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

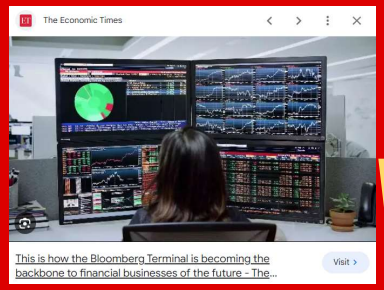
Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of USA, CHICAGO, WASHINGTON, DC, SEATTLE-TACOMA, and PHOENIX DMA W25-54 who Purchased Items In-Store at TARGET in the past 3 months as of SEPTEMBER 2024!

TARGET





W25-54

Vanguard®

BLACKROCK

STATE STREET

USA

CHI

WDC

SEA

PHX

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

HUBBARD BROADCASTING INC. HB INC.

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



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

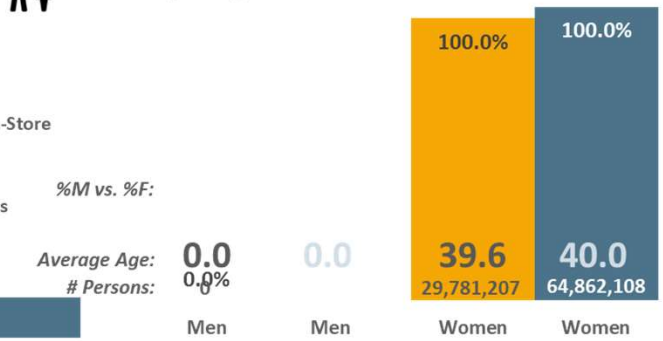
Percent of Market: Women 25 - 54



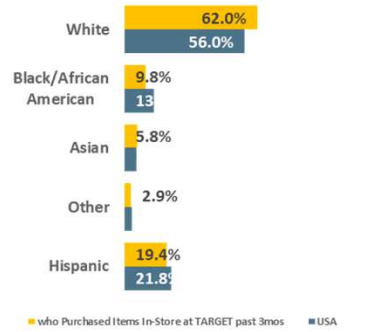
Total Persons:

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

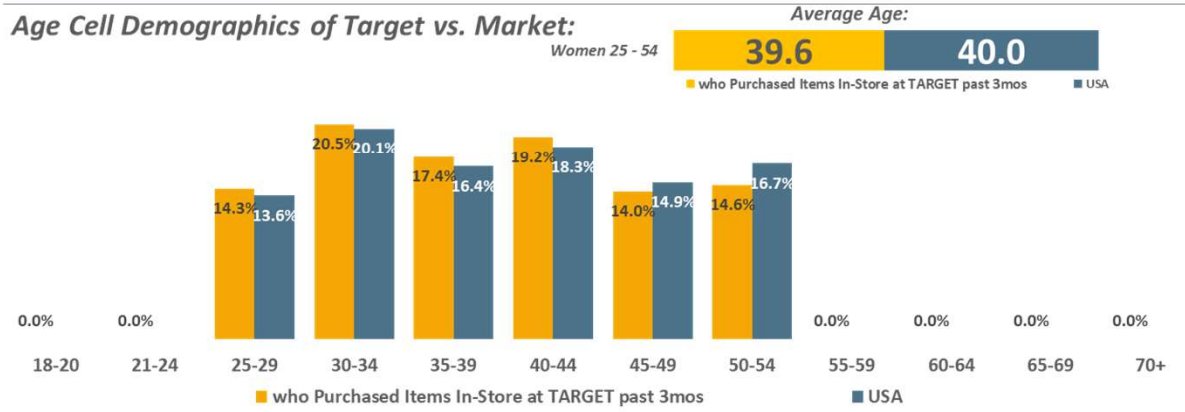
Gender of Target vs. Market: Women 25 - 54



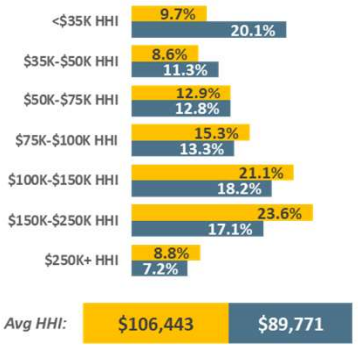
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



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

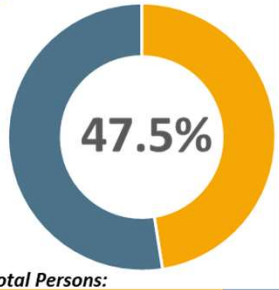
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USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,097

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

47.5% or 917,868 of CHICAGO DMA Women 25 - 54 Purchased Items In-Store at TARGET past 3mos.
Typical Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos are 39.8 years old (.8% younger than average) and have a $131,930 (25.8% higher than average) annual household income.

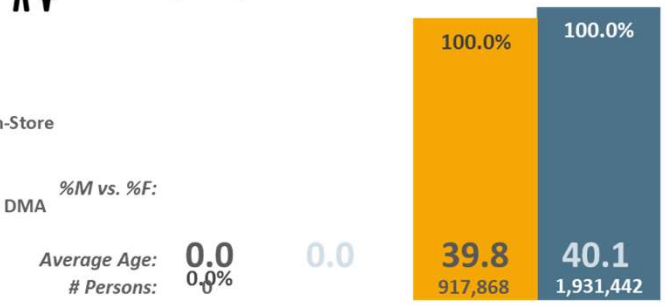
Percent of Market: Women 25 - 54



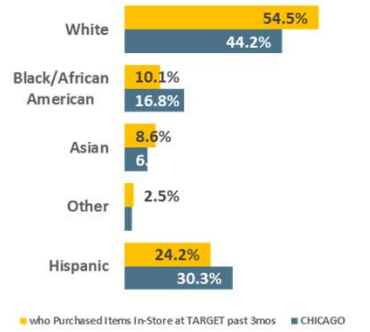
Total Persons:

917,868	1,013,574

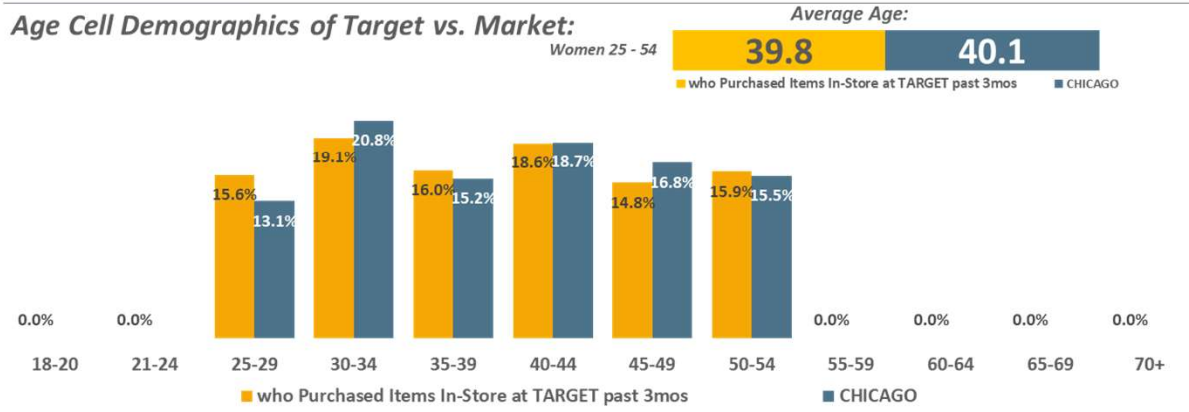
Gender of Target vs. Market: Women 25 - 54



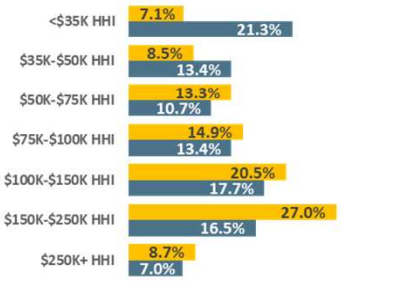
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI:	$131,930	$104,895

CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,408

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

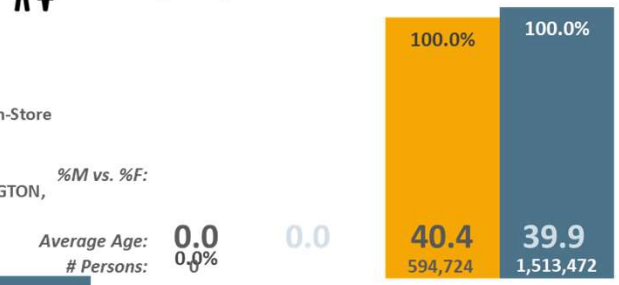
39.3% or 594,724 of WASHINGTON, DC DMA Women 25 - 54 Purchased Items In-Store at TARGET past 3mos. Typical Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos are 40.4 years old (1.3% older than average) and have a $153,229 (18.8% higher than average) annual household income.

Percent of Market: Women 25 - 54

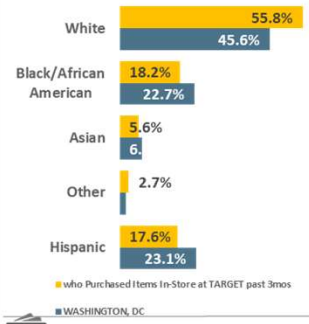


Total Persons: 594,724 | 918,748

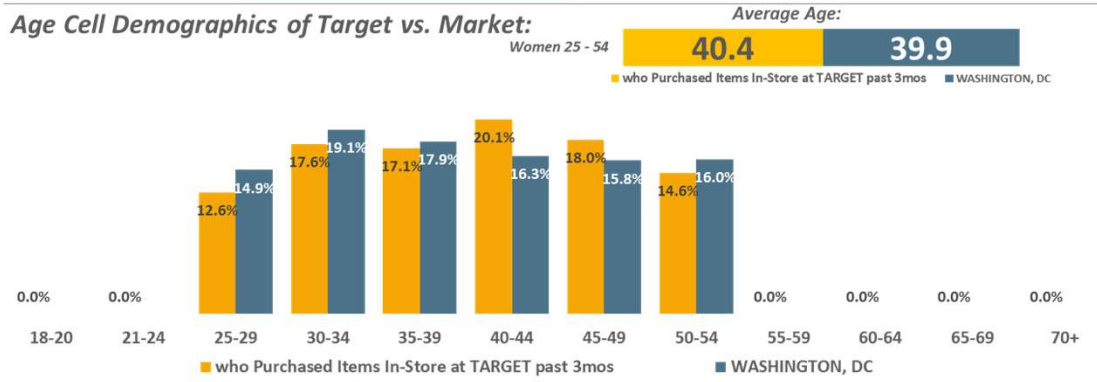
Gender of Target vs. Market: Women 25 - 54



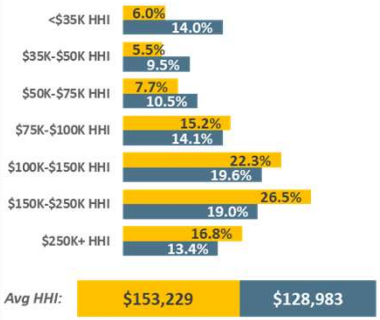
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $153,229 | $128,983

WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,935

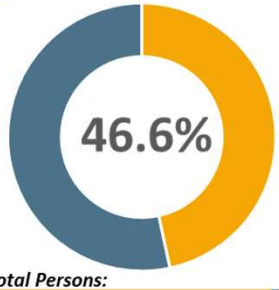
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[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

SEA

46.6% or 531,896 of SEATTLE-TACOMA DMA Women 25 - 54 Purchased Items In-Store at TARGET past 3mos. Typical Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos are 39.1 years old (1.8% younger than average) and have a $132,245 (9.8% higher than average) annual household income.

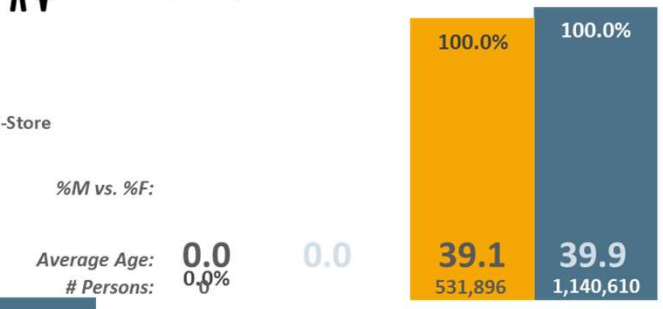
Percent of Market: Women 25 - 54



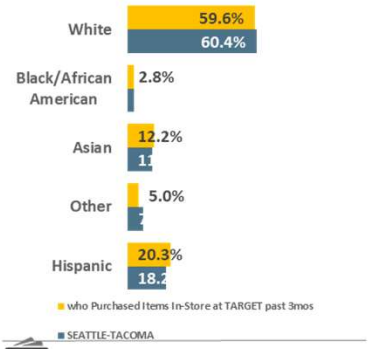
Total Persons:

531,896	608,714

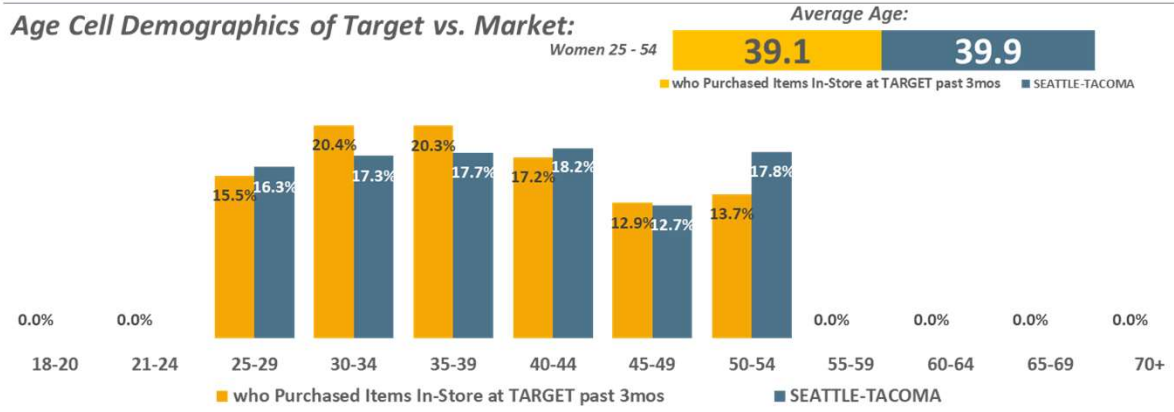
Gender of Target vs. Market: Women 25 - 54



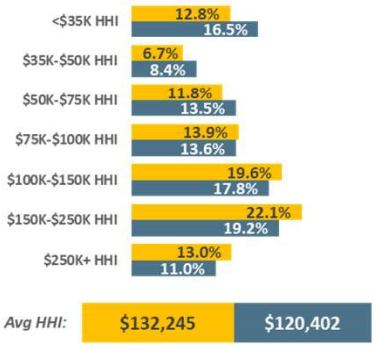
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,373

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

PHX

45.5% or 500,485 of PHOENIX DMA Women 25 - 54 Purchased Items In-Store at TARGET past 3mos. Typical Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos are 38.2 years old (5.1% younger than average) and have a $106,946 (20.% higher than average) annual household income.

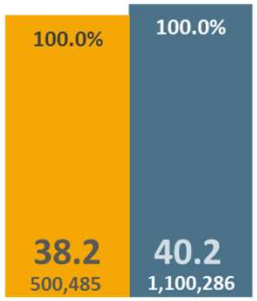
Percent of Market: Women 25 - 54



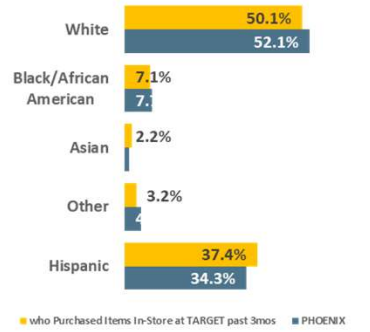
Total Persons:

500,485	599,801

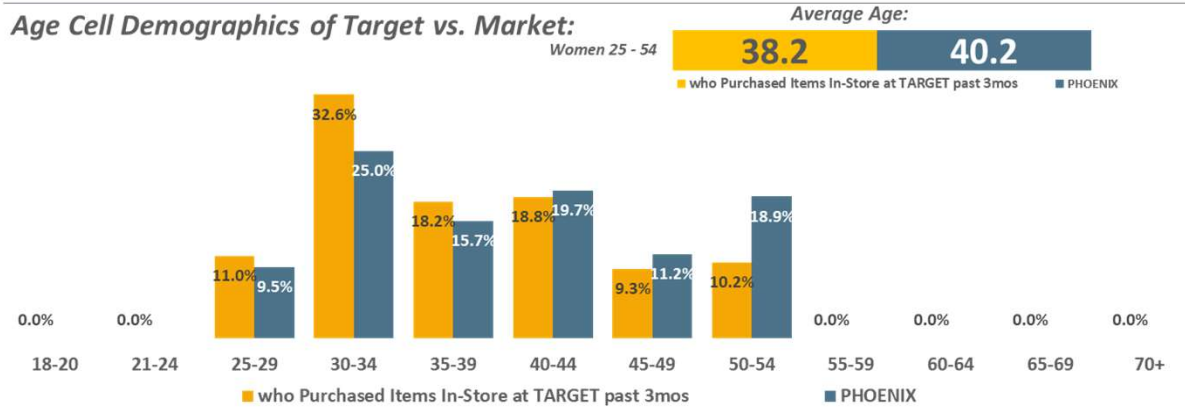
Gender of Target vs. Market: Women 25 - 54



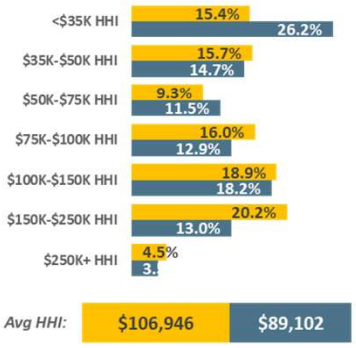
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 785

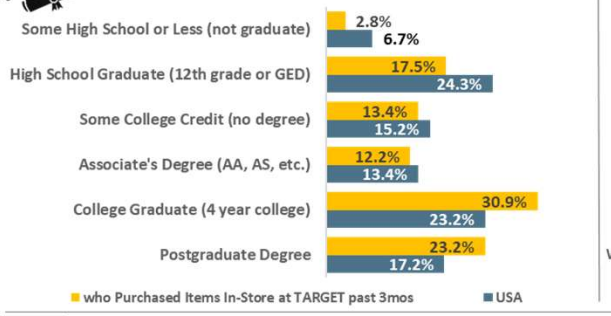
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[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

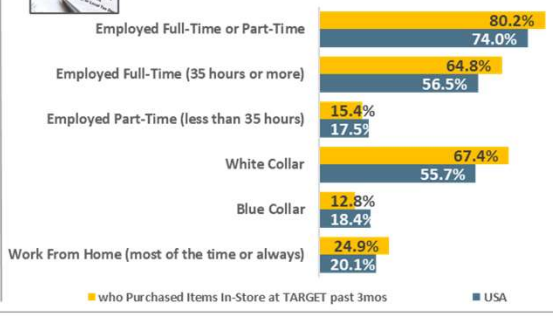
USA

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

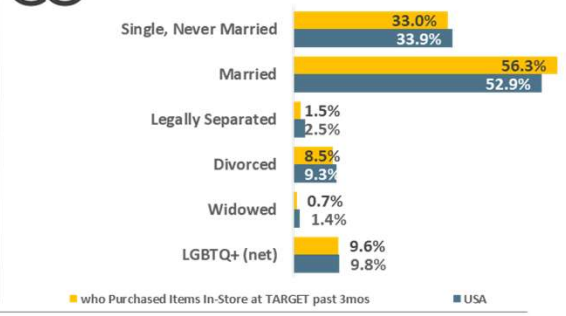
Education Levels: Women 25 - 54



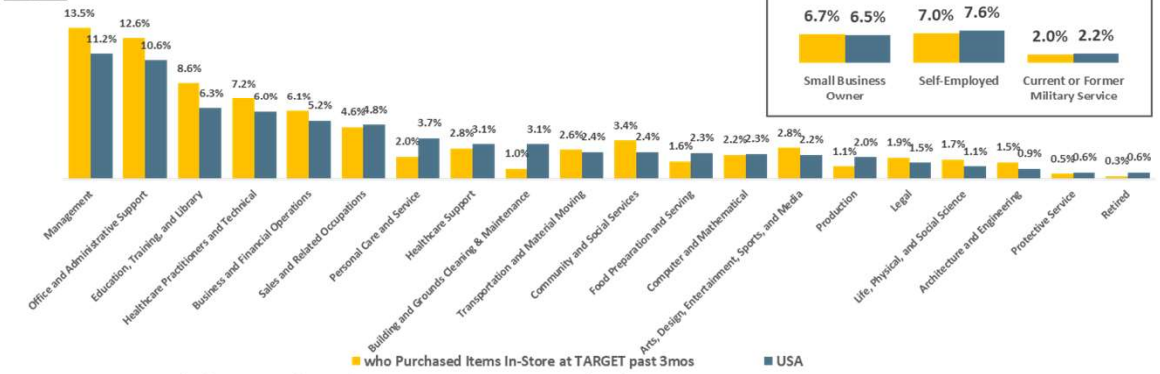
Employment: Women 25 - 54



Marital Status: Women 25 - 54

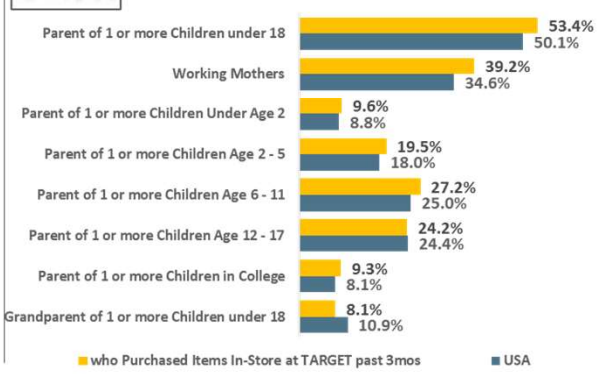


Top-20 Occupations: Women 25 - 54



Entrepreneurs/Military Experience

Stage in Life: Women 25 - 54



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

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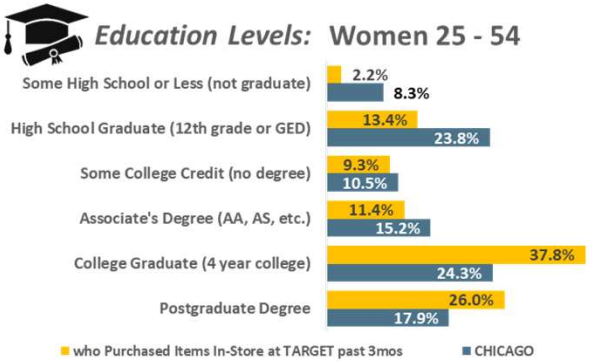
USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,097

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

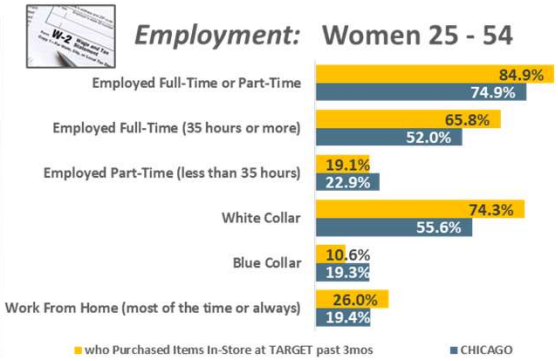


47.5% or 917,868 of CHICAGO DMA Women 25 - 54 Purchased Items In-Store at TARGET past 3mos. Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos are 51.4% more likely to be a college graduate, 26.6% more likely to work full-time, 9.5% more likely to be married, 25.3% less likely to be a grandparent of 1 or more children under 18.

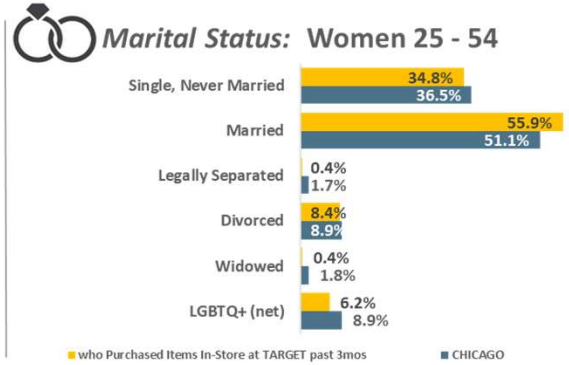
Education Levels: Women 25 - 54



Employment: Women 25 - 54



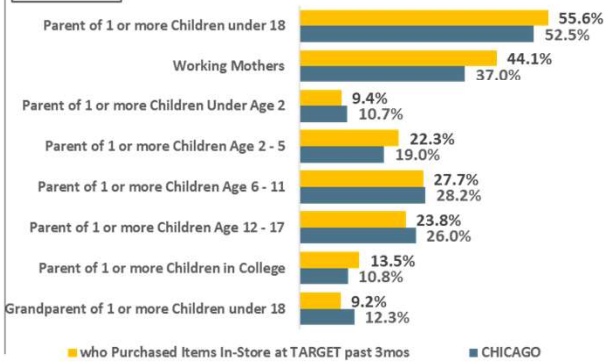
Marital Status: Women 25 - 54



Top-20 Occupations: Women 25 - 54



Stage in Life: Women 25 - 54



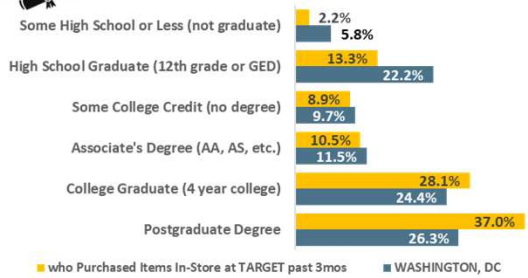
CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,408

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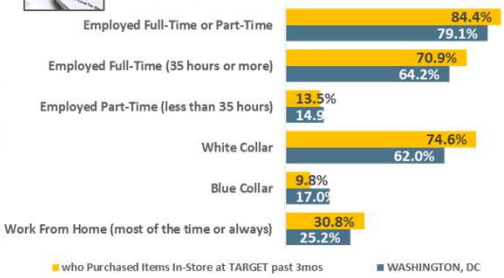
[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

39.3% or 594,724 of WASHINGTON, DC DMA Women 25 - 54 Purchased Items In-Store at TARGET past 3mos. Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos are 28.4% more likely to be a college graduate, 10.5% more likely to work full-time, 3.1% more likely to be married, 13.7% less likely to be a grandparent of 1 or more children under 18.

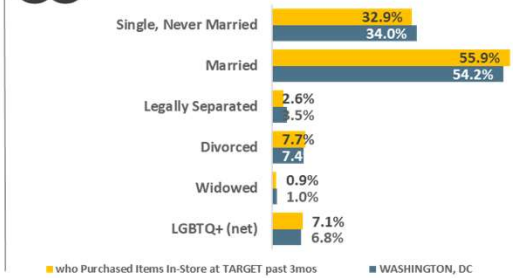
Education Levels: Women 25 - 54



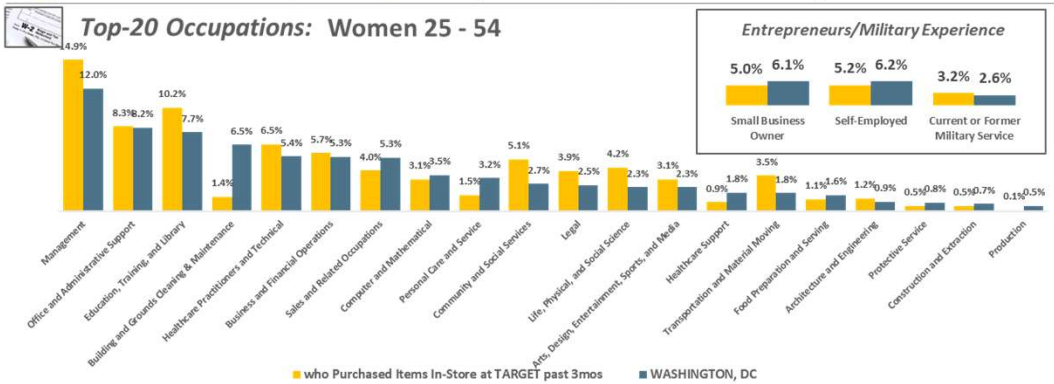
Employment: Women 25 - 54



Marital Status: Women 25 - 54

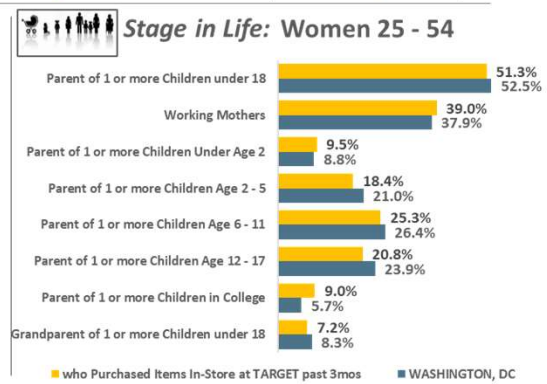


Top-20 Occupations: Women 25 - 54



Entrepreneurs/Military Experience

Stage in Life: Women 25 - 54



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,935

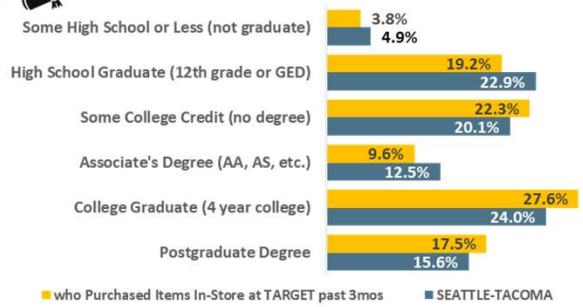
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[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

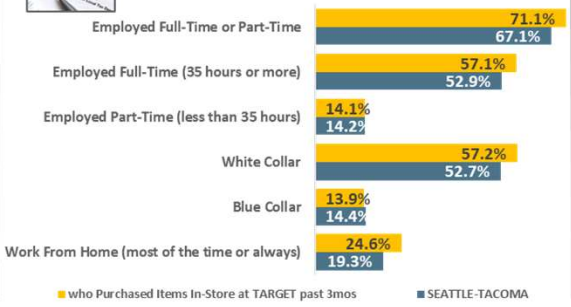


46.6% or 531,896 of SEATTLE-TACOMA DMA Women 25 - 54 Purchased Items In-Store at TARGET past 3mos. Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos are 13.8% more likely to be a college graduate, 7.9% more likely to work full-time, 16.2% more likely to be married, 31.7% less likely to be a grandparent of 1 or more children under 18.

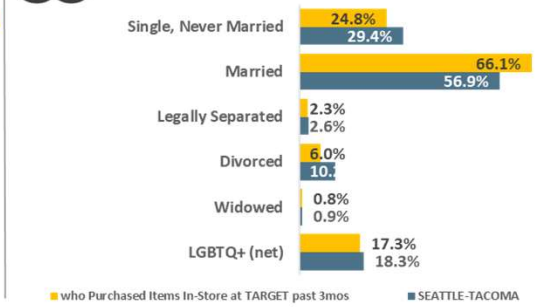
Education Levels: Women 25 - 54



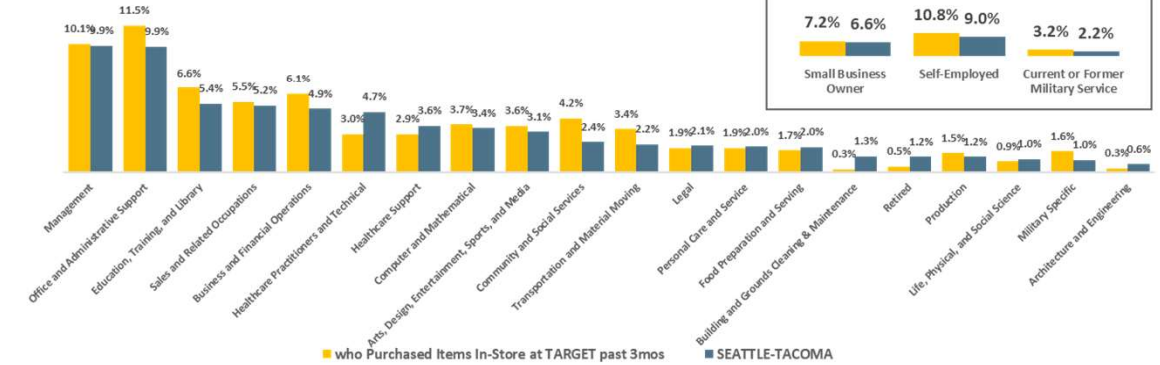
Employment: Women 25 - 54



Marital Status: Women 25 - 54

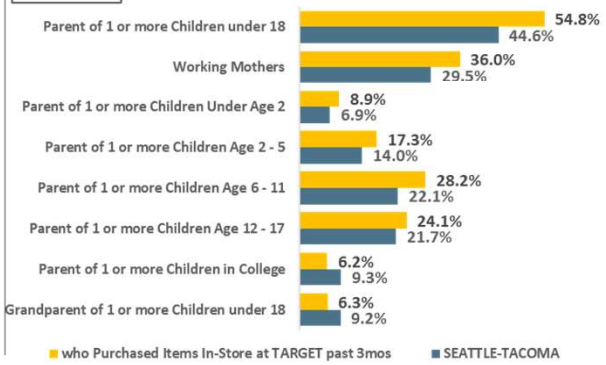


Top-20 Occupations: Women 25 - 54



Entrepreneurs/Military Experience

Stage in Life: Women 25 - 54



SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,373

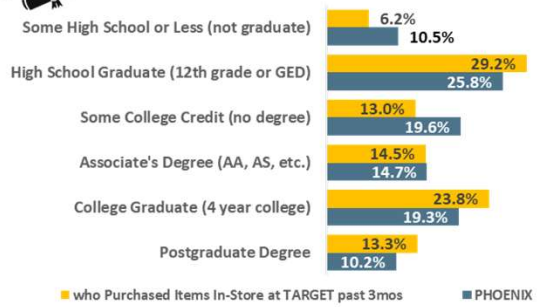
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[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

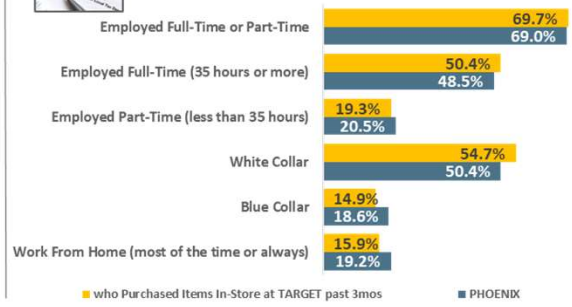
PHX

45.5% or 500,485 of PHOENIX DMA Women 25 - 54 Purchased Items In-Store at TARGET past 3mos. Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos are 25.8% more likely to be a college graduate, 4.% more likely to work full-time, 5.2% less likely to be married, 24.4% less likely to be a grandparent of 1 or more children under 18.

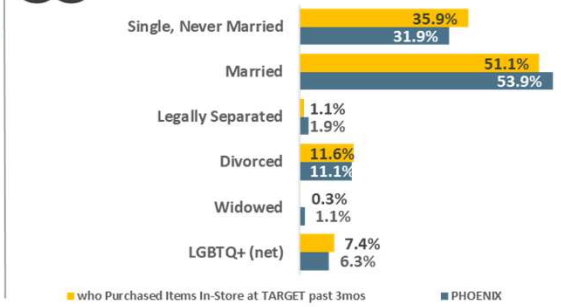
Education Levels: Women 25 - 54



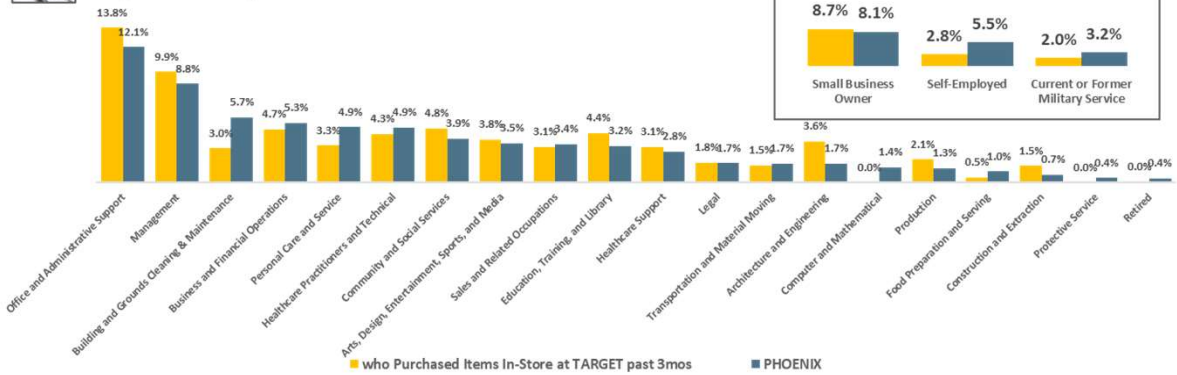
Employment: Women 25 - 54



Marital Status: Women 25 - 54

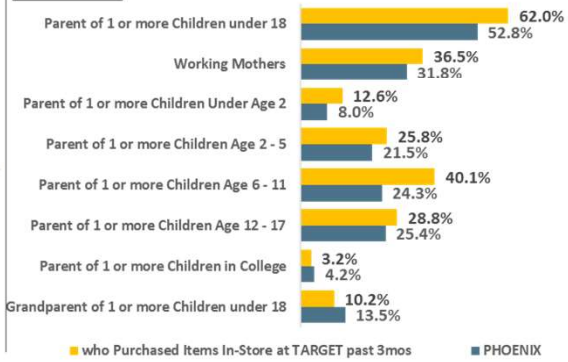


Top-20 Occupations: Women 25 - 54



Entrepreneurs/Military Experience

Stage in Life: Women 25 - 54



PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 785

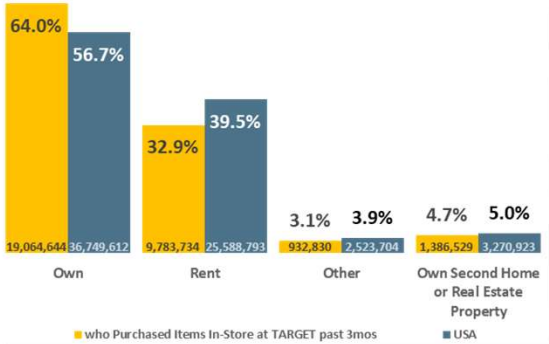
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[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

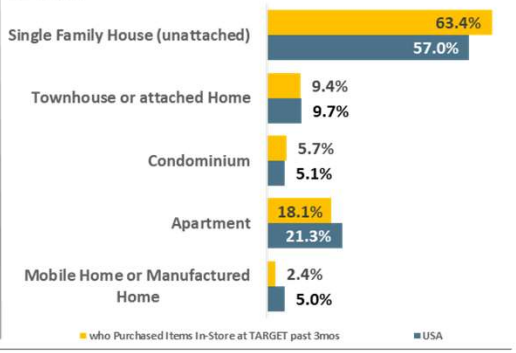
USA

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

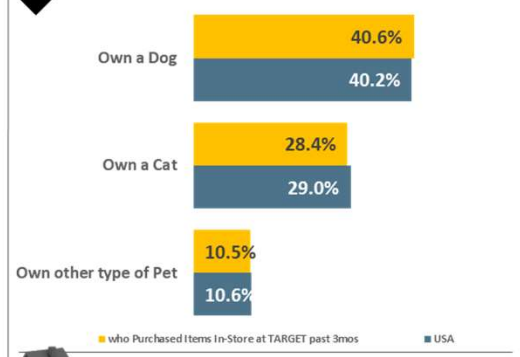
Own/Rent/Other: Women 25 - 54



Type of Home: Women 25 - 54



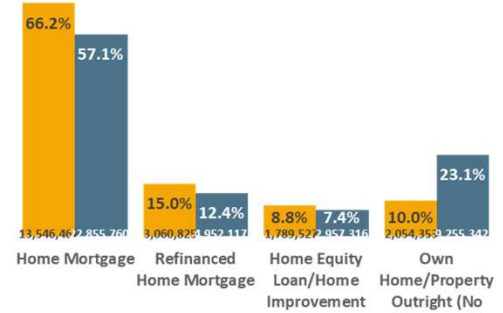
Pets in Home: Women 25 - 54



Value of Owned Home: Women 25 - 54



Home Loans: Women 25 - 54



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

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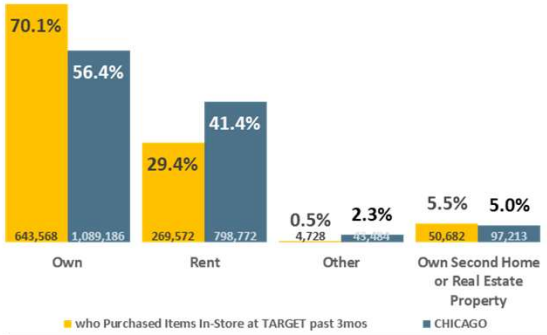
USA Projection *Scarborough R2 2024: Aug23-Sep24* *Qual Intab* *23,097*

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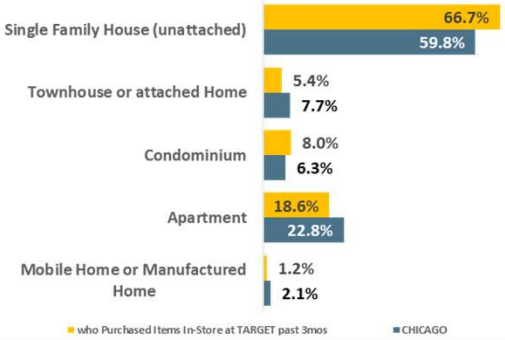
CHI

47.5% or 917,868 of CHICAGO DMA Women 25 - 54 Purchased Items In-Store at TARGET past 3mos. Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos are 24.3% more likely to own their home, 2.8% more likely to own a higher valued home, 11.7% more likely to have a single-family home, 2.2% more likely to have a dog.

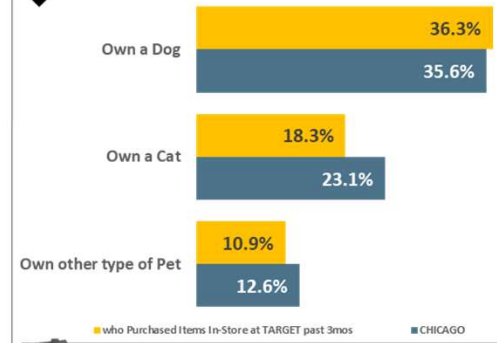
Own/Rent/Other: Women 25 - 54



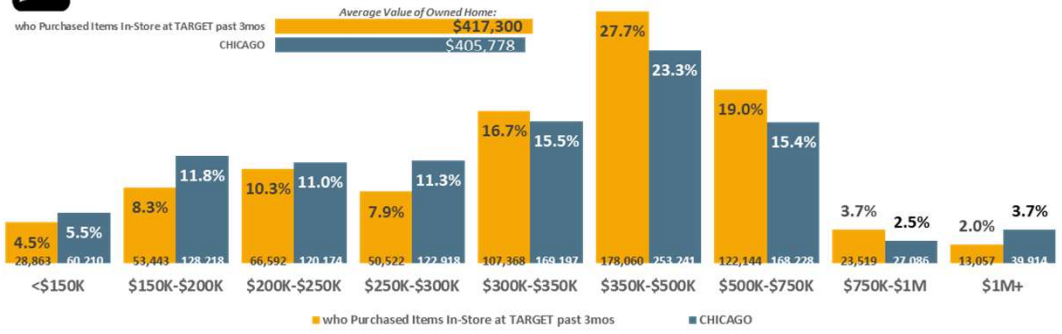
Type of Home: Women 25 - 54



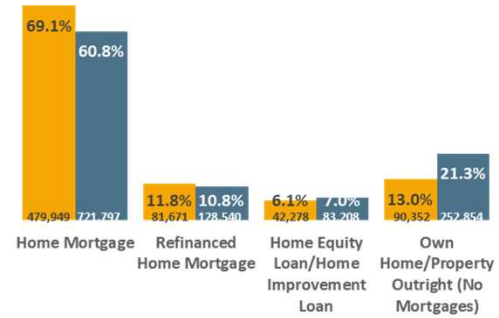
Pets in Home: Women 25 - 54



Value of Owned Home: Women 25 - 54



Home Loans: Women 25 - 54



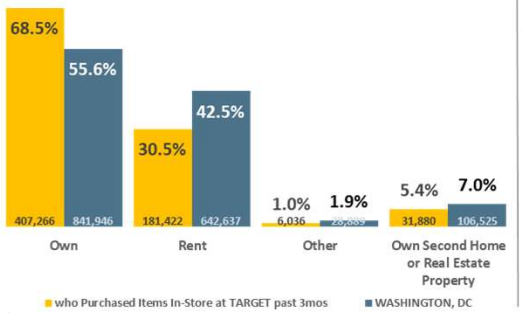
CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,408

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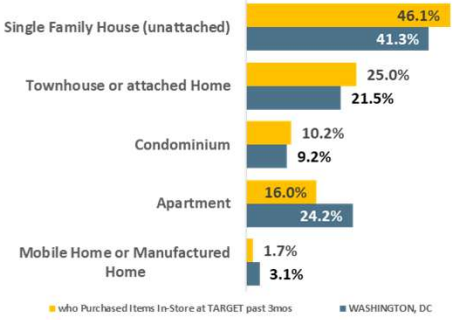
[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

39.3% or 594,724 of WASHINGTON, DC DMA Women 25 - 54 Purchased Items In-Store at TARGET past 3mos. Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos are 23.1% more likely to own their home, 7.4% more likely to own a higher valued home, 11.5% more likely to have a single-family home, 12.2% less likely to have a dog.

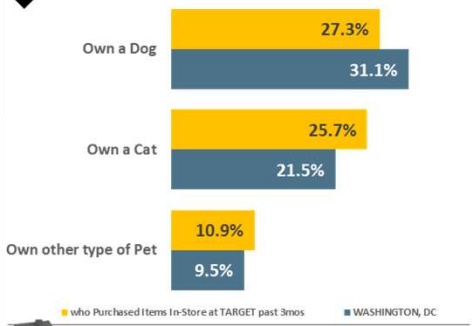
Own/Rent/Other: Women 25 - 54



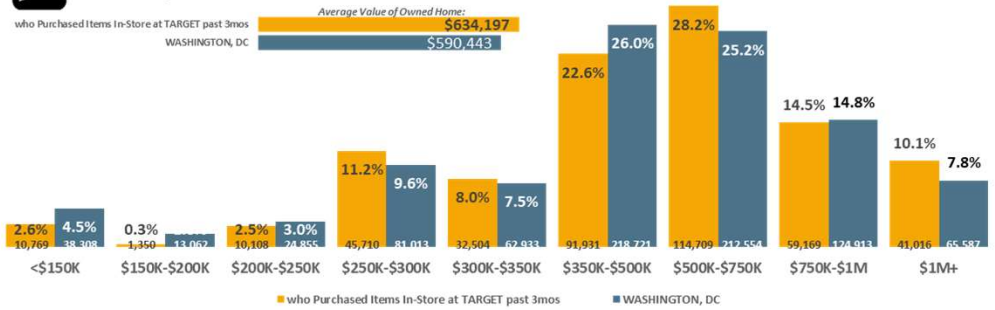
Type of Home: Women 25 - 54



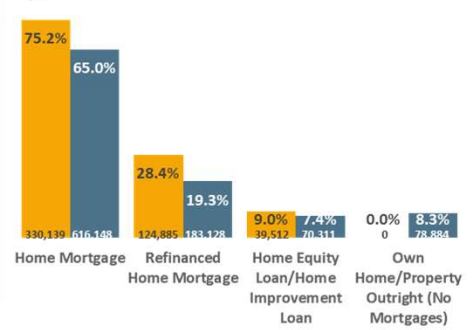
Pets in Home: Women 25 - 54



Value of Owned Home: Women 25 - 54



Home Loans: Women 25 - 54



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,935

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

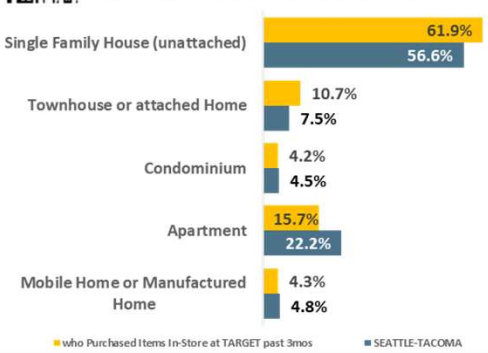
SEA

46.6% or 531,896 of SEATTLE-TACOMA DMA Women 25 - 54 Purchased Items In-Store at TARGET past 3mos. Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos are 9.2% more likely to own their home, 7.3% more likely to own a higher valued home, 9.4% more likely to have a single-family home, 10.8% more likely to have a dog.

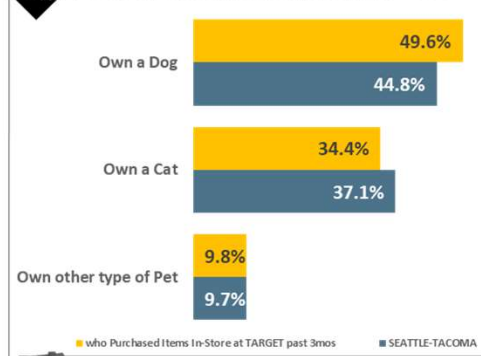
Own/Rent/Other: Women 25 - 54



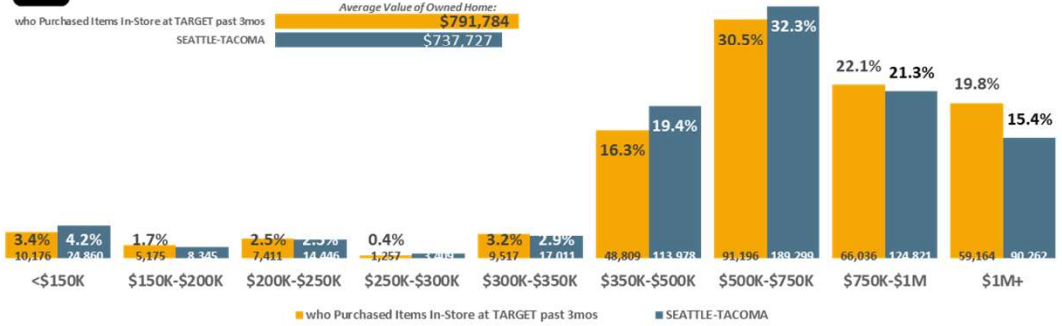
Type of Home: Women 25 - 54



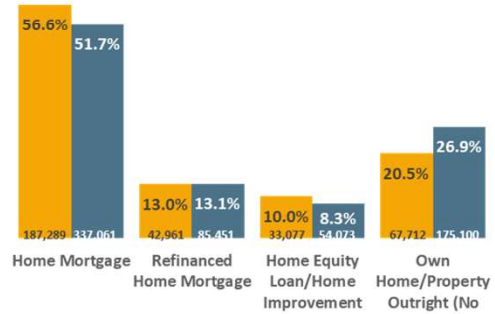
Pets in Home: Women 25 - 54



Value of Owned Home: Women 25 - 54



Home Loans: Women 25 - 54



SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,373

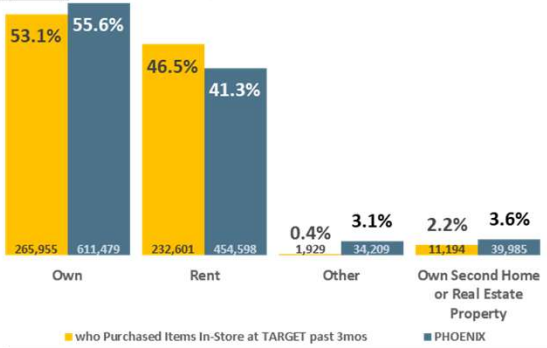
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[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

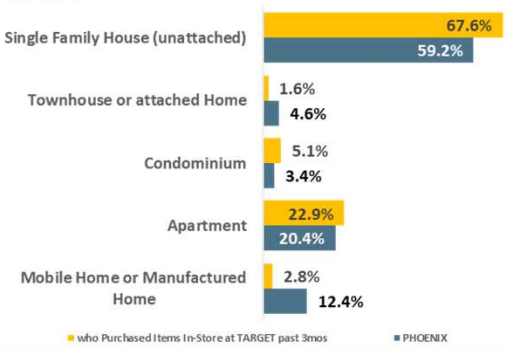
PHX

45.5% or 500,485 of PHOENIX DMA Women 25 - 54 Purchased Items In-Store at TARGET past 3mos. Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos are 4.4% less likely to own their home, 20.3% more likely to own a higher valued home, 14.1% more likely to have a single-family home, 15.6% less likely to have a dog.

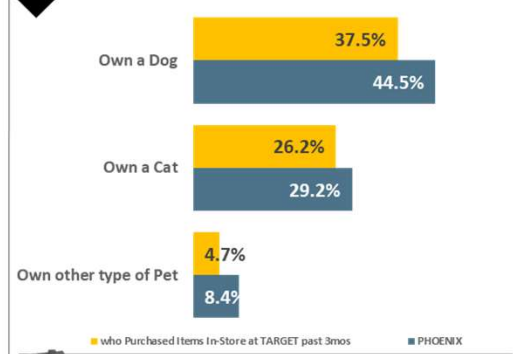
Own/Rent/Other: Women 25 - 54



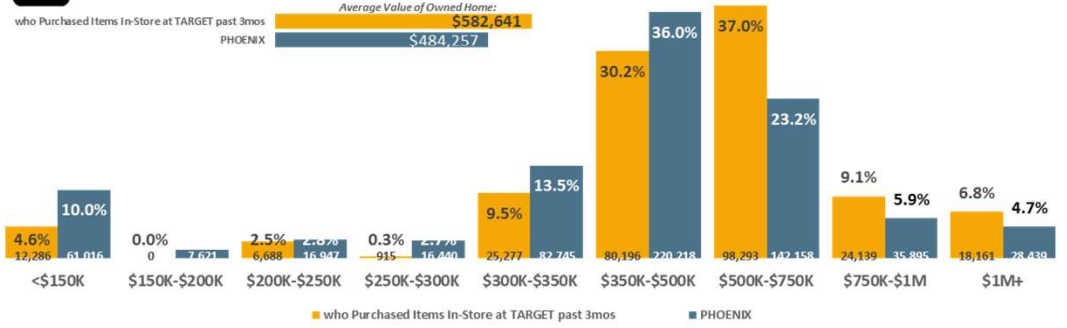
Type of Home: Women 25 - 54



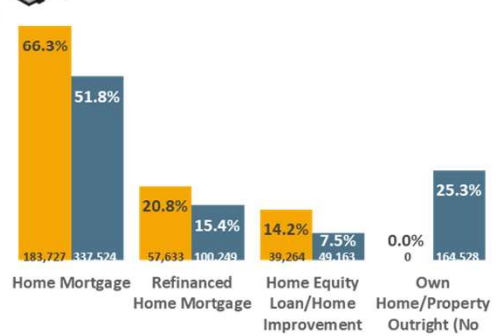
Pets in Home: Women 25 - 54



Value of Owned Home: Women 25 - 54



Home Loans: Women 25 - 54



PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 785

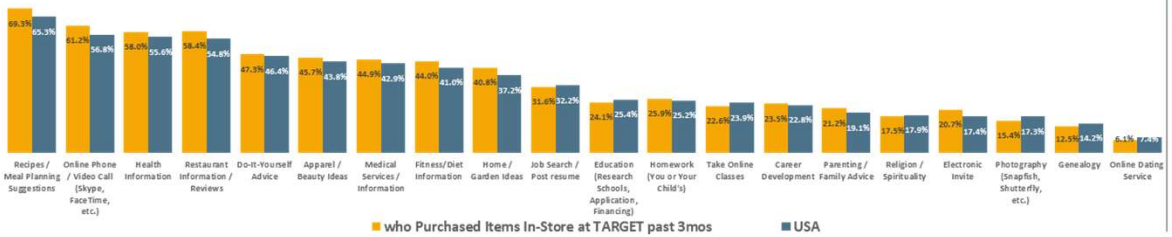
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[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

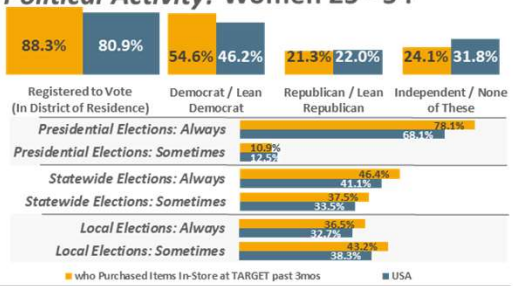


45.9% or 29,781,207 of USA Women 25 - 54 Purchased Items In-Store at TARGET past 3mos.
Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos are 1.8% more likely to look up D-I-Y advice online, 11.7% more likely to always vote in local elections, 20.4% more likely to belong to a gym, 19.7% more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

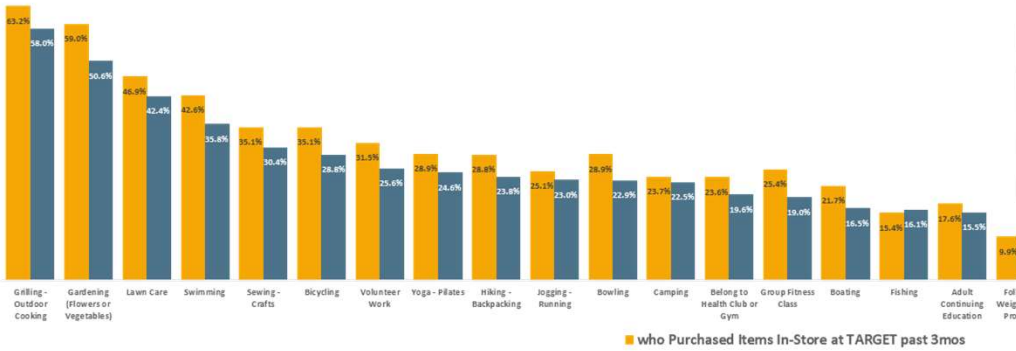
Top-20 past 30-days Online Lifestyle Activites: Women 25 - 54



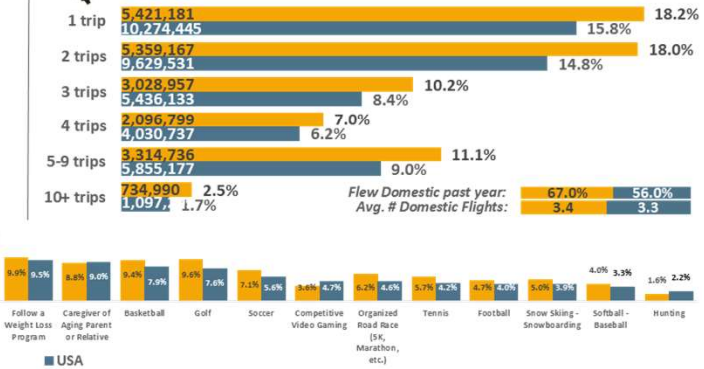
Political Activity: Women 25 - 54



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



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



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

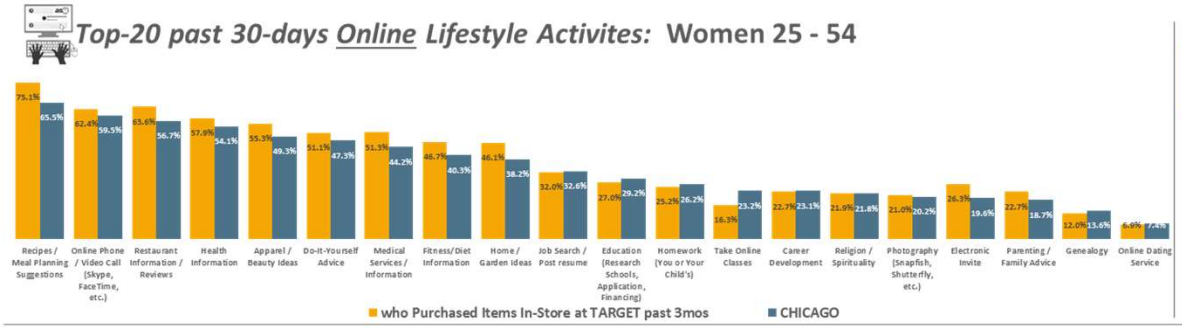
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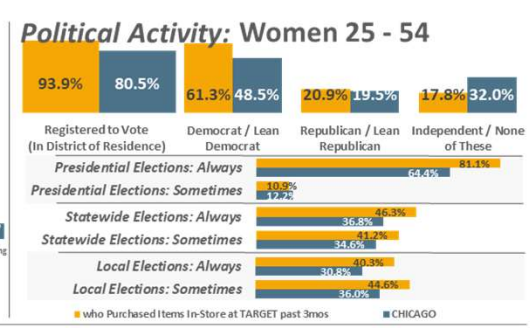
USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,097

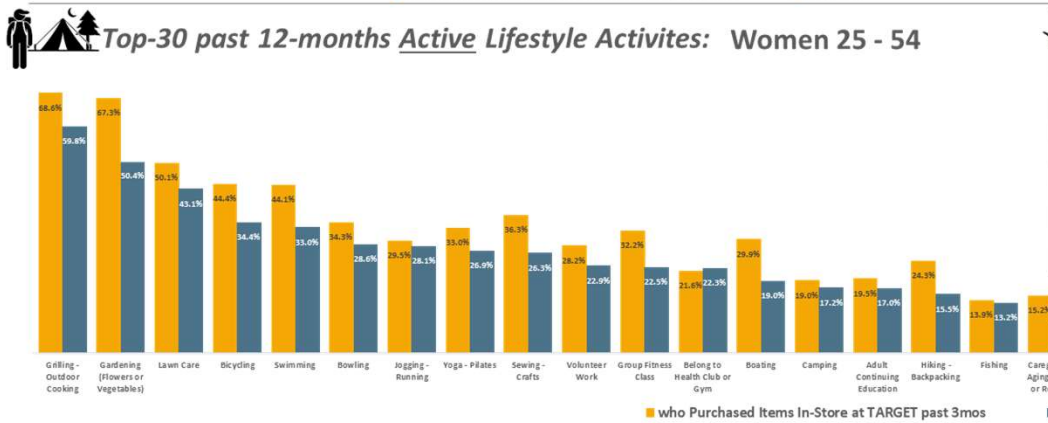
[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

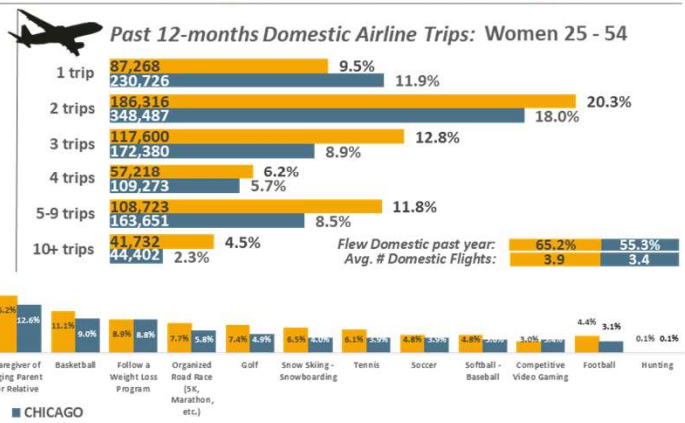


47.5% or 917,868 of CHICAGO DMA Women 25 - 54 Purchased Items In-Store at TARGET past 3mos. Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos are 8.1% more likely to look up D-I-Y advice online, 30.9% more likely to always vote in local elections, 3.% less likely to belong to a gym, 17.9% more likely to fly domestic past yr.









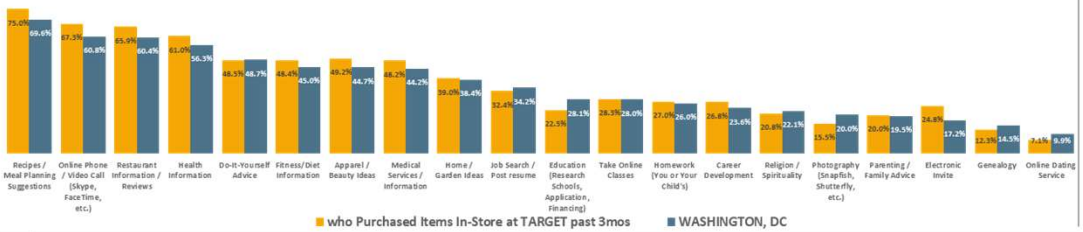
CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,408

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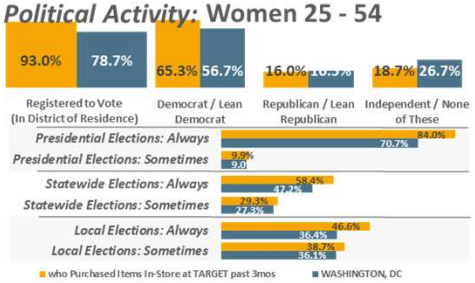
[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

39.3% or 594,724 of WASHINGTON, DC DMA Women 25 - 54 Purchased Items In-Store at TARGET past 3mos. Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos are .4% less likely to look up D-I-Y advice online, 28.% more likely to always vote in local elections, 16.6% more likely to belong to a gym, 21.3% more likely to fly domestic past yr.

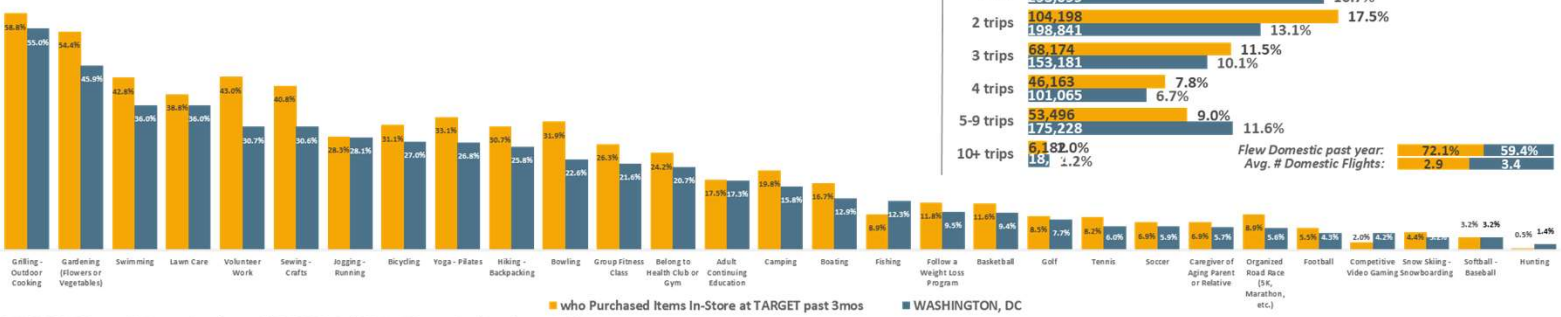
Top-20 past 30-days Online Lifestyle Activites: Women 25 - 54



Political Activity: Women 25 - 54



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



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

WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,935

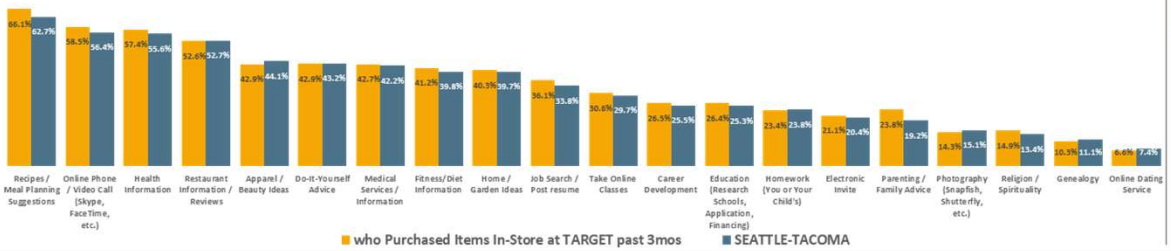
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[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

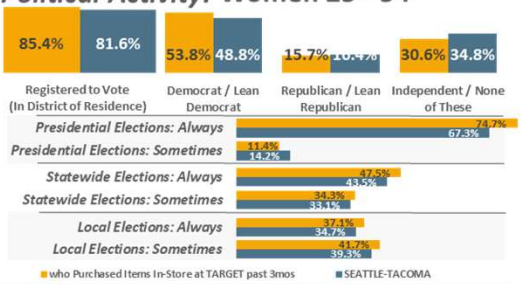


46.6% or 531,896 of SEATTLE-TACOMA DMA Women 25 - 54 Purchased Items In-Store at TARGET past 3mos. Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos are .6% less likely to look up D-I-Y advice online, 6.9% more likely to always vote in local elections, 10.2% more likely to belong to a gym, 10.9% more likely to fly domestic past yr.

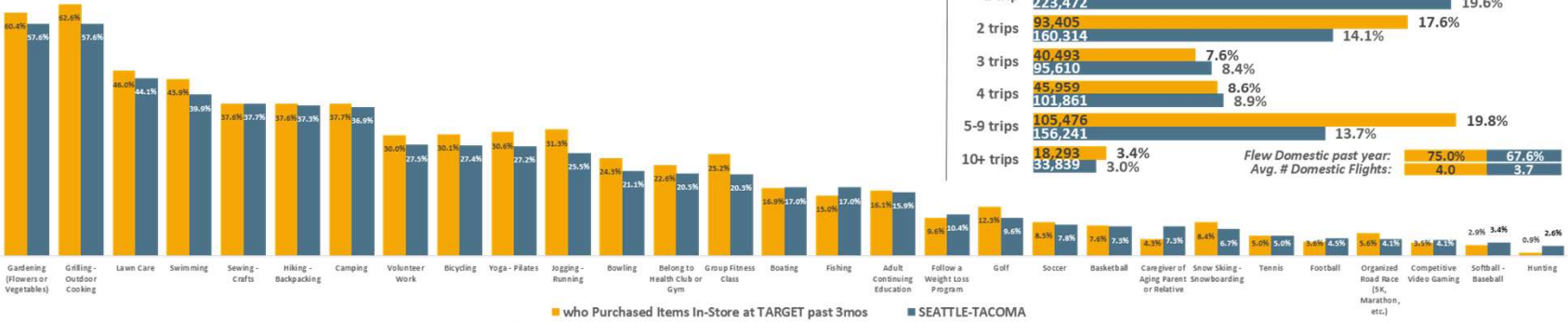
Top-20 past 30-days Online Lifestyle Activites: Women 25 - 54



Political Activity: Women 25 - 54



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



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

SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,373

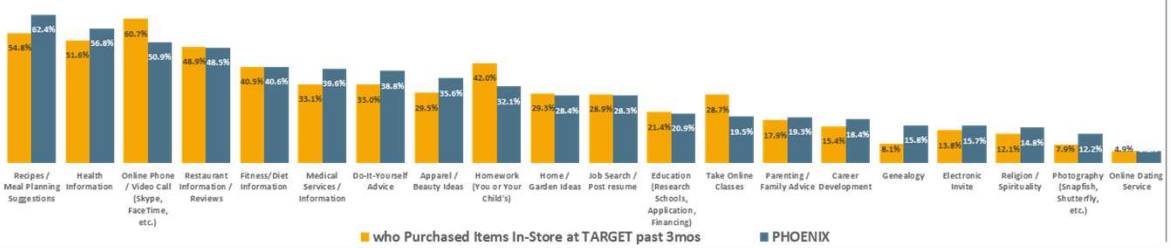
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[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

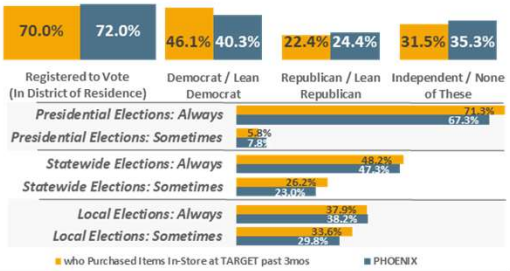
PHX

45.5% or 500,485 of PHOENIX DMA Women 25 - 54 Purchased Items In-Store at TARGET past 3mos. Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos are 15.1% less likely to look up D-I-Y advice online, .9% less likely to always vote in local elections, 36.3% more likely to belong to a gym, 33.4% more likely to fly domestic past yr.

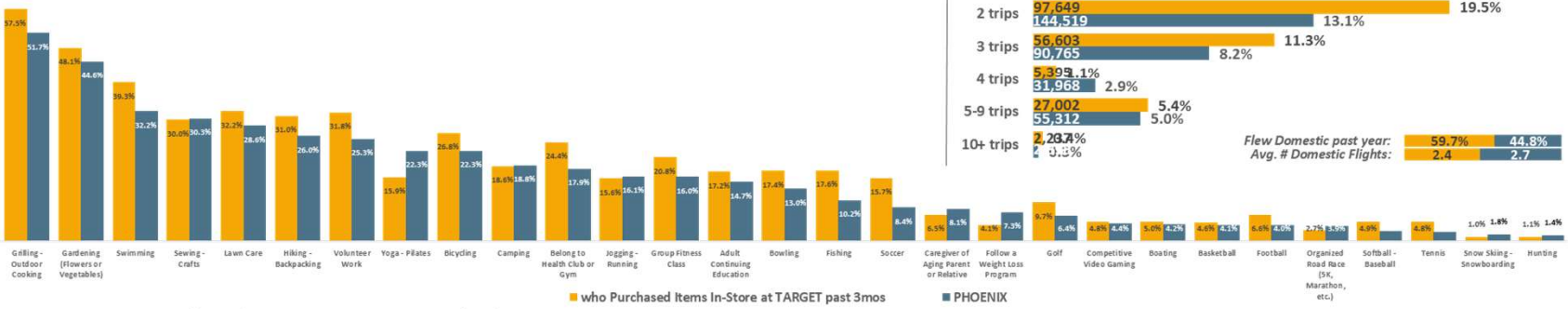
Top-20 past 30-days Online Lifestyle Activites: Women 25 - 54



Political Activity: Women 25 - 54



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



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

PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 785

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

USA

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

Past 30-days QSR Users: Women 25 - 54



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

Avg. Monthly QSR Meals: 7.4 | 6.7

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



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

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

Top-10 Cuisines: Women 25 - 54

(Sit-Down Restaurants Used Past 30-days)



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

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

USA 27.4%

Drank Past 30-days: Women 25 - 54



Past 12 months Casino Activities: Women 25 - 54



Used Past 30-days: Women 25 - 54



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

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

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

CHI

47.5% or 917,868 of CHICAGO DMA Women 25 - 54 Purchased Items In-Store at TARGET past 3mos. Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos are 3.9% more likely to use QSRs past mo., 17.1% more likely to use Sit-Down Restaurants past mo., 13.5% less likely to use Casinos past yr., 89.% less likely to smoke cigarettes.

Past 30-days QSR Users: Women 25 - 54



Total Monthly QSR Users: 97.6% 896,170 | 94.0% 1,814,845

Avg. Monthly QSR Meals: 8.2 | 7.1

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



Total Monthly Sit-Down Restaurant Users: 91.7% 841,532 | 78.3% 1,512,270

Avg. Monthly Sit-Down Restaurant Meals: 4.7 | 4.5

Top-10 Cuisines: Women 25 - 54

(Sit-Down Restaurants Used Past 30-days)



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

who Purchased Items In-Store at TARGET past 3mos 353,448 38.5%

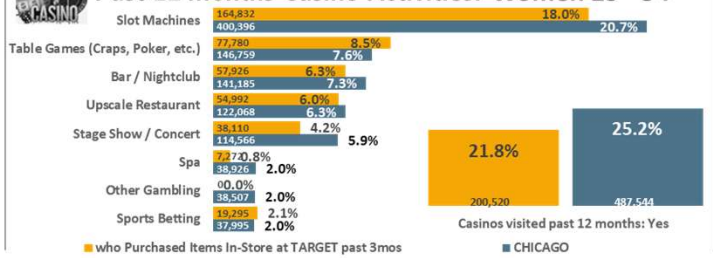
CHICAGO 624,779 32.3%

Drank Past 30-days: Women 25 - 54



Past 12 months Casino Activities: Women 25 - 54





Used Past 30-days: Women 25 - 54



CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,408

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



39.3% or 594,724 of WASHINGTON, DC DMA Women 25 - 54 Purchased Items In-Store at TARGET past 3mos. Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos are 4.3% more likely to use QSRs past mo., 11.6% more likely to use Sit-Down Restaurants past mo., 13.8% less likely to use Casinos past yr., 81.1% less likely to smoke cigarettes.

Past 30-days QSR Users: Women 25 - 54



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



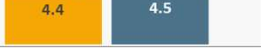
Past 30-days Sit-Down Restaurant Users: Women 25 - 54



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Women 25 - 54

(Sit-Down Restaurants Used Past 30-days)



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

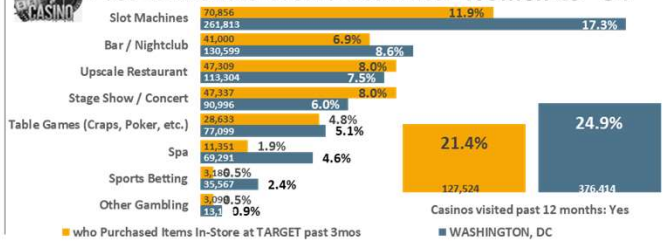


Drank Past 30-days: Women 25 - 54



Past 12 months Casino Activities: Women 25 - 54





Casinos visited past 12 months: Yes

Used Past 30-days: Women 25 - 54



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,935

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

SEA

46.6% or 531,896 of SEATTLE-TACOMA DMA Women 25 - 54 Purchased Items In-Store at TARGET past 3mos. Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos are 4.1% more likely to use QSRs past mo., 11.8% more likely to use Sit-Down Restaurants past mo., 4.2% more likely to use Casinos past yr., 76.7% less likely to smoke cigarettes.

Past 30-days QSR Users: Women 25 - 54



Total Monthly QSR Users: 90.8% 482,742 | 87.2% 994,397

Avg. Monthly QSR Meals: 5.8 | 5.3

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



Total Monthly Sit-Down Restaurant Users: 78.5% 417,498 | 70.2% 800,578

Avg. Monthly Sit-Down Restaurant Meals: 3.7 | 3.3

Top-10 Cuisines: Women 25 - 54

(Sit-Down Restaurants Used Past 30-days)



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

who Purchased Items In-Store at TARGET past 3mos: 144,448 | 27.2%

SEATTLE-TACOMA: 272,612 | 23.9%

Drank Past 30-days: Women 25 - 54



Past 12 months Casino Activities: Women 25 - 54





Used Past 30-days: Women 25 - 54



SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,373

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

PHX

45.5% or 500,485 of PHOENIX DMA Women 25 - 54 Purchased Items In-Store at TARGET past 3mos. Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos are 6.6% more likely to use QSRs past mo., 10.1% more likely to use Sit-Down Restaurants past mo., 4.9% more likely to use Casinos past yr., 74.% less likely to smoke cigarettes.

Past 30-days QSR Users: Women 25 - 54



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



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



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Women 25 - 54

(Sit-Down Restaurants Used Past 30-days)



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

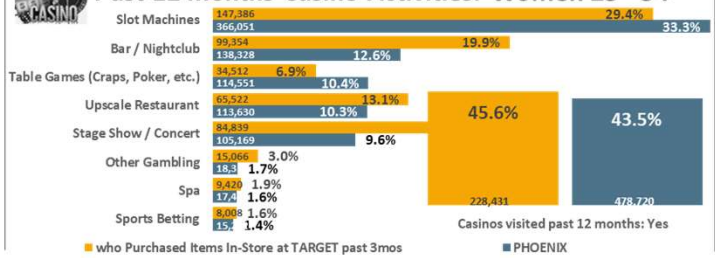
who Purchased Items In-Store at TARGET past 3mos	98,371	19.7%
PHOENIX	255,289	23.2%

Drank Past 30-days: Women 25 - 54



Past 12 months Casino Activities: Women 25 - 54





Used Past 30-days: Women 25 - 54



PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 785

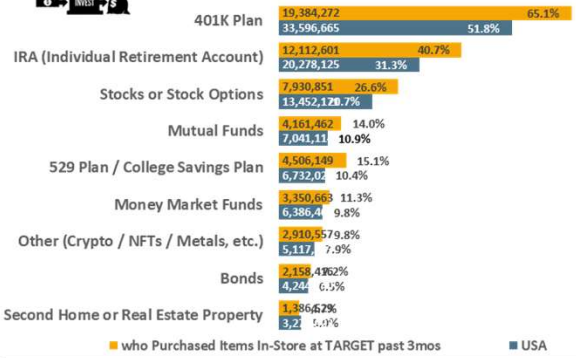
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[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

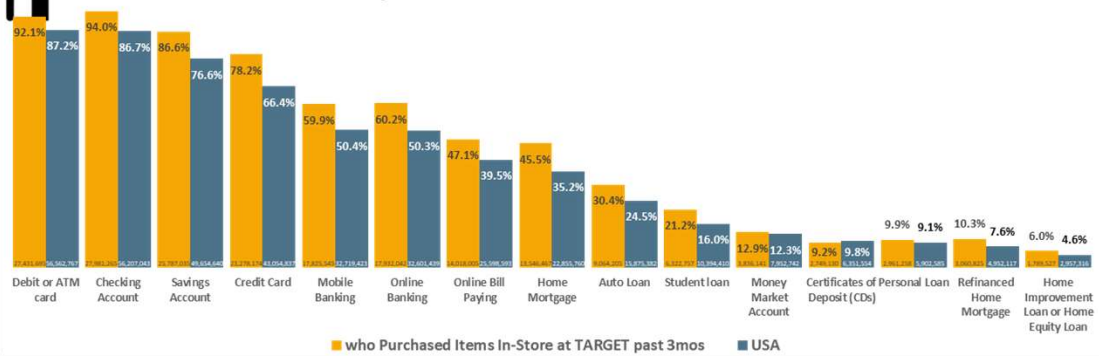
USA

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

Investments Owned: Women 25 - 54



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

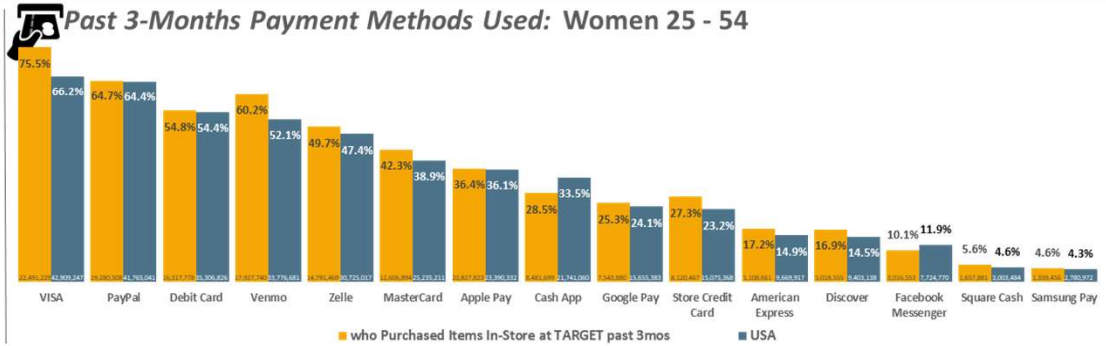


Professional Services Used:* Women 25 - 54



*(*Past 12 Months)*

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



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

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

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

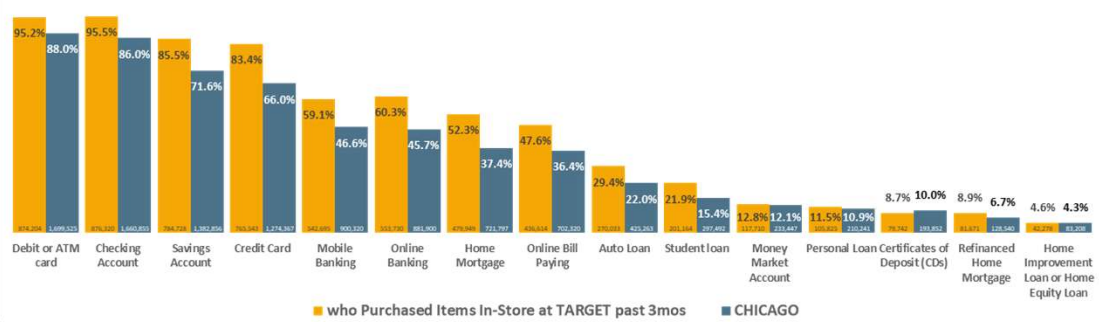
CHI

47.5% or 917,868 of CHICAGO DMA Women 25 - 54 Purchased Items In-Store at TARGET past 3mos. Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos are 33.1% more likely to have a 401K, 33.6% more likely to have an Auto Loan, 42.4% more likely to Invest/Trade Stocks Online, 3.2% more likely to pay with their Debit Card.

Investments Owned: Women 25 - 54



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

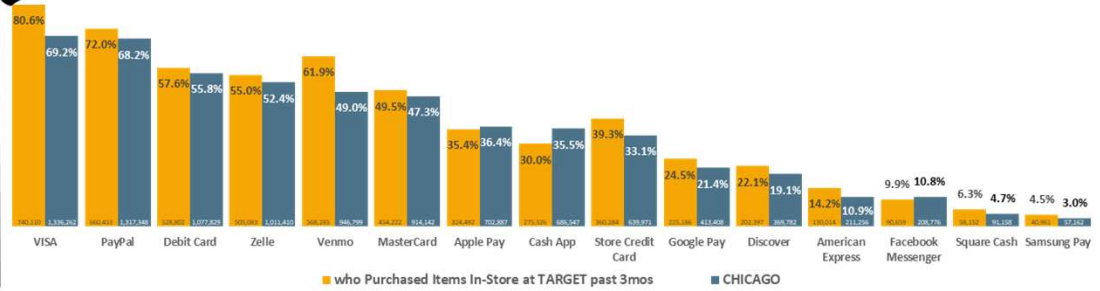


Professional Services Used:* Women 25 - 54



*(*Past 12 Months)*

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



CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,408

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

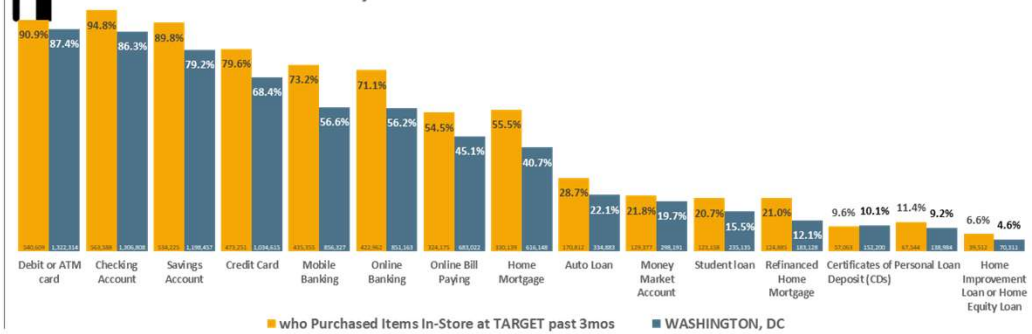


39.3% or 594,724 of WASHINGTON, DC DMA Women 25 - 54 Purchased Items In-Store at TARGET past 3mos. Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos are 27.2% more likely to have a 401K, 29.8% more likely to have an Auto Loan, 36.6% more likely to Invest/Trade Stocks Online, 1.8% less likely to pay with their Debit Card.

Investments Owned: Women 25 - 54



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

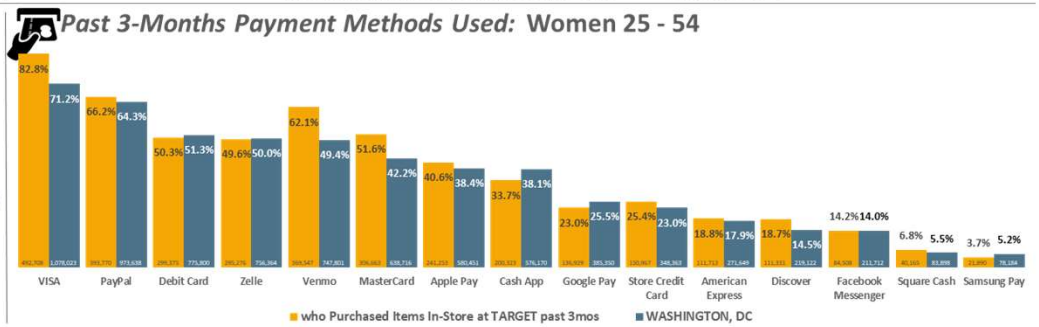


Professional Services Used:* Women 25 - 54



*(*Past 12 Months)*

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



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,935

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

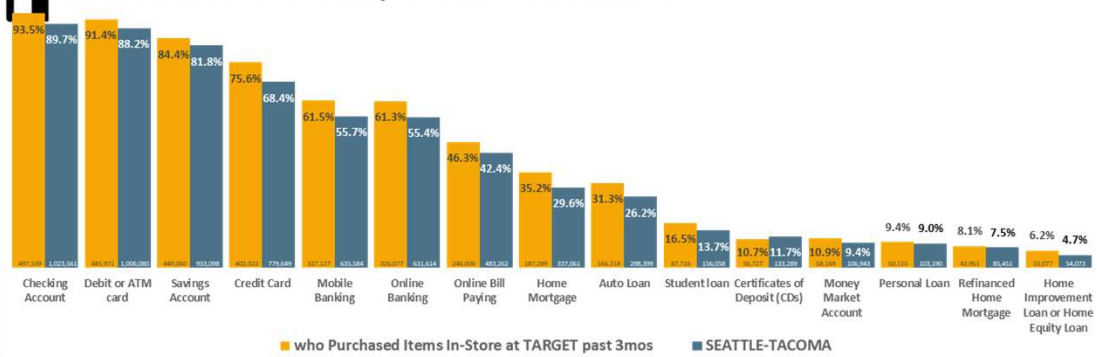
SEA

46.6% or 531,896 of SEATTLE-TACOMA DMA Women 25 - 54 Purchased Items In-Store at TARGET past 3mos. Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos are 16.1% more likely to have a 401K, 19.5% more likely to have an Auto Loan, 22.5% more likely to Invest/Trade Stocks Online, 4.6% more likely to pay with their Debit Card.

Investments Owned: Women 25 - 54



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

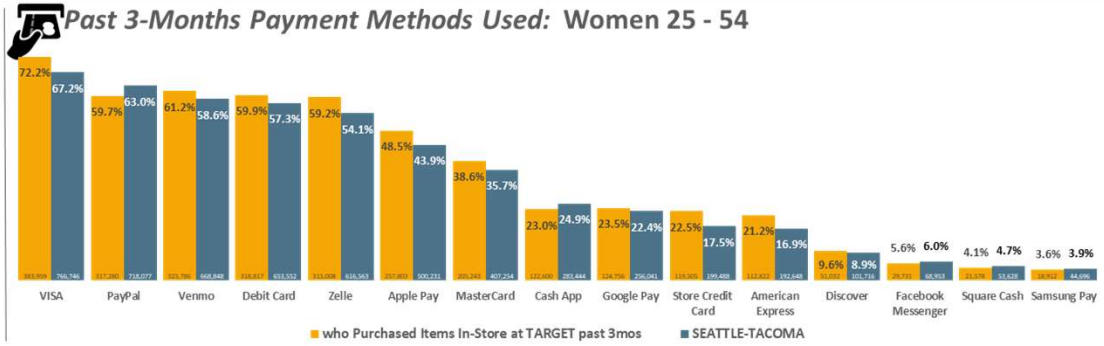


Professional Services Used:* Women 25 - 54



*(*Past 12 Months)*

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



SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,373

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

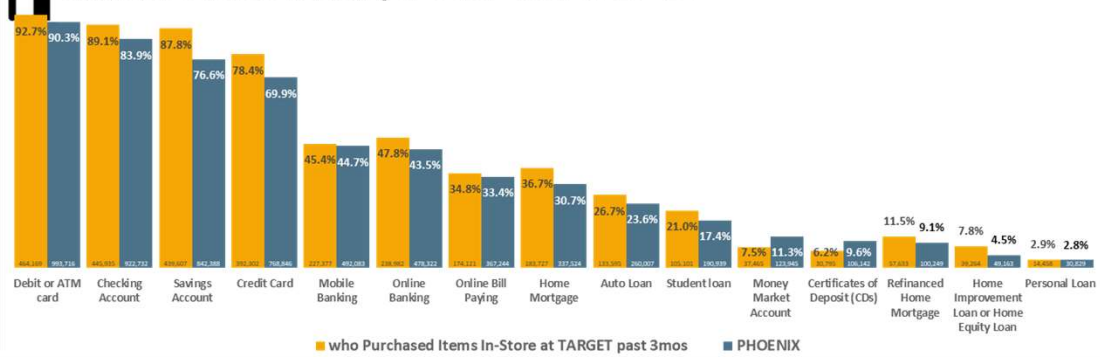
PHX

45.5% or 500,485 of PHOENIX DMA Women 25 - 54 Purchased Items In-Store at TARGET past 3mos. Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos are 20.2% more likely to have a 401K, 13.% more likely to have an Auto Loan, 34.% less likely to Invest/Trade Stocks Online, 5.9% more likely to pay with their Debit Card.

Investments Owned: Women 25 - 54



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

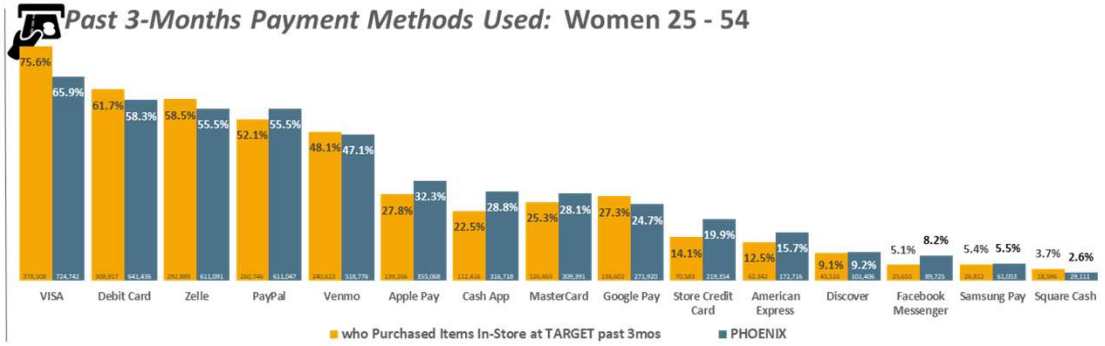


Professional Services Used:* Women 25 - 54



*(*Past 12 Months)*

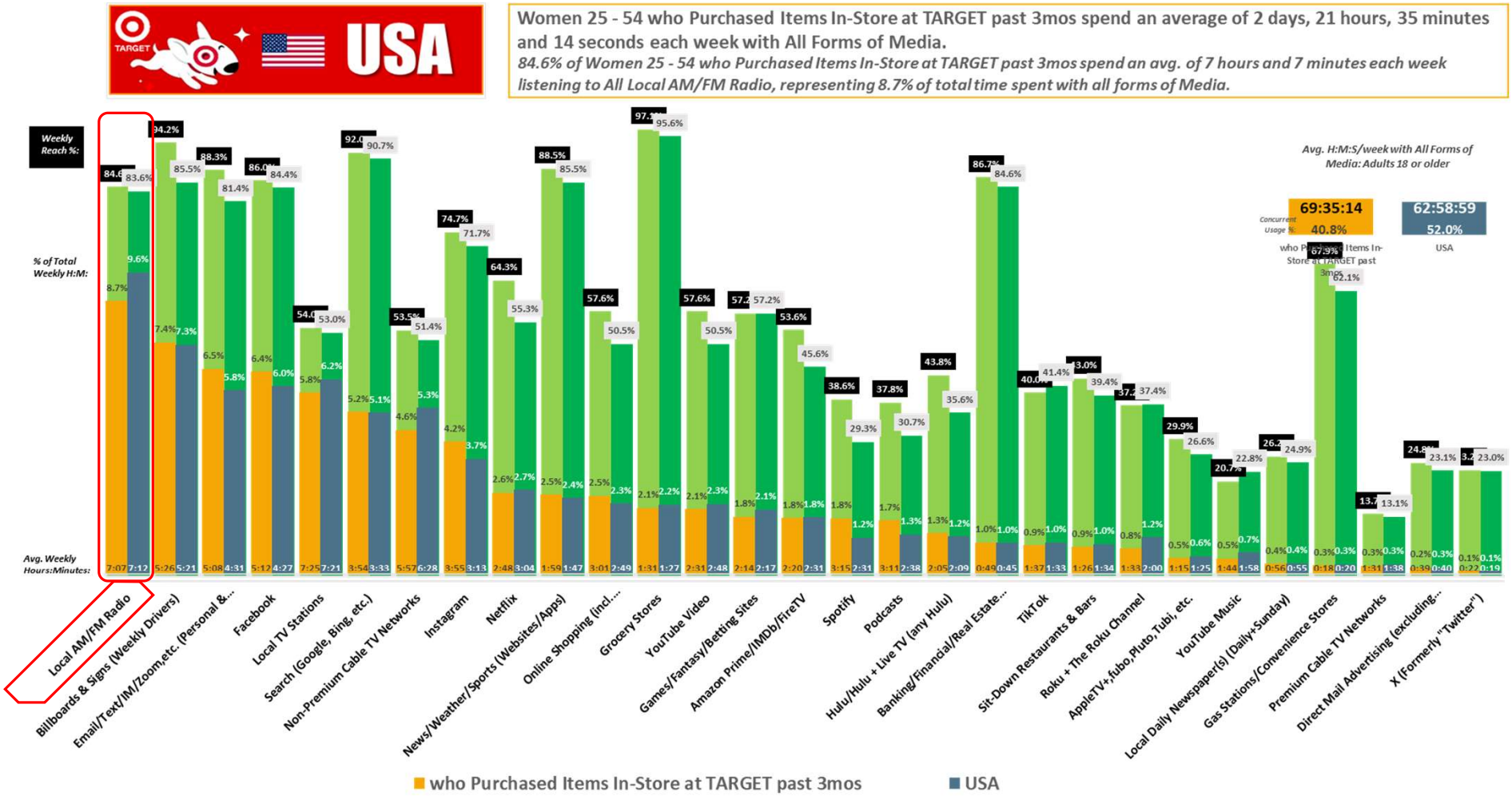
Past 3-Months Payment Methods Used: Women 25 - 54



PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 785

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

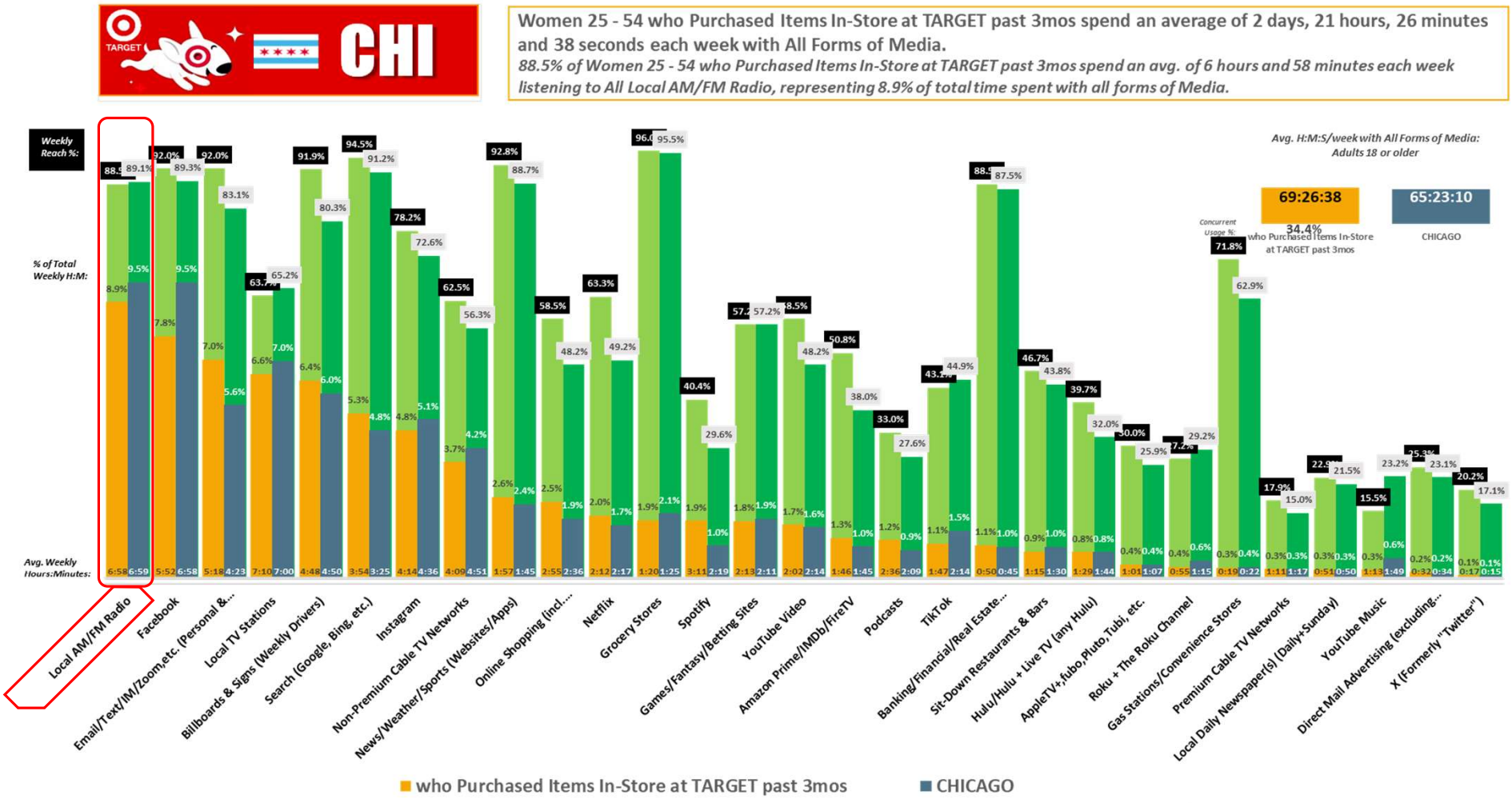


USA USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 8,744 USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,097

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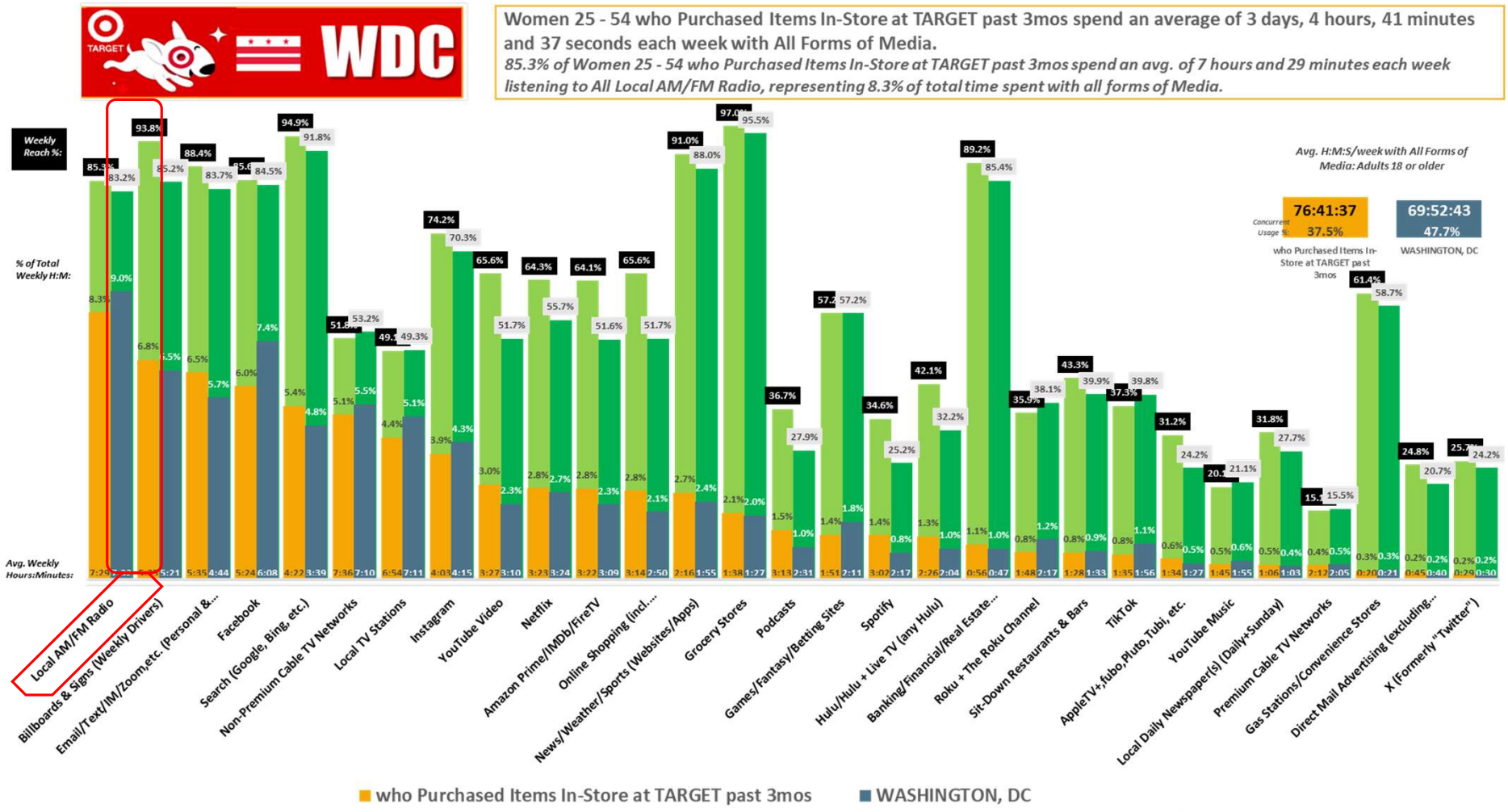


CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,408 CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 3,420

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



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,935 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,411

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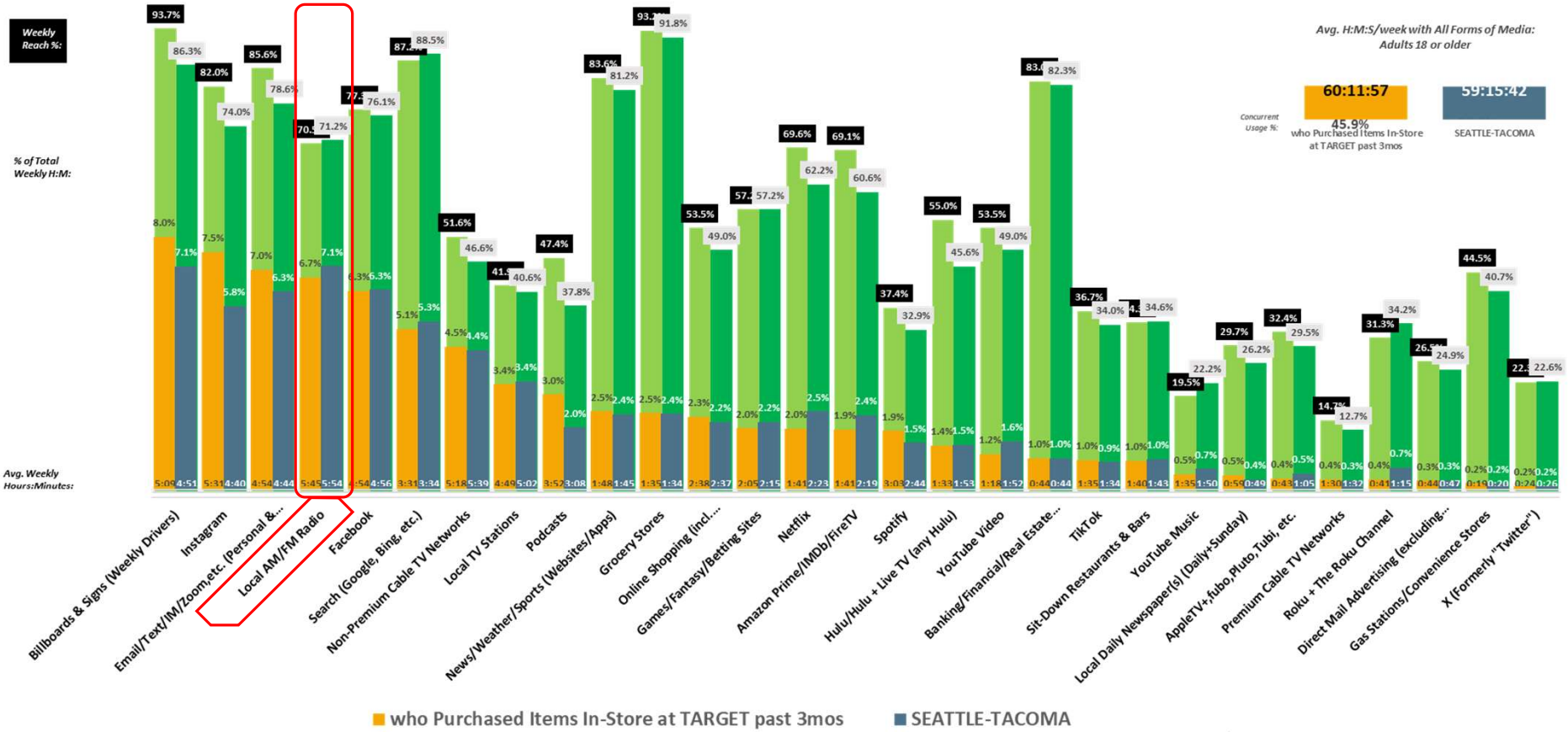
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[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

SEA

Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos spend an average of 2 days, 12 hours, 11 minutes and 57 seconds each week with All Forms of Media.

70.5% of Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos spend an avg. of 5 hours and 45 minutes each week listening to All Local AM/FM Radio, representing 6.7% of total time spent with all forms of Media.



SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,373 SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,860

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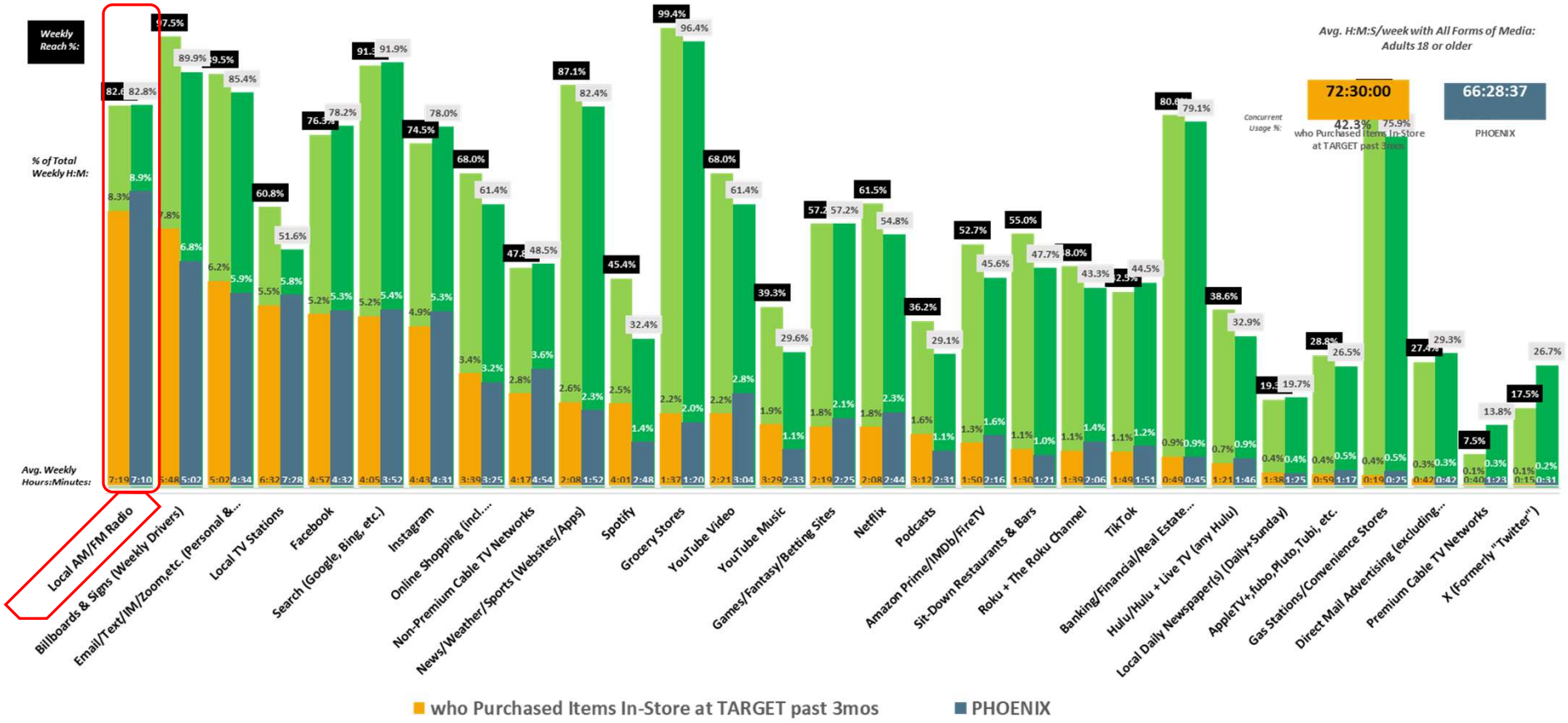
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[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

PHX

Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos spend an average of 3 days, 0 hours, 30 minutes and 0 seconds each week with All Forms of Media.

82.6% of Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos spend an avg. of 7 hours and 19 minutes each week listening to All Local AM/FM Radio, representing 8.3% of total time spent with all forms of Media.

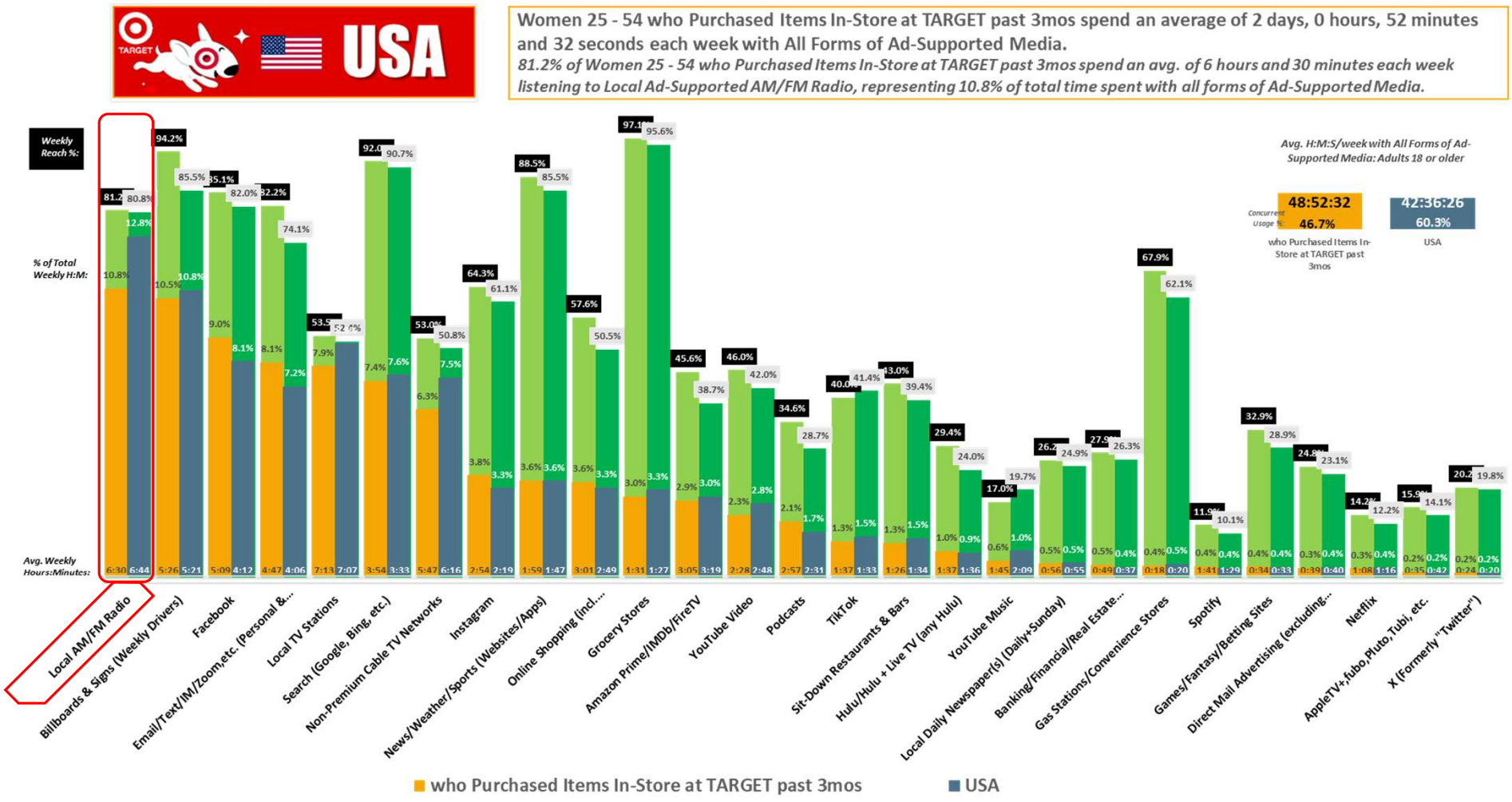


PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 785 PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,268

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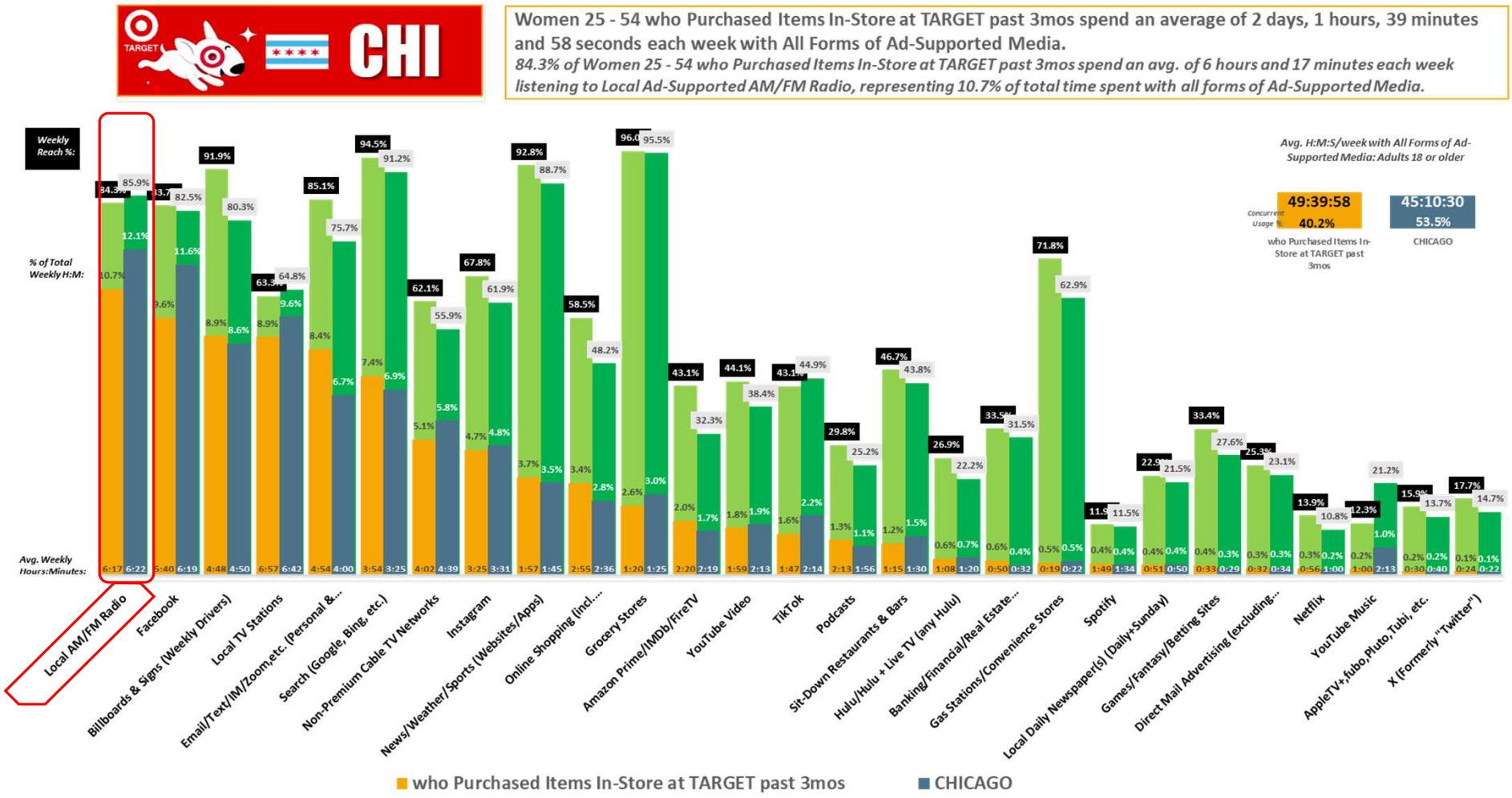


USA USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 8,744 USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,097

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

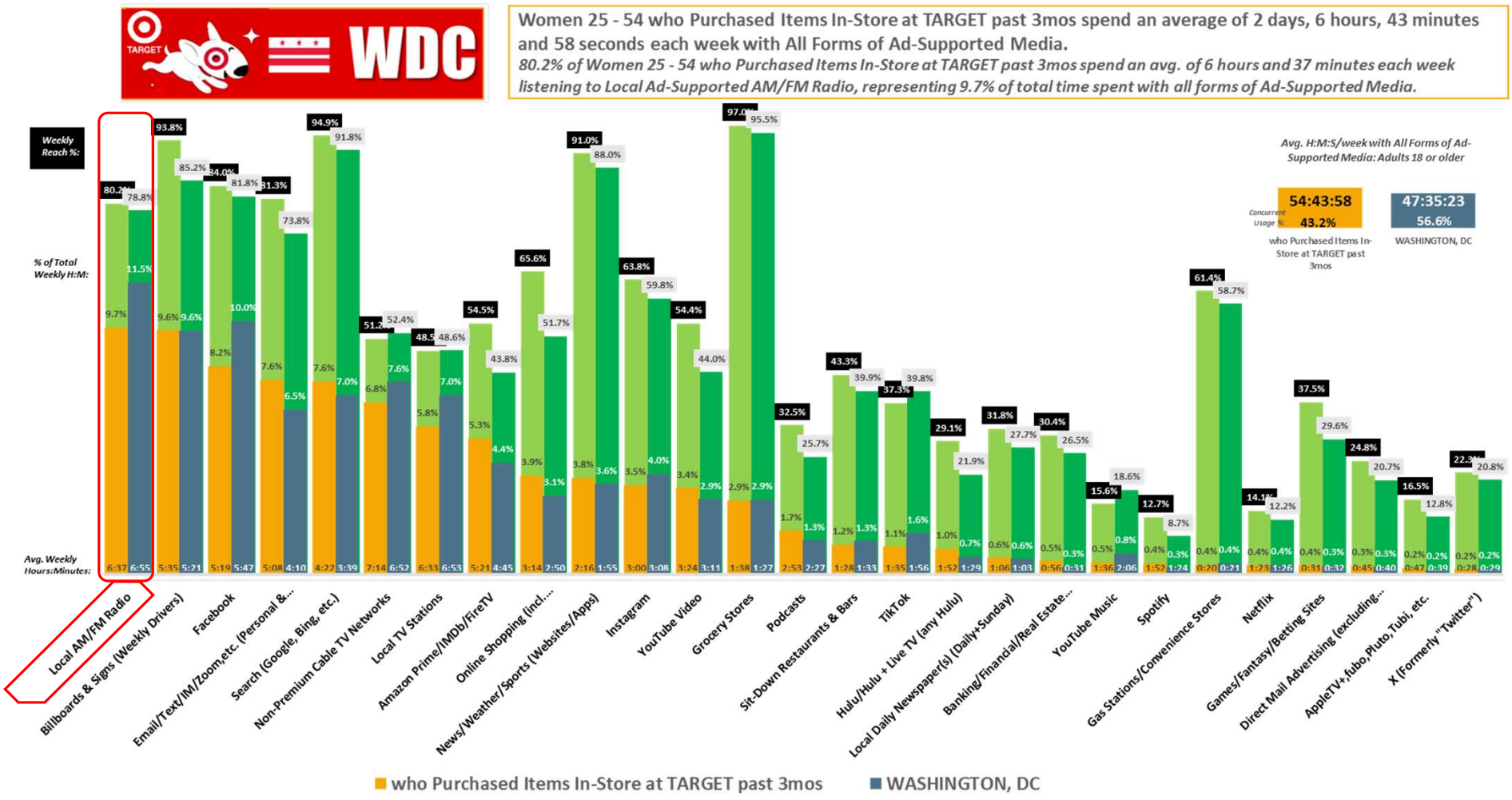


CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,408 CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 3,420

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

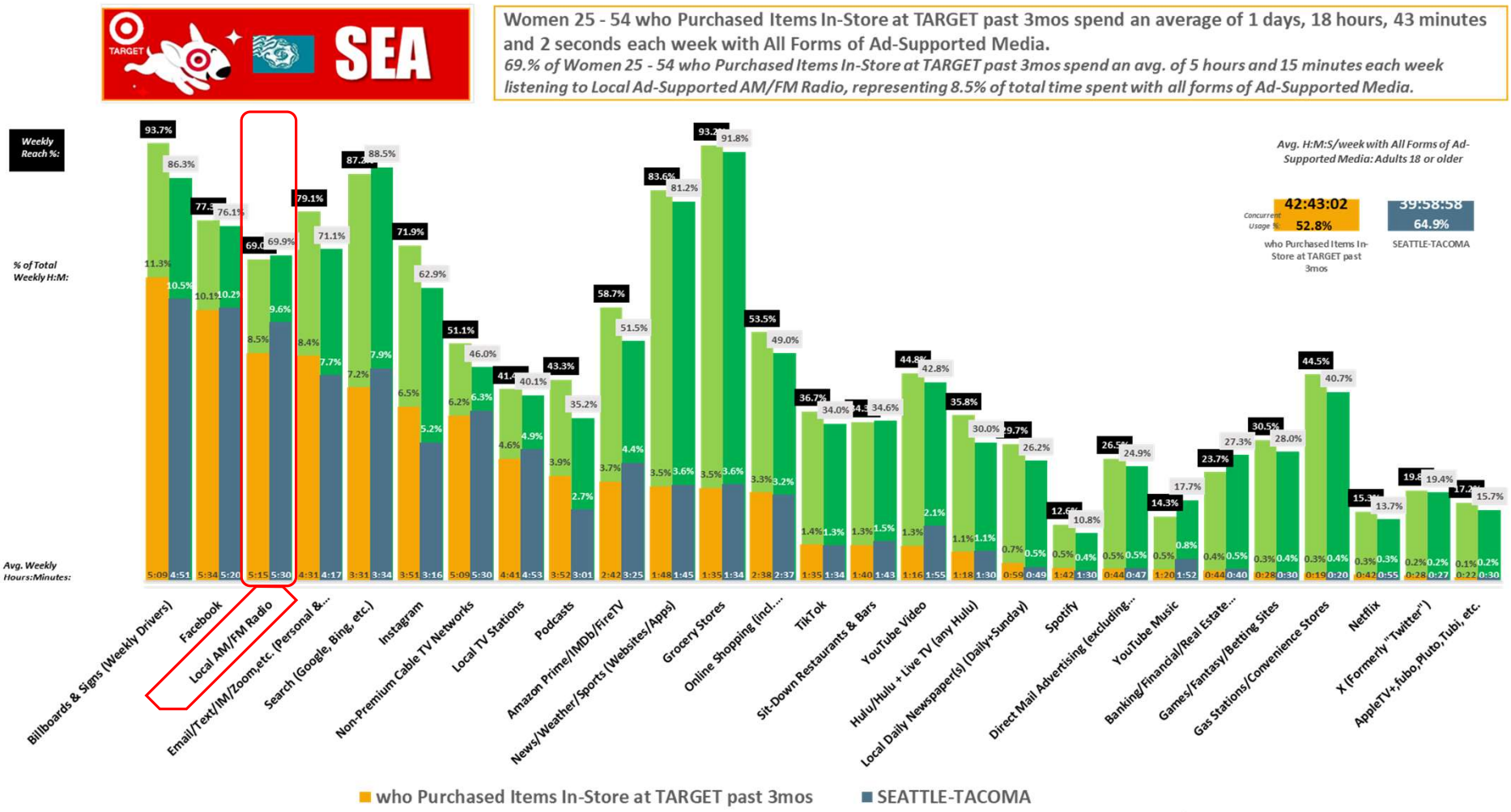


WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,935 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,411

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

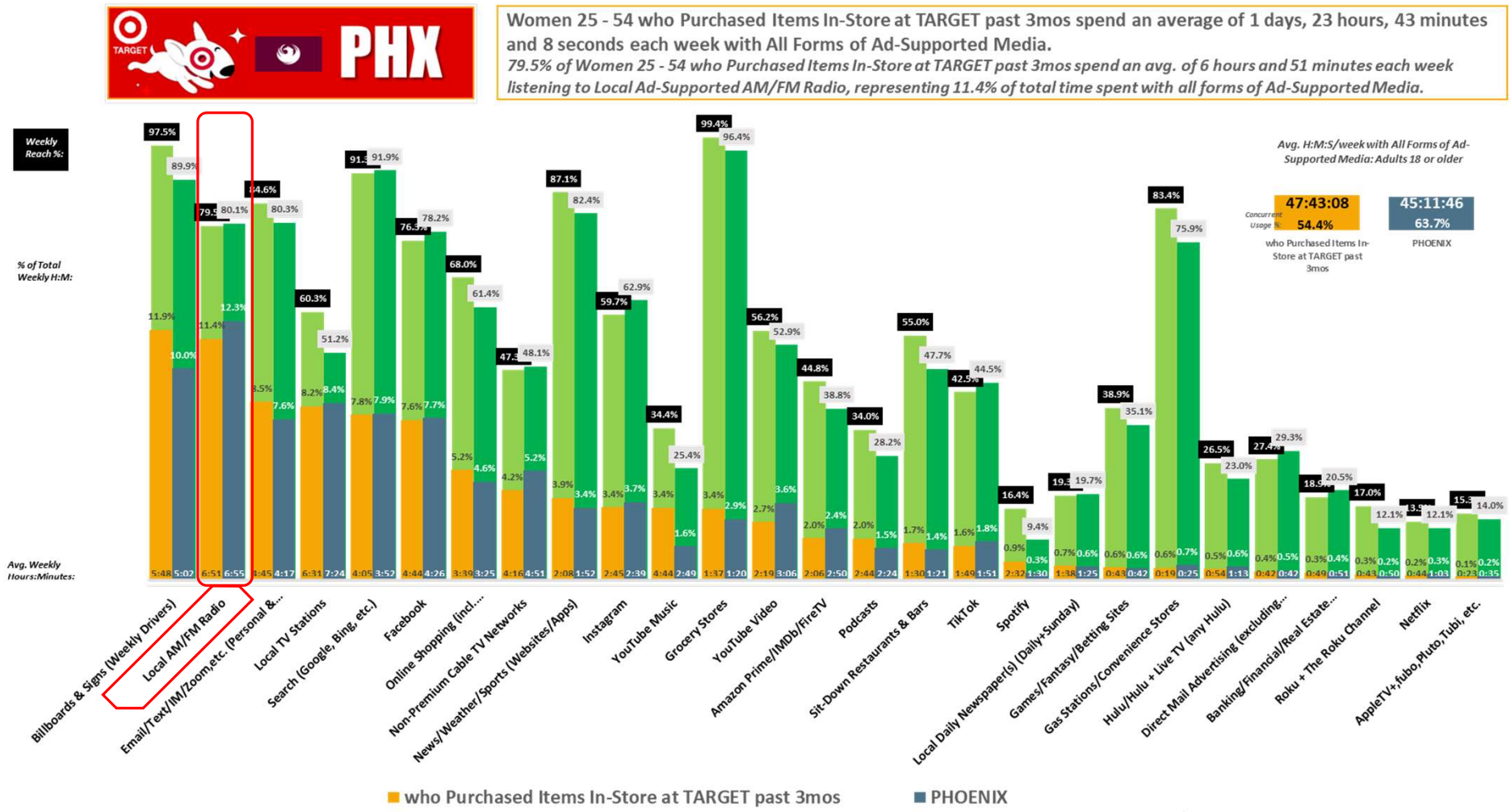


SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,373 SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,860

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



PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 785 PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,268

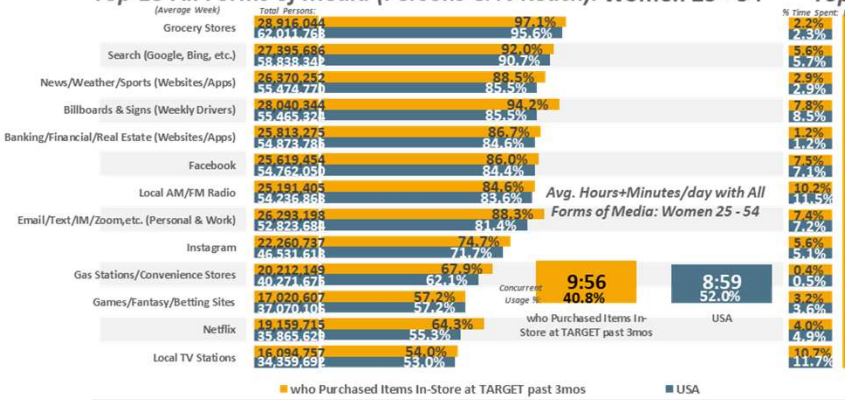
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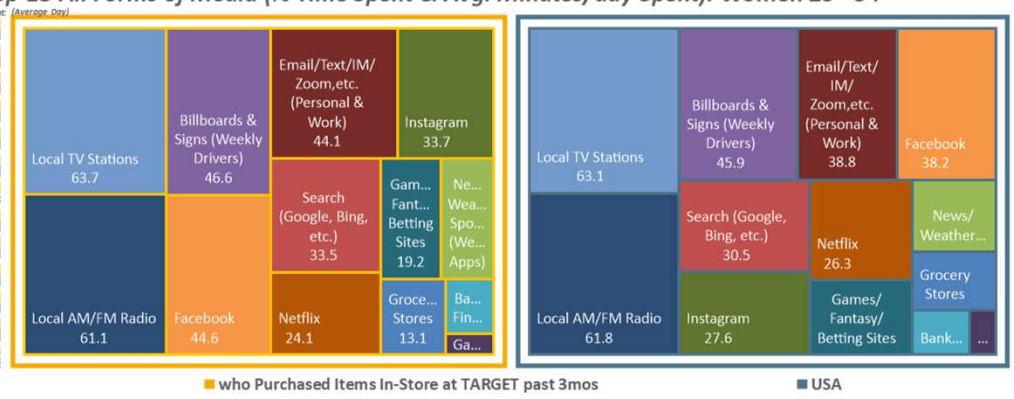
[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

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

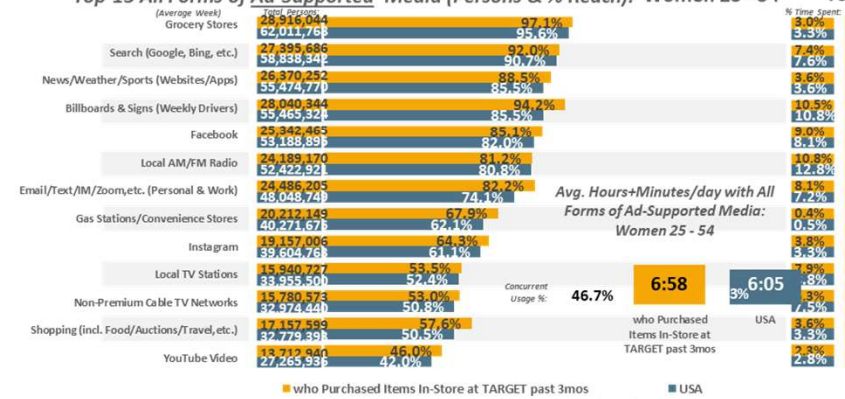
Top-13 All Forms of Media (Persons & % Reach): Women 25 - 54



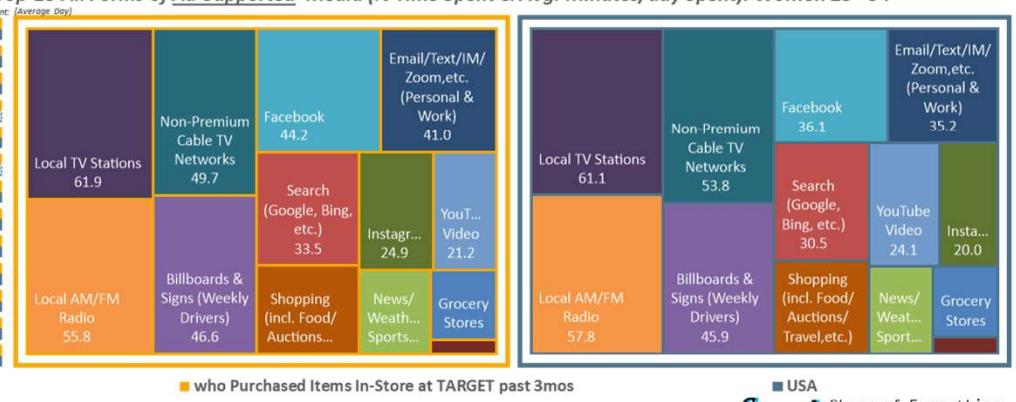
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



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

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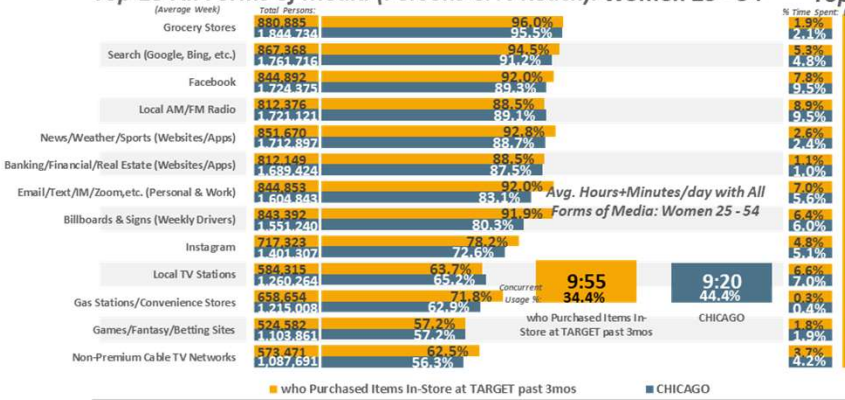
USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,097

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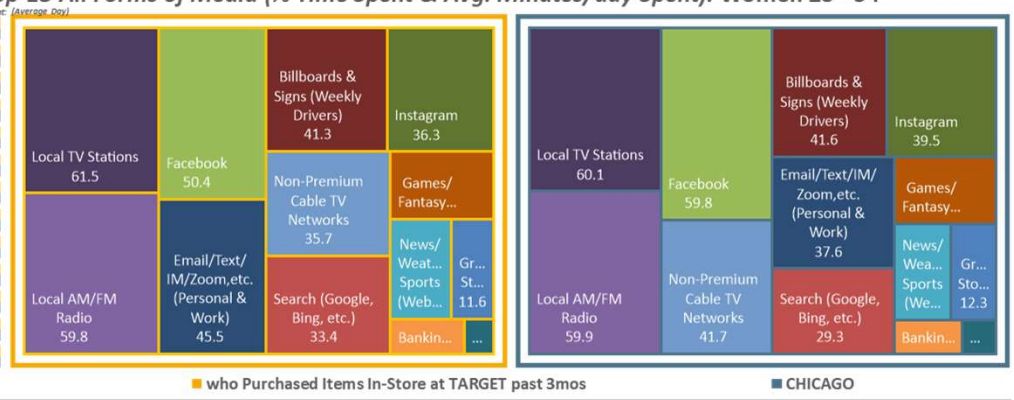
[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos spend an average of 7 hours and 5 minutes each day with All Forms of Ad-Supported Media. 84.3% listen to Local AM/FM Radio for an avg. of 53.9 minutes/day. *(Local Radio delivers 10.7% of Time with Ad-Supported Media.)*

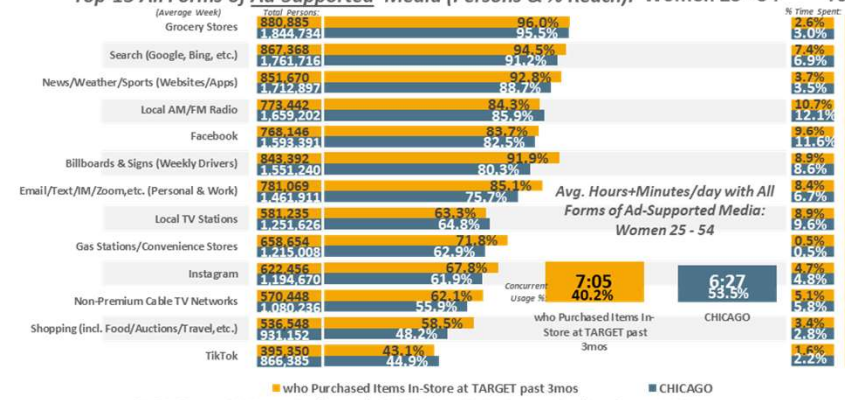
Top-13 All Forms of Media (Persons & % Reach): Women 25 - 54



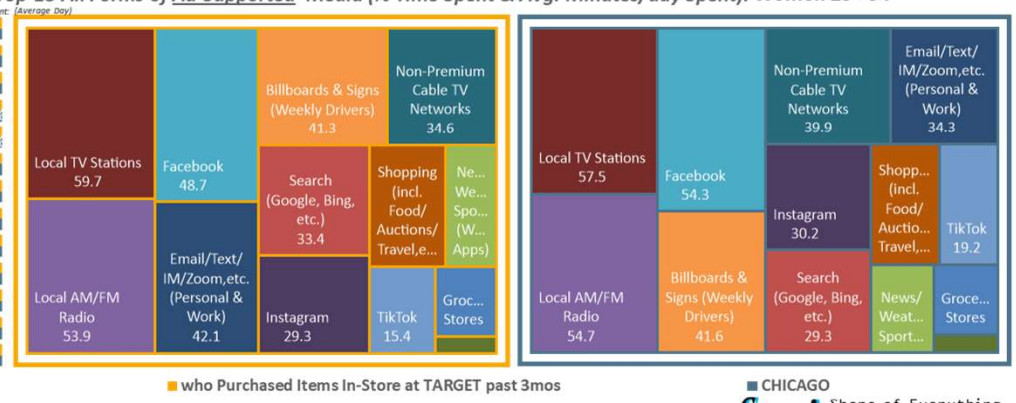
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,408

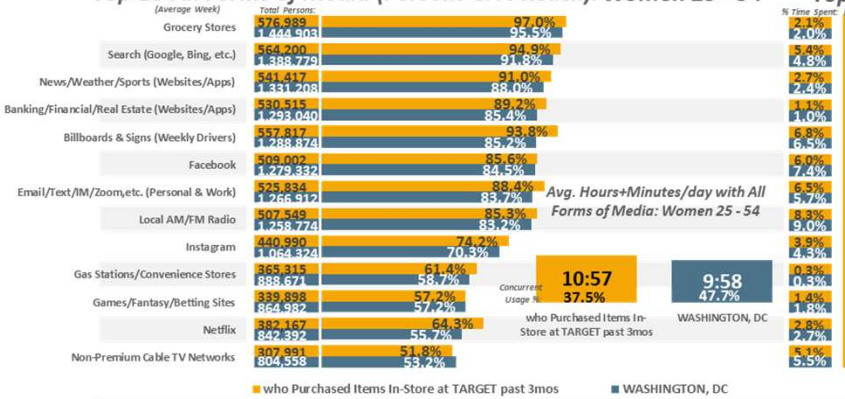
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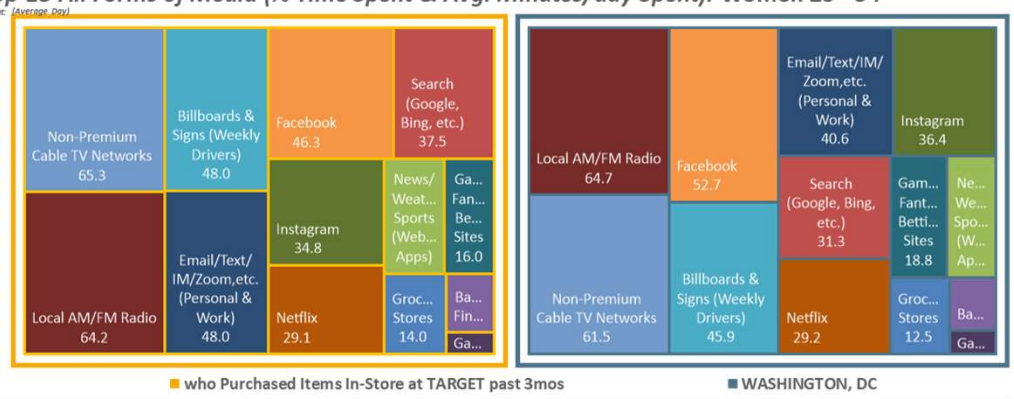
[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos spend an average of 7 hours and 49 minutes each day with All Forms of Ad-Supported Media. 80.2% listen to Local AM/FM Radio for an avg. of 56.8 minutes/day. *(Local Radio delivers 9.7% of Time with Ad-Supported Media.)*

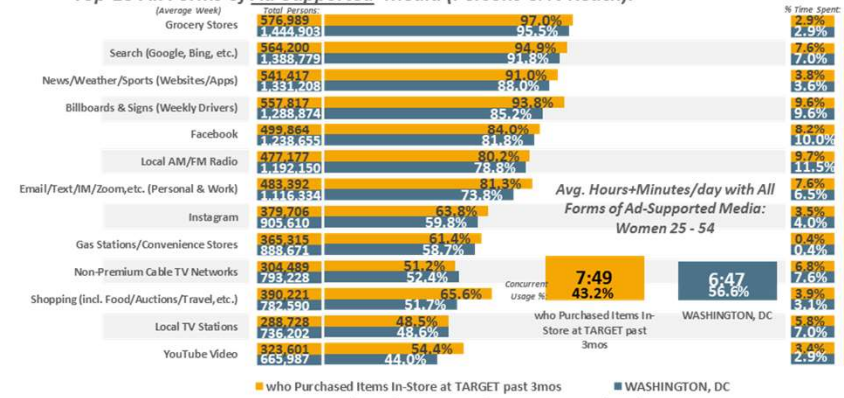
Top-13 All Forms of Media (Persons & % Reach): Women 25 - 54



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



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



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



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,935

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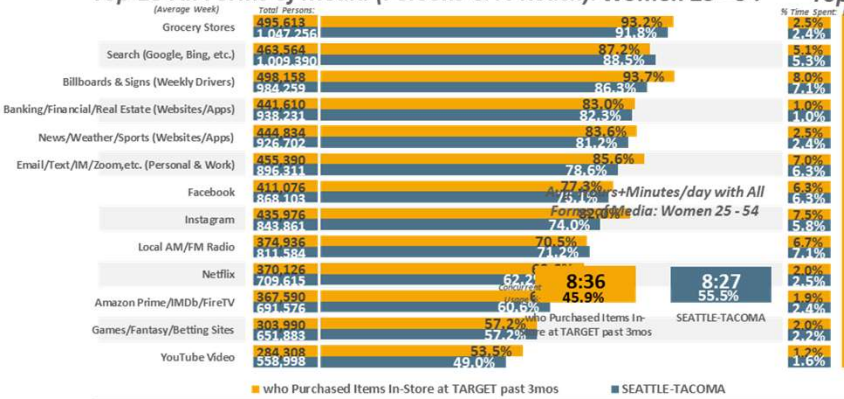
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[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

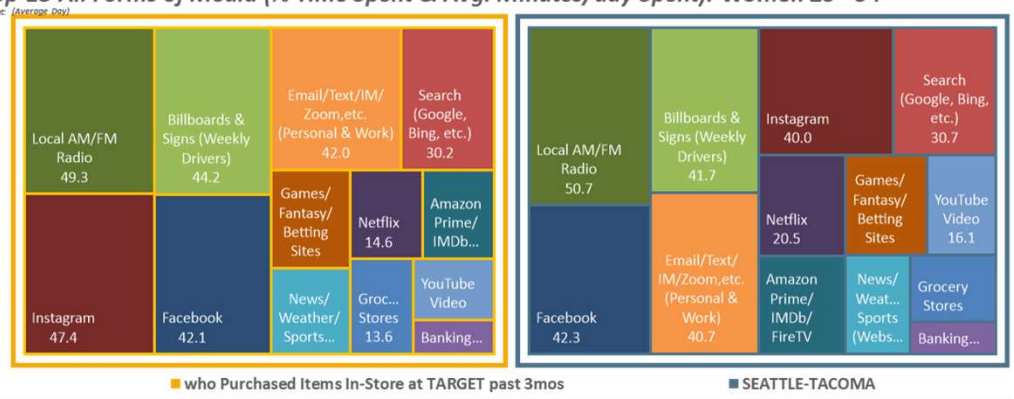


Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos spend an average of 6 hours and 6 minutes each day with All Forms of Ad-Supported Media. 69.% listen to Local AM/FM Radio for an avg. of 45.1 minutes/day. *(Local Radio delivers 8.5% of Time with Ad-Supported Media.)*

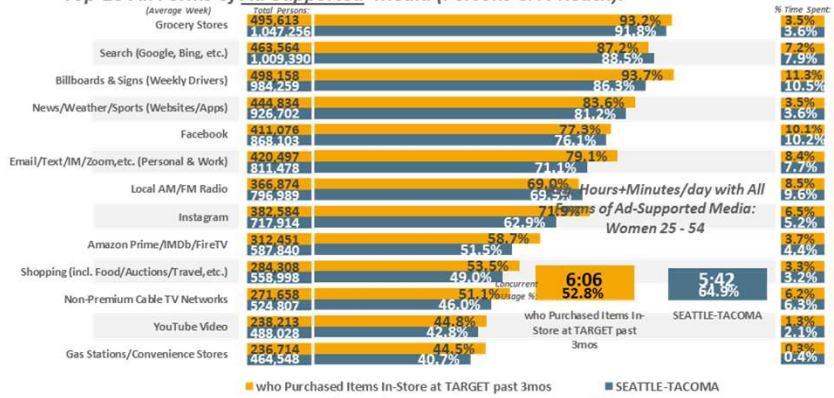
Top-13 All Forms of Media (Persons & % Reach): Women 25 - 54



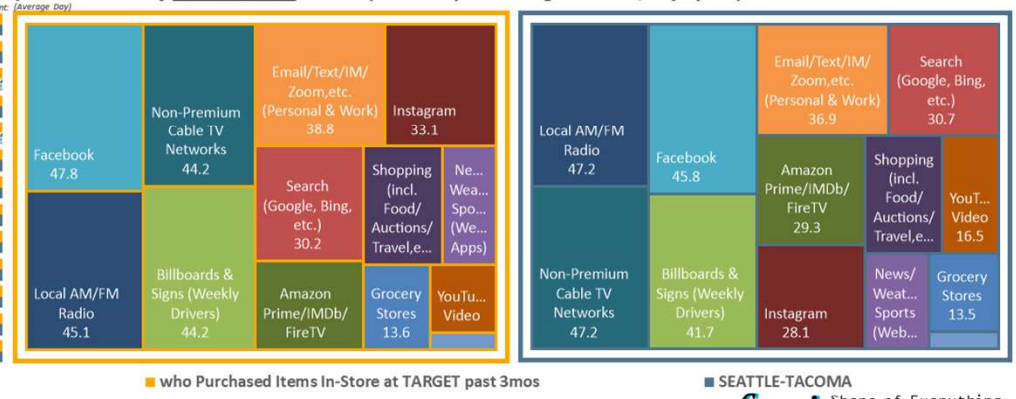
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,373

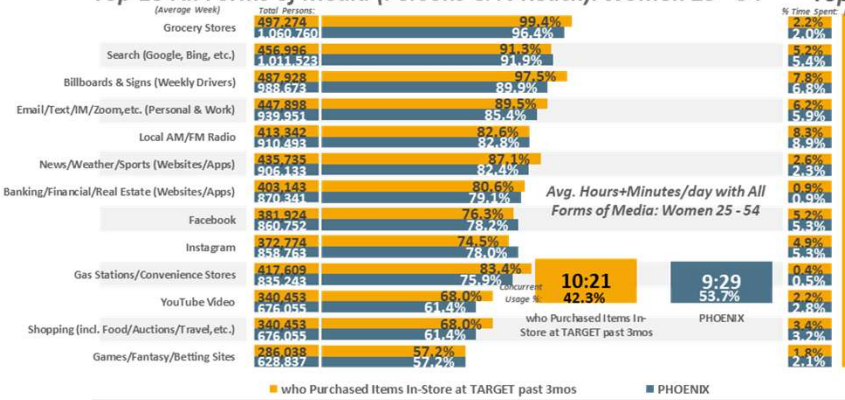
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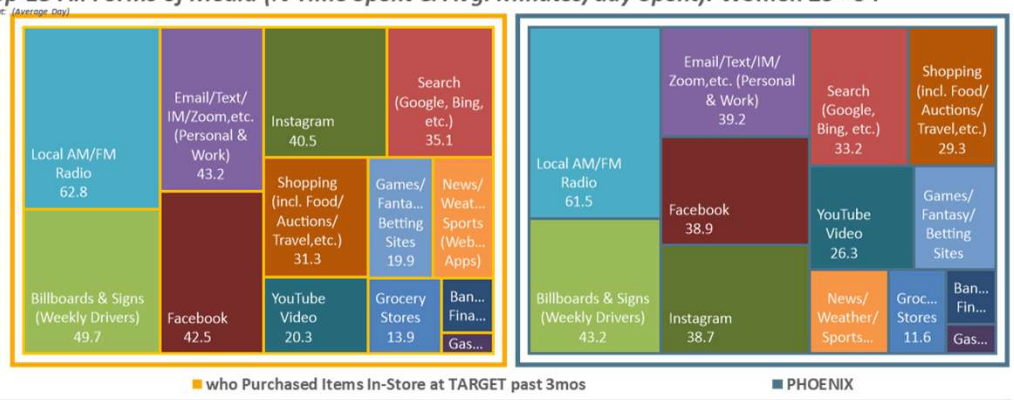
[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos spend an average of 6 hours and 49 minutes each day with All Forms of Ad-Supported Media. 79.5% listen to Local AM/FM Radio for an avg. of 58.8 minutes/day. *(Local Radio delivers 11.4% of Time with Ad-Supported Media.)*

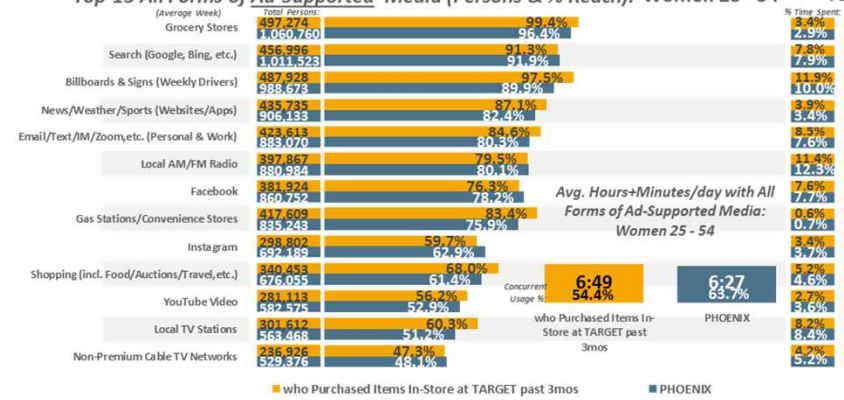
Top-13 All Forms of Media (Persons & % Reach): Women 25 - 54



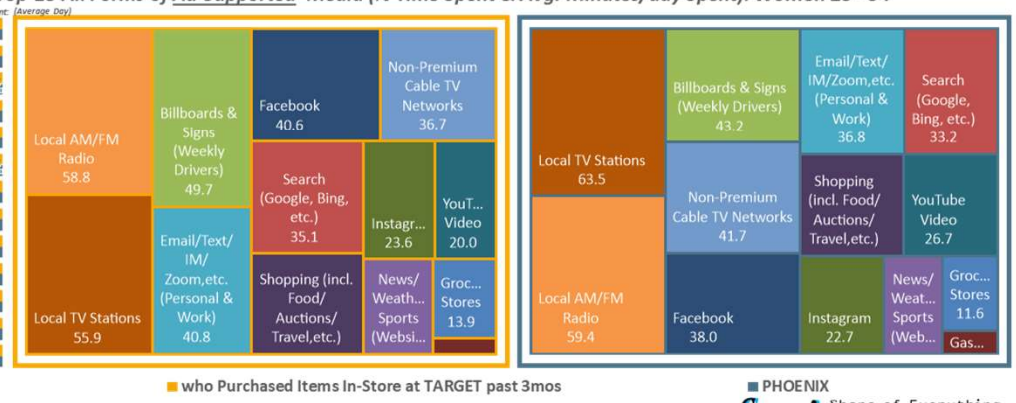
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 785

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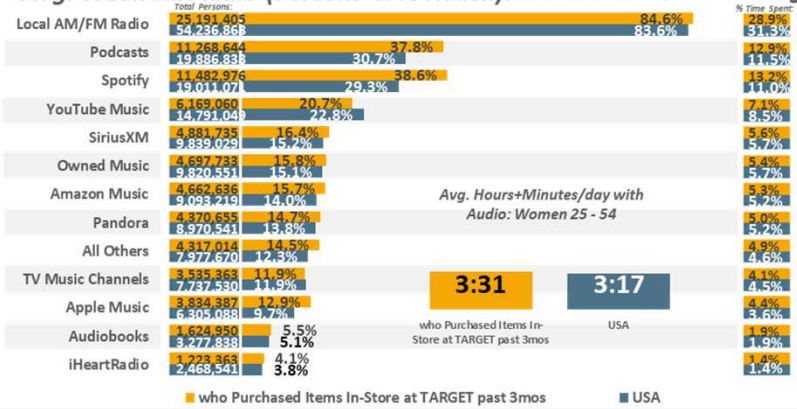
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[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

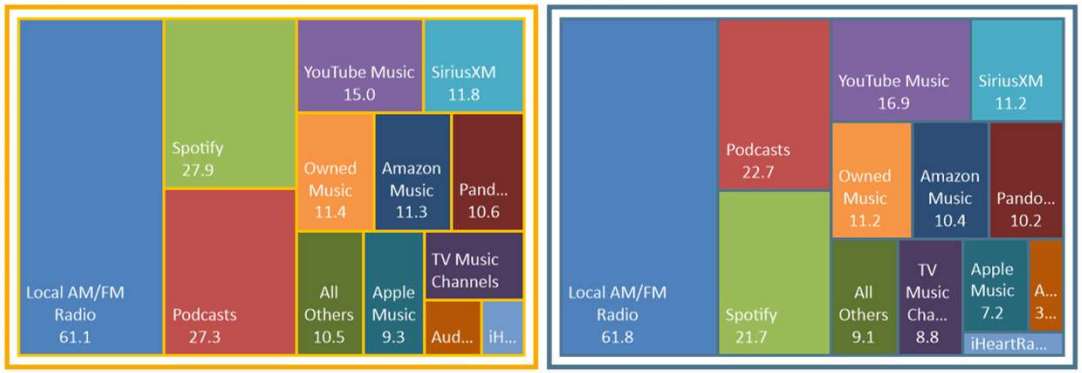


24,189,170 or 81.2% of Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 55.8 minutes every day representing 36.1% of all time spent daily with Ad-Supported Audio.

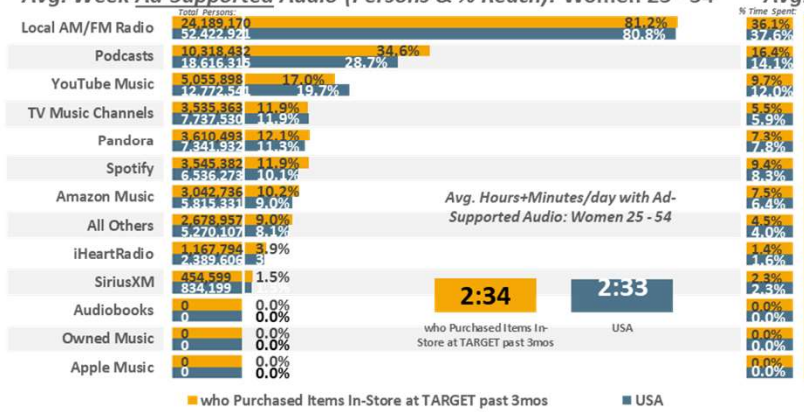
Avg. Week All Audio (Persons & % Reach): Women 25 - 54



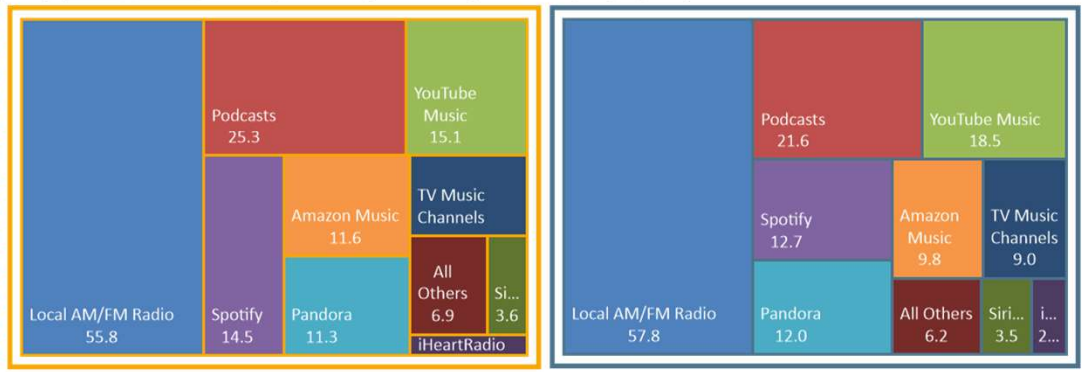
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



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

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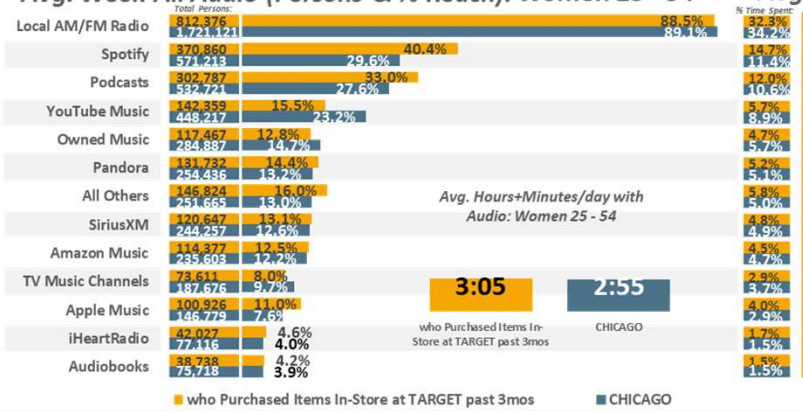
Scarborough R2 2024: Aug23-Sep24 USA Projection

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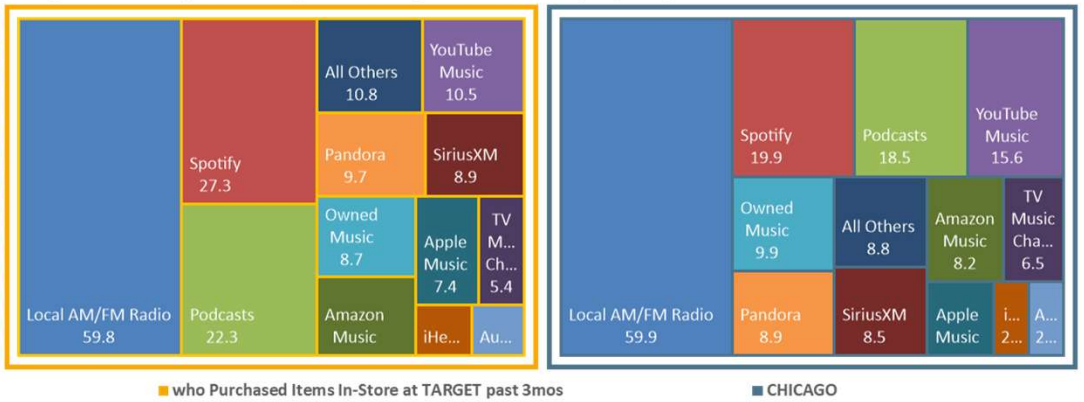
[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

773,442 or 84.3% of Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 53.9 minutes every day representing 39.% of all time spent daily with Ad-Supported Audio.

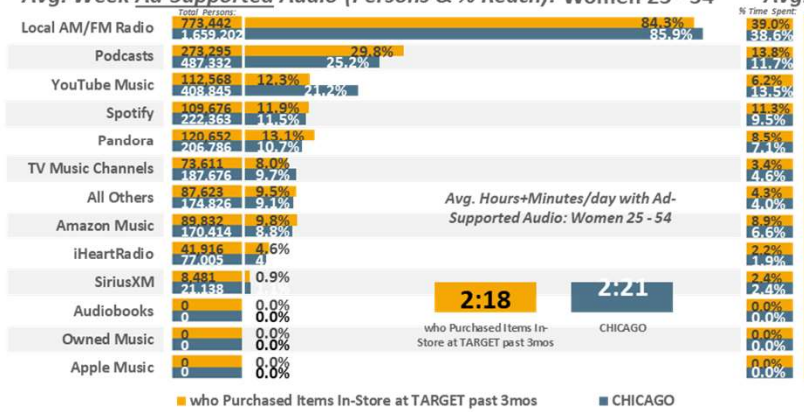
Avg. Week All Audio (Persons & % Reach): Women 25 - 54



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



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



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



CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,408

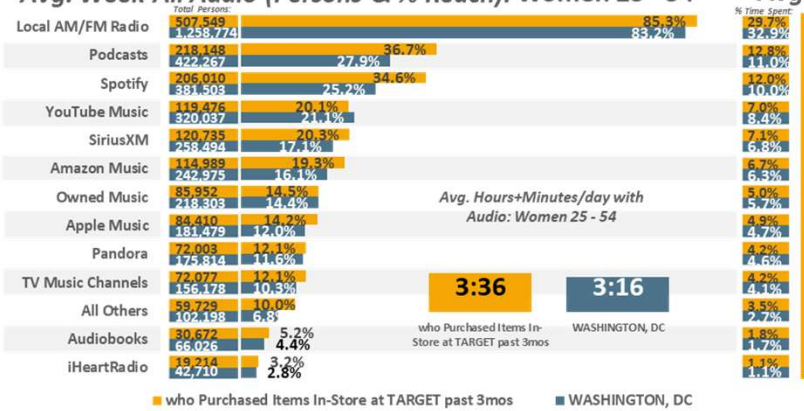
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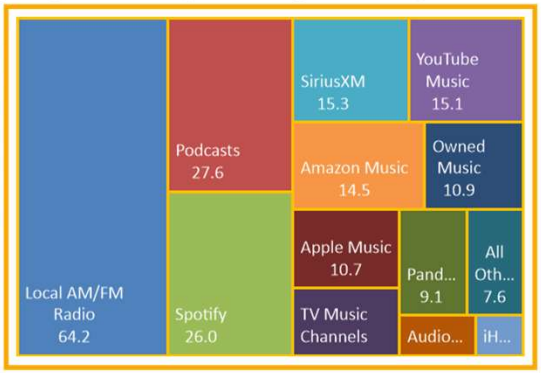
[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

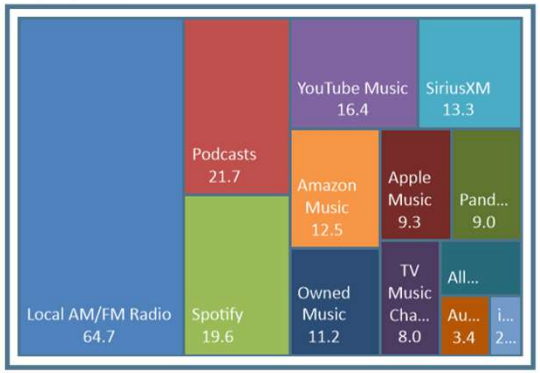
477,177 or 80.2% of Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 56.8 minutes every day representing 36.1% of all time spent daily with Ad-Supported Audio.

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

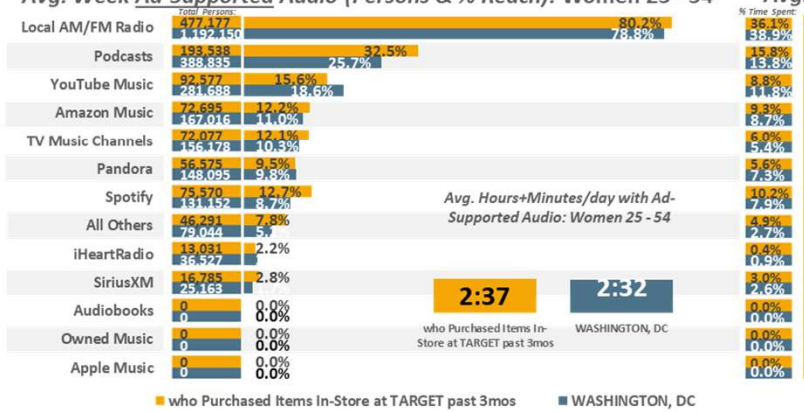


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54

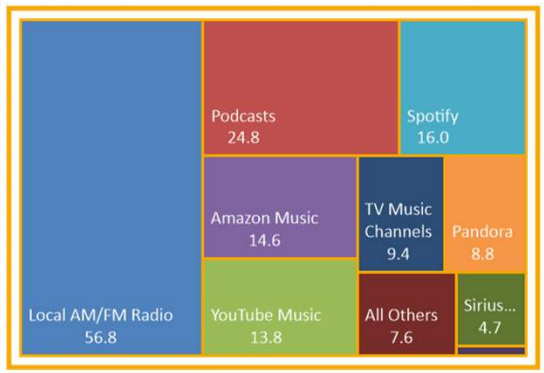


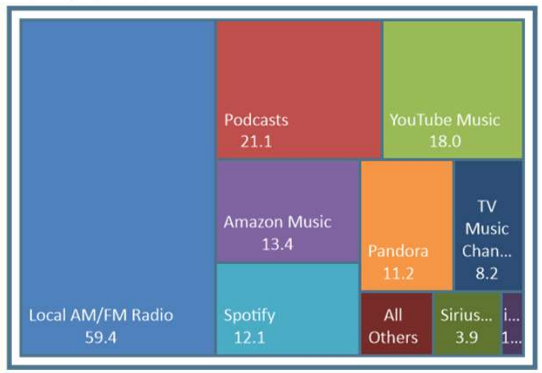


Avg. Week Ad-Supported Audio (Persons & % Reach): Women 25 - 54



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





WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,935

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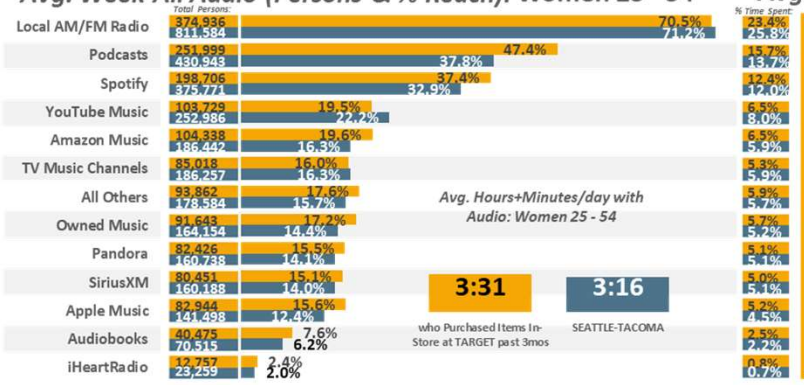
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[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

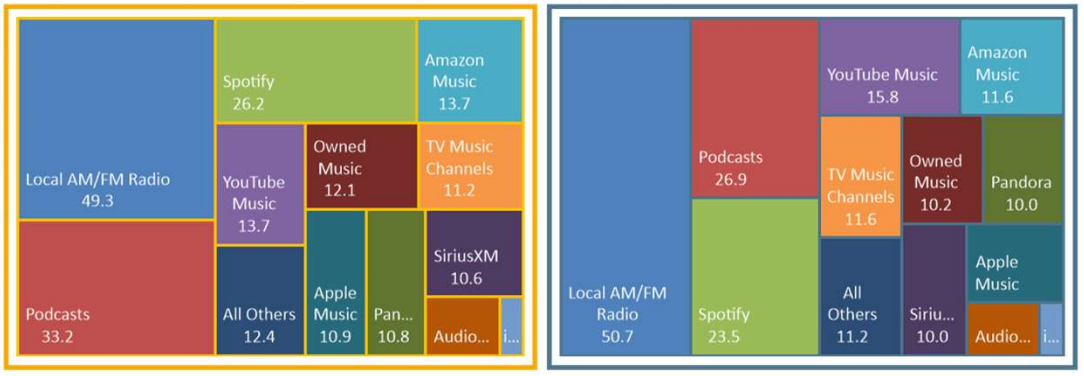


366,874 or 69.% of Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 45.1 minutes every day representing 29.7% of all time spent daily with Ad-Supported Audio.

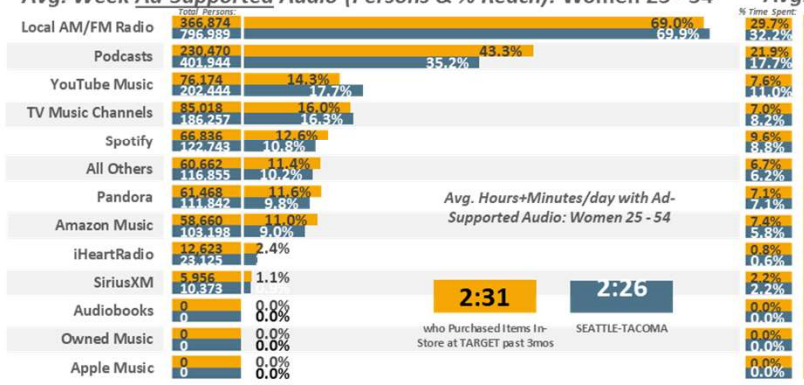
Avg. Week All Audio (Persons & % Reach): Women 25 - 54



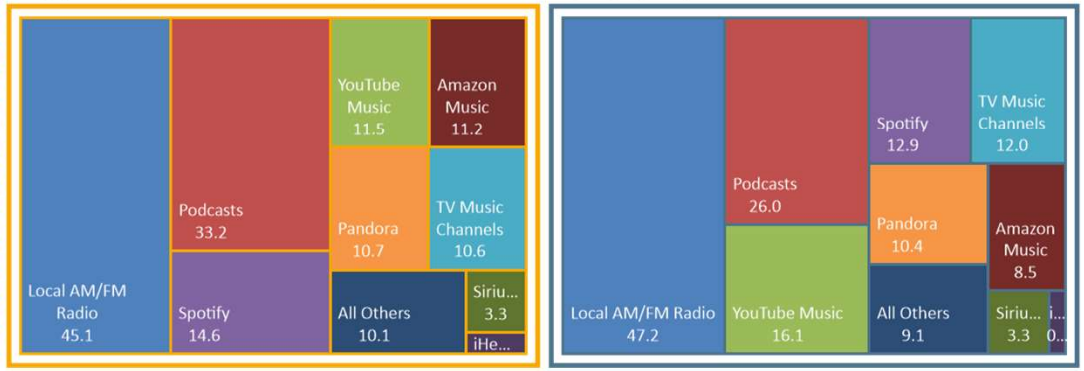
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,373

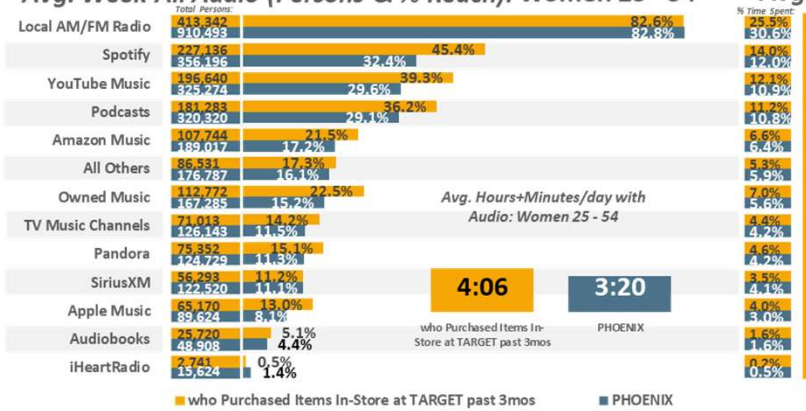
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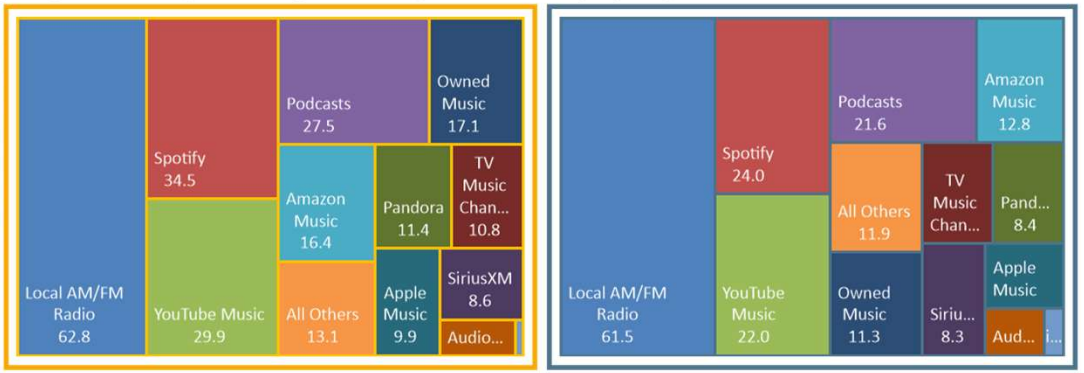
[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

397,867 or 79.5% of Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 58.8 minutes every day representing 29.7% of all time spent daily with Ad-Supported Audio.

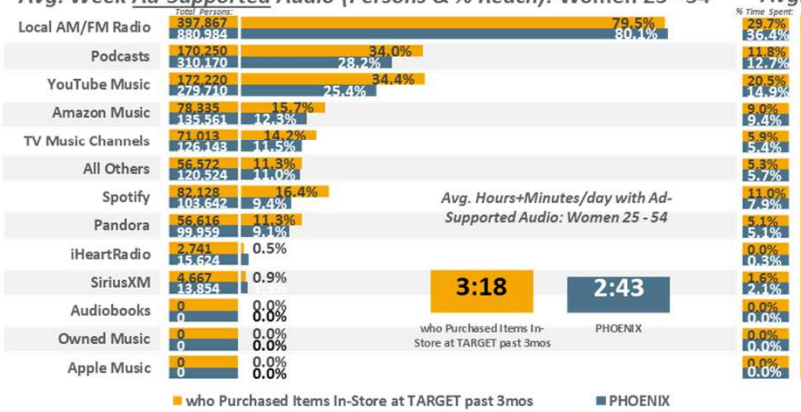
Avg. Week All Audio (Persons & % Reach): Women 25 - 54



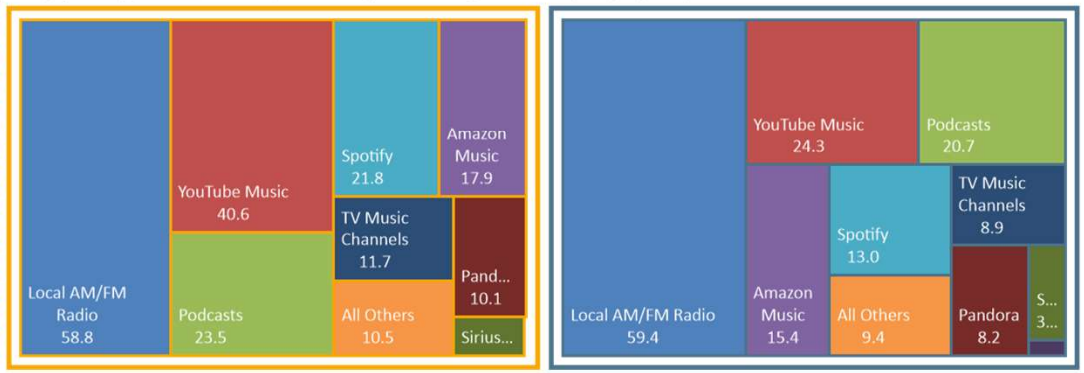
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 785

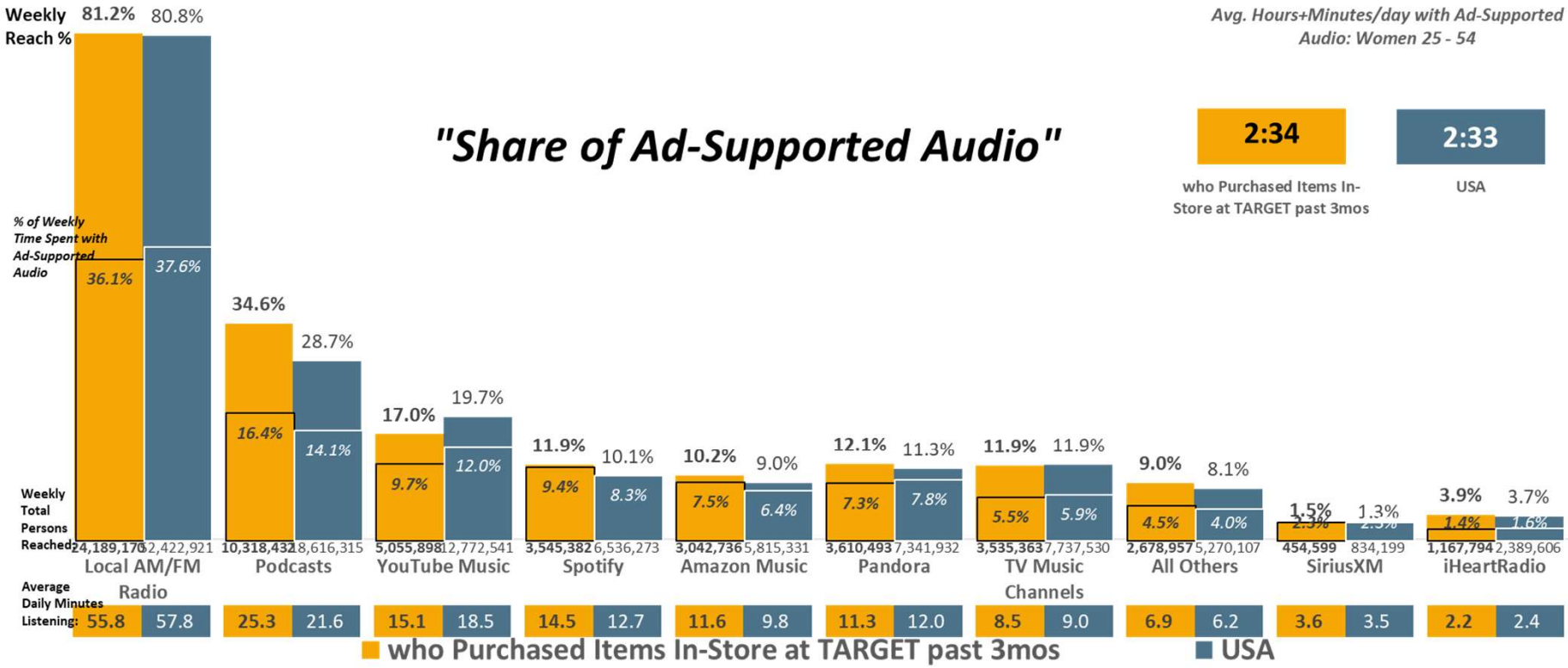
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[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]



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



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

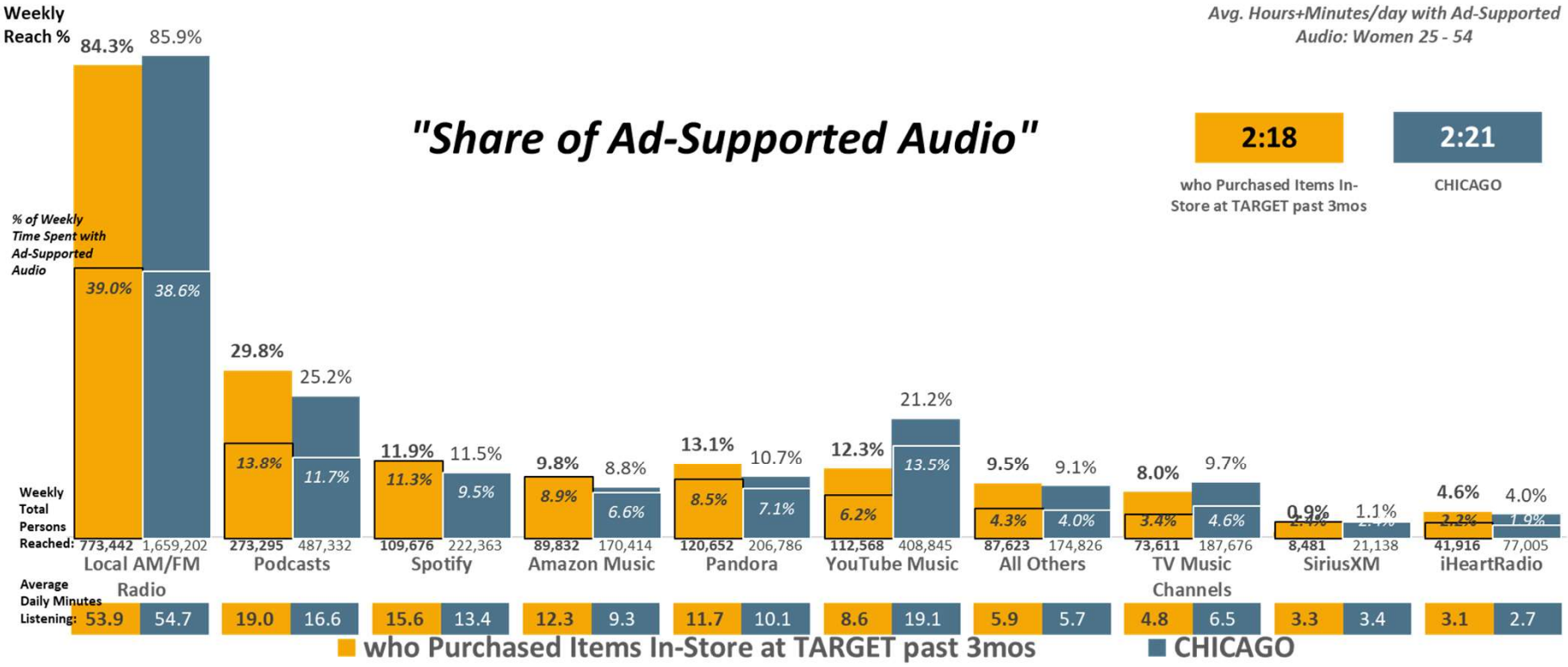
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USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,097

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

773,442 or 84.3% of Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 53.9 minutes every day representing 39.% of all time spent daily with Ad-Supported Audio.



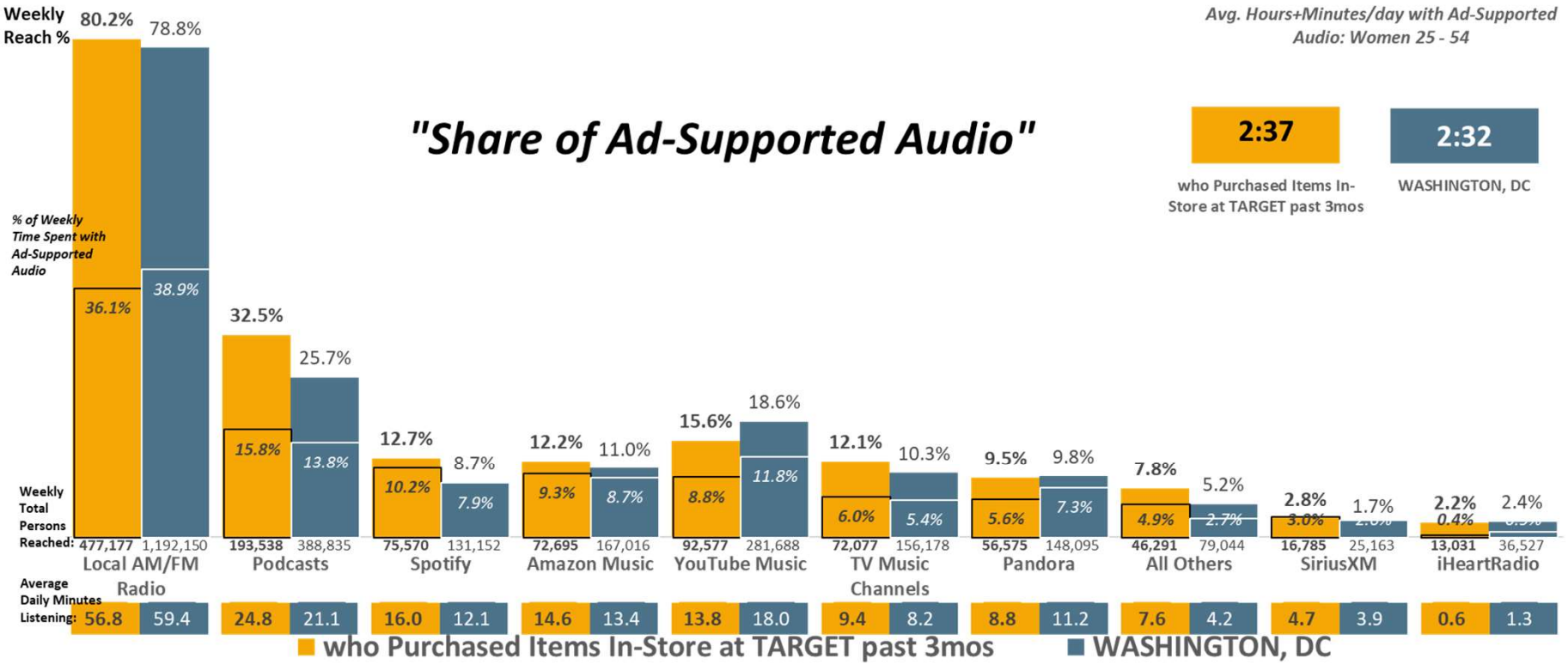
CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,408 CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 3,420

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

477,177 or 80.2% of Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 56.8 minutes every day representing 36.1% of all time spent daily with Ad-Supported Audio.



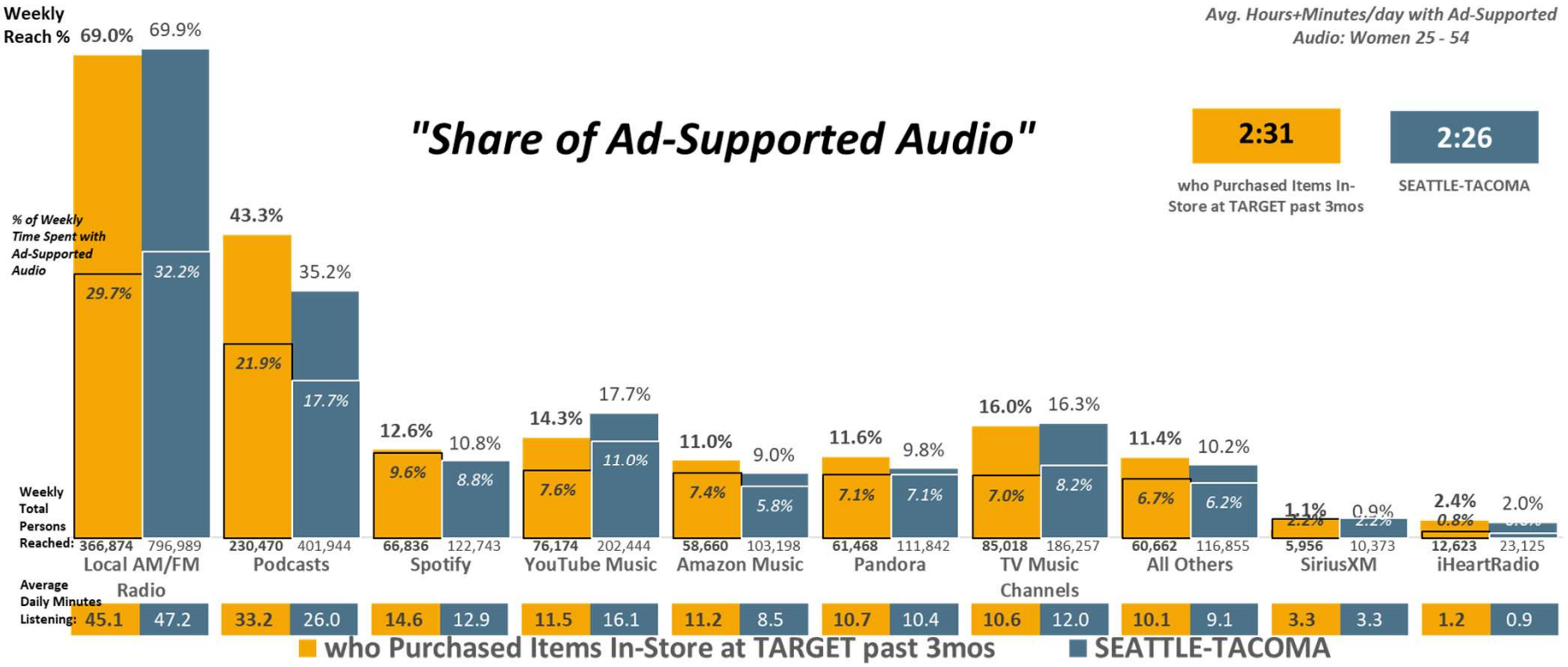
WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,935 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,411

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

366,874 or 69.% of Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 45.1 minutes every day representing 29.7% of all time spent daily with Ad-Supported Audio.



SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,373 SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,860

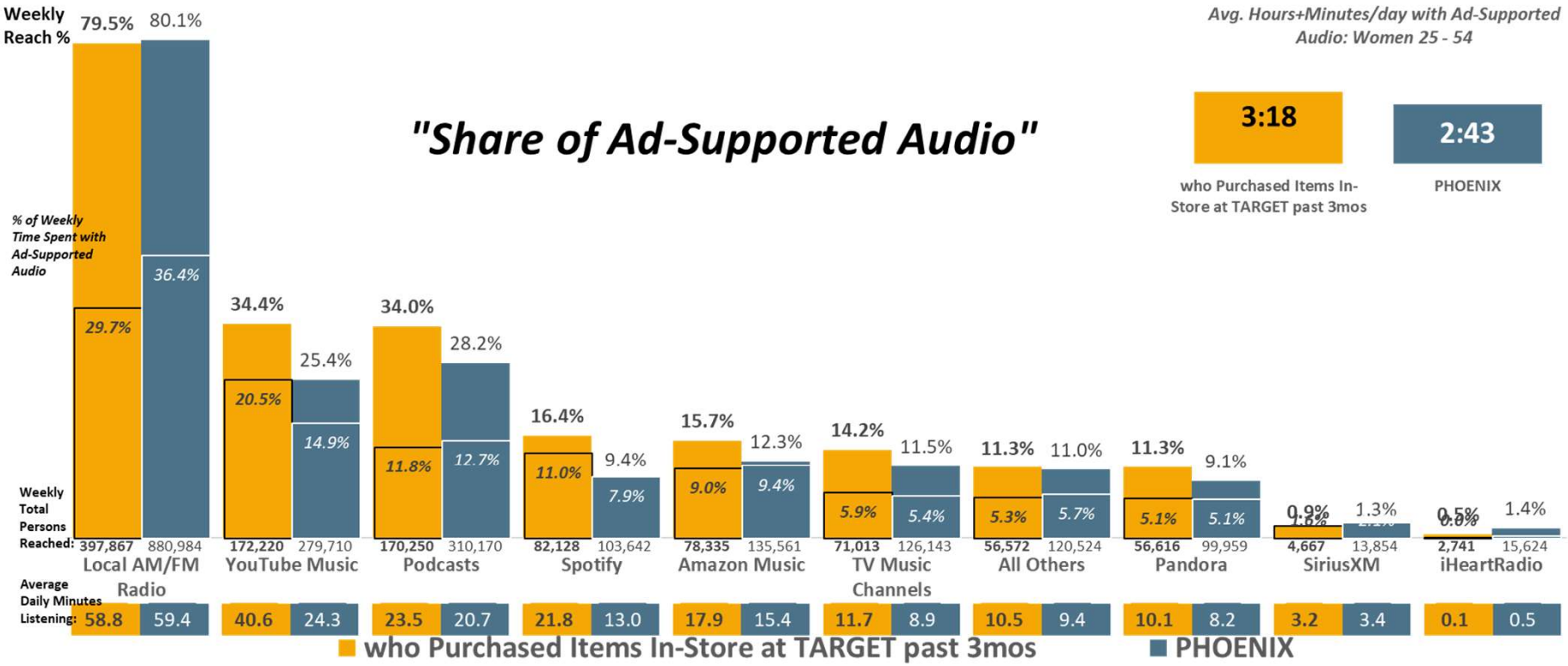
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[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

PHX

397,867 or 79.5% of Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 58.8 minutes every day representing 29.7% of all time spent daily with Ad-Supported Audio.



PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 785 PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,268

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

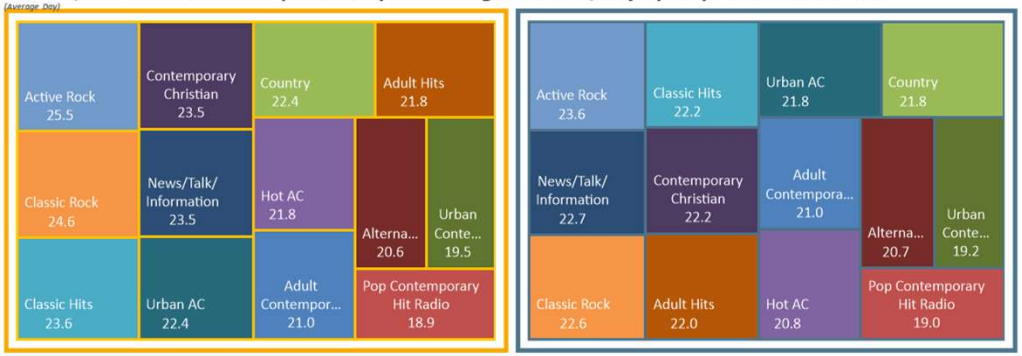


24,189,170 or 81.2% of Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Hot AC, Country, and Classic Hits.

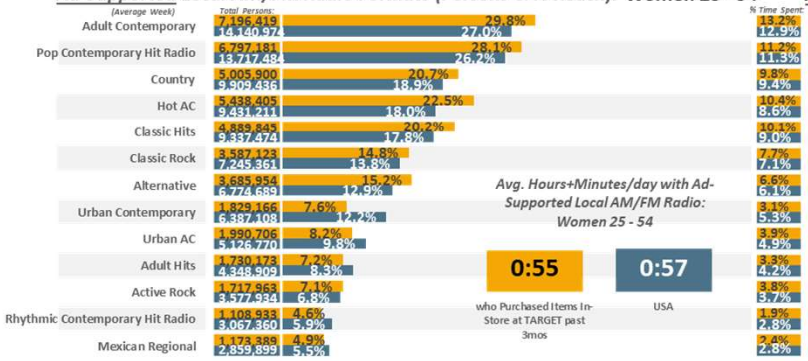
Local AM/FM Radio Formats (Persons & % Reach): Women 25 - 54



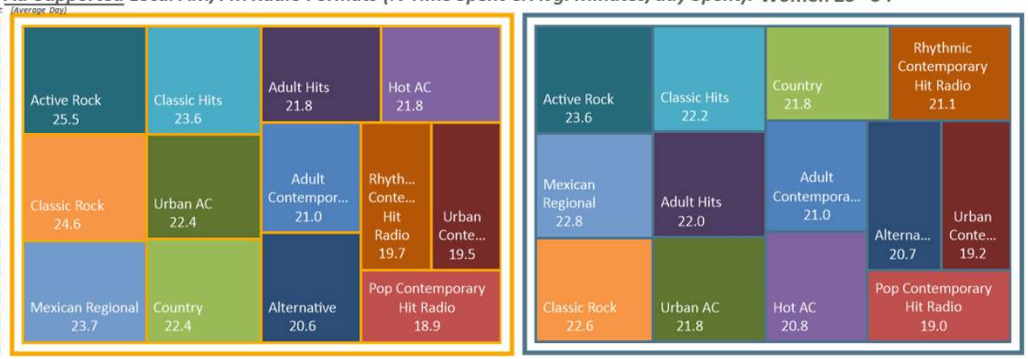
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



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

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

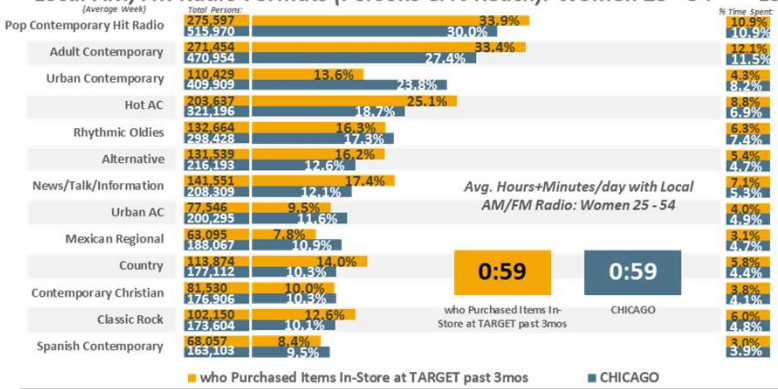
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[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

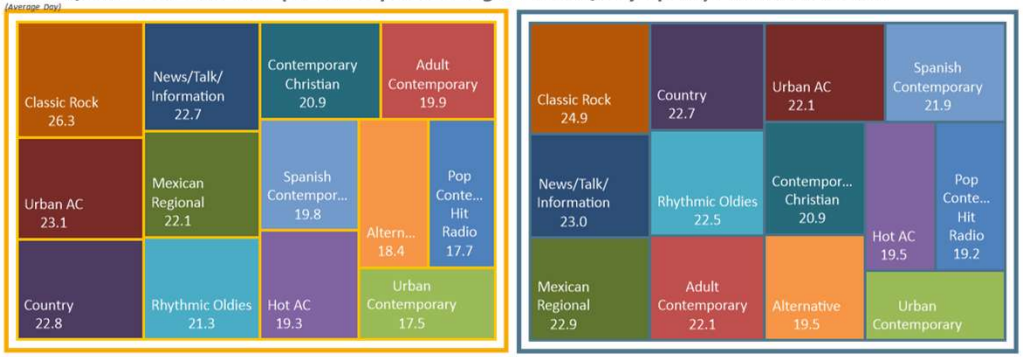


773,442 or 84.3% of Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Adult Contemporary, Hot AC, Rhythmic Oldies, and Alternative.

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



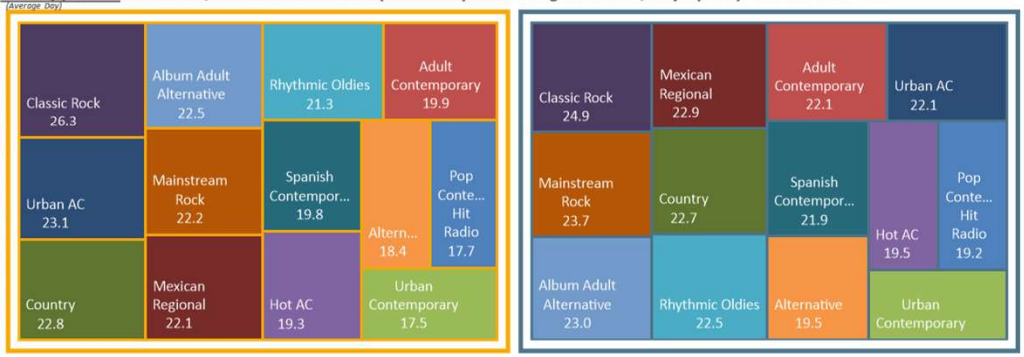
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,408

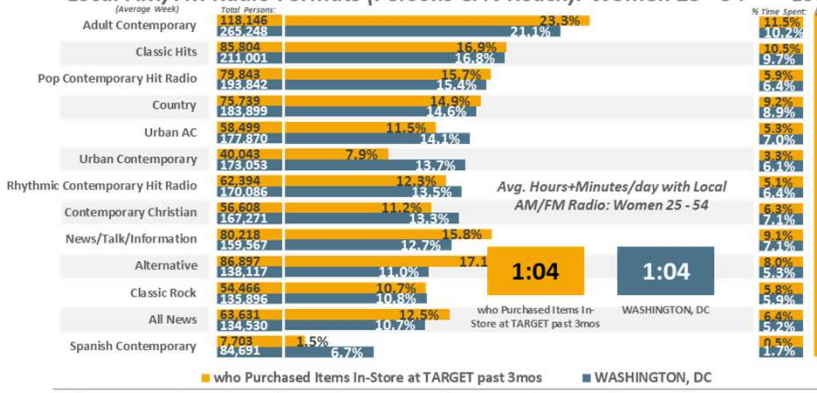
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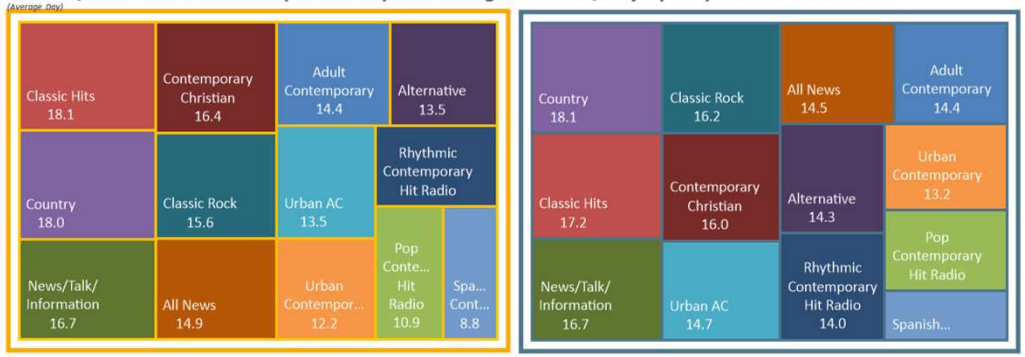
[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

477,177 or 80.2% of Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Alternative, Classic Hits, Pop Contemporary Hit Radio, and Country.

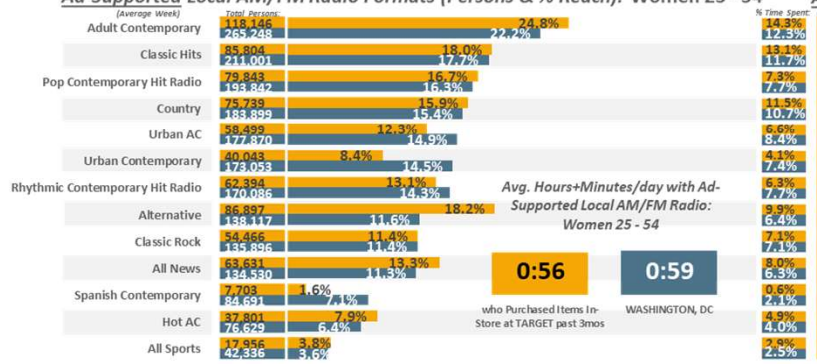
Local AM/FM Radio Formats (Persons & % Reach): Women 25 - 54



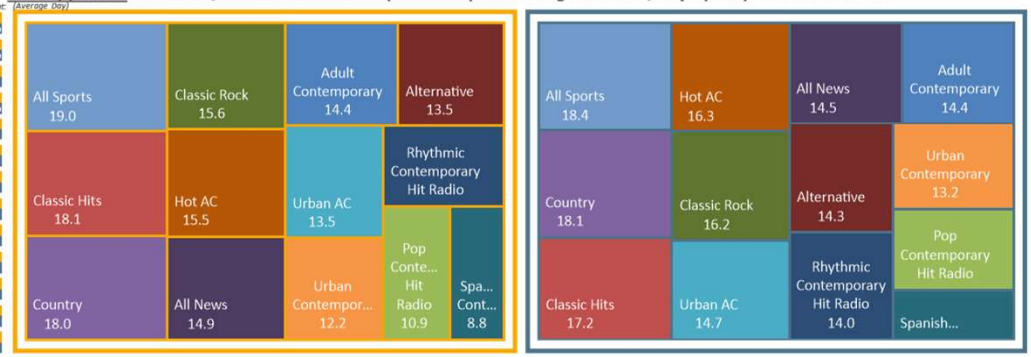
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,935

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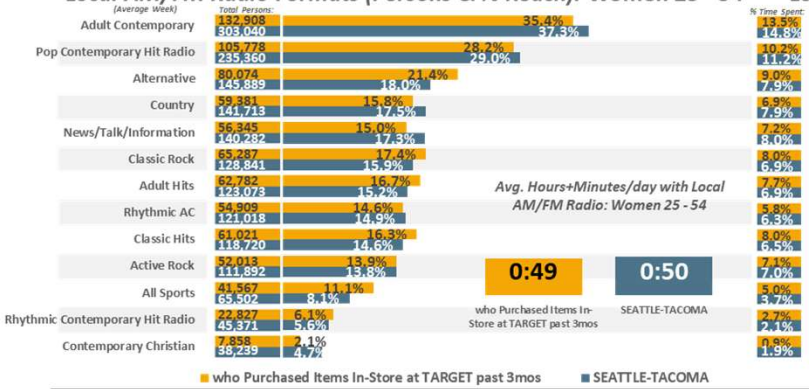
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[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

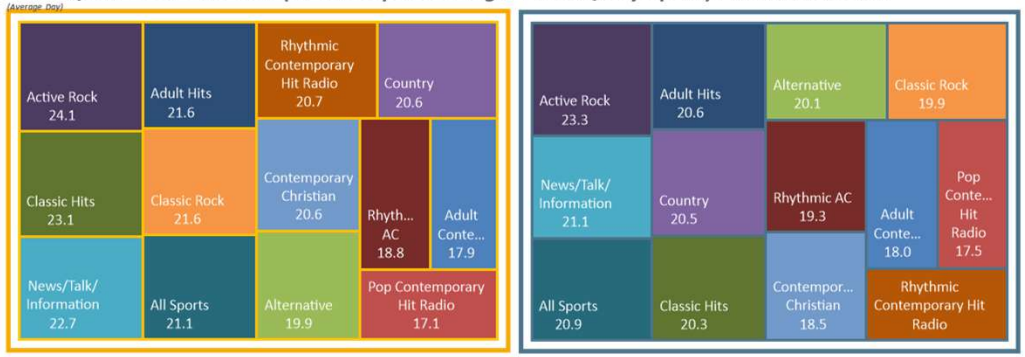
SEA

366,874 or 69.% of Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Alternative, Classic Rock, and Adult Hits.

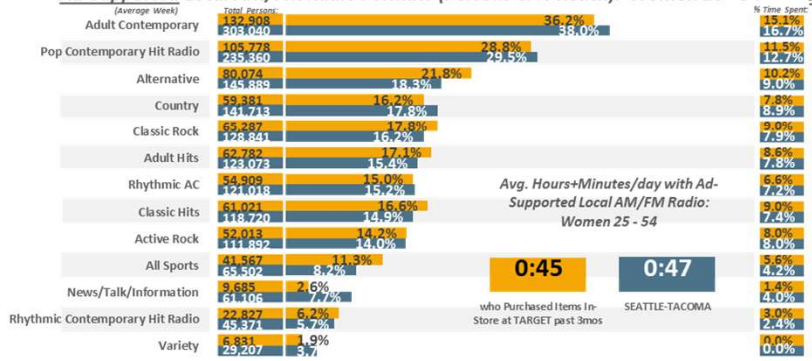
Local AM/FM Radio Formats (Persons & % Reach): Women 25 - 54



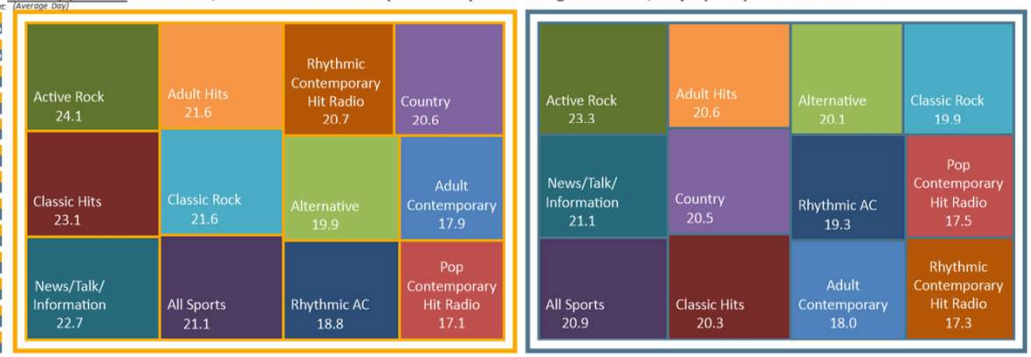
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,373

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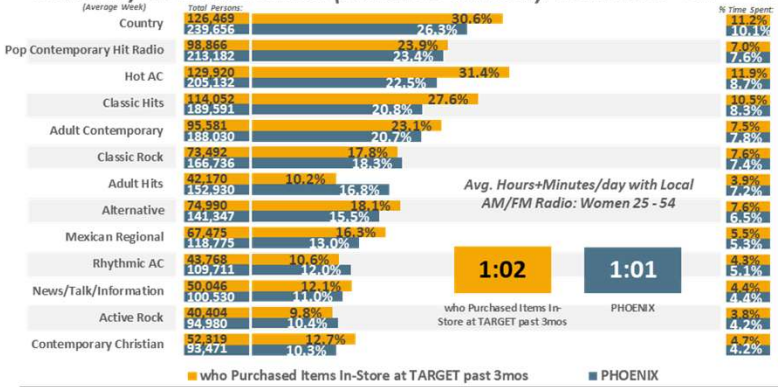
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[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]



397,867 or 79.5% of Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Hot AC, Country, Classic Hits, Pop Contemporary Hit Radio, and Adult Contemporary.

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



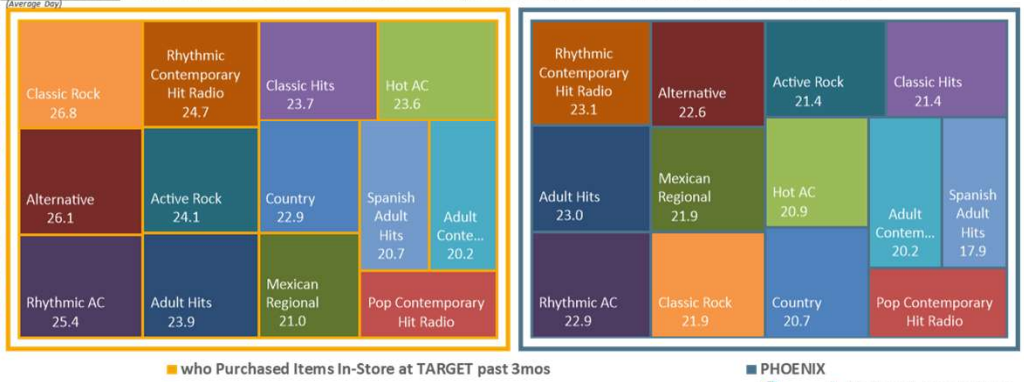
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 785

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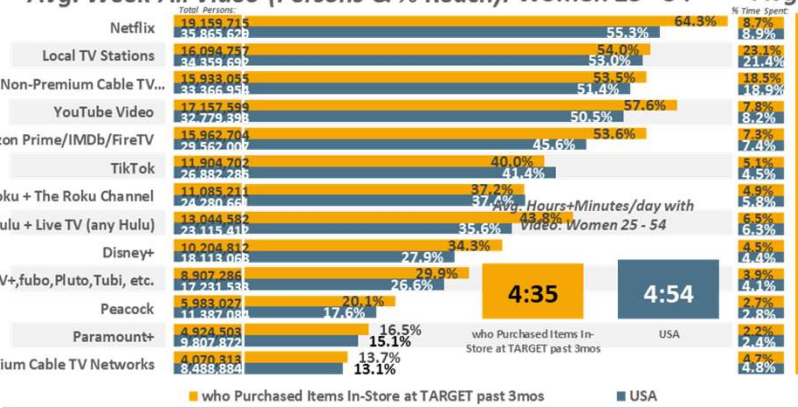
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[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

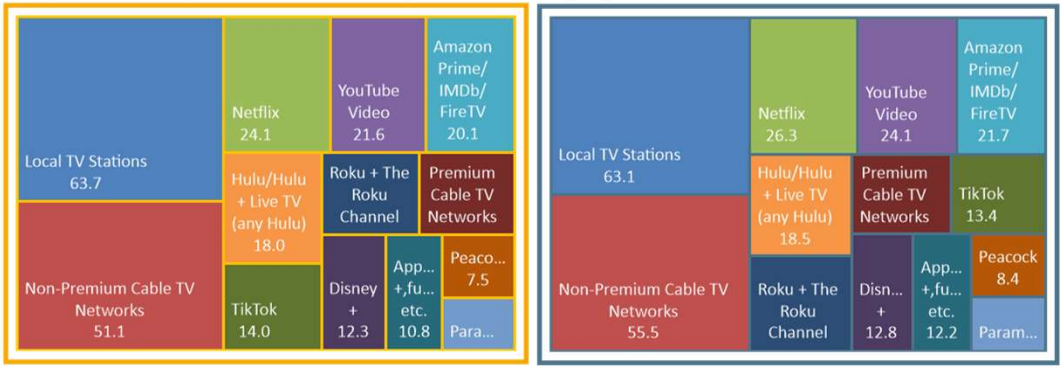
USA

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

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

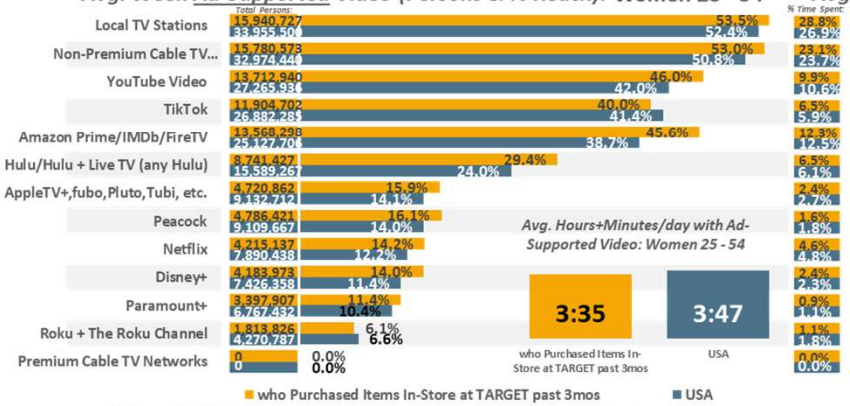


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54

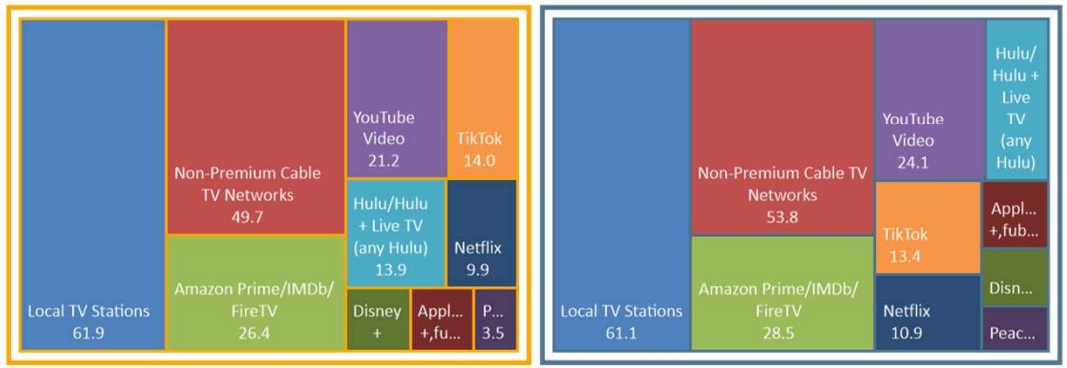


who Purchased Items In-Store at TARGET past 3mos ■ USA

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



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



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

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

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

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

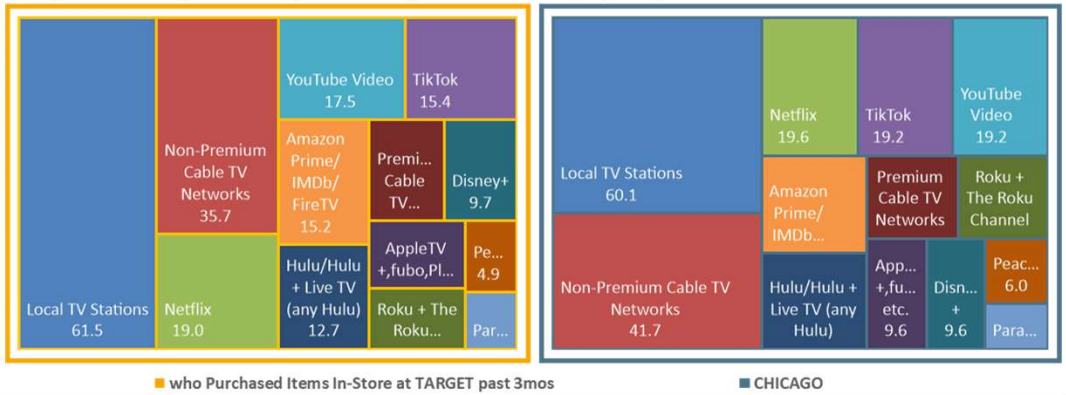


581,235 or 63.3% of Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos watch Ad-Supported Local TV Stations for an average of 59.7 minutes every day representing 33.7% of all time spent daily with Ad-Supported Video.

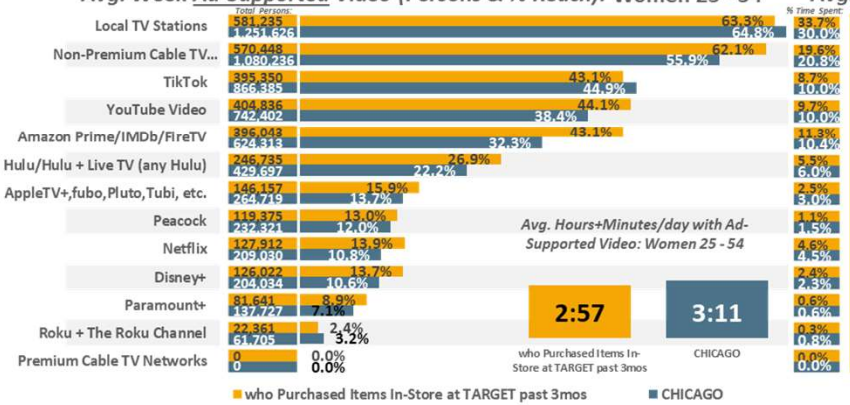
Avg. Week All Video (Persons & % Reach): Women 25 - 54



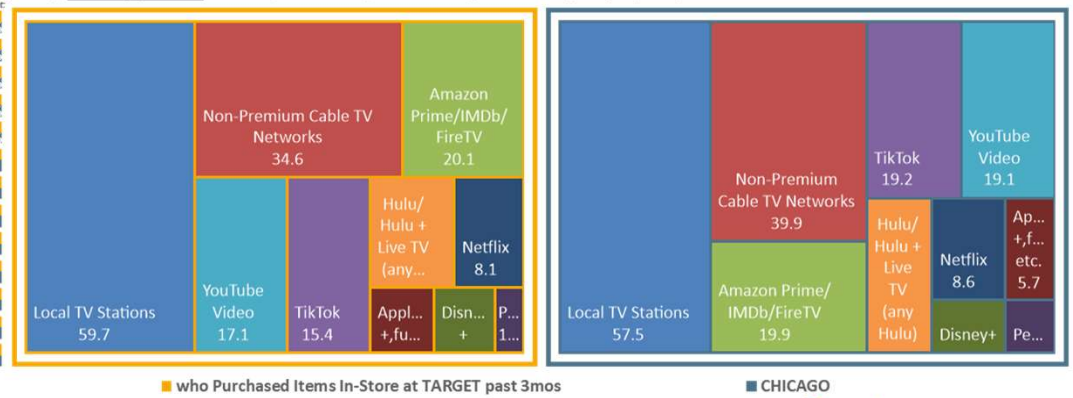
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,408

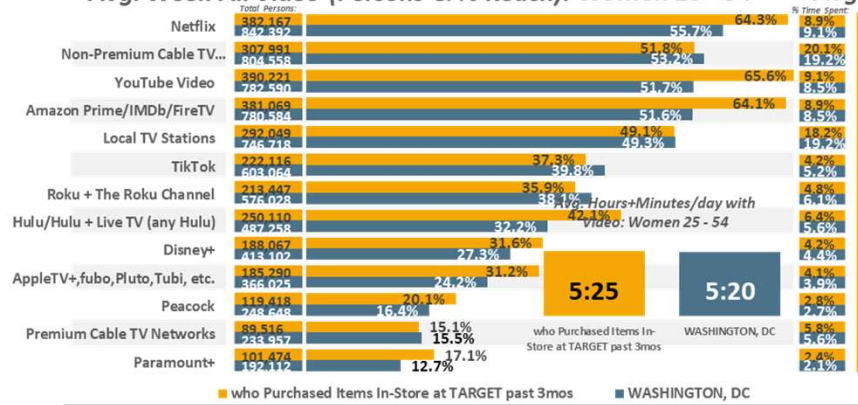
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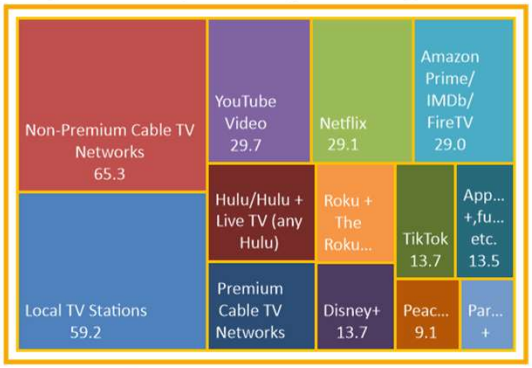
[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

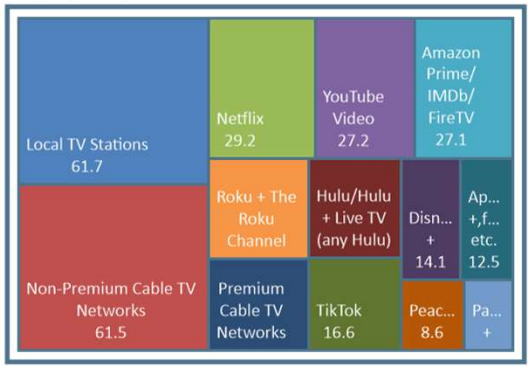
288,728 or 48.5% of Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos watch Ad-Supported Local TV Stations for an average of 56.2 minutes every day representing 21.9% of all time spent daily with Ad-Supported Video.

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

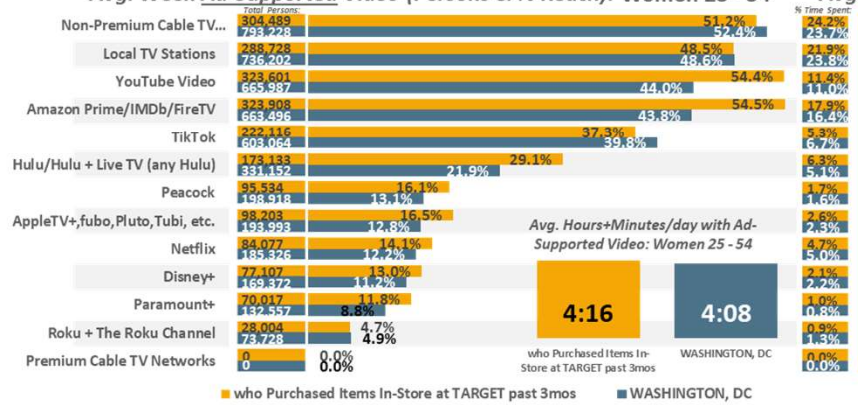


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54

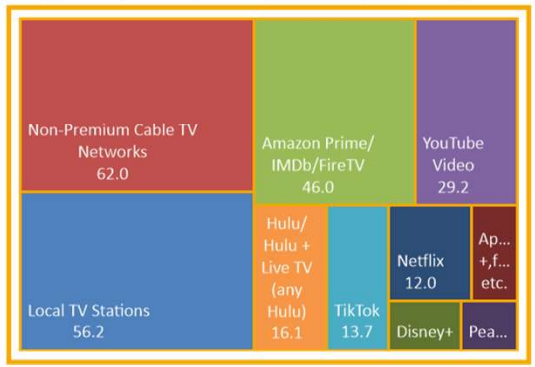


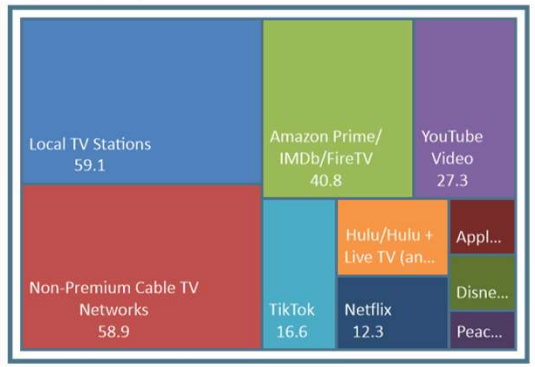


Avg. Week Ad-Supported Video (Persons & % Reach): Women 25 - 54



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





WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,935

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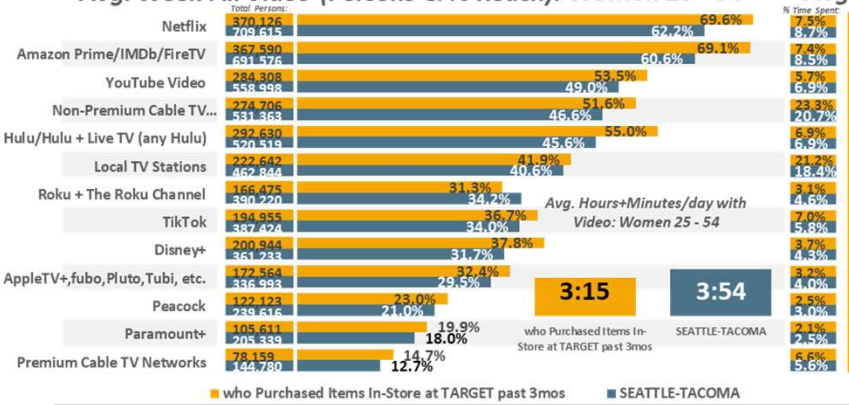
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[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

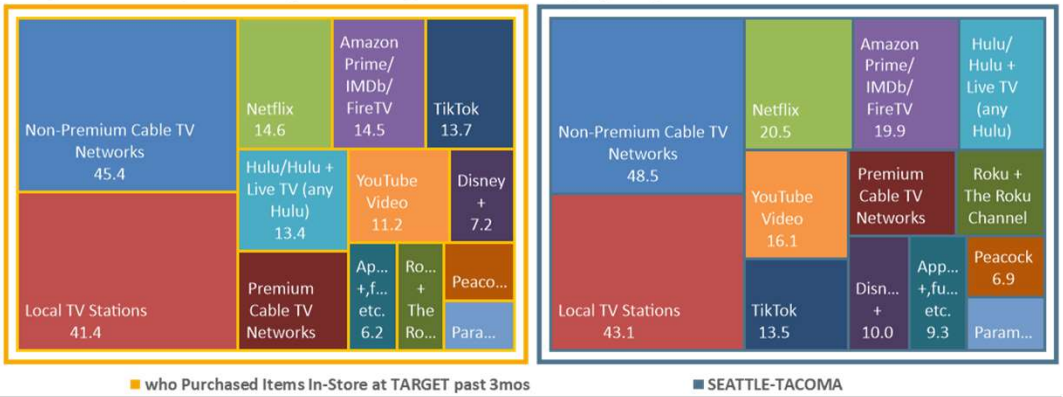


220,172 or 41.4% of Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos watch Ad-Supported Local TV Stations for an average of 40.3 minutes every day representing 25.1% of all time spent daily with Ad-Supported Video.

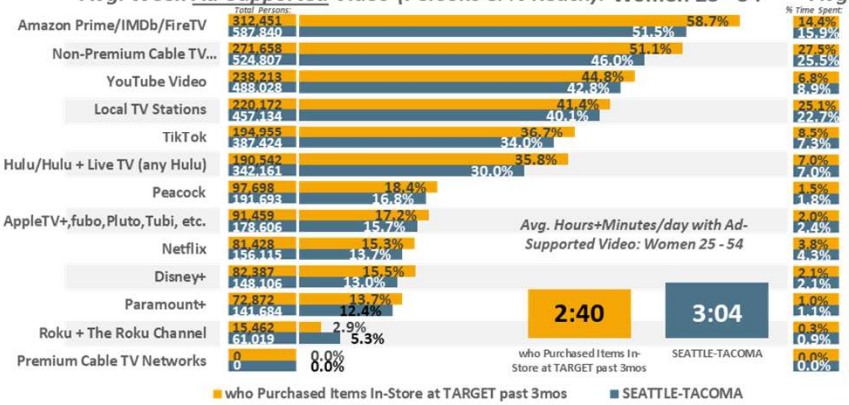
Avg. Week All Video (Persons & % Reach): Women 25 - 54



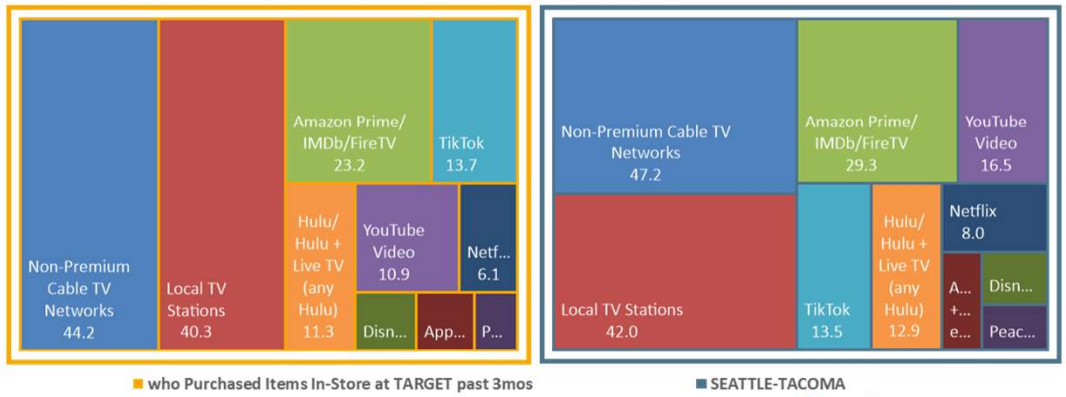
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,373

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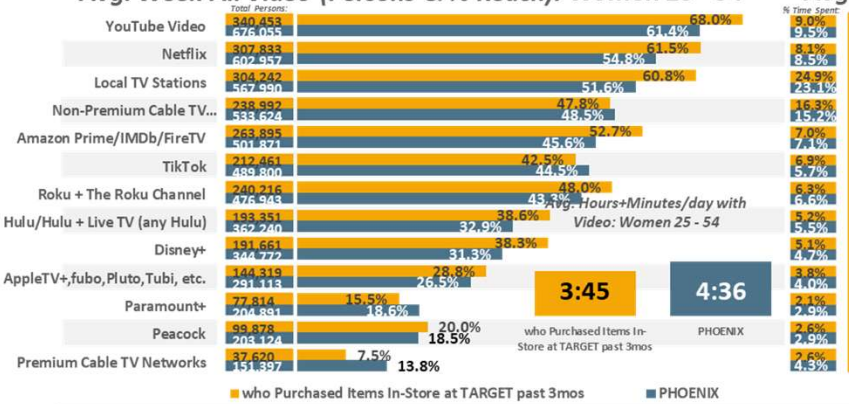
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[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

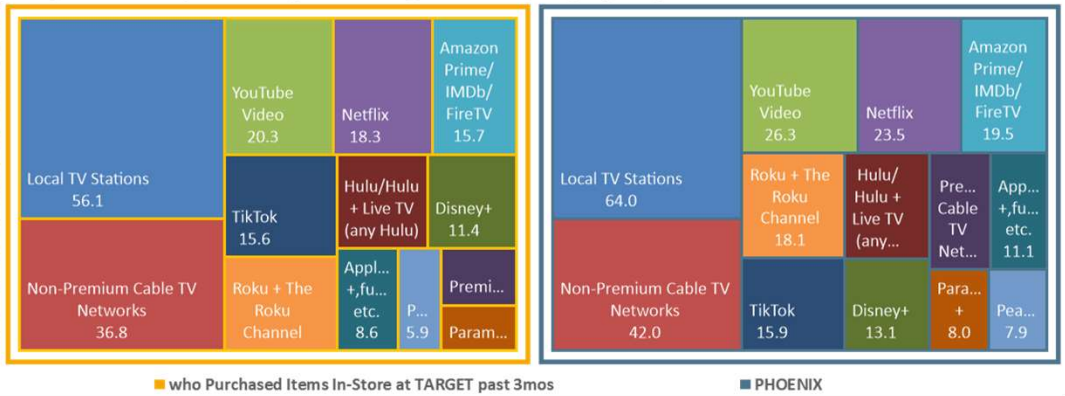


301,612 or 60.3% of Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos watch Ad-Supported Local TV Stations for an average of 55.9 minutes every day representing 31.4% of all time spent daily with Ad-Supported Video.

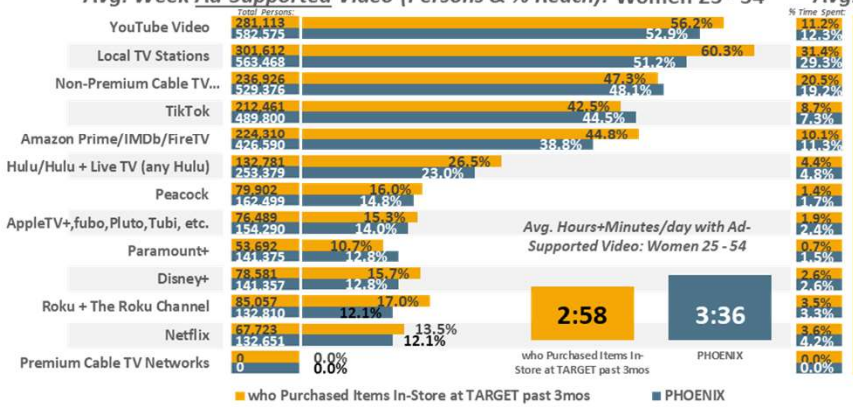
Avg. Week All Video (Persons & % Reach): Women 25 - 54



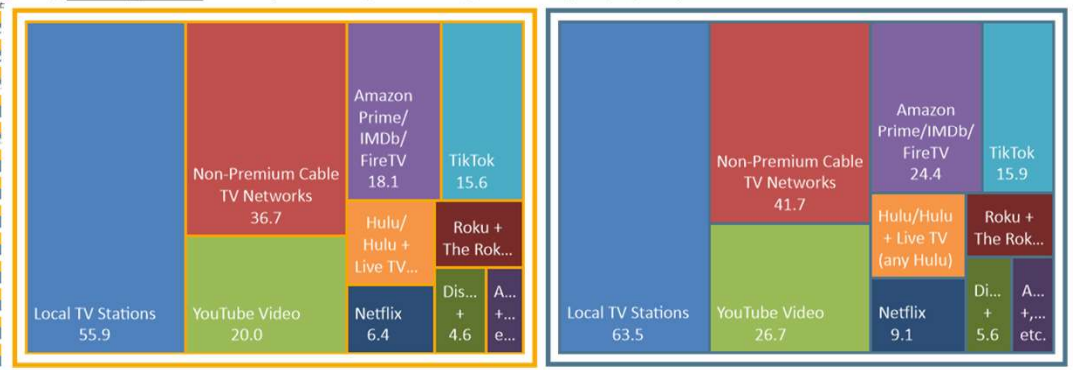
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 785

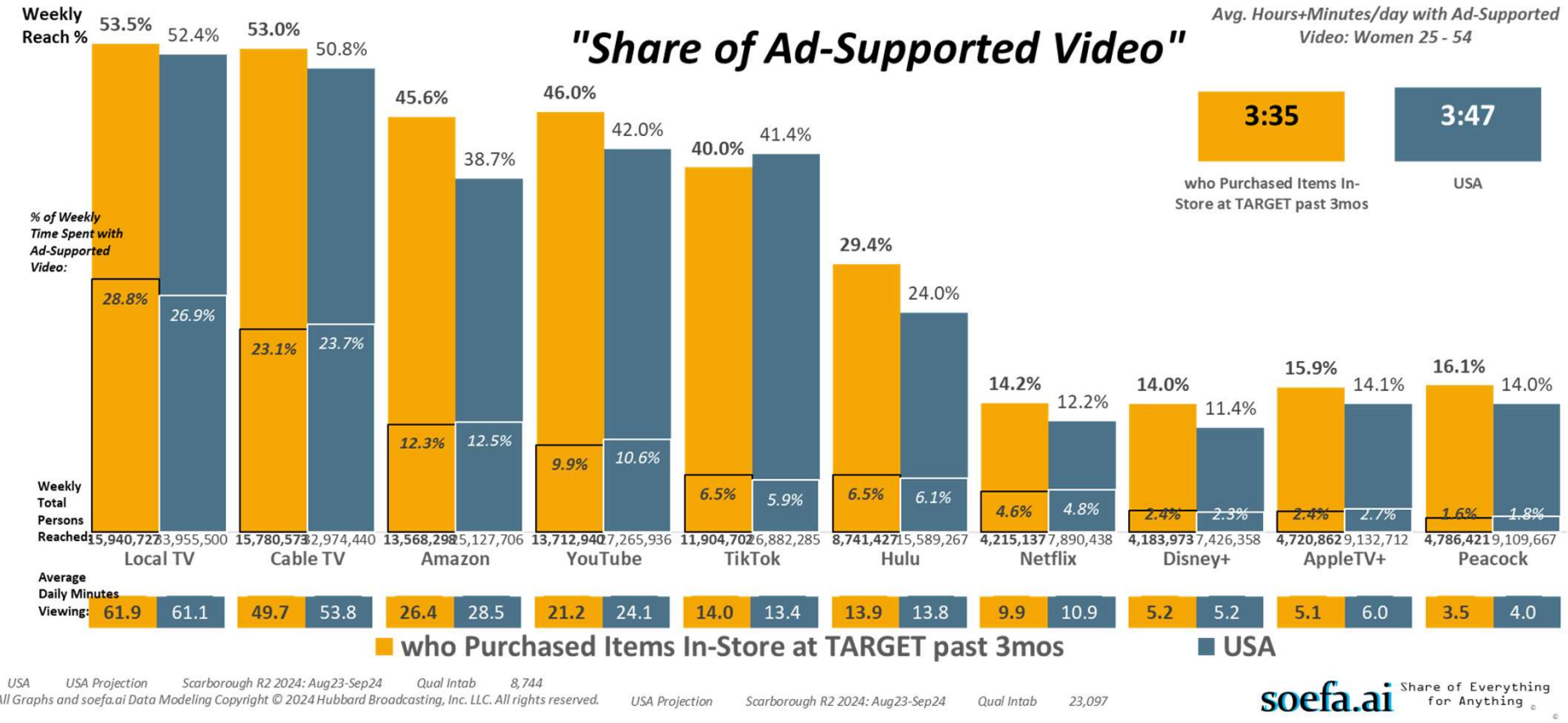
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[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]



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



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

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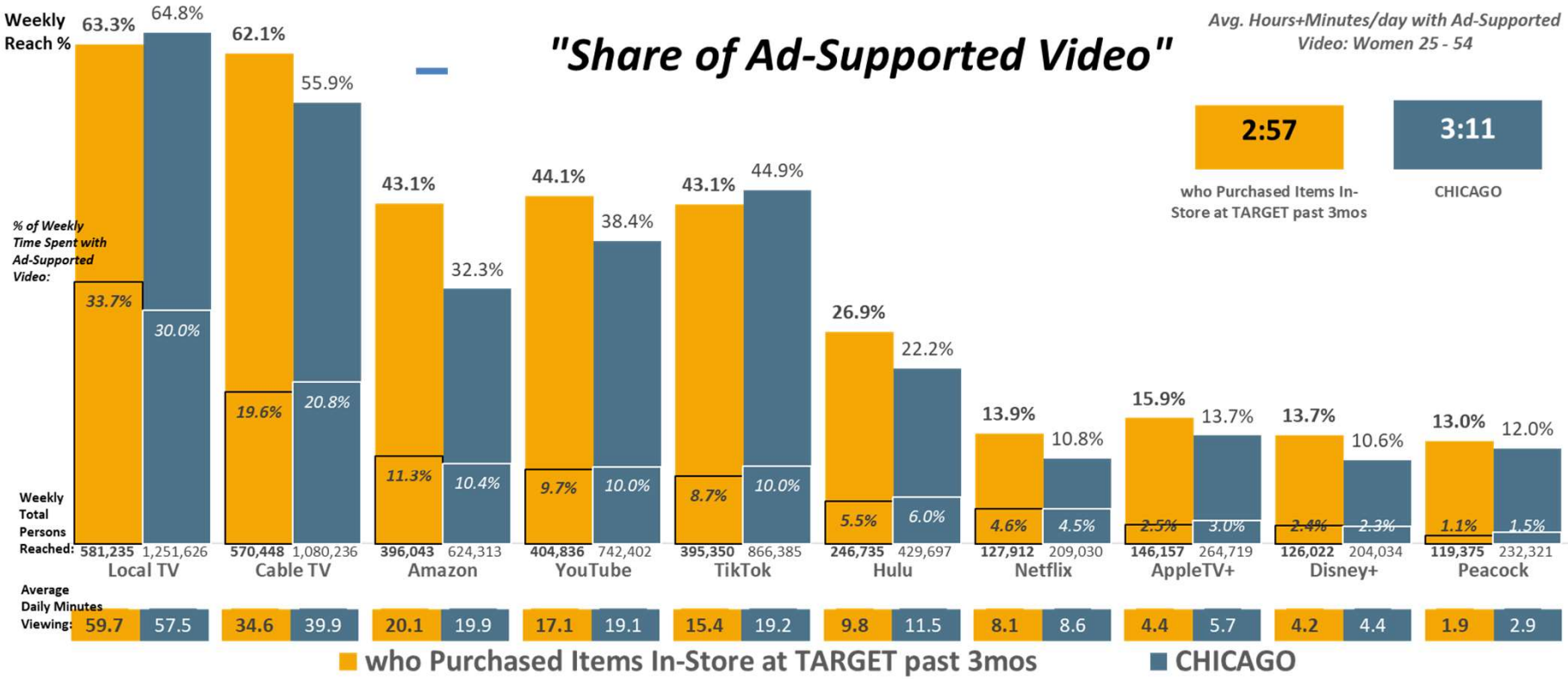
USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,097

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

CHI

581,235 or 63.3% of Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos watch Ad-Supported Local TV Stations for an average of 59.7 minutes every day representing 33.7% of all time spent daily with Ad-Supported Video.



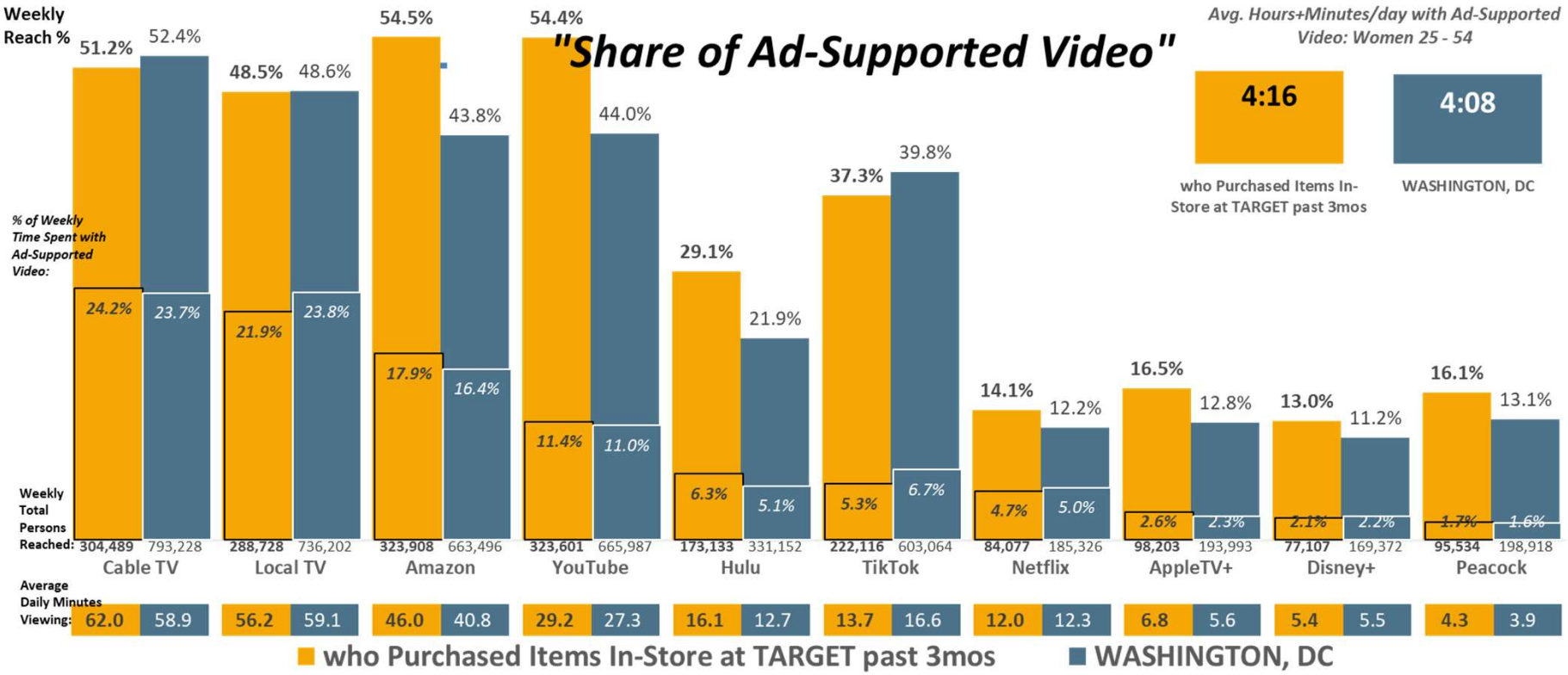
CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,408 CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 3,420

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

288,728 or 48.5% of Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos watch Ad-Supported Local TV Stations for an average of 56.2 minutes every day representing 21.9% of all time spent daily with Ad-Supported Video.



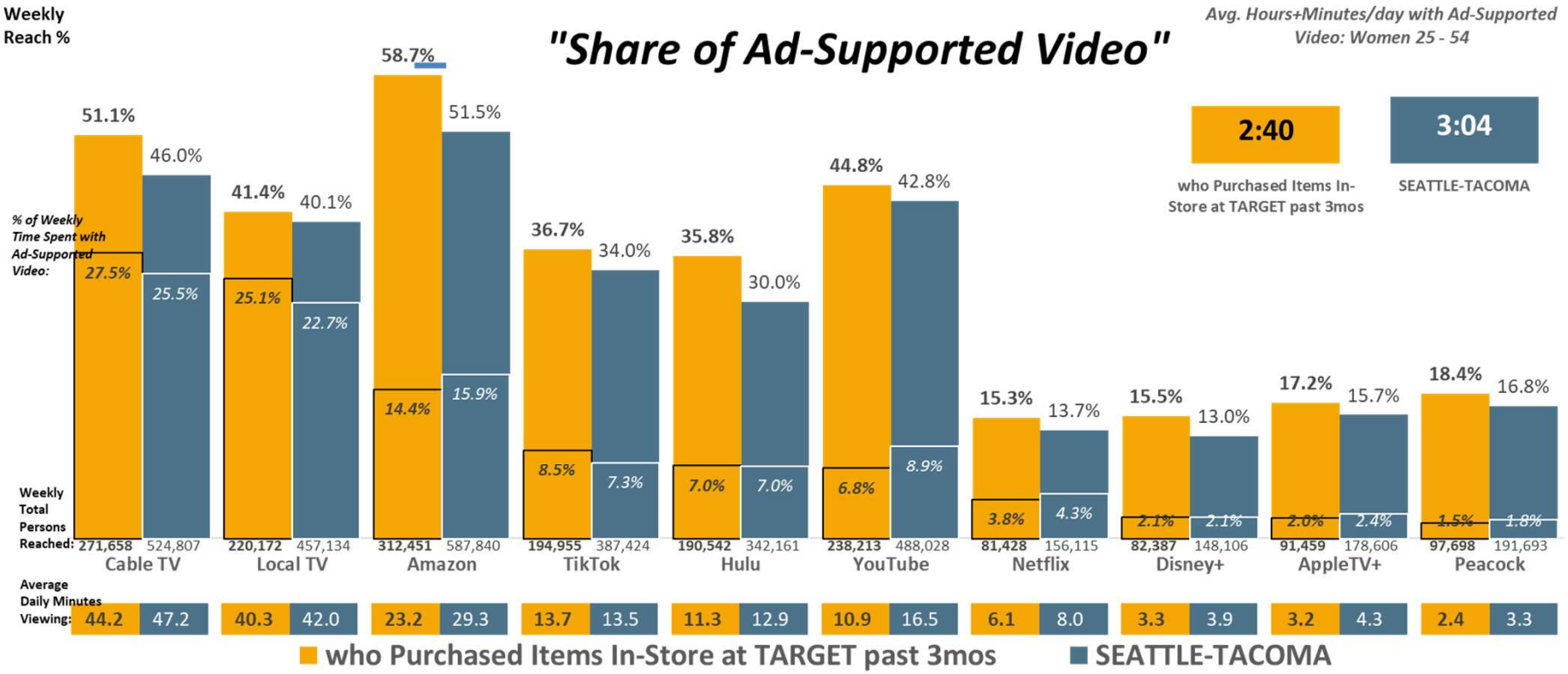
WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,935 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,411

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

220,172 or 41.4% of Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos watch Ad-Supported Local TV Stations for an average of 40.3 minutes every day representing 25.1% of all time spent daily with Ad-Supported Video.



SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,373 SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,860

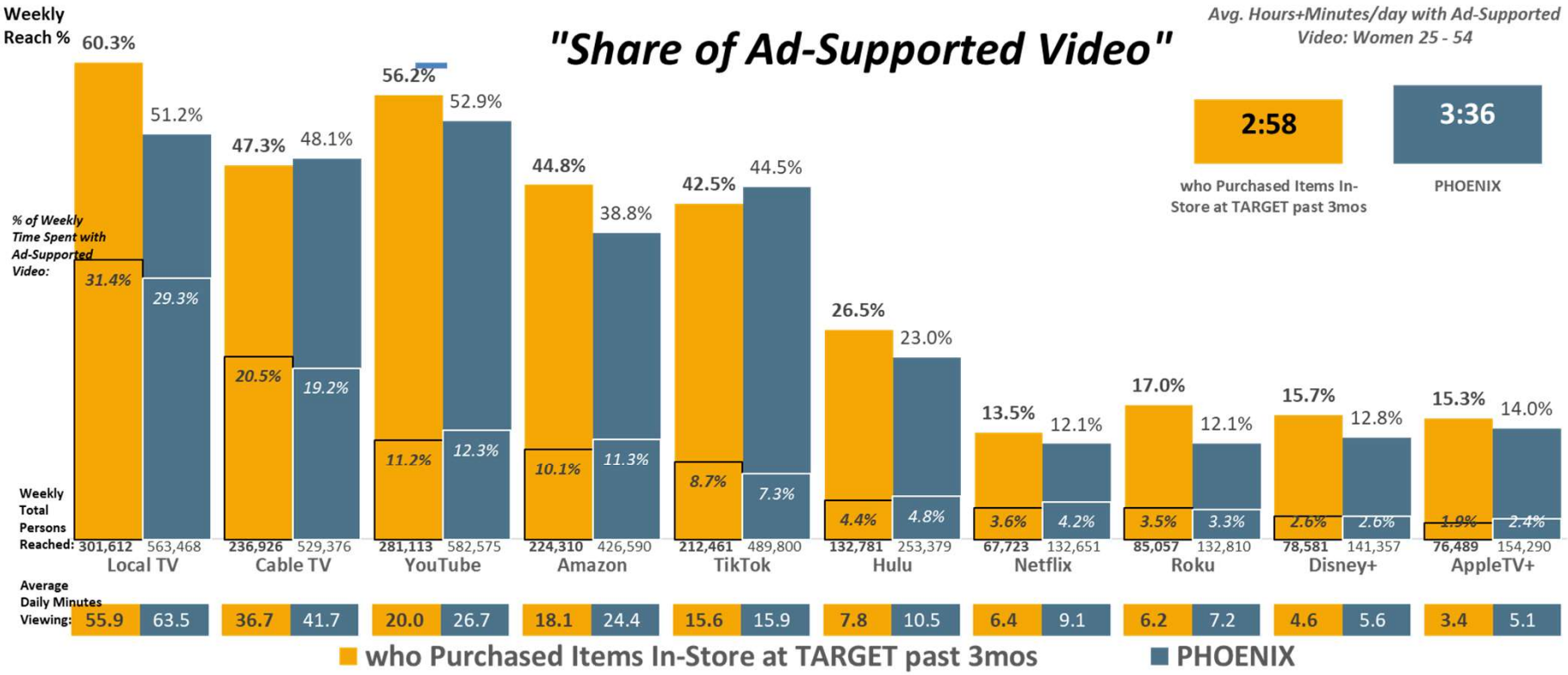
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[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

PHX

301,612 or 60.3% of Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos watch Ad-Supported Local TV Stations for an average of 55.9 minutes every day representing 31.4% of all time spent daily with Ad-Supported Video.



PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 785 PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,268

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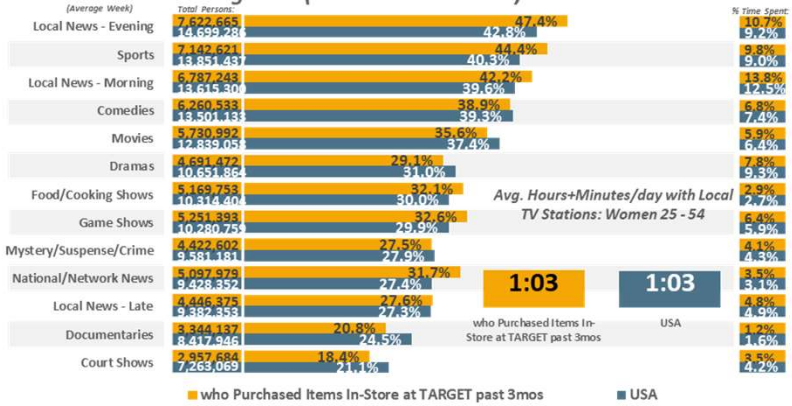
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[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

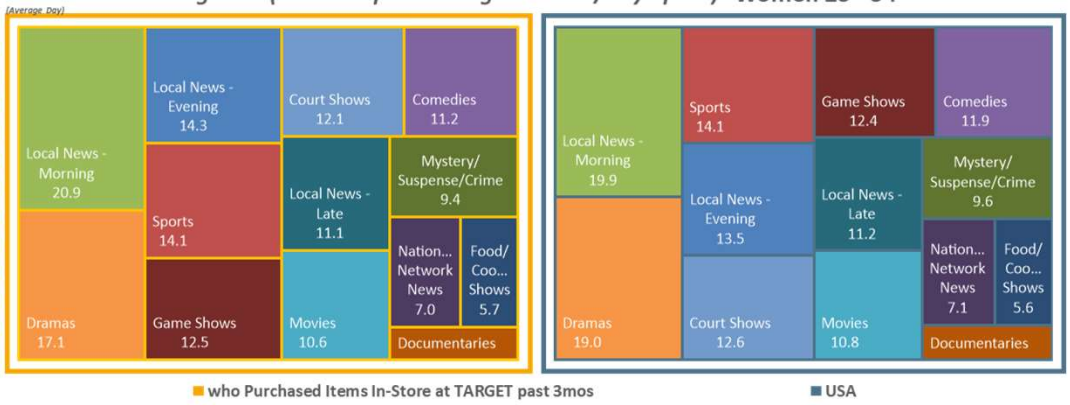


15,940,727 or 53.5% of Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Local News - Morning, Comedies, Movies, and Game Shows.

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



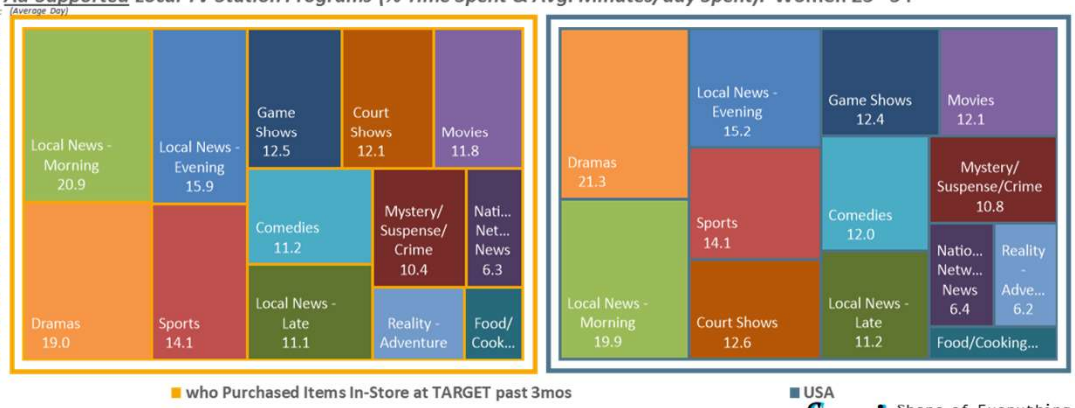
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



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

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

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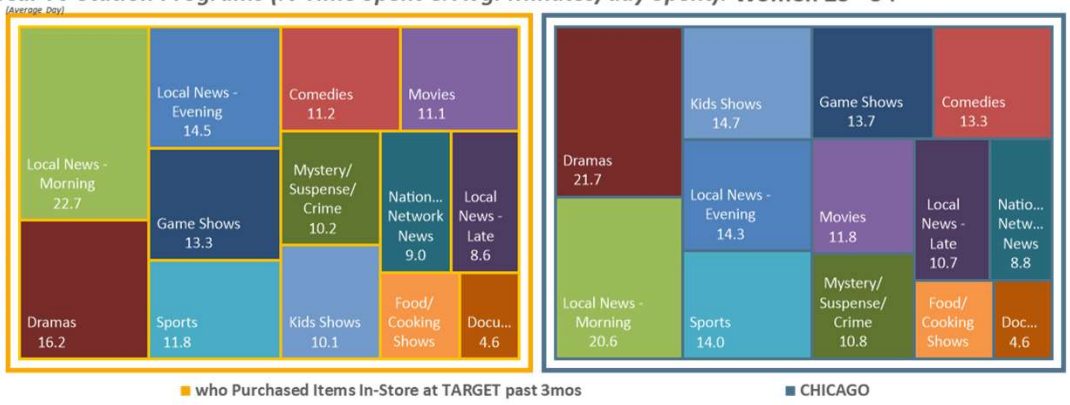
[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

581,235 or 63.3% of Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Local News - Morning, Movies, Game Shows, Comedies, and Sports.

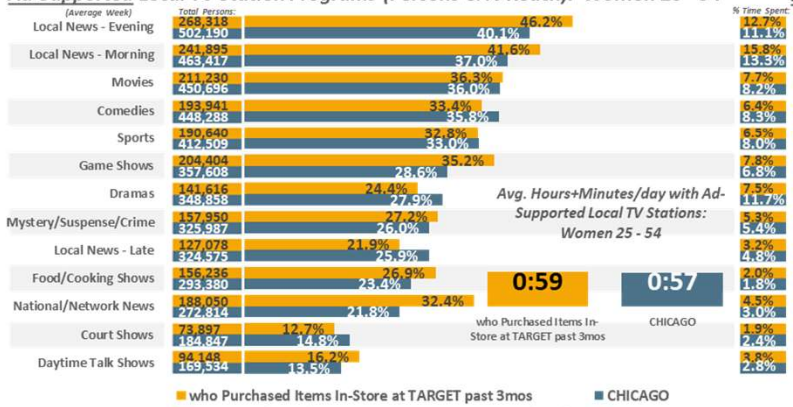
Local TV Station Programs (Persons & % Reach): Women 25 - 54



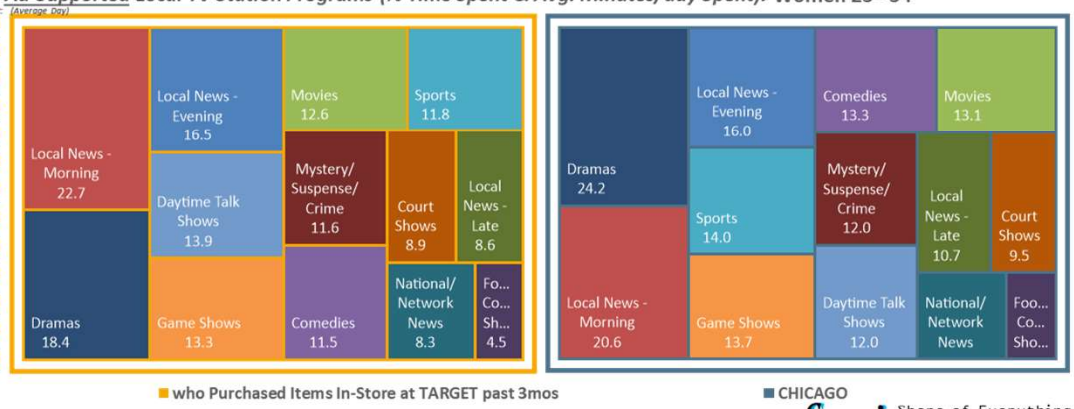
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,408

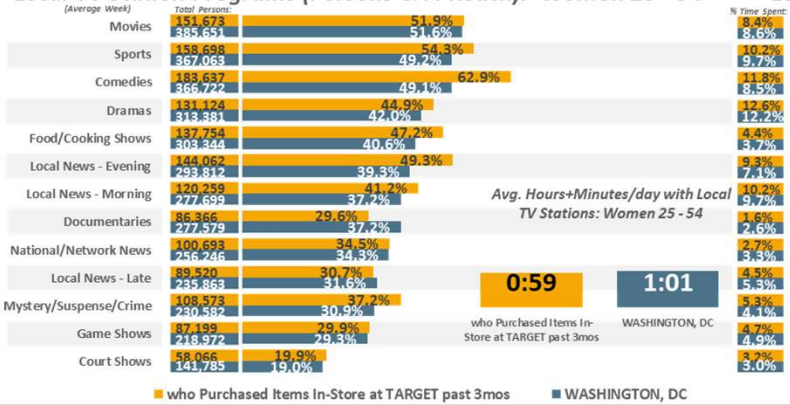
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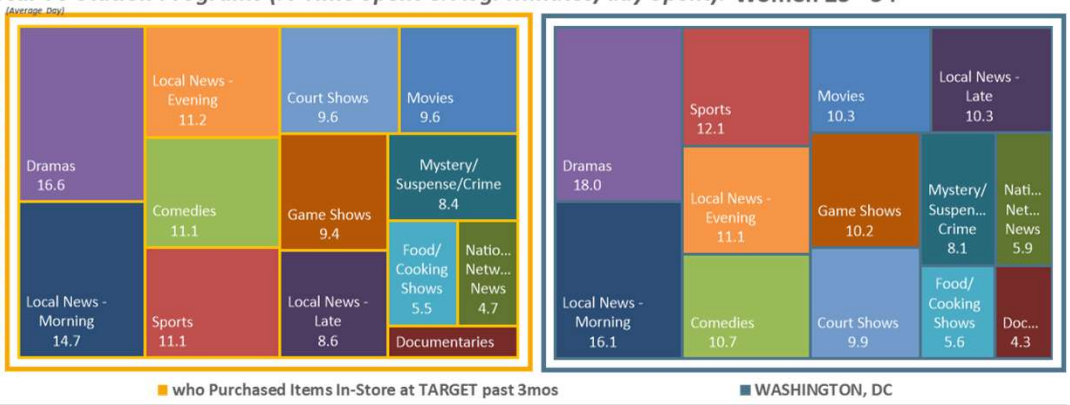
[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

288,728 or 48.5% of Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Sports, Movies, Local News - Evening, Dramas, and Local News - Morning.

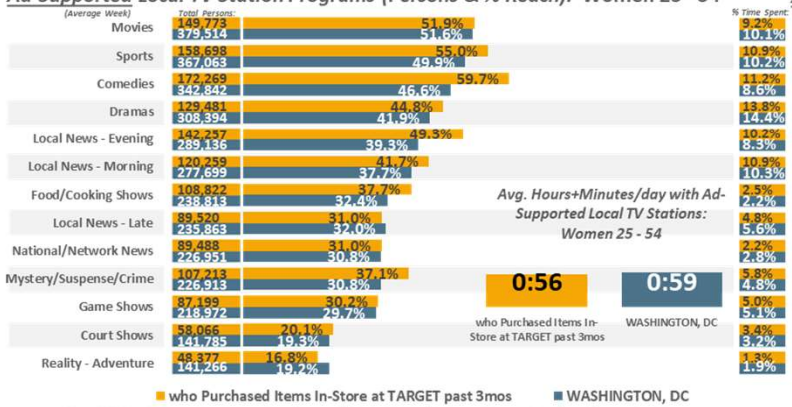
Local TV Station Programs (Persons & % Reach): Women 25 - 54



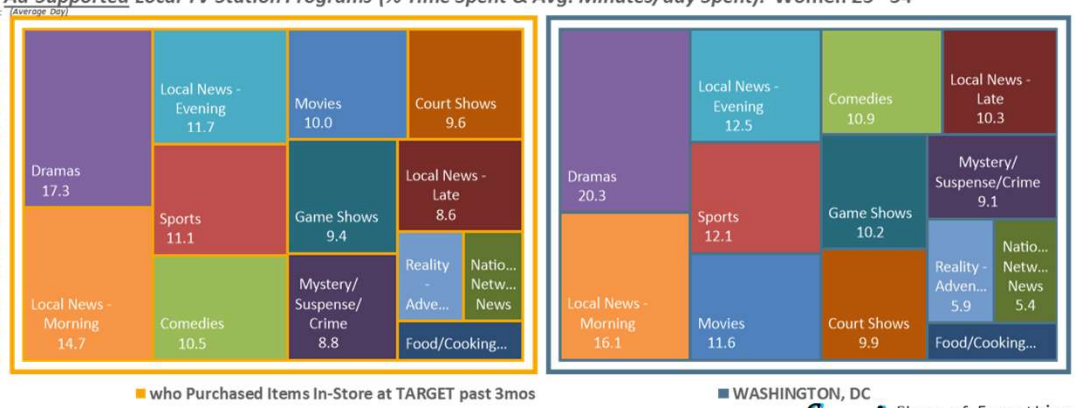
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,935

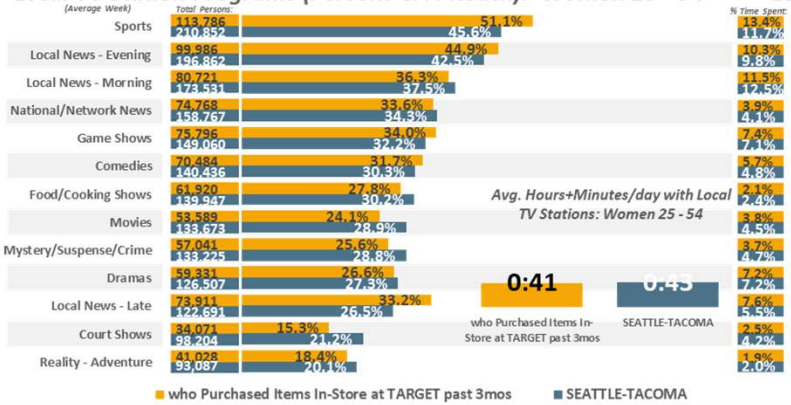
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[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

220,172 or 41.4% of Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Game Shows, Local News - Late, and National/Network News.

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

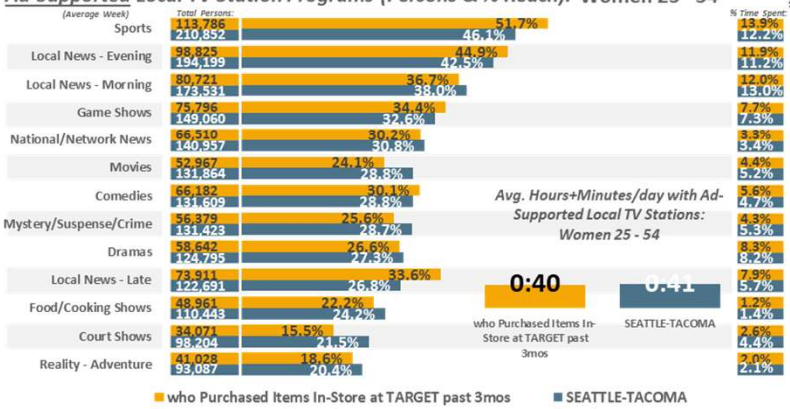


Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54

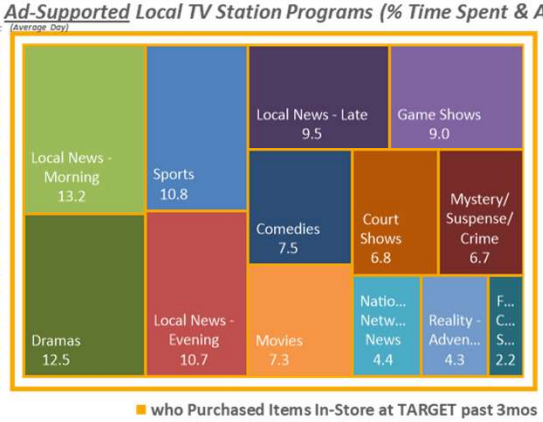




Ad-Supported Local TV Station Programs (Persons & % Reach): Women 25 - 54



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





SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,373

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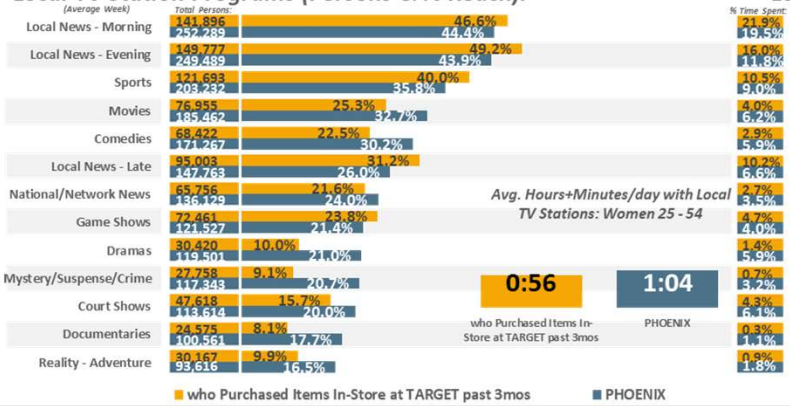
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[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

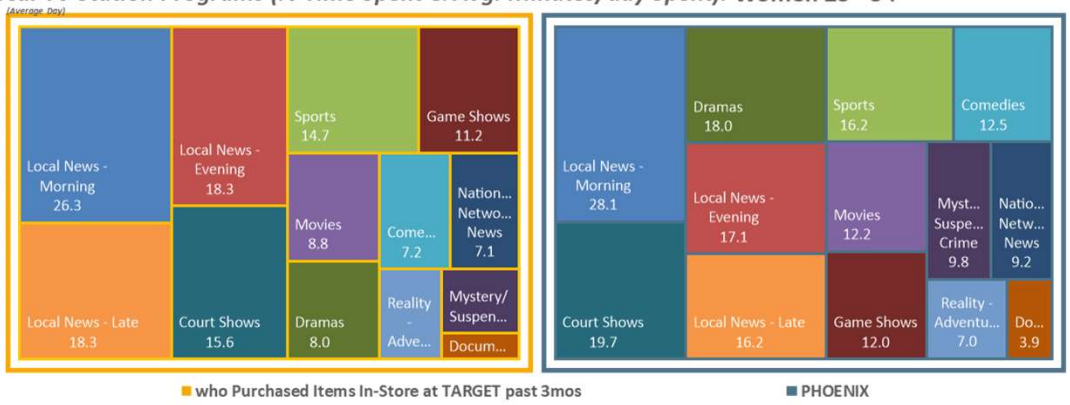
PHX

301,612 or 60.3% of Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Local News - Morning, Sports, Local News - Late, Movies, and Game Shows.

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



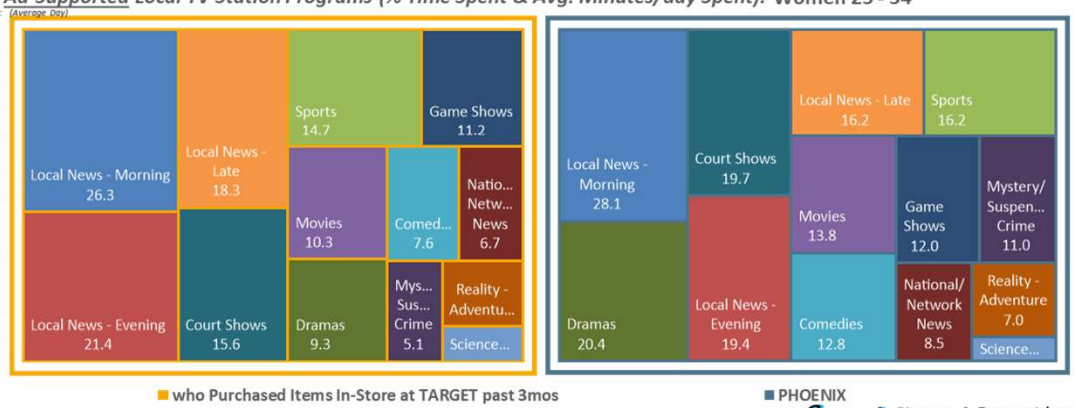
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 785

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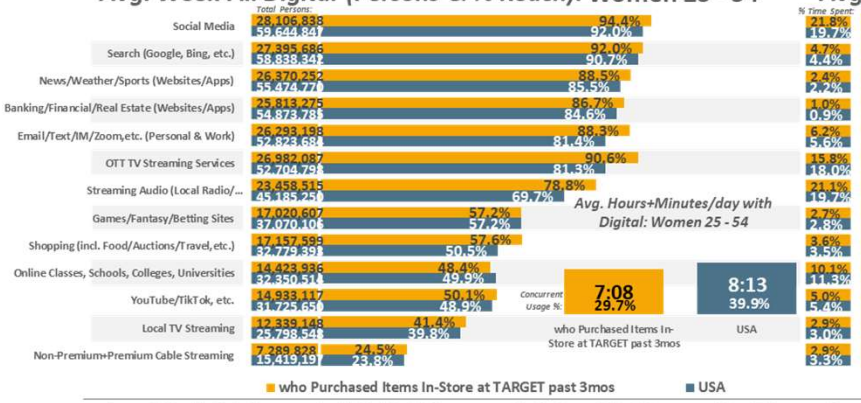
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[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]



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

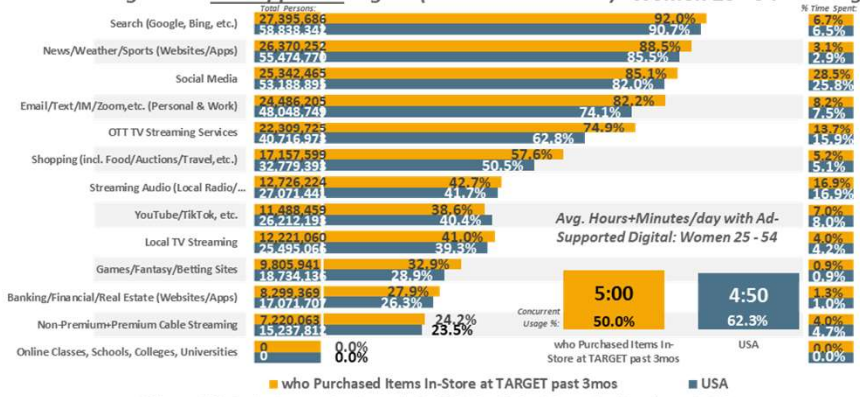
Avg. Week All Digital (Persons & % Reach): Women 25 - 54



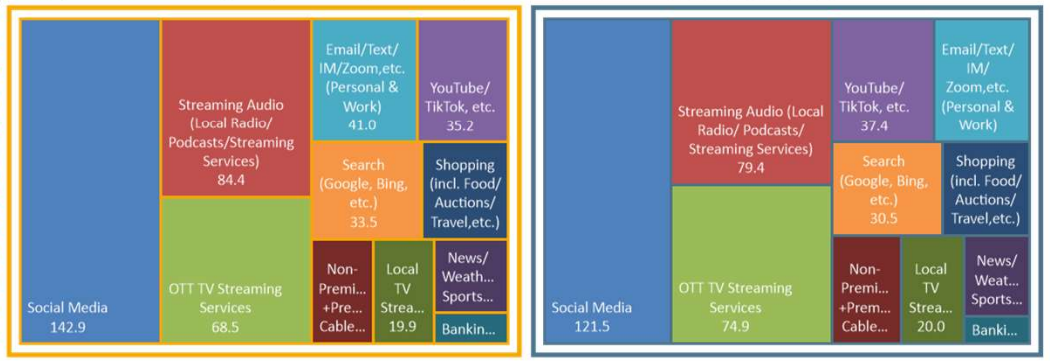
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



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

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

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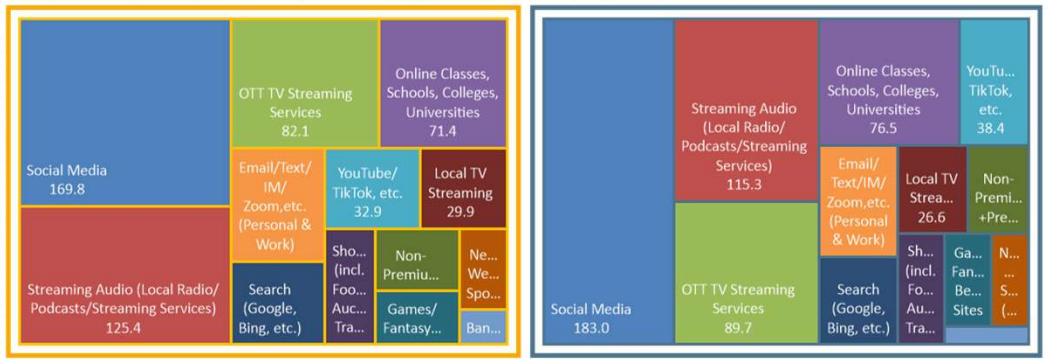
[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

768,146 or 83.7% of Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos use Ad-Supported Social Media for an average of 156.2 minutes every day representing 31.9% of all time spent daily with Ad-Supported Digital Media.

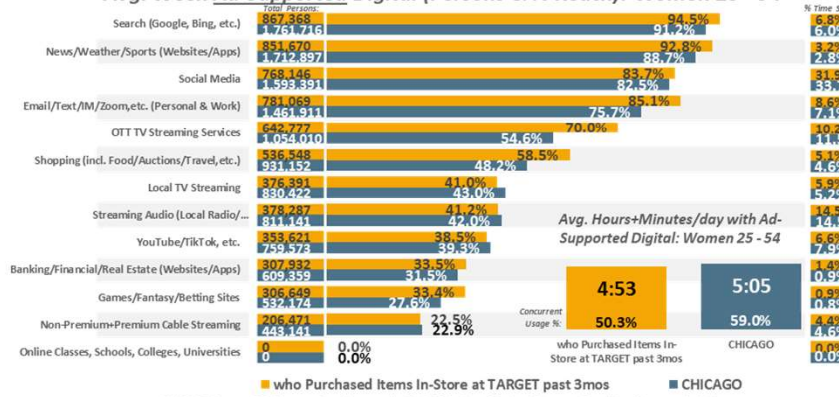
Avg. Week All Digital (Persons & % Reach): Women 25 - 54



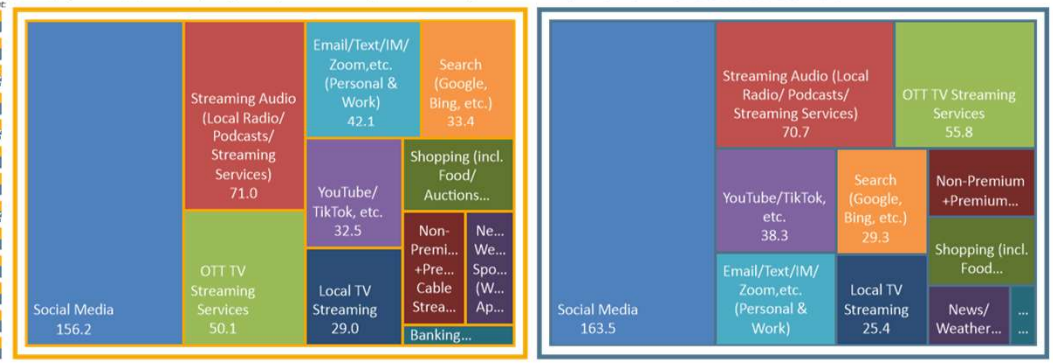
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,408

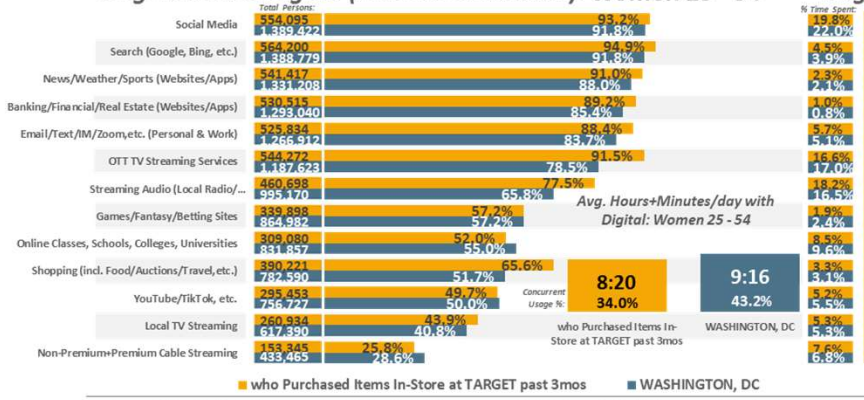
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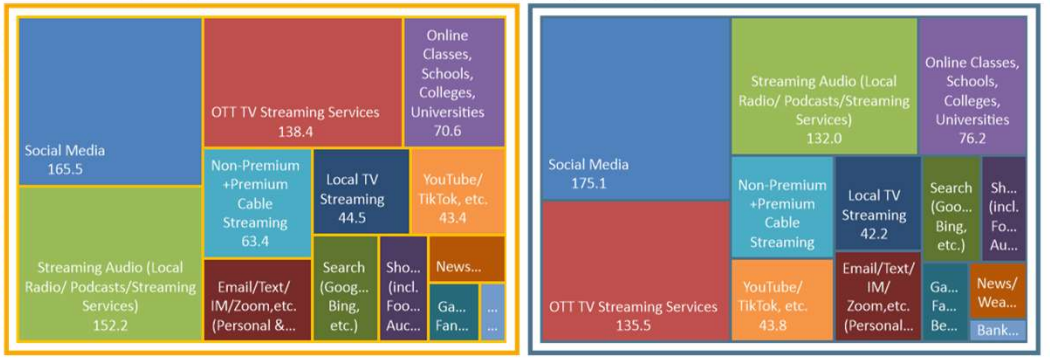
[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

499,864 or 84.% of Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos use Ad-Supported Social Media for an average of 152.2 minutes every day representing 24.5% of all time spent daily with Ad-Supported Digital Media.

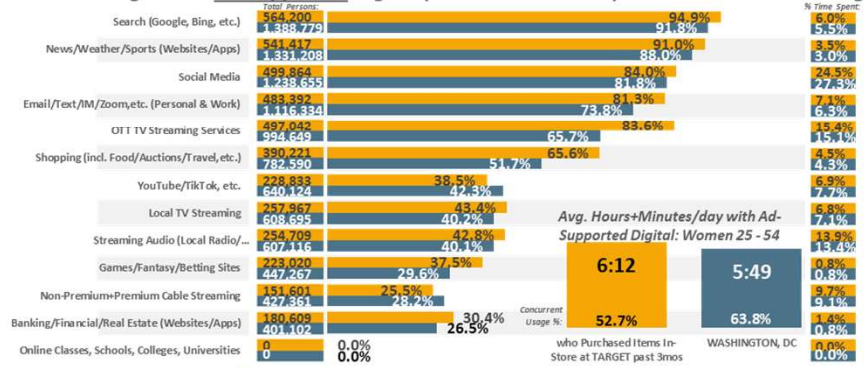
Avg. Week All Digital (Persons & % Reach): Women 25 - 54



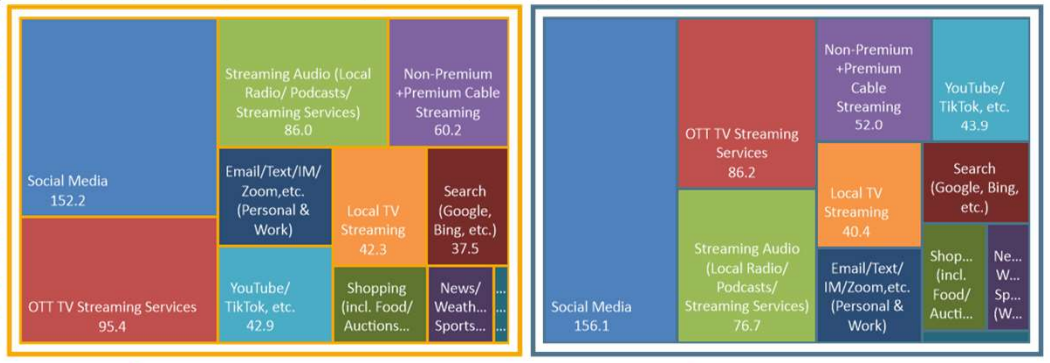
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,935

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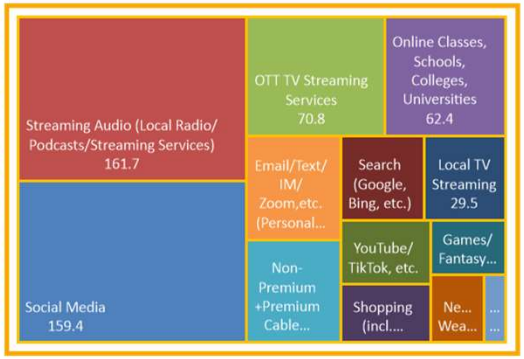
[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

457,411 or 86.% of Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos use Ad-Supported Social Media for an average of 146.6 minutes every day representing 29.4% of all time spent daily with Ad-Supported Digital Media.

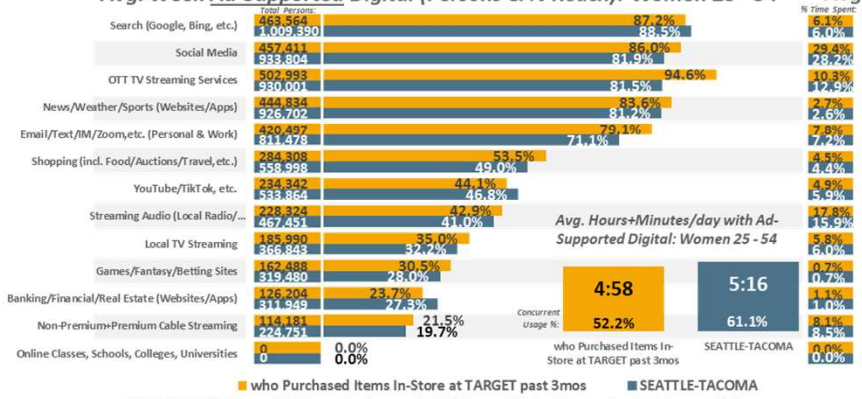
Avg. Week All Digital (Persons & % Reach): Women 25 - 54



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



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



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



SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,373

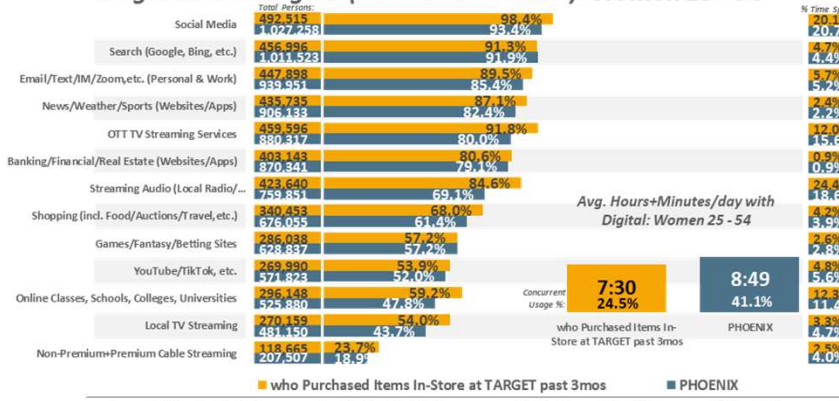
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[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

413,625 or 82.6% of Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos use Ad-Supported Social Media for an average of 139. minutes every day representing 26.9% of all time spent daily with Ad-Supported Digital Media.

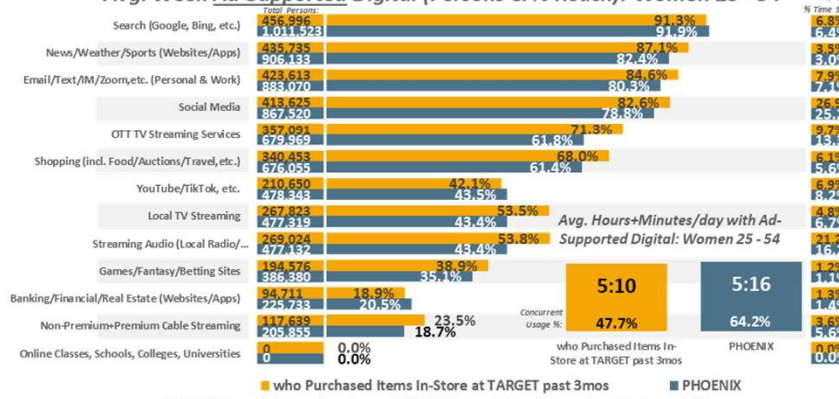
Avg. Week All Digital (Persons & % Reach): Women 25 - 54



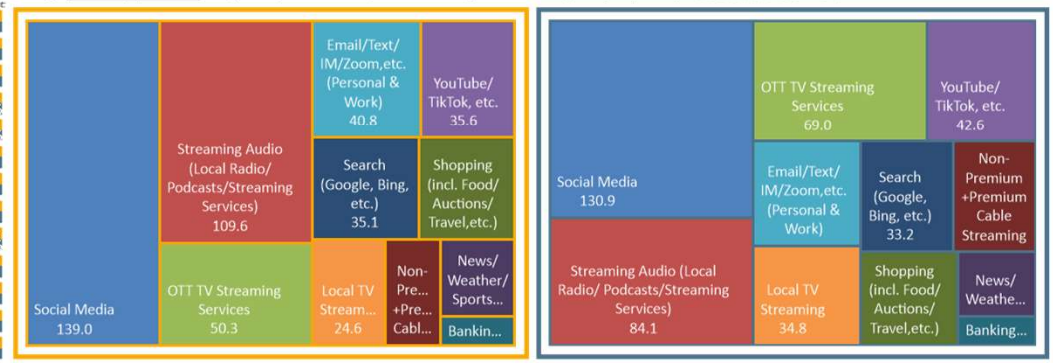
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 785

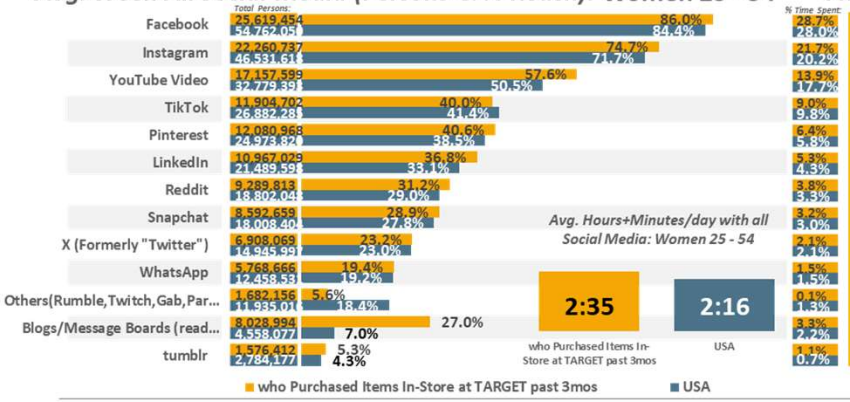
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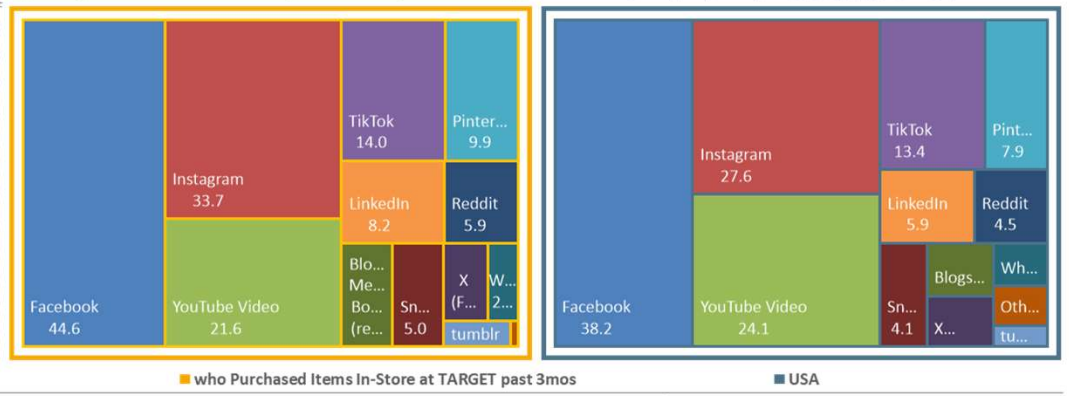
[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

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

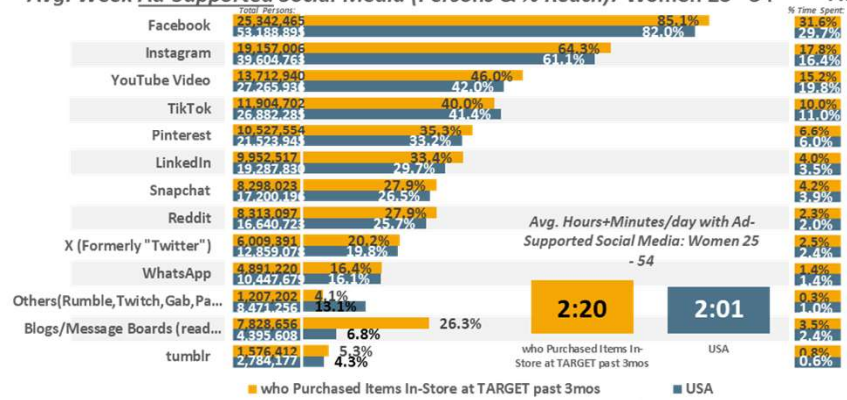
Avg. Week All Social Media (Persons & % Reach): Women 25 - 54



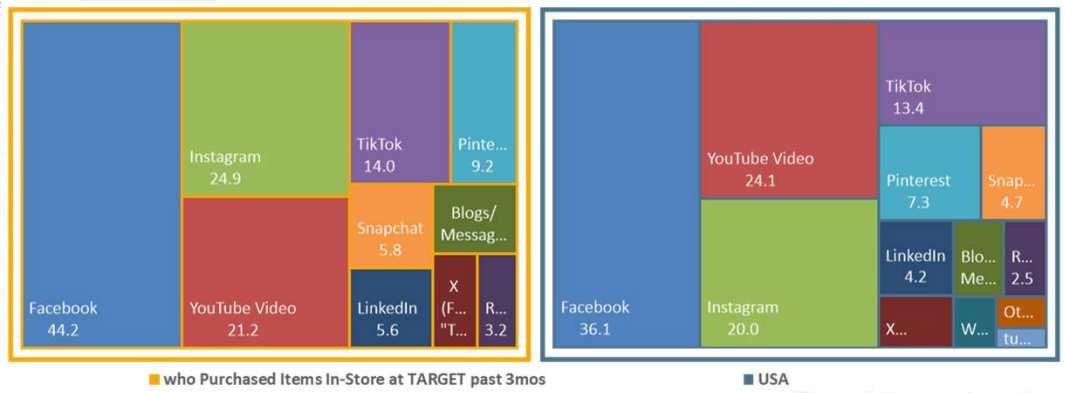
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



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

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

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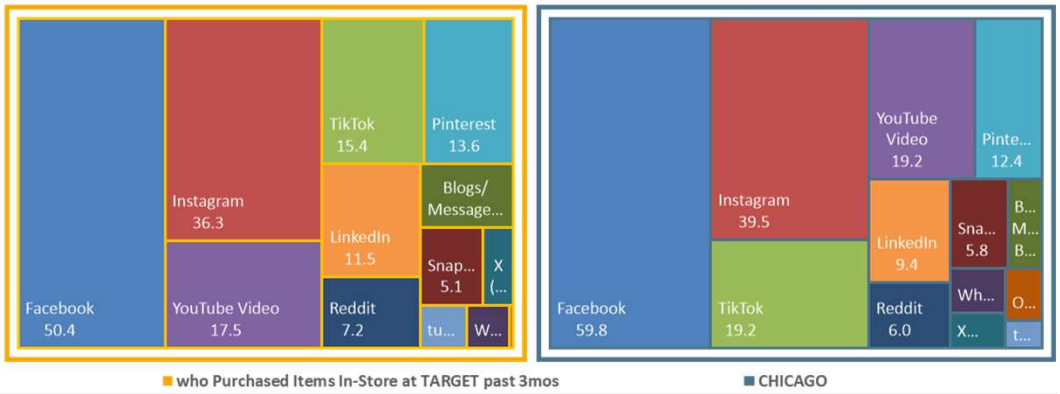
[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

768,146 or 83.7% of Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos use Ad-Supported Facebook for an average of 48.7 minutes every day representing 31.6% of all time spent daily with Ad-Supported Social Media.

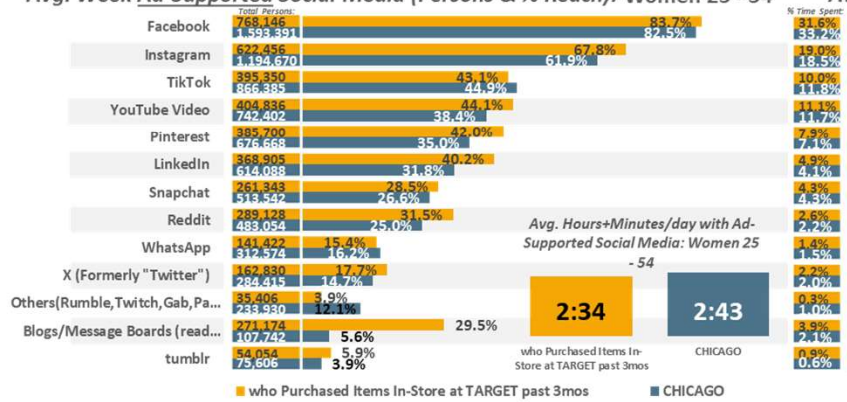
Avg. Week All Social Media (Persons & % Reach): Women 25 - 54



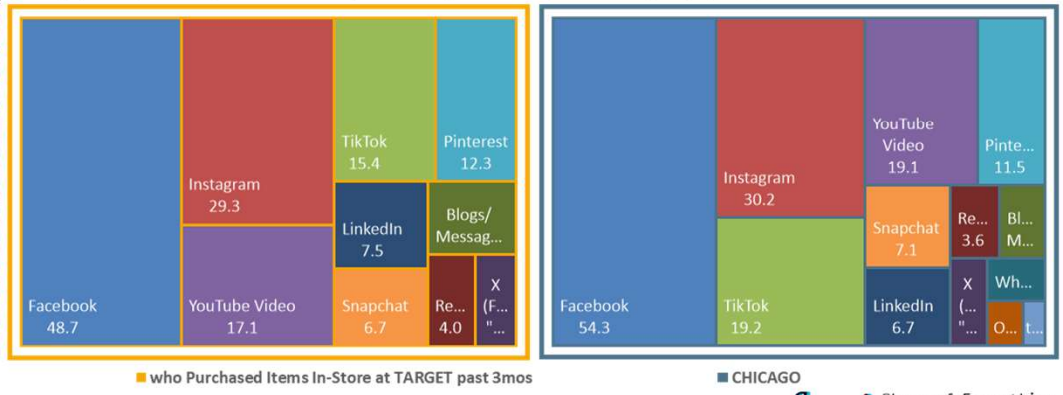
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,408

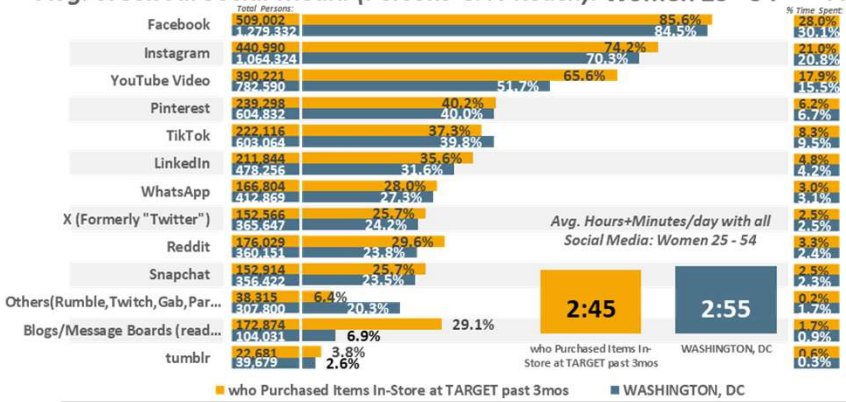
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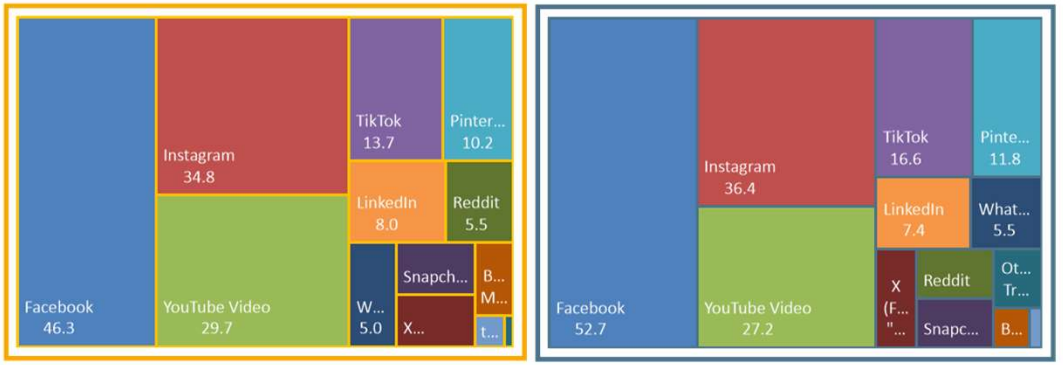
[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

499,864 or 84.% of Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos use Ad-Supported Facebook for an average of 45.7 minutes every day representing 30.6% of all time spent daily with Ad-Supported Social Media.

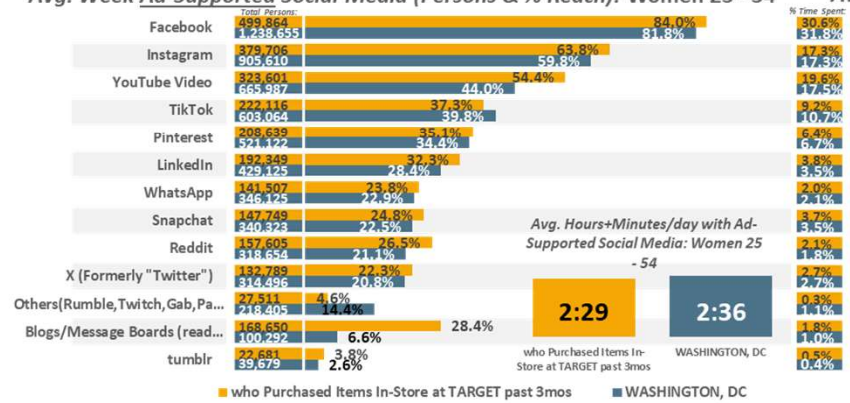
Avg. Week All Social Media (Persons & % Reach): Women 25 - 54



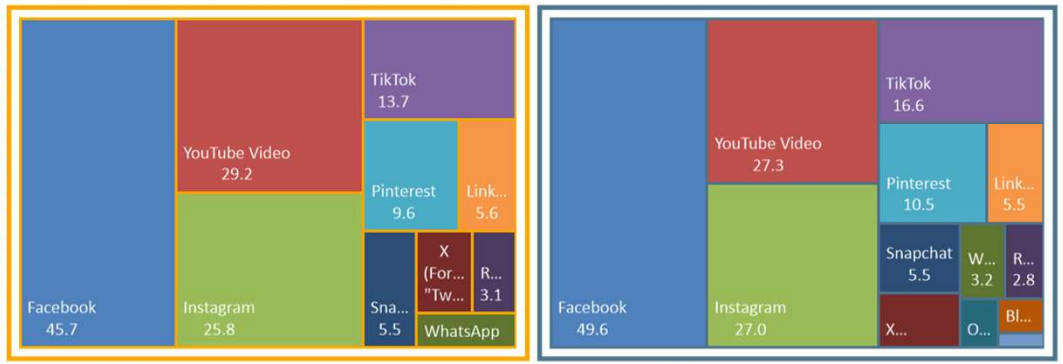
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,935

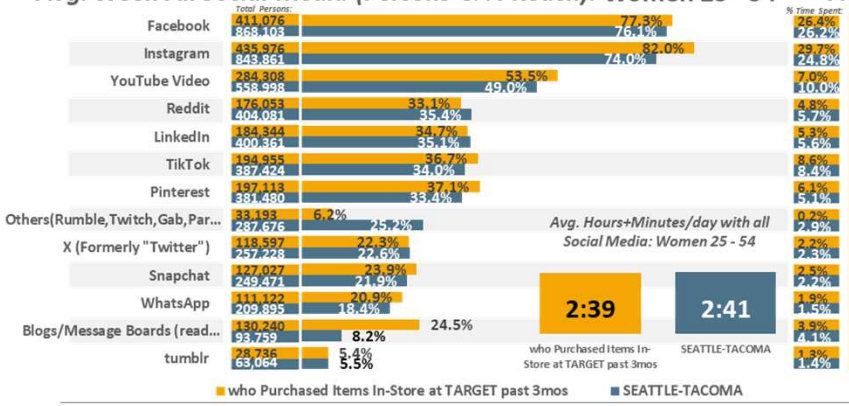
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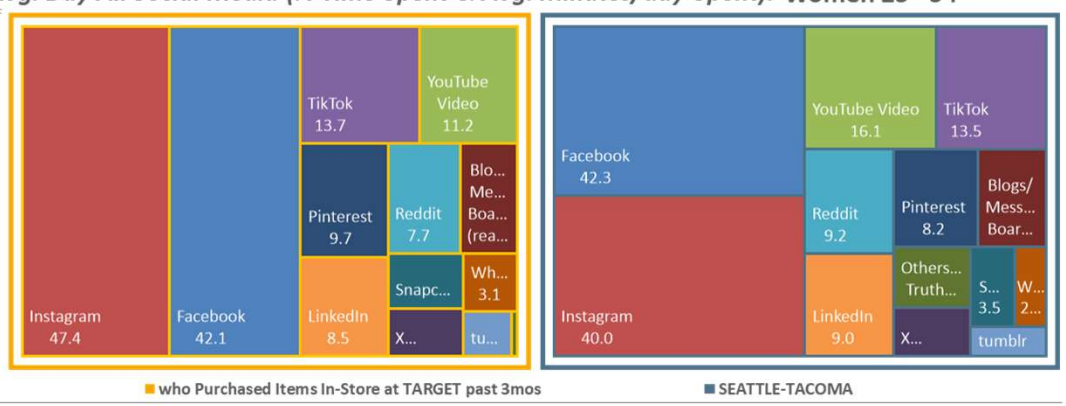
[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

411,076 or 77.3% of Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos use Ad-Supported Facebook for an average of 47.8 minutes every day representing 32.6% of all time spent daily with Ad-Supported Social Media.

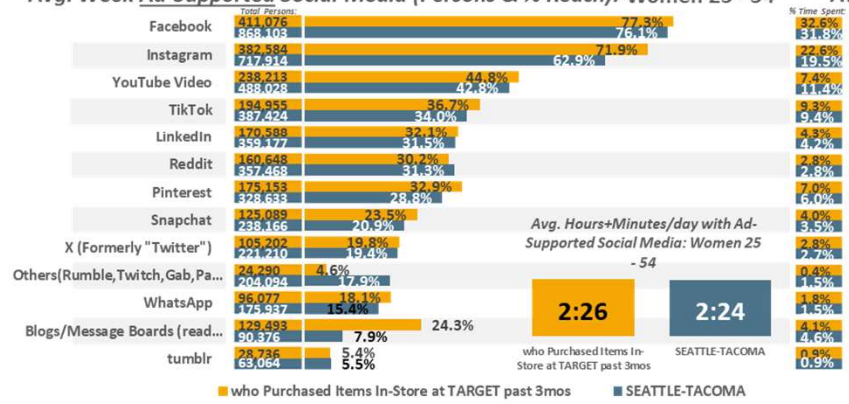
Avg. Week All Social Media (Persons & % Reach): Women 25 - 54



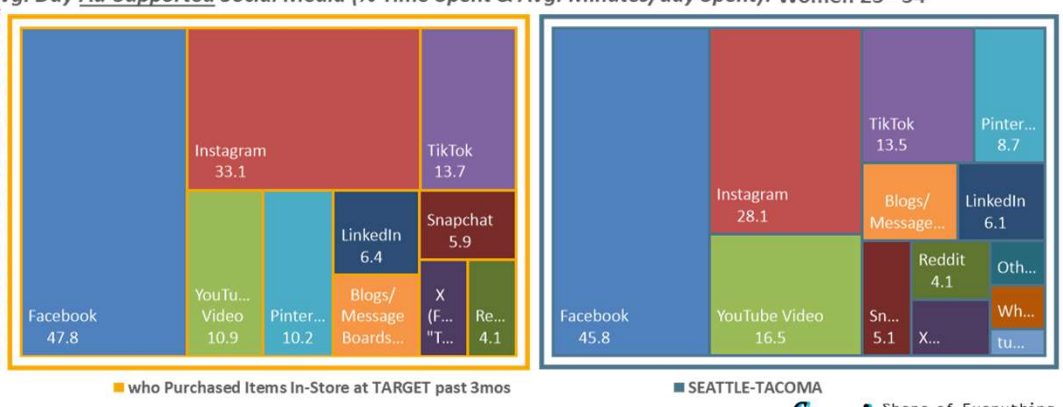
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,373

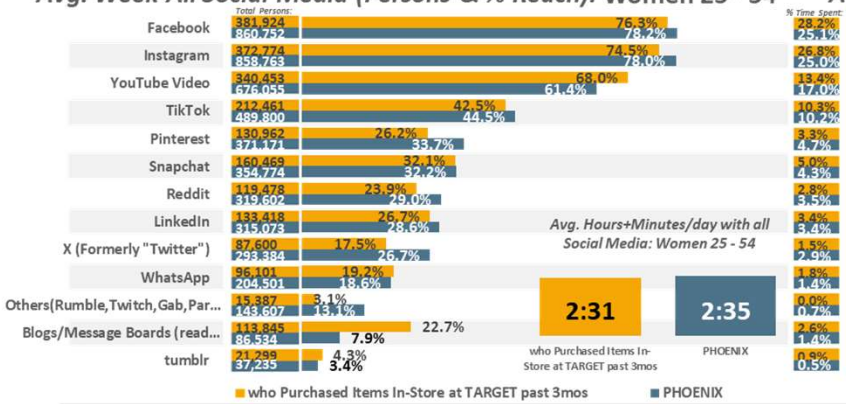
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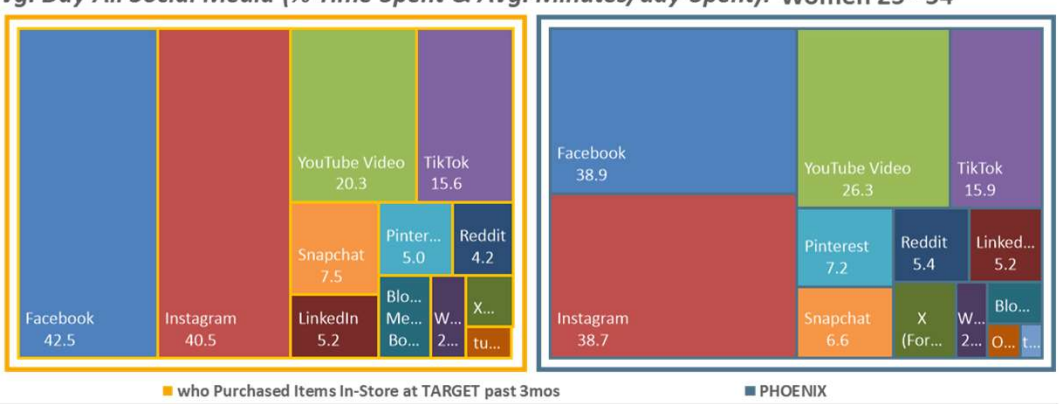
[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

381,924 or 76.3% of Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos use Ad-Supported Facebook for an average of 40.6 minutes every day representing 32.% of all time spent daily with Ad-Supported Social Media.

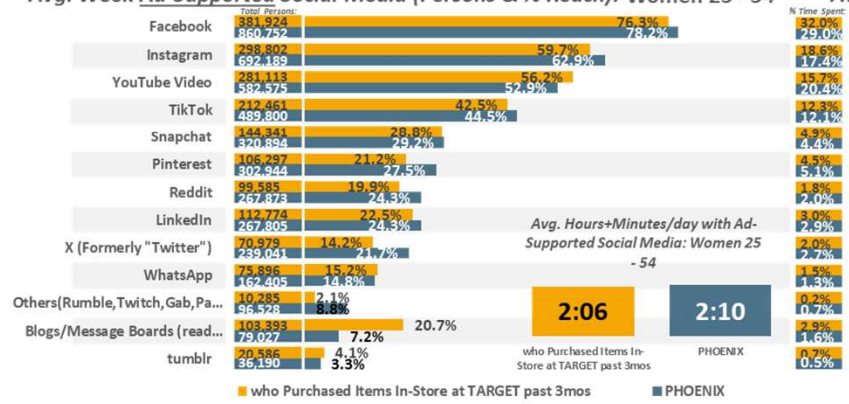
Avg. Week All Social Media (Persons & % Reach): Women 25 - 54



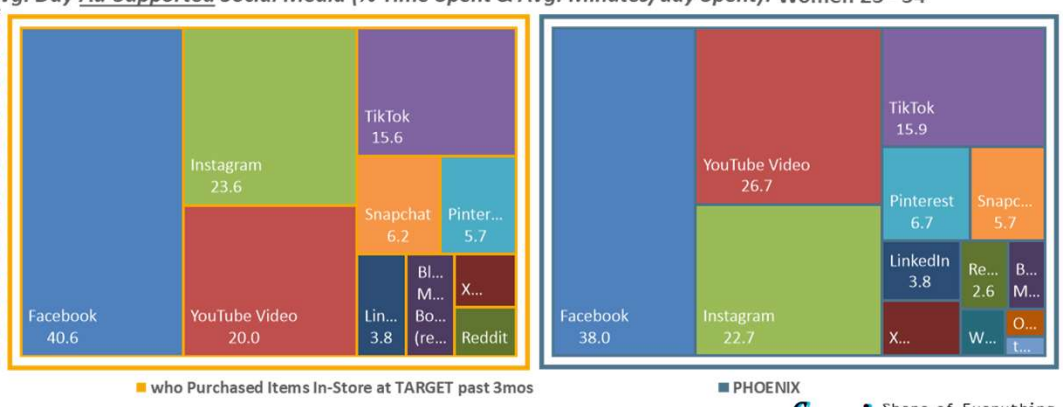
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 785

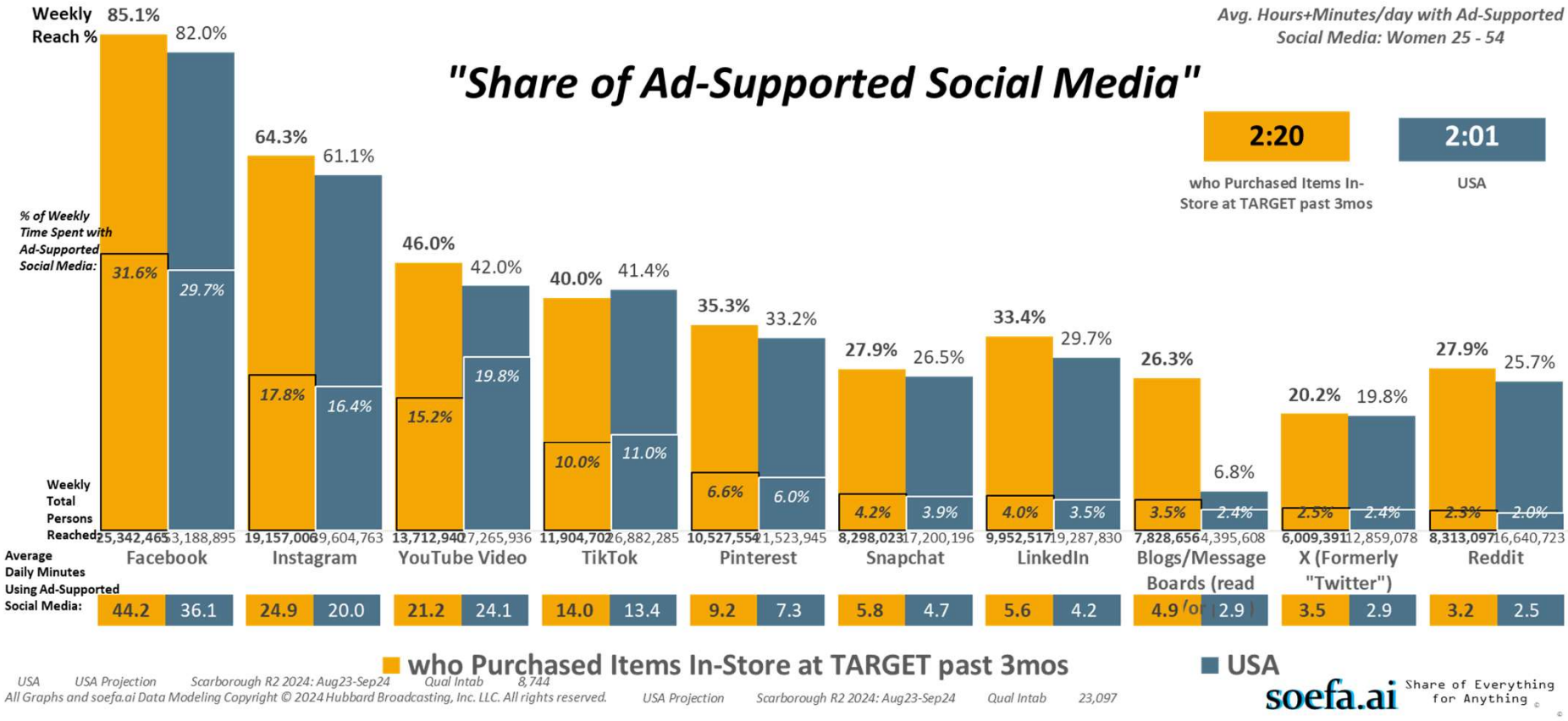
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[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]



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



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

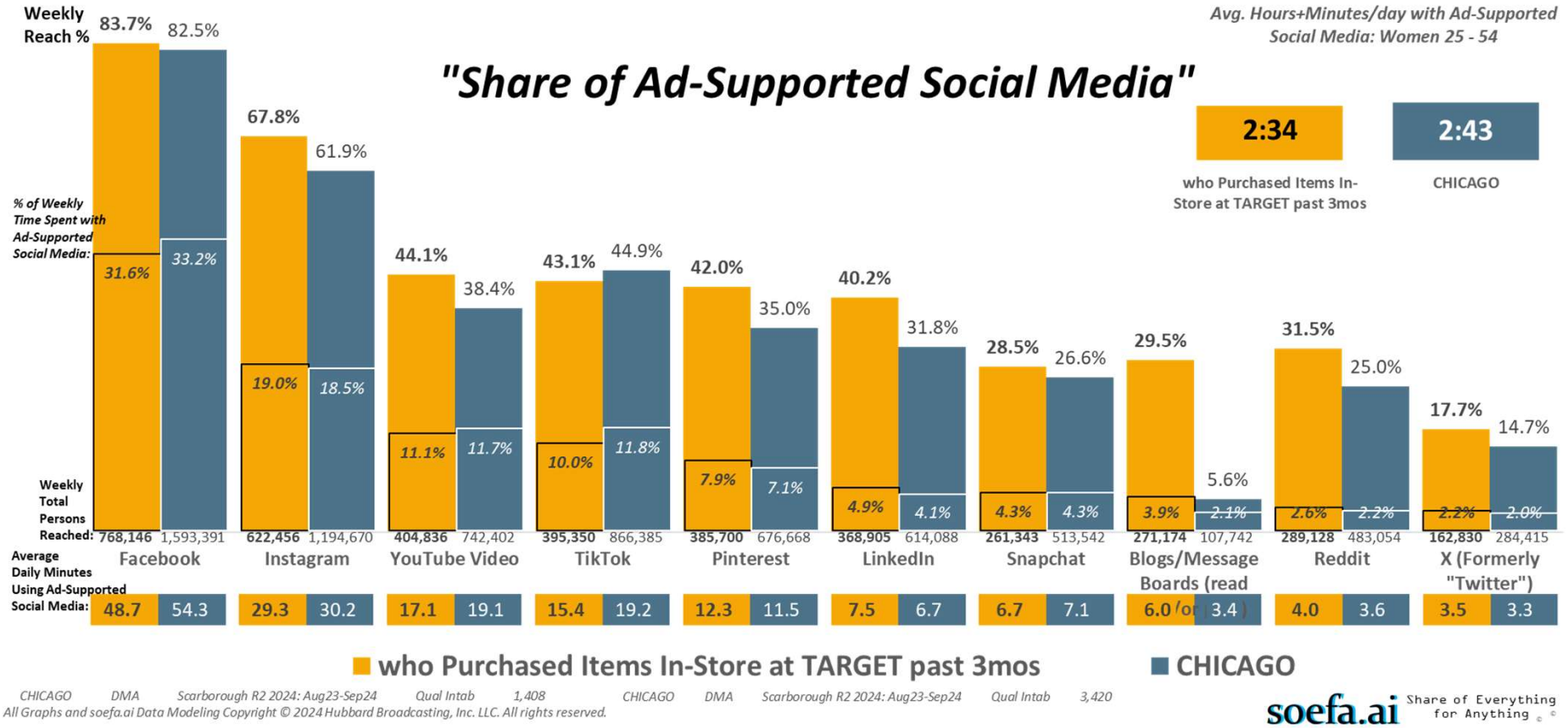
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USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,097

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

768,146 or 83.7% of Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos use Ad-Supported Facebook for an average of 48.7 minutes every day representing 31.6% of all time spent daily with Ad-Supported Social Media.



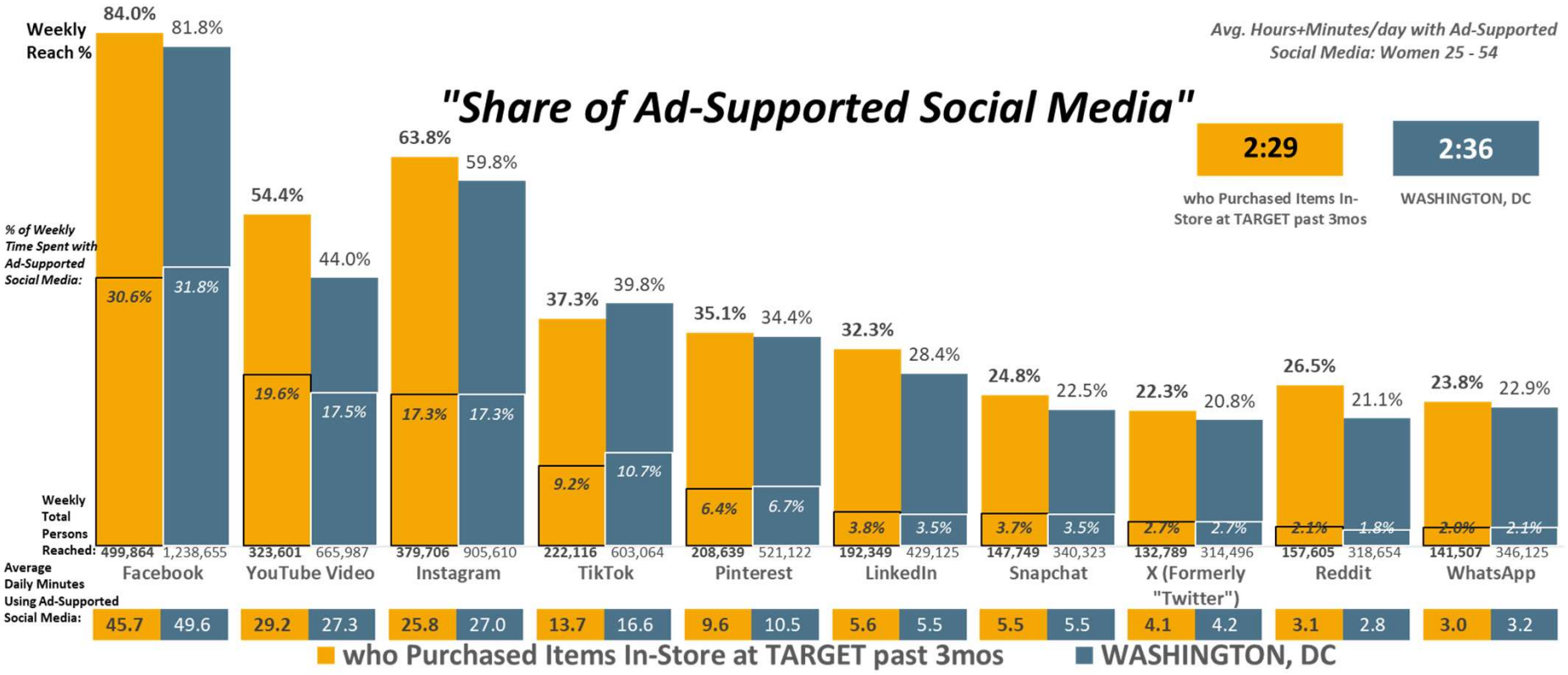
CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,408 CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 3,420

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

499,864 or 84.% of Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos use Ad-Supported Facebook for an average of 45.7 minutes every day representing 30.6% of all time spent daily with Ad-Supported Social Media.



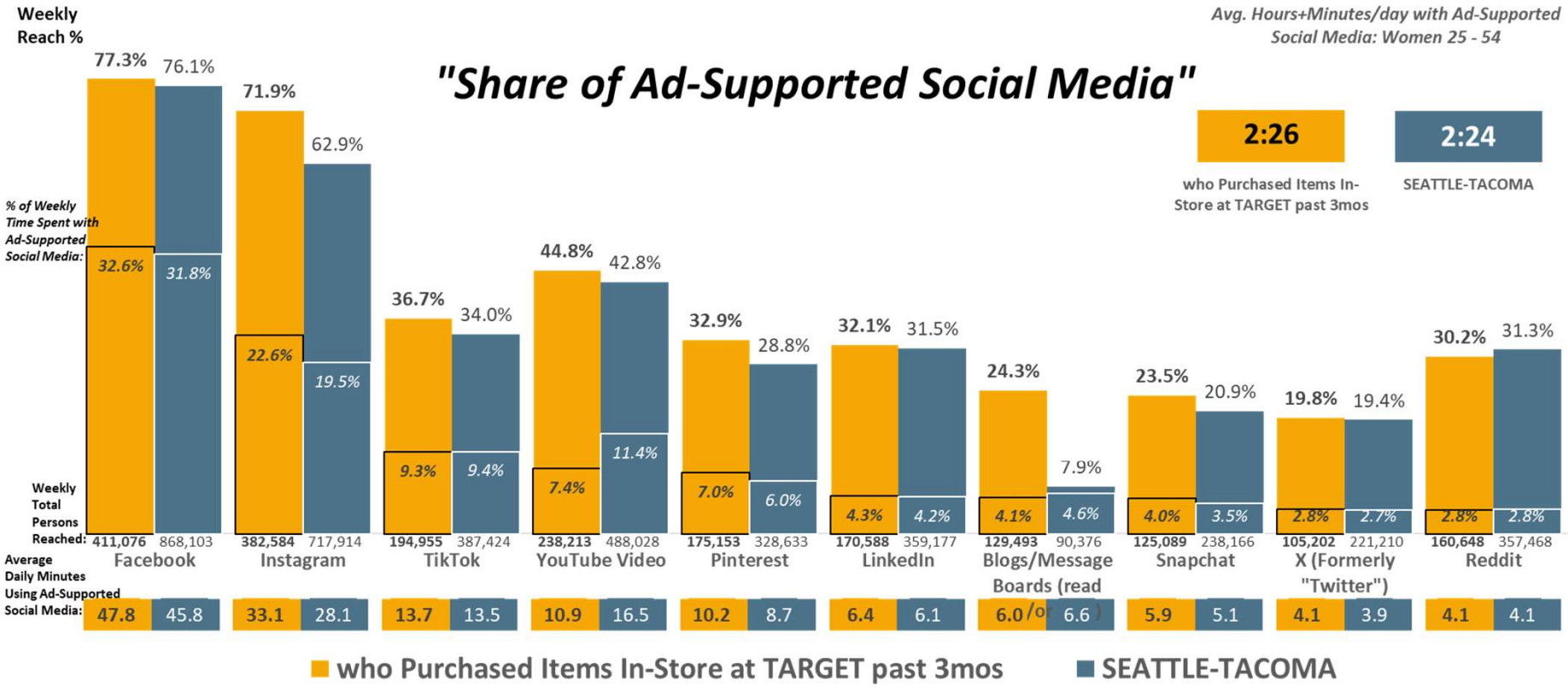
WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,935 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,411

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

411,076 or 77.3% of Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos use Ad-Supported Facebook for an average of 47.8 minutes every day representing 32.6% of all time spent daily with Ad-Supported Social Media.



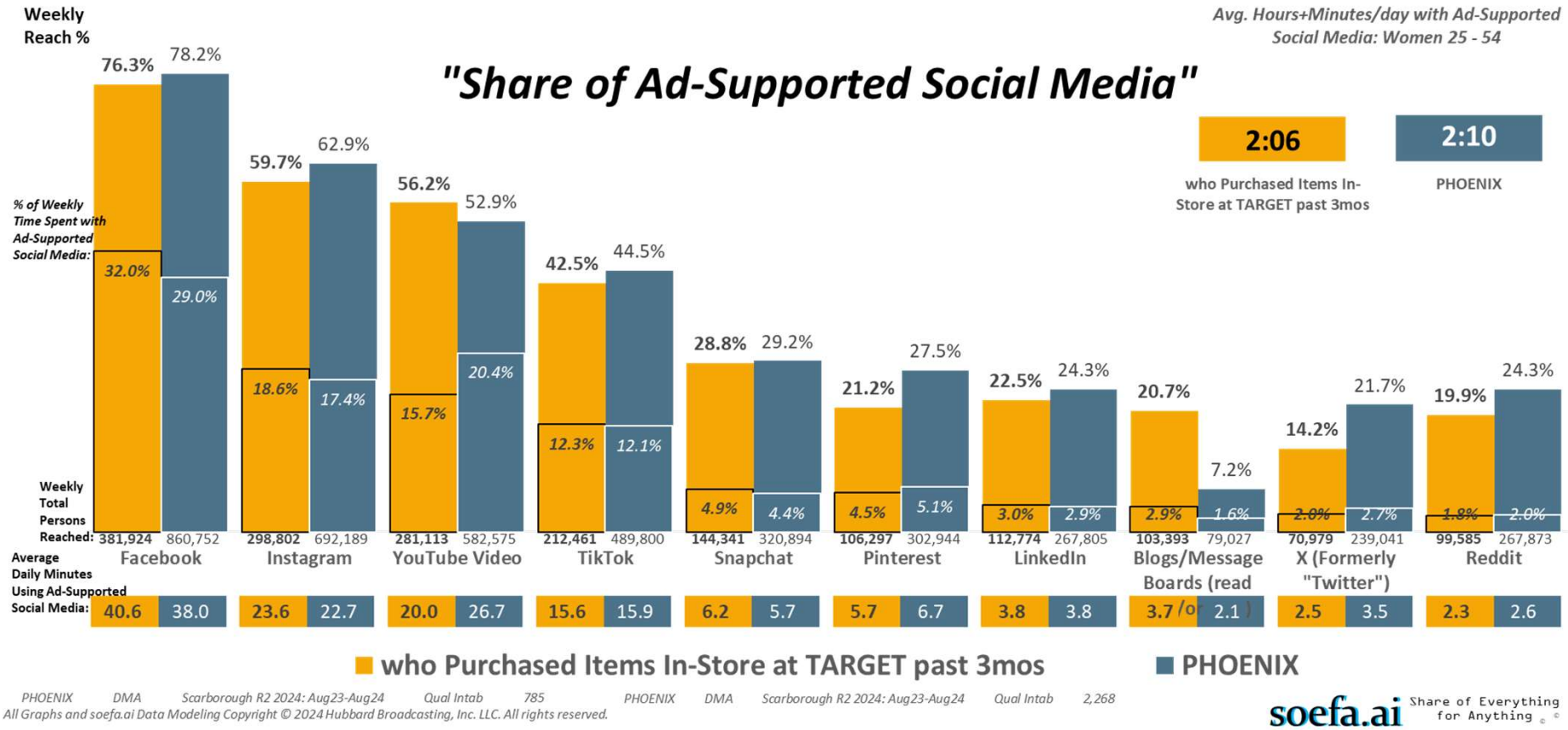
SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,373 SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,860

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

381,924 or 76.3% of Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos use Ad-Supported Facebook for an average of 40.6 minutes every day representing 32.% of all time spent daily with Ad-Supported Social Media.



PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 785 PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,268

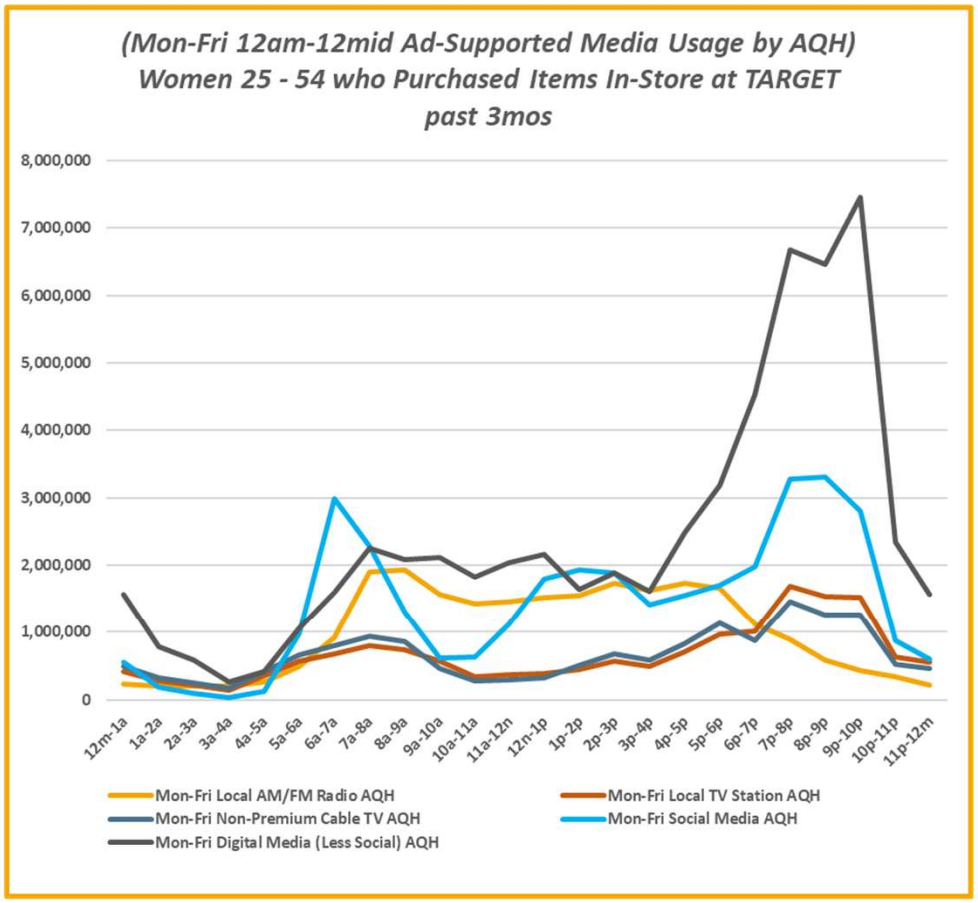
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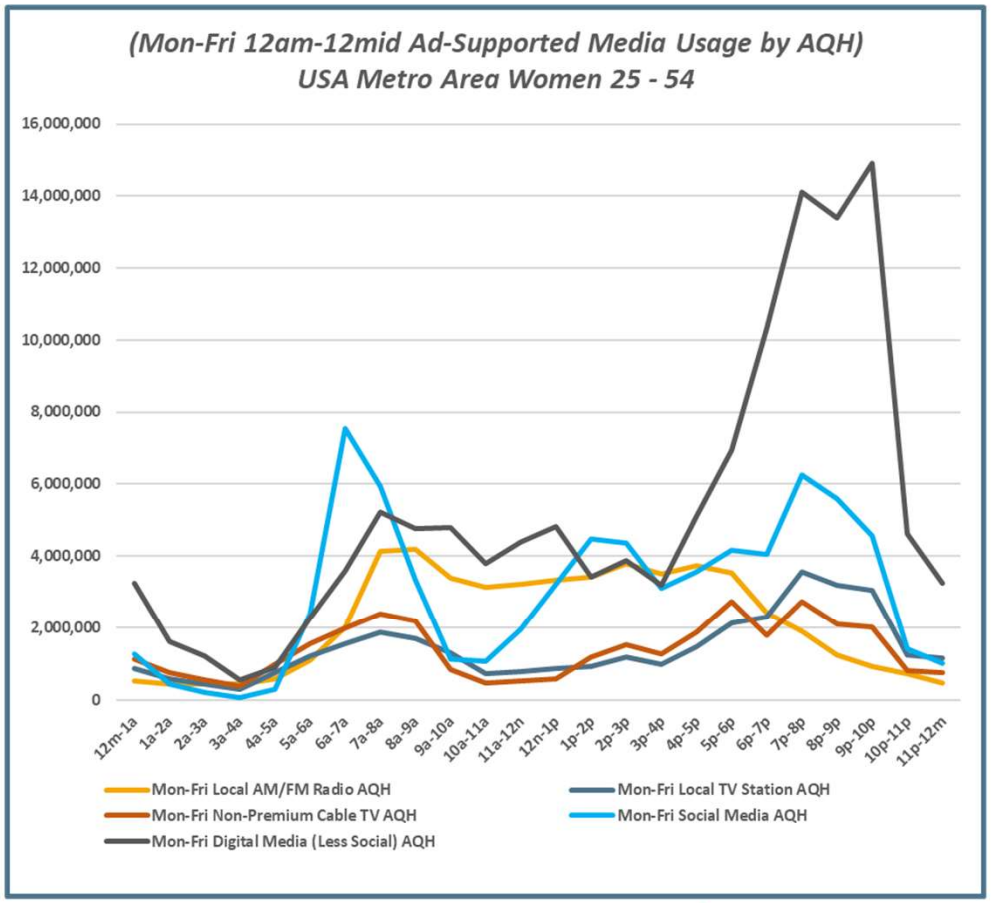
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[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]



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





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

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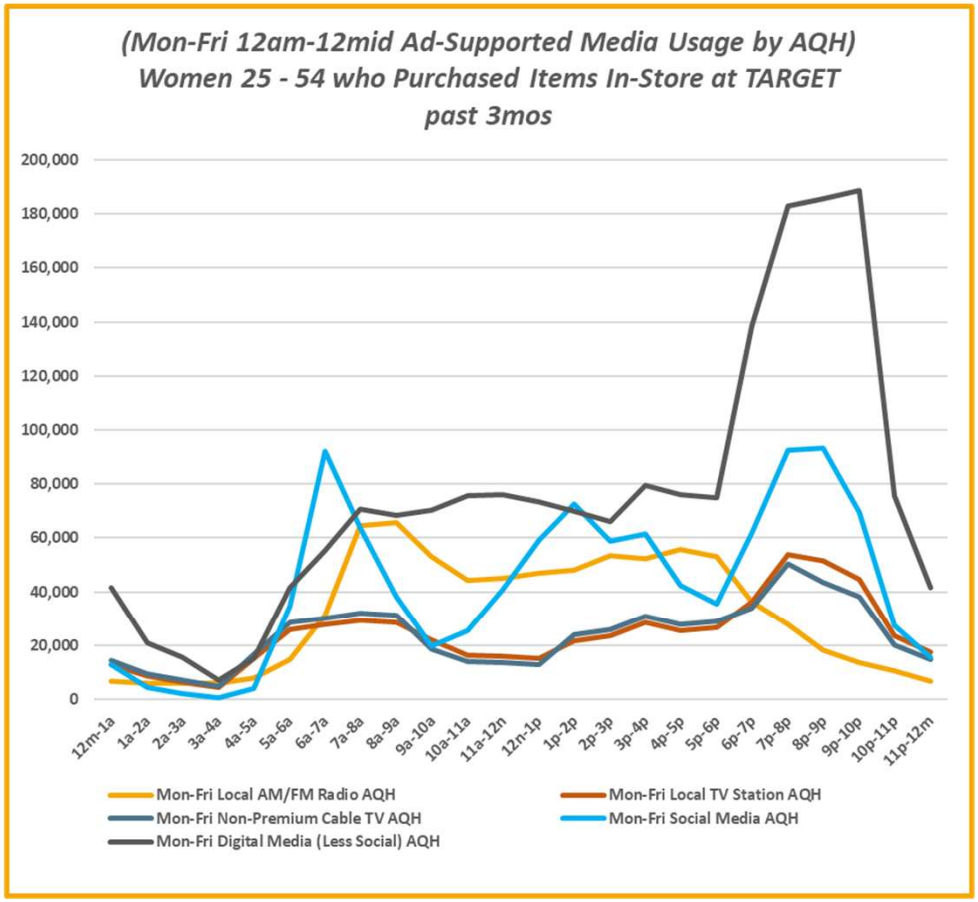
USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,097

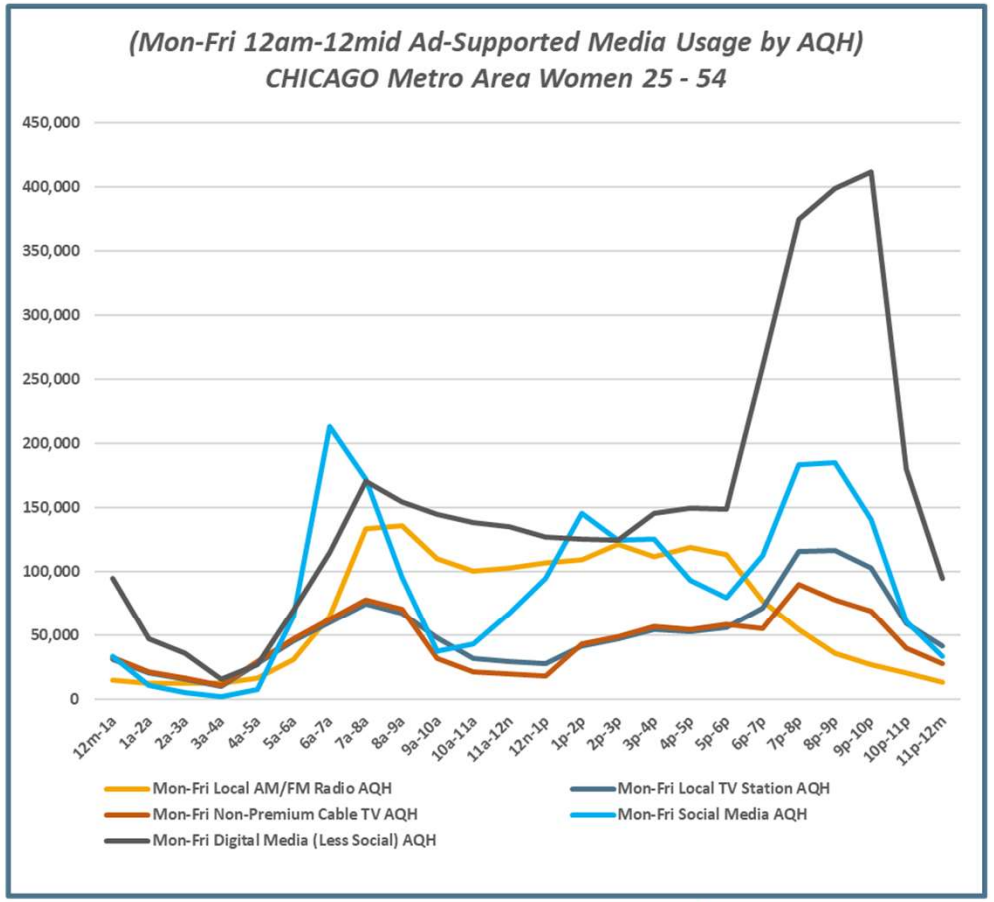
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[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

CHI

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 76,542; Social Media: 51,701; Local Radio: 49,970; Non-Prem. Cable: 24,868; Local TV: 24,356 reaching Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos.





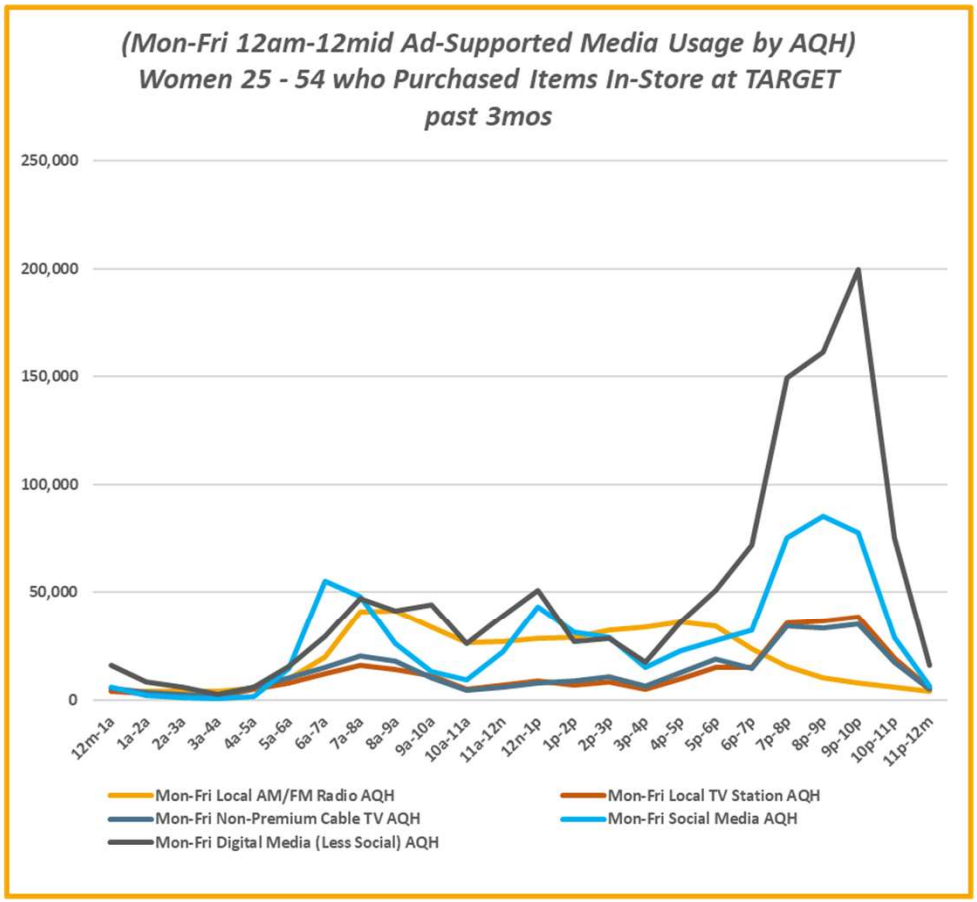
CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,408

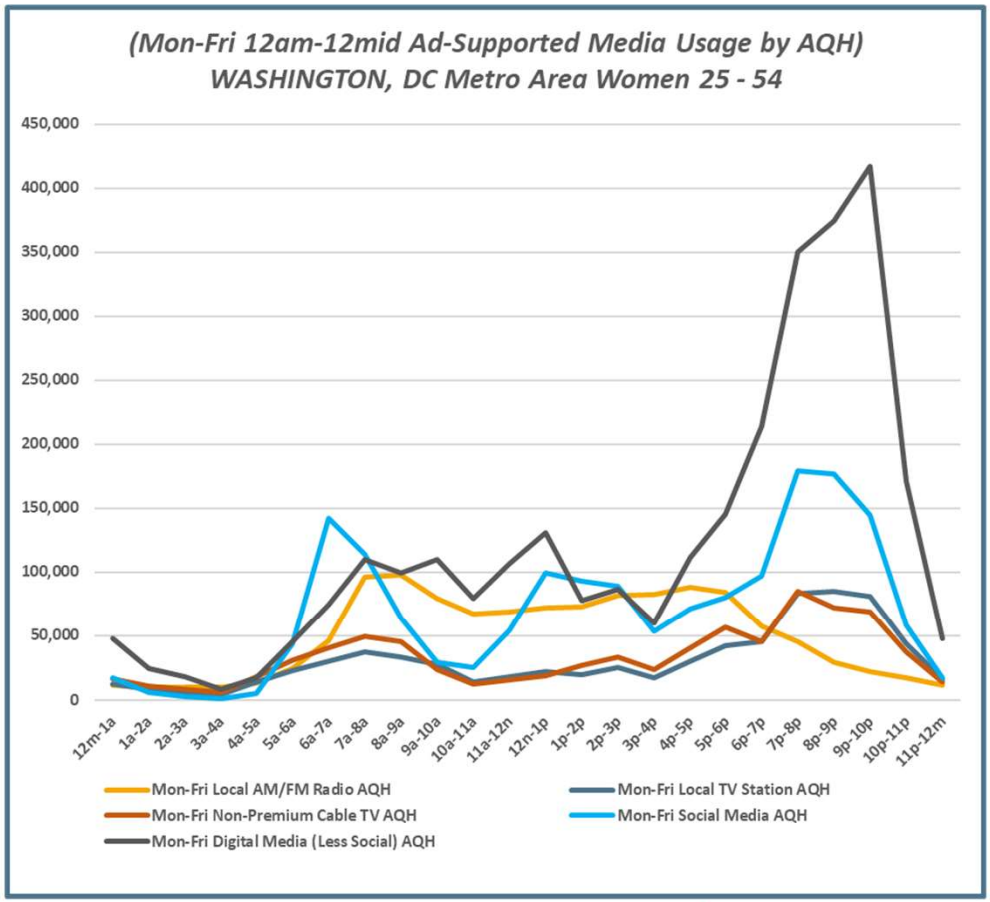
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[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 39,044; Local Radio: 31,038; Social Media: 28,625; Non-Prem. Cable: 11,632; Local TV: 10,128 reaching Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos.





WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,935

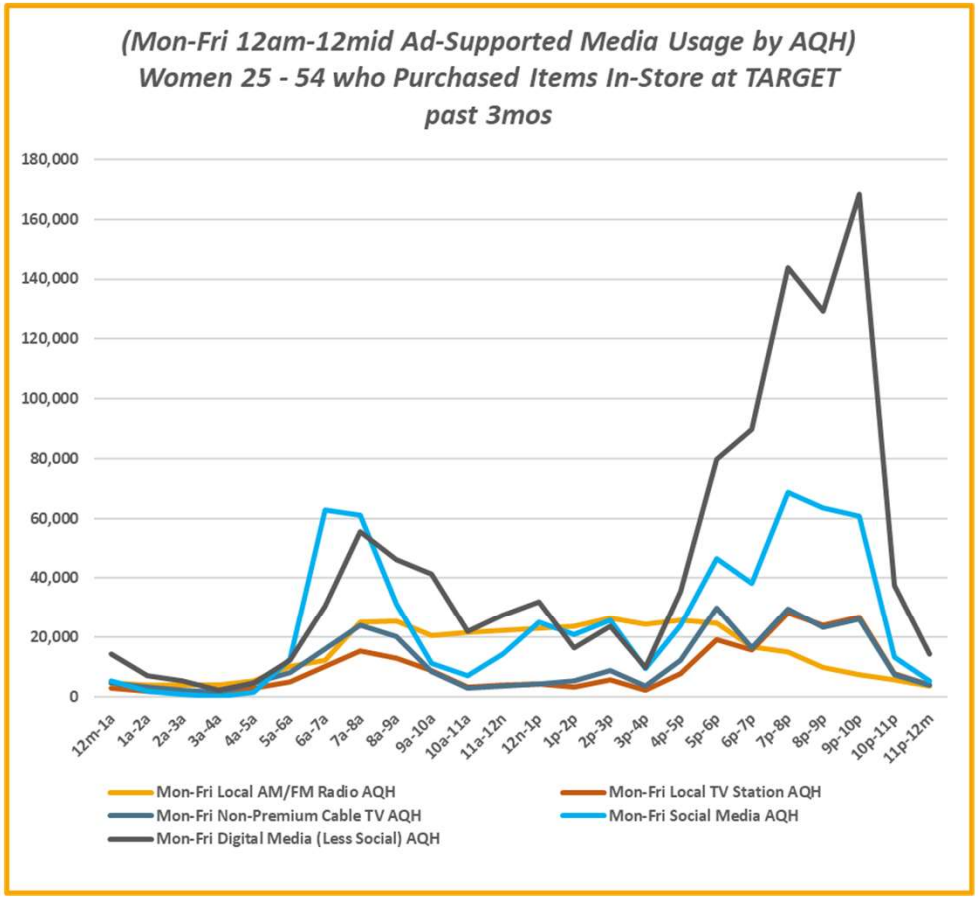
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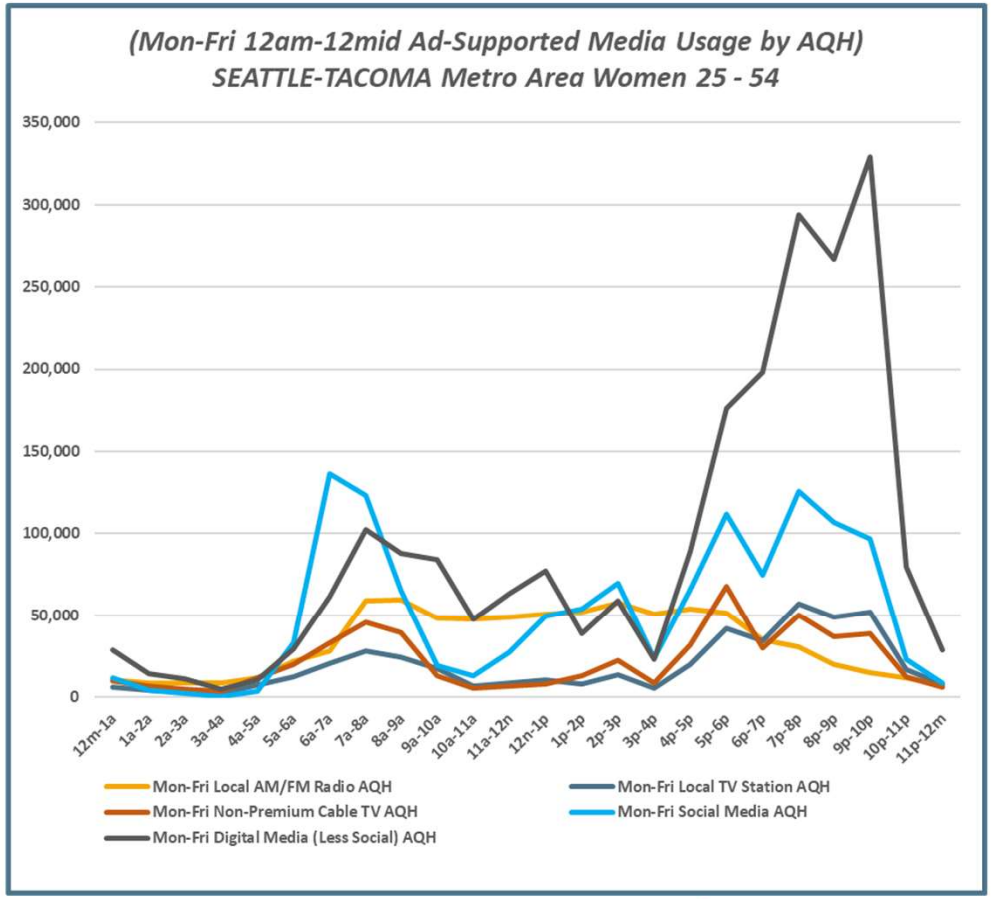
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[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

SEA

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 39,292; Social Media: 29,138; Local Radio: 22,511; Non-Prem. Cable: 12,051; Local TV: 8,704 reaching Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos.





SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,373

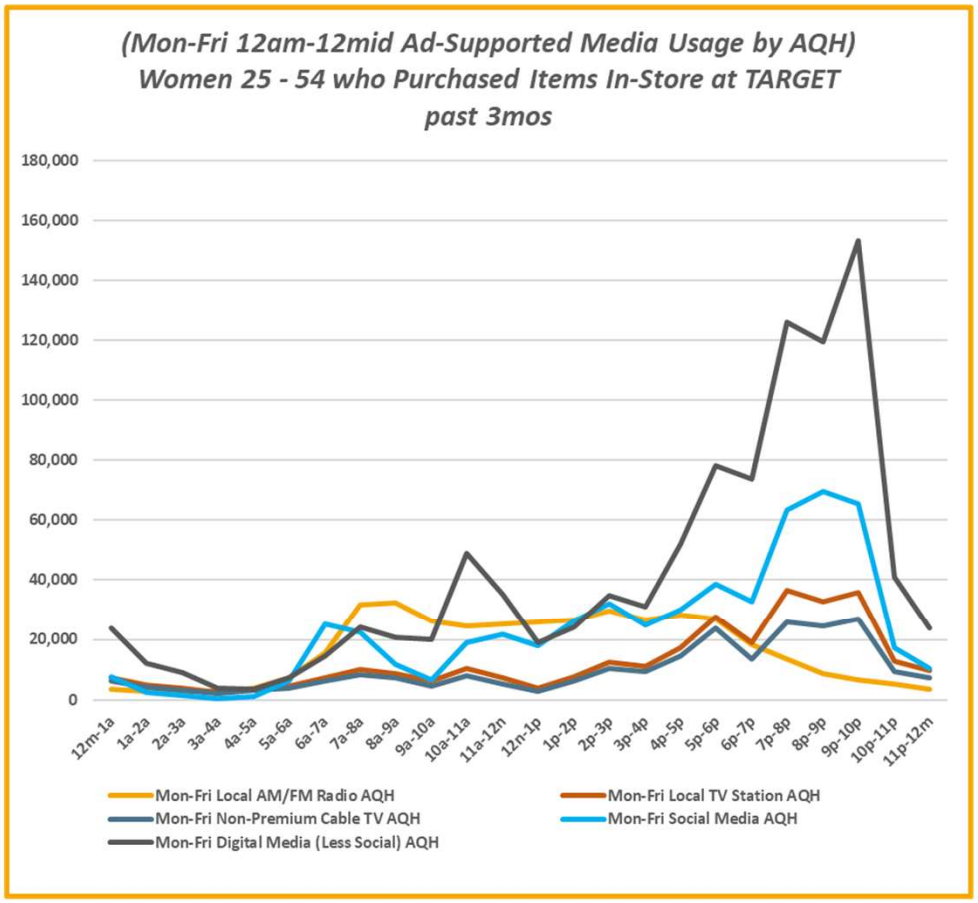
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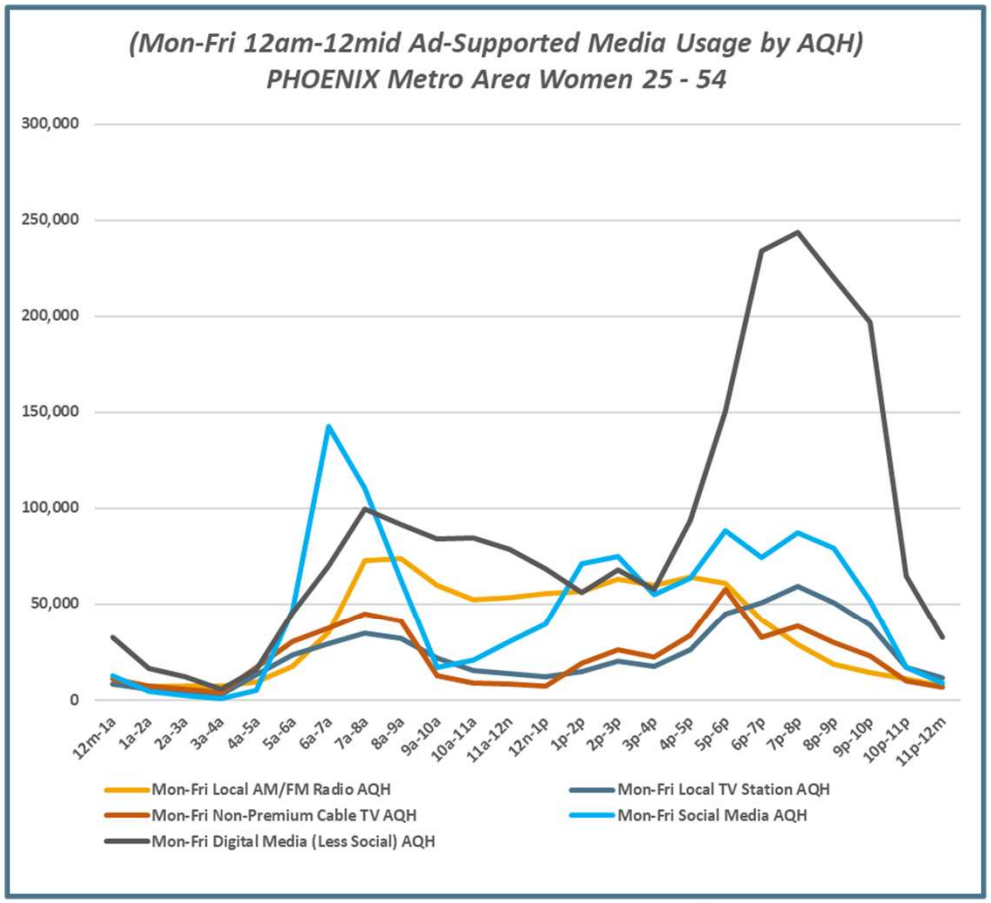
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[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

PHX

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 36,665; Local Radio: 25,954; Social Media: 23,777; Local TV: 11,356; Non-Prem. Cable: 9,281 reaching Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos.





PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 785

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

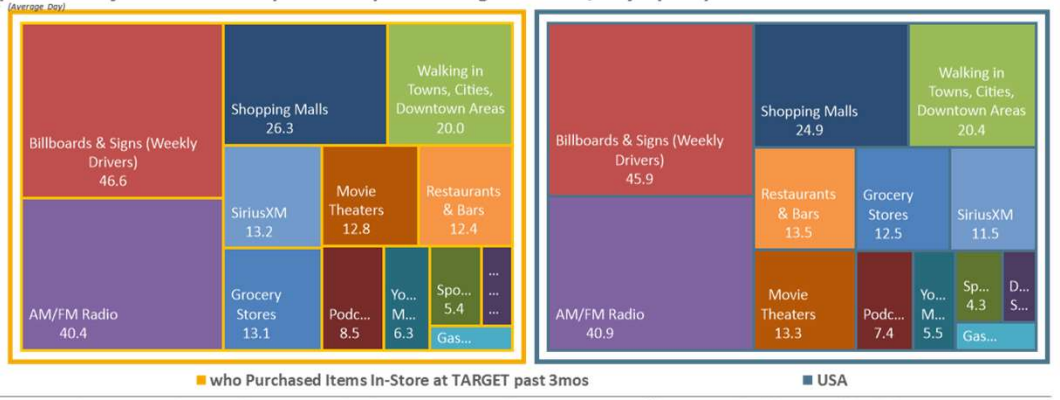


28,040,344 or 94.2% of Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos spend an average of 46.6 minutes per day driving, seeing Billboards and Signs. 71.% Listen to Local Radio Stations Out-of-Home for an average of 36.9 minutes/day.

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



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



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



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



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

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

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

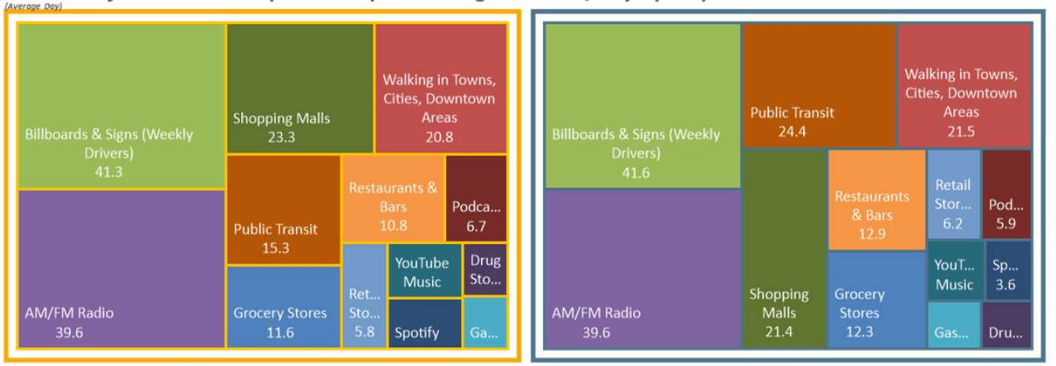
CHI

843,392 or 91.9% of Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos spend an average of 41.3 minutes per day driving, seeing Billboards and Signs. 73.7% Listen to Local Radio Stations Out-of-Home for an average of 35.6 minutes/day.

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



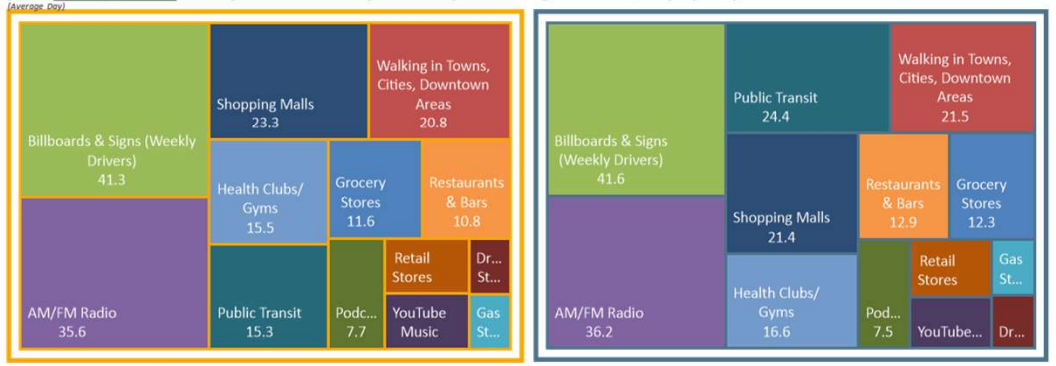
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,408

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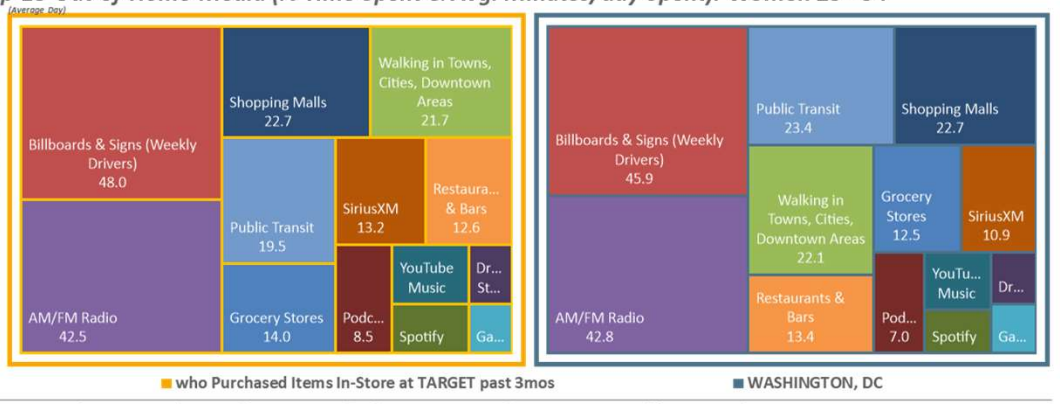
[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

557,817 or 93.8% of Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos spend an average of 48. minutes per day driving, seeing Billboards and Signs. 70.2% Listen to Local Radio Stations Out-of-Home for an average of 37.5 minutes/day.

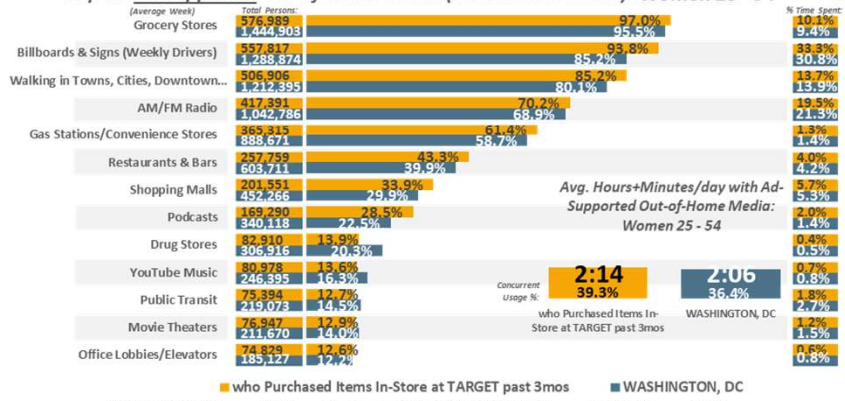
Top-13 Out-of-Home Media (Persons & % Reach): Women 25 - 54



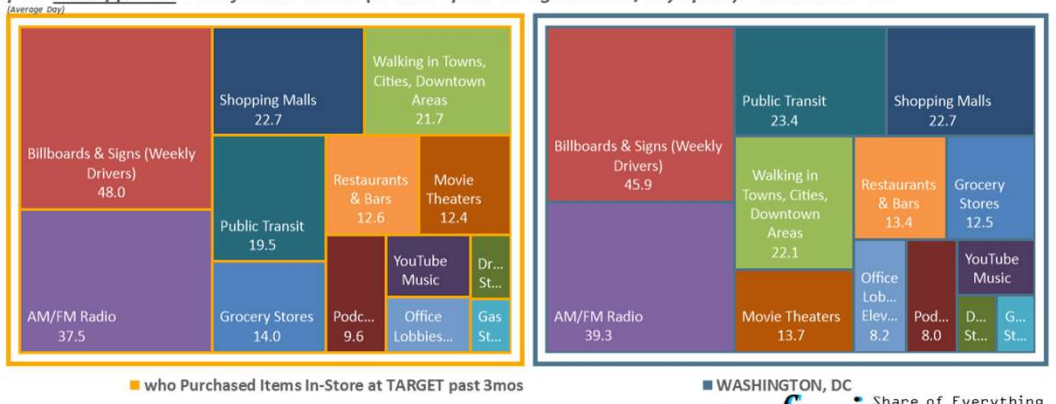
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,935

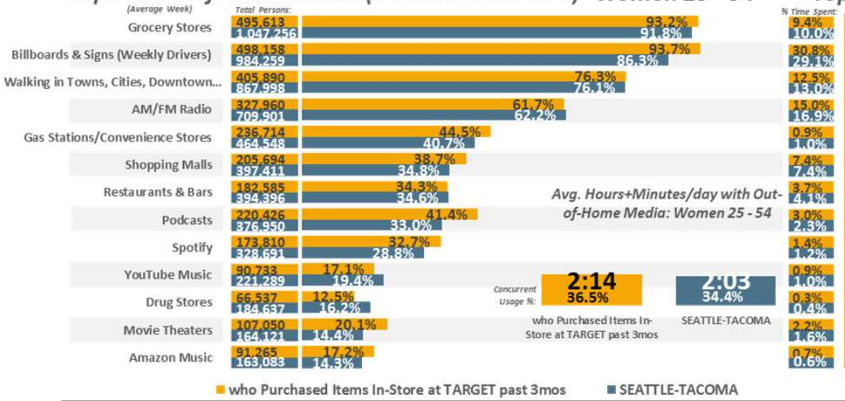
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[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

498,158 or 93.7% of Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos spend an average of 44.2 minutes per day driving, seeing Billboards and Signs. 60.3% Listen to Local Radio Stations Out-of-Home for an average of 29.8 minutes/day.

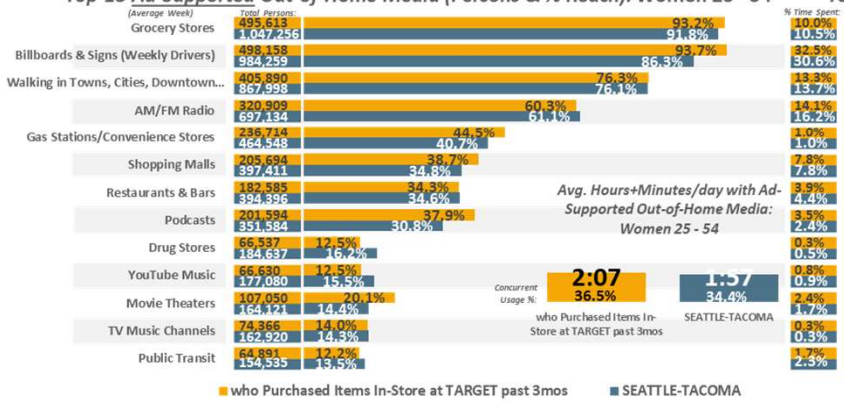
Top-13 Out-of-Home Media (Persons & % Reach): Women 25 - 54



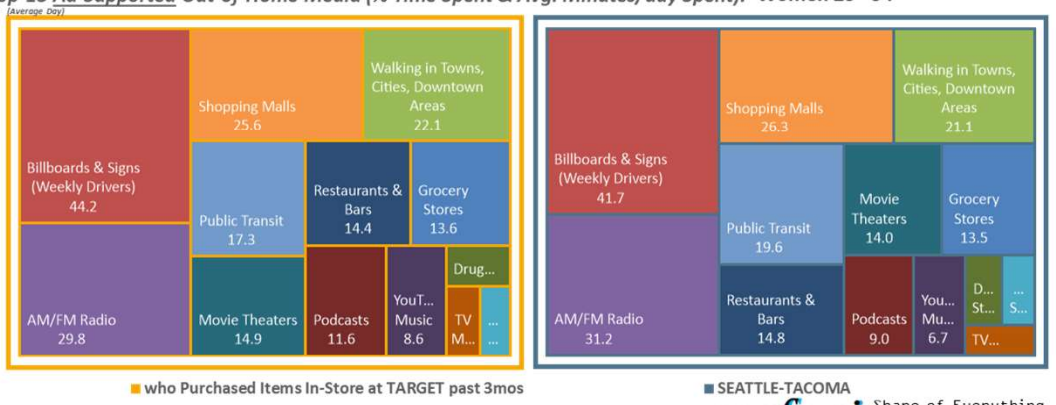
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,373

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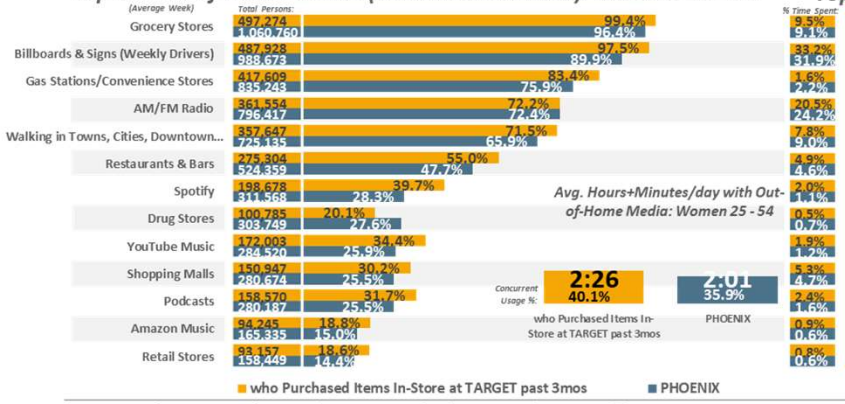
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[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

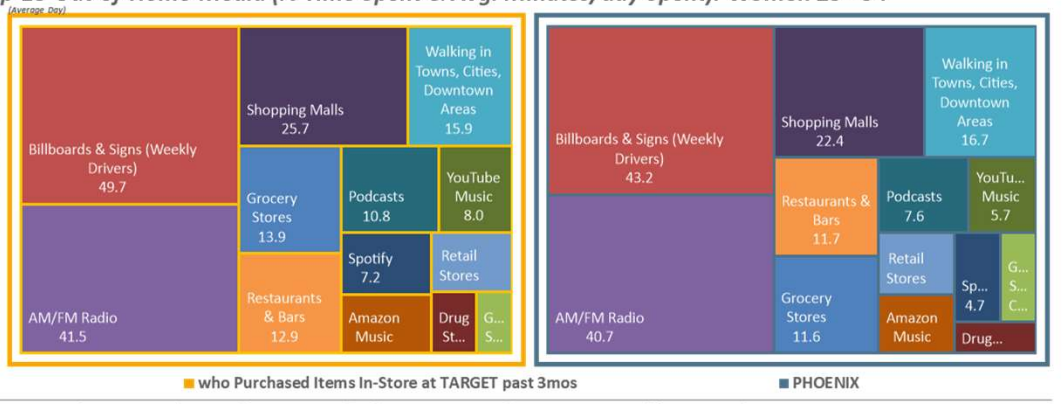
PHX

487,928 or 97.5% of Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos spend an average of 49.7 minutes per day driving, seeing Billboards and Signs. 69.5% Listen to Local Radio Stations Out-of-Home for an average of 38.9 minutes/day.

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



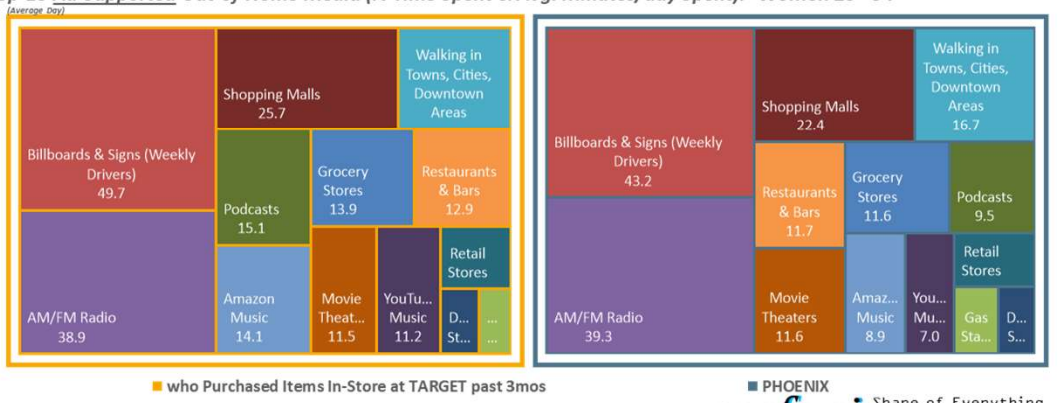
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 785

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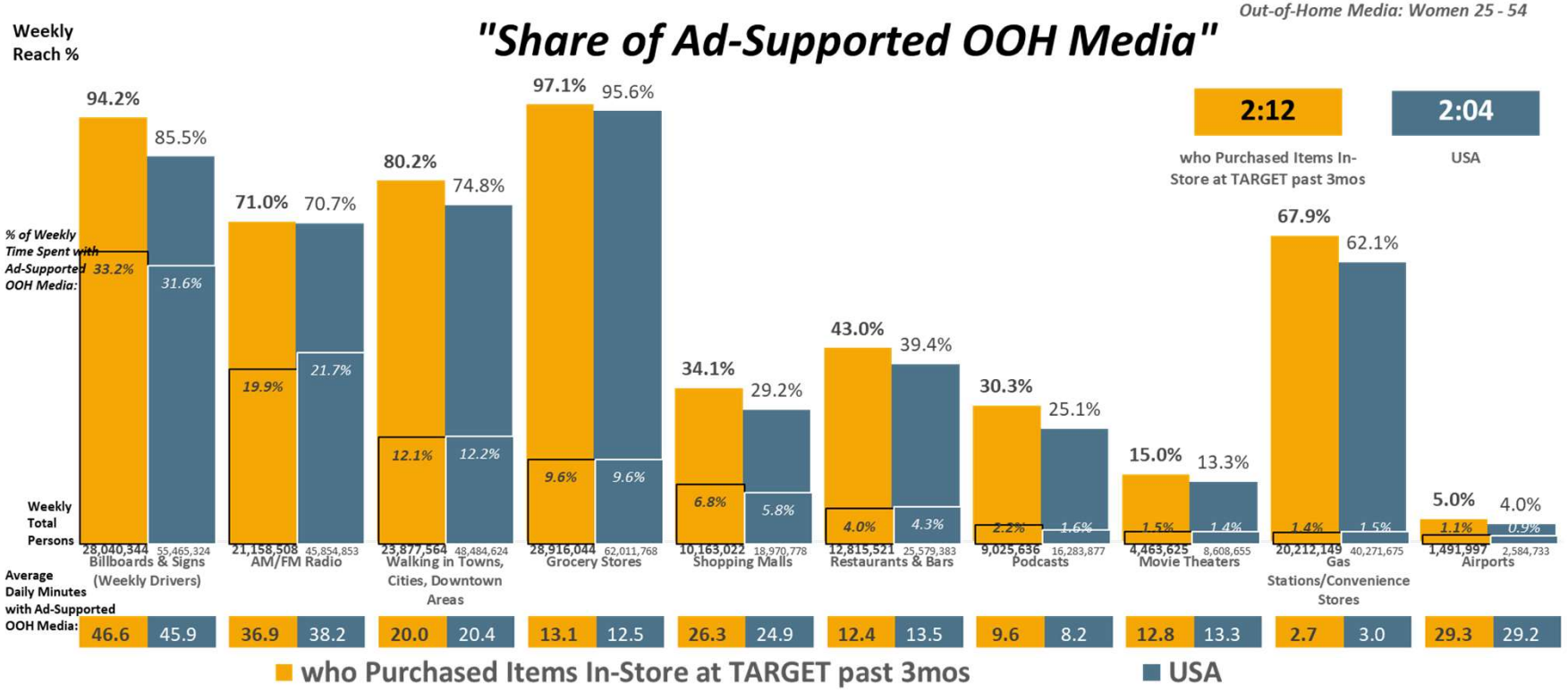
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[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

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

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

"Share of Ad-Supported OOH Media"



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

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

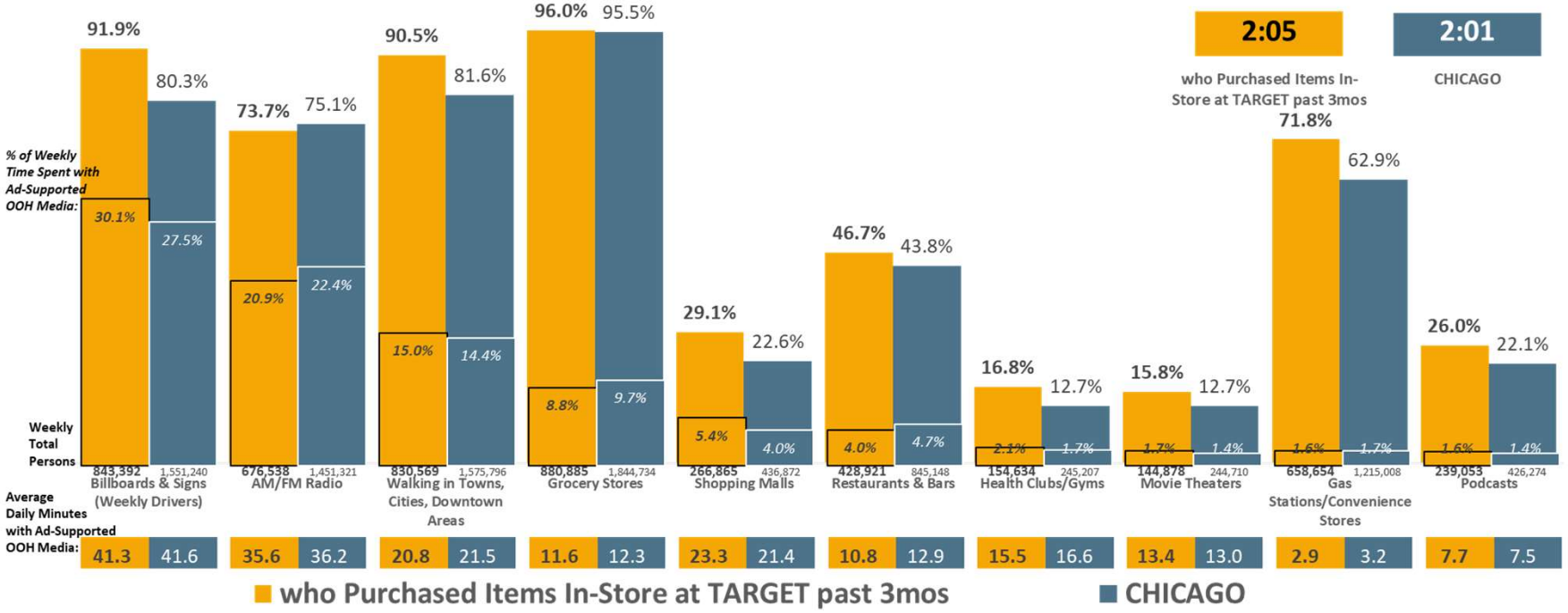
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[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

843,392 or 91.9% of Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos spend an average of 41.3 minutes per day driving, seeing Billboards and Signs representing 30.1% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,408 CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 3,420

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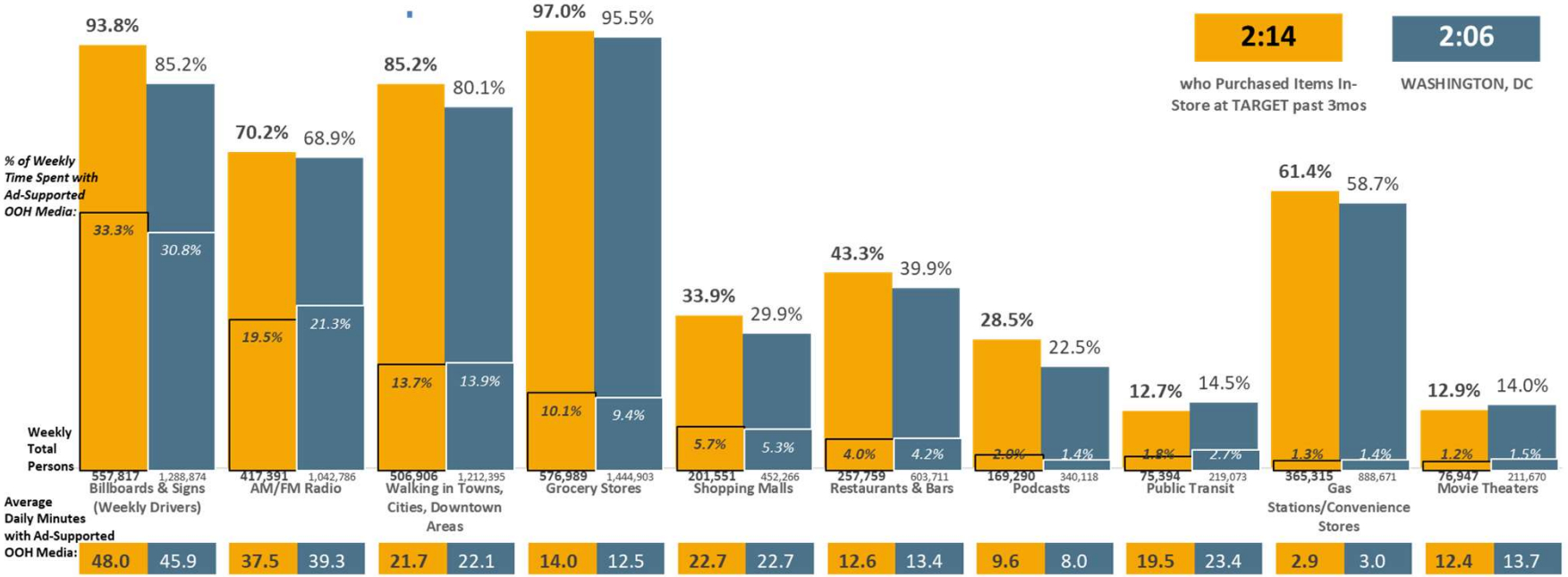
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[{Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target}]

557,817 or 93.8% of Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos spend an average of 48. minutes per day driving, seeing Billboards and Signs representing 33.3% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,935 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,411

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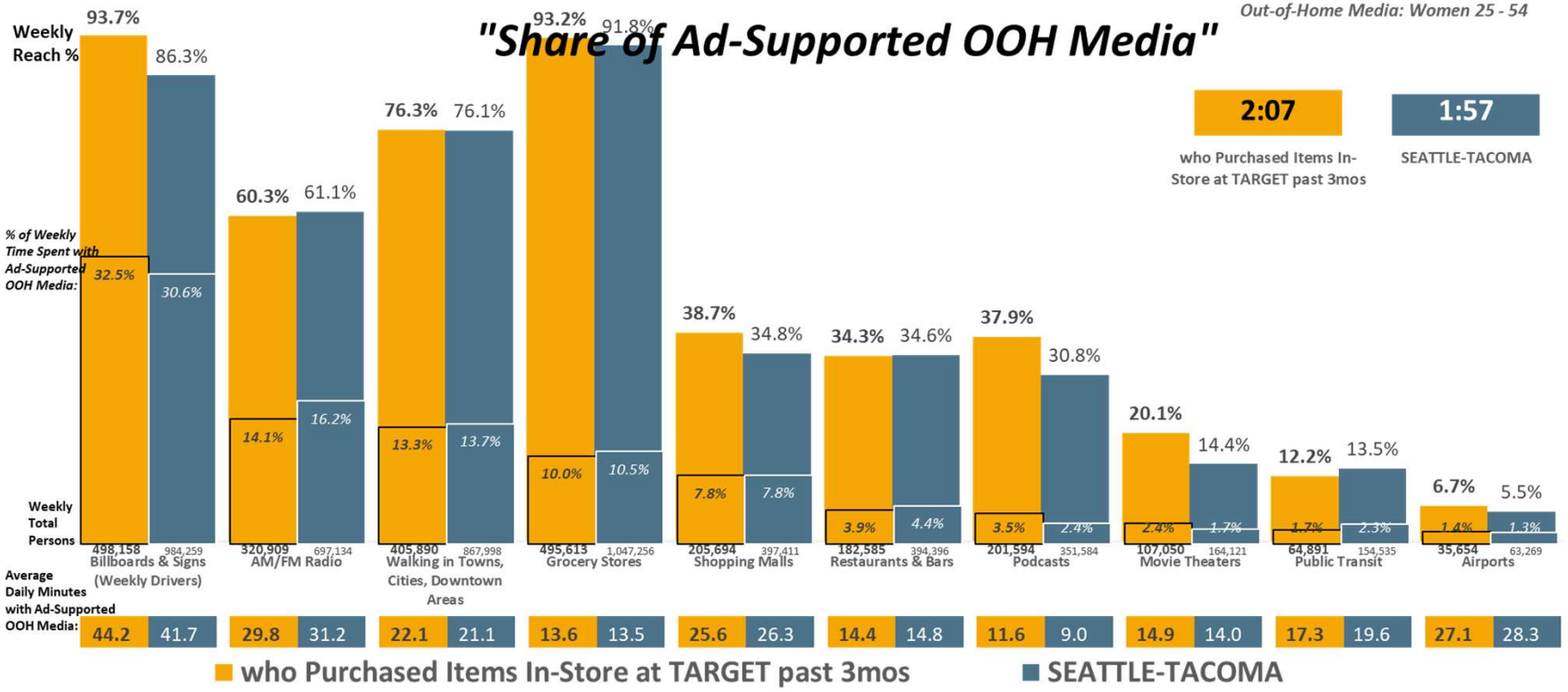
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[{Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target}]

498,158 or 93.7% of Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos spend an average of 44.2 minutes per day driving, seeing Billboards and Signs representing 32.5% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,373 SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,860

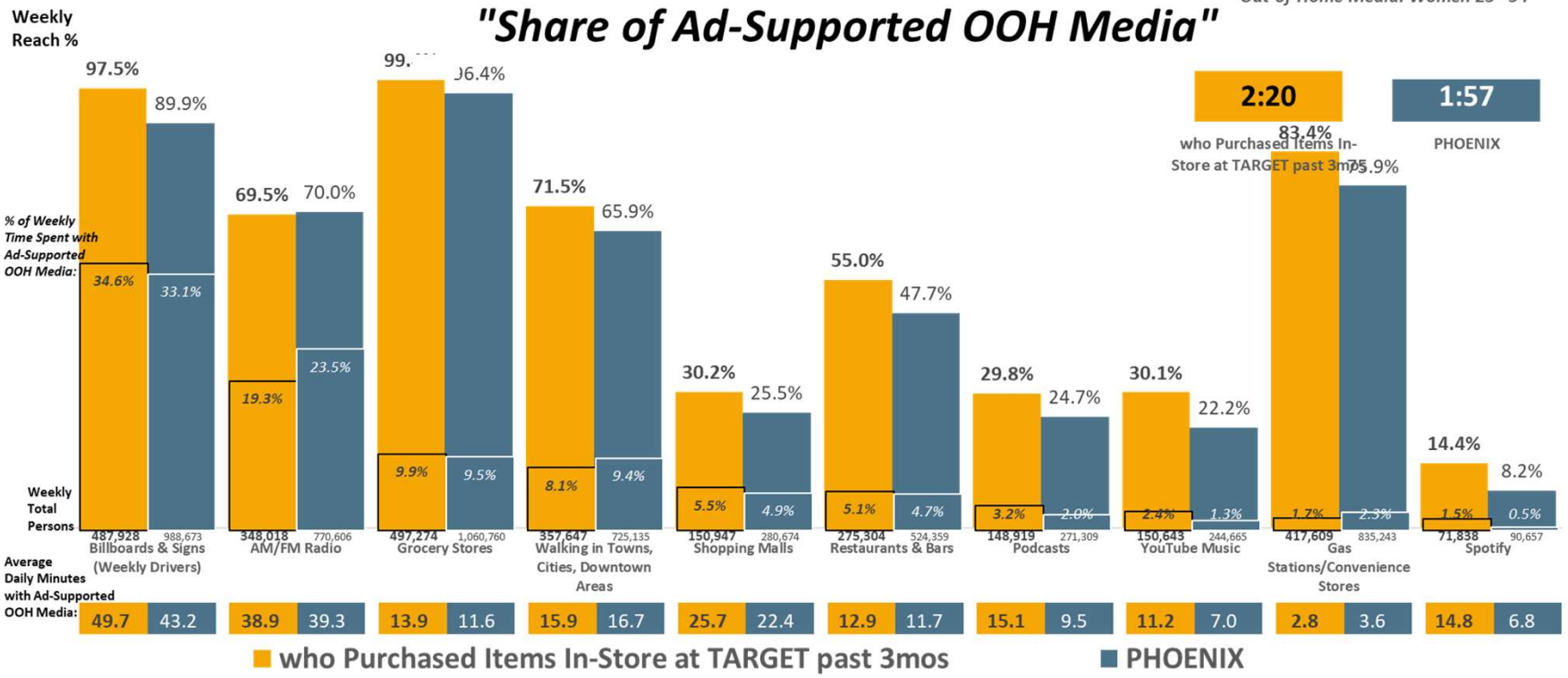
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[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

487,928 or 97.5% of Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos spend an average of 49.7 minutes per day driving, seeing Billboards and Signs representing 34.6% of all Time Spent with Ad-Supported Out-of-Home Media.

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



PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 785 PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,268

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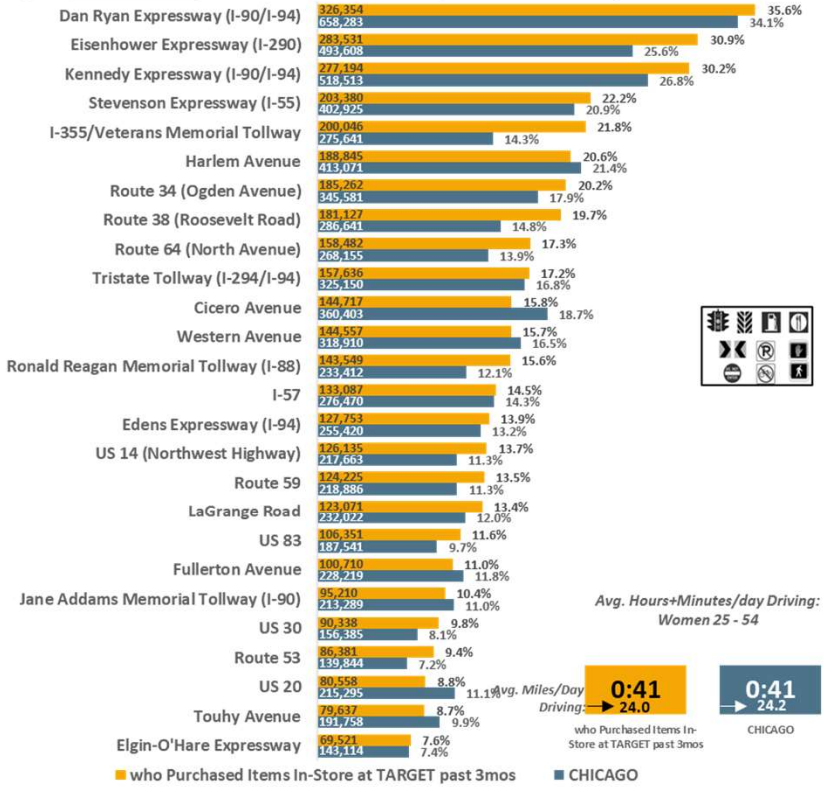
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[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

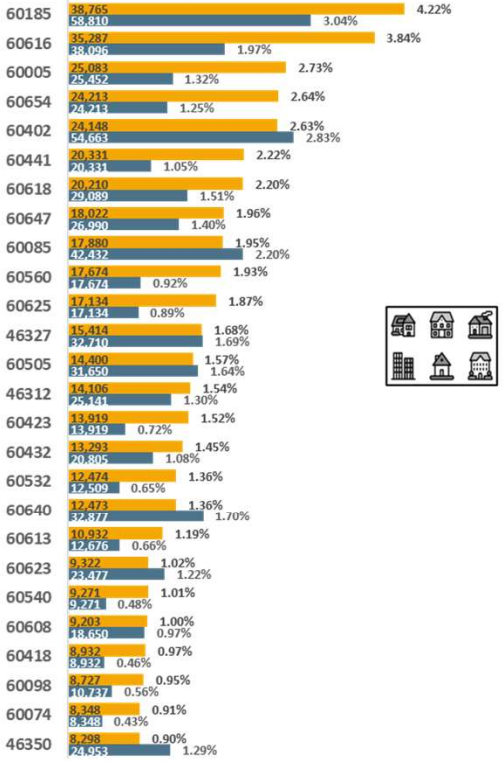


843,392 or 91.9% of Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos spend an average of 41.3 minutes per day driving an average of 24. miles each day and are 52.7% more likely to use I-355/Veterans Memorial Tollway than the Metro average.

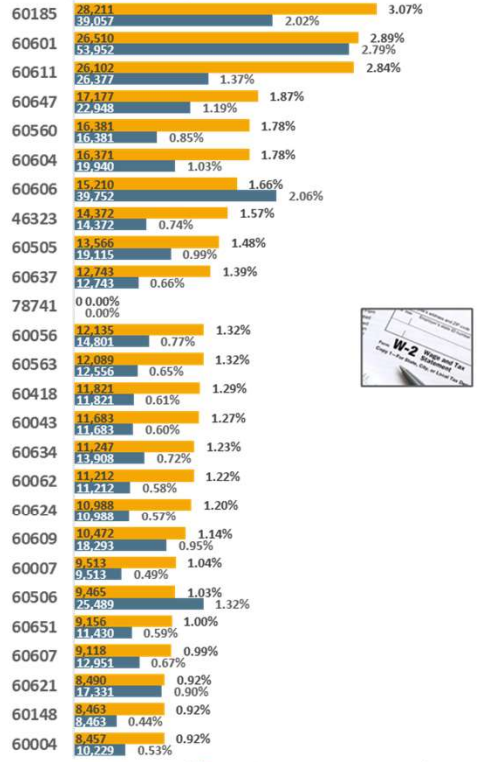
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Women 25 - 54



Top-26 Residential Zip Codes: Women 25 - 54



Top-26 Employment Zip Codes: Women 25 - 54



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CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,408

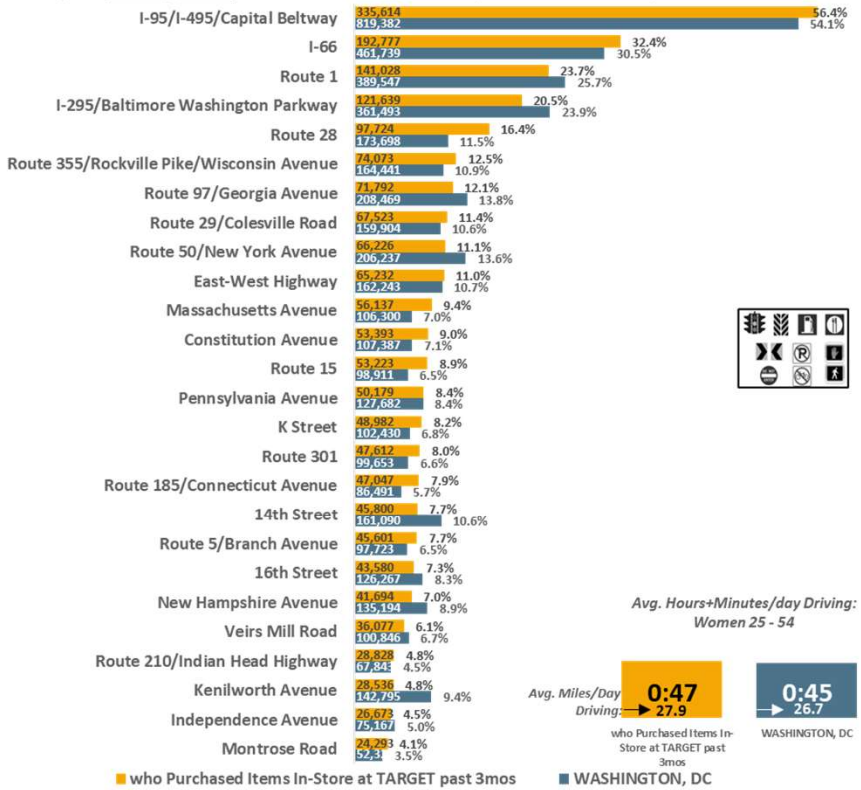
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[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]



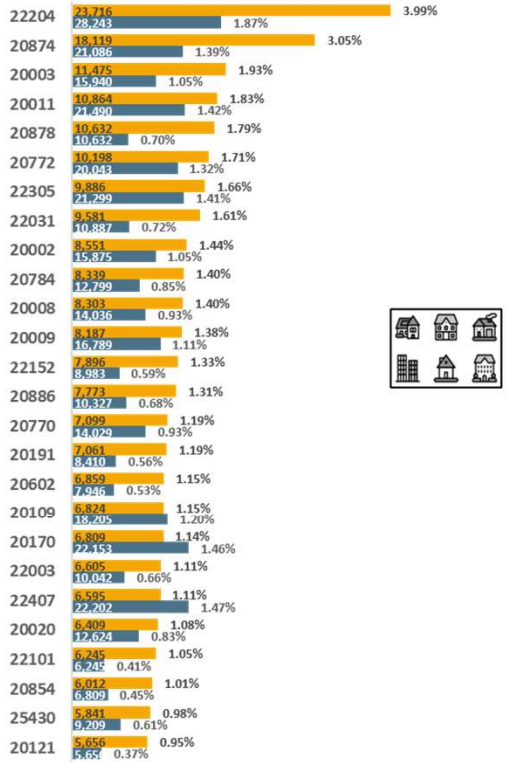
557,817 or 93.8% of Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos spend an average of 48. minutes per day driving an average of 27.9 miles each day and are 43.2% more likely to use Route 28 than the Metro average.

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

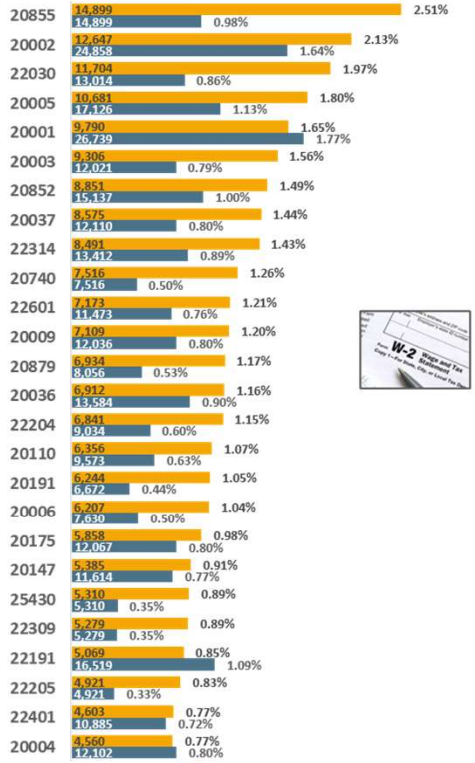


Avg. Hours+Minutes/day Driving: Women 25 - 54

Top-26 Residential Zip Codes: Women 25 - 54



Top-26 Employment Zip Codes: Women 25 - 54



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WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,935

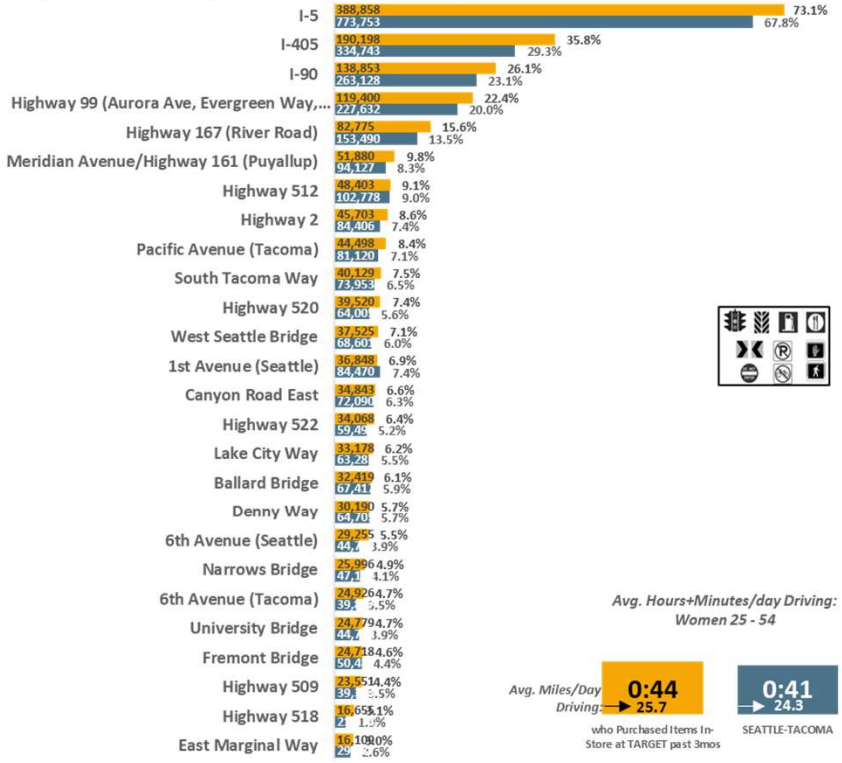
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[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]



498,158 or 93.7% of Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos spend an average of 44.2 minutes per day driving an average of 25.7 miles each day and are 40.3% more likely to use 6th Avenue (Seattle) than the Metro average.

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

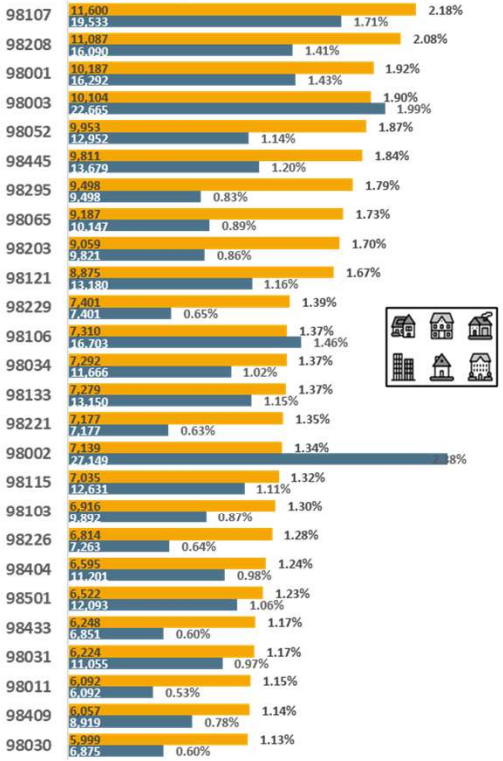


Avg. Hours+Minutes/day Driving: Women 25 - 54

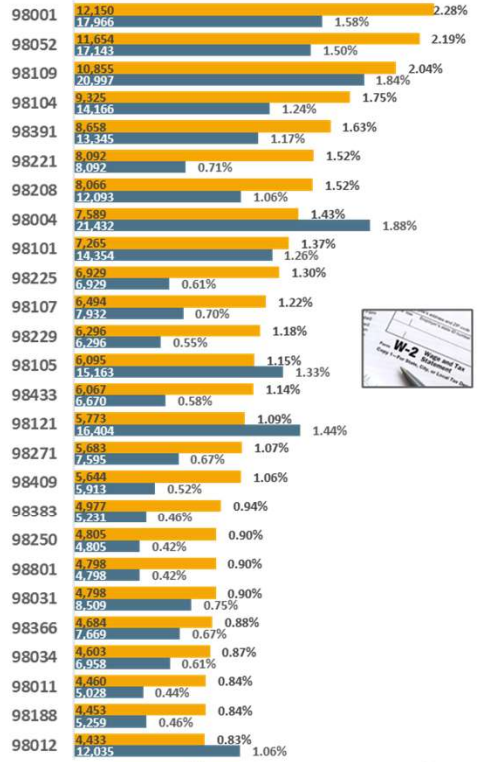
Avg. Miles/Day Driving:

who Purchased Items In-Store at TARGET past 3mos — SEATTLE-TACOMA

Top-26 Residential Zip Codes: Women 25 - 54



Top-26 Employment Zip Codes: Women 25 - 54



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SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,373

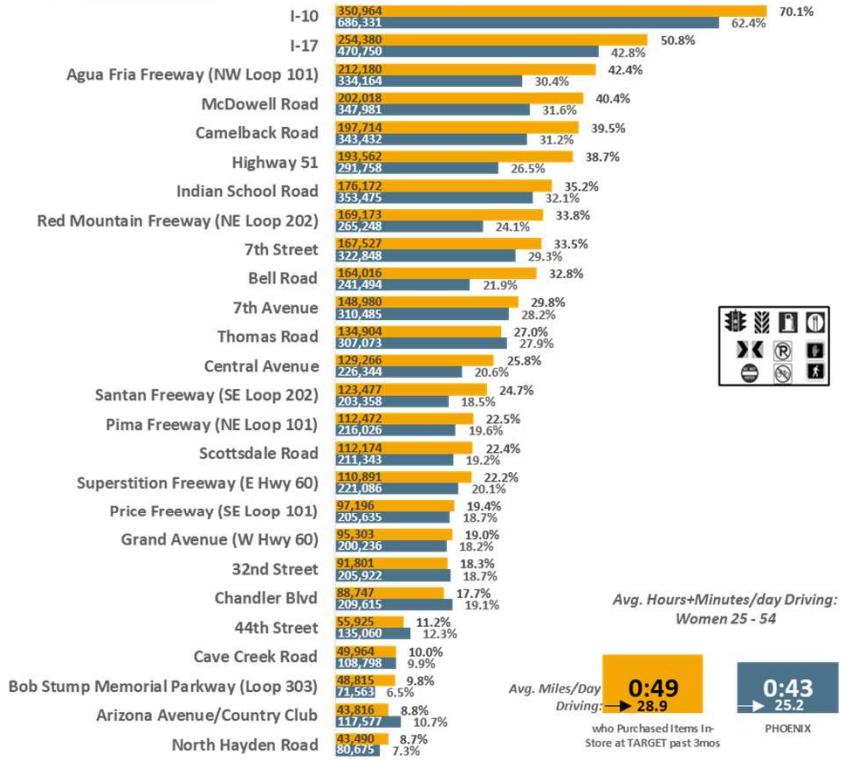
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[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]



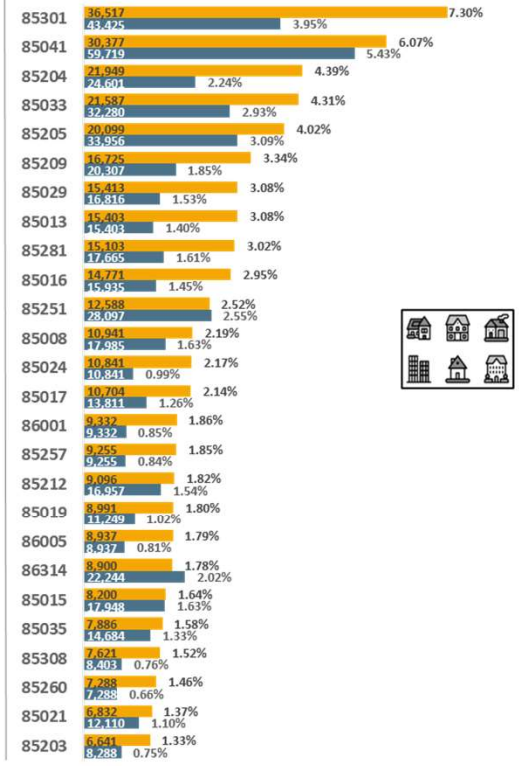
487,928 or 97.5% of Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos spend an average of 49.7 minutes per day driving an average of 28.9 miles each day and are 49.3% more likely to use Bell Road than the Metro average.

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

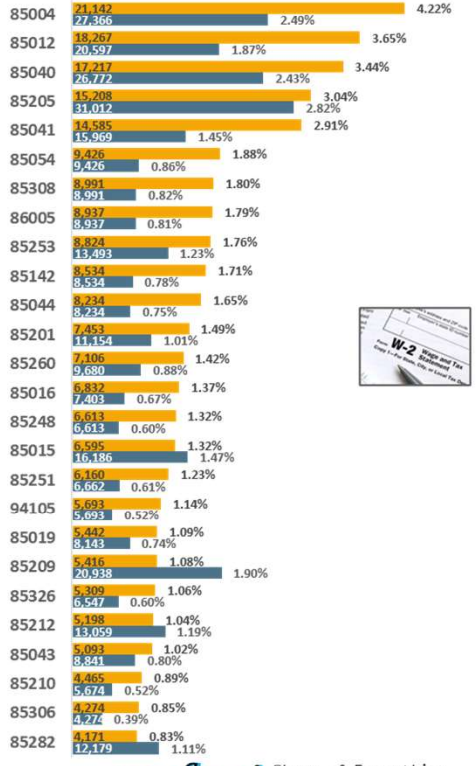


Avg. Hours+Minutes/day Driving: Women 25 - 54

Top-26 Residential Zip Codes: Women 25 - 54



Top-26 Employment Zip Codes: Women 25 - 54



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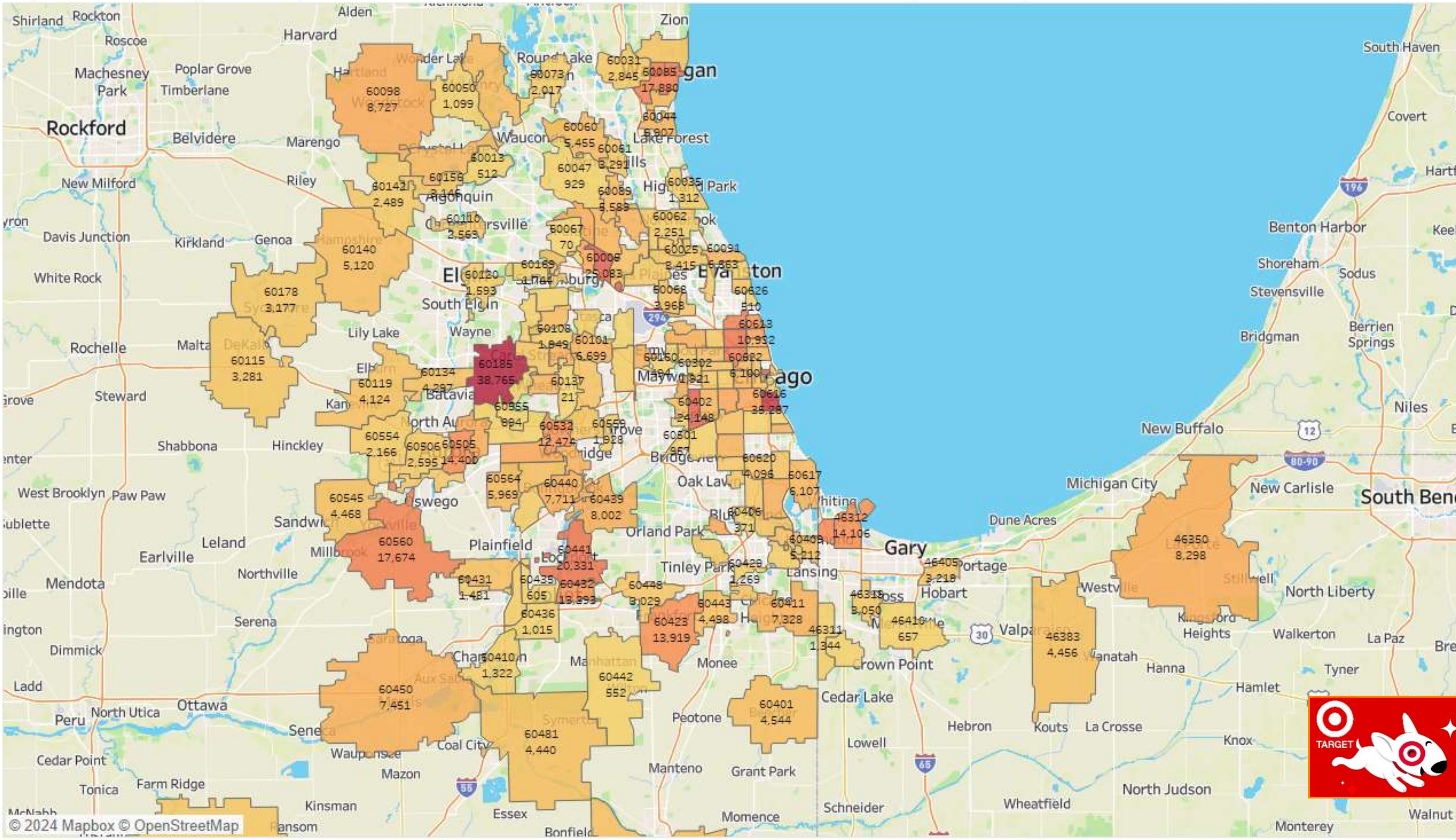
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[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

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

SUM(Women 25 - 54 w...

21 — 38,765



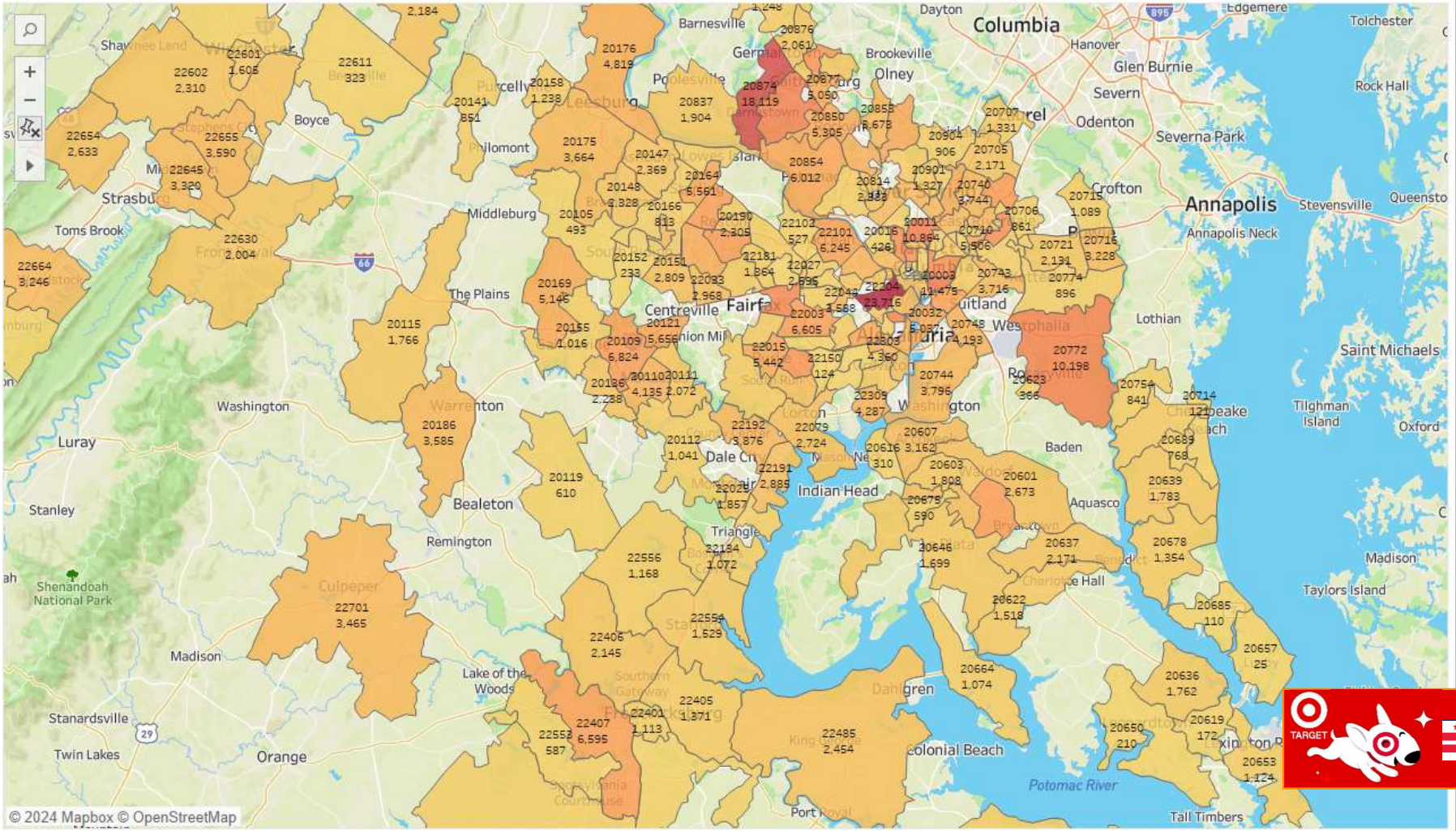
CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,408

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

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

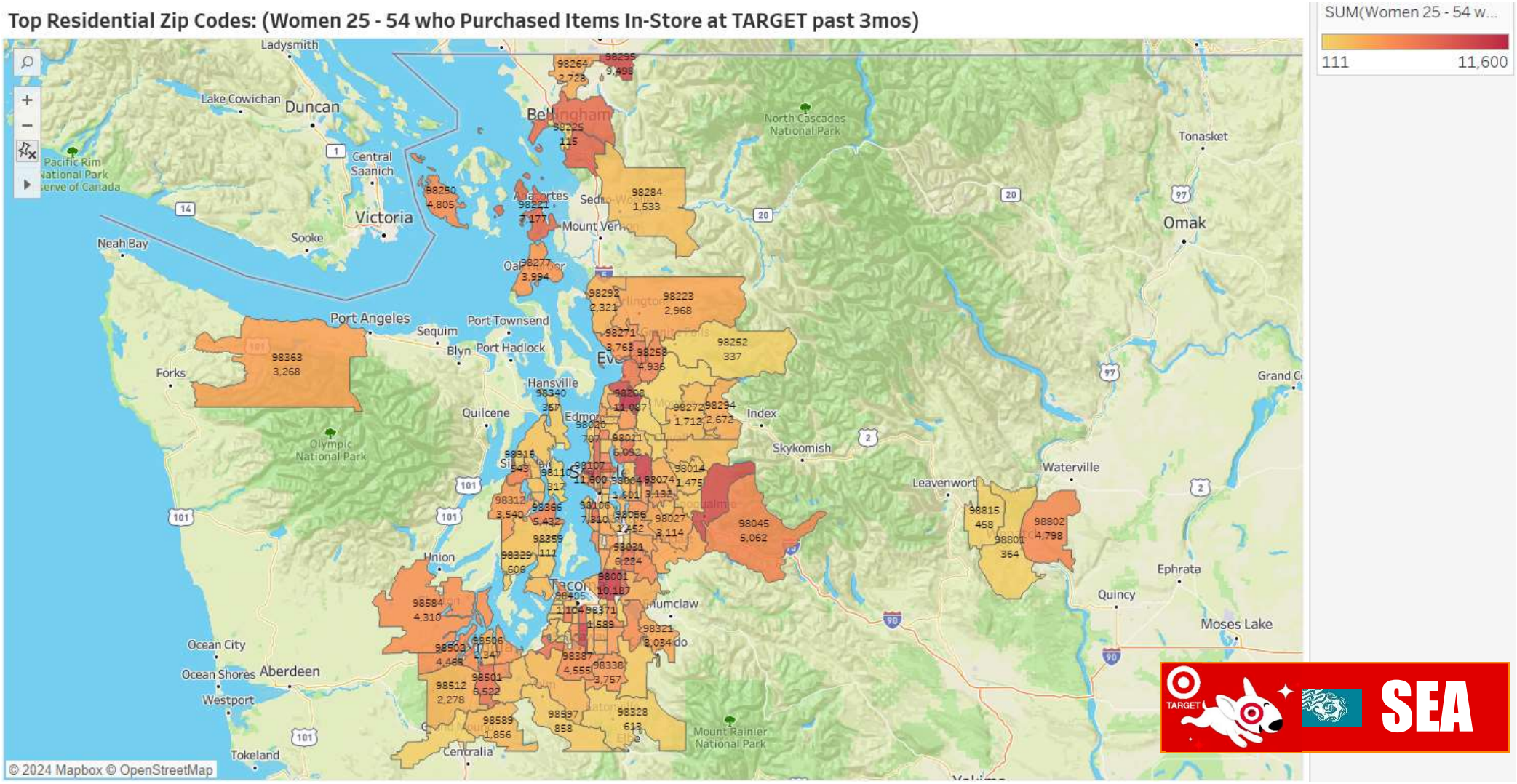


WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,935
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[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

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



SEA

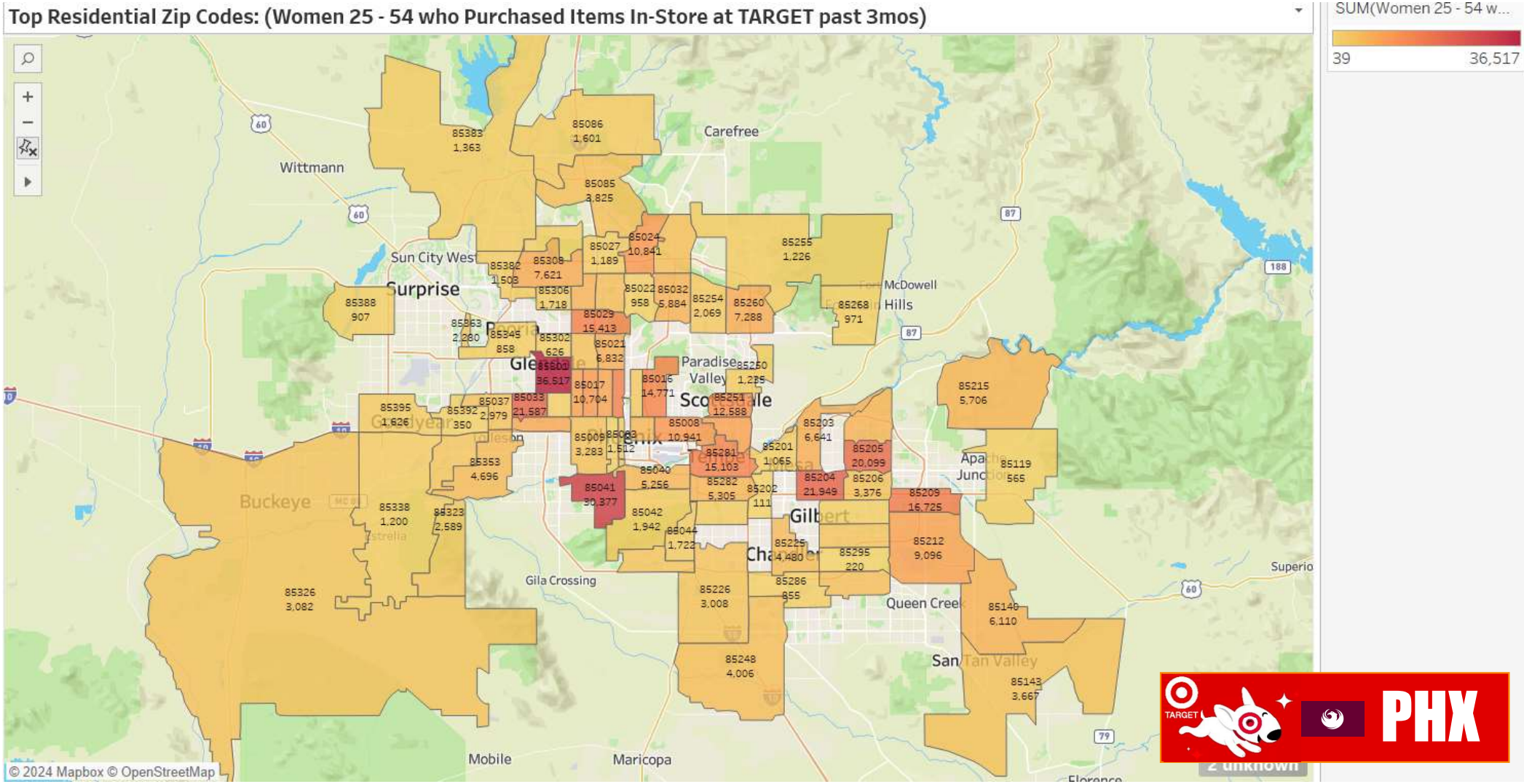
SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,373

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

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



PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 785

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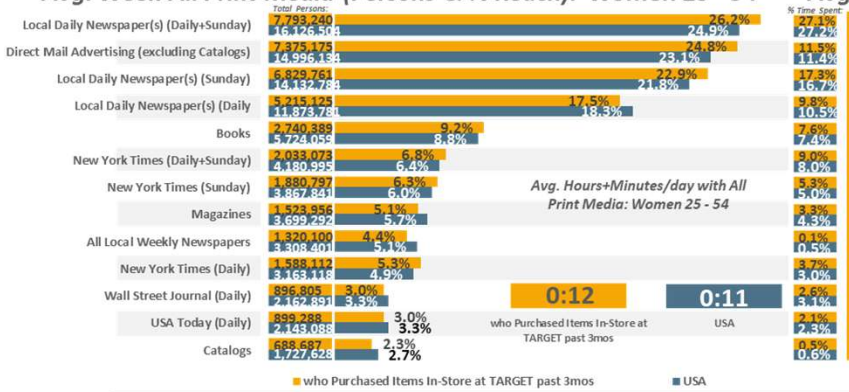
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[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]



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

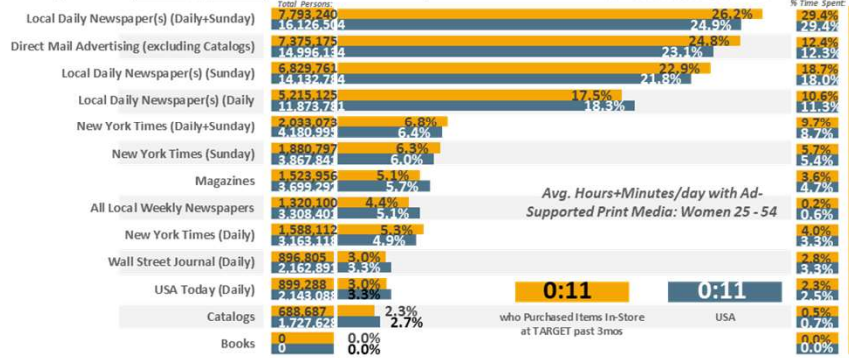
Avg. Week All Print Media (Persons & % Reach): Women 25 - 54



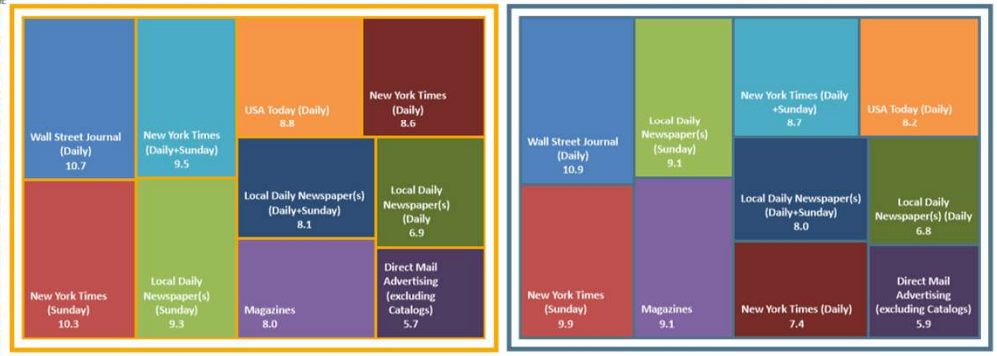
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



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

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

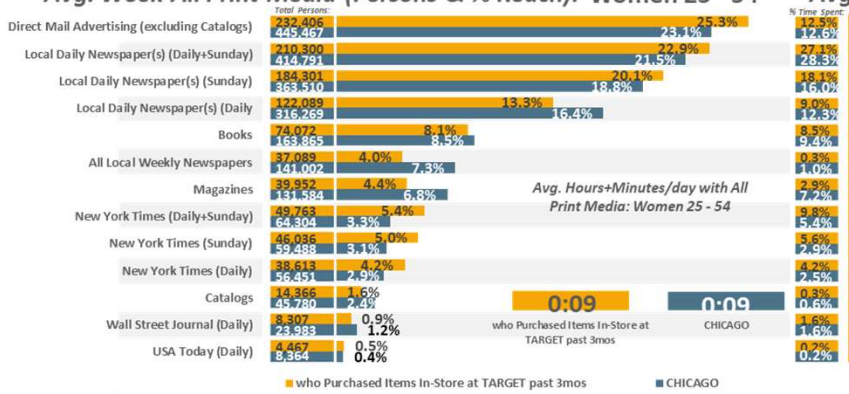
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[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

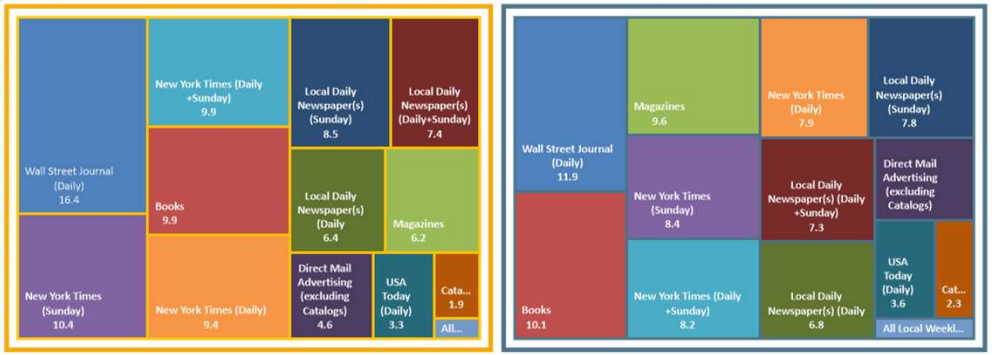


210,300 or 22.9% of Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.4 minutes every day representing 29.6% of all time spent daily with All forms of Print Media.

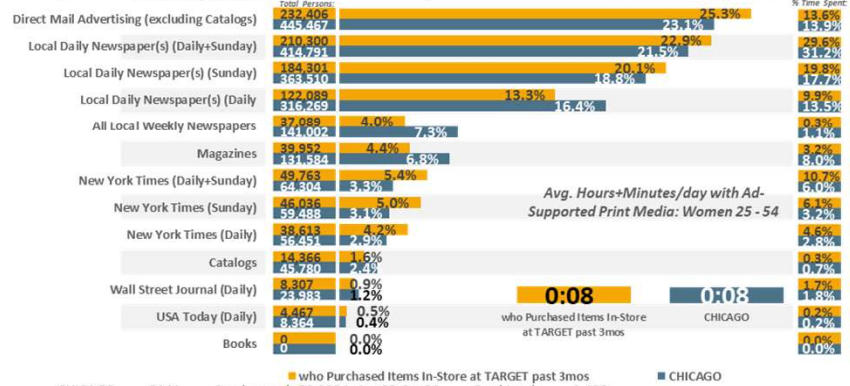
Avg. Week All Print Media (Persons & % Reach): Women 25 - 54



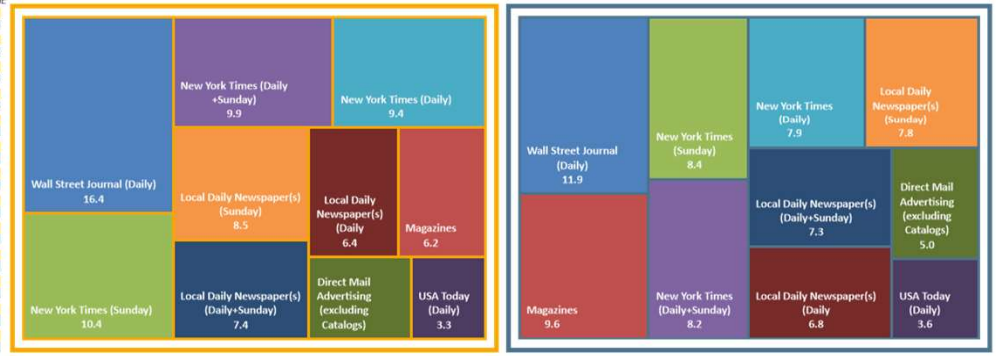
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,408

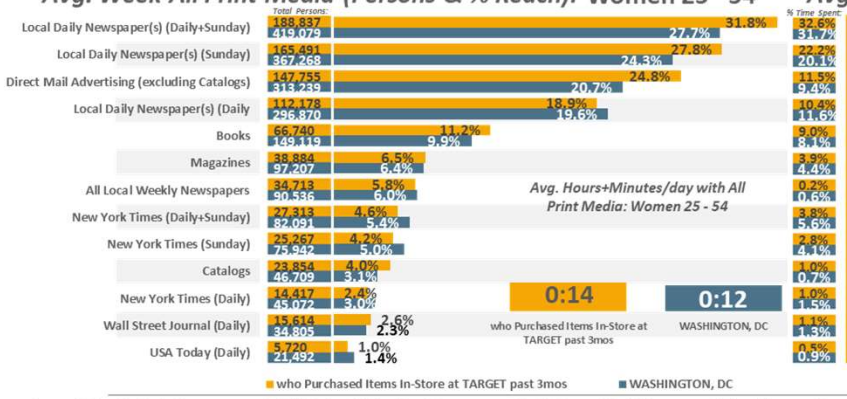
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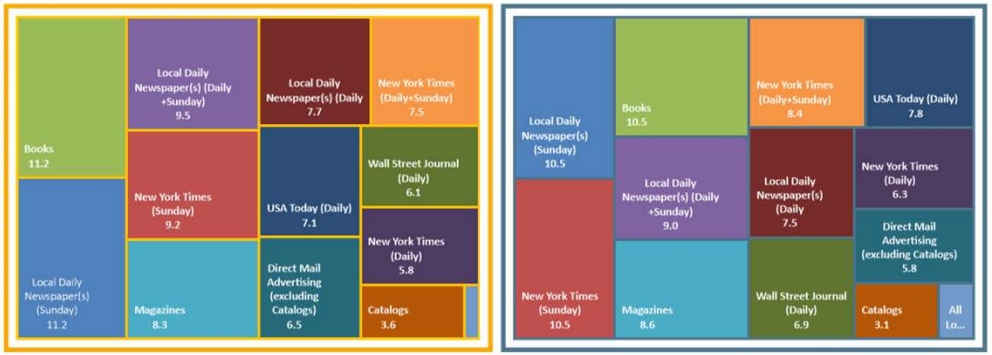
[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

188,837 or 31.8% of Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.5 minutes every day representing 35.8% of all time spent daily with All forms of Print Media.

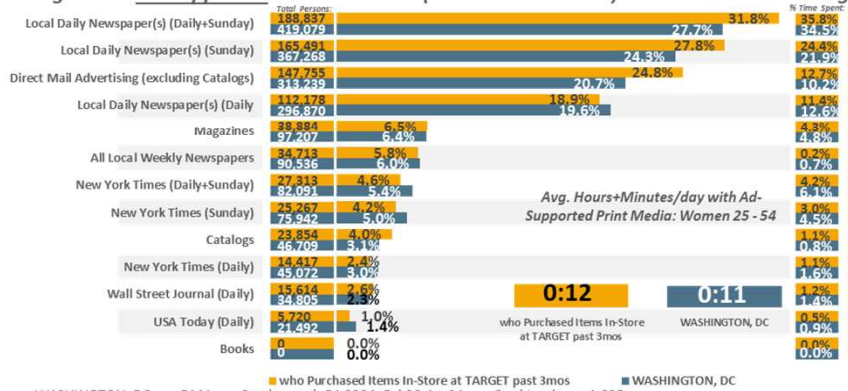
Avg. Week All Print Media (Persons & % Reach): Women 25 - 54



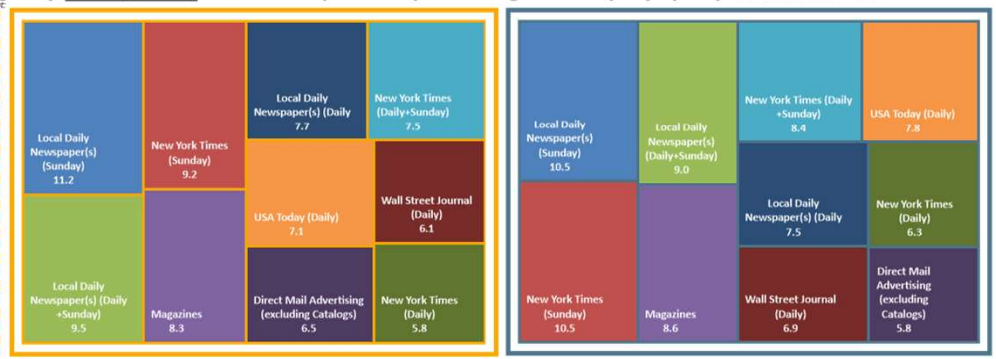
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,935

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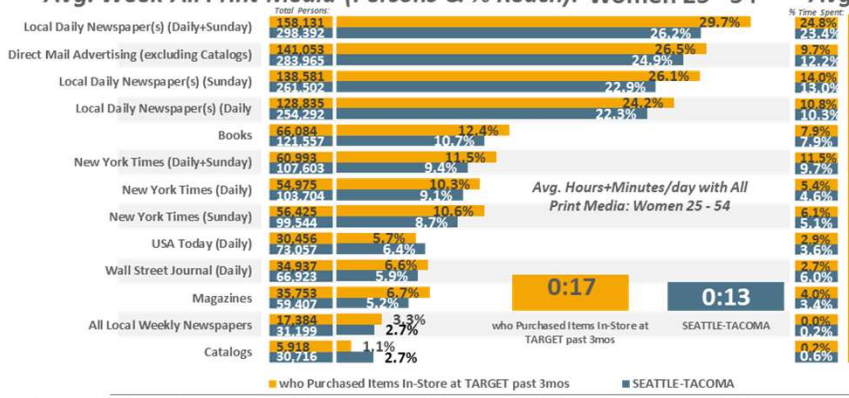
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[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

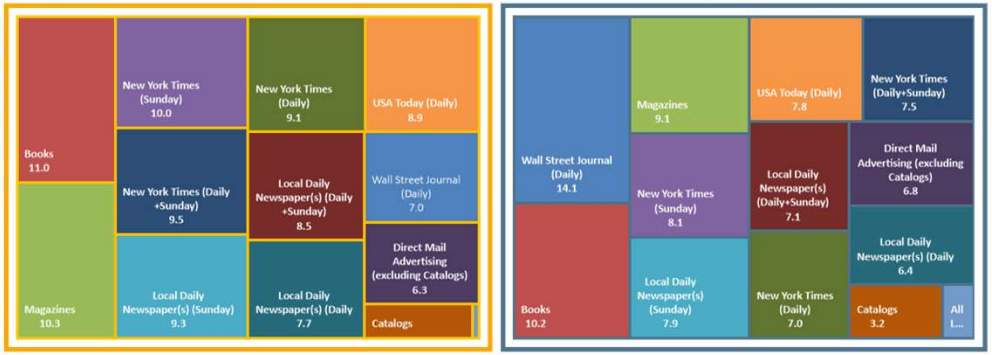


158,131 or 29.7% of Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.5 minutes every day representing 26.9% of all time spent daily with All forms of Print Media.

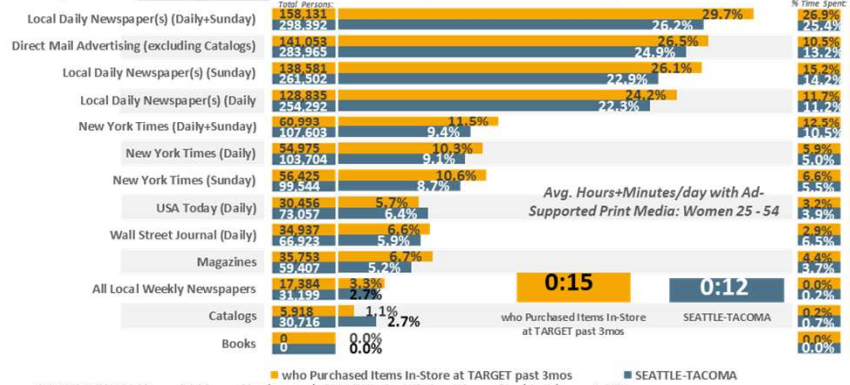
Avg. Week All Print Media (Persons & % Reach): Women 25 - 54



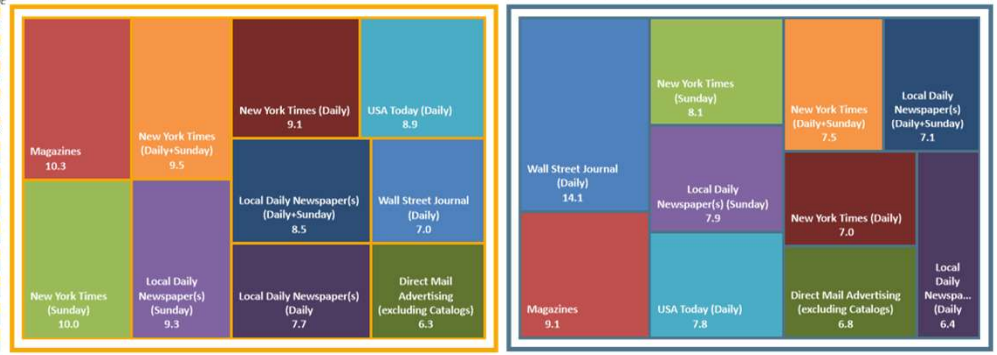
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,373

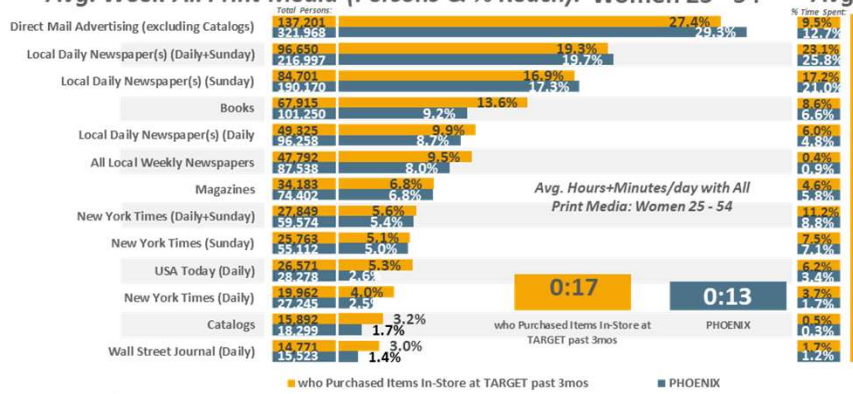
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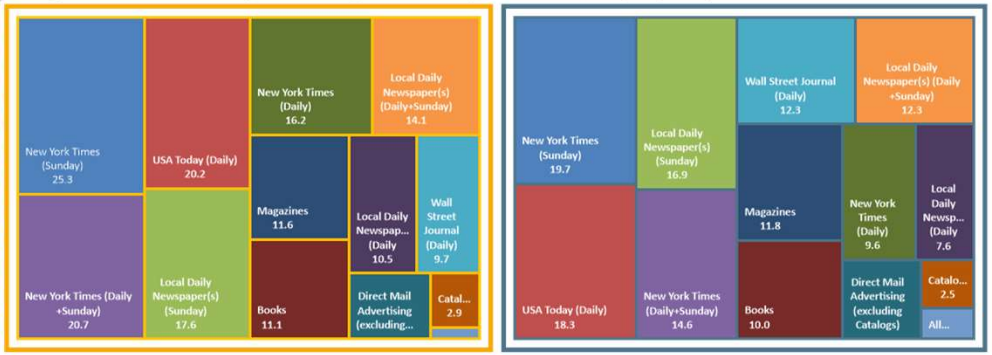
[(Stores/services shopped in-store past 3 months: Target AND Stores/services bought past 3 months: Target)]

96,650 or 19.3% of Women 25 - 54 who Purchased Items In-Store at TARGET past 3mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 14.1 minutes every day representing 25.3% of all time spent daily with All forms of Print Media.

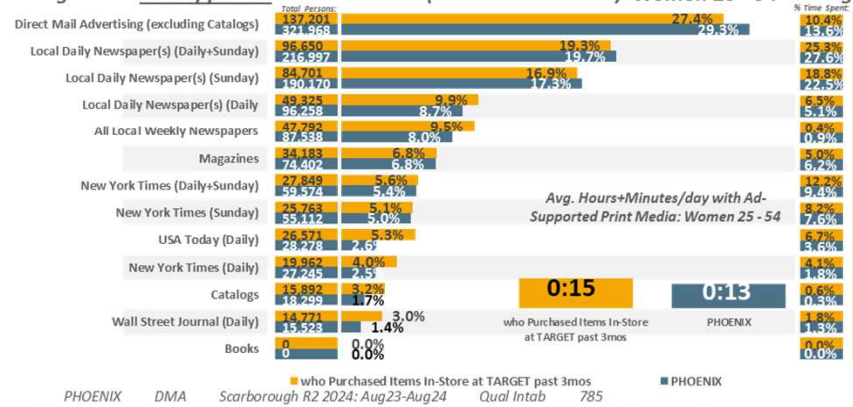
Avg. Week All Print Media (Persons & % Reach): Women 25 - 54



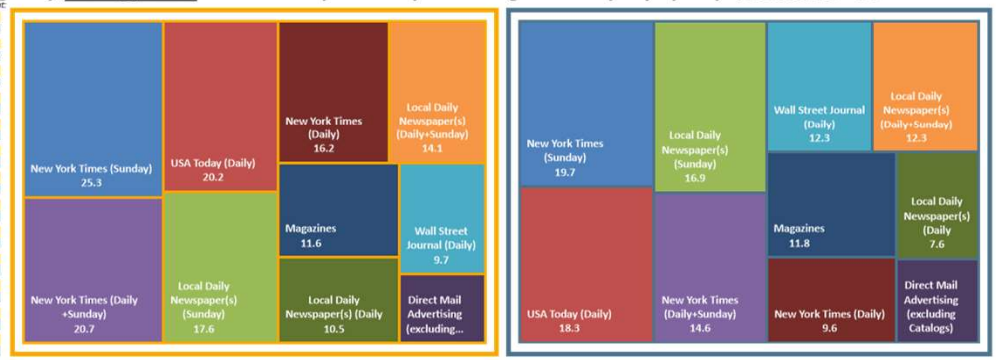
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 785

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