

# The Media Audit

## Top Markets for Women who Shop at Wal-Mart for Groceries

2008 National Report

Base: Women 18+

Today, nearly one in five women shop Wal-Mart for Groceries in a typical week, according to The Media Audit. Among females in Tulsa, 67.3% shop Wal-Mart for groceries in a typical week, making adults in Tulsa two and a half times more likely to shop Wal-Mart for groceries.

Market	# Women 18+ in Market Who shop		Percent of Women who Shop WalMart	Target Index
	Women 18+	WalMart		
TULSA, OK	345,912	232,679	67.3	356
OKLAHOMA CITY, OK	508,290	333,669	65.6	347
LEXINGTON, KY	209,960	124,042	59.1	313
COLUMBIA-JEFFERSON CITY, MO	89,378	52,220	58.4	309
BIRMINGHAM, AL	422,321	237,650	56.3	298
LITTLE ROCK, AR	250,782	135,469	54.0	286
NEW ORLEANS, LA	439,969	231,881	52.7	279
MELBOURNE-TITUSVILLE-COCOA, FL	225,158	116,179	51.6	273
DALLAS-FT. WORTH, TX	2,230,545	1,137,889	51.0	270
PEORIA, IL	139,748	70,449	50.4	267
ALBUQUERQUE, NM	321,842	157,326	48.9	259
COLORADO SPRINGS, CO	216,063	104,652	48.4	256
JACKSON, MS	188,101	88,951	47.3	250
SALT LAKE CITY, UT	733,234	328,656	44.8	237
WILMINGTON, NC	118,709	53,109	44.7	237
COLUMBIA, SC	239,243	106,737	44.6	236
OCALA, FL	292,814	128,536	43.9	232
RENO, NV	173,030	75,704	43.8	232
BOISE, ID	205,766	86,841	42.2	223
GREENSBORO-WINSTON SALEM-H.P.	545,399	229,418	42.1	223
MEMPHIS, TN	503,184	207,315	41.2	218
ORLANDO, FL	679,126	277,381	40.8	216
HOUSTON-GALVESTON, TX	2,081,794	829,986	39.9	211
DAYTONA BEACH, FL	251,923	99,724	39.6	209
INDIANAPOLIS, IN	623,567	244,603	39.2	208
NORFOLK-VIRGINIA BEACH-N.N.	609,678	236,022	38.7	205
SAN ANTONIO, TX	748,824	289,349	38.6	204
LOUISVILLE, KY	444,189	169,091	38.1	201
JACKSONVILLE, FL	514,434	189,110	36.8	195
GREENVILLE-SPARTANBURG, SC	397,193	143,662	36.2	191
CHARLESTON, SC	242,030	85,551	35.3	187
LAS VEGAS, NV	686,116	241,296	35.2	186

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FORT MYERS-NAPLES, FL	378,408	128,713	34.0	180
OMAHA-COUNCIL BLUFFS, NE/IA	288,129	97,357	33.8	179
NASHVILLE, TN	550,962	185,361	33.6	178
SPOKANE, WA	232,950	78,279	33.6	178
CHARLOTTE-GASTONIA-ROCK HILL	872,347	291,363	33.4	177
ATLANTA, GA	1,950,434	630,926	32.3	171
COLUMBUS, OH	661,068	207,738	31.4	166
DAYTON, OH	392,585	122,873	31.3	166
KANSAS CITY, MO/KS	739,589	231,017	31.2	165
AUSTIN, TX	585,925	182,955	31.2	165
PITTSBURGH, PA	959,121	298,739	31.1	165
TAMPA-ST. PETERSBURG, FL	1,117,070	322,635	28.9	153
PHOENIX, AZ	1,422,291	407,919	28.7	152
EUGENE-SPRINGFIELD, OR	139,969	38,096	27.2	144
TOLEDO, OH	242,895	64,413	26.5	140
DENVER, CO	1,009,910	265,285	26.3	139
RALEIGH-DURHAM, NC	569,444	148,551	26.1	138
ROCHESTER, NY	436,739	108,820	24.9	132
TUCSON, AZ	386,251	93,348	24.2	128
WEST PALM BEACH, FL	531,293	118,767	22.4	118
ALBANY-SCHENECTADY-TROY, NY	368,536	76,927	20.9	110
MIAMI-FT. LAUDERDALE, FL	1,670,971	329,905	19.7	104
CINCINNATI, OH	817,062	161,006	19.7	104
SYRACUSE, NY	260,978	51,377	19.7	104
<b>ADULTS 18+</b>	<b>76,939,576</b>	<b>14,540,214</b>	<b>18.9</b>	<b>100</b>
ST. LOUIS	1,091,338	187,053	17.1	91
DETROIT, MI	1,797,746	292,001	16.2	86
MILWAUKEE-RACINE, WI	667,718	89,551	13.4	71
CLEVELAND, OH	848,551	110,540	13.0	69
ALLENTOWN-BETHLEHEM, PA	329,125	42,685	13.0	69
PORTLAND, OR	934,019	110,967	11.9	63
HARTFORD, CT	483,648	55,590	11.5	61

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SACRAMENTO, CA	860,465	95,062	11.0	58
RIVERSIDE-SAN BERNARDINO, CA	1,496,656	163,996	11.0	58
CHICAGO, IL	3,594,765	384,222	10.7	57
MADISON, WI	218,767	22,507	10.3	54
AKRON, OH	283,957	27,886	9.8	52
HARTFORD-NEW HAVEN, CT	827,436	79,703	9.6	51
SEATTLE-TACOMA, WA	1,523,393	144,034	9.5	50
BUFFALO, NY	463,859	40,417	8.7	46
SOUTHERN NEW HAMPSHIRE, NH	443,016	36,680	8.3	44
MINNEAPOLIS-ST. PAUL, MN	1,237,651	99,522	8.0	43
GRAND RAPIDS, MI	324,400	24,748	7.6	40
FRESNO, CA	321,905	22,924	7.1	38
NEW HAVEN, CT	343,788	24,113	7.0	37
BALTIMORE, MD	1,066,915	68,017	6.4	34
SAN DIEGO, CA	1,126,784	56,945	5.1	27
PHILADELPHIA, PA/NJ	2,061,329	103,874	5.0	27
SAN JOSE, CA	653,728	27,317	4.2	22
SAN FRANCISCO, CA	2,736,326	98,232	3.6	19
BOSTON, MA	2,100,450	67,533	3.2	17
LOS ANGELES, CA	4,966,341	147,100	3.0	16
WASHINGTON, DC	1,968,306	53,087	2.7	14
LONG ISLAND, NY	1,099,915	29,525	2.7	14
ORANGE COUNTY, CA	1,146,653	23,921	2.1	11
NEW YORK, NY	7,519,670	120,794	1.6	9
ANN ARBOR, MI	137,713	2,155	1.6	8