

# Free Report



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1. Demographic profile of the top 15 Supermarket retailers.  
Source: The Media Audit National Report

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# The Media Audit Profile of top 15 Supermarket Retailers

(Based on percent of adults 18+ who have shopped at these supermarkets in the past week) Percentages are read vertically.

Target	Wal-Mart	Kroger	Albertsons	Safeway	Publix	Costco	Ralphs	Vons	Trader Joe's	Food Lion	Meijer	Winn Dixie	Whole Foods	Food 4 Less	Giant Eagle
ADULTS AGE 18+	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
MEN--18+	45.8	47.2	50.9	48.0	46.9	49.0	48.3	50.7	39.3	46.9	48.6	46.0	44.7	44.5	47.6
WOMEN--18+	54.2	52.8	49.1	52.0	53.1	51.0	51.7	49.3	60.7	53.1	51.4	54.0	55.3	55.5	52.4
ANNUAL HOUSEHOLD INCOME--UNDER \$25,000	14.3	14.1	10.4	10.1	11.4	9.0	11.7	11.6	6.4	15.8	13.3	18.0	5.2	19.5	16.3
ANNUAL HOUSEHOLD INCOME--\$25,000-\$34,999	16.2	13.0	11.9	10.6	13.0	12.2	11.9	13.3	10.5	16.3	14.0	18.0	9.1	25.2	16.1
ANNUAL HOUSEHOLD INCOME--\$35,000-\$49,999	23.9	22.0	21.6	19.1	23.3	19.9	21.9	22.3	19.7	23.5	21.4	25.2	17.2	27.0	21.5
ANNUAL HOUSEHOLD INCOME--\$50,000 PLUS	45.5	51.0	56.1	60.2	52.2	58.9	54.5	52.9	63.4	44.4	51.4	38.9	68.5	28.3	46.1
ANNUAL HOUSEHOLD INCOME--\$75,000 PLUS	25.3	31.2	35.4	39.3	33.5	39.5	35.6	34.5	42.5	24.1	31.4	21.2	50.0	12.6	29.0
ANNUAL HOUSEHOLD INCOME--\$100,000 PLUS	12.8	18.5	21.3	25.6	21.1	25.1	22.7	19.4	29.9	12.4	16.6	11.5	37.0	5.4	16.0
MTV GENERATION--AGE 18-44/VIEW MTV AND/OR VH-1	21.0	17.3	17.2	15.3	15.4	16.4	19.8	16.7	13.7	20.4	14.9	18.0	13.6	23.9	15.7
YUPPIES--AGE 21-34/COLLEGE GRAD/TECH-PROF-MGR JOB	4.8	5.3	4.2	6.3	5.4	4.6	5.4	3.7	9.8	3.7	4.4	2.0	11.6	2.3	5.1
MATURING YUPPIE--25-44/C. GRAD/TECH-PROF-MGR/KIDS	6.5	7.2	6.5	7.8	7.1	9.5	5.2	4.7	11.2	5.1	7.4	3.1	13.3	2.4	6.5
AFFLUENT EMPTY NESTER--\$50K+/NO KIDS HOME/AGE 45+	9.5	13.6	16.1	17.5	16.5	15.7	17.1	16.3	18.4	12.9	12.7	13.3	18.9	5.2	12.6
AFFLUENT FULL NESTERS--\$75K +/KIDS AT HOME	15.7	18.0	18.7	20.3	17.5	24.1	16.9	19.1	21.2	13.1	18.9	10.9	22.6	7.1	15.9
GRAYING AFFLUENTS--AGE 50+/FAMILY INCOME \$50,000+	11.3	16.4	19.0	20.8	18.7	20.5	19.7	19.7	21.2	14.7	14.7	15.2	20.4	5.4	15.0
AFFLUENT WORKING WOMEN--FAMILY INCOME \$75,000+	8.4	10.0	10.1	12.1	10.7	12.5	10.9	11.5	18.0	7.3	9.0	6.5	16.3	3.5	8.9
AFFLUENT BLUE COLLAR WORKER--FAMILY INCOME \$75000-	4.9	4.5	4.9	4.9	3.8	5.8	3.7	5.0	3.2	5.4	6.2	3.1	3.2	2.9	5.1
AFFLUENT WHITE COLLAR WORKER--FAMILY INCOME \$100K	8.3	12.9	14.0	17.6	14.7	16.0	15.5	12.8	20.7	7.3	10.6	7.4	25.7	2.7	10.6
YOUNG WITH MONEY--AGE 18-34/\$100,000+ INCOME	3.9	4.1	5.4	6.1	4.7	4.8	5.1	4.0	7.3	3.3	4.3	2.9	8.7	1.5	4.1
ADULTS--AGE 18-24	16.3	11.1	10.6	10.6	8.5	10.1	9.7	9.7	5.3	13.6	10.7	10.7	8.2	20.3	10.8
ADULTS--AGE 25-34	22.3	16.9	17.1	16.7	15.5	16.1	16.6	15.8	18.9	16.2	18.3	14.9	19.0	25.3	14.5
ADULTS--AGE 35-44	21.1	20.6	20.0	20.0	20.7	23.4	20.8	19.7	22.6	19.6	20.3	16.7	25.9	20.8	19.9
ADULTS--AGE 45-54	17.0	20.6	20.5	20.9	19.7	21.1	19.3	20.3	22.3	19.7	19.1	19.2	22.1	14.9	20.1
ADULTS--AGE 55-64	11.6	15.3	15.8	15.6	15.2	15.3	16.4	16.4	15.8	15.1	14.8	15.2	14.6	9.8	15.7
ADULTS--AGE 65-74	7.3	9.2	9.1	9.1	11.1	9.2	9.6	9.7	8.2	9.2	9.1	12.8	6.6	5.4	10.7
ADULTS--AGE 75 PLUS	4.4	6.4	7.0	7.0	9.3	4.8	7.5	8.4	6.8	6.7	7.6	10.5	3.6	3.5	8.2
OCCUPATION--PROFESSIONAL,TECHNICAL	11.0	14.3	14.4	17.1	14.2	15.2	14.7	13.4	24.7	9.7	13.5	8.3	27.5	6.3	13.7
OCCUPATION--PROPRIETORS,MANAGERS	11.6	14.4	15.6	16.5	16.7	16.7	16.5	17.0	21.4	12.3	12.7	10.8	25.1	7.7	12.8
OCCUPATION--CLERICAL/SALES WORKER	15.4	13.9	15.0	13.7	14.2	13.2	16.0	14.9	11.0	12.8	13.8	15.3	9.5	13.5	13.7
OCCUPATION--WHITE COLLAR WORKERS	38.0	42.6	45.0	47.3	45.2	45.1	47.2	45.2	57.1	34.9	40.0	34.4	62.1	27.5	40.2
OCCUPATION--BLUE COLLAR WORKERS	21.7	17.8	15.3	14.1	13.2	14.7	13.8	14.0	7.3	21.4	18.0	17.1	7.1	27.1	18.2
OCCUPATION--RETIRED	14.8	19.5	19.5	19.0	24.0	17.1	19.0	21.3	16.8	20.4	21.1	26.0	11.2	11.2	21.3

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Target	Wal-Mart	Kroger	Albertsons	Safeway	Publix	Costco	Ralphs	Vons	Trader Joe's	Food Lion	Meijer	Winn Dixie	Whole Foods	Food 4 Less	Giant Eagle
OCCUPATION--HOMEMAKER	8.8	6.8	6.5	6.7	6.7	8.6	7.4	6.3	8.7	5.7	8.0	5.9	7.9	13.3	7.5
OCCUPATION--BUSINESS OWNER/PARTNER/CORP.OFFICER	4.5	6.3	7.5	7.4	8.8	9.2	7.8	9.3	11.4	5.0	4.5	6.0	14.1	3.7	4.4
EDUCATION--HIGH SCHOOL GRADUATE	34.3	29.4	26.4	21.3	24.9	19.9	20.8	23.6	9.1	36.5	31.5	36.8	8.6	38.9	32.6
EDUCATION--COLLEGE GRADUATE [ONE DEGREE]	18.5	23.8	25.0	28.0	28.0	25.4	28.6	25.4	37.3	18.5	21.7	16.7	38.7	9.2	23.7
MARITAL STATUS--MARRIED	58.6	60.0	59.5	59.2	62.0	69.5	54.5	55.9	62.1	56.5	64.9	52.1	62.9	48.2	59.8
MARITAL STATUS--NEVER MARRIED	21.8	18.3	19.7	20.2	16.5	15.8	21.9	20.8	19.0	19.1	16.9	19.7	21.5	31.6	19.2
PAST 4-WEEKS DRUG STORES SHOPPED	70.4	80.1	78.6	78.4	83.2	75.3	82.0	80.4	85.2	77.7	77.2	80.8	85.8	66.5	78.0
FREQUENT BEER DRINKER--6 + TIMES PAST 2 WEEKS	5.4	6.7	6.9	6.8	6.8	4.8	5.4	5.9	5.7	6.3	6.0	5.6	5.0	4.3	7.0
FREQUENT WINE DRINKER--3 + TIMES PAST 2 WEEKS	6.7	10.4	14.8	18.2	16.9	15.3	15.8	16.0	32.1	8.3	9.0	10.6	32.2	4.4	11.1
EXERCISED 12+ TIMES AT A HEALTH CLUB PAST YEAR	25.4	27.4	32.4	32.8	29.6	33.5	34.5	33.2	42.9	22.2	25.5	22.2	47.7	22.6	25.0
WEEKLY SUPERMARKET EXPENDITURES--\$100 +	73.4	68.5	71.2	68.9	71.8	82.6	67.4	68.3	74.0	62.6	68.6	71.0	80.2	73.2	67.1
WEEKLY SUPERMARKET EXPENDITURES--\$150 +	46.0	39.6	43.3	42.0	43.9	60.2	40.2	40.2	43.9	34.6	36.6	45.3	52.6	42.6	38.5
MOVED IN PAST YEAR--TO A HOUSE	12.4	9.5	8.3	7.8	9.1	6.1	5.3	6.8	6.1	10.7	7.2	10.1	4.9	9.4	6.8
MOVED IN PAST YEAR--TO AN APARTMENT	6.5	5.4	6.5	5.7	5.5	5.2	7.7	6.4	5.2	5.8	3.7	5.5	8.0	10.7	4.3
CONSUMED SOFT DRINKS 5 + TIMES PAST 7-DAYS	42.2	42.9	36.6	32.8	37.2	30.6	33.1	36.2	22.1	44.3	42.6	39.9	20.0	34.1	38.7
CONSUMED SOFT DRINKS 10 + TIMES PAST 7-DAYS	20.2	19.3	15.4	13.6	15.3	11.3	12.2	14.5	7.9	20.3	19.0	18.4	7.4	16.0	17.2
RACE--WHITE [NOT HISPANIC]	56.8	65.3	55.4	60.4	61.2	48.7	45.7	49.9	66.8	60.5	77.6	50.1	63.3	16.7	79.1
RACE--BLACK [NOT HISPANIC]	16.0	18.5	6.1	8.7	13.0	6.4	7.2	5.6	4.4	26.8	8.7	21.5	6.5	14.6	10.5
RACE--HISPANIC DESCENT	16.9	7.6	19.2	12.0	17.5	21.8	22.9	23.8	10.0	5.6	3.3	21.6	11.5	57.5	2.7
RACE--ASIAN	4.9	2.9	12.9	12.8	2.8	16.7	18.0	13.6	11.5	1.5	4.5	1.8	11.2	6.6	2.5
STAGE IN LIFE CYCLE--SINGLE,U/35,NO CHILDREN	10.6	8.6	9.1	9.5	7.9	8.4	8.7	9.8	9.2	9.3	7.5	8.6	12.1	12.3	9.2
STAGE IN LIFE CYCLE--MARRIED,U/35,NO CHILDREN	2.8	3.3	2.6	3.8	2.9	2.6	2.8	2.8	5.2	2.1	3.1	1.6	6.4	1.8	3.2
STAGE IN LIFE CYCLE--CHILDREN AT HOME,ANY AGE	52.8	45.1	45.0	43.1	40.4	52.7	43.3	41.4	40.3	44.5	47.0	41.5	38.0	58.3	41.3
STAGE IN LIFE CYCLE--CHILDREN--ANY UNDER 6	25.7	18.3	18.2	17.8	16.2	21.9	18.3	15.4	16.4	19.1	21.4	15.6	18.2	32.4	15.2
STAGE IN LIFE CYCLE--CHILDREN--ANY AGE 6 PLUS	41.3	36.4	36.5	34.0	31.5	42.8	34.5	32.3	29.7	35.5	36.4	35.1	26.3	48.5	33.0
STAGE IN LIFE CYCLE--CHILDREN--ANY AGE 6-12	25.3	20.3	19.9	19.0	17.9	24.2	18.6	17.6	16.7	19.7	21.5	18.7	15.4	34.0	16.9
STAGE IN LIFE CYCLE--CHILDREN--ANY AGE 13 PLUS	26.6	24.8	24.3	22.5	20.2	28.9	24.0	22.0	18.4	23.9	23.3	24.6	15.4	28.8	22.1
STAGE IN LIFE CYCLE--CHILDREN--ANY AGE 13-17	17.6	15.5	15.1	14.4	12.9	18.1	14.9	14.0	10.9	14.7	15.2	15.3	9.8	19.1	12.7
STAGE IN LIFE CYCLE--CHILDREN--ANY AGE 18 PLUS	15.0	14.5	14.8	13.2	11.6	17.4	14.1	13.0	10.5	14.6	13.6	14.6	8.1	17.0	13.2
STAGE IN LIFE CYCLE--MARRIED,35+,NO CHILD AT HOME	19.3	24.1	24.2	23.6	28.3	24.6	22.1	23.1	23.1	24.5	25.6	25.5	24.5	12.9	25.7
STAGE IN LIFE CYCLE--SINGLE,35+,NO CHILD AT HOME	11.9	16.1	16.7	17.0	17.8	9.9	20.7	20.1	19.7	16.6	14.3	20.7	15.8	12.7	18.5
WORKING WOMEN	29.9	29.7	27.0	29.3	28.4	28.2	27.9	25.9	37.0	28.4	27.7	25.7	35.9	27.6	28.4

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WORKING WOMEN--AGE GROUP--18-34	11.8	9.4	7.7	8.9	8.3	6.9	7.9	6.6	9.5	9.6	8.7	7.9	11.1	12.0	8.8
WORKING WOMEN--AGE GROUP--35 PLUS	18.1	20.2	19.3	20.5	20.0	21.3	20.0	19.3	27.5	18.8	19.0	17.8	24.8	15.6	19.6
WORKING MOTHERS	18.0	16.2	14.2	15.1	14.0	17.9	14.0	13.8	15.5	15.6	15.5	14.4	12.8	18.5	14.7
SINGLE PARENTS	14.0	10.7	10.6	9.9	8.3	9.2	12.7	10.1	4.9	12.0	9.5	14.3	4.5	22.9	8.3
FAMILY SIZE--1 PERSON	9.2	12.3	11.2	13.5	12.9	6.6	13.2	12.2	15.1	12.5	12.5	13.5	13.9	6.5	14.1
FAMILY SIZE--2 PERSONS	26.5	31.5	32.7	32.5	36.4	29.3	32.0	33.5	35.5	30.5	30.5	34.2	39.3	18.4	34.7
FAMILY SIZE--3-4 PERSONS	41.3	39.2	38.0	38.6	37.4	42.5	39.5	38.6	38.5	41.4	40.4	36.0	38.2	40.2	38.5
FAMILY SIZE--5 OR MORE	23.1	17.0	18.1	15.4	13.4	21.6	15.4	15.7	10.8	15.6	16.6	16.3	8.7	34.9	12.7
HEAVY EXPOSURE RADIO	23.9	22.2	22.9	20.3	19.5	19.5	20.6	20.6	20.2	24.4	23.3	23.1	18.6	25.5	21.8
HEAVY EXPOSURE TELEVISION	22.4	22.7	18.7	16.3	20.1	13.6	18.4	19.0	8.7	23.0	19.7	27.7	9.0	22.9	20.9
HEAVY EXPOSURE NEWSPAPER	11.7	15.1	16.4	17.8	17.9	15.6	18.2	18.6	19.7	14.4	15.2	18.9	18.9	12.6	17.6
HEAVY EXPOSURE OUTDOOR	42.5	43.0	38.7	35.9	38.4	39.2	37.6	37.6	37.5	42.8	40.4	31.8	35.9	25.1	35.8
HEAVY EXPOSURE DIRECT MAIL	21.7	20.5	17.8	14.3	18.8	17.5	17.7	15.4	10.4	21.7	22.6	23.7	10.3	25.6	19.1
HEAVY EXPOSURE INTERNET	33.0	33.9	36.2	38.4	36.5	36.4	38.7	36.0	42.7	28.5	29.0	32.1	49.7	25.5	29.4
LIVE IN CENSUS DIVISION--NEW ENGLAND	1.1	*	*	*	0.1	1.7	*	*	4.2	*	*	0.1	8.6	*	*
LIVE IN CENSUS DIVISION--MIDDLE ATLANTIC	5.5	0.1	0.1	0.1	0.3	12.9	*	*	8.8	0.5	*	0.3	17.4	*	39.9
LIVE IN CENSUS DIVISION--SOUTH ATLANTIC	28.6	24.1	7.6	17.9	95.2	11.8	*	*	7.0	96.3	0.2	84.3	20.1	*	4.7
LIVE IN CENSUS DIVISION--EAST SOUTH CENTRAL	3.5	10.9	*	*	2.1	0.3	*	*	*	2.9	4.9	0.2	0.2	*	*
LIVE IN CENSUS DIVISION--EAST NORTH CENTRAL	11.1	39.6	*	0.2	0.2	7.4	0.1	0.1	7.9	0.2	94.8	0.1	9.3	11.2	55.0
LIVE IN CENSUS DIVISION--WEST SOUTH CENTRAL	26.9	24.8	8.5	0.1	2.1	3.0	*	0.1	*	*	0.1	14.9	7.2	*	*
LIVE IN CENSUS DIVISION--WEST NORTH CENTRAL	4.8	0.2	*	0.1	*	1.4	*	*	1.1	*	*	*	2.2	0.9	*
LIVE IN CENSUS DIVISION--MOUNTAIN	12.1	0.1	18.4	18.7	*	11.5	0.1	5.9	5.0	0.1	0.1	*	5.2	8.1	*
LIVE IN CENSUS DIVISION--PACIFIC	6.0	0.1	65.3	62.9	0.1	49.4	99.8	93.9	65.2	0.1	*	0.1	28.8	79.8	0.5
LIVE IN CENSUS REGION--NORTHEAST	6.6	0.2	0.1	0.1	0.3	14.6	*	*	13.0	0.5	*	0.3	26.1	*	39.9
LIVE IN CENSUS REGION--MIDWEST	15.9	39.9	*	0.3	0.2	8.8	0.1	0.1	9.0	0.2	94.8	0.1	11.5	12.1	55.0
LIVE IN CENSUS REGION--SOUTH	59.0	59.8	16.1	18.0	99.4	15.1	0.1	0.1	7.0	99.2	5.2	99.4	27.5	*	4.7