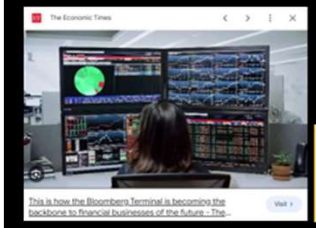
USA+4 DMAs – P18+ who Shopped at TRADER JOE'S in the past 7 days!

Complete Demographic & Media Use Profiles



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







P18+ Aldi Einkauf GmbH & Co.

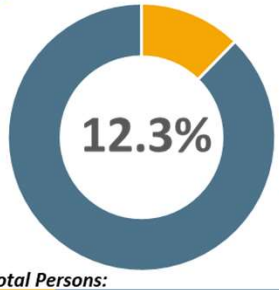
And. Yes! You ARE Smart Enough to Read a Bloomberg Terminal. So get ready to Learn!

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



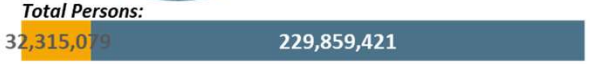
12.3% or 32,315,079 of USA Adults 18 or older Shopped at TRADER JOE'S for Groceries past 7 days.
Typical Adults 18 or older who Shopped at TRADER JOE'S for Groceries past 7 days are 47.9 years old (2.% younger than average) and have a $118,797 (28.5% higher than average) annual household income.

Percent of Market: Adults 18 or older

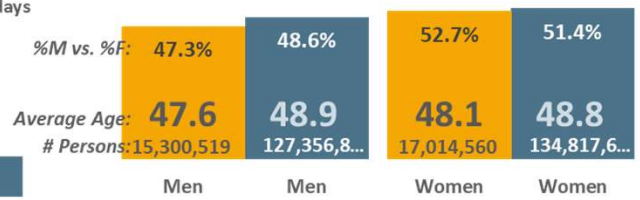


- who Shopped at TRADER JOE'S for Groceries past 7 days
- Remainder of USA DMAs

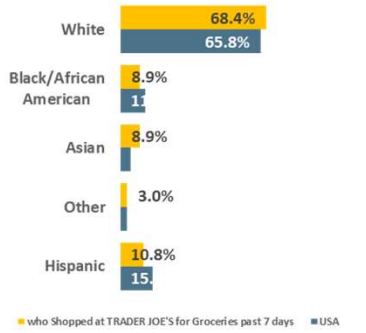
Total Persons:



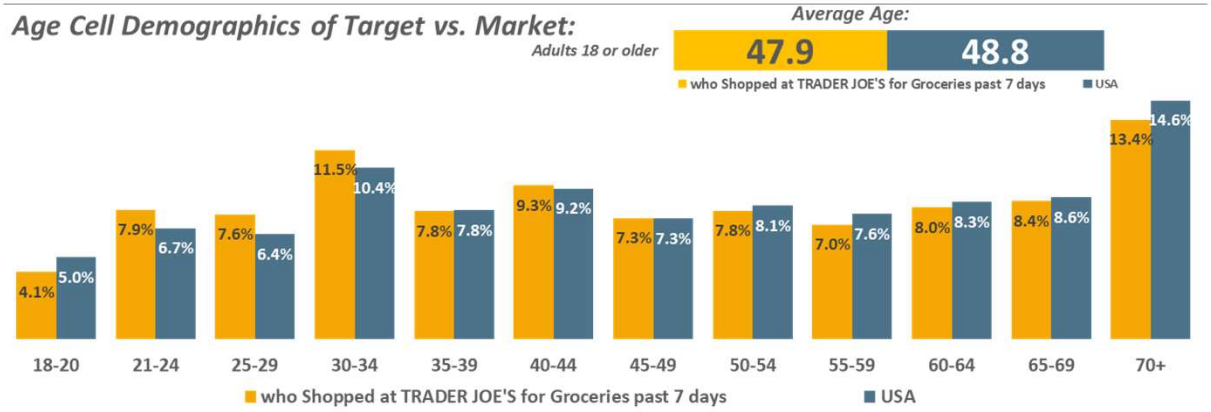
Gender of Target vs. Market: Adults 18 or older



Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:

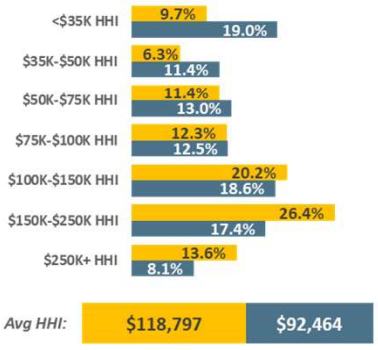


USA *USA Projection* *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *3,021*

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

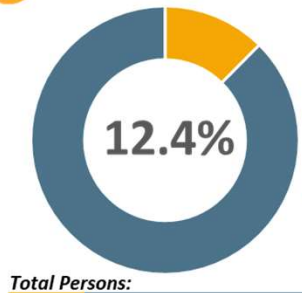
HHI of Target vs. Market:



CHI

12.4% or 939,547 of CHICAGO DMA Adults 18 or older Shopped at TRADER JOE'S for Groceries past 7 days. Typical Adults 18 or older who Shopped at TRADER JOE'S for Groceries past 7 days are 46.5 years old (3.8% younger than average) and have a $130,439 (22.4% higher than average) annual household income.

Percent of Market: Adults 18 or older

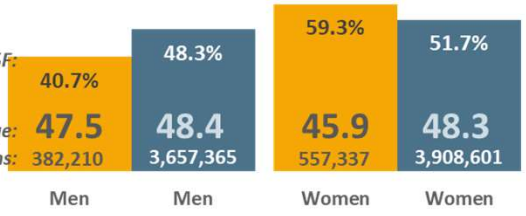


- who Shopped at TRADER JOE'S for Groceries past 7 days
- Remainder of CHICAGO DMA

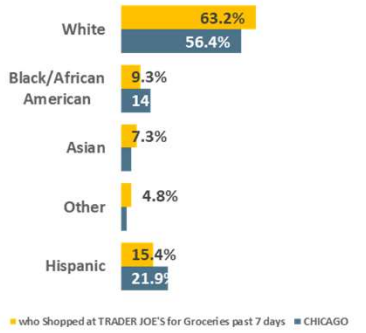
Total Persons:

939,547 | 6,626,419

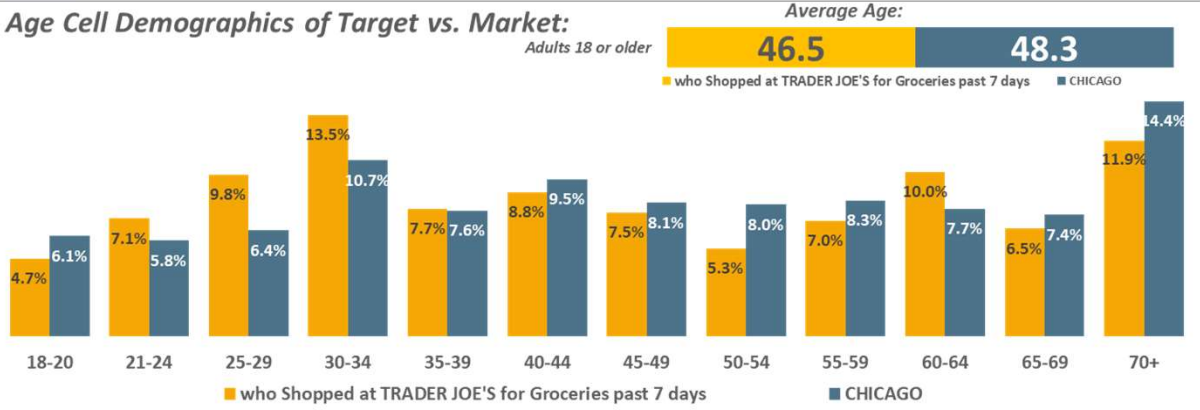
Gender of Target vs. Market: Adults 18 or older



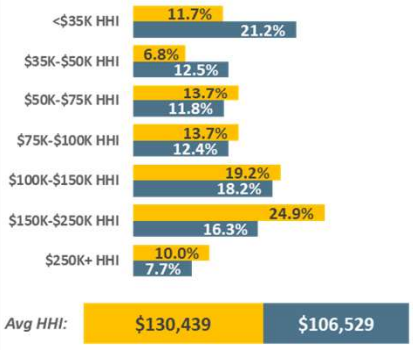
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $130,439 | $106,529

CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 430

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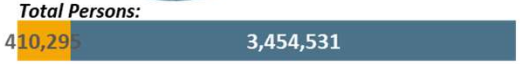
MSP

10.6% or 410,295 of MINNEAPOLIS DMA Adults 18 or older Shopped at TRADER JOE'S for Groceries past 7 days. Typical Adults 18 or older who Shopped at TRADER JOE'S for Groceries past 7 days are 47.8 years old (2.% younger than average) and have a $123,348 (15.2% higher than average) annual household income.

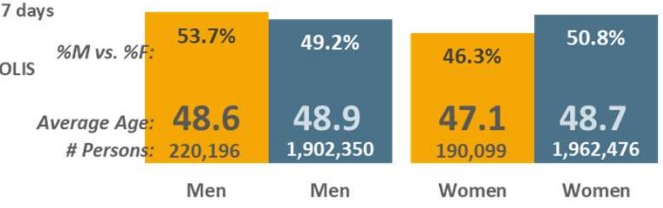
Percent of Market: Adults 18 or older



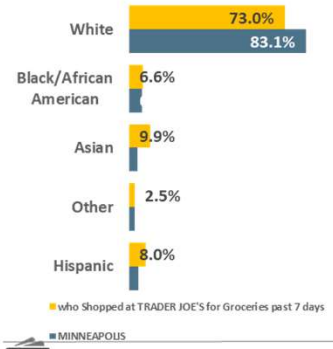
Total Persons:



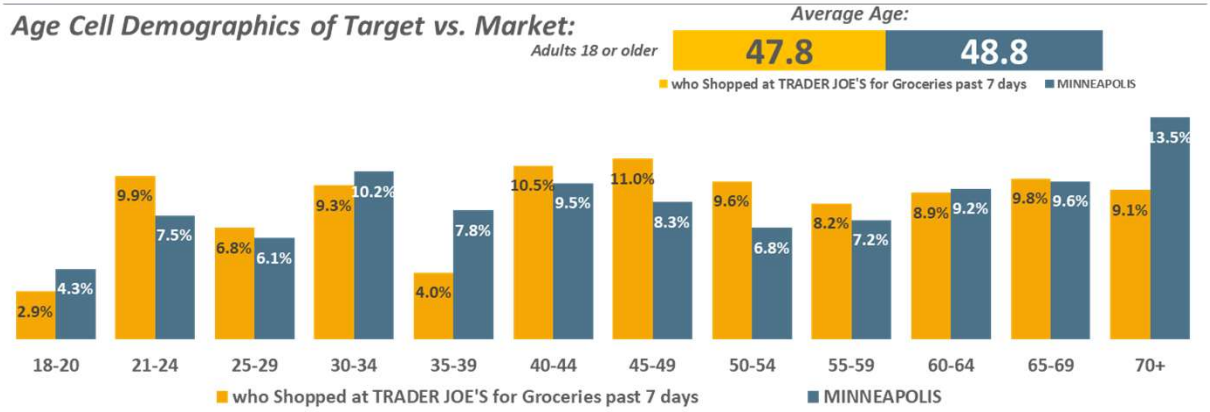
Gender of Target vs. Market: Adults 18 or older



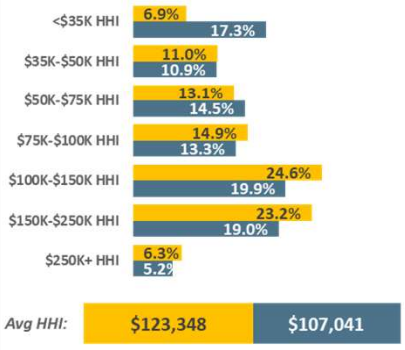
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $123,348 | $107,041

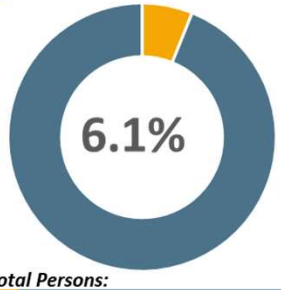
MINNEAPOLIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 203

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6.1% or 153,085 of ST. LOUIS DMA Adults 18 or older Shopped at TRADER JOE'S for Groceries past 7 days. Typical Adults 18 or older who Shopped at TRADER JOE'S for Groceries past 7 days are 51.1 years old (3.2% older than average) and have a $141,036 (49.4% higher than average) annual household income.

Percent of Market: Adults 18 or older



- who Shopped at TRADER JOE'S for Groceries past 7 days
- Remainder of ST. LOUIS DMA

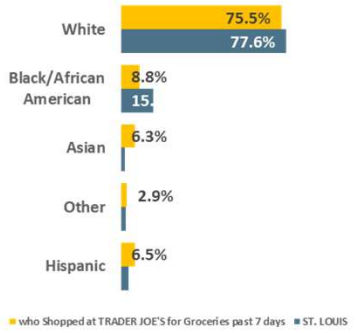
Total Persons:

153,085 | 2,354,825

Gender of Target vs. Market: Adults 18 or older

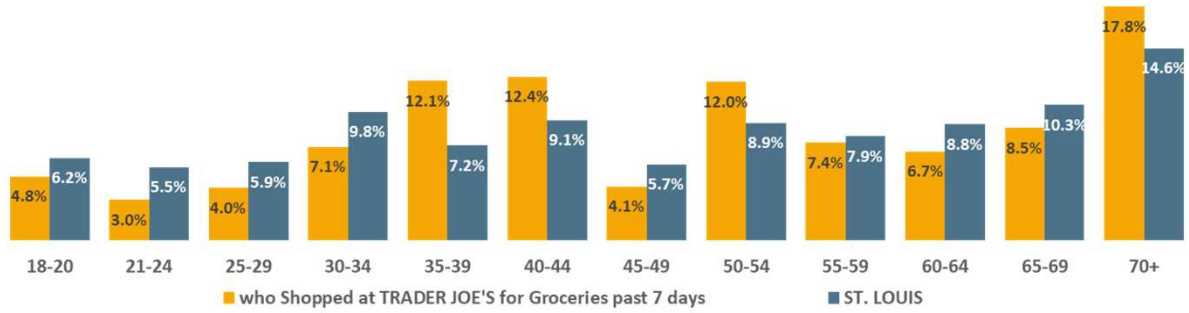
	Men	Men	Women	Women
%M vs. %F:	48.8%	48.3%	51.2%	51.7%
Average Age:	52.1	49.3	50.3	49.7
# Persons:	74,683	1,212,126	78,402	1,295,784

Ethnicity of Target vs. Market:

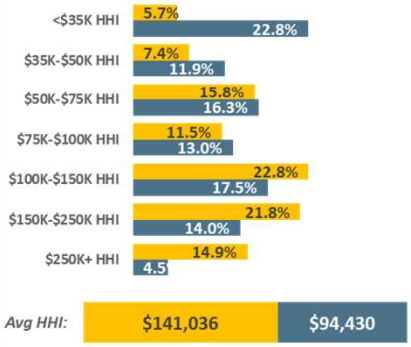


Age Cell Demographics of Target vs. Market:

	Average Age:	
Adults 18 or older	51.1	49.5



HHI of Target vs. Market:



Avg HHI:	$141,036	$94,430

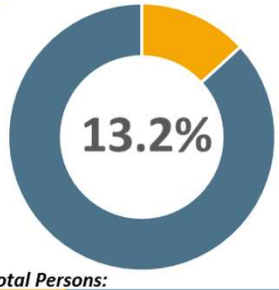
ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 155

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13.2% or 752,315 of WASHINGTON, DC DMA Adults 18 or older Shopped at TRADER JOE'S for Groceries past 7...
Typical Adults 18 or older who Shopped at TRADER JOE'S for Groceries past 7 days are 48.2 years old (1.2% older than average) and have a $175,612 (31.9% higher than average) annual household income.

Percent of Market: Adults 18 or older

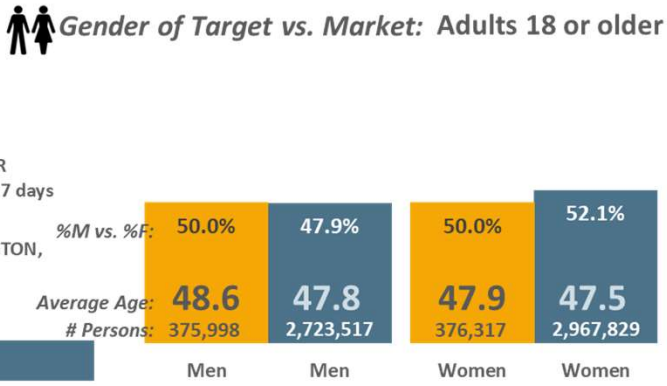


- who Shopped at TRADER JOE'S for Groceries past 7 days
- Remainder of WASHINGTON, DC DMA

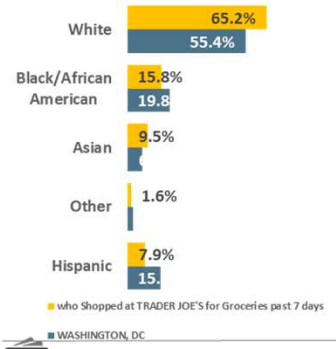
Total Persons:



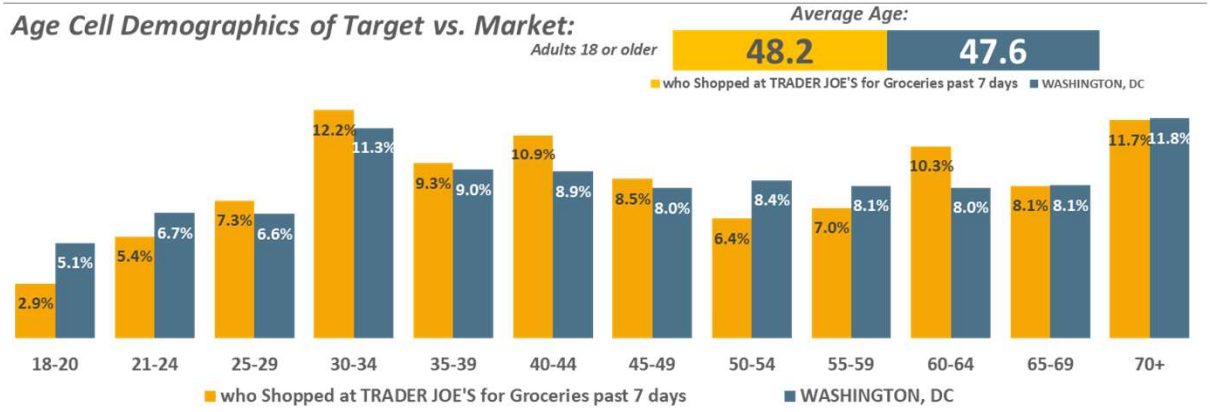
Gender of Target vs. Market: Adults 18 or older



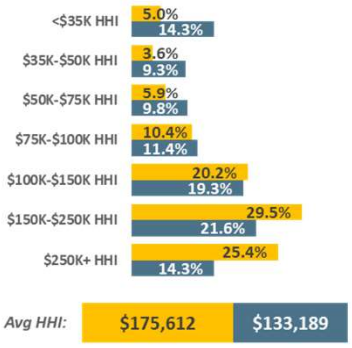
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 797

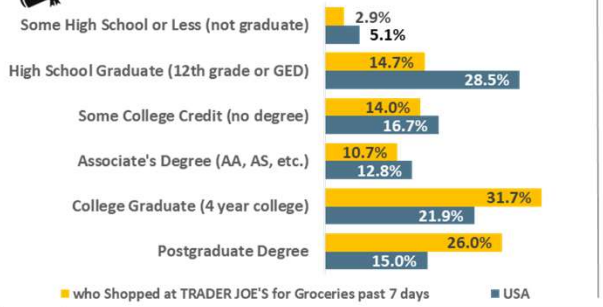
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Grocery stores shopped past 7 days (HHLD): Trader Joe's

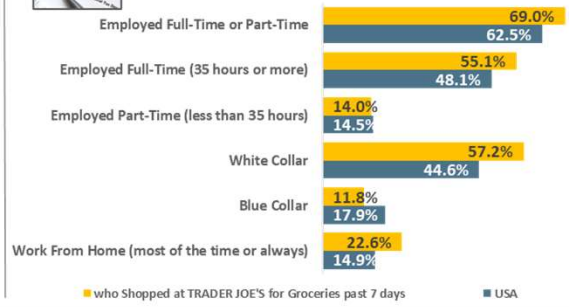
USA

12.3% or 32,315,079 of USA Adults 18 or older Shopped at TRADER JOE'S for Groceries past 7 days. Adults 18 or older who Shopped at TRADER JOE'S for Groceries past 7 days are 56.5% more likely to be a college graduate, 14.6% more likely to work full-time, 8.1% more likely to be married, 6.4% less likely to be a parent of 1 or more children under 18.

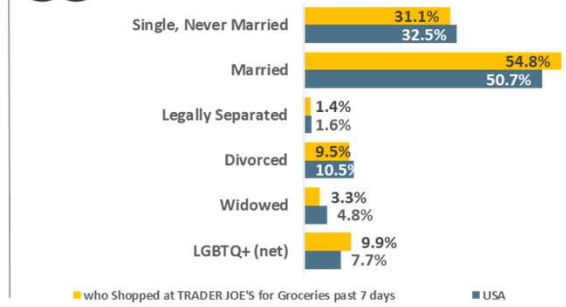
Education Levels: Adults 18 or older



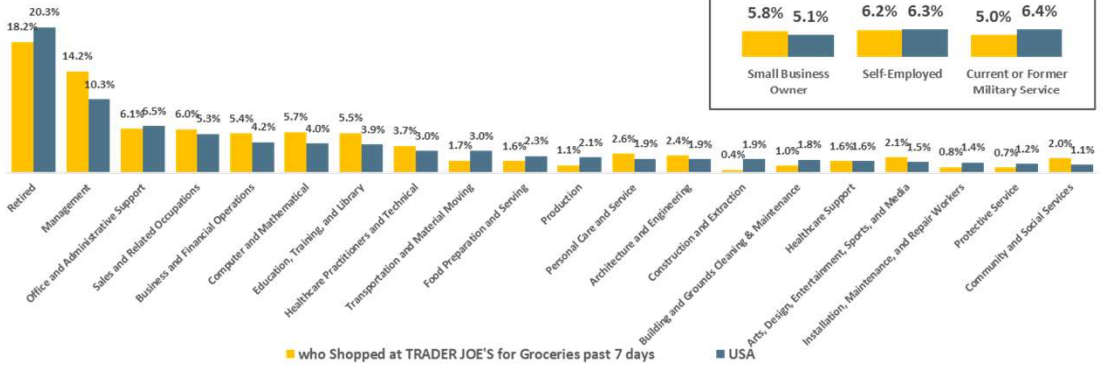
Employment: Adults 18 or older



Marital Status: Adults 18 or older

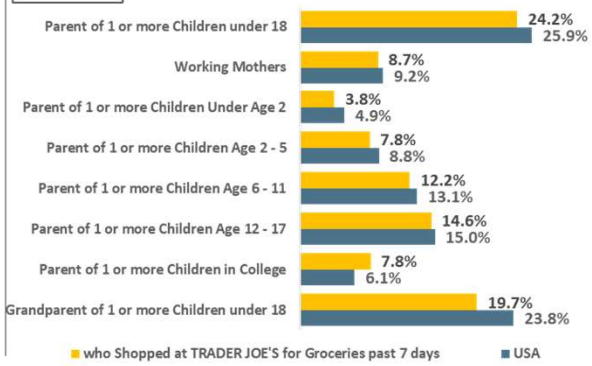


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 3,021

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

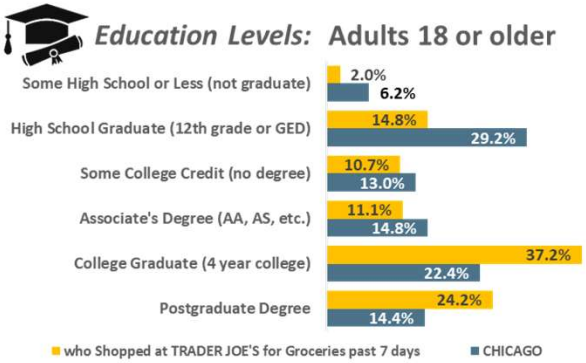
©

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

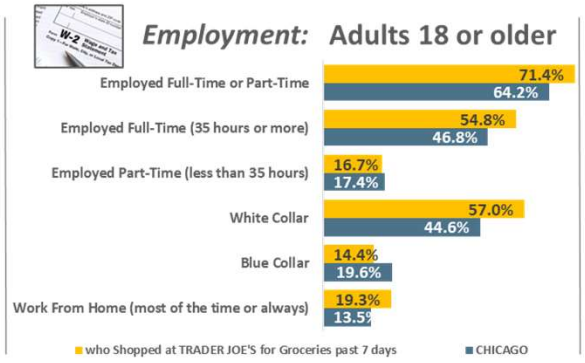


12.4% or 939,547 of CHICAGO DMA Adults 18 or older Shopped at TRADER JOE'S for Groceries past 7 days. Adults 18 or older who Shopped at TRADER JOE'S for Groceries past 7 days are 66.9% more likely to be a college graduate, 17.1% more likely to work full-time, 19.6% more likely to be married, 6.% less likely to be a parent of 1 or more children under 18.

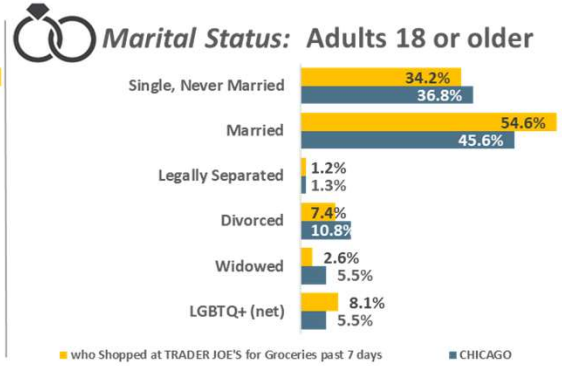
Education Levels: Adults 18 or older



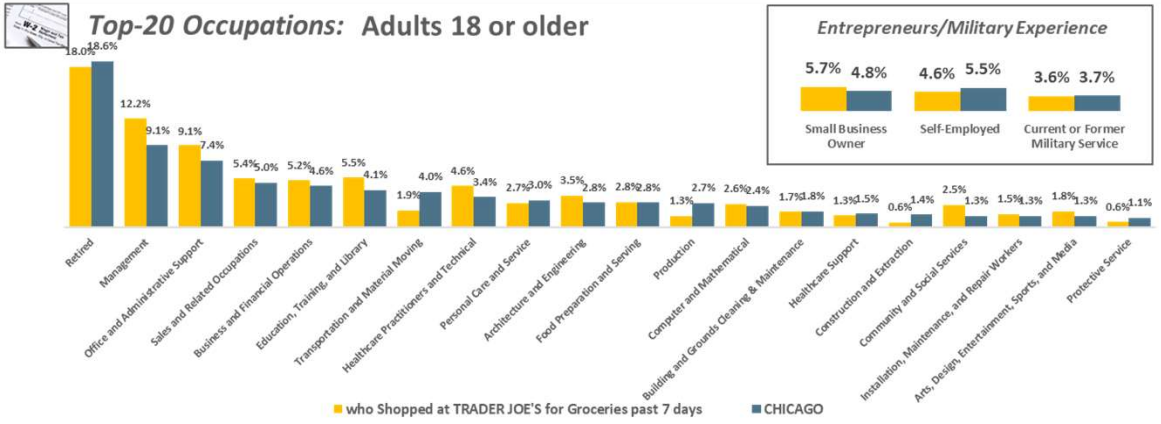
Employment: Adults 18 or older



Marital Status: Adults 18 or older

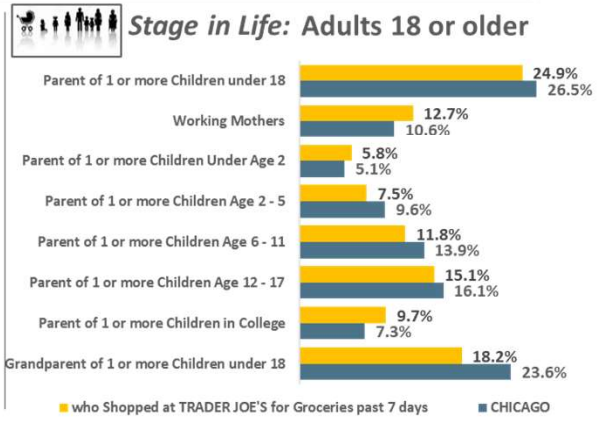


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 430

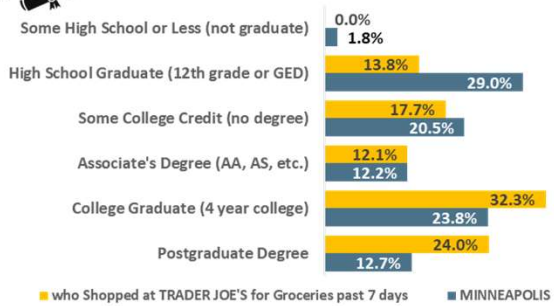
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Grocery stores shopped past 7 days (HHLD): Trader Joe's

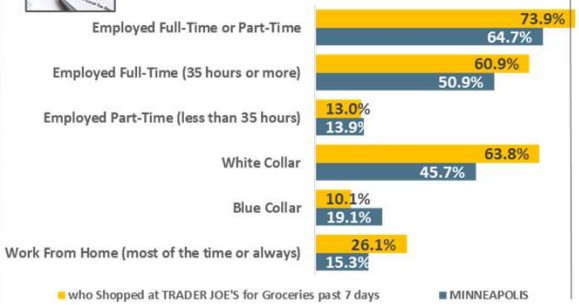
MSP

10.6% or 410,295 of MINNEAPOLIS DMA Adults 18 or older Shopped at TRADER JOE'S for Groceries past 7 days. Adults 18 or older who Shopped at TRADER JOE'S for Groceries past 7 days are 54.3% more likely to be a college graduate, 19.8% more likely to work full-time, 8.% more likely to be married, 11.6% less likely to be a parent of 1 or more children under 18.

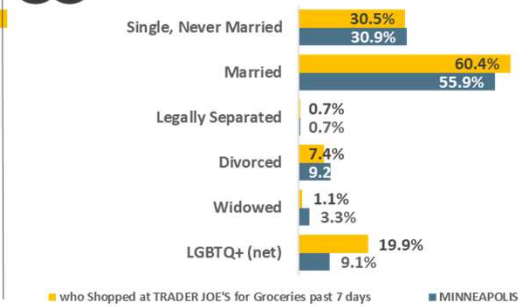
Education Levels: Adults 18 or older



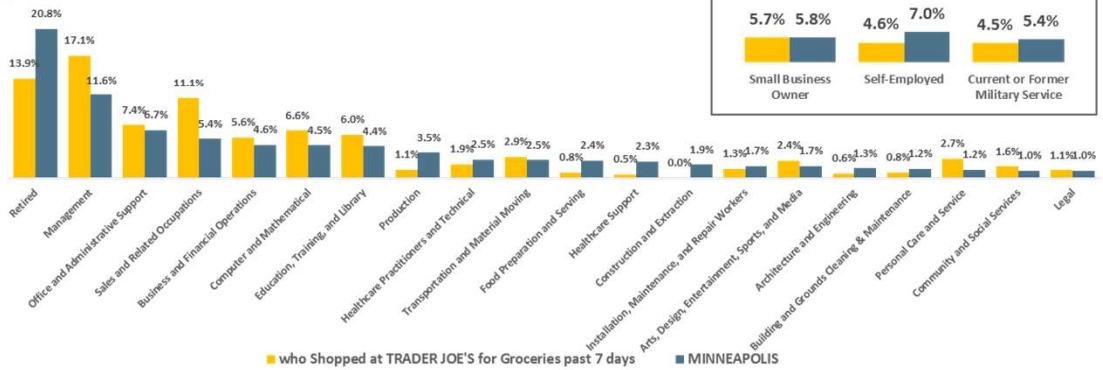
Employment: Adults 18 or older



Marital Status: Adults 18 or older

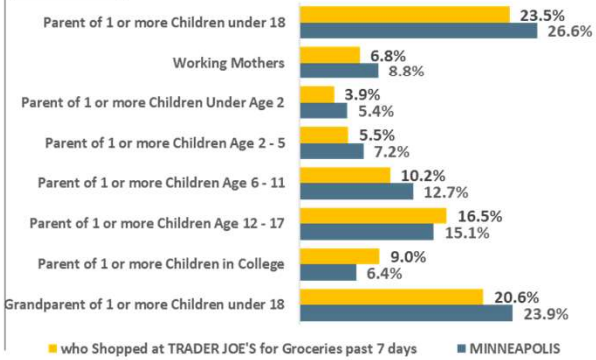


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



MINNEAPOLIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 203

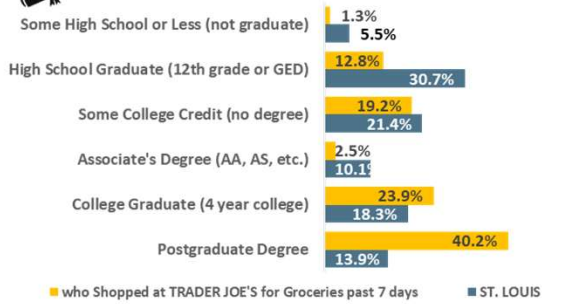
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Grocery stores shopped past 7 days (HHLD): Trader Joe's

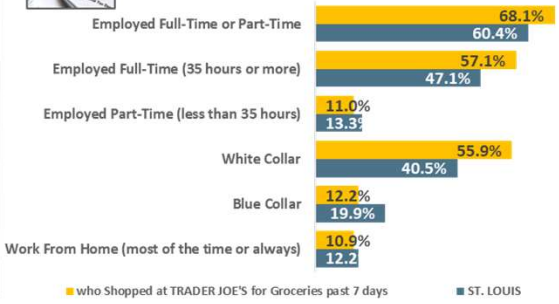
STL

6.1% or 153,085 of ST. LOUIS DMA Adults 18 or older Shopped at TRADER JOE'S for Groceries past 7 days. Adults 18 or older who Shopped at TRADER JOE'S for Groceries past 7 days are 99.5% more likely to be a college graduate, 21.3% more likely to work full-time, 30.2% more likely to be married, 4.1% less likely to be a parent of 1 or more children under 18.

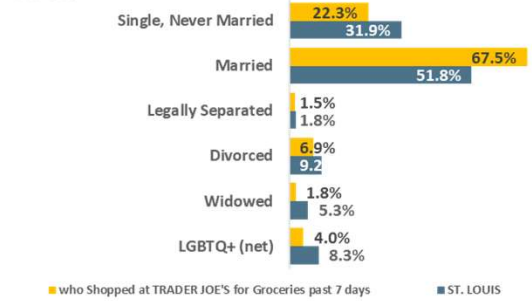
Education Levels: Adults 18 or older



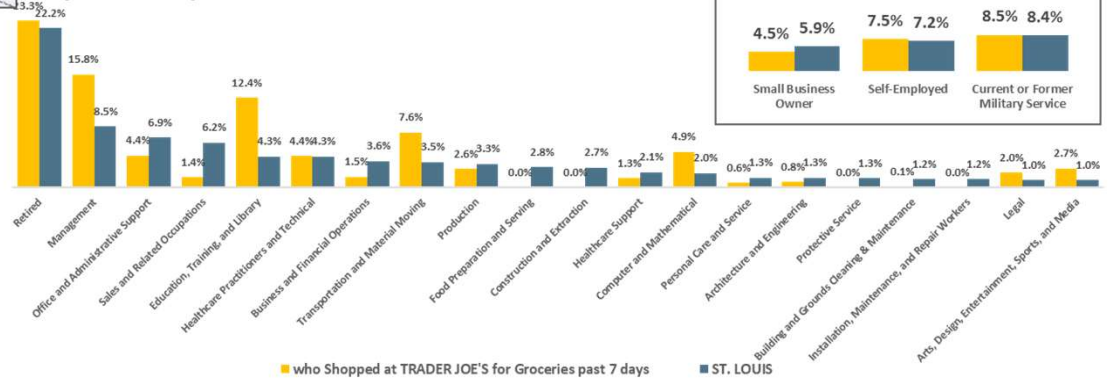
Employment: Adults 18 or older



Marital Status: Adults 18 or older

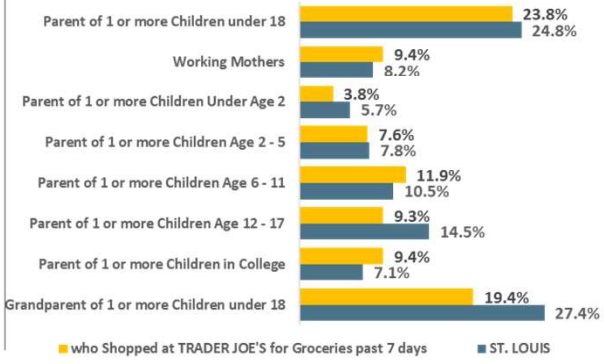


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 155

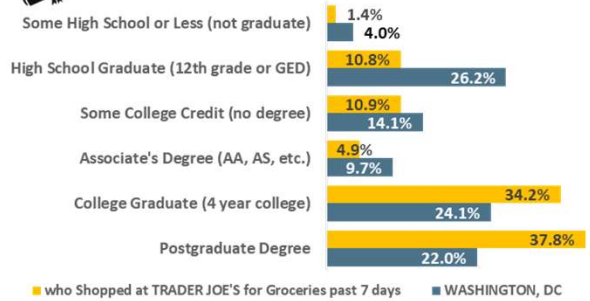
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Grocery stores shopped past 7 days (HHLD): Trader Joe's

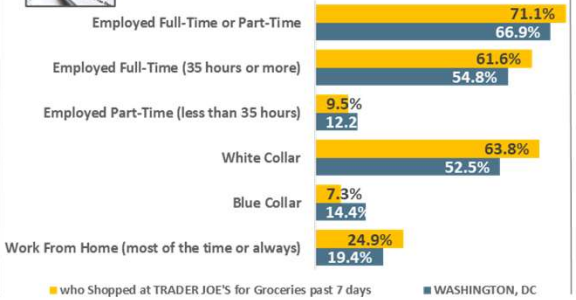


13.2% or 752,315 of WASHINGTON, DC DMA Adults 18 or older Shopped at TRADER JOE'S for Groceries past 7... Adults 18 or older who Shopped at TRADER JOE'S for Groceries past 7 days are 56.5% more likely to be a college graduate, 12.5% more likely to work full-time, 15.7% more likely to be married, 7.% more likely to be a parent of 1 or more children under 18.

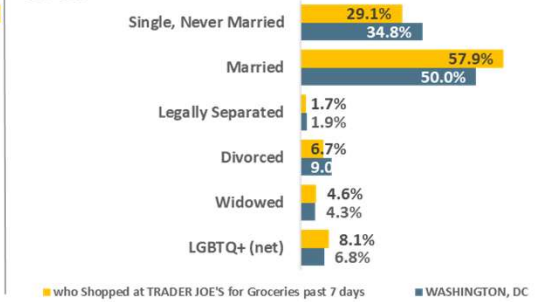
Education Levels: Adults 18 or older



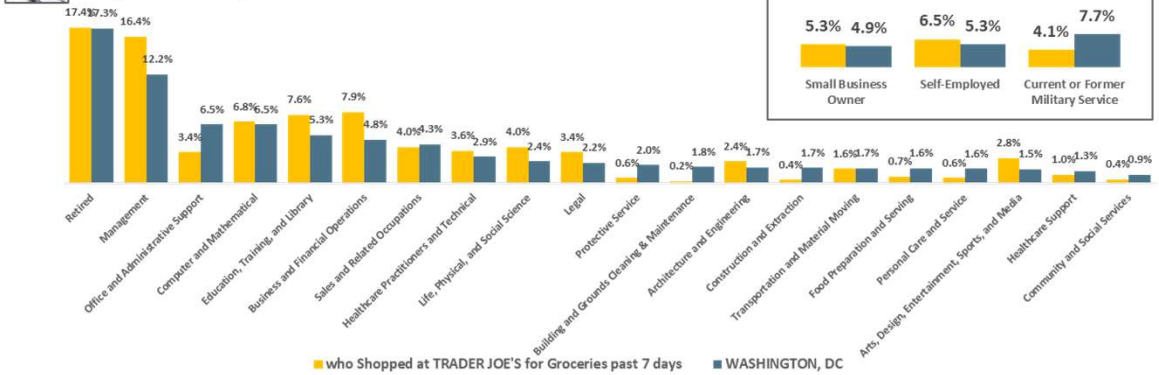
Employment: Adults 18 or older



Marital Status: Adults 18 or older

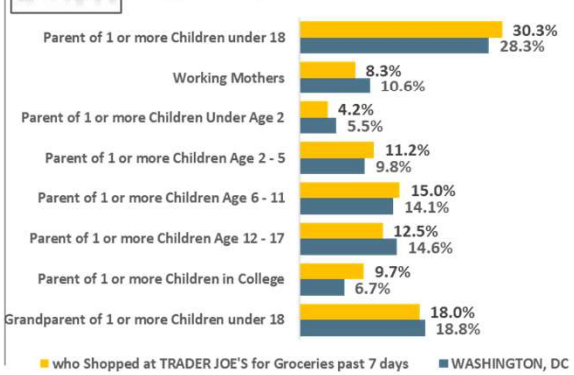


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 797

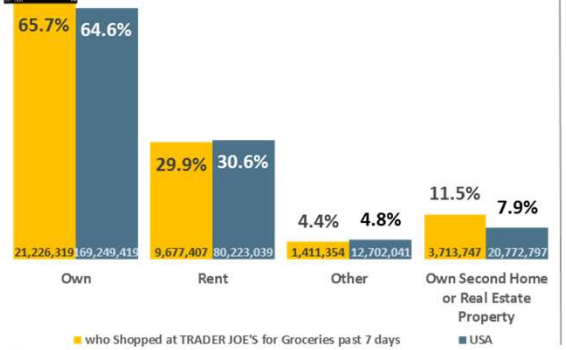
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Grocery stores shopped past 7 days (HHLD): Trader Joe's

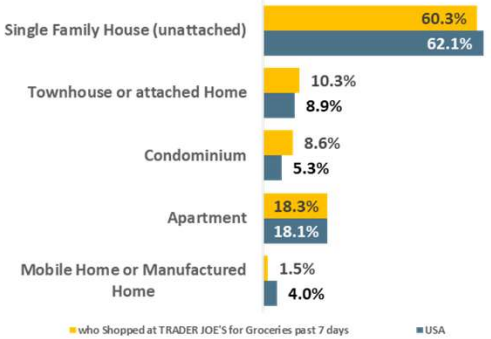
USA

12.3% or 32,315,079 of USA Adults 18 or older Shopped at TRADER JOE'S for Groceries past 7 days. Adults 18 or older who Shopped at TRADER JOE'S for Groceries past 7 days are 1.7% more likely to own their home, 61.2% more likely to own a higher valued home, 2.8% less likely to have a single-family home, 4.5% less likely to have a dog.

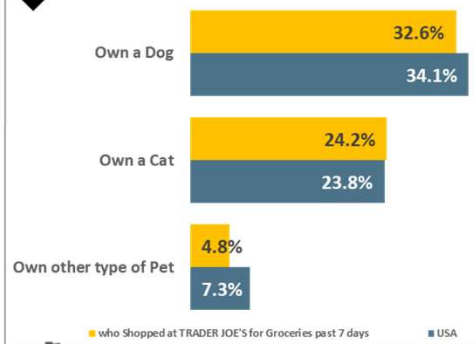
Own/Rent/Other: Adults 18 or older



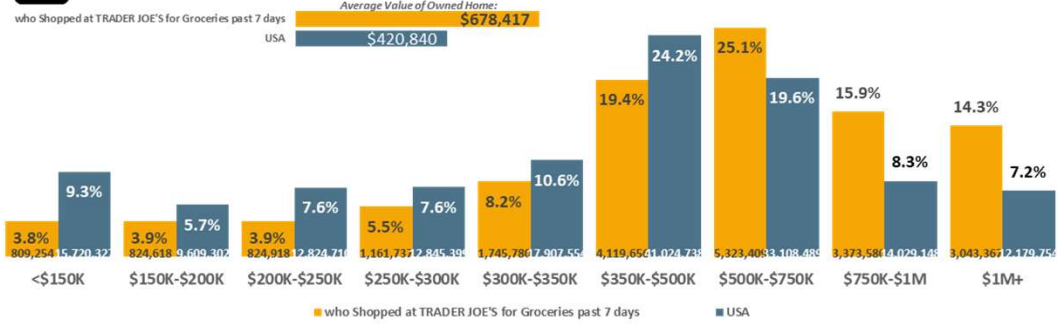
Type of Home: Adults 18 or older



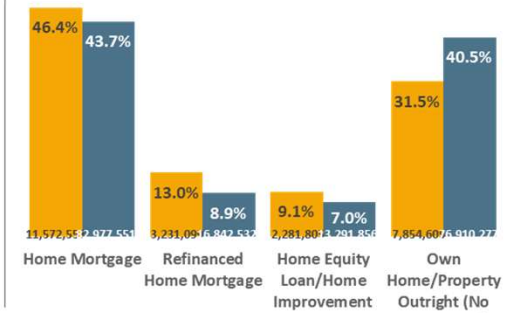
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *3,021*

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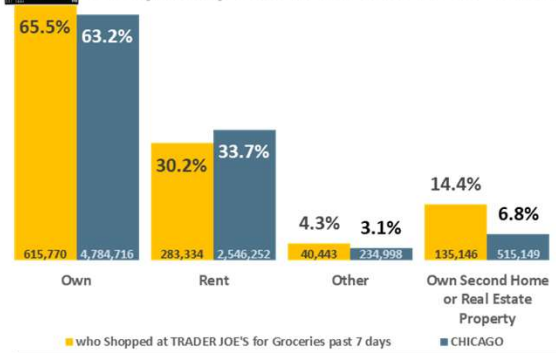
USA Projection *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *23,243*

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

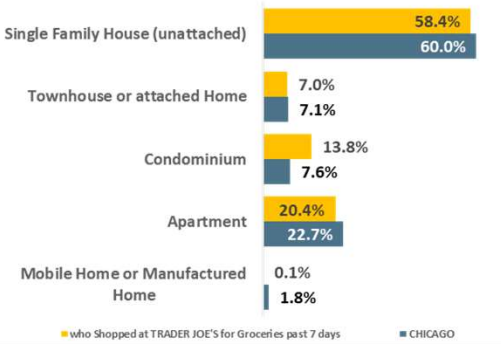
CHI

12.4% or 939,547 of CHICAGO DMA Adults 18 or older Shopped at TRADER JOE'S for Groceries past 7 days. Adults 18 or older who Shopped at TRADER JOE'S for Groceries past 7 days are 3.6% more likely to own their home, 20.6% more likely to own a higher valued home, 2.6% less likely to have a single-family home, 1.8% less likely to have a dog.

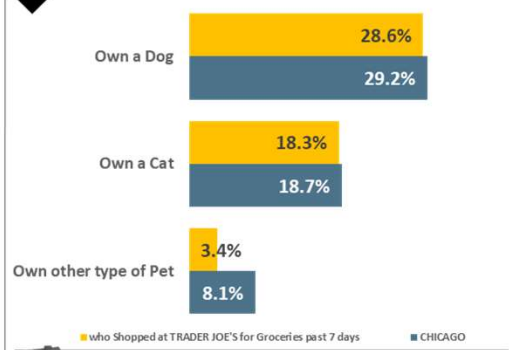
Own/Rent/Other: Adults 18 or older



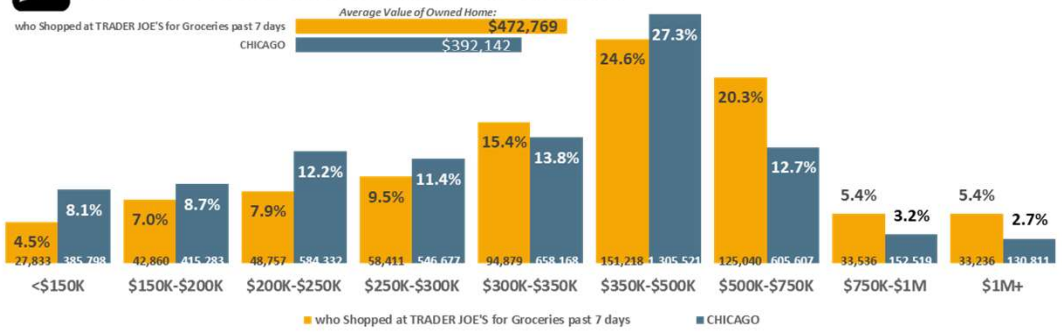
Type of Home: Adults 18 or older



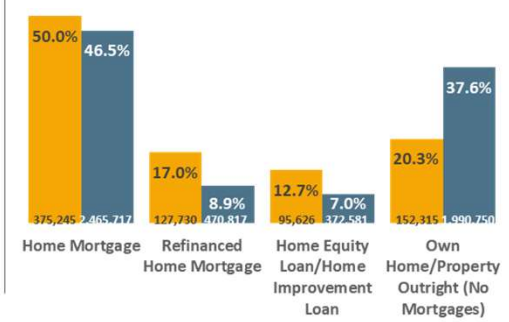
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 430

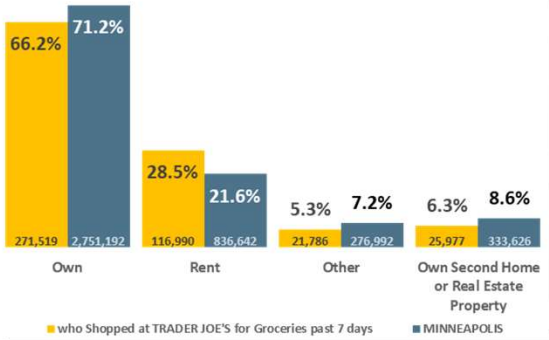
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Grocery stores shopped past 7 days (HHLD): Trader Joe's

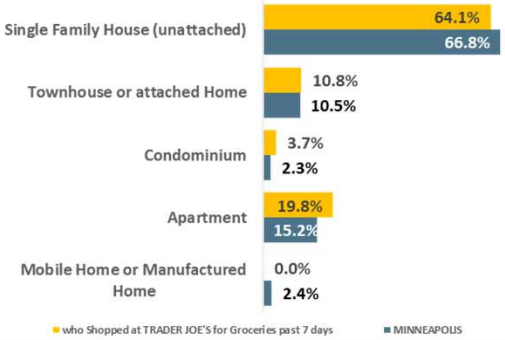
MSP

10.6% or 410,295 of MINNEAPOLIS DMA Adults 18 or older Shopped at TRADER JOE'S for Groceries past 7 days. Adults 18 or older who Shopped at TRADER JOE'S for Groceries past 7 days are 7.7% less likely to own their home, 18.9% more likely to own a higher valued home, 4.1% less likely to have a single-family home, 4.9% more likely to have a dog.

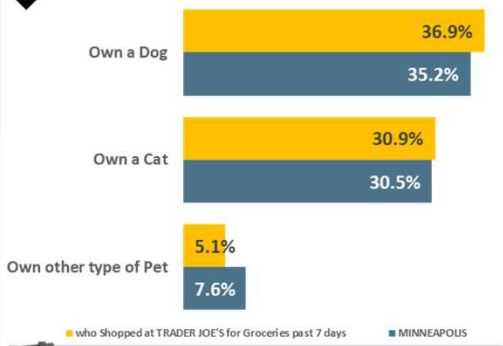
Own/Rent/Other: Adults 18 or older



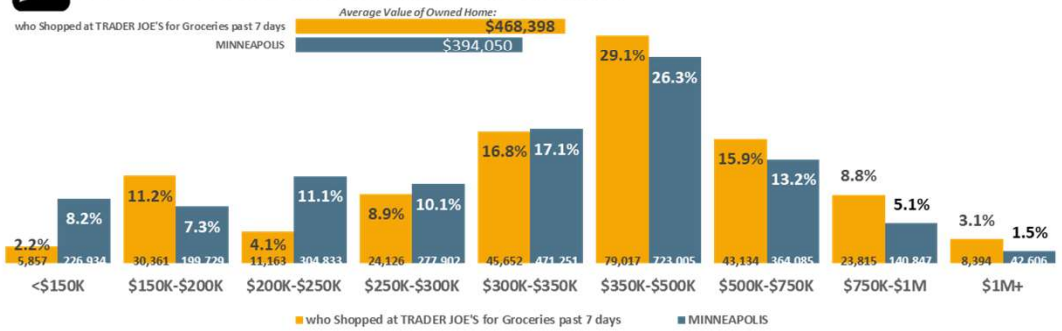
Type of Home: Adults 18 or older



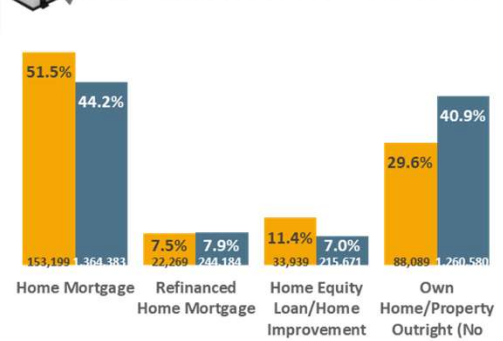
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



MINNEAPOLIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 203

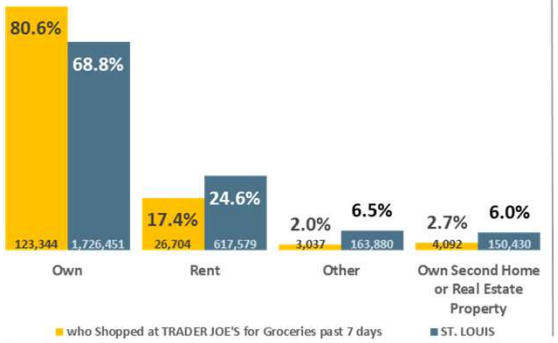
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Grocery stores shopped past 7 days (HHLD): Trader Joe's

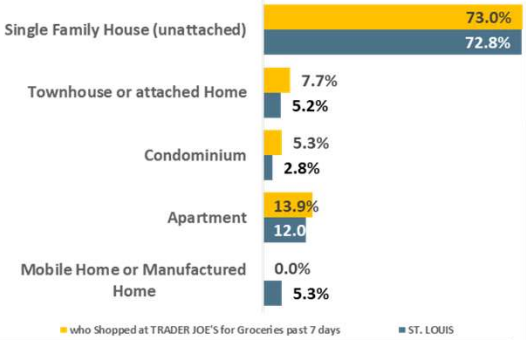


6.1% or 153,085 of ST. LOUIS DMA Adults 18 or older Shopped at TRADER JOE'S for Groceries past 7 days. Adults 18 or older who Shopped at TRADER JOE'S for Groceries past 7 days are 17.% more likely to own their home, 50.4% more likely to own a higher valued home, .3% more likely to have a single-family home, 11.3% more likely to have a dog.

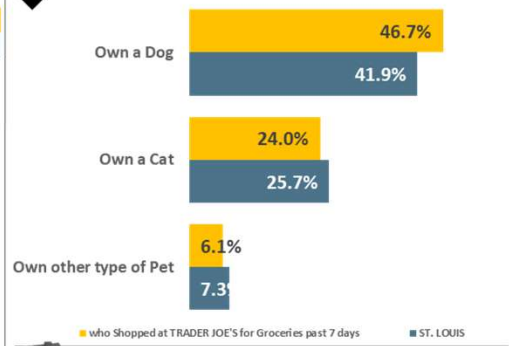
Own/Rent/Other: Adults 18 or older



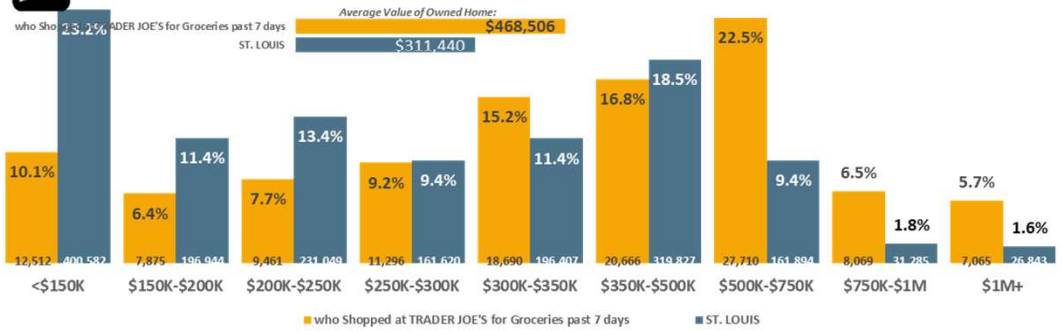
Type of Home: Adults 18 or older



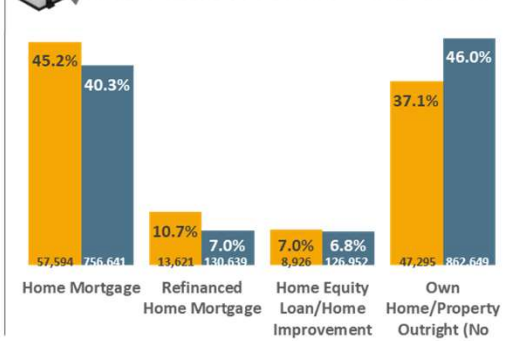
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 155

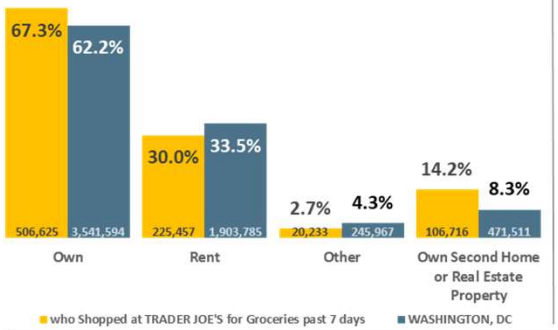
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Grocery stores shopped past 7 days (HHLD): Trader Joe's

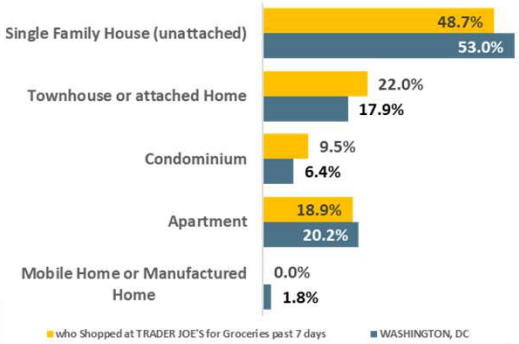


13.2% or 752,315 of WASHINGTON, DC DMA Adults 18 or older Shopped at TRADER JOE'S for Groceries past 7 days. Adults 18 or older who Shopped at TRADER JOE'S for Groceries past 7 days are 8.2% more likely to own their home, 24.2% more likely to own a higher valued home, 8.1% less likely to have a single-family home, 13.3% less likely to have a dog.

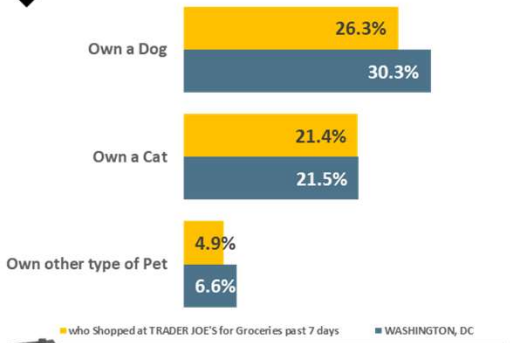
Own/Rent/Other: Adults 18 or older



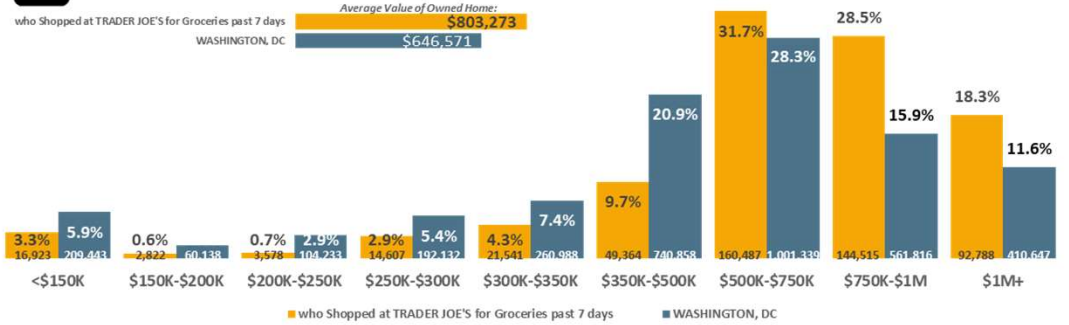
Type of Home: Adults 18 or older



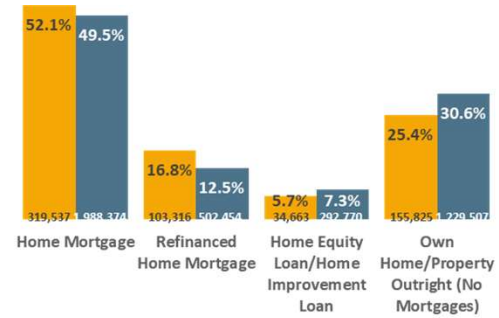
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 797

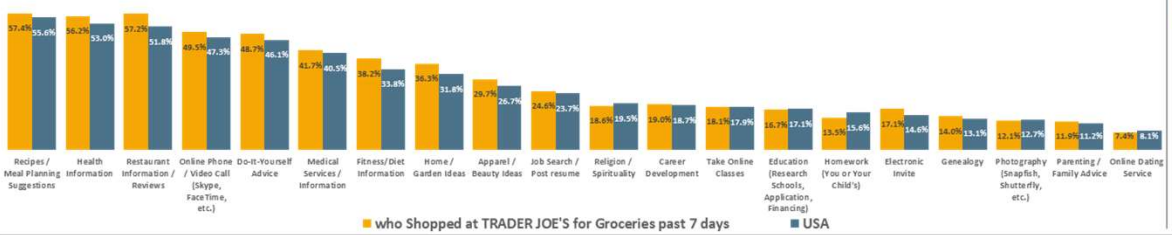
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Grocery stores shopped past 7 days (HHLD): Trader Joe's

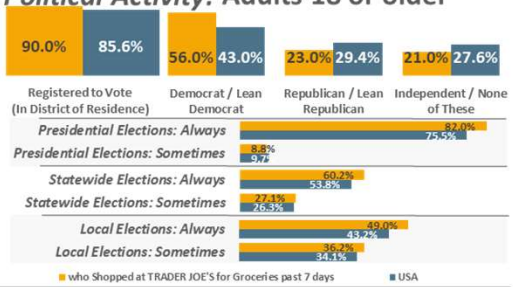


12.3% or 32,315,079 of USA Adults 18 or older Shopped at TRADER JOE'S for Groceries past 7 days. Adults 18 or older who Shopped at TRADER JOE'S for Groceries past 7 days are 5.6% more likely to look up D-I-Y advice online, 13.4% more likely to always vote in local elections, 37.6% more likely to belong to a gym, 31.4% more likely to fly domestic past

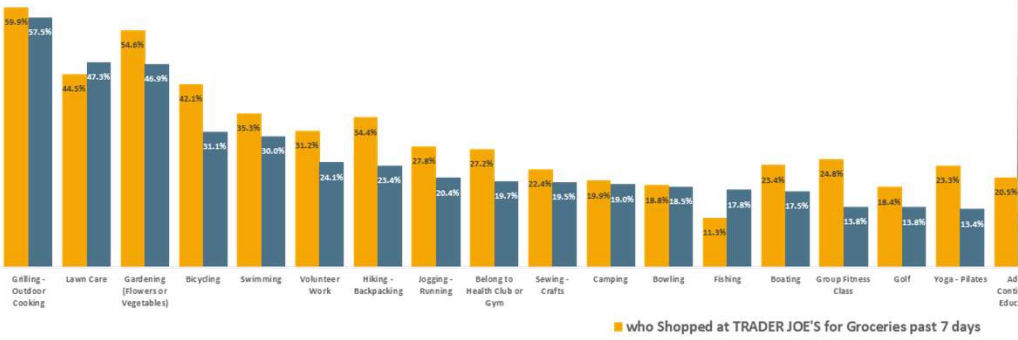
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



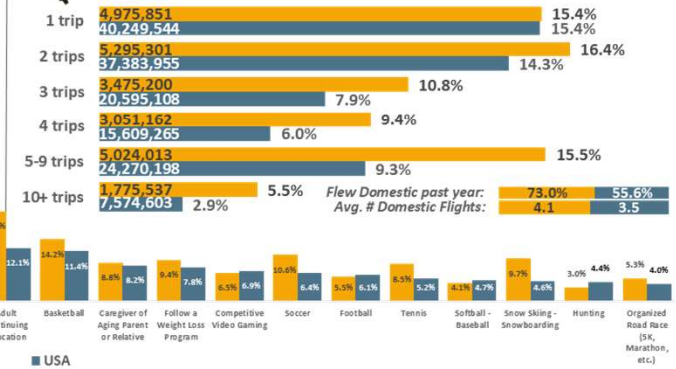
Political Activity: Adults 18 or older



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 3,021

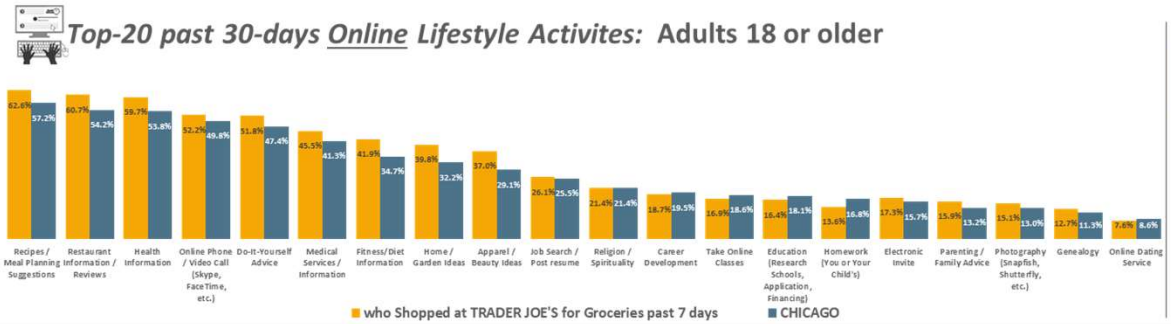
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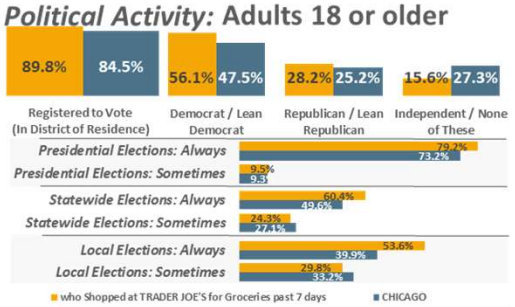
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

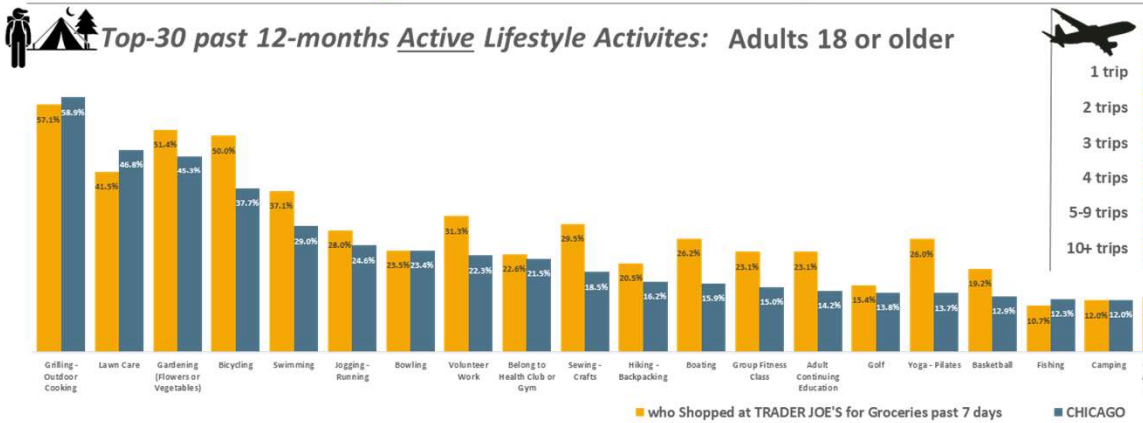
Grocery stores shopped past 7 days (HHLD): Trader Joe's

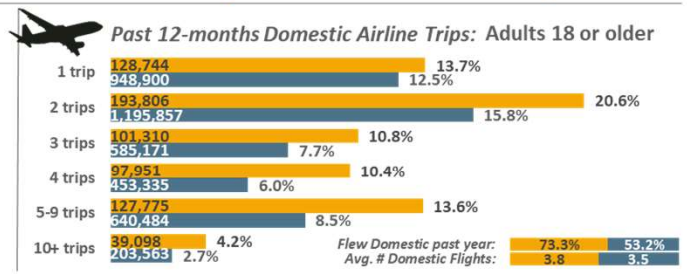


12.4% or 939,547 of CHICAGO DMA Adults 18 or older Shopped at TRADER JOE'S for Groceries past 7 days. Adults 18 or older who Shopped at TRADER JOE'S for Groceries past 7 days are 9.4% more likely to look up D-I-Y advice online, 34.3% more likely to always vote in local elections, 5.3% more likely to belong to a gym, 37.7% more likely to fly domestic past









CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 430

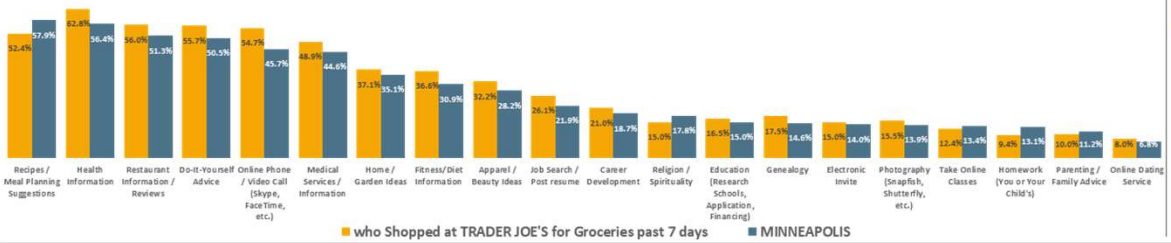
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Grocery stores shopped past 7 days (HHLD): Trader Joe's

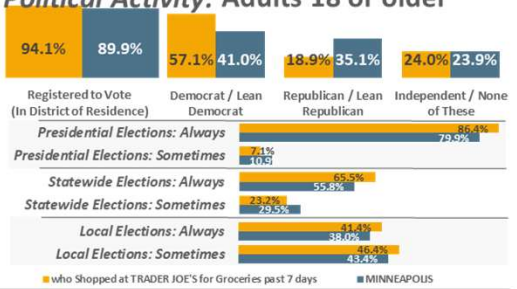
MSP

10.6% or 410,295 of MINNEAPOLIS DMA Adults 18 or older Shopped at TRADER JOE'S for Groceries past 7 days. Adults 18 or older who Shopped at TRADER JOE'S for Groceries past 7 days are 10.2% more likely to look up D-I-Y advice online, 9.1% more likely to always vote in local elections, 67.9% more likely to belong to a gym, 26.8% more likely to fly domestic past

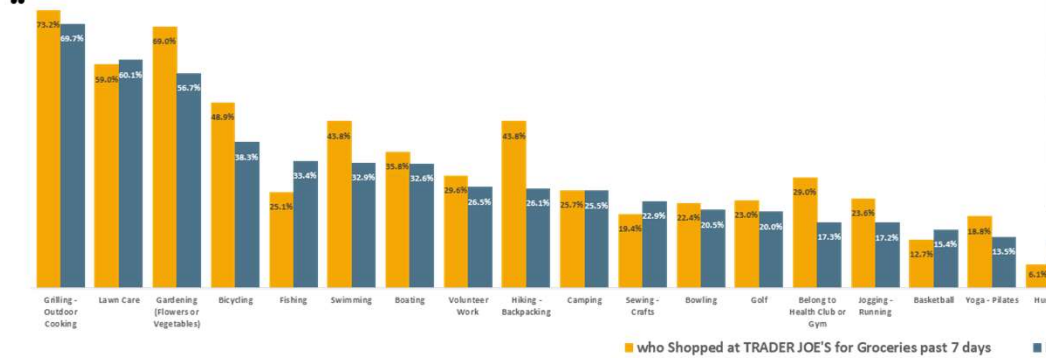
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



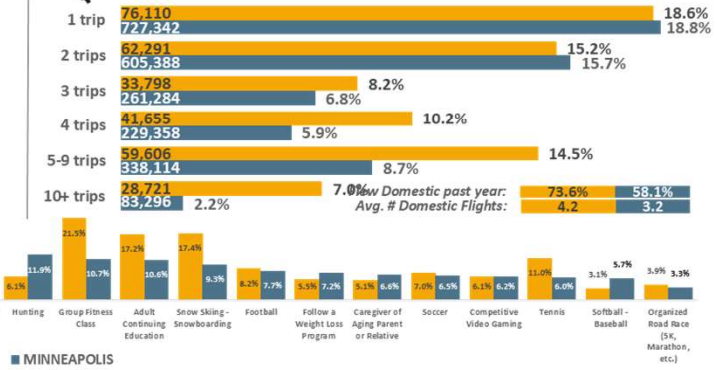
Political Activity: Adults 18 or older



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



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



MINNEAPOLIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 203

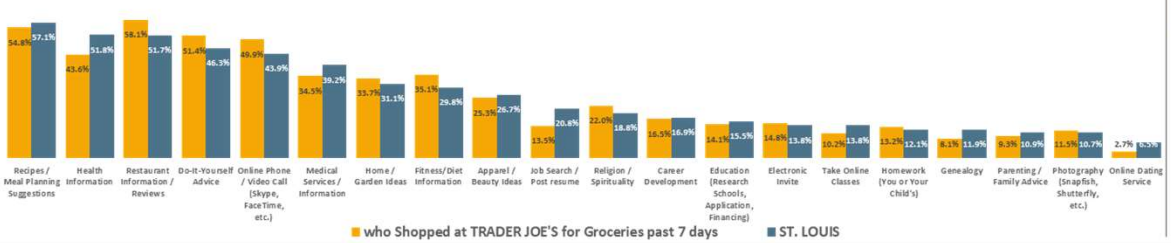
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Grocery stores shopped past 7 days (HHLD): Trader Joe's

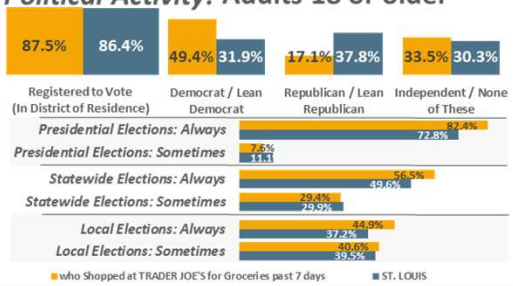


6.1% or 153,085 of ST. LOUIS DMA Adults 18 or older Shopped at TRADER JOE'S for Groceries past 7 days. Adults 18 or older who Shopped at TRADER JOE'S for Groceries past 7 days are 10.9% more likely to look up D-I-Y advice online, 20.7% more likely to always vote in local elections, 58.9% more likely to belong to a gym, 61.3% more likely to fly domestic pas

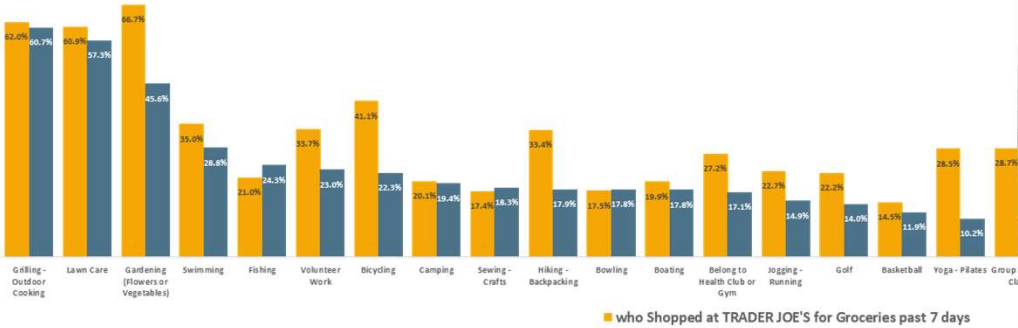
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



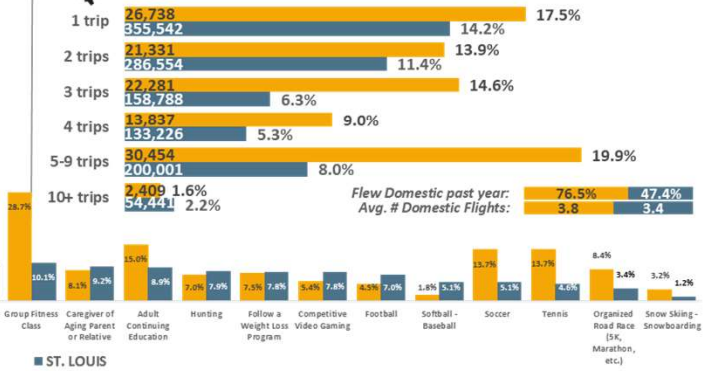
Political Activity: Adults 18 or older



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



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

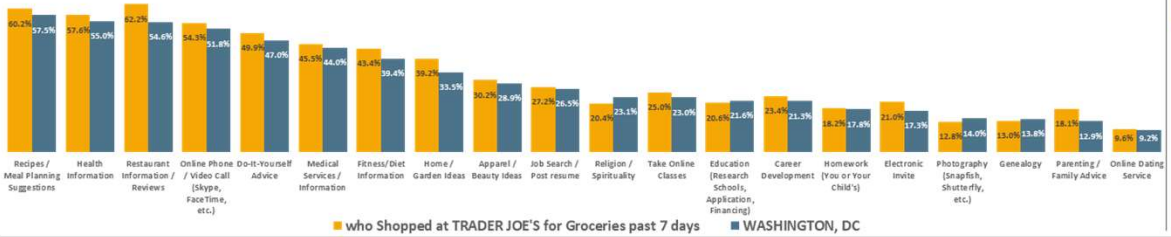


ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 155

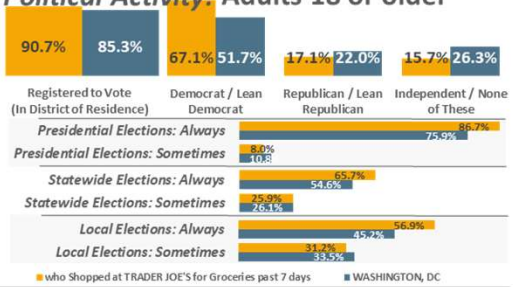
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13.2% or 752,315 of WASHINGTON, DC DMA Adults 18 or older Shopped at TRADER JOE'S for Groceries past 7... Adults 18 or older who Shopped at TRADER JOE'S for Groceries past 7 days are 6.2% more likely to look up D-I-Y advice online, 25.8% more likely to always vote in local elections, 36.5% more likely to belong to a gym, 34.% more likely to fly domestic past

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 797

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



12.3% or 32,315,079 of USA Adults 18 or older Shopped at TRADER JOE'S for Groceries past 7 days. Adults 18 or older who Shopped at TRADER JOE'S for Groceries past 7 days are 1.3% more likely to use QSRs past mo., 14.4% more likely to use Sit-Down Restaurants past mo., 14.9% less likely to use Casinos past yr., 57.9% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:

88.8% 87.7%

28,682,414 229,822,149

Avg. Monthly QSR Meals:

6.5 6.3

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



Total Monthly Sit-Down Restaurant Users:

85.4% 74.7%

27,609,278 195,761,148

Avg. Monthly Sit-Down Restaurant Meals:

4.2 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 TRADER JOE'S for Groceries past 7 days 7,411,256 22.9%

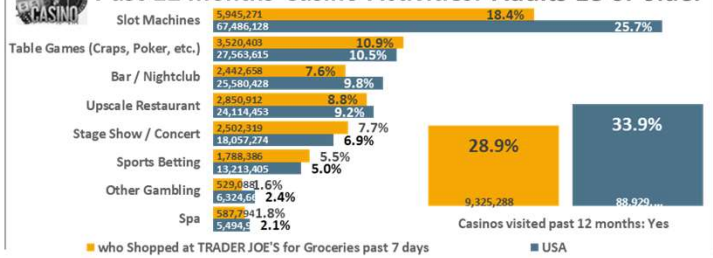
USA 18.6%

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* *3,021*

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

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



12.4% or 939,547 of CHICAGO DMA Adults 18 or older Shopped at TRADER JOE'S for Groceries past 7 days. Adults 18 or older who Shopped at TRADER JOE'S for Groceries past 7 days are 2.1% more likely to use QSRs past mo., 14.5% more likely to use Sit-Down Restaurants past mo., 21.3% less likely to use Casinos past yr., 70.1% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



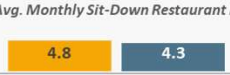
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

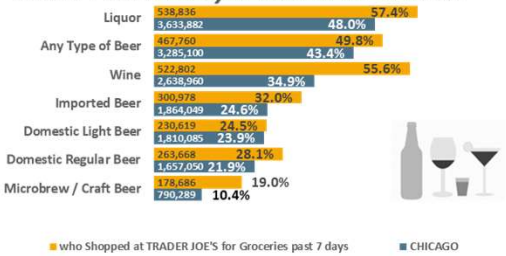
(Sit-Down Restaurants Used Past 30-days)



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

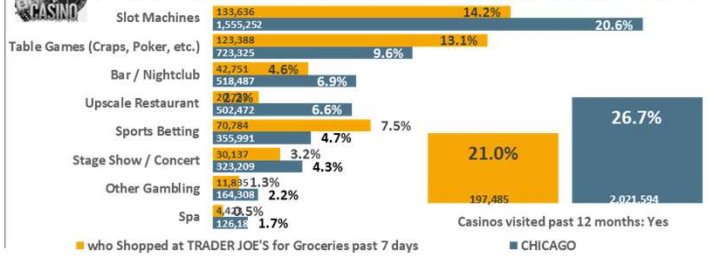


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 430

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



10.6% or 410,295 of MINNEAPOLIS DMA Adults 18 or older Shopped at TRADER JOE'S for Groceries past 7 days. Adults 18 or older who Shopped at TRADER JOE'S for Groceries past 7 days are 7.1% more likely to use QSRs past mo., 11.7% more likely to use Sit-Down Restaurants past mo., 24.6% less likely to use Casinos past yr., 42.% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



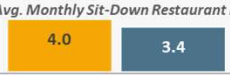
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



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.)

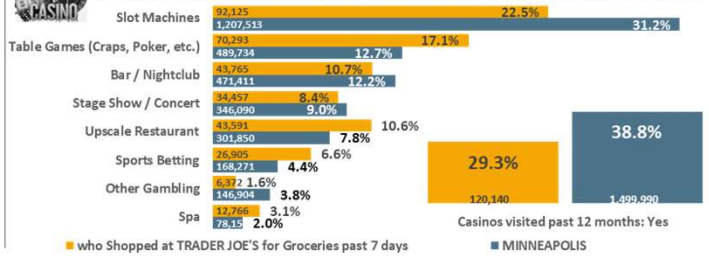


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



MINNEAPOLIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 203

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



6.1% or 153,085 of ST. LOUIS DMA Adults 18 or older Shopped at TRADER JOE'S for Groceries past 7 days. Adults 18 or older who Shopped at TRADER JOE'S for Groceries past 7 days are 1.4% less likely to use QSRs past mo., 15.8% more likely to use Sit-Down Restaurants past mo., 24.5% less likely to use Casinos past yr., 79.1% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



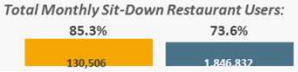
Avg. Monthly QSR Meals:



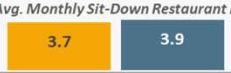
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



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.)

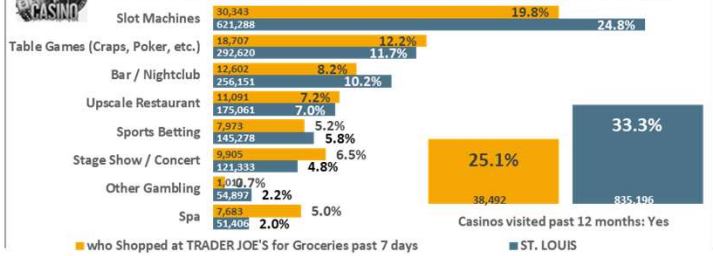


Drank Past 30-days: Adults 18 or older



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 155

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



13.2% or 752,315 of WASHINGTON, DC DMA Adults 18 or older Shopped at TRADER JOE'S for Groceries past 7 days. Adults 18 or older who Shopped at TRADER JOE'S for Groceries past 7 days are 1.8% more likely to use QSRs past mo., 16.2% more likely to use Sit-Down Restaurants past mo., 14.2% less likely to use Casinos past yr., 59.1% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



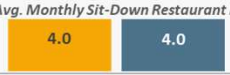
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:

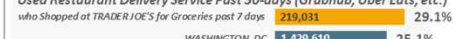


Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

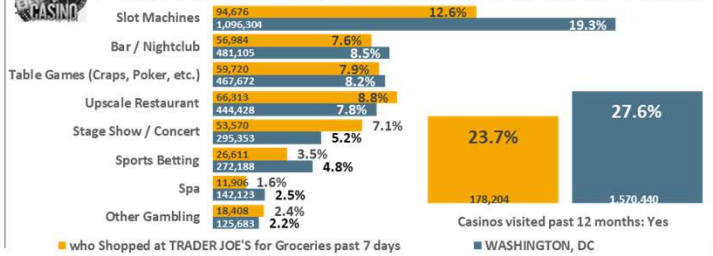


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 797

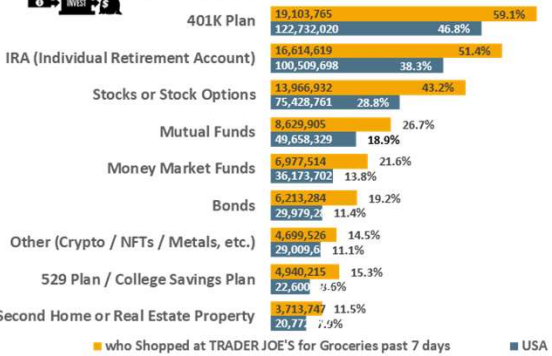
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Grocery stores shopped past 7 days (HHLD): Trader Joe's

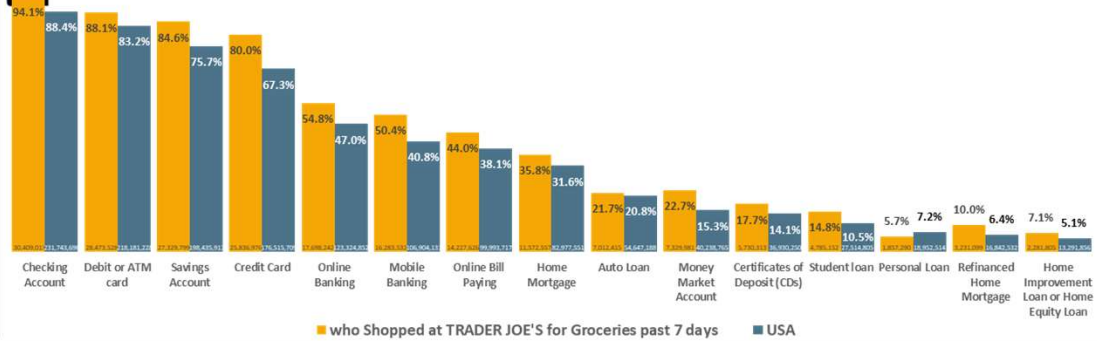


12.3% or 32,315,079 of USA Adults 18 or older Shopped at TRADER JOE'S for Groceries past 7 days. Adults 18 or older who Shopped at TRADER JOE'S for Groceries past 7 days are 26.3% more likely to have a 401K, 4.1% more likely to have an Auto Loan, 50.6% more likely to Invest/Trade Stocks Online, 3.5% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



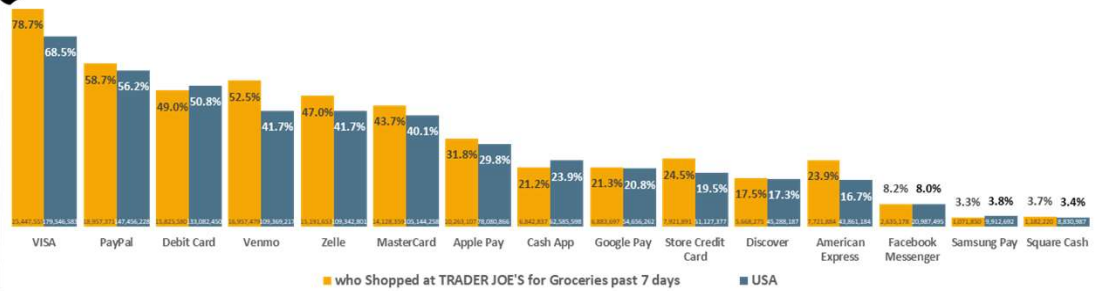
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 3,021

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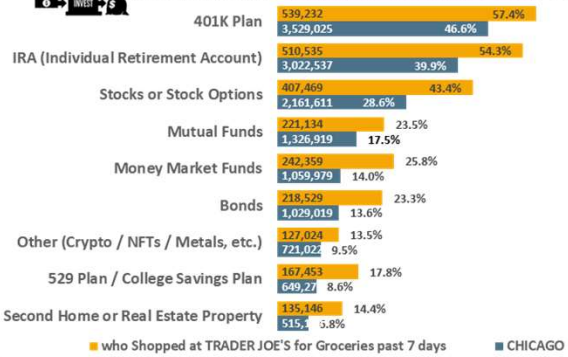
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

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

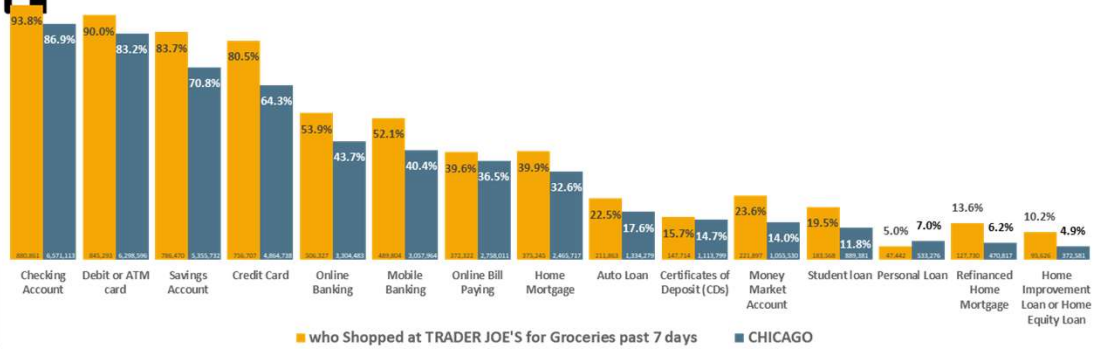


12.4% or 939,547 of CHICAGO DMA Adults 18 or older Shopped at TRADER JOE'S for Groceries past 7 days. Adults 18 or older who Shopped at TRADER JOE'S for Groceries past 7 days are 23.% more likely to have a 401K, 27.9% more likely to have an Auto Loan, 41.8% more likely to Invest/Trade Stocks Online, 4.5% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



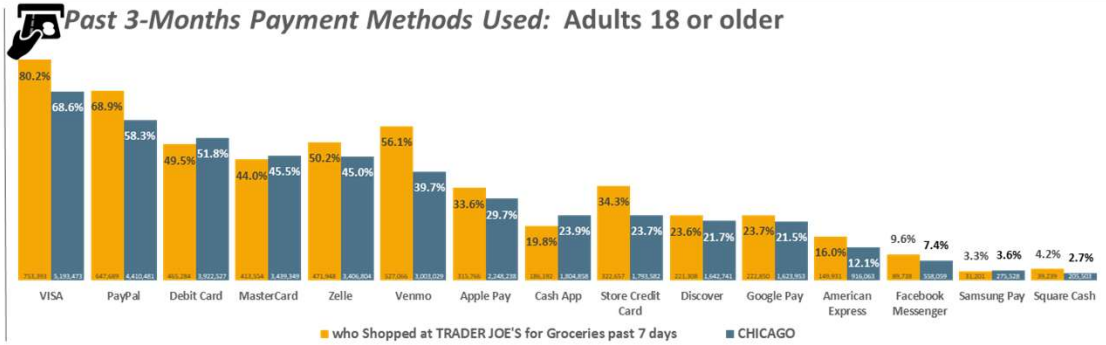
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 430

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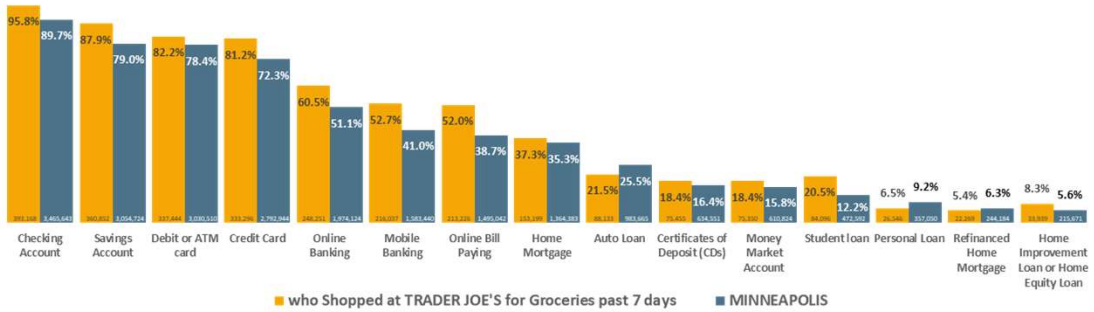


10.6% or 410,295 of MINNEAPOLIS DMA Adults 18 or older Shopped at TRADER JOE'S for Groceries past 7 days. Adults 18 or older who Shopped at TRADER JOE'S for Groceries past 7 days are 25.8% more likely to have a 401K, 15.6% less likely to have an Auto Loan, 51.2% more likely to Invest/Trade Stocks Online, .8% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



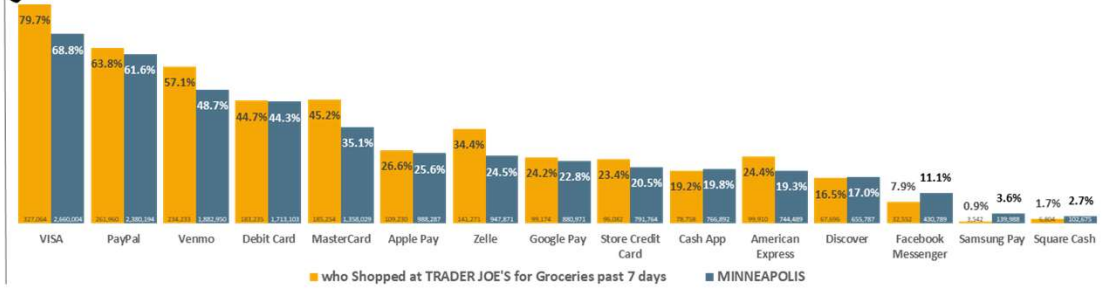
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



MINNEAPOLIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 203

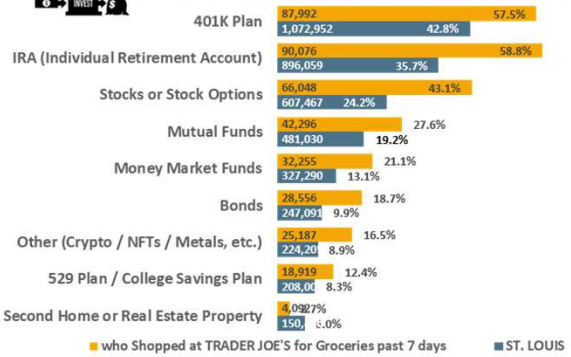
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Grocery stores shopped past 7 days (HHLD): Trader Joe's

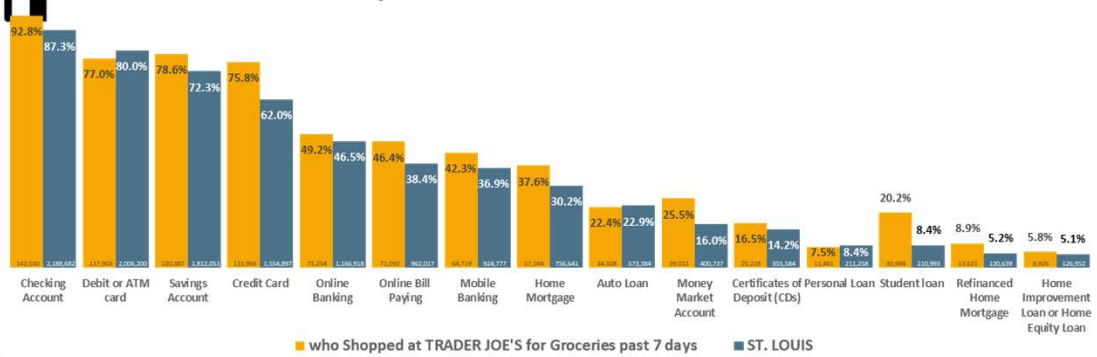


6.1% or 153,085 of ST. LOUIS DMA Adults 18 or older Shopped at TRADER JOE'S for Groceries past 7 days. Adults 18 or older who Shopped at TRADER JOE'S for Groceries past 7 days are 34.4% more likely to have a 401K, 1.9% less likely to have an Auto Loan, 65.9% more likely to Invest/Trade Stocks Online, 23.5% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



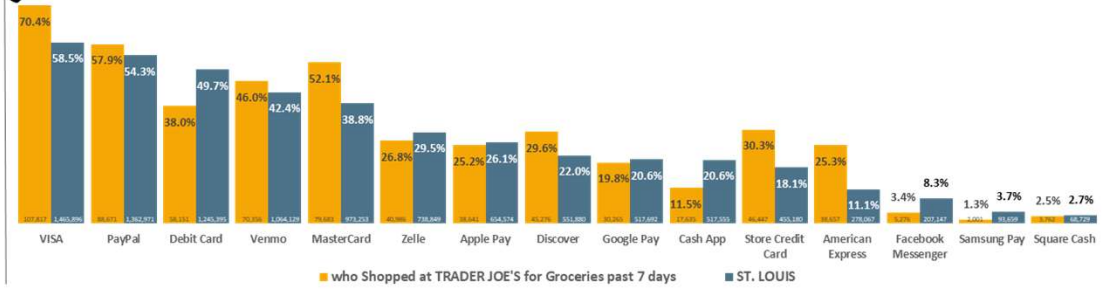
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 155

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

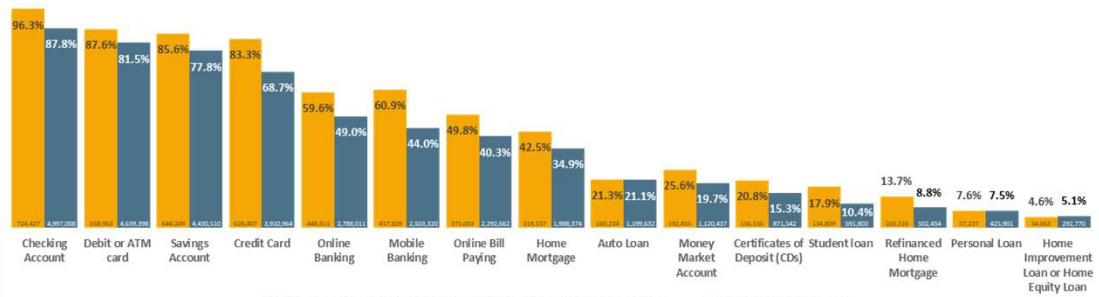


13.2% or 752,315 of WASHINGTON, DC DMA Adults 18 or older Shopped at TRADER JOE'S for Groceries past 7... Adults 18 or older who Shopped at TRADER JOE'S for Groceries past 7 days are 37.4% more likely to have a 401K, 1.% more likely to have an Auto Loan, 30.6% more likely to Invest/Trade Stocks Online, .1% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



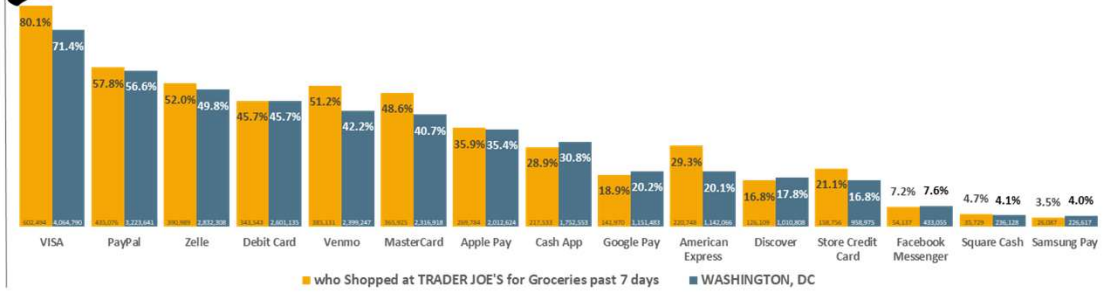
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



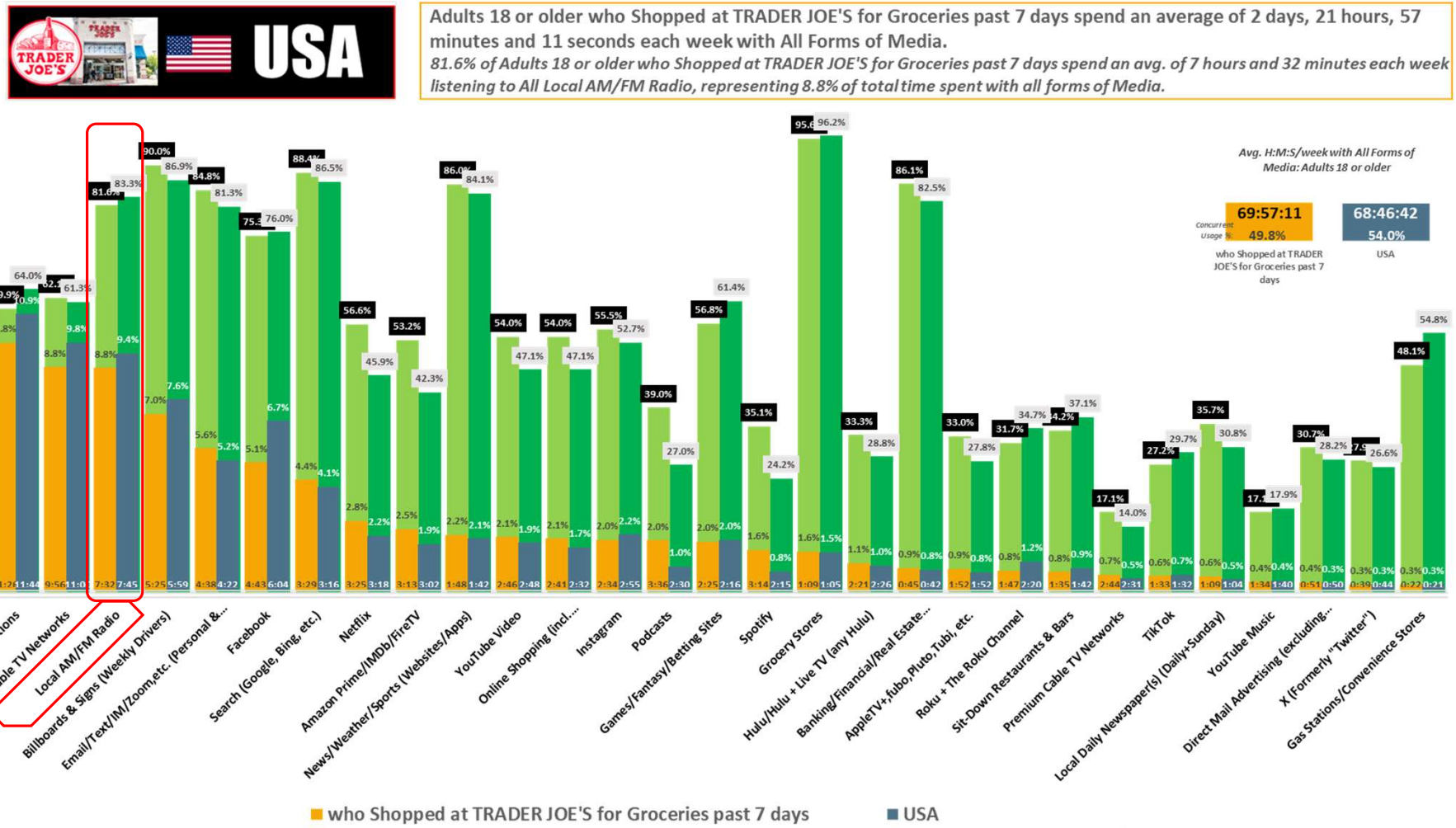
Past 3-Months Payment Methods Used: Adults 18 or older



WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 797

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



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 3,021 USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

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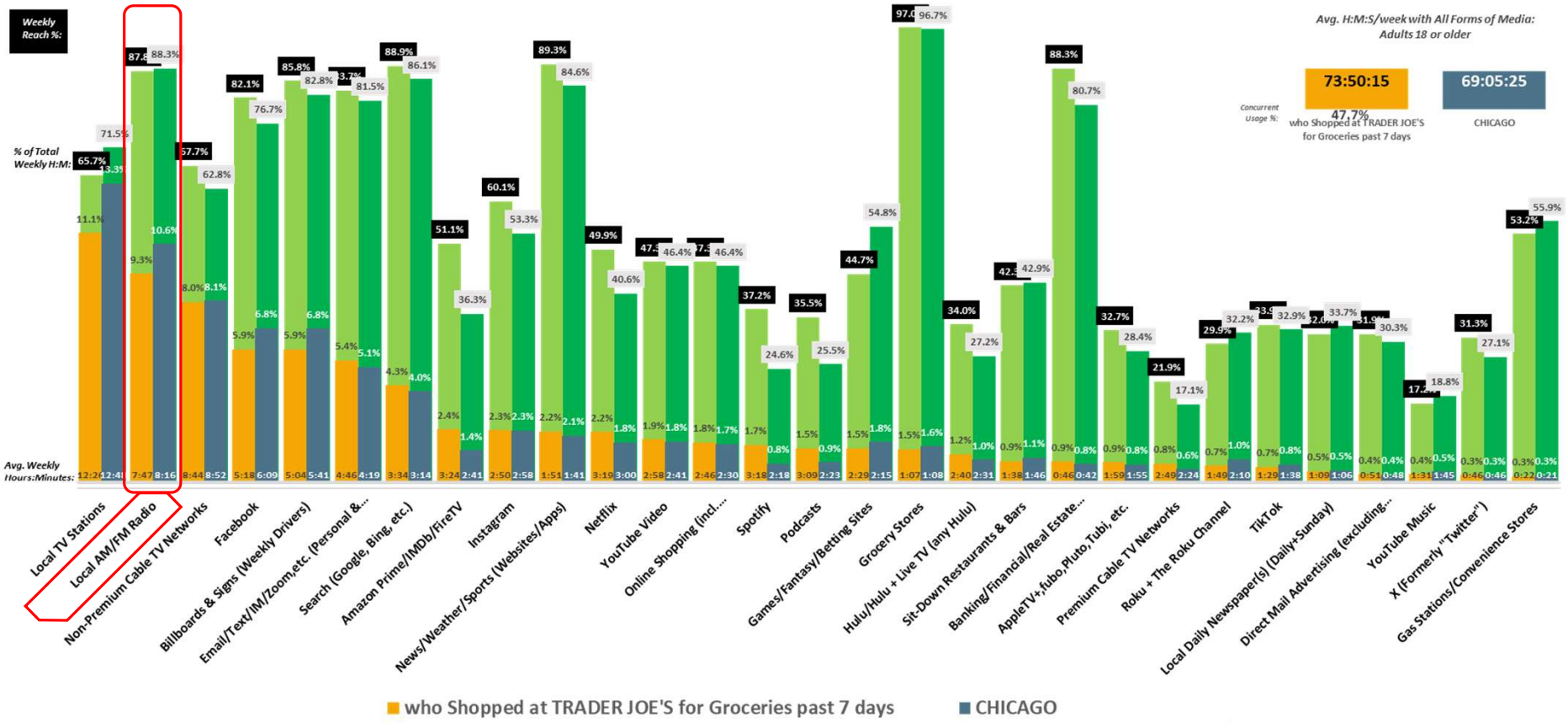
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Grocery stores shopped past 7 days (HHLD): Trader Joe's



Adults 18 or older who Shopped at TRADER JOE'S for Groceries past 7 days spend an average of 3 days, 1 hours, 50 minutes and 15 seconds each week with All Forms of Media.

87.8% of Adults 18 or older who Shopped at TRADER JOE'S for Groceries past 7 days spend an avg. of 7 hours and 47 minutes each week listening to All Local AM/FM Radio, representing 9.3% of total time spent with all forms of Media.



CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 430 CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 3,420

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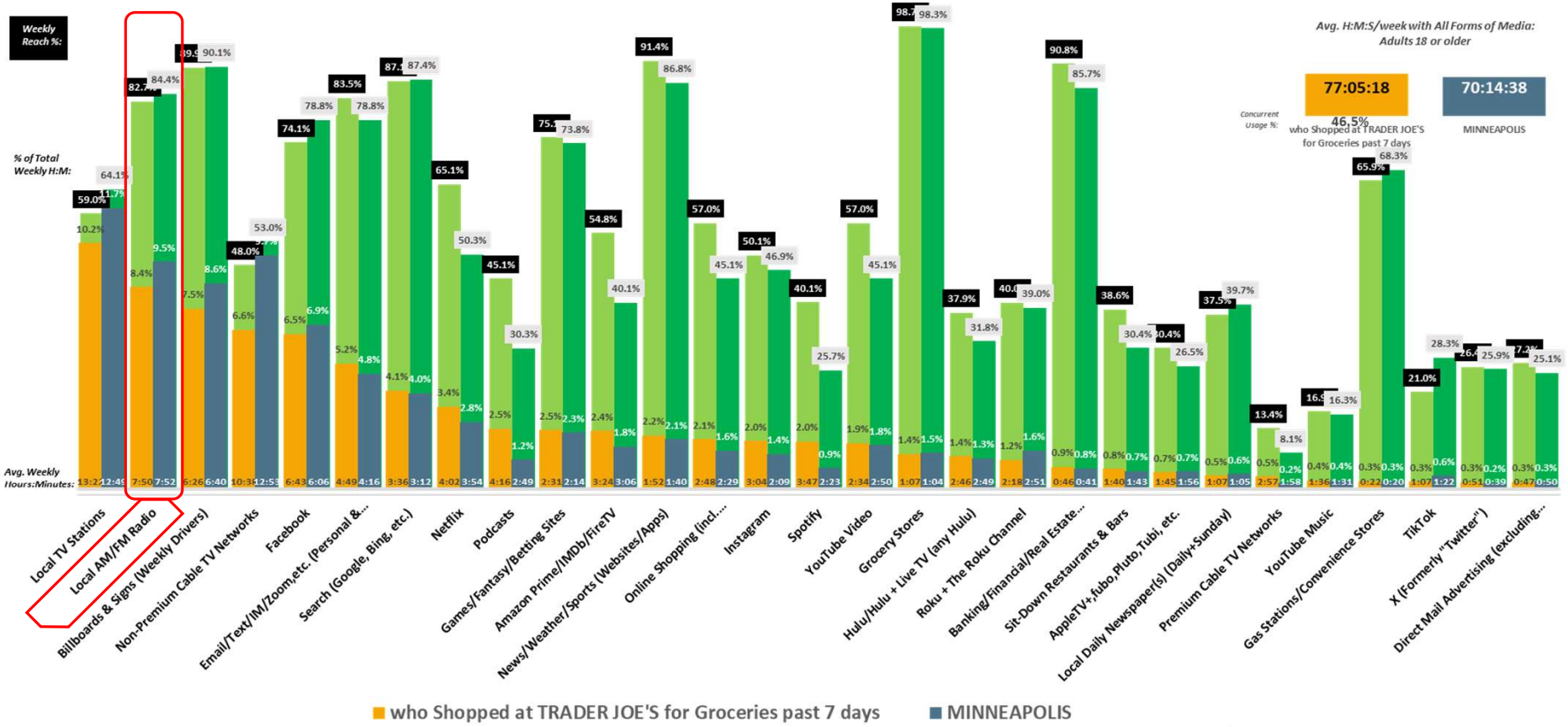
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Grocery stores shopped past 7 days (HHLD): Trader Joe's

MSP

Adults 18 or older who Shopped at TRADER JOE'S for Groceries past 7 days spend an average of 3 days, 5 hours, 5 minutes and 18 seconds each week with All Forms of Media.

82.7% of Adults 18 or older who Shopped at TRADER JOE'S for Groceries past 7 days spend an avg. of 7 hours and 50 minutes each week listening to All Local AM/FM Radio, representing 8.4% of total time spent with all forms of Media.

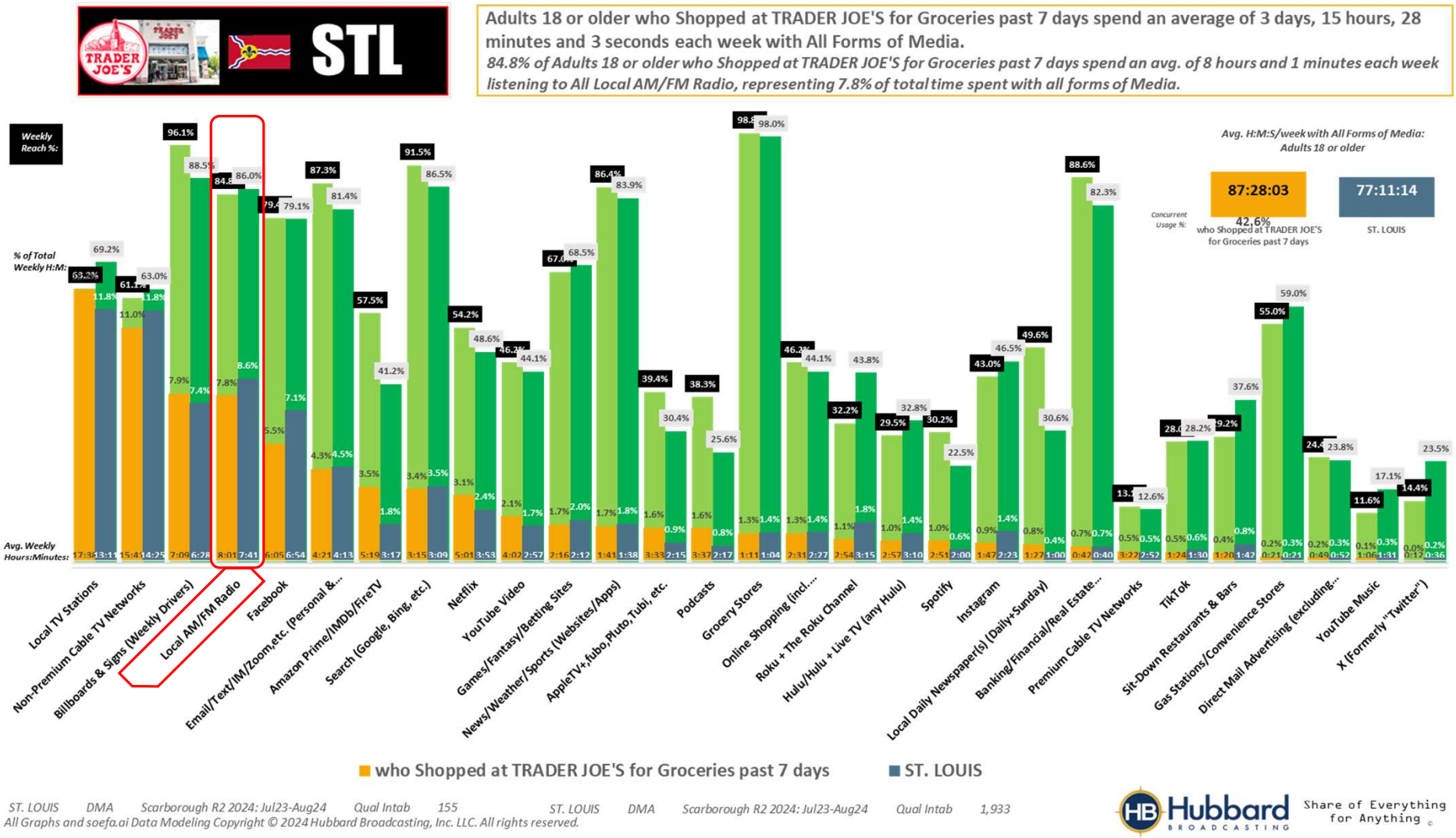


MINNEAPOLIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 203 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,862

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

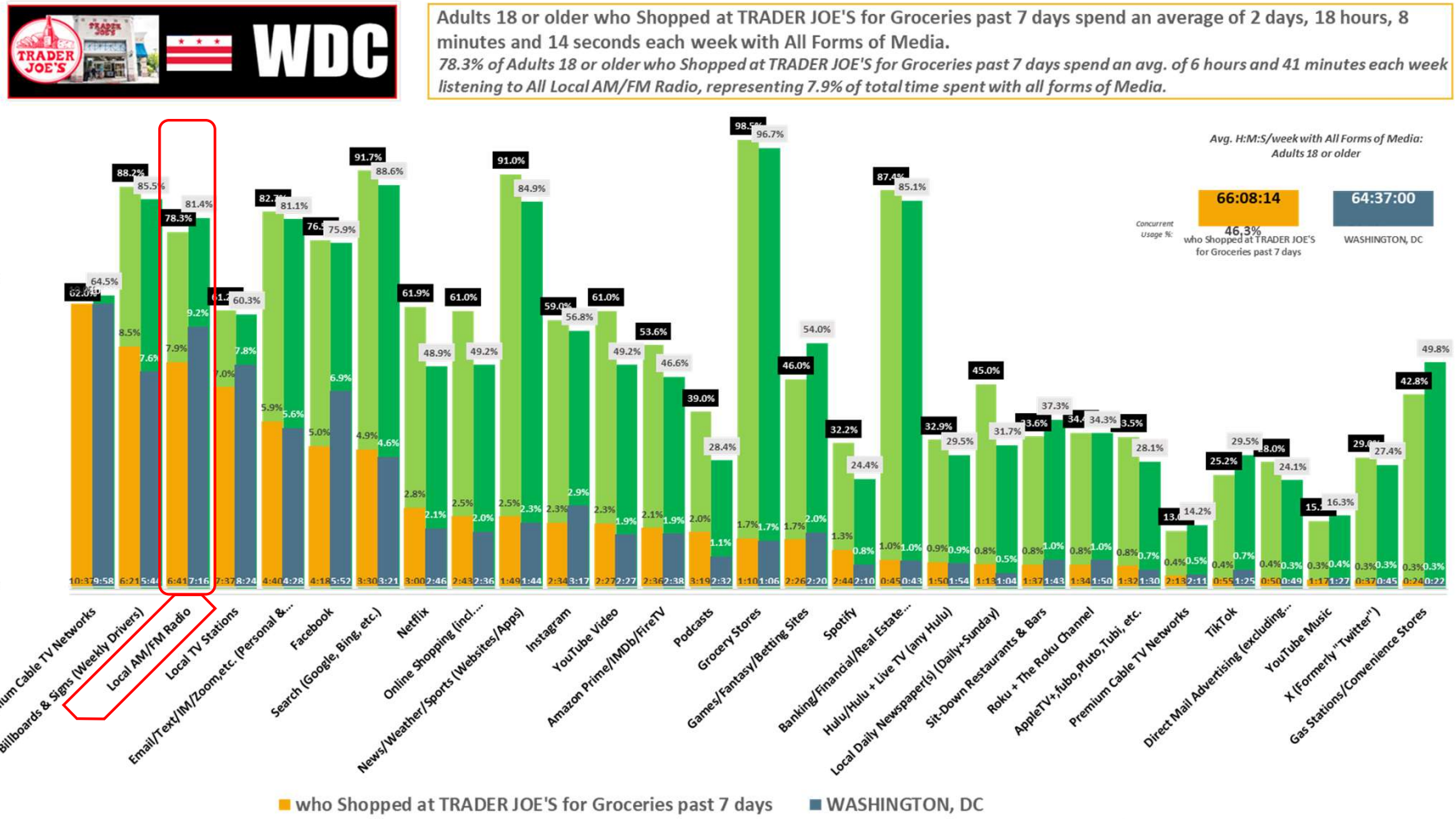


ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 155 ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,933

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



WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 797 WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 5,557

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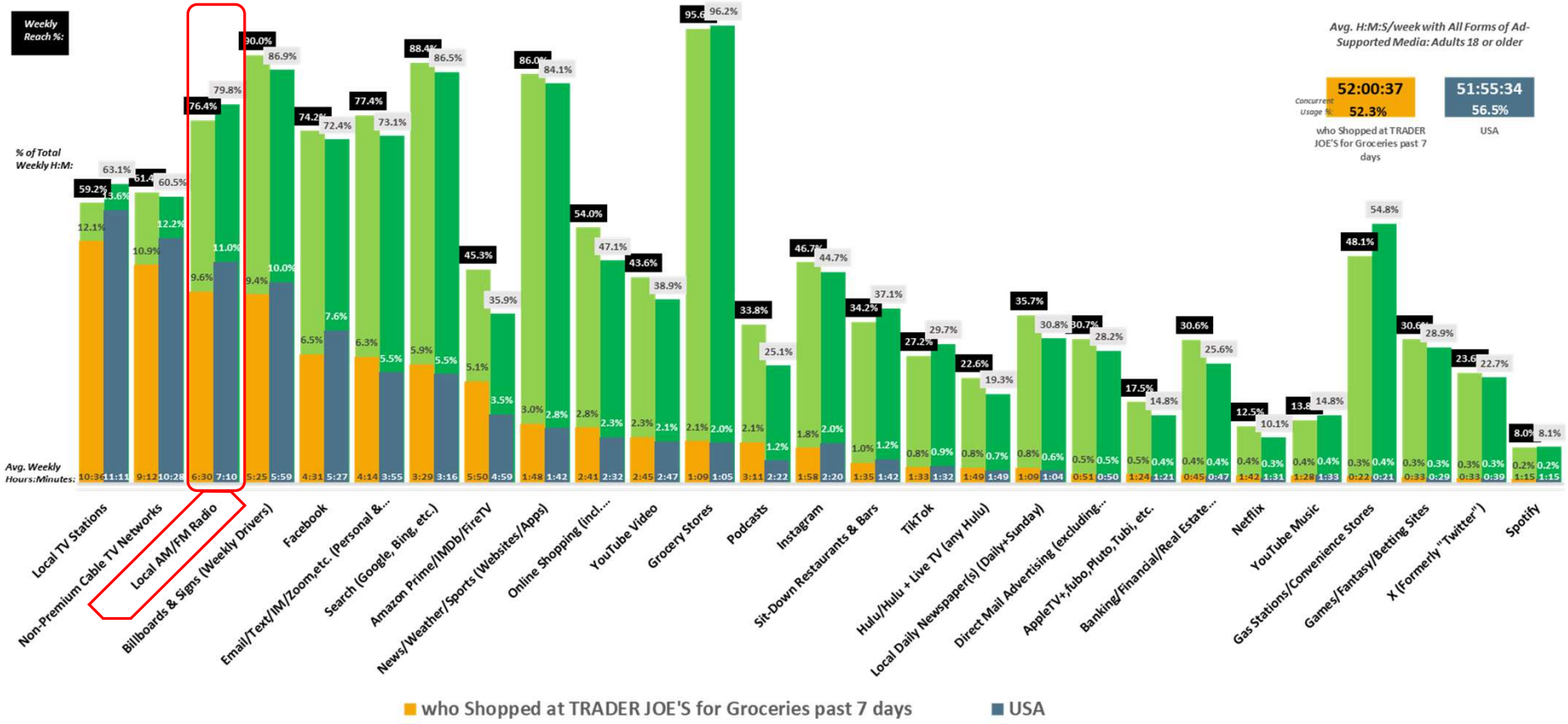
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Grocery stores shopped past 7 days (HHLD): Trader Joe's

USA

Adults 18 or older who Shopped at TRADER JOE'S for Groceries past 7 days spend an average of 2 days, 4 hours, 0 minutes and 37 seconds each week with All Forms of Ad-Supported Media.

76.4% of Adults 18 or older who Shopped at TRADER JOE'S for Groceries past 7 days spend an avg. of 6 hours and 30 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.6% of total time spent with all forms of Ad-Supported Media.

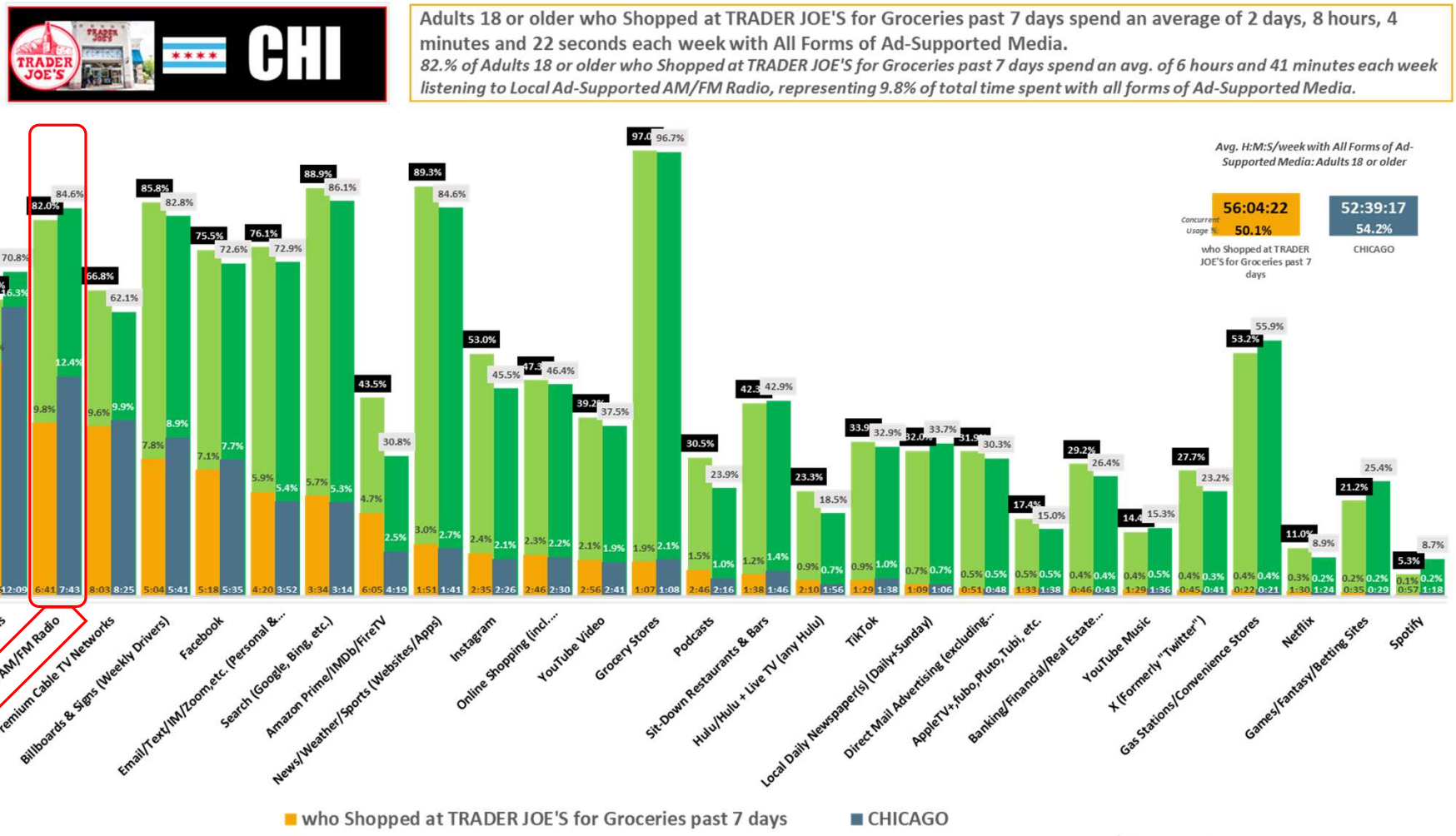


USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 3,021 USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

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

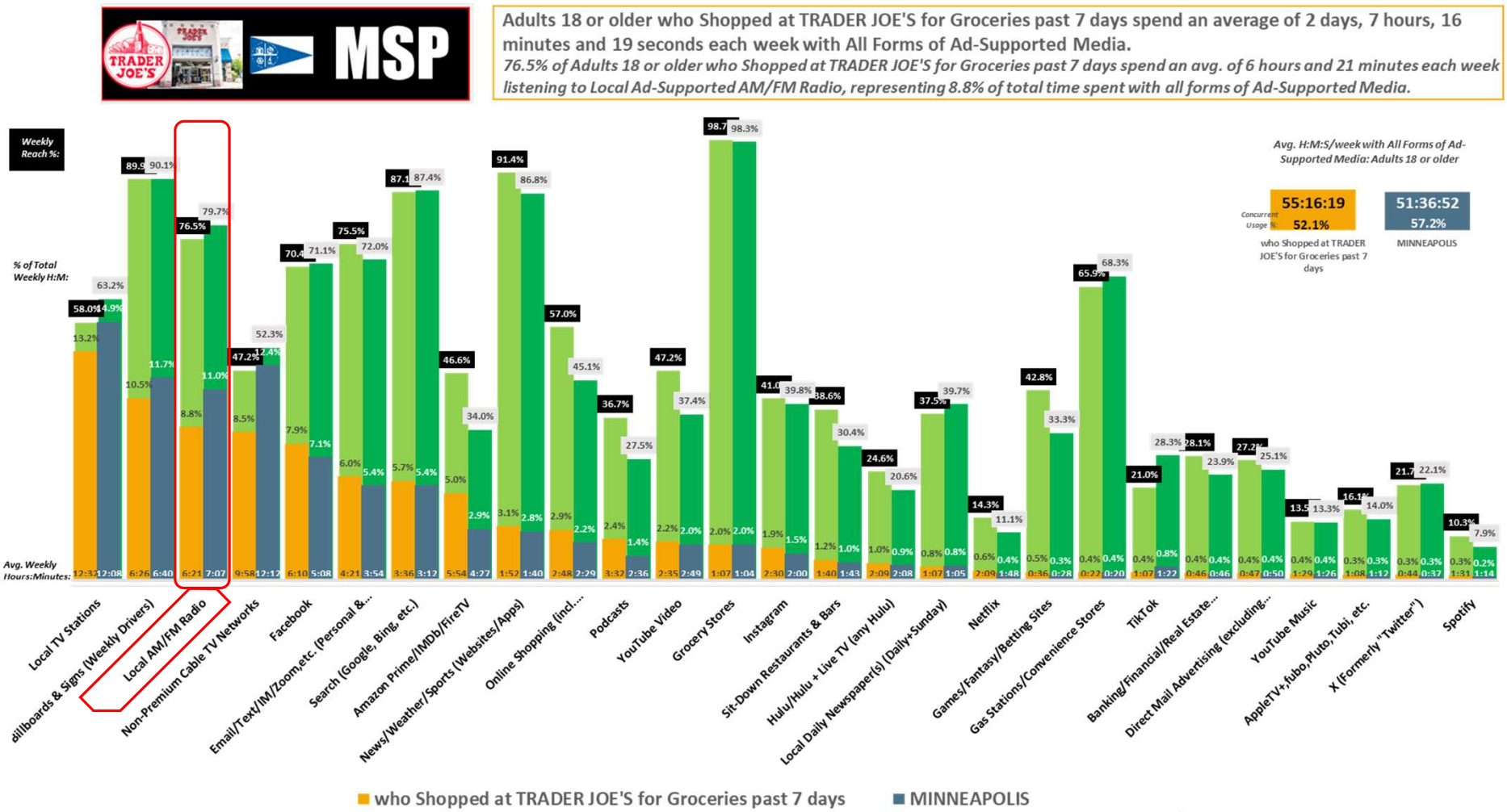


CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 430 CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 3,420

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

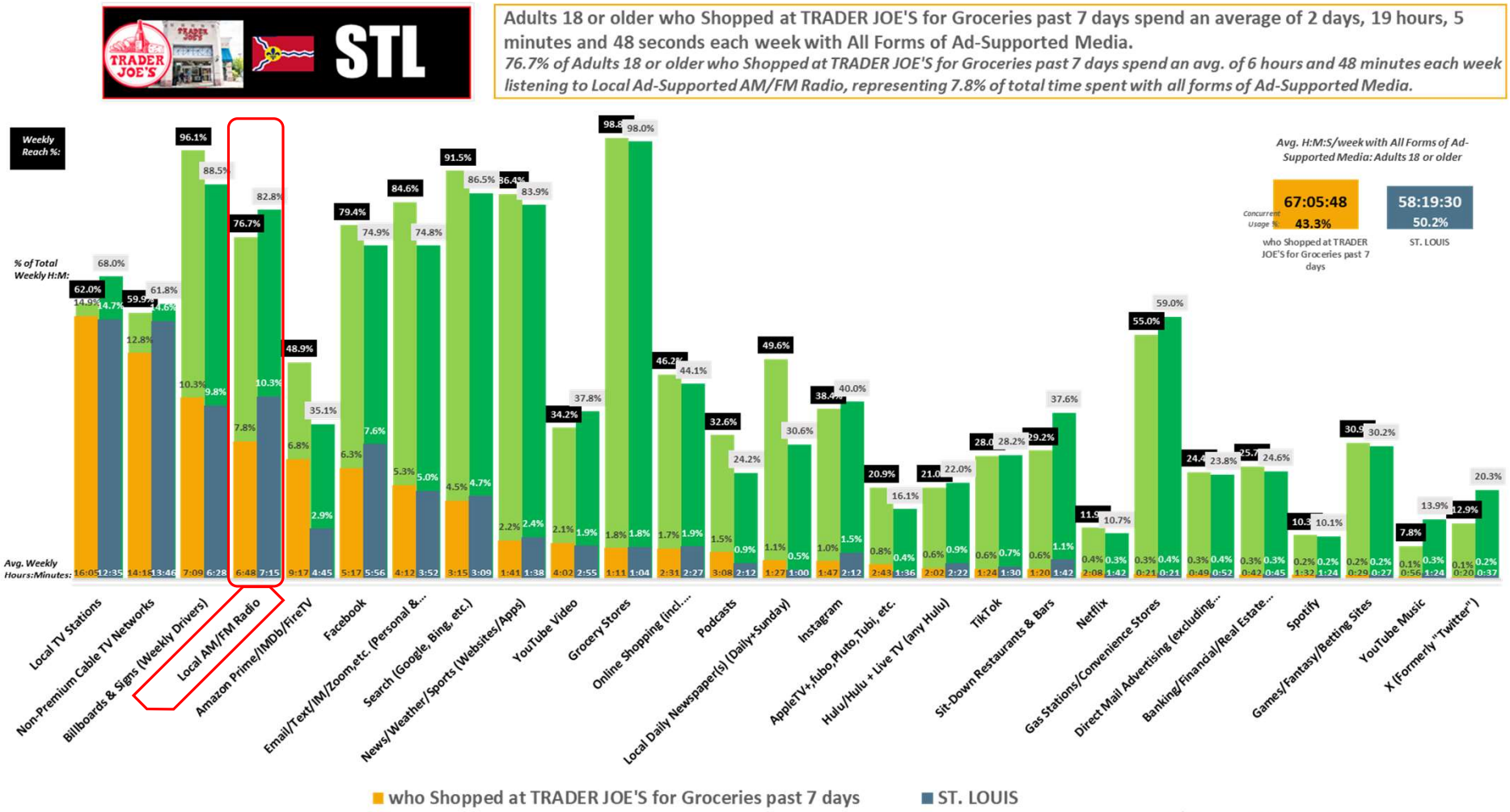


MINNEAPOLIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 203 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,862

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

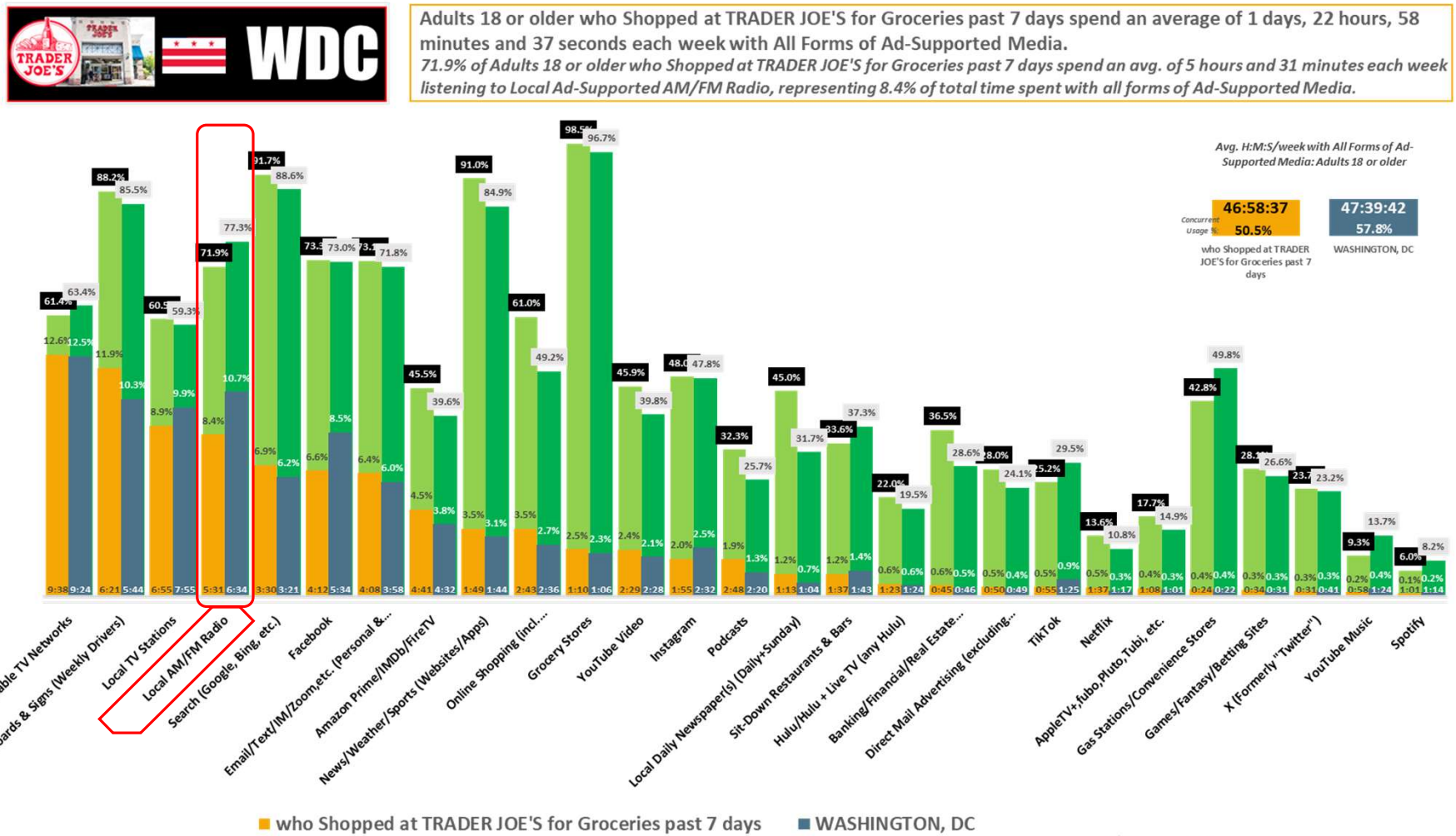


ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 155 ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,933

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



WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 797 WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 5,557

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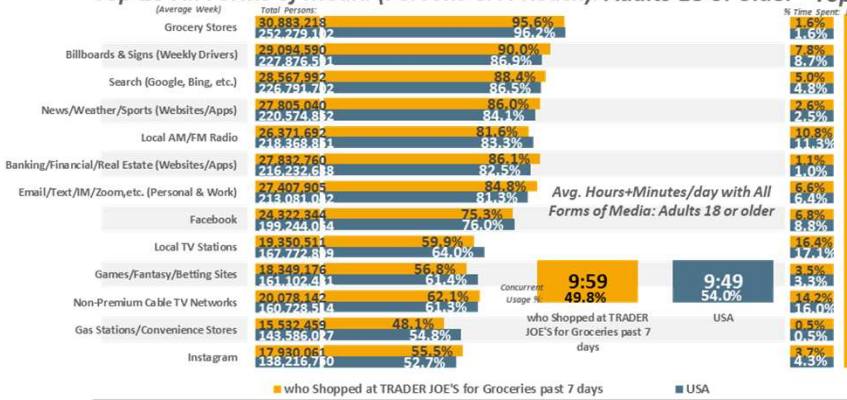
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Grocery stores shopped past 7 days (HHLD): Trader Joe's

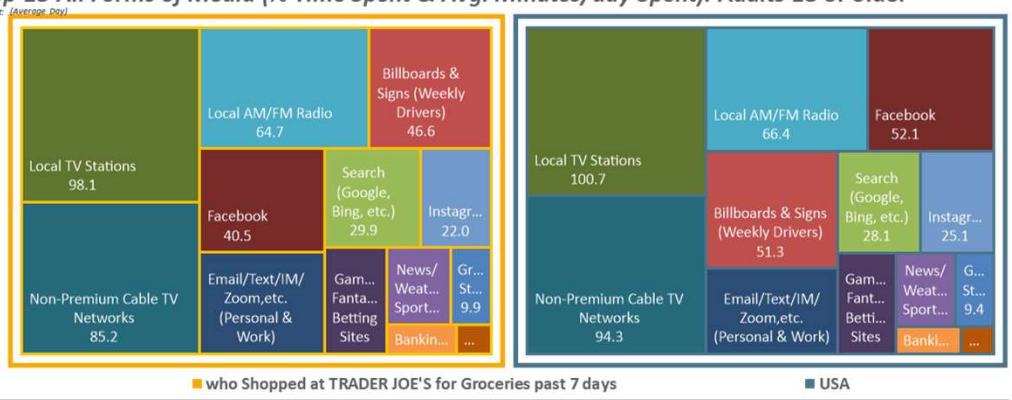


Adults 18 or older who Shopped at TRADER JOE'S for Groceries past 7 days spend an average of 7 hours and 25 minutes each day with All Forms of Ad-Supported Media. 76.4% listen to Local AM/FM Radio for an avg. of 55.8 minutes/day (*Local Radio delivers 9.6% of Time with Ad-Supported Media.*)

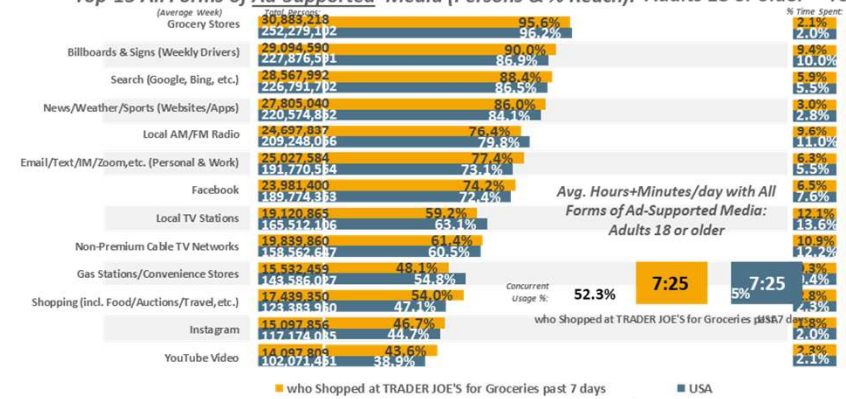
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



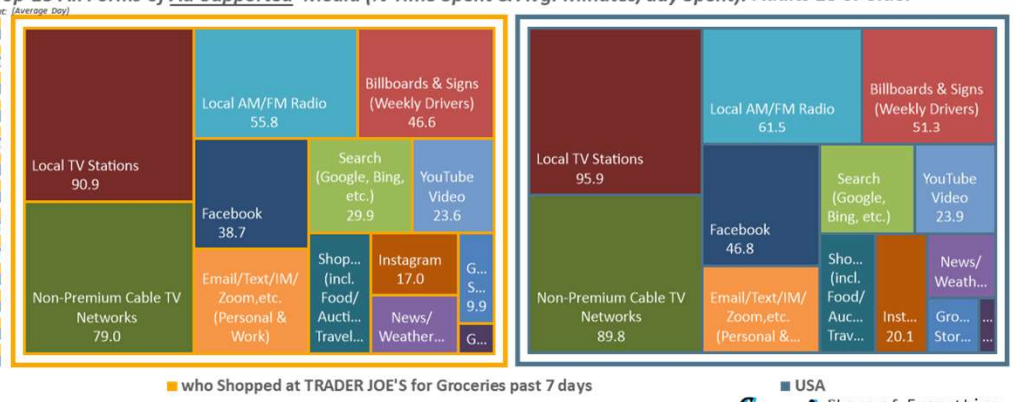
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 3,021

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

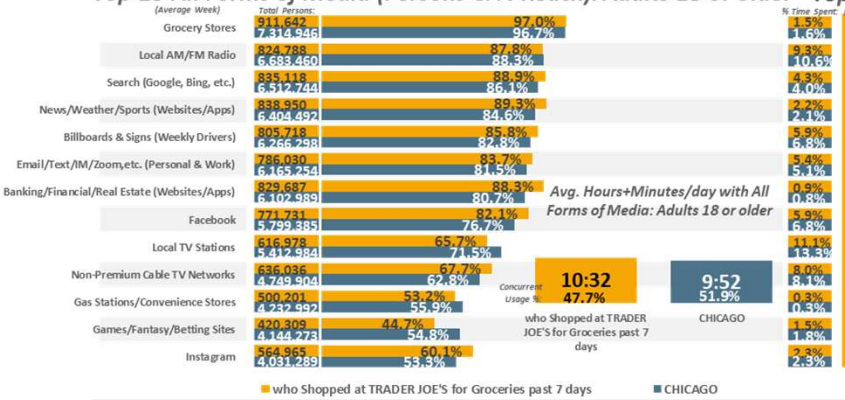
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Grocery stores shopped past 7 days (HHLD): Trader Joe's

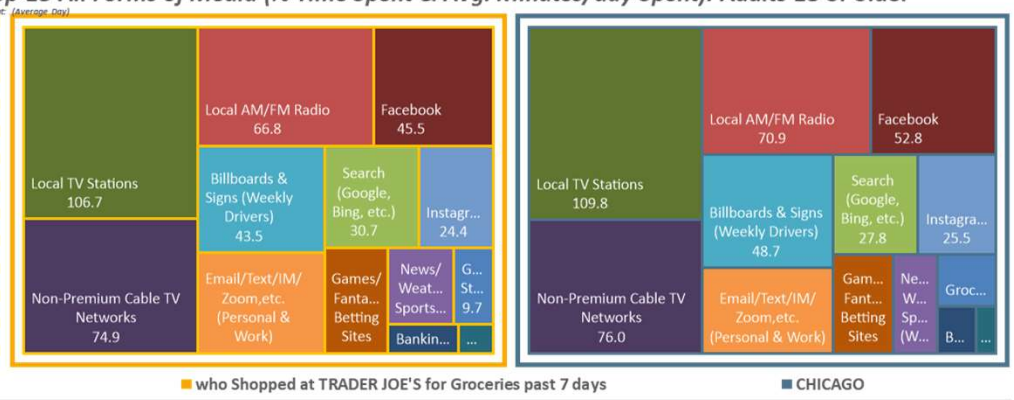


Adults 18 or older who Shopped at TRADER JOE'S for Groceries past 7 days spend an average of 8 hours and 0 minutes each day with All Forms of Ad-Supported Media. 82.% listen to Local AM/FM Radio for an avg. of 57.3 minutes/day. *(Local Radio delivers 9.8% of Time with Ad-Supported Media.)*

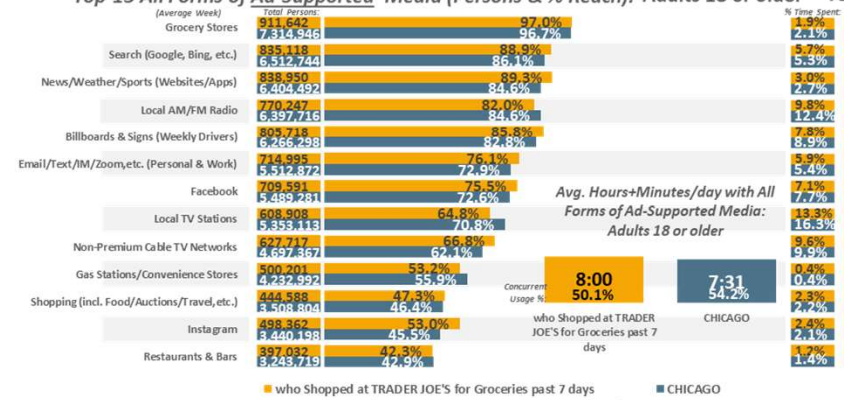
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



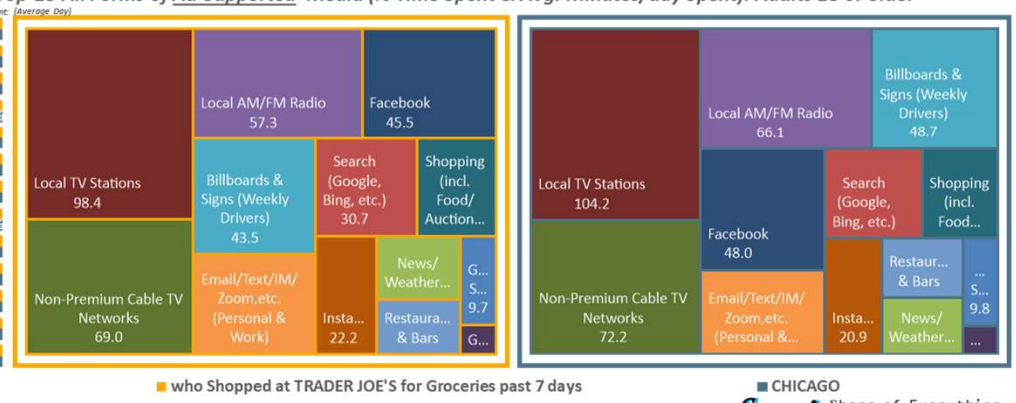
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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 430

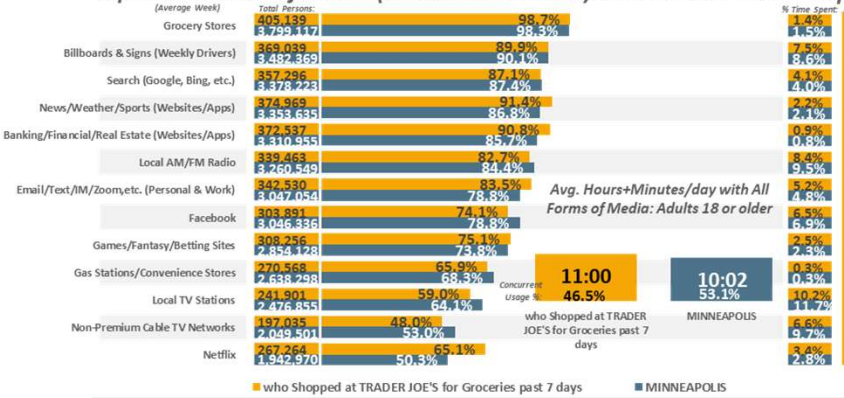
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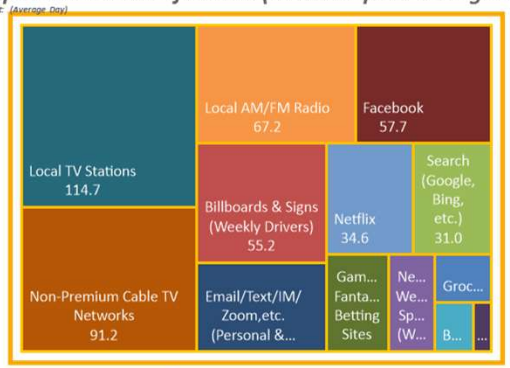
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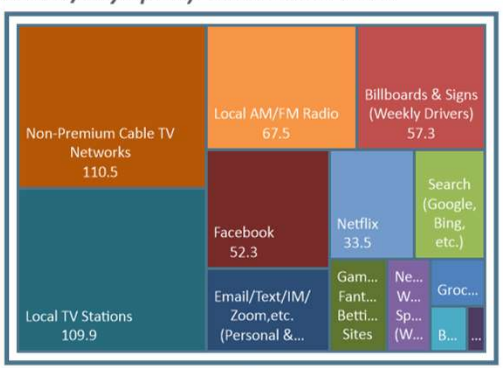
Grocery stores shopped past 7 days (HHLD): Trader Joe's

Adults 18 or older who Shopped at TRADER JOE'S for Groceries past 7 days spend an average of 7 hours and 53 minutes each day with All Forms of Ad-Supported Media. 76.5% listen to Local AM/FM Radio for an avg. of 54.5 minutes/day. *(Local Radio delivers 8.8% of Time with Ad-Supported Media.)*

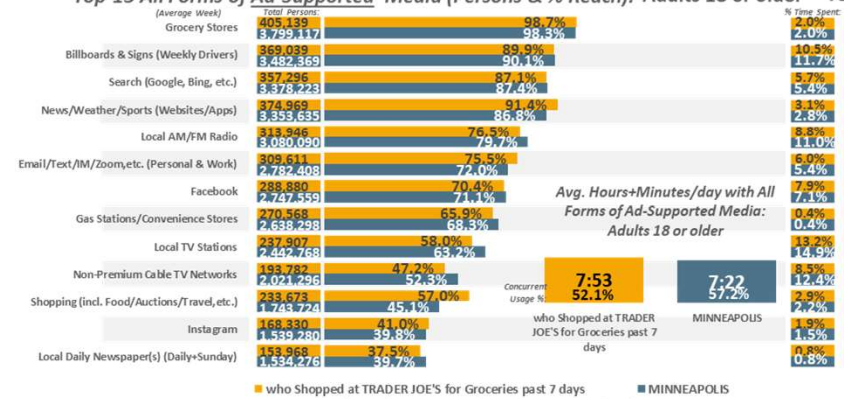
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

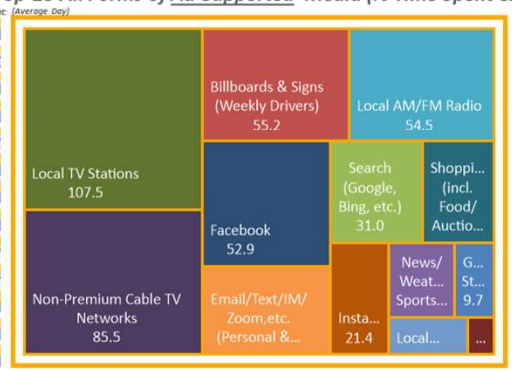


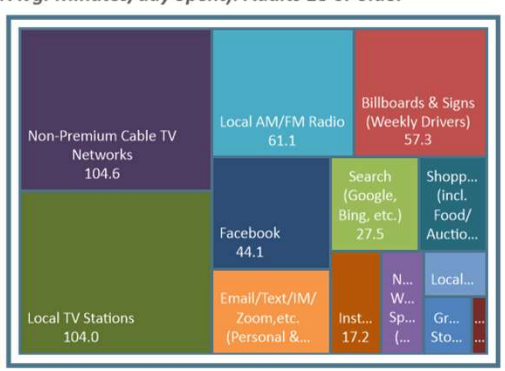




Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older







MINNEAPOLIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 203

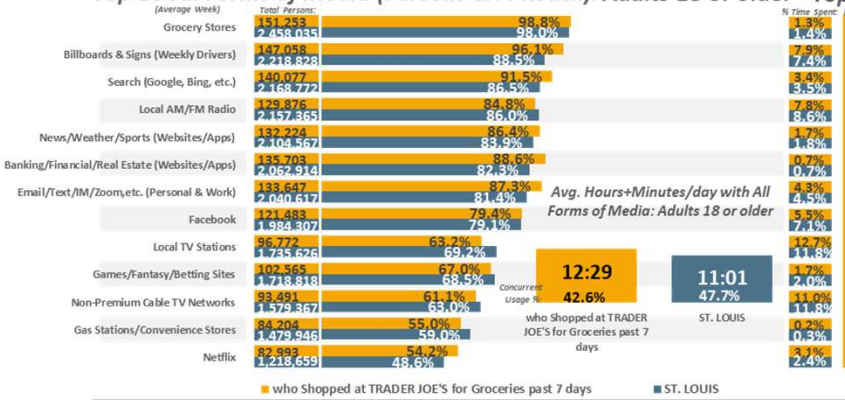
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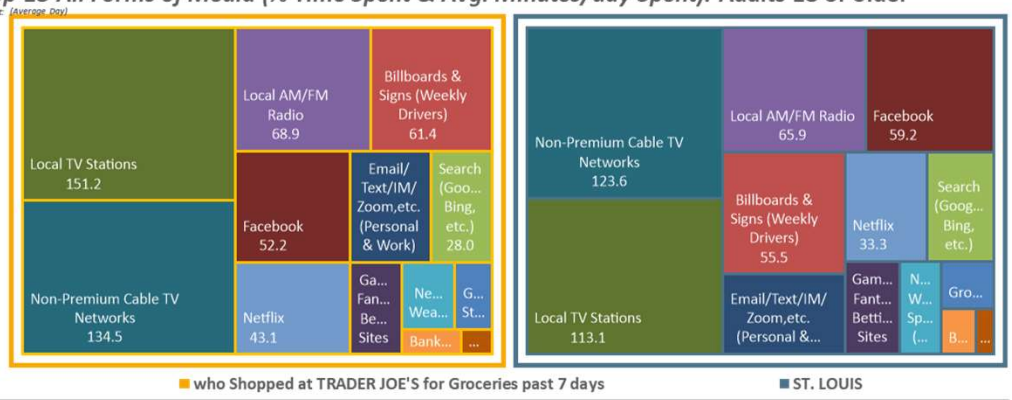
Grocery stores shopped past 7 days (HHLD): Trader Joe's

Adults 18 or older who Shopped at TRADER JOE'S for Groceries past 7 days spend an average of 9 hours and 35 minutes each day with All Forms of Ad-Supported Media. 76.7% listen to Local AM/FM Radio for an avg. of 58.4 minutes/day. *(Local Radio delivers 7.8% of Time with Ad-Supported Media.)*

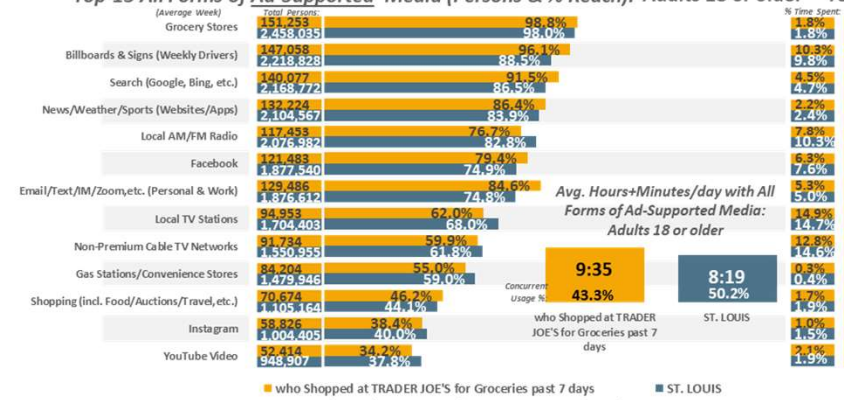
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



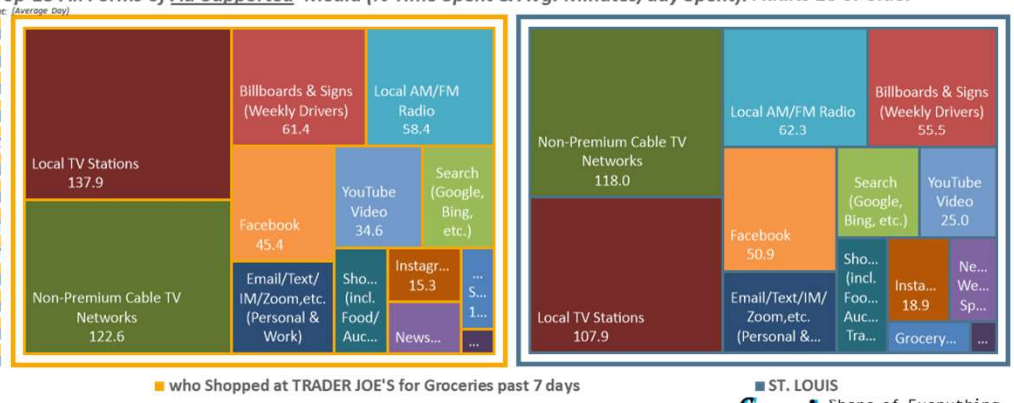
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 155

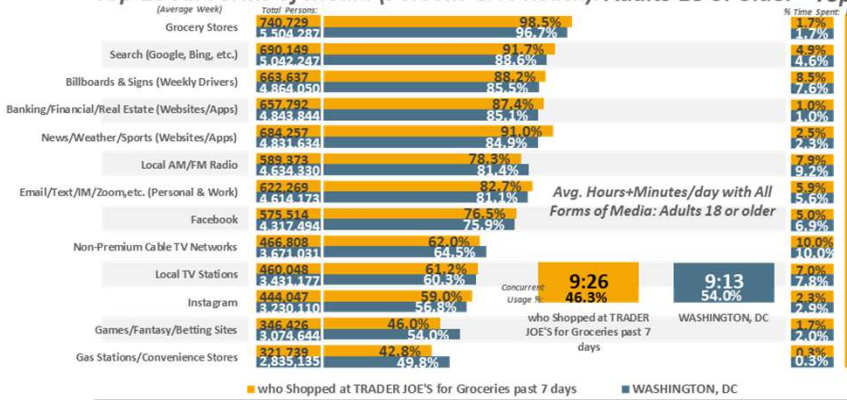
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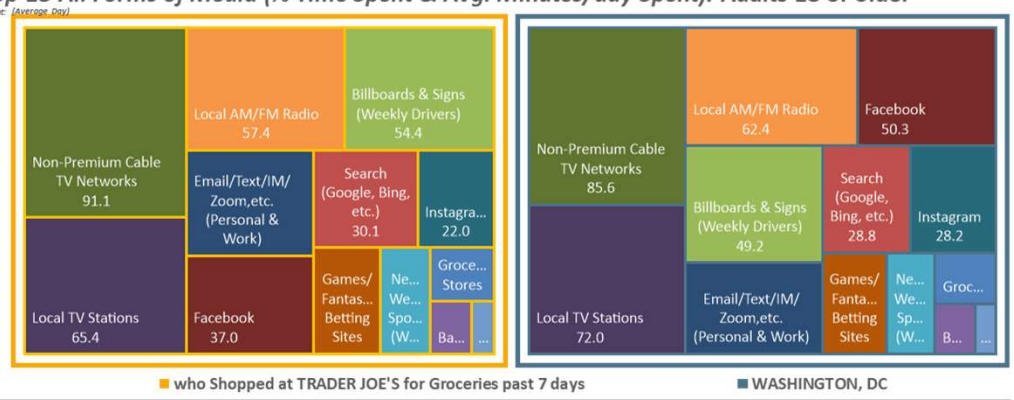
Grocery stores shopped past 7 days (HHLD): Trader Joe's

Adults 18 or older who Shopped at TRADER JOE'S for Groceries past 7 days spend an average of 6 hours and 42 minutes each day with All Forms of Ad-Supported Media. 71.9% listen to Local AM/FM Radio for an avg. of 47.3 minutes/day. *(Local Radio delivers 8.4% of Time with Ad-Supported Media.)*

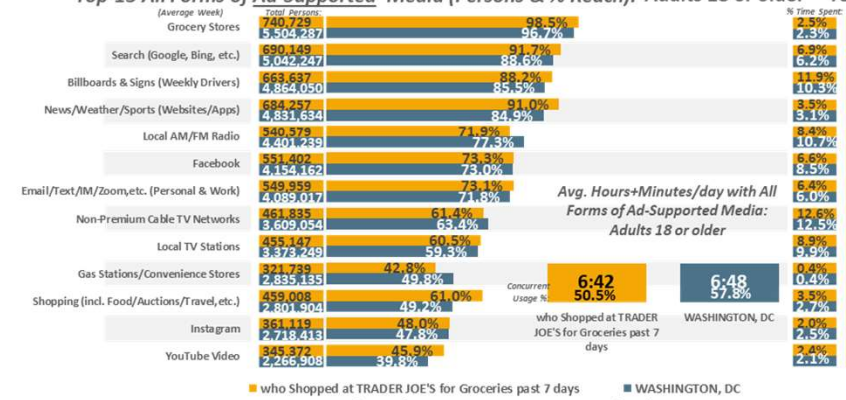
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



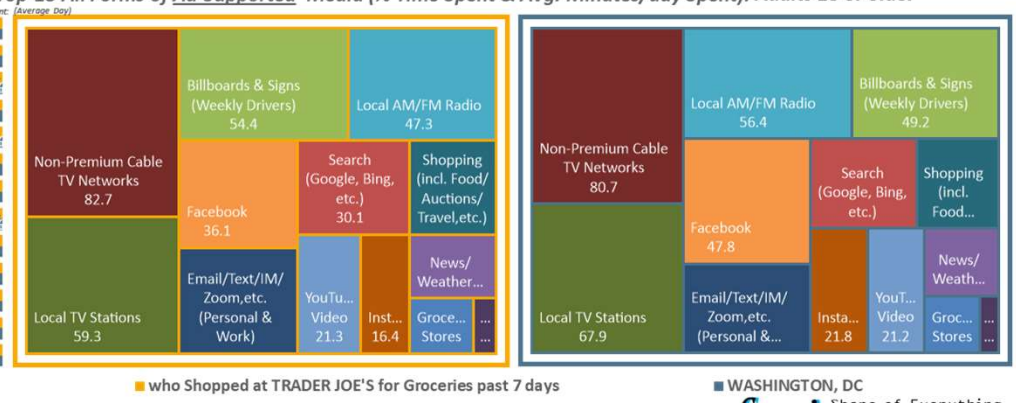
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 797

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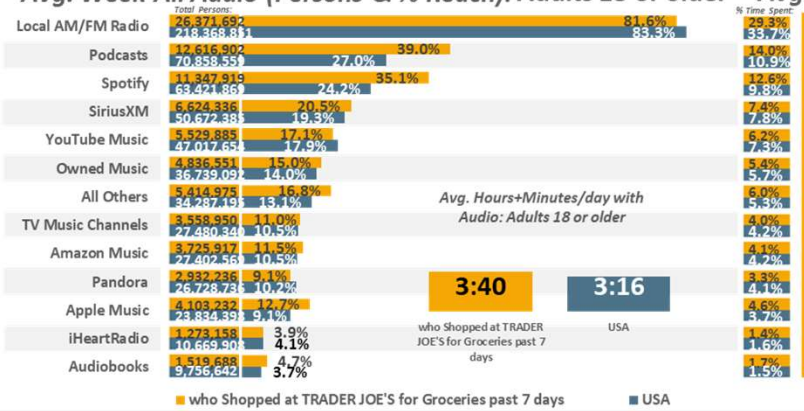
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Grocery stores shopped past 7 days (HHLD): Trader Joe's

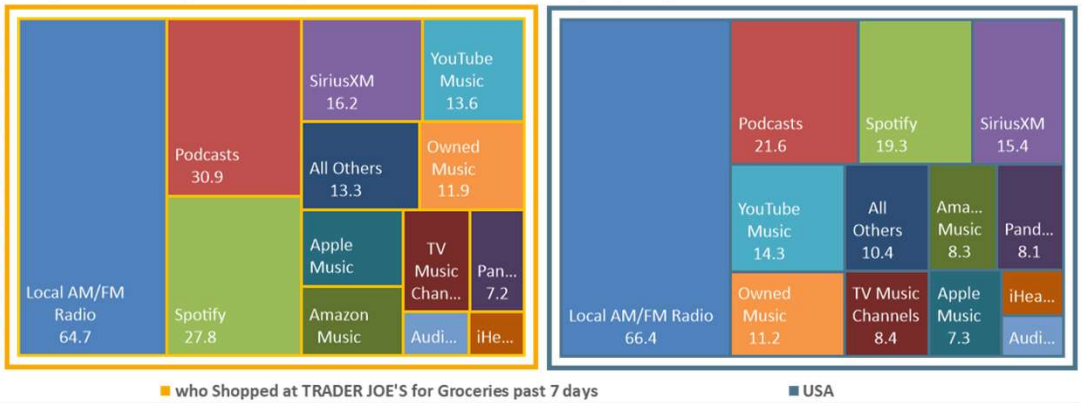


24,697,837 or 76.4% of Adults 18 or older who Shopped at TRADER JOE'S for Groceries past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 55.8 minutes every day representing 38.5% of all time spent daily with Ad-Supported Audio.

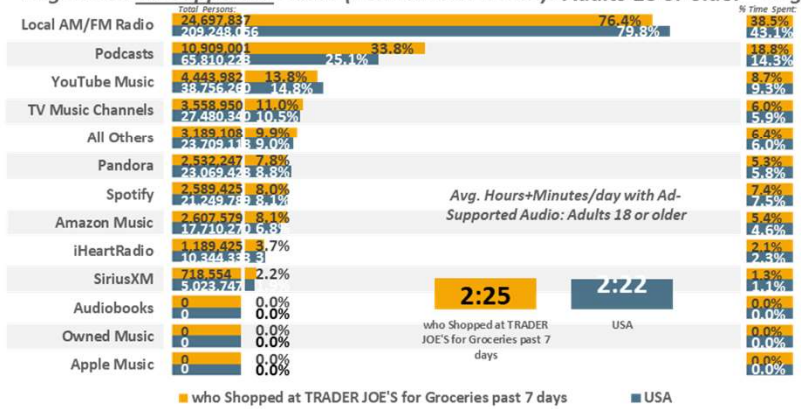
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



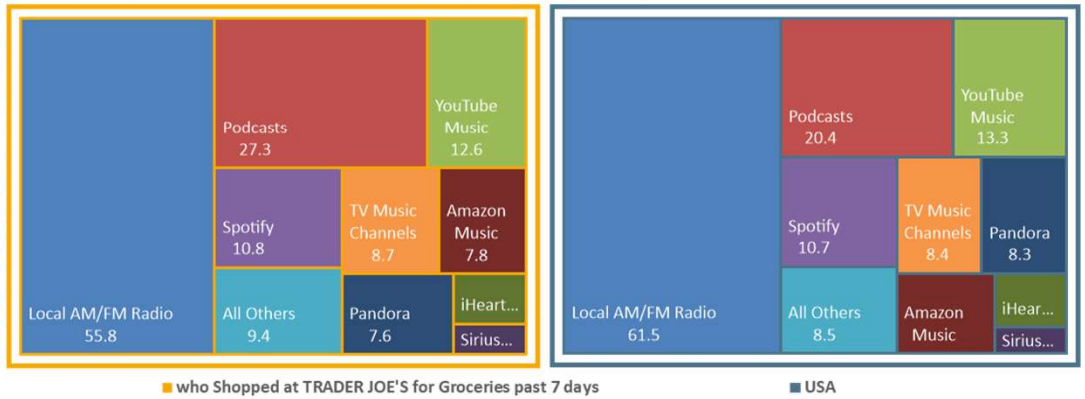
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 3,021

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

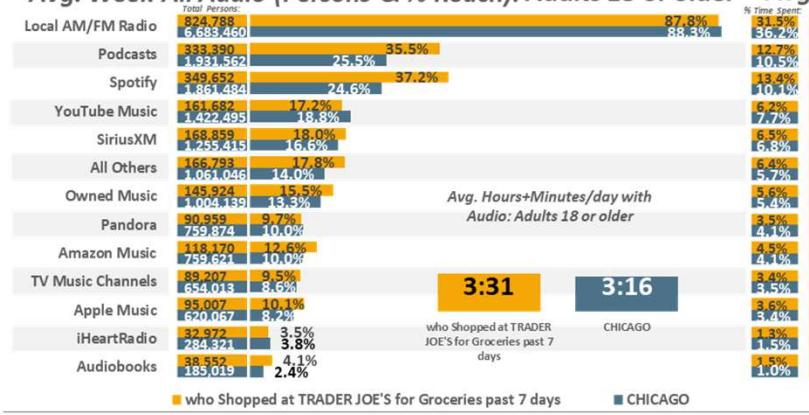
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Grocery stores shopped past 7 days (HHLD): Trader Joe's



770,247 or 82.% of Adults 18 or older who Shopped at TRADER JOE'S for Groceries past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 57.3 minutes every day representing 40.7% of all time spent daily with Ad-Supported Audio.

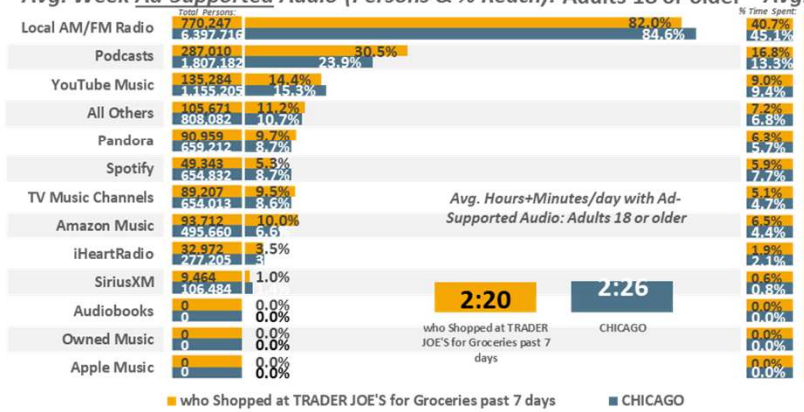
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



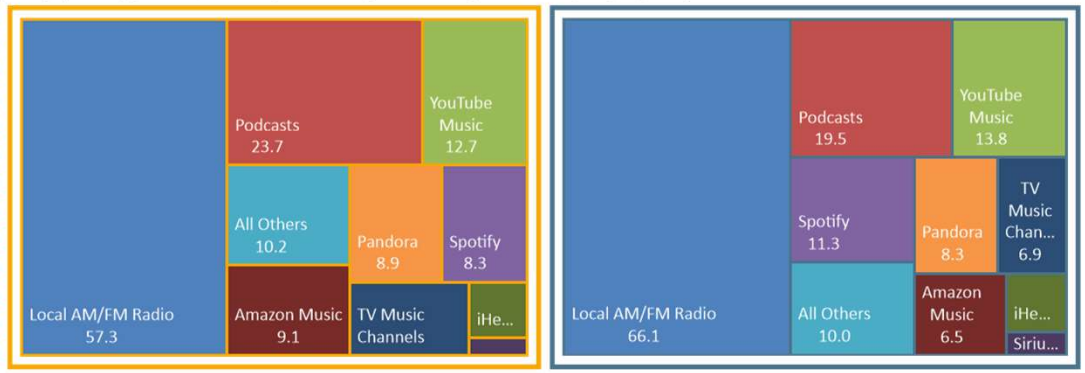
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 430

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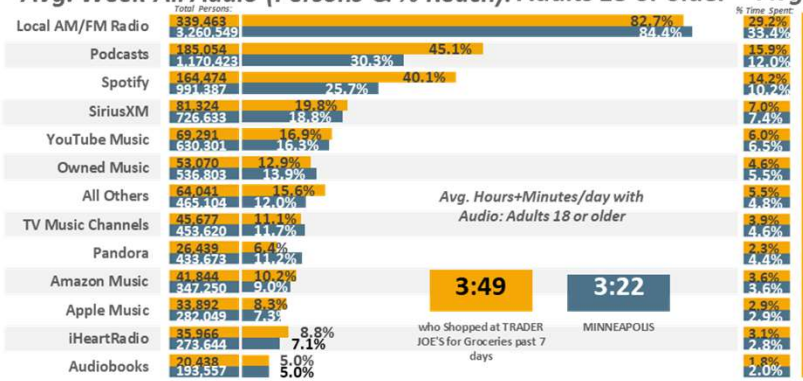
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Grocery stores shopped past 7 days (HHLD): Trader Joe's

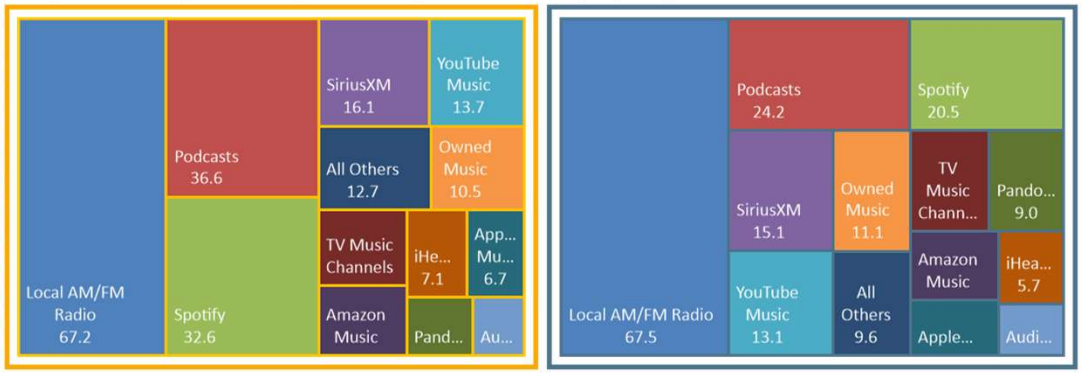


313,946 or 76.5% of Adults 18 or older who Shopped at TRADER JOE'S for Groceries past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 54.5 minutes every day representing 36.% of all time spent daily with Ad-Supported Audio.

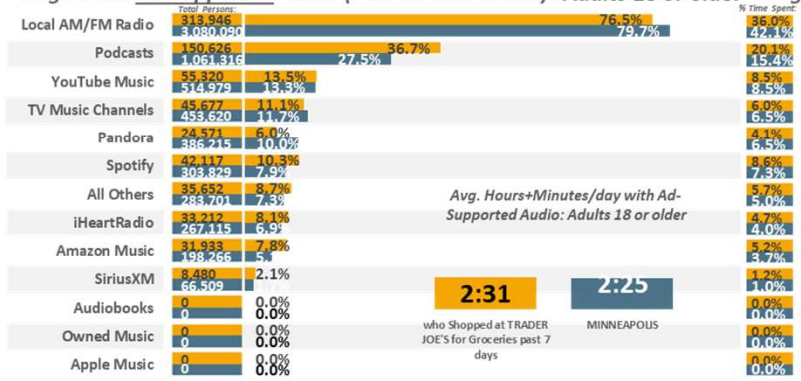
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



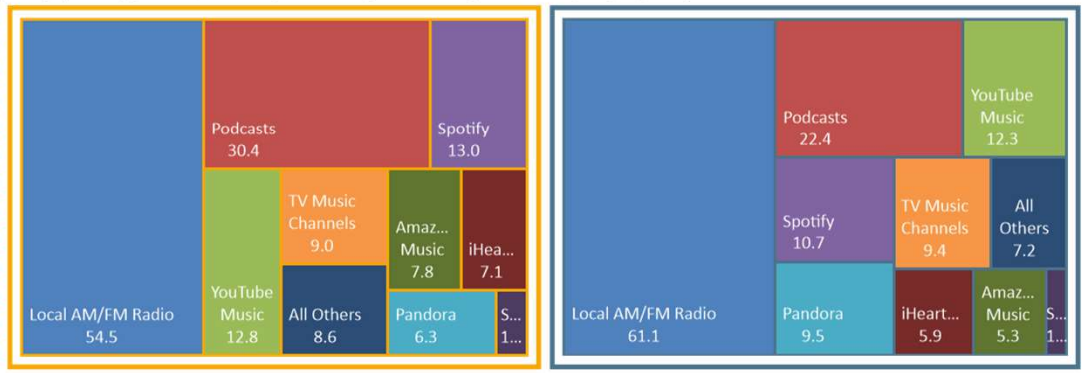
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 203

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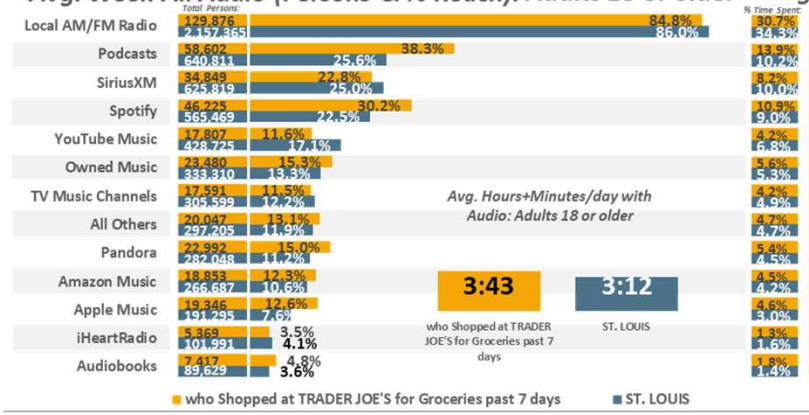
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Grocery stores shopped past 7 days (HHLD): Trader Joe's

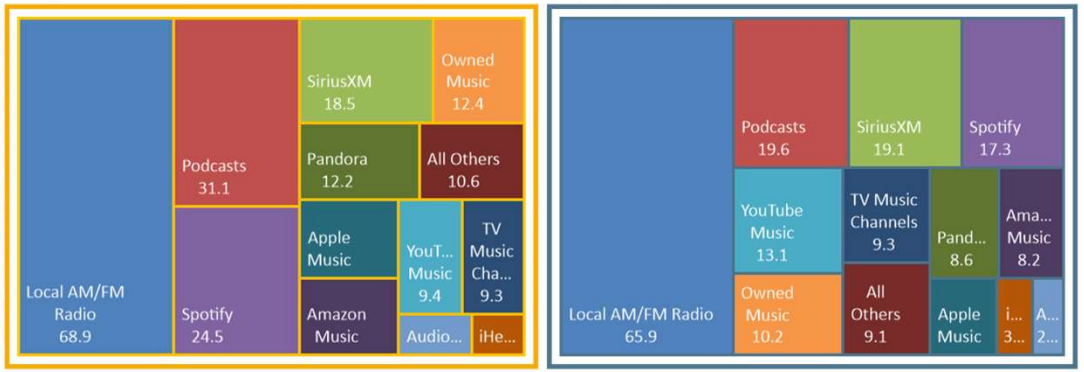


117,453 or 76.7% of Adults 18 or older who Shopped at TRADER JOE'S for Groceries past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 58.4 minutes every day representing 39.% of all time spent daily with Ad-Supported Audio.

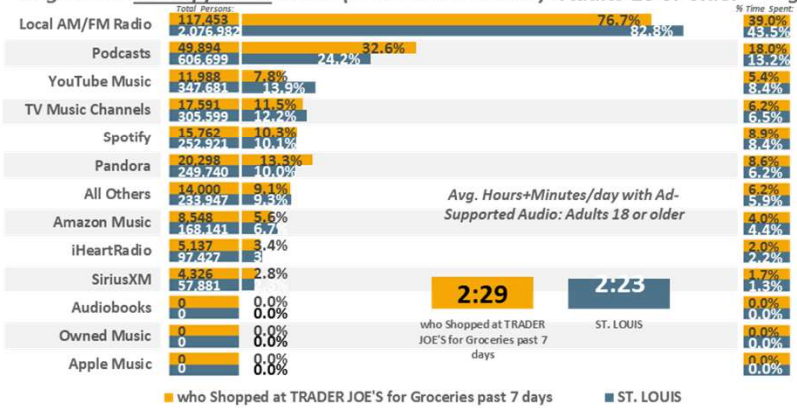
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



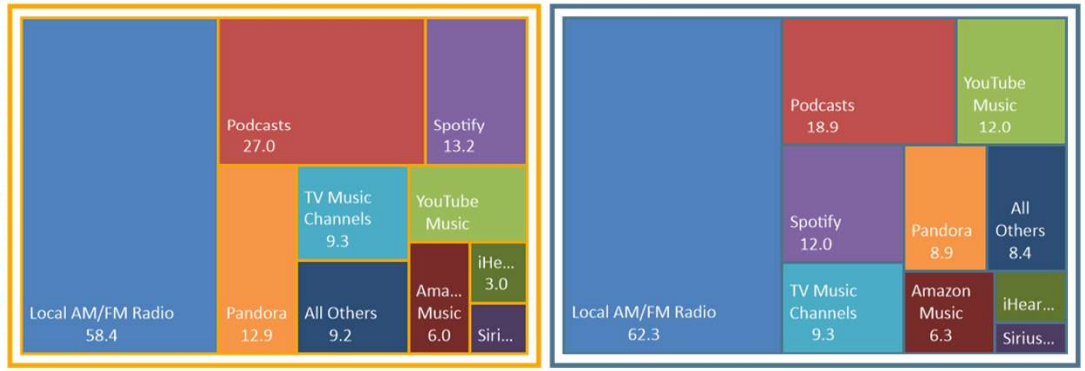
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 155

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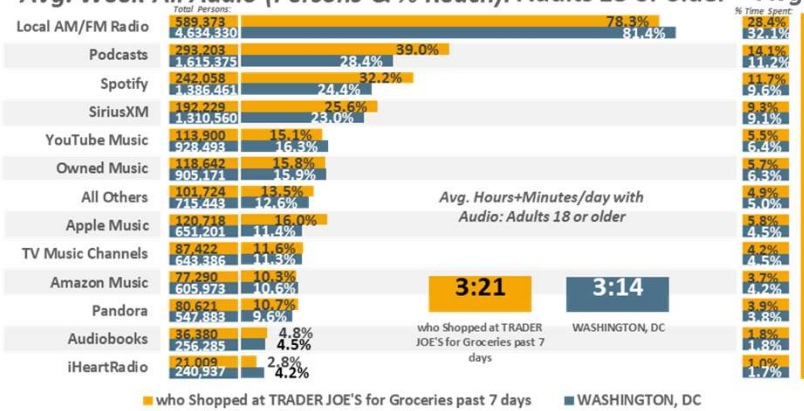
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Grocery stores shopped past 7 days (HHLD): Trader Joe's

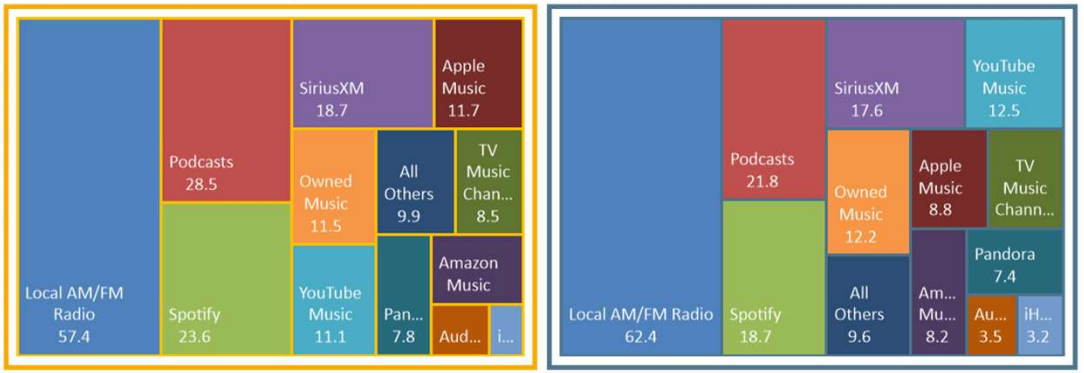


540,579 or 71.9% of Adults 18 or older who Shopped at TRADER JOE'S for Groceries past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 47.3 minutes every day representing 38.8% of all time spent daily with Ad-Supported Audio.

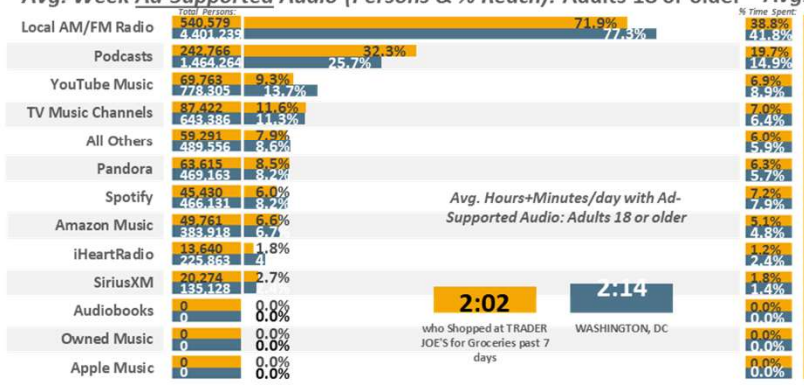
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



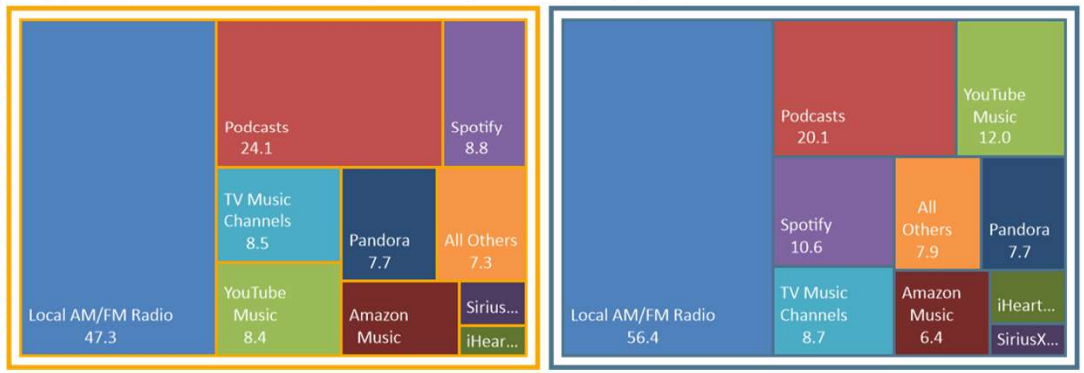
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 797

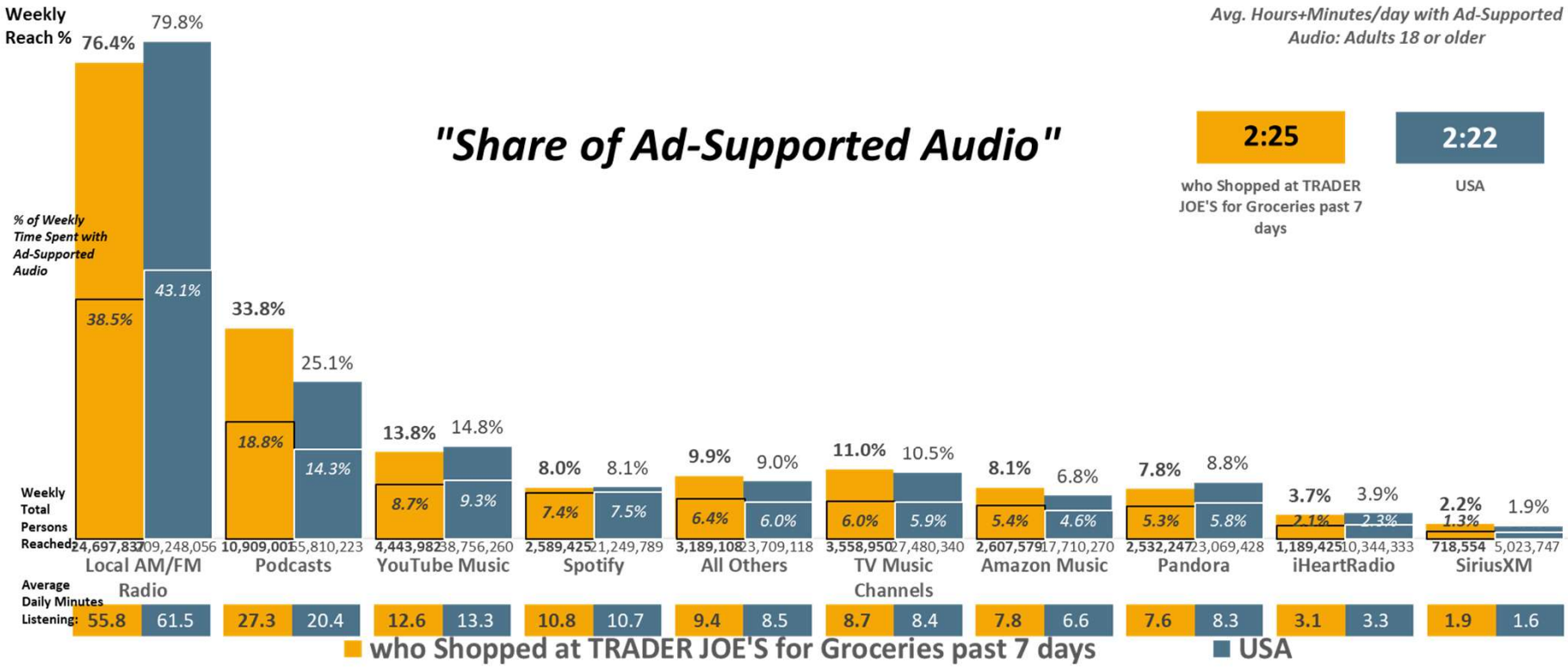
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Grocery stores shopped past 7 days (HHLD): Trader Joe's



24,697,837 or 76.4% of Adults 18 or older who Shopped at TRADER JOE'S for Groceries past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 55.8 minutes every day representing 38.5% of all time spent daily with Ad-Supported Audio.



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 3,021

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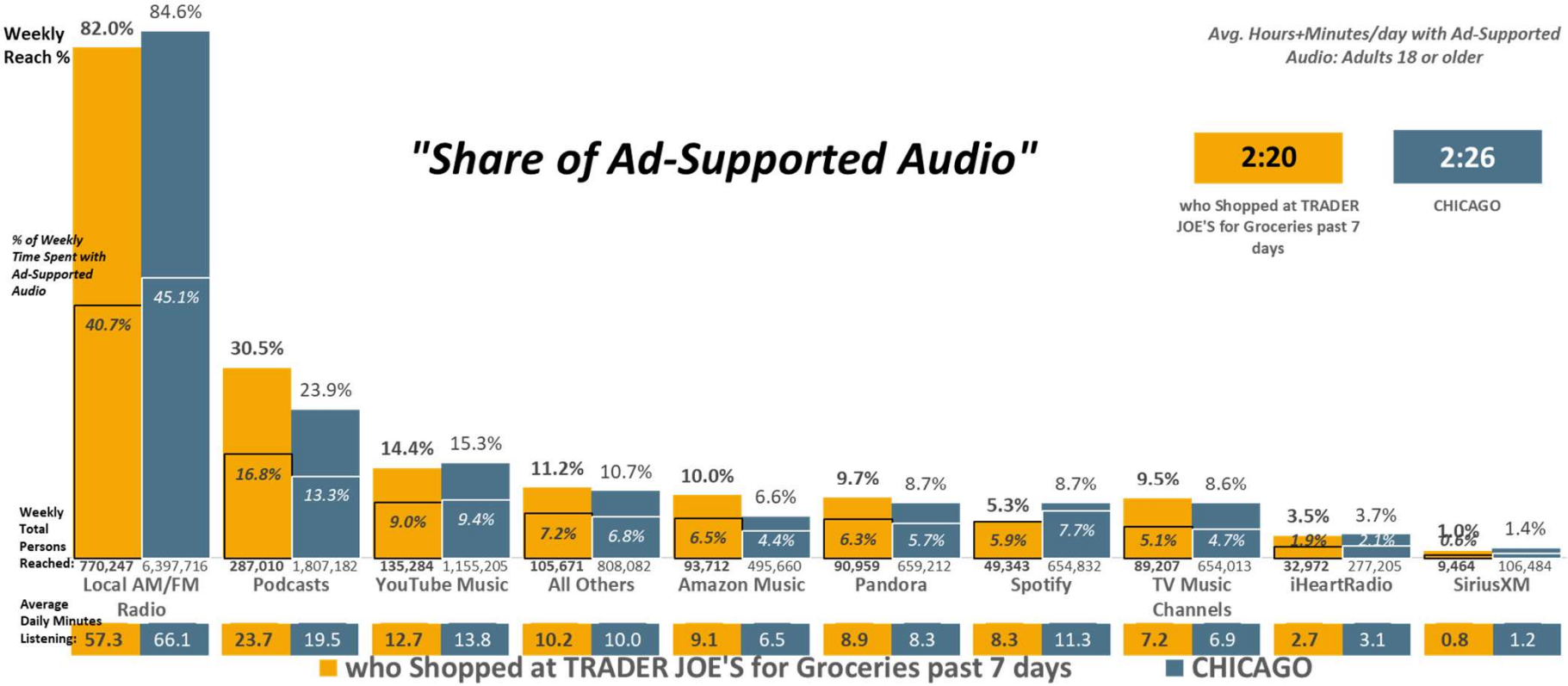
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

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



770,247 or 82.% of Adults 18 or older who Shopped at TRADER JOE'S for Groceries past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 57.3 minutes every day representing 40.7% of all time spent daily with Ad-Supported Audio.



	Local AM/FM Radio	Podcasts	YouTube Music	All Others	Amazon Music	Pandora	Spotify	TV Music Channels	iHeartRadio	SiriusXM
Weekly Reach %	82.0%	30.5%	14.4%	11.2%	10.0%	9.7%	5.3%	9.5%	3.5%	1.0%
% of Weekly Time Spent with Ad-Supported Audio	40.7%	16.8%	9.0%	7.2%	6.5%	6.3%	5.9%	5.1%	1.9%	0.6%
Weekly Total Persons Reached:	770,247	287,010	135,284	105,671	93,712	90,959	49,343	89,207	32,972	9,464
Average Daily Minutes Listening:	57.3	23.7	12.7	10.2	9.1	8.9	8.3	7.2	2.7	0.8

	Local AM/FM Radio	Podcasts	YouTube Music	All Others	Amazon Music	Pandora	Spotify	TV Music Channels	iHeartRadio	SiriusXM
Weekly Reach %	84.6%	23.9%	15.3%	10.7%	6.6%	8.7%	8.7%	8.6%	3.7%	1.4%
% of Weekly Time Spent with Ad-Supported Audio	45.1%	13.3%	9.4%	6.8%	4.4%	5.7%	7.7%	4.7%	2.1%	1.2%
Weekly Total Persons Reached:	6,397,716	1,807,182	1,155,205	808,082	495,660	659,212	654,832	654,013	277,205	106,484
Average Daily Minutes Listening:	66.1	19.5	13.8	10.0	6.5	8.3	11.3	6.9	3.1	1.2

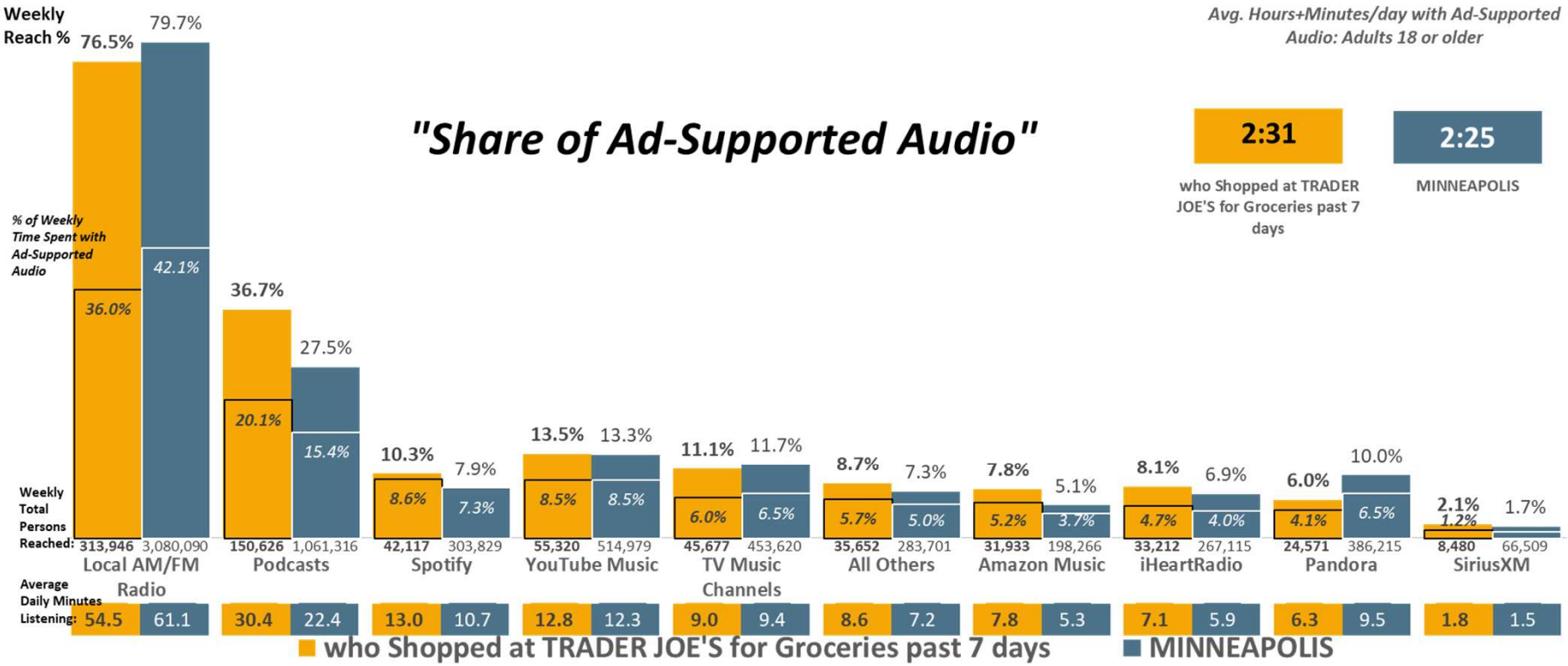
CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 430 CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 3,420

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

313,946 or 76.5% of Adults 18 or older who Shopped at TRADER JOE'S for Groceries past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 54.5 minutes every day representing 36.% of all time spent daily with Ad-Supported Audio.



MINNEAPOLIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 203 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,862

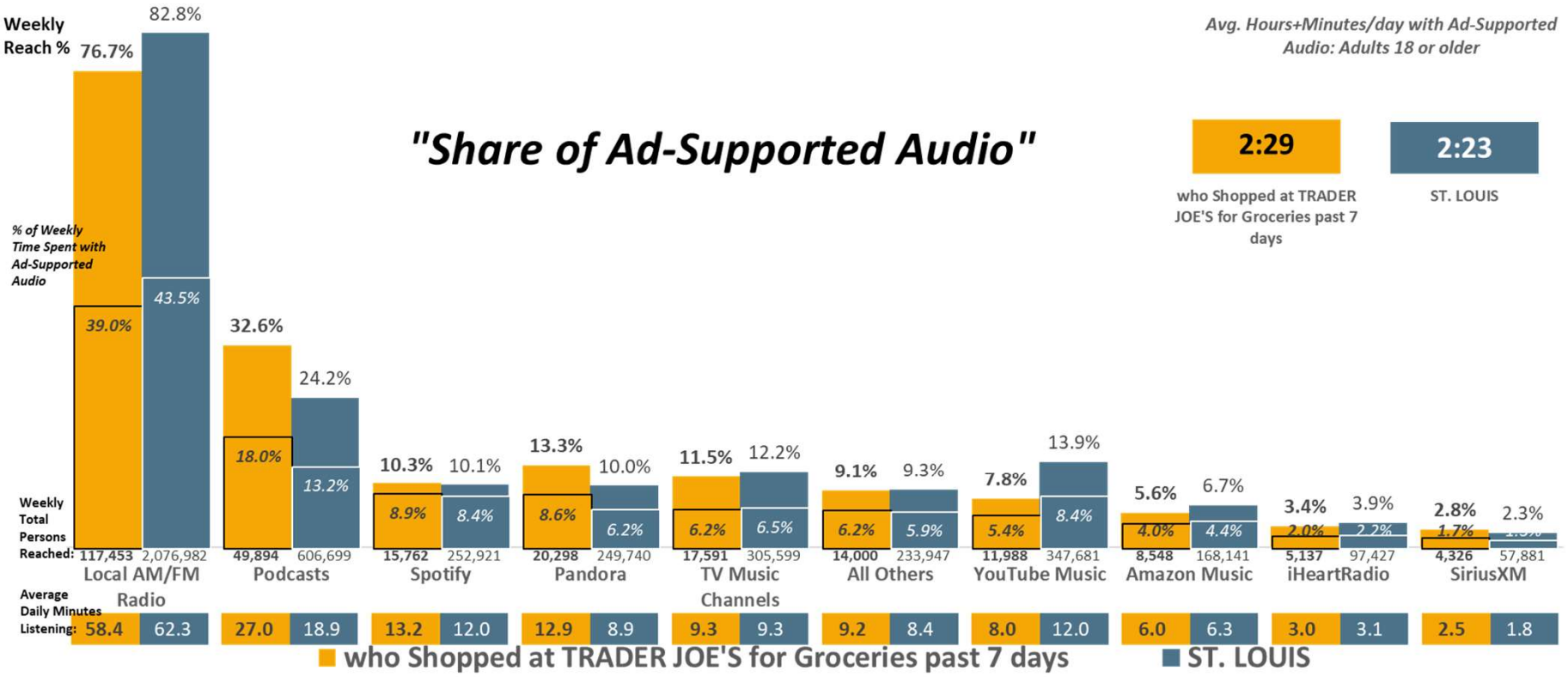
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Grocery stores shopped past 7 days (HHLD): Trader Joe's



117,453 or 76.7% of Adults 18 or older who Shopped at TRADER JOE'S for Groceries past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 58.4 minutes every day representing 39.% of all time spent daily with Ad-Supported Audio.



ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 155 ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,933

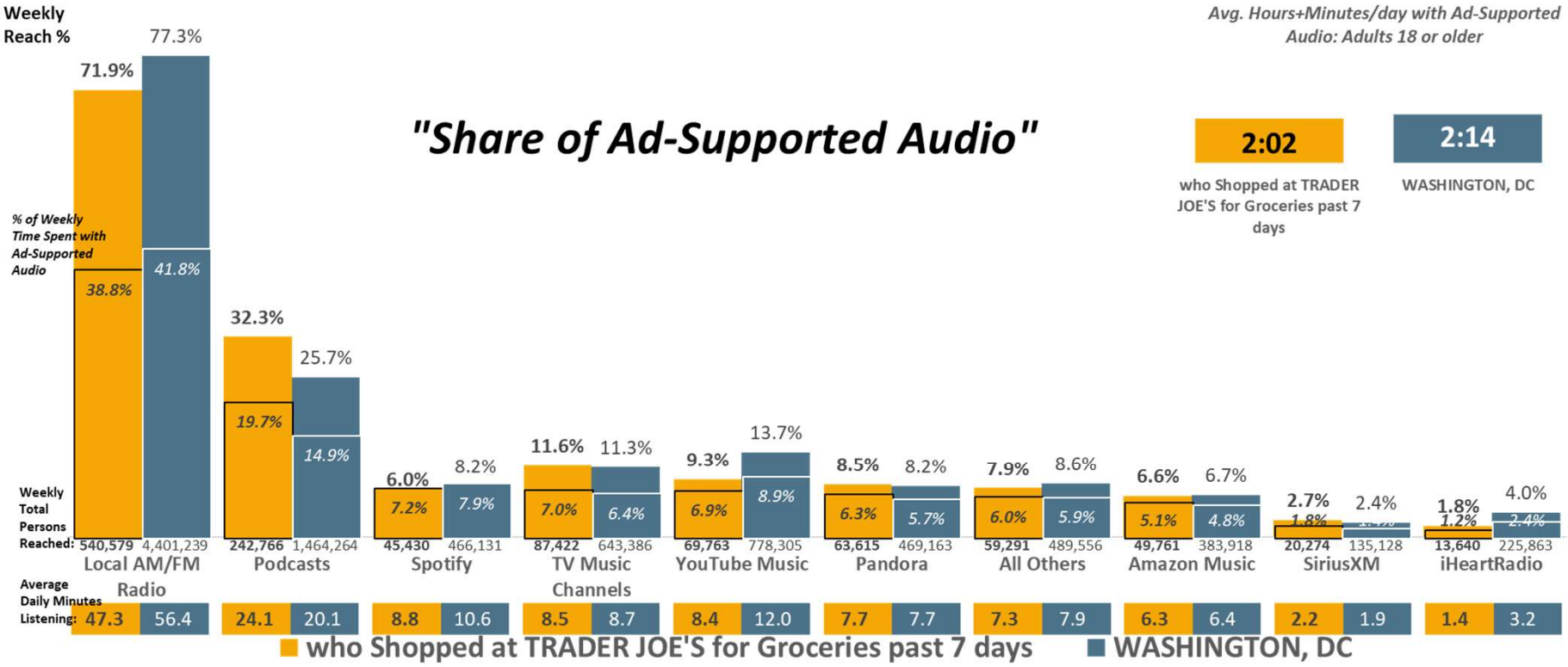
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Grocery stores shopped past 7 days (HHLD): Trader Joe's



540,579 or 71.9% of Adults 18 or older who Shopped at TRADER JOE'S for Groceries past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 47.3 minutes every day representing 38.8% of all time spent daily with Ad-Supported Audio.



WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 797 WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 5,557

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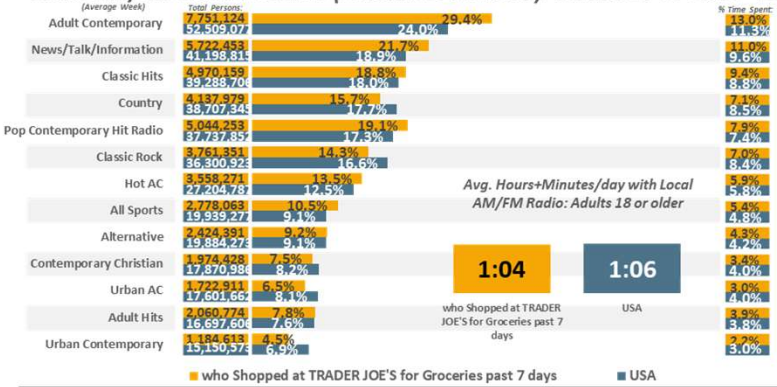
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Grocery stores shopped past 7 days (HHLD): Trader Joe's

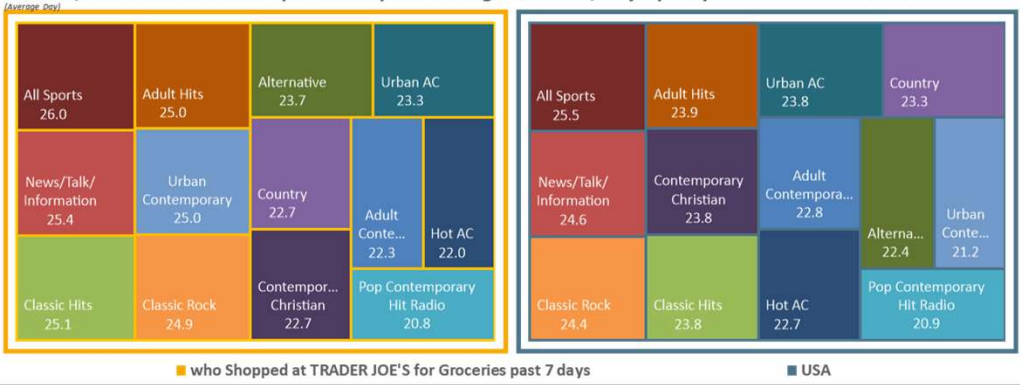


24,697,837 or 76.4% of Adults 18 or older who Shopped at TRADER JOE'S for Groceries past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Classic Hits, Country, and Classic Rock.

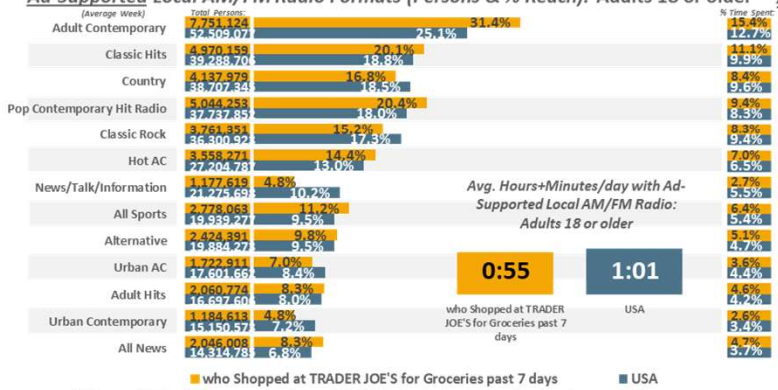
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



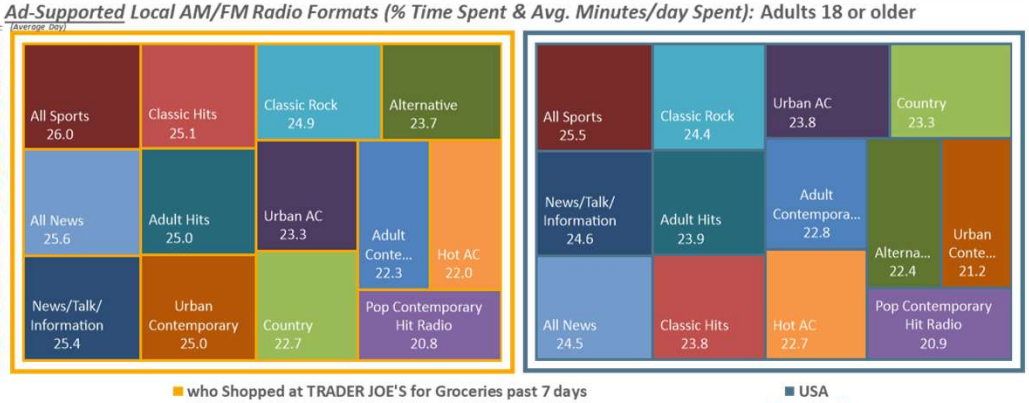
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 3,021

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

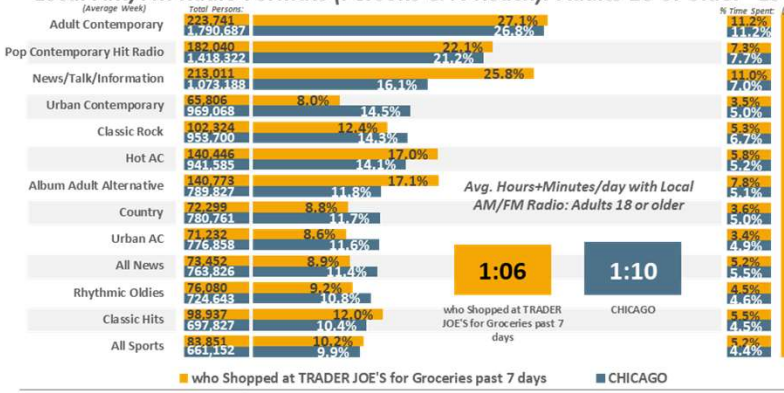
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Grocery stores shopped past 7 days (HHLD): Trader Joe's

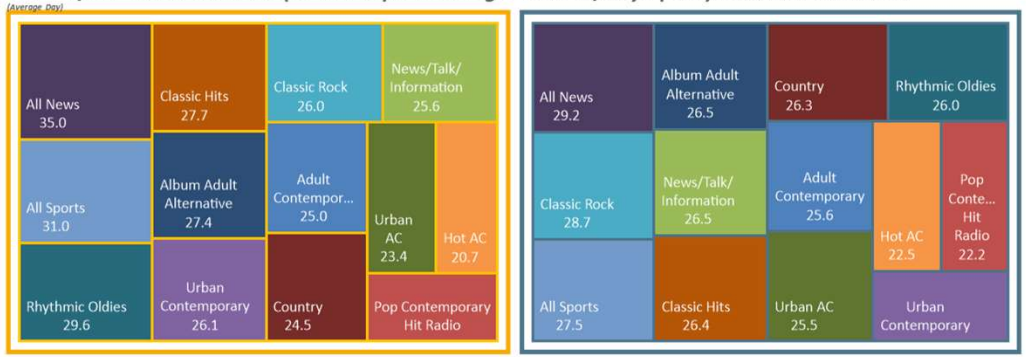
CHI

770,247 or 82.% of Adults 18 or older who Shopped at TRADER JOE'S for Groceries past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Album Adult Alternative, Hot AC, and Classic Rock.

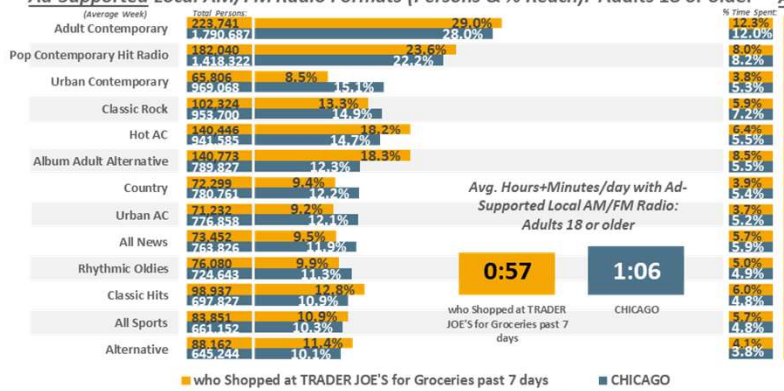
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



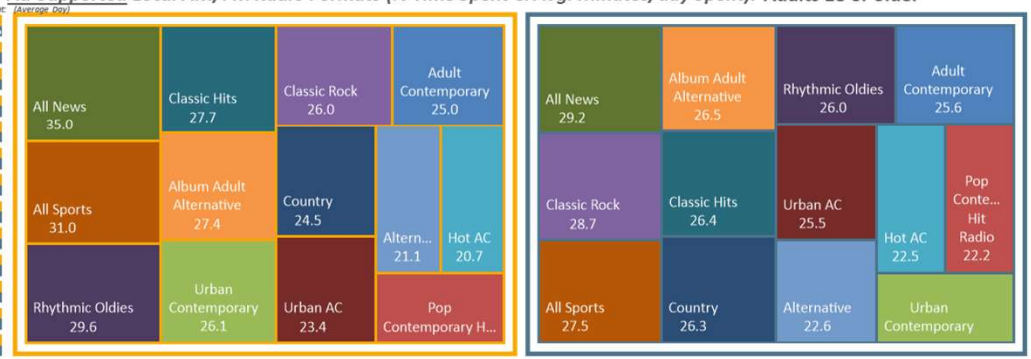
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 430

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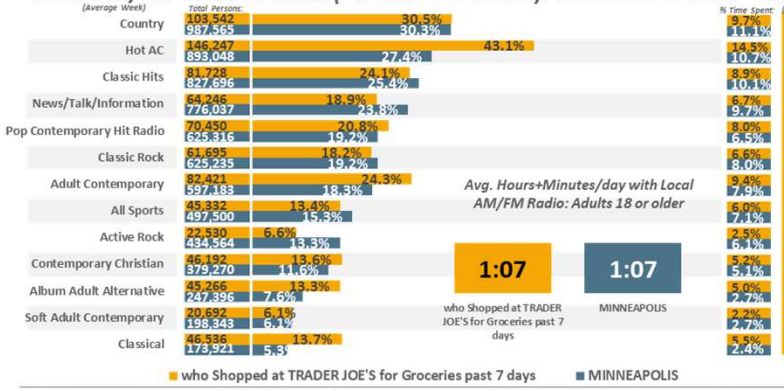
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Grocery stores shopped past 7 days (HHLD): Trader Joe's

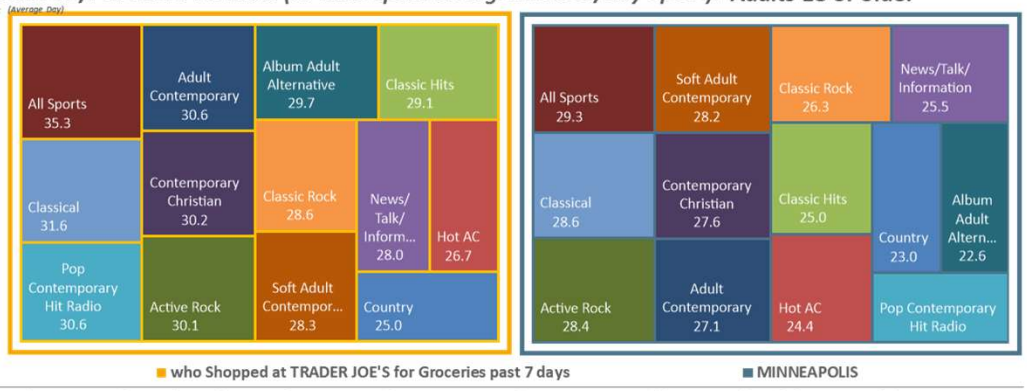
MSP

313,946 or 76.5% of Adults 18 or older who Shopped at TRADER JOE'S for Groceries past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Hot AC, Country, Adult Contemporary, Classic Hits, and Pop Contemporary Hit Radio.

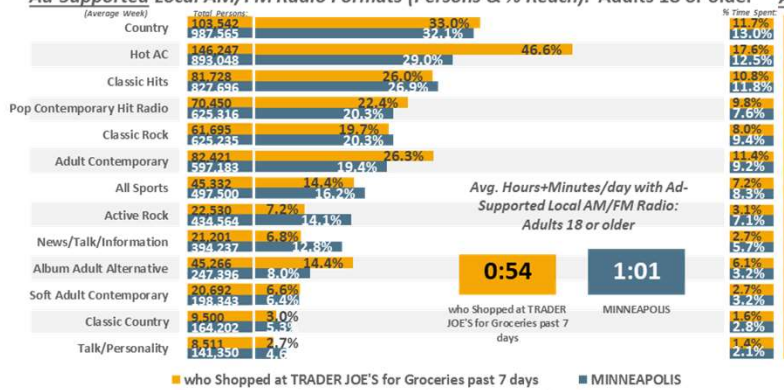
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



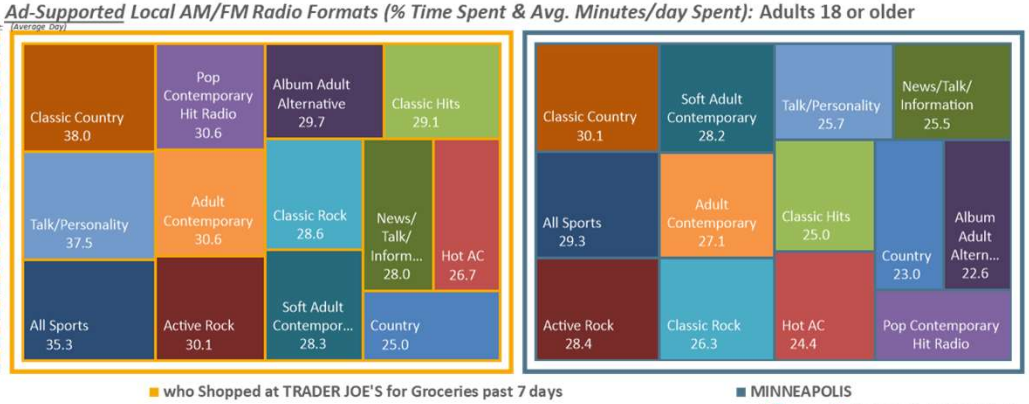
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MINNEAPOLIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 203

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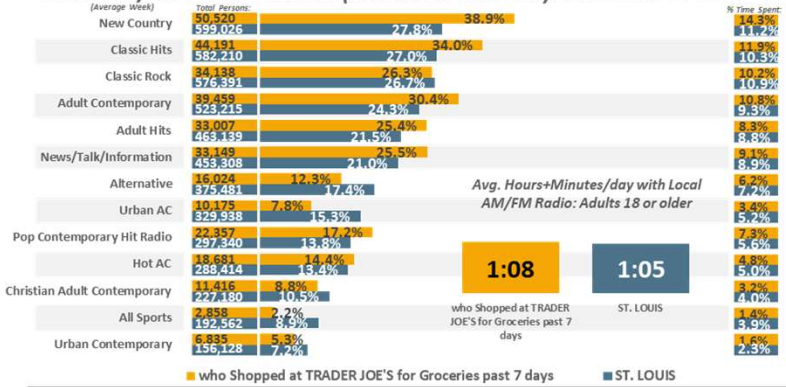
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Grocery stores shopped past 7 days (HHLD): Trader Joe's

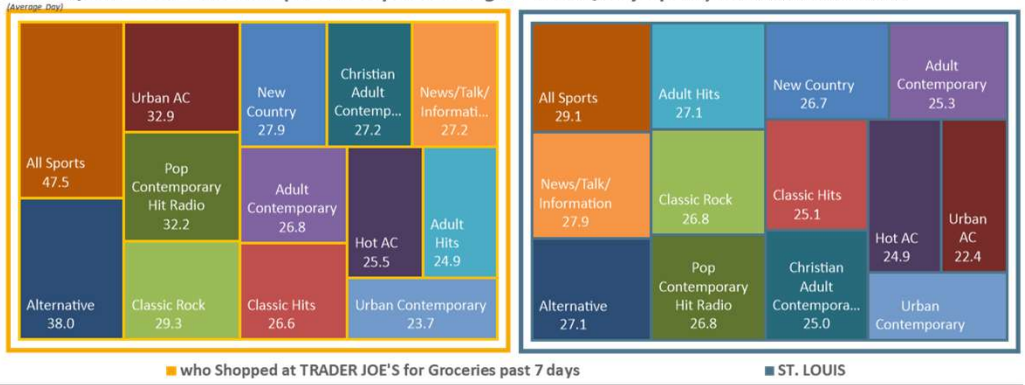


117,453 or 76.7% of Adults 18 or older who Shopped at TRADER JOE'S for Groceries past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are New Country, Classic Hits, Adult Contemporary, Classic Rock, and Adult Hits.

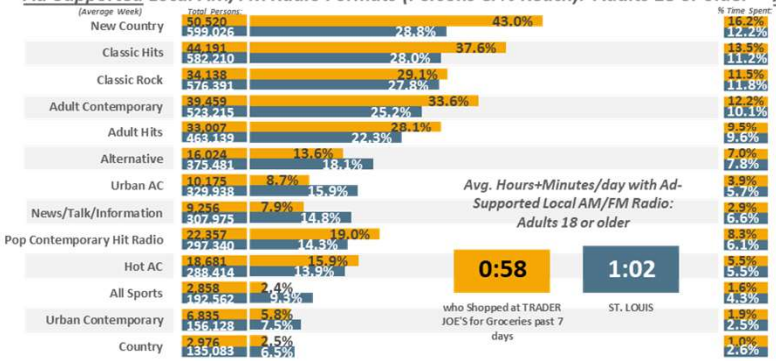
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



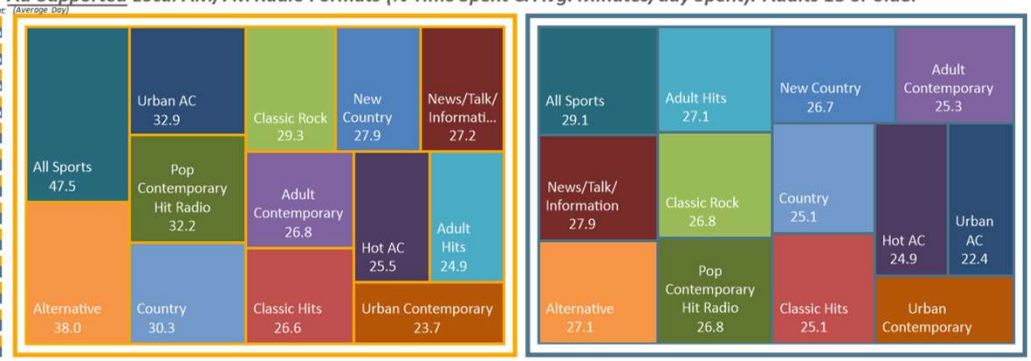
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 155

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

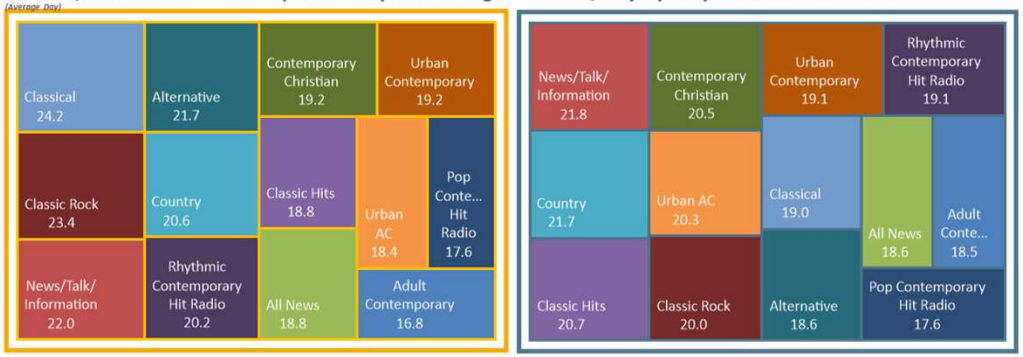


540,579 or 71.9% of Adults 18 or older who Shopped at TRADER JOE'S for Groceries past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are All News, Adult Contemporary, Classic Hits, Urban AC, and Pop Contemporary Hit Radio.

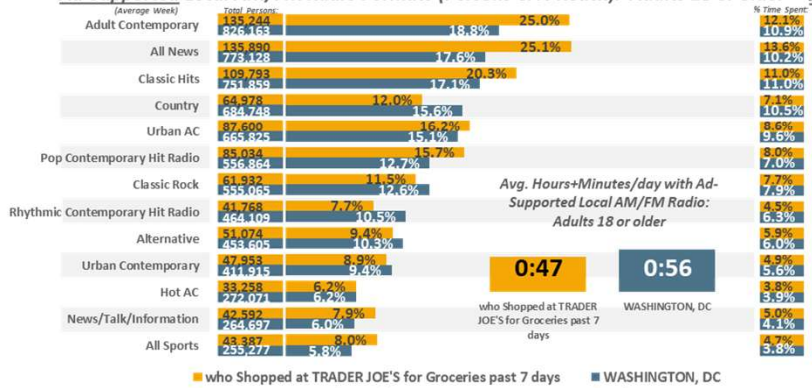
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



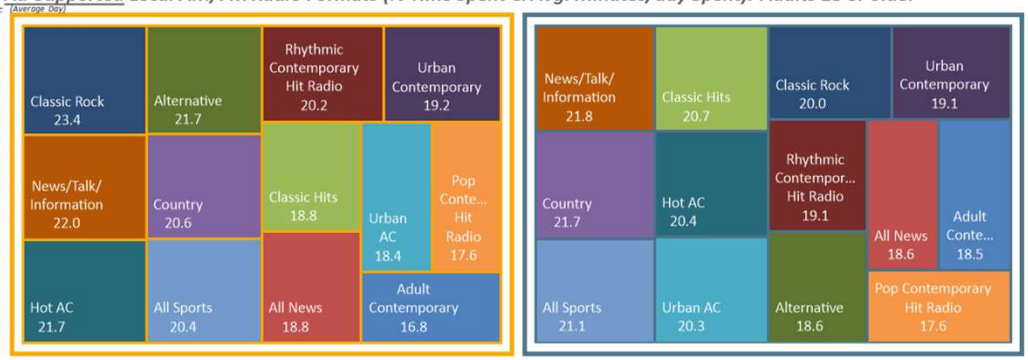
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 797

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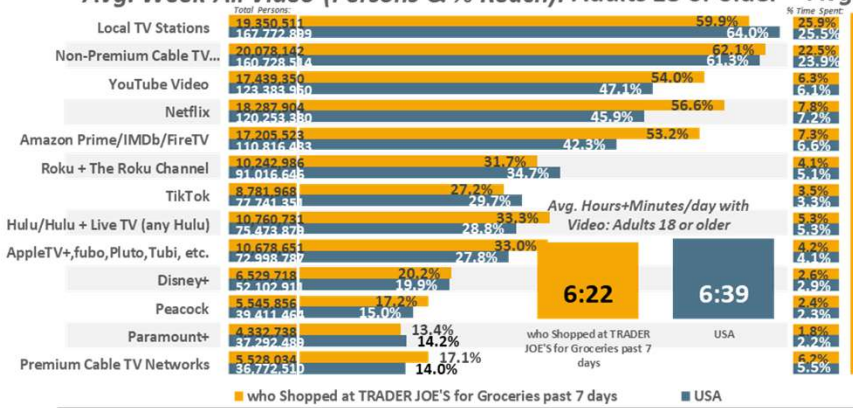
soefa.ai Share of Everything for Anything

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

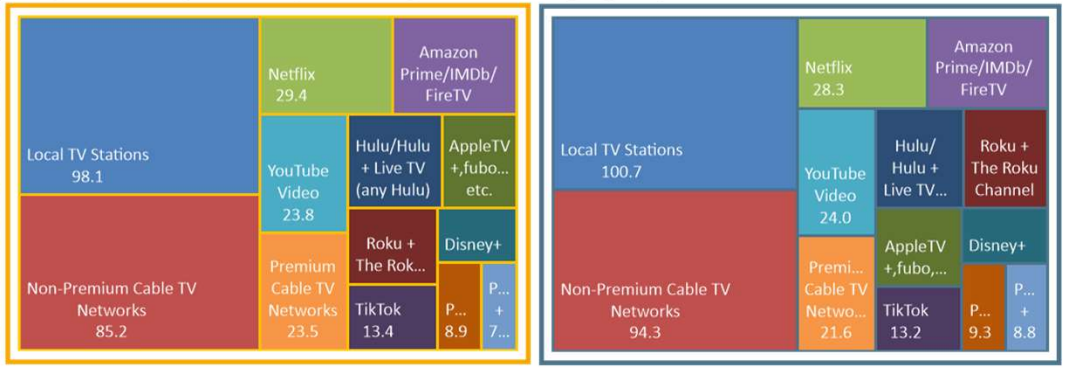
USA

19,120,865 or 59.2% of Adults 18 or older who Shopped at TRADER JOE'S for Groceries past 7 days watch Ad-Supported Local TV Stations for an average of 90.9 minutes every day representing 29.% of all time spent daily with Ad-Supported Video.

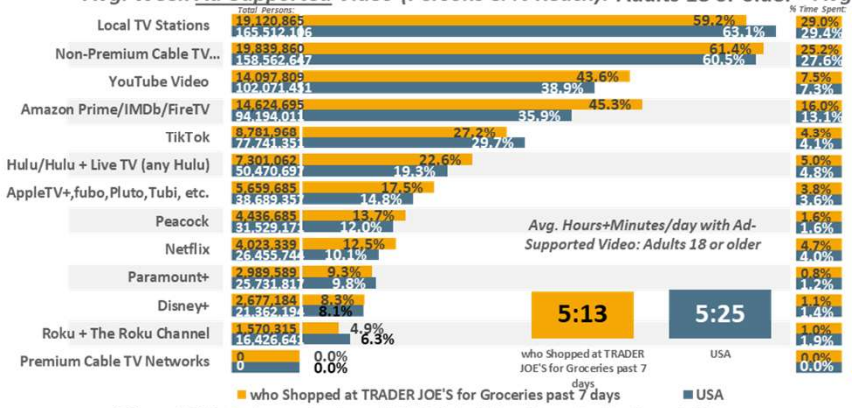
Avg. Week All Video (Persons & % Reach): Adults 18 or older



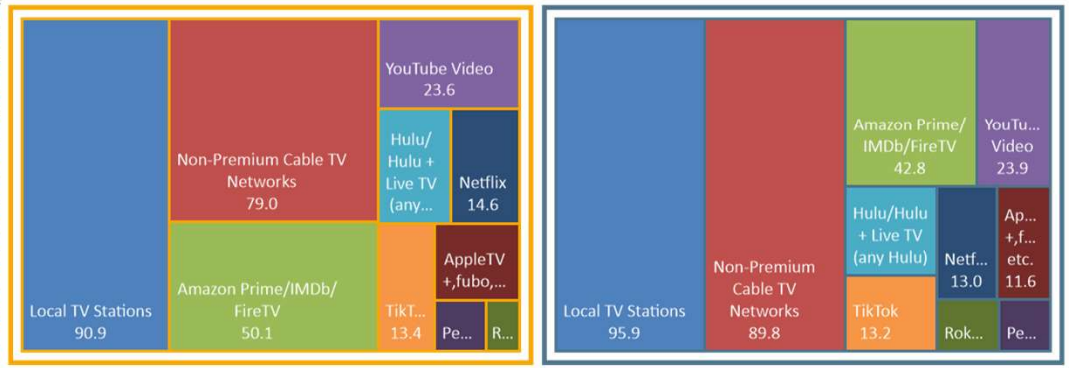
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 3,021

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

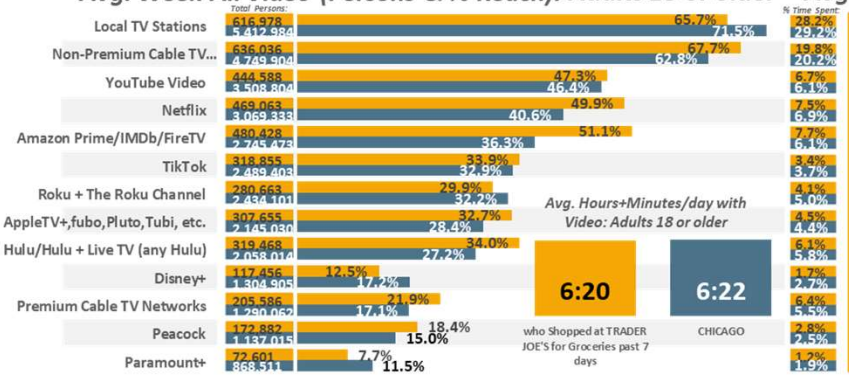
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Grocery stores shopped past 7 days (HHLD): Trader Joe's

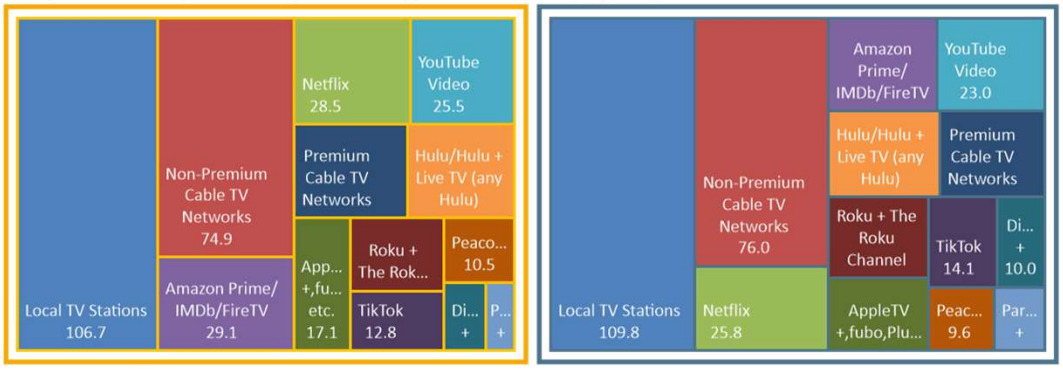


608,908 or 64.8% of Adults 18 or older who Shopped at TRADER JOE'S for Groceries past 7 days watch Ad-Supported Local TV Stations for an average of 98.4 minutes every day representing 31.4% of all time spent daily with Ad-Supported Video.

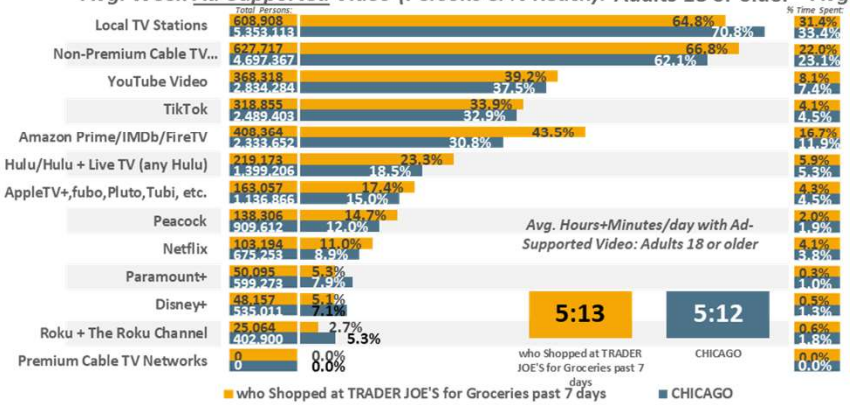
Avg. Week All Video (Persons & % Reach): Adults 18 or older



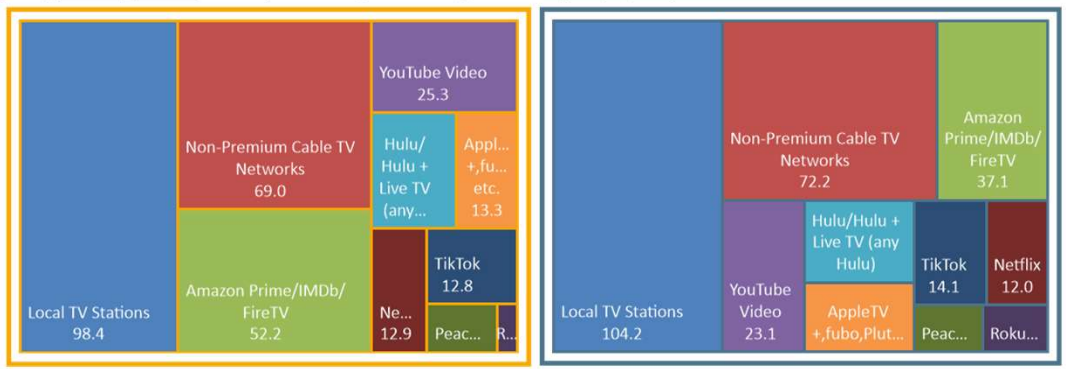
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 430

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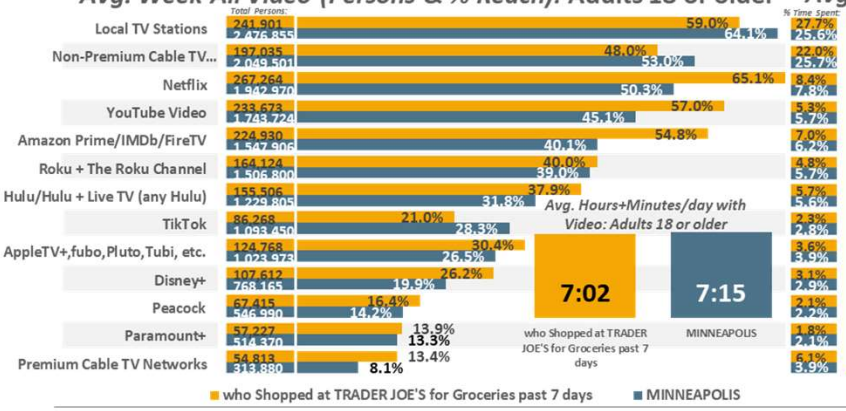
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Grocery stores shopped past 7 days (HHLD): Trader Joe's

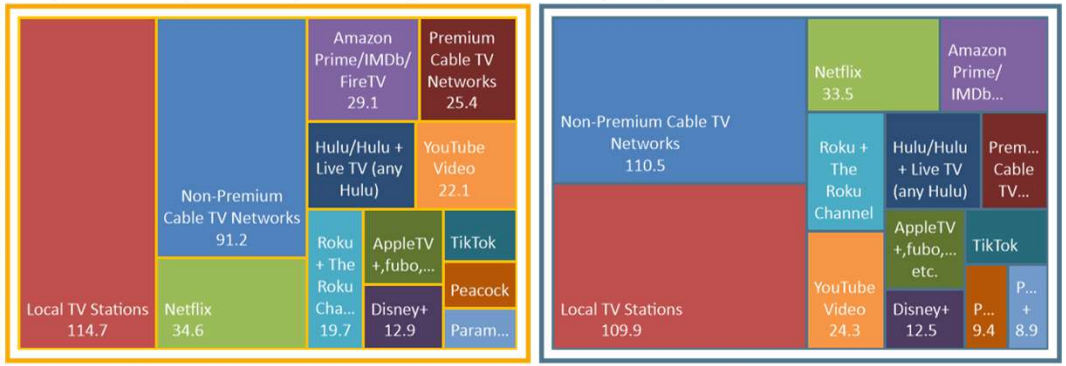
MSP

237,907 or 58.% of Adults 18 or older who Shopped at TRADER JOE'S for Groceries past 7 days watch Ad-Supported Local TV Stations for an average of 107.5 minutes every day representing 31.7% of all time spent daily with Ad-Supported Video.

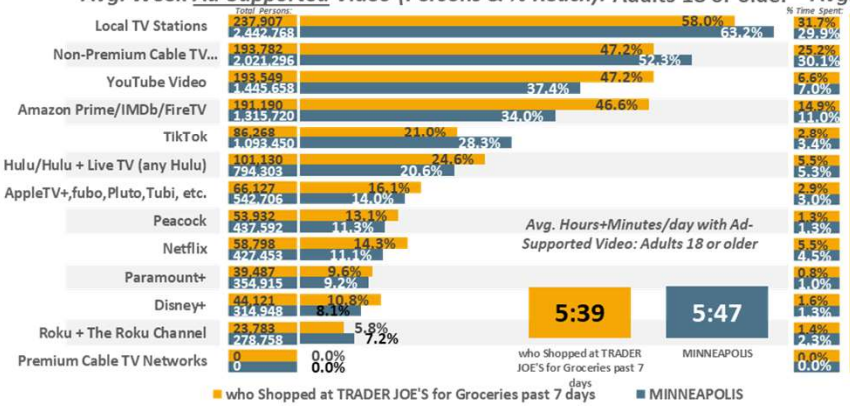
Avg. Week All Video (Persons & % Reach): Adults 18 or older



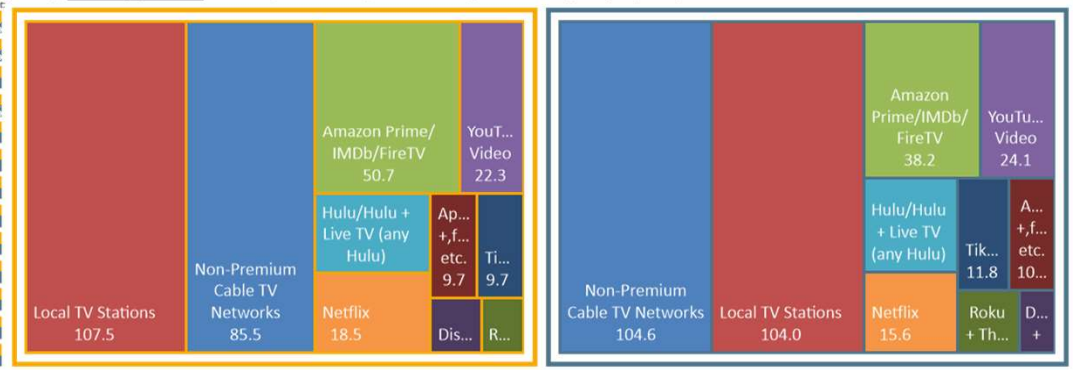
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 203

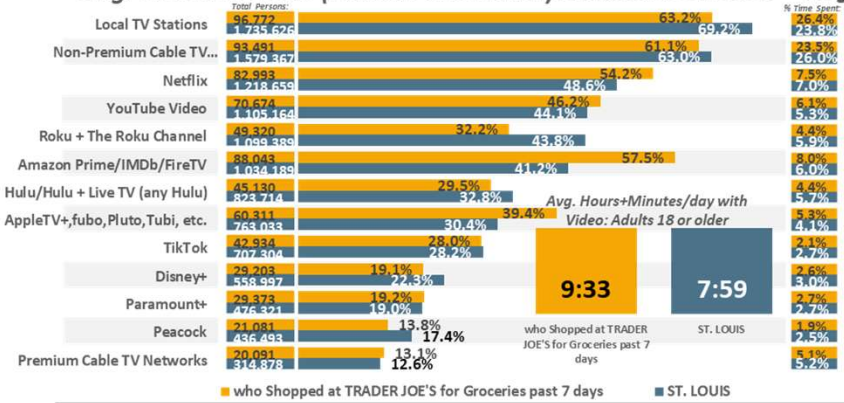
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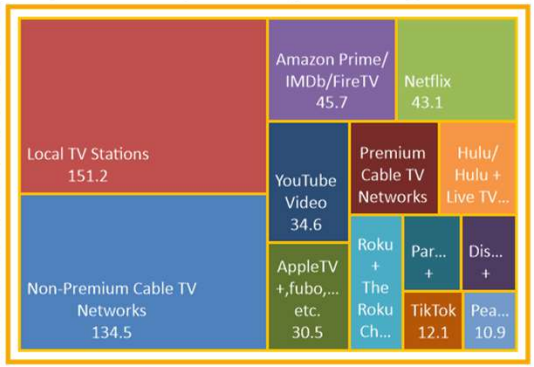
Grocery stores shopped past 7 days (HHLD): Trader Joe's

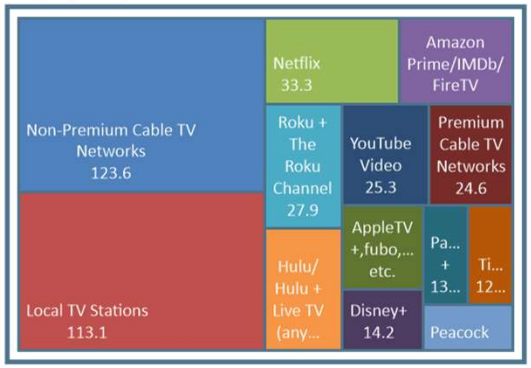
94,953 or 62.% of Adults 18 or older who Shopped at TRADER JOE'S for Groceries past 7 days watch Ad-Supported Local TV Stations for an average of 137.9 minutes every day representing 29.6% of all time spent daily with Ad-Supported Video.

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



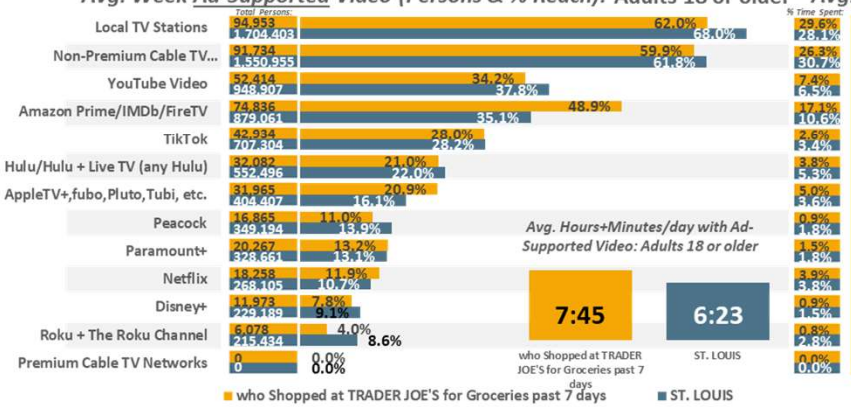
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



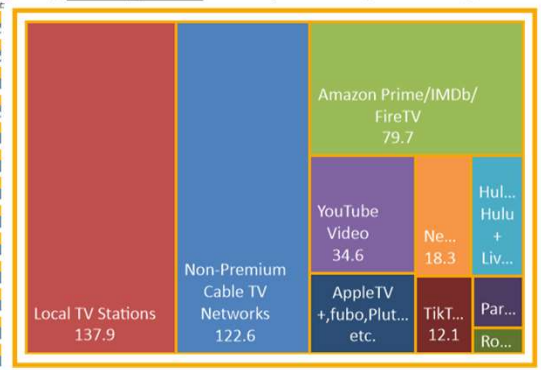


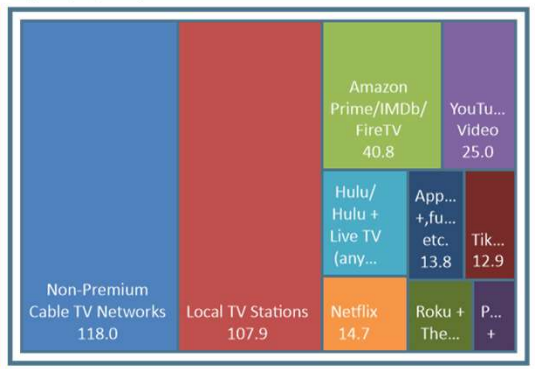
who Shopped at TRADER JOE'S for Groceries past 7 days ■ ST. LOUIS

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 TRADER JOE'S for Groceries past 7 days ■ ST. LOUIS

ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 155

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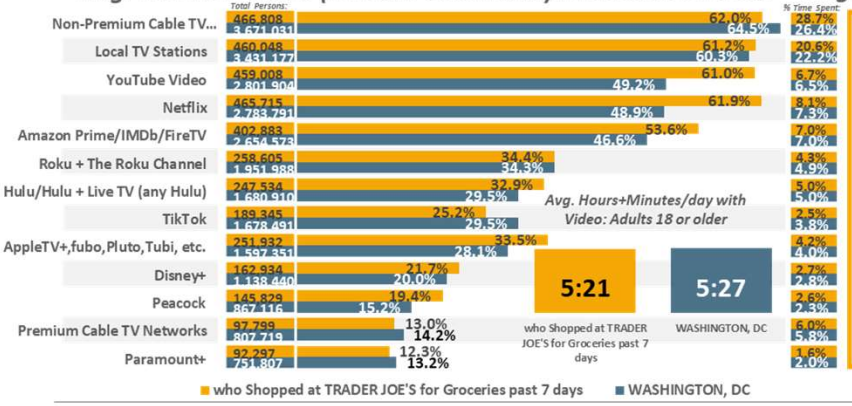
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Grocery stores shopped past 7 days (HHLD): Trader Joe's

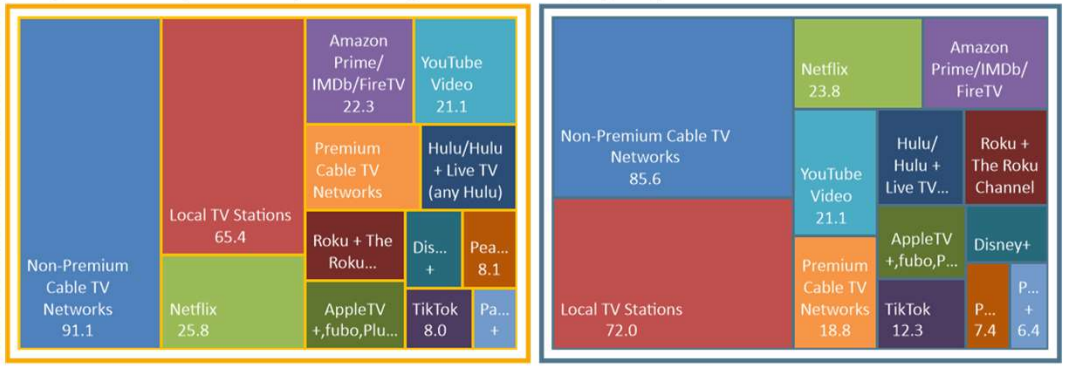


455,147 or 60.5% of Adults 18 or older who Shopped at TRADER JOE'S for Groceries past 7 days watch Ad-Supported Local TV Stations for an average of 59.3 minutes every day representing 22.9% of all time spent daily with Ad-Supported Video.

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

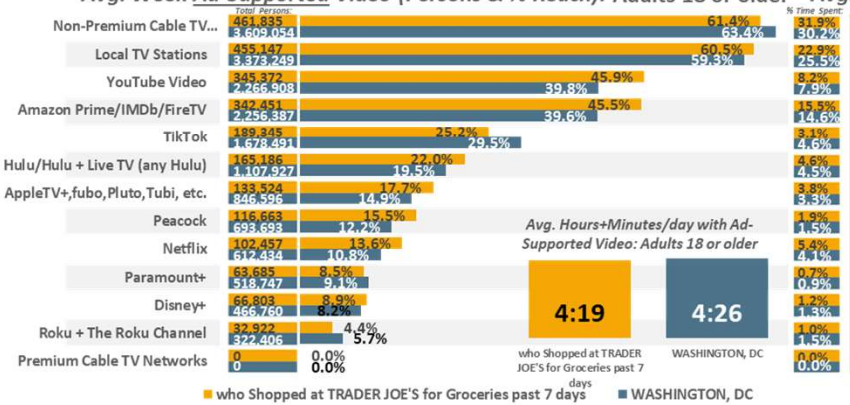


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

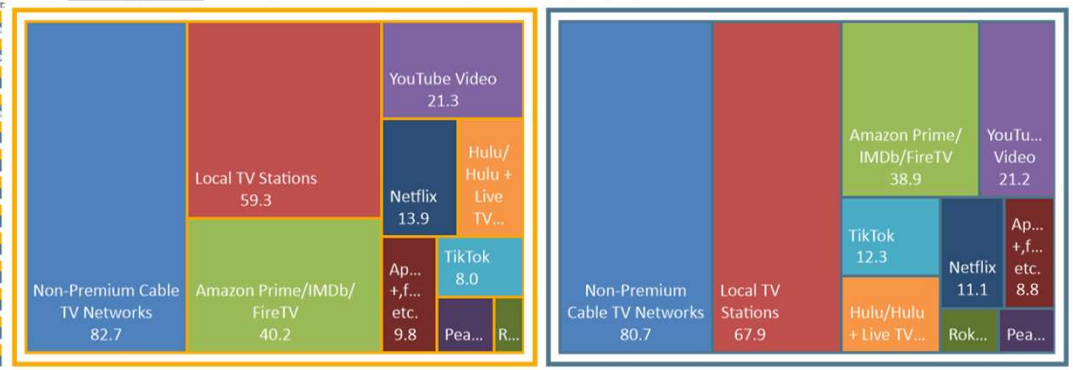


who Shopped at TRADER JOE'S for Groceries past 7 days ■ WASHINGTON, DC

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 TRADER JOE'S for Groceries past 7 days ■ WASHINGTON, DC

WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 797

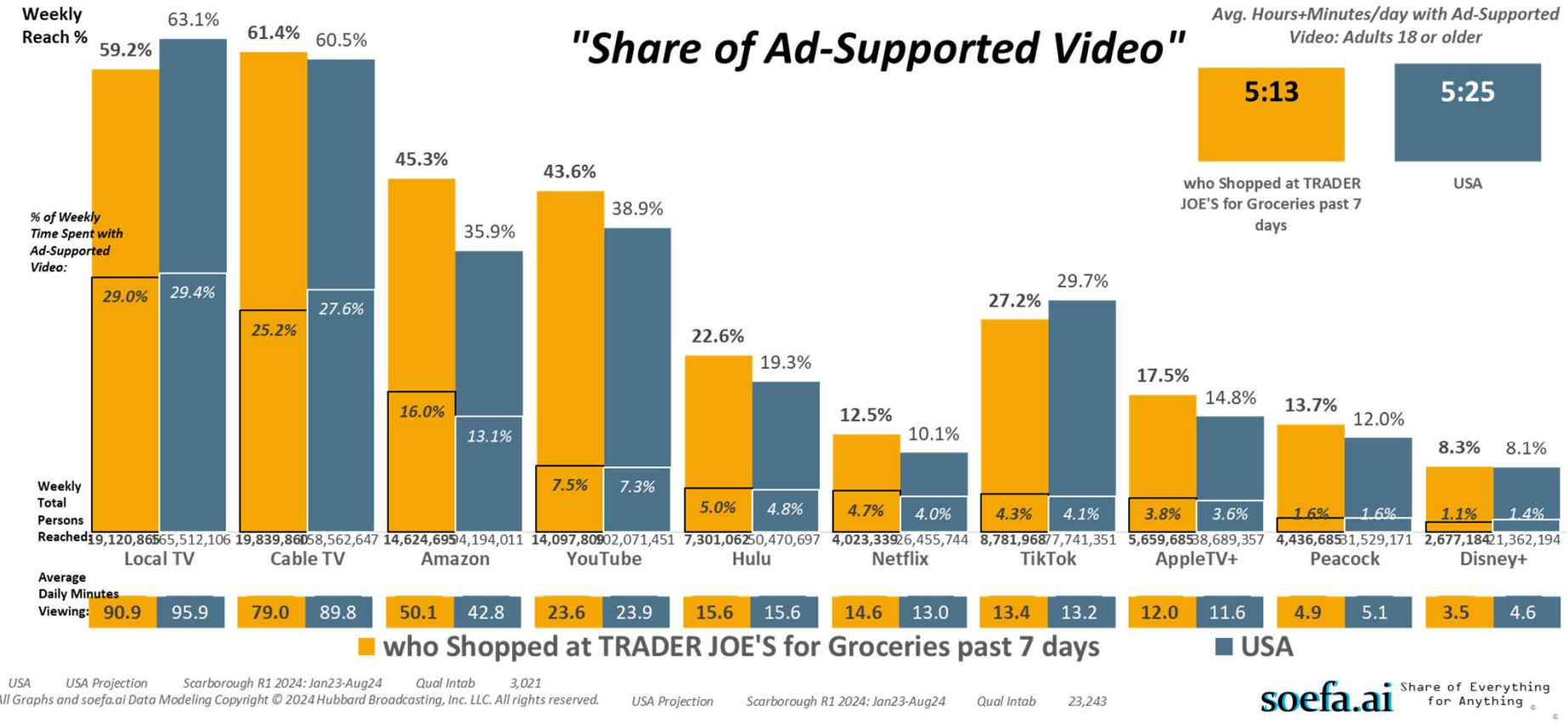
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Grocery stores shopped past 7 days (HHLD): Trader Joe's



19,120,865 or 59.2% of Adults 18 or older who Shopped at TRADER JOE'S for Groceries past 7 days watch Ad-Supported Local TV Stations for an average of 90.9 minutes every day representing 29.% of all time spent daily with Ad-Supported Video.



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 3,021

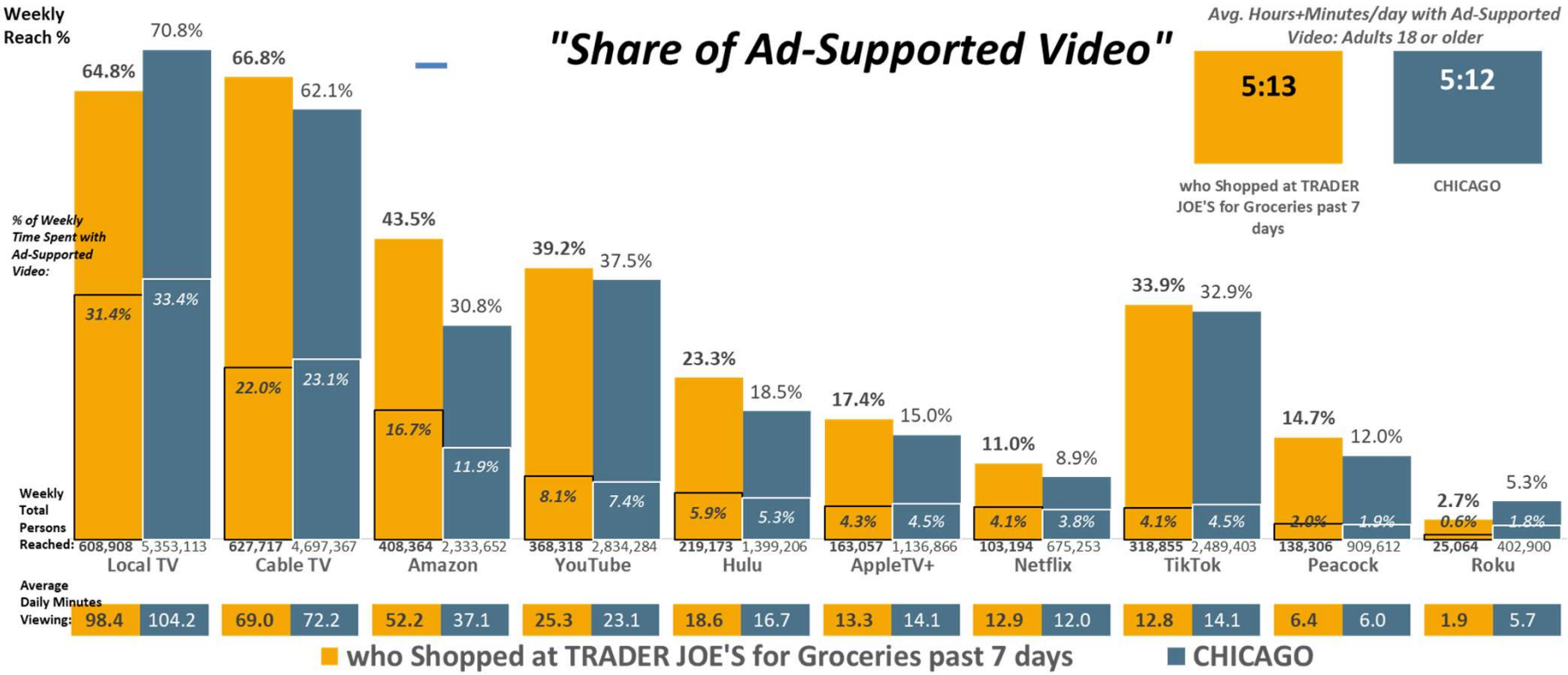
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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

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

608,908 or 64.8% of Adults 18 or older who Shopped at TRADER JOE'S for Groceries past 7 days watch Ad-Supported Local TV Stations for an average of 98.4 minutes every day representing 31.4% of all time spent daily with Ad-Supported Video.



CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 430 CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 3,420

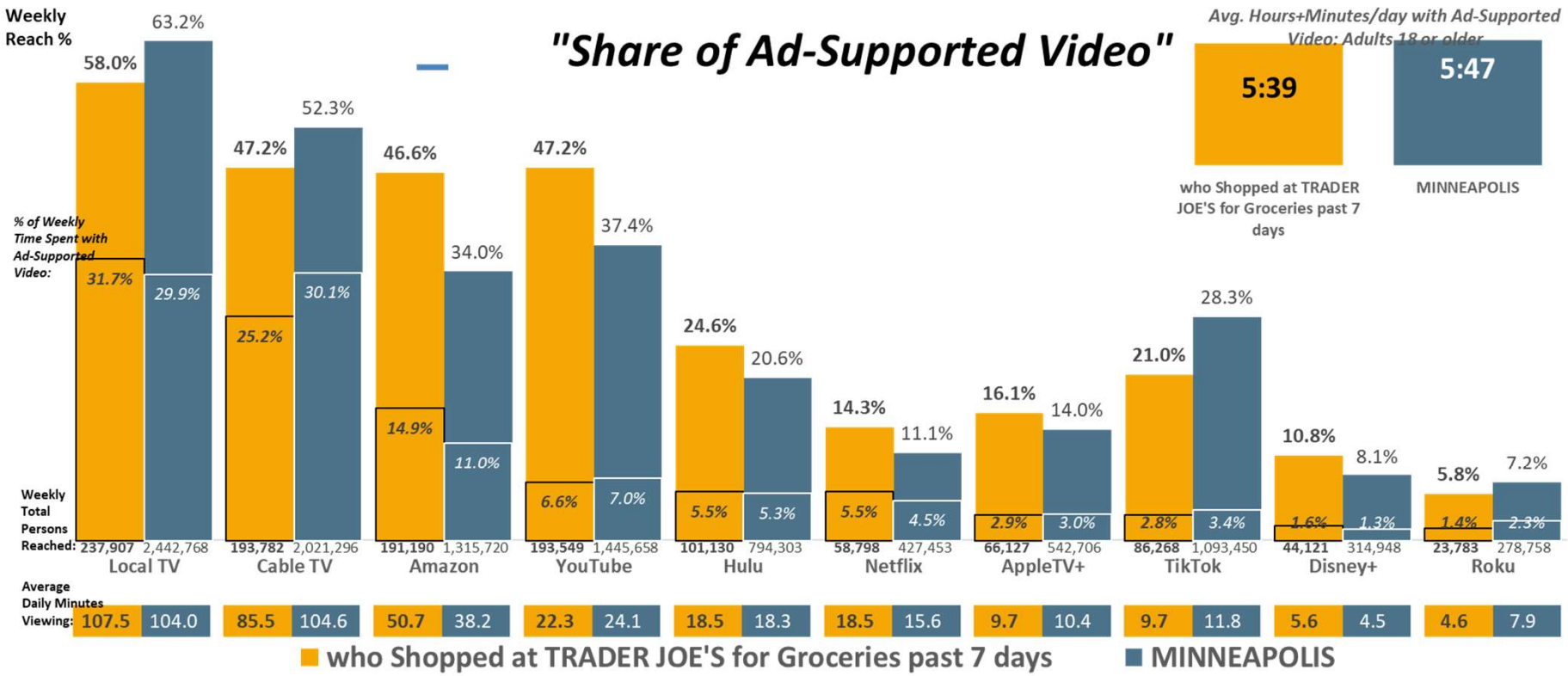
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Grocery stores shopped past 7 days (HHLD): Trader Joe's

MSP

237,907 or 58.% of Adults 18 or older who Shopped at TRADER JOE'S for Groceries past 7 days watch Ad-Supported Local TV Stations for an average of 107.5 minutes every day representing 31.7% of all time spent daily with Ad-Supported Video.



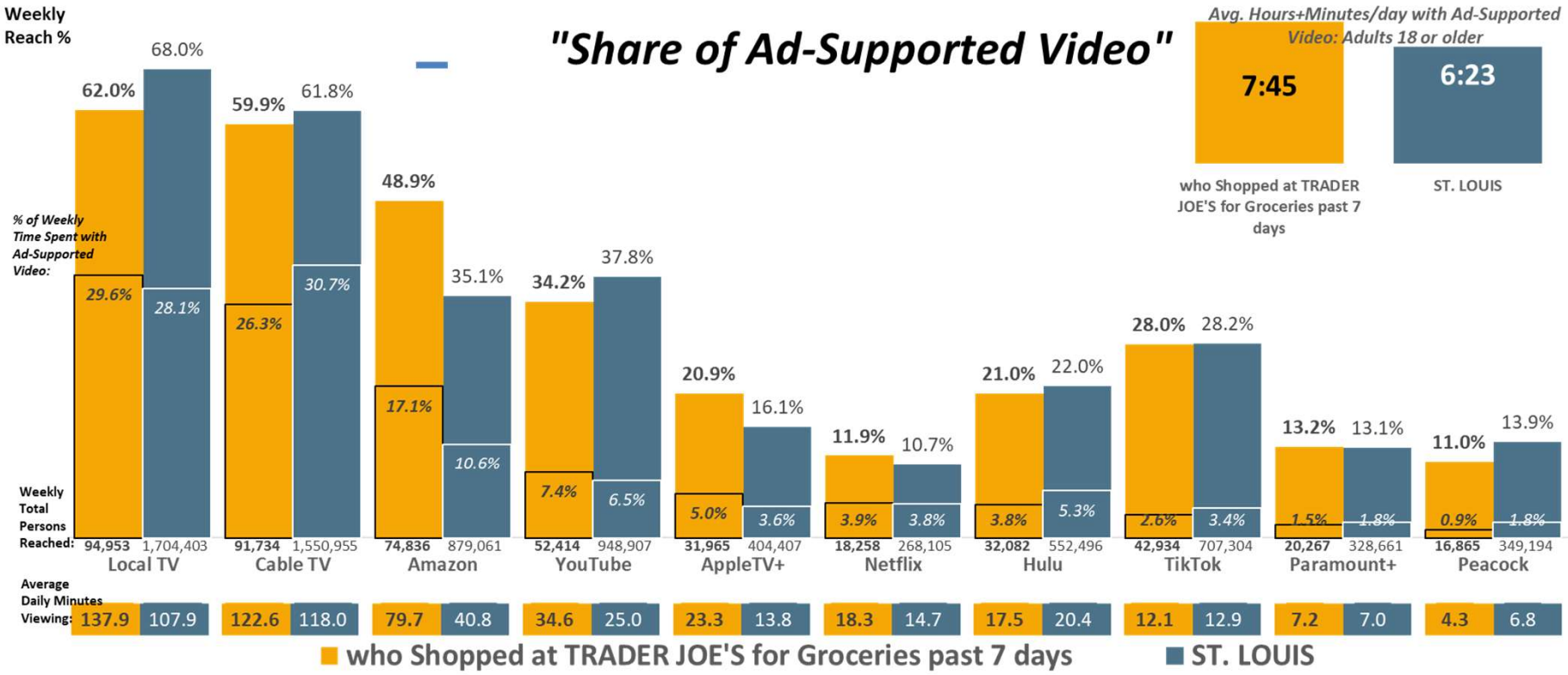
MINNEAPOLIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 203 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,862

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

94,953 or 62.% of Adults 18 or older who Shopped at TRADER JOE'S for Groceries past 7 days watch Ad-Supported Local TV Stations for an average of 137.9 minutes every day representing 29.6% of all time spent daily with Ad-Supported Video.



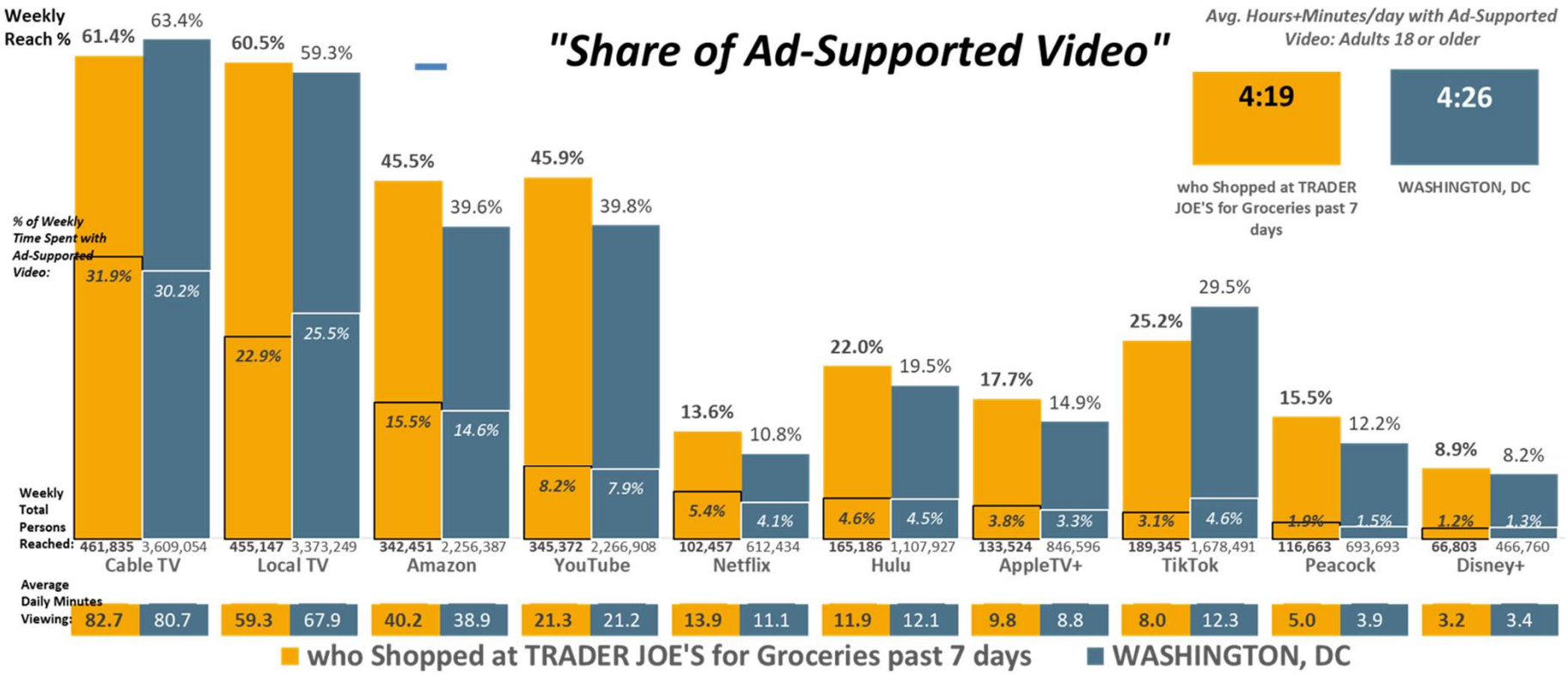
ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 155 ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,933

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

455,147 or 60.5% of Adults 18 or older who Shopped at TRADER JOE'S for Groceries past 7 days watch Ad-Supported Local TV Stations for an average of 59.3 minutes every day representing 22.9% of all time spent daily with Ad-Supported Video.



WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 797 WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 5,557

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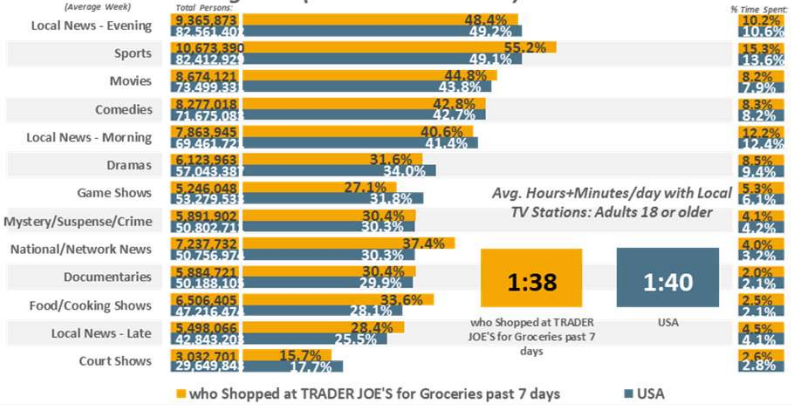
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Grocery stores shopped past 7 days (HHLD): Trader Joe's

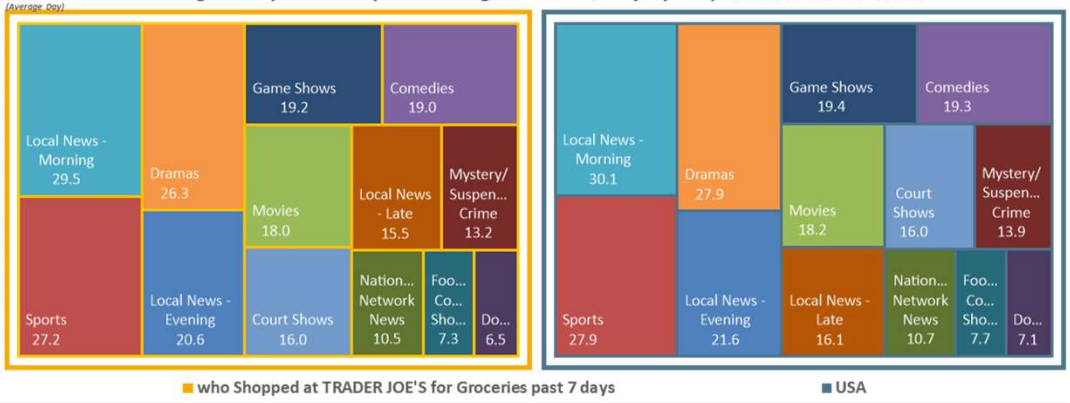


19,120,865 or 59.2% of Adults 18 or older who Shopped at TRADER JOE'S for Groceries past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Movies, Local News - Morning, Comedies, and National/Network News.

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



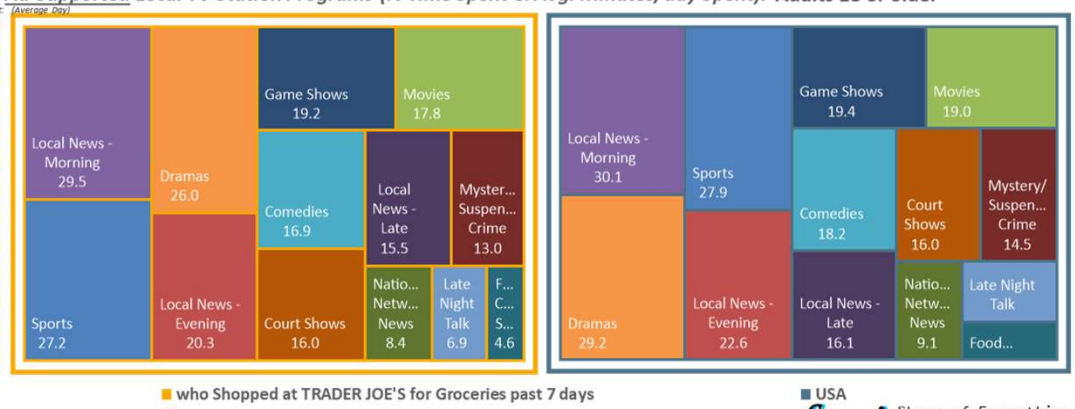
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 3,021

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

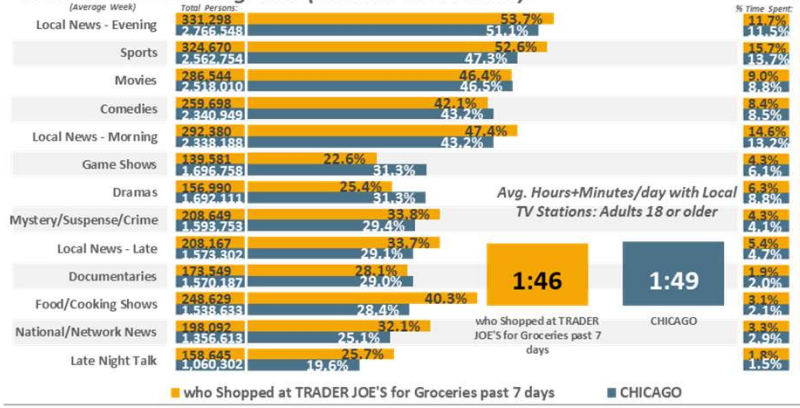
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Grocery stores shopped past 7 days (HHLD): Trader Joe's

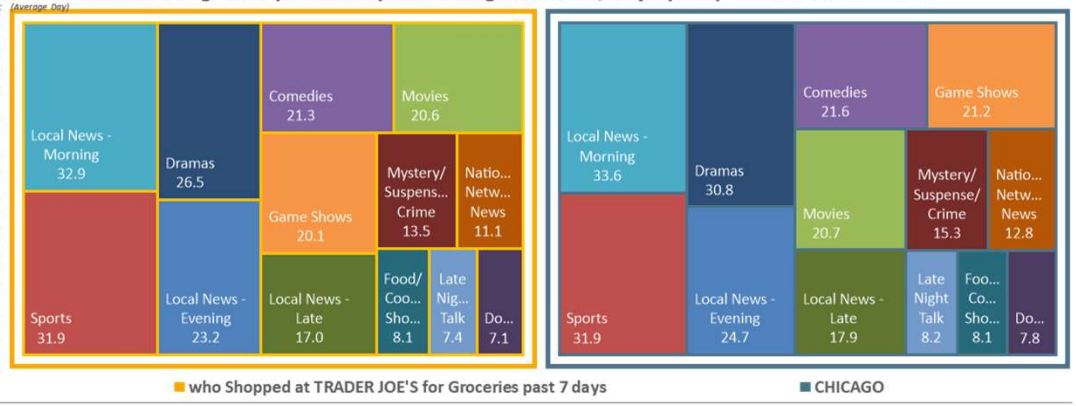


608,908 or 64.8% of Adults 18 or older who Shopped at TRADER JOE'S for Groceries past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Local News - Morning, Movies, Comedies, and Local News - Late.

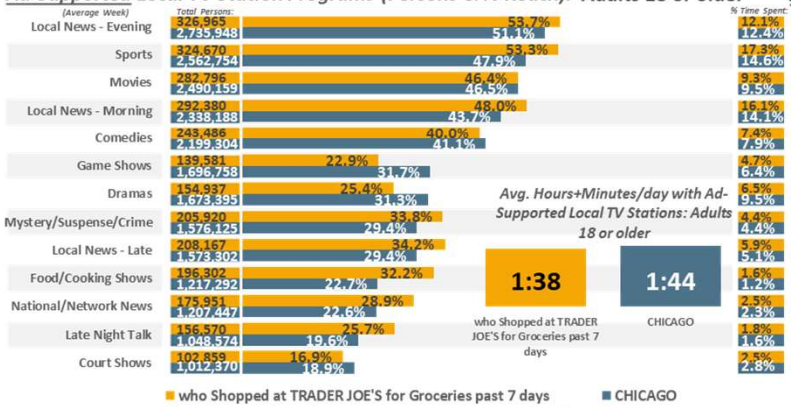
Local TV Station Programs (Persons & % Reach): Adults 18 or older



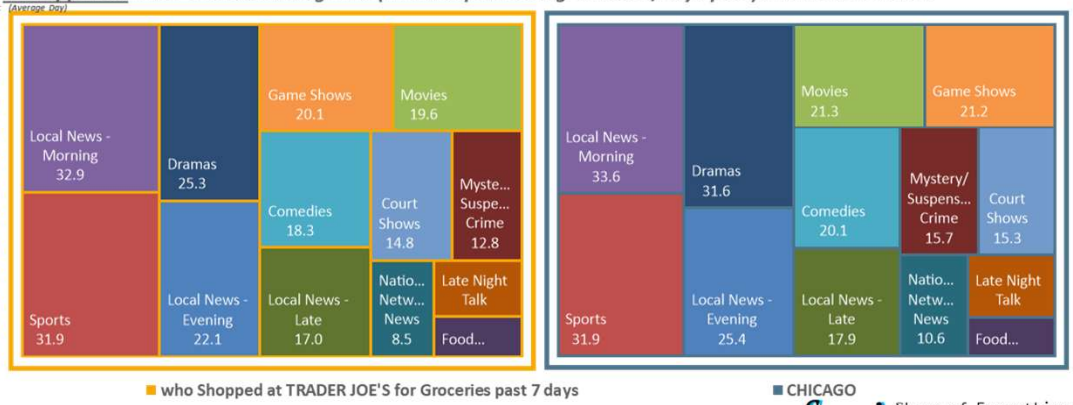
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 430

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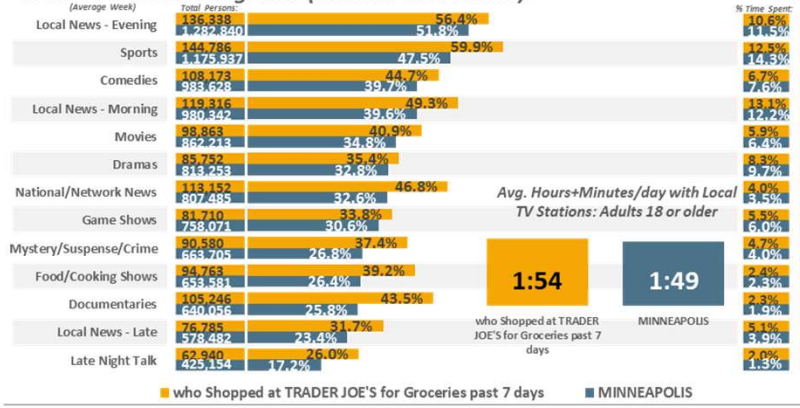
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Grocery stores shopped past 7 days (HHLD): Trader Joe's

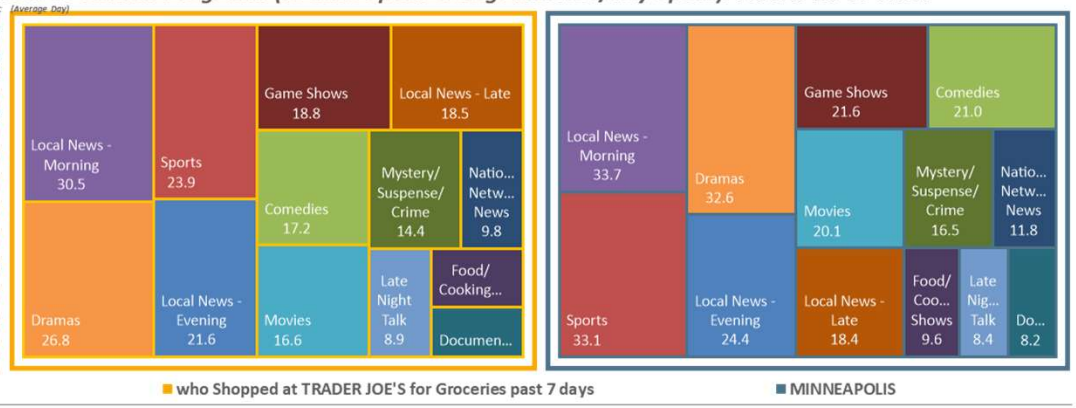
MSP

237,907 or 58.% of Adults 18 or older who Shopped at TRADER JOE'S for Groceries past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, National/Network News, and Movies.

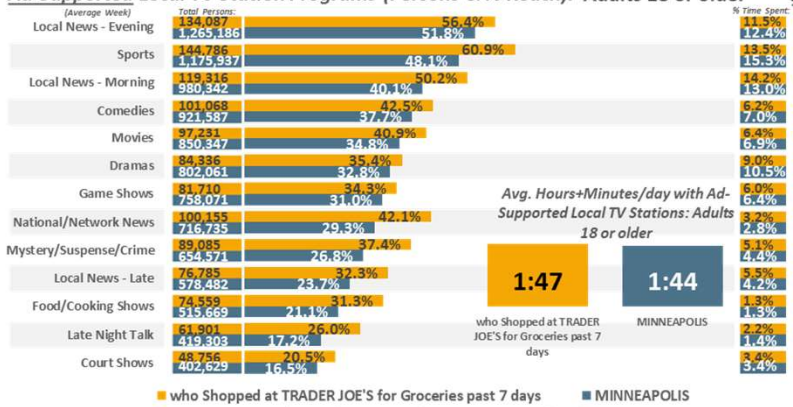
Local TV Station Programs (Persons & % Reach): Adults 18 or older



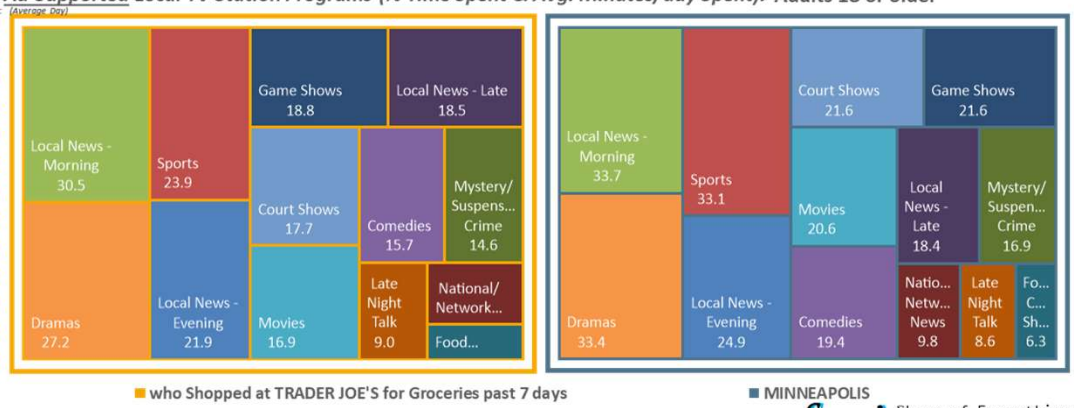
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MINNEAPOLIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 203

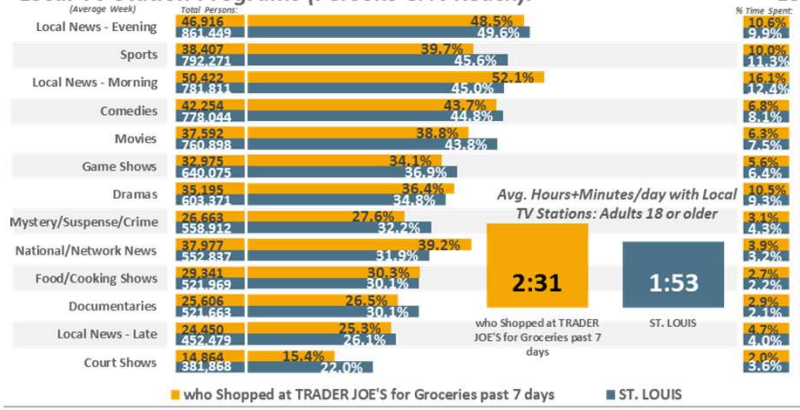
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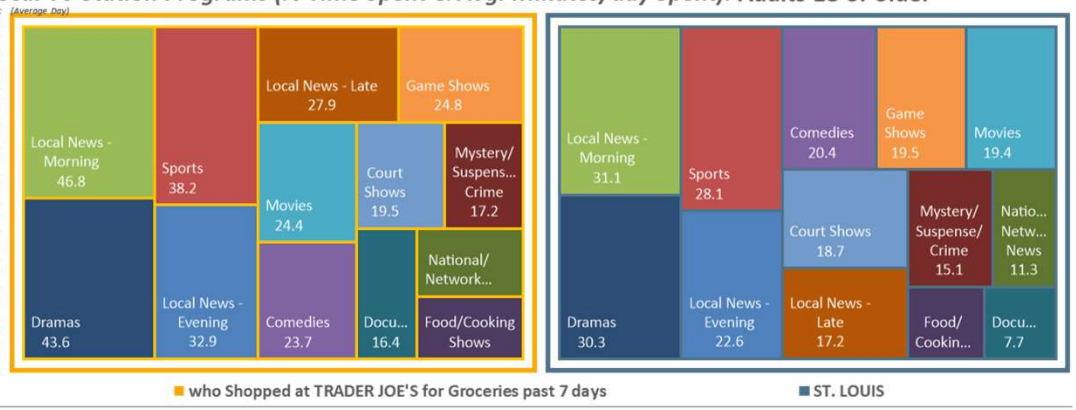
Grocery stores shopped past 7 days (HHLD): Trader Joe's

94,953 or 62.% of Adults 18 or older who Shopped at TRADER JOE'S for Groceries past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Morning, Local News - Evening, Comedies, Sports, Movies, and Dramas.

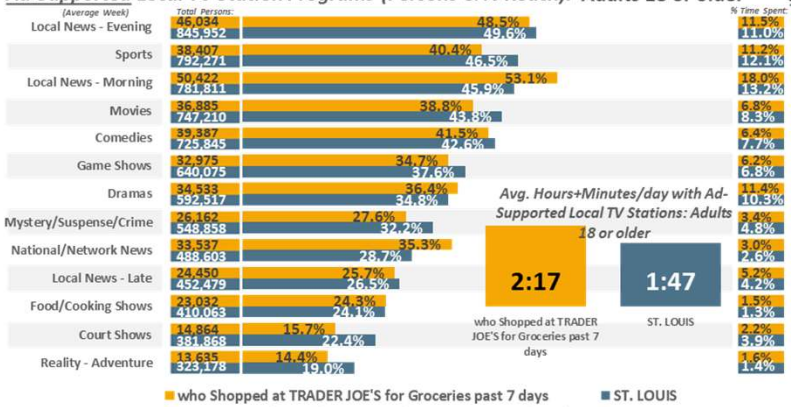
Local TV Station Programs (Persons & % Reach): Adults 18 or older



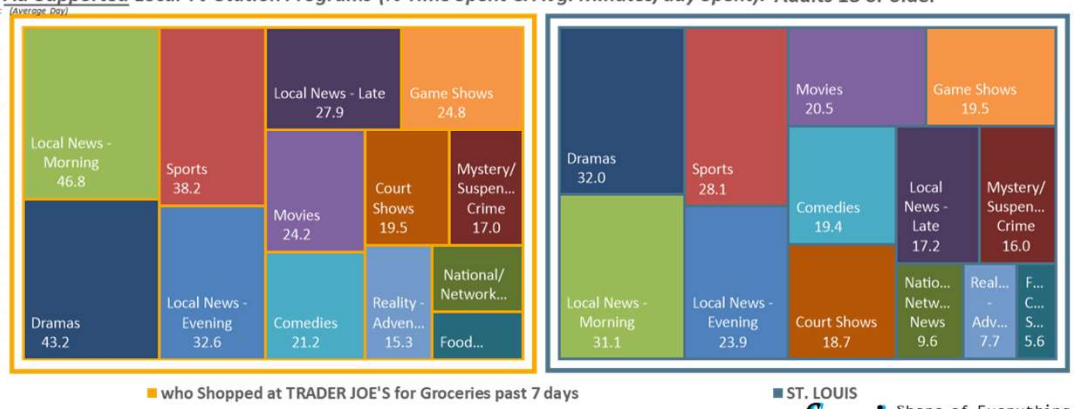
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 155

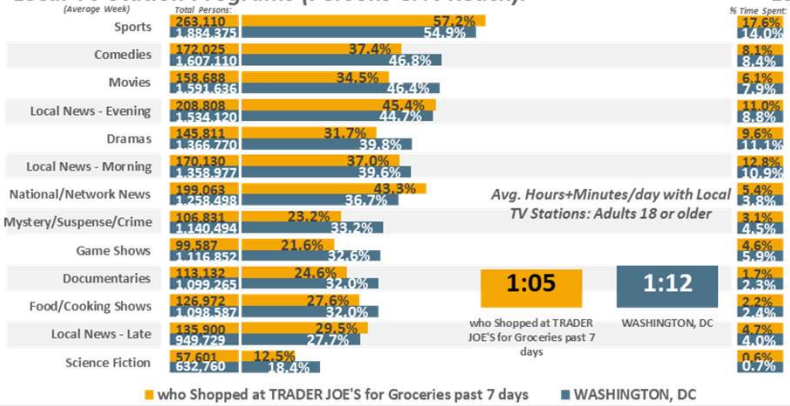
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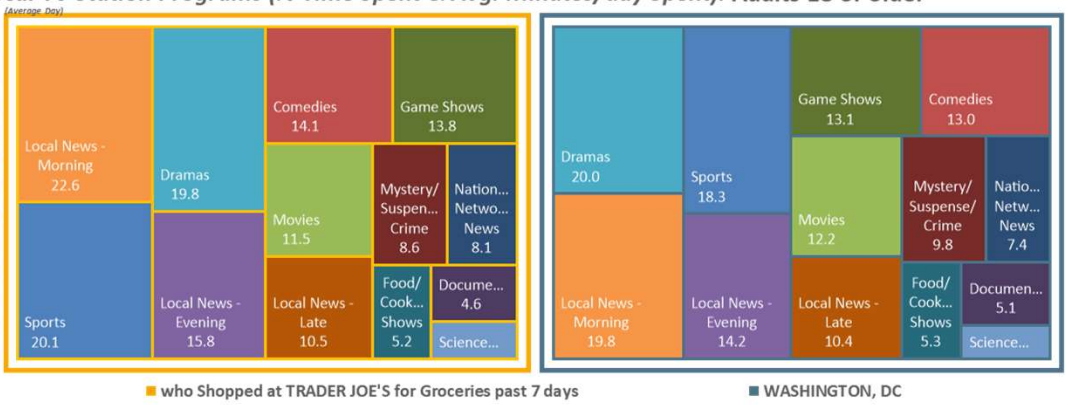
Grocery stores shopped past 7 days (HHLD): Trader Joe's

455,147 or 60.5% of Adults 18 or older who Shopped at TRADER JOE'S for Groceries past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, National/Network News, Local News - Morning, Comedies, and Movies.

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



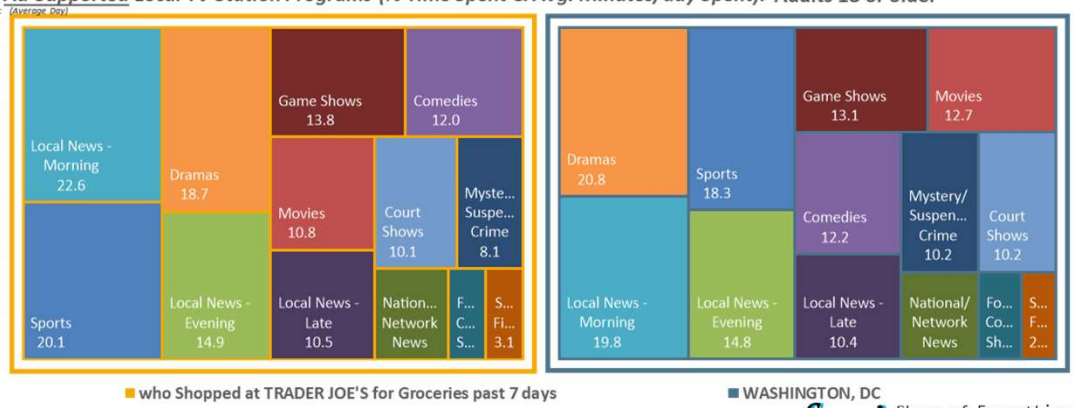
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 797

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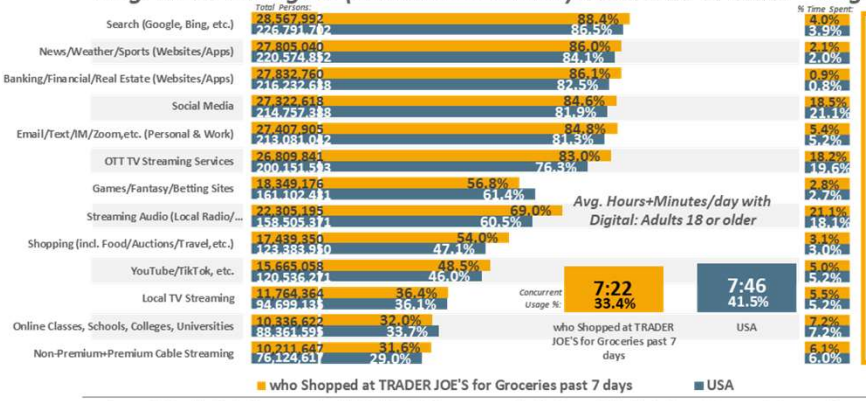
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Grocery stores shopped past 7 days (HHLD): Trader Joe's

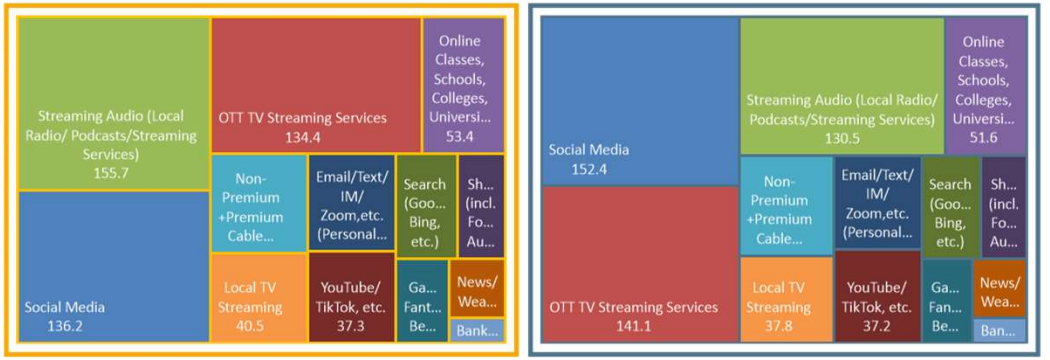


23,981,400 or 74.2% of Adults 18 or older who Shopped at TRADER JOE'S for Groceries past 7 days use Ad-Supported Social Media for an average of 119.5 minutes every day representing 22.1% of all time spent daily with Ad-Supported Digital Media.

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 3,021

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

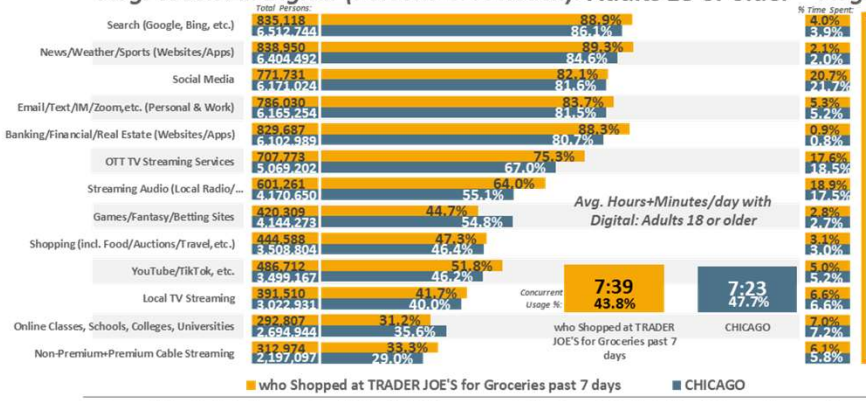
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Grocery stores shopped past 7 days (HHLD): Trader Joe's

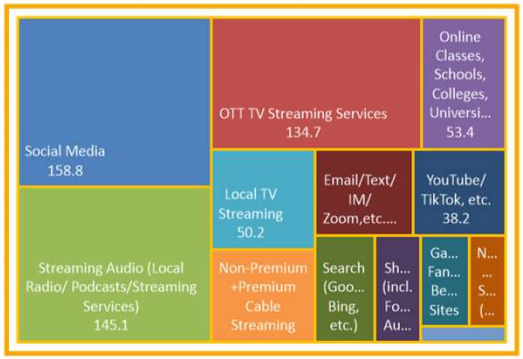


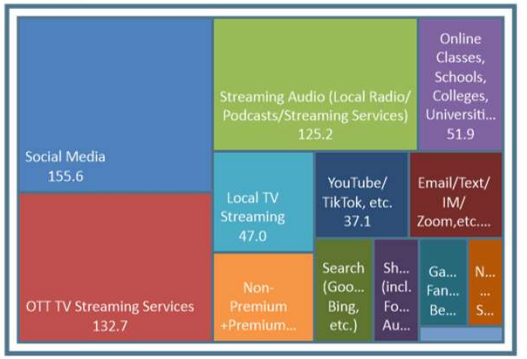
709,591 or 75.5% of Adults 18 or older who Shopped at TRADER JOE'S for Groceries past 7 days use Ad-Supported Social Media for an average of 146.1 minutes every day representing 25.3% of all time spent daily with Ad-Supported Digital Media.

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

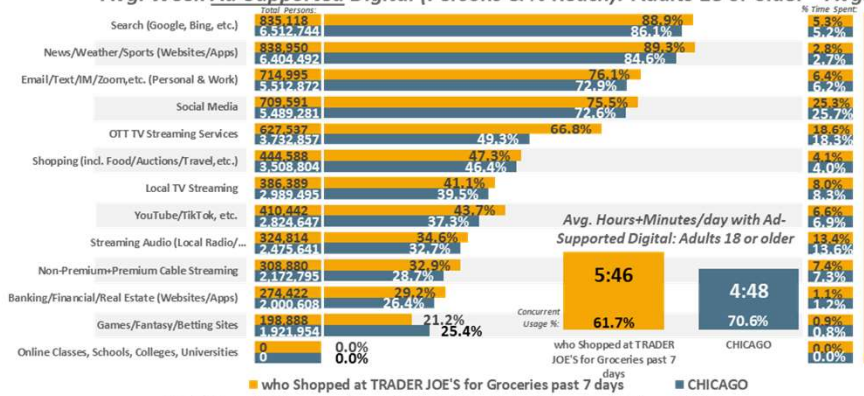


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

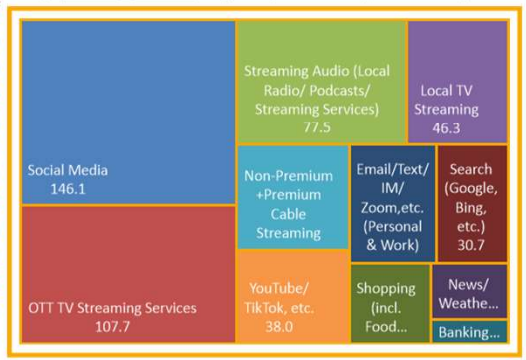


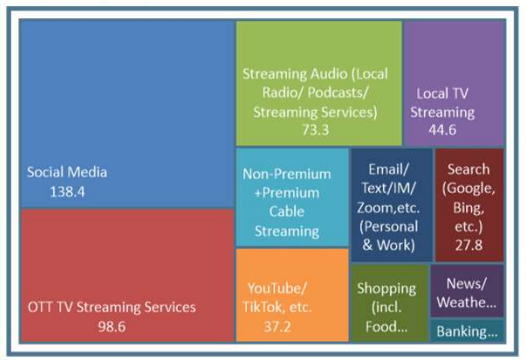


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 430

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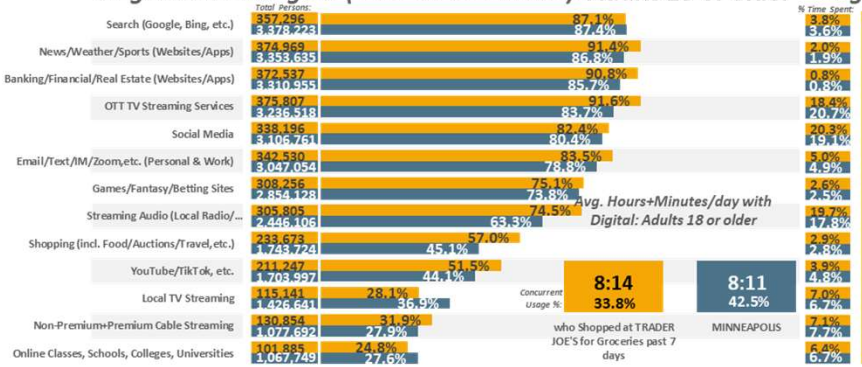
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Grocery stores shopped past 7 days (HHLD): Trader Joe's

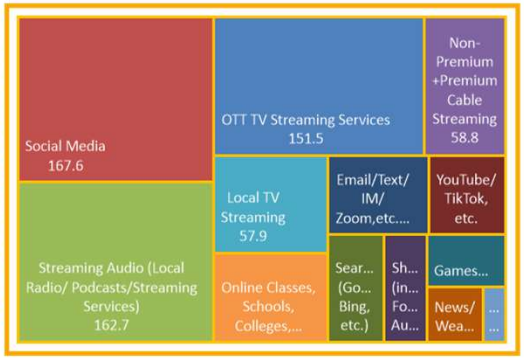


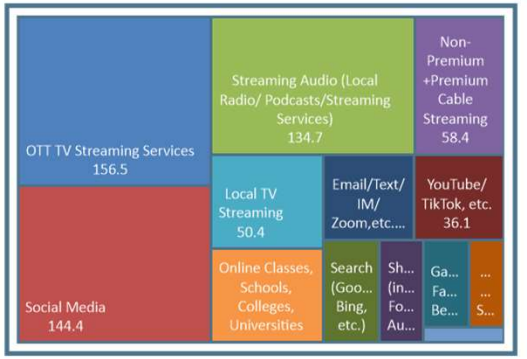
288,880 or 70.4% of Adults 18 or older who Shopped at TRADER JOE'S for Groceries past 7 days use Ad-Supported Social Media for an average of 143.2 minutes every day representing 23.4% of all time spent daily with Ad-Supported Digital Media.

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

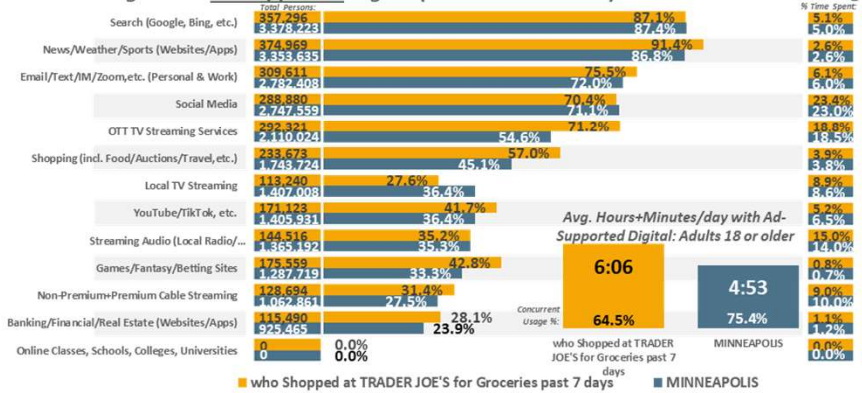


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

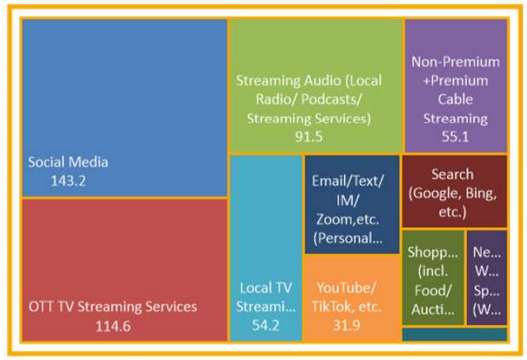


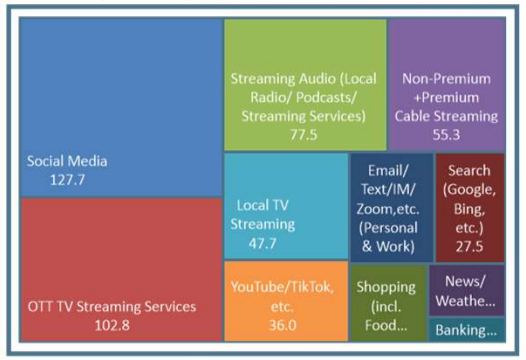


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





MINNEAPOLIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 203

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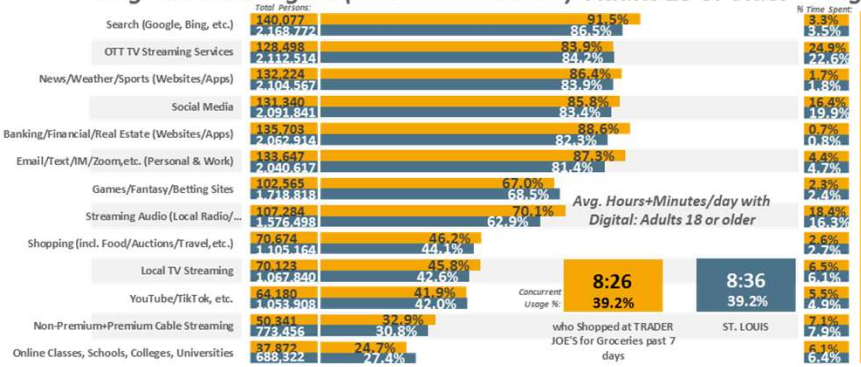
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Grocery stores shopped past 7 days (HHLD): Trader Joe's

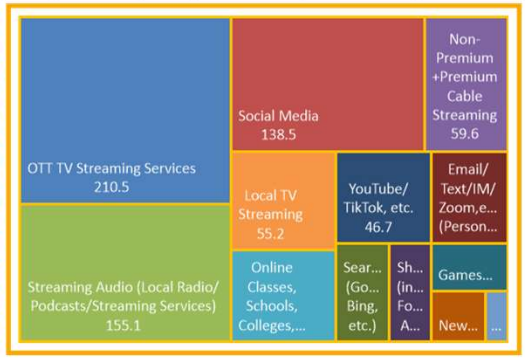


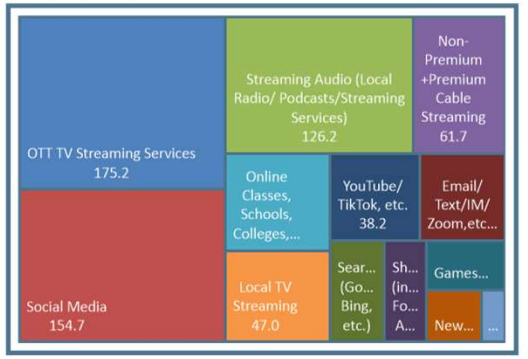
122,447 or 80.% of Adults 18 or older who Shopped at TRADER JOE'S for Groceries past 7 days use Ad-Supported Social Media for an average of 129.1 minutes every day representing 20.3% of all time spent daily with Ad-Supported Digital Media.

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



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

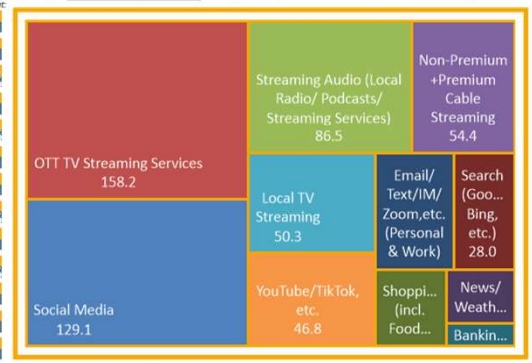


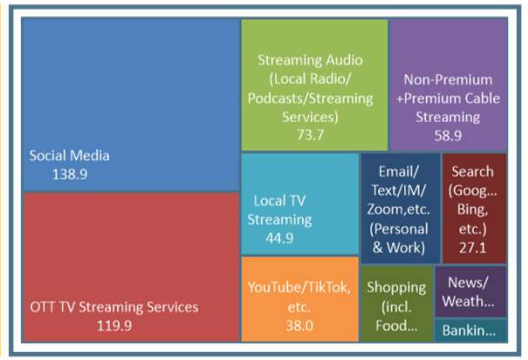


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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 155

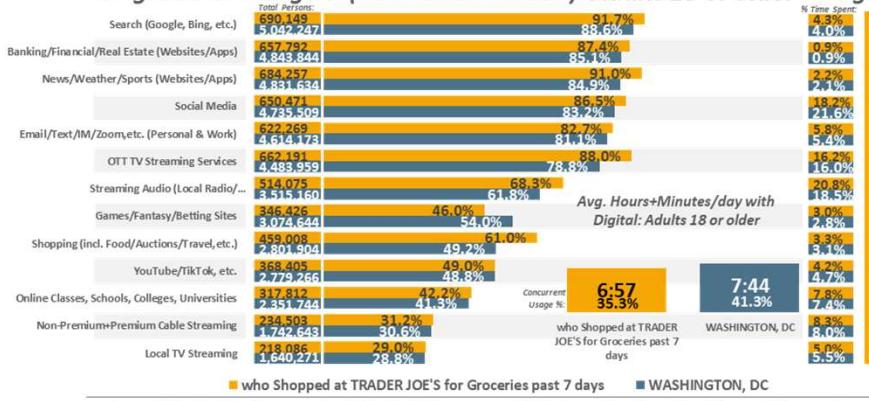
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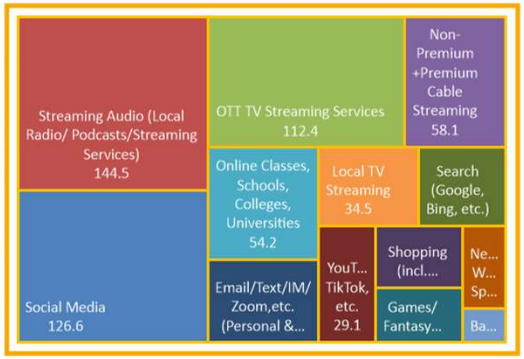
Grocery stores shopped past 7 days (HHLD): Trader Joe's

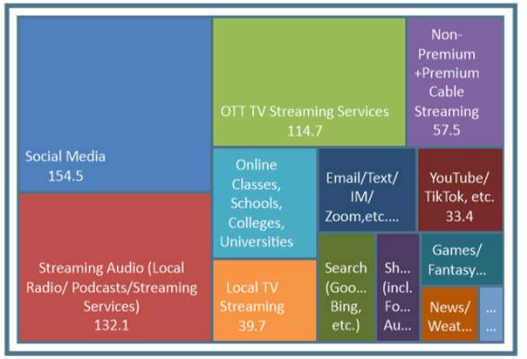
551,402 or 73.3% of Adults 18 or older who Shopped at TRADER JOE'S for Groceries past 7 days use Ad-Supported Social Media for an average of 107.3 minutes every day representing 21.7% of all time spent daily with Ad-Supported Digital Media.

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



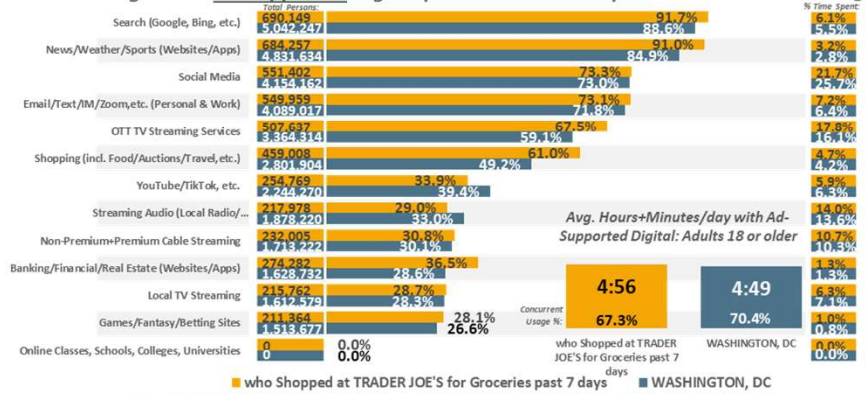
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



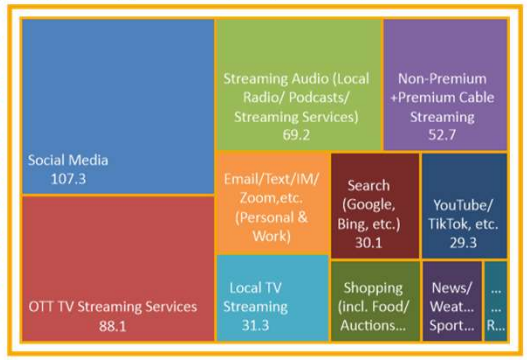


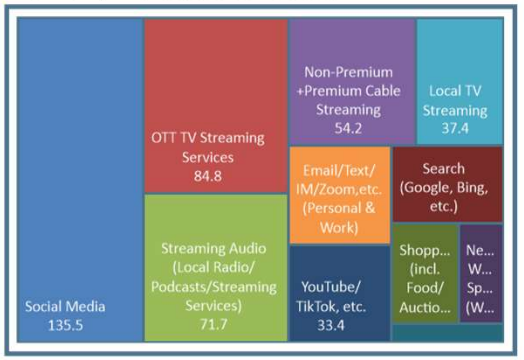
■ who Shopped at TRADER JOE'S for Groceries past 7 days ■ WASHINGTON, DC

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





■ who Shopped at TRADER JOE'S for Groceries past 7 days ■ WASHINGTON, DC

WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 797

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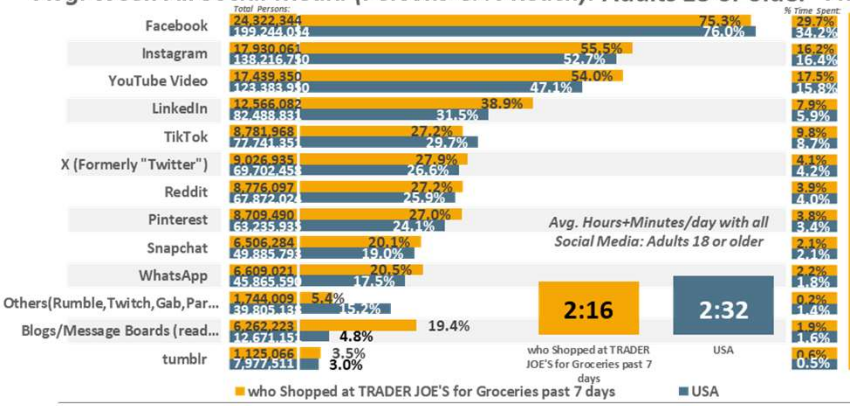
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Grocery stores shopped past 7 days (HHLD): Trader Joe's

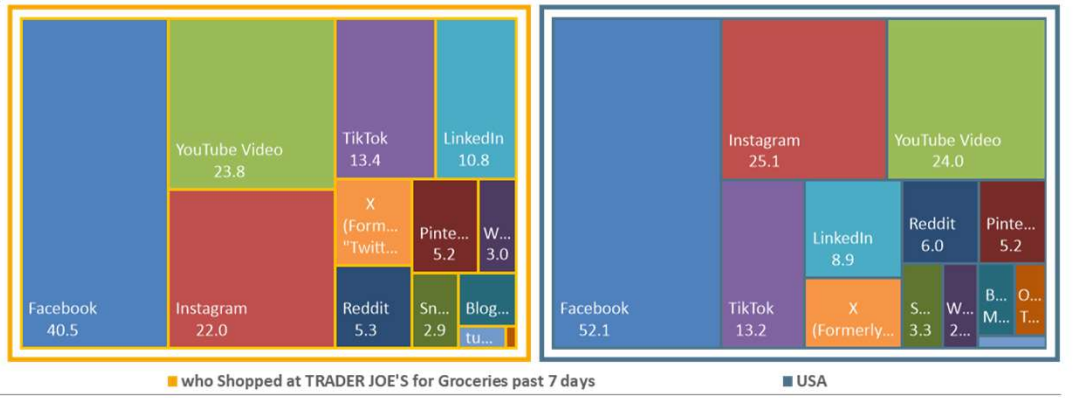


23,981,400 or 74.2% of Adults 18 or older who Shopped at TRADER JOE'S for Groceries past 7 days use Ad-Supported Facebook for an average of 38.7 minutes every day representing 32.4% of all time spent daily with Ad-Supported Social Media.

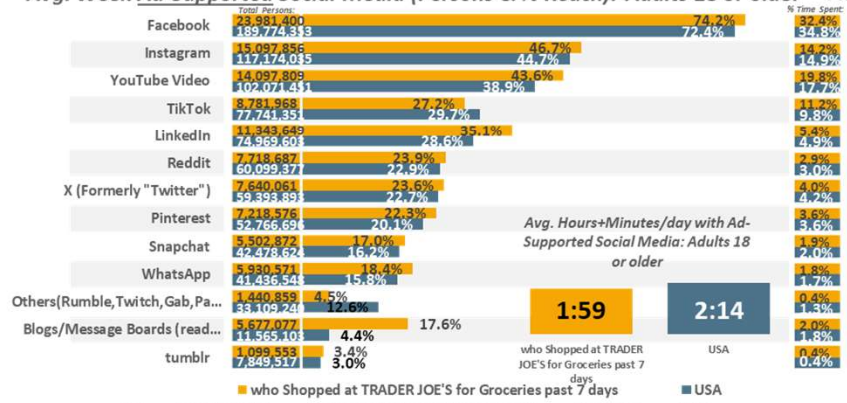
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



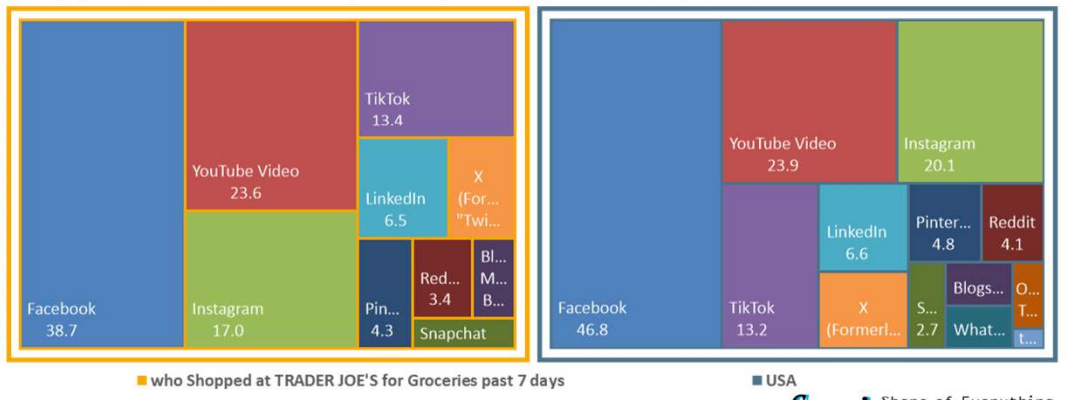
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 3,021

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

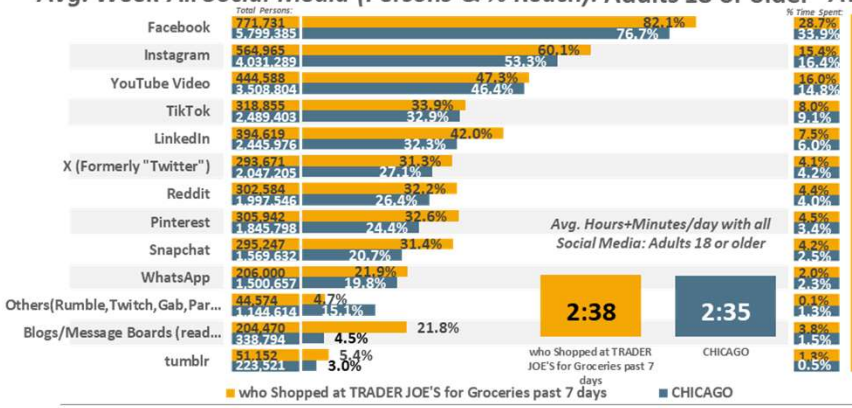
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Grocery stores shopped past 7 days (HHLD): Trader Joe's

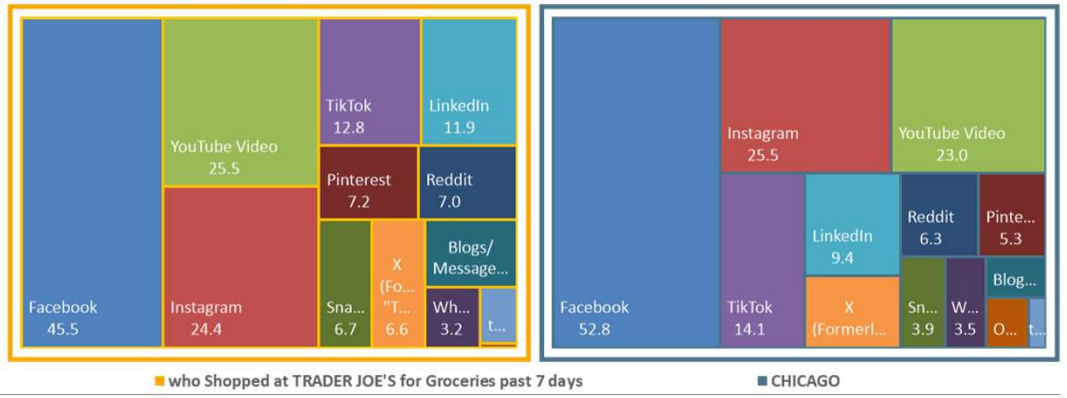
CHI

709,591 or 75.5% of Adults 18 or older who Shopped at TRADER JOE'S for Groceries past 7 days use Ad-Supported Facebook for an average of 45.5 minutes every day representing 31.1% of all time spent daily with Ad-Supported Social Media.

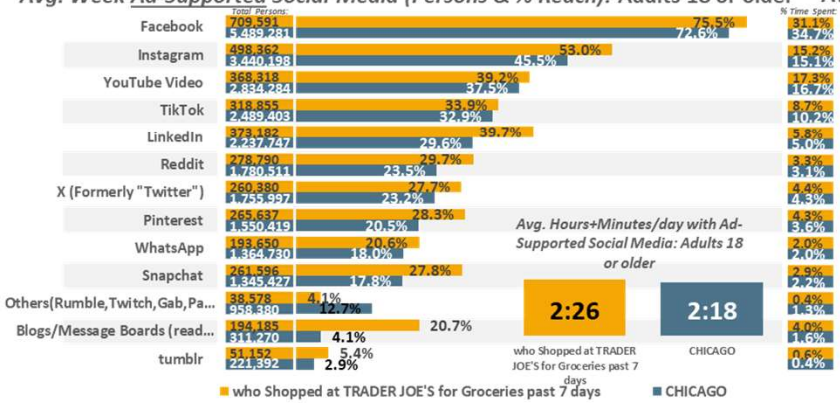
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



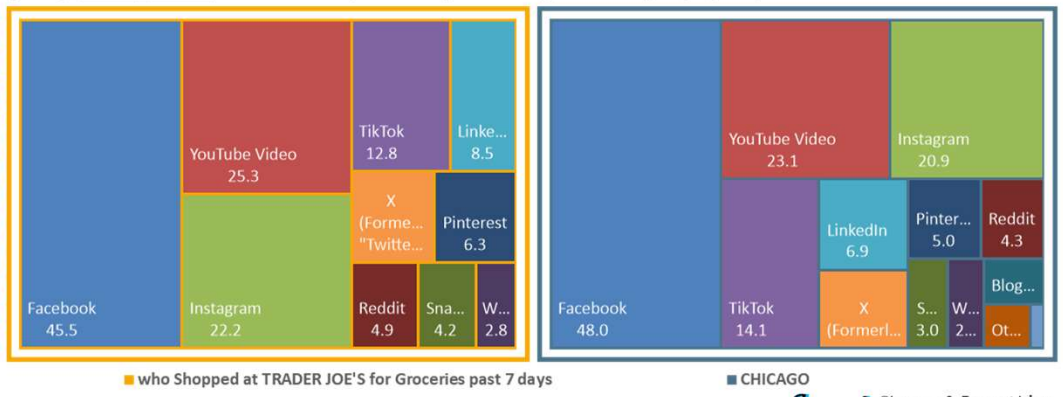
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 430

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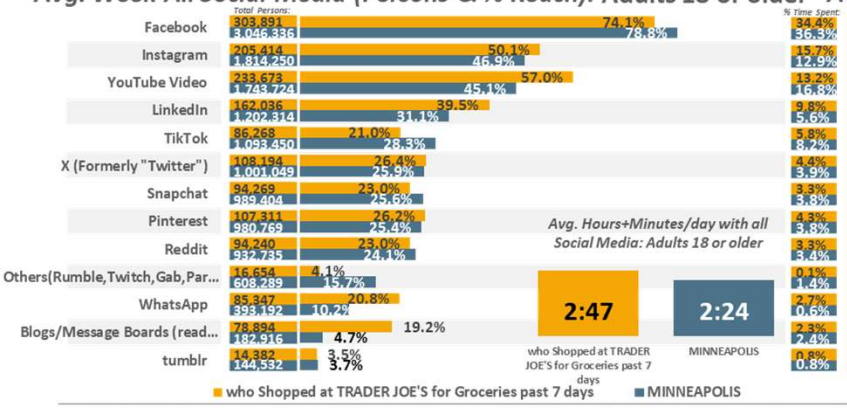
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Grocery stores shopped past 7 days (HHLD): Trader Joe's

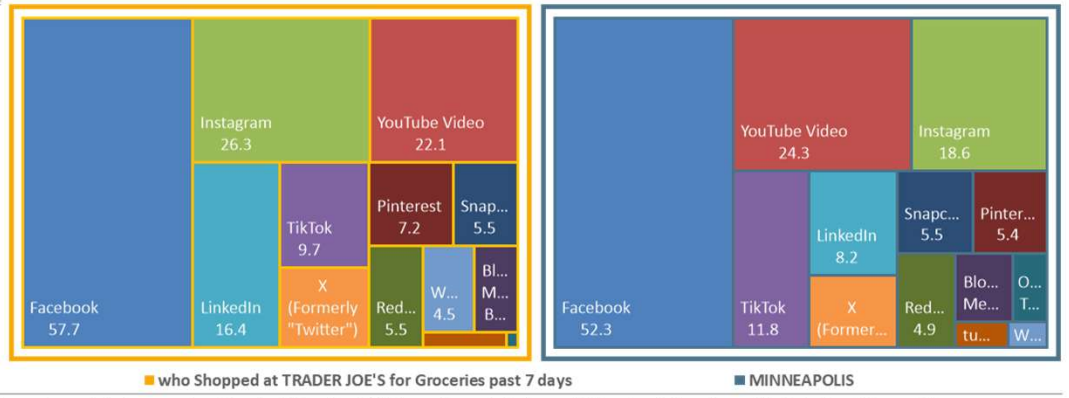
MSP

288,880 or 70.4% of Adults 18 or older who Shopped at TRADER JOE'S for Groceries past 7 days use Ad-Supported Facebook for an average of 52.9 minutes every day representing 37.% of all time spent daily with Ad-Supported Social Media.

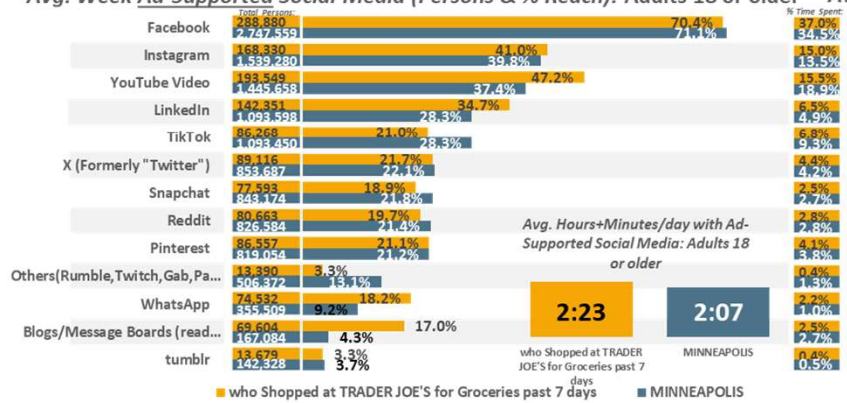
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



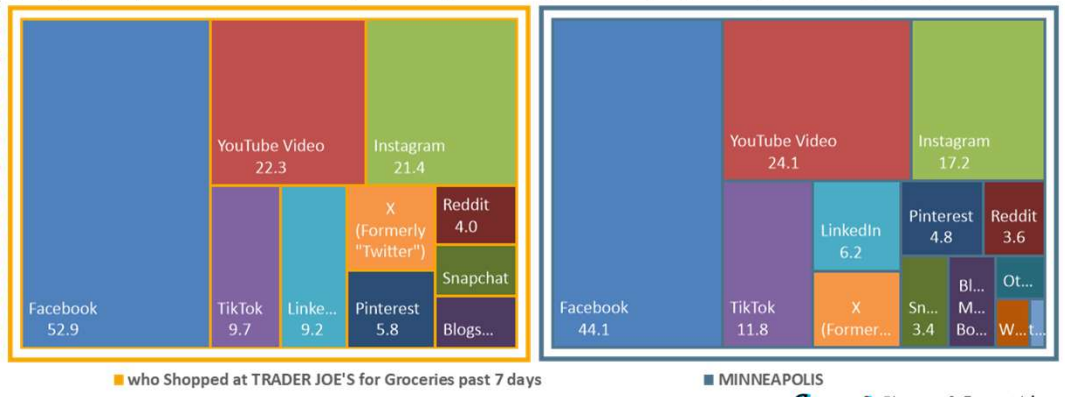
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 203

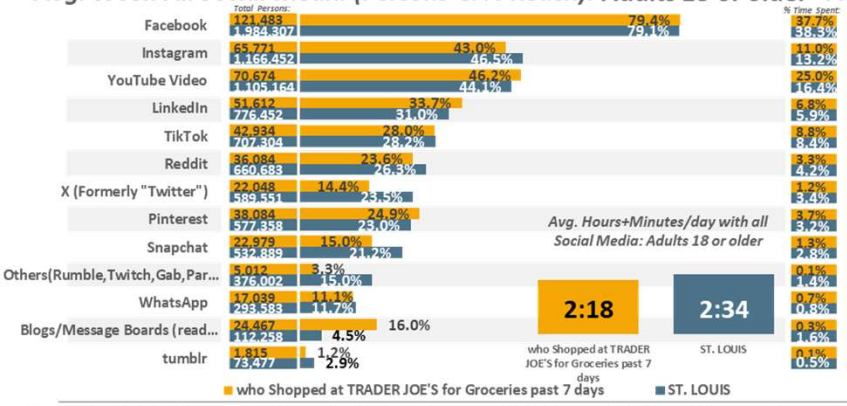
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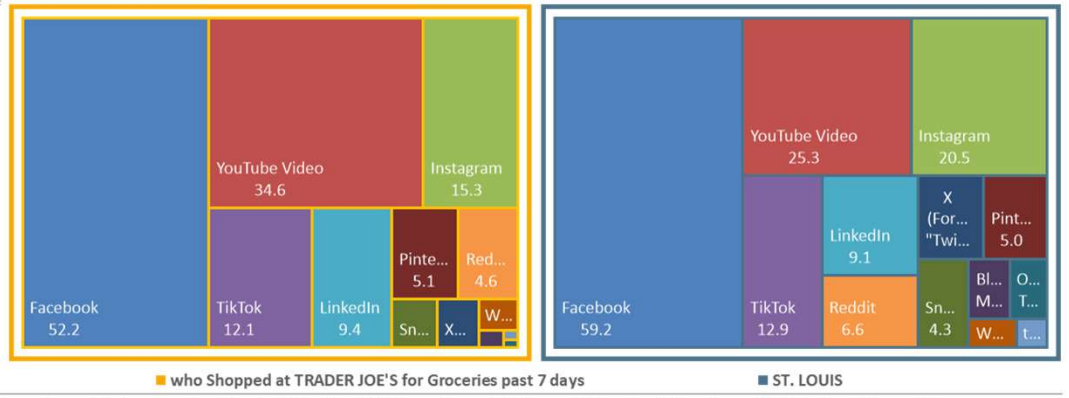
Grocery stores shopped past 7 days (HHLD): Trader Joe's

121,483 or 79.4% of Adults 18 or older who Shopped at TRADER JOE'S for Groceries past 7 days use Ad-Supported Facebook for an average of 45.4 minutes every day representing 35.2% of all time spent daily with Ad-Supported Social Media.

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

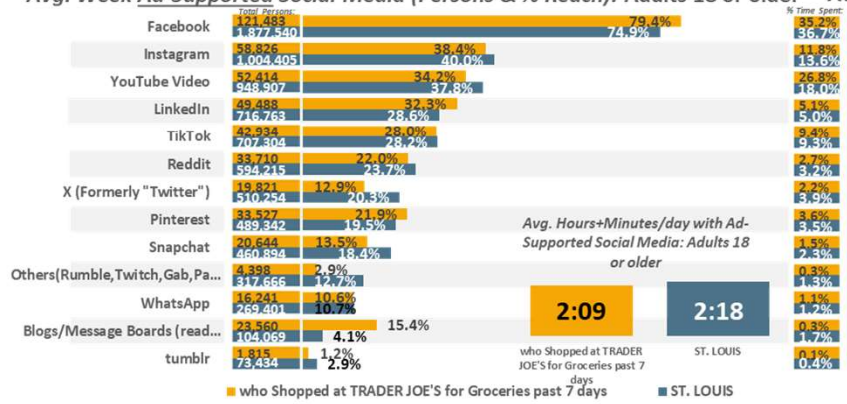


Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

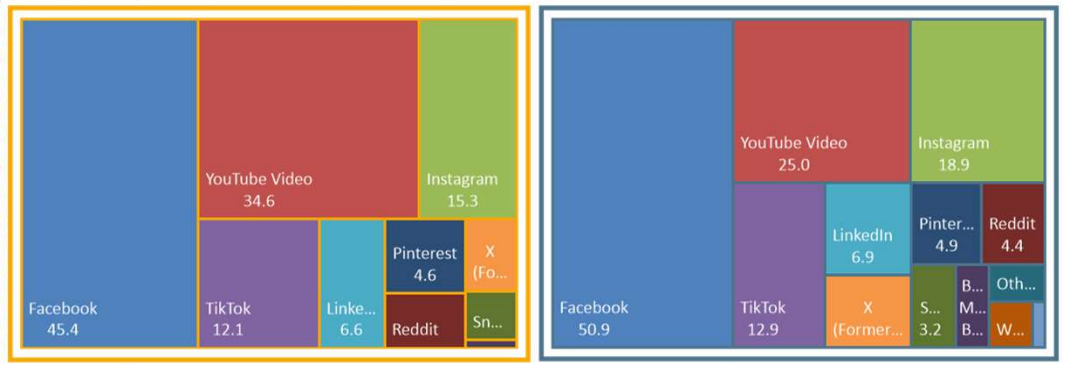


who Shopped at TRADER JOE'S for Groceries past 7 days ■ ST. LOUIS

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



who Shopped at TRADER JOE'S for Groceries past 7 days ■ ST. LOUIS

ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 155

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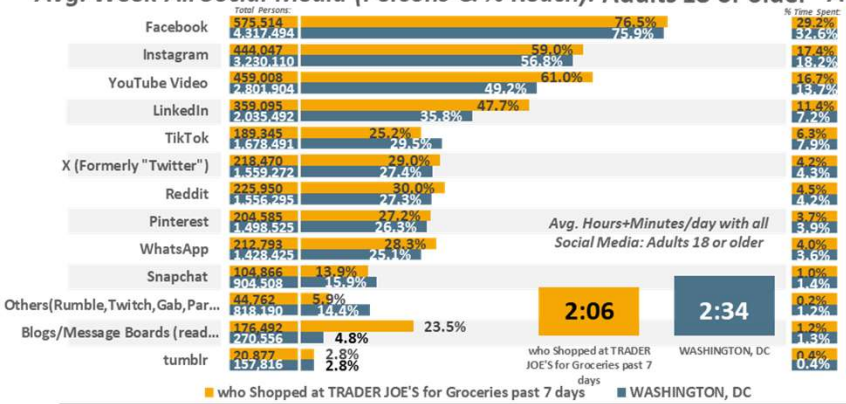
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Grocery stores shopped past 7 days (HHLD): Trader Joe's

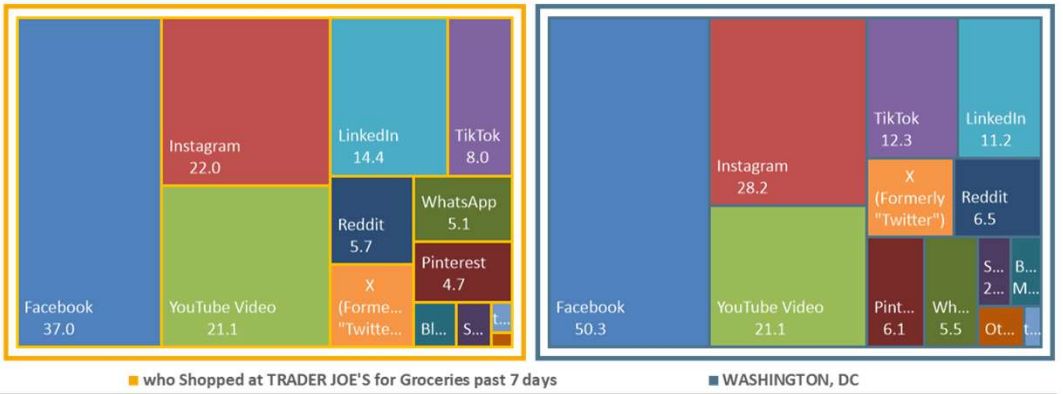


551,402 or 73.3% of Adults 18 or older who Shopped at TRADER JOE'S for Groceries past 7 days use Ad-Supported Facebook for an average of 36.1 minutes every day representing 33.6% of all time spent daily with Ad-Supported Social Media.

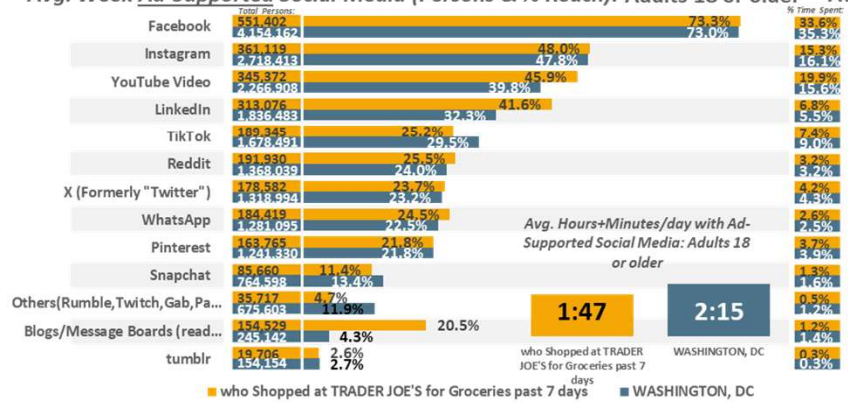
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



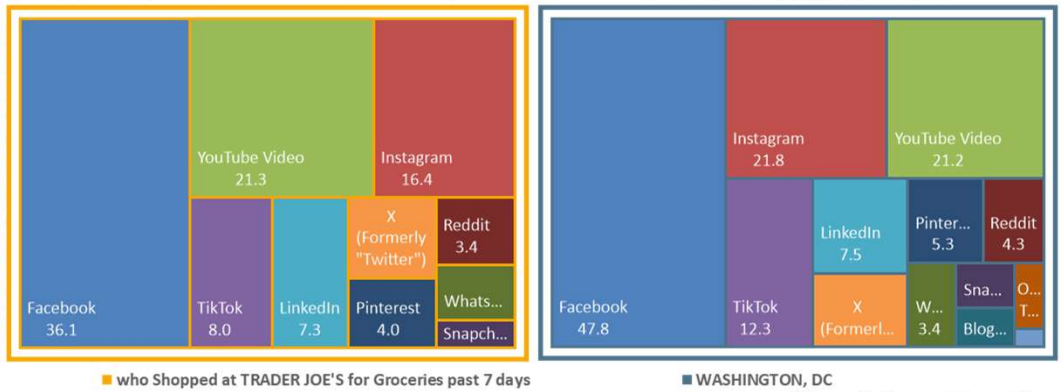
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 797

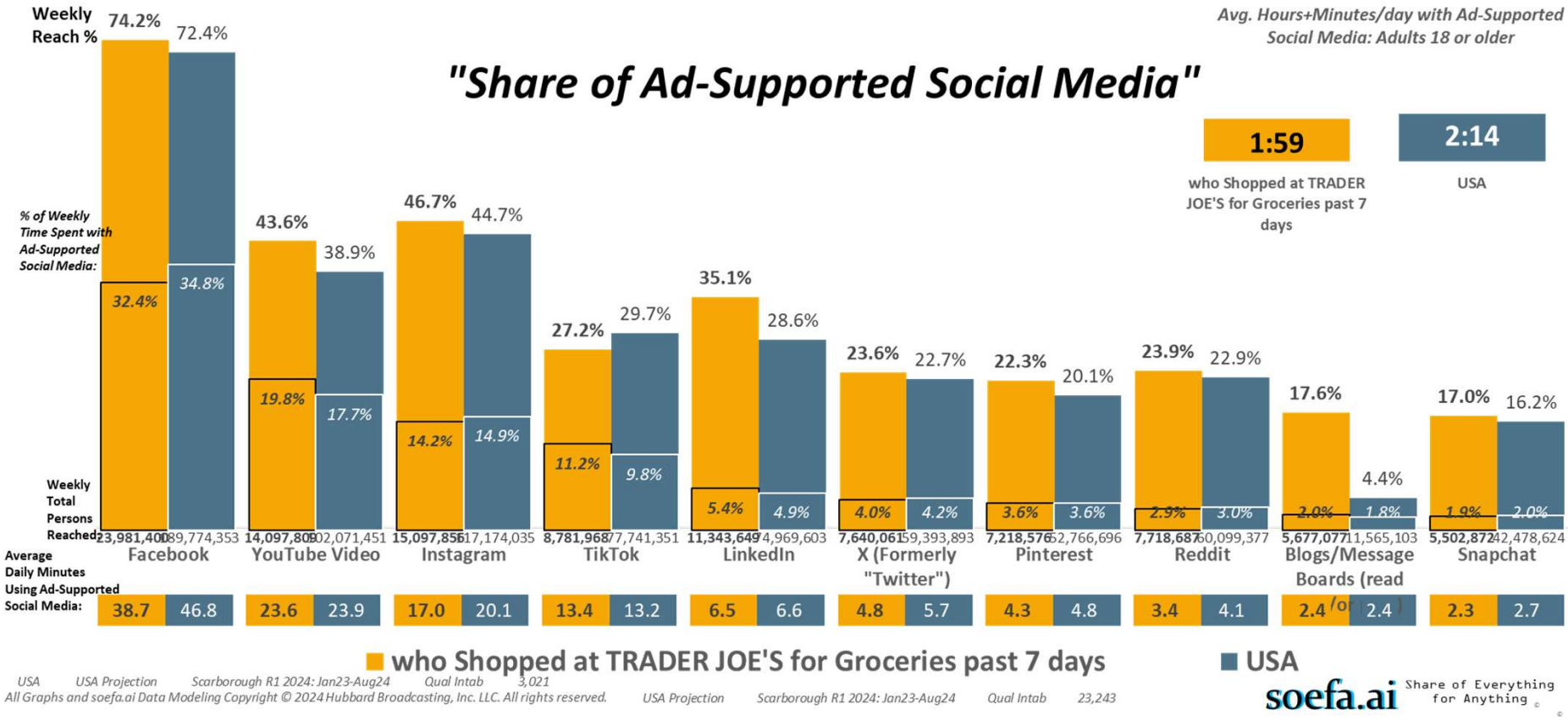
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Grocery stores shopped past 7 days (HHLD): Trader Joe's



23,981,400 or 74.2% of Adults 18 or older who Shopped at TRADER JOE'S for Groceries past 7 days use Ad-Supported Facebook for an average of 38.7 minutes every day representing 32.4% of all time spent daily with Ad-Supported Social Media.



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 3,021

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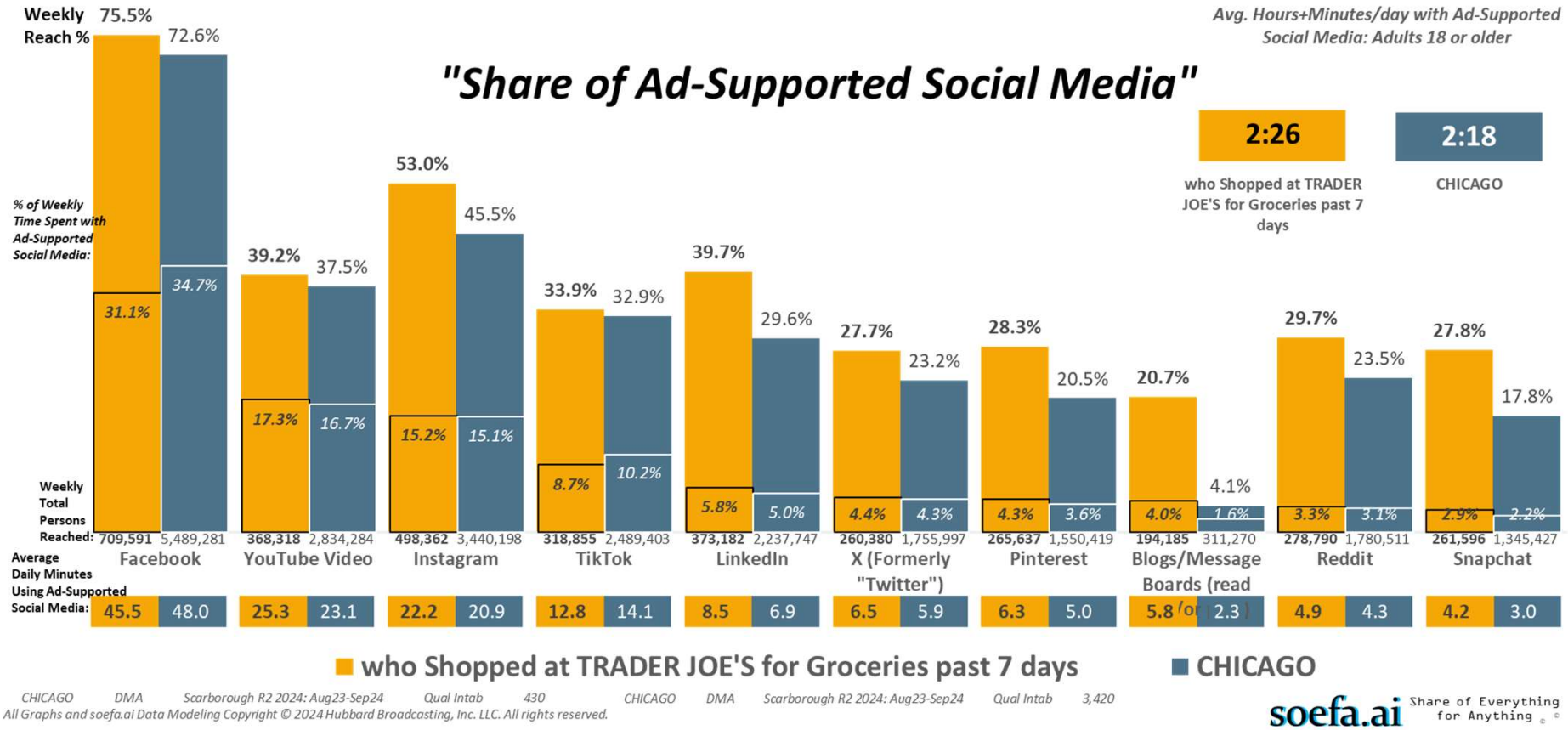
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

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



709,591 or 75.5% of Adults 18 or older who Shopped at TRADER JOE'S for Groceries past 7 days use Ad-Supported Facebook for an average of 45.5 minutes every day representing 31.1% of all time spent daily with Ad-Supported Social Media.



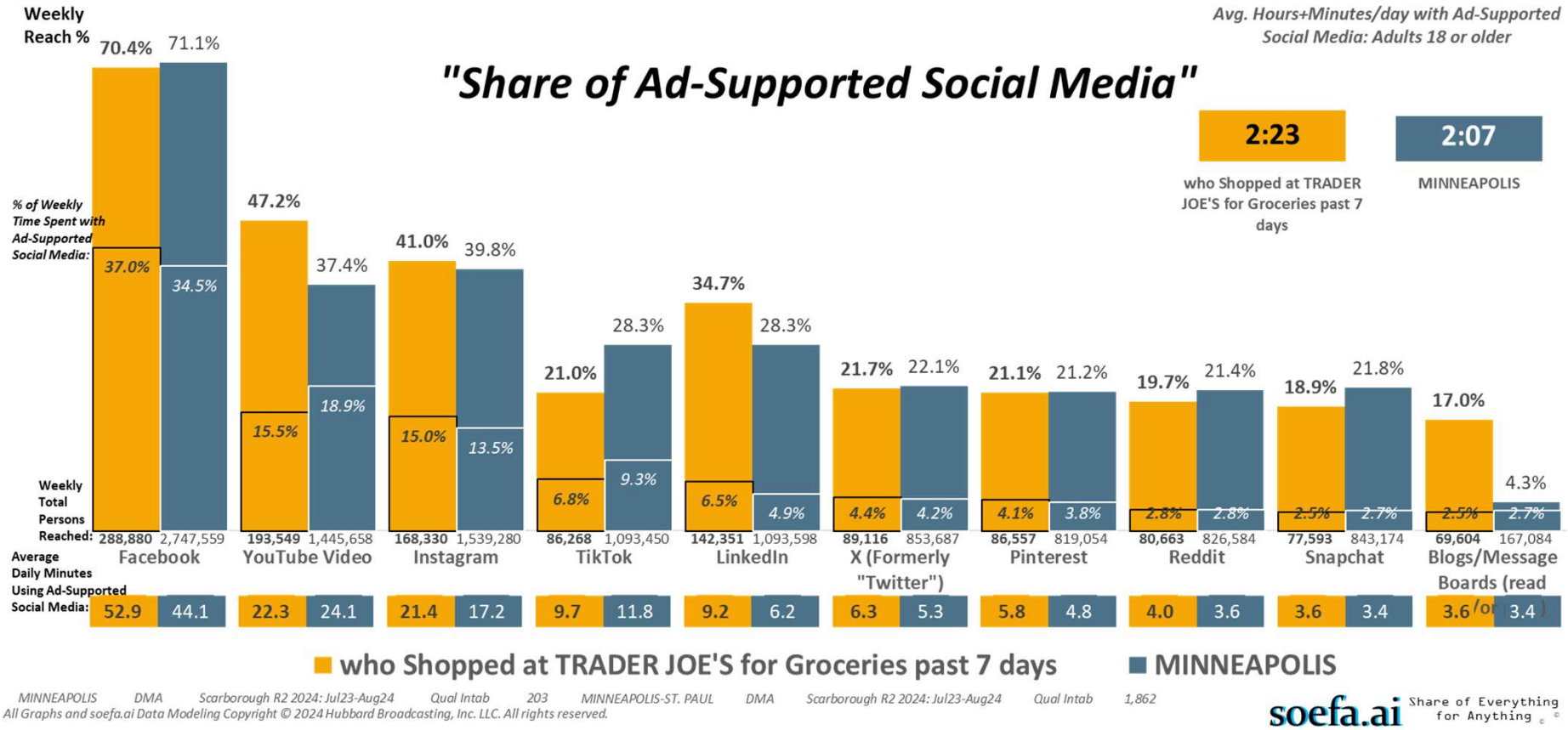
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Grocery stores shopped past 7 days (HHLD): Trader Joe's



288,880 or 70.4% of Adults 18 or older who Shopped at TRADER JOE'S for Groceries past 7 days use Ad-Supported Facebook for an average of 52.9 minutes every day representing 37.% of all time spent daily with Ad-Supported Social Media.



MINNEAPOLIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 203 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,862

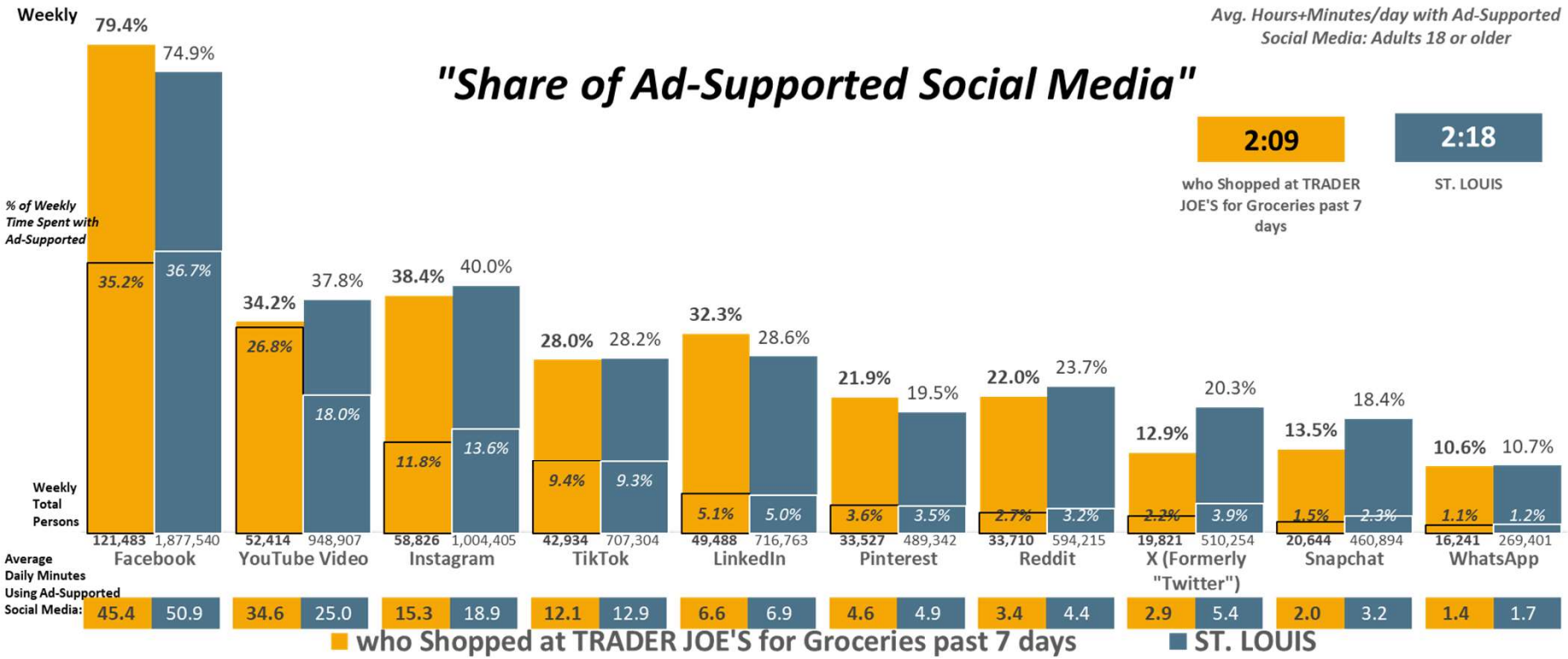
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Grocery stores shopped past 7 days (HHLD): Trader Joe's



121,483 or 79.4% of Adults 18 or older who Shopped at TRADER JOE'S for Groceries past 7 days use Ad-Supported Facebook for an average of 45.4 minutes every day representing 35.2% of all time spent daily with Ad-Supported Social Media.



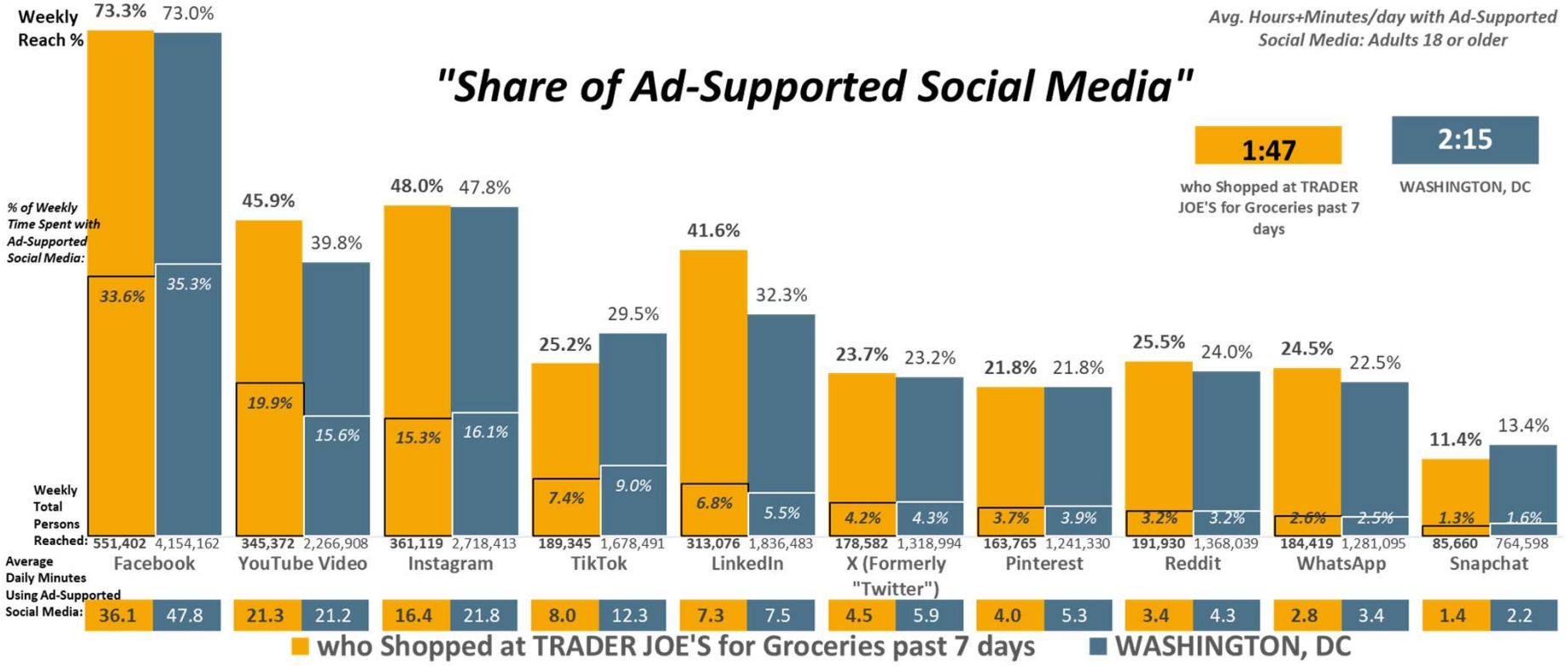
ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 155 ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,933

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

551,402 or 73.3% of Adults 18 or older who Shopped at TRADER JOE'S for Groceries past 7 days use Ad-Supported Facebook for an average of 36.1 minutes every day representing 33.6% of all time spent daily with Ad-Supported Social Media.



WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 797 WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 5,557

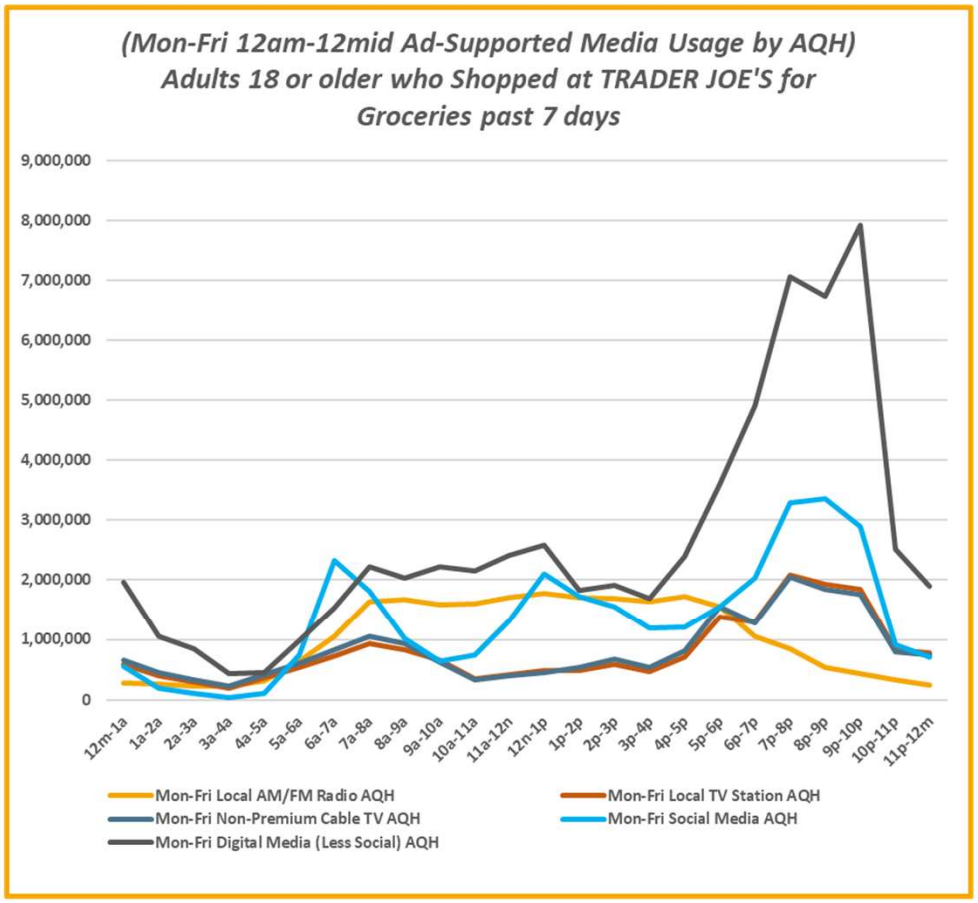
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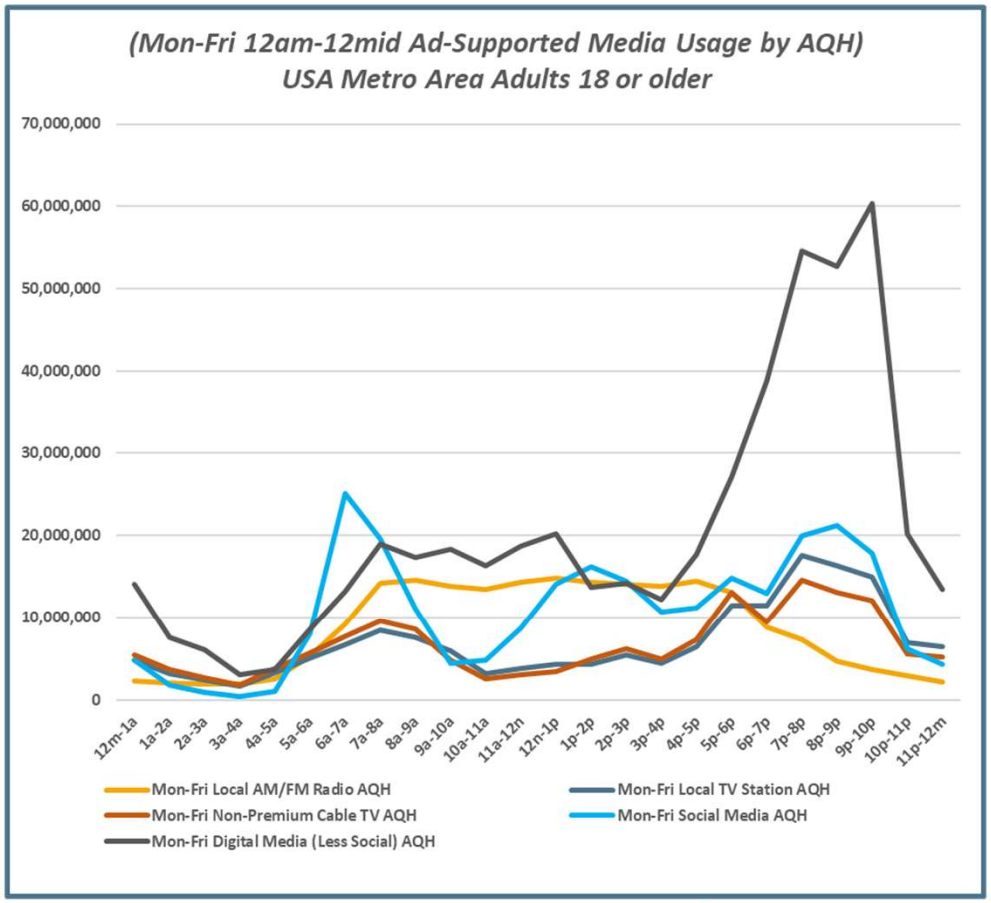
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Grocery stores shopped past 7 days (HHLD): Trader Joe's



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 2,424,213; Local Radio: 1,567,515; Social Media: 1,477,357; Non-Prem. Cable: 769,030; Local TV: 715,584 reaching Adults 18 or older who Shopped at TRADER JOE'S for Grocer





USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 3,021

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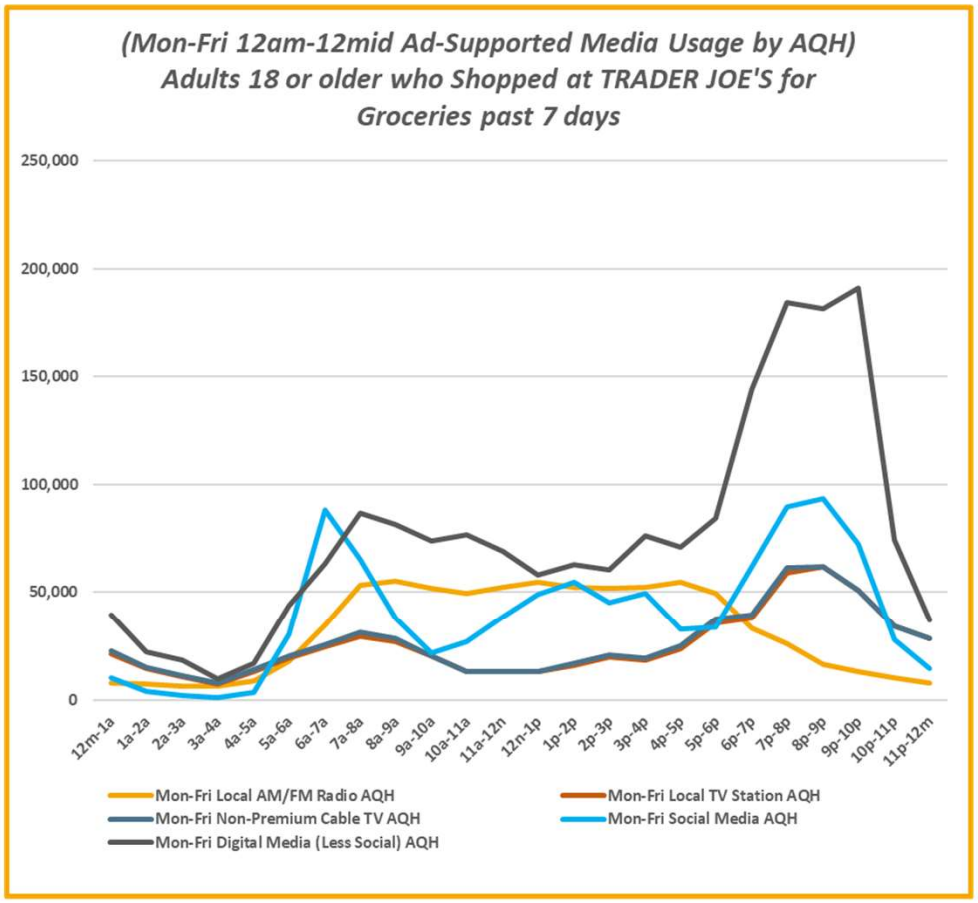
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

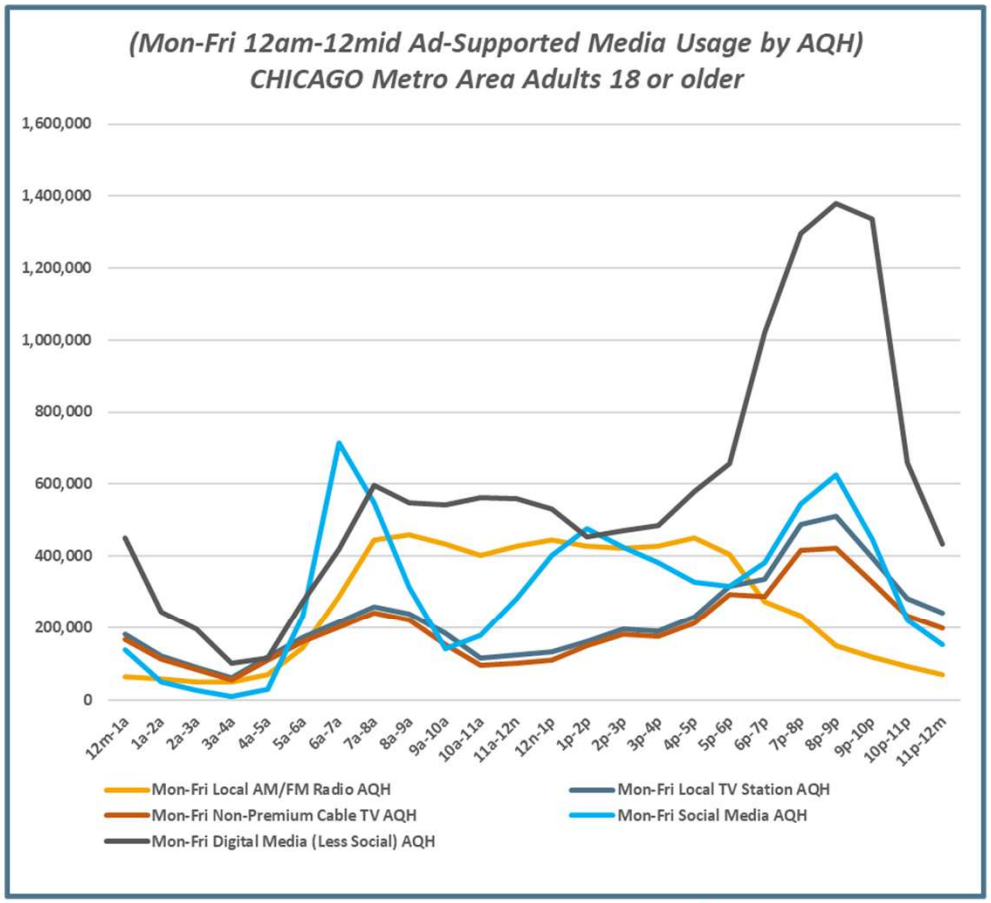
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Grocery stores shopped past 7 days (HHLD): Trader Joe's

CHI

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 77,401; Local Radio: 49,531; Social Media: 46,367; Non-Prem. Cable: 23,191; Local TV: 22,277 reaching Adults 18 or older who Shopped at TRADER JOE'S for Groceries past 7





CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 430

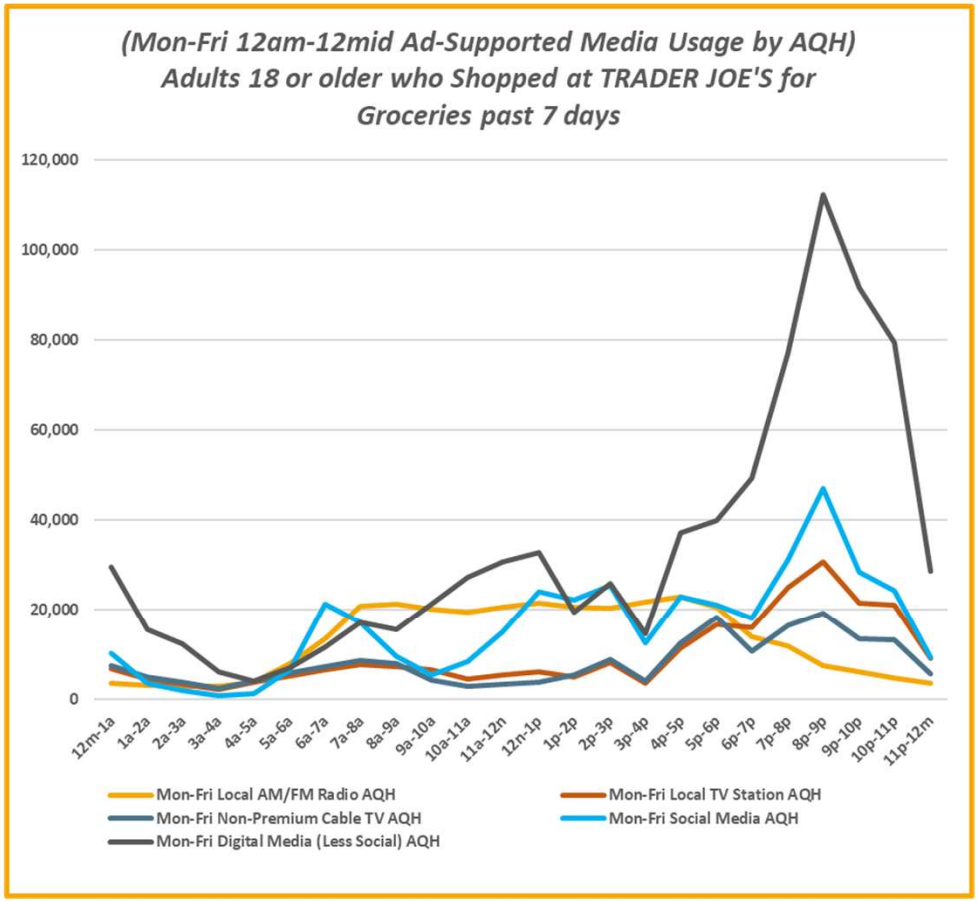
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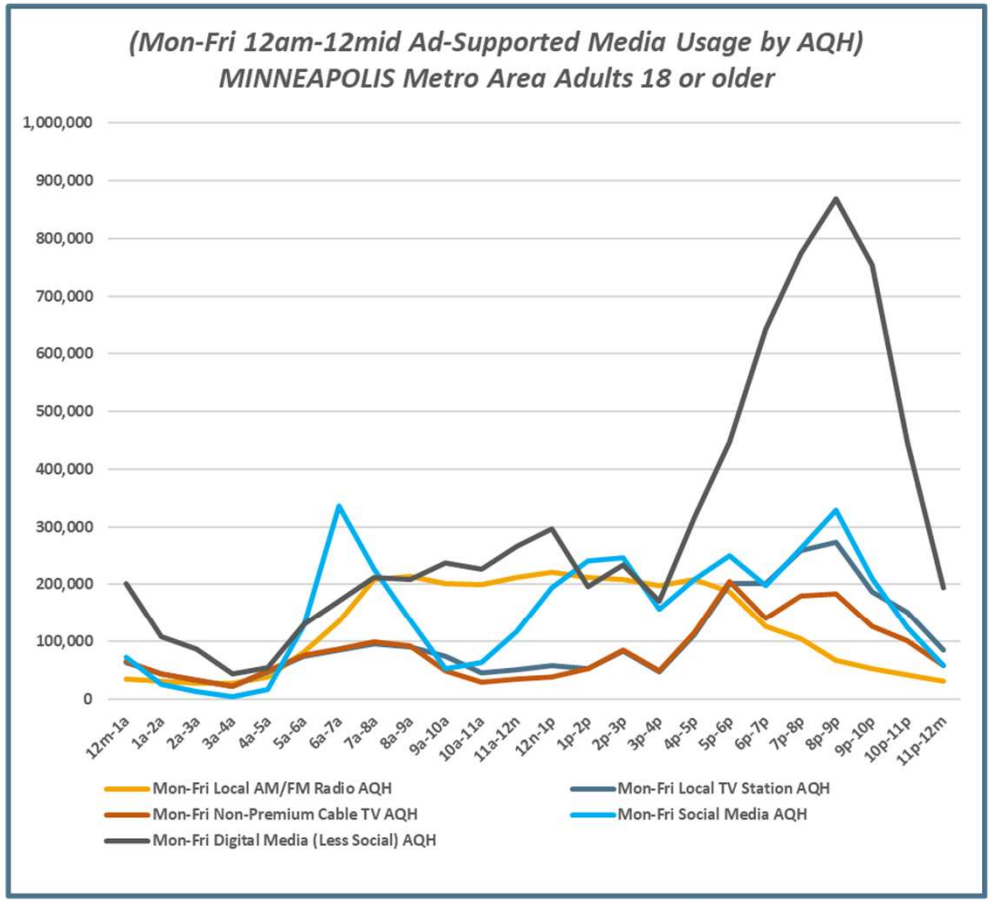
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Grocery stores shopped past 7 days (HHLD): Trader Joe's

MSP

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 26,330; Local Radio: 19,728; Social Media: 17,152; Local TV: 8,047; Non-Prem. Cable: 7,482 reaching Adults 18 or older who Shopped at TRADER JOE'S for Groceries past 7 da





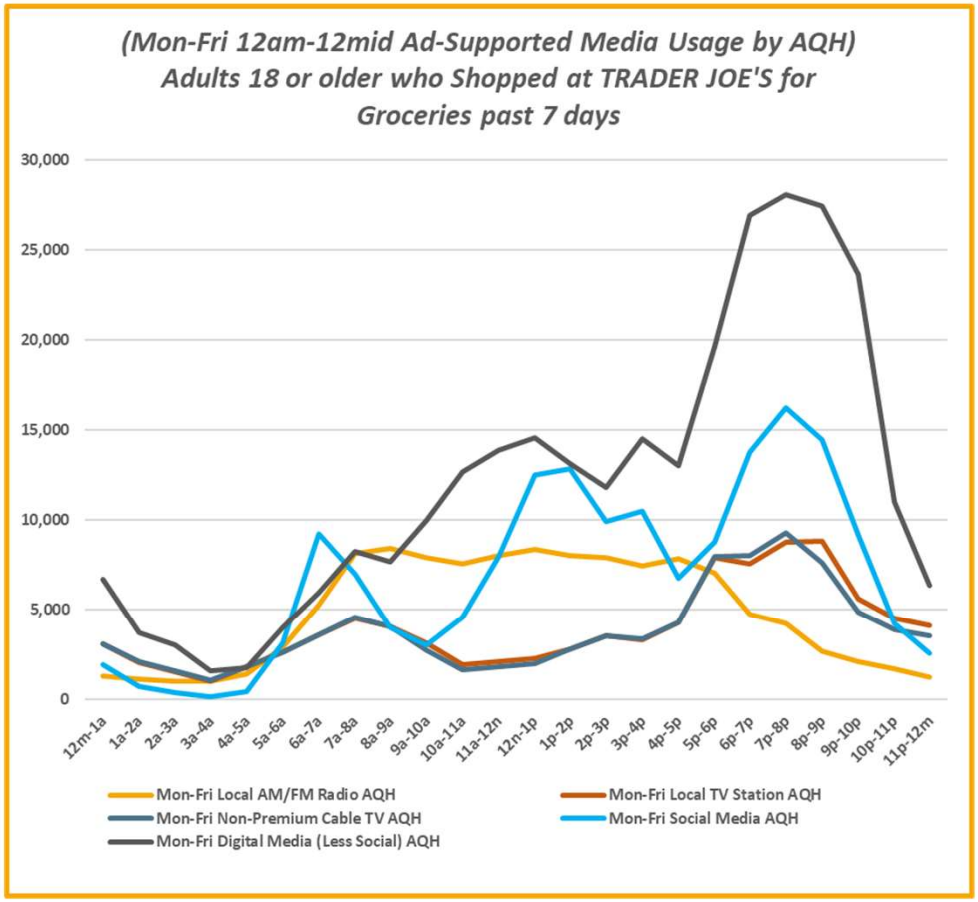
MINNEAPOLIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 203

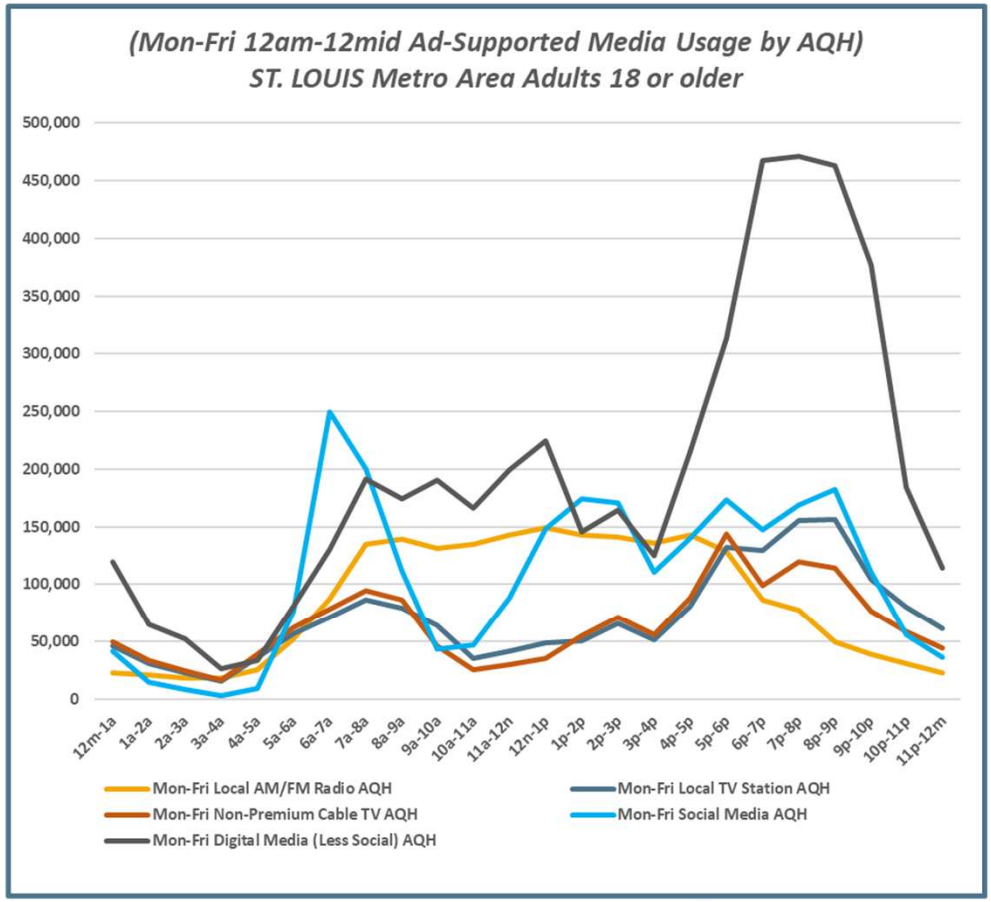
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Grocery stores shopped past 7 days (HHLD): Trader Joe's

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 13,239; Social Media: 8,520; Local Radio: 7,447; Local TV: 3,921; Non-Prem. Cable: 3,870 reaching Adults 18 or older who Shopped at TRADER JOE'S for Groceries past 7 days





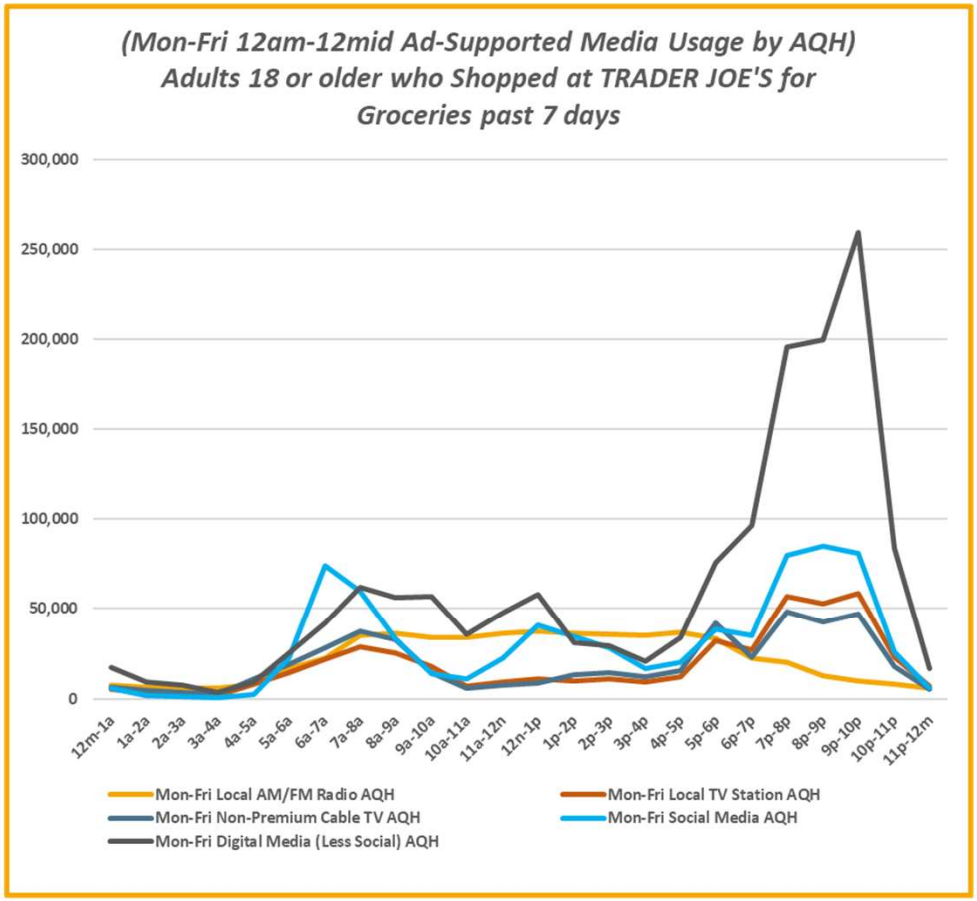
ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 155

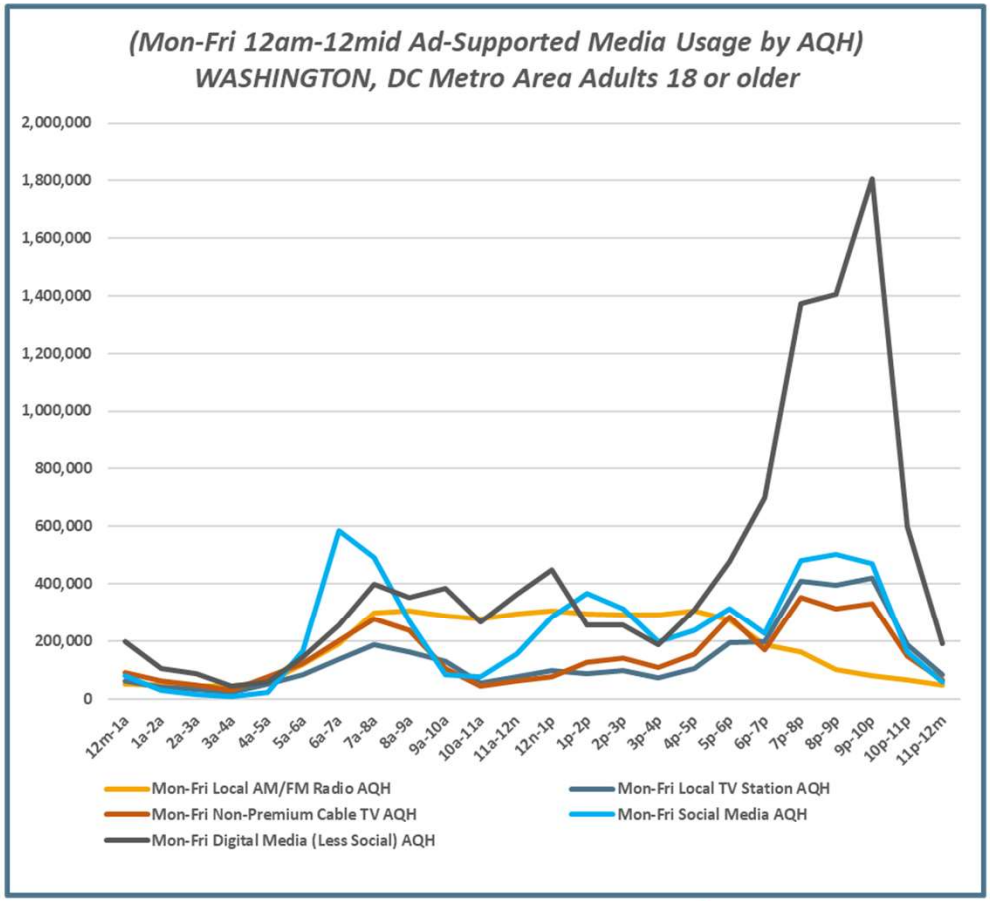
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Grocery stores shopped past 7 days (HHLD): Trader Joe's

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 49,628; Local Radio: 33,413; Social Media: 32,852; Non-Prem. Cable: 19,576; Local TV: 17,031 reaching Adults 18 or older who Shopped at TRADER JOE'S for Groceries past 7





WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 797

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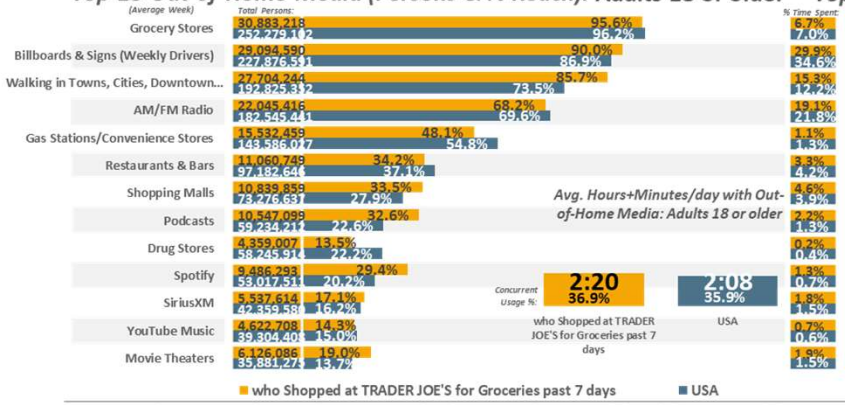
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Grocery stores shopped past 7 days (HHLD): Trader Joe's

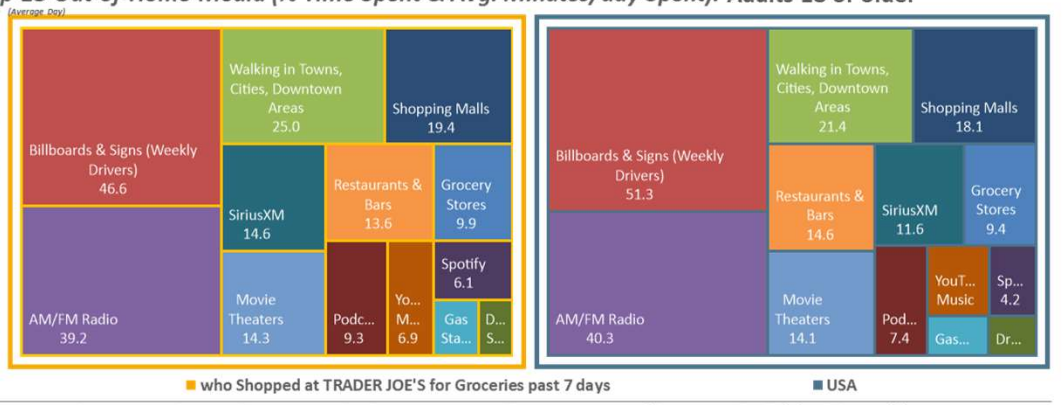


29,094,590 or 90.% of Adults 18 or older who Shopped at TRADER JOE'S for Groceries past 7 days spend an average of 46.6 minutes per day driving, seeing Billboards and Signs. 63.9% Listen to Local Radio Stations Out-of-Home for an average of 33.8 minutes/d

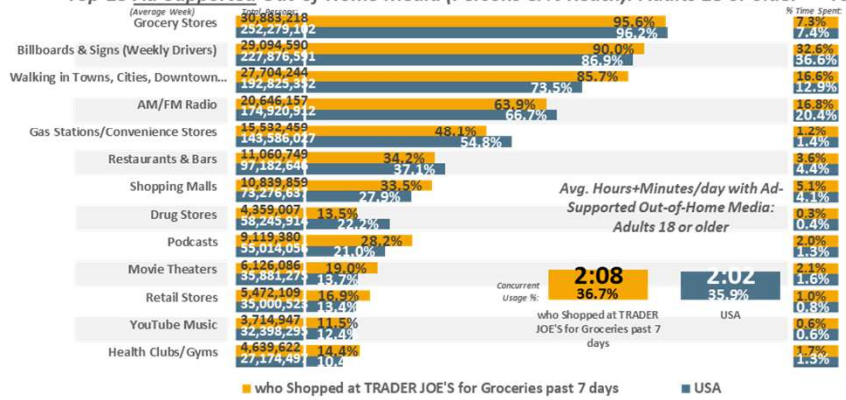
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



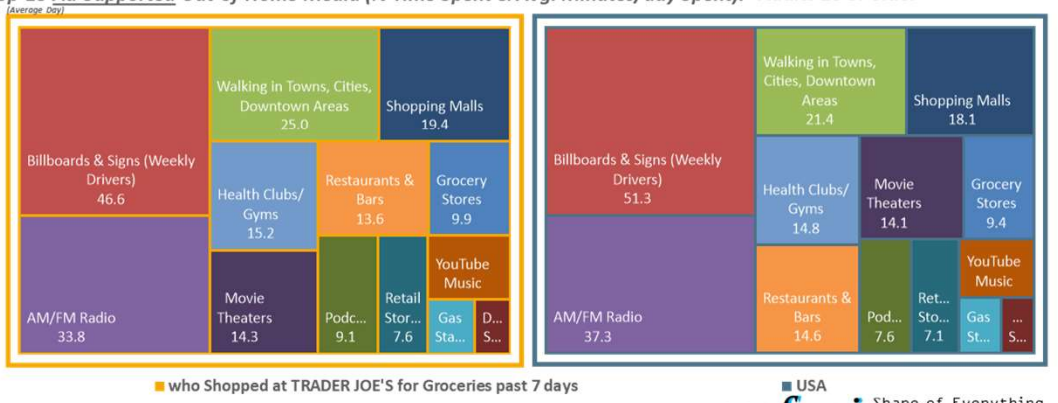
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 3,021

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

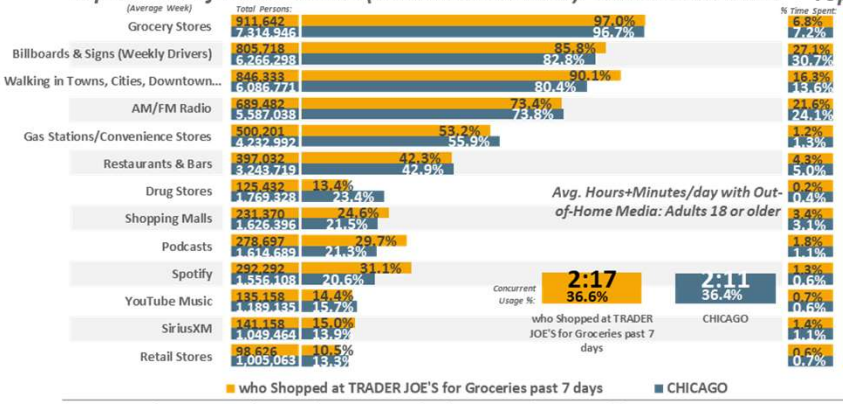
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Grocery stores shopped past 7 days (HHLD): Trader Joe's

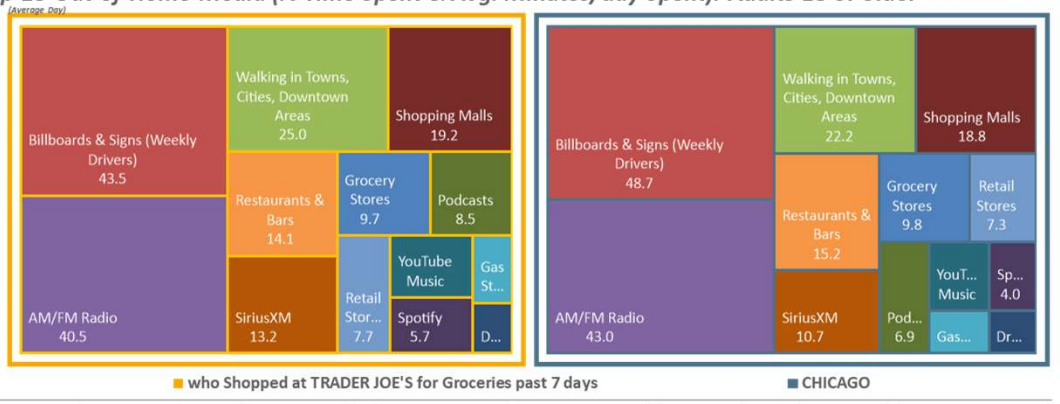


805,718 or 85.8% of Adults 18 or older who Shopped at TRADER JOE'S for Groceries past 7 days spend an average of 43.5 minutes per day driving, seeing Billboards and Signs. 68.5% Listen to Local Radio Stations Out-of-Home for an average of 34.7 minutes/day

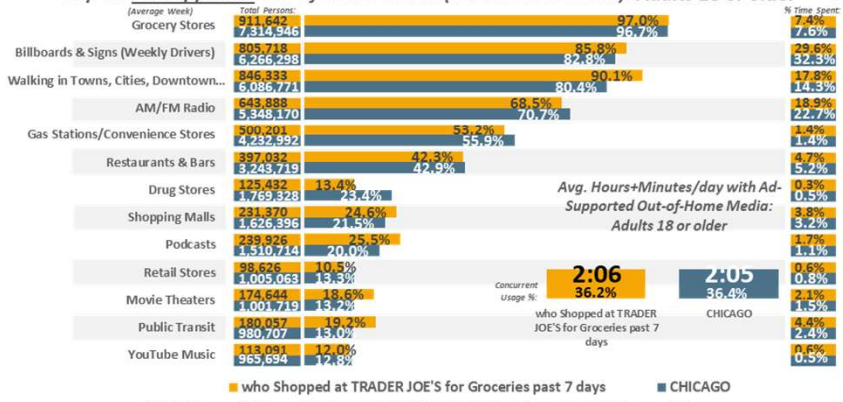
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



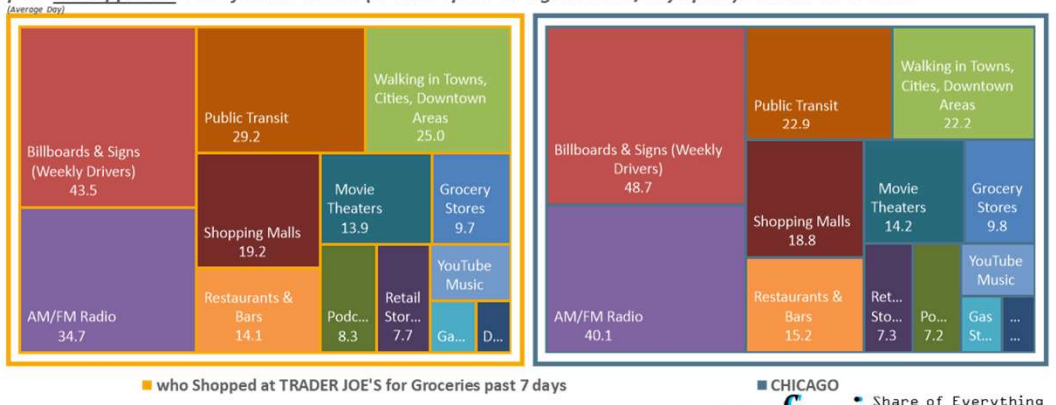
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 430

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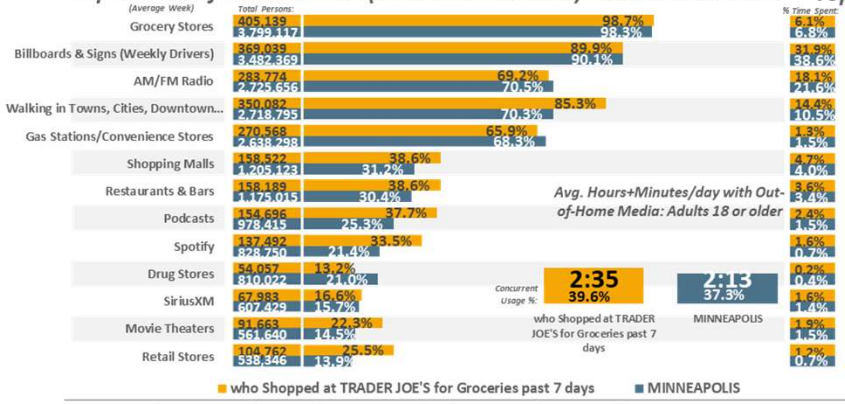
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Grocery stores shopped past 7 days (HHLD): Trader Joe's

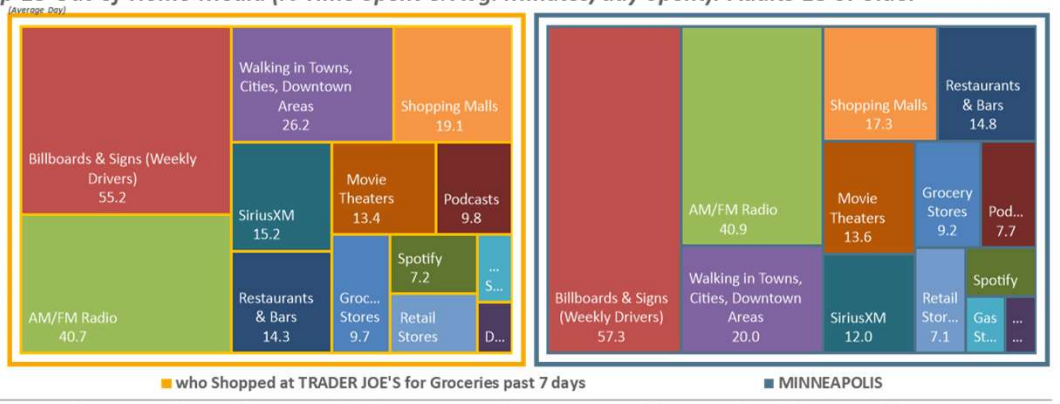
TRADER JOE'S | MSP

369,039 or 89.9% of Adults 18 or older who Shopped at TRADER JOE'S for Groceries past 7 days spend an average of 55.2 minutes per day driving, seeing Billboards and Signs. 64.% Listen to Local Radio Stations Out-of-Home for an average of 33. minutes/day.

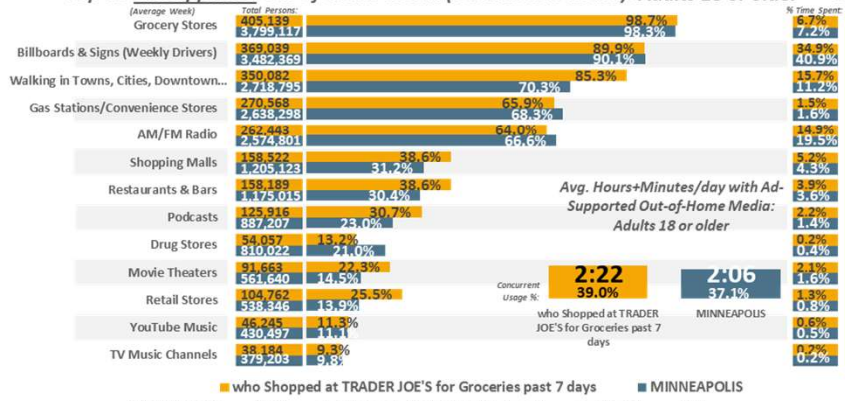
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



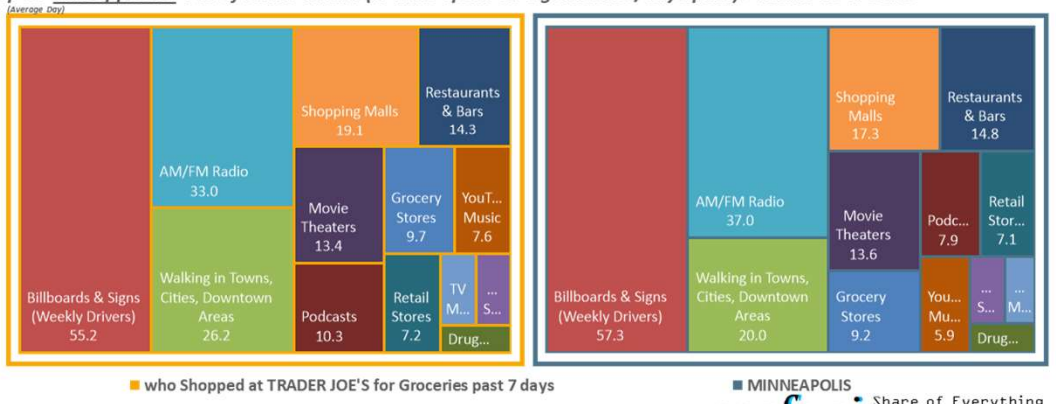
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 203

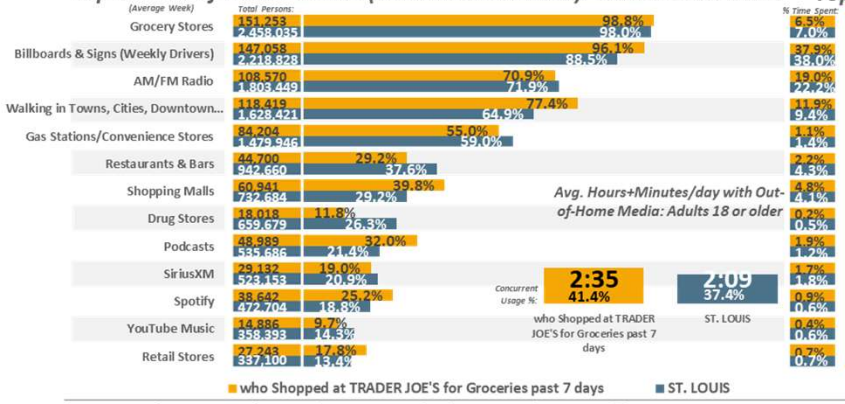
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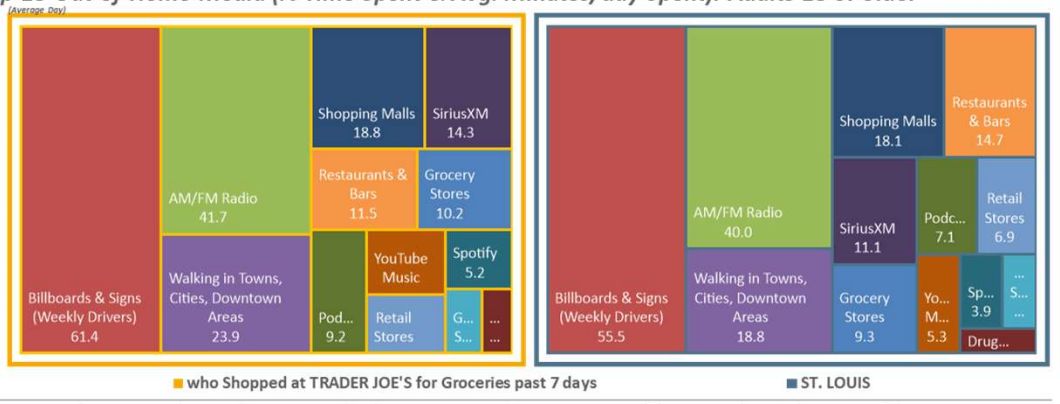
Grocery stores shopped past 7 days (HHLD): Trader Joe's

147,058 or 96.1% of Adults 18 or older who Shopped at TRADER JOE'S for Groceries past 7 days spend an average of 61.4 minutes per day driving, seeing Billboards and Signs. 64.1% Listen to Local Radio Stations Out-of-Home for an average of 35.4 minutes/day

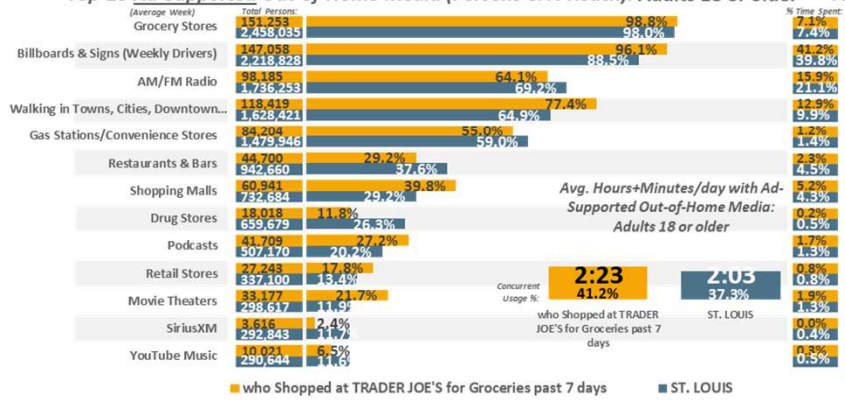
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



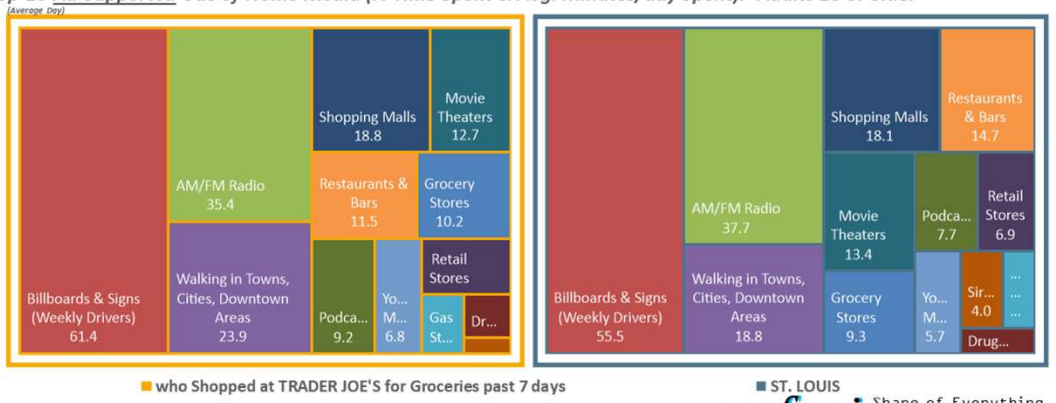
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 155

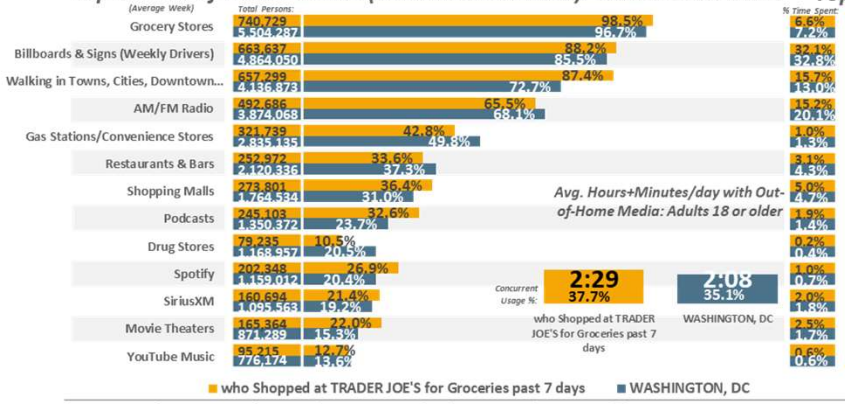
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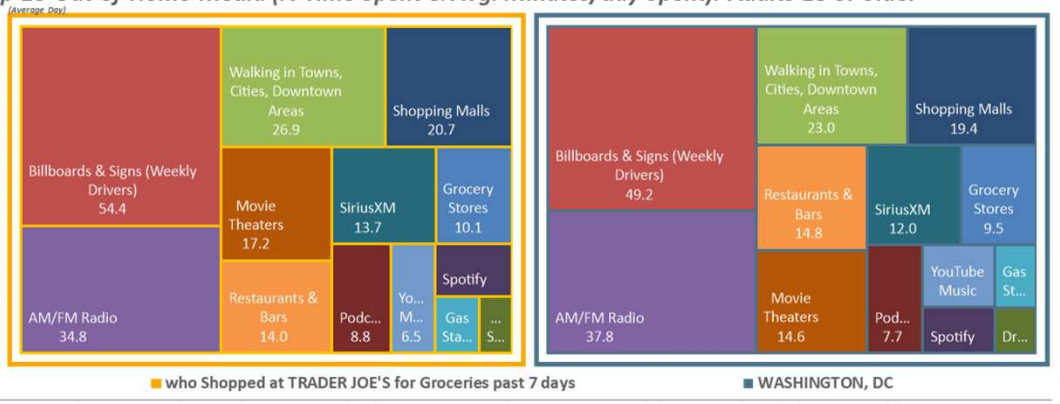
Grocery stores shopped past 7 days (HHLD): Trader Joe's

663,637 or 88.2% of Adults 18 or older who Shopped at TRADER JOE'S for Groceries past 7 days spend an average of 54.4 minutes per day driving, seeing Billboards and Signs. 60.1% Listen to Local Radio Stations Out-of-Home for an average of 28.7 minutes/day

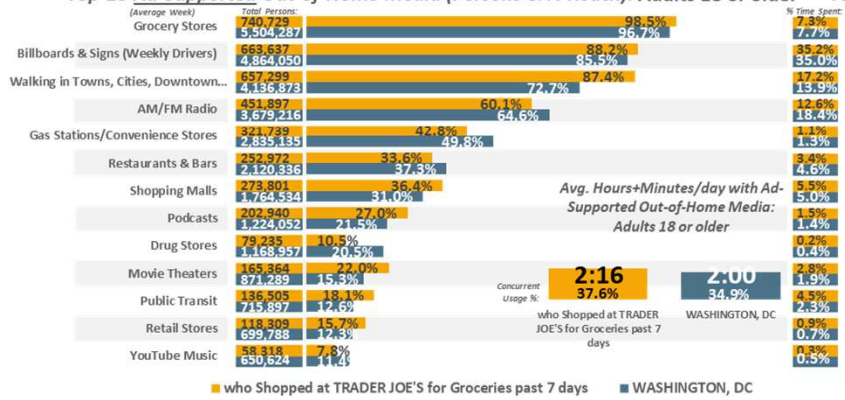
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



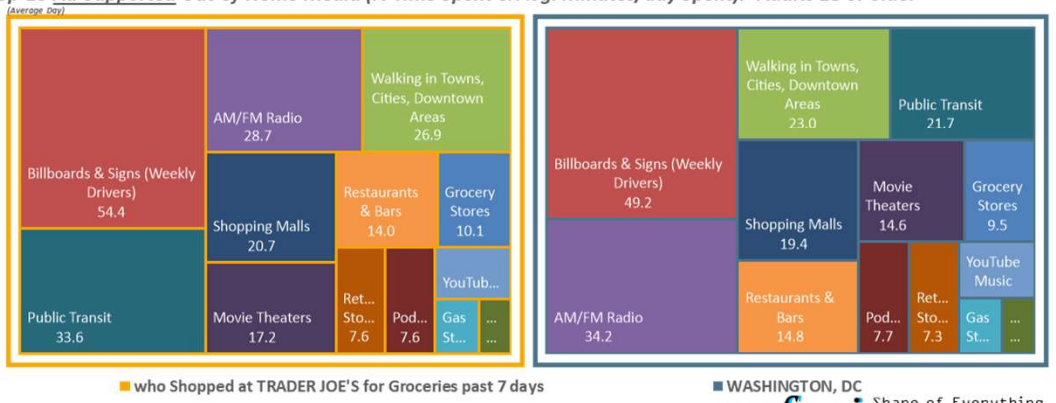
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 797

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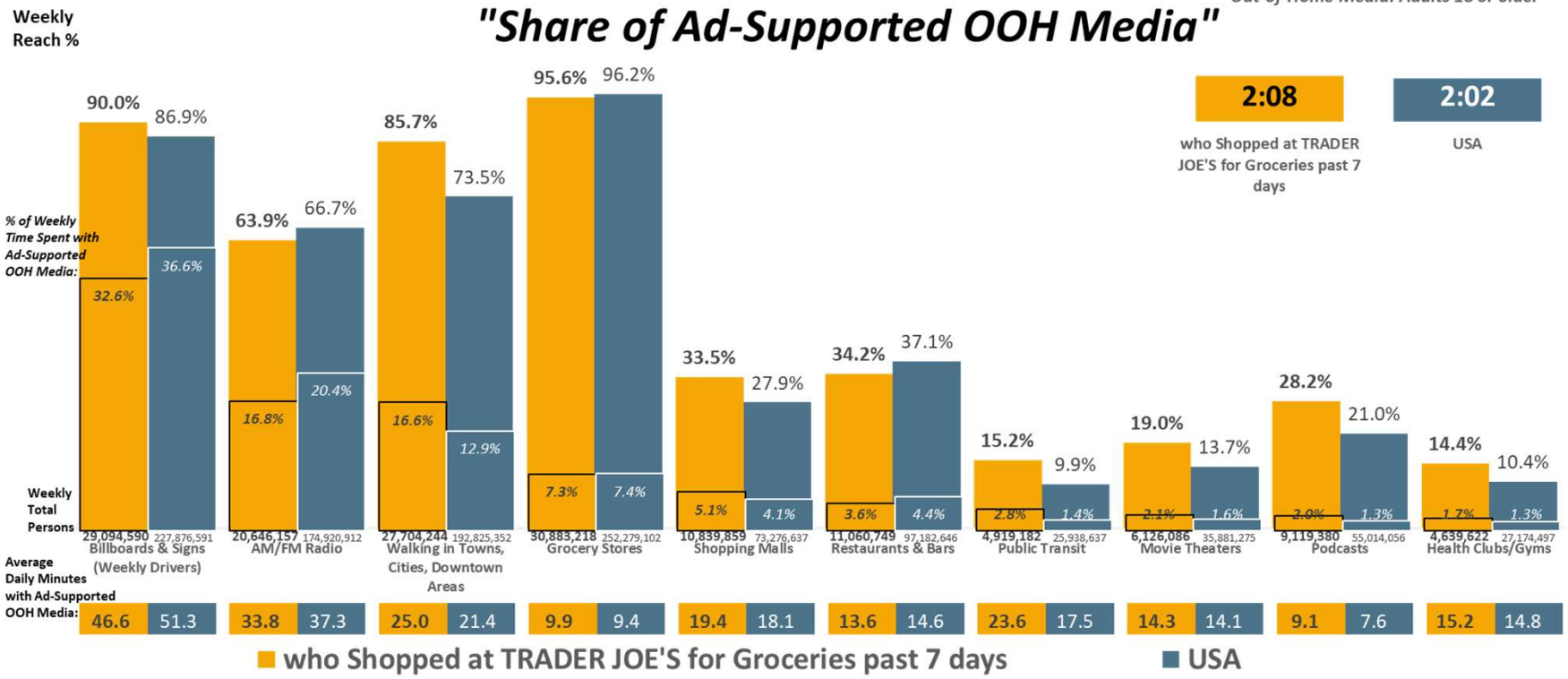
Grocery stores shopped past 7 days (HHLD): Trader Joe's



29,094,590 or 90.% of Adults 18 or older who Shopped at TRADER JOE'S for Groceries past 7 days spend an average of 46.6 minutes per day driving, seeing Billboards and Signs representing 32.6% 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"



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 3,021

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

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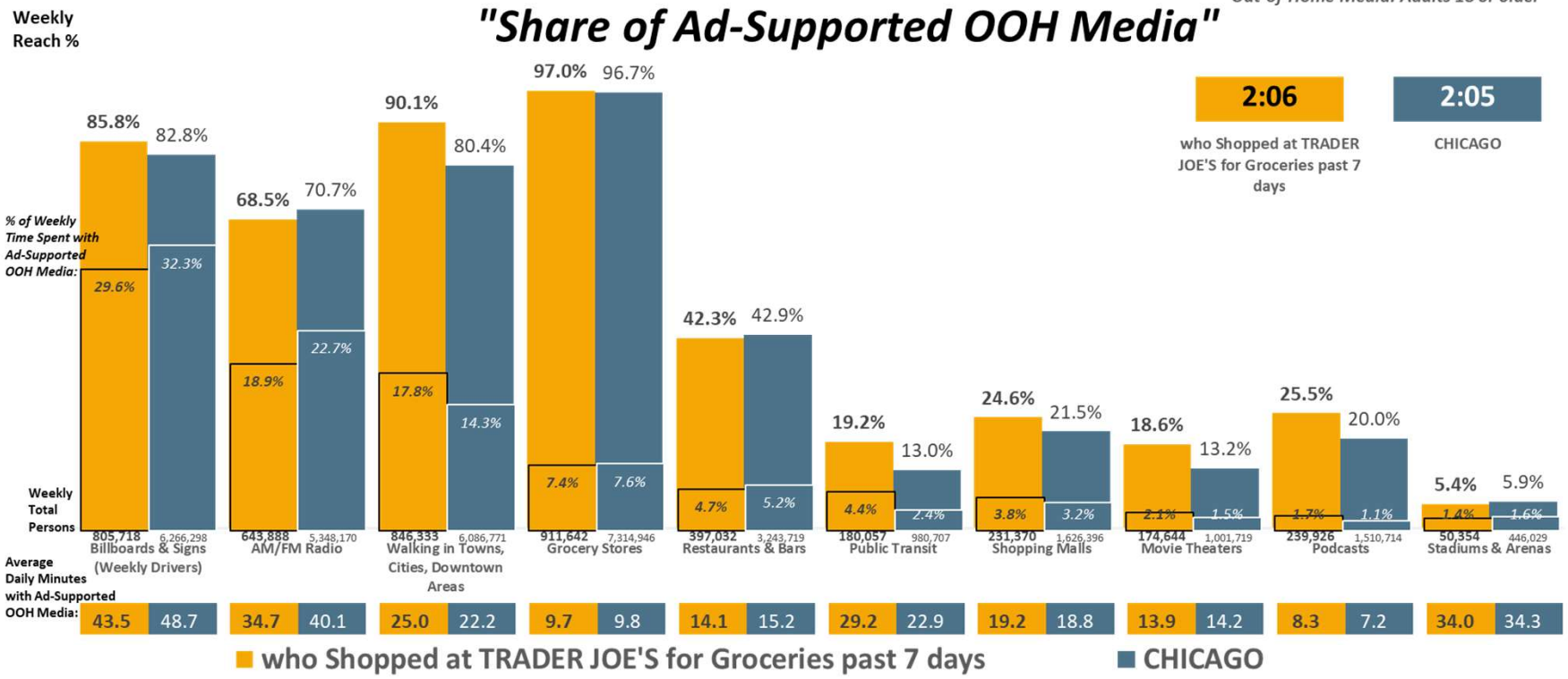
Grocery stores shopped past 7 days (HHLD): Trader Joe's



805,718 or 85.8% of Adults 18 or older who Shopped at TRADER JOE'S for Groceries past 7 days spend an average of 43.5 minutes per day driving, seeing Billboards and Signs representing 29.6% 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"



CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 430 CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 3,420

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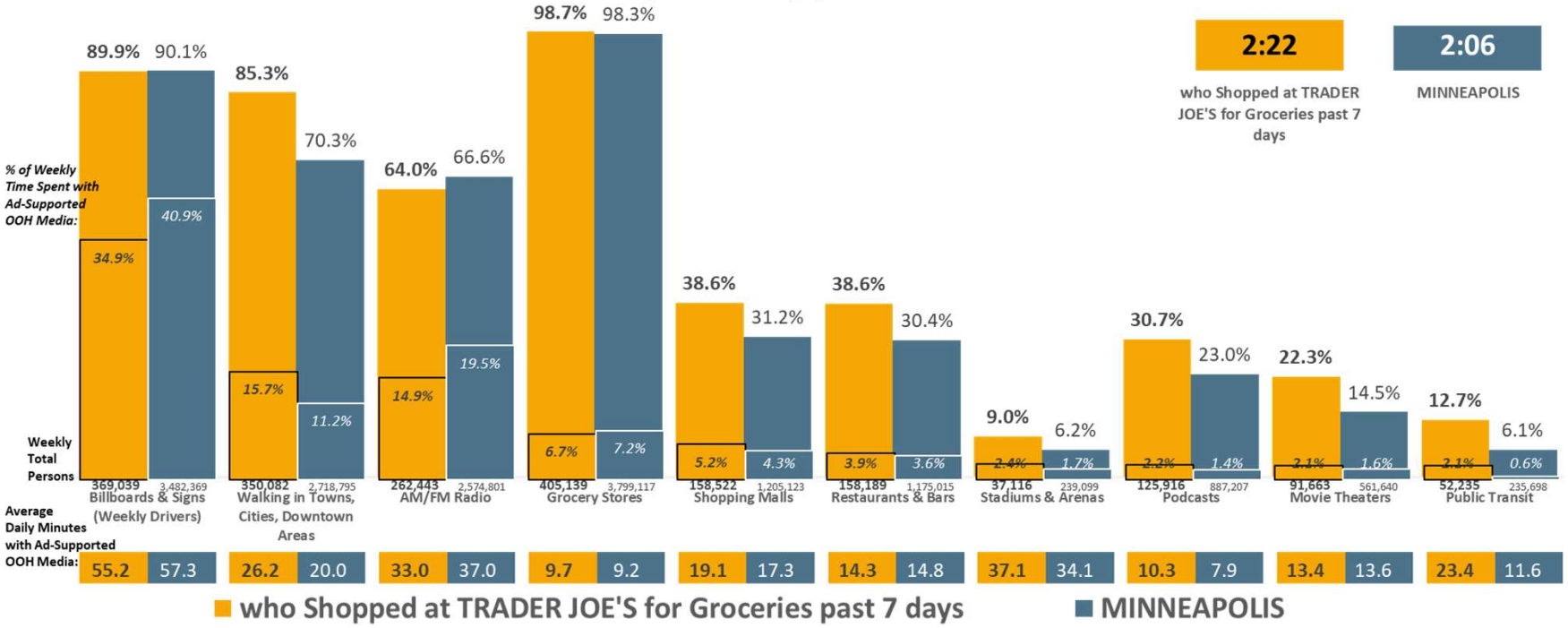
Grocery stores shopped past 7 days (HHLD): Trader Joe's



369,039 or 89.9% of Adults 18 or older who Shopped at TRADER JOE'S for Groceries past 7 days spend an average of 55.2 minutes per day driving, seeing Billboards and Signs representing 34.9% 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"



MINNEAPOLIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 203 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,862

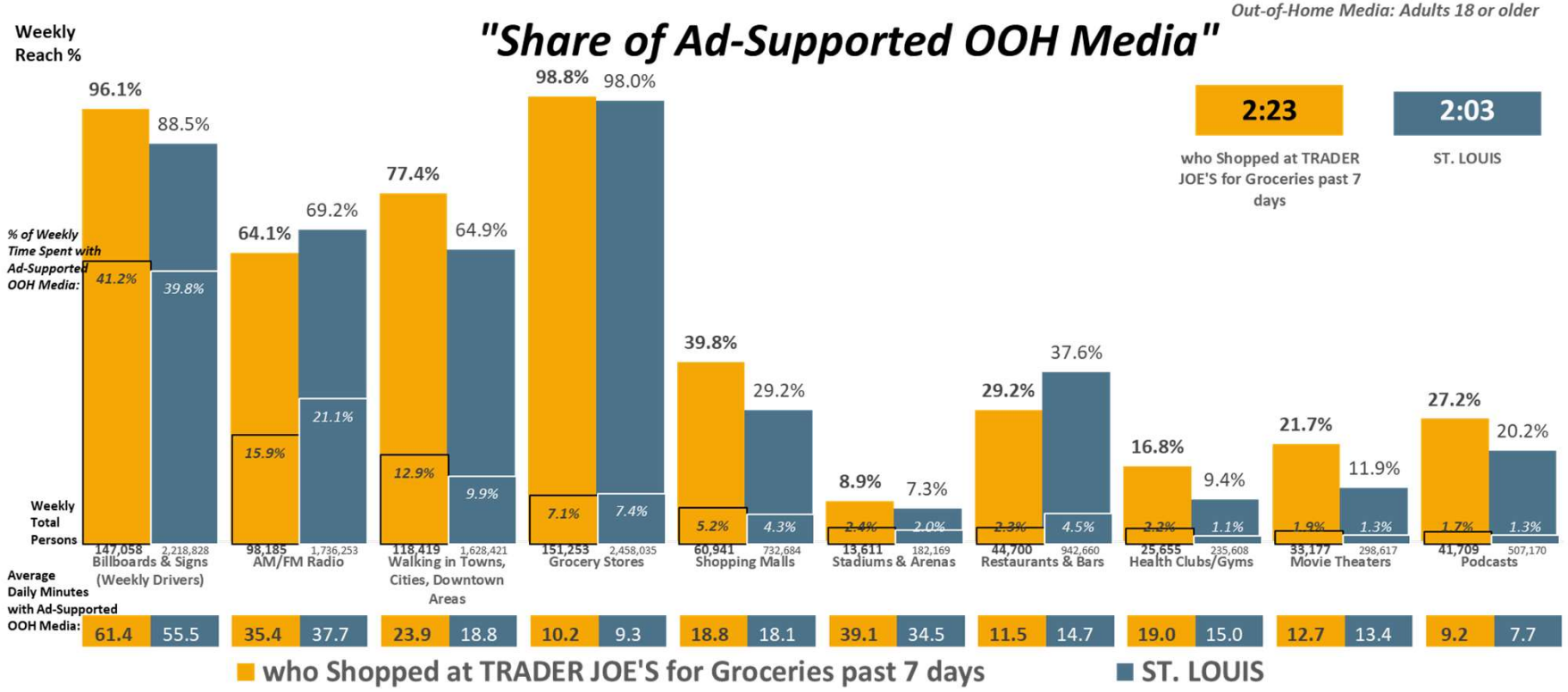
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Grocery stores shopped past 7 days (HHLD): Trader Joe's

147,058 or 96.1% of Adults 18 or older who Shopped at TRADER JOE'S for Groceries past 7 days spend an average of 61.4 minutes per day driving, seeing Billboards and Signs representing 41.2% 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



ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 155 ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,933

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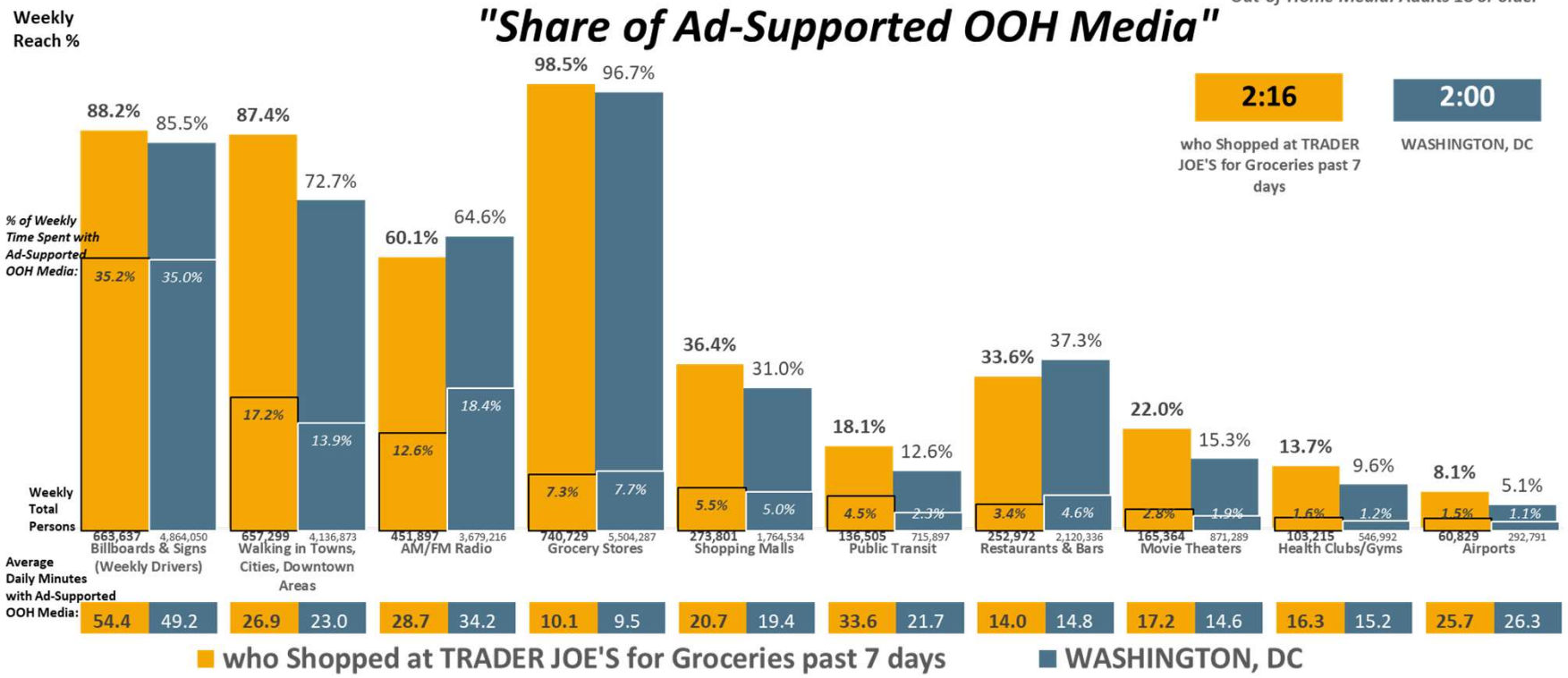
Grocery stores shopped past 7 days (HHLD): Trader Joe's



663,637 or 88.2% of Adults 18 or older who Shopped at TRADER JOE'S for Groceries past 7 days spend an average of 54.4 minutes per day driving, seeing Billboards and Signs representing 35.2% 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 797 WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 5,557

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

TRADER JOE'S — CHI

805,718 or 85.8% of Adults 18 or older who Shopped at TRADER JOE'S for Groceries past 7 days spend an average of 43.5 minutes per day driving an average of 25.3 miles each day and are 70.4% more likely to use Ronald Reagan Memorial Tollway (I-88) than the

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

	who Shopped at TRADER JOE'S for Groceries past 7 days		CHICAGO	
Dan Ryan Expressway (I-90/I-94)	316,691	33.7%	2,107,090	27.8%
Kennedy Expressway (I-90/I-94)	306,938	32.7%	1,644,472	21.7%
I-355/Veterans Memorial Tollway	249,296	26.5%	1,208,461	16.0%
Eisenhower Expressway (I-290)	247,205	26.3%	1,862,870	24.6%
Stevenson Expressway (I-55)	237,565	25.3%	1,535,131	20.3%
Route 34 (Ogden Avenue)	213,363	22.7%	1,280,291	16.9%
Ronald Reagan Memorial Tollway (I-88)	210,390	22.4%	994,166	13.1%
Western Avenue	209,854	22.3%	1,154,070	15.3%
Harlem Avenue	199,192	21.2%	1,530,251	20.2%
Cicero Avenue	188,906	20.1%	1,540,447	20.4%
Edens Expressway (I-94)	185,138	19.7%	1,057,229	14.0%
Tristate Tollway (I-294/I-94)	184,240	19.6%	1,432,354	18.9%
Route 38 (Roosevelt Road)	176,833	18.8%	1,249,848	16.5%
LaGrange Road	174,906	18.6%	1,207,395	16.0%
US 83	172,786	18.4%	951,835	12.6%
Route 64 (North Avenue)	168,844	18.0%	1,247,796	16.5%
Touhy Avenue	159,894	17.0%	772,084	10.2%
I-57	144,125	15.3%	975,754	12.9%
Fullerton Avenue	136,911	14.6%	827,057	10.9%
US 14 (Northwest Highway)	134,964	14.4%	722,975	9.6%
Jane Addams Memorial Tollway (I-90)	120,987	12.9%	862,545	11.4%
Rand Road (US 12)	113,065	12.0%	526,111	7.0%
Route 53	111,361	11.9%	880,052	11.6%
159th Street	101,288	10.8%	534,452	7.1%
Route 59	98,081	10.4%	1,079,211	14.3%
Route 41	96,545	10.3%	707,746	9.4%

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

Avg. Miles/Day Driving: 25.3

0:43 who Shopped at TRADER JOE'S for Groceries past 7 days

0:48 (28.4) CHICAGO

Top-26 Residential Zip Codes: Adults 18 or older

60402	36,822	3.92%	194,545	2.57%
60654	32,504	3.46%	47,991	0.63%
60615	31,018	3.30%	58,903	0.78%
60657	23,314	2.48%	68,917	0.91%
60616	19,820	2.11%	46,719	0.62%
60030	18,131	1.93%	31,09	0.41%
60608	17,922	1.91%	65,225	0.86%
60638	17,224	1.83%	87,524	1.16%
60016	15,893	1.69%	39,429	0.52%
60010	15,799	1.68%	22	0.30%
60448	15,498	1.65%	9	0.26%
60452	14,973	1.59%	27,5	0.36%
60629	14,953	1.59%	162,355	2.15%
60560	14,815	1.58%	27,0	0.36%
60302	13,678	1.46%	23	0.31%
60540	12,319	1.31%	23	0.31%
60618	12,274	1.31%	87,003	1.15%
60201	12,201	1.30%	45,949	0.61%
60005	11,646	1.24%	36,616	0.48%
60617	11,024	1.17%	99,006	1.31%
60647	10,906	1.16%	56,953	0.75%
60613	10,203	1.09%	55,903	0.74%
60089	9,566	1.02%	17	0.23%
60619	9,392	1.00%	42,721	0.56%
60622	9,362	1.00%	32,27	0.43%
60641	9,231	0.98%	82,371	1.09%

Top-26 Employment Zip Codes: Adults 18 or older

60611	39,487	4.20%	93,844	1.24%
60601	20,512	2.18%	121,994	1.61%
60606	20,364	2.17%	133,580	1.77%
60452	18,419	1.96%	18	0.24%
60402	17,825	1.90%	37,288	0.49%
60030	17,652	1.88%	23,9	0.32%
60064	14,920	1.59%	17	0.23%
60604	14,791	1.57%	48,112	0.64%
60560	13,708	1.46%	21	0.29%
60637	13,299	1.42%	19	0.26%
78741	0	0.00%	0	0.00%
60607	12,007	1.28%	63,010	0.83%
60654	11,373	1.21%	36,57	0.48%
60118	10,402	1.11%	11	0.16%
60640	9,979	1.06%	26,0	0.34%
60614	9,414	1.00%	32,60	0.43%
60612	9,346	0.99%	43,142	0.57%
60304	9,014	0.96%	1	0.14%
60418	8,932	0.95%	14	0.19%
60525	8,767	0.93%	21	0.29%
60647	8,554	0.91%	29,28	0.39%
60608	8,459	0.90%	50,461	0.67%
60628	8,423	0.90%	12	0.17%
60563	8,330	0.89%	23,7	0.31%
60624	7,951	0.85%	12	0.16%
60515	7,717	0.82%	49,383	0.65%

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CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 430

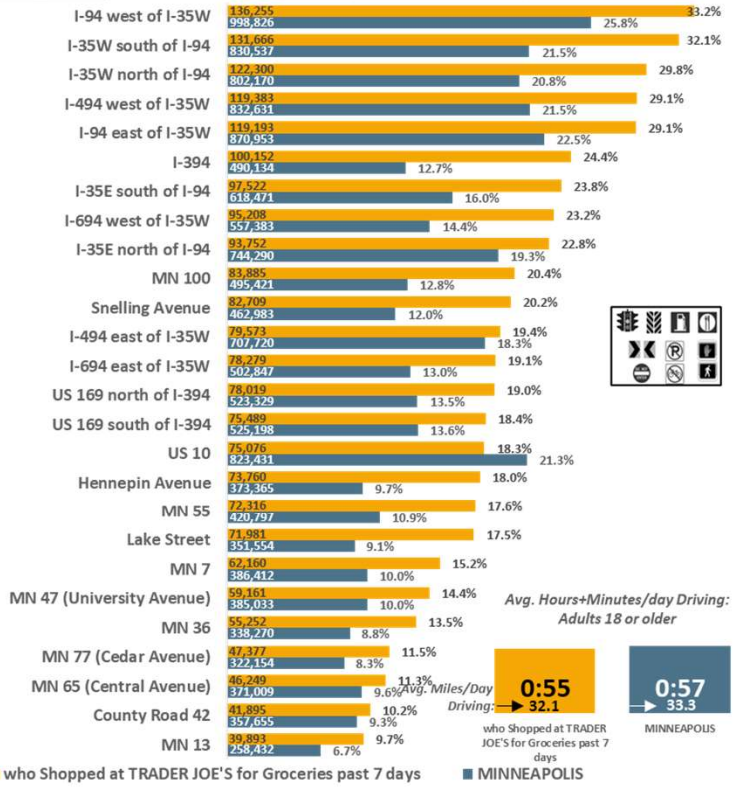
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Grocery stores shopped past 7 days (HHLD): Trader Joe's

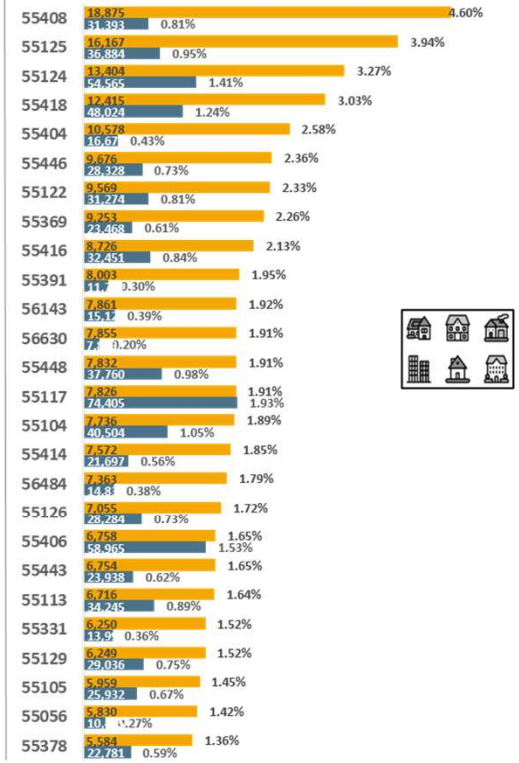


369,039 or 89.9% of Adults 18 or older who Shopped at TRADER JOE'S for Groceries past 7 days spend an average of 55.2 minutes per day driving an average of 32.1 miles each day and are 92.9% more likely to use Lake Street than the Metro average.

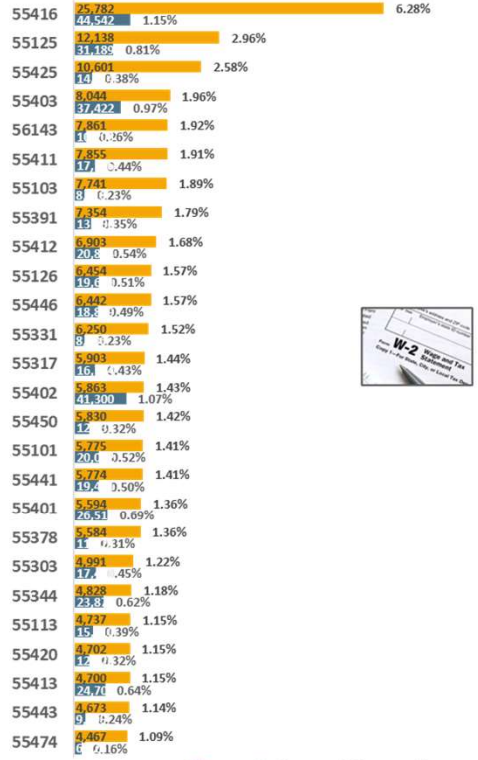
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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MINNEAPOLIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 203

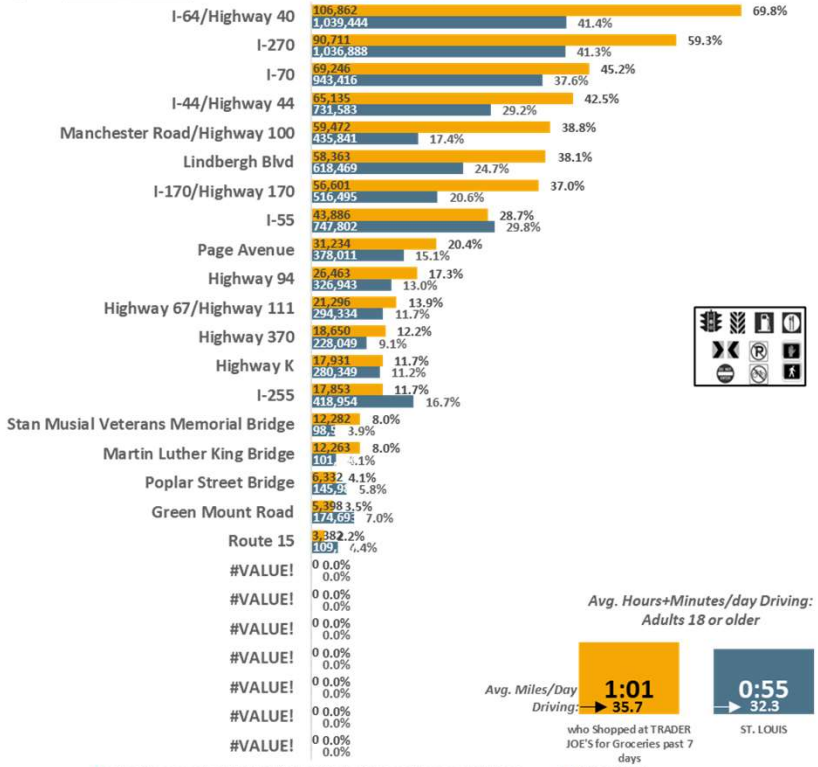
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Grocery stores shopped past 7 days (HHLD): Trader Joe's

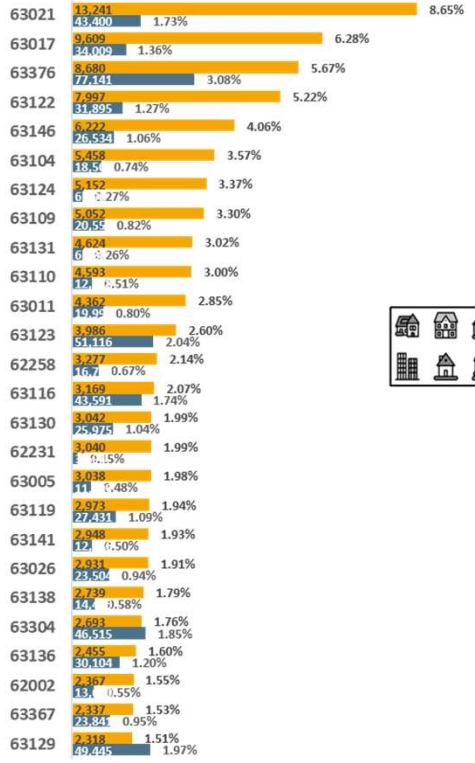


147,058 or 96.1% of Adults 18 or older who Shopped at TRADER JOE'S for Groceries past 7 days spend an average of 61.4 minutes per day driving an average of 35.7 miles each day and are 123.5% more likely to use Manchester Road/Highway 100 than the Metro av

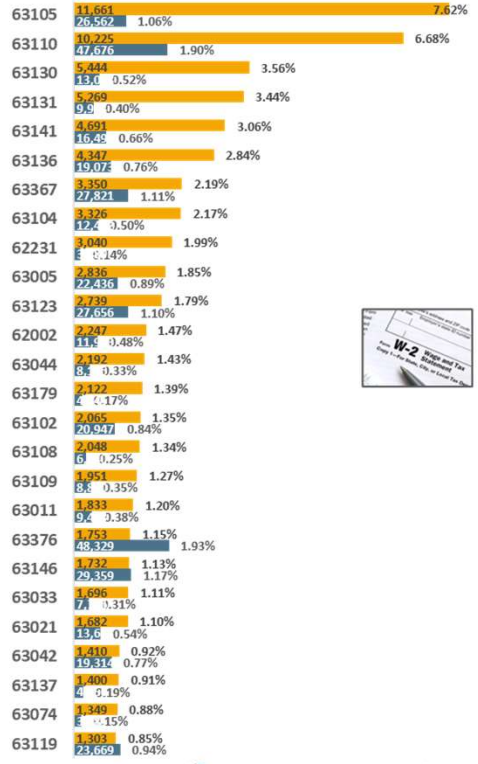
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 155

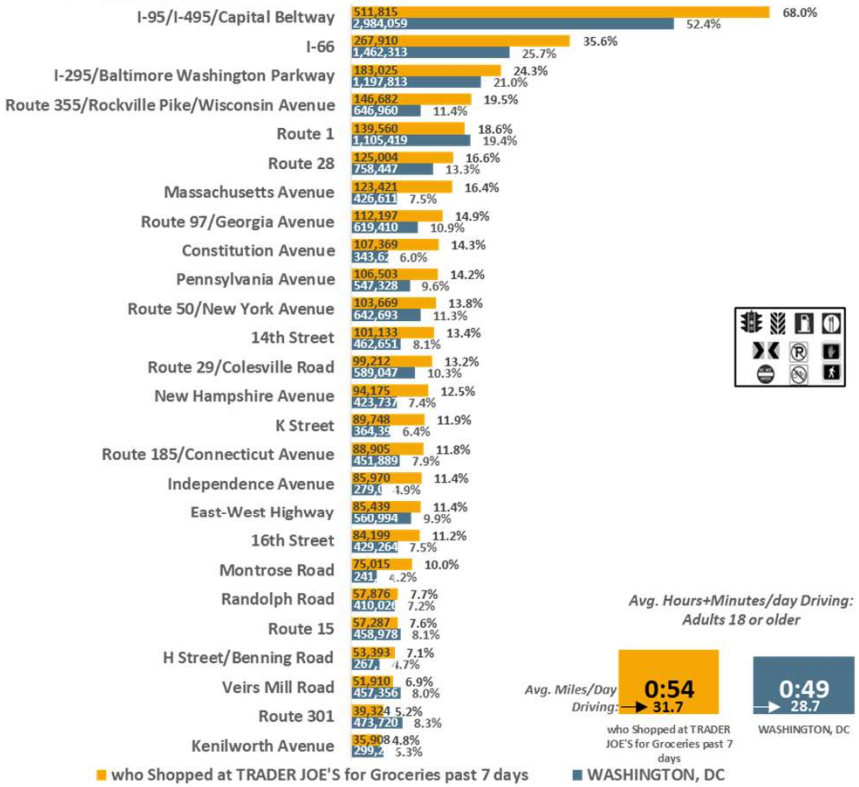
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Grocery stores shopped past 7 days (HHLD): Trader Joe's



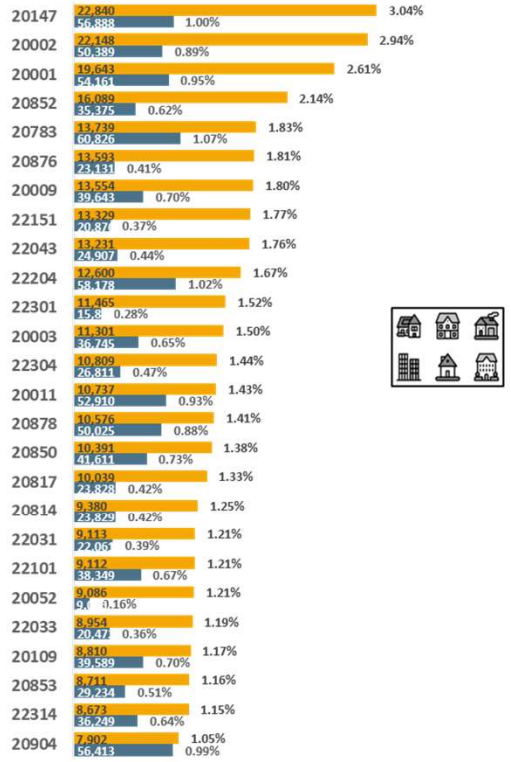
663,637 or 88.2% of Adults 18 or older who Shopped at TRADER JOE'S for Groceries past 7 days spend an average of 54.4 minutes per day driving an average of 31.7 miles each day and are 136.4% more likely to use Constitution Avenue than the Metro average.

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

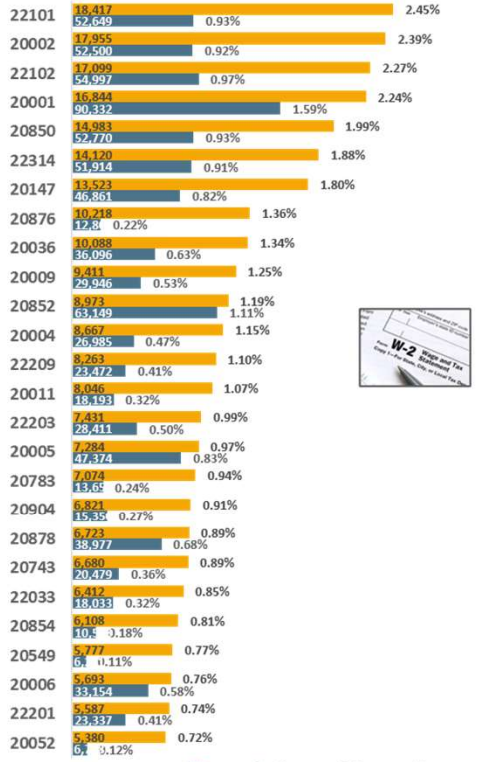


Avg. Hours+Minutes/day Driving: Adults 18 or older

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



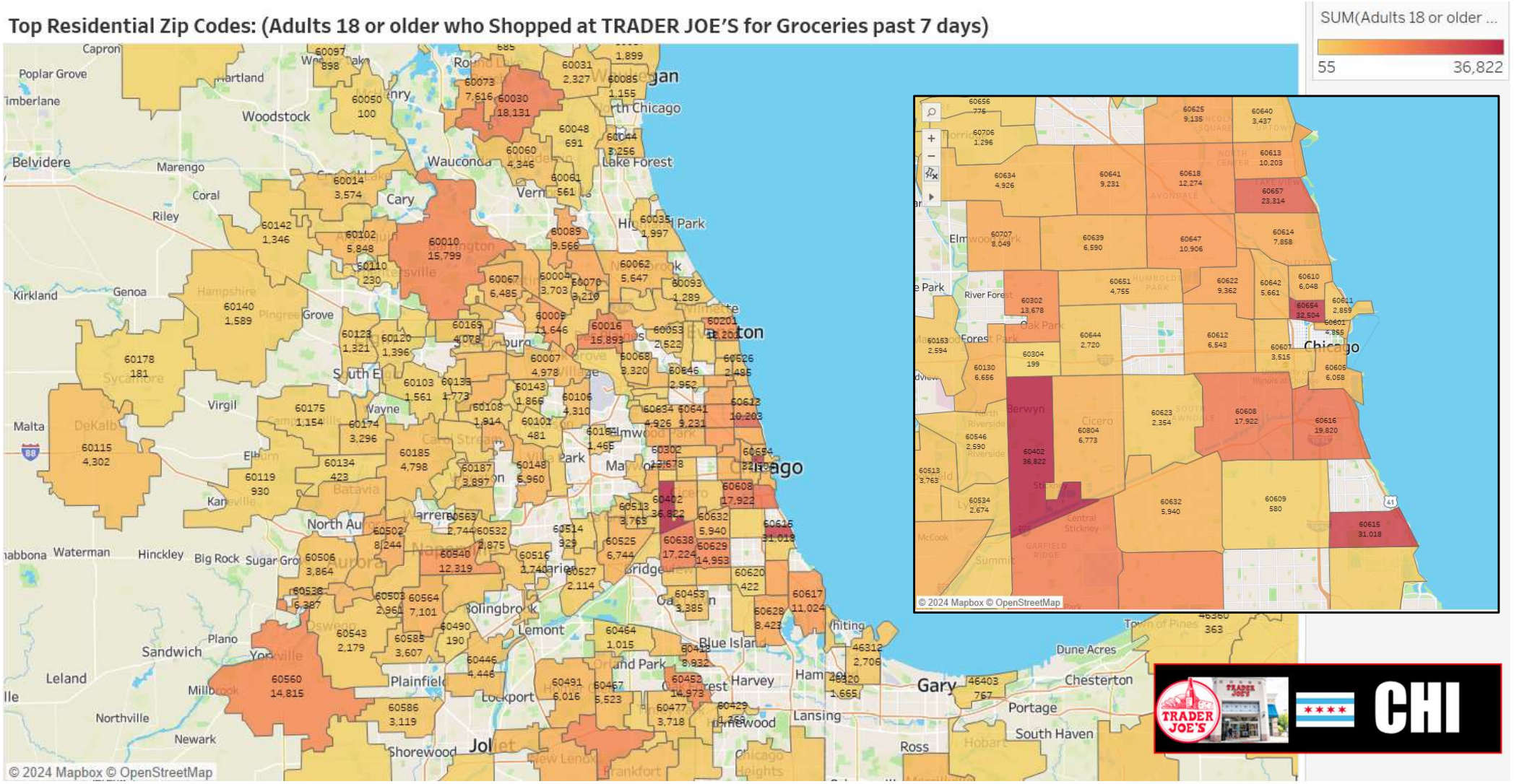
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WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 797

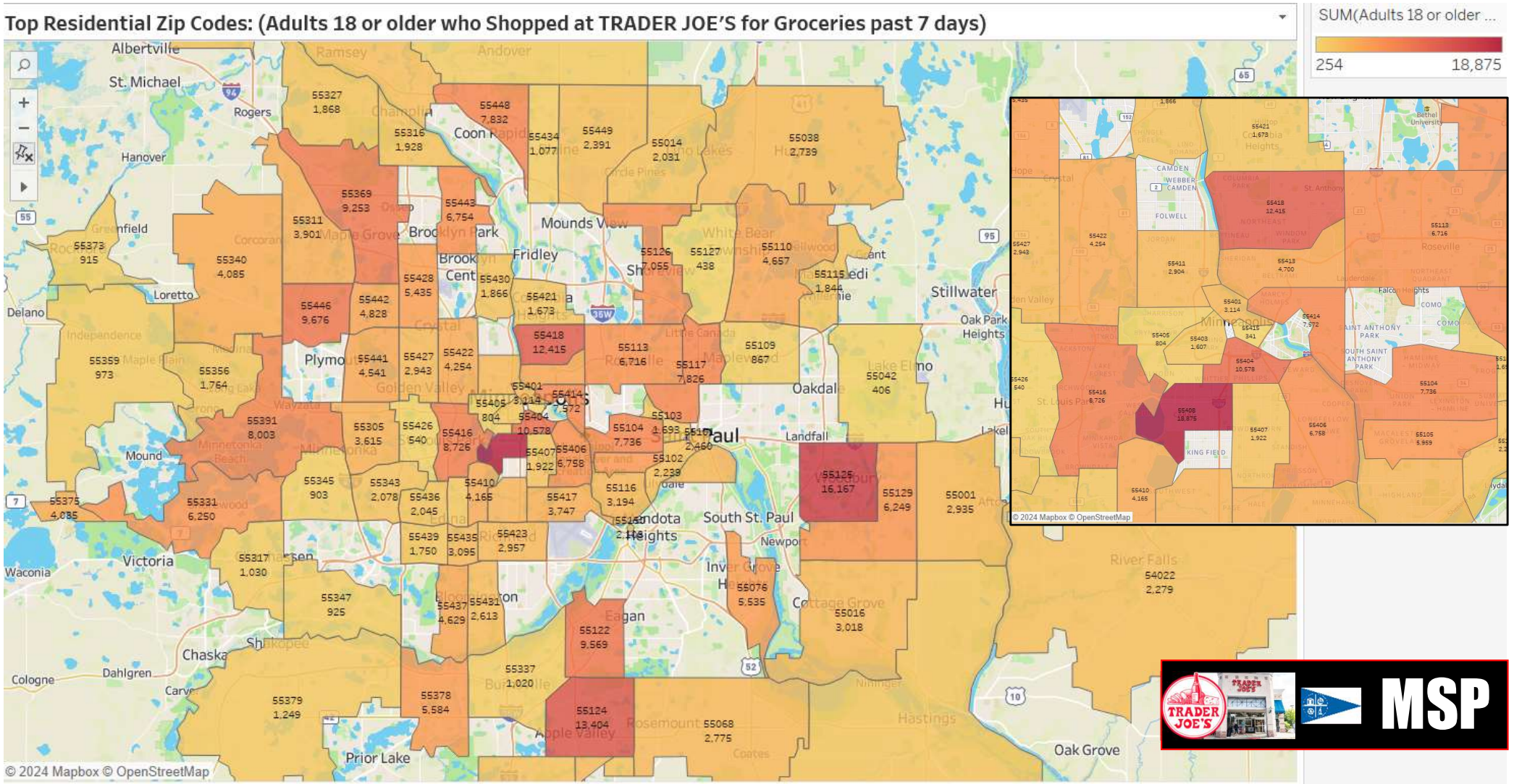
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Grocery stores shopped past 7 days (HHLD): Trader Joe's

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

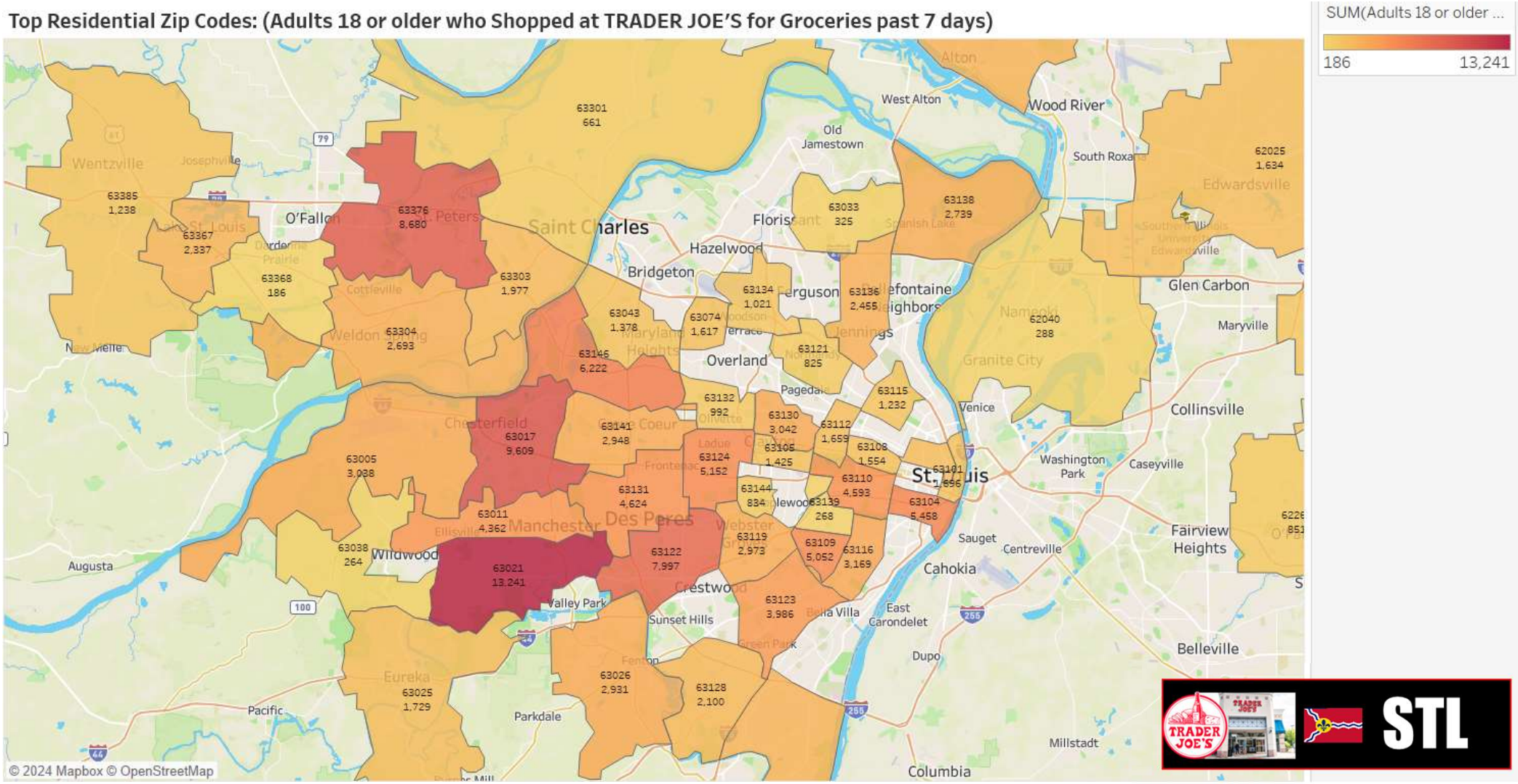


Grocery stores shopped past 7 days (HHLD): Trader Joe's



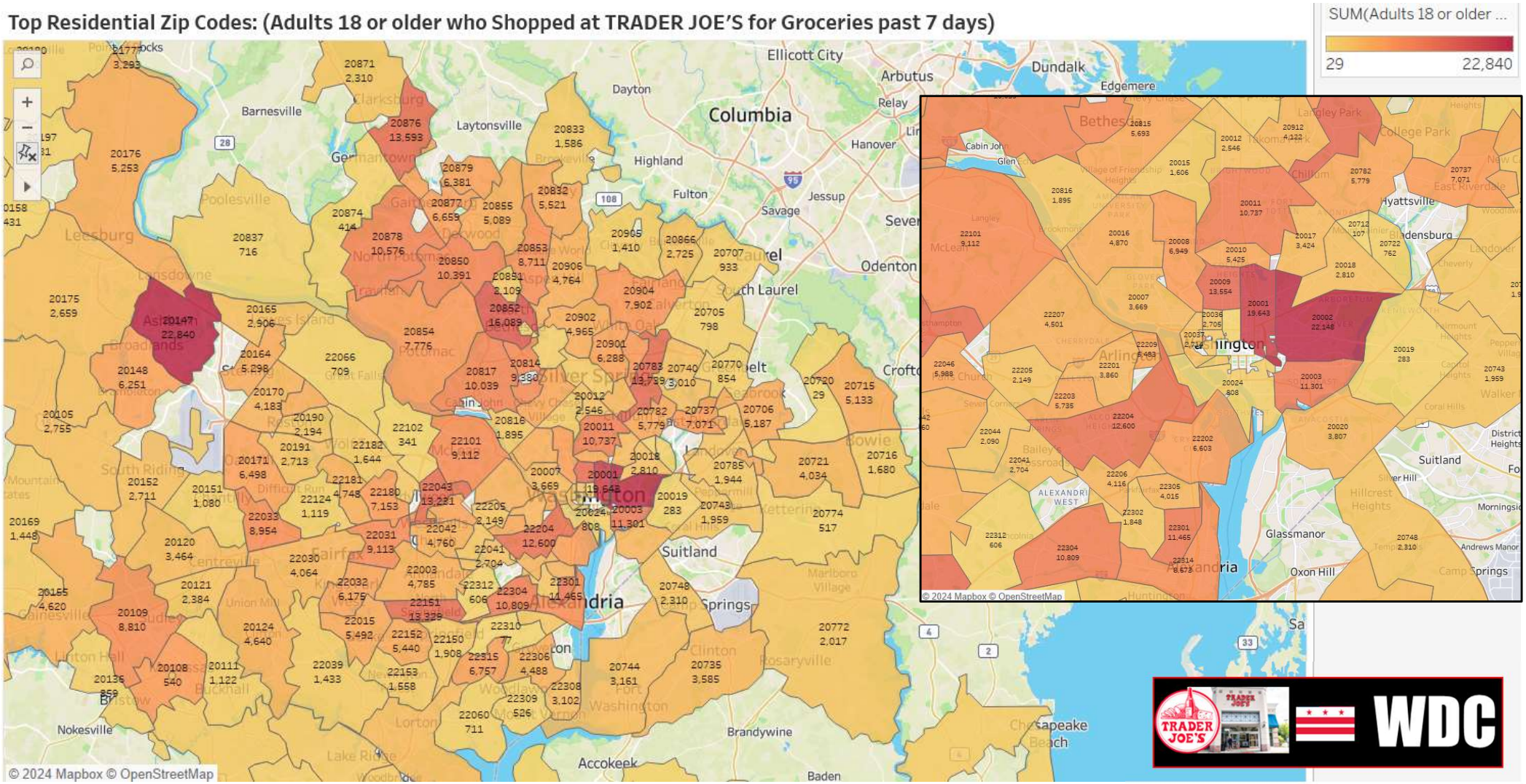
Grocery stores shopped past 7 days (HHLD): Trader Joe's

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



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

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

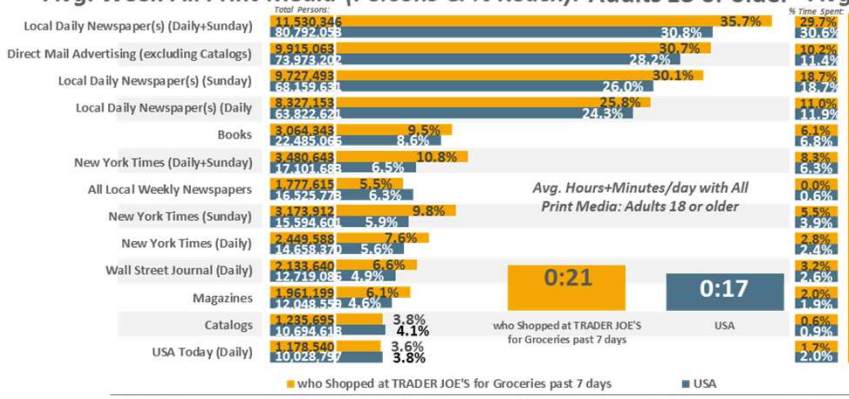


Grocery stores shopped past 7 days (HHLD): Trader Joe's

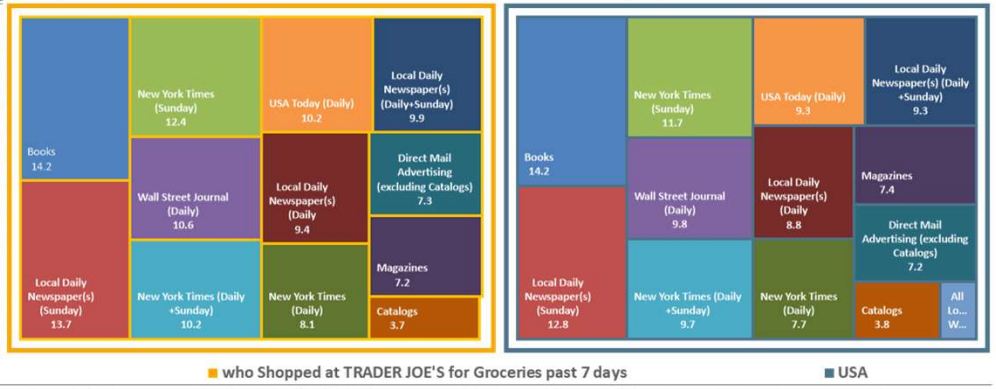


11,530,346 or 35.7% of Adults 18 or older who Shopped at TRADER JOE'S for Groceries past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.9 minutes every day representing 31.7% of all time spent daily with All forms of Print Media.

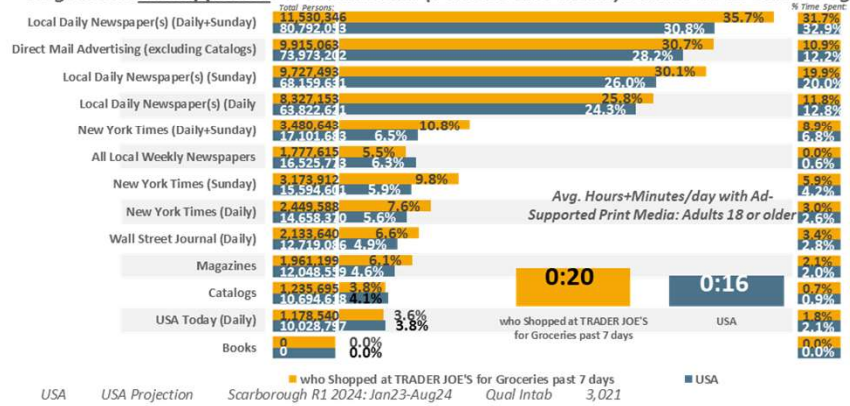
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



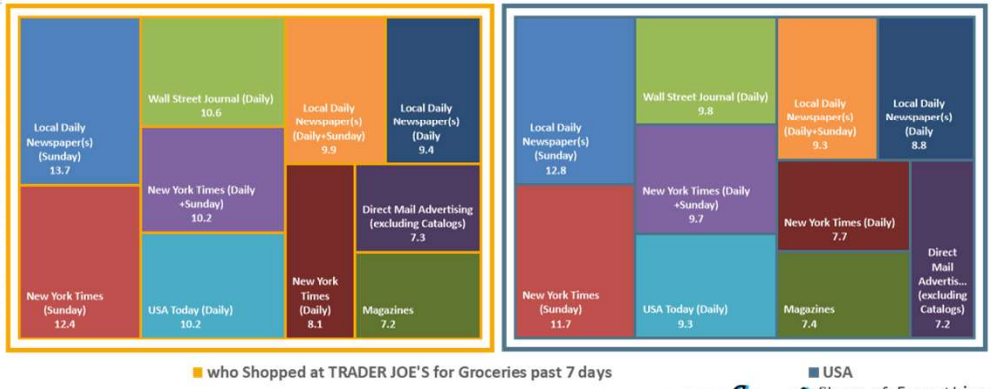
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 3,021

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

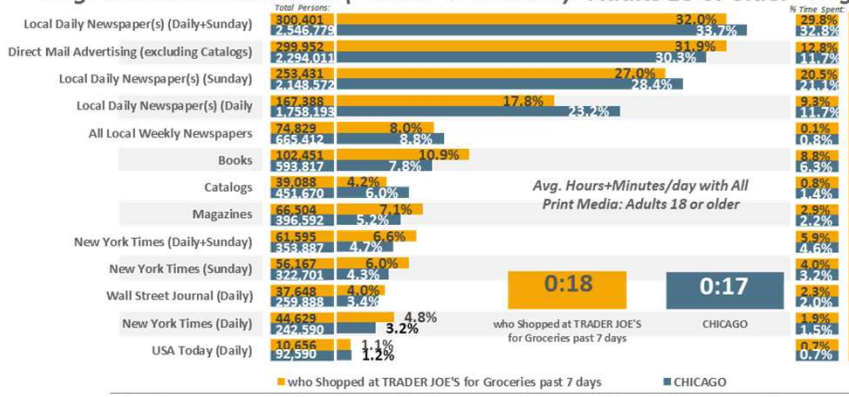
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Grocery stores shopped past 7 days (HHLD): Trader Joe's

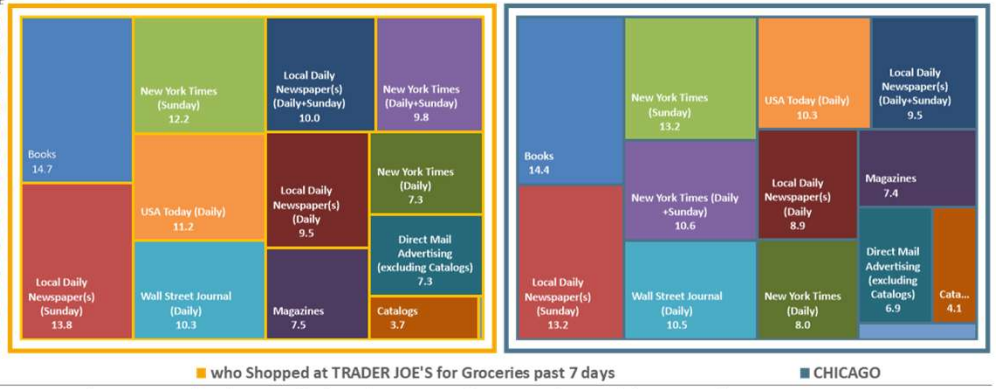


300,401 or 32.% of Adults 18 or older who Shopped at TRADER JOE'S for Groceries past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10. minutes every day representing 32.7% of all time spent daily with All forms of Print Media.

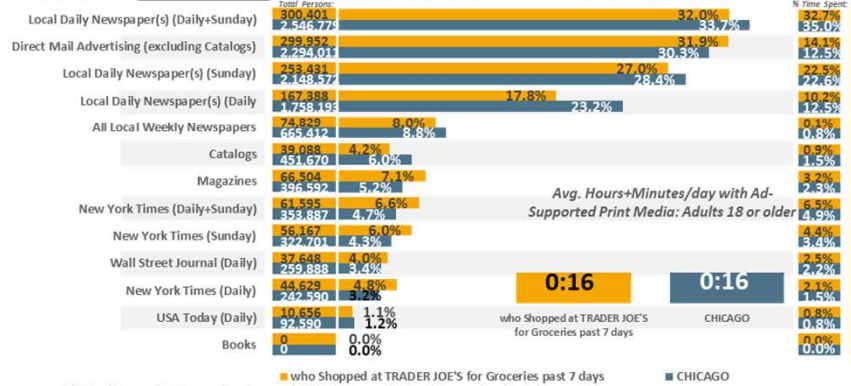
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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 430

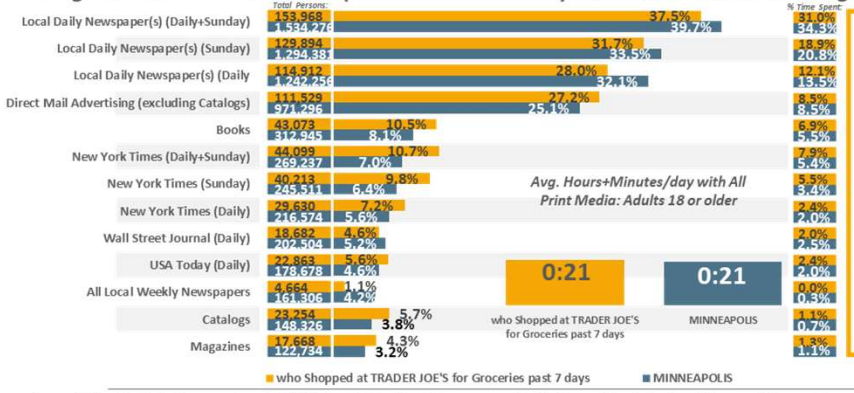
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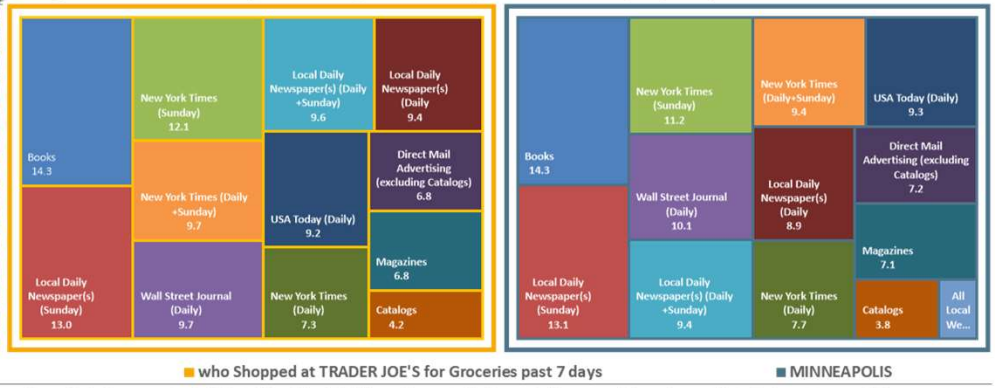
Grocery stores shopped past 7 days (HHLD): Trader Joe's

153,968 or 37.5% of Adults 18 or older who Shopped at TRADER JOE'S for Groceries past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.6 minutes every day representing 33.3% of all time spent daily with All forms of Print Media.

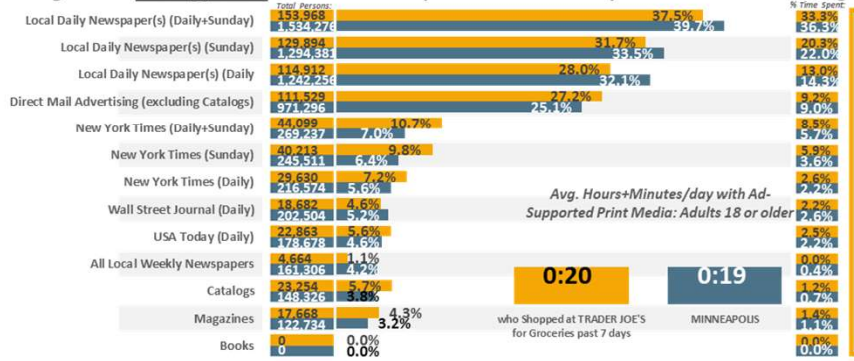
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



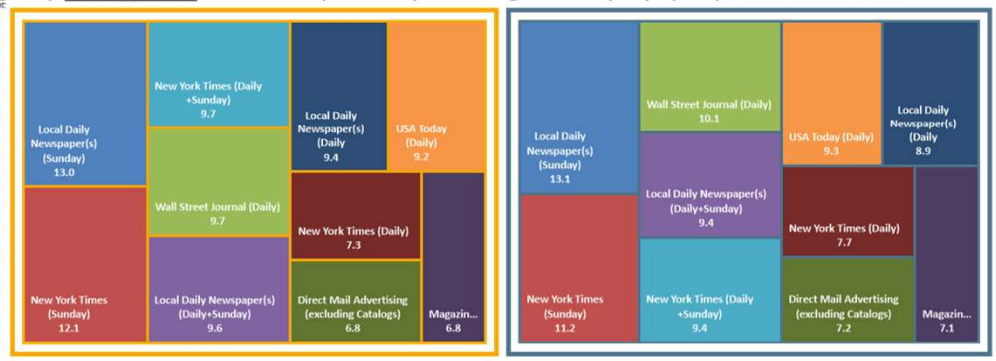
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MINNEAPOLIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 203

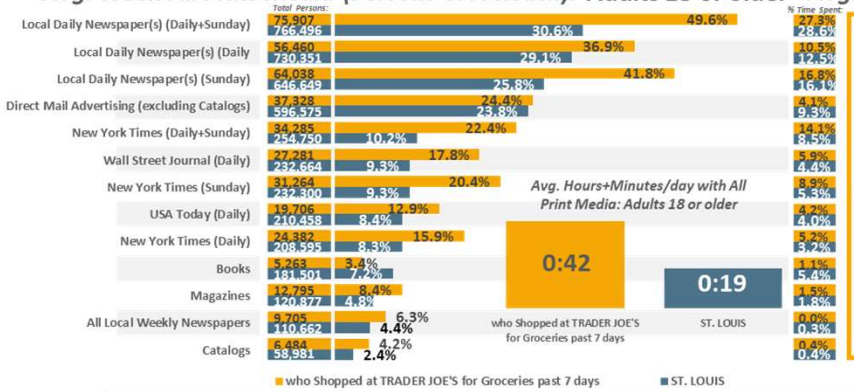
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Grocery stores shopped past 7 days (HHLD): Trader Joe's

75,907 or 49.6% of Adults 18 or older who Shopped at TRADER JOE'S for Groceries past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 12.4 minutes every day representing 27.6% of all time spent daily with All forms of Print Media.

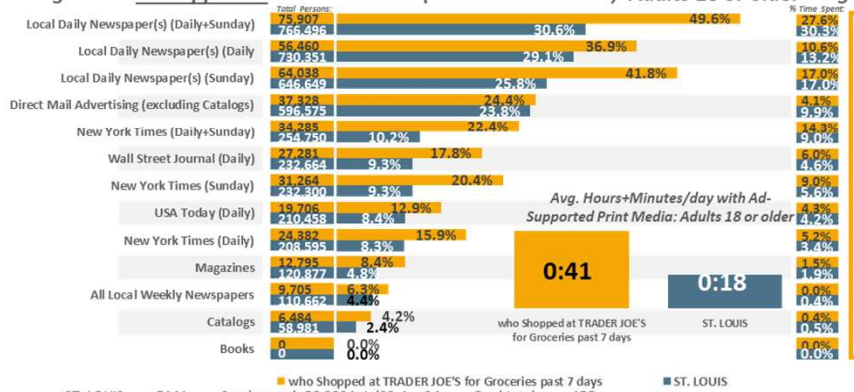
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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 155

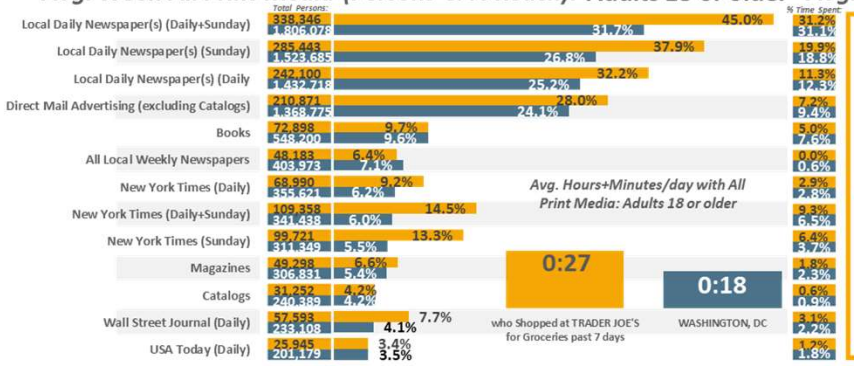
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Grocery stores shopped past 7 days (HHLD): Trader Joe's

338,346 or 45.% of Adults 18 or older who Shopped at TRADER JOE'S for Groceries past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.5 minutes every day representing 32.9% of all time spent daily with All forms of Print Media.

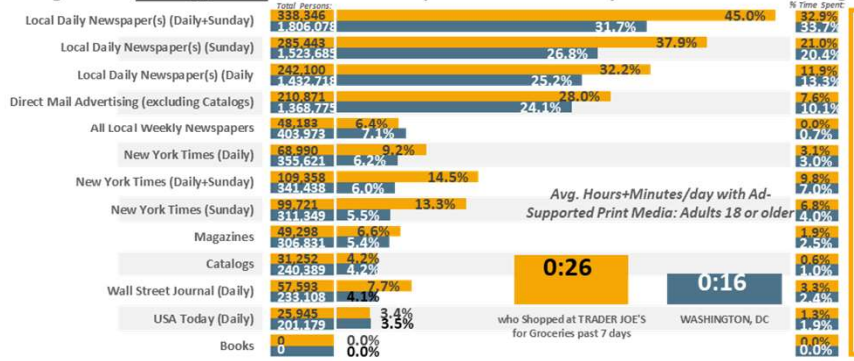
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



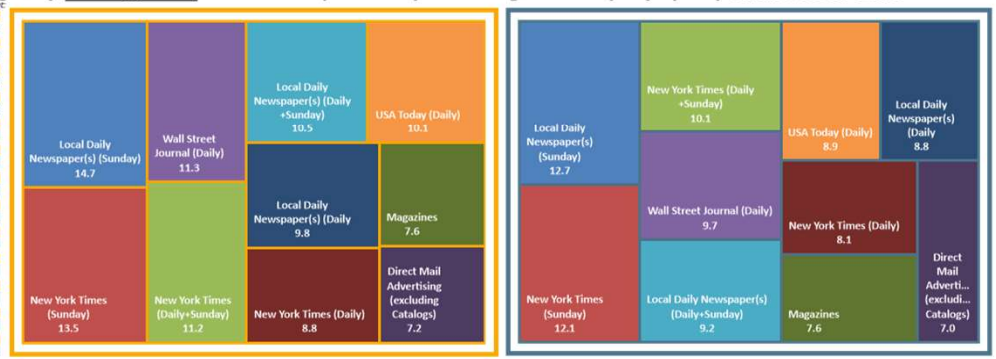
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 797

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