USA–5 GROCERY STORES of the Minneapolis-St. Paul DMA...

Brand New Data as of JULY 31, 2026!

Complete Demographic & Media Use Profiles









Cub MSP

SUPER TARGET MSP

KOWALSKI'S MARKETS MSP

COBORN'S MSP

L&B LUNDS&BYERLYS MSP

Hubbard media that connects

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

Grocery stores shopped past 7 days (HHLD): Cub Foods

Grocery stores shopped past 7 days (HHLD): Target/SuperTarget

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

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

Grocery stores shopped past 7 days (HHLD): Lunds & Byerlys

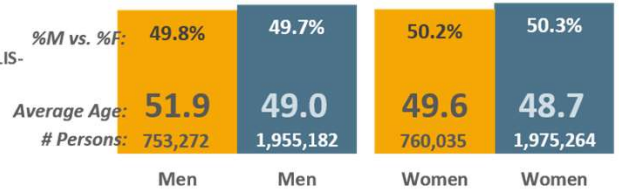
38.5% or 1,513,307 of MINNEAPOLIS-ST. PAUL DMA Adults 18 or older Shopped at CUB FOODS in the past 7 days. Typical Adults 18 or older who Shopped at CUB FOODS in the past 7 days are 50.7 years old (3.9% older than average) and have a $126,466 (7.5% higher than average) annual household income.

Percent of Market: Adults 18 or older

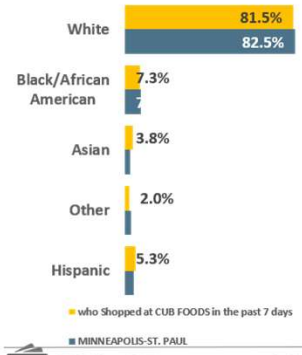


Total Persons:	
1,513,307	2,417,139

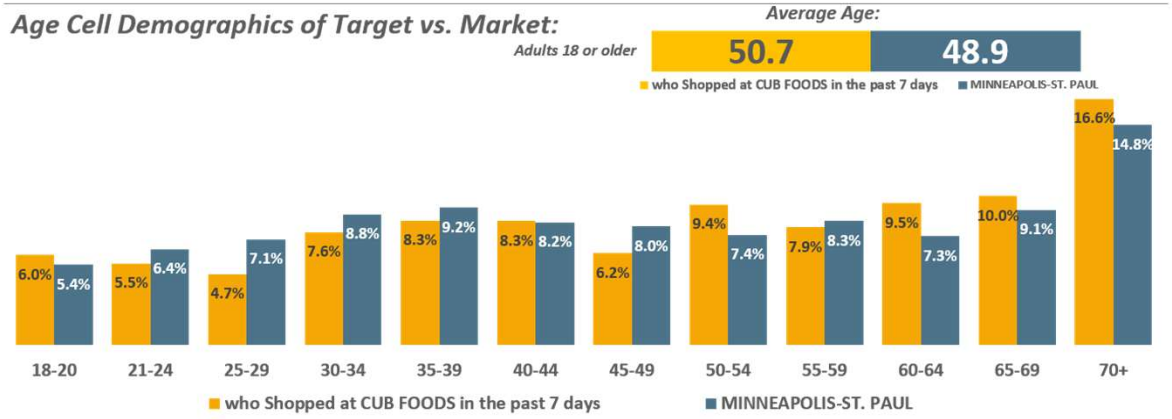
Gender of Target vs. Market: Adults 18 or older



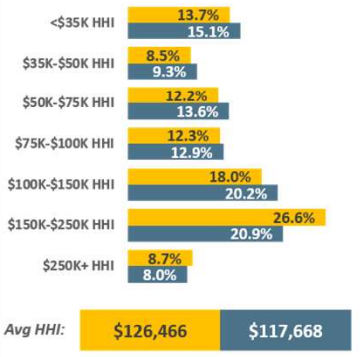
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



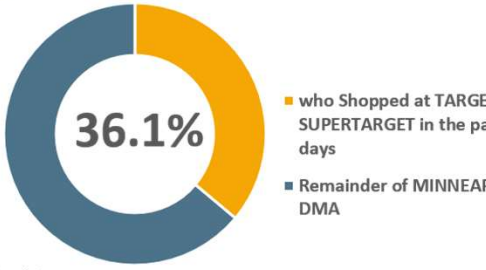
MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 778

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SUPER TARGET MSP

36.1% or 1,418,900 of MINNEAPOLIS DMA Adults 18 or older Shopped at TARGET / SUPERTARGET in the past 7 days.
Typical Adults 18 or older who Shopped at TARGET / SUPERTARGET in the past 7 days are 47.5 years old (2.7% younger than average) and have a $133,656 (13.6% higher than average) annual household income.

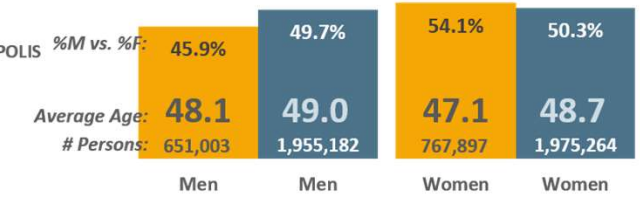
Percent of Market: Adults 18 or older



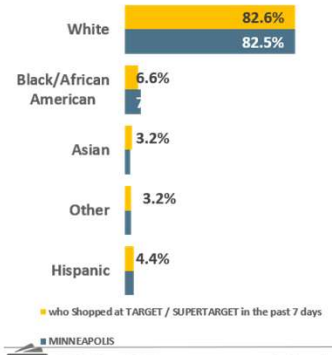
Total Persons:

1,418,900	2,511,546

Gender of Target vs. Market: Adults 18 or older

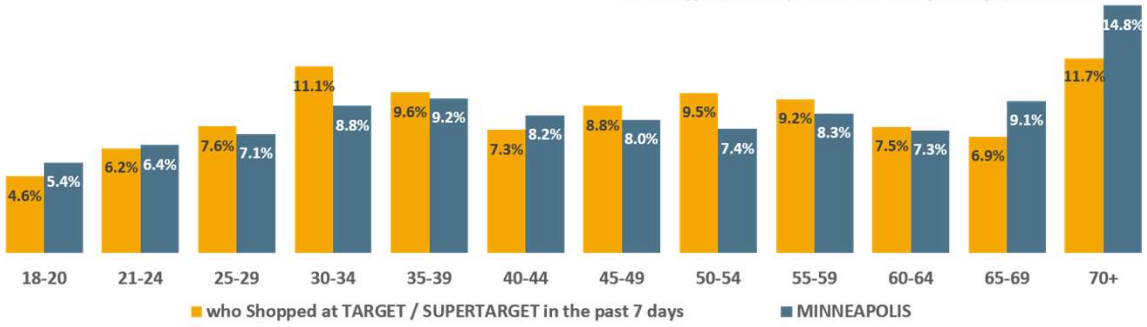


Ethnicity of Target vs. Market:

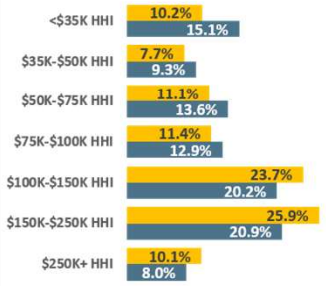


Age Cell Demographics of Target vs. Market:

Adults 18 or older	Average Age: 47.5	48.9



HHI of Target vs. Market:



Avg HHI:	$133,656	$117,668

MINNEAPOLIS DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 719

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KOWALSKI'S MARKETS | MSP

4.3% or 170,664 of MINNEAPOLIS DMA Adults 18 or older Shopped at KOWALSKI'S MARKETS in the past 7 days. Typical Adults 18 or older who Shopped at KOWALSKI'S MARKETS in the past 7 days are 51.1 years old (4.6% older than average) and have a $159,004 (35.1% higher than average) annual household income.

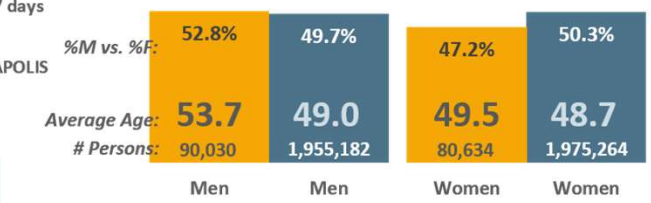
Percent of Market: Adults 18 or older



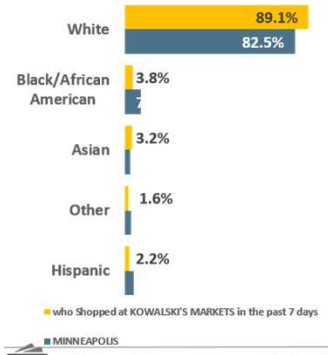
Total Persons:



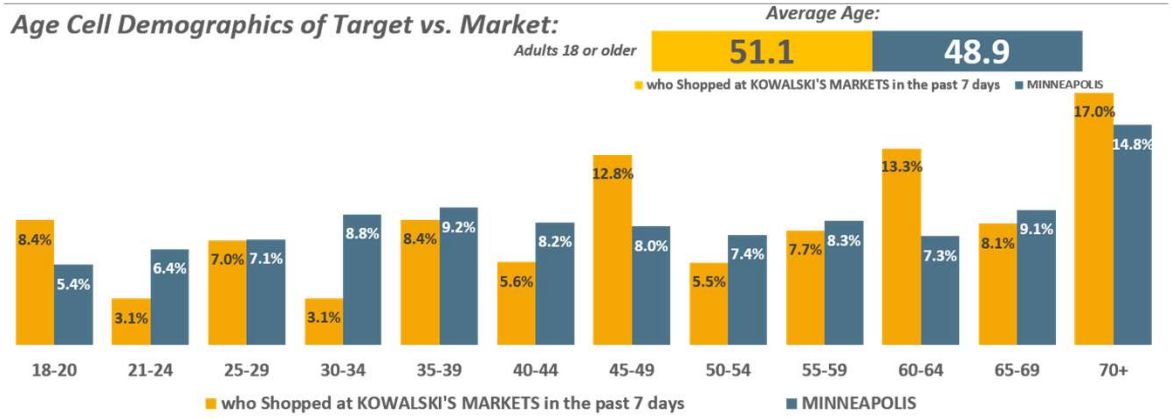
Gender of Target vs. Market: Adults 18 or older



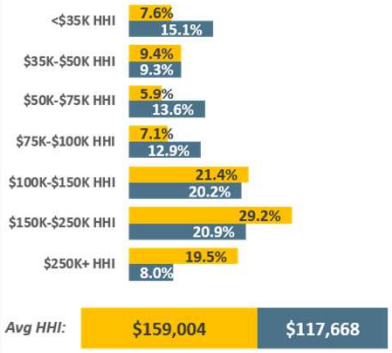
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



MINNEAPOLIS DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 88

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7.2% or 281,480 of MINNEAPOLIS-ST. PAUL DMA Adults 18 or older Shopped at COBORN'S in the past 7 days. Typical Adults 18 or older who Shopped at COBORN'S in the past 7 days are 51.9 years old (6.3% older than average) and have a $118,770 (.9% higher than average) annual household income.

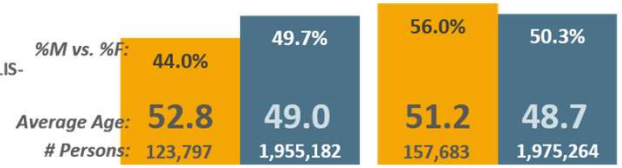
Percent of Market: Adults 18 or older



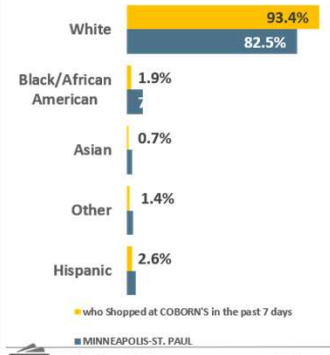
Total Persons:



Gender of Target vs. Market: Adults 18 or older



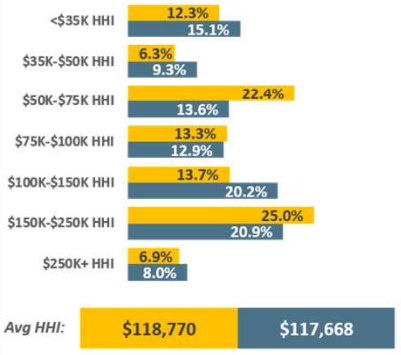
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:

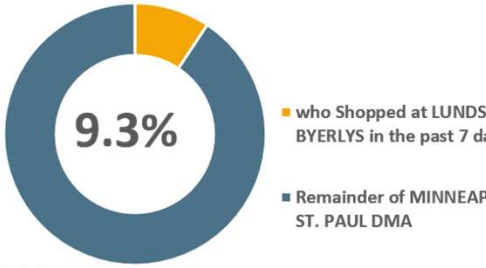


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LUNDS&BYERLYS MSP

9.3% or 366,307 of MINNEAPOLIS-ST. PAUL DMA Adults 18 or older Shopped at LUNDS & BYERLYS in the past 7 days. Typical Adults 18 or older who Shopped at LUNDS & BYERLYS in the past 7 days are 52.5 years old (7.6% older than average) and have a $151,401 (28.7% higher than average) annual household income.

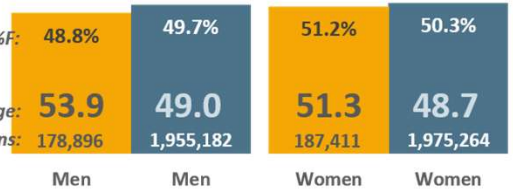
Percent of Market: Adults 18 or older



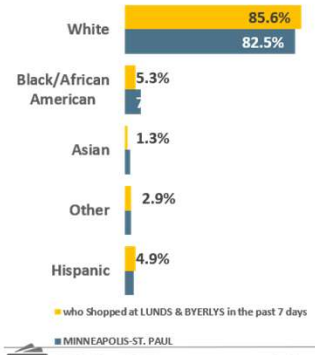
Total Persons:



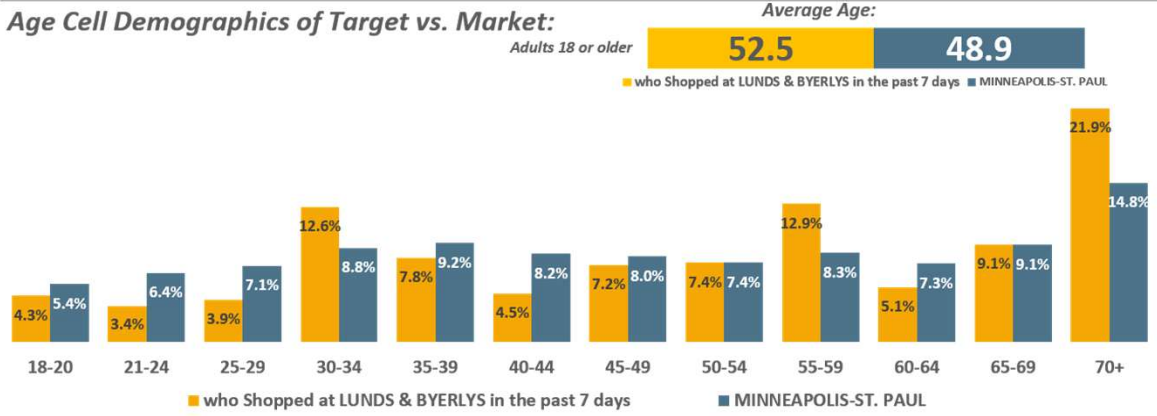
Gender of Target vs. Market: Adults 18 or older



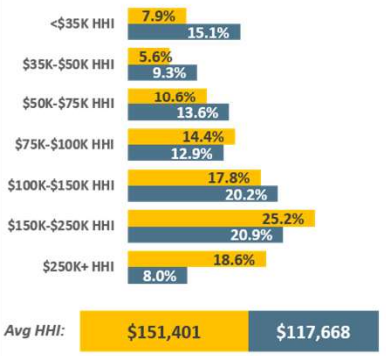
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



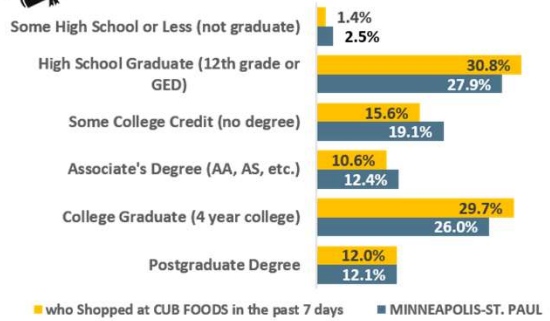
MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 238

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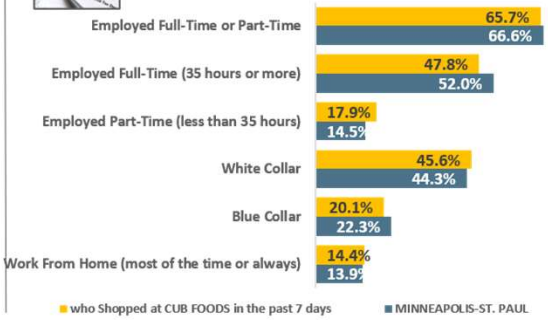
Grocery stores shopped past 7 days (HHLD): Lunds & Byerlys

38.5% or 1,513,307 of MINNEAPOLIS-ST. PAUL DMA Adults 18 or older Shopped at CUB FOODS in the past 7... Adults 18 or older who Shopped at CUB FOODS in the past 7 days are 9.5% more likely to be a college graduate, 8.1% less likely to work full-time, 4.% more likely to be married, 9.3% less likely to be a parent of 1 or more children under 18.

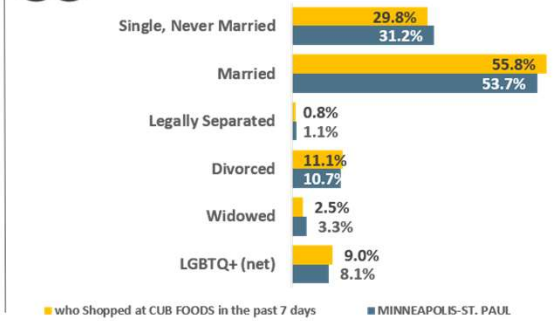
Education Levels: Adults 18 or older



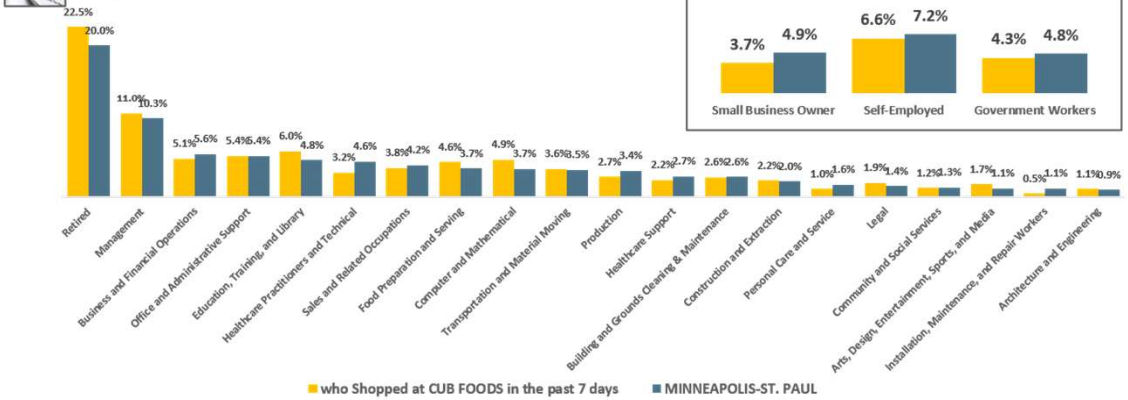
Employment: Adults 18 or older



Marital Status: Adults 18 or older

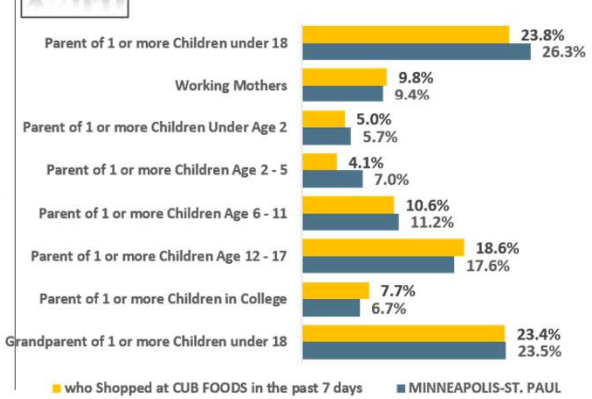


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



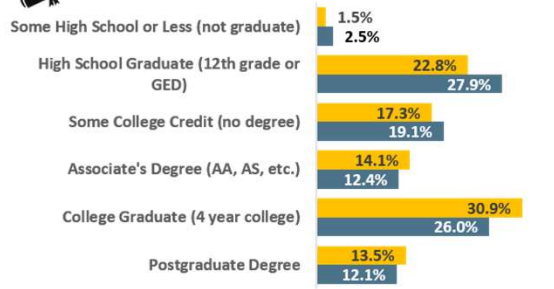
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Grocery stores shopped past 7 days (HHLD): Cub Foods

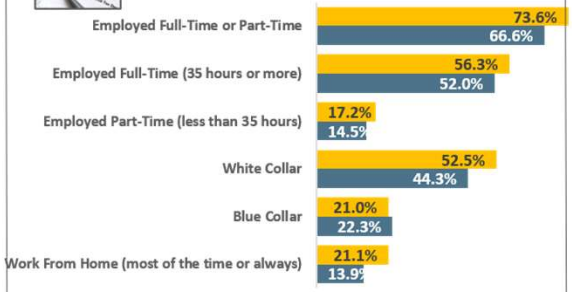
SUPER TARGET MSP

36.1% or 1,418,900 of MINNEAPOLIS DMA Adults 18 or older Shopped at TARGET / SUPERTARGET in the past... Adults 18 or older who Shopped at TARGET / SUPERTARGET in the past 7 days are 16.6% more likely to be a college graduate, 8.3% more likely to work full-time, 5.1% more likely to be married, 22.2% more likely to be a parent of 1 or more children under 18.

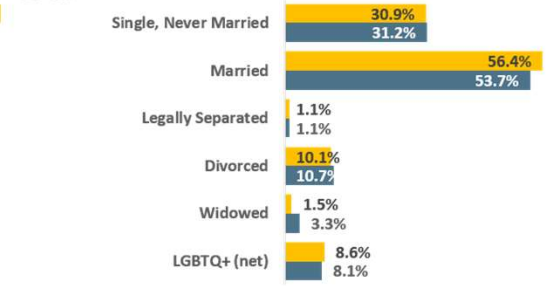
Education Levels: Adults 18 or older



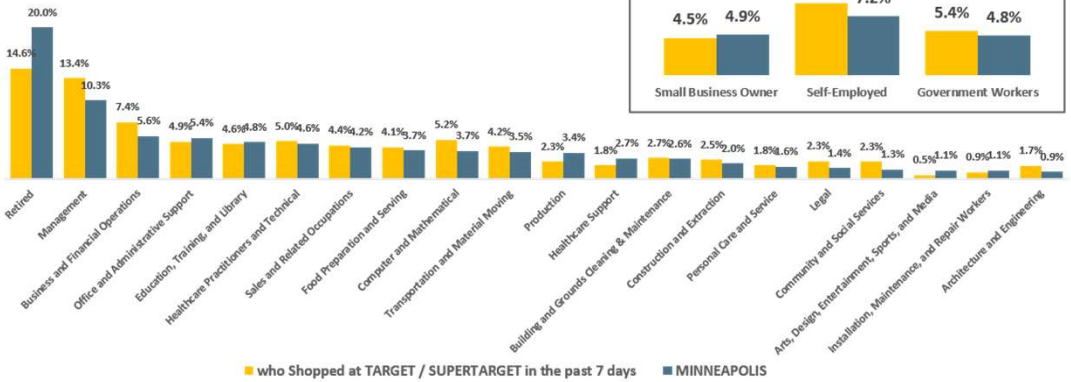
Employment: Adults 18 or older



Marital Status: Adults 18 or older

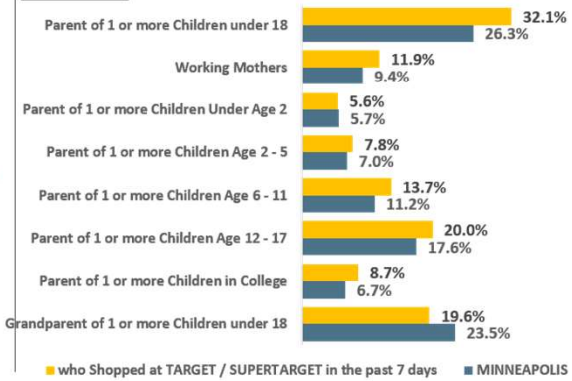


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



MINNEAPOLIS DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 719

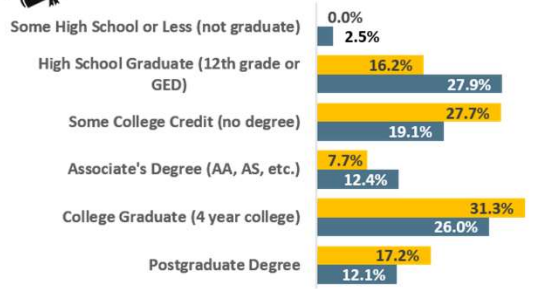
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Grocery stores shopped past 7 days (HHLD): Target/SuperTarget

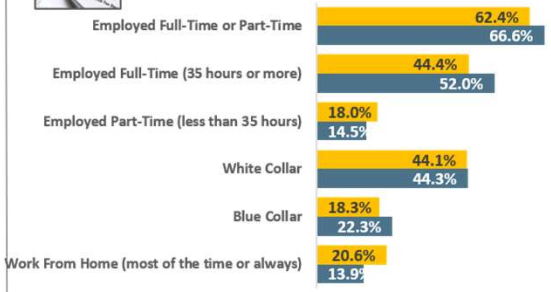
KOWALSKI'S MARKETS MSP

4.3% or 170,664 of MINNEAPOLIS DMA Adults 18 or older Shopped at KOWALSKI'S MARKETS in the past 7... Adults 18 or older who Shopped at KOWALSKI'S MARKETS in the past 7 days are 27.3% more likely to be a college graduate, 14.6% less likely to work full-time, 19.7% more likely to be married, 19.4% less likely to be a parent of 1 or more children under 18.

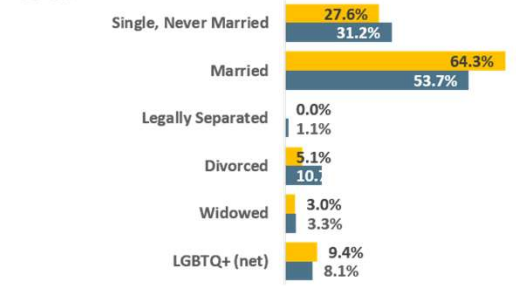
Education Levels: Adults 18 or older



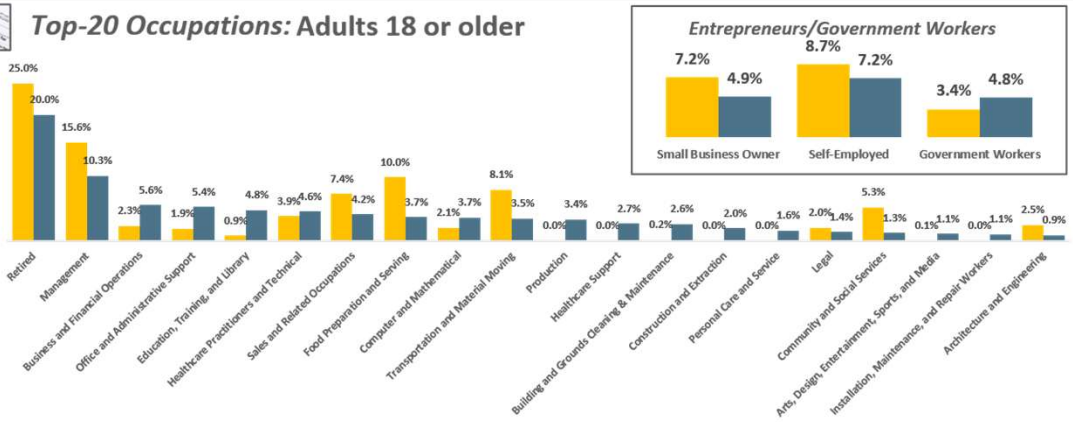
Employment: Adults 18 or older



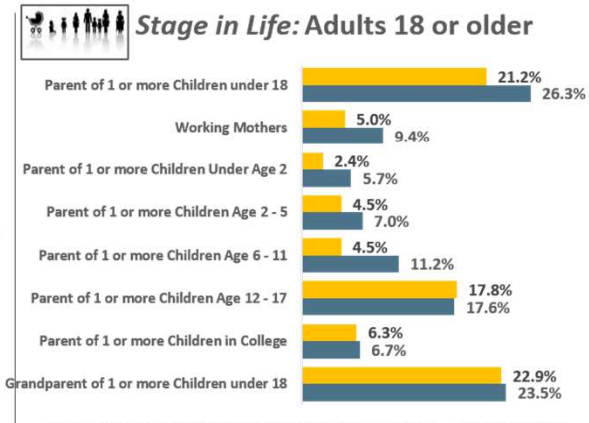
Marital Status: Adults 18 or older



Top-20 Occupations: Adults 18 or older



Stage in Life: Adults 18 or older

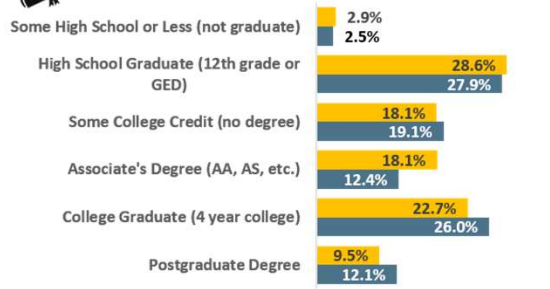


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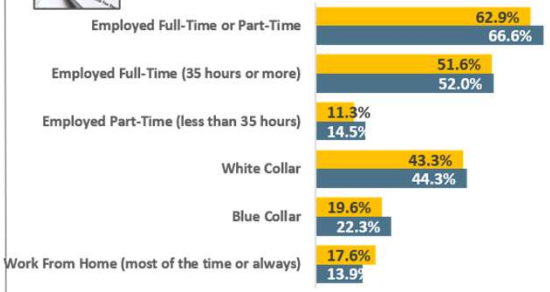
Grocery stores shopped past 7 days (HHLD): Kowalski's

7.2% or 281,480 of MINNEAPOLIS-ST. PAUL DMA Adults 18 or older Shopped at COBORN'S in the past 7 days. Adults 18 or older who Shopped at COBORN'S in the past 7 days are 15.3% less likely to be a college graduate, .9% less likely to work full-time, 25.2% more likely to be married, 6.6% more likely to be a parent of 1 or more children under 18.

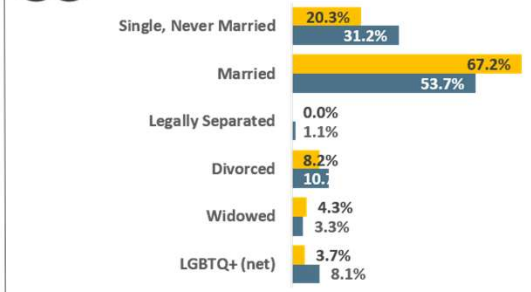
Education Levels: Adults 18 or older



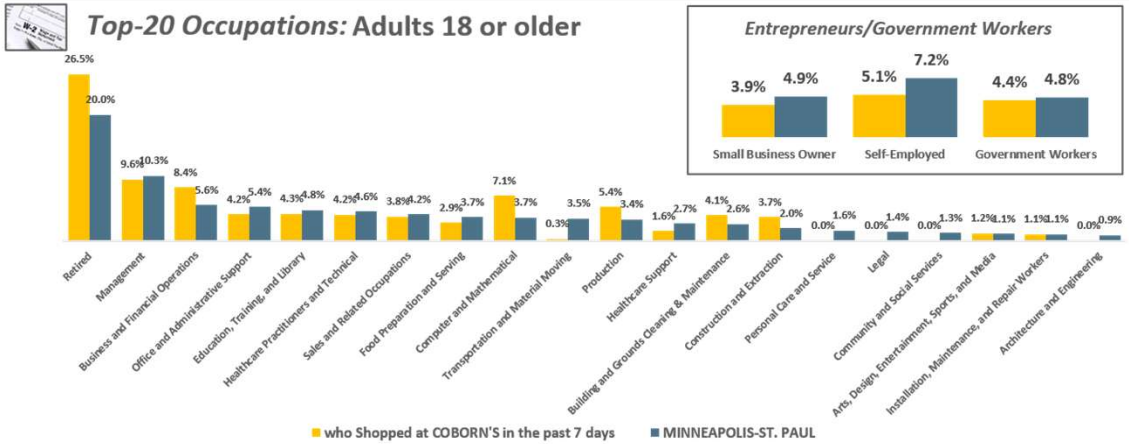
Employment: Adults 18 or older



Marital Status: Adults 18 or older

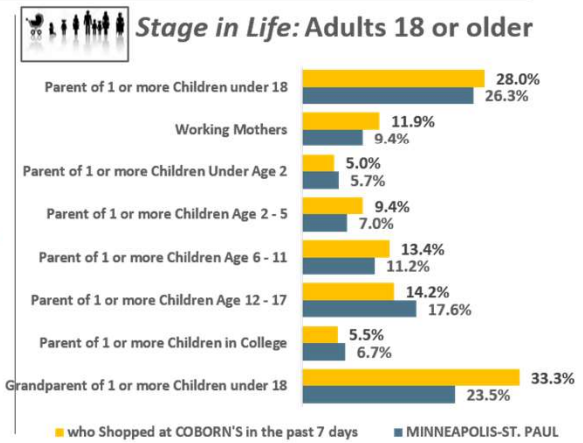


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



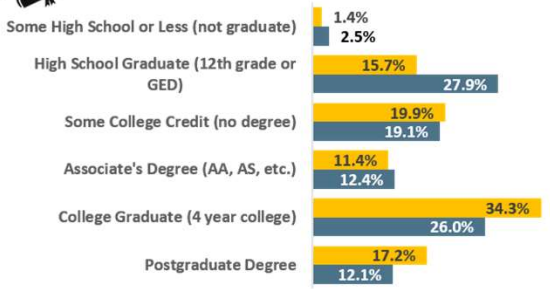
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Grocery stores shopped past 7 days (HHLD): Coborn's

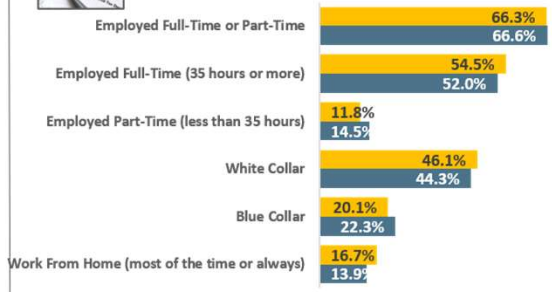
LUNDS&BYERLYS MSP

9.3% or 366,307 of MINNEAPOLIS-ST. PAUL DMA Adults 18 or older Shopped at LUNDS & BYERLYS in the past... Adults 18 or older who Shopped at LUNDS & BYERLYS in the past 7 days are 35.4% more likely to be a college graduate, 4.7% more likely to work full-time, 3.5% less likely to be married, 30.2% less likely to be a parent of 1 or more children under 18.

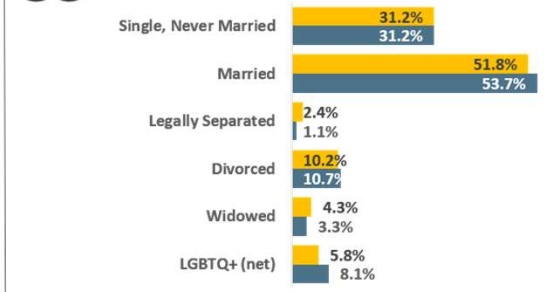
Education Levels: Adults 18 or older



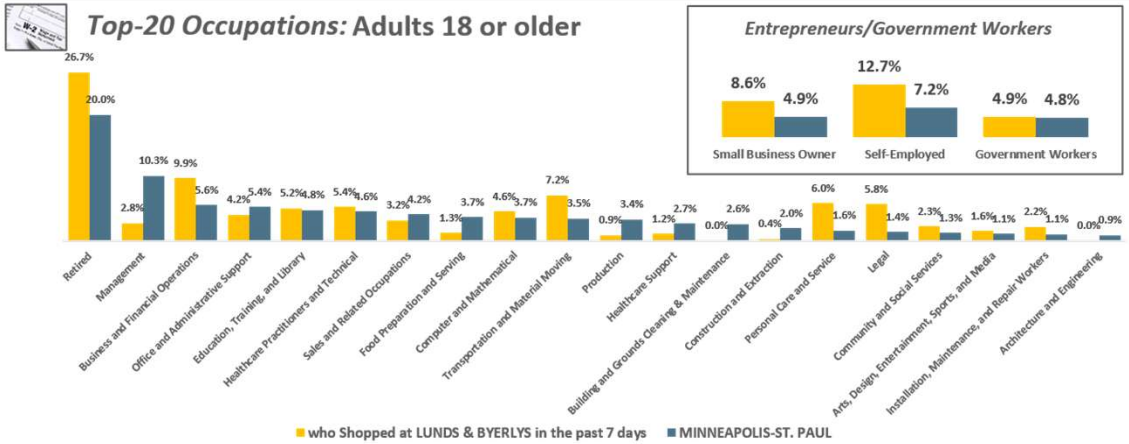
Employment: Adults 18 or older



Marital Status: Adults 18 or older

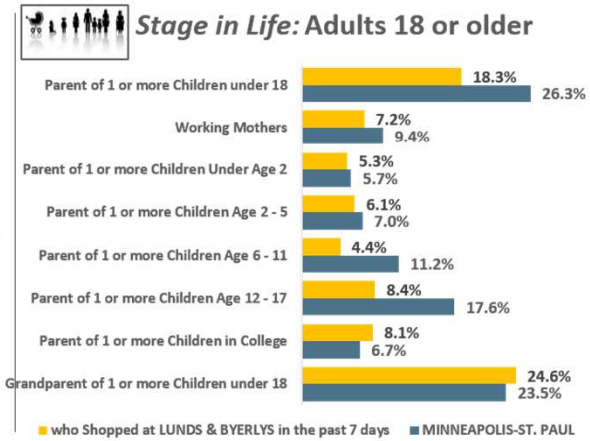


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older

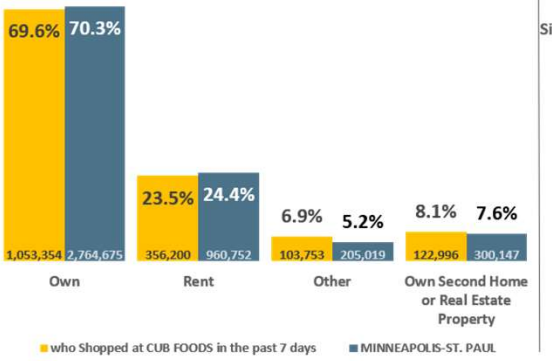


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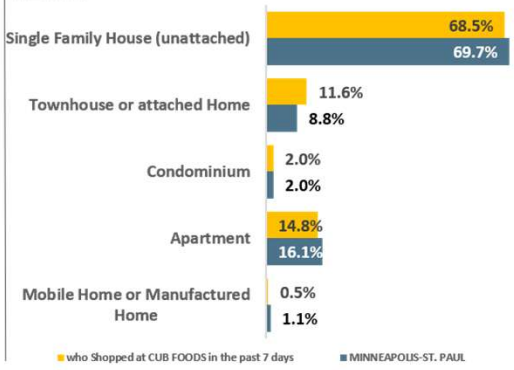
Grocery stores shopped past 7 days (HHLD): Lunds & Byerlys

38.5% or 1,513,307 of MINNEAPOLIS-ST. PAUL DMA Adults 18 or older Shopped at CUB FOODS in the past 7... Adults 18 or older who Shopped at CUB FOODS in the past 7 days are 1.% less likely to own their home, 6.6% more likely to own a higher valued home, 1.7% less likely to have a single-family home, 5.8% less likely to have a dog.

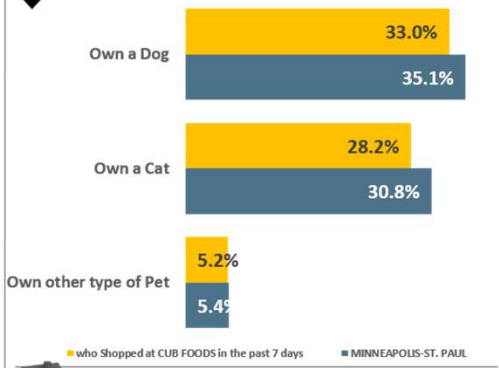
Own/Rent/Other: Adults 18 or older



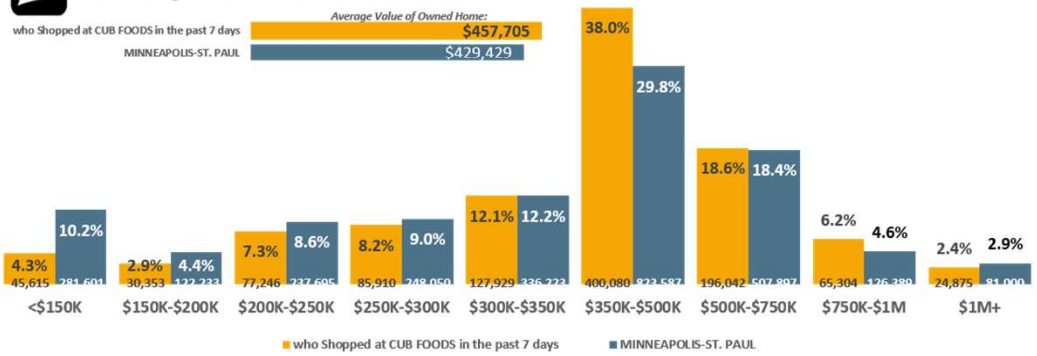
Type of Home: Adults 18 or older



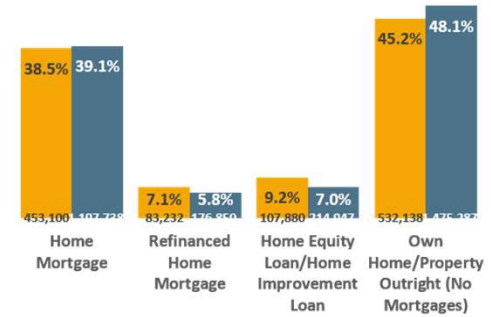
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

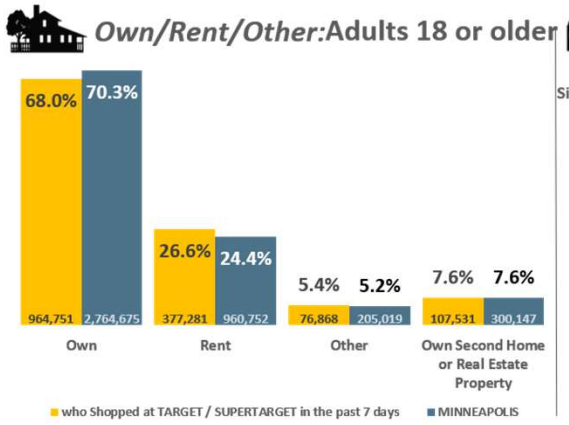


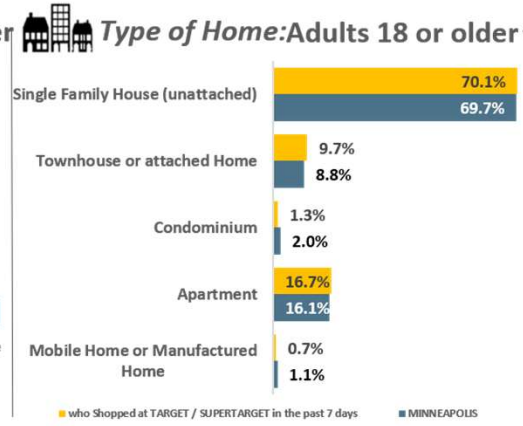
MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 778

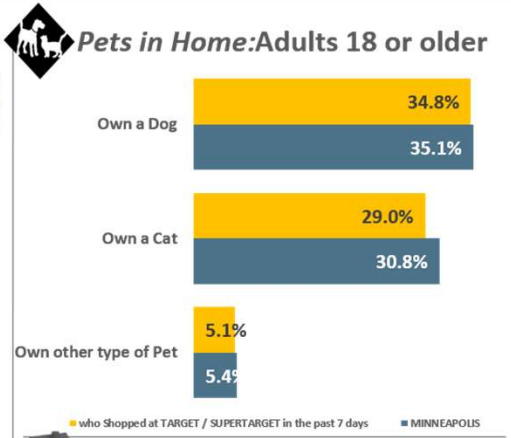
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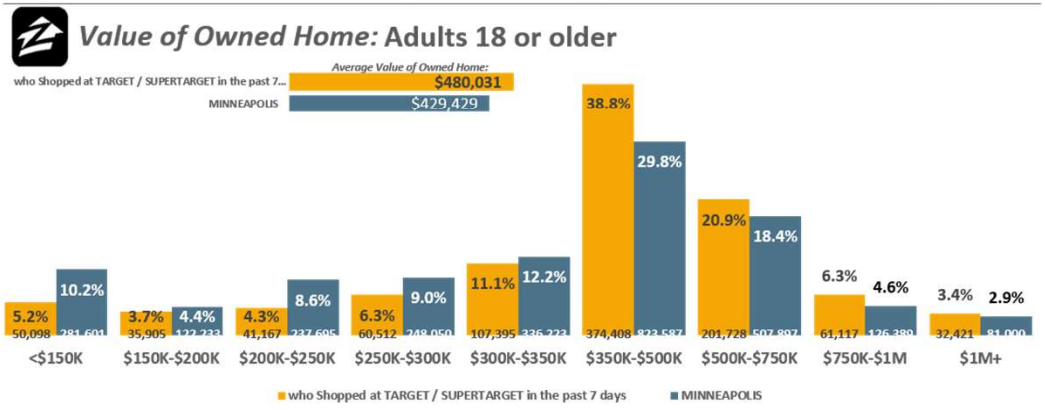
Grocery stores shopped past 7 days (HHLD): Cub Foods

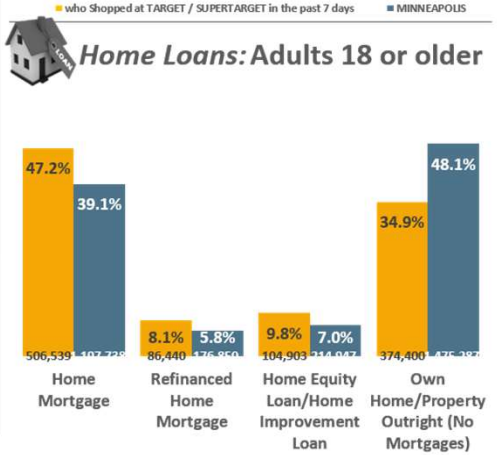
36.1% or 1,418,900 of MINNEAPOLIS DMA Adults 18 or older Shopped at TARGET / SUPERTARGET in the past 7... Adults 18 or older who Shopped at TARGET / SUPERTARGET in the past 7 days are 3.3% less likely to own their home, 11.8% more likely to own a higher valued home, .5% more likely to have a single-family home, .9% less likely to have a dog.











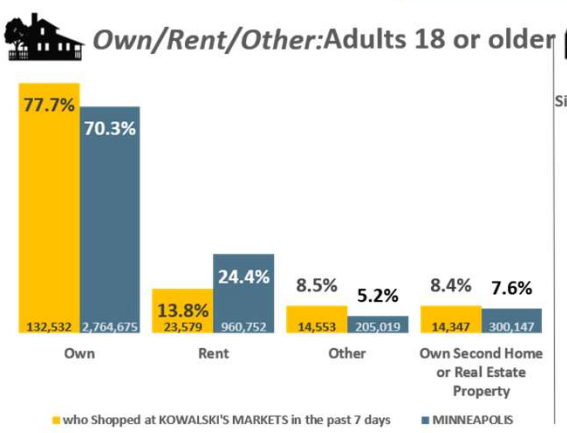
MINNEAPOLIS DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 719

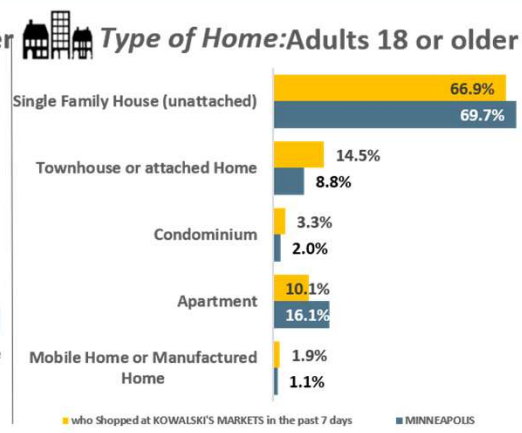
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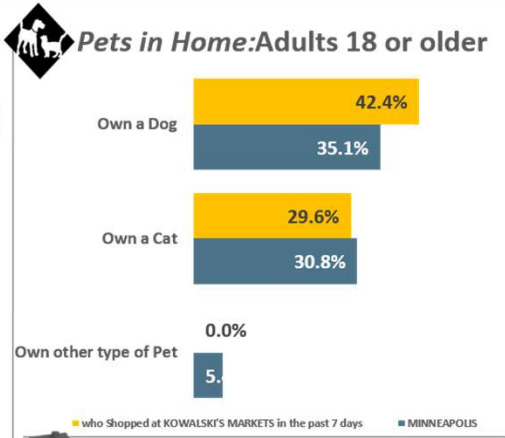
Grocery stores shopped past 7 days (HHLD): Target/SuperTarget

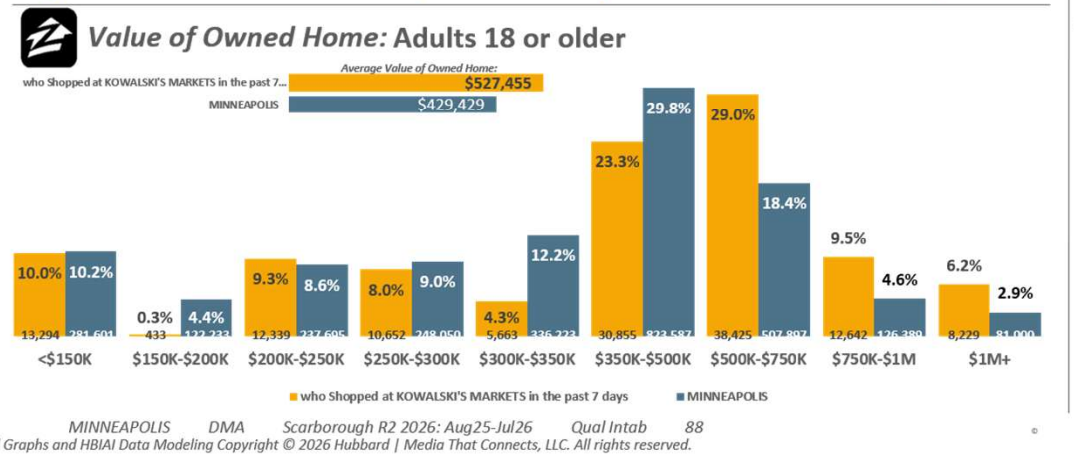
KOWALSKI'S MARKETS MSP

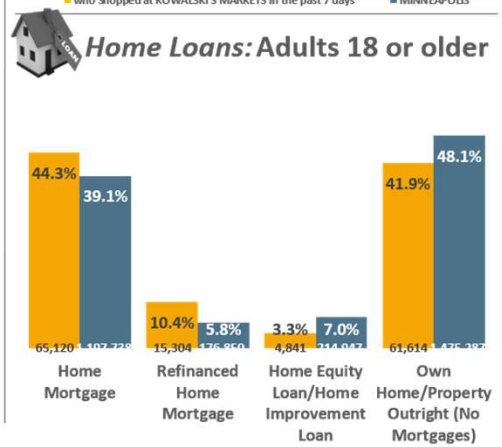
4.3% or 170,664 of MINNEAPOLIS DMA Adults 18 or older Shopped at KOWALSKI'S MARKETS in the past 7 days. Adults 18 or older who Shopped at KOWALSKI'S MARKETS in the past 7 days are 10.4% more likely to own their home, 22.8% more likely to own a higher valued home, 4.1% less likely to have a single-family home, 20.9% more likely to have a dog.











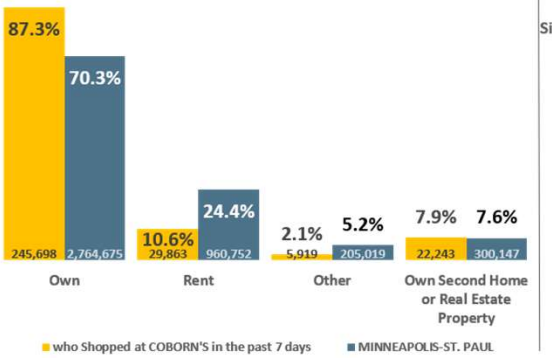
MINNEAPOLIS DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 88

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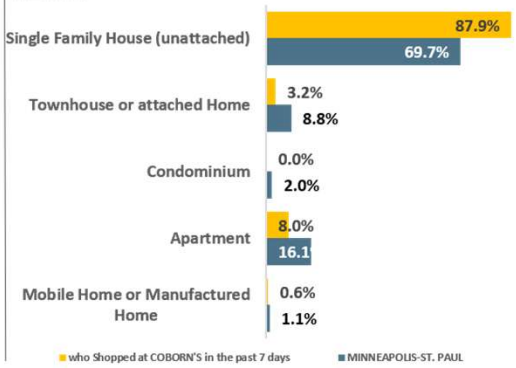
Grocery stores shopped past 7 days (HHLD): Kowalski's

7.2% or 281,480 of MINNEAPOLIS-ST. PAUL DMA Adults 18 or older Shopped at COBORN'S in the past 7 days. Adults 18 or older who Shopped at COBORN'S in the past 7 days are 24.1% more likely to own their home, 1.3% more likely to own a higher valued home, 26.1% more likely to have a single-family home, 25.% more likely to have a dog.

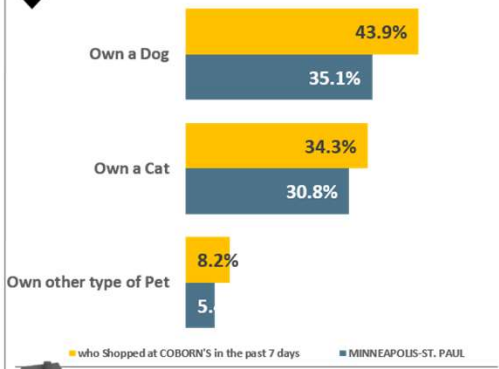
Own/Rent/Other: Adults 18 or older



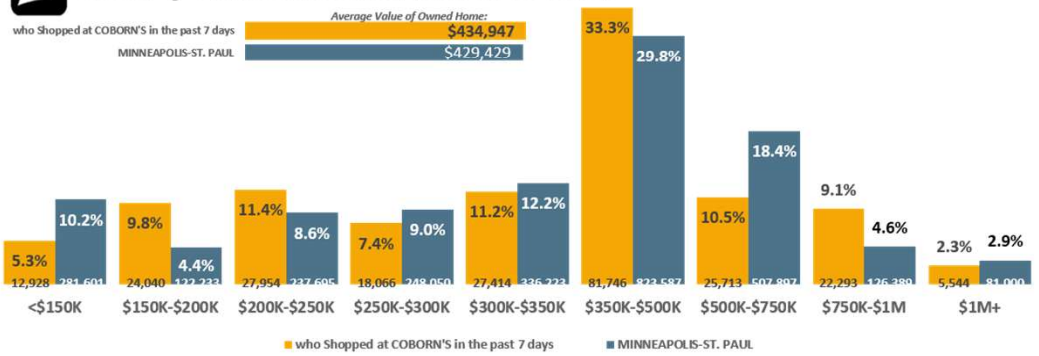
Type of Home: Adults 18 or older



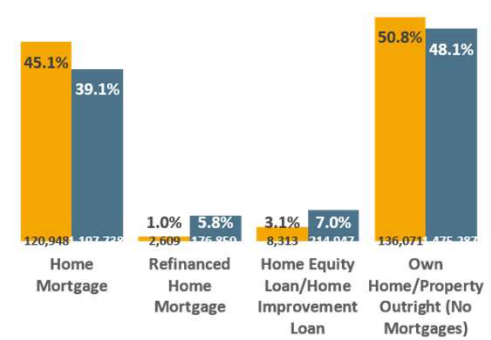
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 175

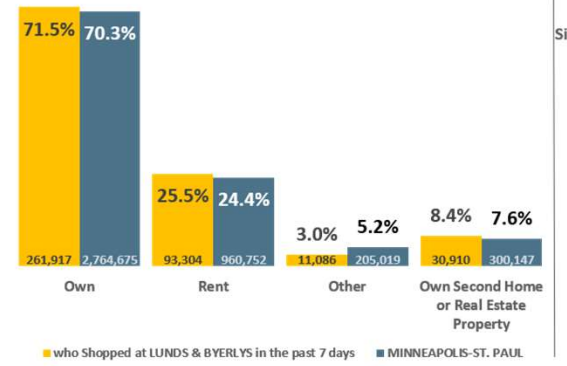
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Grocery stores shopped past 7 days (HHLD): Coborn's

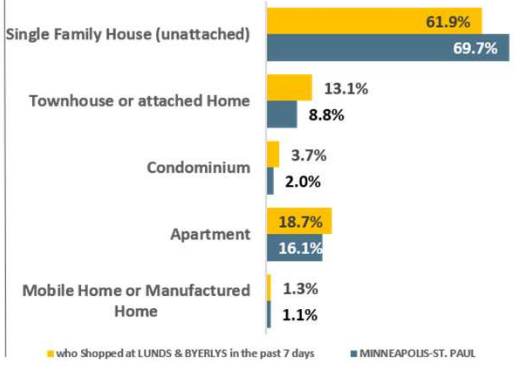
LUNDS&BYERLYS MSP

9.3% or 366,307 of MINNEAPOLIS-ST. PAUL DMA Adults 18 or older Shopped at LUNDS & BYERLYS in the past 7... Adults 18 or older who Shopped at LUNDS & BYERLYS in the past 7 days are 1.7% more likely to own their home, 23.8% more likely to own a higher valued home, 11.2% less likely to have a single-family home, 17.1% less likely to have a dog.

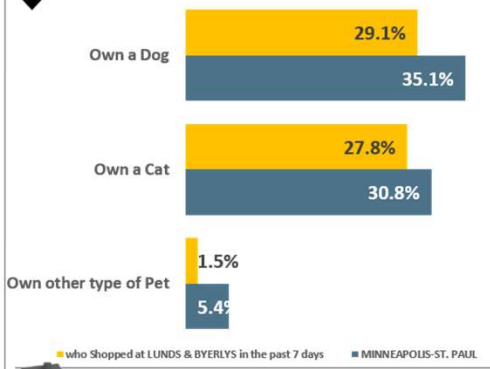
Own/Rent/Other: Adults 18 or older



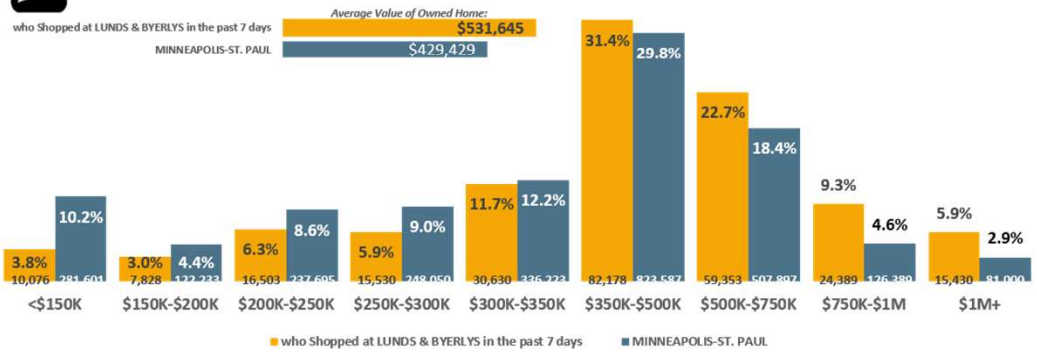
Type of Home: Adults 18 or older



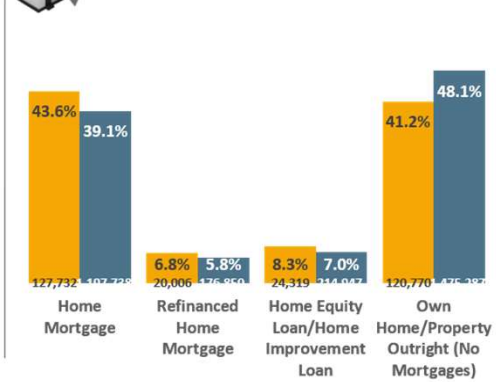
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



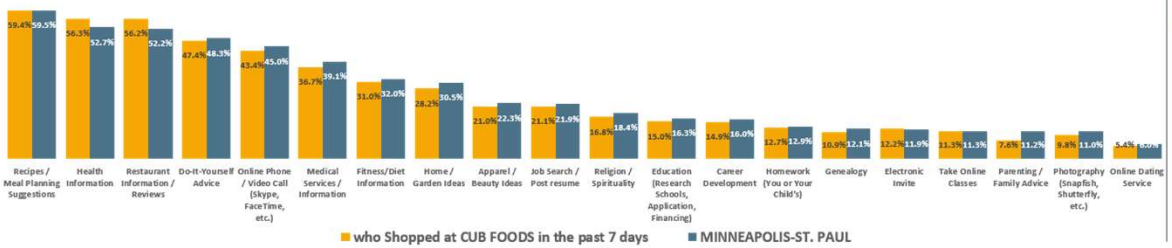
MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 238

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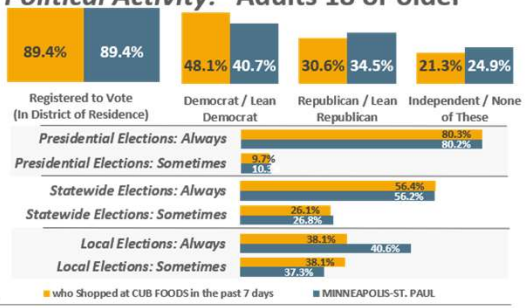
Grocery stores shopped past 7 days (HHLD): Lunds & Byerlys

38.5% or 1,513,307 of MINNEAPOLIS-ST. PAUL DMA Adults 18 or older Shopped at CUB FOODS in the past 7… Adults 18 or older who Shopped at CUB FOODS in the past 7 days are 1.7% less likely to look up D-I-Y advice online, 6.1% less likely to always vote in local elections, 5.1% more likely to belong to a gym, 6.5% more likely to fly domestic past yr.

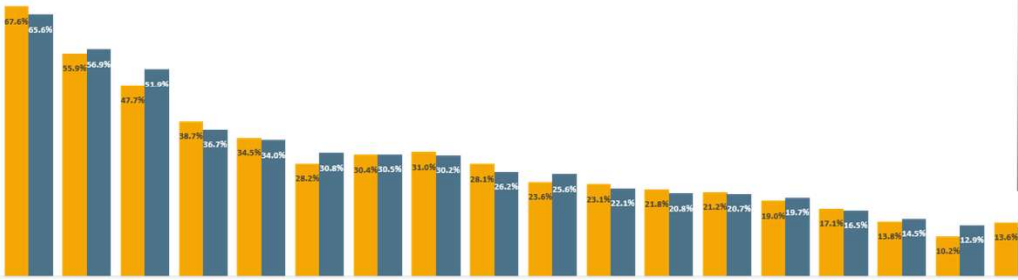
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



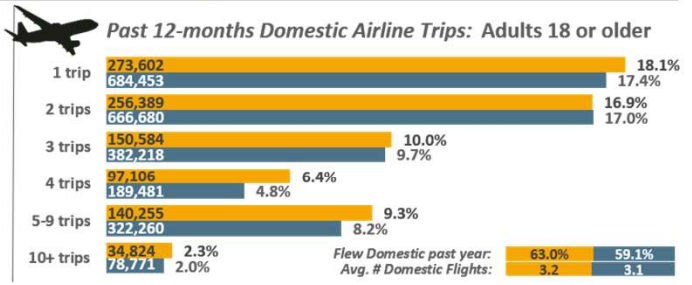
Political Activity: Adults 18 or older



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



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

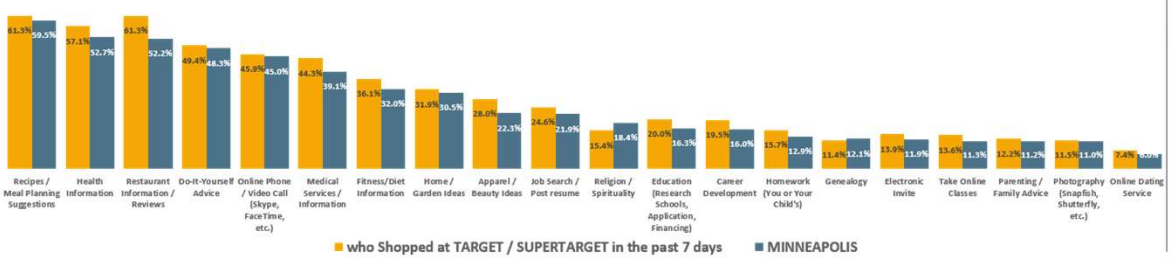


MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 778

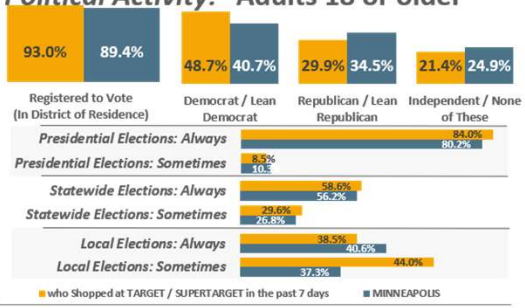
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36.1% or 1,418,900 of MINNEAPOLIS DMA Adults 18 or older Shopped at TARGET / SUPERTARGET in the past… Adults 18 or older who Shopped at TARGET / SUPERTARGET in the past 7 days are 2.4% more likely to look up D-I-Y advice online, 5.2% less likely to always vote in local elections, 32.9% more likely to belong to a gym, 9.5% more likely to fly domestic past

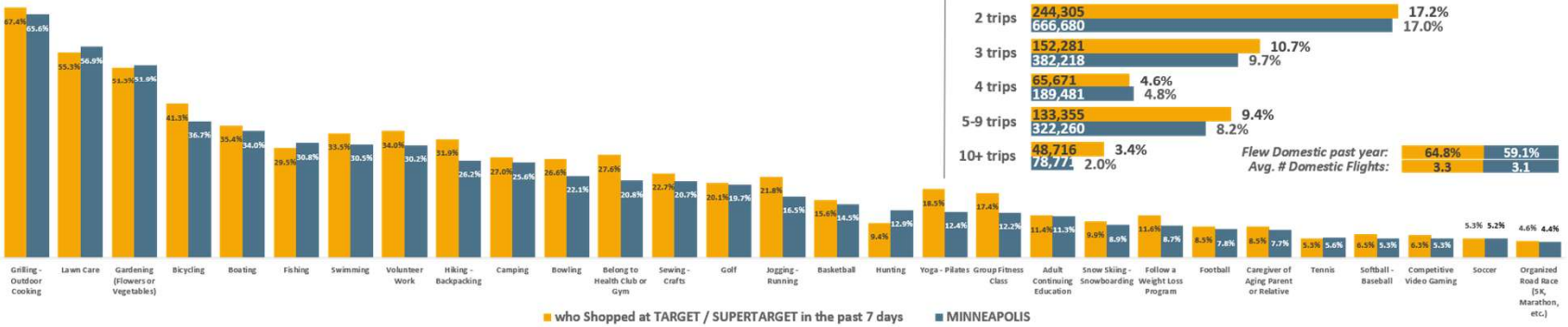
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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

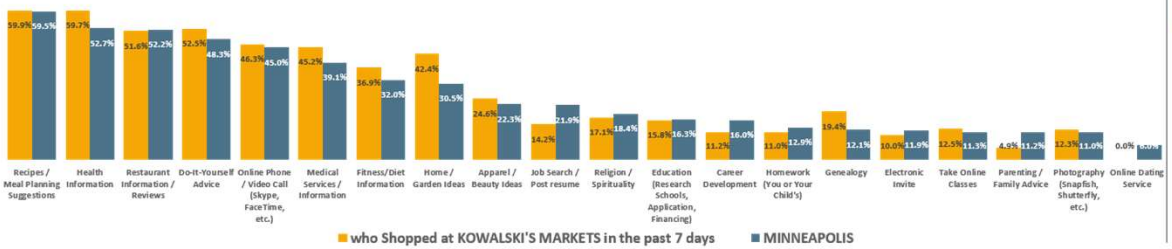
MINNEAPOLIS DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 719

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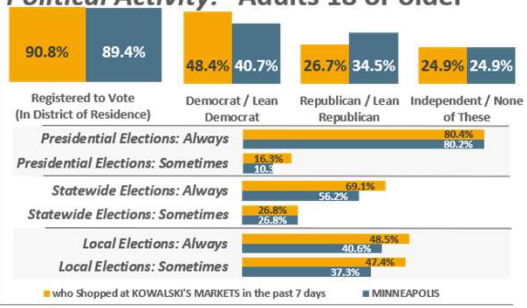
Grocery stores shopped past 7 days (HHLD): Target/SuperTarget

4.3% or 170,664 of MINNEAPOLIS DMA Adults 18 or older Shopped at KOWALSKI'S MARKETS in the past 7 days. Adults 18 or older who Shopped at KOWALSKI'S MARKETS in the past 7 days are 8.7% more likely to look up D-I-Y advice online, 19.6% more likely to always vote in local elections, 53.9% more likely to belong to a gym, 8.9% more likely to fly domestic past y

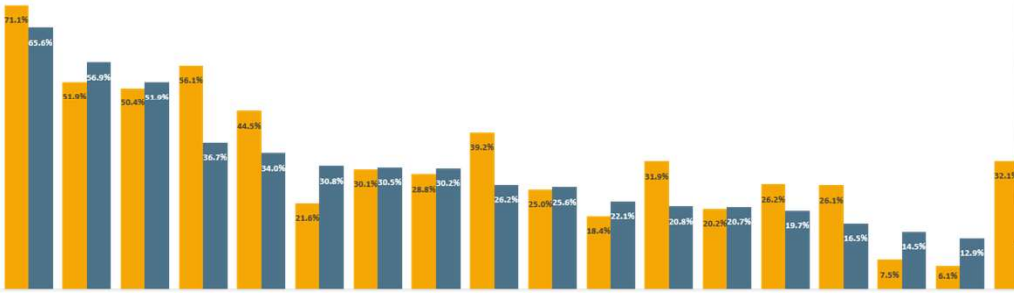
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



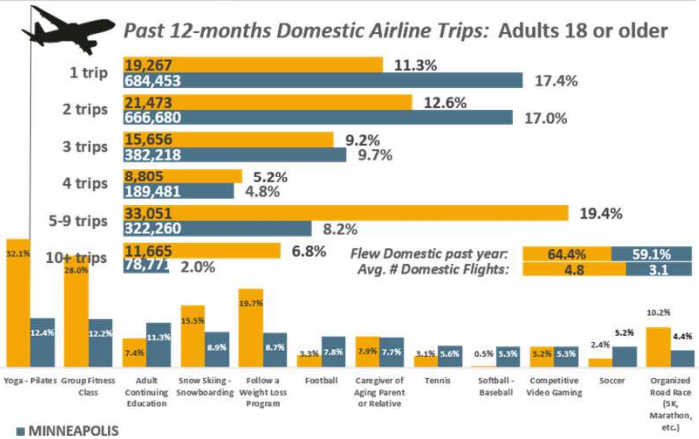
Political Activity: Adults 18 or older



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



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

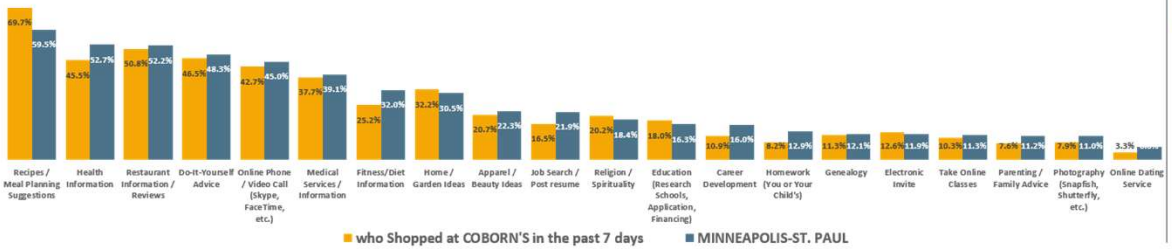


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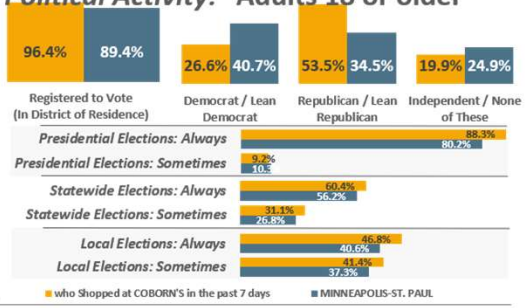
Grocery stores shopped past 7 days (HHLD): Kowalski's

7.2% or 281,480 of MINNEAPOLIS-ST. PAUL DMA Adults 18 or older Shopped at COBORN'S in the past 7 days. Adults 18 or older who Shopped at COBORN'S in the past 7 days are 3.7% less likely to look up D-I-Y advice online, 15.4% more likely to always vote in local elections, 8.% less likely to belong to a gym, 4.7% less likely to fly domestic past yr.

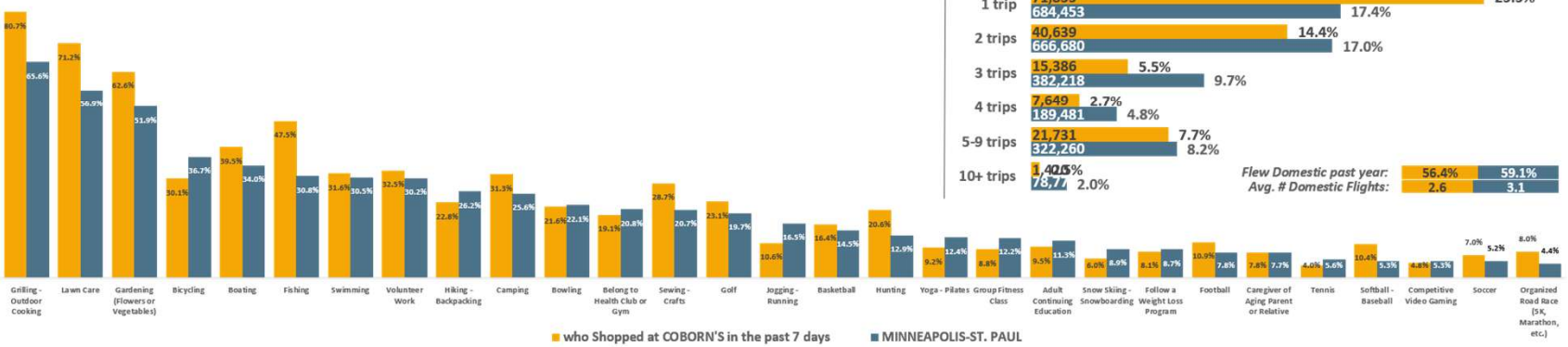
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

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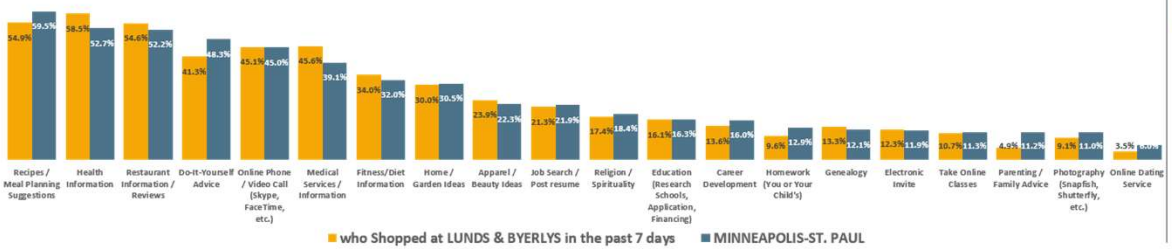
Grocery stores shopped past 7 days (HHLD): Coborn's

LUNDS & BYERLYS

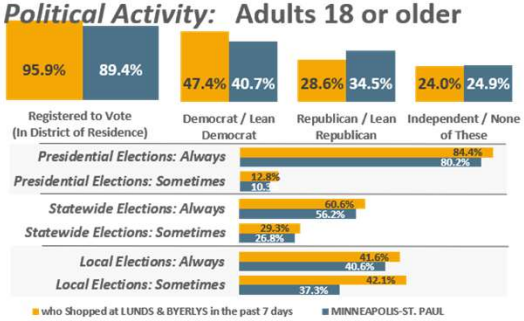
MSP

9.3% or 366,307 of MINNEAPOLIS-ST. PAUL DMA Adults 18 or older Shopped at LUNDS & BYERLYS in the past… Adults 18 or older who Shopped at LUNDS & BYERLYS in the past 7 days are 14.4% less likely to look up D-I-Y advice online, 2.6% more likely to always vote in local elections, 80.5% more likely to belong to a gym, 18.% more likely to fly domestic past yr.

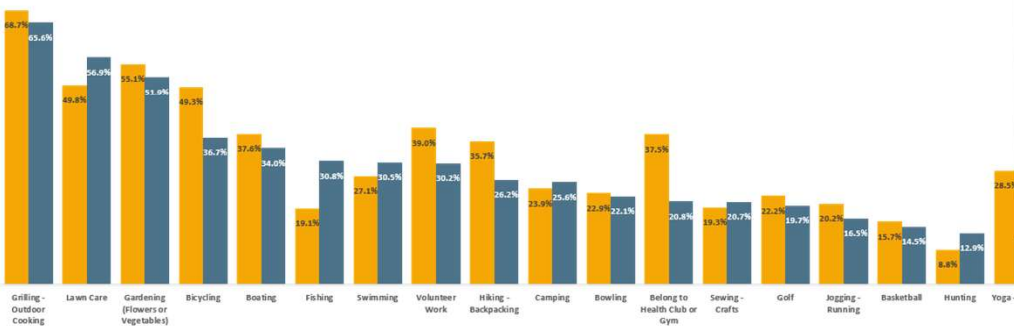
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



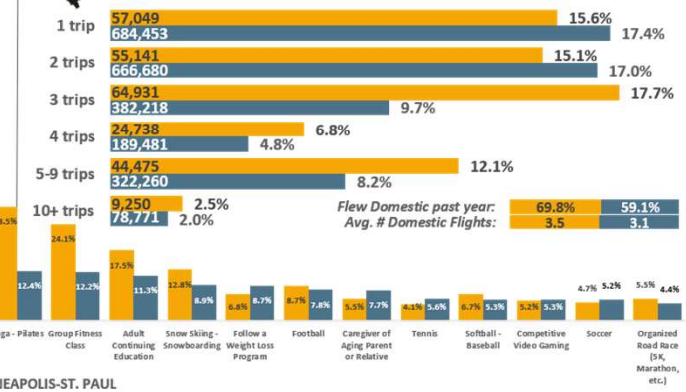
Political Activity: Adults 18 or older



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



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



MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 238

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38.5% or 1,513,307 of MINNEAPOLIS-ST. PAUL DMA Adults 18 or older Shopped at CUB FOODS in the past 7 days. Adults 18 or older who Shopped at CUB FOODS in the past 7 days are 6.1% more likely to use QSRs past mo., 6.8% more likely to use Sit-Down Restaurants past mo., 8.9% more likely to use Casinos past yr., 7.8% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 86.8% 1,314,240 | 81.9% 3,217,425

Avg. Monthly QSR Meals: 6.0 | 5.3

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



Total Monthly Sit-Down Restaurant Users: 75.0% 1,135,253 | 70.2% 2,761,082

Avg. Monthly Sit-Down Restaurant Meals: 3.4 | 3.3

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.)

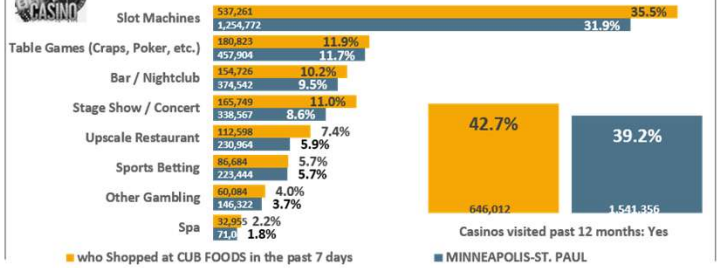
who Shopped at CUB FOODS in the past 7 days	281,328	18.6%
MINNEAPOLIS-ST. PAUL	611,253	15.6%

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



MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 778

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Grocery stores shopped past 7 days (HHLD): Cub Foods

SUPER TARGET MSP

36.1% or 1,418,900 of MINNEAPOLIS DMA Adults 18 or older Shopped at TARGET / SUPERTARGET in the past 7 days. Adults 18 or older who Shopped at TARGET / SUPERTARGET in the past 7 days are 8.1% more likely to use QSRs past mo., 9.2% more likely to use Sit-Down Restaurants past mo., 3.7% less likely to use Casinos past yr., 25.1% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 88.5% 1,256,077 | 81.9% 3,217,425

Avg. Monthly QSR Meals: 6.0 | 5.3

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



Total Monthly Sit-Down Restaurant Users: 76.7% 1,087,996 | 70.2% 2,761,082

Avg. Monthly Sit-Down Restaurant Meals: 3.4 | 3.3

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 TARGET / SUPERTARGET in the past 7... 302,107 21.3%

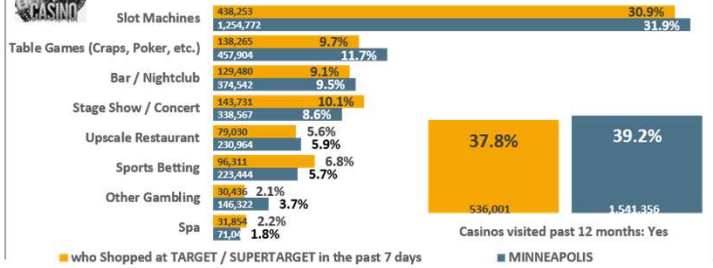
MINNEAPOLIS 611,253 15.6%

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



MINNEAPOLIS DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 719

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Grocery stores shopped past 7 days (HHLD): Target/SuperTarget

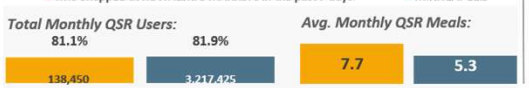
KOWALSKI'S MARKETS

MSP

4.3% or 170,664 of MINNEAPOLIS DMA Adults 18 or older Shopped at KOWALSKI'S MARKETS in the past 7 days. Adults 18 or older who Shopped at KOWALSKI'S MARKETS in the past 7 days are .9% less likely to use QSRs past mo., 9.2% more likely to use Sit-Down Restaurants past mo., 17.5% less likely to use Casinos past yr., 36.7% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older





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





Top-10 Cuisines: Adults 18 or older

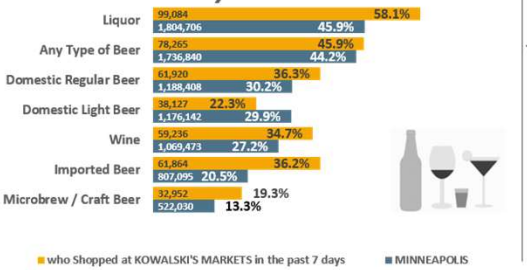
(Sit-Down Restaurants Used Past 30-days)



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

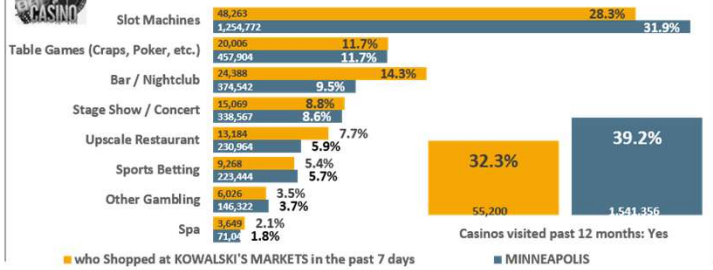


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



MINNEAPOLIS DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 88

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

COBORN'S Employee Owned MSP

7.2% or 281,480 of MINNEAPOLIS-ST. PAUL DMA Adults 18 or older Shopped at COBORN'S in the past 7 days. Adults 18 or older who Shopped at COBORN'S in the past 7 days are 4.2% more likely to use QSRs past mo., 8.1% more likely to use Sit-Down Restaurants past mo., 19.7% more likely to use Casinos past yr., 51.2% 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.)

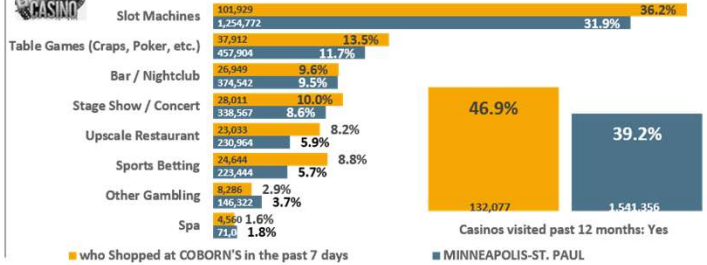


Drank Past 30-days: Adults 18 or older



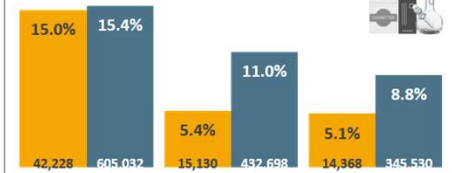
Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older





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

LUNDS & BYERLYS

MSP

9.3% or 366,307 of MINNEAPOLIS-ST. PAUL DMA Adults 18 or older Shopped at LUNDS & BYERLYS in the past 7 days. Adults 18 or older who Shopped at LUNDS & BYERLYS in the past 7 days are 3.6% more likely to use QSRs past mo., 19.6% more likely to use Sit-Down Restaurants past mo., .8% more likely to use Casinos past yr., 70.2% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



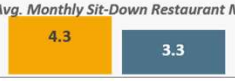
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

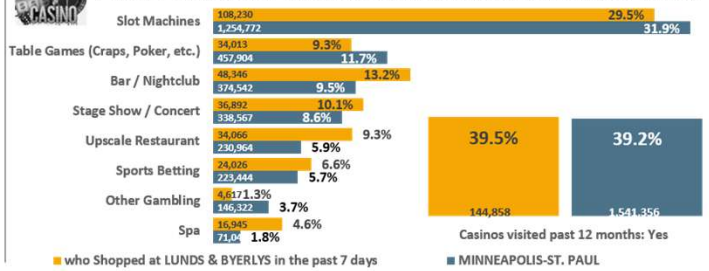


Drank Past 30-days: Adults 18 or older



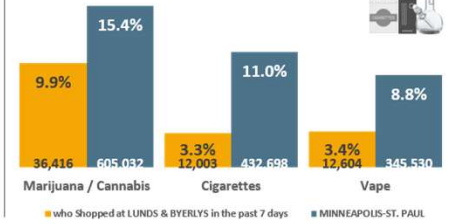
Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



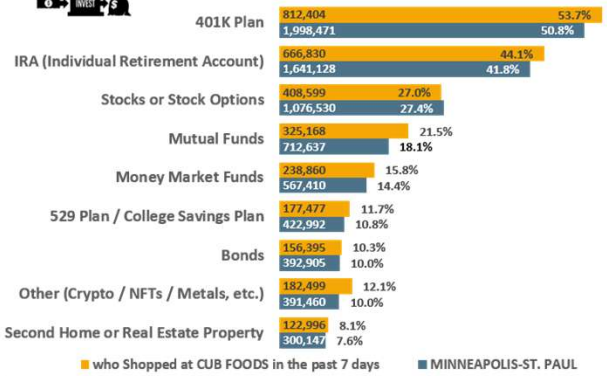


MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 238

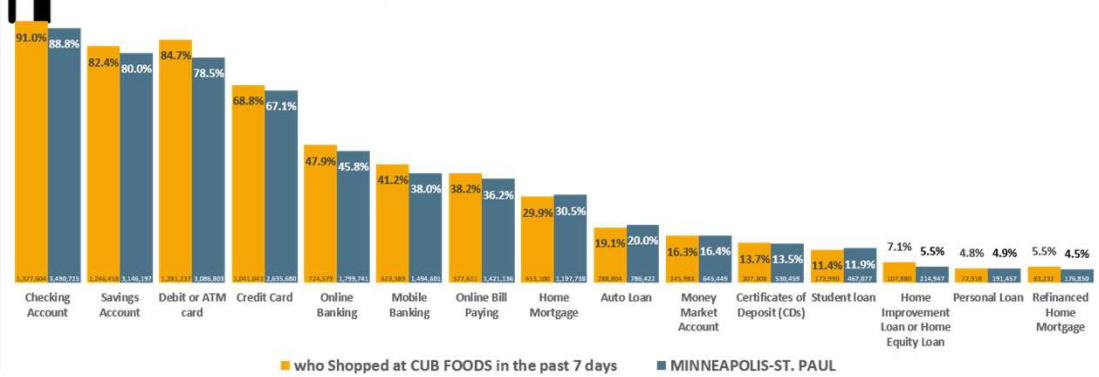
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38.5% or 1,513,307 of MINNEAPOLIS-ST. PAUL DMA Adults 18 or older Shopped at CUB FOODS in the past 7... Adults 18 or older who Shopped at CUB FOODS in the past 7 days are 5.6% more likely to have a 401K, 4.6% less likely to have an Auto Loan, 10.1% more likely to Invest/Trade Stocks Online, .7% more likely to pay with their Debit Card.

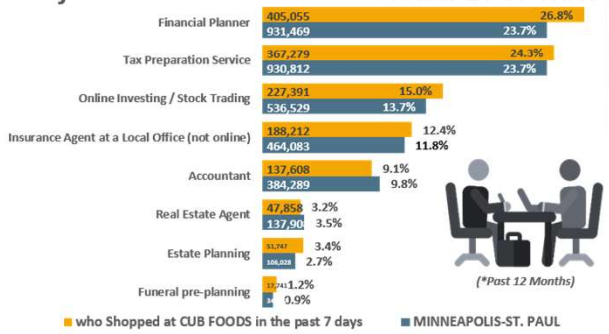
Investments Owned: Adults 18 or older



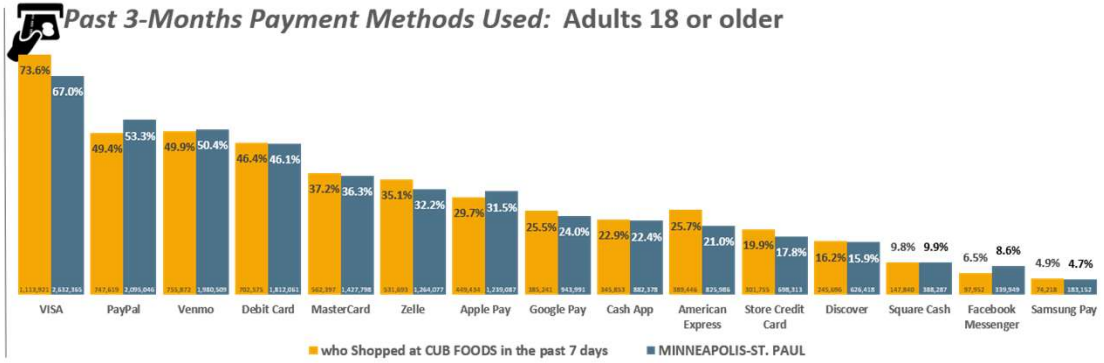
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 778

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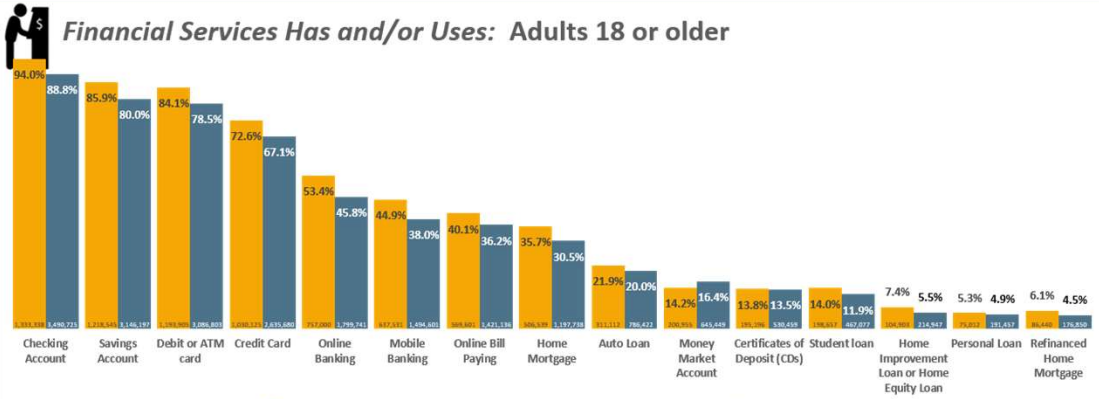
SUPER TARGET MSP

36.1% or 1,418,900 of MINNEAPOLIS DMA Adults 18 or older Shopped at TARGET / SUPERTARGET in the past... Adults 18 or older who Shopped at TARGET / SUPERTARGET in the past 7 days are 16.7% more likely to have a 401K, 9.6% more likely to have an Auto Loan, 9.3% more likely to Invest/Trade Stocks Online, 3.9% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



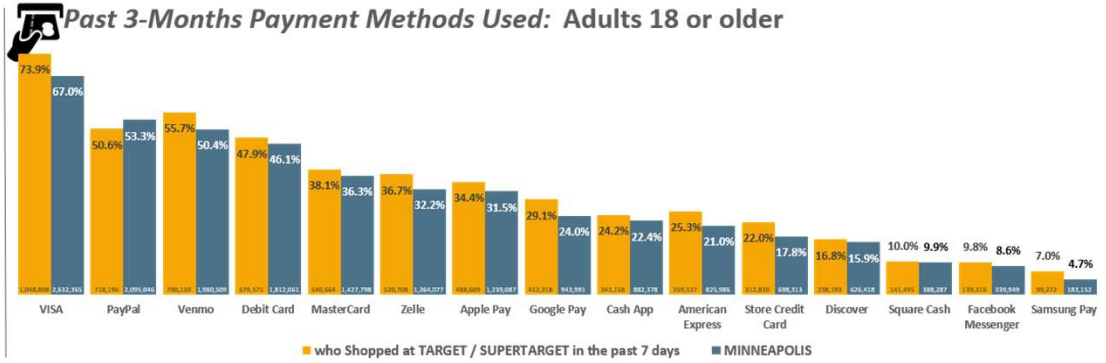
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



MINNEAPOLIS DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 719

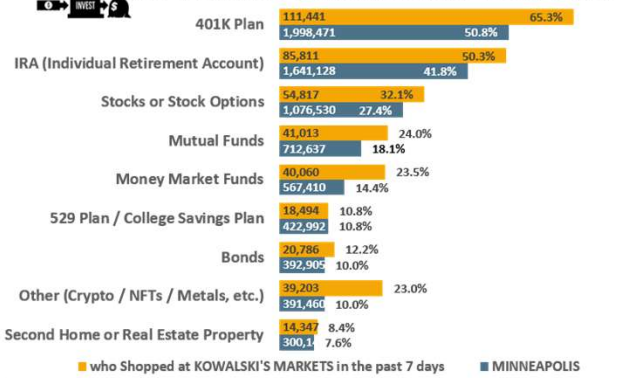
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Grocery stores shopped past 7 days (HHLD): Target/SuperTarget

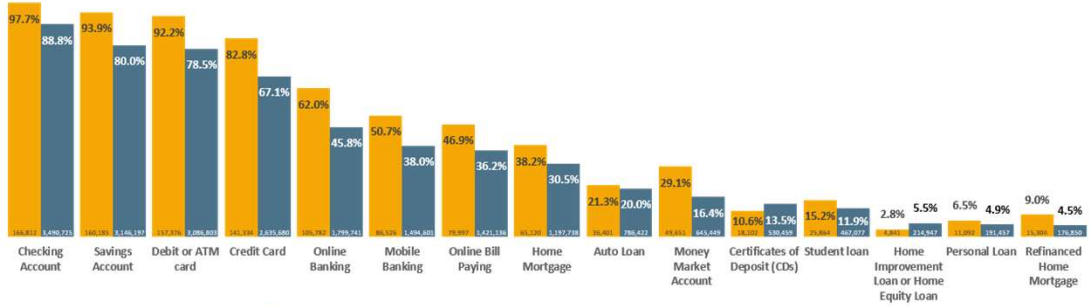
KOWALSKI'S MARKETS MSP

4.3% or 170,664 of MINNEAPOLIS DMA Adults 18 or older Shopped at KOWALSKI'S MARKETS in the past 7 days. Adults 18 or older who Shopped at KOWALSKI'S MARKETS in the past 7 days are 28.4% more likely to have a 401K, 6.6% more likely to have an Auto Loan, 52.8% more likely to Invest/Trade Stocks Online, 3.7% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



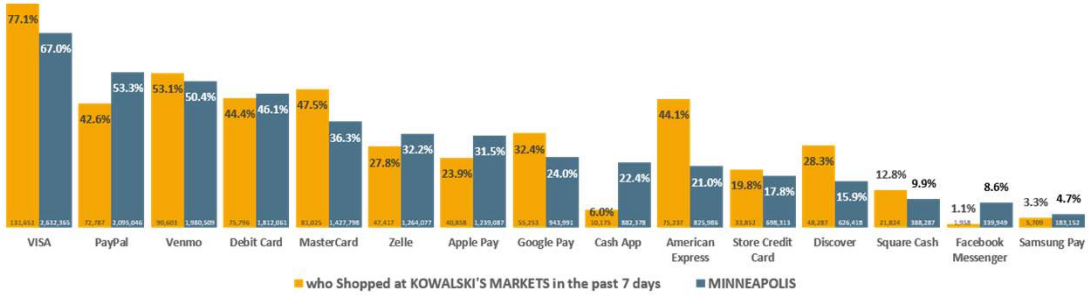
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



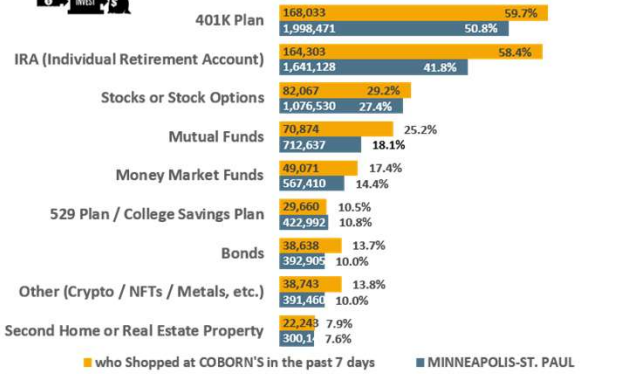
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Grocery stores shopped past 7 days (HHLD): Kowalski's

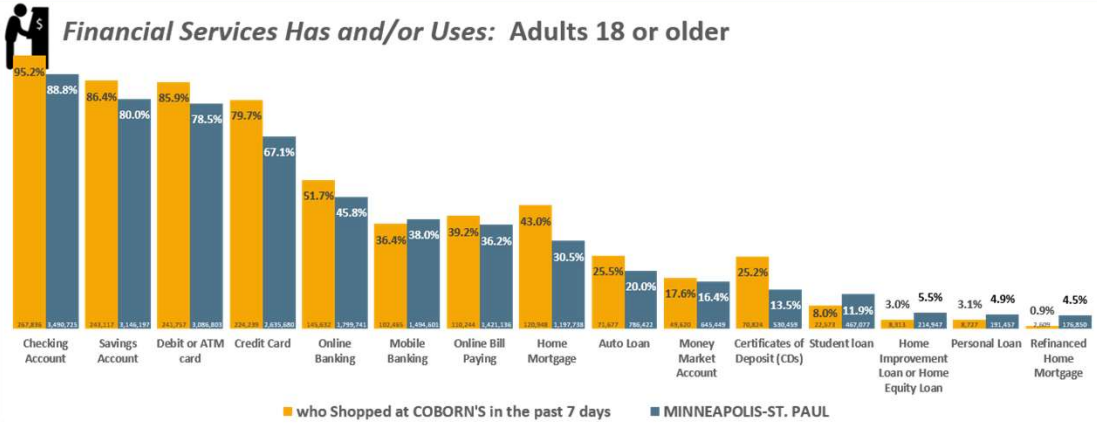
COBORN'S Employee Owned MSP

7.2% or 281,480 of MINNEAPOLIS-ST. PAUL DMA Adults 18 or older Shopped at COBORN'S in the past 7 days. Adults 18 or older who Shopped at COBORN'S in the past 7 days are 17.4% more likely to have a 401K, 27.3% more likely to have an Auto Loan, 26.1% less likely to Invest/Trade Stocks Online, 5.2% less likely to pay with their Debit Card.

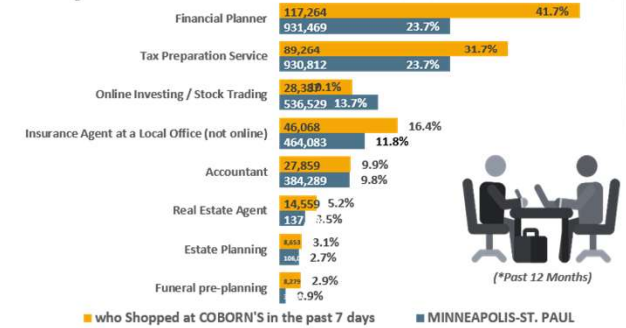
Investments Owned: Adults 18 or older



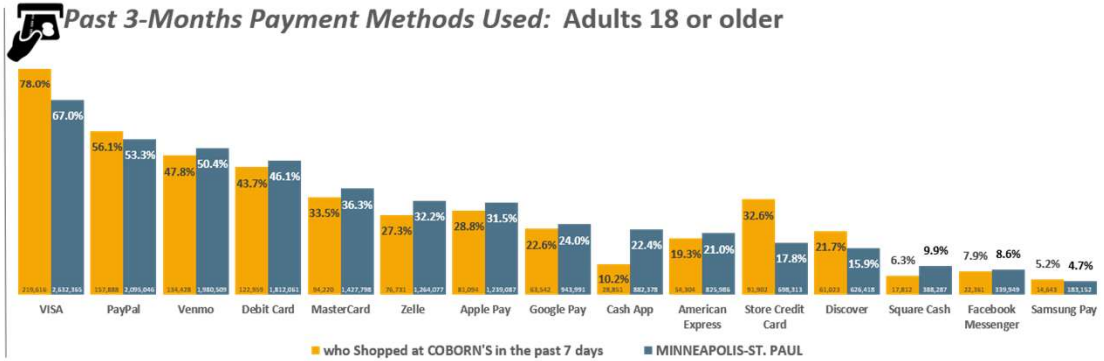
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



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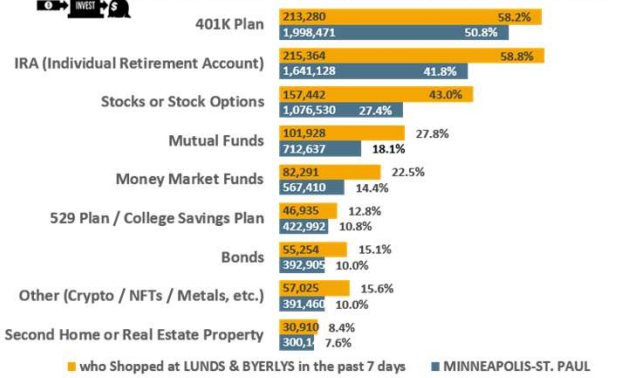
Grocery stores shopped past 7 days (HHLD): Coborn's

LUNDS&BYERLYS

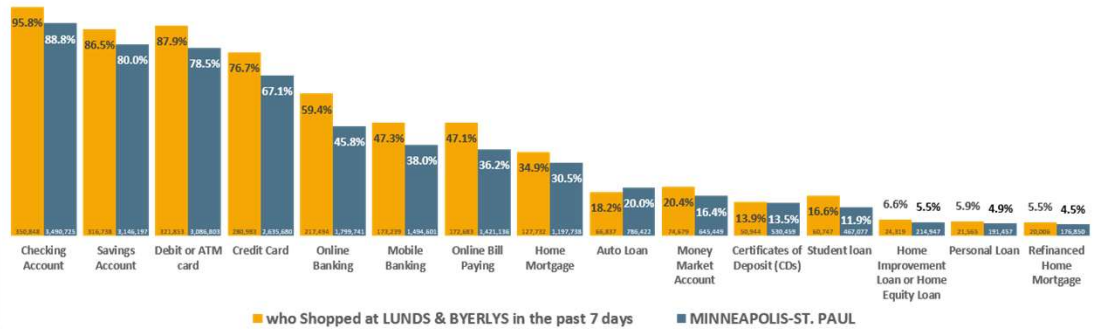
MSP

9.3% or 366,307 of MINNEAPOLIS-ST. PAUL DMA Adults 18 or older Shopped at LUNDS & BYERLYS in the past... Adults 18 or older who Shopped at LUNDS & BYERLYS in the past 7 days are 14.5% more likely to have a 401K, 8.8% less likely to have an Auto Loan, 36.9% more likely to Invest/Trade Stocks Online, 8.% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



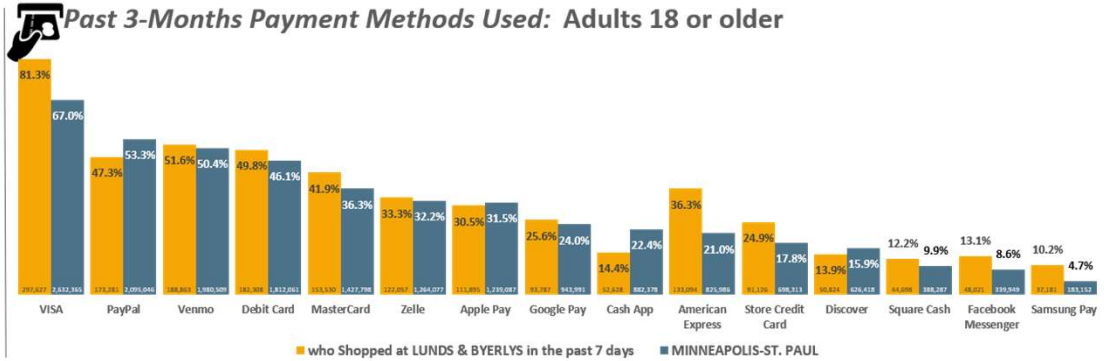
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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

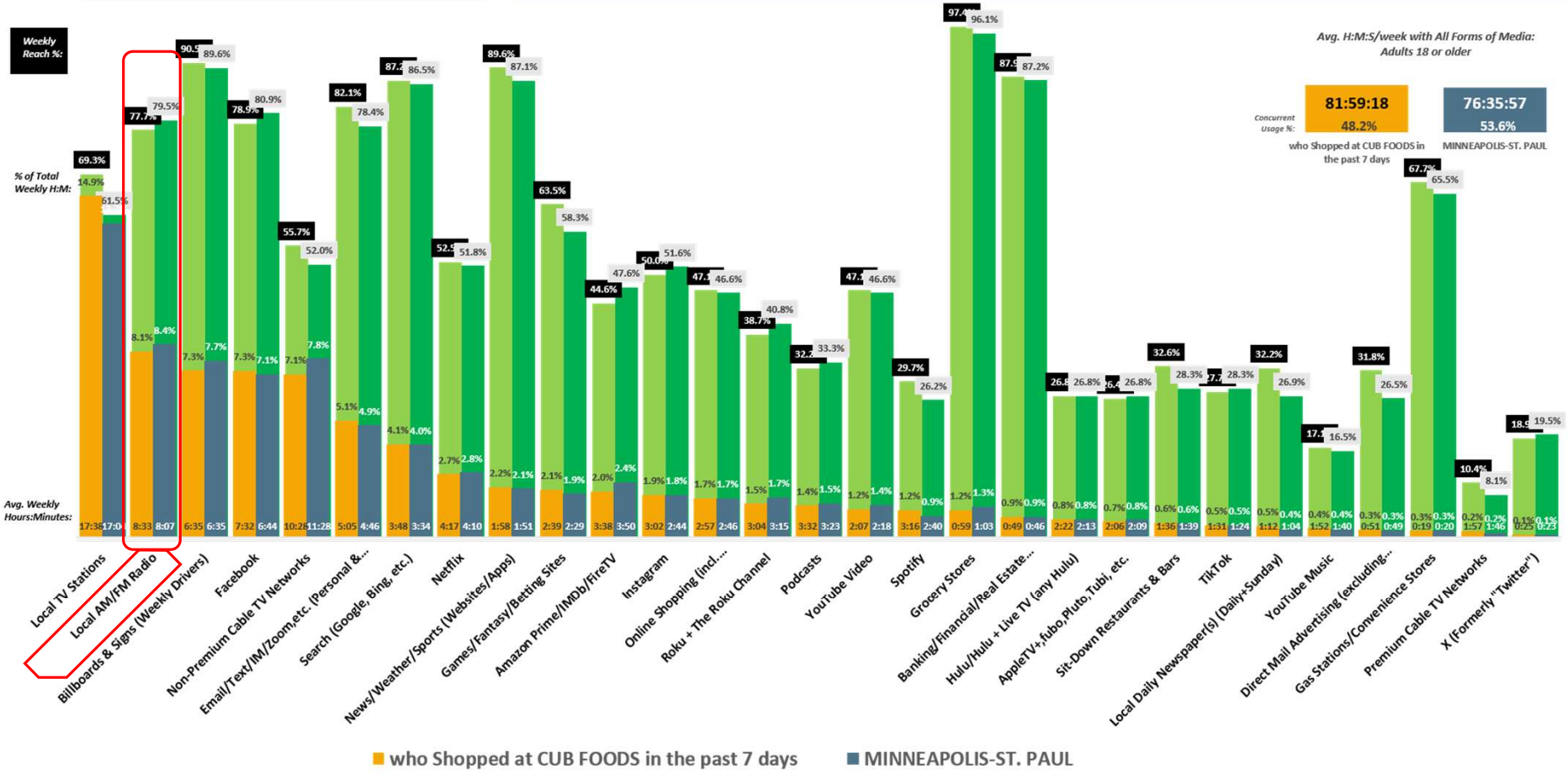


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Grocery stores shopped past 7 days (HHLD): Lunds & Byerlys

Adults 18 or older who Shopped at CUB FOODS in the past 7 days spend an average of 3 days, 9 hours, 59 minutes and 18 seconds each week with All Forms of Media.

77.7% of Adults 18 or older who Shopped at CUB FOODS in the past 7 days spend an avg. of 8 hours and 33 minutes each week listening to All Local AM/FM Radio, representing 8.1% of total time spent with all forms of Media.



MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,922
MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 778

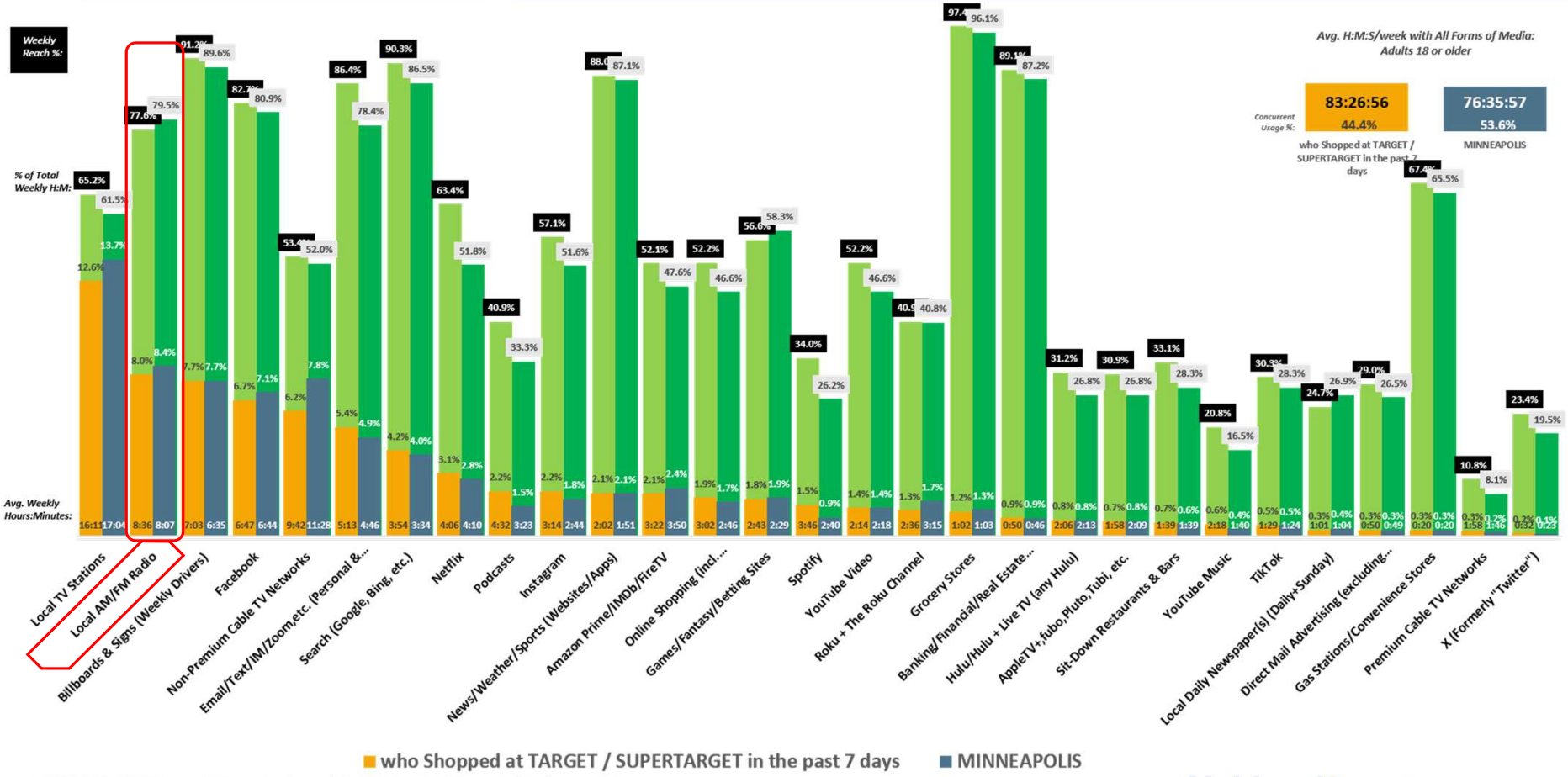
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Hubbard media that connects soefa.ai Share of Everything for Anything

Grocery stores shopped past 7 days (HHLD): Cub Foods

Adults 18 or older who Shopped at TARGET / SUPERTARGET in the past 7 days spend an average of 3 days, 11 hours, 26 minutes and 56 seconds each week with All Forms of Media.

77.6% of Adults 18 or older who Shopped at TARGET / SUPERTARGET in the past 7 days spend an avg. of 8 hours and 36 minutes each week listening to All Local AM/FM Radio, representing 8.% of total time spent with all forms of Media.

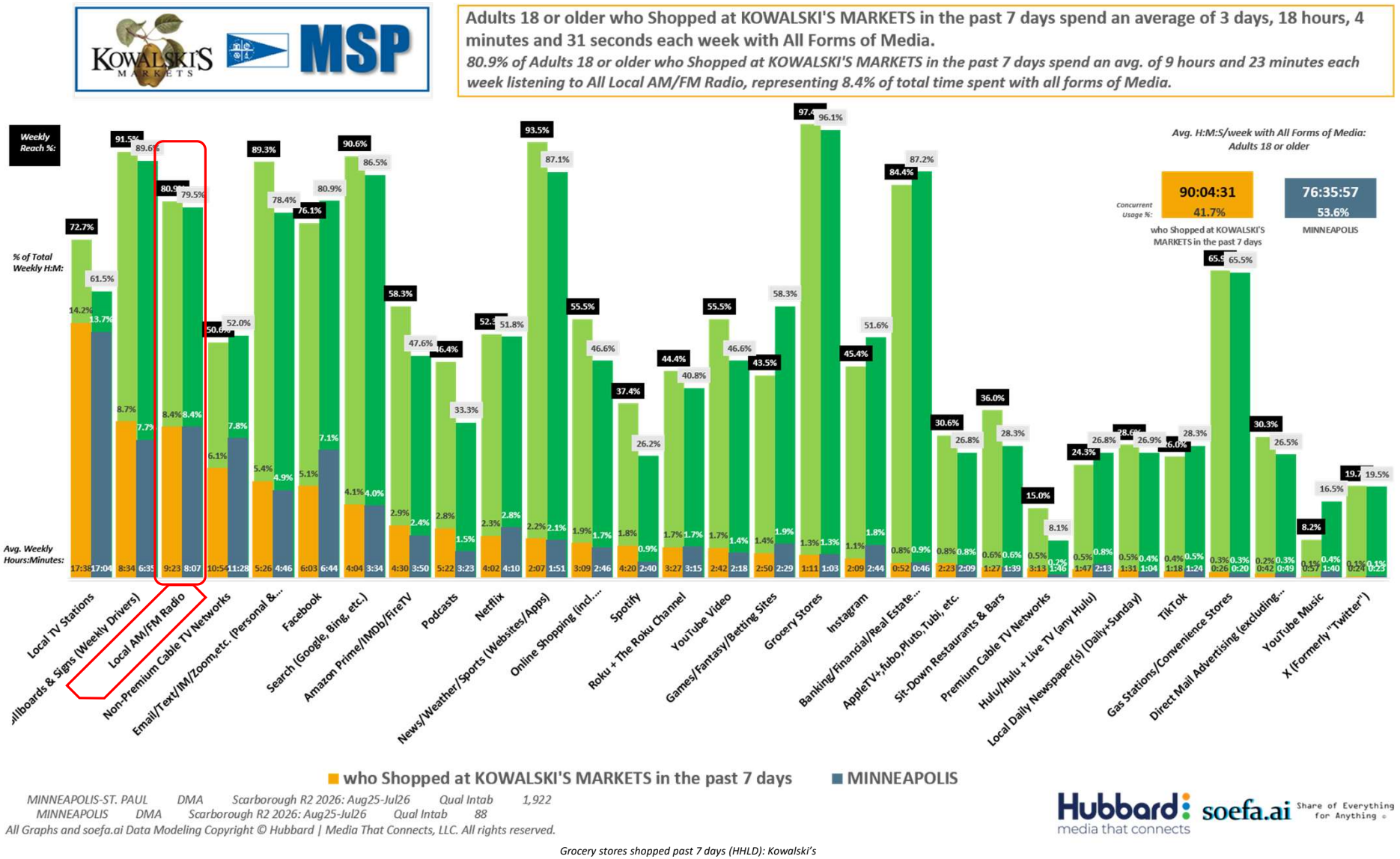


MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,922
MINNEAPOLIS DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 719

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Hubbard media that connects soefa.ai Share of Everything for Anything

Grocery stores shopped past 7 days (HHLD): Target/SuperTarget



MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,922
MINNEAPOLIS DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 88

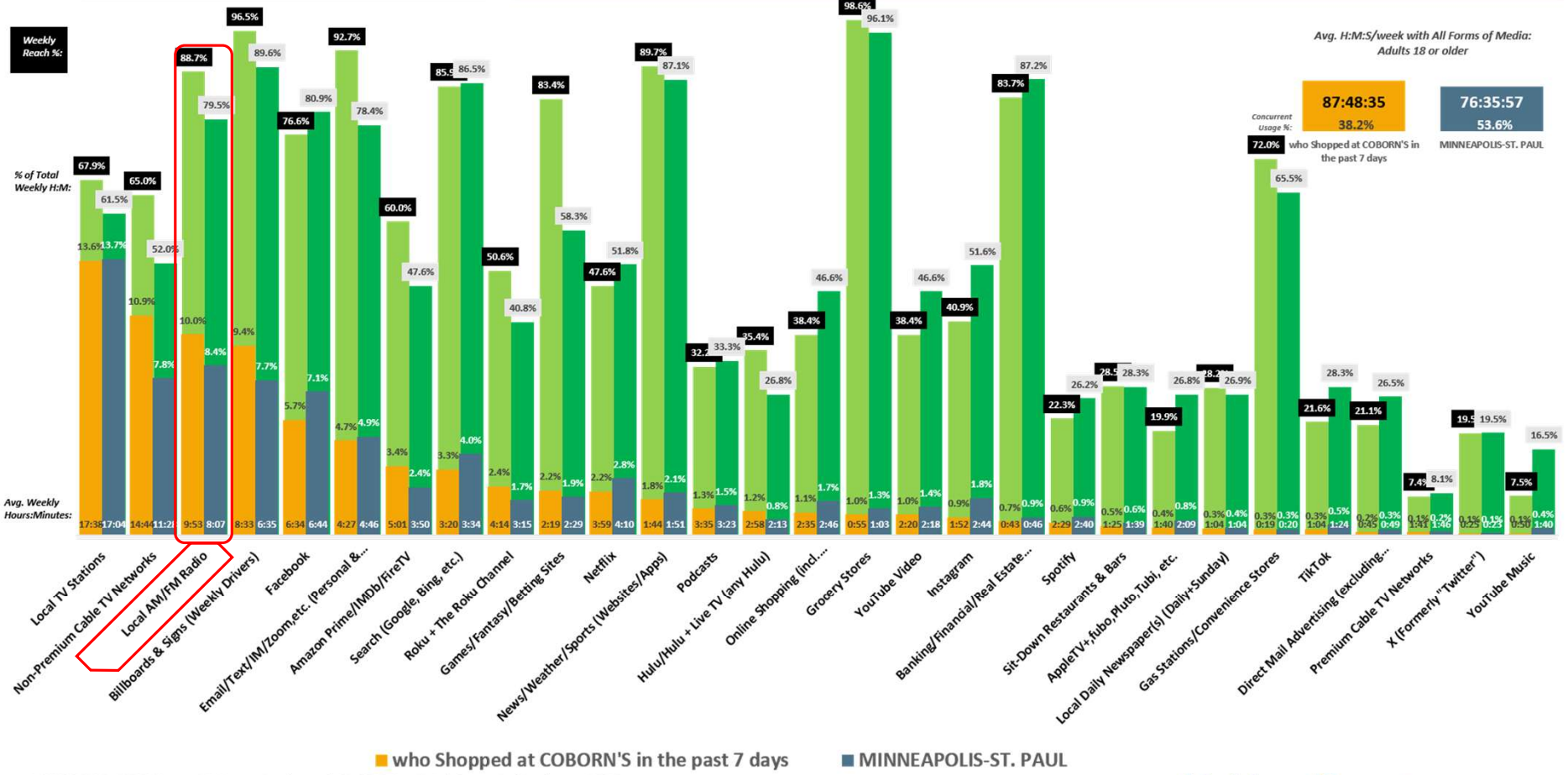
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Hubbard media that connects soefa.ai Share of Everything for Anything

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

Adults 18 or older who Shopped at COBORN'S in the past 7 days spend an average of 3 days, 15 hours, 48 minutes and 35 seconds each week with All Forms of Media.

88.7% of Adults 18 or older who Shopped at COBORN'S in the past 7 days spend an avg. of 9 hours and 53 minutes each week listening to All Local AM/FM Radio, representing 10.% of total time spent with all forms of Media.



MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,922
MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 175

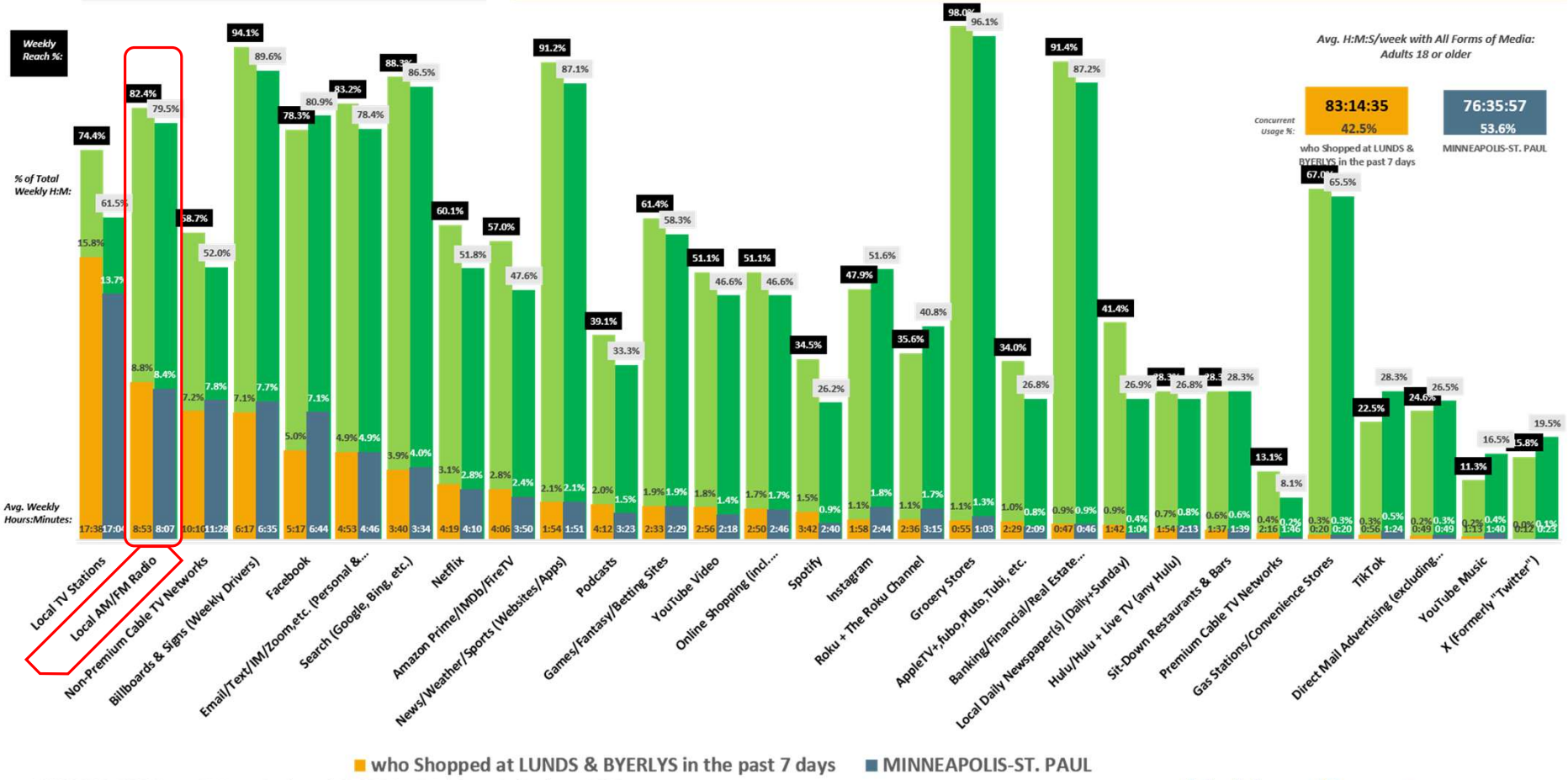
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Grocery stores shopped past 7 days (HHLD): Coborn's

LUNDS&BYERLYS MSP

Adults 18 or older who Shopped at LUNDS & BYERLYS in the past 7 days spend an average of 3 days, 11 hours, 14 minutes and 35 seconds each week with All Forms of Media.

82.4% of Adults 18 or older who Shopped at LUNDS & BYERLYS in the past 7 days spend an avg. of 8 hours and 53 minutes each week listening to All Local AM/FM Radio, representing 8.8% of total time spent with all forms of Media.



MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,922
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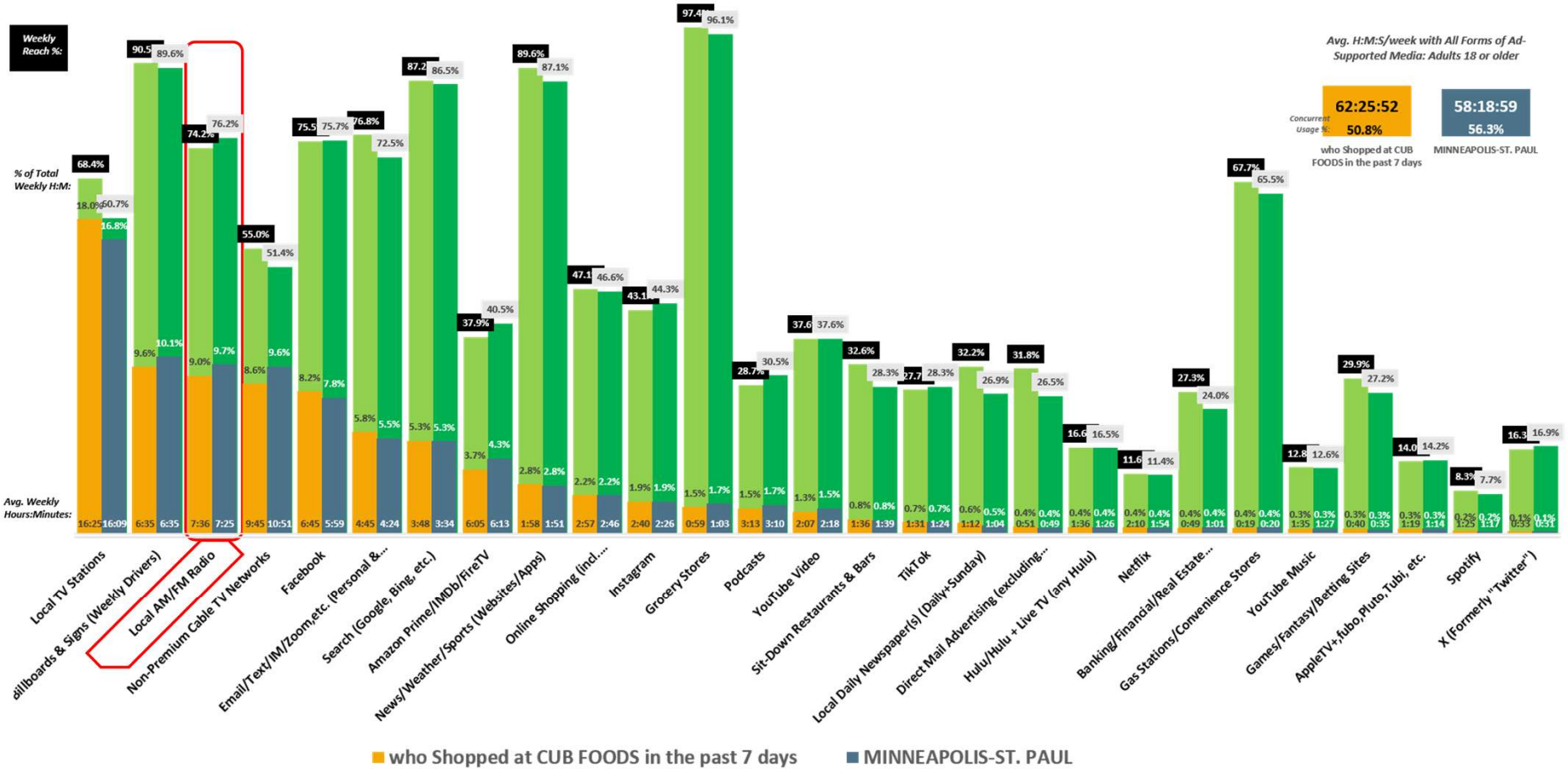
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Grocery stores shopped past 7 days (HHLD): Lunds & Byerlys

Adults 18 or older who Shopped at CUB FOODS in the past 7 days spend an average of 2 days, 14 hours, 25 minutes and 52 seconds each week with All Forms of Ad-Supported Media.

74.2% of Adults 18 or older who Shopped at CUB FOODS in the past 7 days spend an avg. of 7 hours and 36 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.7% of total time spent with all forms of Ad-Supported Media.



MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,922
MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 778

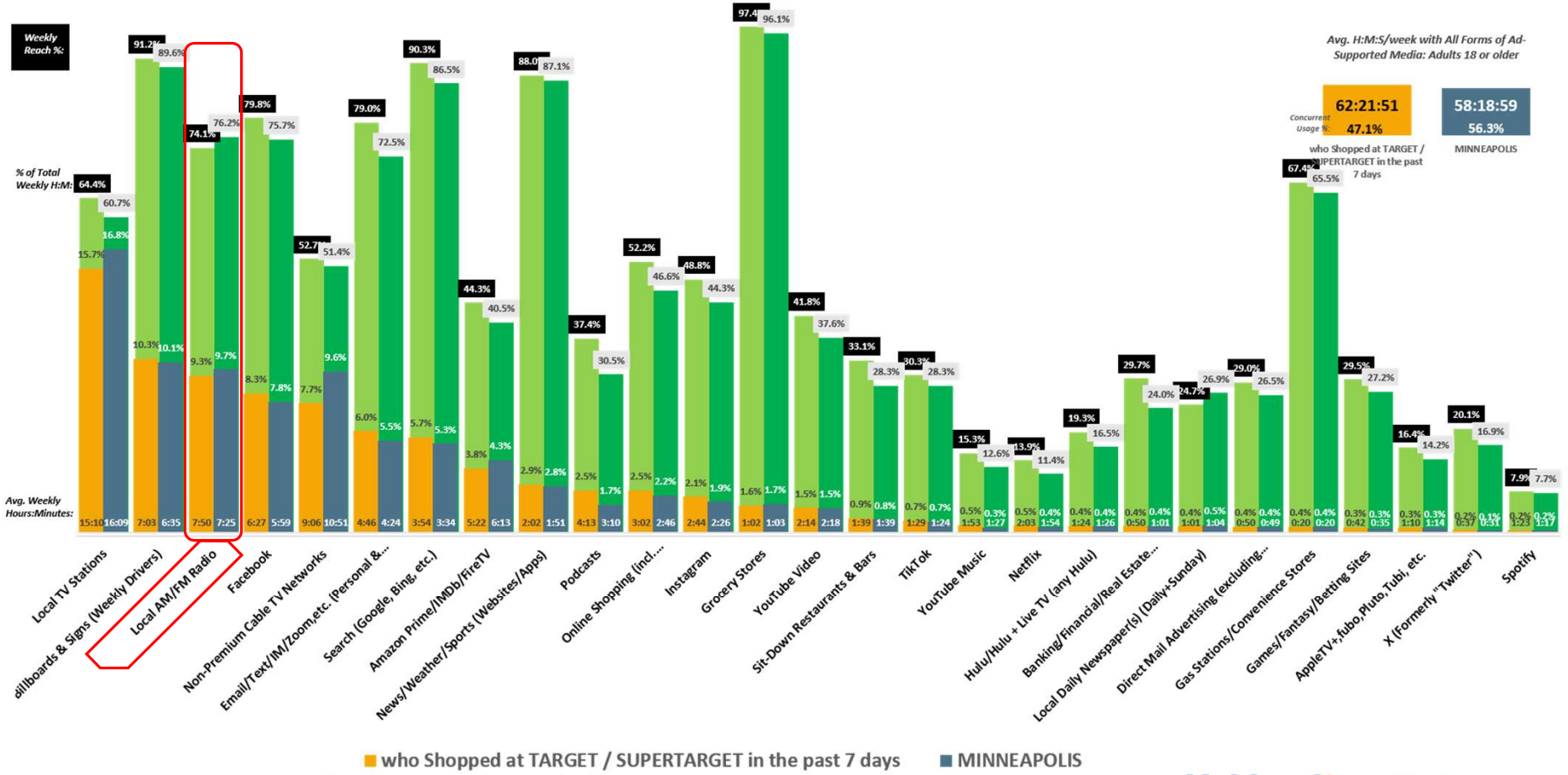
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Grocery stores shopped past 7 days (HHLD): Cub Foods

Adults 18 or older who Shopped at TARGET / SUPERTARGET in the past 7 days spend an average of 2 days, 14 hours, 21 minutes and 51 seconds each week with All Forms of Ad-Supported Media.

74.1% of Adults 18 or older who Shopped at TARGET / SUPERTARGET in the past 7 days spend an avg. of 7 hours and 50 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.3% of total time spent with all forms of Ad-Supported Media.

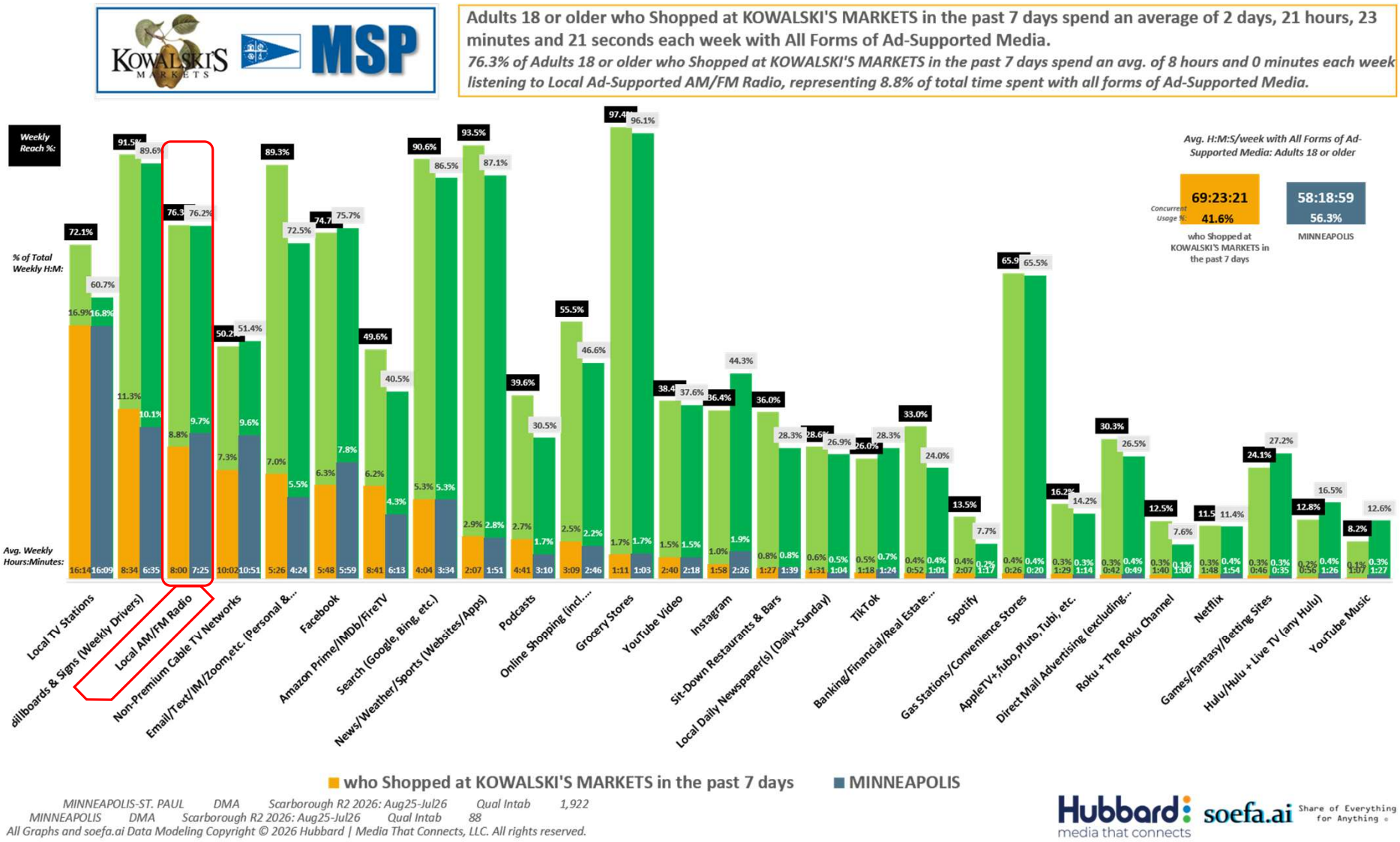


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Grocery stores shopped past 7 days (HHLD): Target/SuperTarget

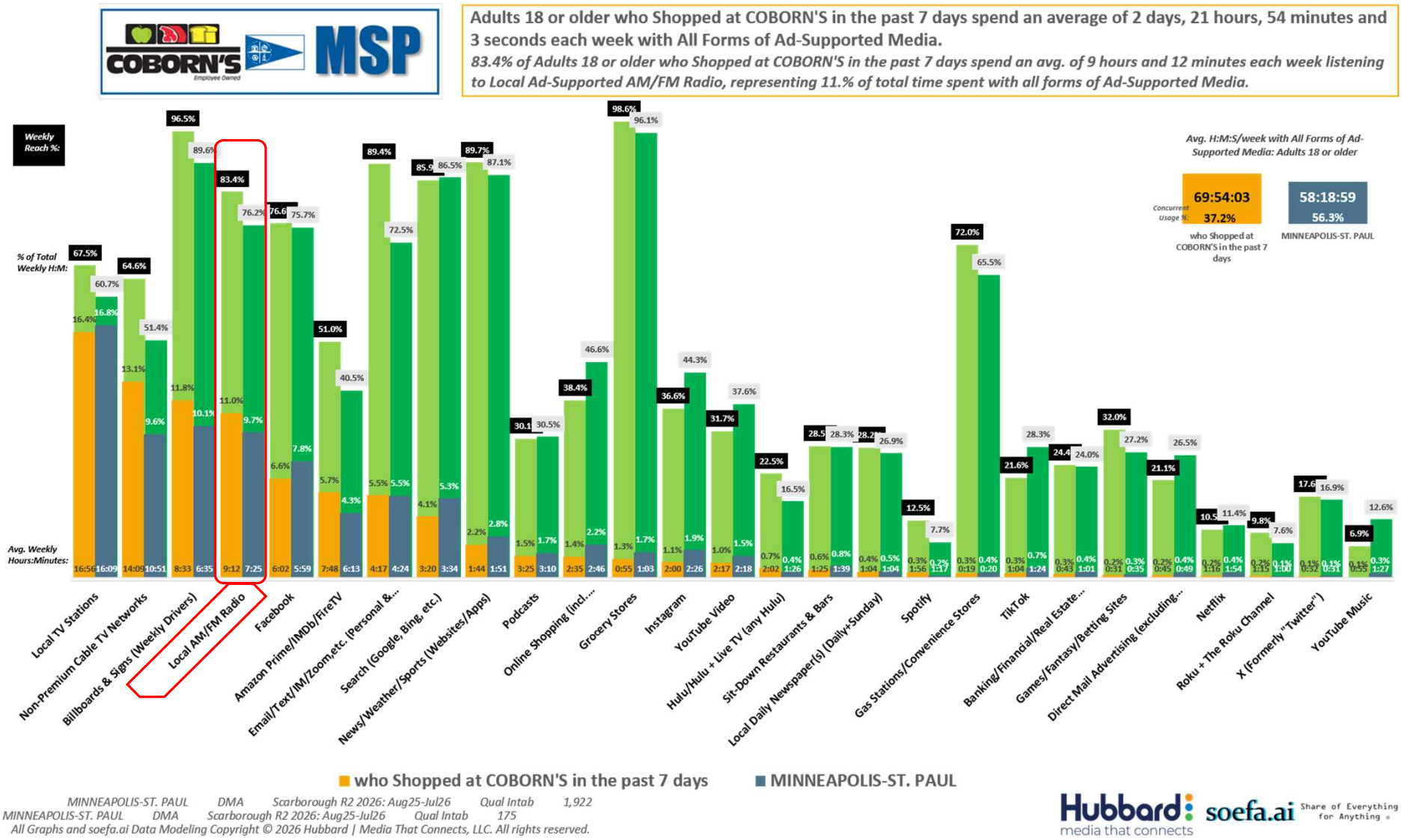


MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,922
MINNEAPOLIS DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 88

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



MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,922
MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 175

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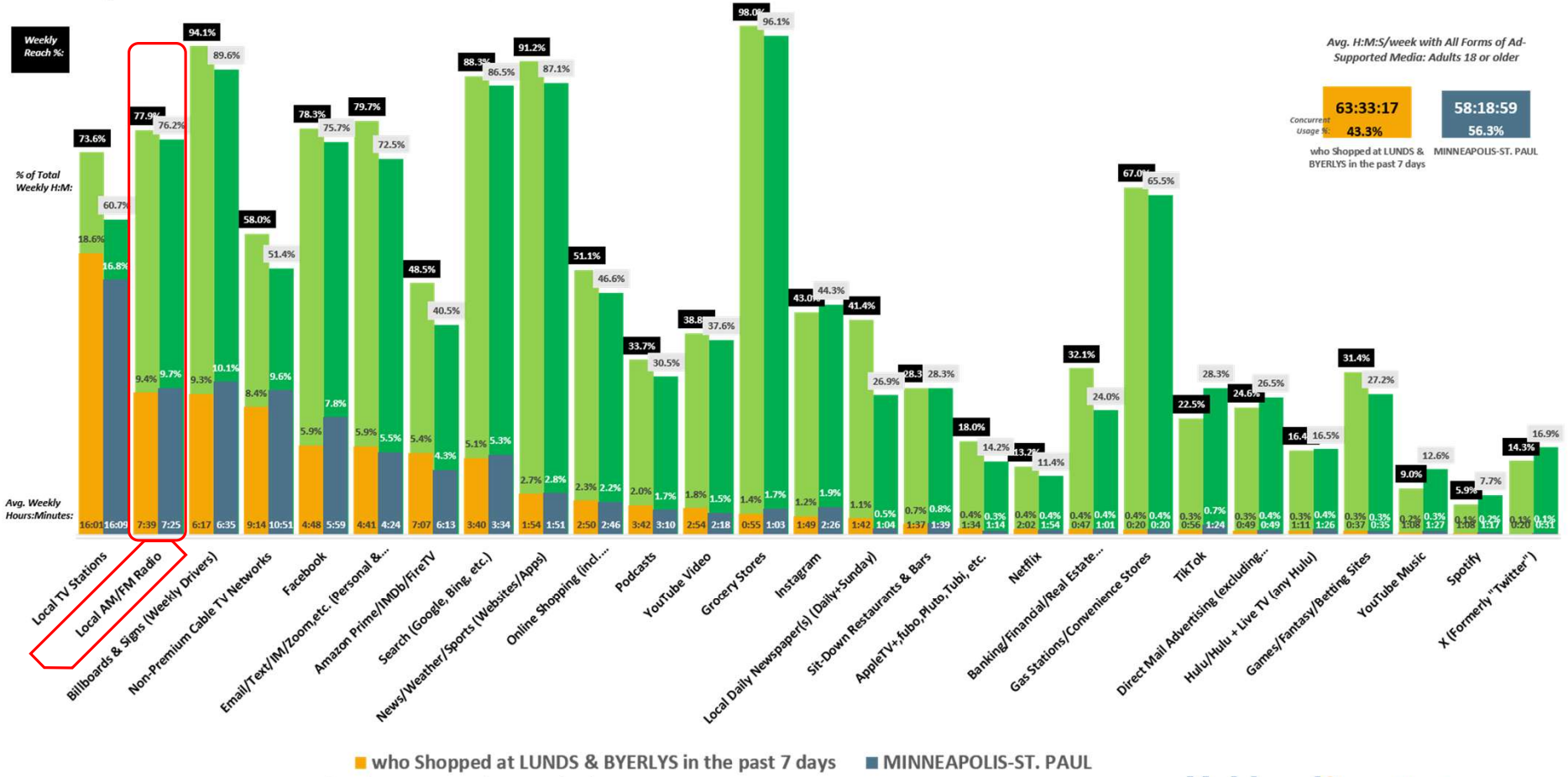
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Grocery stores shopped past 7 days (HHLD): Coborn's

LUNDS & BYERLYS MSP

Adults 18 or older who Shopped at LUNDS & BYERLYS in the past 7 days spend an average of 2 days, 15 hours, 33 minutes and 17 seconds each week with All Forms of Ad-Supported Media.

77.9% of Adults 18 or older who Shopped at LUNDS & BYERLYS in the past 7 days spend an avg. of 7 hours and 39 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.4% of total time spent with all forms of Ad-Supported Media.



MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,922
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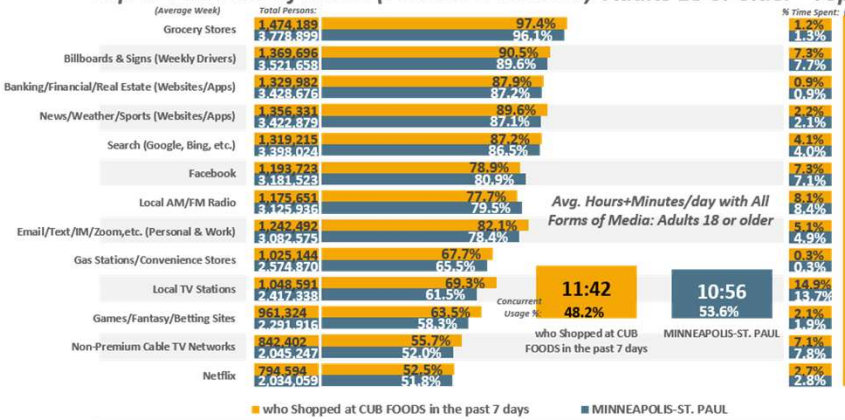
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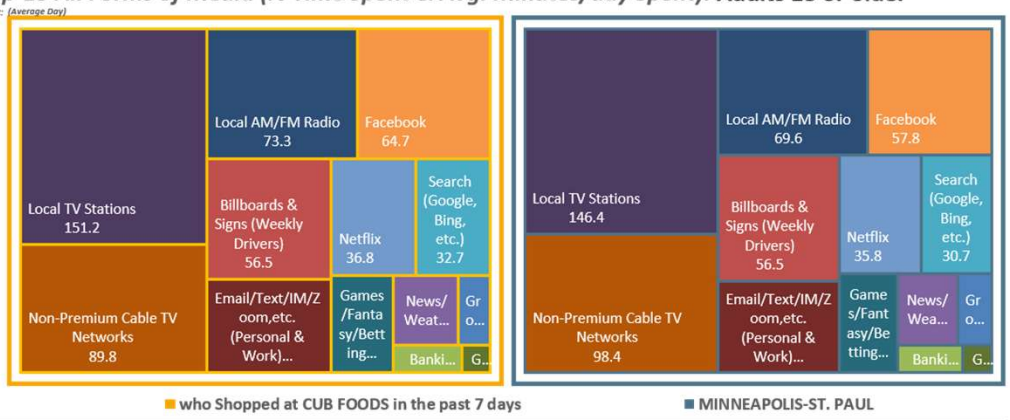
Grocery stores shopped past 7 days (HHLD): Lunds & Byerlys

Adults 18 or older who Shopped at CUB FOODS in the past 7 days spend an average of 8 hours and 55 minutes each day with All Forms of Ad-Supported Media. 74.2% listen to Local AM/FM Radio for an avg. of 65.2 minutes/day. *(Local Radio delivers 9.% of Time with Ad-Supported Media.)*

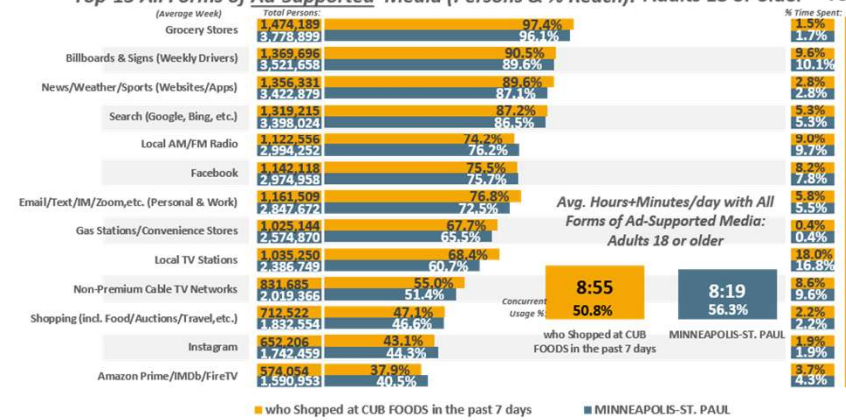
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



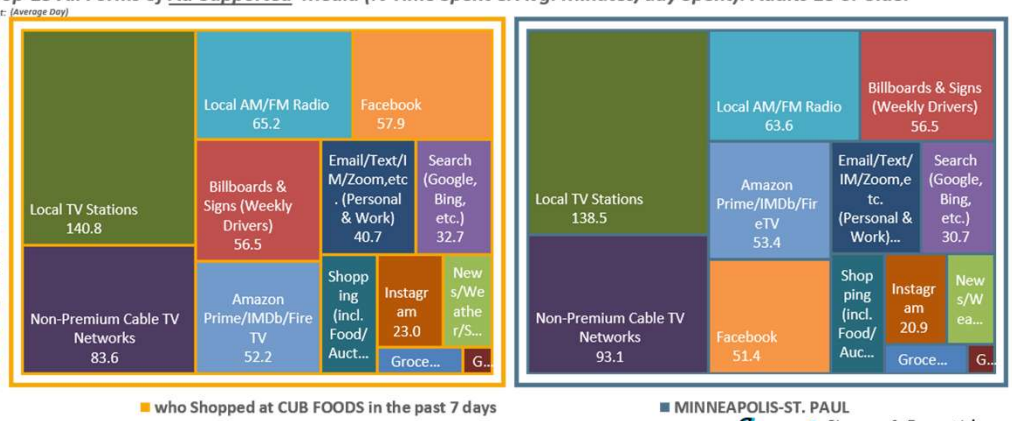
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 778

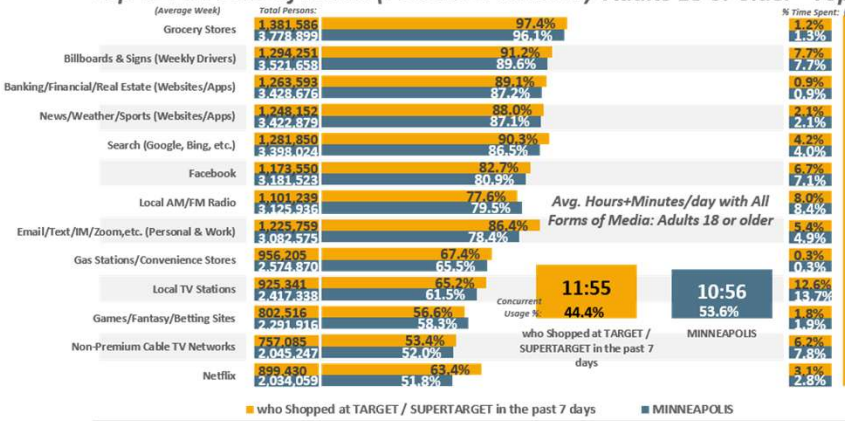
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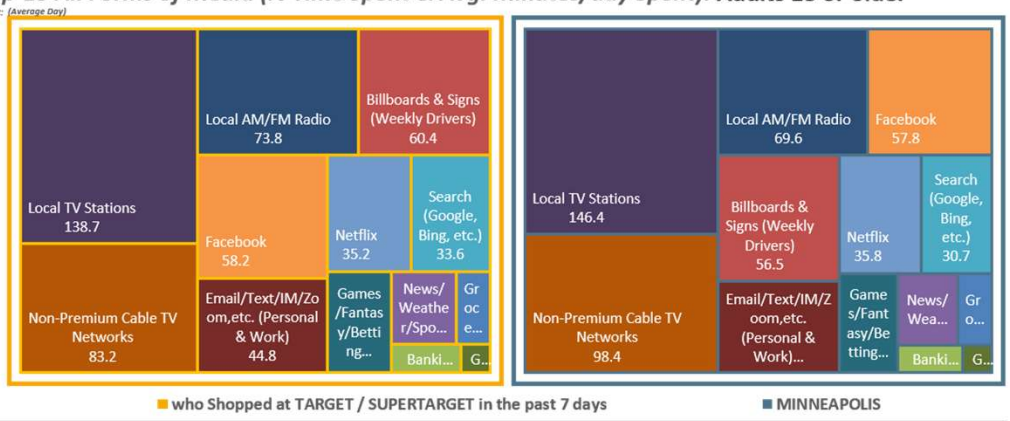
Grocery stores shopped past 7 days (HHLD): Cub Foods

Adults 18 or older who Shopped at TARGET / SUPERTARGET in the past 7 days spend an average of 8 hours and 54 minutes each day with All Forms of Ad-Supported Media. 74.1% listen to Local AM/FM Radio for an avg. of 67.3 minutes/day. *(Local Radio delivers 9.3% of Time with Ad-Supported Media.)*

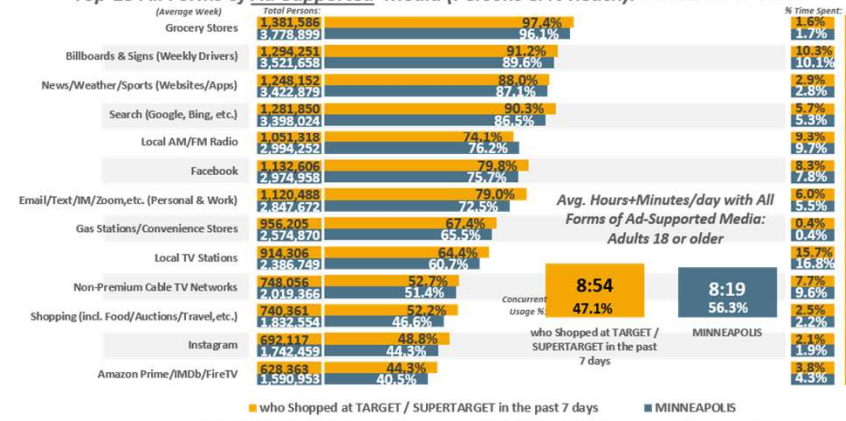
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



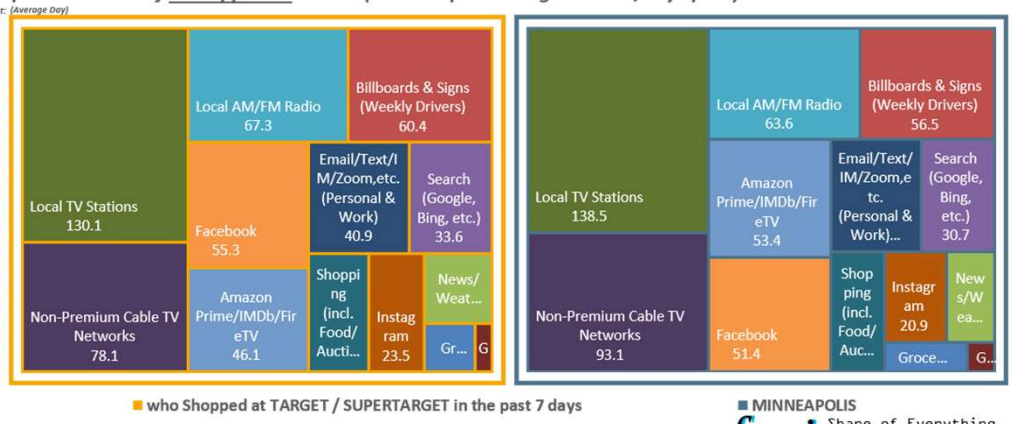
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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

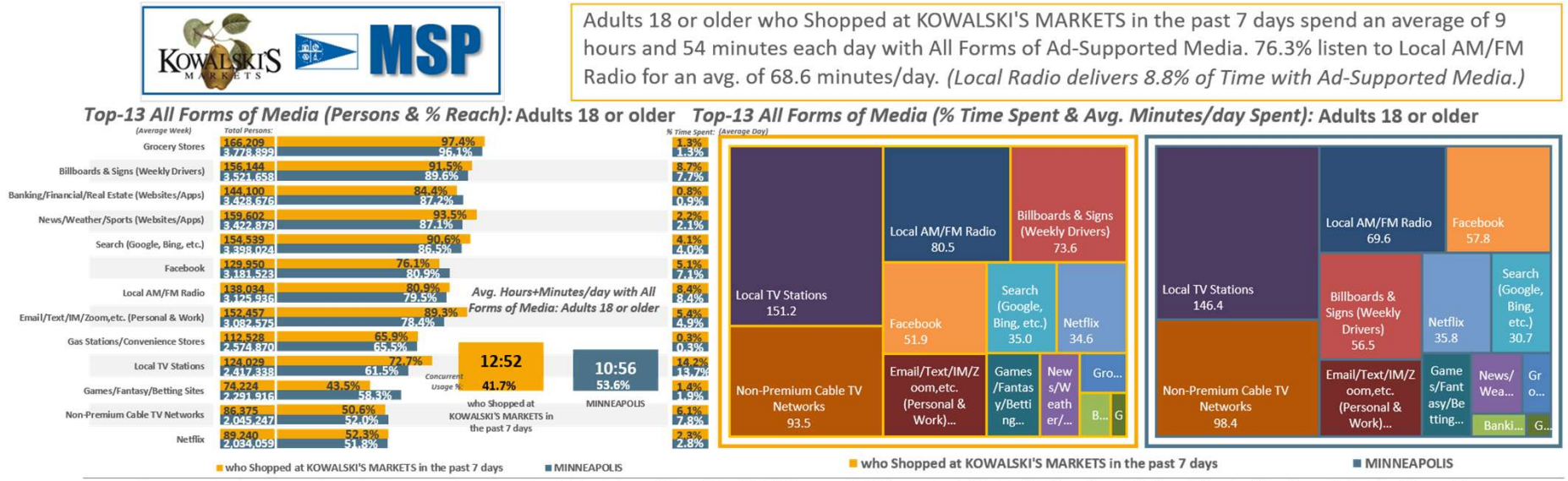


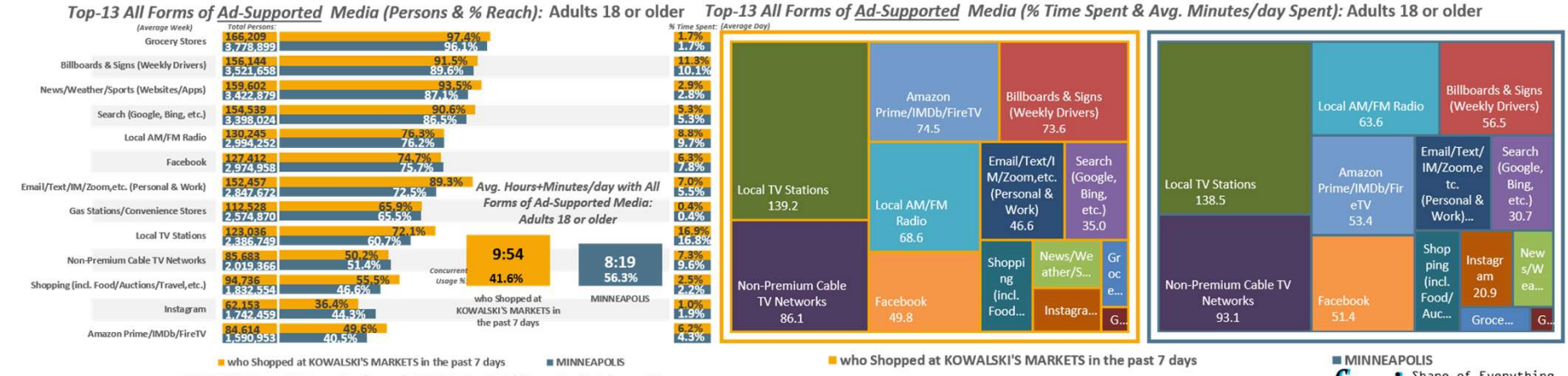
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Grocery stores shopped past 7 days (HHLD): Target/SuperTarget

Adults 18 or older who Shopped at KOWALSKI'S MARKETS in the past 7 days spend an average of 9 hours and 54 minutes each day with All Forms of Ad-Supported Media. 76.3% listen to Local AM/FM Radio for an avg. of 68.6 minutes/day. *(Local Radio delivers 8.8% of Time with Ad-Supported Media.)*





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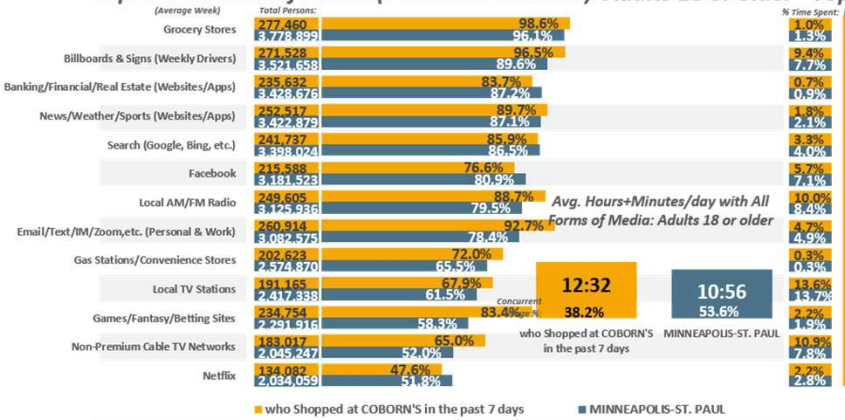
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Grocery stores shopped past 7 days (HHLD): Kowalski's

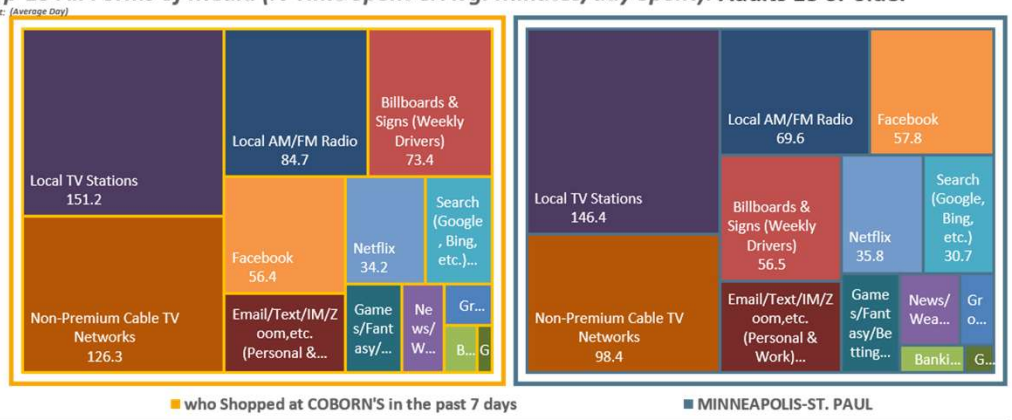
COBORN'S MSP

Adults 18 or older who Shopped at COBORN'S in the past 7 days spend an average of 9 hours and 59 minutes each day with All Forms of Ad-Supported Media. 83.4% listen to Local AM/FM Radio for an avg. of 78.9 minutes/day. *(Local Radio delivers 11.% of Time with Ad-Supported Media.)*

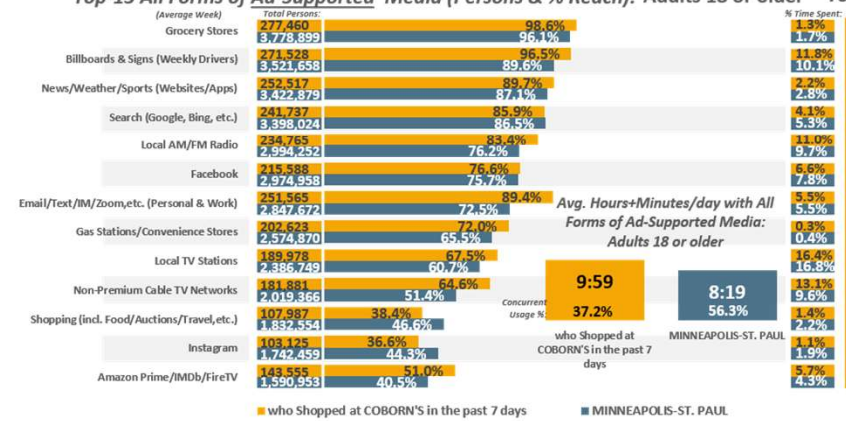
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



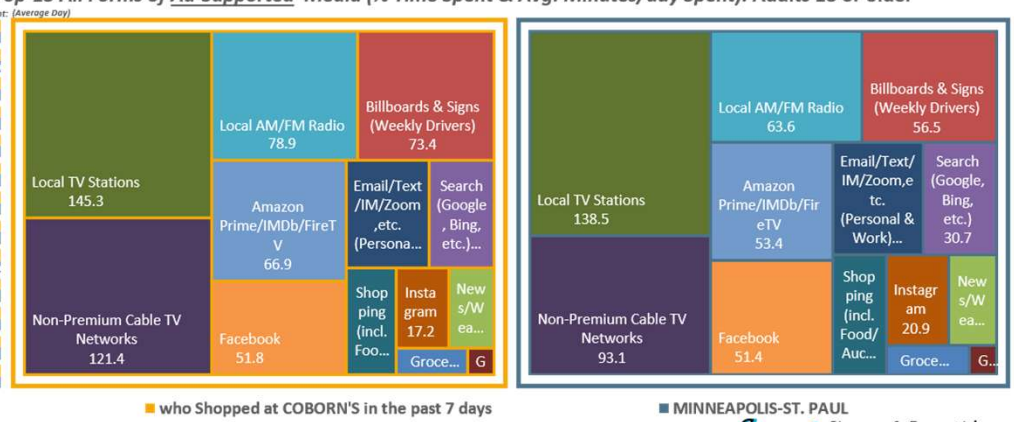
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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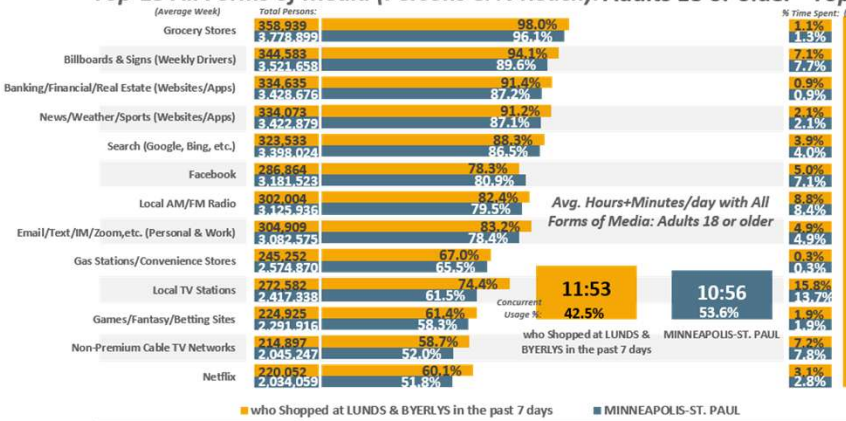
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Grocery stores shopped past 7 days (HHLD): Coborn's

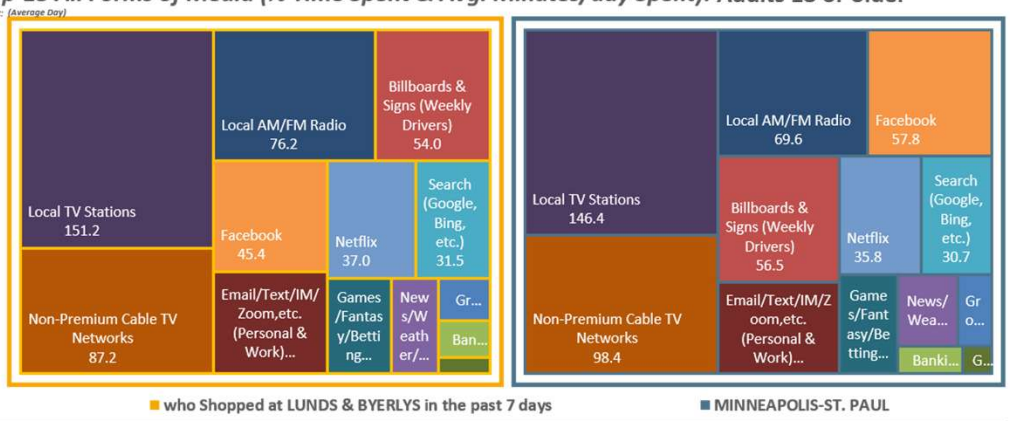
LUNDS&BYERLYS MSP

Adults 18 or older who Shopped at LUNDS & BYERLYS in the past 7 days spend an average of 9 hours and 4 minutes each day with All Forms of Ad-Supported Media. 77.9% listen to Local AM/FM Radio for an avg. of 65.6 minutes/day. *(Local Radio delivers 9.4% of Time with Ad-Supported Media.)*

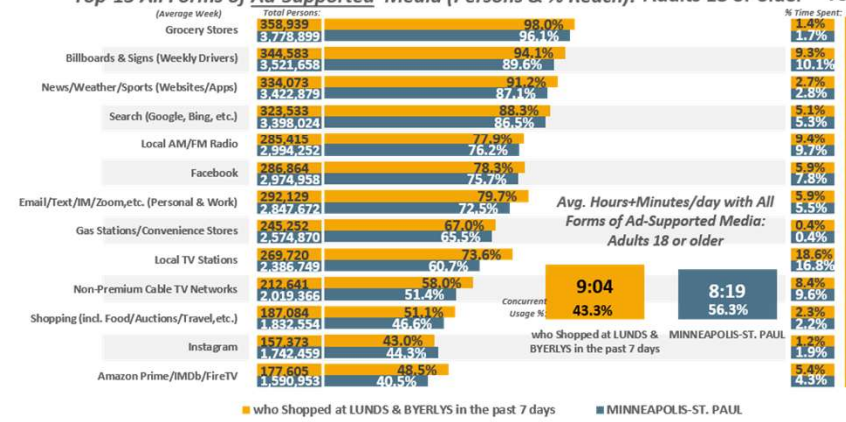
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



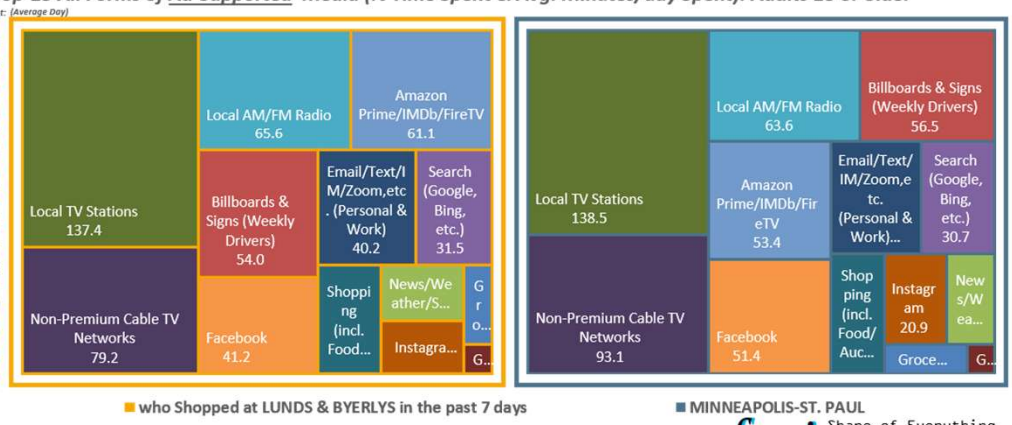
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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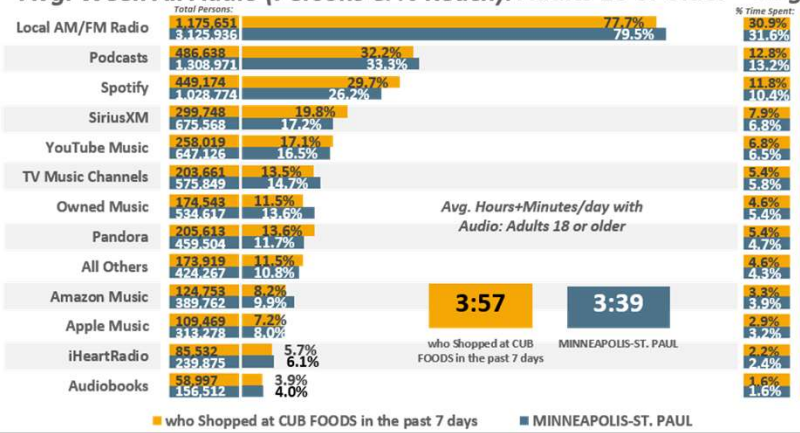
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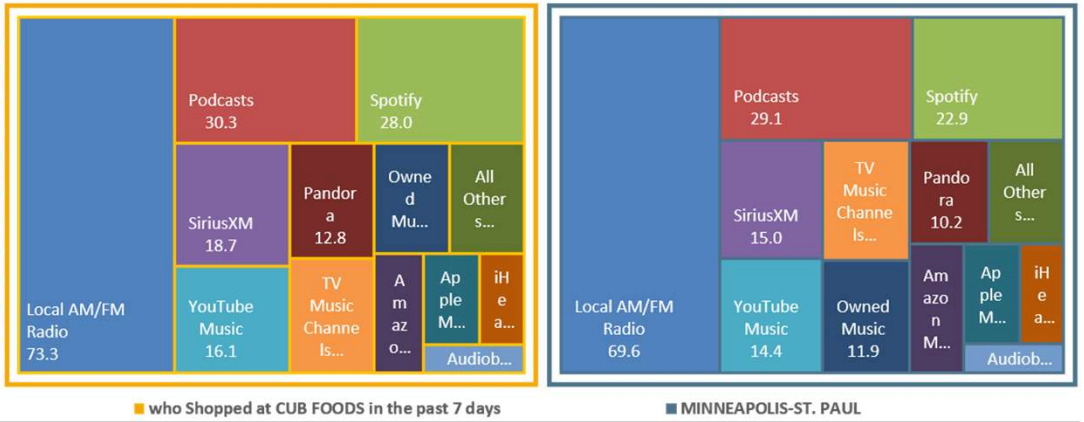
Grocery stores shopped past 7 days (HHLD): Lunds & Byerlys

1,122,556 or 74.2% of Adults 18 or older who Shopped at CUB FOODS in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 65.2 minutes every day representing 39.3% of all time spent daily with Ad-Supported Audio.

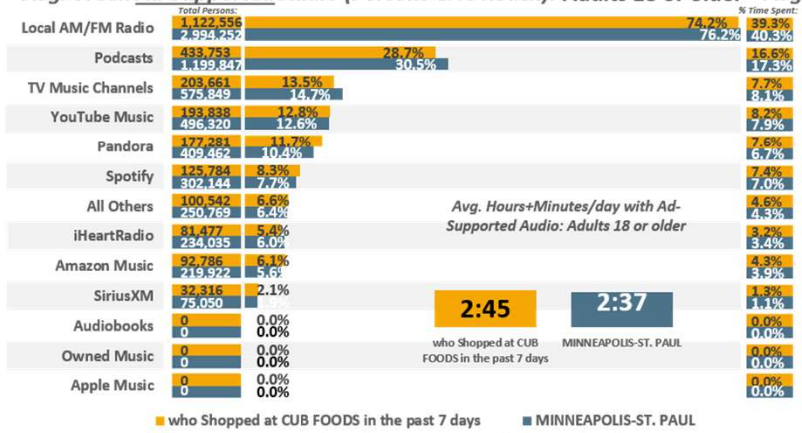
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



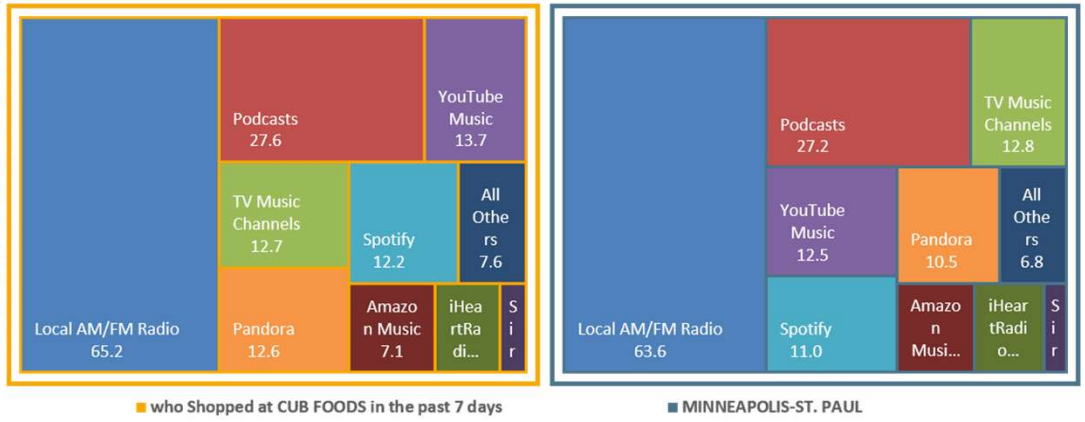
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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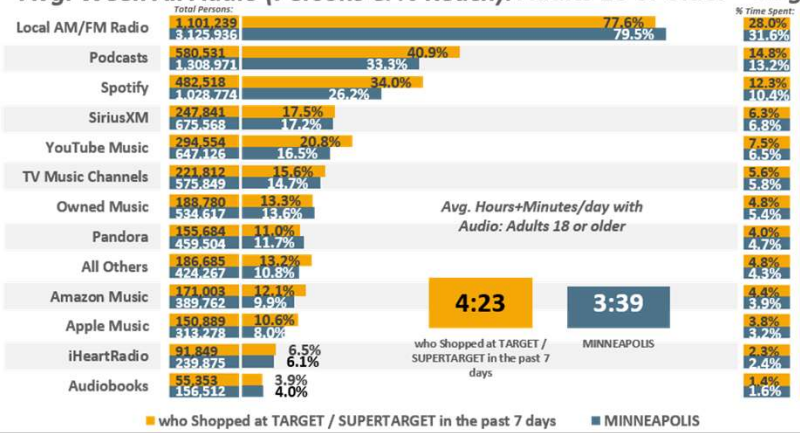
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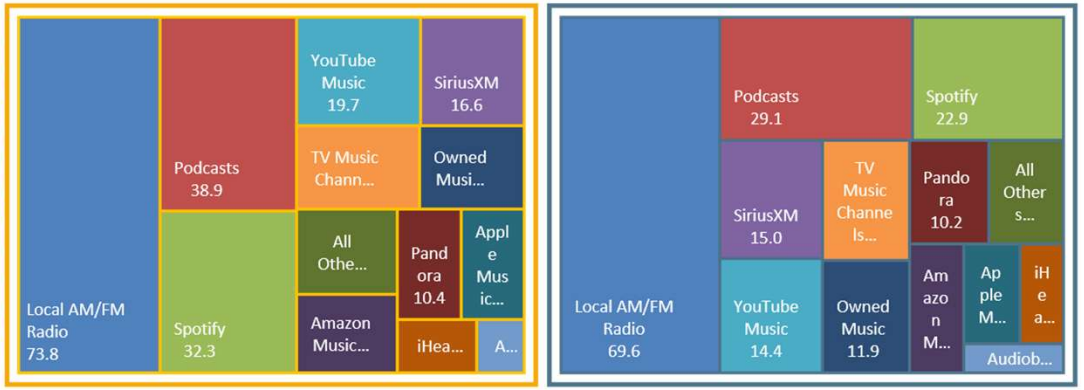
Grocery stores shopped past 7 days (HHLD): Cub Foods

1,051,318 or 74.1% of Adults 18 or older who Shopped at TARGET / SUPERTARGET in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 67.3 minutes every day representing 37.2% of all time spent daily with Ad-Supported Audio.

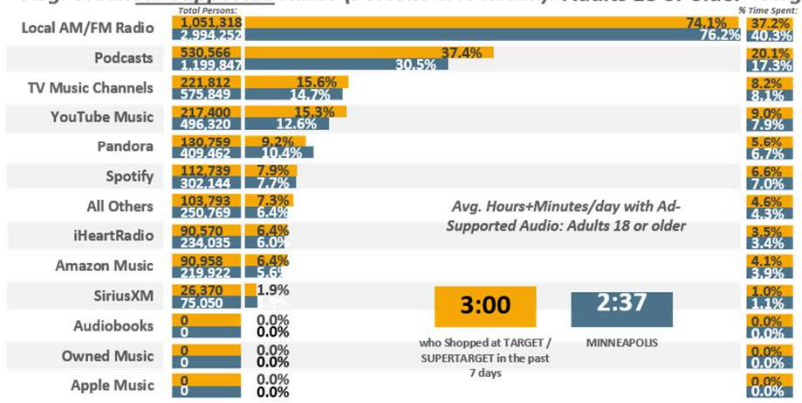
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



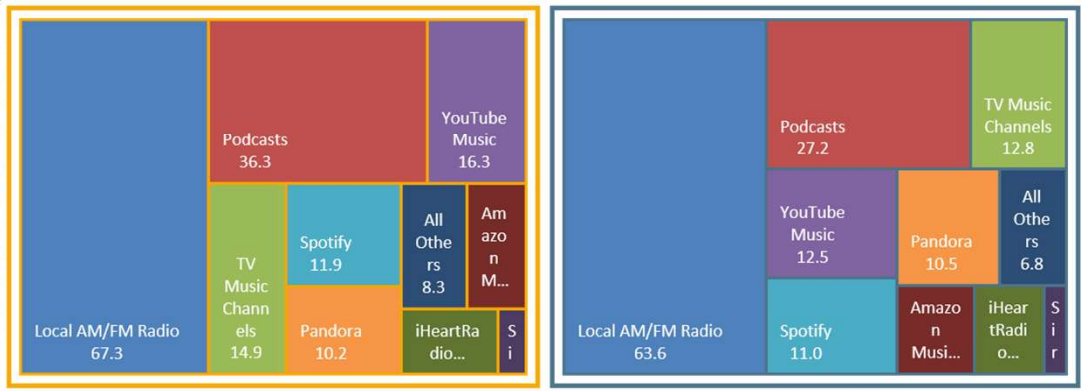
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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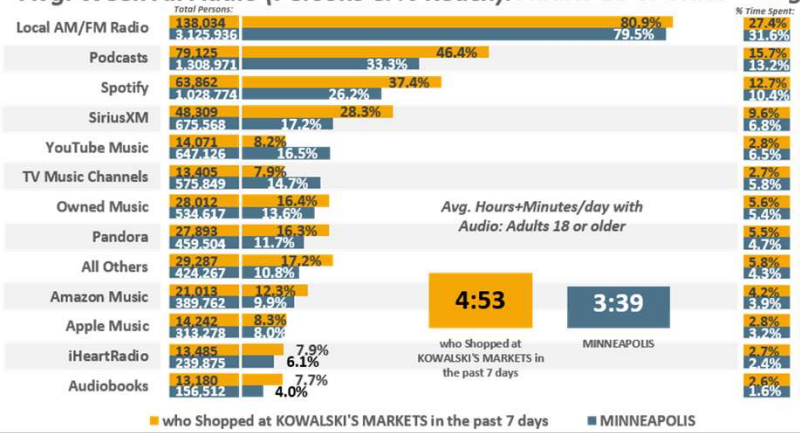
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Grocery stores shopped past 7 days (HHLD): Target/SuperTarget

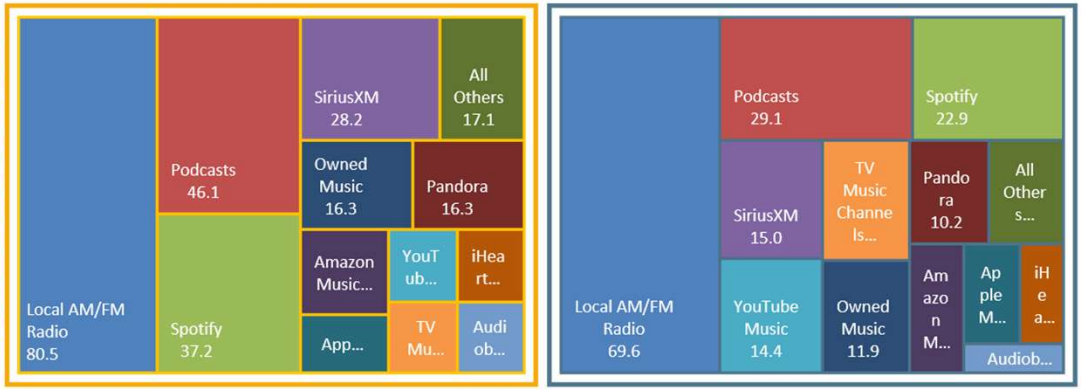
KOWALSKI'S MARKETS MSP

130,245 or 76.3% of Adults 18 or older who Shopped at KOWALSKI'S MARKETS in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 68.6 minutes every day representing 35.% of all time spent daily with Ad-Supported Audio.

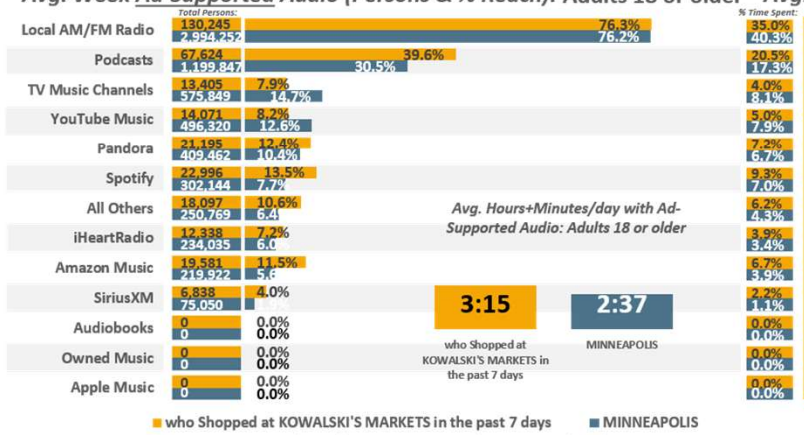
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



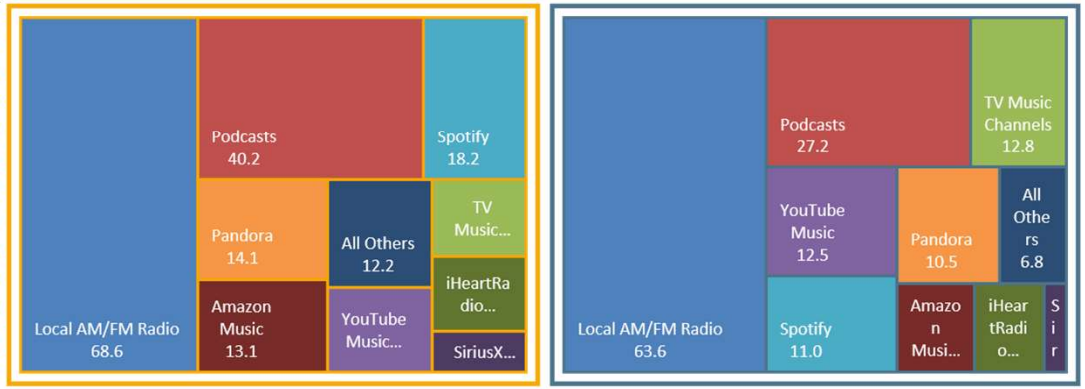
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 2026: Aug25-Jul26 Qual Intab 88

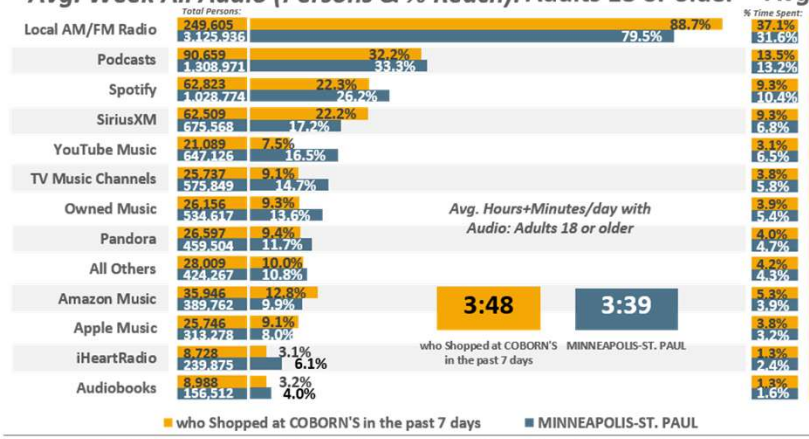
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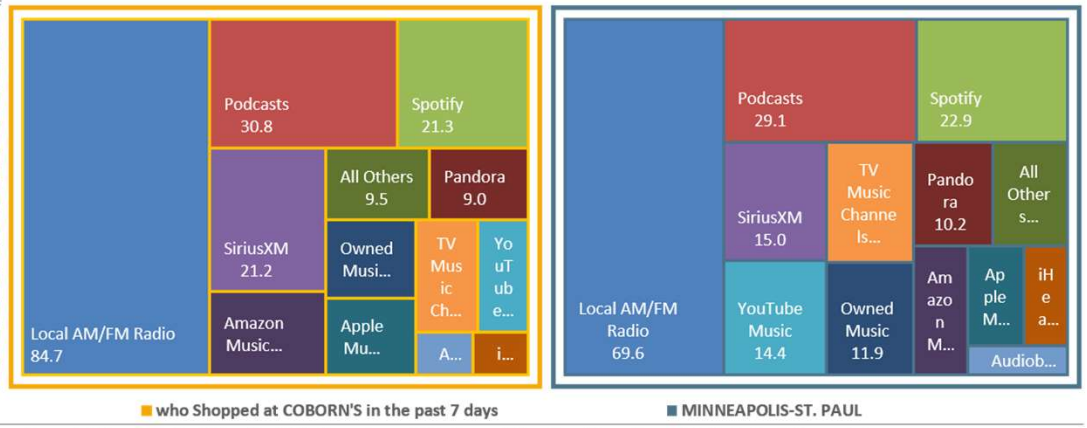
Grocery stores shopped past 7 days (HHLD): Kowalski's

234,765 or 83.4% of Adults 18 or older who Shopped at COBORN'S in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 78.9 minutes every day representing 45.3% of all time spent daily with Ad-Supported Audio.

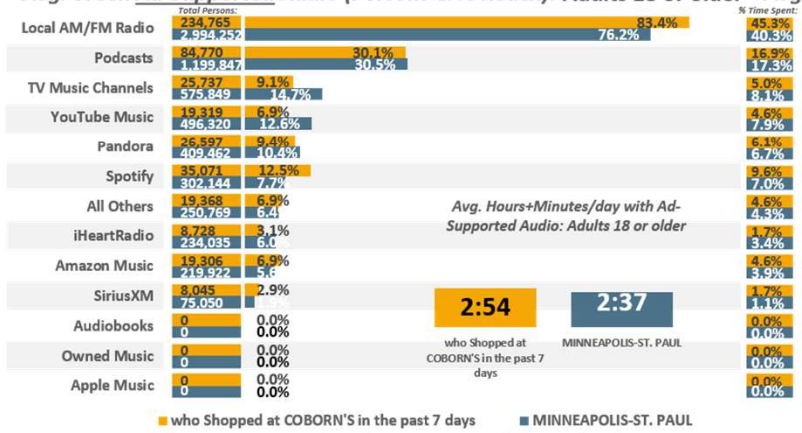
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



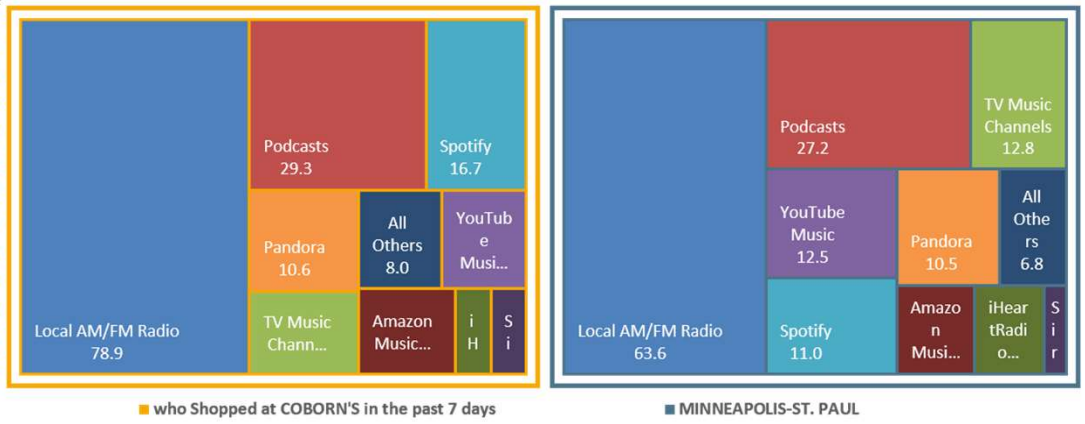
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 175

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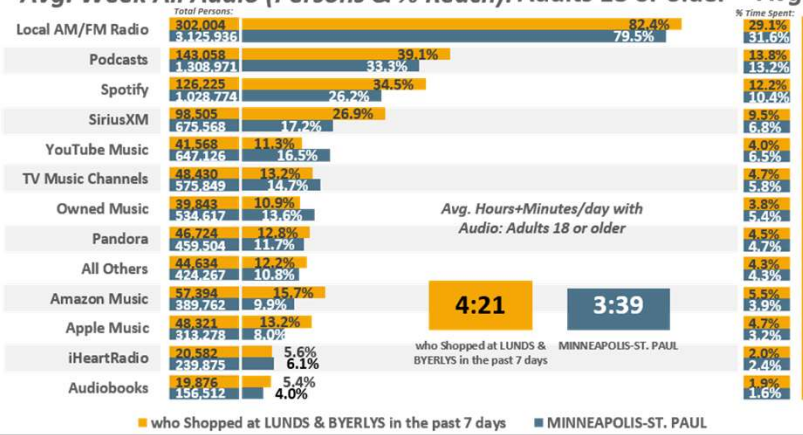
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Grocery stores shopped past 7 days (HHLD): Coborn's

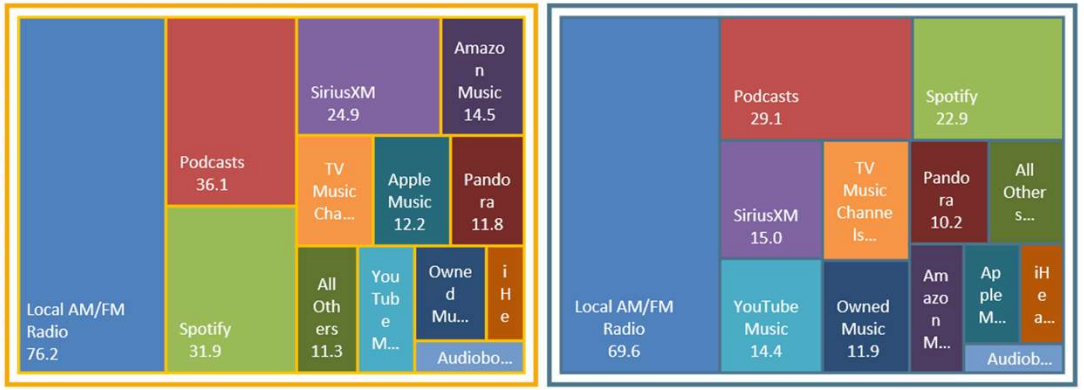
LUNDS&BYERLYS MSP

285,415 or 77.9% of Adults 18 or older who Shopped at LUNDS & BYERLYS in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 65.6 minutes every day representing 39.1% of all time spent daily with Ad-Supported Audio.

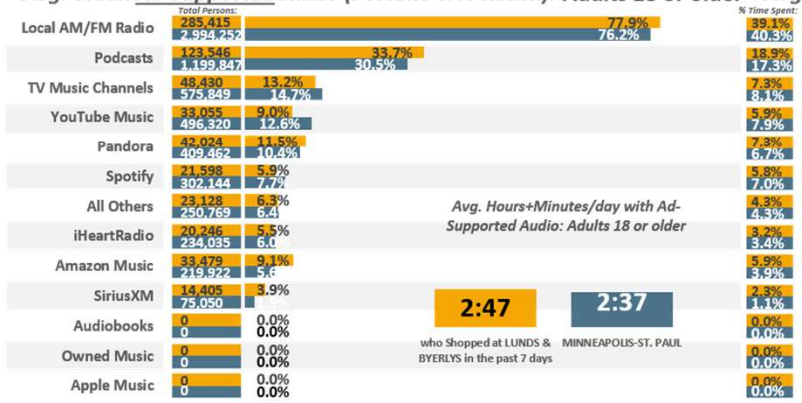
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



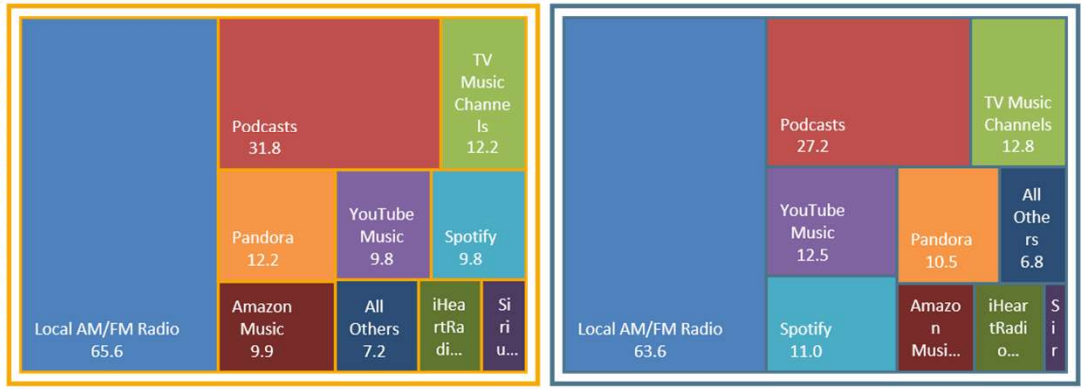
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



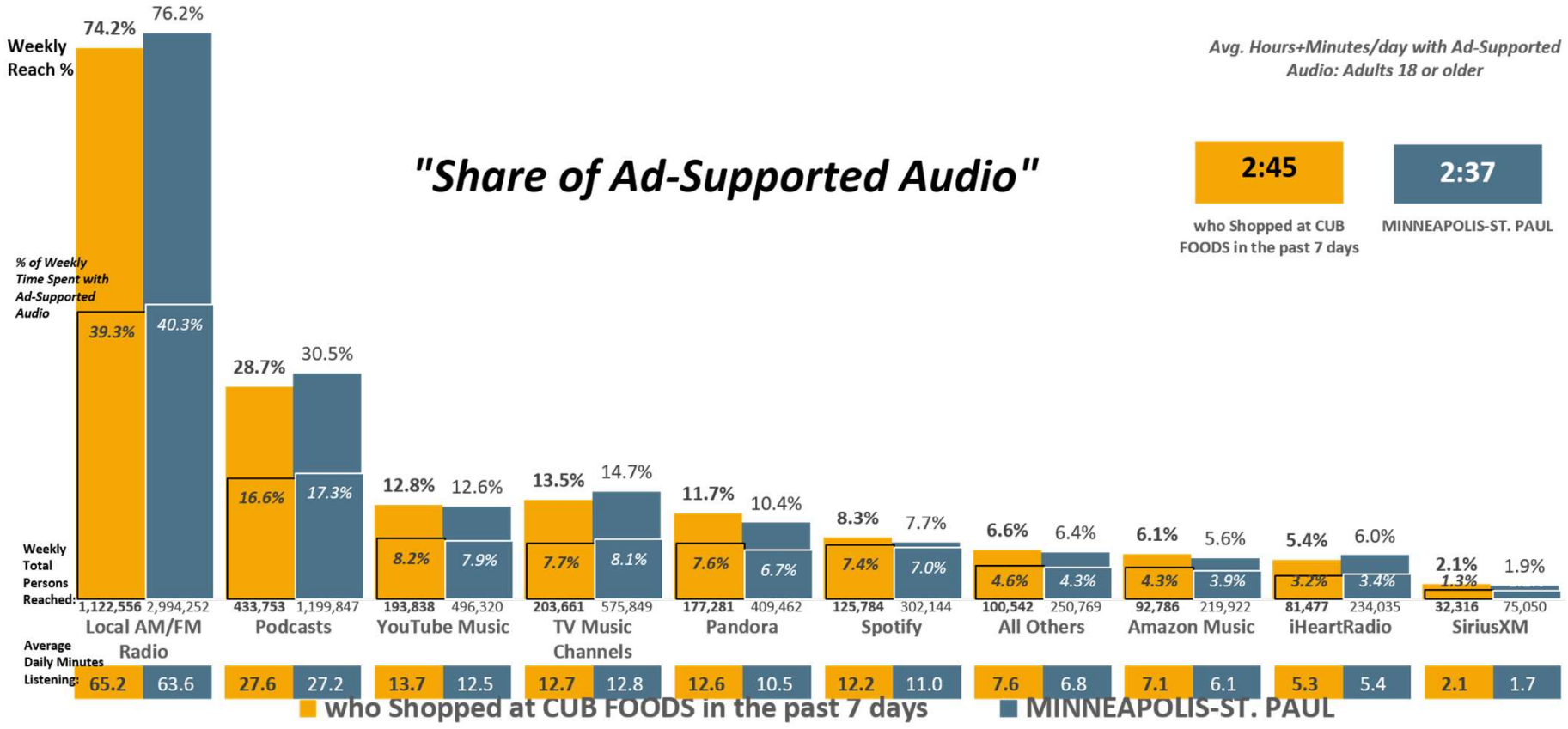
MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 238

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Grocery stores shopped past 7 days (HHLD): Lunds & Byerlys

1,122,556 or 74.2% of Adults 18 or older who Shopped at CUB FOODS in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 65.2 minutes every day representing 39.3% of all time spent daily with Ad-Supported Audio.



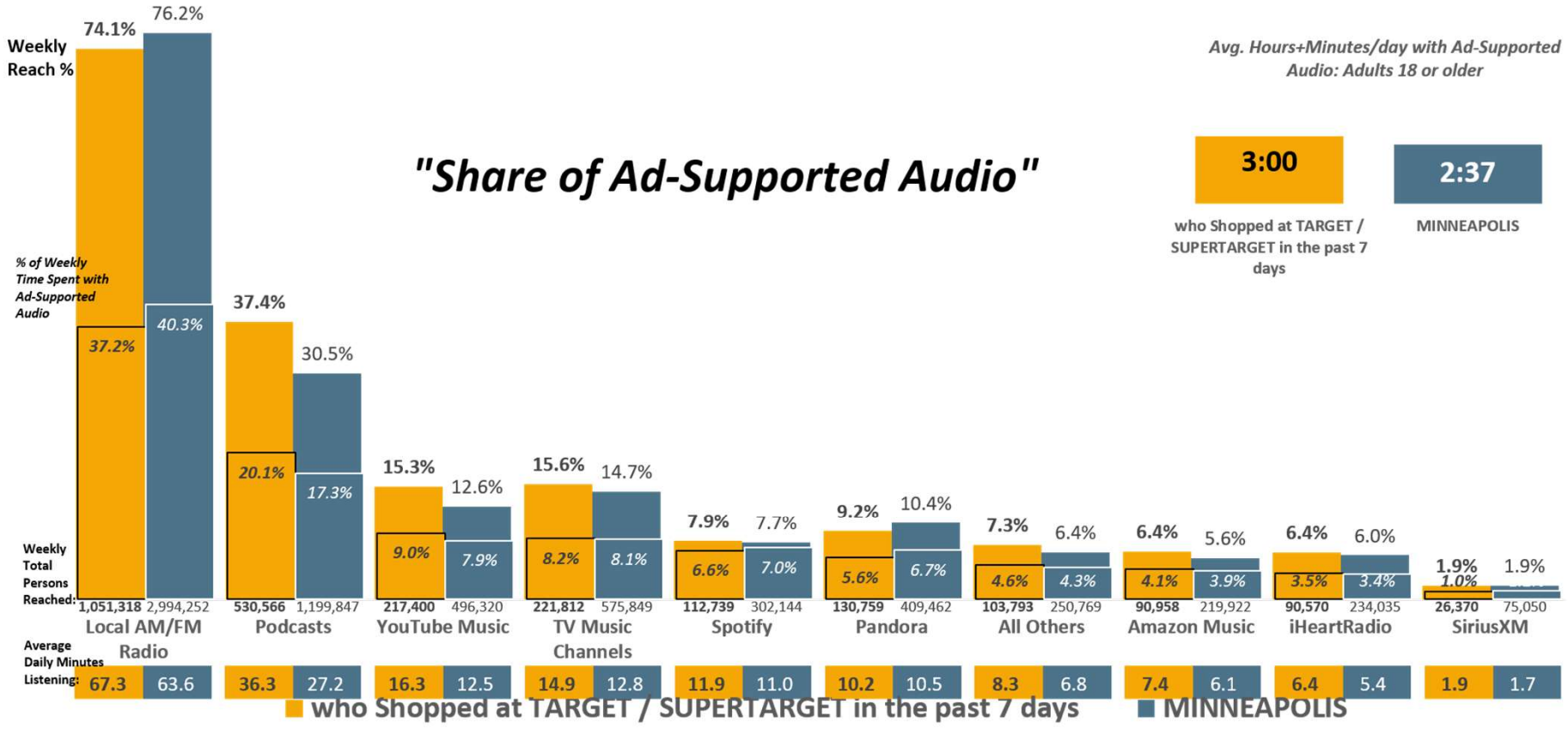
MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 778 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,922

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Grocery stores shopped past 7 days (HHLD): Cub Foods

1,051,318 or 74.1% of Adults 18 or older who Shopped at TARGET / SUPERTARGET in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 67.3 minutes every day representing 37.2% of all time spent daily with Ad-Supported Audio.



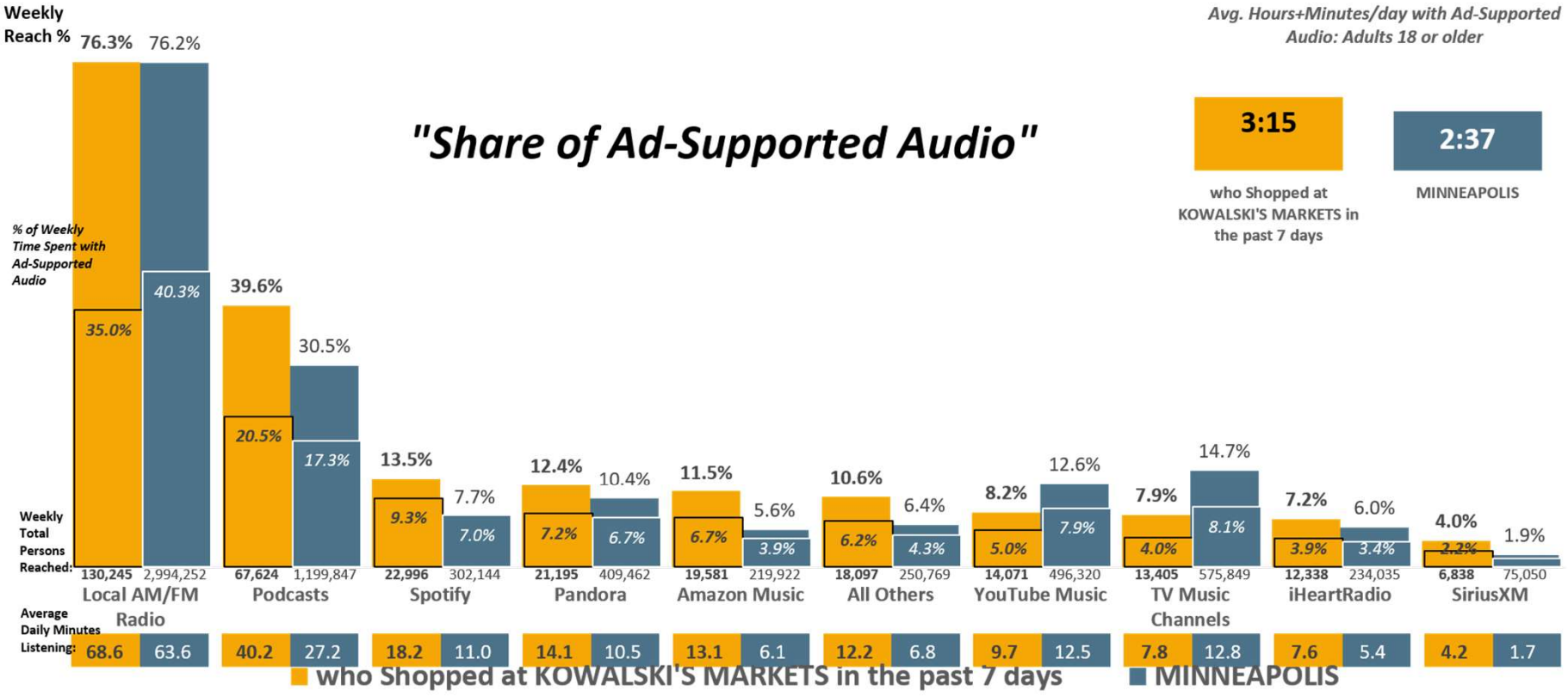
MINNEAPOLIS DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 719 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,922

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Grocery stores shopped past 7 days (HHLD): Target/SuperTarget

130,245 or 76.3% of Adults 18 or older who Shopped at KOWALSKI'S MARKETS in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 68.6 minutes every day representing 35.% of all time spent daily with Ad-Supported Audio.



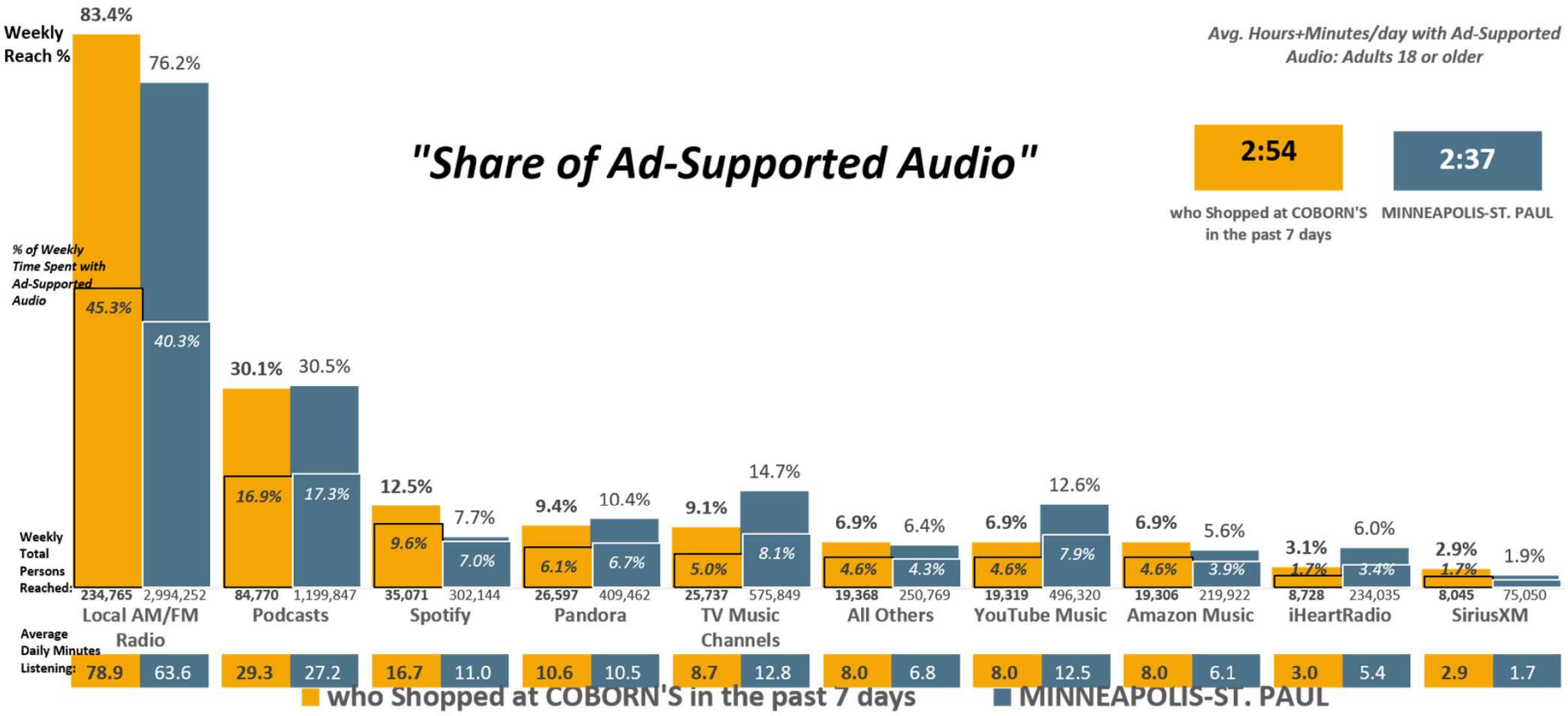
MINNEAPOLIS DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 88 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,922

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234,765 or 83.4% of Adults 18 or older who Shopped at COBORN'S in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 78.9 minutes every day representing 45.3% of all time spent daily with Ad-Supported Audio.



	Local AM/FM Radio	Podcasts	Spotify	Pandora	TV Music Channels	All Others	YouTube Music	Amazon Music	iHeartRadio	SiriusXM
Weekly Reach % (who Shopped)	83.4%	30.1%	12.5%	9.4%	9.1%	6.9%	6.9%	6.9%	3.1%	2.9%
Weekly Reach % (MSP)	76.2%	30.5%	7.7%	10.4%	14.7%	6.4%	12.6%	5.6%	6.0%	1.9%
% of Weekly Time Spent with Ad-Supported Audio (who Shopped)	45.3%	16.9%	9.6%	6.1%	5.0%	4.6%	4.6%	4.6%	1.7%	1.7%
% of Weekly Time Spent with Ad-Supported Audio (MSP)	40.3%	17.3%	7.0%	6.7%	8.1%	4.3%	7.9%	3.9%	3.4%	
Weekly Total Persons Reached (who Shopped)	234,765	84,770	35,071	26,597	25,737	19,368	19,319	19,306	8,728	8,045
Weekly Total Persons Reached (MSP)	2,994,252	1,199,847	302,144	409,462	575,849	250,769	496,320	219,922	234,035	75,050
Average Daily Minutes Listening (who Shopped)	78.9	29.3	16.7	10.6	8.7	8.0	8.0	8.0	3.0	2.9
Average Daily Minutes Listening (MSP)	63.6	27.2	11.0	10.5	12.8	6.8	12.5	6.1	5.4	1.7

MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 175 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,922

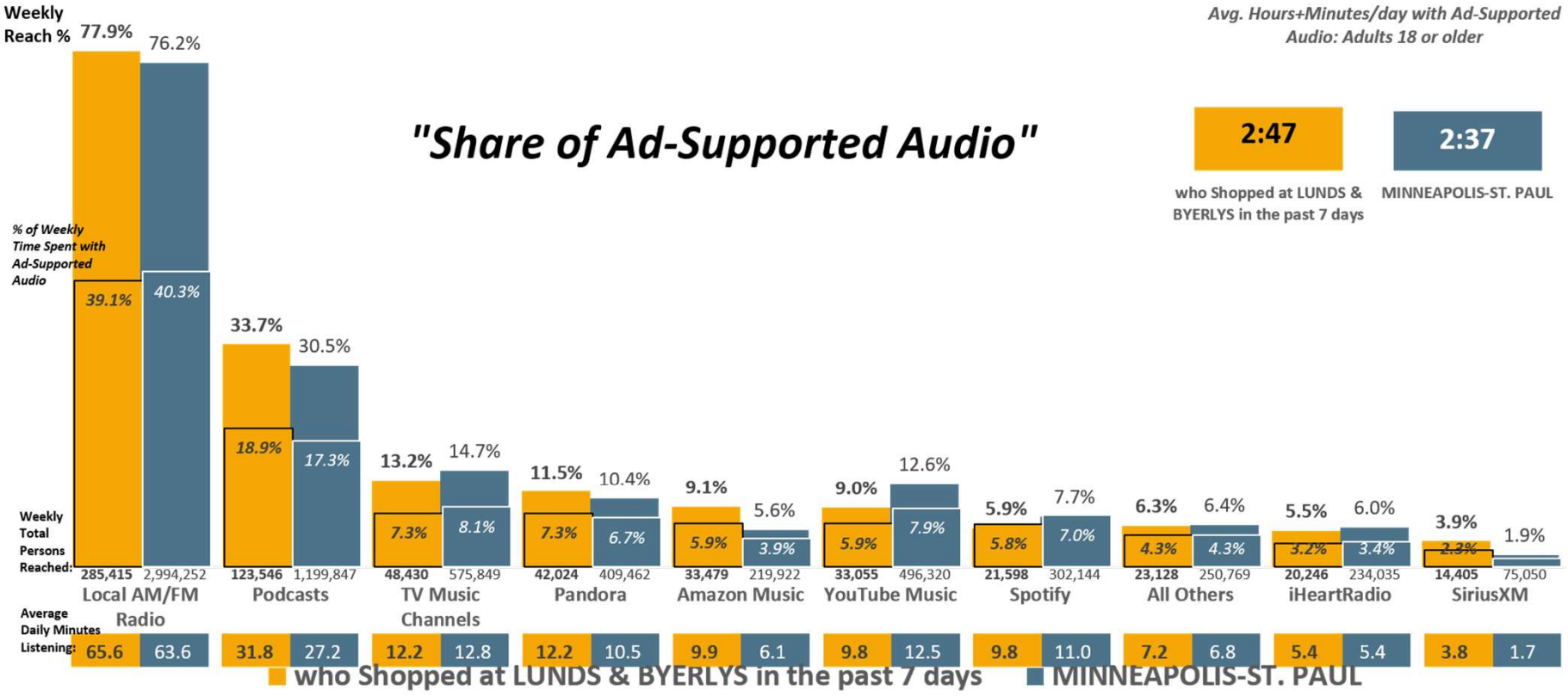
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LUNDS&BYERLYS MSP

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MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 238 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,922

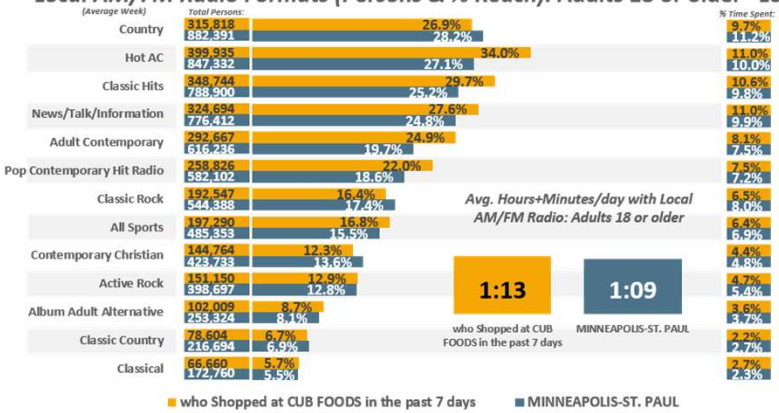
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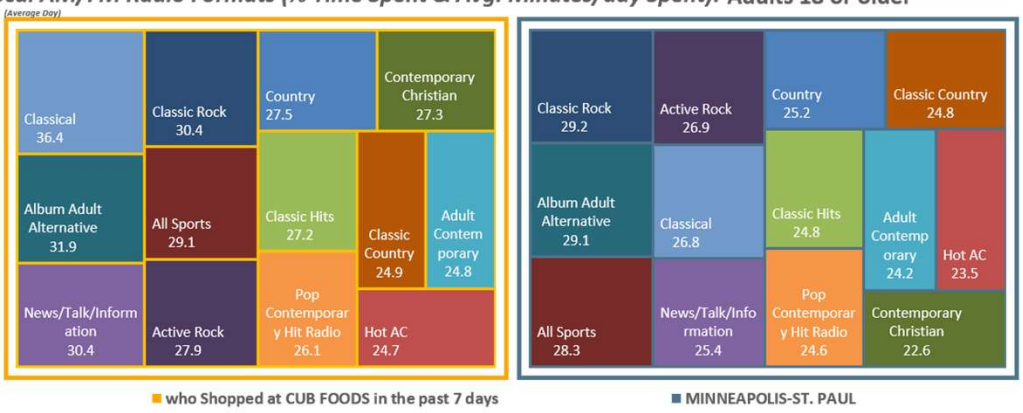
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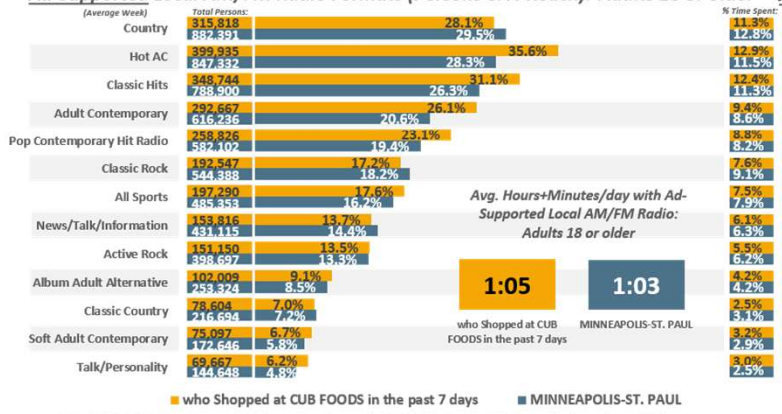
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



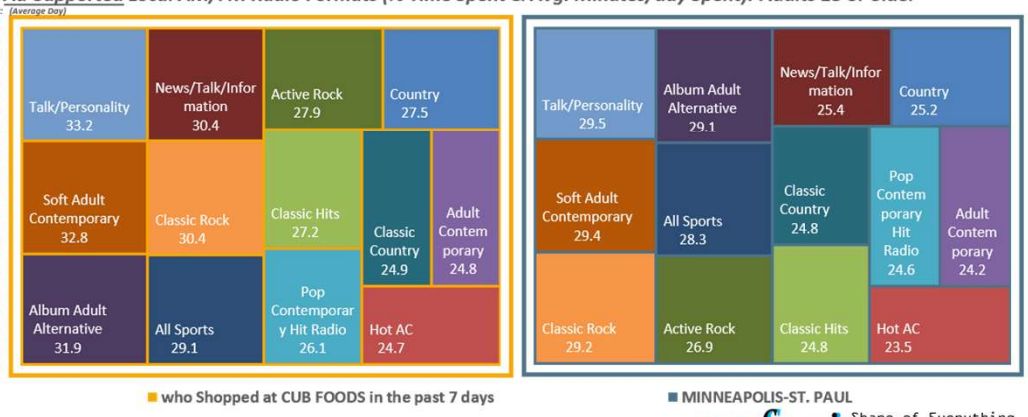
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 778

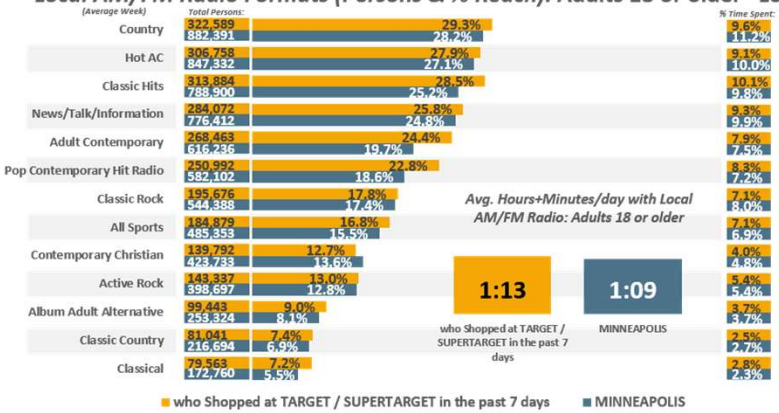
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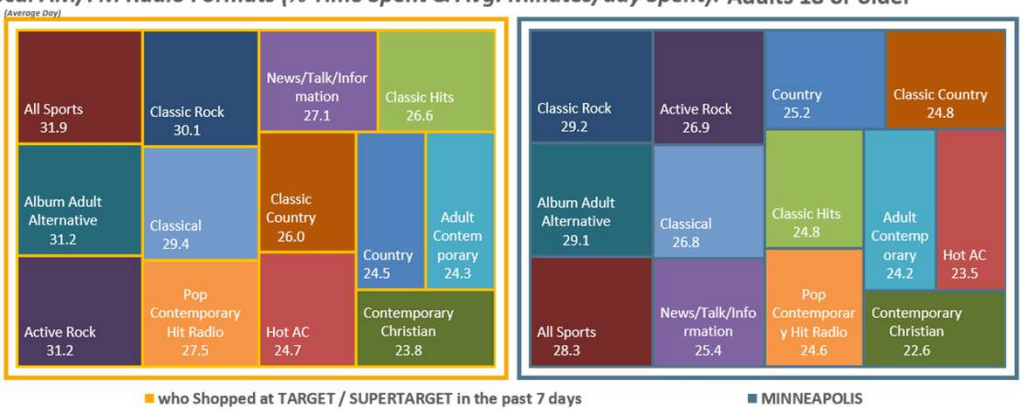
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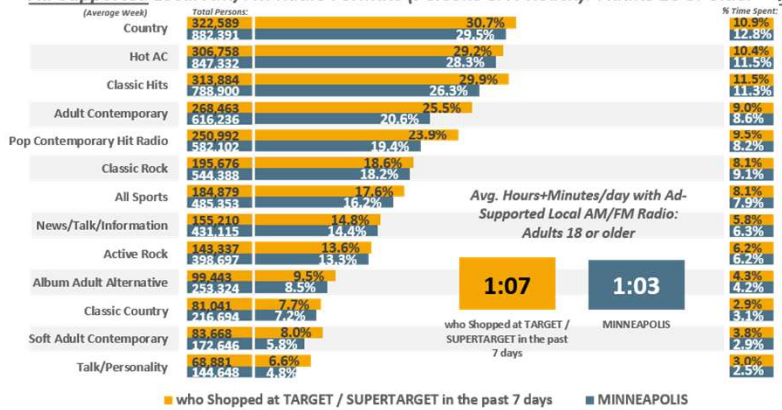
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



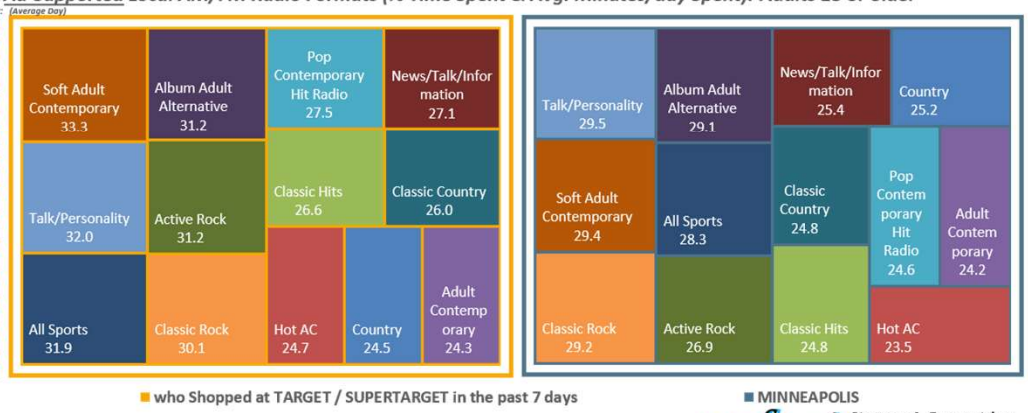
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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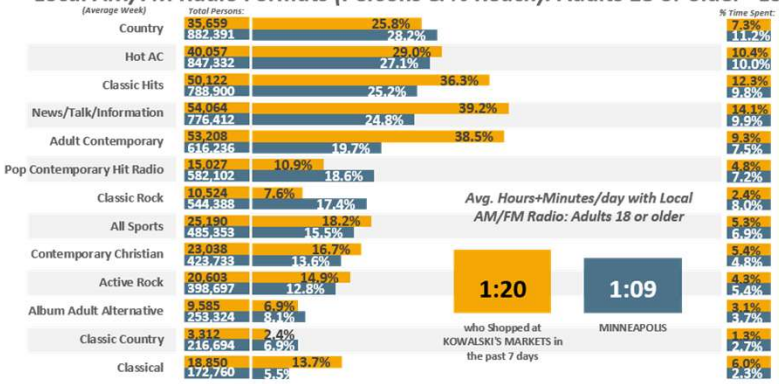
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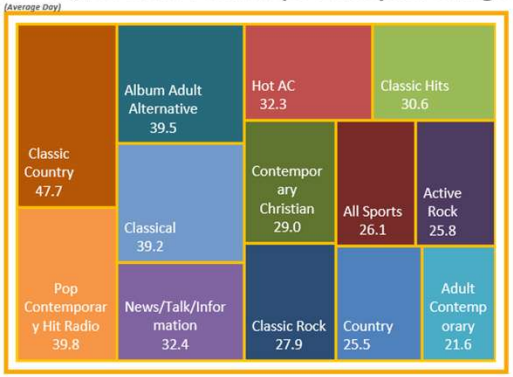
Grocery stores shopped past 7 days (HHLD): Target/SuperTarget

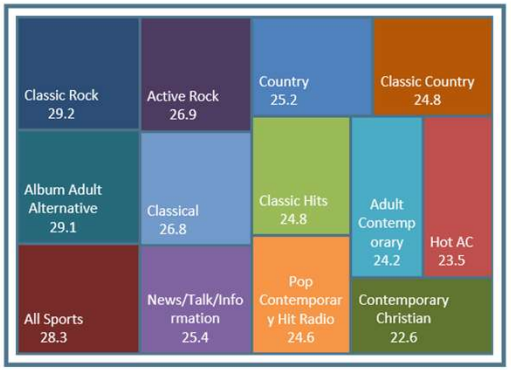
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Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older

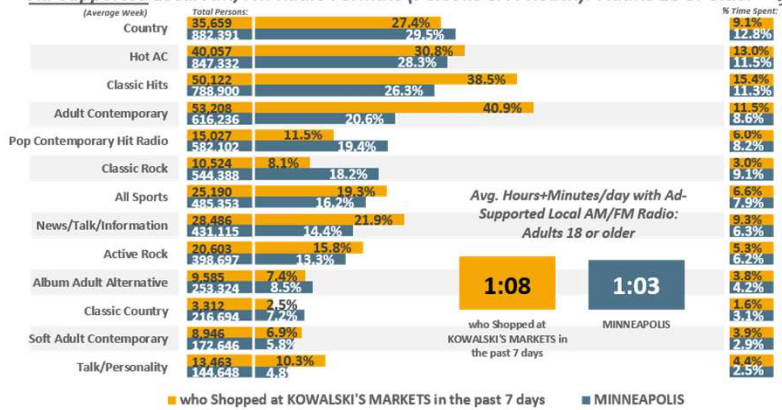


Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

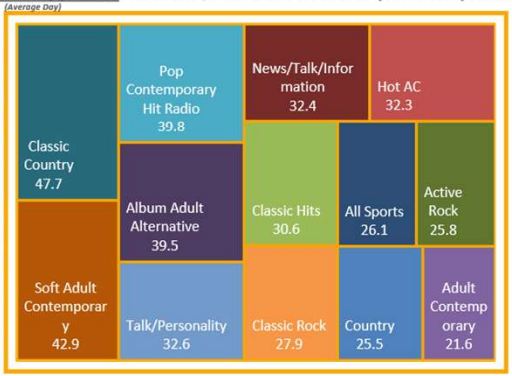


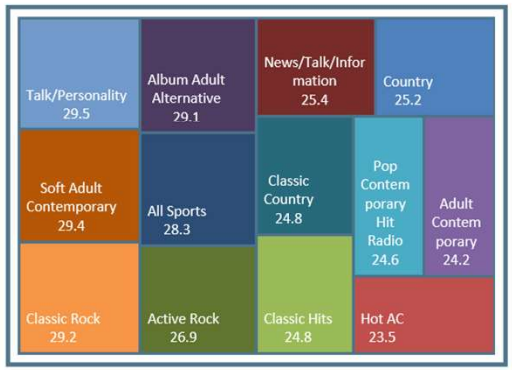


Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



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





MINNEAPOLIS DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 88

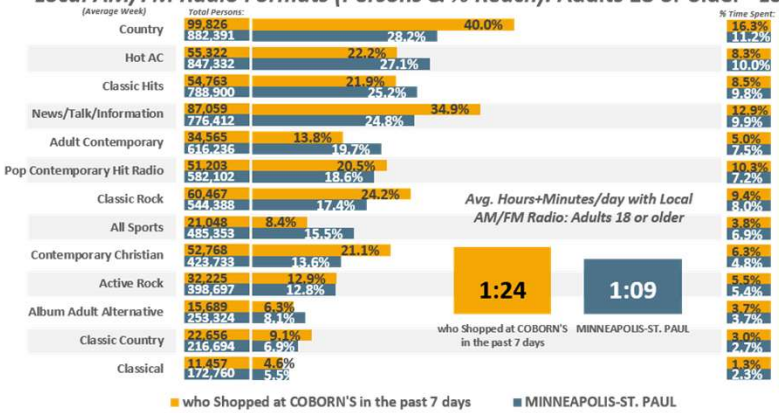
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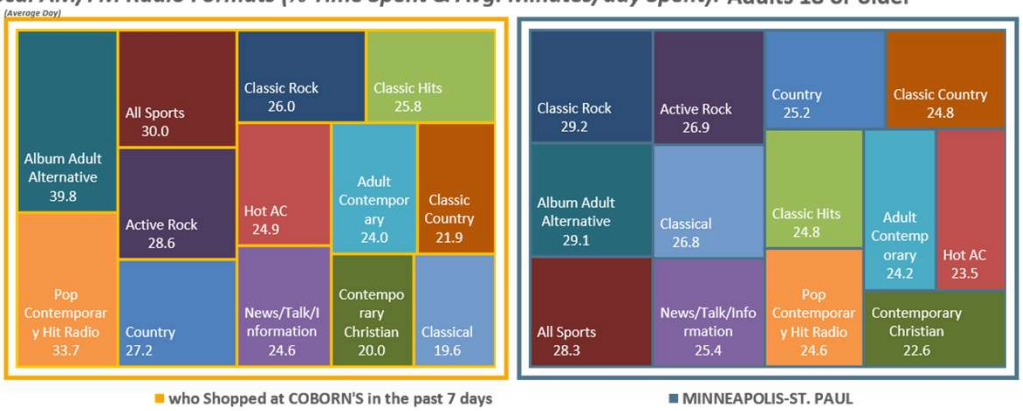
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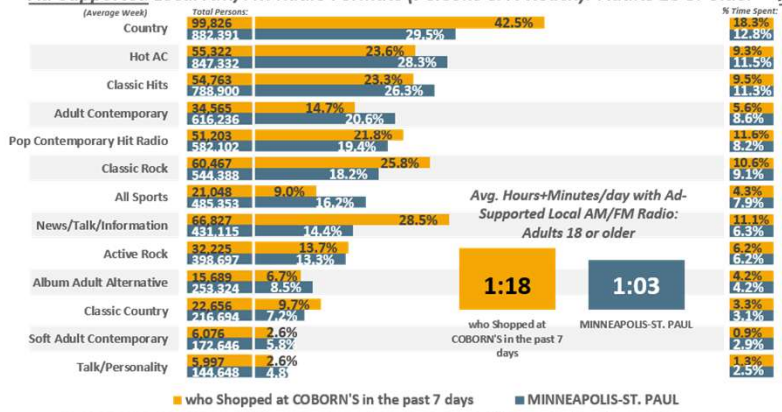
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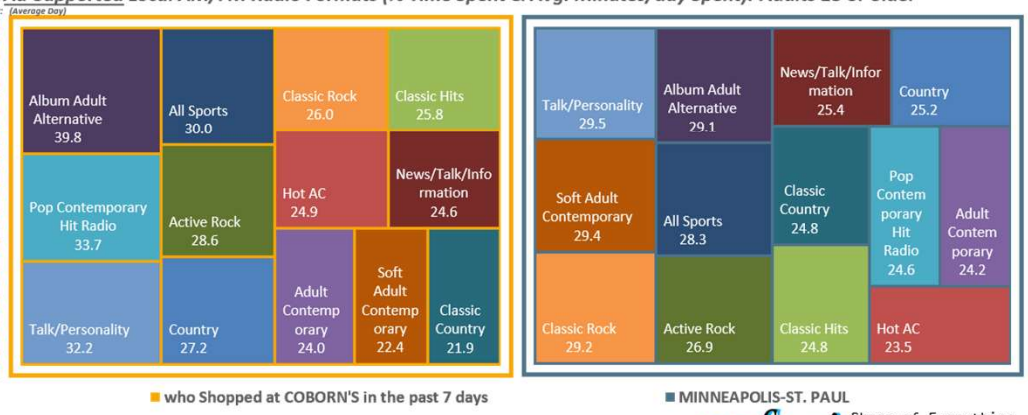
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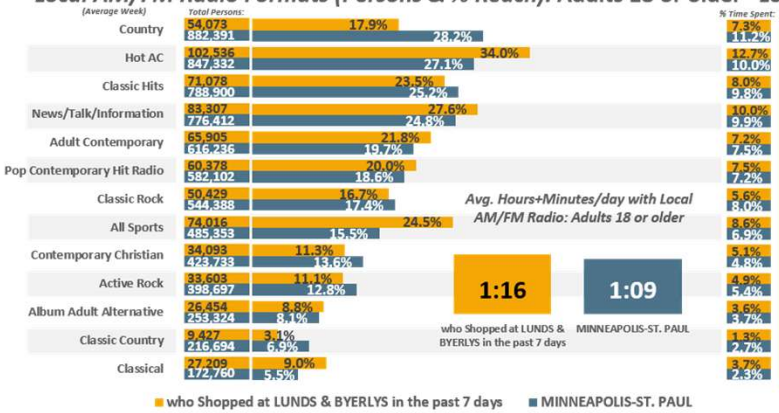
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Grocery stores shopped past 7 days (HHLD): Coborn's

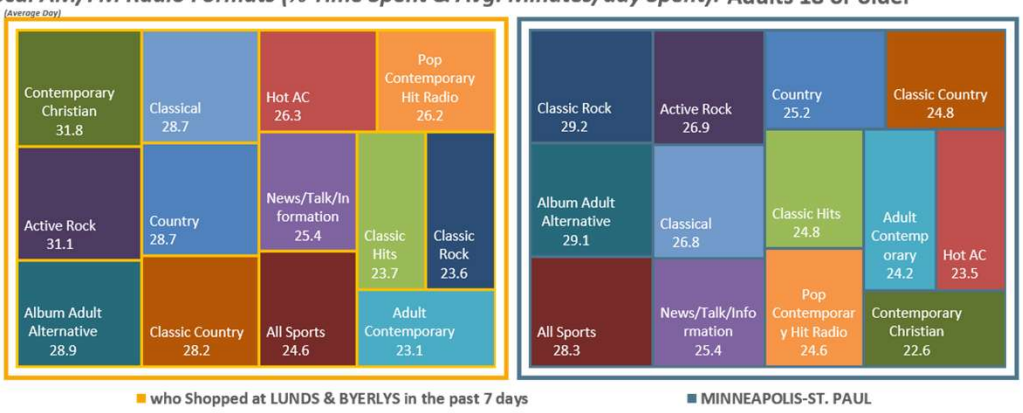
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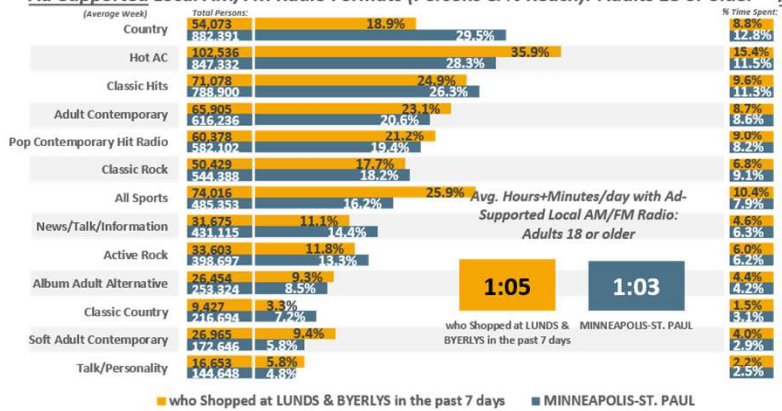
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



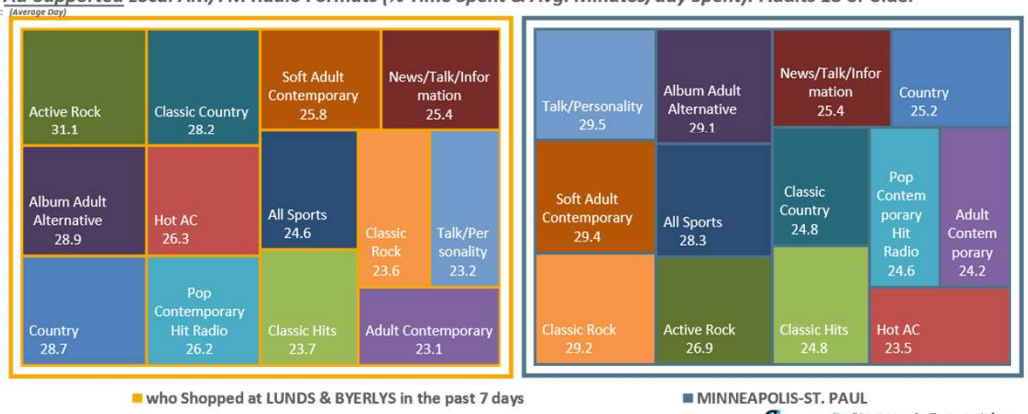
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Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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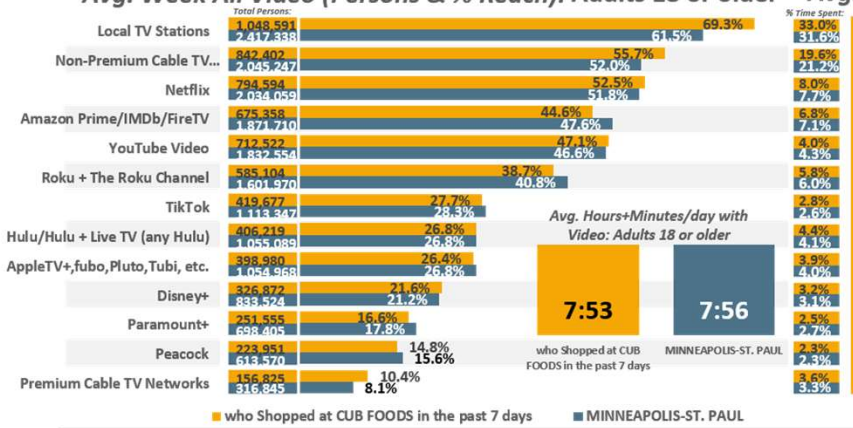
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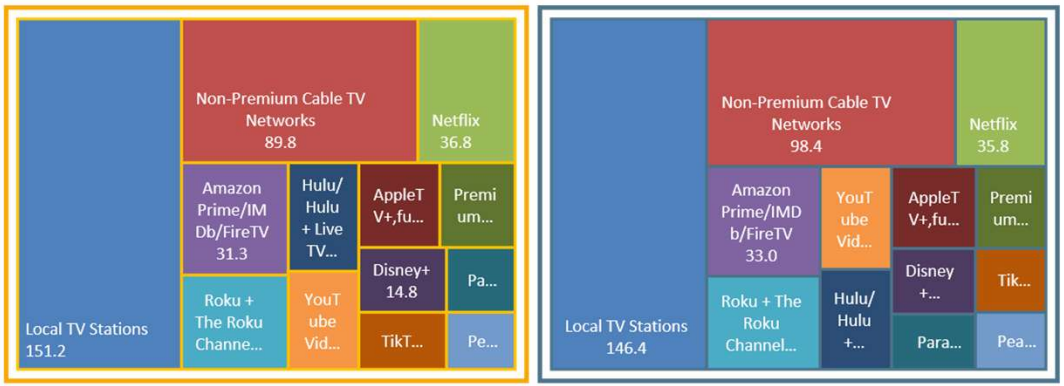
Grocery stores shopped past 7 days (HHLD): Lunds & Byerlys

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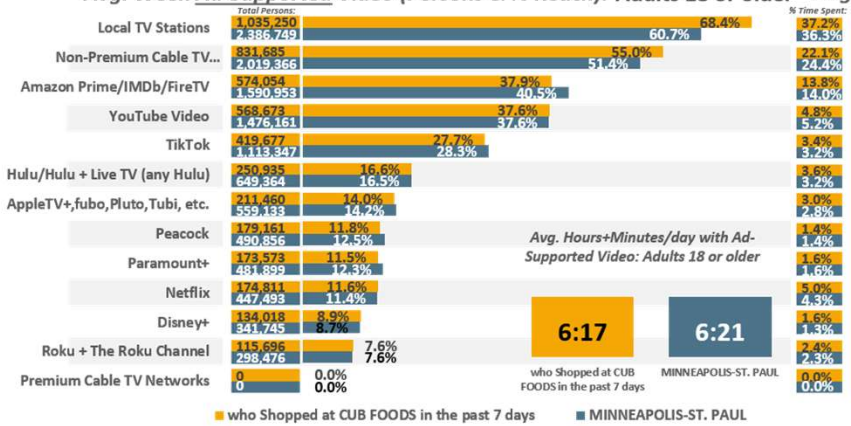
Avg. Week All Video (Persons & % Reach): Adults 18 or older



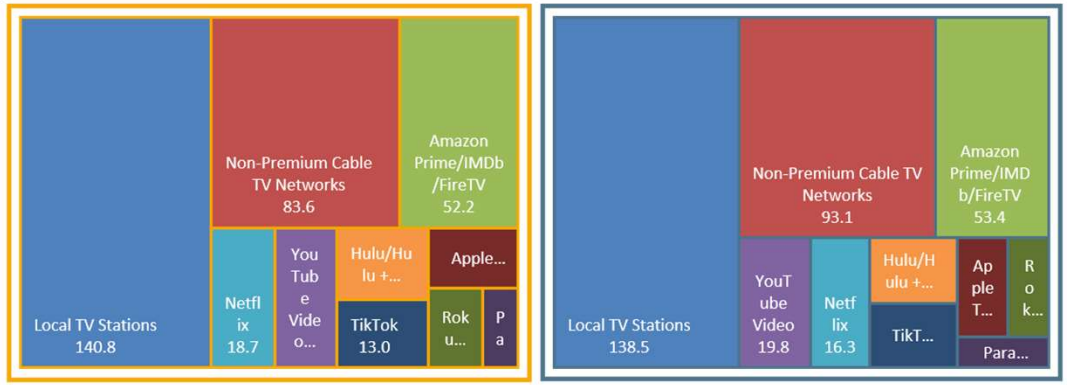
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 778

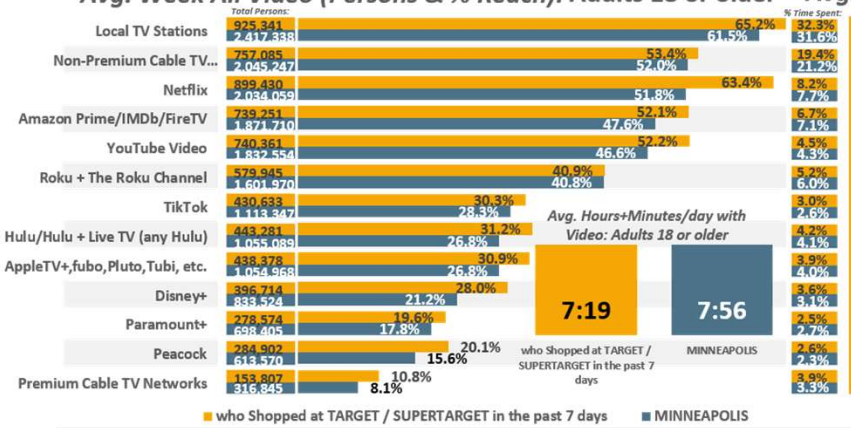
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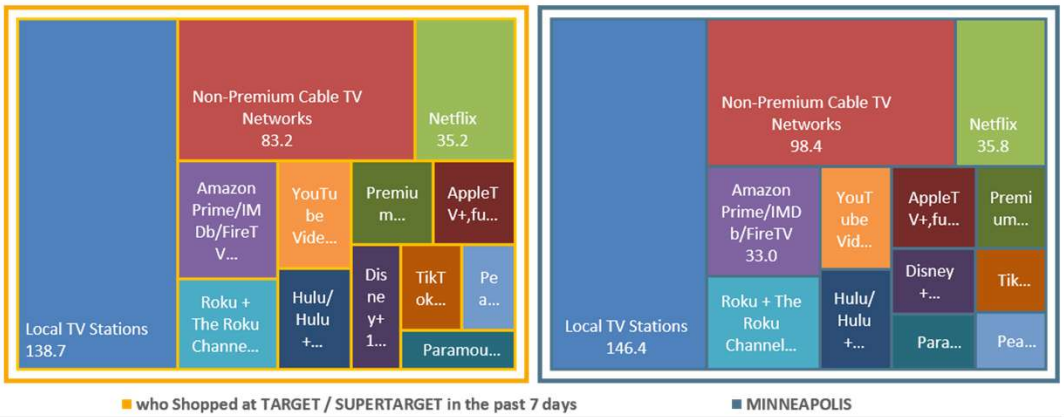
Grocery stores shopped past 7 days (HHLD): Cub Foods

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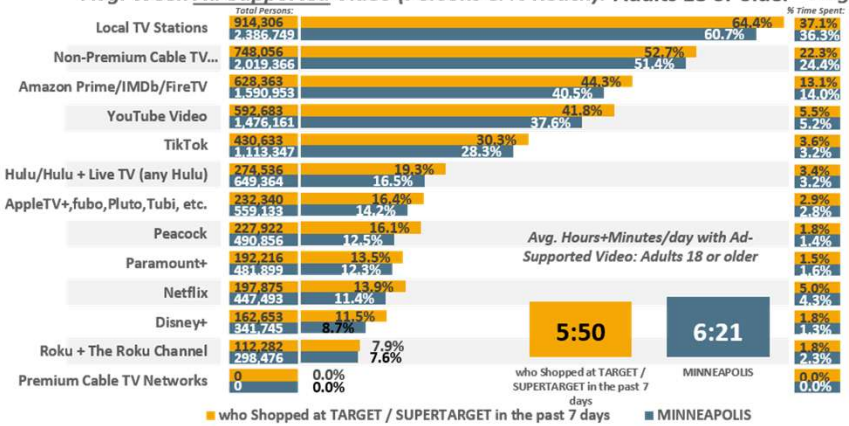
Avg. Week All Video (Persons & % Reach): Adults 18 or older



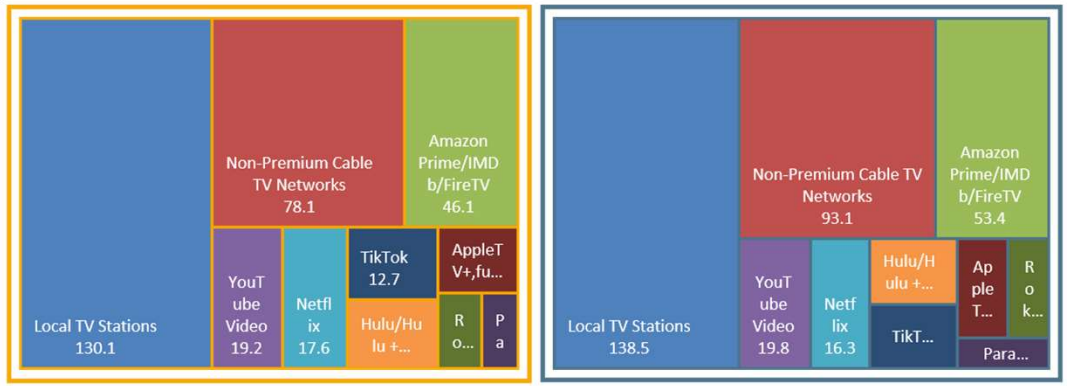
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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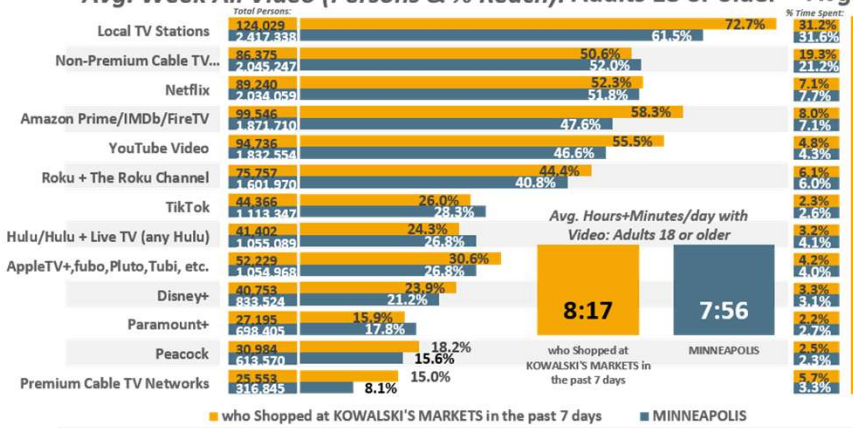
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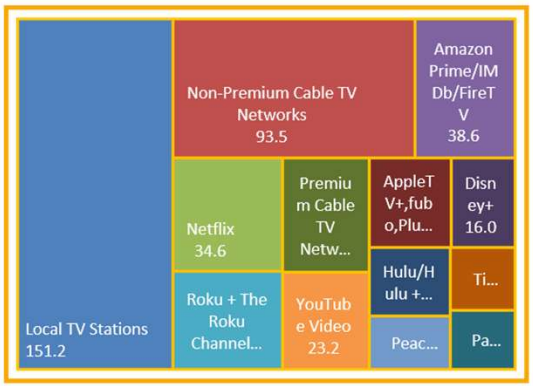
Grocery stores shopped past 7 days (HHLD): Target/SuperTarget

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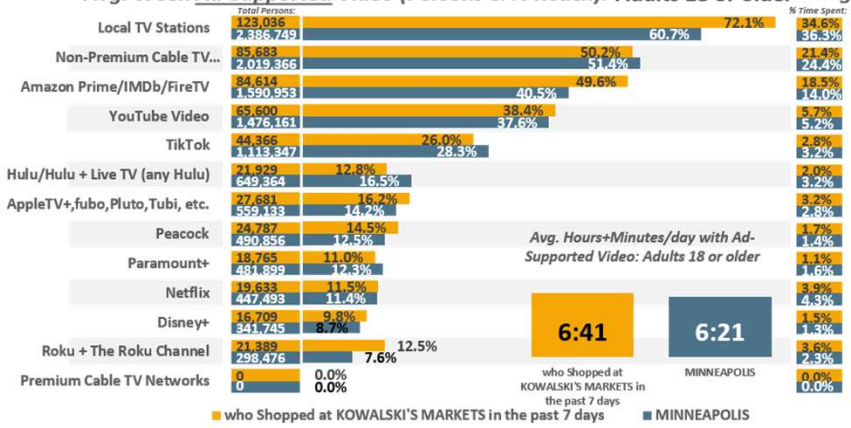
Avg. Week All Video (Persons & % Reach): Adults 18 or older



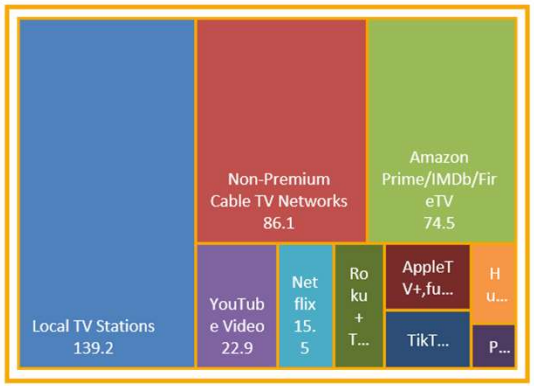
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MINNEAPOLIS DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 88

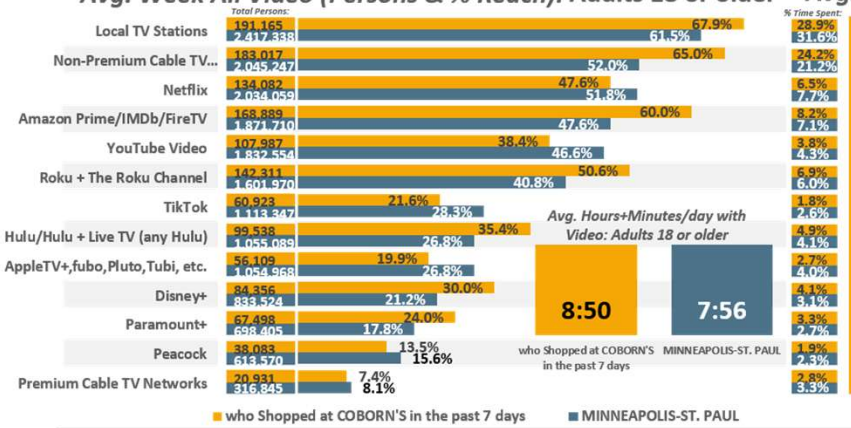
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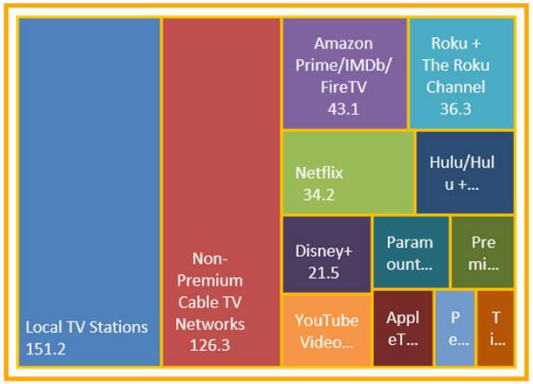
Grocery stores shopped past 7 days (HHLD): Kowalski's

189,978 or 67.5% of Adults 18 or older who Shopped at COBORN'S in the past 7 days watch Ad-Supported Local TV Stations for an average of 145.3 minutes every day representing 34.1% of all time spent daily with Ad-Supported Video.

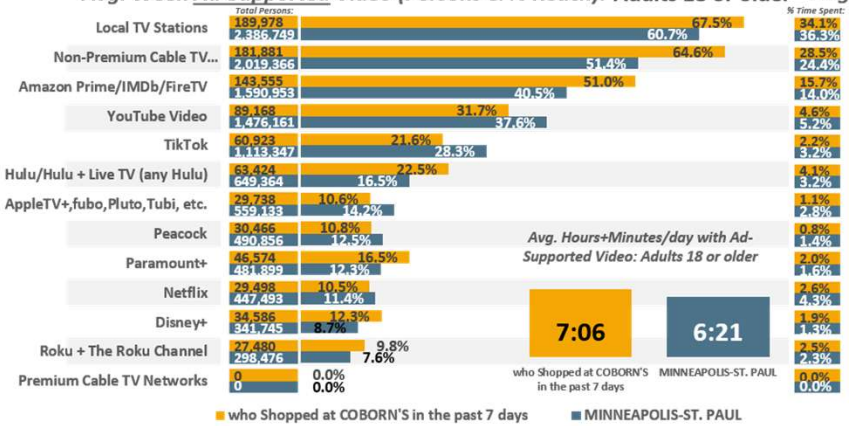
Avg. Week All Video (Persons & % Reach): Adults 18 or older



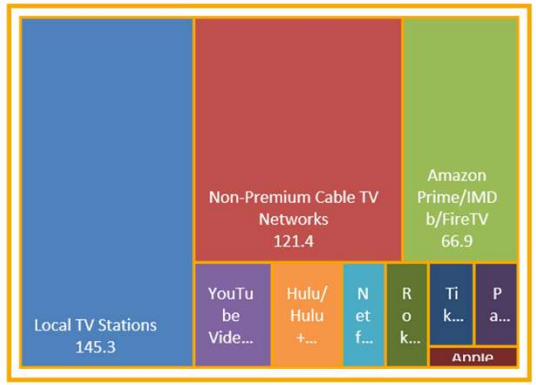
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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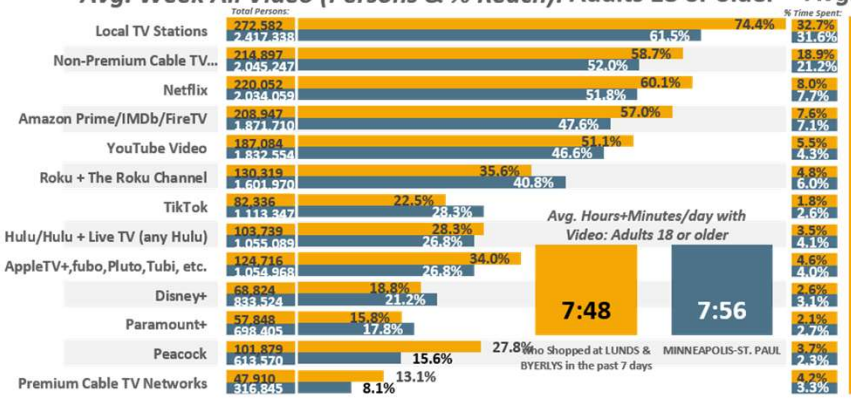
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Grocery stores shopped past 7 days (HHLD): Coborn's

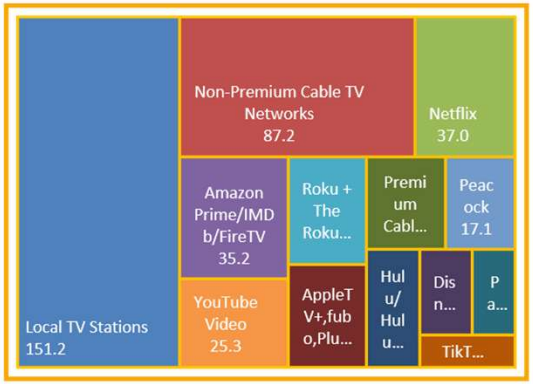
LUNDS&BYERLYS MSP

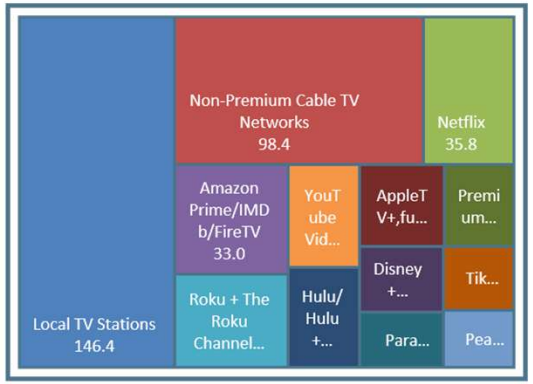
269,720 or 73.6% of Adults 18 or older who Shopped at LUNDS & BYERLYS in the past 7 days watch Ad-Supported Local TV Stations for an average of 137.4 minutes every day representing 36.3% of all time spent daily with Ad-Supported Video.

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



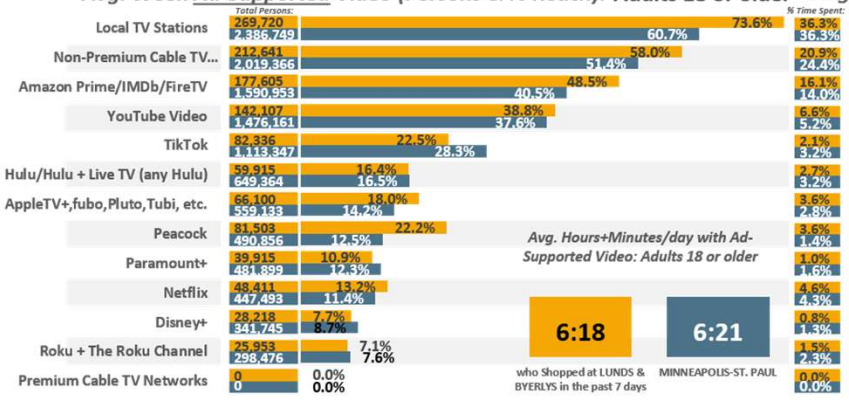
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



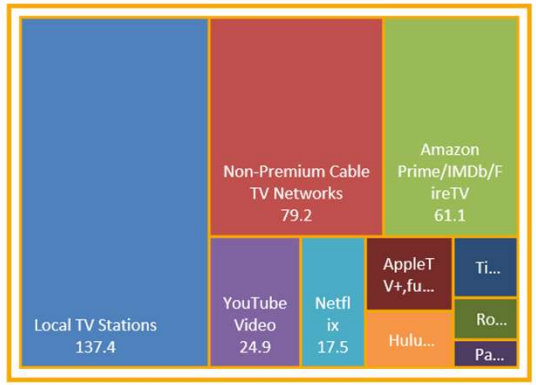


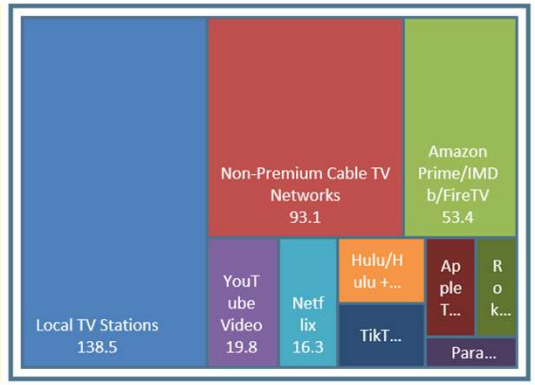
who Shopped at LUNDS & BYERLYS in the past 7 days ■ MINNEAPOLIS-ST. PAUL

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



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





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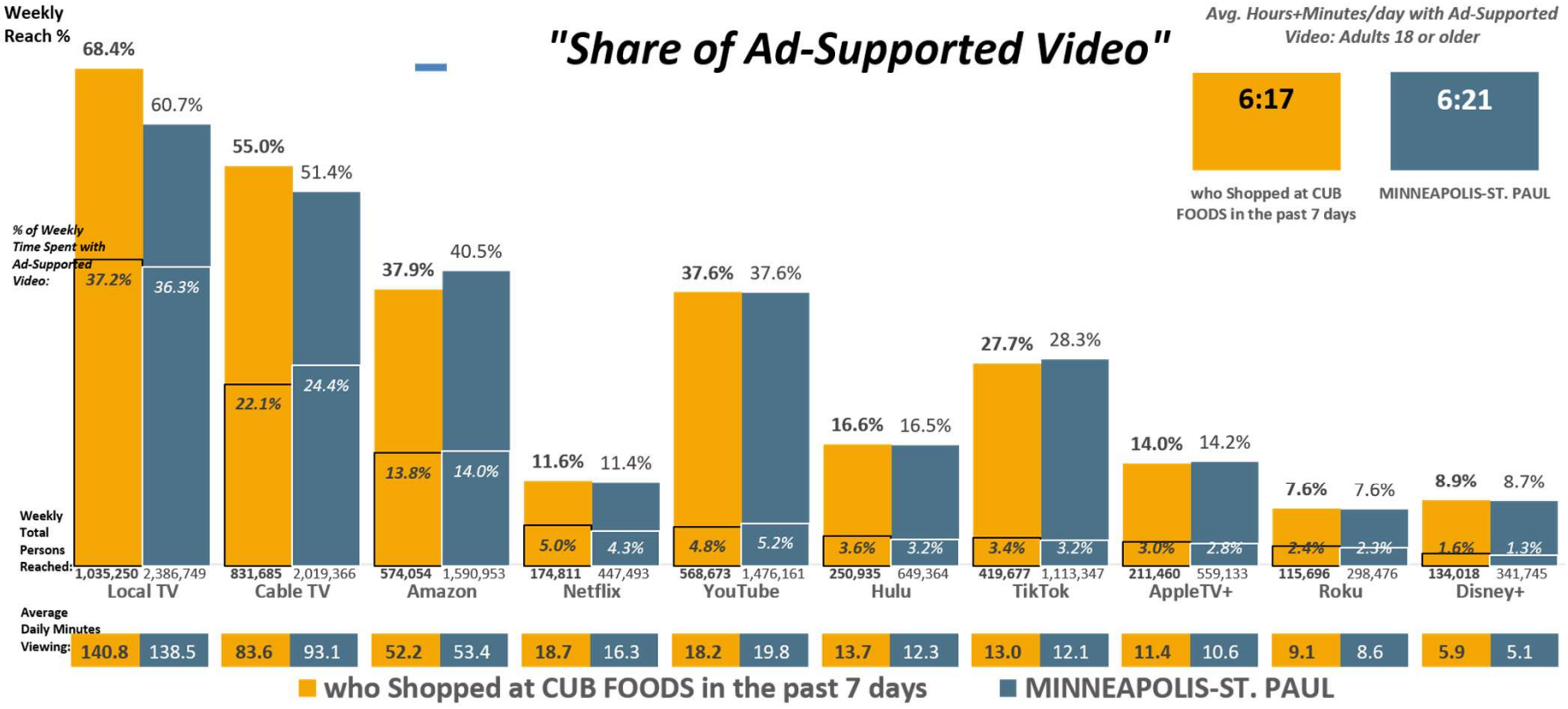
MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 238

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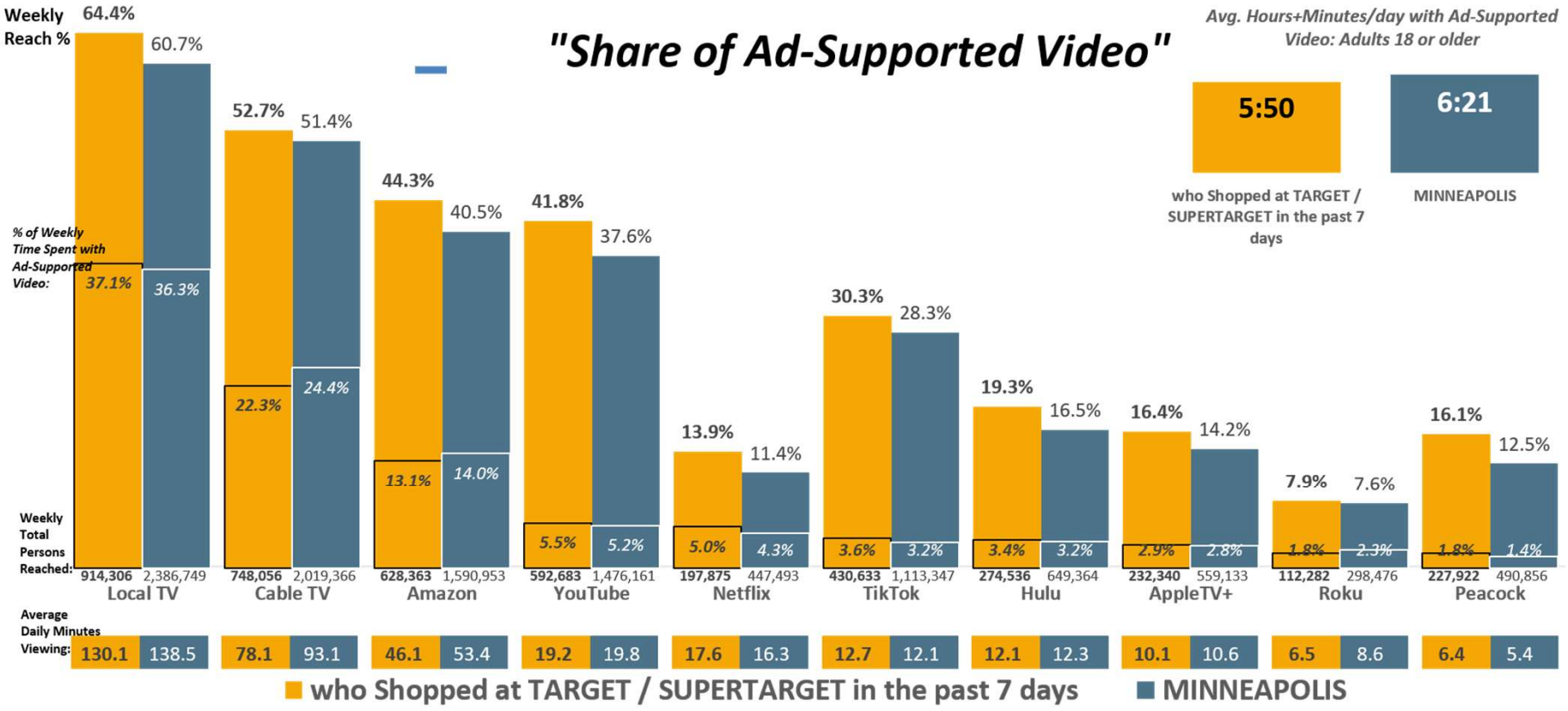
MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 778 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,922

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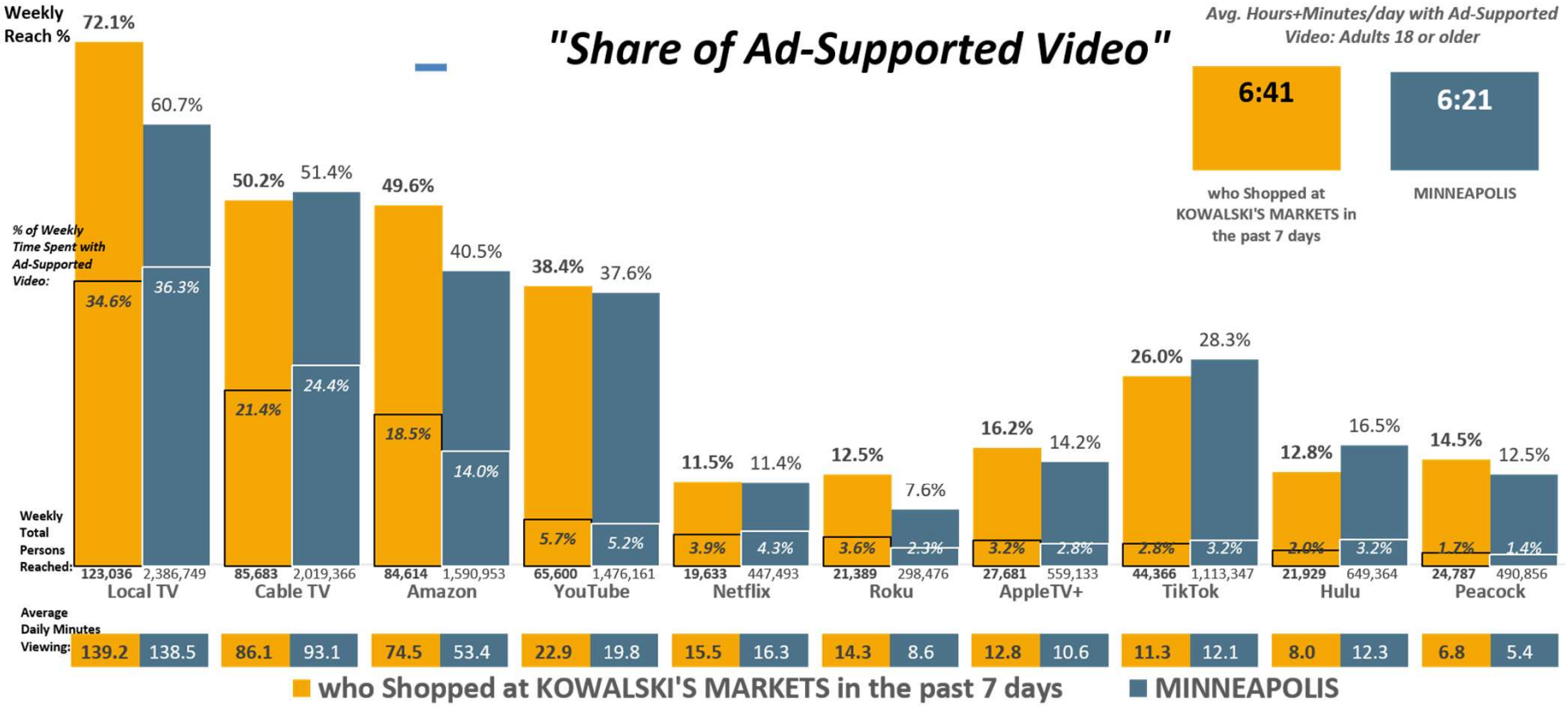
MINNEAPOLIS DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 719 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,922

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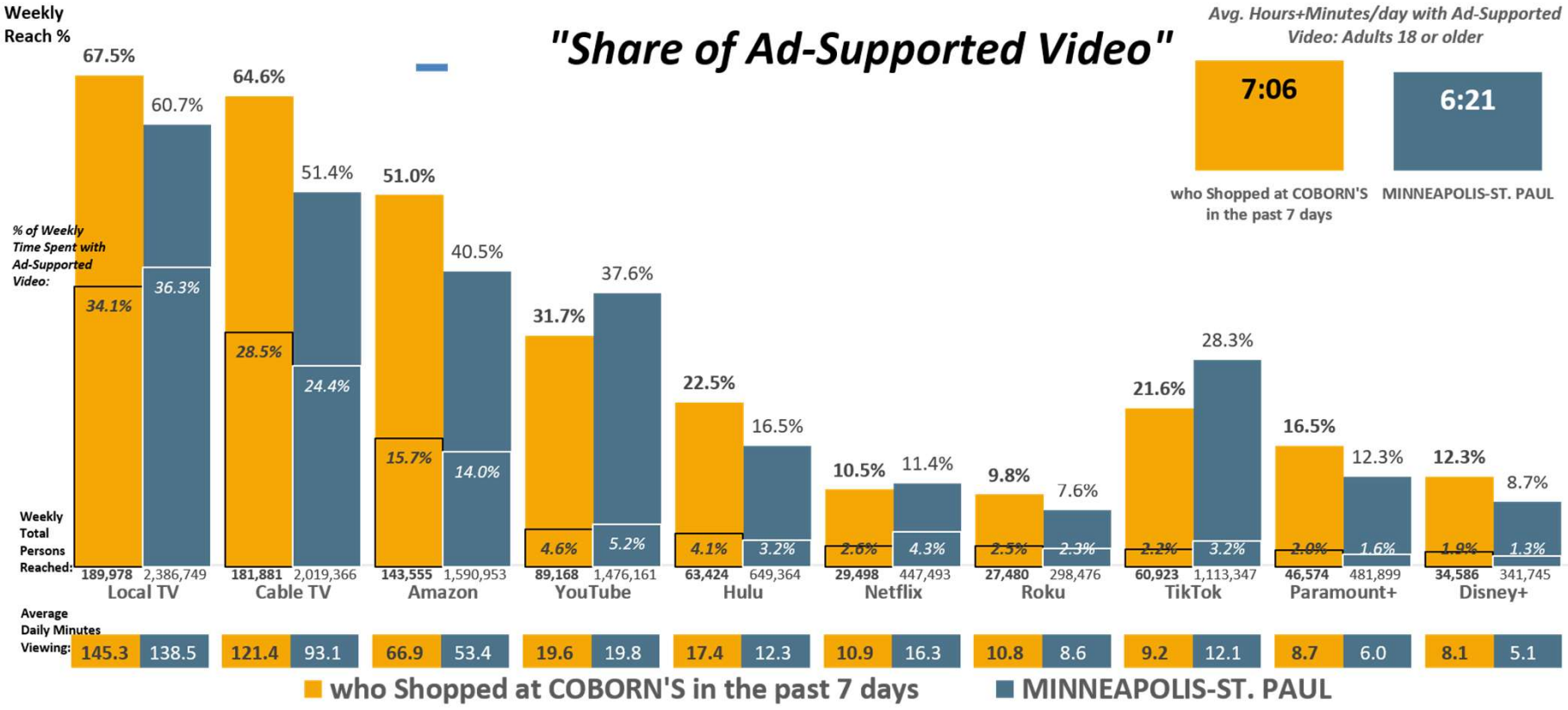
MINNEAPOLIS DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 88 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,922

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MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 175 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,922

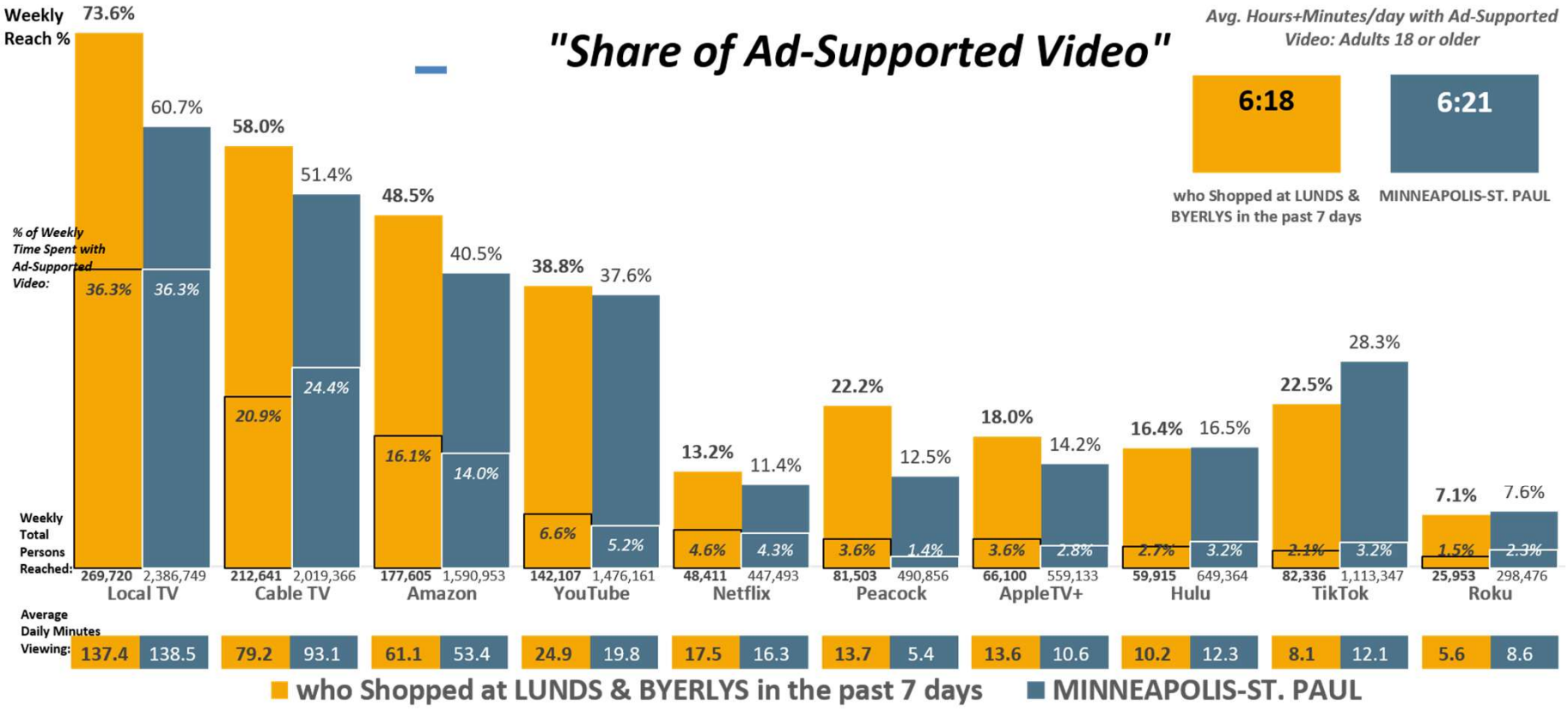
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LUNDS&BYERLYS MSP

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MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 238 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,922

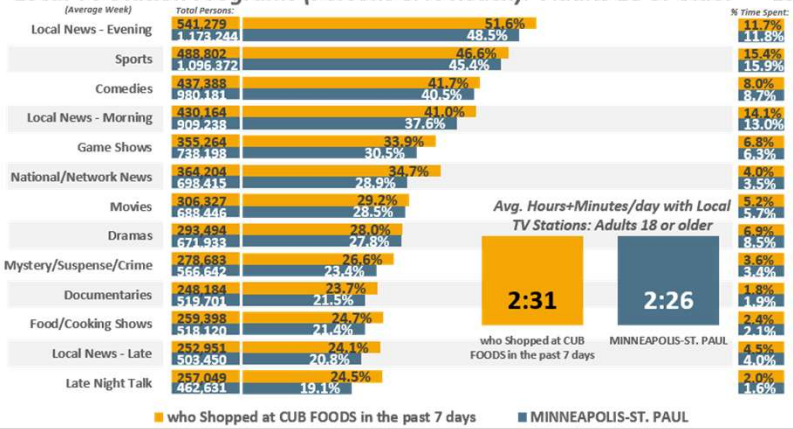
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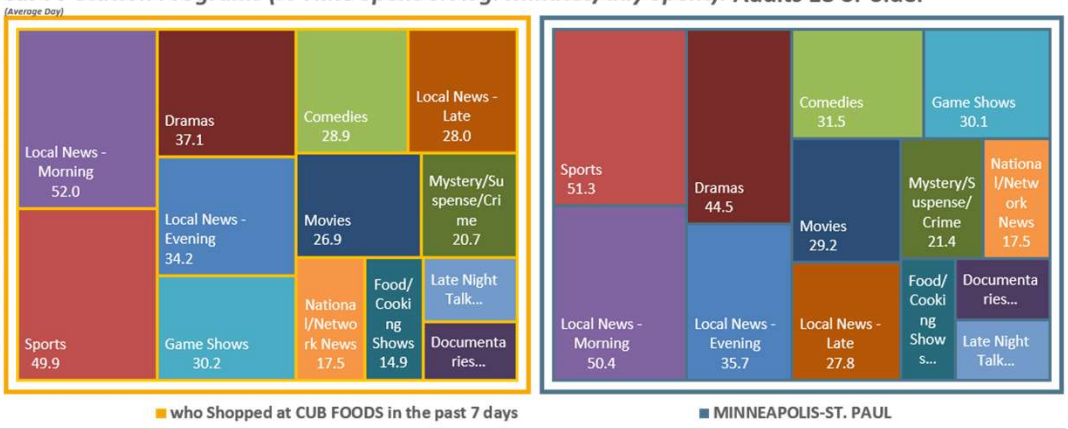
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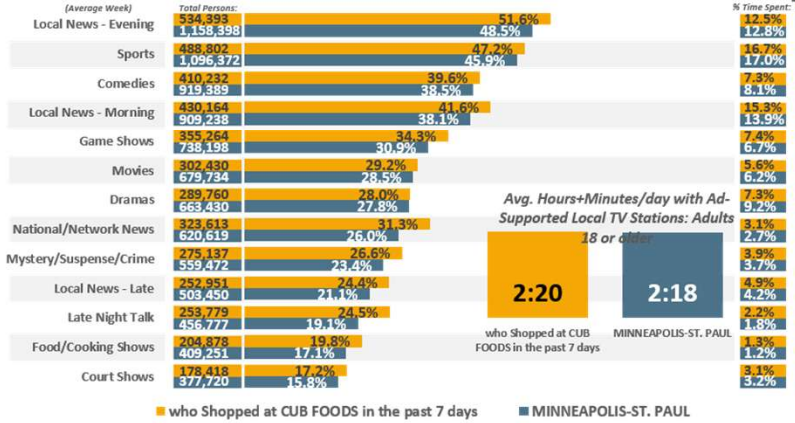
Local TV Station Programs (Persons & % Reach): Adults 18 or older



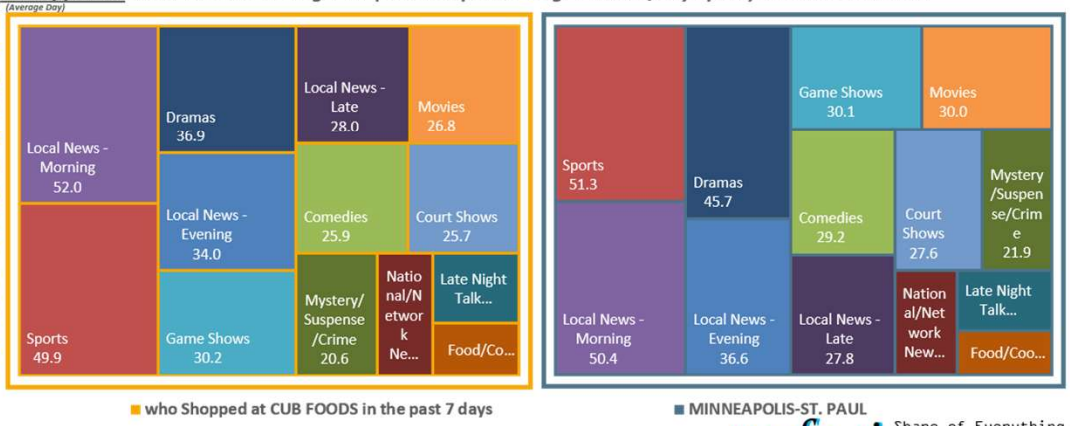
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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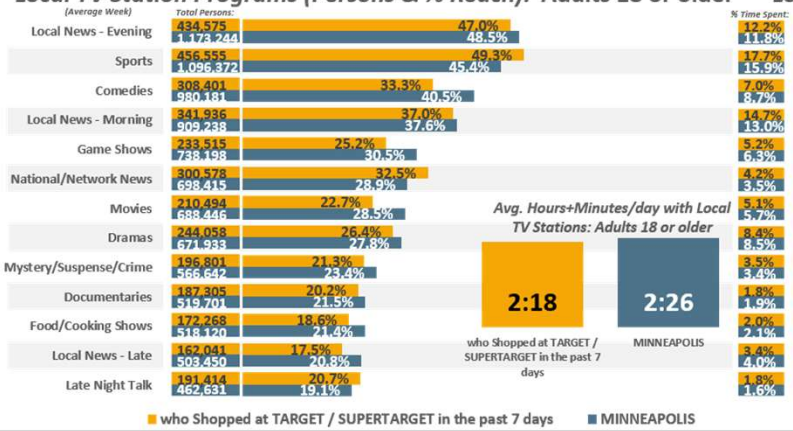
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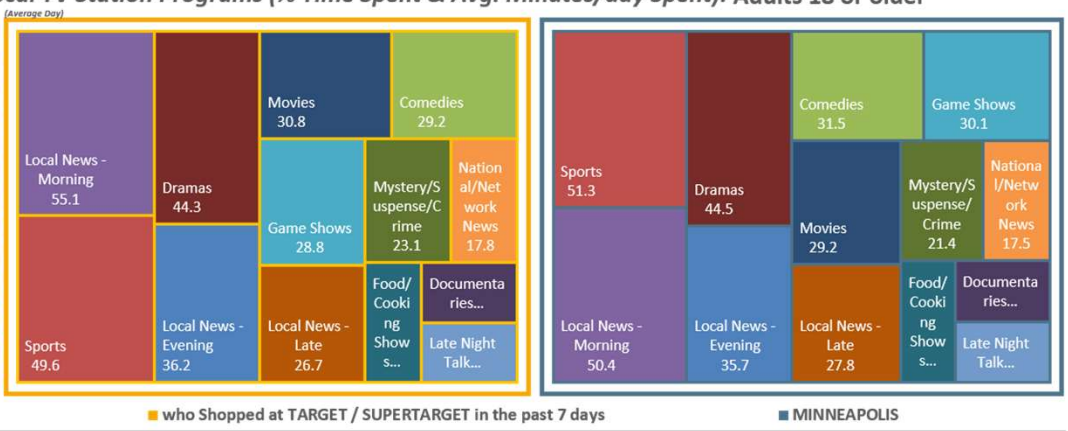
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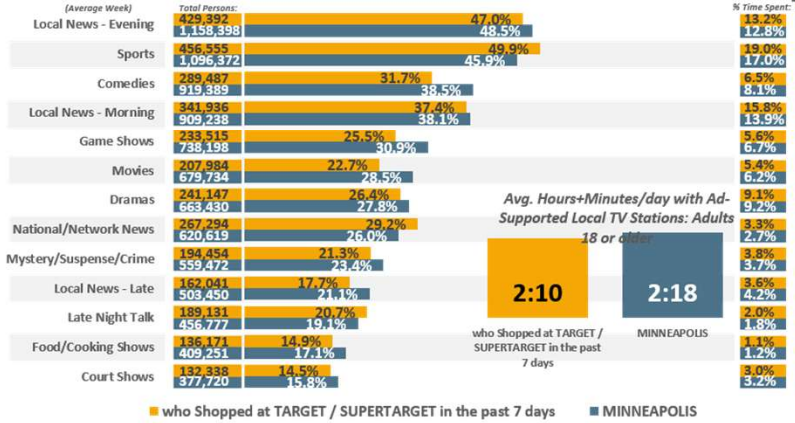
Local TV Station Programs (Persons & % Reach): Adults 18 or older



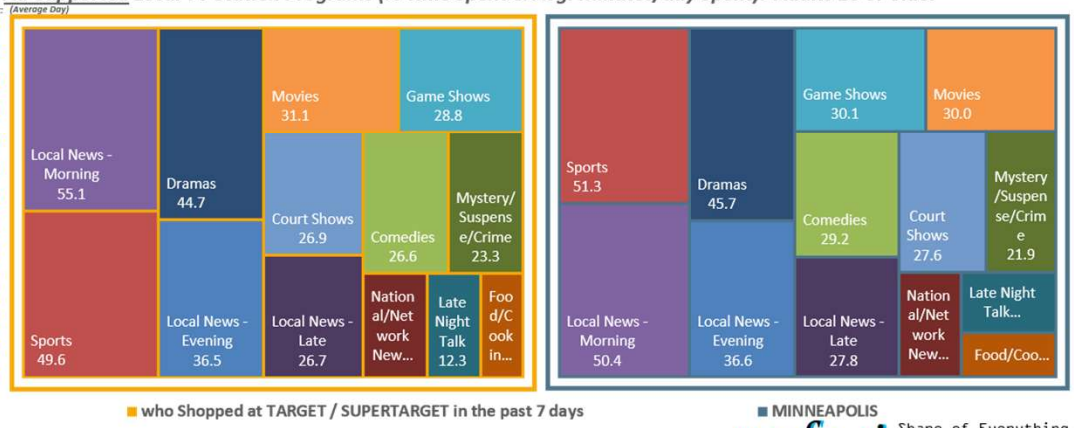
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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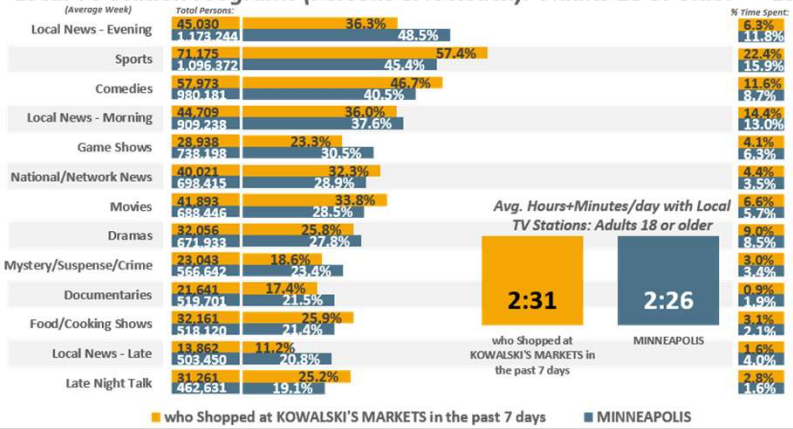
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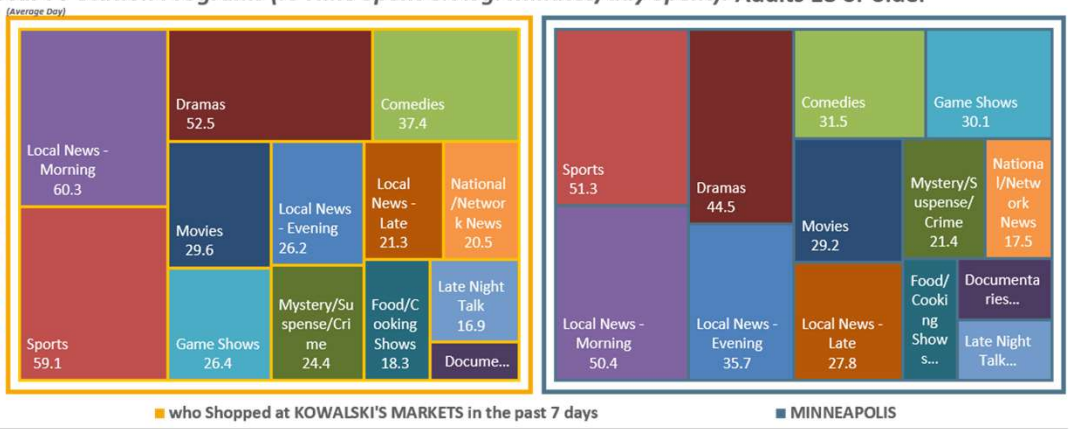
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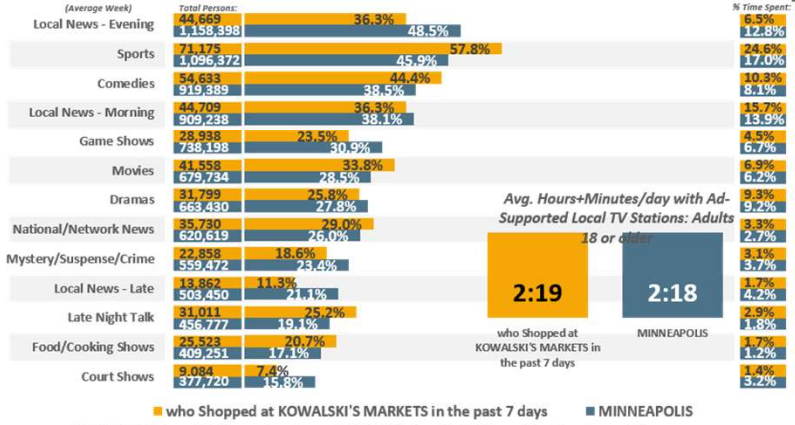
Local TV Station Programs (Persons & % Reach): Adults 18 or older



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



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



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



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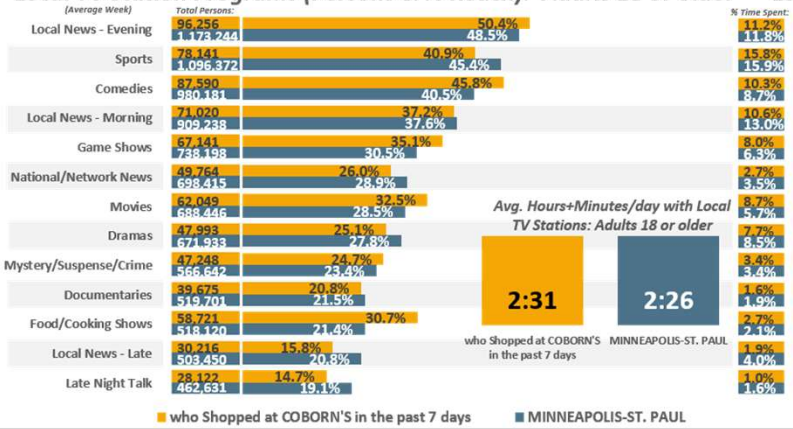
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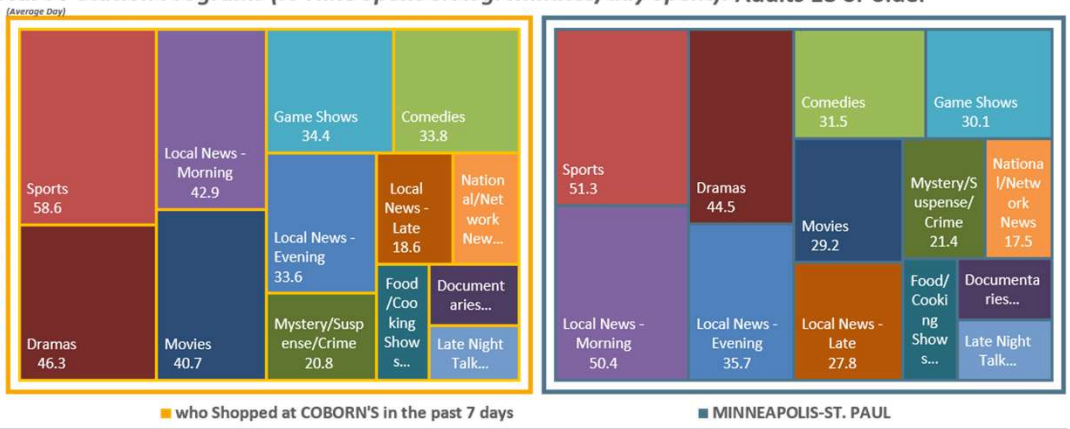
Grocery stores shopped past 7 days (HHLD): Kowalski's

189,978 or 67.5% of Adults 18 or older who Shopped at COBORN'S in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Comedies, Sports, Local News - Morning, Game Shows, and Movies.

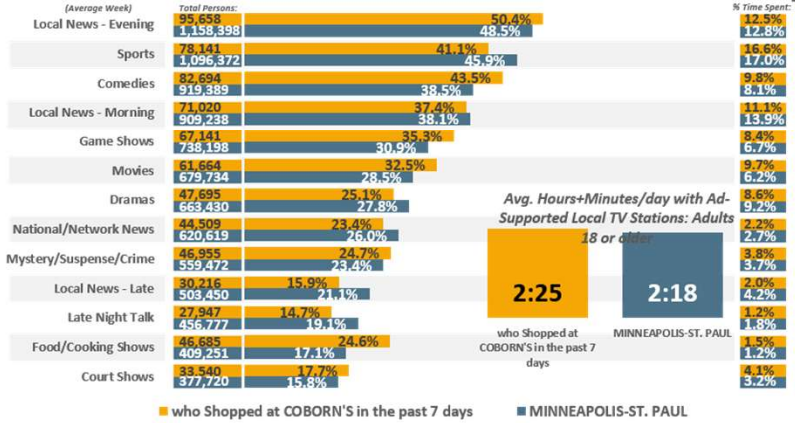
Local TV Station Programs (Persons & % Reach): Adults 18 or older



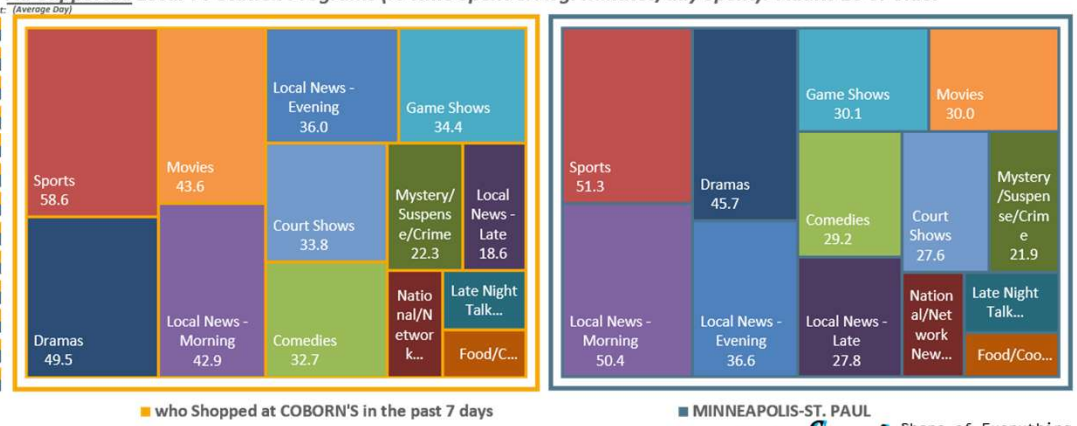
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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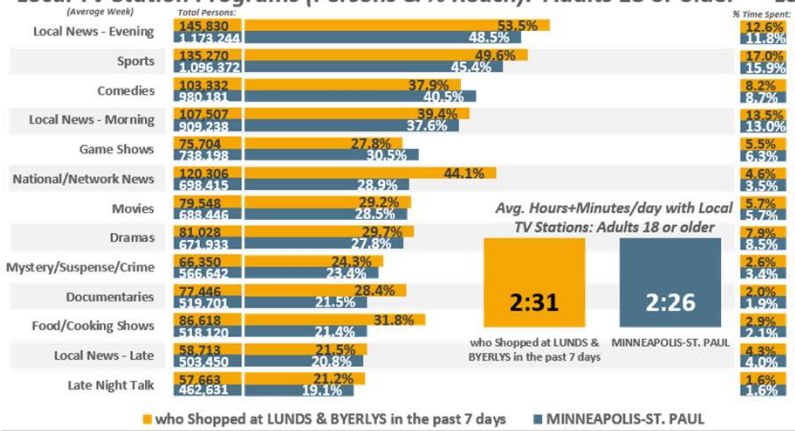
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Grocery stores shopped past 7 days (HHLD): Coborn's

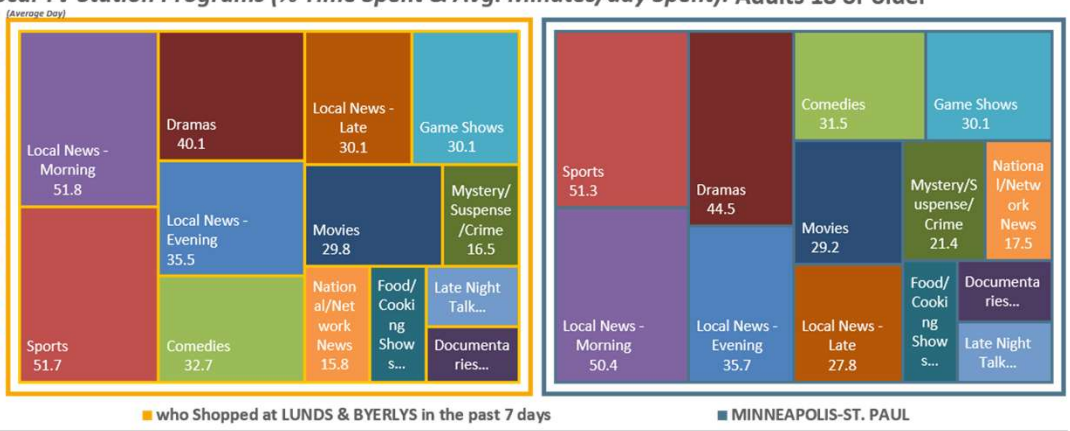
LUNDS&BYERLYS MSP

269,720 or 73.6% of Adults 18 or older who Shopped at LUNDS & BYERLYS in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Local News - Morning, National/Network News, Comedies, and Dramas.

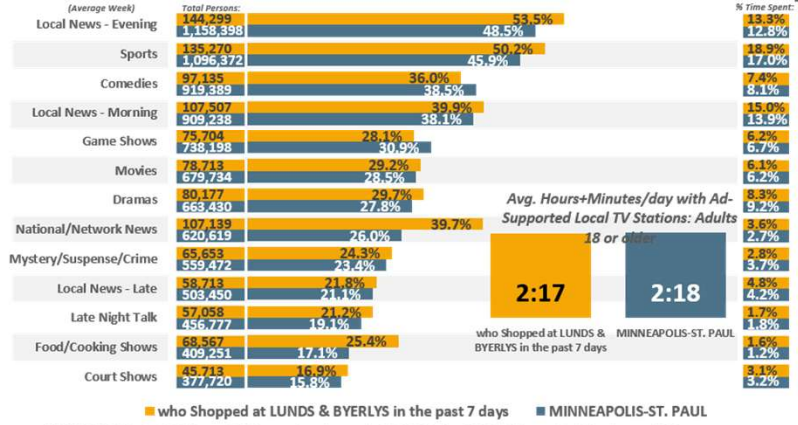
Local TV Station Programs (Persons & % Reach): Adults 18 or older



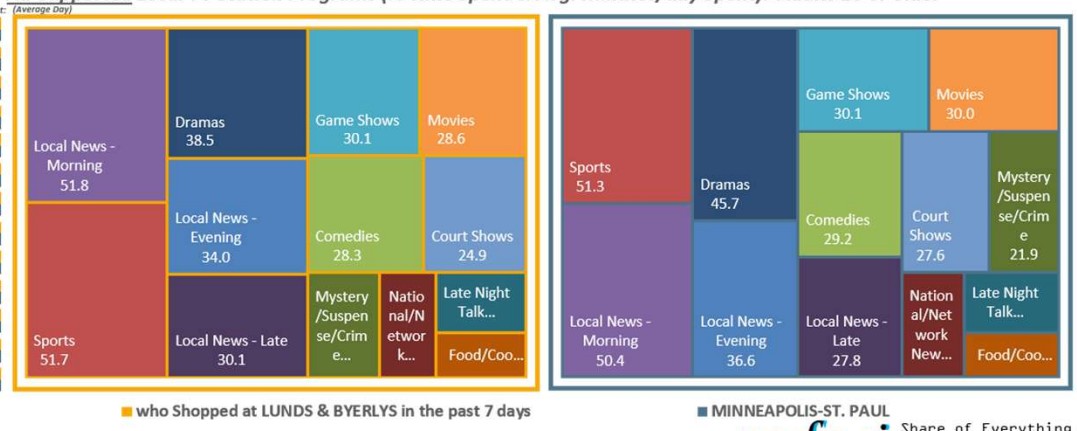
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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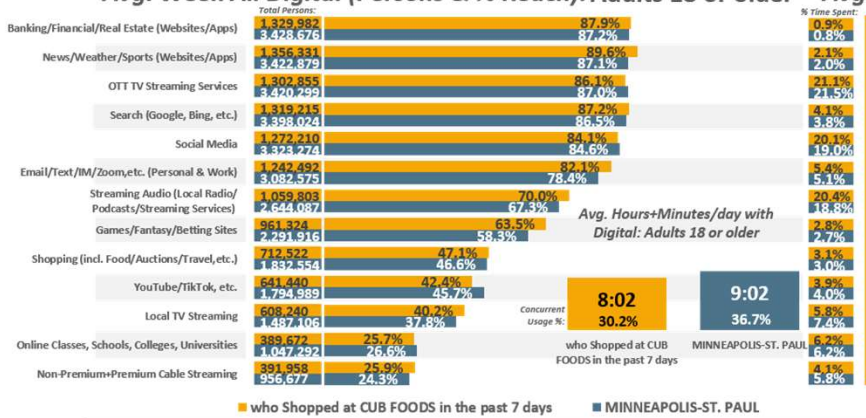
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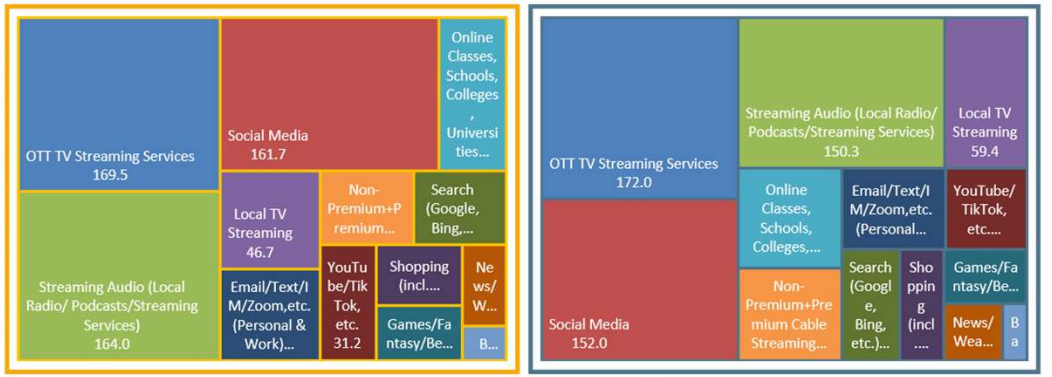
Grocery stores shopped past 7 days (HHLD): Lunds & Byerlys

1,142,118 or 75.5% of Adults 18 or older who Shopped at CUB FOODS in the past 7 days use Ad-Supported Social Media for an average of 145.1 minutes every day representing 24.4% of all time spent daily with Ad-Supported Digital Media.

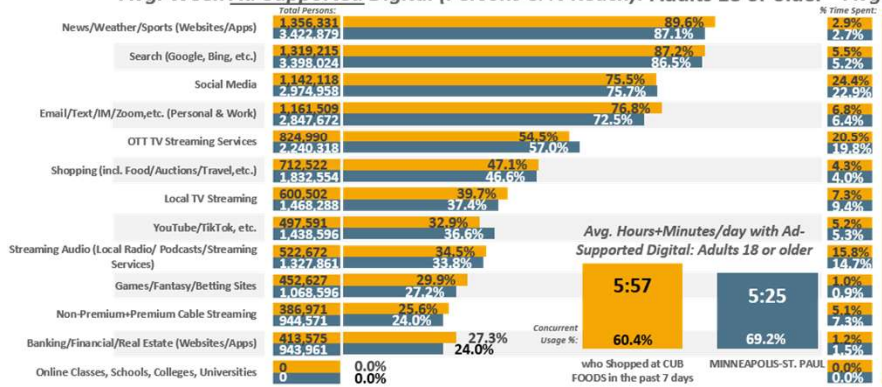
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



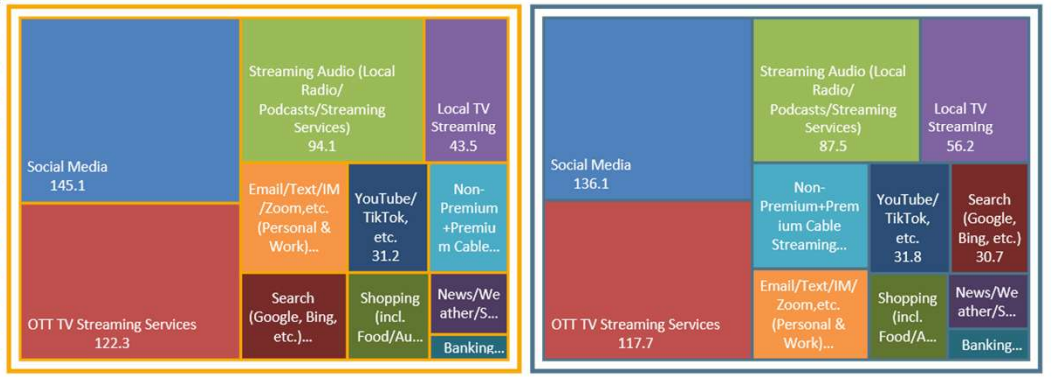
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



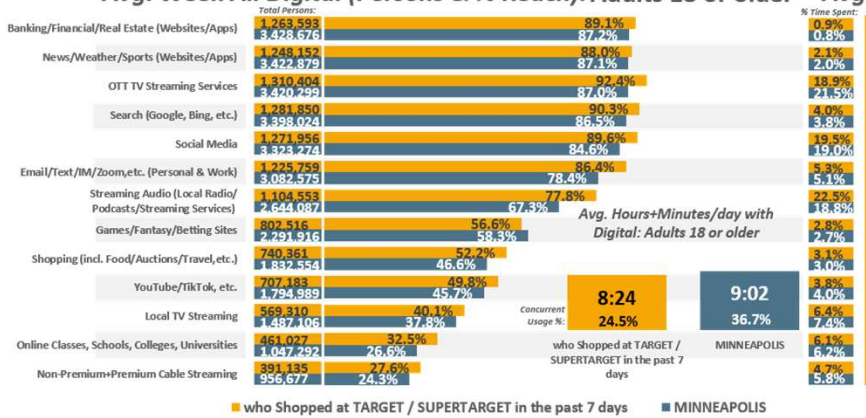
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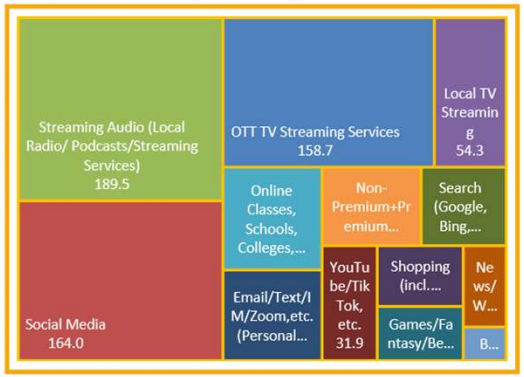
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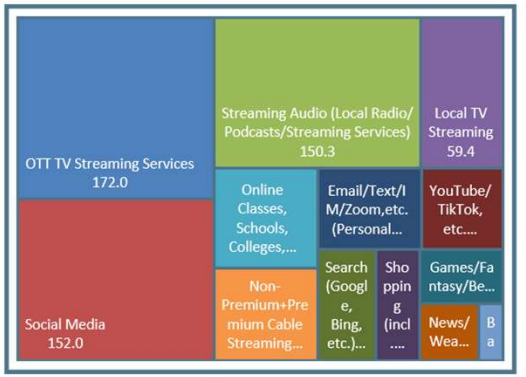
1,132,606 or 79.8% of Adults 18 or older who Shopped at TARGET / SUPERTARGET in the past 7 days use Ad-Supported Social Media for an average of 146.1 minutes every day representing 23.8% of all time spent daily with Ad-Supported Digital Media.

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

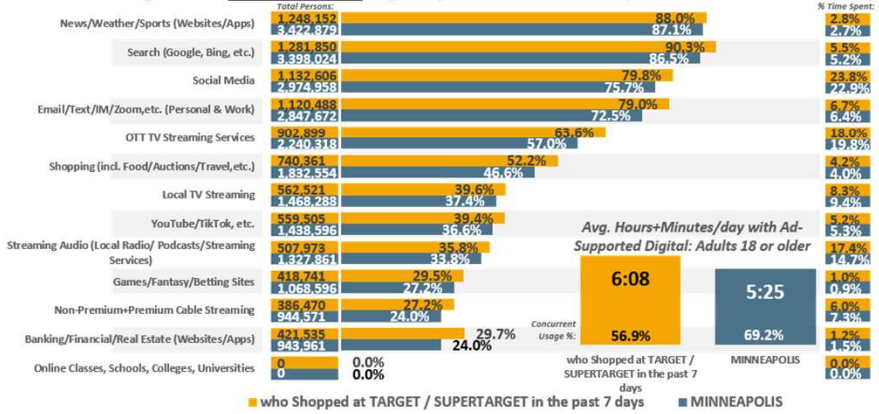


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

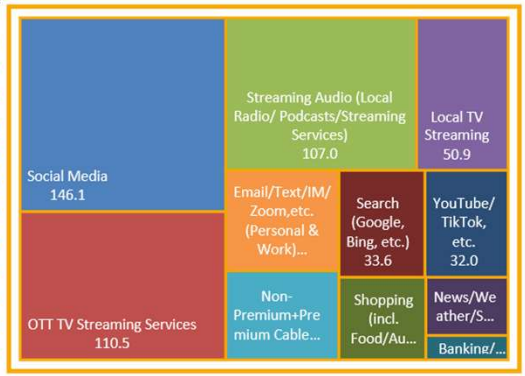


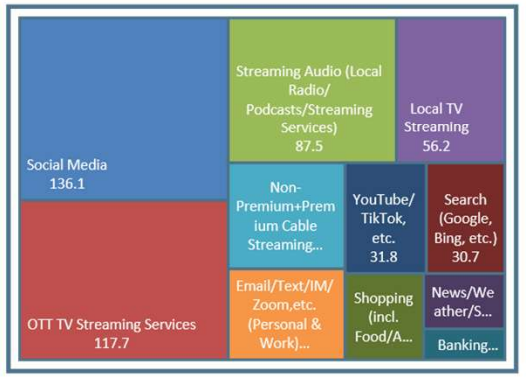


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





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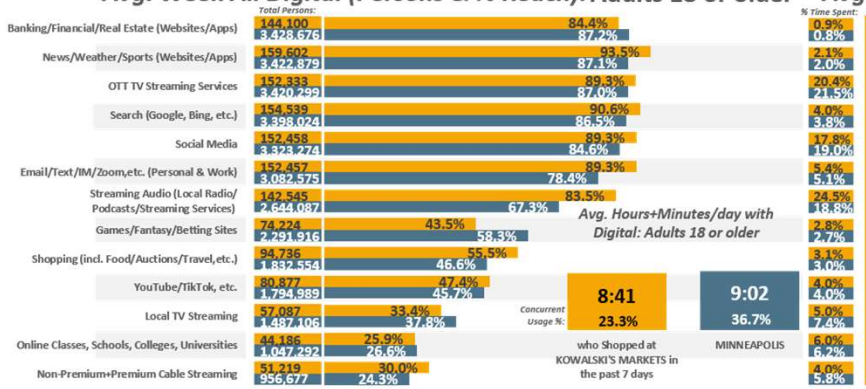
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Grocery stores shopped past 7 days (HHLD): Target/SuperTarget

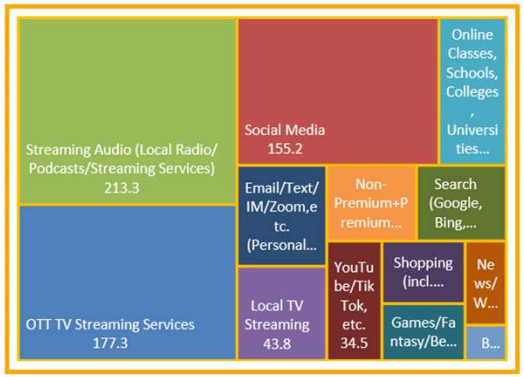


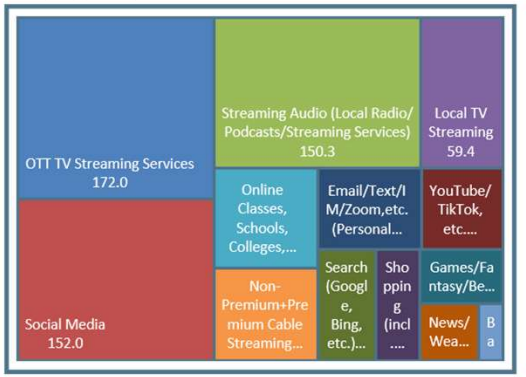
127,412 or 74.7% of Adults 18 or older who Shopped at KOWALSKI'S MARKETS in the past 7 days use Ad-Supported Social Media for an average of 129.7 minutes every day representing 20.2% of all time spent daily with Ad-Supported Digital Media.

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

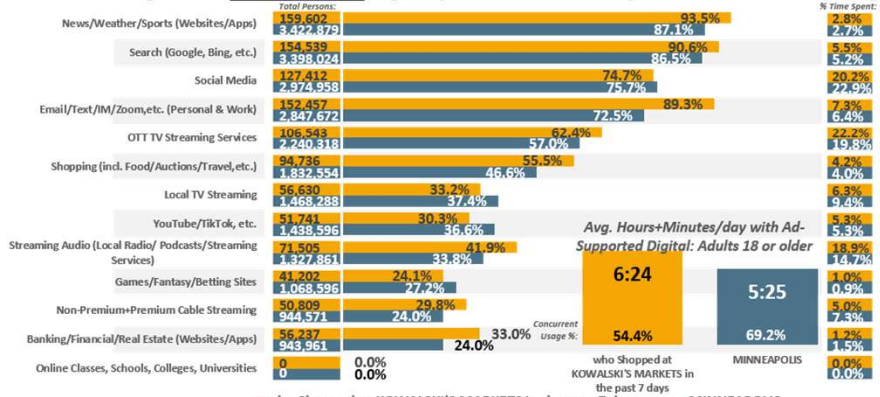


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

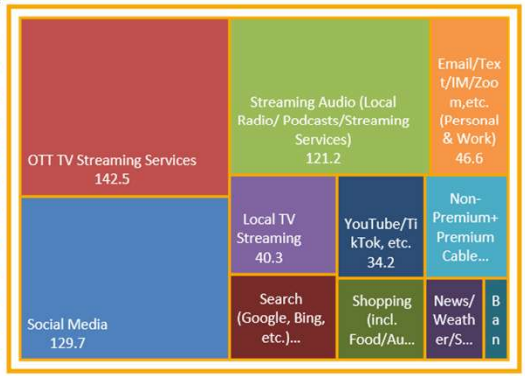


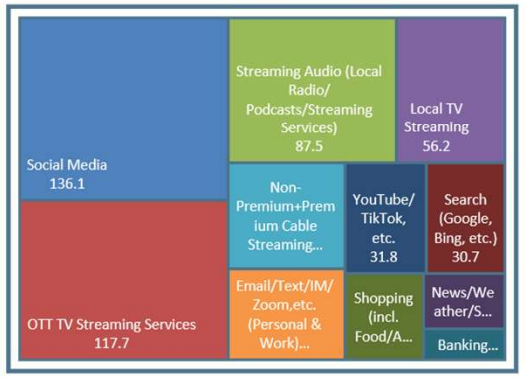


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





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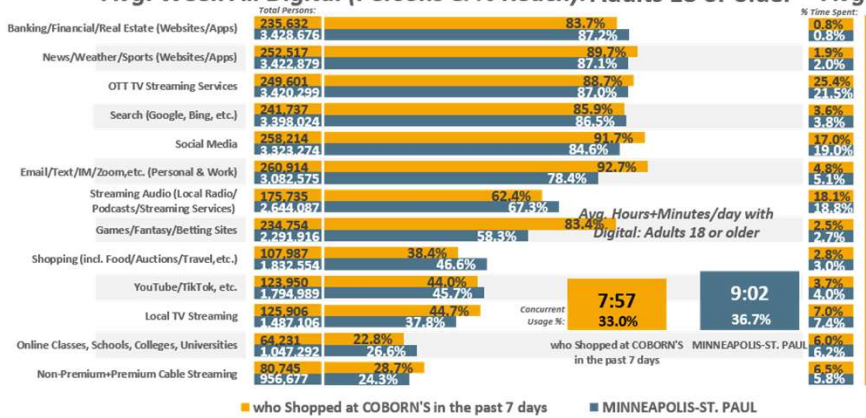
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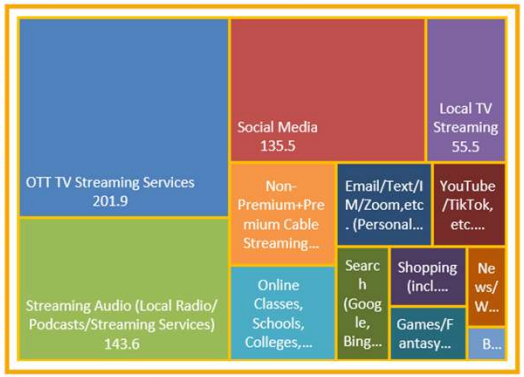
Grocery stores shopped past 7 days (HHLD): Kowalski's

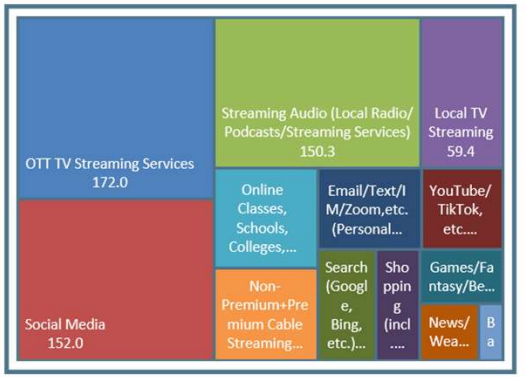
241,268 or 85.7% of Adults 18 or older who Shopped at COBORN'S in the past 7 days use Ad-Supported Social Media for an average of 126.7 minutes every day representing 21.4% of all time spent daily with Ad-Supported Digital Media.

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

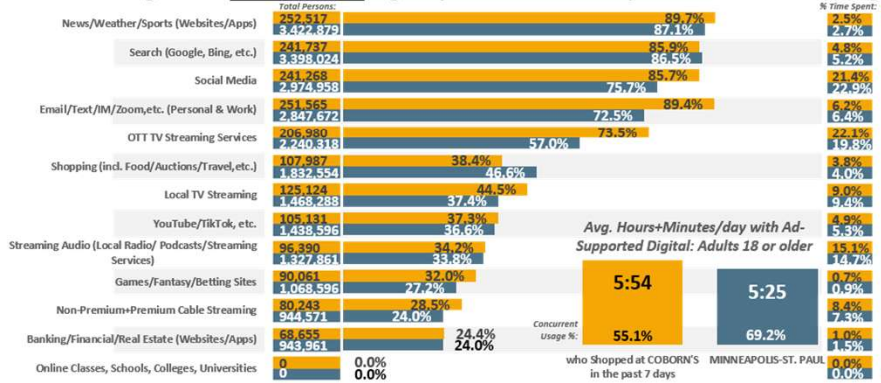


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

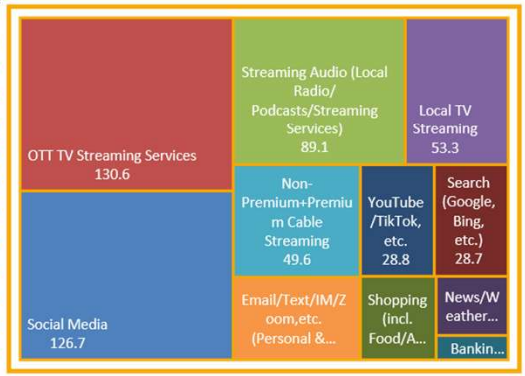


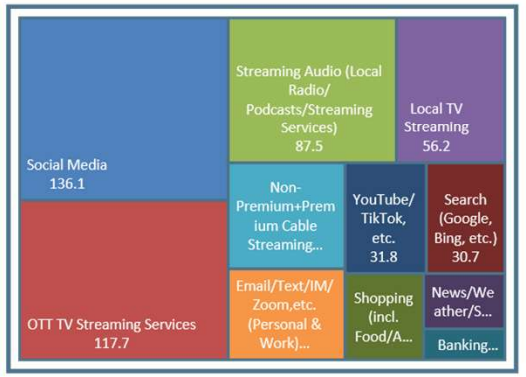


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





who Shopped at COBORN'S in the past 7 days

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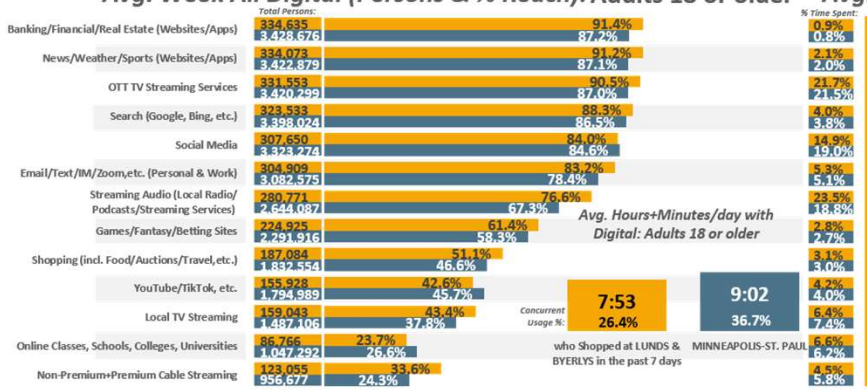
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Grocery stores shopped past 7 days (HHLD): Coborn's

LUNDS&BYERLYS MSP

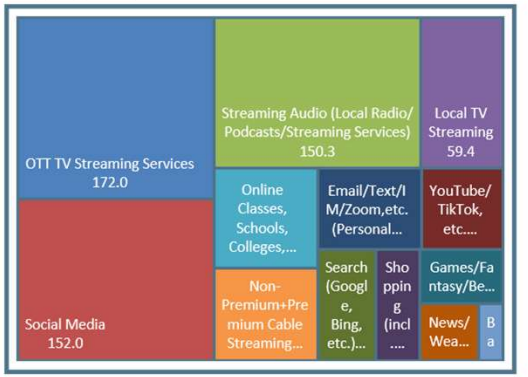
287,761 or 78.6% of Adults 18 or older who Shopped at LUNDS & BYERLYS in the past 7 days use Ad-Supported Social Media for an average of 110.4 minutes every day representing 19.3% of all time spent daily with Ad-Supported Digital Media.

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



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

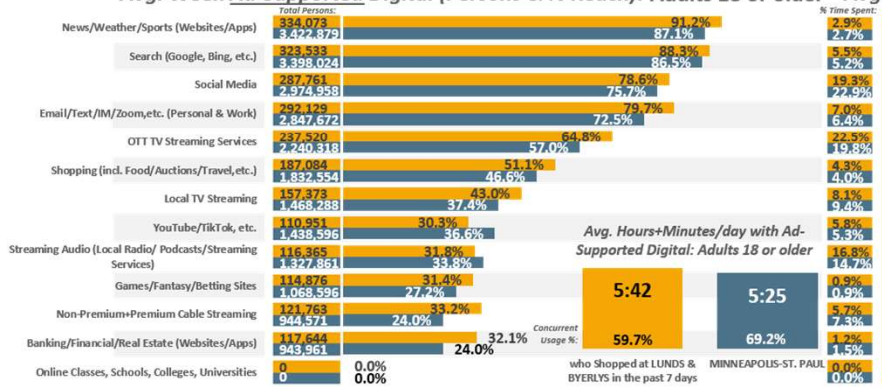




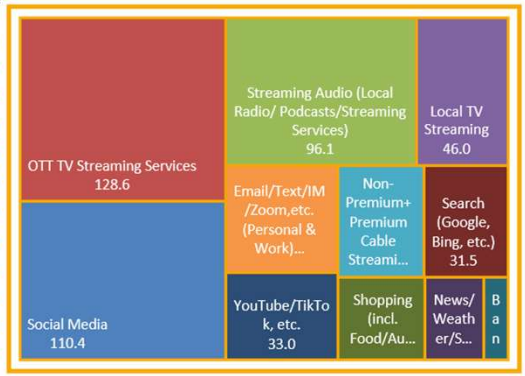
who Shopped at LUNDS & BYERLYS in the past 7 days ■ MINNEAPOLIS-ST. PAUL

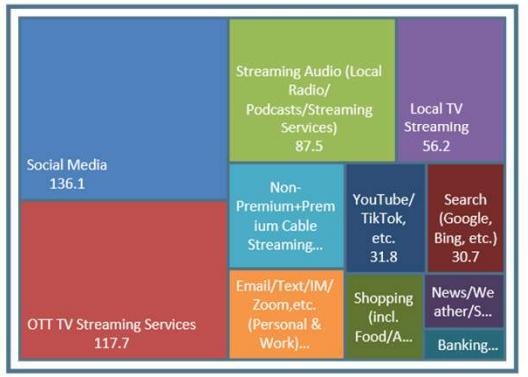
who Shopped at LUNDS & BYERLYS in the past 7 days ■ MINNEAPOLIS-ST. PAUL

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 LUNDS & BYERLYS in the past 7 days ■ MINNEAPOLIS-ST. PAUL

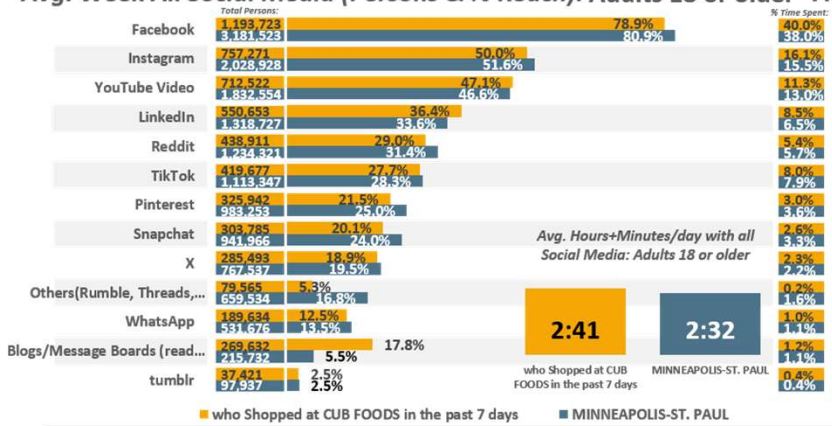
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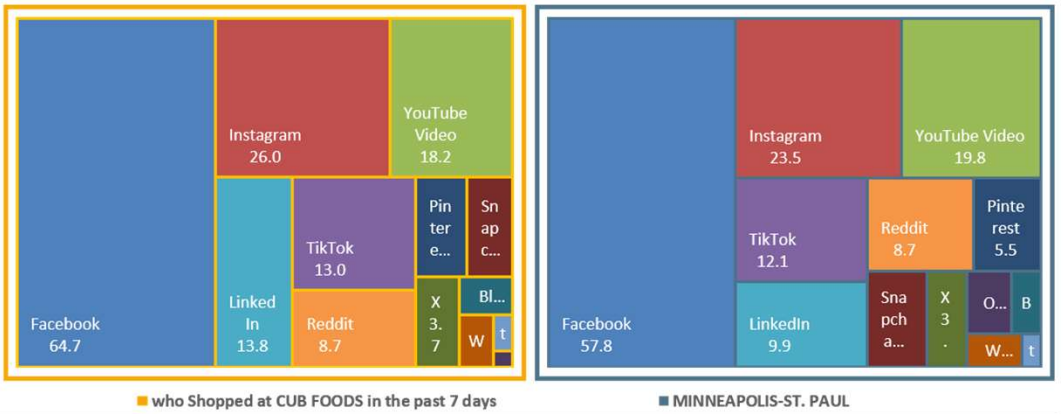
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1,142,118 or 75.5% of Adults 18 or older who Shopped at CUB FOODS in the past 7 days use Ad-Supported Facebook for an average of 57.9 minutes every day representing 39.9% of all time spent daily with Ad-Supported Social Media.

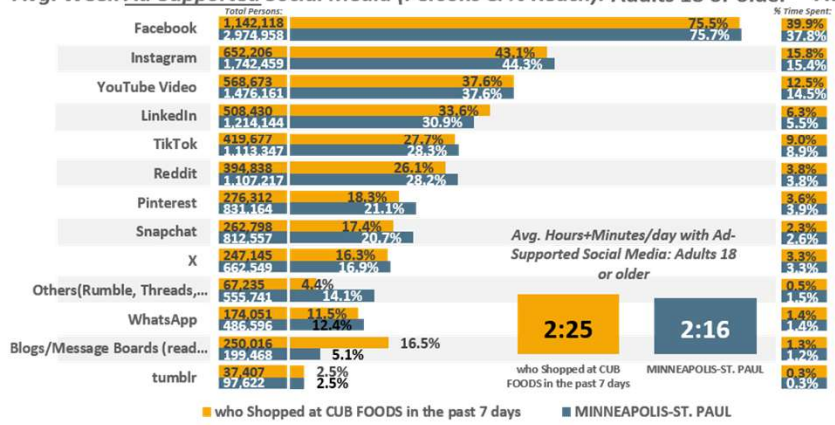
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



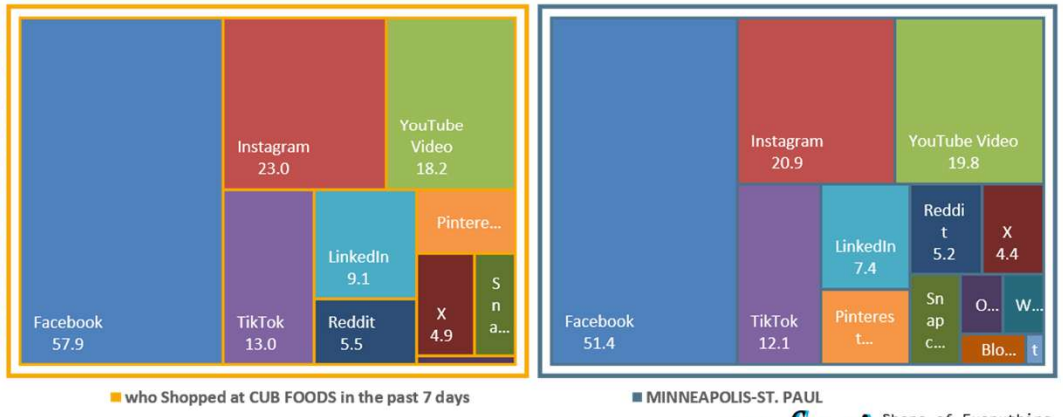
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



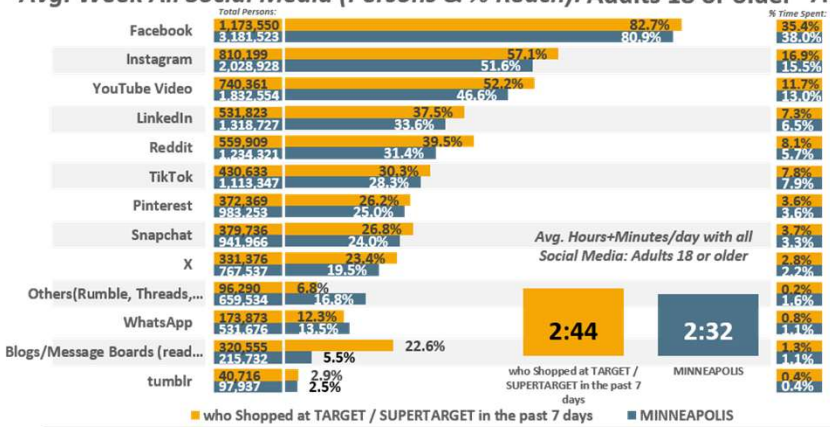
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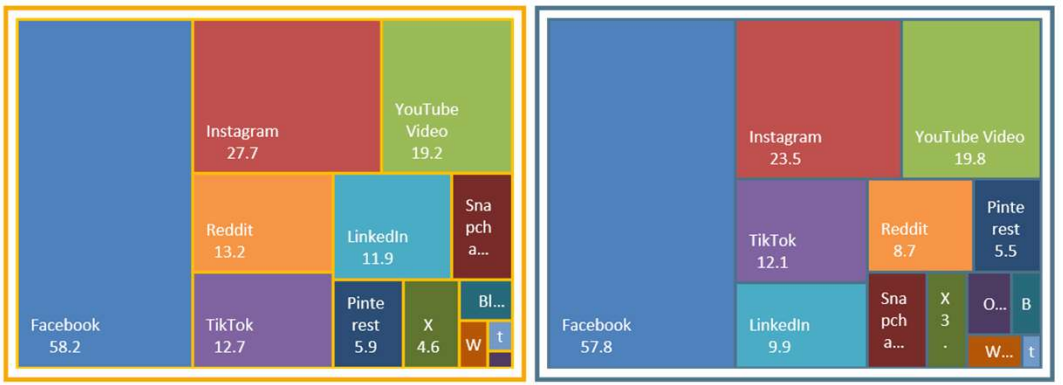
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1,132,606 or 79.8% of Adults 18 or older who Shopped at TARGET / SUPERTARGET in the past 7 days use Ad-Supported Facebook for an average of 55.3 minutes every day representing 37.9% of all time spent daily with Ad-Supported Social Media.

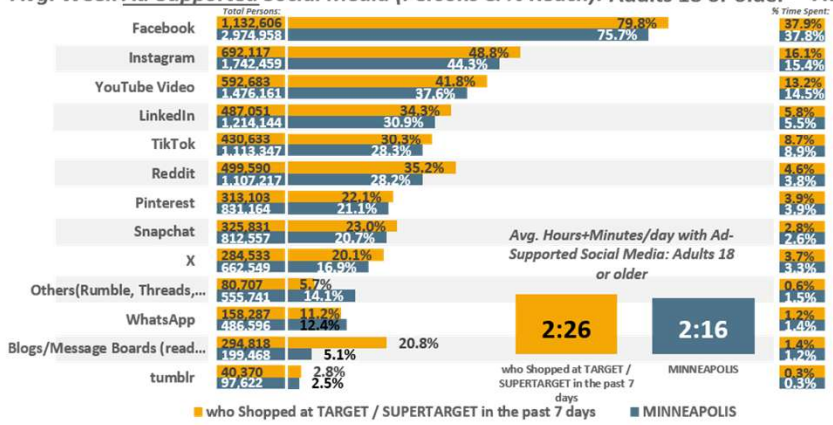
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



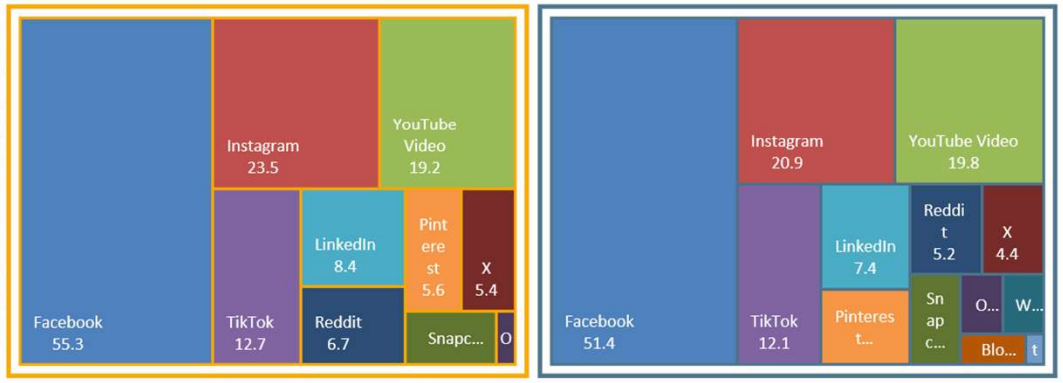
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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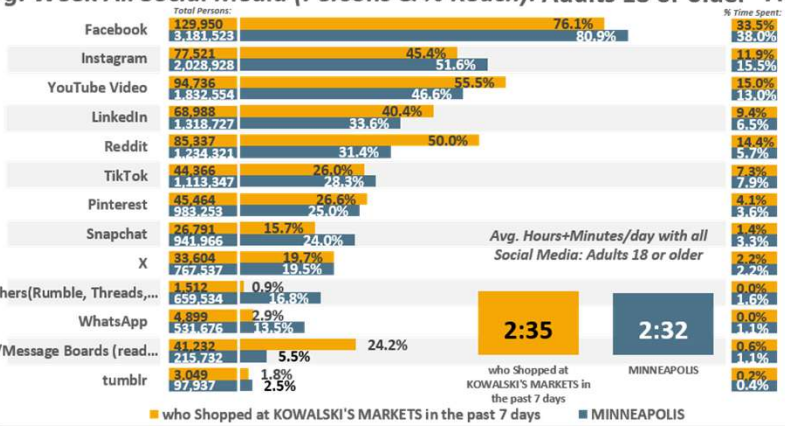
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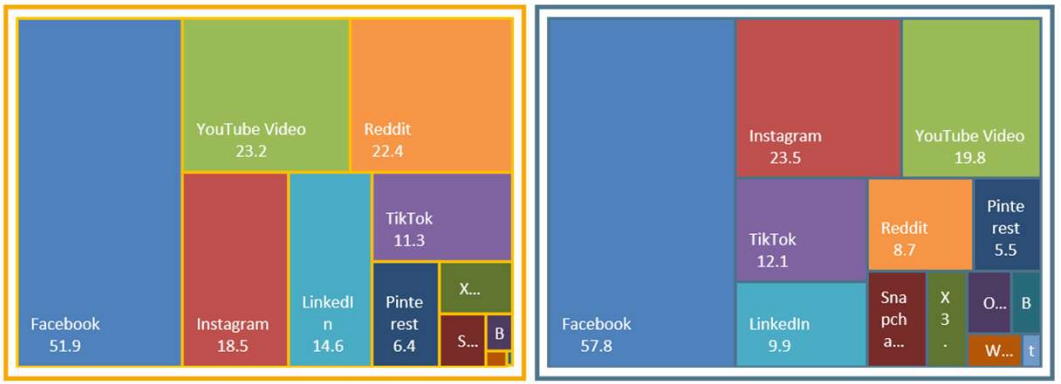
Grocery stores shopped past 7 days (HHLD): Target/SuperTarget

127,412 or 74.7% of Adults 18 or older who Shopped at KOWALSKI'S MARKETS in the past 7 days use Ad-Supported Facebook for an average of 49.8 minutes every day representing 38.4% of all time spent daily with Ad-Supported Social Media.

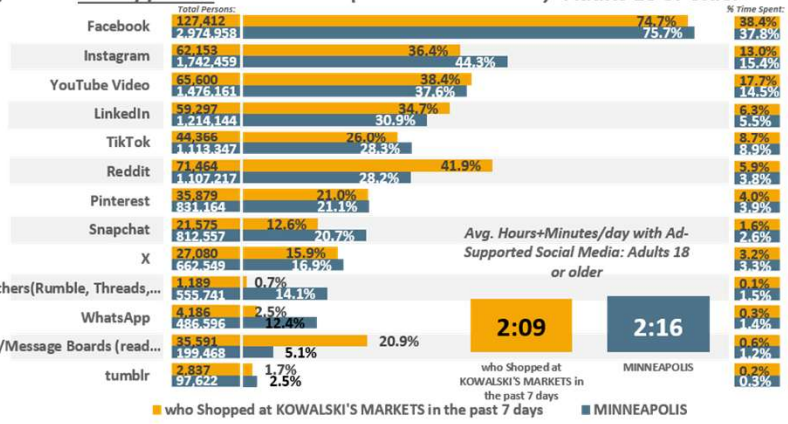
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



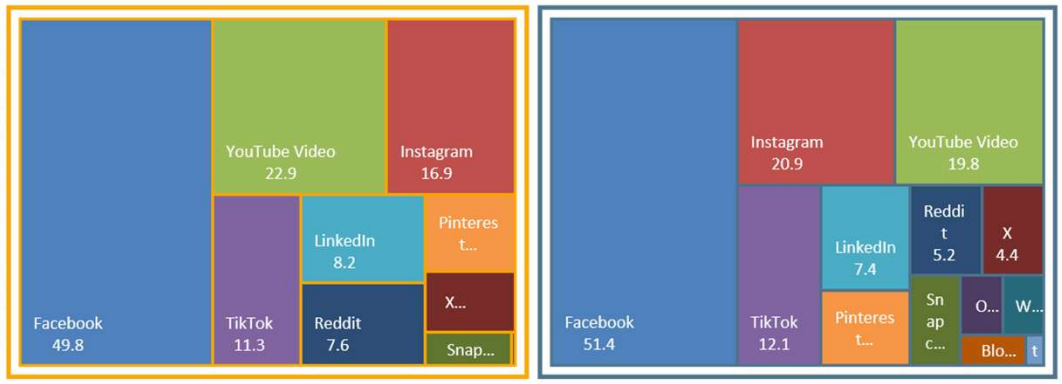
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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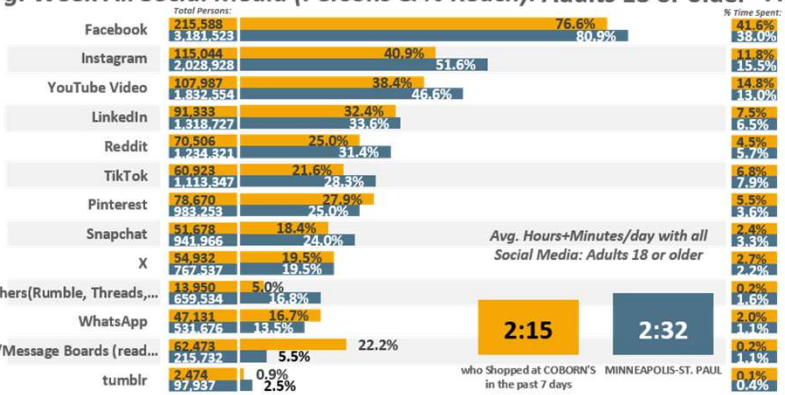
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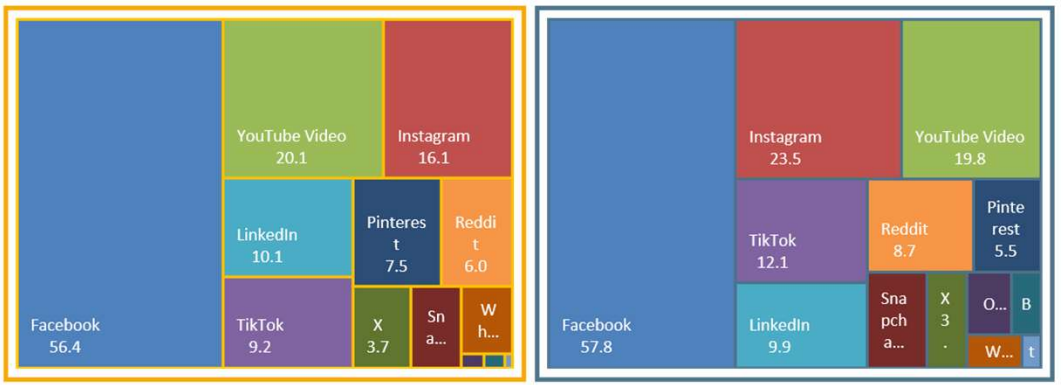
Grocery stores shopped past 7 days (HHLD): Kowalski's

215,588 or 76.6% of Adults 18 or older who Shopped at COBORN'S in the past 7 days use Ad-Supported Facebook for an average of 51.8 minutes every day representing 40.9% of all time spent daily with Ad-Supported Social Media.

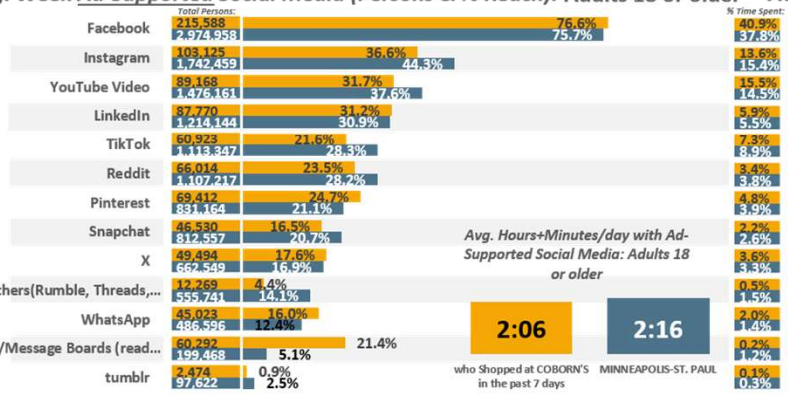
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



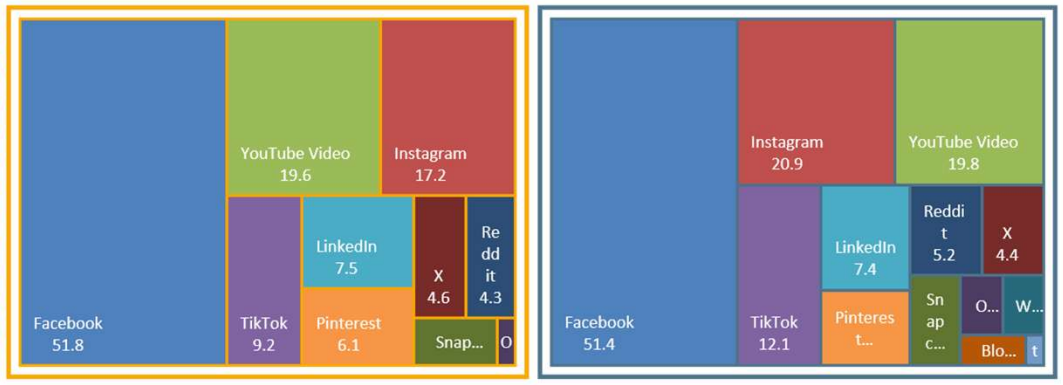
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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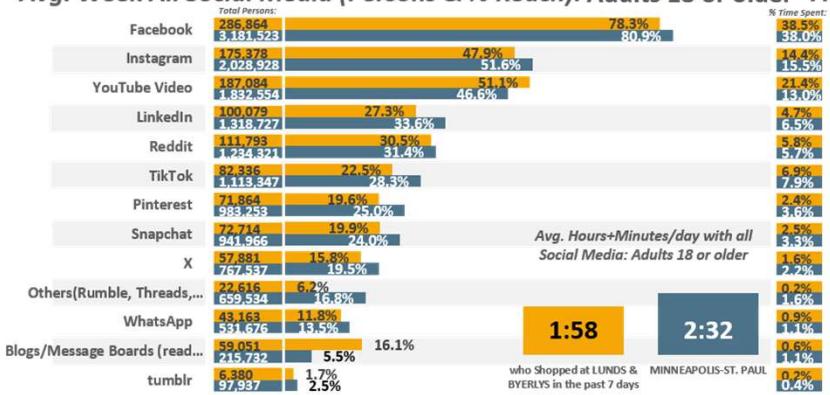
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Grocery stores shopped past 7 days (HHLD): Coborn's

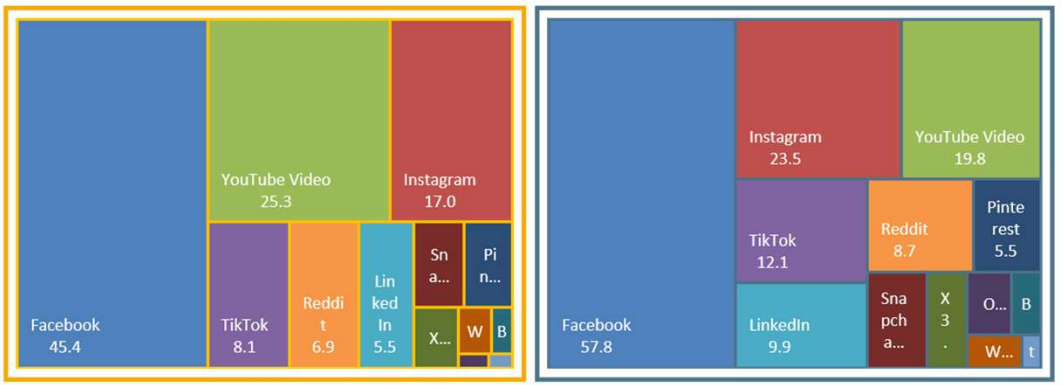
LUNDS&BYERLYS MSP

286,864 or 78.3% of Adults 18 or older who Shopped at LUNDS & BYERLYS in the past 7 days use Ad-Supported Facebook for an average of 41.2 minutes every day representing 37.3% of all time spent daily with Ad-Supported Social Media.

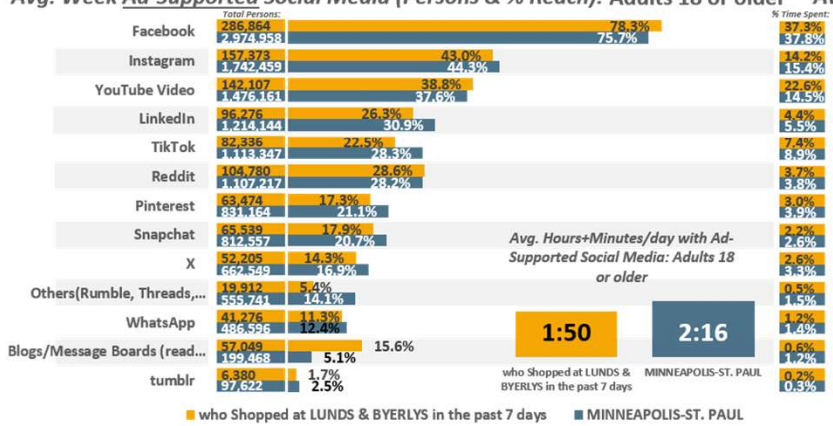
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



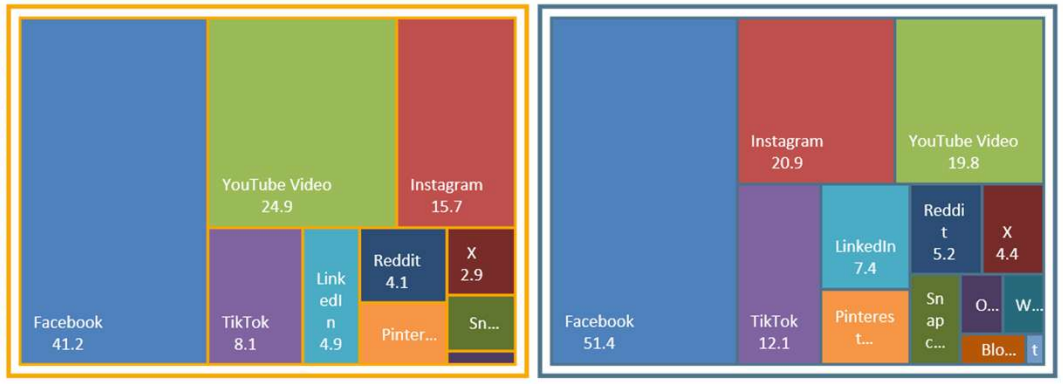
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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

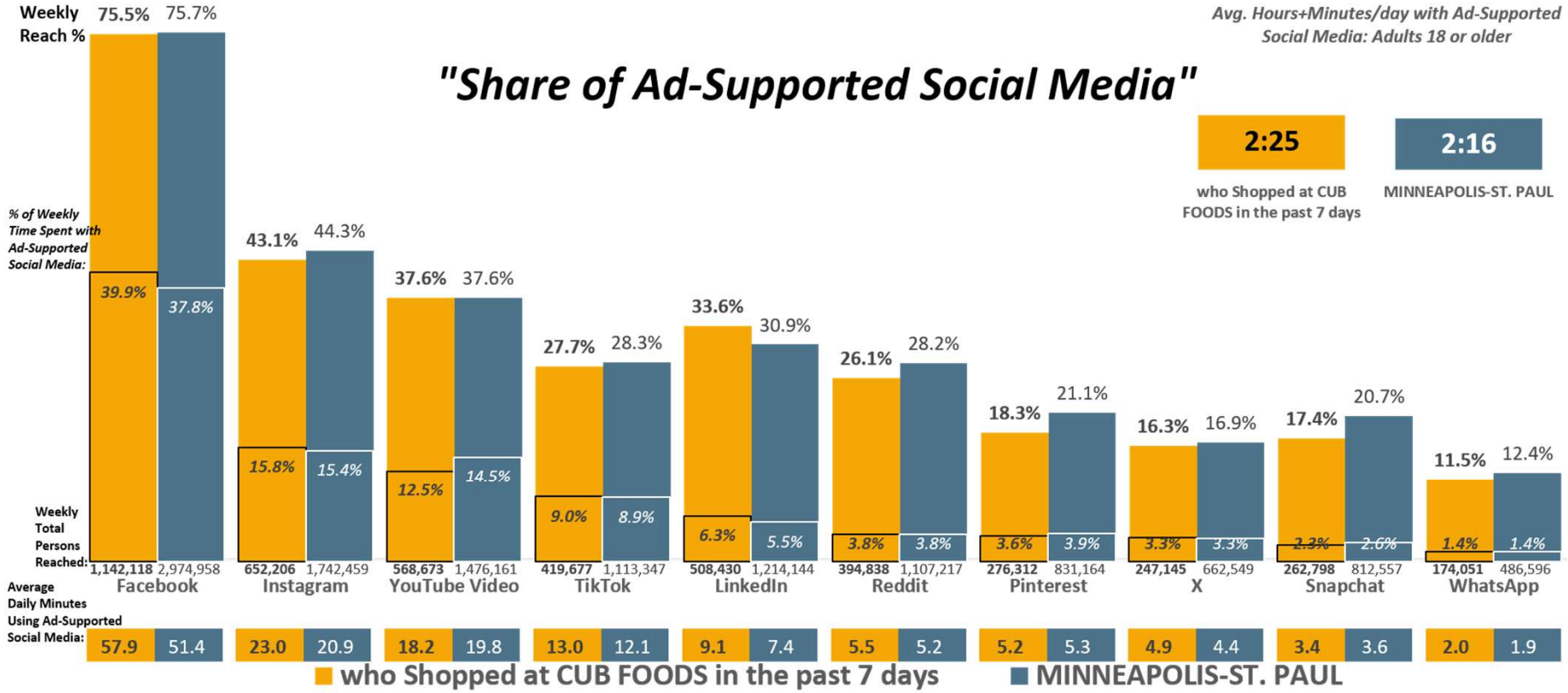


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1,142,118 or 75.5% of Adults 18 or older who Shopped at CUB FOODS in the past 7 days use Ad-Supported Facebook for an average of 57.9 minutes every day representing 39.9% of all time spent daily with Ad-Supported Social Media.



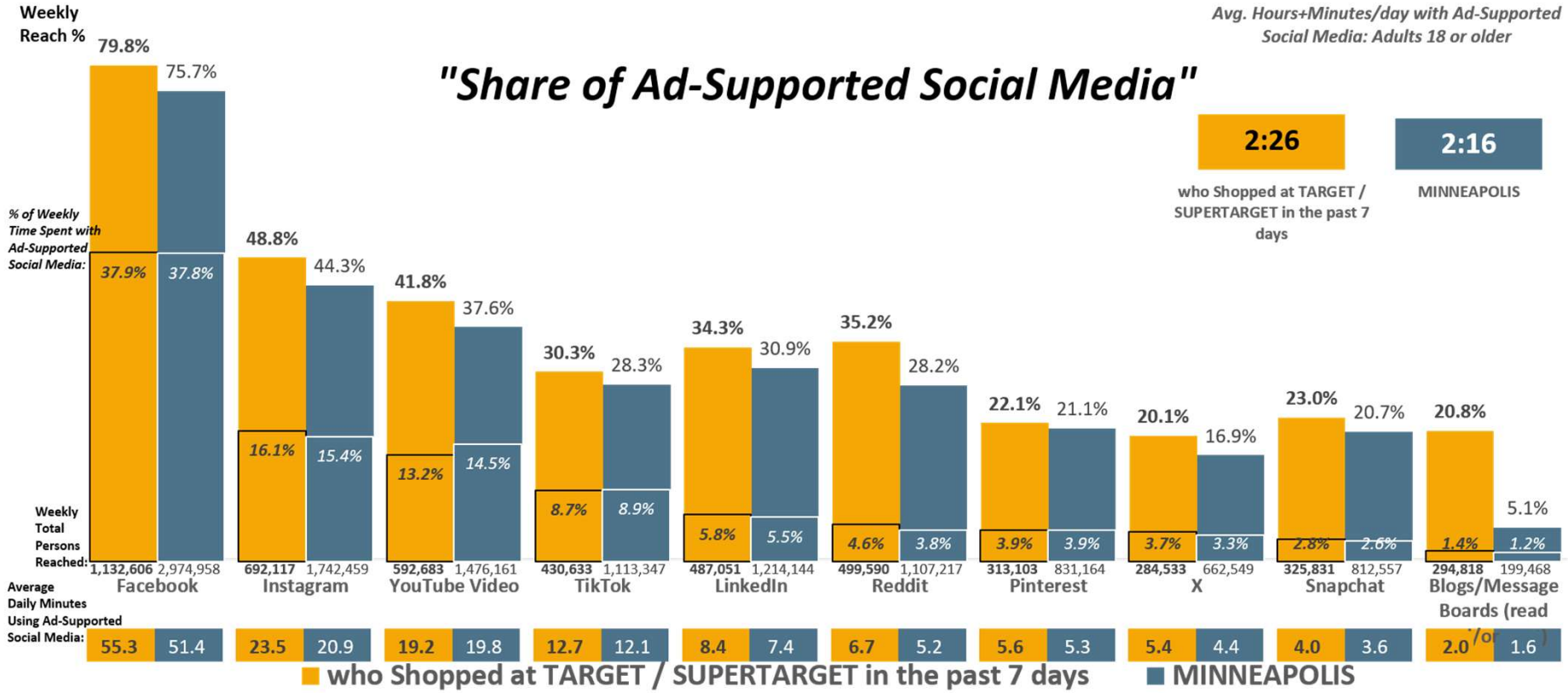
MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 778 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,922

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Grocery stores shopped past 7 days (HHLD): Cub Foods

1,132,606 or 79.8% of Adults 18 or older who Shopped at TARGET / SUPERTARGET in the past 7 days use Ad-Supported Facebook for an average of 55.3 minutes every day representing 37.9% of all time spent daily with Ad-Supported Social Media.



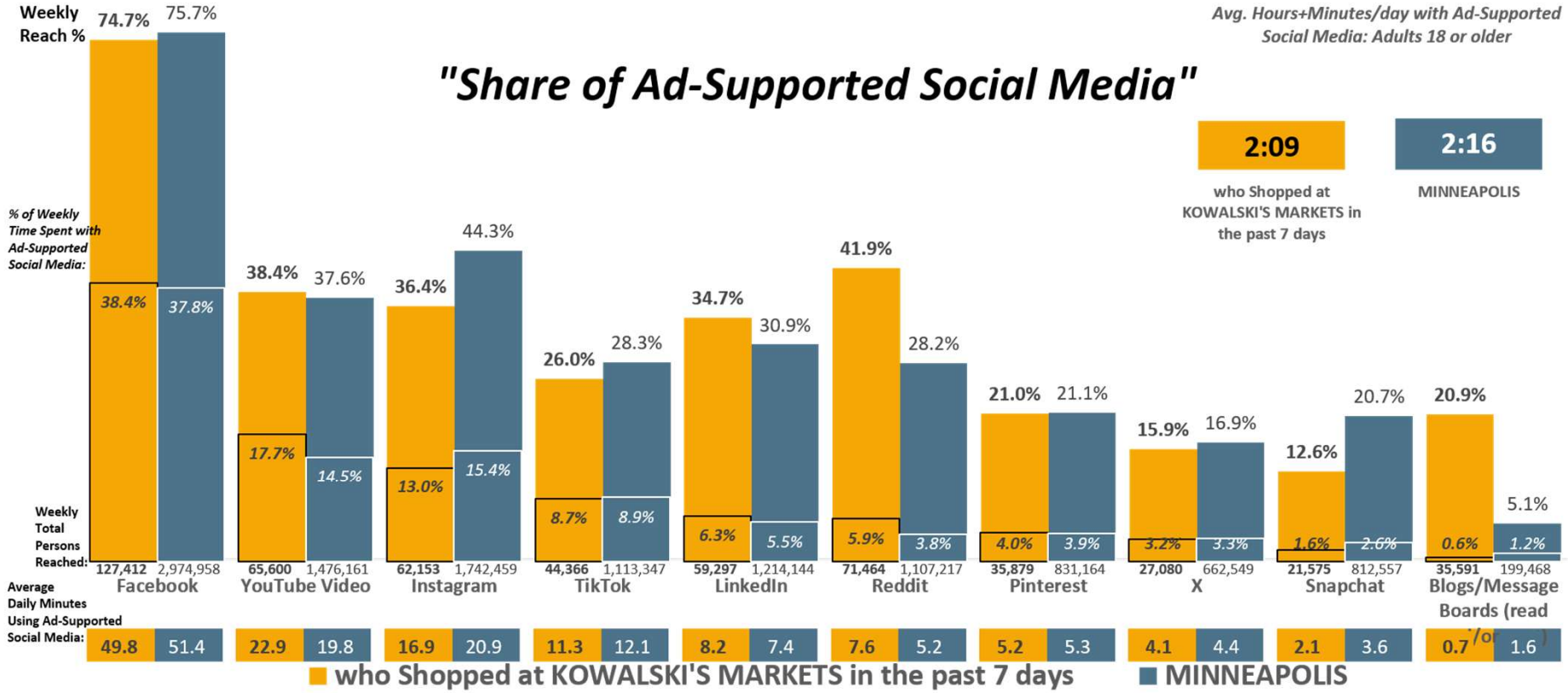
MINNEAPOLIS DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 719 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,922

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Grocery stores shopped past 7 days (HHLD): Target/SuperTarget

127,412 or 74.7% of Adults 18 or older who Shopped at KOWALSKI'S MARKETS in the past 7 days use Ad-Supported Facebook for an average of 49.8 minutes every day representing 38.4% of all time spent daily with Ad-Supported Social Media.



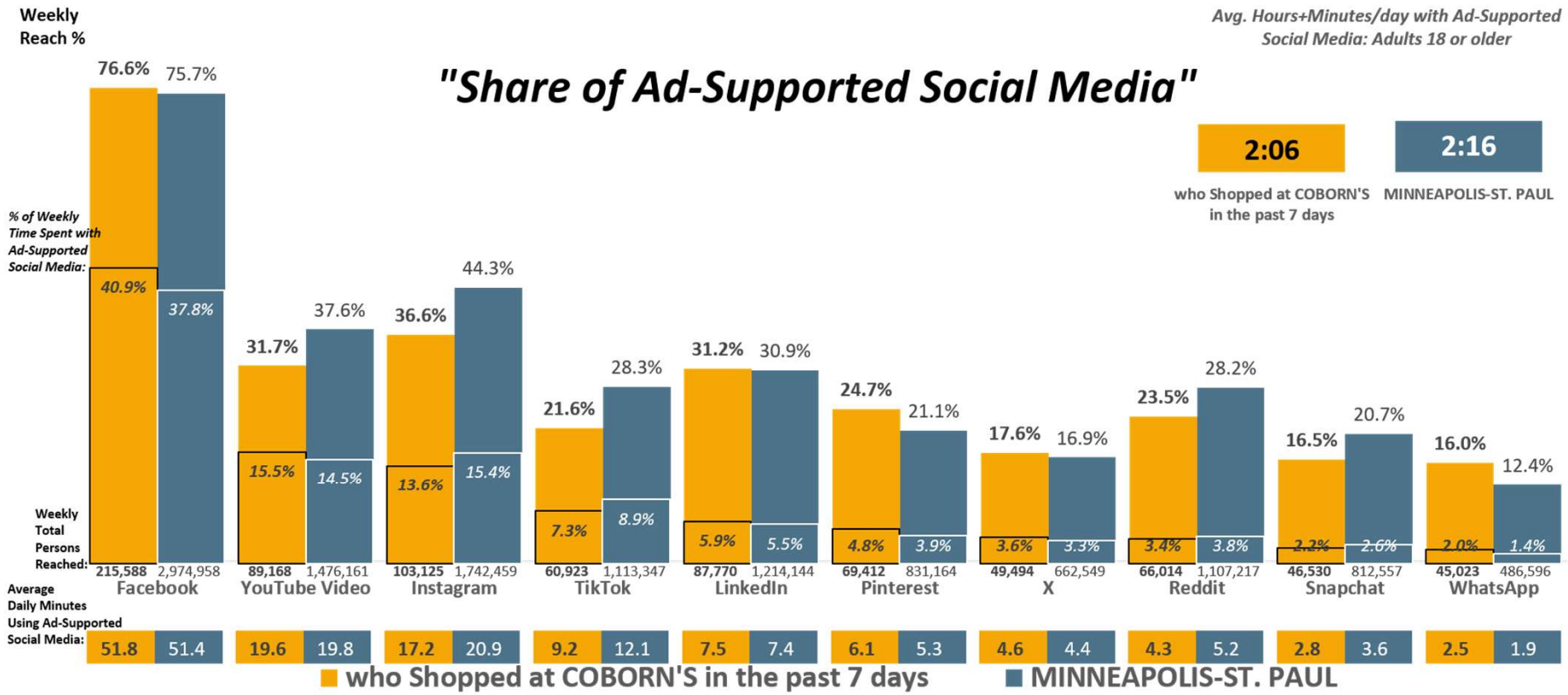
MINNEAPOLIS DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 88 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,922

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

215,588 or 76.6% of Adults 18 or older who Shopped at COBORN'S in the past 7 days use Ad-Supported Facebook for an average of 51.8 minutes every day representing 40.9% of all time spent daily with Ad-Supported Social Media.



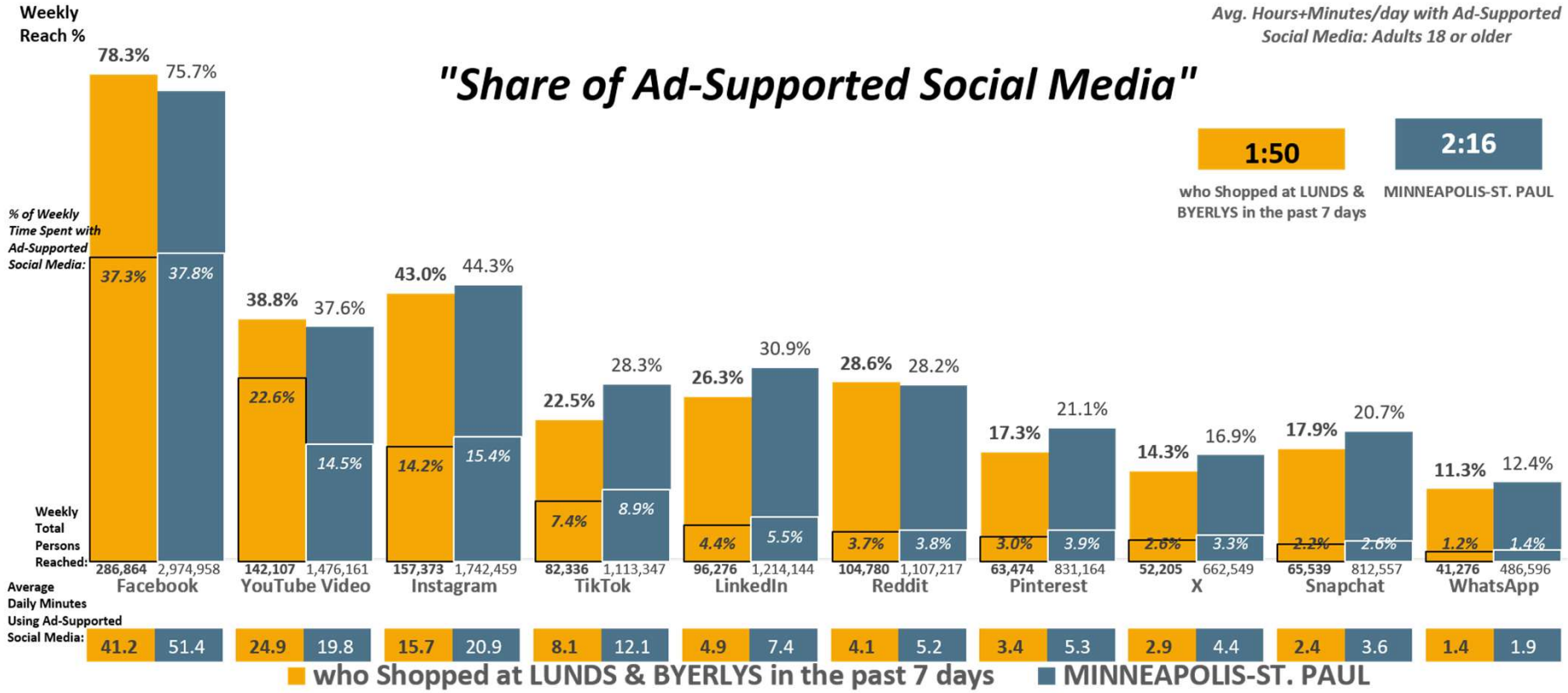
MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 175 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,922

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

286,864 or 78.3% of Adults 18 or older who Shopped at LUNDS & BYERLYS in the past 7 days use Ad-Supported Facebook for an average of 41.2 minutes every day representing 37.3% of all time spent daily with Ad-Supported Social Media.



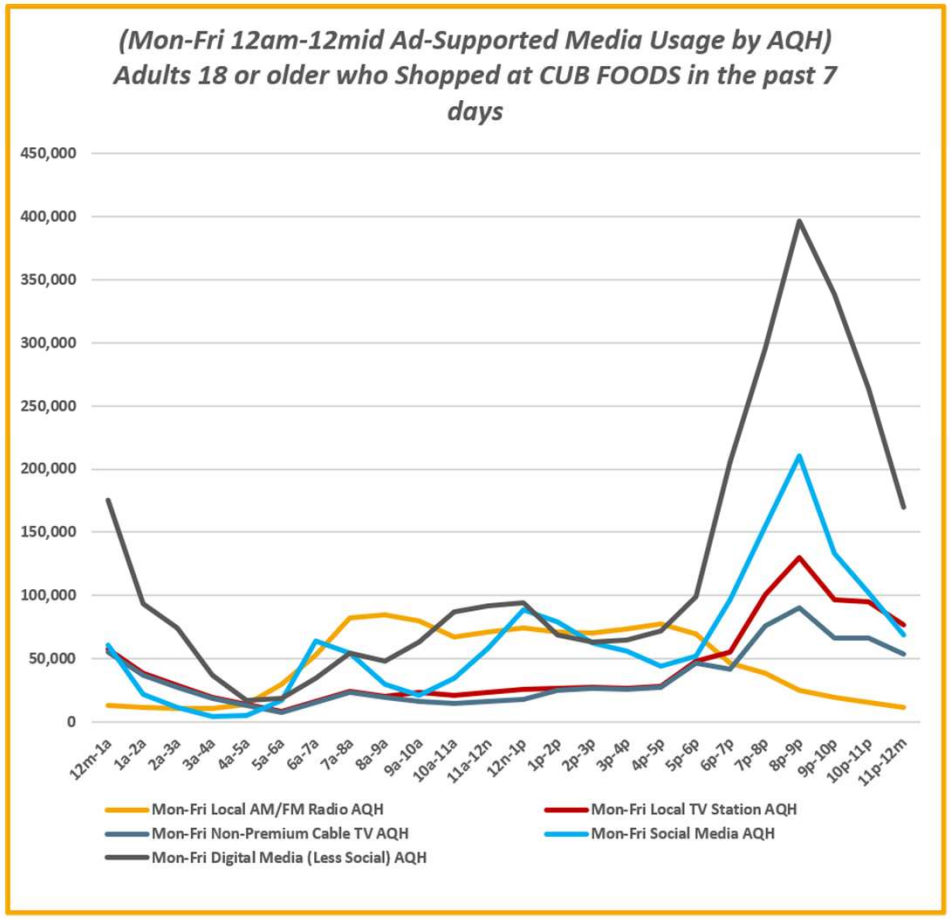
MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 238 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,922

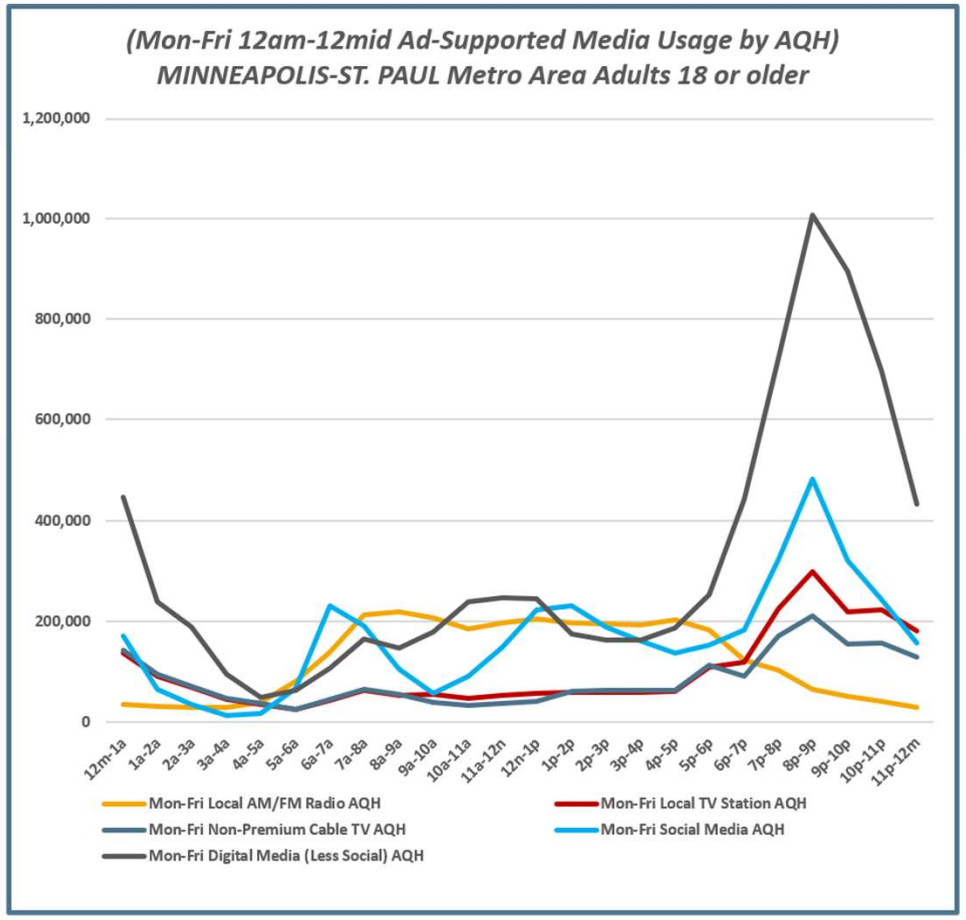
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Grocery stores shopped past 7 days (HHLD): Lunds & Byerlys

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 80,634; Local Radio: 70,940; Social Media: 57,025; Local TV: 28,327; Non-Prem. Cable: 24,451 reaching Adults 18 or older who Shopped at CUB FOODS in the past 7 days.





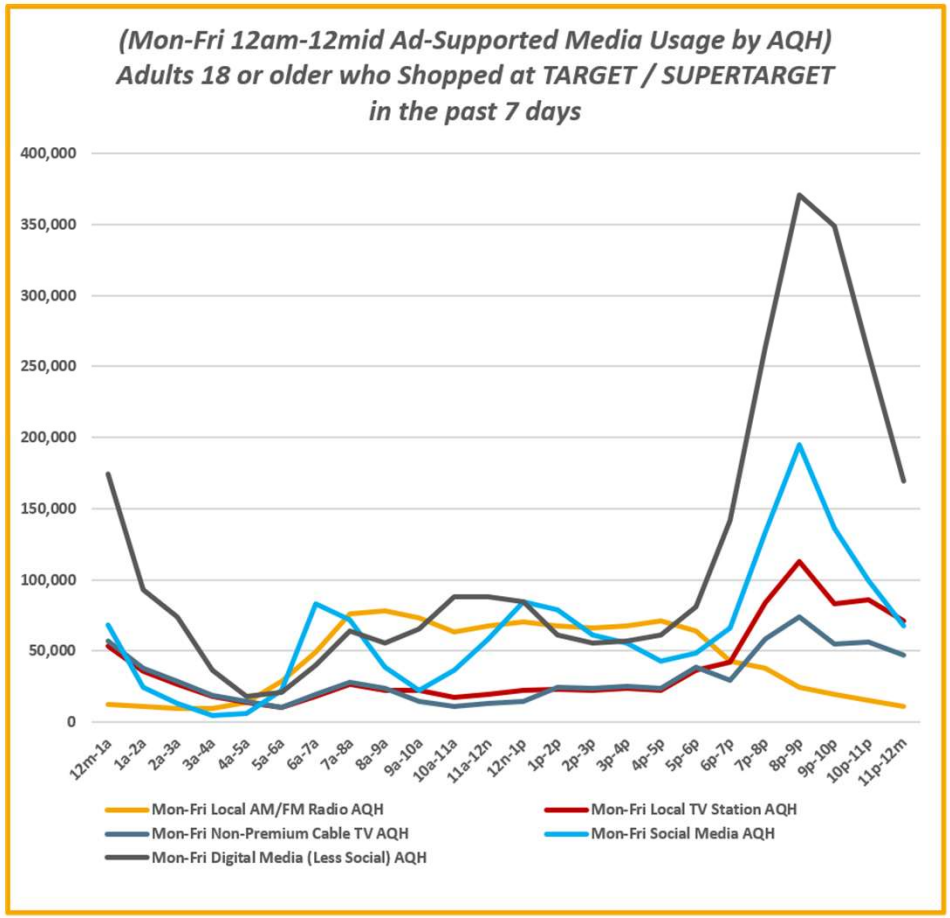
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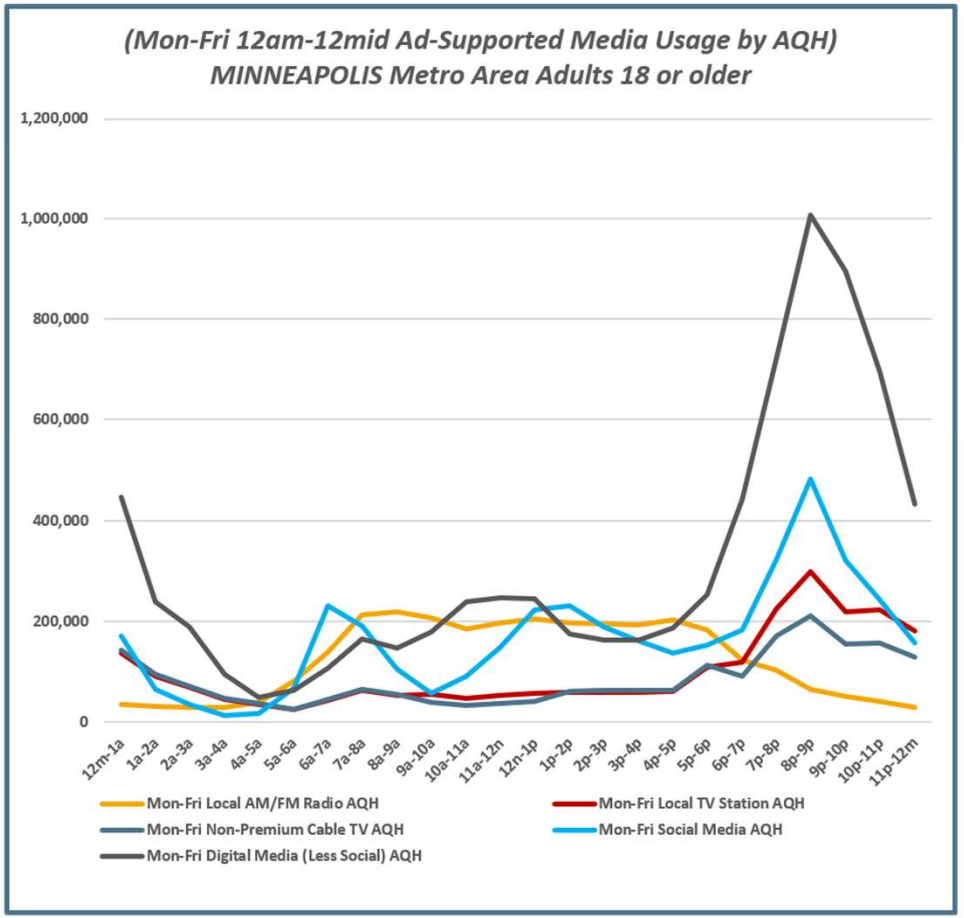
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Grocery stores shopped past 7 days (HHLD): Cub Foods

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 72,583; Local Radio: 65,936; Social Media: 57,572; Local TV: 24,608; Non-Prem. Cable: 22,354 reaching Adults 18 or older who Shopped at TARGET / SUPERTARGET in the past 7





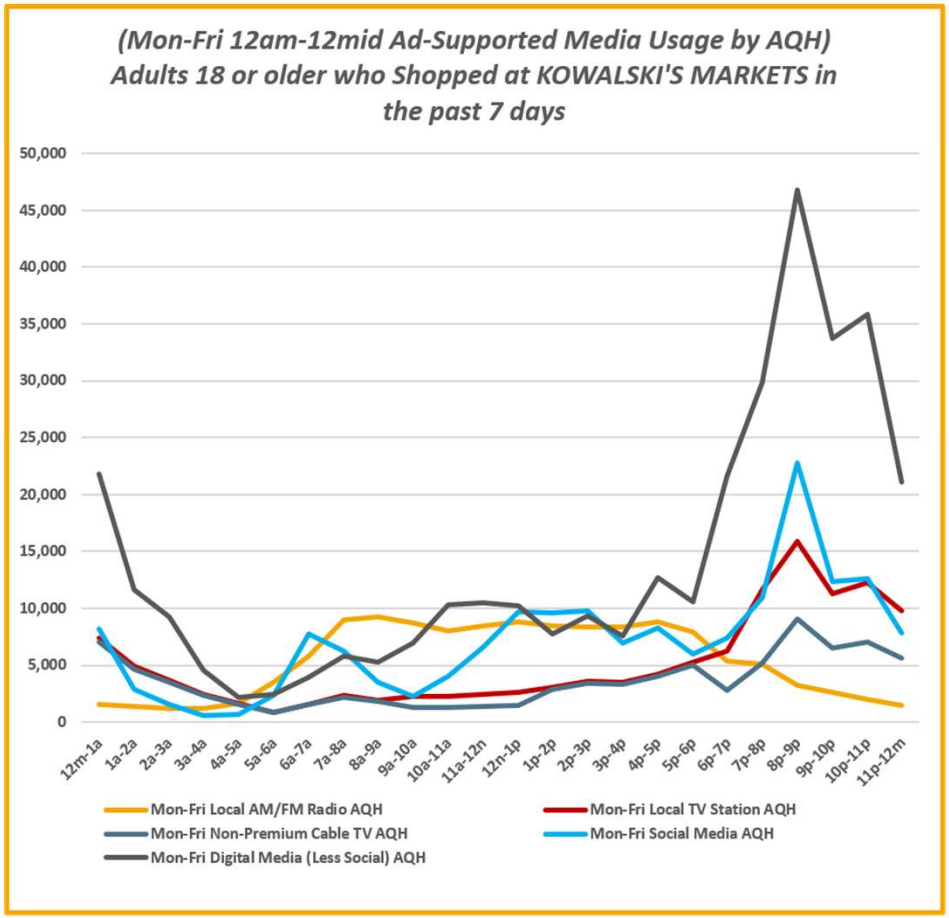
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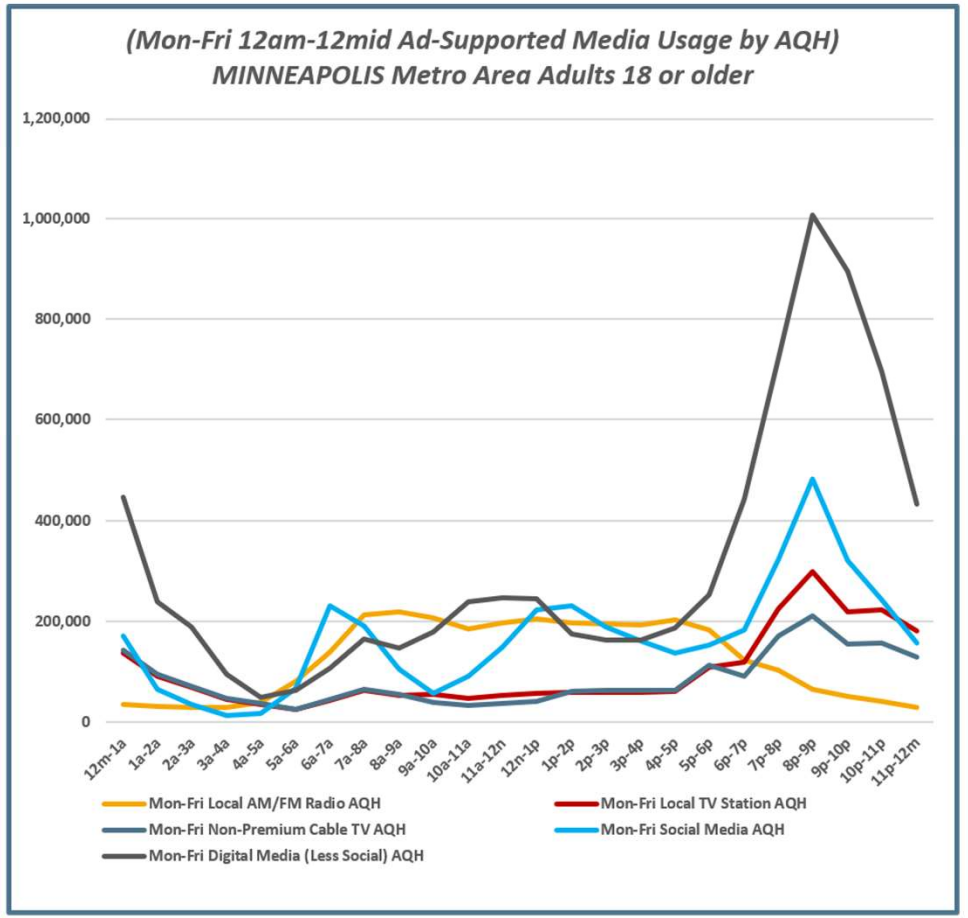
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Grocery stores shopped past 7 days (HHLD): Target/SuperTarget

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 9,409; Local Radio: 8,098; Social Media: 6,772; Local TV: 3,172; Non-Prem. Cable: 2,497 reaching Adults 18 or older who Shopped at KOWALSKI'S MARKETS in the past 7 days.





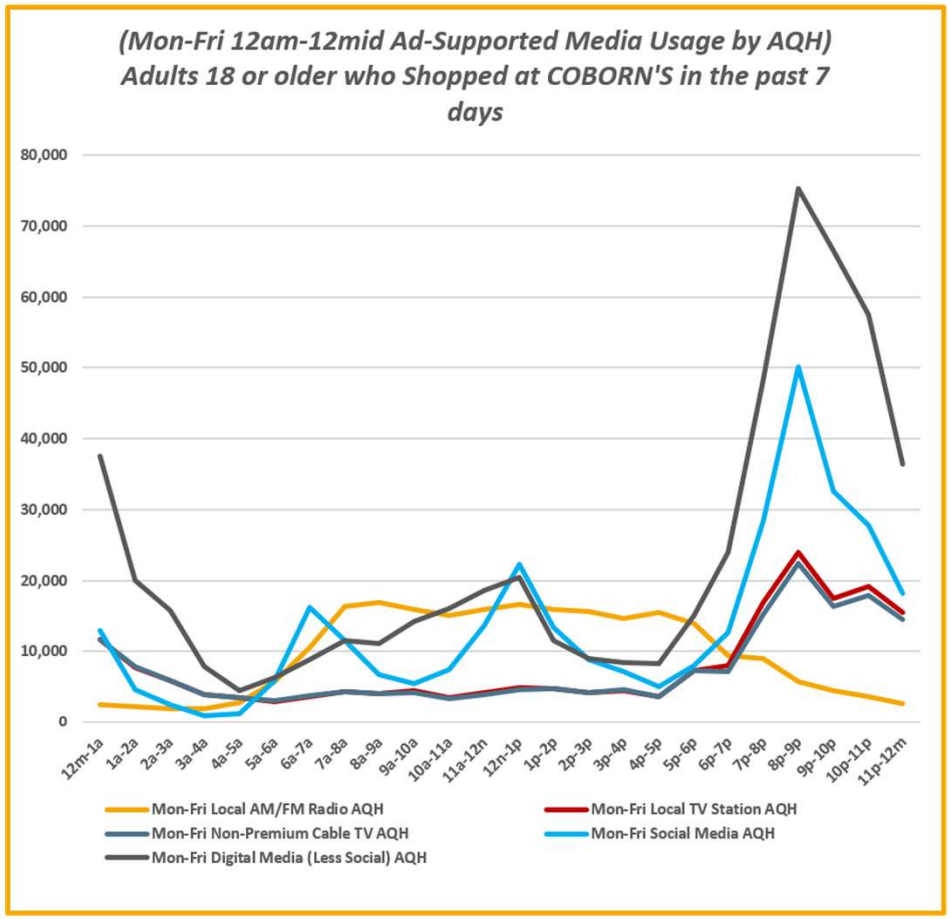
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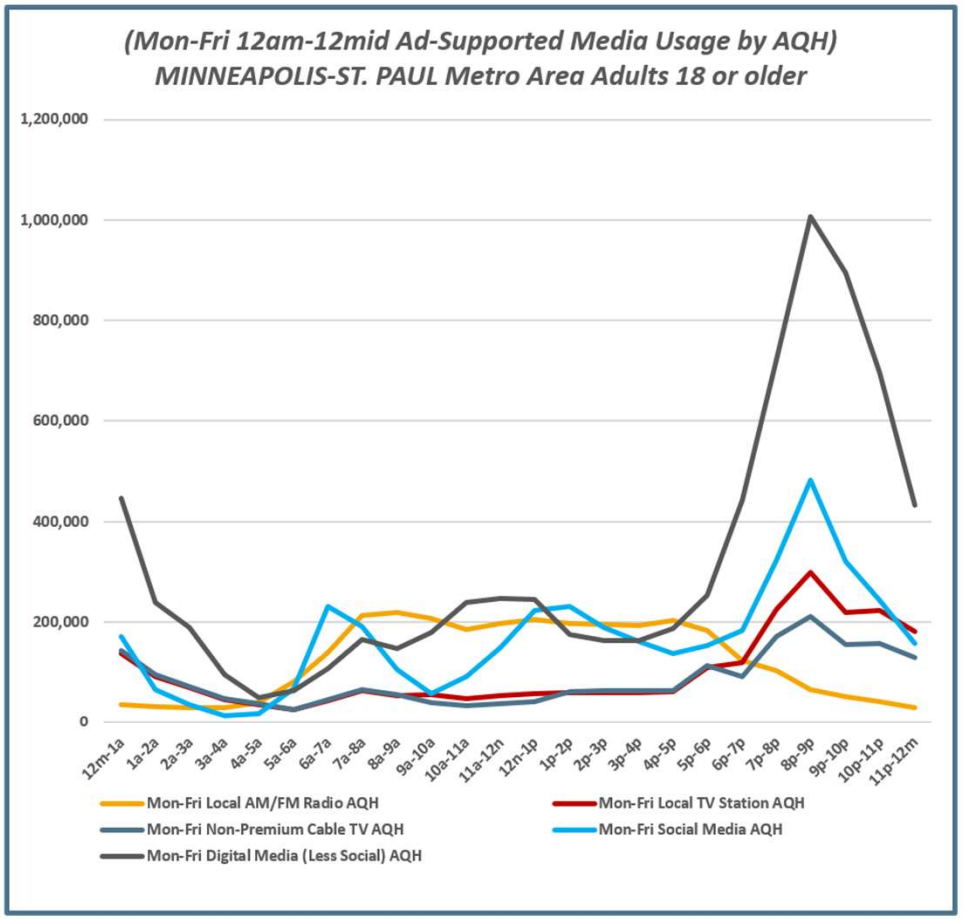
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Grocery stores shopped past 7 days (HHLD): Kowalski's

M-F 6a-7p Avg. Available Impressions per 15-min. are... Local Radio: 14,788; All Other Digital Media: 13,616; Social Media: 10,637; Local TV: 4,712; Non-Prem. Cable: 4,589 reaching Adults 18 or older who Shopped at COBORN'S in the past 7 days.





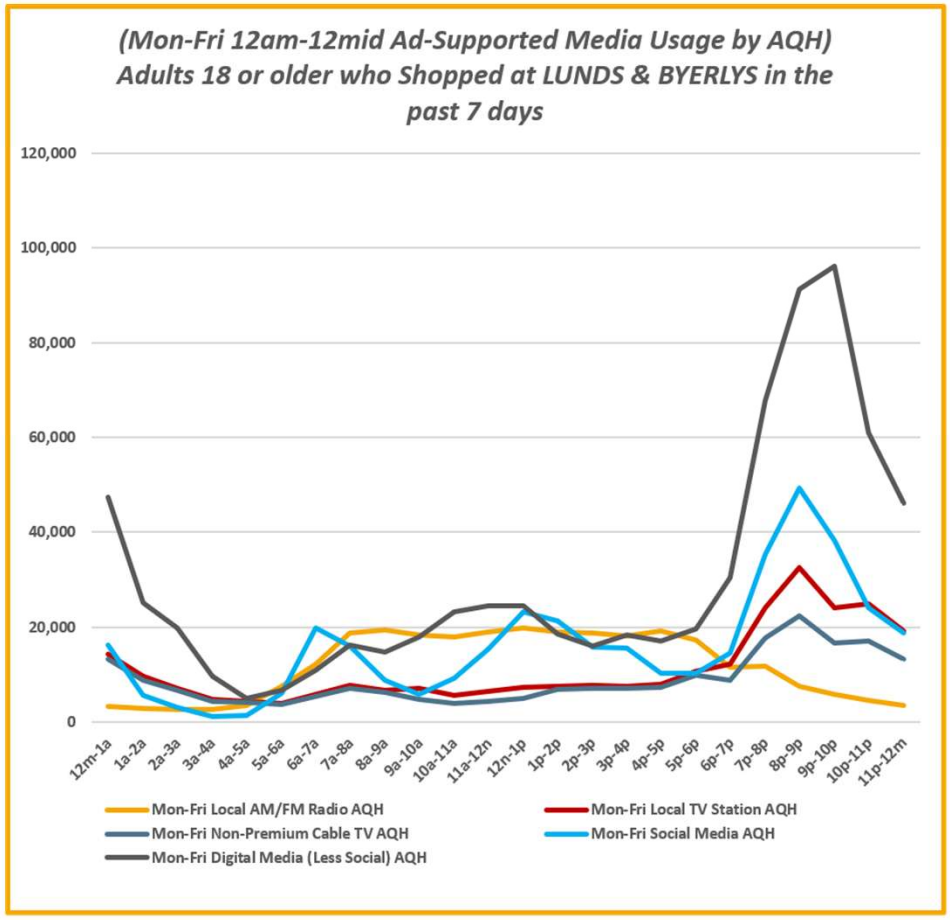
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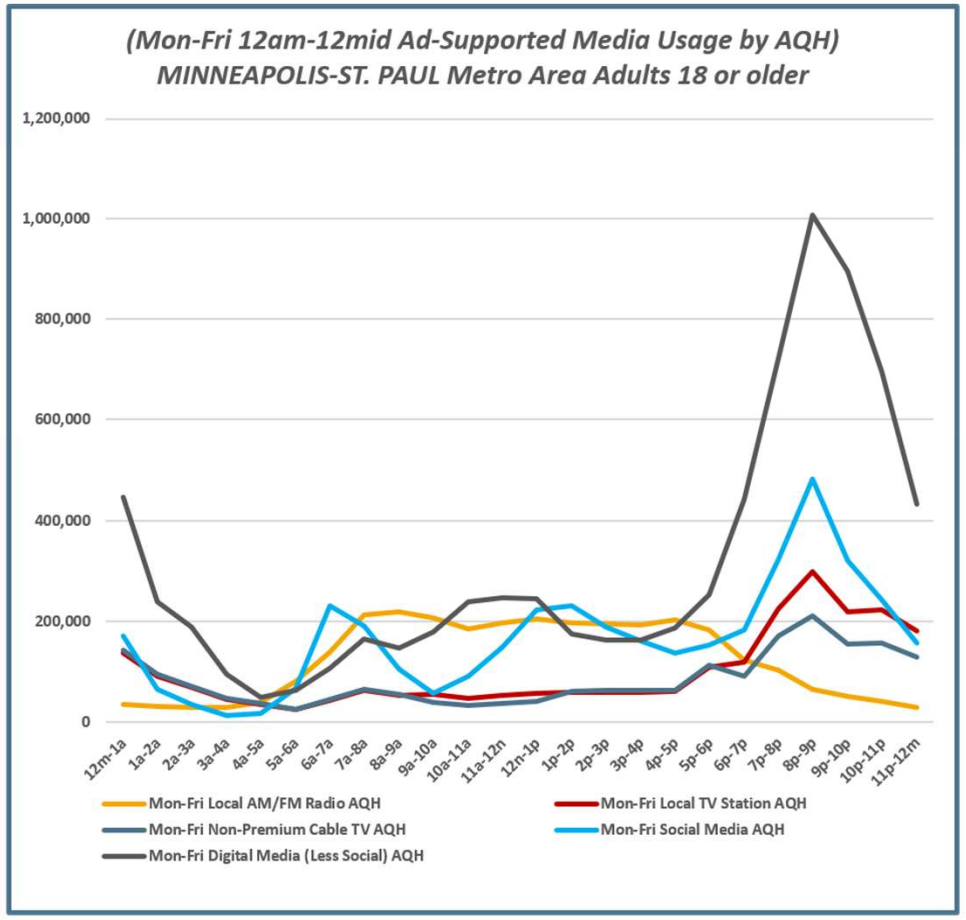
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Grocery stores shopped past 7 days (HHLD): Coborn's

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 19,435; Local Radio: 17,650; Social Media: 14,328; Local TV: 7,727; Non-Prem. Cable: 6,494 reaching Adults 18 or older who Shopped at LUNDS & BYERLYS in the past 7 days.





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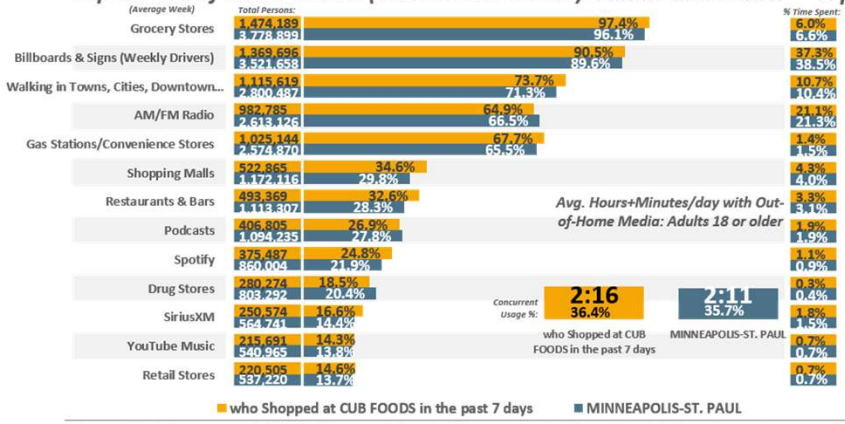
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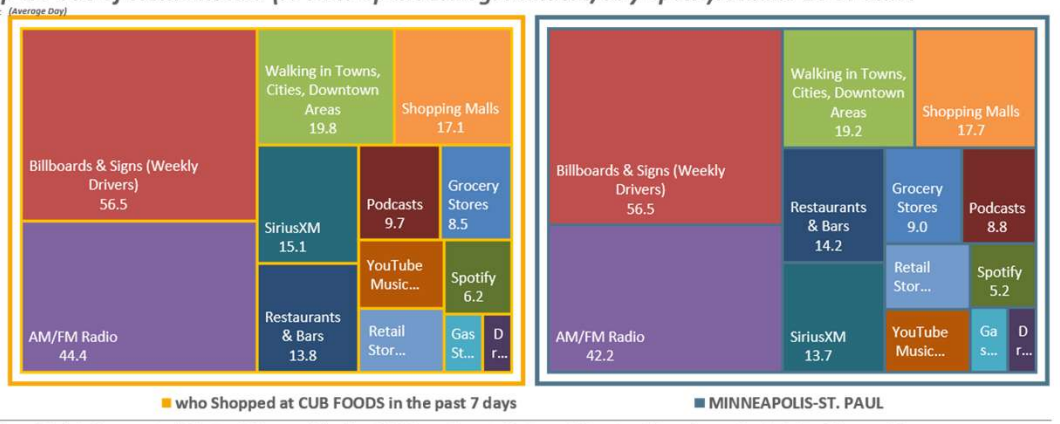
Grocery stores shopped past 7 days (HHLD): Lunds & Byerlys

1,369,696 or 90.5% of Adults 18 or older who Shopped at CUB FOODS in the past 7 days spend an average of 56.5 minutes per day driving, seeing Billboards and Signs. 62.% Listen to Local Radio Stations Out-of-Home for an average of 39.5 minutes/day.

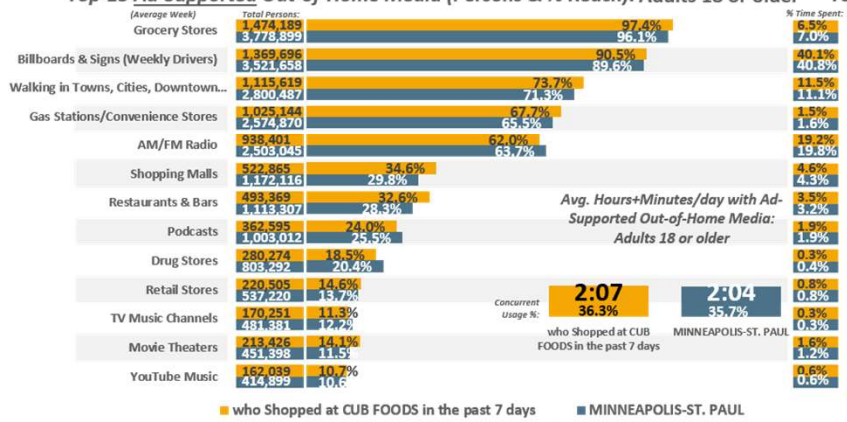
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



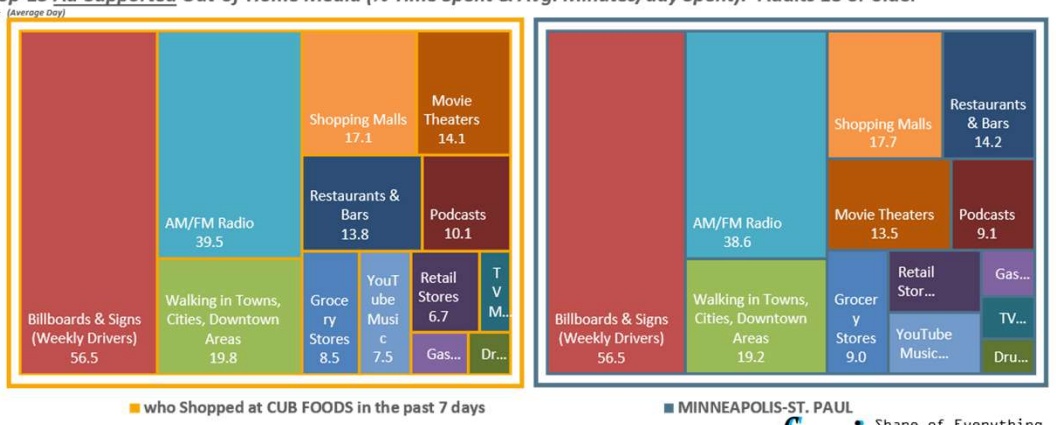
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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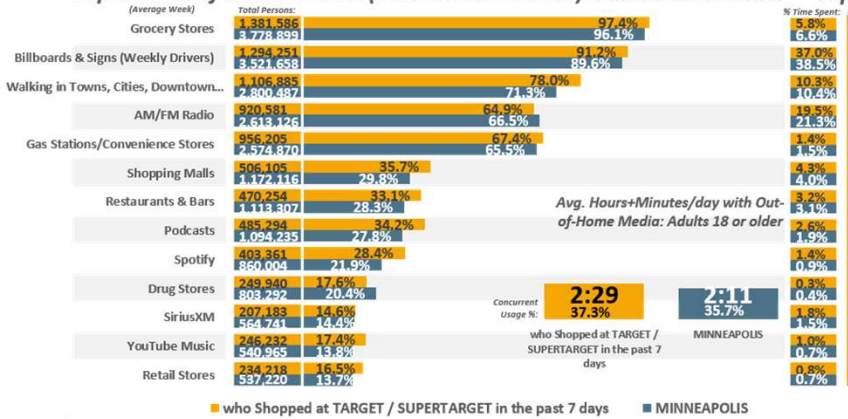
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Grocery stores shopped past 7 days (HHLD): Cub Foods

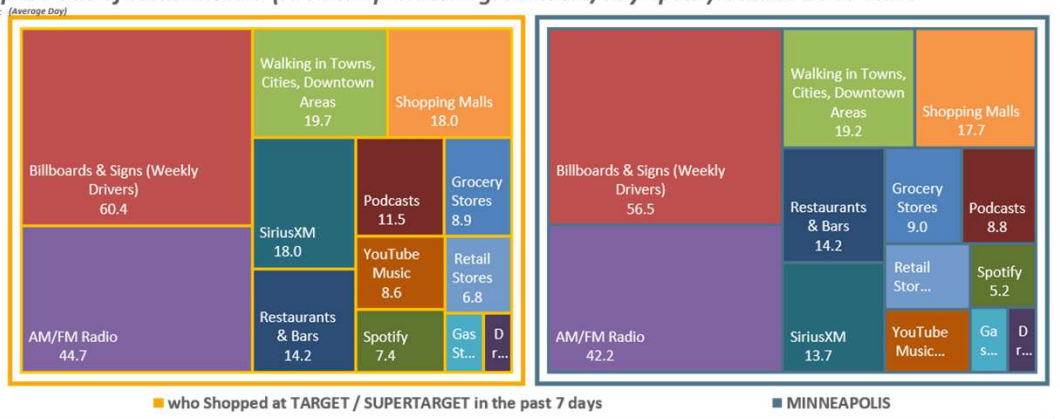
SUPER TARGET MSP

1,294,251 or 91.2% of Adults 18 or older who Shopped at TARGET / SUPERTARGET in the past 7 days spend an average of 60.4 minutes per day driving, seeing Billboards and Signs. 61.9% Listen to Local Radio Stations Out-of-Home for an average of 40.8 minutes/

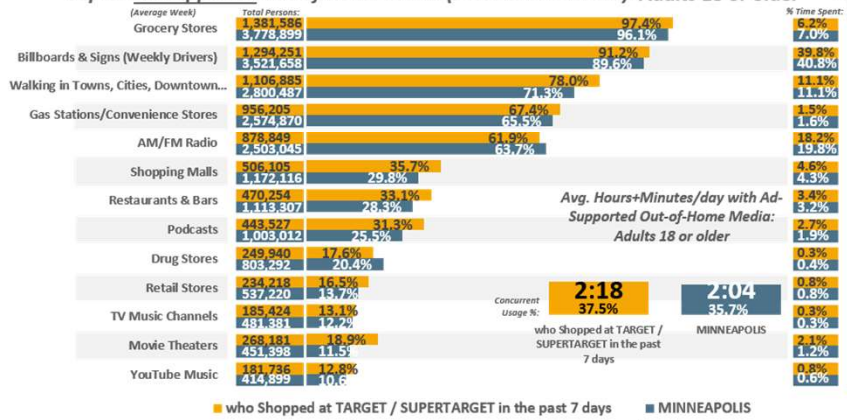
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



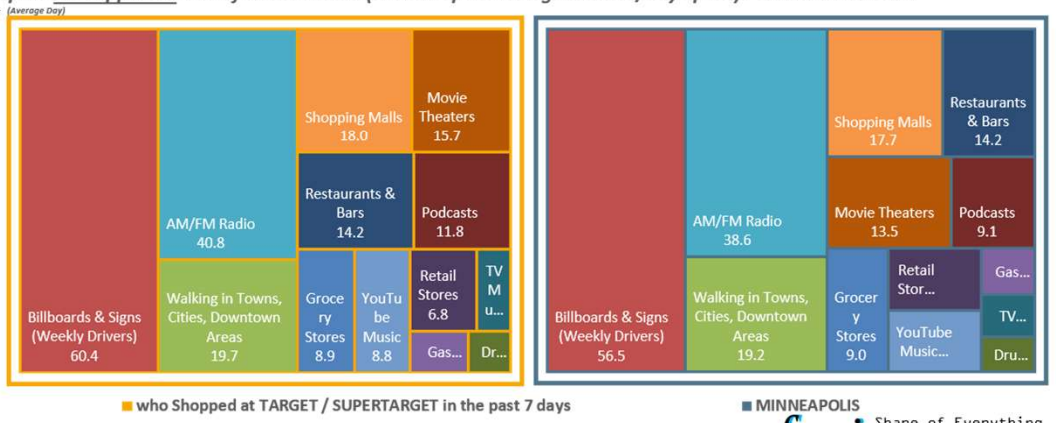
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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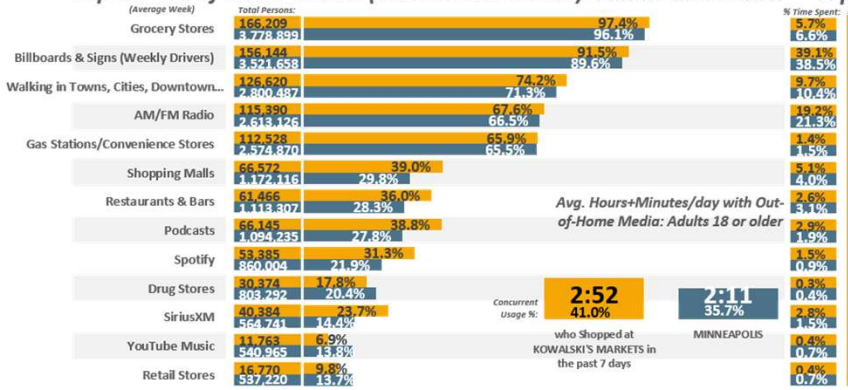
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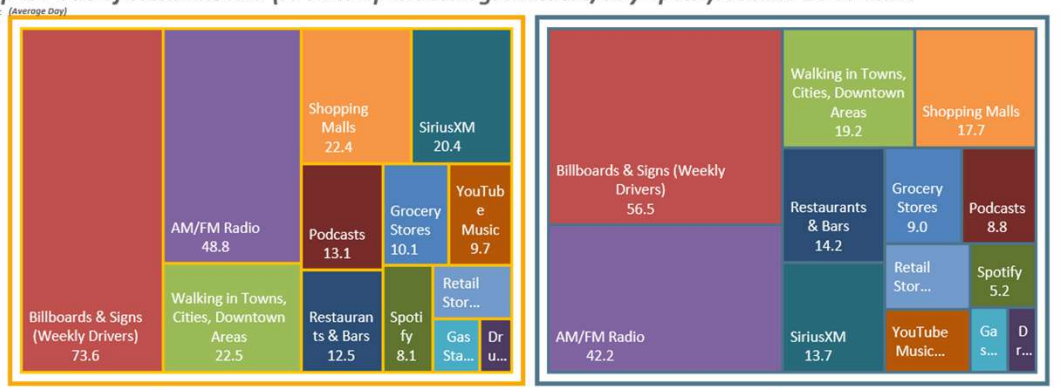
Grocery stores shopped past 7 days (HHLD): Target/SuperTarget

156,144 or 91.5% of Adults 18 or older who Shopped at KOWALSKI'S MARKETS in the past 7 days spend an average of 73.6 minutes per day driving, seeing Billboards and Signs. 63.8% Listen to Local Radio Stations Out-of-Home for an average of 41.6 minutes/day.

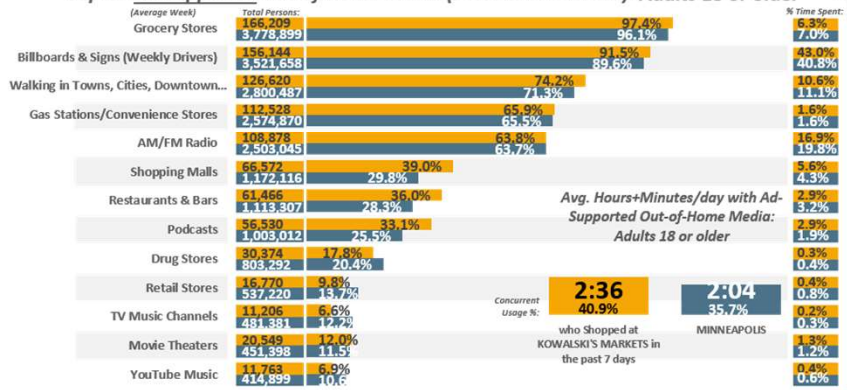
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



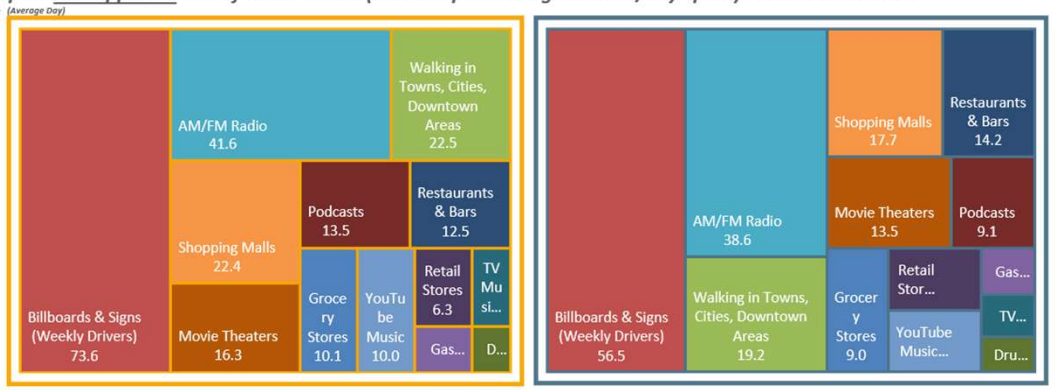
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MINNEAPOLIS DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 88

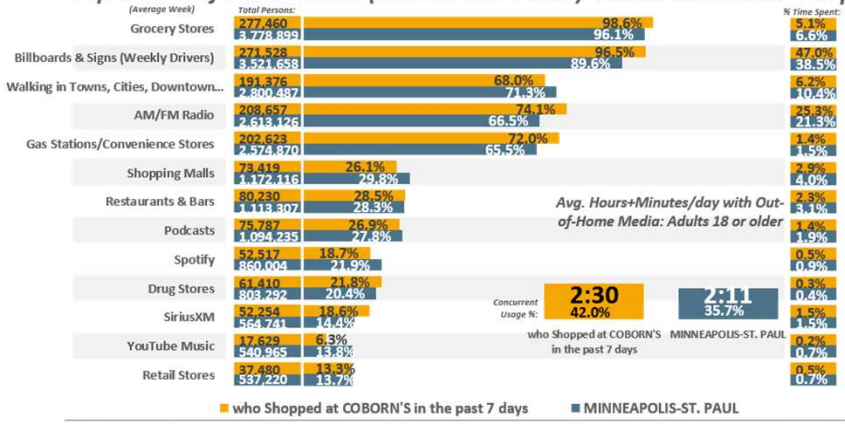
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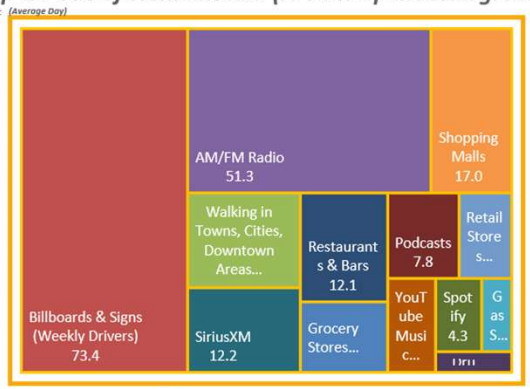
Grocery stores shopped past 7 days (HHLD): Kowalski's

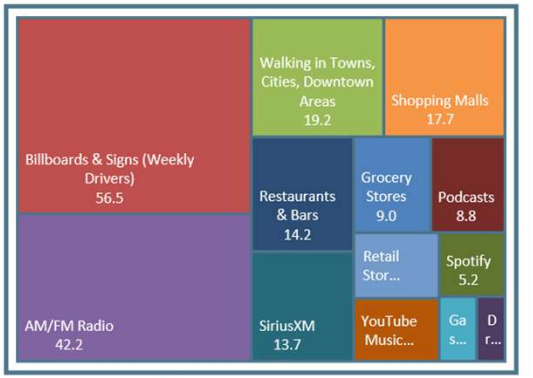
271,528 or 96.5% of Adults 18 or older who Shopped at COBORN'S in the past 7 days spend an average of 73.4 minutes per day driving, seeing Billboards and Signs. 69.7% Listen to Local Radio Stations Out-of-Home for an average of 47.8 minutes/day.

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

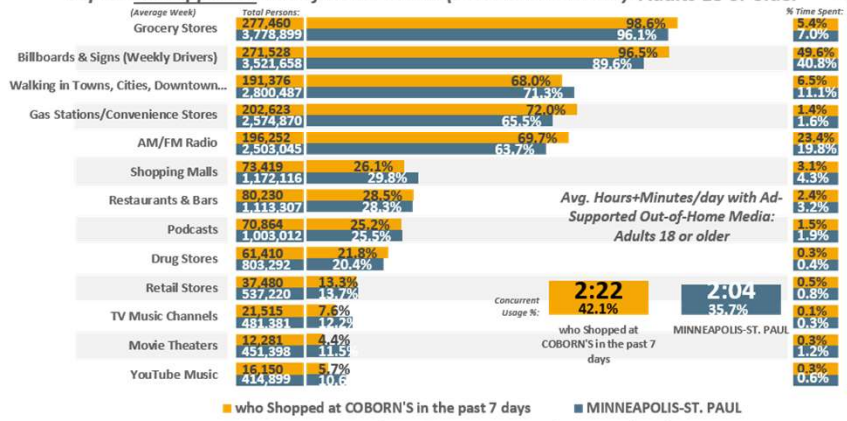


Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

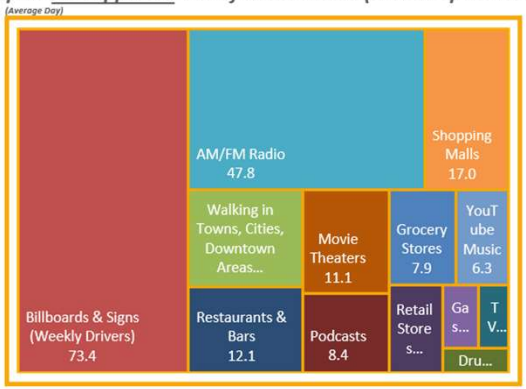


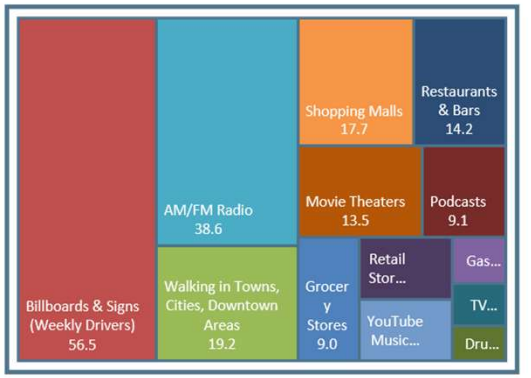


Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 18 or older



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





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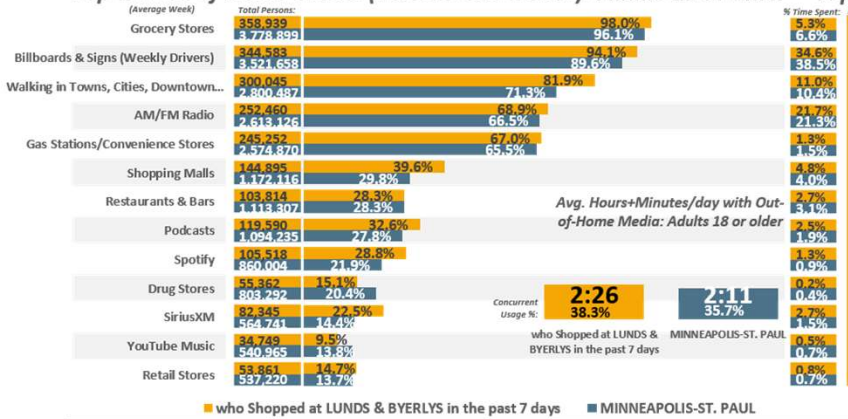
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Grocery stores shopped past 7 days (HHLD): Coborn's

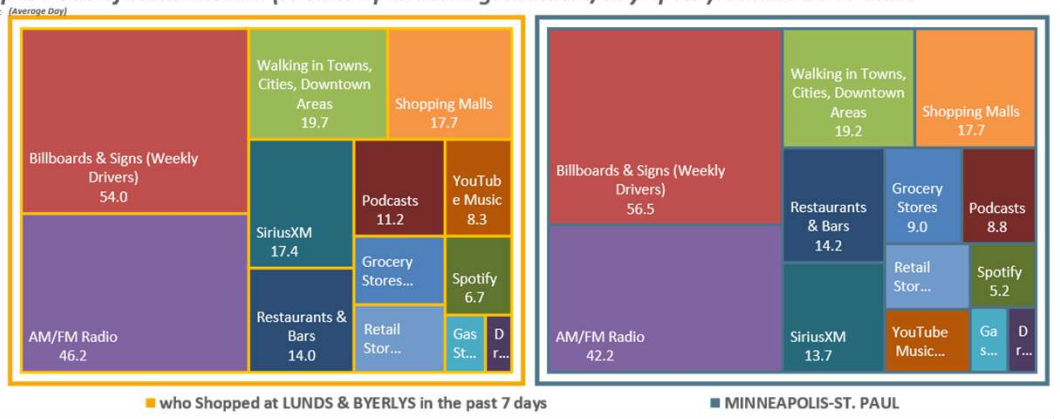
LUNDS&BYERLYS MSP

344,583 or 94.1% of Adults 18 or older who Shopped at LUNDS & BYERLYS in the past 7 days spend an average of 54. minutes per day driving, seeing Billboards and Signs. 65.1% Listen to Local Radio Stations Out-of-Home for an average of 39.8 minutes/day.

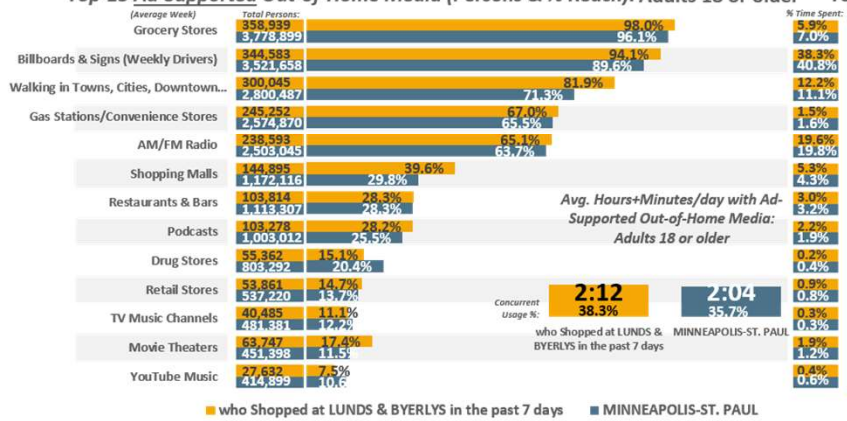
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



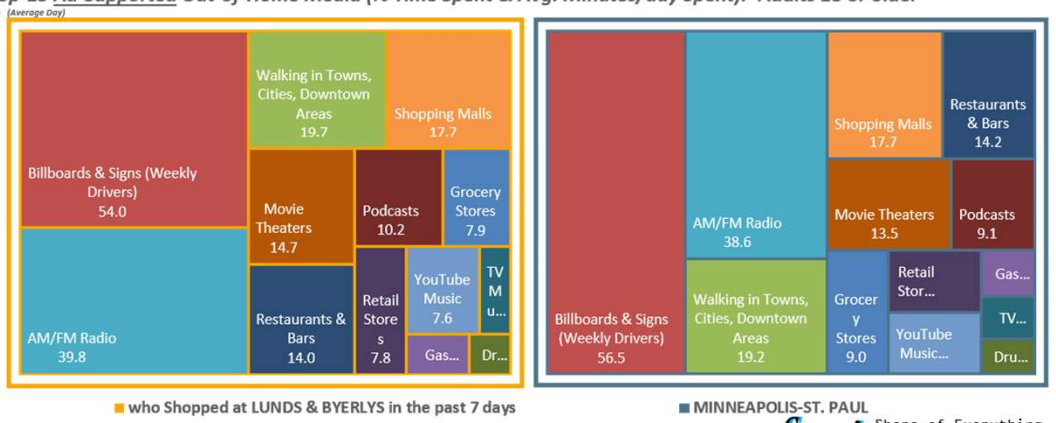
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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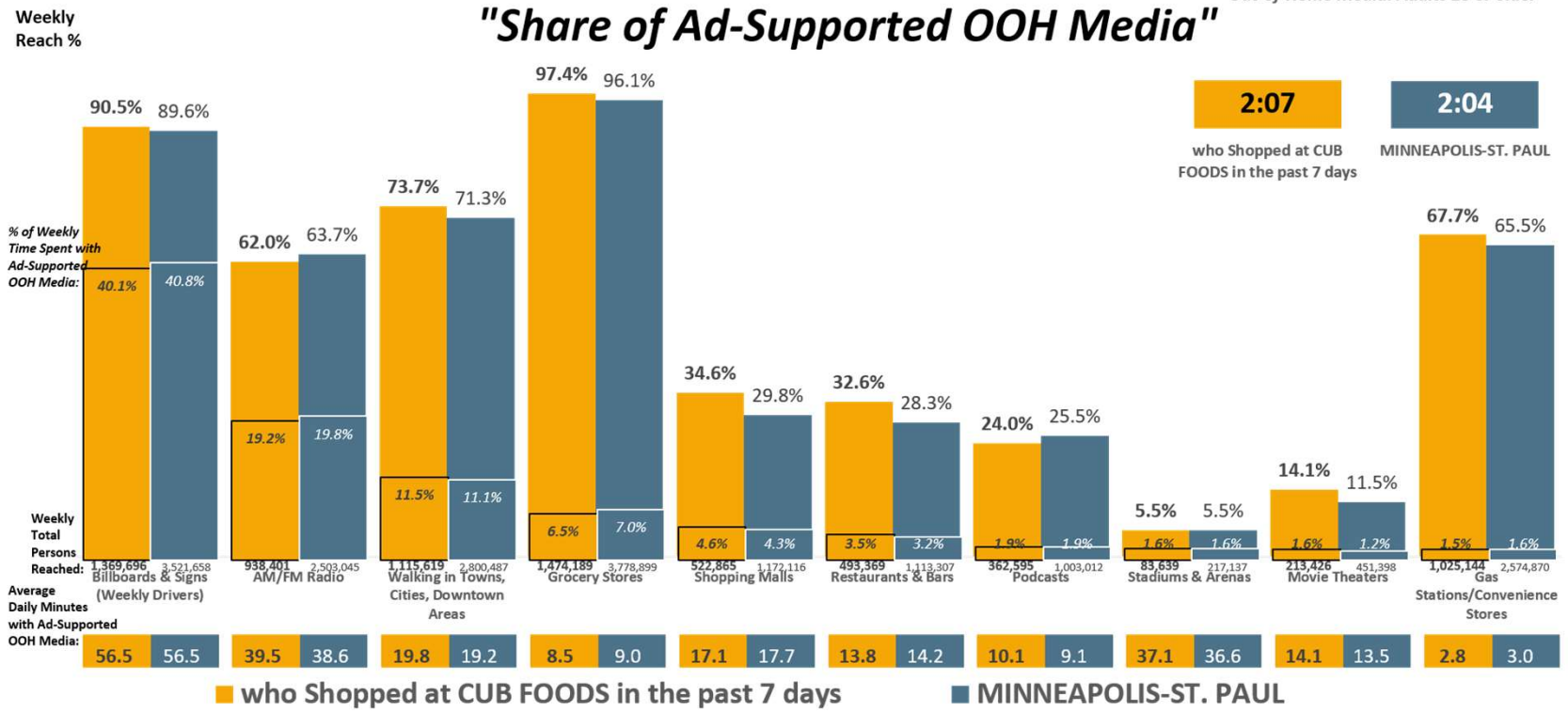
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Grocery stores shopped past 7 days (HHLD): Lunds & Byerlys

1,369,696 or 90.5% of Adults 18 or older who Shopped at CUB FOODS in the past 7 days spend an average of 56.5 minutes per day driving, seeing Billboards and Signs representing 40.1% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 778 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,922

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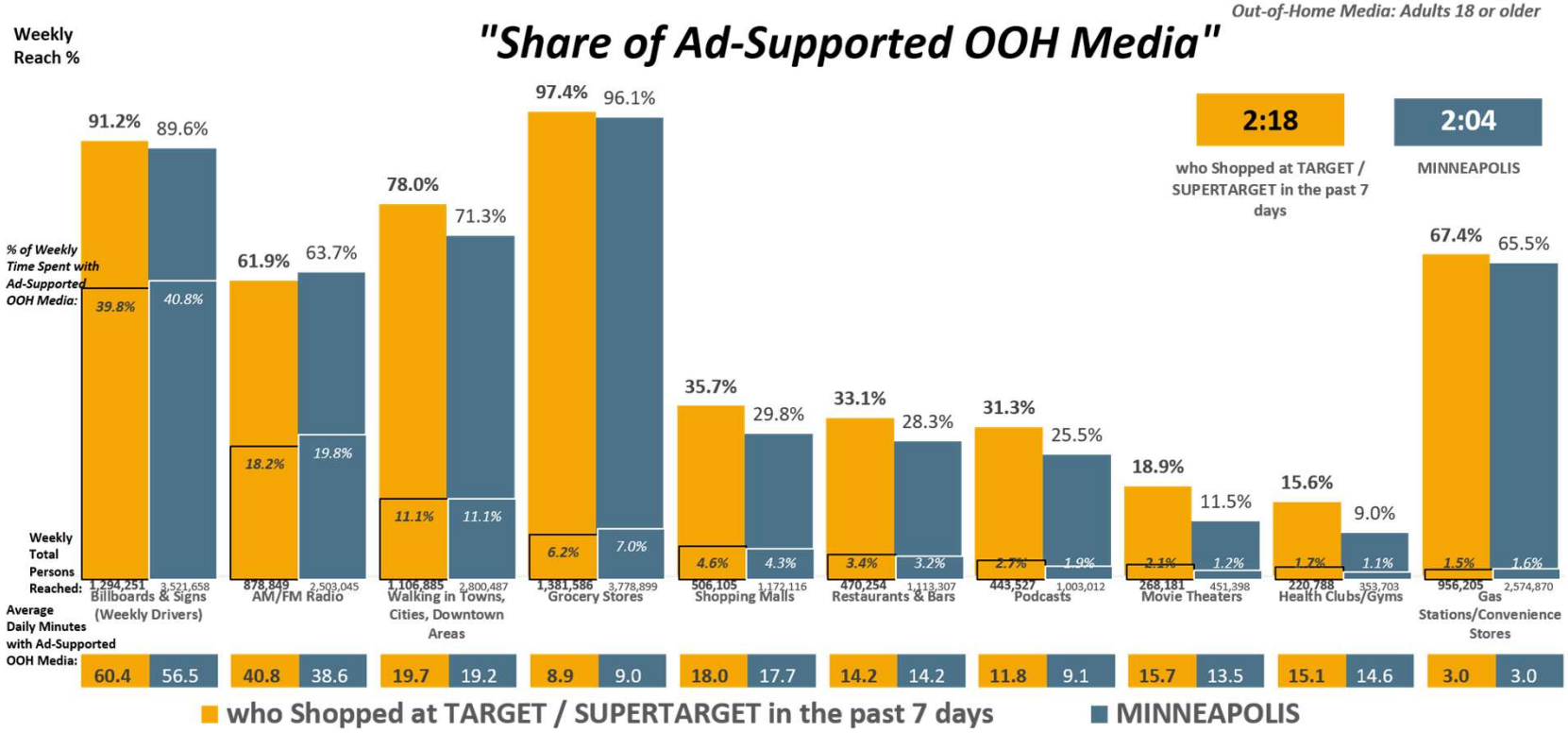
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Grocery stores shopped past 7 days (HHLD): Cub Foods

1,294,251 or 91.2% of Adults 18 or older who Shopped at TARGET / SUPERTARGET in the past 7 days spend an average of 60.4 minutes per day driving, seeing Billboards and Signs representing 39.8% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



	Billboards & Signs (Weekly Drivers)	AM/FM Radio	Walking in Towns, Cities, Downtown Areas	Grocery Stores	Shopping Malls	Restaurants & Bars	Podcasts	Movie Theaters	Health Clubs/Gyms	Gas Stations/Convenience Stores
Weekly Reach %	91.2% / 89.6%	61.9% / 63.7%	78.0% / 71.3%	97.4% / 96.1%	35.7% / 29.8%	33.1% / 28.3%	31.3% / 25.5%	18.9% / 11.5%	15.6% / 9.0%	67.4% / 65.5%
% of Weekly Time Spent with Ad-Supported OOH Media:	39.8% / 40.8%	18.2% / 19.8%	11.1% / 11.1%	6.2% / 7.0%	4.6% / 4.3%	3.4% / 3.2%	2.7% / 1.9%	2.1% / 1.2%	1.7% / 1.1%	1.5% / 1.6%
Weekly Total Persons Reached:	1,294,251 / 3,521,658	878,849 / 2,503,045	1,106,885 / 2,800,487	1,381,586 / 3,778,899	506,105 / 1,172,116	470,254 / 1,113,307	443,527 / 1,003,012	268,181 / 451,398	220,788 / 353,703	956,205 / 2,574,870
Average Daily Minutes with Ad-Supported OOH Media:	60.4 / 56.5	40.8 / 38.6	19.7 / 19.2	8.9 / 9.0	18.0 / 17.7	14.2 / 14.2	11.8 / 9.1	15.7 / 13.5	15.1 / 14.6	3.0 / 3.0

■ who Shopped at TARGET / SUPERTARGET in the past 7 days ■ MINNEAPOLIS

MINNEAPOLIS DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 719 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,922

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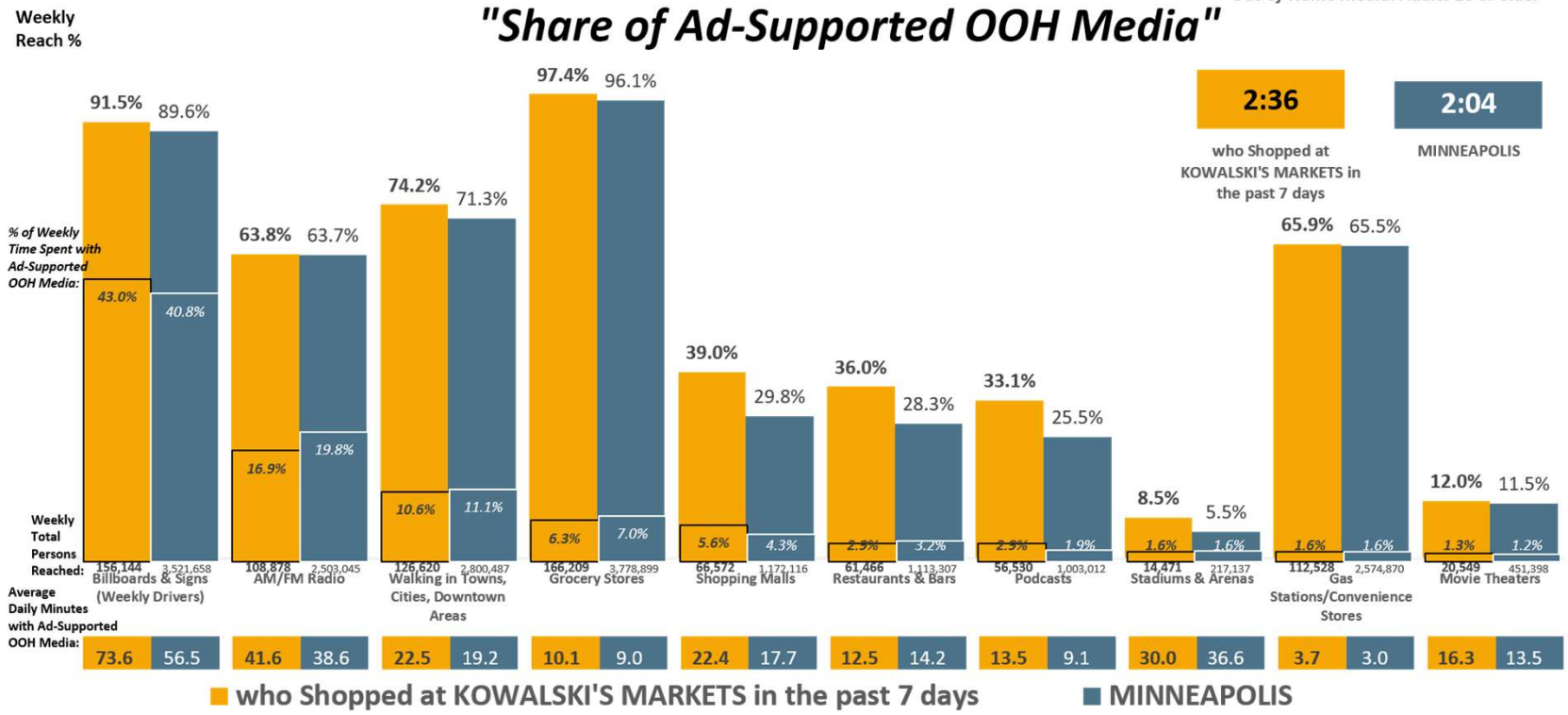
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Grocery stores shopped past 7 days (HHLD): Target/SuperTarget

156,144 or 91.5% of Adults 18 or older who Shopped at KOWALSKI'S MARKETS in the past 7 days spend an average of 73.6 minutes per day driving, seeing Billboards and Signs representing 43.% 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 2026: Aug25-Jul26 Qual Intab 88 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,922

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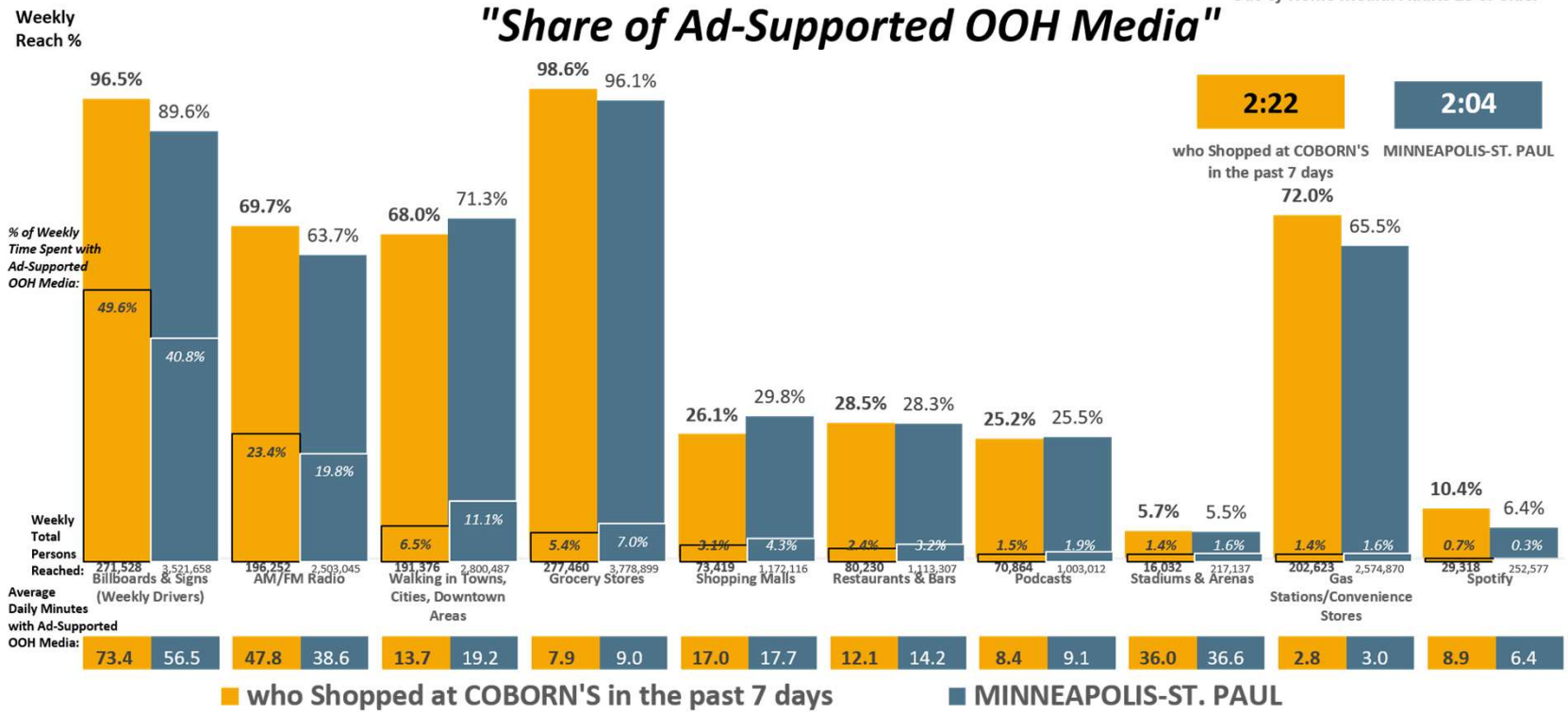
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Grocery stores shopped past 7 days (HHLD): Kowalski's

271,528 or 96.5% of Adults 18 or older who Shopped at COBORN'S in the past 7 days spend an average of 73.4 minutes per day driving, seeing Billboards and Signs representing 49.6% 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"



MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 175 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 1,922

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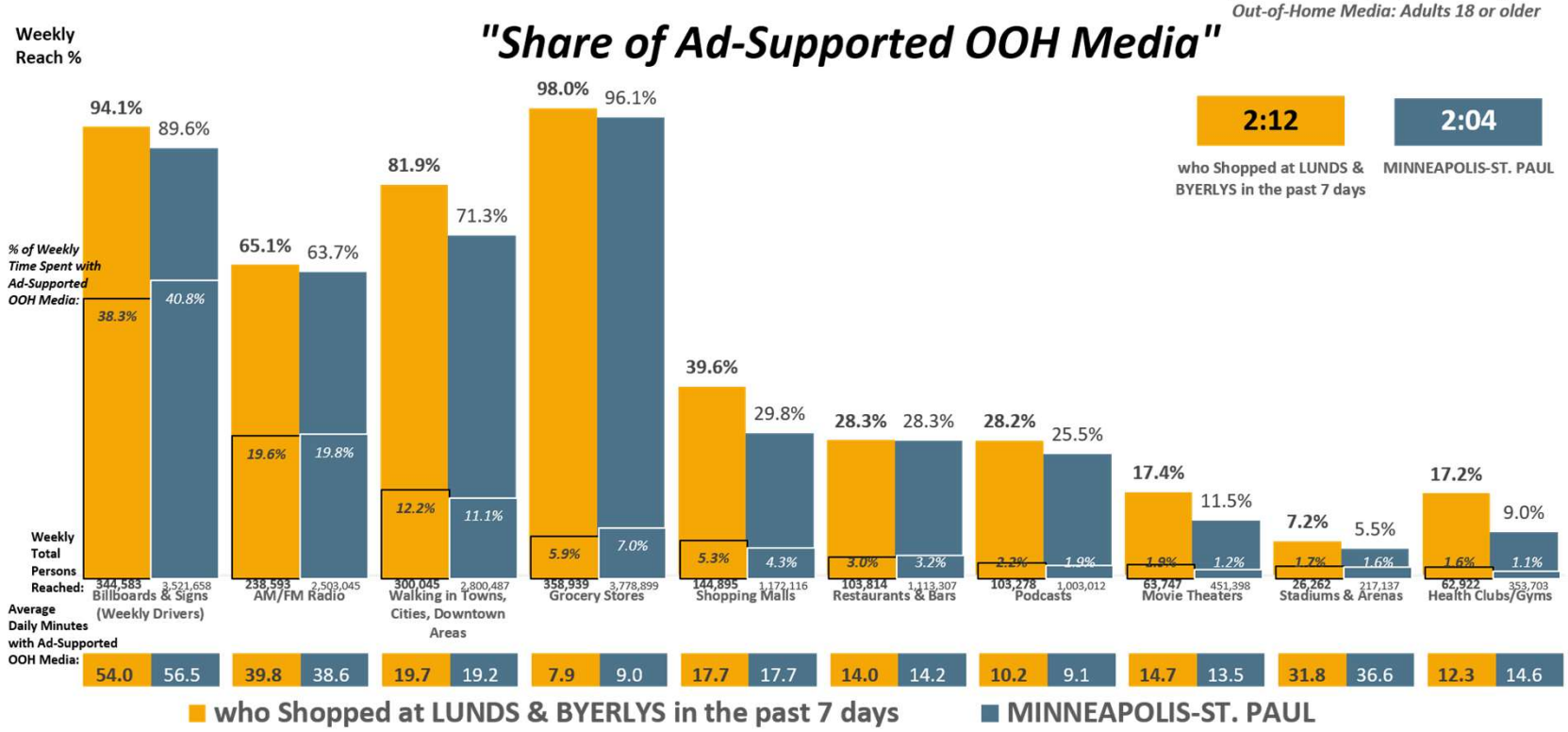
Grocery stores shopped past 7 days (HHLD): Coborn's

LUNDS&BYERLYS MSP

344,583 or 94.1% of Adults 18 or older who Shopped at LUNDS & BYERLYS in the past 7 days spend an average of 54. minutes per day driving, seeing Billboards and Signs representing 38.3% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



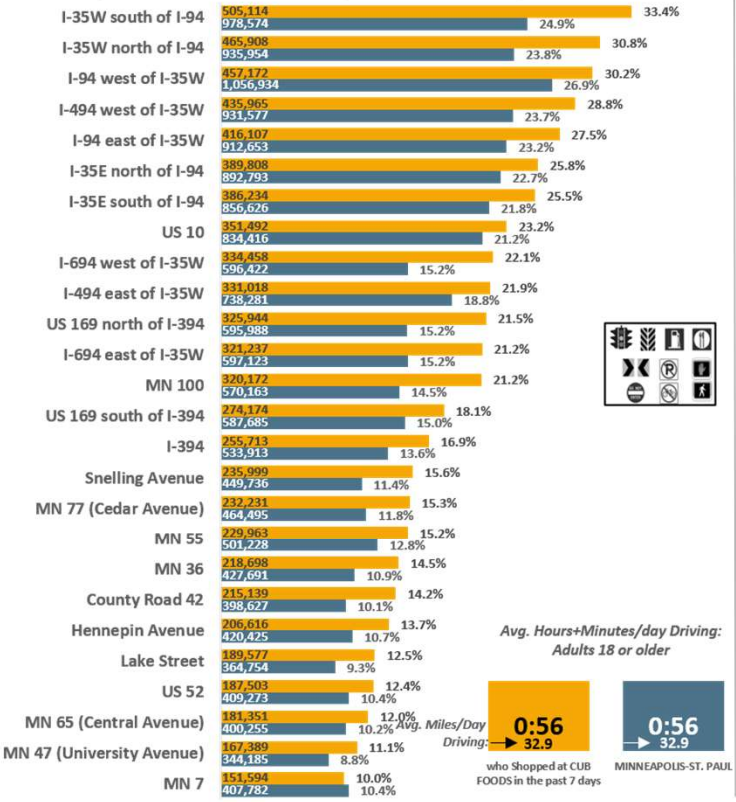
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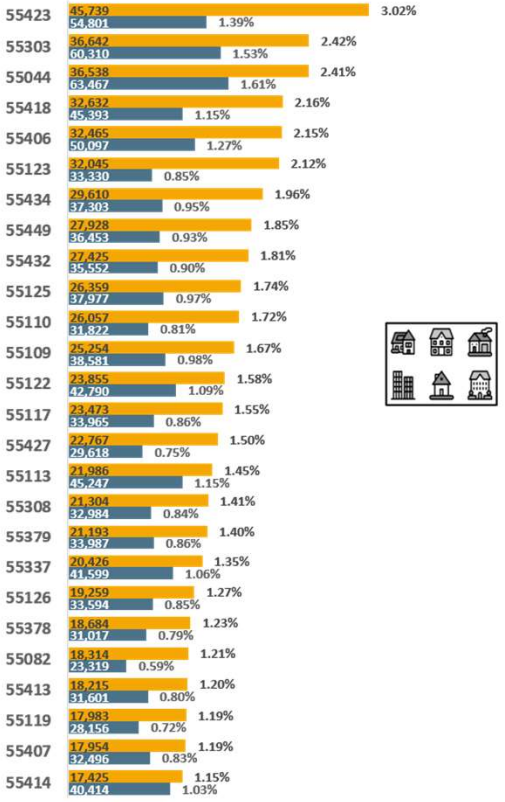
Cub MSP

1,369,696 or 90.5% of Adults 18 or older who Shopped at CUB FOODS in the past 7 days spend an average of 56.5 minutes per day driving an average of 32.9 miles each day and are 45.8% more likely to use MN 100 than the Metro average.

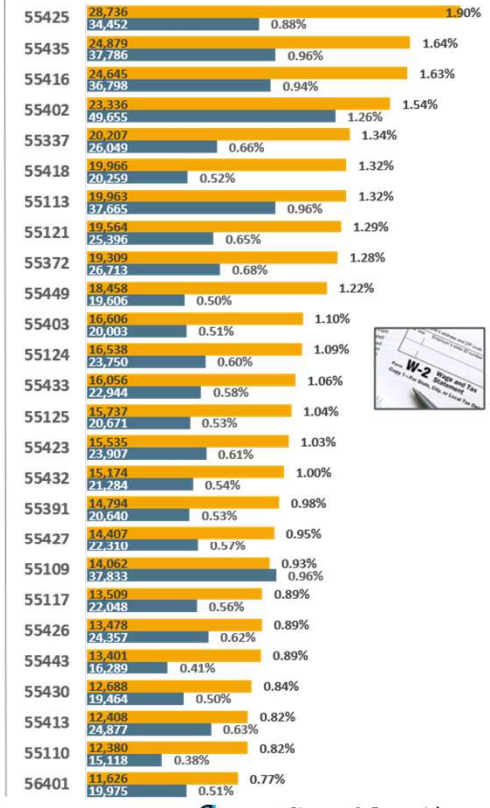
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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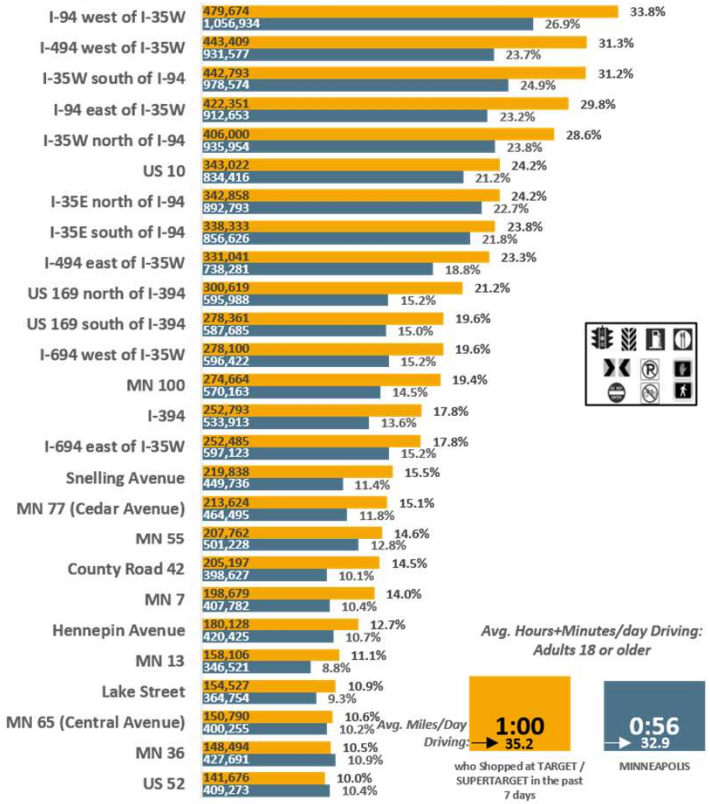
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Grocery stores shopped past 7 days (HHLD): Cub Foods

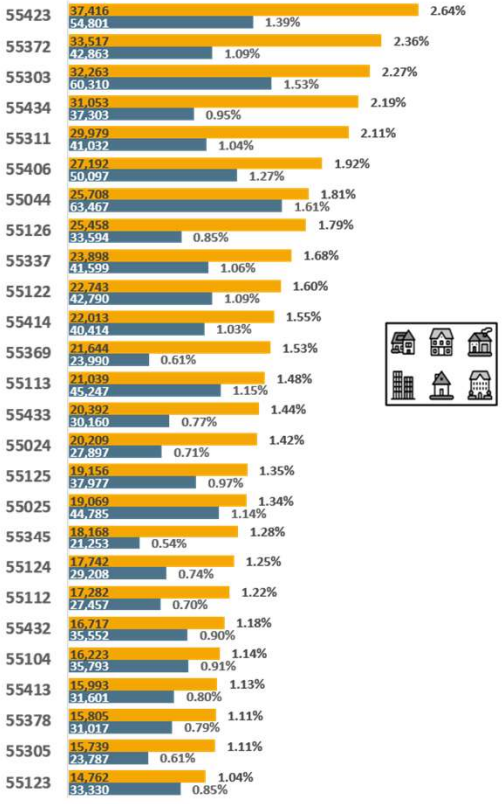
SUPER TARGET MSP

1,294,251 or 91.2% of Adults 18 or older who Shopped at TARGET / SUPERTARGET in the past 7 days spend an average of 60.4 minutes per day driving an average of 35.2 miles each day and are 42.6% more likely to use County Road 42 than the Metro average.

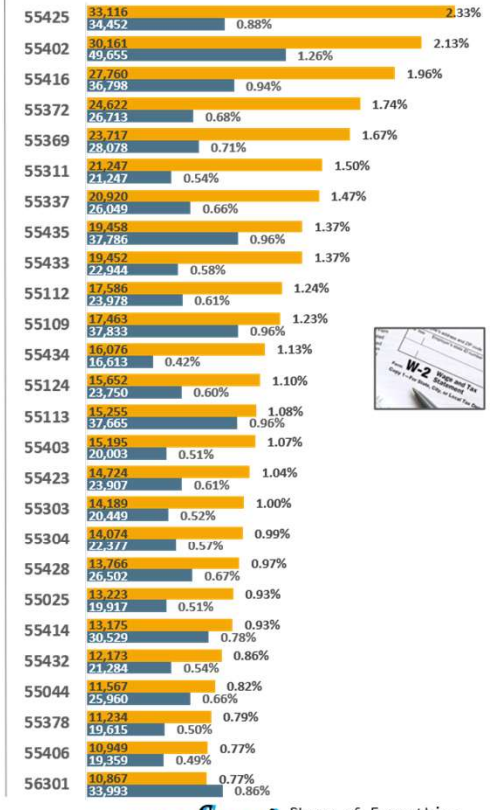
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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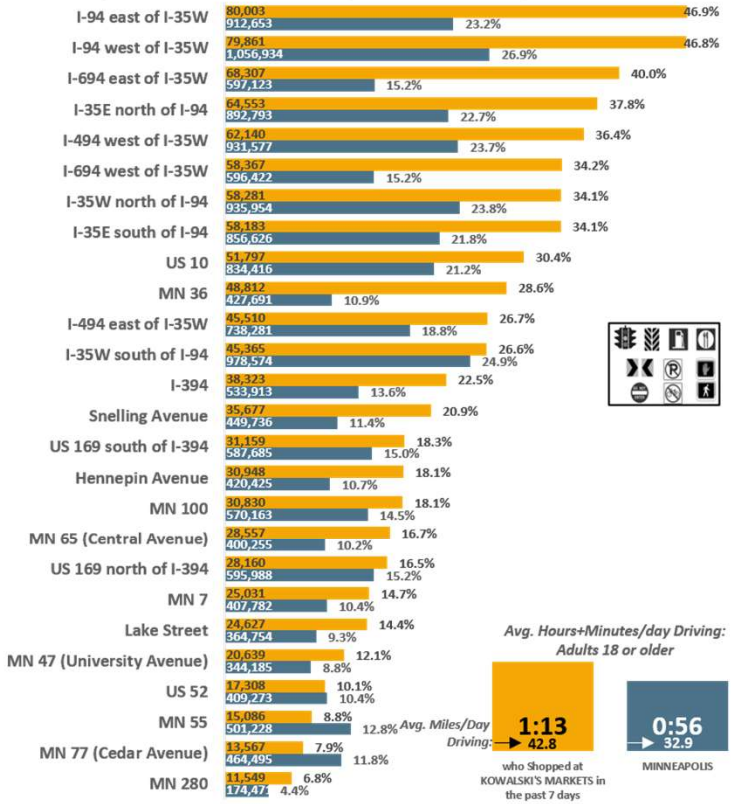
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Grocery stores shopped past 7 days (HHLD): Target/SuperTarget

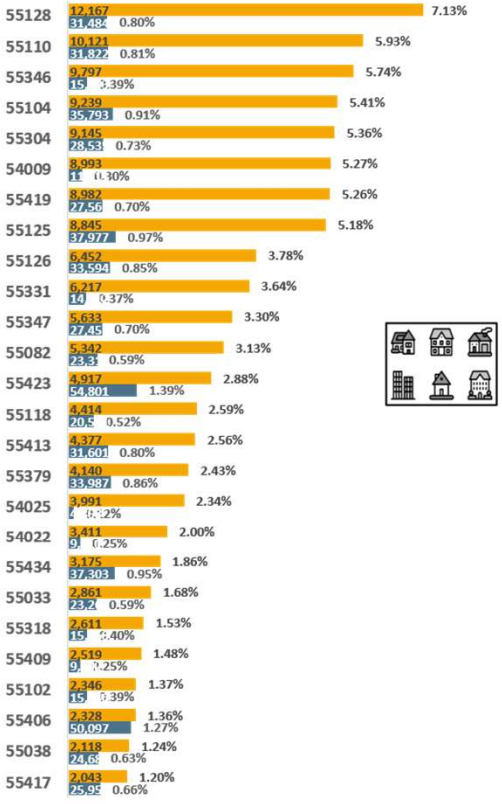
KOWALSKI'S MARKETS — MSP

156,144 or 91.5% of Adults 18 or older who Shopped at KOWALSKI'S MARKETS in the past 7 days spend an average of 73.6 minutes per day driving an average of 42.8 miles each day and are 163.5% more likely to use I-694 east of I-35W than the Metro average.

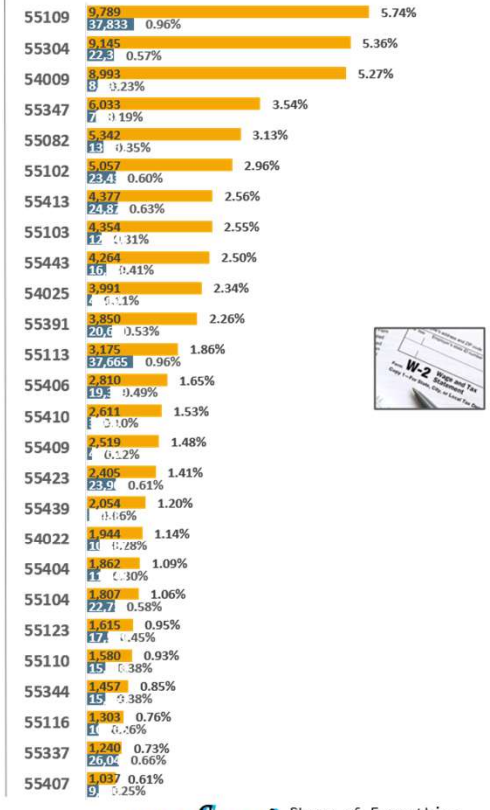
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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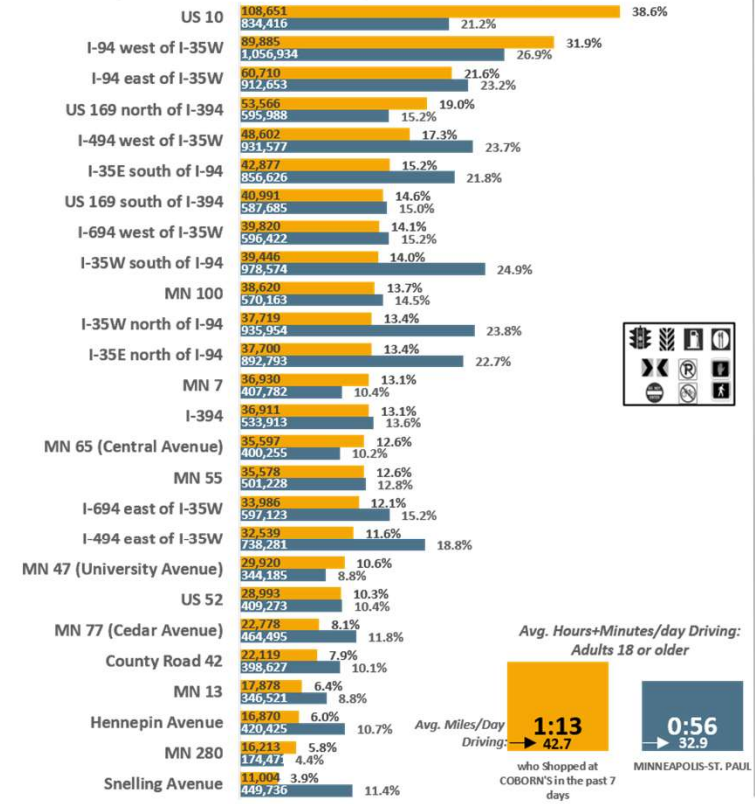
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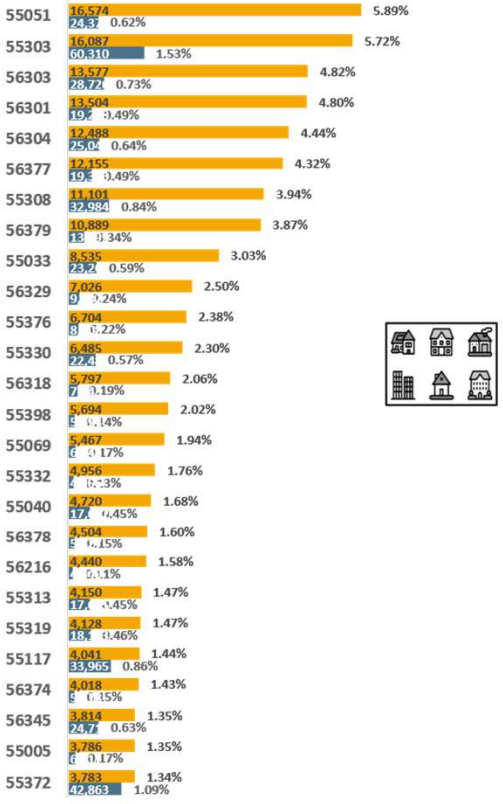
Grocery stores shopped past 7 days (HHLD): Kowalski's

271,528 or 96.5% of Adults 18 or older who Shopped at COBORN'S in the past 7 days spend an average of 73.4 minutes per day driving an average of 42.7 miles each day and are 81.8% more likely to use US 10 than the Metro average.

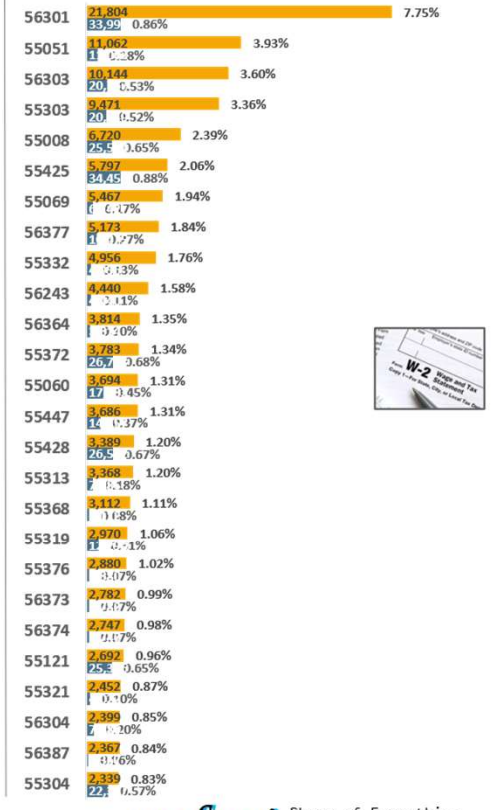
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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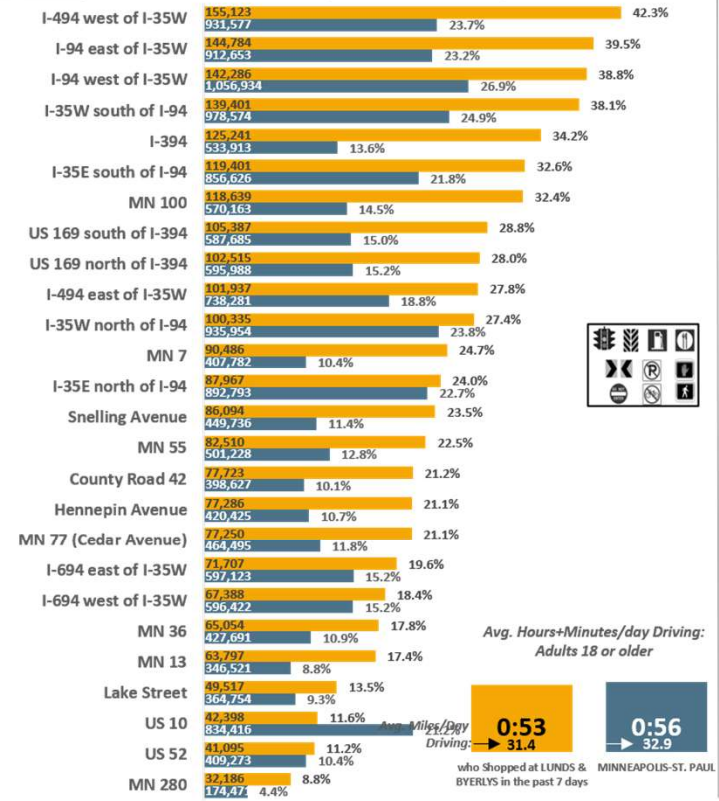
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Grocery stores shopped past 7 days (HHLD): Coborn's

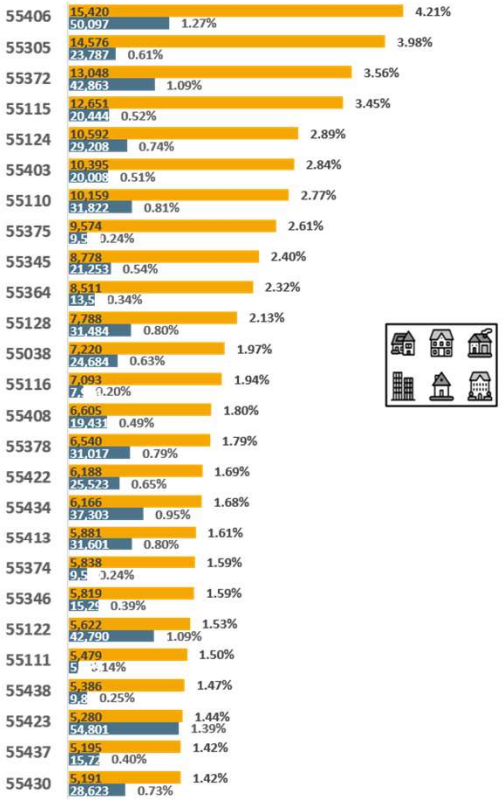
LUNDS&BYERLYS MSP

344,583 or 94.1% of Adults 18 or older who Shopped at LUNDS & BYERLYS in the past 7 days spend an average of 54. minutes per day driving an average of 31.4 miles each day and are 151.7% more likely to use I-394 than the Metro average.

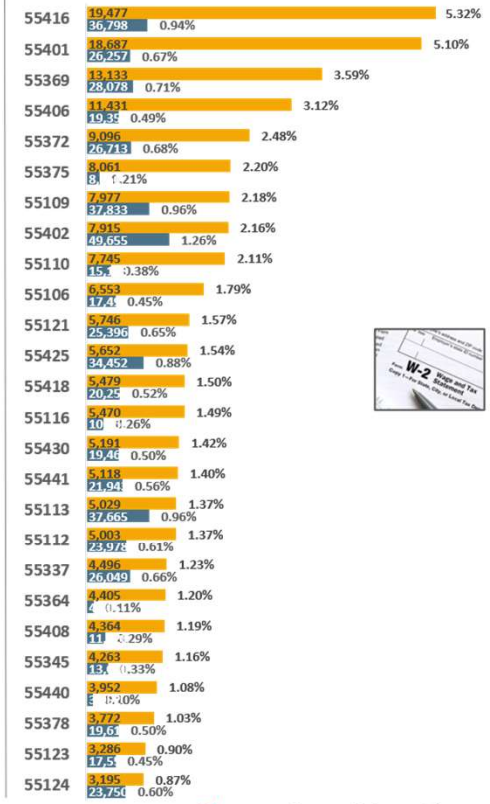
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



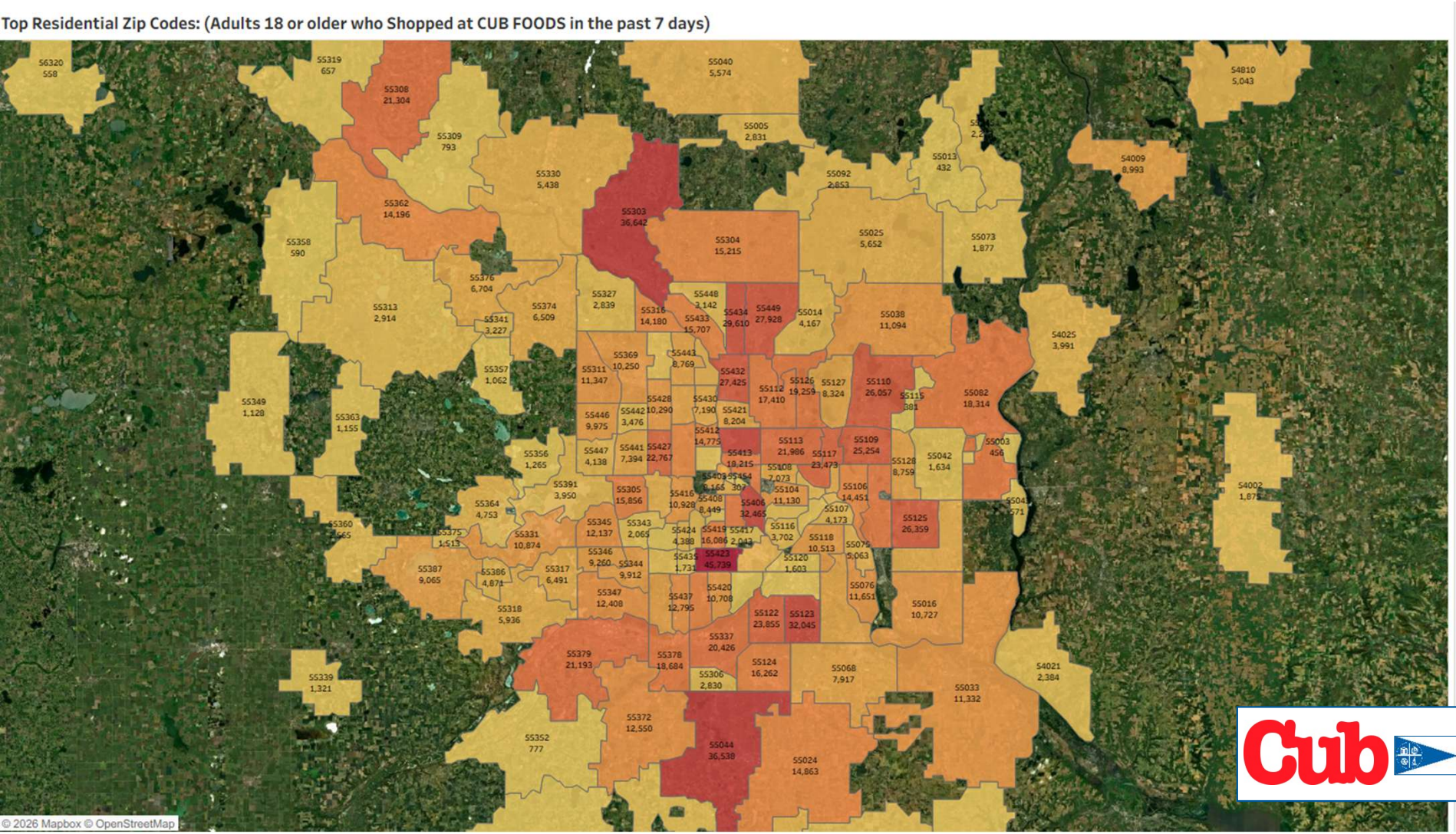
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Grocery stores shopped past 7 days (HHLD): Lunds & Byerlys

Top Residential Zip Codes: (Adults 18 or older who Shopped at CUB FOODS in the past 7 days)



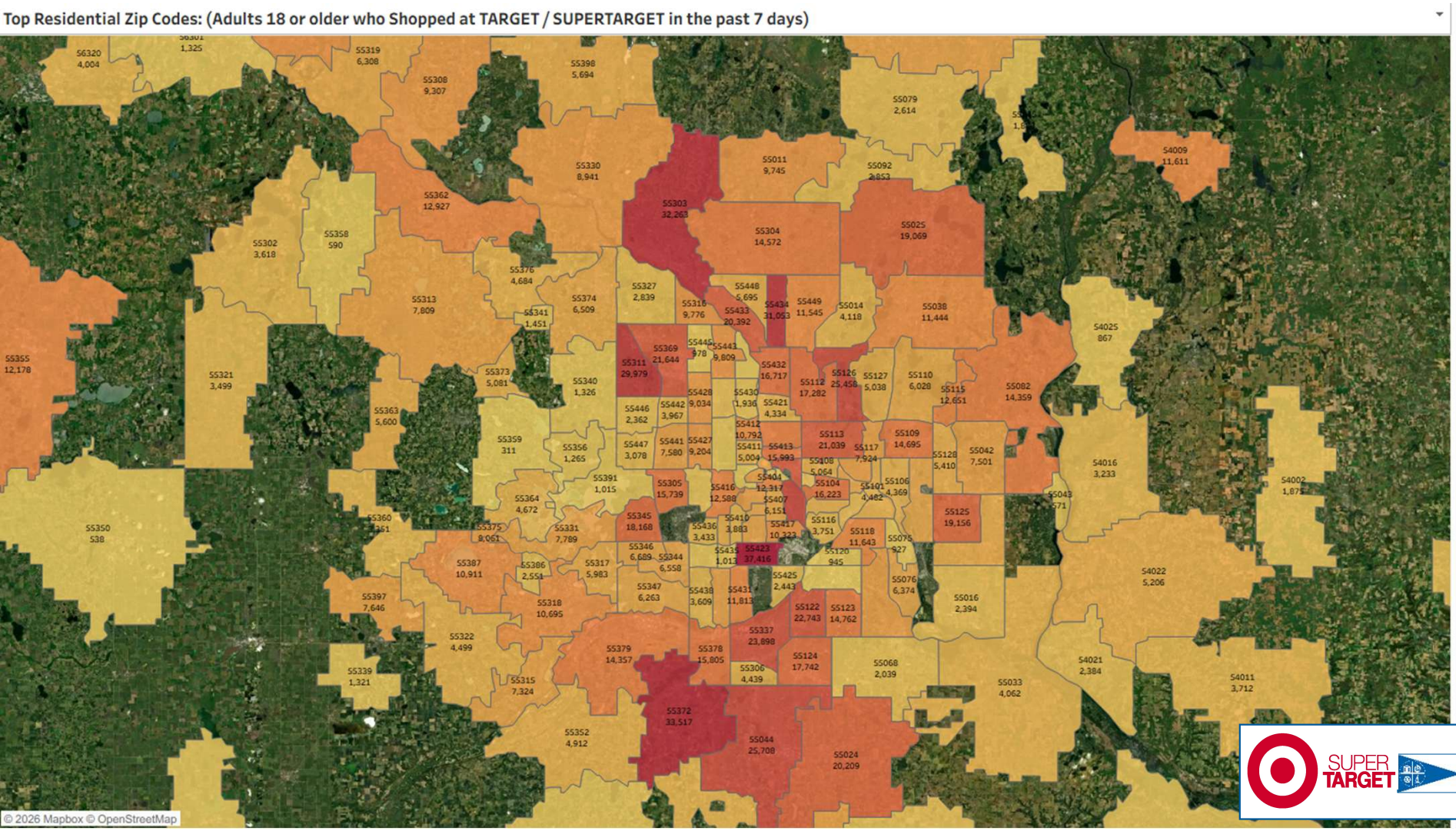
Cub MSP

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Grocery stores shopped past 7 days (HHLD): Cub Foods

Top Residential Zip Codes: (Adults 18 or older who Shopped at TARGET / SUPERTARGET in the past 7 days)

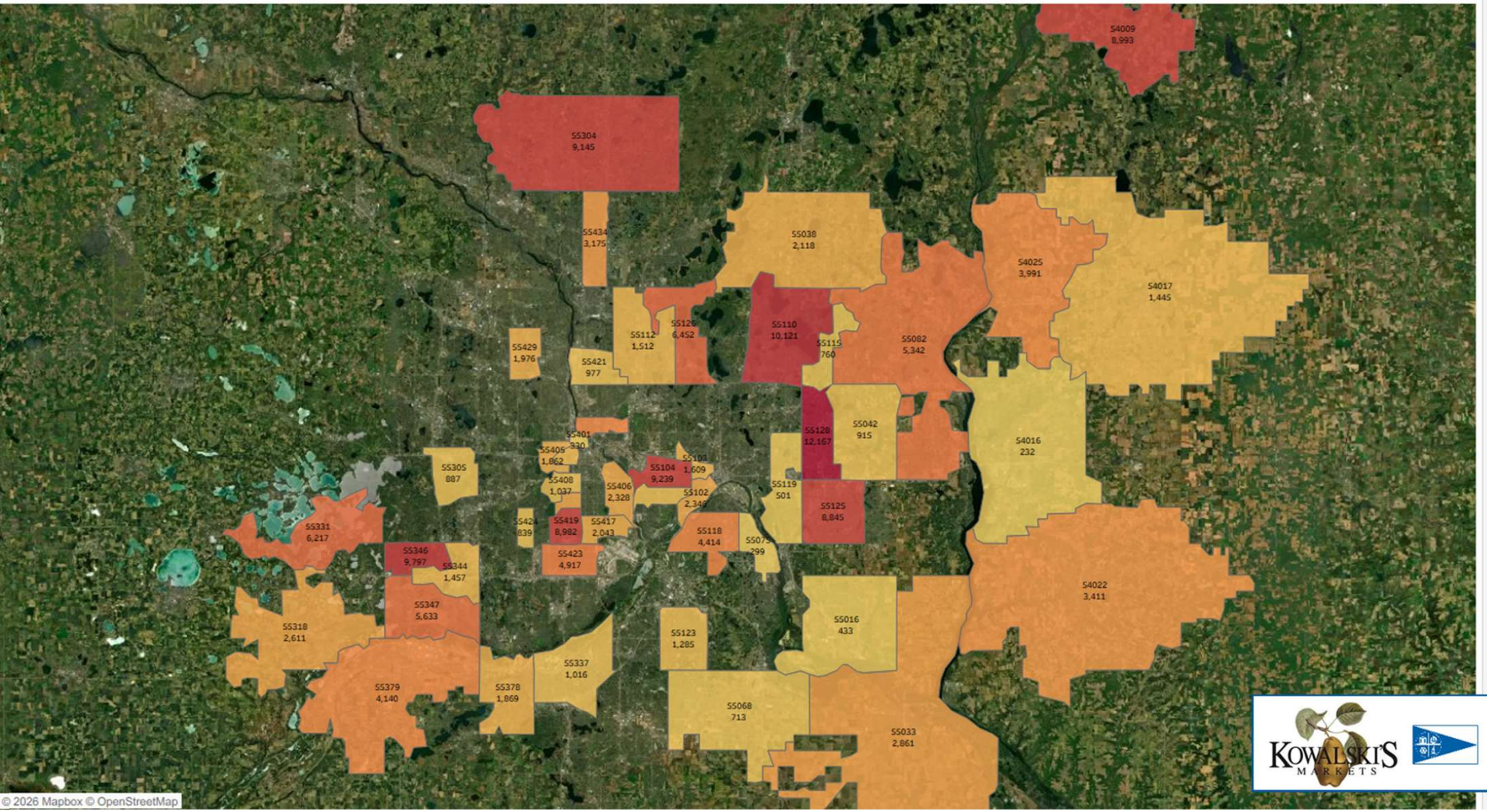


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Grocery stores shopped past 7 days (HHLD): Target/SuperTarget

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

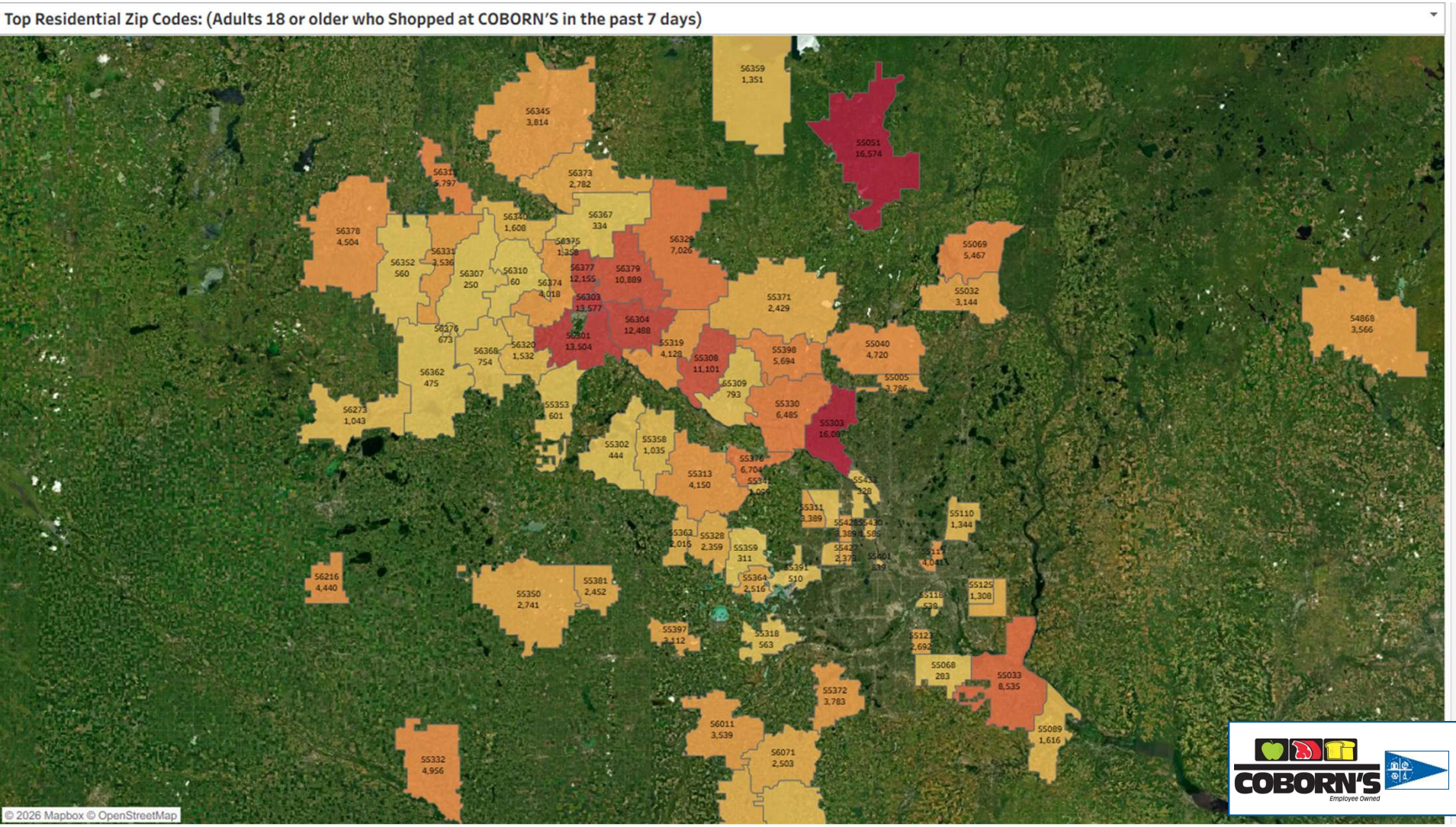


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Grocery stores shopped past 7 days (HHLD): Kowalski's

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



COBORN'S Employee Owned MSP

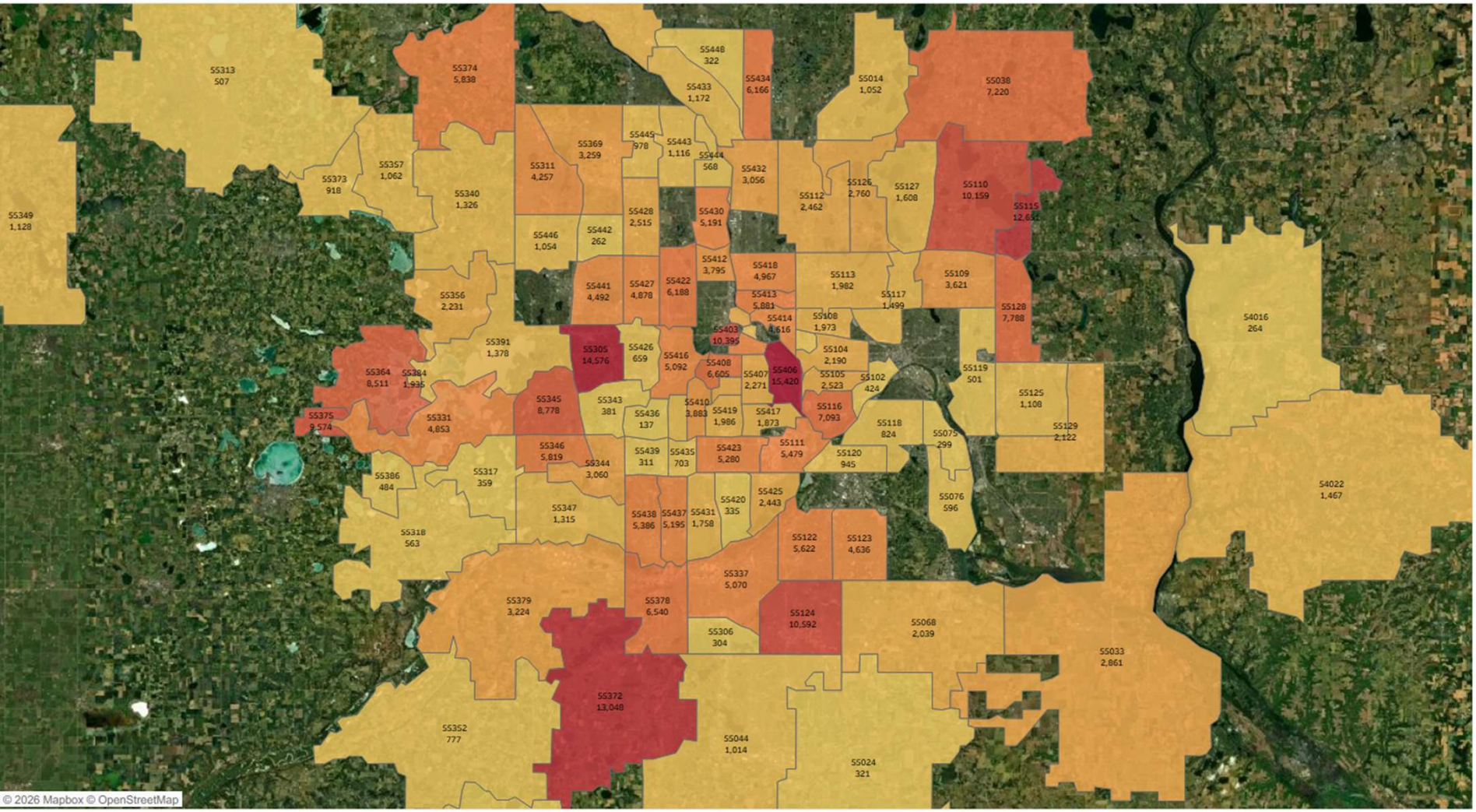
MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 175

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

Top Residential Zip Codes: (Adults 18 or older who Shopped at LUNDS & BYERLYS in the past 7 days)



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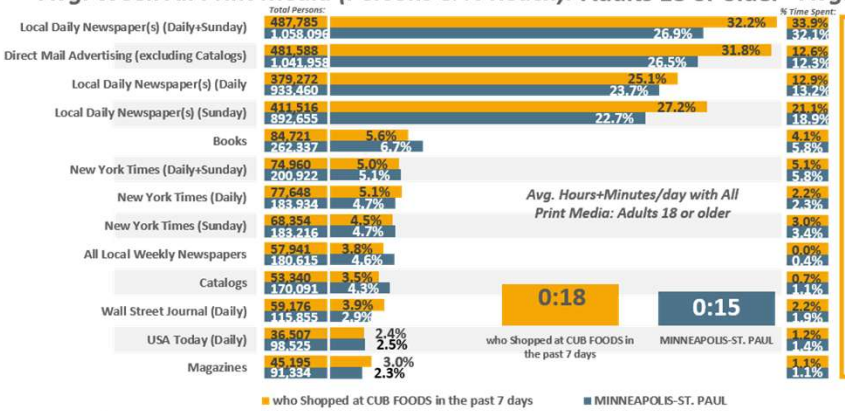
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Grocery stores shopped past 7 days (HHLD): Lunds & Byerlys

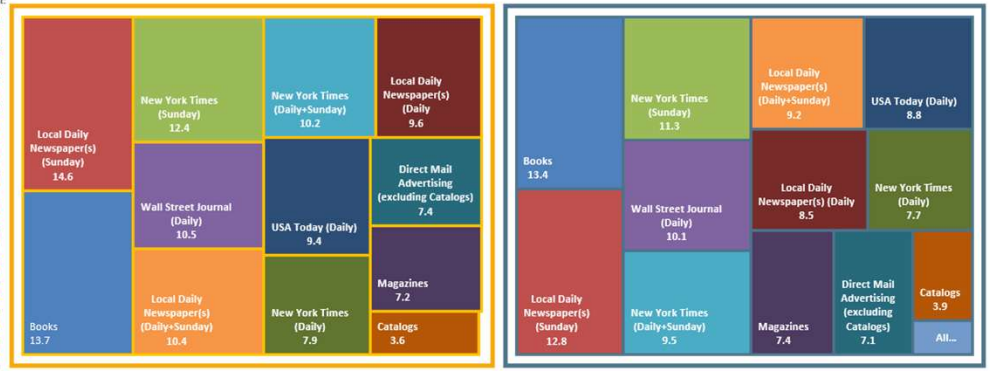
Cub MSP

487,785 or 32.2% of Adults 18 or older who Shopped at CUB FOODS in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.4 minutes every day representing 35.4% of all time spent daily with All forms of Print Media.

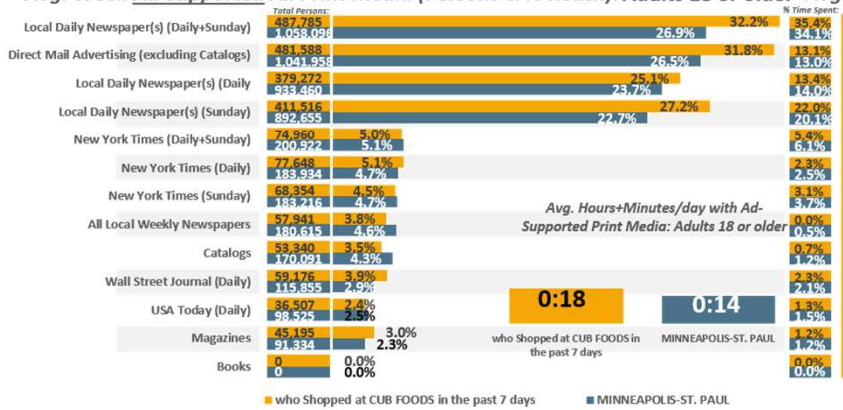
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



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



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



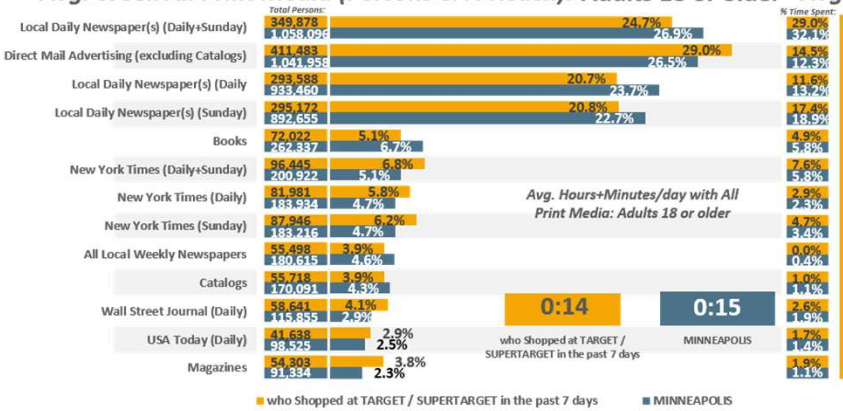
MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 778

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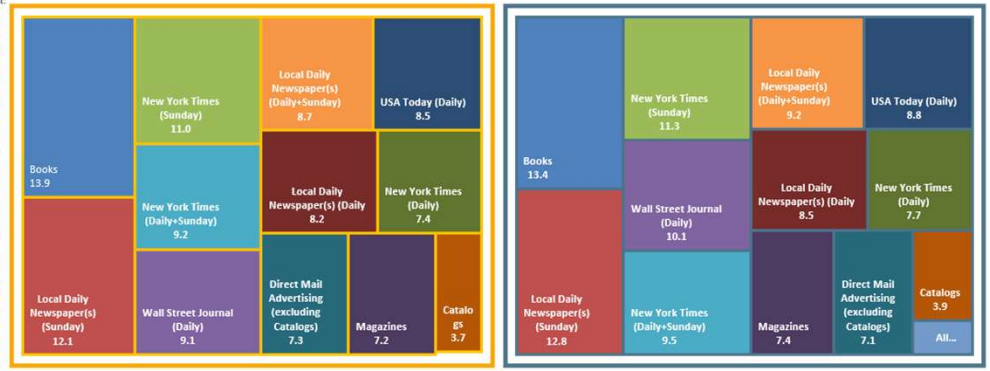
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349,878 or 24.7% of Adults 18 or older who Shopped at TARGET / SUPERTARGET in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.7 minutes every day representing 30.5% of all time spent daily with All forms of Print Media.

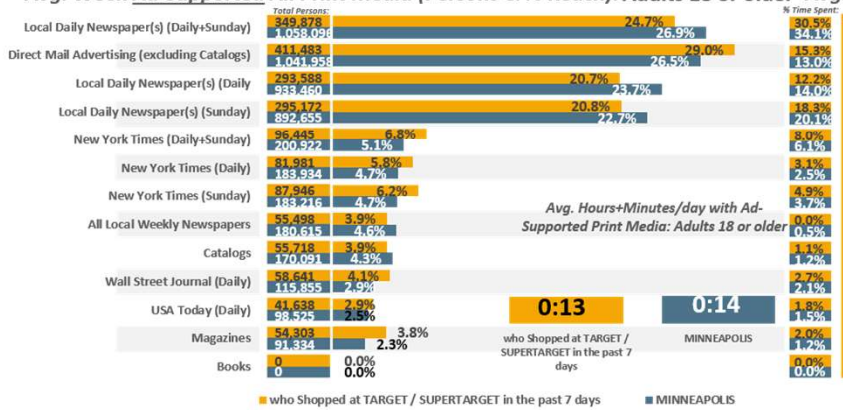
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



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



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



MINNEAPOLIS DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 719

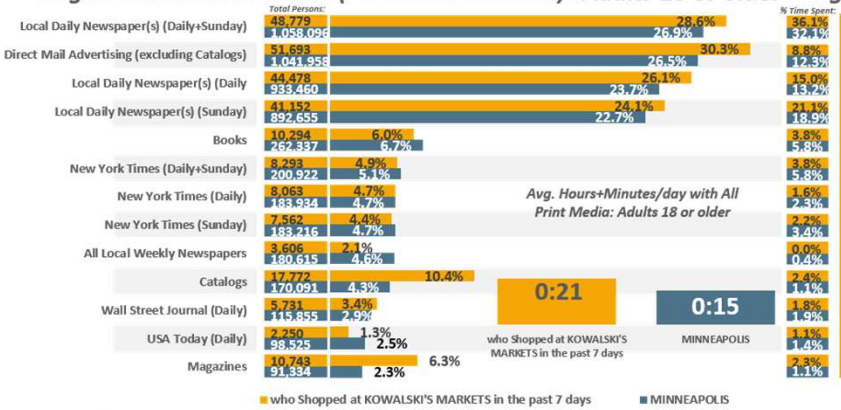
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Grocery stores shopped past 7 days (HHLD): Target/SuperTarget

48,779 or 28.6% of Adults 18 or older who Shopped at KOWALSKI'S MARKETS in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 13.1 minutes every day representing 37.5% of all time spent daily with All forms of Print Media.

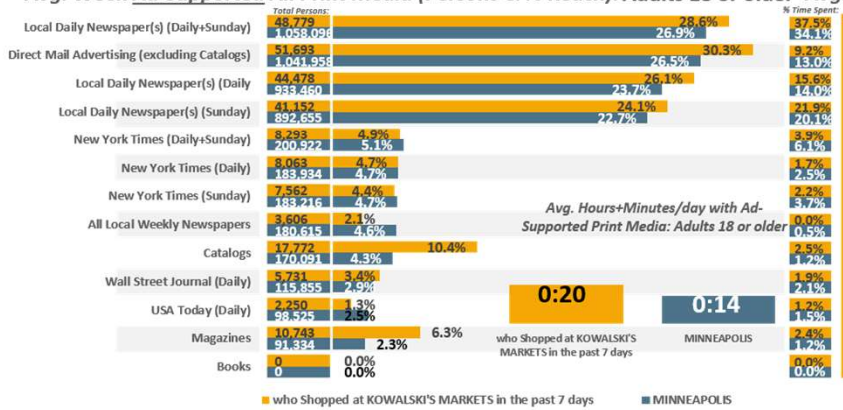
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



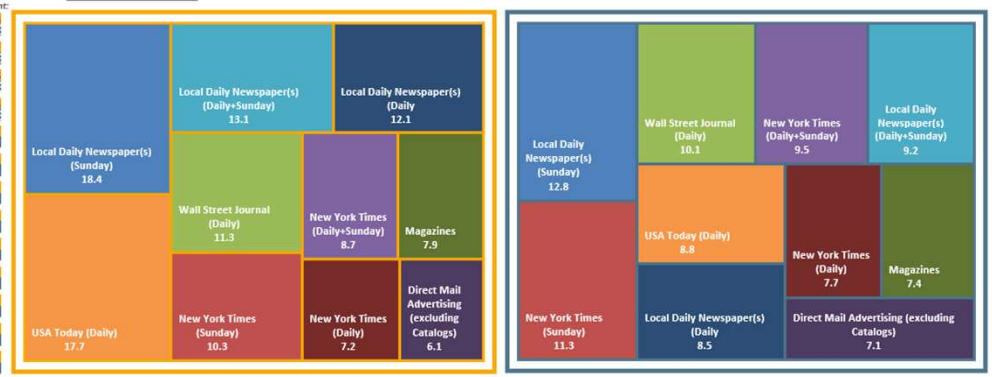
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



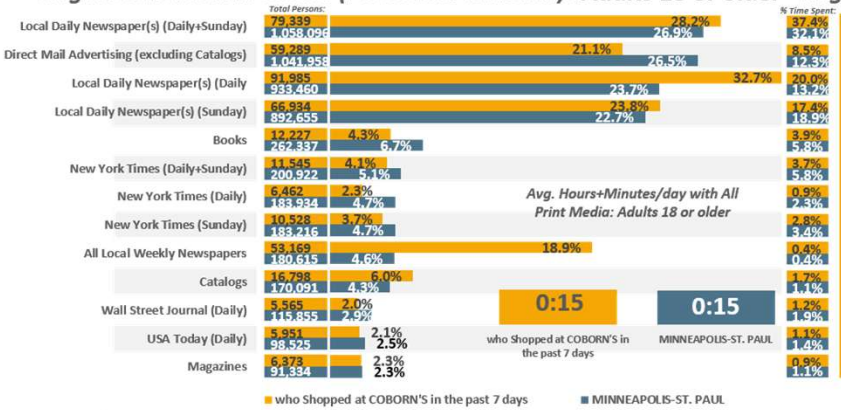
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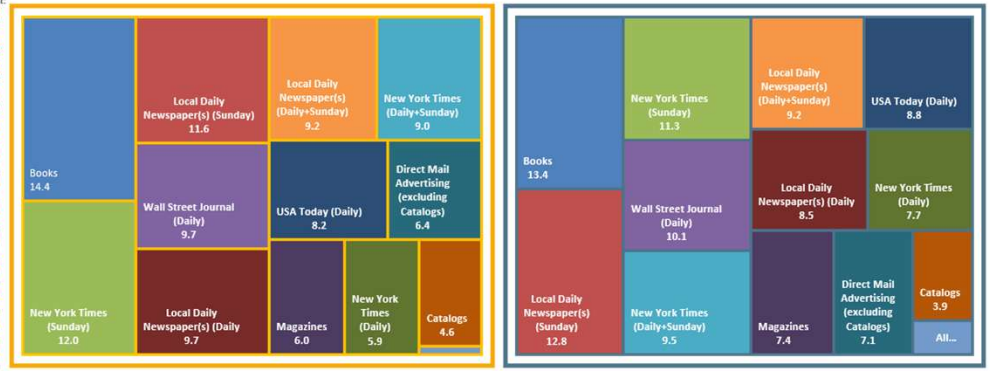
Grocery stores shopped past 7 days (HHLD): Kowalski's

79,339 or 28.2% of Adults 18 or older who Shopped at COBORN'S in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.2 minutes every day representing 39.% of all time spent daily with All forms of Print Media.

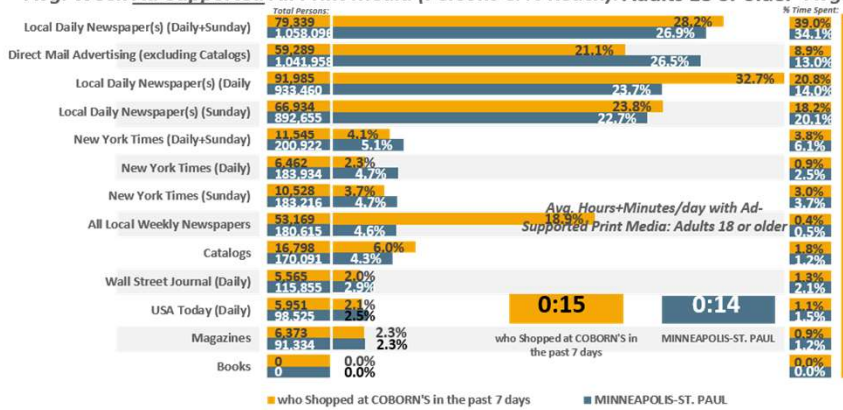
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



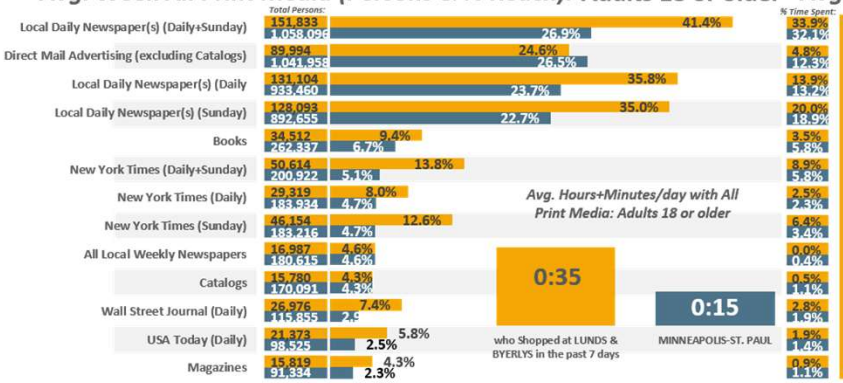
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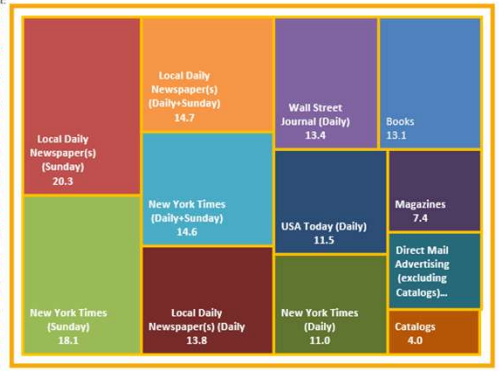
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LUNDS&BYERLYS MSP

151,833 or 41.4% of Adults 18 or older who Shopped at LUNDS & BYERLYS in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 14.7 minutes every day representing 35.1% of all time spent daily with All forms of Print Media.

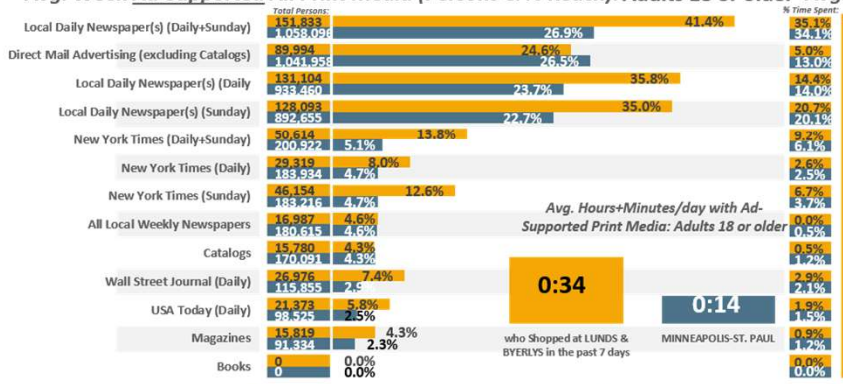
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older

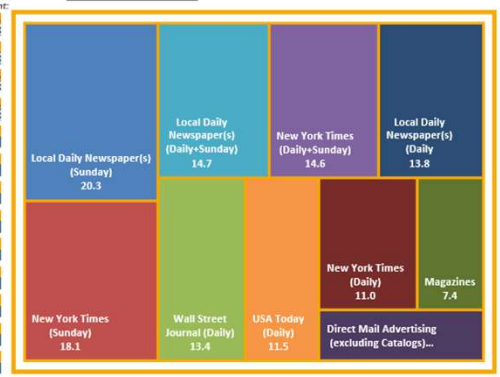


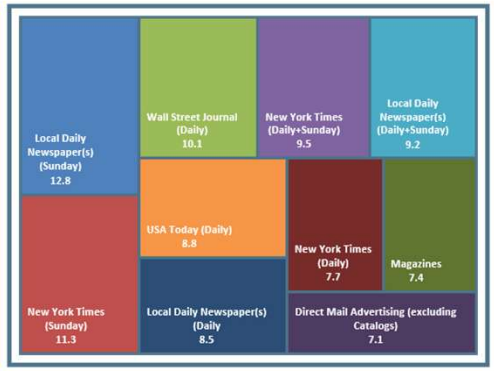




Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older







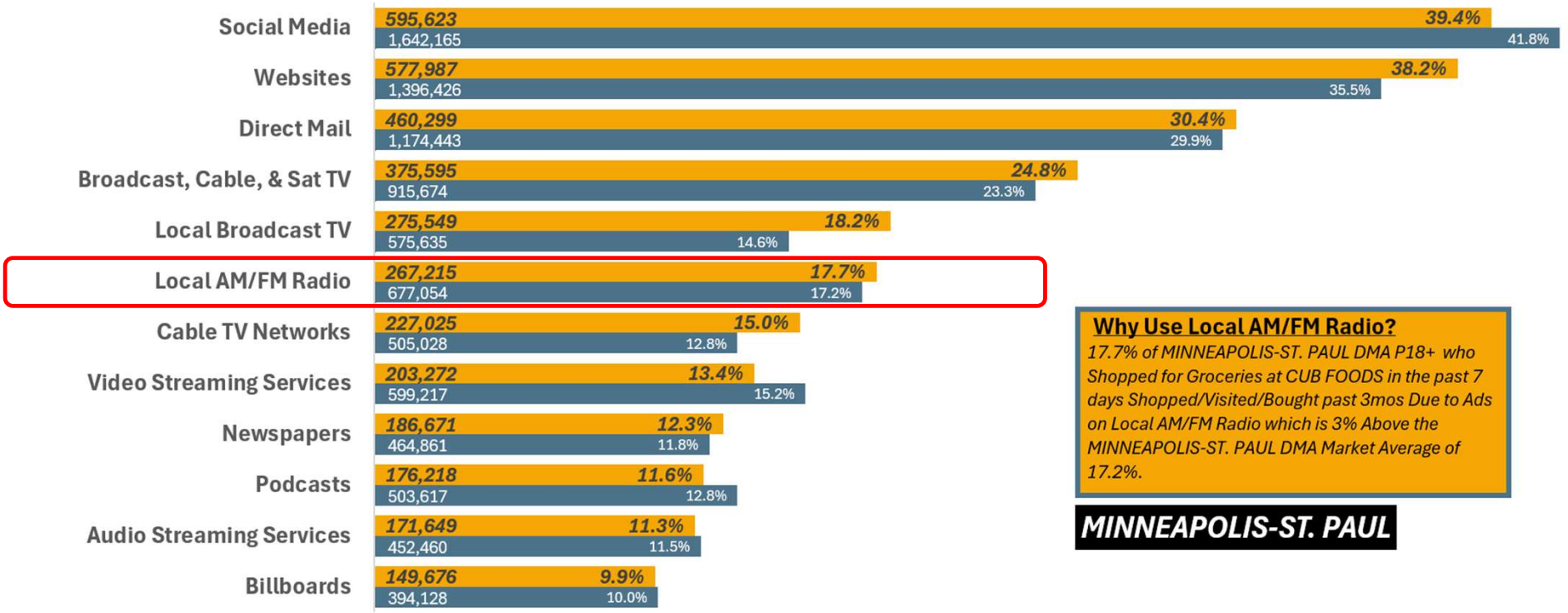
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Cub MSP

"Advertising Actions"

P18+ who Shopped for Groceries at CUB FOODS in the past 7 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

17.7% of MINNEAPOLIS-ST. PAUL DMA P18+ who Shopped for Groceries at CUB FOODS in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 3% Above the MINNEAPOLIS-ST. PAUL DMA Market Average of 17.2%.

MINNEAPOLIS-ST. PAUL

MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab: 778

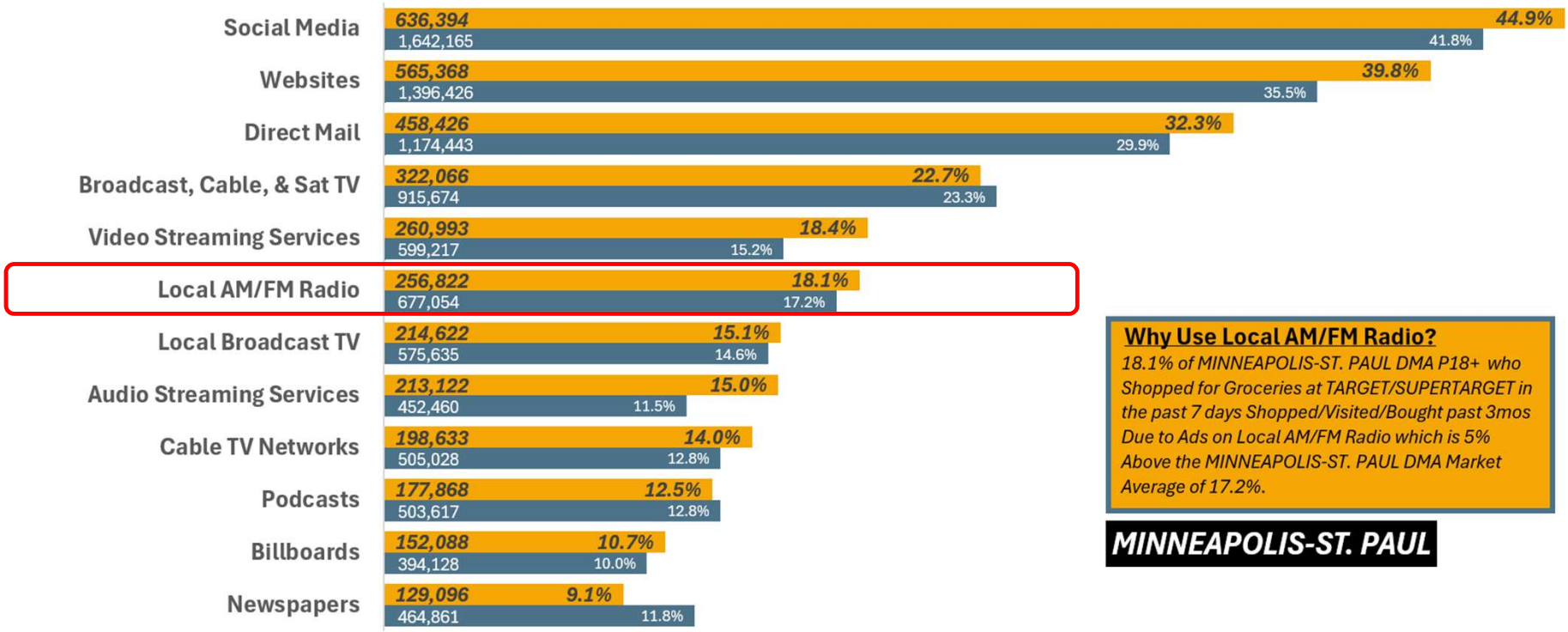
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Grocery stores shopped past 7 days (HHLD): Cub Foods

"Advertising Actions"

P18+ who Shopped for Groceries at TARGET/SUPERTARGET in the past 7 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

18.1% of MINNEAPOLIS-ST. PAUL DMA P18+ who Shopped for Groceries at TARGET/SUPERTARGET in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 5% Above the MINNEAPOLIS-ST. PAUL DMA Market Average of 17.2%.

MINNEAPOLIS-ST. PAUL

P18+ who Shopped for Groceries at TARGET/SUPERTARGET in the past 7 days (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab: 719

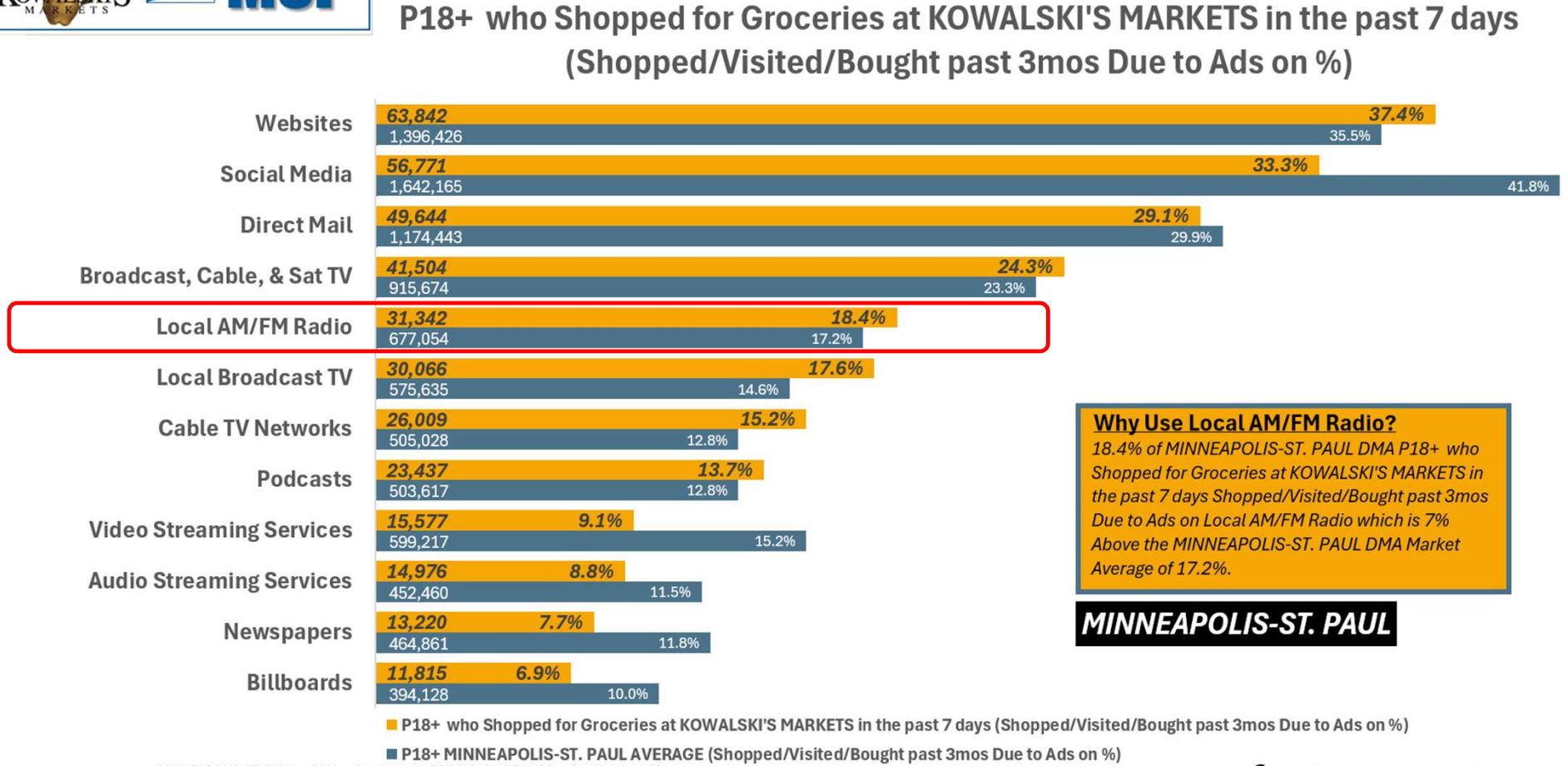
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Grocery stores shopped past 7 days (HHLD): Target/SuperTarget

KOWALSKI'S MARKETS MSP

"Advertising Actions"



Why Use Local AM/FM Radio?

18.4% of MINNEAPOLIS-ST. PAUL DMA P18+ who Shopped for Groceries at KOWALSKI'S MARKETS in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 7% Above the MINNEAPOLIS-ST. PAUL DMA Market Average of 17.2%.

MINNEAPOLIS-ST. PAUL

MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab: 88

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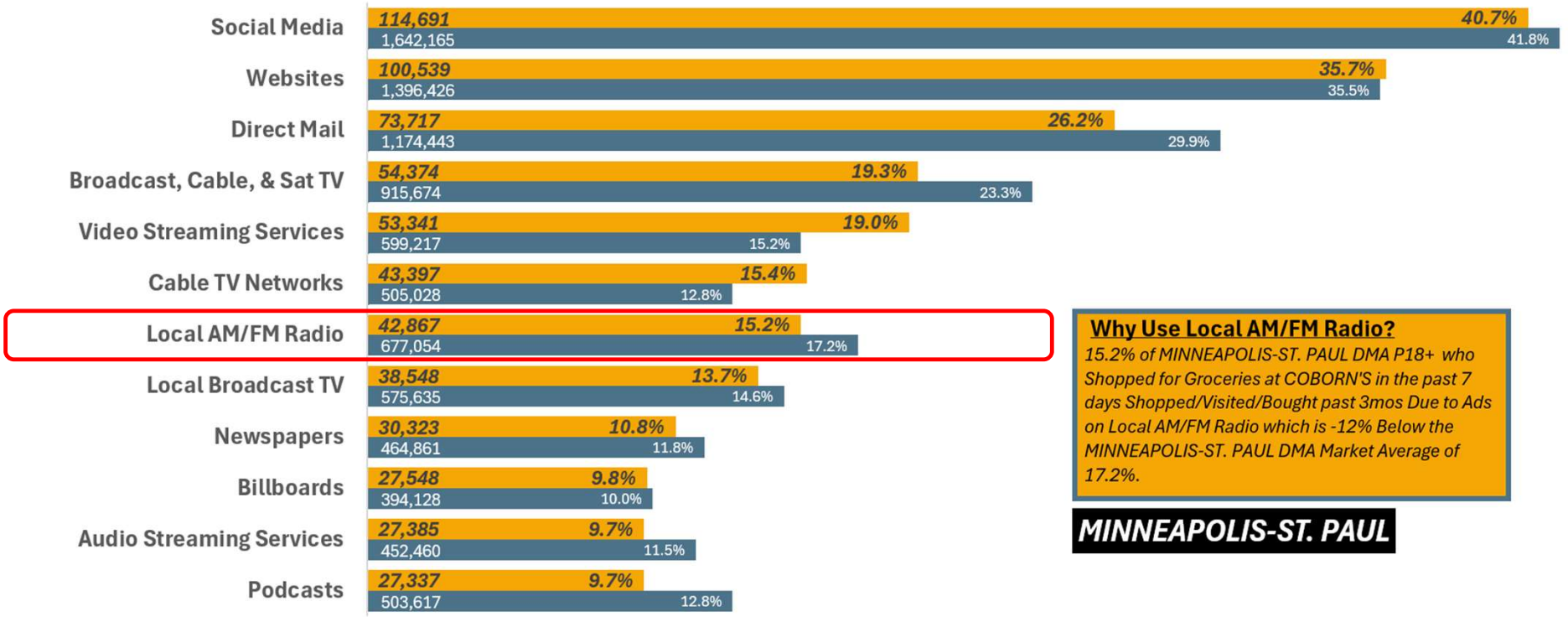
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Grocery stores shopped past 7 days (HHLD): Kowalski's

COBORN'S Employee Owned MSP

"Advertising Actions"

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



Why Use Local AM/FM Radio?

15.2% of MINNEAPOLIS-ST. PAUL DMA P18+ who Shopped for Groceries at COBORN'S in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -12% Below the MINNEAPOLIS-ST. PAUL DMA Market Average of 17.2%.

MINNEAPOLIS-ST. PAUL

MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab: 175

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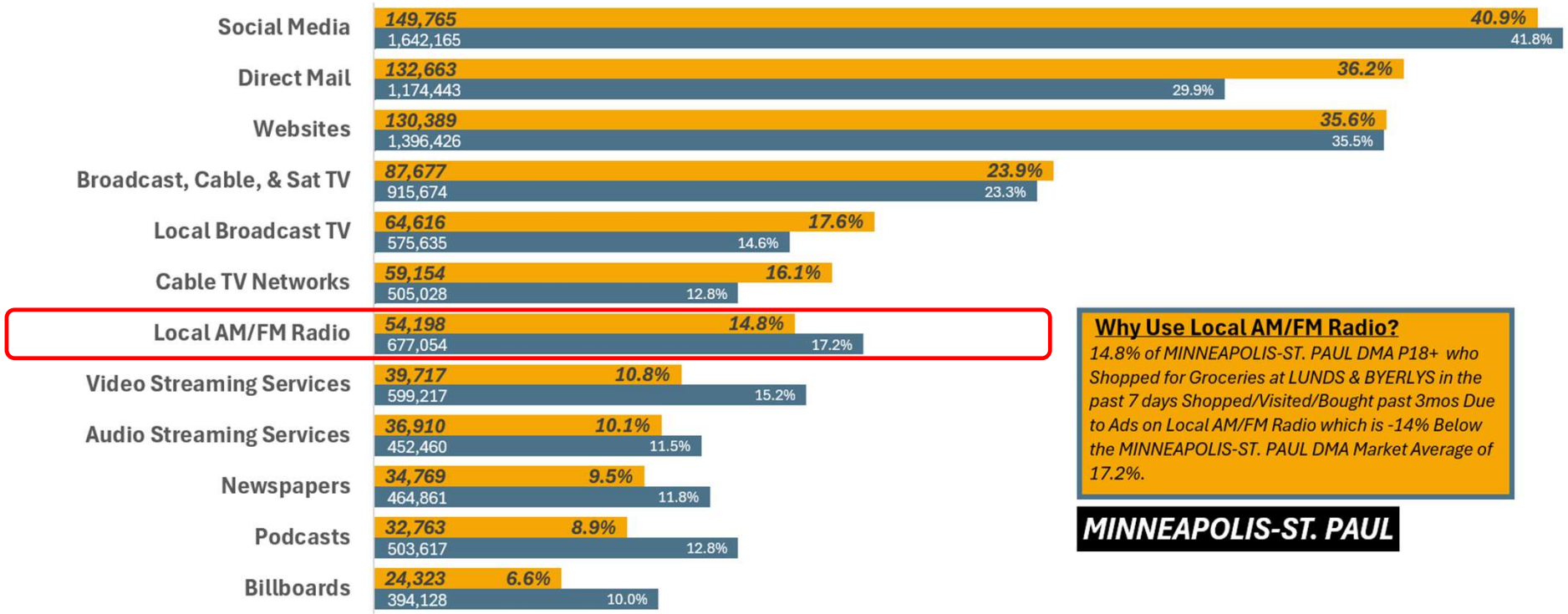
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Grocery stores shopped past 7 days (HHLD): Coborn's

LUNDS&BYERLYS MSP

"Advertising Actions"

P18+ who Shopped for Groceries at LUNDS & BYERLYS in the past 7 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

14.8% of MINNEAPOLIS-ST. PAUL DMA P18+ who Shopped for Groceries at LUNDS & BYERLYS in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -14% Below the MINNEAPOLIS-ST. PAUL DMA Market Average of 17.2%.

MINNEAPOLIS-ST. PAUL

MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab: 238

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Grocery stores shopped past 7 days (HHLD): Lunds & Byerlys