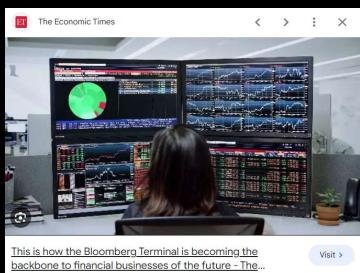


USA+4 DMAs – P18+ who Shopped at TRADER JOE'S in the past 7 days!

Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of **USA, CHICAGO, WASHINGTON, DC, SEATTLE-TACOMA and PHOENIX DMA P18+ who Shopped at TRADER JOE'S in the past 7 days as of August 31, 2025.**



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



P18+



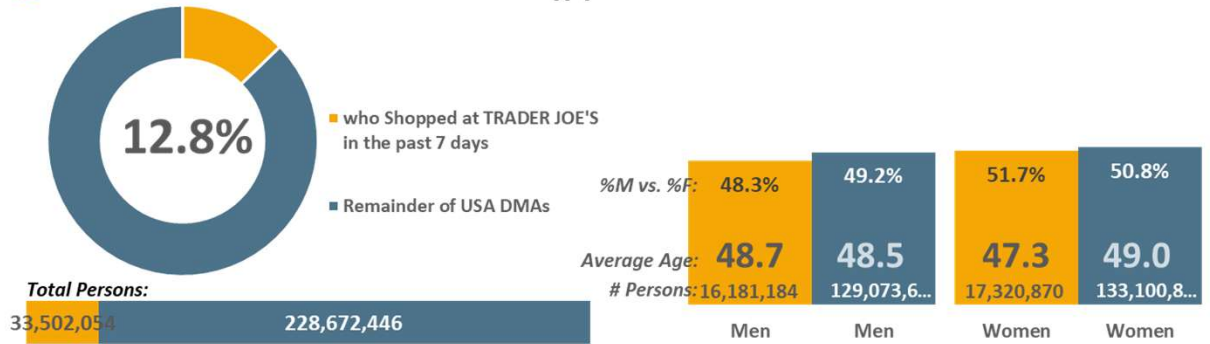
And, Yes! You ARE Smart Enough to Read a Bloomberg Terminal. So get ready to Learn!

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

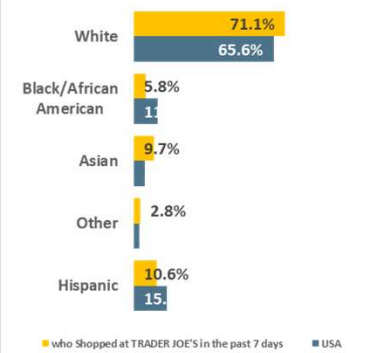


12.8% or 33,502,054 of USA Adults 18 or older Shopped at TRADER JOE'S in the past 7 days.
Typical Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days are 48. years old (1.5% younger than average) and have a \$129,203 (35.4% higher than average) annual household income.

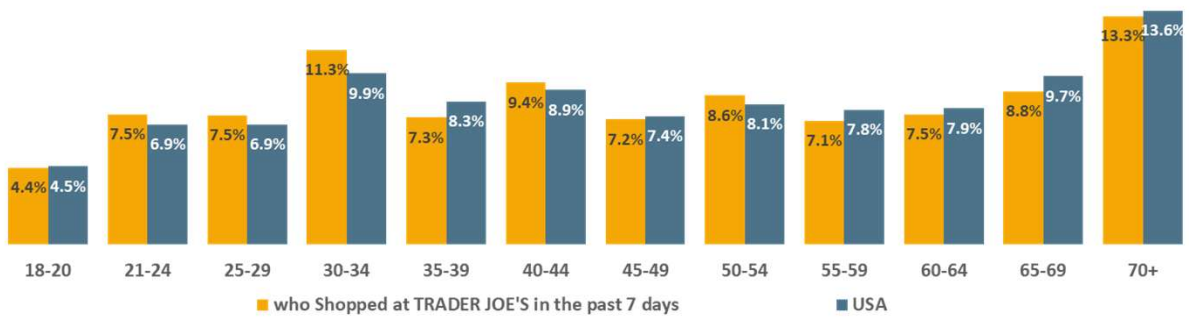
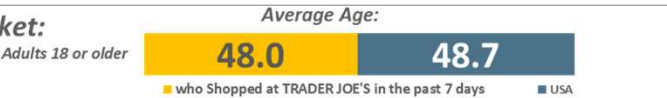
Percent of Market: Adults 18 or older Gender of Target vs. Market: Adults 18 or older



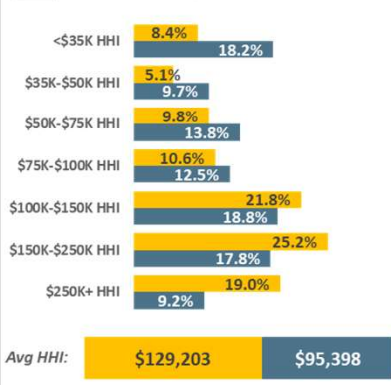
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



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

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



12.4% or 935,467 of CHICAGO DMA Adults 18 or older Shopped at TRADER JOE'S in the past 7 days. Typical Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days are 47. years old (2.8% younger than average) and have a \$145,975 (35.8% higher than average) annual household income.

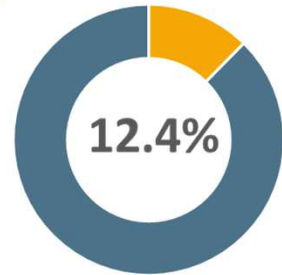


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



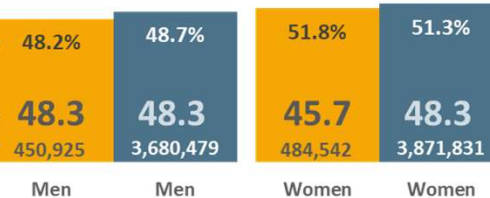
Total Persons:



%M vs. %F:

Average Age:

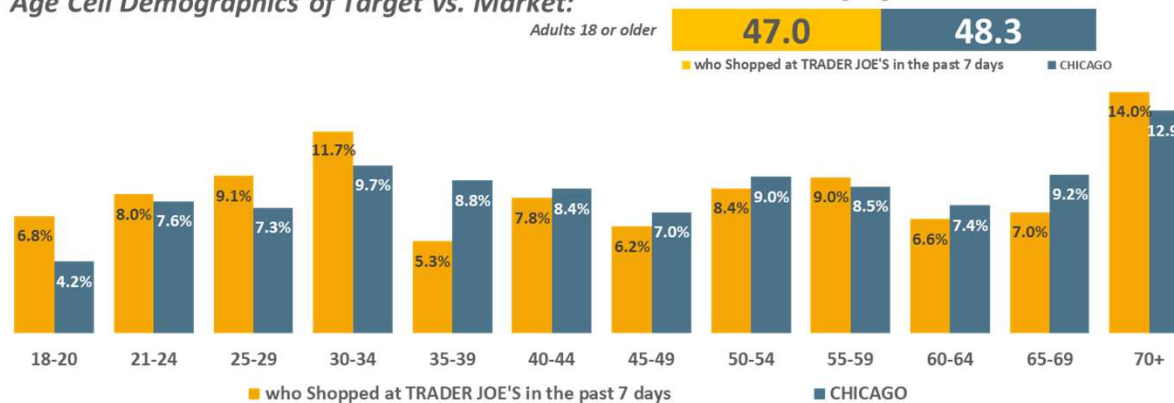
Persons:



Age Cell Demographics of Target vs. Market:

Adults 18 or older

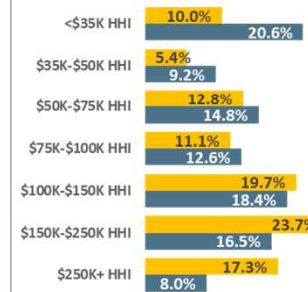
Average Age:



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

■ CHICAGO

HHI of Target vs. Market:



Avg HHI:

\$145,975

\$107,489



13.9% or 794,820 of WASHINGTON, DC DMA Adults 18 or older Shopped at TRADER JOE'S in the past 7 days. Typical Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days are 47.9 years old (.1% younger than average) and have a \$182,120 (32.9% higher than average) annual household income.

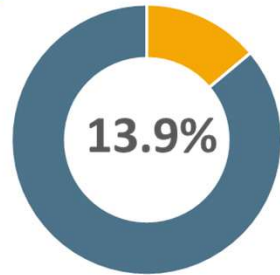


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



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

Remainder of WASHINGTON, DC DMA

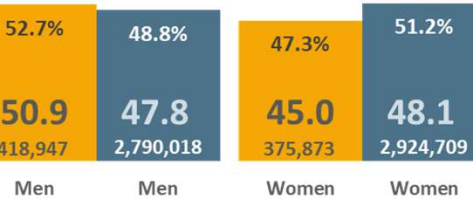
Total Persons:

794,820 4,919,907

%M vs. %F:

Average Age:

Persons:



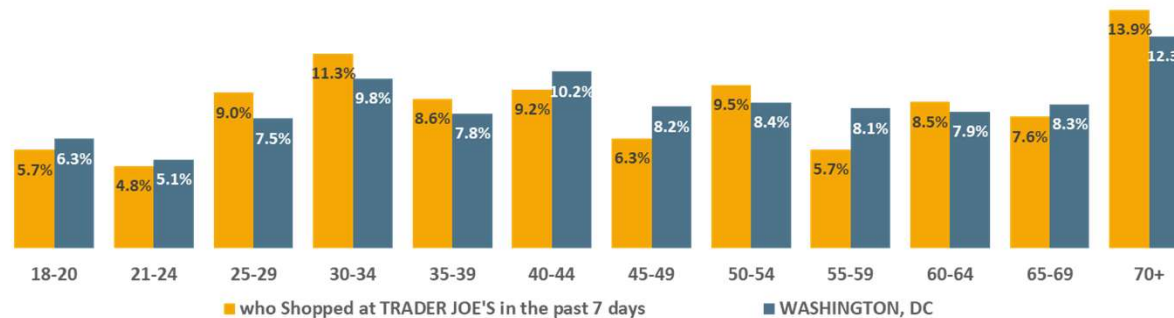
Age Cell Demographics of Target vs. Market:

Average Age:

Adults 18 or older



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

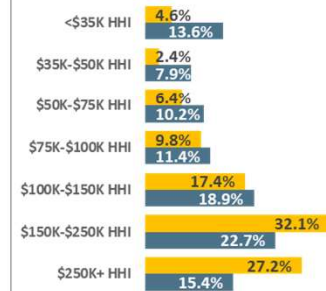


who Shopped at TRADER JOE'S in the past 7 days

WASHINGTON, DC

WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Mar25 Qual Intab 910
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HHI of Target vs. Market:



Avg HHI: \$182,120 \$137,019

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



21.4% or 966,931 of SEATTLE-TACOMA DMA Adults 18 or older Shopped at TRADER JOE'S in the past 7 days. Typical Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days are 48. years old (.6% younger than average) and have a \$153,855 (23.2% higher than average) annual household income.

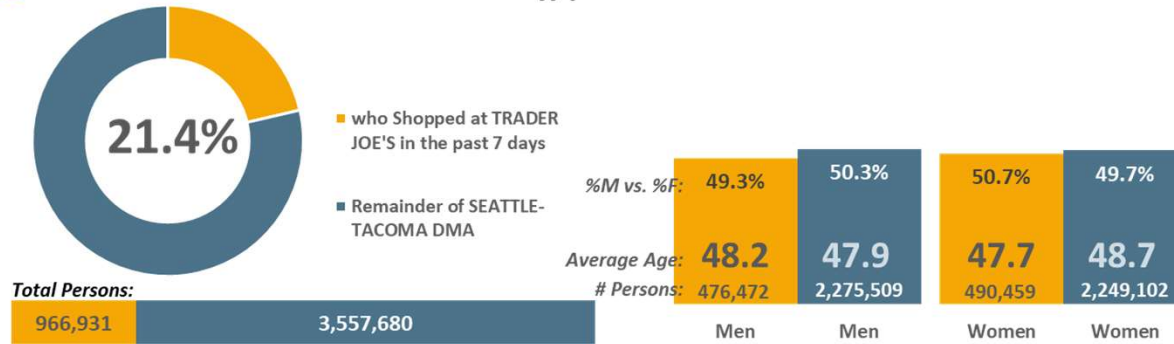


Percent of Market: Adults 18 or older

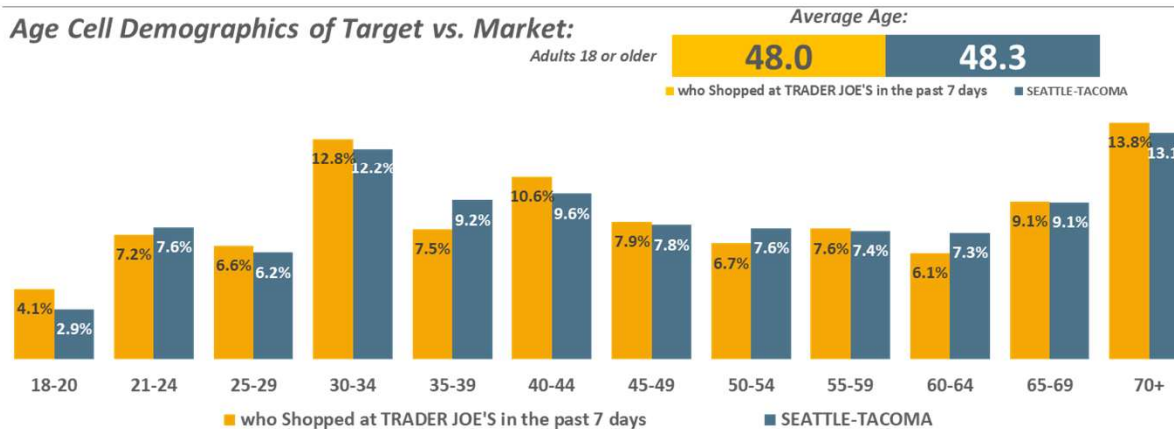


Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:

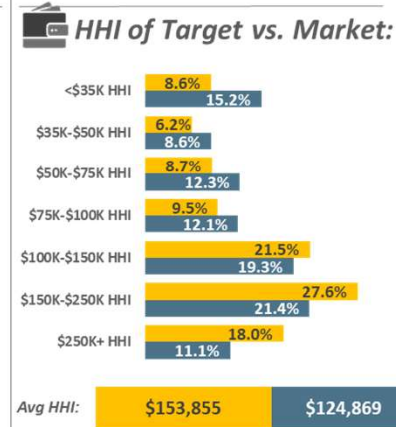


Age Cell Demographics of Target vs. Market:



SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 878
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HHI of Target vs. Market:



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



12.7% or 603,076 of PHOENIX DMA Adults 18 or older Shopped at TRADER JOE'S in the past 7 days.
Typical Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days are 48.7 years old (.% older than average) and have a \$136,424 (29.5% higher than average) annual household income.

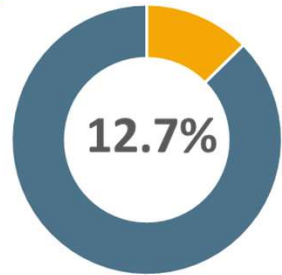


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



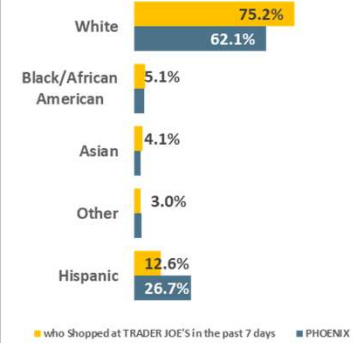
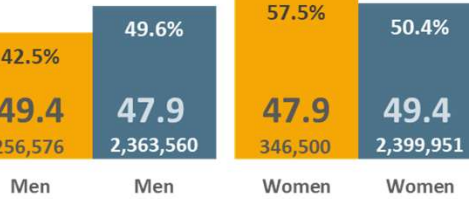
Total Persons:

603,076 4,160,435

%M vs. %F:

Average Age:

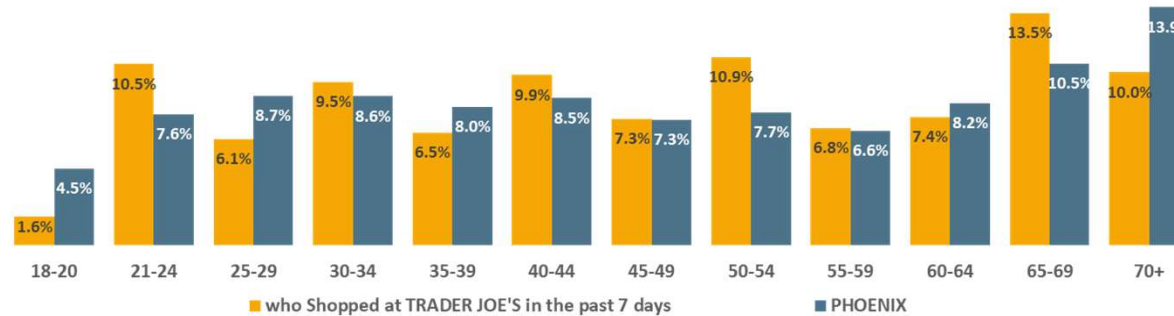
Persons:



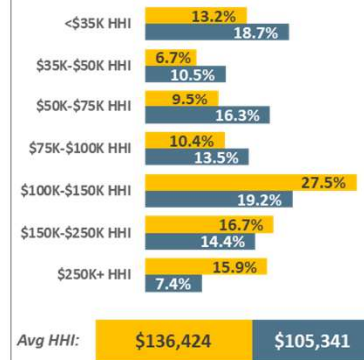
Age Cell Demographics of Target vs. Market:

Average Age:

Adults 18 or older



HHI of Target vs. Market:

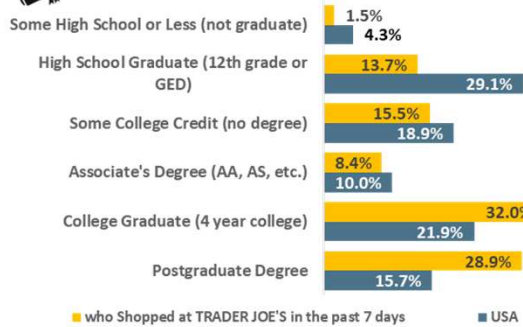




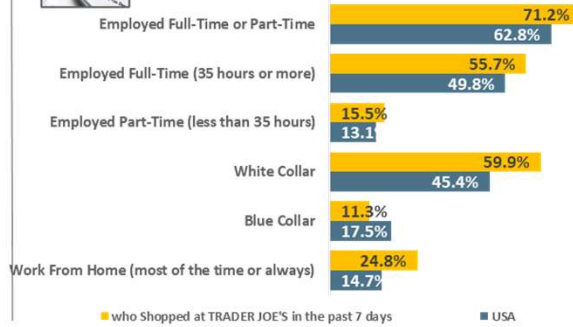
12.8% or 33,502,054 of USA Adults 18 or older Shopped at TRADER JOE'S in the past 7 days. Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days are 61.7% more likely to be a college graduate, 11.8% more likely to work full-time, 13.8% more likely to be married, 10.4% less likely to be a parent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



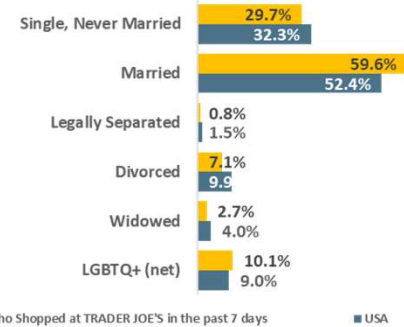
Education Levels: Adults 18 or older



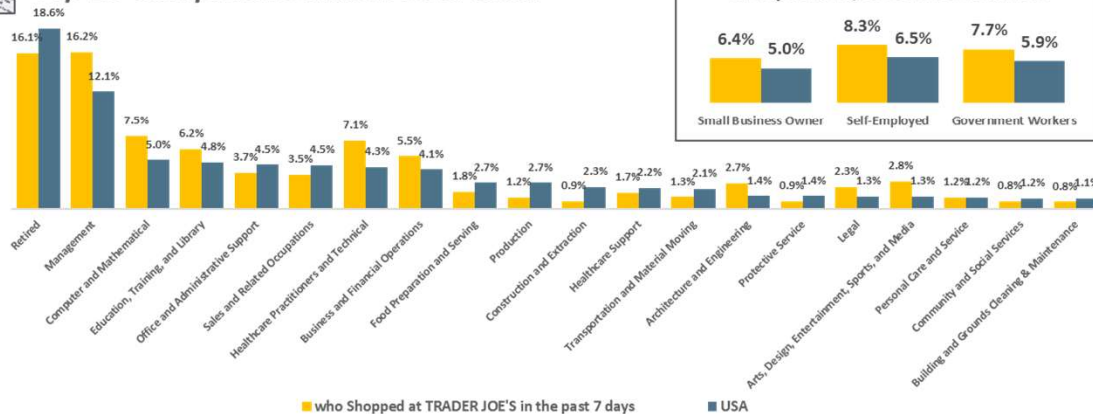
Employment: Adults 18 or older



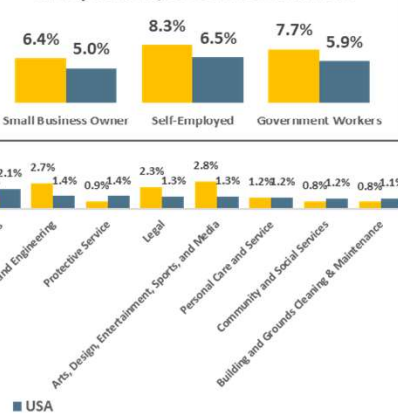
Marital Status: Adults 18 or older



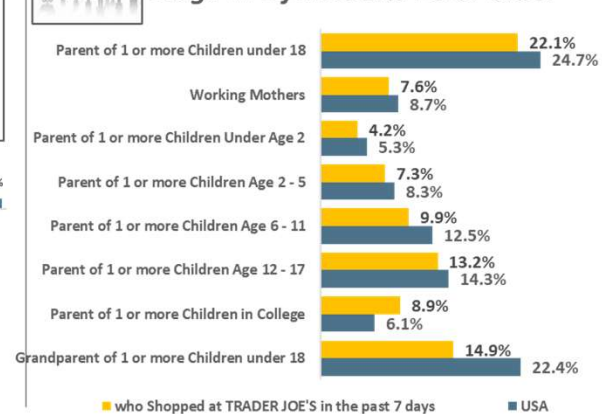
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older



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

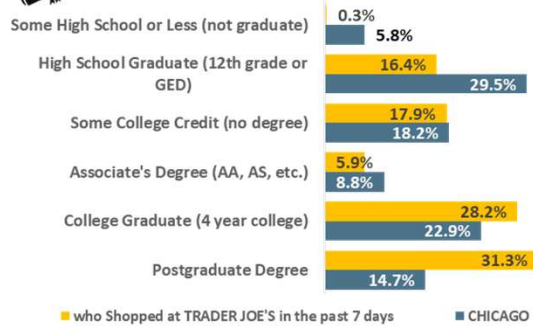
Grocery stores shopped past 7 days (HHLD): Trader Joe's



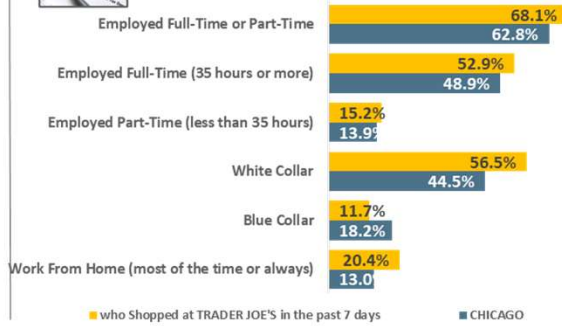
12.4% or 935,467 of CHICAGO DMA Adults 18 or older Shopped at TRADER JOE'S in the past 7 days. Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days are 58.% more likely to be a college graduate, 8.3% more likely to work full-time, 11.7% more likely to be married, 20.6% less likely to be a parent of 1 or more children under 18.



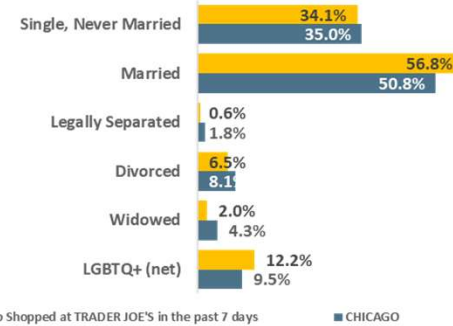
Education Levels: Adults 18 or older



Employment: Adults 18 or older



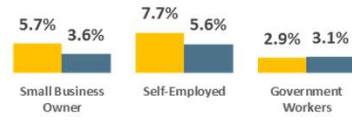
Marital Status: Adults 18 or older



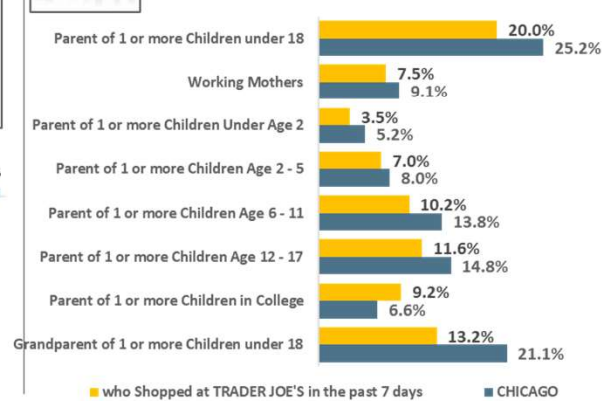
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

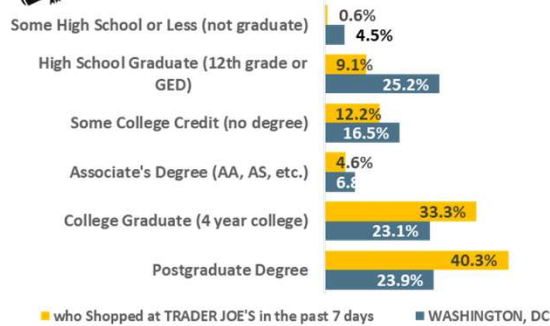




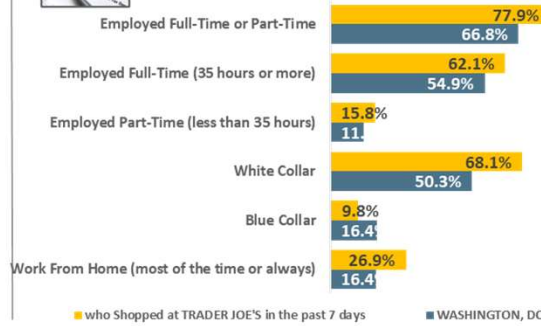
13.9% or 794,820 of WASHINGTON, DC DMA Adults 18 or older Shopped at TRADER JOE'S in the past 7 days. Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days are 56.4% more likely to be a college graduate, 13.1% more likely to work full-time, 10.7% more likely to be married, 14.7% less likely to be a parent of 1 or more children under 18.



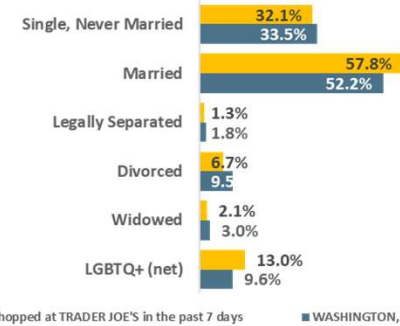
Education Levels: Adults 18 or older



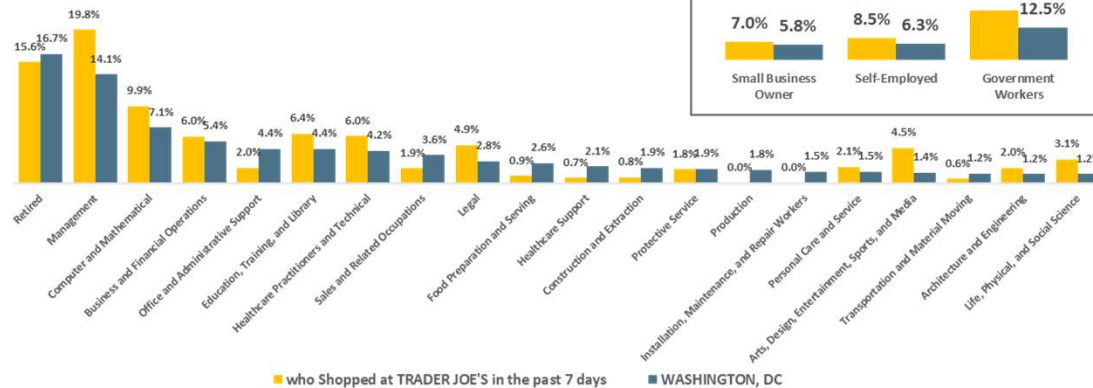
Employment: Adults 18 or older



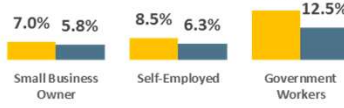
Marital Status: Adults 18 or older



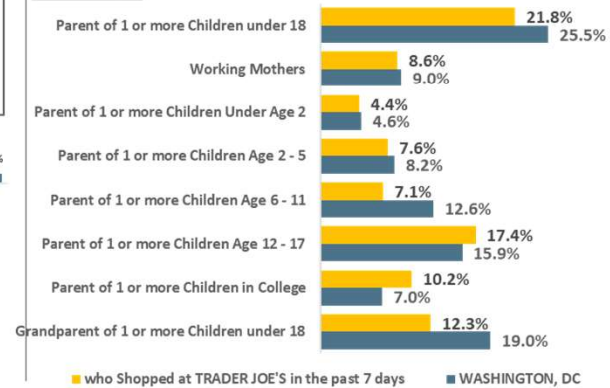
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

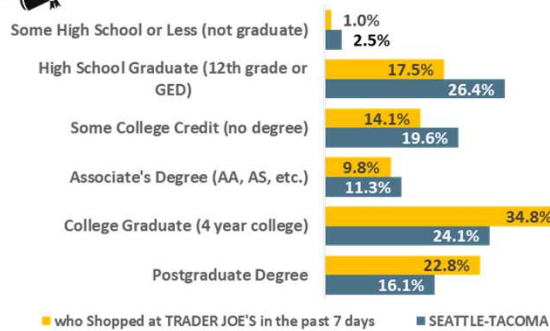




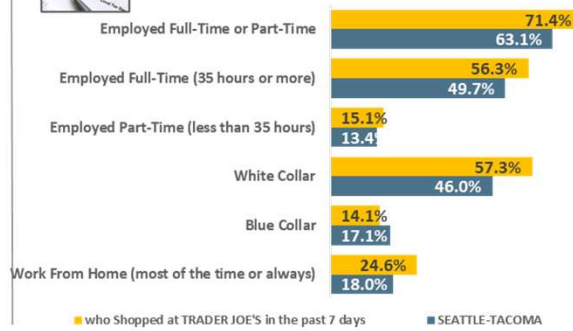
21.4% or 966,931 of SEATTLE-TACOMA DMA Adults 18 or older Shopped at TRADER JOE'S in the past 7 days. Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days are 43.2% more likely to be a college graduate, 13.2% more likely to work full-time, 8.2% more likely to be married, 18.5% less likely to be a parent of 1 or more children under 18.



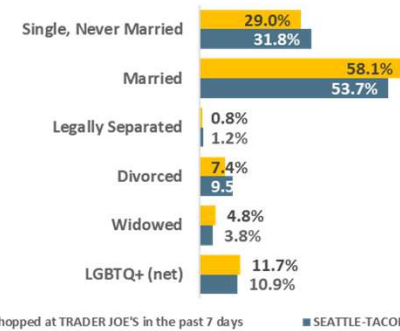
Education Levels: Adults 18 or older



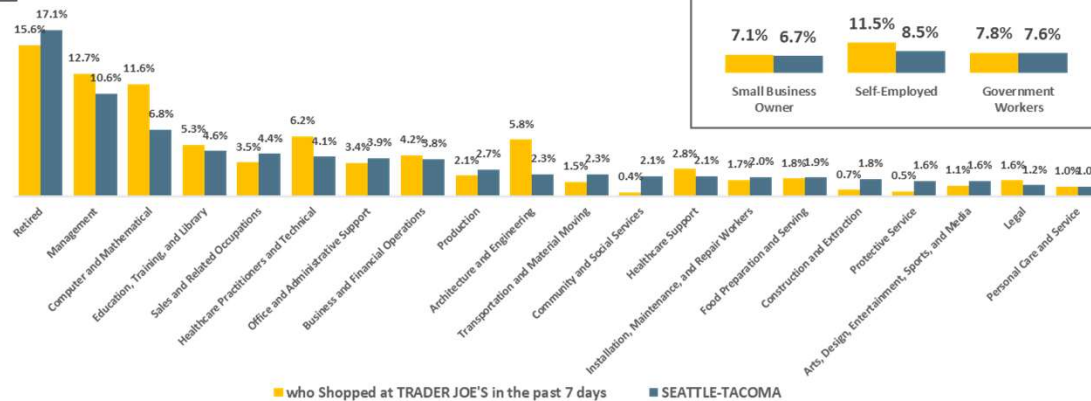
Employment: Adults 18 or older



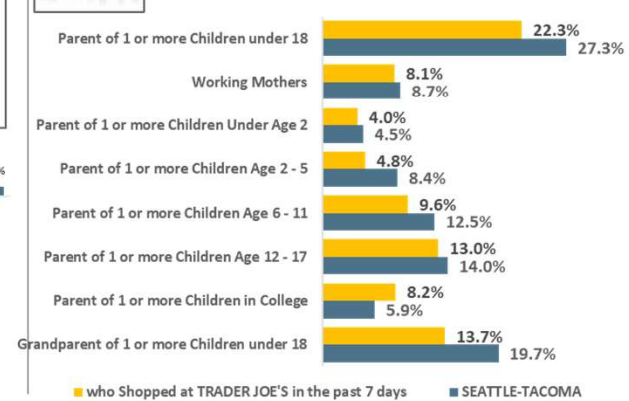
Marital Status: Adults 18 or older



Top-20 Occupations: Adults 18 or older



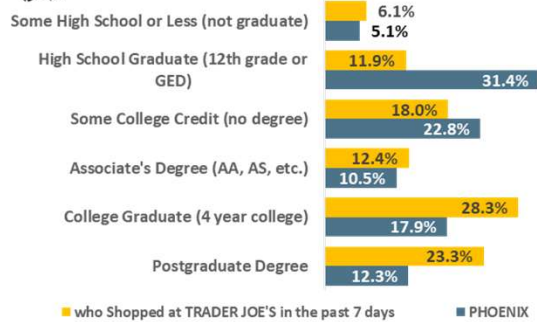
Stage in Life: Adults 18 or older



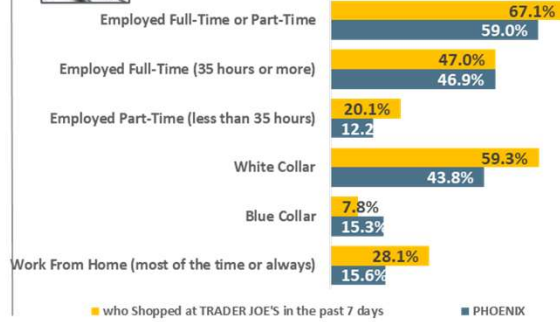


12.7% or 603,076 of PHOENIX DMA Adults 18 or older Shopped at TRADER JOE'S in the past 7 days. Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days are 70.9% more likely to be a college graduate, .3% more likely to work full-time, 14.6% more likely to be married, 11.2% less likely to be a parent of 1 or more children under 18.

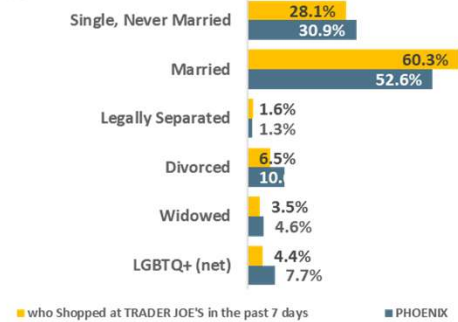
Education Levels: Adults 18 or older



Employment: Adults 18 or older



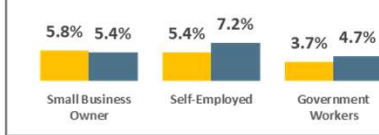
Marital Status: Adults 18 or older



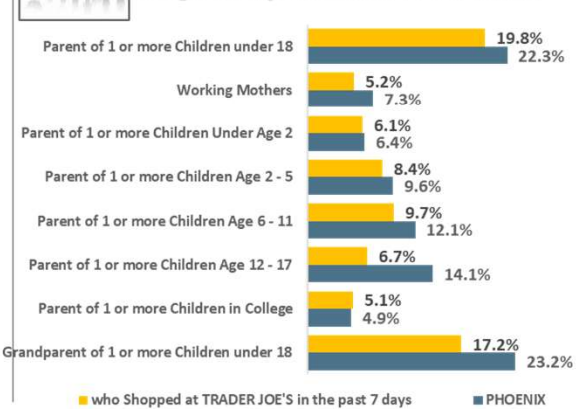
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older



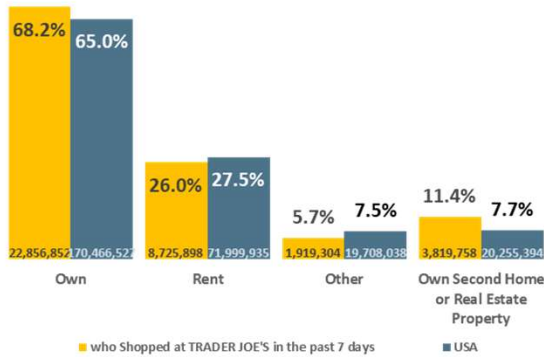


USA

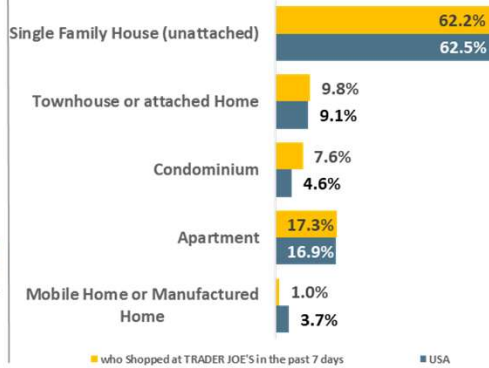
12.8% or 33,502,054 of USA Adults 18 or older Shopped at TRADER JOE'S in the past 7 days. Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days are 4.9% more likely to own their home, 64.9% more likely to own a higher valued home, .5% less likely to have a single-family home, 2.9% more likely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



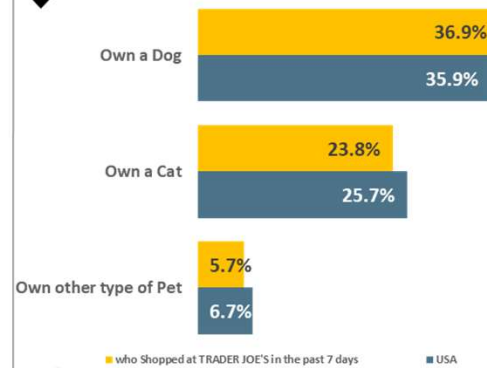
Own/Rent/Other: Adults 18 or older



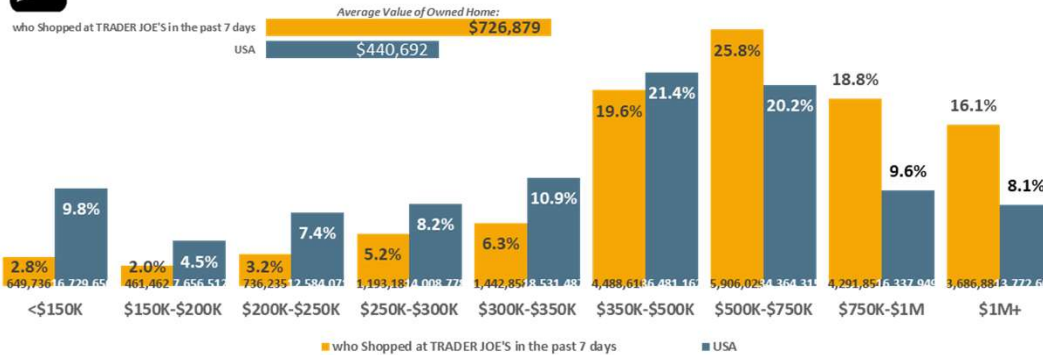
Type of Home: Adults 18 or older



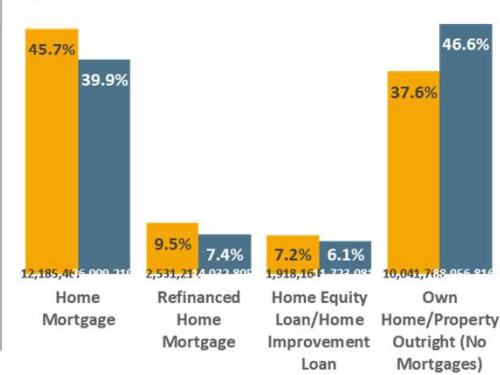
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



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

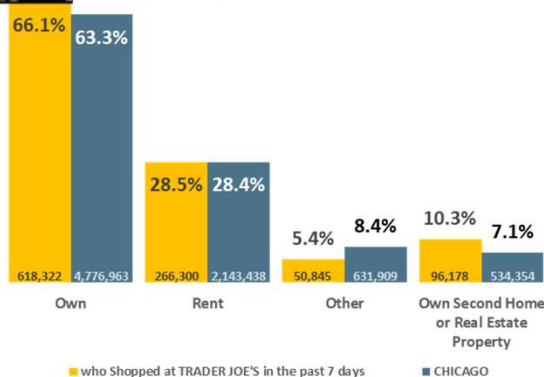


CHI

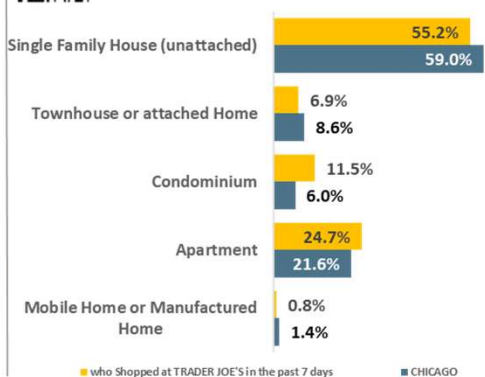
12.4% or 935,467 of CHICAGO DMA Adults 18 or older Shopped at TRADER JOE'S in the past 7 days. Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days are 4.5% more likely to own their home, 46.6% more likely to own a higher valued home, 6.5% less likely to have a single-family home, 1.1% more likely to have a dog.



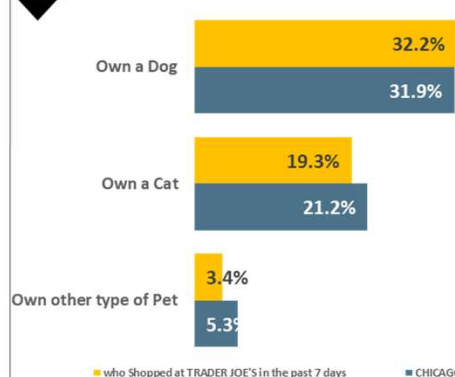
Own/Rent/Other: Adults 18 or older



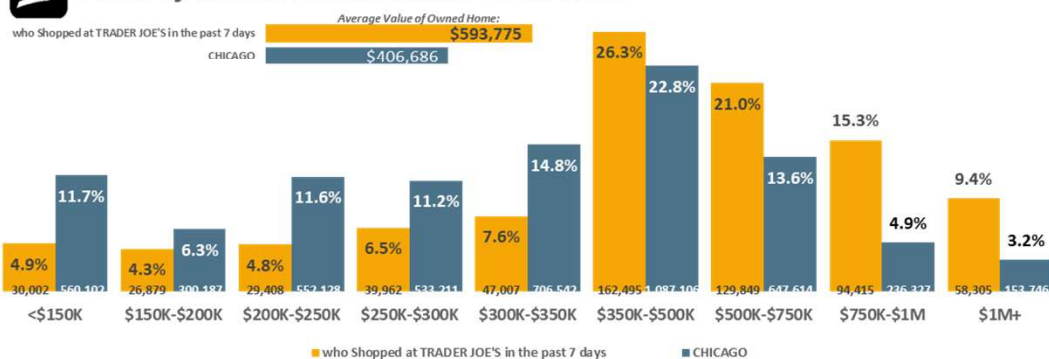
Type of Home: Adults 18 or older



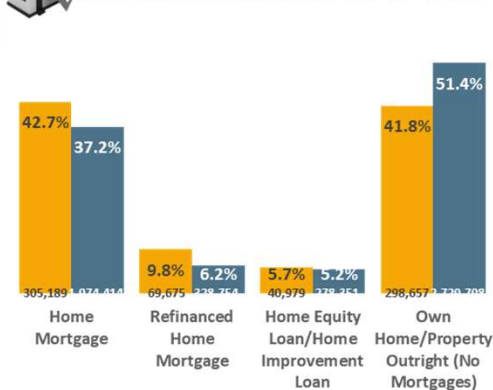
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



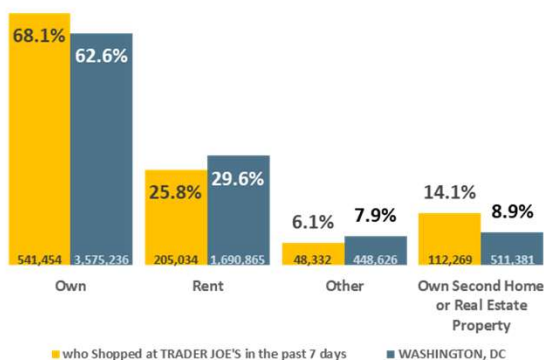


WDC

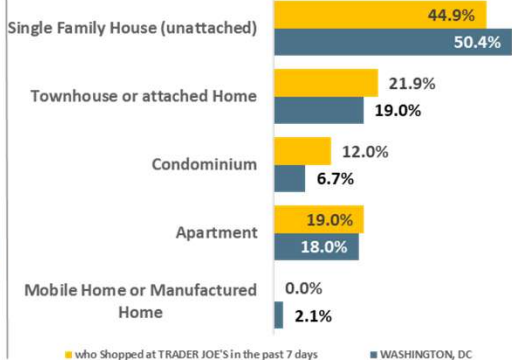
13.9% or 794,820 of WASHINGTON, DC DMA Adults 18 or older Shopped at TRADER JOE'S in the past 7 days. Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days are 8.9% more likely to own their home, 20.6% more likely to own a higher valued home, 10.9% less likely to have a single-family home, 7.6% more likely to have a dog.



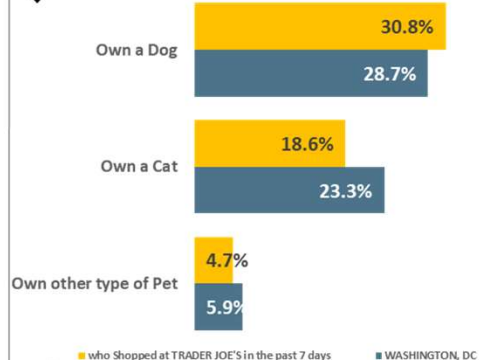
Own/Rent/Other: Adults 18 or older



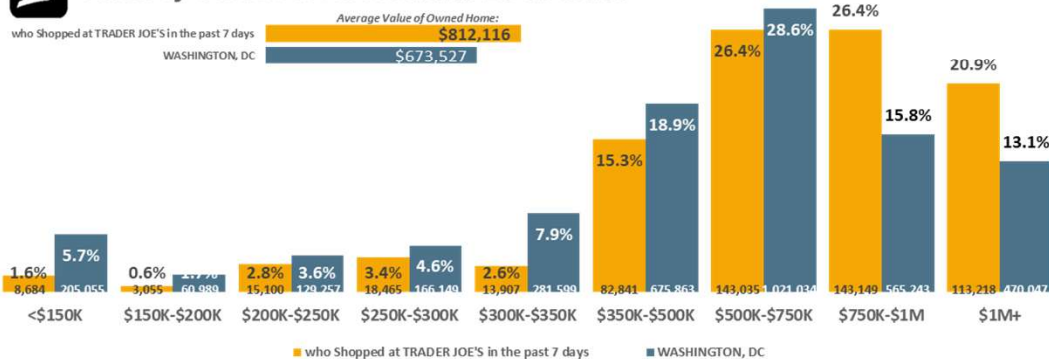
Type of Home: Adults 18 or older



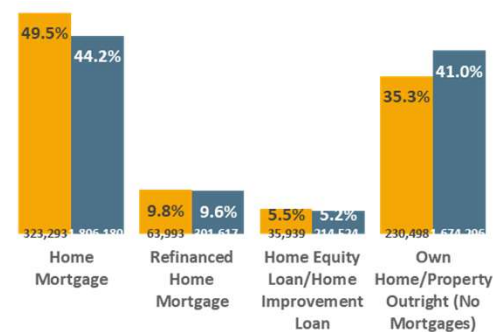
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



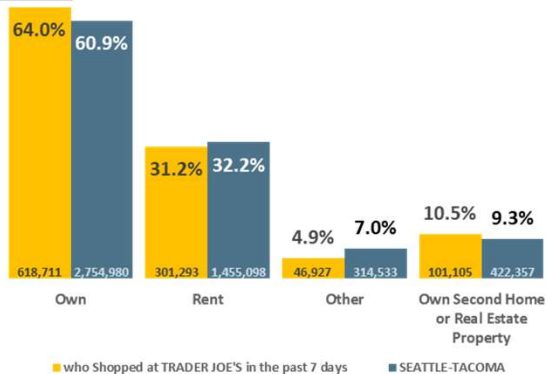


SEA

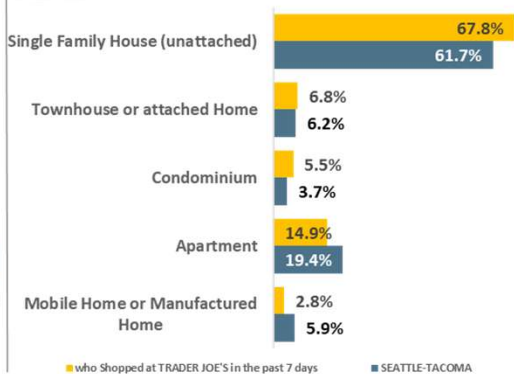
21.4% or 966,931 of SEATTLE-TACOMA DMA Adults 18 or older Shopped at TRADER JOE'S in the past 7 days. Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days are 5.1% more likely to own their home, 20.9% more likely to own a higher valued home, 9.9% more likely to have a single-family home, 5% less likely to have a dog.



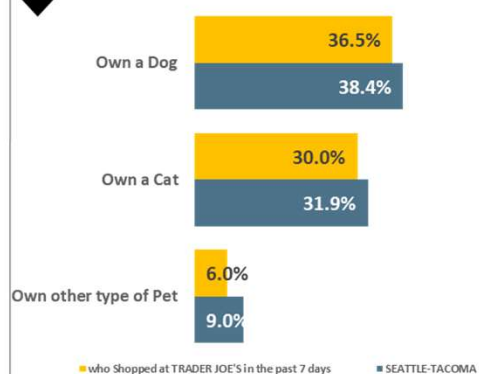
Own/Rent/Other: Adults 18 or older



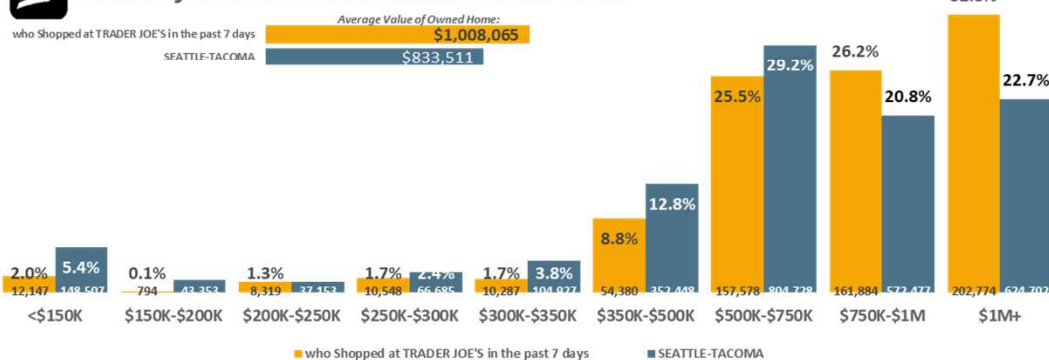
Type of Home: Adults 18 or older



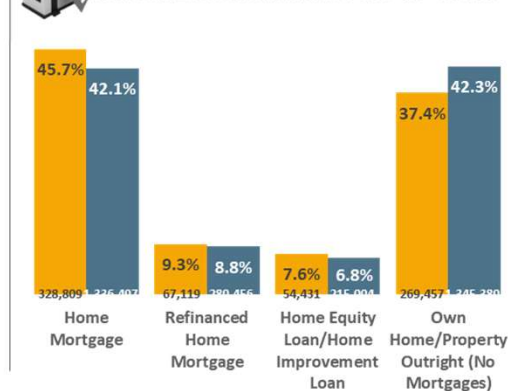
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



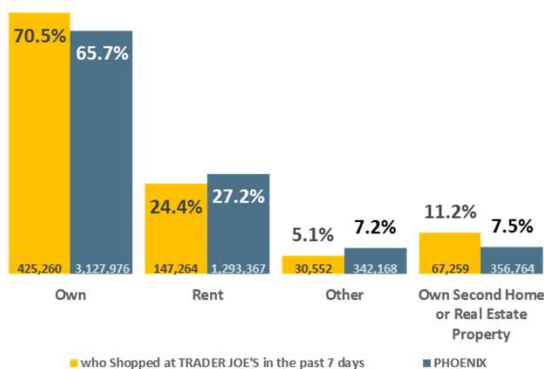


PHX

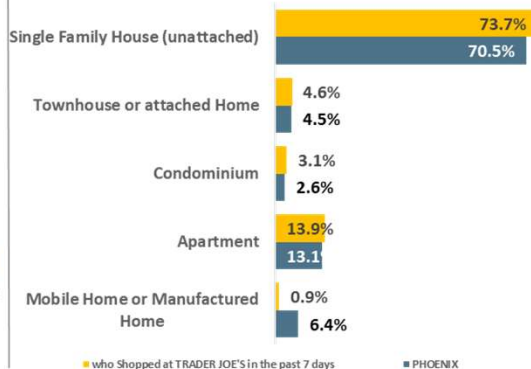
12.7% or 603,076 of PHOENIX DMA Adults 18 or older Shopped at TRADER JOE'S in the past 7 days. Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days are 7.4% more likely to own their home, 23.% more likely to own a higher valued home, 4.6% more likely to have a single-family home, 6.5% less likely to have a dog.



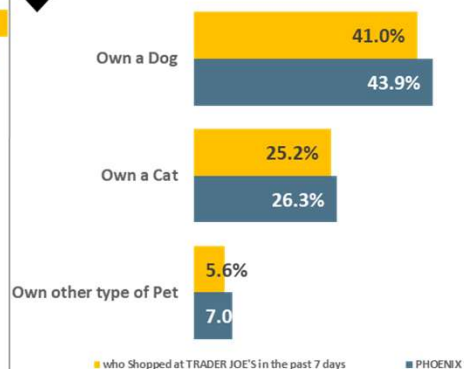
Own/Rent/Other: Adults 18 or older



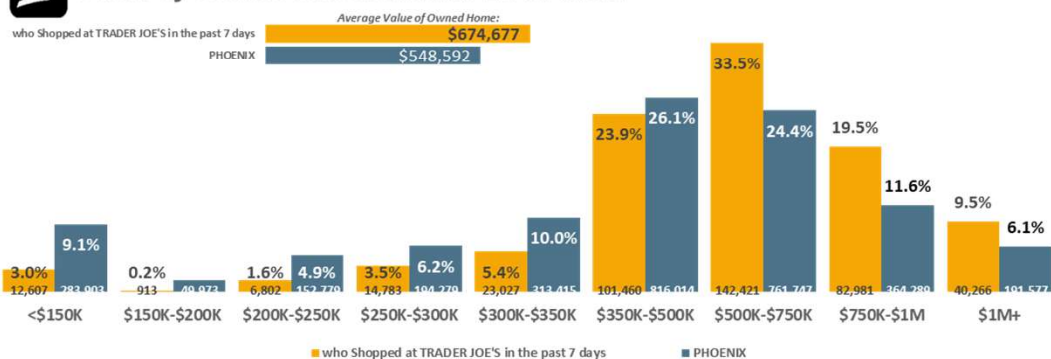
Type of Home: Adults 18 or older



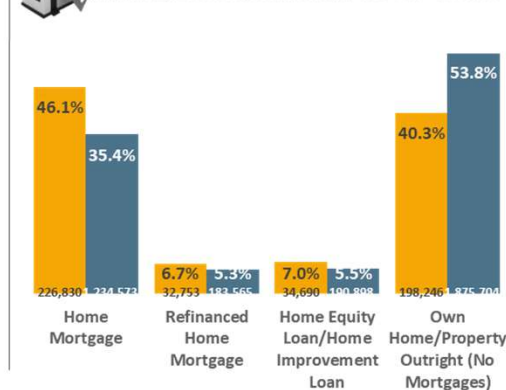
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

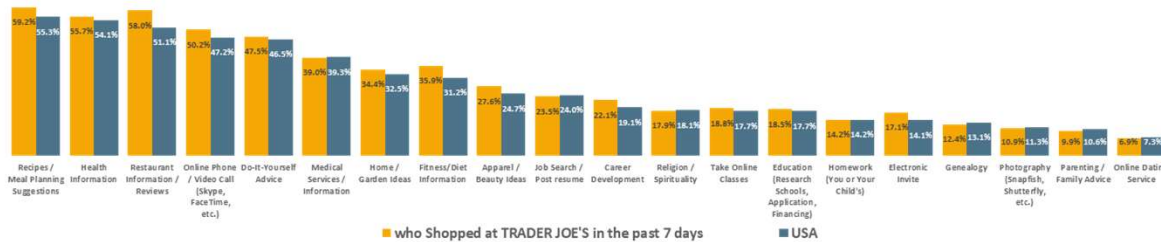




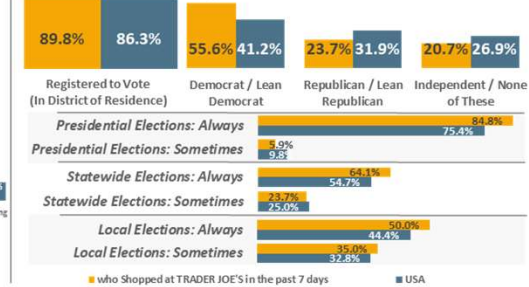
12.8% or 33,502,054 of USA Adults 18 or older Shopped at TRADER JOE'S in the past 7 days.
 Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days are 2.2% more likely to look up D-I-Y advice online, 12.8% more likely to always vote in local elections, 56.5% more likely to belong to a gym,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



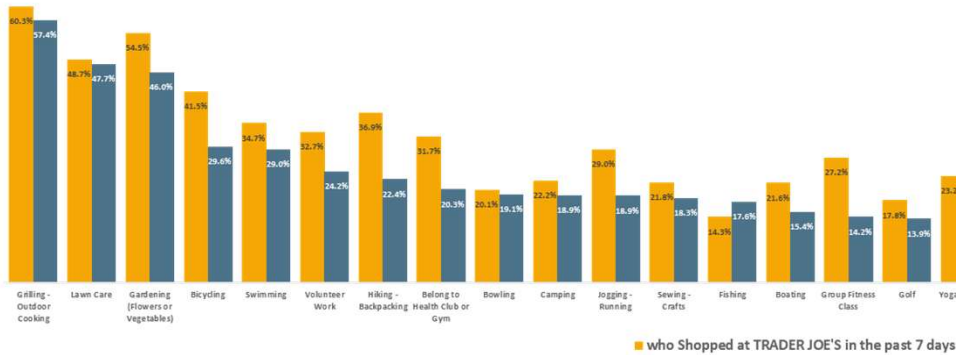
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



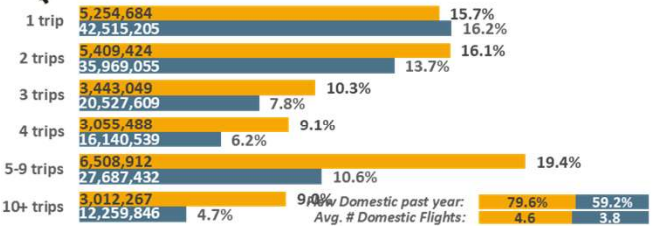
Political Activity: Adults 18 or older



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



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



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



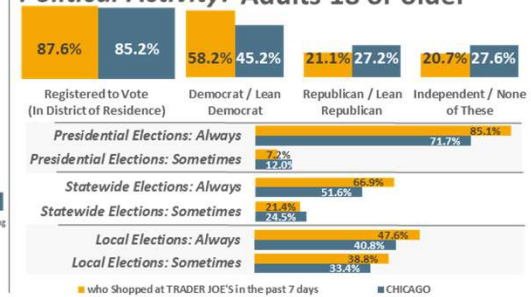
12.4% or 935,467 of CHICAGO DMA Adults 18 or older Shopped at TRADER JOE'S in the past 7 days. Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days are 2.8% less likely to look up D-I-Y advice online, 16.8% more likely to always vote in local elections, 39.6% more likely to belong to a gym, 28.2% more likely to fly domestic past yr.



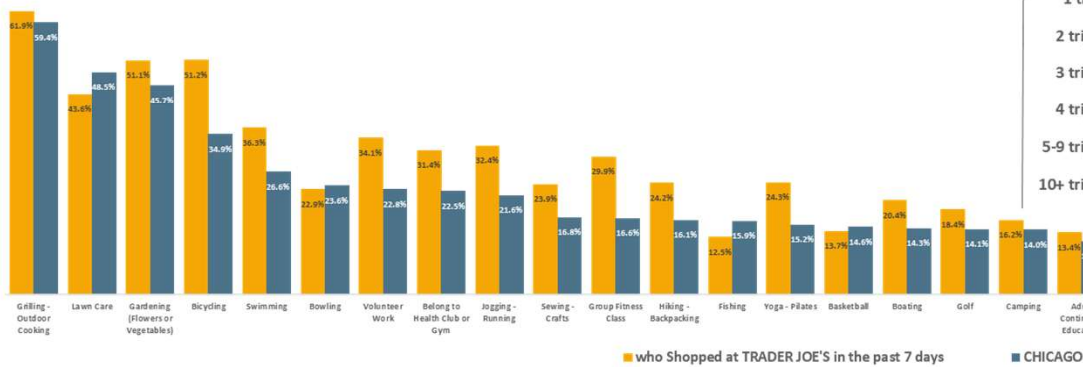
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



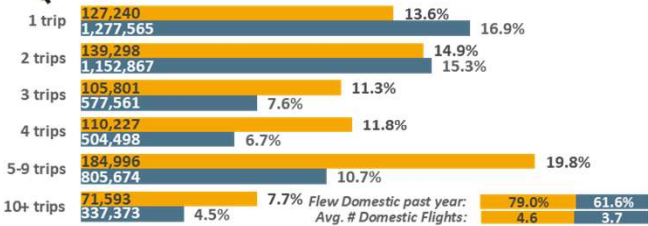
Political Activity: Adults 18 or older



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



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





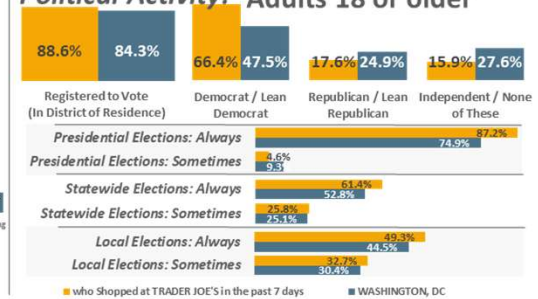
13.9% or 794,820 of WASHINGTON, DC DMA Adults 18 or older Shopped at TRADER JOE'S in the past 7 days. Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days are 15.3% more likely to look up D-I-Y advice online, 10.9% more likely to always vote in local elections, 71.8% more likely to belong to a gym, 36.8% more likely to fly domestic past yr.



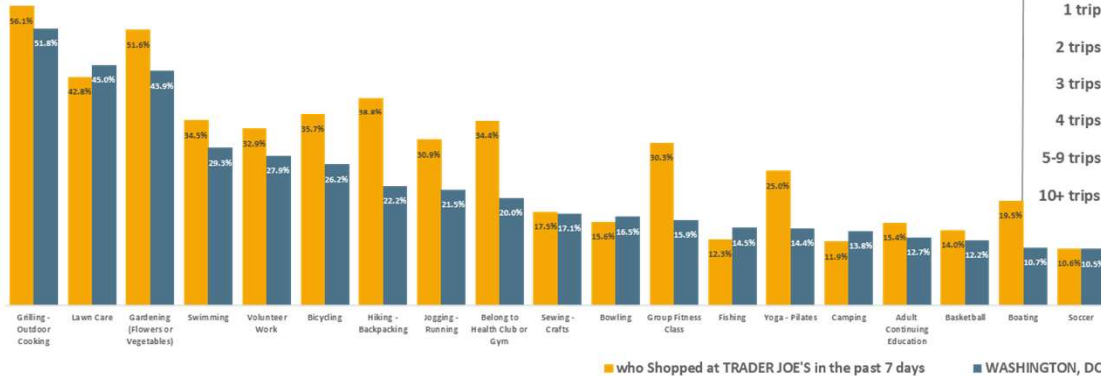
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



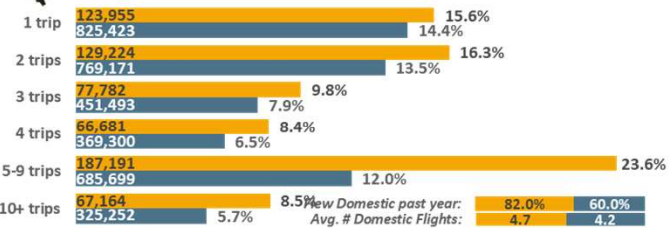
Political Activity: Adults 18 or older



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



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

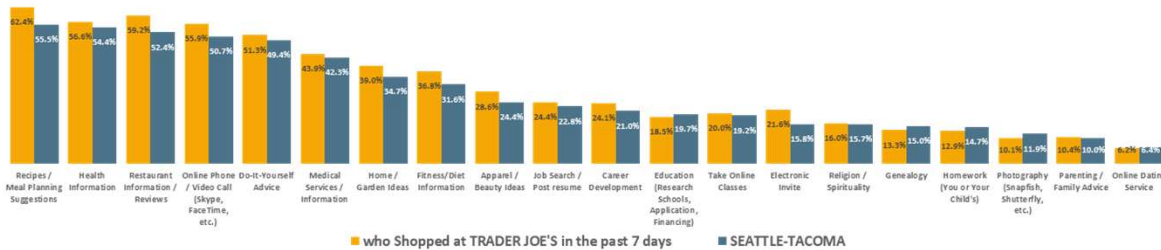




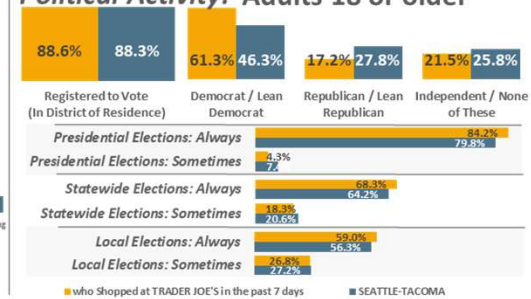
21.4% or 966,931 of SEATTLE-TACOMA DMA Adults 18 or older Shopped at TRADER JOE'S in the past 7 days. Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days are 4.% more likely to look up D-I-Y advice online, 4.6% more likely to always vote in local elections, 34.5% more likely to belong to a gym, 24.5% more likely to fly domestic past yr.



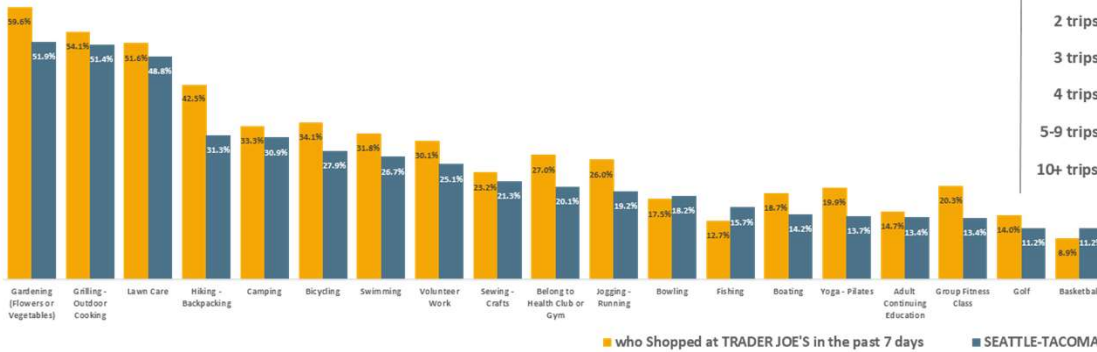
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



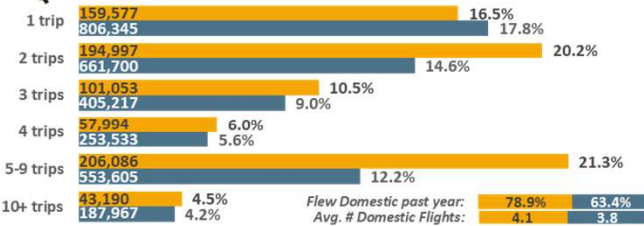
Political Activity: Adults 18 or older



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



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

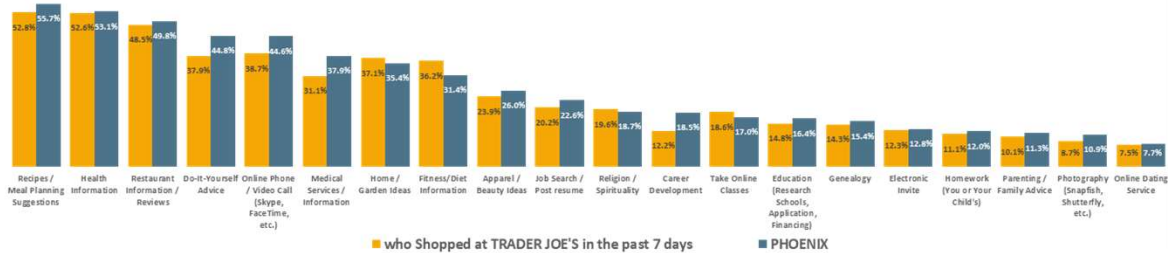




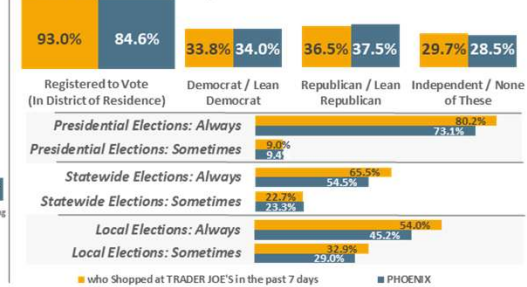
12.7% or 603,076 of PHOENIX DMA Adults 18 or older Shopped at TRADER JOE'S in the past 7 days. Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days are 15.4% less likely to look up D-I-Y advice online, 19.3% more likely to always vote in local elections, 60.8% more likely to belong to a gym, 29.% more likely to fly domestic past yr.



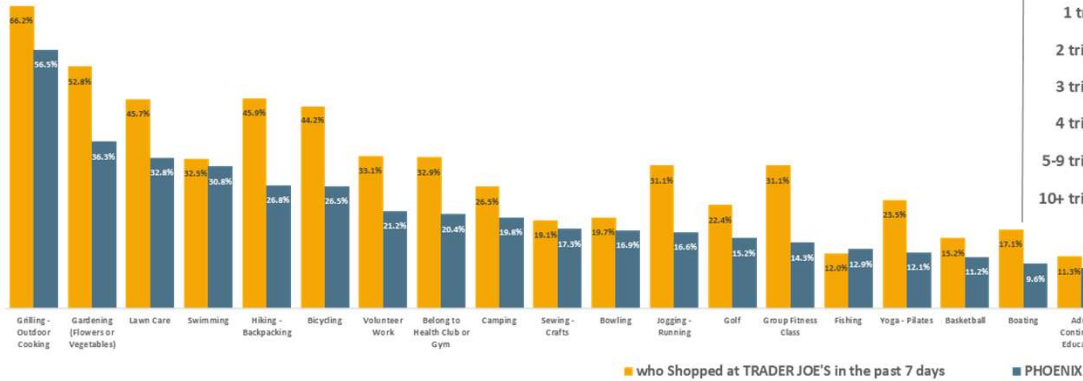
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



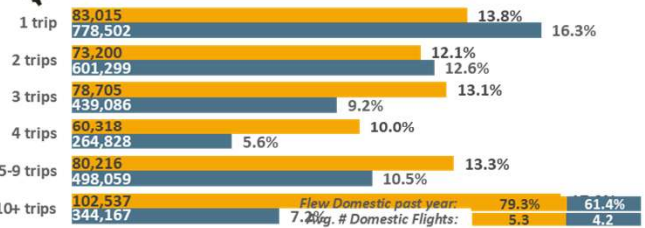
Political Activity: Adults 18 or older



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



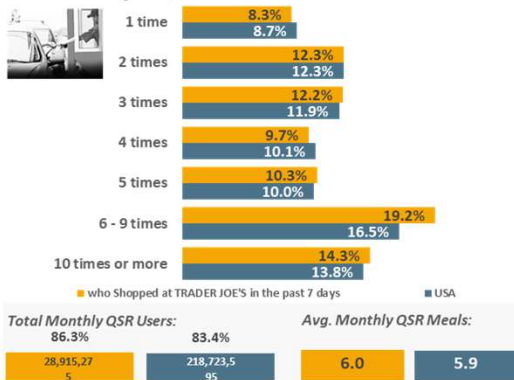
Past 12-months Domestic Airline Trips: Adults 18 or older



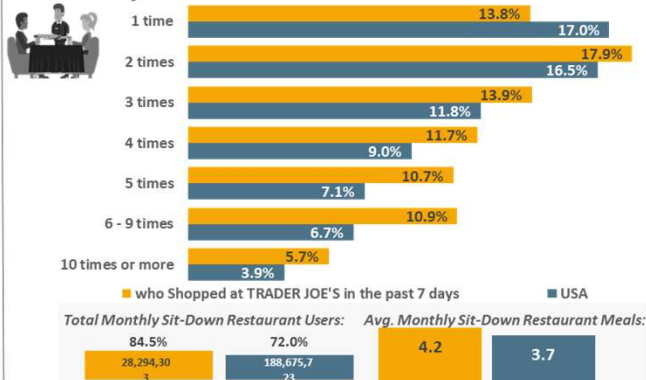


12.8% or 33,502,054 of USA Adults 18 or older Shopped at TRADER JOE'S in the past 7 days. Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days are 3.5% more likely to use QSRs past mo., 17.4% more likely to use Sit-Down Restaurants past mo., 10.% less likely to use Casinos past yr., 56.9%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

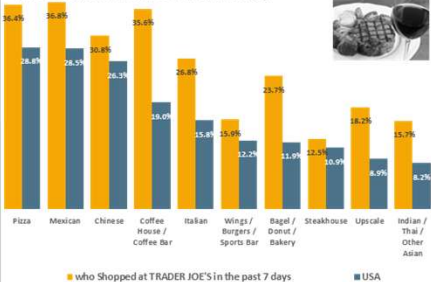
Past 30-days QSR Users: Adults 18 or older



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



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

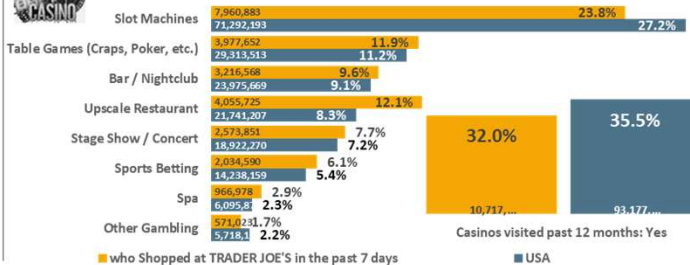


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who Shopped at TRADER JOE'S in the past 7 days: 8,268,956 (24.7%)
USA: 1,875,012 (19.5%)

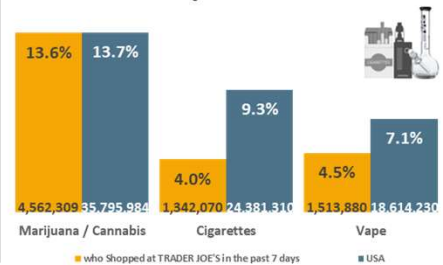
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



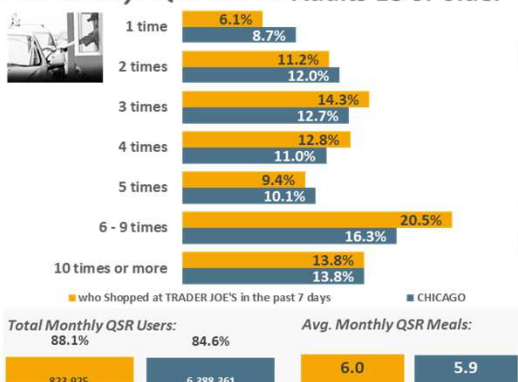
Used Past 30-days: Adults 18 or older



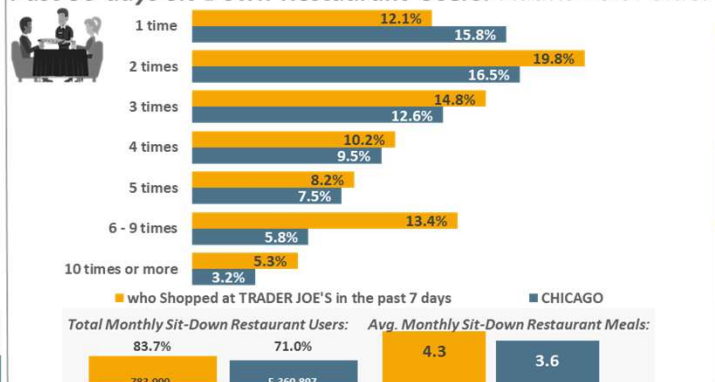


12.4% or 935,467 of CHICAGO DMA Adults 18 or older Shopped at TRADER JOE'S in the past 7 days. Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days are 4.1% more likely to use QSRs past mo., 17.9% more likely to use Sit-Down Restaurants past mo., 20.7% less likely to use Casinos past yr., 40.2% less likely to smoke cigarettes.

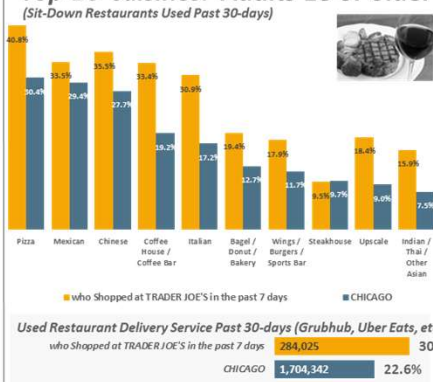
Past 30-days QSR Users: Adults 18 or older



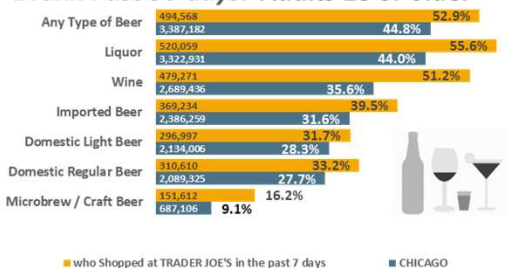
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



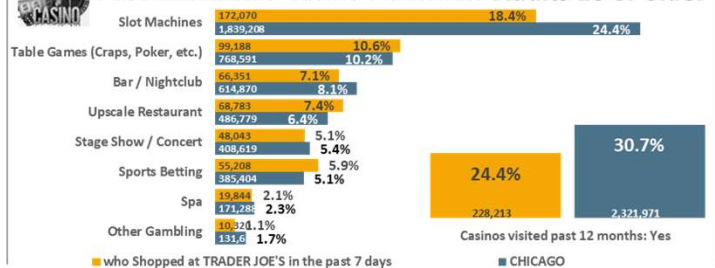
Top-10 Cuisines: Adults 18 or older



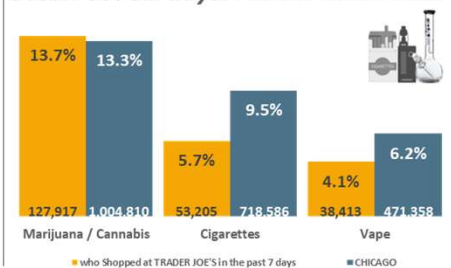
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



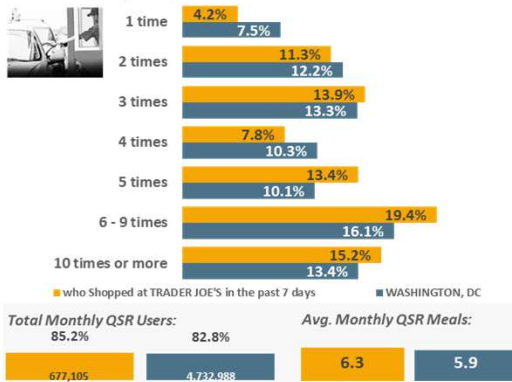
Used Past 30-days: Adults 18 or older



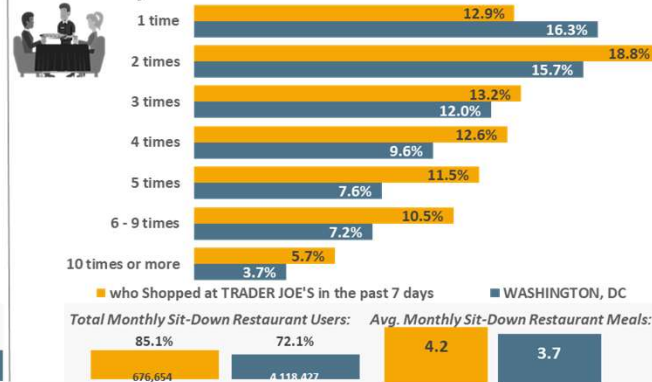


13.9% or 794,820 of WASHINGTON, DC DMA Adults 18 or older Shopped at TRADER JOE'S in the past 7 days. Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days are 2.9% more likely to use QSRs past mo., 18.1% more likely to use Sit-Down Restaurants past mo., 31.9% less likely to use Casinos past yr., 54.6% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



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



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

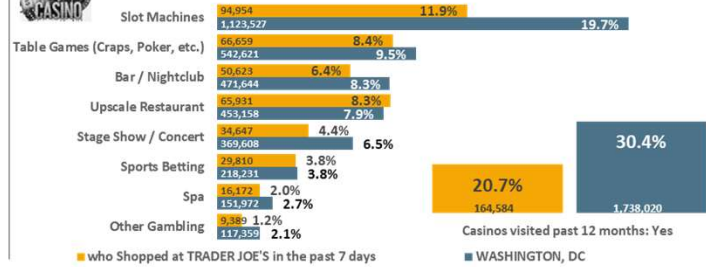


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
 who Shopped at TRADER JOE'S in the past 7 days: 248,800 (31.3%)
 WASHINGTON, DC: 1,397,483 (24.5%)

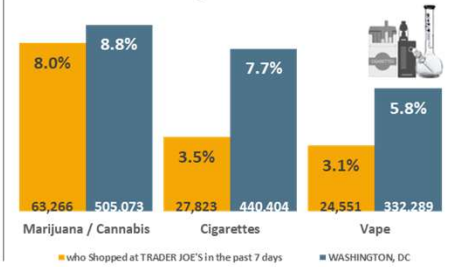
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



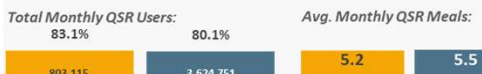
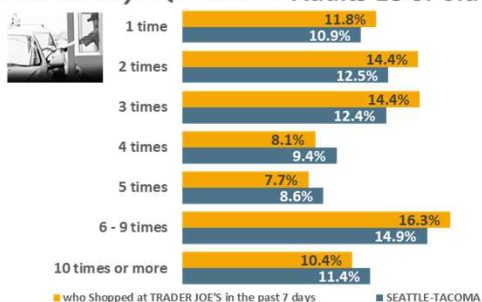
Used Past 30-days: Adults 18 or older



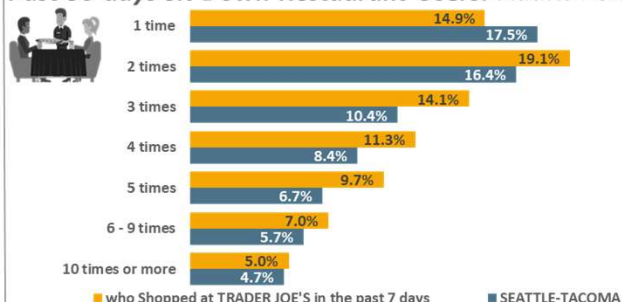


21.4% or 966,931 of SEATTLE-TACOMA DMA Adults 18 or older Shopped at TRADER JOE'S in the past 7 days. Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days are 3.7% more likely to use QSRs past mo., 15.9% more likely to use Sit-Down Restaurants past mo., 12.7% less likely to use Casinos past yr., 51.5% less likely to smoke cigarettes.

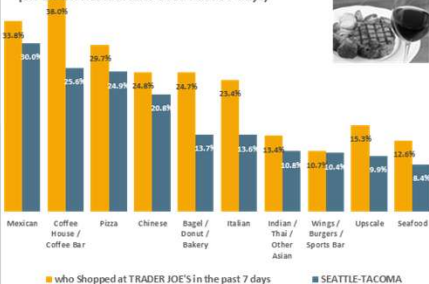
Past 30-days QSR Users: Adults 18 or older



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



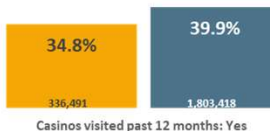
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



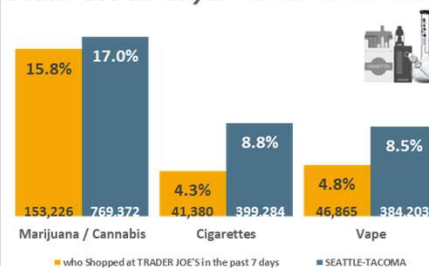
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



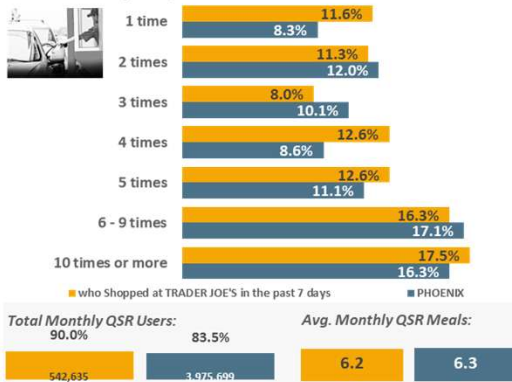
Used Past 30-days: Adults 18 or older





12.7% or 603,076 of PHOENIX DMA Adults 18 or older Shopped at TRADER JOE'S in the past 7 days. Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days are 7.8% more likely to use QSRs past mo., 23.8% more likely to use Sit-Down Restaurants past mo., 10.7% more likely to use Casinos past yr., 69.4% less likely to smoke cigarettes.

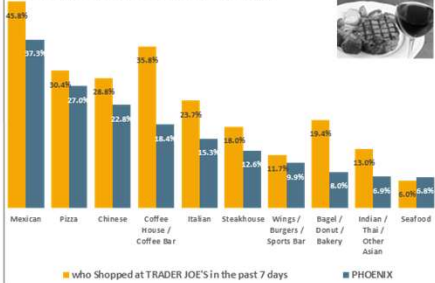
Past 30-days QSR Users: Adults 18 or older



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

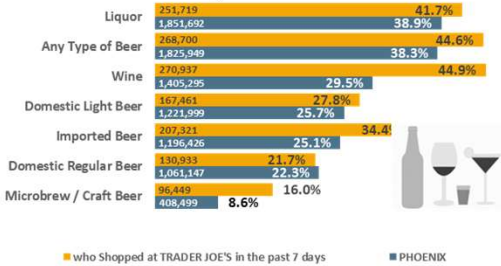


Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)

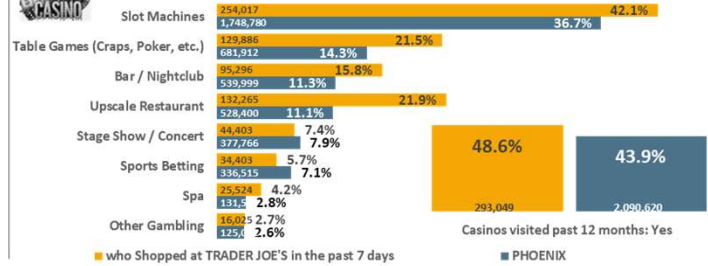


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who Shopped at TRADER JOE'S in the past 7 days: 119,406 (19.8%)
PHOENIX: 785,235 (16.5%)

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



Used Past 30-days: Adults 18 or older





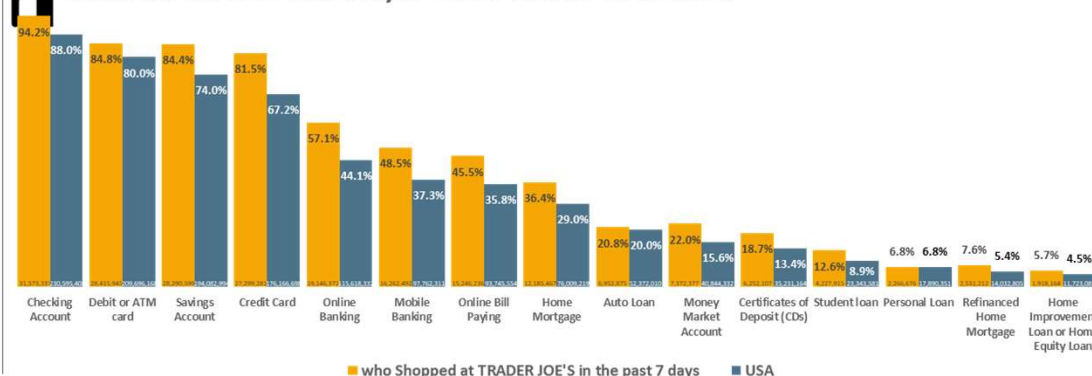
12.8% or 33,502,054 of USA Adults 18 or older Shopped at TRADER JOE'S in the past 7 days. Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days are 37.9% more likely to have a 401K, 3.9% more likely to have an Auto Loan, 73.2% more likely to Invest/Trade Stocks Online, 8.6% less likely to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



Investments Owned: Adults 18 or older



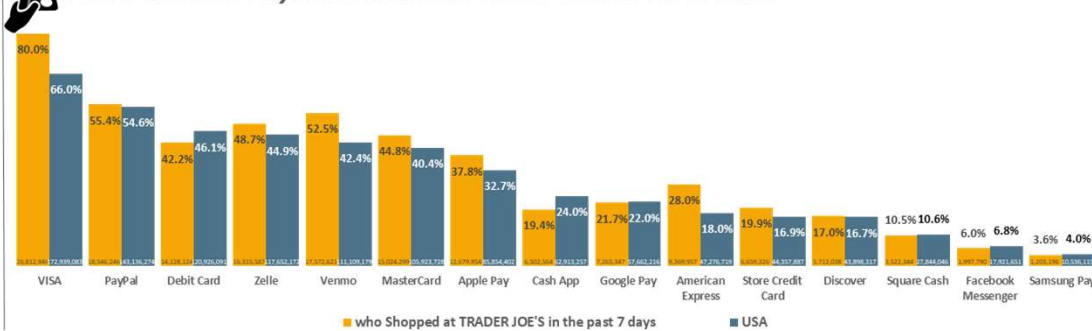
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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



(*Past 12 Months)

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

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



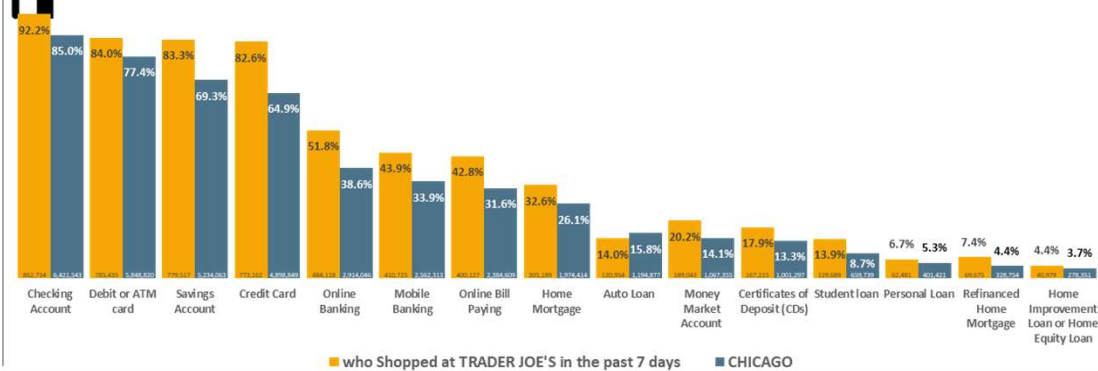
12.4% or 935,467 of CHICAGO DMA Adults 18 or older Shopped at TRADER JOE'S in the past 7 days. Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days are 32.6% more likely to have a 401K, 11.5% less likely to have an Auto Loan, 71.8% more likely to Invest/Trade Stocks Online, 2.1% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



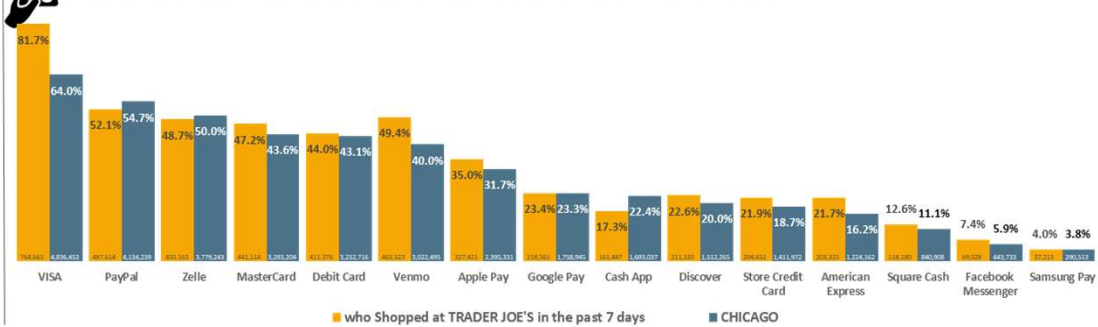
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

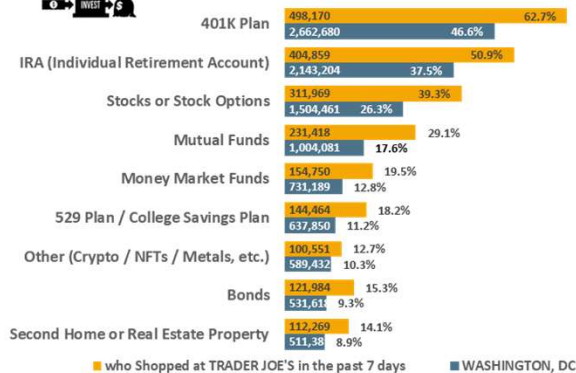




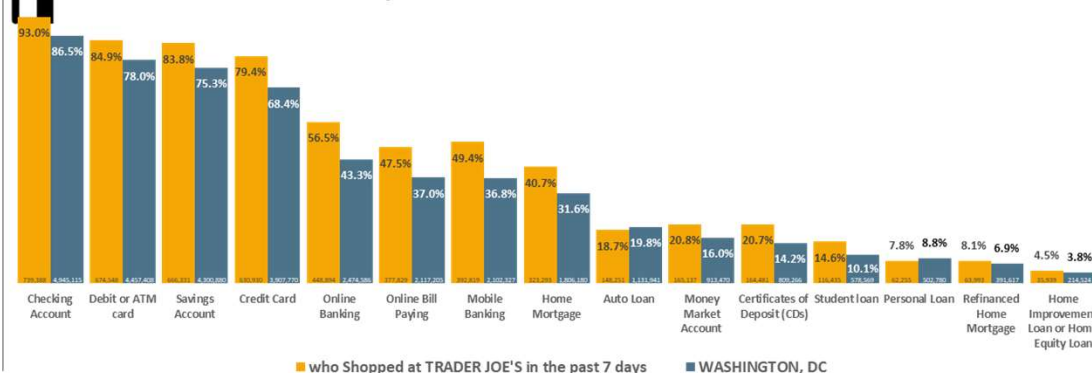
13.9% or 794,820 of WASHINGTON, DC DMA Adults 18 or older Shopped at TRADER JOE'S in the past 7 days. Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days are 34.5% more likely to have a 401K, 5.8% less likely to have an Auto Loan, 54.7% more likely to Invest/Trade Stocks Online, 4.7% less likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



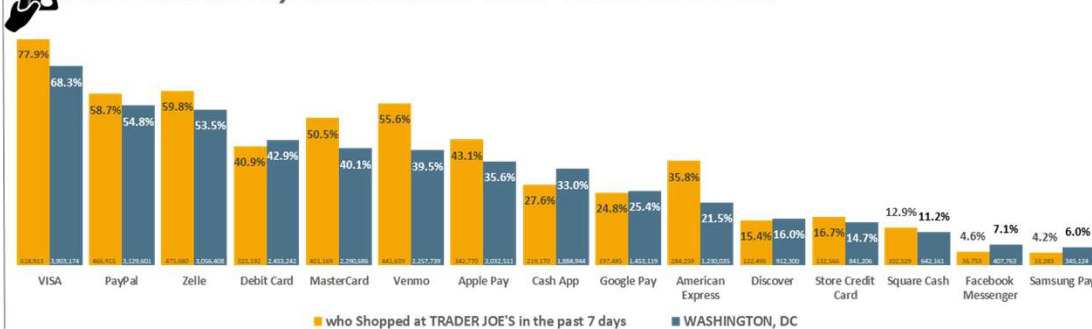
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

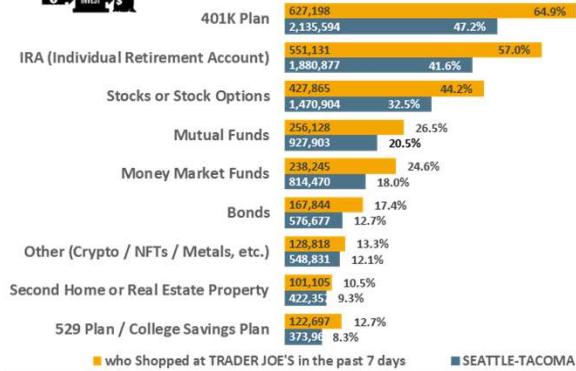




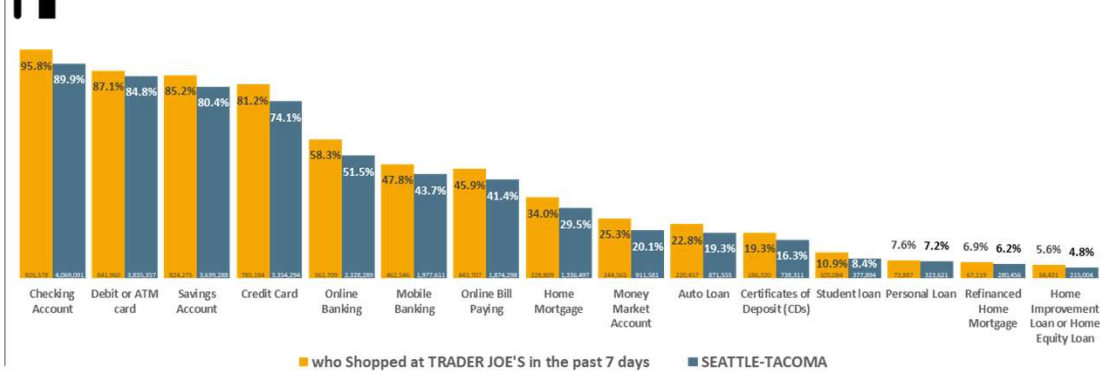
21.4% or 966,931 of SEATTLE-TACOMA DMA Adults 18 or older Shopped at TRADER JOE'S in the past 7 days. Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days are 37.4% more likely to have a 401K, 18.4% more likely to have an Auto Loan, 45.7% more likely to Invest/Trade Stocks Online, 7.% less likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



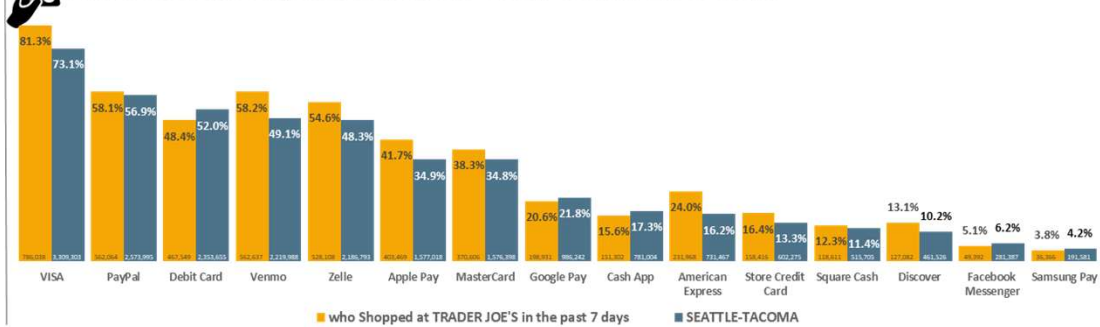
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

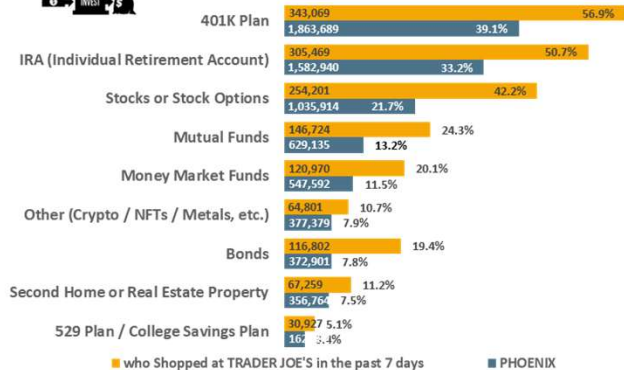




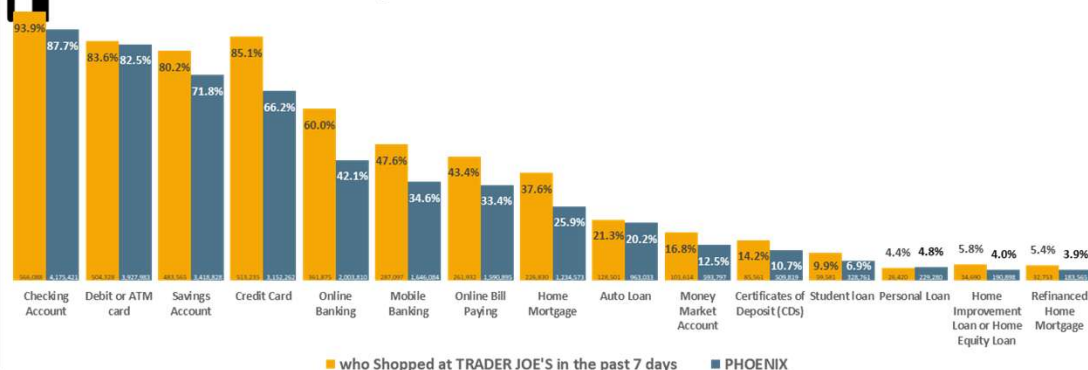
12.7% or 603,076 of PHOENIX DMA Adults 18 or older Shopped at TRADER JOE'S in the past 7 days. Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days are 45.4% more likely to have a 401K, 5.4% more likely to have an Auto Loan, 113.9% more likely to Invest/Trade Stocks Online, 23.8% less likely to pay with their Debit Card.



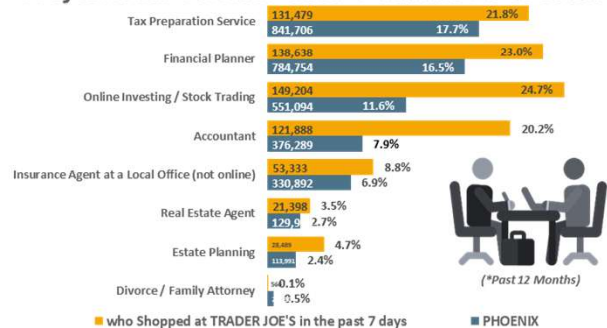
Investments Owned: Adults 18 or older



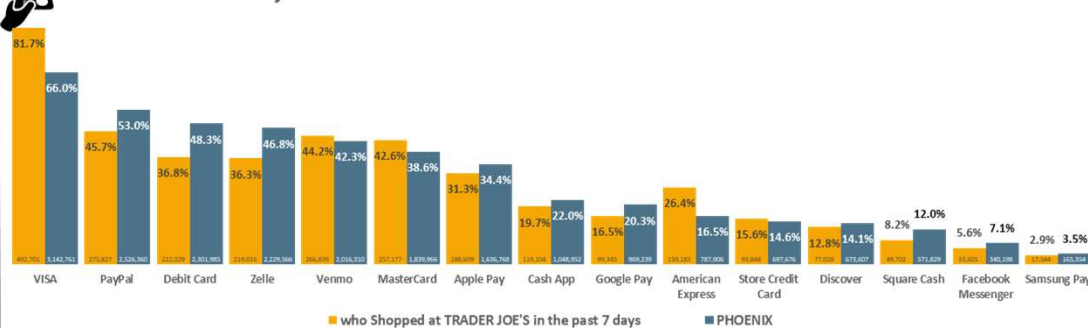
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older

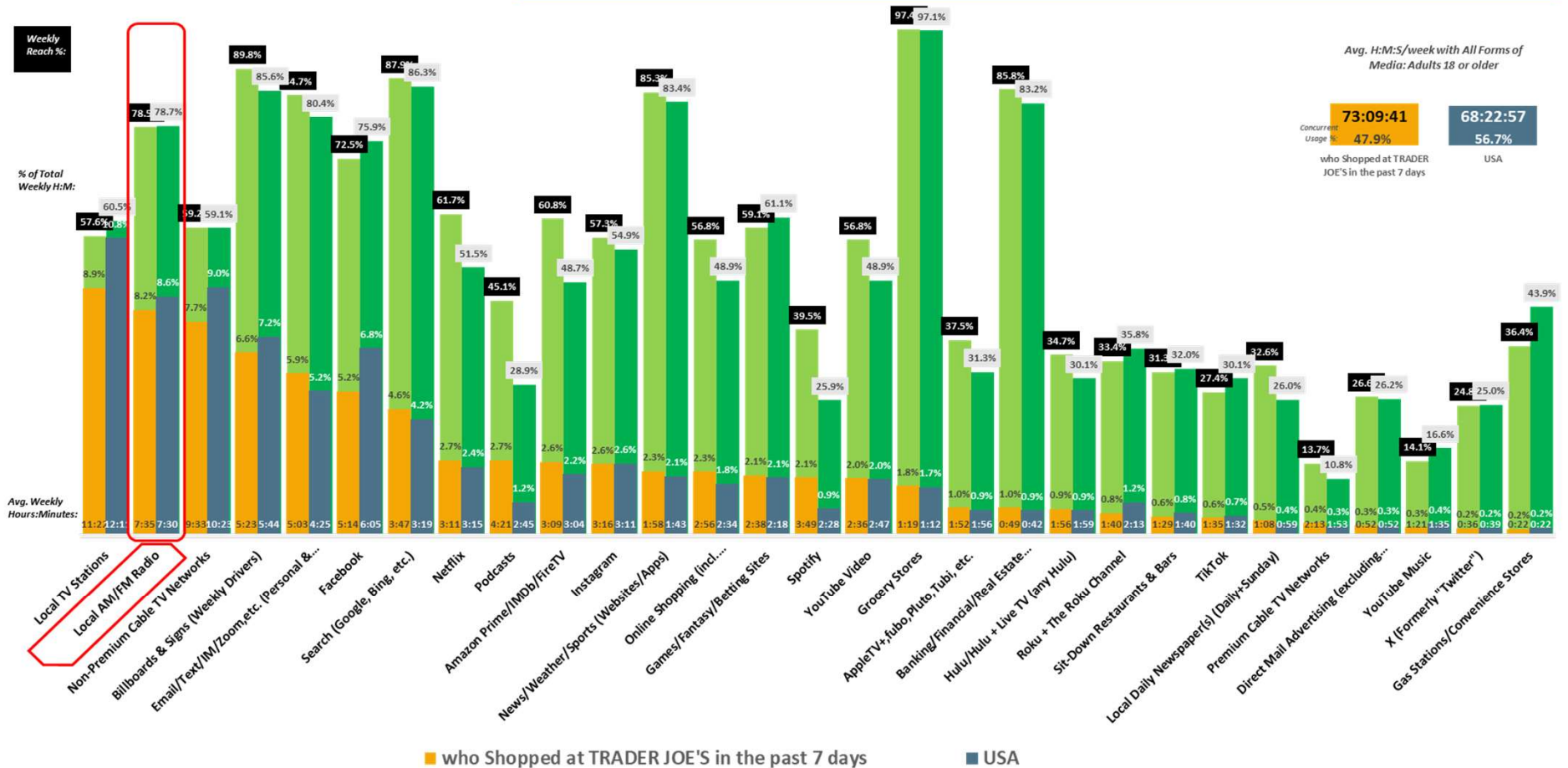


Past 3-Months Payment Methods Used: Adults 18 or older



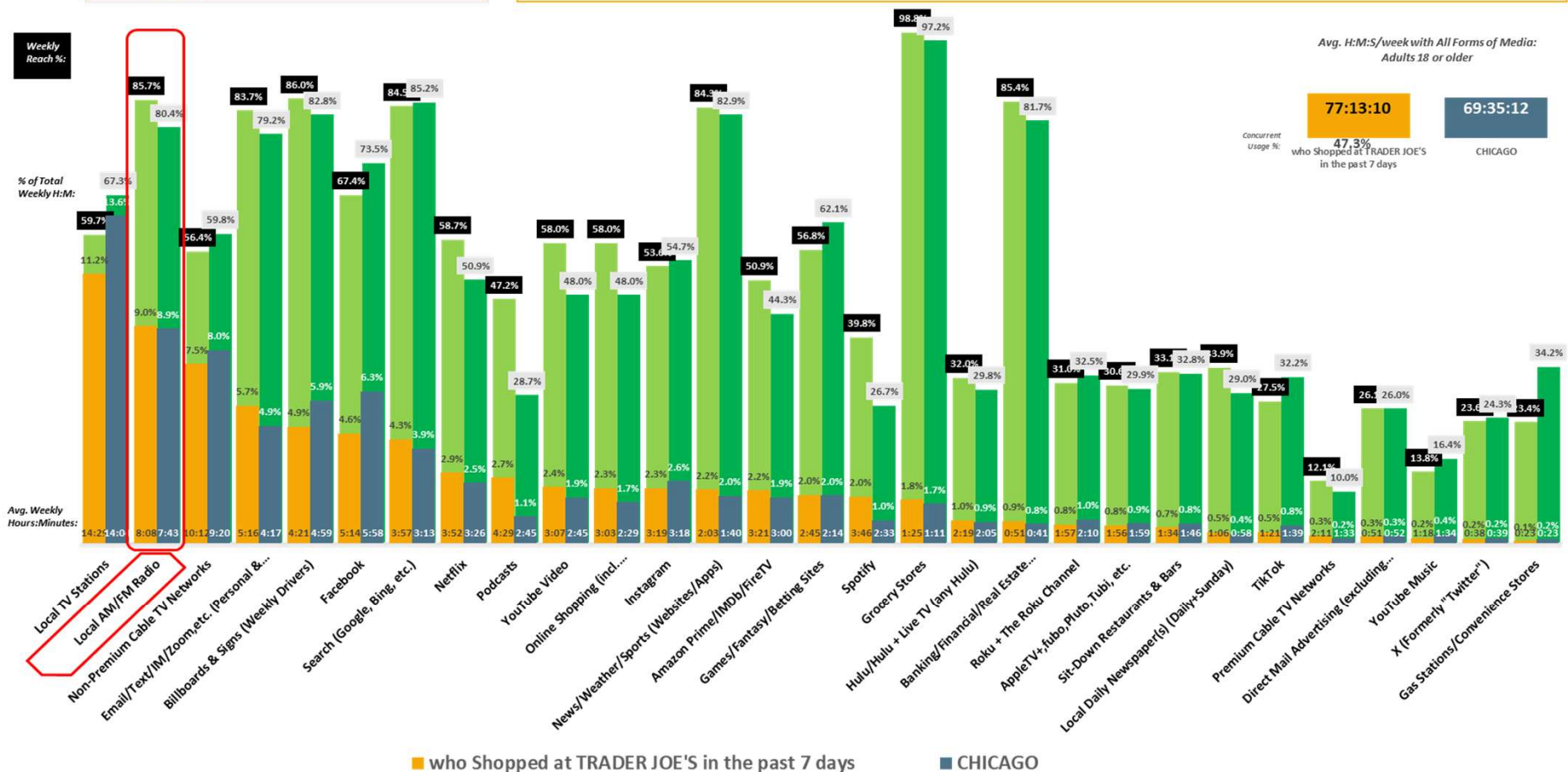


Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days spend an average of 3 days, 1 hours, 9 minutes and 41 seconds each week with All Forms of Media.
 78.5% of Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days spend an avg. of 7 hours and 35 minutes each week listening to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





Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days spend an average of 3 days, 5 hours, 13 minutes and 10 seconds each week with All Forms of Media.
 85.7% of Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days spend an avg. of 8 hours and 8 minutes each week listening to All Local AM/FM Radio, representing 9.0% of total time spent with all forms of Media.

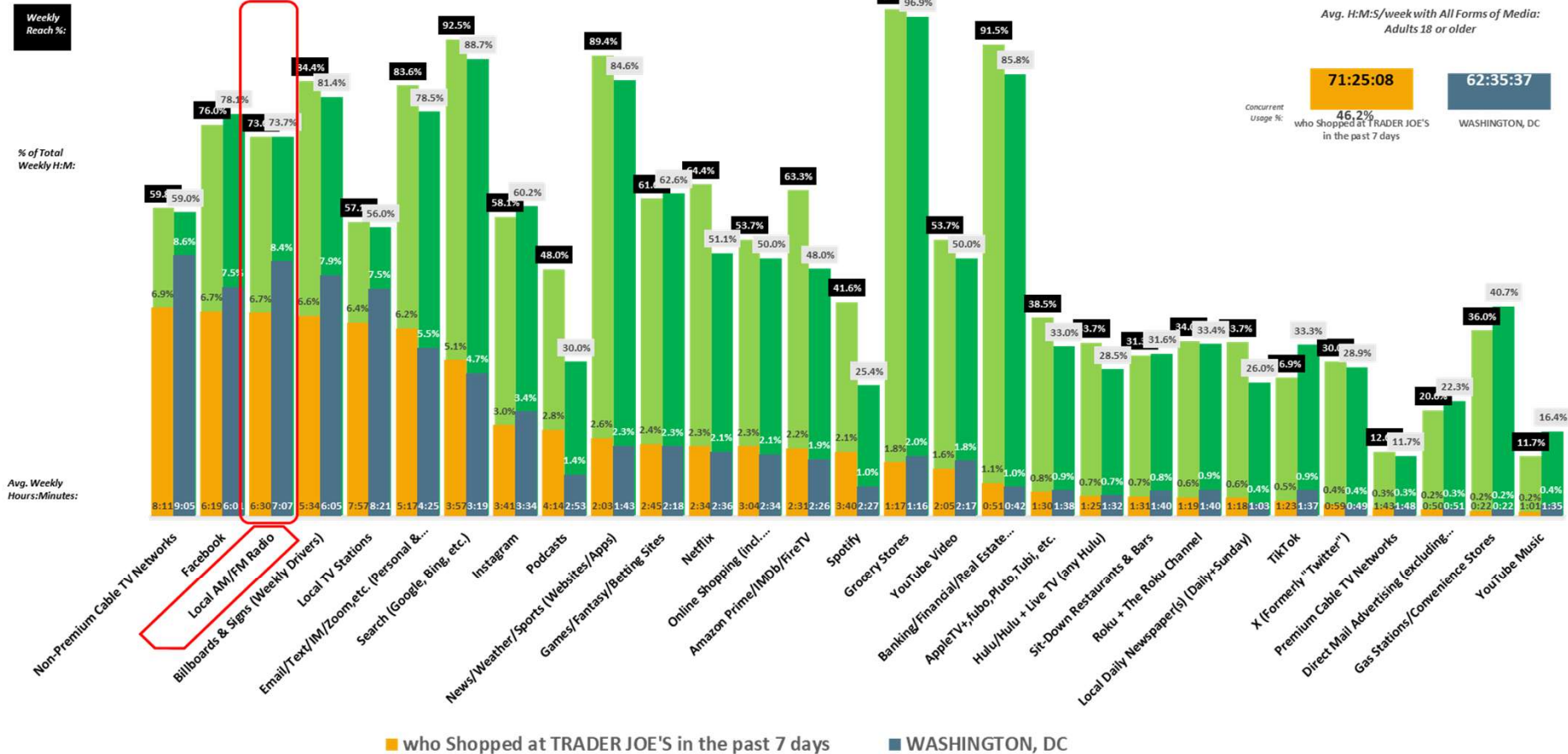




WDC

Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days spend an average of 2 days, 23 hours, 25 minutes and 8 seconds each week with All Forms of Media.

73.6% of Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days spend an avg. of 6 hours and 30 minutes each week listening to All Local AM/FM Radio, representing 6.7% of total time spent with all forms of Media.

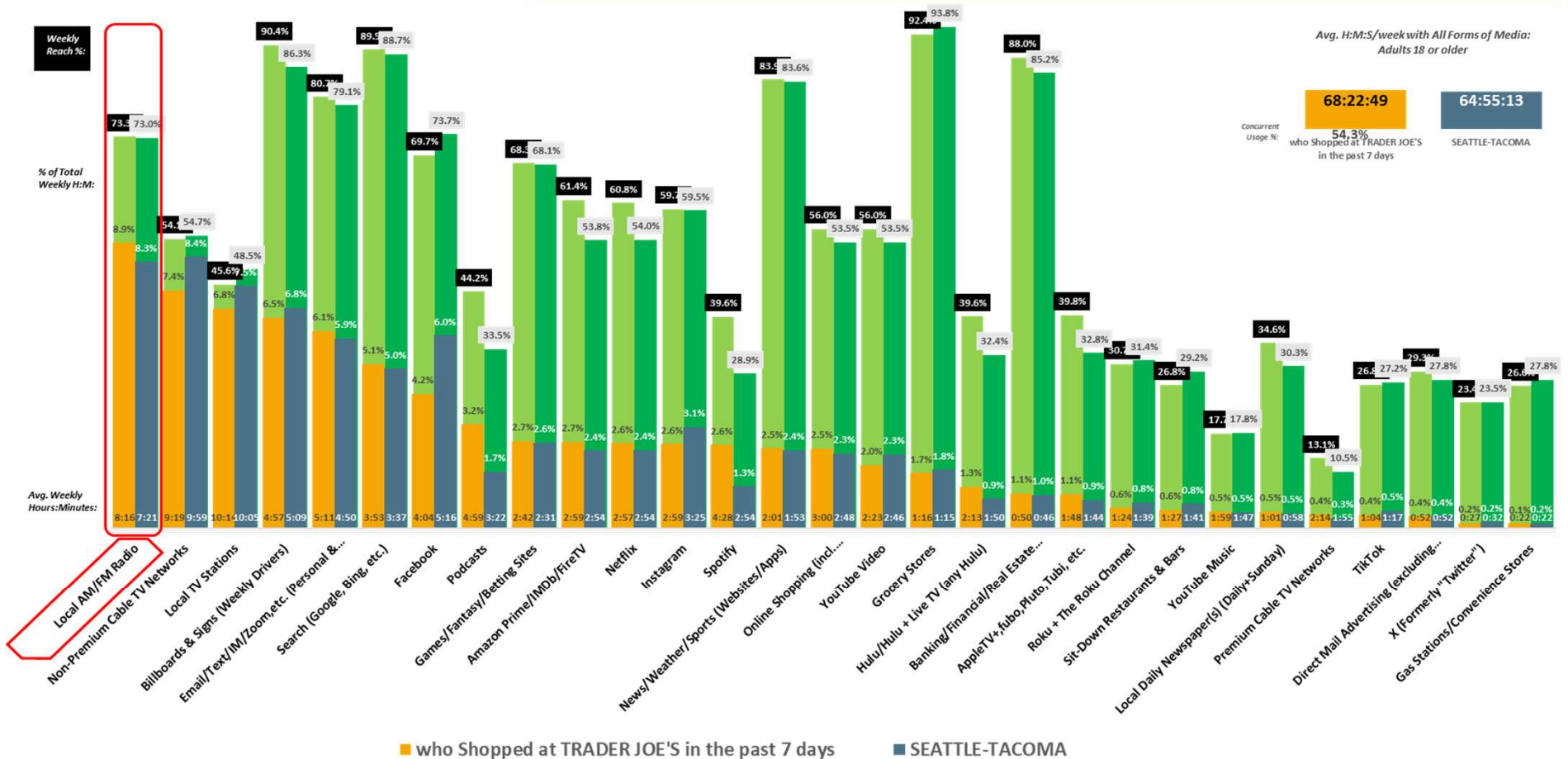




SEA

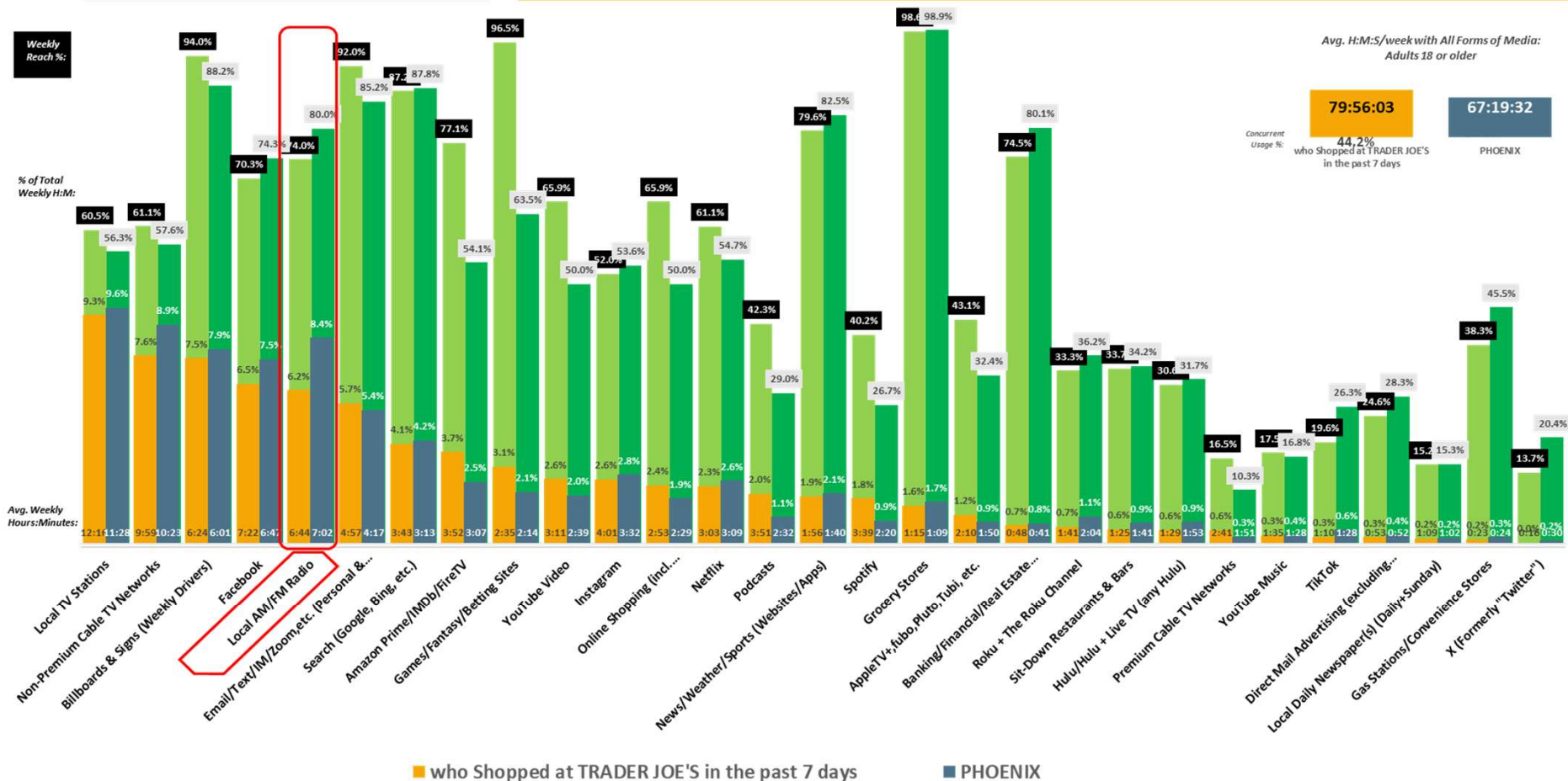
Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days spend an average of 2 days, 20 hours, 22 minutes and 49 seconds each week with All Forms of Media.

73.3% of Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days spend an avg. of 8 hours and 16 minutes each week listening to All Local AM/FM Radio, representing 8.9% of total time spent with all forms of Media.



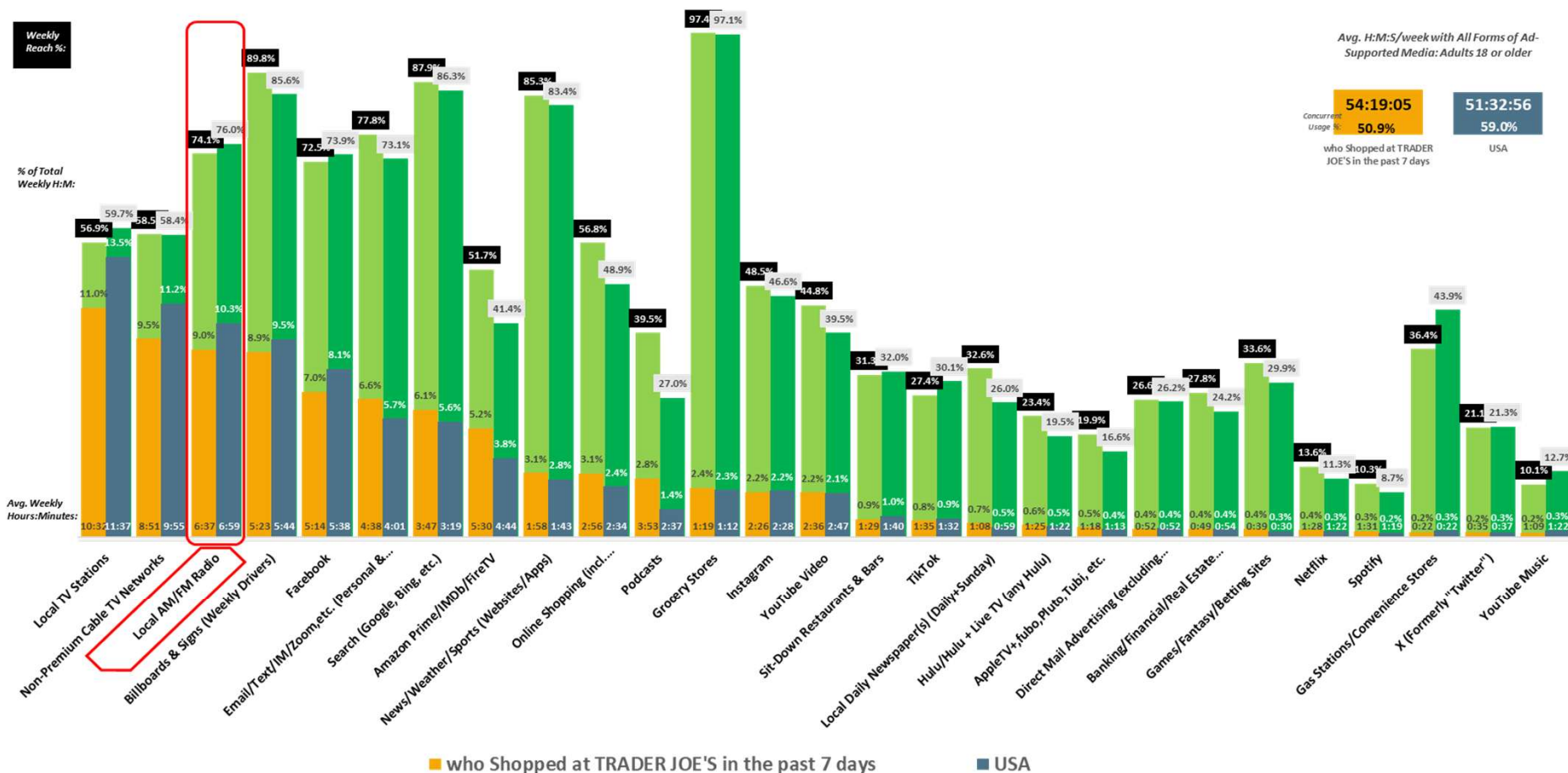


Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days spend an average of 3 days, 7 hours, 56 minutes and 3 seconds each week with All Forms of Media.
 74.% of Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days spend an avg. of 6 hours and 44 minutes each week listening to All Local AM/FM Radio, representing 6.2% of total time spent with all forms of Media.





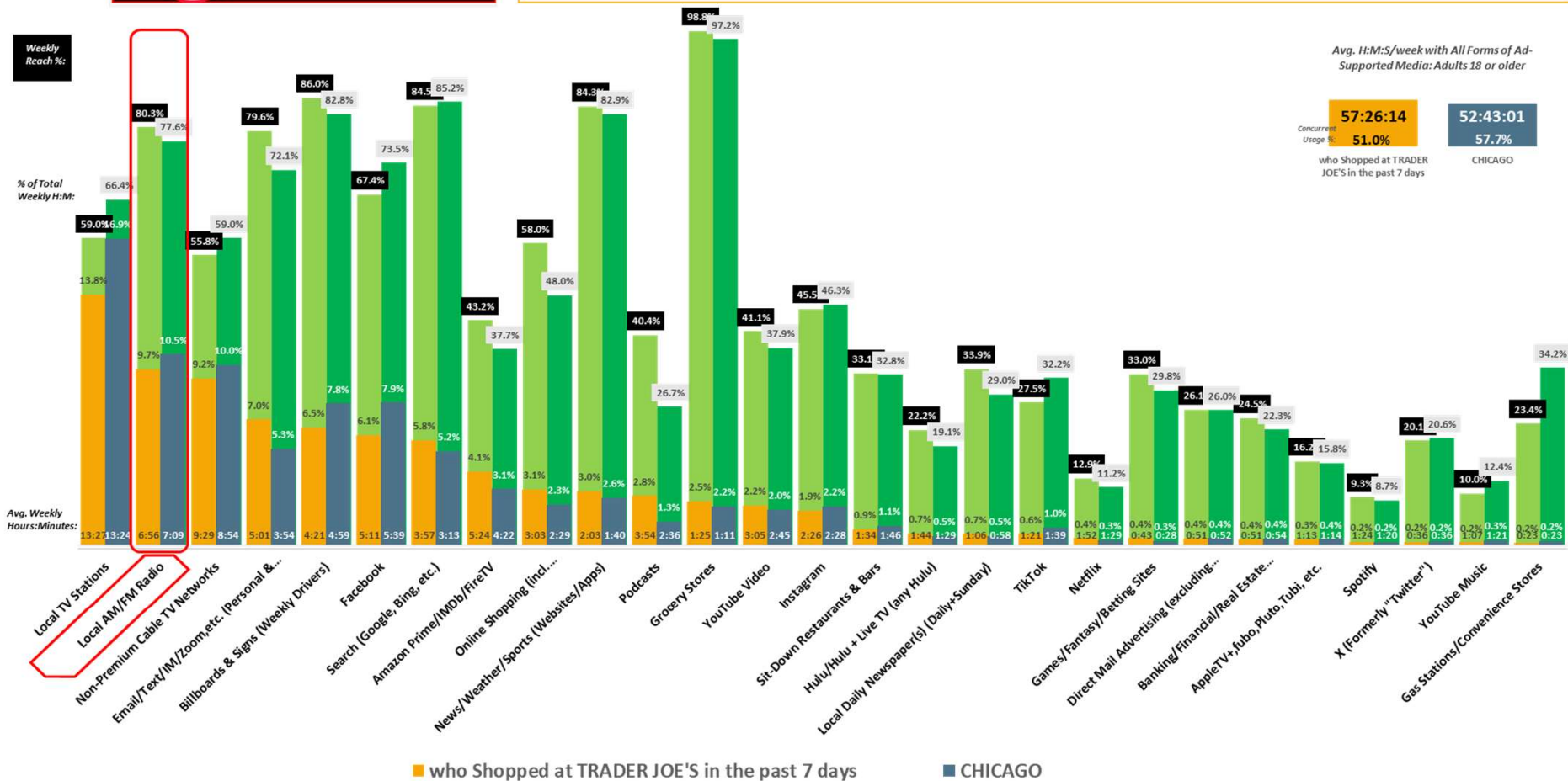
Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days spend an average of 2 days, 6 hours, 19 minutes and 5 seconds each week with All Forms of Ad-Supported Media.
 74.1% of Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days spend an avg. of 6 hours and 37 minutes each week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





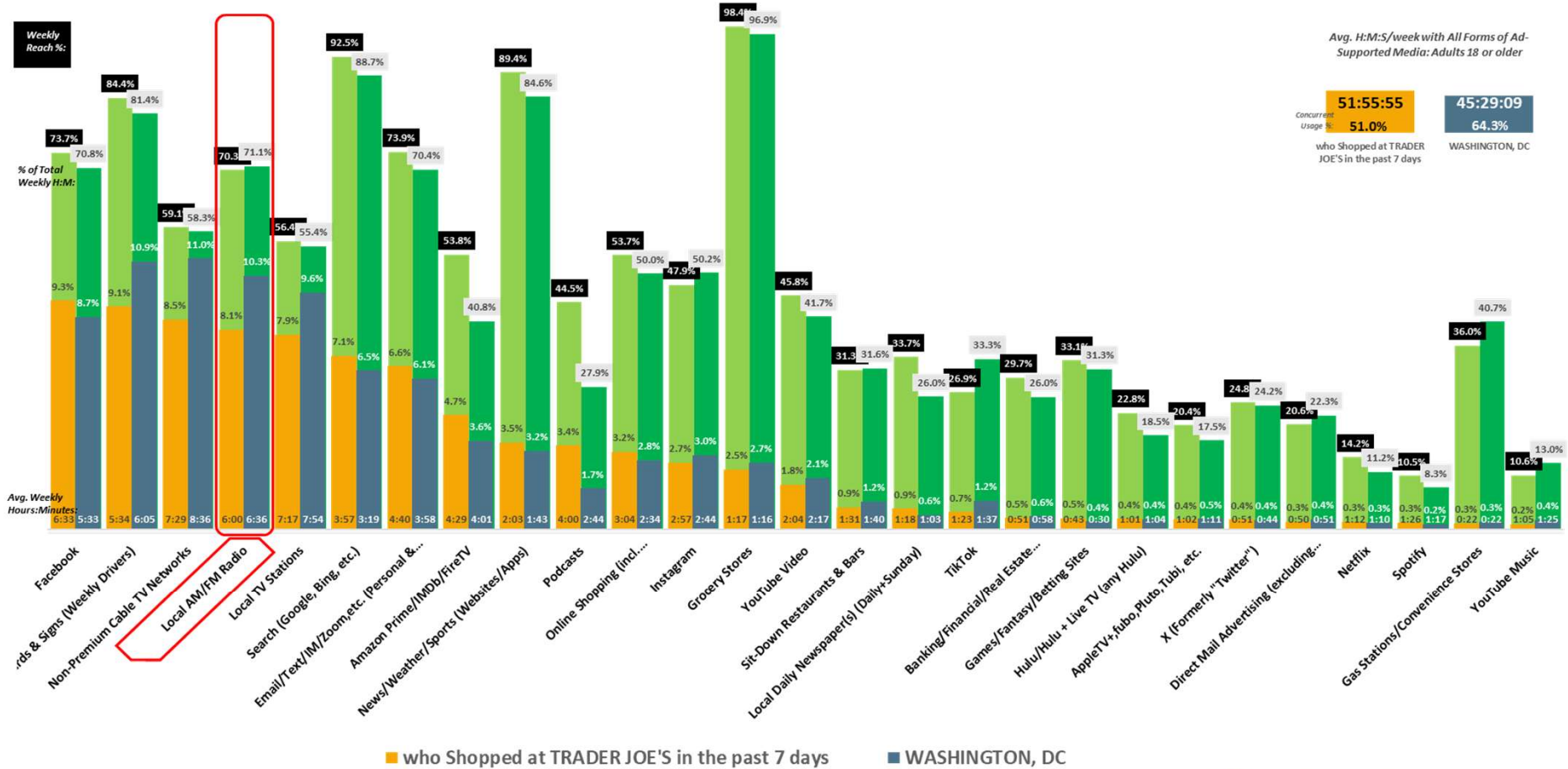
Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days spend an average of 2 days, 9 hours, 26 minutes and 14 seconds each week with All Forms of Ad-Supported Media.

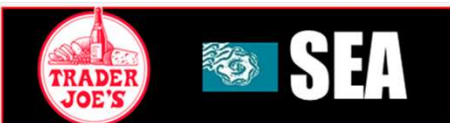
80.3% of Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days spend an avg. of 6 hours and 56 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.7% of total time spent with all forms of Ad-Supported Media.



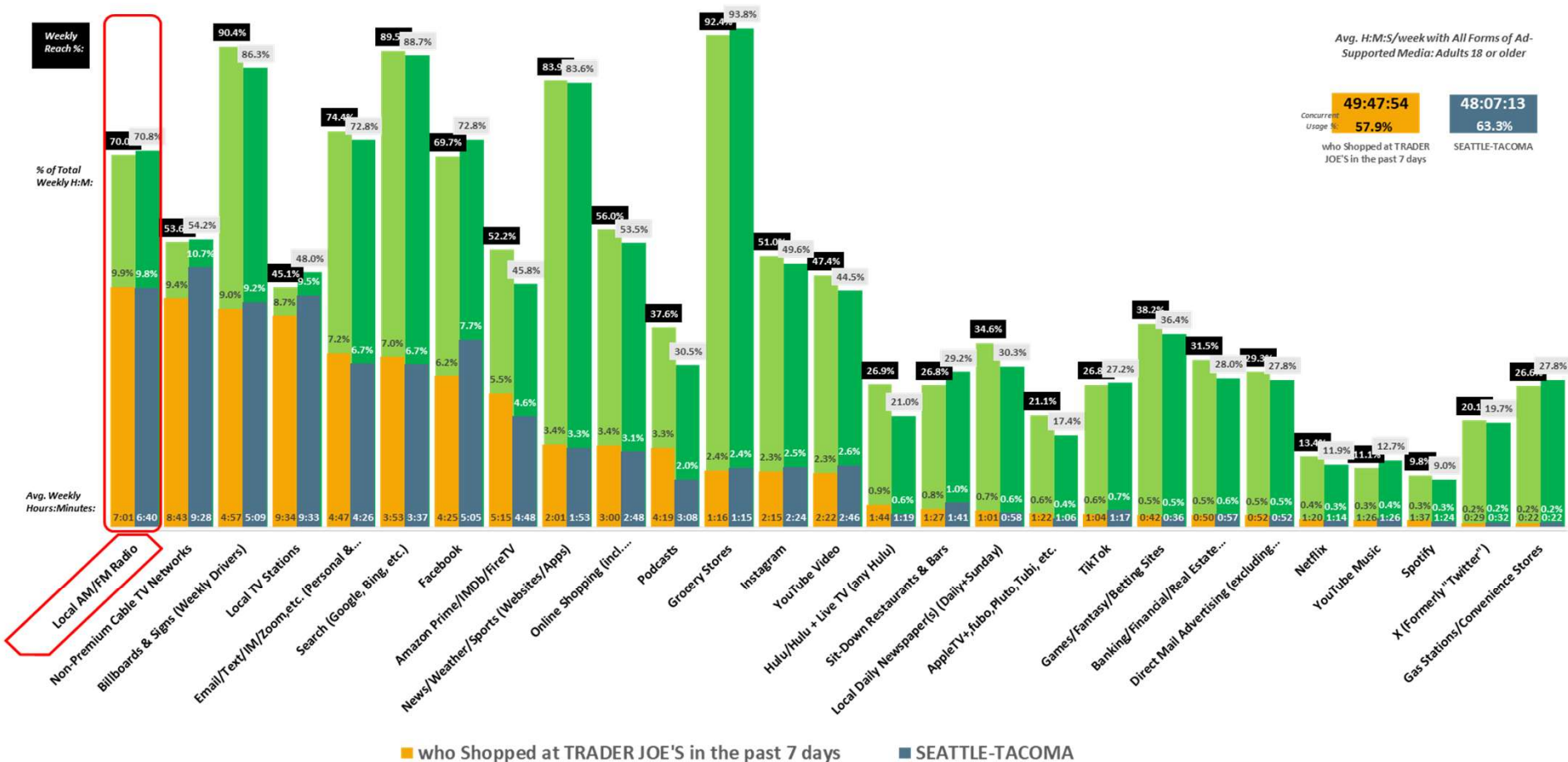


Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days spend an average of 2 days, 3 hours, 55 minutes and 55 seconds each week with All Forms of Ad-Supported Media.
 70.3% of Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days spend an avg. of 6 hours and 0 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 8.1% of total time spent with all forms of Ad-Supported Media.





Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days spend an average of 2 days, 1 hours, 47 minutes and 54 seconds each week with All Forms of Ad-Supported Media.
 70.% of Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days spend an avg. of 7 hours and 1 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.9% of total time spent with all forms of Ad-Supported Media.



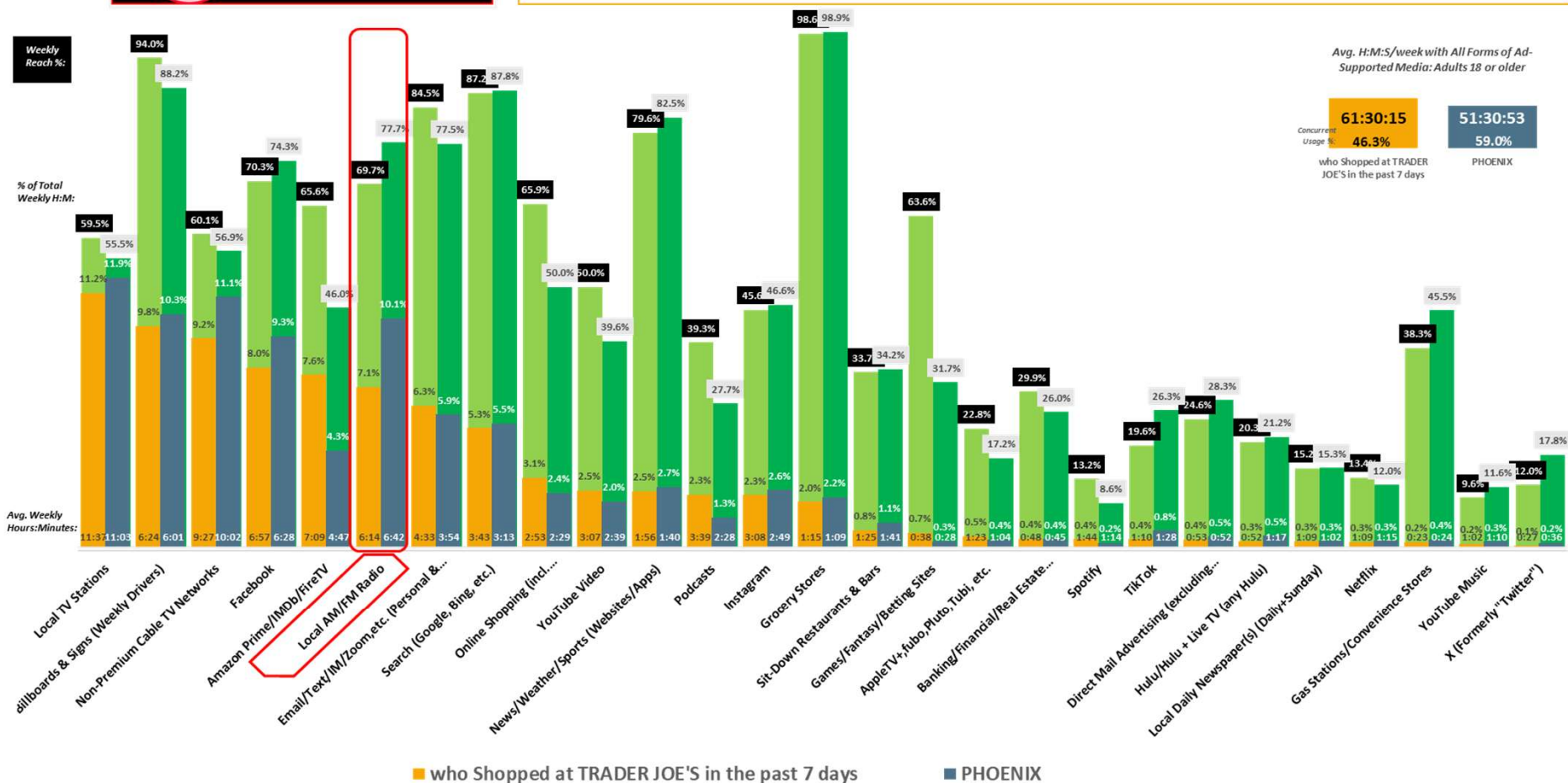
Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older

49:47:54
Concurrent Usage % **57.9%**
who Shopped at TRADER JOE'S in the past 7 days

48:07:13
63.3%
SEATTLE-TACOMA



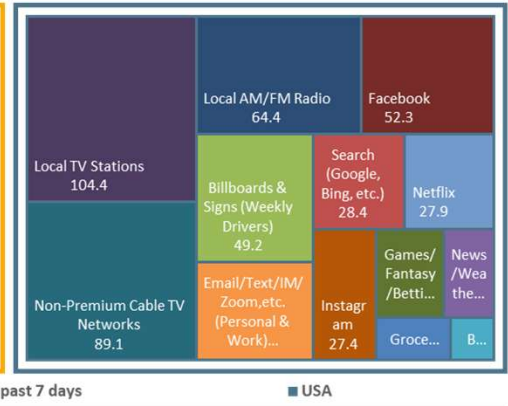
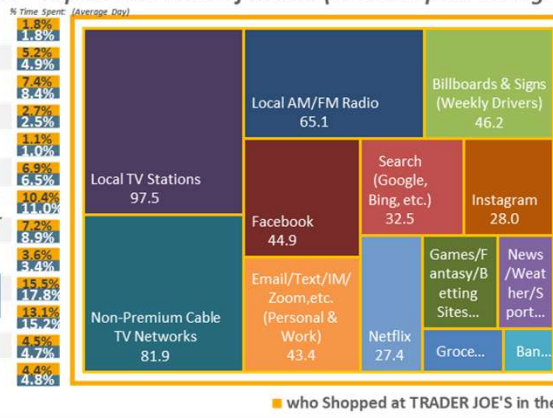
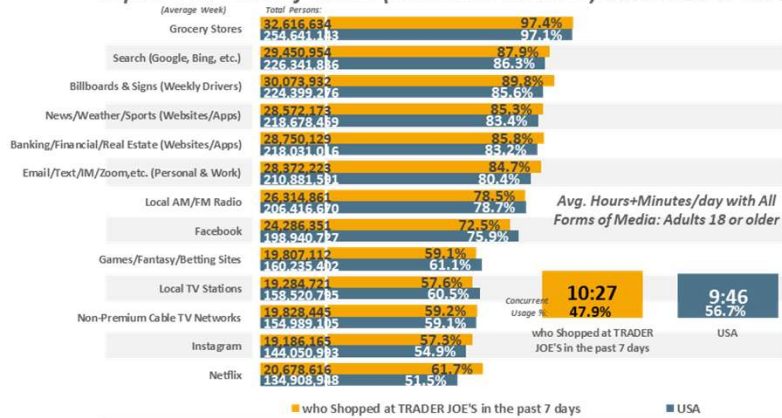
Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days spend an average of 2 days, 13 hours, 30 minutes and 15 seconds each week with All Forms of Ad-Supported Media.
 69.7% of Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days spend an avg. of 6 hours and 14 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 7.1% of total time spent with all forms of Ad-Supported Media.



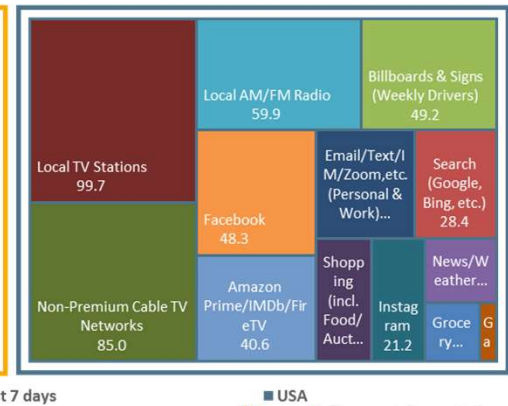
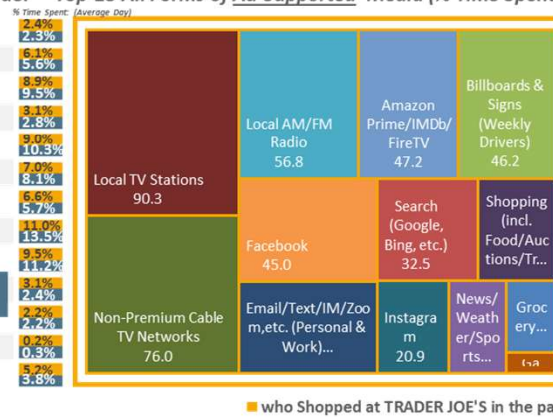
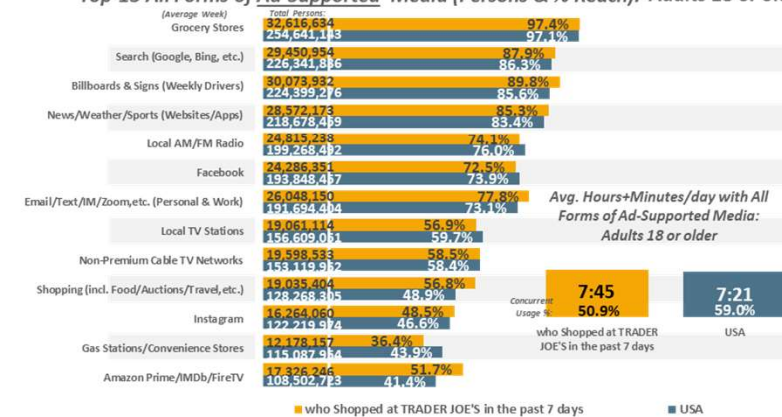


Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days spend an average of 7 hours and 45 minutes each day with All Forms of Ad-Supported Media. 74.1% listen to Local AM/FM Radio for an avg. of 56.8 minutes/day. (Local Radio delivers 9.0% of Time with Ad-Supported Media.)

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



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



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

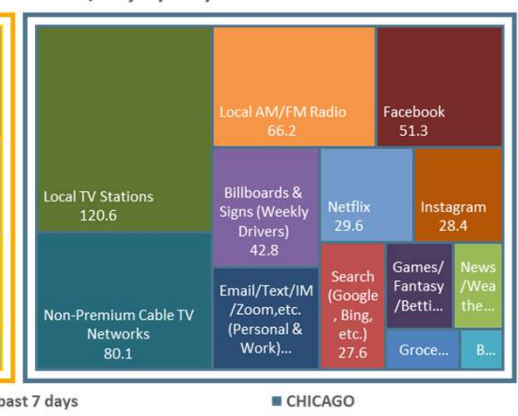
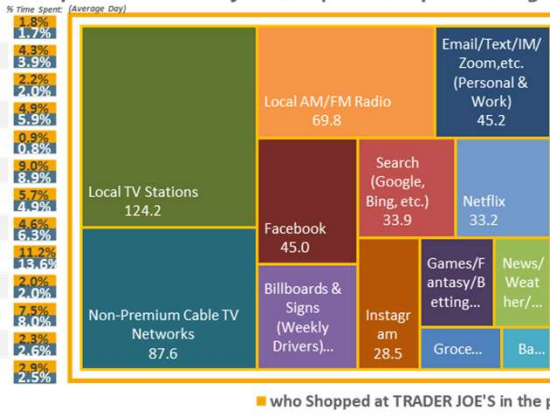
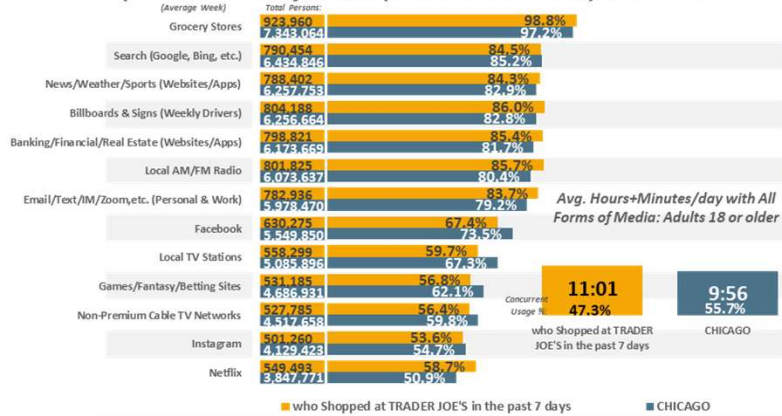
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Grocery stores shopped past 7 days (HHLD): Trader Joe's

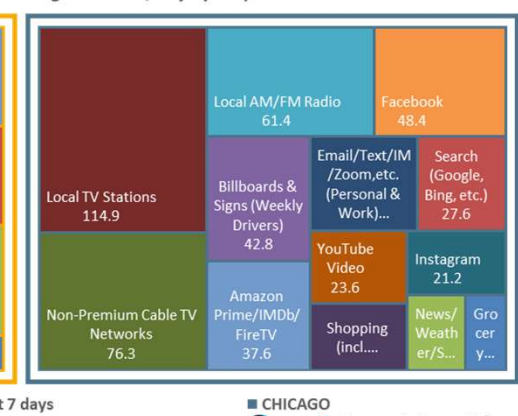
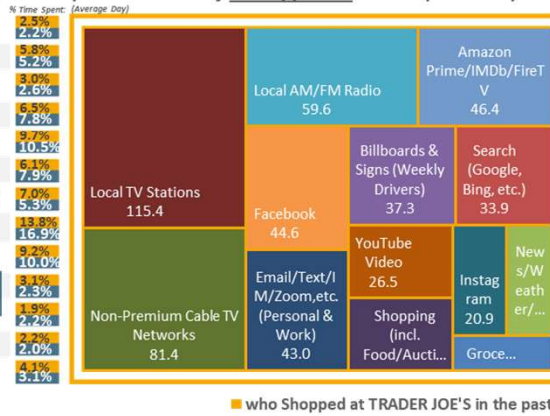
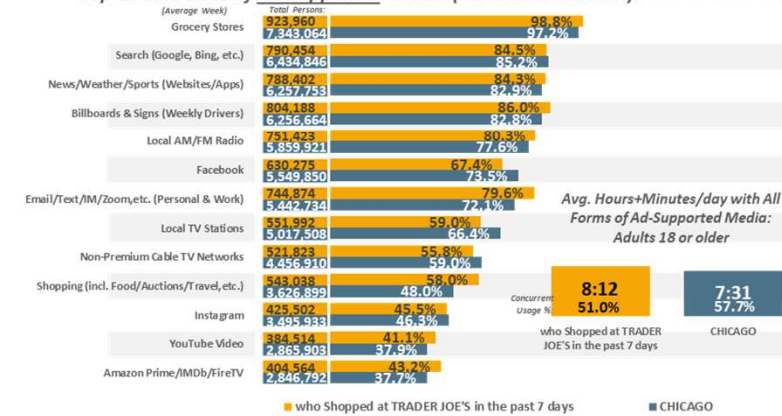


Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days spend an average of 8 hours and 12 minutes each day with All Forms of Ad-Supported Media. 80.3% listen to Local AM/FM Radio for an avg. of 59.6 minutes/day. *(Local Radio delivers 9.7% of Time with Ad-Supported Media.)*

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



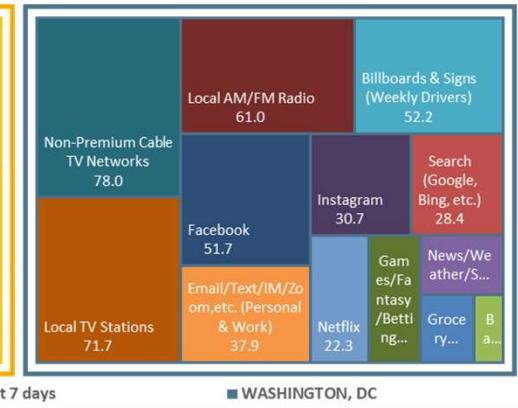
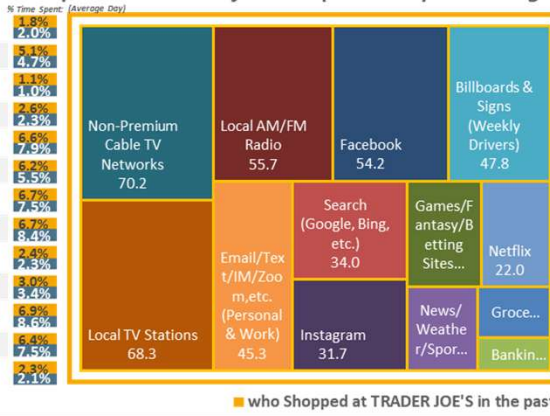
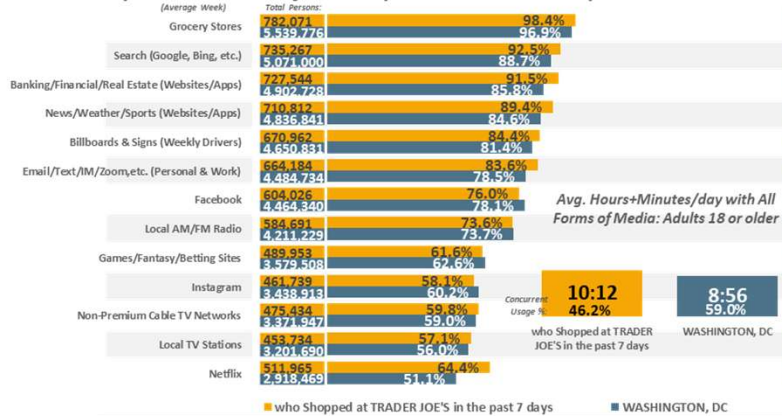
Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older **Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



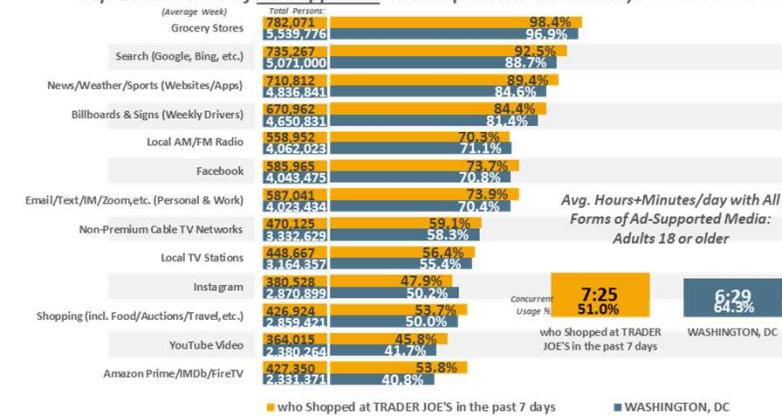


Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days spend an average of 7 hours and 25 minutes each day with All Forms of Ad-Supported Media. 70.3% listen to Local AM/FM Radio for an avg. of 51.5 minutes/day. (Local Radio delivers 8.1% of Time with Ad-Supported Media.)

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



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



WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Mar25 Qual Intab 910
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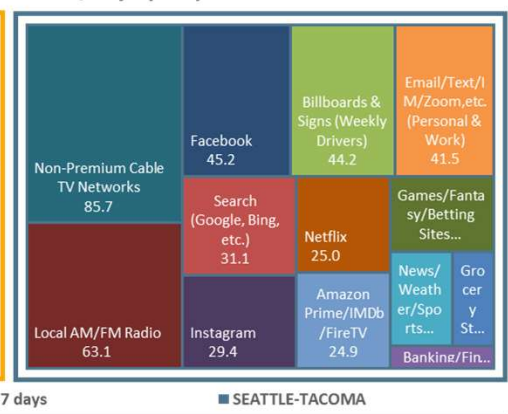
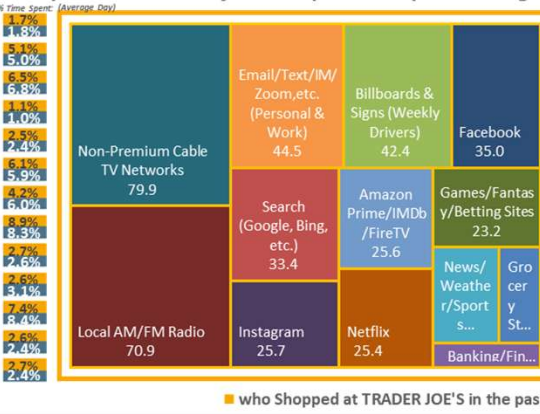
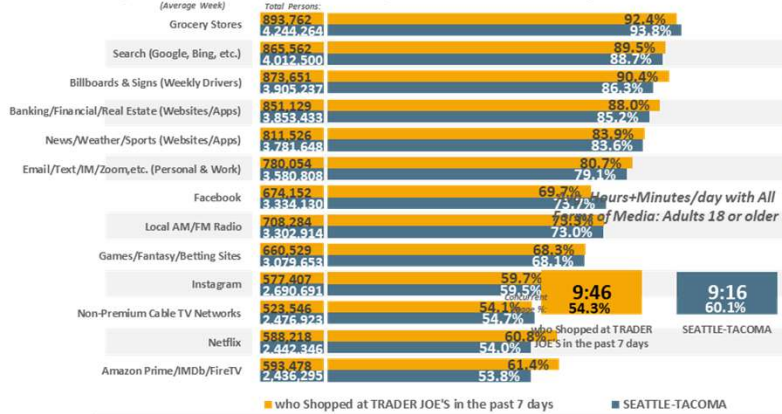
Grocery stores shopped past 7 days (HHLD): Trader Joe's



Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days spend an average of 7 hours and 6 minutes each day with All Forms of Ad-Supported Media. 70.% listen to Local AM/FM Radio for an avg. of 60.1 minutes/day. (Local Radio delivers 9.9% of Time with Ad-Supported Media.)

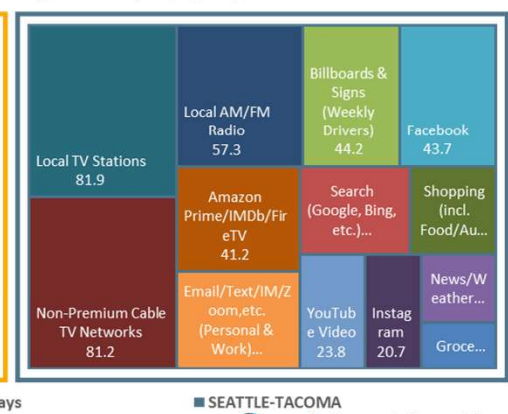
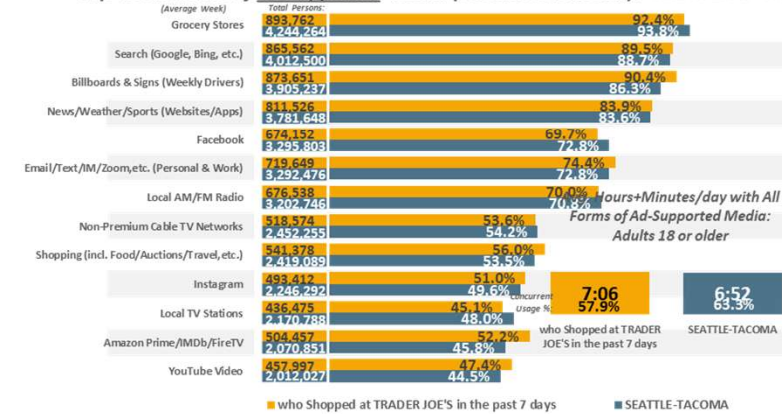
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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



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

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



SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 878
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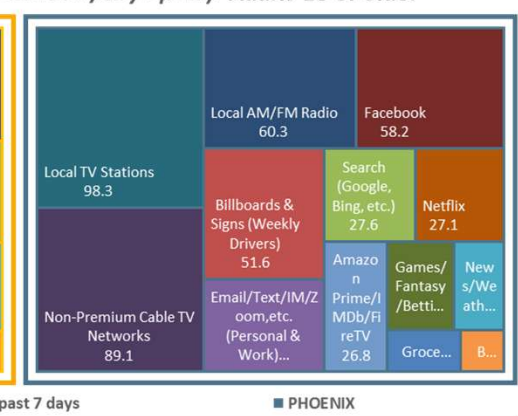
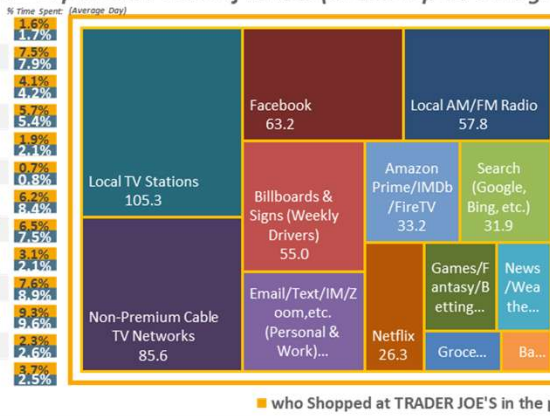
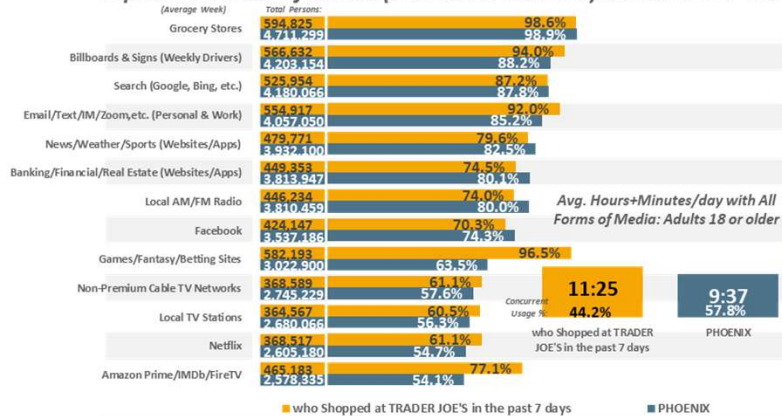
soefa.ai Share of Everything for Anything

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

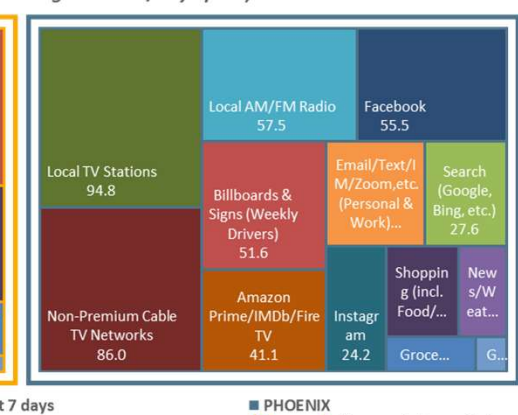
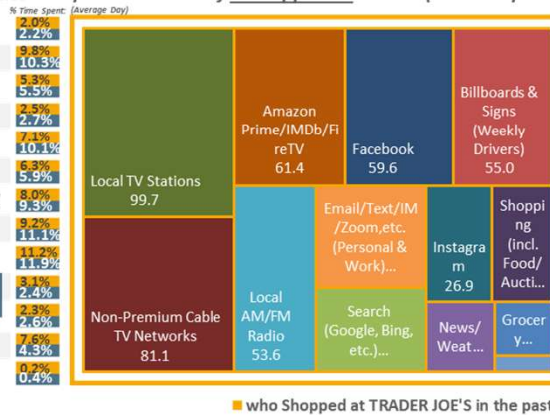
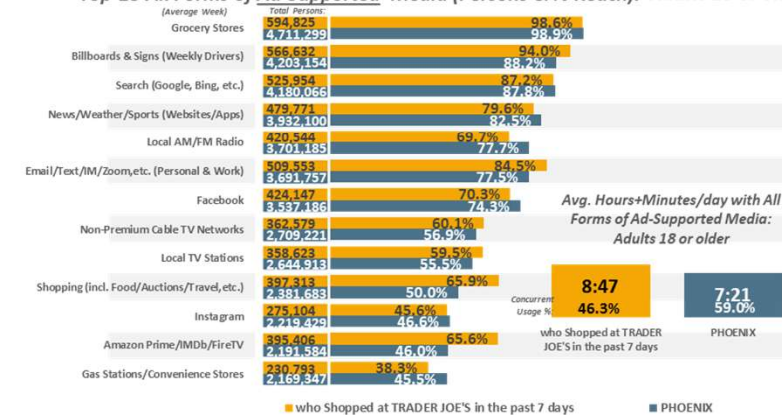


Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days spend an average of 8 hours and 47 minutes each day with All Forms of Ad-Supported Media. 69.7% listen to Local AM/FM Radio for an avg. of 53.6 minutes/day. (Local Radio delivers 7.1% of Time with Ad-Supported Media.)

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



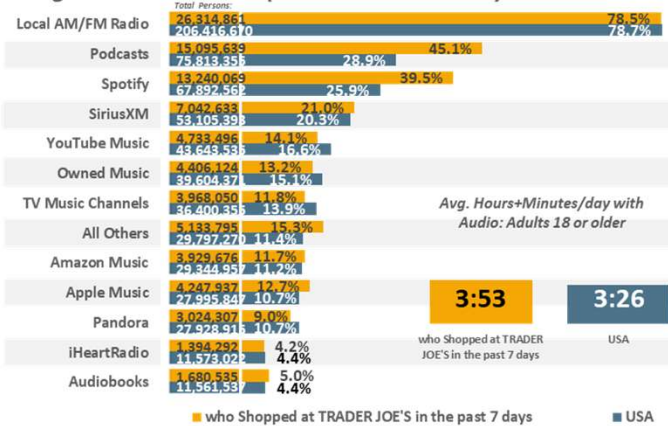
Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



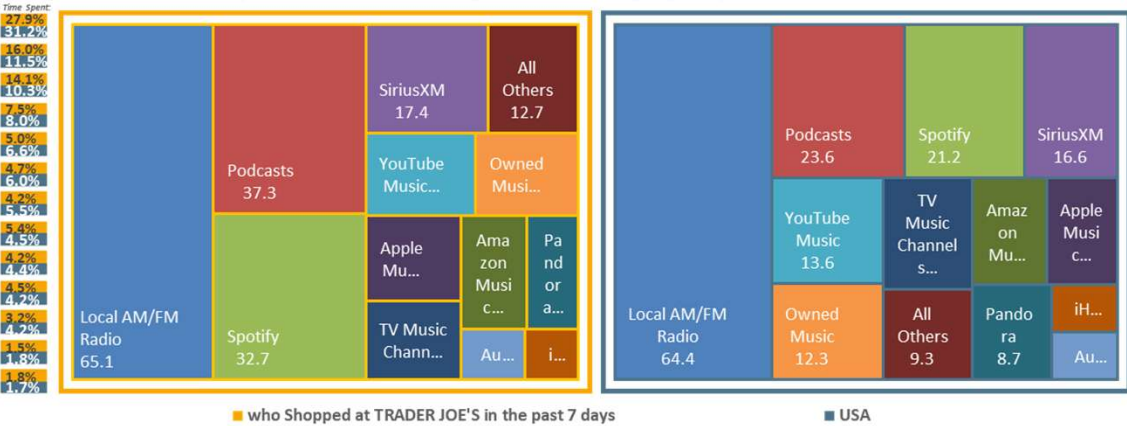


24,815,238 or 74.1% of Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 56.8 minutes every day representing 37.3% of all time spent daily with Ad-Supported Audio.

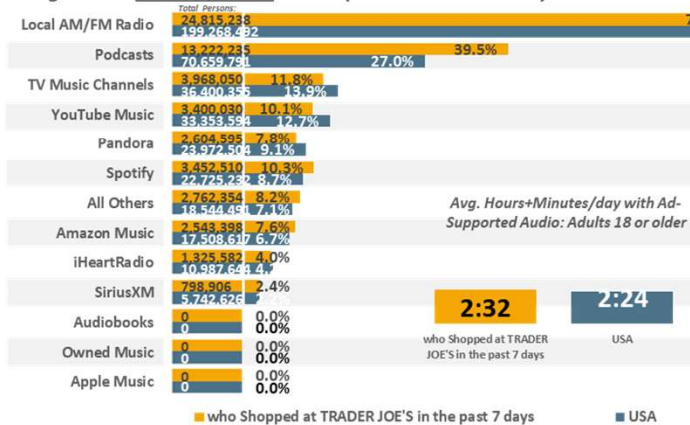
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



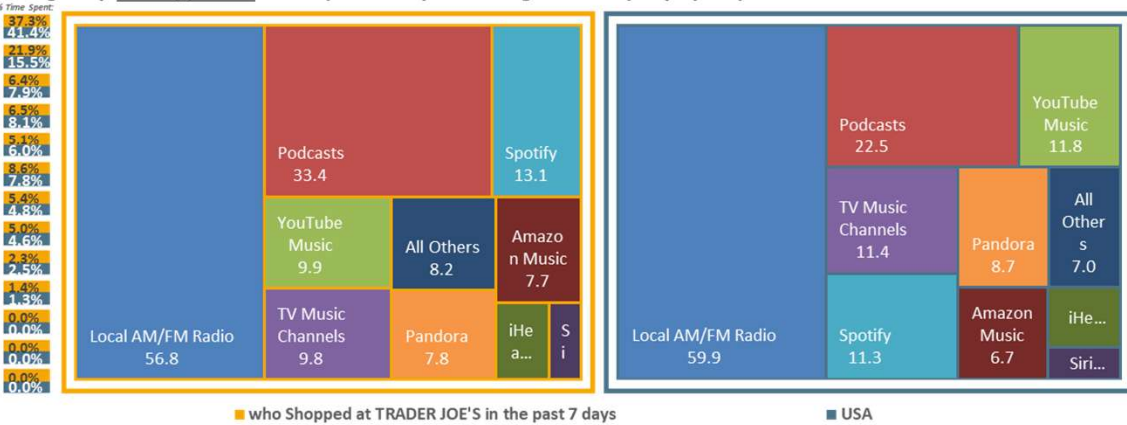
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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

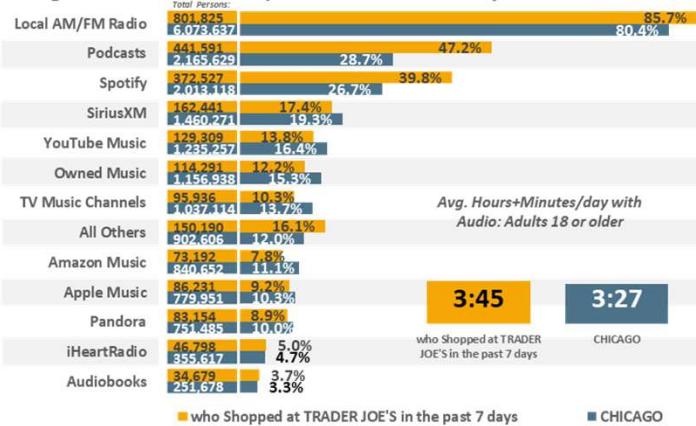
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Grocery stores shopped past 7 days (HHLD): Trader Joe's

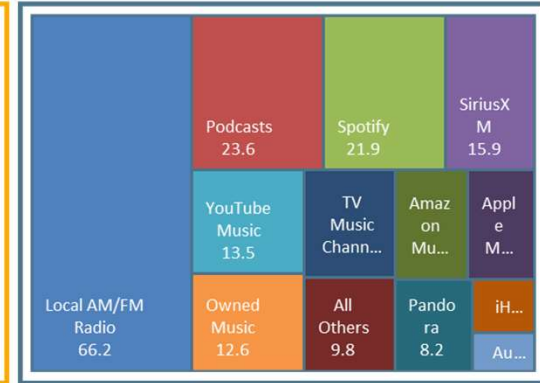
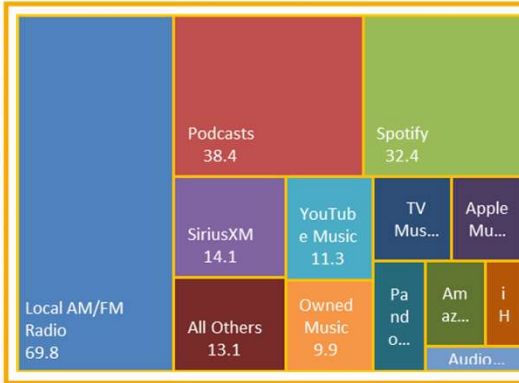


751,423 or 80.3% of Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 59.6 minutes every day representing 39.4% of all time spent daily with Ad-Supported Audio.

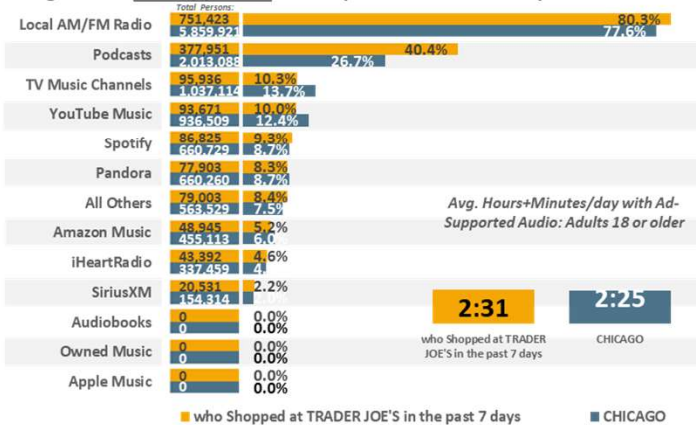
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



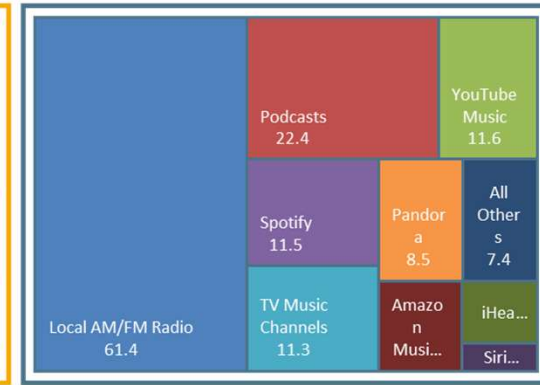
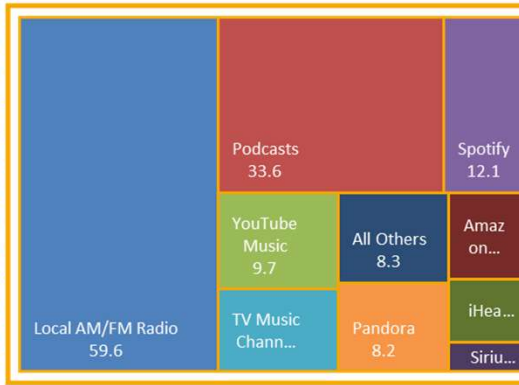
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



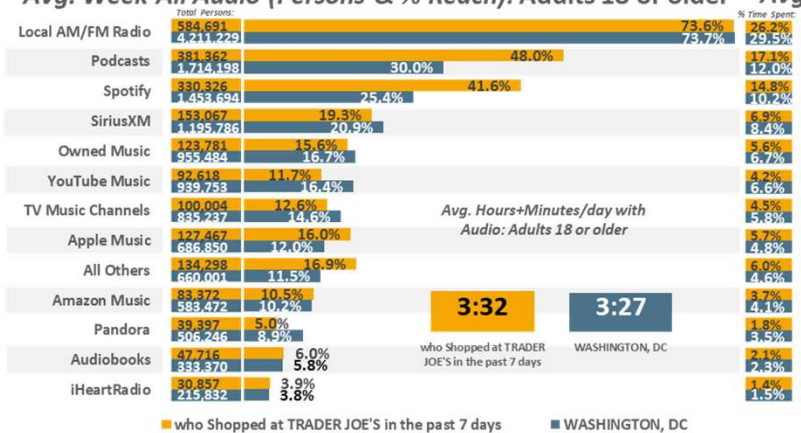
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



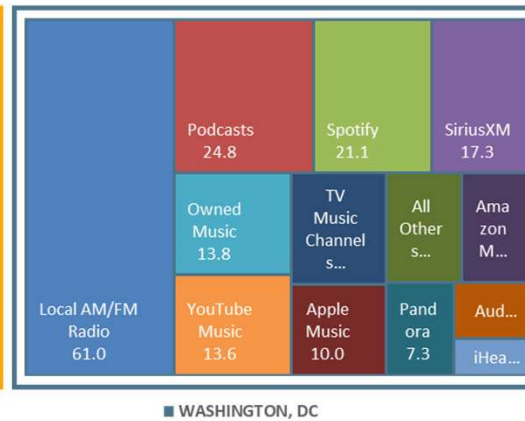
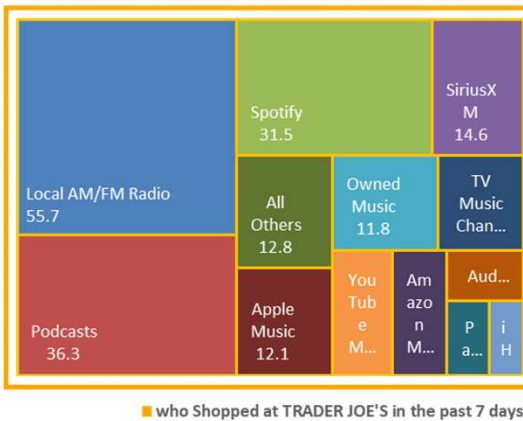


558,952 or 70.3% of Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 51.5 minutes every day representing 36.4% of all time spent daily with Ad-Supported Audio.

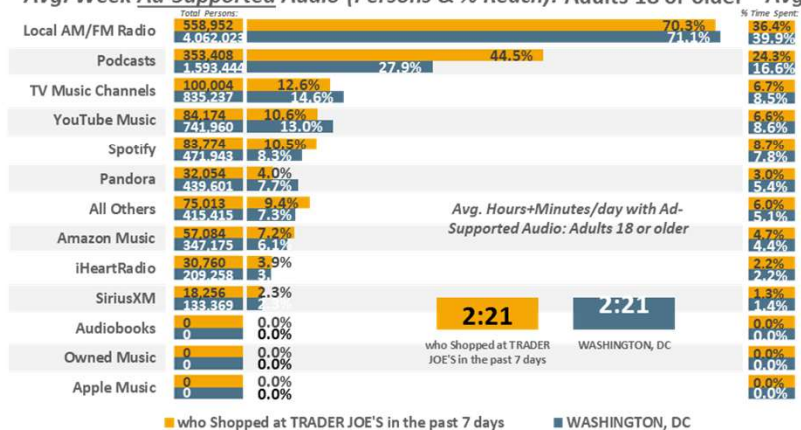
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



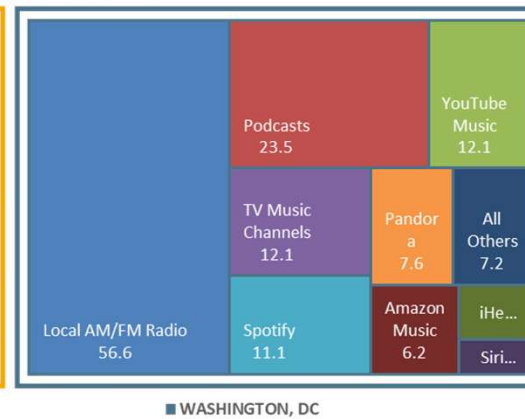
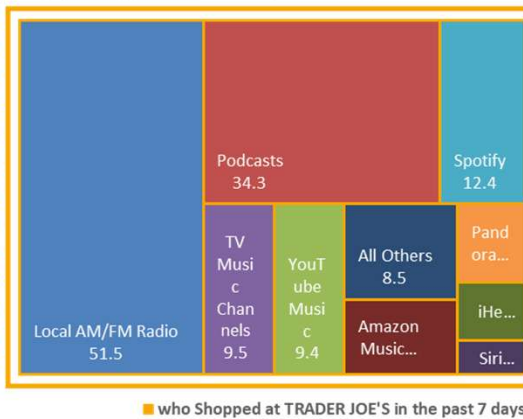
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



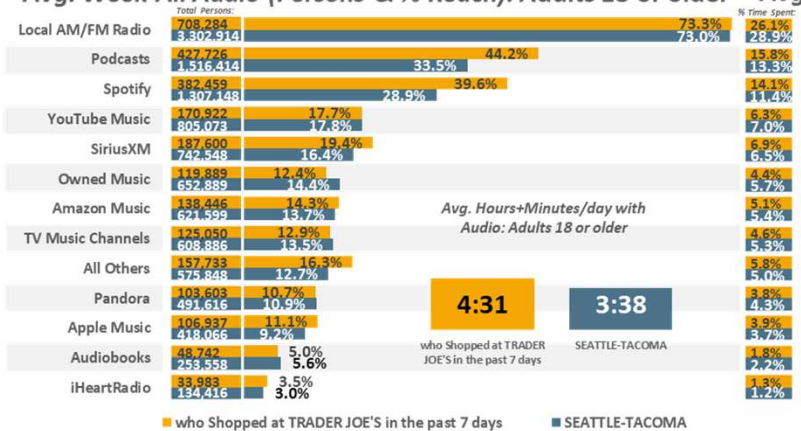
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



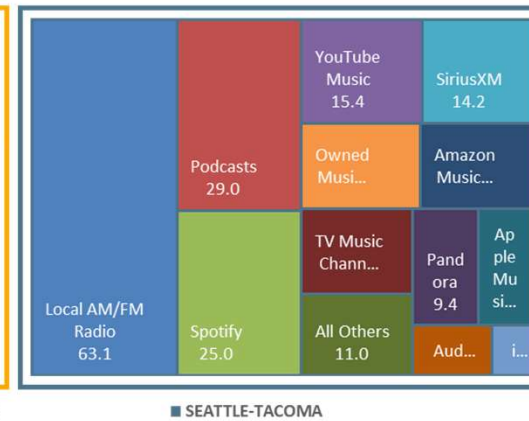
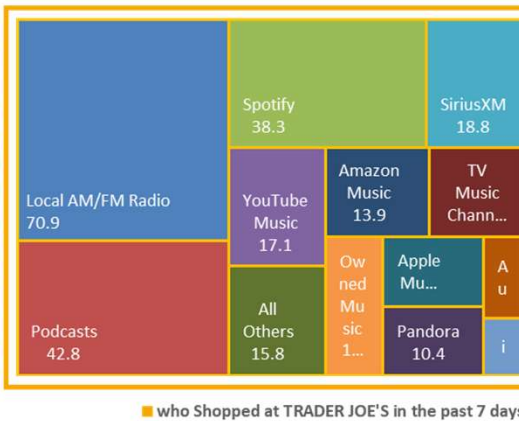


676,538 or 70.% of Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 60.1 minutes every day representing 35.2% of all time spent daily with Ad-Supported Audio.

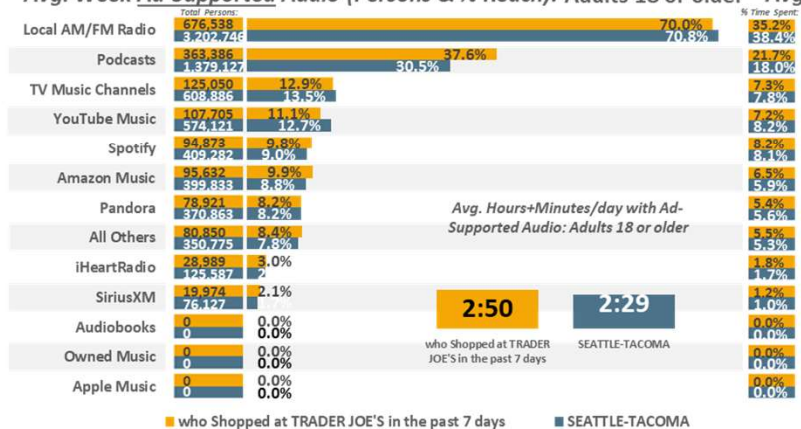
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



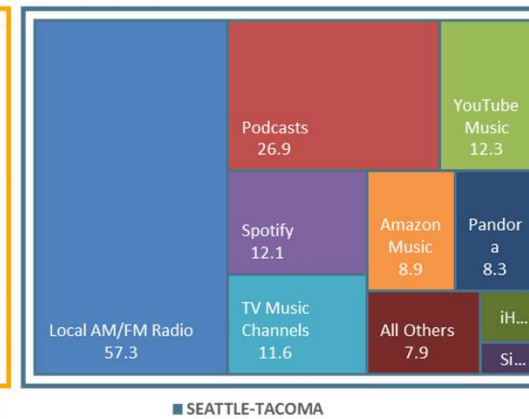
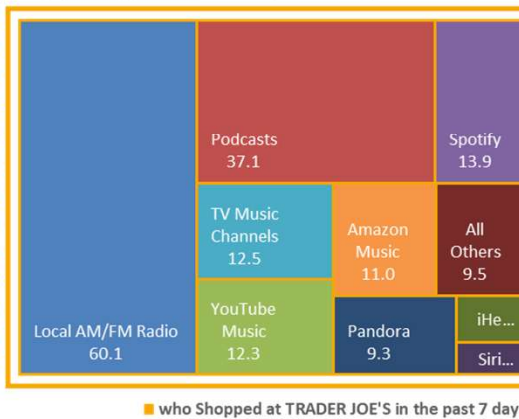
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



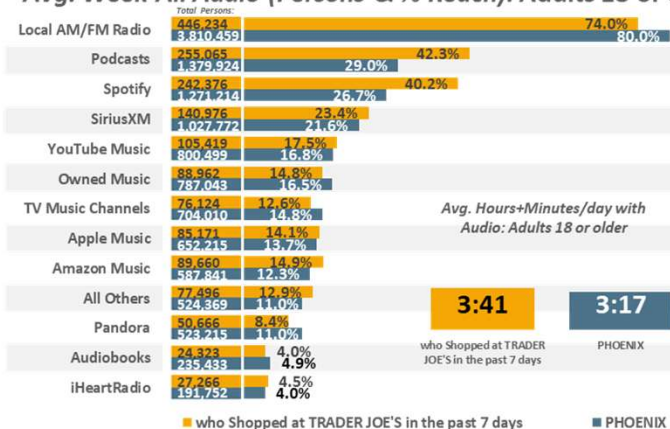
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



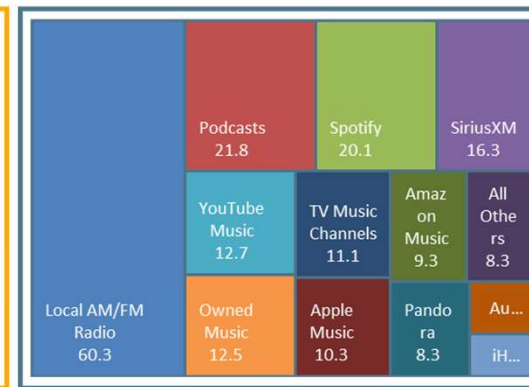
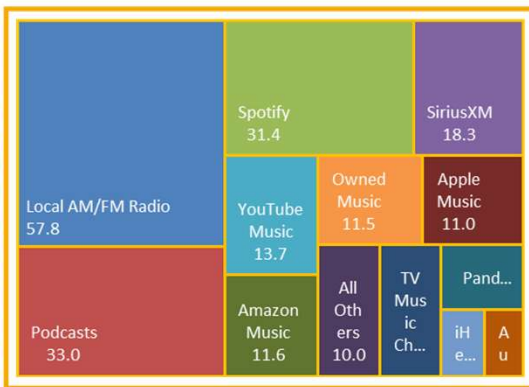


420,544 or 69.7% of Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 53.6 minutes every day representing 36.5% of all time spent daily with Ad-Supported Audio.

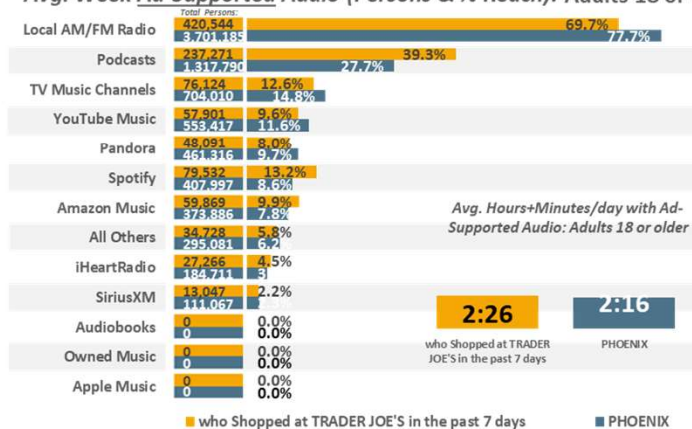
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



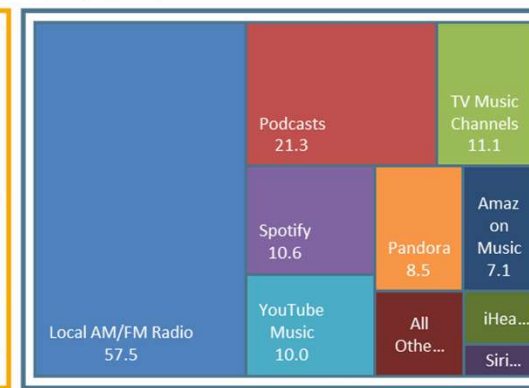
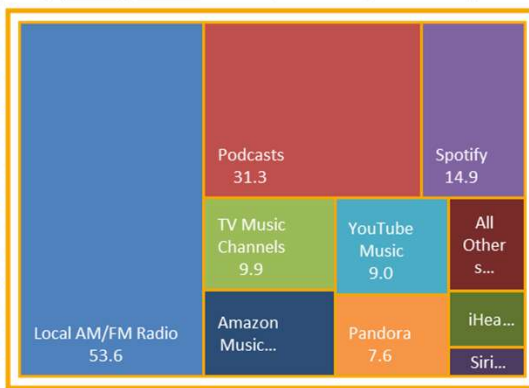
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

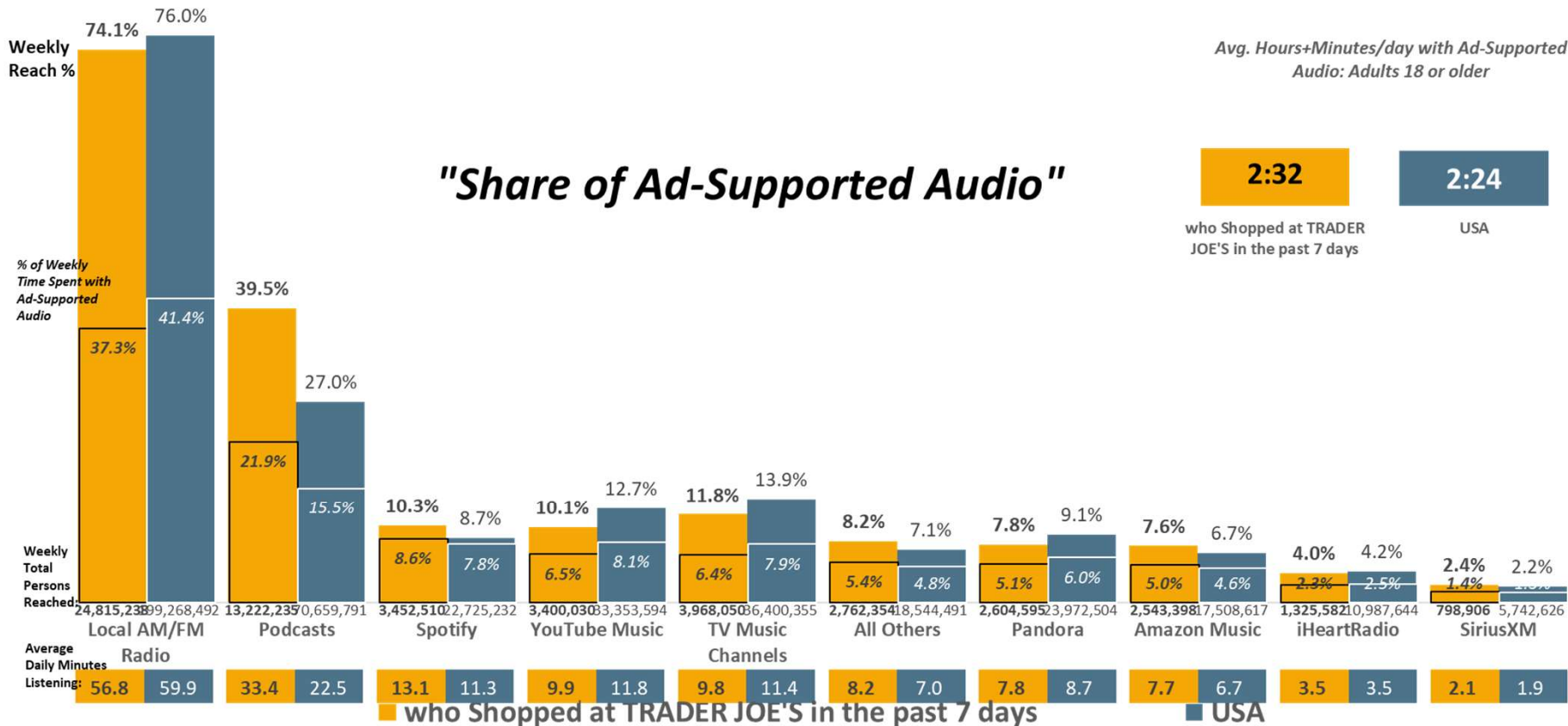


Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



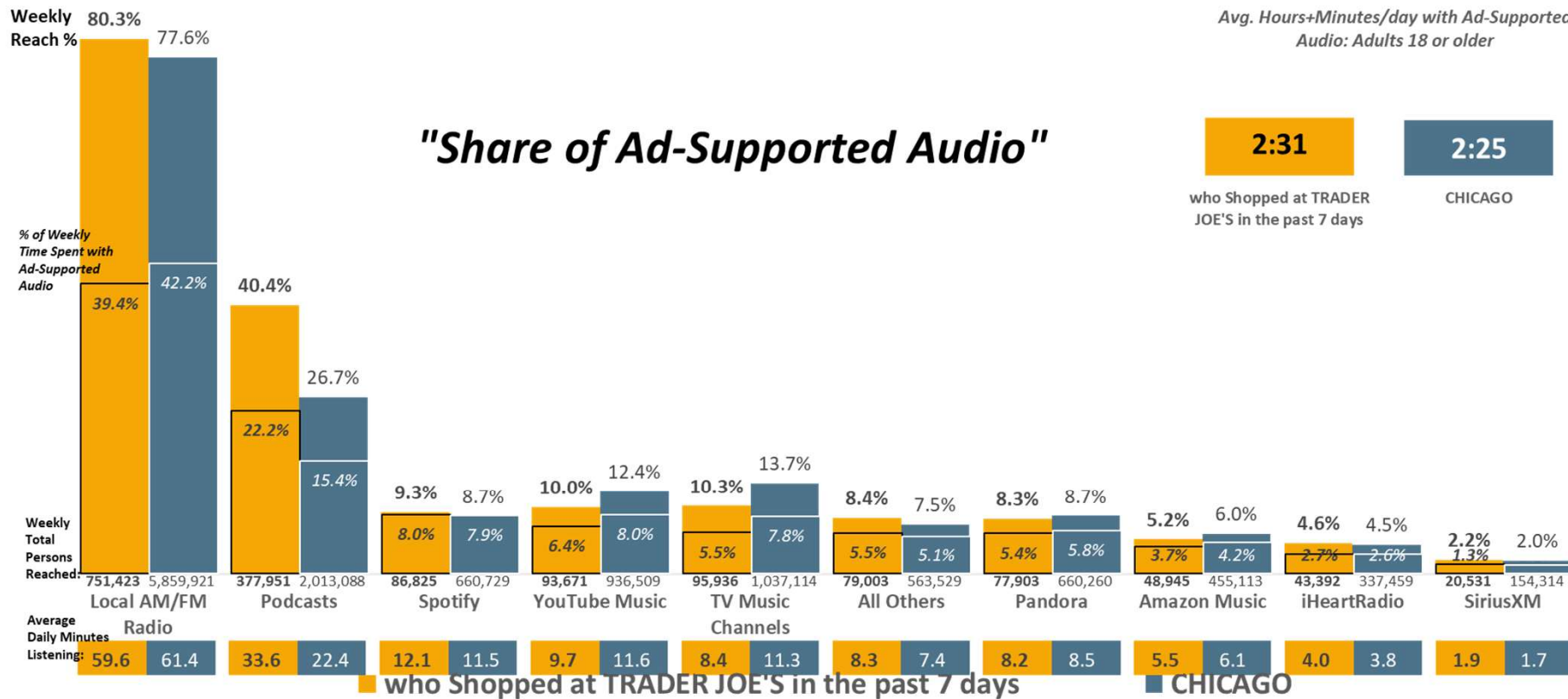


24,815,238 or 74.1% of Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 56.8 minutes every day representing 37.3% of all time spent daily with Ad-Supported Audio.



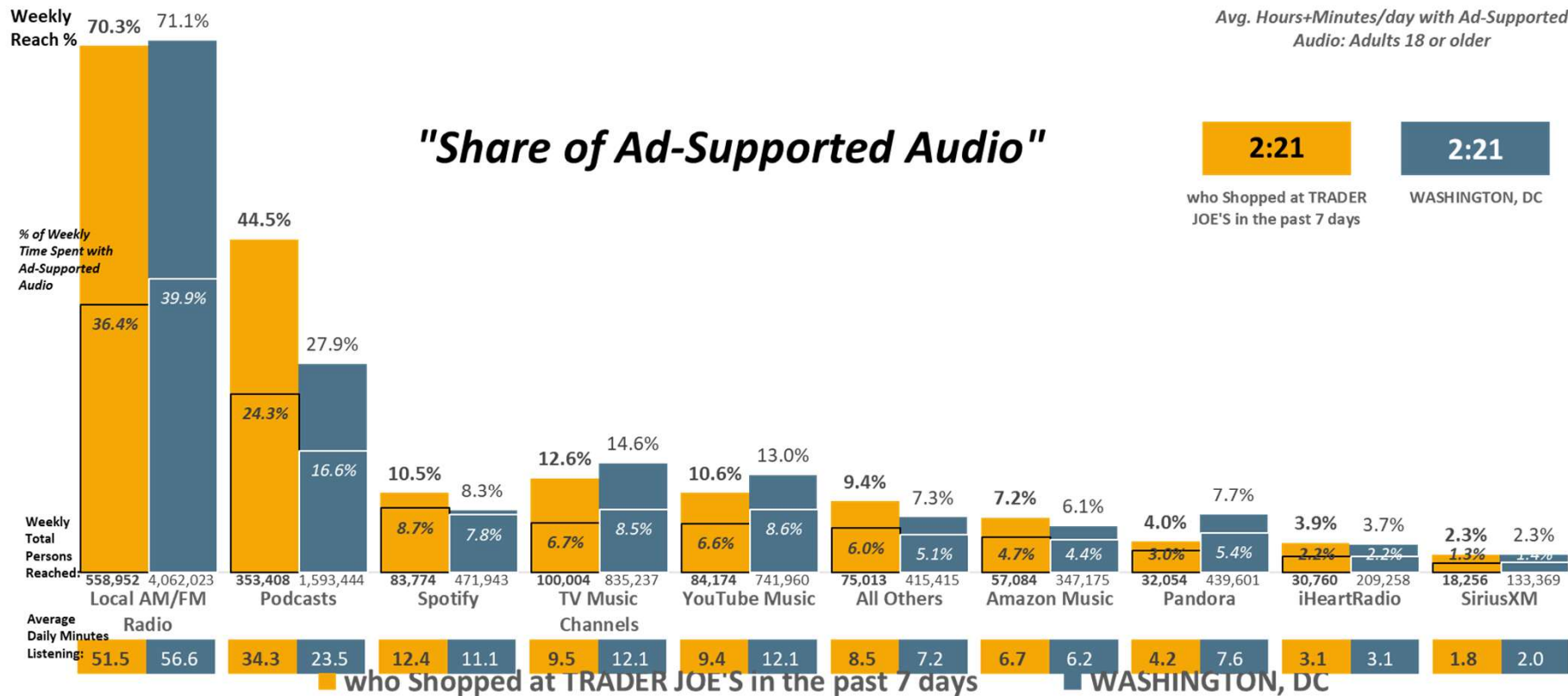


751,423 or 80.3% of Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 59.6 minutes every day representing 39.4% of all time spent daily with Ad-Supported Audio.



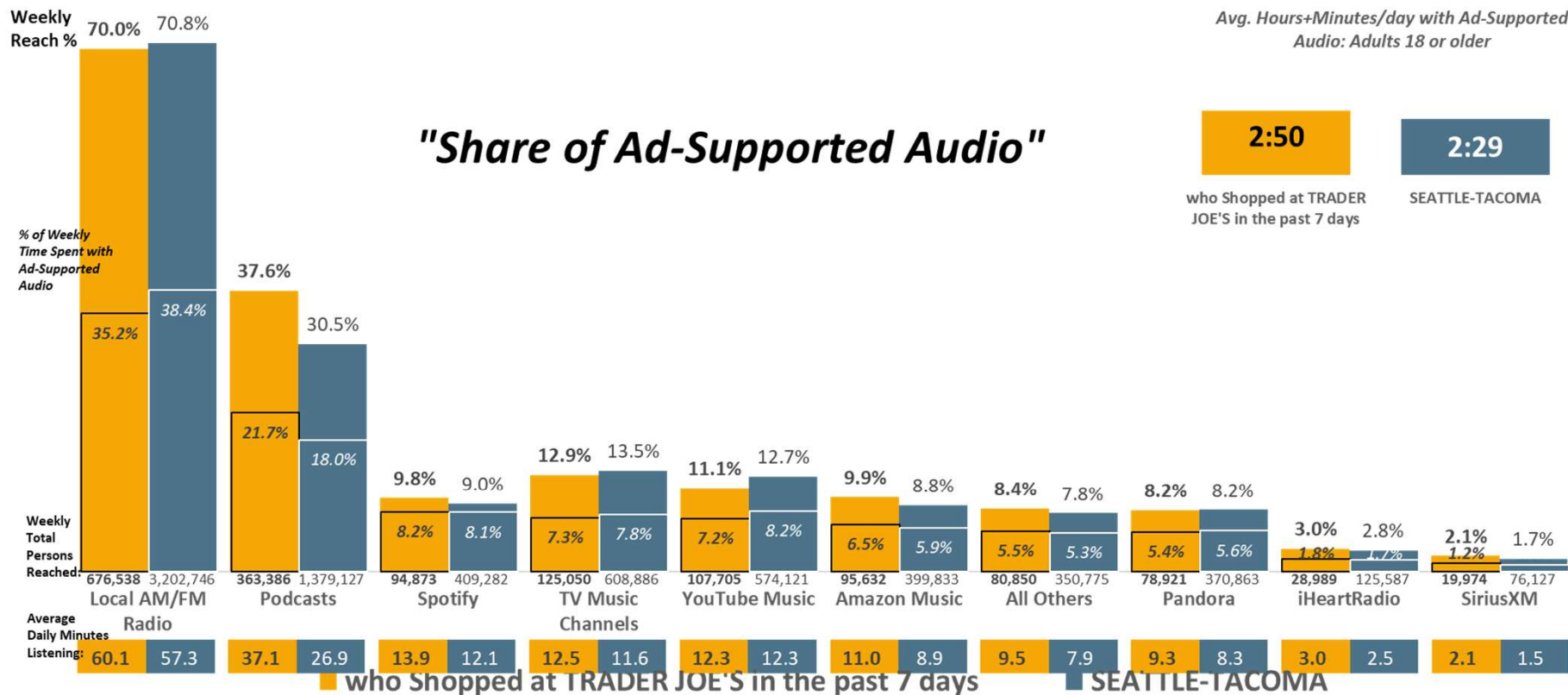


558,952 or 70.3% of Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 51.5 minutes every day representing 36.4% of all time spent daily with Ad-Supported Audio.



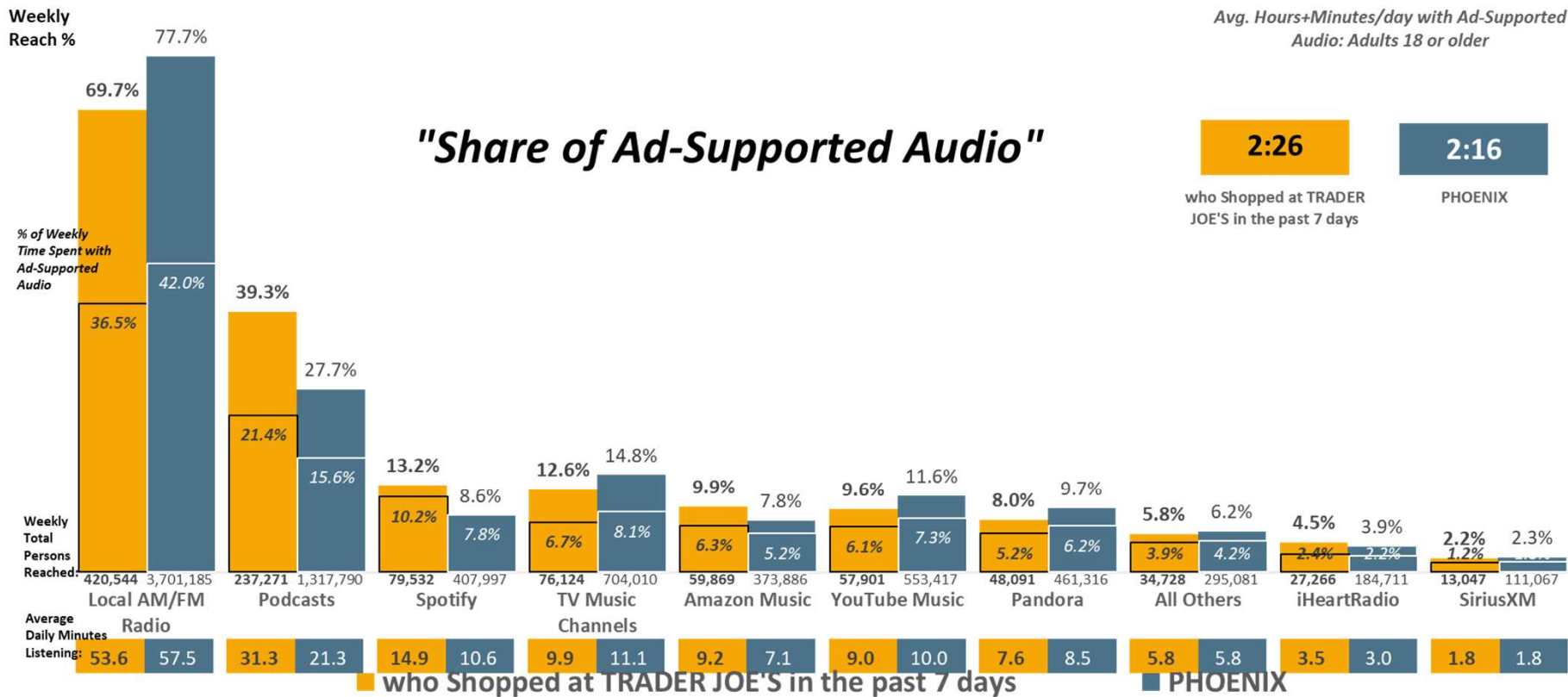


676,538 or 70.0% of Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 60.1 minutes every day representing 35.2% of all time spent daily with Ad-Supported Audio.



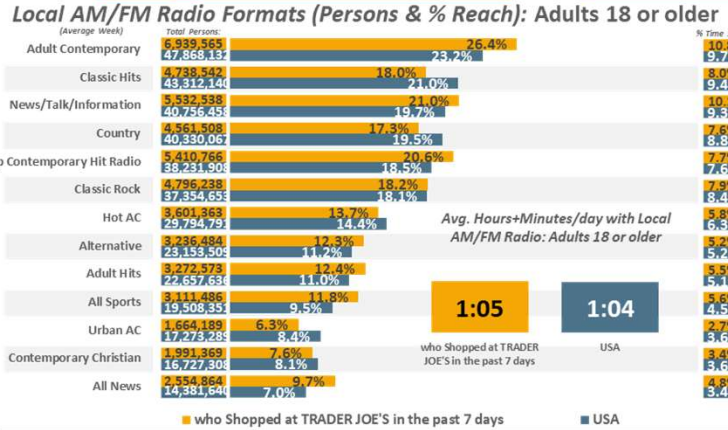


420,544 or 69.7% of Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 53.6 minutes every day representing 36.5% of all time spent daily with Ad-Supported Audio.

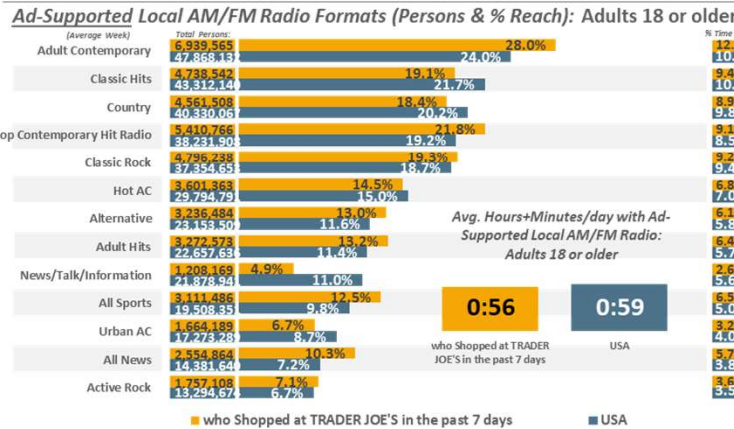
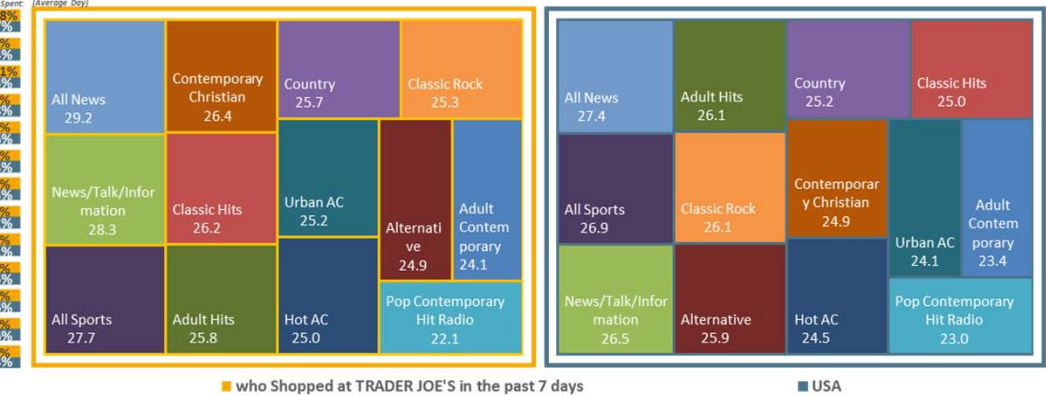




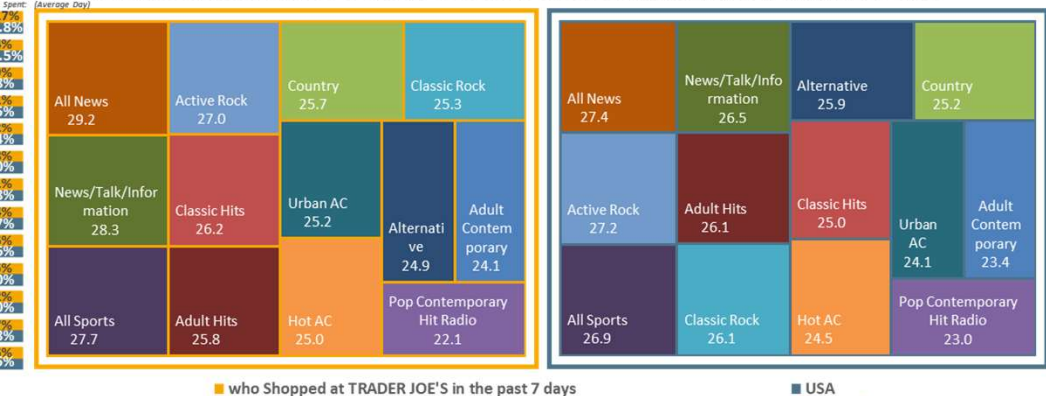
24,815,238 or 74.1% of Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Classic Rock, Classic Hits, and Country.



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



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



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

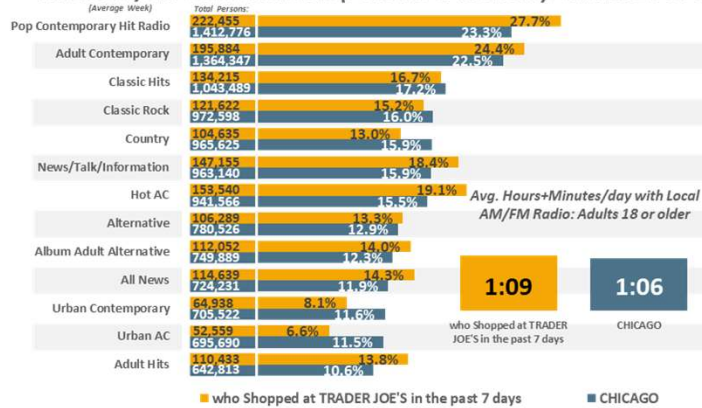
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Grocery stores shopped past 7 days (HHLD): Trader Joe's



751,423 or 80.3% of Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Adult Contemporary, Hot AC, Classic Hits, and Classic Rock.

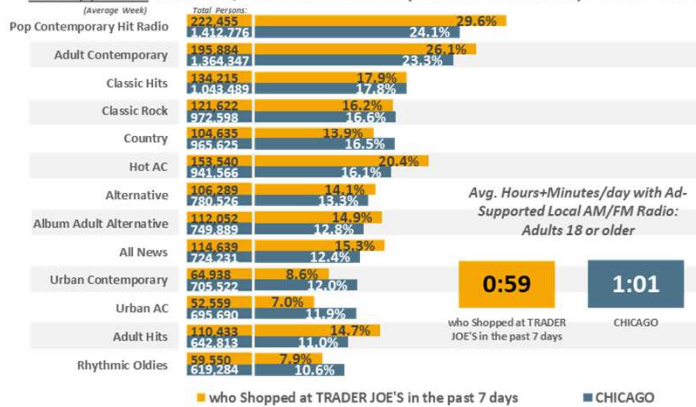
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



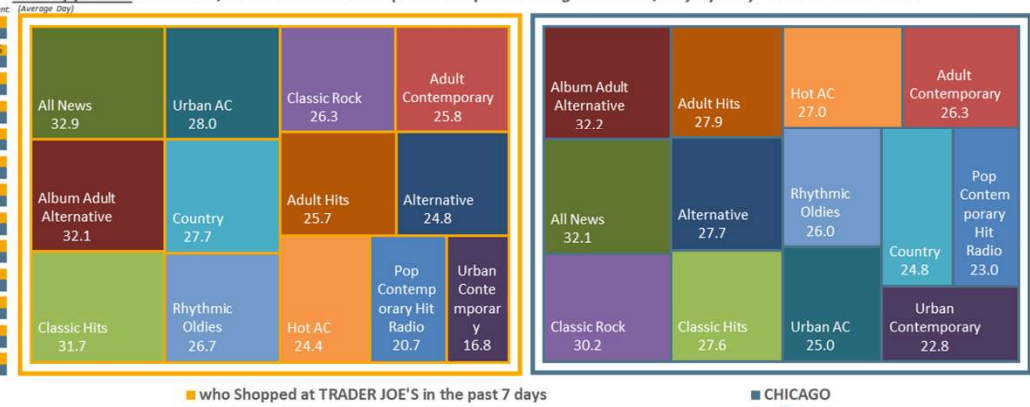
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



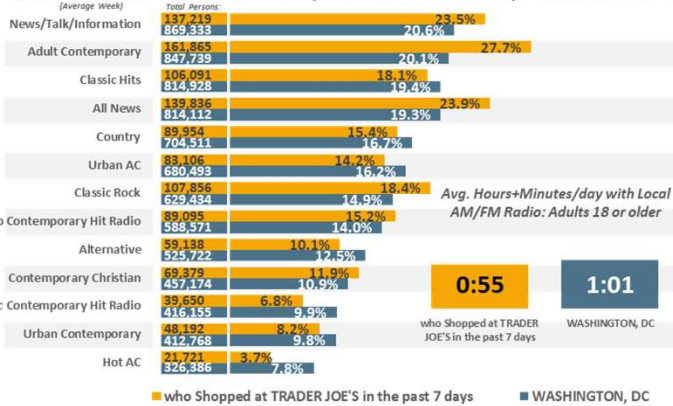
Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



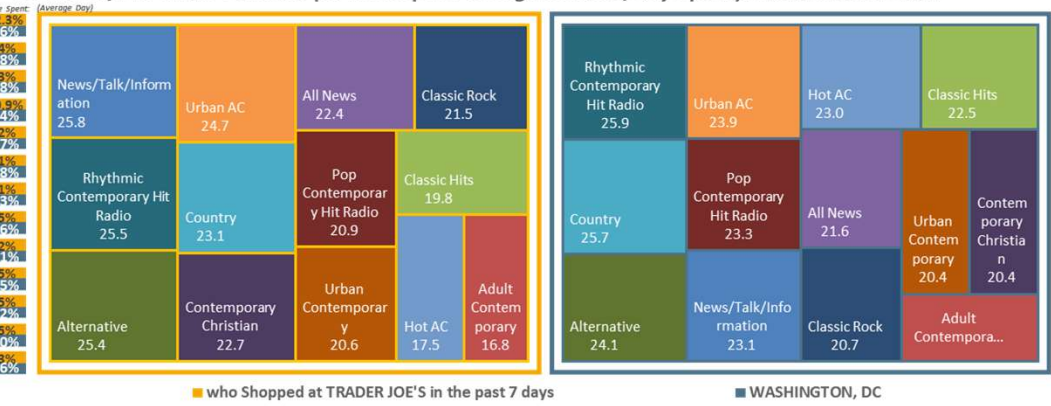


558,952 or 70.3% of Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, All News, Classic Rock, Classic Hits, and Country.

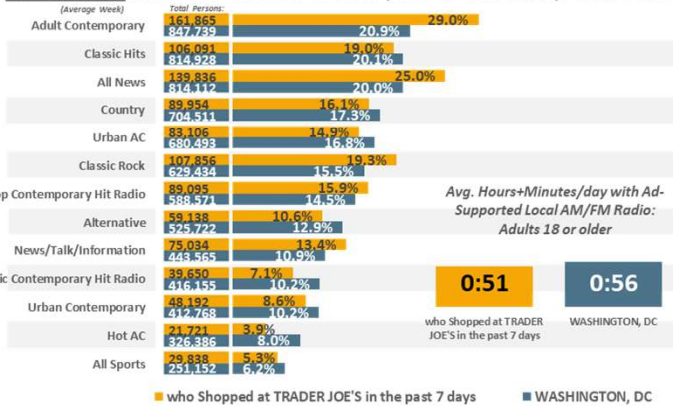
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



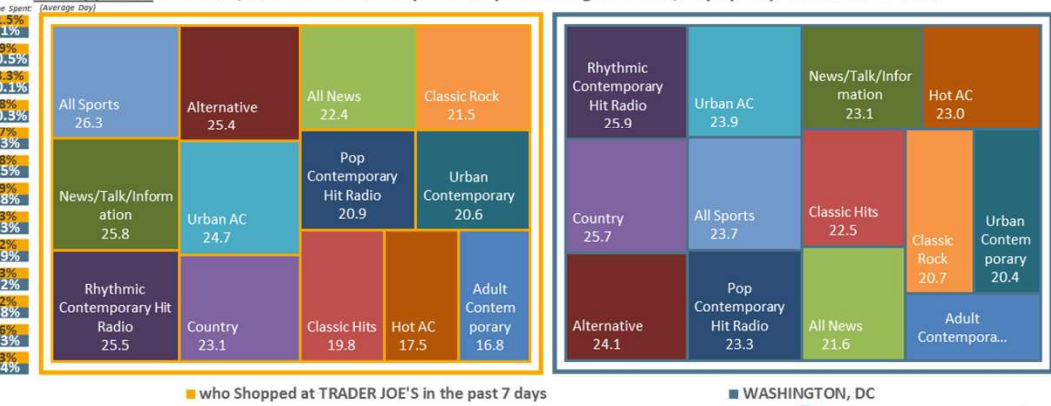
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

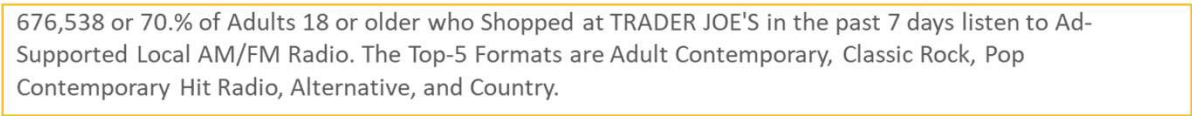


Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older

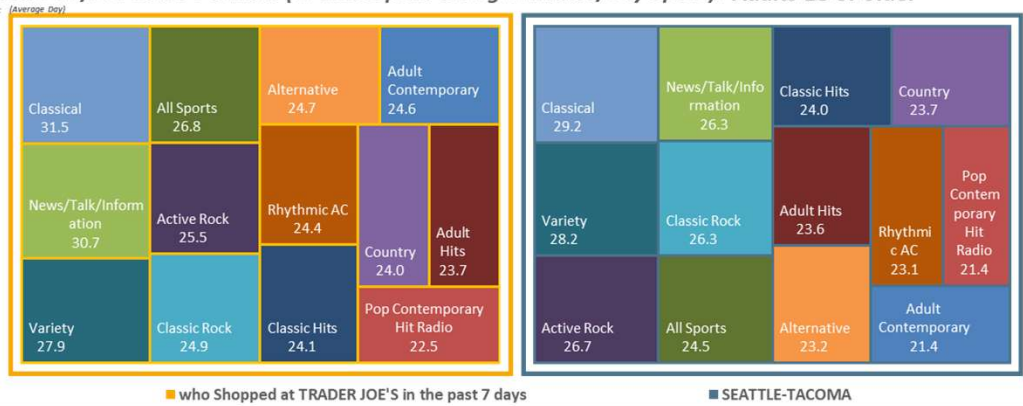
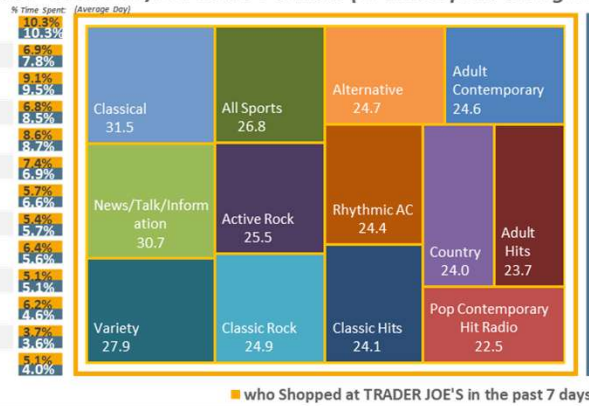


Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

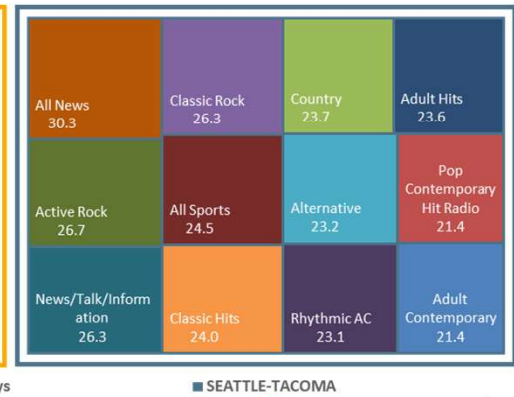




Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

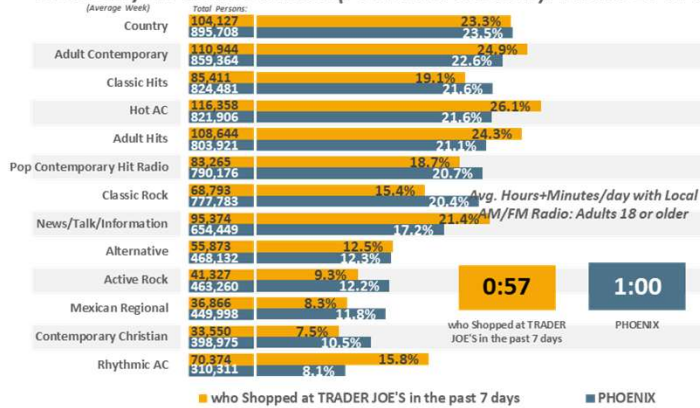


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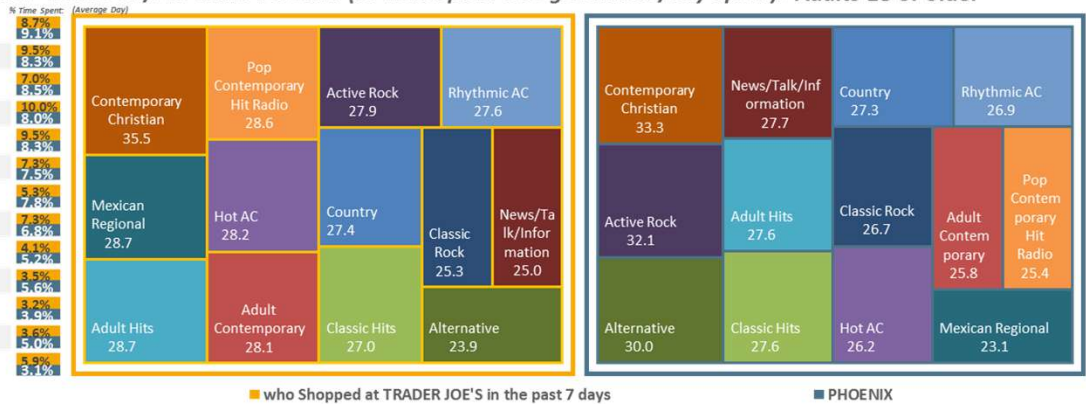


420,544 or 69.7% of Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Hot AC, Adult Contemporary, Adult Hits, Country, and Classic Hits.

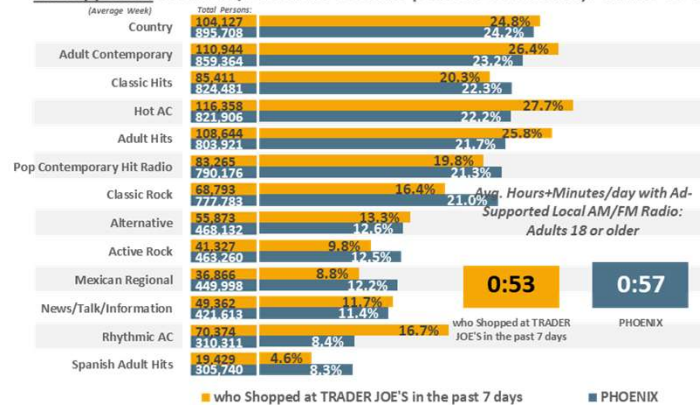
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



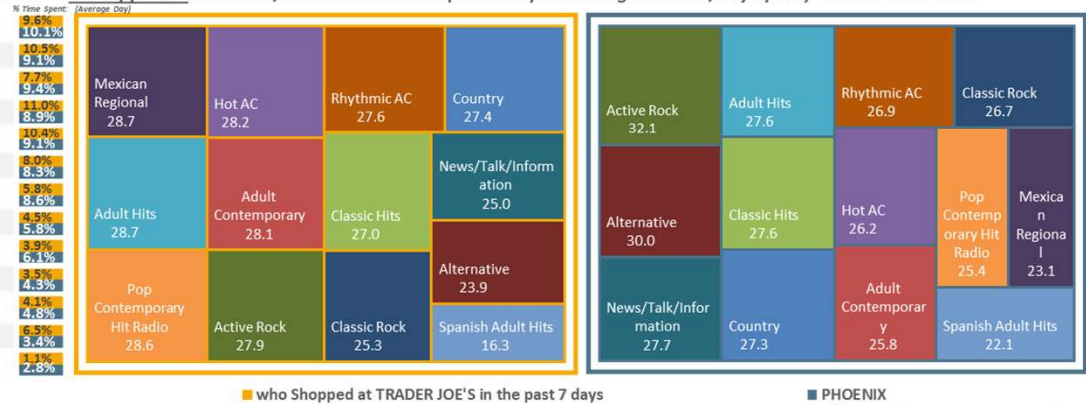
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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

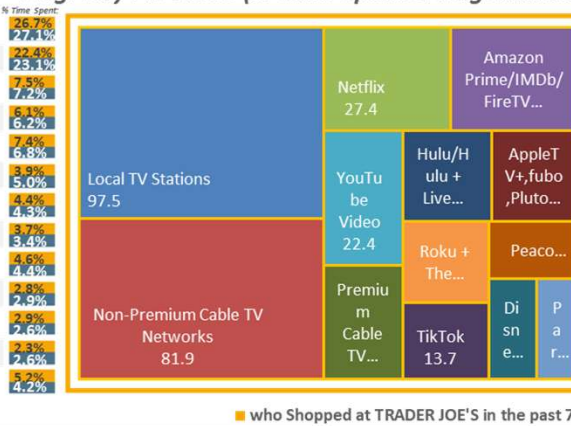
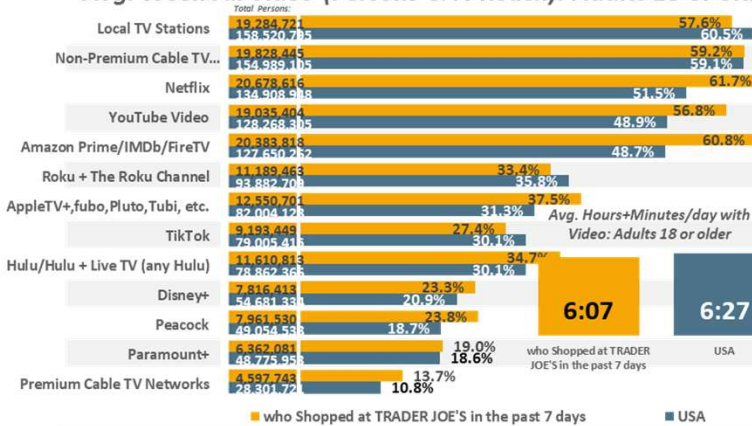




19,061,114 or 56.9% of Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days watch Ad-Supported Local TV Stations for an average of 90.3 minutes every day representing 29.9% of all time spent daily with Ad-Supported Video.

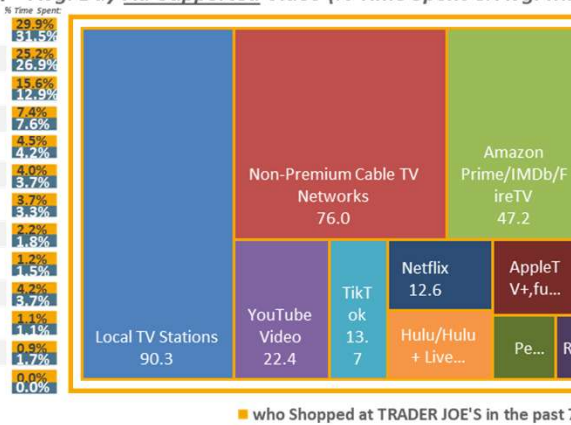
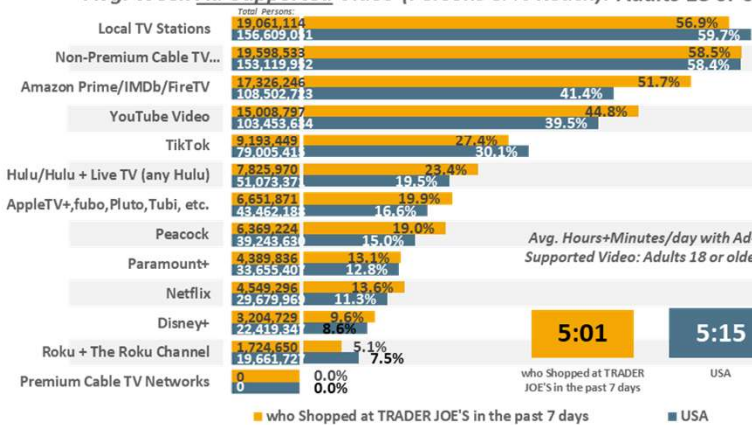
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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

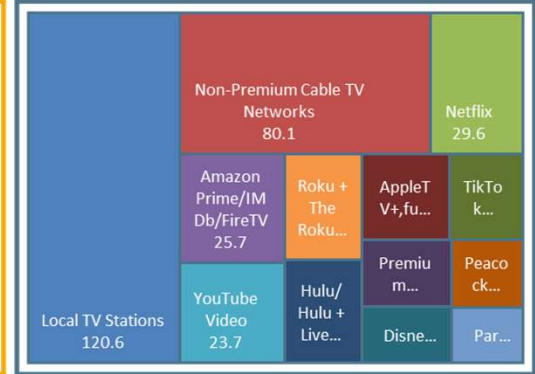
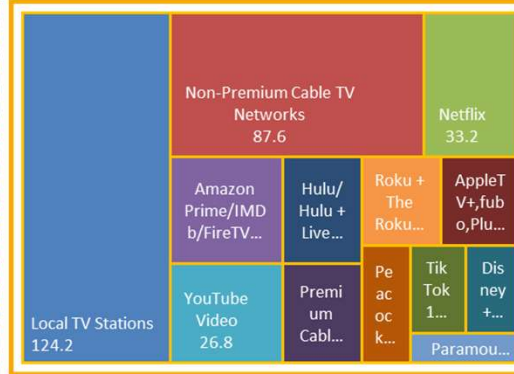
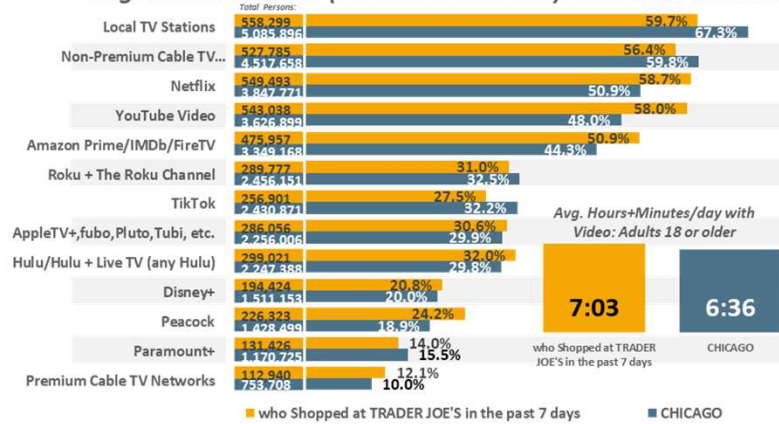




551,992 or 59.% of Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days watch Ad-Supported Local TV Stations for an average of 115.4 minutes every day representing 33.8% of all time spent daily with Ad-Supported Video.

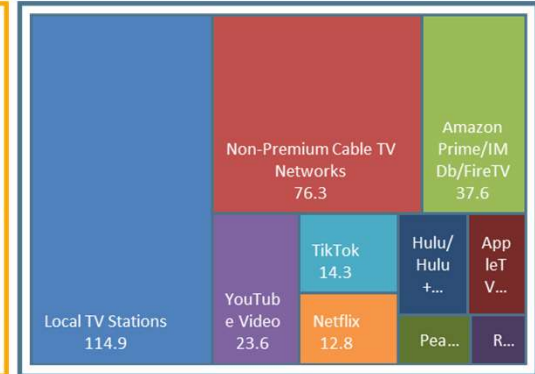
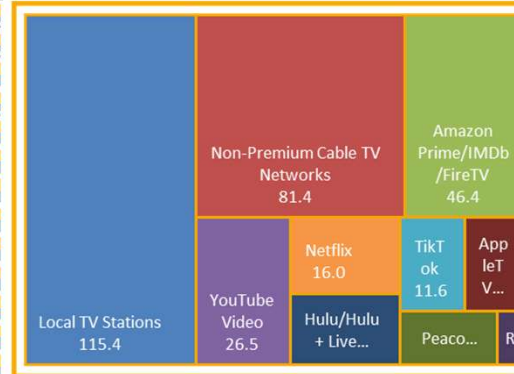
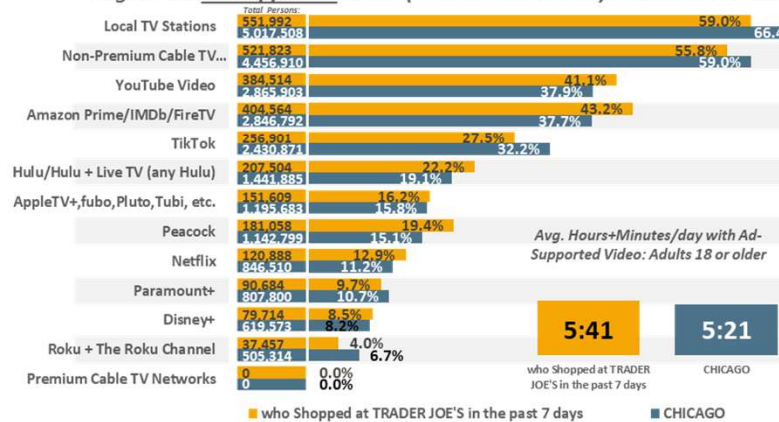
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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

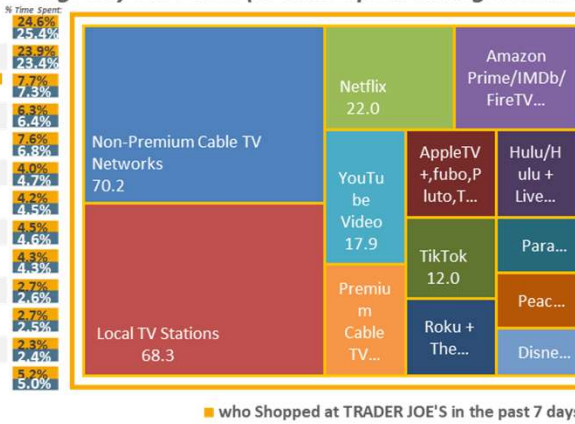
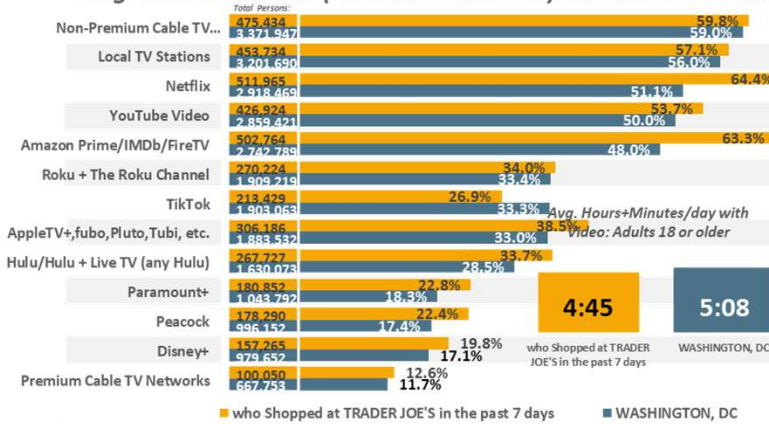




448,667 or 56.4% of Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days watch Ad-Supported Local TV Stations for an average of 62.5 minutes every day representing 26.6% of all time spent daily with Ad-Supported Video.

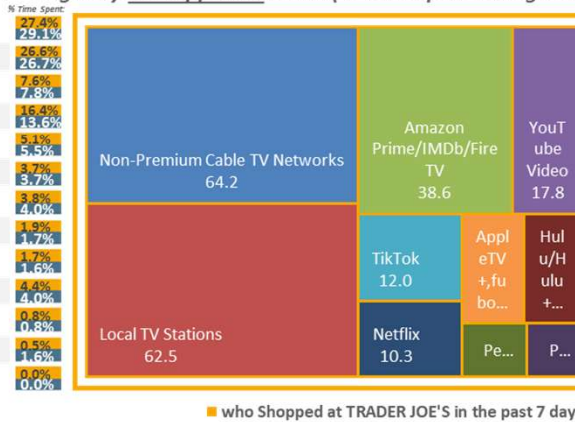
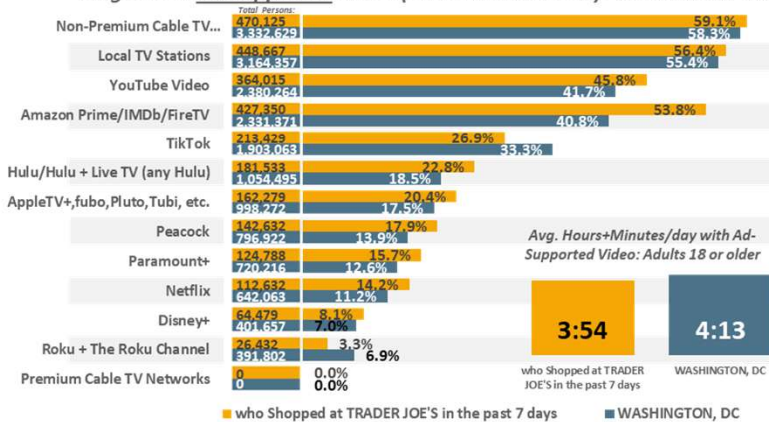
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Mar25 Qual Intab 910
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Grocery stores shopped past 7 days (HHLD): Trader Joe's

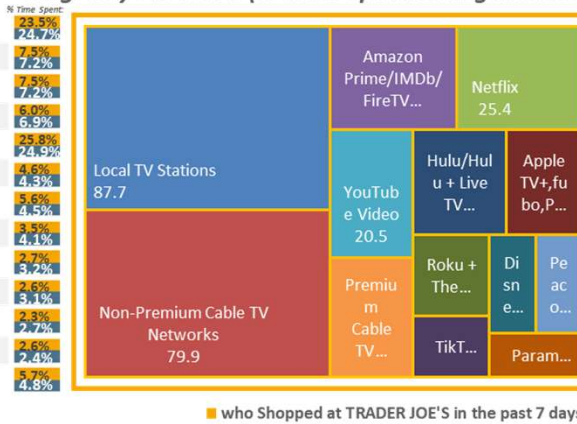
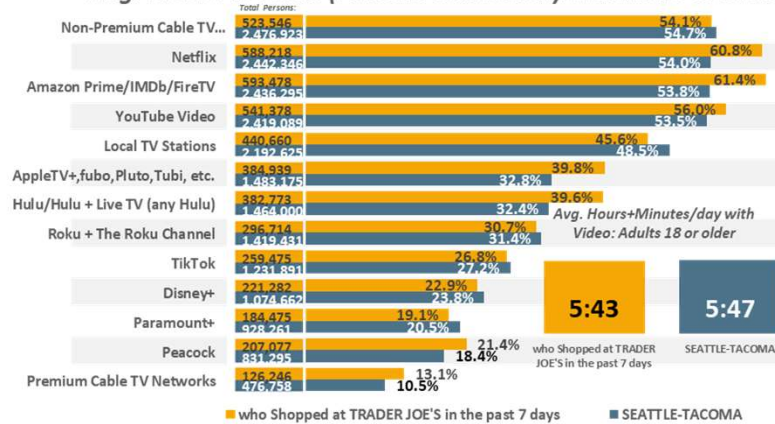
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436,475 or 45.1% of Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days watch Ad-Supported Local TV Stations for an average of 82.1 minutes every day representing 28.9% of all time spent daily with Ad-Supported Video.

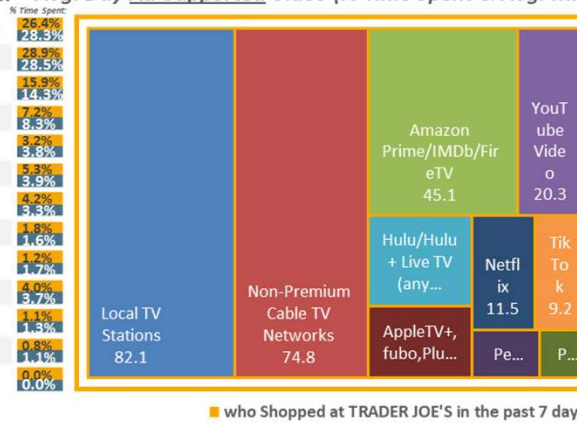
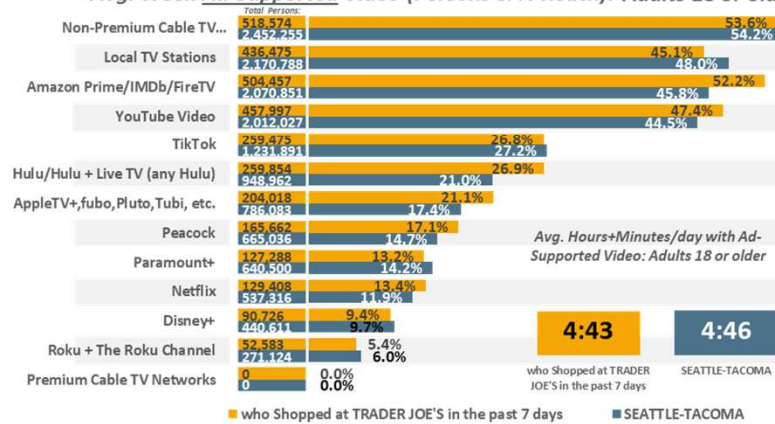
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 878
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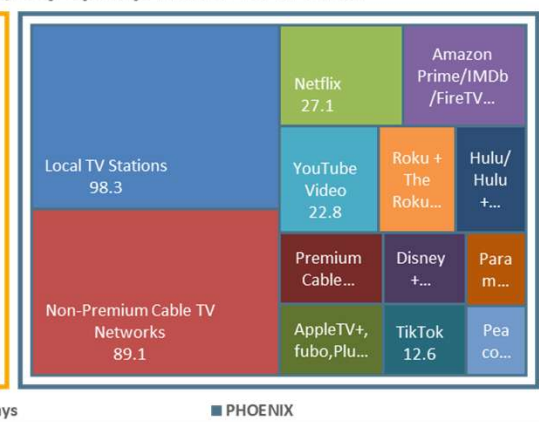
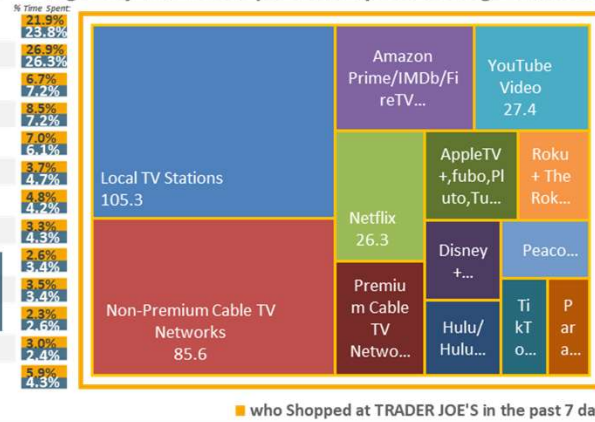
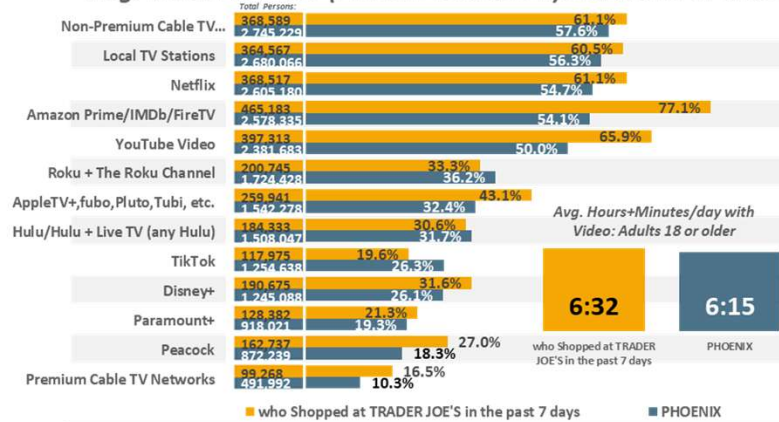
Grocery stores shopped past 7 days (HHLD): Trader Joe's



358,623 or 59.5% of Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days watch Ad-Supported Local TV Stations for an average of 99.7 minutes every day representing 30.5% of all time spent daily with Ad-Supported Video.

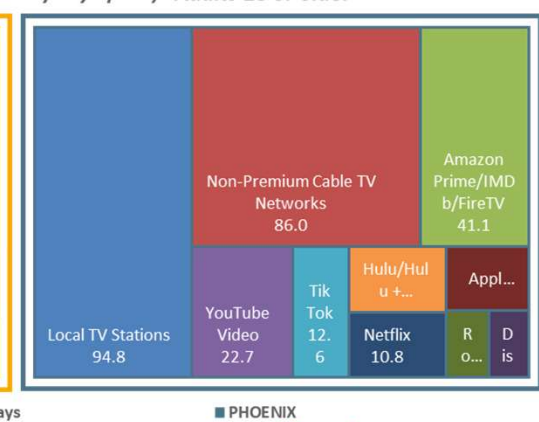
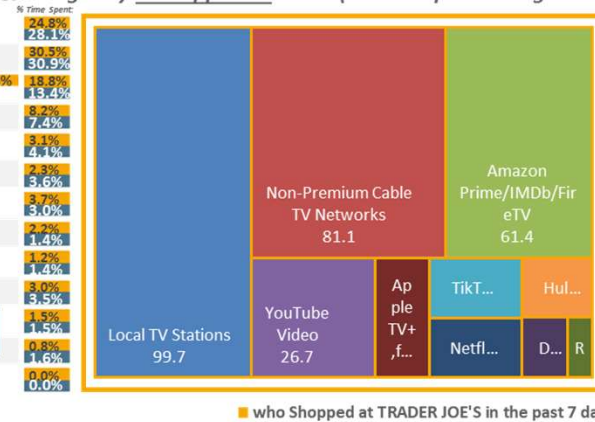
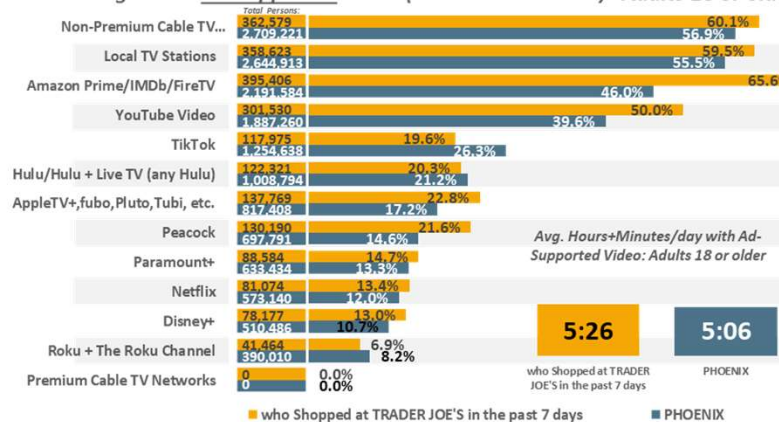
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



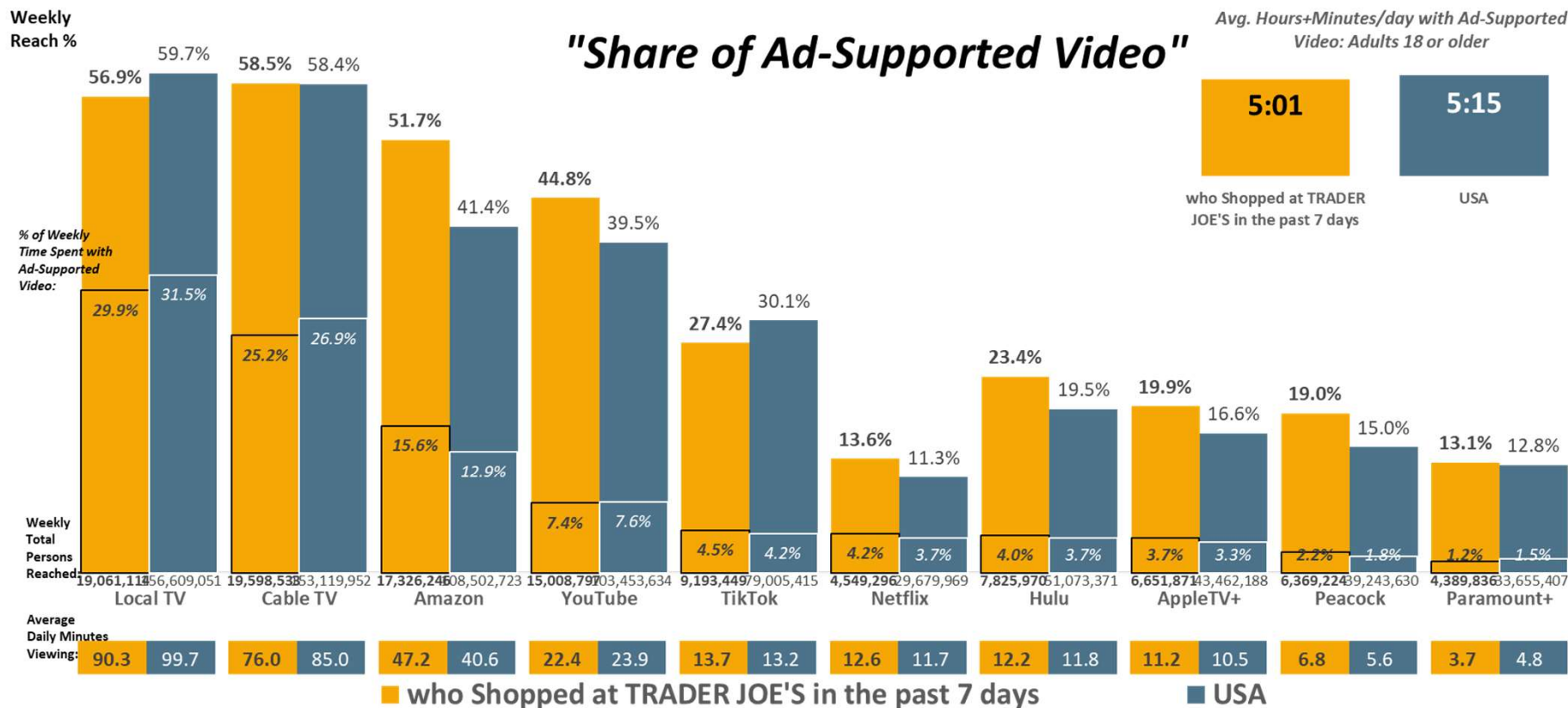
Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older

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





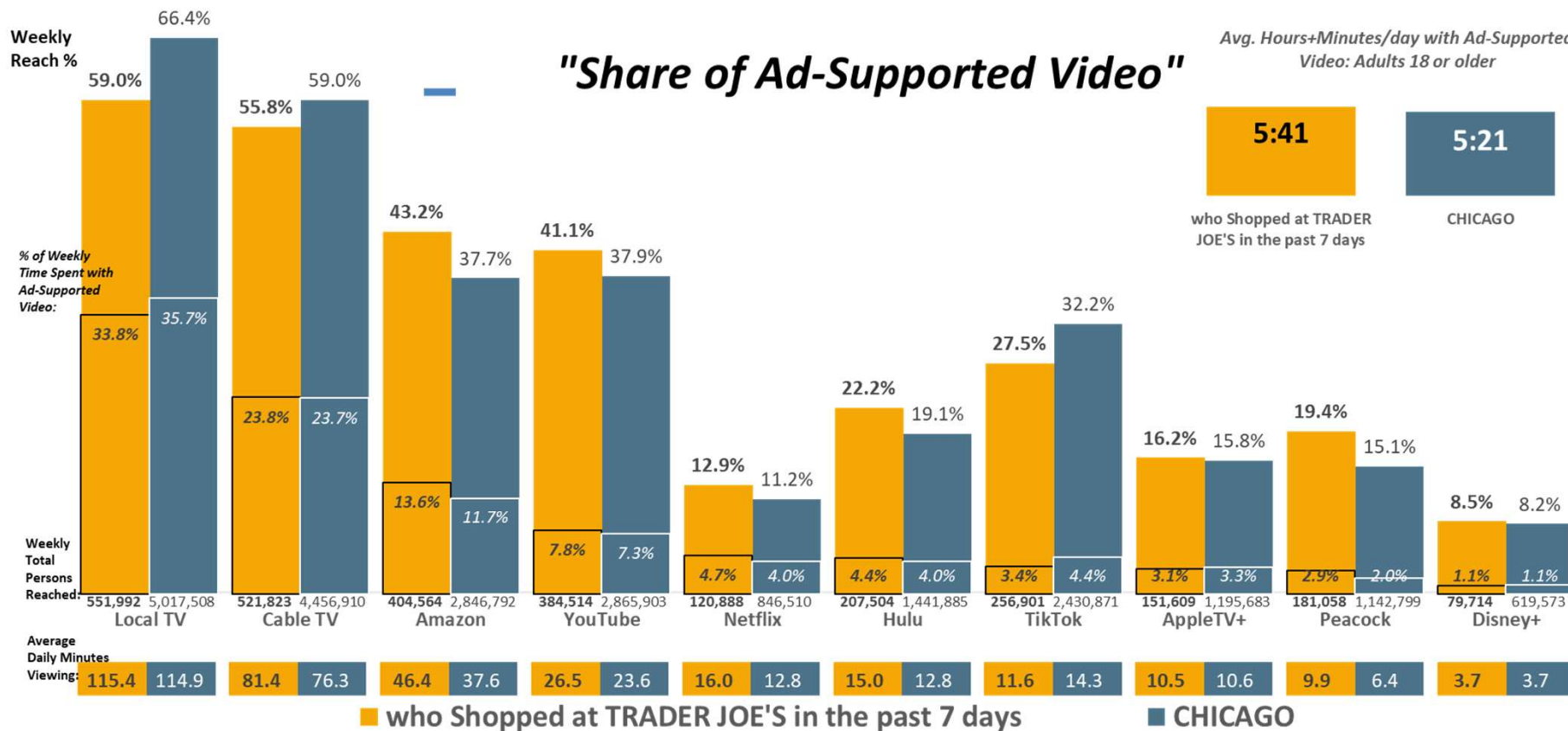
19,061,114 or 56.9% of Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days watch Ad-Supported Local TV Stations for an average of 90.3 minutes every day representing 29.9% of all time spent daily with Ad-Supported Video.





551,992 or 59.% of Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days watch Ad-Supported Local TV Stations for an average of 115.4 minutes every day representing 33.8% of all time spent daily with Ad-Supported Video.

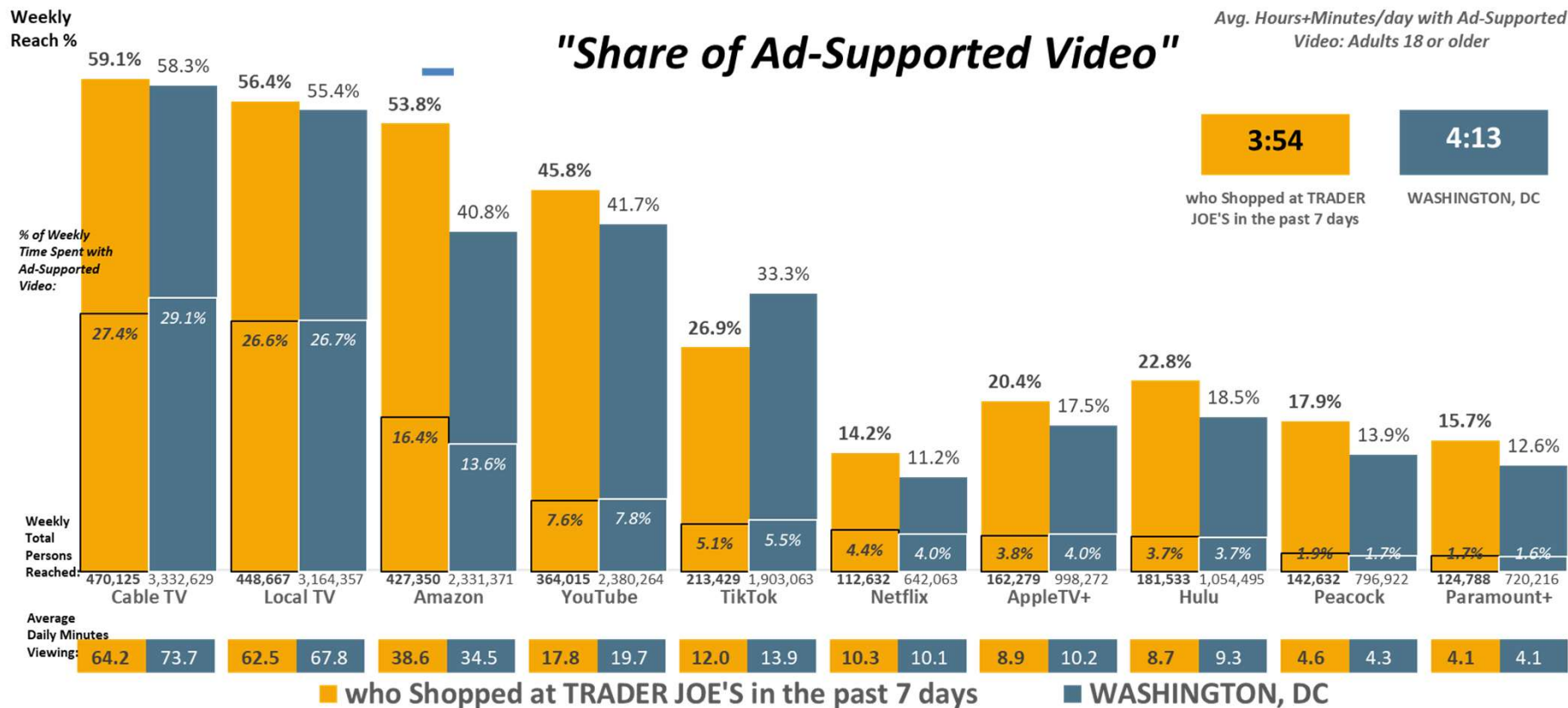
"Share of Ad-Supported Video"

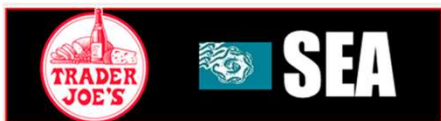




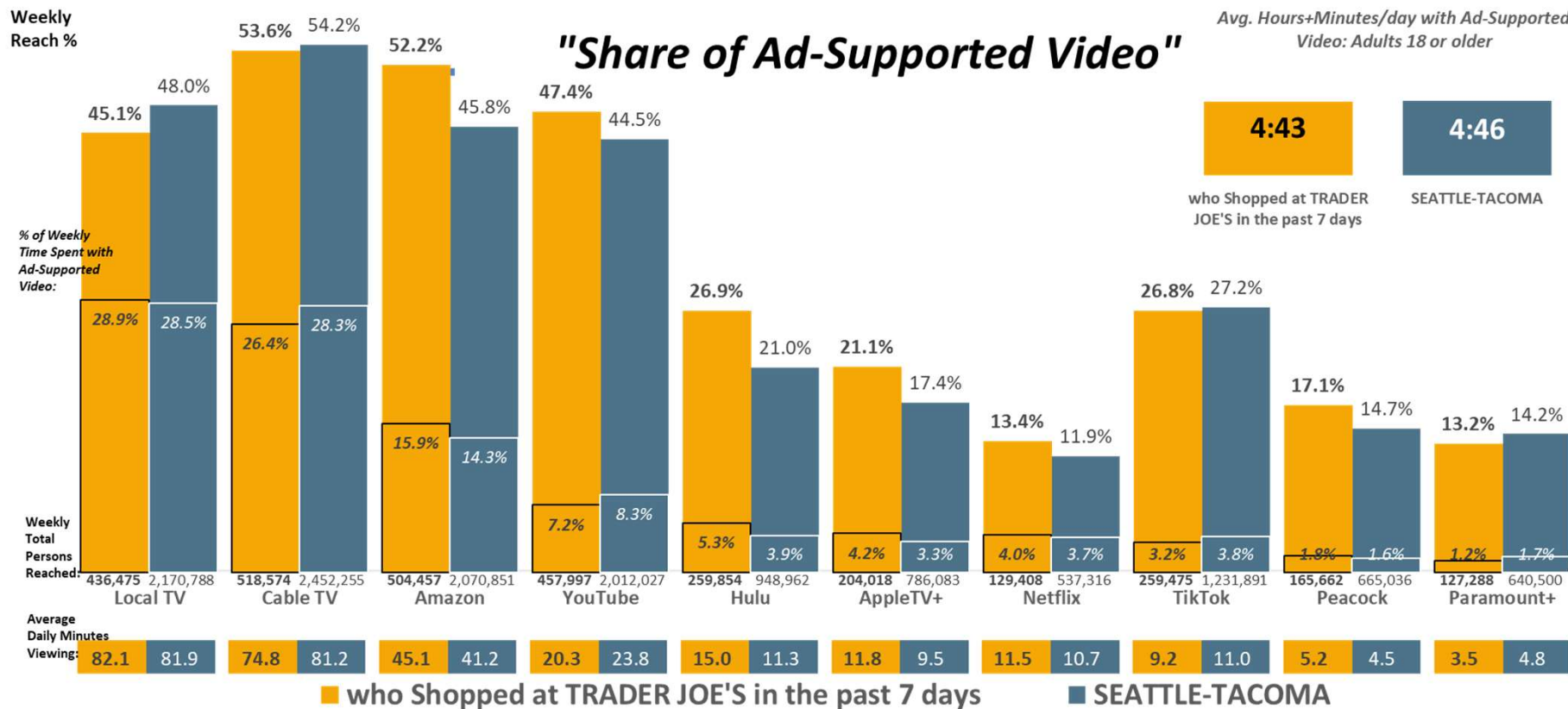
448,667 or 56.4% of Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days watch Ad-Supported Local TV Stations for an average of 62.5 minutes every day representing 26.6% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"





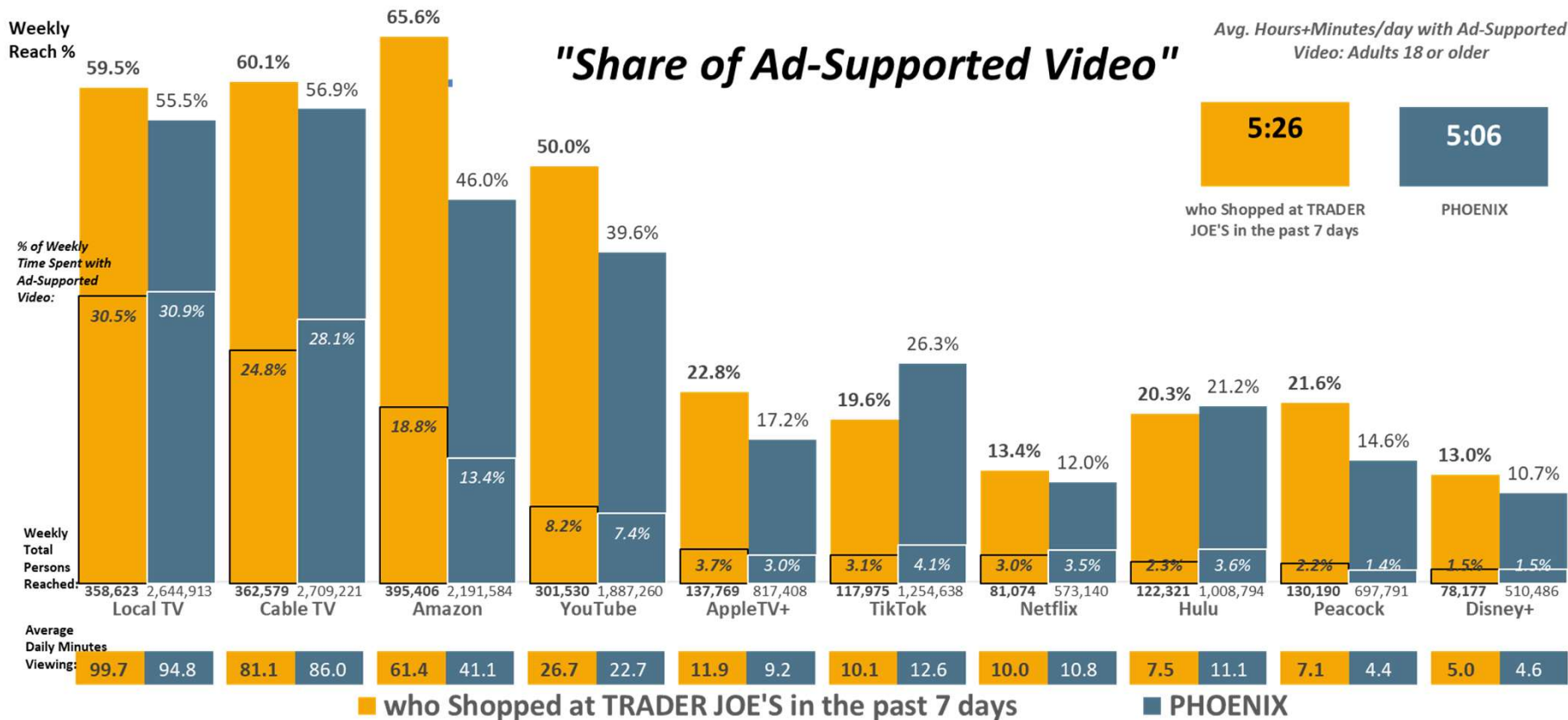
436,475 or 45.1% of Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days watch Ad-Supported Local TV Stations for an average of 82.1 minutes every day representing 28.9% of all time spent daily with Ad-Supported Video.





358,623 or 59.5% of Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days watch Ad-Supported Local TV Stations for an average of 99.7 minutes every day representing 30.5% of all time spent daily with Ad-Supported Video.

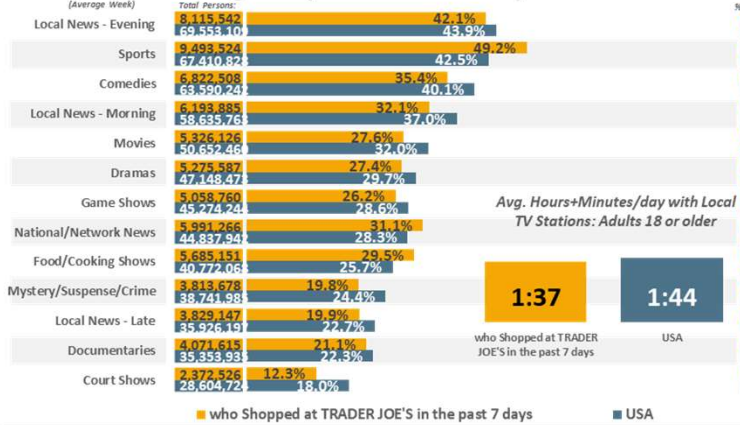
"Share of Ad-Supported Video"



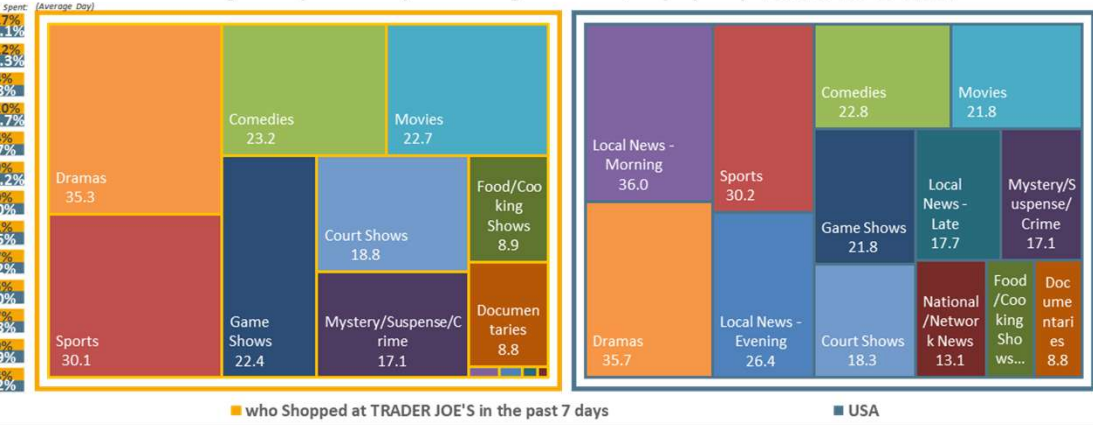


19,061,114 or 56.9% of Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Morning, National/Network News, and Movies.

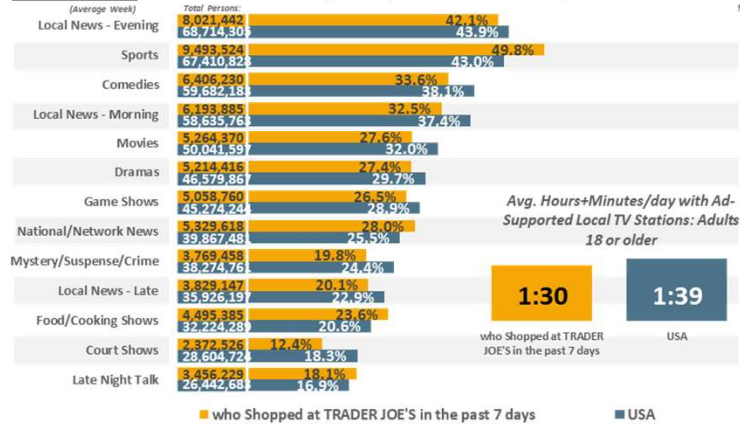
Local TV Station Programs (Persons & % Reach): Adults 18 or older



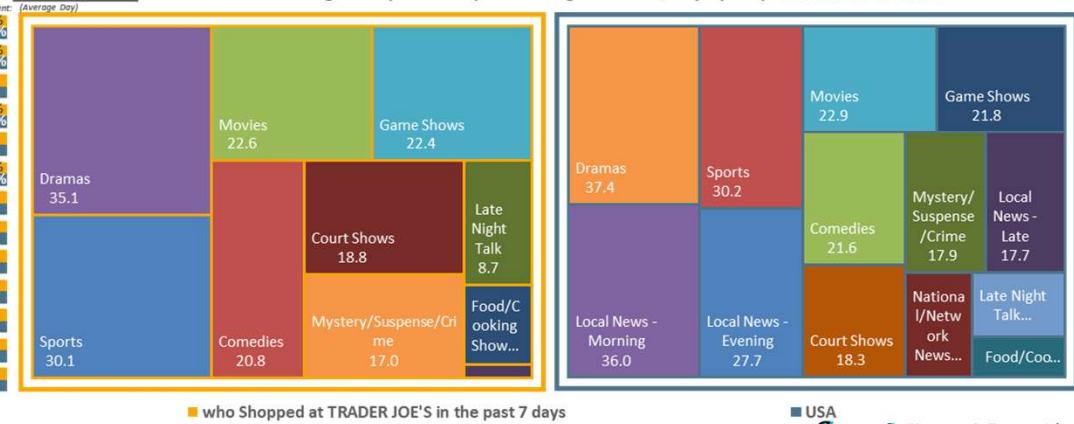
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



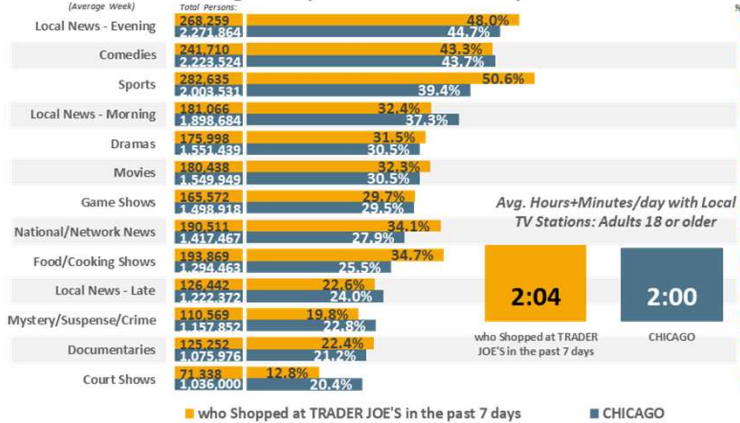
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



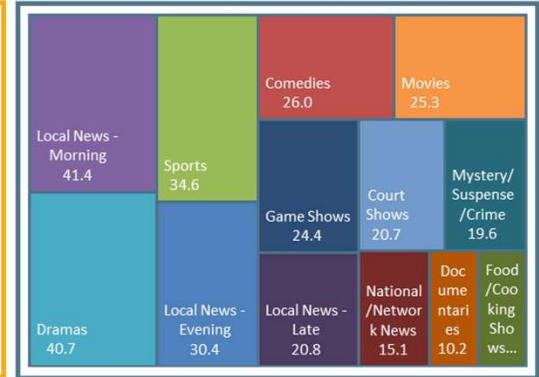


551,992 or 59.% of Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Morning, Movies, and Dramas.

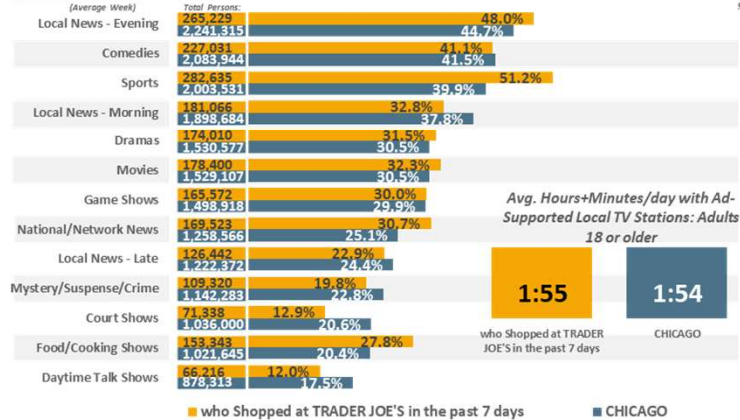
Local TV Station Programs (Persons & % Reach): Adults 18 or older



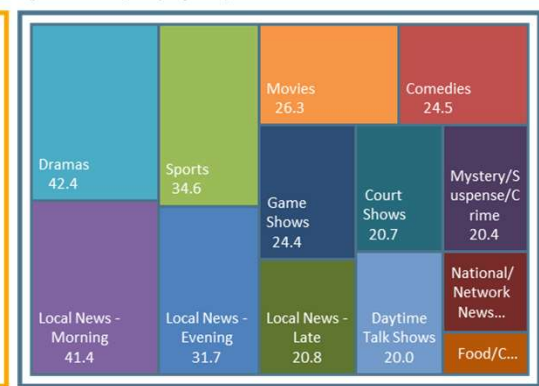
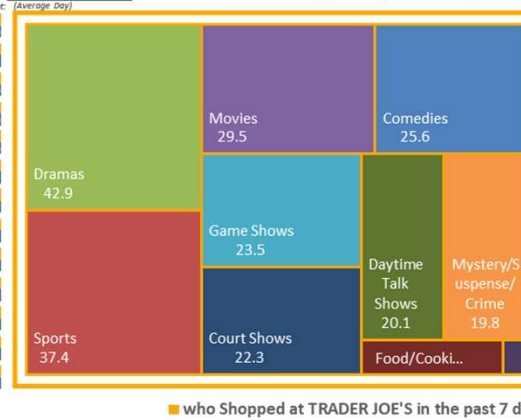
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



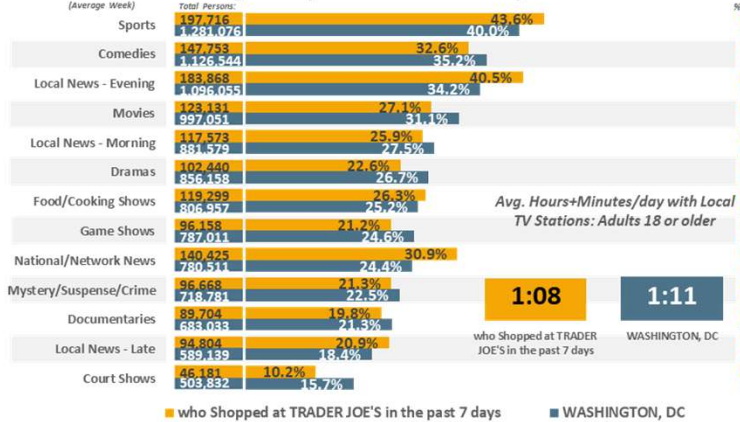
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



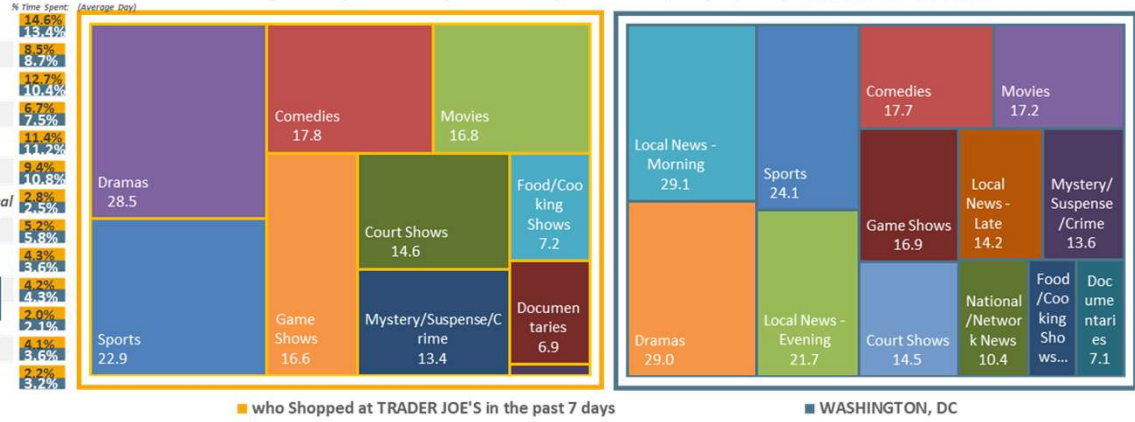


448,667 or 56.4% of Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, National/Network News, Movies, and Local News - Morning.

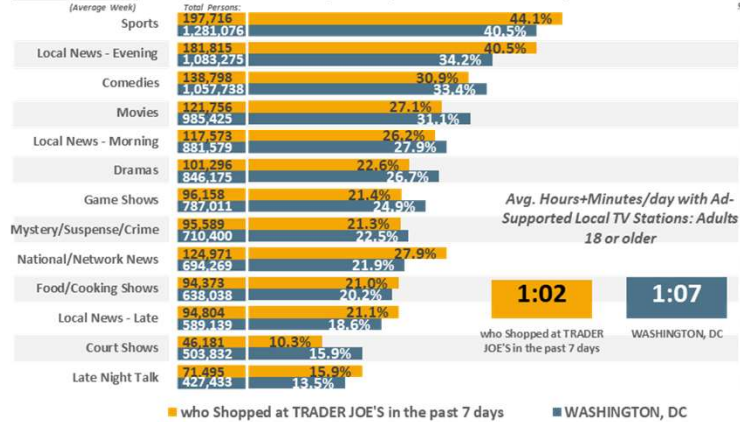
Local TV Station Programs (Persons & % Reach): Adults 18 or older



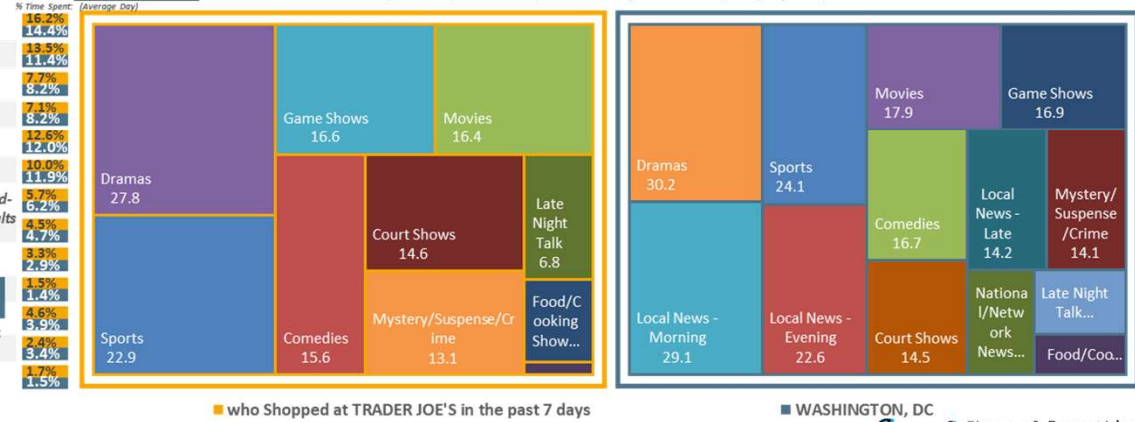
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



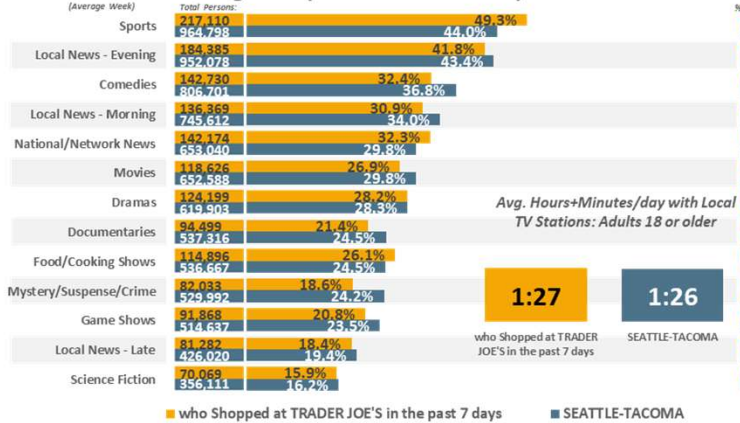
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



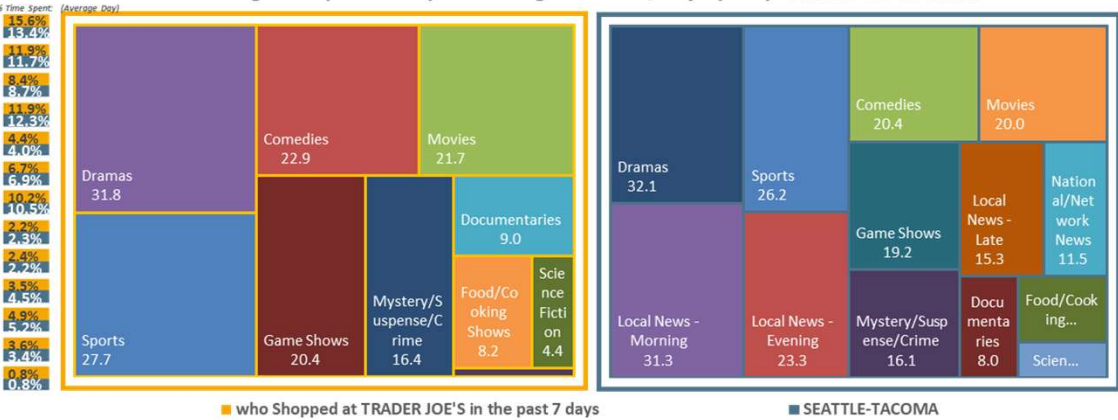


436,475 or 45.1% of Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, National/Network News, and Dramas.

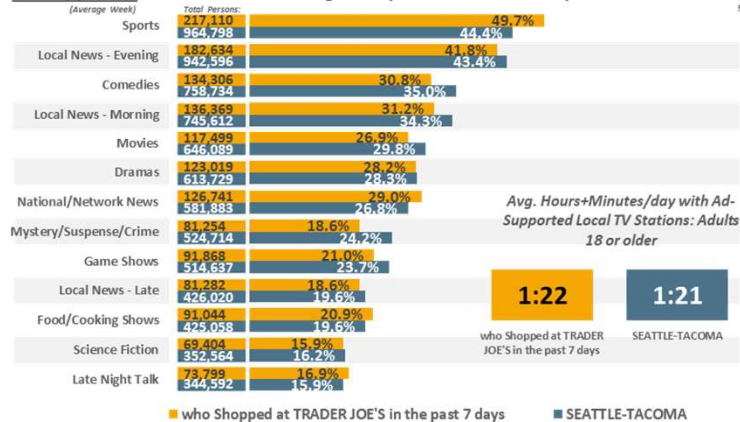
Local TV Station Programs (Persons & % Reach): Adults 18 or older



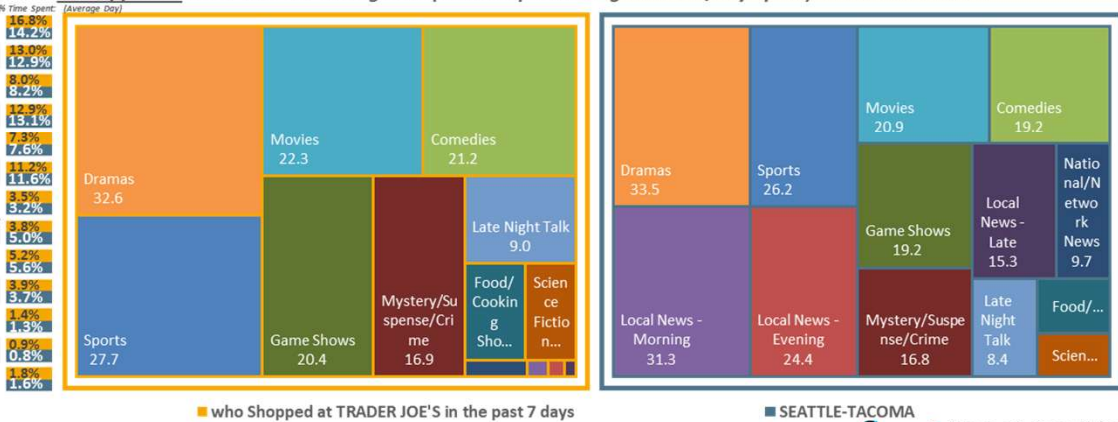
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



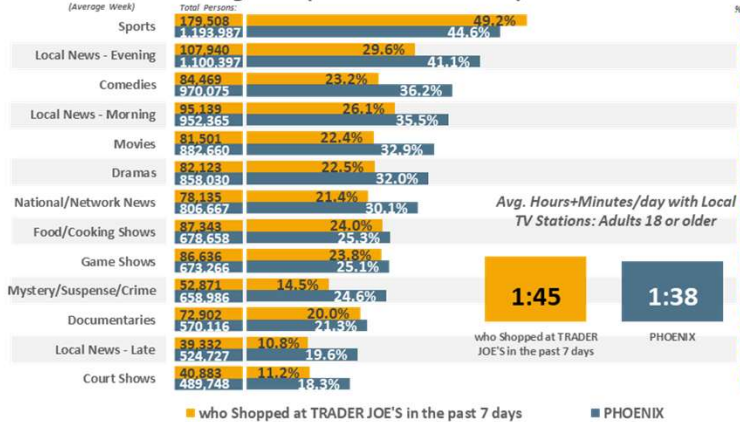
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



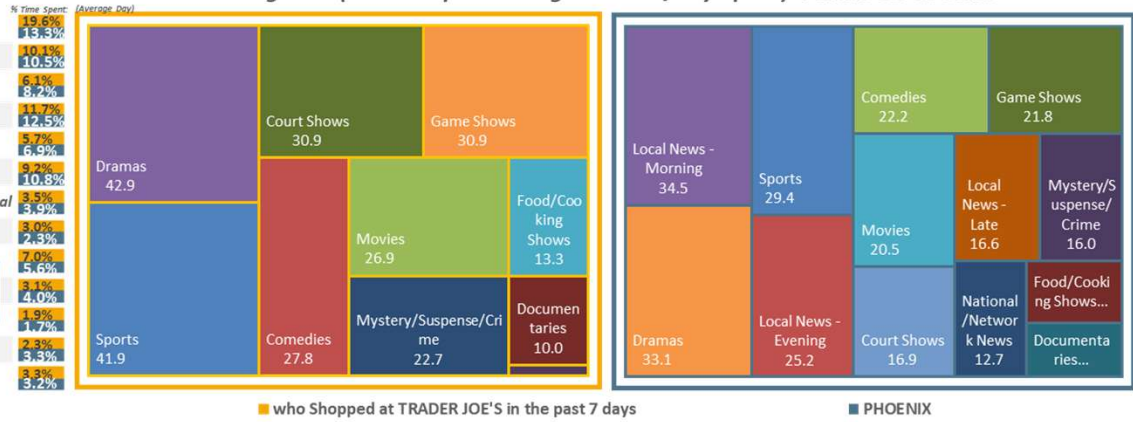


358,623 or 59.5% of Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Game Shows, Dramas, and Movies.

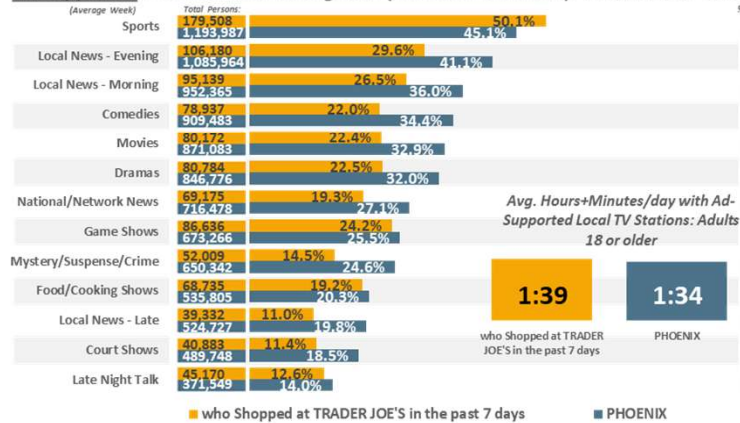
Local TV Station Programs (Persons & % Reach): Adults 18 or older



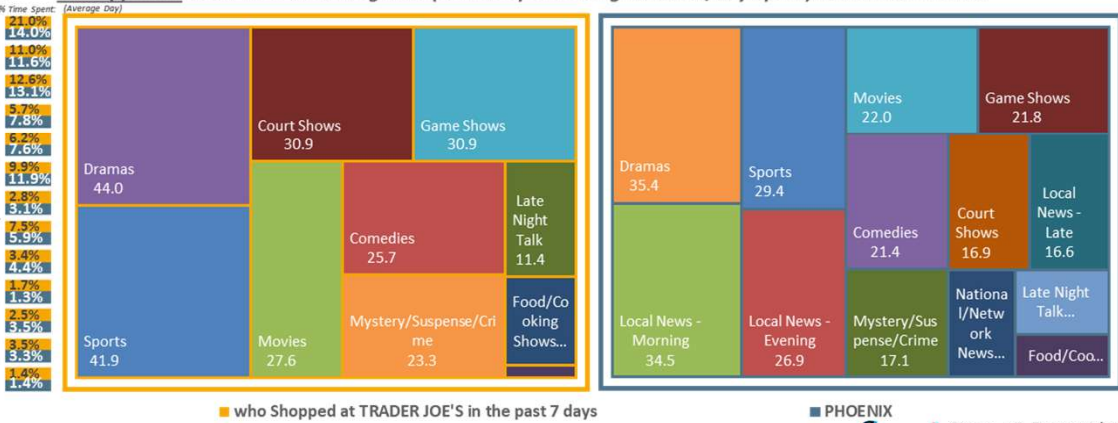
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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

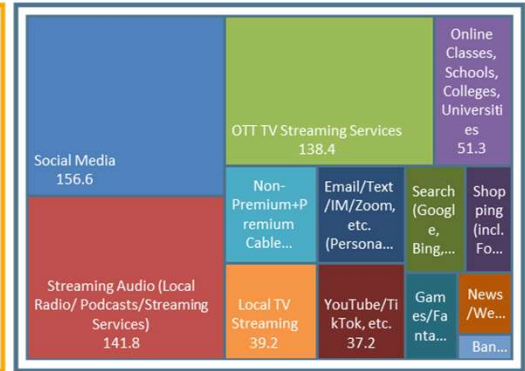
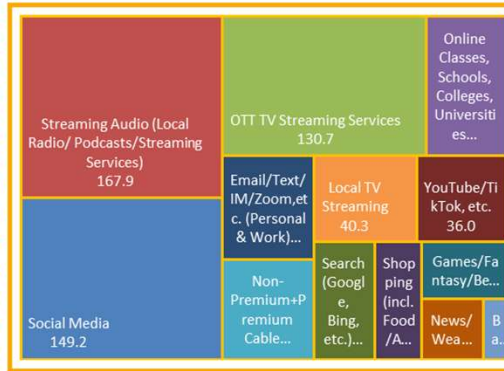
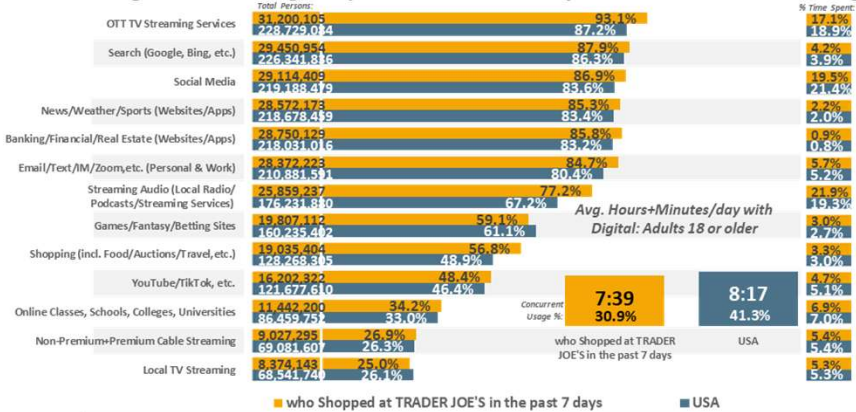




25,725,716 or 76.8% of Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days use Ad-Supported Social Media for an average of 131.8 minutes every day representing 23.5% of all time spent daily with Ad-Supported Digital Media.

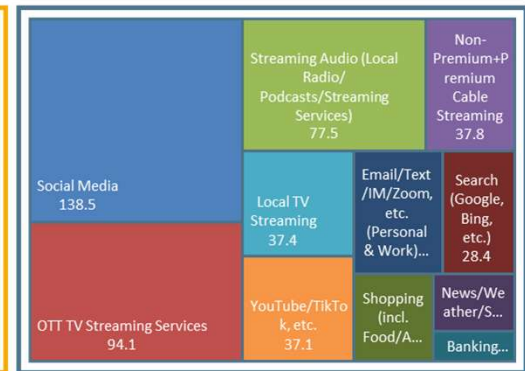
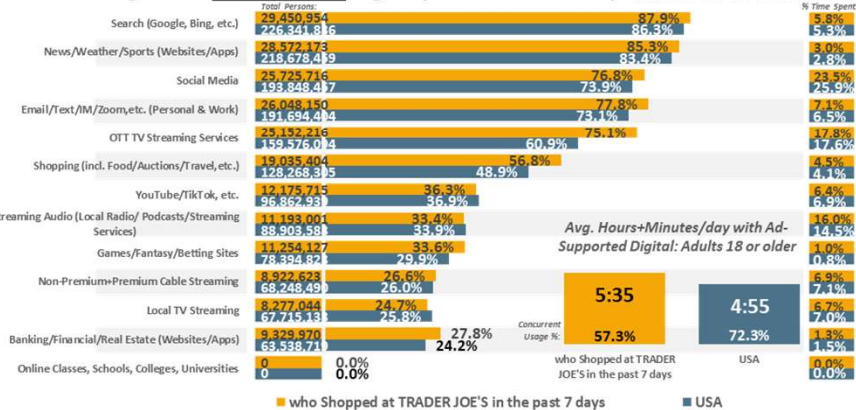
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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



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

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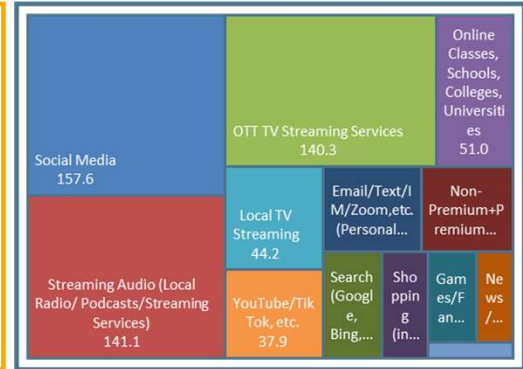
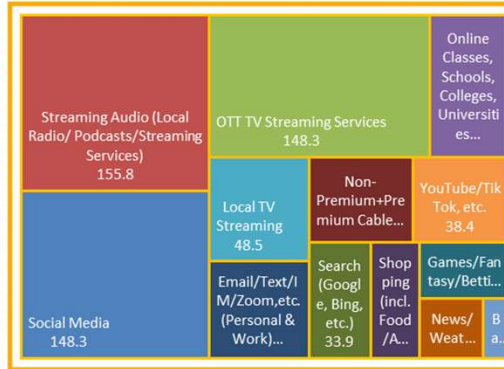
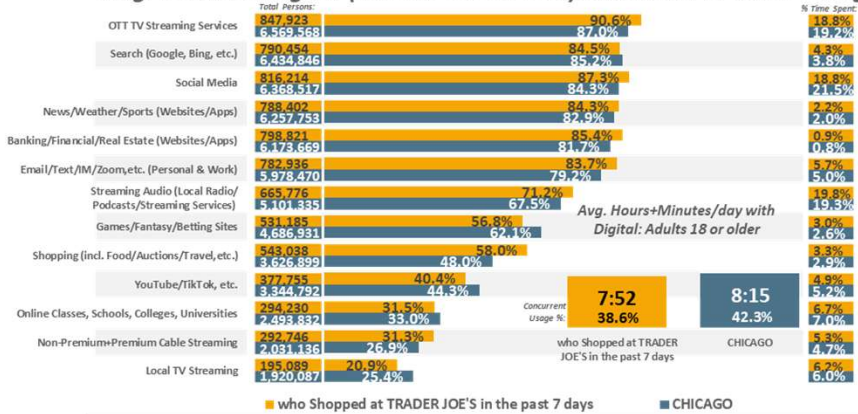
Grocery stores shopped past 7 days (HHLD): Trader Joe's



722,206 or 77.2% of Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days use Ad-Supported Social Media for an average of 131.2 minutes every day representing 22.6% of all time spent daily with Ad-Supported Digital Media.

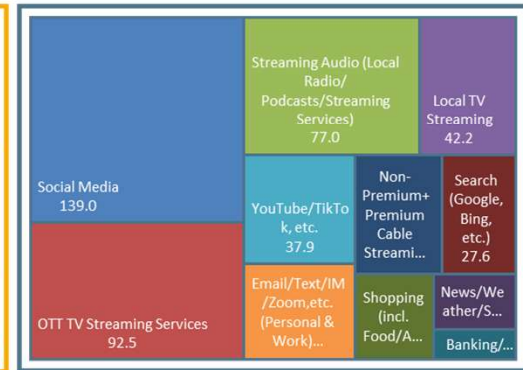
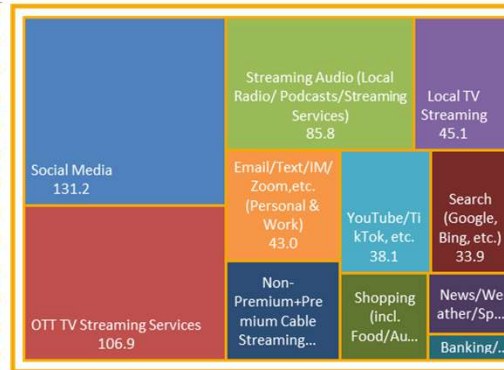
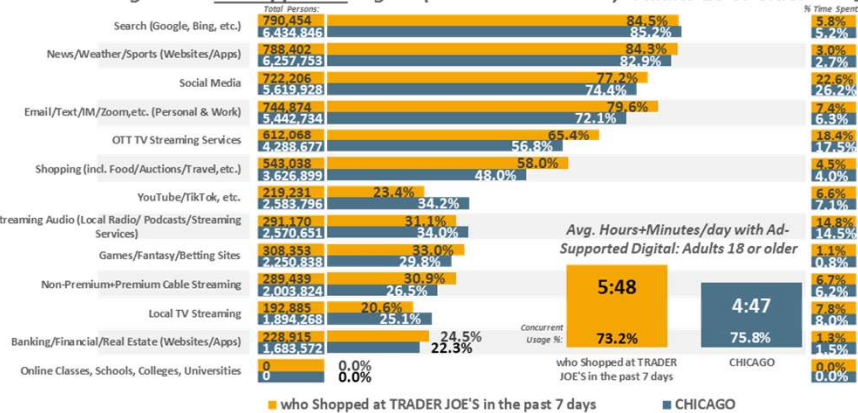
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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

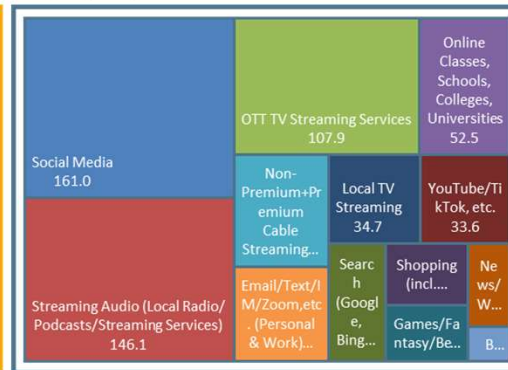
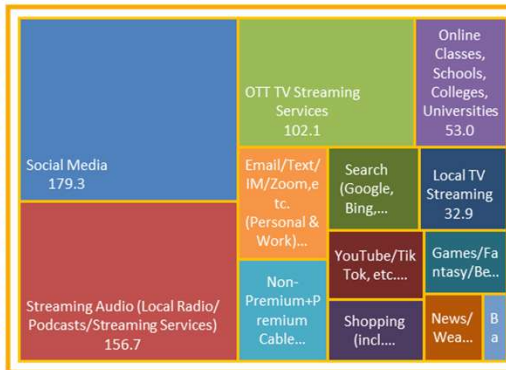
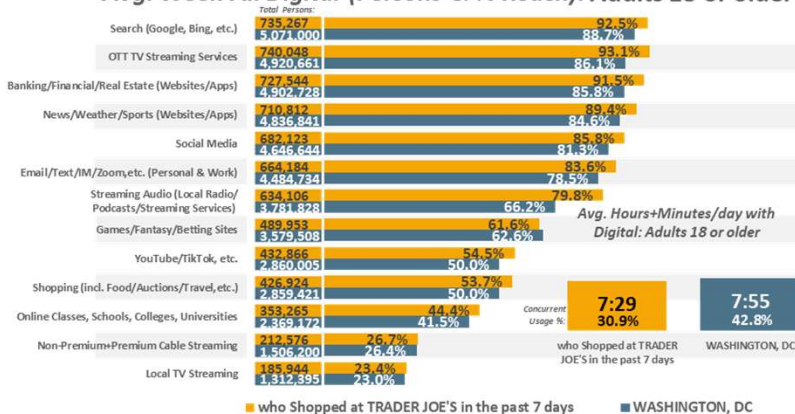




585,965 or 73.7% of Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days use Ad-Supported Social Media for an average of 154. minutes every day representing 28.3% of all time spent daily with Ad-Supported Digital Media.

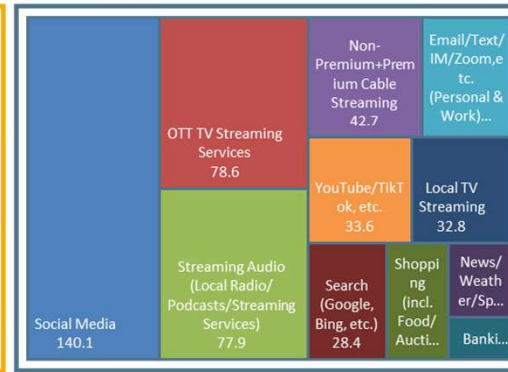
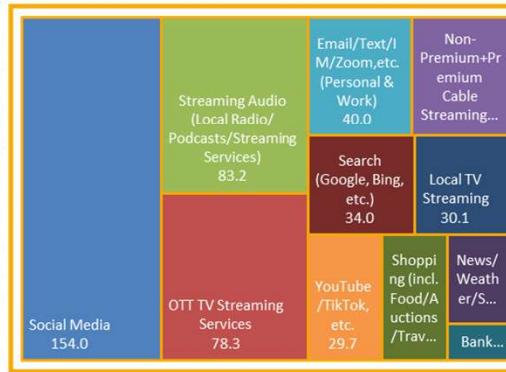
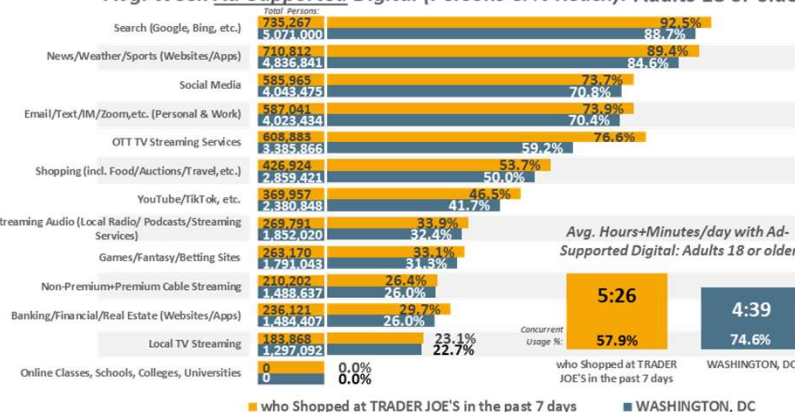
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

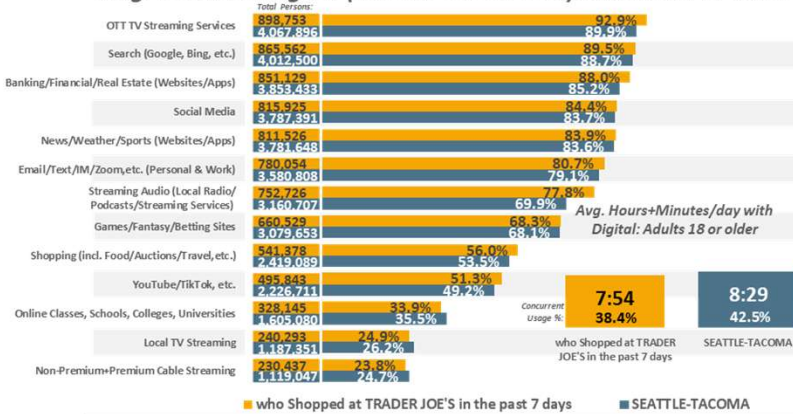
Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



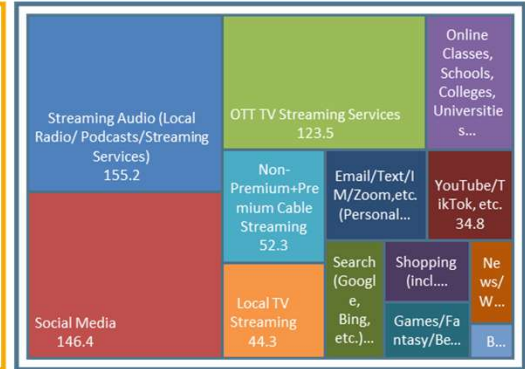
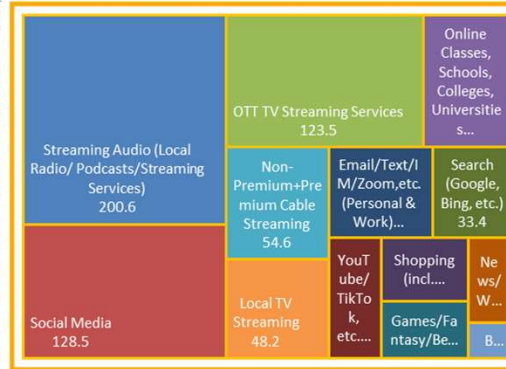


726,770 or 75.2% of Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days use Ad-Supported Social Media for an average of 114.4 minutes every day representing 20.% of all time spent daily with Ad-Supported Digital Media.

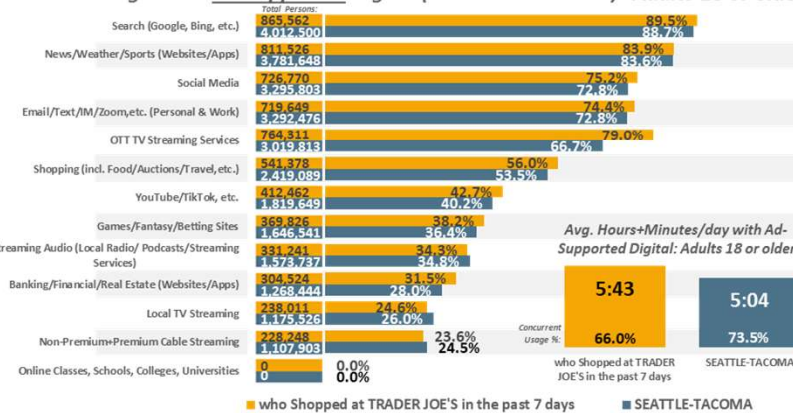
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



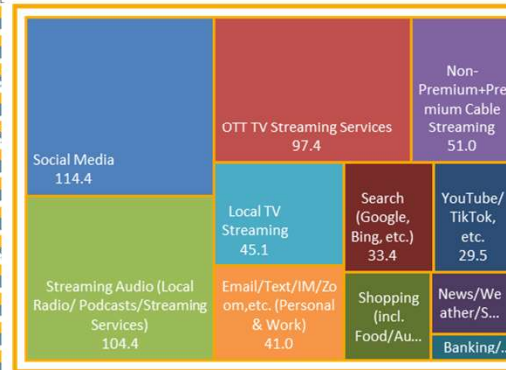
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 878
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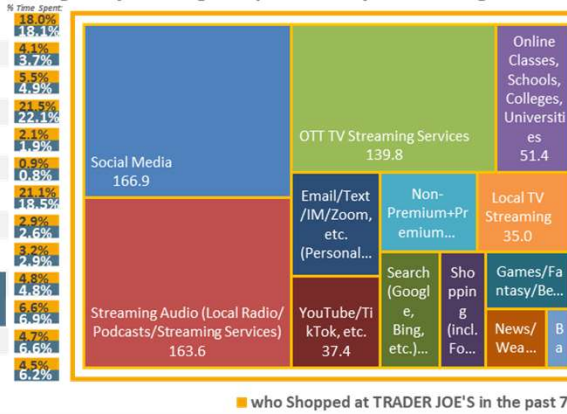
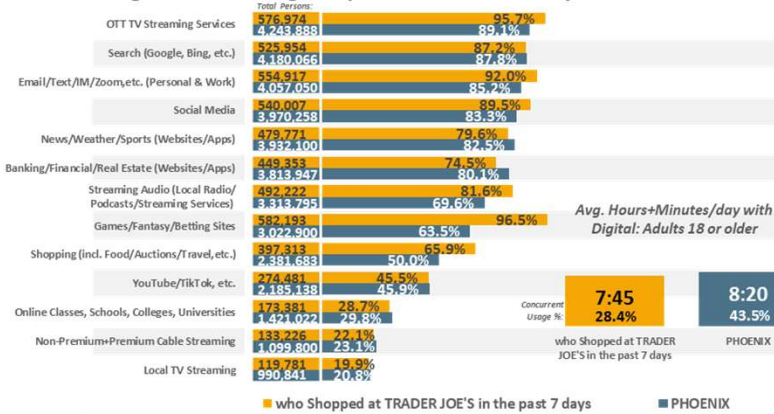
Grocery stores shopped past 7 days (HHLD): Trader Joe's



493,904 or 81.9% of Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days use Ad-Supported Social Media for an average of 152.7 minutes every day representing 26.4% of all time spent daily with Ad-Supported Digital Media.

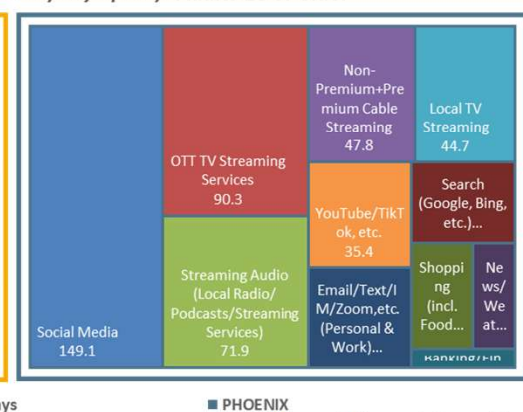
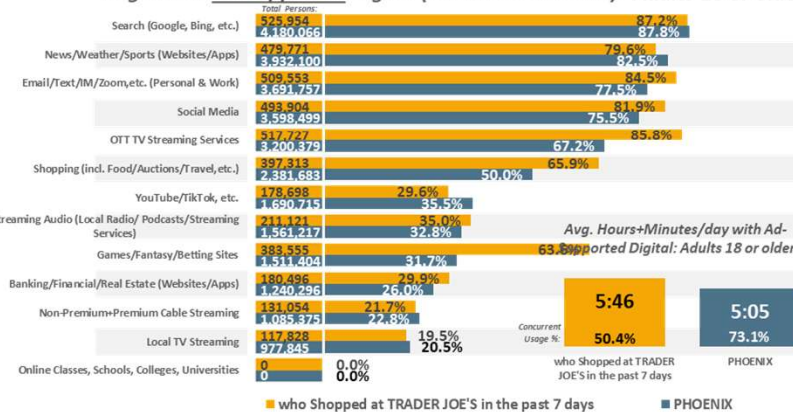
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

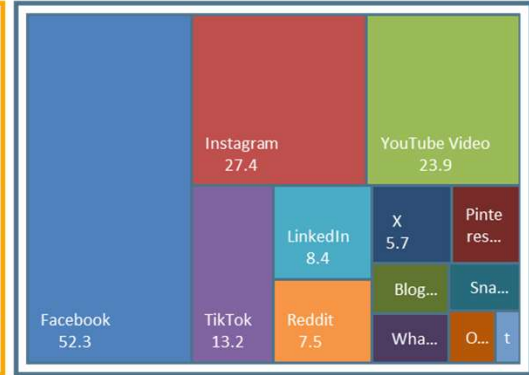
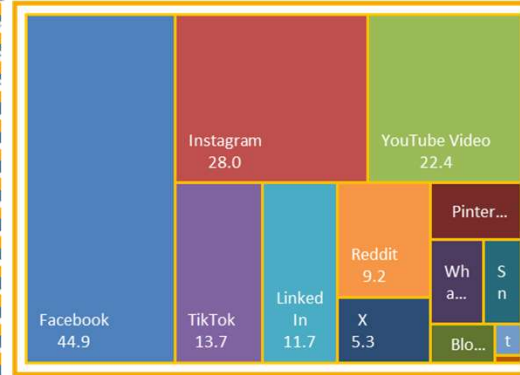
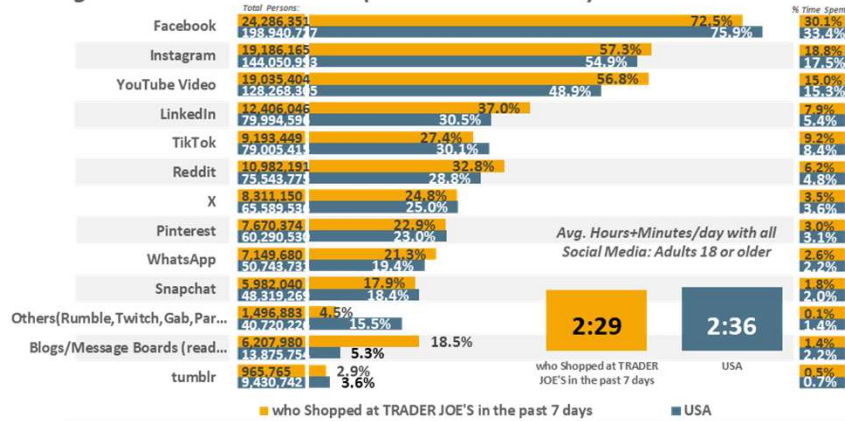
Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



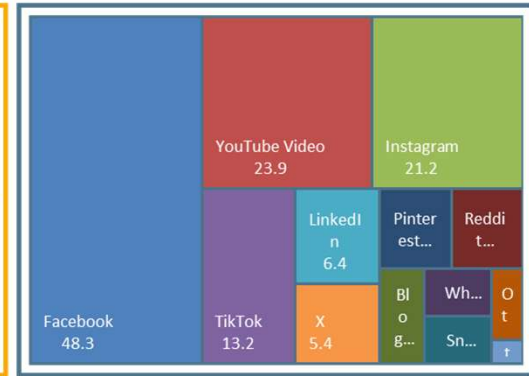
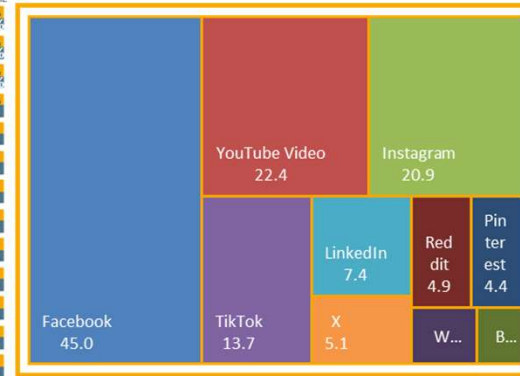
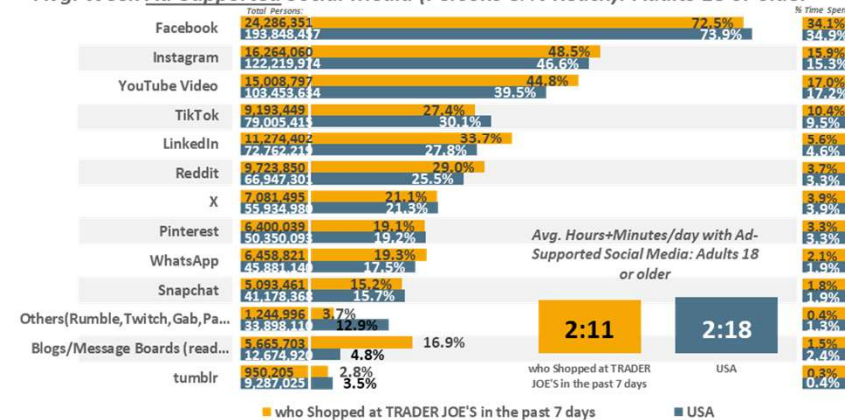


24,286,351 or 72.5% of Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days use Ad-Supported Facebook for an average of 45. minutes every day representing 34.1% of all time spent daily with Ad-Supported Social Media.

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



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



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

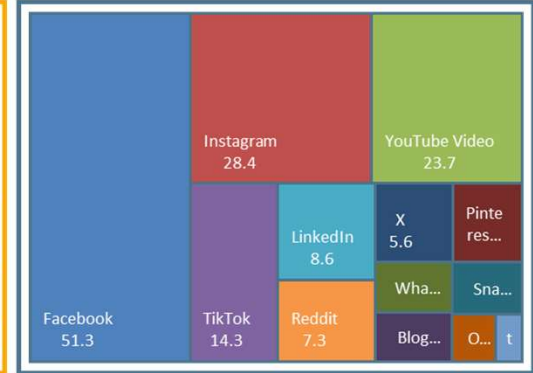
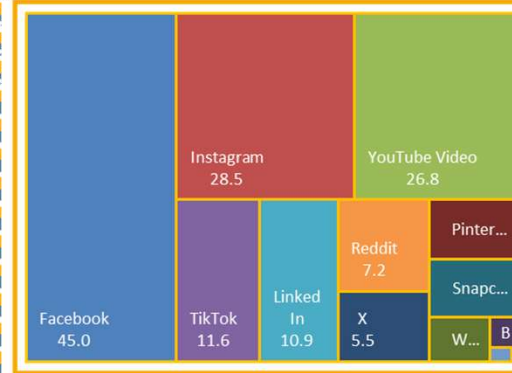
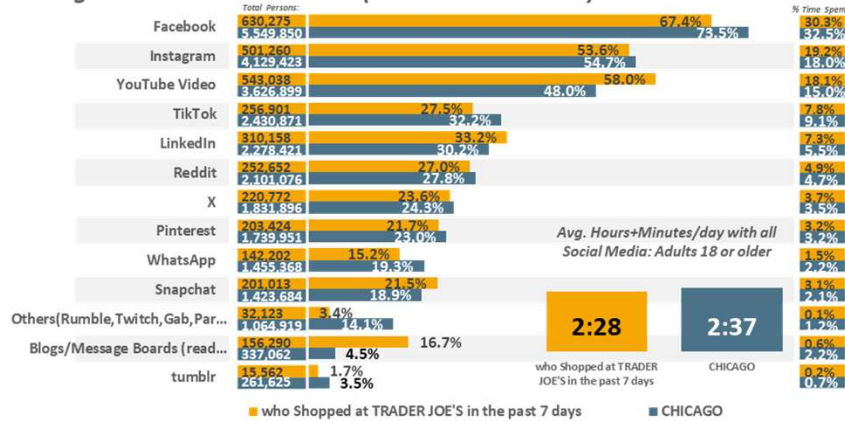
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Grocery stores shopped past 7 days (HHLD): Trader Joe's

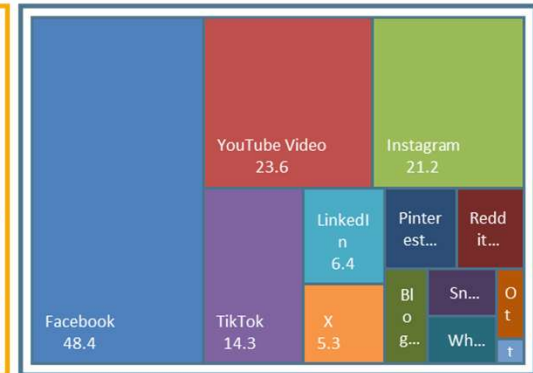
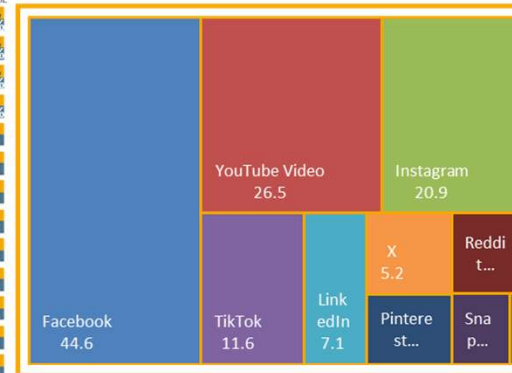
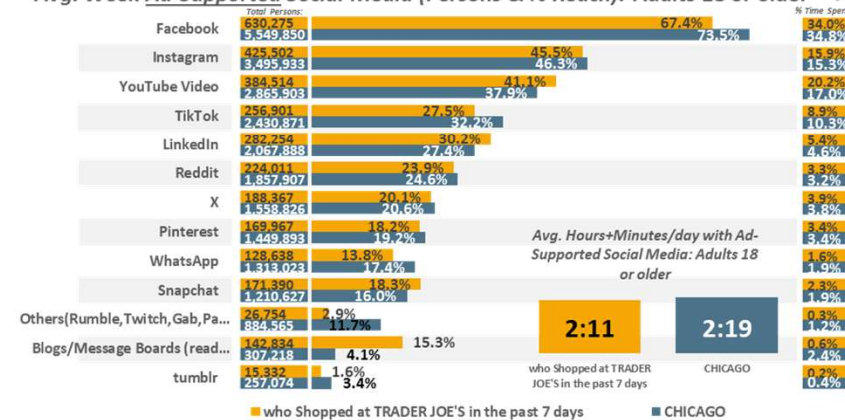


630,275 or 67.4% of Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days use Ad-Supported Facebook for an average of 44.6 minutes every day representing 34.% of all time spent daily with Ad-Supported Social Media.

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



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



CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 541
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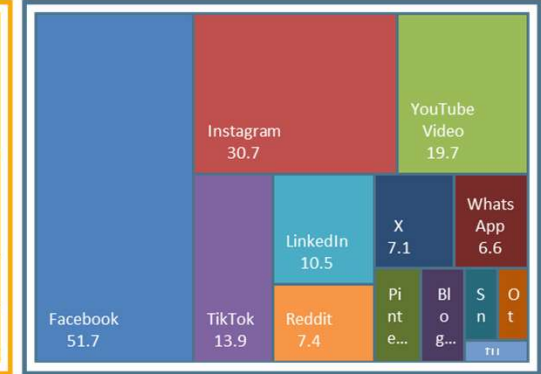
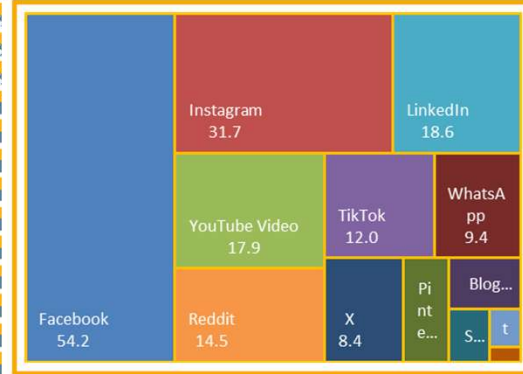
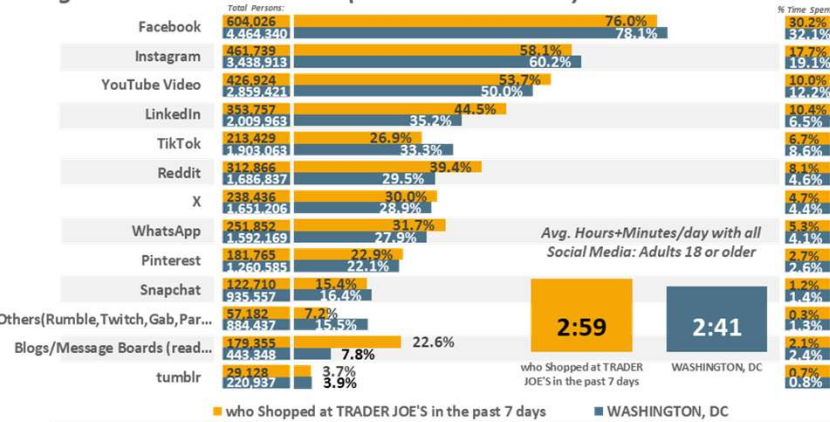
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Grocery stores shopped past 7 days (HHLD): Trader Joe's

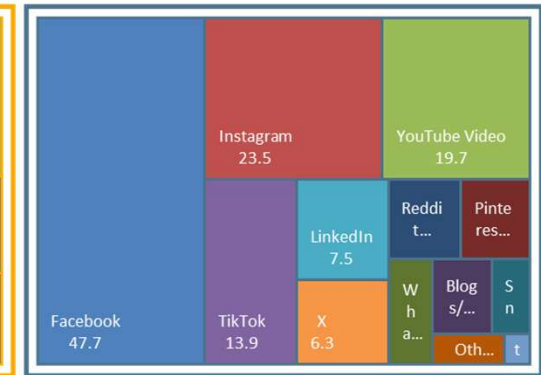
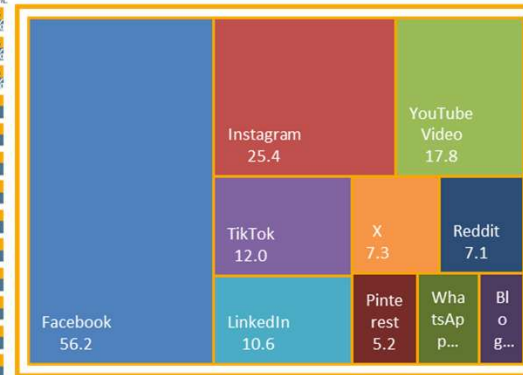
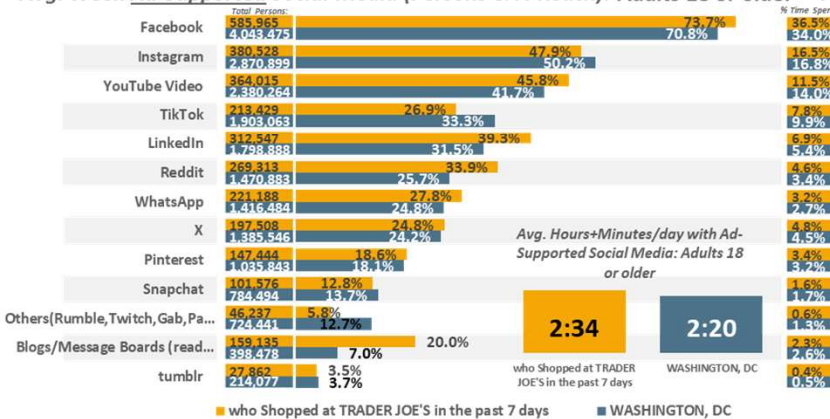


585,965 or 73.7% of Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days use Ad-Supported Facebook for an average of 56.2 minutes every day representing 36.5% of all time spent daily with Ad-Supported Social Media.

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



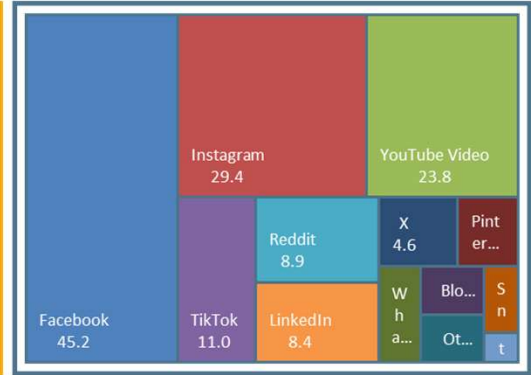
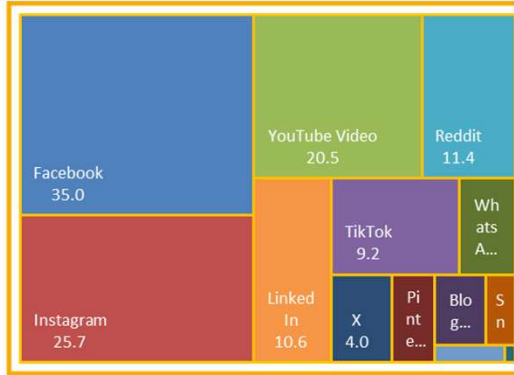
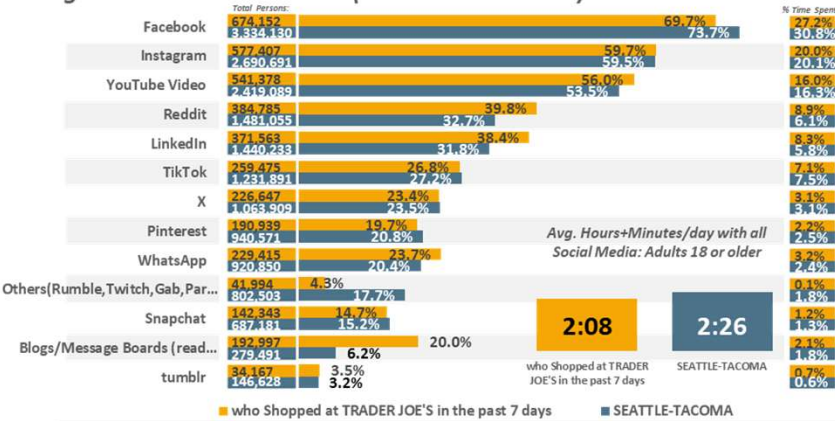
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



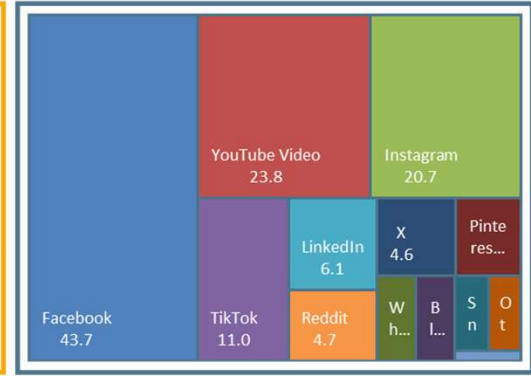
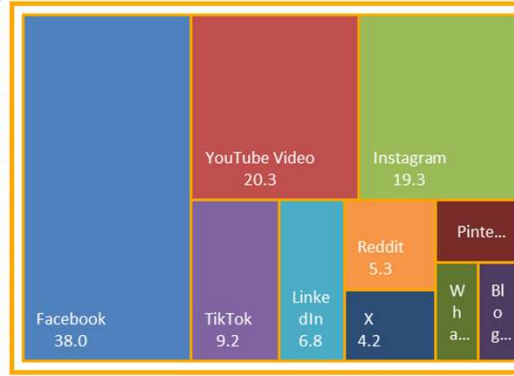
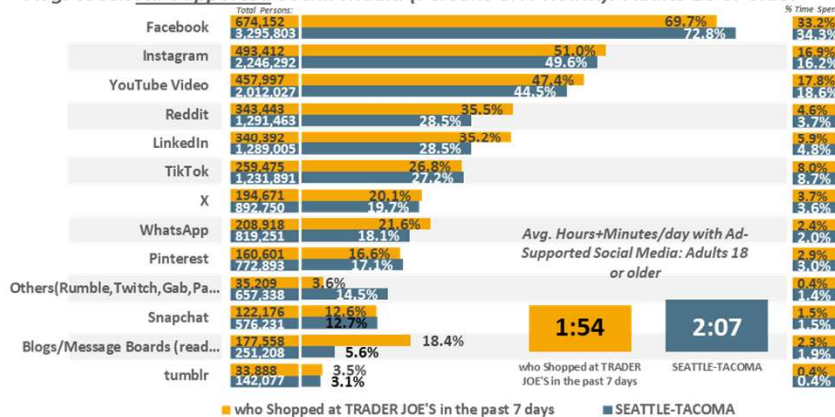


674,152 or 69.7% of Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days use Ad-Supported Facebook for an average of 38. minutes every day representing 33.2% of all time spent daily with Ad-Supported Social Media.

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



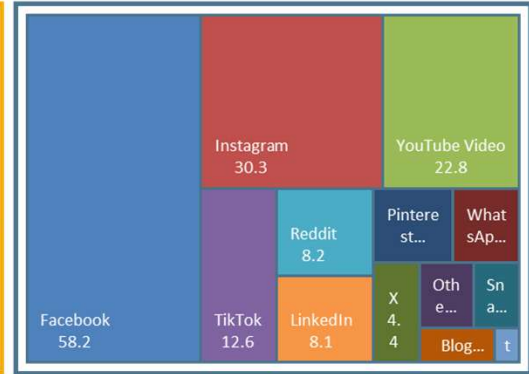
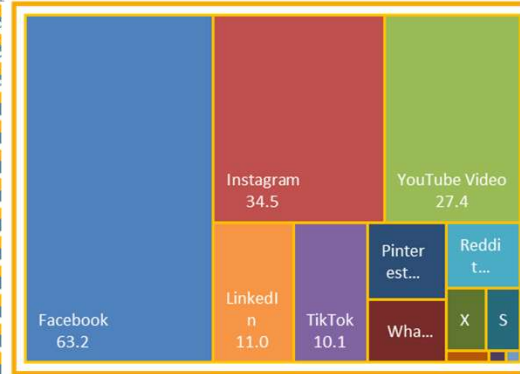
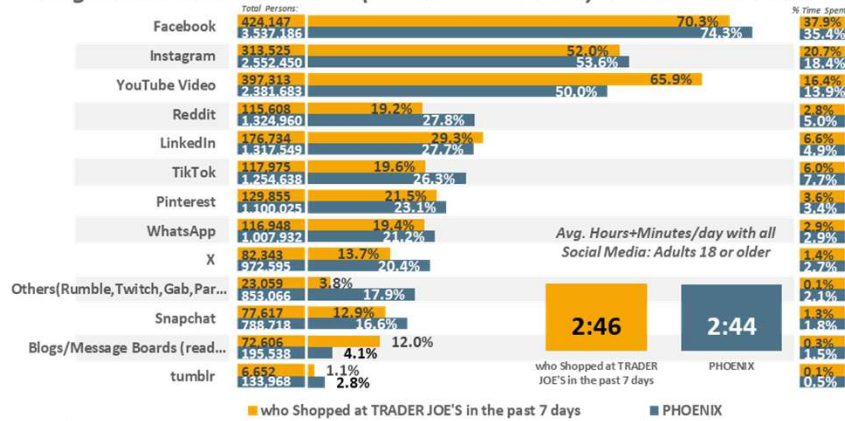
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



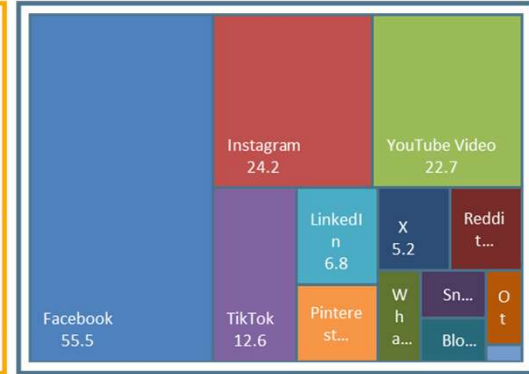
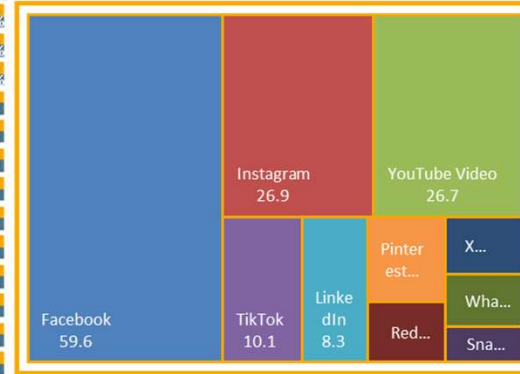
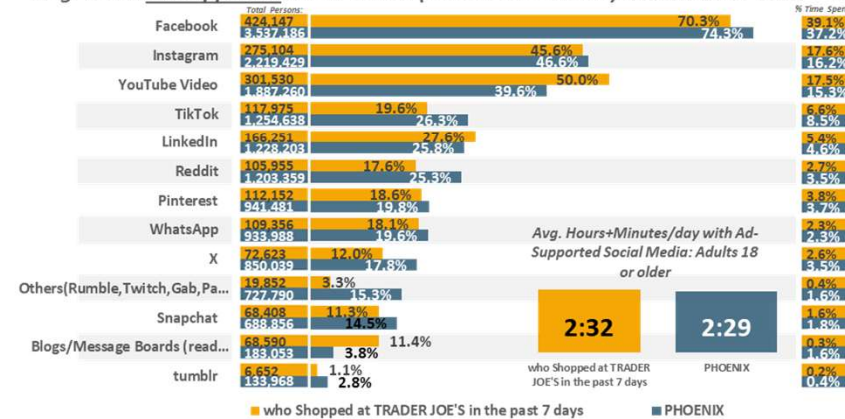


424,147 or 70.3% of Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days use Ad-Supported Facebook for an average of 59.6 minutes every day representing 39.1% of all time spent daily with Ad-Supported Social Media.

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



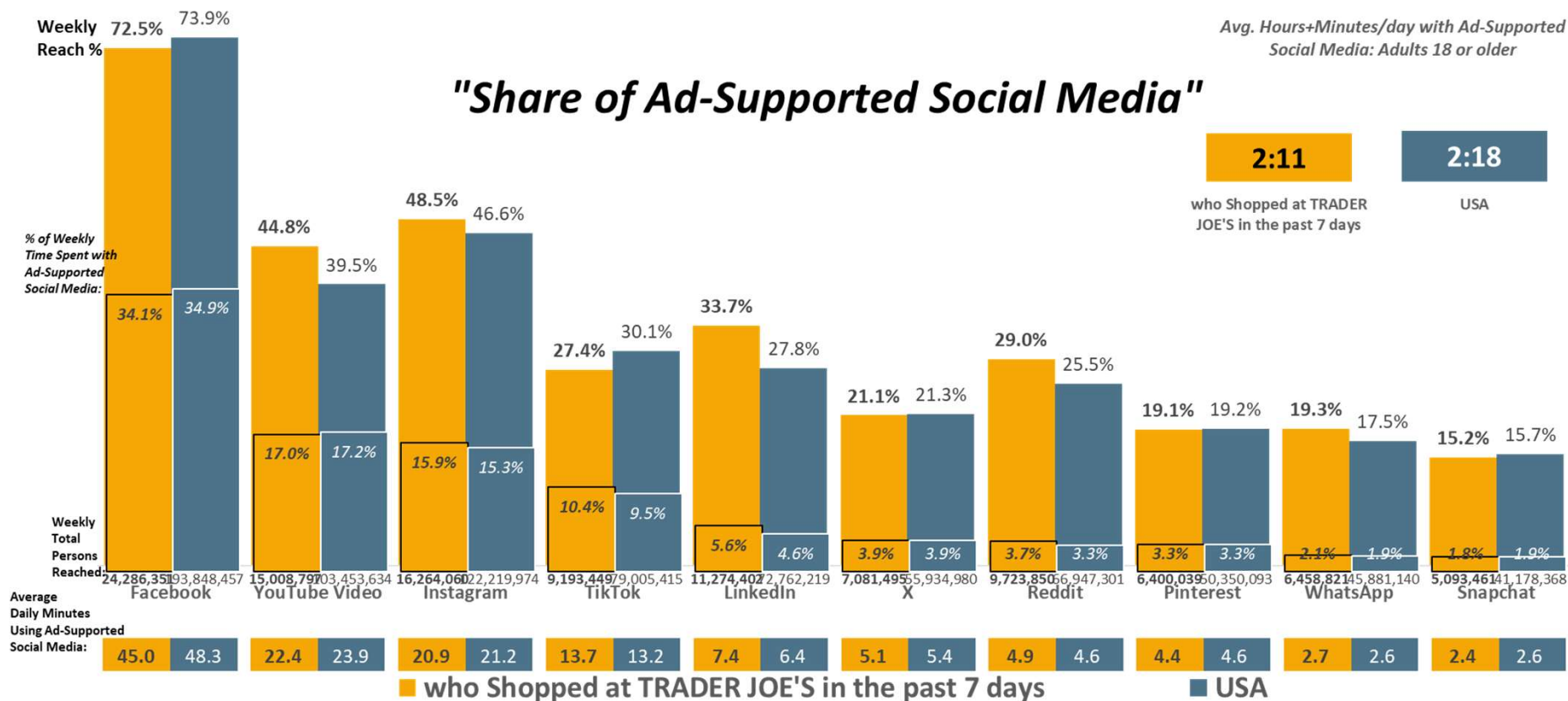
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





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

"Share of Ad-Supported Social Media"



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

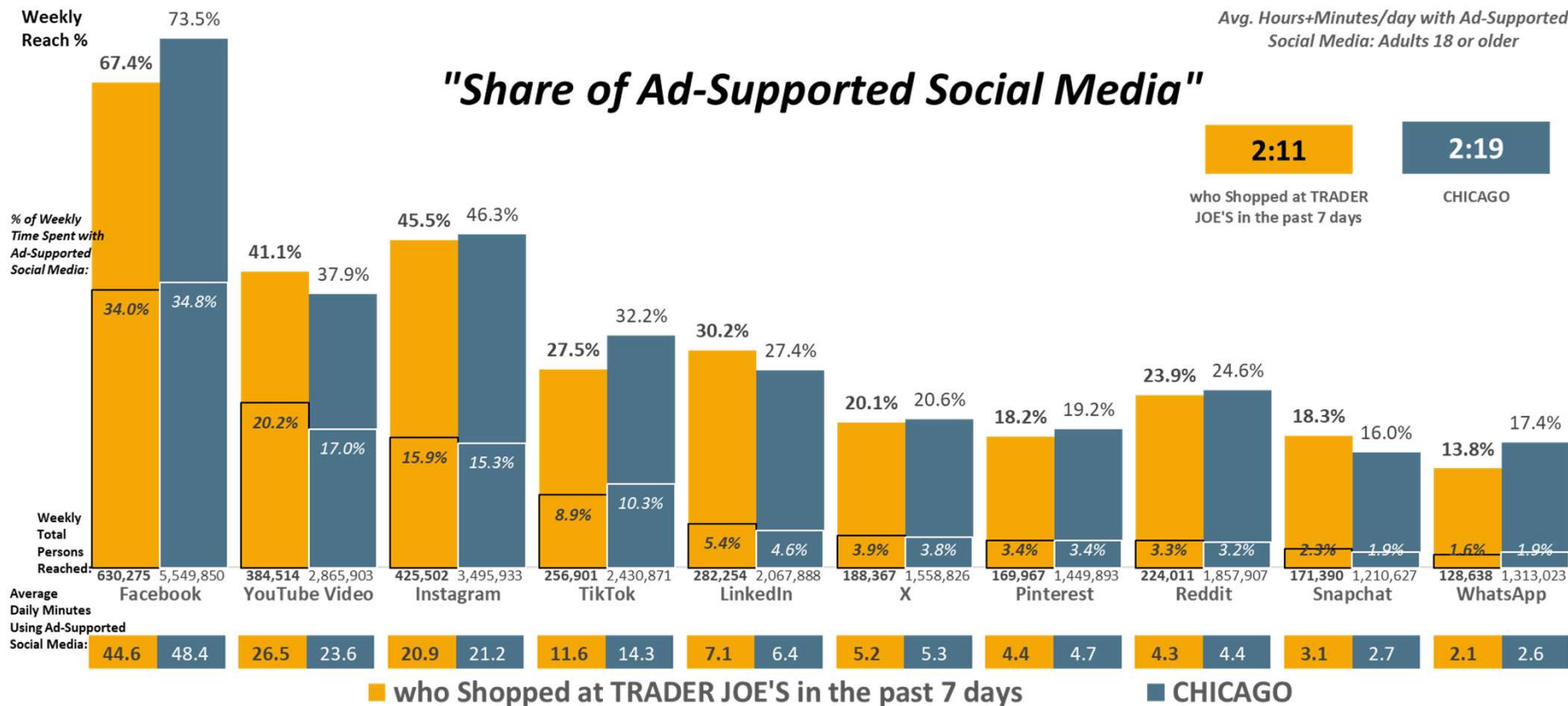
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Grocery stores shopped past 7 days (HHLD): Trader Joe's



630,275 or 67.4% of Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days use Ad-Supported Facebook for an average of 44.6 minutes every day representing 34.% of all time spent daily with Ad-Supported Social Media.

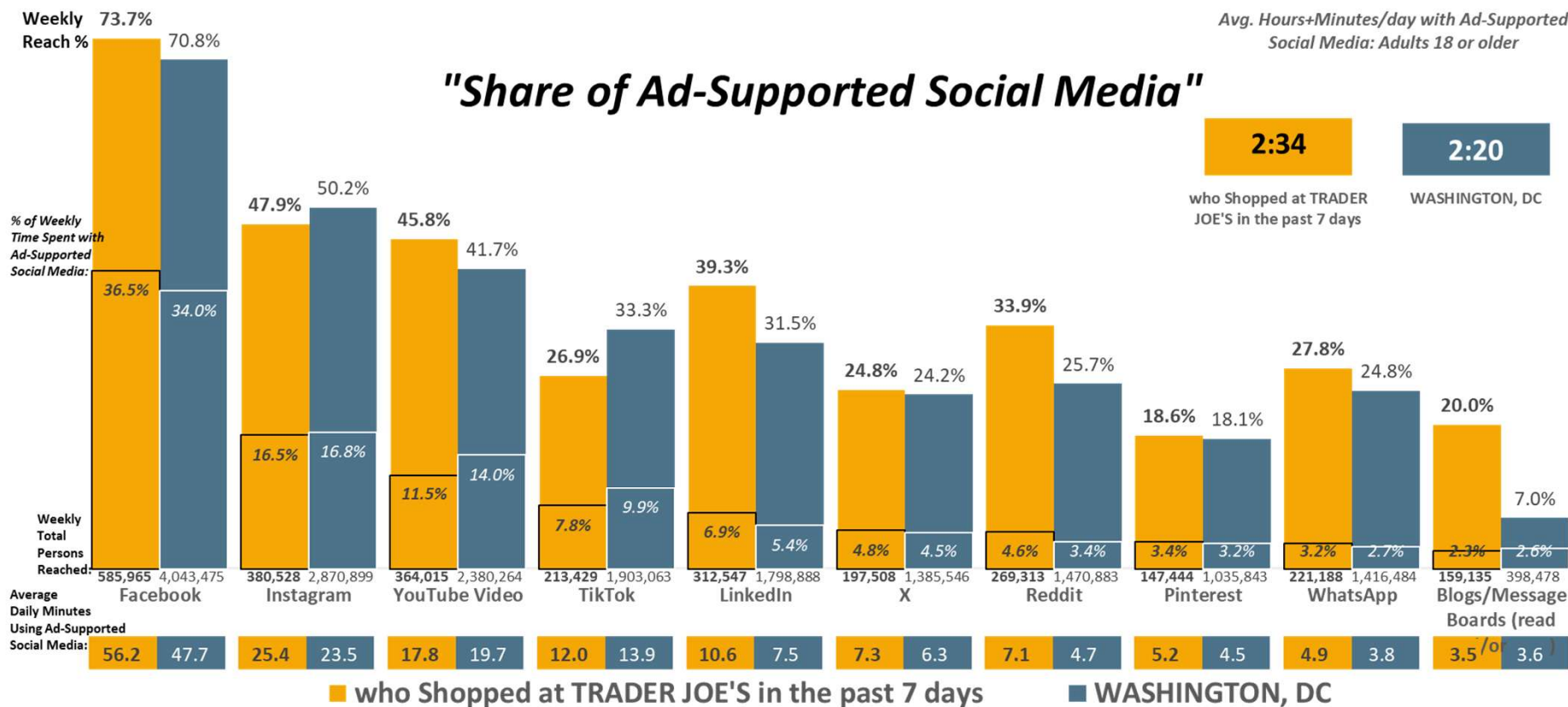
"Share of Ad-Supported Social Media"





585,965 or 73.7% of Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days use Ad-Supported Facebook for an average of 56.2 minutes every day representing 36.5% of all time spent daily with Ad-Supported Social Media.

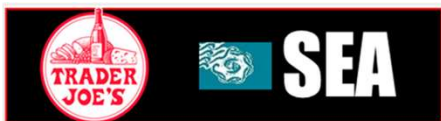
"Share of Ad-Supported Social Media"



WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Mar25 Qual Intab 910 WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919
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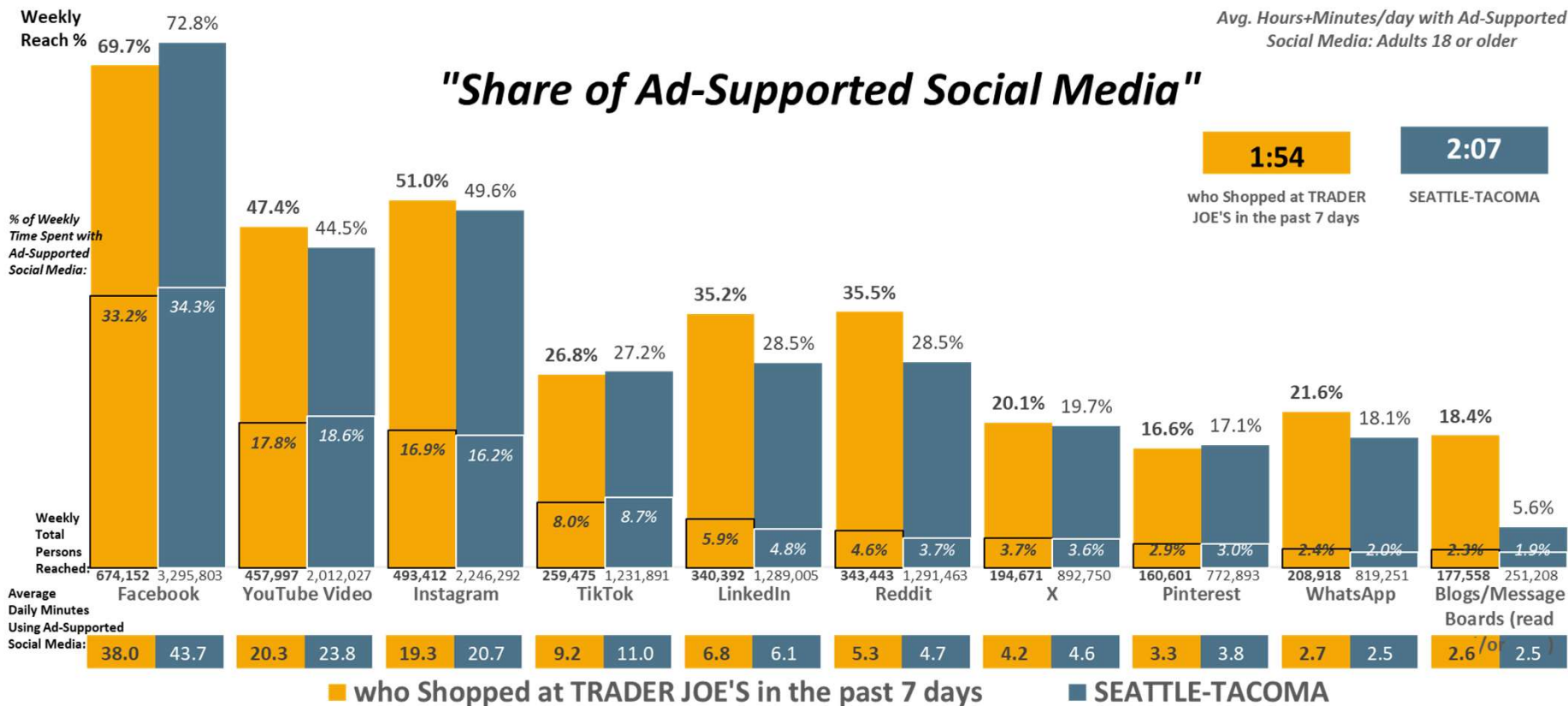
soefa.ai Share of Everything for Anything

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



674,152 or 69.7% of Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days use Ad-Supported Facebook for an average of 38. minutes every day representing 33.2% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 878 SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,986
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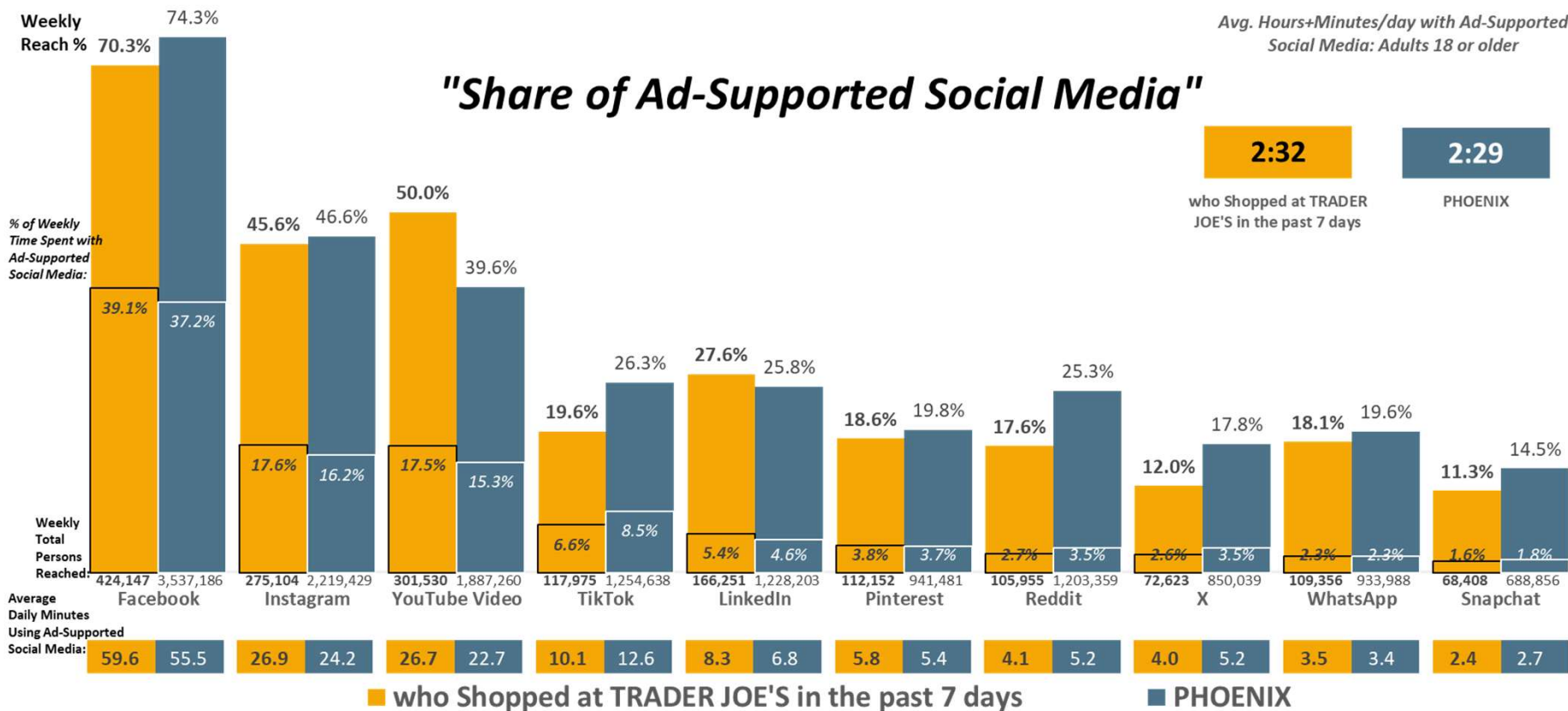
soefa.ai Share of Everything for Anything

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



424,147 or 70.3% of Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days use Ad-Supported Facebook for an average of 59.6 minutes every day representing 39.1% of all time spent daily with Ad-Supported Social Media.

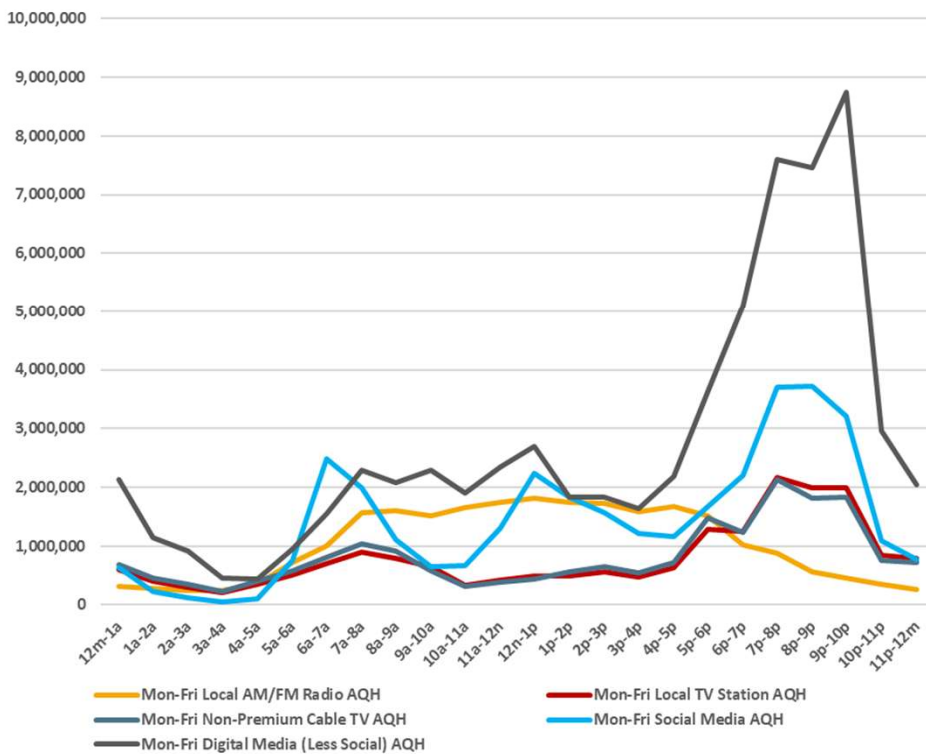
"Share of Ad-Supported Social Media"



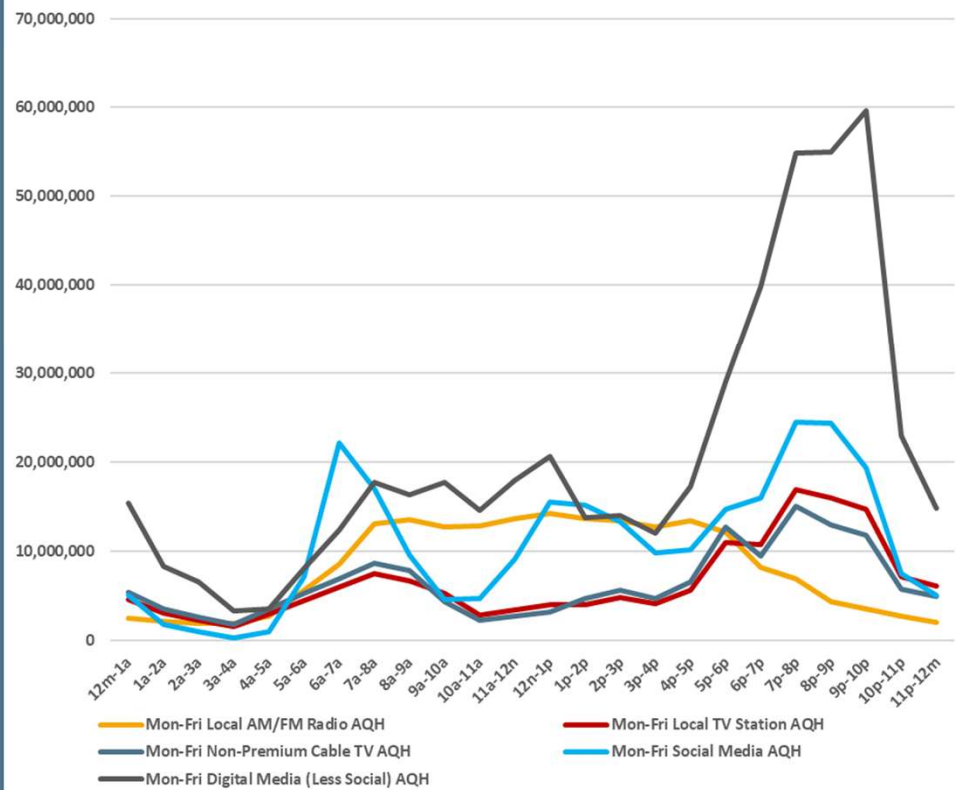


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 2,412,140;
Local Radio: 1,550,230; Social Media: 1,544,684; Non-Prem. Cable: 741,444; Local TV:
687,367 reaching Adults 18 or older who Shopped at TRADER JOE'S in the pas

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



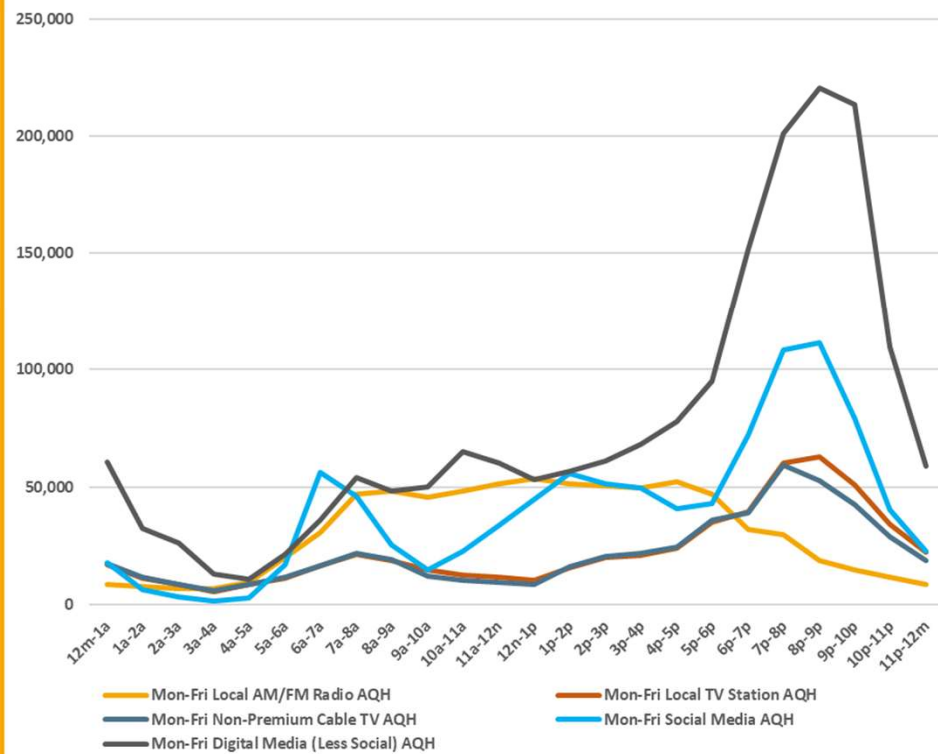
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA 210 DMA Adults 18 or older



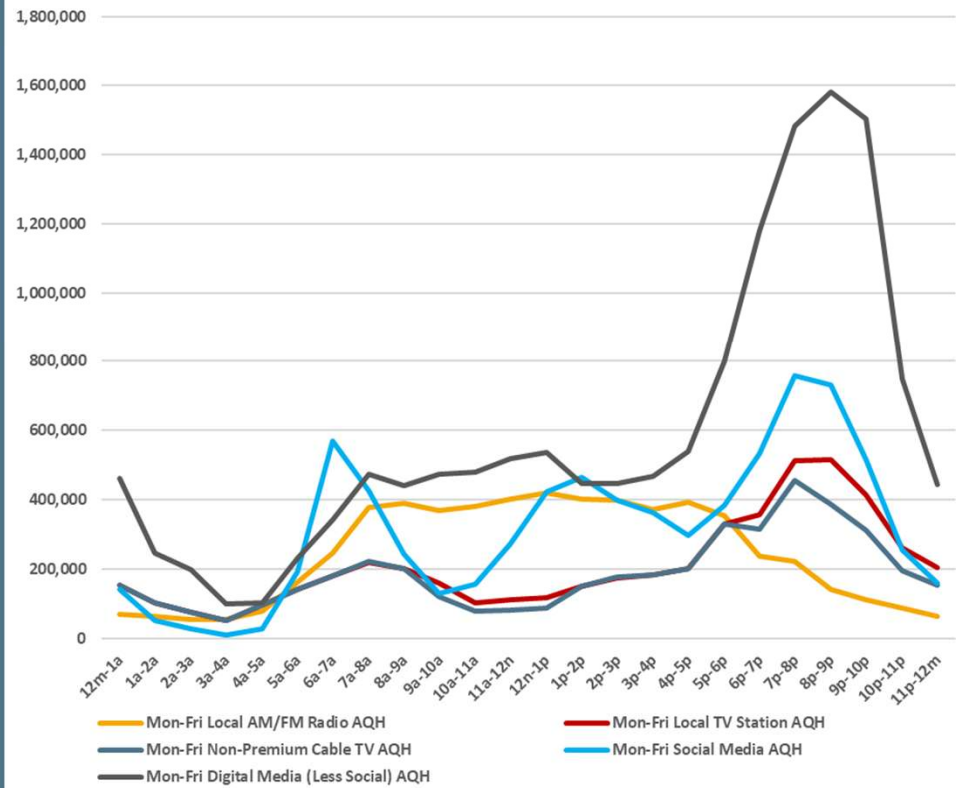


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 67,478; Local Radio: 46,788; Social Media: 42,863; Local TV: 19,990; Non-Prem. Cable: 19,704 reaching Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days.

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



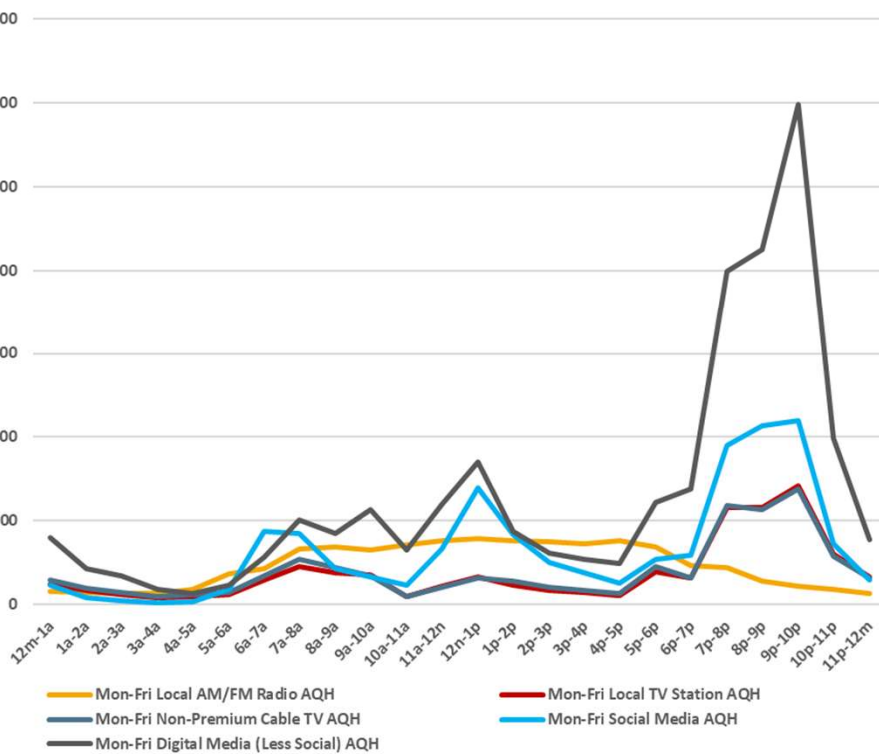
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
CHICAGO Metro Area Adults 18 or older



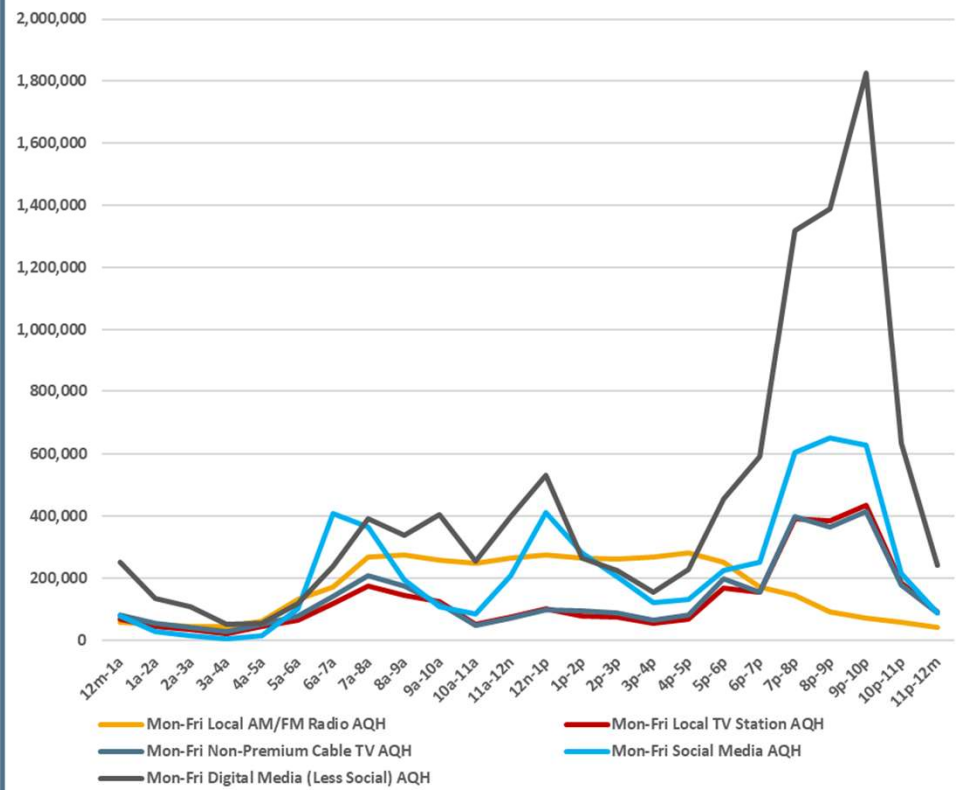


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 46,959; Local Radio: 33,914; Social Media: 30,226; Non-Prem. Cable: 14,725; Local TV: 13,378 reaching Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days.

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



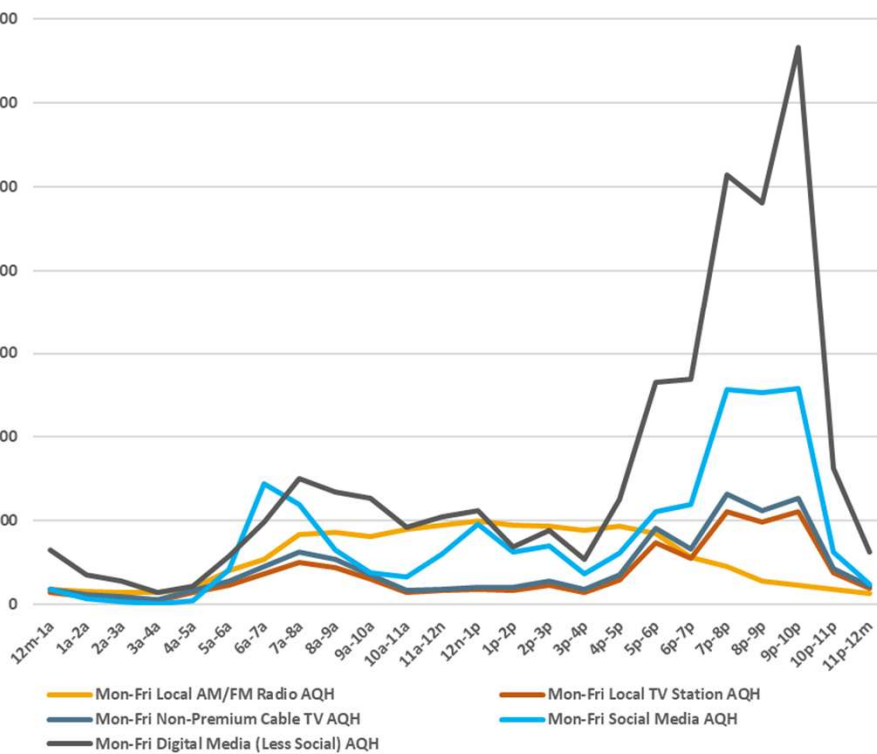
*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
WASHINGTON, DC DMA Adults 18 or older*



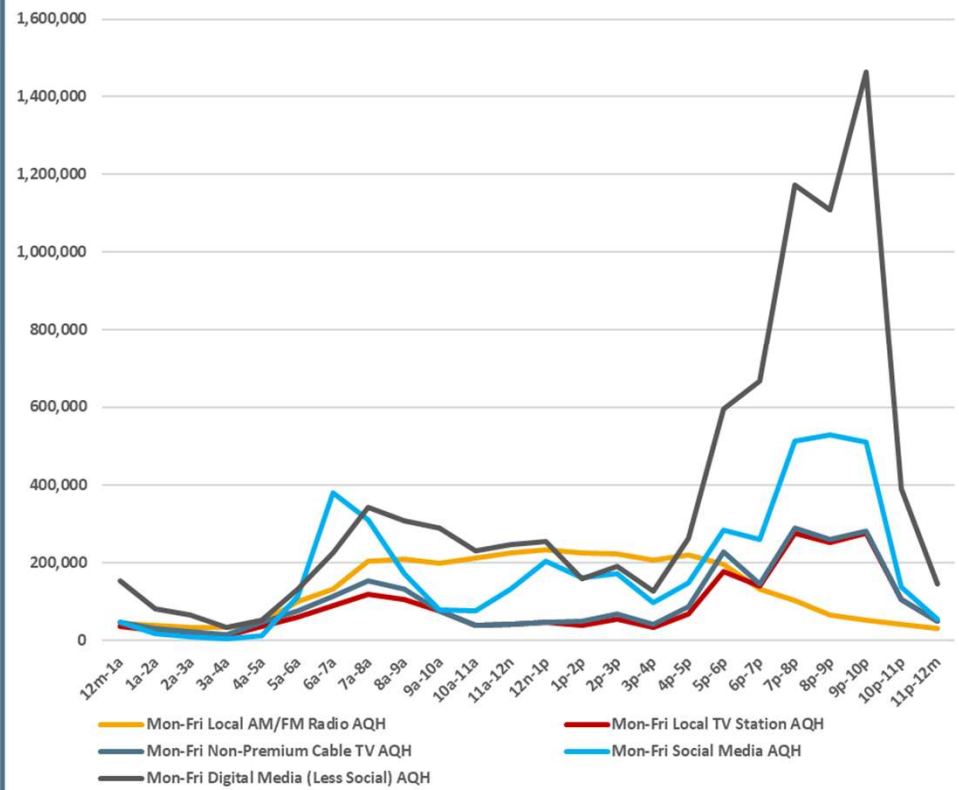


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 64,977; Local Radio: 42,490; Social Media: 39,080; Non-Prem. Cable: 19,688; Local TV: 16,267 reaching Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days.

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



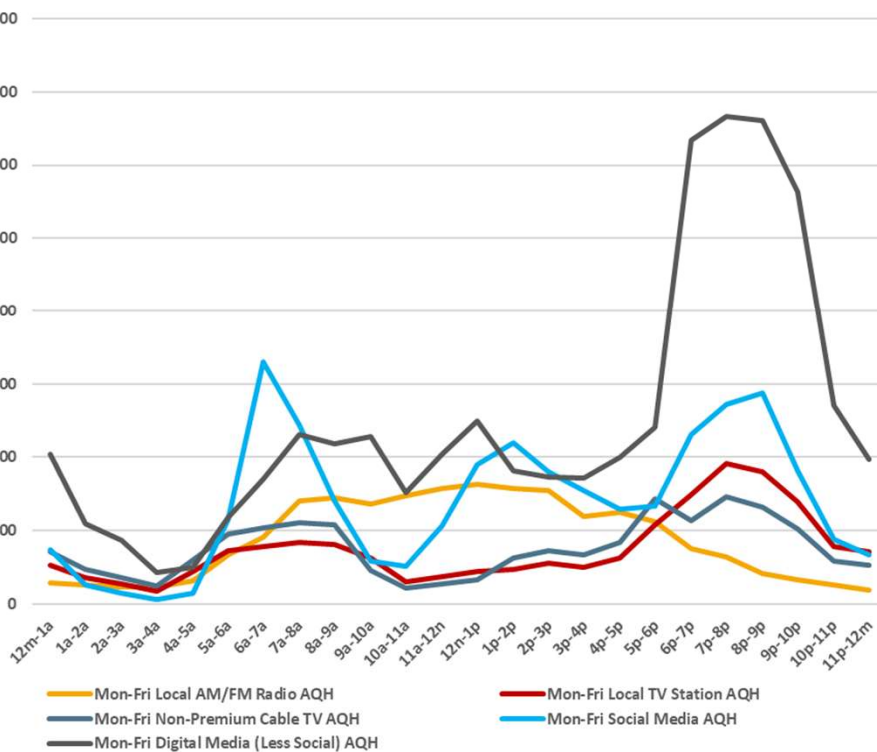
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
SEATTLE-TACOMA Metro Area Adults 18 or older



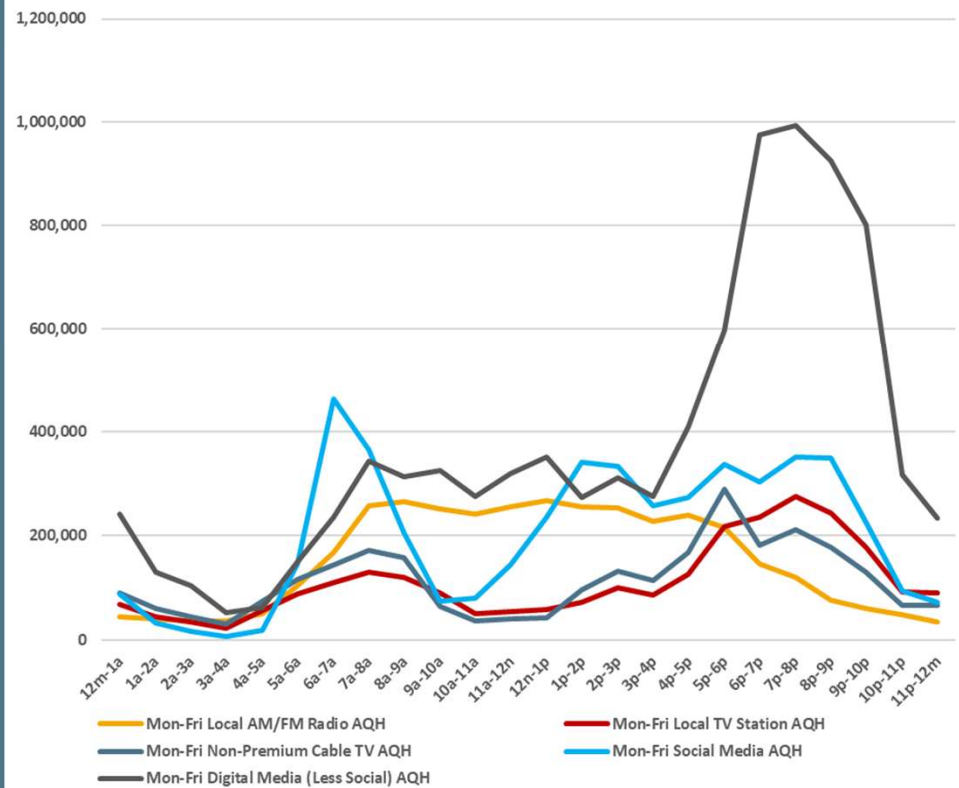


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 46,966; Social Media: 33,310; Local Radio: 26,521; Non-Prem. Cable: 15,239; Local TV: 13,614 reaching Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days.

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



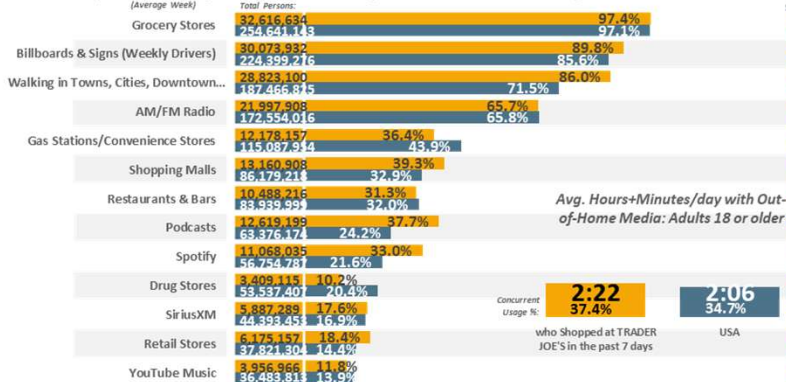
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
PHOENIX Metro Area Adults 18 or older



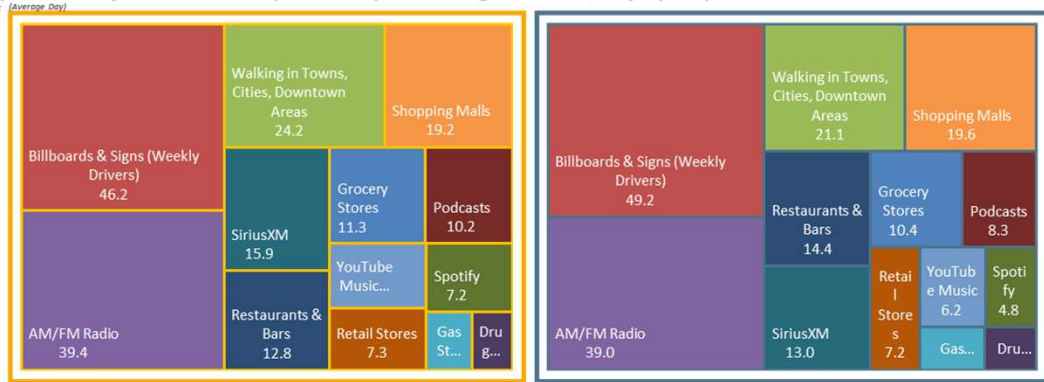


30,073,932 or 89.8% of Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days spend an average of 46.2 minutes per day driving, seeing Billboards and Signs. 61.9% Listen to Local Radio Stations Out-of-Home for an average of 34.4 minutes/day.

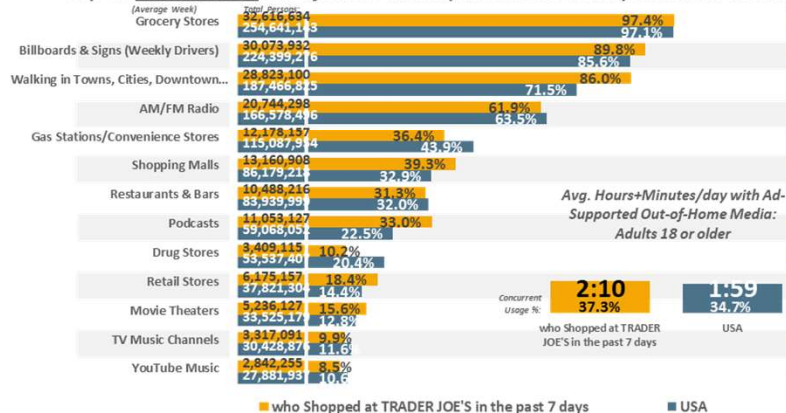
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



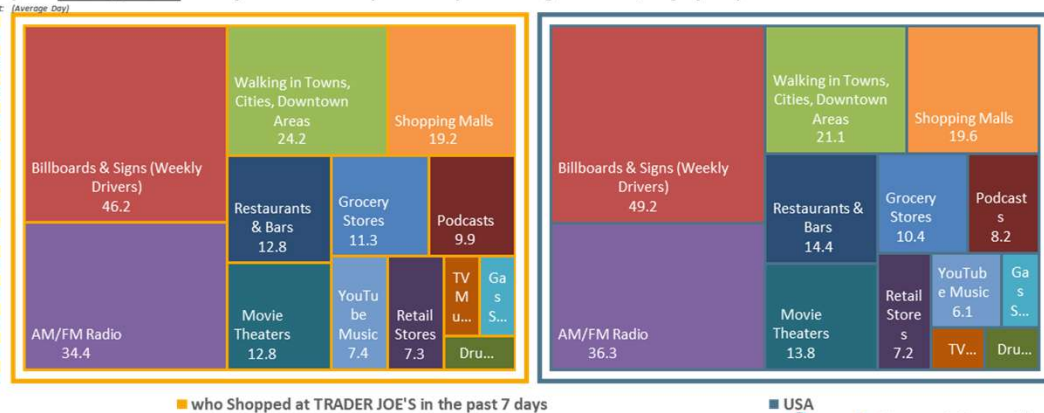
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



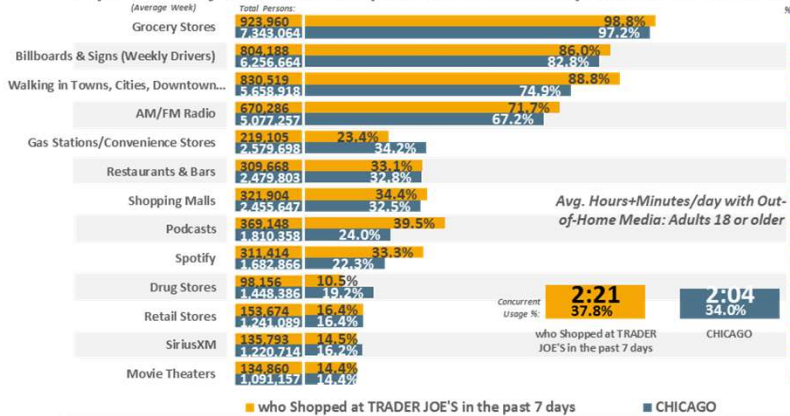
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



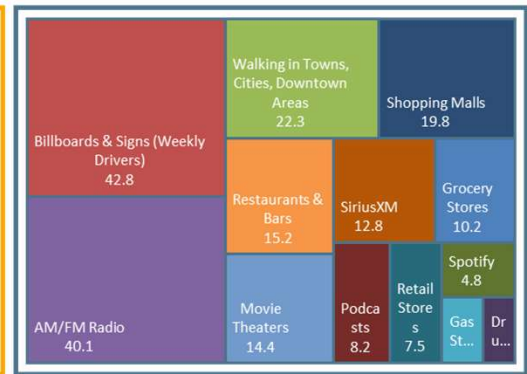
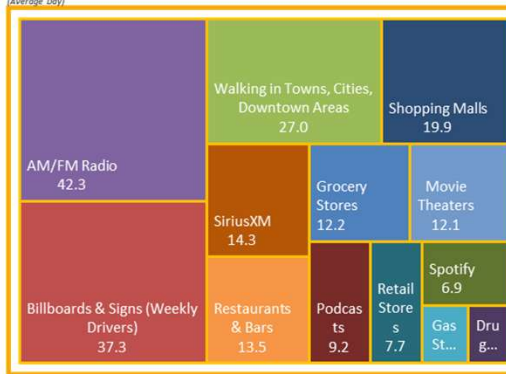


804,188 or 86.% of Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days spend an average of 37.3 minutes per day driving, seeing Billboards and Signs. 67.1% Listen to Local Radio Stations Out-of-Home for an average of 36.1 minutes/day.

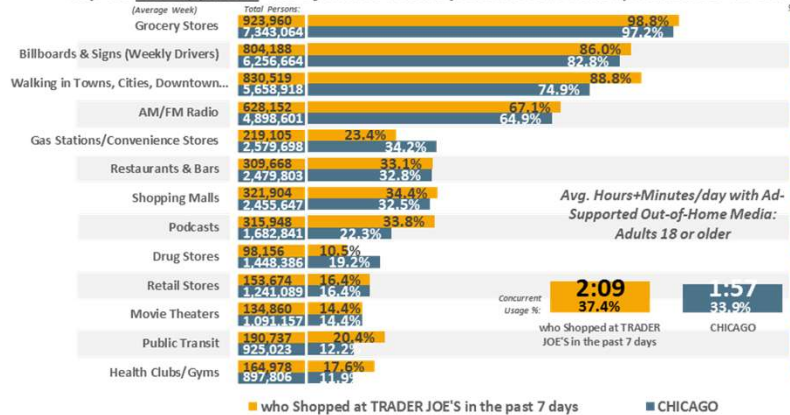
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



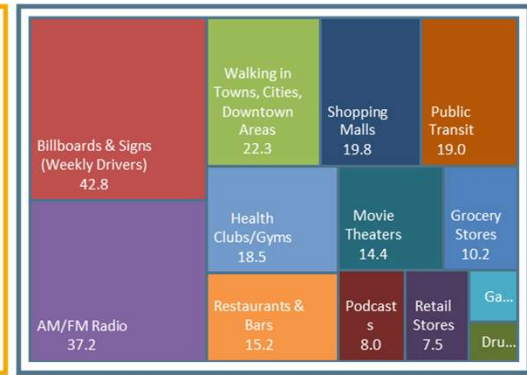
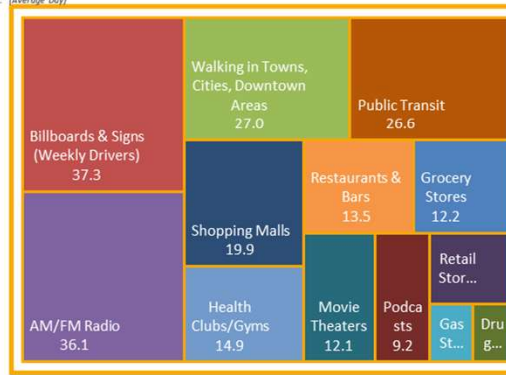
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



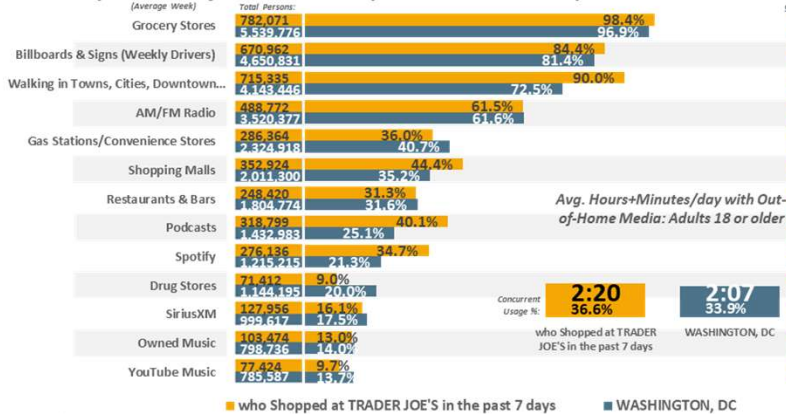
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



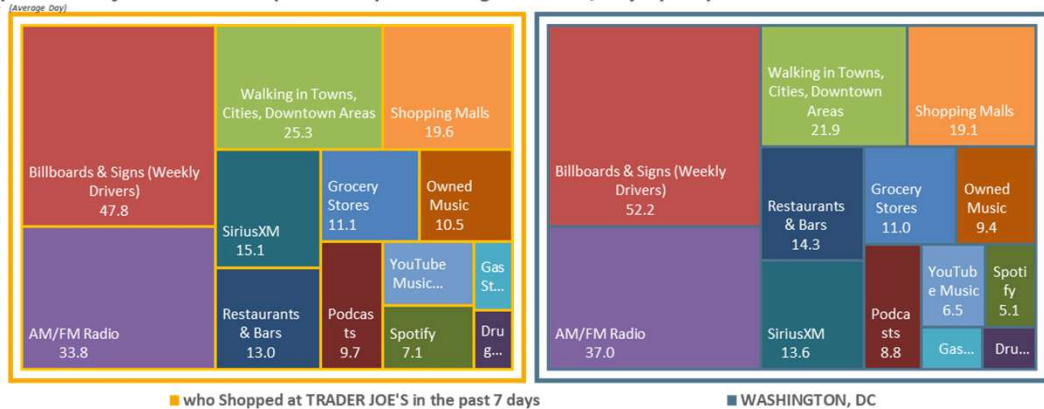


670,962 or 84.4% of Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days spend an average of 47.8 minutes per day driving, seeing Billboards and Signs. 58.8% Listen to Local Radio Stations Out-of-Home for an average of 31.2 minutes/day.

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



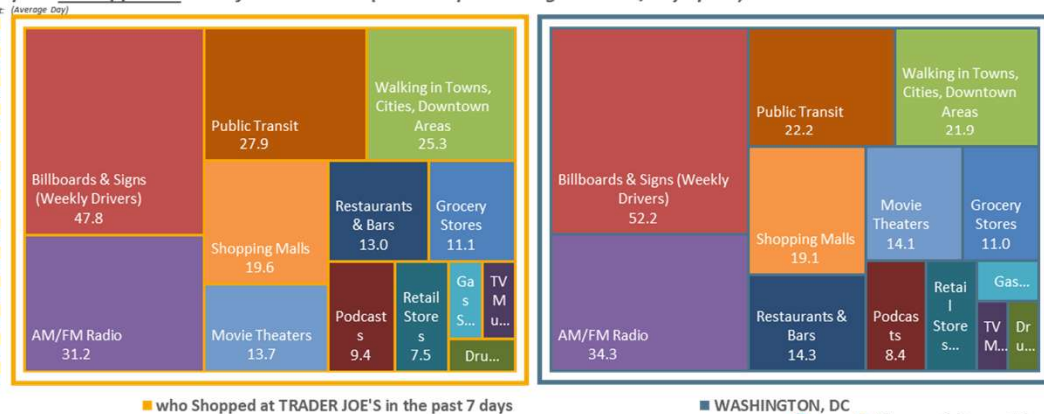
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Mar25 Qual Intab 910
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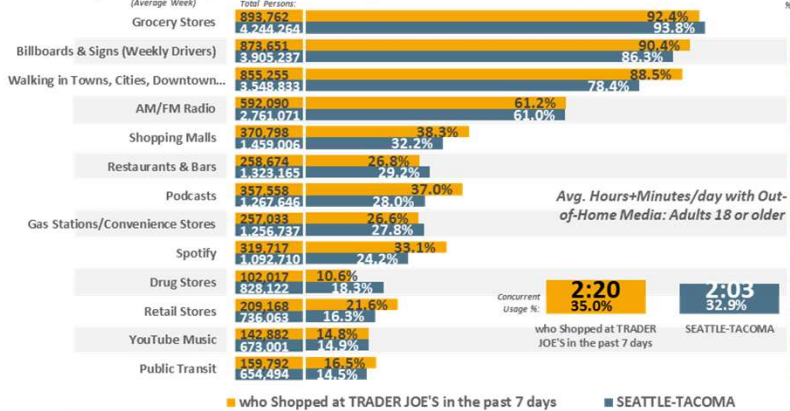
WASHINGTON, DC
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Grocery stores shopped past 7 days (HHLD): Trader Joe's



873,651 or 90.4% of Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days spend an average of 42.4 minutes per day driving, seeing Billboards and Signs. 58.5% Listen to Local Radio Stations Out-of-Home for an average of 36.4 minutes/day.

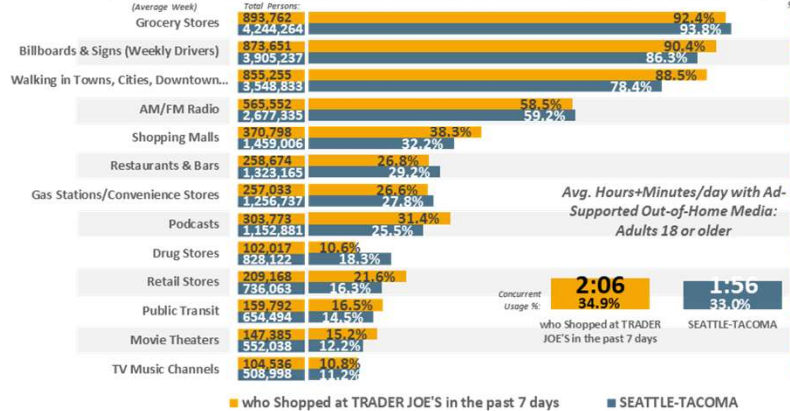
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



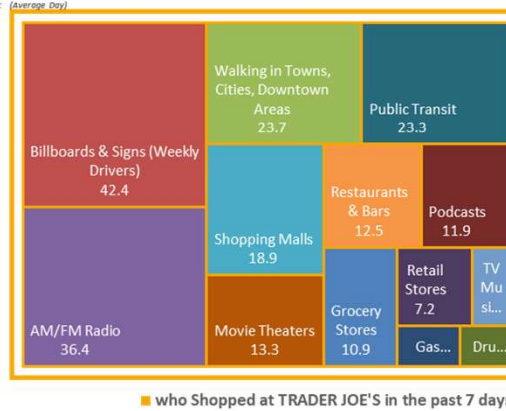
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



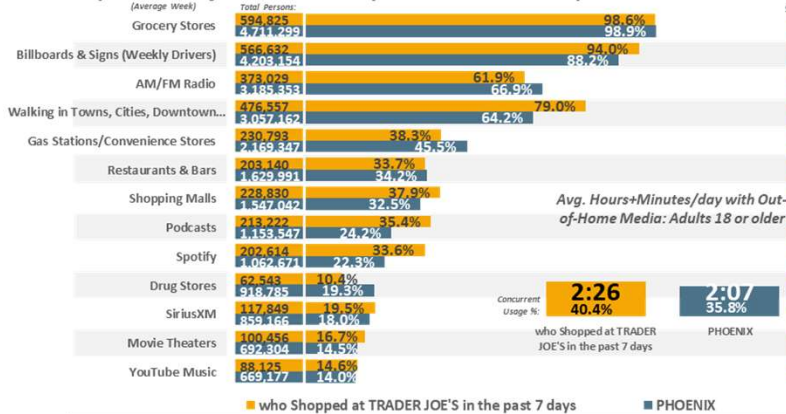
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



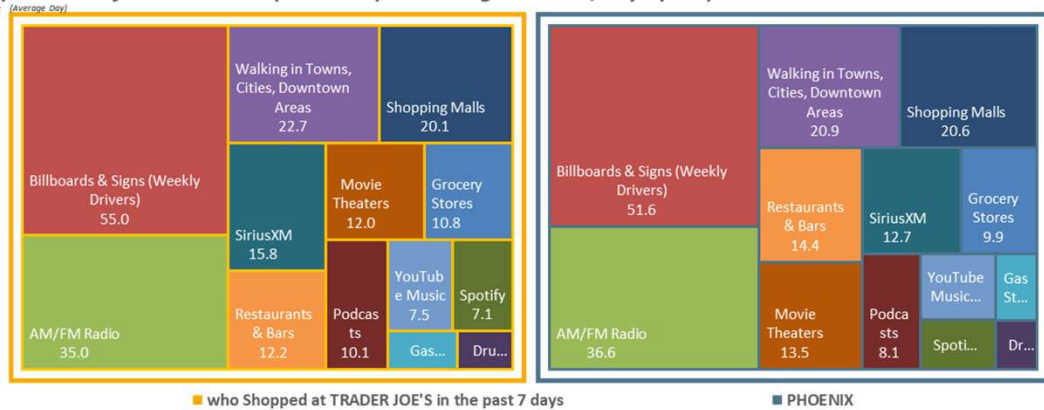


566,632 or 94.% of Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days spend an average of 55. minutes per day driving, seeing Billboards and Signs. 58.3% Listen to Local Radio Stations Out-of-Home for an average of 32.5 minutes/day.

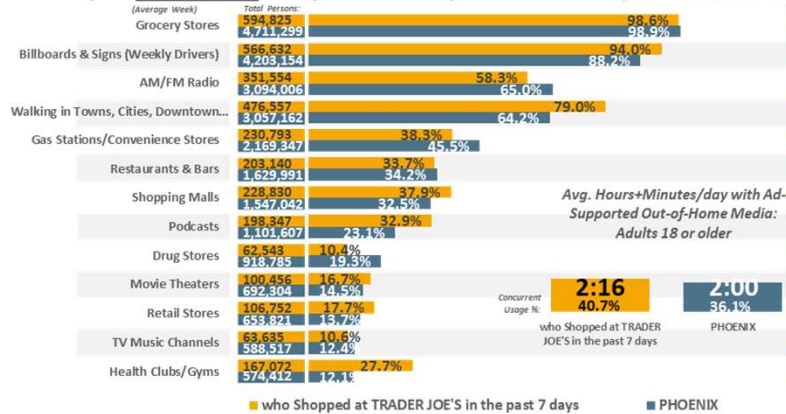
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



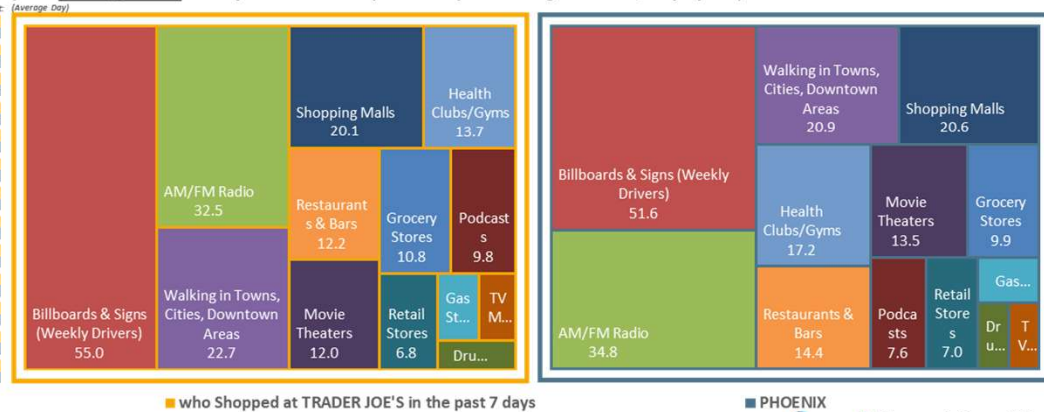
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 352
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Grocery stores shopped past 7 days (HHLD): Trader Joe's

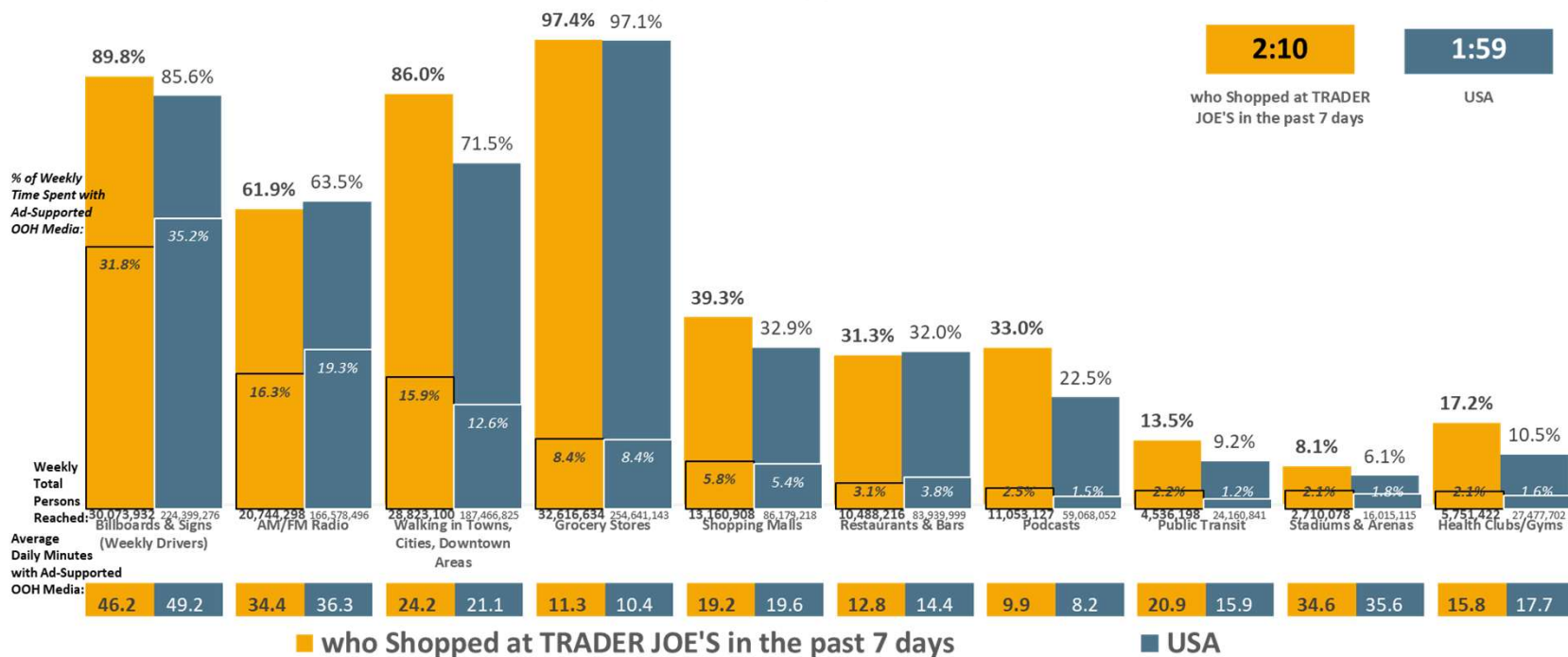


30,073,932 or 89.8% of Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days spend an average of 46.2 minutes per day driving, seeing Billboards and Signs representing 31.8% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



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

soefa.ai Share of Everything for Anything

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

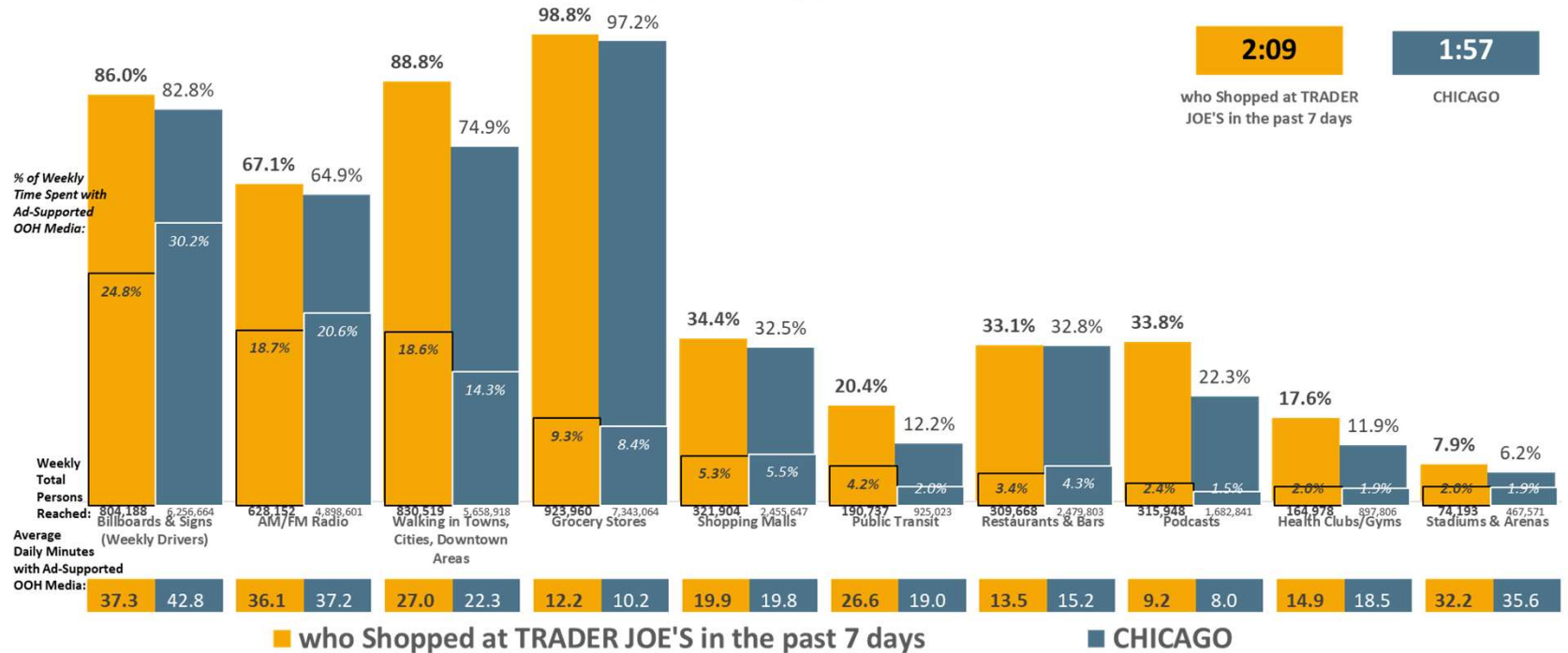


804,188 or 86.% of Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days spend an average of 37.3 minutes per day driving, seeing Billboards and Signs representing 24.8% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 541
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CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,186

soefa.ai Share of Everything for Anything

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

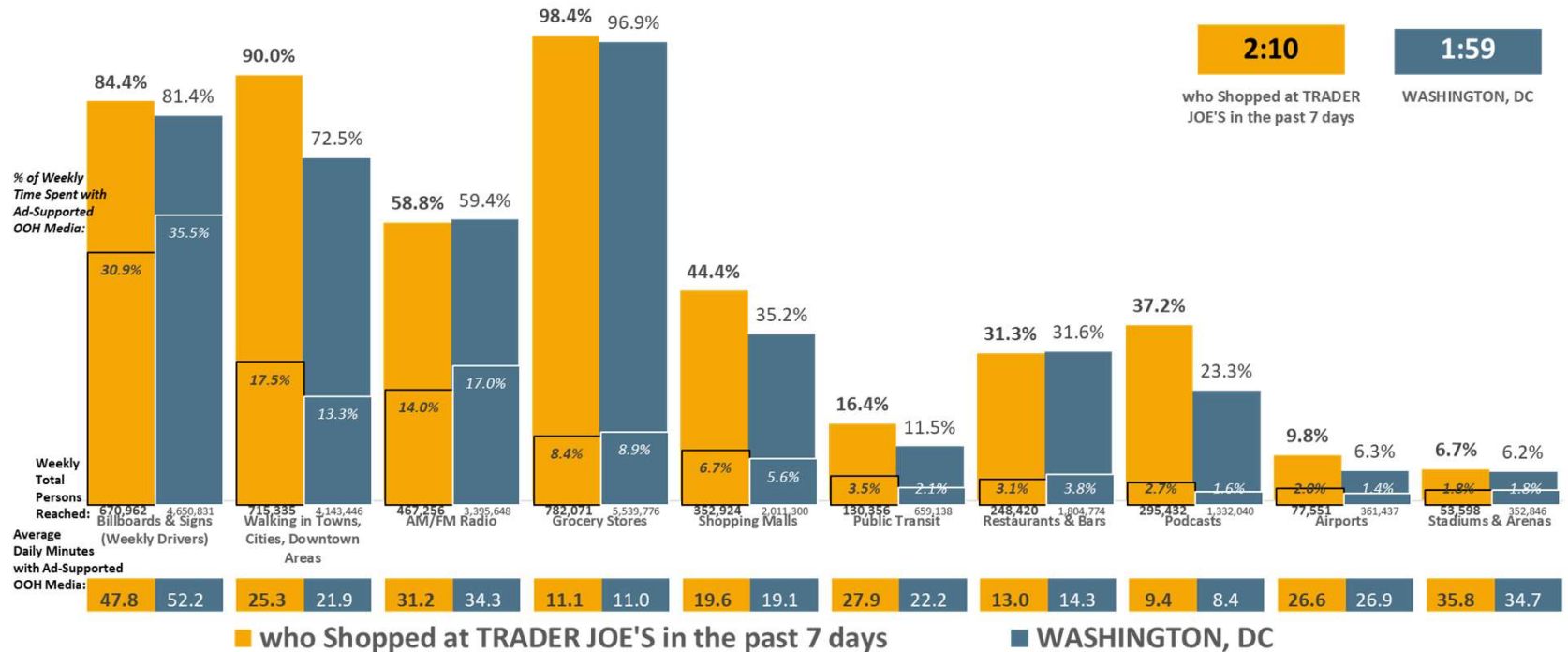


670,962 or 84.4% of Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days spend an average of 47.8 minutes per day driving, seeing Billboards and Signs representing 30.9% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Mar25 Qual Intab 910 WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919
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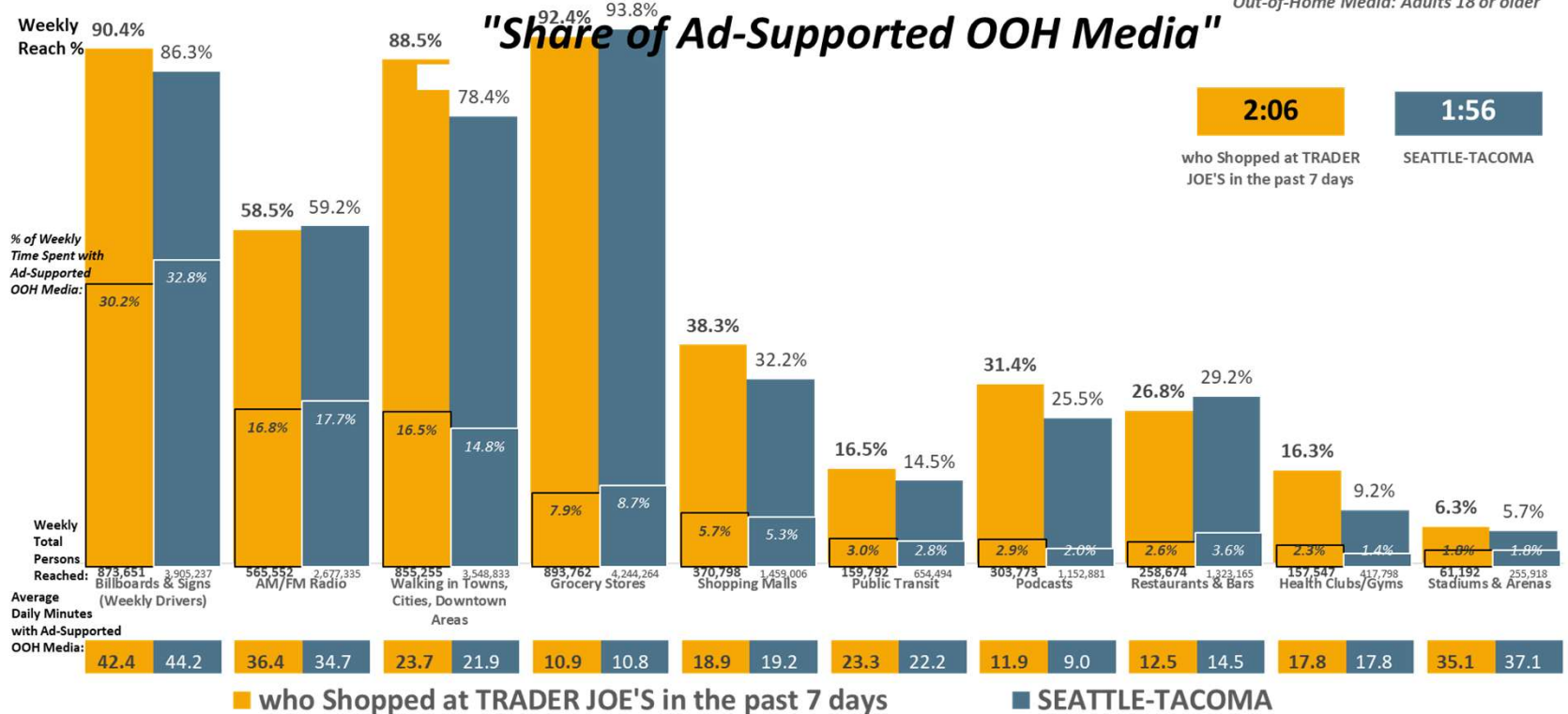
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Grocery stores shopped past 7 days (HHLD): Trader Joe's



873,651 or 90.4% of Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days spend an average of 42.4 minutes per day driving, seeing Billboards and Signs representing 30.2% of all Time Spent with Ad-Supported Out-of-Home Media.

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



SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 878 SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,986
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Grocery stores shopped past 7 days (HHLD): Trader Joe's

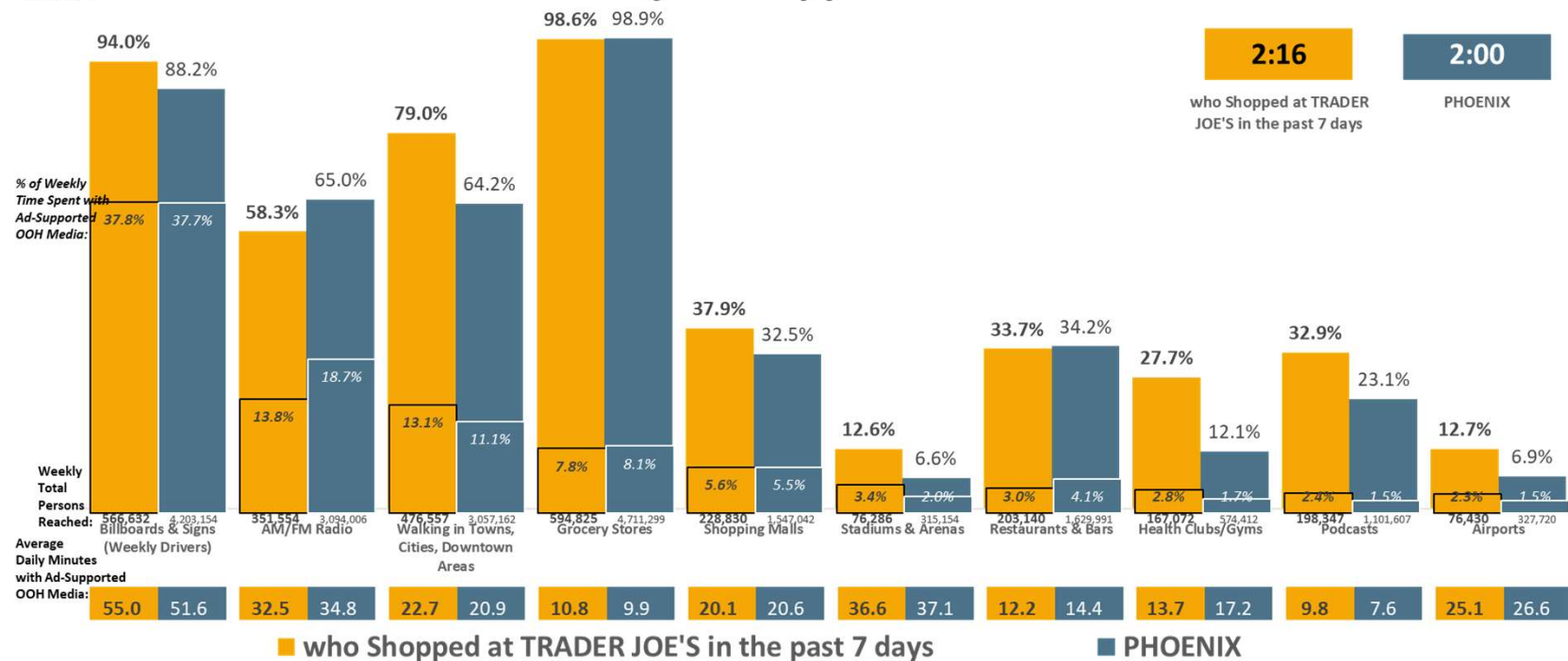


566,632 or 94.% of Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days spend an average of 55. minutes per day driving, seeing Billboards and Signs representing 37.8% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 352
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PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,520

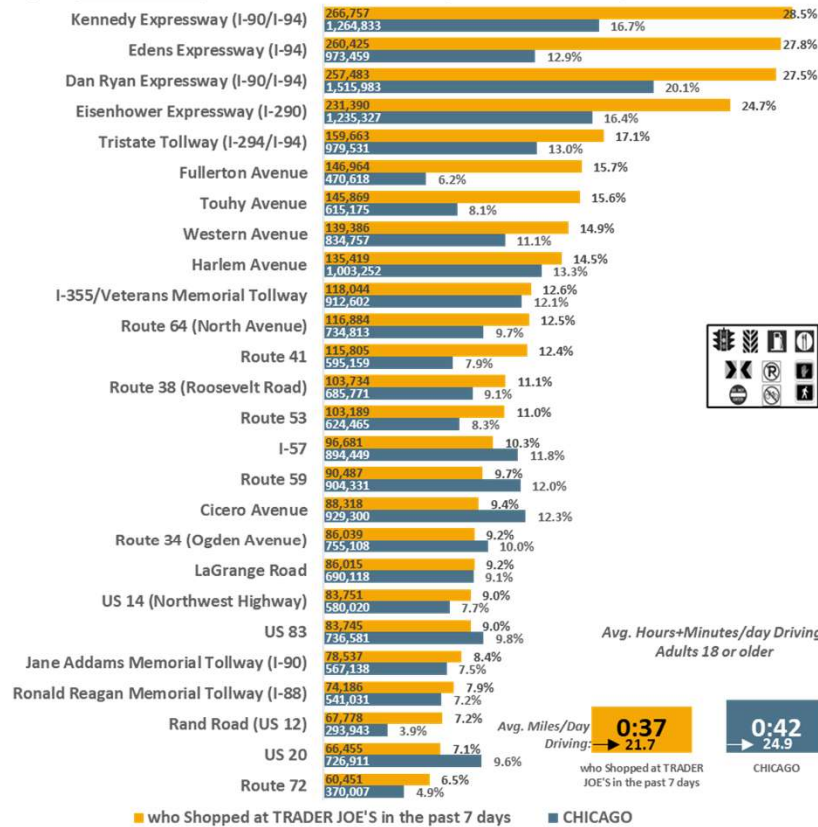
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Grocery stores shopped past 7 days (HHLD): Trader Joe's

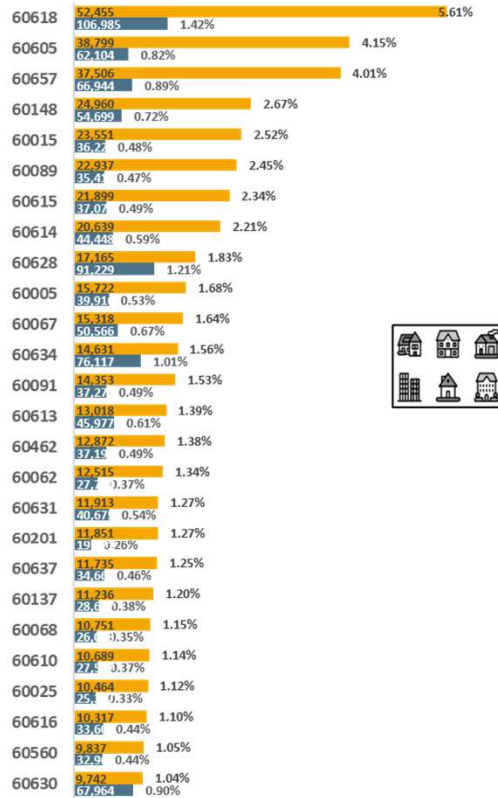


804,188 or 86.% of Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days spend an average of 37.3 minutes per day driving an average of 21.7 miles each day and are 152.1% more likely to use Fullerton Avenue than the Metro average.

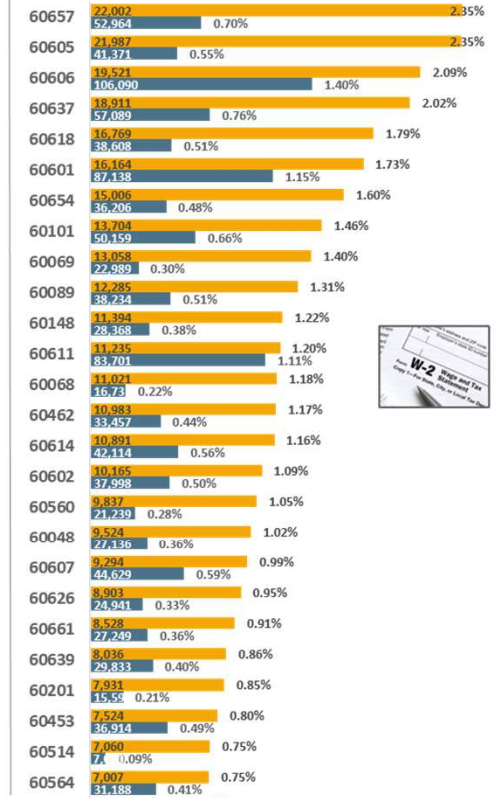
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



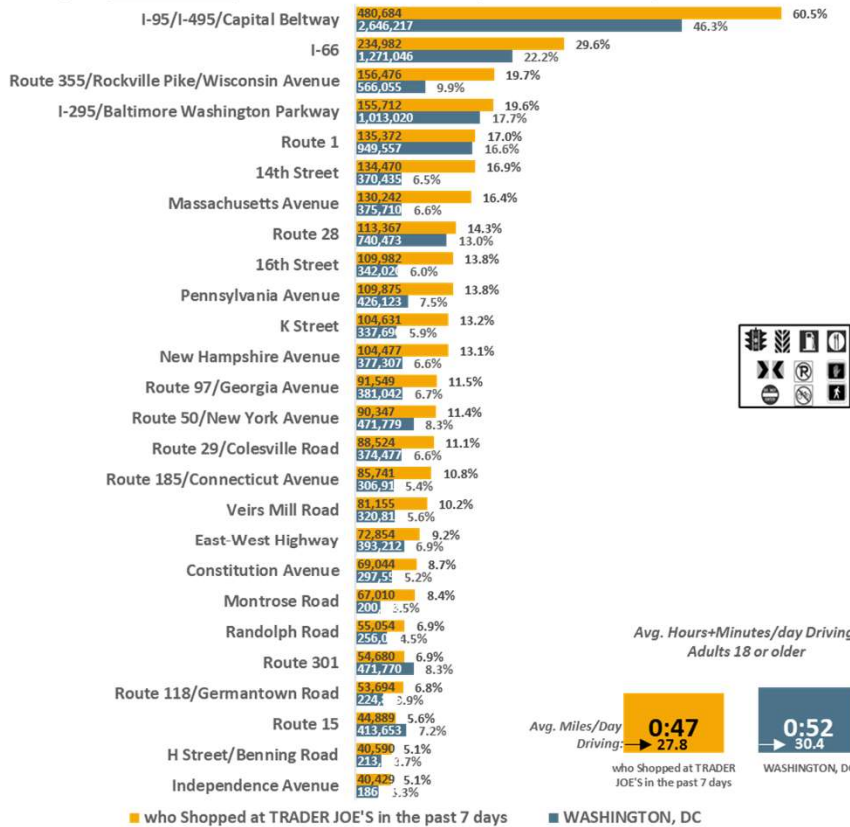
Top-26 Employment Zip Codes: Adults 18 or older



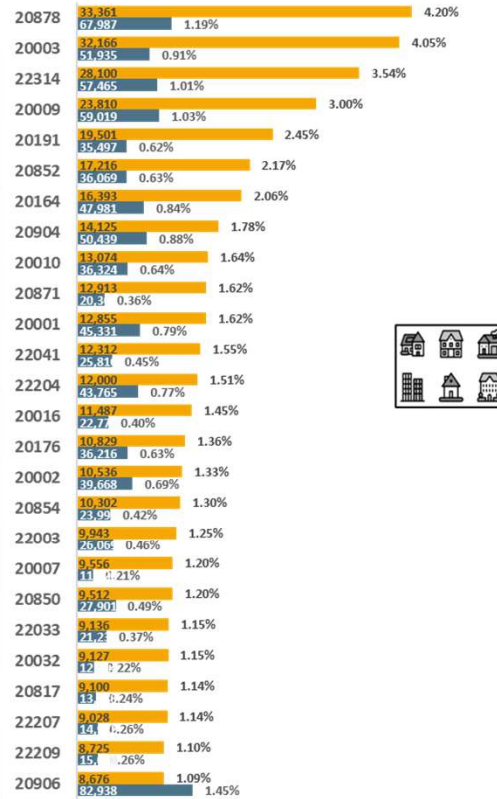


670,962 or 84.4% of Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days spend an average of 47.8 minutes per day driving an average of 27.8 miles each day and are 161.% more likely to use 14th Street than the Metro average.

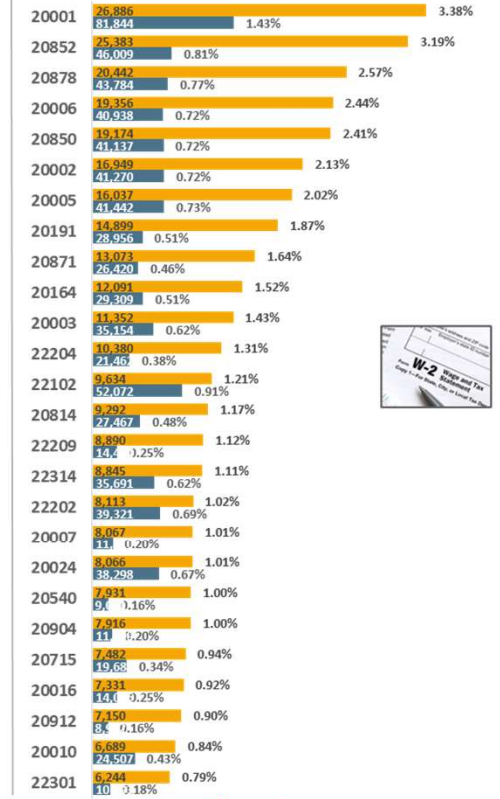
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



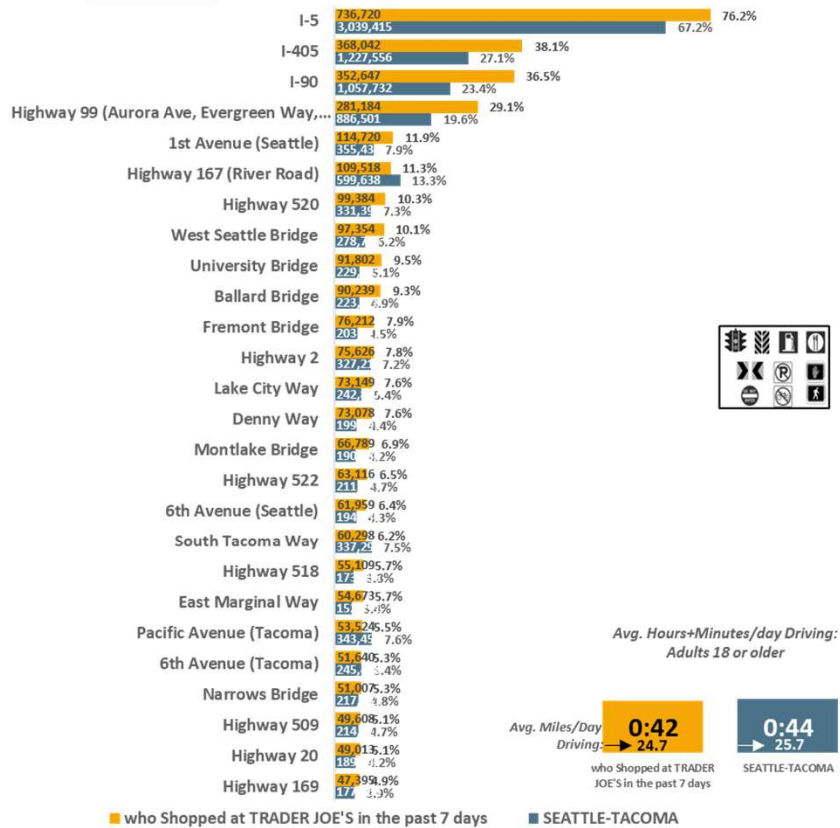
Top-26 Employment Zip Codes: Adults 18 or older



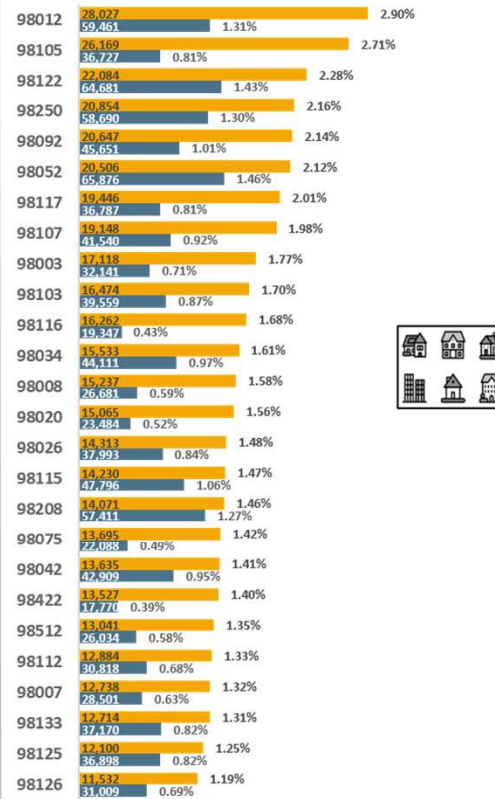


873,651 or 90.4% of Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days spend an average of 42.4 minutes per day driving an average of 24.7 miles each day and are 88.9% more likely to use Ballard Bridge than the Metro average.

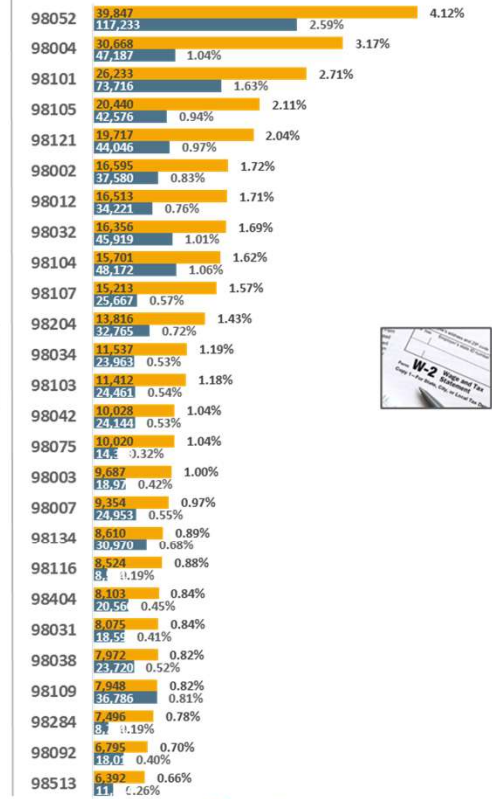
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



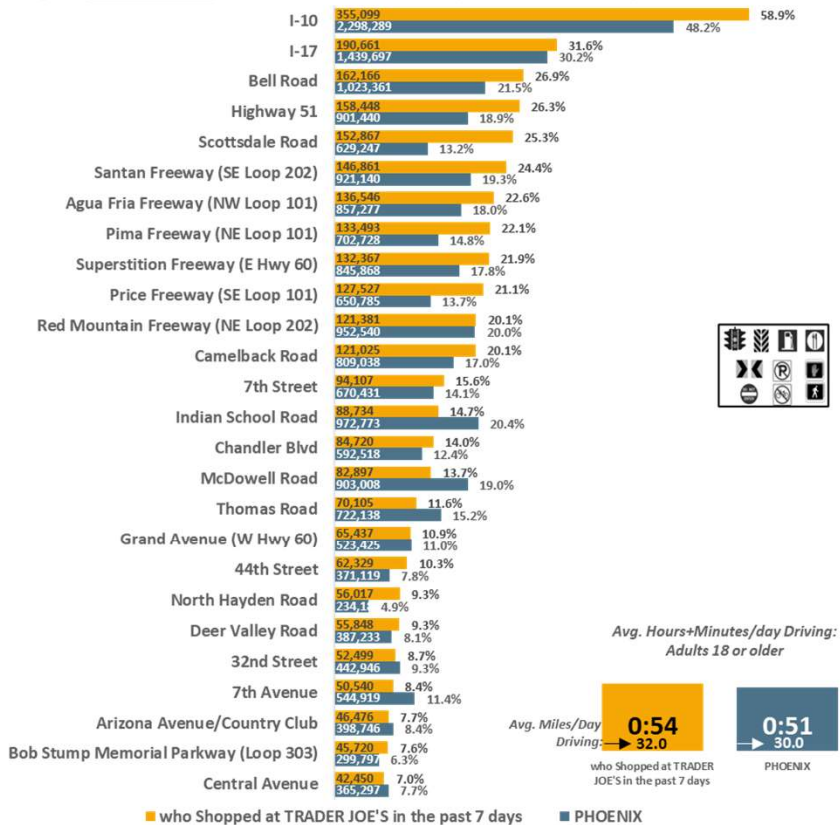
Top-26 Employment Zip Codes: Adults 18 or older



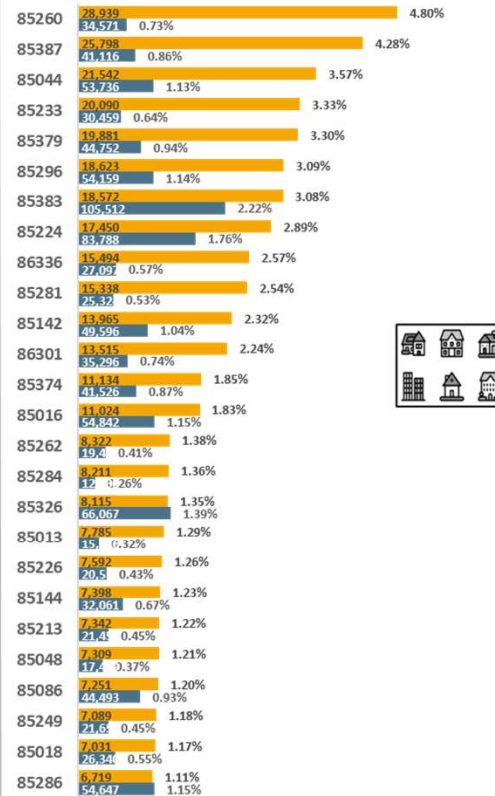


566,632 or 94.% of Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days spend an average of 55. minutes per day driving an average of 32. miles each day and are 91.9% more likely to use Scottsdale Road than the Metro average.

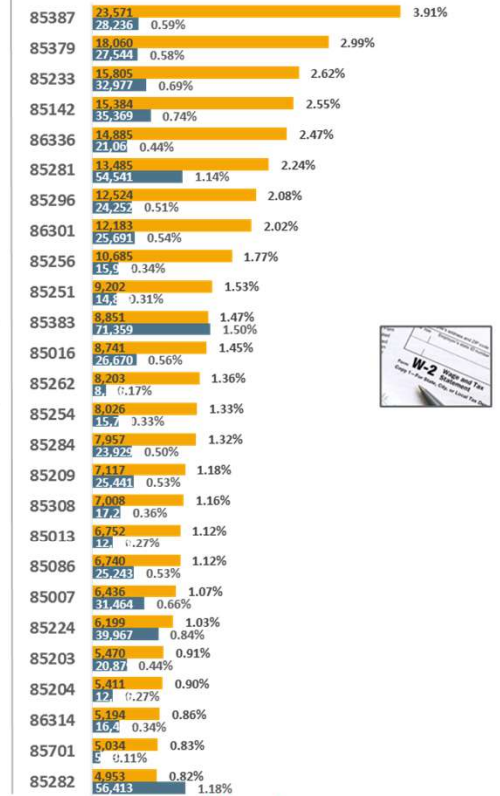
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older

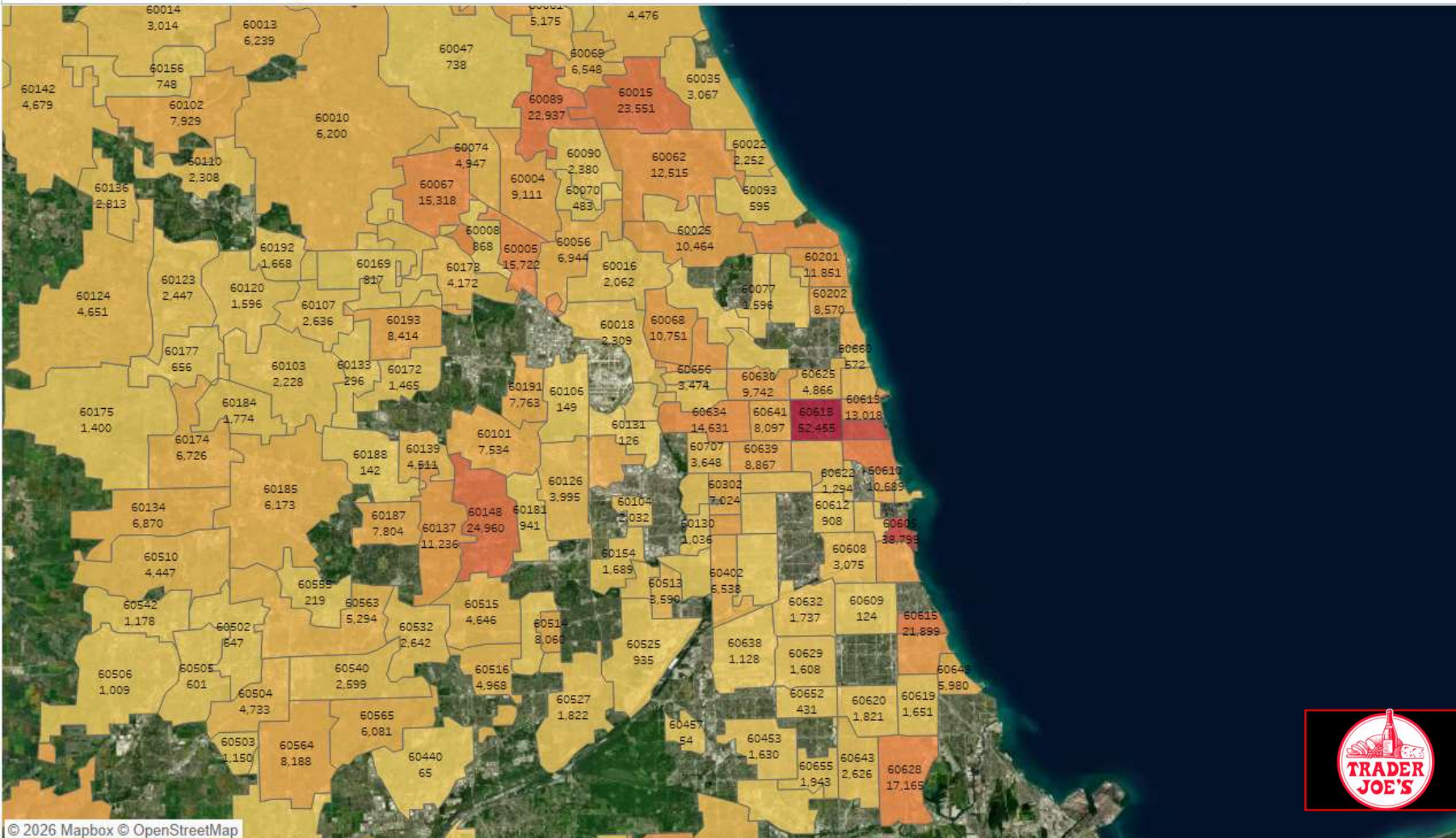


Top-26 Employment Zip Codes: Adults 18 or older



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

SUM(Adults 18 or older ...



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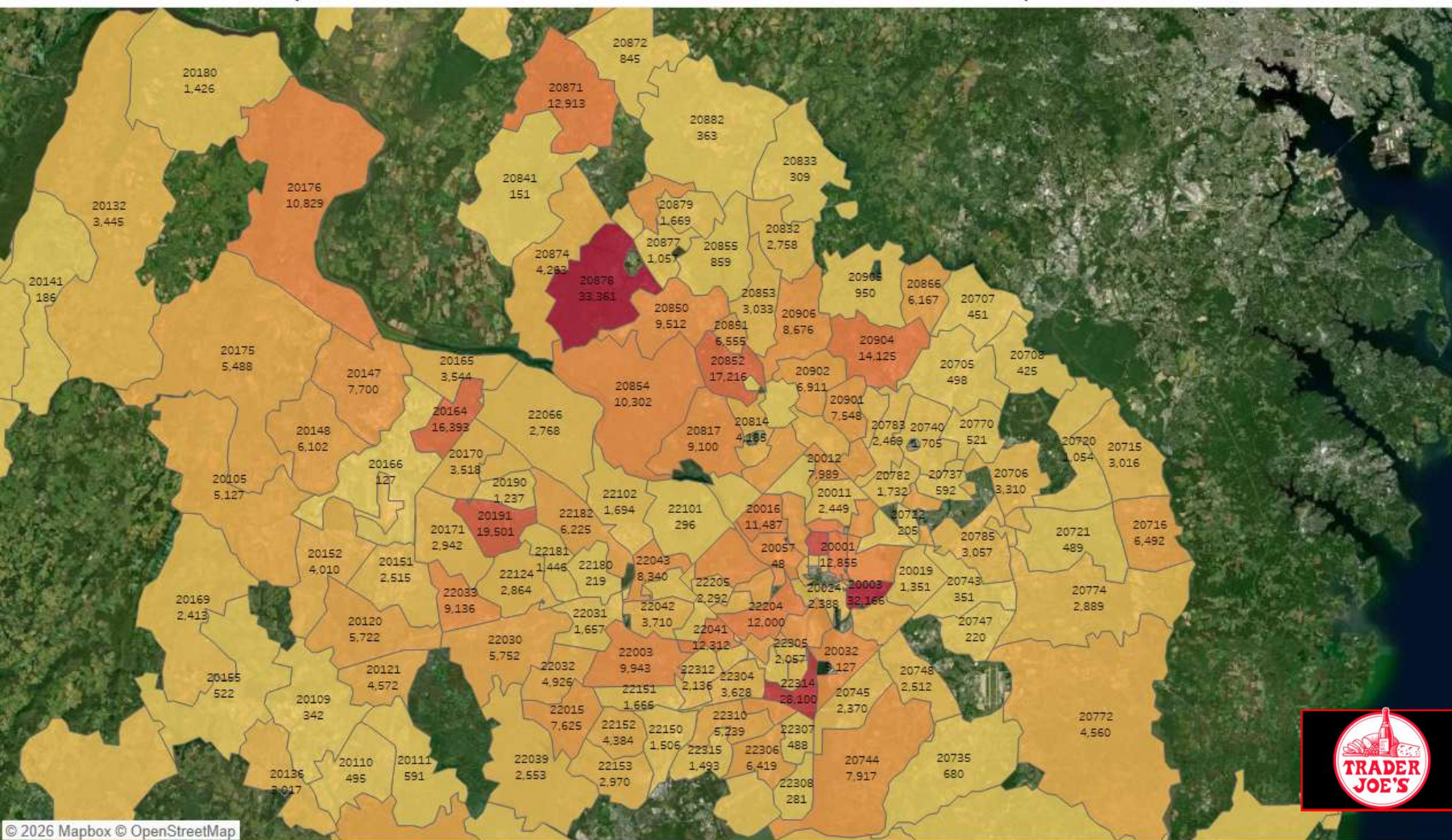


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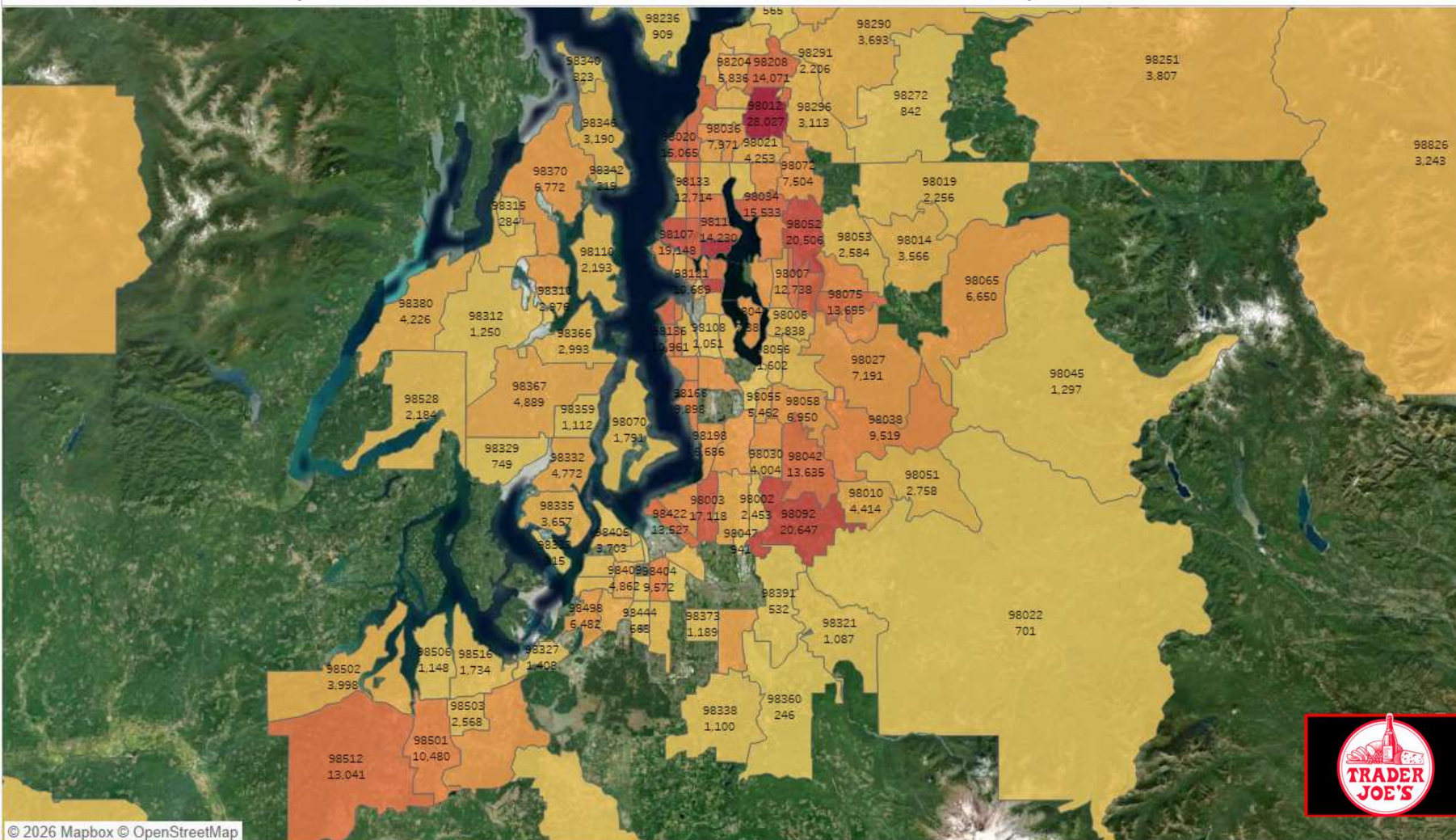
CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 541
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Grocery stores shopped past 7 days (HHLD): Trader Joe's

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



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



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SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 878
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Grocery stores shopped past 7 days (HHLD): Trader Joe's



2 unknown

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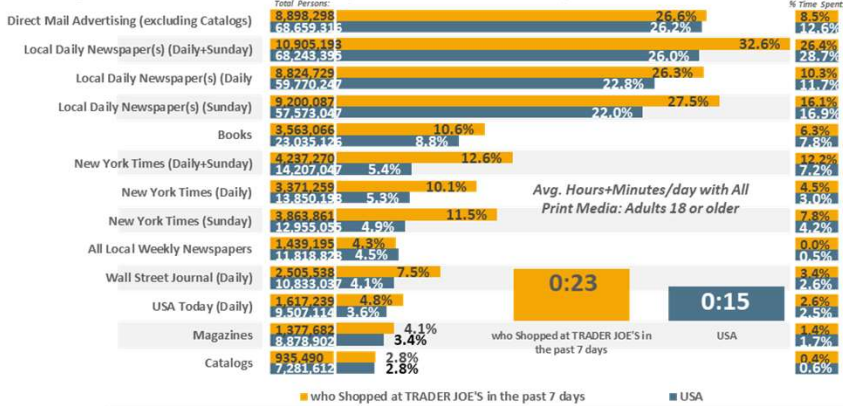
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for Anything .

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



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

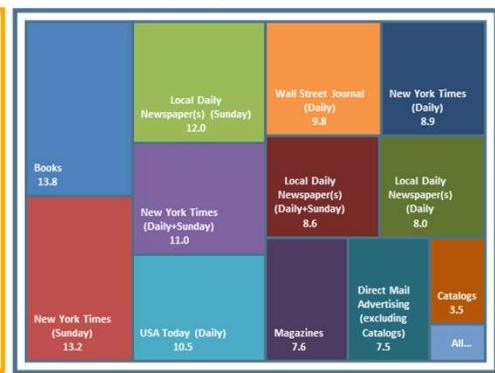
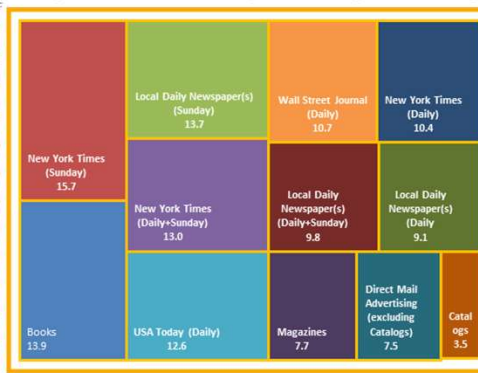
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



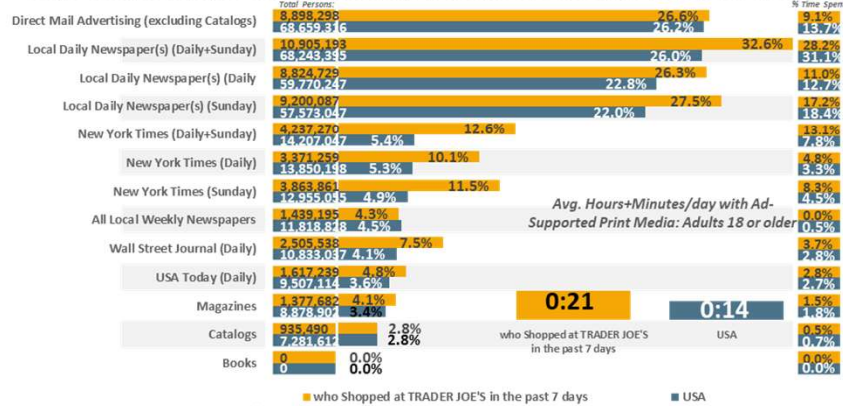
Avg. Hours+Minutes/day with All Print Media: Adults 18 or older

0:23 0:15

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



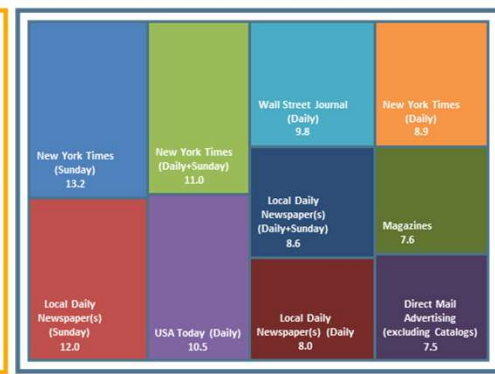
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



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

0:21 0:14

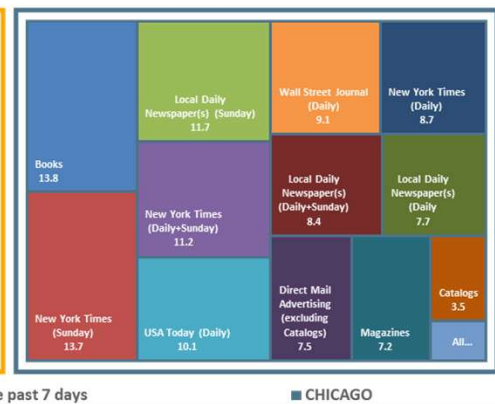
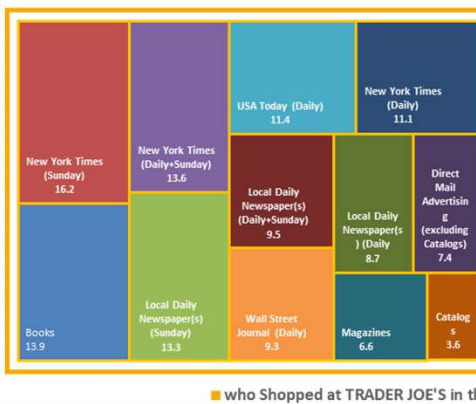
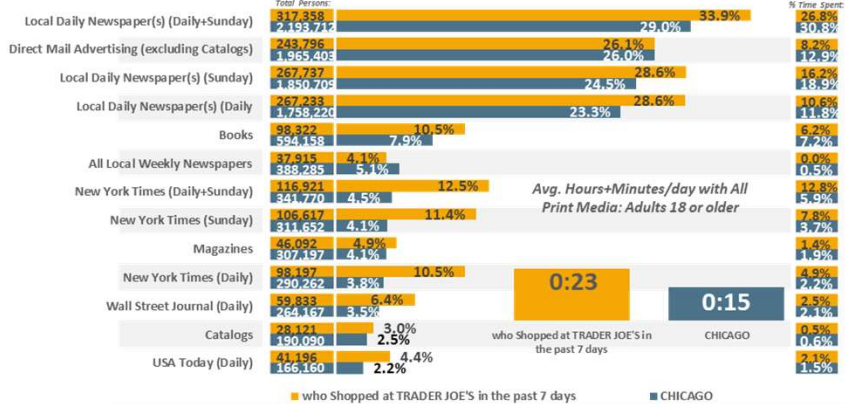
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



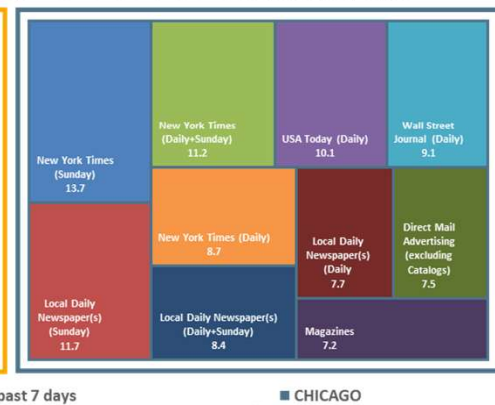
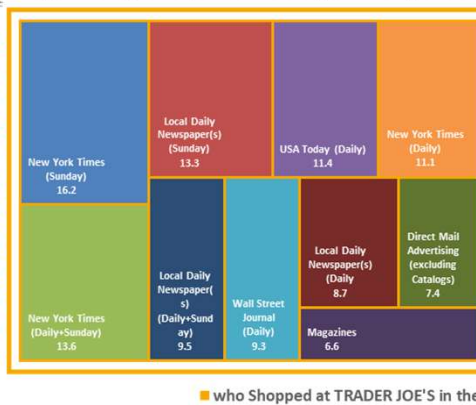
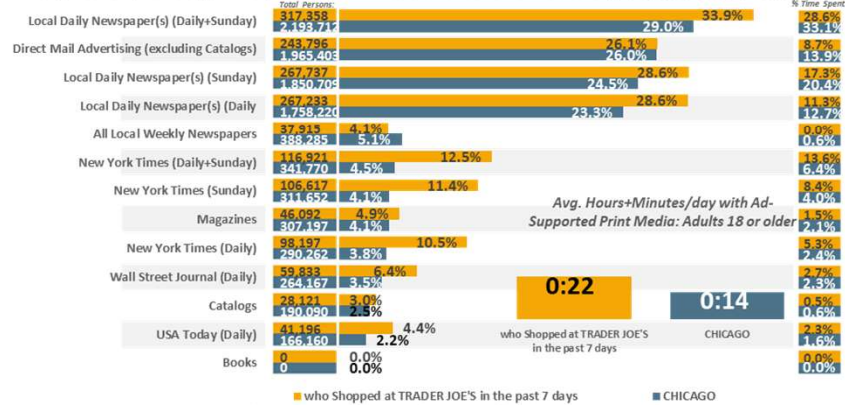


317,358 or 33.9% of Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.5 minutes every day representing 28.6% of all time spent daily with All forms of Print Media.

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



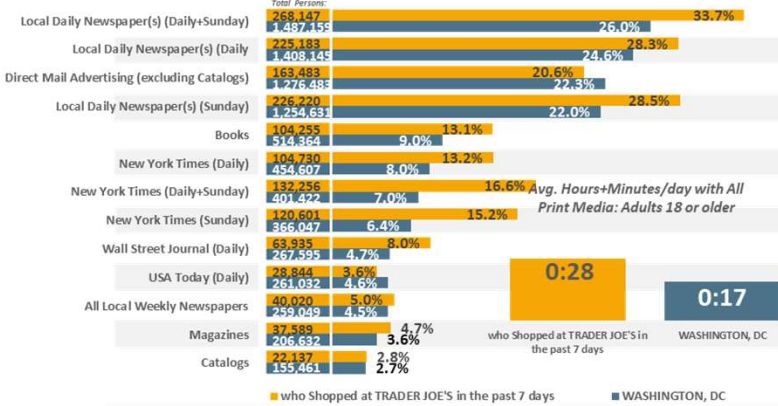
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



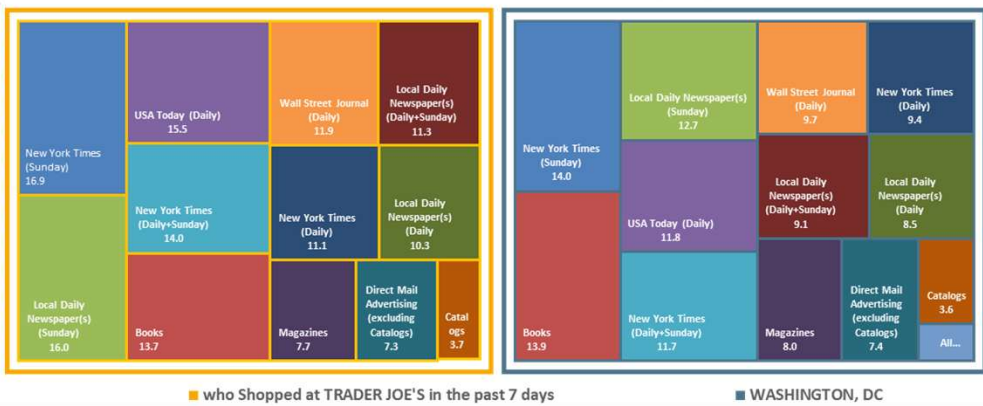


268,147 or 33.7% of Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.3 minutes every day representing 28.2% of all time spent daily with All forms of Print Media.

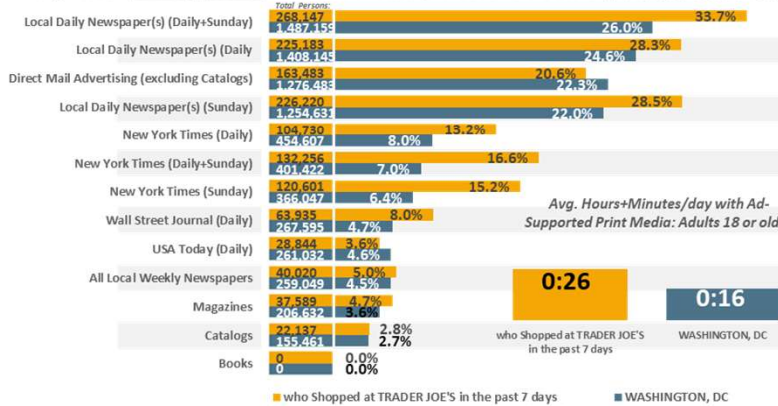
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



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



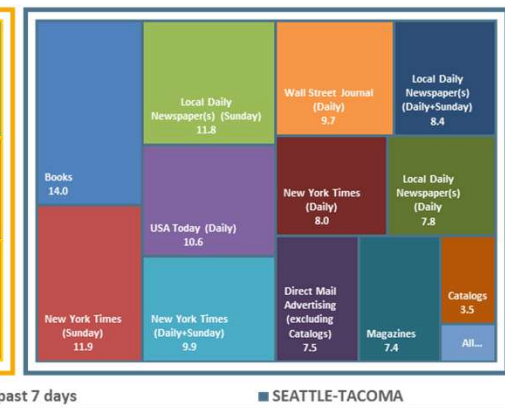
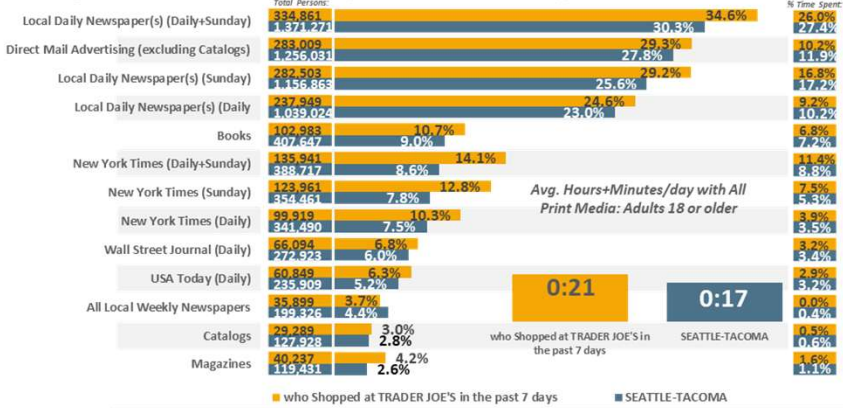
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



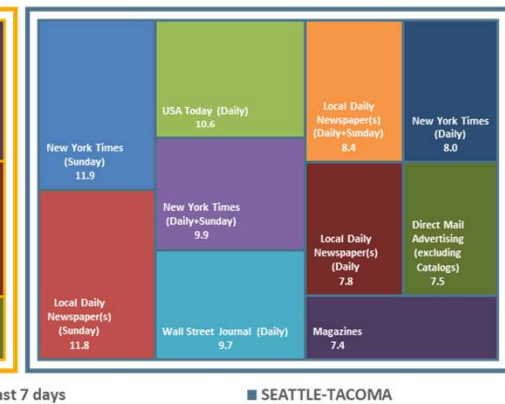
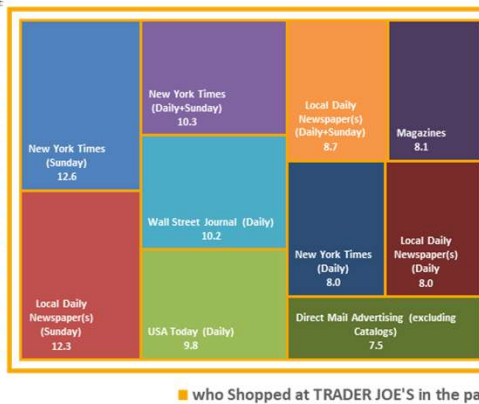
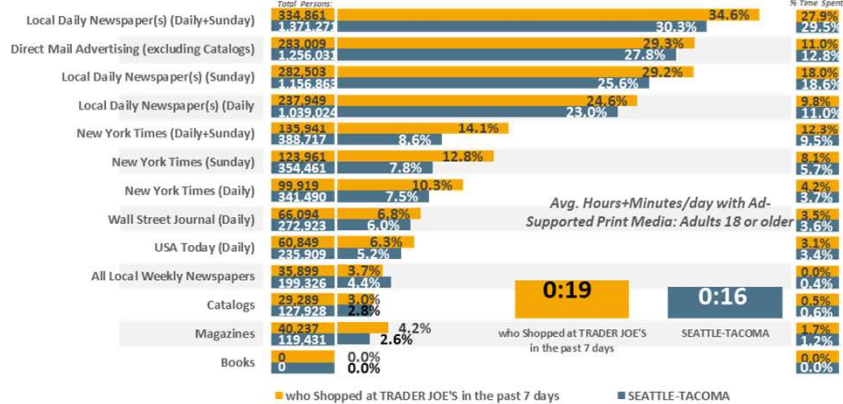


334,861 or 34.6% of Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.7 minutes every day representing 27.9% of all time spent daily with All forms of Print Media.

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



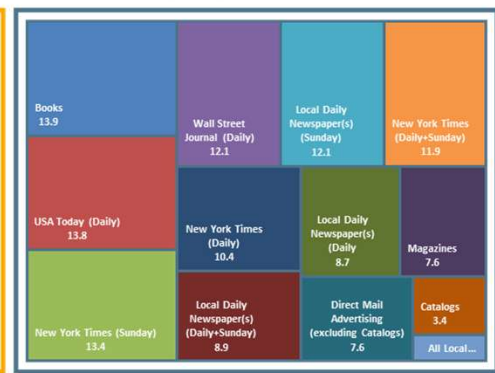
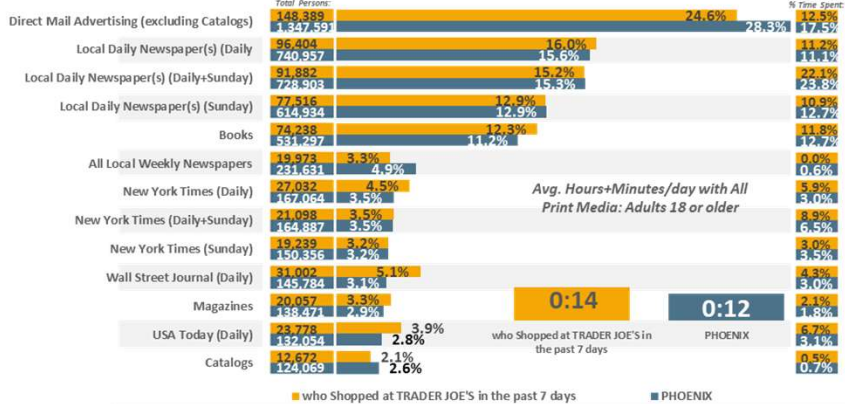
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



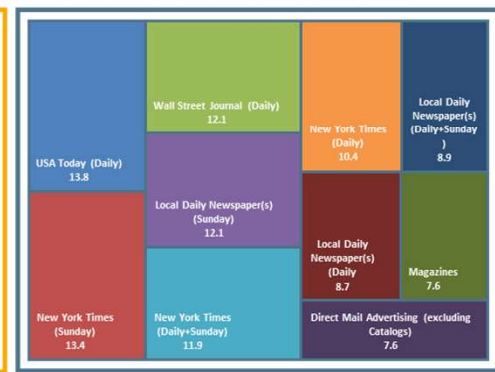
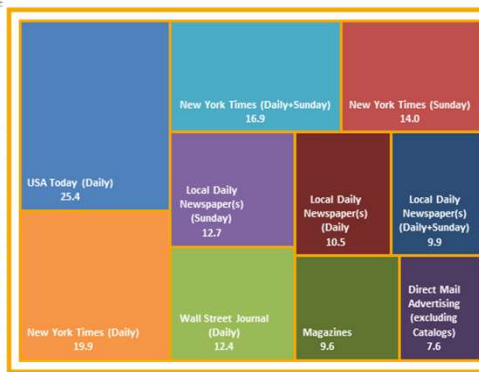
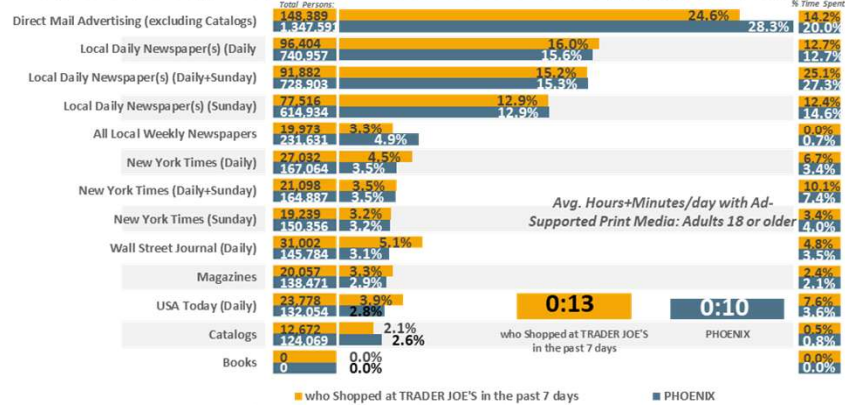


91,882 or 15.2% of Adults 18 or older who Shopped at TRADER JOE'S in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.9 minutes every day representing 25.1% of all time spent daily with All forms of Print Media.

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



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

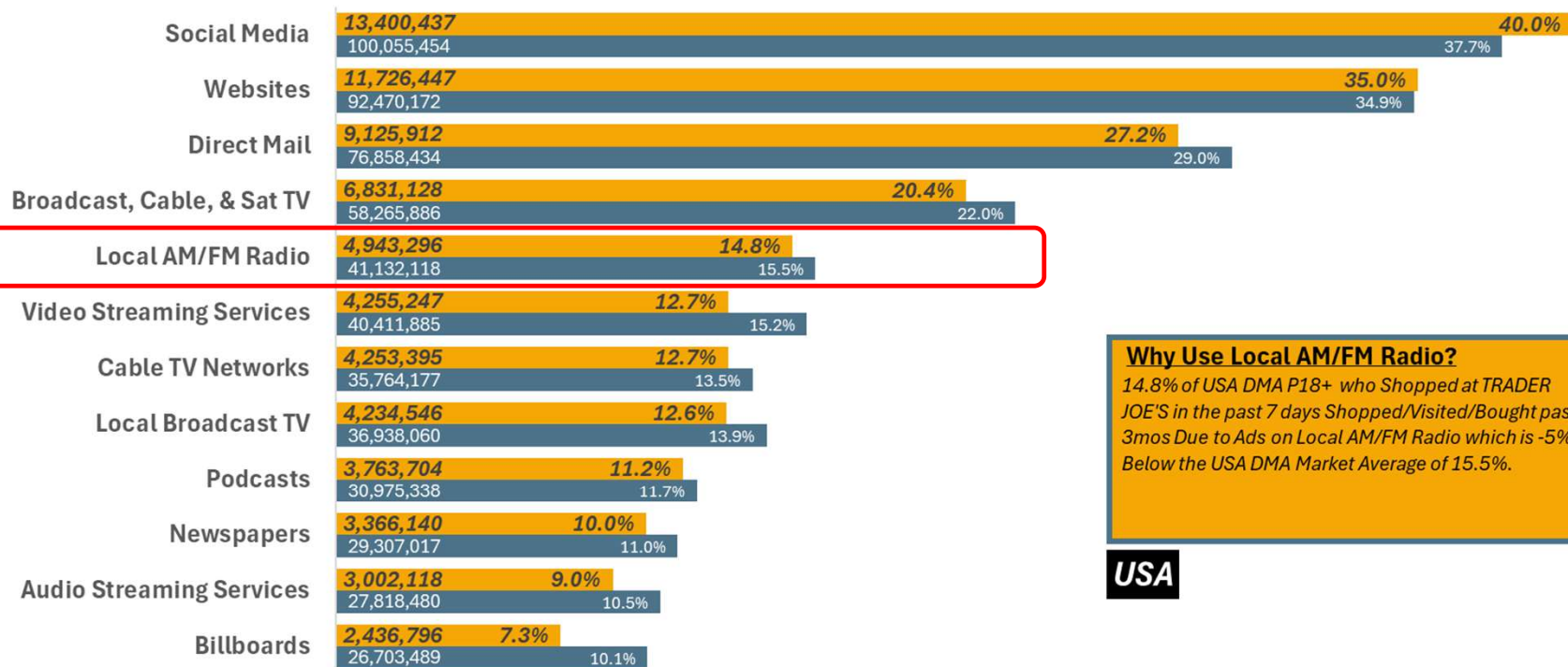




USA

"Advertising Actions"

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



Why Use Local AM/FM Radio?

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

USA

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

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

USA DMA ScarboroughR2 2025: Sep24-Aug25 Qual Intab: 3457
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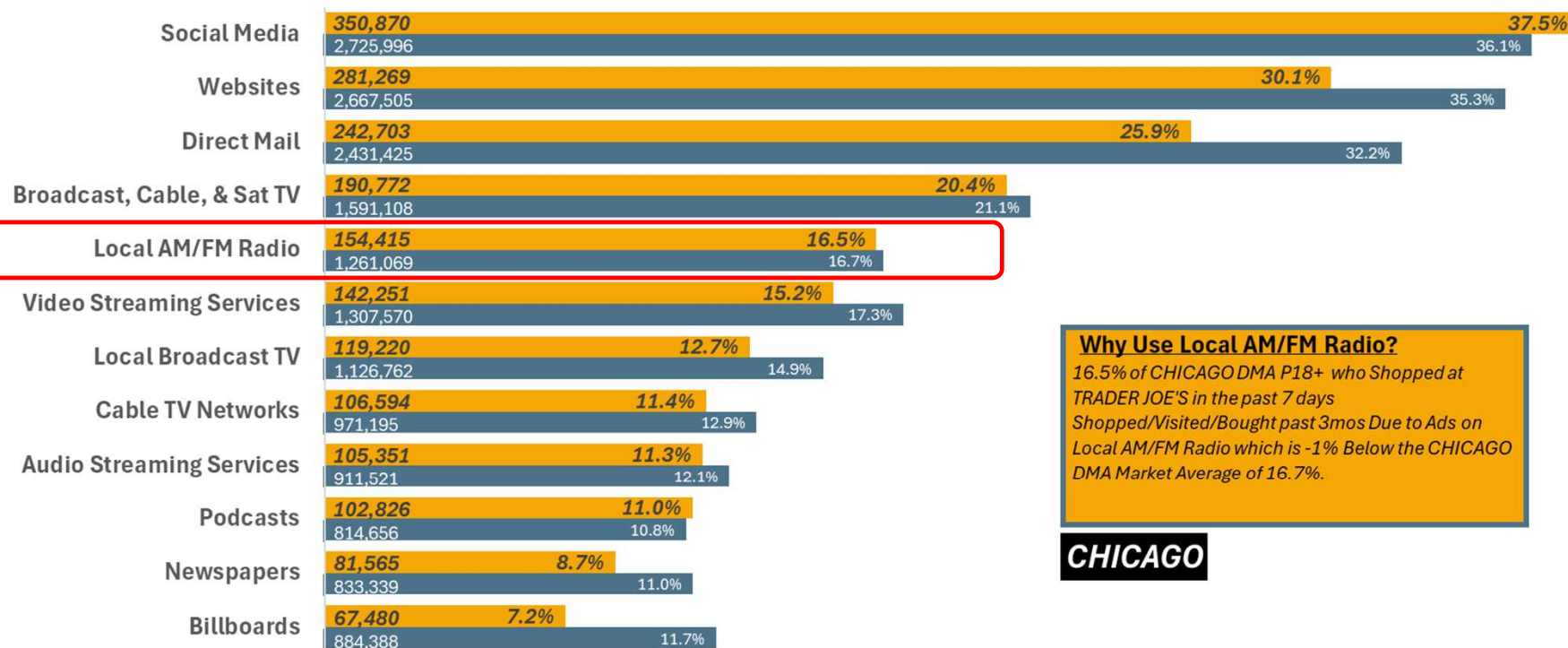
Grocery stores shopped past 7 days (HHLD): Trader Joe's



CHI

"Advertising Actions"

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



Why Use Local AM/FM Radio?

16.5% of CHICAGO DMA P18+ who Shopped at TRADER JOE'S in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -1% Below the CHICAGO DMA Market Average of 16.7%.

CHICAGO

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

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

CHICAGO DMA Scarborough R2 2025: Sep 24-Jul 25 Qual Intab: 541
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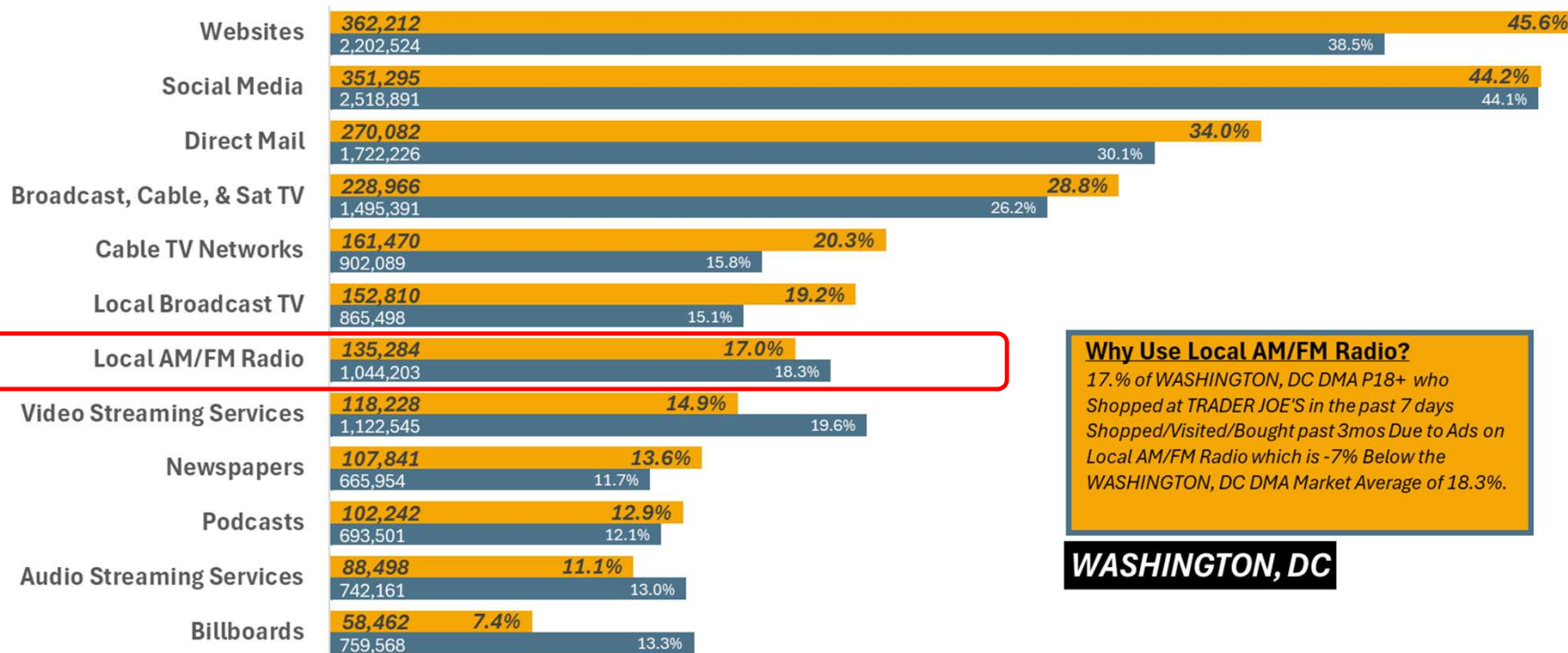
Grocery stores shopped past 7 days (HHLD): Trader Joe's



WDC

"Advertising Actions"

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



Why Use Local AM/FM Radio?

17.% of WASHINGTON, DC DMA P18+ who Shopped at TRADER JOE'S in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -7% Below the WASHINGTON, DC DMA Market Average of 18.3%.

WASHINGTON, DC

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

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

WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Mar25 Qual Intab: 910

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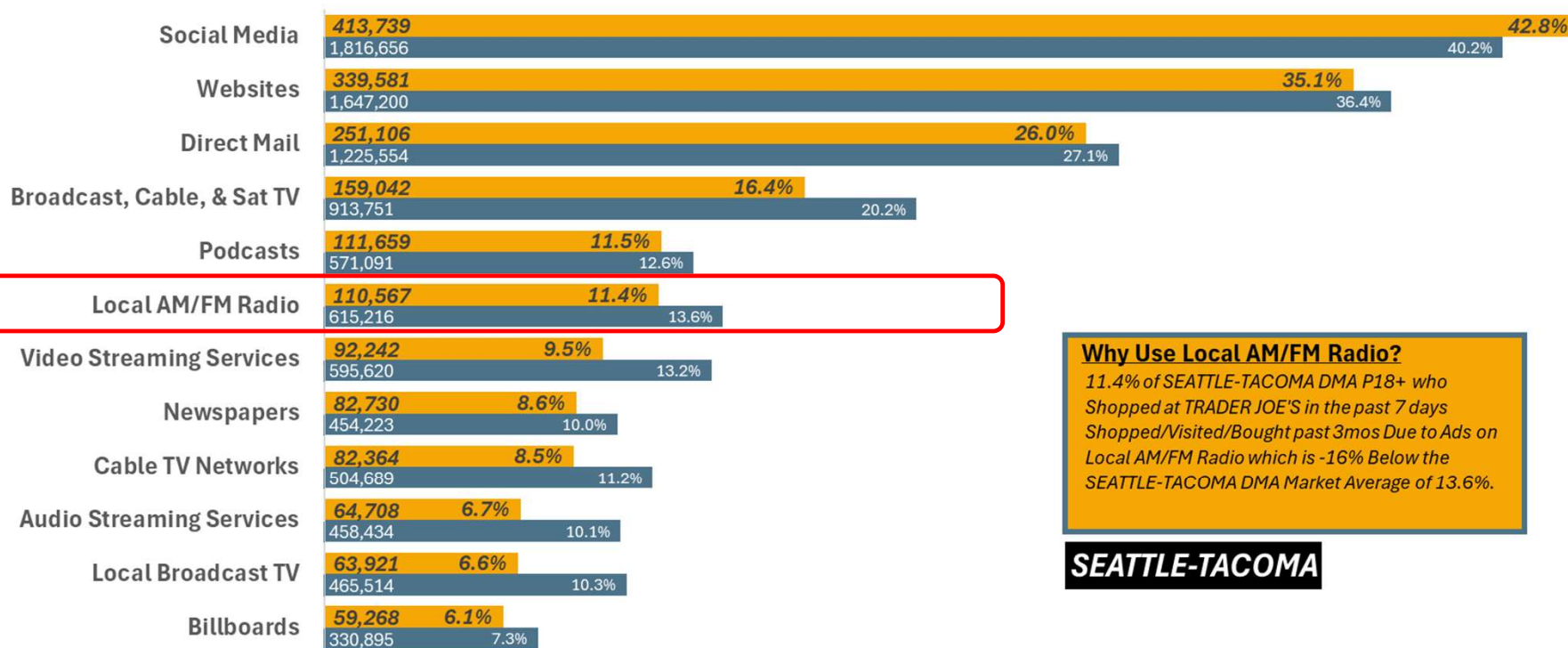
Grocery stores shopped past 7 days (HHLD): Trader Joe's



SEA

"Advertising Actions"

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



Why Use Local AM/FM Radio?

11.4% of SEATTLE-TACOMA DMA P18+ who Shopped at TRADER JOE'S in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -16% Below the SEATTLE-TACOMA DMA Market Average of 13.6%.

SEATTLE-TACOMA

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

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

SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab: 878

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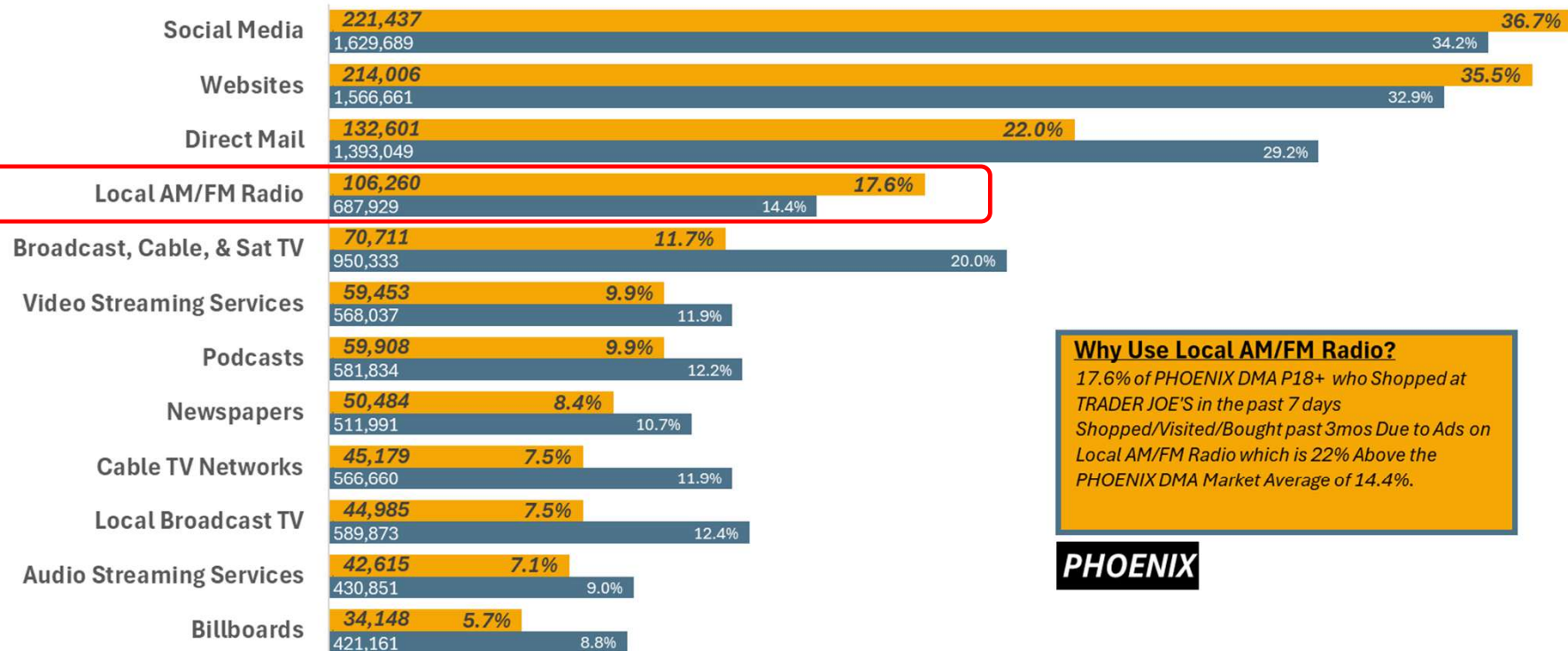
Grocery stores shopped past 7 days (HHLD): Trader Joe's



PHX

"Advertising Actions"

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



Why Use Local AM/FM Radio?

17.6% of PHOENIX DMA P18+ who Shopped at TRADER JOE'S in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 22% Above the PHOENIX DMA Market Average of 14.4%.

PHOENIX

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

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

PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab: 352
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Grocery stores shopped past 7 days (HHLD): Trader Joe's