USA+4 MORE DMAs – W25-54 who Bought Items In-Store at TARGET in the past 3 mos!

Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of USA, MINNEAPOLIS-ST. PAUL, ST. LOUIS, CINCINNATI, and WEST PALM BEACH DMA W25-54 who Purchased Items In-Store at TARGET in the past 3 months as of SEPTEMBER 2024!

TARGET



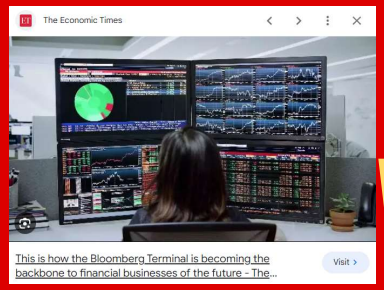














Vanguard®

BLACKROCK

STATE STREET

W25-54

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

HUBBARD BROADCASTING INC. HB INC.

[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]



45.9% or 29,781,207 of USA Women 25 - 54 Purchased Items In-Store at TARGET past 3mos.
Typical Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos are 39.6 years old (1.1% younger than average) and have a $106,443 (18.6% higher than average) annual household income.

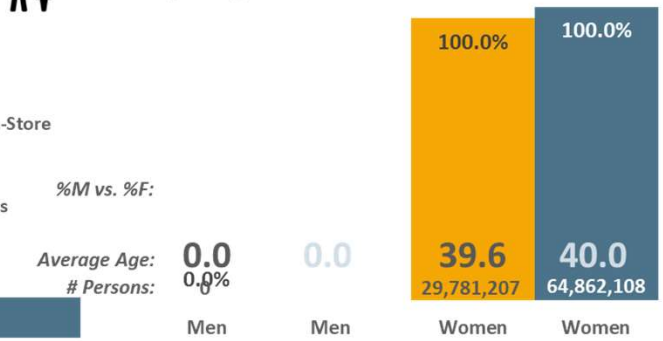
Percent of Market: Women 25 - 54



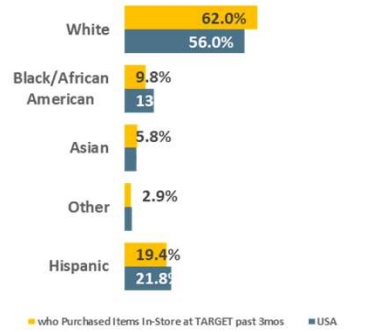
Total Persons:

who Purchased Items In-Store at TARGET past 3mos	Remainder of USA DMAs
29,781,207	35,080,901

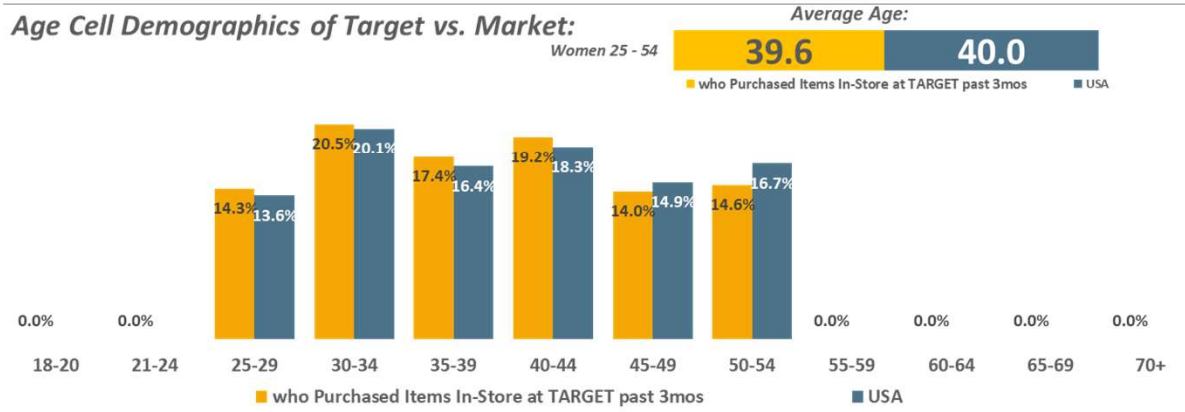
Gender of Target vs. Market: Women 25 - 54



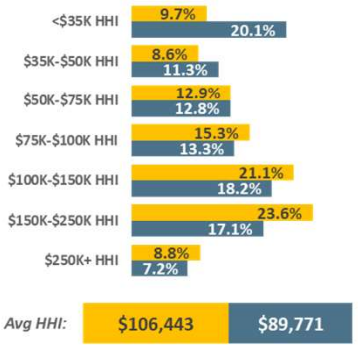
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 8,744

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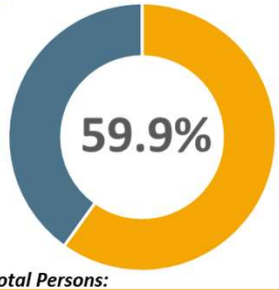
USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,097

[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

MSP

59.9% or 563,903 of MINNEAPOLIS DMA Women 25 - 54 Purchased Items In-Store at TARGET past 3mos. Typical Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos are 39.6 years old (.7% younger than average) and have a $116,540 (6.9% higher than average) annual household income.

Percent of Market: Women 25 - 54

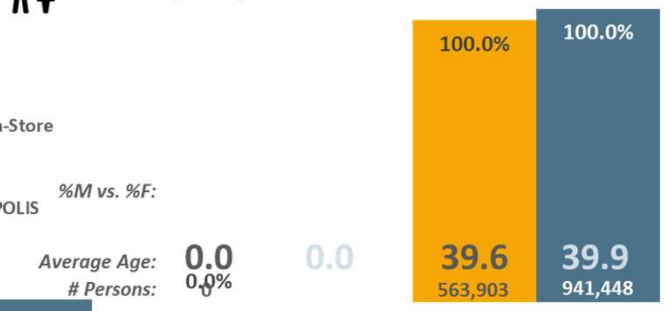


- who Purchased Items In-Store at TARGET past 3mos
- Remainder of MINNEAPOLIS DMA

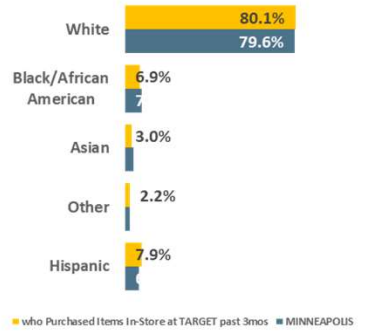
Total Persons:

563,903	377,545

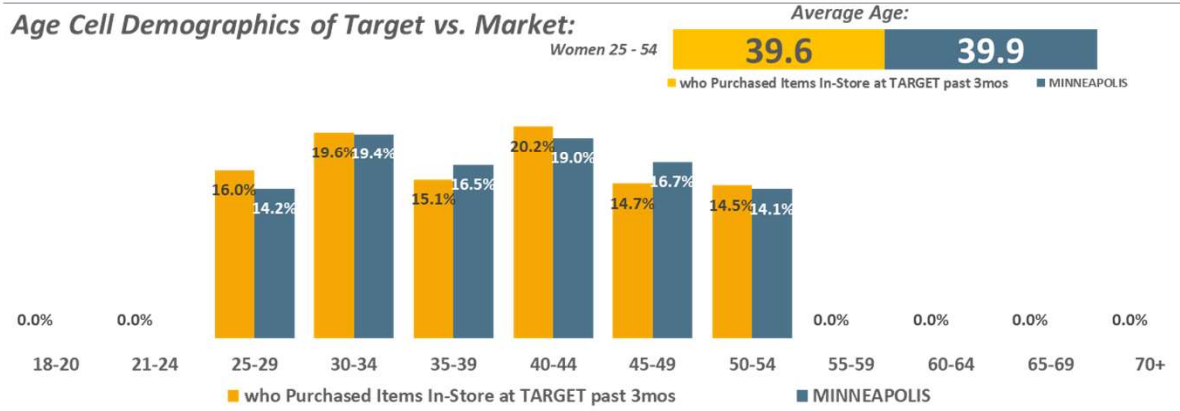
Gender of Target vs. Market: Women 25 - 54



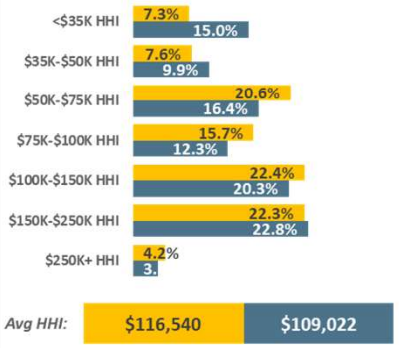
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



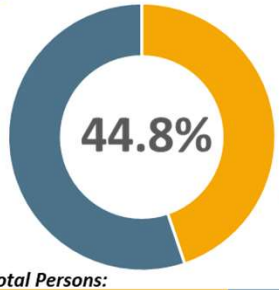
MINNEAPOLIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,113

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[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

44.8% or 263,655 of ST. LOUIS DMA Women 25 - 54 Purchased Items In-Store at TARGET past 3mos. Typical Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos are 40.5 years old (.3% older than average) and have a $111,255 (28.4% higher than average) annual household income.

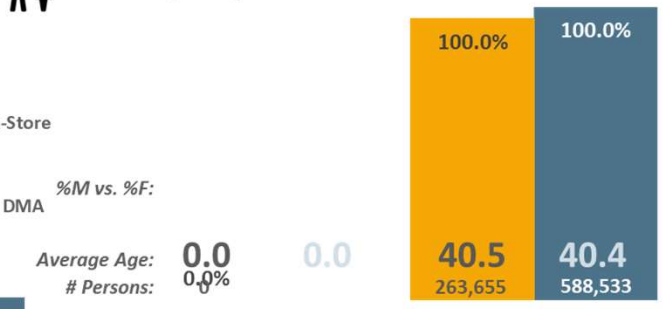
Percent of Market: Women 25 - 54



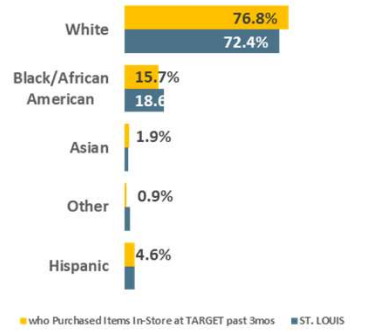
Total Persons:

263,655	324,878

Gender of Target vs. Market: Women 25 - 54



Ethnicity of Target vs. Market:



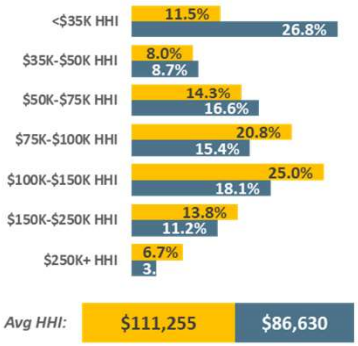
Age Cell Demographics of Target vs. Market:

Average Age:

Women 25 - 54	40.5	40.4



HHI of Target vs. Market:



Avg HHI:	$111,255	$86,630

ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 794

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[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

CIN

39.% or 178,468 of CINCINNATI DMA Women 25 - 54 Purchased Items In-Store at TARGET past 3mos. Typical Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos are 38.9 years old (2.6% younger than average) and have a $114,659 (27.7% higher than average) annual household income.

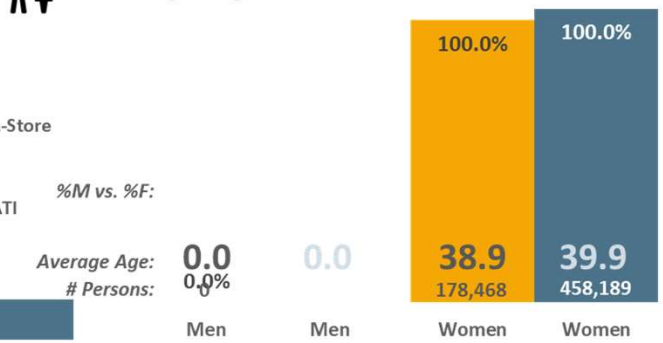
Percent of Market: Women 25 - 54



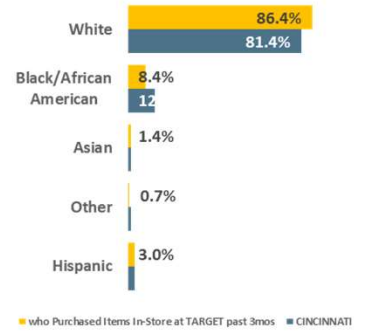
Total Persons:

who Purchased Items In-Store at TARGET past 3mos	Remainder of CINCINNATI DMA
178,468	279,721

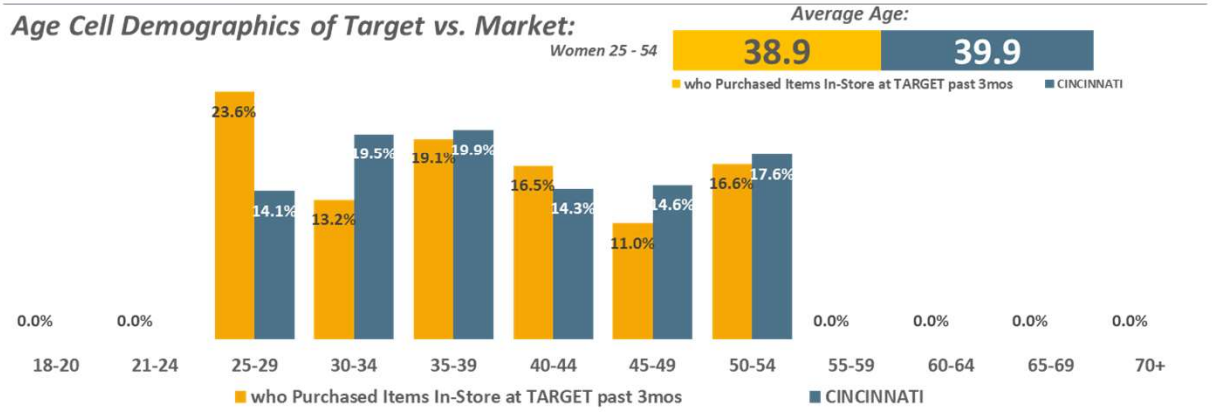
Gender of Target vs. Market: Women 25 - 54



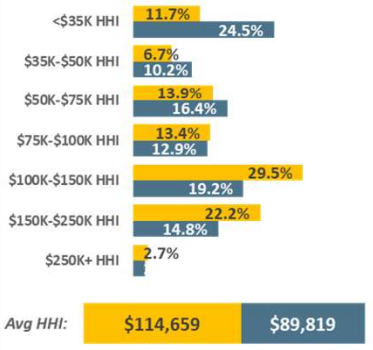
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 602

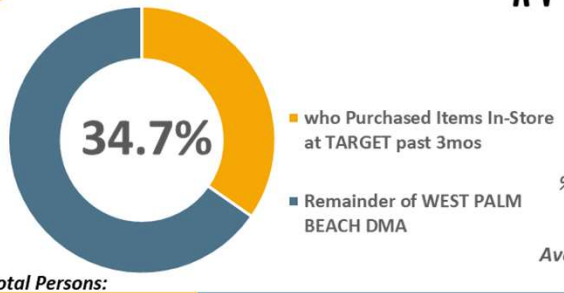
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[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

WPB

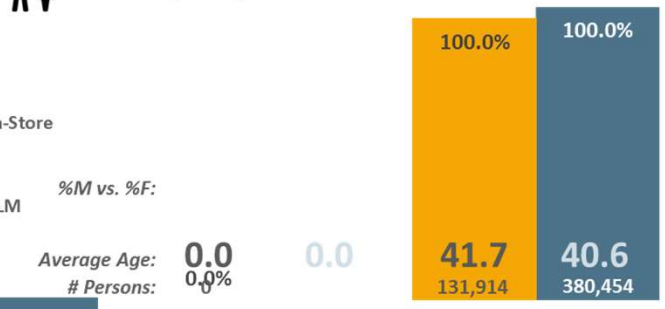
34.7% or 131,914 of WEST PALM BEACH DMA Women 25 - 54 Purchased Items In-Store at TARGET past 3mos. Typical Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos are 41.7 years old (2.5% older than average) and have a $120,178 (33.5% higher than average) annual household income.

Percent of Market: Women 25 - 54

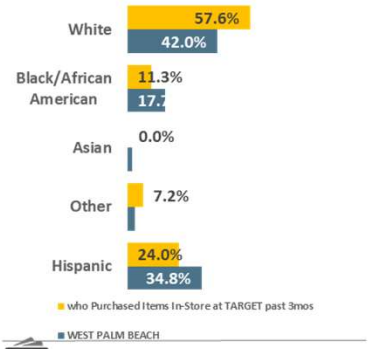


Total Persons: 131,914 | 248,540

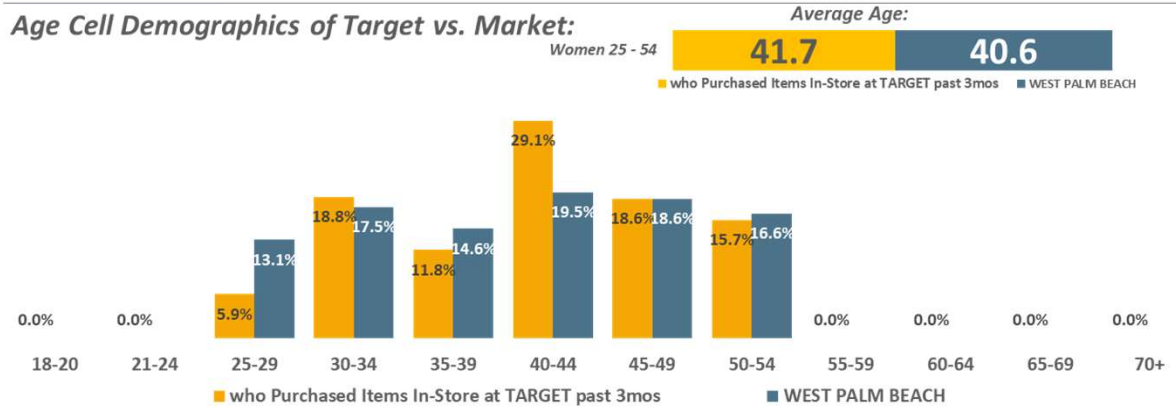
Gender of Target vs. Market: Women 25 - 54



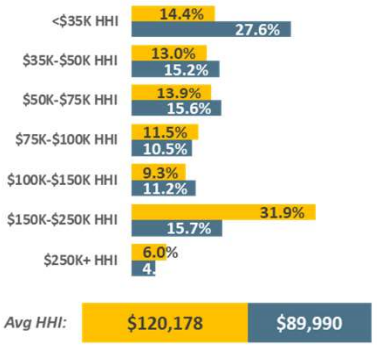
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 734

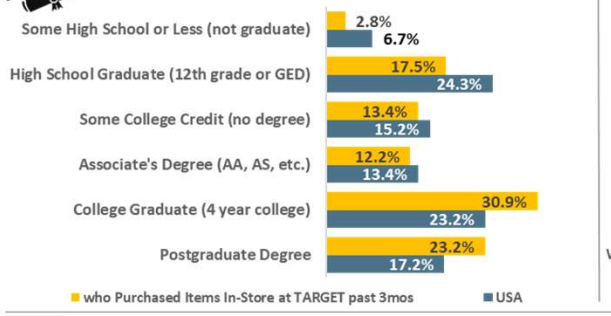
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[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

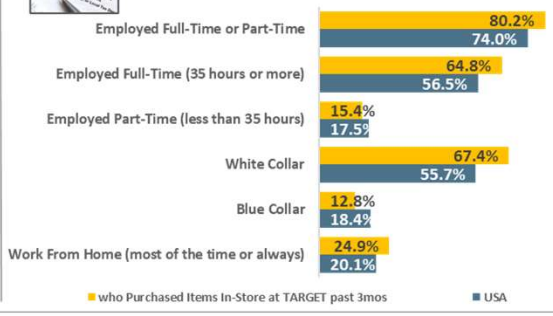
USA

45.9% or 29,781,207 of USA Women 25 - 54 Purchased Items In-Store at TARGET past 3mos.
Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos are 33.9% more likely to be a college graduate, 14.7% more likely to work full-time, 6.5% more likely to be married, 25.5% less likely to be a grandparent of 1 or more children under 18.

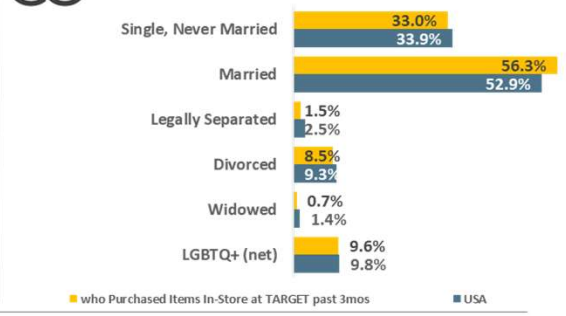
Education Levels: Women 25 - 54



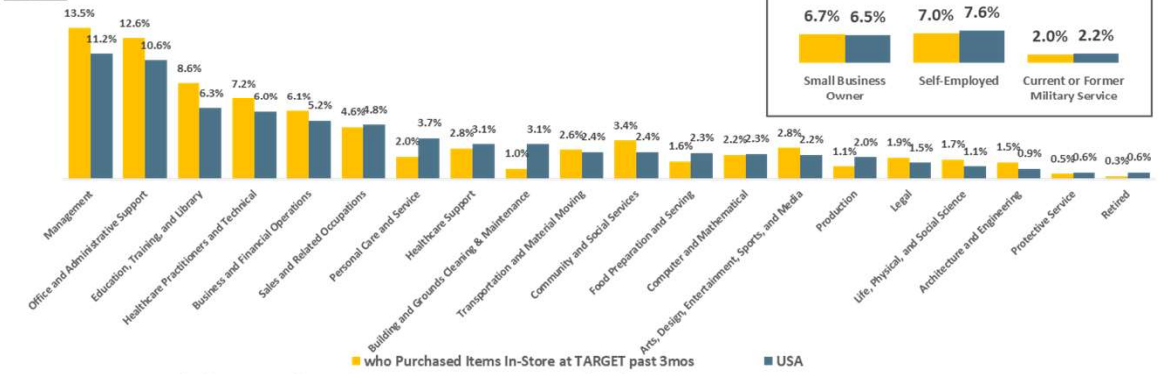
Employment: Women 25 - 54



Marital Status: Women 25 - 54

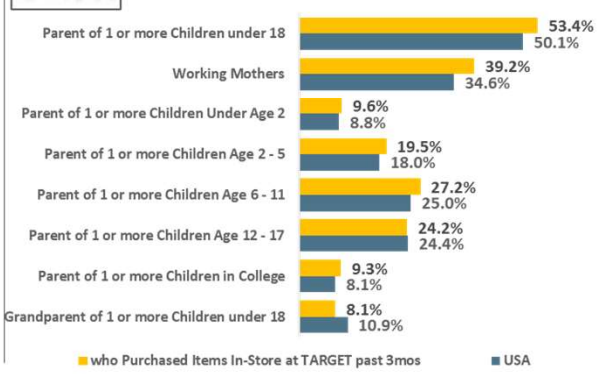


Top-20 Occupations: Women 25 - 54



Entrepreneurs/Military Experience

Stage in Life: Women 25 - 54



USA USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 8,744

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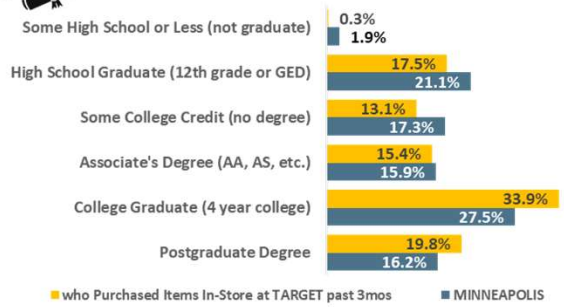
USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,097

[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

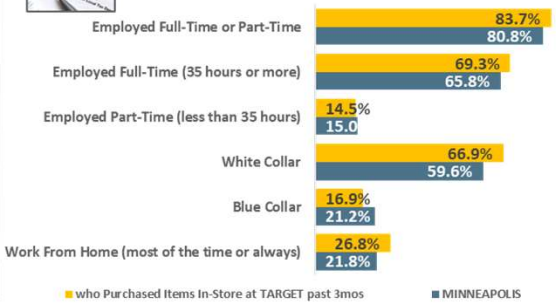
MSP

59.9% or 563,903 of MINNEAPOLIS DMA Women 25 - 54 Purchased Items In-Store at TARGET past 3mos. Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos are 22.6% more likely to be a college graduate, 5.2% more likely to work full-time, 1.6% less likely to be married, 12.1% less likely to be a grandparent of 1 or more children under 18.

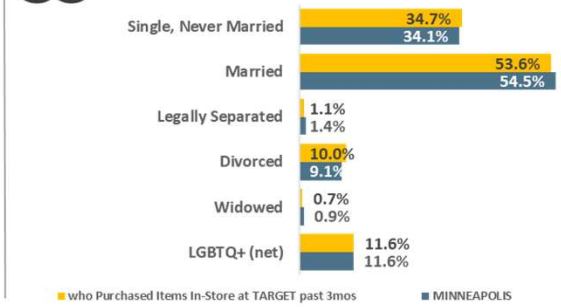
Education Levels: Women 25 - 54



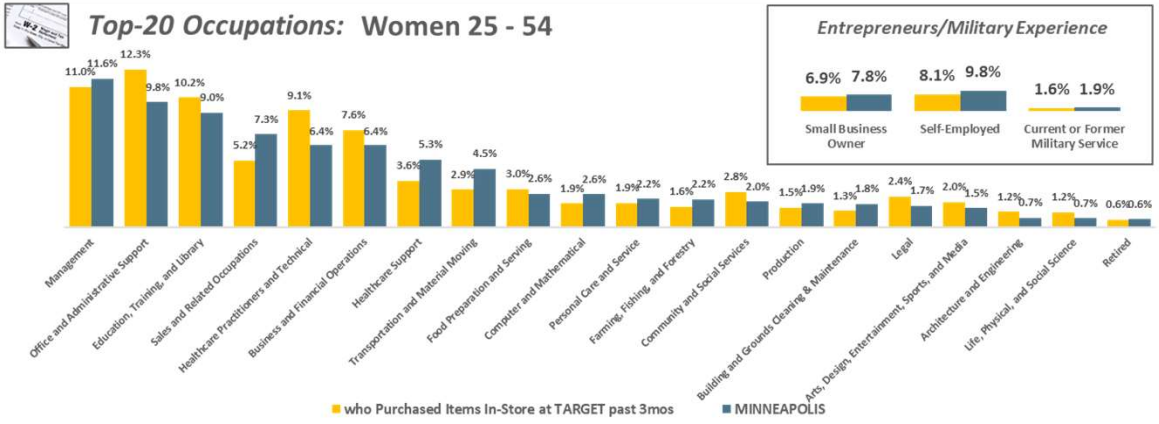
Employment: Women 25 - 54



Marital Status: Women 25 - 54

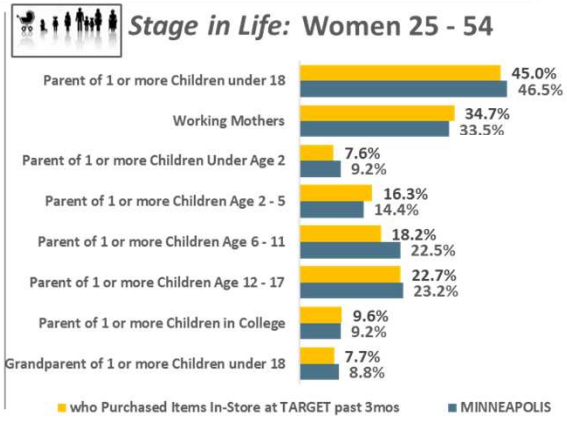


Top-20 Occupations: Women 25 - 54



Entrepreneurs/Military Experience

Stage in Life: Women 25 - 54



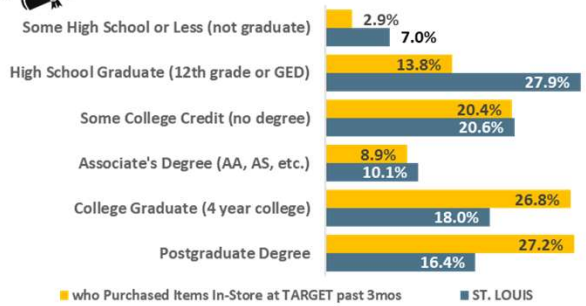
MINNEAPOLIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,113

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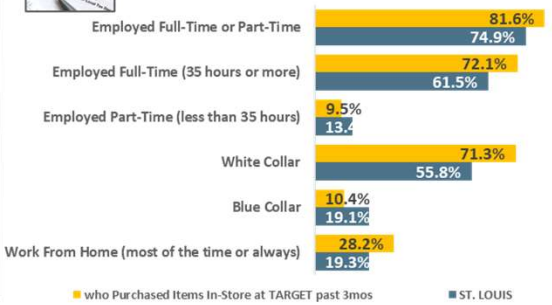
[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

44.8% or 263,655 of ST. LOUIS DMA Women 25 - 54 Purchased Items In-Store at TARGET past 3mos. Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos are 57.2% more likely to be a college graduate, 17.2% more likely to work full-time, 9.4% more likely to be married, 24.9% less likely to be a grandparent of 1 or more children under 18.

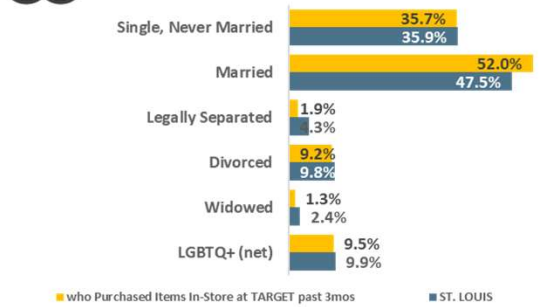
Education Levels: Women 25 - 54



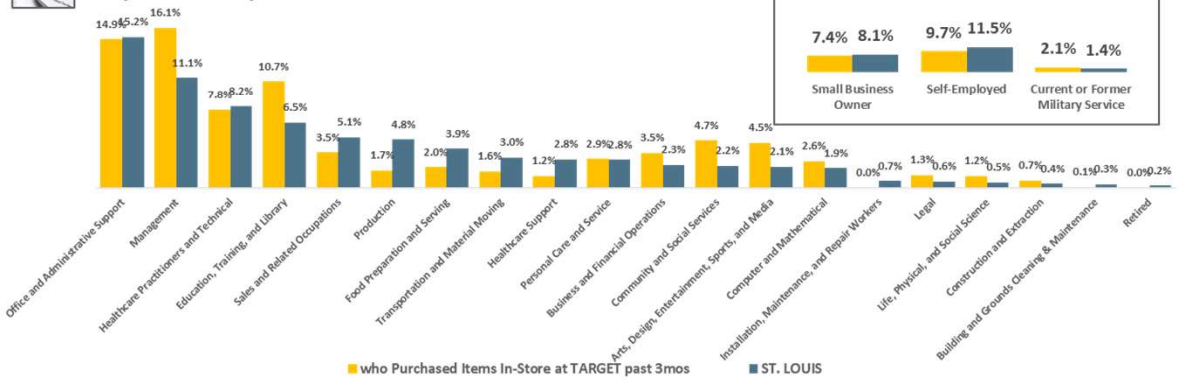
Employment: Women 25 - 54



Marital Status: Women 25 - 54

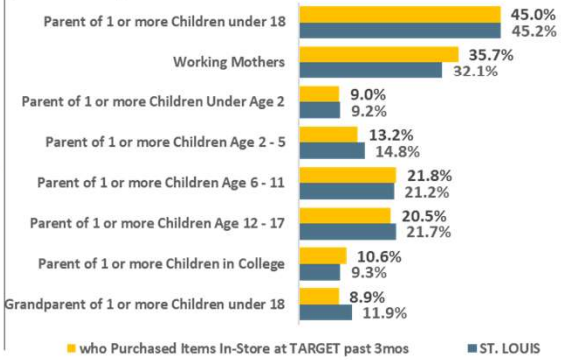


Top-20 Occupations: Women 25 - 54



Entrepreneurs/Military Experience

Stage in Life: Women 25 - 54



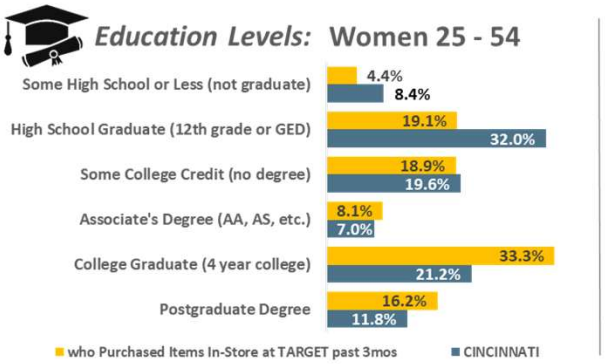
ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 794

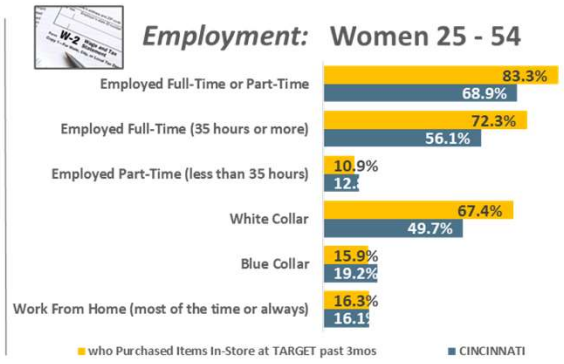
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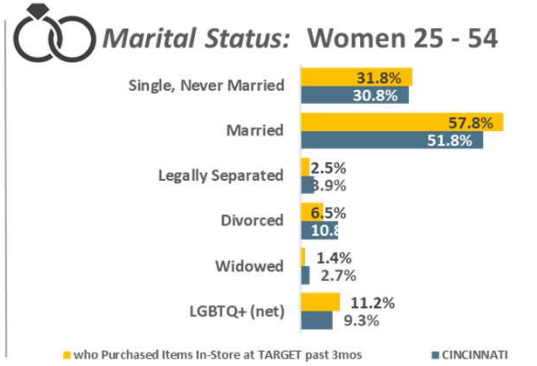
[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

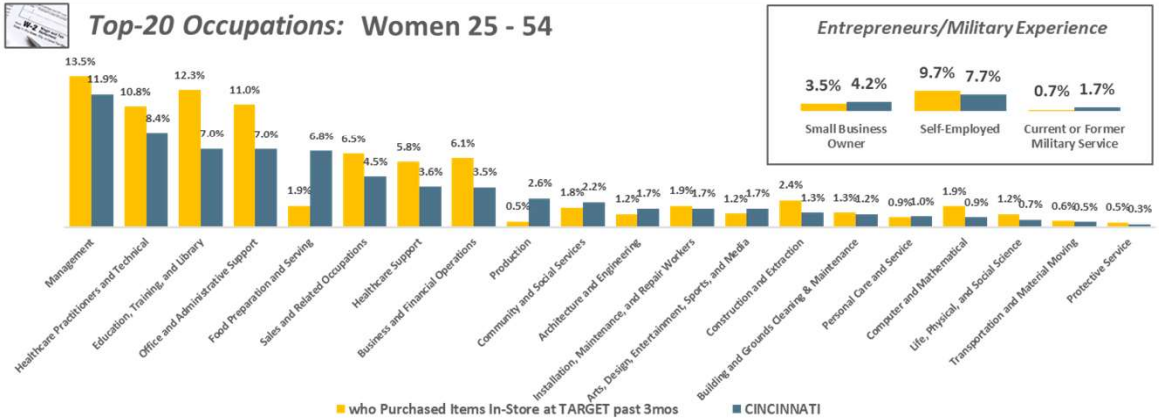


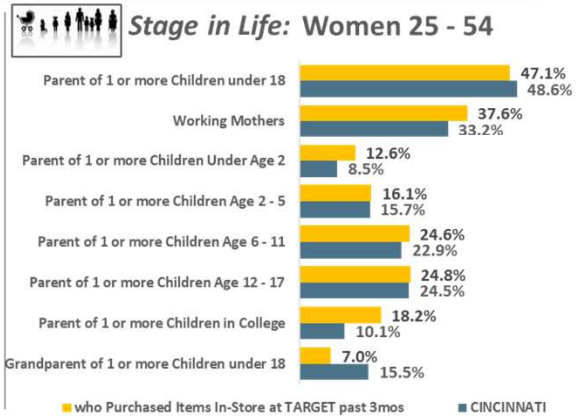
39.% or 178,468 of CINCINNATI DMA Women 25 - 54 Purchased Items In-Store at TARGET past 3mos. Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos are 50.% more likely to be a college graduate, 29.% more likely to work full-time, 11.5% more likely to be married, 54.8% less likely to be a grandparent of 1 or more children under 18.











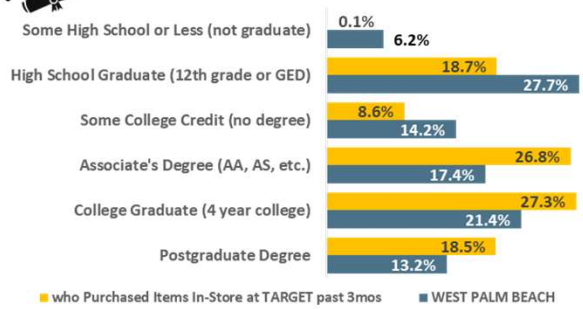
CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 602

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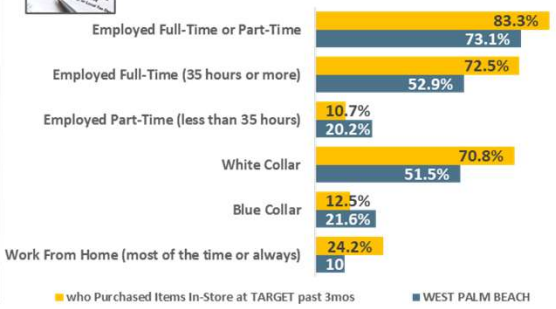
[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

34.7% or 131,914 of WEST PALM BEACH DMA Women 25 - 54 Purchased Items In-Store at TARGET past 3mos. Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos are 32.8% more likely to be a college graduate, 37.2% more likely to work full-time, 24.5% more likely to be married, 38.1% less likely to be a grandparent of 1 or more children under 18.

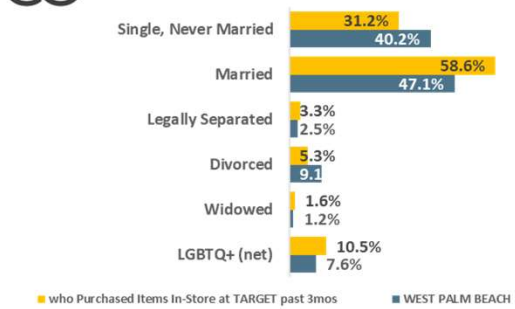
Education Levels: Women 25 - 54



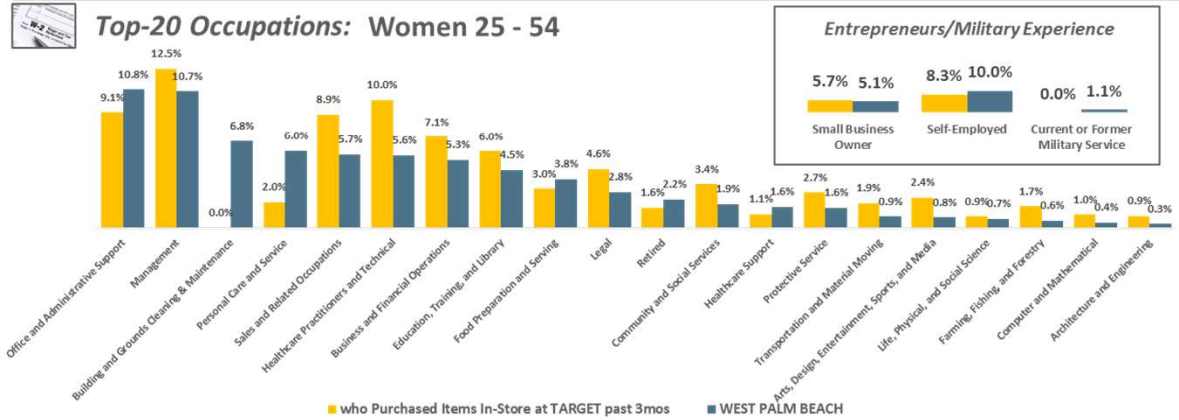
Employment: Women 25 - 54



Marital Status: Women 25 - 54

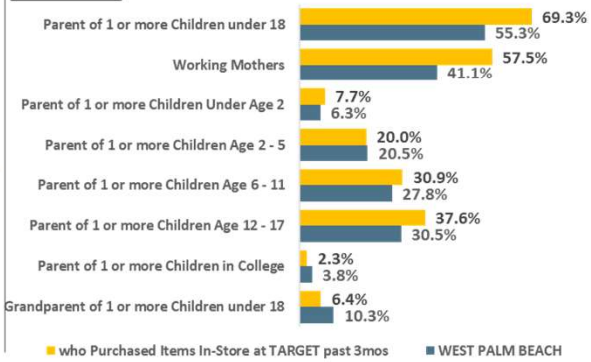


Top-20 Occupations: Women 25 - 54



Entrepreneurs/Military Experience

Stage in Life: Women 25 - 54



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 734

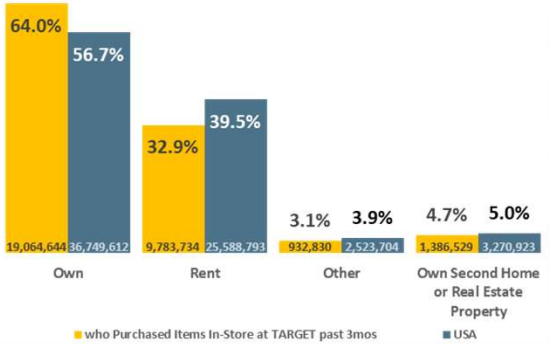
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[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

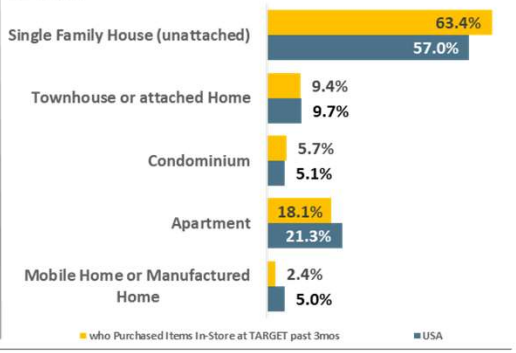
USA

45.9% or 29,781,207 of USA Women 25 - 54 Purchased Items In-Store at TARGET past 3mos.
Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos are 13.% more likely to own their home, 29.8% more likely to own a higher valued home, 11.3% more likely to have a single-family home, 1.1% more likely to have a dog.

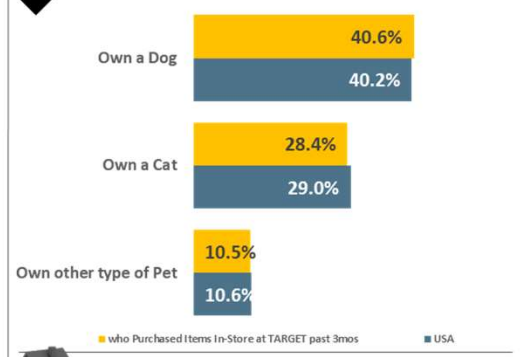
Own/Rent/Other: Women 25 - 54



Type of Home: Women 25 - 54



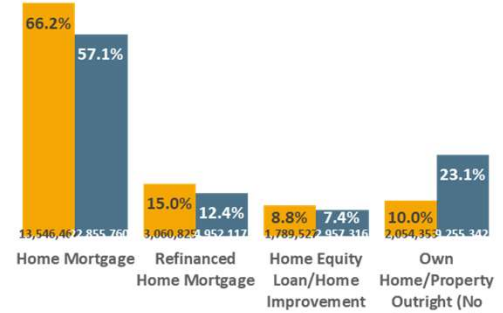
Pets in Home: Women 25 - 54



Value of Owned Home: Women 25 - 54



Home Loans: Women 25 - 54



USA *USA Projection* *Scarborough R2 2024: Aug23-Sep24* *Qual Intab* *8,744*

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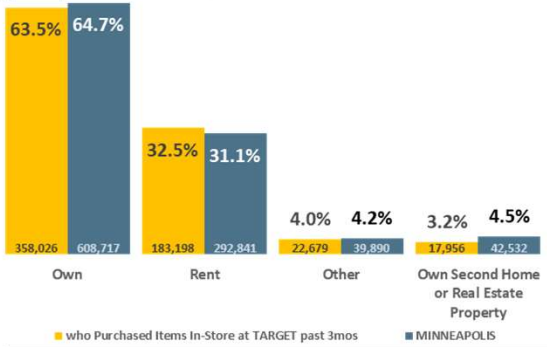
USA Projection *Scarborough R2 2024: Aug23-Sep24* *Qual Intab* *23,097*

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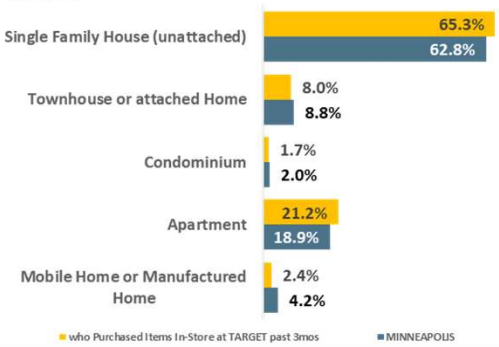
MSP

59.9% or 563,903 of MINNEAPOLIS DMA Women 25 - 54 Purchased Items In-Store at TARGET past 3mos. Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos are 1.8% less likely to own their home, 9.% more likely to own a higher valued home, 3.9% more likely to have a single-family home, 1.9% less likely to have a dog.

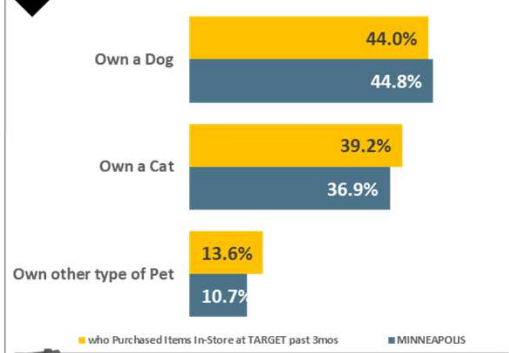
Own/Rent/Other: Women 25 - 54



Type of Home: Women 25 - 54



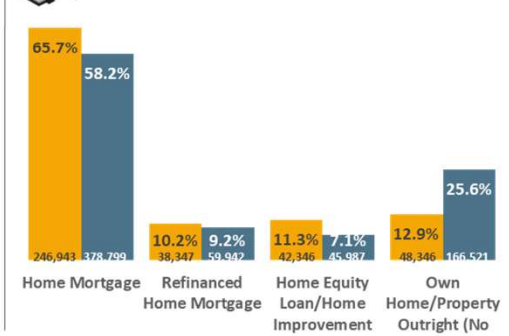
Pets in Home: Women 25 - 54



Value of Owned Home: Women 25 - 54



Home Loans: Women 25 - 54



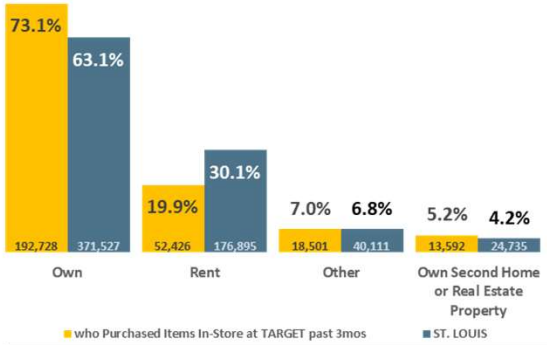
MINNEAPOLIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,113

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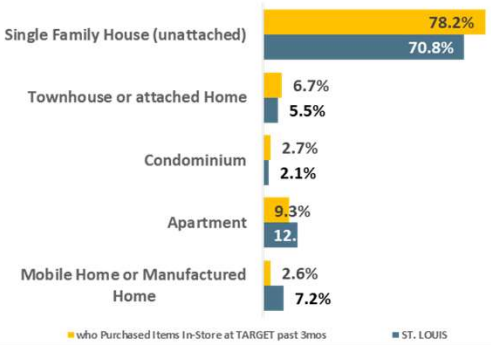
[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

44.8% or 263,655 of ST. LOUIS DMA Women 25 - 54 Purchased Items In-Store at TARGET past 3mos. Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos are 15.8% more likely to own their home, 15.2% more likely to own a higher valued home, 10.4% more likely to have a single-family home, 8.3% more likely to have a dog.

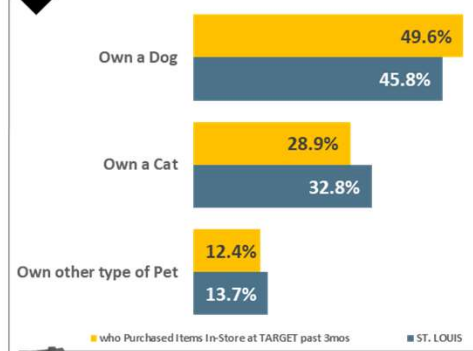
Own/Rent/Other: Women 25 - 54



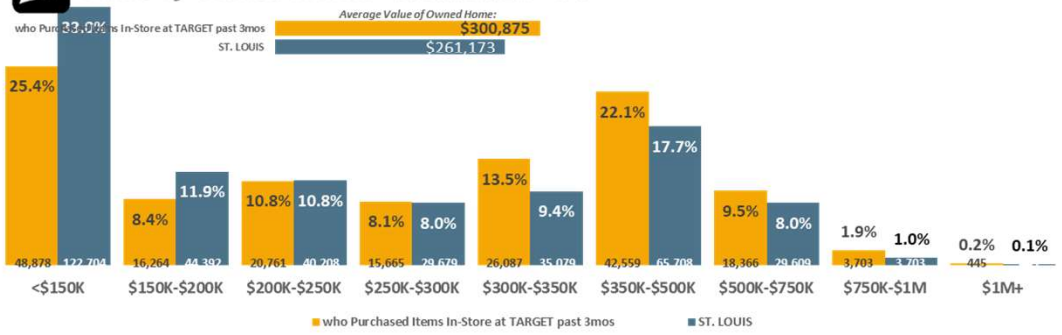
Type of Home: Women 25 - 54



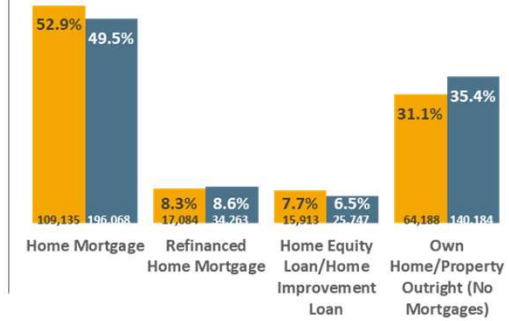
Pets in Home: Women 25 - 54



Value of Owned Home: Women 25 - 54



Home Loans: Women 25 - 54



ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 794

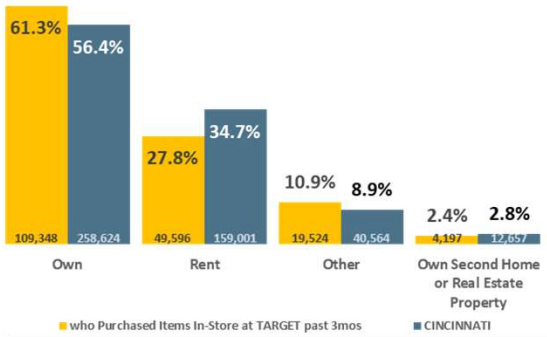
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[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

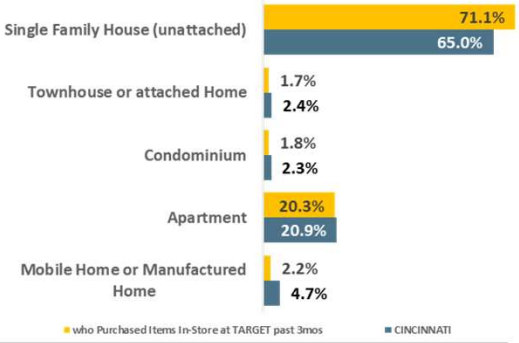
CIN

39.% or 178,468 of CINCINNATI DMA Women 25 - 54 Purchased Items In-Store at TARGET past 3mos. Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos are 8.5% more likely to own their home, 25.9% more likely to own a higher valued home, 9.4% more likely to have a single-family home, 12.2% more likely to have a dog.

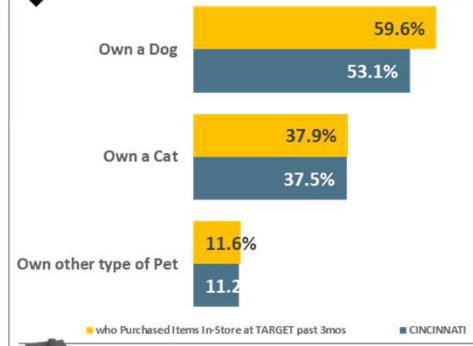
Own/Rent/Other: Women 25 - 54



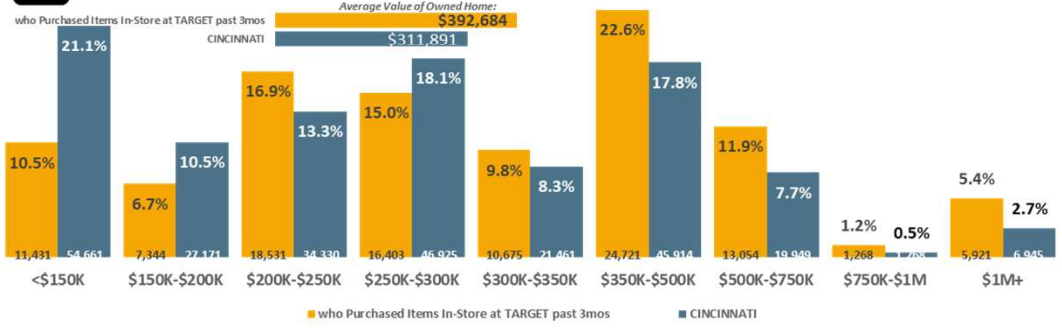
Type of Home: Women 25 - 54



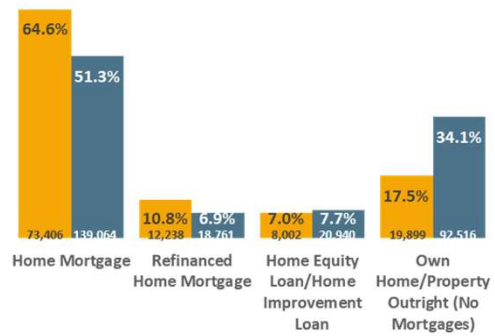
Pets in Home: Women 25 - 54



Value of Owned Home: Women 25 - 54



Home Loans: Women 25 - 54



CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 602

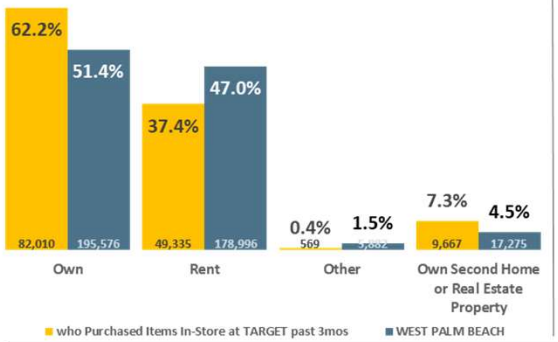
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[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

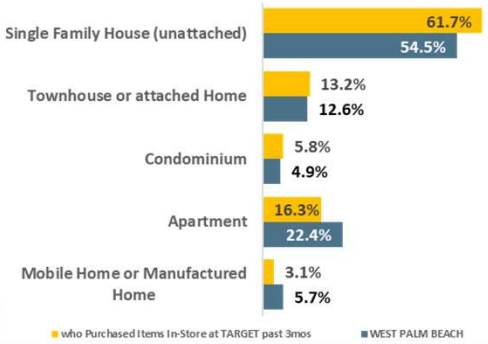
WPB

34.7% or 131,914 of WEST PALM BEACH DMA Women 25 - 54 Purchased Items In-Store at TARGET past 3mos. Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos are 20.9% more likely to own their home, 10.4% more likely to own a higher valued home, 13.2% more likely to have a single-family home, 25.9% more likely to have a dog.

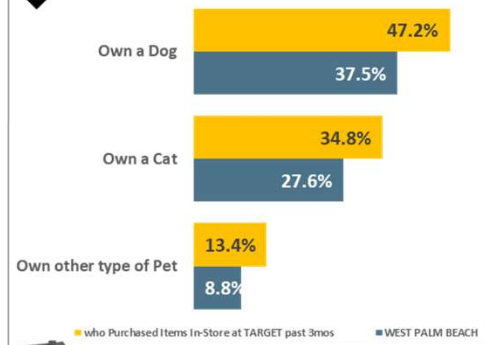
Own/Rent/Other: Women 25 - 54



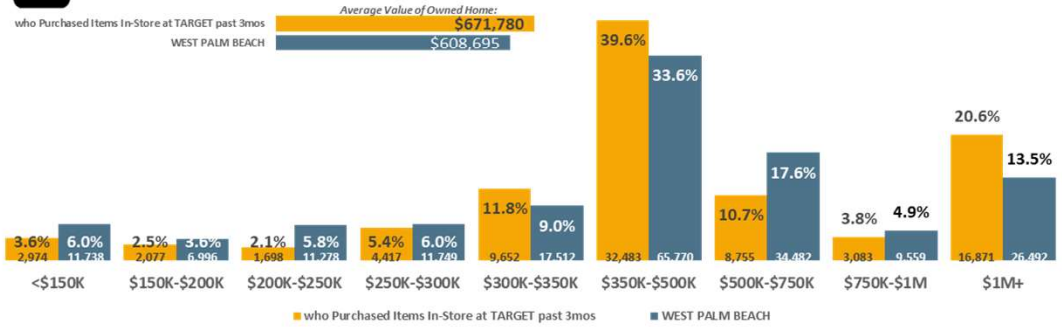
Type of Home: Women 25 - 54



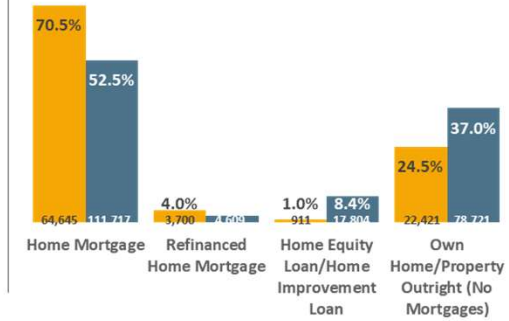
Pets in Home: Women 25 - 54



Value of Owned Home: Women 25 - 54



Home Loans: Women 25 - 54



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 734

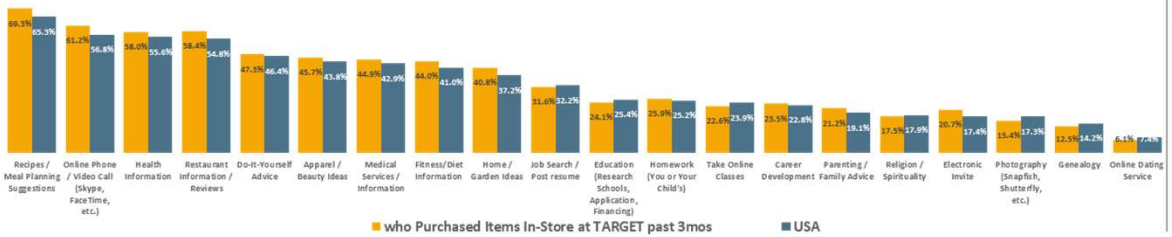
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[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

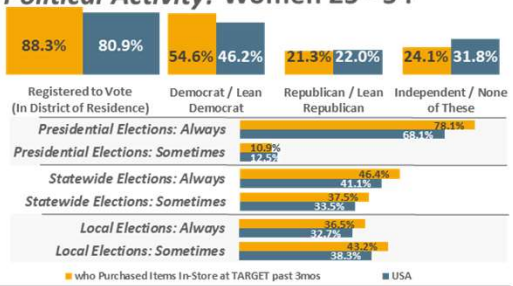


45.9% or 29,781,207 of USA Women 25 - 54 Purchased Items In-Store at TARGET past 3mos.
Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos are 1.8% more likely to look up D-I-Y advice online, 11.7% more likely to always vote in local elections, 20.4% more likely to belong to a gym, 19.7% more likely to fly domestic past yr.

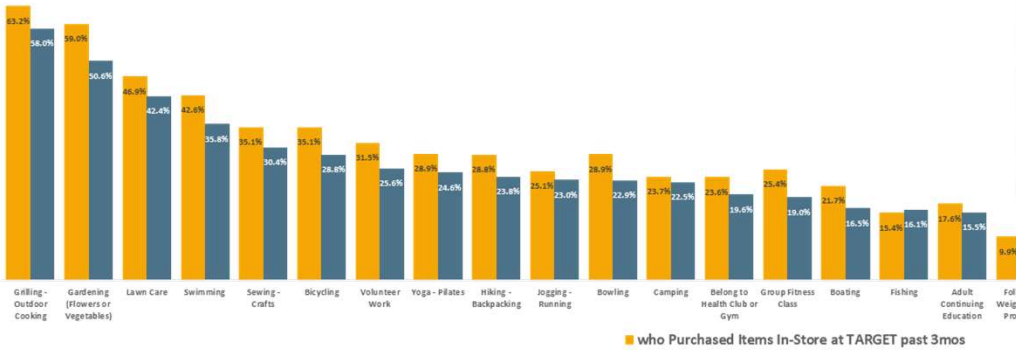
Top-20 past 30-days Online Lifestyle Activites: Women 25 - 54



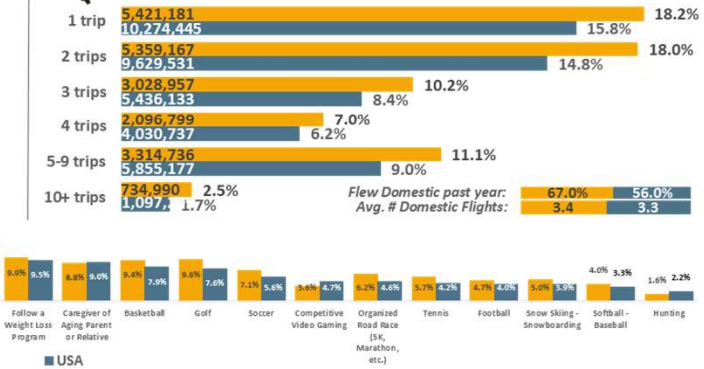
Political Activity: Women 25 - 54



Top-30 past 12-months Active Lifestyle Activites: Women 25 - 54



Past 12-months Domestic Airline Trips: Women 25 - 54



USA USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 8,744

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USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,097

[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

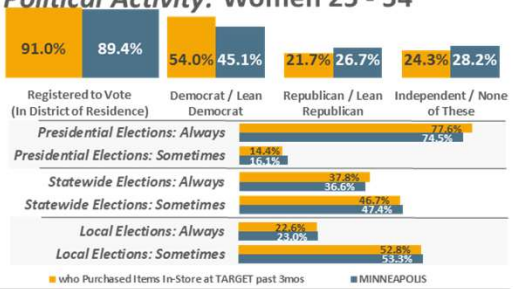
MSP

59.9% or 563,903 of MINNEAPOLIS DMA Women 25 - 54 Purchased Items In-Store at TARGET past 3mos. Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos are 1.4% less likely to look up D-I-Y advice online, 1.9% less likely to always vote in local elections, 36.2% more likely to belong to a gym, 14.4% more likely to fly domestic past yr.

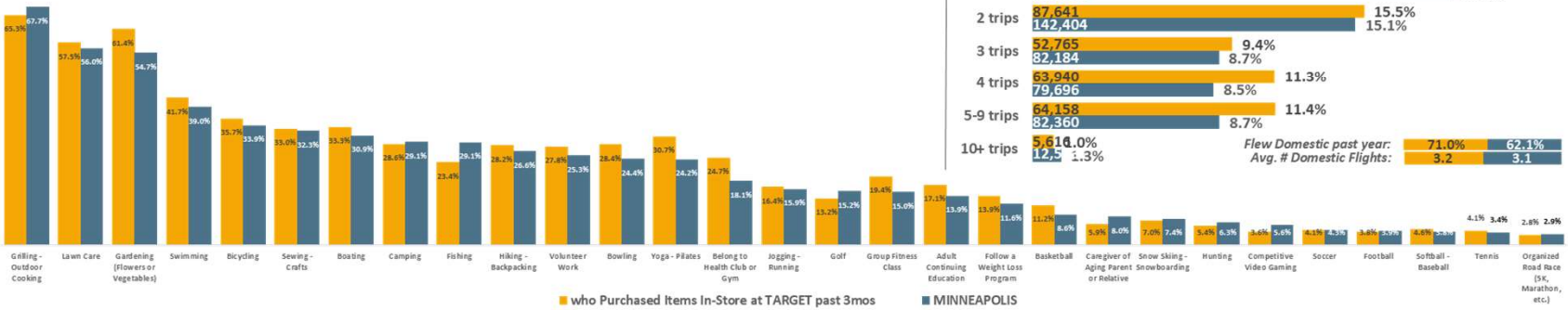
Top-20 past 30-days Online Lifestyle Activites: Women 25 - 54



Political Activity: Women 25 - 54



Top-30 past 12-months Active Lifestyle Activites: Women 25 - 54



Past 12-months Domestic Airline Trips: Women 25 - 54

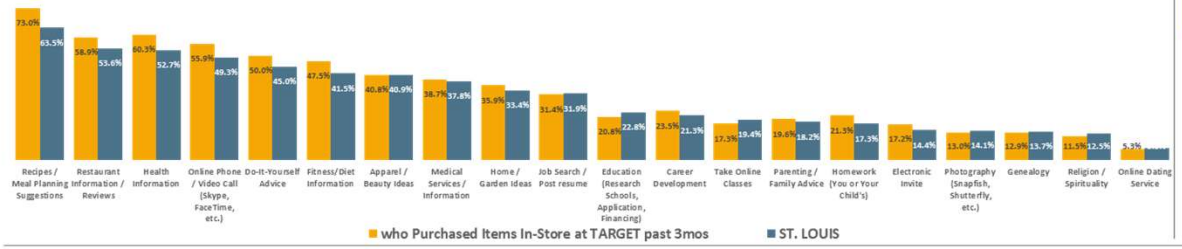
MINNEAPOLIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,113

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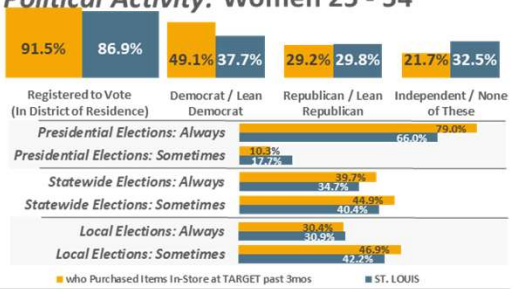
[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

44.8% or 263,655 of ST. LOUIS DMA Women 25 - 54 Purchased Items In-Store at TARGET past 3mos. Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos are 11.3% more likely to look up D-I-Y advice online, 1.8% less likely to always vote in local elections, 57.3% more likely to belong to a gym, 32.4% more likely to fly domestic past yr.

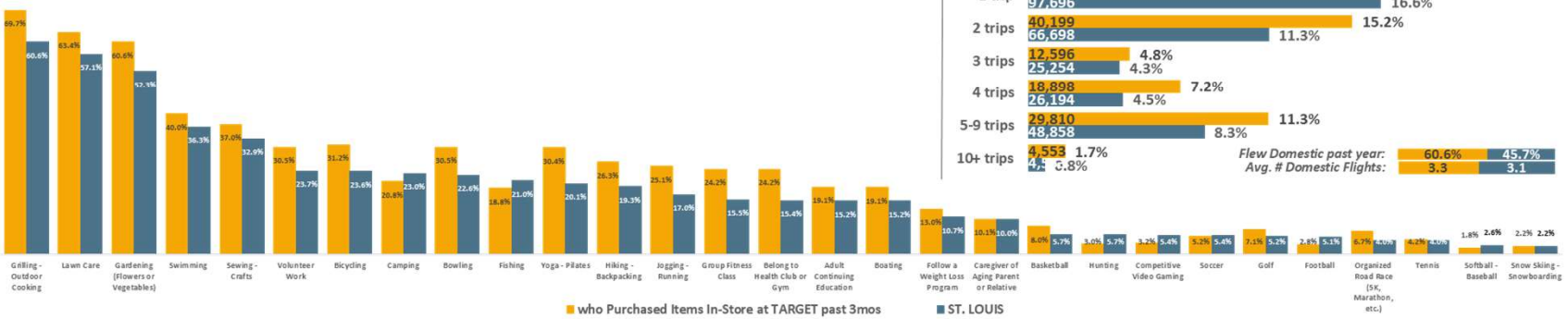
Top-20 past 30-days Online Lifestyle Activites: Women 25 - 54



Political Activity: Women 25 - 54



Top-30 past 12-months Active Lifestyle Activites: Women 25 - 54



Past 12-months Domestic Airline Trips: Women 25 - 54

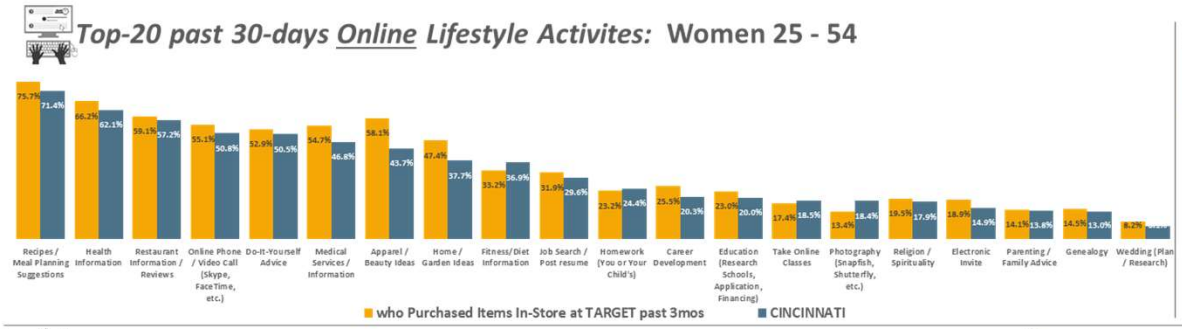
ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 794

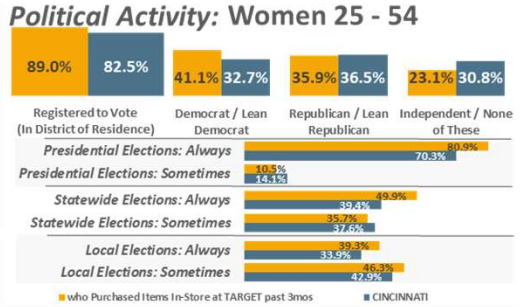
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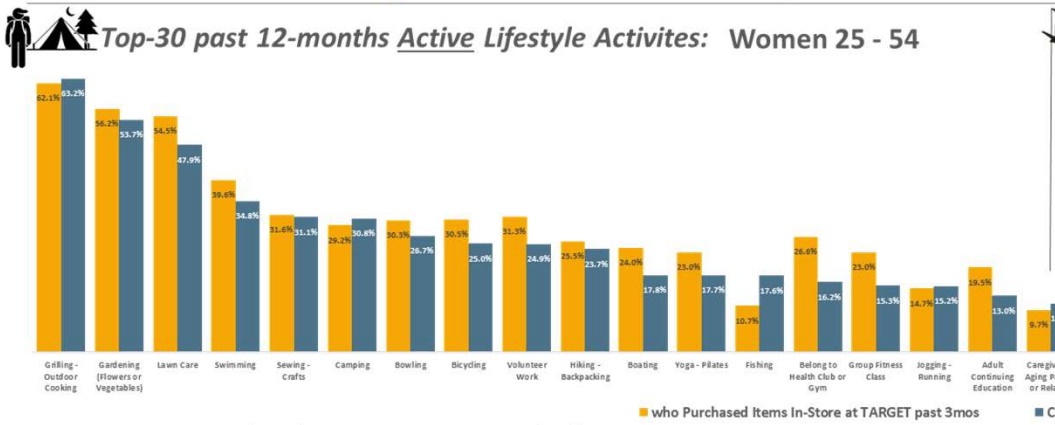
[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

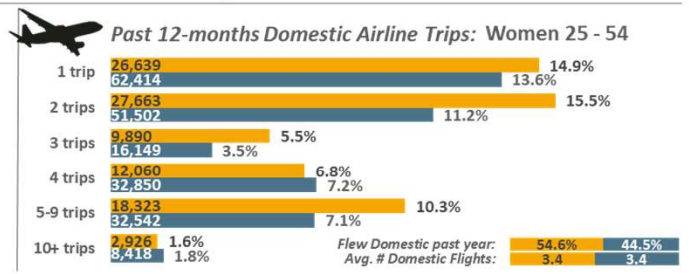


39.% or 178,468 of CINCINNATI DMA Women 25 - 54 Purchased Items In-Store at TARGET past 3mos. Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos are 4.9% more likely to look up D-I-Y advice online, 16.% more likely to always vote in local elections, 64.5% more likely to belong to a gym, 22.8% more likely to fly domestic past yr.









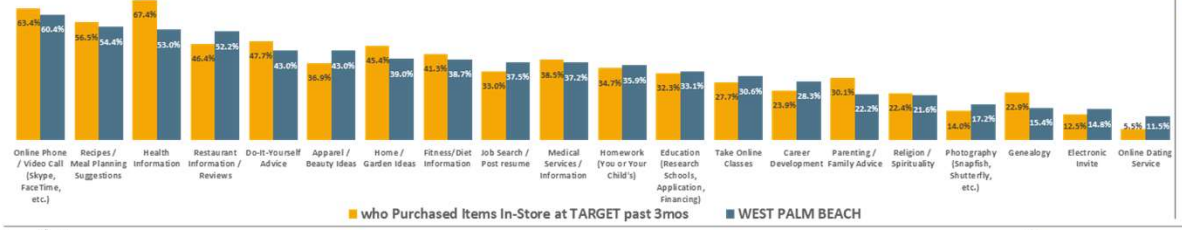
CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 602

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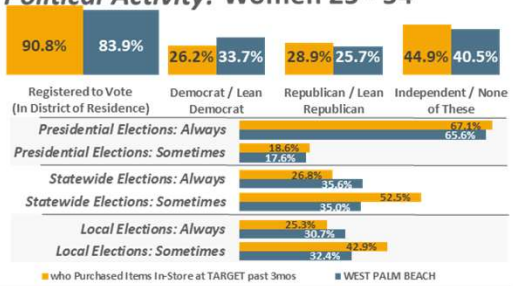
[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

34.7% or 131,914 of WEST PALM BEACH DMA Women 25 - 54 Purchased Items In-Store at TARGET past 3mos. Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos are 10.8% more likely to look up D-I-Y advice online, 17.6% less likely to always vote in local elections, 42.9% more likely to belong to a gym, 10.9% more likely to fly domestic past yr.

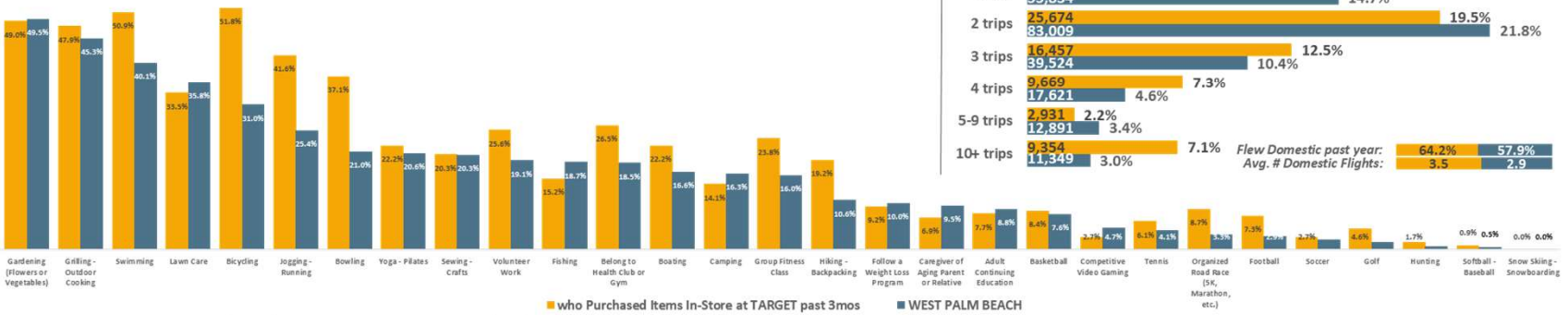
Top-20 past 30-days Online Lifestyle Activites: Women 25 - 54



Political Activity: Women 25 - 54



Top-30 past 12-months Active Lifestyle Activites: Women 25 - 54



Past 12-months Domestic Airline Trips: Women 25 - 54

WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 734

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[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

USA

45.9% or 29,781,207 of USA Women 25 - 54 Purchased Items In-Store at TARGET past 3mos.
Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos are 3.9% more likely to use QSRs past mo., 12.5% more likely to use Sit-Down Restaurants past mo., .9% less likely to use Casinos past yr., 41.% less likely to smoke cigarettes.

Past 30-days QSR Users: Women 25 - 54



Total Monthly QSR Users: 95.1% 28,316,815 | 91.5% 59,368,920

Avg. Monthly QSR Meals: 7.4 | 6.7

Past 30-days Sit-Down Restaurant Users: Women 25 - 54



Total Monthly Sit-Down Restaurant Users: 84.2% 25,071,921 | 74.8% 48,526,419

Avg. Monthly Sit-Down Restaurant Meals: 4.1 | 4.0

Top-10 Cuisines: Women 25 - 54

(Sit-Down Restaurants Used Past 30-days)



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

who Purchased Items In-Store at TARGET past 3mos 8,793,475 29.5%

USA 27.4%

Drank Past 30-days: Women 25 - 54



Past 12 months Casino Activities: Women 25 - 54



Used Past 30-days: Women 25 - 54



USA USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 8,744

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USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,097

[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]



59.9% or 563,903 of MINNEAPOLIS DMA Women 25 - 54 Purchased Items In-Store at TARGET past 3mos. Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos are 2.8% more likely to use QSRs past mo., 8.6% more likely to use Sit-Down Restaurants past mo., 5.5% more likely to use Casinos past yr., 82.2% less likely to smoke cigarettes.

Past 30-days QSR Users: Women 25 - 54



Total Monthly QSR Users:

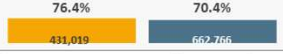


Avg. Monthly QSR Meals:

Past 30-days Sit-Down Restaurant Users: Women 25 - 54



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Women 25 - 54

(Sit-Down Restaurants Used Past 30-days)



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

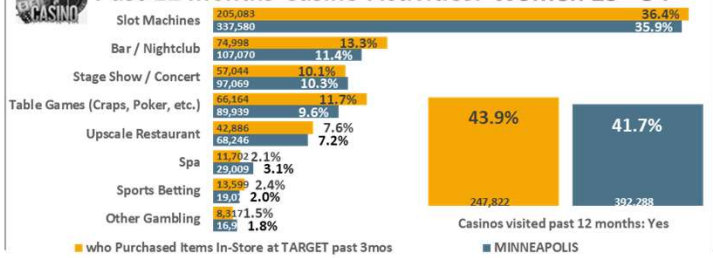


Drank Past 30-days: Women 25 - 54



Past 12 months Casino Activities: Women 25 - 54





Used Past 30-days: Women 25 - 54



MINNEAPOLIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,113

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[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]



44.8% or 263,655 of ST. LOUIS DMA Women 25 - 54 Purchased Items In-Store at TARGET past 3mos. Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos are 1.8% more likely to use QSRs past mo., 9.% more likely to use Sit-Down Restaurants past mo., 4.3% less likely to use Casinos past yr., 84.5% less likely to smoke cigarettes.

Past 30-days QSR Users: Women 25 - 54



Total Monthly QSR Users:



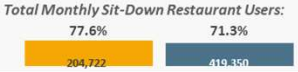
Avg. Monthly QSR Meals:



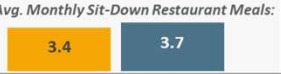
Past 30-days Sit-Down Restaurant Users: Women 25 - 54



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Women 25 - 54

(Sit-Down Restaurants Used Past 30-days)



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

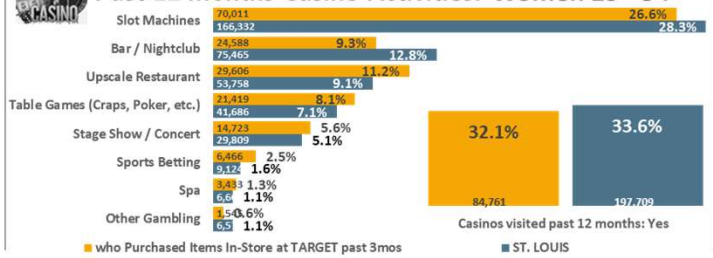


Drank Past 30-days: Women 25 - 54



Past 12 months Casino Activities: Women 25 - 54





Used Past 30-days: Women 25 - 54



ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 794

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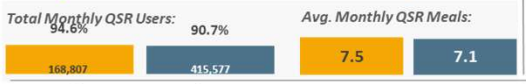
[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]



39.% or 178,468 of CINCINNATI DMA Women 25 - 54 Purchased Items In-Store at TARGET past 3mos. Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos are 4.3% more likely to use QSRs past mo., 12.4% more likely to use Sit-Down Restaurants past mo., 9.7% less likely to use Casinos past yr., 78.9% less likely to smoke cigarettes.

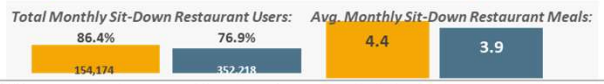
Past 30-days QSR Users: Women 25 - 54





Past 30-days Sit-Down Restaurant Users: Women 25 - 54





Top-10 Cuisines: Women 25 - 54

(Sit-Down Restaurants Used Past 30-days)





Drank Past 30-days: Women 25 - 54



Past 12 months Casino Activities: Women 25 - 54



Used Past 30-days: Women 25 - 54



CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 602

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[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]



34.7% or 131,914 of WEST PALM BEACH DMA Women 25 - 54 Purchased Items In-Store at TARGET past 3mos. Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos are 1.5% more likely to use QSRs past mo., 27.2% more likely to use Sit-Down Restaurants past mo., 3.2% less likely to use Casinos past yr., 92.5% less likely to smoke cigarettes.

Past 30-days QSR Users: Women 25 - 54



Total Monthly QSR Users: 92.9% 122,488 | 91.5% 348,116

Avg. Monthly QSR Meals: 7.6 | 6.3

Past 30-days Sit-Down Restaurant Users: Women 25 - 54



Total Monthly Sit-Down Restaurant Users: 91.8% 121,104 | 72.2% 274,593

Avg. Monthly Sit-Down Restaurant Meals: 5.2 | 4.2

Top-10 Cuisines: Women 25 - 54

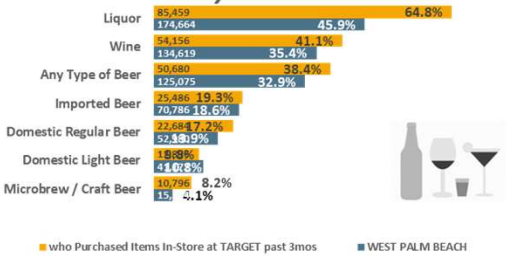
(Sit-Down Restaurants Used Past 30-days)



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

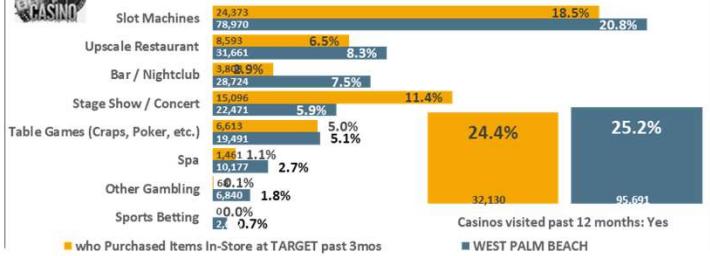
who Purchased Items In-Store at TARGET past 3mos	49,323	37.4%
WEST PALM BEACH	101,342	26.6%

Drank Past 30-days: Women 25 - 54



Past 12 months Casino Activities: Women 25 - 54





Used Past 30-days: Women 25 - 54



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 734

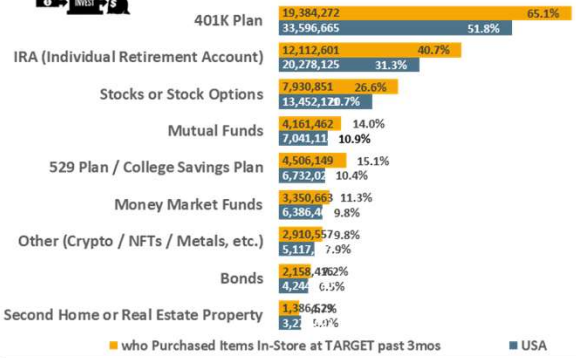
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[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

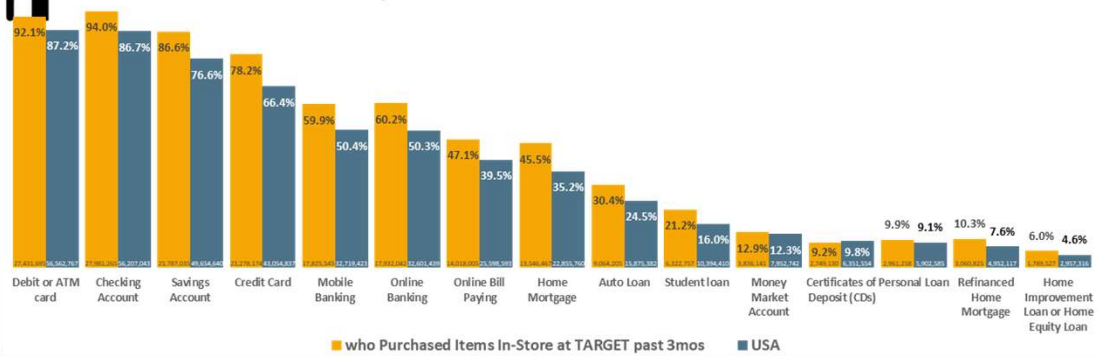
USA

45.9% or 29,781,207 of USA Women 25 - 54 Purchased Items In-Store at TARGET past 3mos.
Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos are 25.7% more likely to have a 401K, 24.4% more likely to have an Auto Loan, 22.6% more likely to Invest/Trade Stocks Online, .7% more likely to pay with their Debit Card.

Investments Owned: Women 25 - 54



Financial Services Has and/or Uses: Women 25 - 54

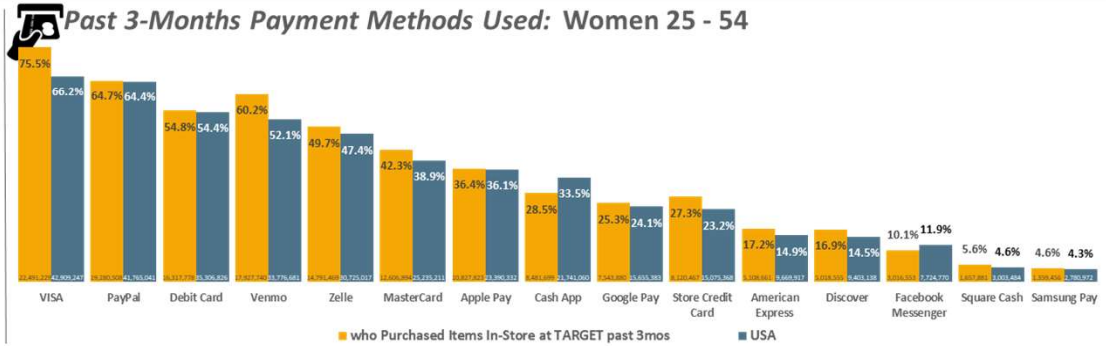


Professional Services Used:* Women 25 - 54



*(*Past 12 Months)*

Past 3-Months Payment Methods Used: Women 25 - 54



USA USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 8,744

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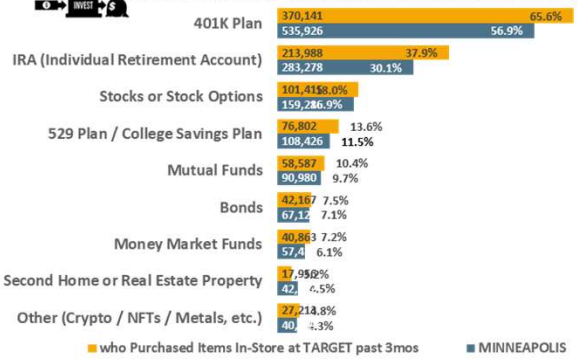
USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,097

[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

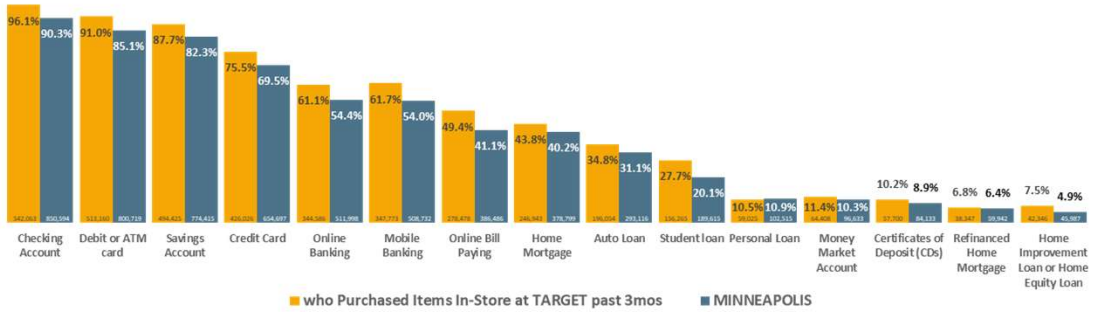


59.9% or 563,903 of MINNEAPOLIS DMA Women 25 - 54 Purchased Items In-Store at TARGET past 3mos. Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos are 15.3% more likely to have a 401K, 11.7% more likely to have an Auto Loan, .1% more likely to Invest/Trade Stocks Online, .9% less likely to pay with their Debit Card.

Investments Owned: Women 25 - 54



Financial Services Has and/or Uses: Women 25 - 54



Professional Services Used:* Women 25 - 54



Past 3-Months Payment Methods Used: Women 25 - 54



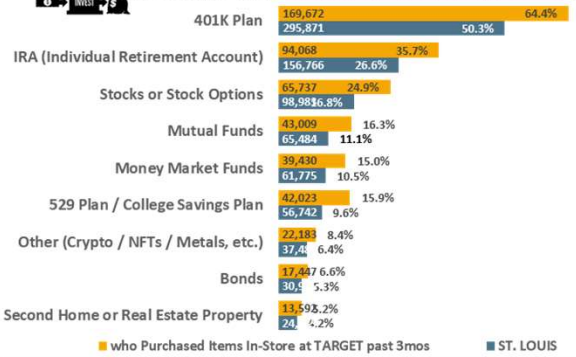
MINNEAPOLIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,113

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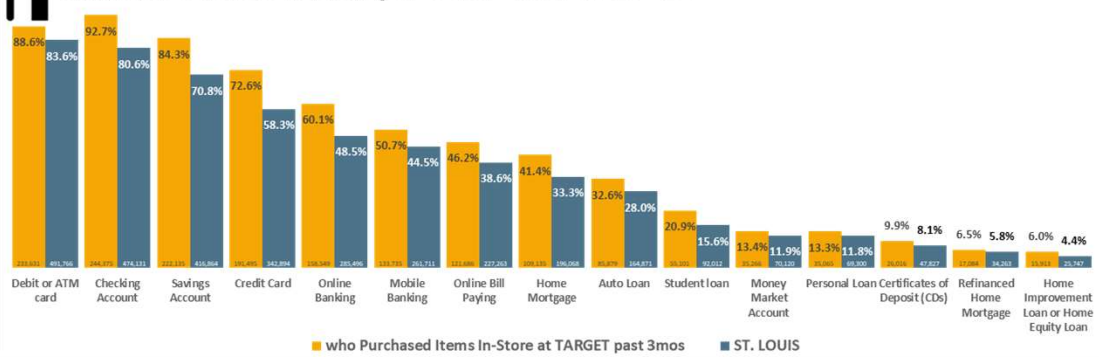
[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

44.8% or 263,655 of ST. LOUIS DMA Women 25 - 54 Purchased Items In-Store at TARGET past 3mos. Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos are 28.% more likely to have a 401K, 16.3% more likely to have an Auto Loan, 69.6% more likely to Invest/Trade Stocks Online, 3.1% less likely to pay with their Debit Card.

Investments Owned: Women 25 - 54



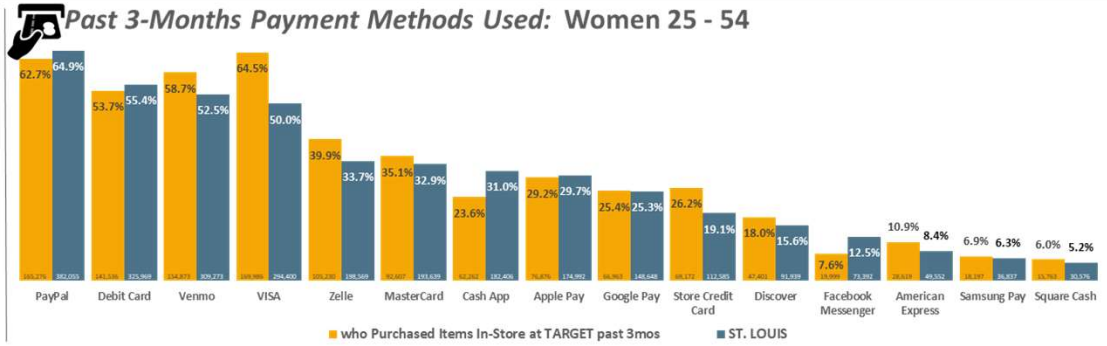
Financial Services Has and/or Uses: Women 25 - 54



Professional Services Used:* Women 25 - 54



Past 3-Months Payment Methods Used: Women 25 - 54



ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 794

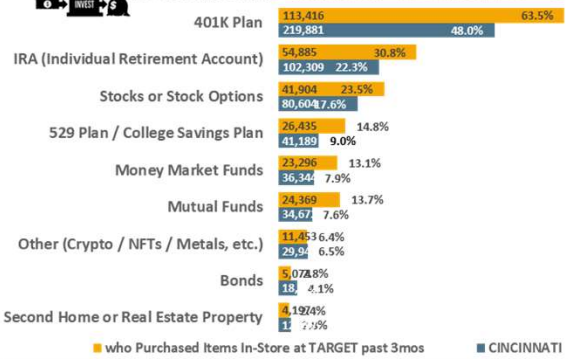
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[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

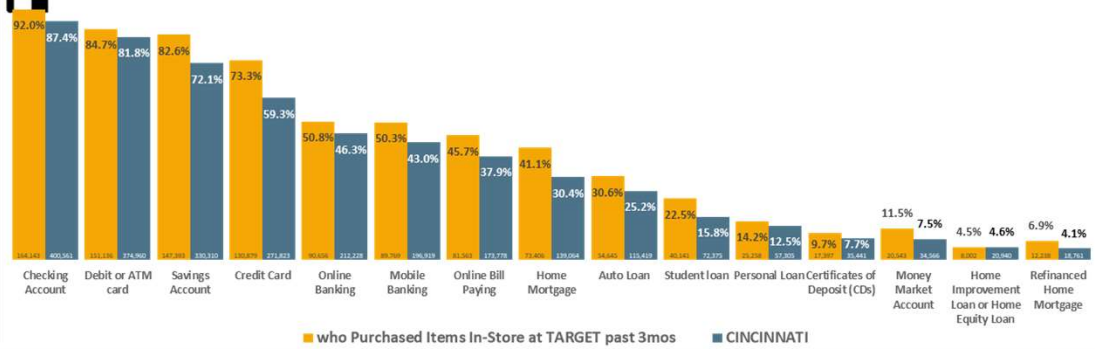
CIN

39.% or 178,468 of CINCINNATI DMA Women 25 - 54 Purchased Items In-Store at TARGET past 3mos. Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos are 32.4% more likely to have a 401K, 21.6% more likely to have an Auto Loan, 29.8% more likely to Invest/Trade Stocks Online, 20.1% less likely to pay with their Debit Card.

Investments Owned: Women 25 - 54



Financial Services Has and/or Uses: Women 25 - 54

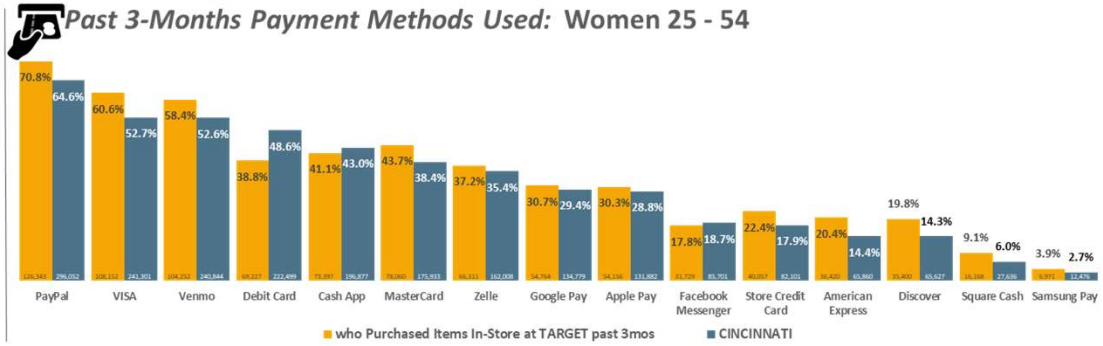


Professional Services Used:* Women 25 - 54



*(*Past 12 Months)*

Past 3-Months Payment Methods Used: Women 25 - 54



CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 602

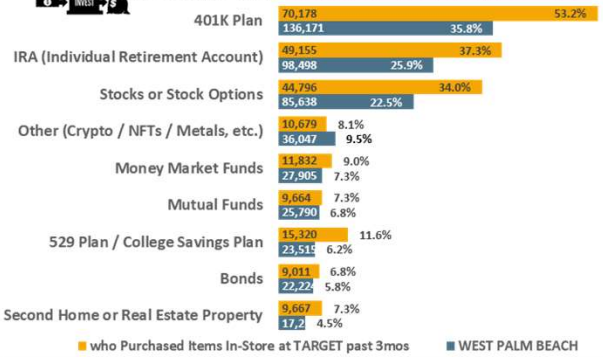
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[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

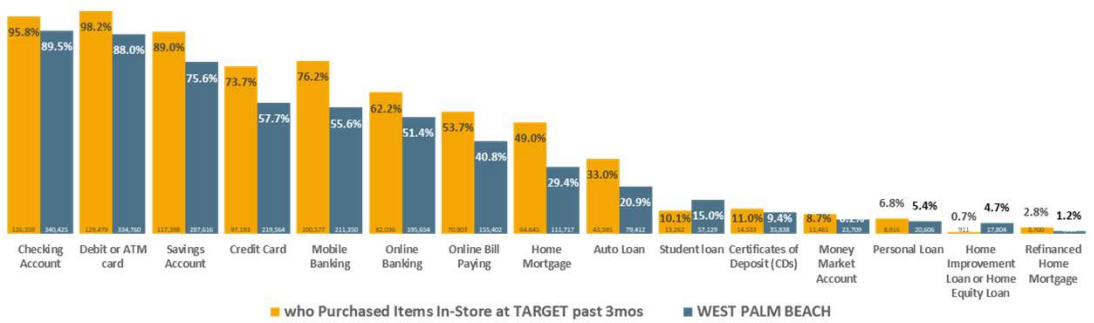
WPB

34.7% or 131,914 of WEST PALM BEACH DMA Women 25 - 54 Purchased Items In-Store at TARGET past 3mos. Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos are 48.6% more likely to have a 401K, 58.3% more likely to have an Auto Loan, 79.% more likely to Invest/Trade Stocks Online, 4.3% more likely to pay with their Debit Card.

Investments Owned: Women 25 - 54



Financial Services Has and/or Uses: Women 25 - 54

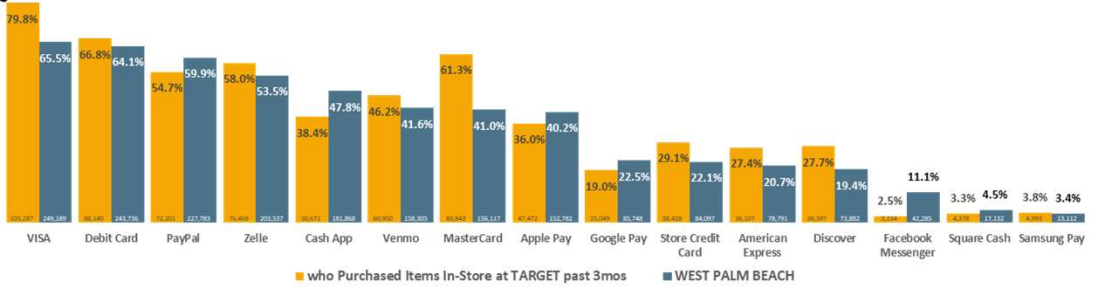


Professional Services Used:* Women 25 - 54



*(*Past 12 Months)*

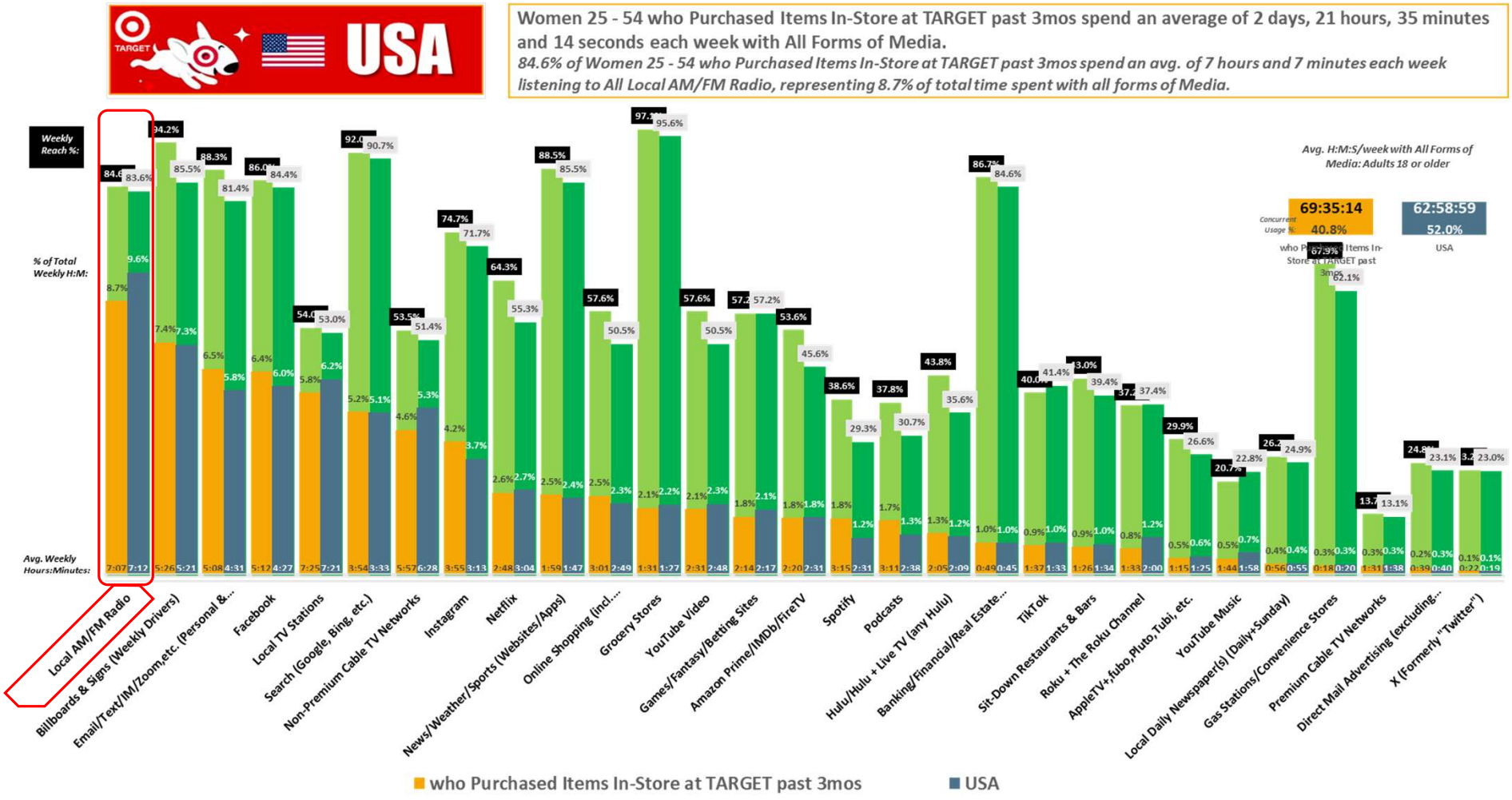
Past 3-Months Payment Methods Used: Women 25 - 54



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 734

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[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]



USA USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 8,744 USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,097

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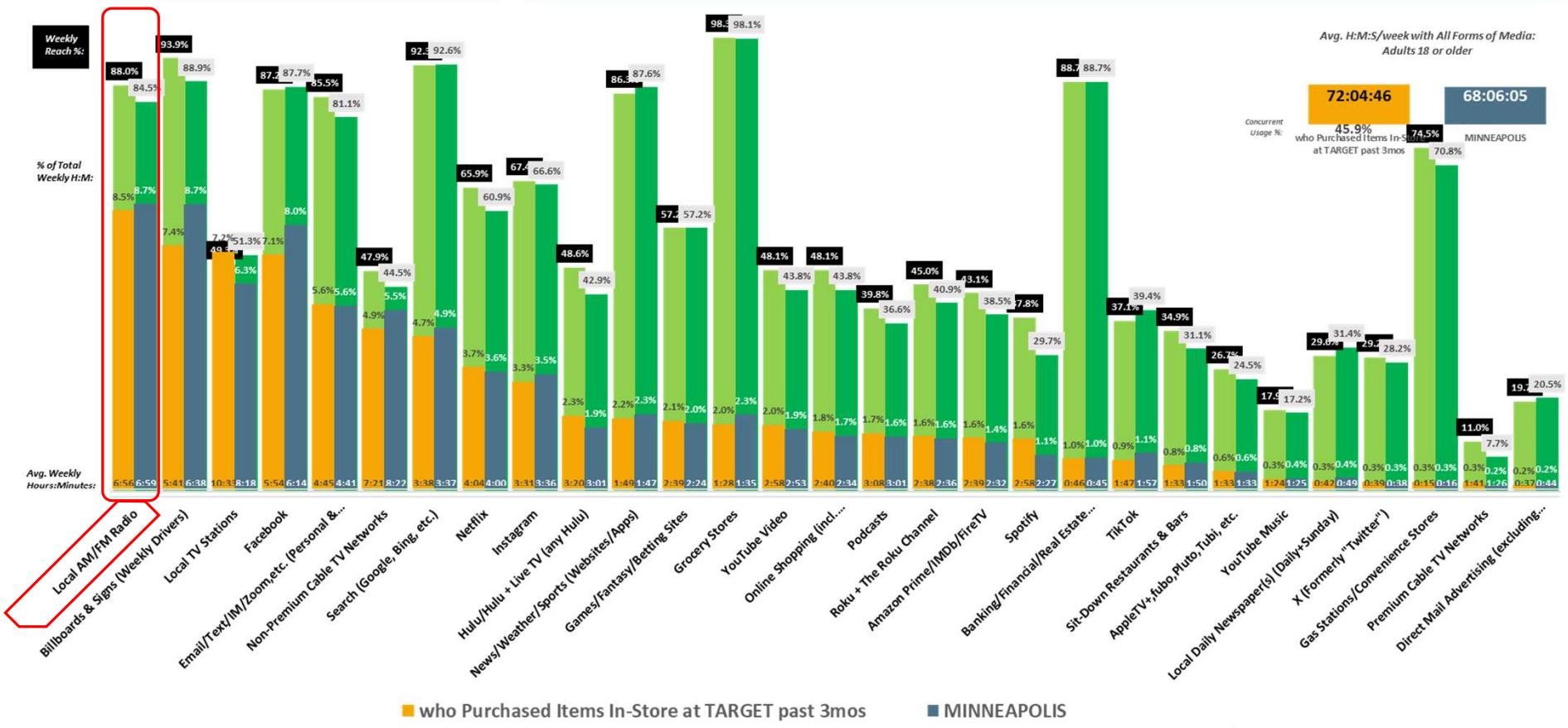
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[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

MSP

Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos spend an average of 3 days, 0 hours, 4 minutes and 46 seconds each week with All Forms of Media.

88.% of Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos spend an avg. of 6 hours and 56 minutes each week listening to All Local AM/FM Radio, representing 8.5% of total time spent with all forms of Media.



MINNEAPOLIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,113 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,862

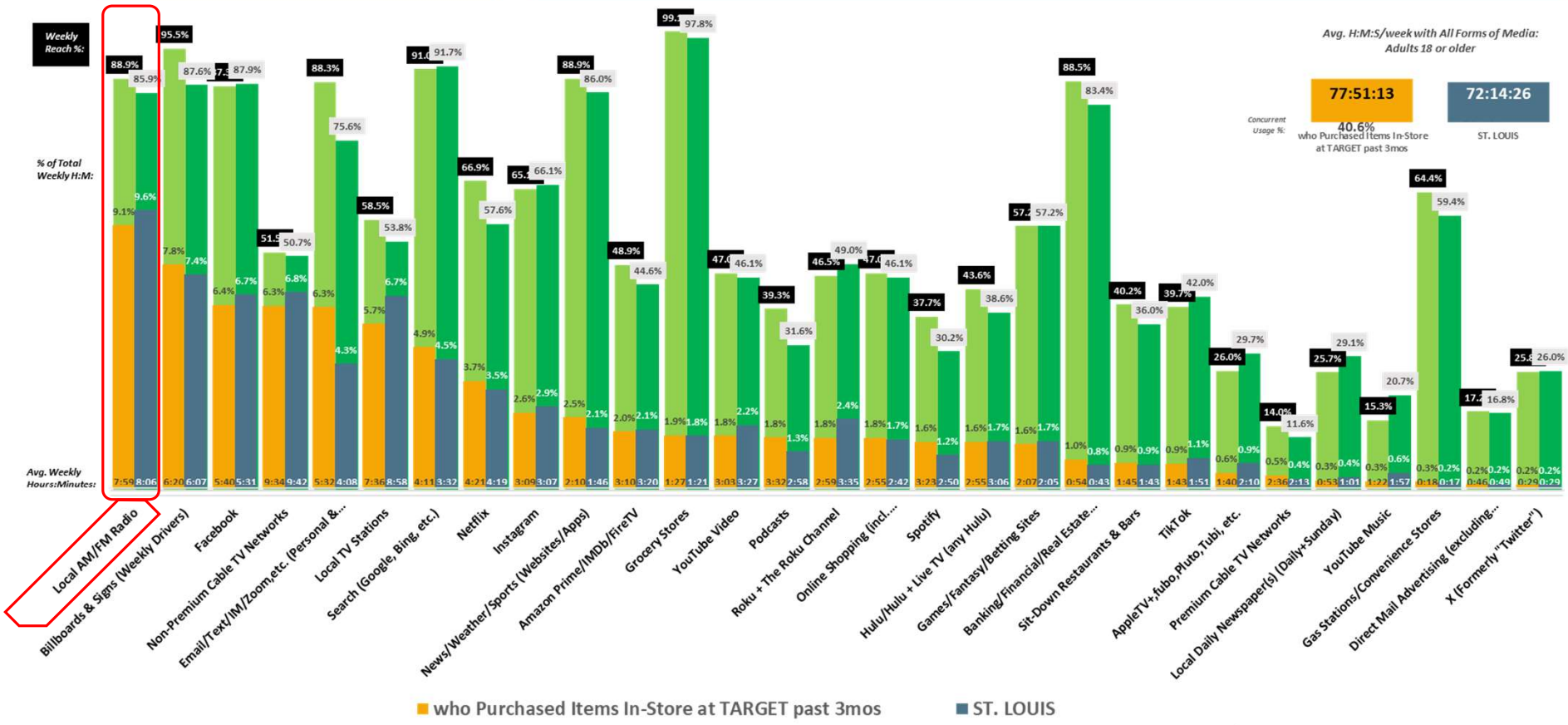
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[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos spend an average of 3 days, 5 hours, 51 minutes and 13 seconds each week with All Forms of Media.

88.9% of Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos spend an avg. of 7 hours and 59 minutes each week listening to All Local AM/FM Radio, representing 9.1% of total time spent with all forms of Media.

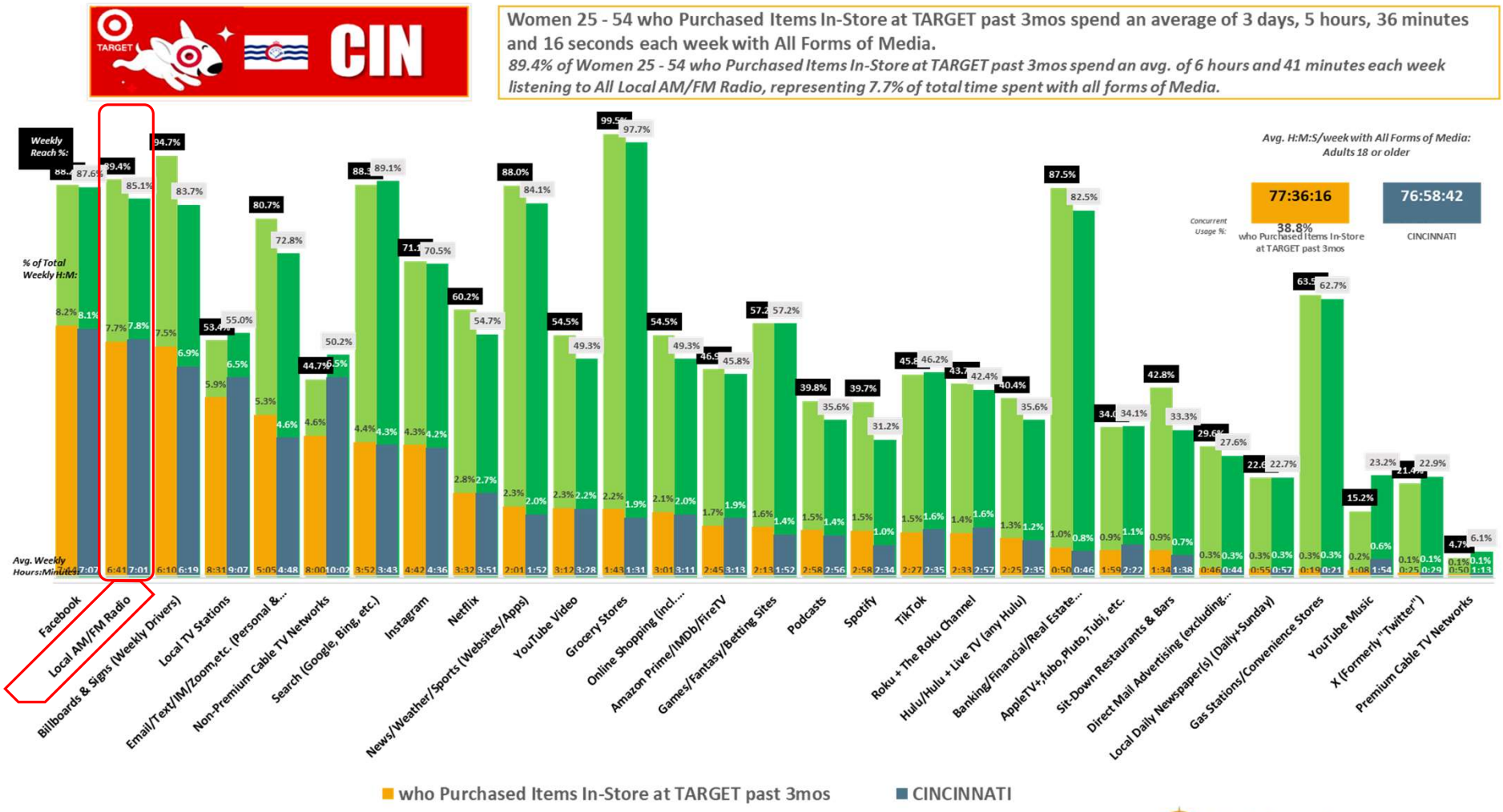


ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 794 ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,933

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[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

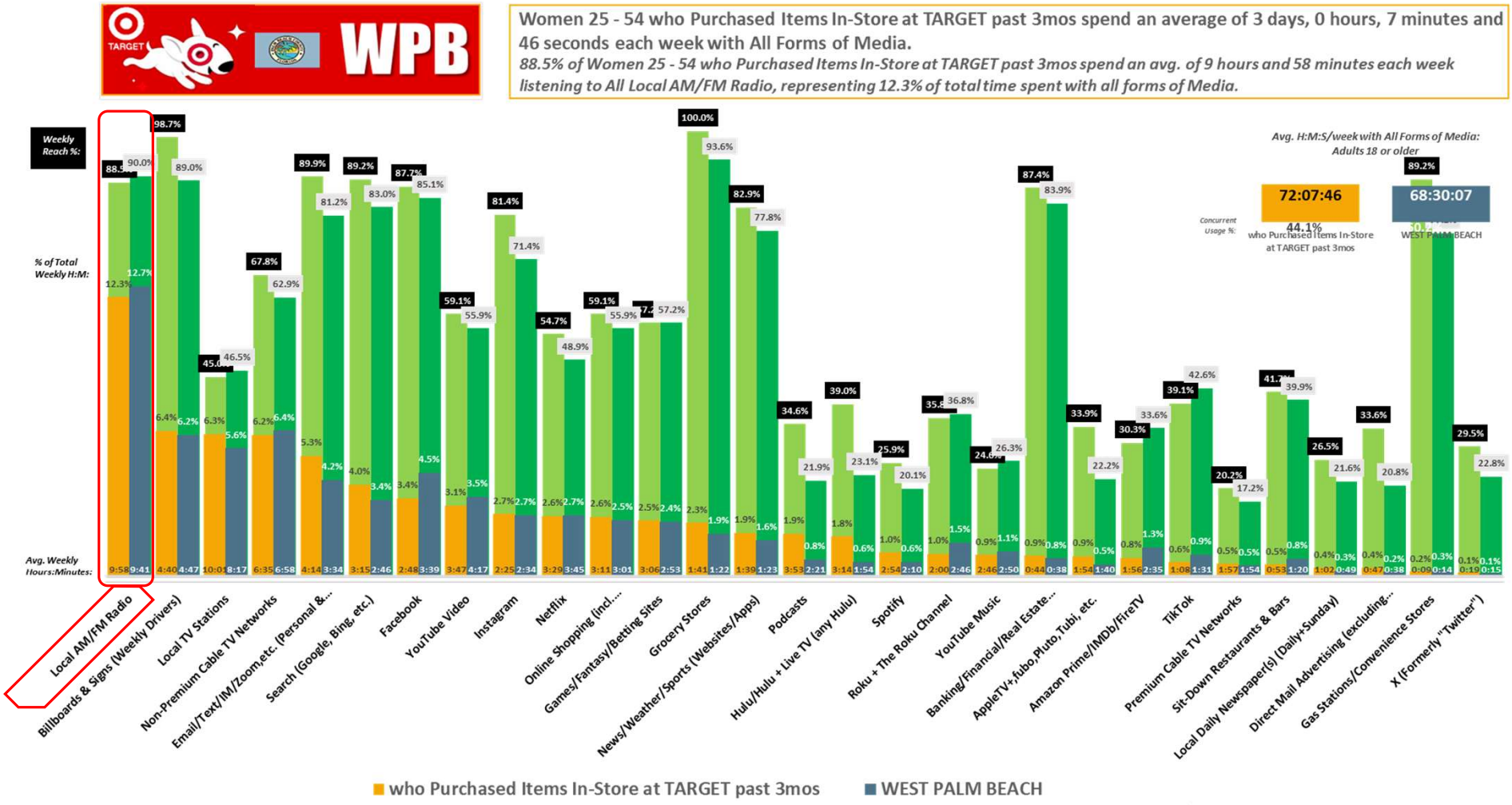


CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 602 CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,879

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[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

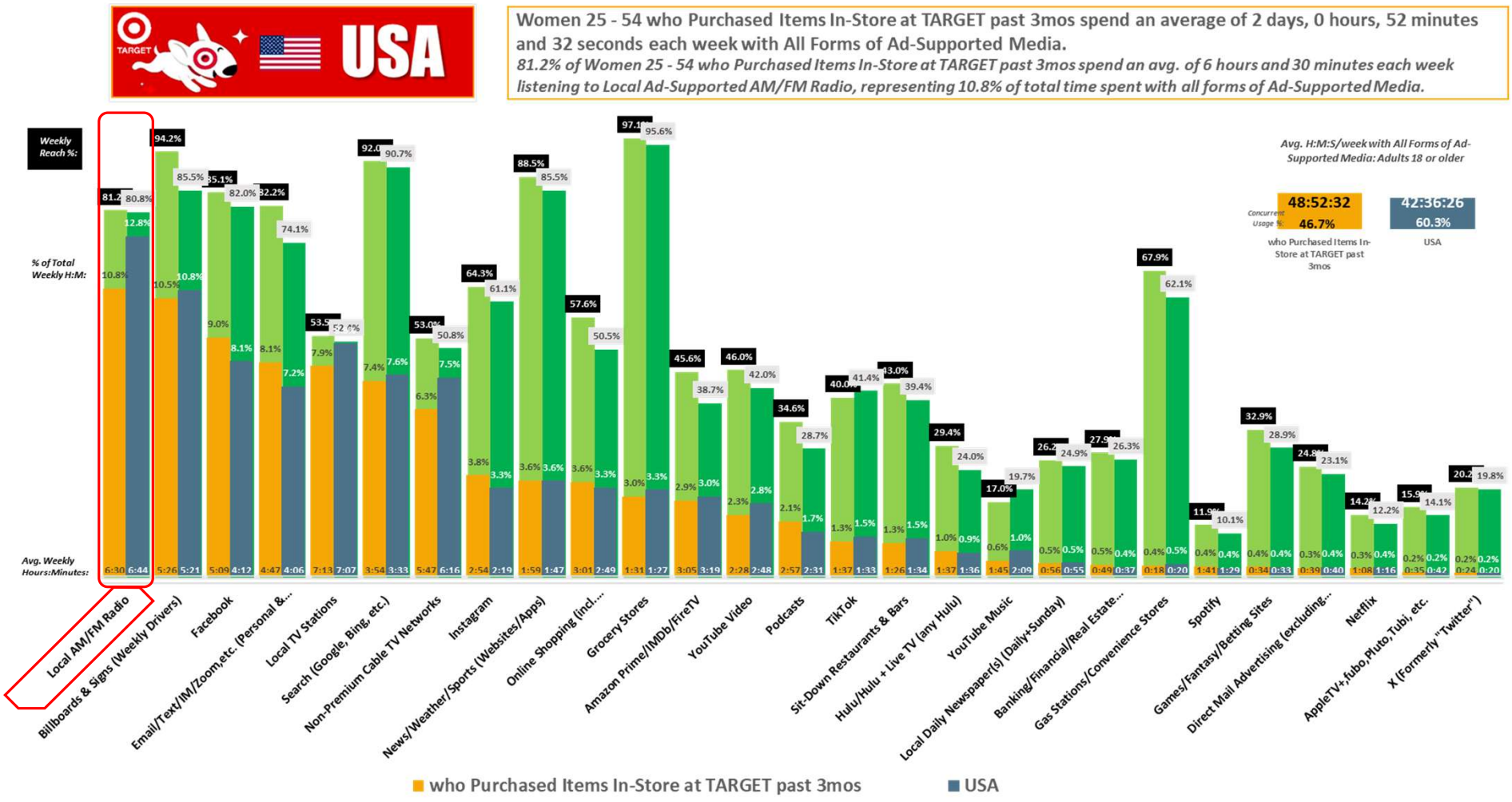


WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 734 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 2,464

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[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

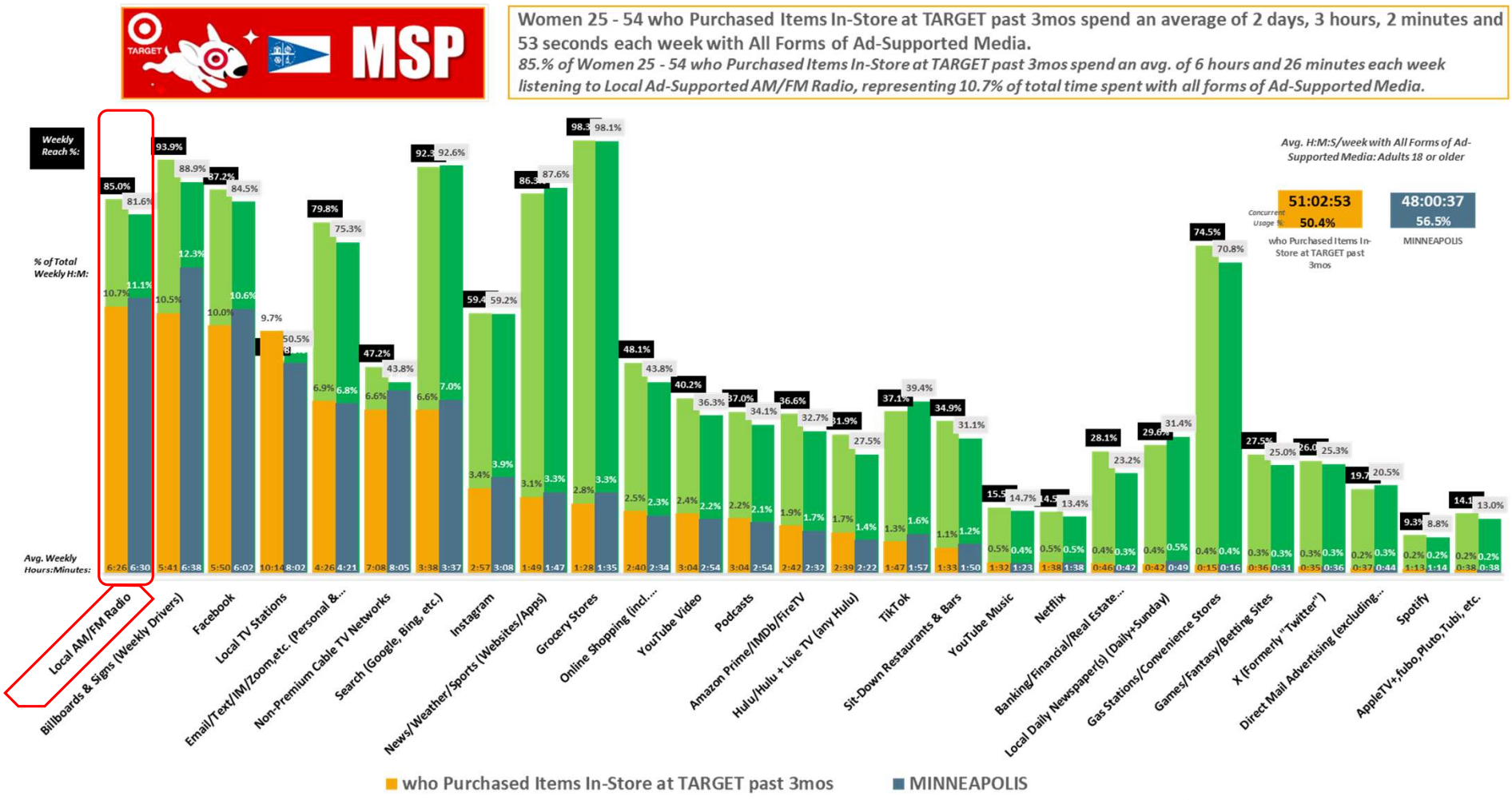


USA USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 8,744 USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,097

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[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

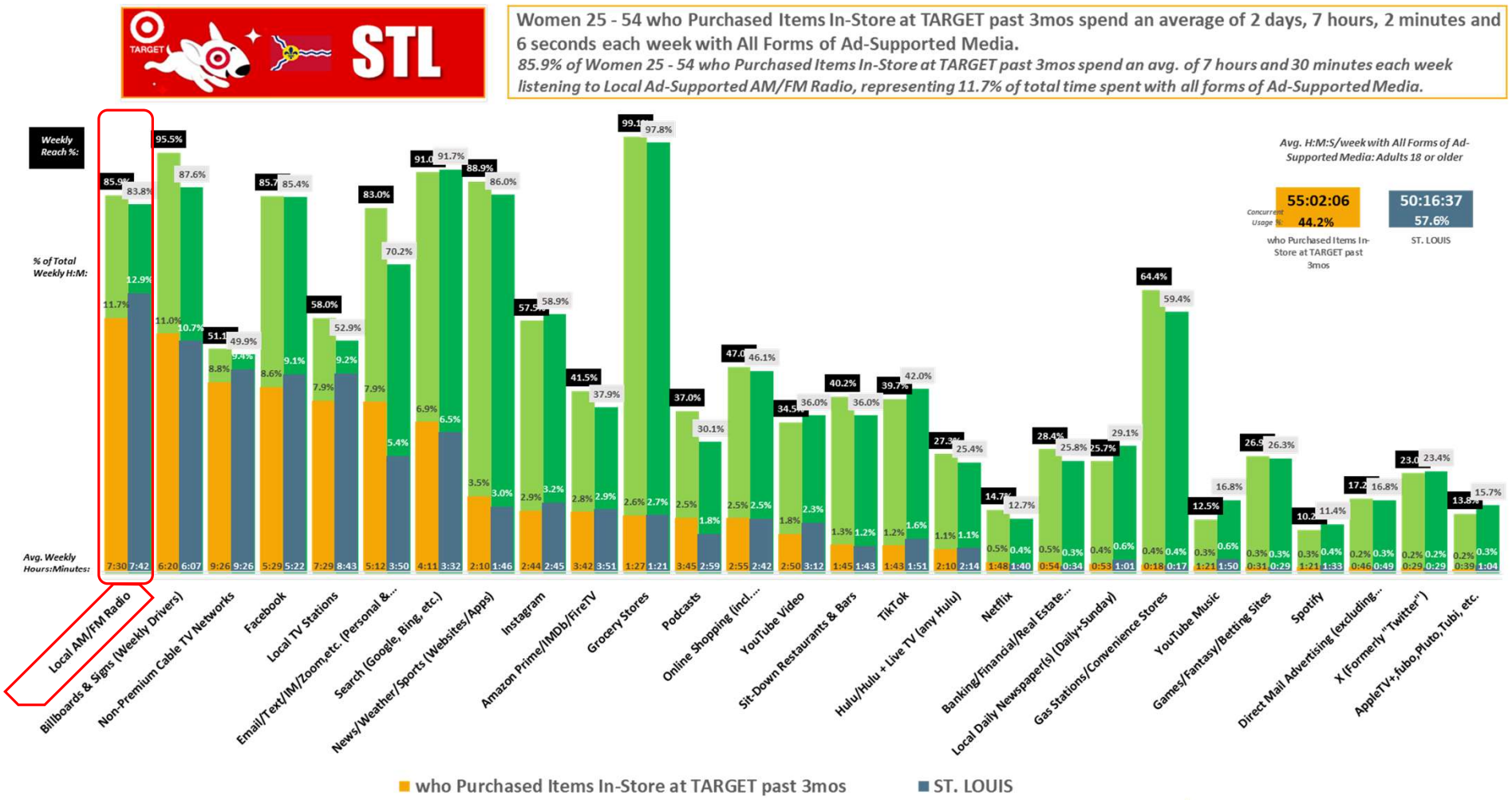


MINNEAPOLIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,113 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,862

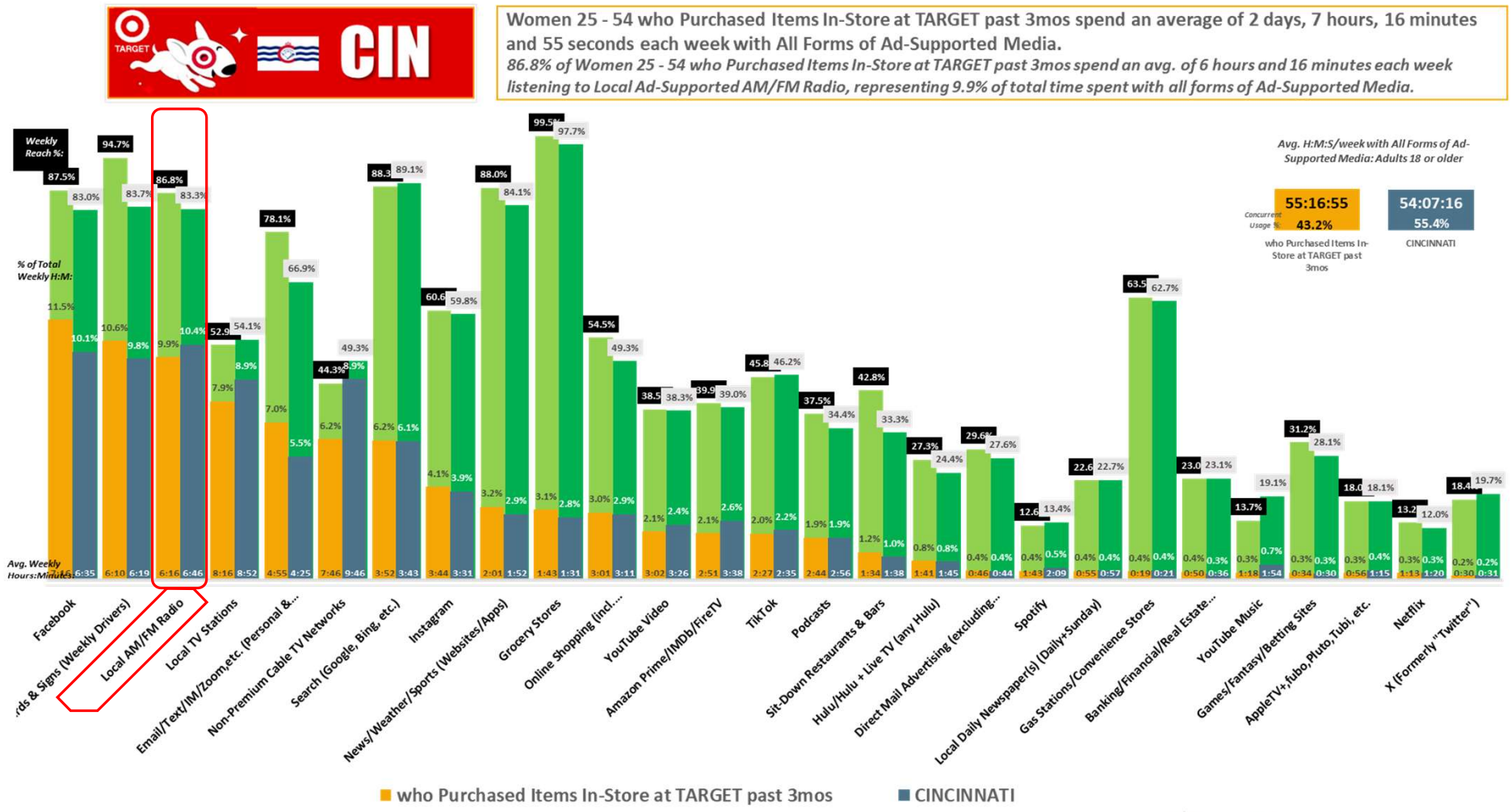
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[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]



[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

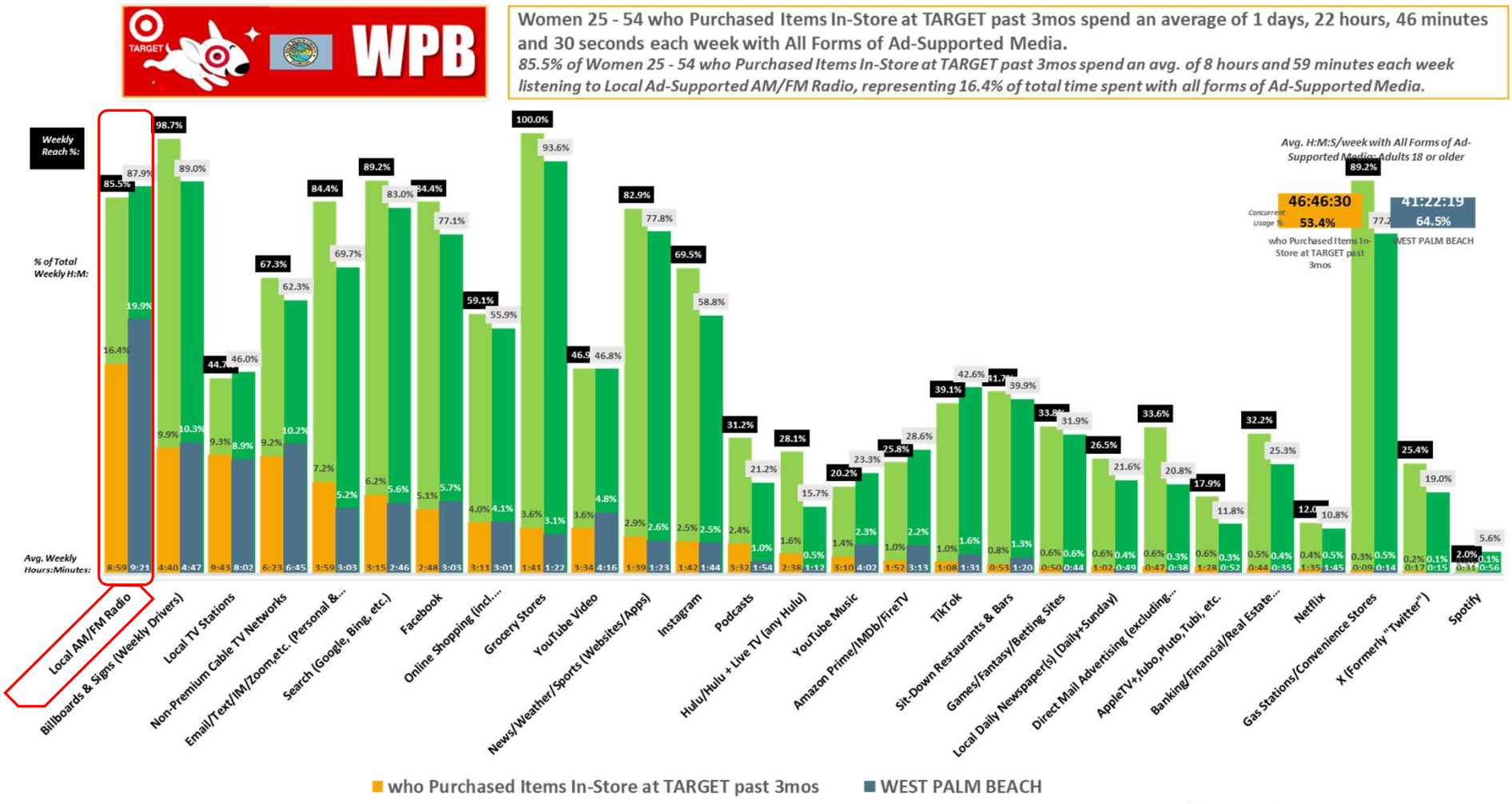


CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 602 CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,879

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[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 734 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 2,464

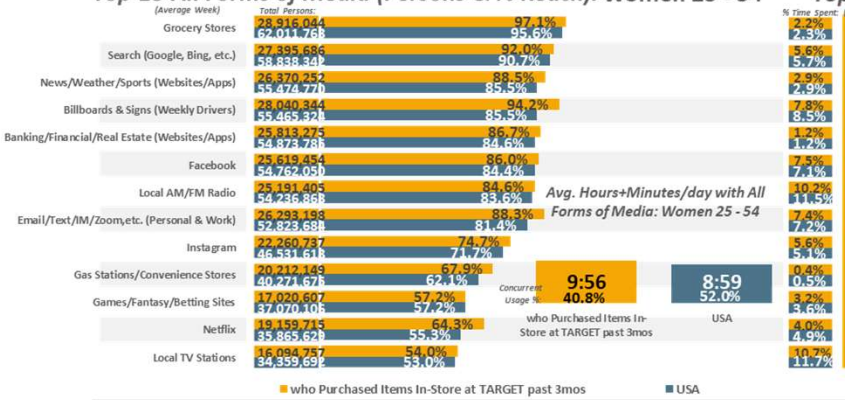
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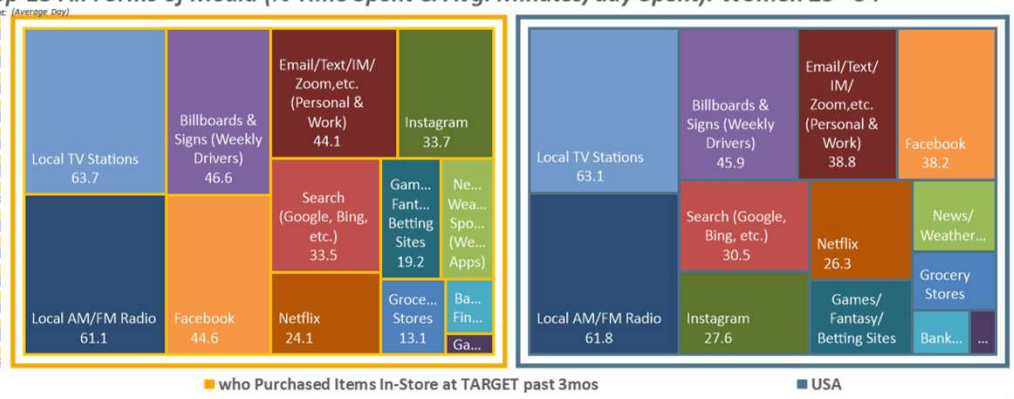
[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos spend an average of 6 hours and 58 minutes each day with All Forms of Ad-Supported Media. 81.2% listen to Local AM/FM Radio for an avg. of 55.8 minutes/day. *(Local Radio delivers 10.8% of Time with Ad-Supported Media.)*

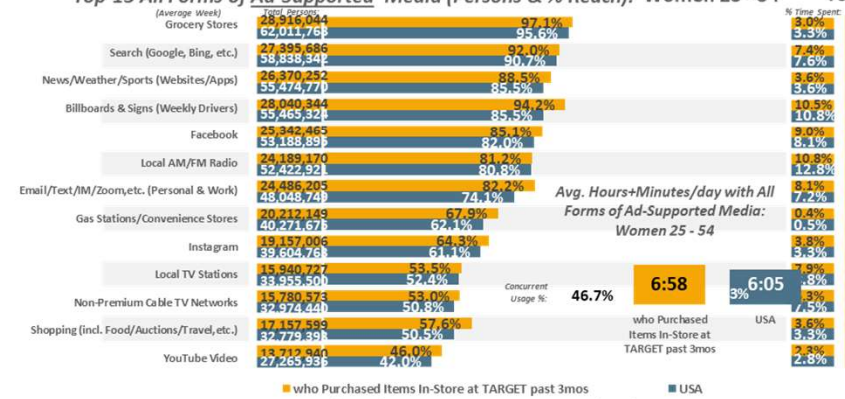
Top-13 All Forms of Media (Persons & % Reach): Women 25 - 54



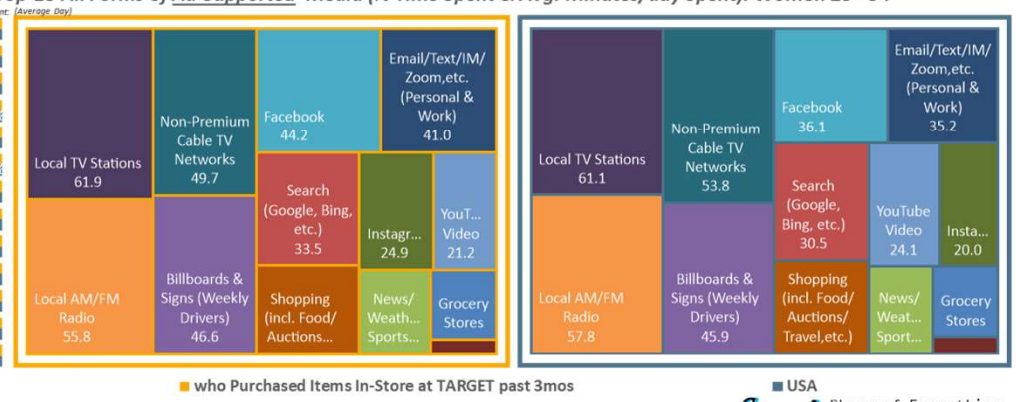
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Women 25 - 54



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



USA USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 8,744

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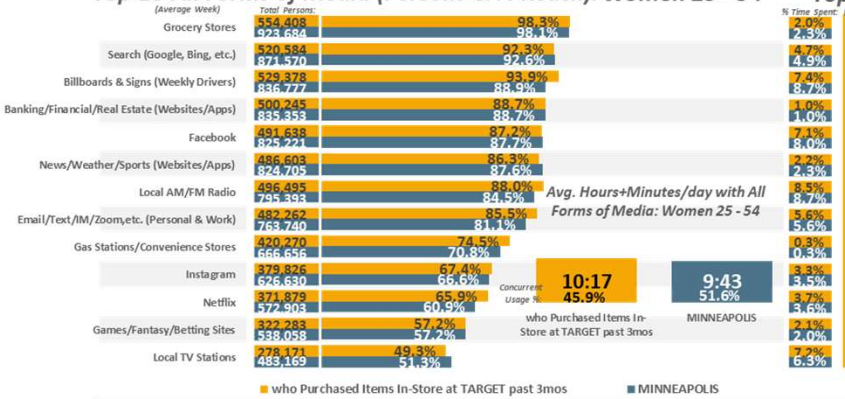
USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,097

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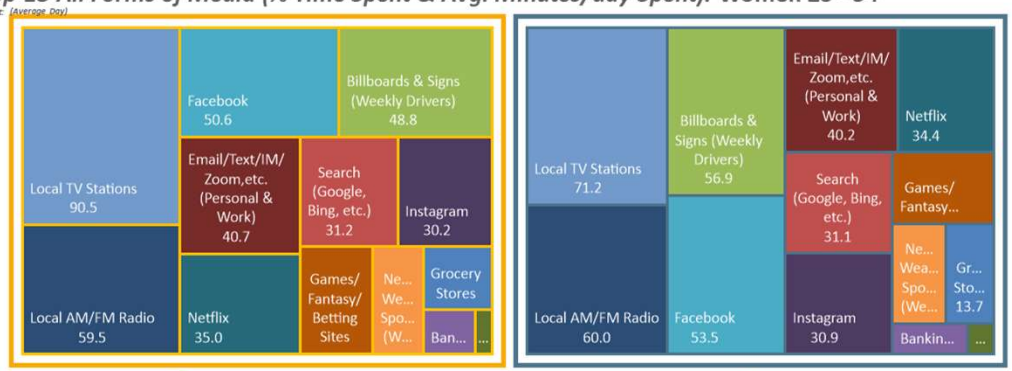
[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos spend an average of 7 hours and 17 minutes each day with All Forms of Ad-Supported Media. 85.5% listen to Local AM/FM Radio for an avg. of 55.2 minutes/day. *(Local Radio delivers 10.7% of Time with Ad-Supported Media.)*

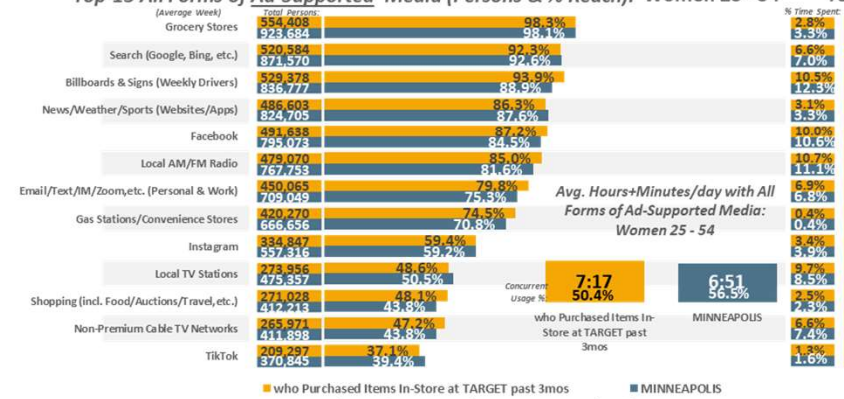
Top-13 All Forms of Media (Persons & % Reach): Women 25 - 54



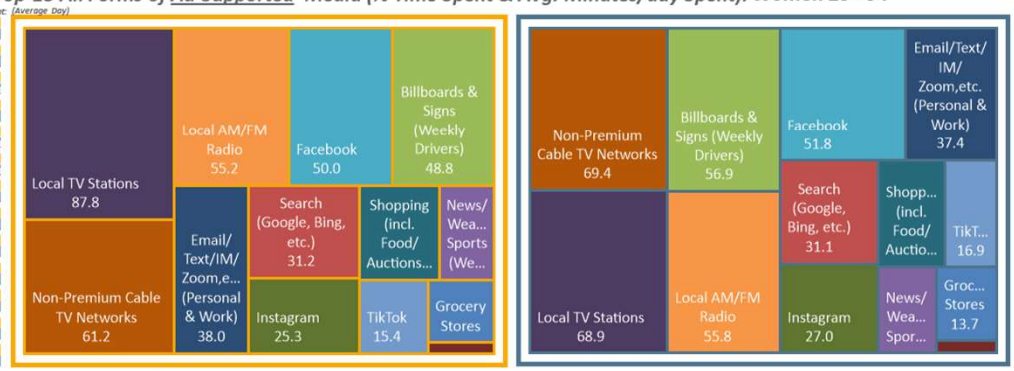
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Women 25 - 54



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



MINNEAPOLIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,113

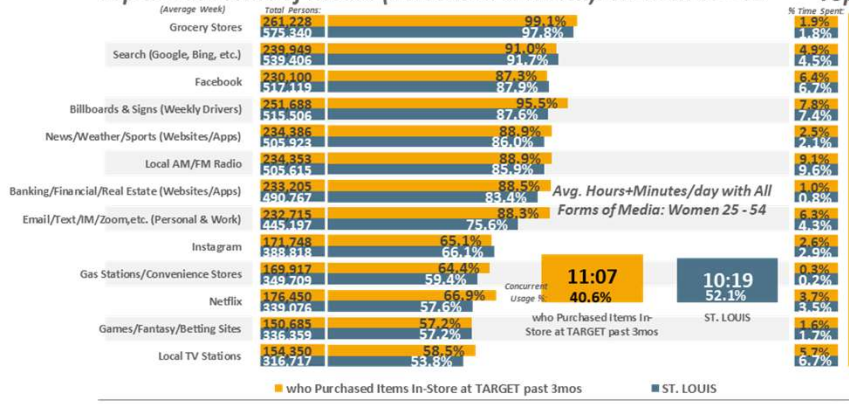
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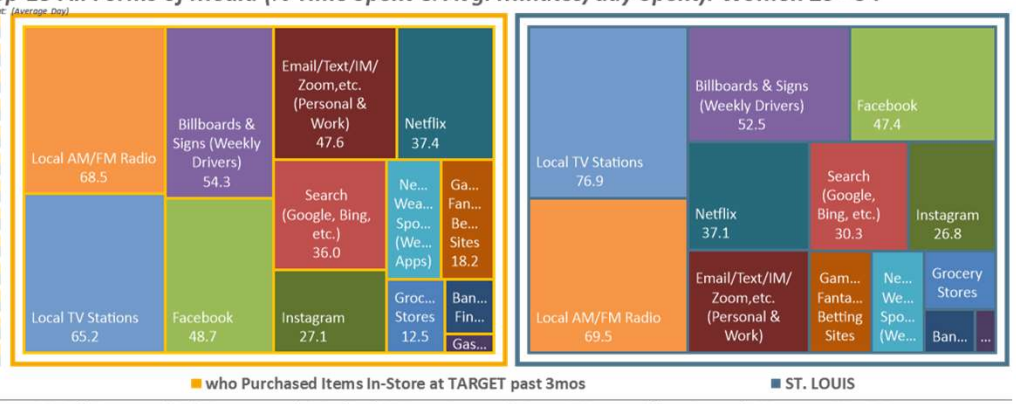
[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos spend an average of 7 hours and 51 minutes each day with All Forms of Ad-Supported Media. 85.9% listen to Local AM/FM Radio for an avg. of 64.4 minutes/day. *(Local Radio delivers 11.7% of Time with Ad-Supported Media.)*

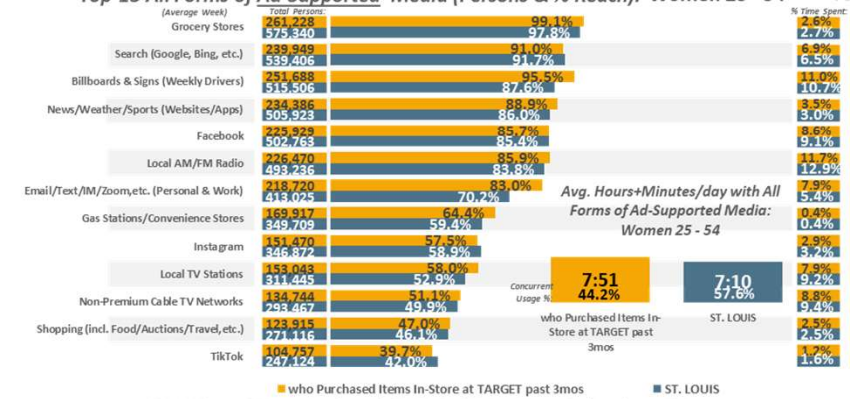
Top-13 All Forms of Media (Persons & % Reach): Women 25 - 54



Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Women 25 - 54



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 794

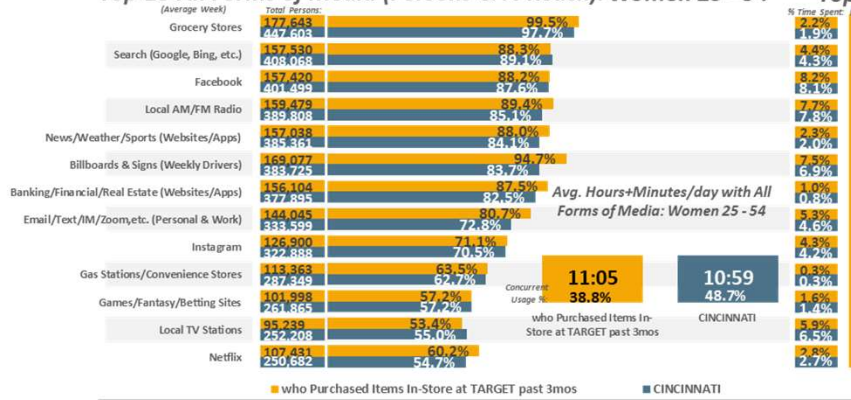
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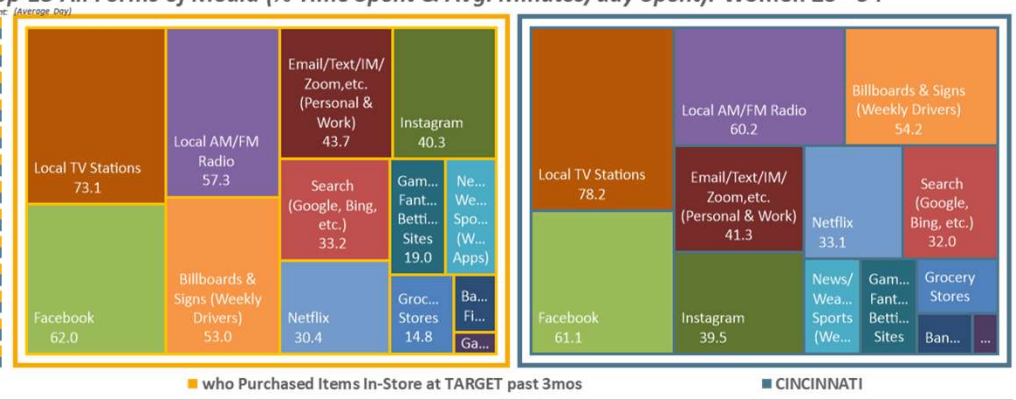
[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos spend an average of 7 hours and 53 minutes each day with All Forms of Ad-Supported Media. 86.8% listen to Local AM/FM Radio for an avg. of 53.9 minutes/day. *(Local Radio delivers 9.9% of Time with Ad-Supported Media.)*

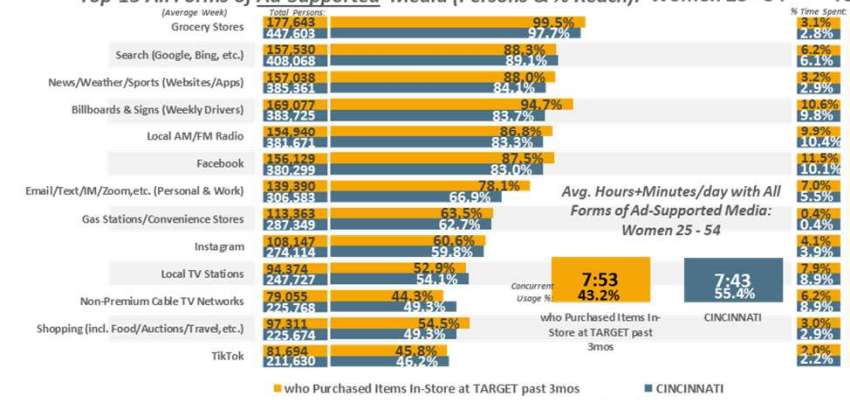
Top-13 All Forms of Media (Persons & % Reach): Women 25 - 54



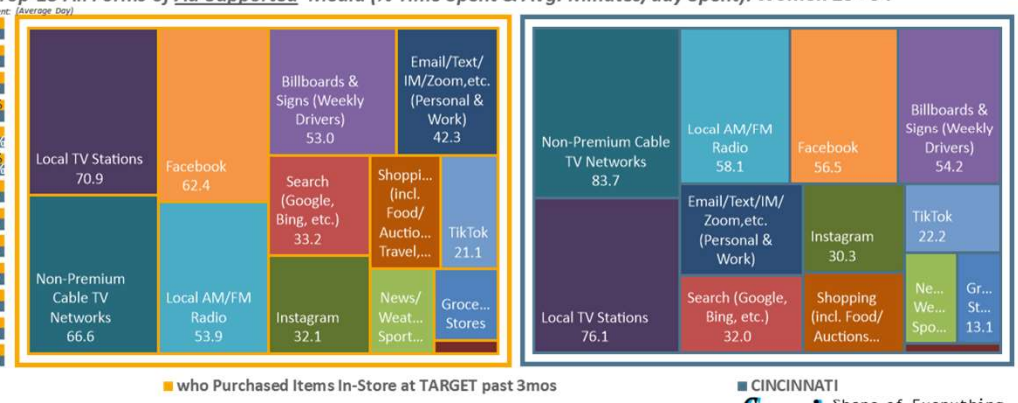
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Women 25 - 54



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 602

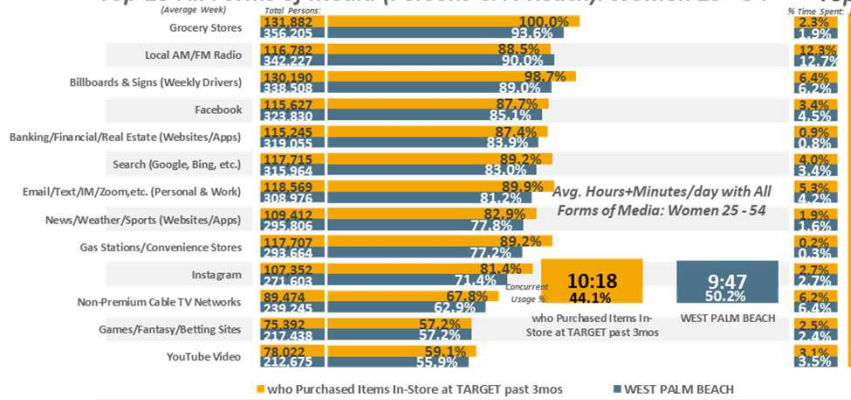
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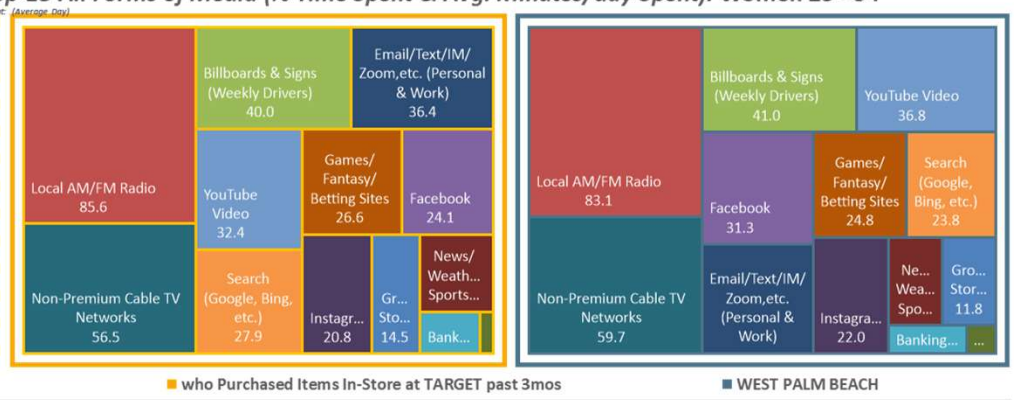
[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos spend an average of 6 hours and 40 minutes each day with All Forms of Ad-Supported Media. 85.5% listen to Local AM/FM Radio for an avg. of 77. minutes/day. *(Local Radio delivers 16.4% of Time with Ad-Supported Media.)*

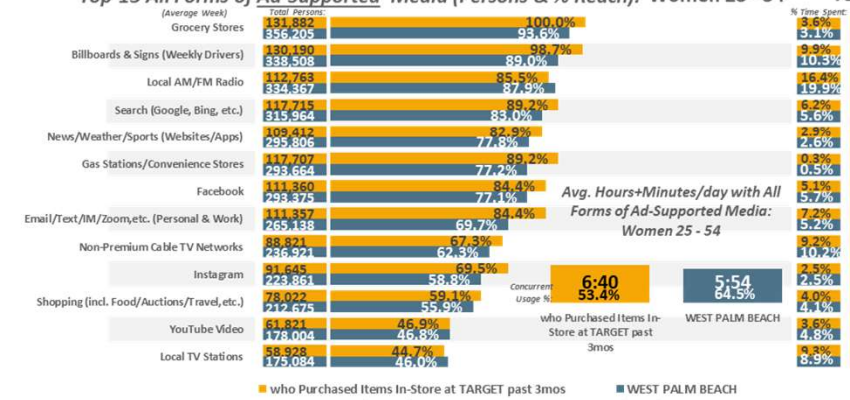
Top-13 All Forms of Media (Persons & % Reach): Women 25 - 54



Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Women 25 - 54



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 734

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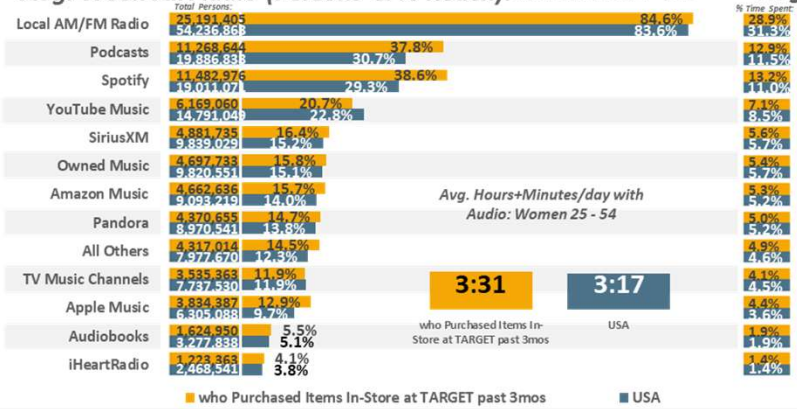
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[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

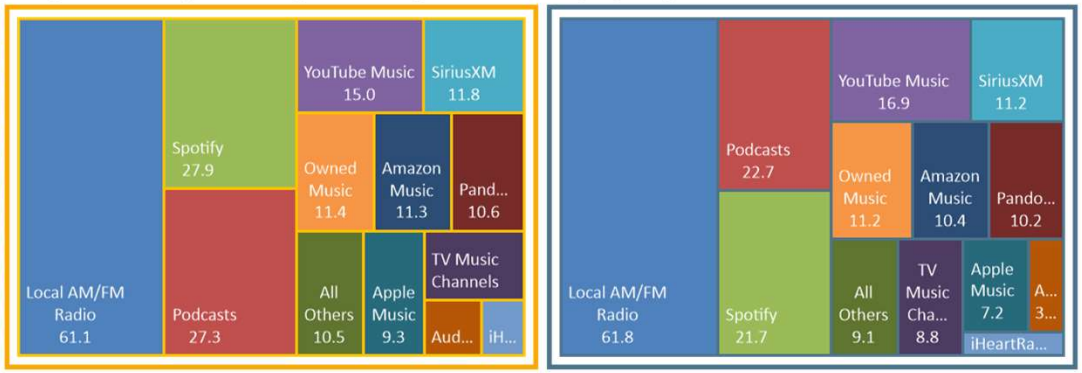


24,189,170 or 81.2% of Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 55.8 minutes every day representing 36.1% of all time spent daily with Ad-Supported Audio.

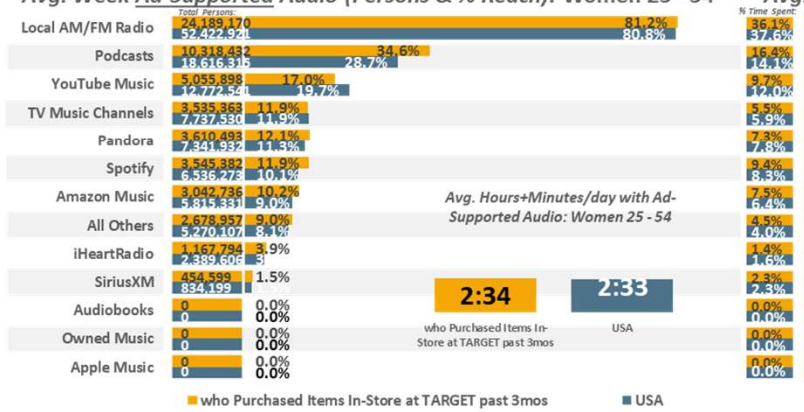
Avg. Week All Audio (Persons & % Reach): Women 25 - 54



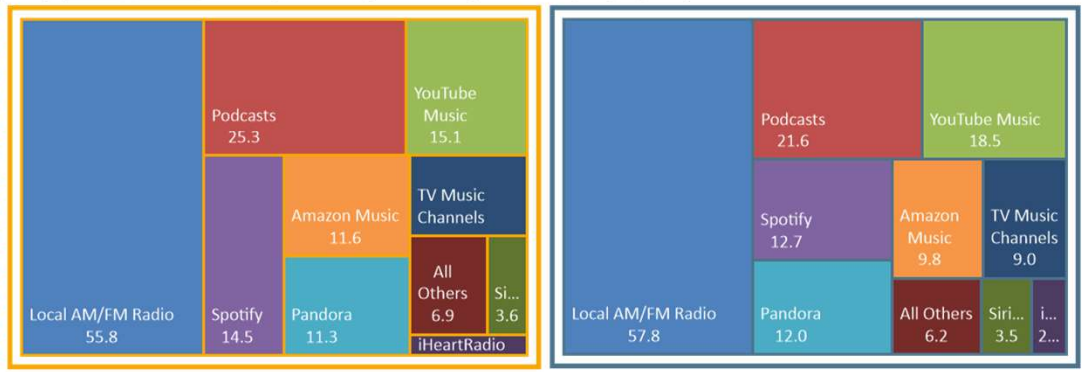
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Avg. Week Ad-Supported Audio (Persons & % Reach): Women 25 - 54



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



USA USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 8,744

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Scarborough R2 2024: Aug23-Sep24 USA Projection

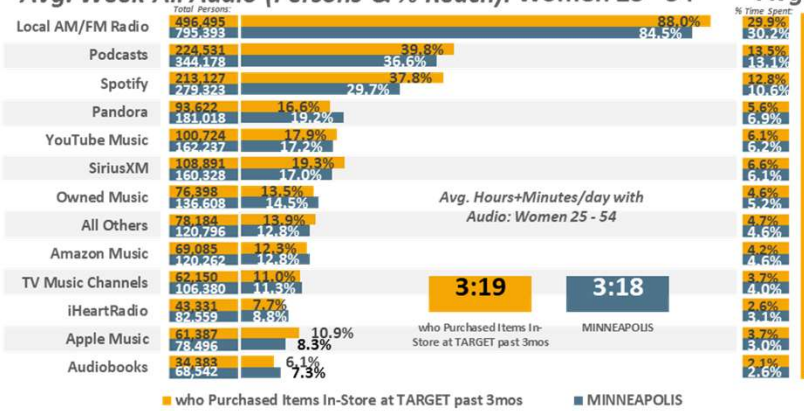
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[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

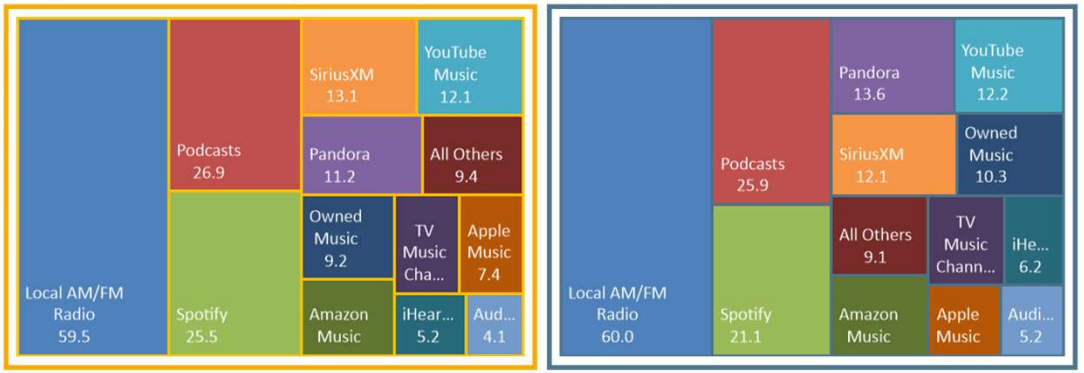
MSP

479,070 or 85.% of Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 55.2 minutes every day representing 37.7% of all time spent daily with Ad-Supported Audio.

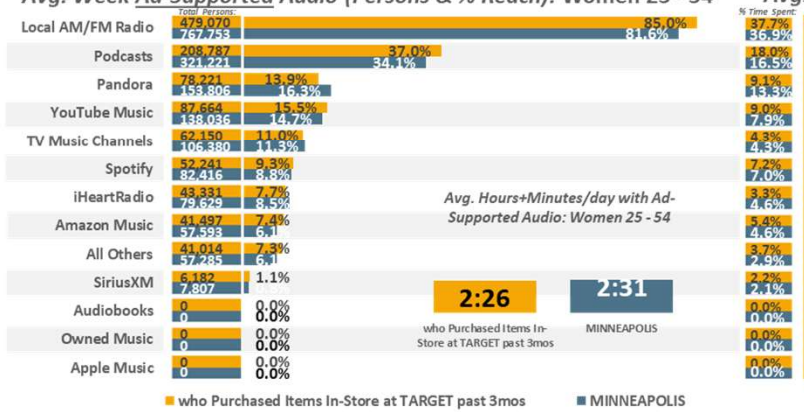
Avg. Week All Audio (Persons & % Reach): Women 25 - 54



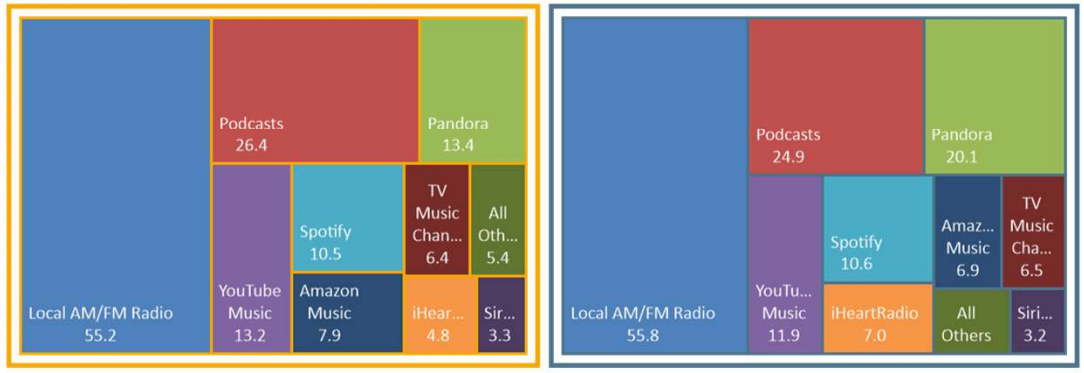
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Avg. Week Ad-Supported Audio (Persons & % Reach): Women 25 - 54



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



MINNEAPOLIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,113

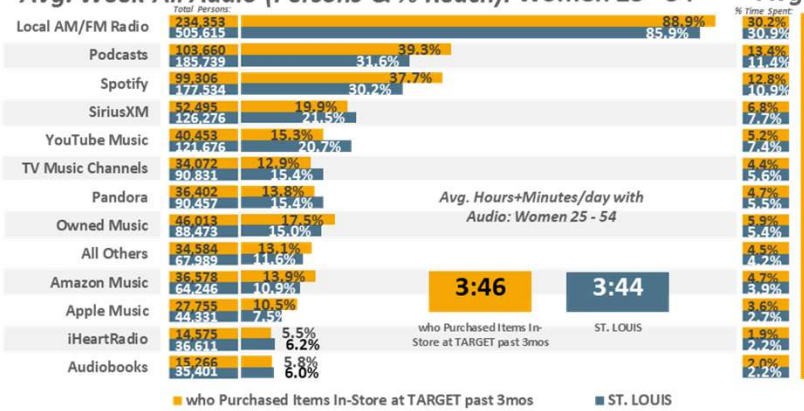
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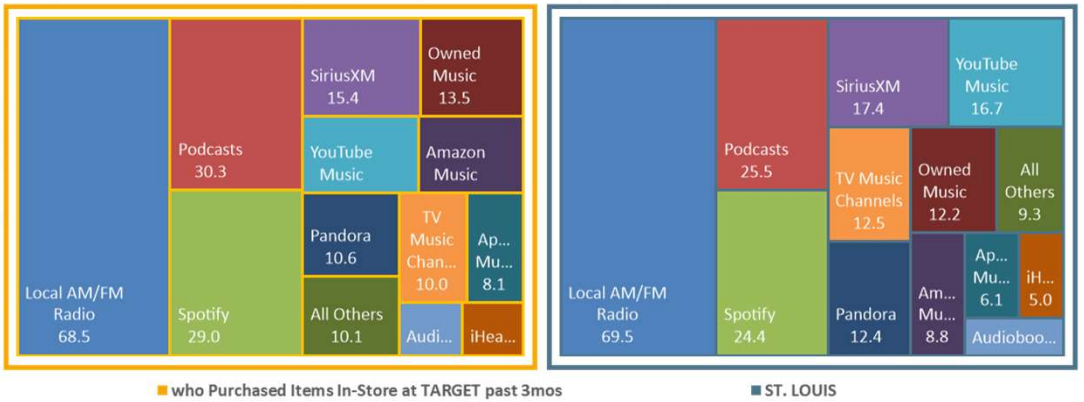
[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

226,470 or 85.9% of Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 64.4 minutes every day representing 39.7% of all time spent daily with Ad-Supported Audio.

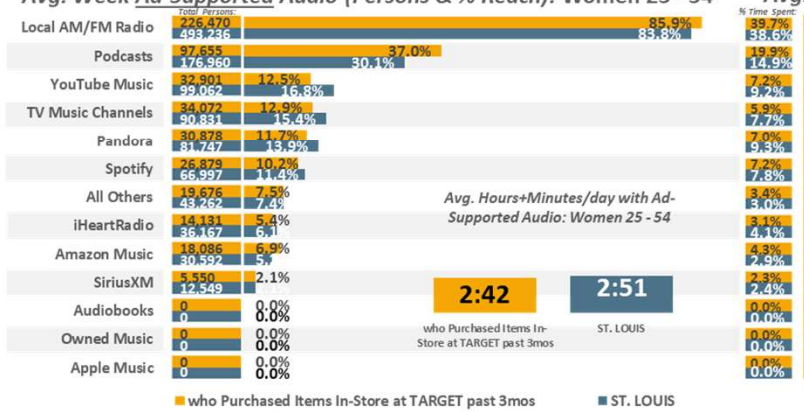
Avg. Week All Audio (Persons & % Reach): Women 25 - 54



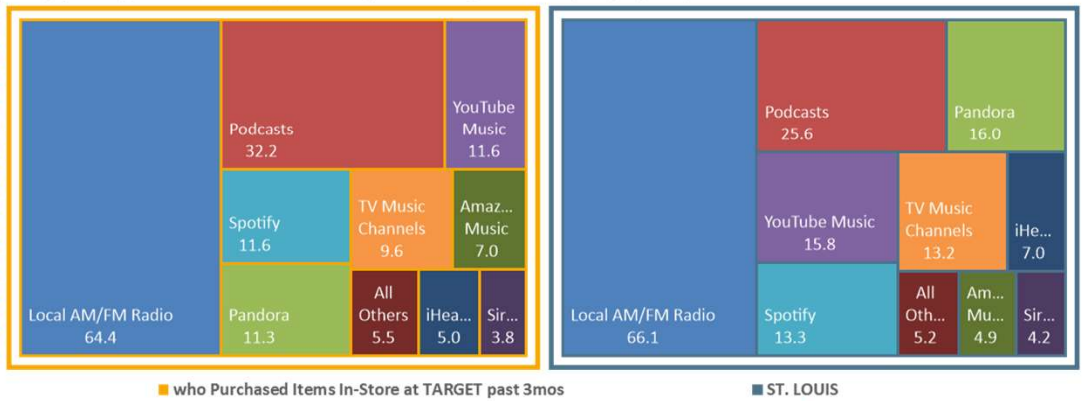
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Avg. Week Ad-Supported Audio (Persons & % Reach): Women 25 - 54



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 794

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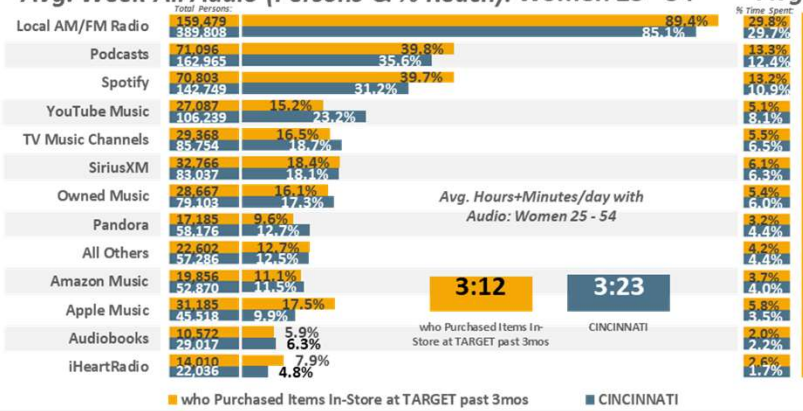
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[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

CIN

154,940 or 86.8% of Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 53.9 minutes every day representing 38.1% of all time spent daily with Ad-Supported Audio.

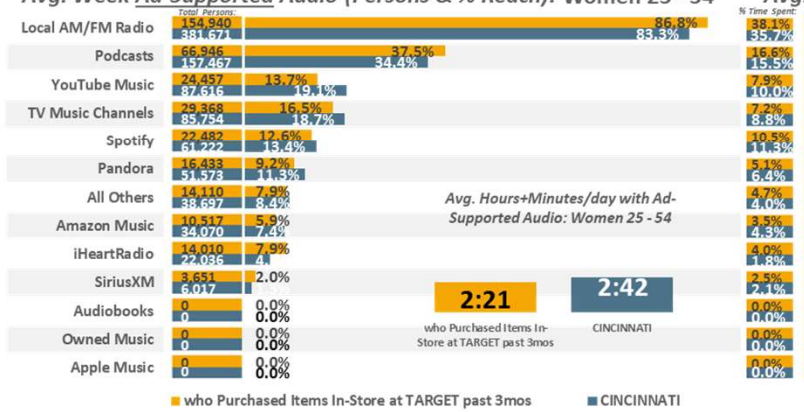
Avg. Week All Audio (Persons & % Reach): Women 25 - 54



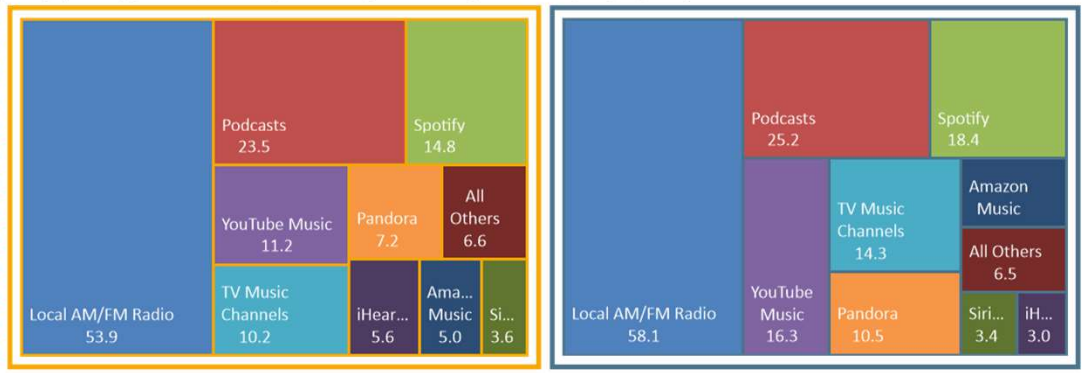
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Avg. Week Ad-Supported Audio (Persons & % Reach): Women 25 - 54



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 602

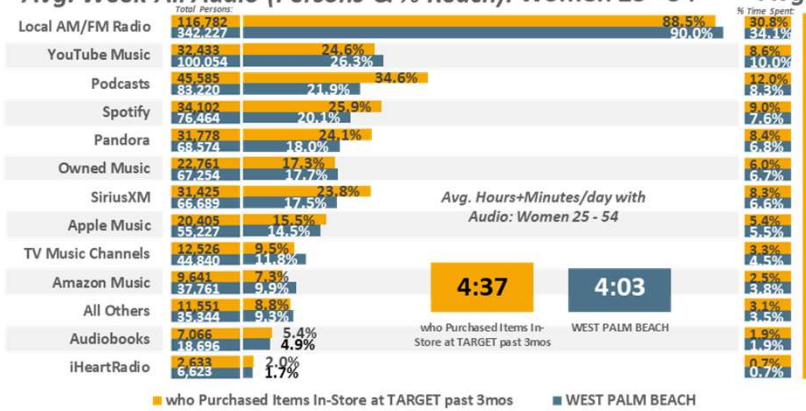
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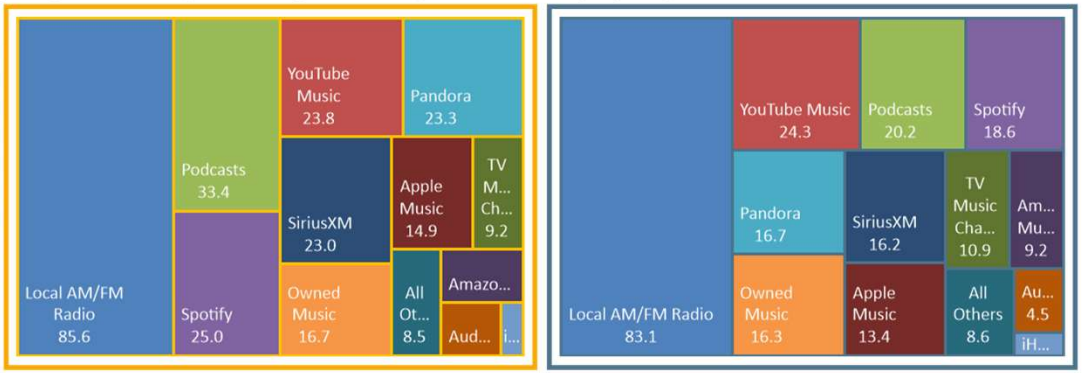
[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

112,763 or 85.5% of Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 77. minutes every day representing 38.2% of all time spent daily with Ad-Supported Audio.

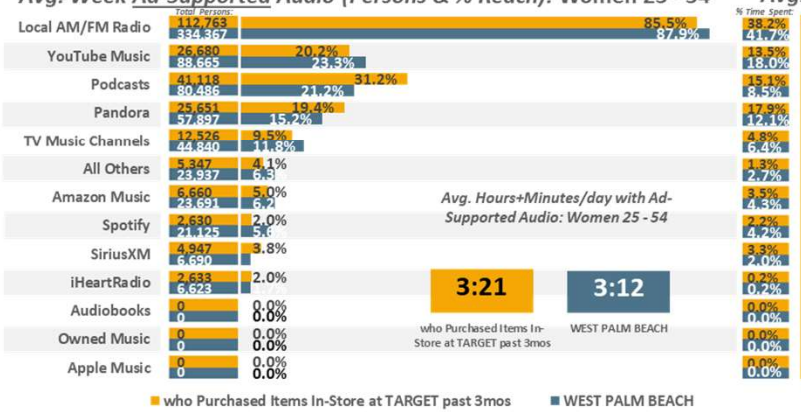
Avg. Week All Audio (Persons & % Reach): Women 25 - 54



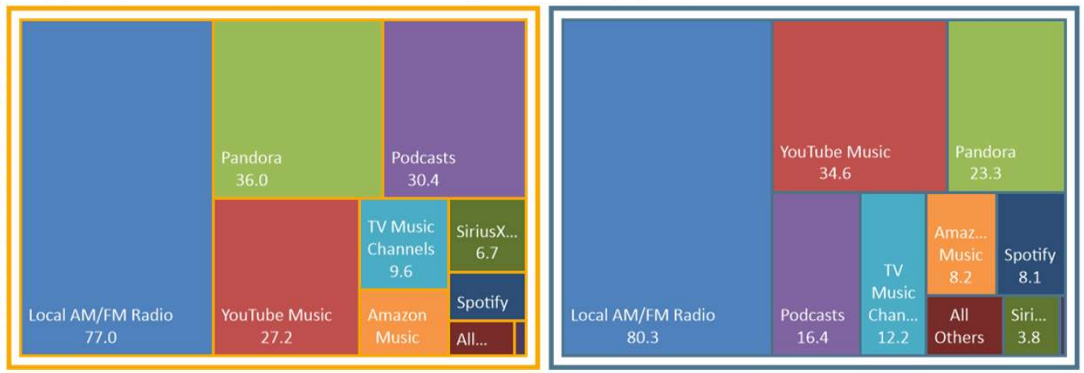
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Avg. Week Ad-Supported Audio (Persons & % Reach): Women 25 - 54



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 734

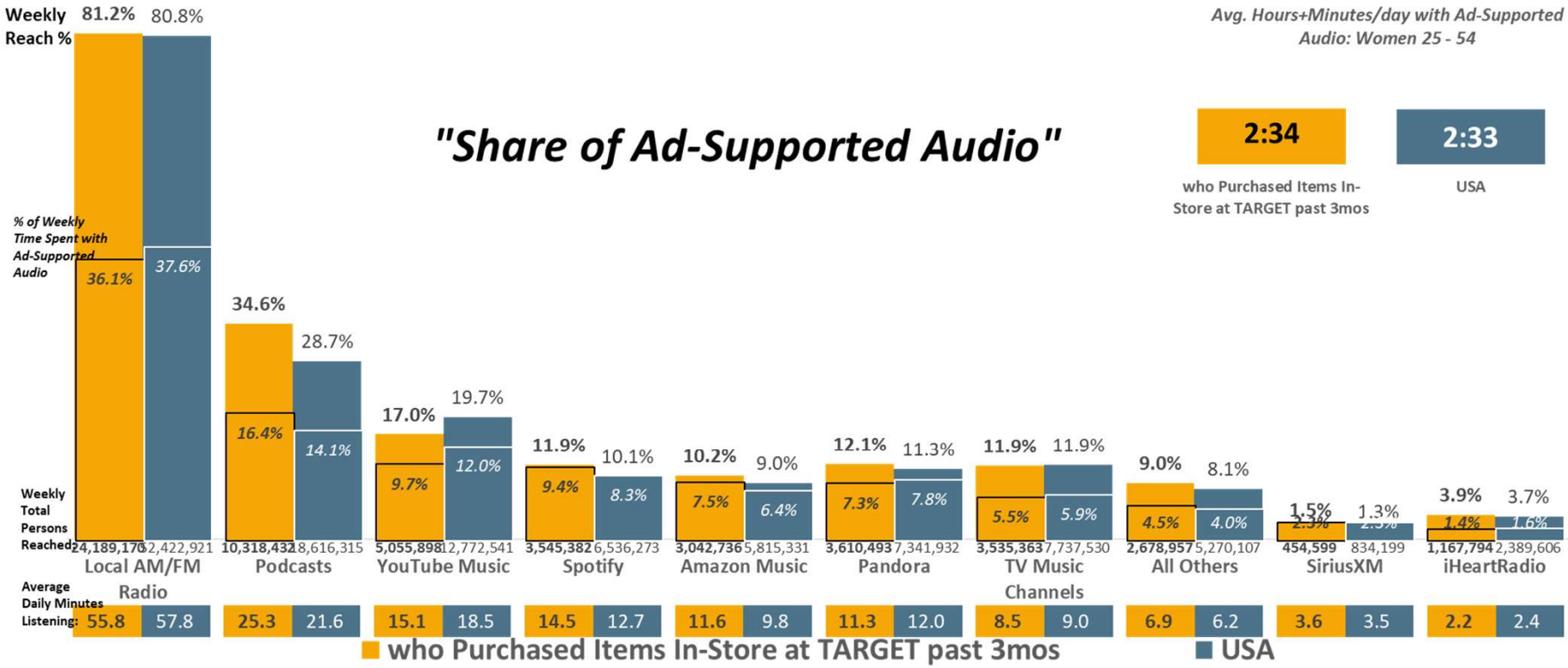
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[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]



24,189,170 or 81.2% of Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 55.8 minutes every day representing 36.1% of all time spent daily with Ad-Supported Audio.



USA USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 8,744

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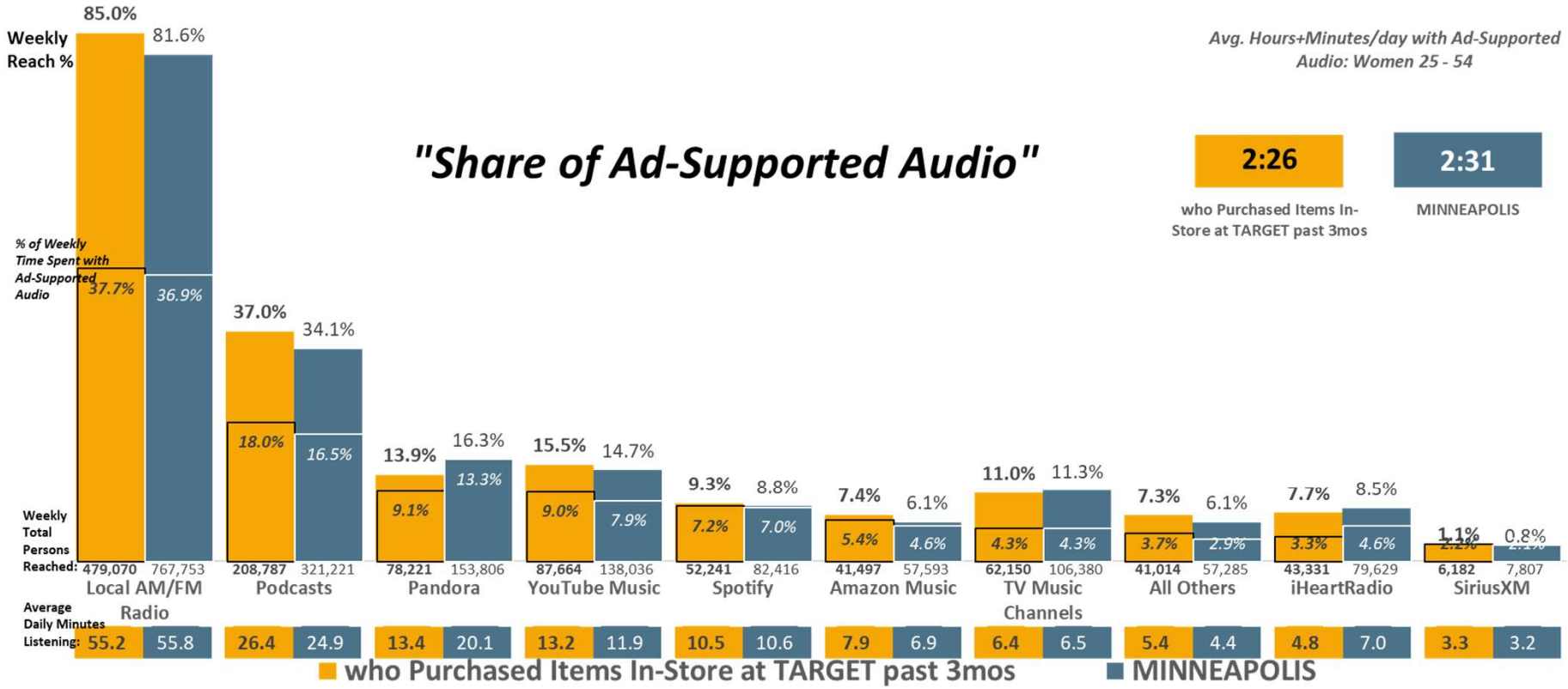
USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,097

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[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

MSP

479,070 or 85.% of Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 55.2 minutes every day representing 37.7% of all time spent daily with Ad-Supported Audio.



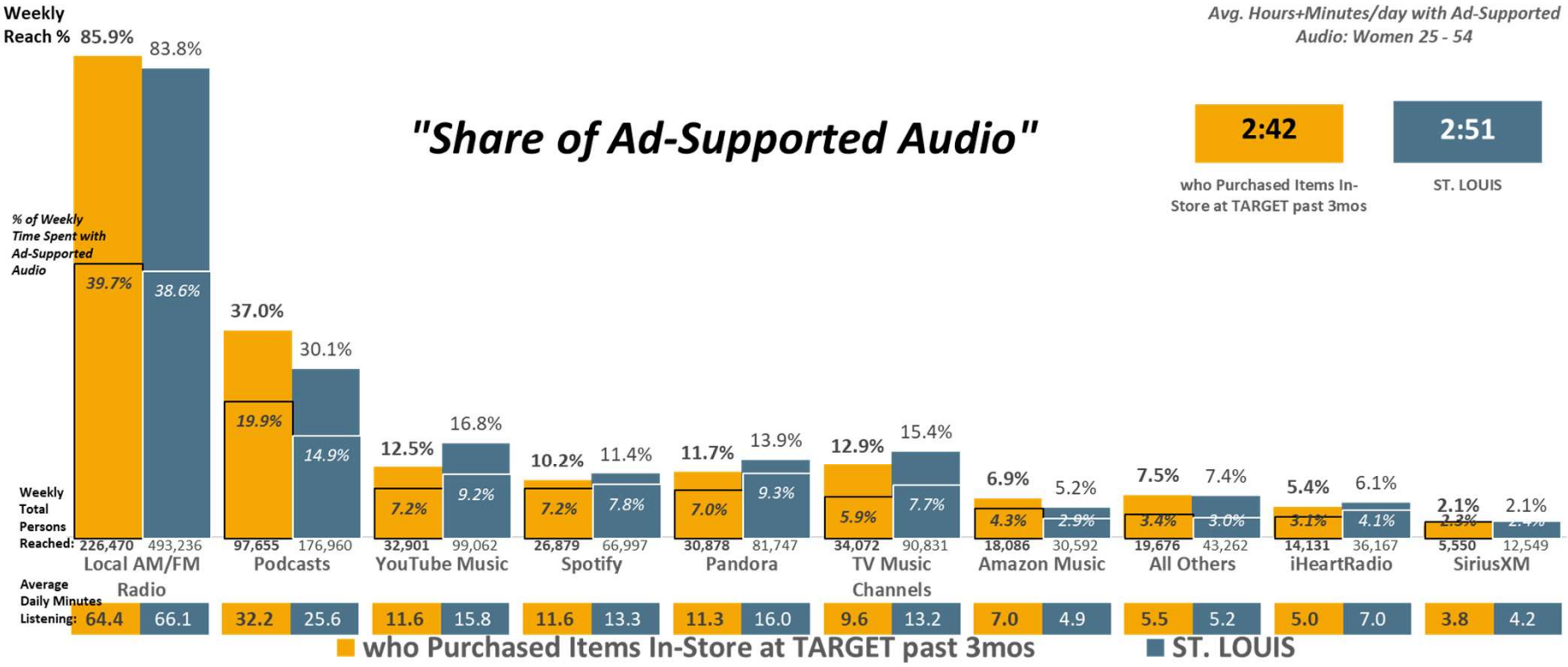
MINNEAPOLIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,113 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,862

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[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

226,470 or 85.9% of Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 64.4 minutes every day representing 39.7% of all time spent daily with Ad-Supported Audio.



	Local AM/FM Radio	Podcasts	YouTube Music	Spotify	Pandora	TV Music Channels	Amazon Music	All Others	iHeartRadio	SiriusXM
Weekly Reach %	85.9% / 83.8%	37.0% / 30.1%	12.5% / 16.8%	10.2% / 11.4%	11.7% / 13.9%	12.9% / 15.4%	6.9% / 5.2%	7.5% / 7.4%	5.4% / 6.1%	2.1% / 2.1%
% of Weekly Time Spent with Ad-Supported Audio	39.7% / 38.6%	19.9% / 14.9%	7.2% / 9.2%	7.2% / 7.8%	7.0% / 9.3%	5.9% / 7.7%	4.3% / 2.9%	3.4% / 3.0%	3.1% / 4.1%	2.3% / 2.4%
Weekly Total Persons Reached:	226,470 / 493,236	97,655 / 176,960	32,901 / 99,062	26,879 / 66,997	30,878 / 81,747	34,072 / 90,831	18,086 / 30,592	19,676 / 43,262	14,131 / 36,167	5,550 / 12,549
Average Daily Minutes Listening:	64.4 / 66.1	32.2 / 25.6	11.6 / 15.8	11.6 / 13.3	11.3 / 16.0	9.6 / 13.2	7.0 / 4.9	5.5 / 5.2	5.0 / 7.0	3.8 / 4.2

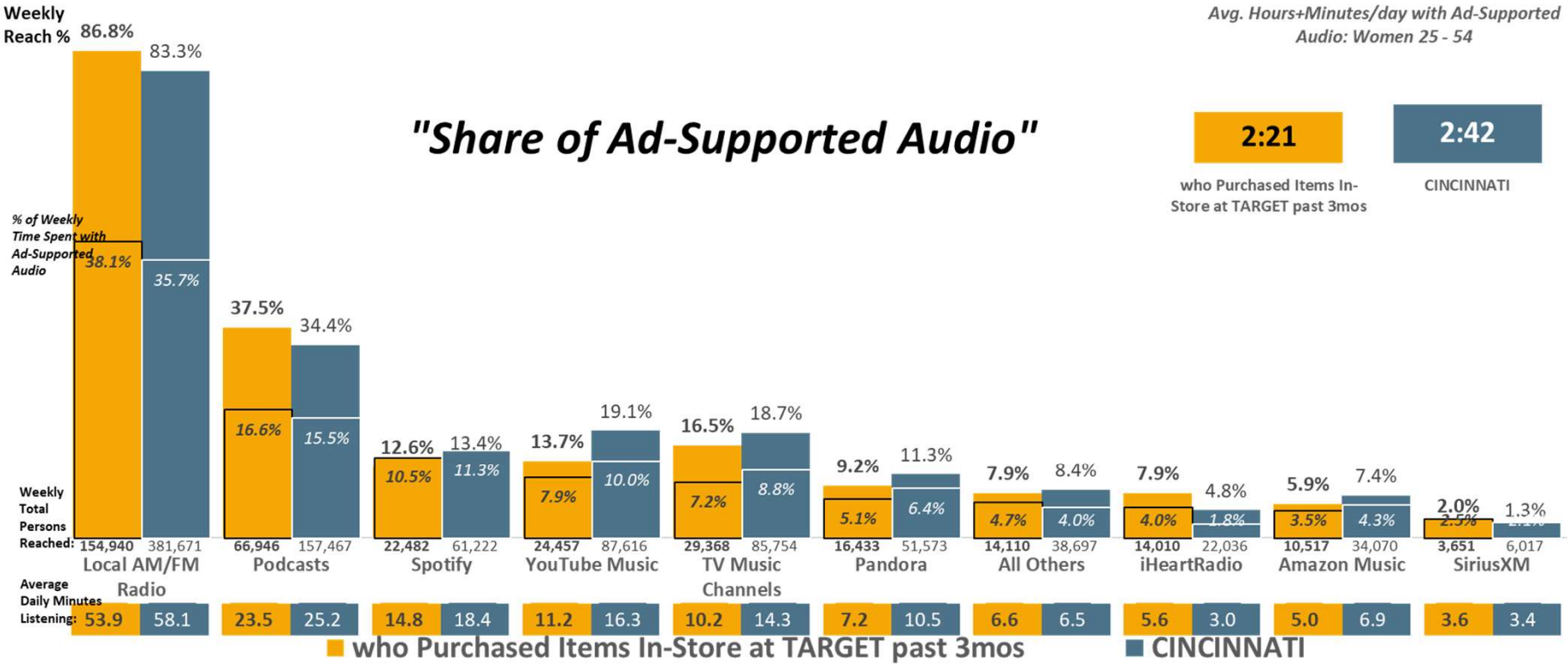
ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 794 ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,933

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[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

154,940 or 86.8% of Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 53.9 minutes every day representing 38.1% of all time spent daily with Ad-Supported Audio.



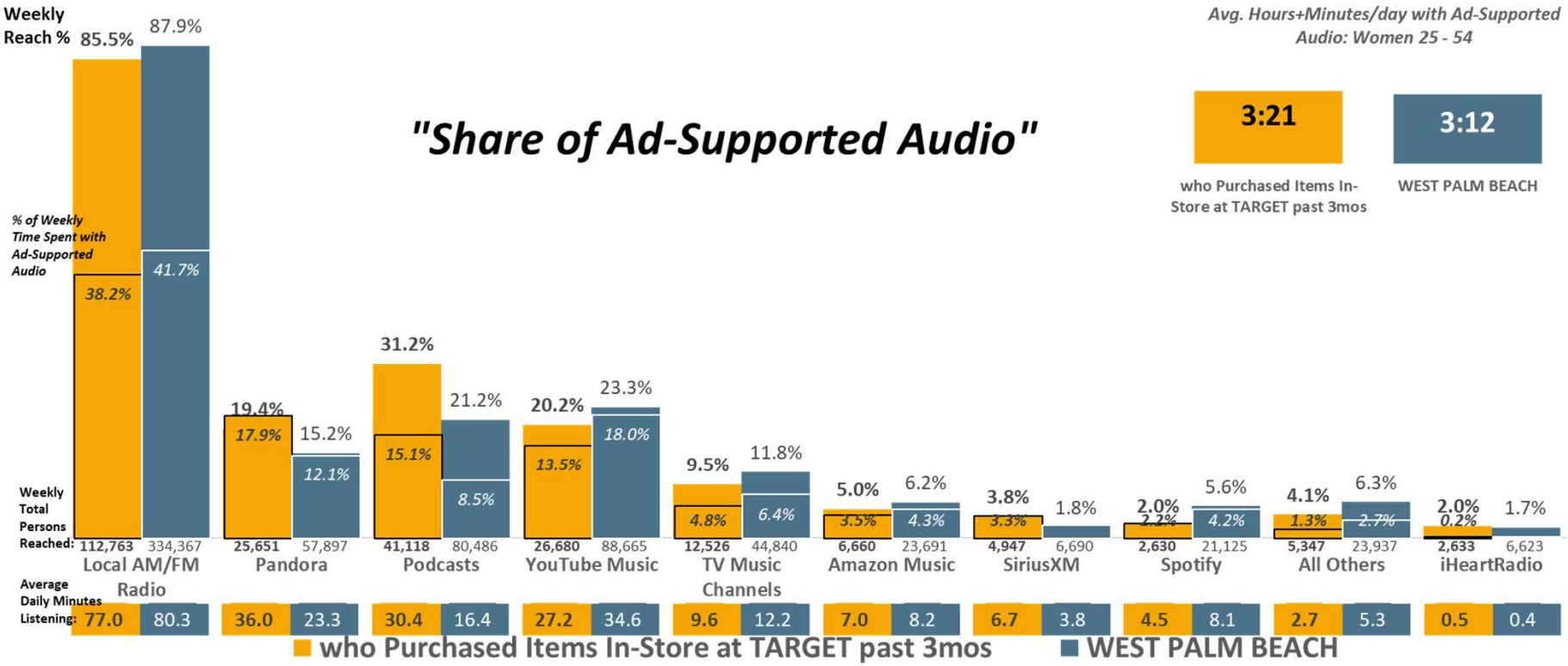
CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 602 CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,879

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[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

112,763 or 85.5% of Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 77. minutes every day representing 38.2% of all time spent daily with Ad-Supported Audio.



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 734 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 2,464
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[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

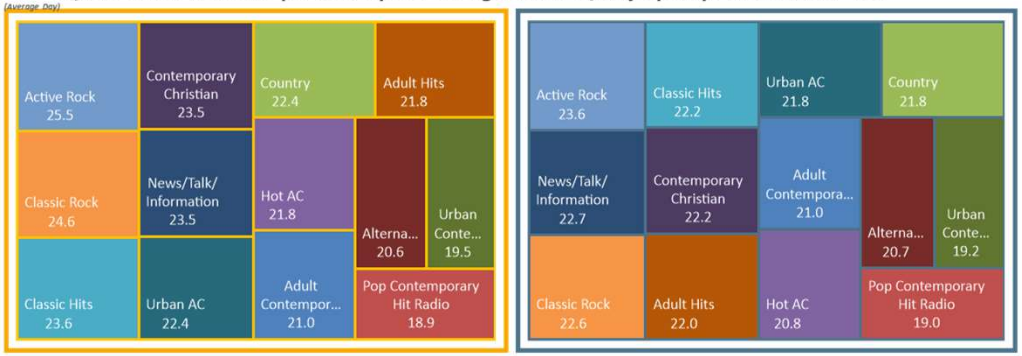


24,189,170 or 81.2% of Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Hot AC, Country, and Classic Hits.

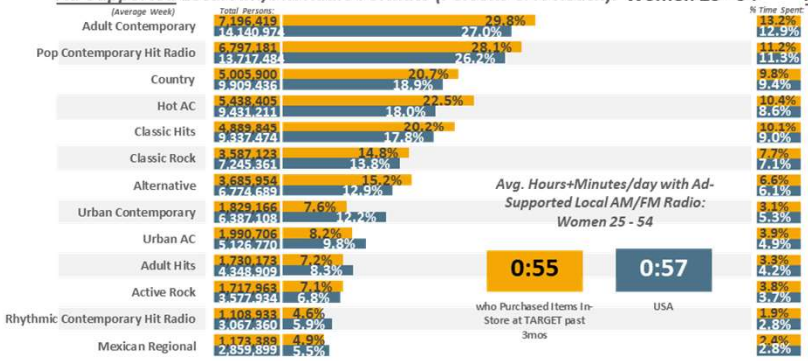
Local AM/FM Radio Formats (Persons & % Reach): Women 25 - 54



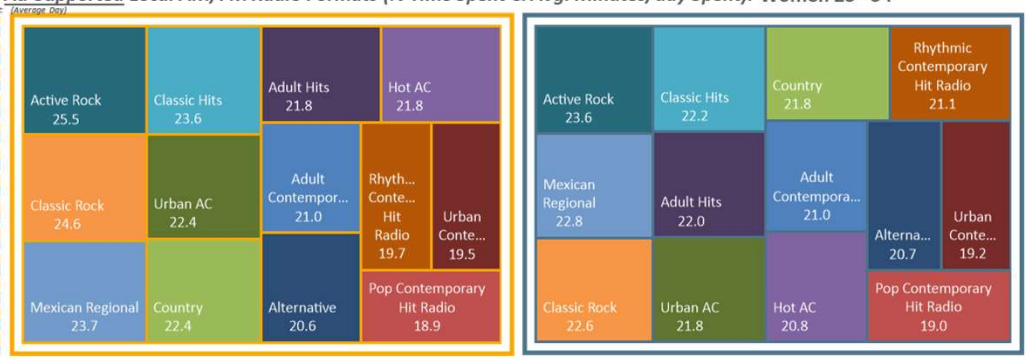
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Women 25 - 54



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



USA *USA Projection* *Scarborough R2 2024: Aug23-Sep24* *Qual Intab* *8,744*

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USA Projection *Scarborough R2 2024: Aug23-Sep24* *Qual Intab* *23,097*

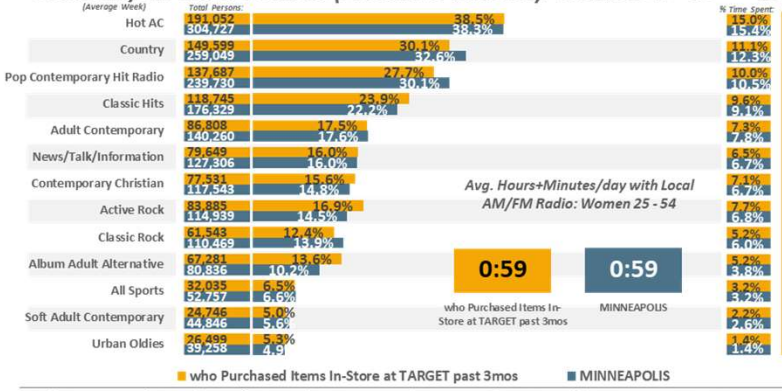
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[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

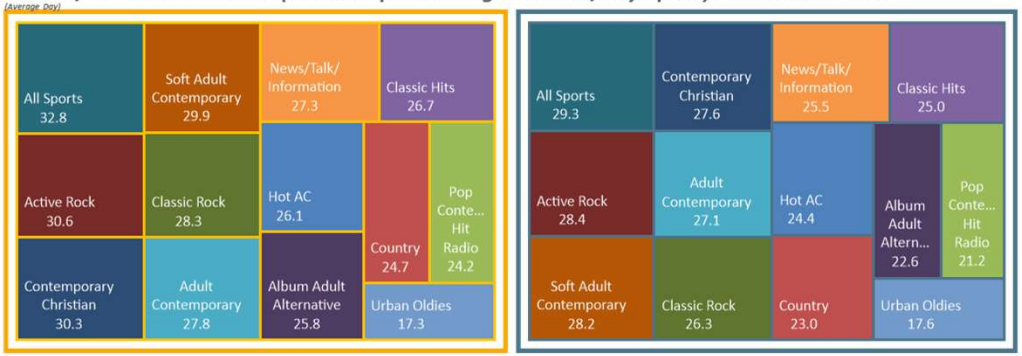
MSP

479,070 or 85.% of Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Hot AC, Country, Pop Contemporary Hit Radio, Classic Hits, and Adult Contemporary.

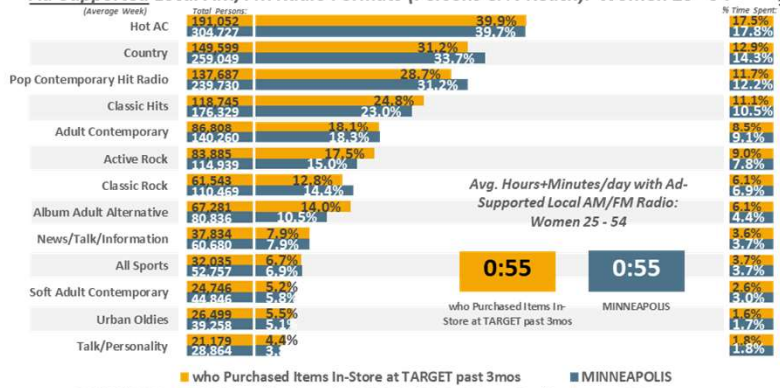
Local AM/FM Radio Formats (Persons & % Reach): Women 25 - 54



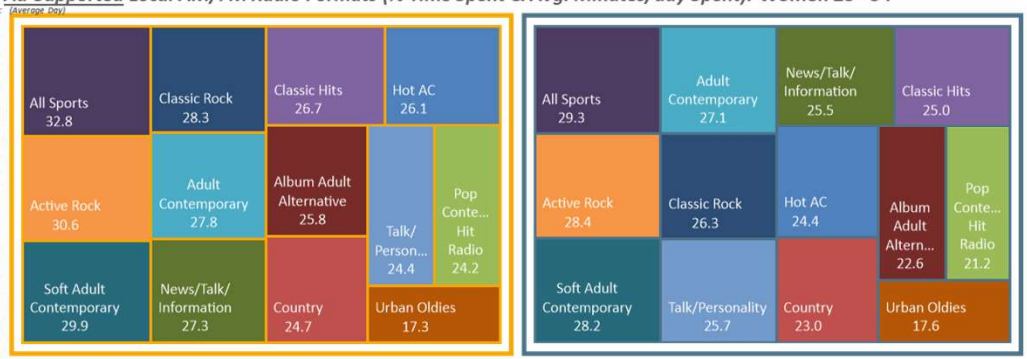
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Women 25 - 54



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



MINNEAPOLIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,113

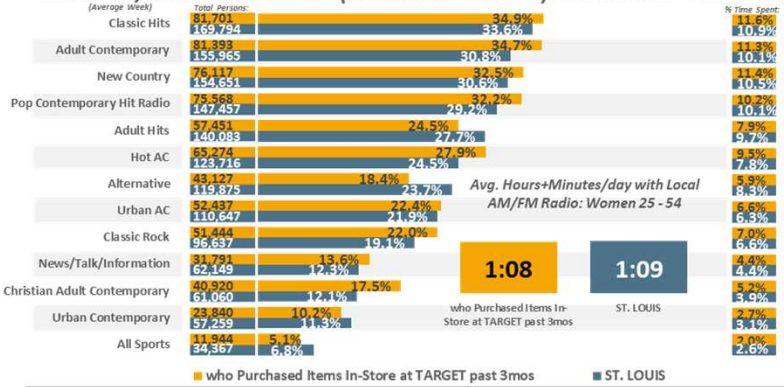
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[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

226,470 or 85.9% of Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Adult Contemporary, New Country, Pop Contemporary Hit Radio, and Hot AC.

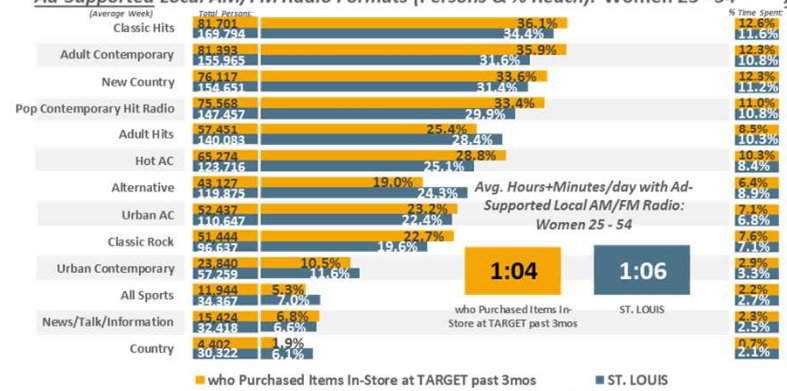
Local AM/FM Radio Formats (Persons & % Reach): Women 25 - 54



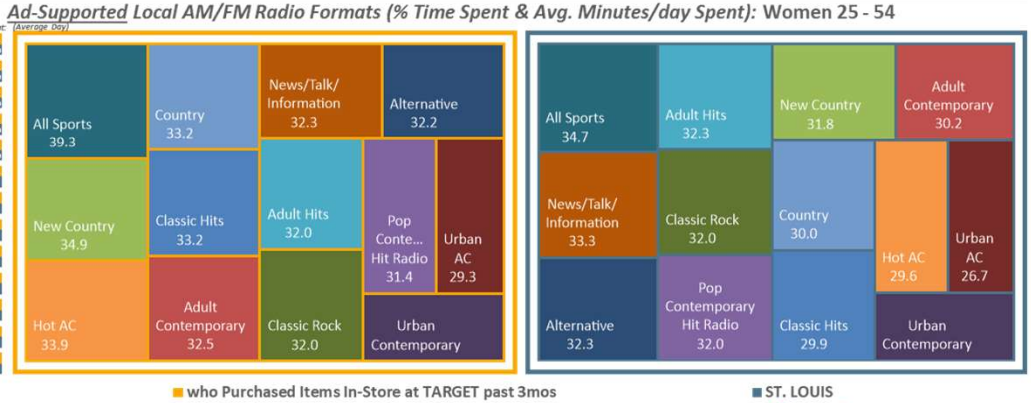
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Women 25 - 54



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 794

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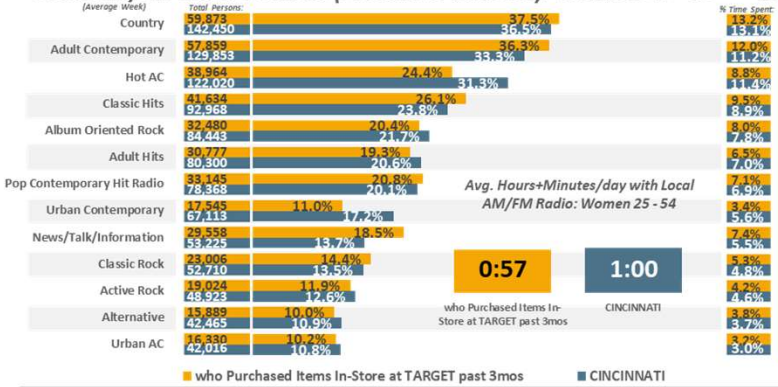
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[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

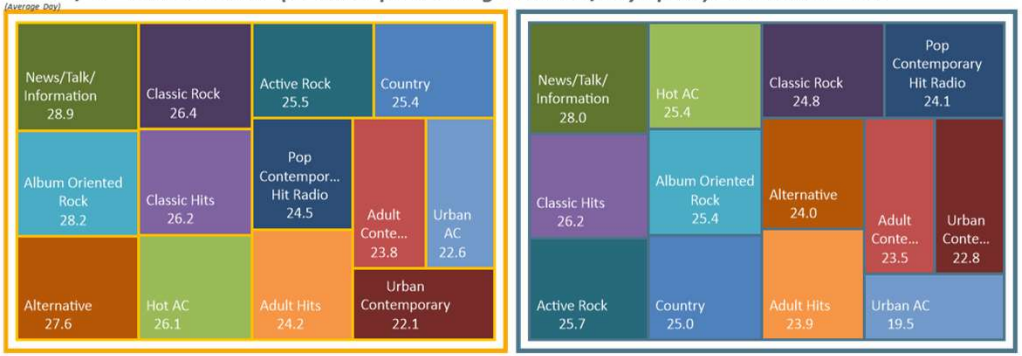
CIN

154,940 or 86.8% of Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Adult Contemporary, Classic Hits, Hot AC, and Pop Contemporary Hit Radio.

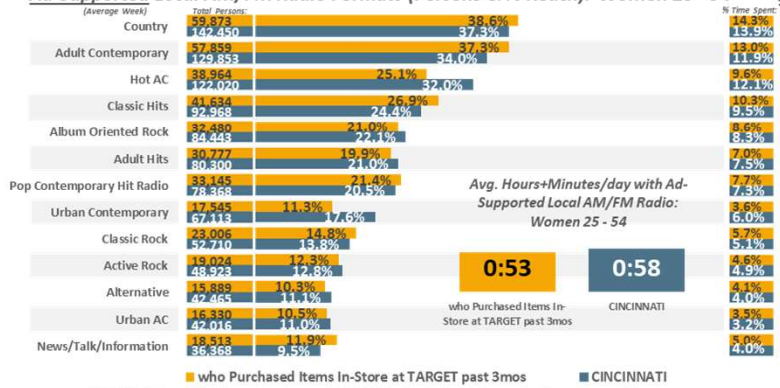
Local AM/FM Radio Formats (Persons & % Reach): Women 25 - 54



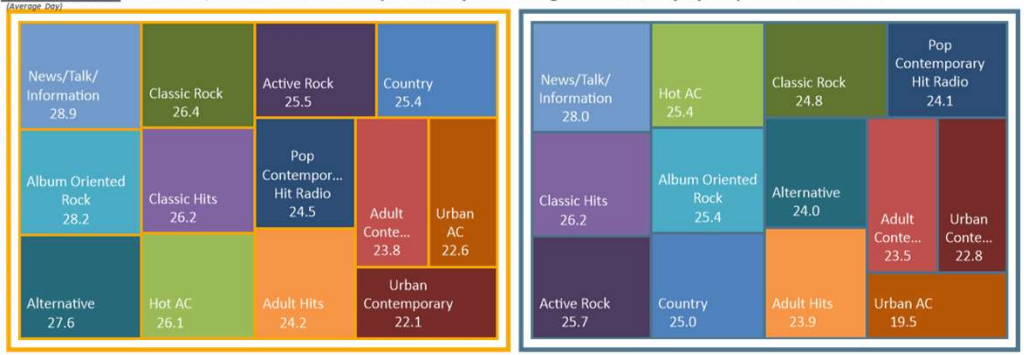
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Women 25 - 54



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 602

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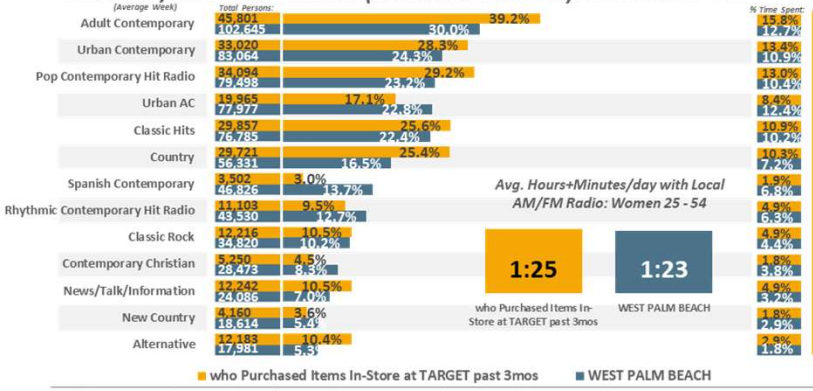
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[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

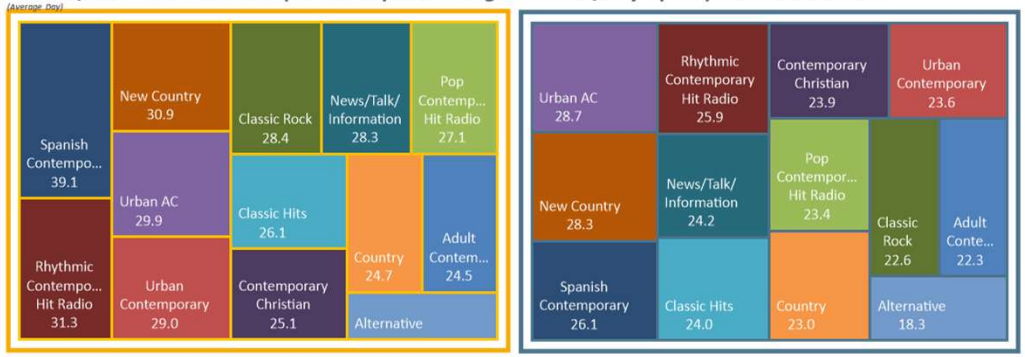


112,763 or 85.5% of Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Urban Contemporary, Classic Hits, and Country.

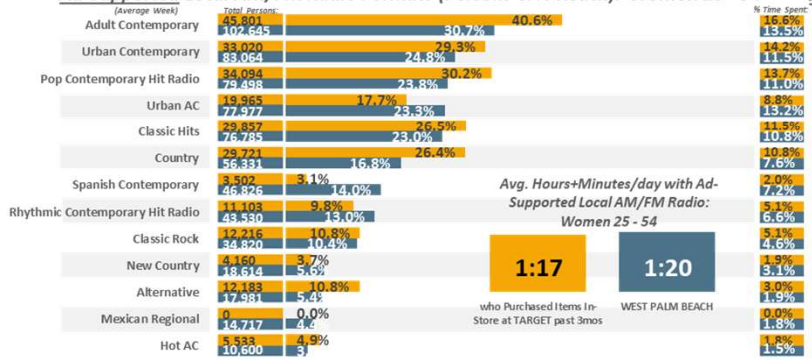
Local AM/FM Radio Formats (Persons & % Reach): Women 25 - 54



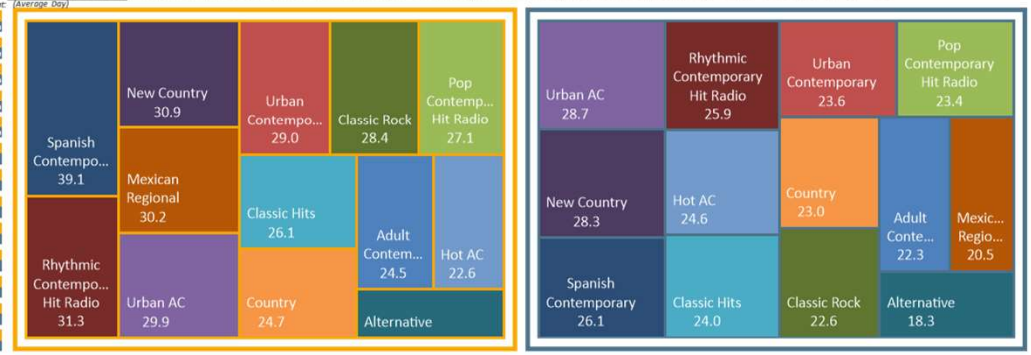
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Women 25 - 54



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 734

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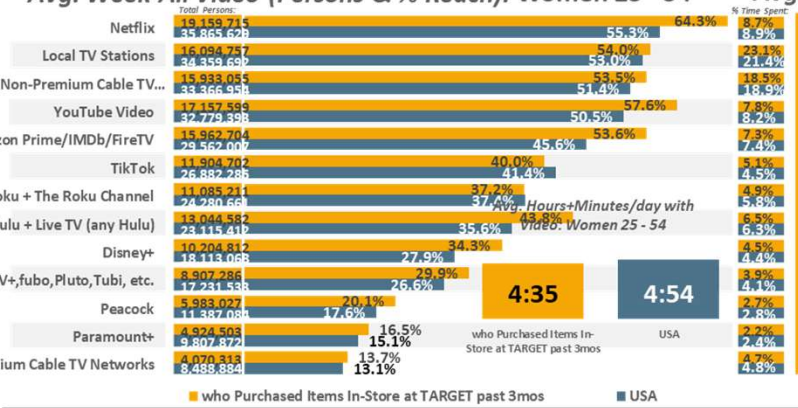
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[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

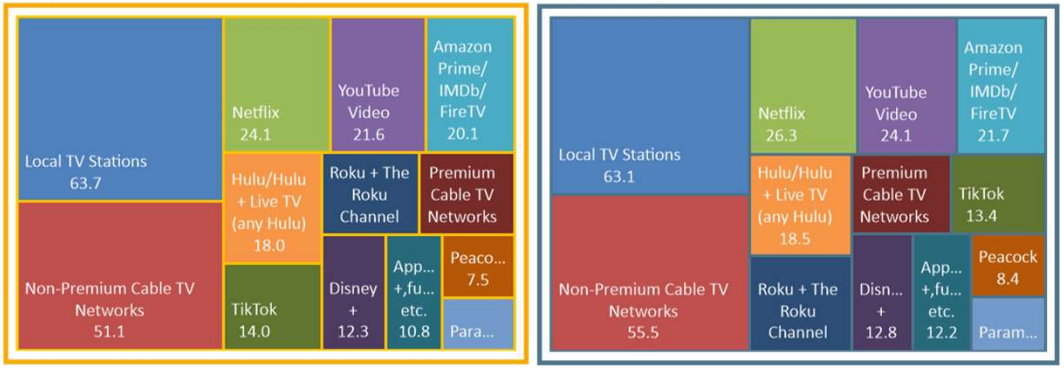
USA

15,940,727 or 53.5% of Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos watch Ad-Supported Local TV Stations for an average of 61.9 minutes every day representing 28.8% of all time spent daily with Ad-Supported Video.

Avg. Week All Video (Persons & % Reach): Women 25 - 54

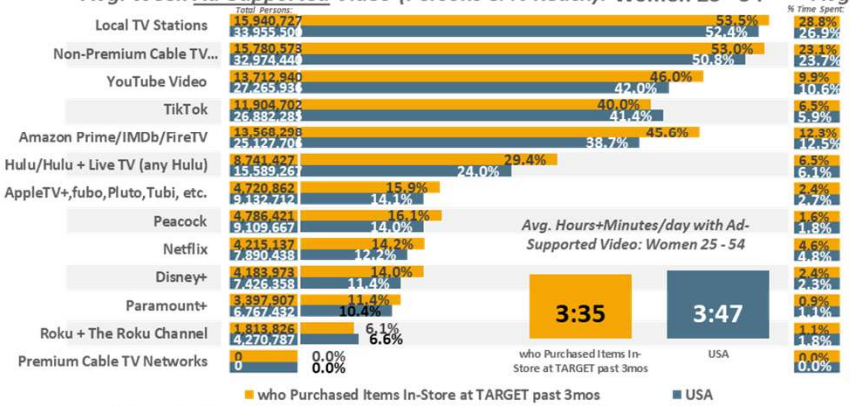


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54

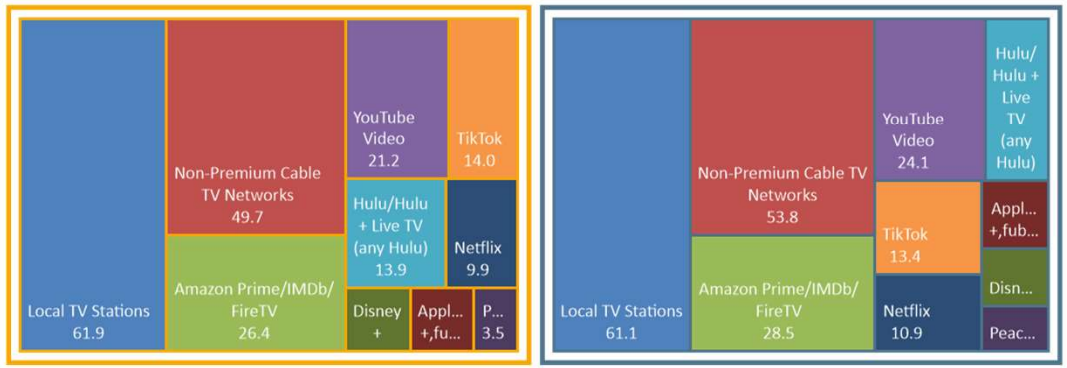


who Purchased Items In-Store at TARGET past 3mos ■ USA

Avg. Week <u>Ad-Supported</u> Video (Persons & % Reach): Women 25 - 54



Avg. Day <u>Ad-Supported</u> Video (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



who Purchased Items In-Store at TARGET past 3mos ■ USA

USA USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 8,744

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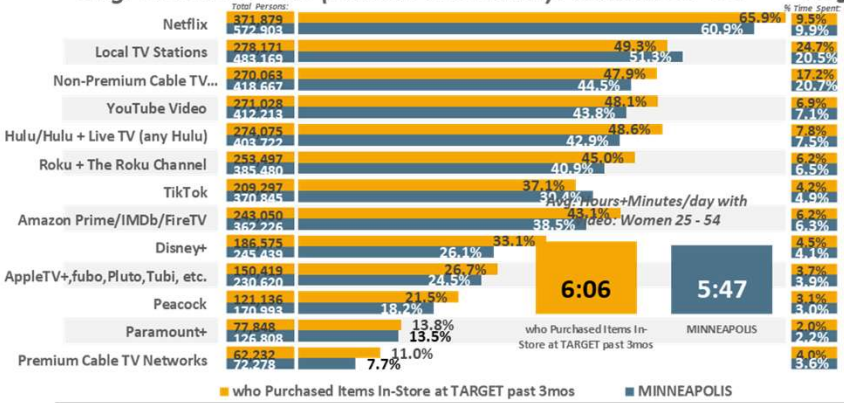
USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,097

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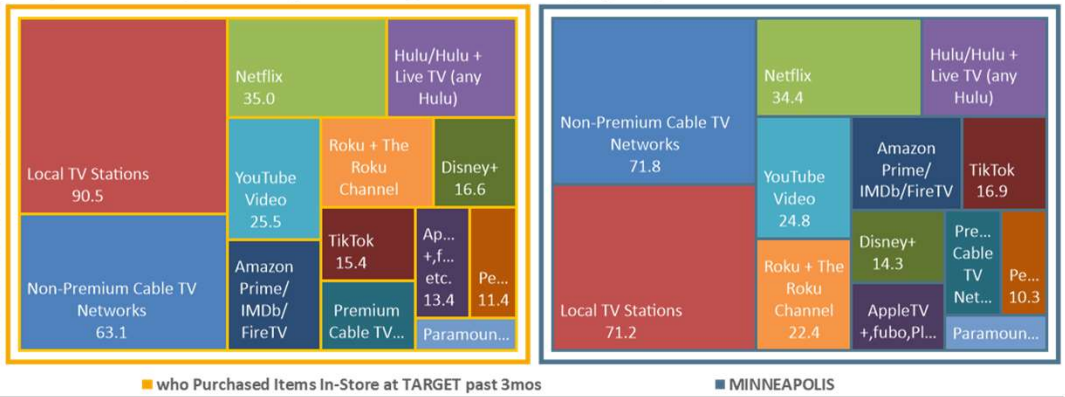
[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

273,956 or 48.6% of Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos watch Ad-Supported Local TV Stations for an average of 87.8 minutes every day representing 32.% of all time spent daily with Ad-Supported Video.

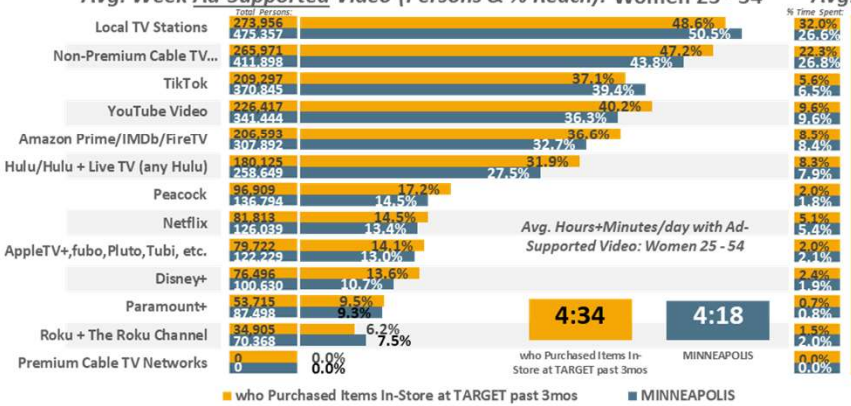
Avg. Week All Video (Persons & % Reach): Women 25 - 54



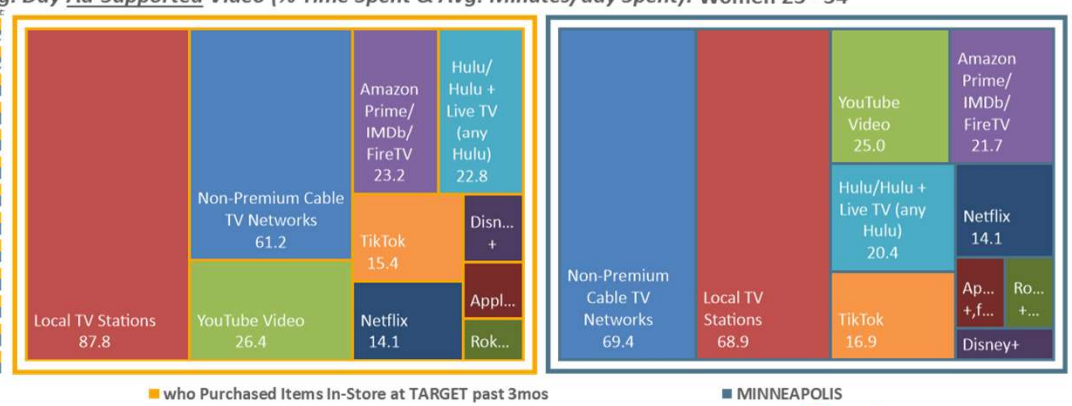
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Avg. Week Ad-Supported Video (Persons & % Reach): Women 25 - 54



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



MINNEAPOLIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,113

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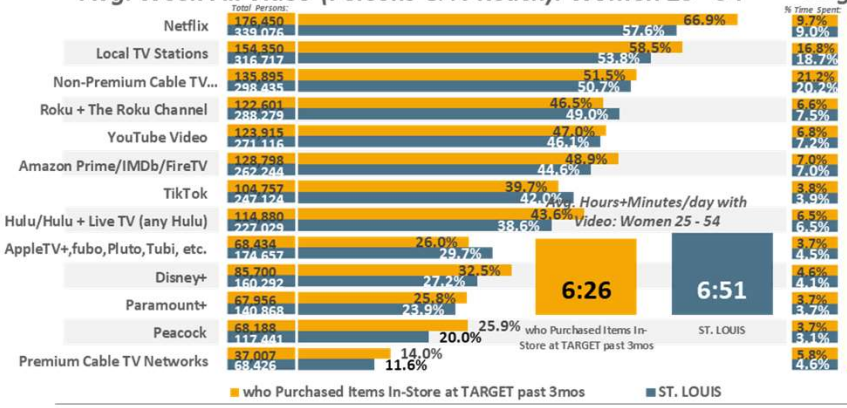
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[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

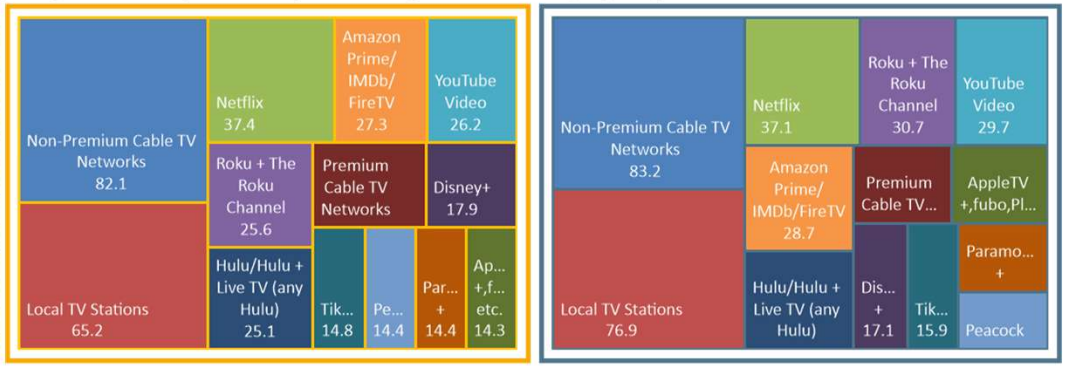


153,043 or 58.% of Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos watch Ad-Supported Local TV Stations for an average of 64.3 minutes every day representing 22.6% of all time spent daily with Ad-Supported Video.

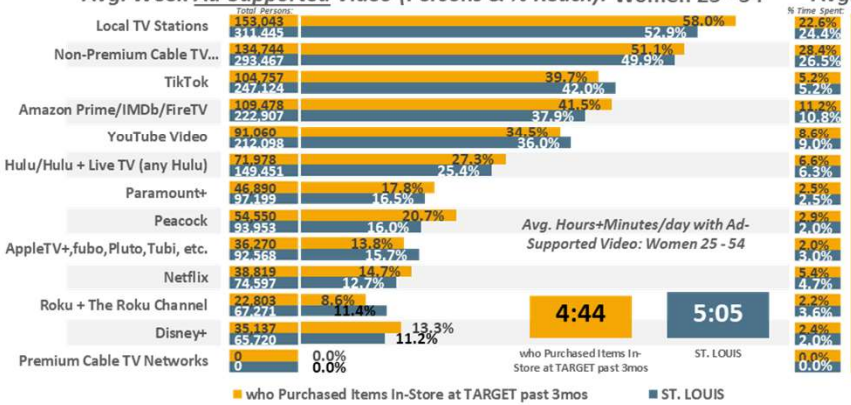
Avg. Week All Video (Persons & % Reach): Women 25 - 54



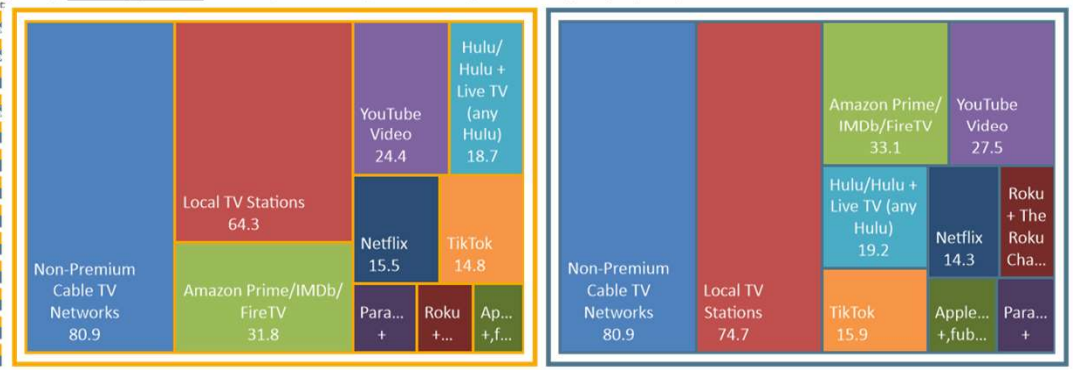
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Avg. Week Ad-Supported Video (Persons & % Reach): Women 25 - 54



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 794

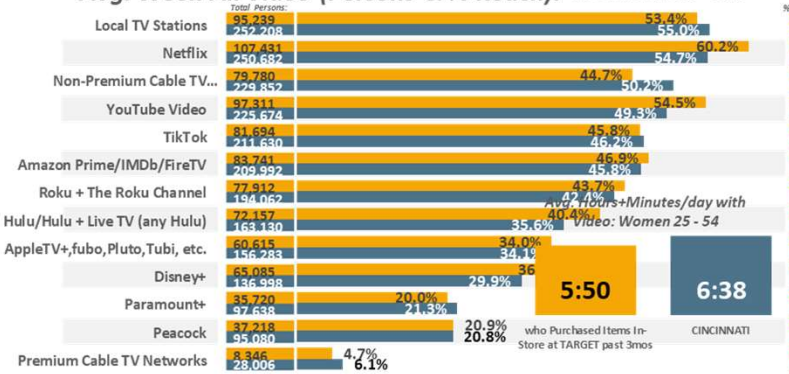
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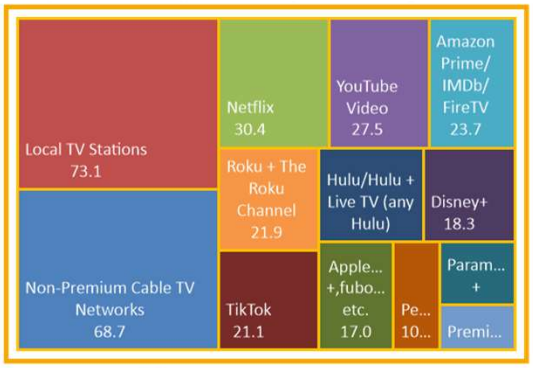
[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

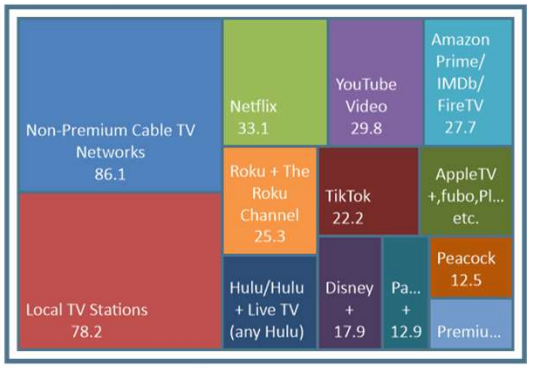
94,374 or 52.9% of Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos watch Ad-Supported Local TV Stations for an average of 70.9 minutes every day representing 27.% of all time spent daily with Ad-Supported Video.

Avg. Week All Video (Persons & % Reach): Women 25 - 54

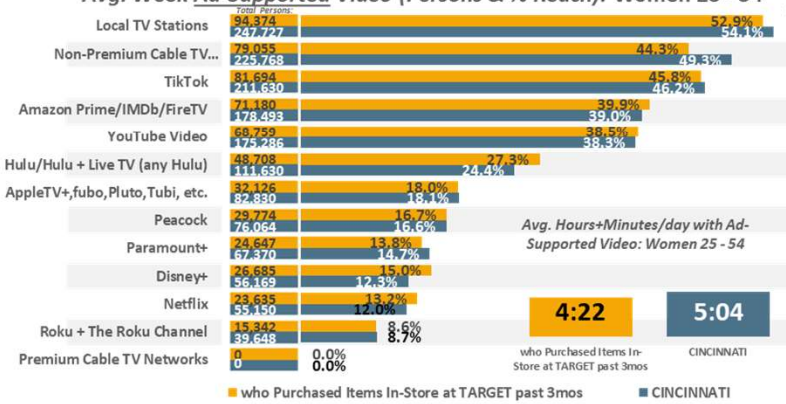


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54

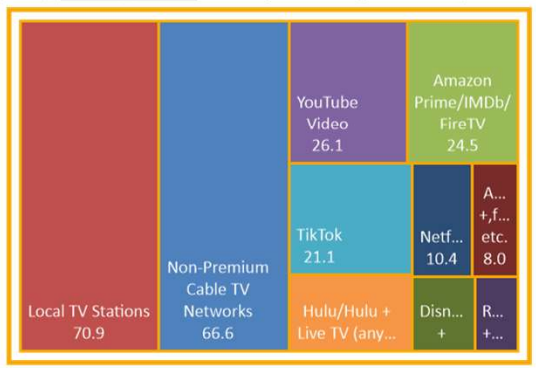


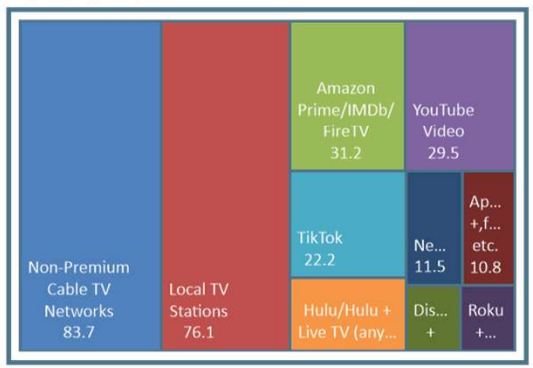


Avg. Week Ad-Supported Video (Persons & % Reach): Women 25 - 54



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54





CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 602

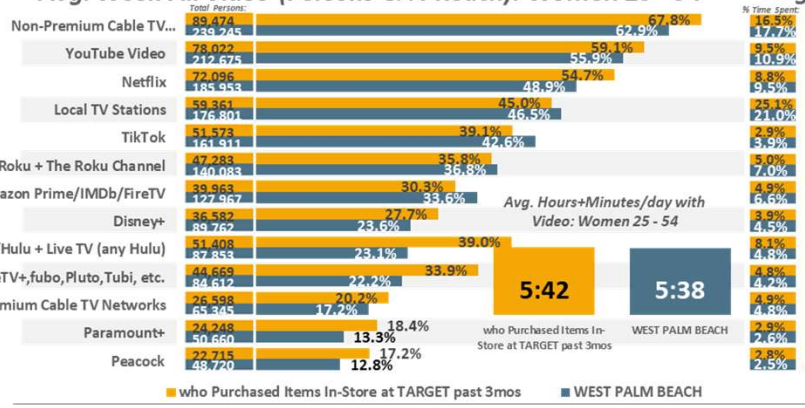
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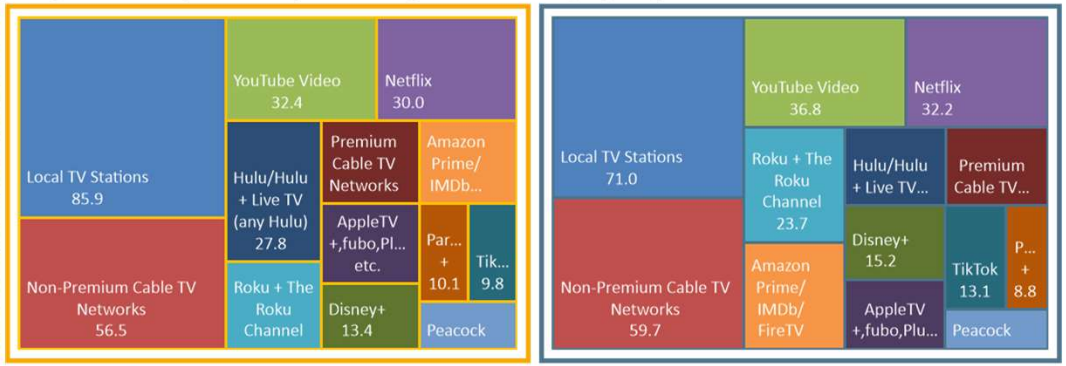
[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

58,928 or 44.7% of Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos watch Ad-Supported Local TV Stations for an average of 83.4 minutes every day representing 32.% of all time spent daily with Ad-Supported Video.

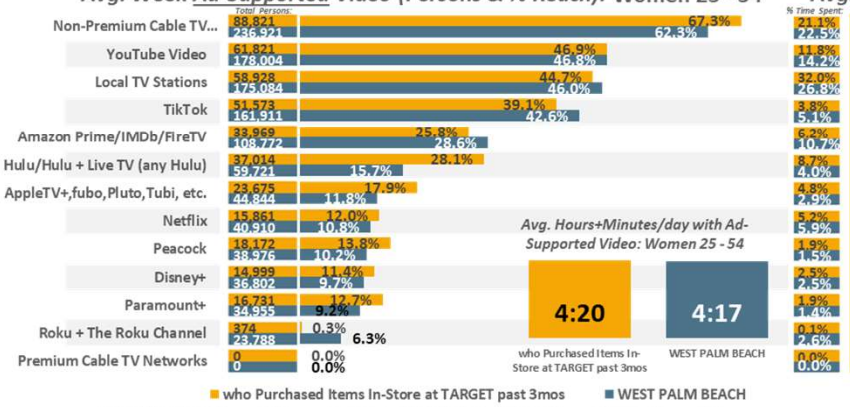
Avg. Week All Video (Persons & % Reach): Women 25 - 54



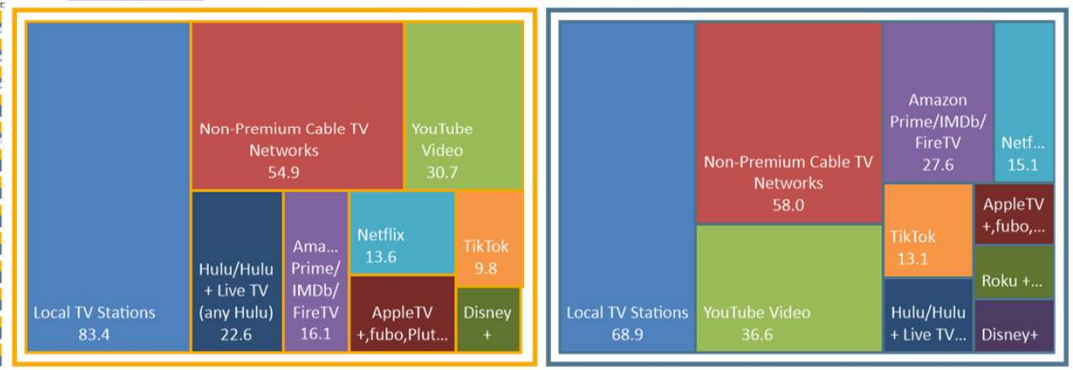
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Avg. Week Ad-Supported Video (Persons & % Reach): Women 25 - 54



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 734

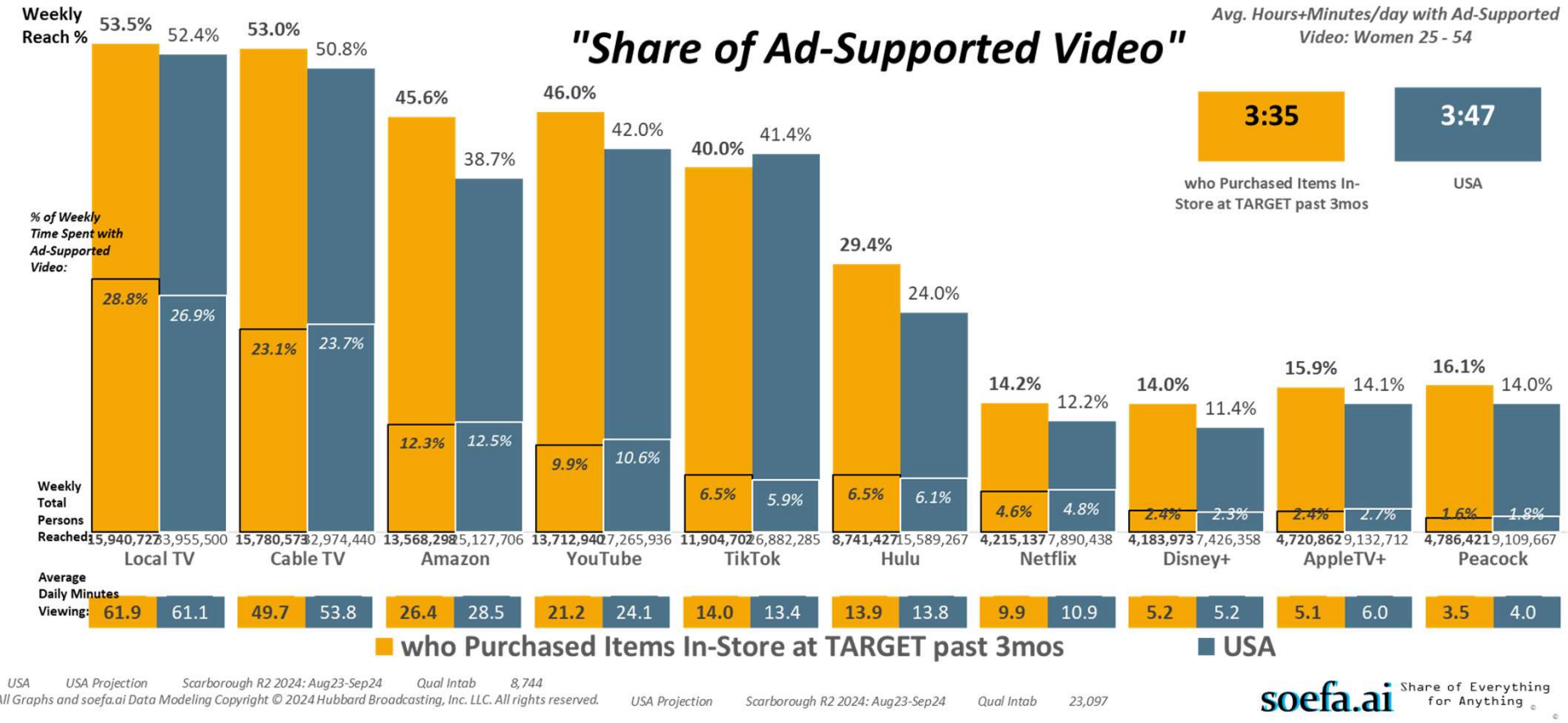
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[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]



15,940,727 or 53.5% of Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos watch Ad-Supported Local TV Stations for an average of 61.9 minutes every day representing 28.8% of all time spent daily with Ad-Supported Video.



USA USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 8,744

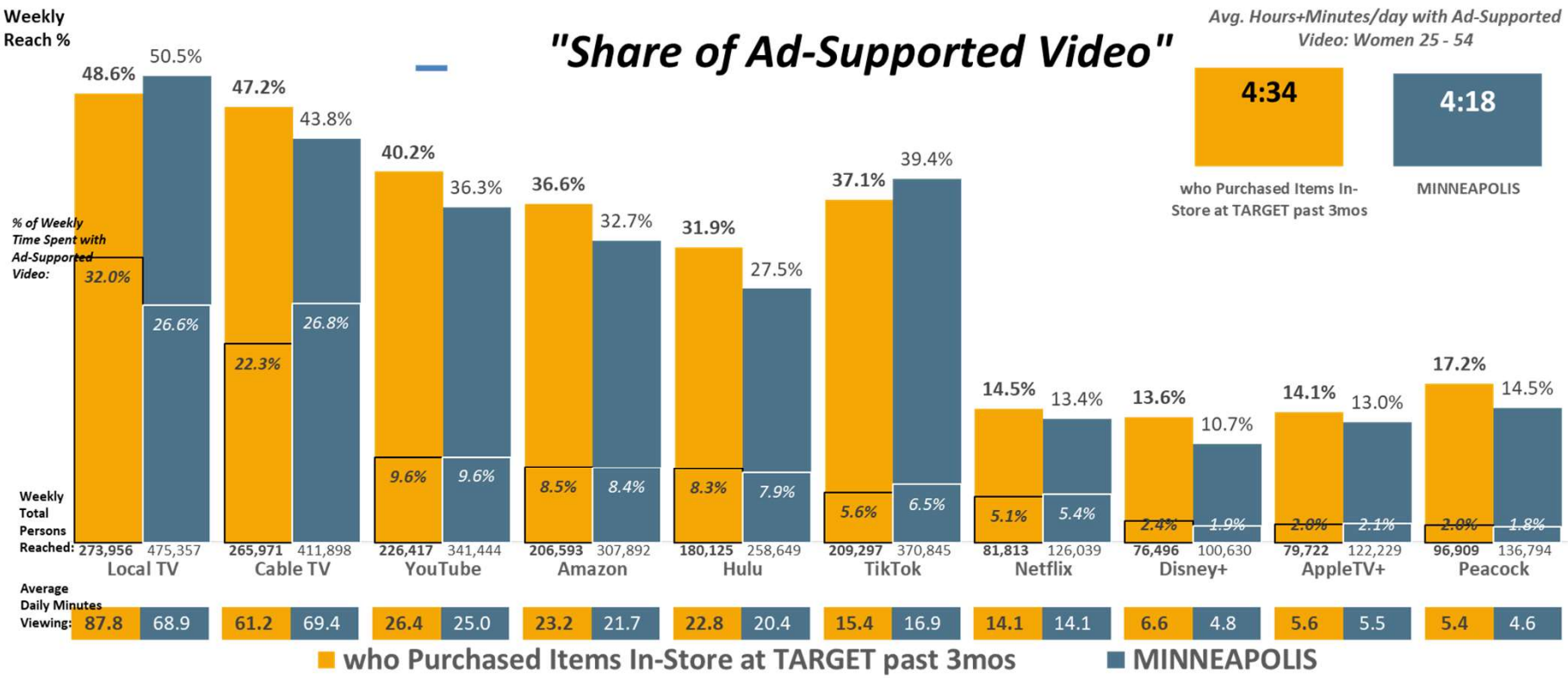
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USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,097

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[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

273,956 or 48.6% of Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos watch Ad-Supported Local TV Stations for an average of 87.8 minutes every day representing 32.% of all time spent daily with Ad-Supported Video.



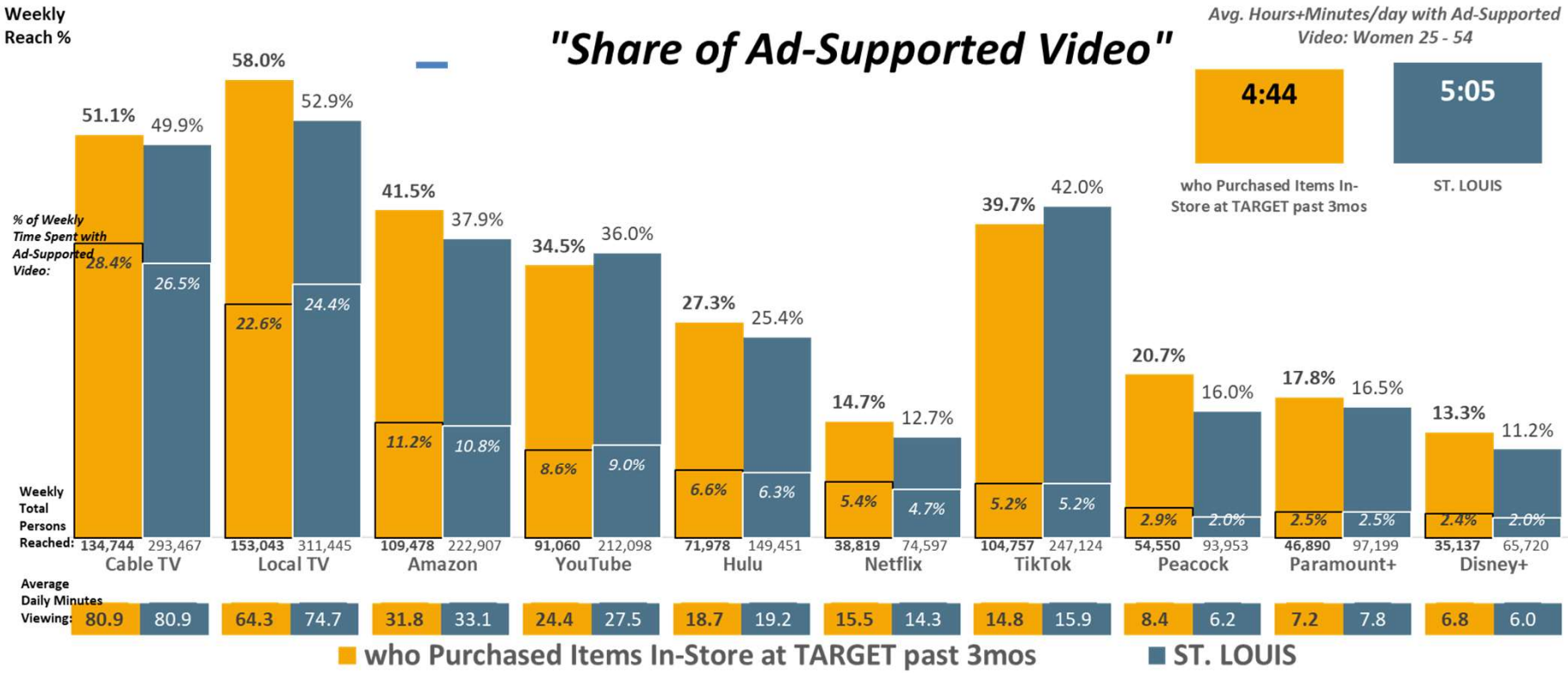
MINNEAPOLIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,113 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,862

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[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

153,043 or 58.% of Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos watch Ad-Supported Local TV Stations for an average of 64.3 minutes every day representing 22.6% of all time spent daily with Ad-Supported Video.



ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 794 ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,933

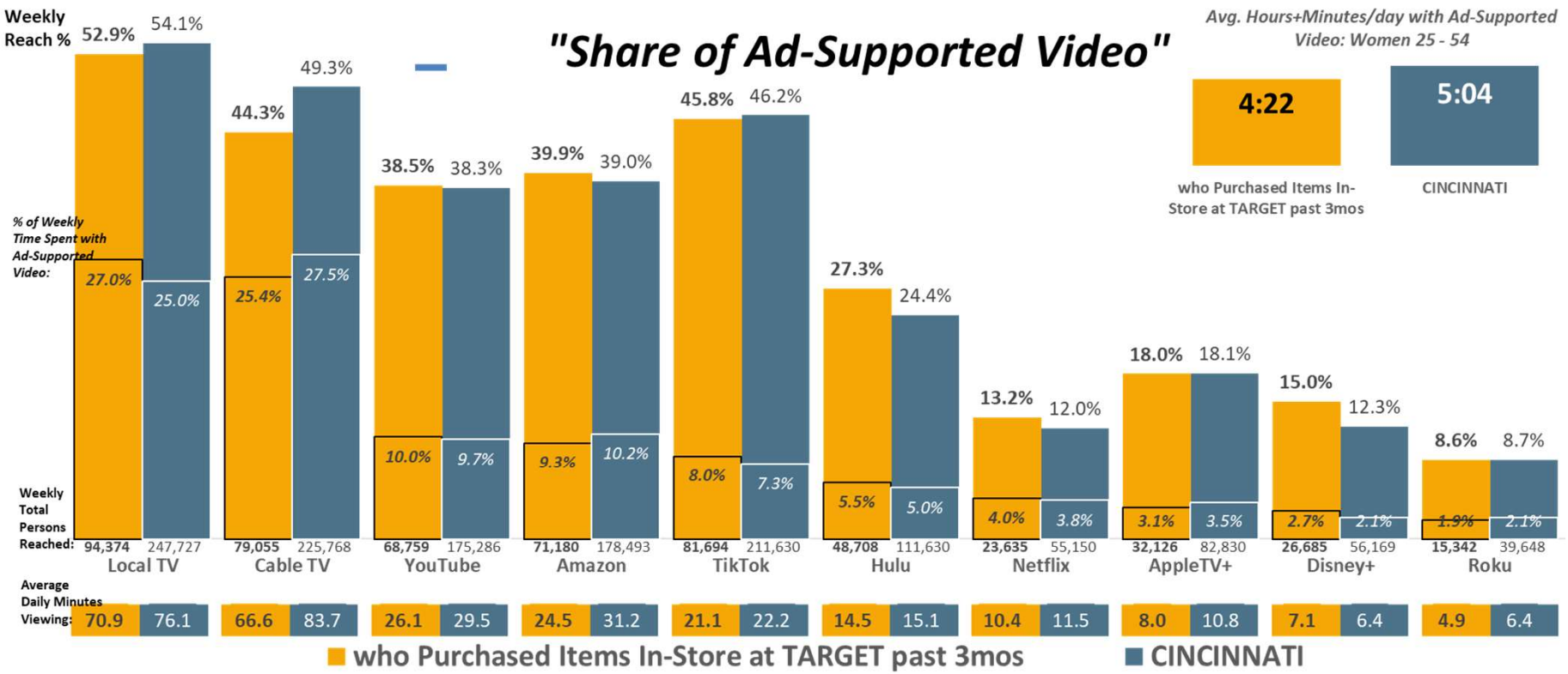
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[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

CIN

94,374 or 52.9% of Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos watch Ad-Supported Local TV Stations for an average of 70.9 minutes every day representing 27.7% of all time spent daily with Ad-Supported Video.



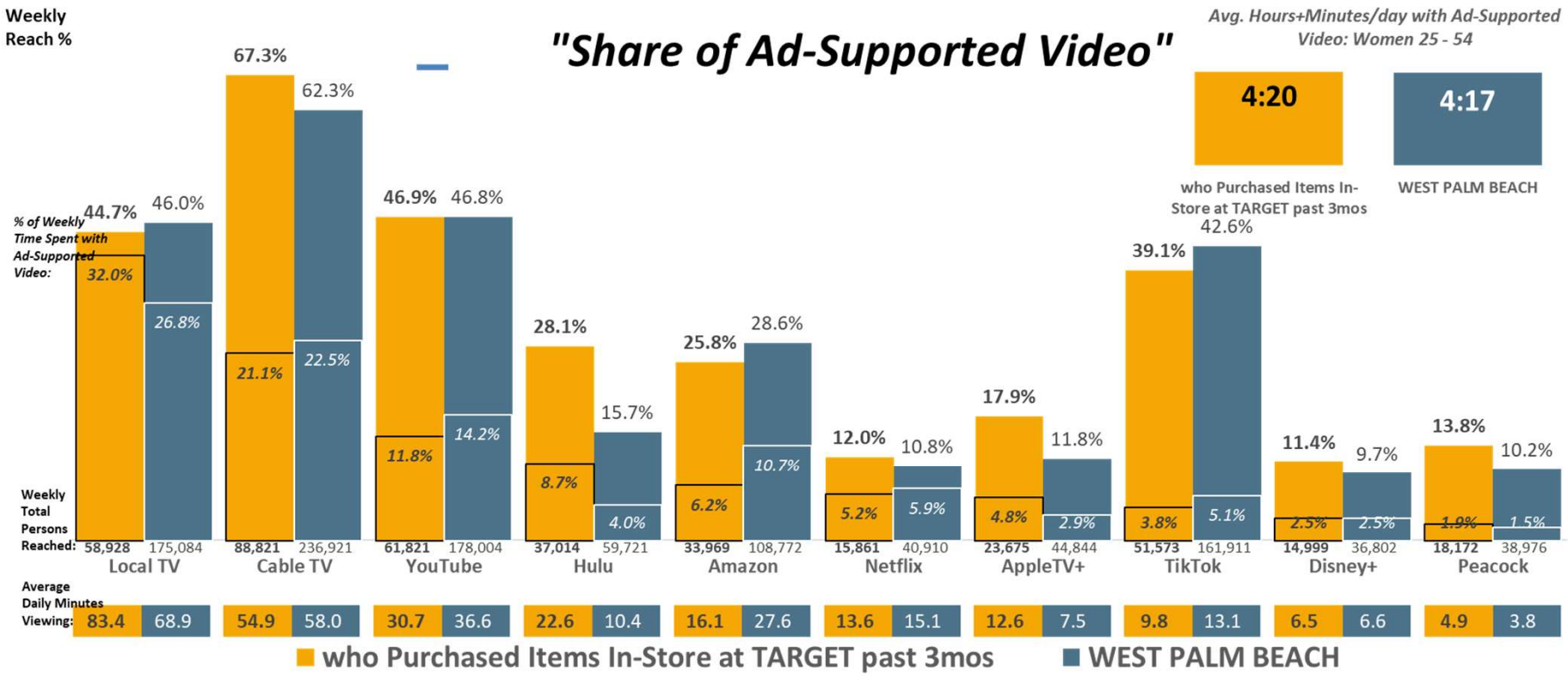
CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 602 CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,879

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[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

58,928 or 44.7% of Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos watch Ad-Supported Local TV Stations for an average of 83.4 minutes every day representing 32.% of all time spent daily with Ad-Supported Video.



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 734 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 2,464

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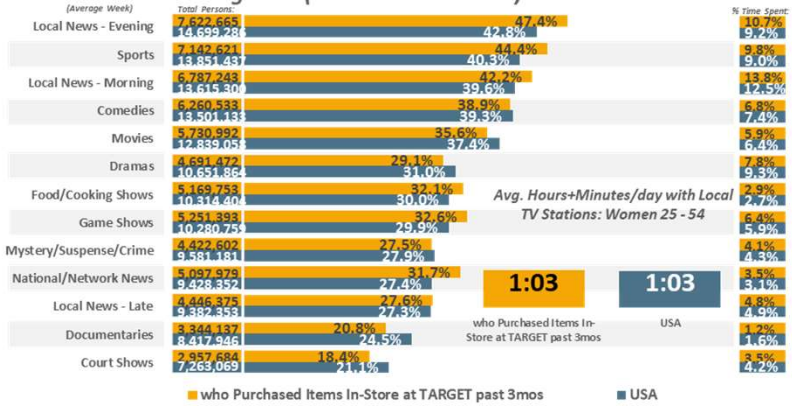
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[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

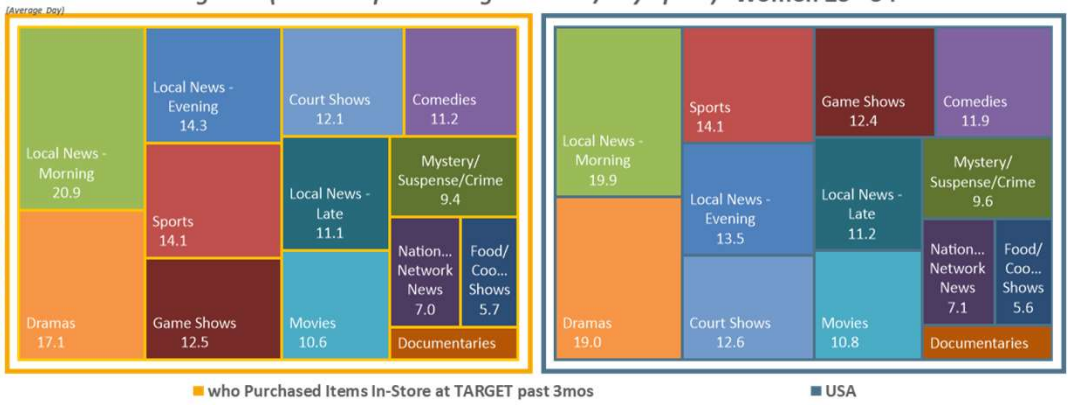


15,940,727 or 53.5% of Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Local News - Morning, Comedies, Movies, and Game Shows.

Local TV Station Programs (Persons & % Reach): Women 25 - 54



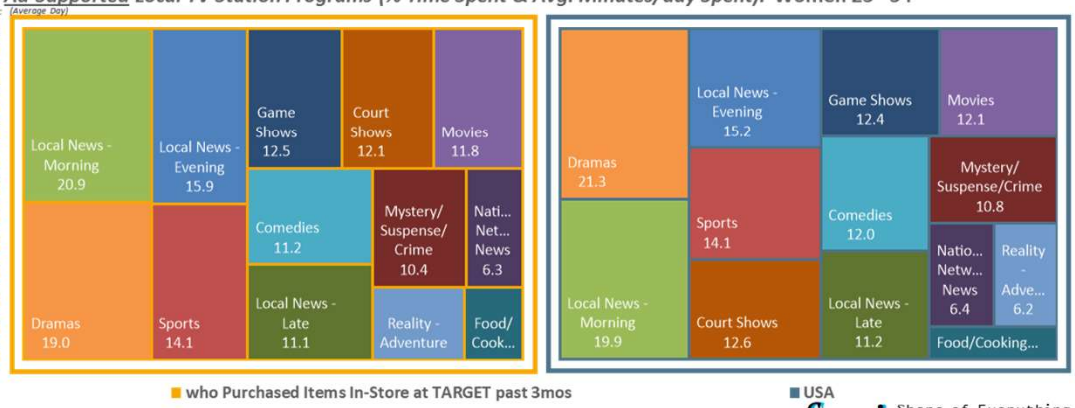
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Ad-Supported Local TV Station Programs (Persons & % Reach): Women 25 - 54



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



USA USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 8,744

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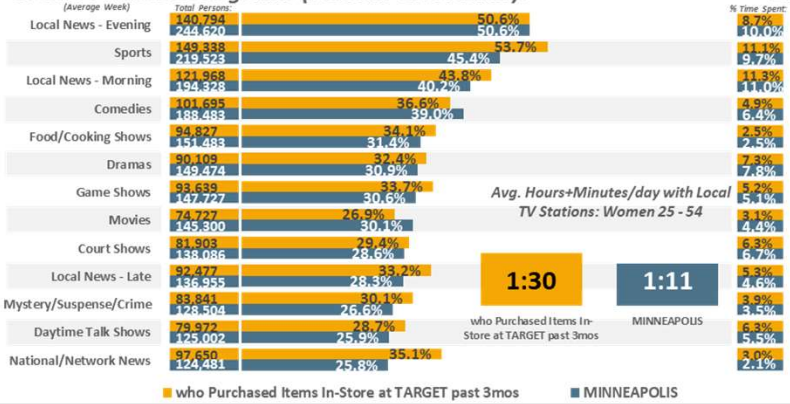
USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,097

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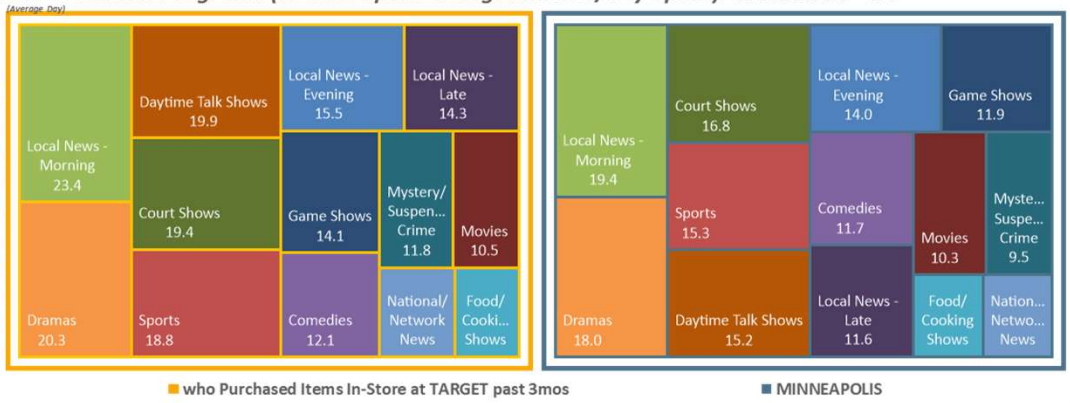
[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

273,956 or 48.6% of Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, Game Shows, and Local News - Late.

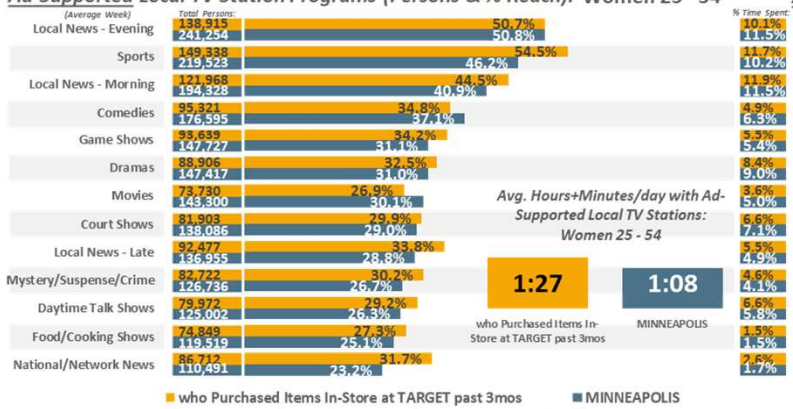
Local TV Station Programs (Persons & % Reach): Women 25 - 54



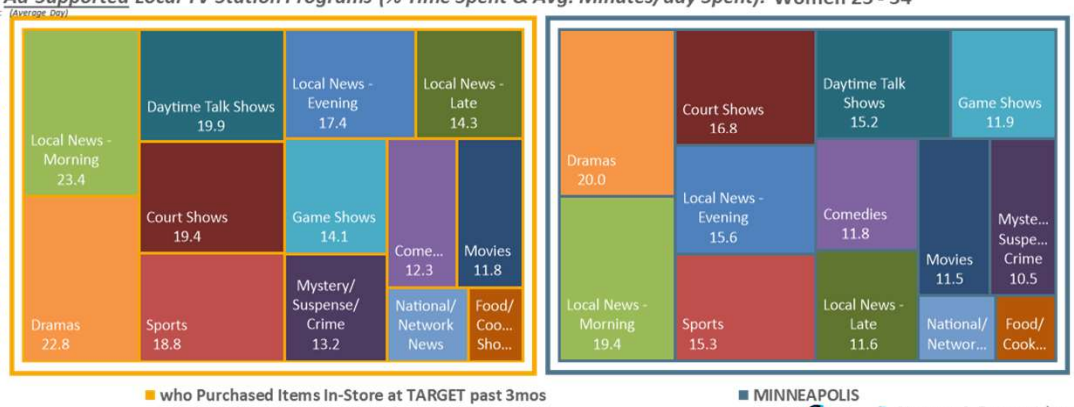
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Ad-Supported Local TV Station Programs (Persons & % Reach): Women 25 - 54



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



MINNEAPOLIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,113

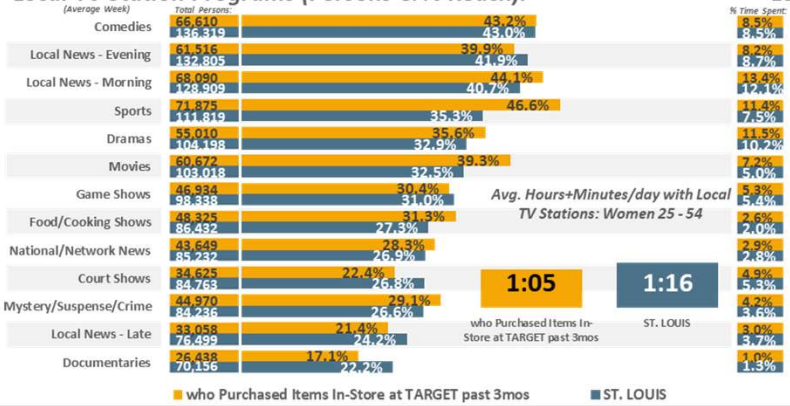
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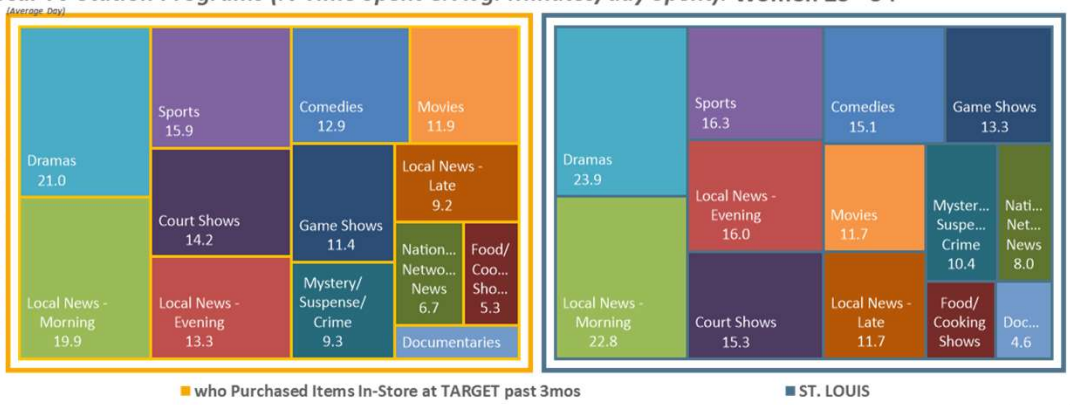
[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

153,043 or 58.% of Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Morning, Comedies, Local News - Evening, Movies, and Dramas.

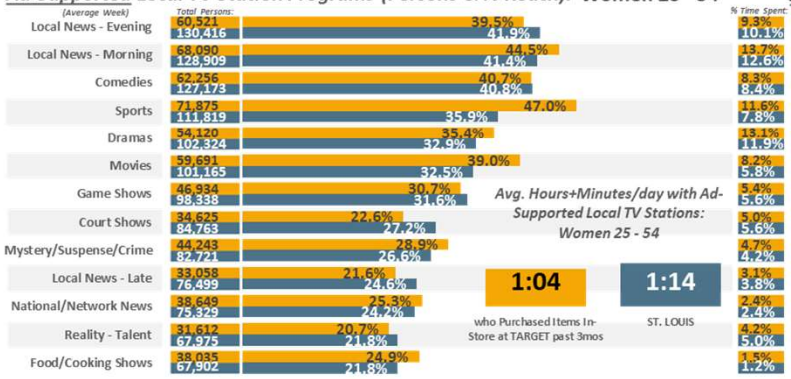
Local TV Station Programs (Persons & % Reach): Women 25 - 54



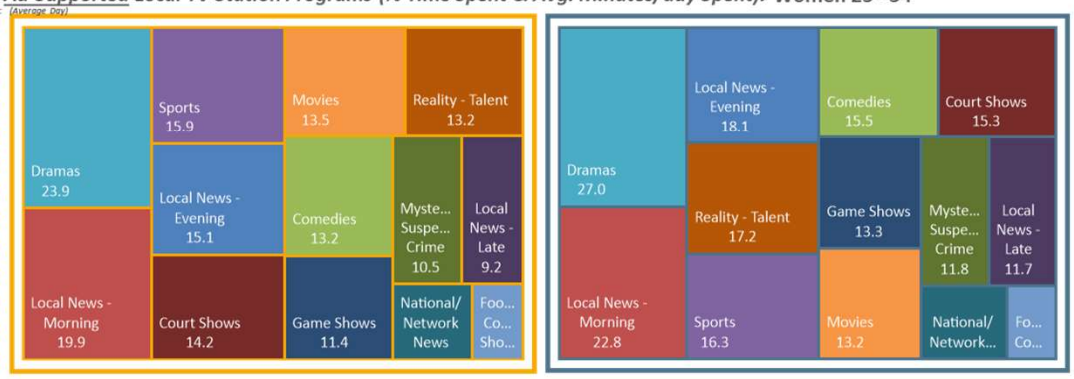
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Ad-Supported Local TV Station Programs (Persons & % Reach): Women 25 - 54



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 794

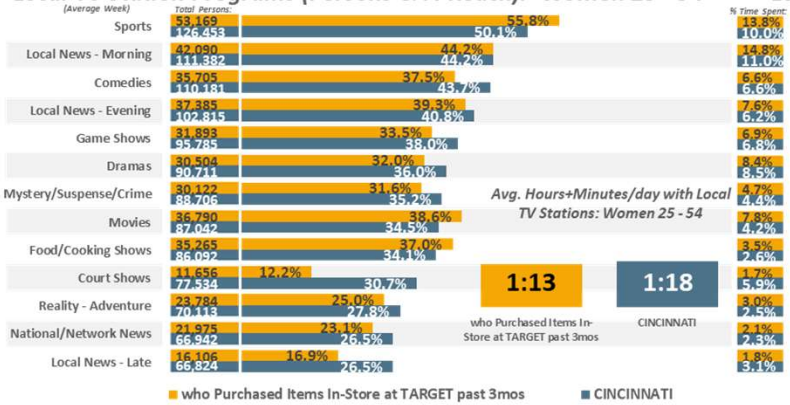
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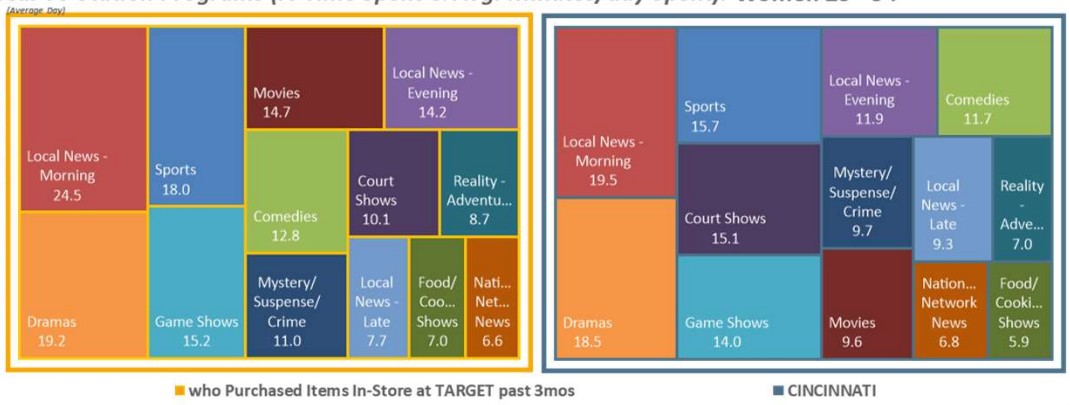
[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

94,374 or 52.9% of Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Morning, Local News - Evening, Movies, Comedies, and Game Shows.

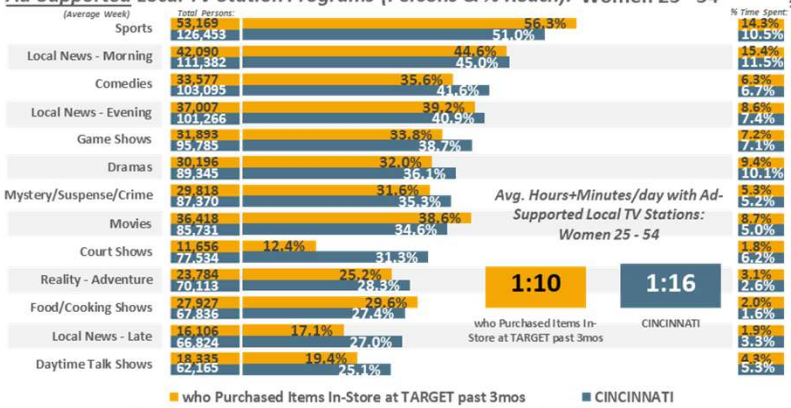
Local TV Station Programs (Persons & % Reach): Women 25 - 54



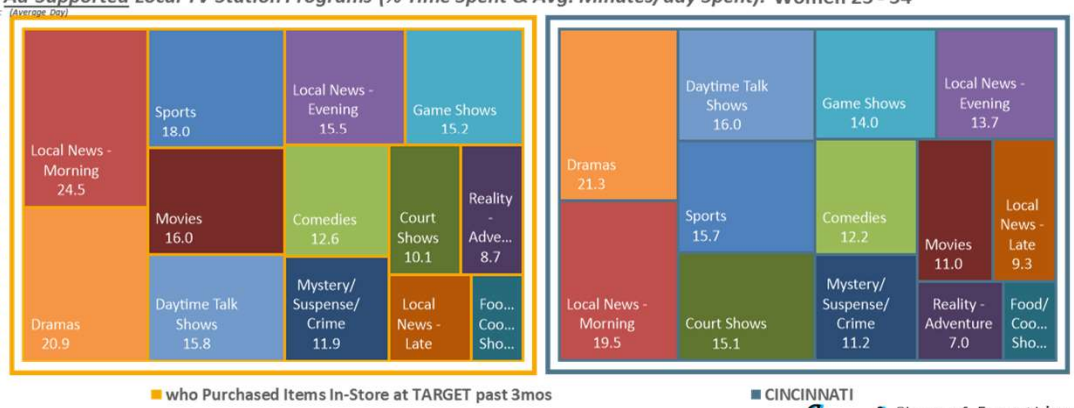
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Ad-Supported Local TV Station Programs (Persons & % Reach): Women 25 - 54



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 602

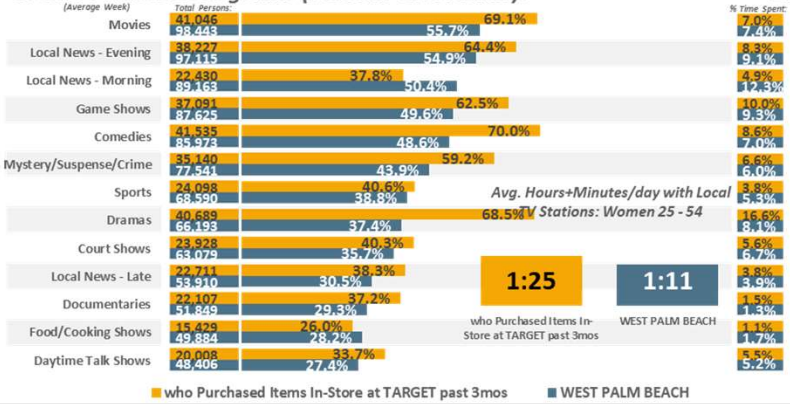
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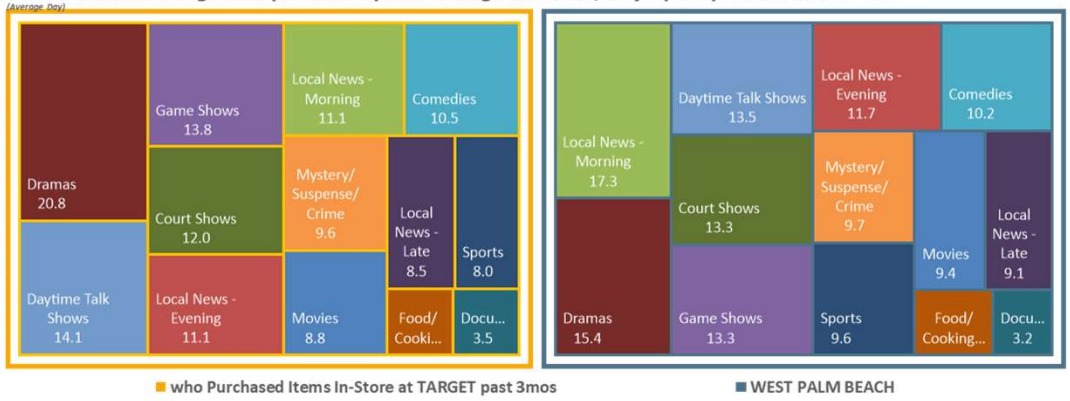
[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

58,928 or 44.7% of Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Movies, Dramas, Comedies, Local News - Evening, Game Shows, and Mystery/Suspense/Crime.

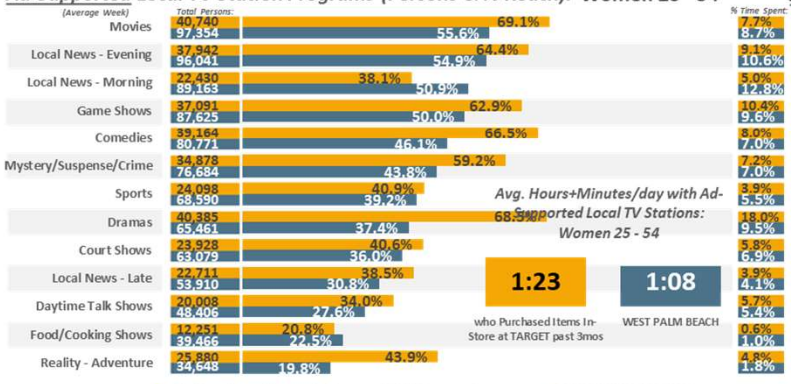
Local TV Station Programs (Persons & % Reach): Women 25 - 54



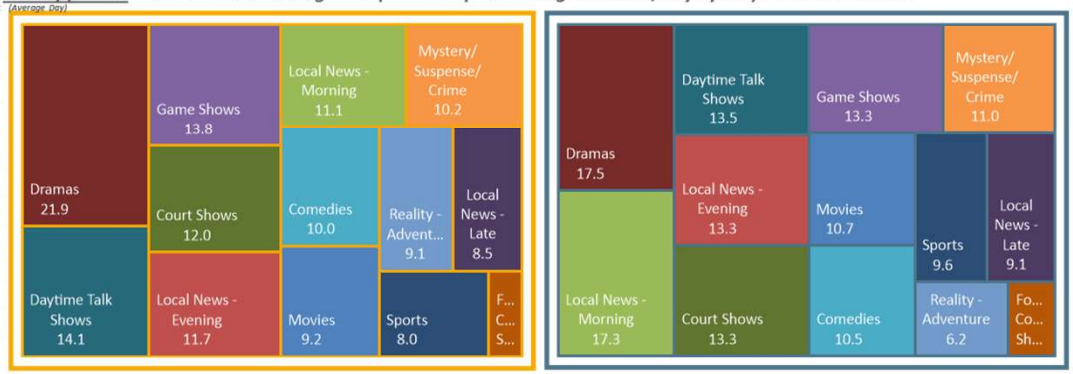
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Ad-Supported Local TV Station Programs (Persons & % Reach): Women 25 - 54



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 734

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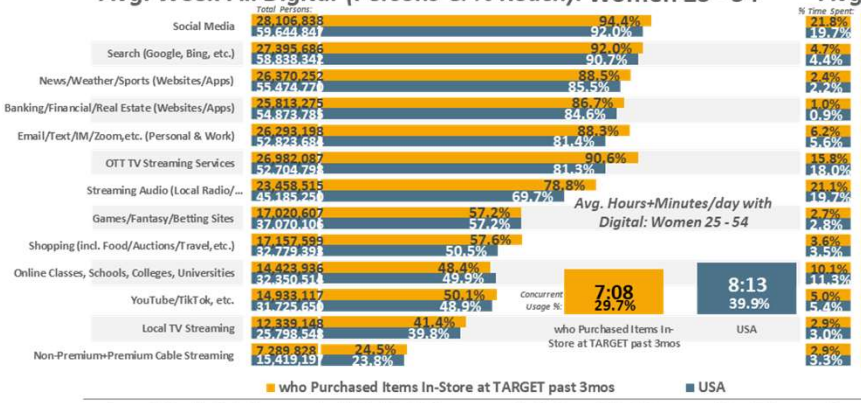
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[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]



25,342,465 or 85.1% of Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos use Ad-Supported Social Media for an average of 142.9 minutes every day representing 28.5% of all time spent daily with Ad-Supported Digital Media.

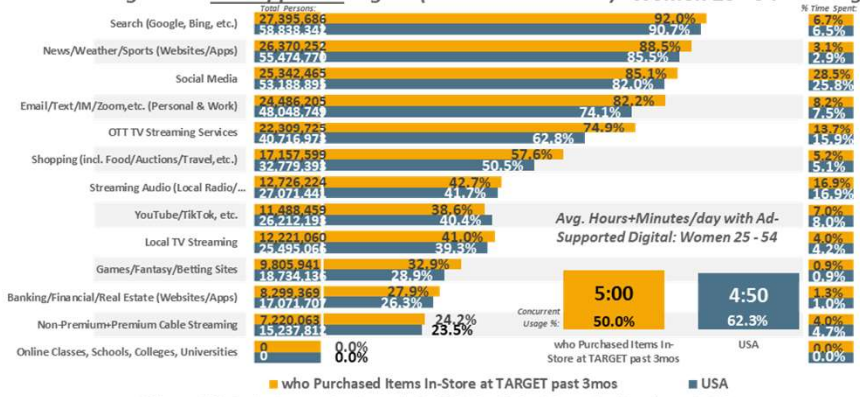
Avg. Week All Digital (Persons & % Reach): Women 25 - 54



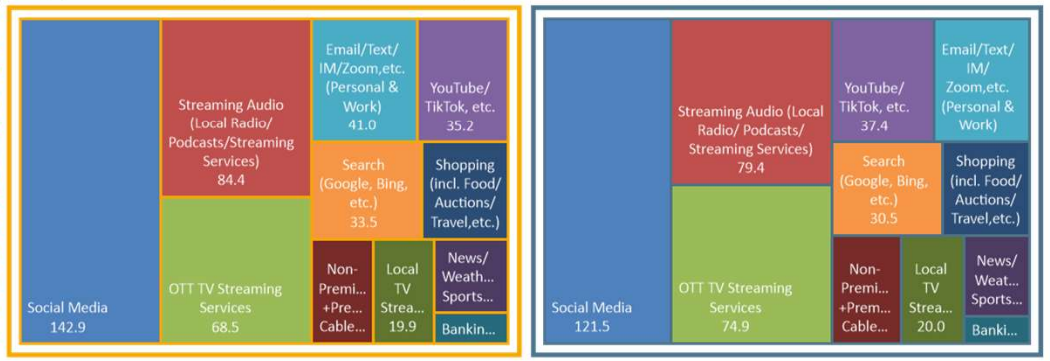
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Avg. Week Ad-Supported Digital (Persons & % Reach): Women 25 - 54



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



USA USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 8,744

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USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,097

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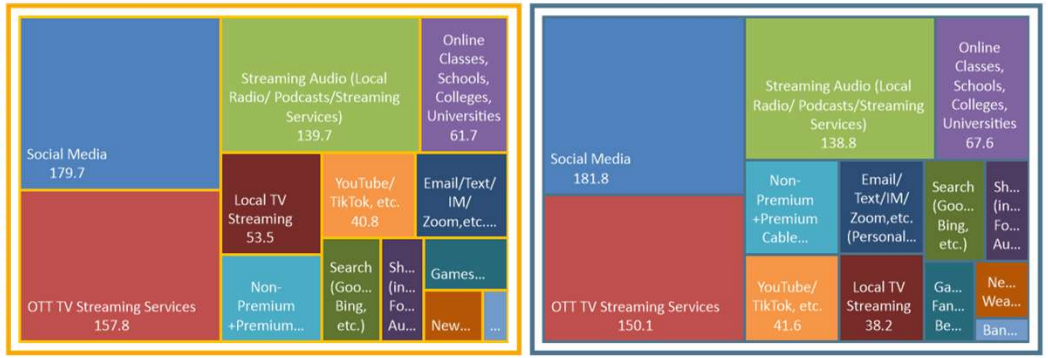
[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

501,529 or 88.9% of Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos use Ad-Supported Social Media for an average of 165.3 minutes every day representing 28.3% of all time spent daily with Ad-Supported Digital Media.

Avg. Week All Digital (Persons & % Reach): Women 25 - 54



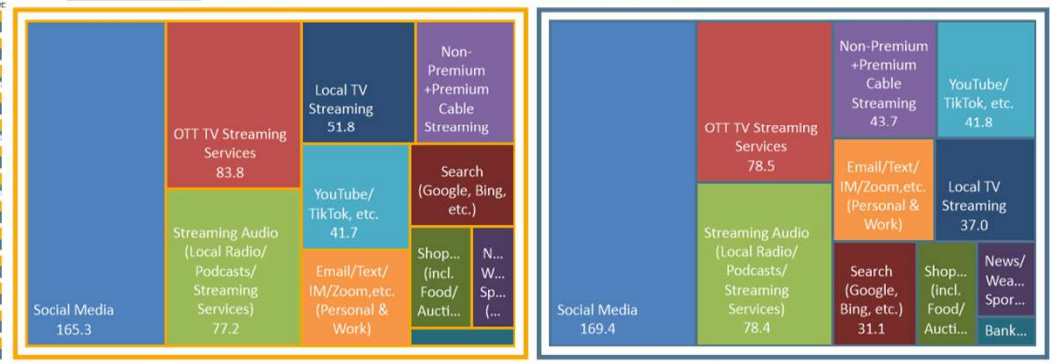
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Avg. Week Ad-Supported Digital (Persons & % Reach): Women 25 - 54



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



who Purchased Items In-Store at TARGET past 3mos MINNEAPOLIS

who Purchased Items In-Store at TARGET past 3mos MINNEAPOLIS

MINNEAPOLIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,113

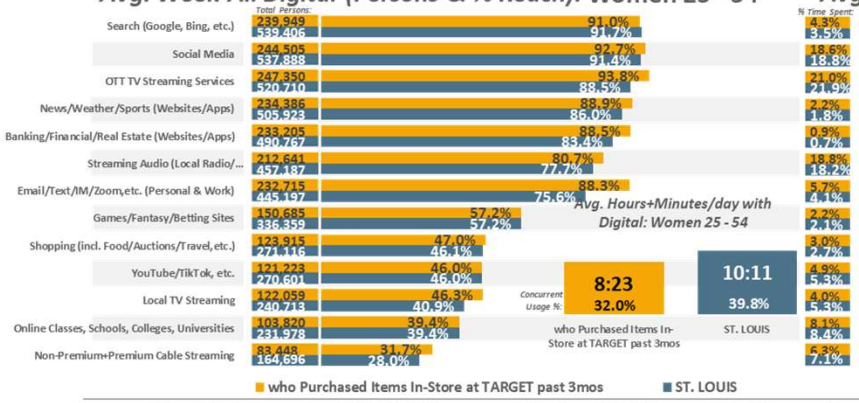
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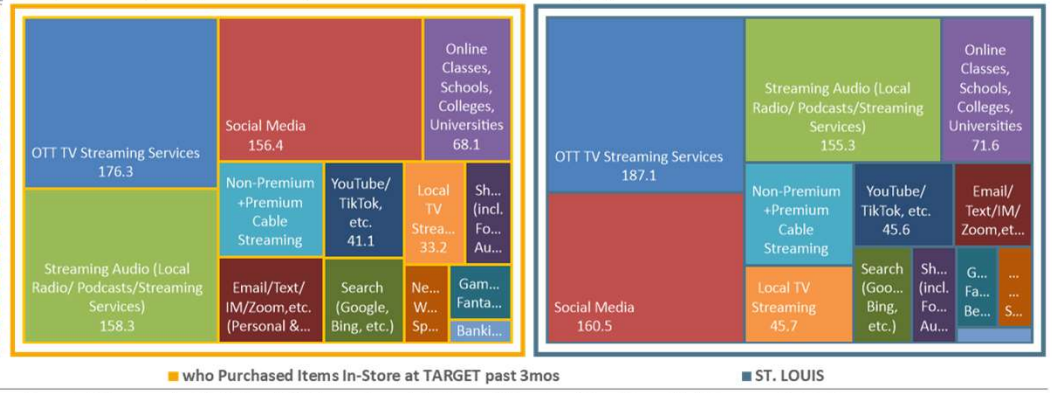
[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

225,929 or 85.7% of Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos use Ad-Supported Social Media for an average of 143.8 minutes every day representing 24.4% of all time spent daily with Ad-Supported Digital Media.

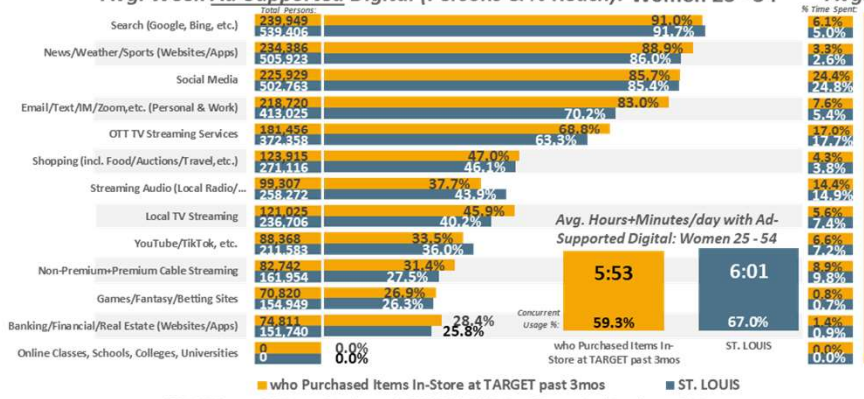
Avg. Week All Digital (Persons & % Reach): Women 25 - 54



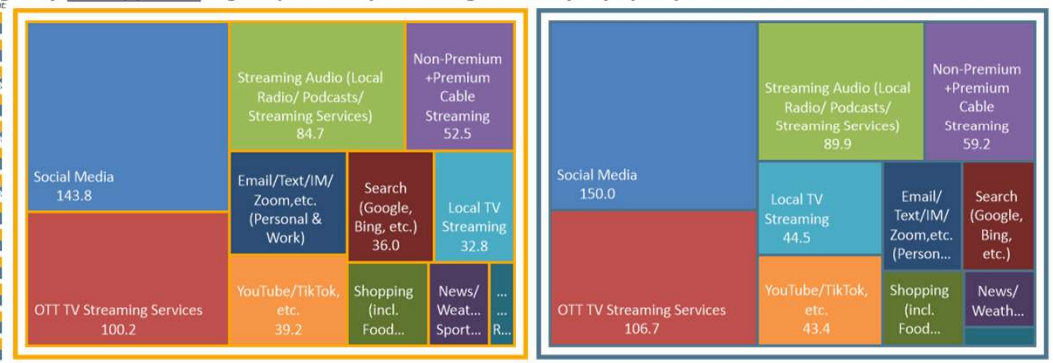
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Avg. Week Ad-Supported Digital (Persons & % Reach): Women 25 - 54



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 794

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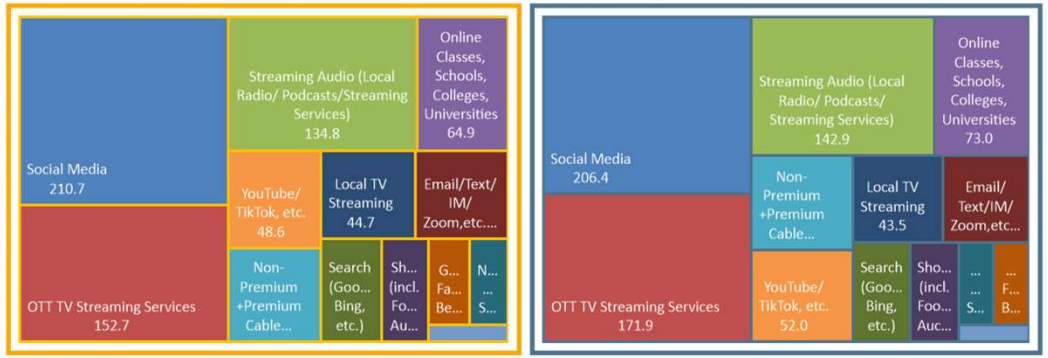
[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

156,129 or 87.5% of Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos use Ad-Supported Social Media for an average of 193.8 minutes every day representing 31.6% of all time spent daily with Ad-Supported Digital Media.

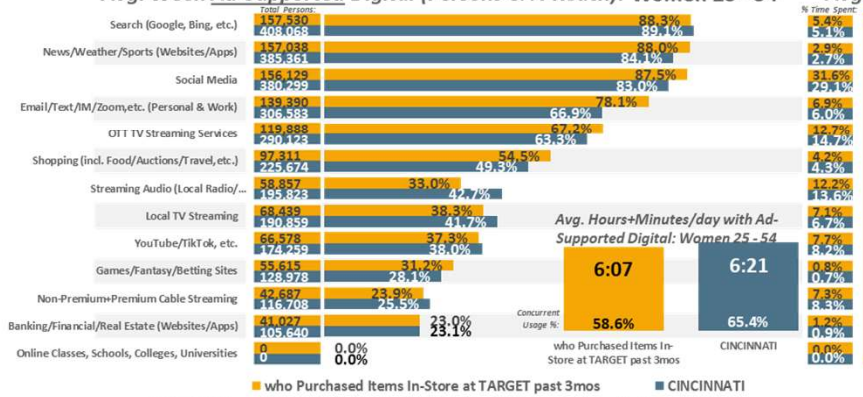
Avg. Week All Digital (Persons & % Reach): Women 25 - 54



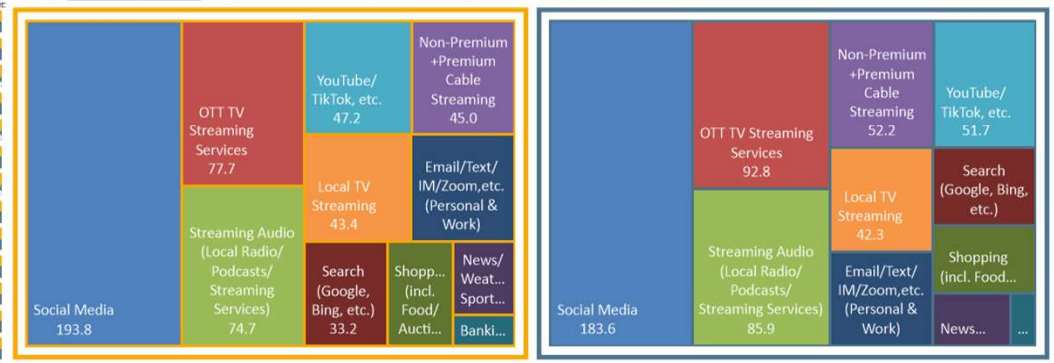
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Avg. Week Ad-Supported Digital (Persons & % Reach): Women 25 - 54



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 602

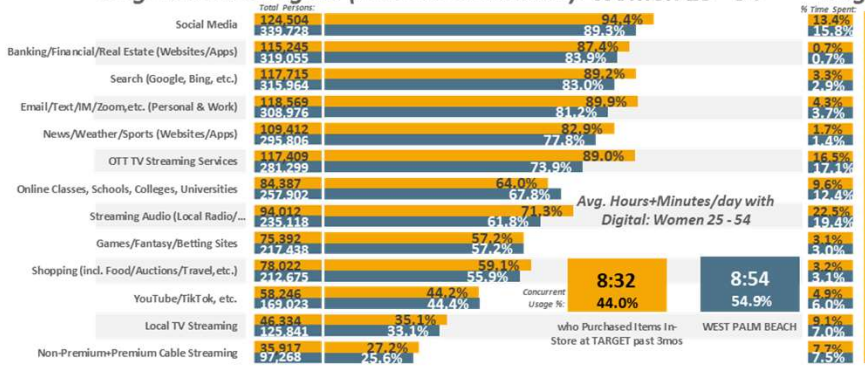
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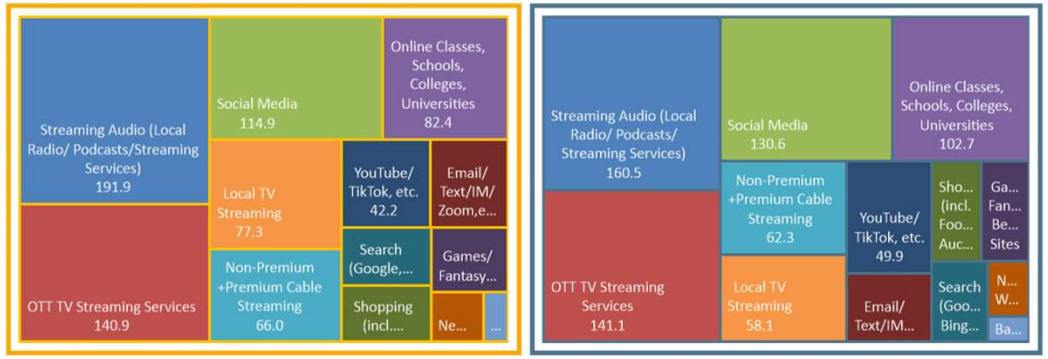
[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

111,360 or 84.4% of Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos use Ad-Supported Social Media for an average of 105.7 minutes every day representing 18.2% of all time spent daily with Ad-Supported Digital Media.

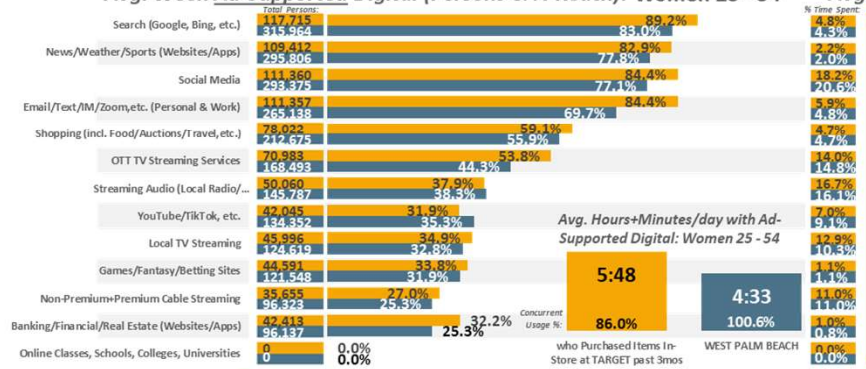
Avg. Week All Digital (Persons & % Reach): Women 25 - 54



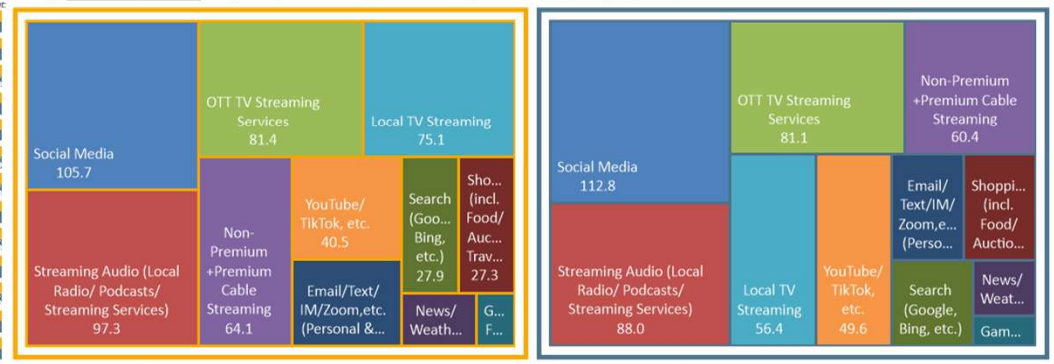
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Avg. Week Ad-Supported Digital (Persons & % Reach): Women 25 - 54



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 734

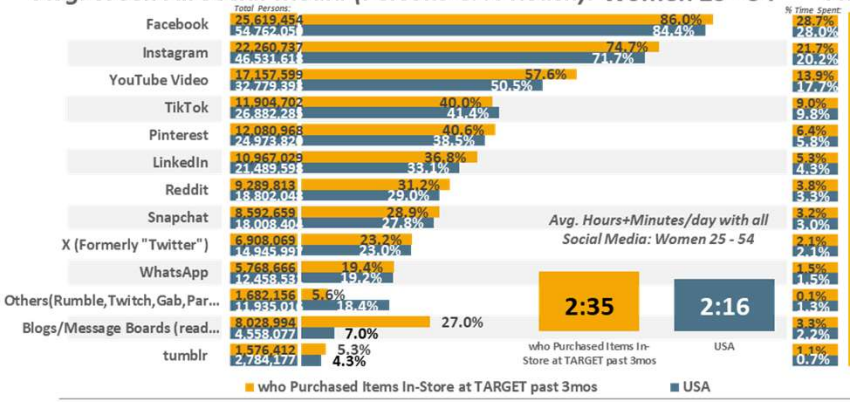
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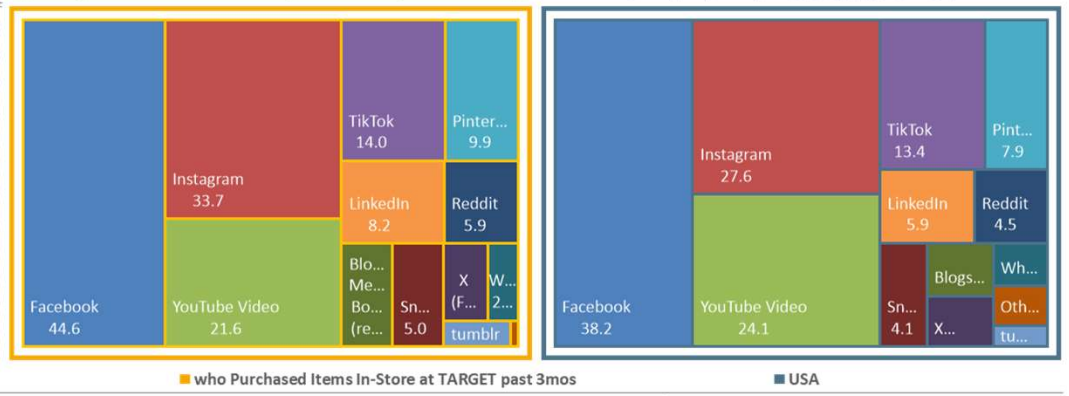
[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

25,342,465 or 85.1% of Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos use Ad-Supported Facebook for an average of 44.2 minutes every day representing 31.6% of all time spent daily with Ad-Supported Social Media.

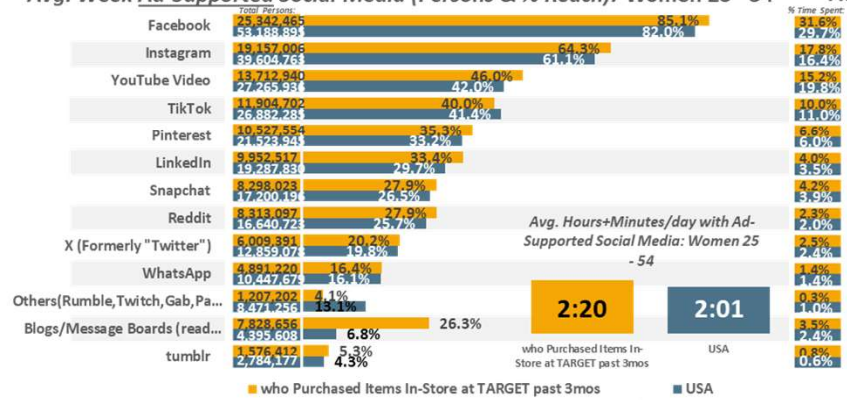
Avg. Week All Social Media (Persons & % Reach): Women 25 - 54



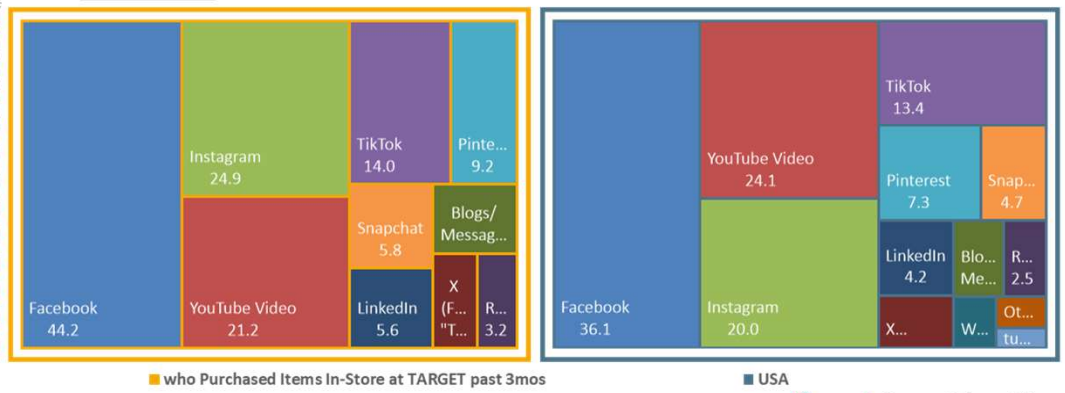
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Avg. Week Ad-Supported Social Media (Persons & % Reach): Women 25 - 54



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



USA USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 8,744

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USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,097

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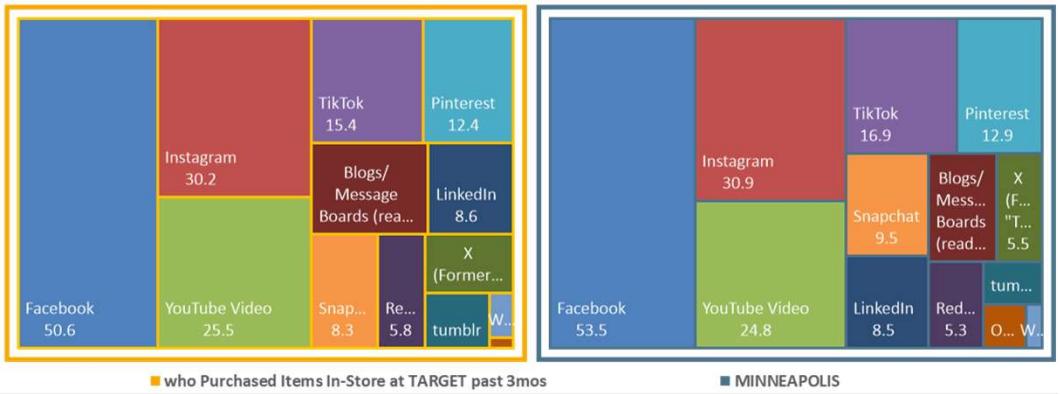
[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

491,638 or 87.2% of Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos use Ad-Supported Facebook for an average of 50. minutes every day representing 30.1% of all time spent daily with Ad-Supported Social Media.

Avg. Week All Social Media (Persons & % Reach): Women 25 - 54



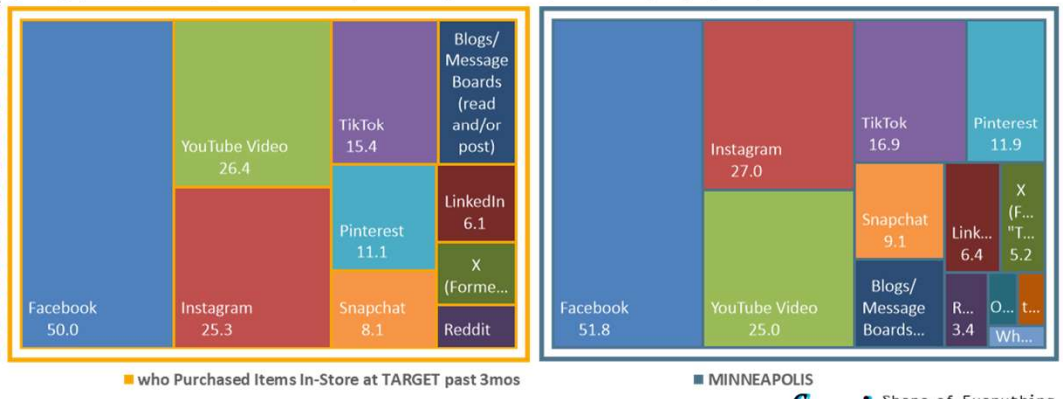
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Avg. Week Ad-Supported Social Media (Persons & % Reach): Women 25 - 54



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



MINNEAPOLIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,113

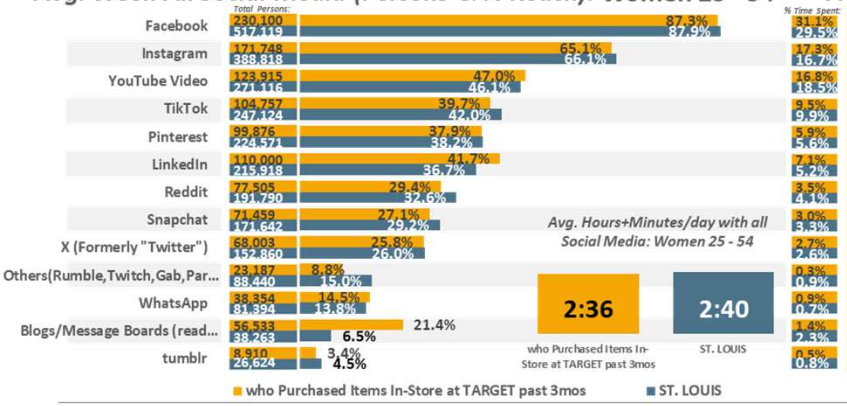
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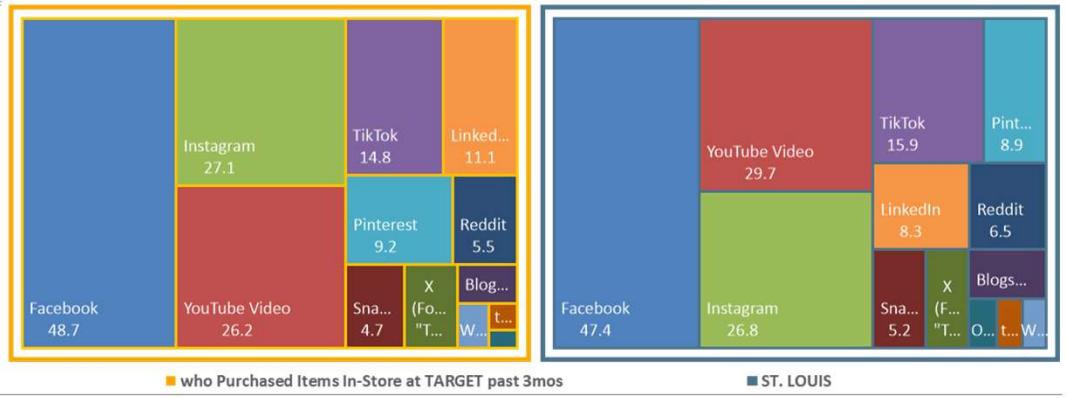
[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

225,929 or 85.7% of Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos use Ad-Supported Facebook for an average of 47.1 minutes every day representing 32.6% of all time spent daily with Ad-Supported Social Media.

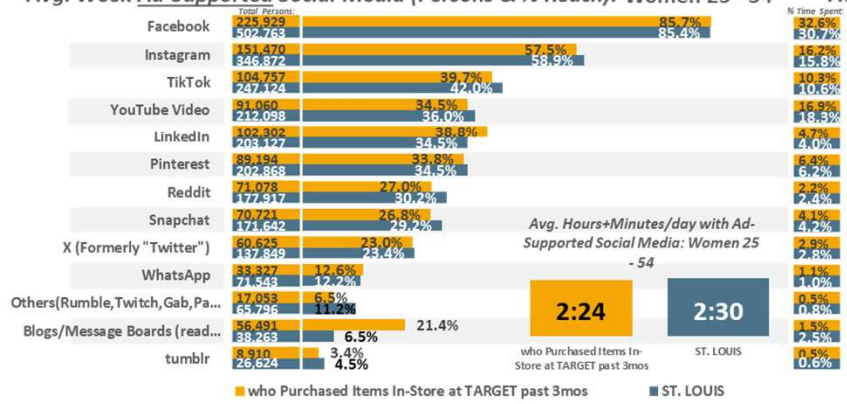
Avg. Week All Social Media (Persons & % Reach): Women 25 - 54



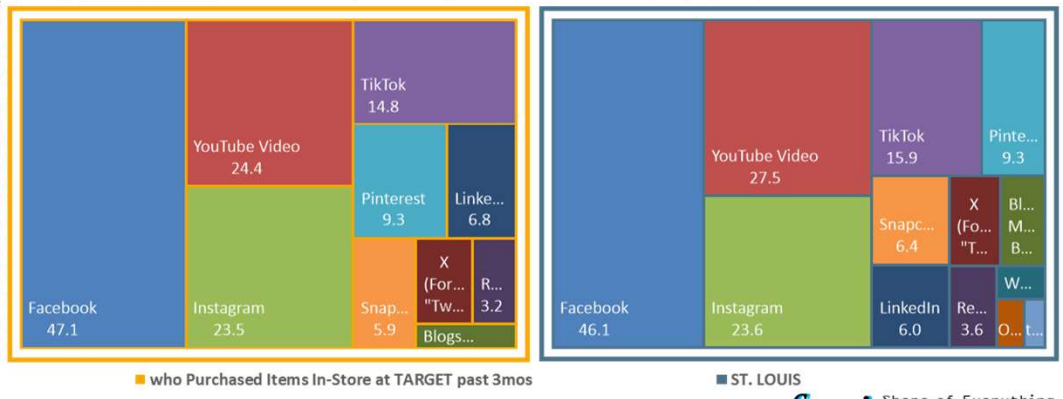
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Avg. Week Ad-Supported Social Media (Persons & % Reach): Women 25 - 54



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 794

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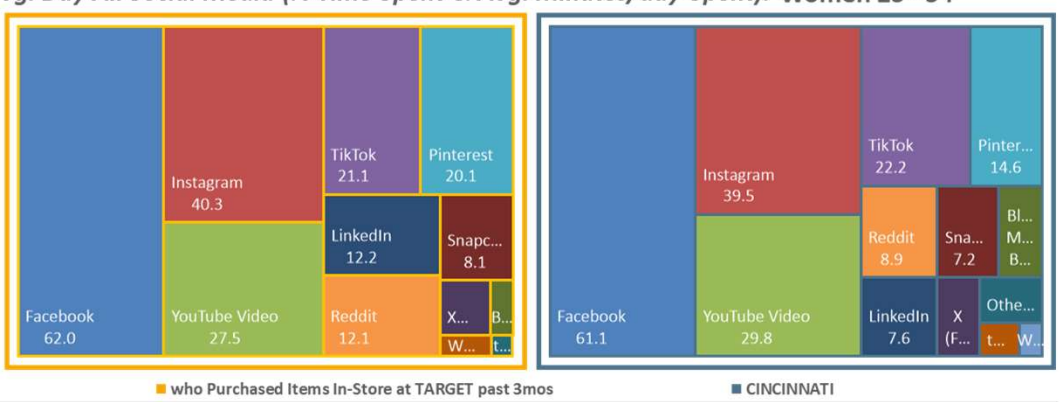
[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

156,129 or 87.5% of Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos use Ad-Supported Facebook for an average of 62.4 minutes every day representing 33.2% of all time spent daily with Ad-Supported Social Media.

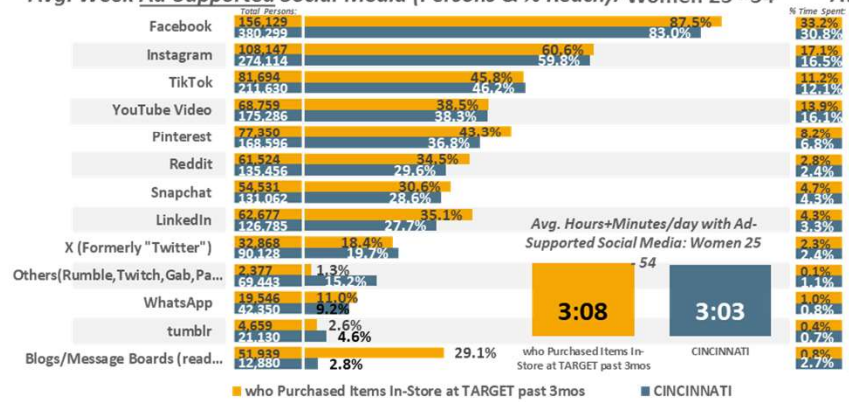
Avg. Week All Social Media (Persons & % Reach): Women 25 - 54



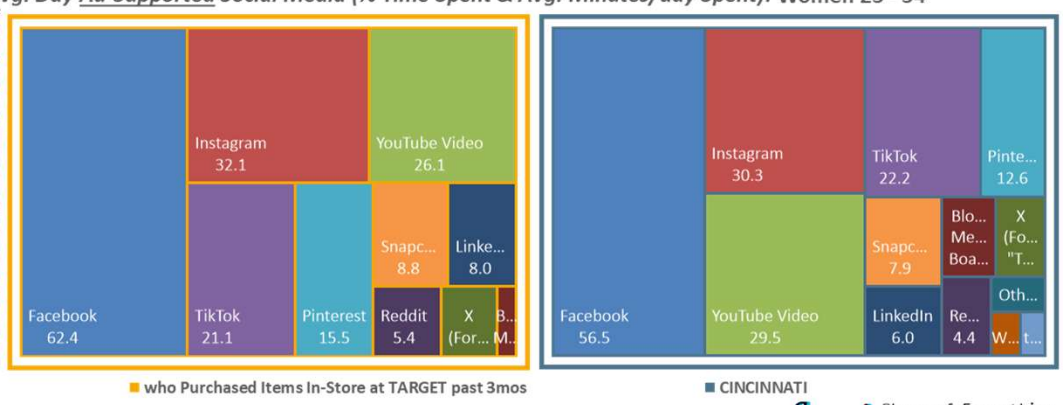
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Avg. Week Ad-Supported Social Media (Persons & % Reach): Women 25 - 54



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 602

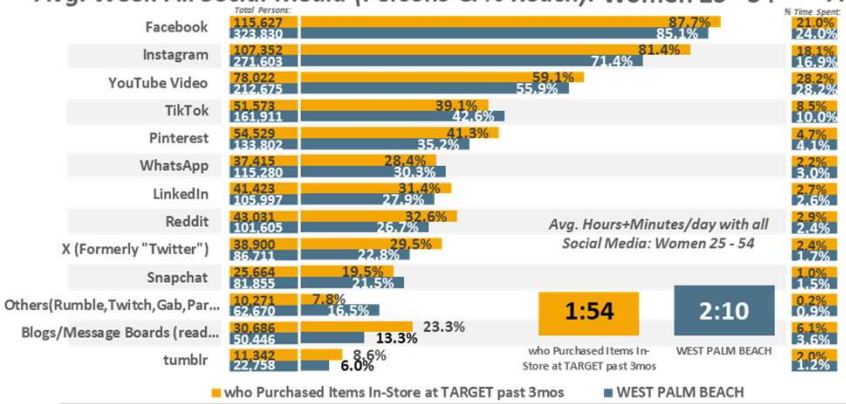
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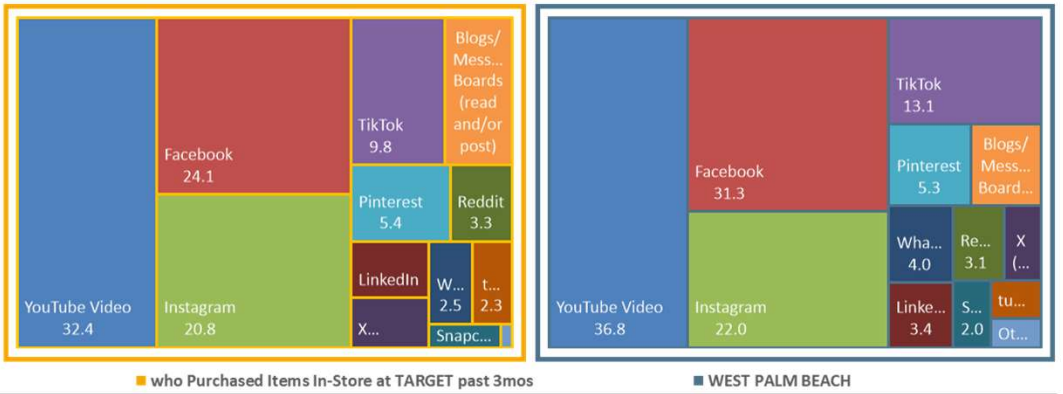
[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

61,821 or 46.9% of Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos use Ad-Supported YouTube Video for an average of 30.7 minutes every day representing 29.9% of all time spent daily with Ad-Supported Social Media.

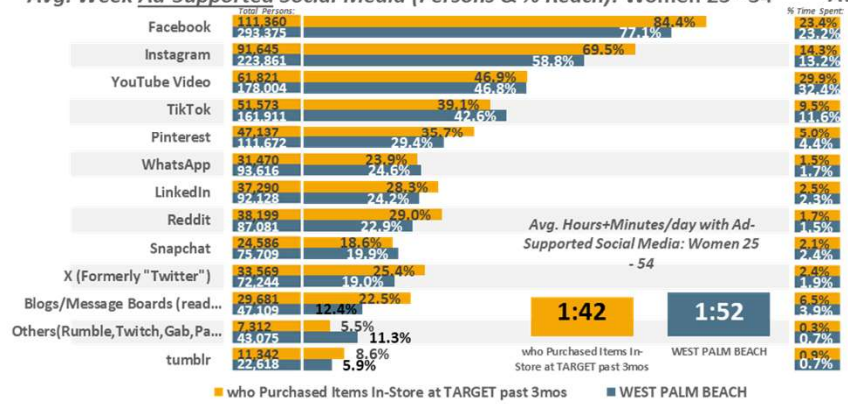
Avg. Week All Social Media (Persons & % Reach): Women 25 - 54



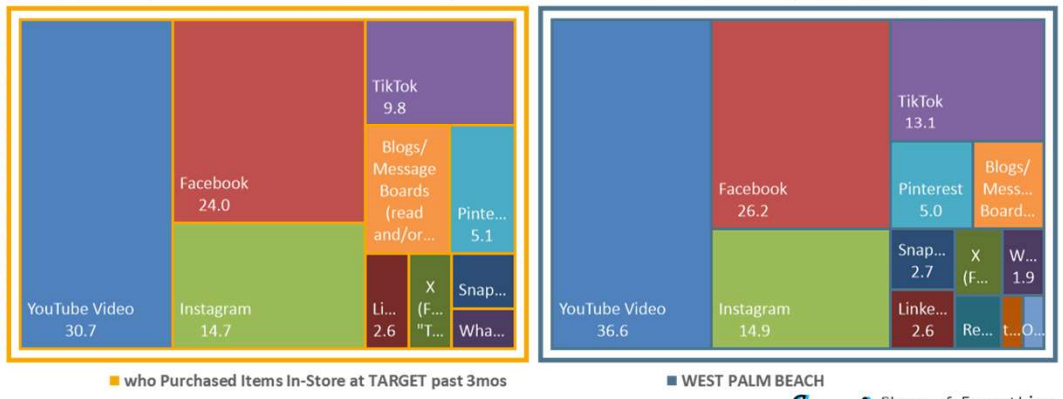
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Avg. Week Ad-Supported Social Media (Persons & % Reach): Women 25 - 54



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 734

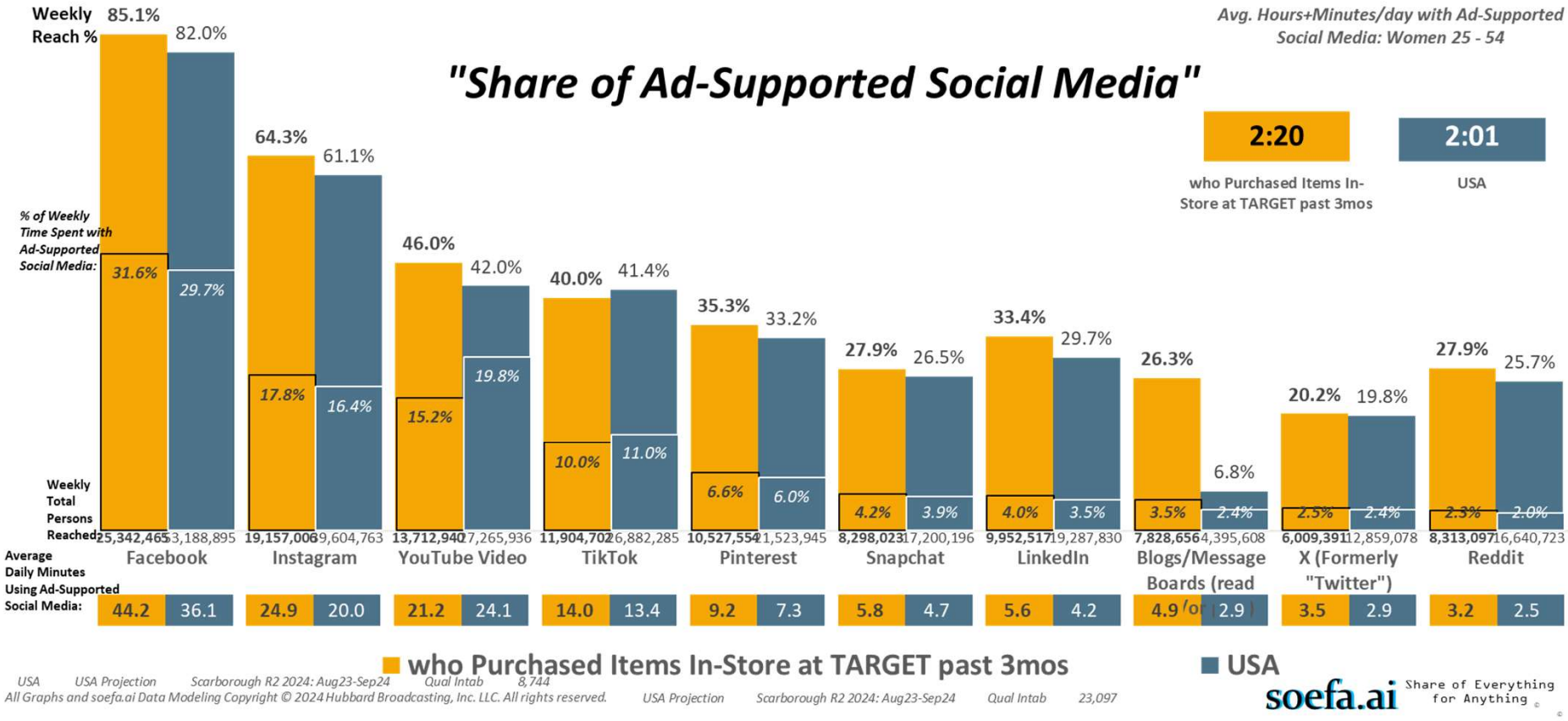
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[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]



25,342,465 or 85.1% of Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos use Ad-Supported Facebook for an average of 44.2 minutes every day representing 31.6% of all time spent daily with Ad-Supported Social Media.



USA USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 8,744

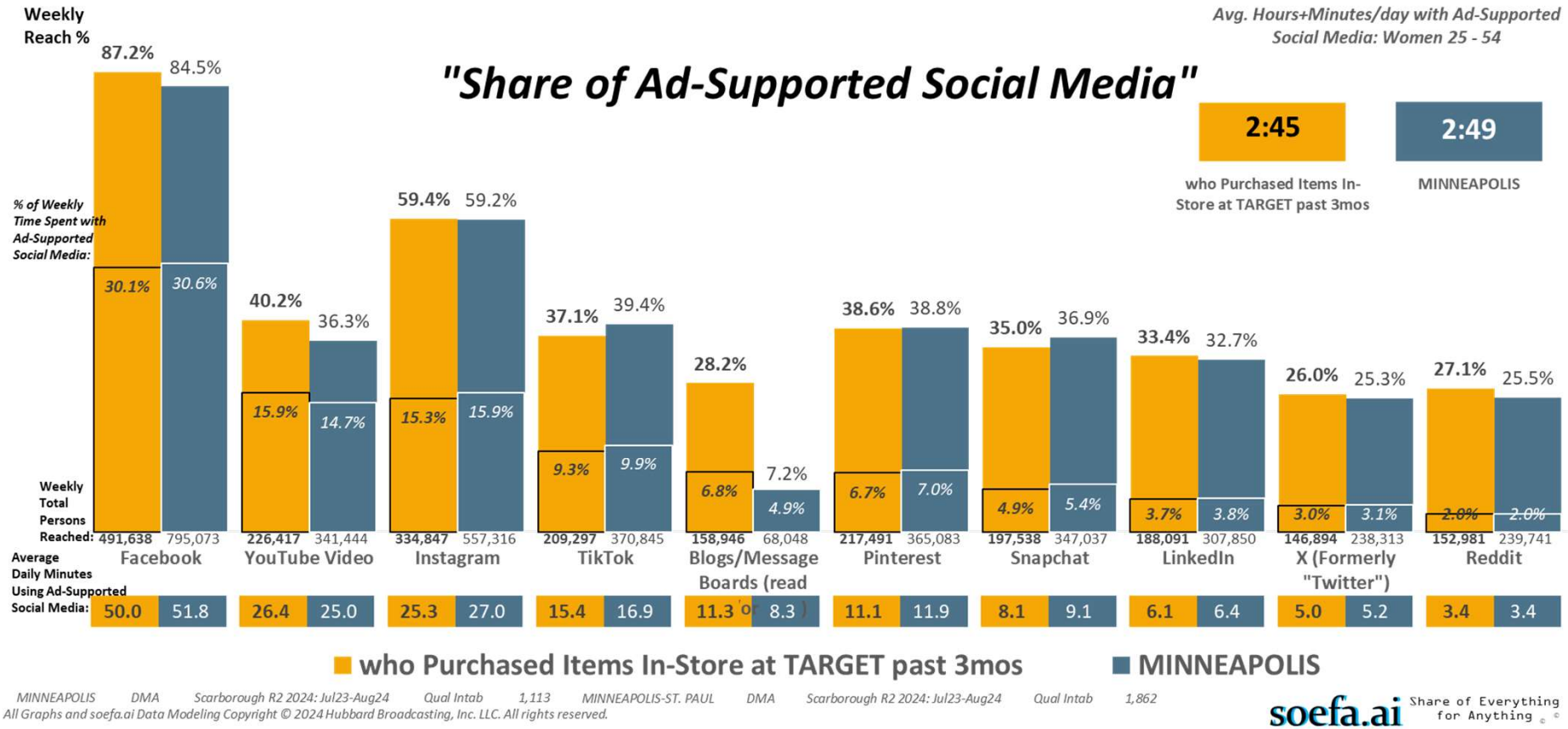
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USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,097

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[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

491,638 or 87.2% of Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos use Ad-Supported Facebook for an average of 50. minutes every day representing 30.1% of all time spent daily with Ad-Supported Social Media.



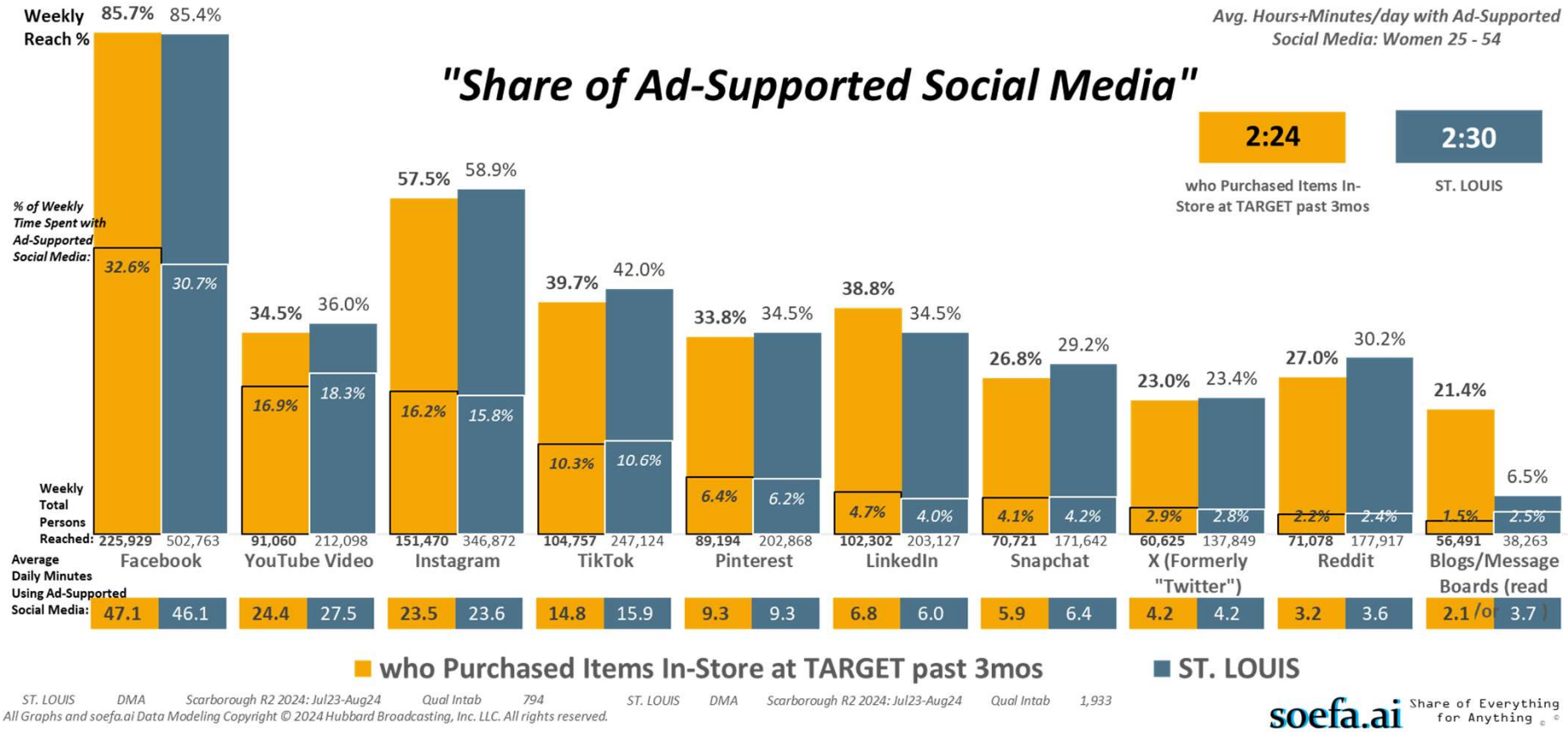
MINNEAPOLIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,113 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,862

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[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

225,929 or 85.7% of Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos use Ad-Supported Facebook for an average of 47.1 minutes every day representing 32.6% of all time spent daily with Ad-Supported Social Media.



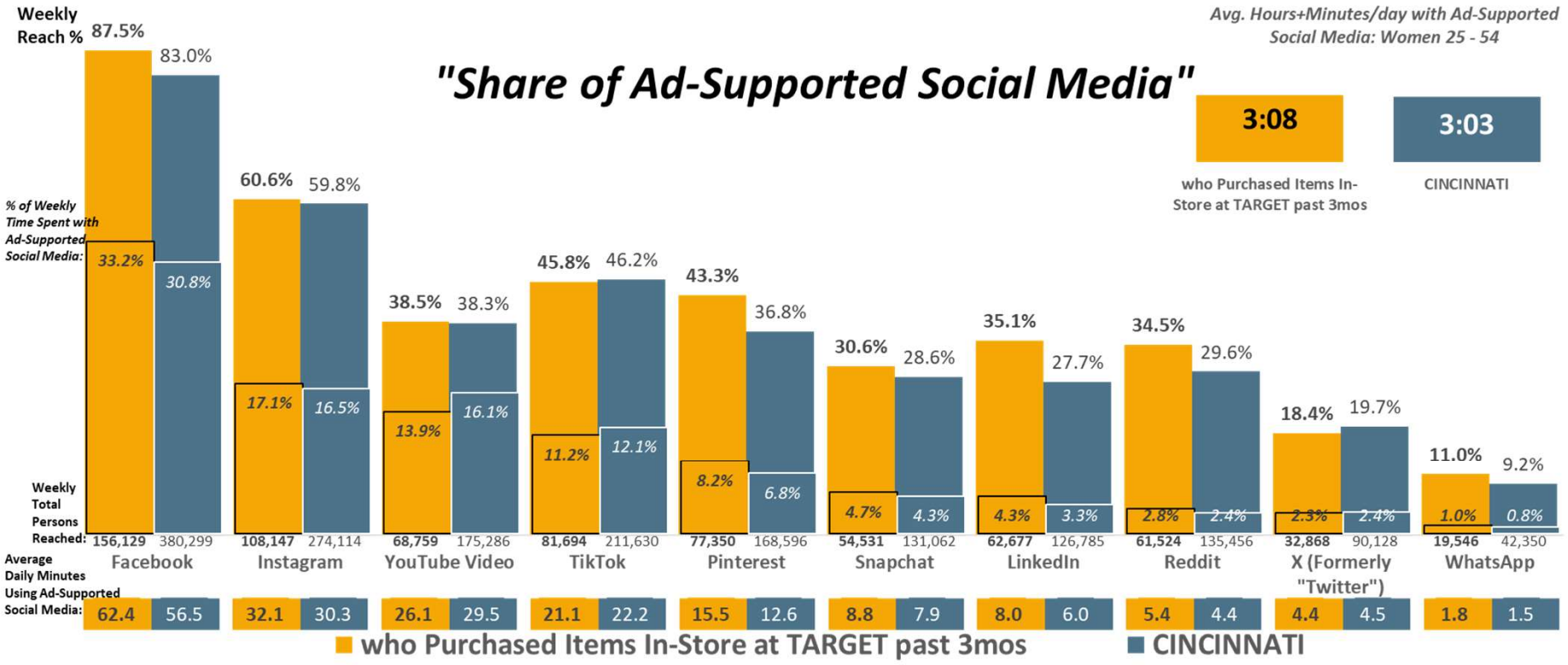
ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 794 ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,933

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[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

156,129 or 87.5% of Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos use Ad-Supported Facebook for an average of 62.4 minutes every day representing 33.2% of all time spent daily with Ad-Supported Social Media.



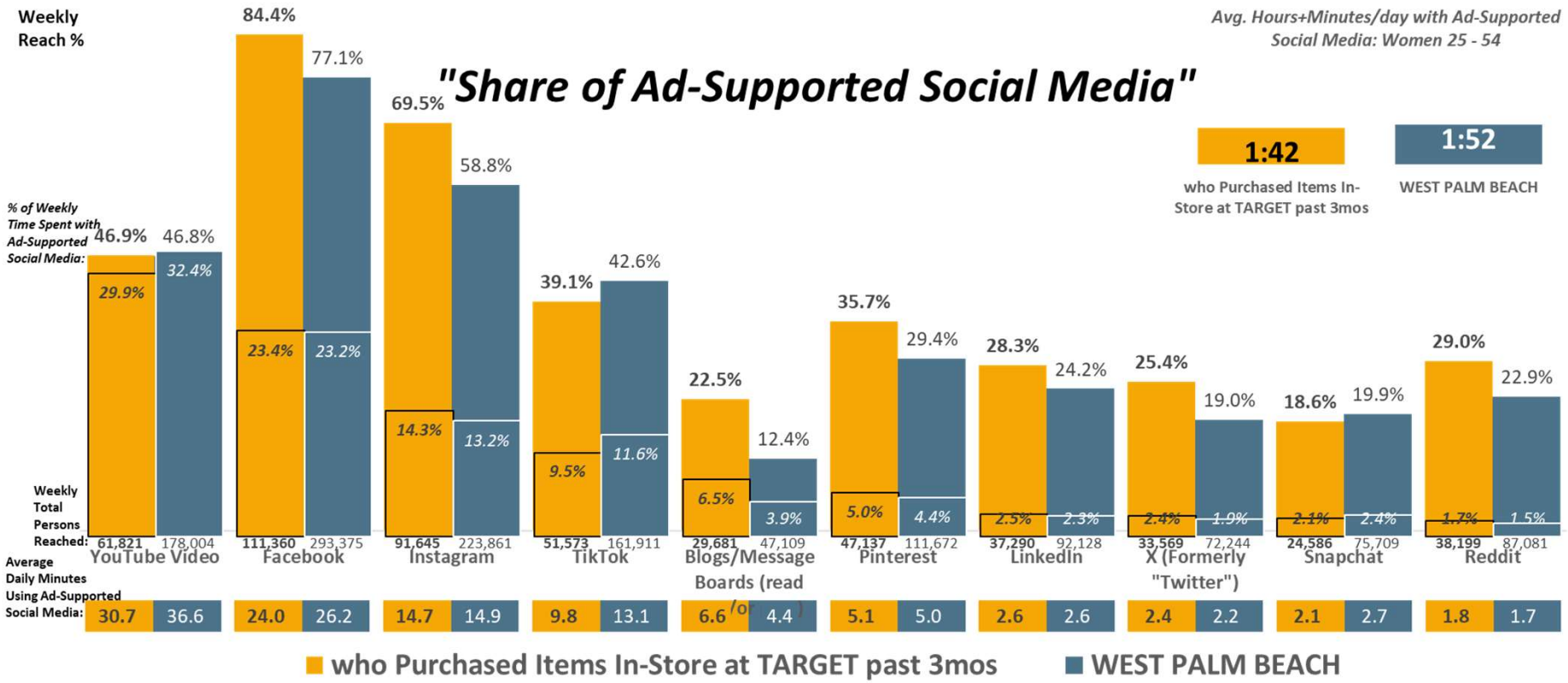
CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 602 CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,879

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[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

61,821 or 46.9% of Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos use Ad-Supported YouTube Video for an average of 30.7 minutes every day representing 29.9% of all time spent daily with Ad-Supported Social Media.



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 734 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 2,464

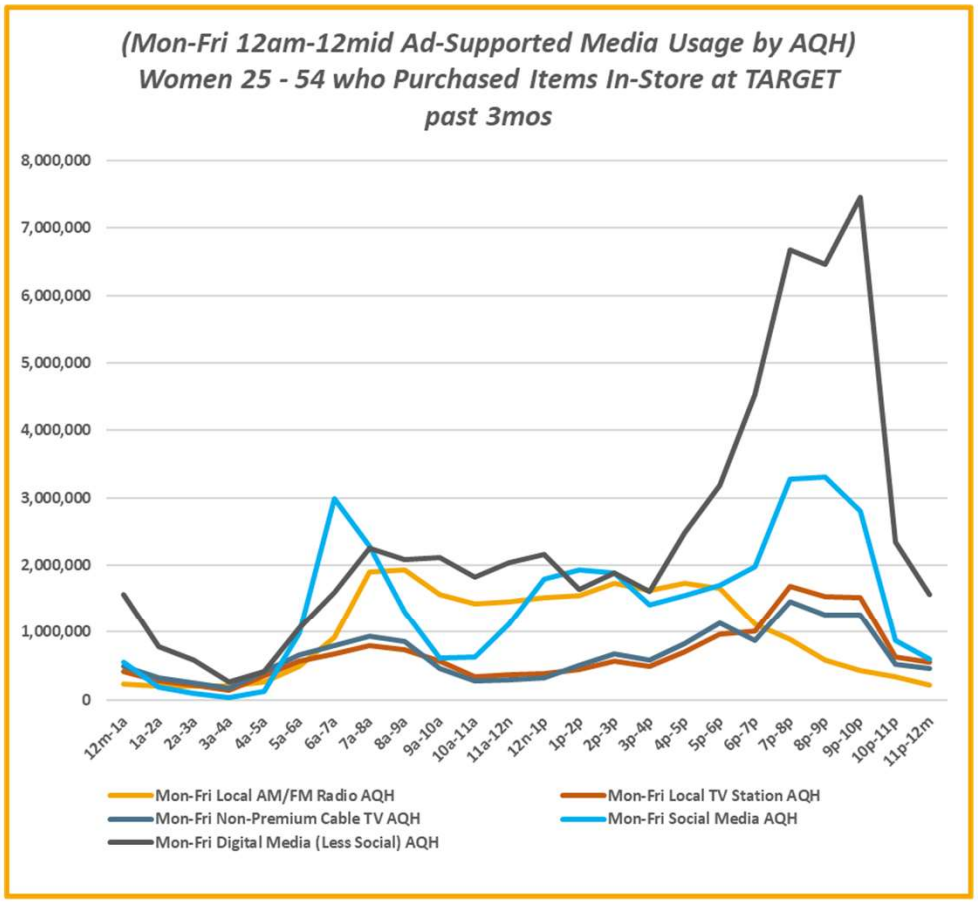
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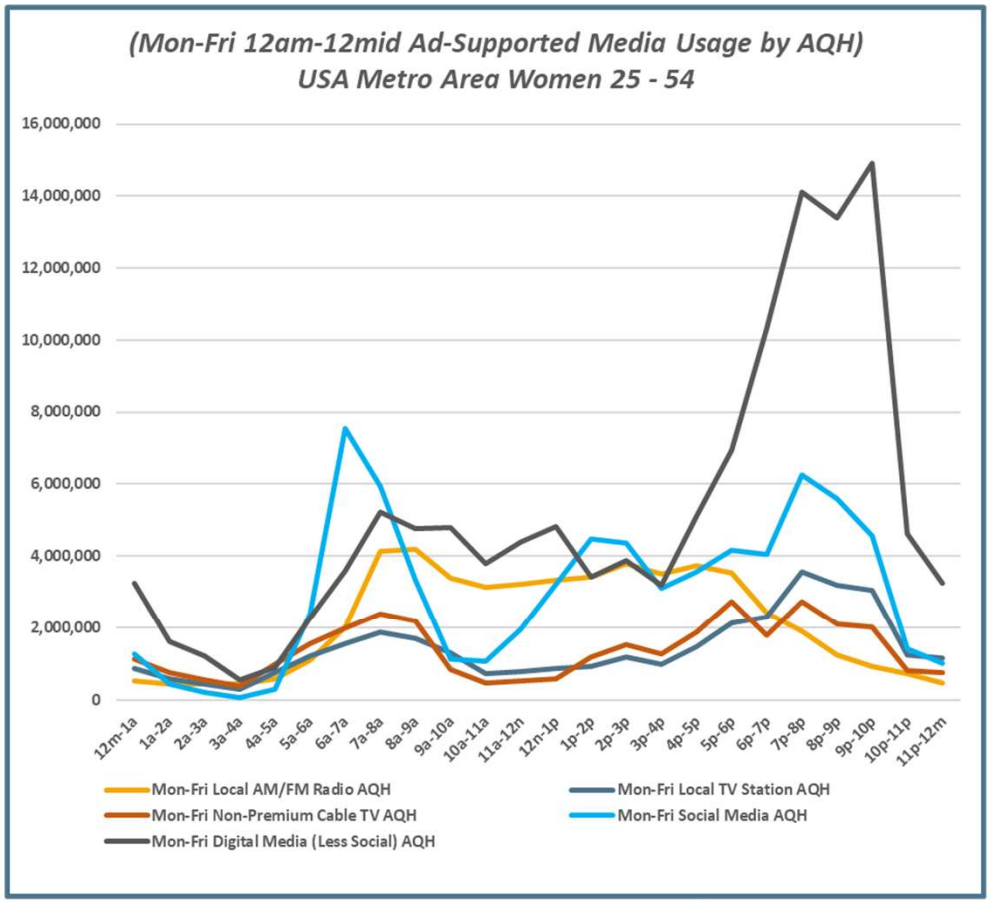
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[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 2,260,965; Social Media: 1,624,982; Local Radio: 1,550,552; Non-Prem. Cable: 657,695; Local TV: 620,587 reaching Women 25 - 54 who Purchased Items In-Store at TARGET past





USA USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 8,744

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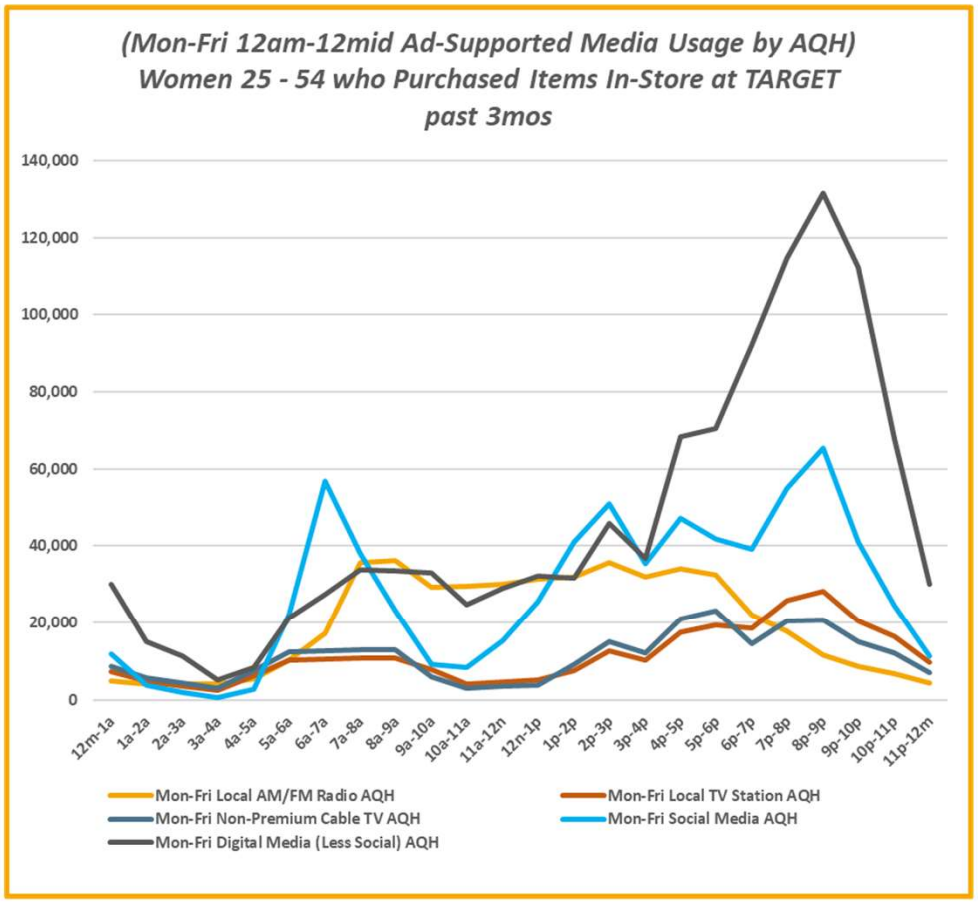
USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,097

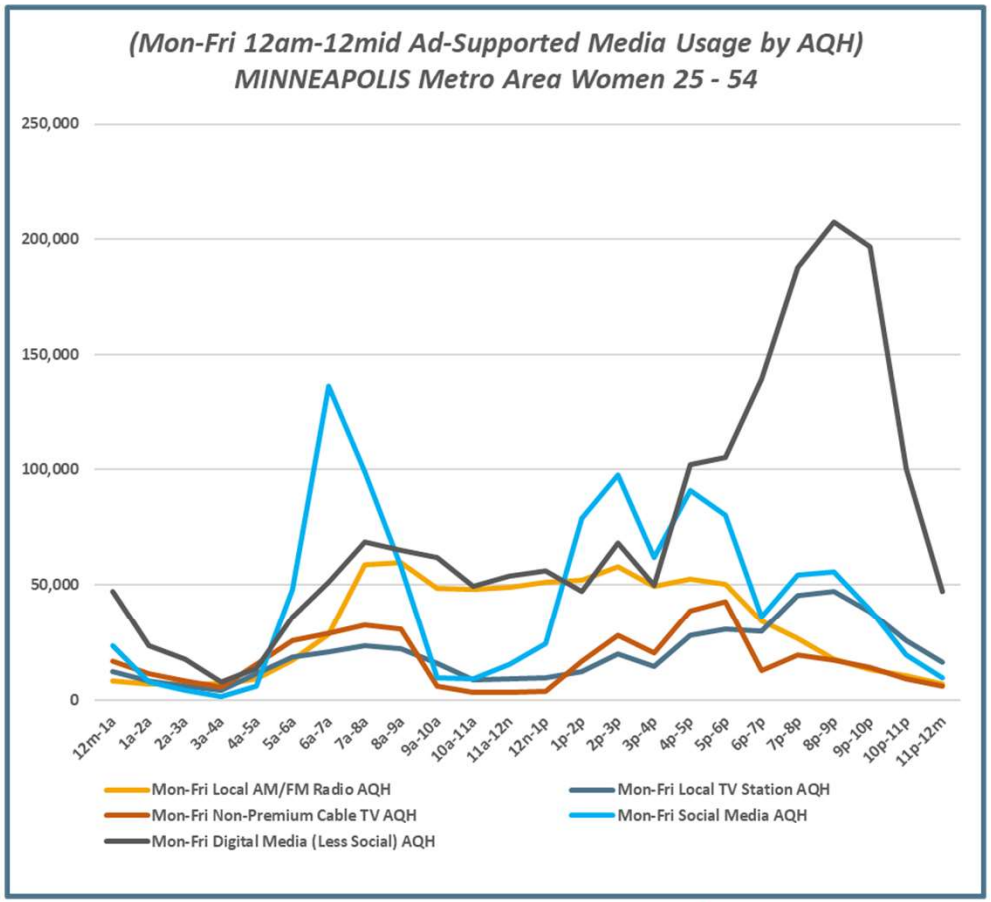
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[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 42,971; Social Media: 33,242; Local Radio: 30,559; Non-Prem. Cable: 11,483; Local TV: 10,705 reaching Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos.





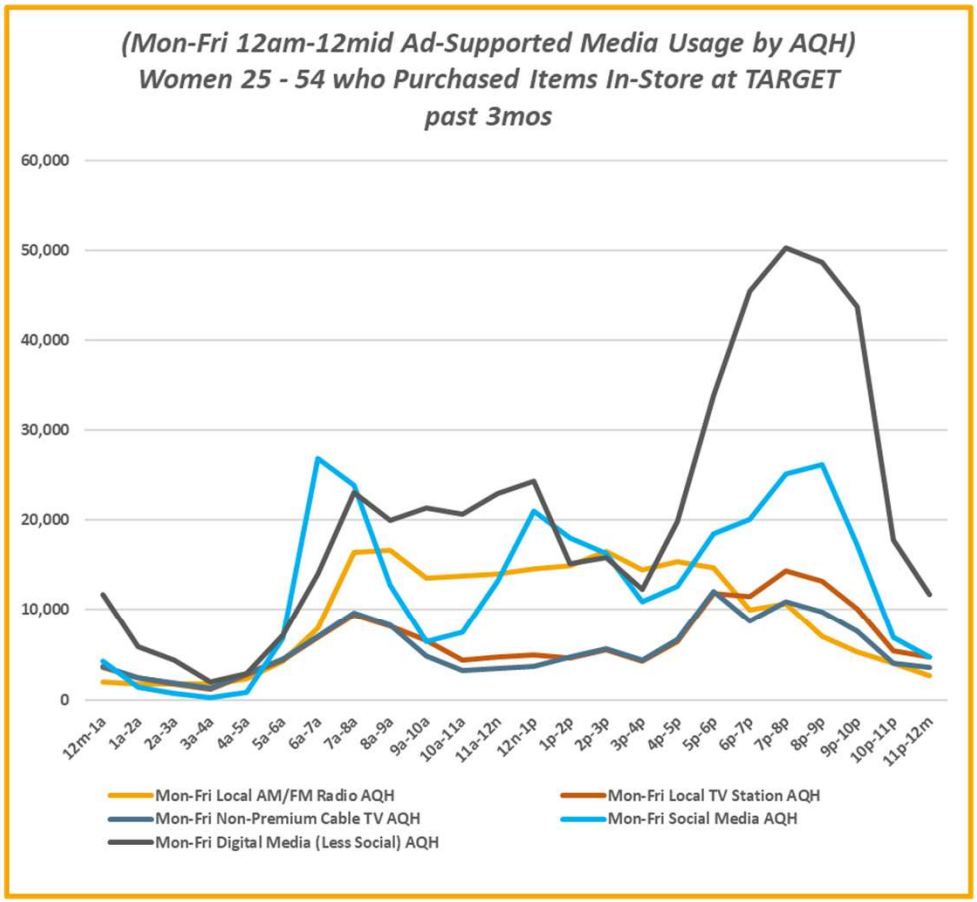
MINNEAPOLIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,113

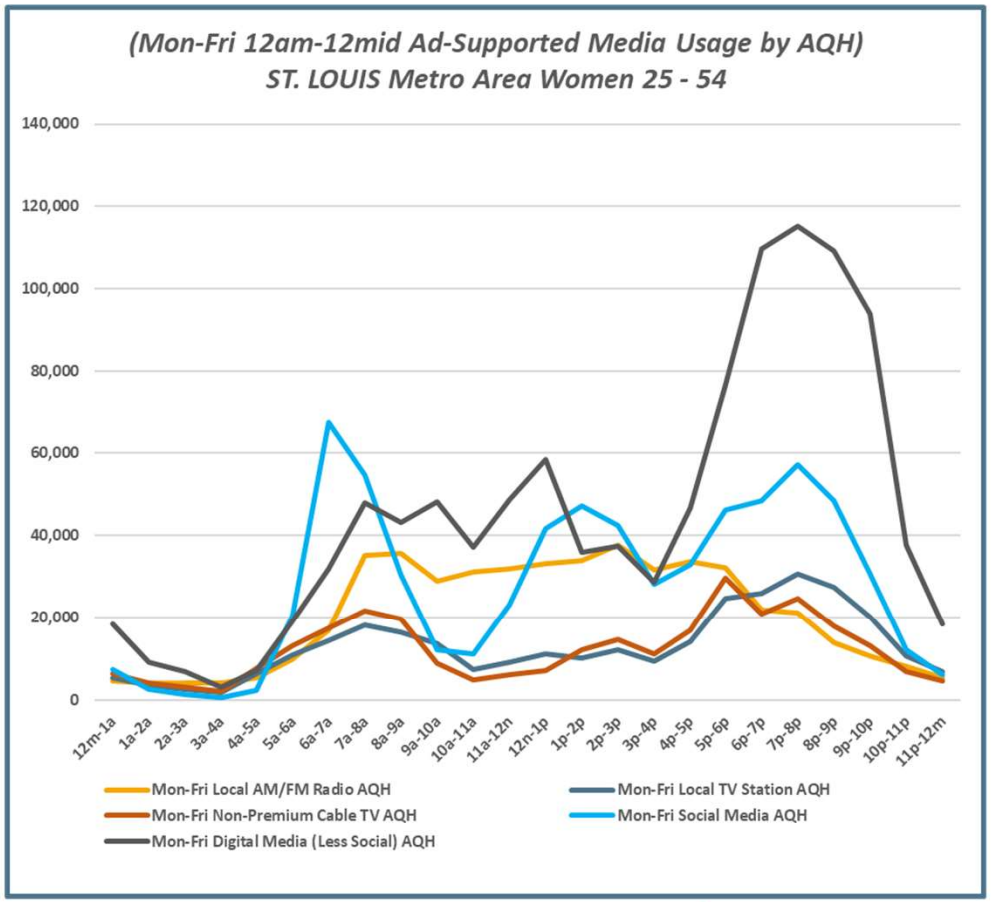
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[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 22,241; Social Media: 16,019; Local Radio: 14,083; Local TV: 6,852; Non-Prem. Cable: 6,343 reaching Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos.





ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 794

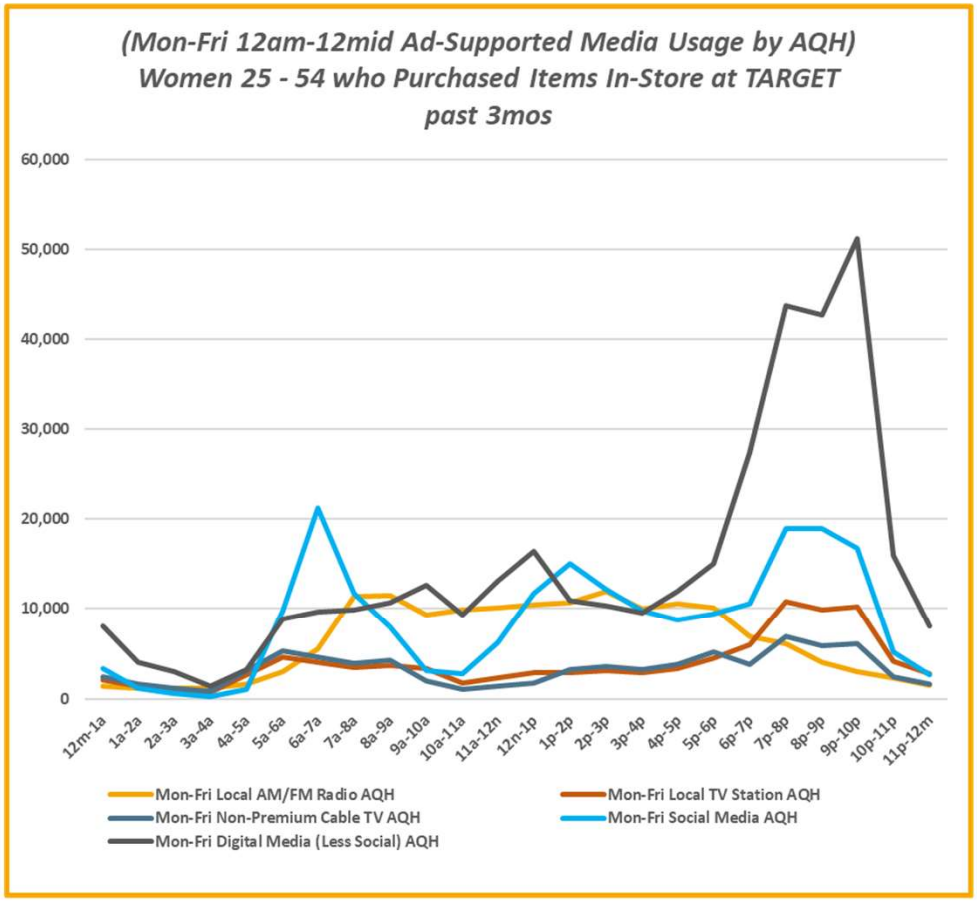
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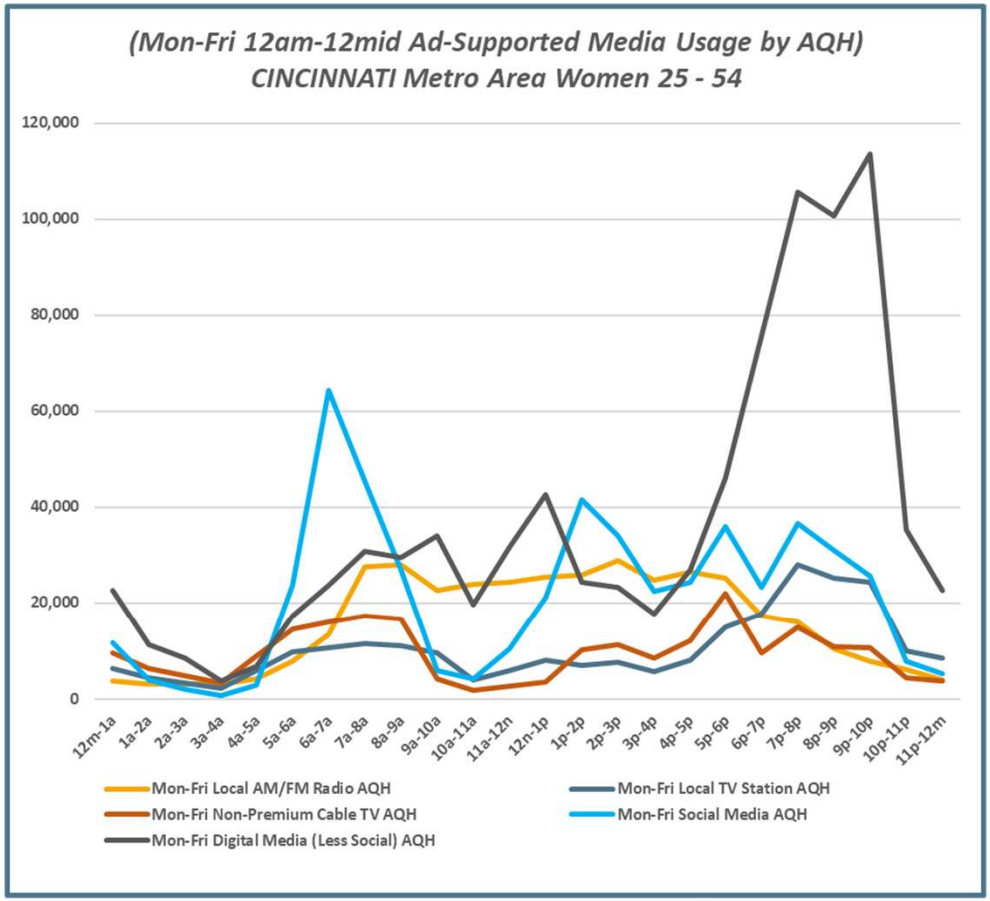
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[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

CIN

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 12,841; Social Media: 10,056; Local Radio: 9,878; Local TV: 3,381; Non-Prem. Cable: 3,209 reaching Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos.





CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 602

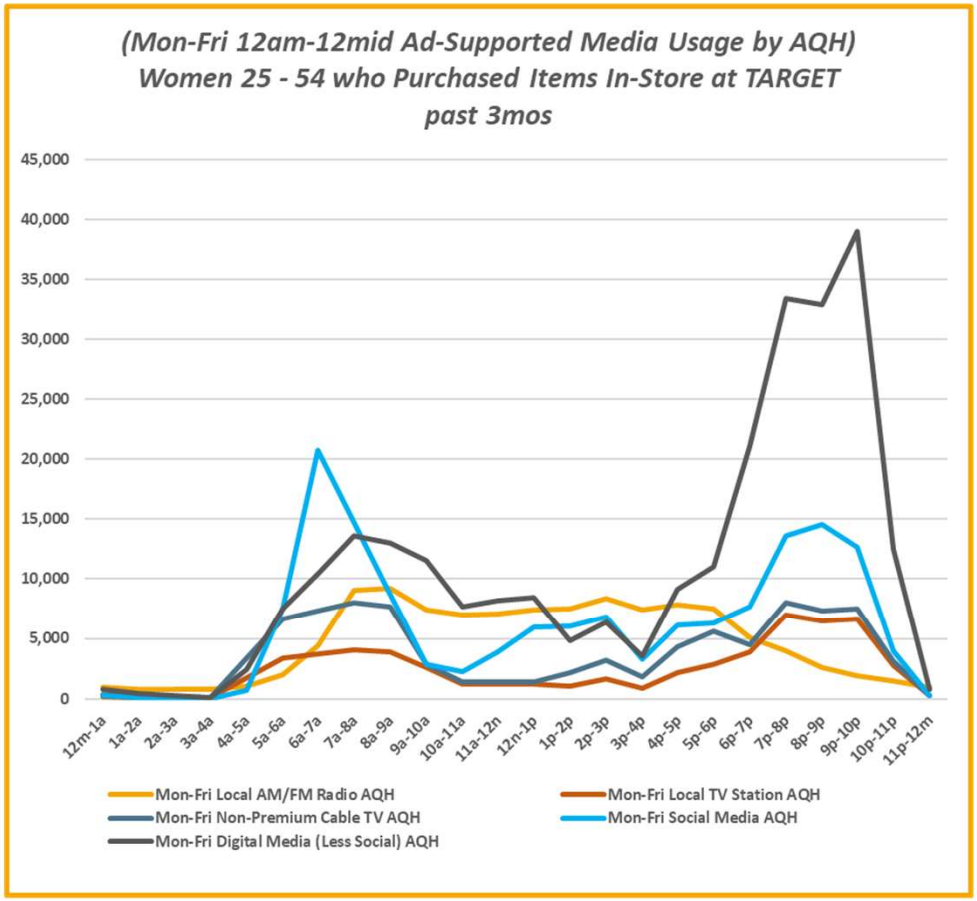
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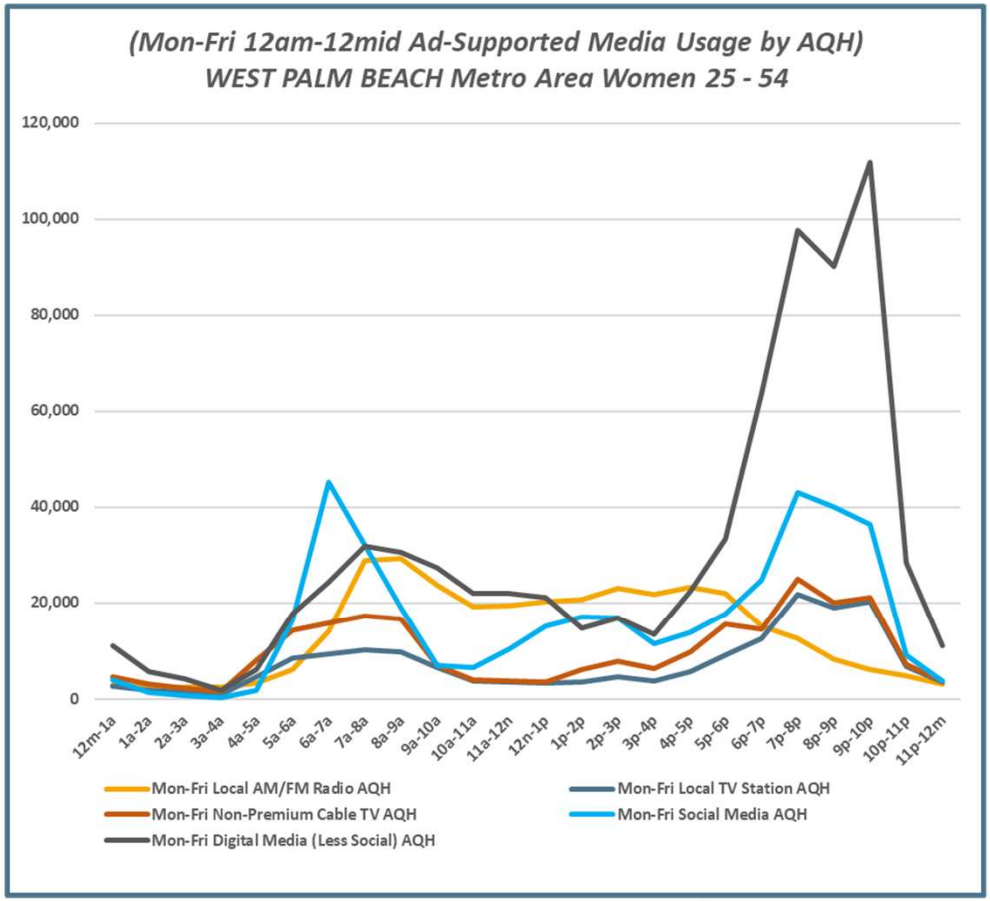
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[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

WPB

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 9,925; Social Media: 7,337; Local Radio: 7,335; Non-Prem. Cable: 3,972; Local TV: 2,331 reaching Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos.





WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 734

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[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

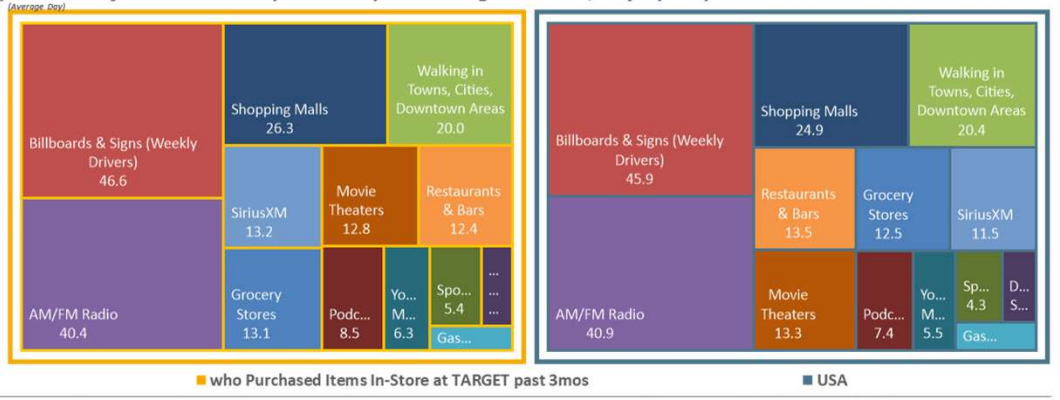


28,040,344 or 94.2% of Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos spend an average of 46.6 minutes per day driving, seeing Billboards and Signs. 71.% Listen to Local Radio Stations Out-of-Home for an average of 36.9 minutes/day.

Top-13 Out-of-Home Media (Persons & % Reach): Women 25 - 54



Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Women 25 - 54



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



USA USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 8,744

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USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,097

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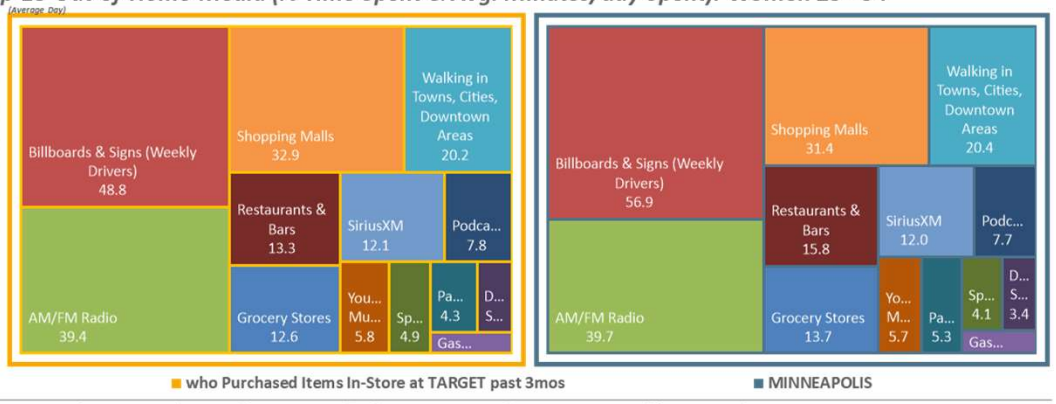
[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

529,378 or 93.9% of Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos spend an average of 48.8 minutes per day driving, seeing Billboards and Signs. 74.3% Listen to Local Radio Stations Out-of-Home for an average of 36.5 minutes/day.

Top-13 Out-of-Home Media (Persons & % Reach): Women 25 - 54



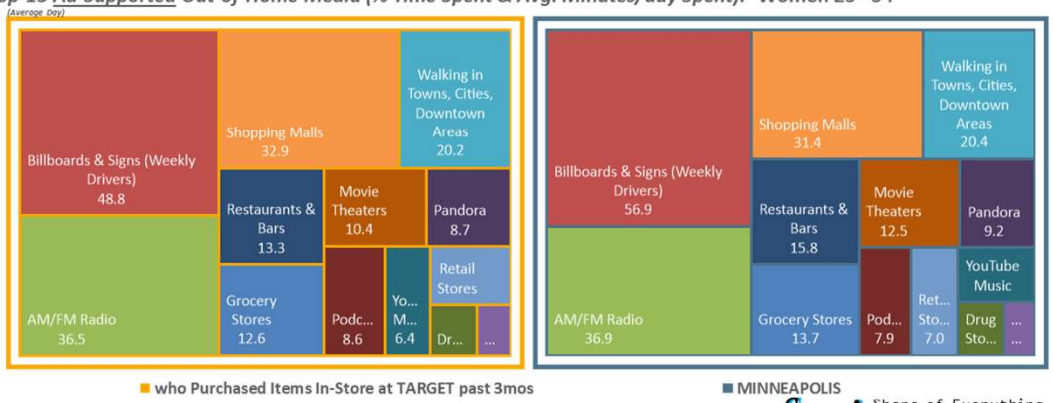
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Women 25 - 54



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



MINNEAPOLIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,113

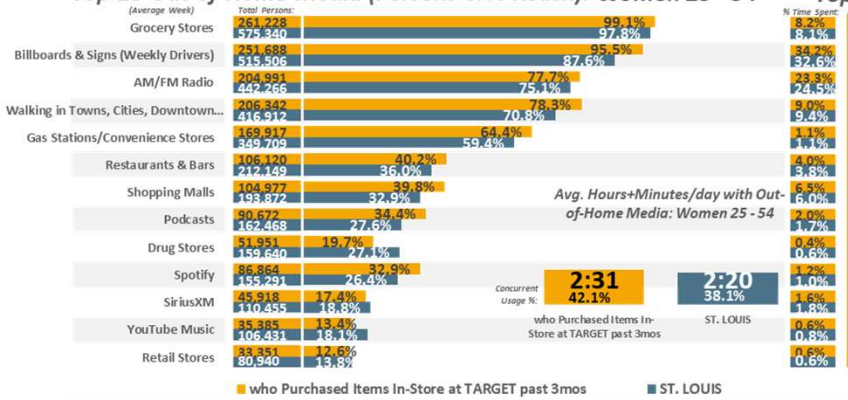
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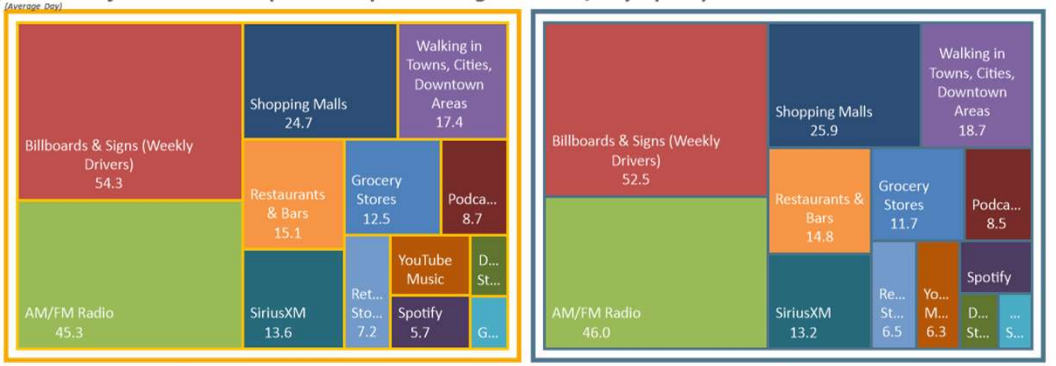
[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

251,688 or 95.5% of Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos spend an average of 54.3 minutes per day driving, seeing Billboards and Signs. 75.1% Listen to Local Radio Stations Out-of-Home for an average of 42.6 minutes/day.

Top-13 Out-of-Home Media (Persons & % Reach): Women 25 - 54



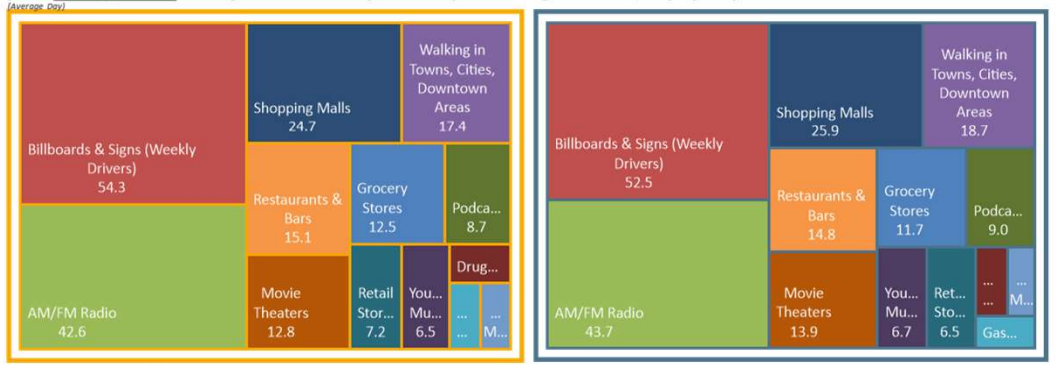
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Women 25 - 54



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 794

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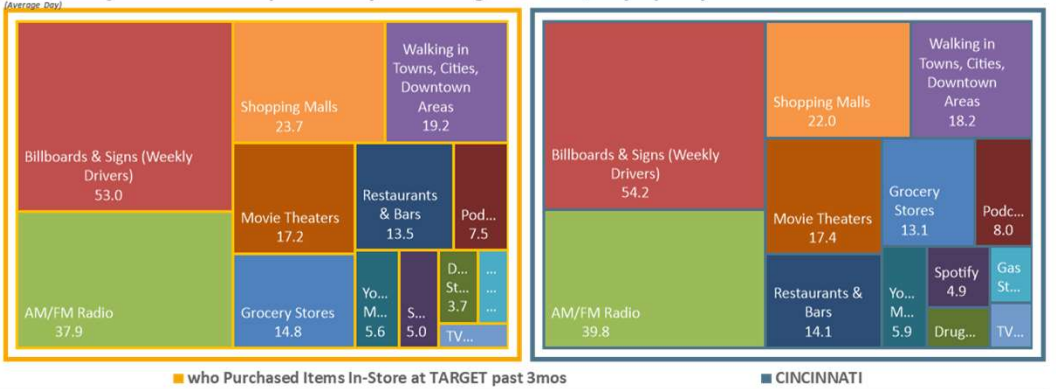
[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

169,077 or 94.7% of Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos spend an average of 53. minutes per day driving, seeing Billboards and Signs. 75.9% Listen to Local Radio Stations Out-of-Home for an average of 35.6 minutes/day.

Top-13 Out-of-Home Media (Persons & % Reach): Women 25 - 54



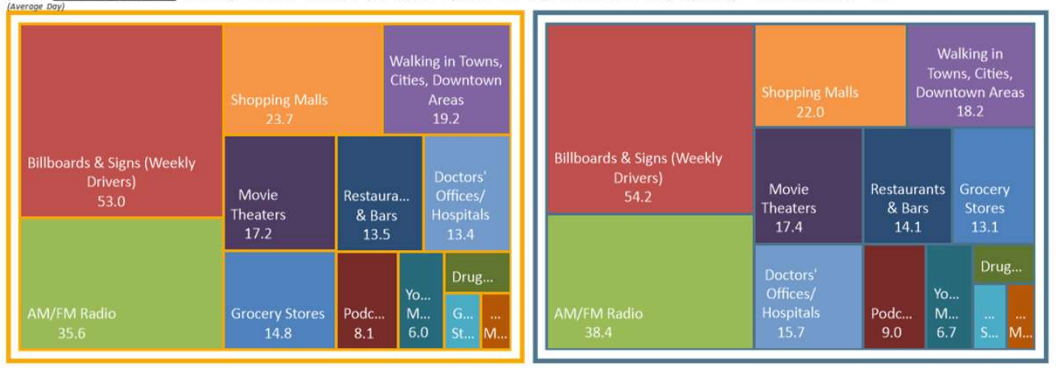
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Women 25 - 54



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 602

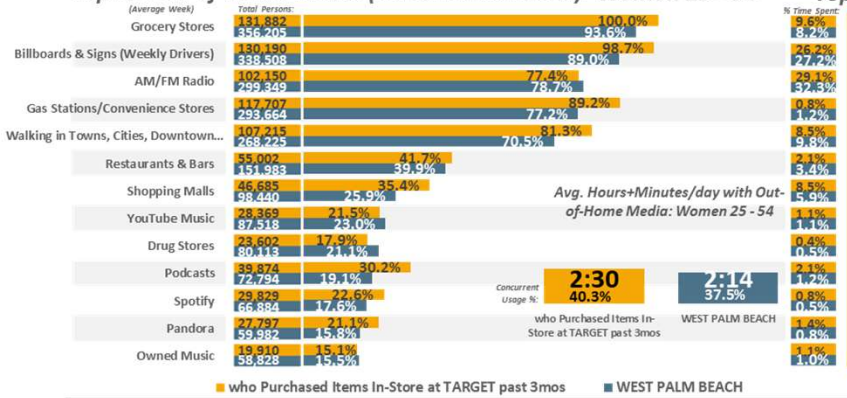
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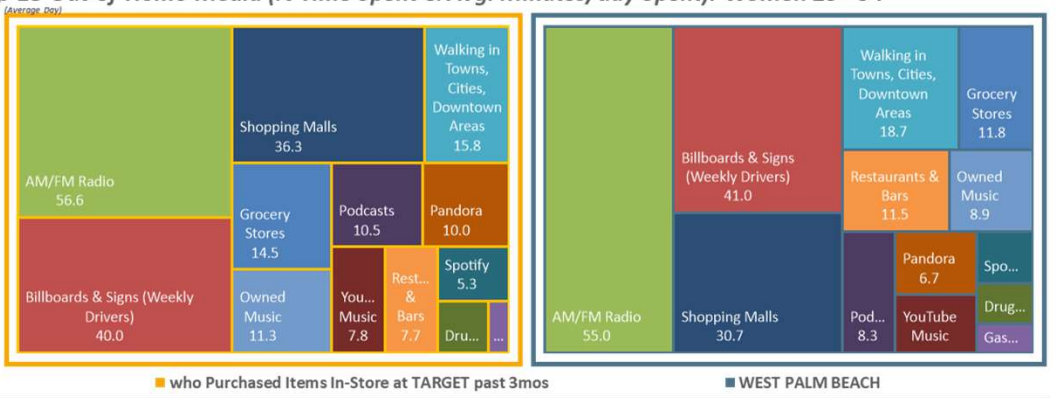
[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

130,190 or 98.7% of Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos spend an average of 40. minutes per day driving, seeing Billboards and Signs. 74.8% Listen to Local Radio Stations Out-of-Home for an average of 51. minutes/day.

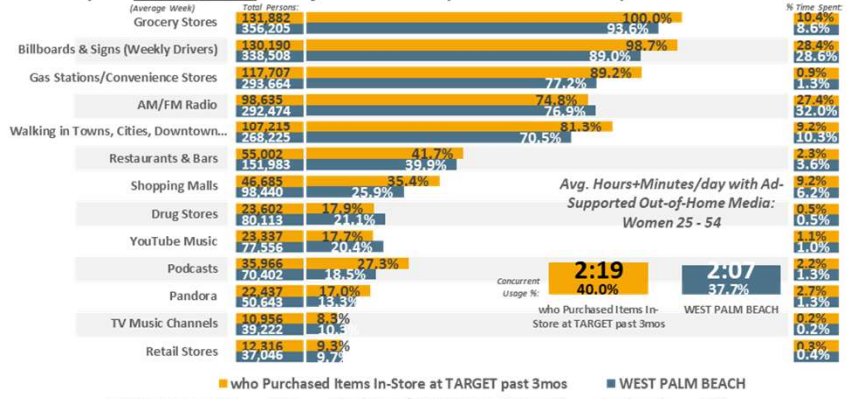
Top-13 Out-of-Home Media (Persons & % Reach): Women 25 - 54



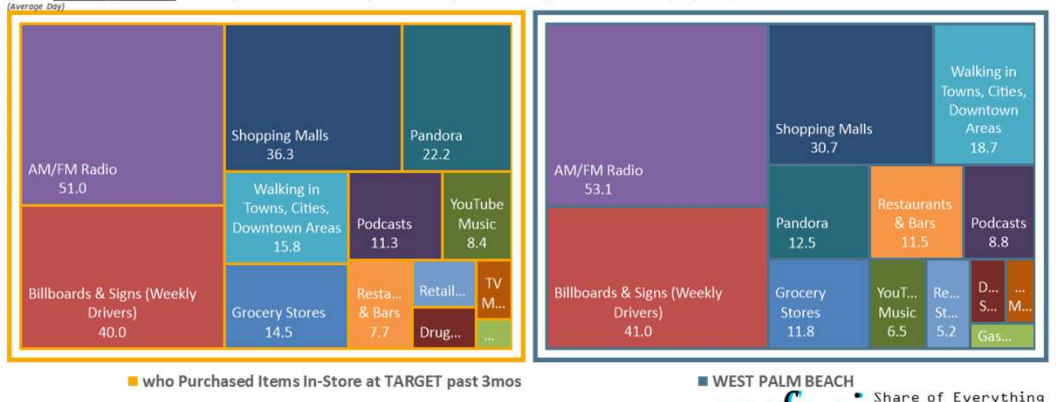
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Women 25 - 54



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 734

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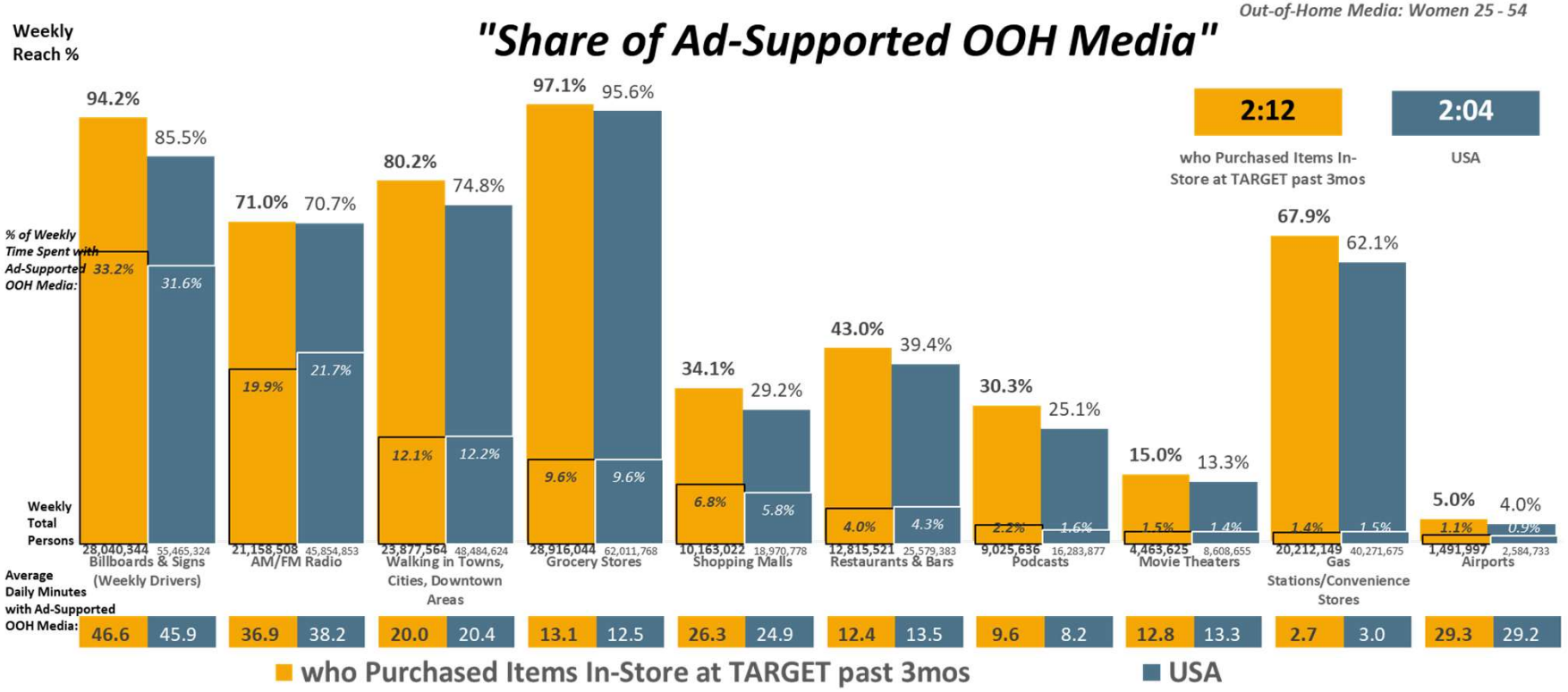
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[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

28,040,344 or 94.2% of Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos spend an average of 46.6 minutes per day driving, seeing Billboards and Signs representing 33.2% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Women 25 - 54

"Share of Ad-Supported OOH Media"



USA USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 8,744

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USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,097

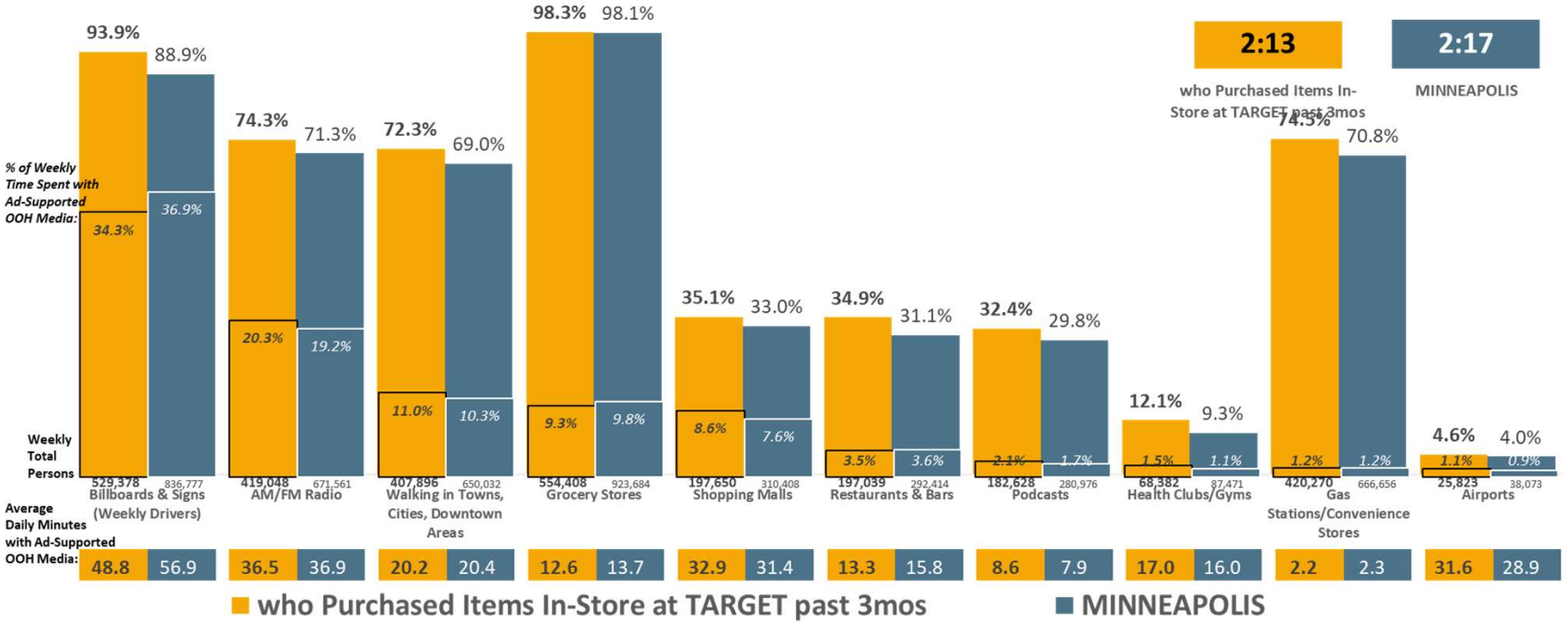
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[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

529,378 or 93.9% of Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos spend an average of 48.8 minutes per day driving, seeing Billboards and Signs representing 34.3% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Women 25 - 54

"Share of Ad-Supported OOH Media"



MINNEAPOLIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,113 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,862

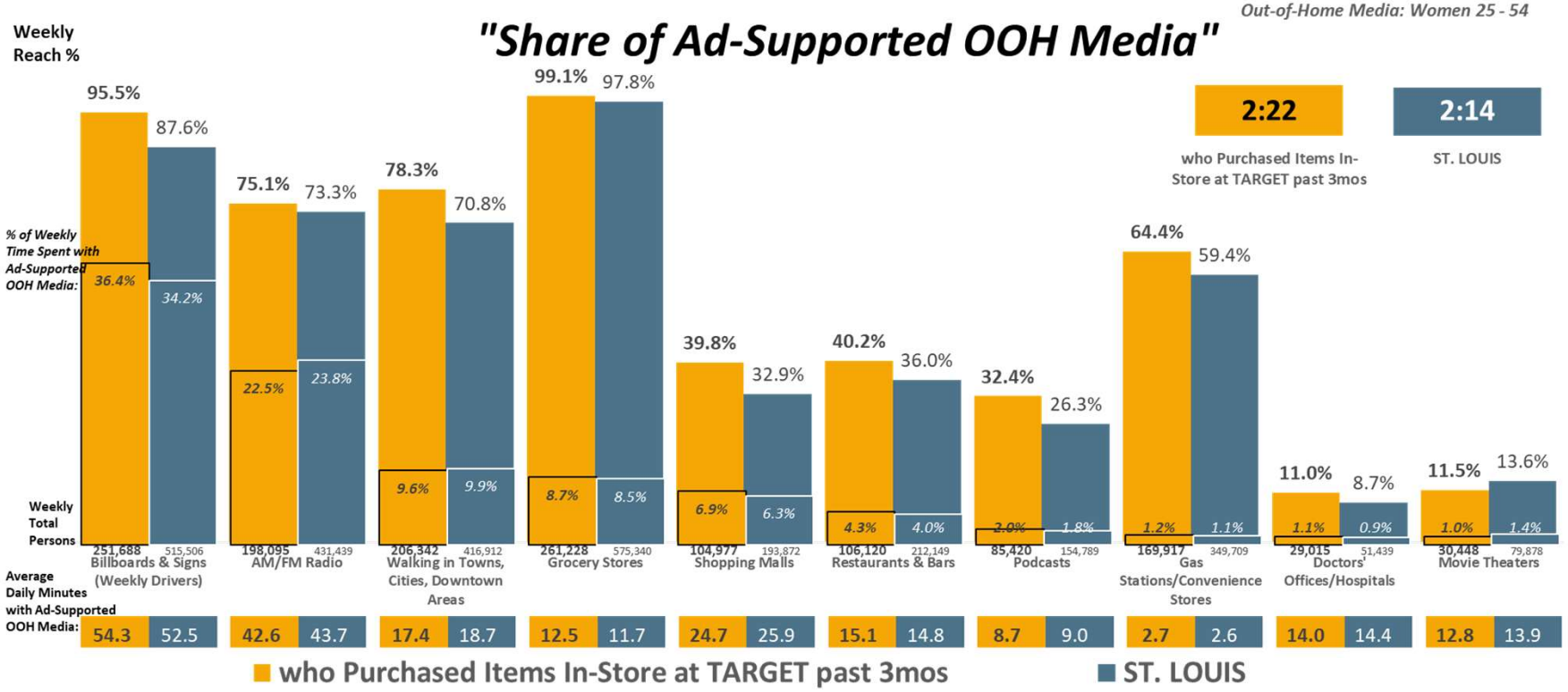
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[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

251,688 or 95.5% of Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos spend an average of 54.3 minutes per day driving, seeing Billboards and Signs representing 36.4% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Women 25 - 54



ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 794 ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,933

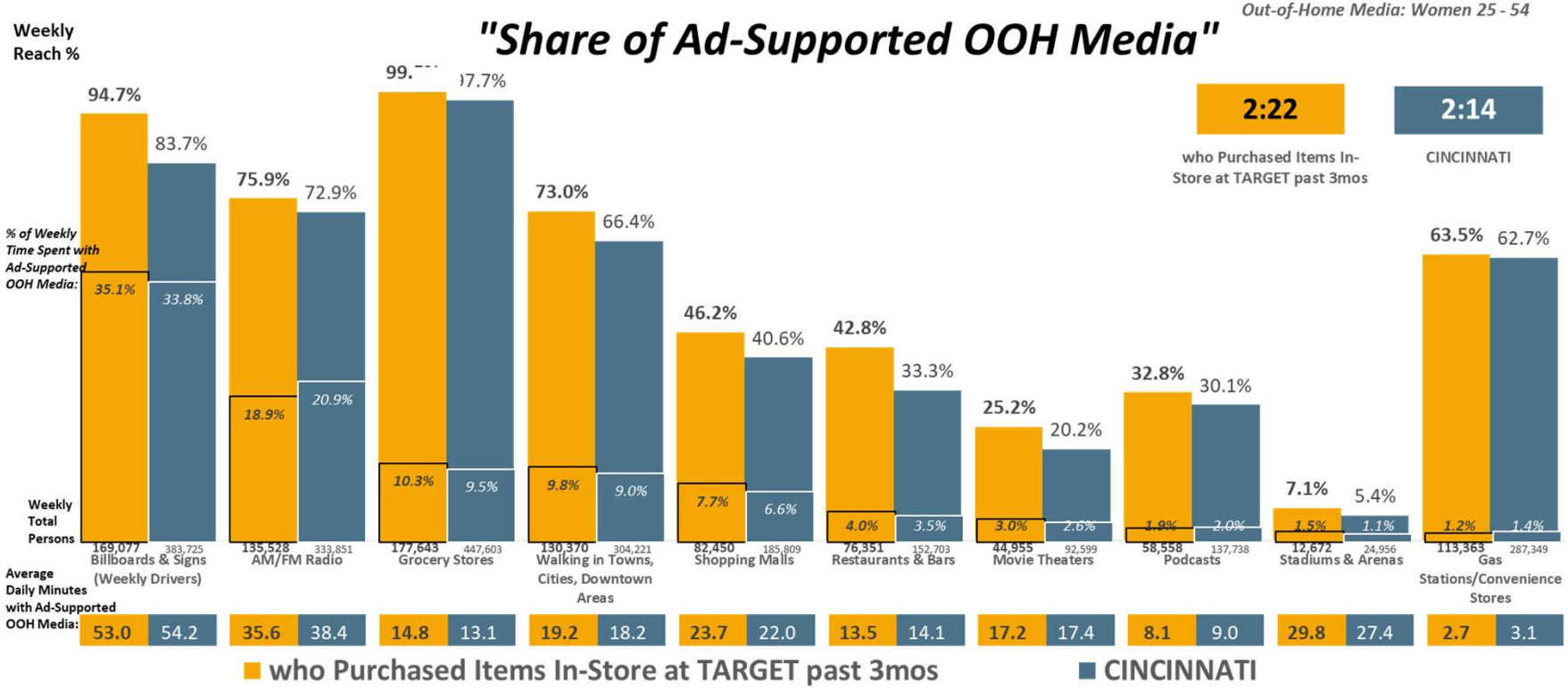
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[{Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target}]

169,077 or 94.7% of Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos spend an average of 53. minutes per day driving, seeing Billboards and Signs representing 35.1% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Women 25 - 54



CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 602 CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,879

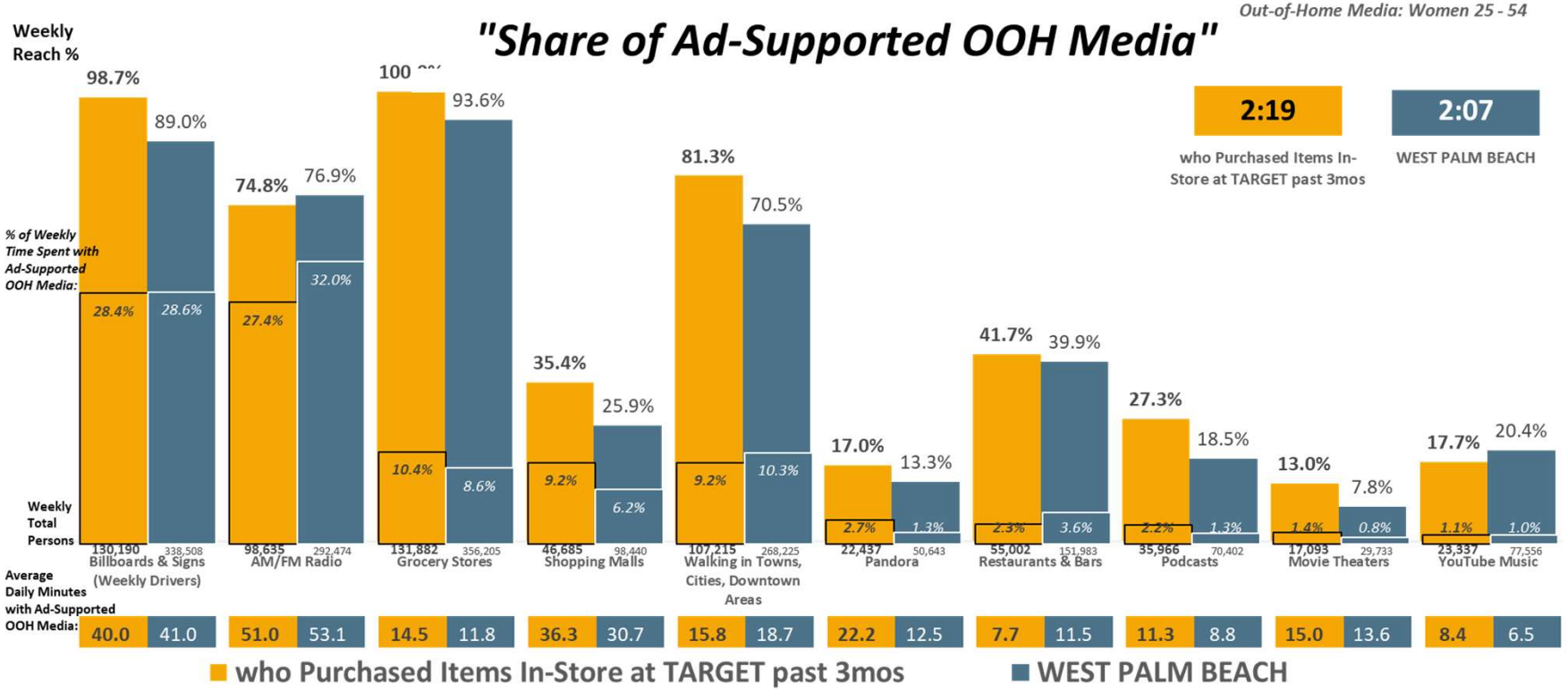
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[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

130,190 or 98.7% of Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos spend an average of 40. minutes per day driving, seeing Billboards and Signs representing 28.4% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Women 25 - 54



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 734 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 2,464

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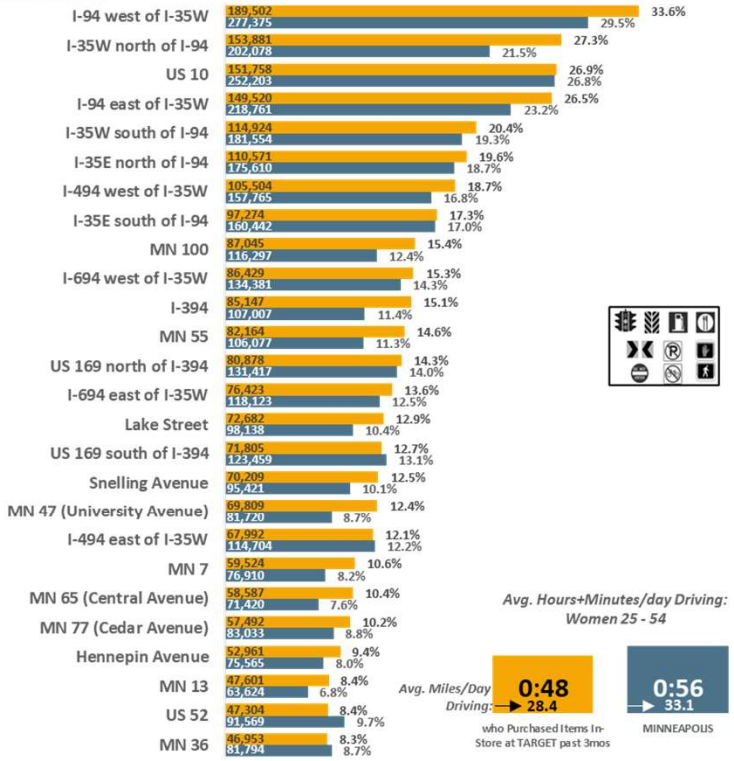
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[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]



529,378 or 93.9% of Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos spend an average of 48.8 minutes per day driving an average of 28.4 miles each day and are 42.6% more likely to use MN 47 (University Avenue) than the Metro average.

Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Women 25 - 54



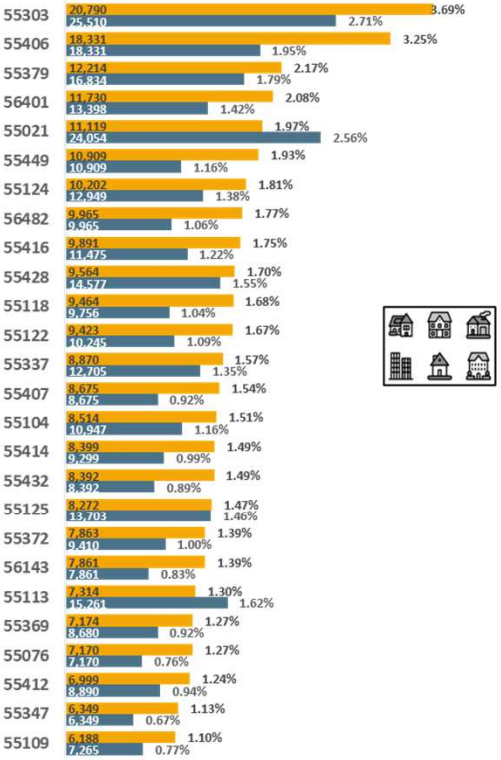
Avg. Hours+Minutes/day Driving: Women 25 - 54

Avg. Miles/Day Driving: → 28.4

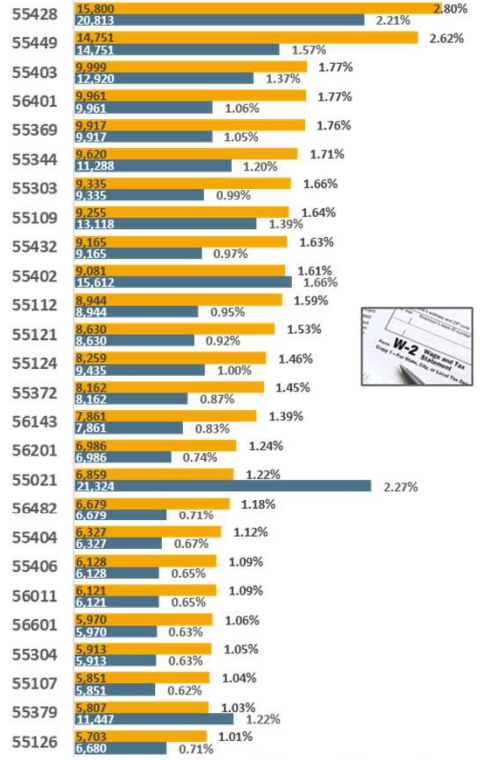
0:48 who Purchased Items In-Store at TARGET past 3mos

0:56 → 33.1 MINNEAPOLIS

Top-26 Residential Zip Codes: Women 25 - 54



Top-26 Employment Zip Codes: Women 25 - 54



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MINNEAPOLIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,113

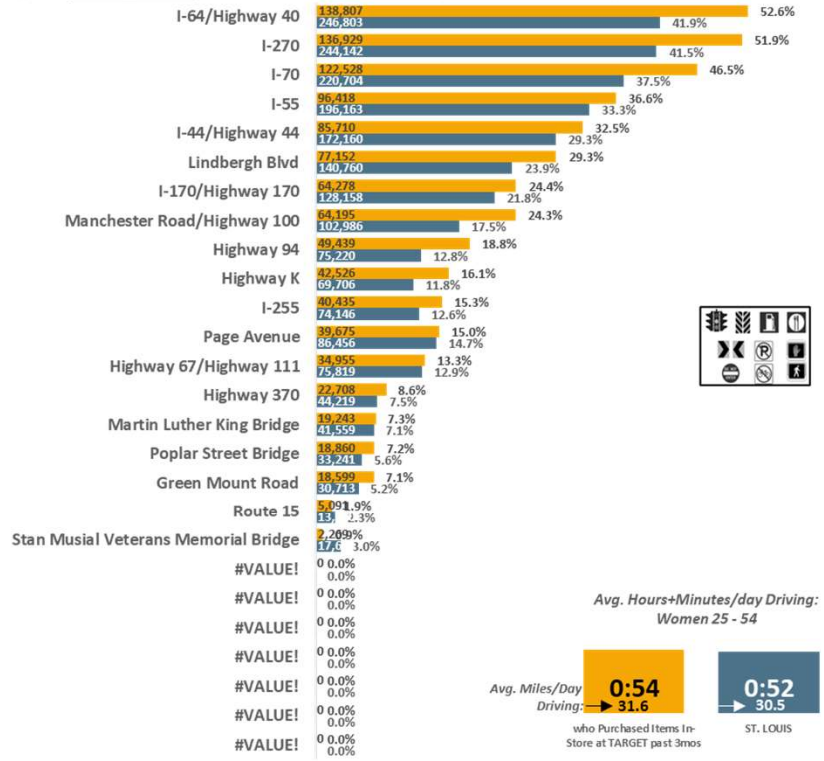
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[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]



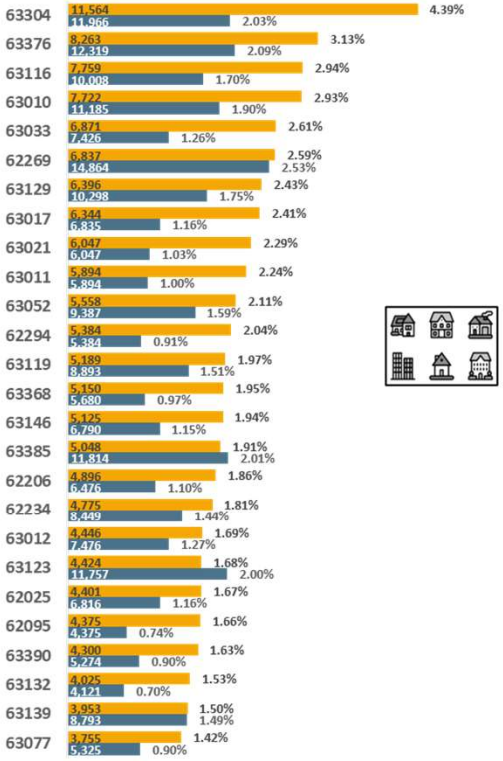
251,688 or 95.5% of Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos spend an average of 54.3 minutes per day driving an average of 31.6 miles each day and are 46.7% more likely to use Highway 94 than the Metro average.

Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Women 25 - 54

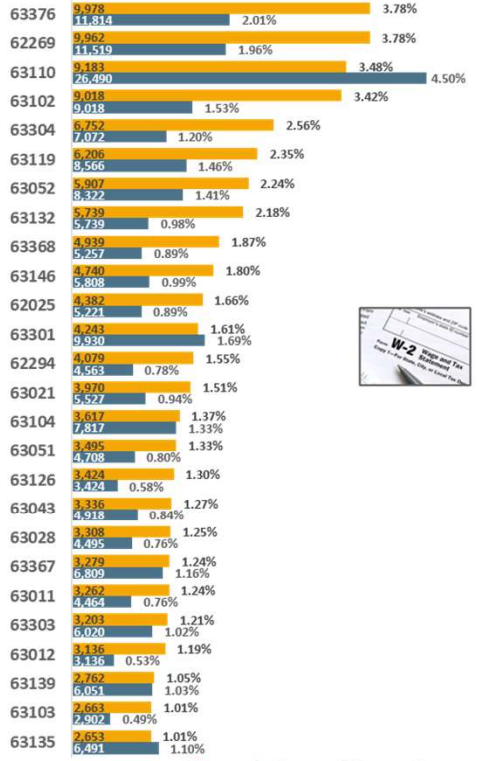


Avg. Hours+Minutes/day Driving: Women 25 - 54

Top-26 Residential Zip Codes: Women 25 - 54



Top-26 Employment Zip Codes: Women 25 - 54



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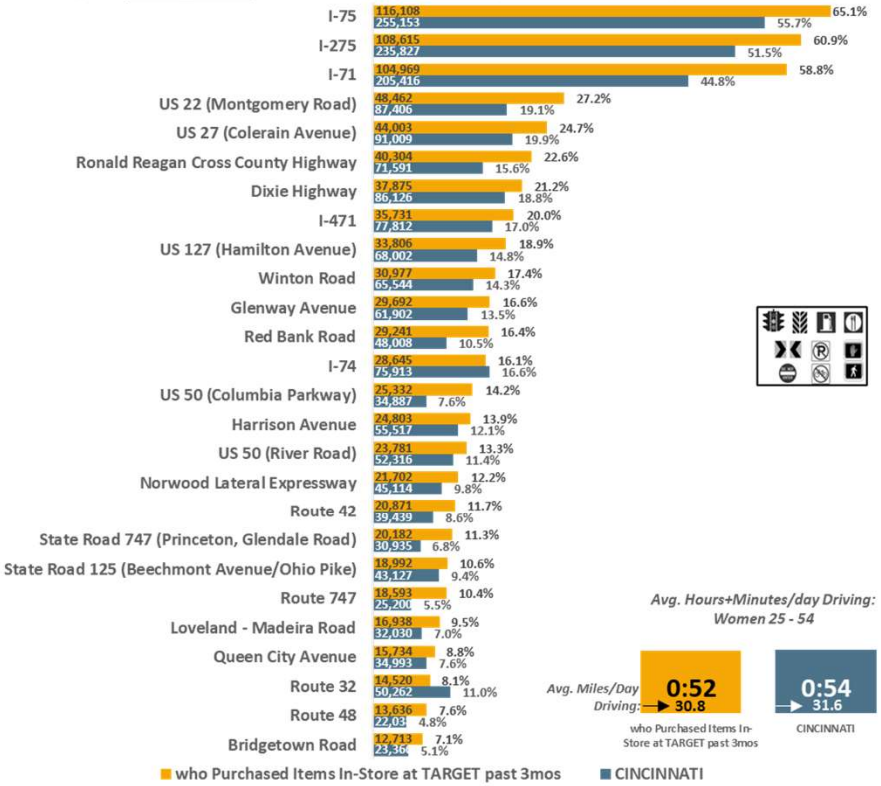
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[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]



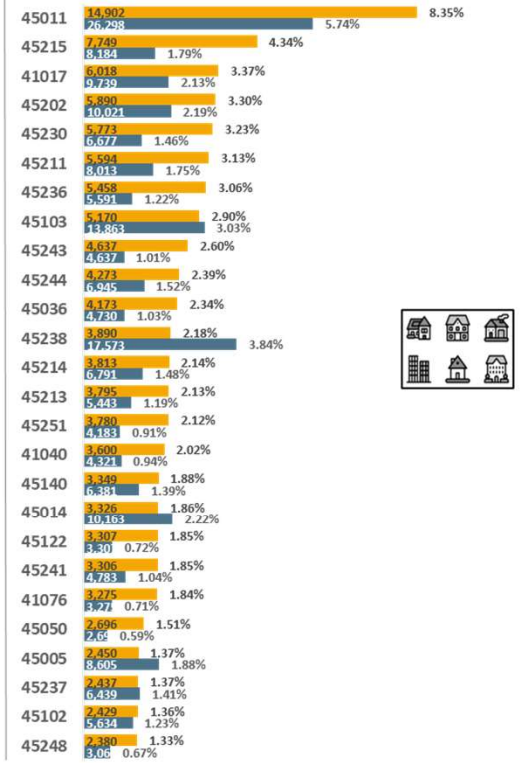
169,077 or 94.7% of Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos spend an average of 53. minutes per day driving an average of 30.8 miles each day and are 86.4% more likely to use US 50 (Columbia Parkway) than the Metro average.

Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Women 25 - 54

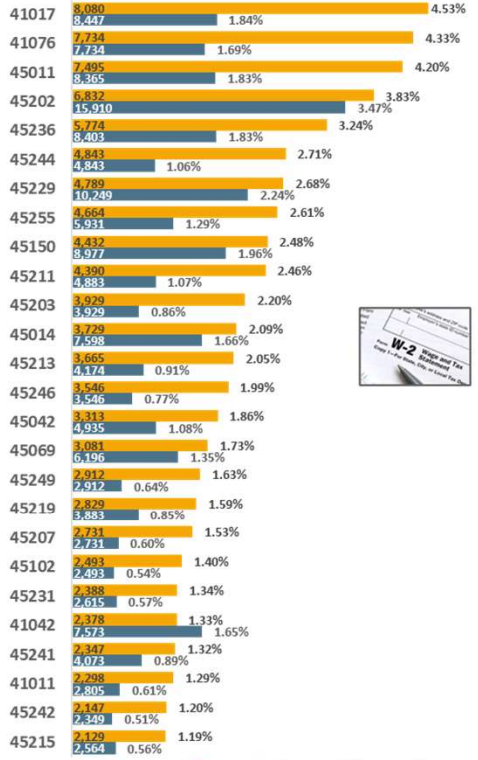


Avg. Hours+Minutes/day Driving: Women 25 - 54

Top-26 Residential Zip Codes: Women 25 - 54



Top-26 Employment Zip Codes: Women 25 - 54



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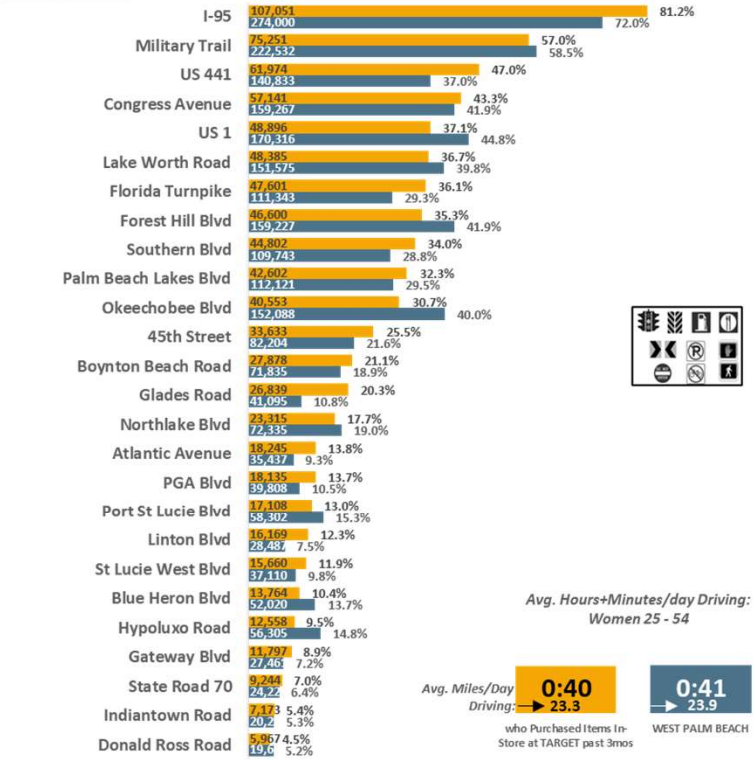
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[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

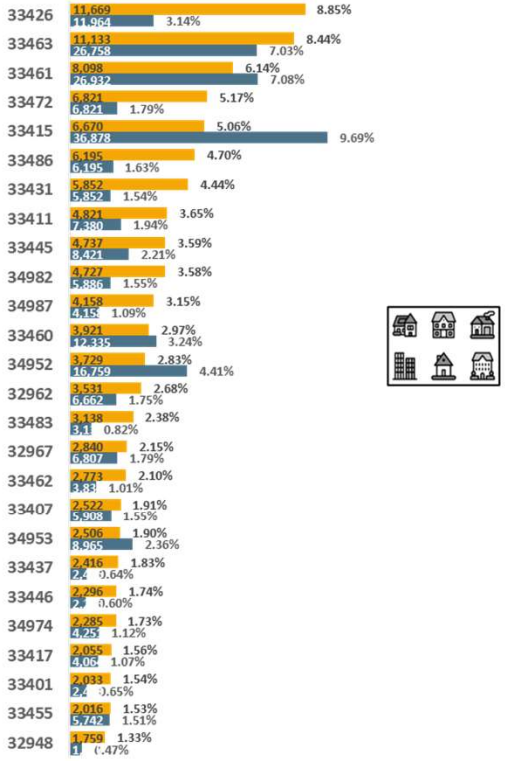


130,190 or 98.7% of Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos spend an average of 40. minutes per day driving an average of 23.3 miles each day and are 88.4% more likely to use Glades Road than the Metro average.

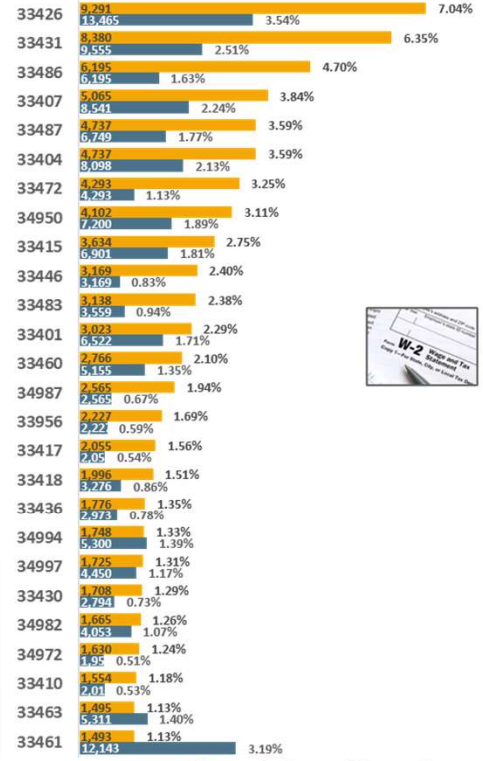
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Women 25 - 54



Top-26 Residential Zip Codes: Women 25 - 54



Top-26 Employment Zip Codes: Women 25 - 54

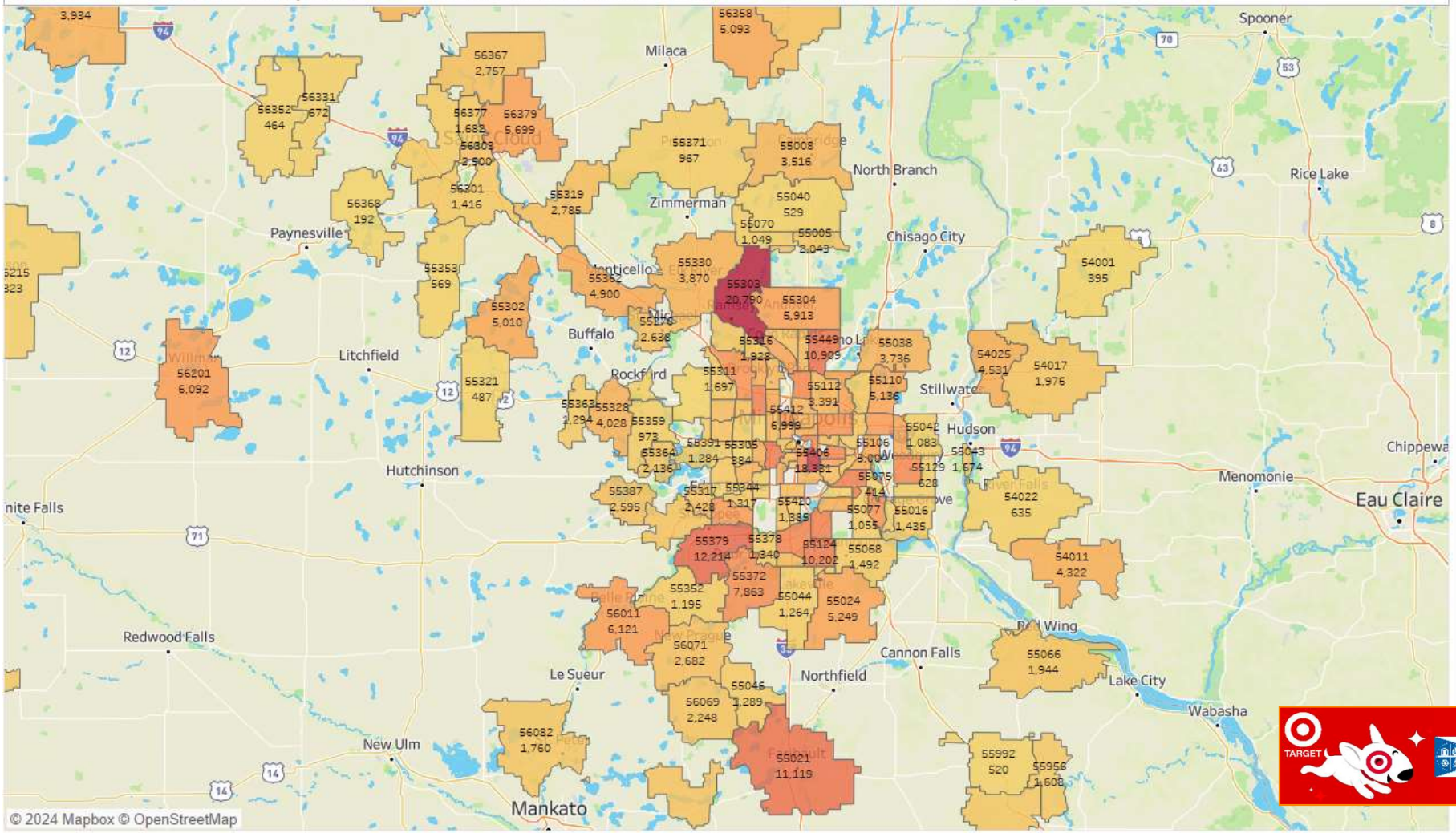


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[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

Top Residential Zip Codes: (Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos)



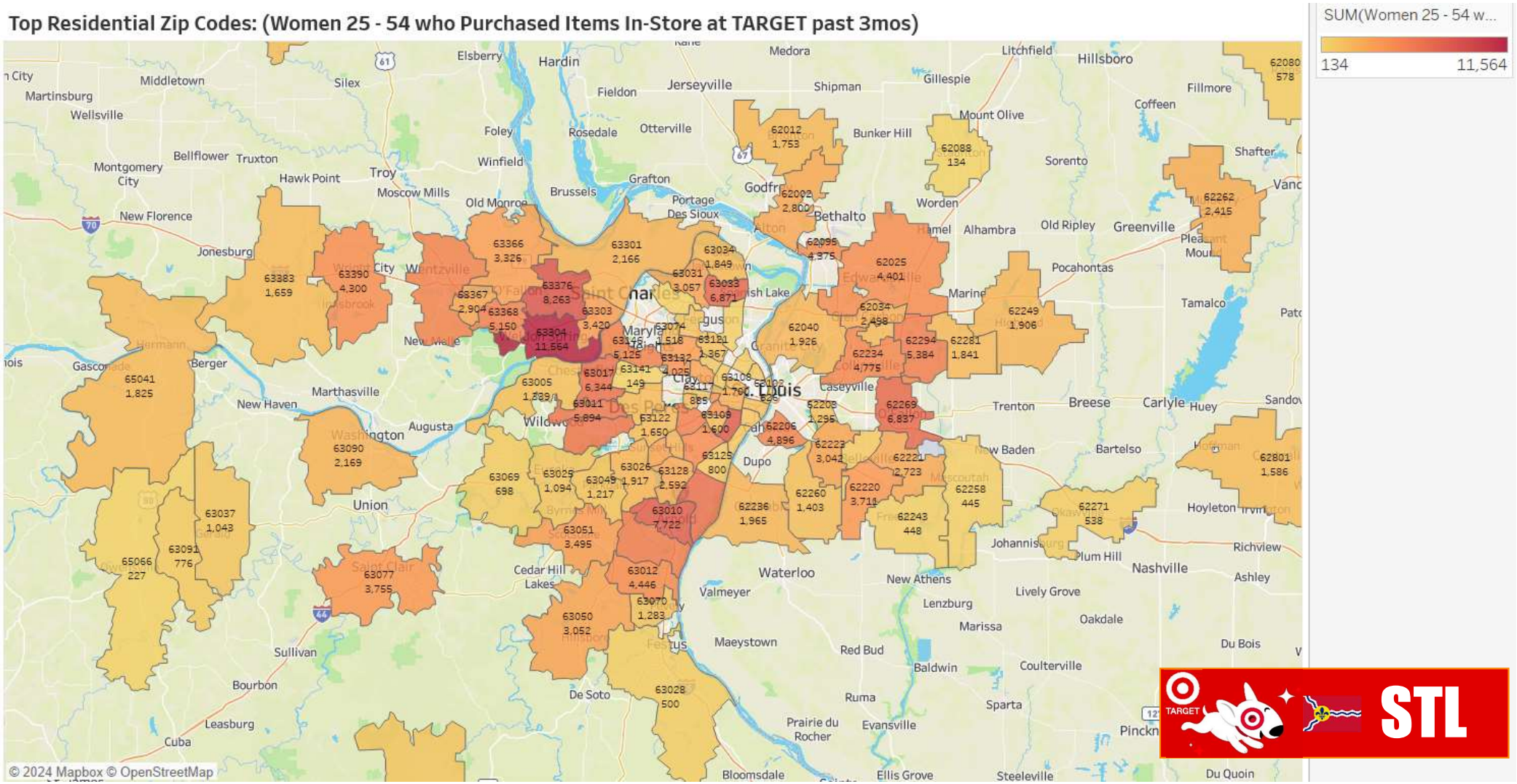
MINNEAPOLIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,113

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[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

Top Residential Zip Codes: (Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos)

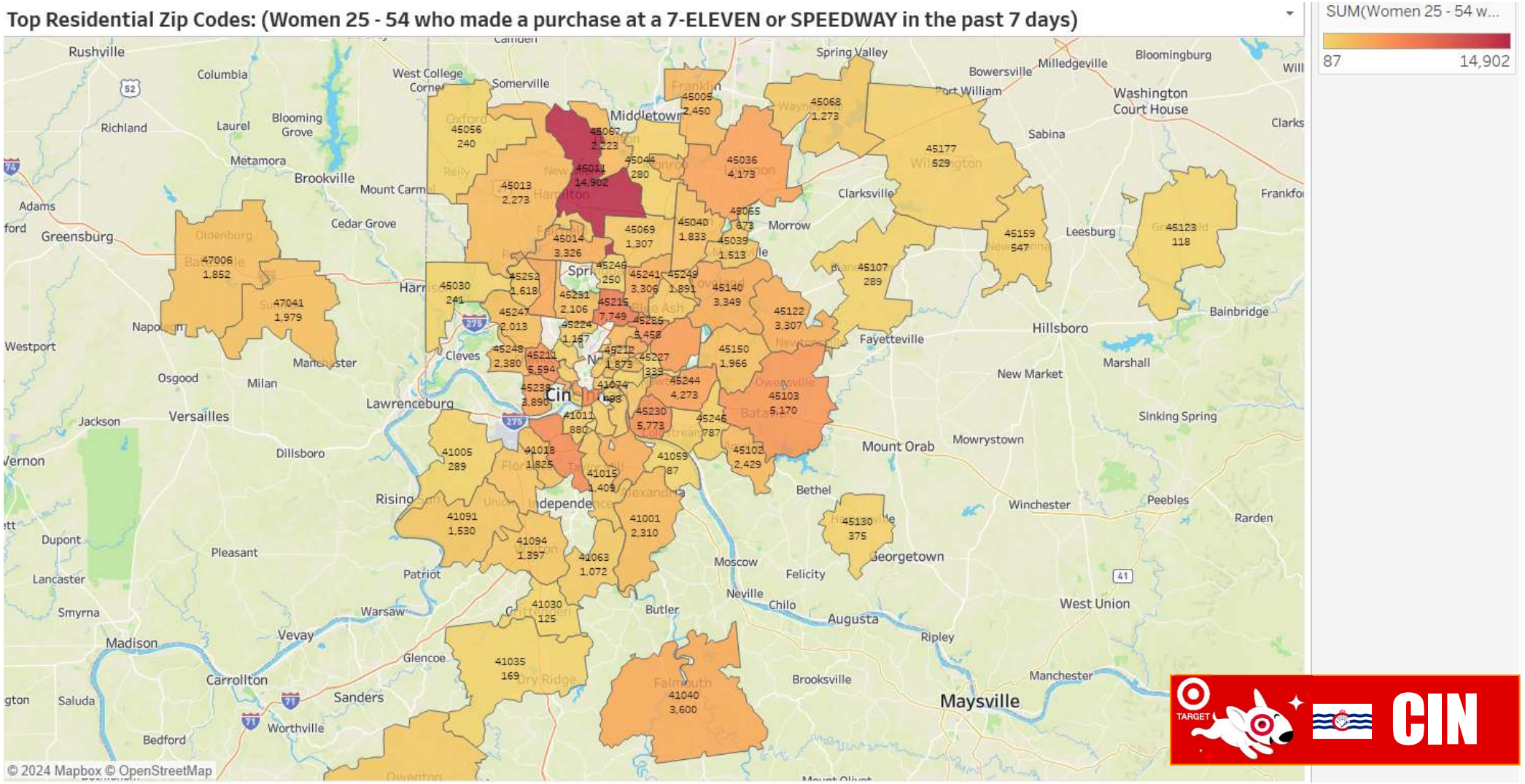


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[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

Top Residential Zip Codes: (Women 25 - 54 who made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days)



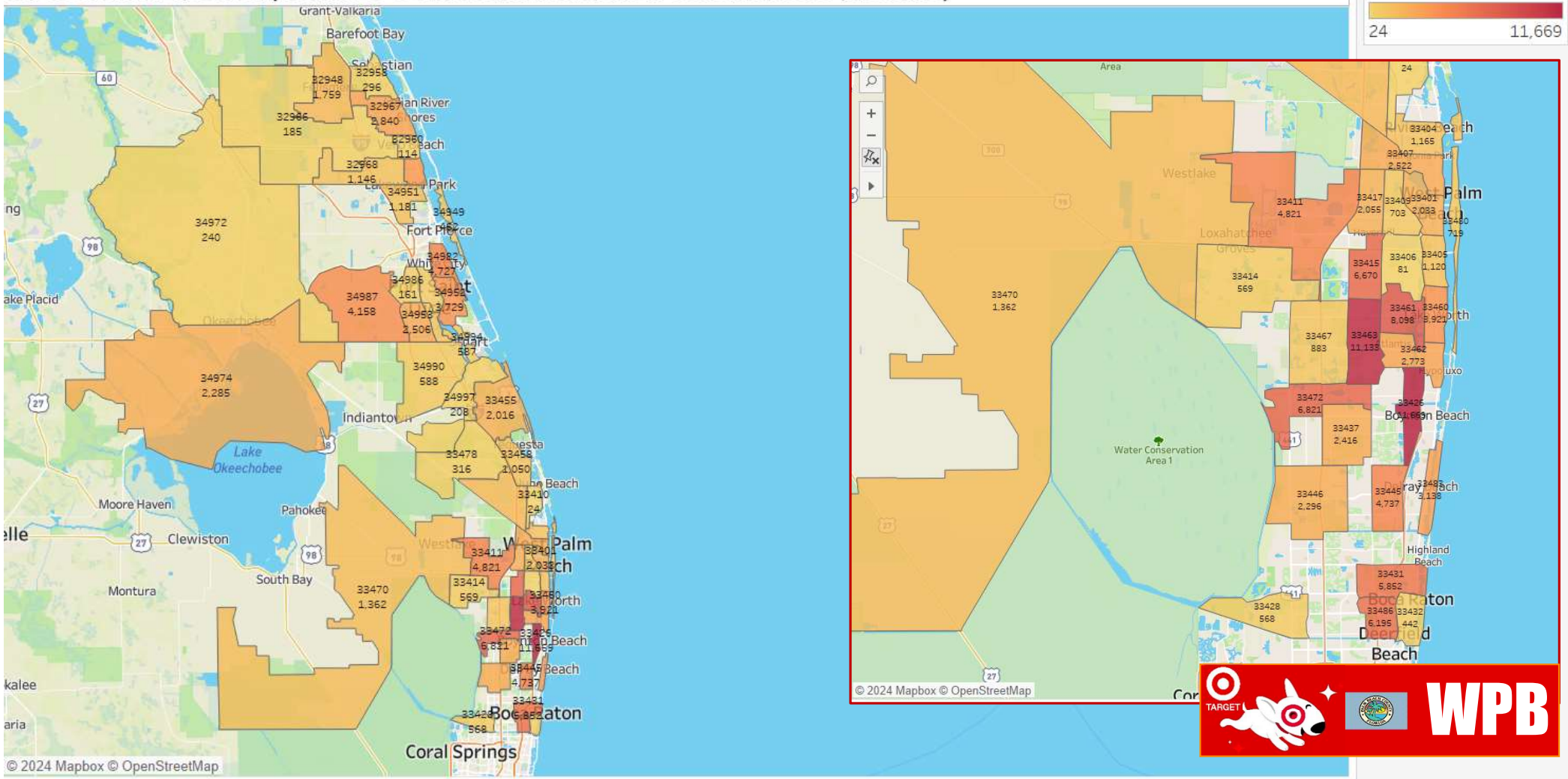
CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 602

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[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

Top Residential Zip Codes: (Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos)



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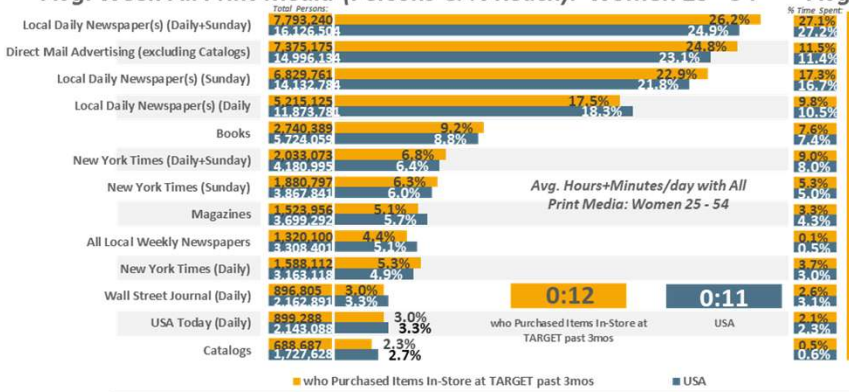
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[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]



7,793,240 or 26.2% of Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.1 minutes every day representing 29.4% of all time spent daily with All forms of Print Media.

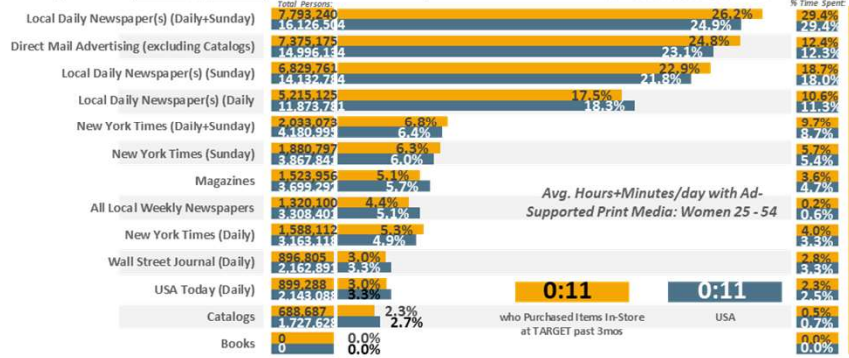
Avg. Week All Print Media (Persons & % Reach): Women 25 - 54



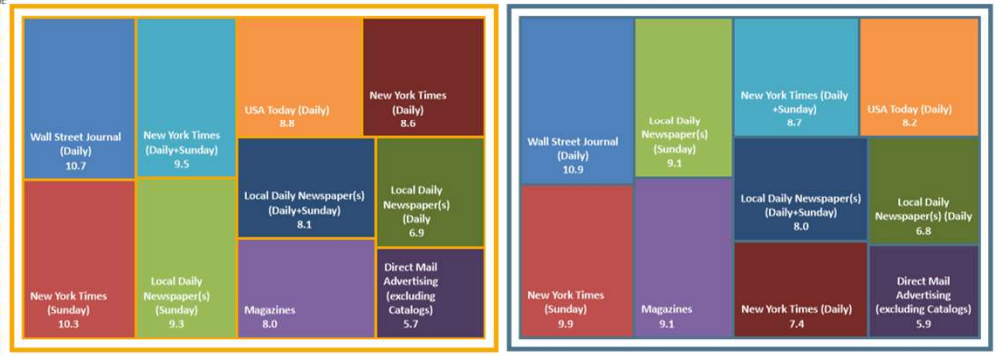
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Women 25 - 54



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



USA USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 8,744

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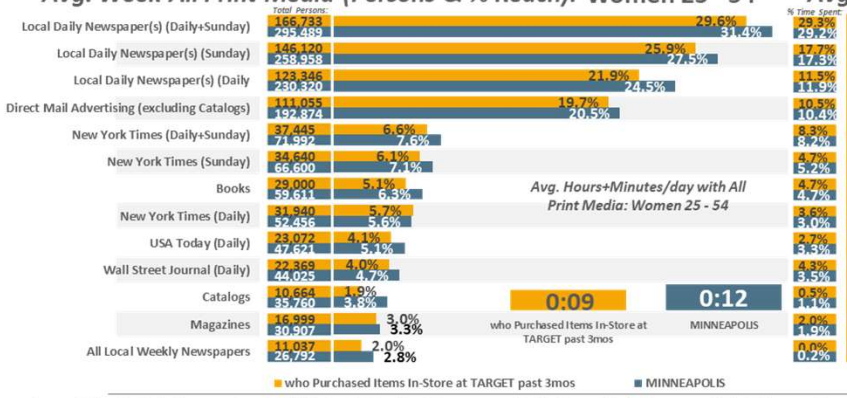
USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,097

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[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

166,733 or 29.6% of Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 6. minutes every day representing 30.7% of all time spent daily with All forms of Print Media.

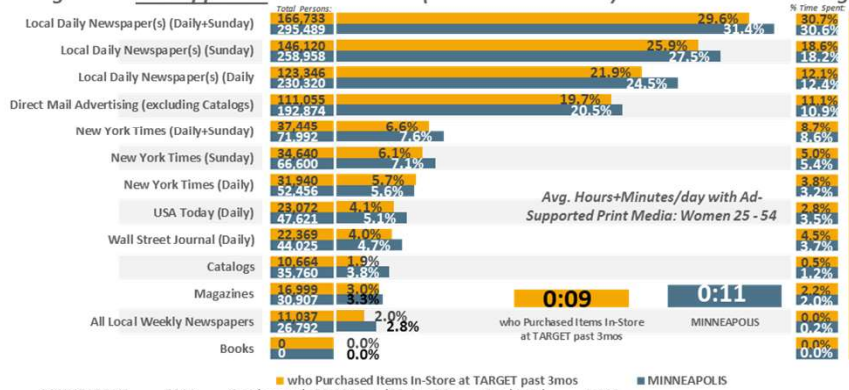
Avg. Week All Print Media (Persons & % Reach): Women 25 - 54



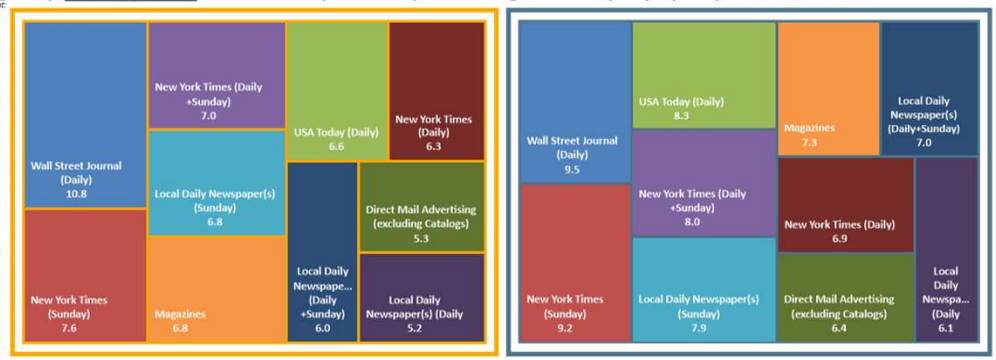
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Women 25 - 54



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



MINNEAPOLIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,113

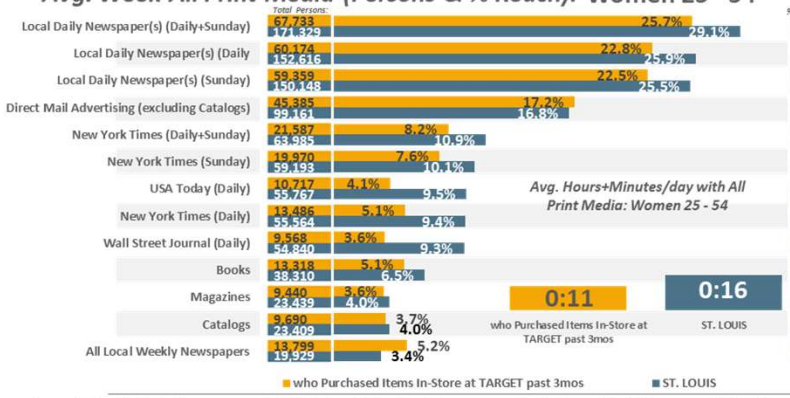
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[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

67,733 or 25.7% of Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.7 minutes every day representing 31.3% of all time spent daily with All forms of Print Media.

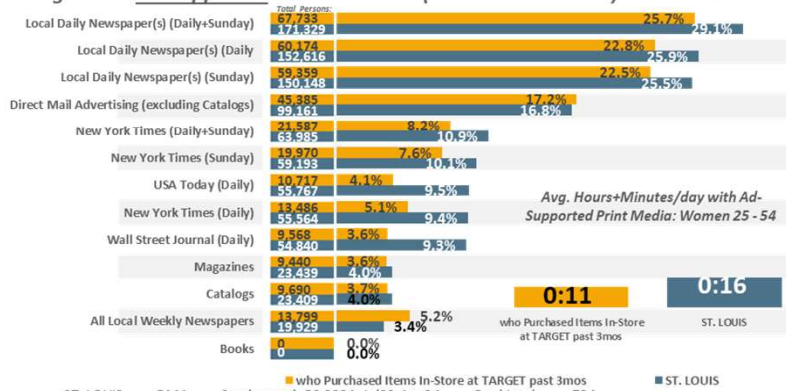
Avg. Week All Print Media (Persons & % Reach): Women 25 - 54



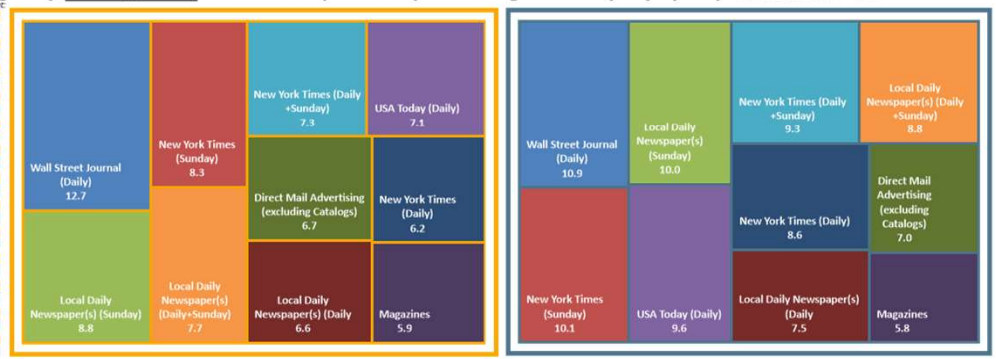
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Women 25 - 54



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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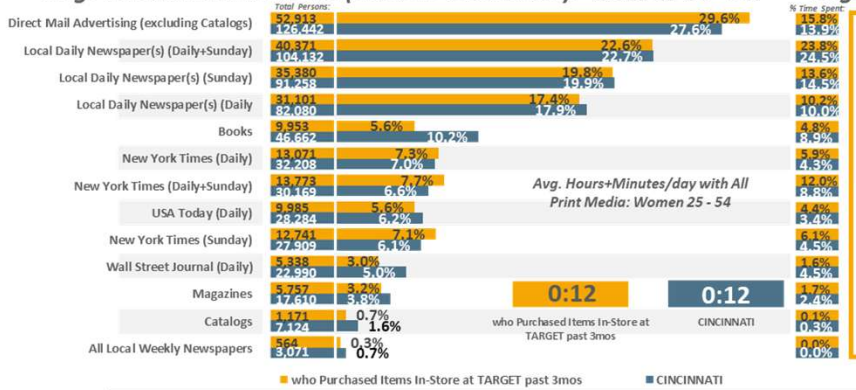
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[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]



40,371 or 22.6% of Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.9 minutes every day representing 25.% of all time spent daily with All forms of Print Media.

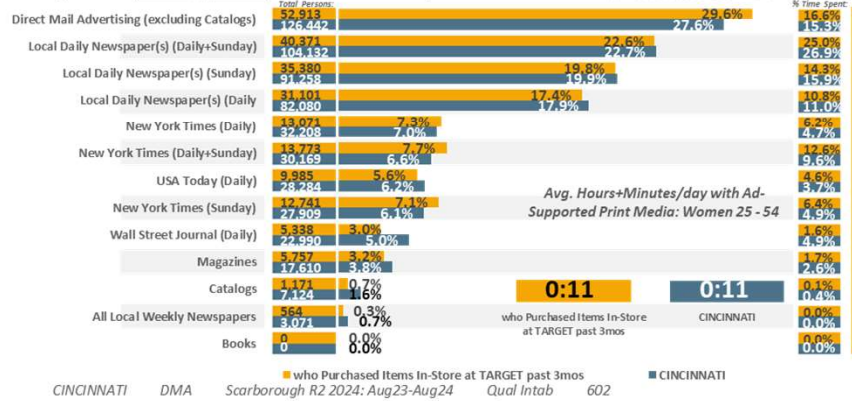
Avg. Week All Print Media (Persons & % Reach): Women 25 - 54



Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Women 25 - 54



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 602

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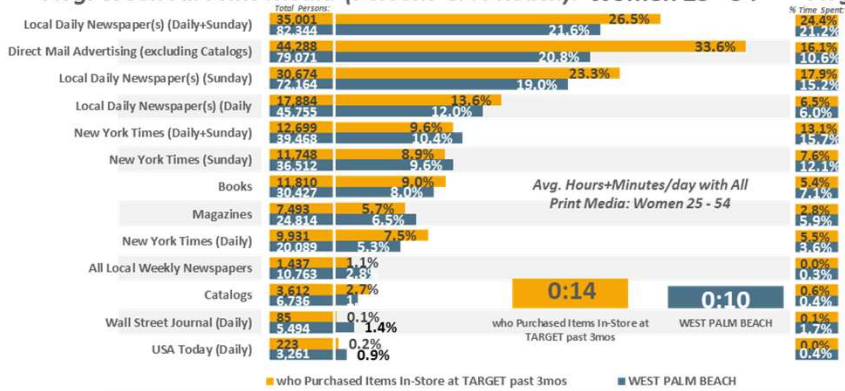
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[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

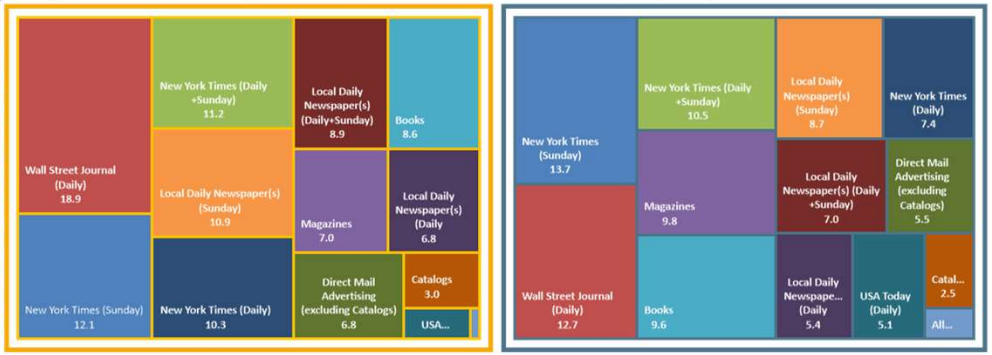


35,001 or 26.5% of Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.9 minutes every day representing 25.8% of all time spent daily with All forms of Print Media.

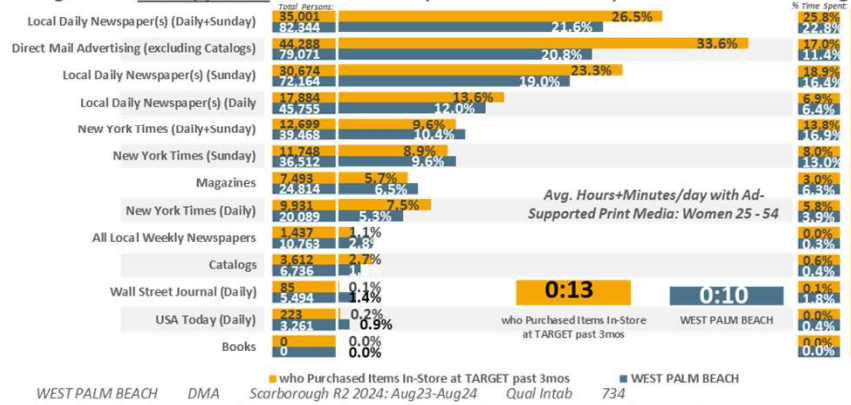
Avg. Week All Print Media (Persons & % Reach): Women 25 - 54



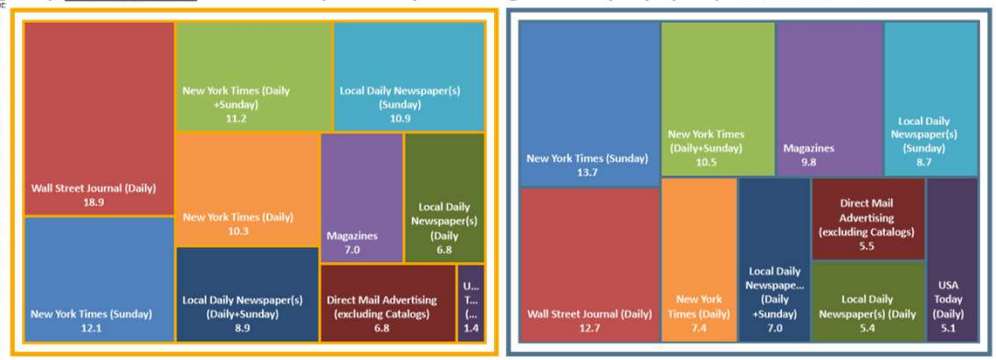
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Women 25 - 54



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 734

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