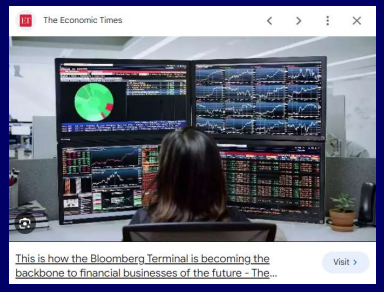
USA+4 DMAs – P18+ who Shopped at ALDI in the past 7 days!

Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of USA, CHICAGO, MINNEAPOLIS-ST. PAUL, ST. LOUIS, and WASHINGTON, DC, DMA P18+ who Shopped at ALDI in the past 7 days as of SEPTEMBER 2024!





P18+ ALDI SÜD Dienstleistungs-SE & Co.

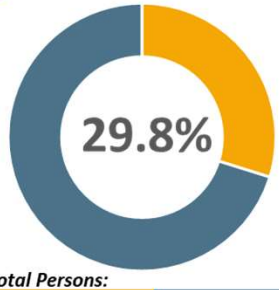
And, Yes! You ARE Smart Enough to Read a Bloomberg Terminal. So get ready to Learn!

Grocery stores shopped past 7 days (HHLD): ALDI



29.8% or 78,187,097 of USA Adults 18 or older Shopped at ALDI for Groceries past 7 days.
Typical Adults 18 or older who Shopped at ALDI for Groceries past 7 days are 49.2 years old (.8% older than average) and have a $85,469 (7.6% lower than average) annual household income.

Percent of Market: Adults 18 or older

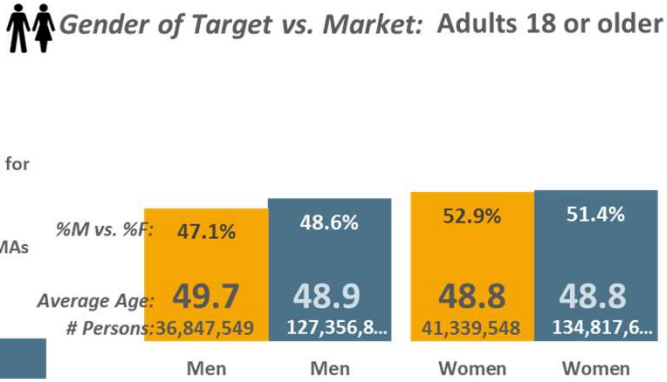


- who Shopped at ALDI for Groceries past 7 days
- Remainder of USA DMAs

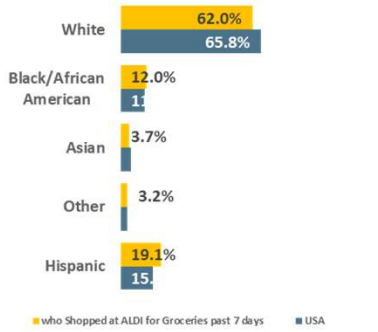
Total Persons:

who Shopped at ALDI for Groceries past 7 days	Remainder of USA DMAs
78,187,097	183,987,403

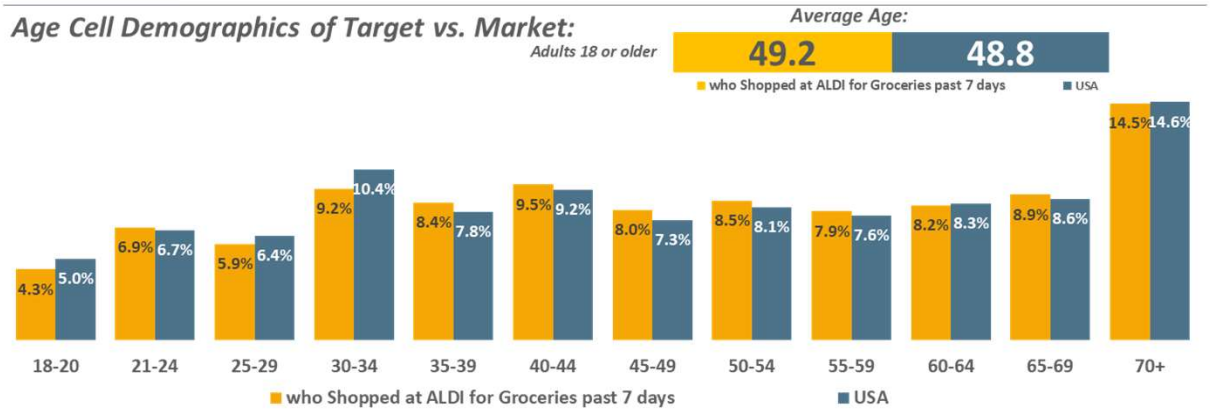
Gender of Target vs. Market: Adults 18 or older



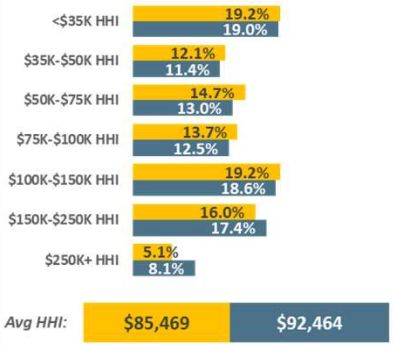
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 6,464

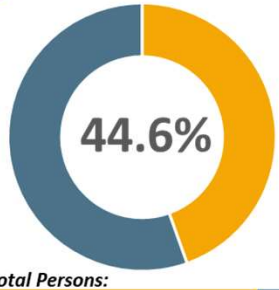
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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243



44.6% or 3,370,874 of CHICAGO DMA Adults 18 or older Shopped at ALDI for Groceries past 7 days. Typical Adults 18 or older who Shopped at ALDI for Groceries past 7 days are 49.3 years old (2.% older than average) and have a $97,810 (8.2% lower than average) annual household income.

Percent of Market: Adults 18 or older



- who Shopped at ALDI for Groceries past 7 days
- Remainder of CHICAGO DMA

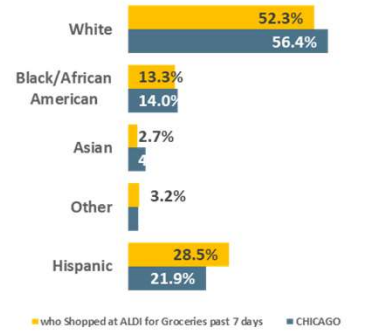
Total Persons:

3,370,874	4,195,092

Gender of Target vs. Market: Adults 18 or older

	Men	Men	Women	Women
%M vs. %F:	45.4%	48.3%	54.6%	51.7%
Average Age:	49.3	48.4	49.3	48.3
# Persons:	1,528,942	3,657,365	1,841,932	3,908,601

Ethnicity of Target vs. Market:

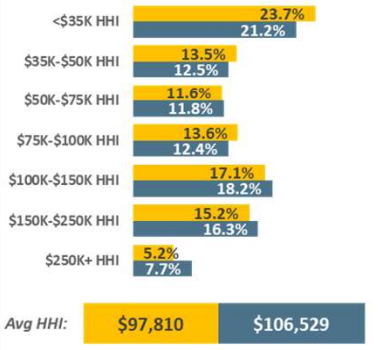


Age Cell Demographics of Target vs. Market:

	Average Age:	
Adults 18 or older	49.3	48.3



HHI of Target vs. Market:



Avg HHI:	$97,810	$106,529

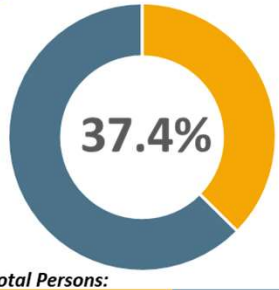
CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,504

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37.4% or 1,445,787 of MINNEAPOLIS-ST. PAUL DMA Adults 18 or older Shopped at ALDI for Groceries past 7 days. Typical Adults 18 or older who Shopped at ALDI for Groceries past 7 days are 50. years old (2.3% older than average) and have a $103,096 (3.7% lower than average) annual household income.

Percent of Market: Adults 18 or older

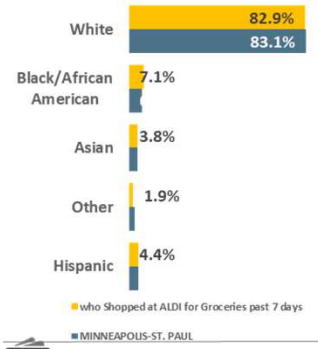


Total Persons:	who Shopped at ALDI for Groceries past 7 days	Remainder of MINNEAPOLIS-ST. PAUL DMA
	1,445,787	2,419,039

Gender of Target vs. Market: Adults 18 or older

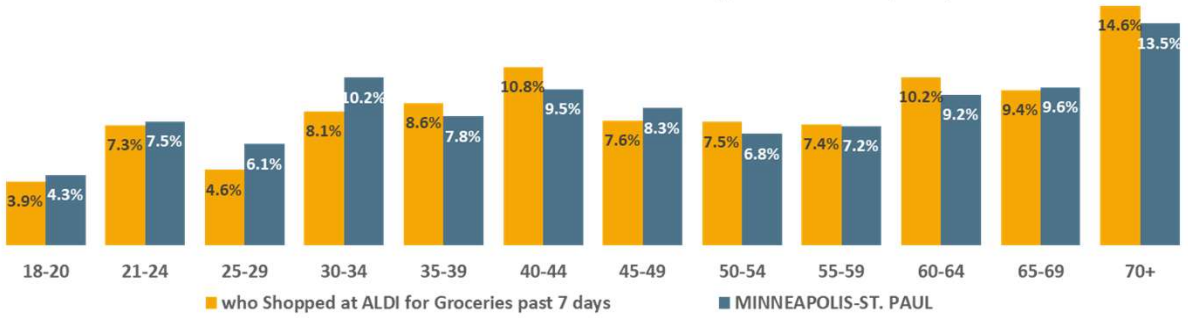
	Men	Men	Women	Women
%M vs. %F:	49.2%	49.2%	50.8%	50.8%
Average Age:	49.8	48.9	50.1	48.7
# Persons:	711,497	1,902,350	734,290	1,962,476

Ethnicity of Target vs. Market:

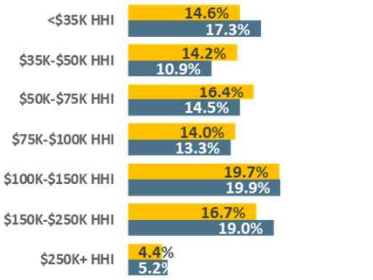


Age Cell Demographics of Target vs. Market:

Adults 18 or older	Average Age: who Shopped at ALDI for Groceries past 7 days	Average Age: MINNEAPOLIS-ST. PAUL
	50.0	48.8



HHI of Target vs. Market:



Avg HHI:	$103,096	$107,041

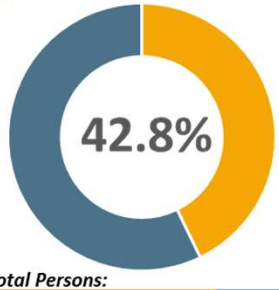
MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 698

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42.8% or 1,073,339 of ST. LOUIS DMA Adults 18 or older Shopped at ALDI for Groceries past 7 days.
Typical Adults 18 or older who Shopped at ALDI for Groceries past 7 days are 50. years old (1.% older than average) and have a $97,701 (3.5% higher than average) annual household income.

Percent of Market: Adults 18 or older



- who Shopped at ALDI for Groceries past 7 days
- Remainder of ST. LOUIS DMA

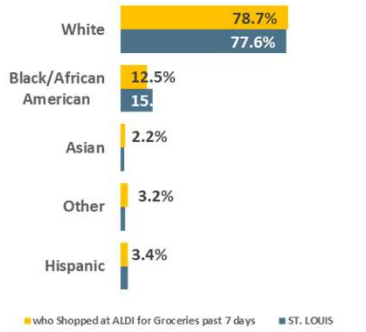
Total Persons:

1,073,339	1,434,571

Gender of Target vs. Market: Adults 18 or older

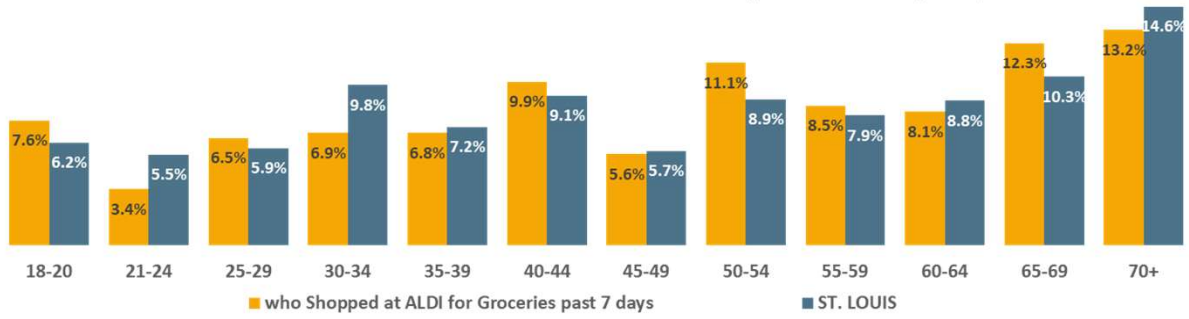
	Men	Men	Women	Women
%M vs. %F:	49.4%	48.3%	50.6%	51.7%
Average Age:	50.3	49.3	49.7	49.7
# Persons:	530,193	1,212,126	543,146	1,295,784

Ethnicity of Target vs. Market:

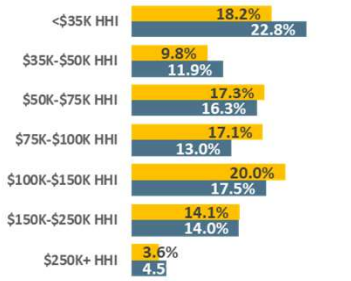


Age Cell Demographics of Target vs. Market:

Average Age:	who Shopped at ALDI for Groceries past 7 days	ST. LOUIS
Adults 18 or older	50.0	49.5



HHI of Target vs. Market:



Avg HHI:	$97,701	$94,430

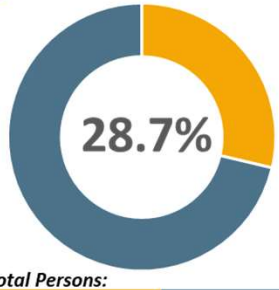
ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 850

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28.7% or 1,632,905 of WASHINGTON, DC DMA Adults 18 or older Shopped at ALDI for Groceries past 7 days. Typical Adults 18 or older who Shopped at ALDI for Groceries past 7 days are 46.7 years old (1.9% younger than average) and have a $117,781 (11.6% lower than average) annual household income.

Percent of Market: Adults 18 or older



- who Shopped at ALDI for Groceries past 7 days
- Remainder of WASHINGTON, DC DMA

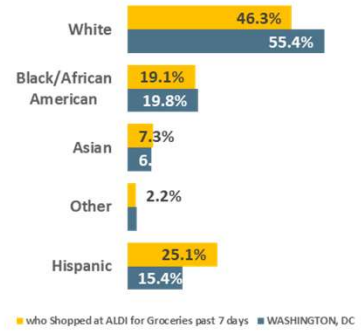
Total Persons:

1,632,905	4,058,441

Gender of Target vs. Market: Adults 18 or older

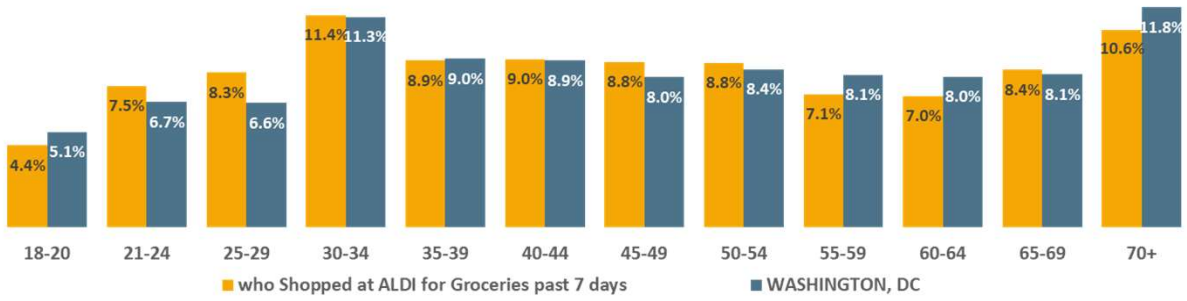
	Men	Men	Women	Women
%M vs. %F:	47.3%	47.9%	52.7%	52.1%
Average Age:	47.7	47.8	45.8	47.5
# Persons:	771,912	2,723,517	860,993	2,967,829

Ethnicity of Target vs. Market:

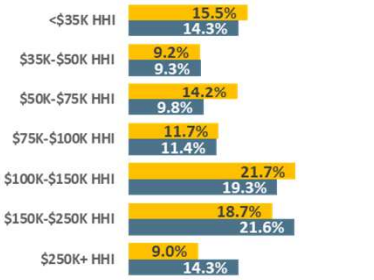


Age Cell Demographics of Target vs. Market:

Adults 18 or older	*Average Age:* 46.7	47.6



HHI of Target vs. Market:



Avg HHI:	$117,781	$133,189

WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,457

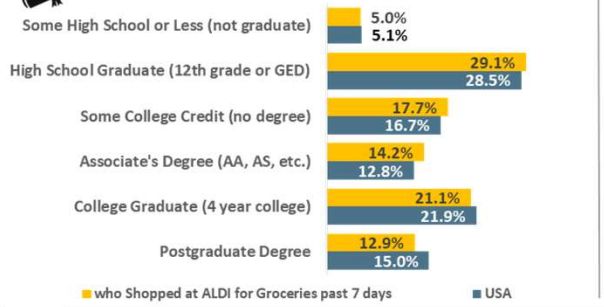
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Grocery stores shopped past 7 days (HHLD): ALDI

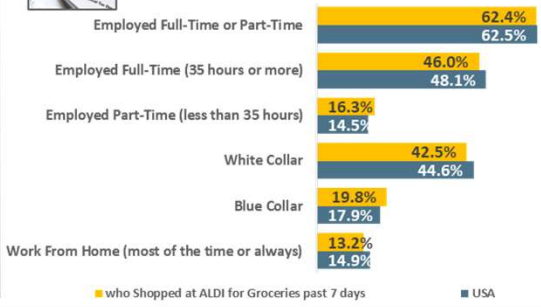


29.8% or 78,187,097 of USA Adults 18 or older Shopped at ALDI for Groceries past 7 days.
Adults 18 or older who Shopped at ALDI for Groceries past 7 days are 8.% less likely to be a college graduate, 4.2% less likely to work full-time, 4.9% more likely to be married, 10.7% more likely to be a parent of 1 or more children under 18.

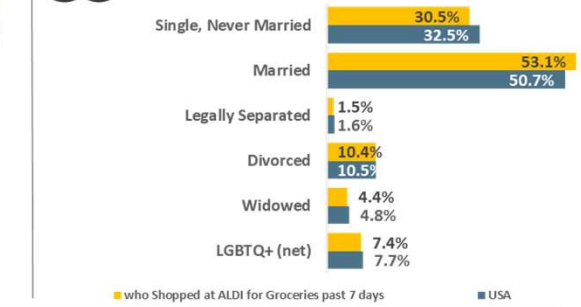
Education Levels: Adults 18 or older



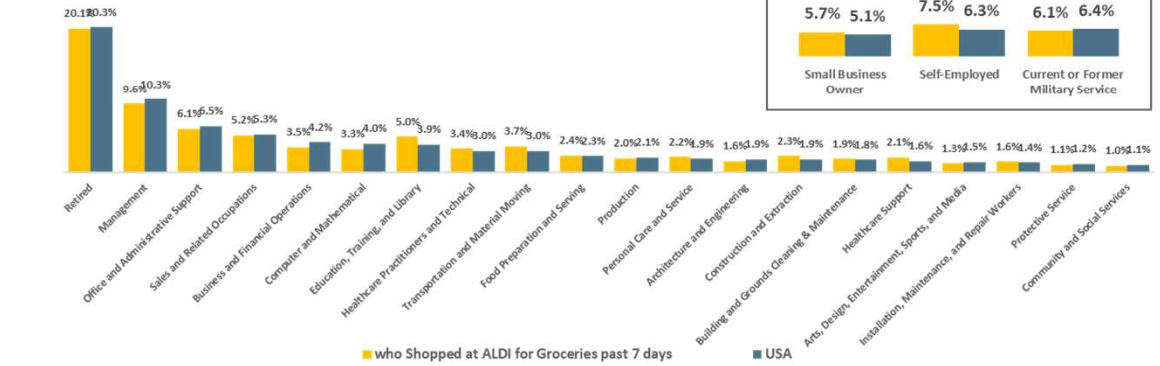
Employment: Adults 18 or older



Marital Status: Adults 18 or older

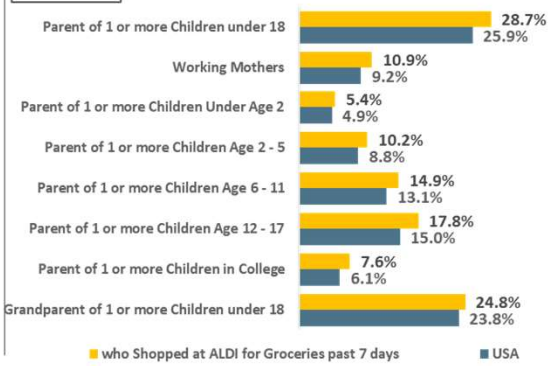


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 6,464

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

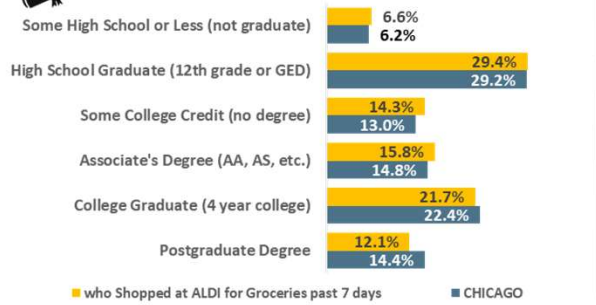
©

Grocery stores shopped past 7 days (HHLD): ALDI



44.6% or 3,370,874 of CHICAGO DMA Adults 18 or older Shopped at ALDI for Groceries past 7 days. Adults 18 or older who Shopped at ALDI for Groceries past 7 days are 8.% less likely to be a college graduate, 6.7% less likely to work full-time, 8.3% more likely to be married, 16.6% more likely to be a parent of 1 or more children under 18.

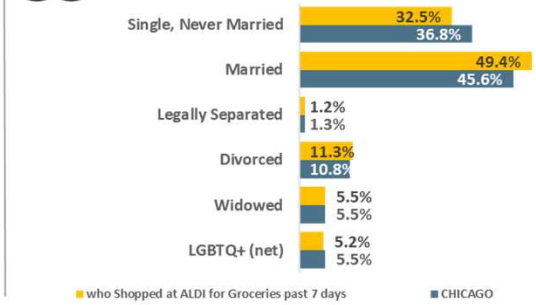
Education Levels: Adults 18 or older



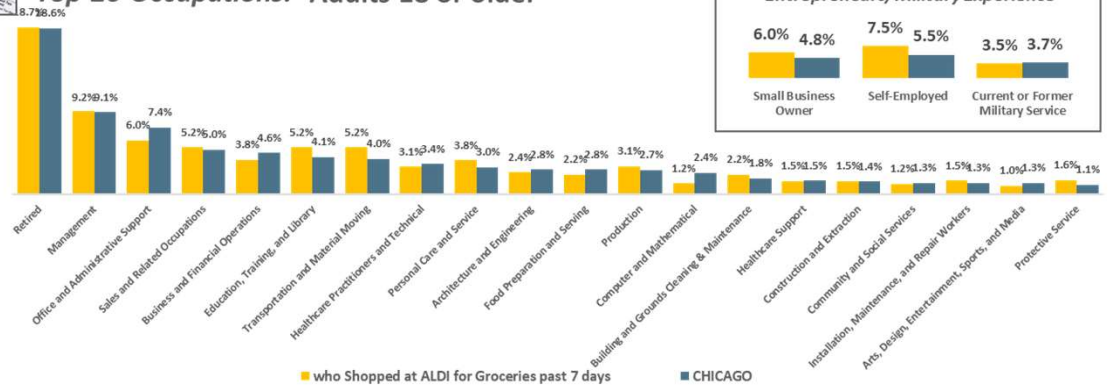
Employment: Adults 18 or older



Marital Status: Adults 18 or older

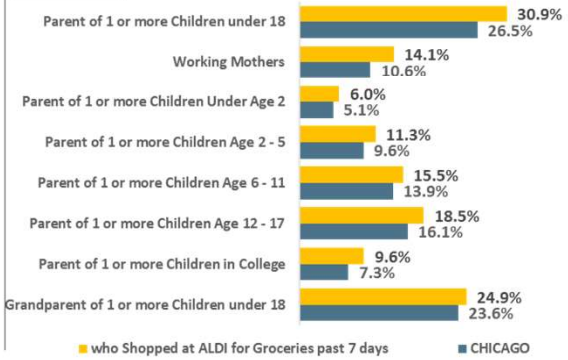


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,504

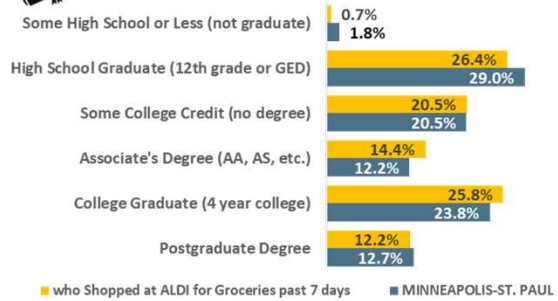
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Grocery stores shopped past 7 days (HHLD): ALDI

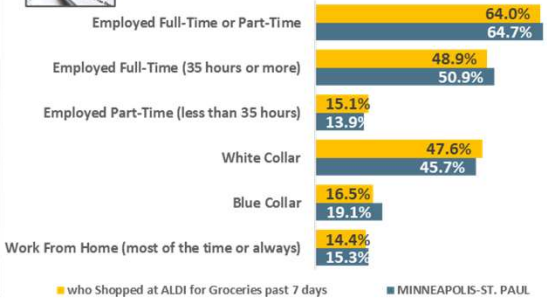


37.4% or 1,445,787 of MINNEAPOLIS-ST. PAUL DMA Adults 18 or older Shopped at ALDI for Groceries past 7 days. Adults 18 or older who Shopped at ALDI for Groceries past 7 days are 3.9% more likely to be a college graduate, 3.8% less likely to work full-time, 7.4% more likely to be married, .7% more likely to be a parent of 1 or more children under 18.

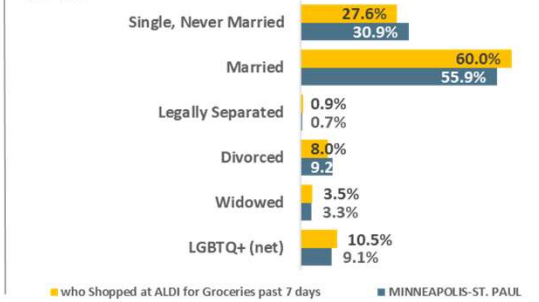
Education Levels: Adults 18 or older



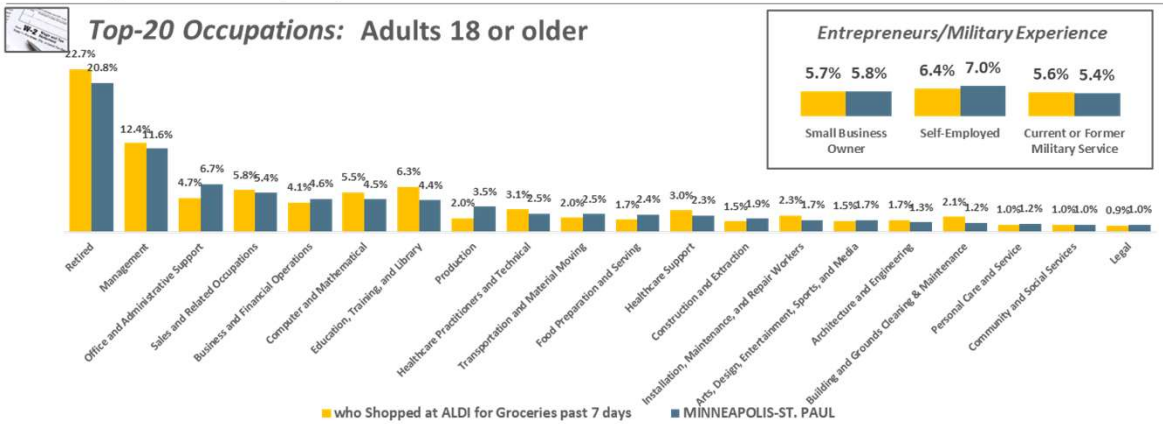
Employment: Adults 18 or older



Marital Status: Adults 18 or older

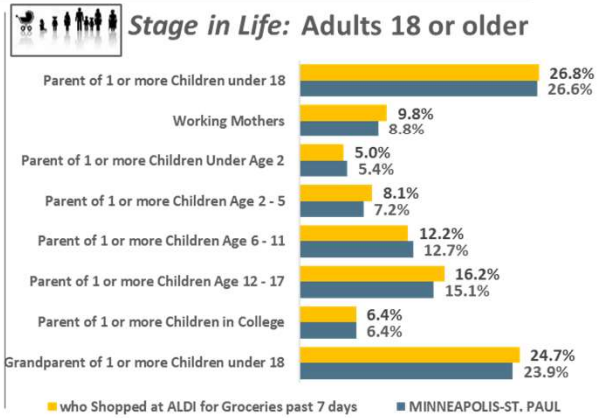


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 698

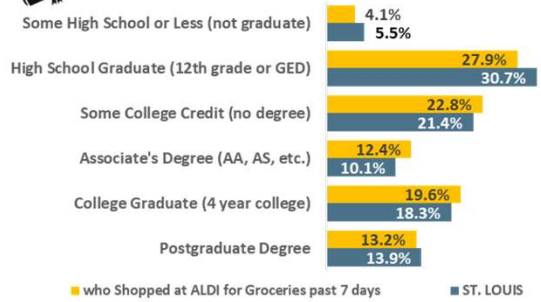
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Grocery stores shopped past 7 days (HHLD): ALDI



42.8% or 1,073,339 of ST. LOUIS DMA Adults 18 or older Shopped at ALDI for Groceries past 7 days. Adults 18 or older who Shopped at ALDI for Groceries past 7 days are 1.9% more likely to be a college graduate, 2.4% less likely to work full-time, 8.2% more likely to be married, 7.% less likely to be a parent of 1 or more children under 18.

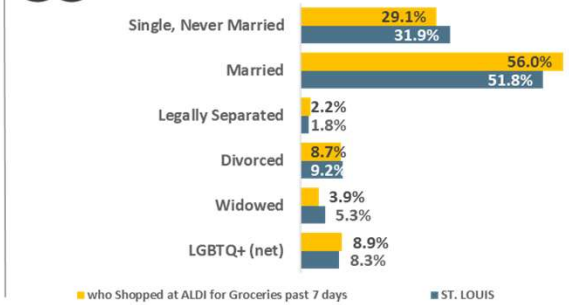
Education Levels: Adults 18 or older



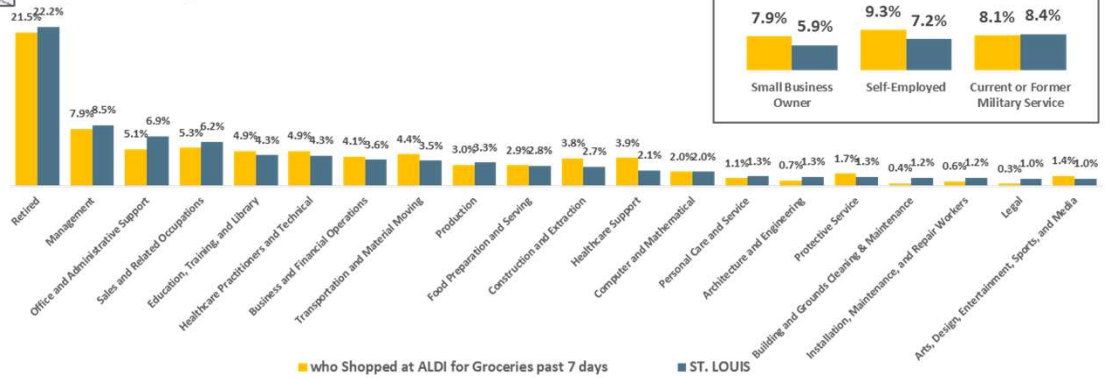
Employment: Adults 18 or older



Marital Status: Adults 18 or older

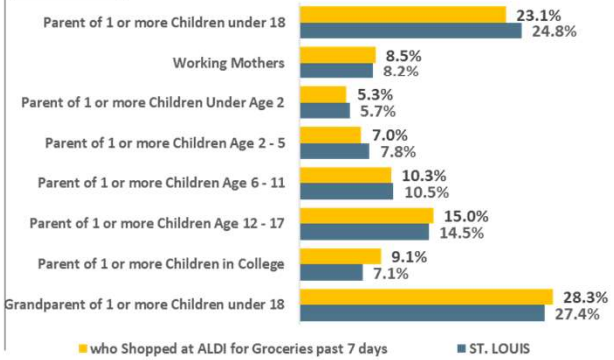


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 850

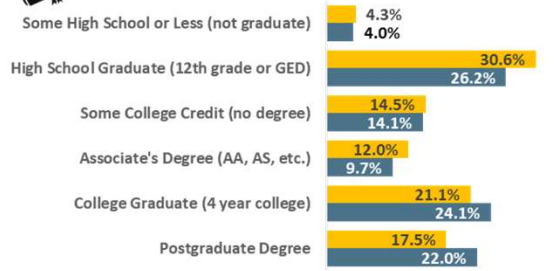
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Grocery stores shopped past 7 days (HHLD): ALDI

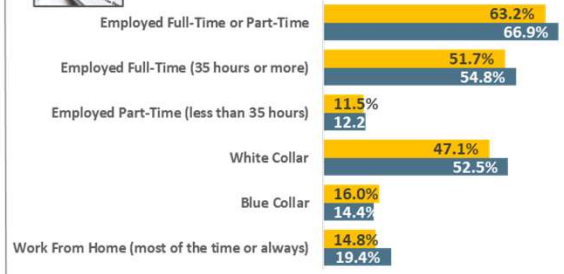


28.7% or 1,632,905 of WASHINGTON, DC DMA Adults 18 or older Shopped at ALDI for Groceries past 7 days. Adults 18 or older who Shopped at ALDI for Groceries past 7 days are 16.1% less likely to be a college graduate, 5.6% less likely to work full-time, 3.3% more likely to be married, 21.4% more likely to be a parent of 1 or more children under 18.

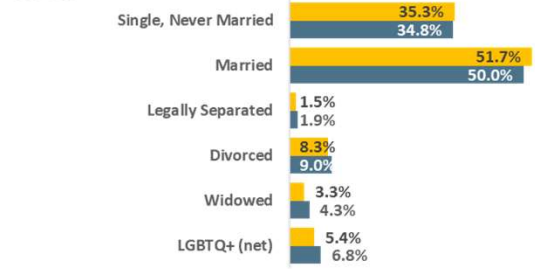
Education Levels: Adults 18 or older



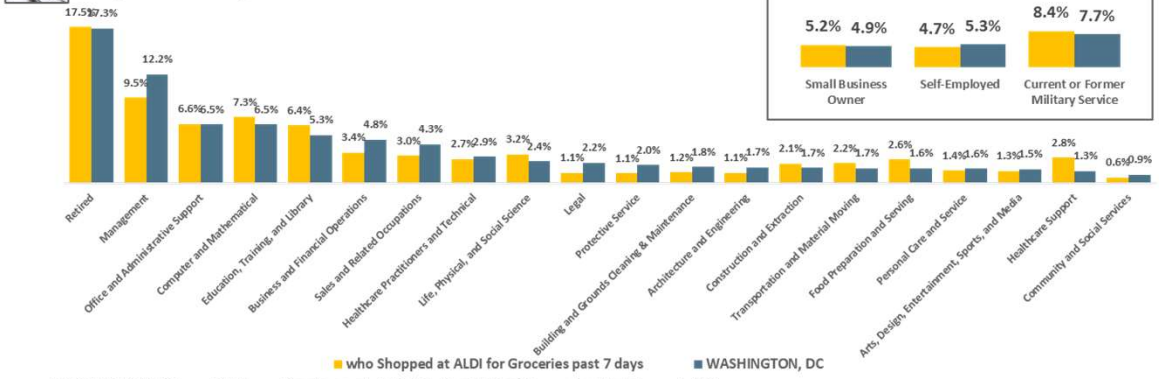
Employment: Adults 18 or older



Marital Status: Adults 18 or older

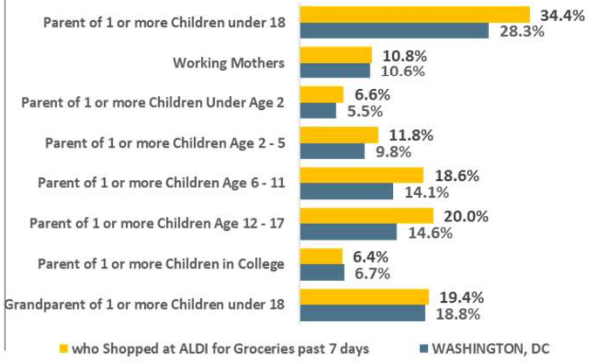


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,457

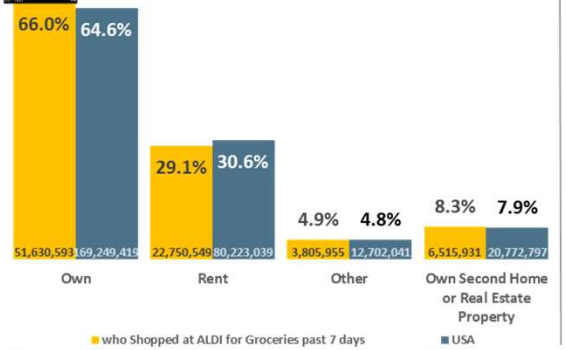
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Grocery stores shopped past 7 days (HHLD): ALDI

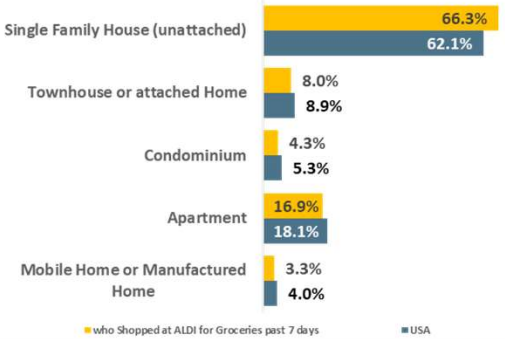
USA

29.8% or 78,187,097 of USA Adults 18 or older Shopped at ALDI for Groceries past 7 days.
Adults 18 or older who Shopped at ALDI for Groceries past 7 days are 2.3% more likely to own their home, 3.8% more likely to own a higher valued home, 6.8% more likely to have a single-family home, 4.7% more likely to have a dog.

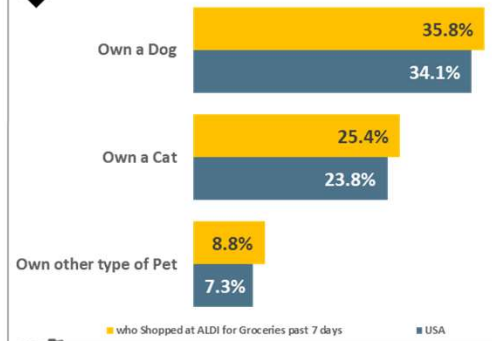
Own/Rent/Other: Adults 18 or older



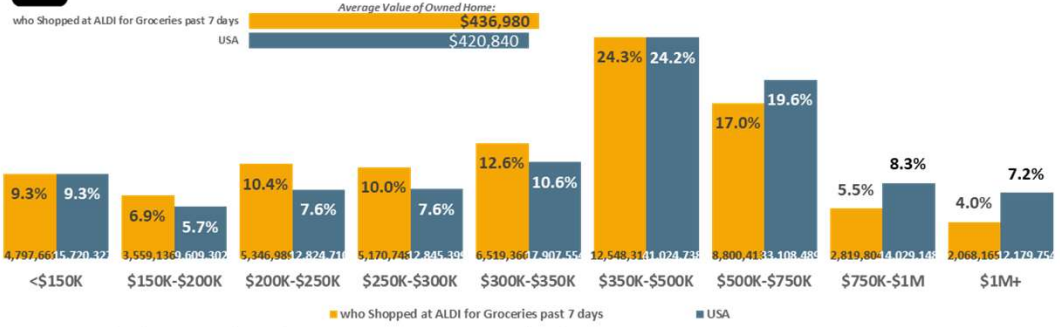
Type of Home: Adults 18 or older



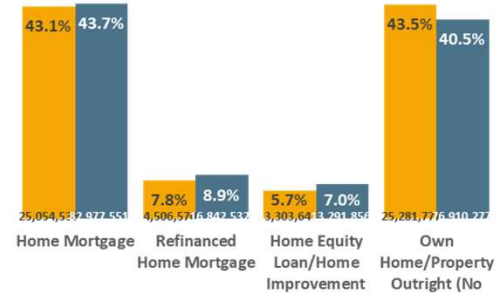
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *6,464*

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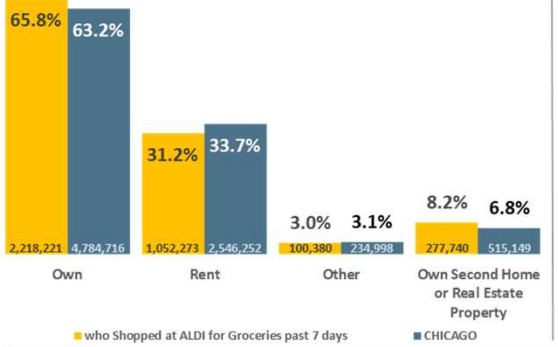
USA Projection *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *23,243*

Grocery stores shopped past 7 days (HHLD): ALDI

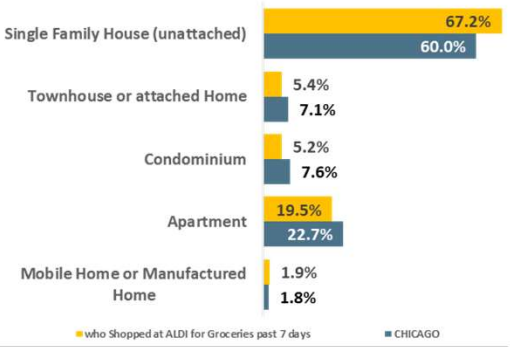


44.6% or 3,370,874 of CHICAGO DMA Adults 18 or older Shopped at ALDI for Groceries past 7 days. Adults 18 or older who Shopped at ALDI for Groceries past 7 days are 4.1% more likely to own their home, 5.3% more likely to own a lower valued home, 12.5% more likely to have a single-family home, 10.3% more likely to have a dog.

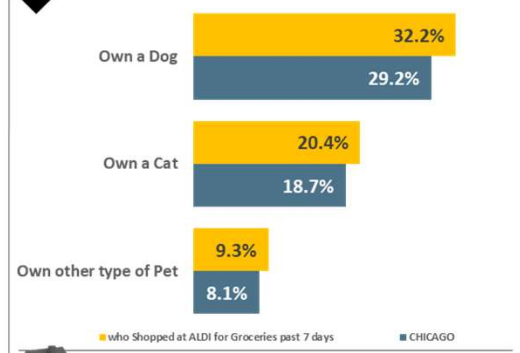
Own/Rent/Other: Adults 18 or older



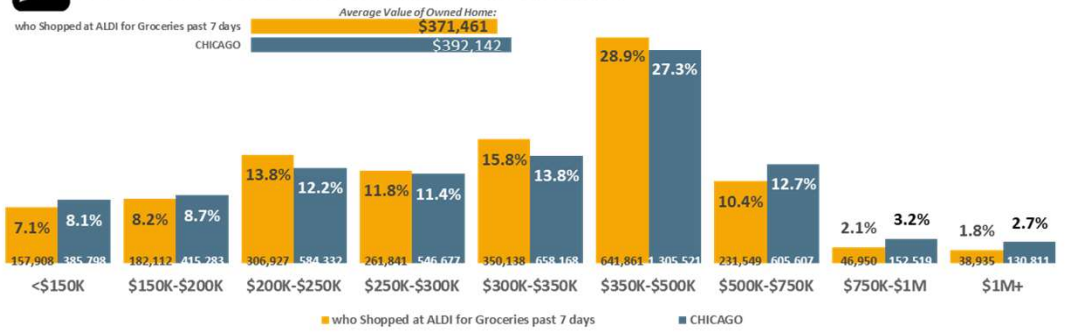
Type of Home: Adults 18 or older



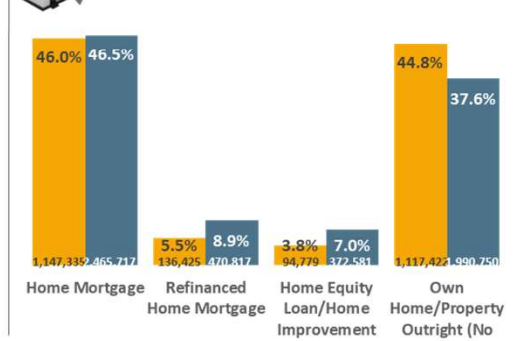
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



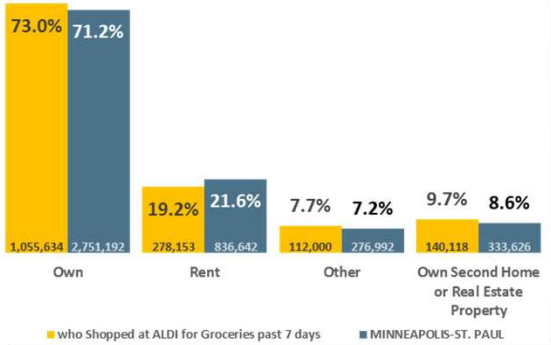
CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,504

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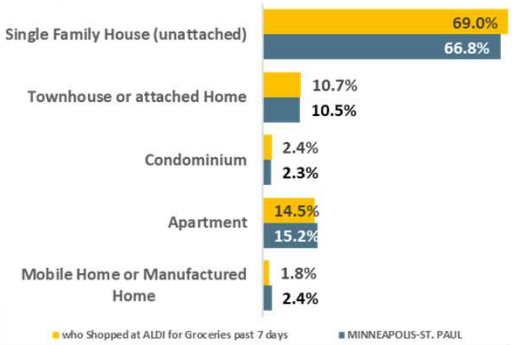


37.4% or 1,445,787 of MINNEAPOLIS-ST. PAUL DMA Adults 18 or older Shopped at ALDI for Groceries past 7 days. Adults 18 or older who Shopped at ALDI for Groceries past 7 days are 2.6% more likely to own their home, .8% more likely to own a lower valued home, 3.2% more likely to have a single-family home, 1.2% less likely to have a dog.

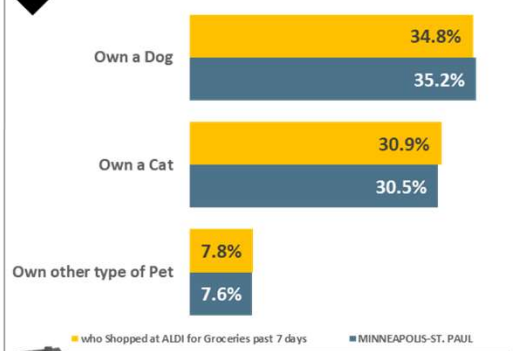
Own/Rent/Other: Adults 18 or older



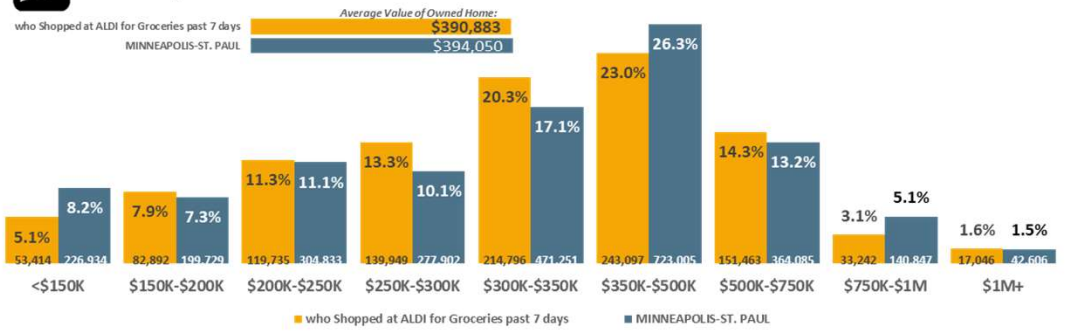
Type of Home: Adults 18 or older



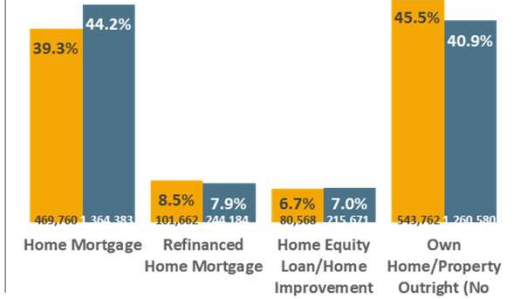
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 698

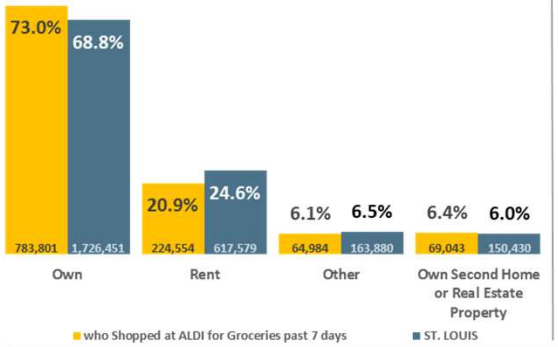
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Grocery stores shopped past 7 days (HHLD): ALDI

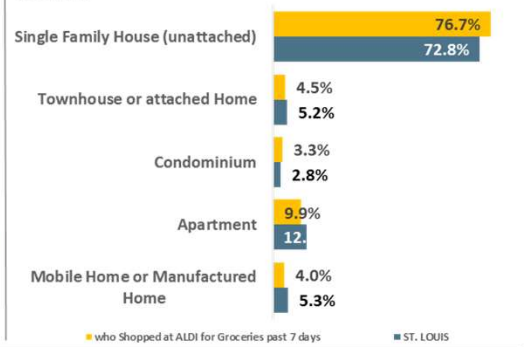


42.8% or 1,073,339 of ST. LOUIS DMA Adults 18 or older Shopped at ALDI for Groceries past 7 days. Adults 18 or older who Shopped at ALDI for Groceries past 7 days are 6.1% more likely to own their home, 5.6% more likely to own a lower valued home, 5.5% more likely to have a single-family home, 12.4% more likely to have a dog.

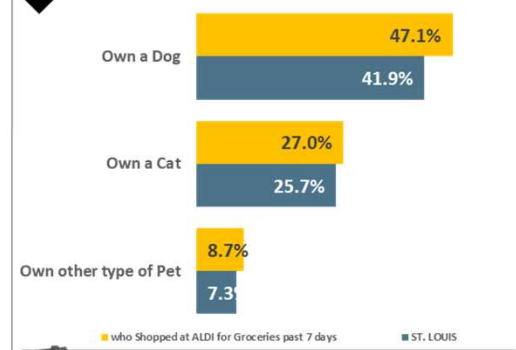
Own/Rent/Other: Adults 18 or older



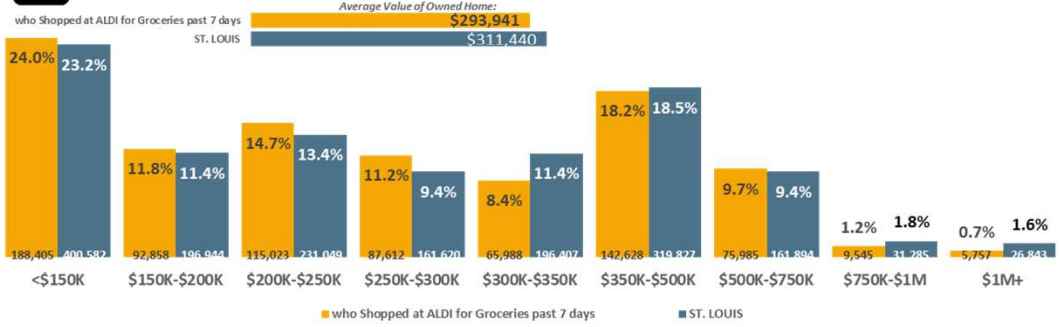
Type of Home: Adults 18 or older



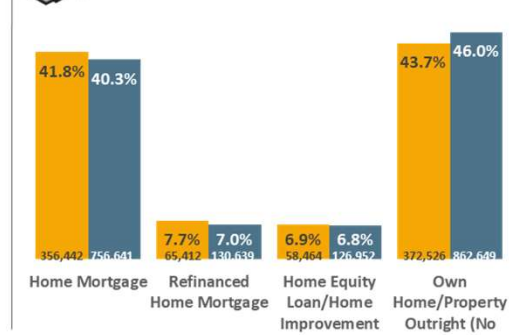
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



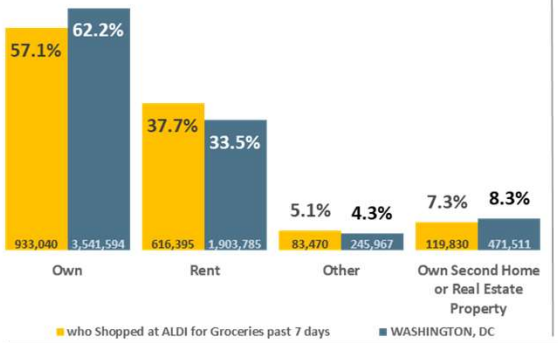
ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 850

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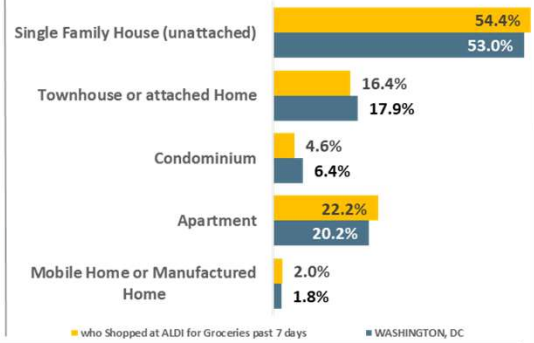


28.7% or 1,632,905 of WASHINGTON, DC DMA Adults 18 or older Shopped at ALDI for Groceries past 7 days. Adults 18 or older who Shopped at ALDI for Groceries past 7 days are 8.2% less likely to own their home, 7.7% more likely to own a lower valued home, 2.7% more likely to have a single-family home, 10.2% more likely to have a dog.

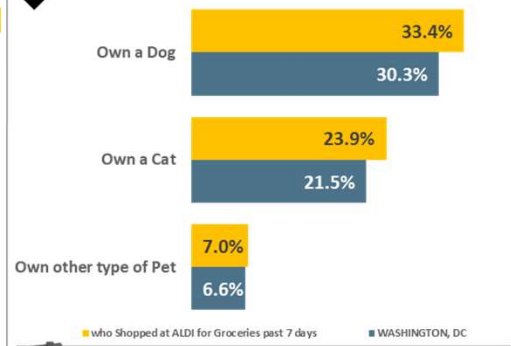
Own/Rent/Other: Adults 18 or older



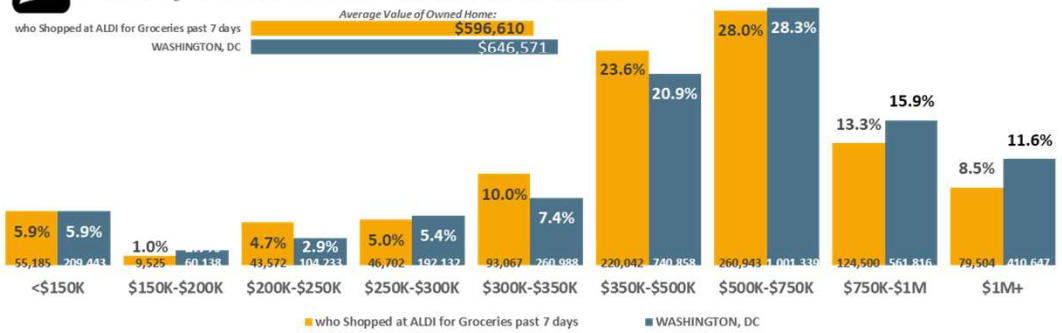
Type of Home: Adults 18 or older



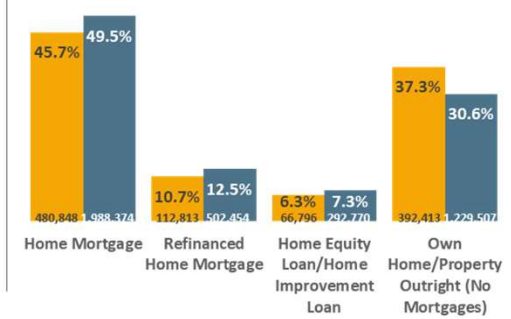
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,457

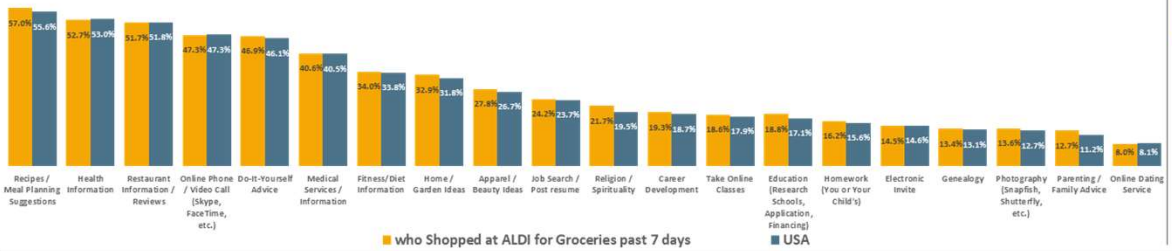
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Grocery stores shopped past 7 days (HHLD): ALDI

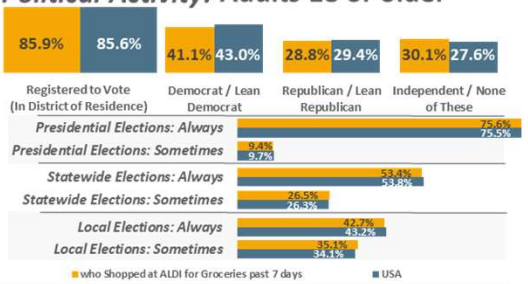


29.8% or 78,187,097 of USA Adults 18 or older Shopped at ALDI for Groceries past 7 days.
Adults 18 or older who Shopped at ALDI for Groceries past 7 days are 1.7% more likely to look up D-I-Y advice online, 1.3% less likely to always vote in local elections, 6.3% more likely to belong to a gym, 2.8% less likely to fly domestic past yr.

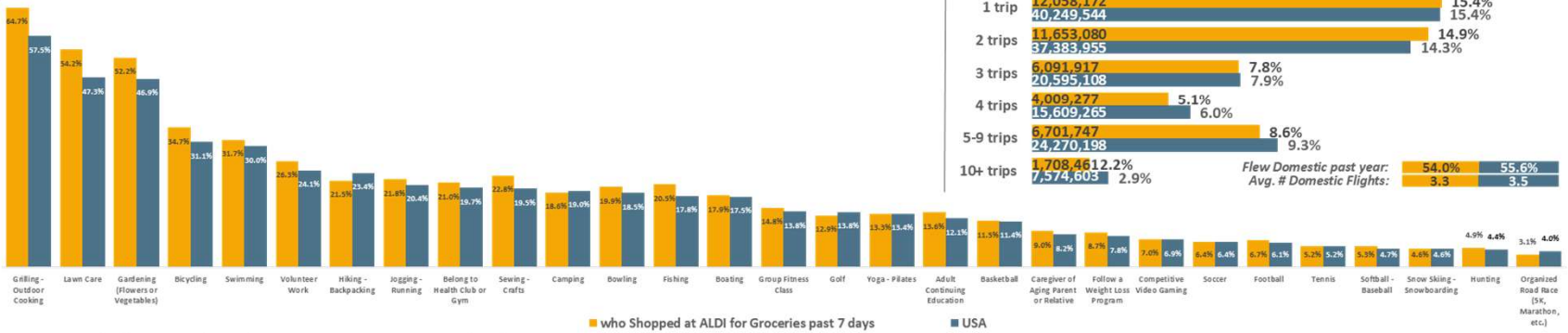
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 6,464

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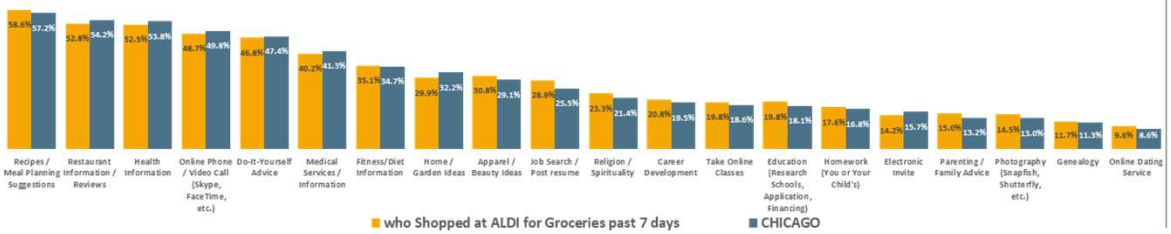
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

Grocery stores shopped past 7 days (HHLD): ALDI

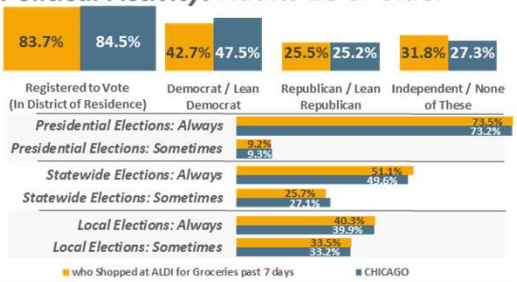


44.6% or 3,370,874 of CHICAGO DMA Adults 18 or older Shopped at ALDI for Groceries past 7 days. Adults 18 or older who Shopped at ALDI for Groceries past 7 days are 1.2% less likely to look up D-I-Y advice online, 1.% more likely to always vote in local elections, 3.3% more likely to belong to a gym, 3.9% less likely to fly domestic past yr.

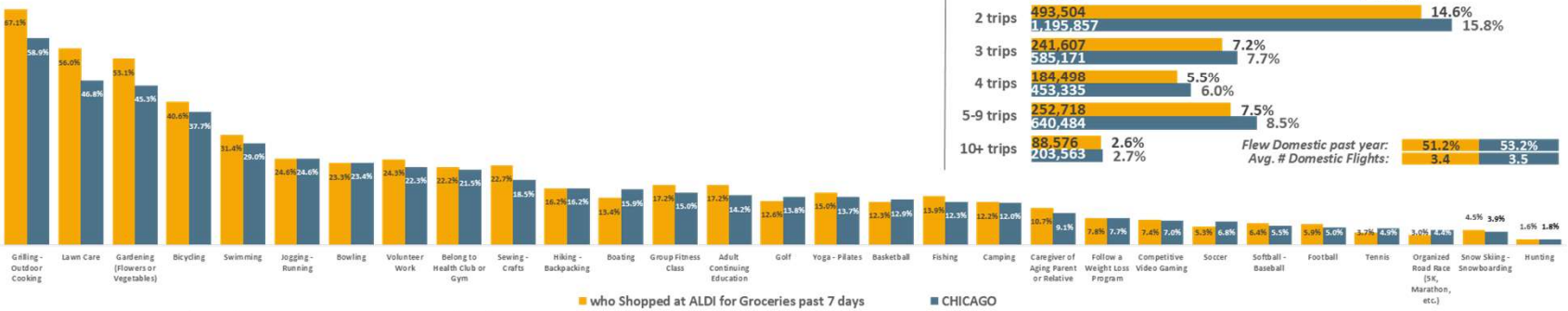
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,504

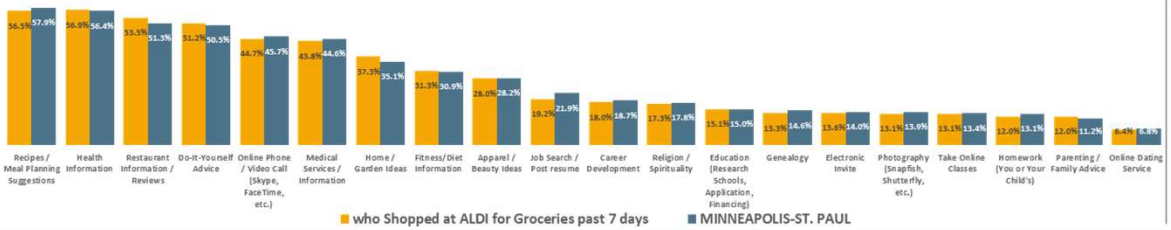
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Grocery stores shopped past 7 days (HHLD): ALDI

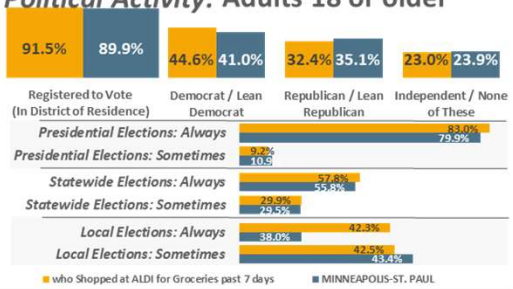


37.4% or 1,445,787 of MINNEAPOLIS-ST. PAUL DMA Adults 18 or older Shopped at ALDI for Groceries past 7... Adults 18 or older who Shopped at ALDI for Groceries past 7 days are 1.4% more likely to look up D-I-Y advice online, 11.3% more likely to always vote in local elections, 13.2% more likely to belong to a gym, 1.5% less likely to fly domestic past yr.

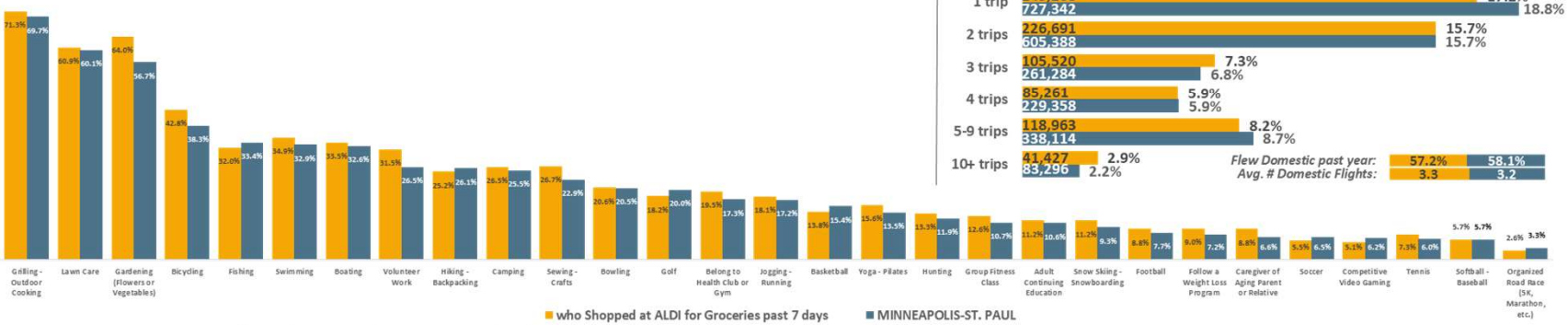
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 698

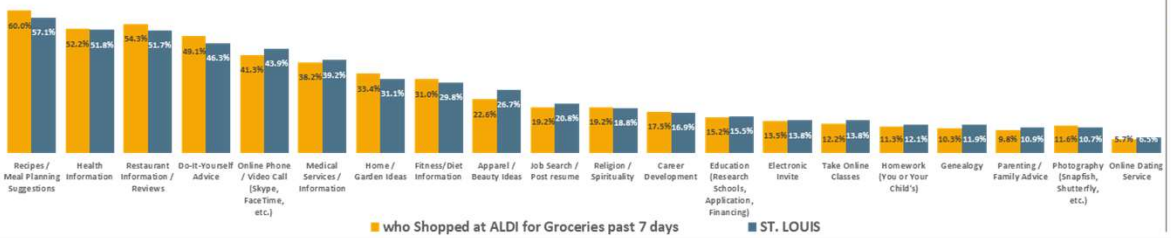
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Grocery stores shopped past 7 days (HHLD): ALDI

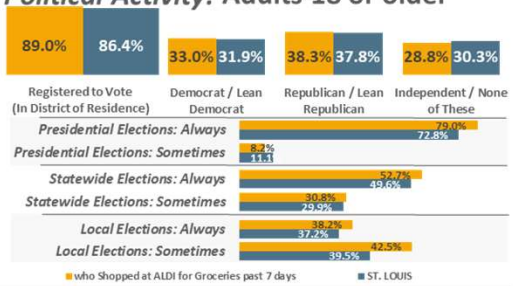


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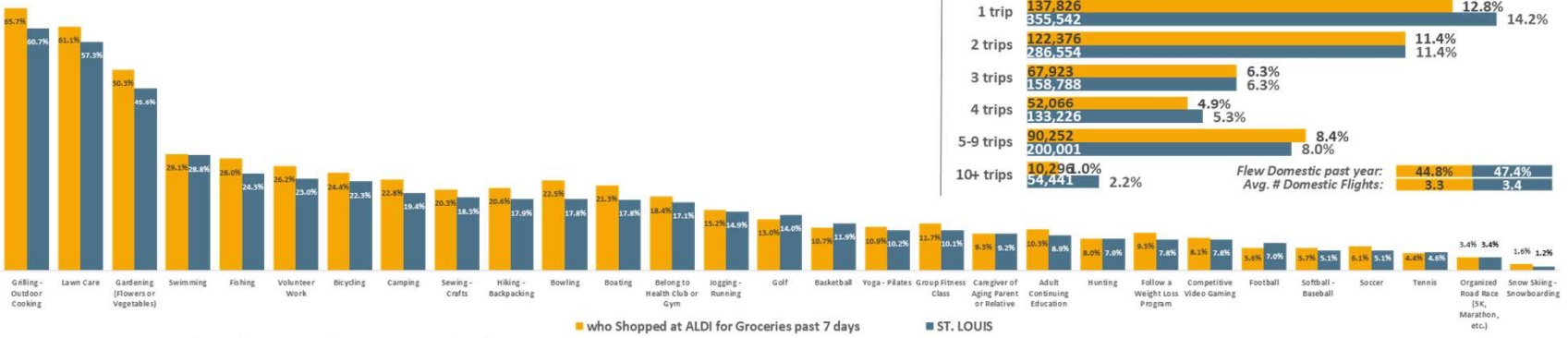
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 850

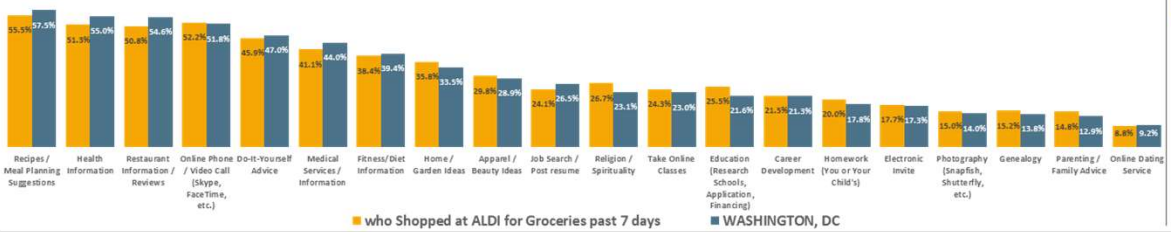
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Grocery stores shopped past 7 days (HHLD): ALDI

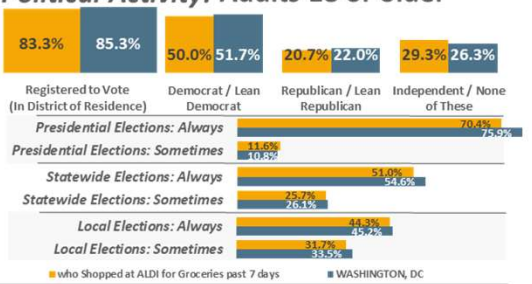


28.7% or 1,632,905 of WASHINGTON, DC DMA Adults 18 or older Shopped at ALDI for Groceries past 7 days. Adults 18 or older who Shopped at ALDI for Groceries past 7 days are 2.5% less likely to look up D-I-Y advice online, 2.% less likely to always vote in local elections, 6.9% more likely to belong to a gym, 3.3% less likely to fly domestic past yr.

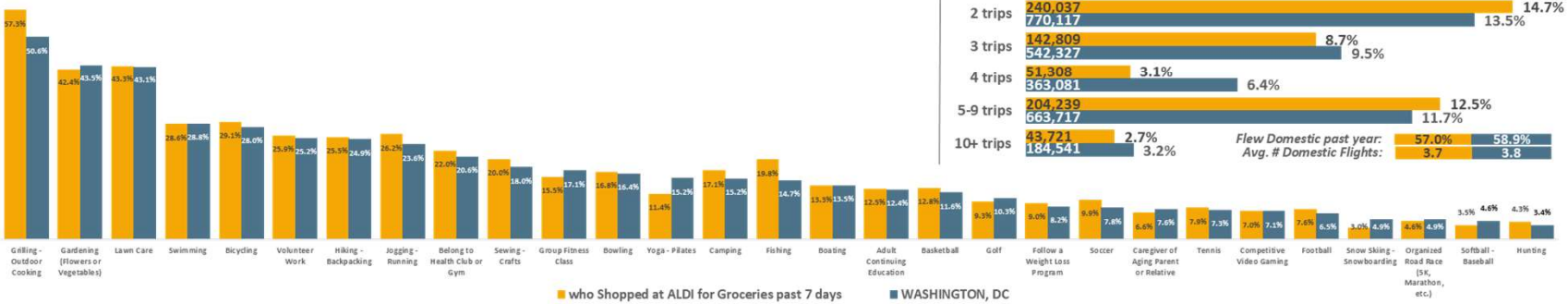
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,457

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Grocery stores shopped past 7 days (HHLD): ALDI



29.8% or 78,187,097 of USA Adults 18 or older Shopped at ALDI for Groceries past 7 days.
Adults 18 or older who Shopped at ALDI for Groceries past 7 days are 1.8% more likely to use QSRs past mo., 2.3% more likely to use Sit-Down Restaurants past mo., .9% more likely to use Casinos past yr., .8% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 89.2% 87.7%
69,740,792 229,822,149

Avg. Monthly QSR Meals: 6.6 6.3

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



Total Monthly Sit-Down Restaurant Users: 76.4% 74.7%
59,745,771 195,761,148

Avg. Monthly Sit-Down Restaurant Meals: 4.0 4.0

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



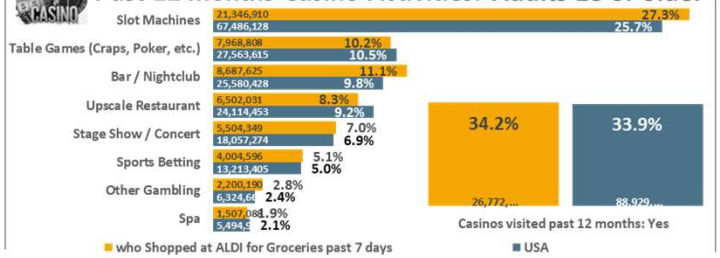
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who Shopped at ALDI for Groceries past 7 days 15.9%
USA 18.6%

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



USA *USA Projection* *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *6,464*

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USA Projection *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *23,243*

Grocery stores shopped past 7 days (HHLD): ALDI



44.6% or 3,370,874 of CHICAGO DMA Adults 18 or older Shopped at ALDI for Groceries past 7 days. Adults 18 or older who Shopped at ALDI for Groceries past 7 days are 1.2% more likely to use QSRs past mo., 1.4% more likely to use Sit-Down Restaurants past mo., 6.2% more likely to use Casinos past yr., 12.7% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:

Avg. Monthly QSR Meals:

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



Total Monthly Sit-Down Restaurant Users:

Avg. Monthly Sit-Down Restaurant Meals:

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.)

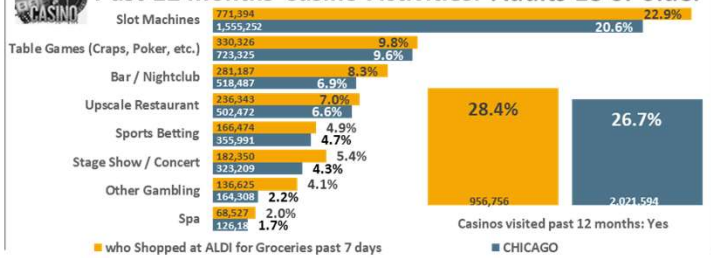
who Shopped at ALDI for Groceries past 7 days	610,185	18.1%
CHICAGO	1,603,744	21.2%

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



CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,504

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Grocery stores shopped past 7 days (HHLD): ALDI



37.4% or 1,445,787 of MINNEAPOLIS-ST. PAUL DMA Adults 18 or older Shopped at ALDI for Groceries past 7 days. Adults 18 or older who Shopped at ALDI for Groceries past 7 days are 1.4% more likely to use QSRs past mo., 4.% more likely to use Sit-Down Restaurants past mo., 2.% less likely to use Casinos past yr., 11.4% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



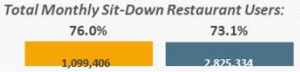
Avg. Monthly QSR Meals:



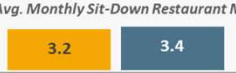
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



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.)

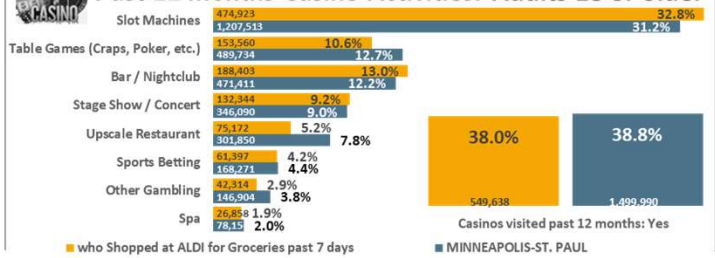


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 698

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Grocery stores shopped past 7 days (HHLD): ALDI



42.8% or 1,073,339 of ST. LOUIS DMA Adults 18 or older Shopped at ALDI for Groceries past 7 days. Adults 18 or older who Shopped at ALDI for Groceries past 7 days are 3.% more likely to use QSRs past mo., 6.5% more likely to use Sit-Down Restaurants past mo., .8% more likely to use Casinos past yr., 21.7% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



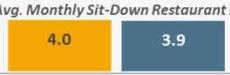
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

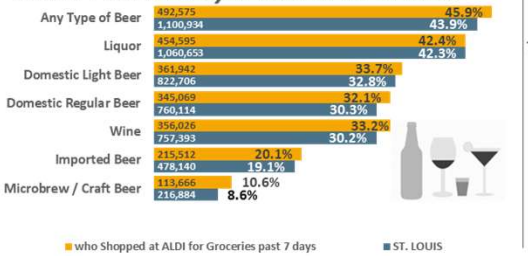
(Sit-Down Restaurants Used Past 30-days)



Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)



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



ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 850

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Grocery stores shopped past 7 days (HHLD): ALDI



28.7% or 1,632,905 of WASHINGTON, DC DMA Adults 18 or older Shopped at ALDI for Groceries past 7 days. Adults 18 or older who Shopped at ALDI for Groceries past 7 days are 1.% more likely to use QSRs past mo., 2.5% more likely to use Sit-Down Restaurants past mo., 17.6% more likely to use Casinos past yr., 3.8% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:

Avg. Monthly QSR Meals:

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



Total Monthly Sit-Down Restaurant Users:

Avg. Monthly Sit-Down Restaurant Meals:

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



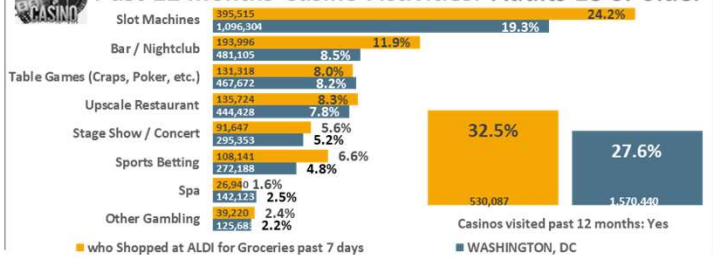
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

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



WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,457

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Grocery stores shopped past 7 days (HHLD): ALDI

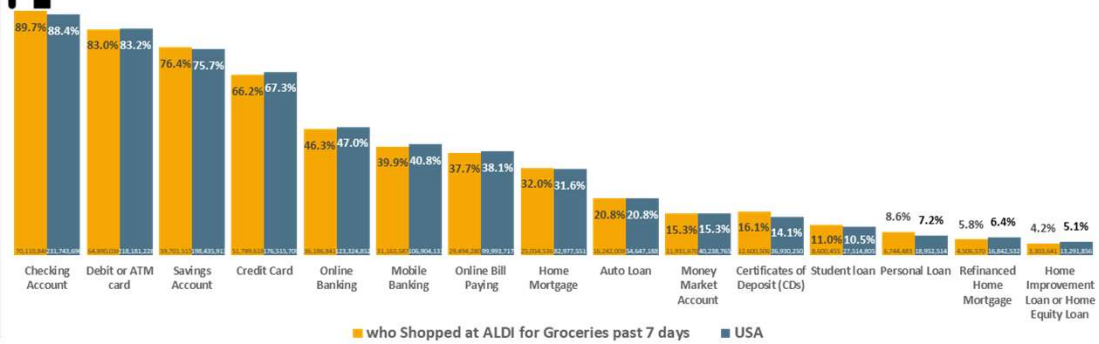


29.8% or 78,187,097 of USA Adults 18 or older Shopped at ALDI for Groceries past 7 days.
Adults 18 or older who Shopped at ALDI for Groceries past 7 days are 2.1% less likely to have a 401K, .3% less likely to have an Auto Loan, 3.5% less likely to Invest/Trade Stocks Online, 3.5% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



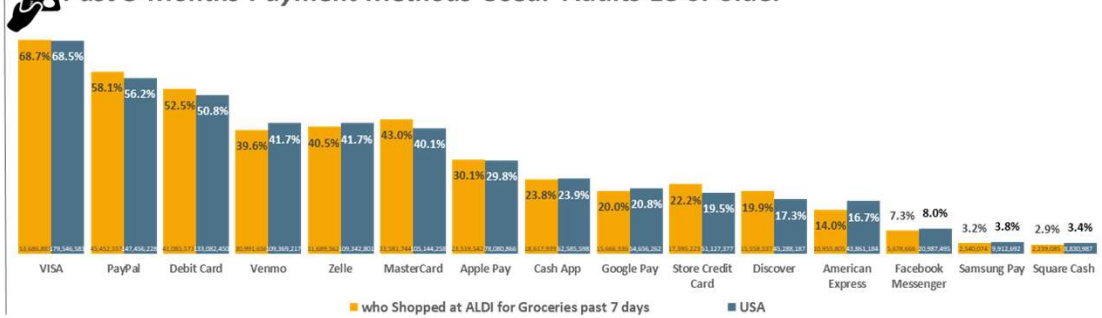
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 6,464

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

Grocery stores shopped past 7 days (HHLD): ALDI

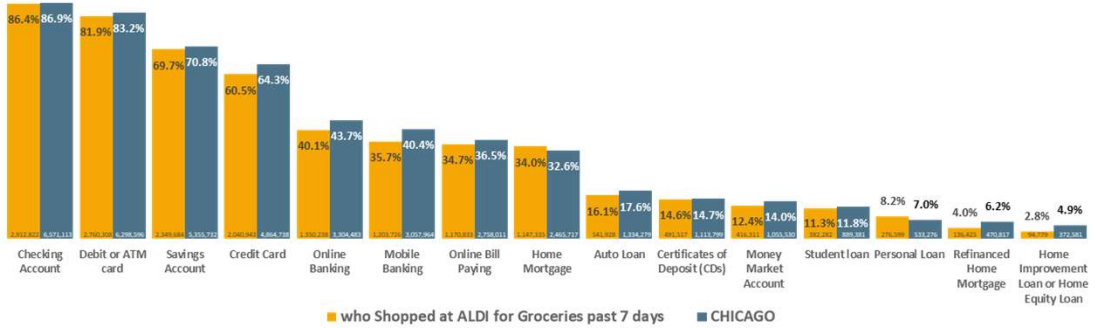


44.6% or 3,370,874 of CHICAGO DMA Adults 18 or older Shopped at ALDI for Groceries past 7 days. Adults 18 or older who Shopped at ALDI for Groceries past 7 days are 8.1% less likely to have a 401K, 8.8% less likely to have an Auto Loan, 5.5% less likely to Invest/Trade Stocks Online, 1.1% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



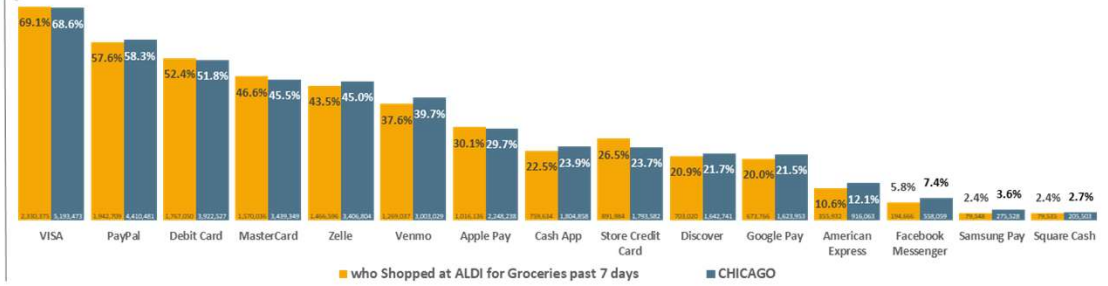
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



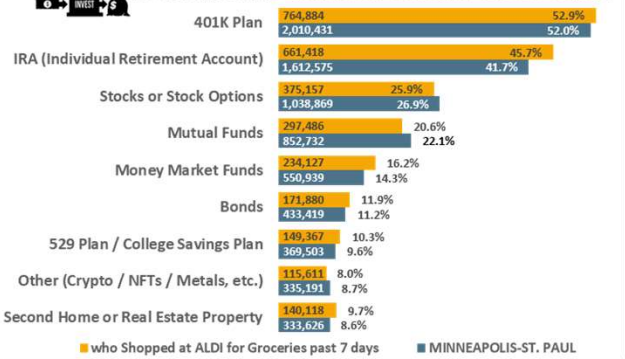
CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,504

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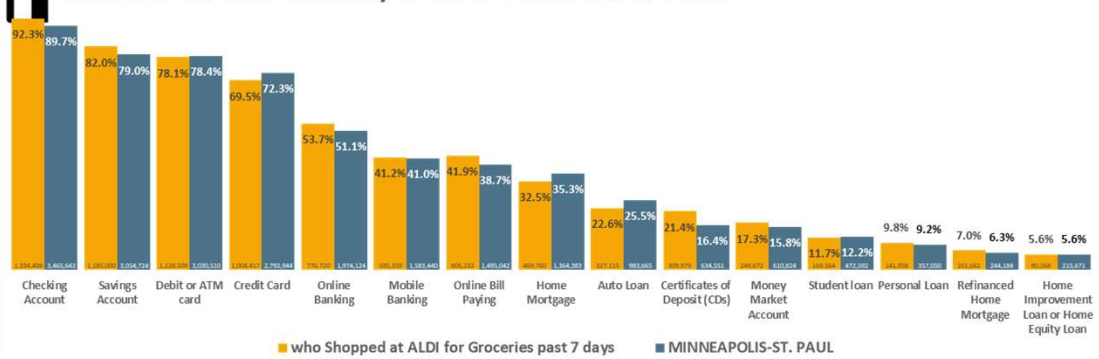


37.4% or 1,445,787 of MINNEAPOLIS-ST. PAUL DMA Adults 18 or older Shopped at ALDI for Groceries past 7... Adults 18 or older who Shopped at ALDI for Groceries past 7 days are 1.7% more likely to have a 401K, 11.1% less likely to have an Auto Loan, 9.2% more likely to Invest/Trade Stocks Online, .3% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



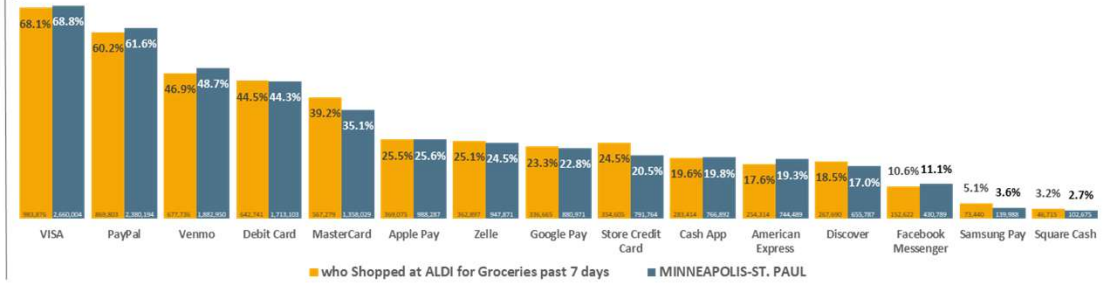
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 698

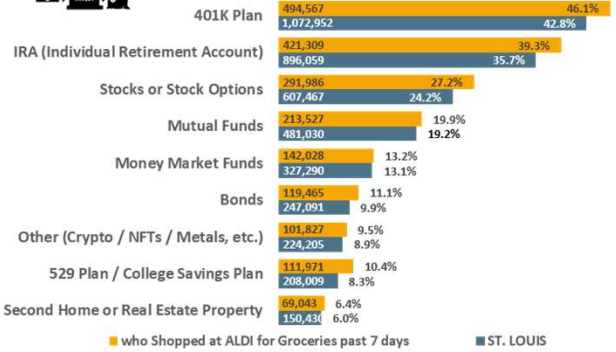
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Grocery stores shopped past 7 days (HHLD): ALDI

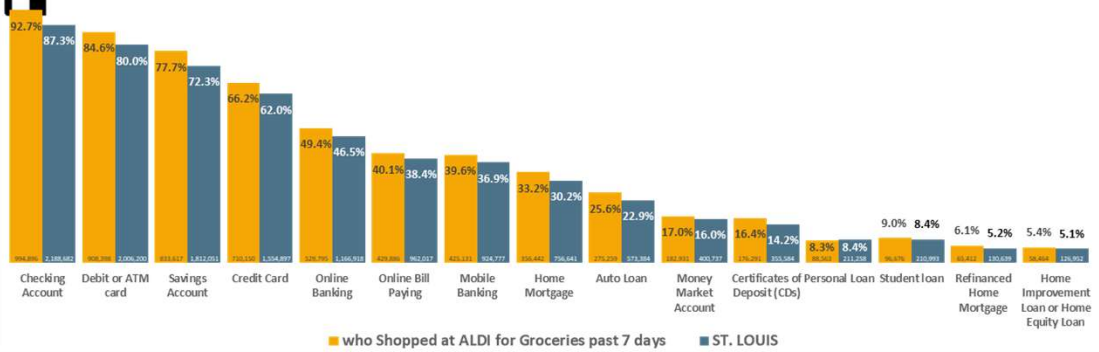


42.8% or 1,073,339 of ST. LOUIS DMA Adults 18 or older Shopped at ALDI for Groceries past 7 days. Adults 18 or older who Shopped at ALDI for Groceries past 7 days are 7.7% more likely to have a 401K, 12.2% more likely to have an Auto Loan, 8.5% more likely to Invest/Trade Stocks Online, 9.2% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



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

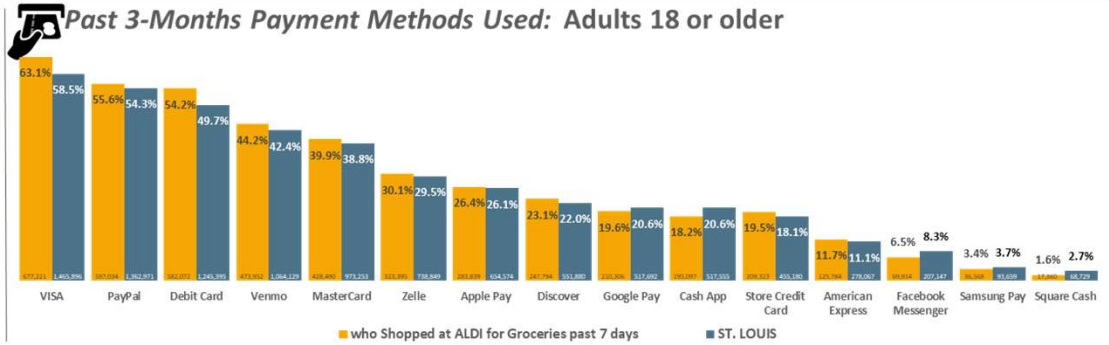


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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



ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 850

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Grocery stores shopped past 7 days (HHLD): ALDI

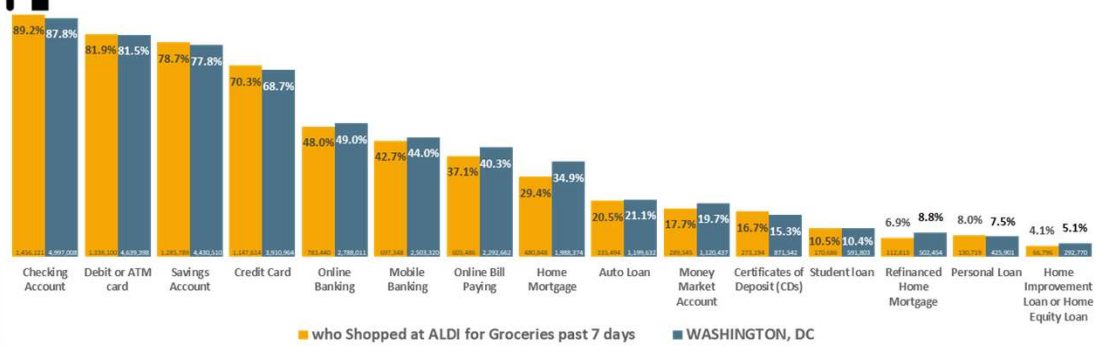


28.7% or 1,632,905 of WASHINGTON, DC DMA Adults 18 or older Shopped at ALDI for Groceries past 7 days. Adults 18 or older who Shopped at ALDI for Groceries past 7 days are 1.5% less likely to have a 401K, 2.5% less likely to have an Auto Loan, 5.1% more likely to Invest/Trade Stocks Online, 2.1% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



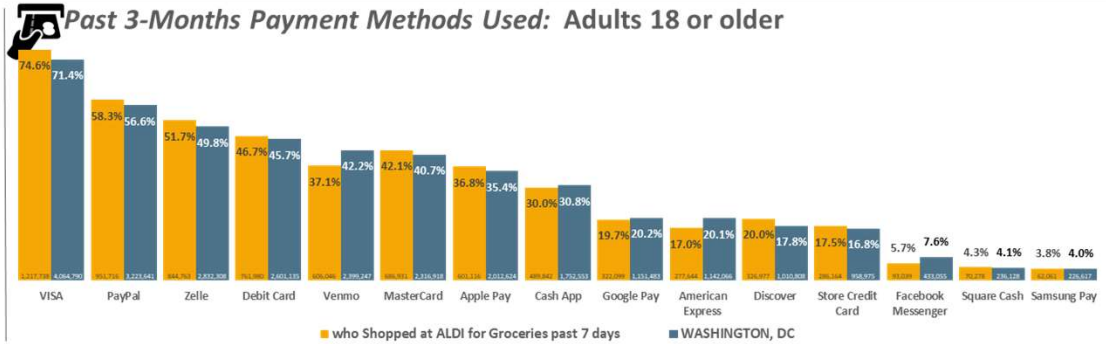
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



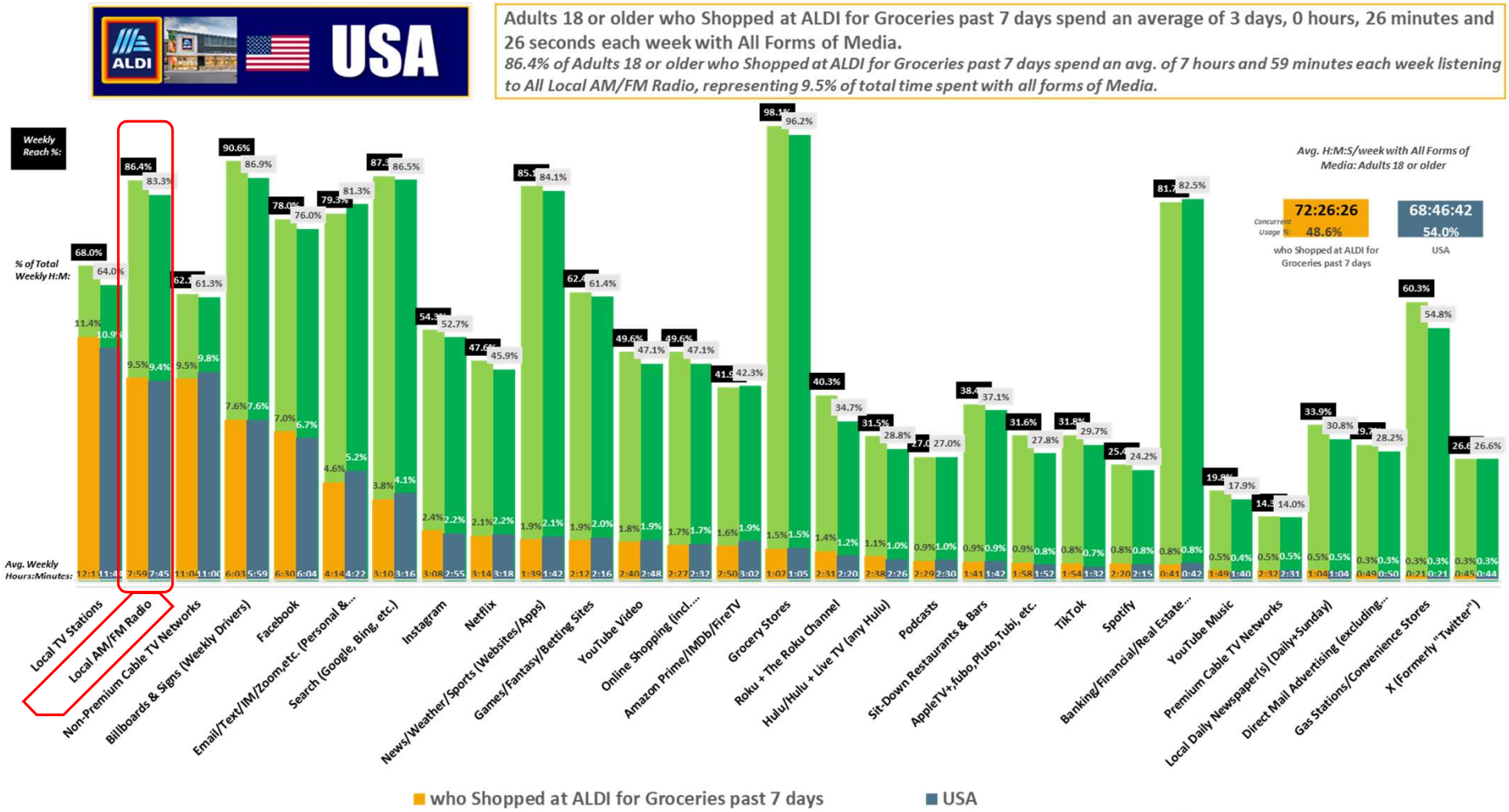
Past 3-Months Payment Methods Used: Adults 18 or older



WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,457

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Grocery stores shopped past 7 days (HHLD): ALDI



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 6,464 USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

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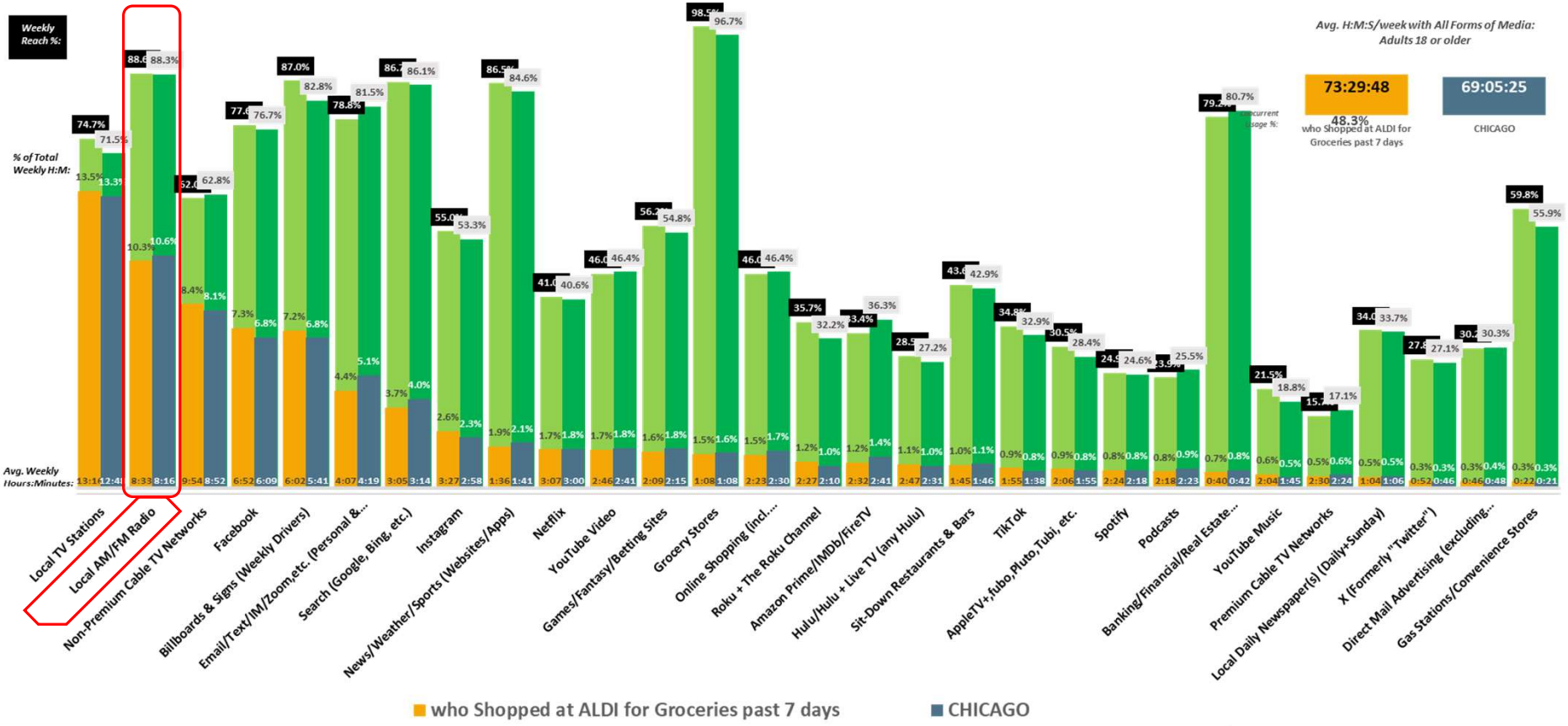
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Grocery stores shopped past 7 days (HHLD): ALDI



Adults 18 or older who Shopped at ALDI for Groceries past 7 days spend an average of 3 days, 1 hours, 29 minutes and 48 seconds each week with All Forms of Media.

88.6% of Adults 18 or older who Shopped at ALDI for Groceries past 7 days spend an avg. of 8 hours and 33 minutes each week listening to All Local AM/FM Radio, representing 10.3% of total time spent with all forms of Media.



CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,504 CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 3,420

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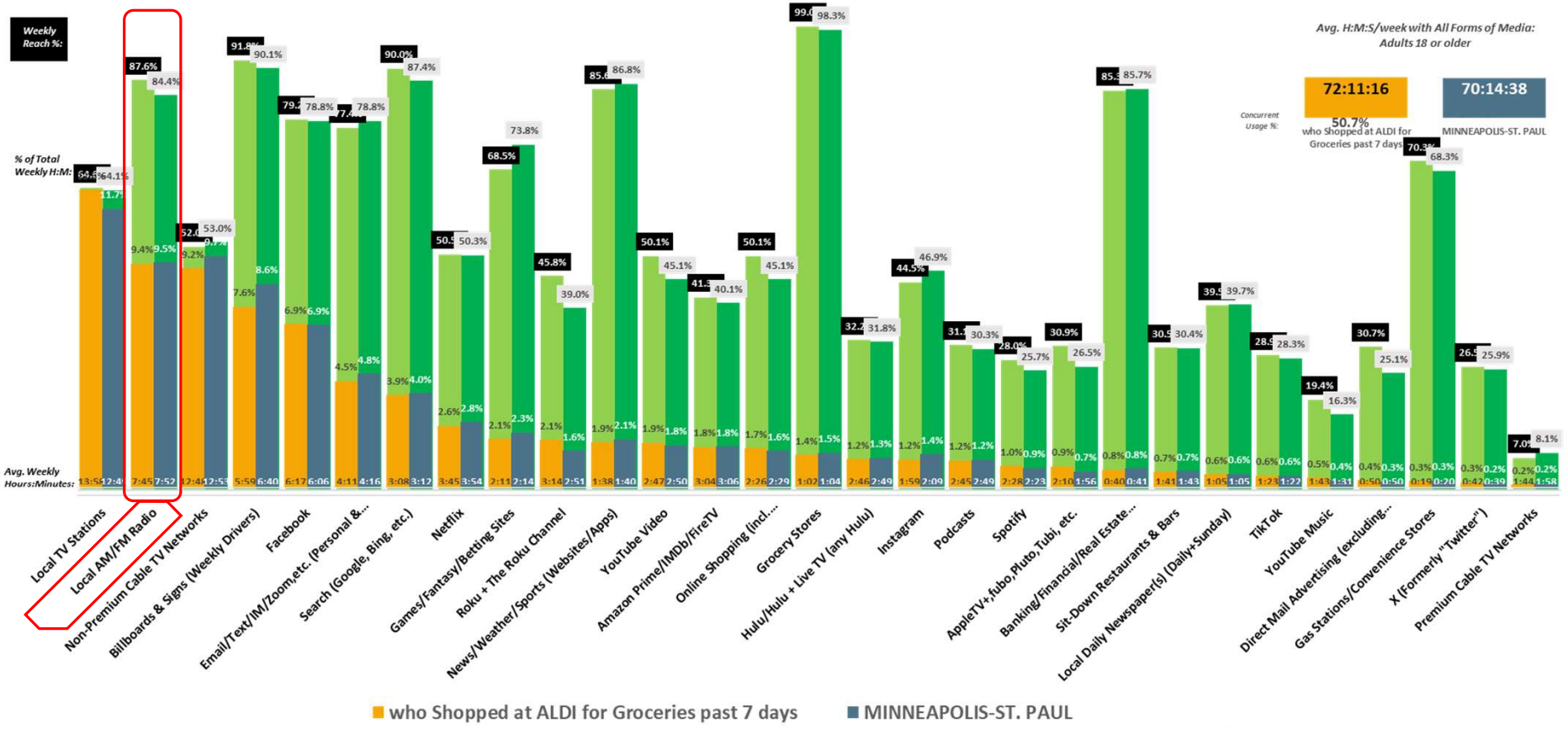
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Grocery stores shopped past 7 days (HHLD): ALDI



Adults 18 or older who Shopped at ALDI for Groceries past 7 days spend an average of 3 days, 0 hours, 11 minutes and 16 seconds each week with All Forms of Media.

87.6% of Adults 18 or older who Shopped at ALDI for Groceries 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.



MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 698 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,862

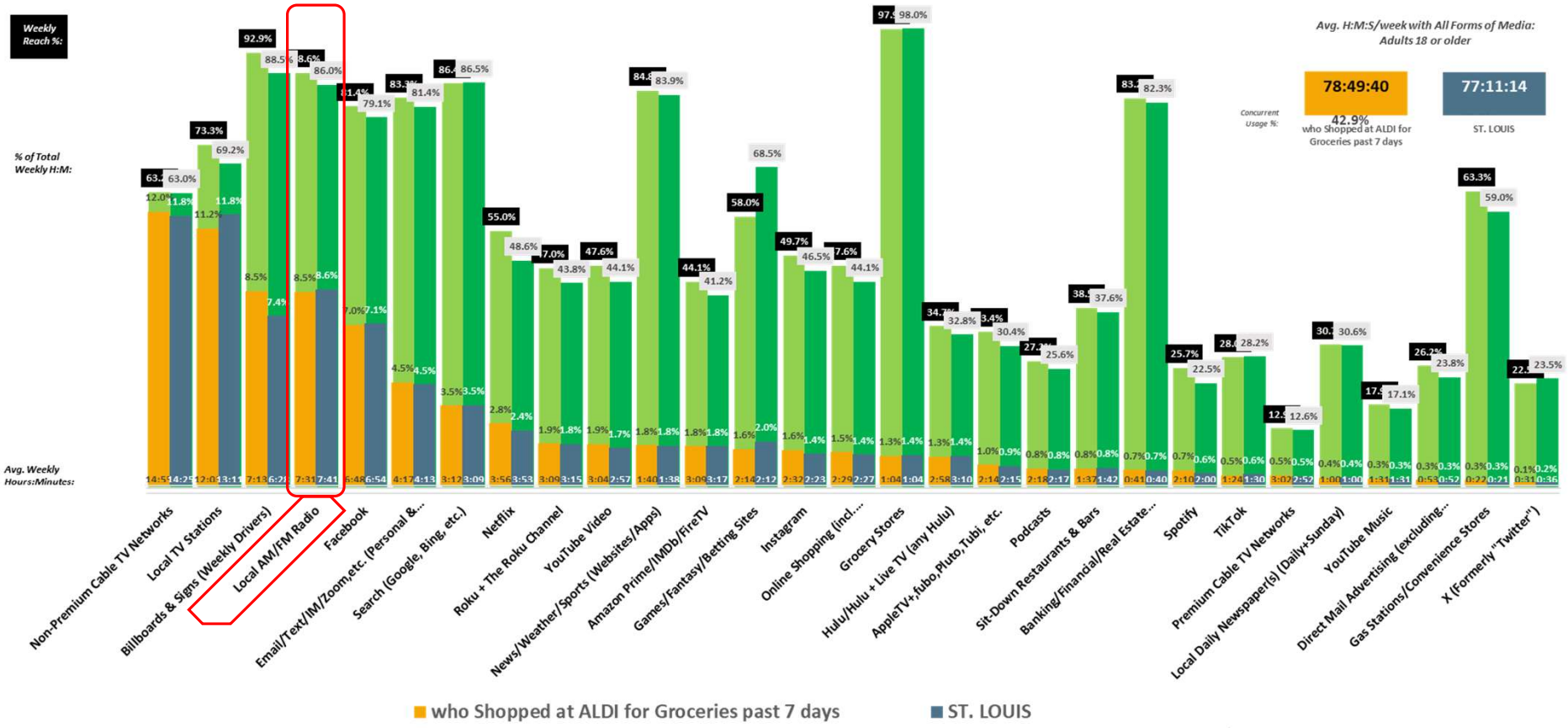
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Grocery stores shopped past 7 days (HHLD): ALDI

Adults 18 or older who Shopped at ALDI for Groceries past 7 days spend an average of 3 days, 6 hours, 49 minutes and 40 seconds each week with All Forms of Media.

88.6% of Adults 18 or older who Shopped at ALDI for Groceries past 7 days spend an avg. of 7 hours and 31 minutes each week listening to All Local AM/FM Radio, representing 8.5% of total time spent with all forms of Media.

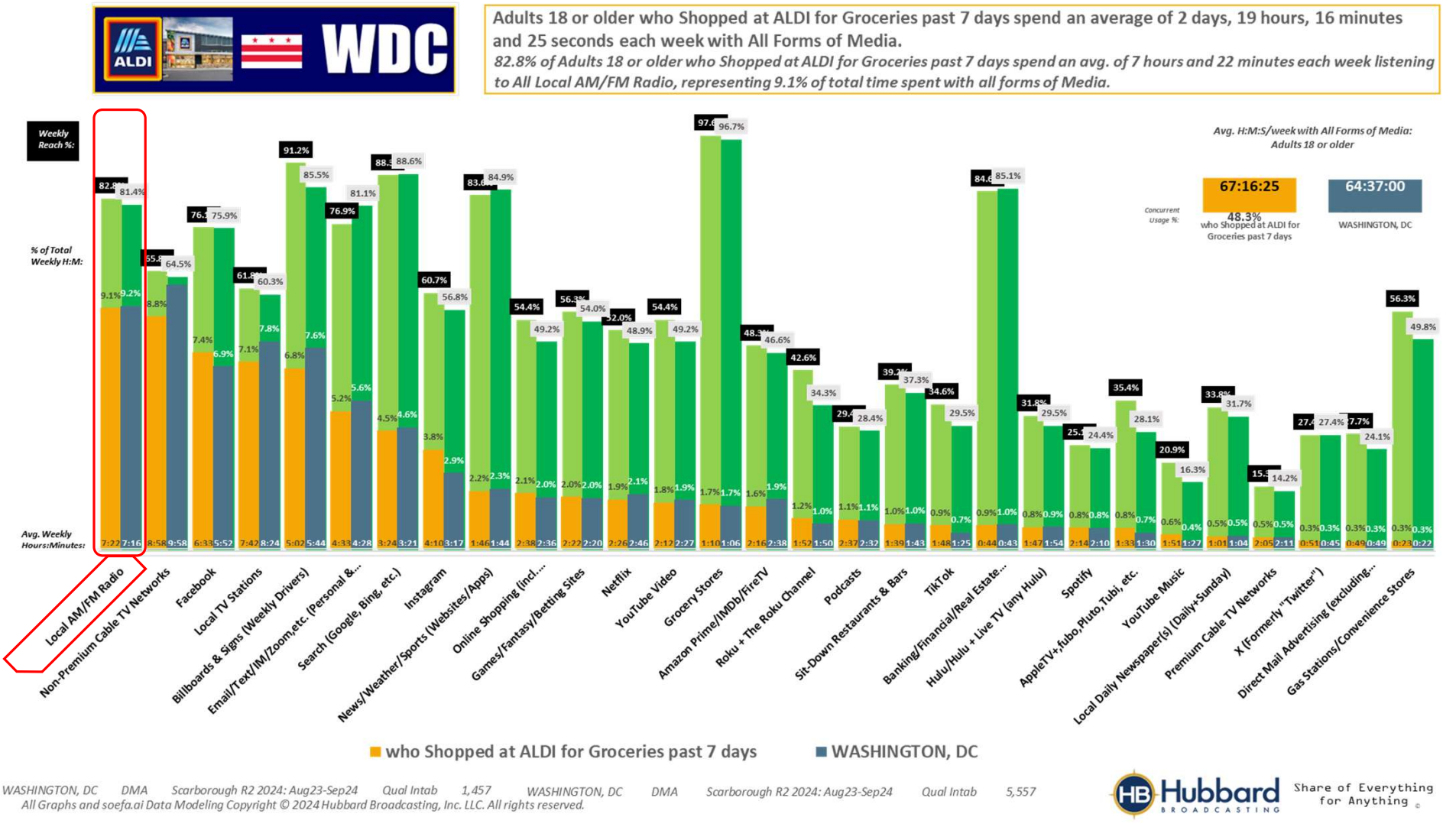


ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 850 ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,933

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Grocery stores shopped past 7 days (HHLD): ALDI

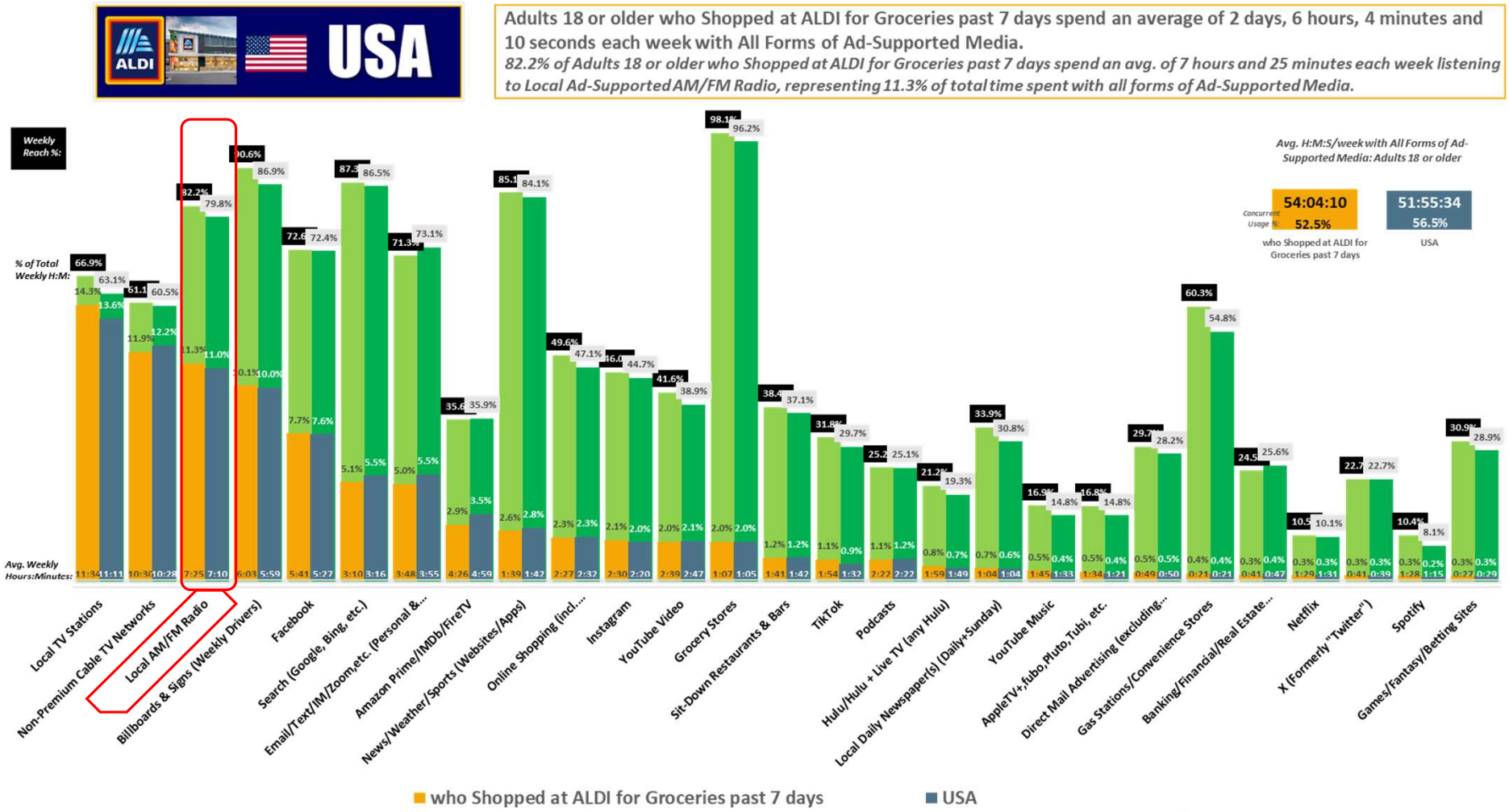


WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,457 WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 5,557

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Grocery stores shopped past 7 days (HHLD): ALDI

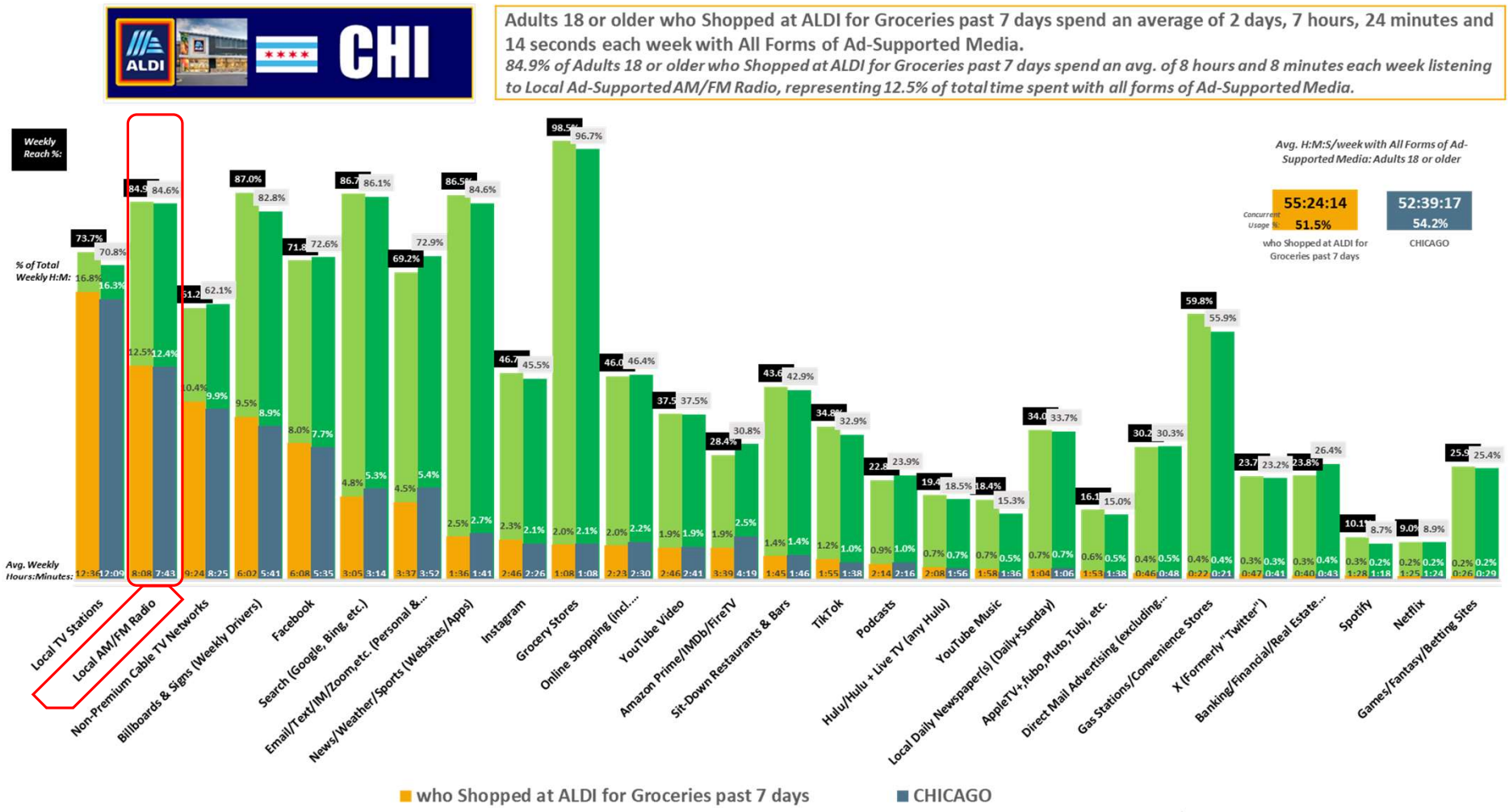


USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 6,464 USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

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Grocery stores shopped past 7 days (HHLD): ALDI

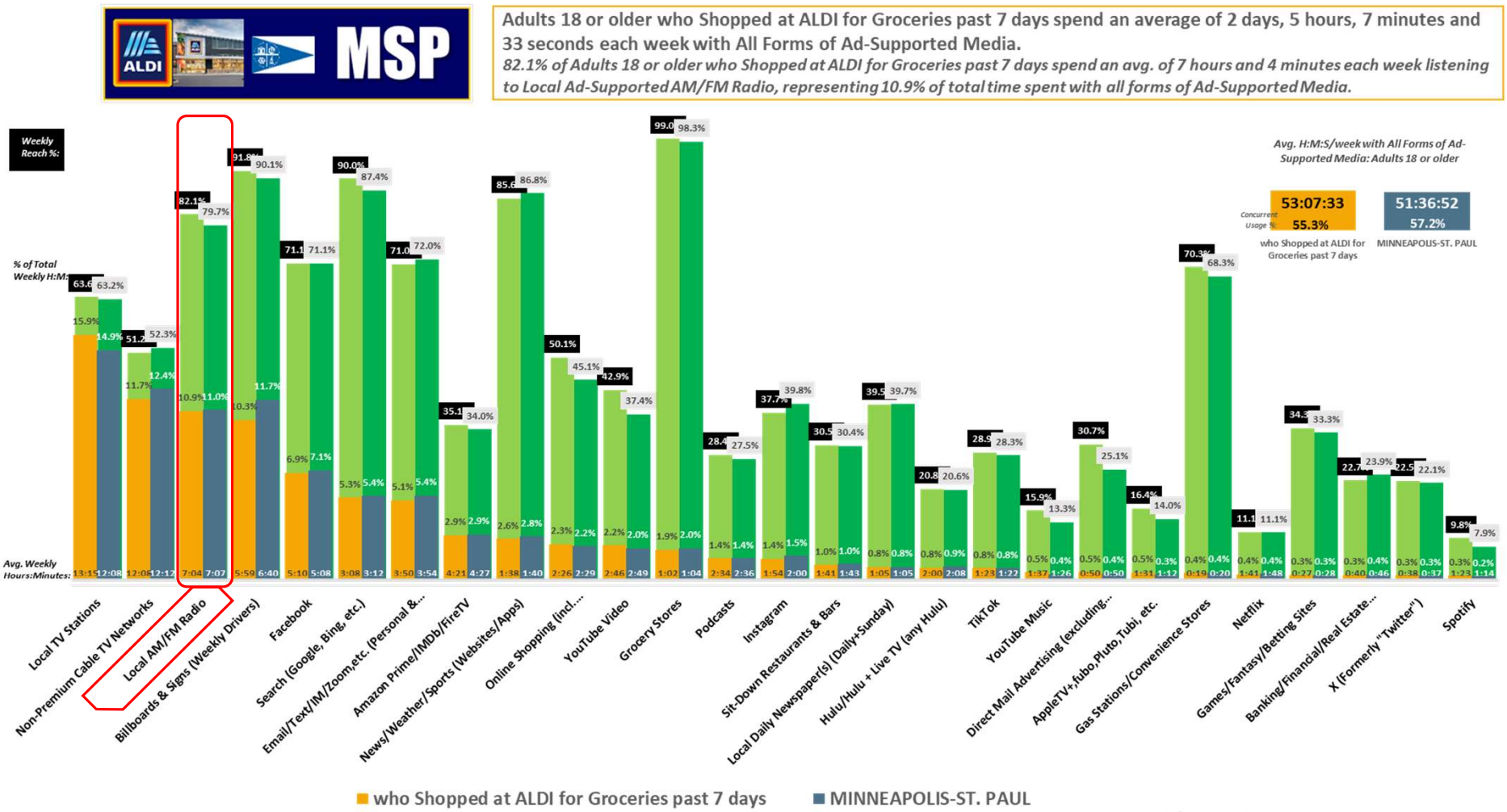


CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,504 CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 3,420

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Grocery stores shopped past 7 days (HHLD): ALDI

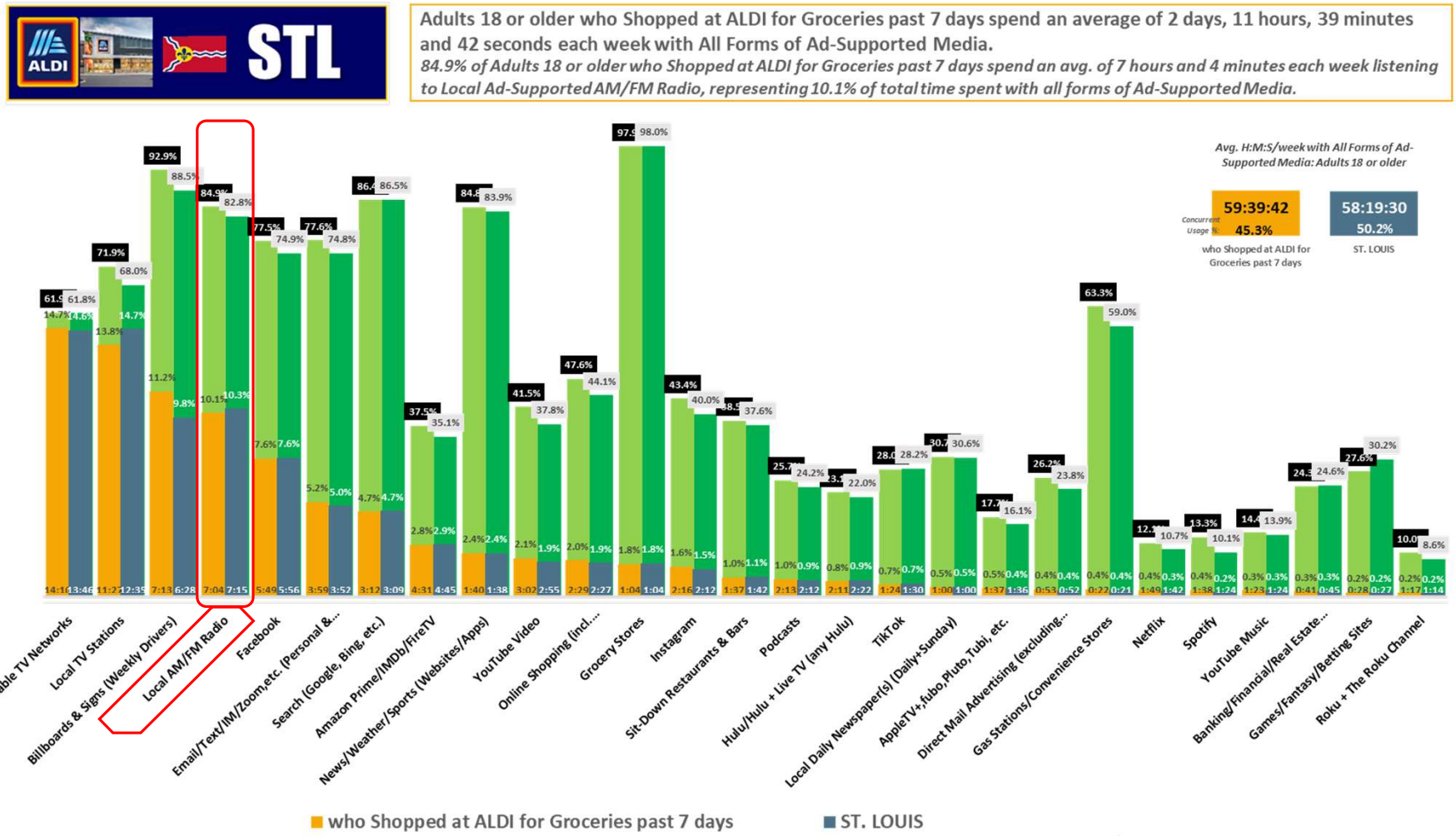


MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 698 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,862

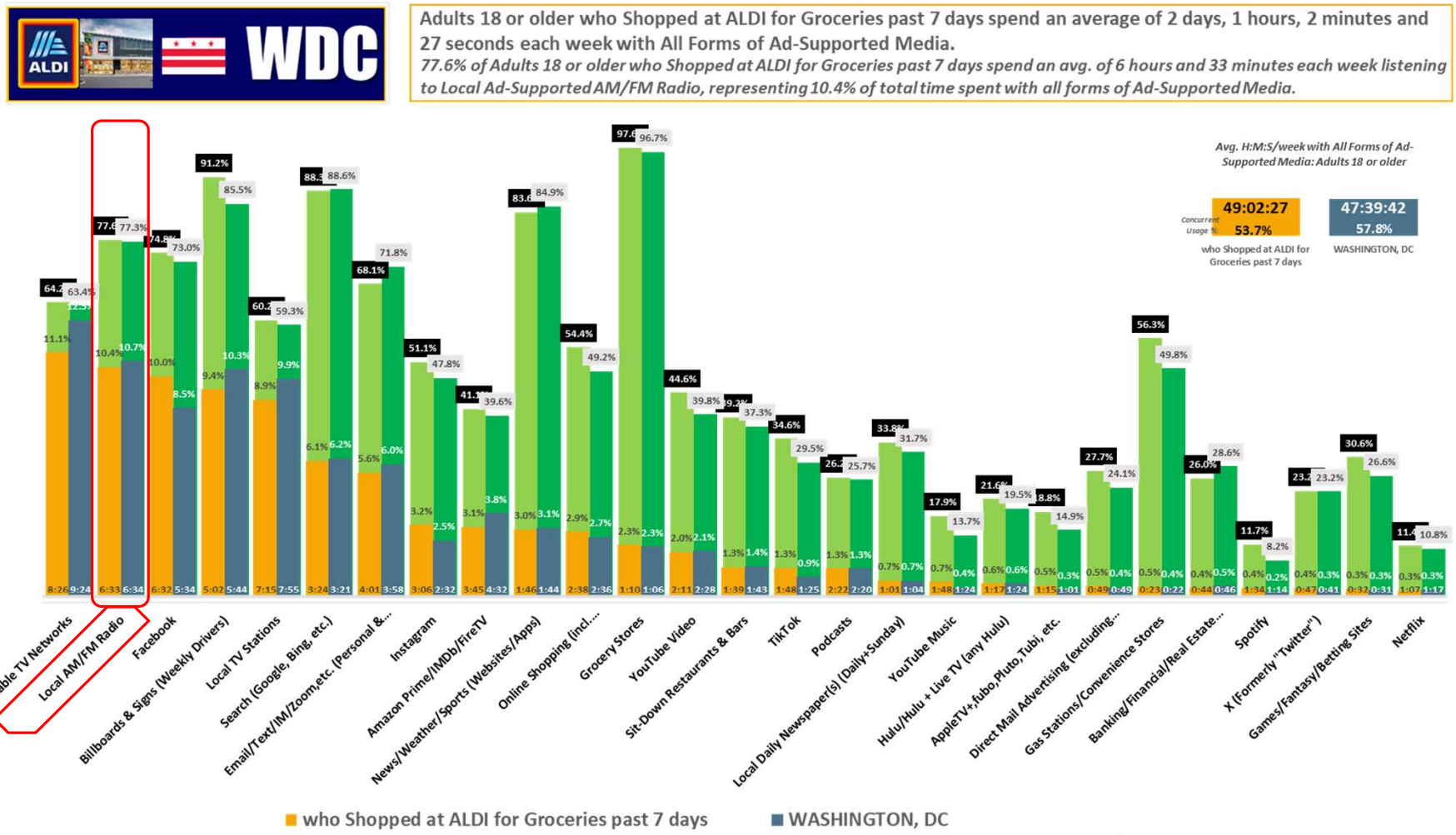
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Grocery stores shopped past 7 days (HHLD): ALDI



Grocery stores shopped past 7 days (HHLD): ALDI



WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,457 WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 5,557

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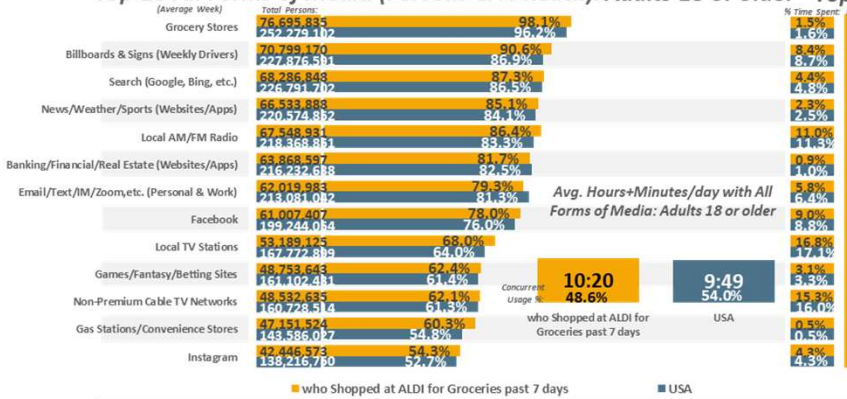
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Grocery stores shopped past 7 days (HHLD): ALDI

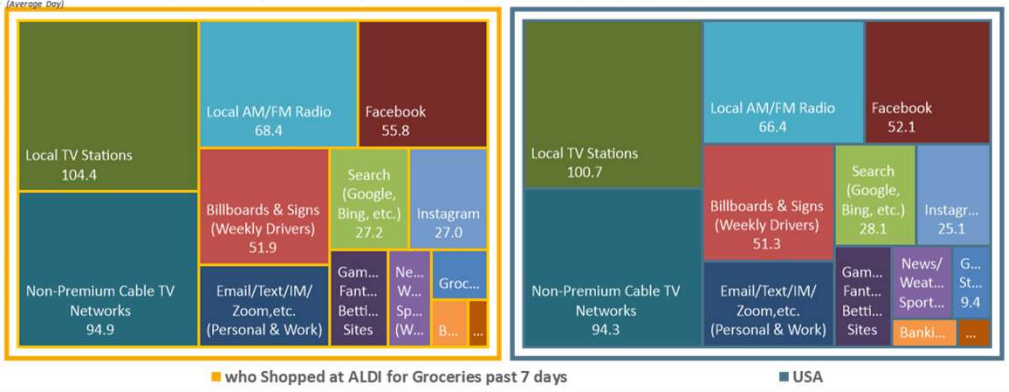


Adults 18 or older who Shopped at ALDI for Groceries past 7 days spend an average of 7 hours and 43 minutes each day with All Forms of Ad-Supported Media. 82.2% listen to Local AM/FM Radio for an avg. of 63.6 minutes/day. *(Local Radio delivers 11.3% of Time with Ad-Supported Media.)*

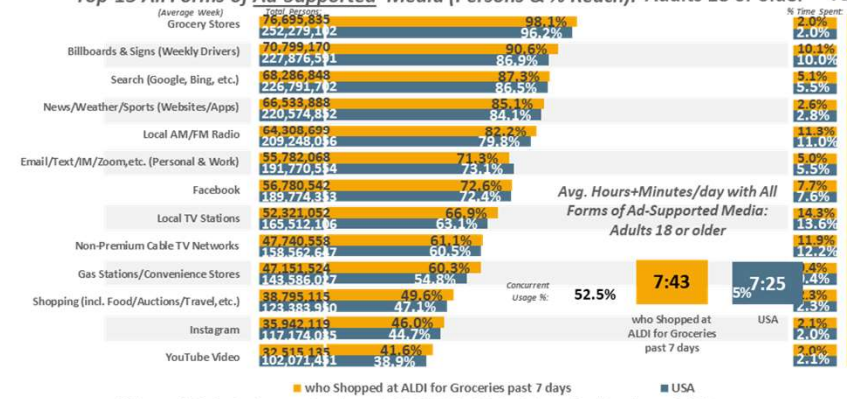
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



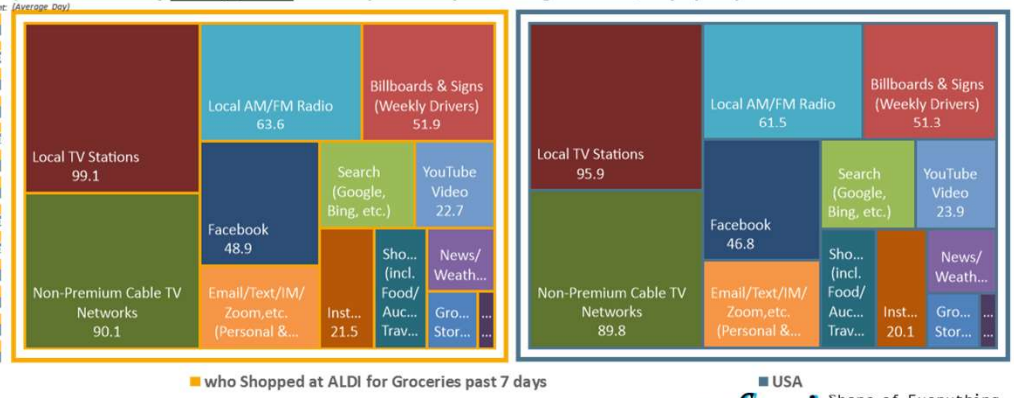
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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**



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 6,464

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

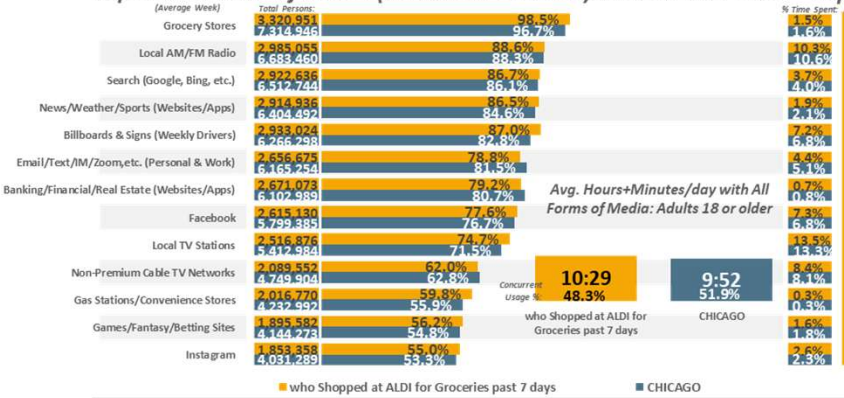
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Grocery stores shopped past 7 days (HHLD): ALDI

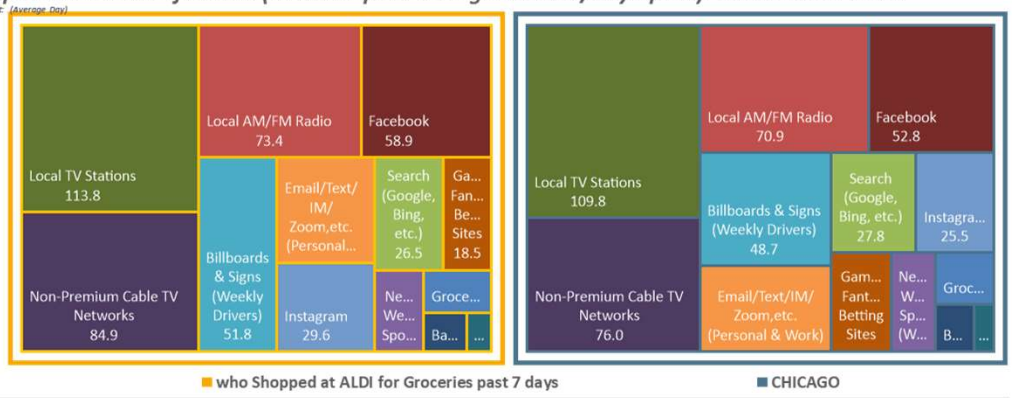


Adults 18 or older who Shopped at ALDI for Groceries past 7 days spend an average of 7 hours and 54 minutes each day with All Forms of Ad-Supported Media. 84.9% listen to Local AM/FM Radio for an avg. of 69.7 minutes/day. *(Local Radio delivers 12.5% of Time with Ad-Supported Media.)*

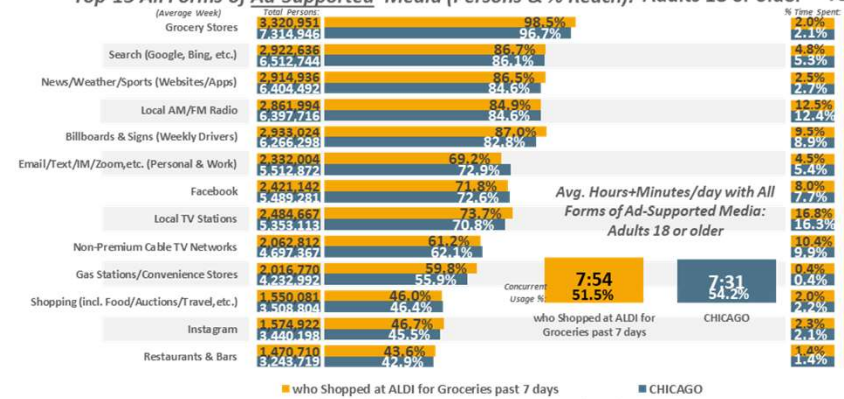
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



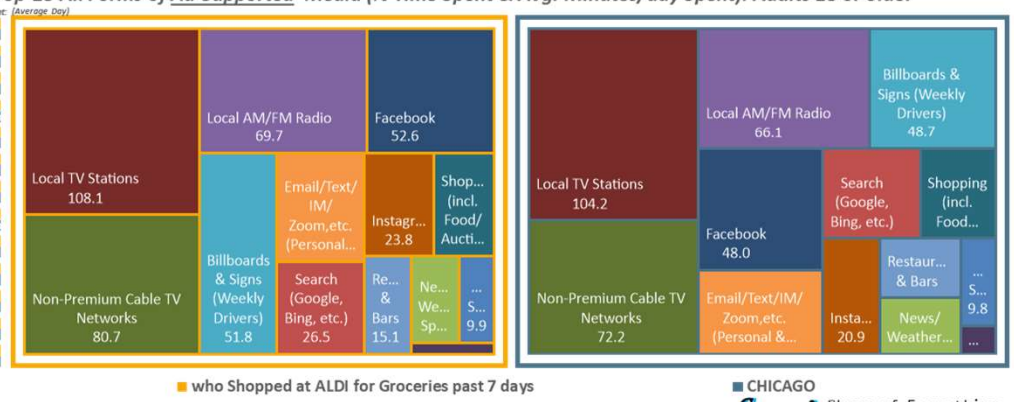
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,504

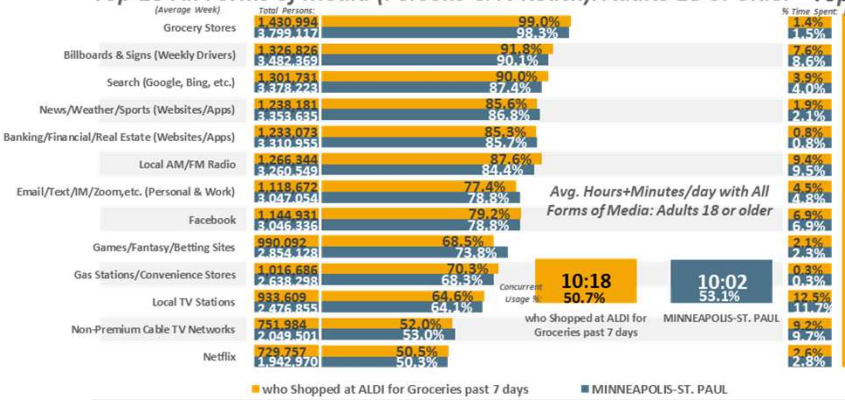
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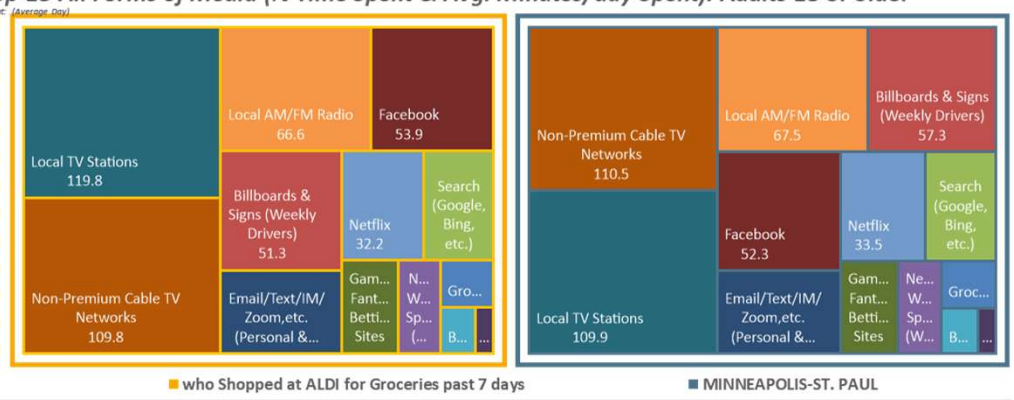
Grocery stores shopped past 7 days (HHLD): ALDI

Adults 18 or older who Shopped at ALDI for Groceries past 7 days spend an average of 7 hours and 35 minutes each day with All Forms of Ad-Supported Media. 82.1% listen to Local AM/FM Radio for an avg. of 60.6 minutes/day. *(Local Radio delivers 10.9% of Time with Ad-Supported Media.)*

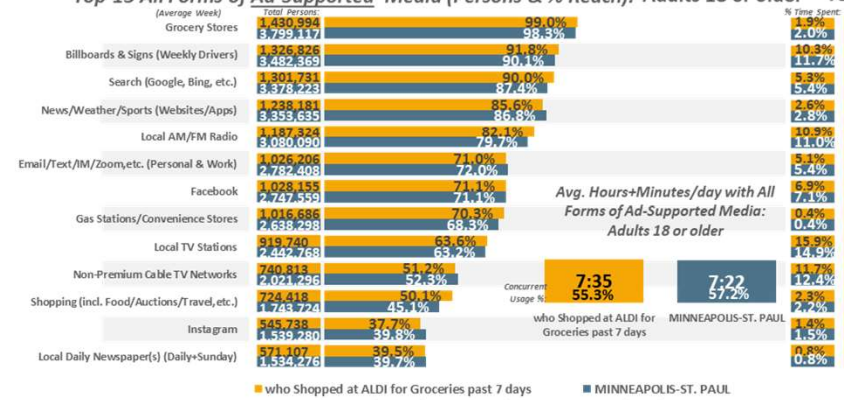
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



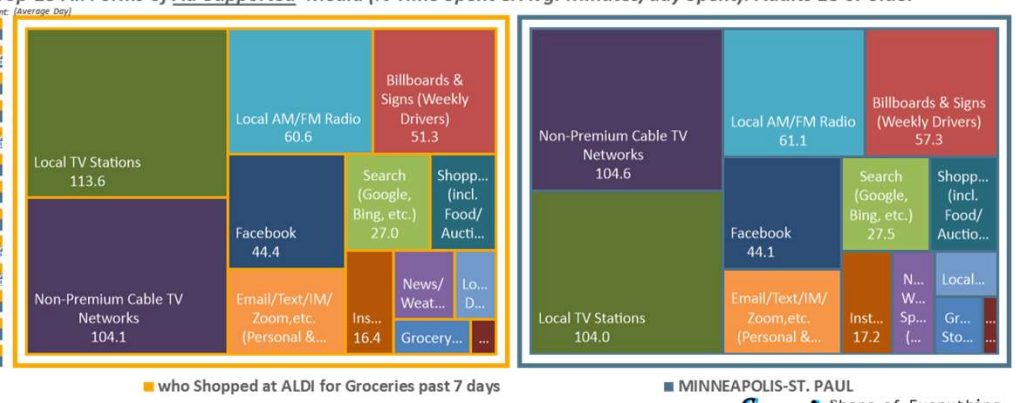
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 698

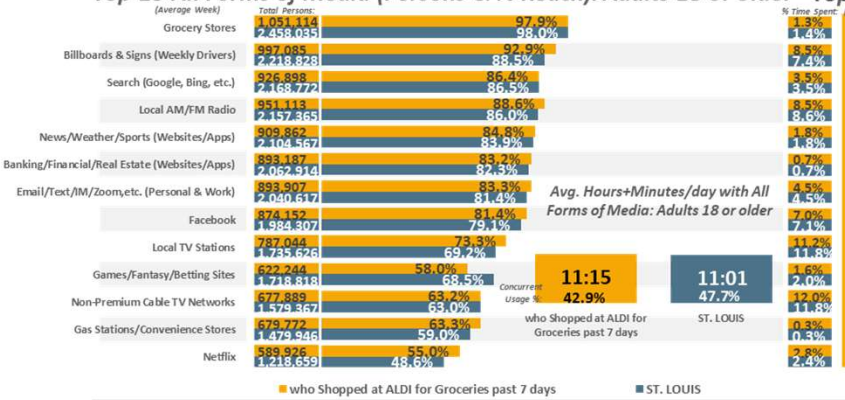
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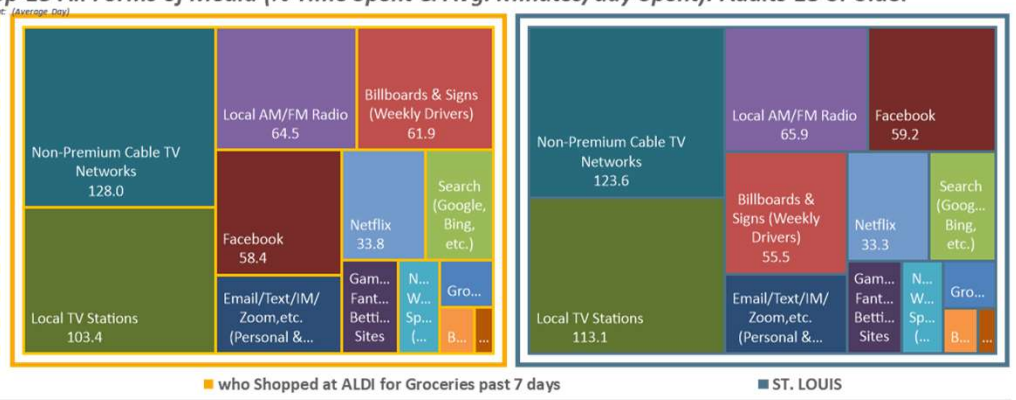
Grocery stores shopped past 7 days (HHLD): ALDI

Adults 18 or older who Shopped at ALDI for Groceries past 7 days spend an average of 8 hours and 31 minutes each day with All Forms of Ad-Supported Media. 84.9% listen to Local AM/FM Radio for an avg. of 60.7 minutes/day. *(Local Radio delivers 10.1% of Time with Ad-Supported Media.)*

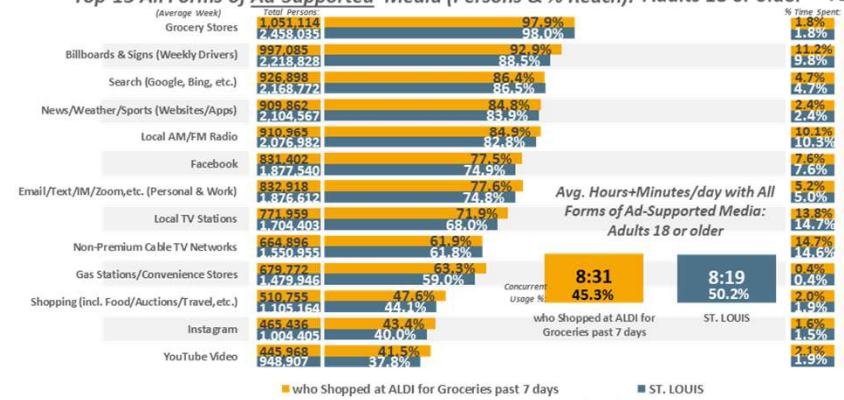
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



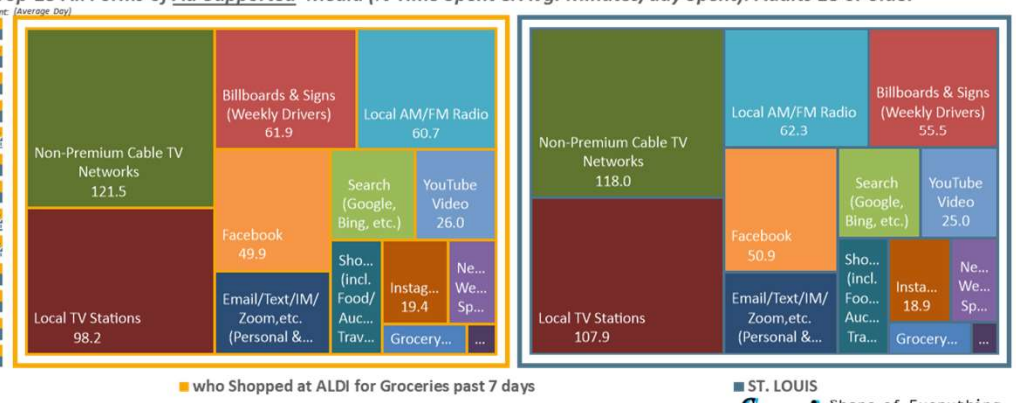
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 2024: Jul23-Aug24 Qual Intab 850

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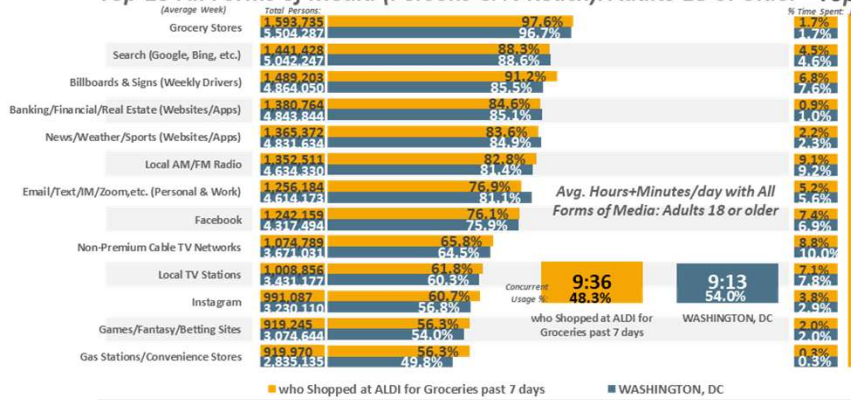
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Grocery stores shopped past 7 days (HHLD): ALDI

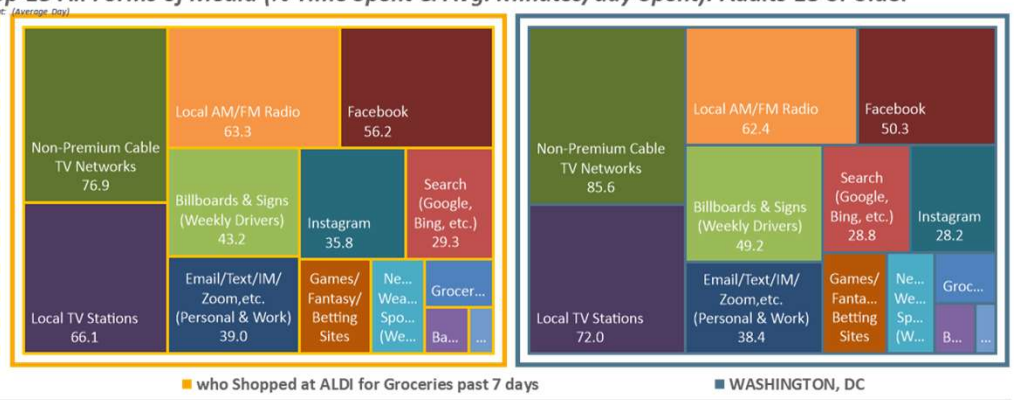


Adults 18 or older who Shopped at ALDI for Groceries past 7 days spend an average of 7 hours and 0 minutes each day with All Forms of Ad-Supported Media. 77.6% listen to Local AM/FM Radio for an avg. of 56.2 minutes/day. *(Local Radio delivers 10.4% of Time with Ad-Supported Media.)*

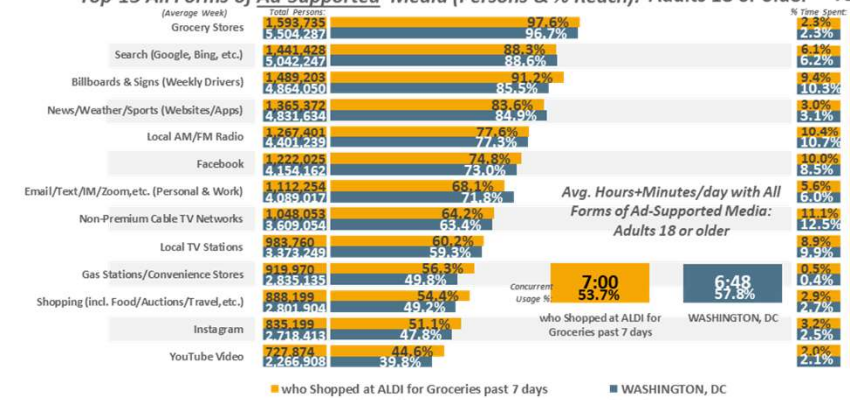
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



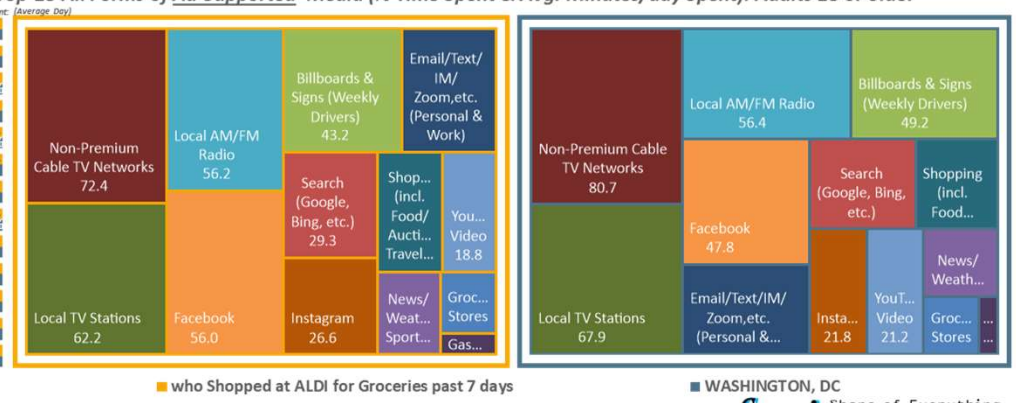
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,457

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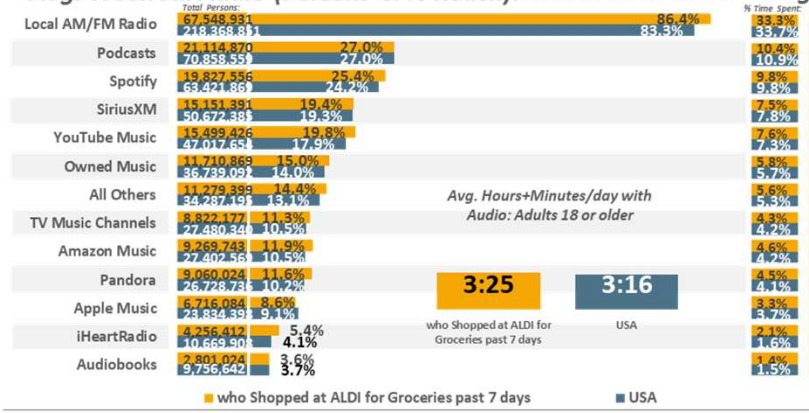
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Grocery stores shopped past 7 days (HHLD): ALDI

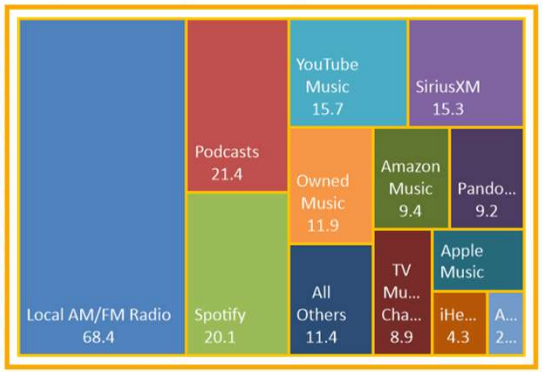


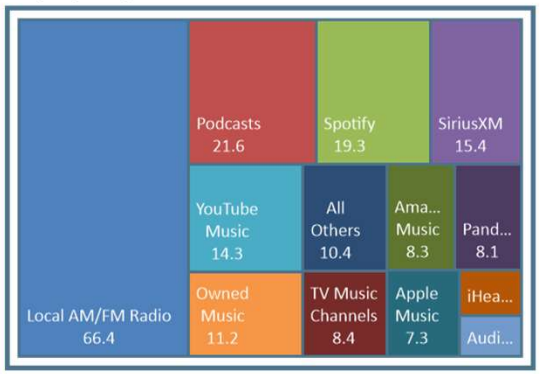
64,308,699 or 82.2% of Adults 18 or older who Shopped at ALDI for Groceries past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 63.6 minutes every day representing 41.4% of all time spent daily with Ad-Supported Audio.

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

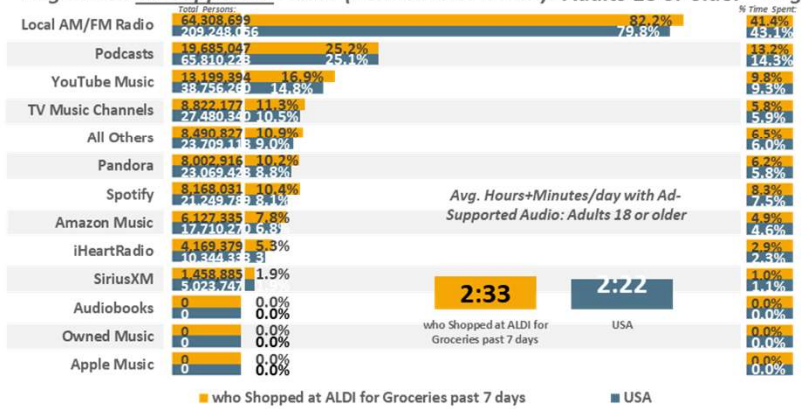


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

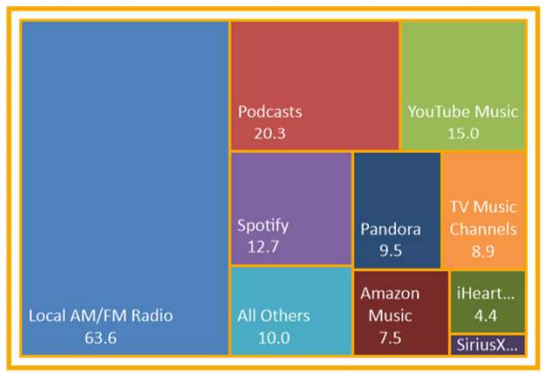


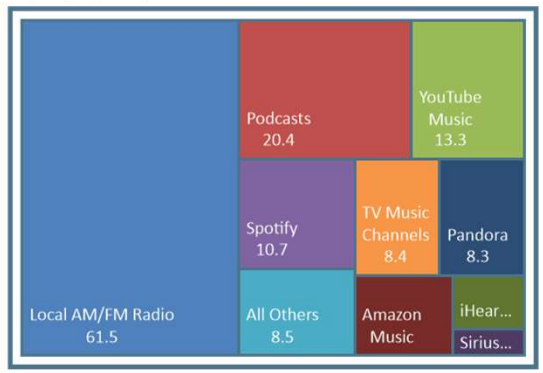


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



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





USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 6,464

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Scarborough R1 2024: Jan23-Aug24 USA Projection Scarborough R1 2024: Jan23-Aug24

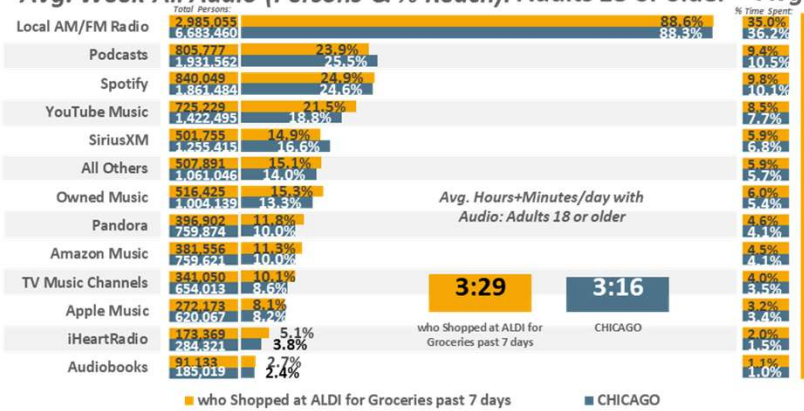
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Grocery stores shopped past 7 days (HHLD): ALDI

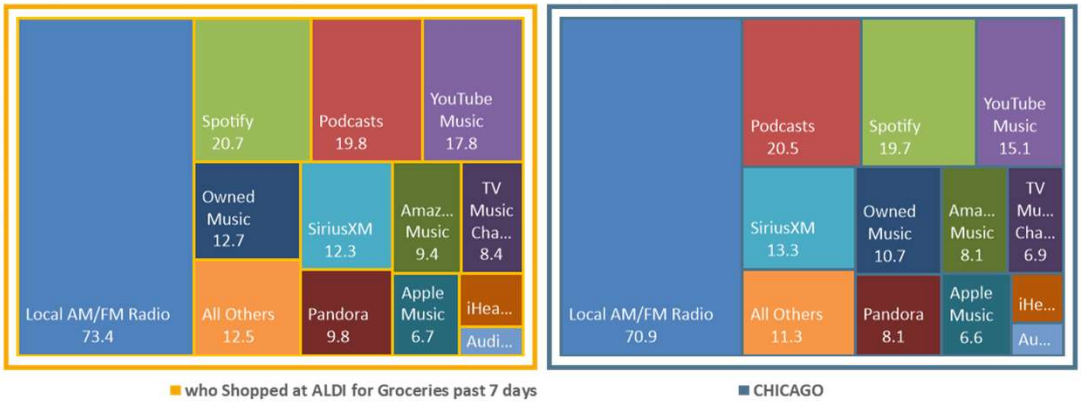


2,861,994 or 84.9% of Adults 18 or older who Shopped at ALDI for Groceries past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 69.7 minutes every day representing 43.% of all time spent daily with Ad-Supported Audio.

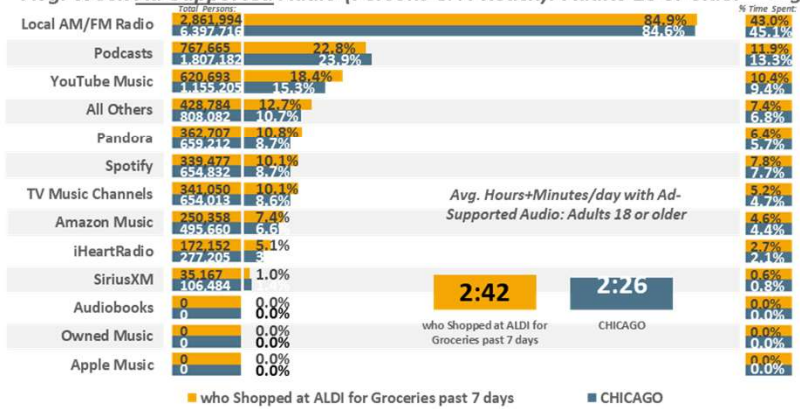
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



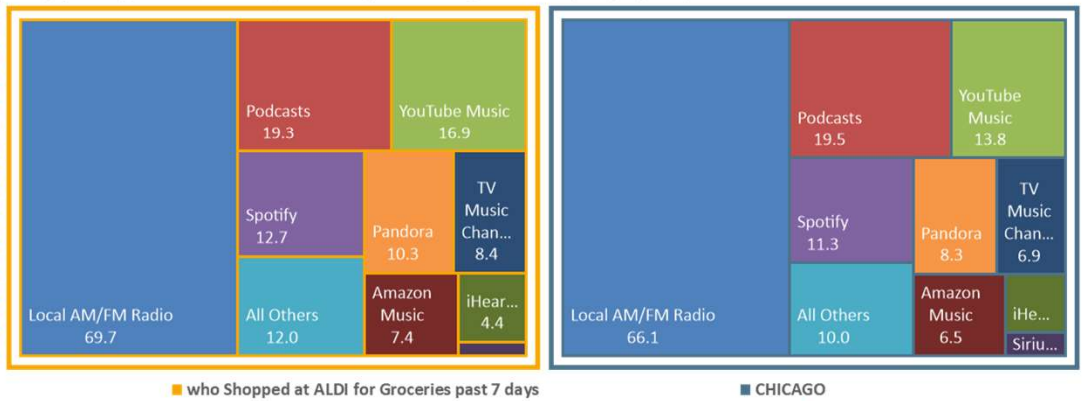
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,504

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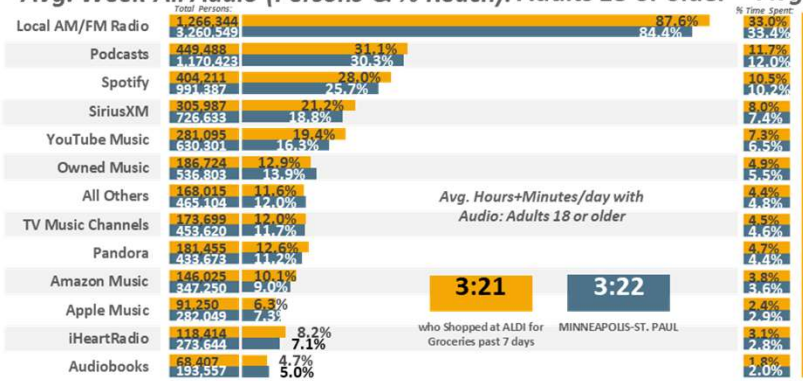
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Grocery stores shopped past 7 days (HHLD): ALDI

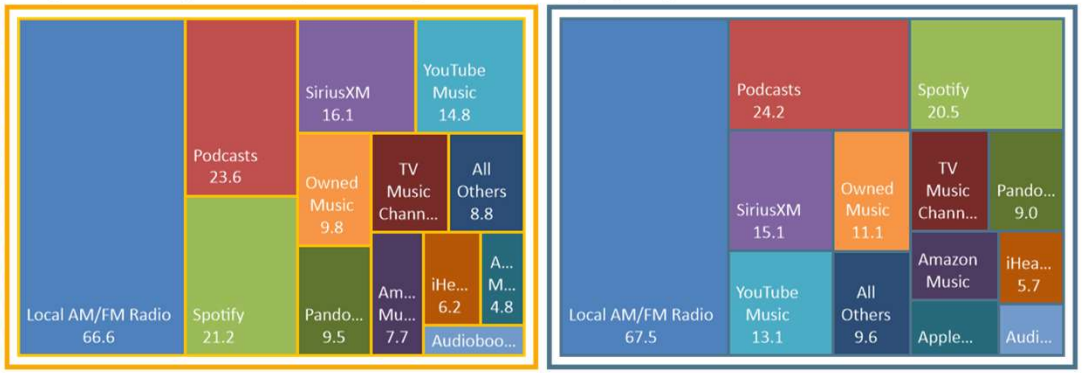


1,187,324 or 82.1% of Adults 18 or older who Shopped at ALDI for Groceries past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 60.6 minutes every day representing 41.% of all time spent daily with Ad-Supported Audio.

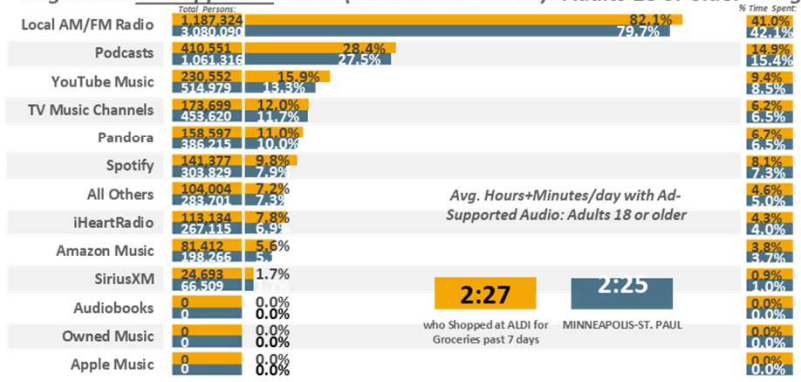
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



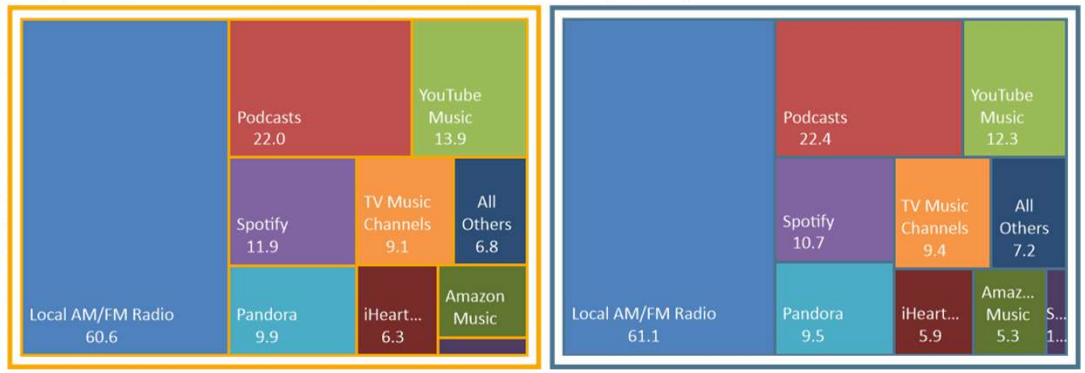
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



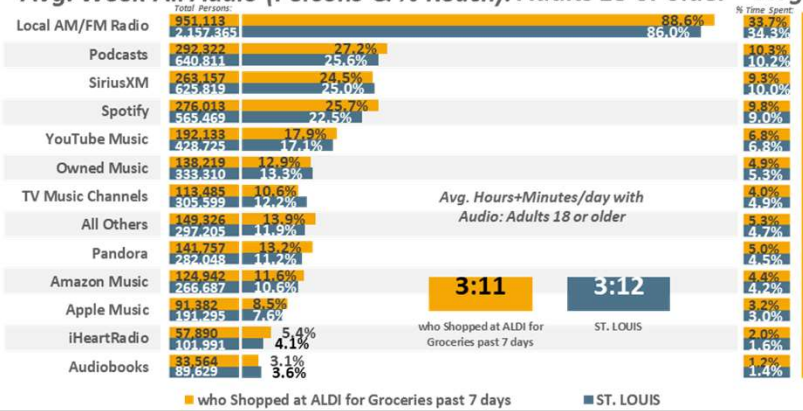
MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 698

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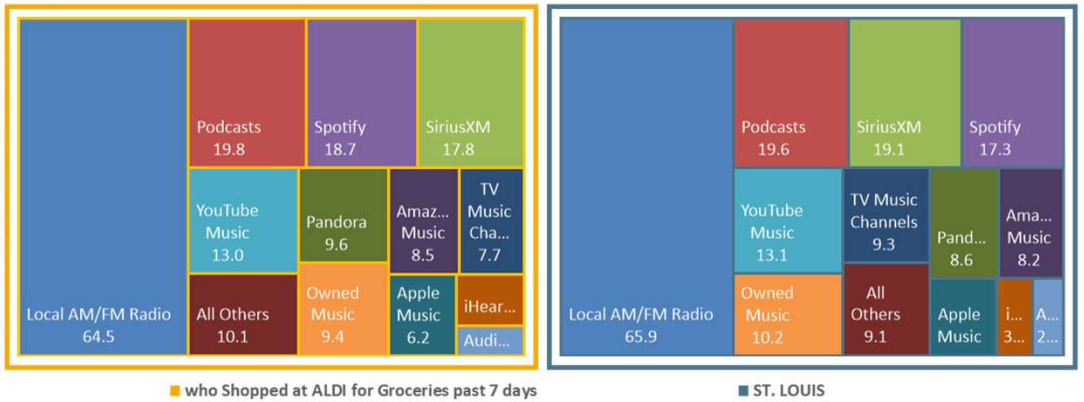
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910,965 or 84.9% of Adults 18 or older who Shopped at ALDI for Groceries past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 60.7 minutes every day representing 41.6% of all time spent daily with Ad-Supported Audio.

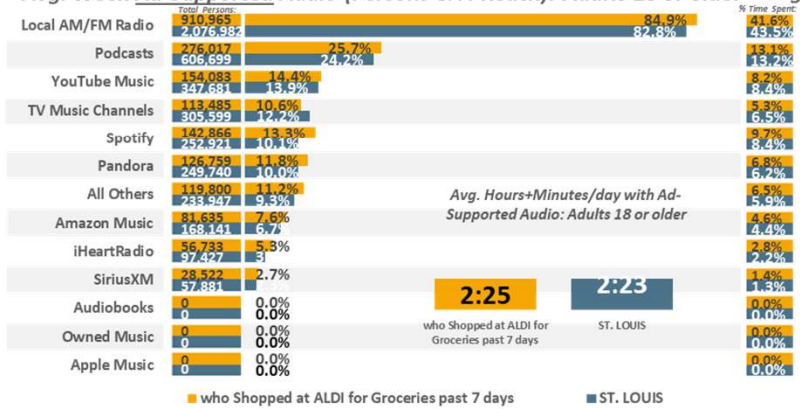
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



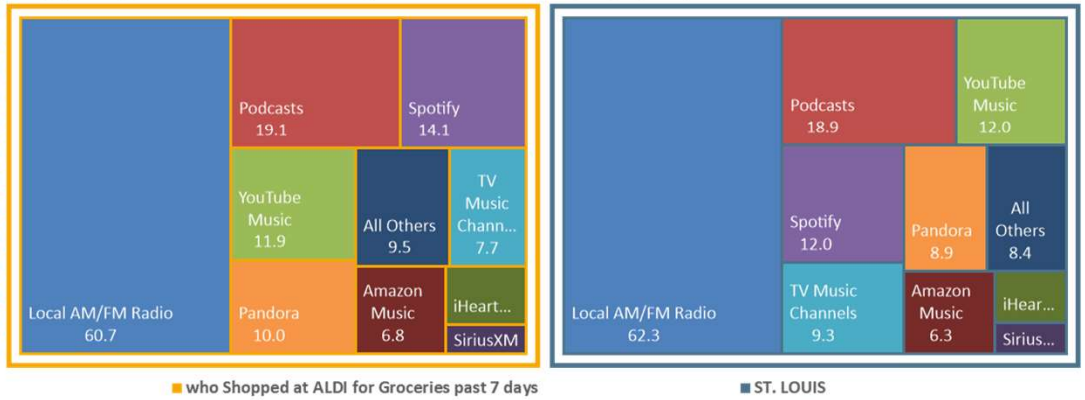
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 850

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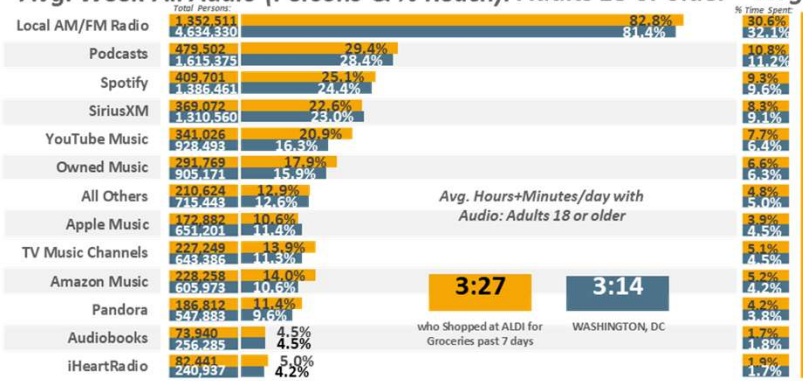
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Grocery stores shopped past 7 days (HHLD): ALDI

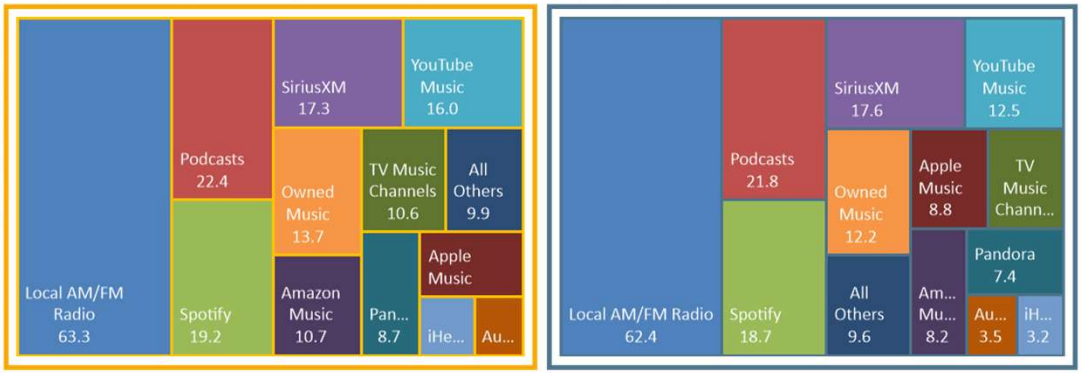


1,267,401 or 77.6% of Adults 18 or older who Shopped at ALDI for Groceries past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 56.2 minutes every day representing 37.7% of all time spent daily with Ad-Supported Audio.

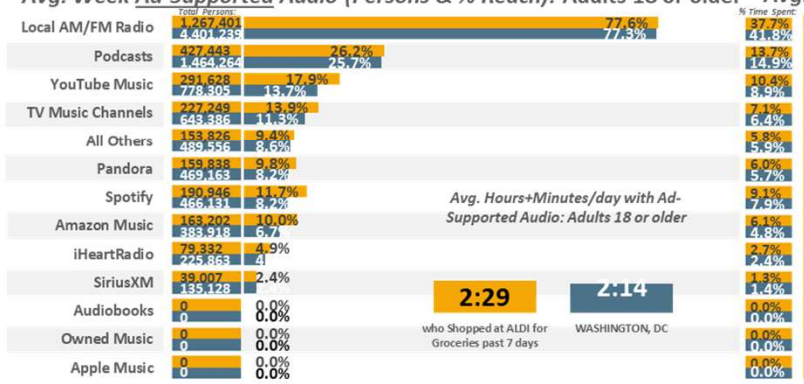
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



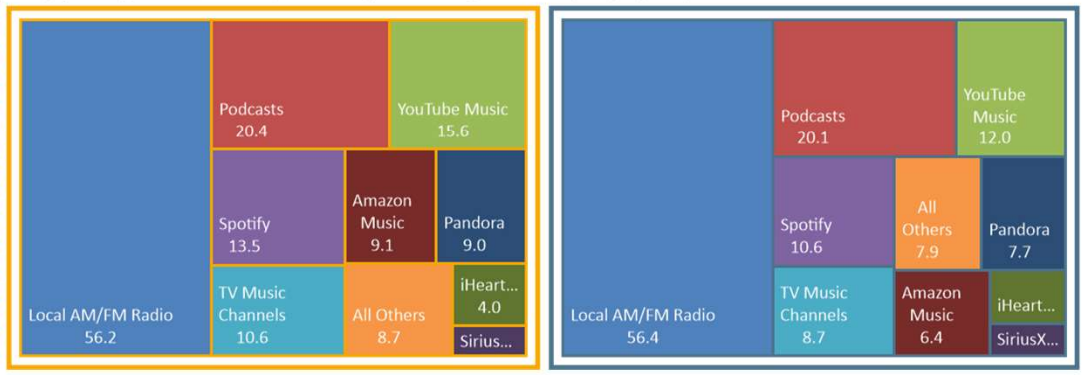
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,457

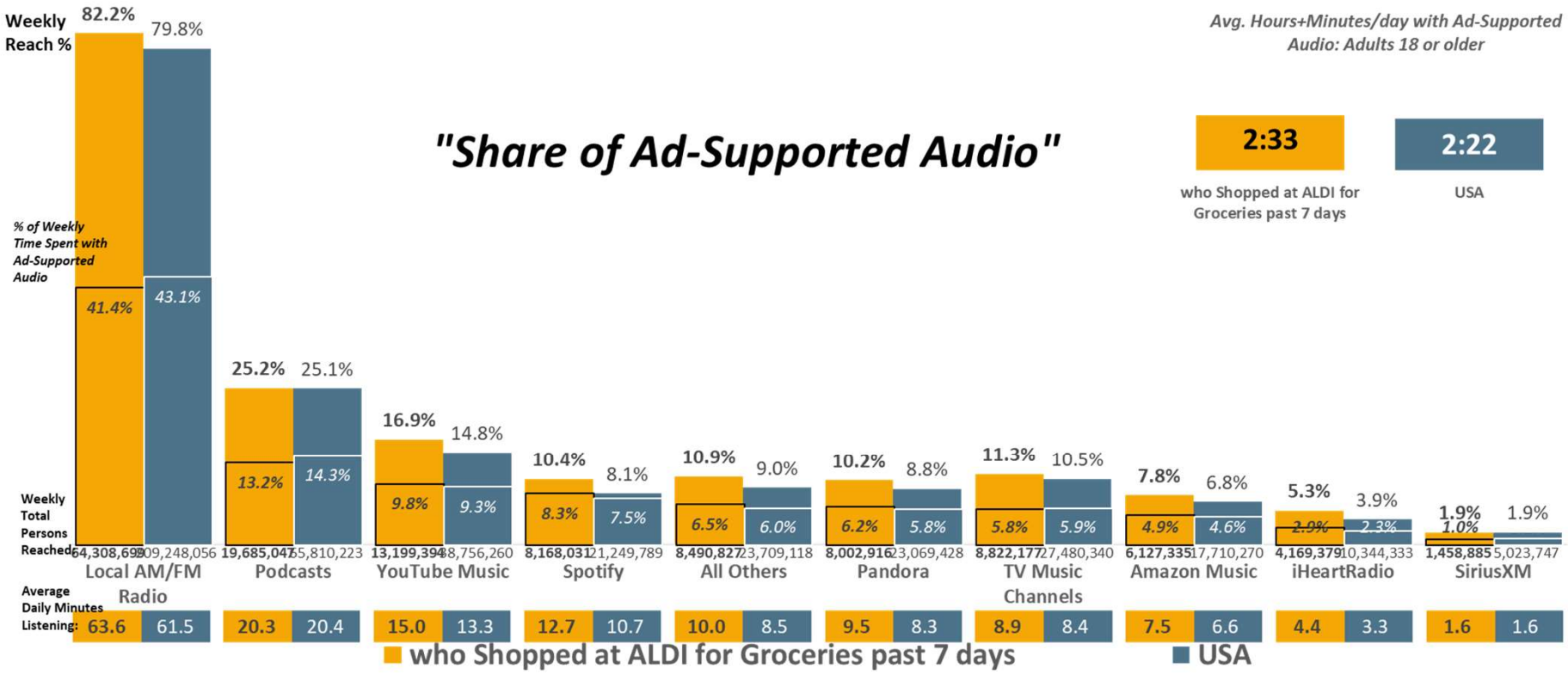
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Grocery stores shopped past 7 days (HHLD): ALDI



64,308,699 or 82.2% of Adults 18 or older who Shopped at ALDI for Groceries past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 63.6 minutes every day representing 41.4% of all time spent daily with Ad-Supported Audio.



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 6,464

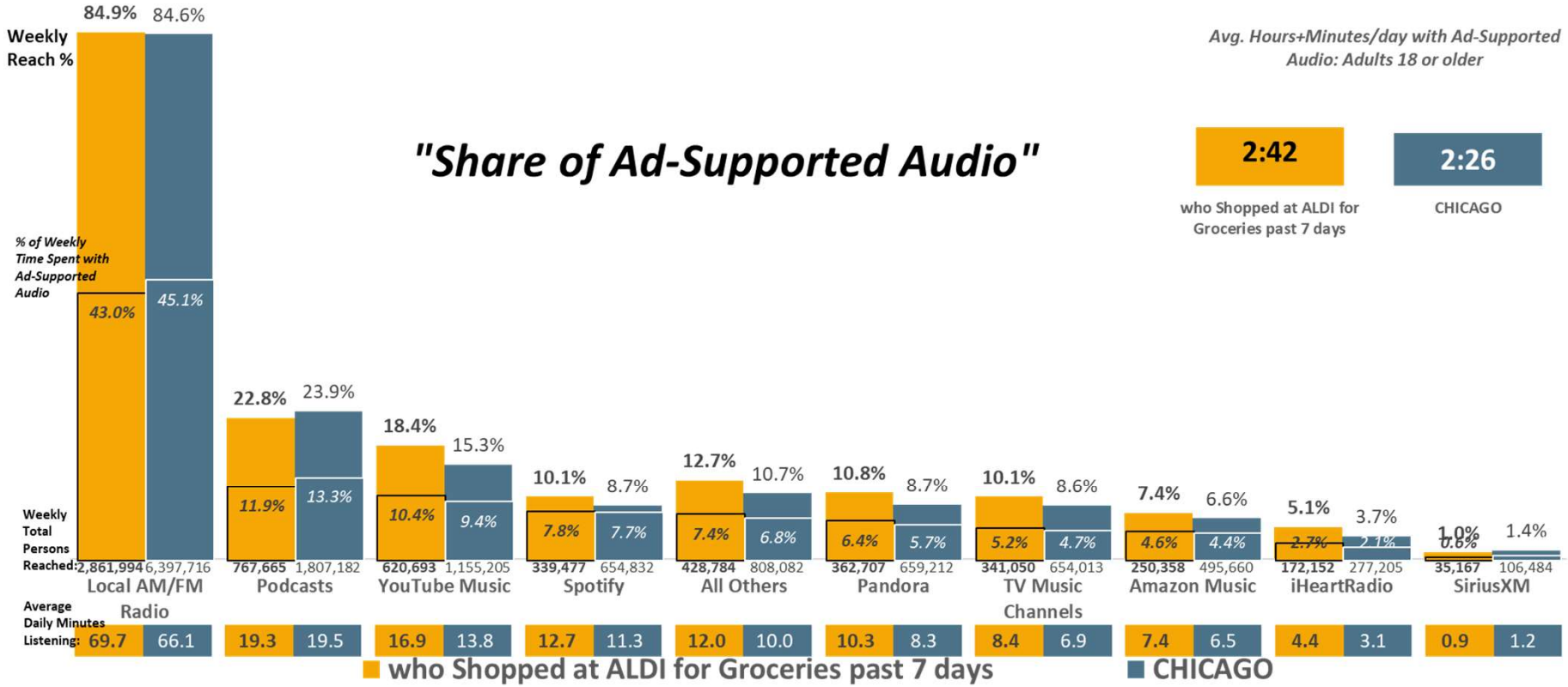
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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

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Grocery stores shopped past 7 days (HHLD): ALDI

2,861,994 or 84.9% of Adults 18 or older who Shopped at ALDI for Groceries past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 69.7 minutes every day representing 43.% of all time spent daily with Ad-Supported Audio.



CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,504 CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 3,420

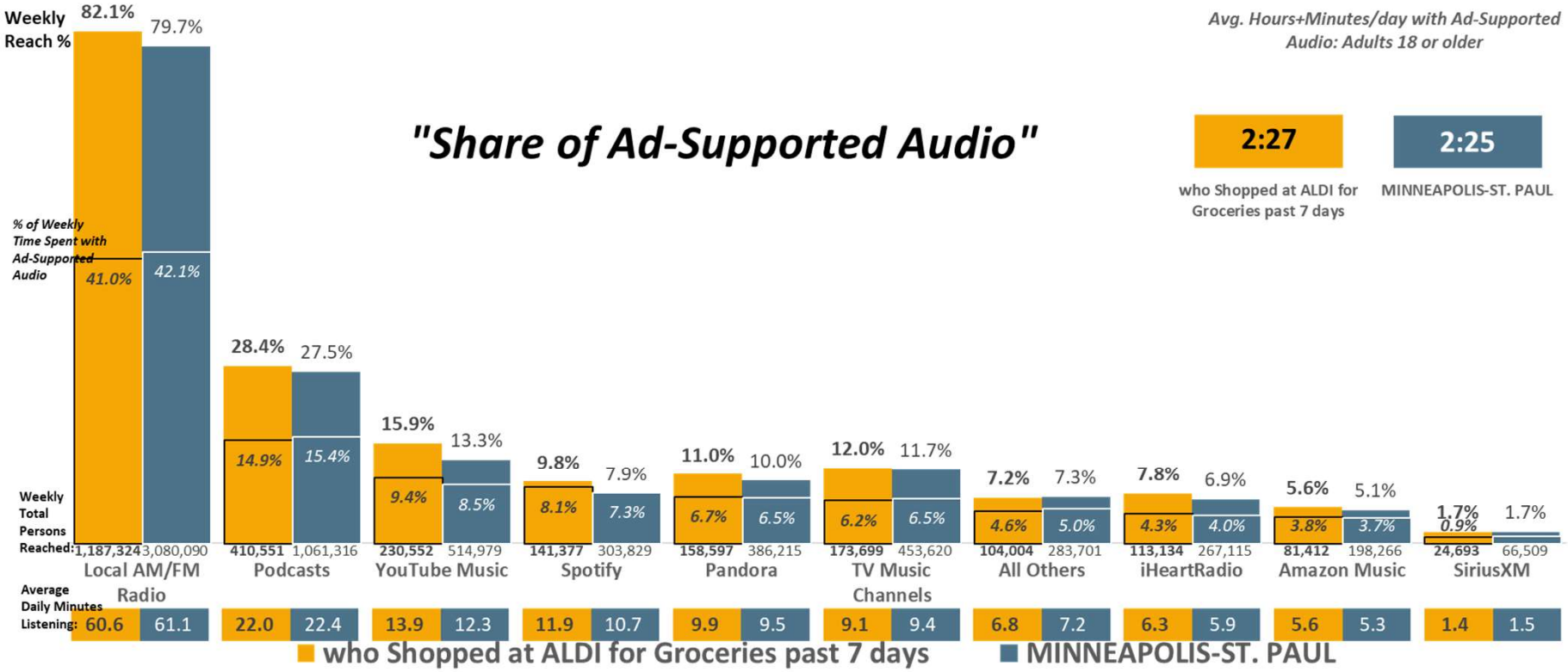
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Grocery stores shopped past 7 days (HHLD): ALDI



1,187,324 or 82.1% of Adults 18 or older who Shopped at ALDI for Groceries past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 60.6 minutes every day representing 41.% of all time spent daily with Ad-Supported Audio.



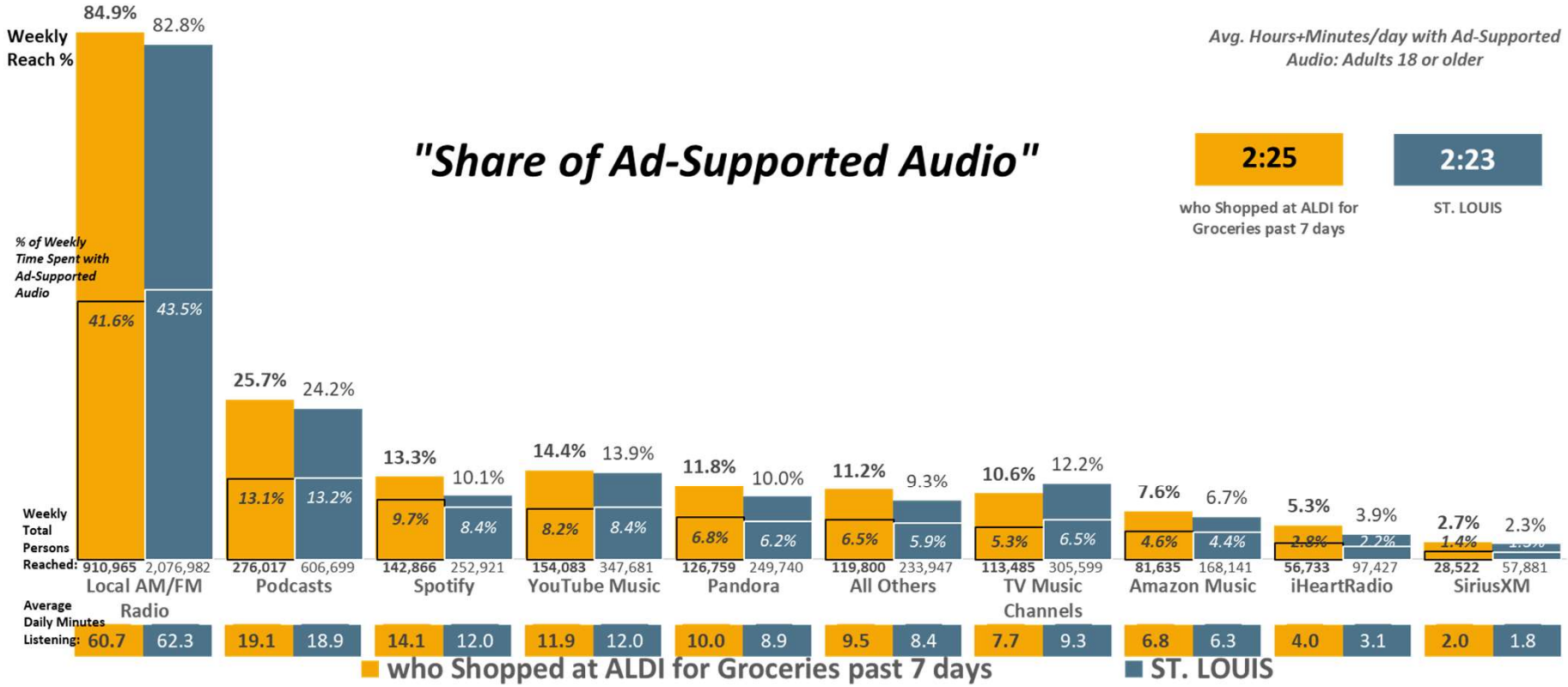
MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 698 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,862

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Grocery stores shopped past 7 days (HHLD): ALDI

910,965 or 84.9% of Adults 18 or older who Shopped at ALDI for Groceries past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 60.7 minutes every day representing 41.6% of all time spent daily with Ad-Supported Audio.



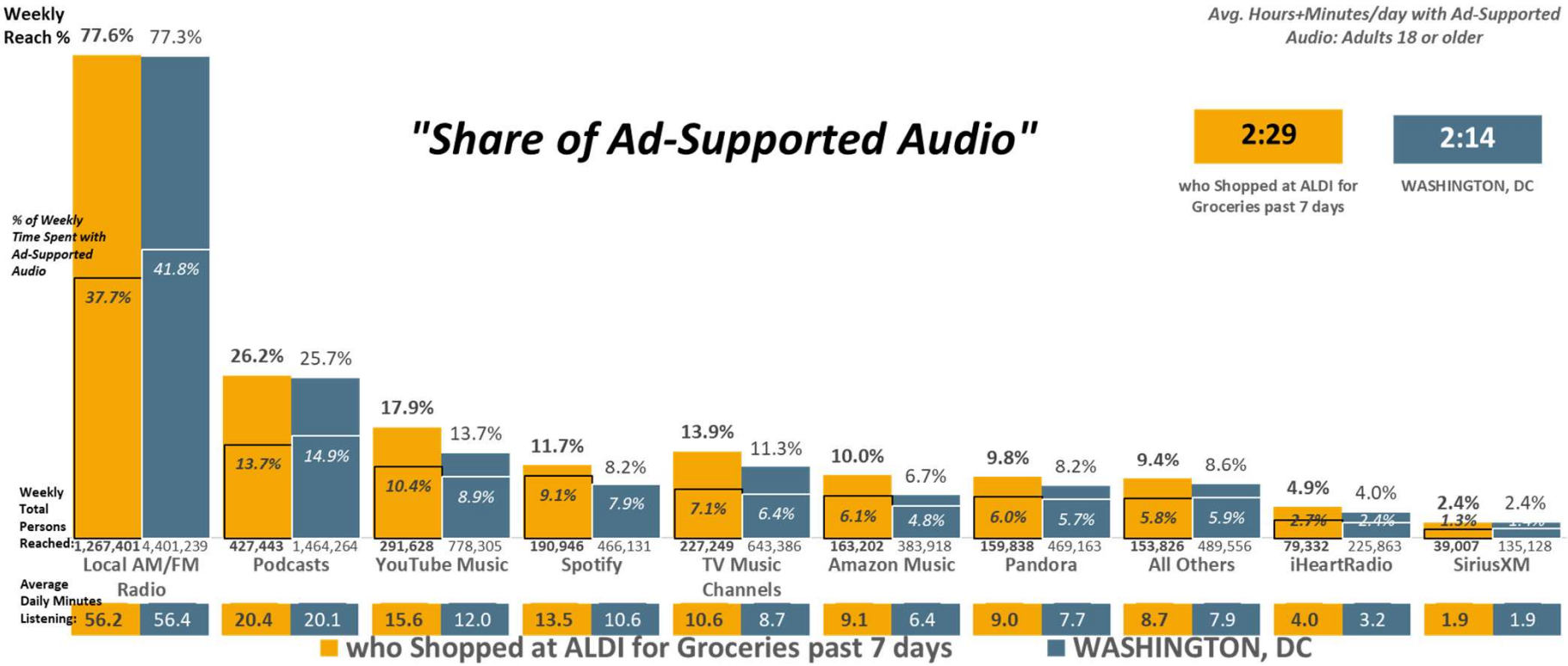
ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 850 ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,933

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Grocery stores shopped past 7 days (HHLD): ALDI

1,267,401 or 77.6% of Adults 18 or older who Shopped at ALDI for Groceries past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 56.2 minutes every day representing 37.7% of all time spent daily with Ad-Supported Audio.



WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,457 WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 5,557
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Grocery stores shopped past 7 days (HHLD): ALDI

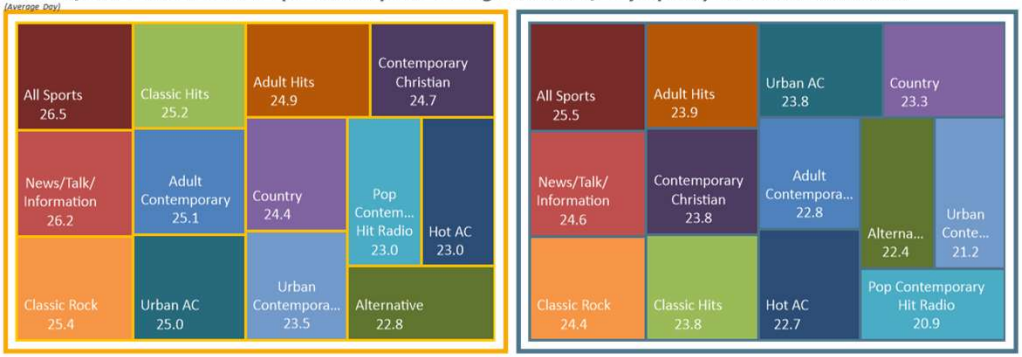


64,308,699 or 82.2% of Adults 18 or older who Shopped at ALDI for Groceries past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Classic Hits, Classic Rock, and Country.

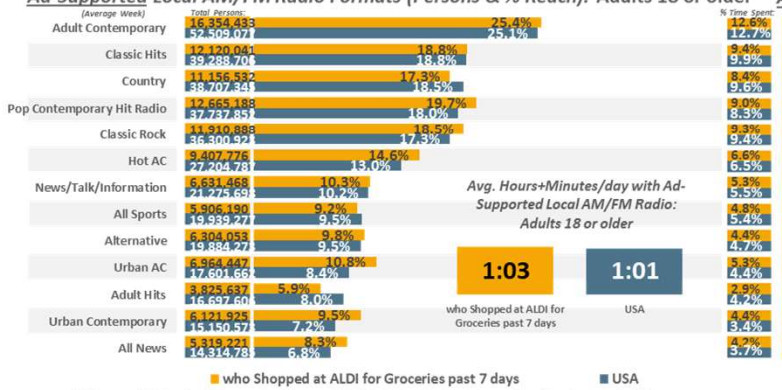
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



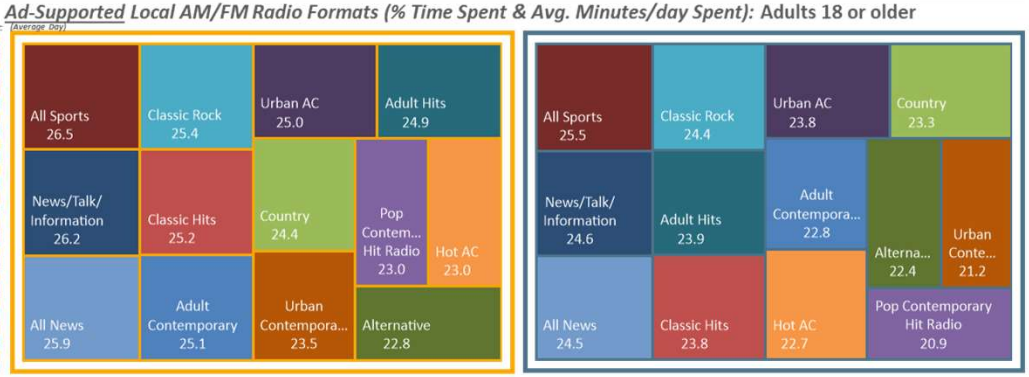
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 6,464

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

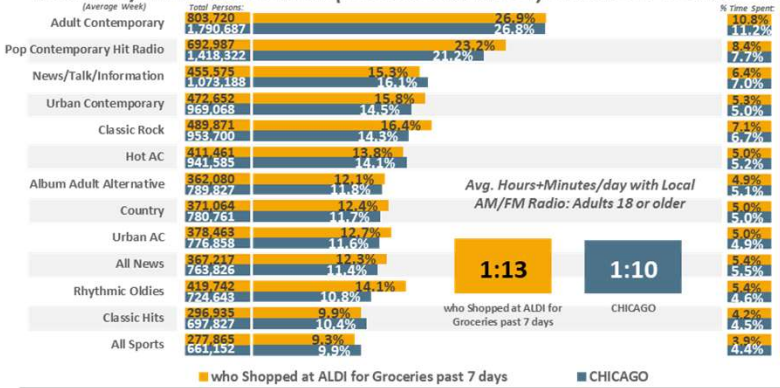
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Grocery stores shopped past 7 days (HHLD): ALDI

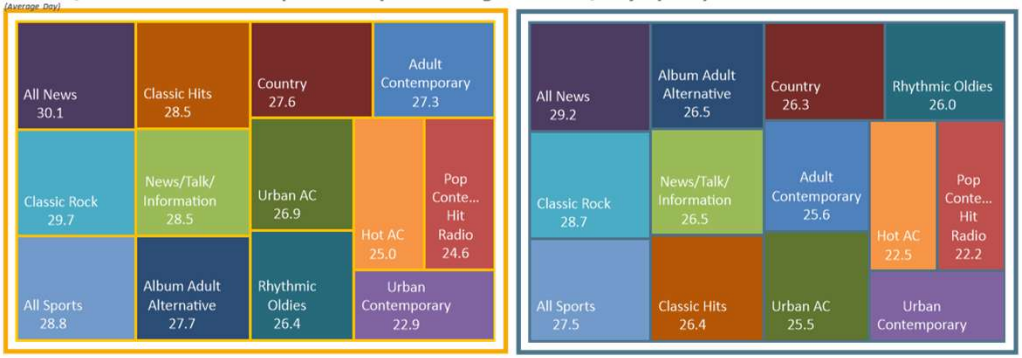


2,861,994 or 84.9% of Adults 18 or older who Shopped at ALDI for Groceries past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Classic Rock, Urban Contemporary, and Rhythmic Oldies.

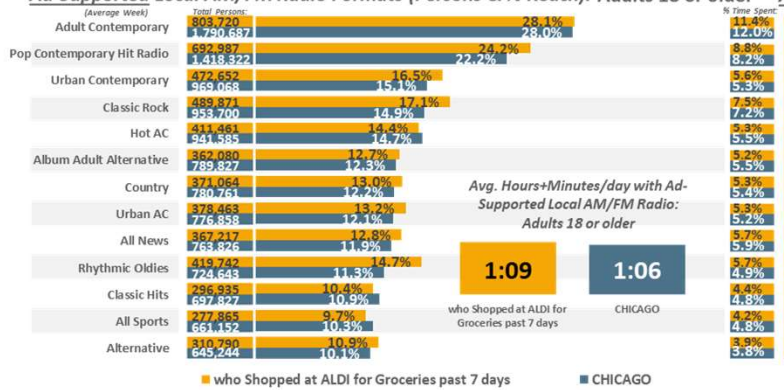
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



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



CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,504

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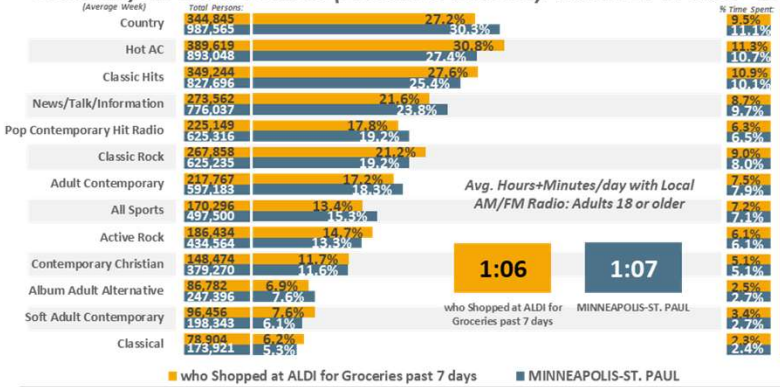
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Grocery stores shopped past 7 days (HHLD): ALDI

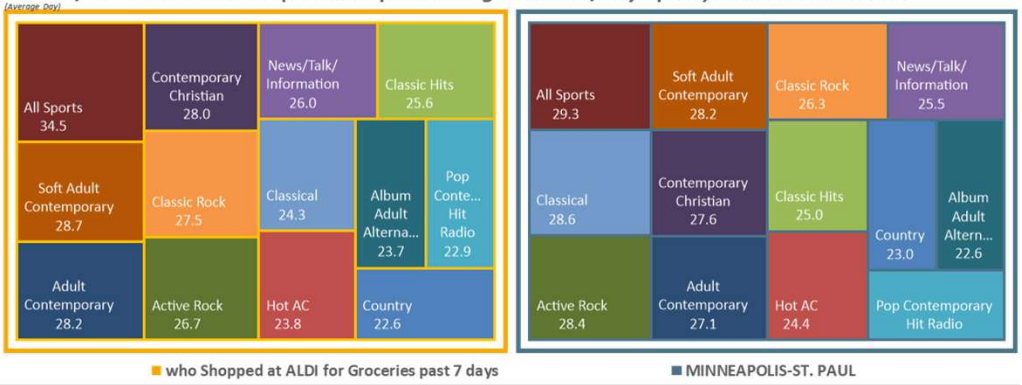


1,187,324 or 82.1% of Adults 18 or older who Shopped at ALDI for Groceries past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Hot AC, Classic Hits, Country, Classic Rock, and Pop Contemporary Hit Radio.

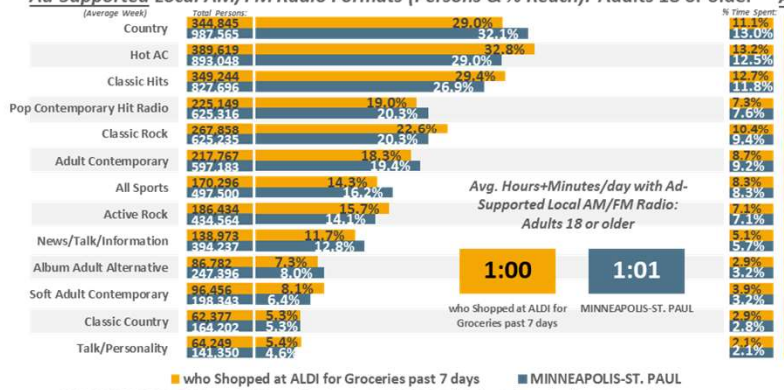
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



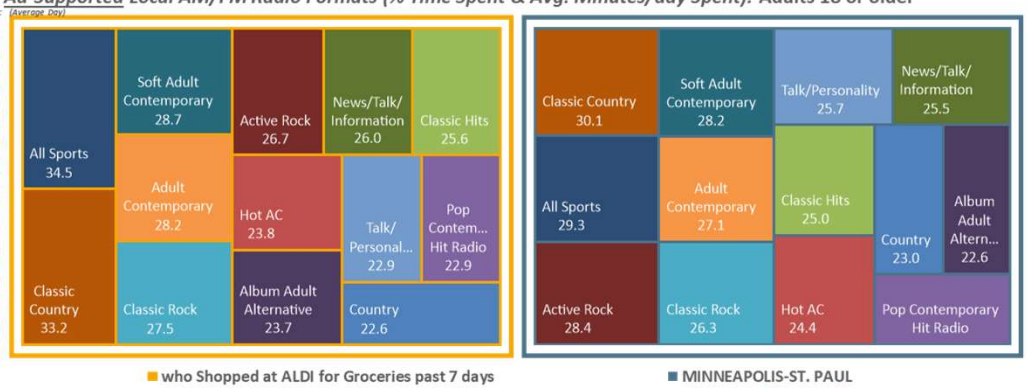
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 2024: Jul23-Aug24 Qual Intab 698

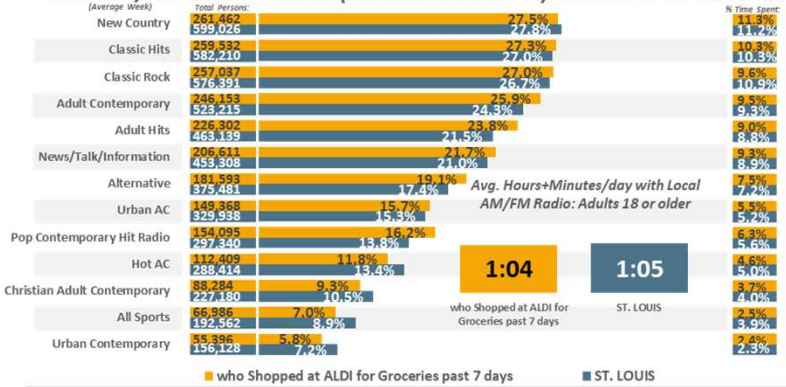
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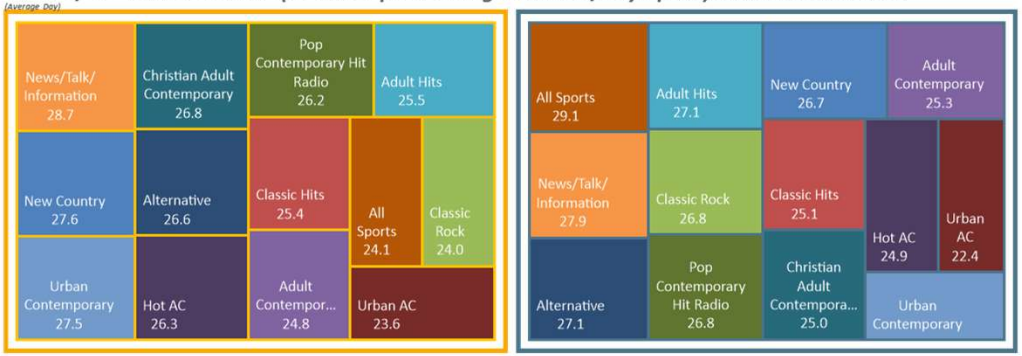
Grocery stores shopped past 7 days (HHLD): ALDI

910,965 or 84.9% of Adults 18 or older who Shopped at ALDI for Groceries past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are New Country, Classic Hits, Classic Rock, Adult Contemporary, and Adult Hits.

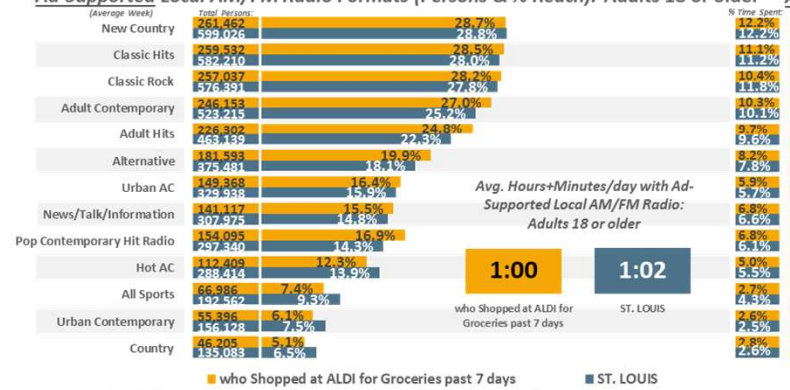
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



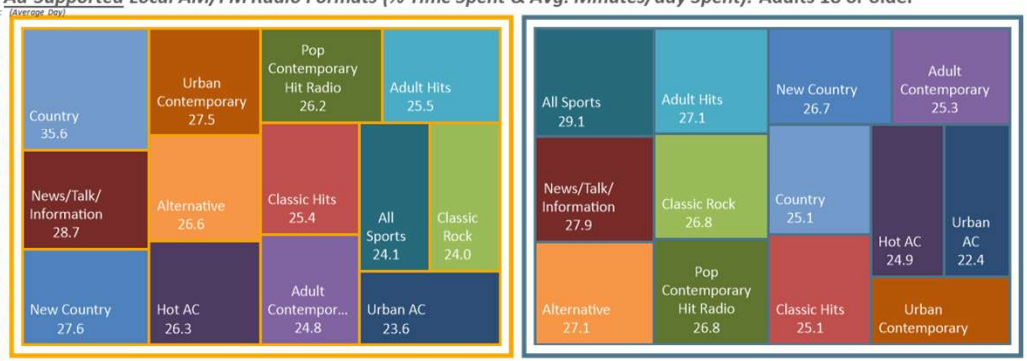
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 850

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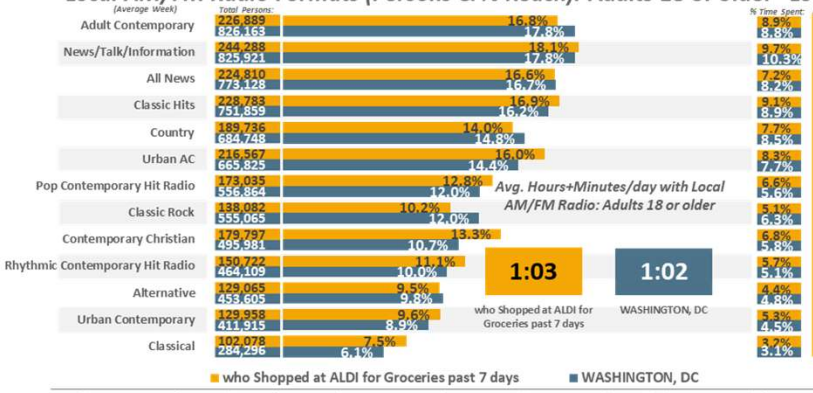
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Grocery stores shopped past 7 days (HHLD): ALDI

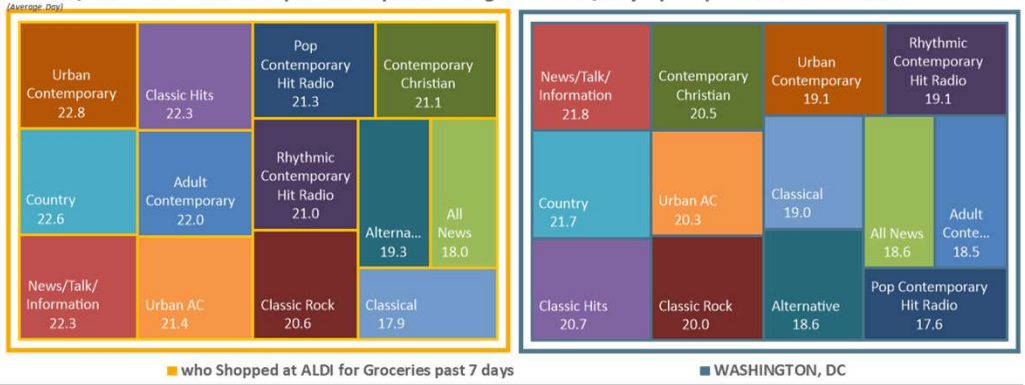


1,267,401 or 77.6% of Adults 18 or older who Shopped at ALDI for Groceries past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Adult Contemporary, All News, Urban AC, and Country.

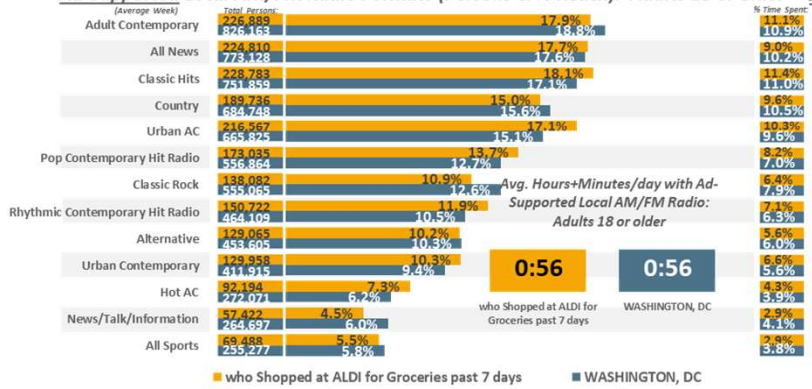
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



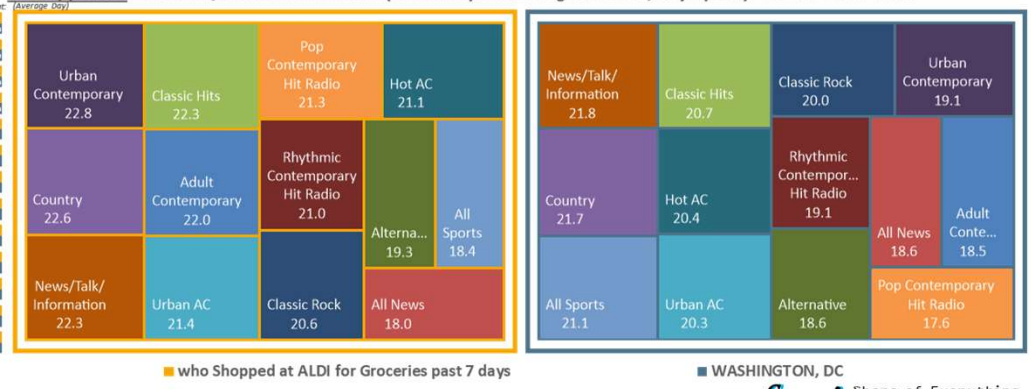
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,457

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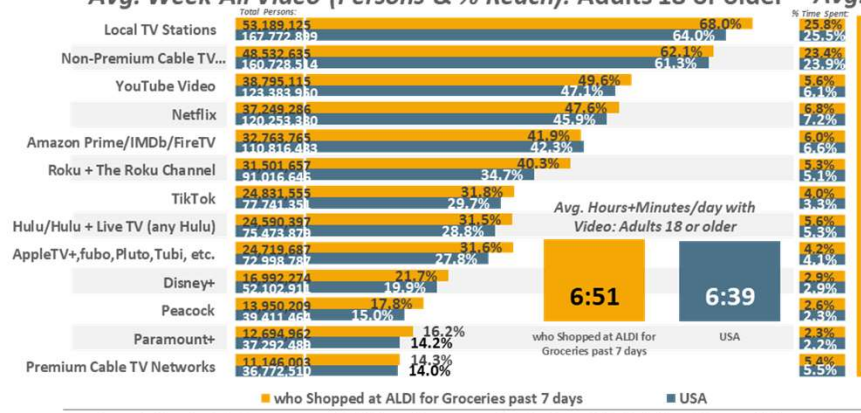
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Grocery stores shopped past 7 days (HHLD): ALDI

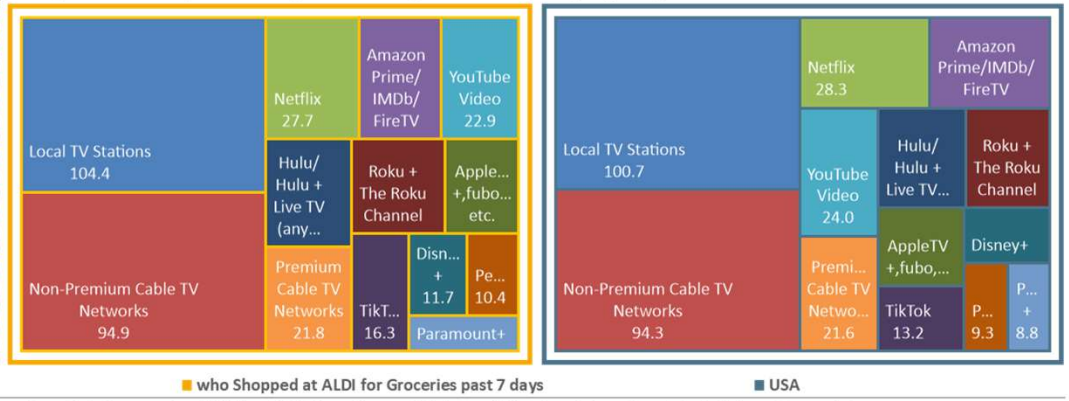
USA

52,321,052 or 66.9% of Adults 18 or older who Shopped at ALDI for Groceries past 7 days watch Ad-Supported Local TV Stations for an average of 99.1 minutes every day representing 29.7% of all time spent daily with Ad-Supported Video.

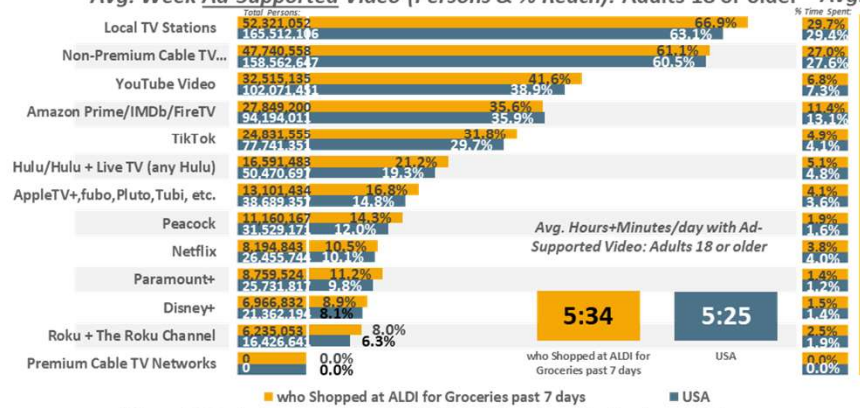
Avg. Week All Video (Persons & % Reach): Adults 18 or older



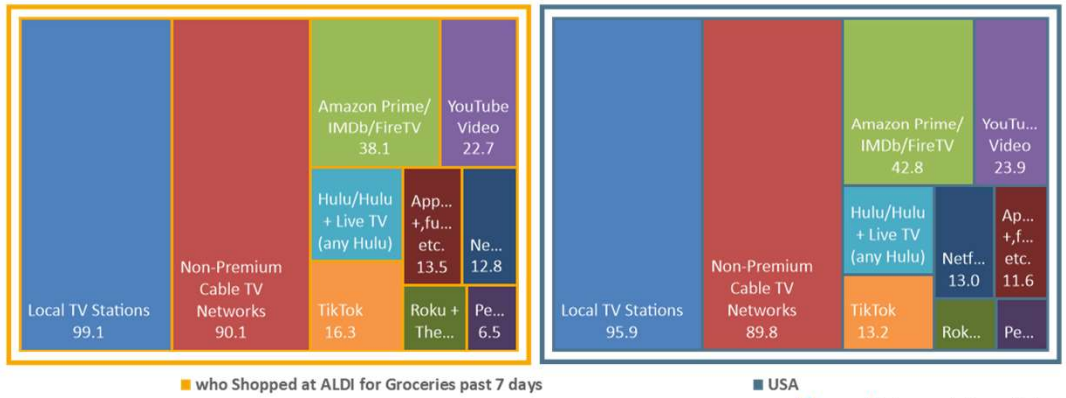
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 6,464

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

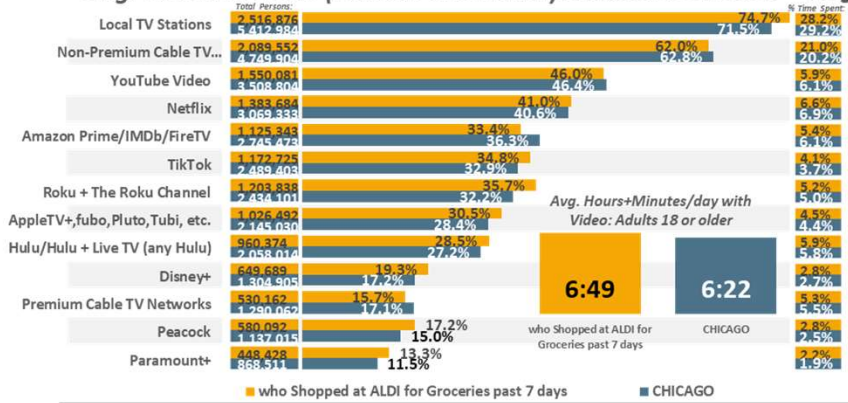
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Grocery stores shopped past 7 days (HHLD): ALDI

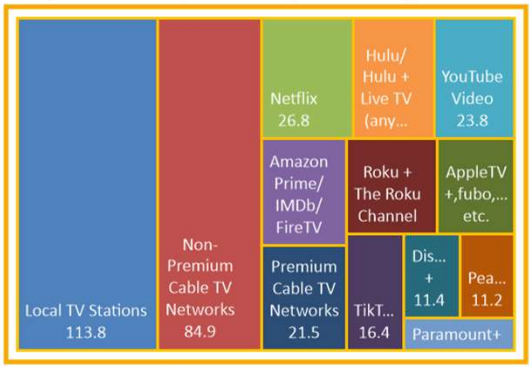


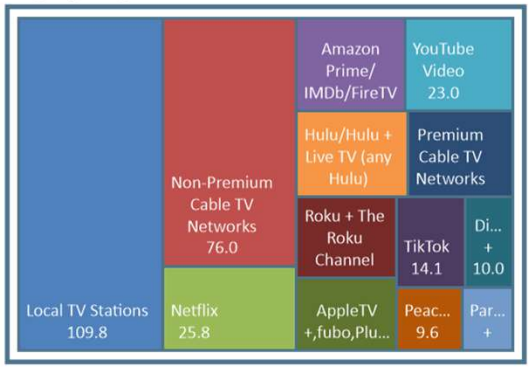
2,484,667 or 73.7% of Adults 18 or older who Shopped at ALDI for Groceries past 7 days watch Ad-Supported Local TV Stations for an average of 108.1 minutes every day representing 32.5% of all time spent daily with Ad-Supported Video.

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

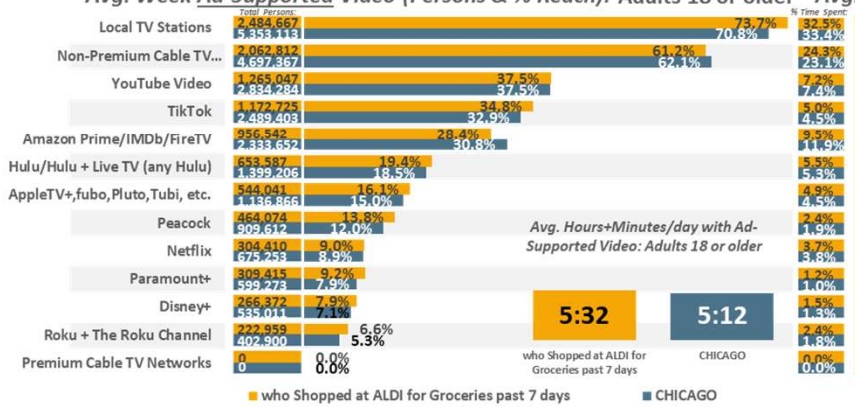


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

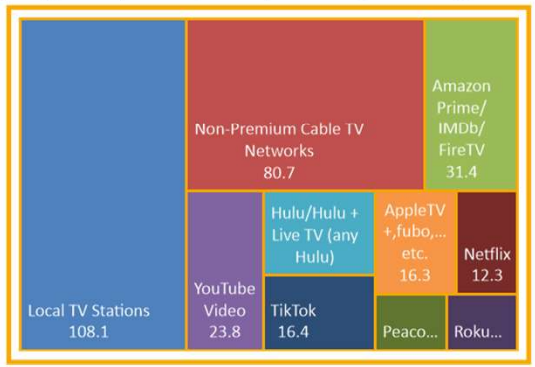


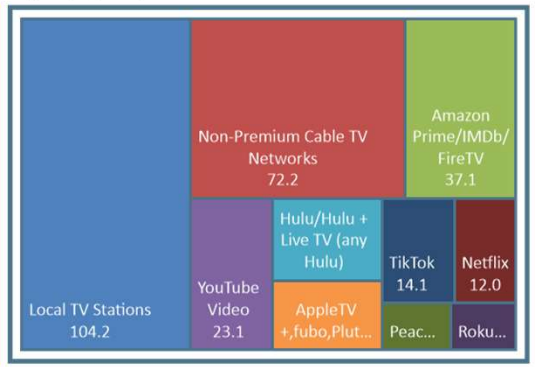


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,504

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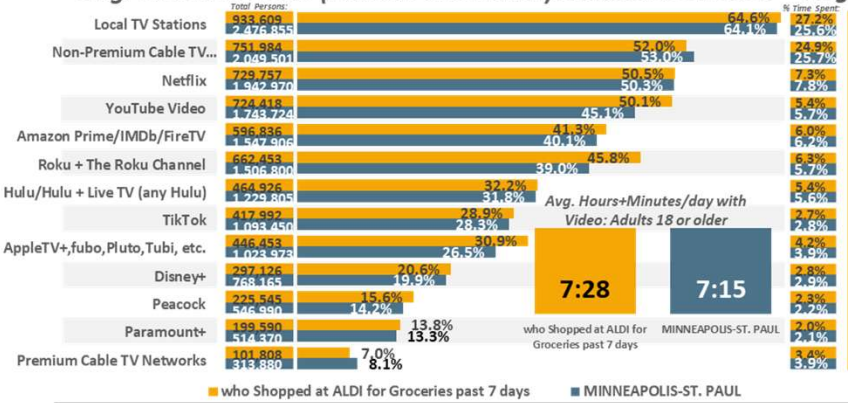
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Grocery stores shopped past 7 days (HHLD): ALDI

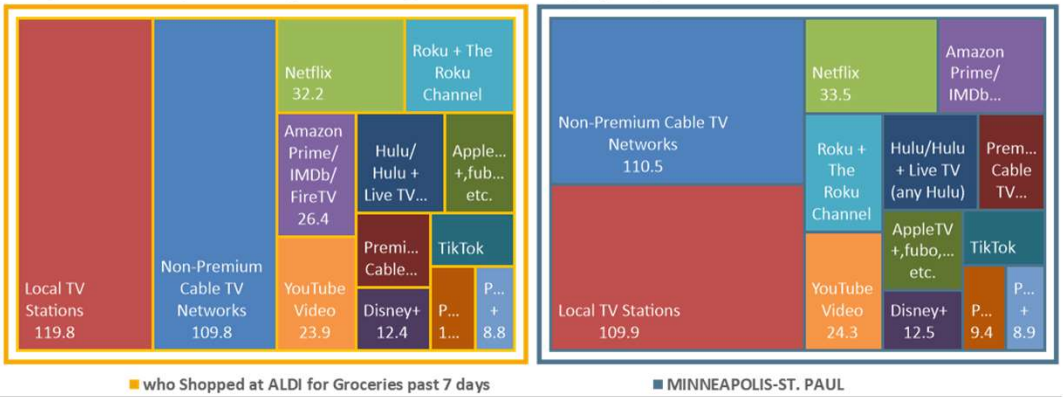


919,740 or 63.6% of Adults 18 or older who Shopped at ALDI for Groceries past 7 days watch Ad-Supported Local TV Stations for an average of 113.6 minutes every day representing 31.7% of all time spent daily with Ad-Supported Video.

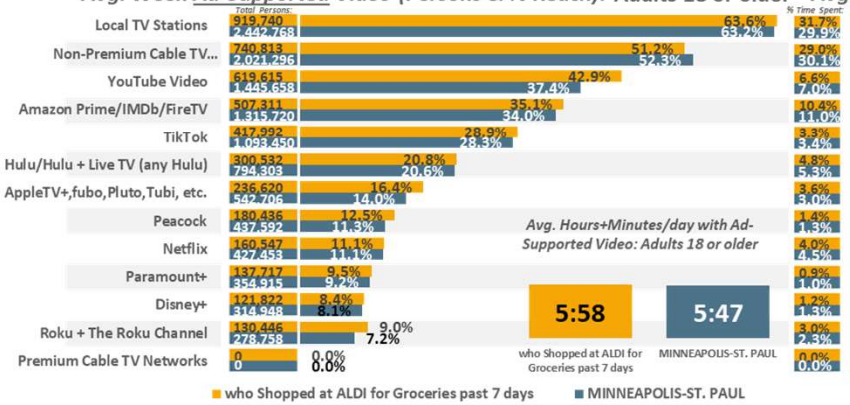
Avg. Week All Video (Persons & % Reach): Adults 18 or older



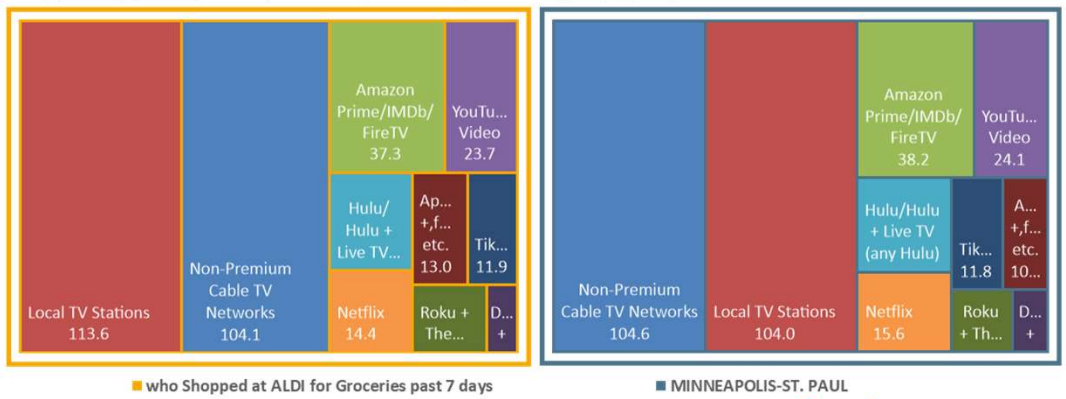
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 698

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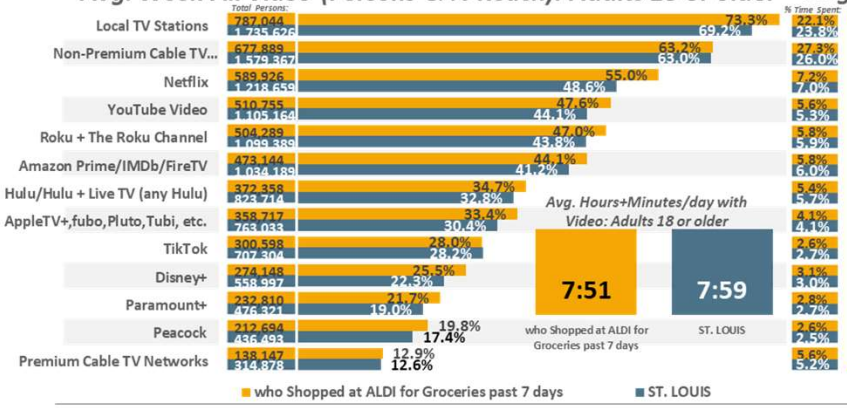
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Grocery stores shopped past 7 days (HHLD): ALDI

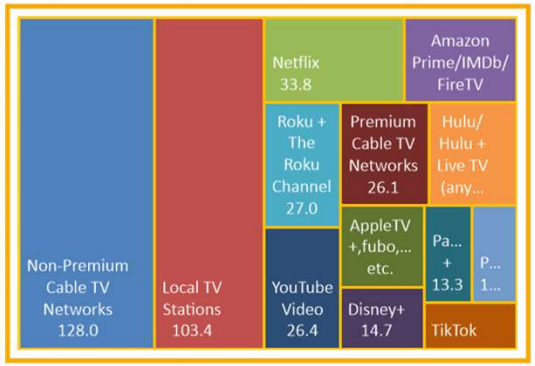


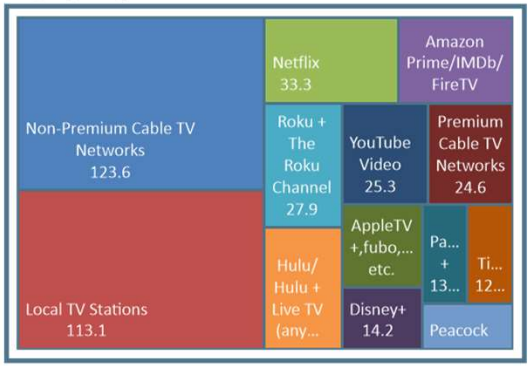
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Avg. Week All Video (Persons & % Reach): Adults 18 or older



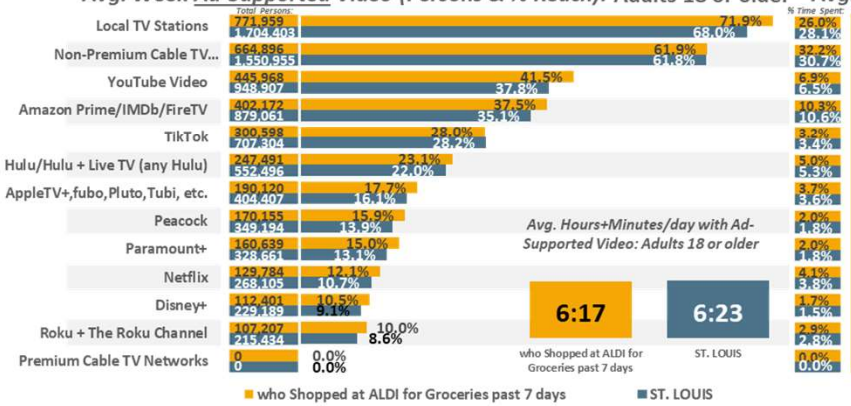
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



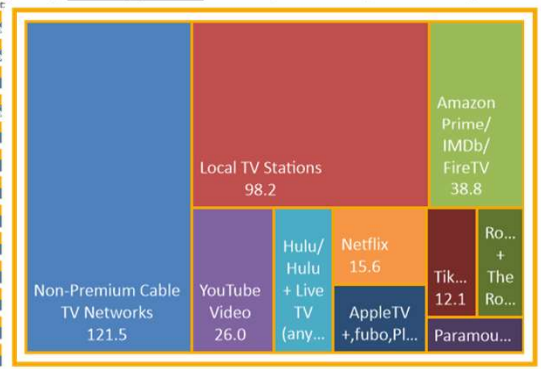


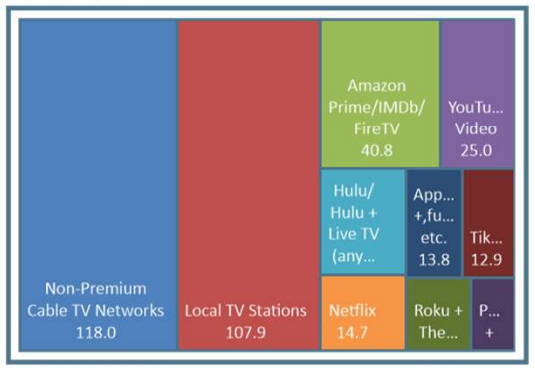
who Shopped at ALDI for Groceries past 7 days ■ ST. LOUIS

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





who Shopped at ALDI for Groceries past 7 days ■ ST. LOUIS

ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 850

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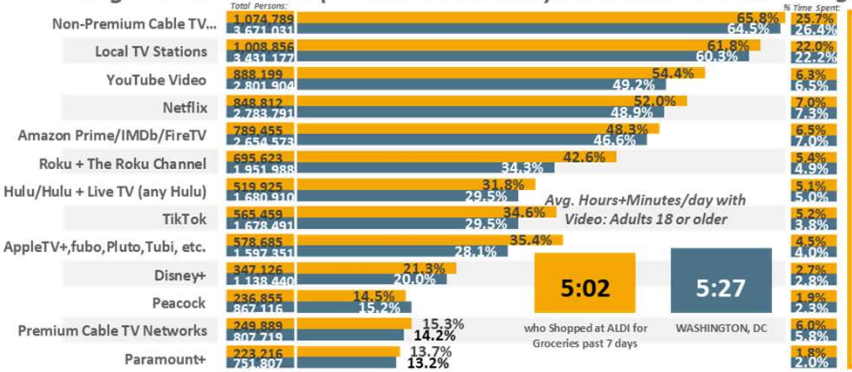
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Grocery stores shopped past 7 days (HHLD): ALDI

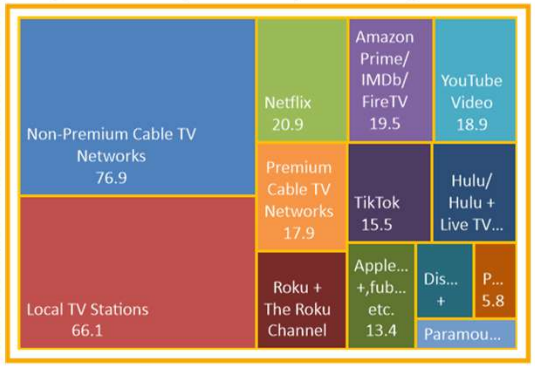


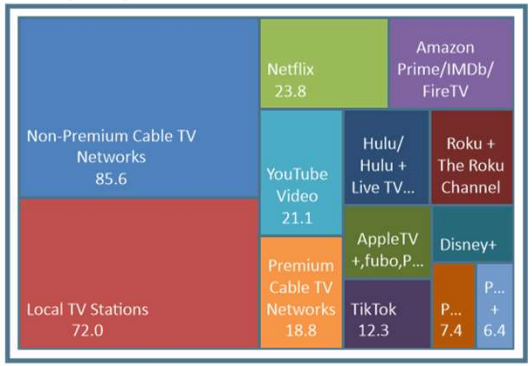
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Avg. Week All Video (Persons & % Reach): Adults 18 or older

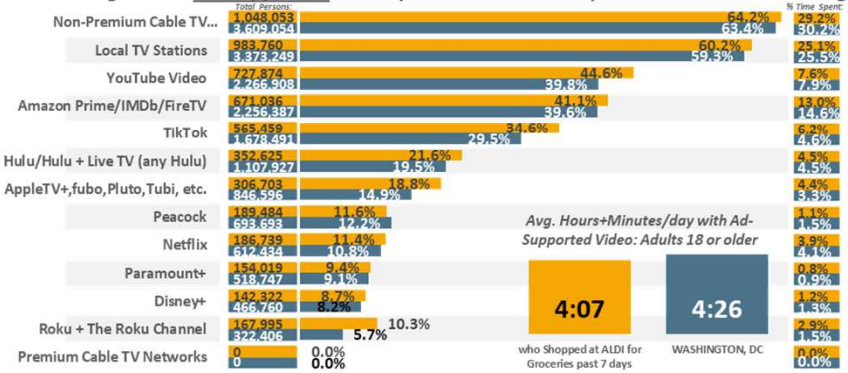


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

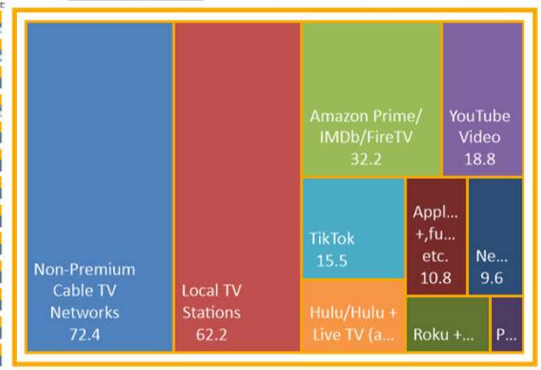


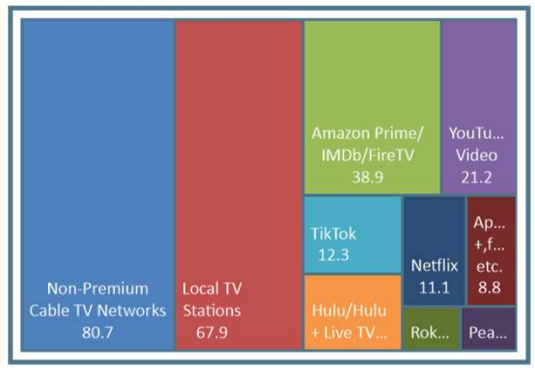


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,457

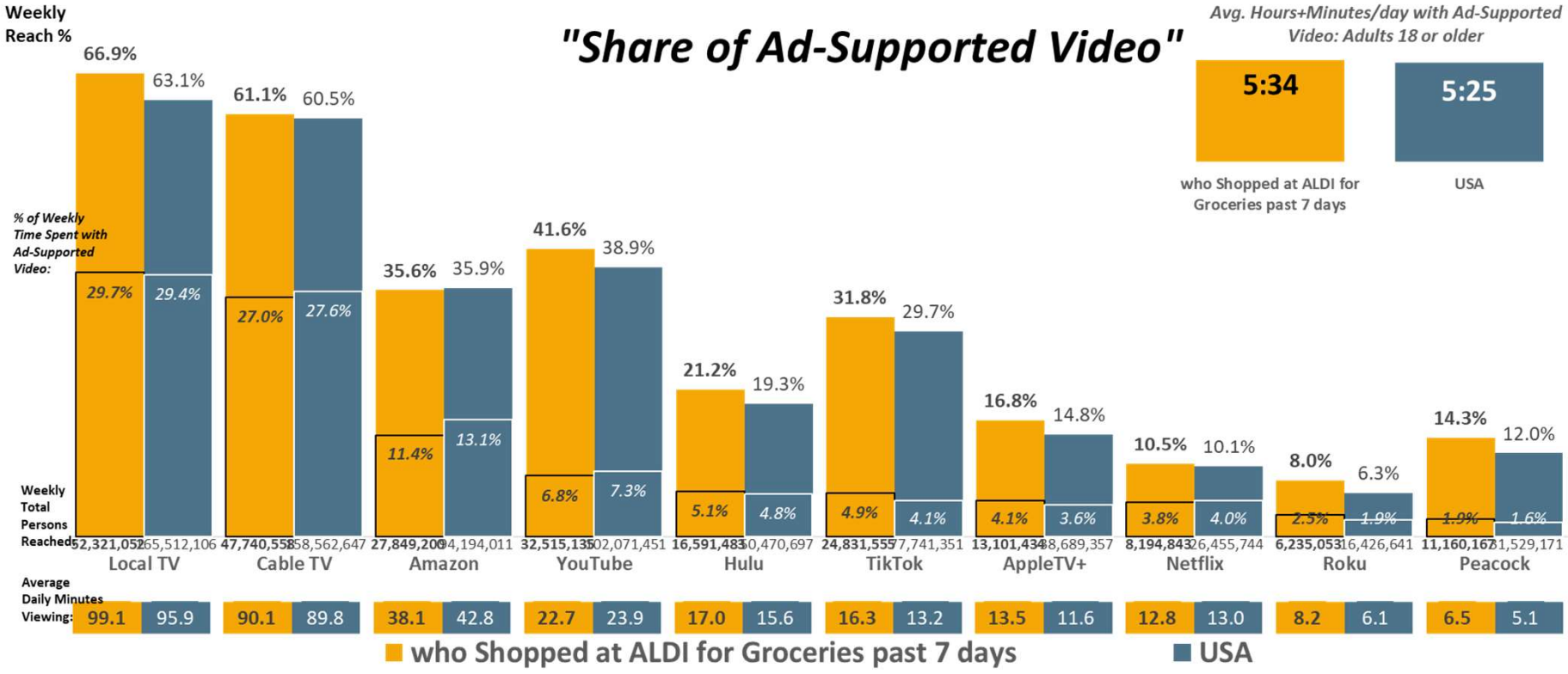
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Grocery stores shopped past 7 days (HHLD): ALDI



52,321,052 or 66.9% of Adults 18 or older who Shopped at ALDI for Groceries past 7 days watch Ad-Supported Local TV Stations for an average of 99.1 minutes every day representing 29.7% of all time spent daily with Ad-Supported Video.



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 6,464

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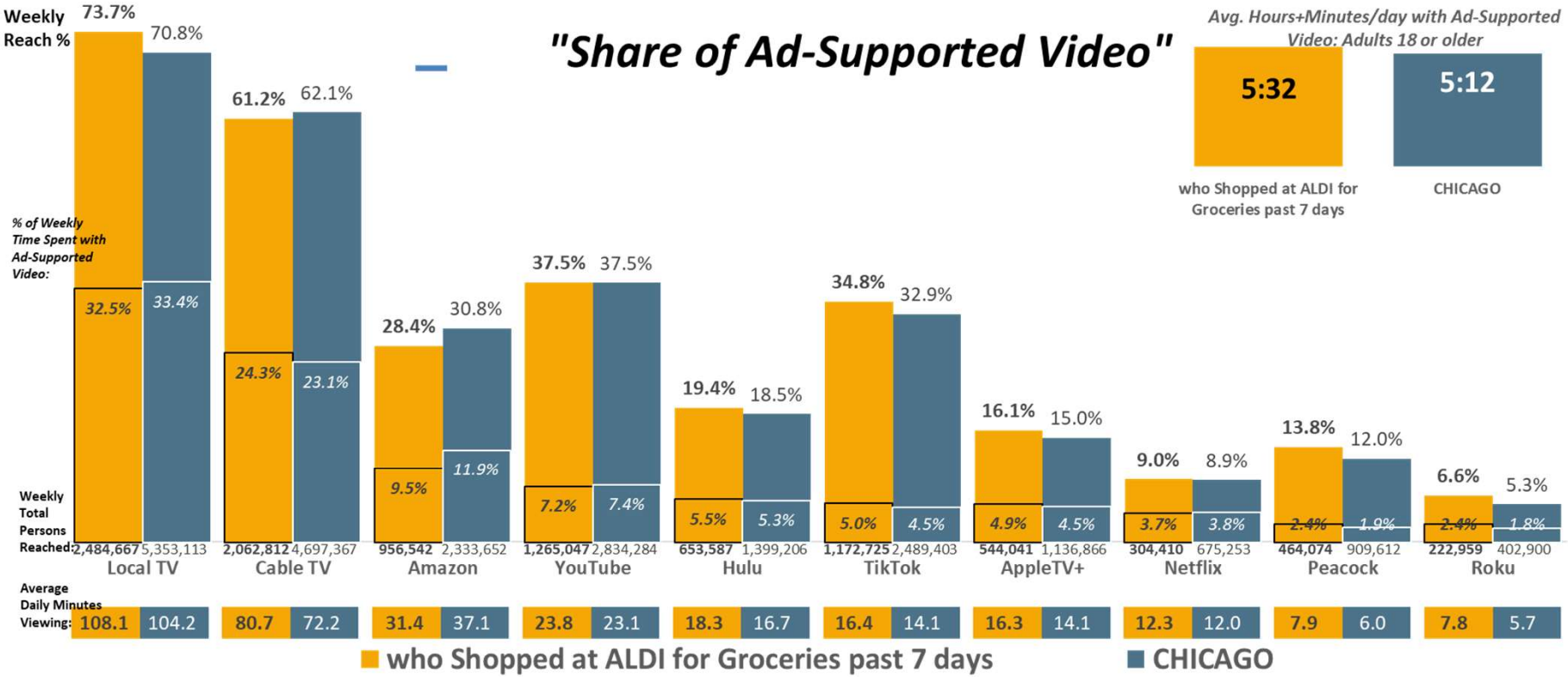
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

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Grocery stores shopped past 7 days (HHLD): ALDI



2,484,667 or 73.7% of Adults 18 or older who Shopped at ALDI for Groceries past 7 days watch Ad-Supported Local TV Stations for an average of 108.1 minutes every day representing 32.5% of all time spent daily with Ad-Supported Video.



CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,504 CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 3,420

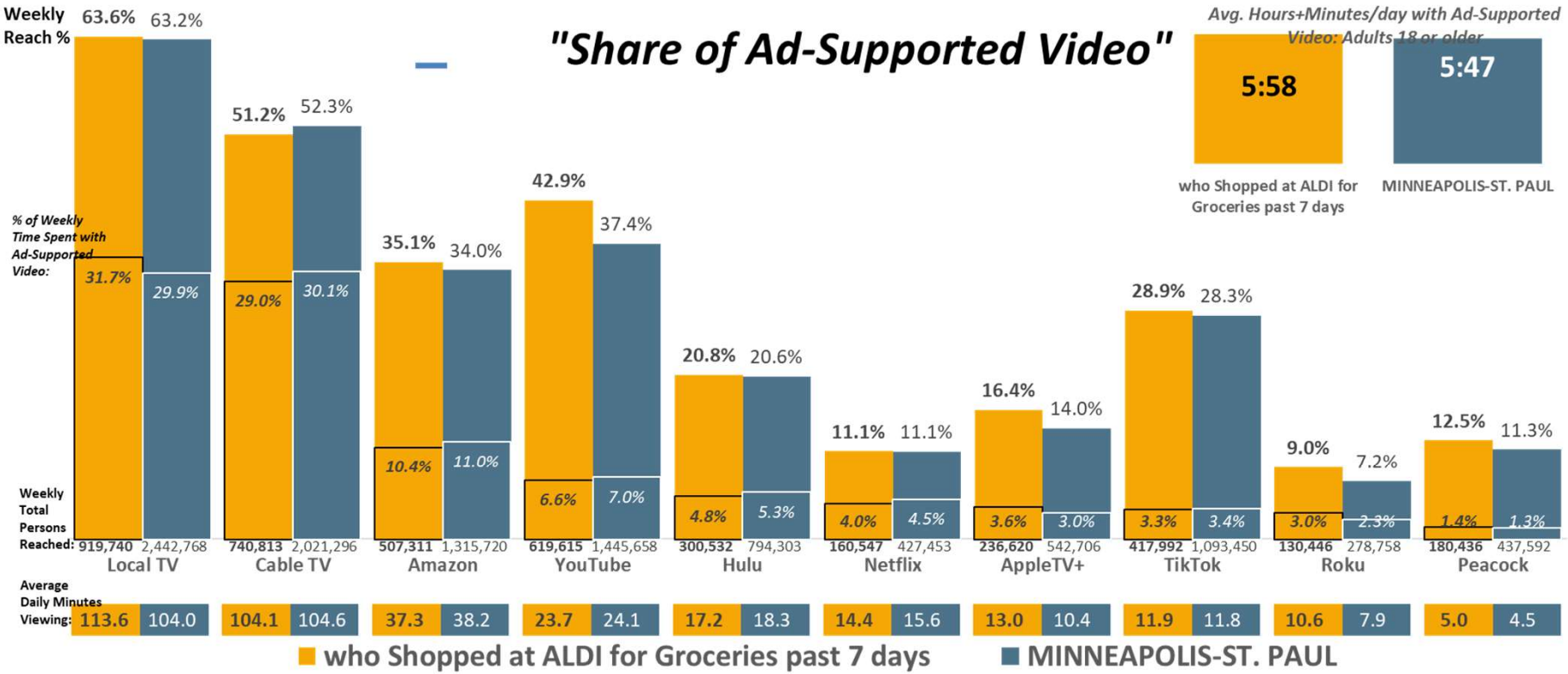
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MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 698 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,862

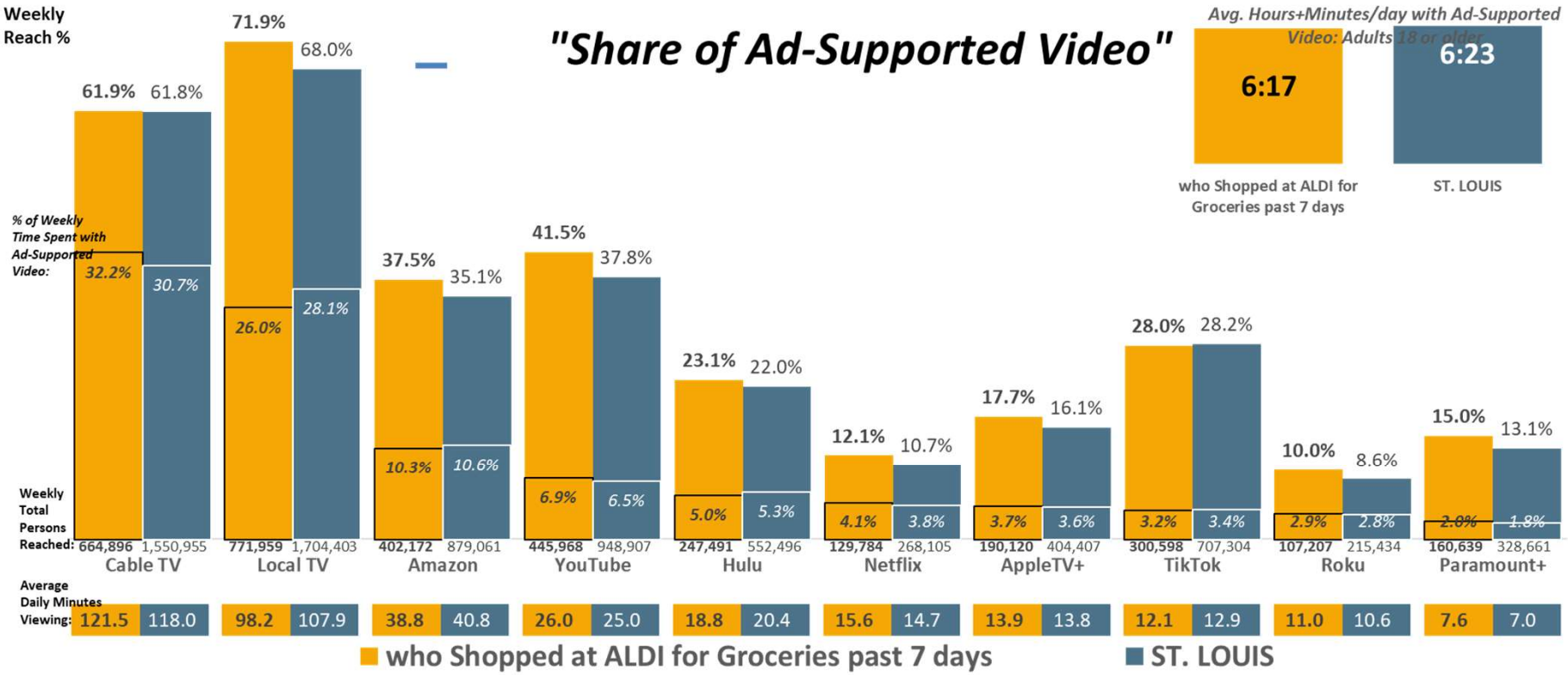
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Grocery stores shopped past 7 days (HHLD): ALDI



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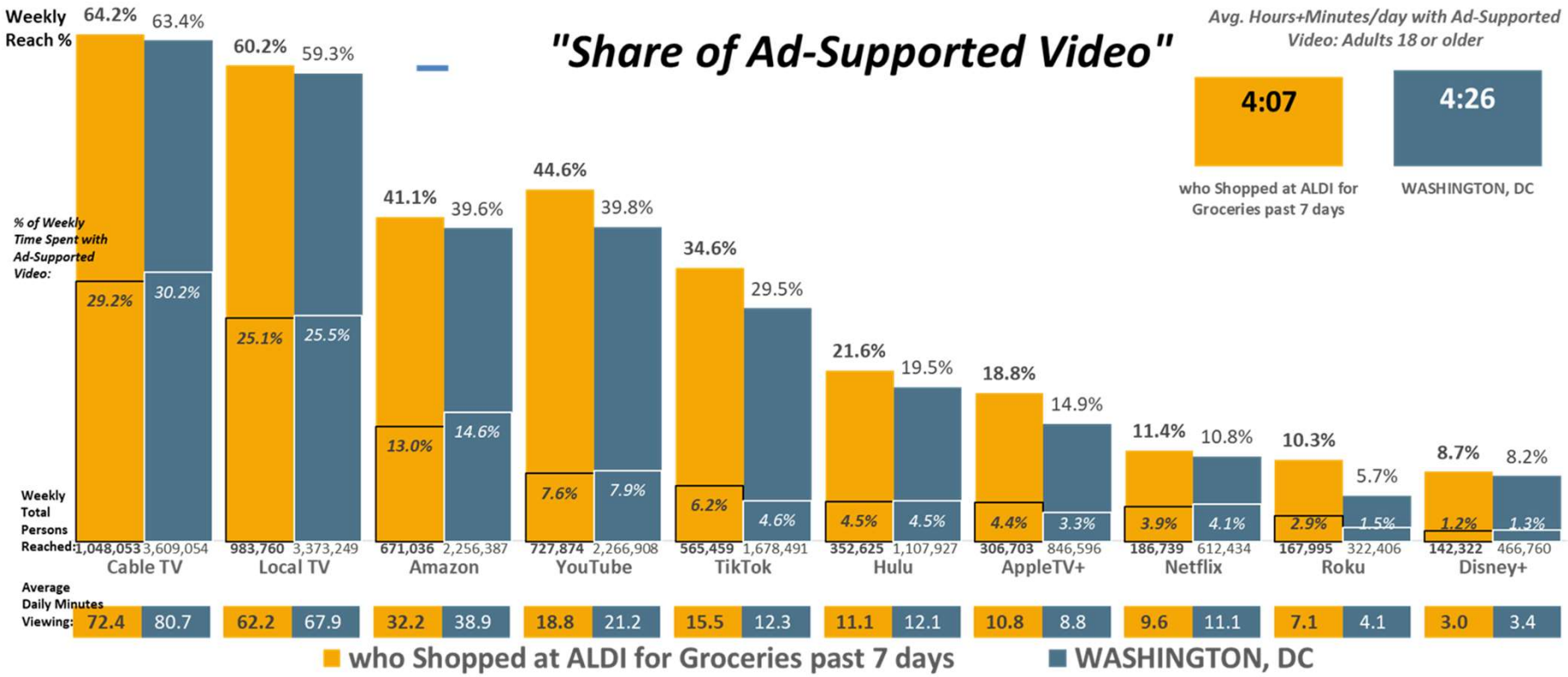
ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 850 ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,933

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WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,457 WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 5,557

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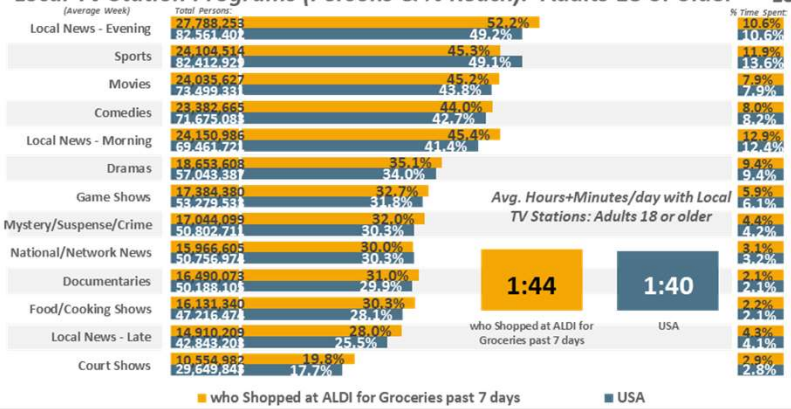
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Grocery stores shopped past 7 days (HHLD): ALDI

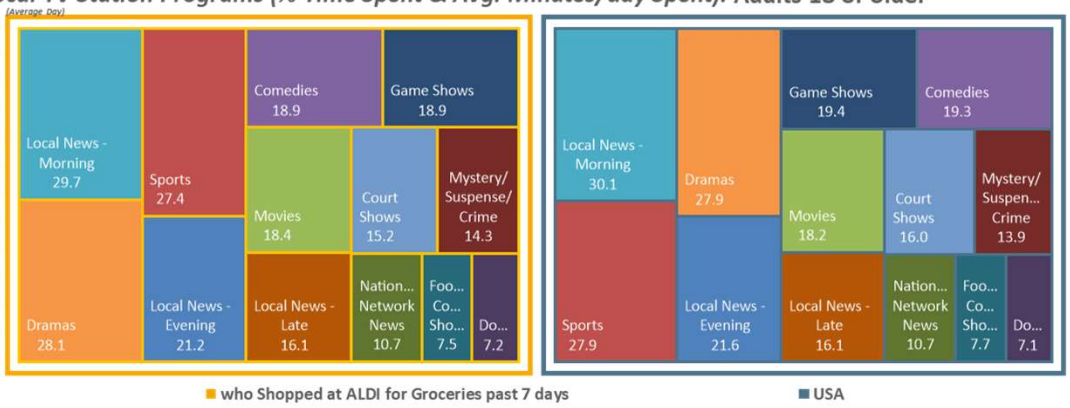


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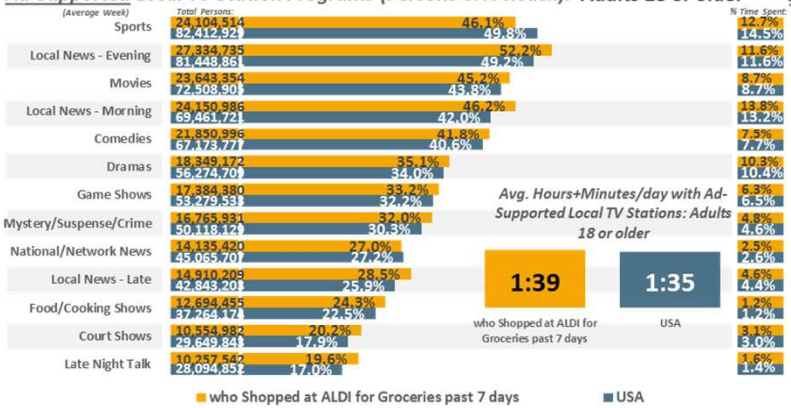
Local TV Station Programs (Persons & % Reach): Adults 18 or older



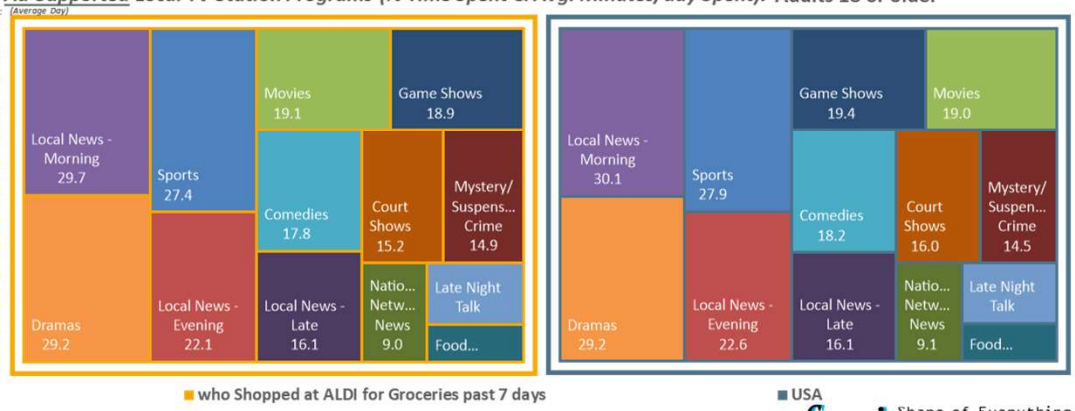
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 6,464

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

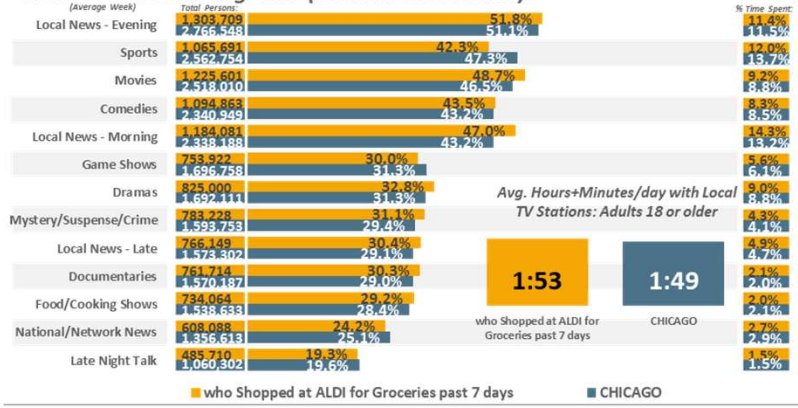
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Grocery stores shopped past 7 days (HHLD): ALDI

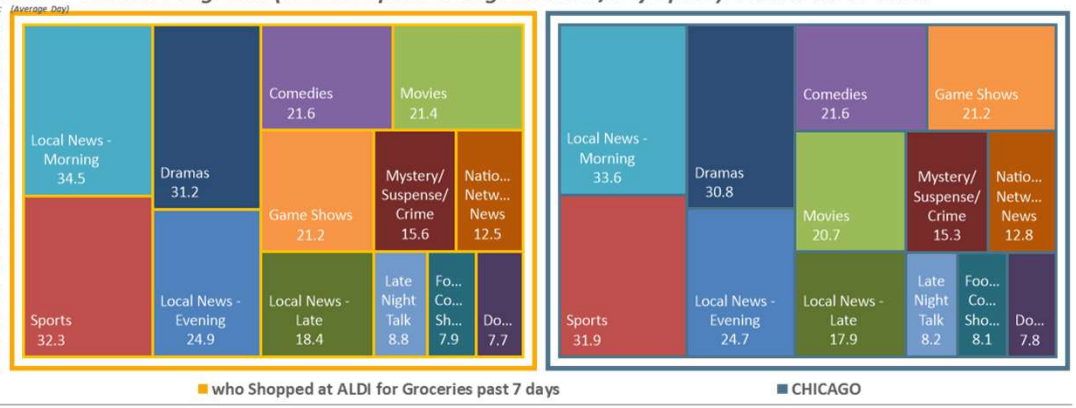


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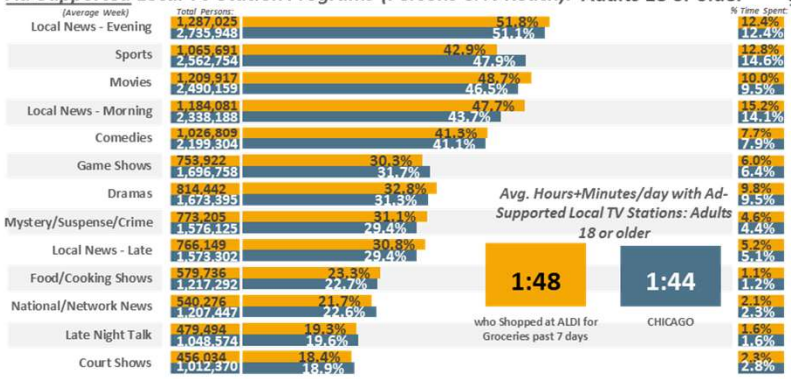
Local TV Station Programs (Persons & % Reach): Adults 18 or older



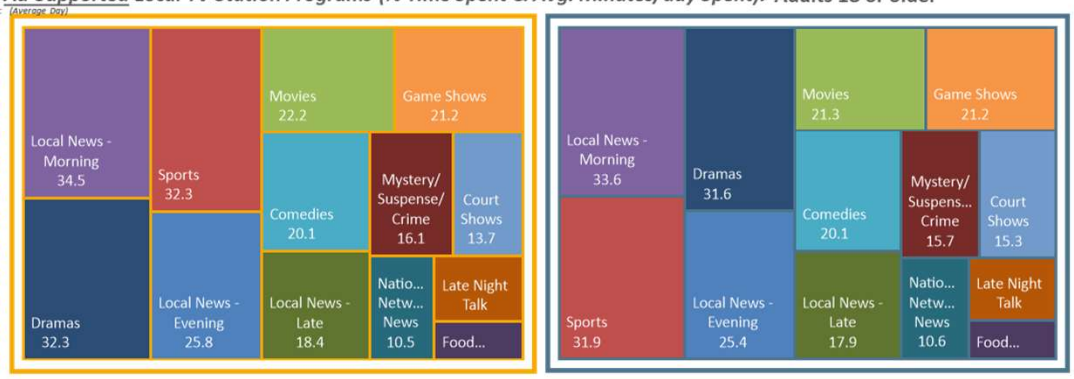
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,504

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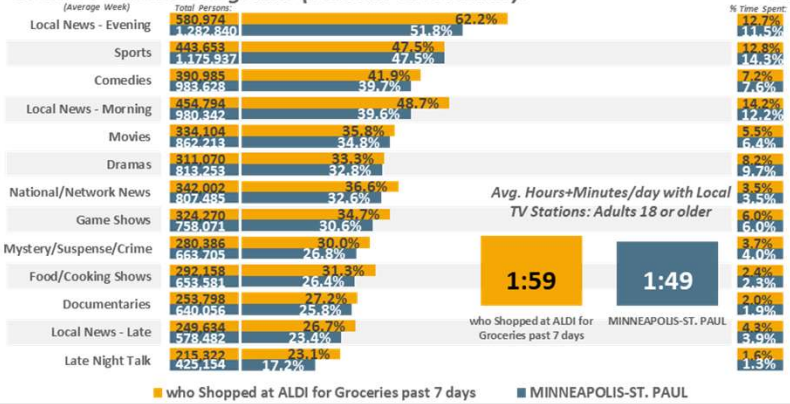
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Grocery stores shopped past 7 days (HHLD): ALDI

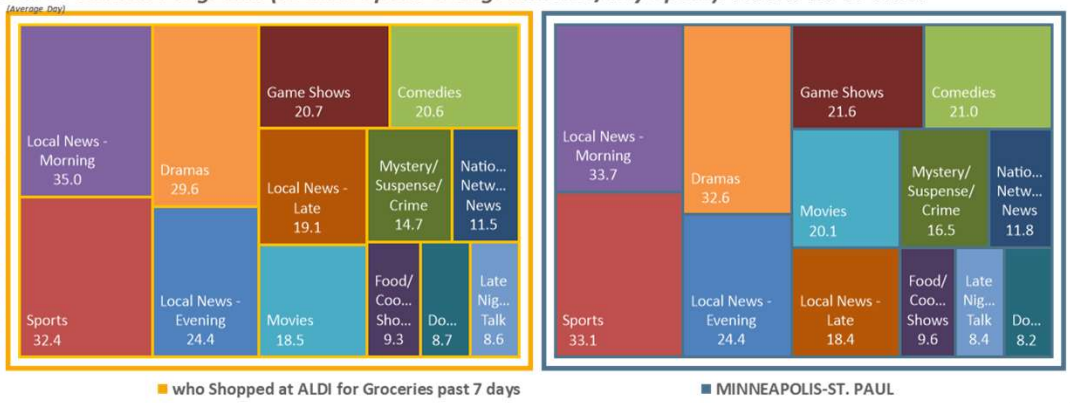


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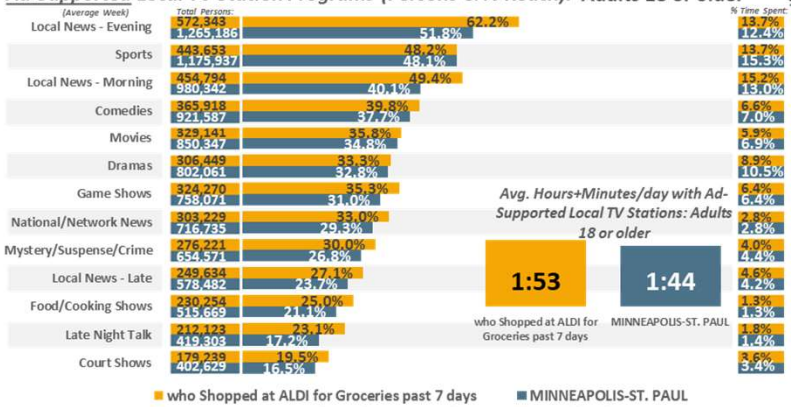
Local TV Station Programs (Persons & % Reach): Adults 18 or older



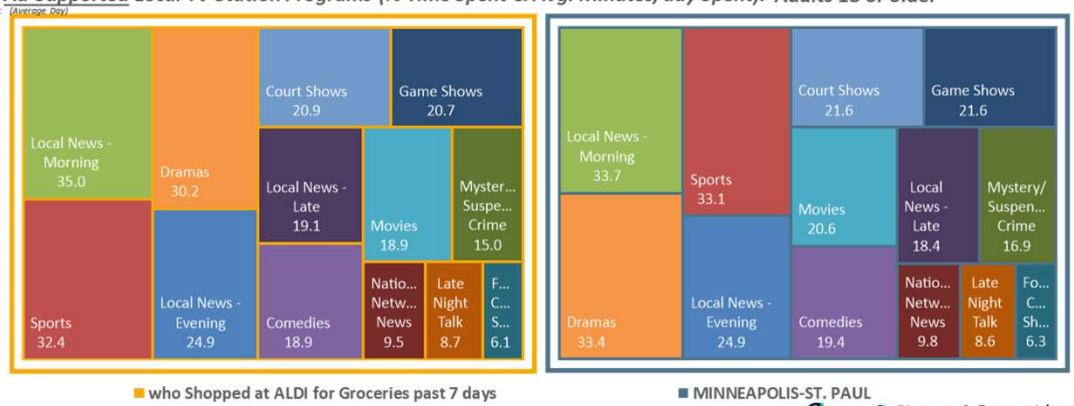
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 698

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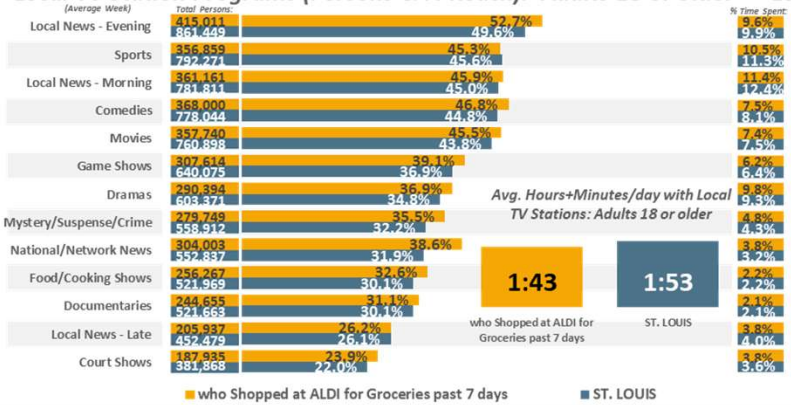
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Grocery stores shopped past 7 days (HHLD): ALDI

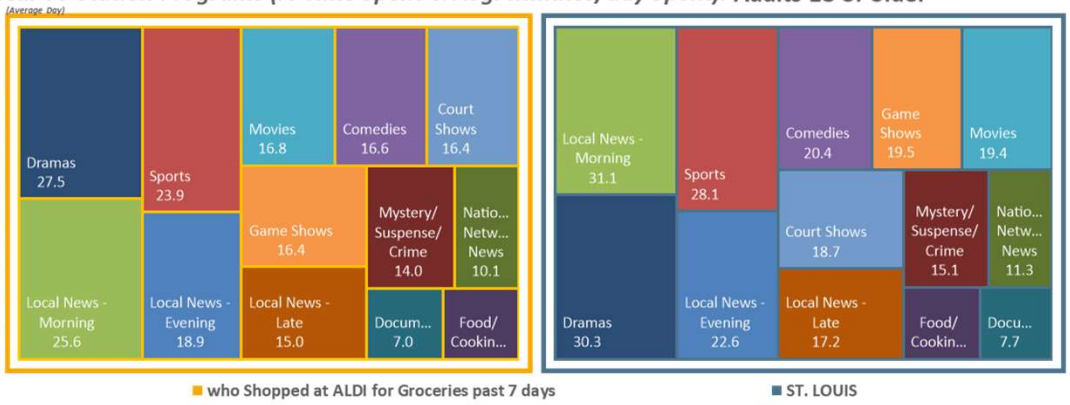


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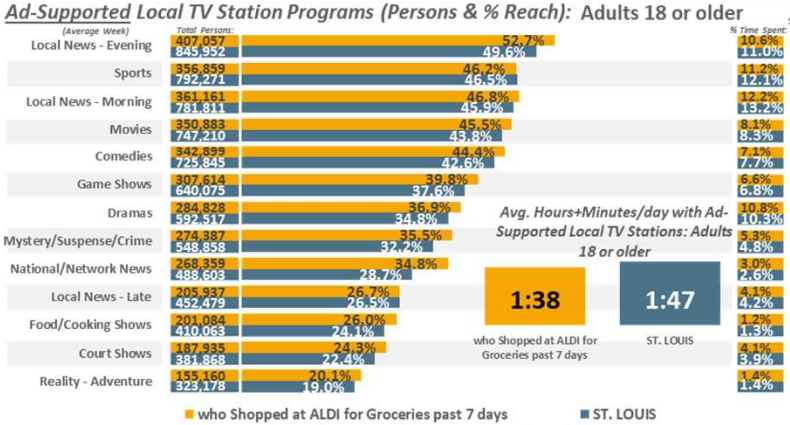
Local TV Station Programs (Persons & % Reach): Adults 18 or older



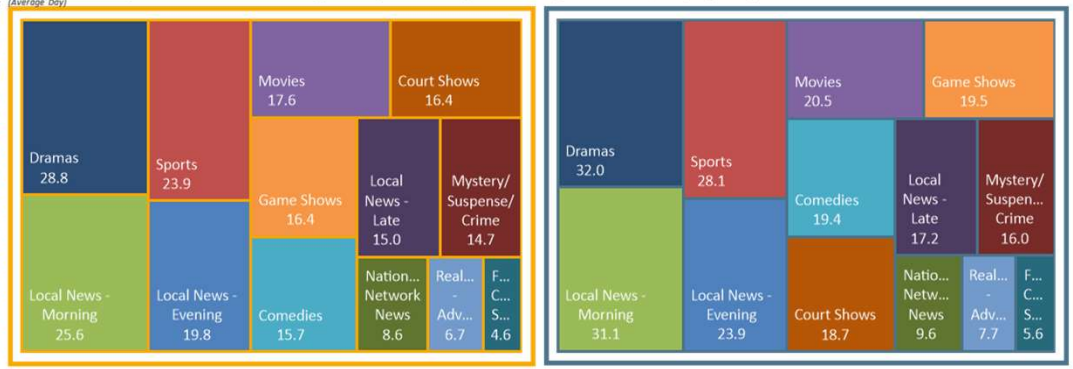
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 850

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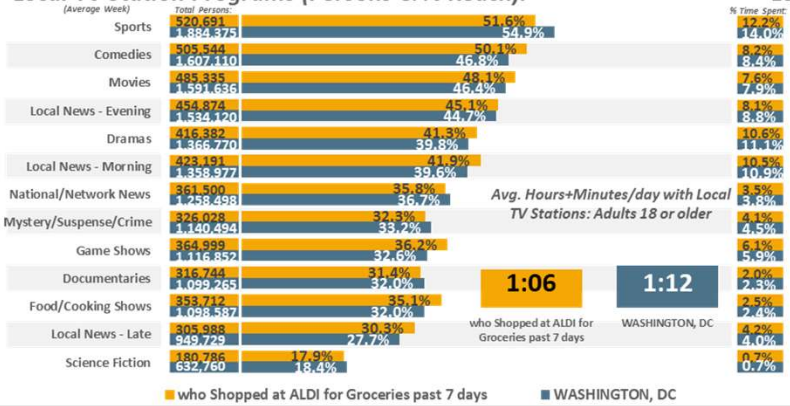
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Grocery stores shopped past 7 days (HHLD): ALDI

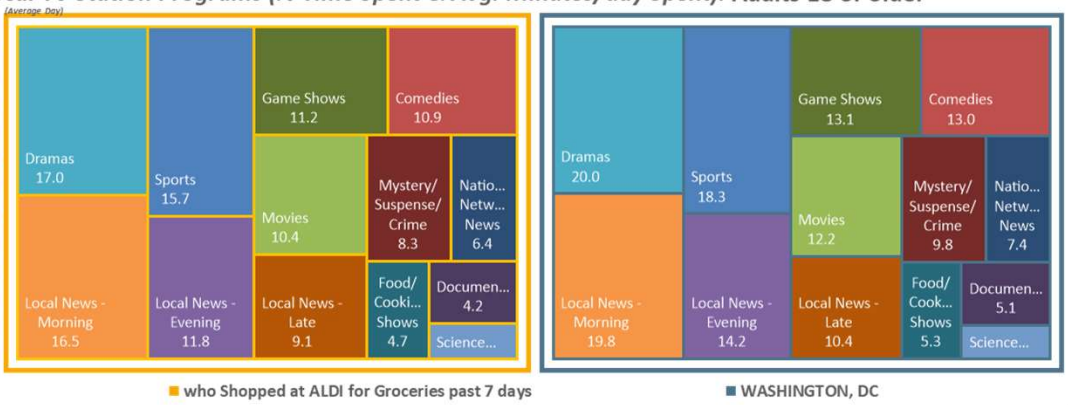


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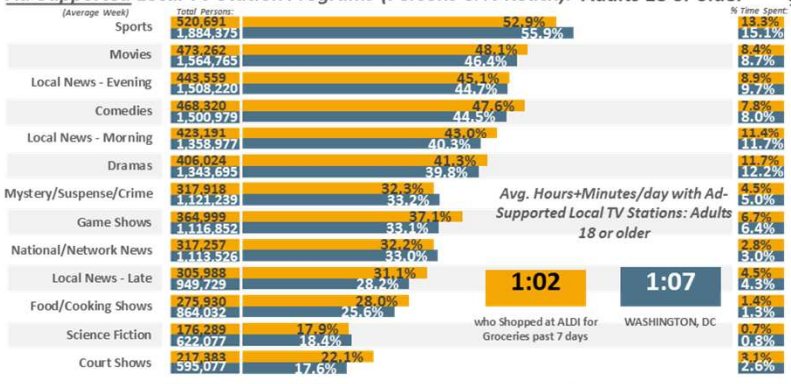
Local TV Station Programs (Persons & % Reach): Adults 18 or older



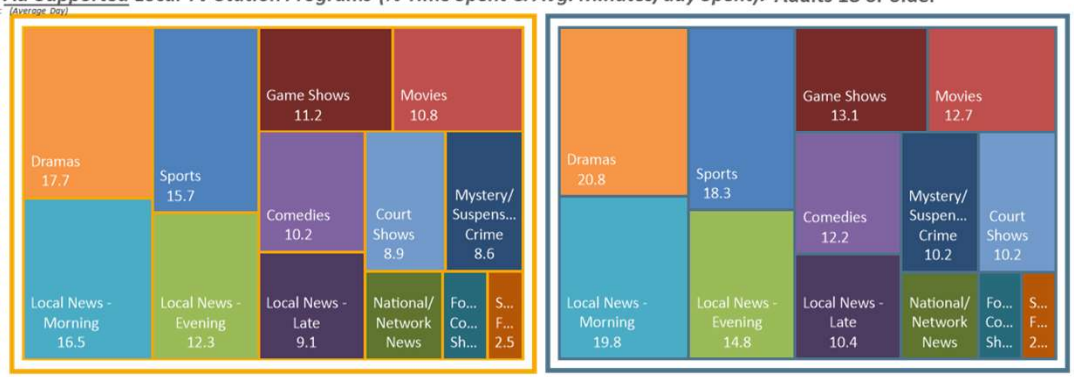
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Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 18 or older



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



WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,457

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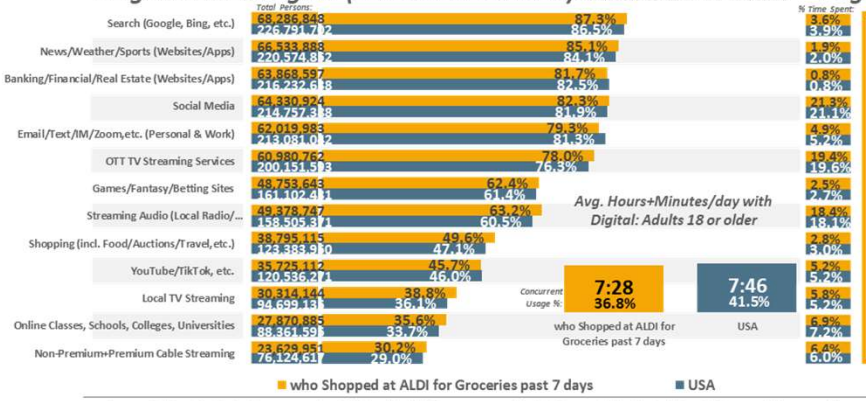
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Grocery stores shopped past 7 days (HHLD): ALDI

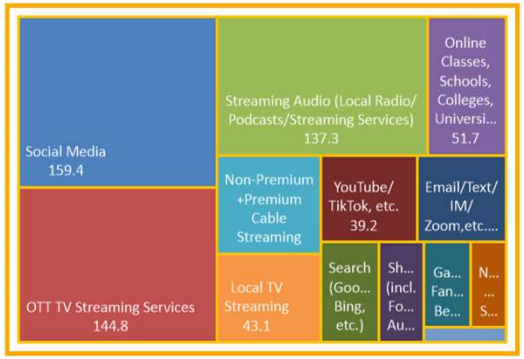


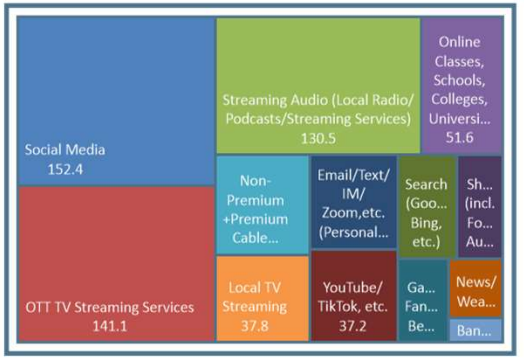
56,780,542 or 72.6% of Adults 18 or older who Shopped at ALDI for Groceries past 7 days use Ad-Supported Social Media for an average of 140.7 minutes every day representing 25.1% of all time spent daily with Ad-Supported Digital Media.

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

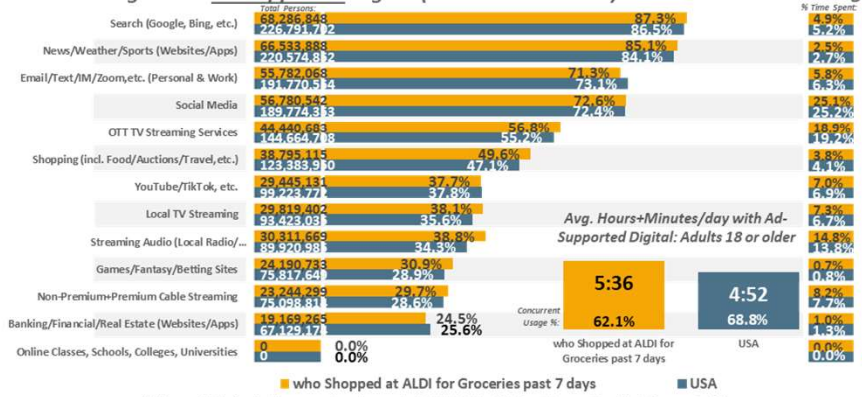


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

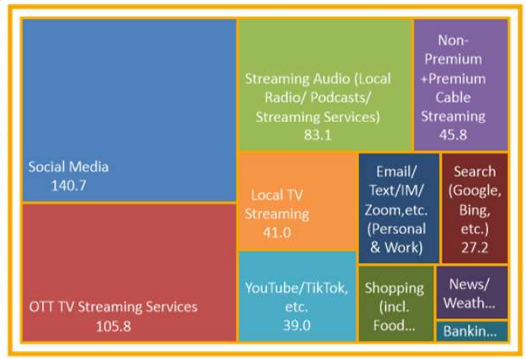


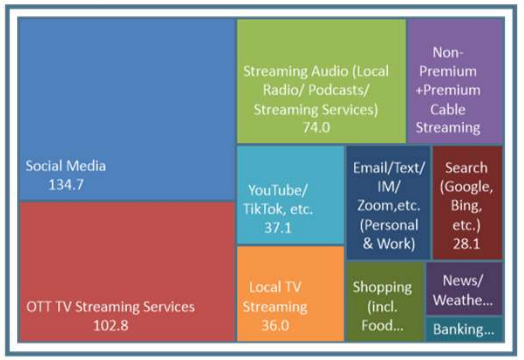


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 6,464

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

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Grocery stores shopped past 7 days (HHLD): ALDI

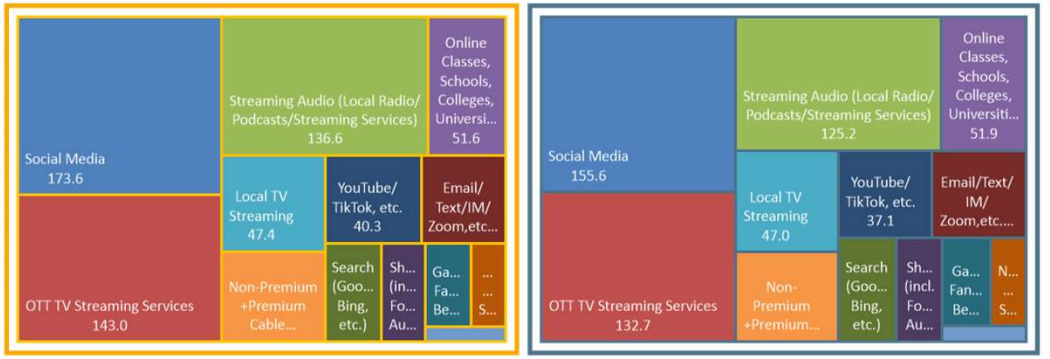


2,421,142 or 71.8% of Adults 18 or older who Shopped at ALDI for Groceries past 7 days use Ad-Supported Social Media for an average of 153.7 minutes every day representing 26.9% of all time spent daily with Ad-Supported Digital Media.

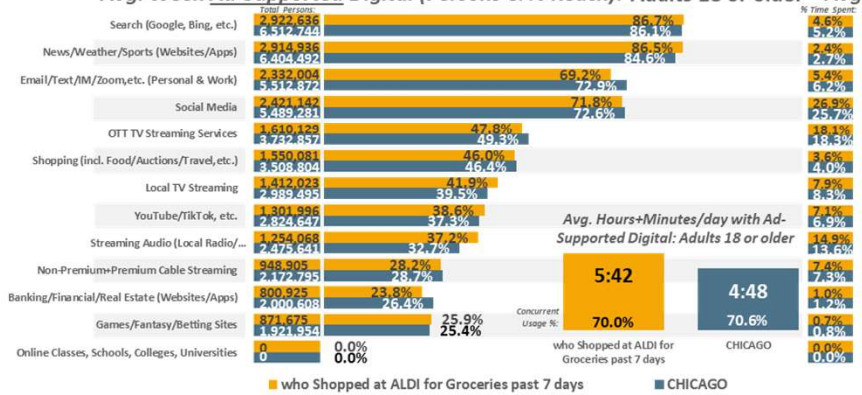
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



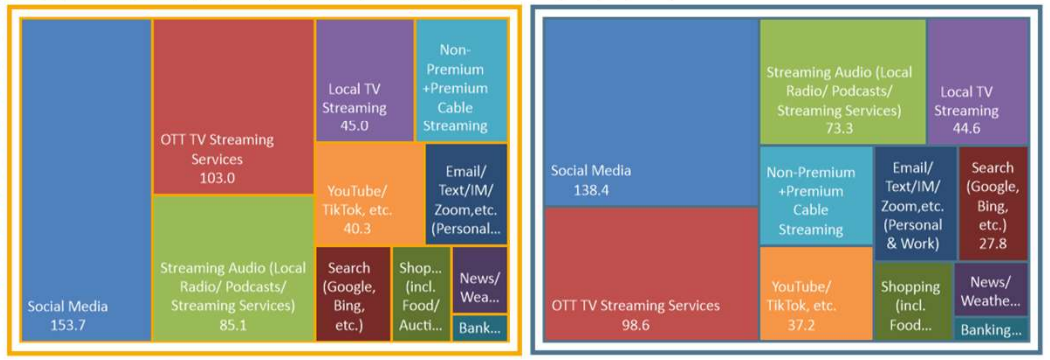
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,504

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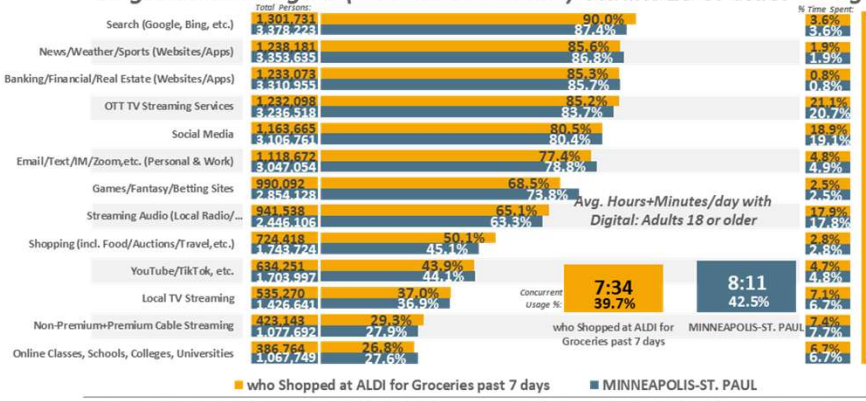
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Grocery stores shopped past 7 days (HHLD): ALDI

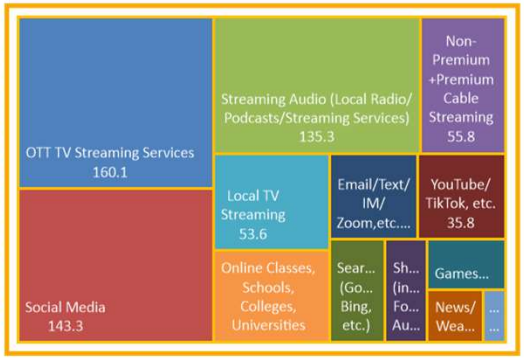


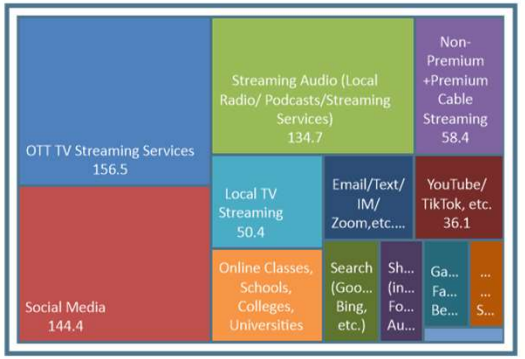
1,028,155 or 71.1% of Adults 18 or older who Shopped at ALDI for Groceries past 7 days use Ad-Supported Social Media for an average of 126.6 minutes every day representing 22.7% of all time spent daily with Ad-Supported Digital Media.

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

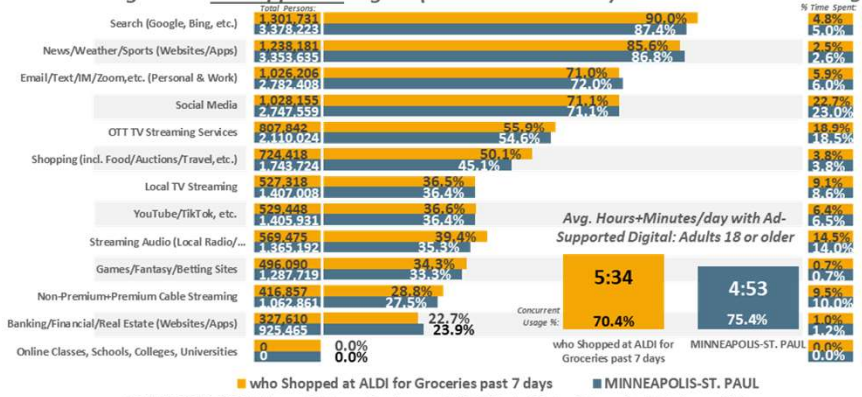


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

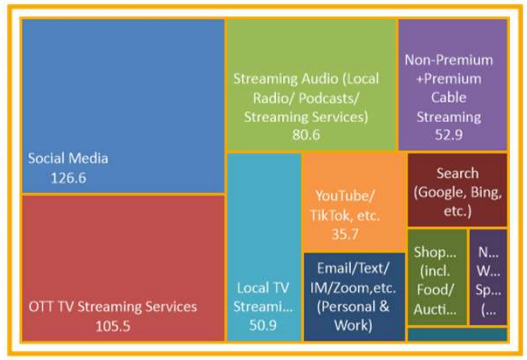


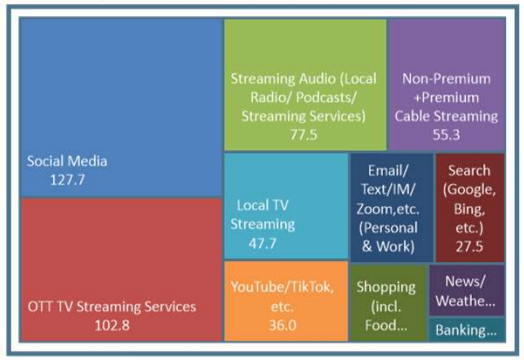


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 698

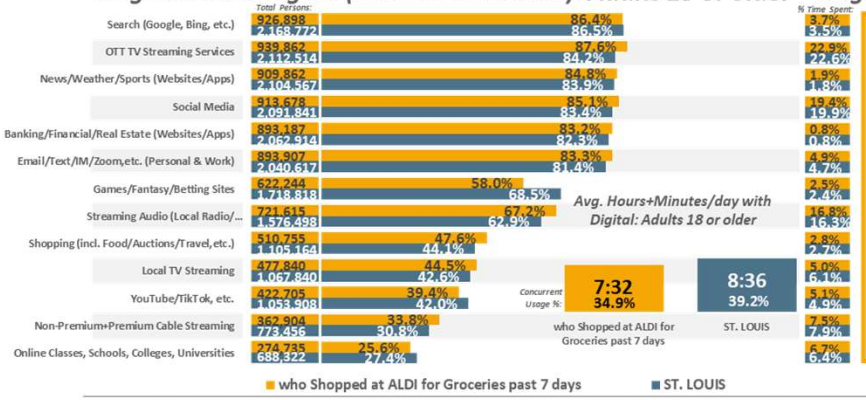
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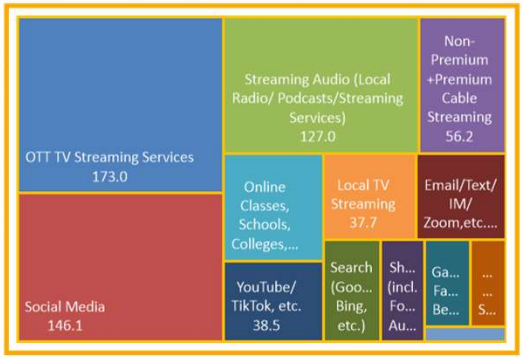
Grocery stores shopped past 7 days (HHLD): ALDI

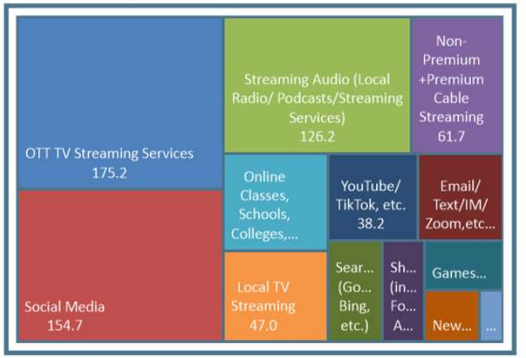
831,402 or 77.5% of Adults 18 or older who Shopped at ALDI for Groceries past 7 days use Ad-Supported Social Media for an average of 132.9 minutes every day representing 23.5% of all time spent daily with Ad-Supported Digital Media.

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

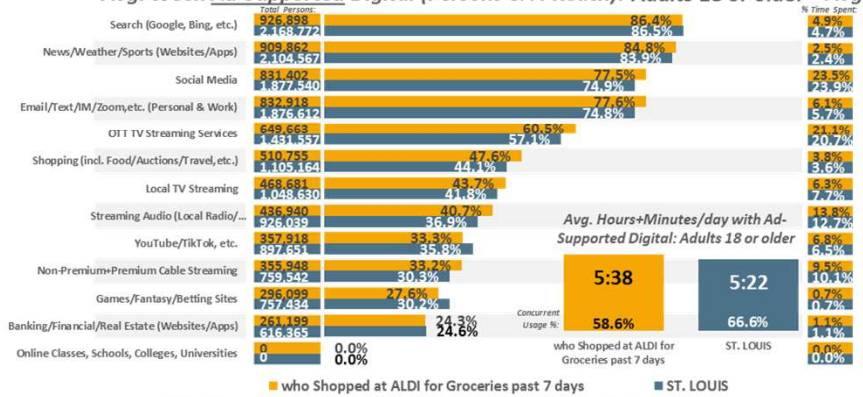


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

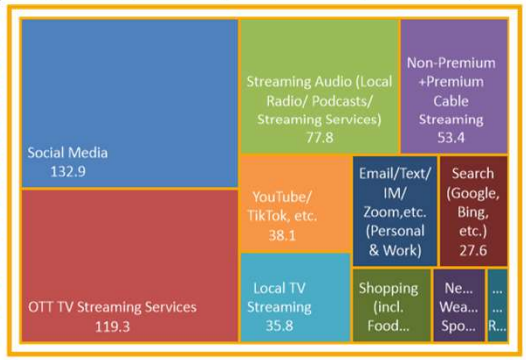


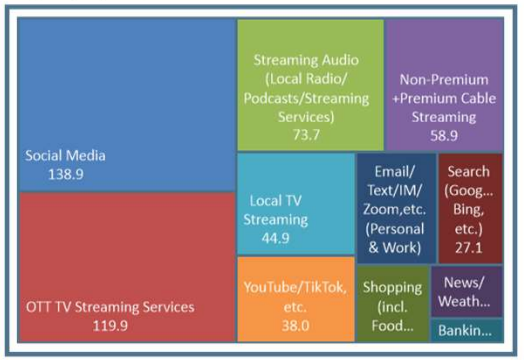


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 850

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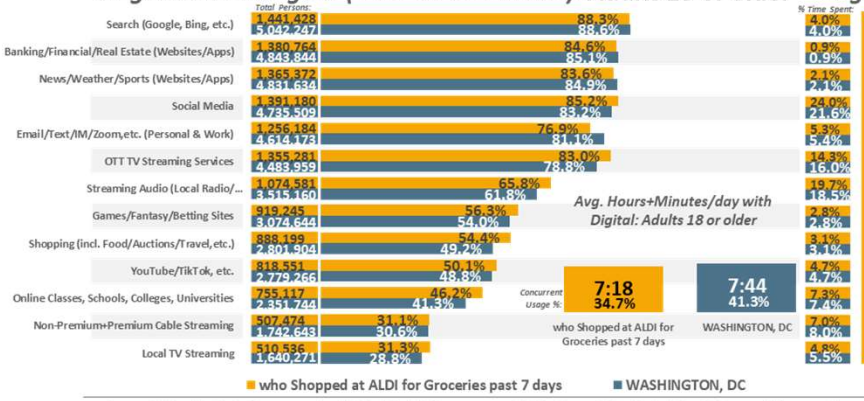
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Grocery stores shopped past 7 days (HHLD): ALDI

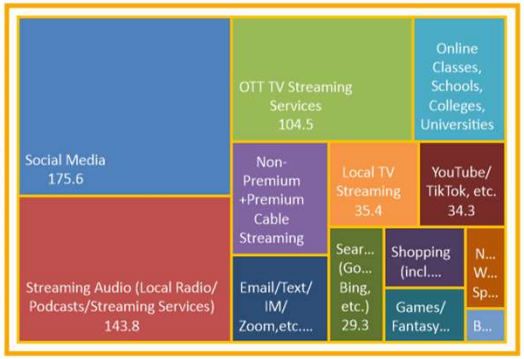


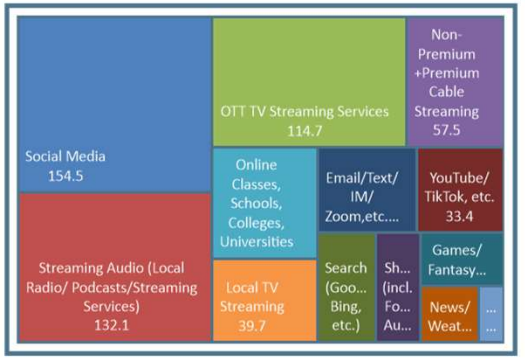
1,222,025 or 74.8% of Adults 18 or older who Shopped at ALDI for Groceries past 7 days use Ad-Supported Social Media for an average of 154.2 minutes every day representing 28.2% of all time spent daily with Ad-Supported Digital Media.

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

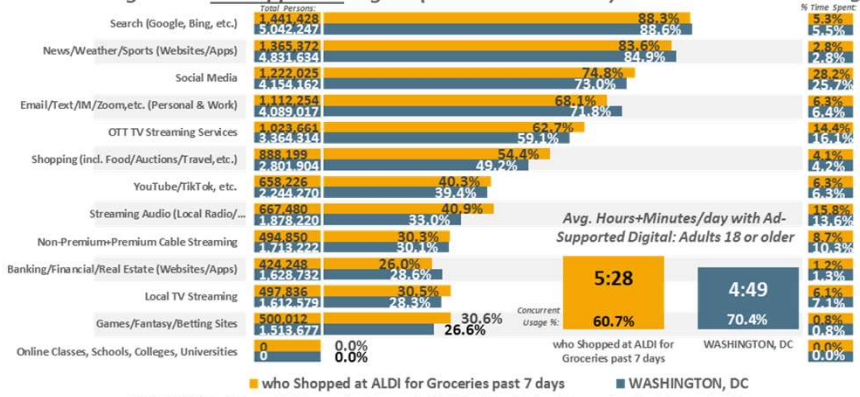


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

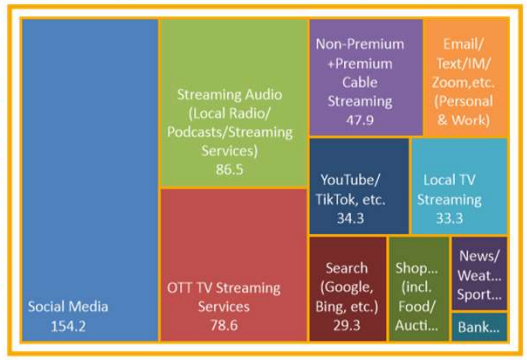


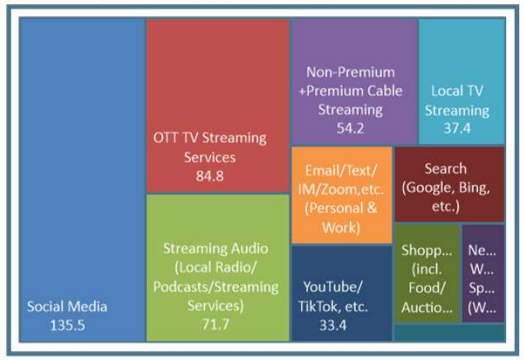


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,457

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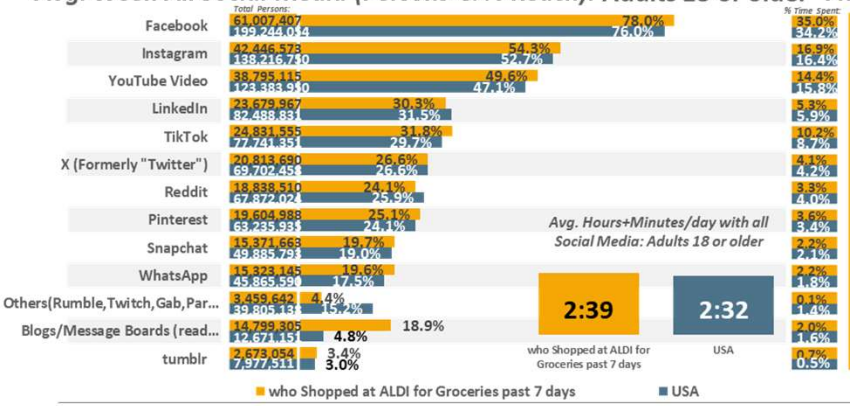
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Grocery stores shopped past 7 days (HHLD): ALDI

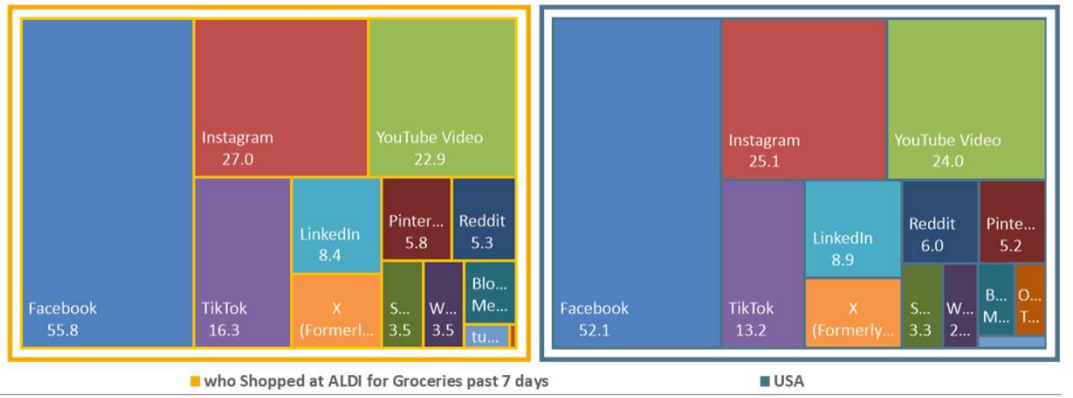


56,780,542 or 72.6% of Adults 18 or older who Shopped at ALDI for Groceries past 7 days use Ad-Supported Facebook for an average of 48.9 minutes every day representing 34.7% of all time spent daily with Ad-Supported Social Media.

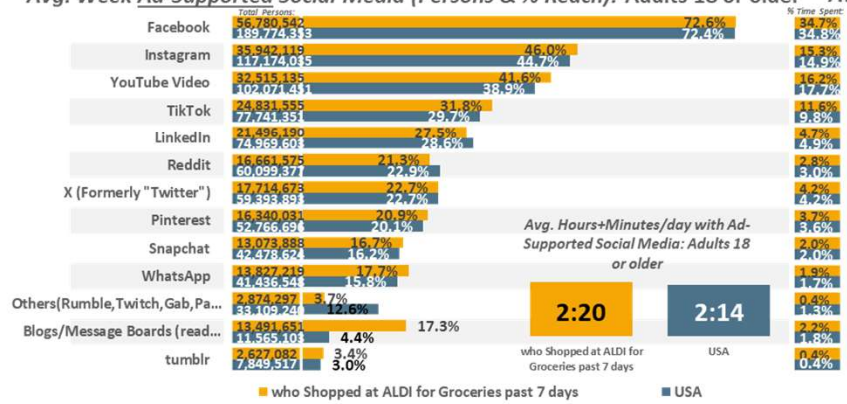
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



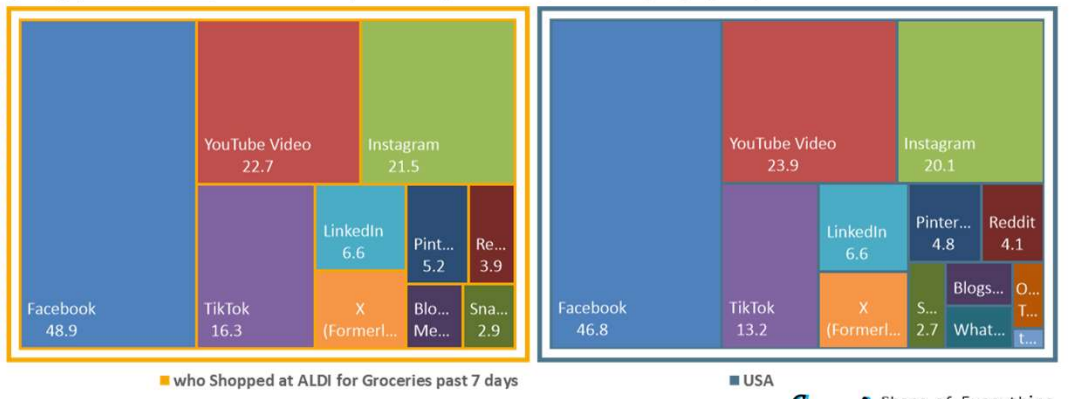
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 6,464

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

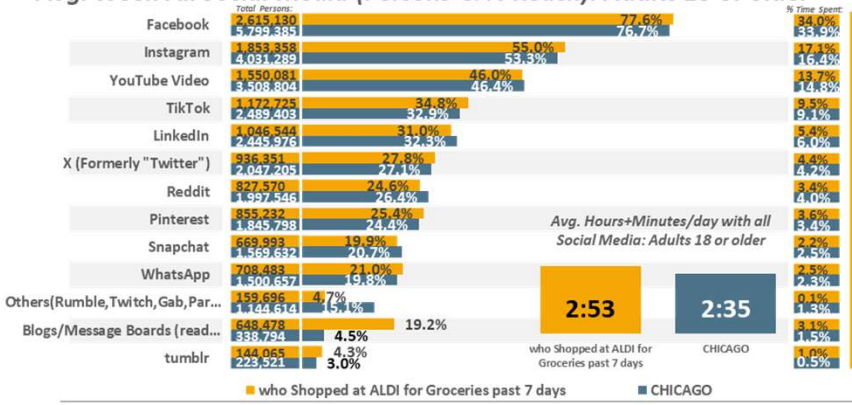
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Grocery stores shopped past 7 days (HHLD): ALDI

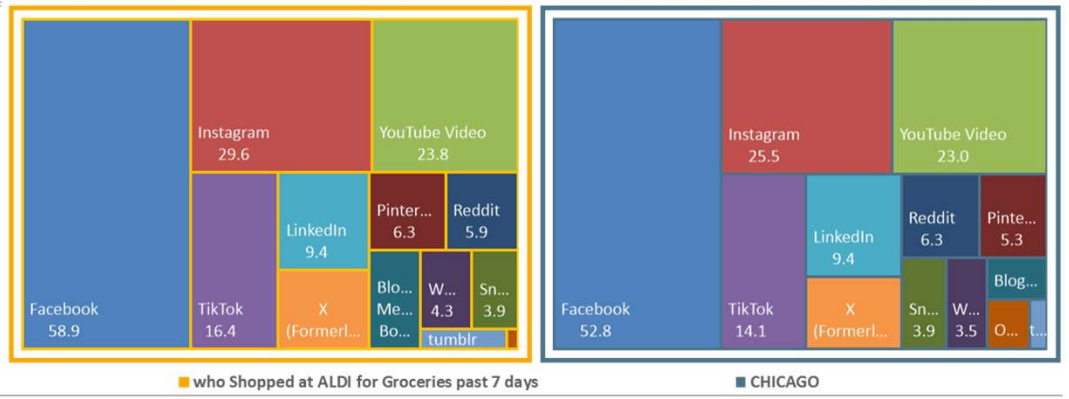


2,421,142 or 71.8% of Adults 18 or older who Shopped at ALDI for Groceries past 7 days use Ad-Supported Facebook for an average of 52.6 minutes every day representing 34.2% of all time spent daily with Ad-Supported Social Media.

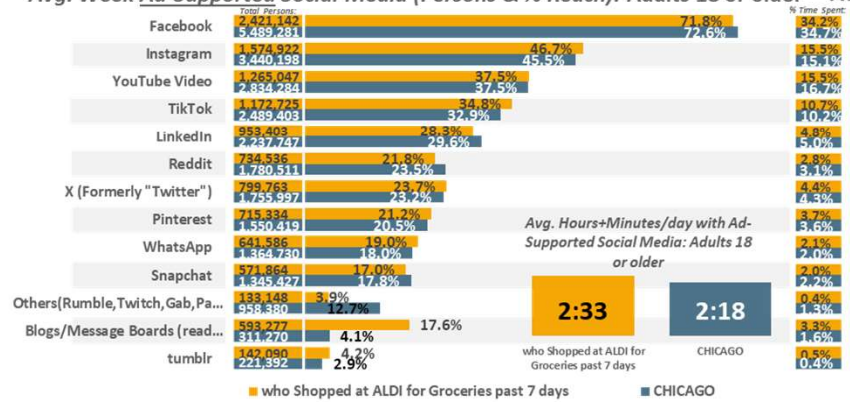
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



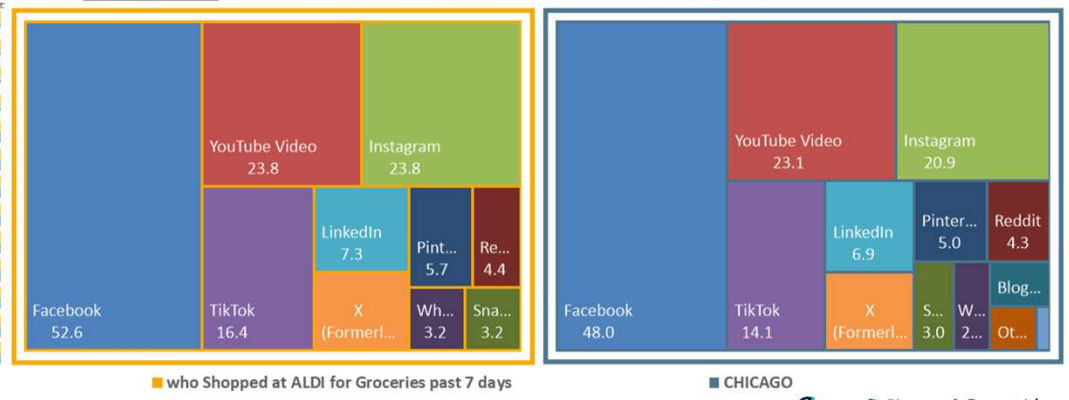
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,504

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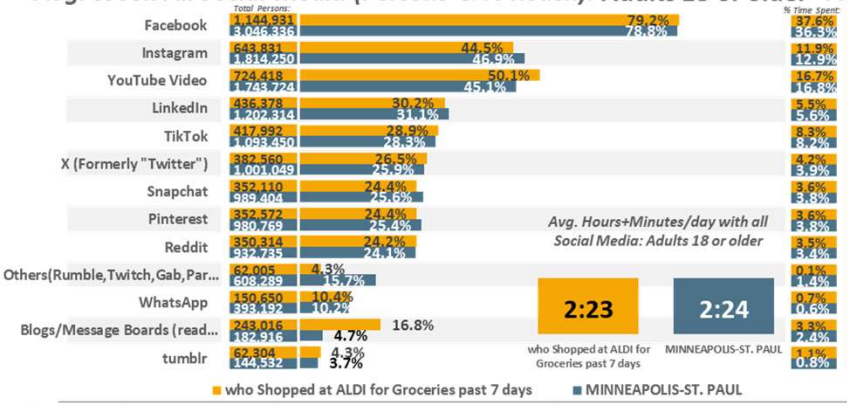
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Grocery stores shopped past 7 days (HHLD): ALDI

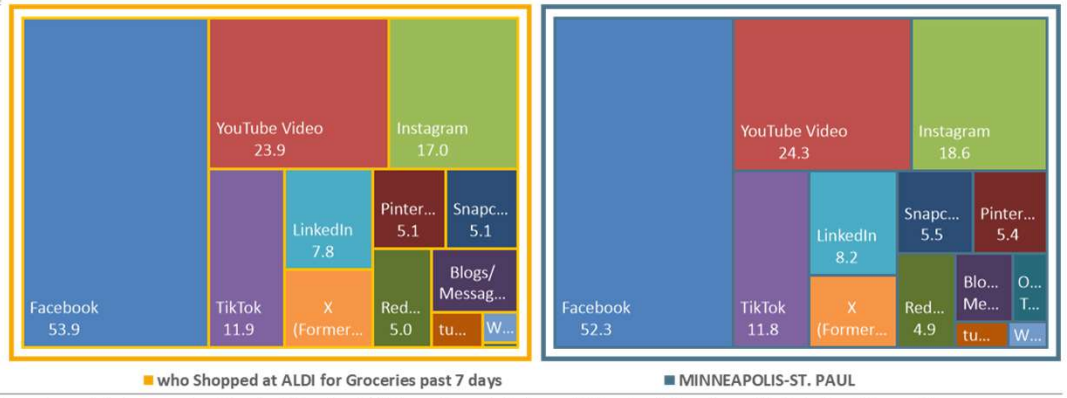


1,028,155 or 71.1% of Adults 18 or older who Shopped at ALDI for Groceries past 7 days use Ad-Supported Facebook for an average of 44.4 minutes every day representing 35.% of all time spent daily with Ad-Supported Social Media.

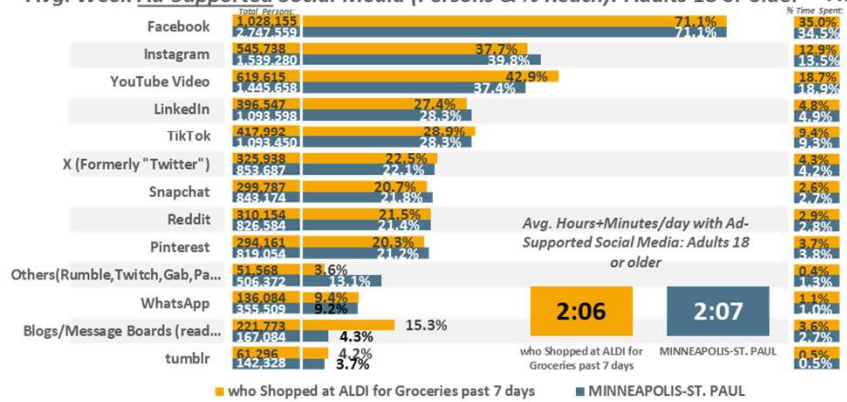
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



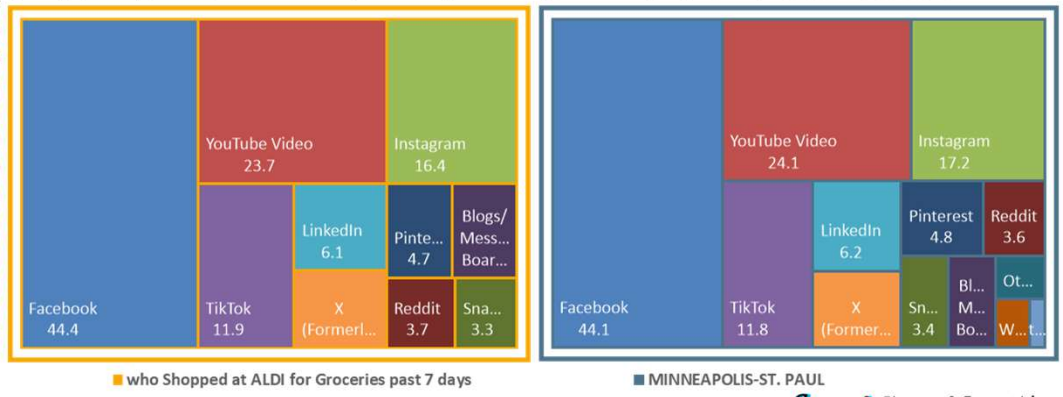
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 2024: Jul23-Aug24 Qual Intab 698

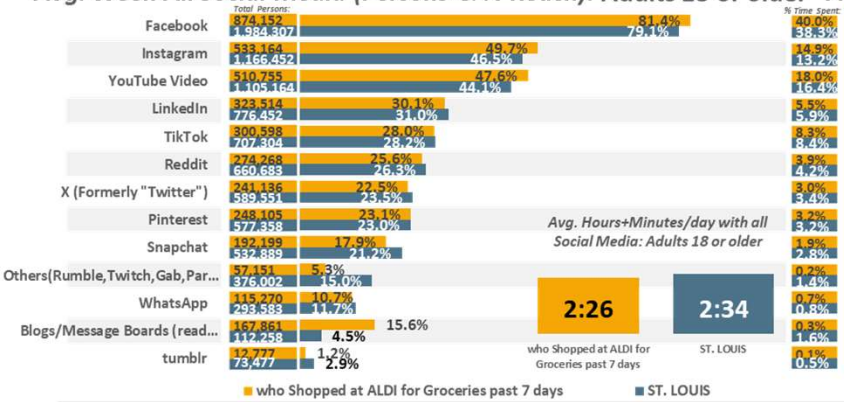
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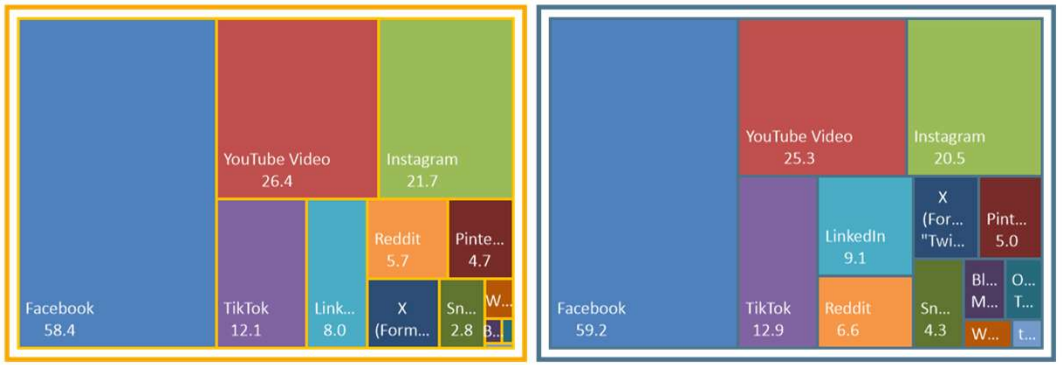
Grocery stores shopped past 7 days (HHLD): ALDI

831,402 or 77.5% of Adults 18 or older who Shopped at ALDI for Groceries past 7 days use Ad-Supported Facebook for an average of 49.9 minutes every day representing 37.6% of all time spent daily with Ad-Supported Social Media.

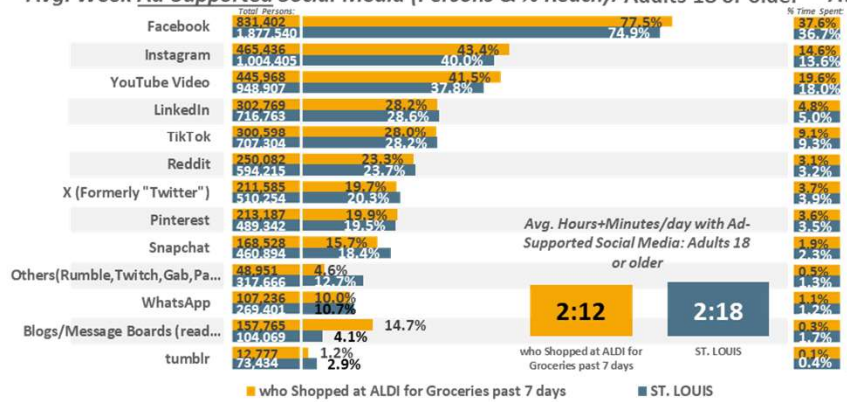
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



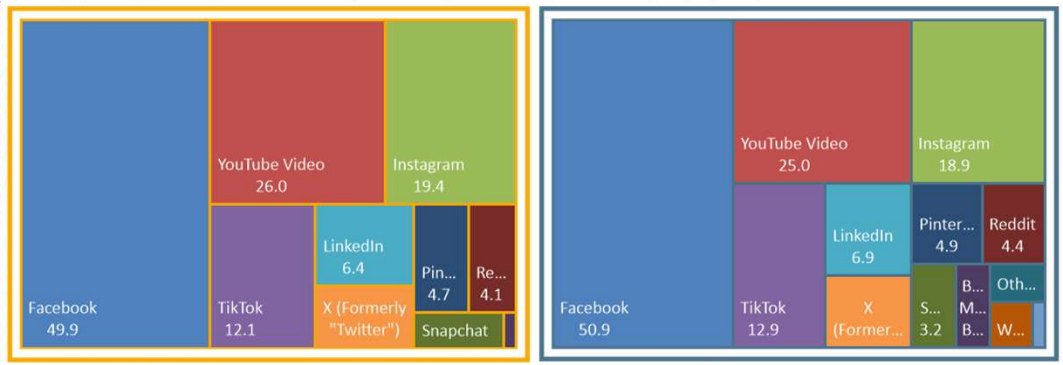
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 850

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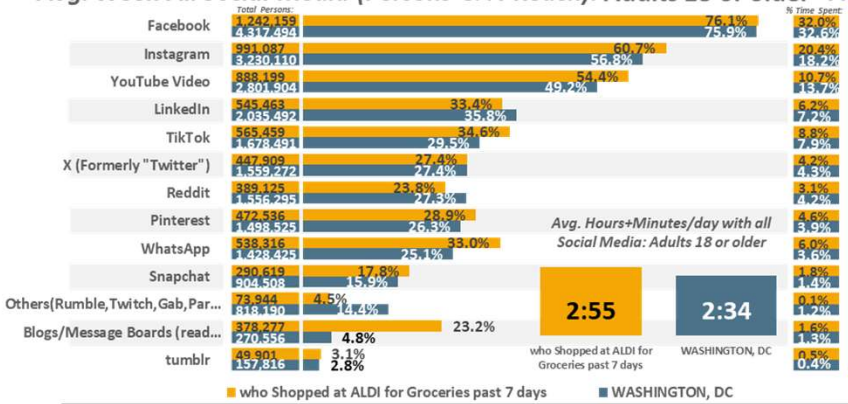
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Grocery stores shopped past 7 days (HHLD): ALDI

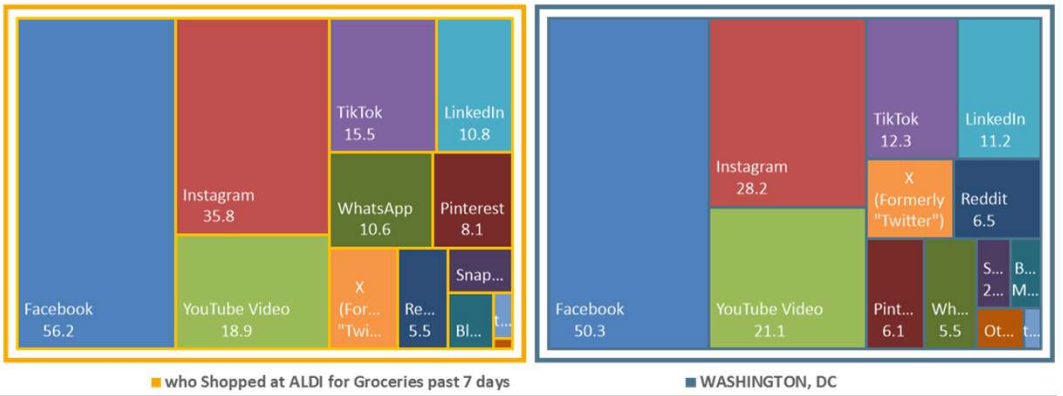


1,222,025 or 74.8% of Adults 18 or older who Shopped at ALDI for Groceries past 7 days use Ad-Supported Facebook for an average of 56. minutes every day representing 36.3% of all time spent daily with Ad-Supported Social Media.

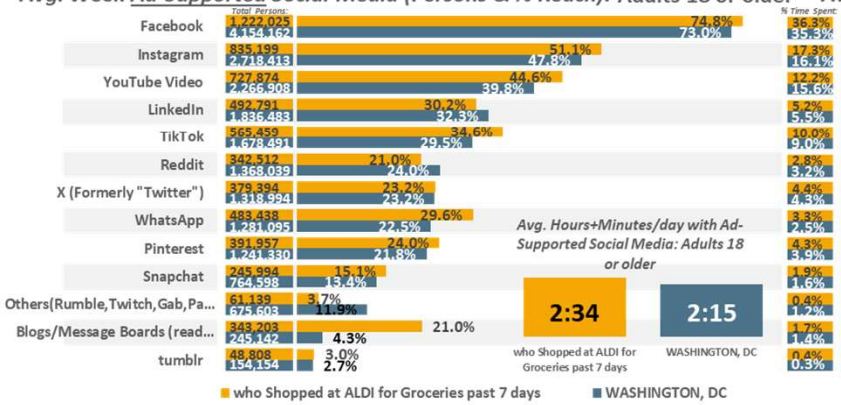
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



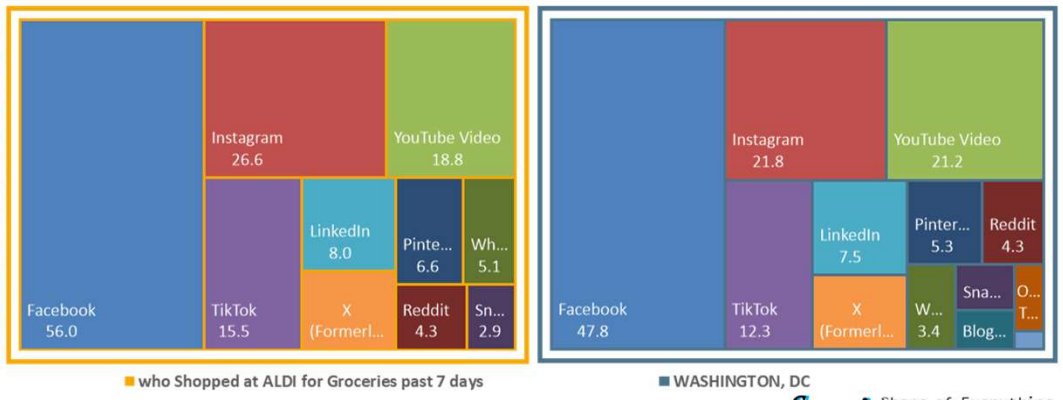
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,457

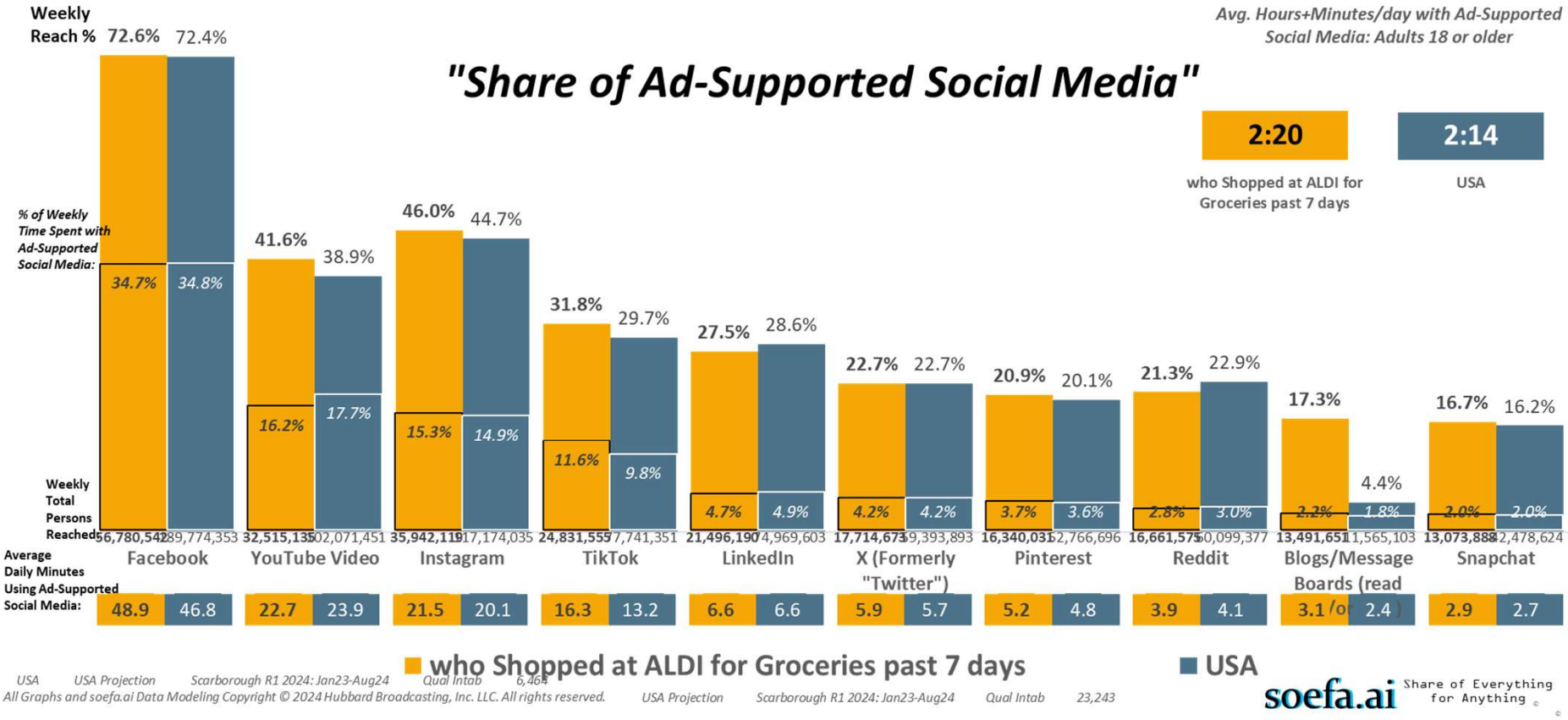
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Grocery stores shopped past 7 days (HHLD): ALDI

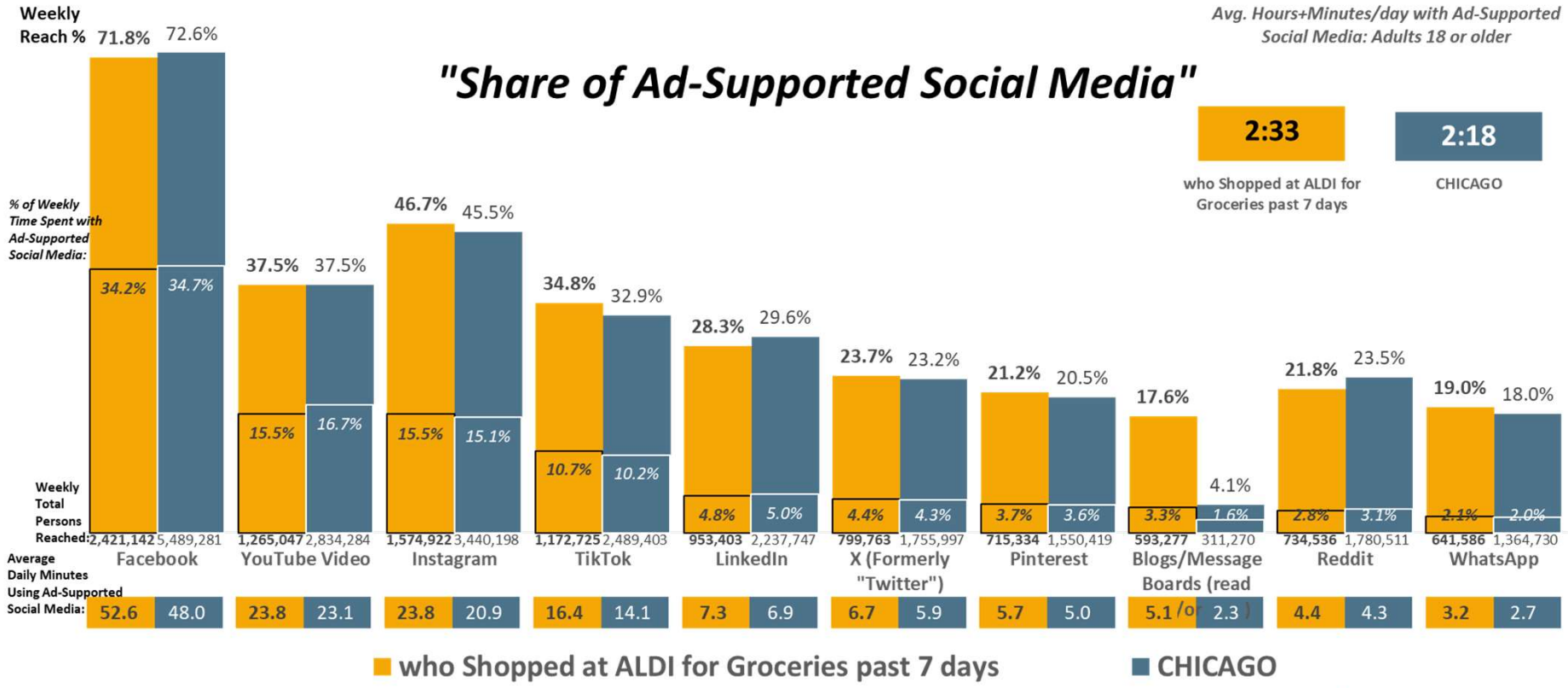


56,780,542 or 72.6% of Adults 18 or older who Shopped at ALDI for Groceries past 7 days use Ad-Supported Facebook for an average of 48.9 minutes every day representing 34.7% of all time spent daily with Ad-Supported Social Media.



Grocery stores shopped past 7 days (HHLD): ALDI

2,421,142 or 71.8% of Adults 18 or older who Shopped at ALDI for Groceries past 7 days use Ad-Supported Facebook for an average of 52.6 minutes every day representing 34.2% of all time spent daily with Ad-Supported Social Media.



CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,504 CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 3,420

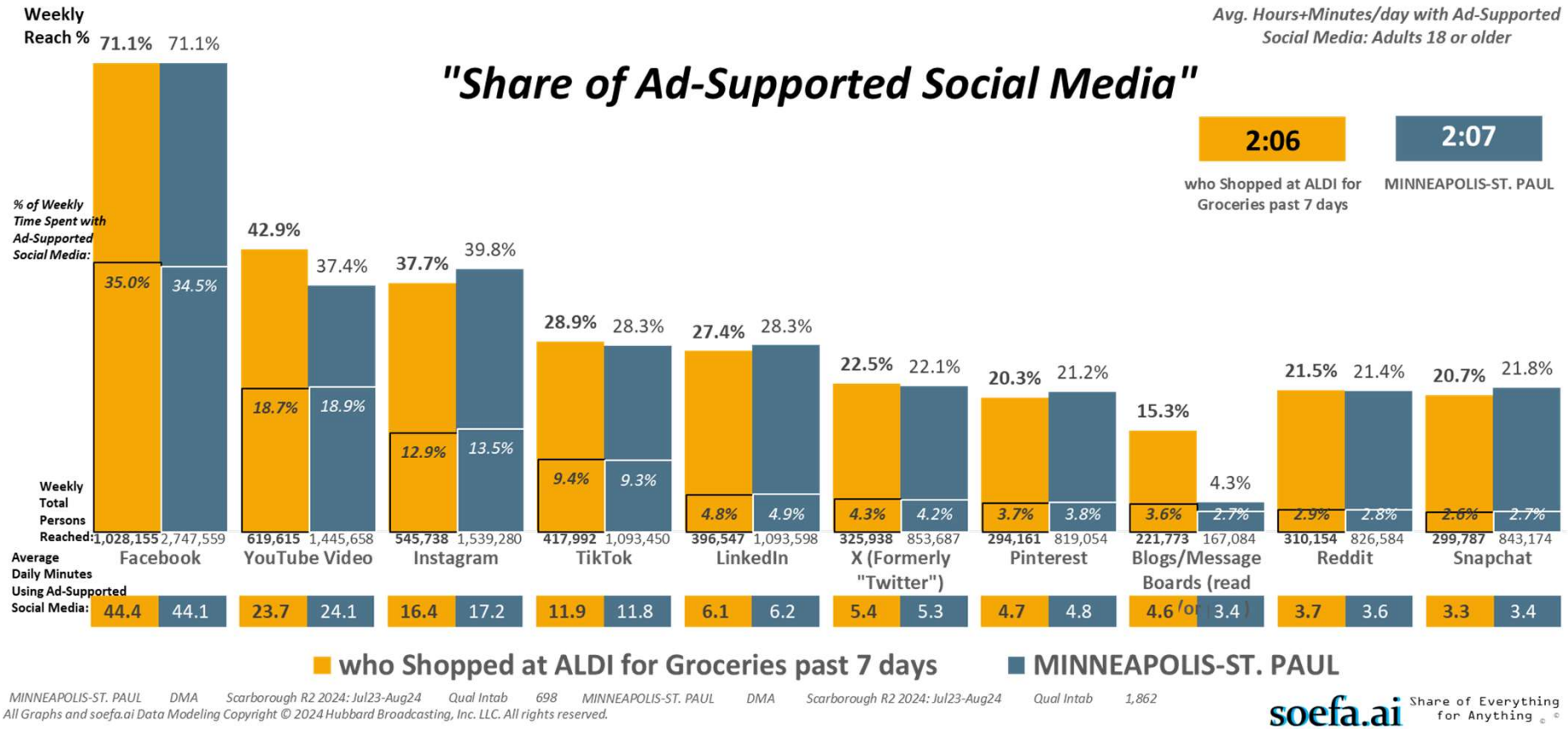
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Grocery stores shopped past 7 days (HHLD): ALDI



1,028,155 or 71.1% of Adults 18 or older who Shopped at ALDI for Groceries past 7 days use Ad-Supported Facebook for an average of 44.4 minutes every day representing 35.% of all time spent daily with Ad-Supported Social Media.



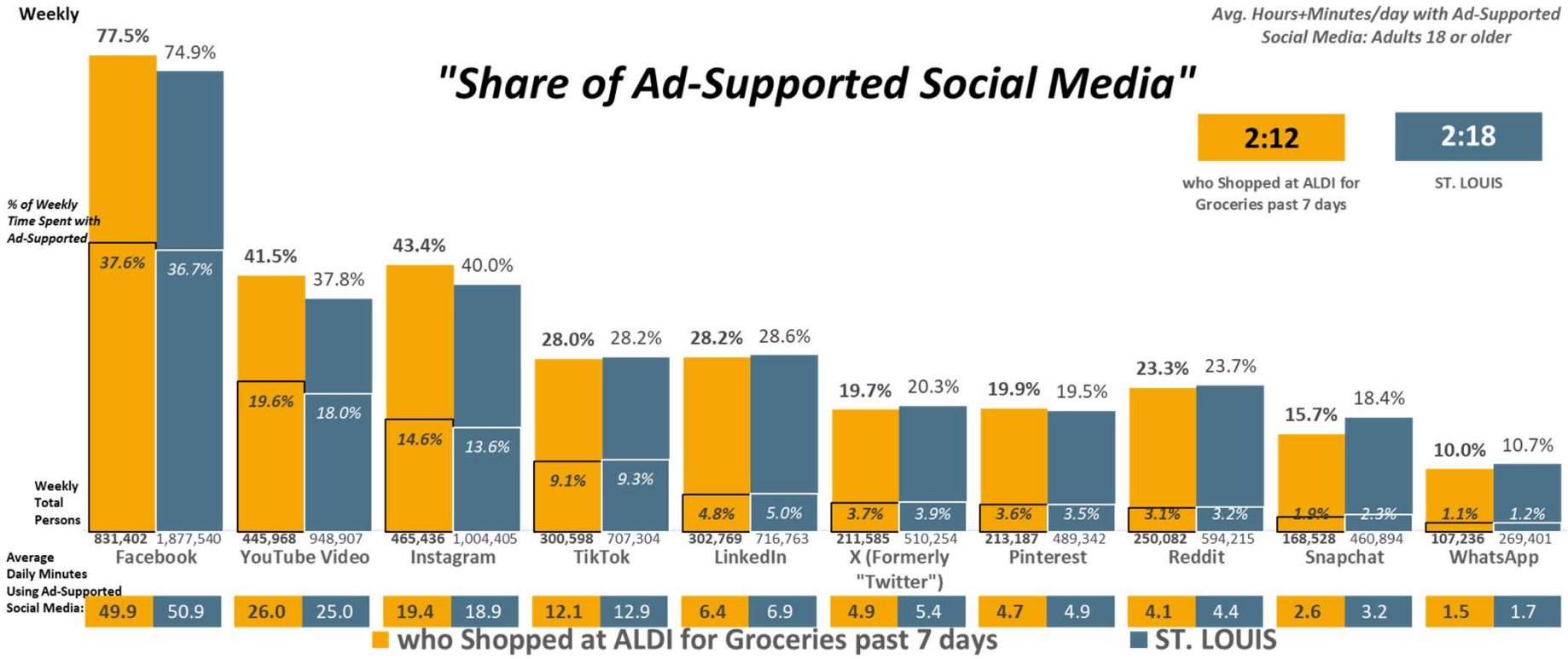
MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 698 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,862

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Grocery stores shopped past 7 days (HHLD): ALDI

831,402 or 77.5% of Adults 18 or older who Shopped at ALDI for Groceries past 7 days use Ad-Supported Facebook for an average of 49.9 minutes every day representing 37.6% of all time spent daily with Ad-Supported Social Media.



ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 850 ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,933

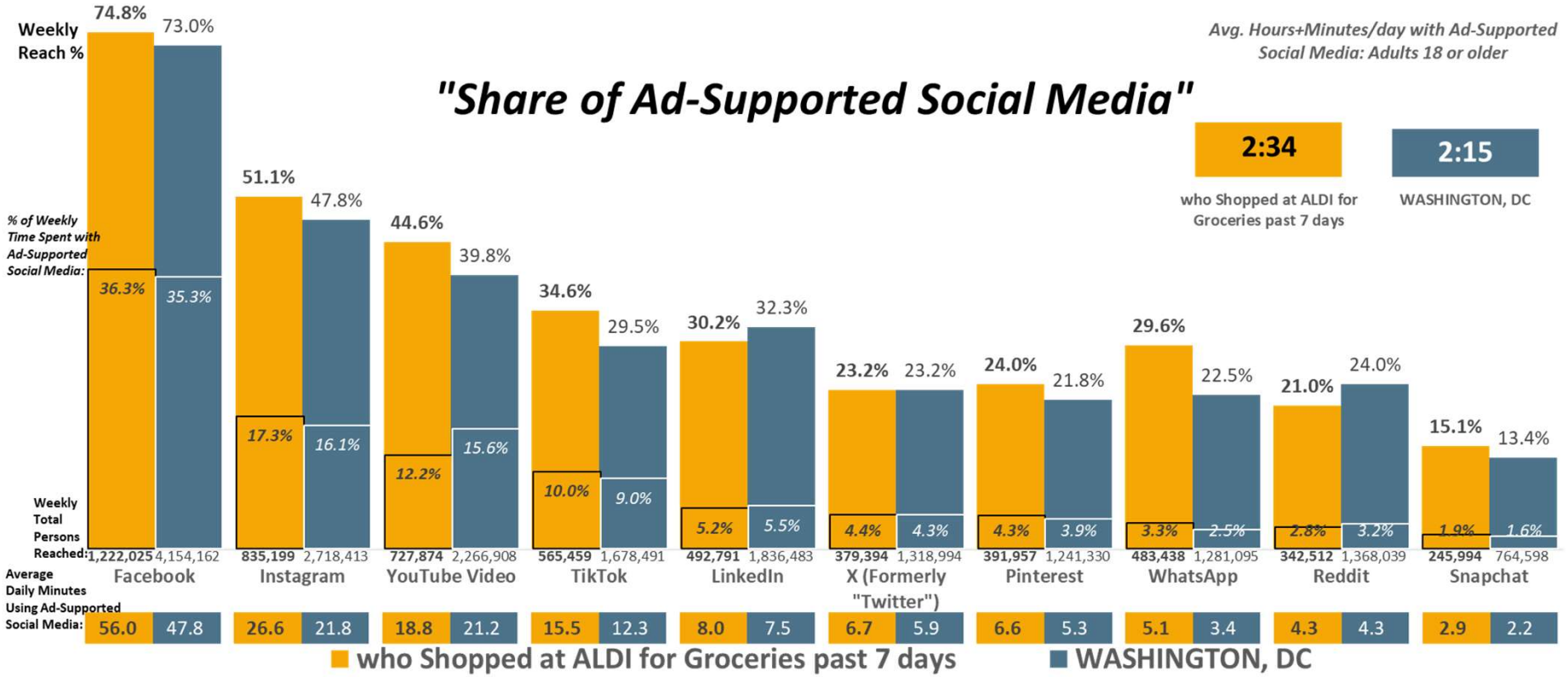
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Grocery stores shopped past 7 days (HHLD): ALDI



1,222,025 or 74.8% of Adults 18 or older who Shopped at ALDI for Groceries past 7 days use Ad-Supported Facebook for an average of 56. minutes every day representing 36.3% of all time spent daily with Ad-Supported Social Media.



WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,457 WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 5,557

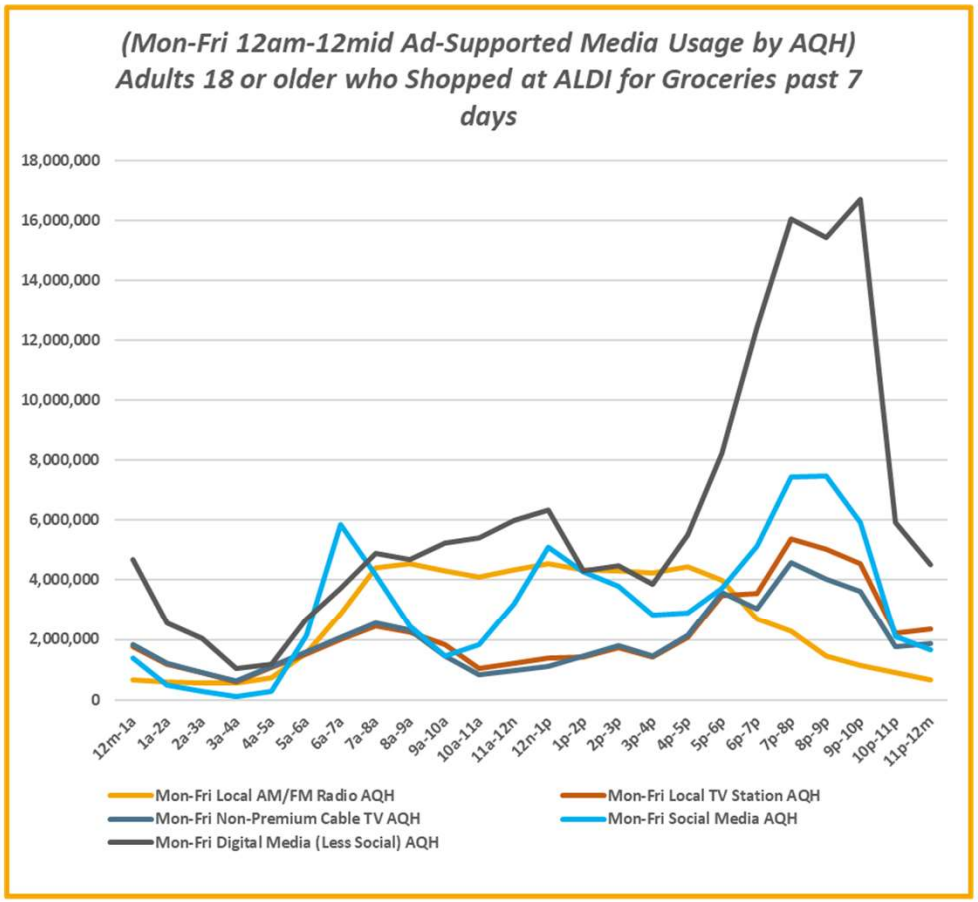
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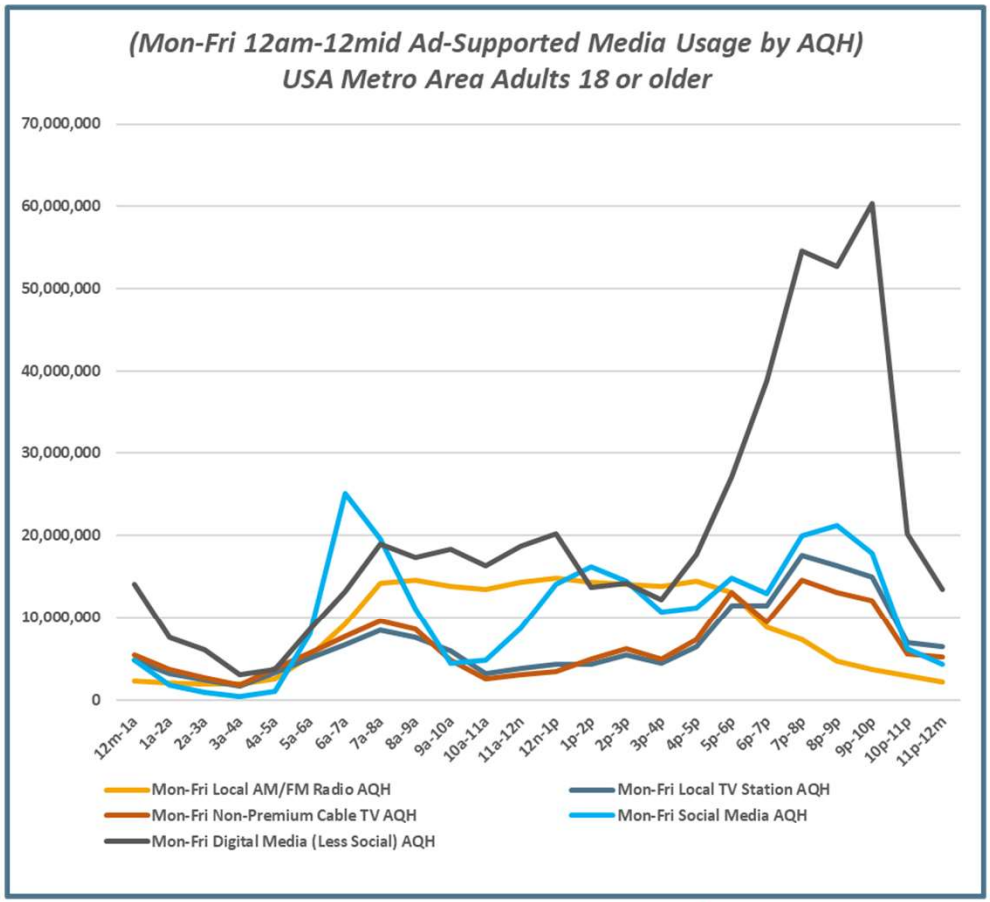
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Grocery stores shopped past 7 days (HHLD): ALDI



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 5,775,514; Local Radio: 4,093,321; Social Media: 3,598,559; Local TV: 1,983,817; Non-Prem. Cable: 1,897,361 reaching Adults 18 or older who Shopped at ALDI for Groceries





USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 6,464

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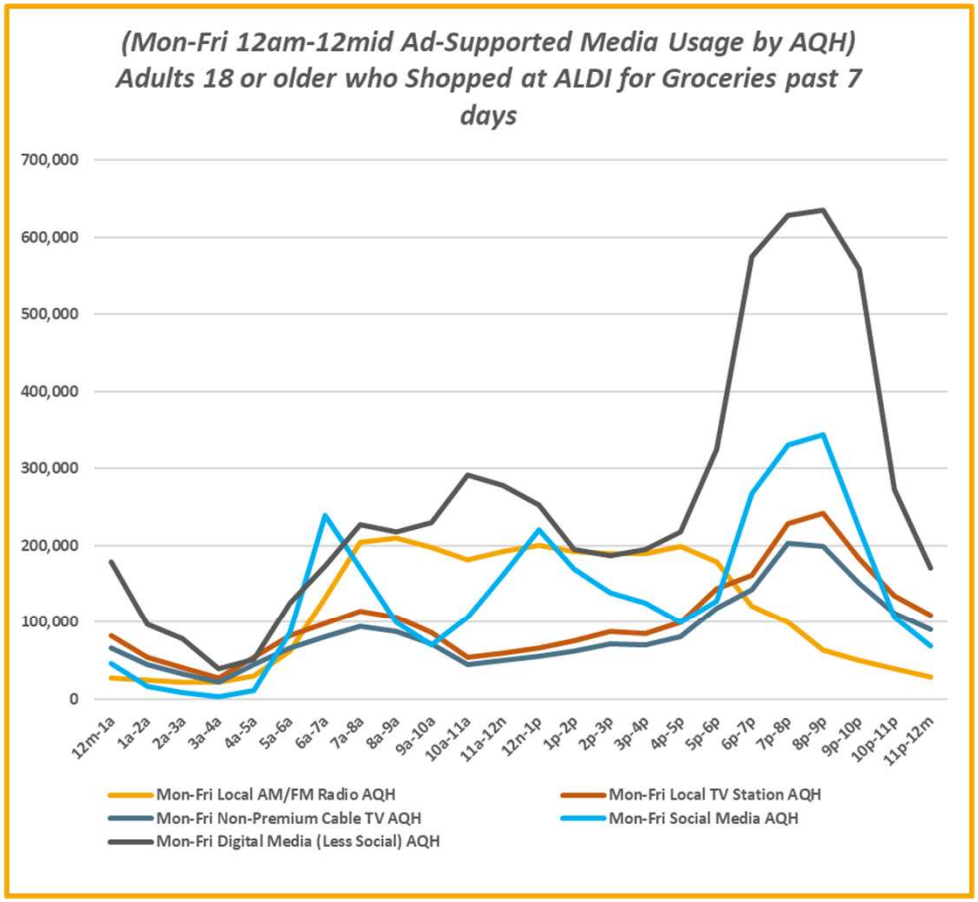
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

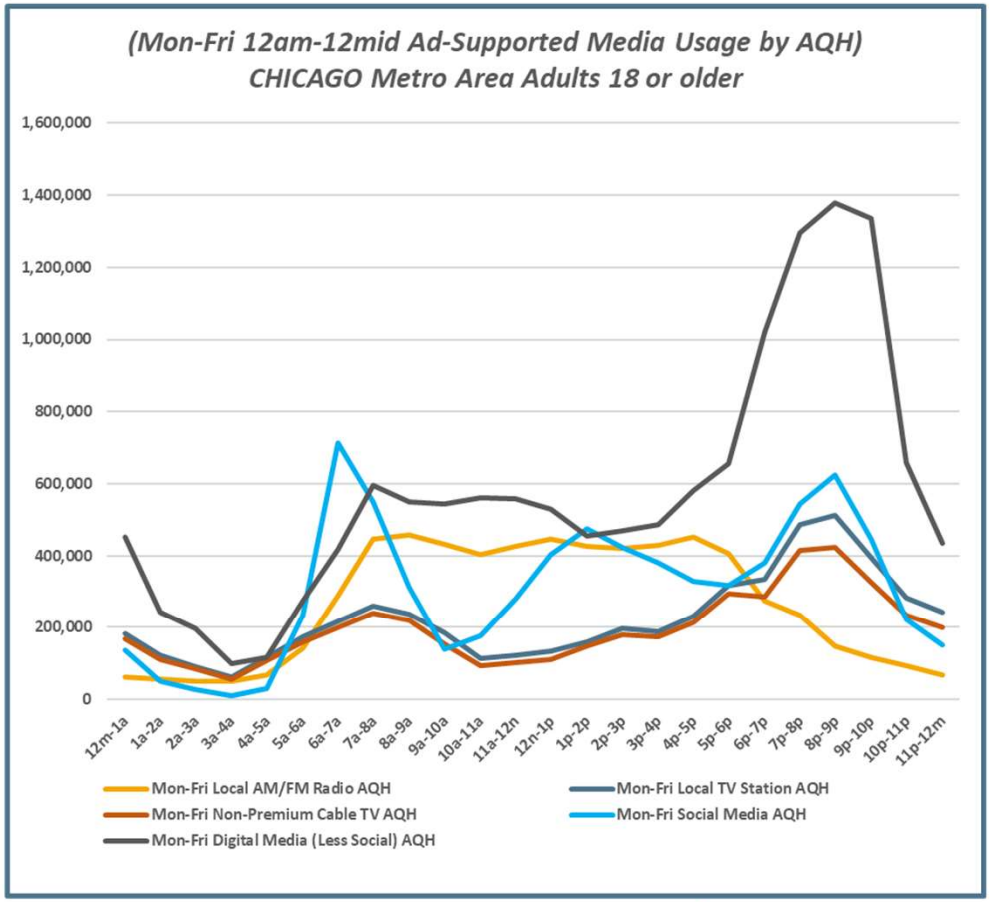
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Grocery stores shopped past 7 days (HHLD): ALDI



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 258,950; Local Radio: 183,987; Social Media: 153,642; Local TV: 95,687; Non-Prem. Cable: 79,147 reaching Adults 18 or older who Shopped at ALDI for Groceries past 7 days.





CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,504

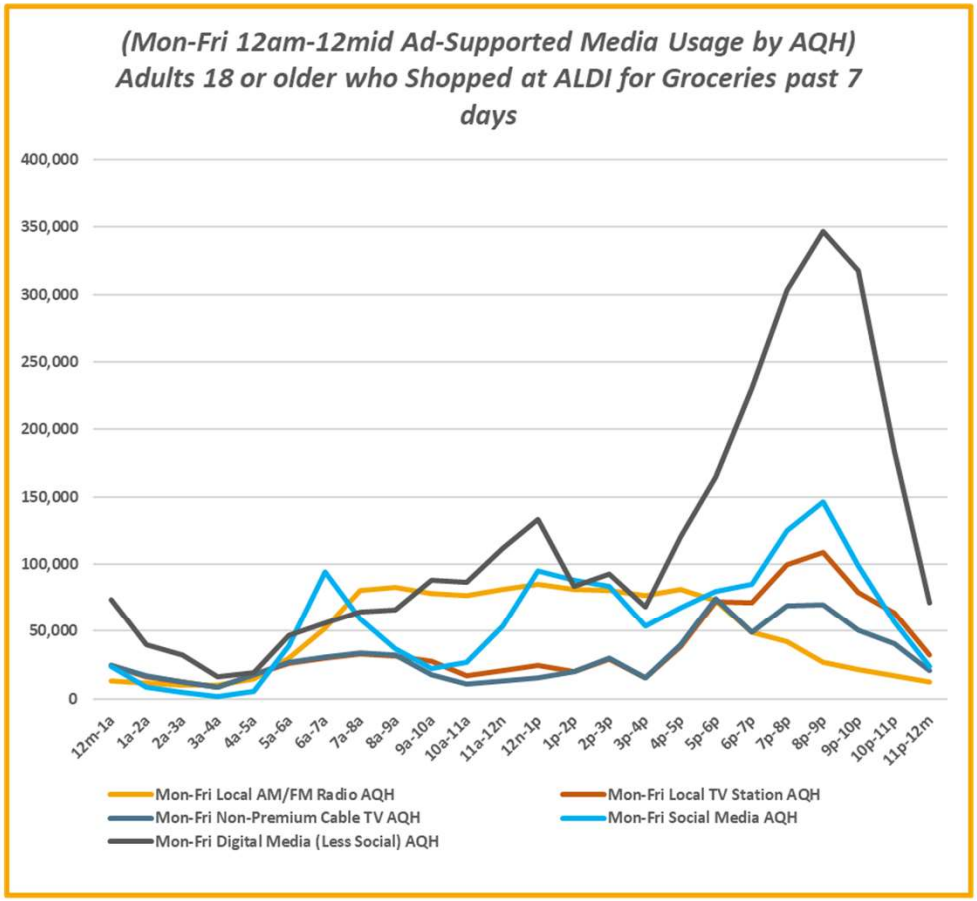
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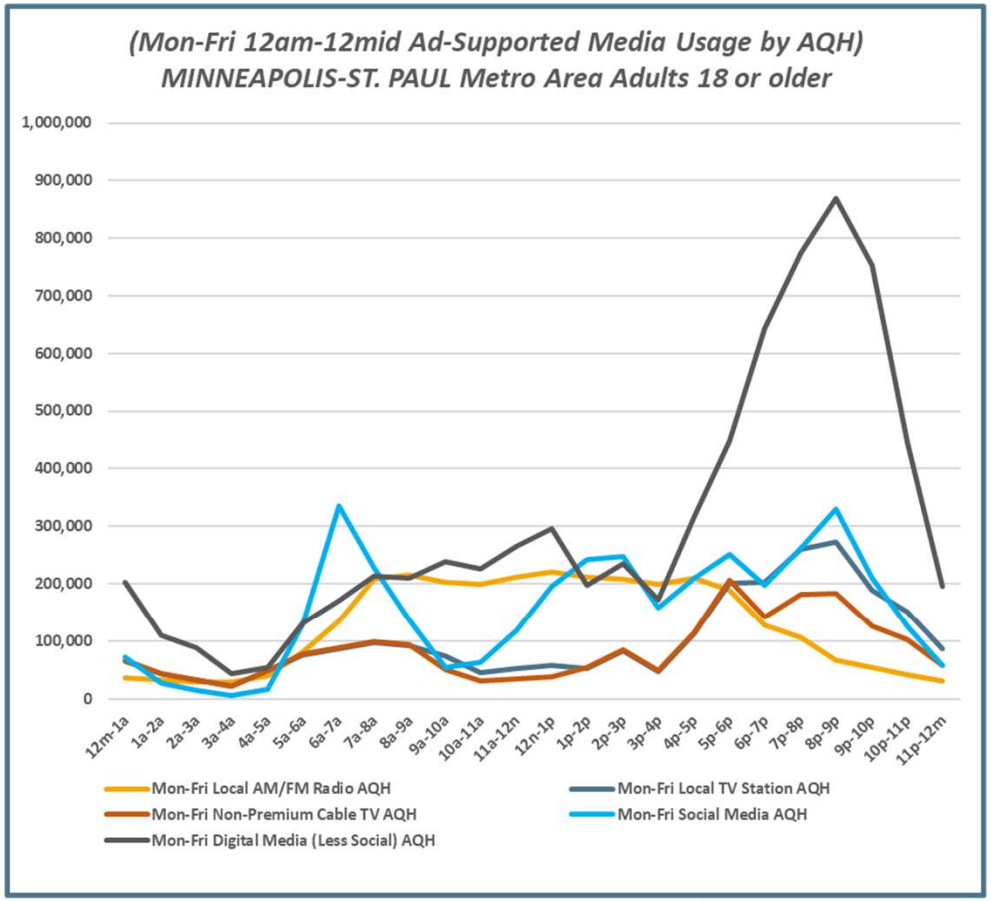
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Grocery stores shopped past 7 days (HHLD): ALDI



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 105,005; Local Radio: 75,247; Social Media: 64,973; Local TV: 33,180; Non-Prem. Cable: 29,452 reaching Adults 18 or older who Shopped at ALDI for Groceries past 7 days.





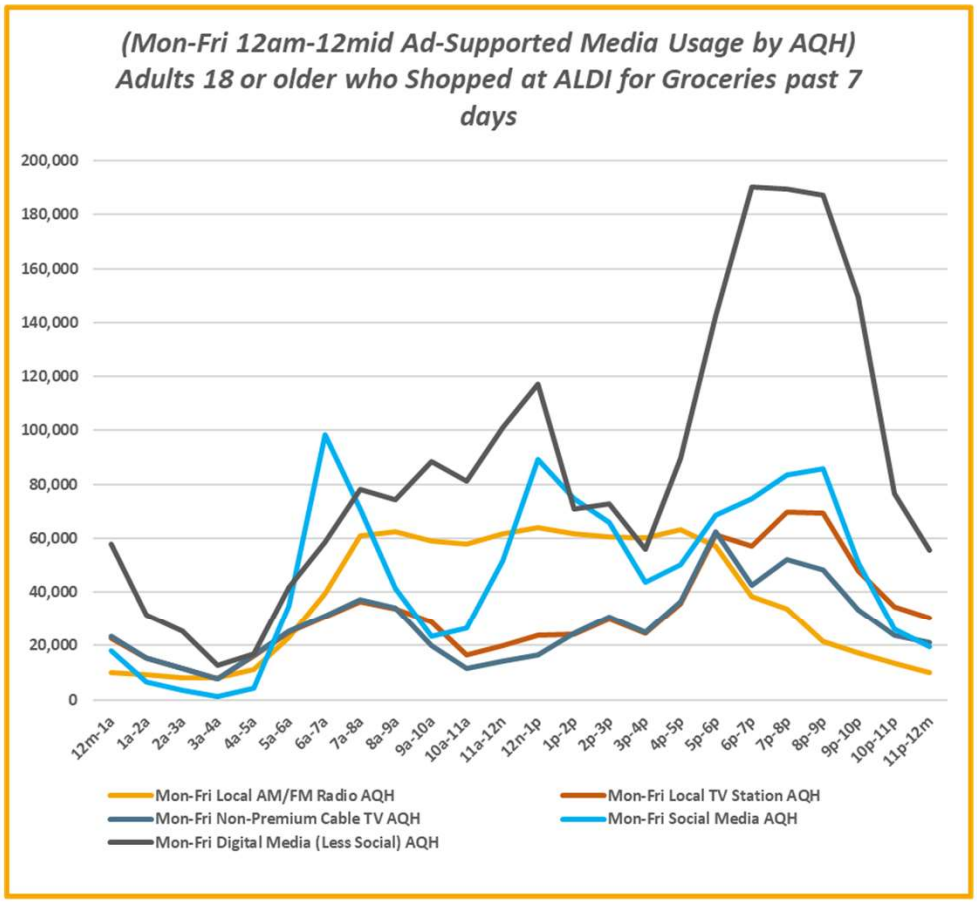
MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 698

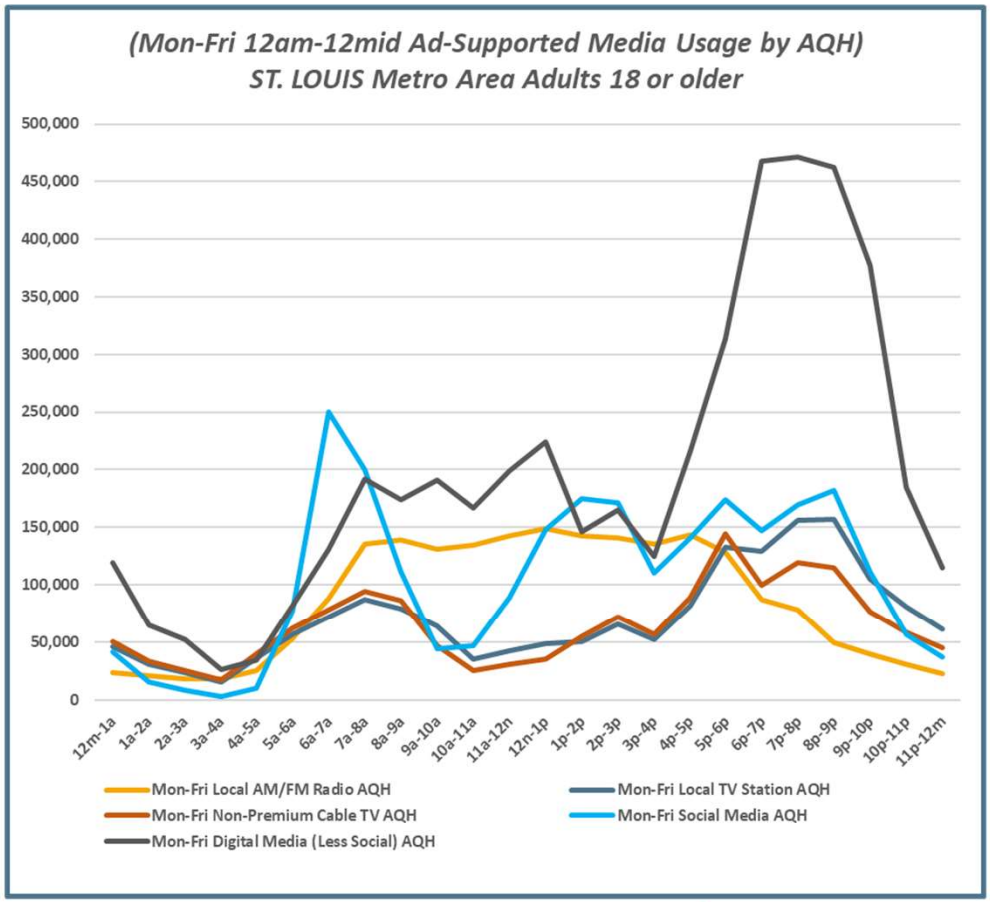
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Grocery stores shopped past 7 days (HHLD): ALDI

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 93,961; Social Media: 59,908; Local Radio: 57,381; Local TV: 32,498; Non-Prem. Cable: 29,711 reaching Adults 18 or older who Shopped at ALDI for Groceries past 7 days.





ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 850

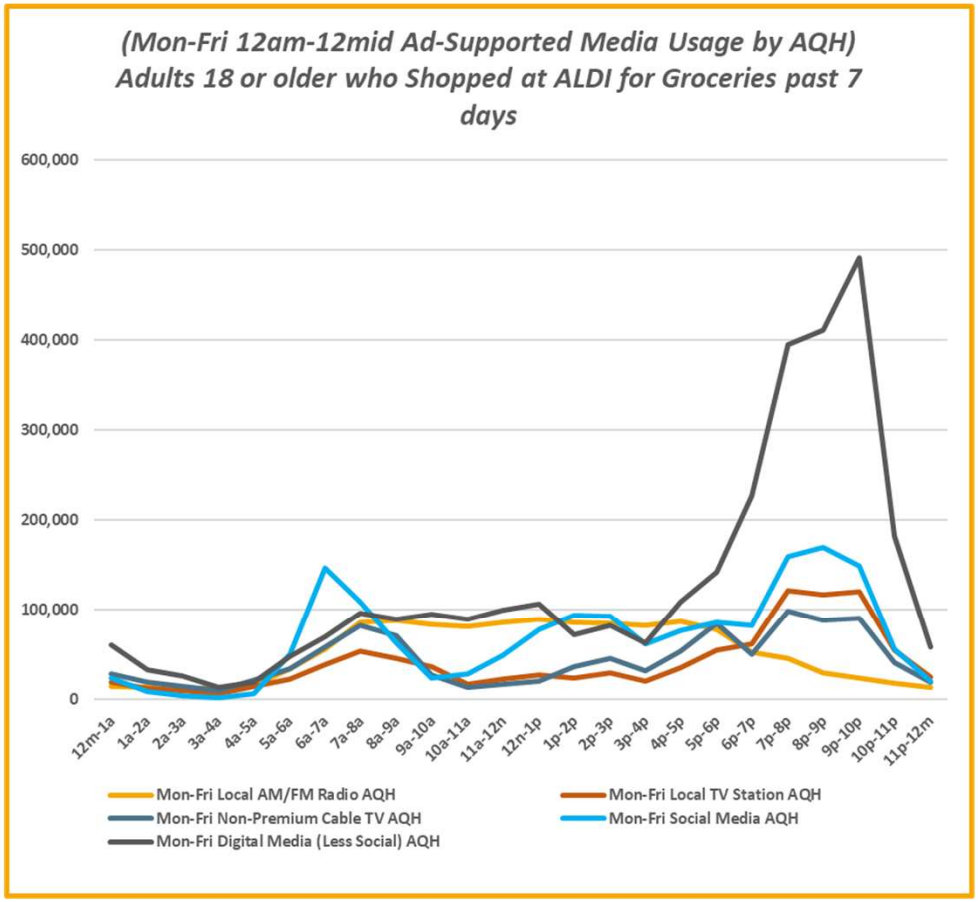
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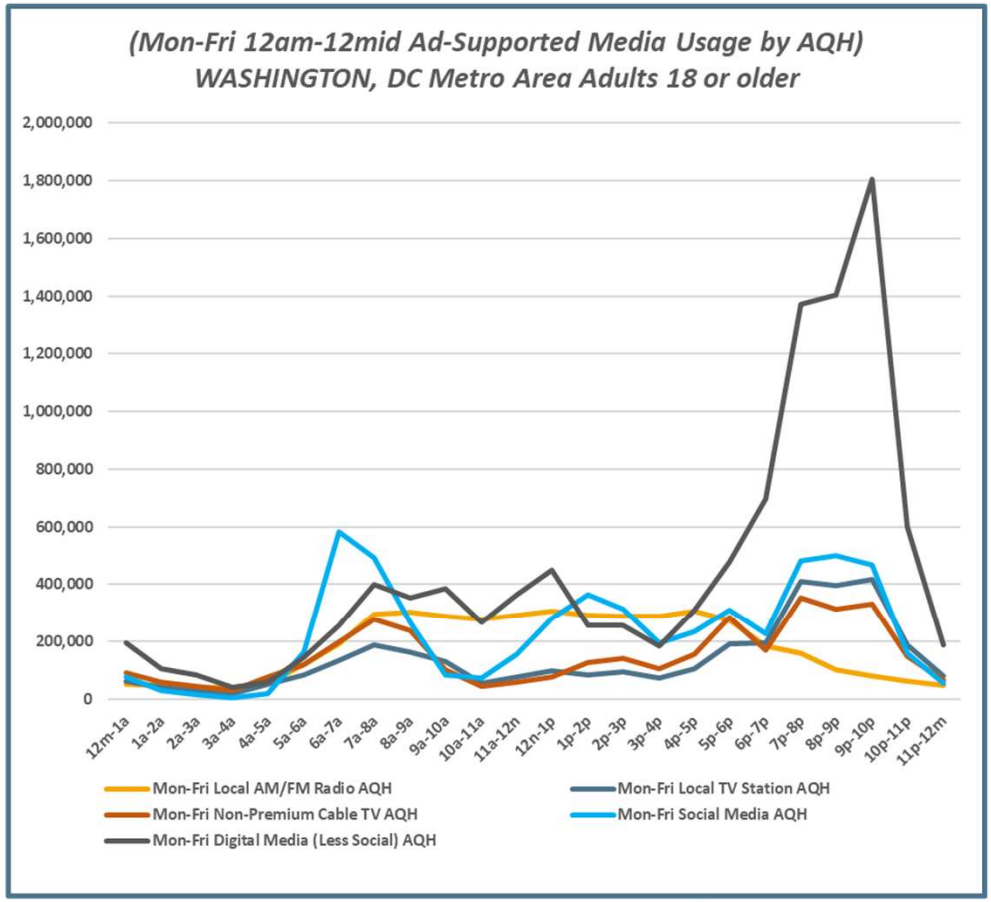
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Grocery stores shopped past 7 days (HHLD): ALDI



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 102,998; Local Radio: 79,822; Social Media: 76,067; Non-Prem. Cable: 45,120; Local TV: 35,729 reaching Adults 18 or older who Shopped at ALDI for Groceries past 7 days.





WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,457

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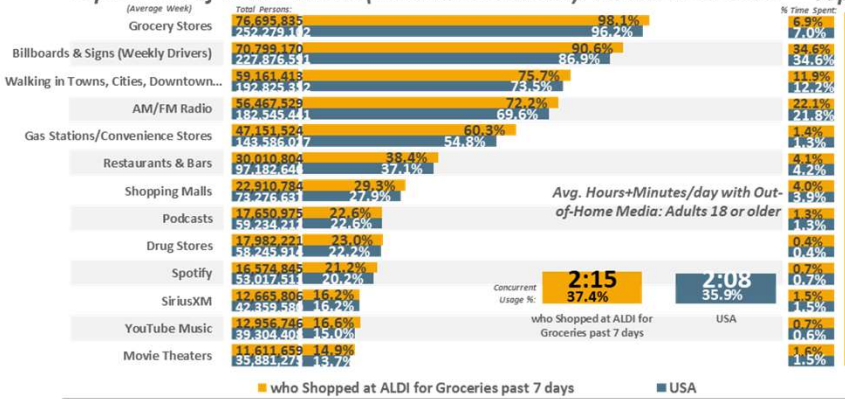
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Grocery stores shopped past 7 days (HHLD): ALDI

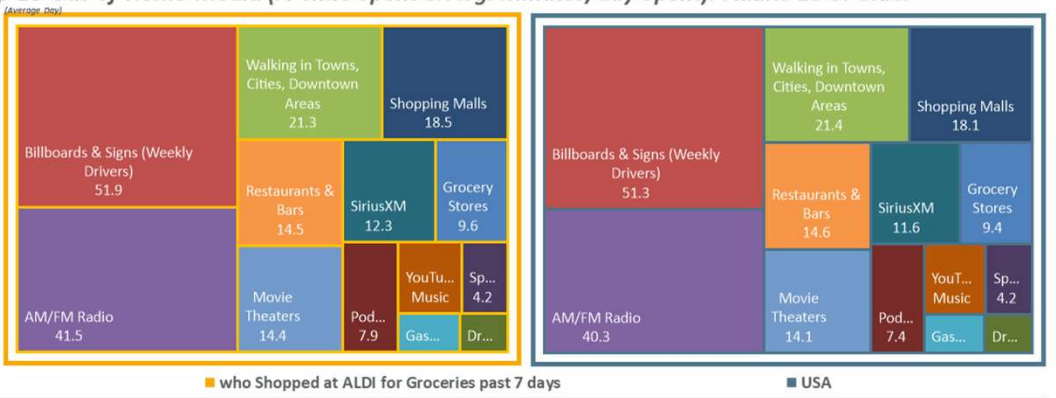


70,799,170 or 90.6% of Adults 18 or older who Shopped at ALDI for Groceries past 7 days spend an average of 51.9 minutes per day driving, seeing Billboards and Signs. 68.8% Listen to Local Radio Stations Out-of-Home for an average of 38.5 minutes/day.

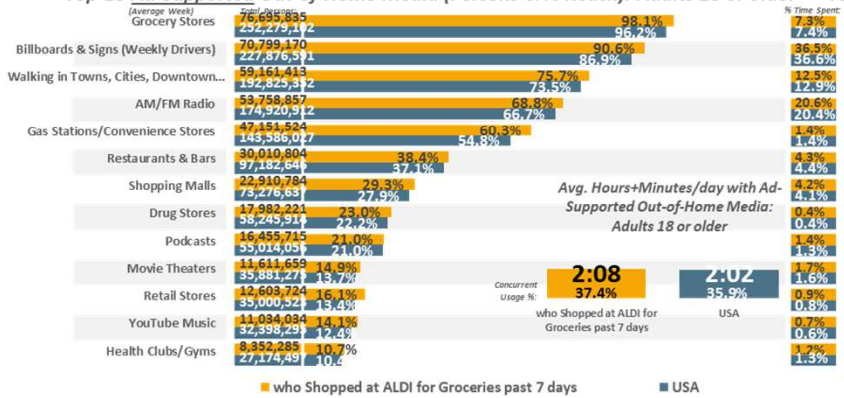
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



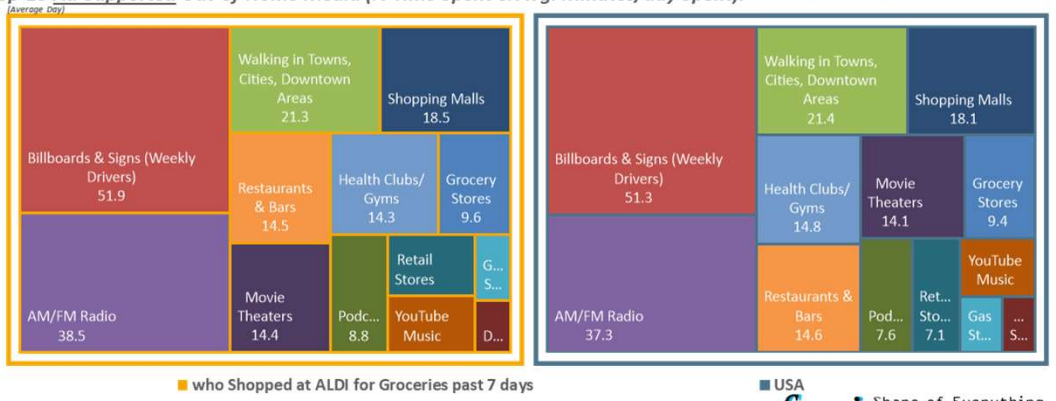
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 R1 2024: Jan23-Aug24 Qual Intab 6,464

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

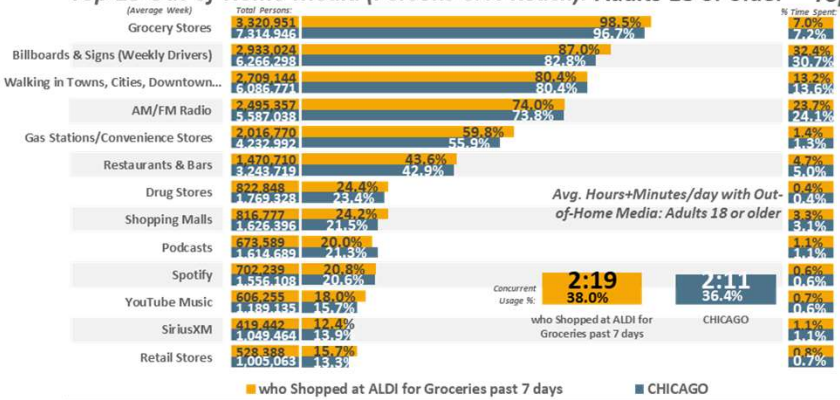
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Grocery stores shopped past 7 days (HHLD): ALDI

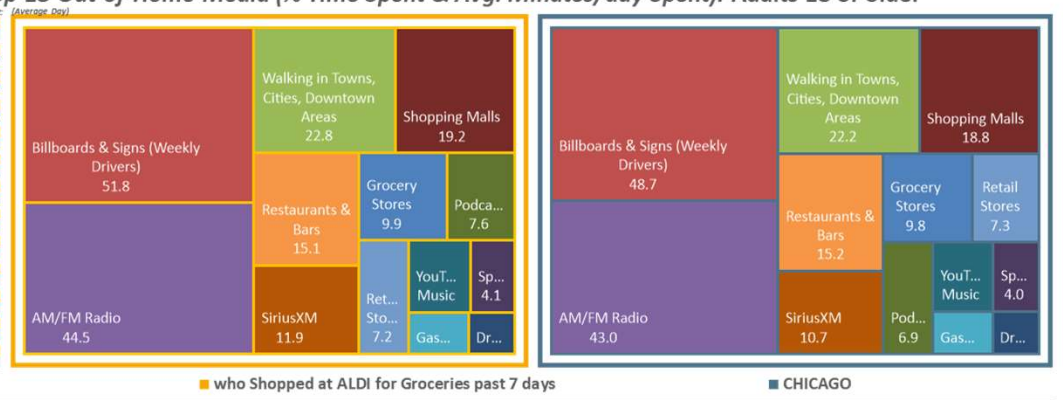


2,933,024 or 87.% of Adults 18 or older who Shopped at ALDI for Groceries past 7 days spend an average of 51.8 minutes per day driving, seeing Billboards and Signs. 71.% Listen to Local Radio Stations Out-of-Home for an average of 42.3 minutes/day.

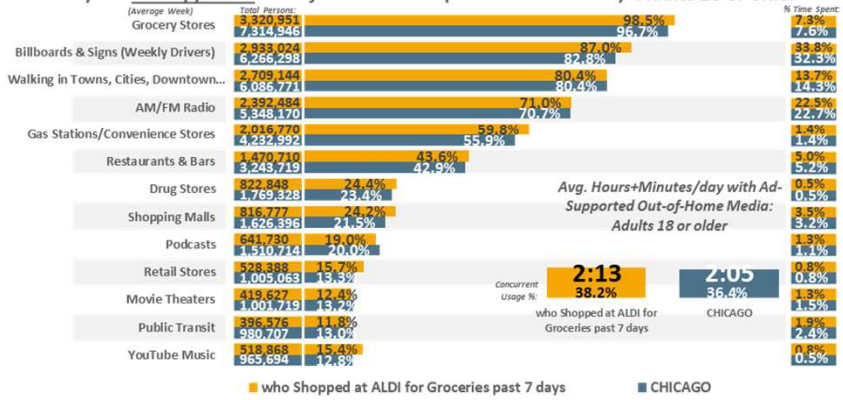
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



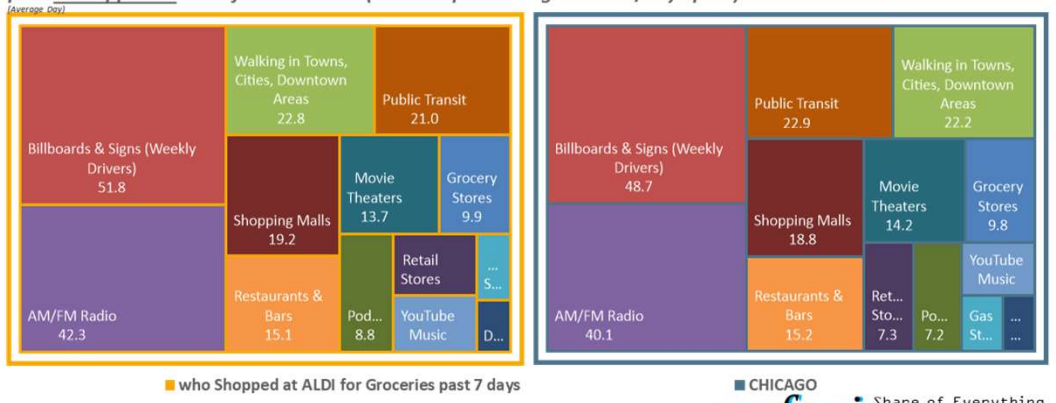
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,504

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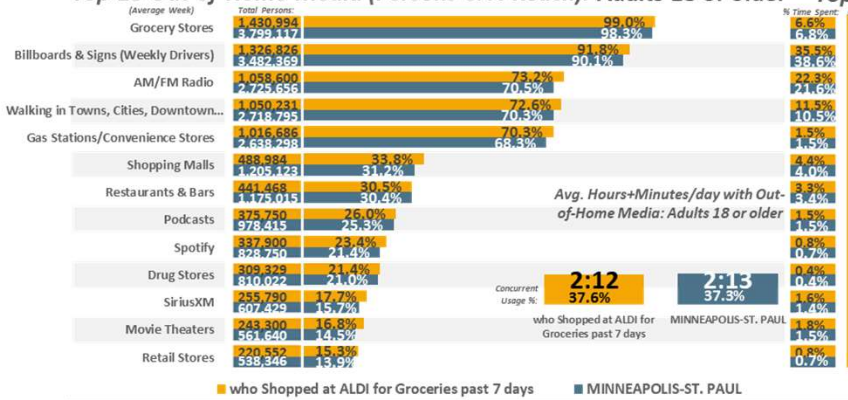
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Grocery stores shopped past 7 days (HHLD): ALDI

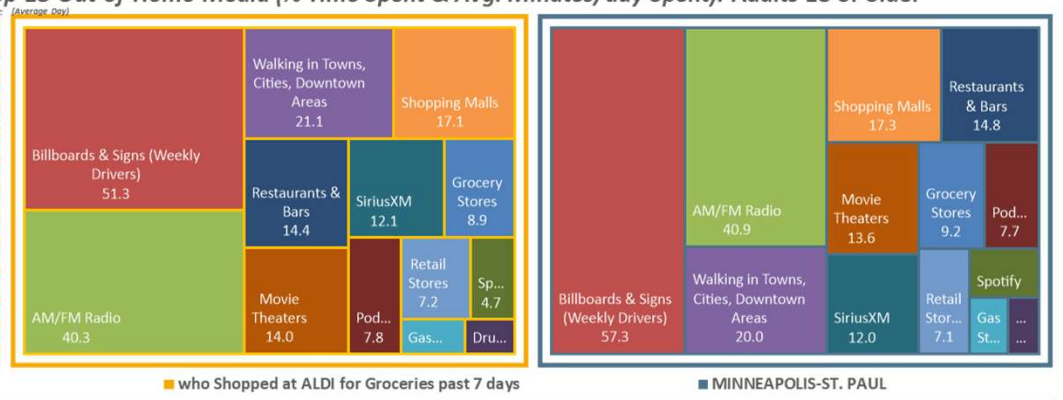


1,326,826 or 91.8% of Adults 18 or older who Shopped at ALDI for Groceries past 7 days spend an average of 51.3 minutes per day driving, seeing Billboards and Signs. 68.7% Listen to Local Radio Stations Out-of-Home for an average of 36.7 minutes/day.

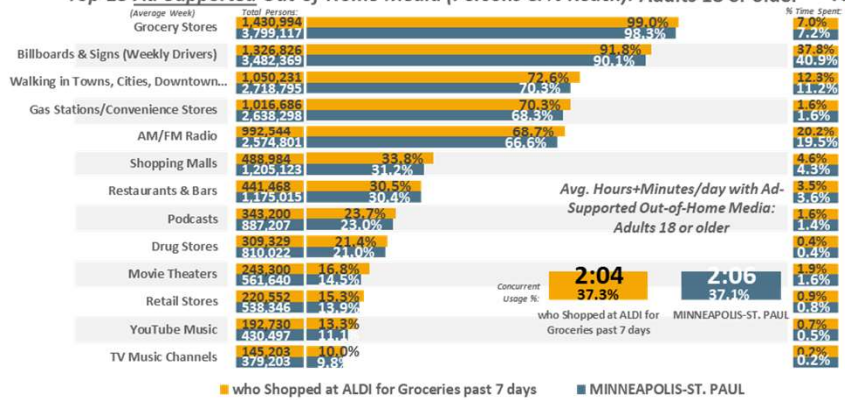
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



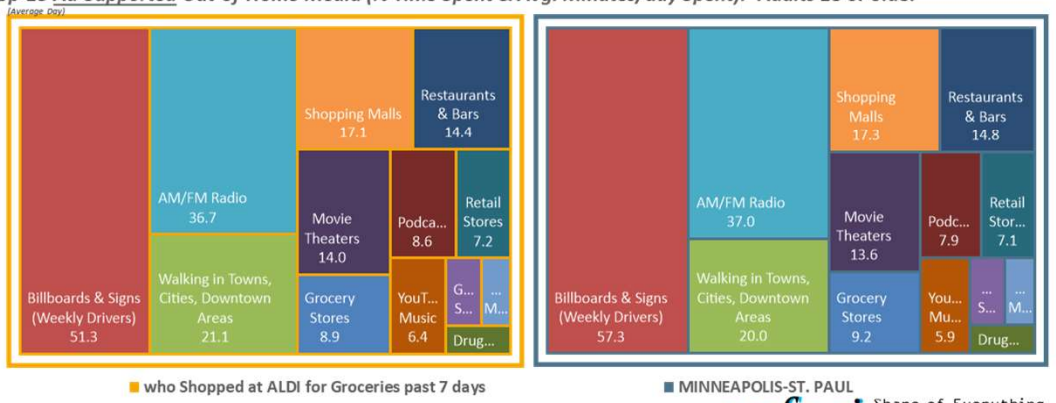
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 2024: Jul23-Aug24 Qual Intab 698

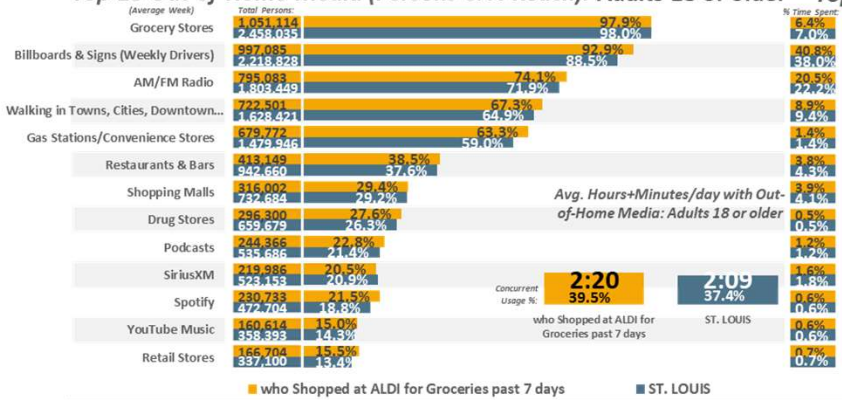
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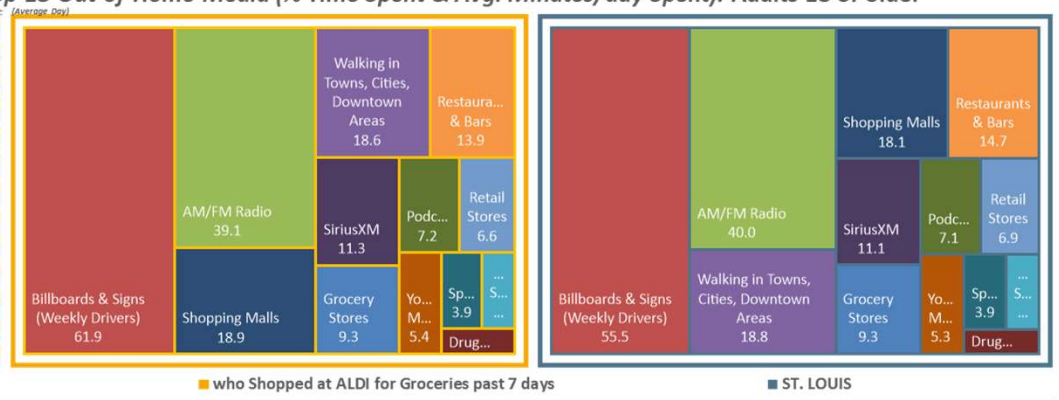
Grocery stores shopped past 7 days (HHLD): ALDI

997,085 or 92.9% of Adults 18 or older who Shopped at ALDI for Groceries past 7 days spend an average of 61.9 minutes per day driving, seeing Billboards and Signs. 70.9% Listen to Local Radio Stations Out-of-Home for an average of 36.8 minutes/day.

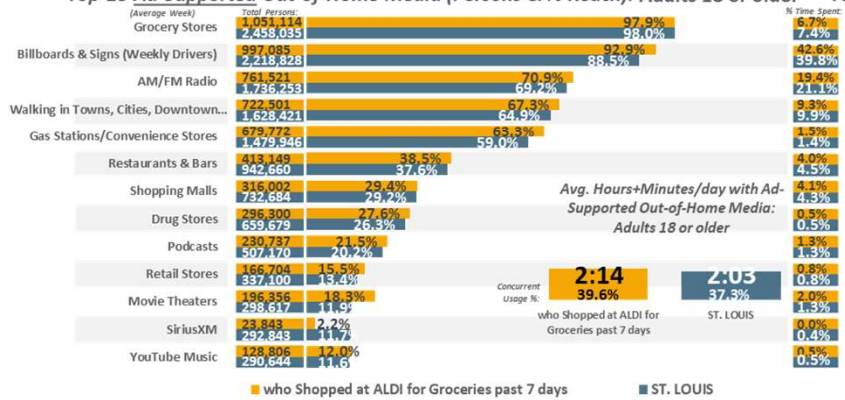
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



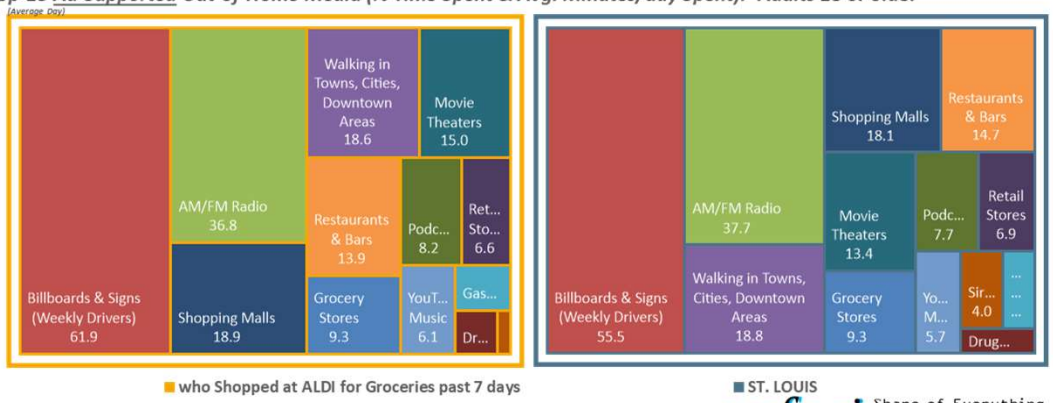
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 850

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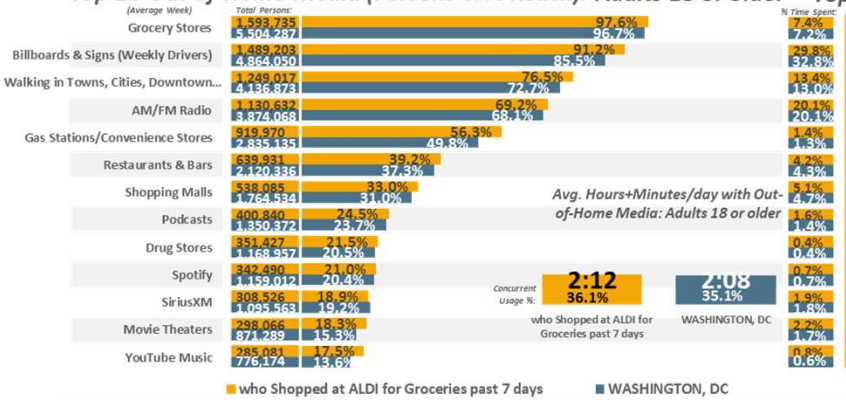
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Grocery stores shopped past 7 days (HHLD): ALDI

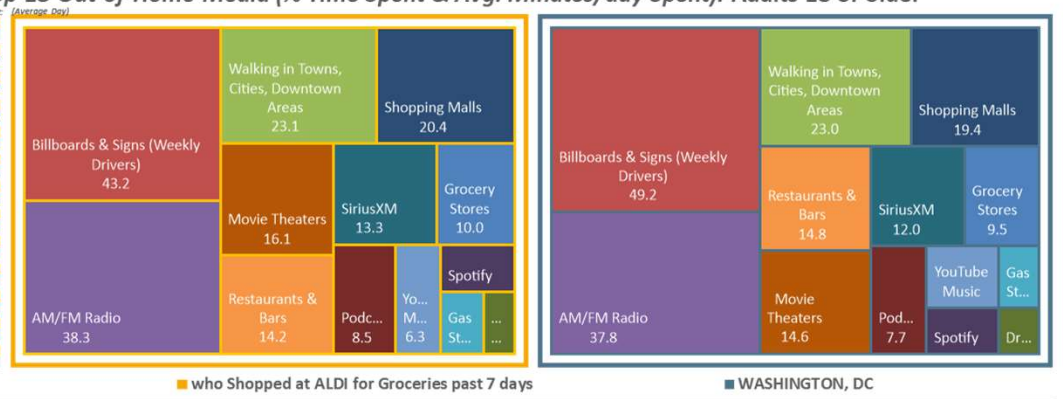


1,489,203 or 91.2% of Adults 18 or older who Shopped at ALDI for Groceries past 7 days spend an average of 43.2 minutes per day driving, seeing Billboards and Signs. 64.9% Listen to Local Radio Stations Out-of-Home for an average of 34.1 minutes/day.

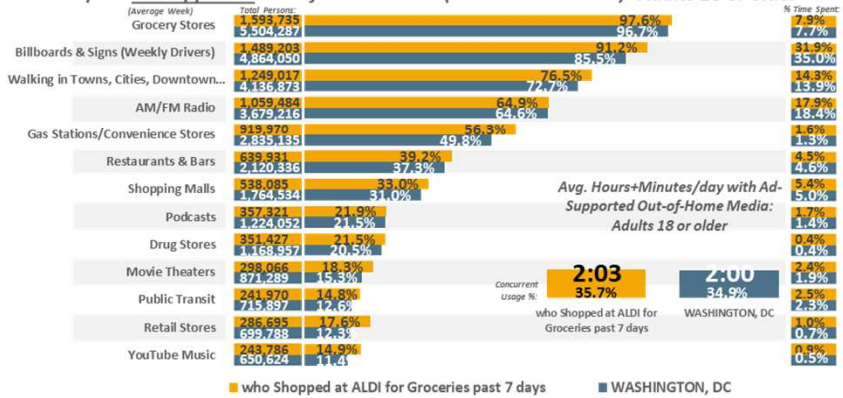
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



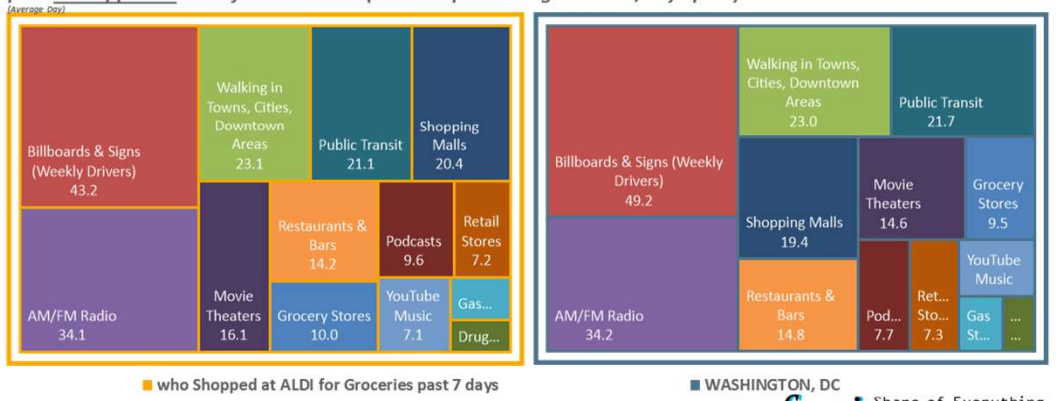
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,457

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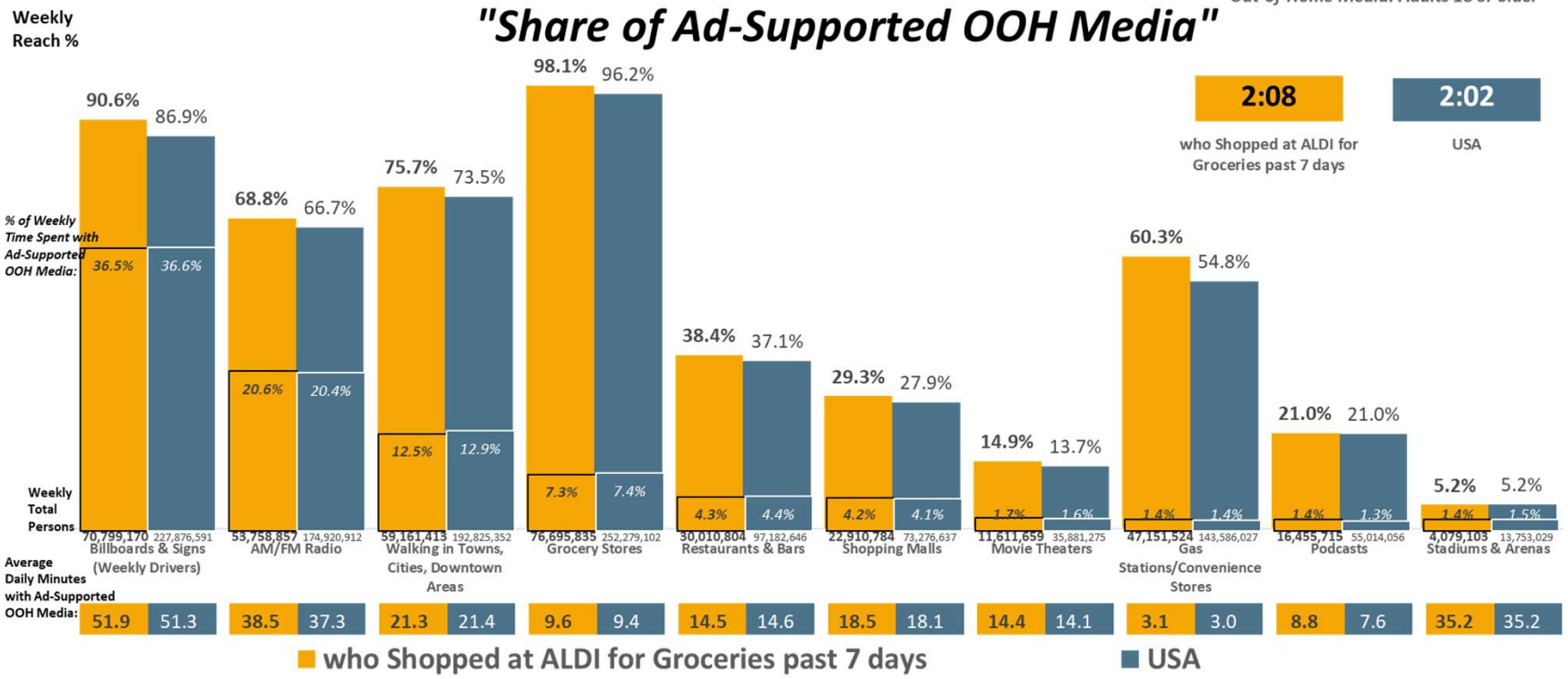
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Grocery stores shopped past 7 days (HHLD): ALDI



70,799,170 or 90.6% of Adults 18 or older who Shopped at ALDI for Groceries past 7 days spend an average of 51.9 minutes per day driving, seeing Billboards and Signs representing 36.5% 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



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 6,464

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

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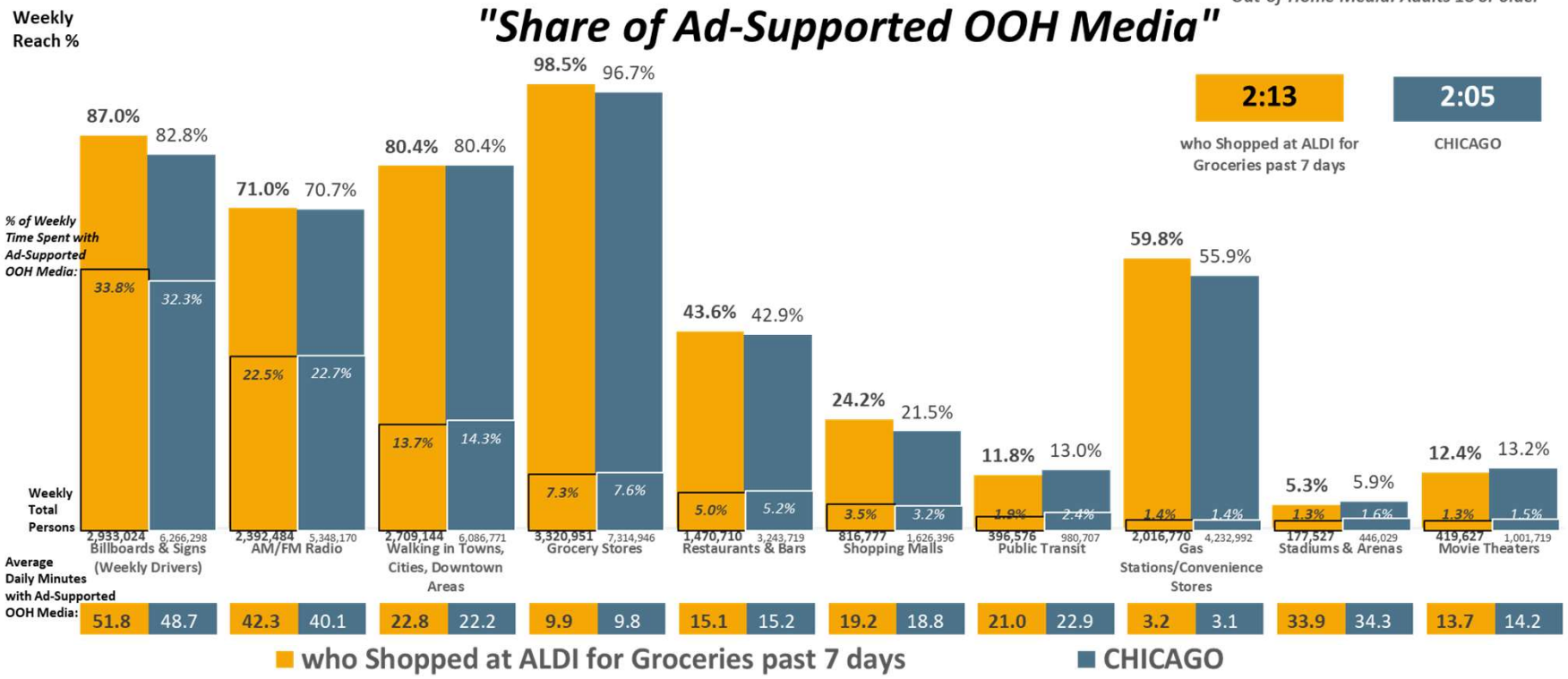
Grocery stores shopped past 7 days (HHLD): ALDI



2,933,024 or 87.% of Adults 18 or older who Shopped at ALDI for Groceries past 7 days spend an average of 51.8 minutes per day driving, seeing Billboards and Signs representing 33.8% 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

"Share of Ad-Supported OOH Media"



CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,504 CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 3,420

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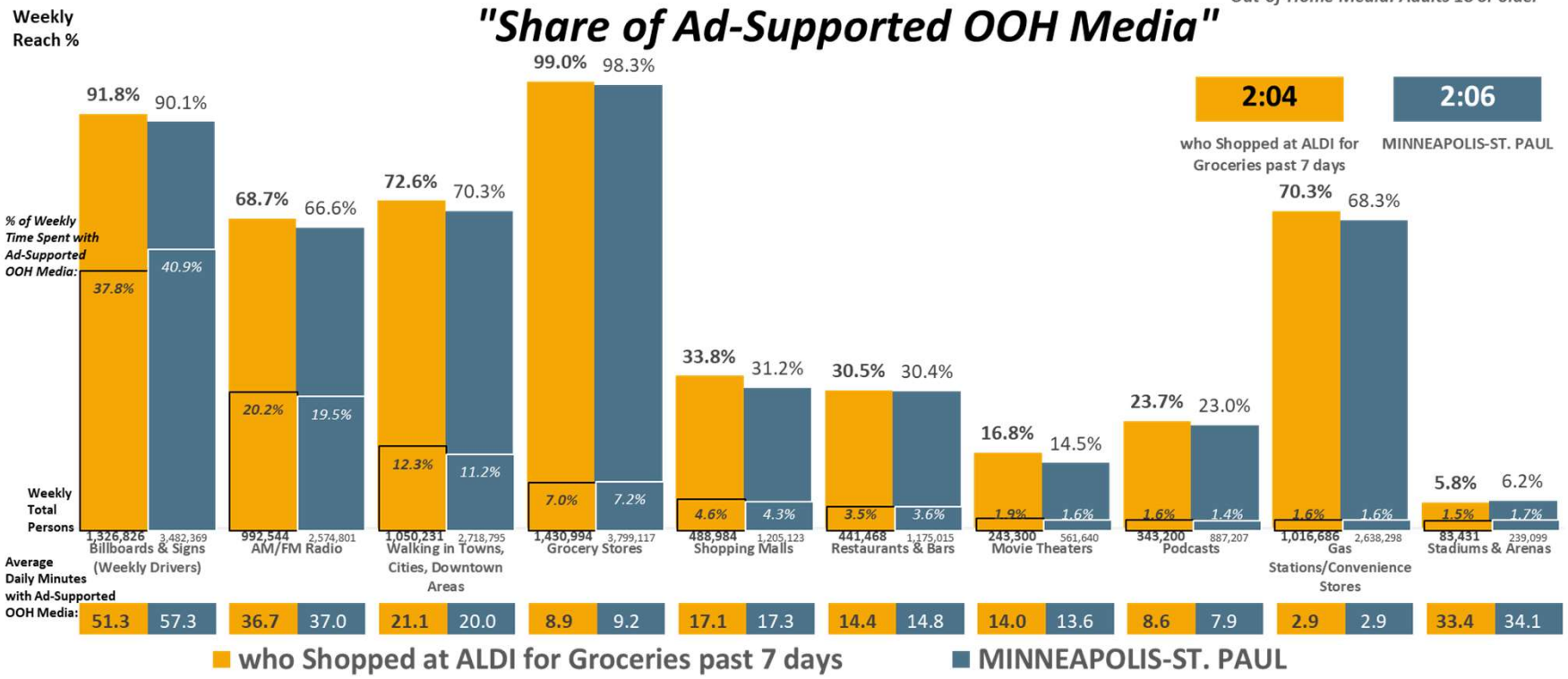
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Grocery stores shopped past 7 days (HHLD): ALDI

1,326,826 or 91.8% of Adults 18 or older who Shopped at ALDI for Groceries past 7 days spend an average of 51.3 minutes per day driving, seeing Billboards and Signs representing 37.8% 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

"Share of Ad-Supported OOH Media"



MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 698 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,862

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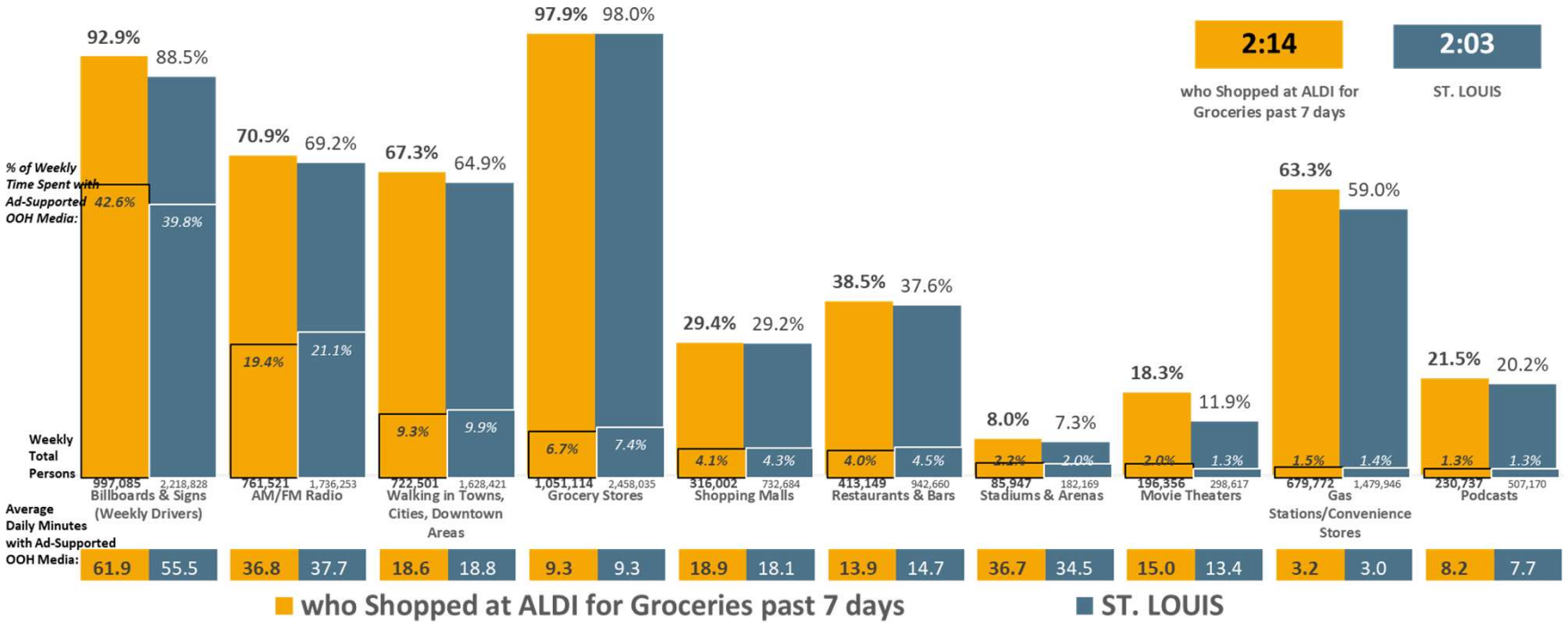
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Grocery stores shopped past 7 days (HHLD): ALDI

997,085 or 92.9% of Adults 18 or older who Shopped at ALDI for Groceries past 7 days spend an average of 61.9 minutes per day driving, seeing Billboards and Signs representing 42.6% 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

"Share of Ad-Supported OOH Media"



ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 850 ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,933

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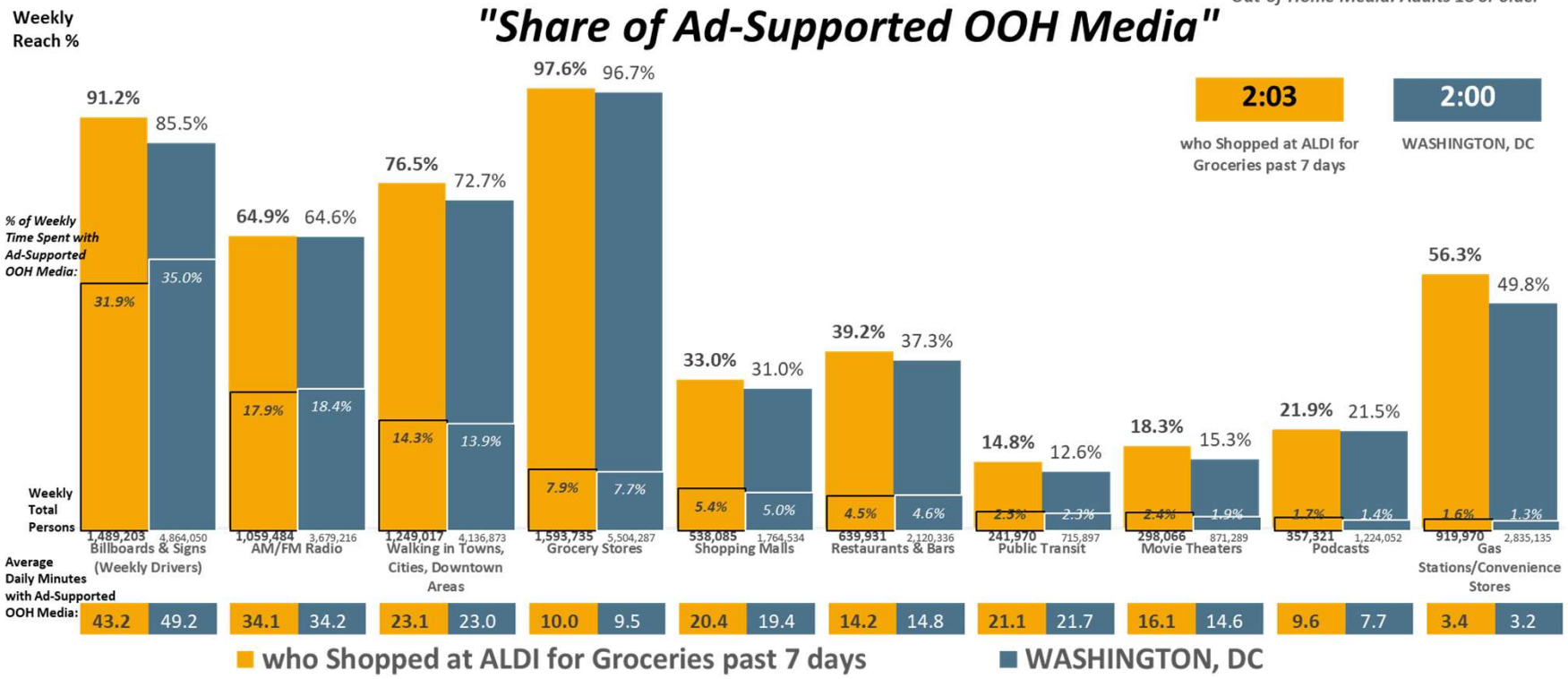
Grocery stores shopped past 7 days (HHLD): ALDI



1,489,203 or 91.2% of Adults 18 or older who Shopped at ALDI for Groceries past 7 days spend an average of 43.2 minutes per day driving, seeing Billboards and Signs representing 31.9% 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

"Share of Ad-Supported OOH Media"



WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,457 WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 5,557

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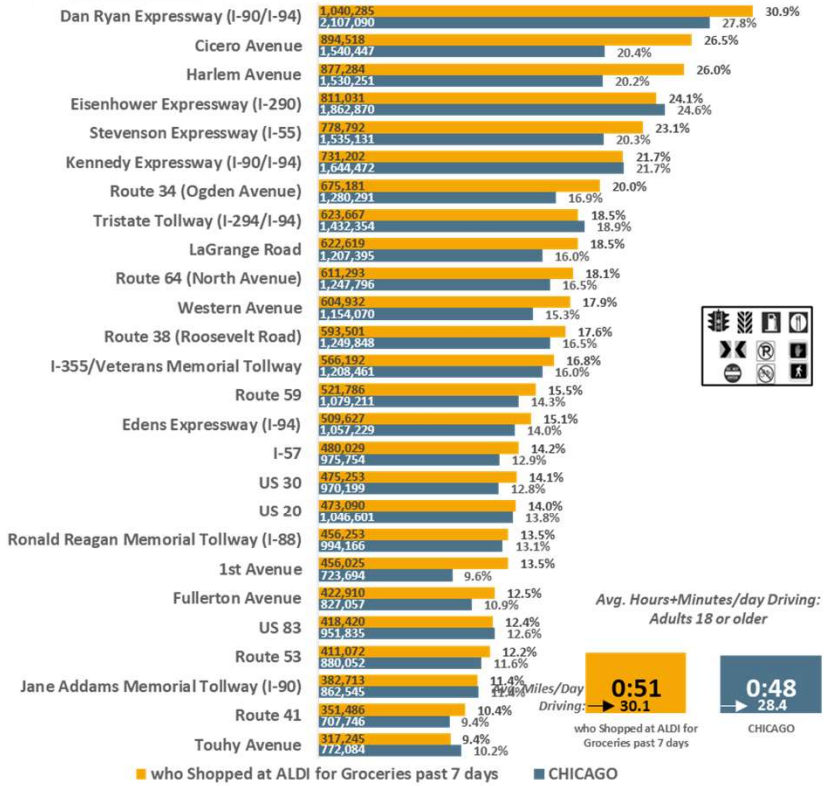
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Grocery stores shopped past 7 days (HHLD): ALDI



2,933,024 or 87.% of Adults 18 or older who Shopped at ALDI for Groceries past 7 days spend an average of 51.8 minutes per day driving an average of 30.1 miles each day and are 30.3% more likely to use Cicero Avenue than the Metro average.

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



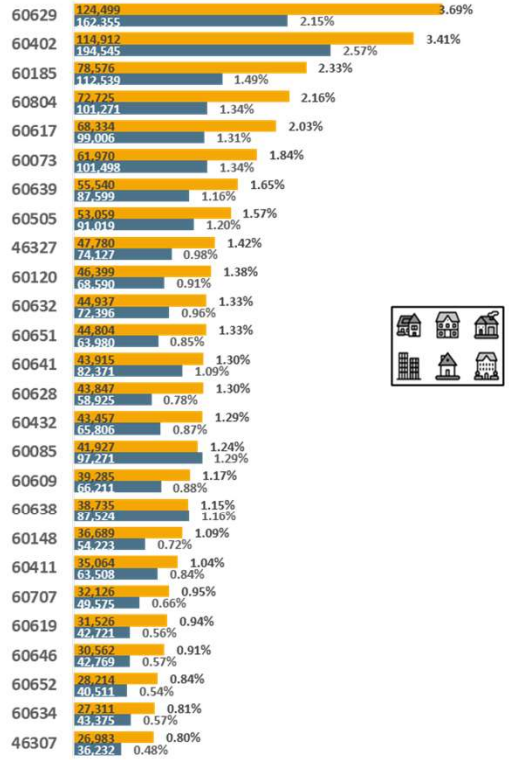
Avg. Hours+Minutes/day Driving: Adults 18 or older

Miles/Day Driving: → 30.1

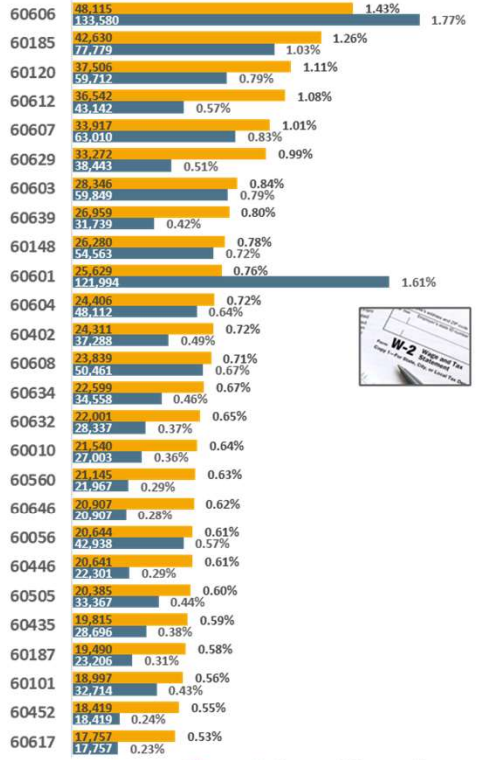
0:51 who Shopped at ALDI for Groceries past 7 days

0:48 → 28.4 CHICAGO

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,504

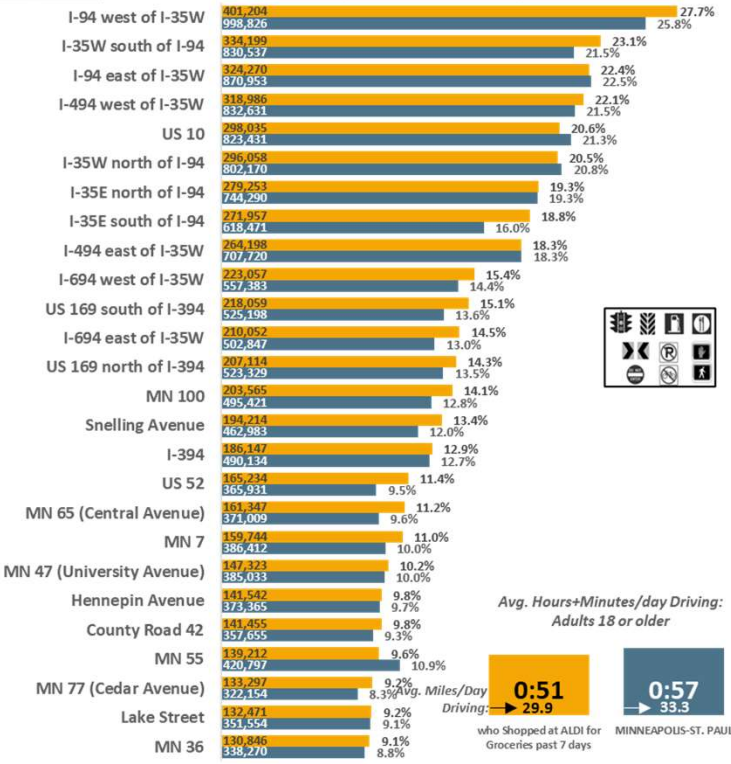
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Grocery stores shopped past 7 days (HHLD): ALDI



1,326,826 or 91.8% of Adults 18 or older who Shopped at ALDI for Groceries past 7 days spend an average of 51.3 minutes per day driving an average of 29.9 miles each day and are 20.7% more likely to use US 52 than the Metro average.

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



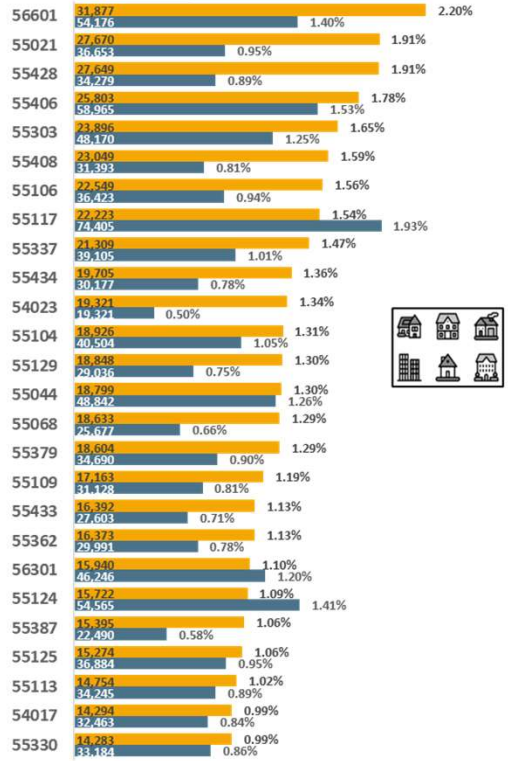
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving: ▶ 29.9

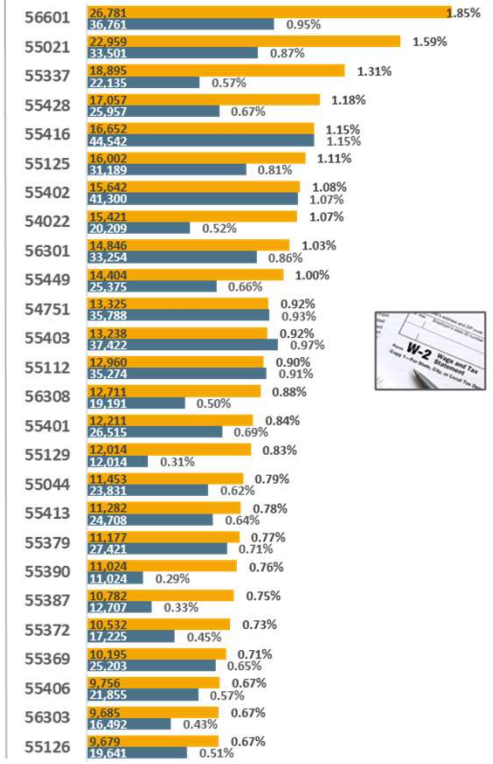
0:51 who Shopped at ALDI for Groceries past 7 days

0:57 ▶ 33.3 MINNEAPOLIS-ST. PAUL

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 698

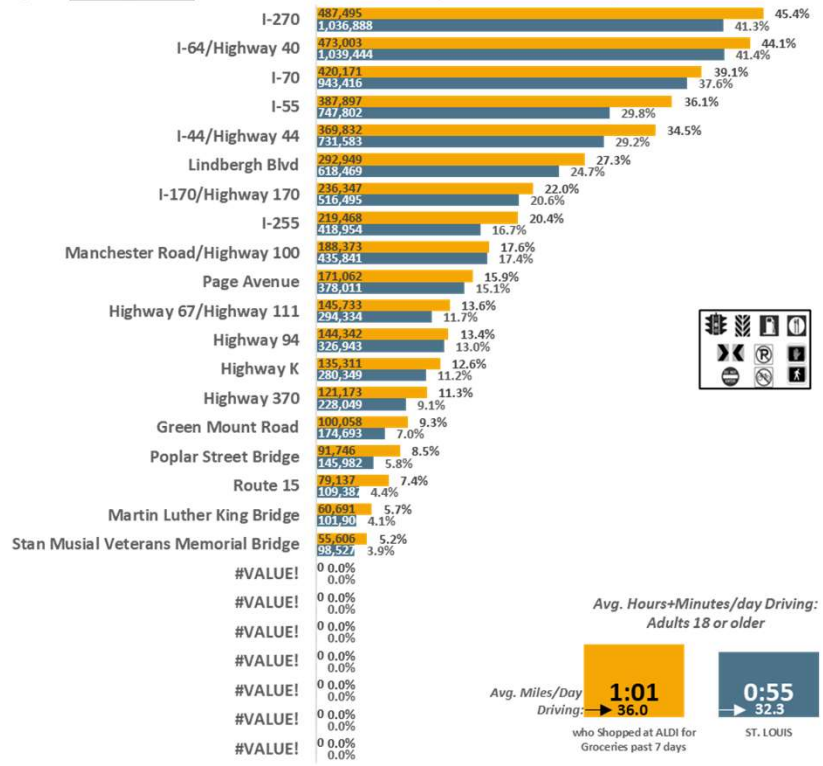
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Grocery stores shopped past 7 days (HHLD): ALDI



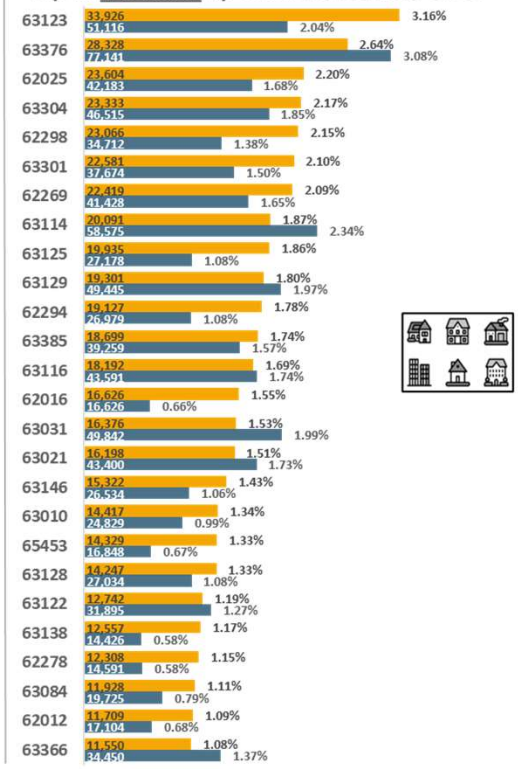
997,085 or 92.9% of Adults 18 or older who Shopped at ALDI for Groceries past 7 days spend an average of 61.9 minutes per day driving an average of 36. miles each day and are 69.% more likely to use Route 15 than the Metro average.

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

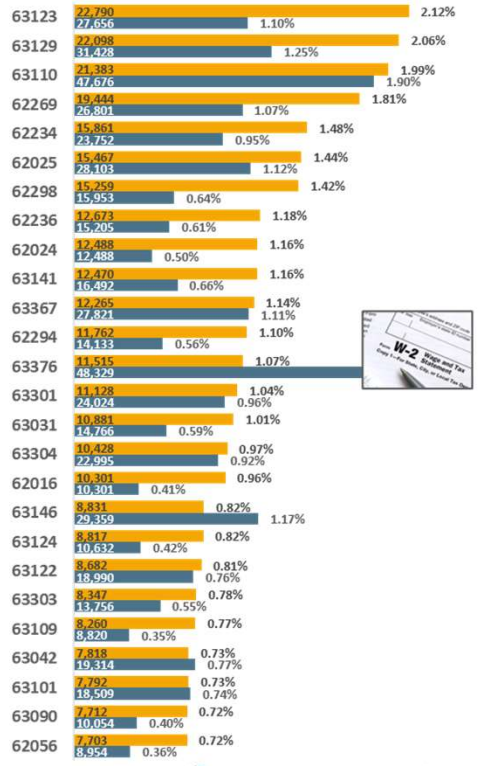


Avg. Hours+Minutes/day Driving: Adults 18 or older

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 850

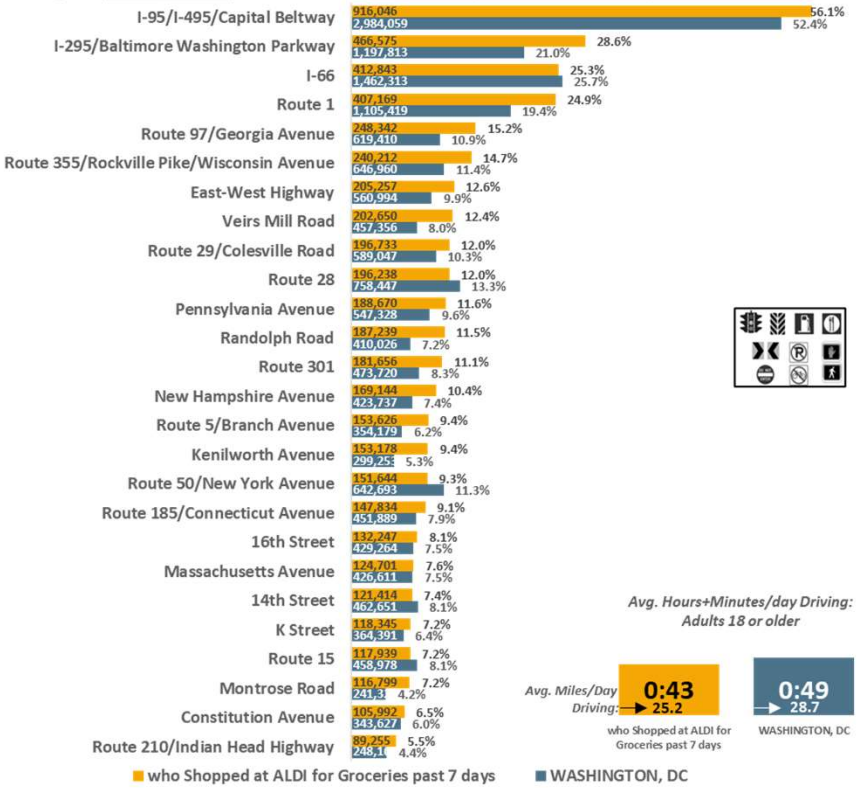
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Grocery stores shopped past 7 days (HHLD): ALDI



1,489,203 or 91.2% of Adults 18 or older who Shopped at ALDI for Groceries past 7 days spend an average of 43.2 minutes per day driving an average of 25.2 miles each day and are 78.4% more likely to use Kenilworth Avenue than the Metro average.

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



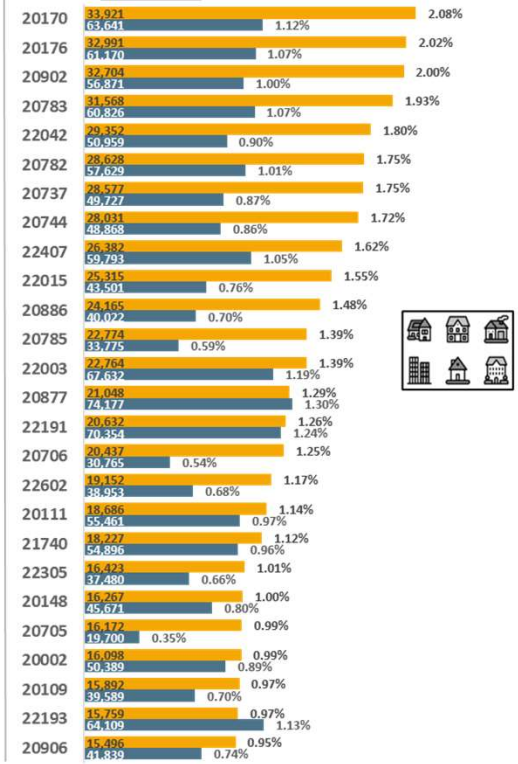
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving: 25.2

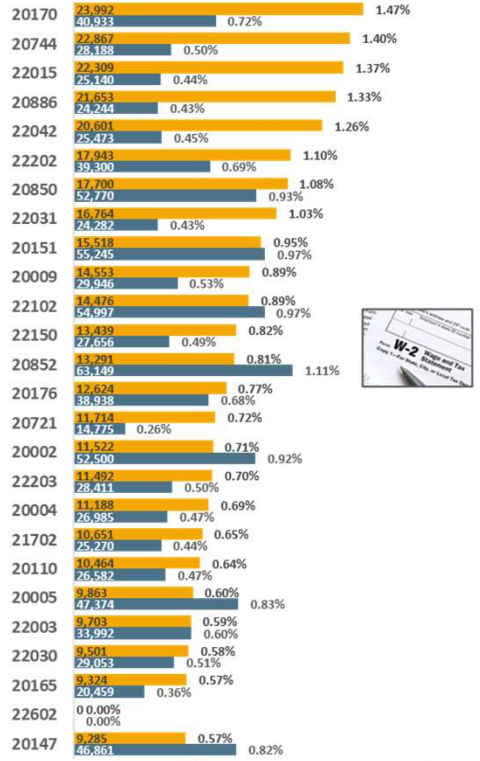
0:43 who Shopped at ALDI for Groceries past 7 days

0:49 (28.7) WASHINGTON, DC

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



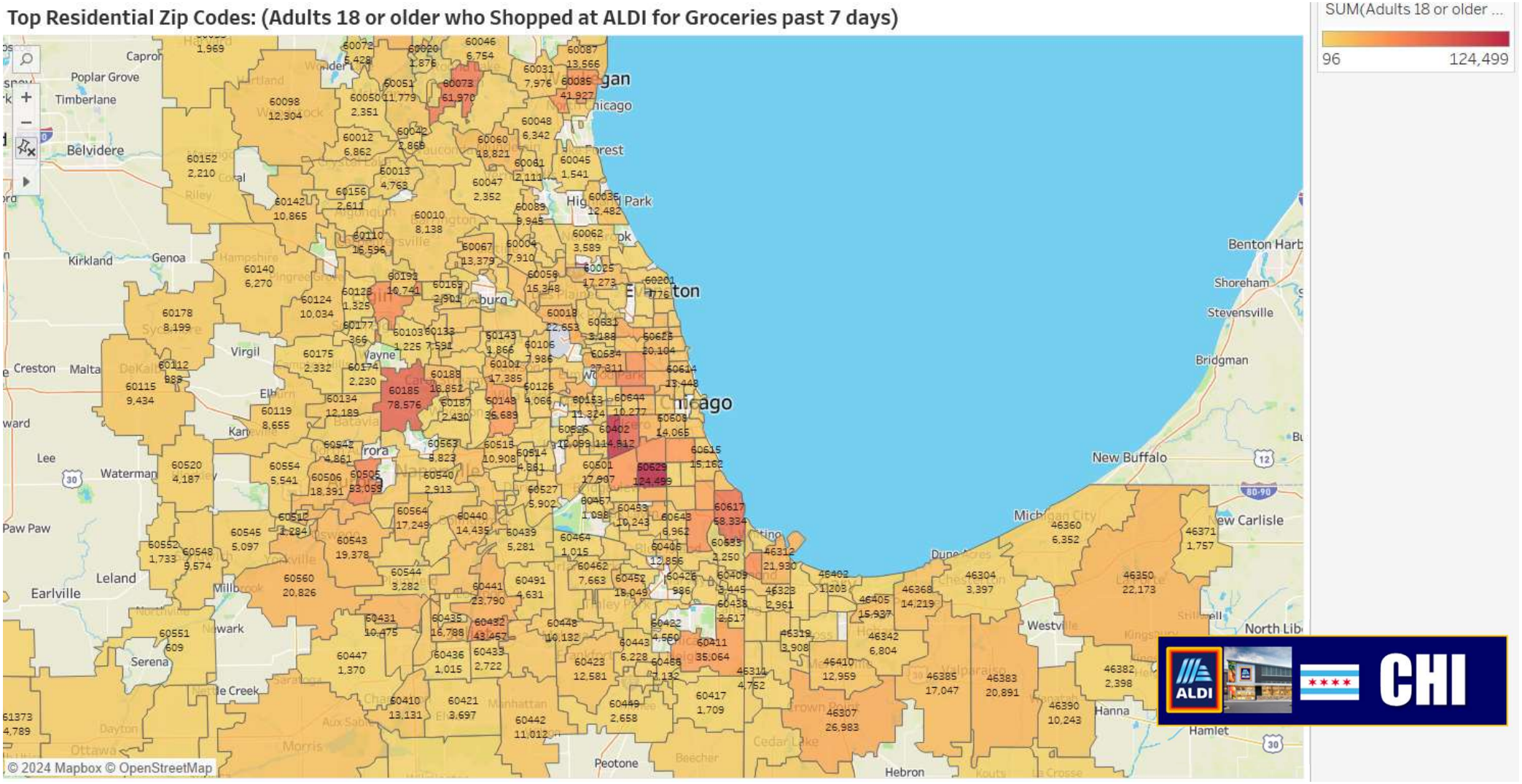
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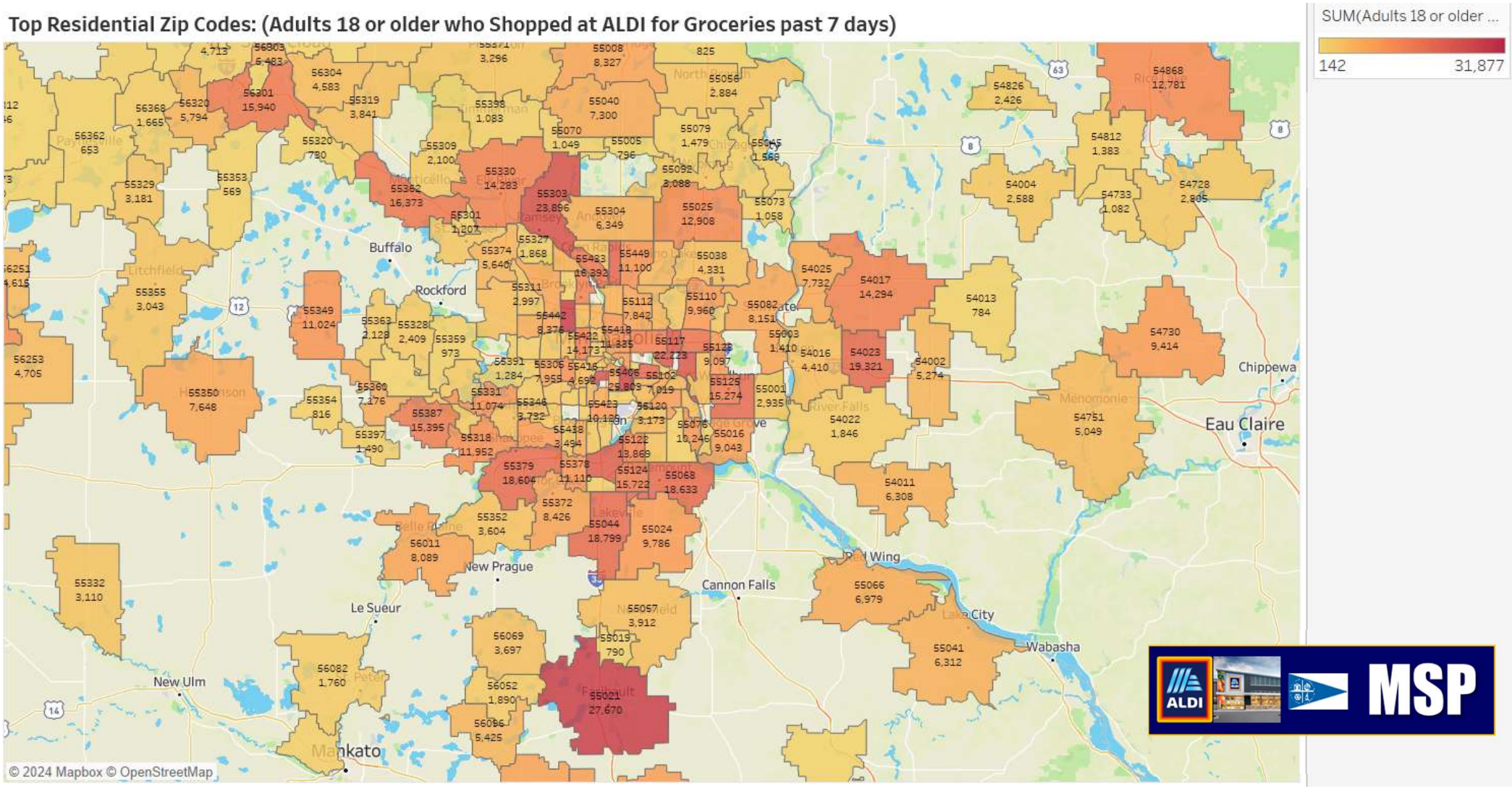
Grocery stores shopped past 7 days (HHLD): ALDI

Top Residential Zip Codes: (Adults 18 or older who Shopped at ALDI for Groceries past 7 days)



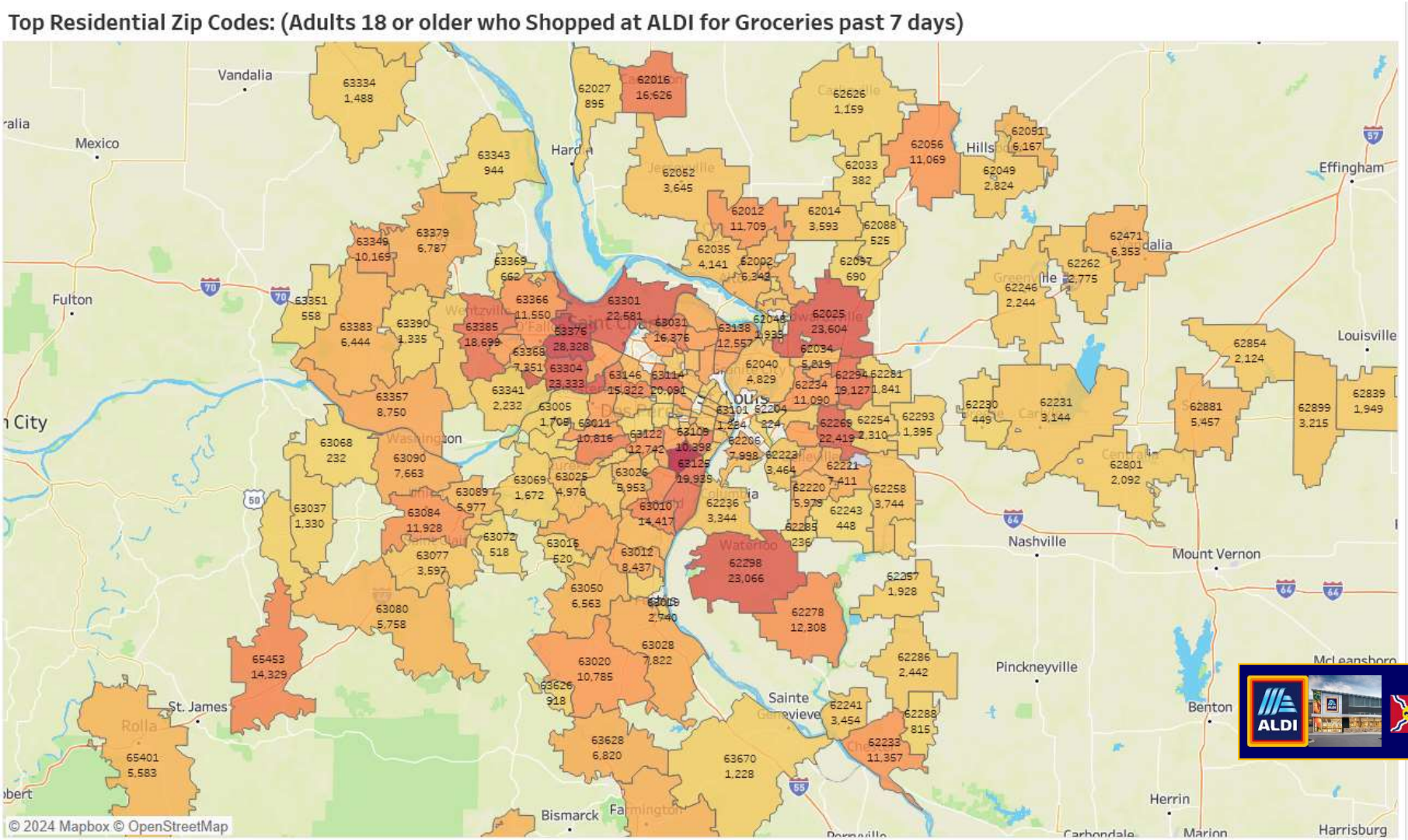
Grocery stores shopped past 7 days (HHLD): ALDI

Top Residential Zip Codes: (Adults 18 or older who Shopped at ALDI for Groceries past 7 days)



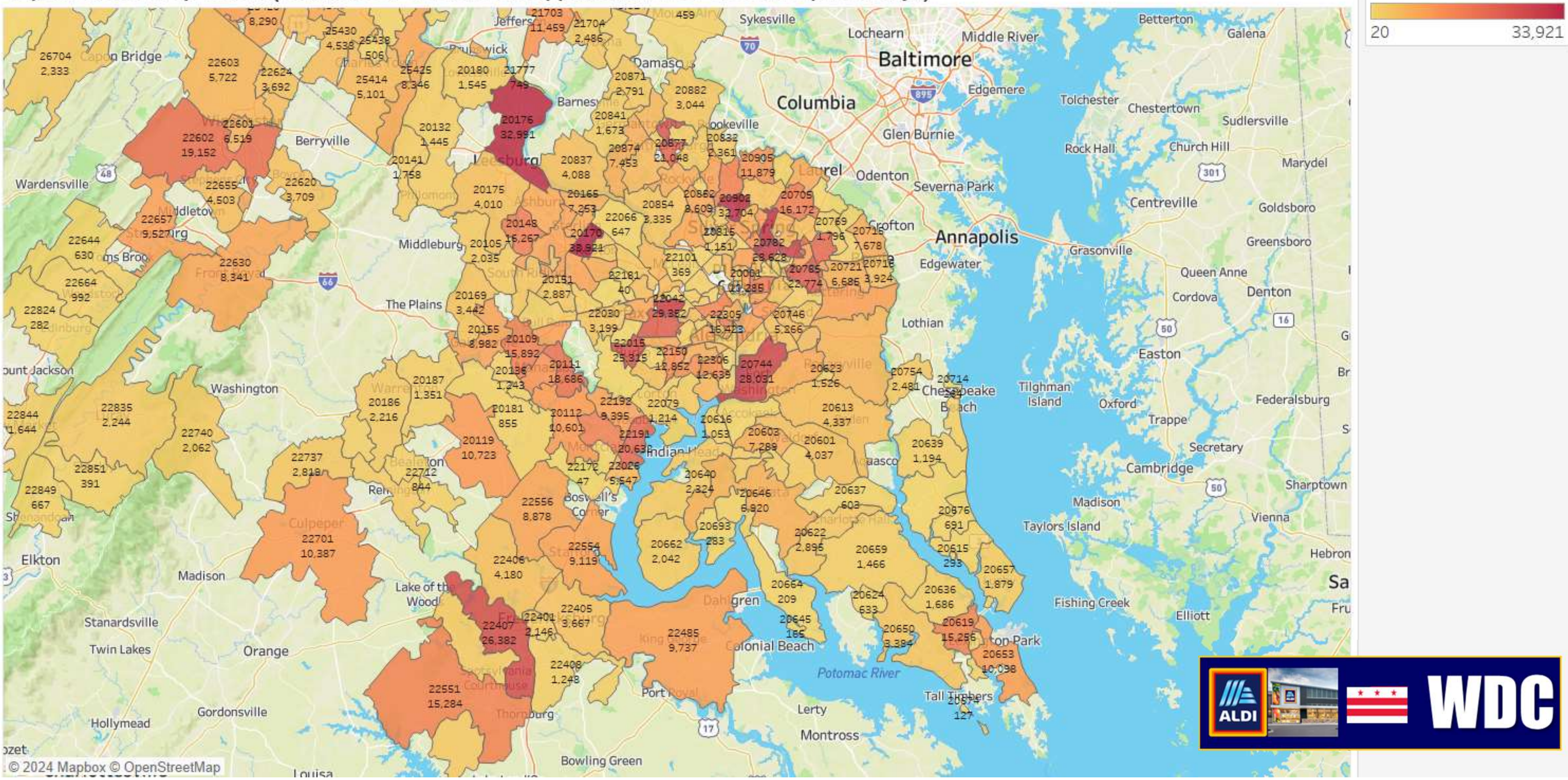
Grocery stores shopped past 7 days (HHLD): ALDI

Top Residential Zip Codes: (Adults 18 or older who Shopped at ALDI for Groceries past 7 days)



Grocery stores shopped past 7 days (HHLD): ALDI

Top Residential Zip Codes: (Adults 18 or older who Shopped at ALDI for Groceries past 7 days)

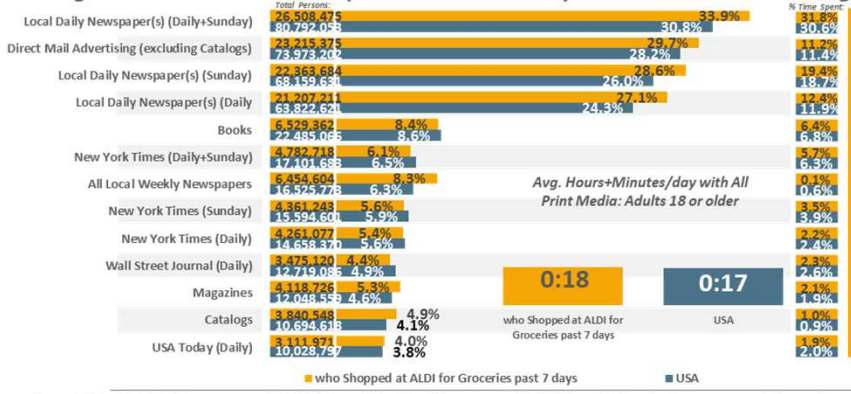


Grocery stores shopped past 7 days (HHLD): ALDI

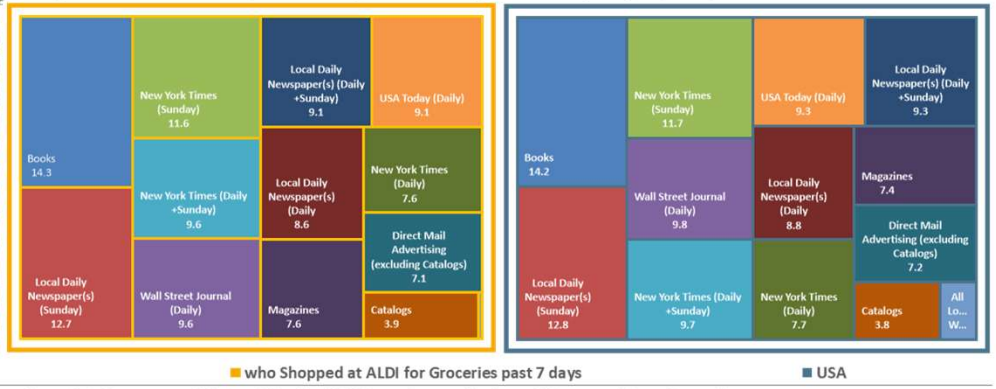


26,508,475 or 33.9% of Adults 18 or older who Shopped at ALDI for Groceries past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.1 minutes every day representing 34.% of all time spent daily with All forms of Print Media.

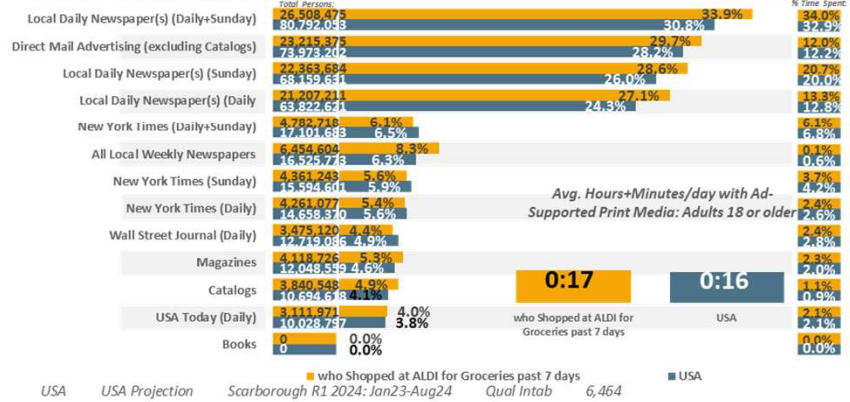
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



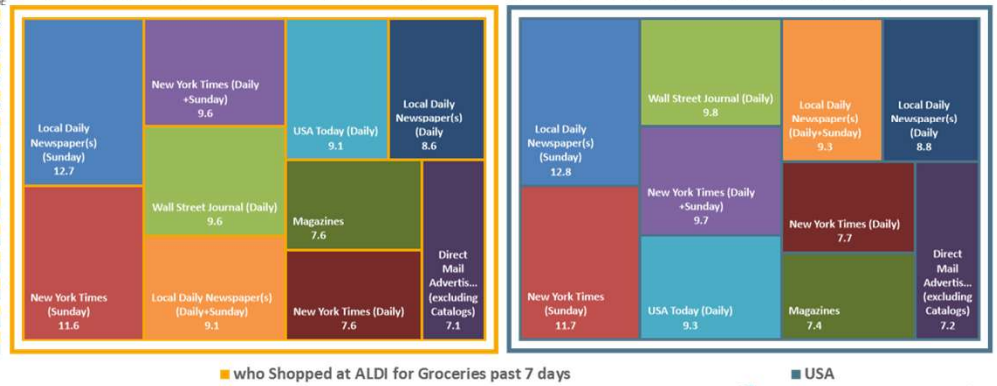
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 6,464

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

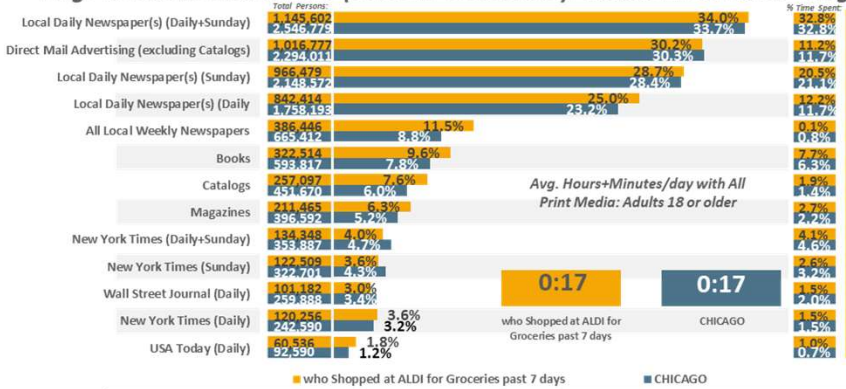
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Grocery stores shopped past 7 days (HHLD): ALDI

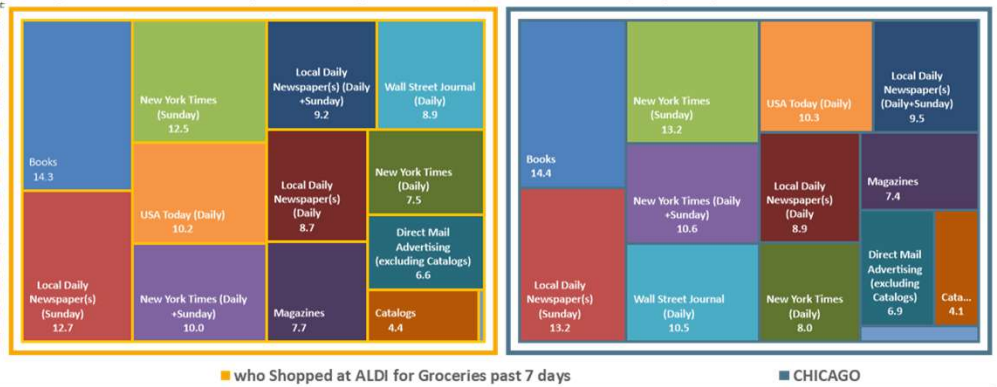


1,145,602 or 34.% of Adults 18 or older who Shopped at ALDI for Groceries past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.2 minutes every day representing 35.5% of all time spent daily with All forms of Print Media.

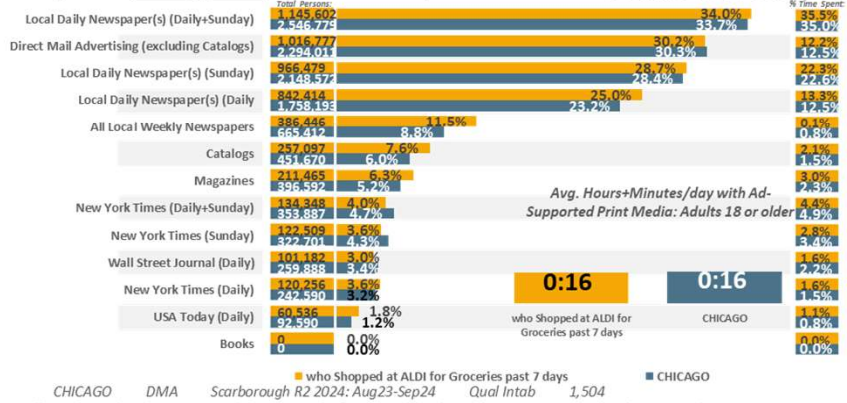
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,504

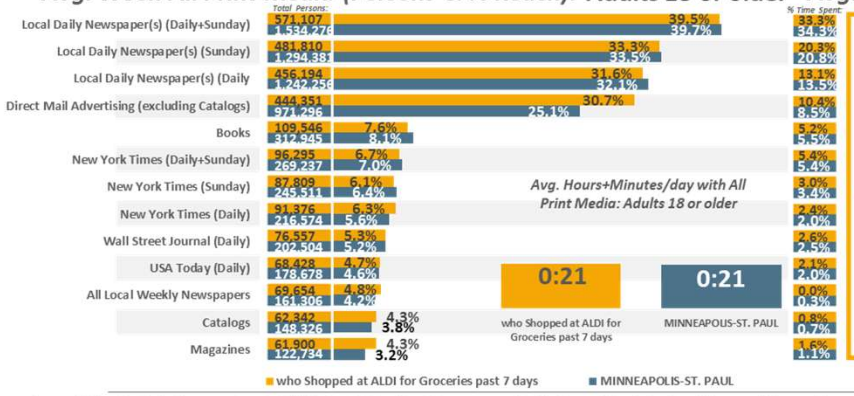
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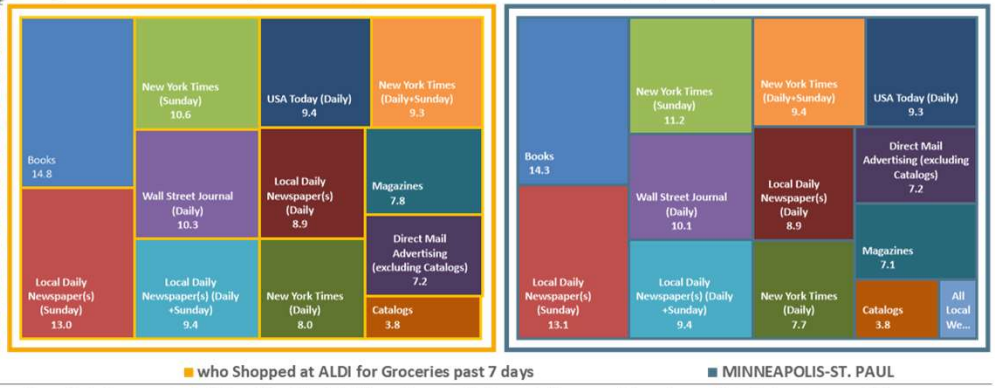
Grocery stores shopped past 7 days (HHLD): ALDI

571,107 or 39.5% of Adults 18 or older who Shopped at ALDI for Groceries past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.4 minutes every day representing 35.2% of all time spent daily with All forms of Print Media.

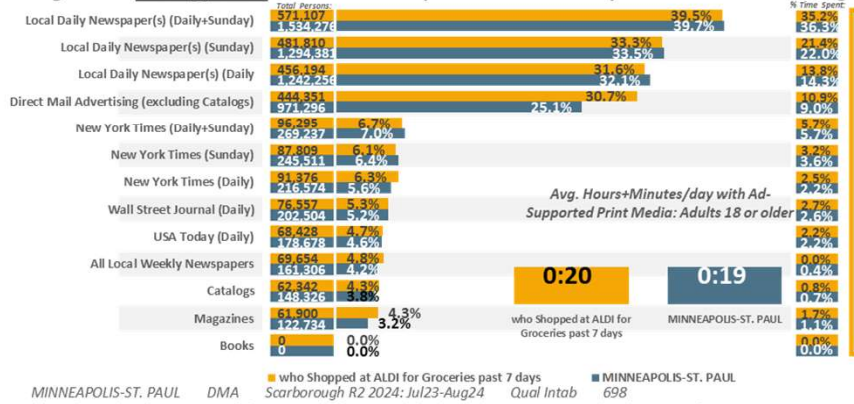
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



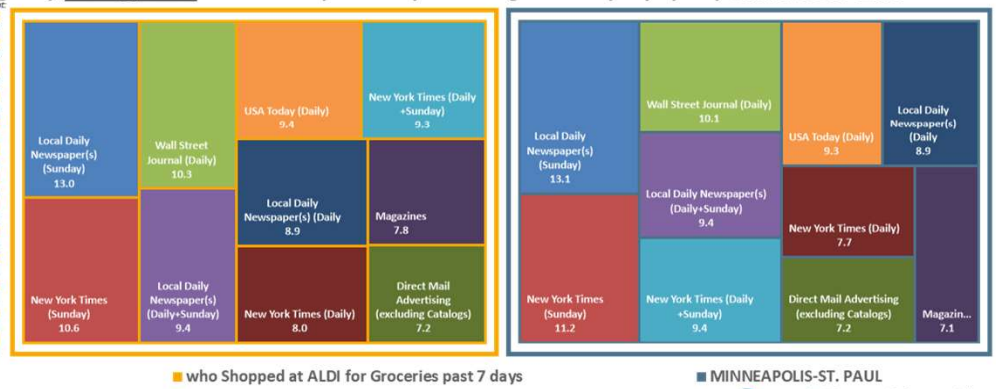
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 698

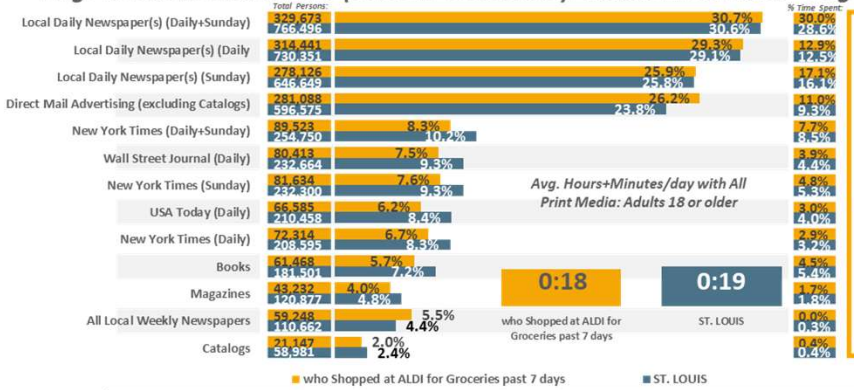
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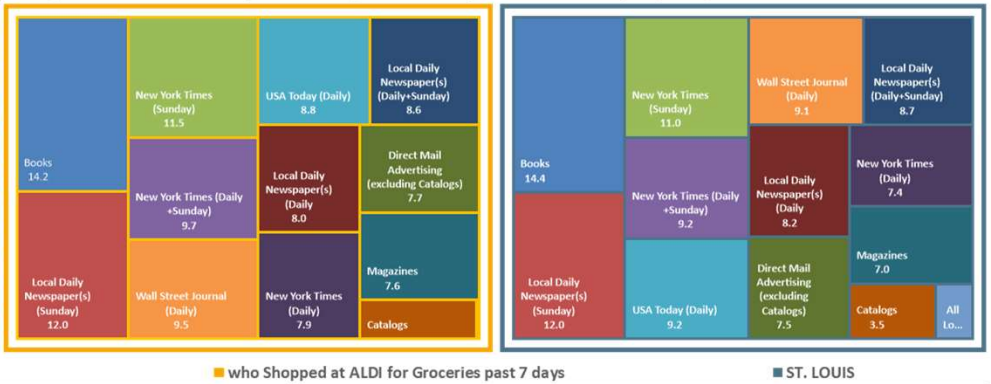
Grocery stores shopped past 7 days (HHLD): ALDI

329,673 or 30.7% of Adults 18 or older who Shopped at ALDI for Groceries past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.6 minutes every day representing 31.4% of all time spent daily with All forms of Print Media.

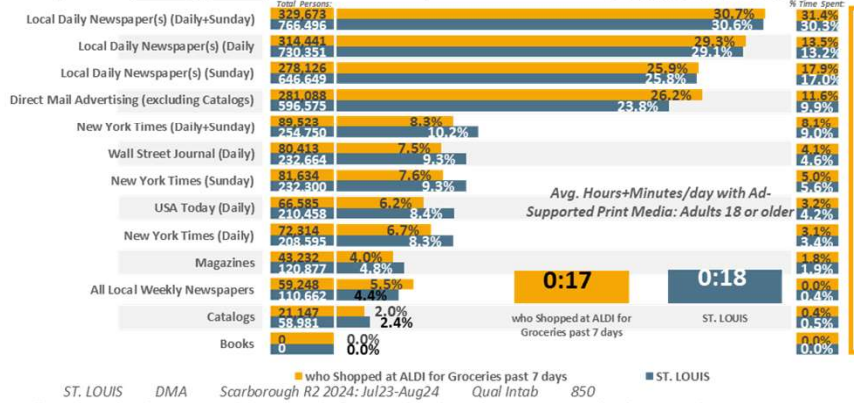
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



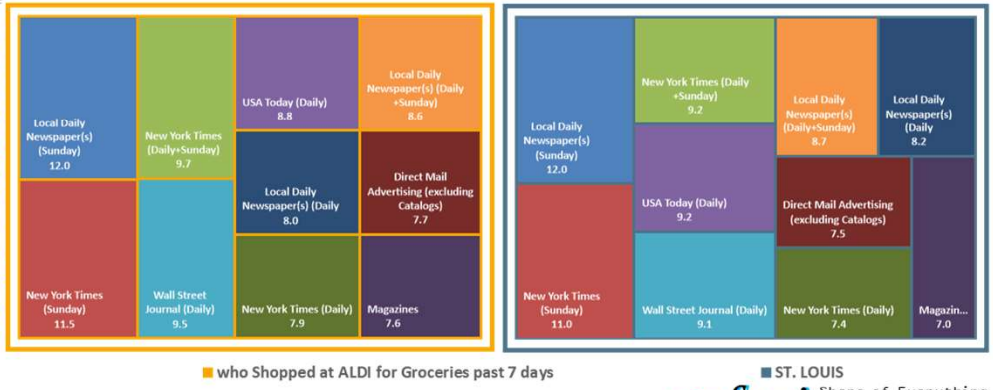
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 850

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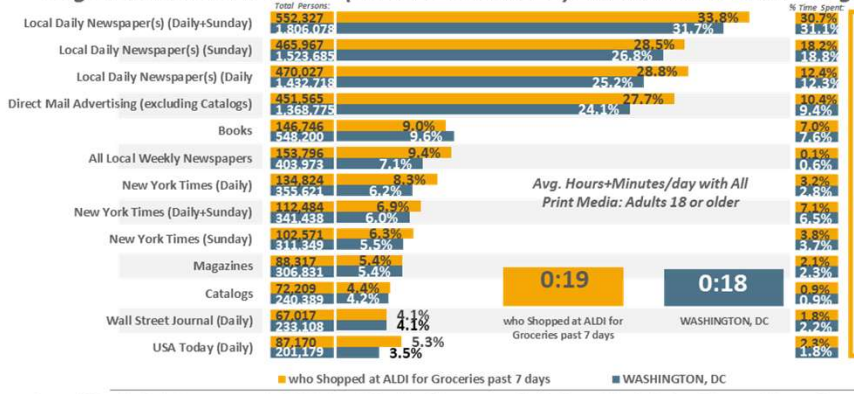
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Grocery stores shopped past 7 days (HHLD): ALDI

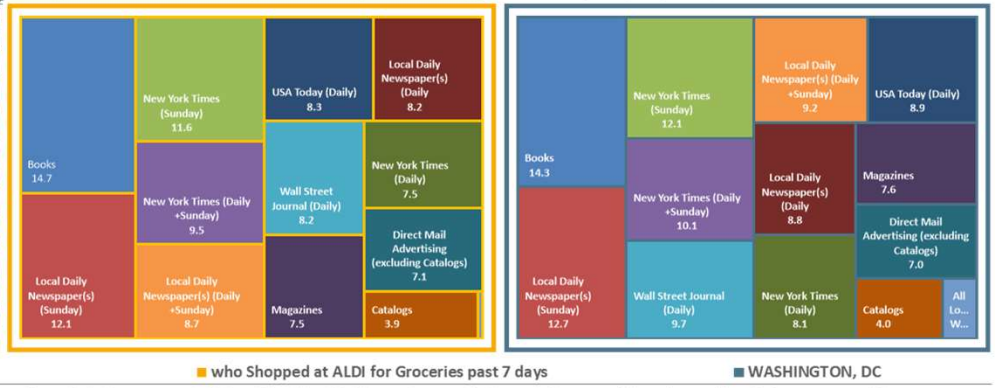


552,327 or 33.8% of Adults 18 or older who Shopped at ALDI for Groceries past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.7 minutes every day representing 32.9% of all time spent daily with All forms of Print Media.

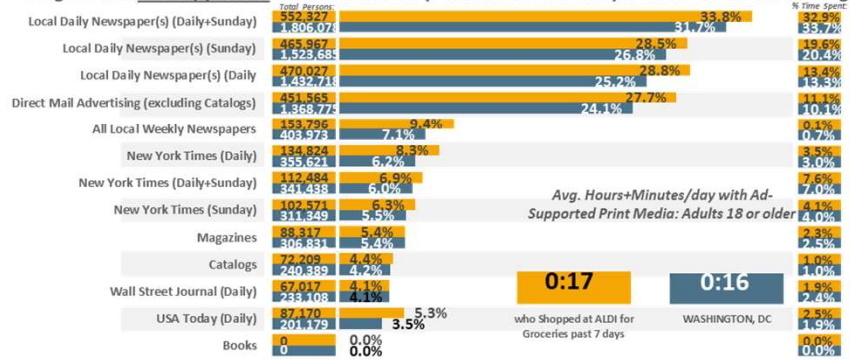
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



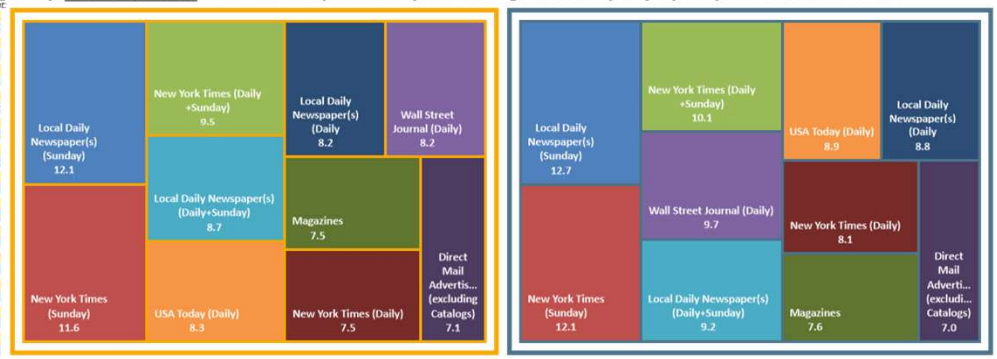
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,457

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Grocery stores shopped past 7 days (HHLD): ALDI