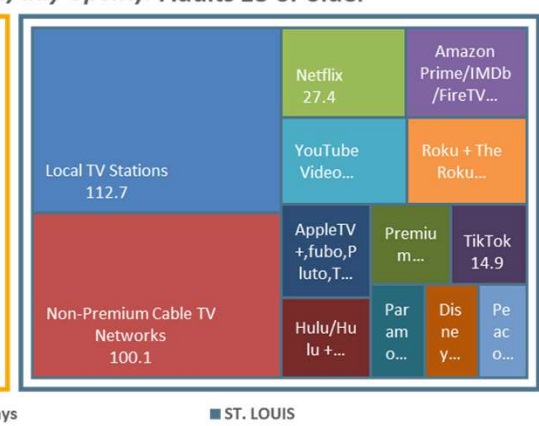
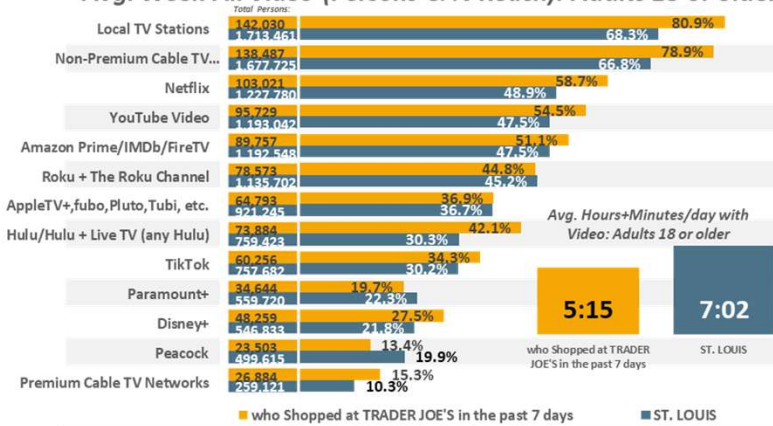




140,920 or 80.3% of Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days watch Ad-Supported Local TV Stations for an average of 79. minutes every day representing 30.8% of all time spent daily with Ad-Supported Video.

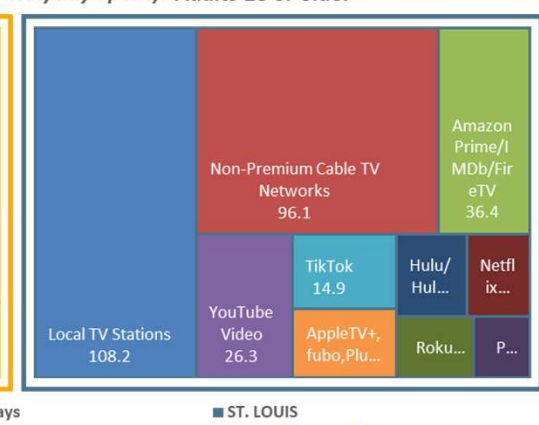
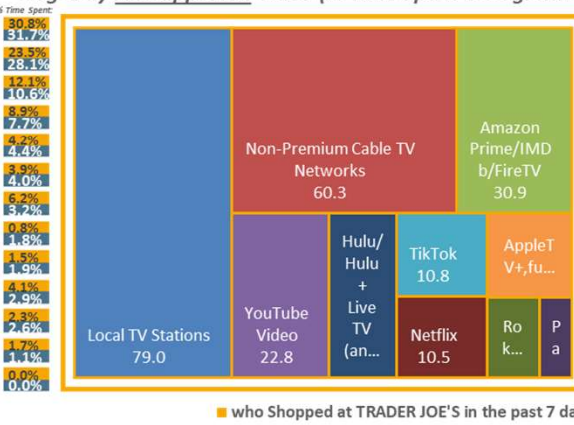
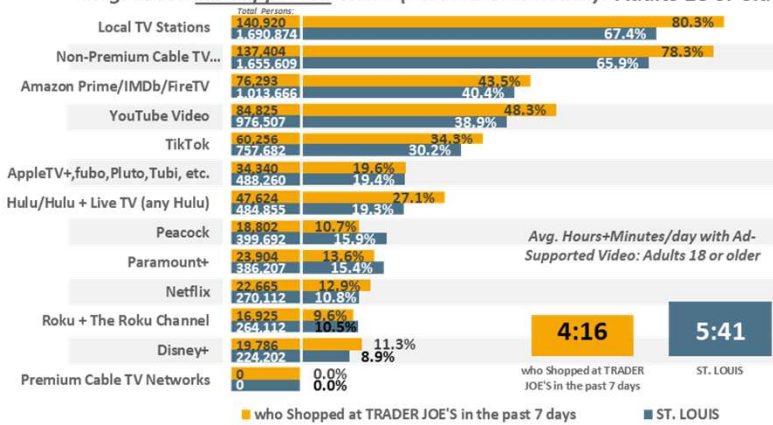
Avg. Week All Video (Persons & % Reach): Adults 18 or older

Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older

Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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Grocery stores shopped past 7 days (HHLD): Trader Joe's

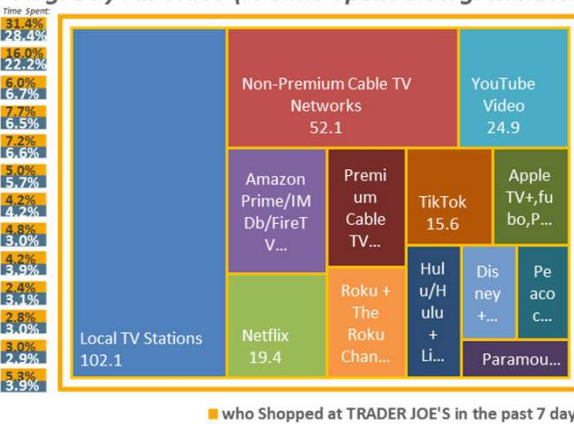
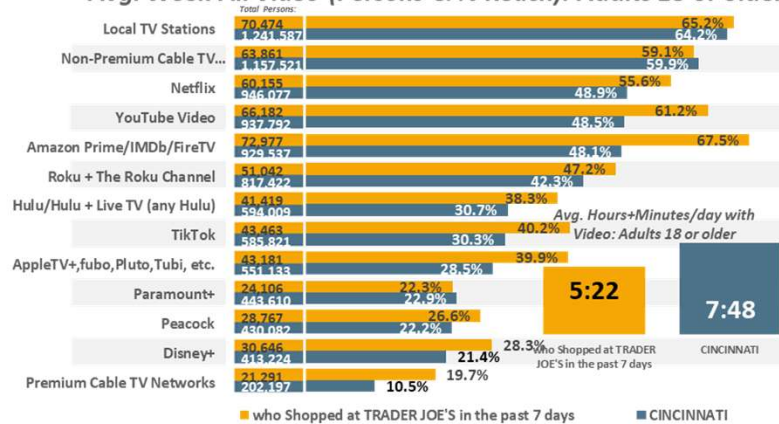




69,817 or 64.6% of Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days watch Ad-Supported Local TV Stations for an average of 94.7 minutes every day representing 35.9% of all time spent daily with Ad-Supported Video.

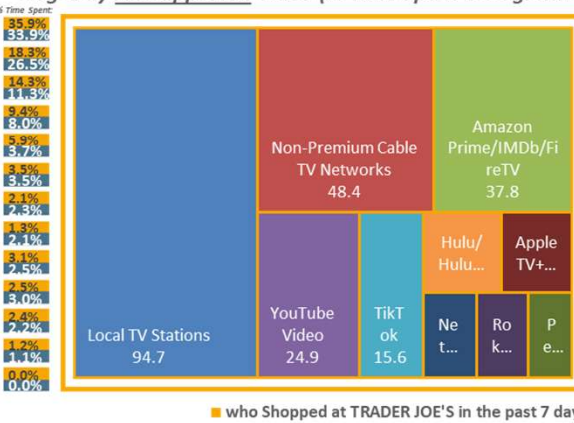
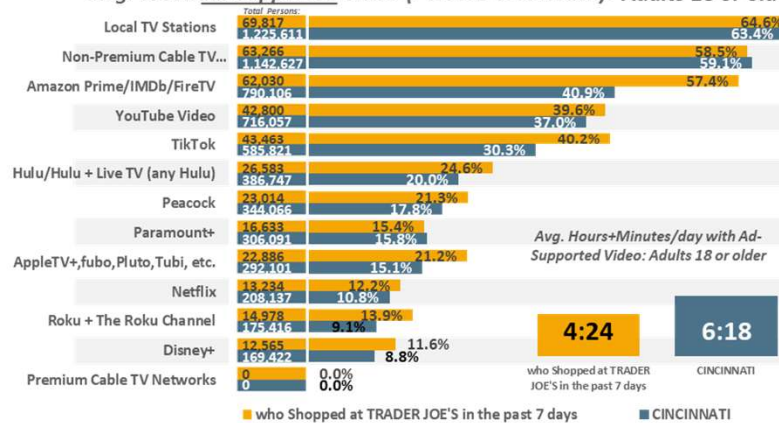
Avg. Week All Video (Persons & % Reach): Adults 18 or older

Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older

Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

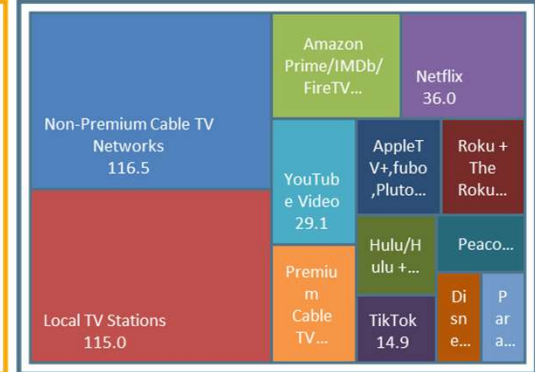
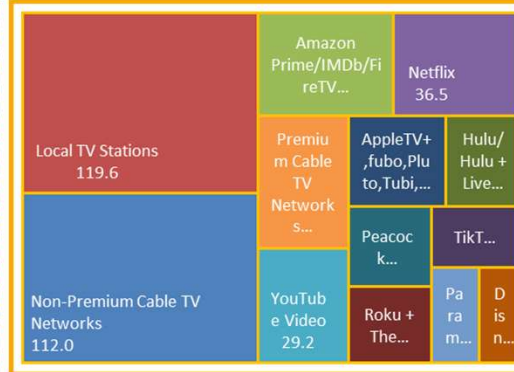
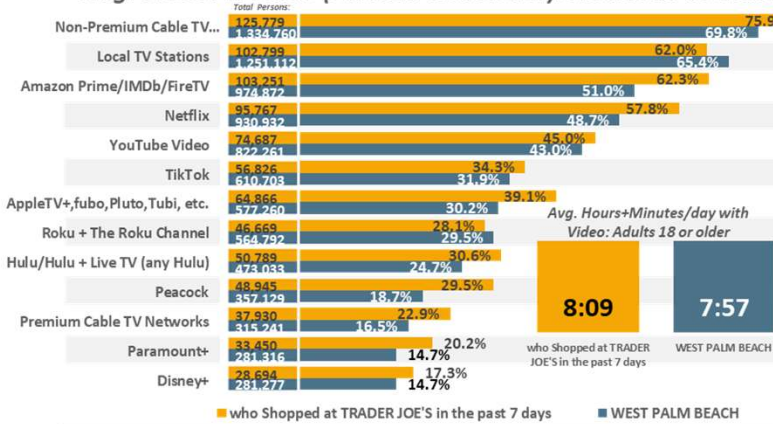




101,238 or 61.1% of Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days watch Ad-Supported Local TV Stations for an average of 110.3 minutes every day representing 27.2% of all time spent daily with Ad-Supported Video.

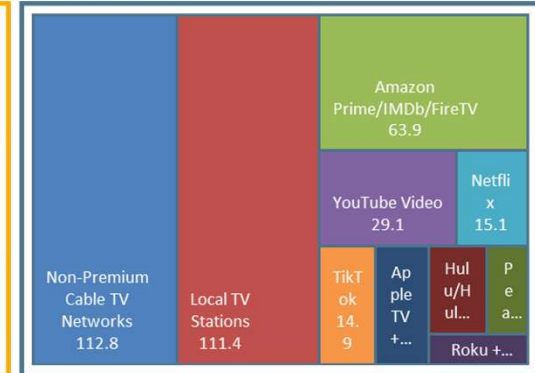
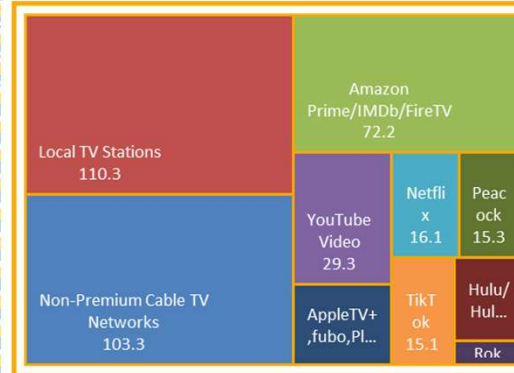
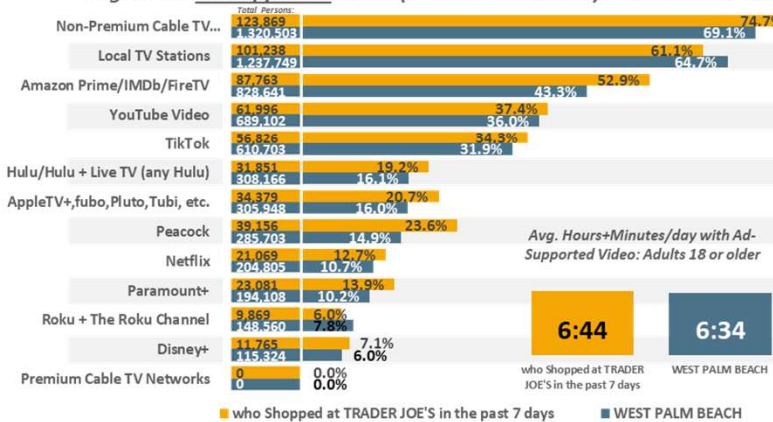
Avg. Week All Video (Persons & % Reach): Adults 18 or older

Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older

Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



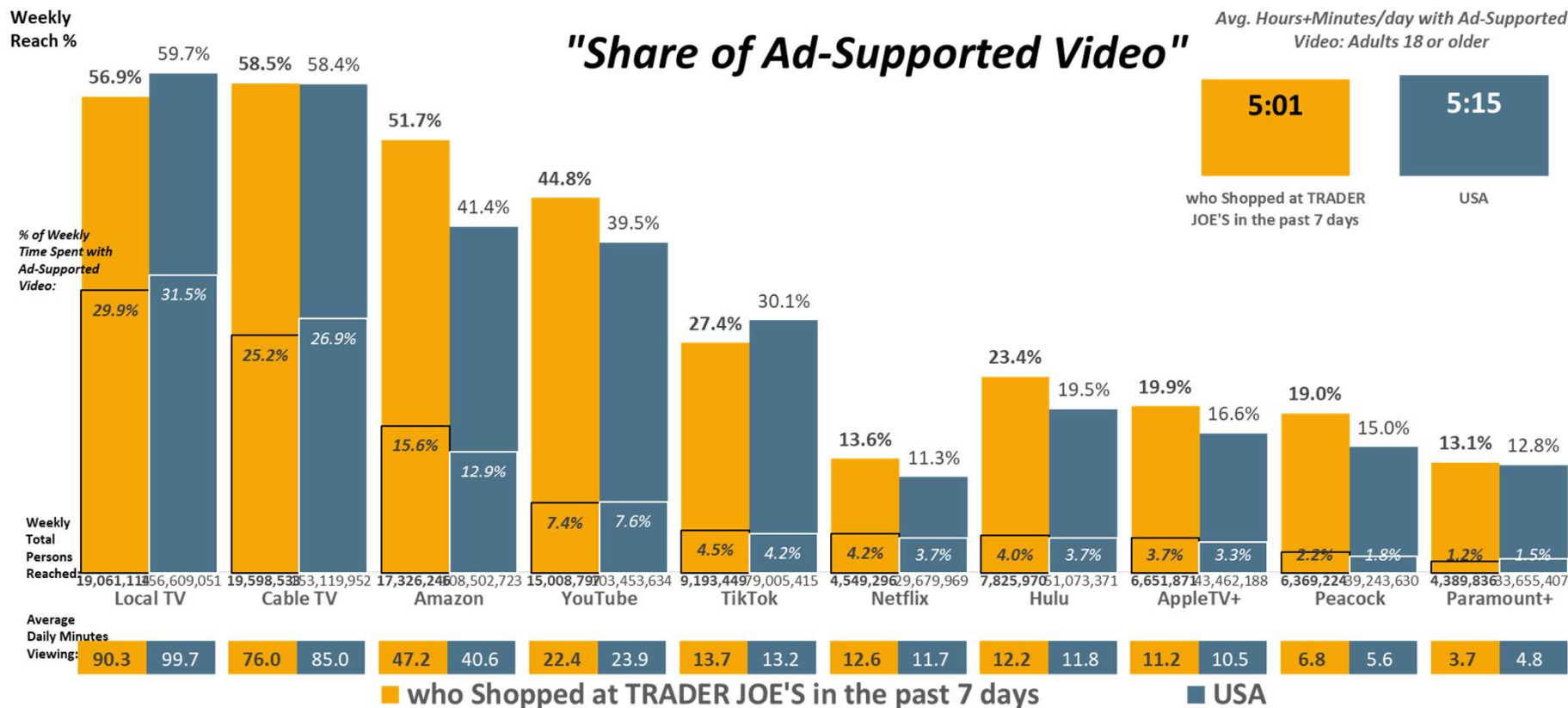
WEST PALM BEACH DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 257  
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Grocery stores shopped past 7 days (HHLD): Trader Joe's



19,061,114 or 56.9% of Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days watch Ad-Supported Local TV Stations for an average of 90.3 minutes every day representing 29.9% of all time spent daily with Ad-Supported Video.

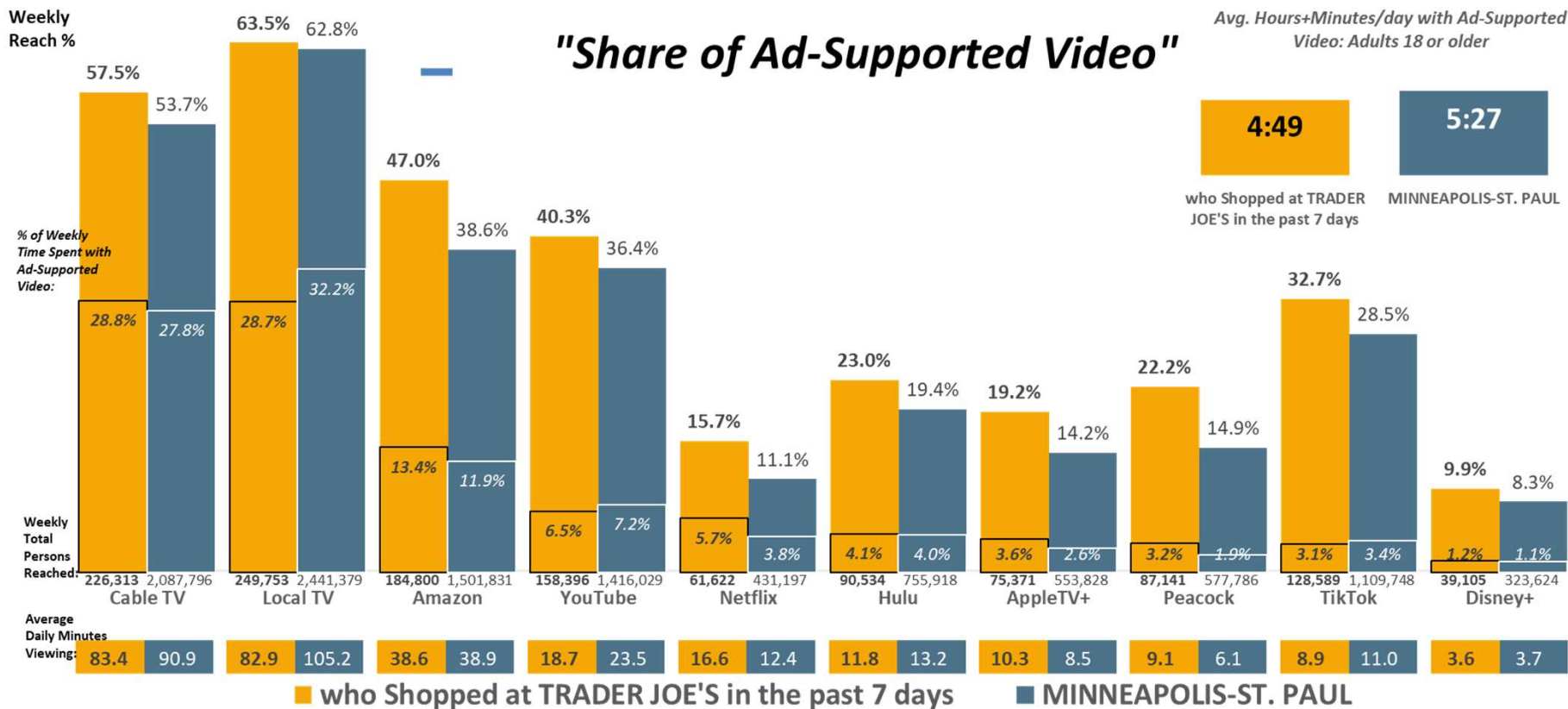






249,753 or 63.5% of Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days watch Ad-Supported Local TV Stations for an average of 82.9 minutes every day representing 28.7% of all time spent daily with Ad-Supported Video.

## "Share of Ad-Supported Video"

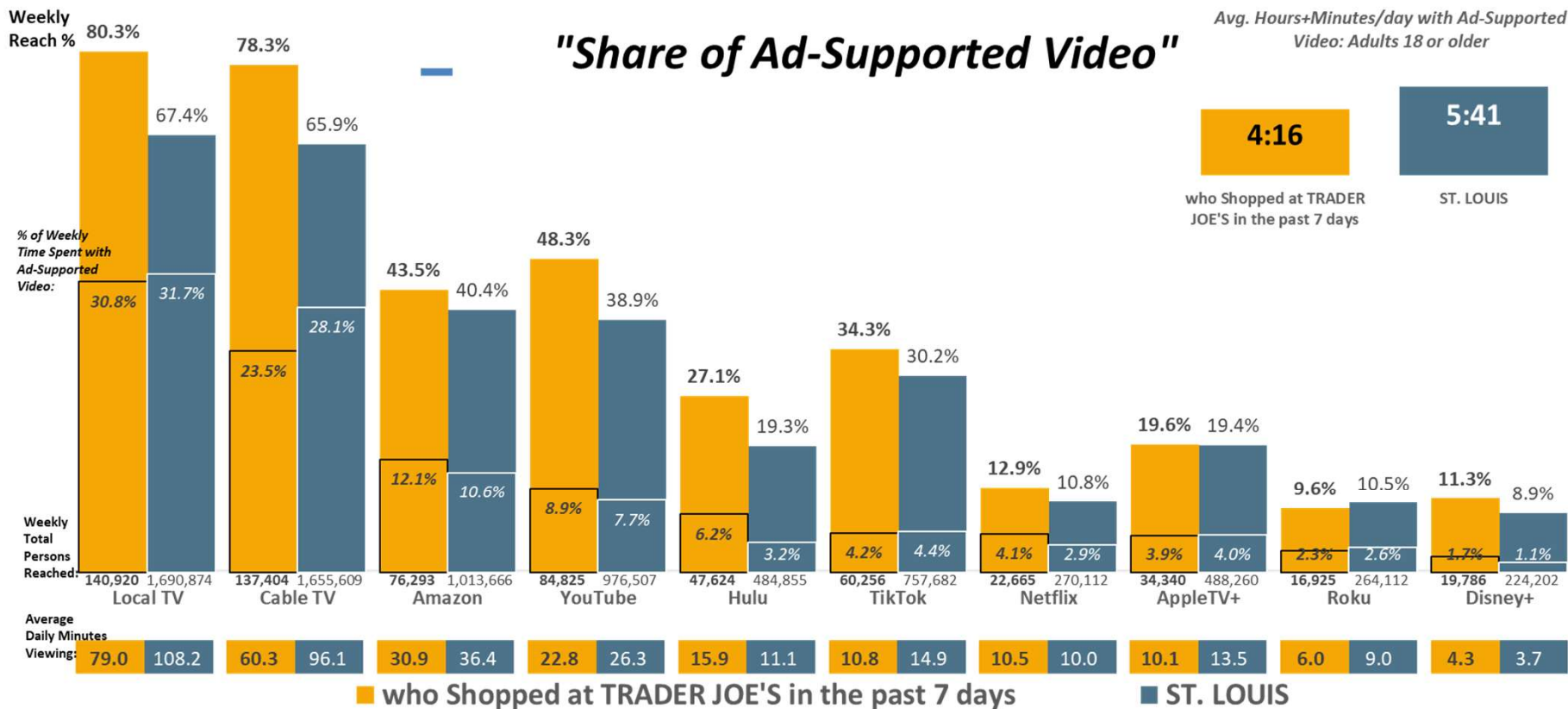






140,920 or 80.3% of Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days watch Ad-Supported Local TV Stations for an average of 79. minutes every day representing 30.8% of all time spent daily with Ad-Supported Video.

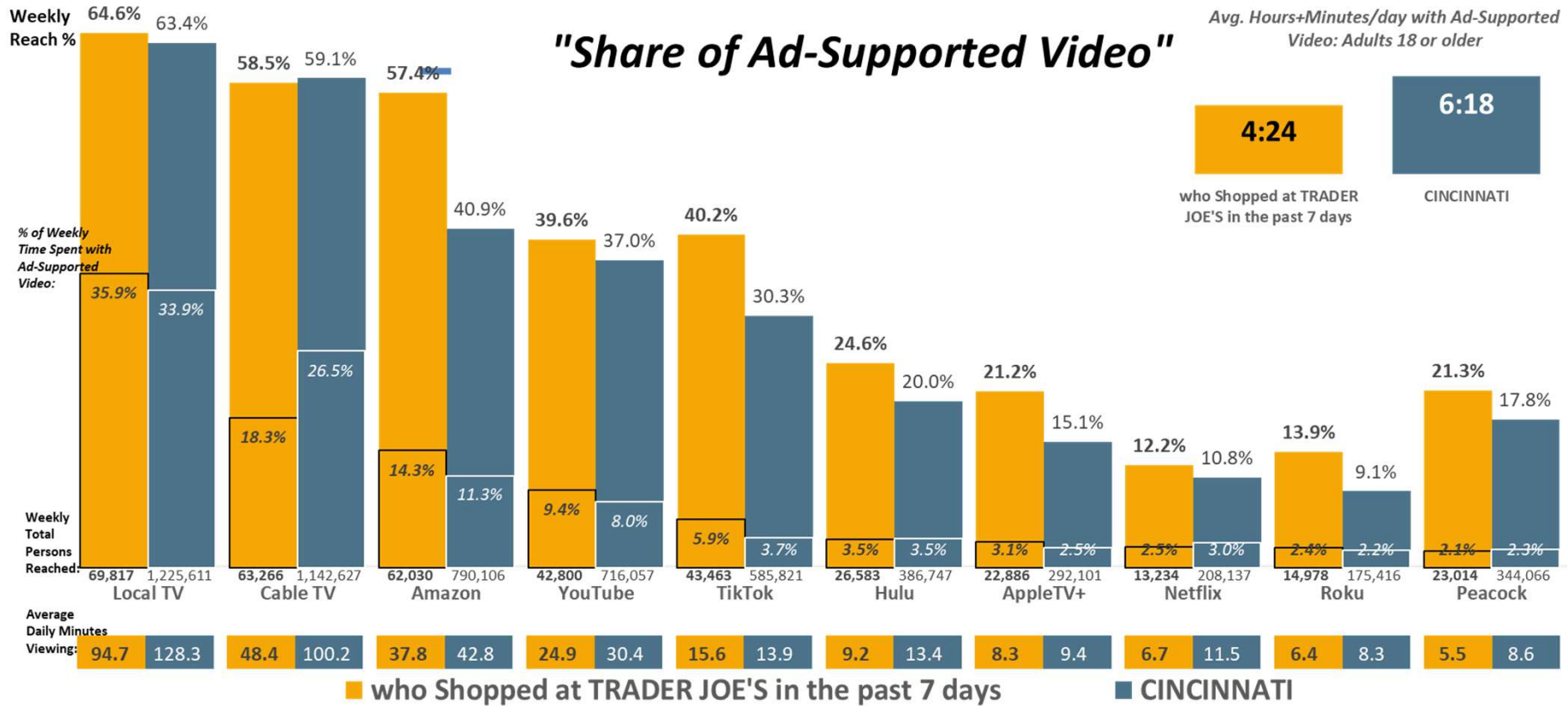
## "Share of Ad-Supported Video"





69,817 or 64.6% of Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days watch Ad-Supported Local TV Stations for an average of 94.7 minutes every day representing 35.9% of all time spent daily with Ad-Supported Video.

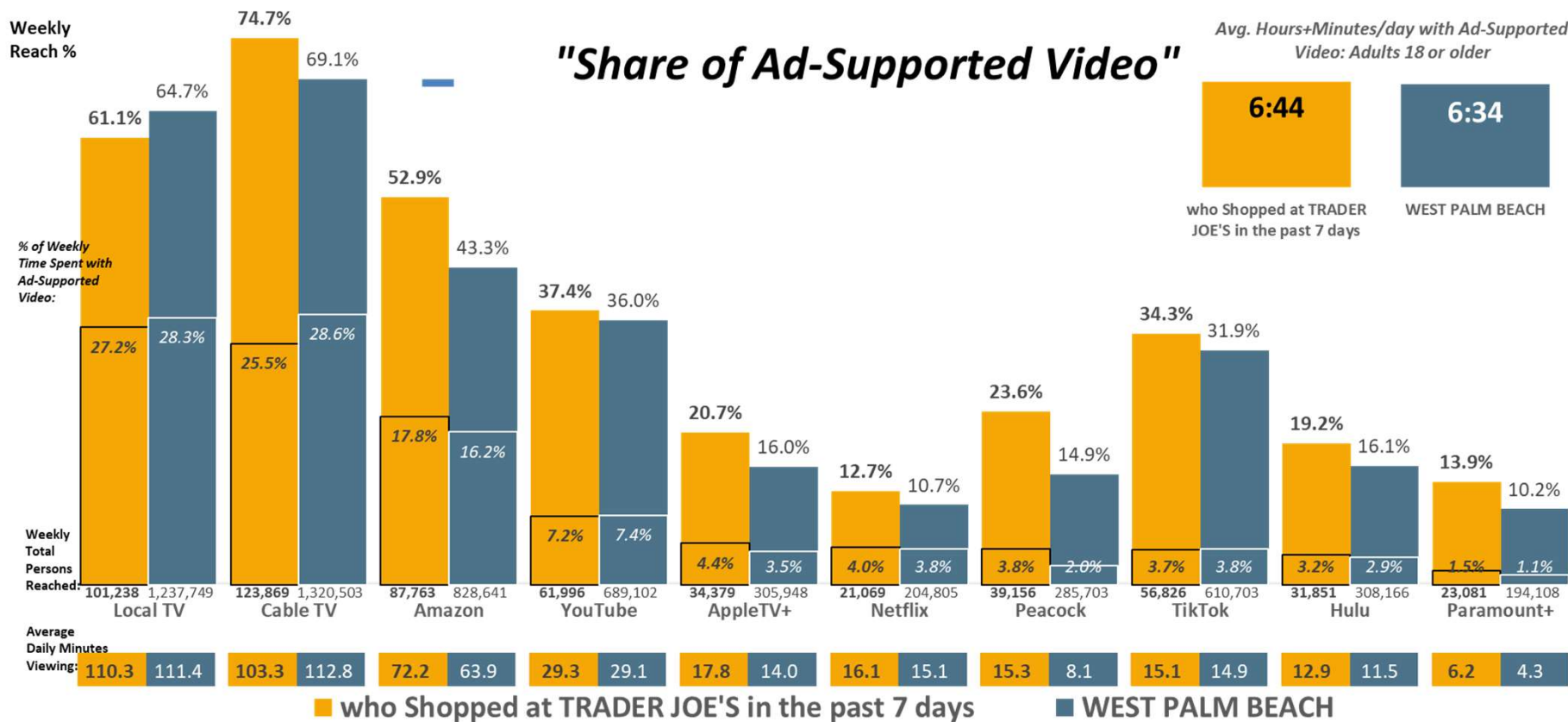
## "Share of Ad-Supported Video"





101,238 or 61.1% of Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days watch Ad-Supported Local TV Stations for an average of 110.3 minutes every day representing 27.2% of all time spent daily with Ad-Supported Video.

## "Share of Ad-Supported Video"



WEST PALM BEACH DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 257 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687  
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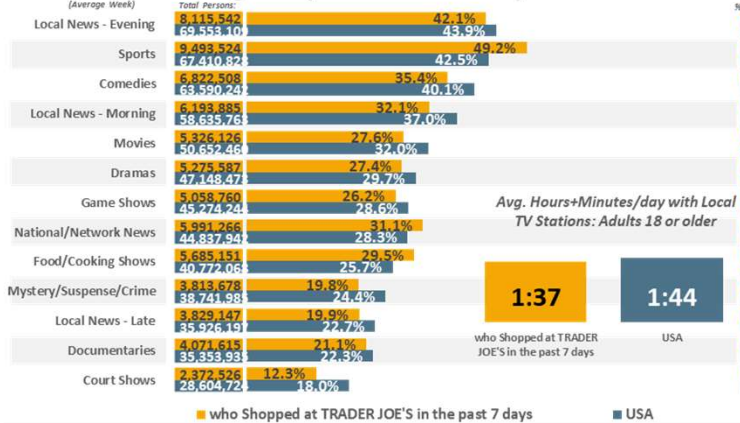
soefa.ai Share of Everything for Anything

Grocery stores shopped past 7 days (HHLD): Trader Joe's

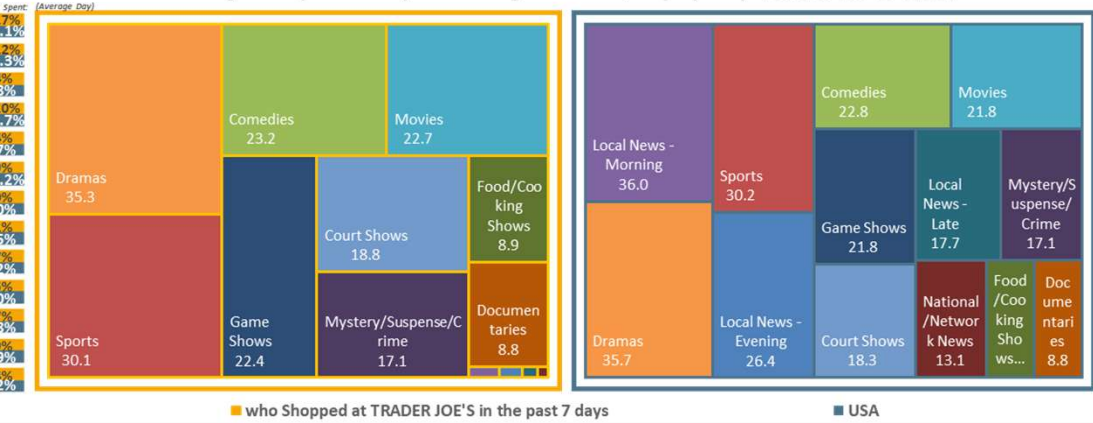


19,061,114 or 56.9% of Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Morning, National/Network News, and Movies.

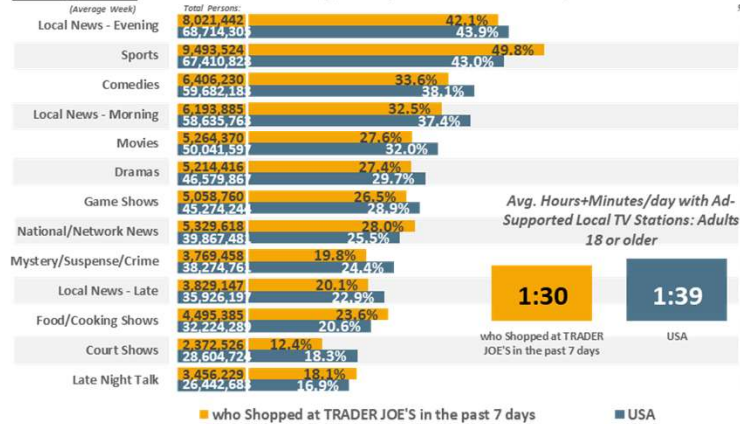
Local TV Station Programs (Persons & % Reach): Adults 18 or older



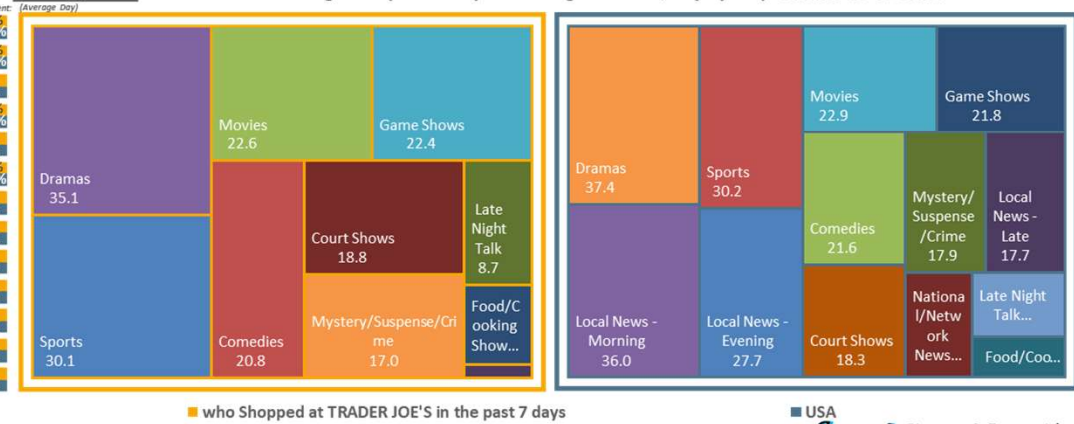
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 18 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

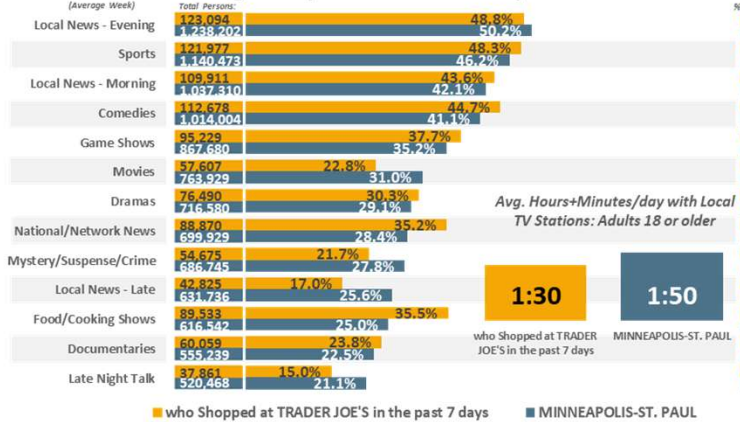




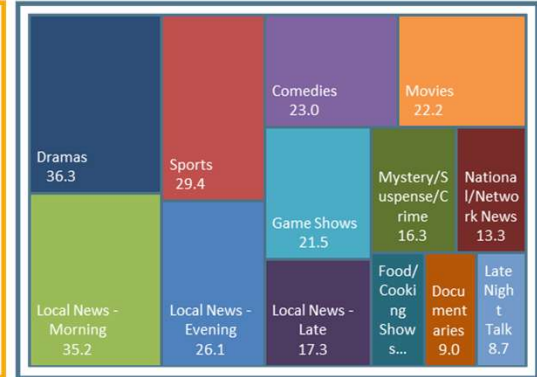


249,753 or 63.5% of Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, Game Shows, and National/Network News.

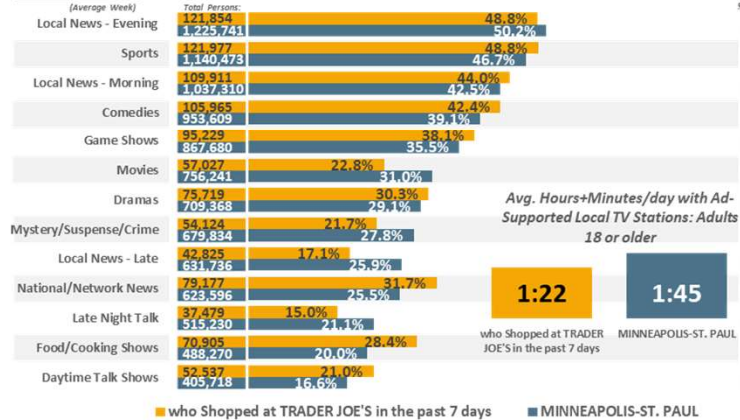
**Local TV Station Programs (Persons & % Reach): Adults 18 or older**



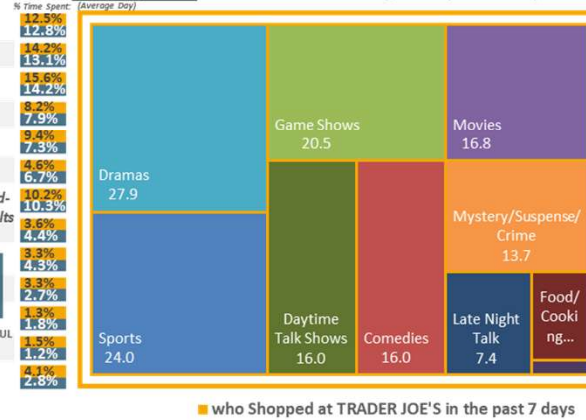
**Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



**Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 18 or older**



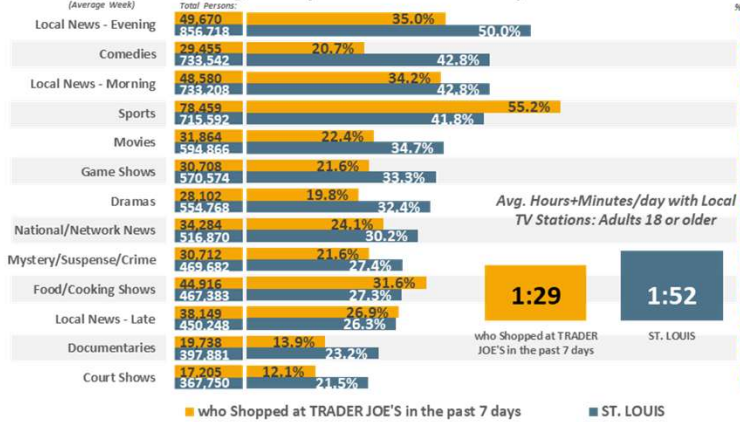
**Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



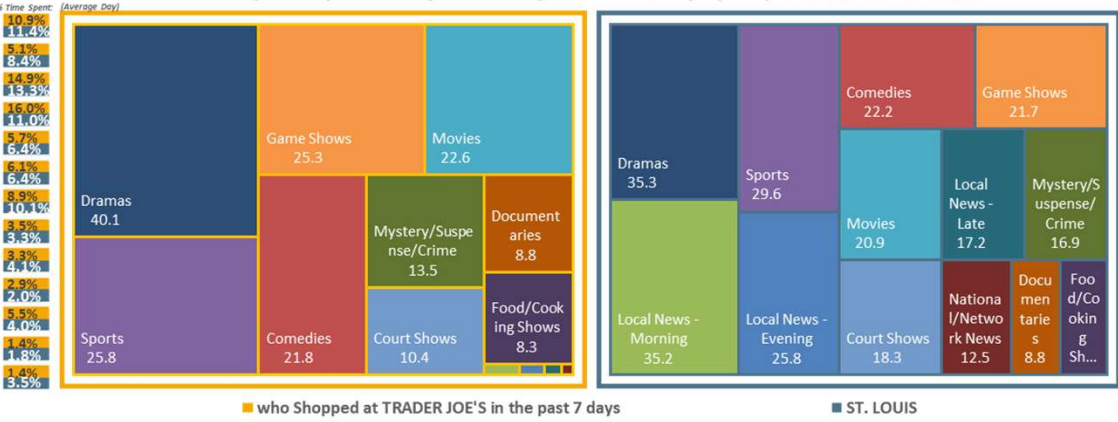


140,920 or 80.3% of Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Late Night Talk, Local News - Late, and Food/Cooking Sho

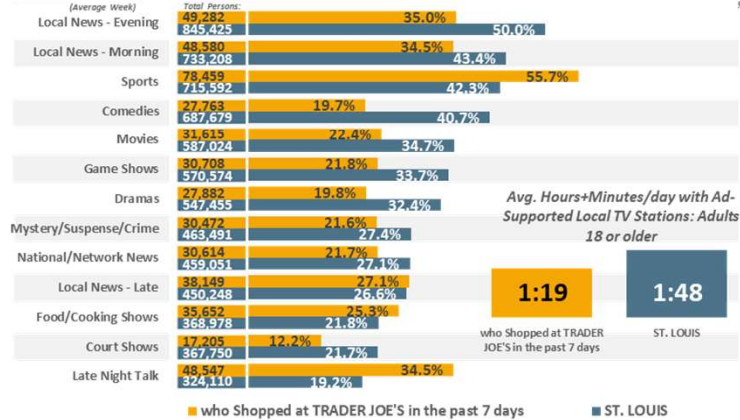
Local TV Station Programs (Persons & % Reach): Adults 18 or older



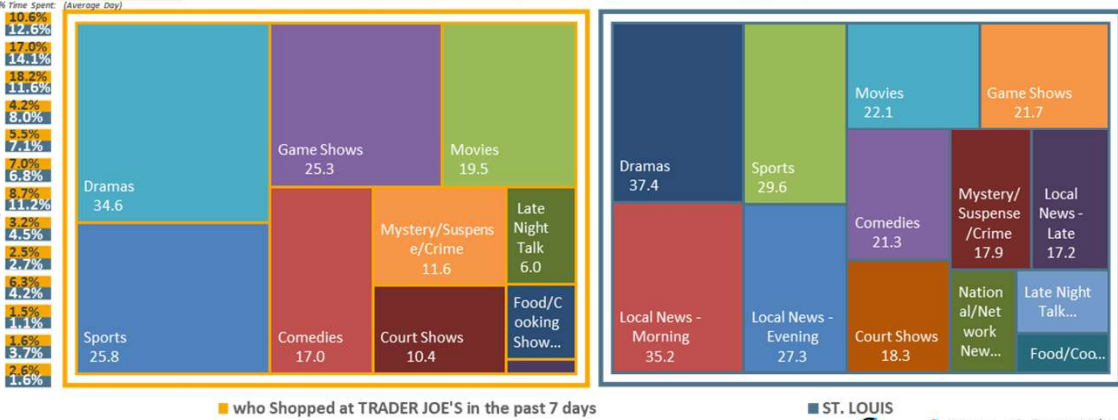
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 18 or older



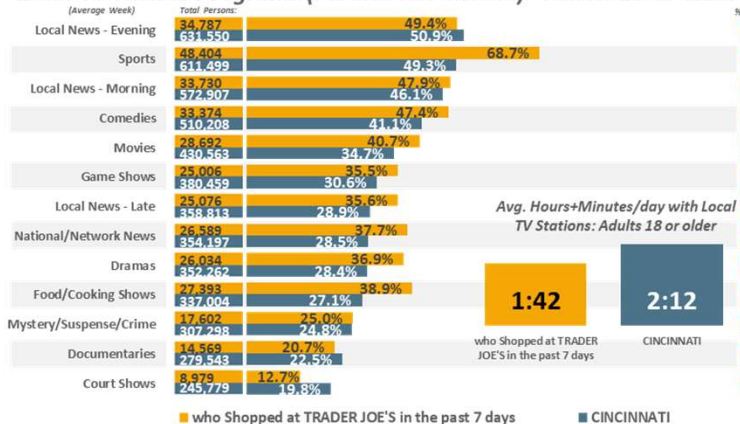
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



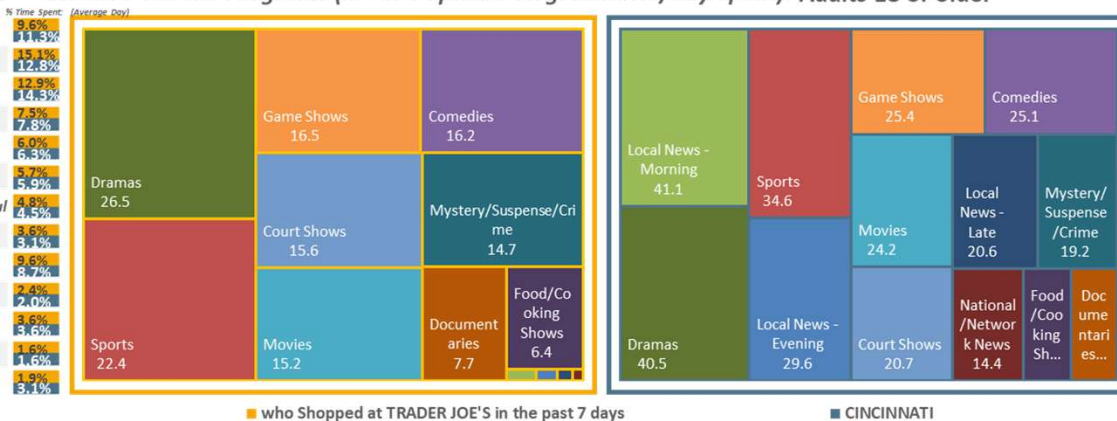


69,817 or 64.6% of Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, Movies, and Dramas.

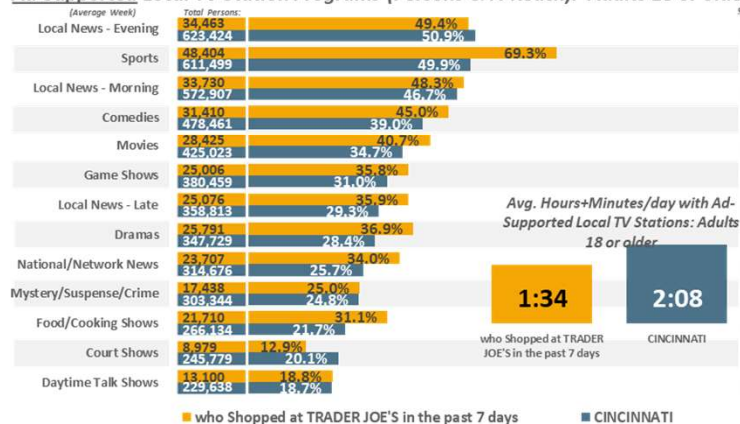
**Local TV Station Programs (Persons & % Reach): Adults 18 or older**



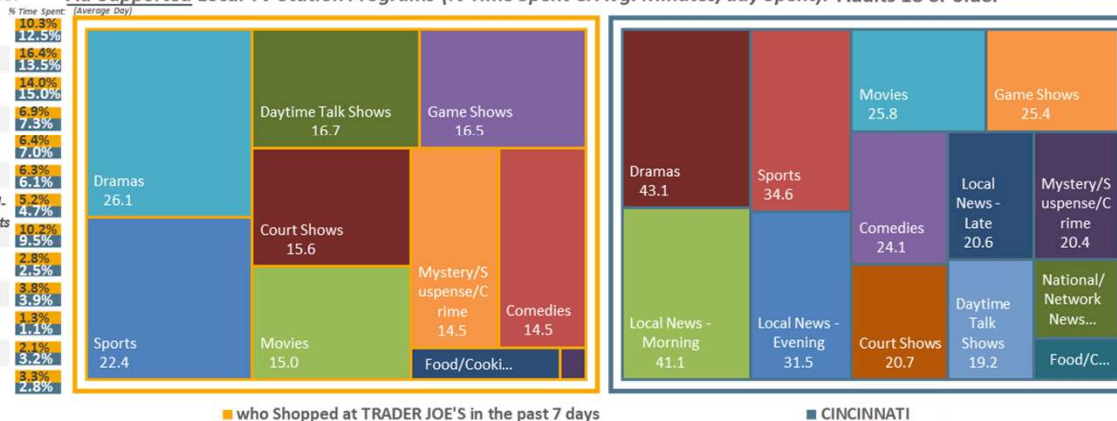
**Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



**Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 18 or older**



**Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**

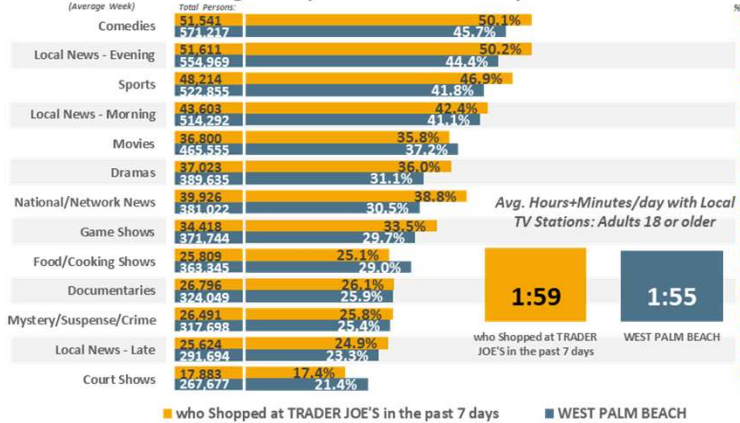




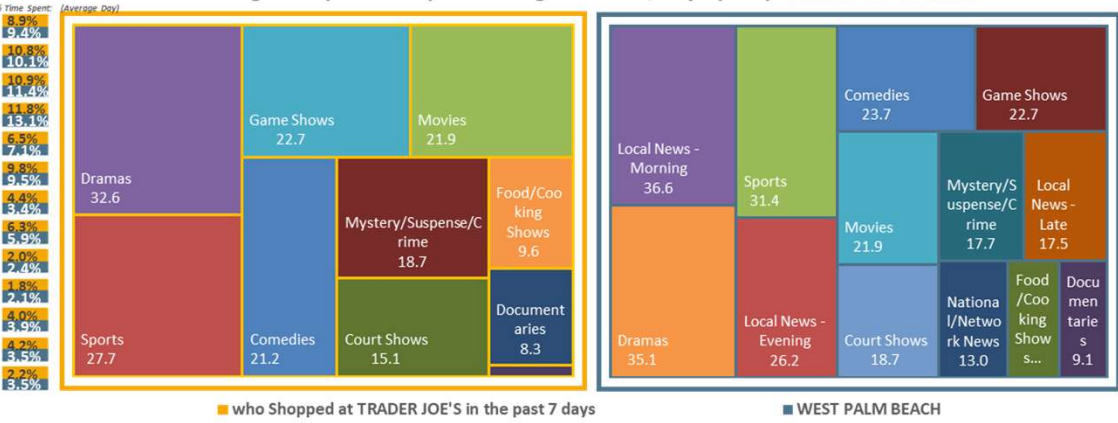


101,238 or 61.1% of Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Comedies, Sports, Local News - Morning, Dramas, and Movies.

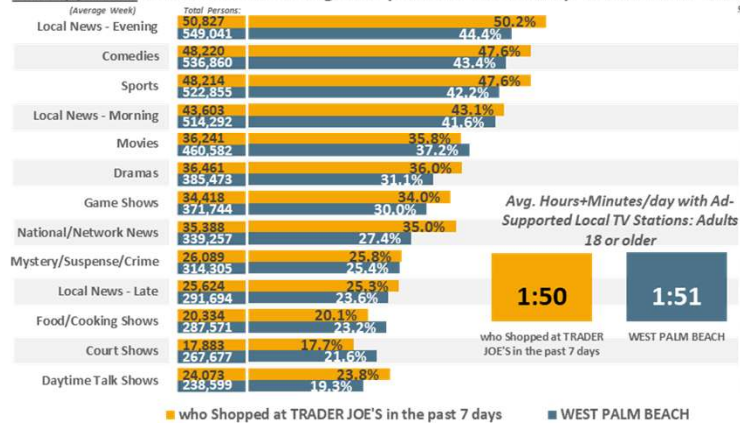
Local TV Station Programs (Persons & % Reach): Adults 18 or older



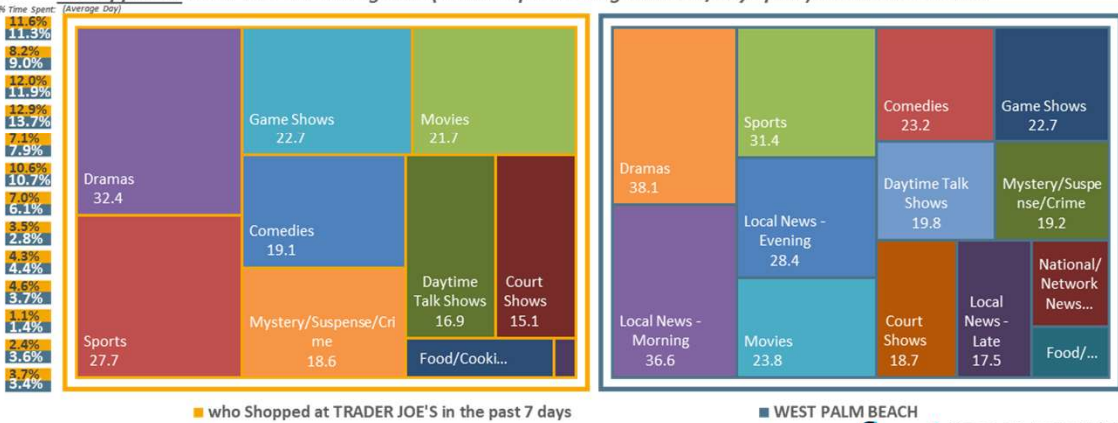
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 18 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

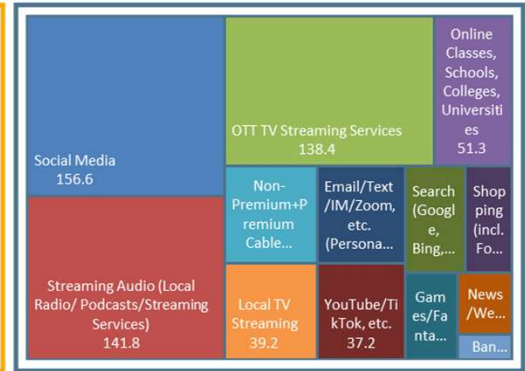
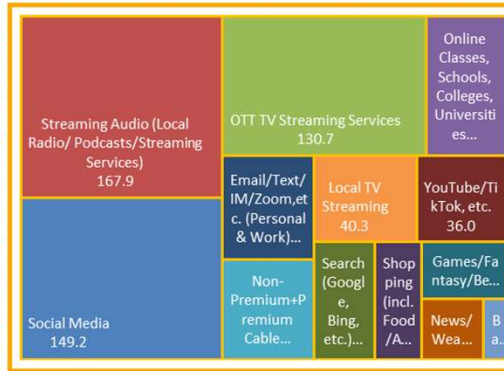
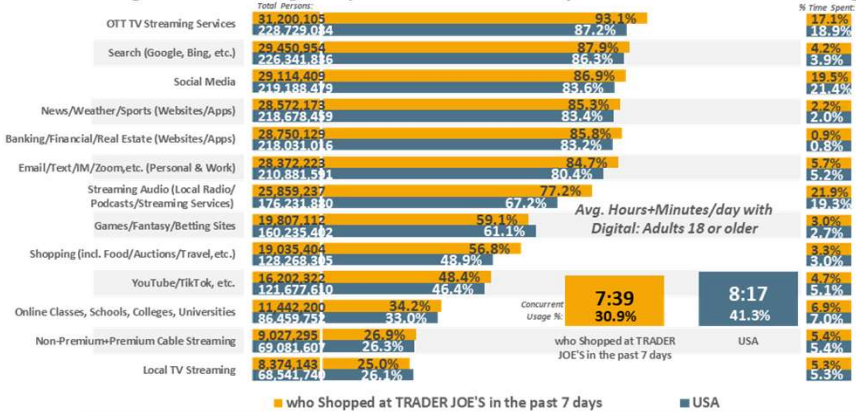




25,725,716 or 76.8% of Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days use Ad-Supported Social Media for an average of 131.8 minutes every day representing 23.5% of all time spent daily with Ad-Supported Digital Media.

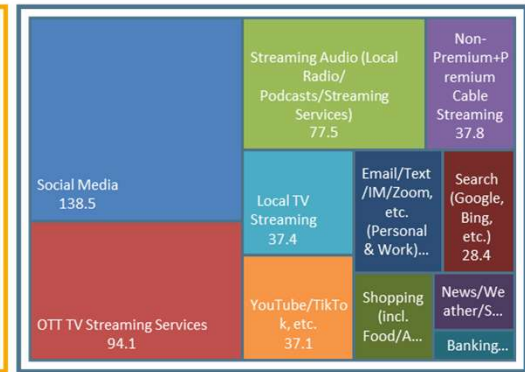
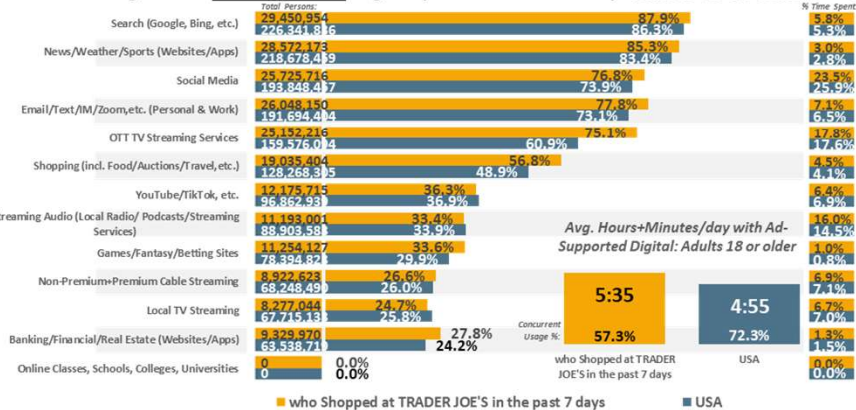
### Avg. Week All Digital (Persons & % Reach): Adults 18 or older

### Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



### Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older

### Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 3,457  
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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

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Grocery stores shopped past 7 days (HHLD): Trader Joe's

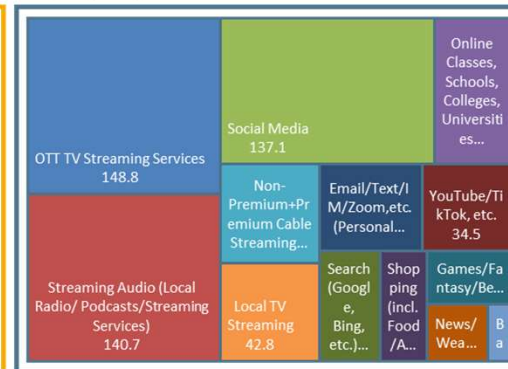
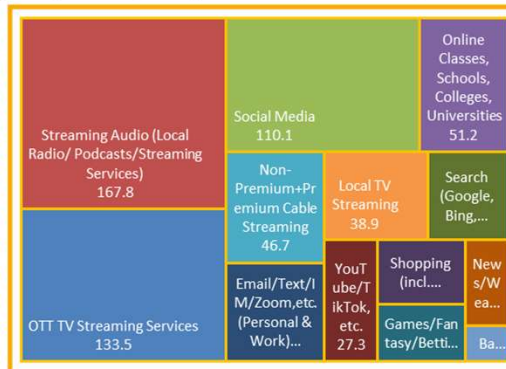
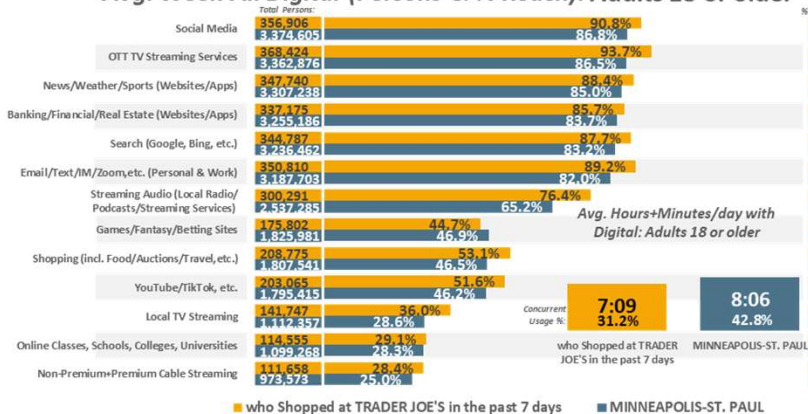




315,580 or 80.2% of Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days use Ad-Supported Social Media for an average of 97.4 minutes every day representing 19.2% of all time spent daily with Ad-Supported Digital Media.

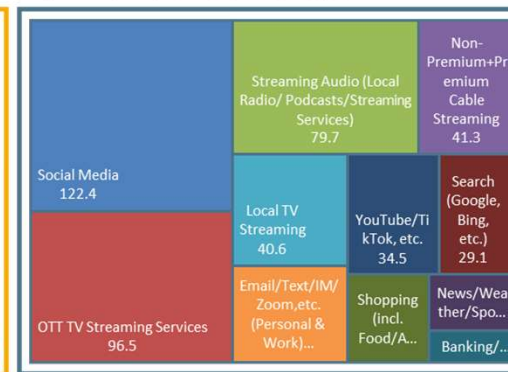
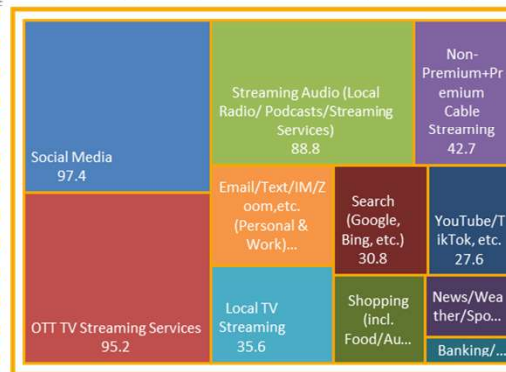
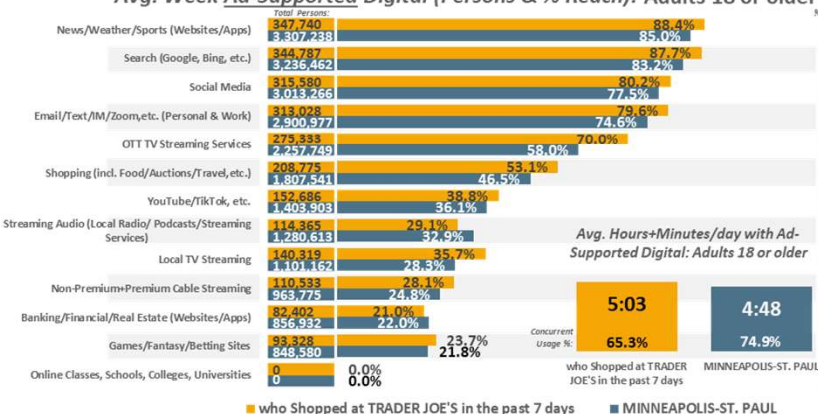
### Avg. Week All Digital (Persons & % Reach): Adults 18 or older

### Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



### Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older

### Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 228  
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Grocery stores shopped past 7 days (HHLD): Trader Joe's

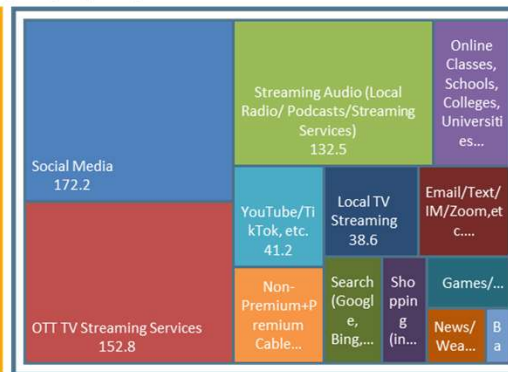
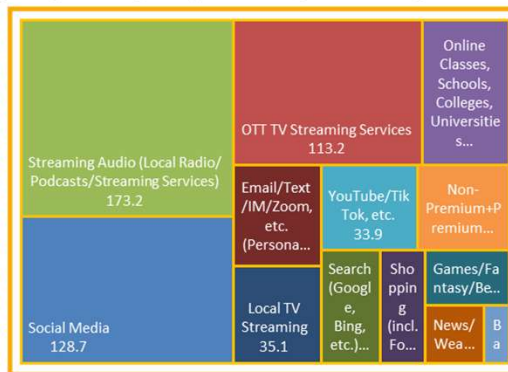
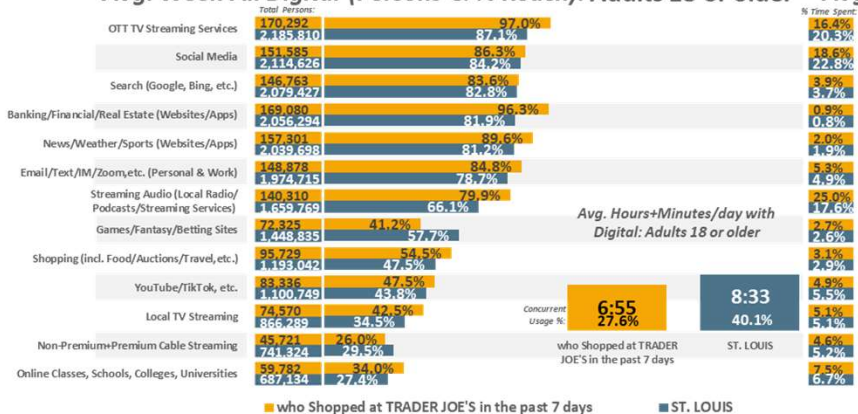




134,488 or 76.6% of Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days use Ad-Supported Social Media for an average of 114.2 minutes every day representing 23.6% of all time spent daily with Ad-Supported Digital Media.

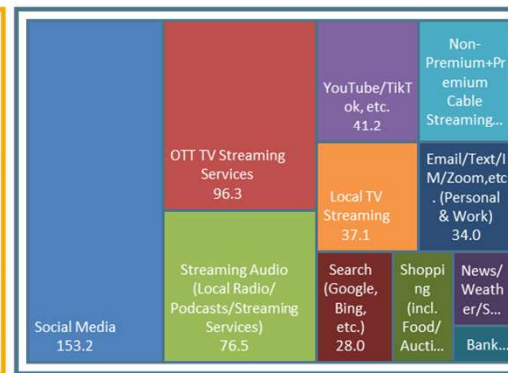
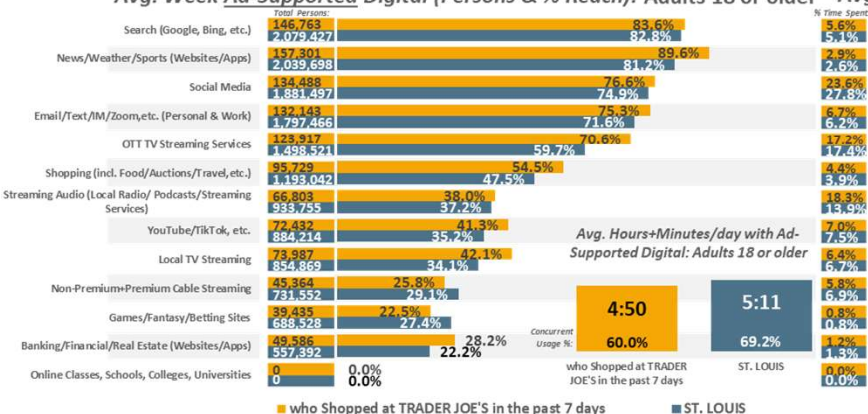
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older

Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

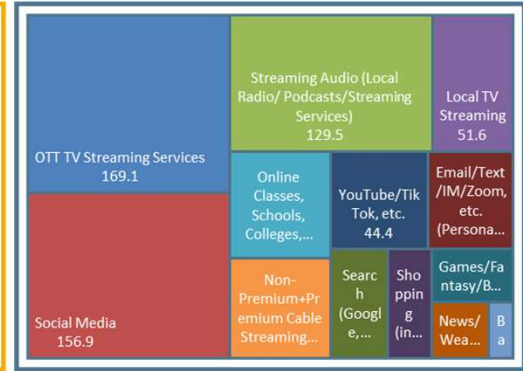
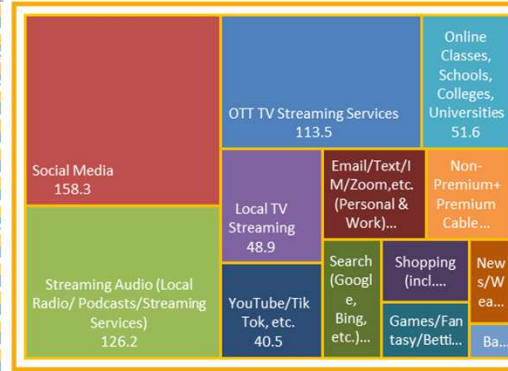
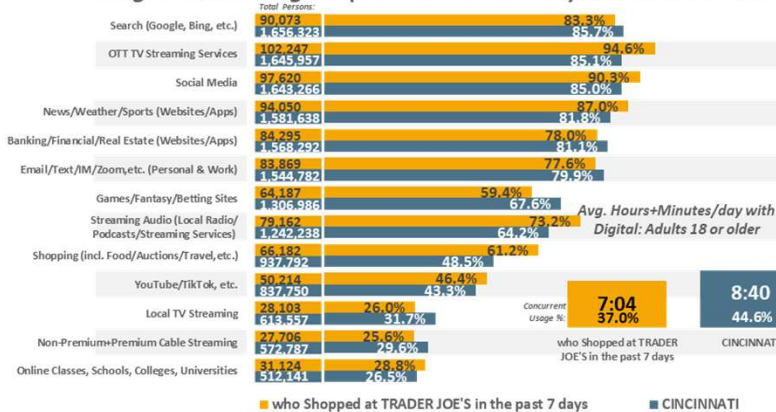




79,969 or 74.% of Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days use Ad-Supported Social Media for an average of 129.6 minutes every day representing 25.9% of all time spent daily with Ad-Supported Digital Media.

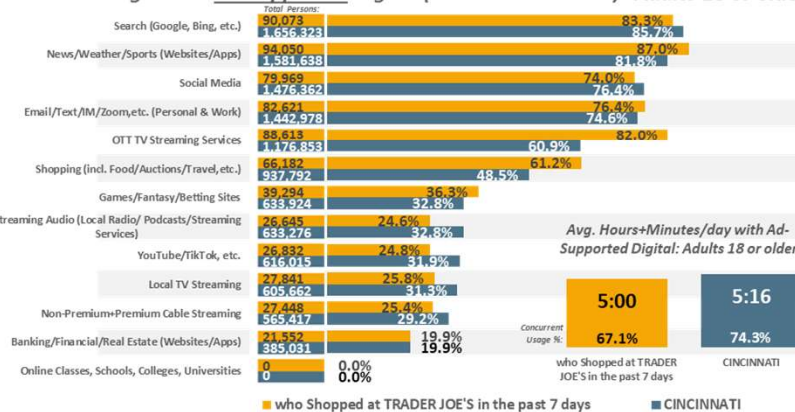
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older

Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



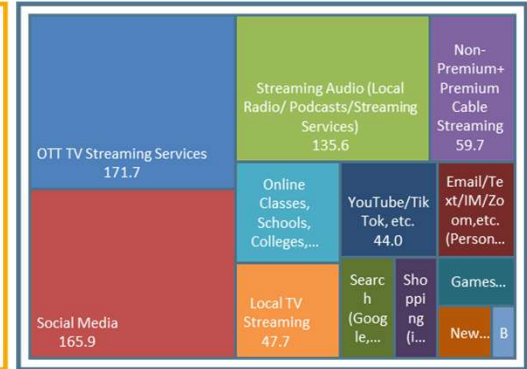
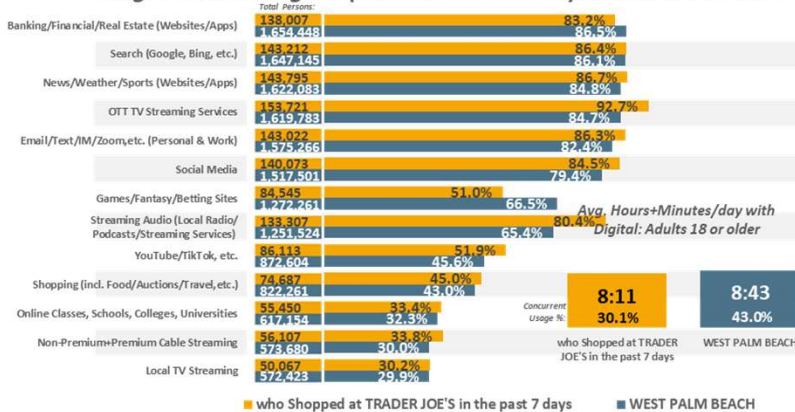




122,506 or 73.9% of Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days use Ad-Supported Social Media for an average of 152.6 minutes every day representing 24.1% of all time spent daily with Ad-Supported Digital Media.

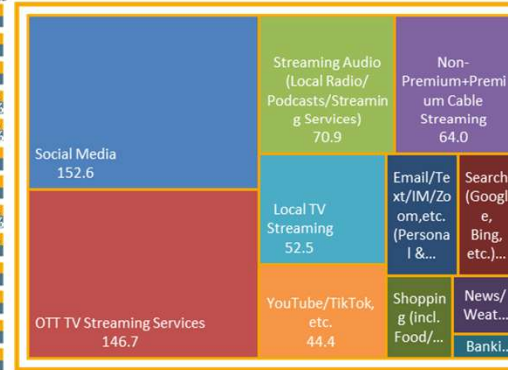
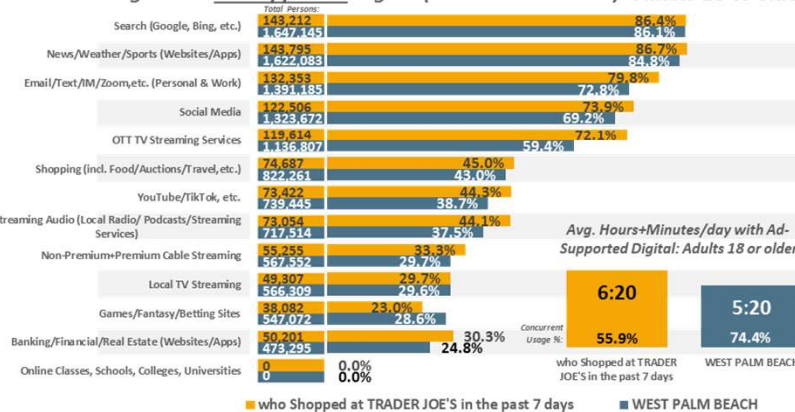
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older

Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

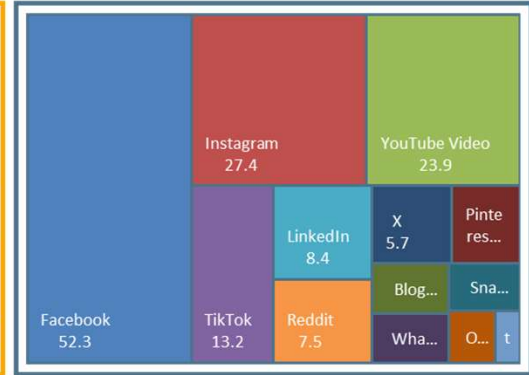
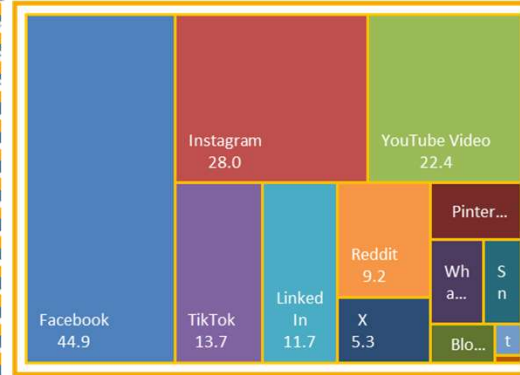
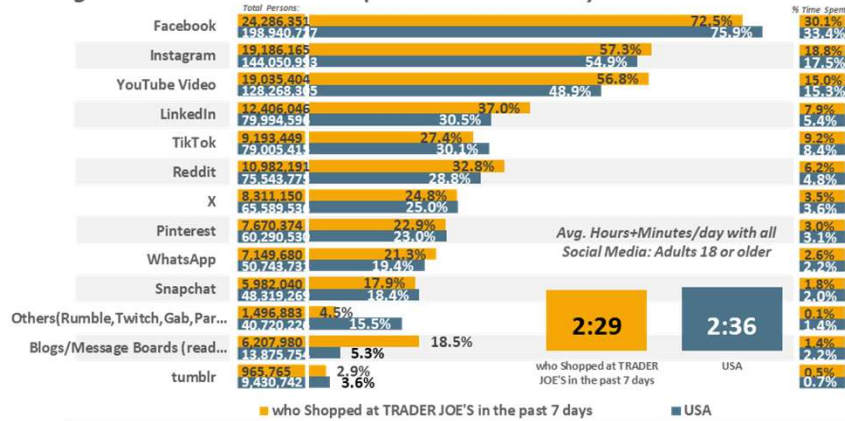




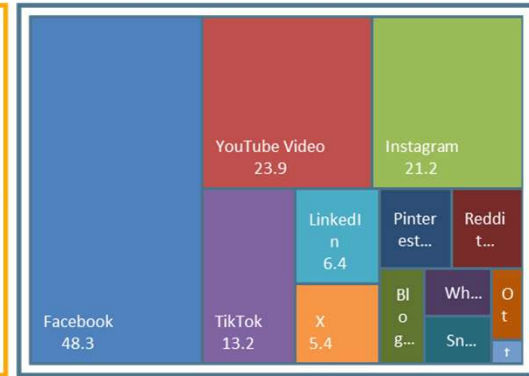
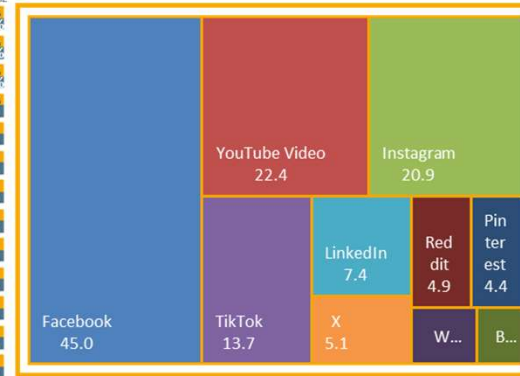
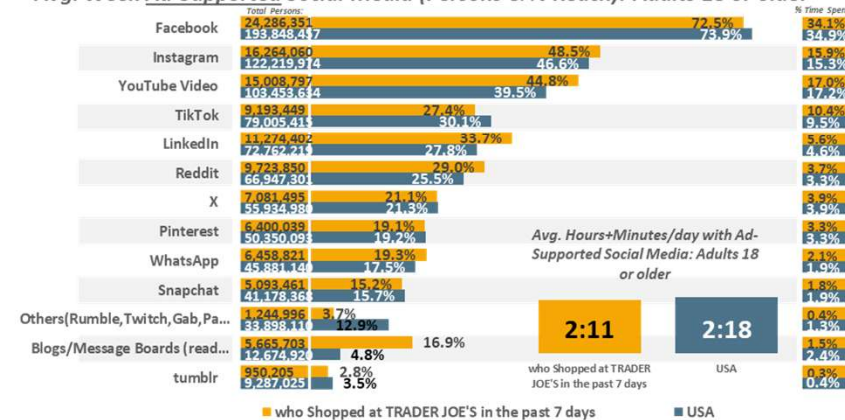


24,286,351 or 72.5% of Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days use Ad-Supported Facebook for an average of 45. minutes every day representing 34.1% of all time spent daily with Ad-Supported Social Media.

**Avg. Week All Social Media (Persons & % Reach): Adults 18 or older**      **Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



**Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older**      **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



USA      USA Projection      Scarborough R2 2025: Sep24-Aug25      Qual Intab      3,457  
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USA Projection      Scarborough R2 2025: Sep24-Aug25      Qual Intab      25,507

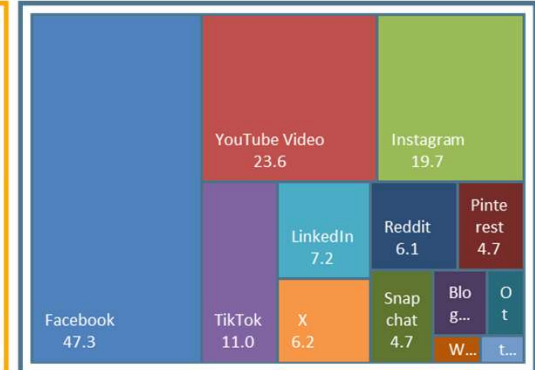
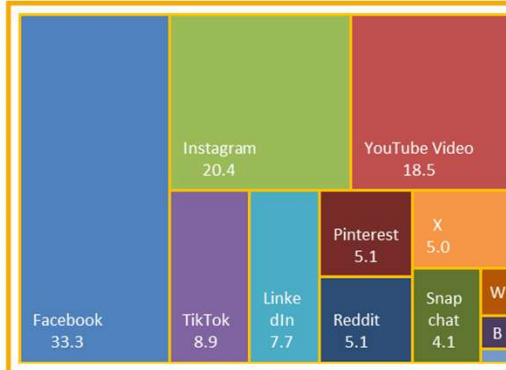
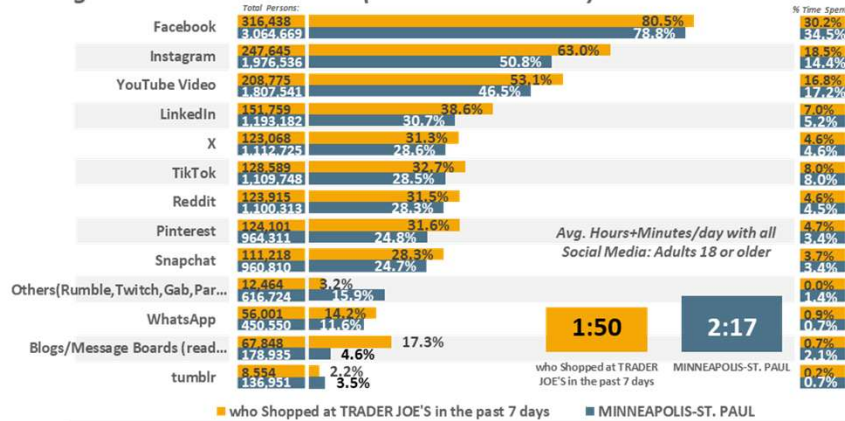
**soefa.ai** Share of Everything for Anything

Grocery stores shopped past 7 days (HHLD): Trader Joe's

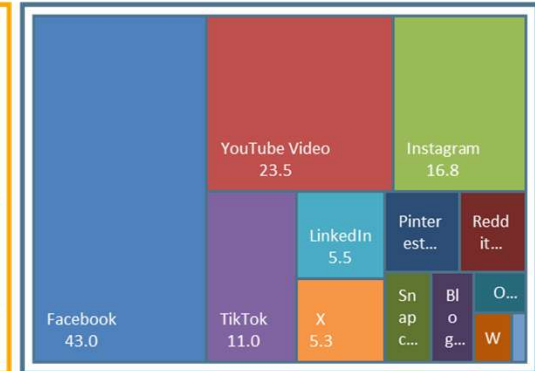
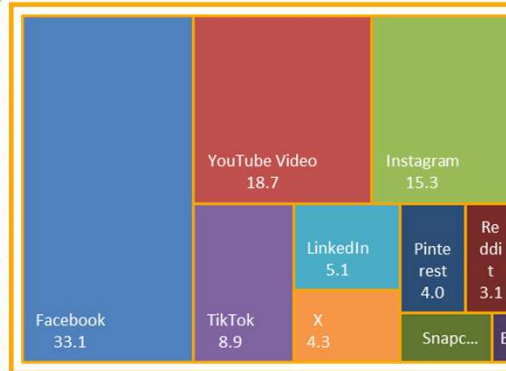
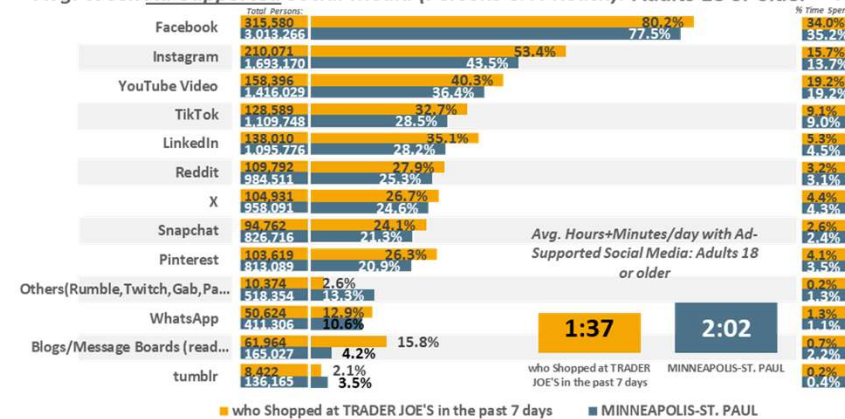


315,580 or 80.2% of Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days use Ad-Supported Facebook for an average of 33.1 minutes every day representing 34.% of all time spent daily with Ad-Supported Social Media.

**Avg. Week All Social Media (Persons & % Reach): Adults 18 or older**      **Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



**Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older**      **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 228  
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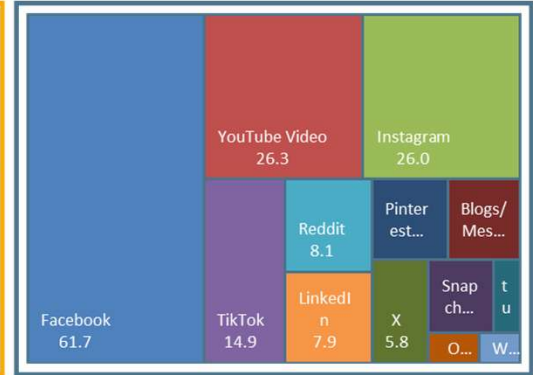
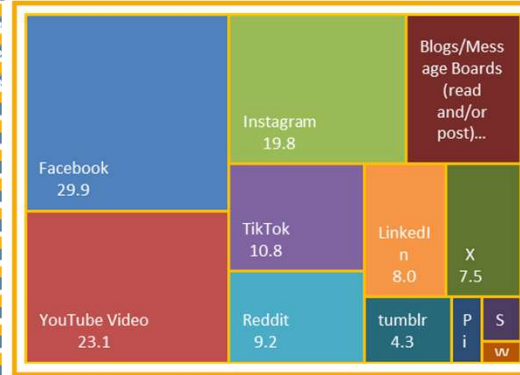
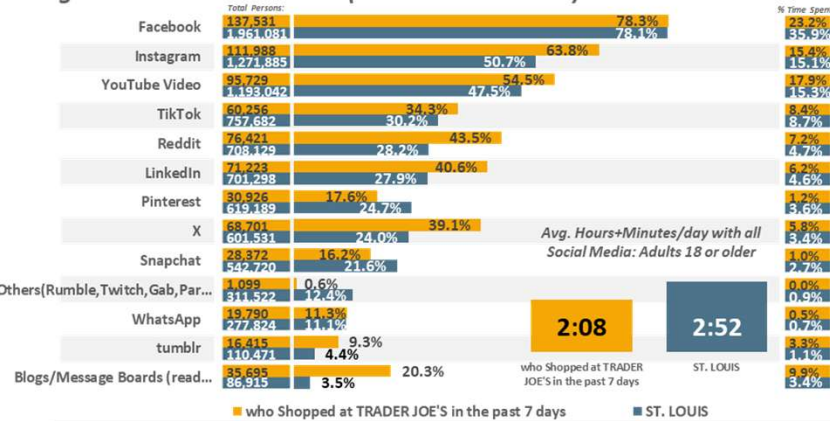
soefa.ai Share of Everything for Anything

Grocery stores shopped past 7 days (HHL): Trader Joe's

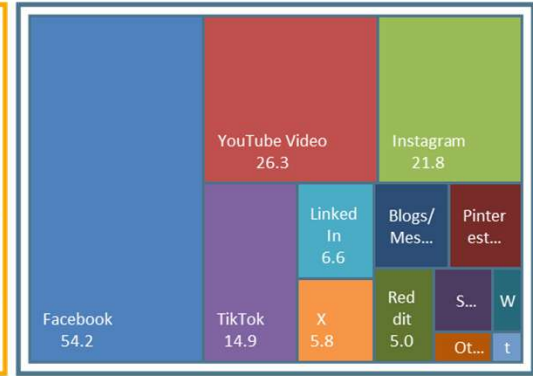
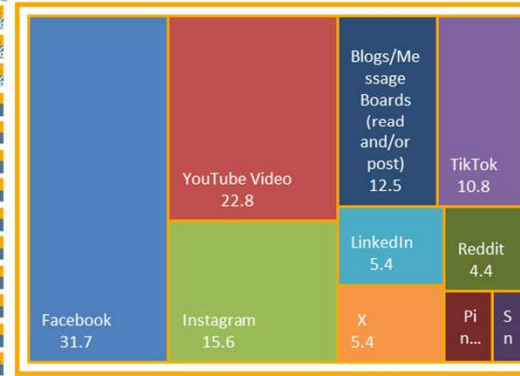
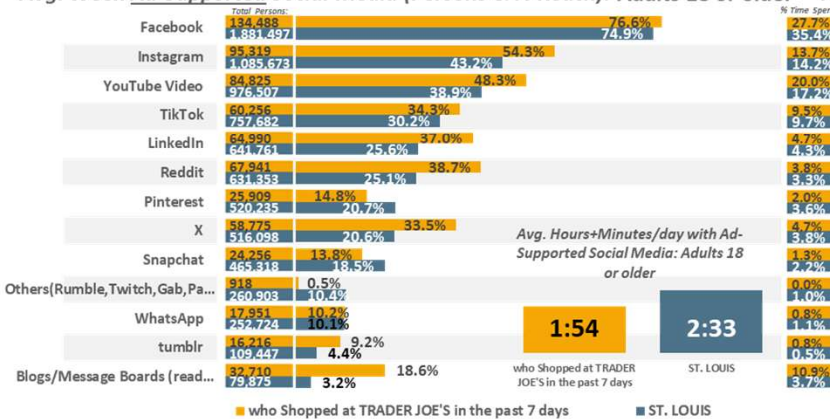


134,488 or 76.6% of Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days use Ad-Supported Facebook for an average of 31.7 minutes every day representing 27.7% of all time spent daily with Ad-Supported Social Media.

**Avg. Week All Social Media (Persons & % Reach): Adults 18 or older** **Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



**Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older** **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**

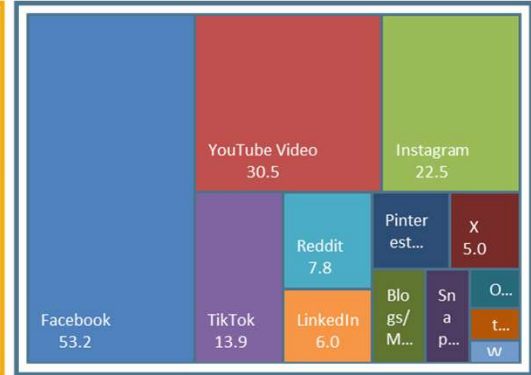
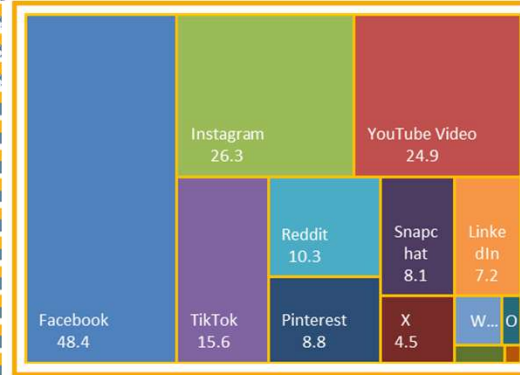
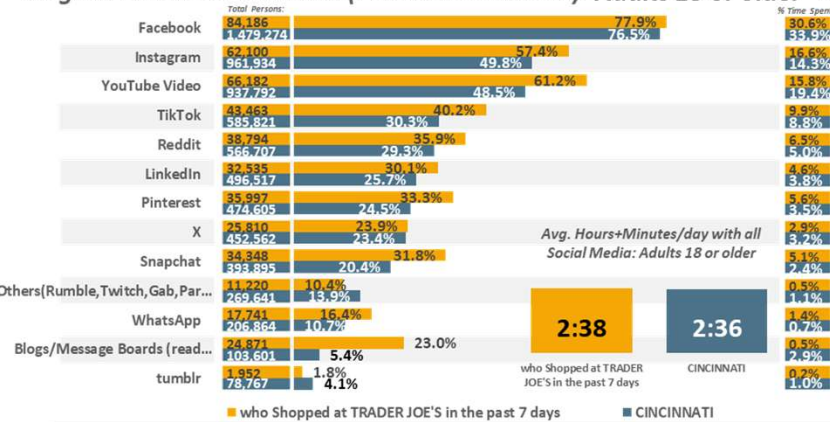




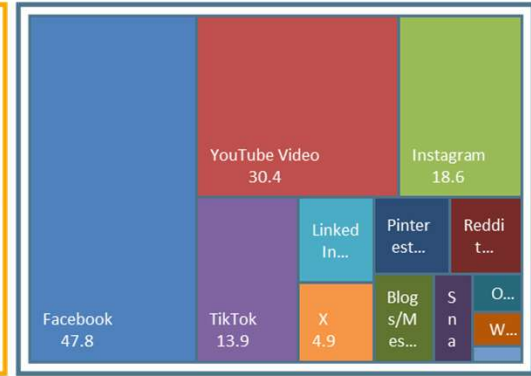
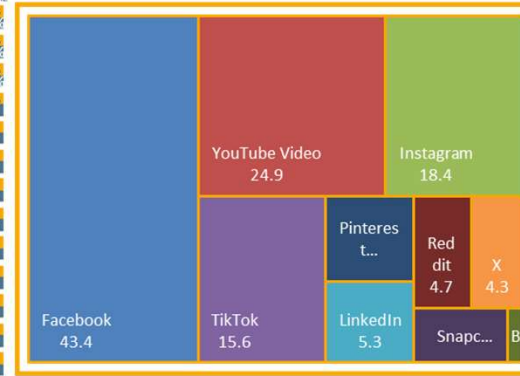


79,969 or 74.% of Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days use Ad-Supported Facebook for an average of 43.4 minutes every day representing 33.5% of all time spent daily with Ad-Supported Social Media.

**Avg. Week All Social Media (Persons & % Reach): Adults 18 or older**      **Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



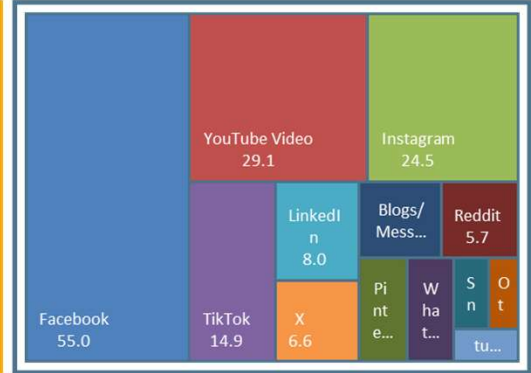
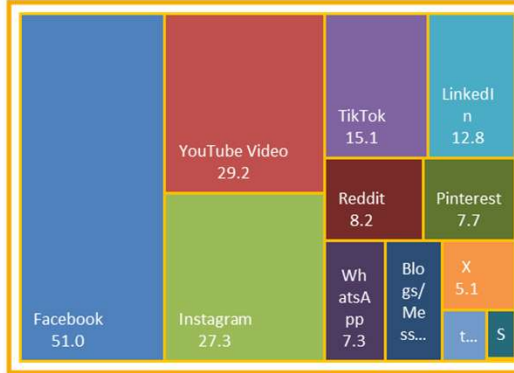
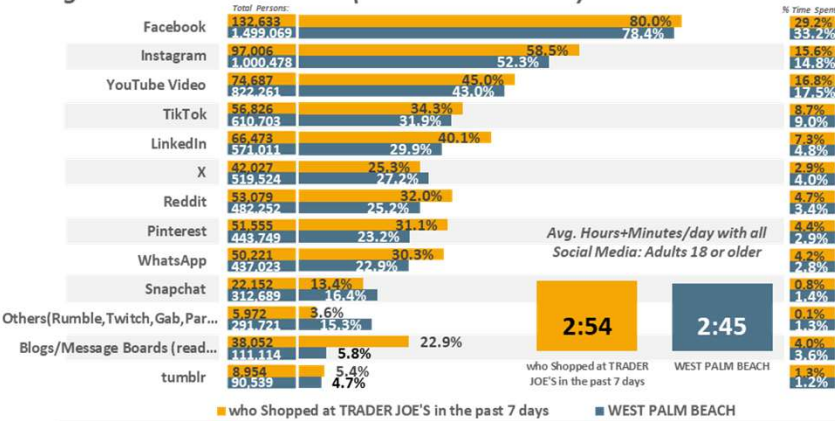
**Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older**      **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



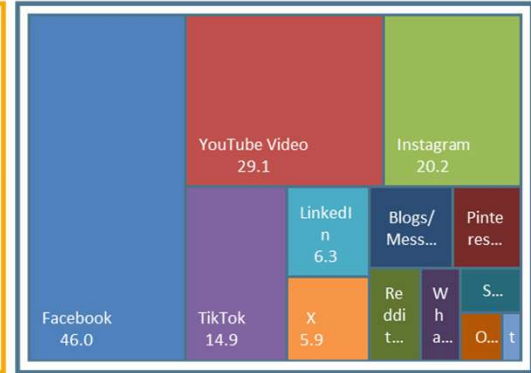
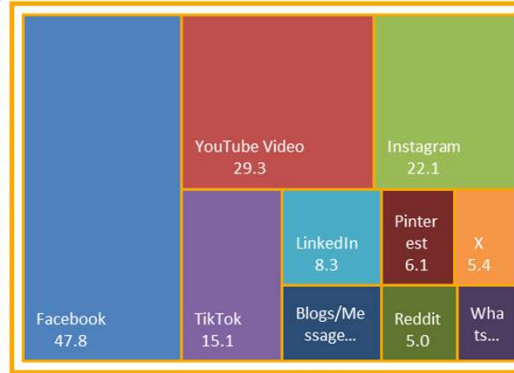
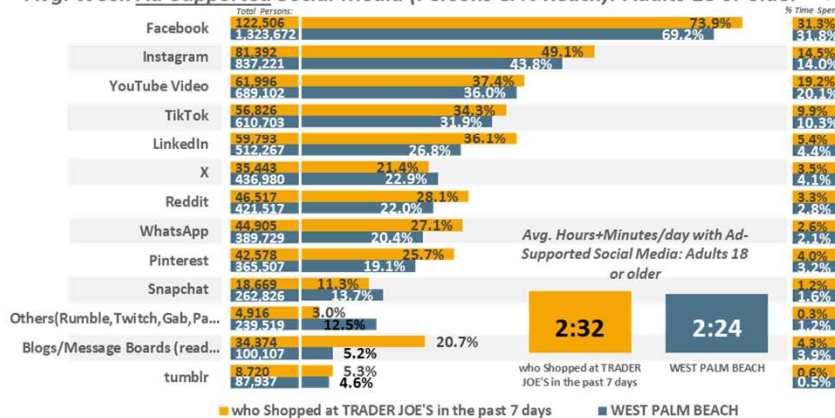


122,506 or 73.9% of Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days use Ad-Supported Facebook for an average of 47.8 minutes every day representing 31.3% of all time spent daily with Ad-Supported Social Media.

**Avg. Week All Social Media (Persons & % Reach): Adults 18 or older**      **Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



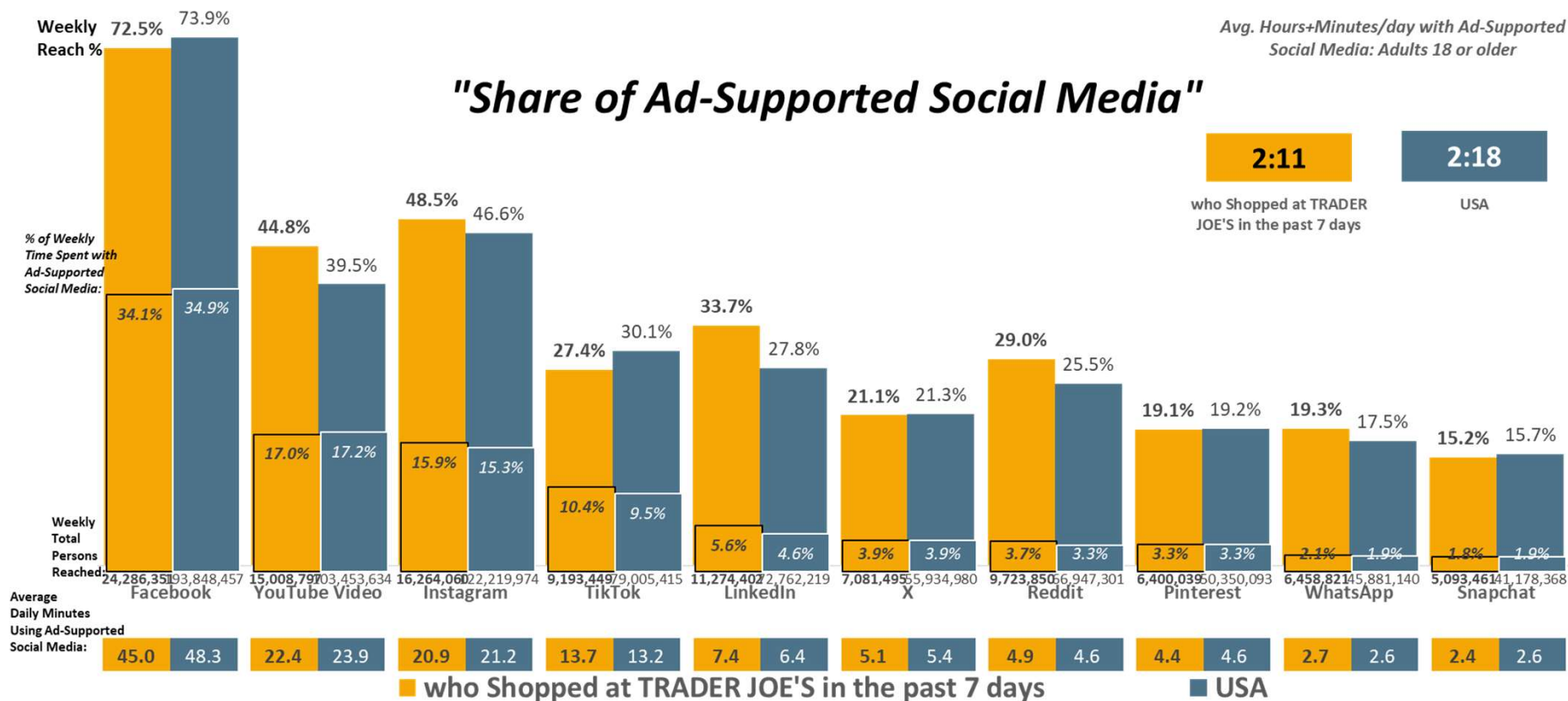
**Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older**      **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





24,286,351 or 72.5% of Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days use Ad-Supported Facebook for an average of 45. minutes every day representing 34.1% of all time spent daily with Ad-Supported Social Media.

## "Share of Ad-Supported Social Media"



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 3,457  
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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

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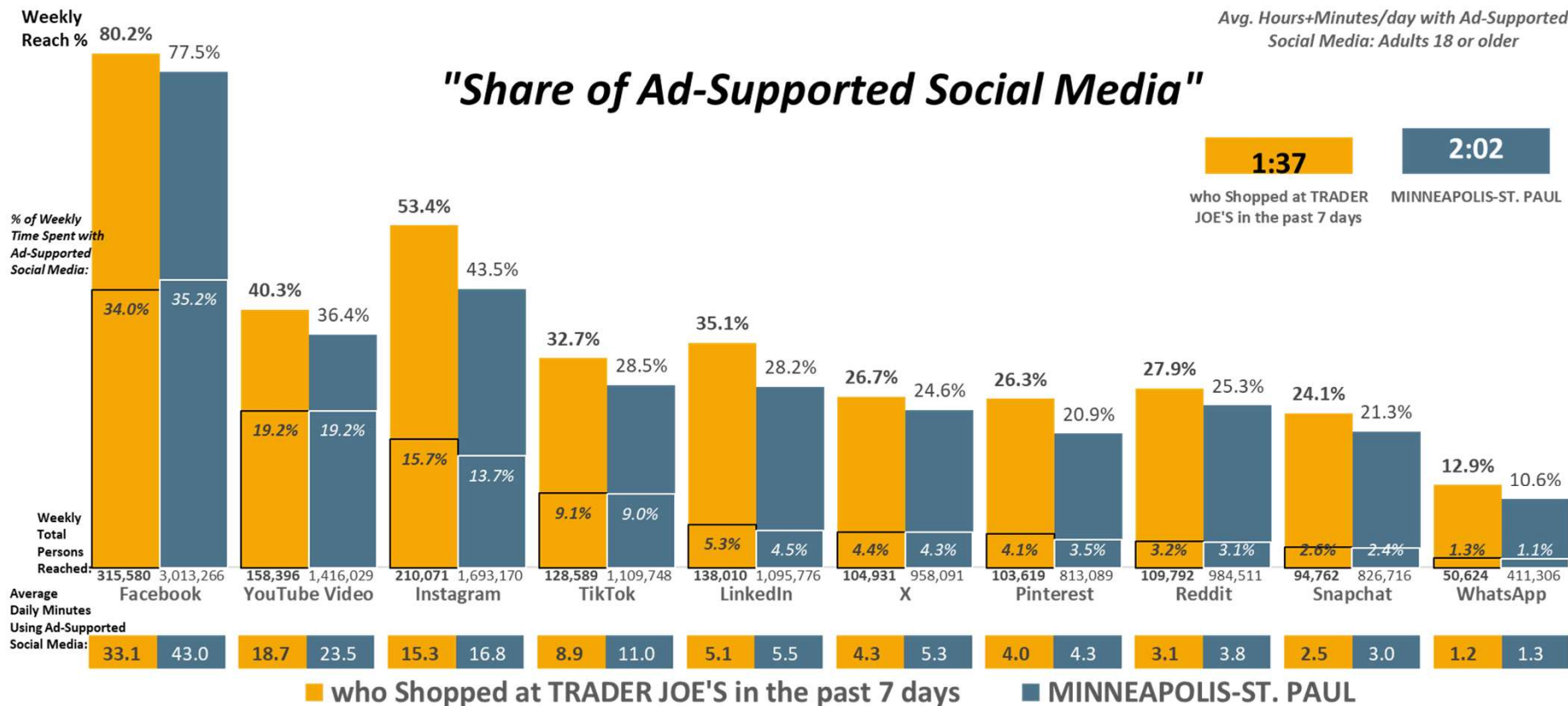
Grocery stores shopped past 7 days (HHLD): Trader Joe's





315,580 or 80.2% of Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days use Ad-Supported Facebook for an average of 33.1 minutes every day representing 34.0% of all time spent daily with Ad-Supported Social Media.

## "Share of Ad-Supported Social Media"



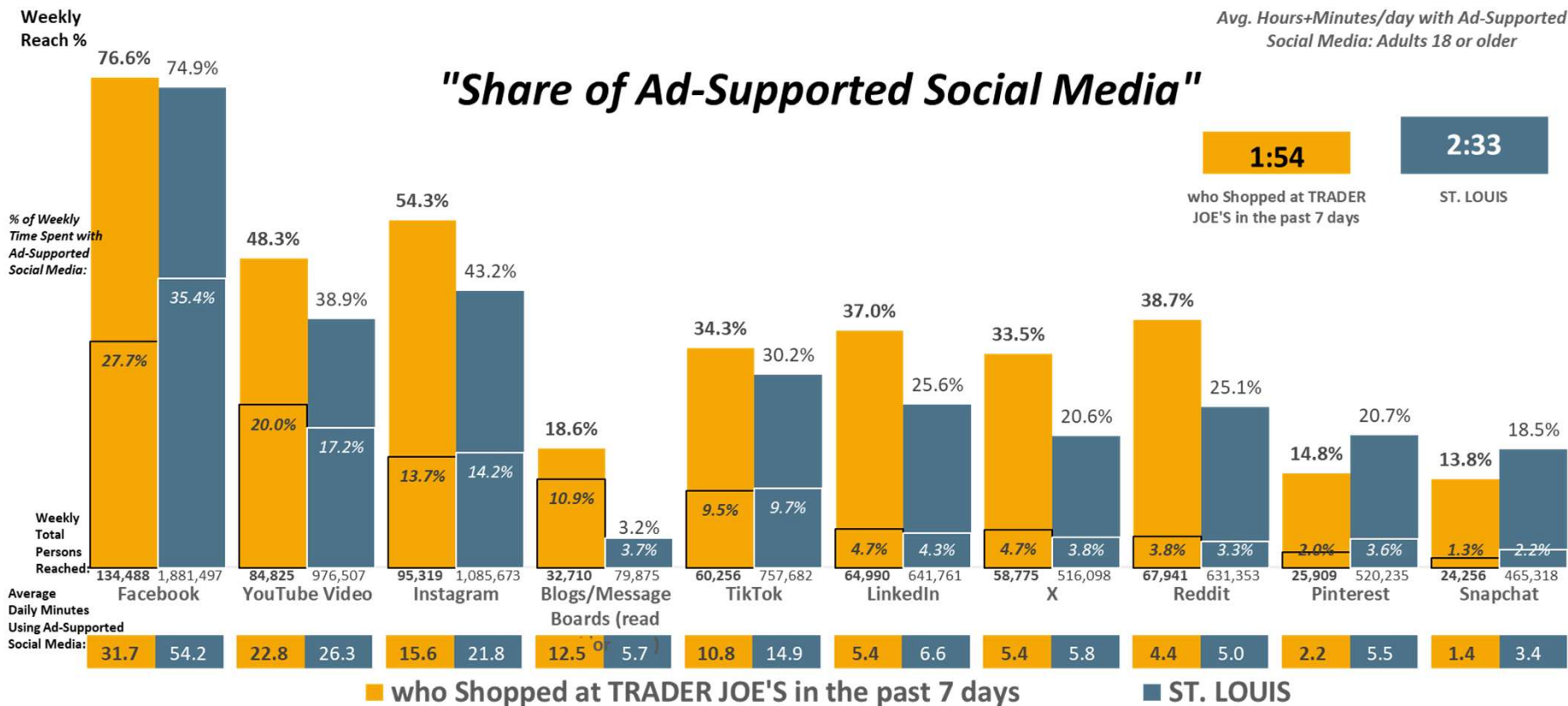
MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 228 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,081  
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Grocery stores shopped past 7 days (HHLD): Trader Joe's



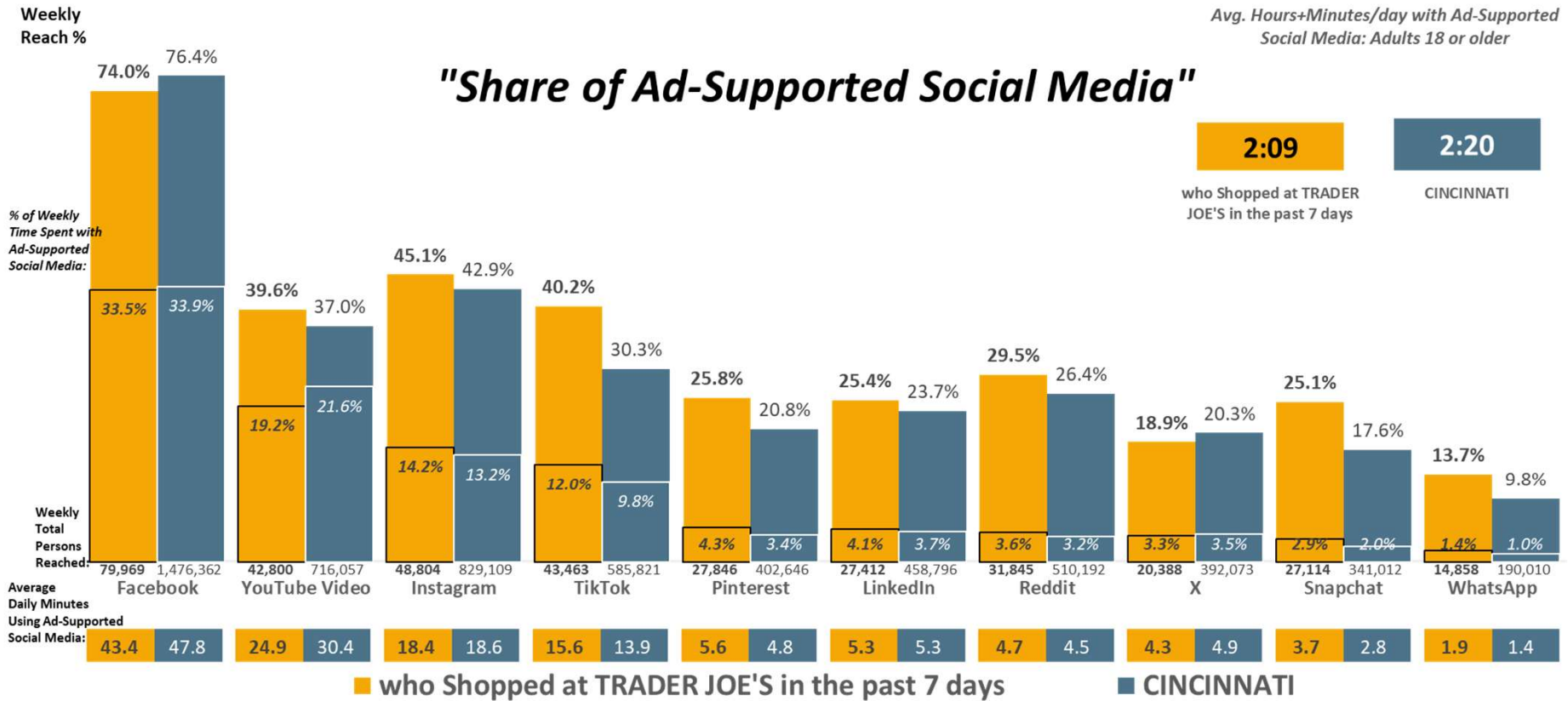
134,488 or 76.6% of Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days use Ad-Supported Facebook for an average of 31.7 minutes every day representing 27.7% of all time spent daily with Ad-Supported Social Media.





79,969 or 74.% of Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days use Ad-Supported Facebook for an average of 43.4 minutes every day representing 33.5% of all time spent daily with Ad-Supported Social Media.

## "Share of Ad-Supported Social Media"

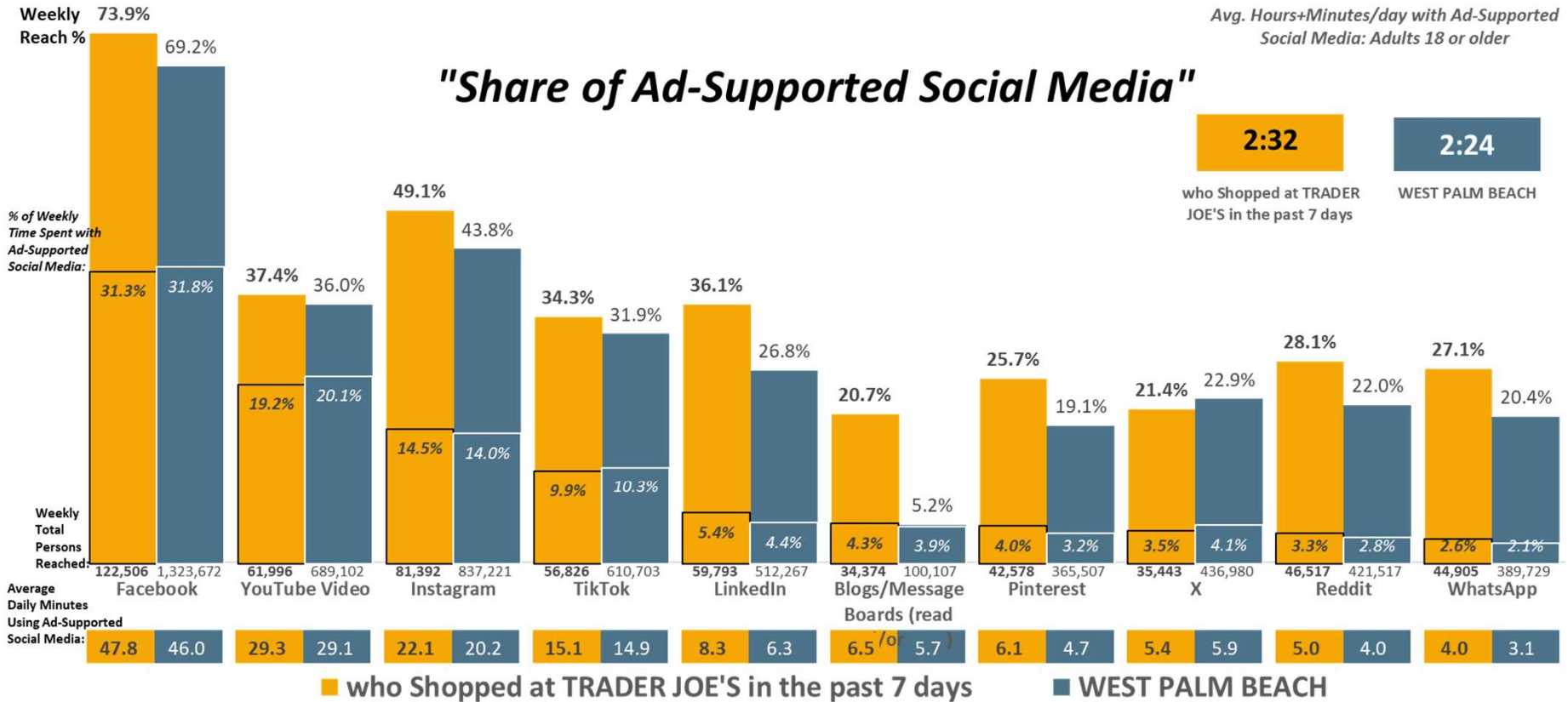






122,506 or 73.9% of Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days use Ad-Supported Facebook for an average of 47.8 minutes every day representing 31.3% of all time spent daily with Ad-Supported Social Media.

## "Share of Ad-Supported Social Media"



WEST PALM BEACH DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 257 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687  
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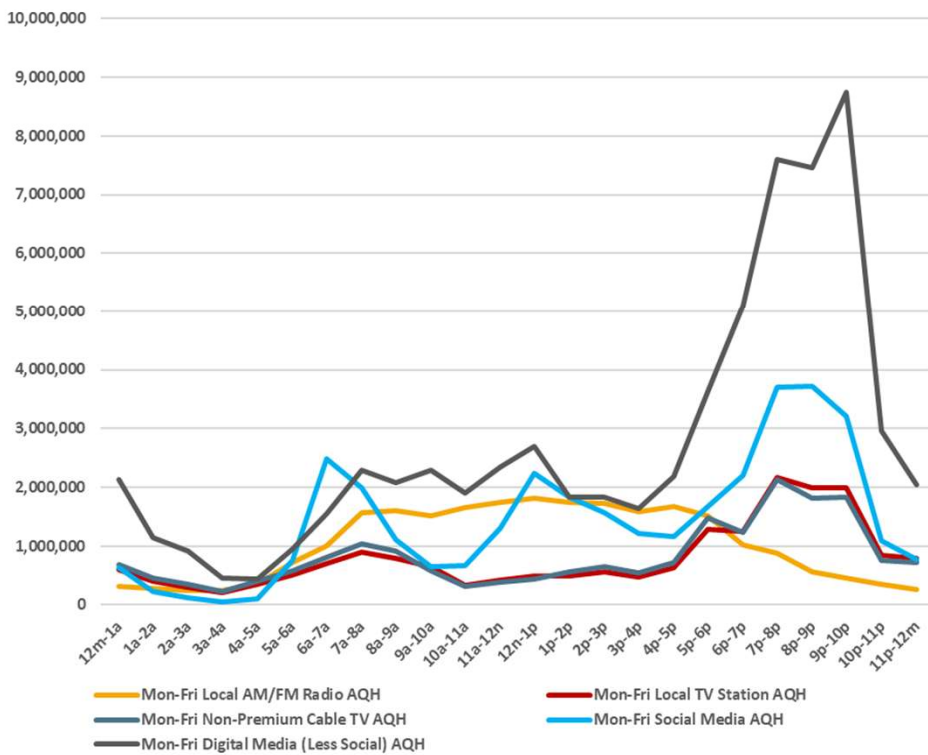
soefa.ai Share of Everything for Anything

Grocery stores shopped past 7 days (HHLD): Trader Joe's

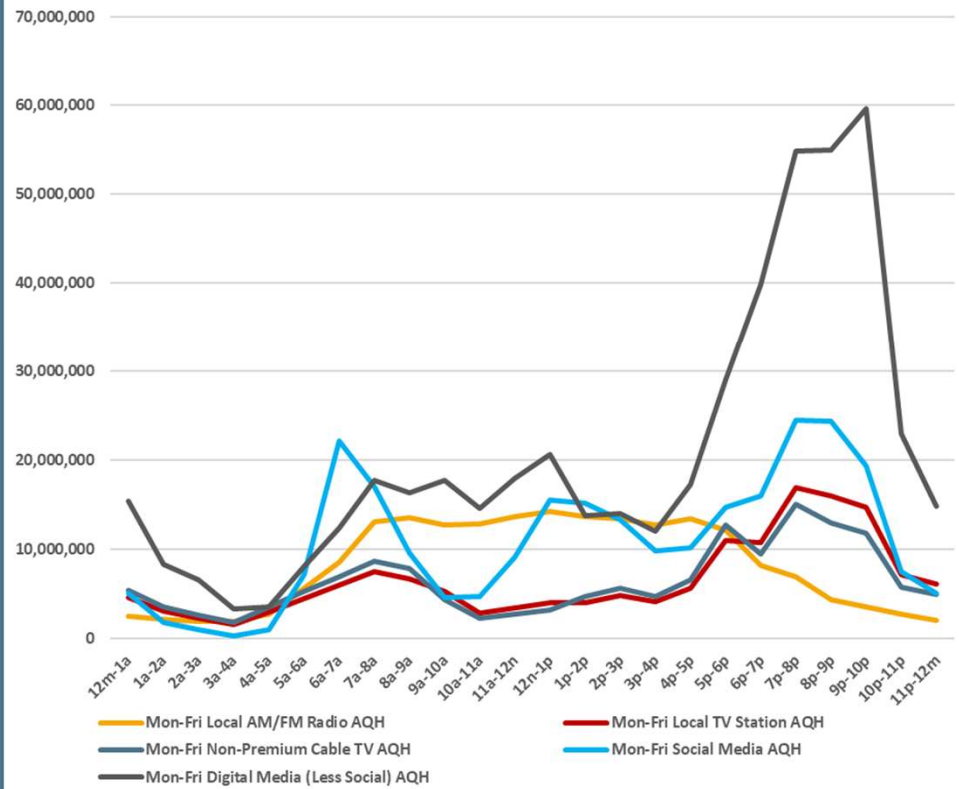


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 2,412,140;  
Local Radio: 1,550,230; Social Media: 1,544,684; Non-Prem. Cable: 741,444; Local TV:  
687,367 reaching Adults 18 or older who Shopped at TRADER JOE'S in the pas

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
Adults 18 or older who Shopped at TRADER JOE'S in the past  
7 days



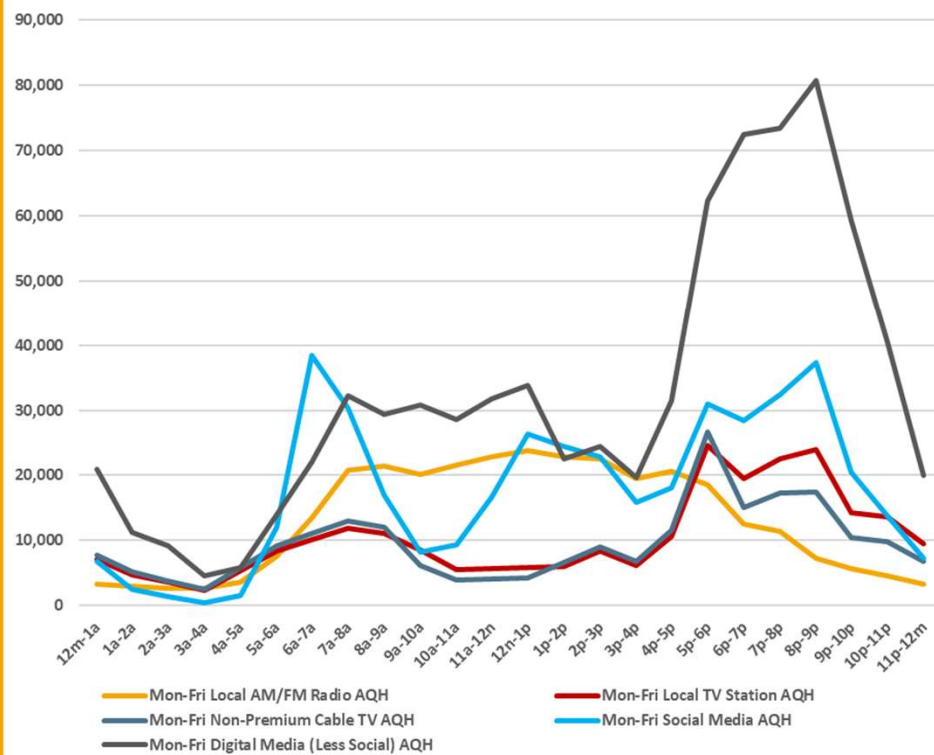
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
USA 210 DMA Adults 18 or older



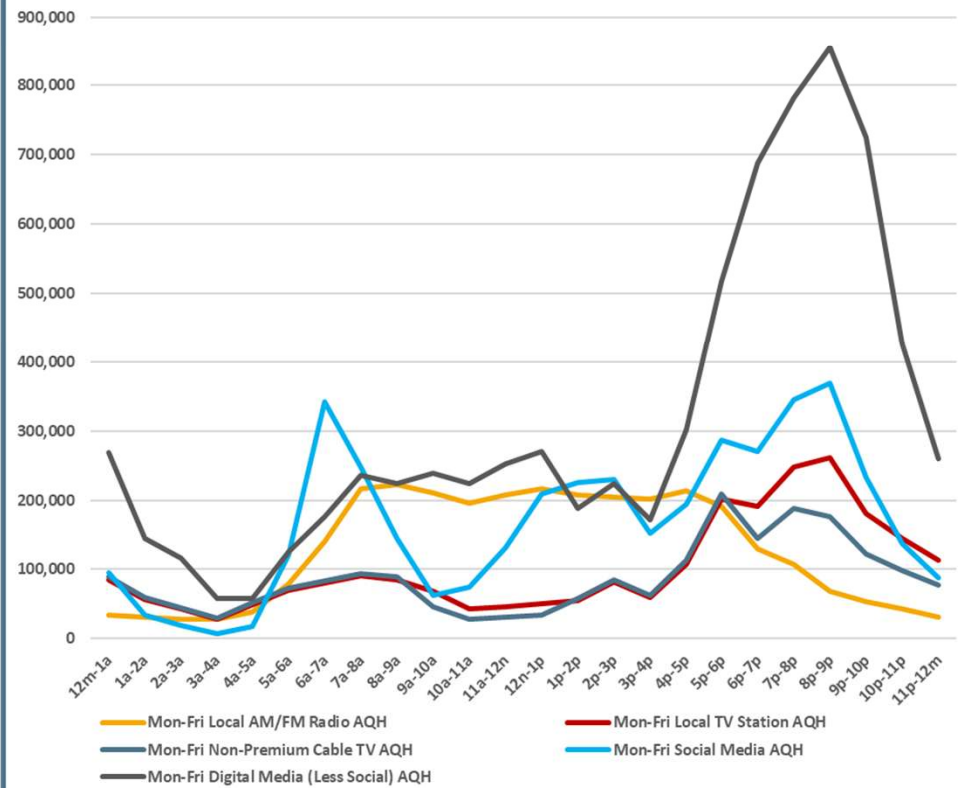


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 33,969; Social Media: 22,067; Local Radio: 20,035; Local TV: 10,330; Non-Prem. Cable: 10,020 reaching Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days



(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
MINNEAPOLIS-ST. PAUL Metro Area Adults 18 or older

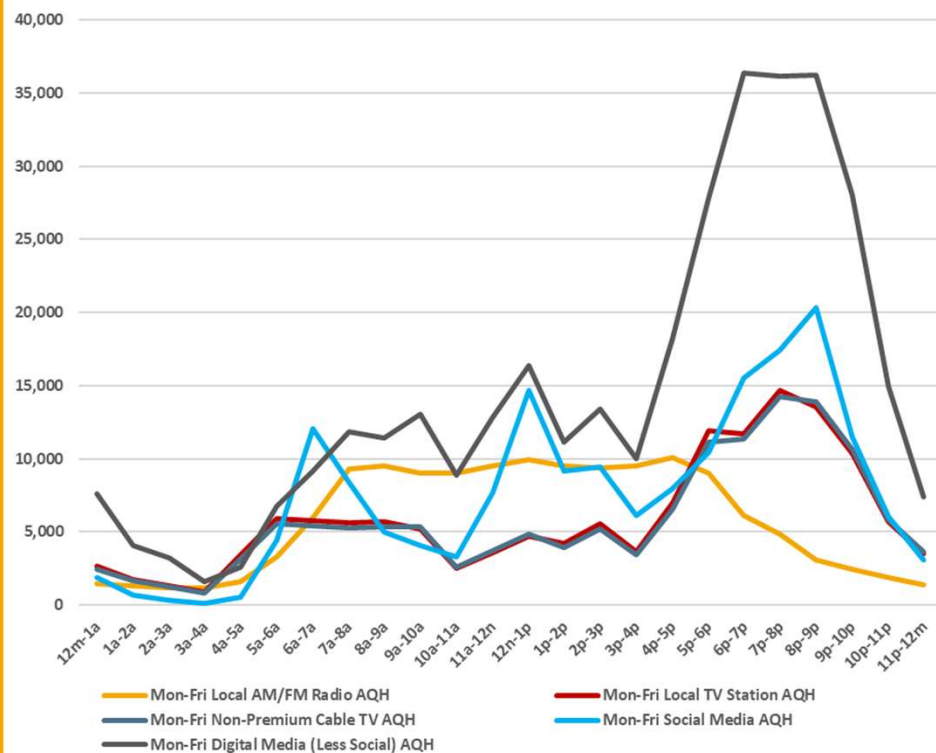




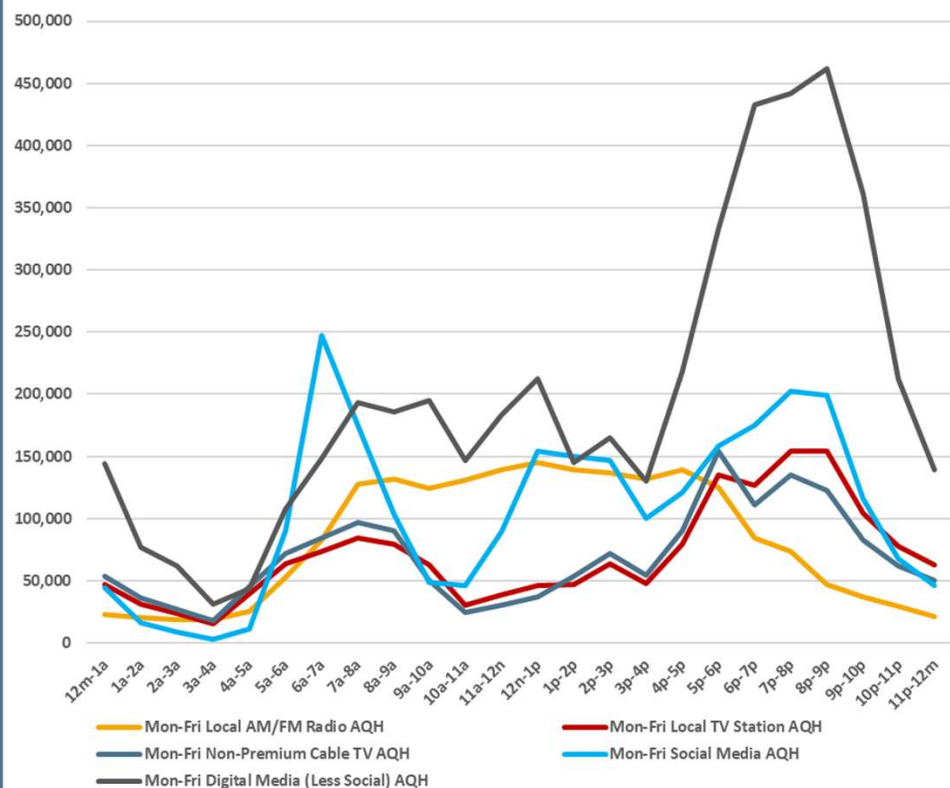


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 15,422; Local Radio: 8,911; Social Media: 8,756; Local TV: 5,940; Non-Prem. Cable: 5,705 reaching Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days.

*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
Adults 18 or older who Shopped at TRADER JOE'S in the past  
7 days*



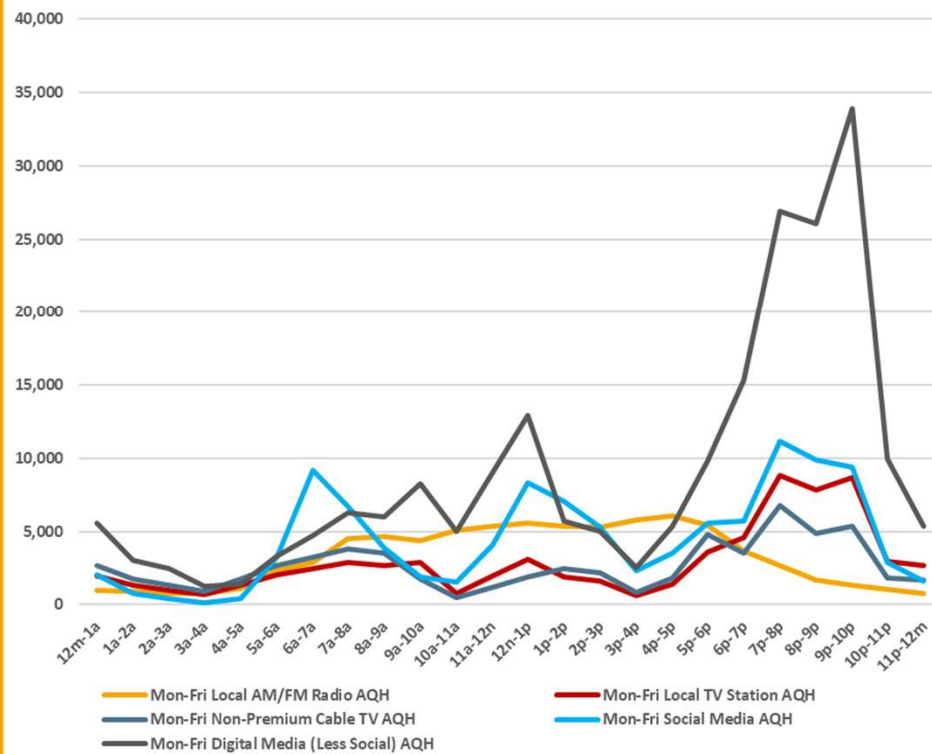
*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
ST. LOUIS Metro Area Adults 18 or older*



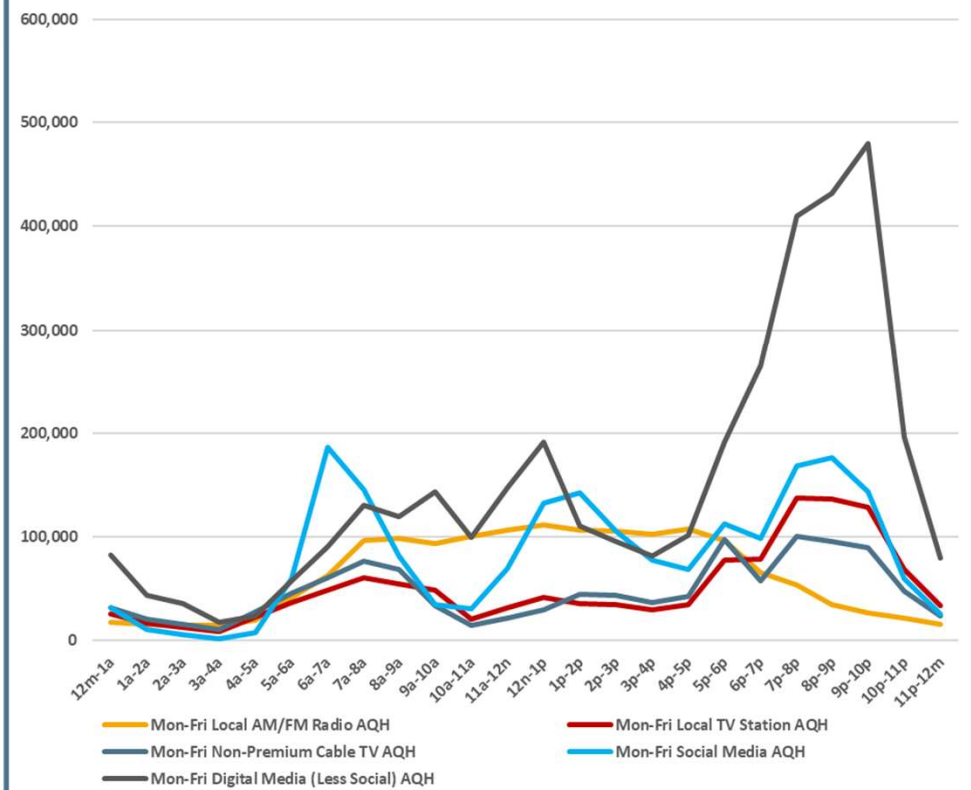


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 7,382;  
Social Media: 5,009; Local Radio: 4,931; Non-Prem. Cable: 2,436; Local TV: 2,343 reaching  
Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
Adults 18 or older who Shopped at TRADER JOE'S in the past  
7 days



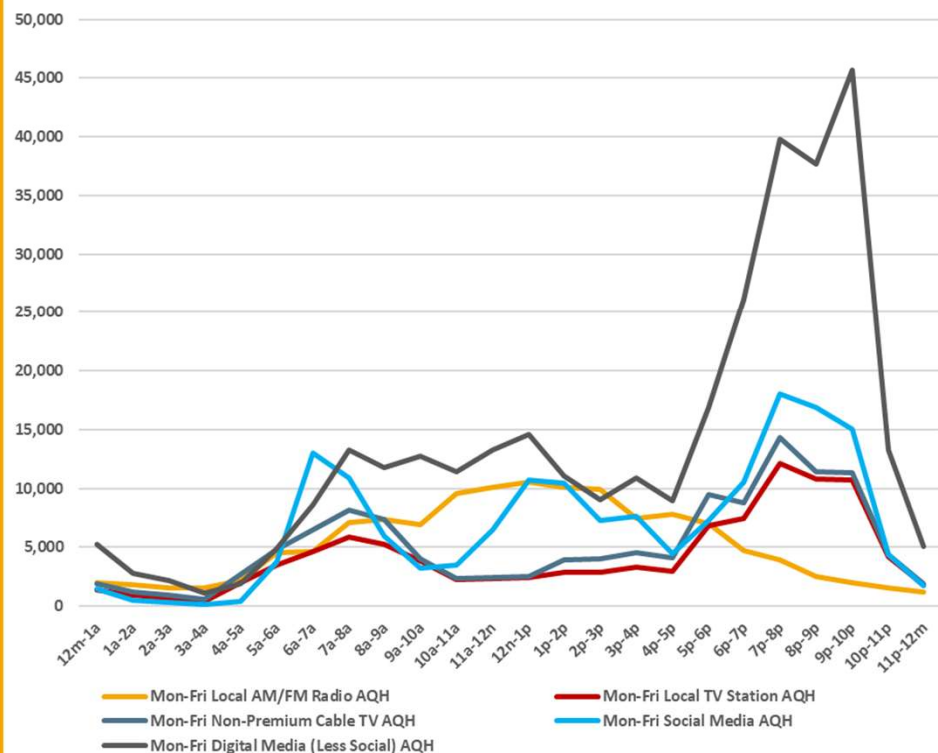
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
CINCINNATI Metro Area Adults 18 or older



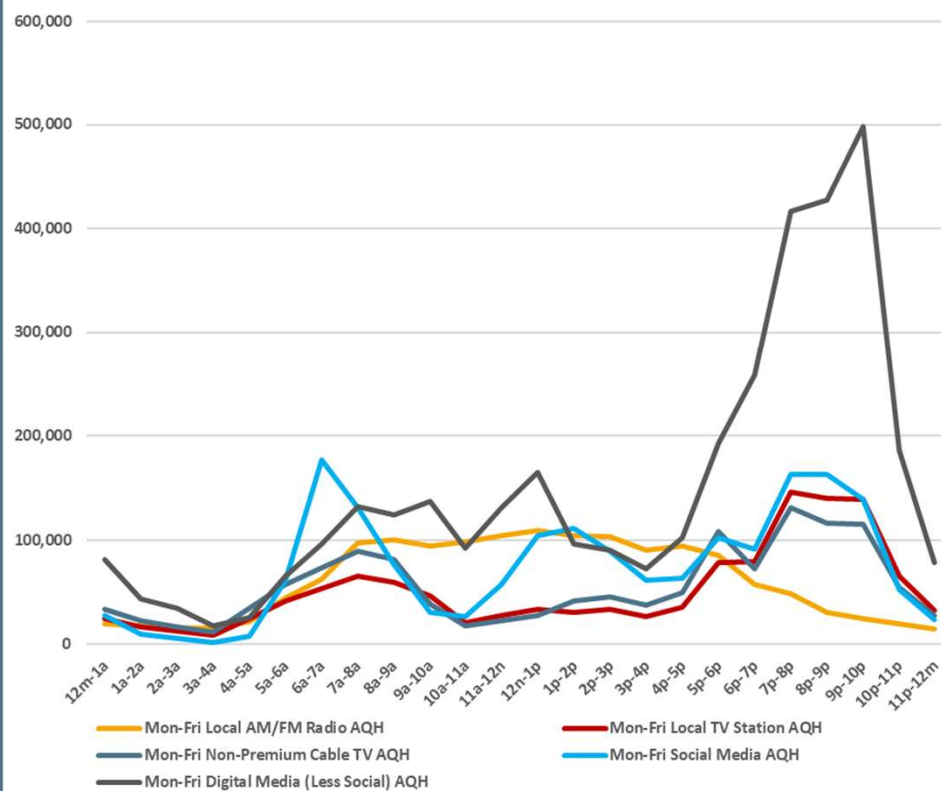


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 12,974; Local Radio: 7,950; Social Media: 7,809; Non-Prem. Cable: 5,255; Local TV: 4,062 reaching Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days.

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)**  
Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days



**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)**  
WEST PALM BEACH Metro Area Adults 18 or older

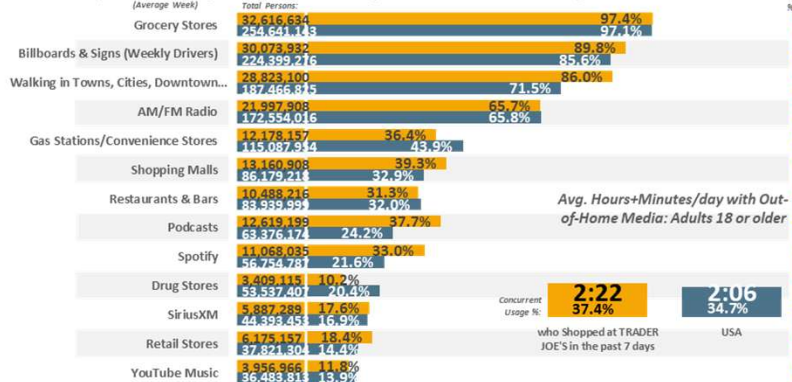






30,073,932 or 89.8% of Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days spend an average of 46.2 minutes per day driving, seeing Billboards and Signs. 61.9% Listen to Local Radio Stations Out-of-Home for an average of 34.4 minutes/day.

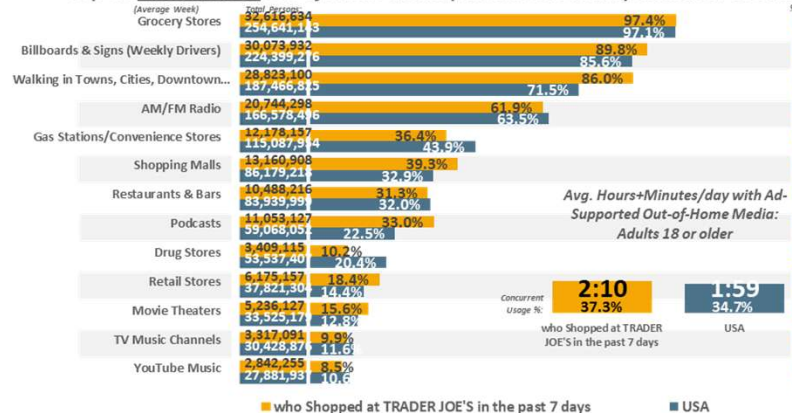
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



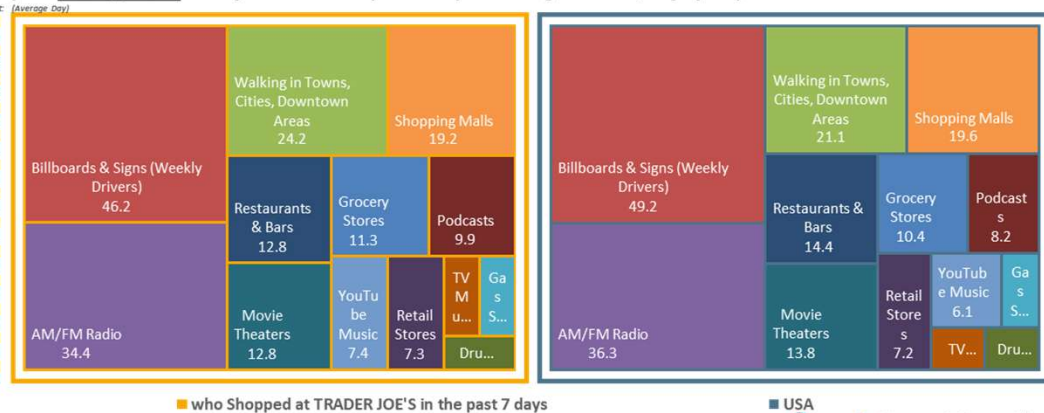
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 18 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 3,457  
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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

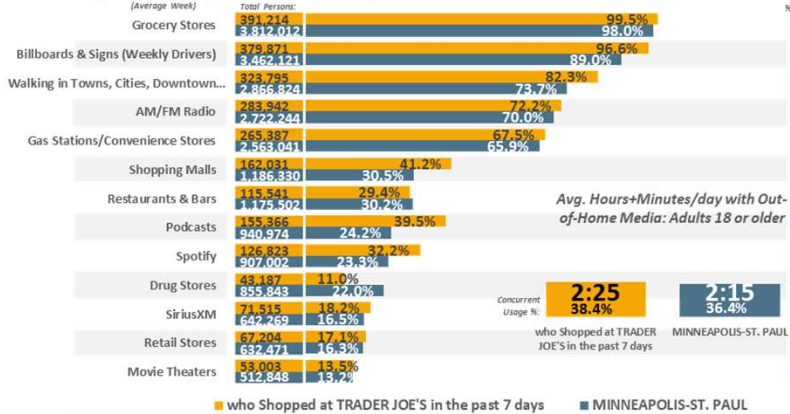
Grocery stores shopped past 7 days (HHLD): Trader Joe's

soefa.ai Share of Everything for Anything

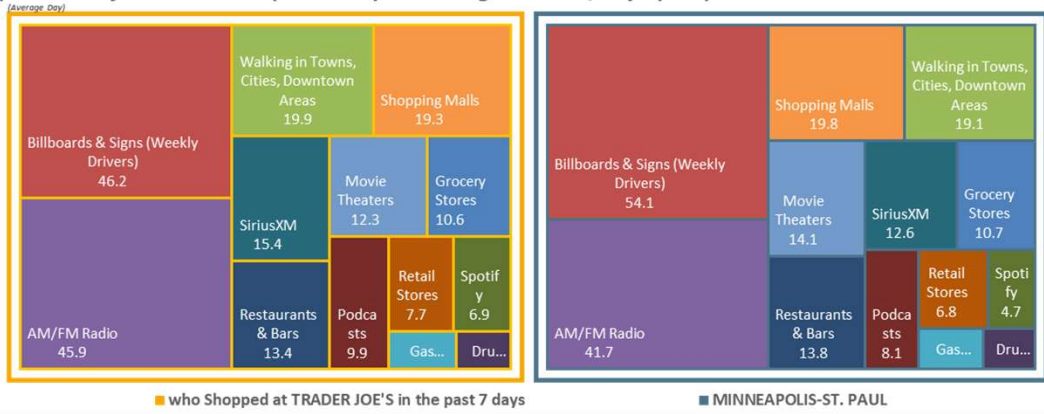


379,871 or 96.6% of Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days spend an average of 46.2 minutes per day driving, seeing Billboards and Signs. 67.% Listen to Local Radio Stations Out-of-Home for an average of 39.4 minutes/day.

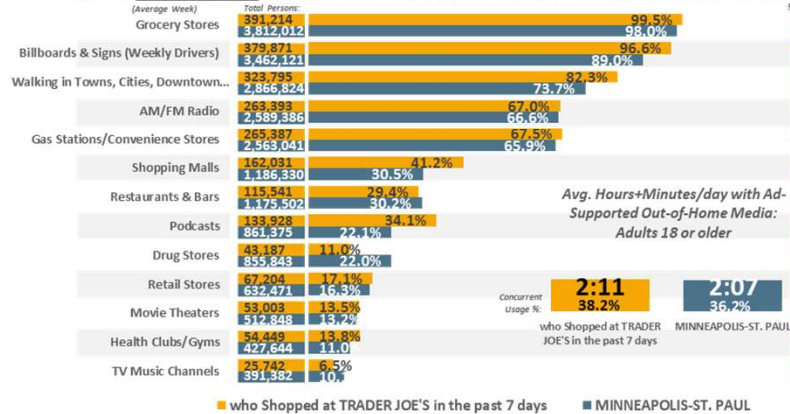
### Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



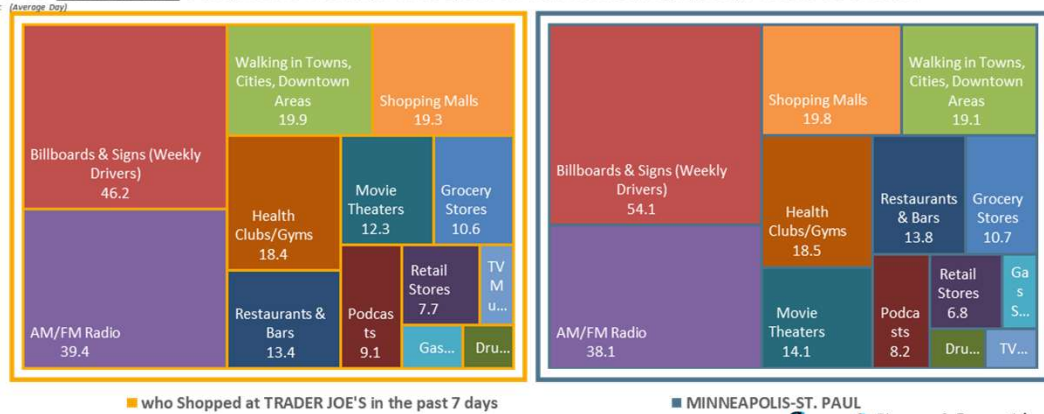
### Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



### Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 18 or older



### Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 228  
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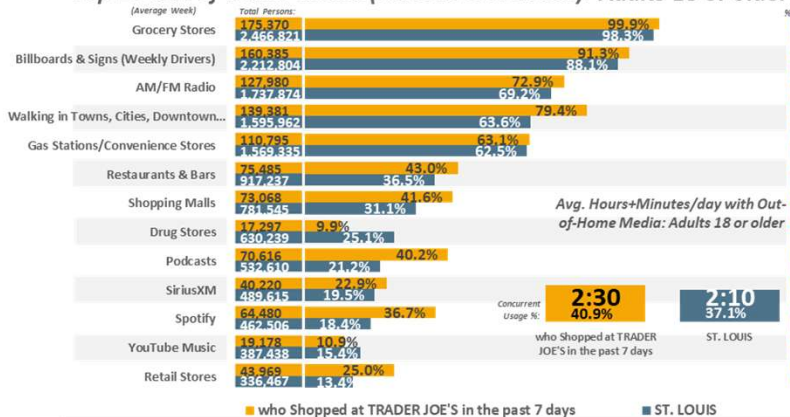
Grocery stores shopped past 7 days (HHL): Trader Joe's



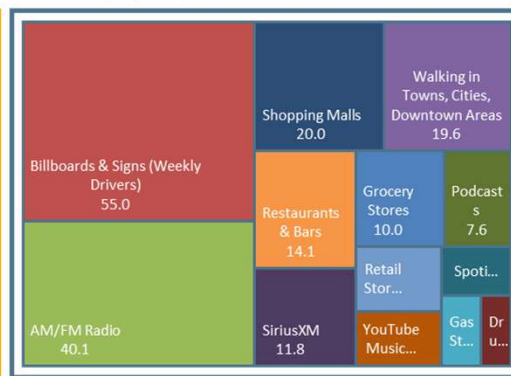
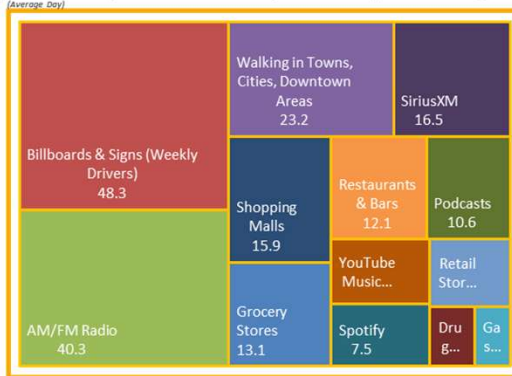


160,385 or 91.3% of Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days spend an average of 48.3 minutes per day driving, seeing Billboards and Signs. 66.4% Listen to Local Radio Stations Out-of-Home for an average of 31. minutes/day.

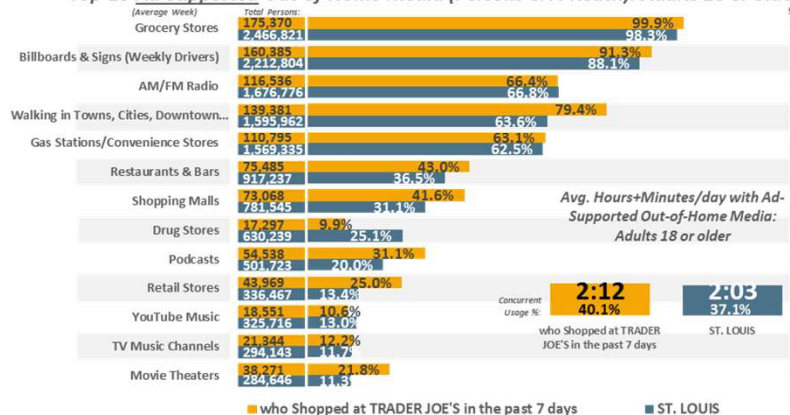
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



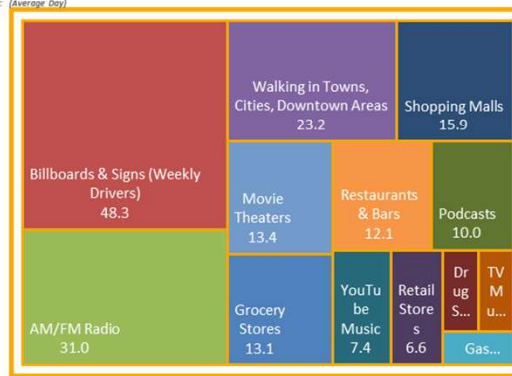
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 18 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

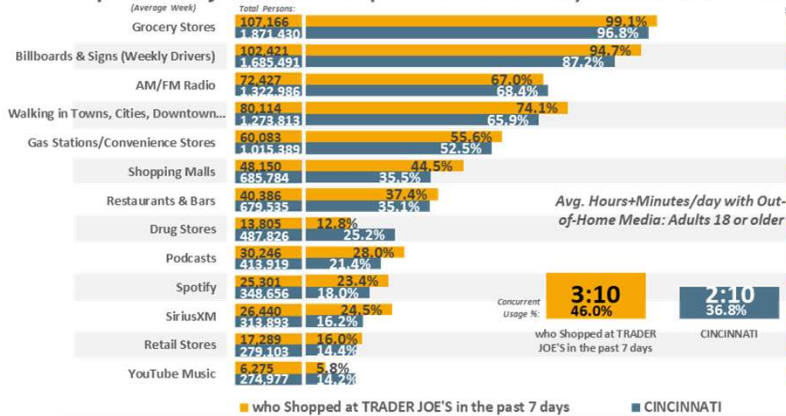




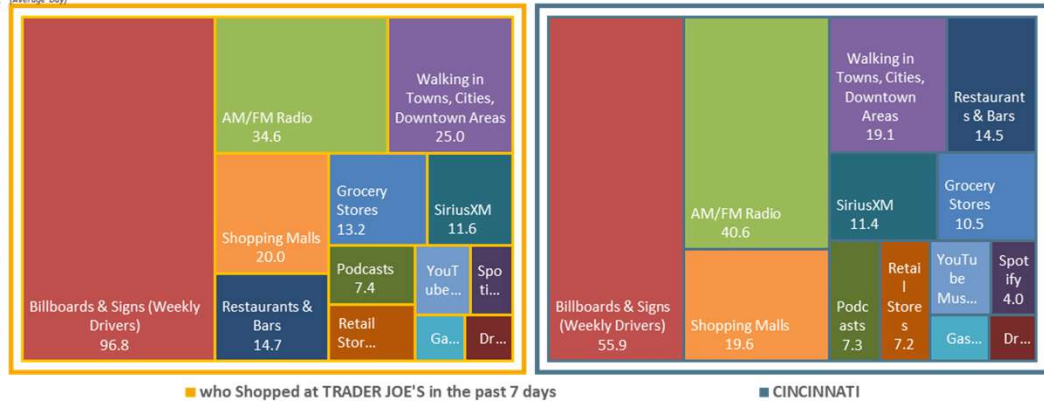


102,421 or 94.7% of Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days spend an average of 96.8 minutes per day driving, seeing Billboards and Signs. 60.7% Listen to Local Radio Stations Out-of-Home for an average of 25.9 minutes/day.

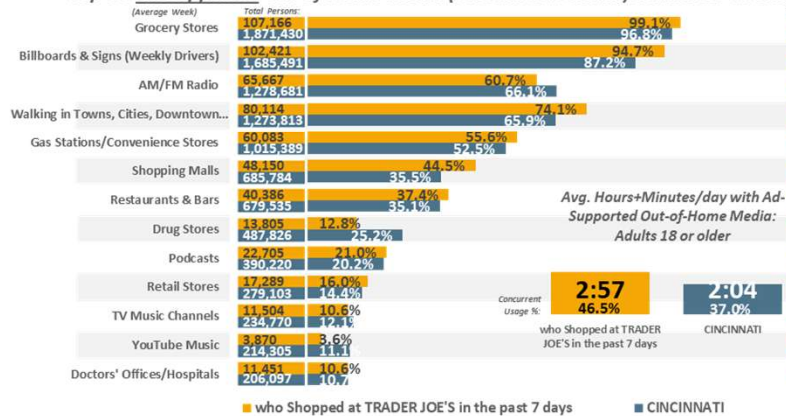
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



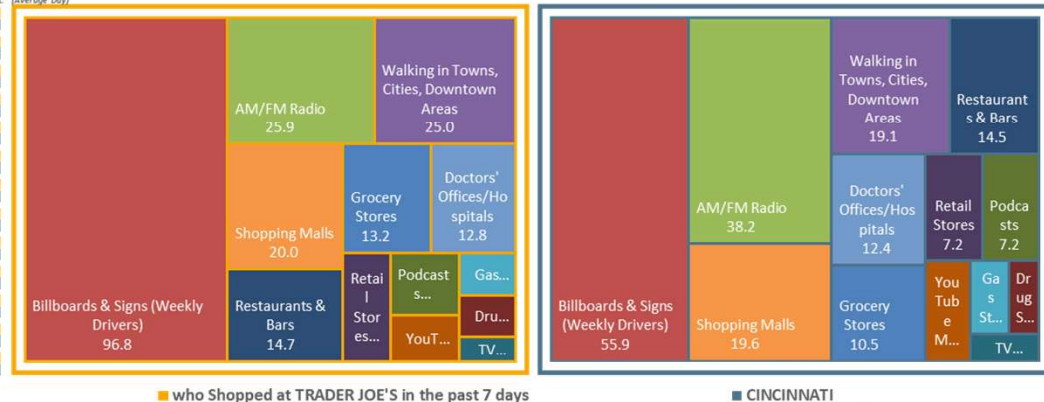
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 18 or older



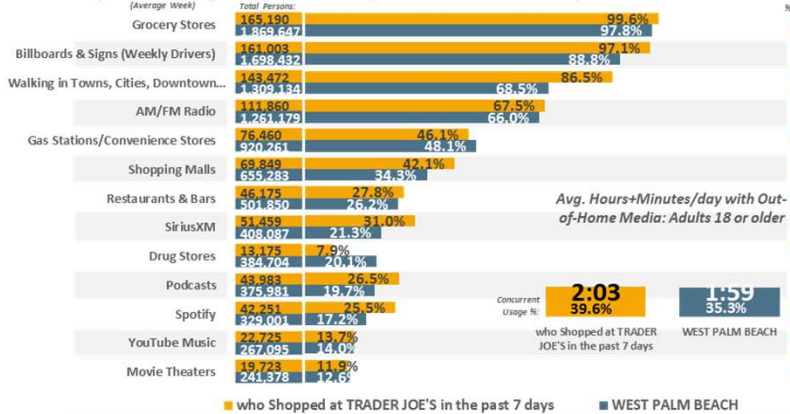
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



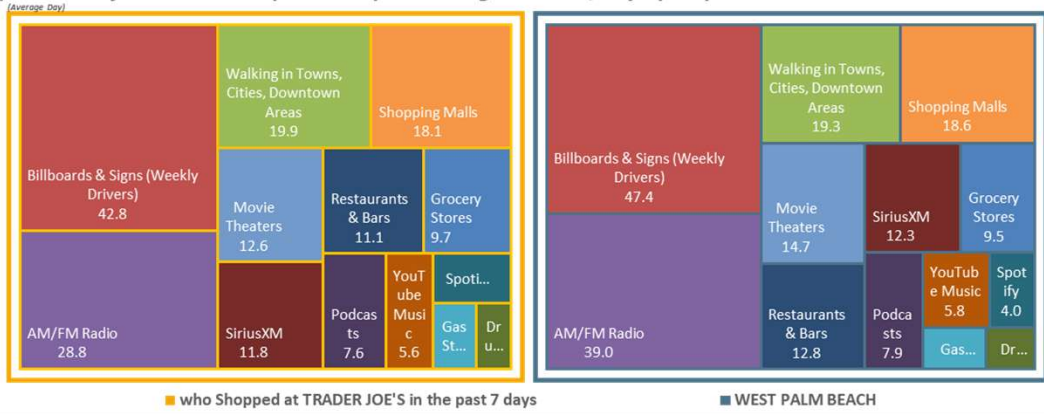


161,003 or 97.1% of Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days spend an average of 42.8 minutes per day driving, seeing Billboards and Signs. 64.7% Listen to Local Radio Stations Out-of-Home for an average of 26.6 minutes/day.

### Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



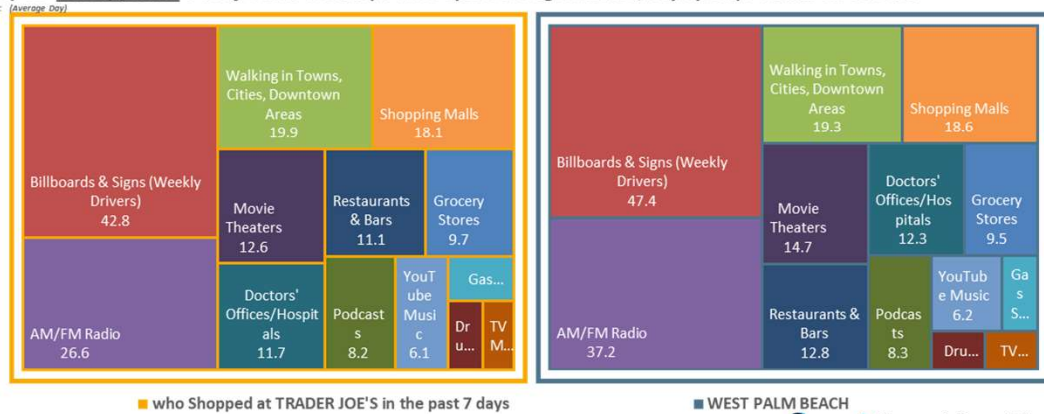
### Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



### Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 18 or older



### Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



WEST PALM BEACH DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 257  
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Grocery stores shopped past 7 days (HHLD): Trader Joe's

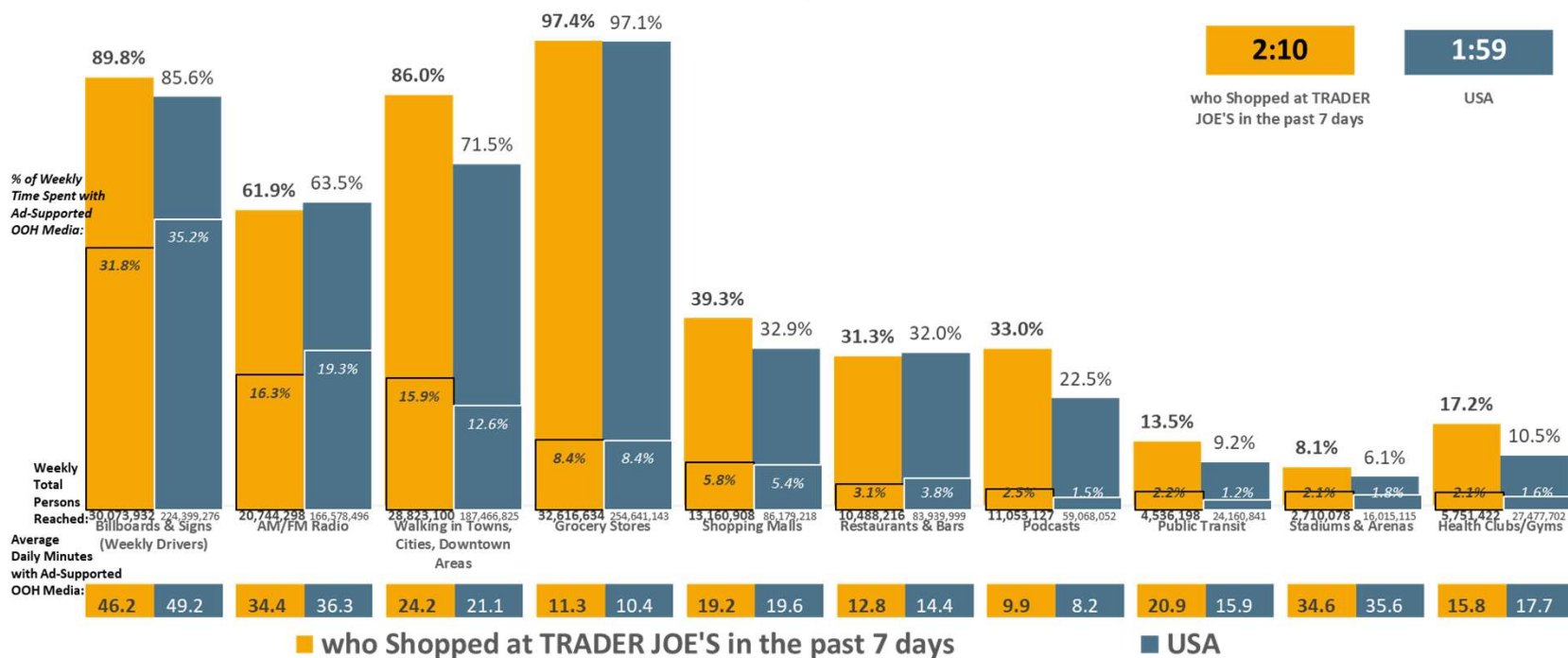


30,073,932 or 89.8% of Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days spend an average of 46.2 minutes per day driving, seeing Billboards and Signs representing 31.8% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 18 or older

Weekly Reach %

## "Share of Ad-Supported OOH Media"



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 3,457  
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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

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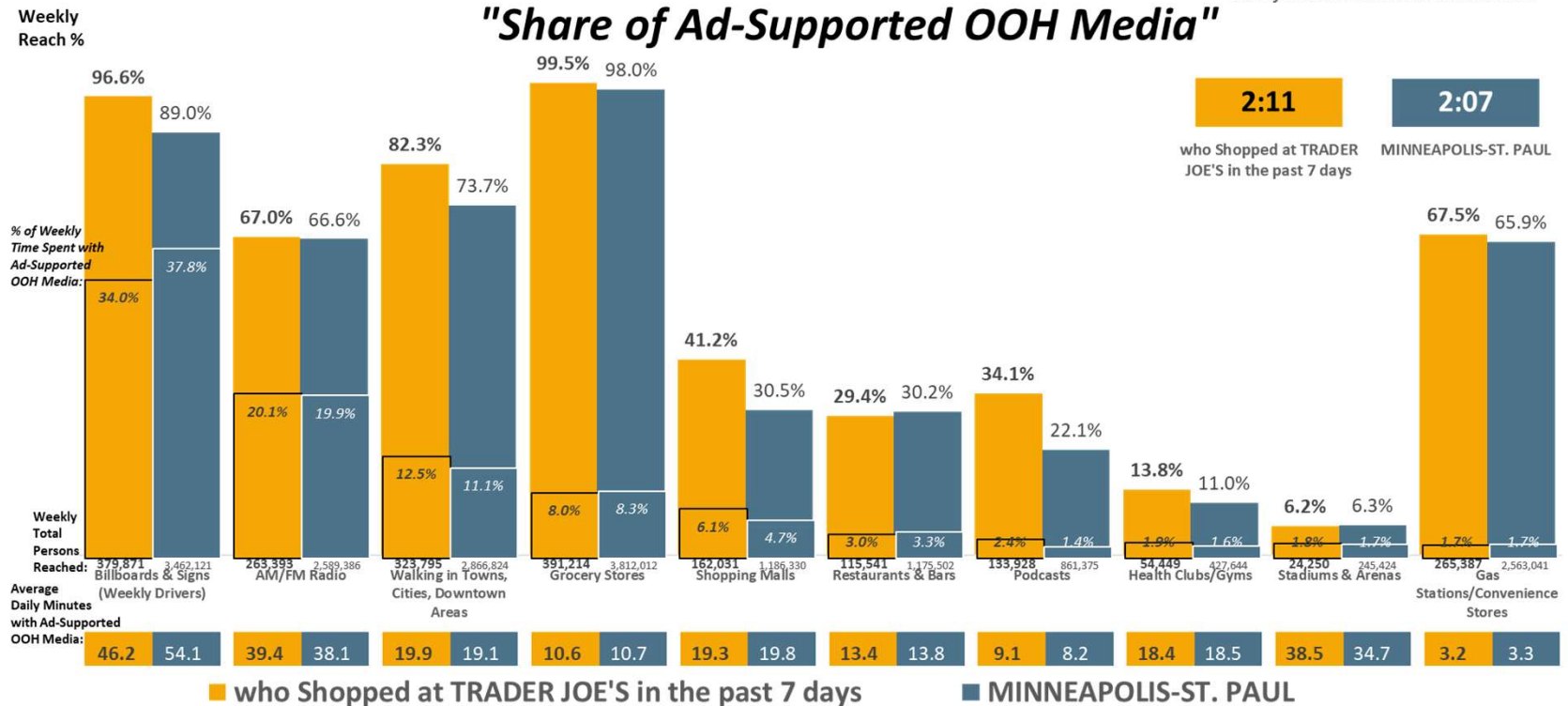
Grocery stores shopped past 7 days (HHLD): Trader Joe's





379,871 or 96.6% of Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days spend an average of 46.2 minutes per day driving, seeing Billboards and Signs representing 34.% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 18 or older



MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 228 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,081

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Grocery stores shopped past 7 days (HHLD): Trader Joe's

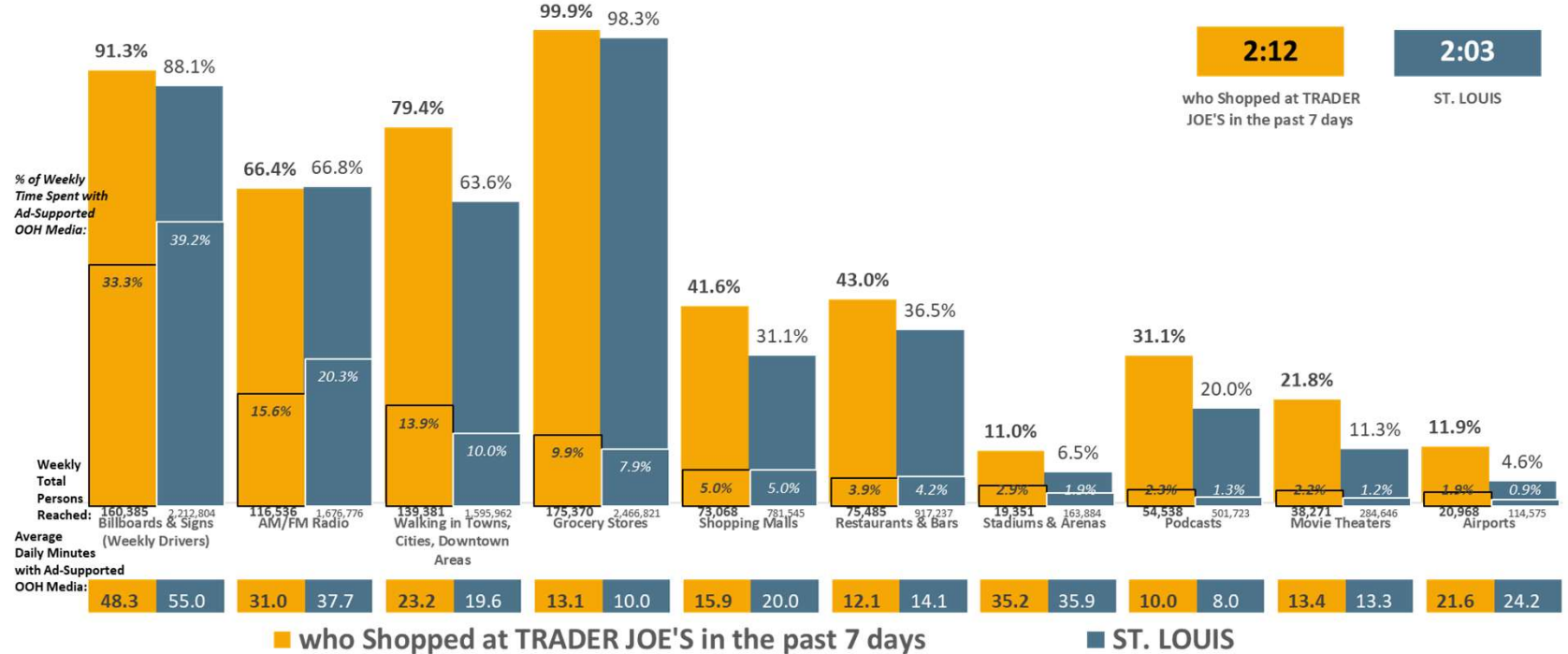


160,385 or 91.3% of Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days spend an average of 48.3 minutes per day driving, seeing Billboards and Signs representing 33.3% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 18 or older

Weekly Reach %

## "Share of Ad-Supported OOH Media"



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ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,095

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Grocery stores shopped past 7 days (HHLD): Trader Joe's



102,421 or 94.7% of Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days spend an average of 96.8 minutes per day driving, seeing Billboards and Signs representing 51.7% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 18 or older

Weekly Reach %

## "Share of Ad-Supported OOH Media"



2:57

who Shopped at TRADER JOE'S in the past 7 days

2:04

CINCINNATI

CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 122  
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CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033

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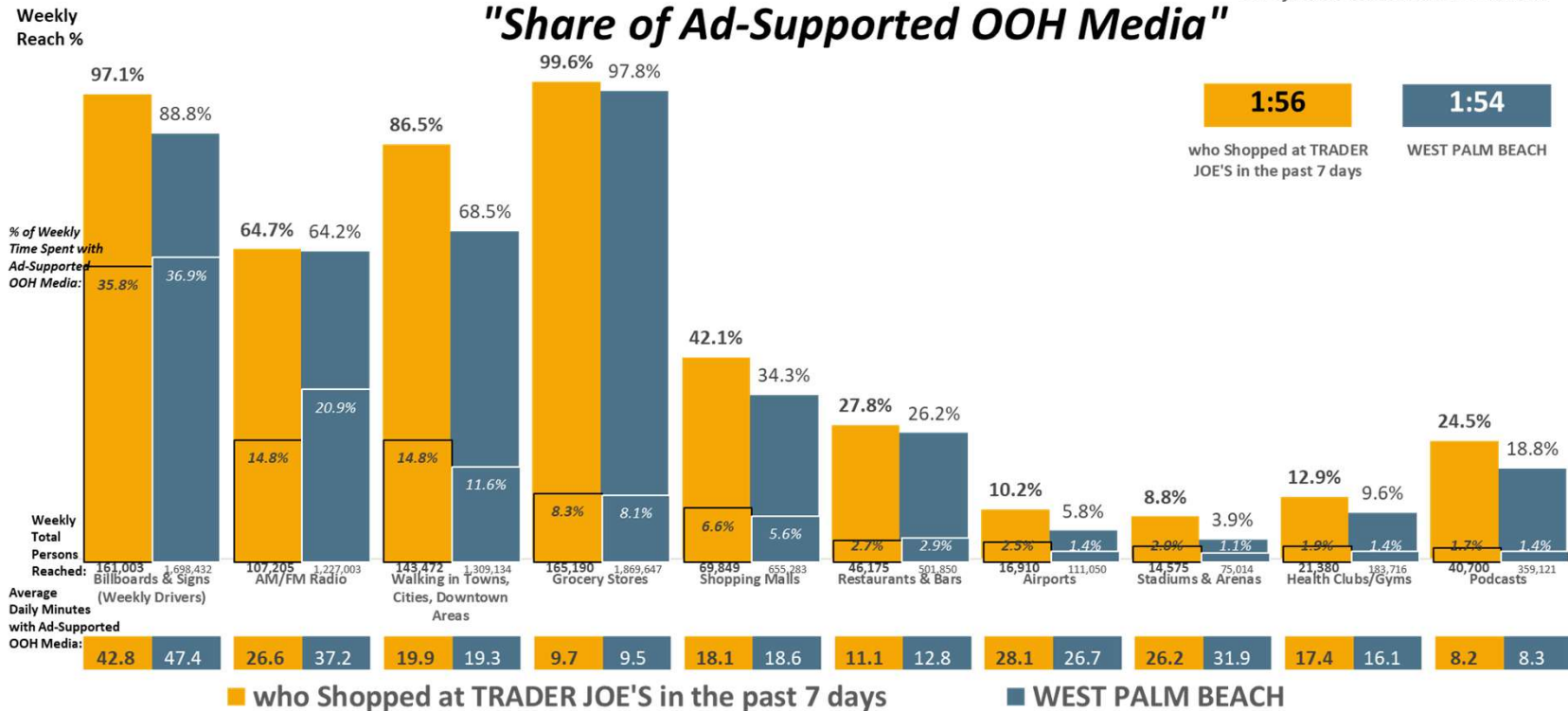
Grocery stores shopped past 7 days (HHLD): Trader Joe's





161,003 or 97.1% of Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days spend an average of 42.8 minutes per day driving, seeing Billboards and Signs representing 35.8% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 18 or older



WEST PALM BEACH DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 257 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687  
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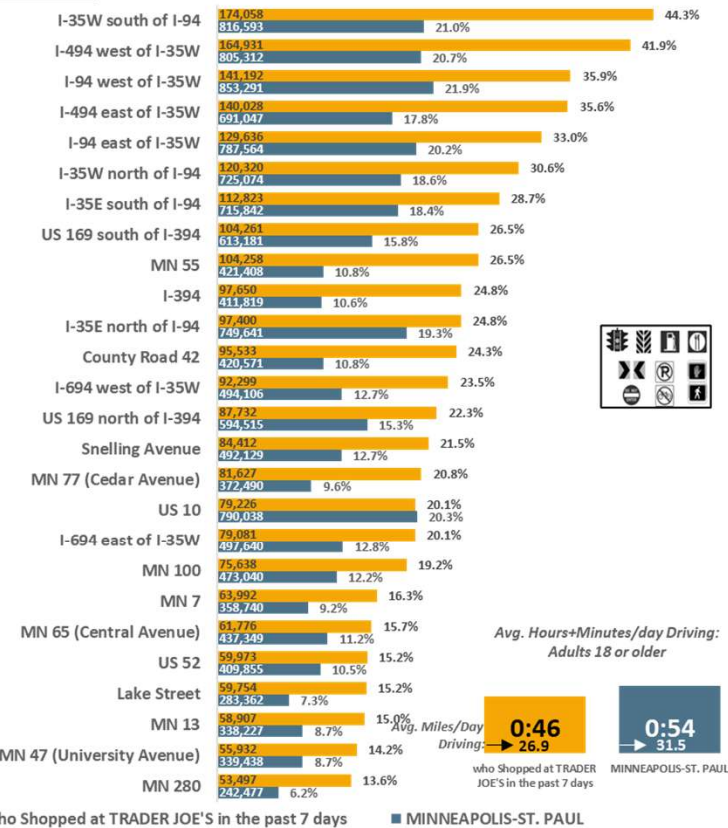
soefa.ai Share of Everything for Anything

Grocery stores shopped past 7 days (HHLD): Trader Joe's

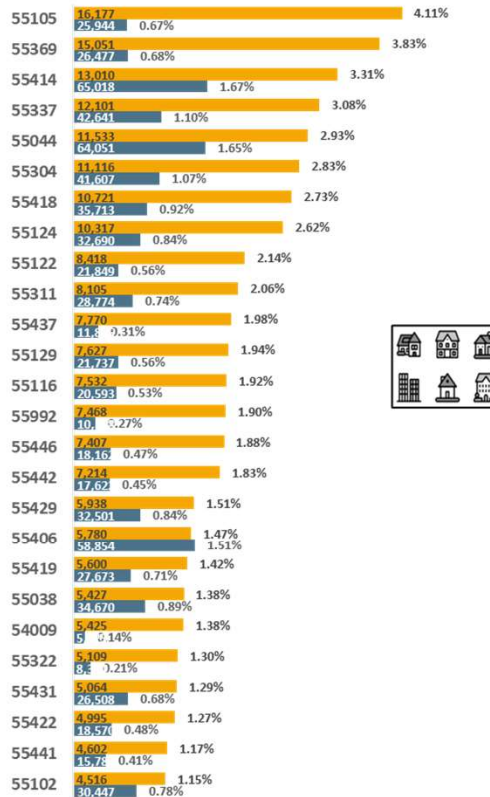


379,871 or 96.6% of Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days spend an average of 46.2 minutes per day driving an average of 26.9 miles each day and are 144.7% more likely to use MN 55 than the Metro average.

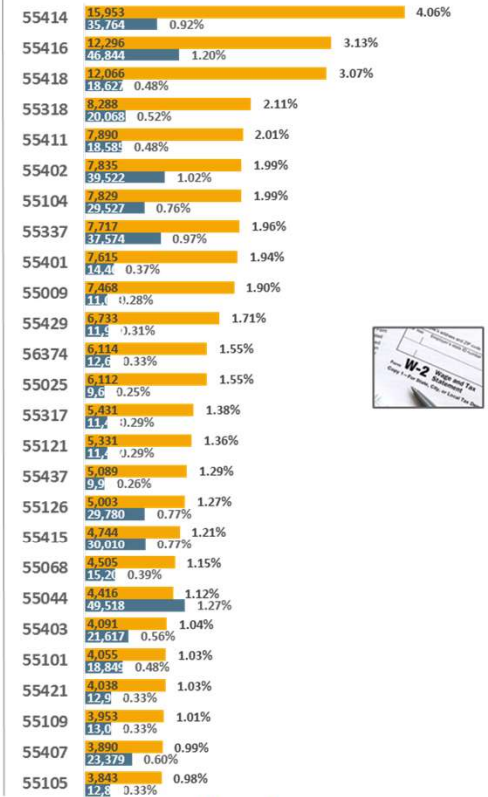
#### Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



#### Top-26 Residential Zip Codes: Adults 18 or older



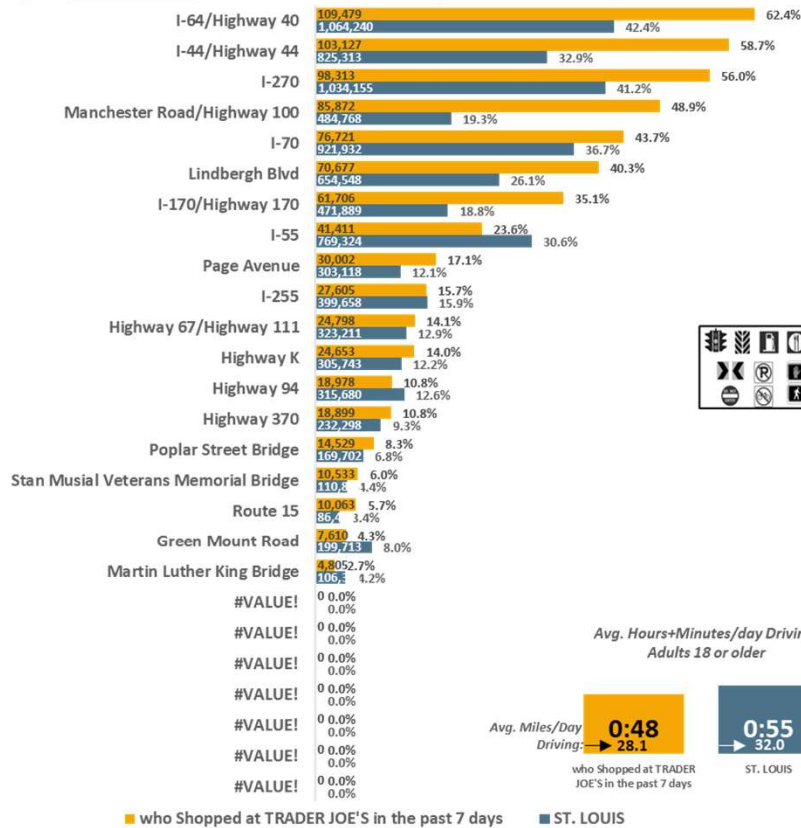
#### Top-26 Employment Zip Codes: Adults 18 or older



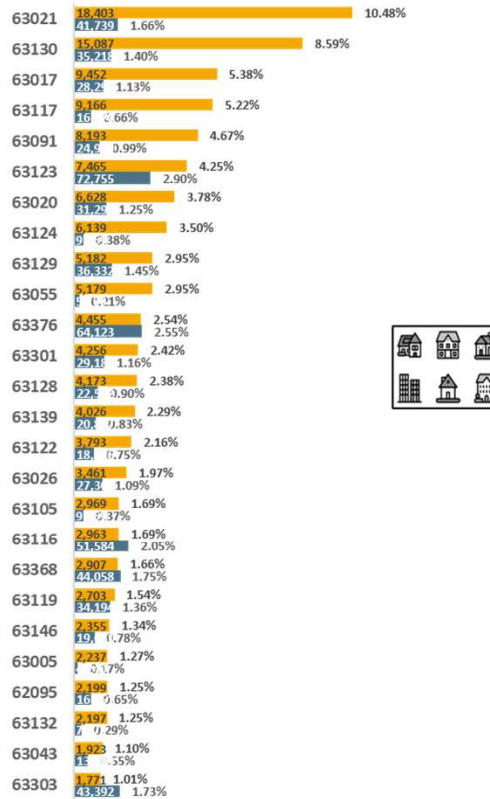


160,385 or 91.3% of Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days spend an average of 48.3 minutes per day driving an average of 28.1 miles each day and are 153.3% more likely to use Manchester Road/Highway 100 than the Metro average.

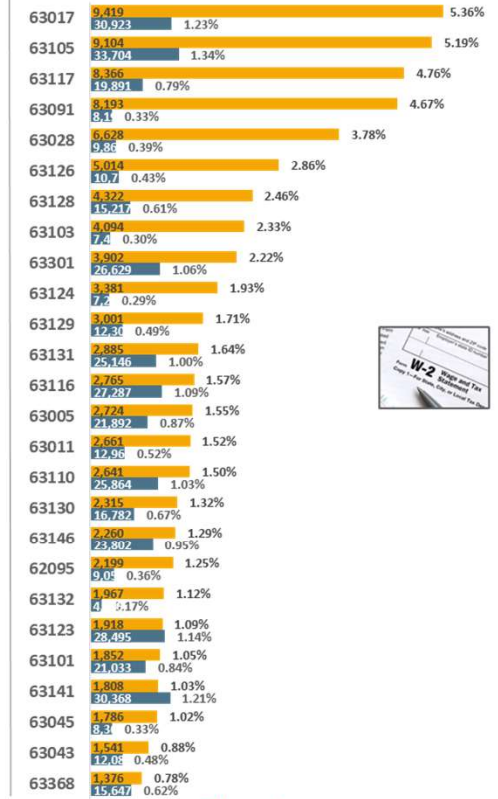
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older

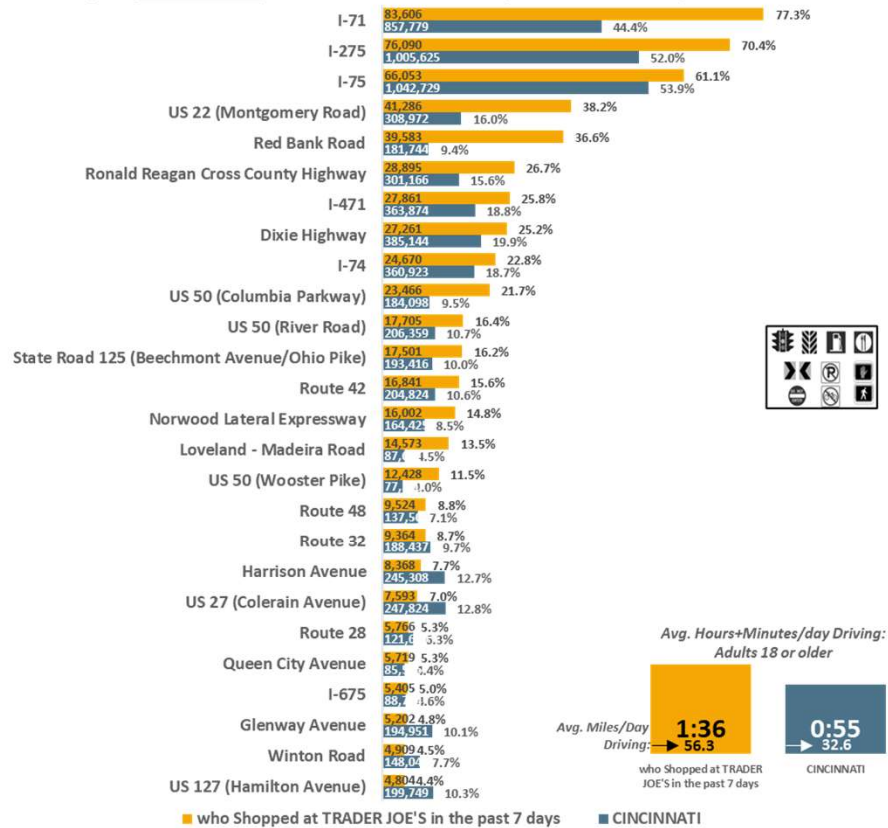




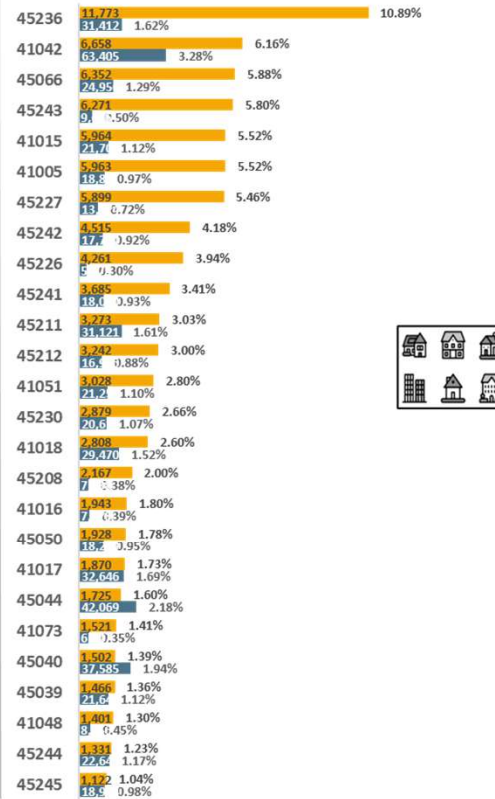


102,421 or 94.7% of Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days spend an average of 96.8 minutes per day driving an average of 56.3 miles each day and are 289.5% more likely to use Red Bank Road than the Metro average.

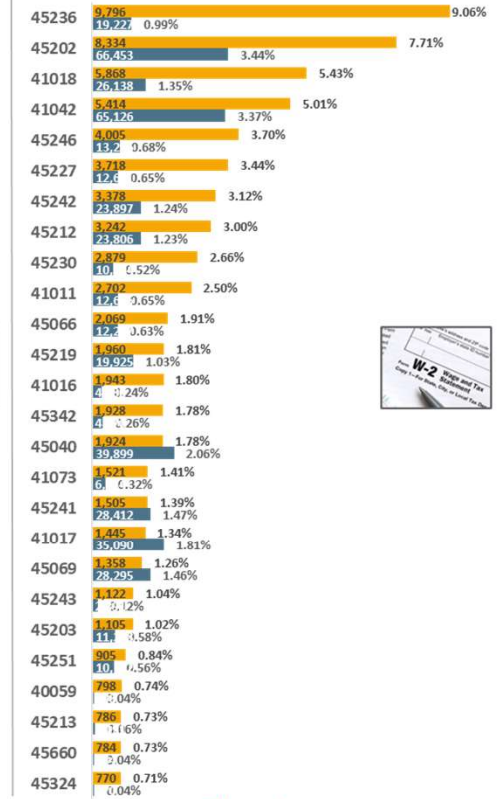
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



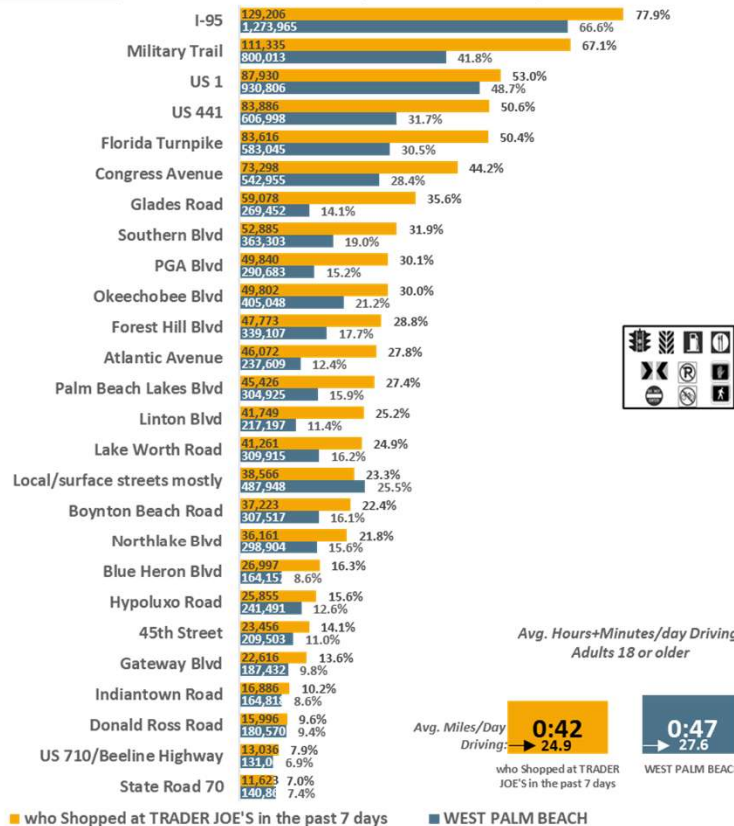
Top-26 Employment Zip Codes: Adults 18 or older





161,003 or 97.1% of Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days spend an average of 42.8 minutes per day driving an average of 24.9 miles each day and are 152.9% more likely to use Glades Road than the Metro average.

Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older

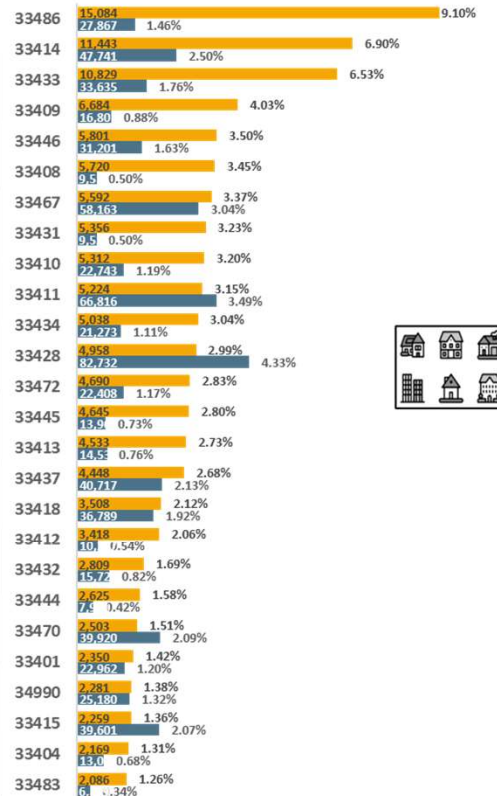


Avg. Hours+Minutes/day Driving:  
Adults 18 or older

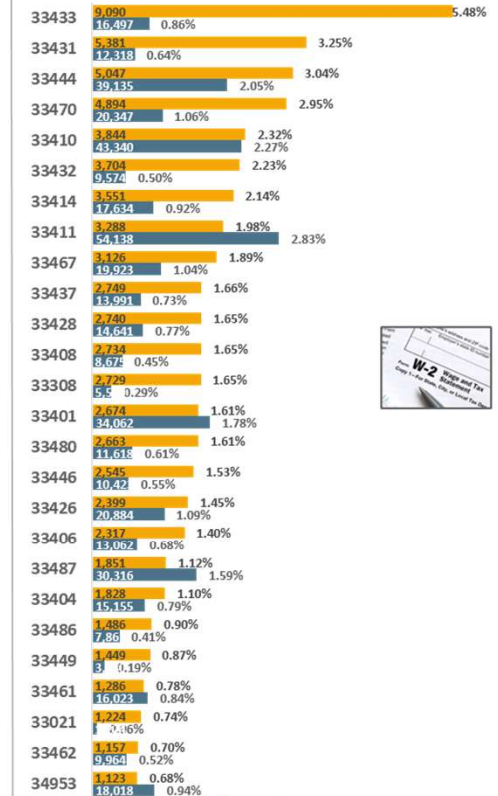
Avg. Miles/Day  
Driving: 0:42  
24.9  
who Shopped at TRADER  
JOE'S in the past 7 days

0:47  
27.6  
WEST PALM BEACH

Top-26 Residential Zip Codes: Adults 18 or older



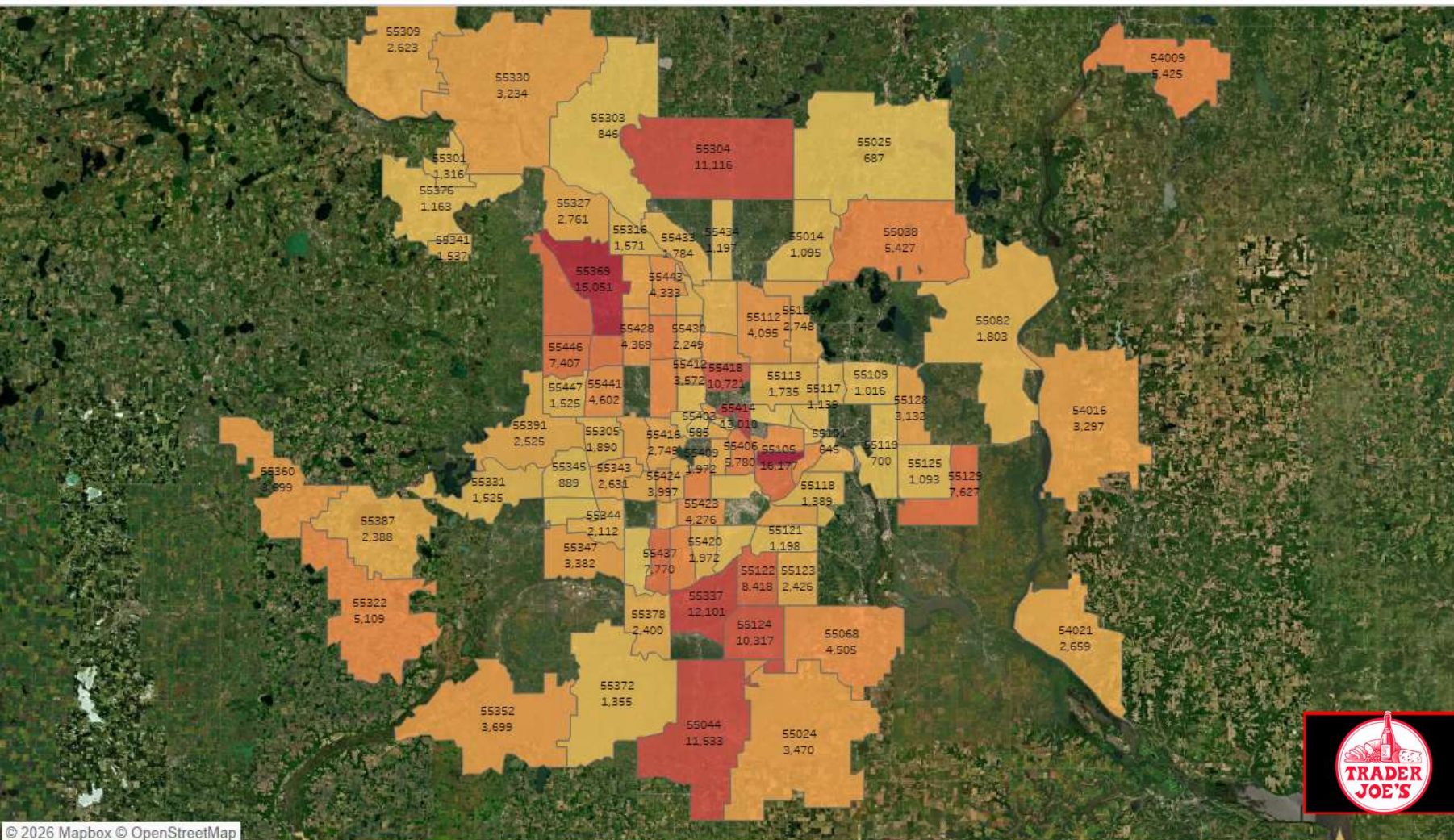
Top-26 Employment Zip Codes: Adults 18 or older





# Top Residential Zip Codes: (Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days)

SUM(Adults 18 or older ...



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Grocery stores shopped past 7 days (HHLD): Trader Joe's





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ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 169

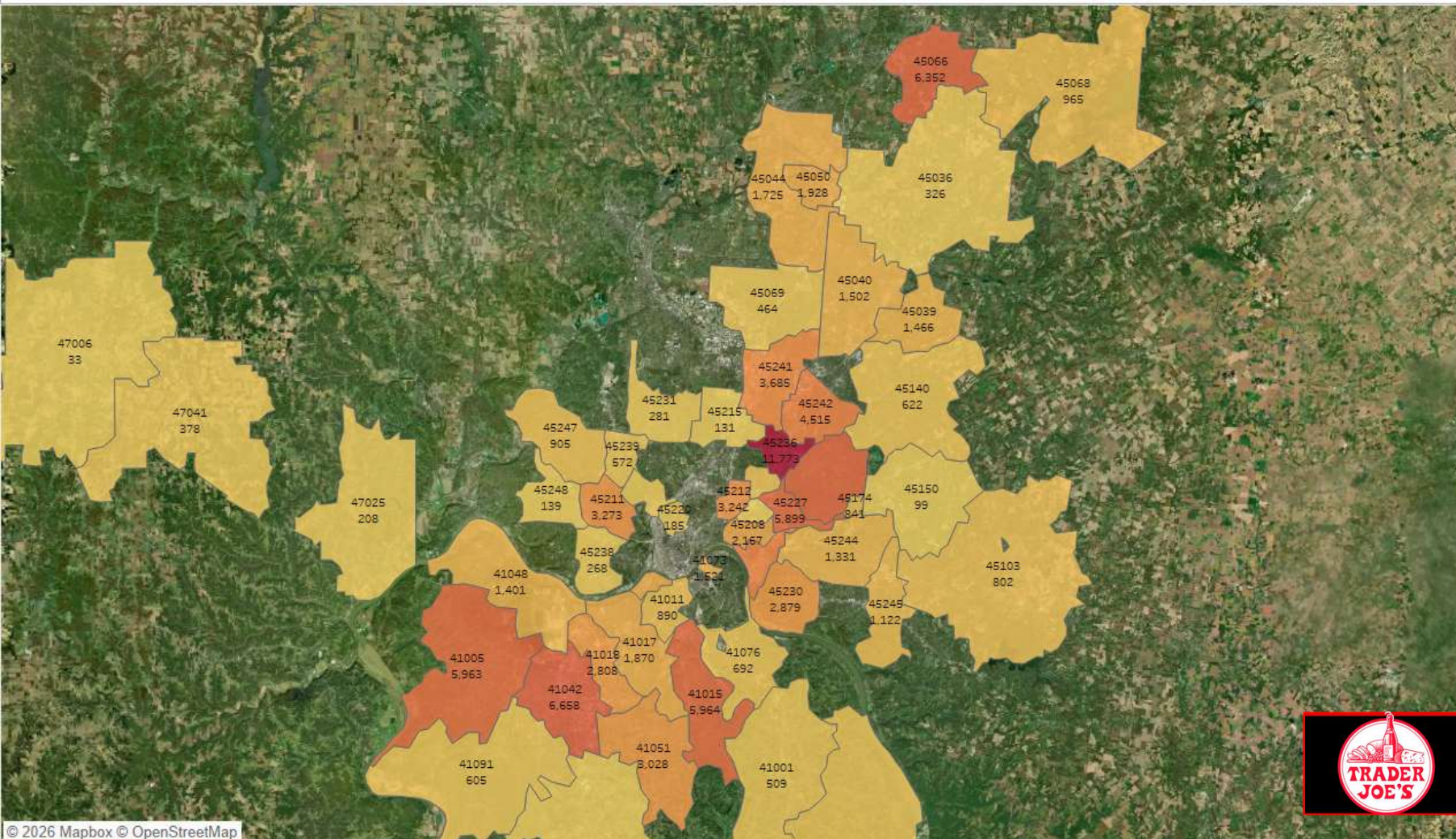
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Grocery stores shopped past 7 days (HHLD): Trader Joe's



# Top Residential Zip Codes: (Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days)



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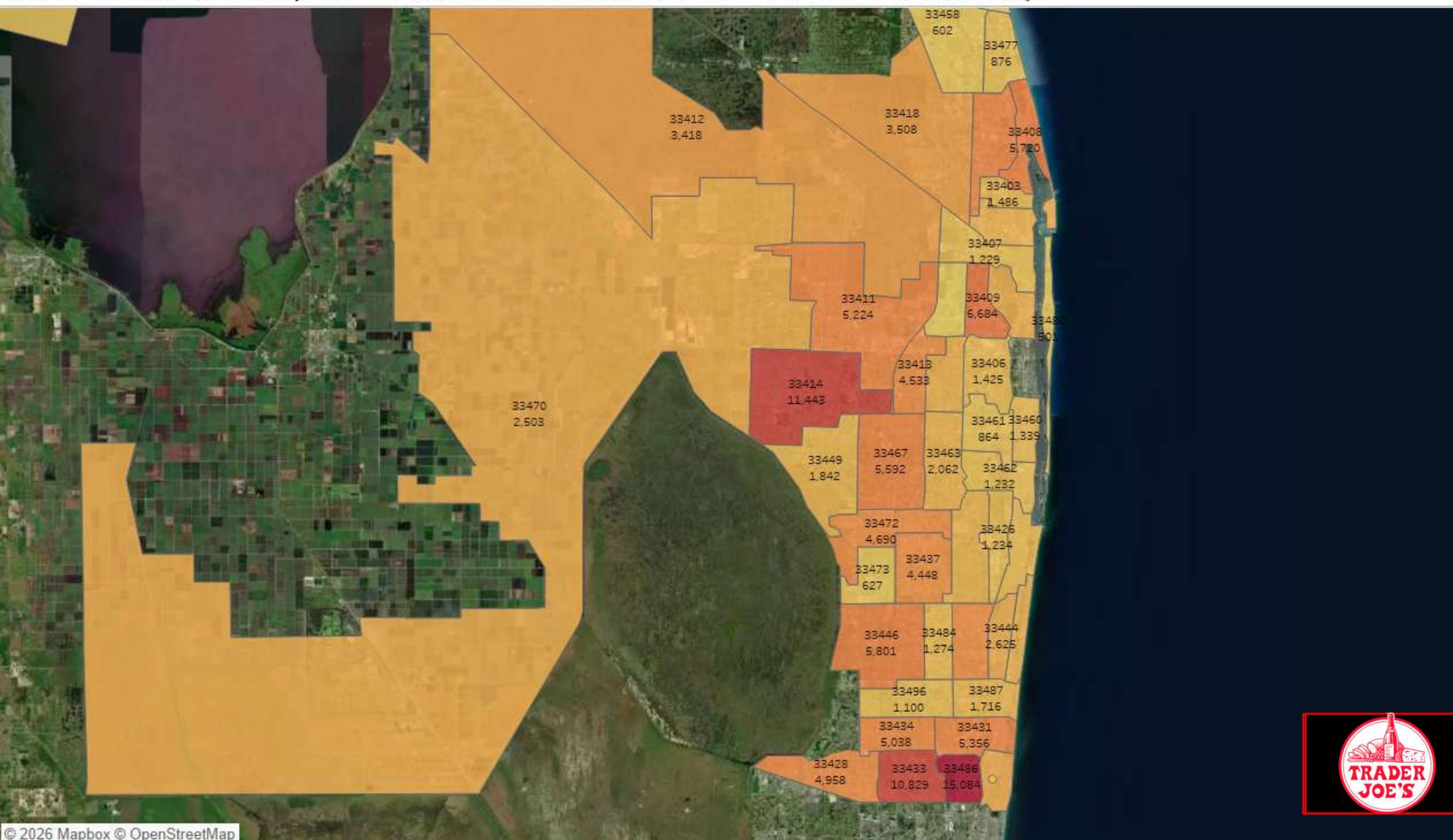
CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 122  
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Grocery stores shopped past 7 days (HHLD): Trader Joe's

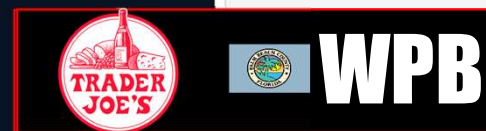
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# Top Residential Zip Codes: (Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days)



SUM(Adults 18 or older ...  
75 15,084



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WEST PALM BEACH DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 257  
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Grocery stores shopped past 7 days (HHLD): Trader Joe's

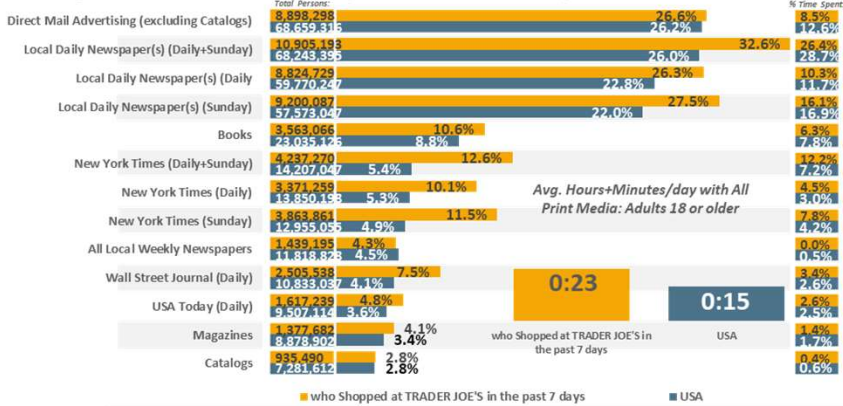
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10,905,193 or 32.6% of Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.8 minutes every day representing 28.2% of all time spent daily with All forms of Print Media.

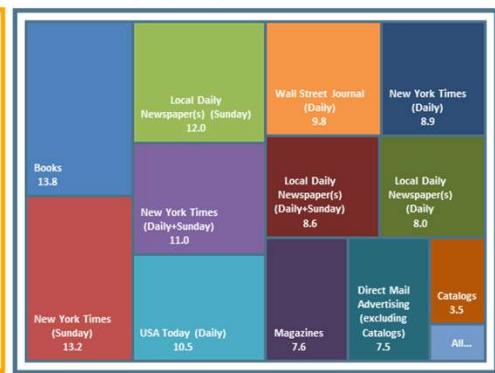
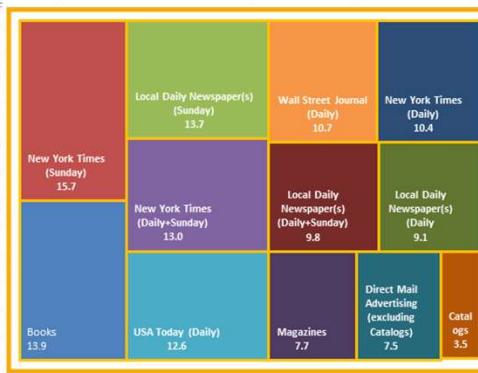
**Avg. Week All Print Media (Persons & % Reach): Adults 18 or older**



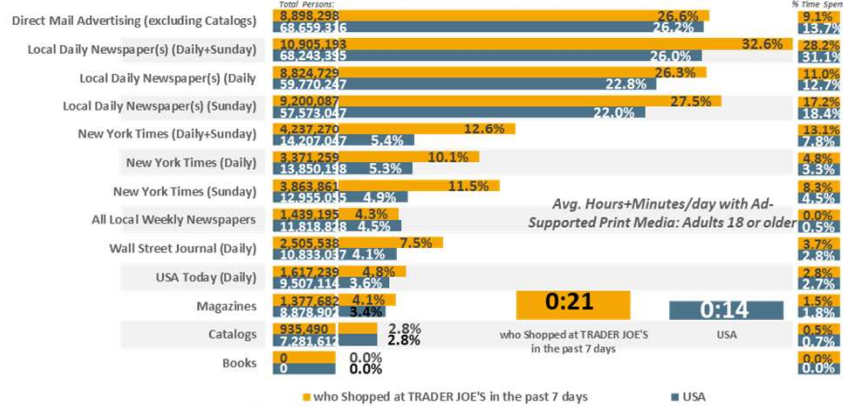
Avg. Hours+Minutes/day with All Print Media: Adults 18 or older

0:23 0:15

**Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



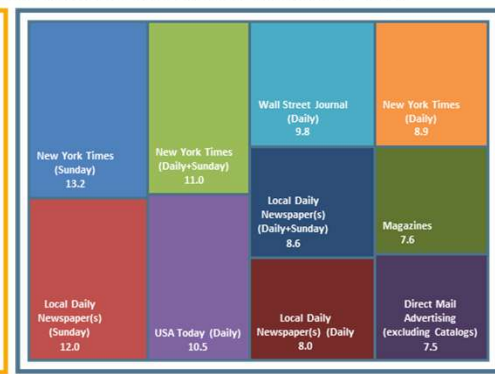
**Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older**



Avg. Hours+Minutes/day with Ad-Supported Print Media: Adults 18 or older

0:21 0:14

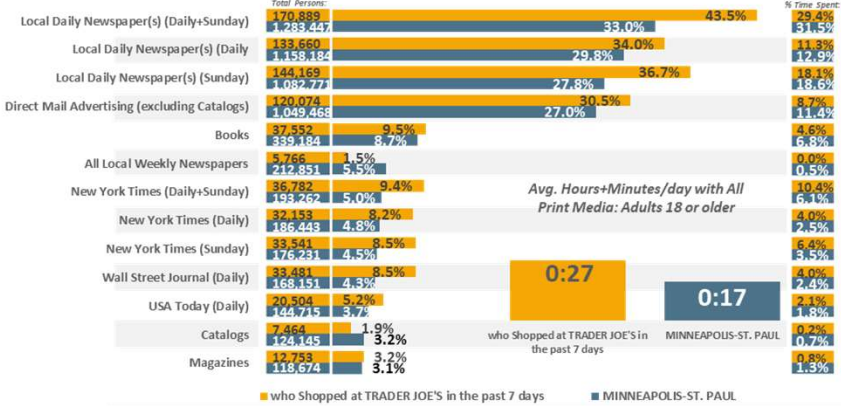
**Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



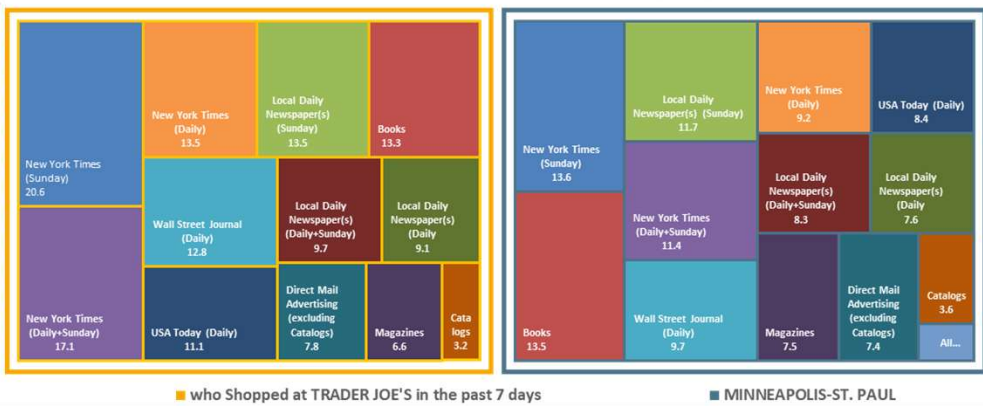


170,889 or 43.5% of Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.7 minutes every day representing 30.8% of all time spent daily with All forms of Print Media.

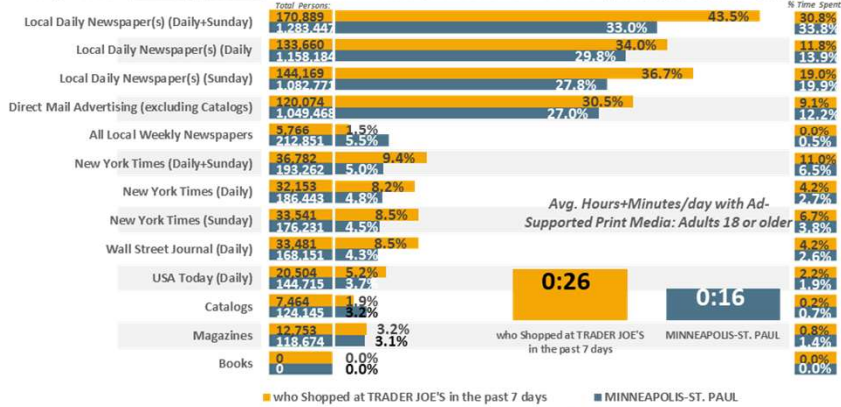
**Avg. Week All Print Media (Persons & % Reach): Adults 18 or older**



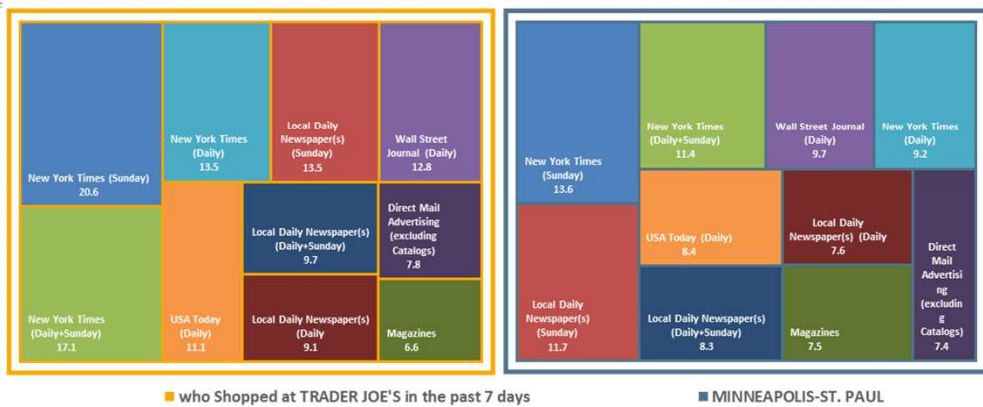
**Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



**Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older**



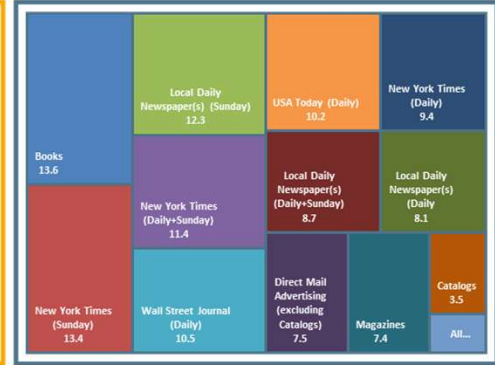
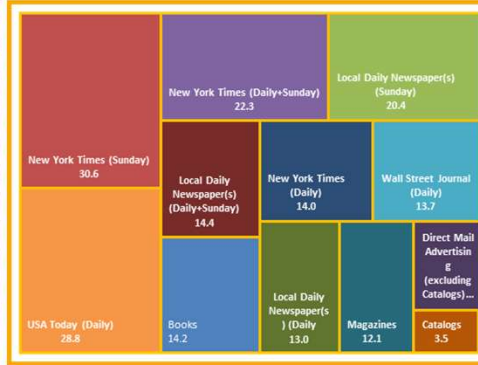
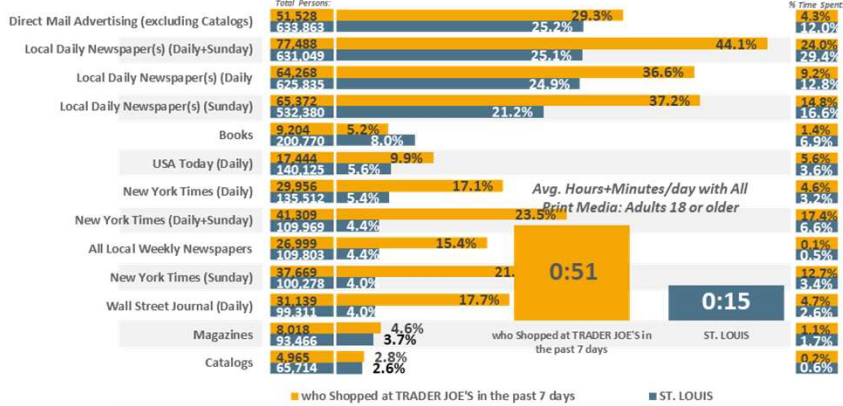
**Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



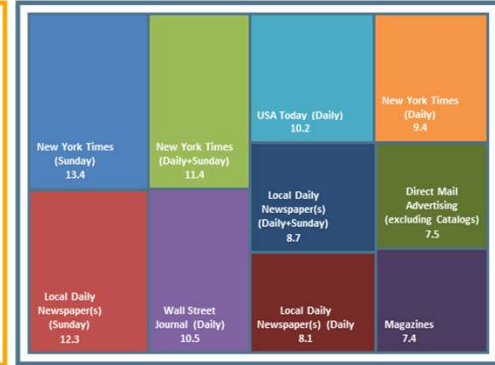
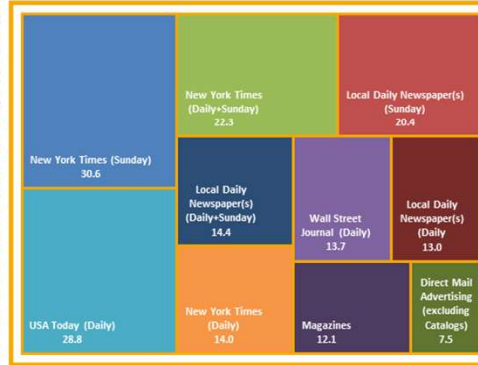
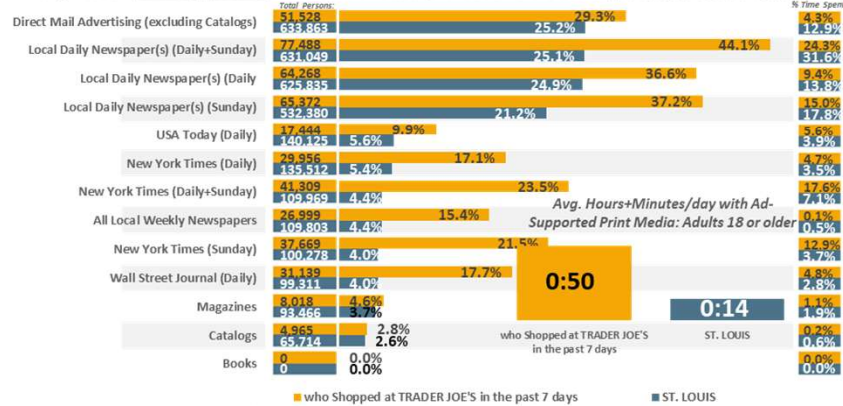


77,488 or 44.1% of Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 14.4 minutes every day representing 24.3% of all time spent daily with All forms of Print Media.

**Avg. Week All Print Media (Persons & % Reach): Adults 18 or older** **Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



**Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older** **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**

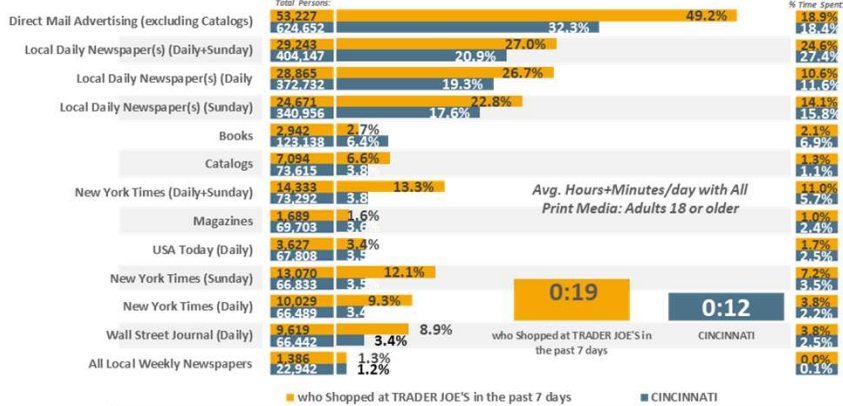






29,243 or 27.% of Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.3 minutes every day representing 25.2% of all time spent daily with All forms of Print Media.

**Avg. Week All Print Media (Persons & % Reach): Adults 18 or older**

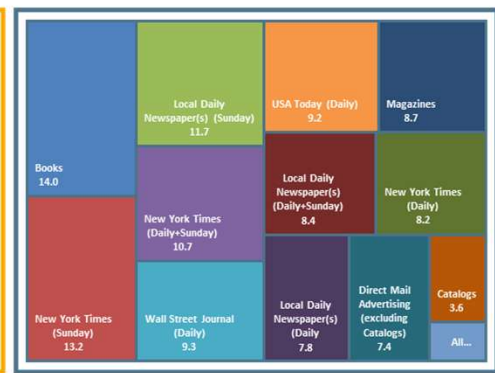
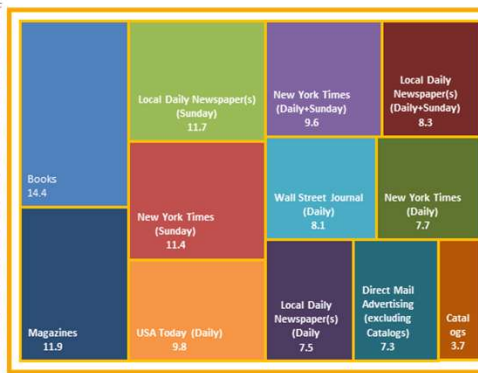


Avg. Hours+Minutes/day with All Print Media: Adults 18 or older

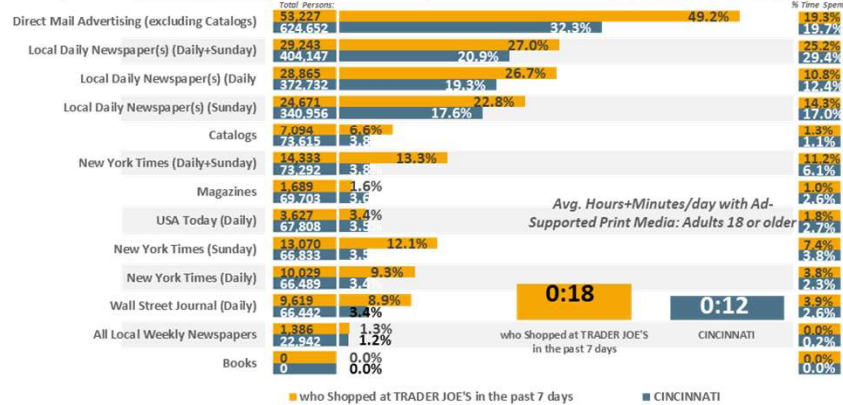
0:19

0:12

**Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



**Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older**

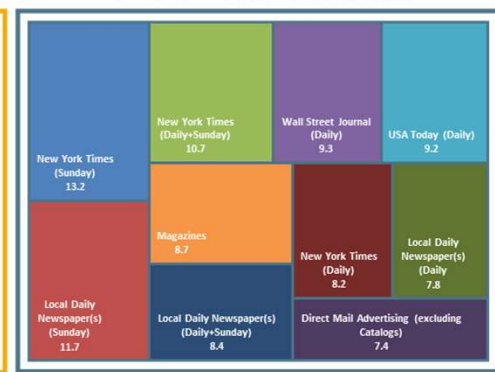
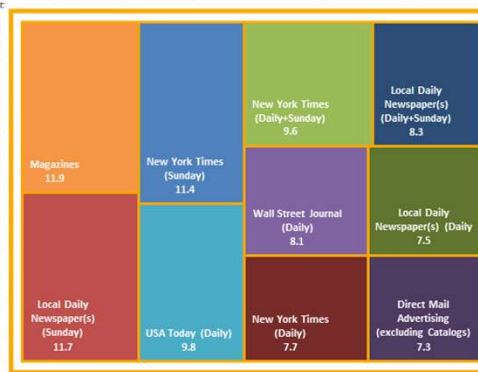


Avg. Hours+Minutes/day with Ad-Supported Print Media: Adults 18 or older

0:18

0:12

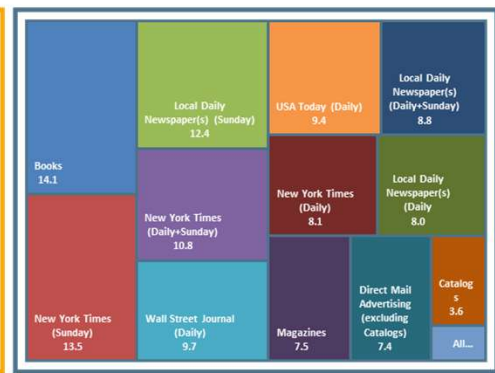
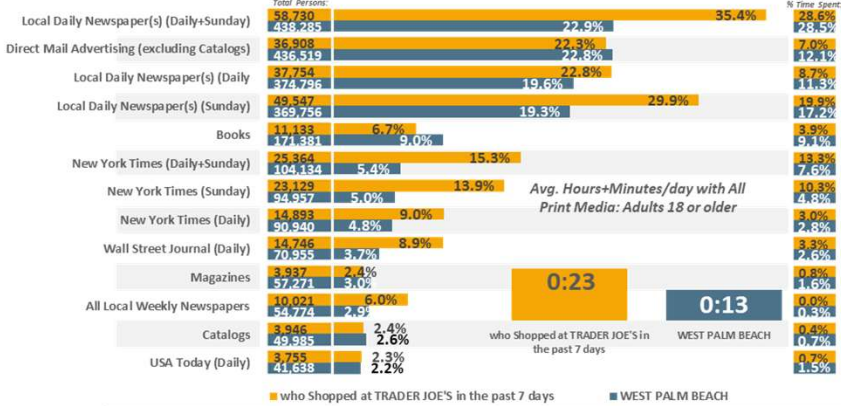
**Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



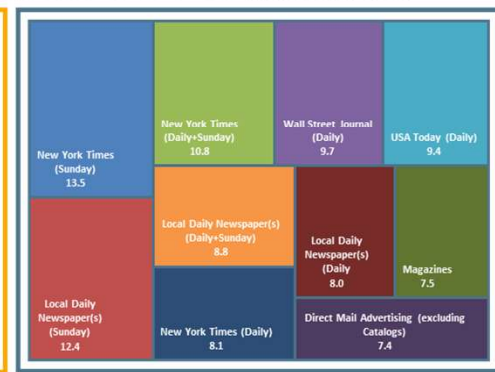
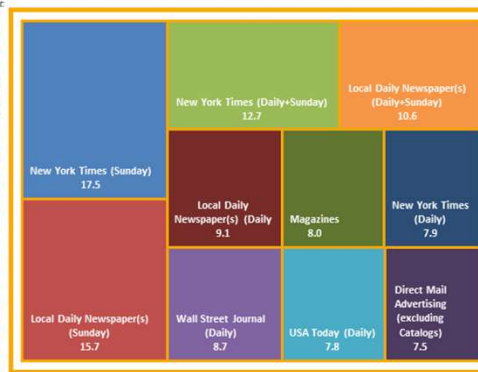
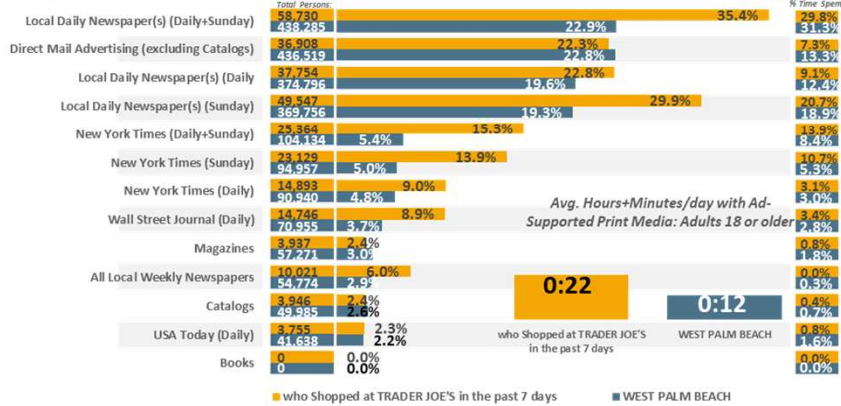


58,730 or 35.4% of Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.6 minutes every day representing 29.8% of all time spent daily with All forms of Print Media.

**Avg. Week All Print Media (Persons & % Reach): Adults 18 or older** **Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



**Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older** **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**

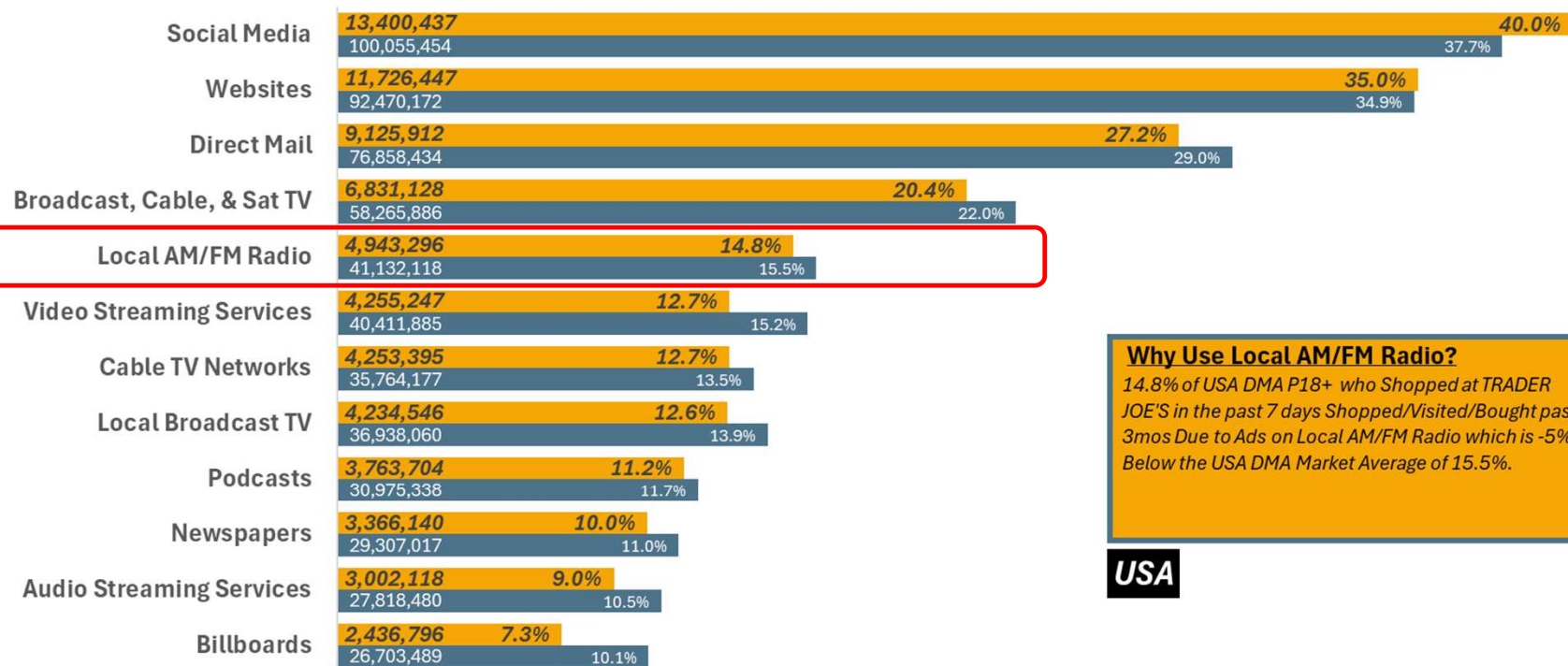




USA

## "Advertising Actions"

P18+ who Shopped at TRADER JOE'S in the past 7 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



### Why Use Local AM/FM Radio?

14.8% of USA DMA P18+ who Shopped at TRADER JOE'S in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -5% Below the USA DMA Market Average of 15.5%.

USA

■ P18+ who Shopped at TRADER JOE'S in the past 7 days (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P18+ USA AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

USA DMA ScarboroughR2 2025: Sep24-Aug25 Qual Intab: 3457

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Grocery stores shopped past 7 days (HHLD): Trader Joe's

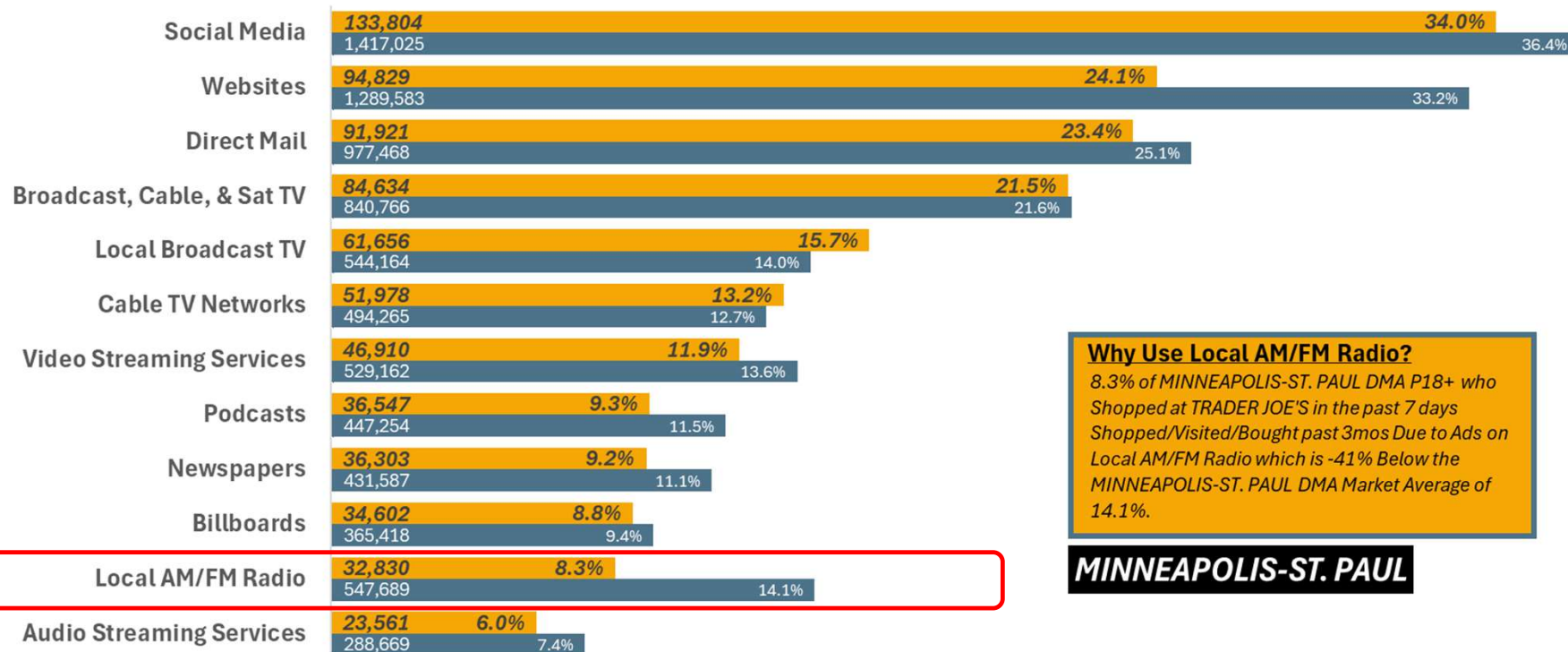




**MSP**

## "Advertising Actions"

**P18+ who Shopped at TRADER JOE'S in the past 7 days (Shopped/Visited/Bought past 3mos Due to Ads on %)**



### Why Use Local AM/FM Radio?

8.3% of MINNEAPOLIS-ST. PAUL DMA P18+ who Shopped at TRADER JOE'S in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -41% Below the MINNEAPOLIS-ST. PAUL DMA Market Average of 14.1%.

**MINNEAPOLIS-ST. PAUL**

■ P18+ who Shopped at TRADER JOE'S in the past 7 days (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P18+ MINNEAPOLIS-ST. PAUL AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab: 228  
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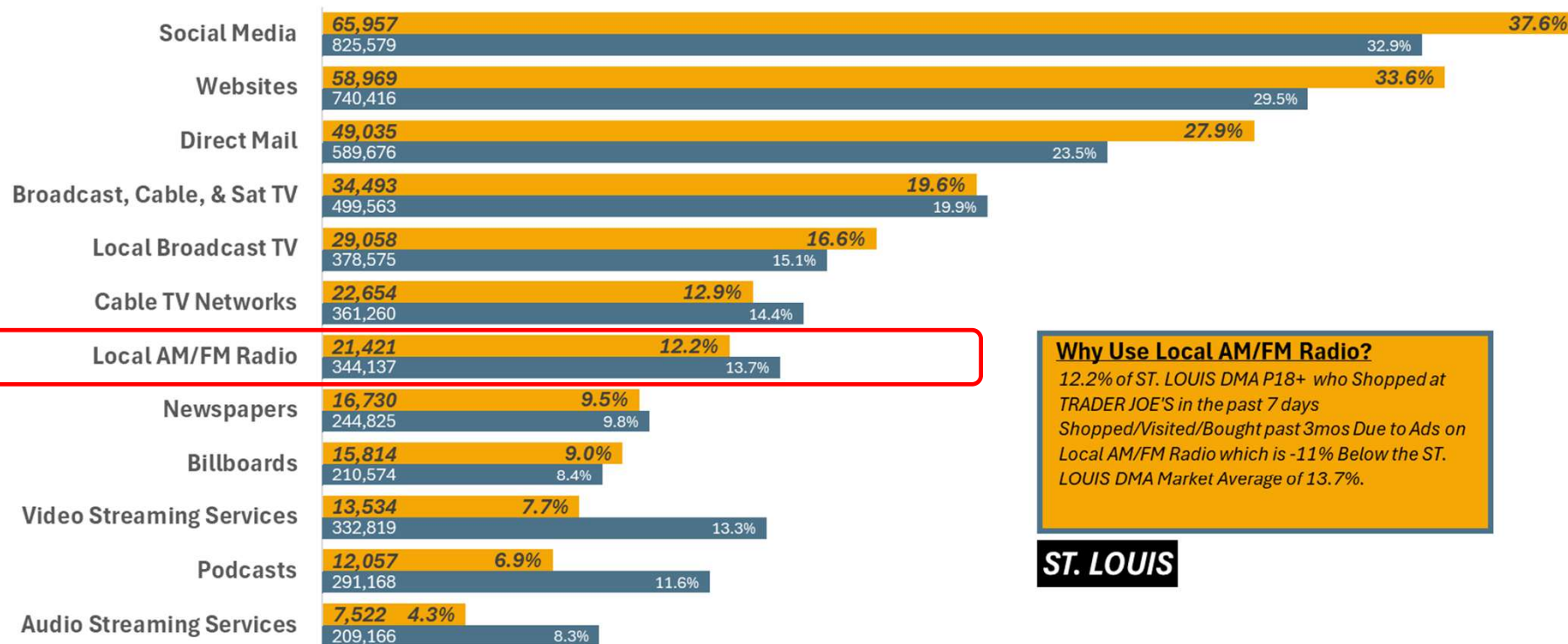
Grocery stores shopped past 7 days (HHLD): Trader Joe's



# STL

## "Advertising Actions"

P18+ who Shopped at TRADER JOE'S in the past 7 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



### Why Use Local AM/FM Radio?

12.2% of ST. LOUIS DMA P18+ who Shopped at TRADER JOE'S in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -11% Below the ST. LOUIS DMA Market Average of 13.7%.

ST. LOUIS

■ P18+ who Shopped at TRADER JOE'S in the past 7 days (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P18+ ST. LOUIS AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

ST. LOUIS DMA ScarboroughR2 2025: Aug24-Jul25 Qual Intab: 169  
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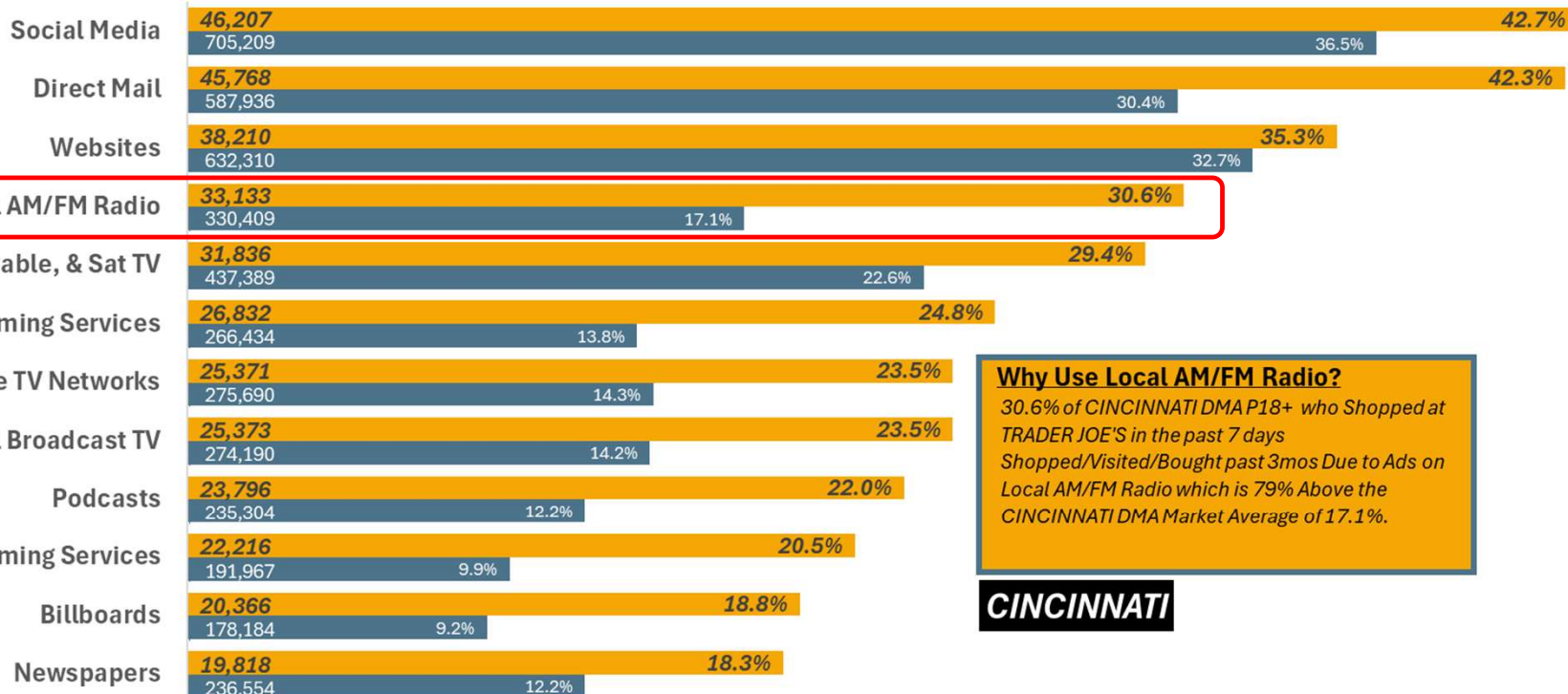
Grocery stores shopped past 7 days (HHLD): Trader Joe's



CIN

## "Advertising Actions"

P18+ who Shopped at TRADER JOE'S in the past 7 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



### Why Use Local AM/FM Radio?

30.6% of CINCINNATI DMA P18+ who Shopped at TRADER JOE'S in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 79% Above the CINCINNATI DMA Market Average of 17.1%.

CINCINNATI

■ P18+ who Shopped at TRADER JOE'S in the past 7 days (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P18+ CINCINNATI AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab: 122

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Grocery stores shopped past 7 days (HHLD): Trader Joe's

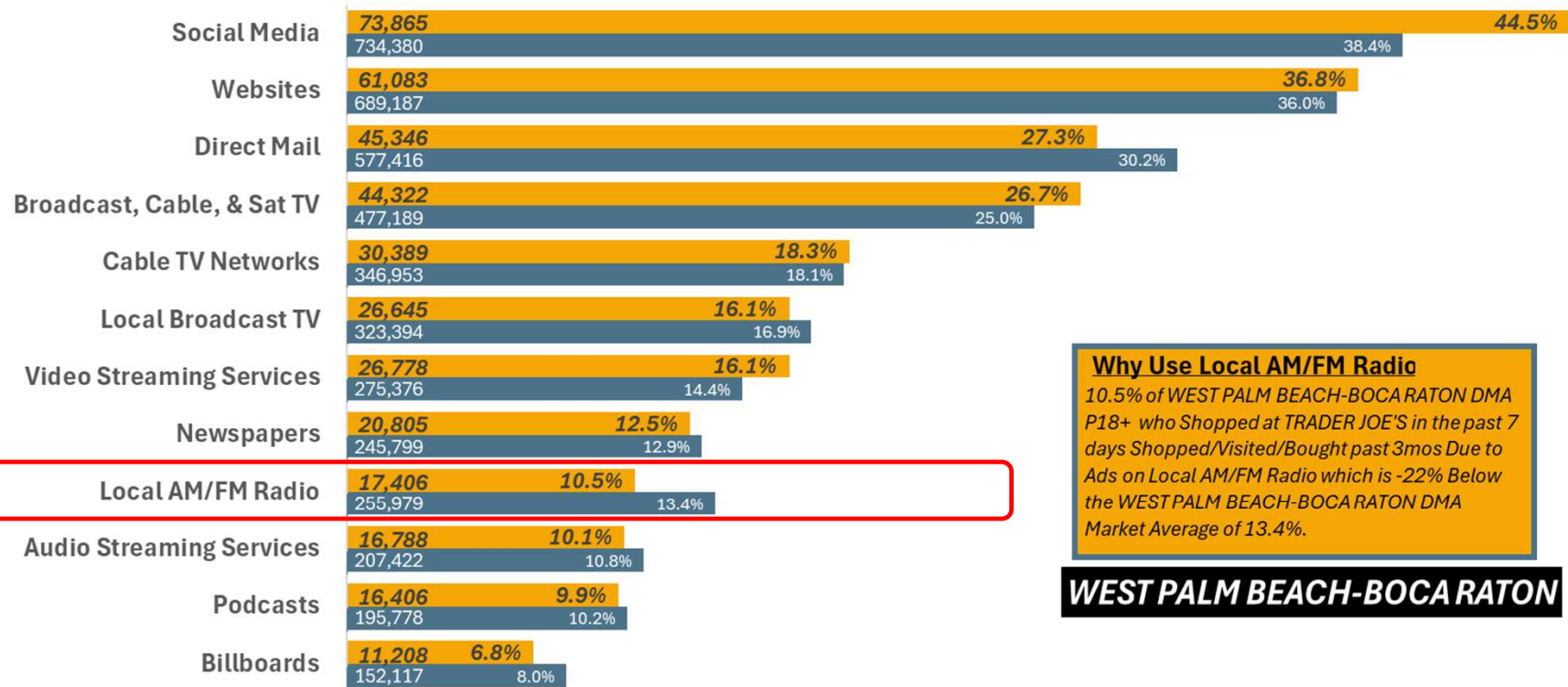




# WPB

## "Advertising Actions"

### P18+ who Shopped at TRADER JOE'S in the past 7 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



#### Why Use Local AM/FM Radio

10.5% of WEST PALM BEACH-BOCA RATON DMA P18+ who Shopped at TRADER JOE'S in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -22% Below the WEST PALM BEACH-BOCA RATON DMA Market Average of 13.4%.

### WEST PALM BEACH-BOCA RATON

■ P18+ who Shopped at TRADER JOE'S in the past 7 days (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P18+ WEST PALM BEACH-BOCA RATON AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

WESTPALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab: 257

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Grocery stores shopped past 7 days (HHLD): Trader Joe's