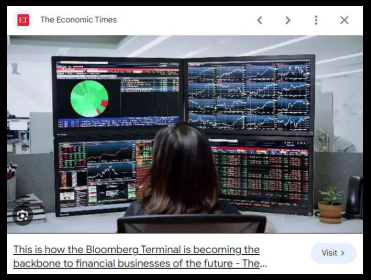
USA+4 More DMAs – P18+ who Spent $100 or more on New ATHLETIC SHOES in the past 12 mos!

Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of **USA, MINNEAPOLIS-ST. PAUL, ST. LOUIS, CINCINNATI, and WEST PALM BEACH DMA P18+ who Spent $100 or more on New ATHLETIC SHOES in the past 12 months** as of June 30, 2025.



SNKRS

SNKRS USA

SNKRS MSP

SNKRS STL

SNKRS CIN

SNKRS WPB

P18+

Vanguard BlackRock

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

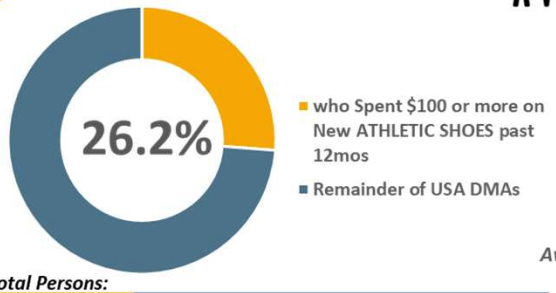
HUBBARD BROADCASTING INC. HB INC.

(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

SNKRS USA

26.2% or 68,714,889 of USA Adults 18 or older Spent $100 or more on New ATHLETIC SHOES past 12mos. Typical Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos are 48.1 years old (1.5% younger than average) and have a $121,251 (29.3% higher than average) annual household income.

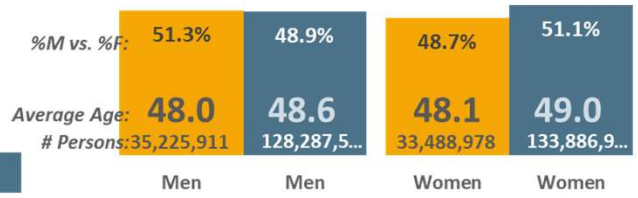
Percent of Market: Adults 18 or older



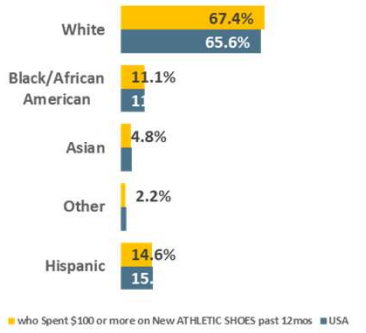
Total Persons:

68,714,889	193,459,611

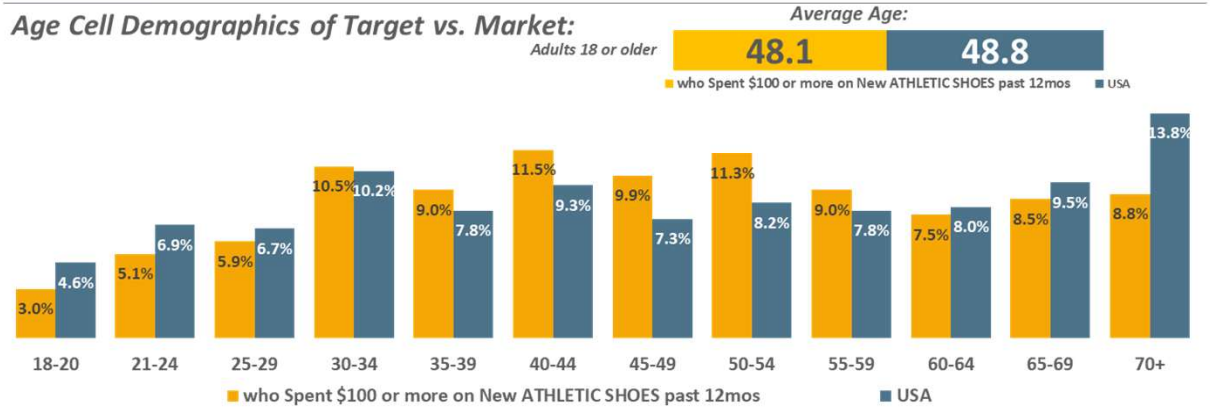
Gender of Target vs. Market: Adults 18 or older



Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:

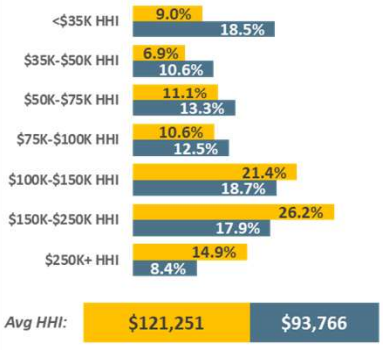


USA *USA Projection* *Scarborough R2 2025: Feb24-Jun25* *Qual Intab* *6,819*

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USA Projection *Scarborough R1 2025: Feb24-Mar25* *Qual Intab* *24,947*

HHI of Target vs. Market:

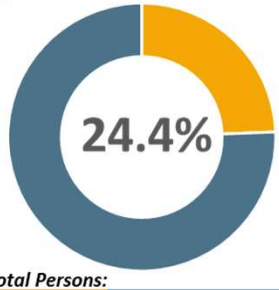


Avg HHI:	$121,251	$93,766

(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

24.4% or 946,141 of MSP DMA Adults 18 or older Spent $100 or more on New ATHLETIC SHOES past 12mos. Typical Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos are 47.7 years old (1.9% younger than average) and have a $136,496 (25.8% higher than average) annual household income.

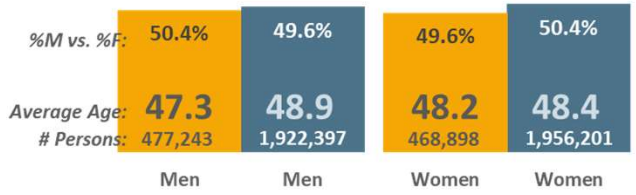
Percent of Market: Adults 18 or older



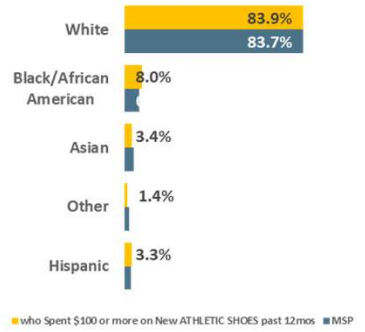
Total Persons:

who Spent $100 or more on New ATHLETIC SHOES past 12mos	Remainder of MSP DMA
946,141	2,932,457

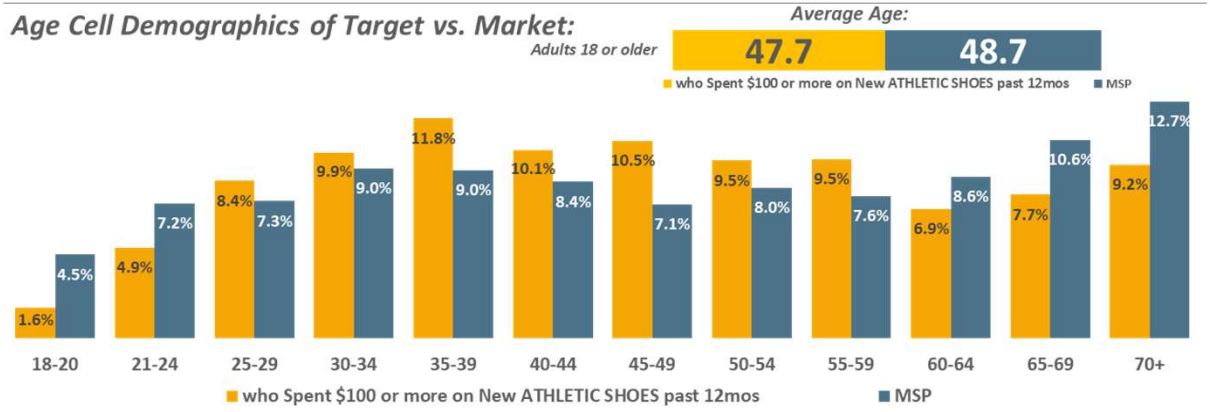
Gender of Target vs. Market: Adults 18 or older



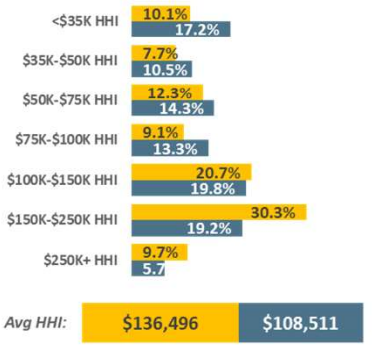
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 530

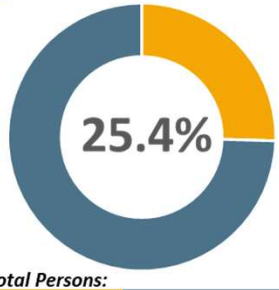
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(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

SNKRS STL

25.4% or 638,549 of STL DMA Adults 18 or older Spent $100 or more on New ATHLETIC SHOES past 12mos. Typical Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos are 50.7 years old (2.5% older than average) and have a $131,593 (35.6% higher than average) annual household income.

Percent of Market: Adults 18 or older



- who Spent $100 or more on New ATHLETIC SHOES past 12mos
- Remainder of STL DMA

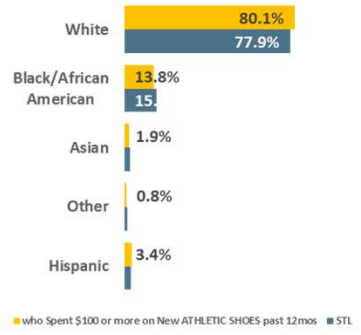
Total Persons:

who Spent $100 or more on New ATHLETIC SHOES past 12mos	Remainder of STL DMA
638,549	1,870,636

Gender of Target vs. Market: Adults 18 or older

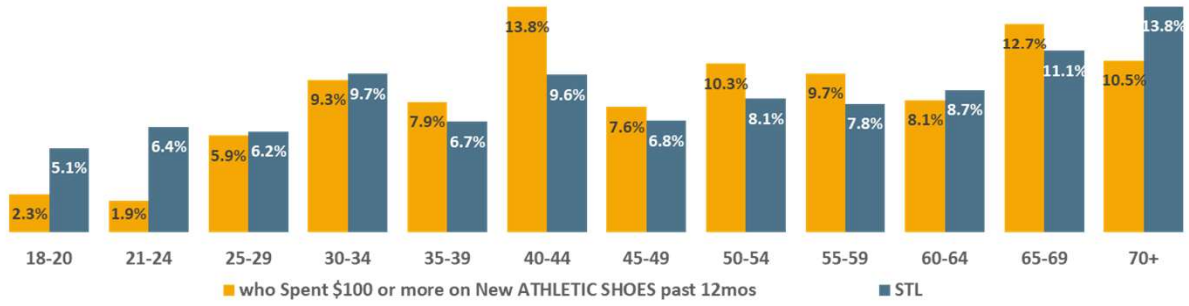
	Men	Men	Women	Women
%M vs. %F:	47.8%	48.5%	52.2%	51.5%
Average Age:	51.8	48.9	49.6	50.0
# Persons:	305,359	1,218,051	333,190	1,291,134

Ethnicity of Target vs. Market:

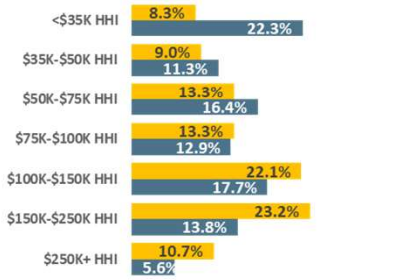


Age Cell Demographics of Target vs. Market:

Average Age:	who Spent $100 or more on New ATHLETIC SHOES past 12mos	STL
Adults 18 or older	50.7	49.5



HHI of Target vs. Market:



Avg HHI:	$131,593	$97,062

STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 603

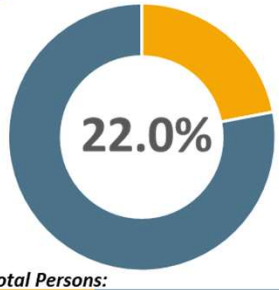
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(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

SNKRS CIN

22.% or 422,948 of CIN DMA Adults 18 or older Spent $100 or more on New ATHLETIC SHOES past 12mos. Typical Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos are 47.8 years old (2.% younger than average) and have a $133,516 (36.9% higher than average) annual household income.

Percent of Market: Adults 18 or older



- who Spent $100 or more on New ATHLETIC SHOES past 12mos
- Remainder of CIN DMA

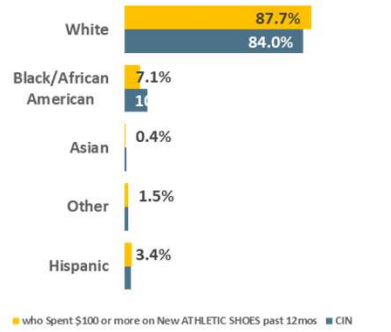
Total Persons:

422,948	1,500,472

Gender of Target vs. Market: Adults 18 or older

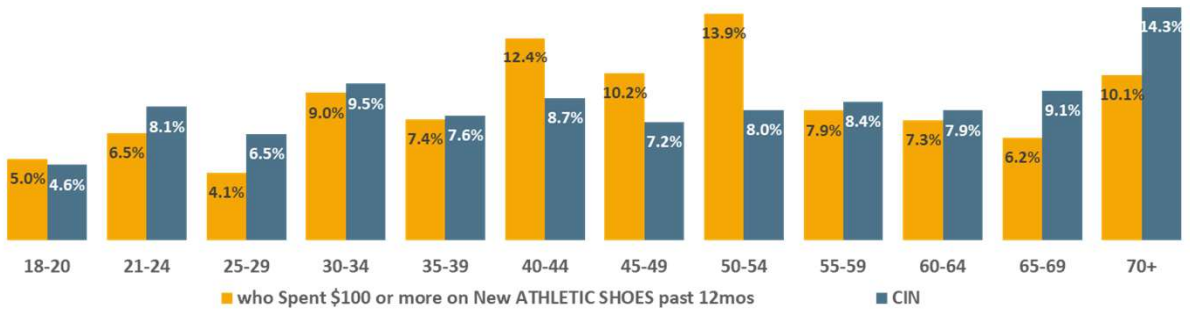
	Men	Men	Women	Women
%M vs. %F:	49.0%	48.7%	51.0%	51.3%
Average Age:	48.8	48.8	46.8	48.7
# Persons:	207,348	937,624	215,600	985,796

Ethnicity of Target vs. Market:

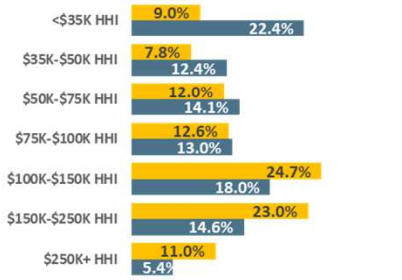


Age Cell Demographics of Target vs. Market:

	Average Age:	
Adults 18 or older	47.8	48.8



HHI of Target vs. Market:



Avg HHI:	$133,516	$97,531

CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 540

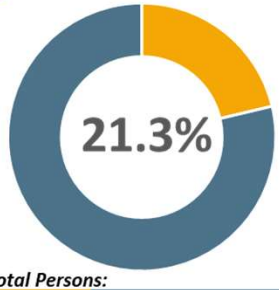
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(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

SNKRS WPB

21.3% or 407,388 of WPB DMA Adults 18 or older Spent $100 or more on New ATHLETIC SHOES past 12mos. Typical Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos are 51. years old (3.9% younger than average) and have a $148,172 (45.6% higher than average) annual household income.

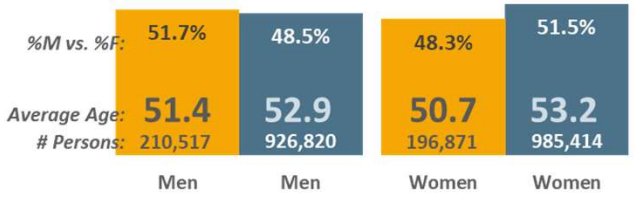
Percent of Market: Adults 18 or older



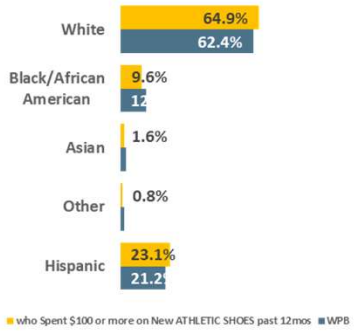
Total Persons:

407,388	1,504,846

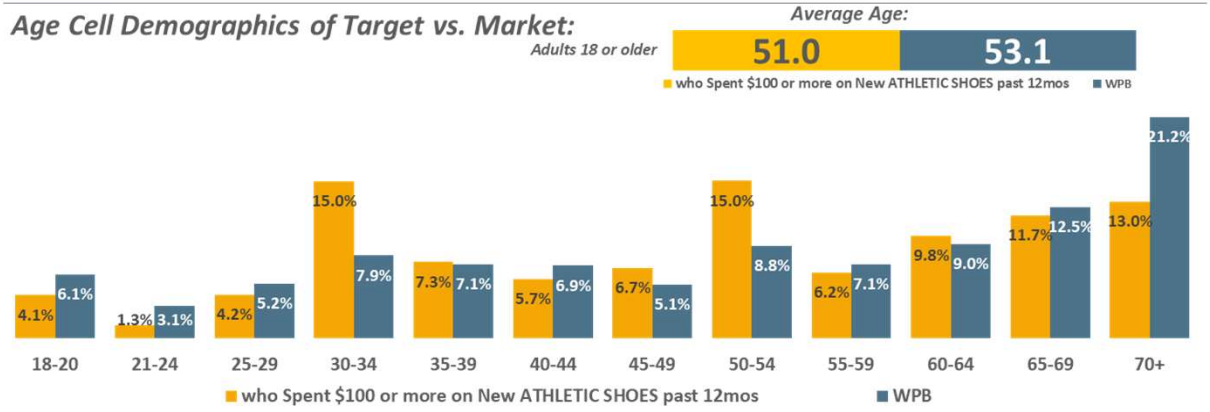
Gender of Target vs. Market: Adults 18 or older



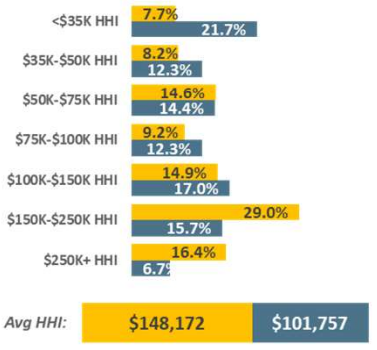
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 609

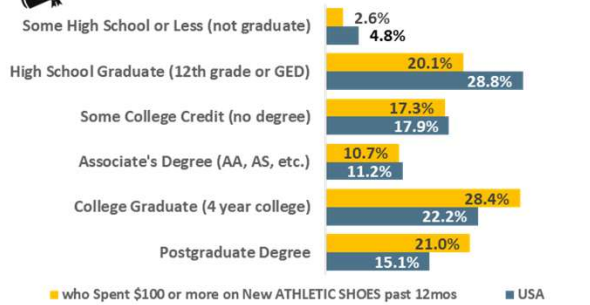
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(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

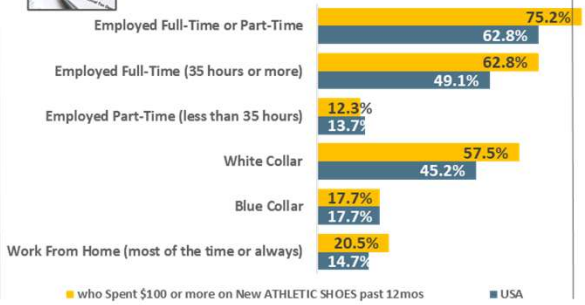
SNKRS USA

26.2% or 68,714,889 of USA Adults 18 or older Spent $100 or more on New ATHLETIC SHOES past 12mos. Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos are 32.4% more likely to be a college graduate, 27.9% more likely to work full-time, 16.% more likely to be married, 25.4% more likely to be a parent of 1 or more children under 18

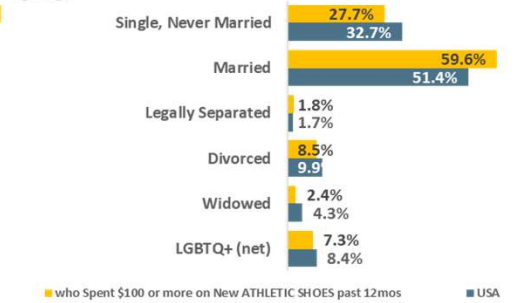
Education Levels: Adults 18 or older



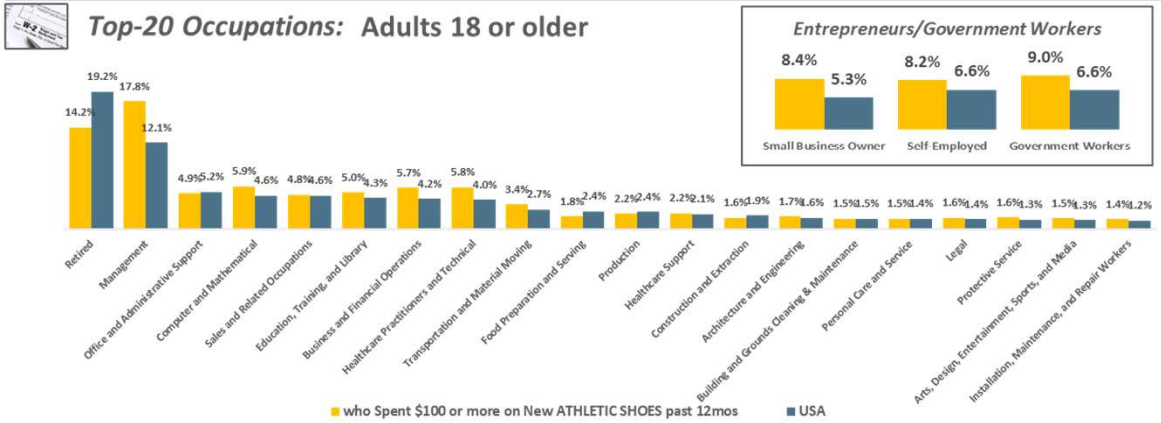
Employment: Adults 18 or older



Marital Status: Adults 18 or older

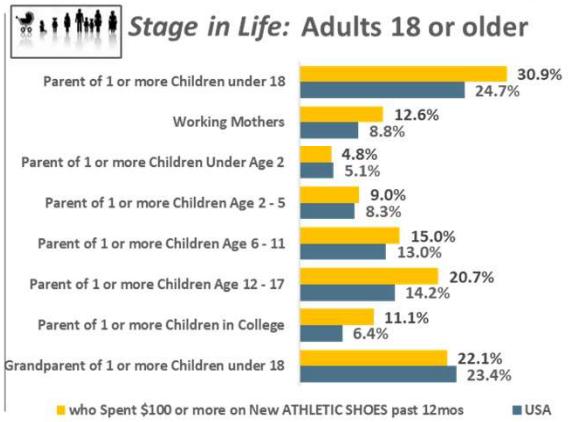


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



USA USA Projection Scarborough R2 2025: Feb24-Jun25 Qual Intab 6,819

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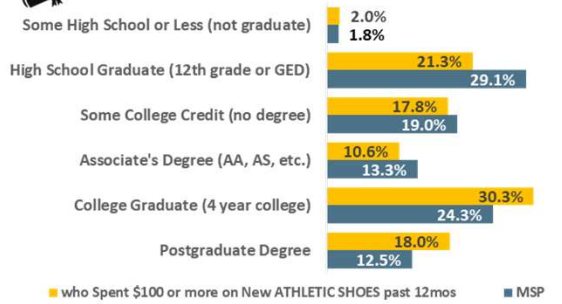
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,947

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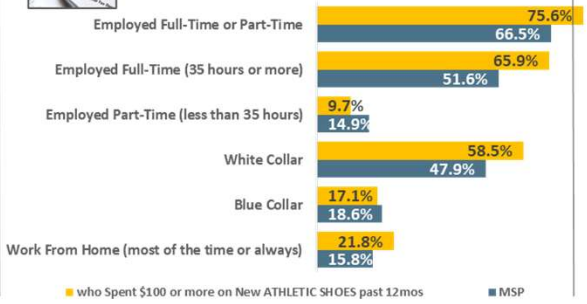
SNKRS MSP

24.4% or 946,141 of MSP DMA Adults 18 or older Spent $100 or more on New ATHLETIC SHOES past 12mos. Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos are 31.1% more likely to be a college graduate, 27.7% more likely to work full-time, 13.3% more likely to be married, 39.8% more likely to be a parent of 1 or more children under 1

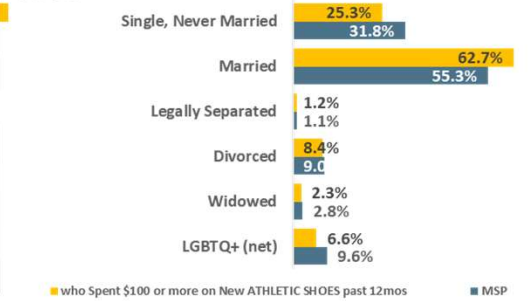
Education Levels: Adults 18 or older



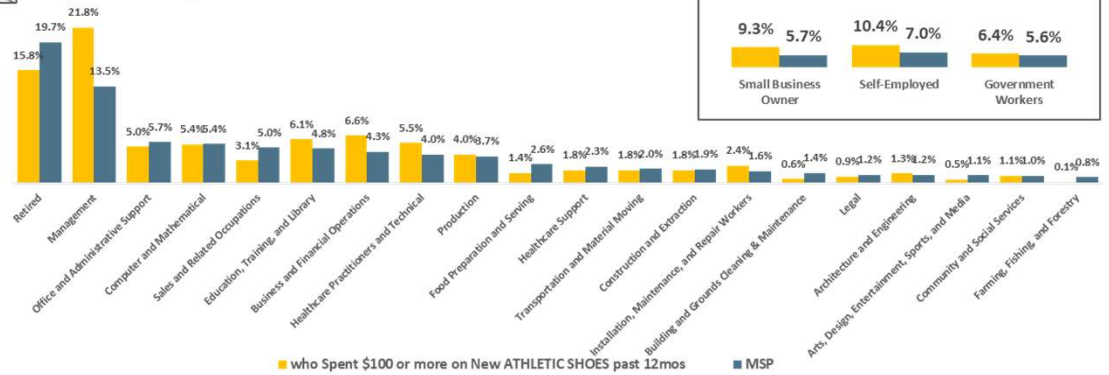
Employment: Adults 18 or older



Marital Status: Adults 18 or older

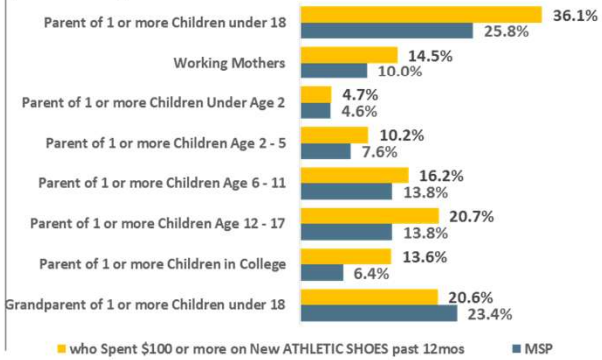


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 530

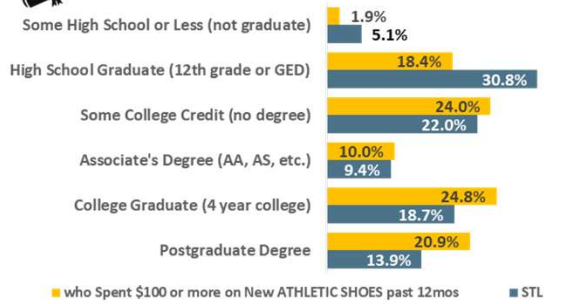
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(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

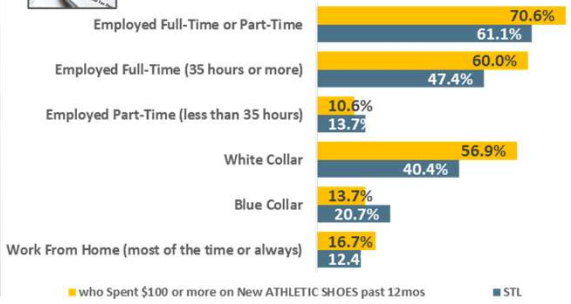
SNKRS STL

25.4% or 638,549 of STL DMA Adults 18 or older Spent $100 or more on New ATHLETIC SHOES past 12mos. Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos are 40.2% more likely to be a college graduate, 26.4% more likely to work full-time, 25.% more likely to be married, 28.3% more likely to be a parent of 1 or more children under 18

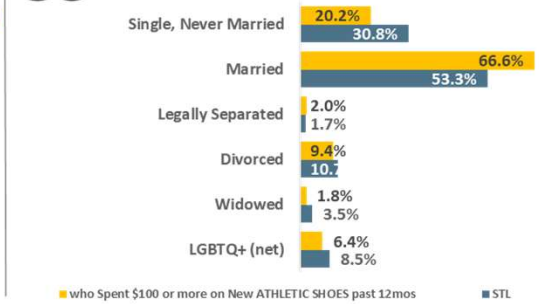
Education Levels: Adults 18 or older



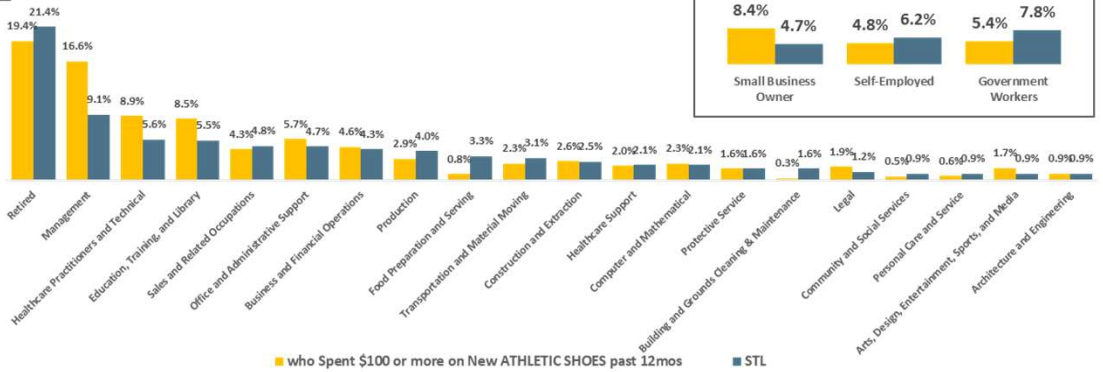
Employment: Adults 18 or older



Marital Status: Adults 18 or older

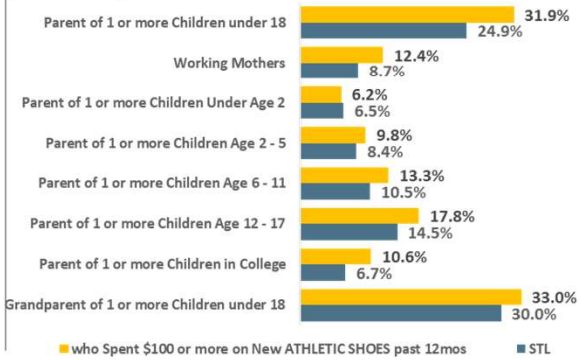


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 603

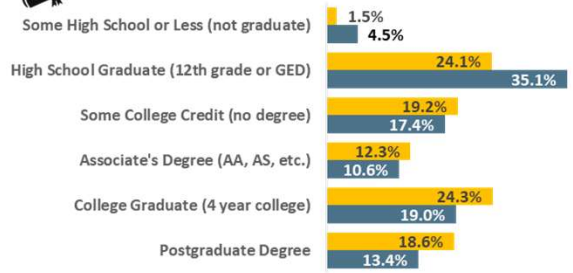
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(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

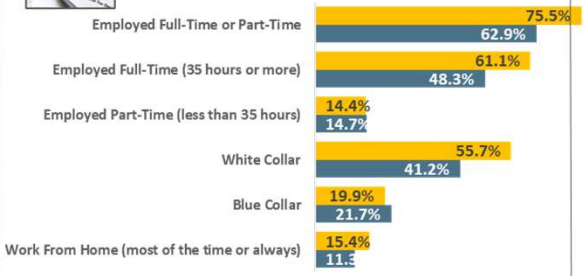
SNKRS CIN

22.% or 422,948 of CIN DMA Adults 18 or older Spent $100 or more on New ATHLETIC SHOES past 12mos. Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos are 32.7% more likely to be a college graduate, 26.7% more likely to work full-time, 6.9% more likely to be married, 35.7% more likely to be a parent of 1 or more children under 18

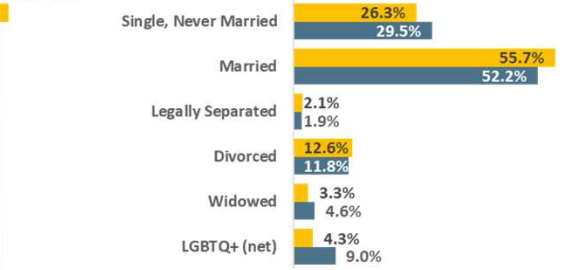
Education Levels: Adults 18 or older



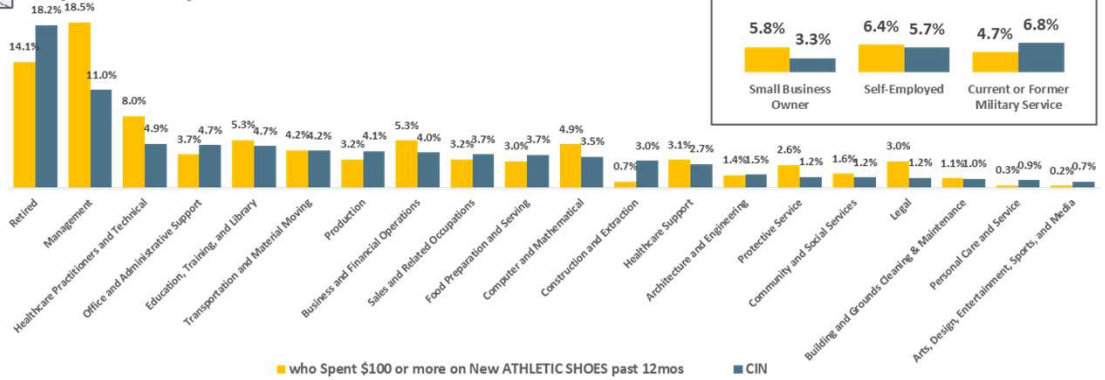
Employment: Adults 18 or older



Marital Status: Adults 18 or older

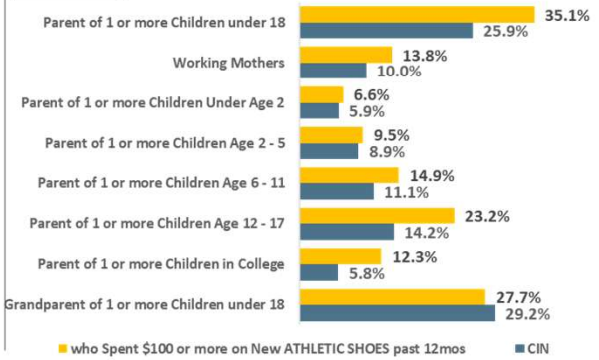


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 540

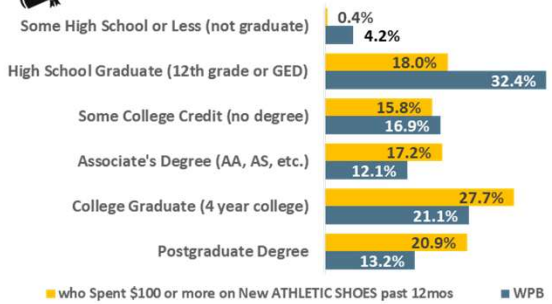
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(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

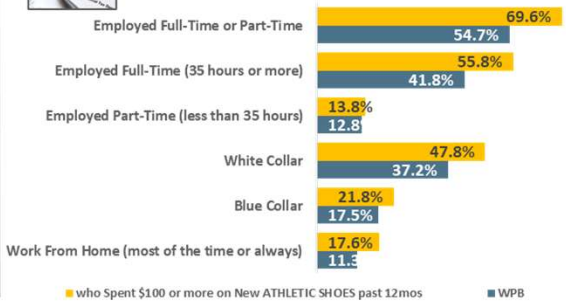
SNKRS WPB

21.3% or 407,388 of WPB DMA Adults 18 or older Spent $100 or more on New ATHLETIC SHOES past 12mos. Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos are 41.6% more likely to be a college graduate, 33.3% more likely to work full-time, 23.% more likely to be married, 40.% more likely to be a parent of 1 or more children under 18.

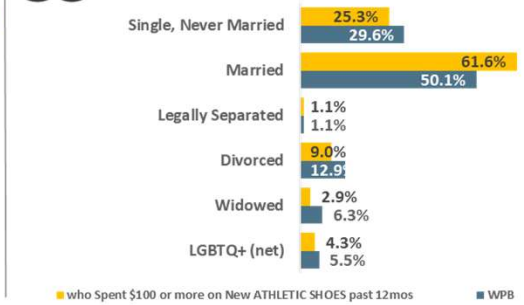
Education Levels: Adults 18 or older



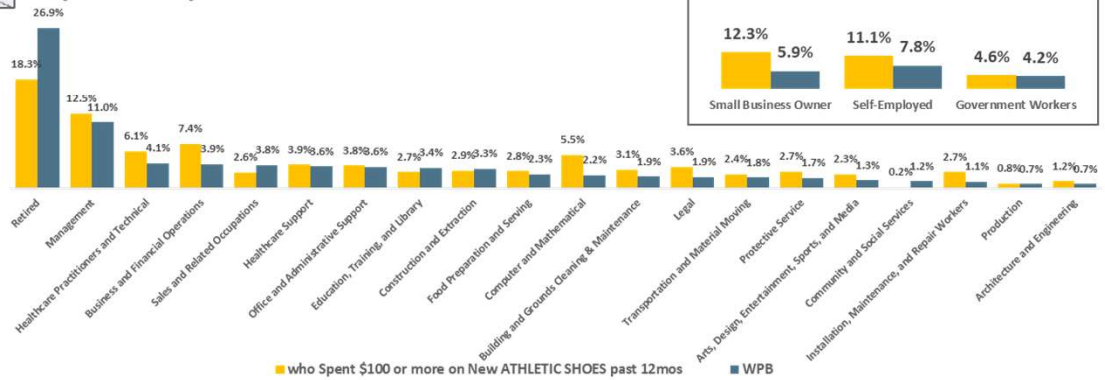
Employment: Adults 18 or older



Marital Status: Adults 18 or older

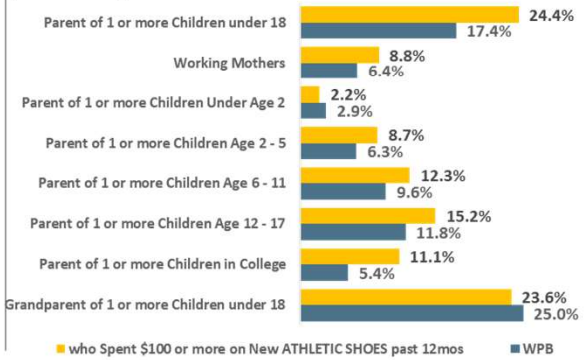


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 609

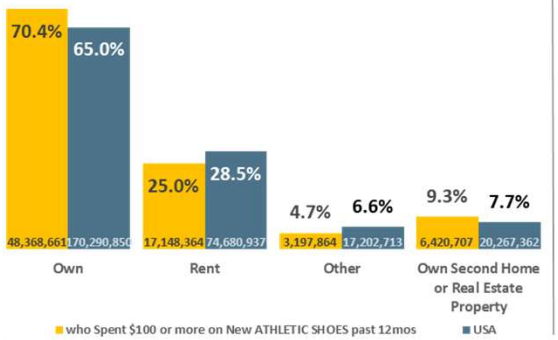
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(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

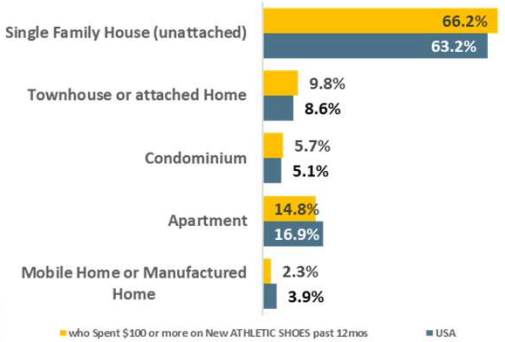
SNKRS USA

26.2% or 68,714,889 of USA Adults 18 or older Spent $100 or more on New ATHLETIC SHOES past 12mos. Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos are 8.4% more likely to own their home, 41.4% more likely to own a higher valued home, 4.8% more likely to have a single-family home, 19.5% more likely to have a dog.

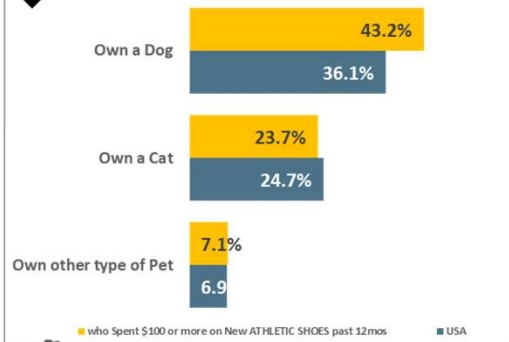
Own/Rent/Other: Adults 18 or older



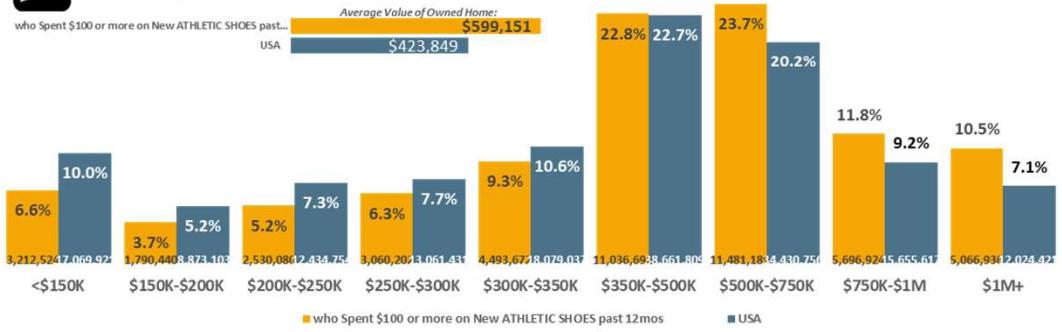
Type of Home: Adults 18 or older



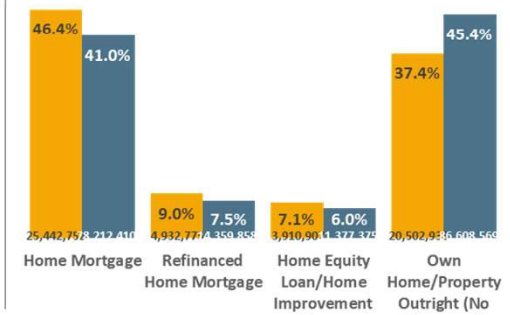
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R2 2025: Feb24-Jun25* *Qual Intab* *6,819*

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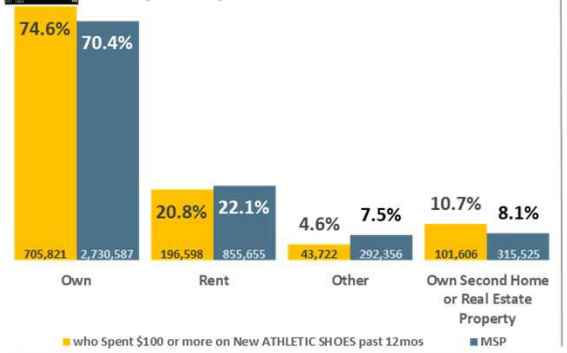
USA Projection *Scarborough R1 2025: Feb24-Mar25* *Qual Intab* *24,947*

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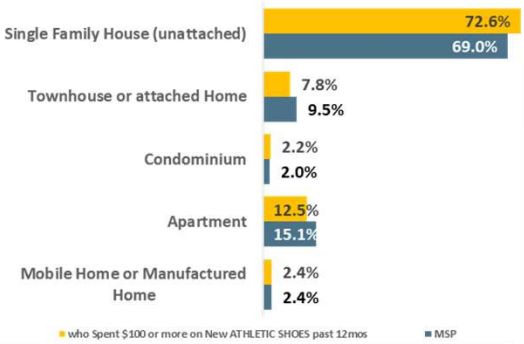
SNKRS MSP

24.4% or 946,141 of MSP DMA Adults 18 or older Spent $100 or more on New ATHLETIC SHOES past 12mos. Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos are 6.% more likely to own their home, 10.% more likely to own a higher valued home, 5.3% more likely to have a single-family home, 27.9% more likely to have a dog.

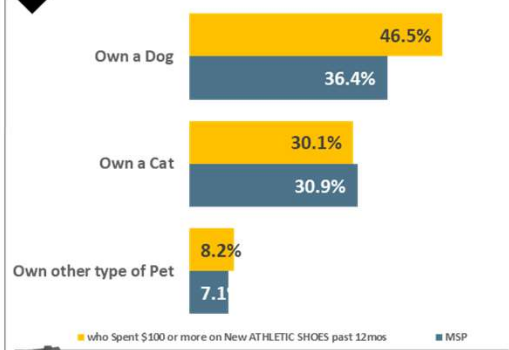
Own/Rent/Other: Adults 18 or older



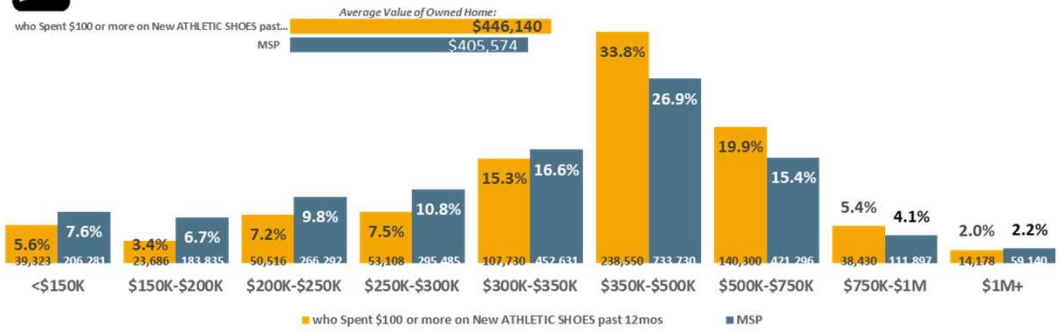
Type of Home: Adults 18 or older



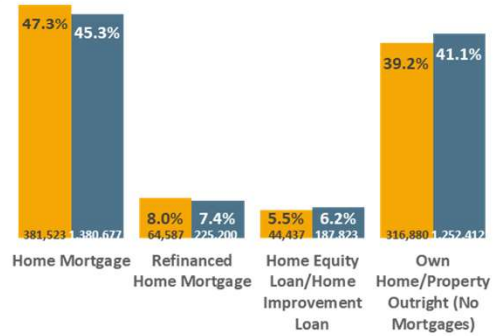
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 530

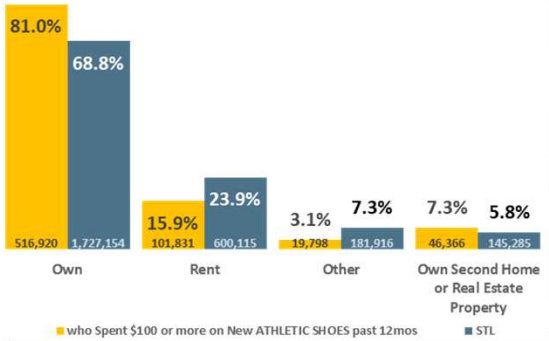
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(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

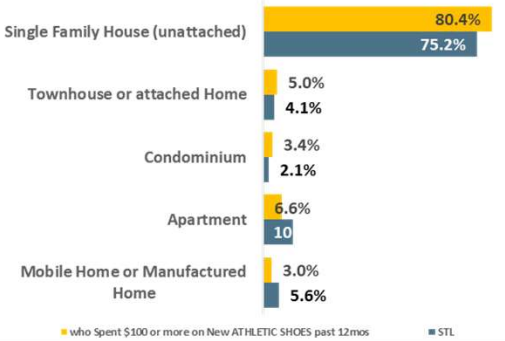
SNKRS STL

25.4% or 638,549 of STL DMA Adults 18 or older Spent $100 or more on New ATHLETIC SHOES past 12mos. Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos are 17.6% more likely to own their home, 18.2% more likely to own a higher valued home, 7.% more likely to have a single-family home, 8.5% more likely to have a dog.

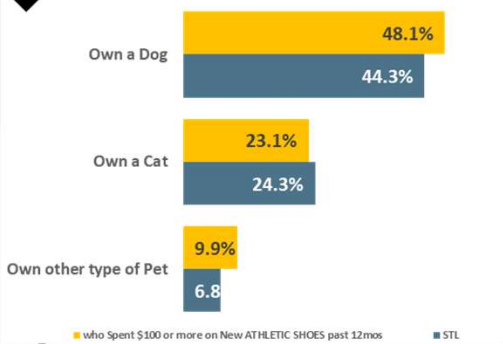
Own/Rent/Other: Adults 18 or older



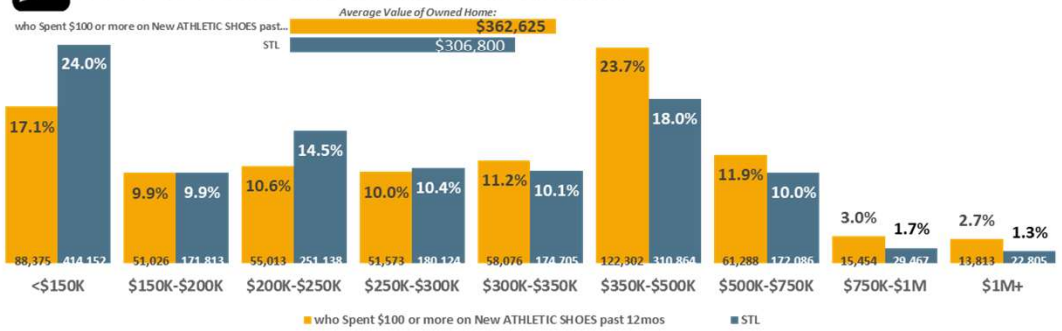
Type of Home: Adults 18 or older



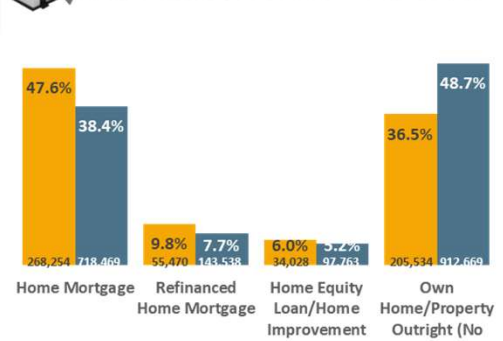
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 603

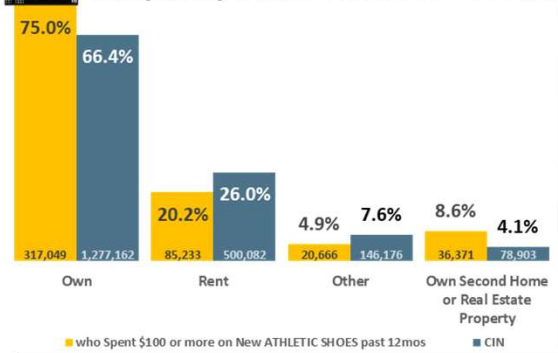
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(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

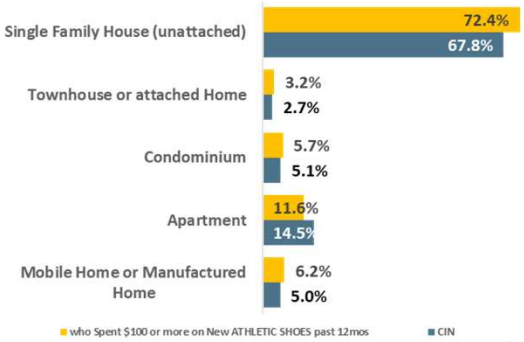
SNKRS CIN

22.% or 422,948 of CIN DMA Adults 18 or older Spent $100 or more on New ATHLETIC SHOES past 12mos. Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos are 12.9% more likely to own their home, 14.4% more likely to own a higher valued home, 6.8% more likely to have a single-family home, 20.1% more likely to have a dog.

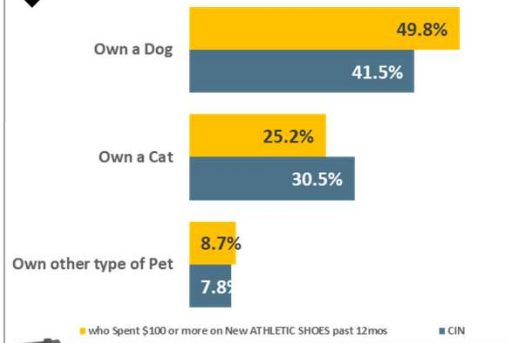
Own/Rent/Other: Adults 18 or older



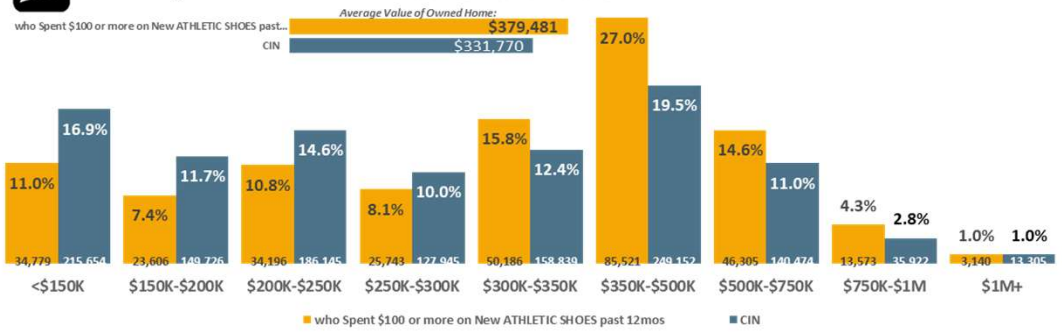
Type of Home: Adults 18 or older



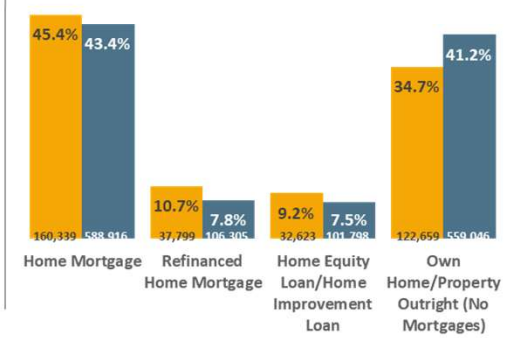
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 540

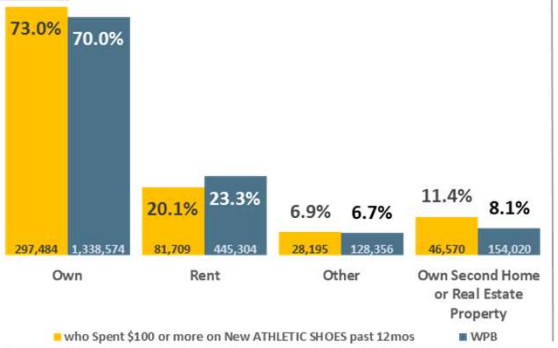
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(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

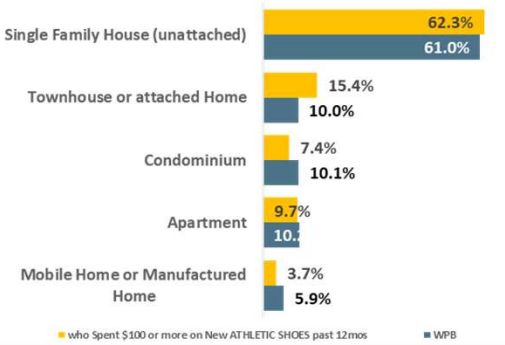
SNKRS WPB

21.3% or 407,388 of WPB DMA Adults 18 or older Spent $100 or more on New ATHLETIC SHOES past 12mos. Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos are 4.3% more likely to own their home, 25.% more likely to own a higher valued home, 2.% more likely to have a single-family home, 41.4% more likely to have a dog.

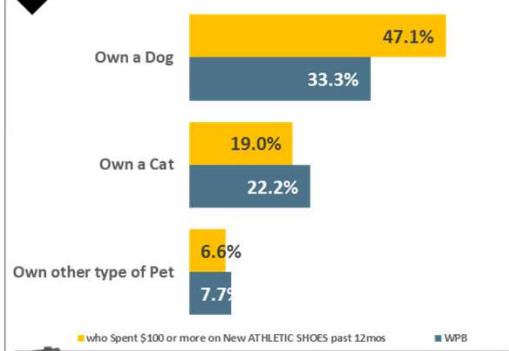
Own/Rent/Other: Adults 18 or older



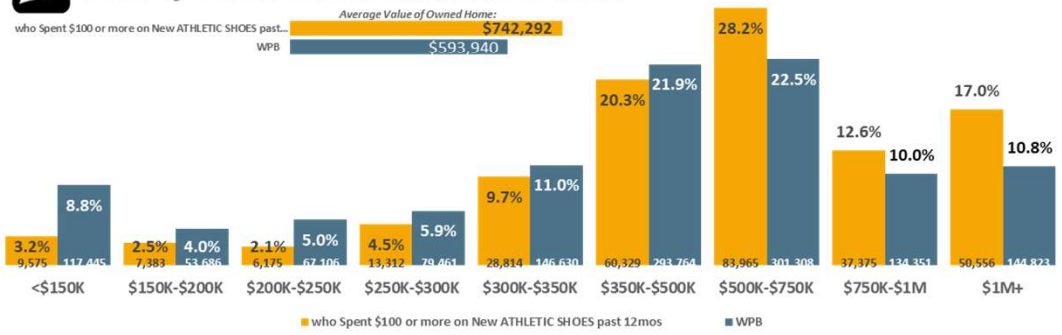
Type of Home: Adults 18 or older



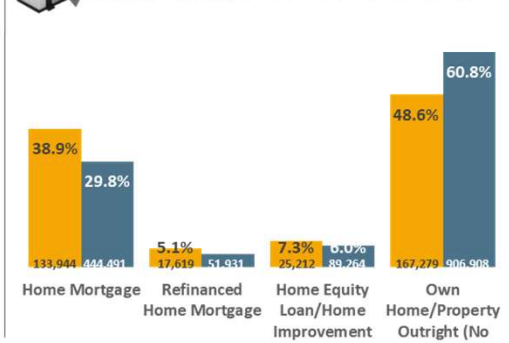
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 609

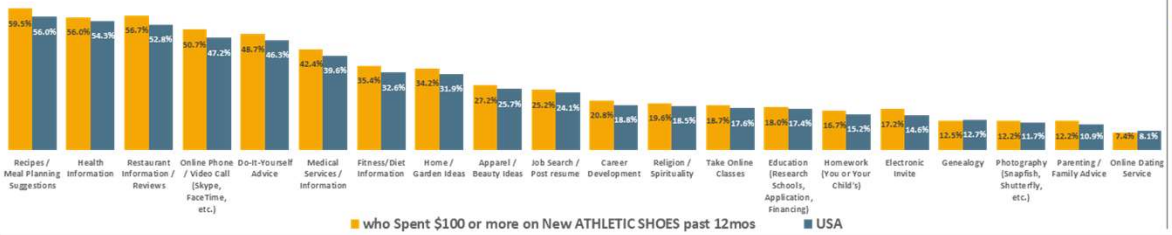
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(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

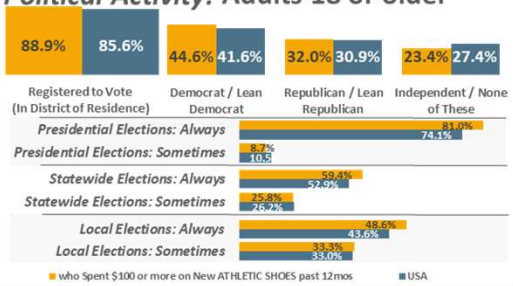
SNKRS USA

26.2% or 68,714,889 of USA Adults 18 or older Spent $100 or more on New ATHLETIC SHOES past 12mos. Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos are 5.1% more likely to look up D-I-Y advice online, 11.5% more likely to always vote in local elections, 54.% more likely to belong to a gym, 25.7% more likely to fly domestic pas

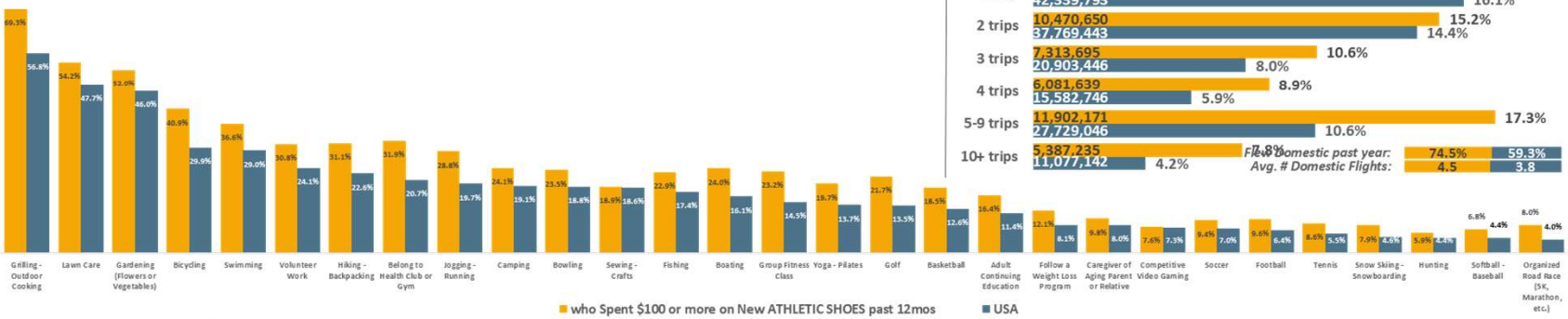
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

USA USA Projection Scarborough R2 2025: Feb24-Jun25 Qual Intab 6,819

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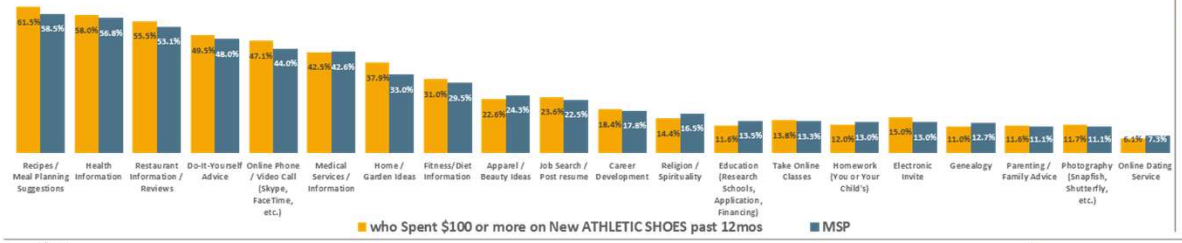
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,947

(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

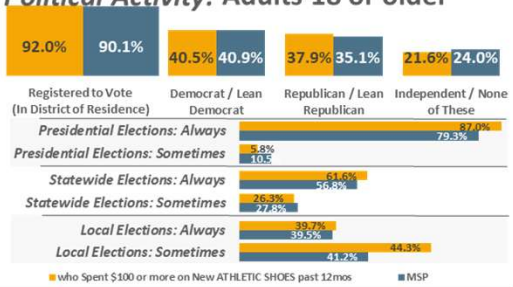
SNKRS MSP

24.4% or 946,141 of MSP DMA Adults 18 or older Spent $100 or more on New ATHLETIC SHOES past 12mos. Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos are 3.1% more likely to look up D-I-Y advice online, .5% more likely to always vote in local elections, 60.2% more likely to belong to a gym, 26.2% more likely to fly domestic past

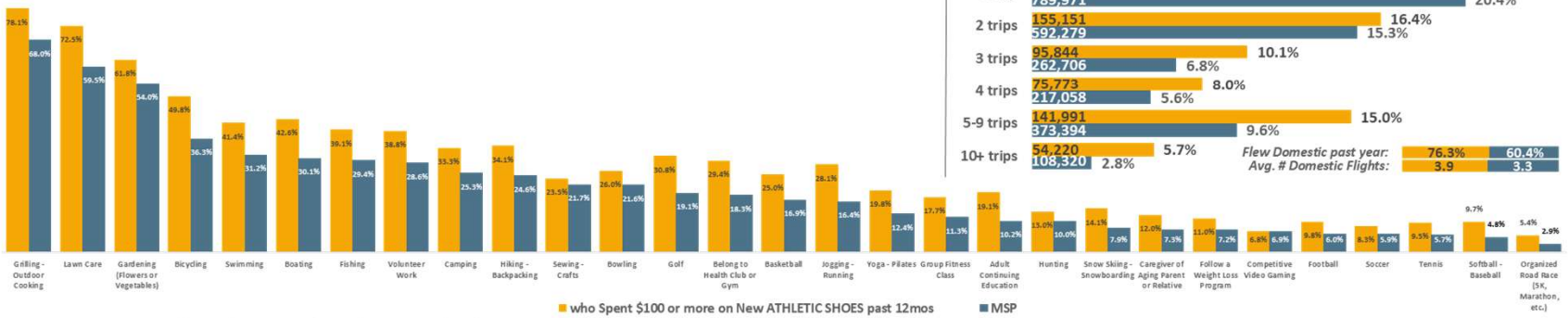
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 530

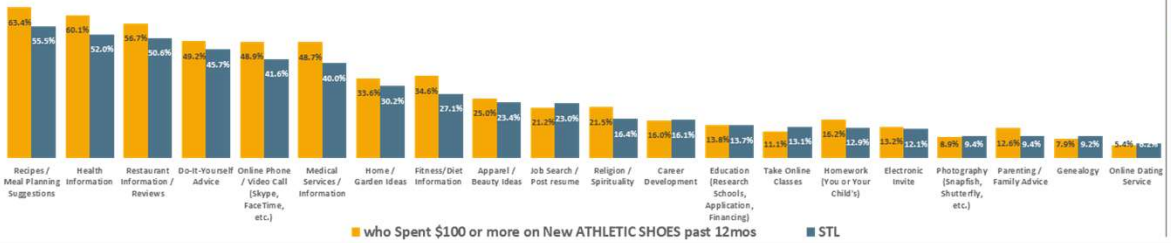
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(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

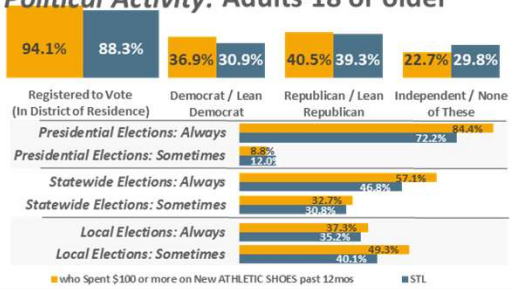
SNKRS STL

25.4% or 638,549 of STL DMA Adults 18 or older Spent $100 or more on New ATHLETIC SHOES past 12mos. Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos are 7.6% more likely to look up D-I-Y advice online, 5.8% more likely to always vote in local elections, 38.3% more likely to belong to a gym, 25.6% more likely to fly domestic pas

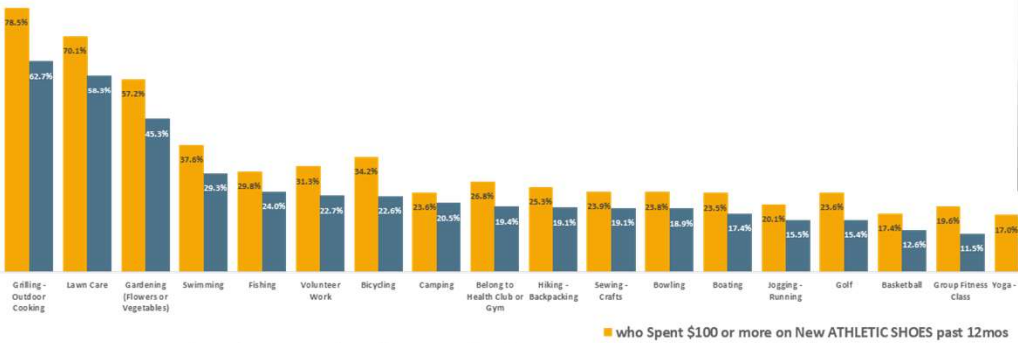
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



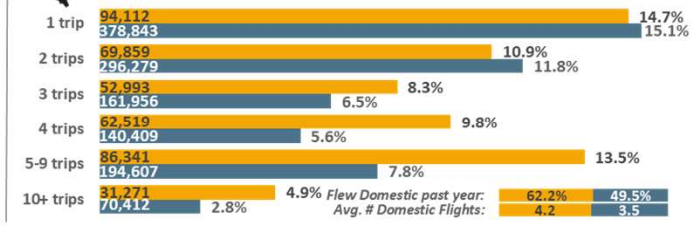
Political Activity: Adults 18 or older



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



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



STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 603

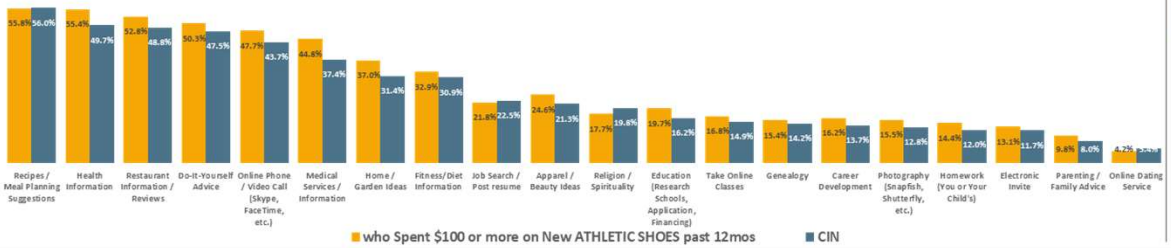
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(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

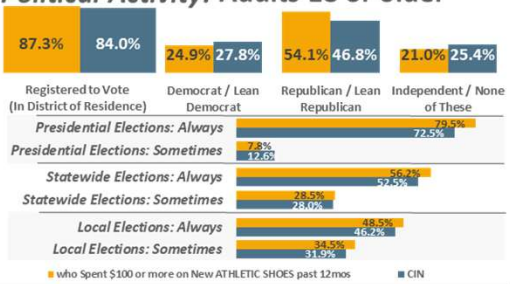
SNKRS CIN

22.% or 422,948 of CIN DMA Adults 18 or older Spent $100 or more on New ATHLETIC SHOES past 12mos. Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos are 5.9% more likely to look up D-I-Y advice online, 5.% more likely to always vote in local elections, 65.% more likely to belong to a gym, 31.2% more likely to fly domestic past

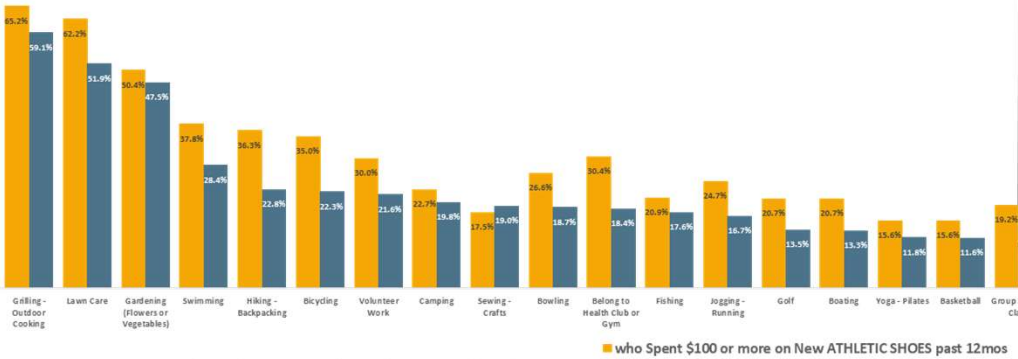
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



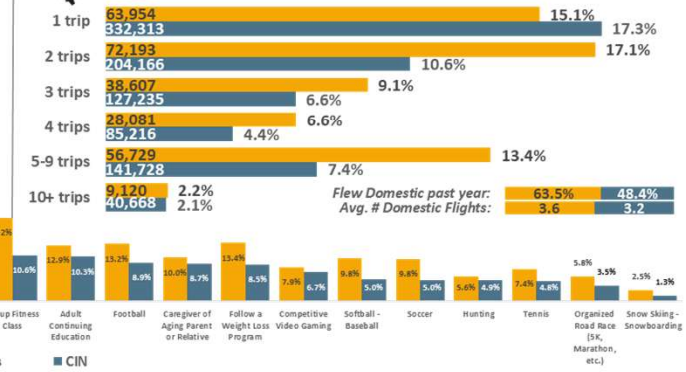
Political Activity: Adults 18 or older



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



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



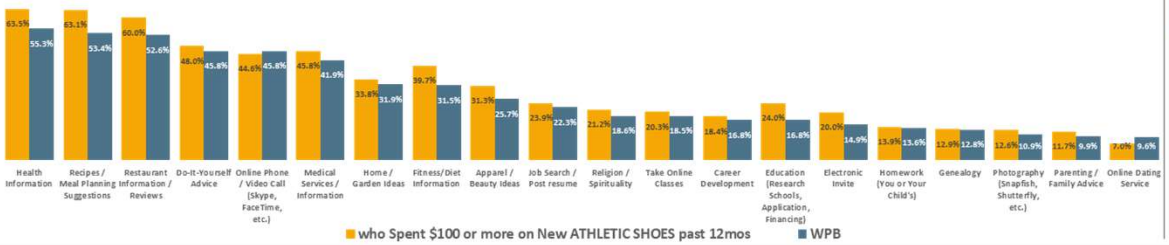
CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 540

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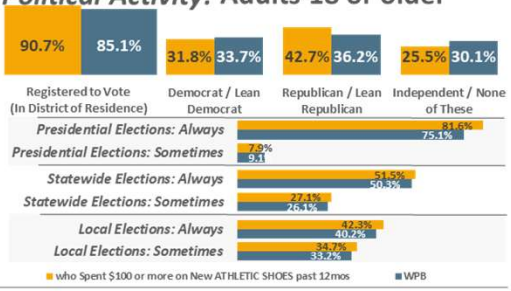
(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

21.3% or 407,388 of WPB DMA Adults 18 or older Spent $100 or more on New ATHLETIC SHOES past 12mos. Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos are 4.7% more likely to look up D-I-Y advice online, 5.1% more likely to always vote in local elections, 55.2% more likely to belong to a gym, 31.1% more likely to fly domestic pas

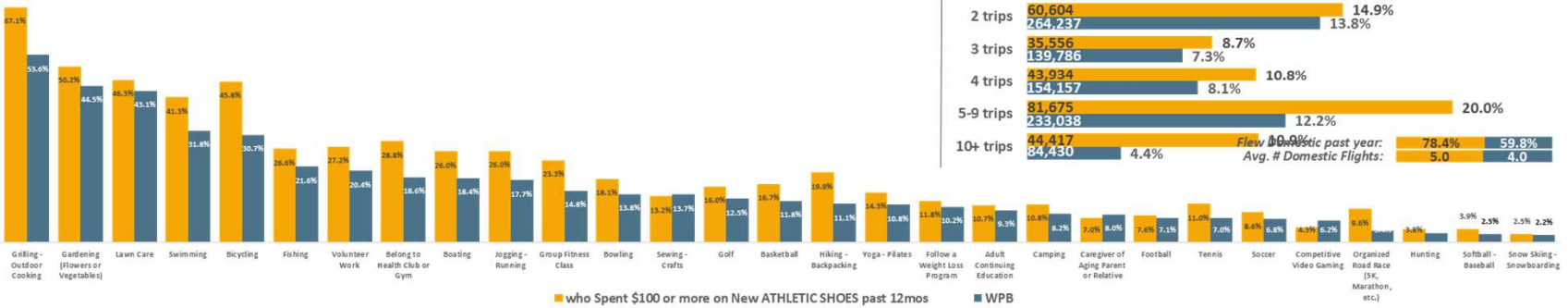
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 609

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(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

SNKRS USA

26.2% or 68,714,889 of USA Adults 18 or older Spent $100 or more on New ATHLETIC SHOES past 12mos. Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos are 5.2% more likely to use QSRs past mo., 11.9% more likely to use Sit-Down Restaurants past mo., 14.5% more likely to use Casinos past yr., 11.2% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 89.0% 84.6% — 61,181,068 — 221,820,262

Avg. Monthly QSR Meals: 6.6 — 6.1

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



Total Monthly Sit-Down Restaurant Users: 81.0% 72.4% — 55,660,345 — 189,804,199

Avg. Monthly Sit-Down Restaurant Meals: 4.3 — 3.9

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

who Spent $100 or more on New ATHLETIC SHOES past... 17,032,35[illegible] — 24.8%

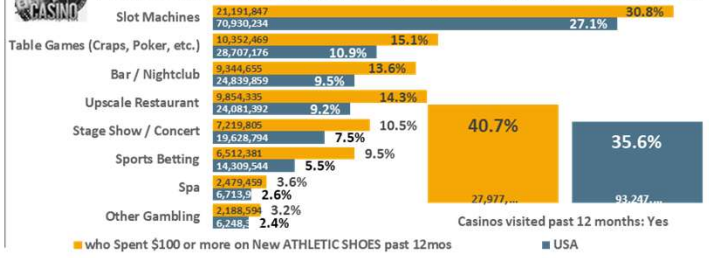
USA [illegible] — 19.8%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



USA *USA Projection* *Scarborough R2 2025: Feb24-Jun25* *Qual Intab* *6,819*

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USA Projection *Scarborough R1 2025: Feb24-Mar25* *Qual Intab* *24,947*

(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

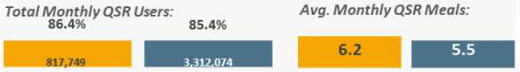
SNKRS MSP

24.4% or 946,141 of MSP DMA Adults 18 or older Spent $100 or more on New ATHLETIC SHOES past 12mos. Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos are 1.2% more likely to use QSRs past mo., 8.3% more likely to use Sit-Down Restaurants past mo., 13.% more likely to use Casinos past yr., .8% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:

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



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:

Top-10 Cuisines: Adults 18 or older

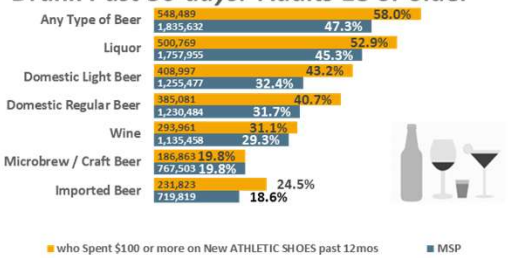
(Sit-Down Restaurants Used Past 30-days)



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

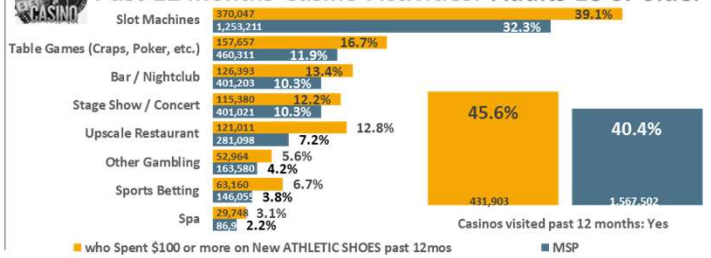


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 530

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(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

SNKRS STL

25.4% or 638,549 of STL DMA Adults 18 or older Spent $100 or more on New ATHLETIC SHOES past 12mos. Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos are 6.4% more likely to use QSRs past mo., 17.1% more likely to use Sit-Down Restaurants past mo., 22.% more likely to use Casinos past yr., 35.1% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



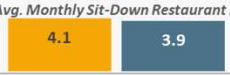
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:

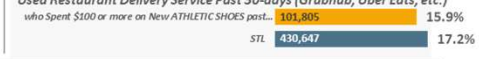


Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

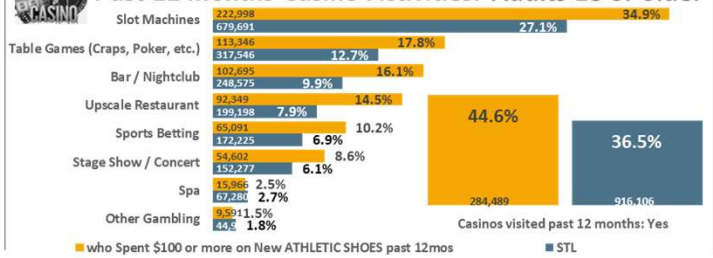


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 603

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(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

SNKRS CIN

22.% or 422,948 of CIN DMA Adults 18 or older Spent $100 or more on New ATHLETIC SHOES past 12mos. Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos are 6.4% more likely to use QSRs past mo., 10.2% more likely to use Sit-Down Restaurants past mo., 30.9% more likely to use Casinos past yr., 9.8% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



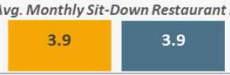
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

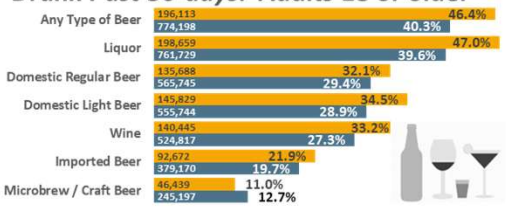
(Sit-Down Restaurants Used Past 30-days)



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

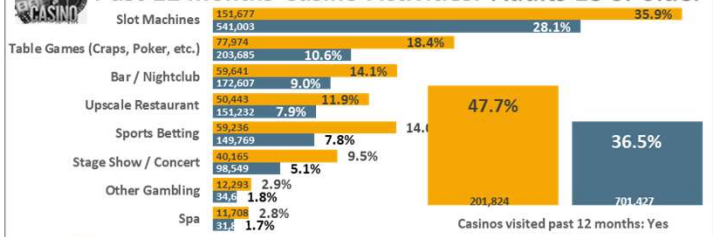


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 540

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(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

SNKRS WPB

21.3% or 407,388 of WPB DMA Adults 18 or older Spent $100 or more on New ATHLETIC SHOES past 12mos. Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos are 10.2% more likely to use QSRs past mo., 12.1% more likely to use Sit-Down Restaurants past mo., 35.8% more likely to use Casinos past yr., 31.6% more likely to smoke cigarettes

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 83.7% 341,007 | 75.9% 1,452,304

Avg. Monthly QSR Meals: 5.9 | 5.4

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



Total Monthly Sit-Down Restaurant Users: 81.9% 333,513 | 73.0% 1,396,169

Avg. Monthly Sit-Down Restaurant Meals: 5.3 | 4.2

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

who Spent $100 or more on New ATHLETIC SHOES past... 113,657 27.9%

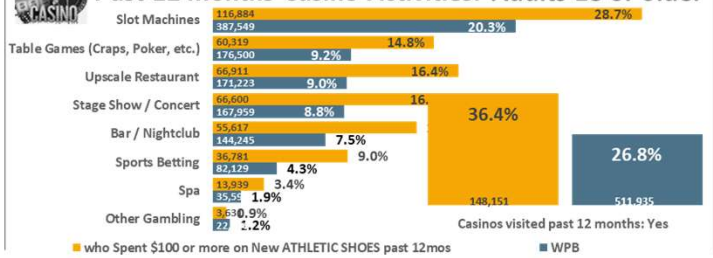
WPB 321,590 16.8%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 609

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(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

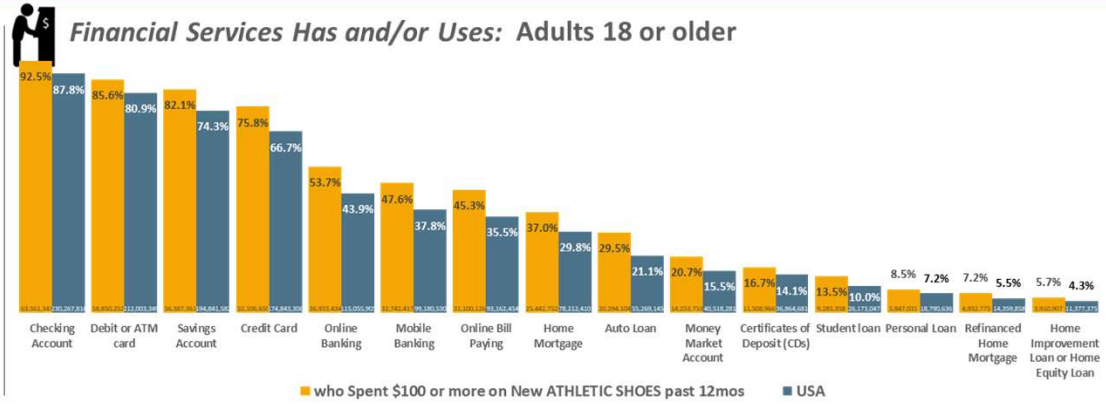
SNKRS USA

26.2% or 68,714,889 of USA Adults 18 or older Spent $100 or more on New ATHLETIC SHOES past 12mos. Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos are 28.1% more likely to have a 401K, 40.1% more likely to have an Auto Loan, 38.5% more likely to Invest/Trade Stocks Online, 2.5% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



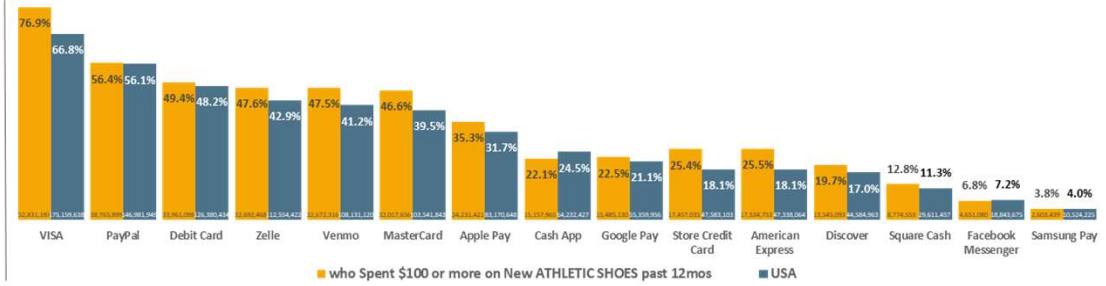
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



USA USA Projection Scarborough R2 2025: Feb24-Jun25 Qual Intab 6,819

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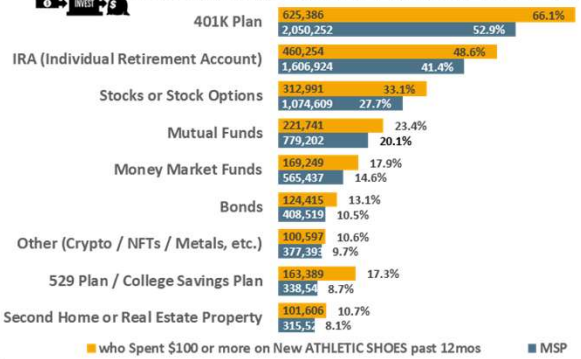
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,947

(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

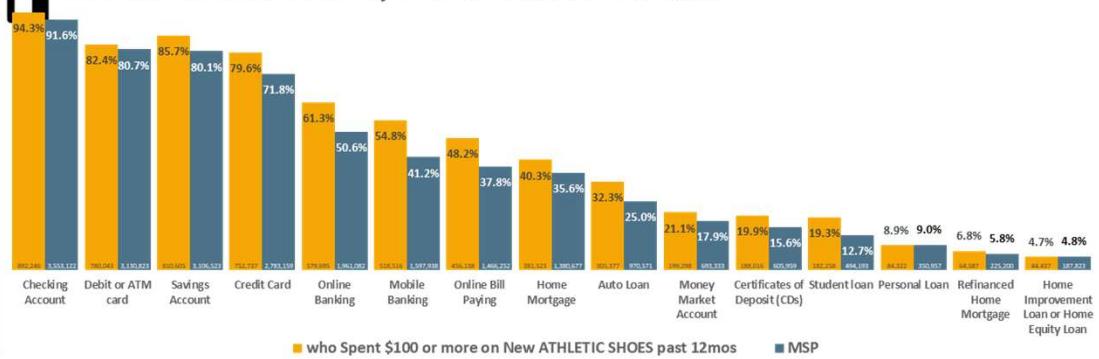
SNKRS MSP

24.4% or 946,141 of MSP DMA Adults 18 or older Spent $100 or more on New ATHLETIC SHOES past 12mos. Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos are 25.% more likely to have a 401K, 29.% more likely to have an Auto Loan, 29.9% more likely to Invest/Trade Stocks Online, 1.3% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



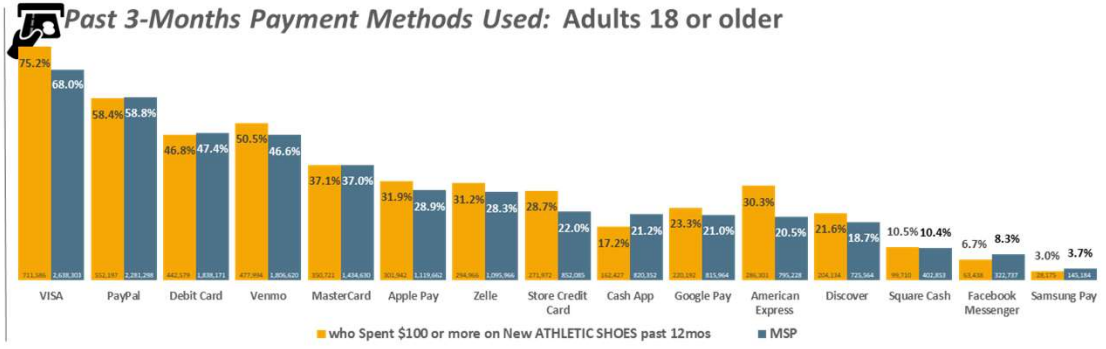
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 530

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(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

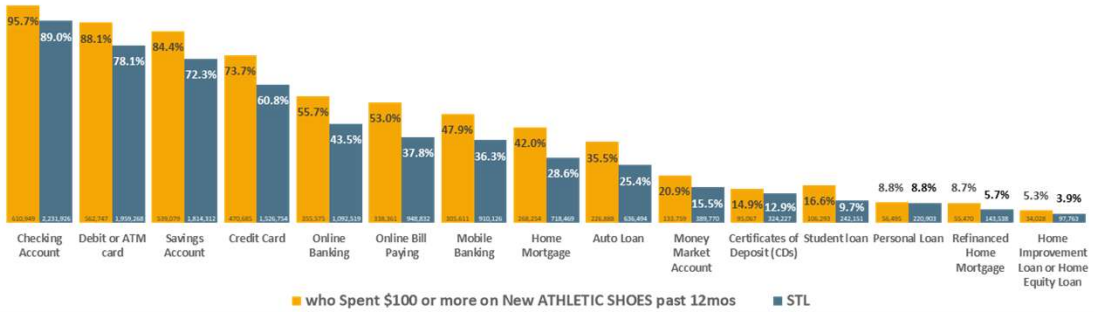
SNKRS STL

25.4% or 638,549 of STL DMA Adults 18 or older Spent $100 or more on New ATHLETIC SHOES past 12mos. Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos are 28.8% more likely to have a 401K, 40.1% more likely to have an Auto Loan, 25.1% more likely to Invest/Trade Stocks Online, 5.7% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



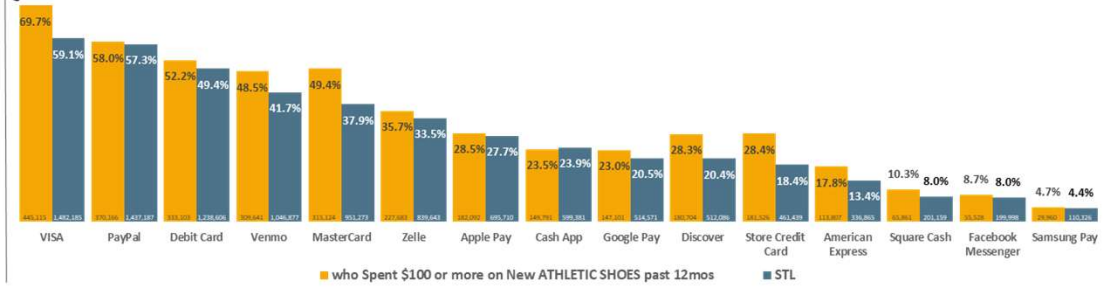
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



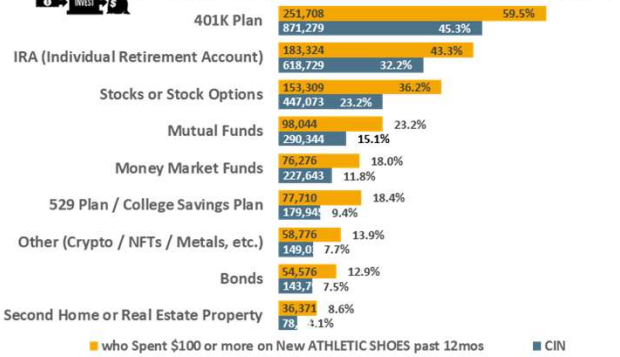
STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 603

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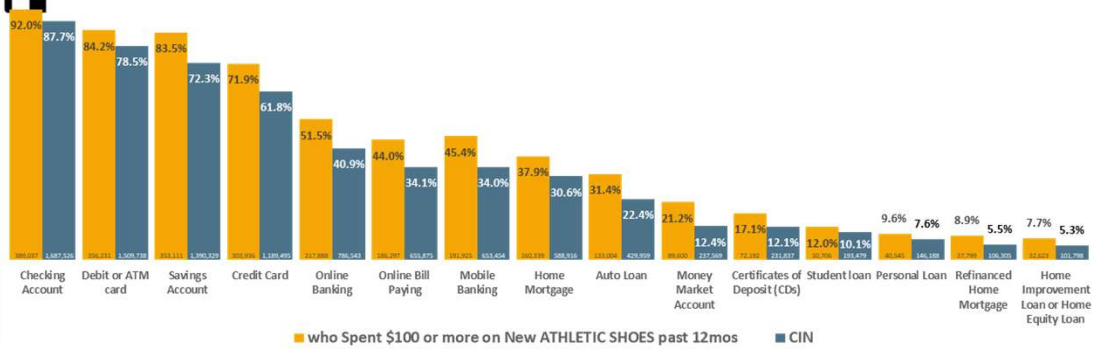
(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

22.% or 422,948 of CIN DMA Adults 18 or older Spent $100 or more on New ATHLETIC SHOES past 12mos. Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos are 31.4% more likely to have a 401K, 40.7% more likely to have an Auto Loan, 62.8% more likely to Invest/Trade Stocks Online, 5.1% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



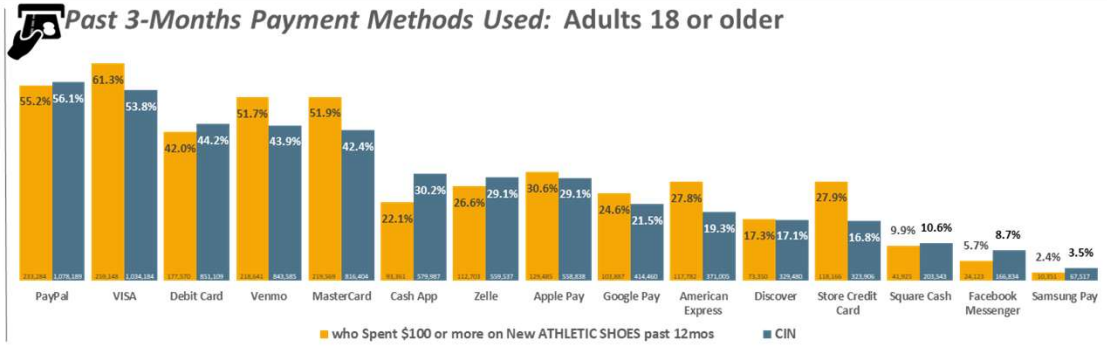
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



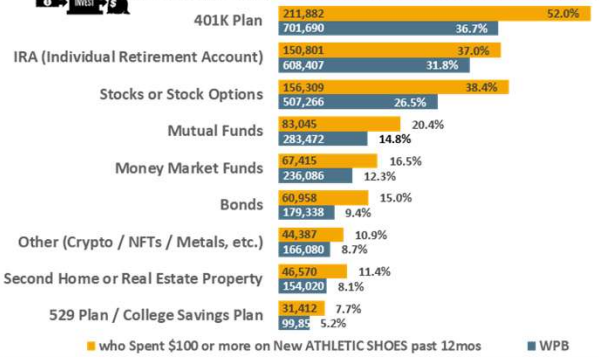
CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 540

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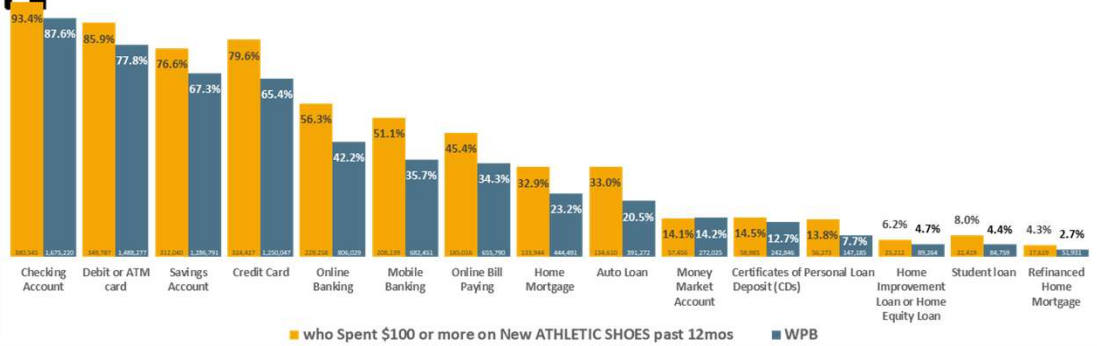
(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

21.3% or 407,388 of WPB DMA Adults 18 or older Spent $100 or more on New ATHLETIC SHOES past 12mos. Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos are 41.7% more likely to have a 401K, 61.5% more likely to have an Auto Loan, 37.% more likely to Invest/Trade Stocks Online, 5.6% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



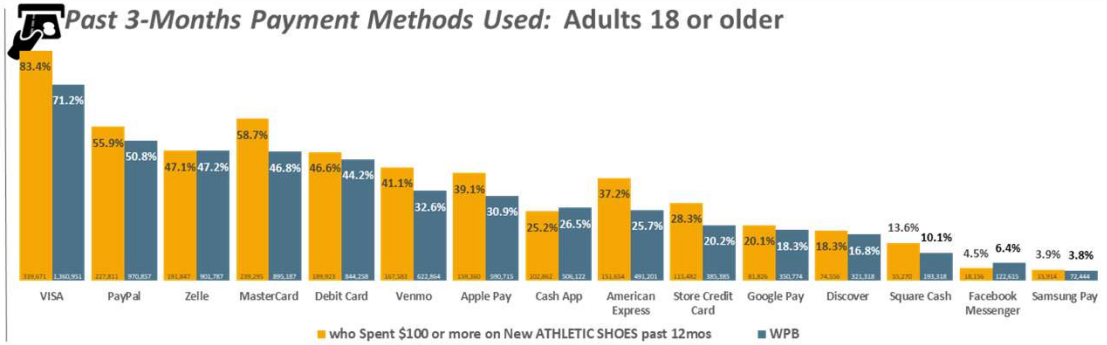
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



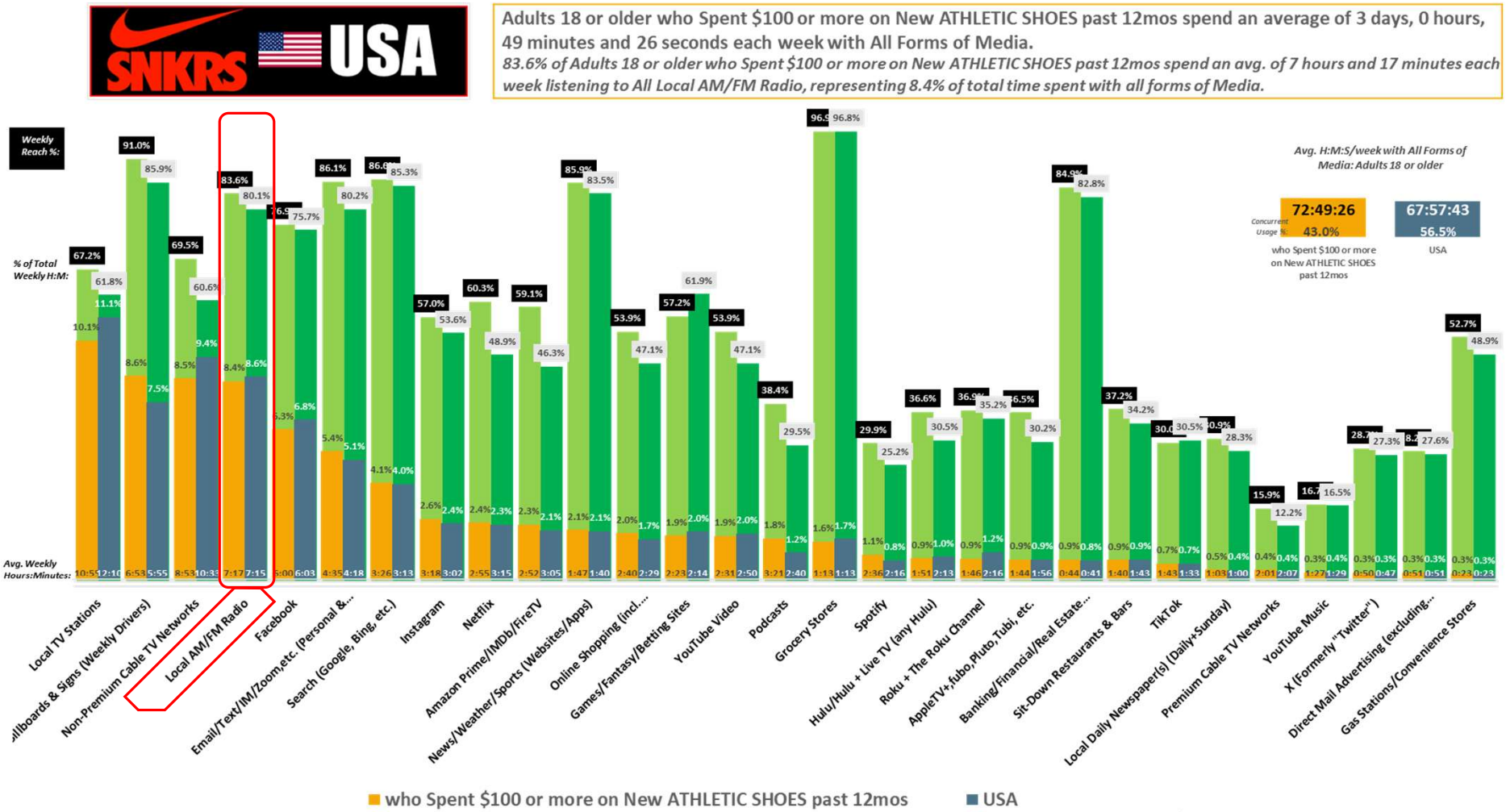
Past 3-Months Payment Methods Used: Adults 18 or older



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 609

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(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

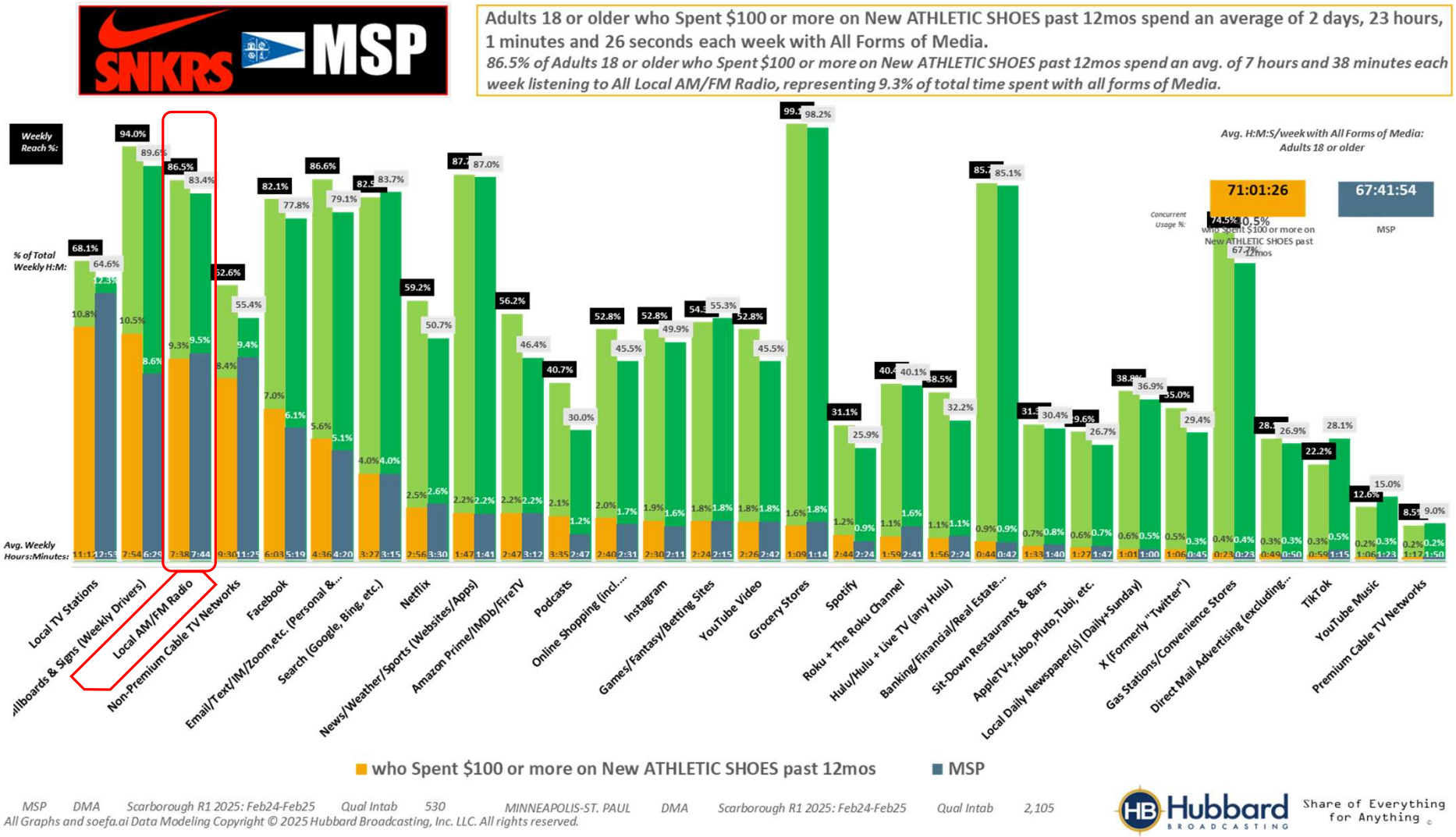


USA USA Projection Scarborough R2 2025: Feb24-Jun25 Qual Intab 6,819 USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,947

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(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

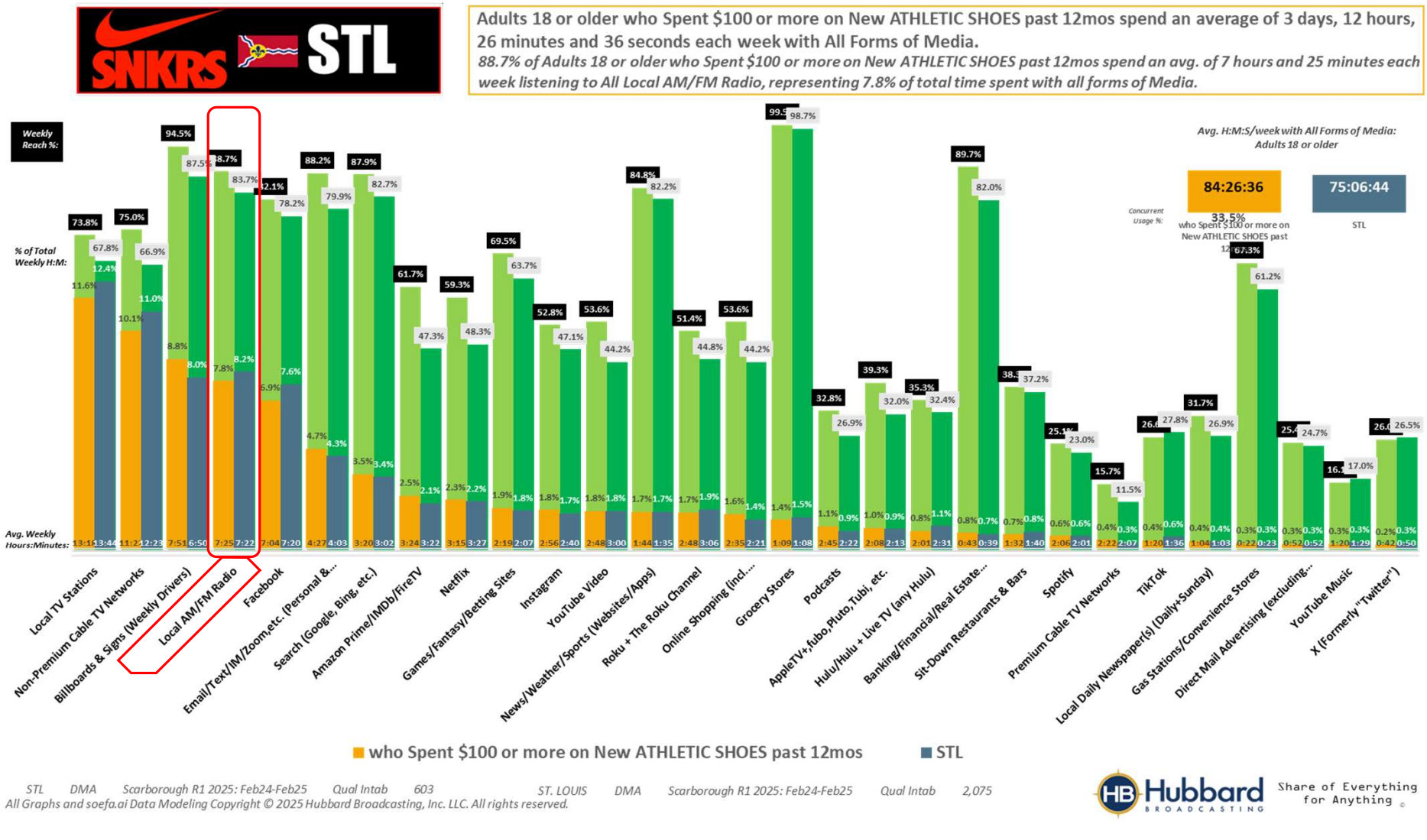


MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 530 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,105

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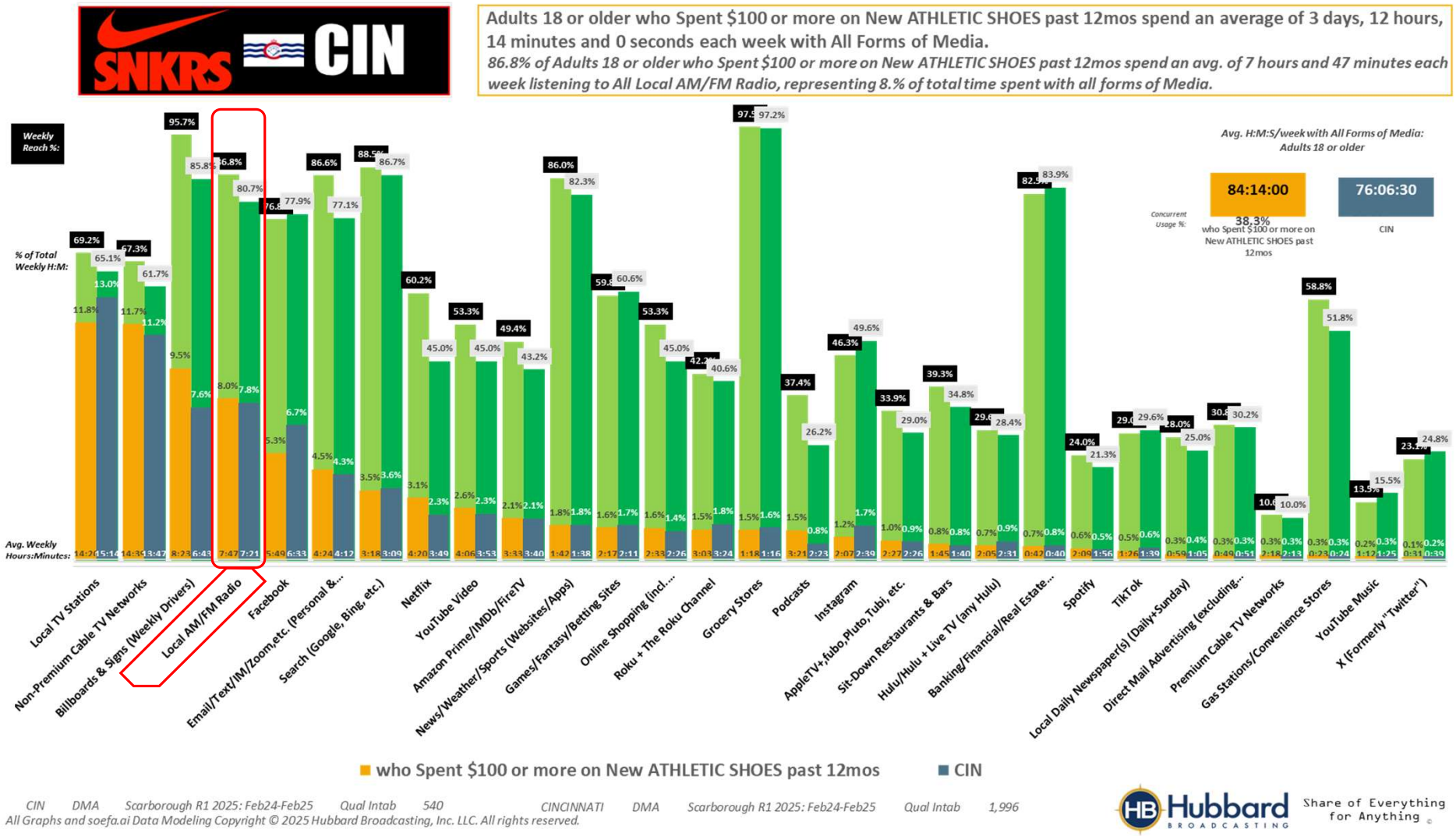


STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 603 ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,075

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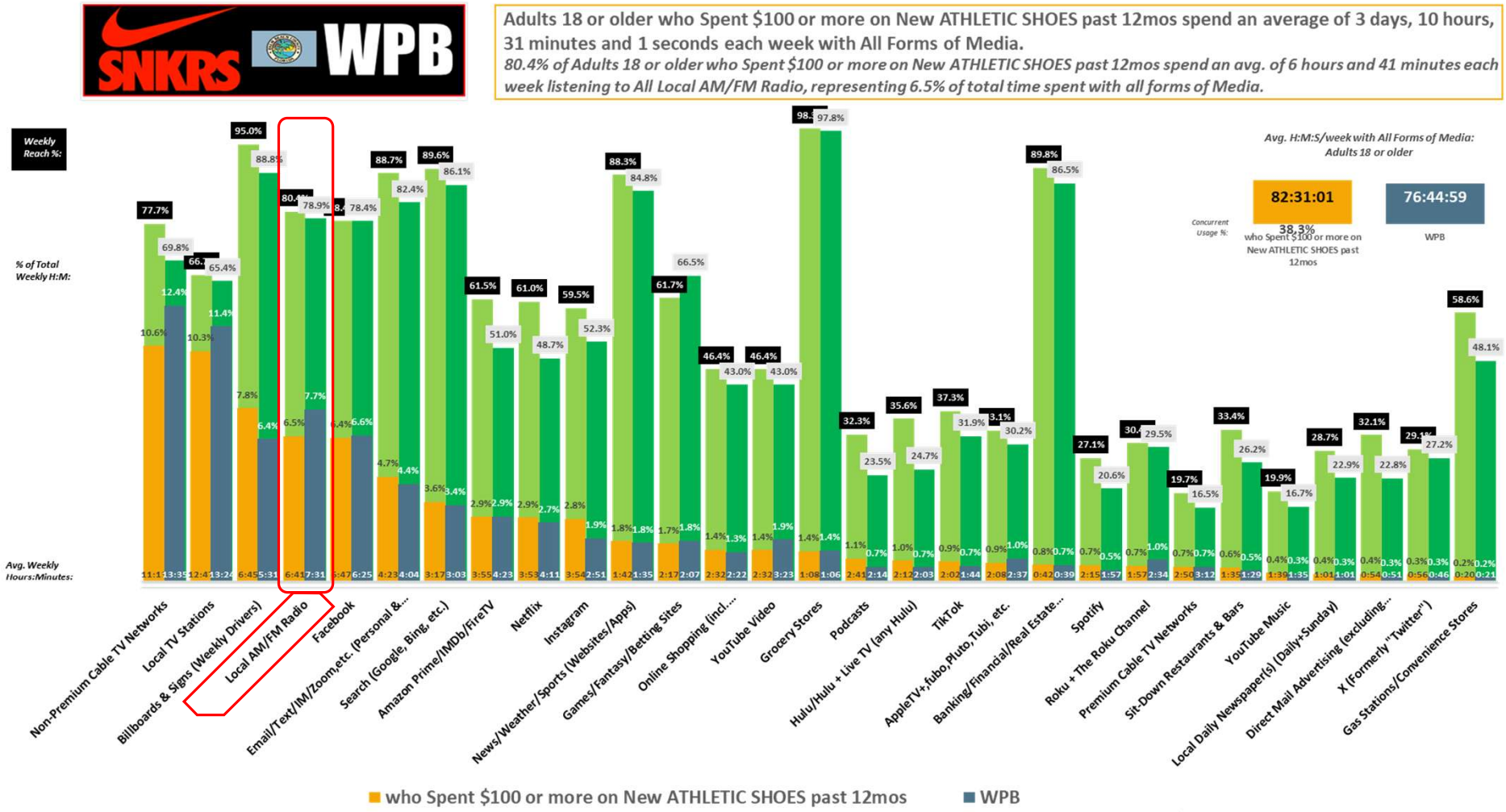


CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 540 CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,996

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(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

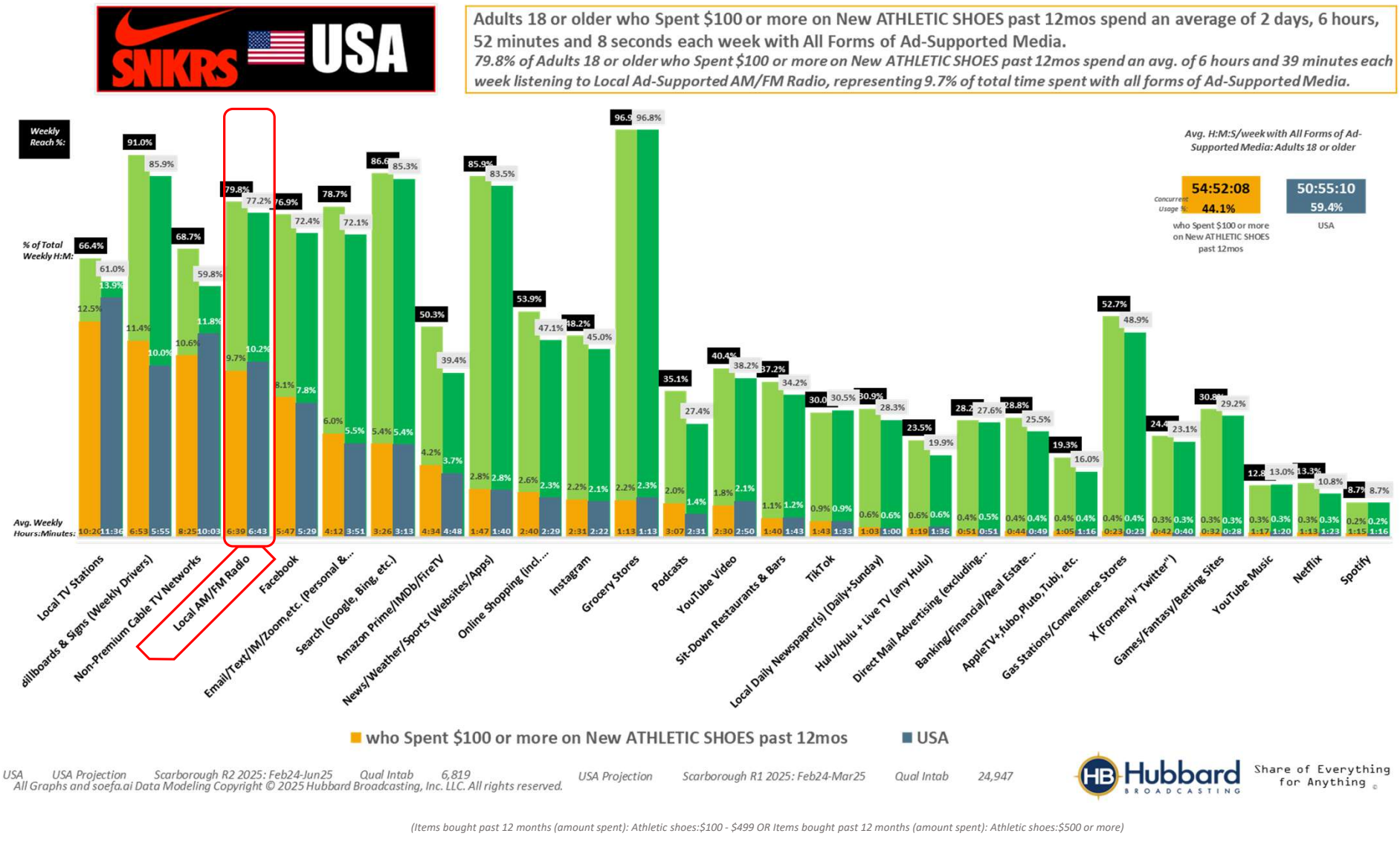


WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 609 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

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(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

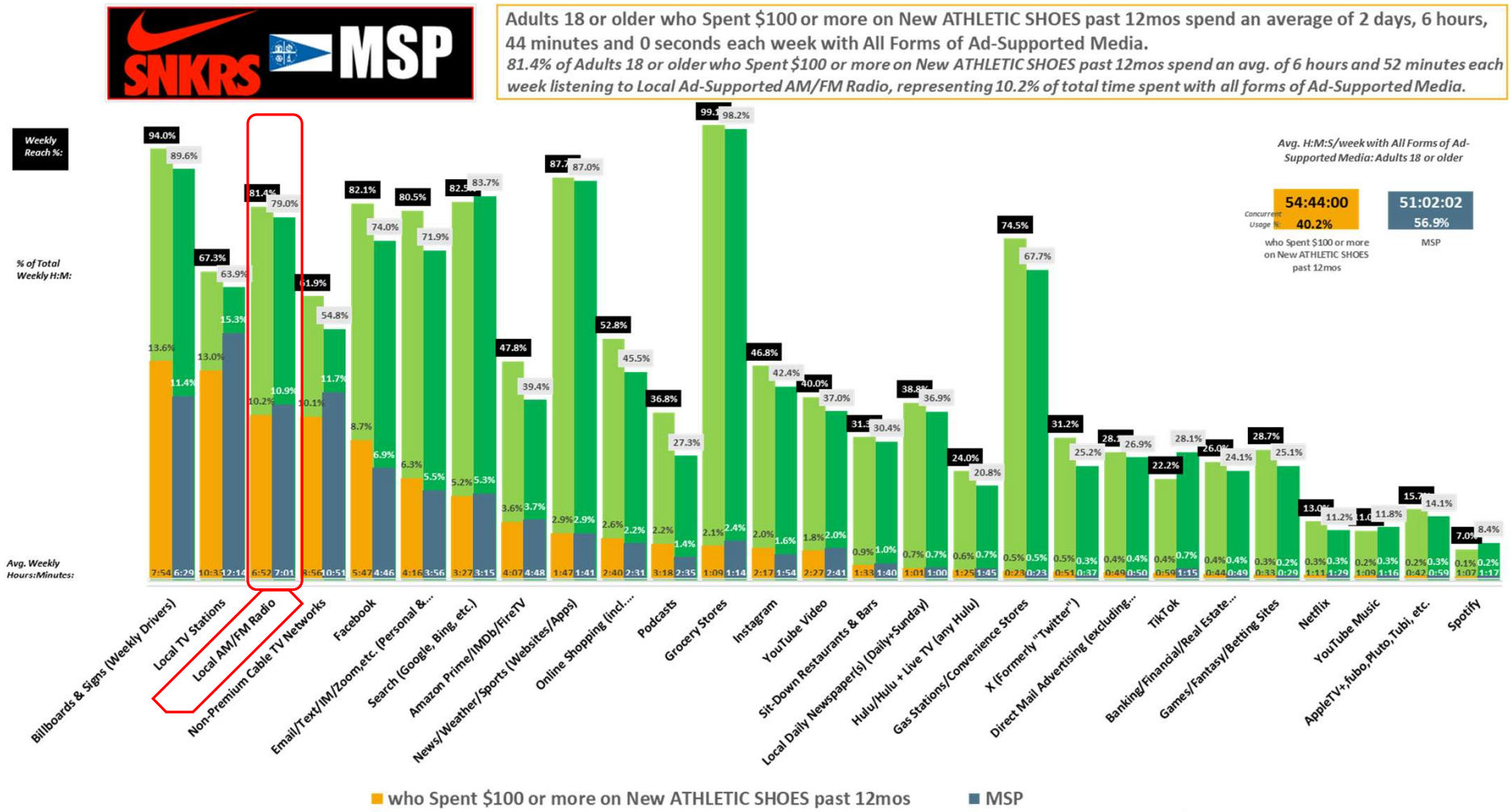


USA USA Projection Scarborough R2 2025: Feb24-Jun25 Qual Intab 6,819 USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,947

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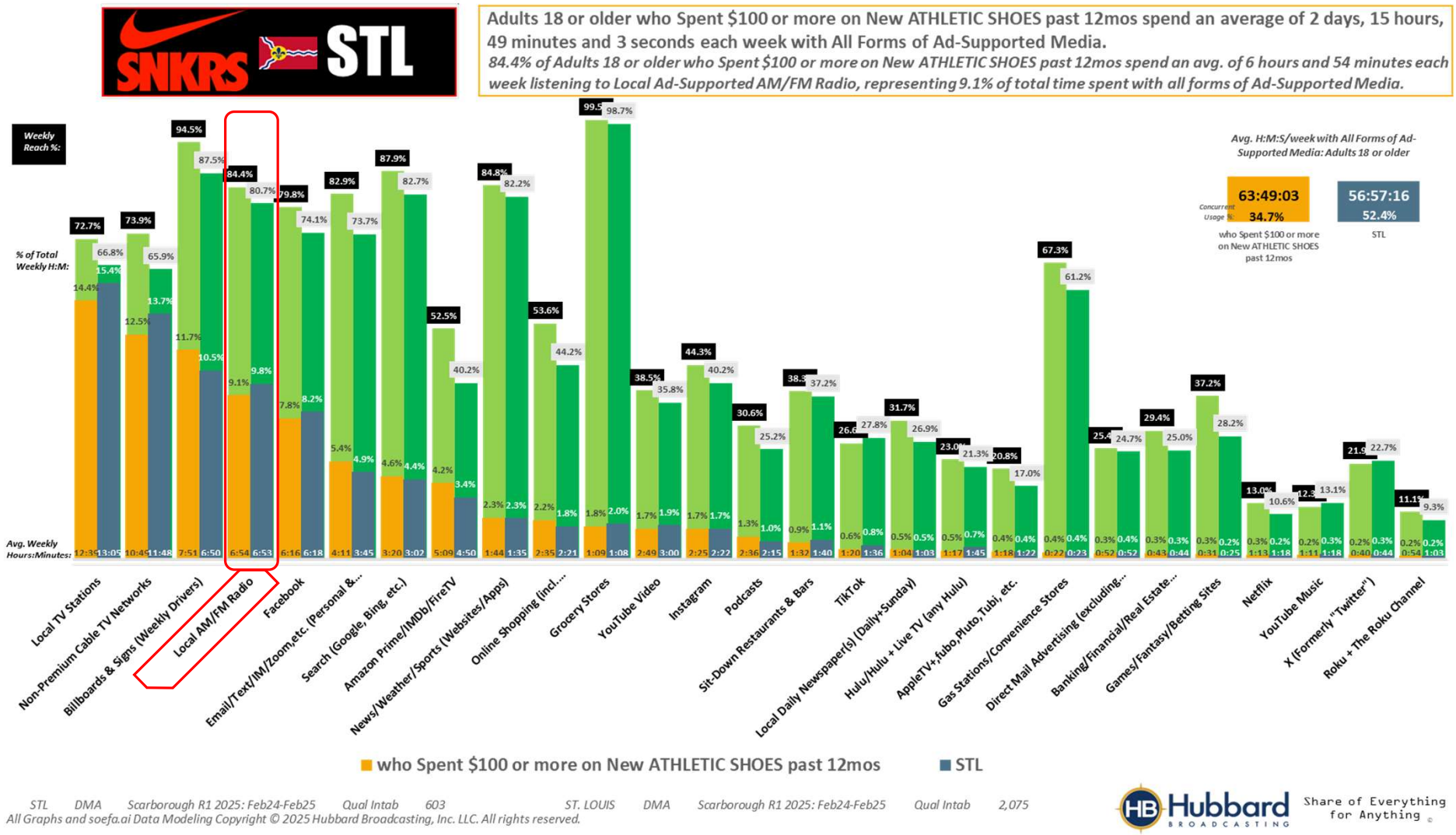


MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 530 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,105

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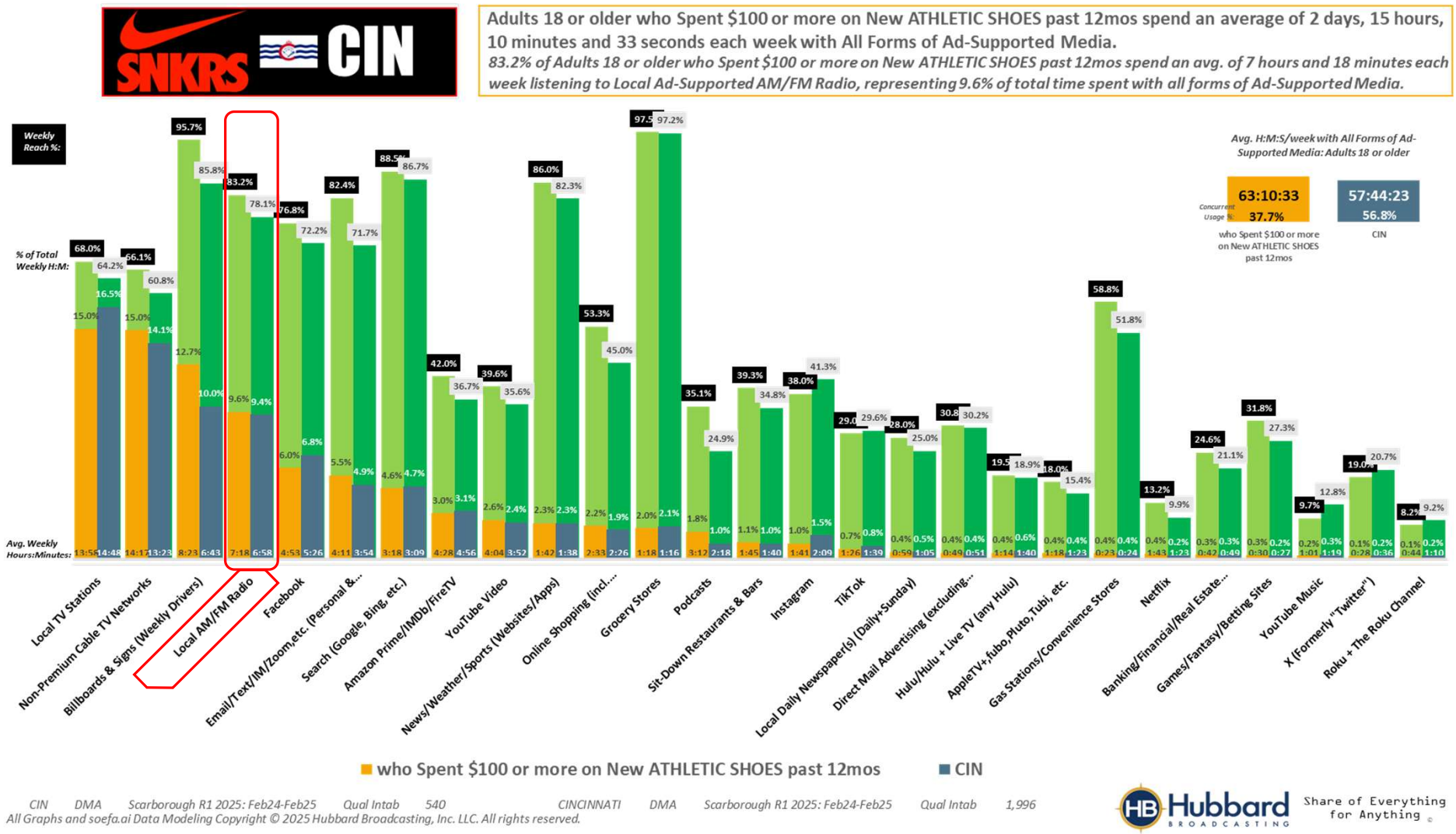


STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 603 ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,075

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(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)



CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 540 CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,996

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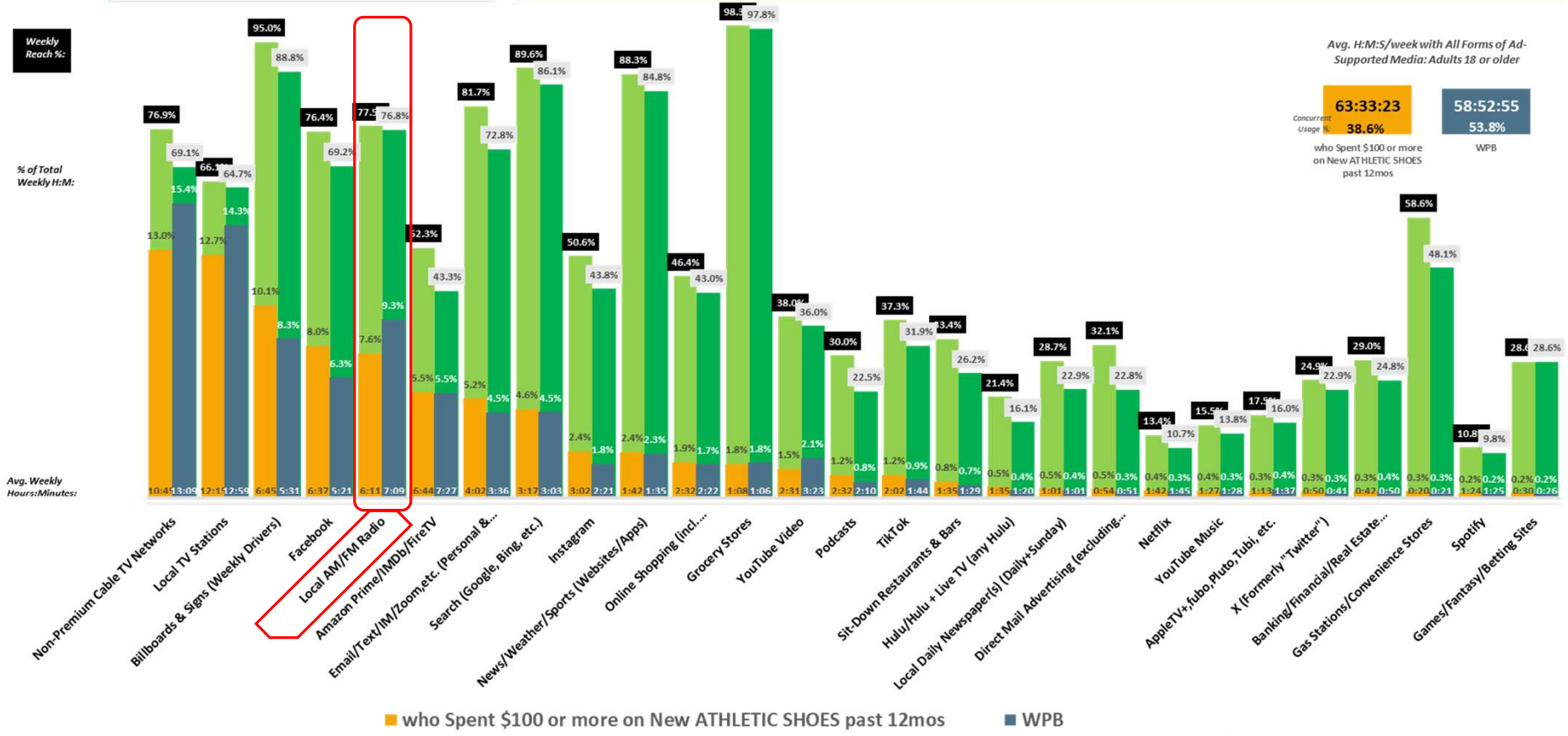
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(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

SNKRS WPB

Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos spend an average of 2 days, 15 hours, 33 minutes and 23 seconds each week with All Forms of Ad-Supported Media.

77.5% of Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos spend an avg. of 6 hours and 11 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 7.6% of total time spent with all forms of Ad-Supported Media.



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 609 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

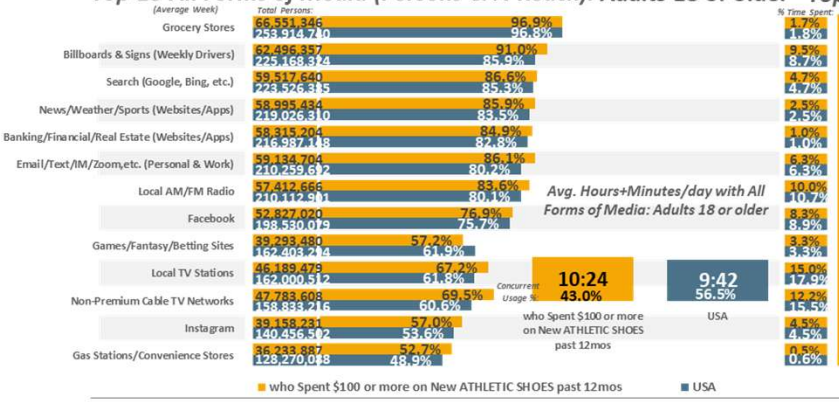
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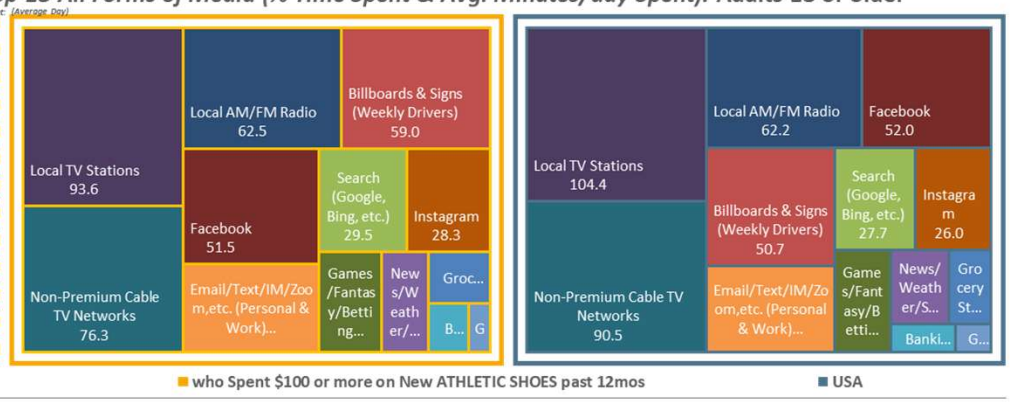
(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos spend an average of 7 hours and 50 minutes each day with All Forms of Ad-Supported Media. 79.8% listen to Local AM/FM Radio for an avg. of 57. minutes/day. *(Local Radio delivers 9.7% of Time with Ad-Supported Media.)*

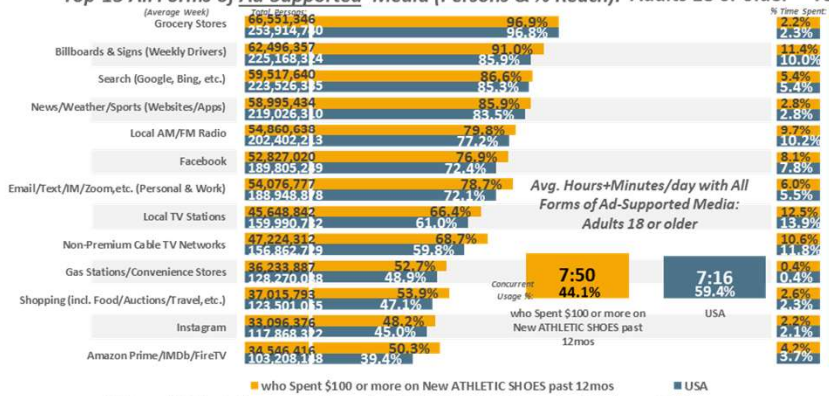
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



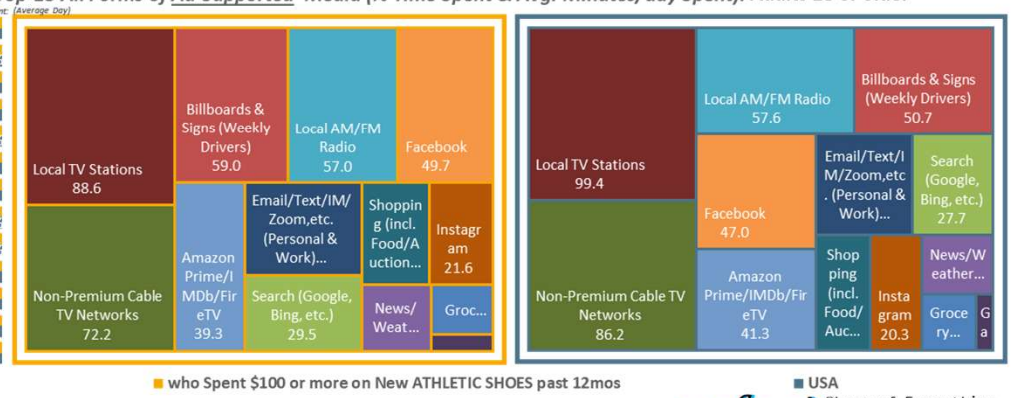
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2025: Feb24-Jun25 Qual Intab 6,819

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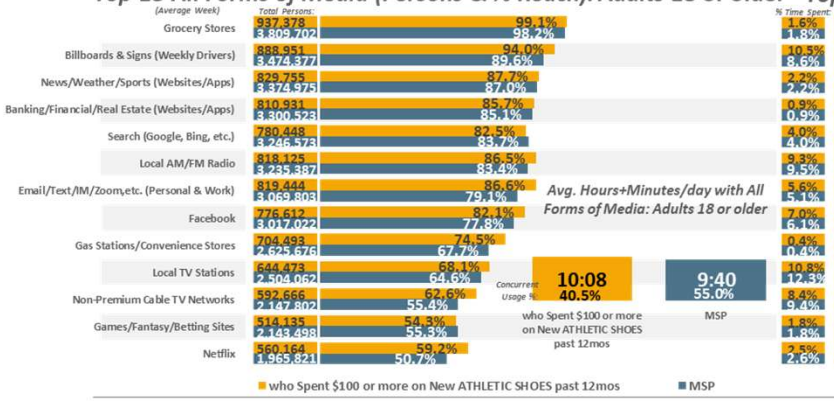
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,947

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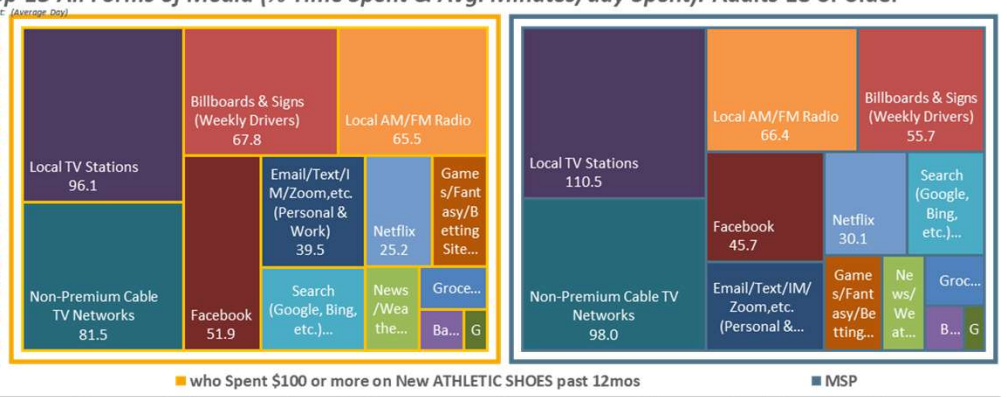
(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos spend an average of 7 hours and 49 minutes each day with All Forms of Ad-Supported Media. 81.4% listen to Local AM/FM Radio for an avg. of 58.9 minutes/day. *(Local Radio delivers 10.2% of Time with Ad-Supported Media.)*

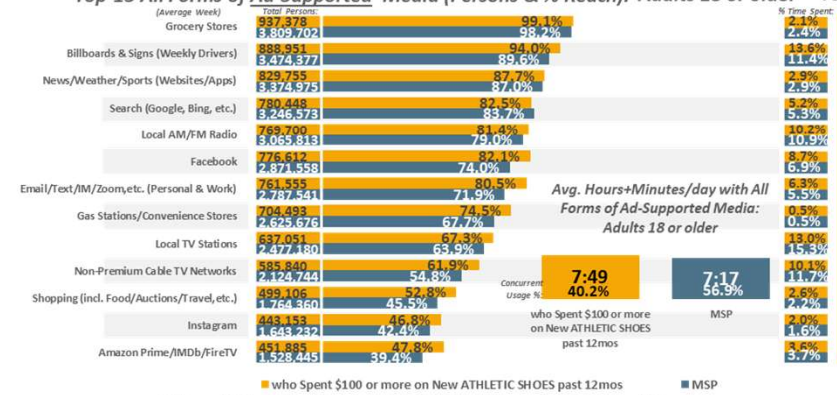
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



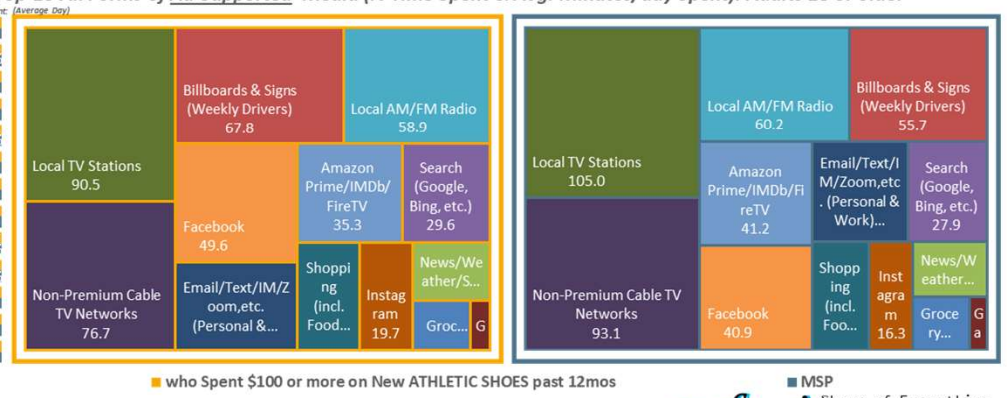
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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



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



MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 530

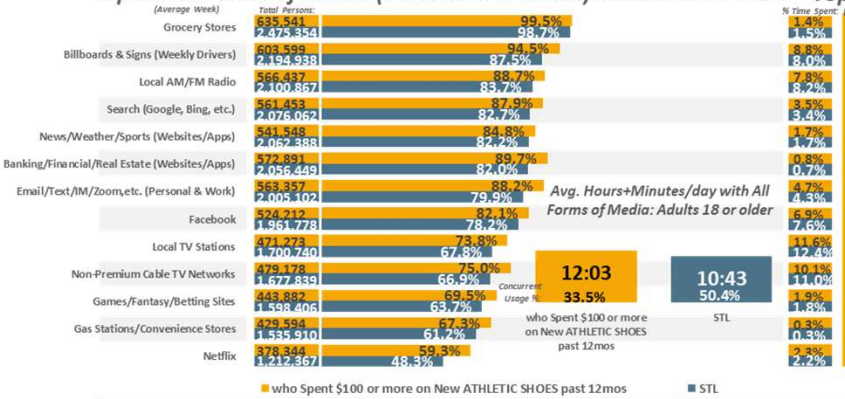
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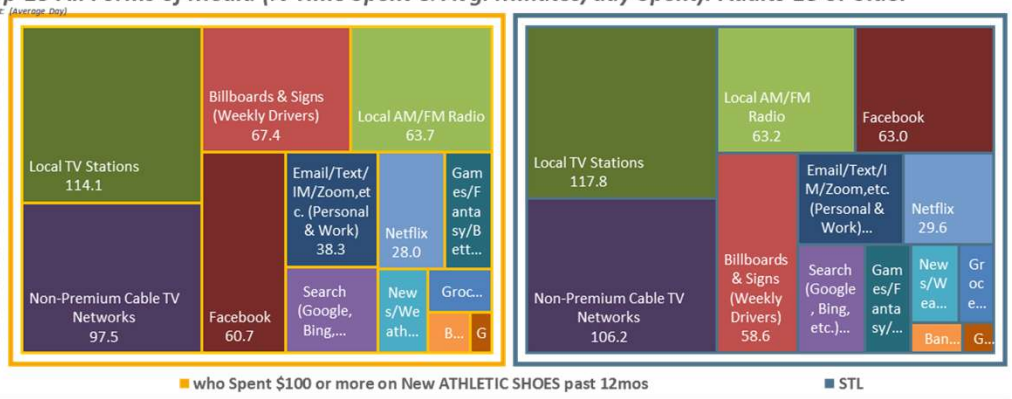
(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos spend an average of 9 hours and 7 minutes each day with All Forms of Ad-Supported Media. 84.4% listen to Local AM/FM Radio for an avg. of 59.1 minutes/day. *(Local Radio delivers 9.1% of Time with Ad-Supported Media.)*

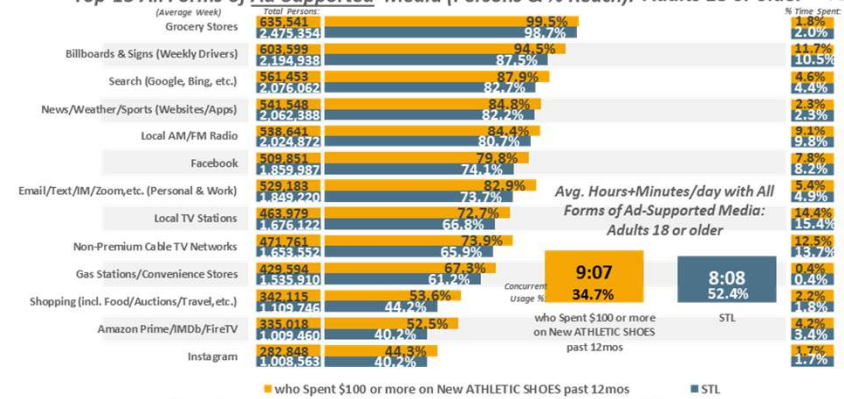
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



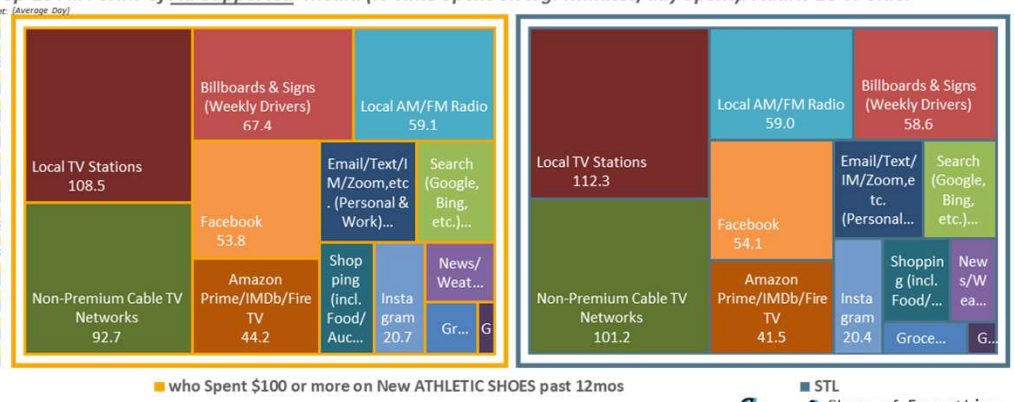
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 603

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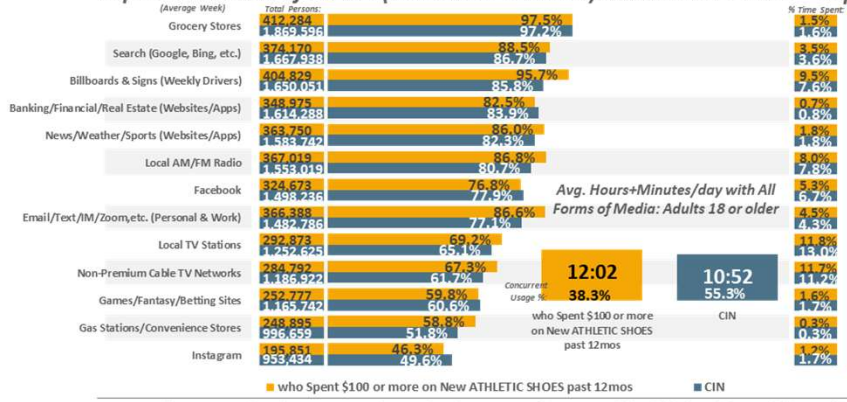
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(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

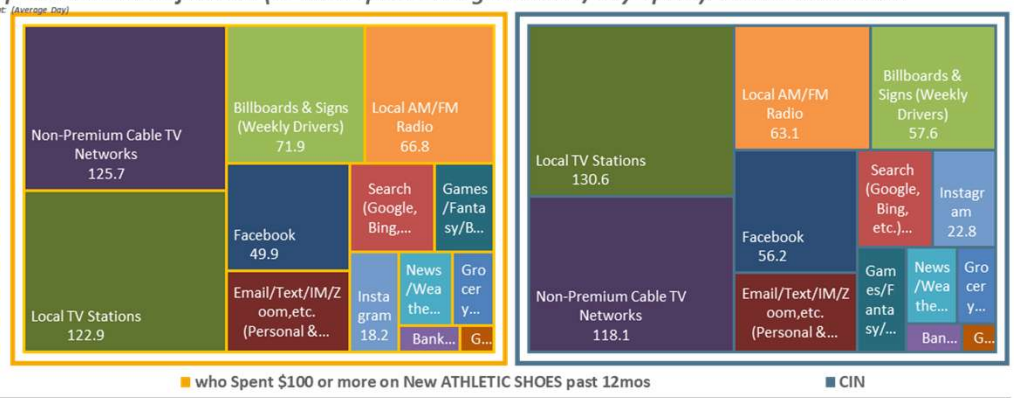
SNKRS CIN

Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos spend an average of 9 hours and 1 minutes each day with All Forms of Ad-Supported Media. 83.2% listen to Local AM/FM Radio for an avg. of 62.6 minutes/day. *(Local Radio delivers 9.6% of Time with Ad-Supported Media.)*

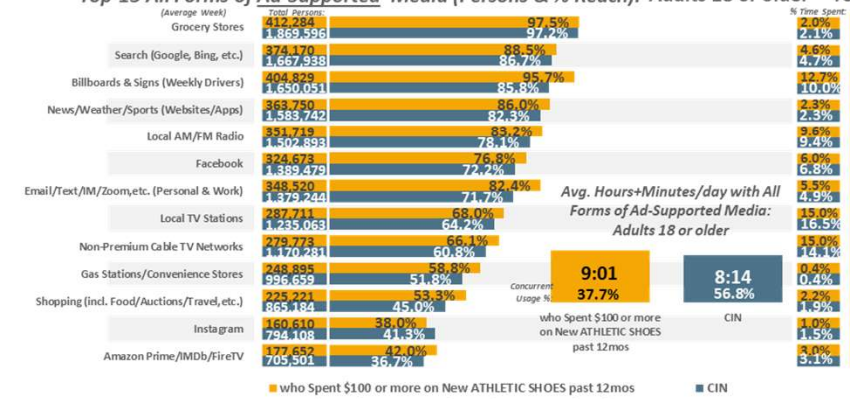
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



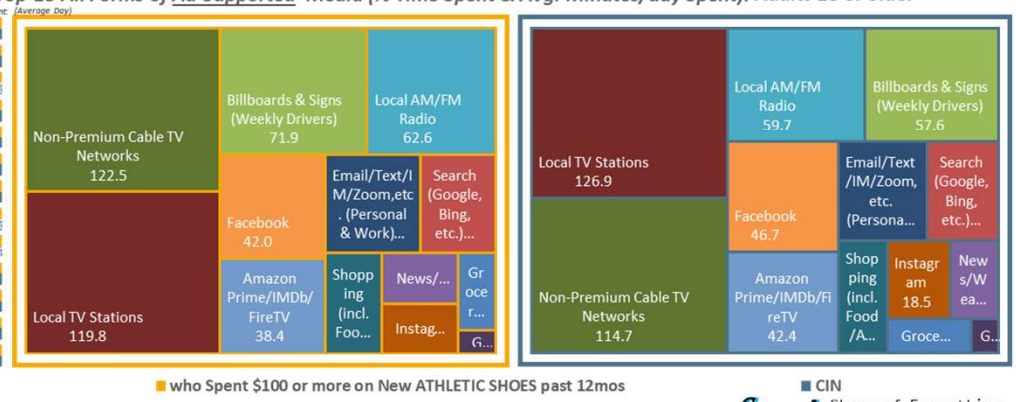
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 540

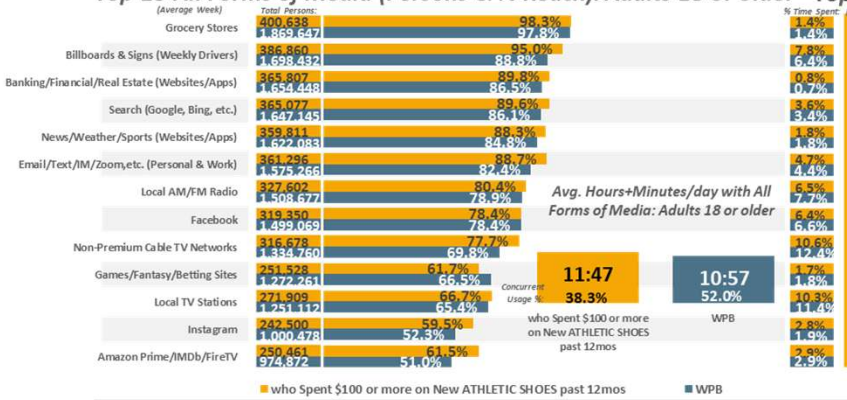
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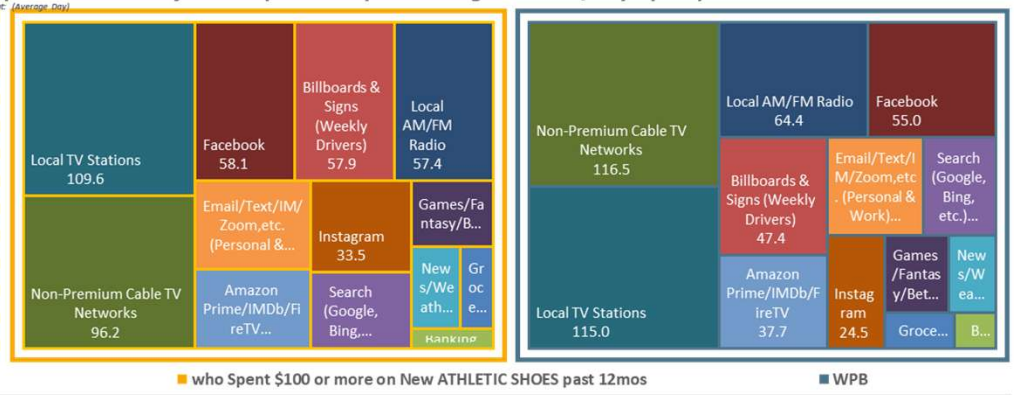
(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos spend an average of 9 hours and 4 minutes each day with All Forms of Ad-Supported Media. 77.5% listen to Local AM/FM Radio for an avg. of 53.1 minutes/day. *(Local Radio delivers 7.6% of Time with Ad-Supported Media.)*

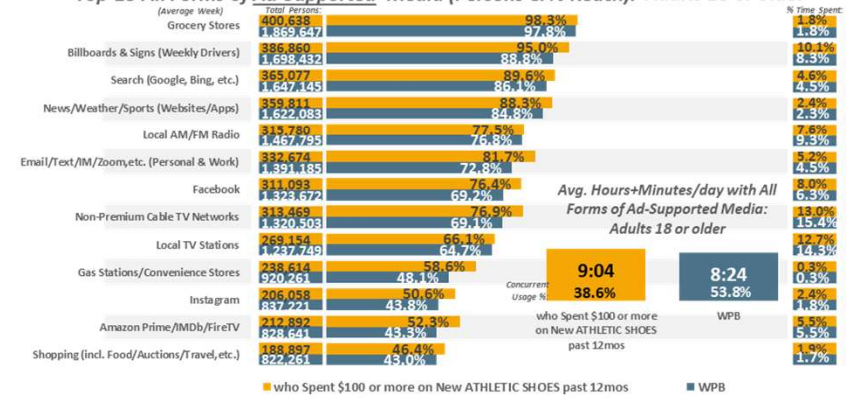
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



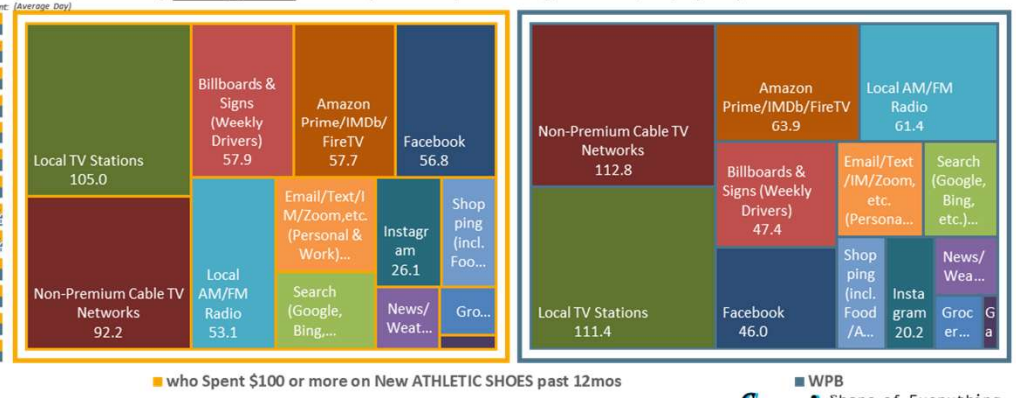
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 609

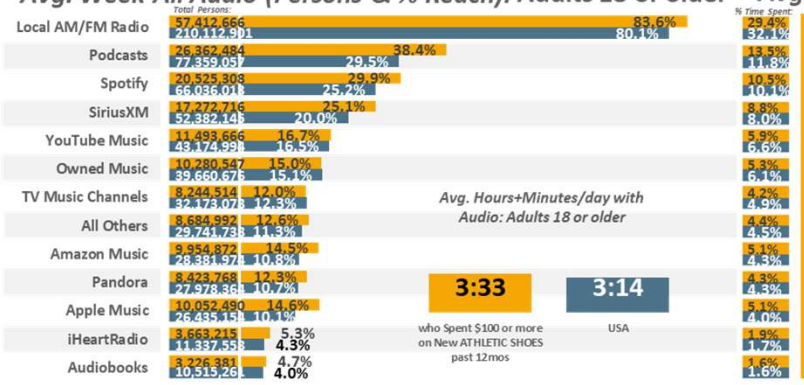
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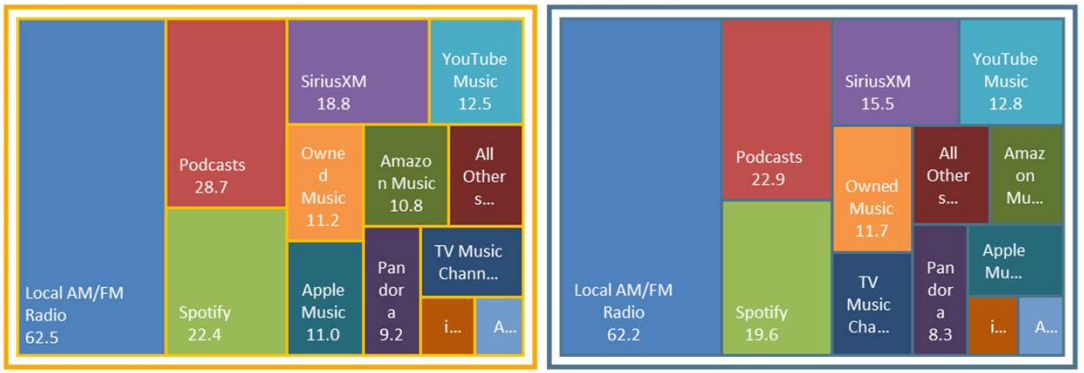
(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

54,860,638 or 79.8% of Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 57. minutes every day representing 39.2% of all time spent daily with Ad-Supported Audio.

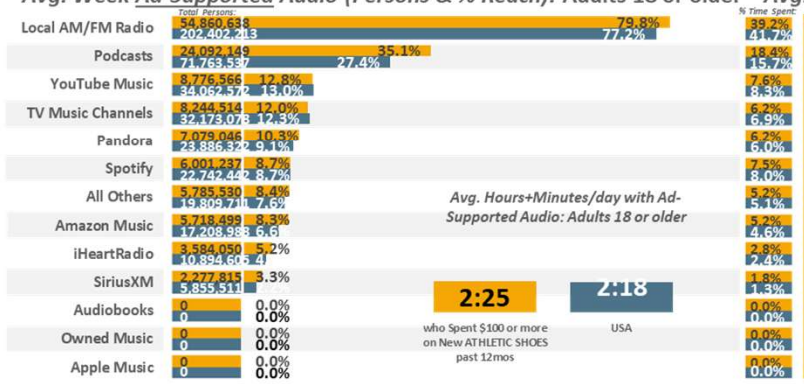
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



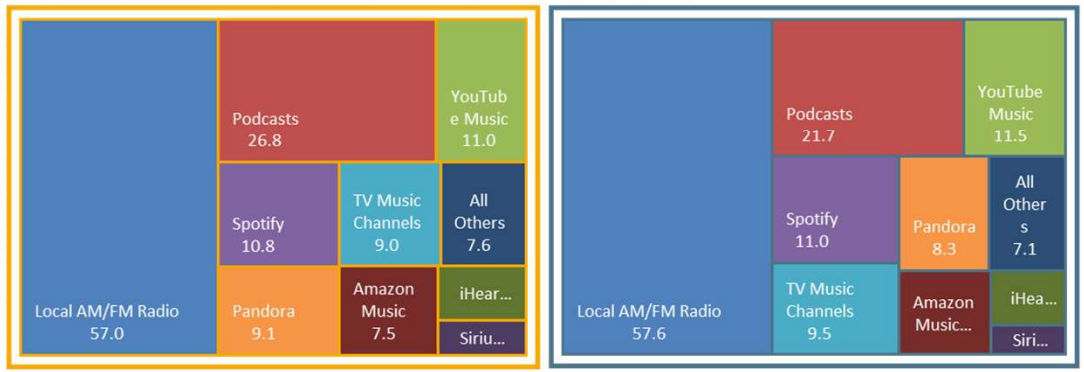
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA *USA Projection* *Scarborough R2 2025: Feb24-Jun25* *Qual Intab* *6,819*

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Scarborough R2 2025: Feb24-Jun25 *USA Projection*

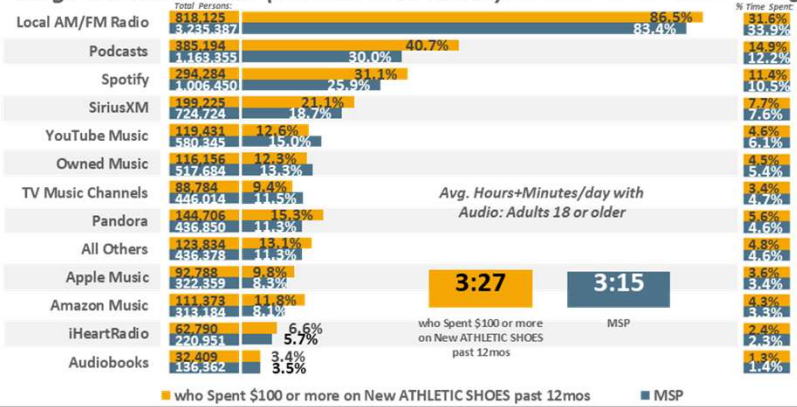
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(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

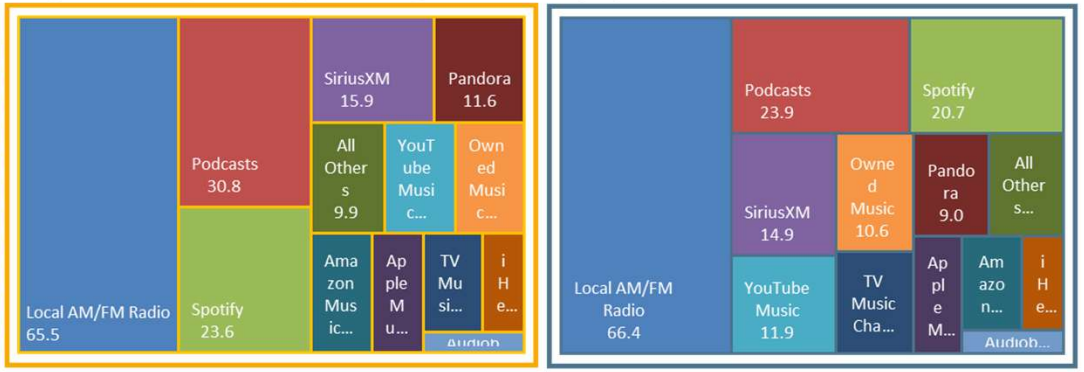
SNKRS MSP

769,700 or 81.4% of Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 58.9 minutes every day representing 40.1% of all time spent daily with Ad-Supported Audio.

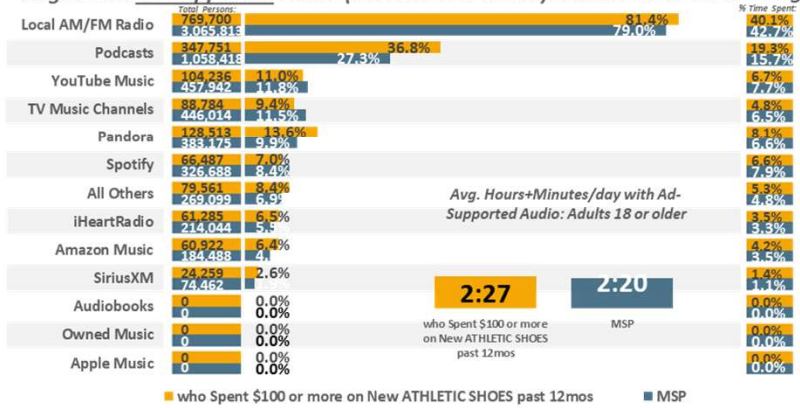
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



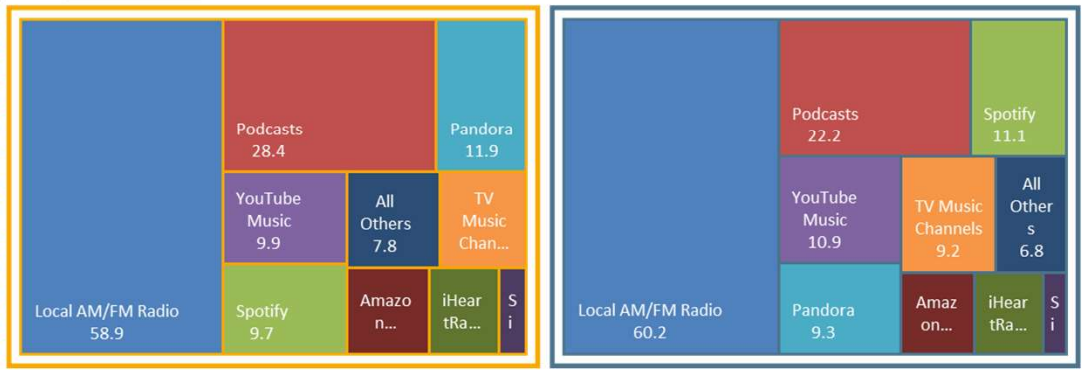
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 530

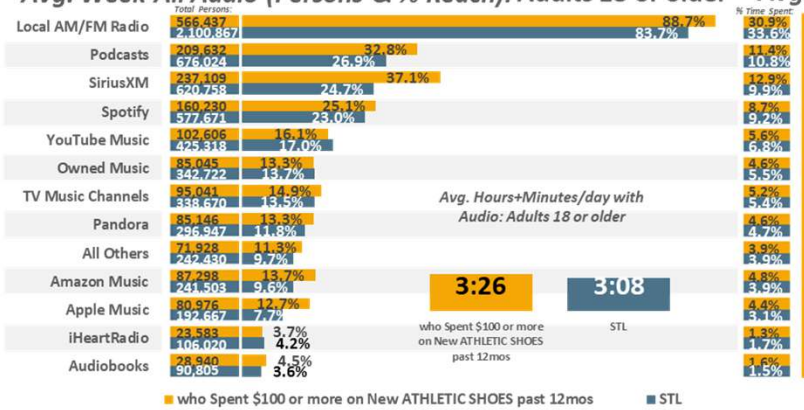
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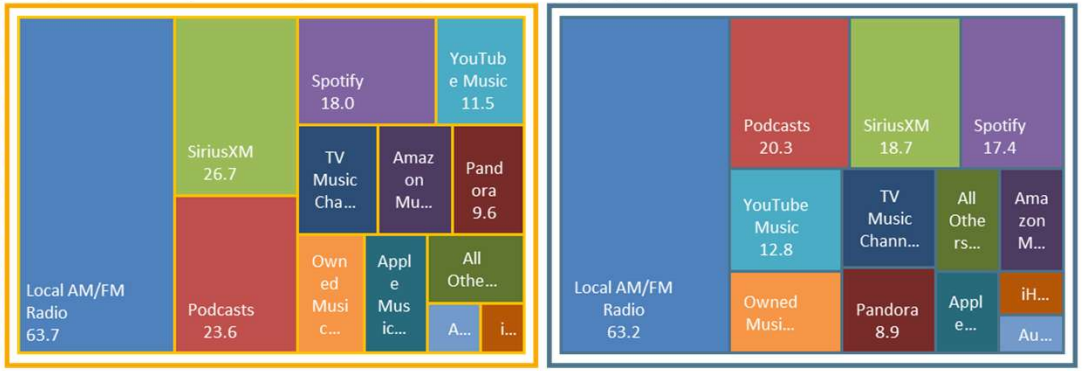
(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

538,641 or 84.4% of Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 59.1 minutes every day representing 42.1% of all time spent daily with Ad-Supported Audio.

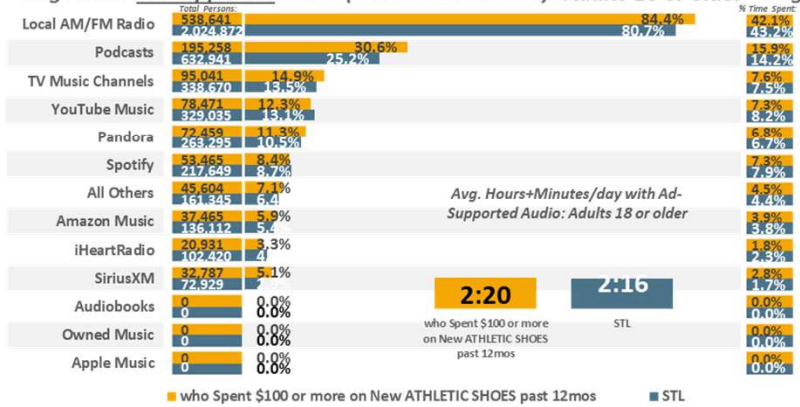
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



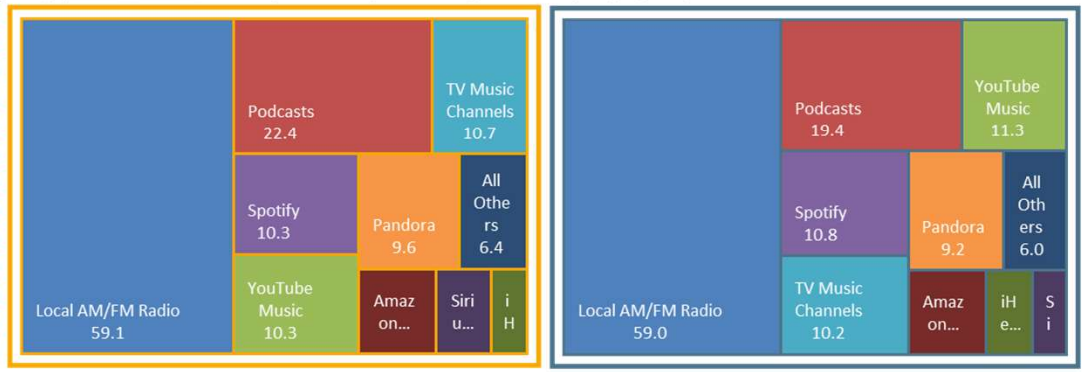
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 603

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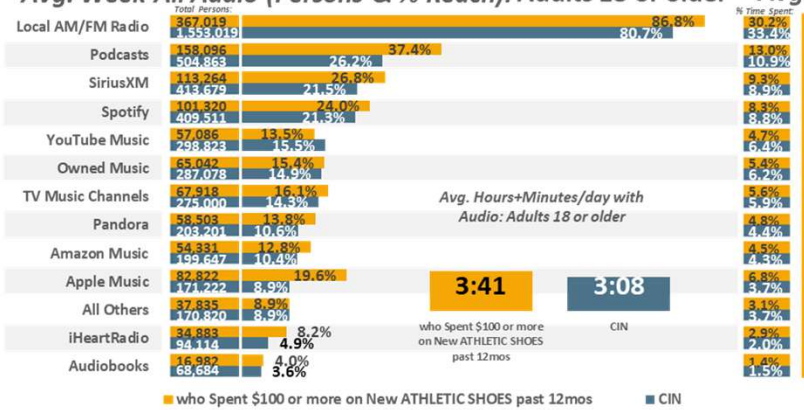
soefa.ai Share of Everything for Anything

(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

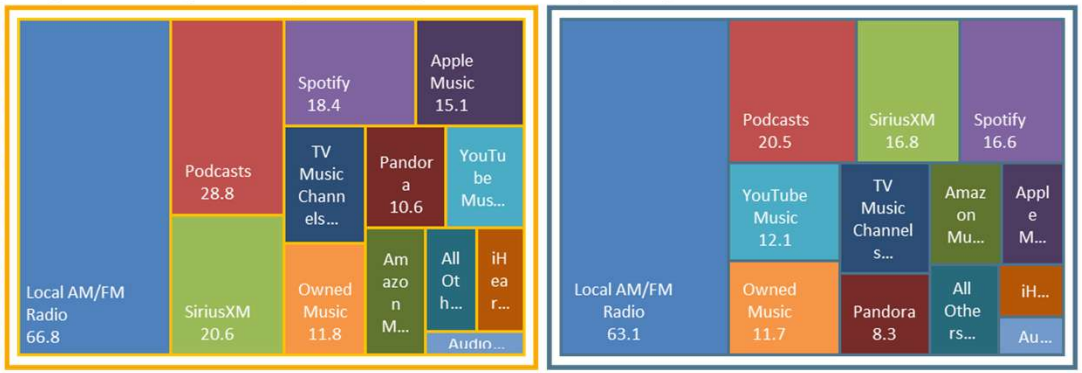
SNKRS CIN

351,719 or 83.2% of Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 62.6 minutes every day representing 41.9% of all time spent daily with Ad-Supported Audio.

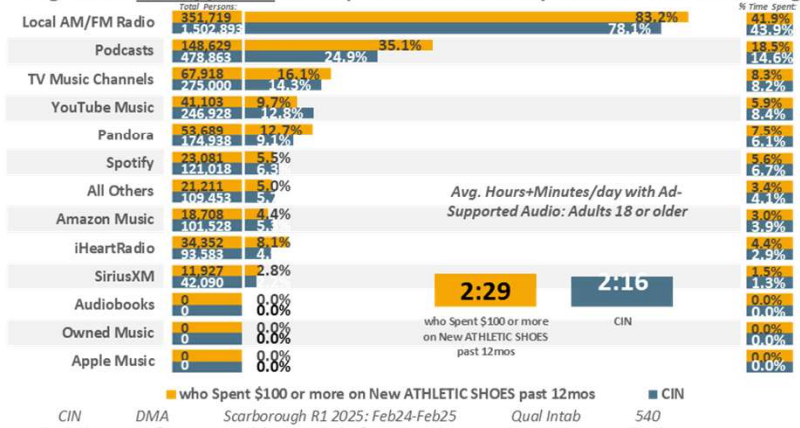
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



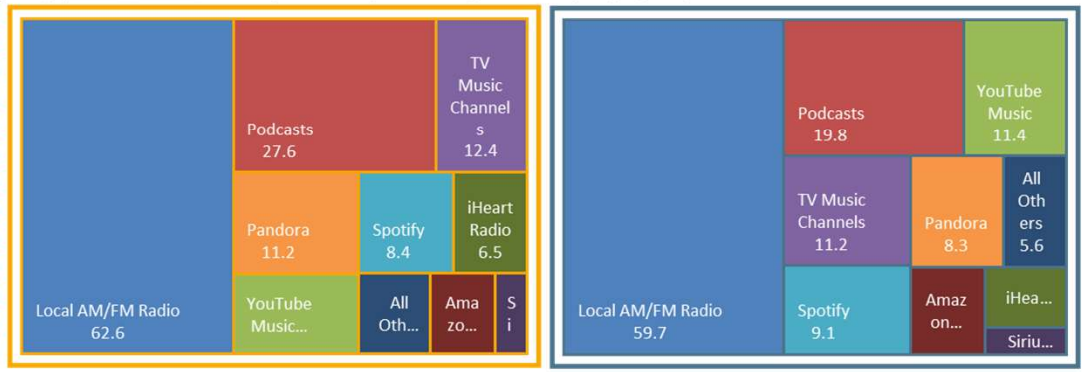
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 540

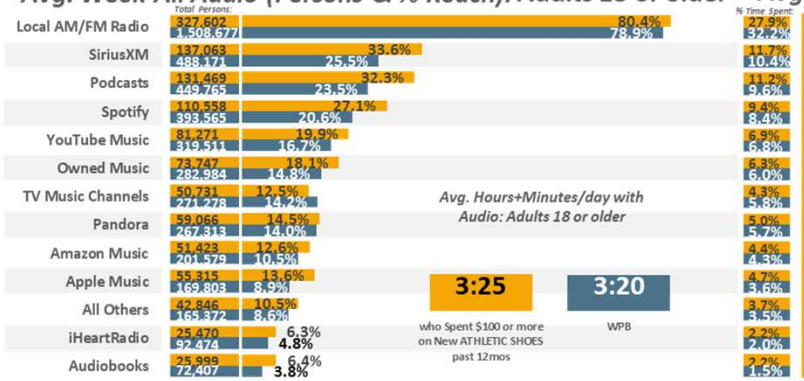
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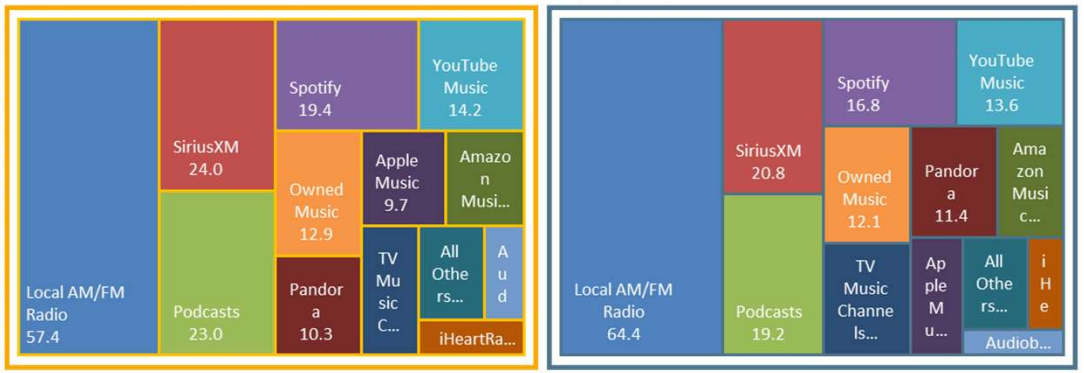
(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

315,780 or 77.5% of Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 53.1 minutes every day representing 38.3% of all time spent daily with Ad-Supported Audio.

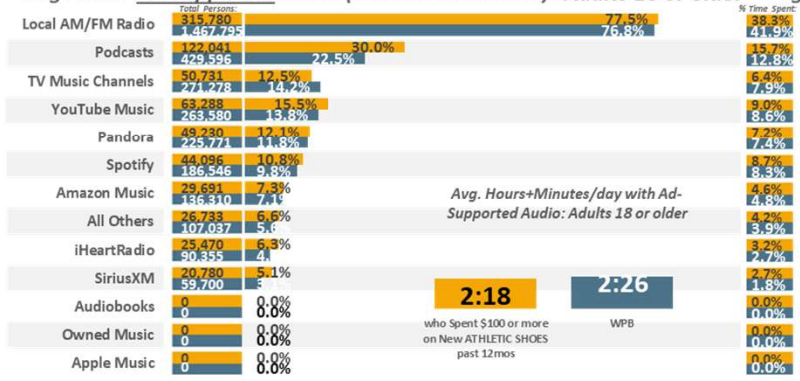
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



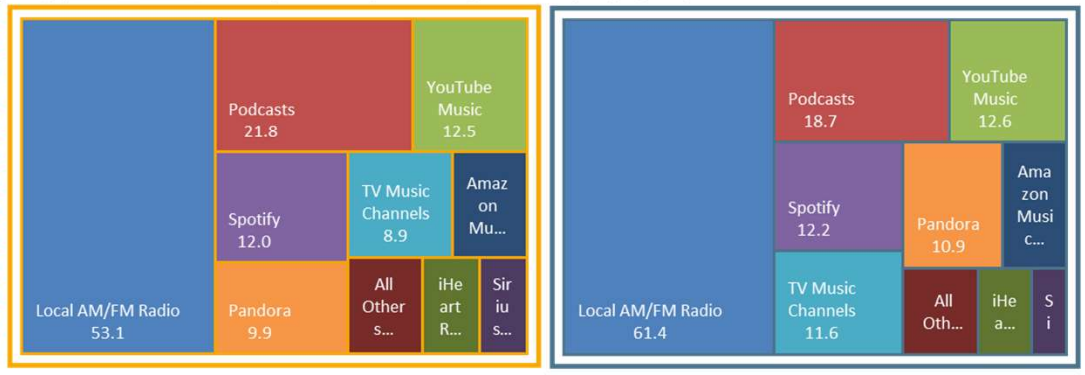
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 609

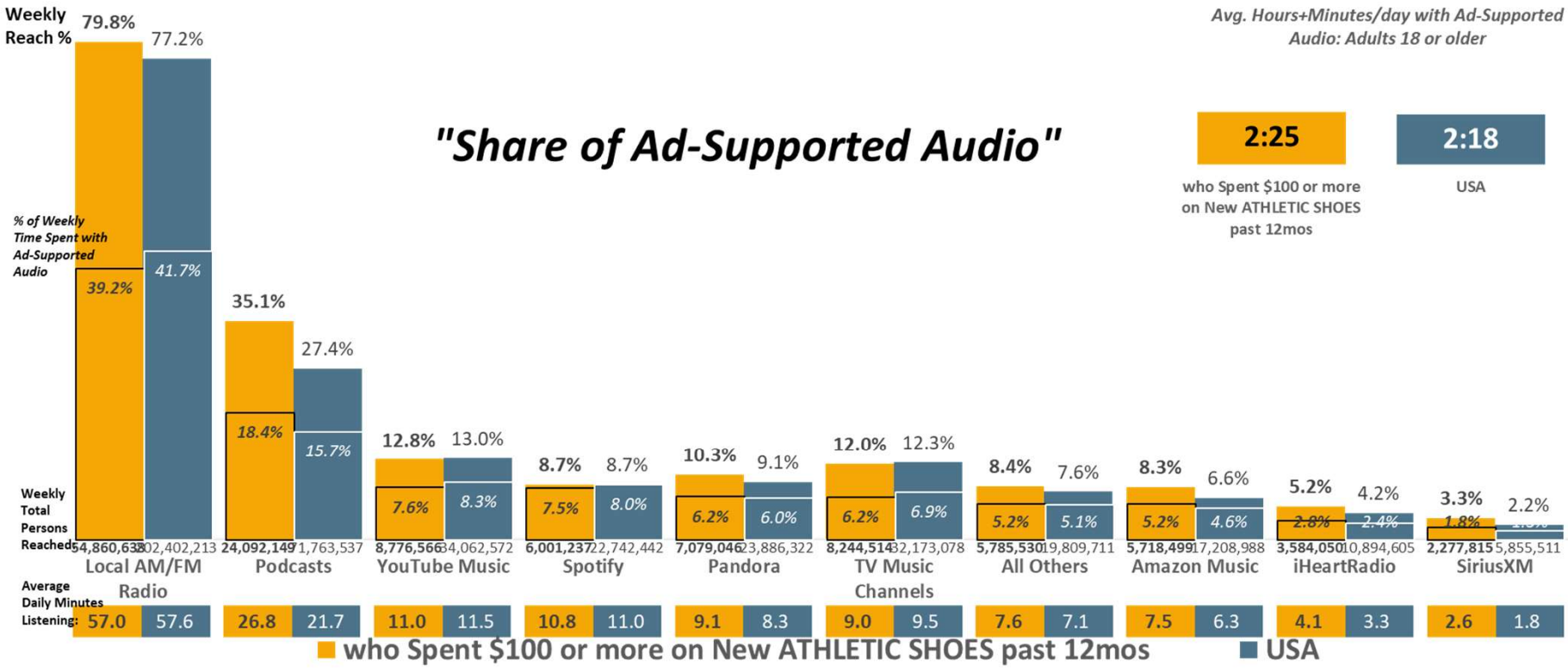
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(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

SNKRS USA

54,860,638 or 79.8% of Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 57. minutes every day representing 39.2% of all time spent daily with Ad-Supported Audio.



USA USA Projection Scarborough R2 2025: Feb24-Jun25 Qual Intab 6,819

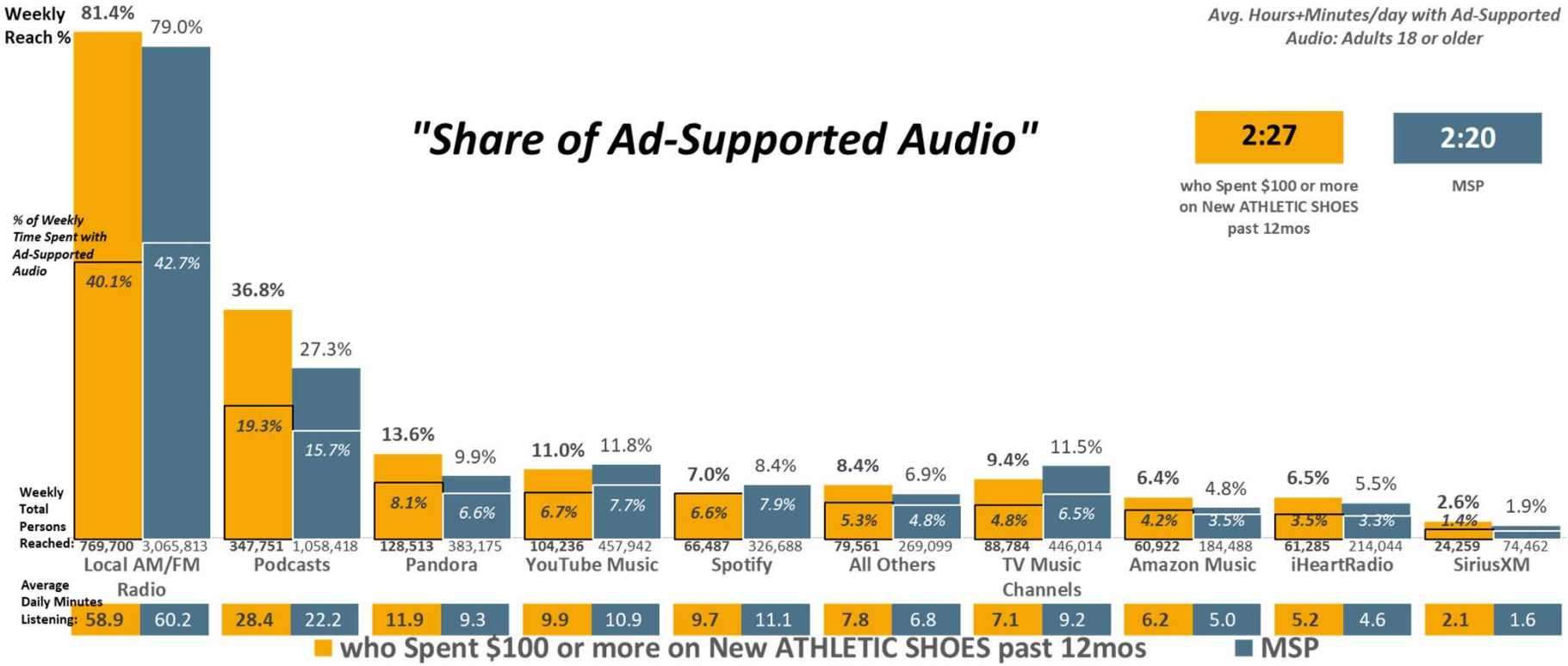
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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,947

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(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

769,700 or 81.4% of Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 58.9 minutes every day representing 40.1% of all time spent daily with Ad-Supported Audio.



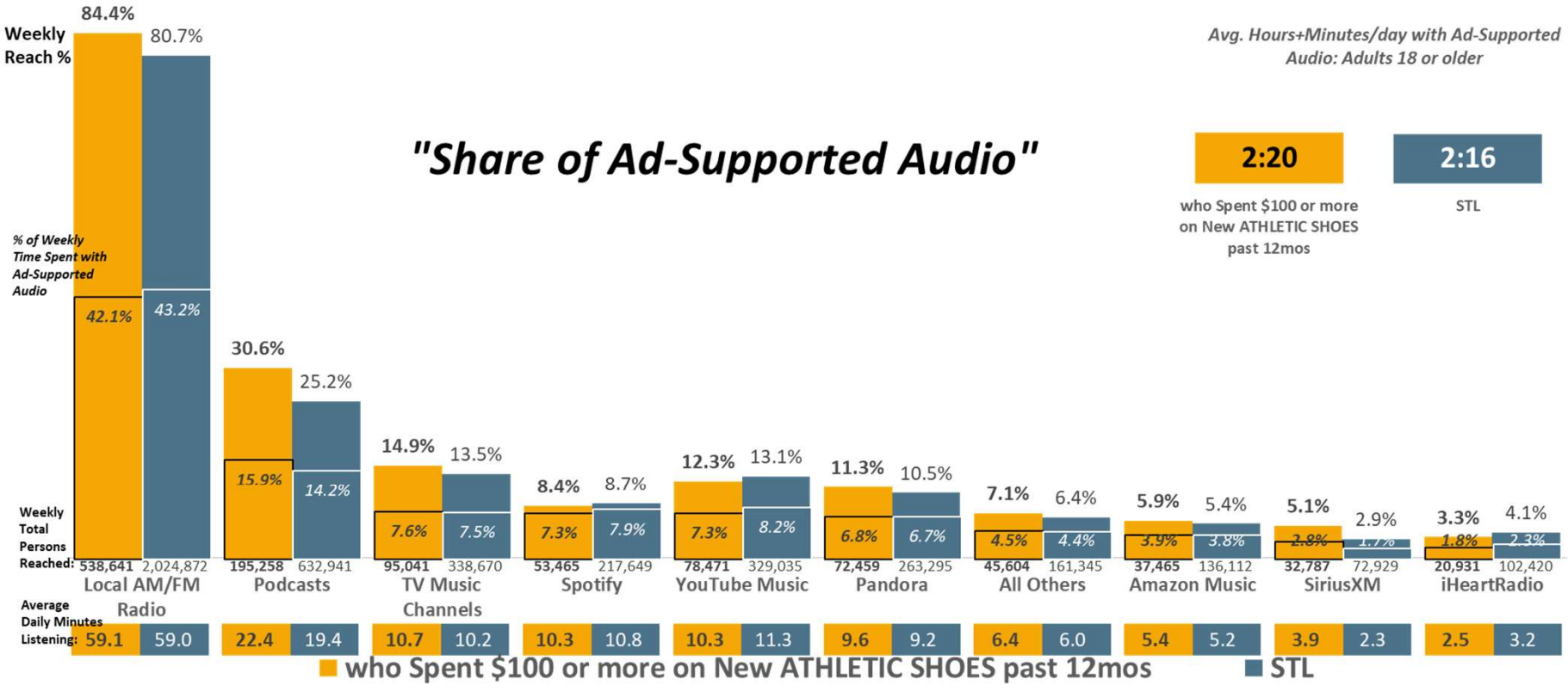
MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 530 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,105

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538,641 or 84.4% of Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 59.1 minutes every day representing 42.1% of all time spent daily with Ad-Supported Audio.



STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 603 ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,075

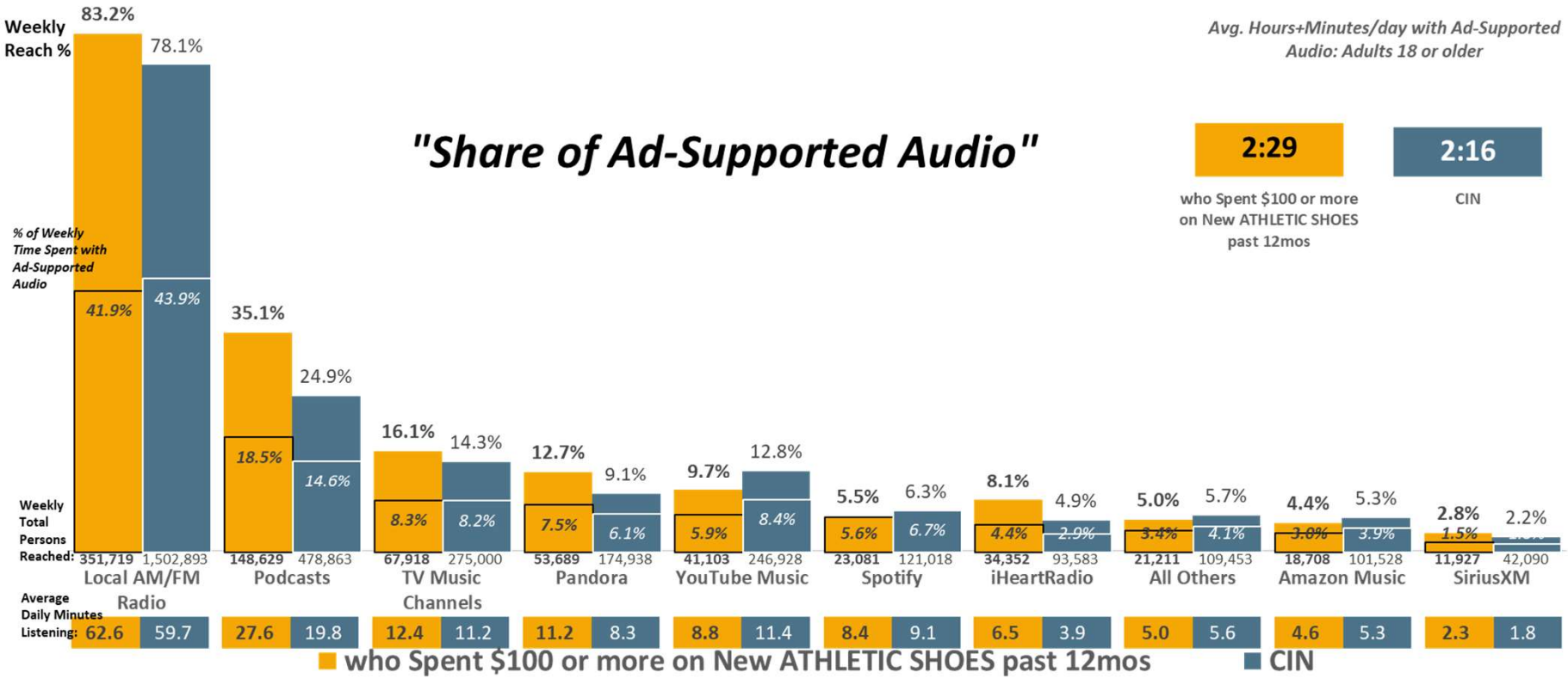
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(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

SNKRS CIN

351,719 or 83.2% of Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 62.6 minutes every day representing 41.9% of all time spent daily with Ad-Supported Audio.



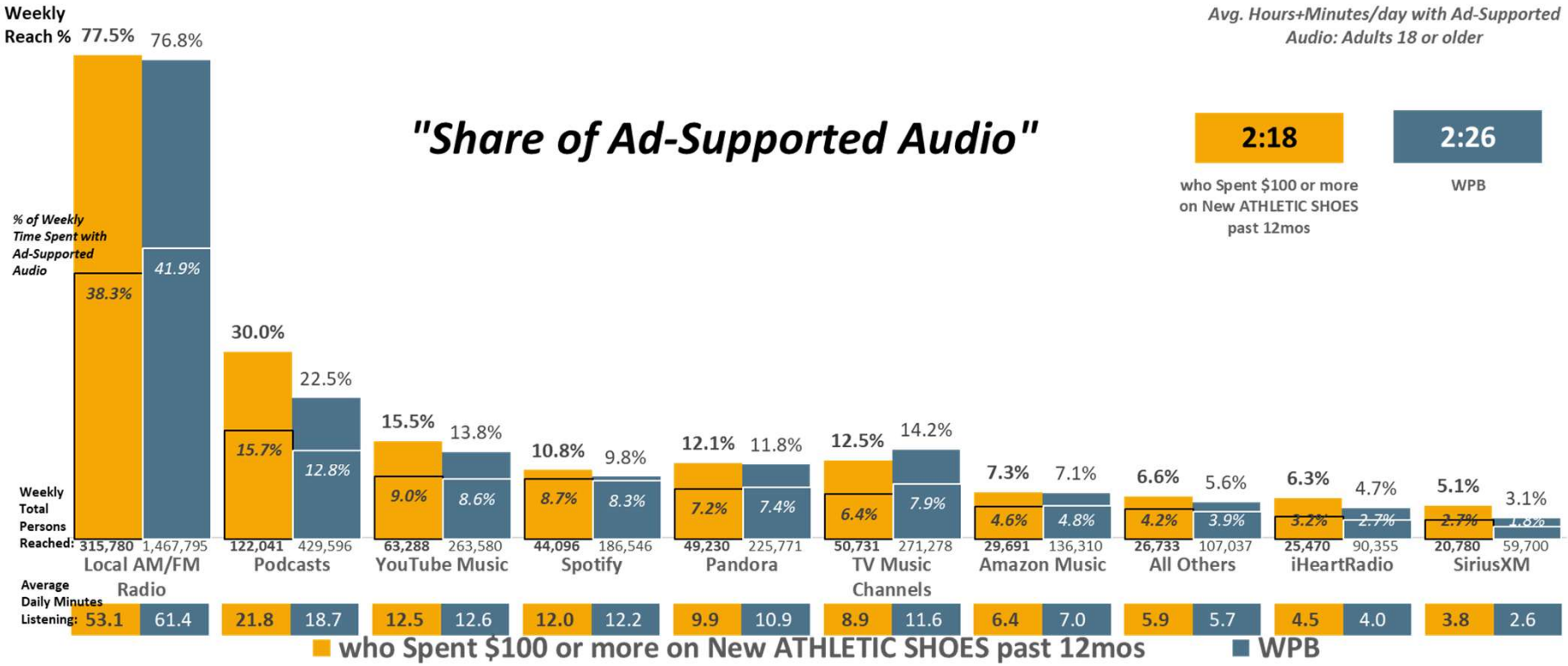
CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 540 CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,996

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315,780 or 77.5% of Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 53.1 minutes every day representing 38.3% of all time spent daily with Ad-Supported Audio.



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 609 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

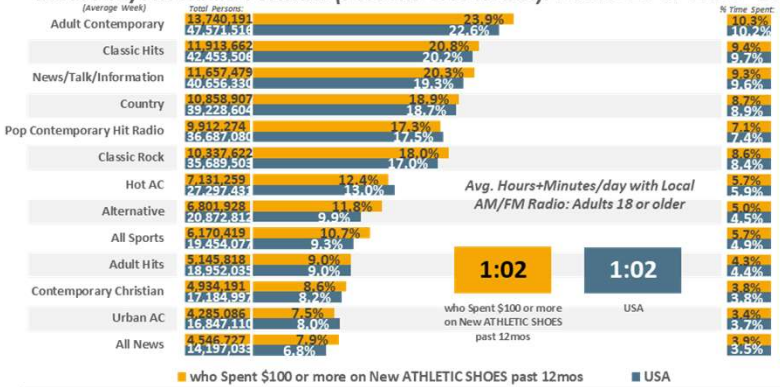
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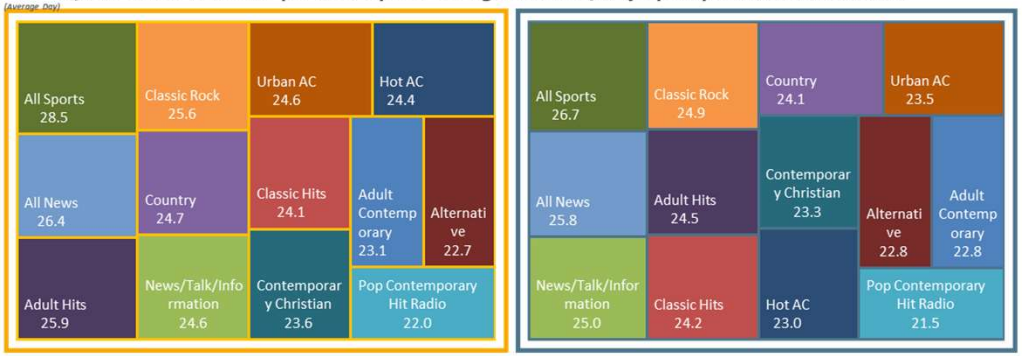
(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

54,860,638 or 79.8% of Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Country, Classic Rock, and Pop Contemporary Hit Radio.

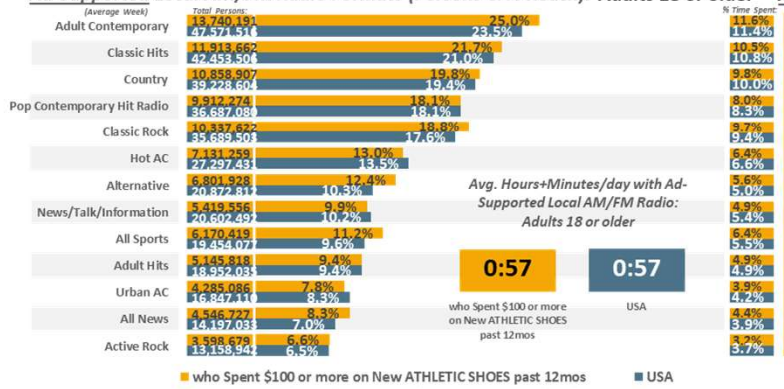
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



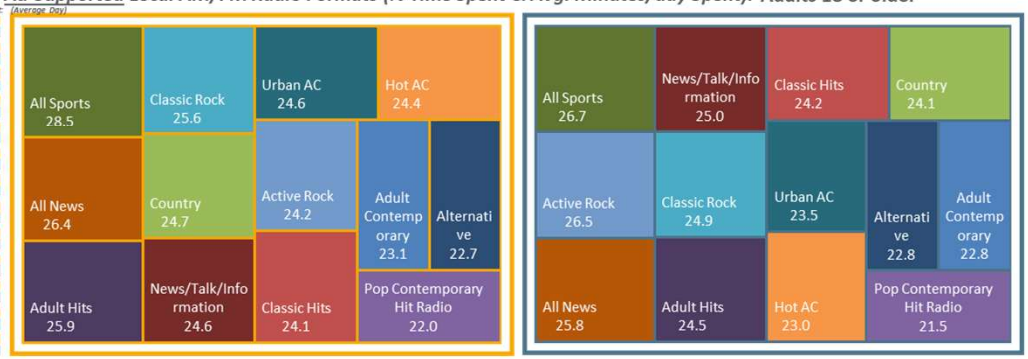
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2025: Feb24-Jun25 Qual Intab 6,819

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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,947

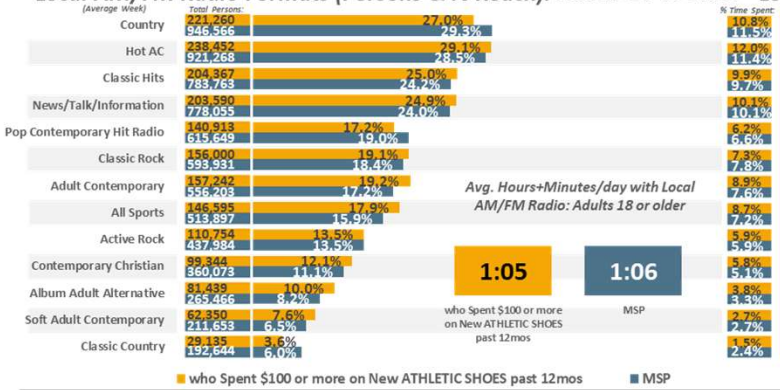
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(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

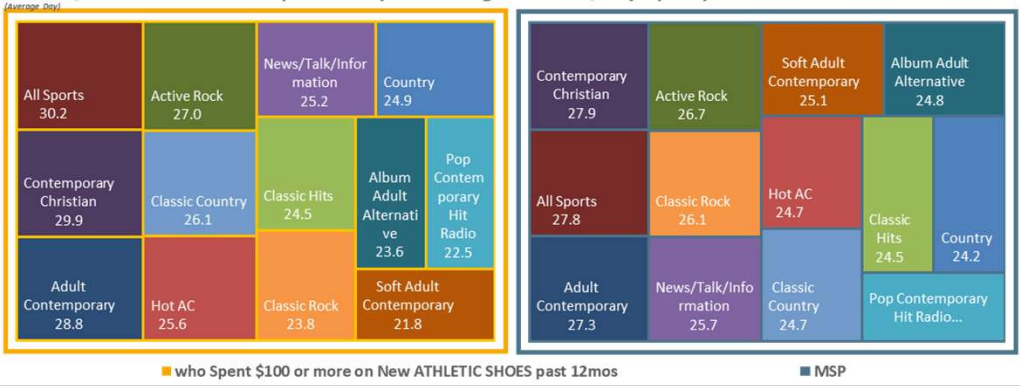


769,700 or 81.4% of Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Hot AC, Country, Classic Hits, Adult Contemporary, and Classic Rock.

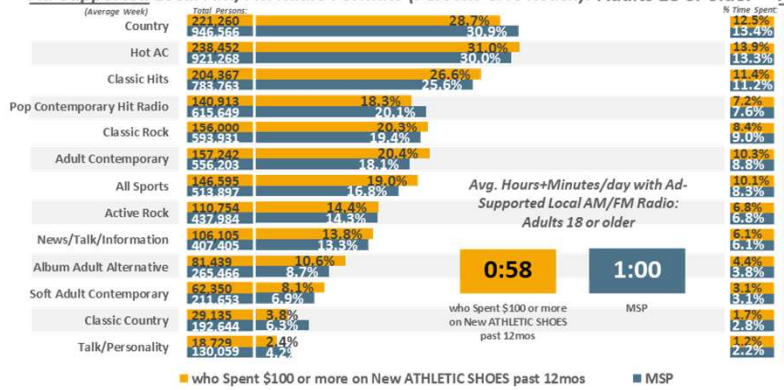
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



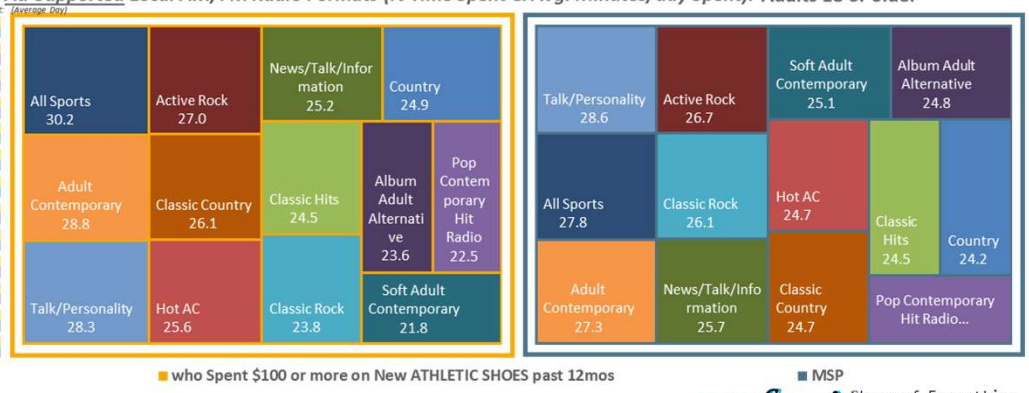
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 530

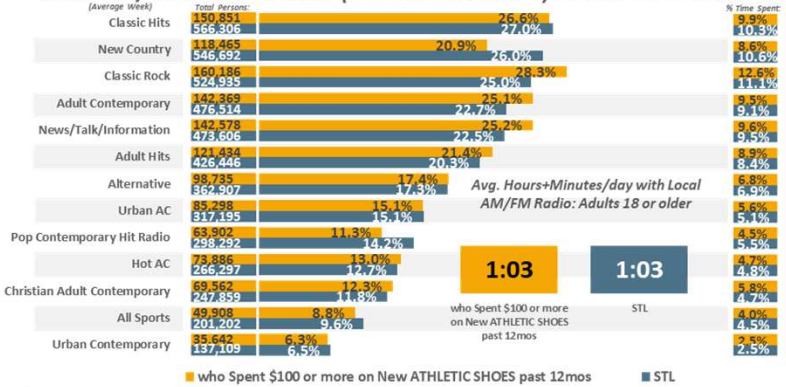
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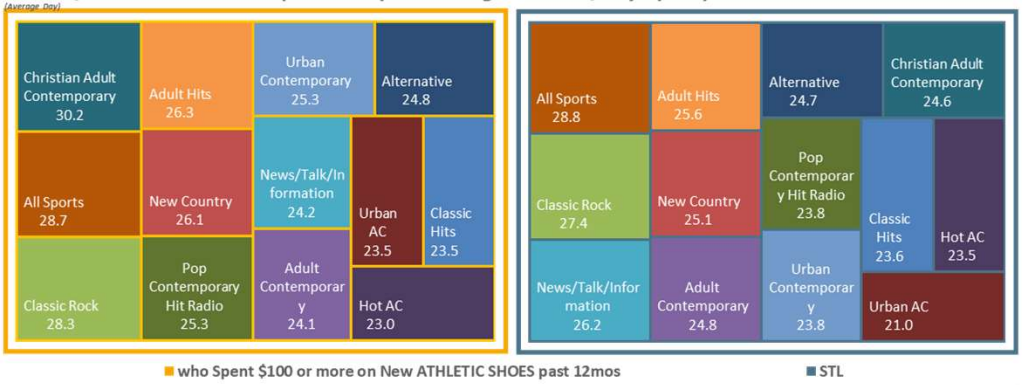
(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

538,641 or 84.4% of Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Rock, Classic Hits, Adult Contemporary, Adult Hits, and New Country.

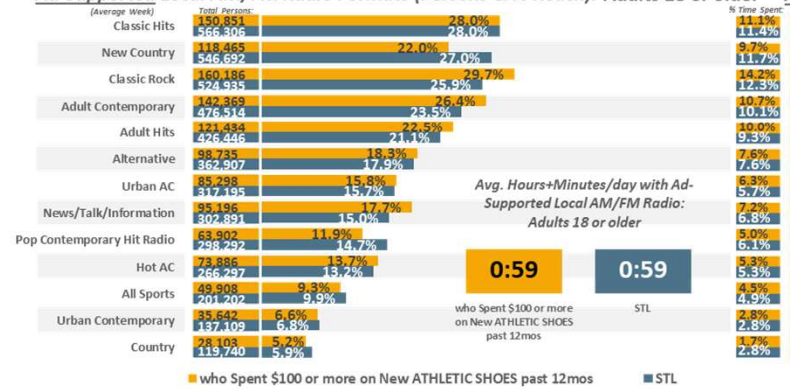
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



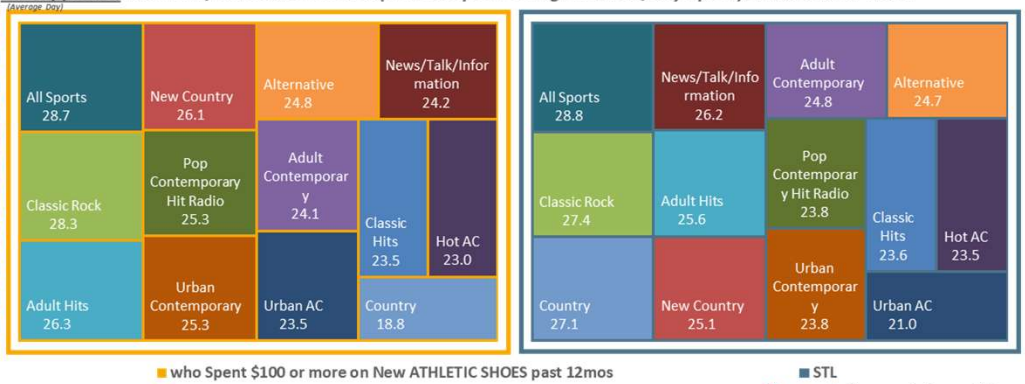
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 603

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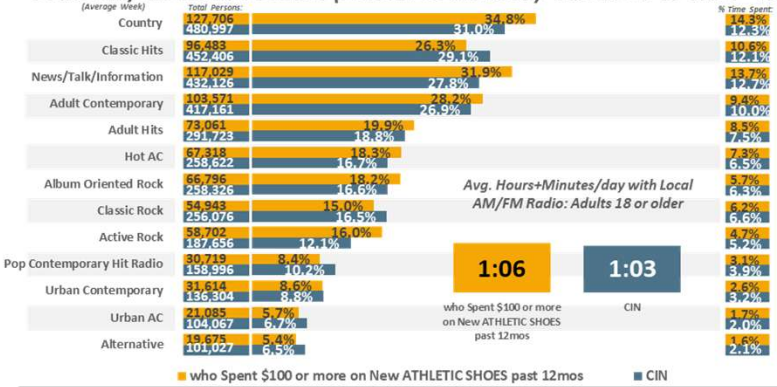
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(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

SNKRS CIN

351,719 or 83.2% of Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Adult Contemporary, Classic Hits, News/Talk/Information, and Adult Hits.

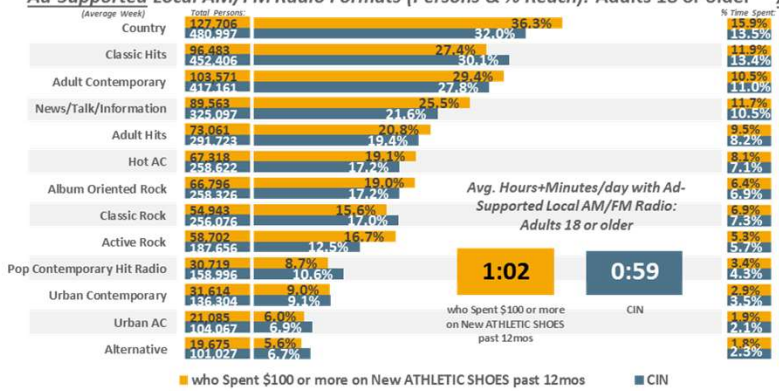
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



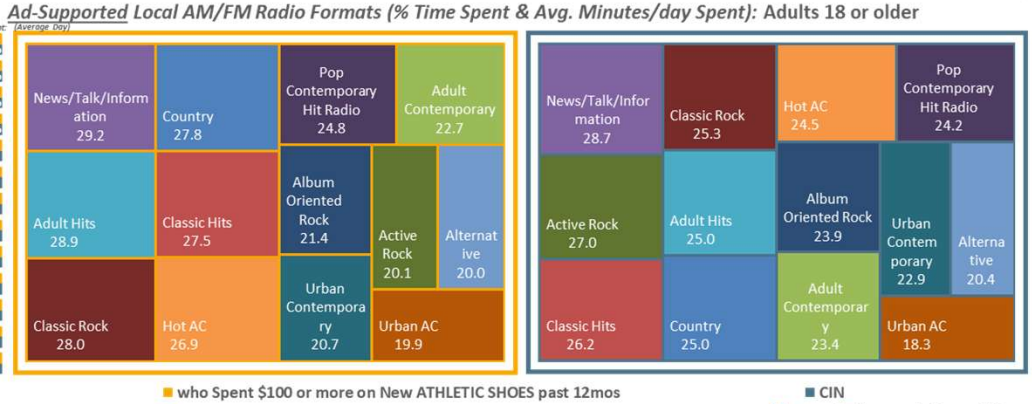
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 540

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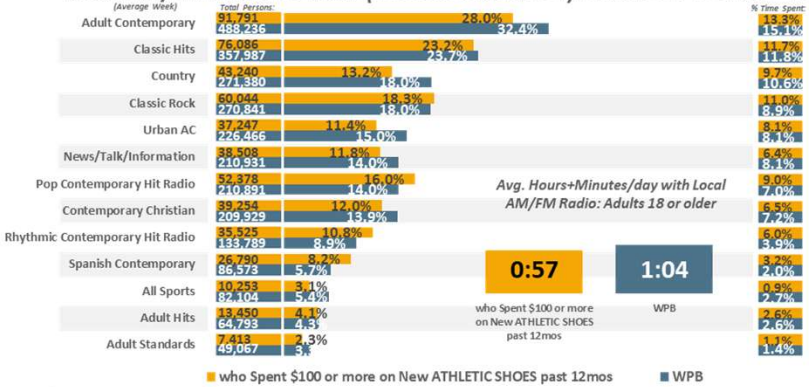
soefa.ai Share of Everything for Anything

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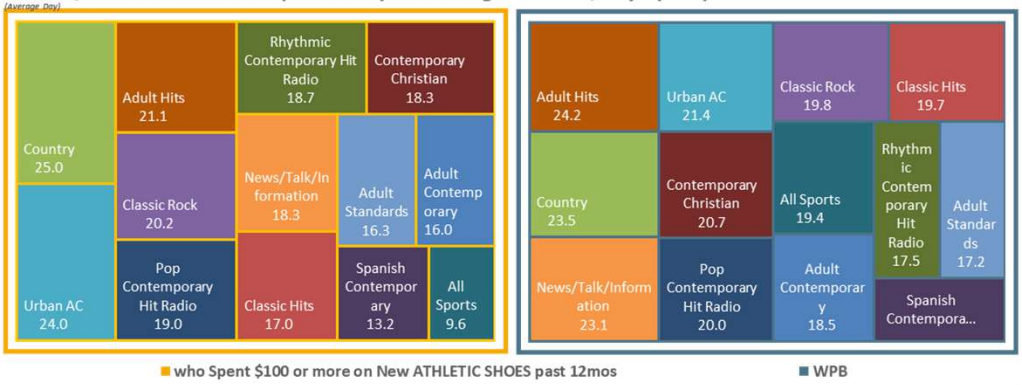
SNKRS WPB

315,780 or 77.5% of Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Classic Rock, Pop Contemporary Hit Radio, and Country.

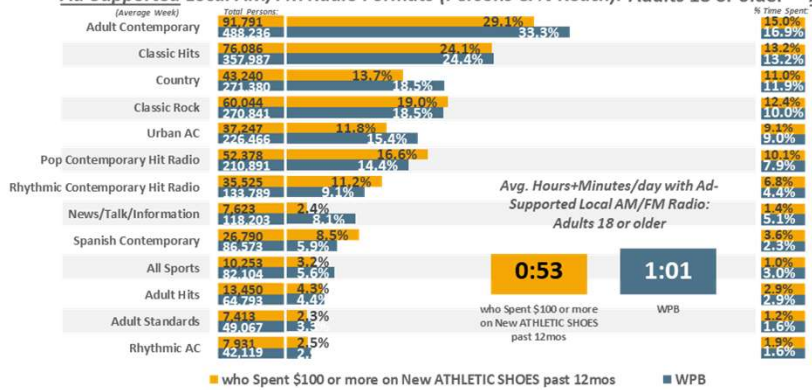
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



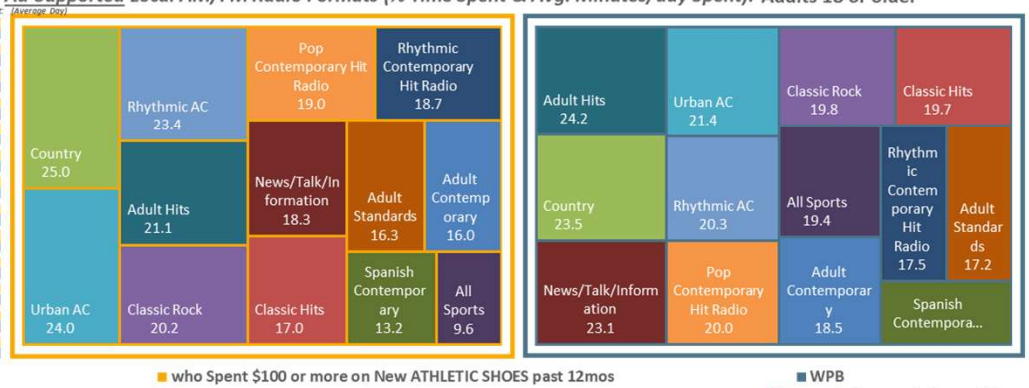
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 609

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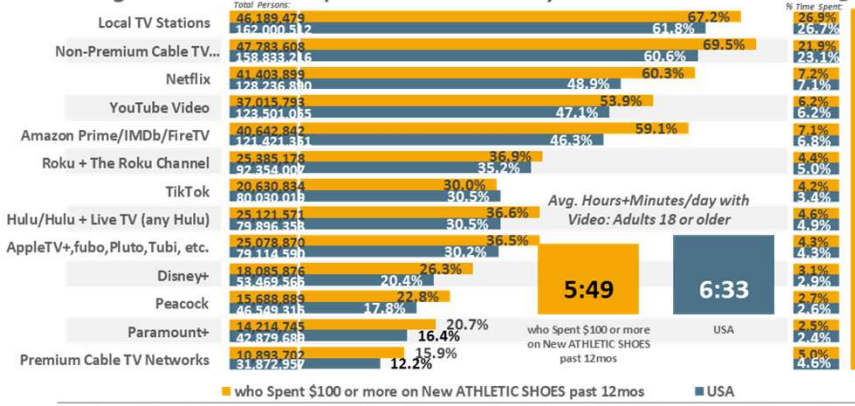
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(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

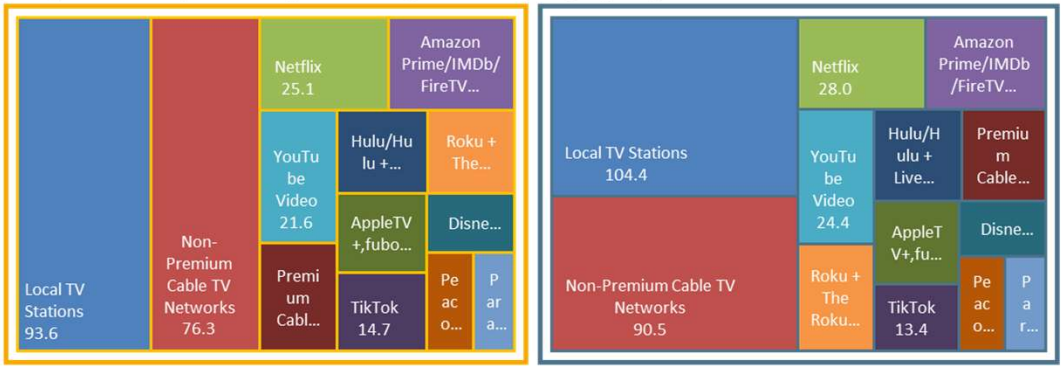
SNKRS USA

45,648,842 or 66.4% of Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos watch Ad-Supported Local TV Stations for an average of 88.6 minutes every day representing 31.2% of all time spent daily with Ad-Supported Video.

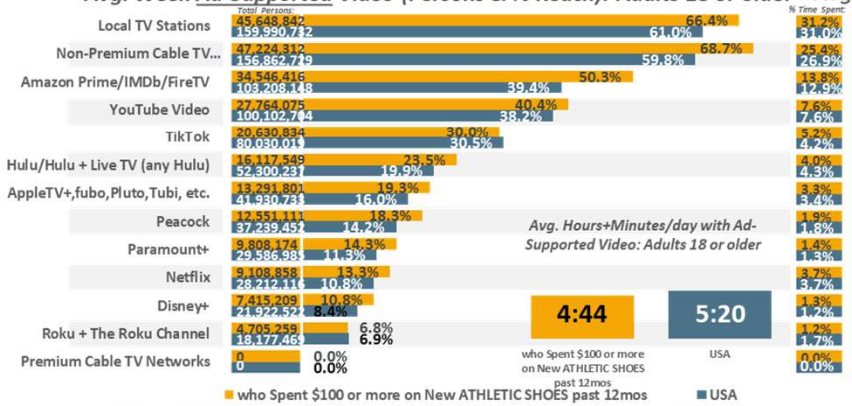
Avg. Week All Video (Persons & % Reach): Adults 18 or older



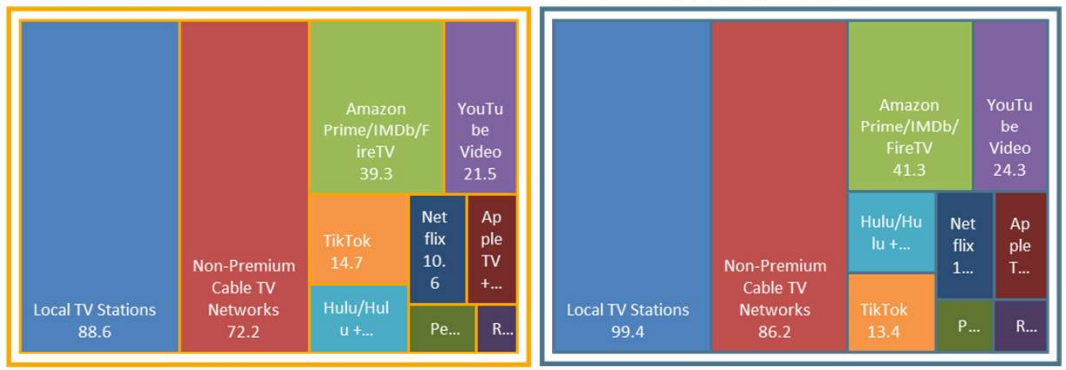
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2025: Feb24-Jun25 Qual Intab 6,819

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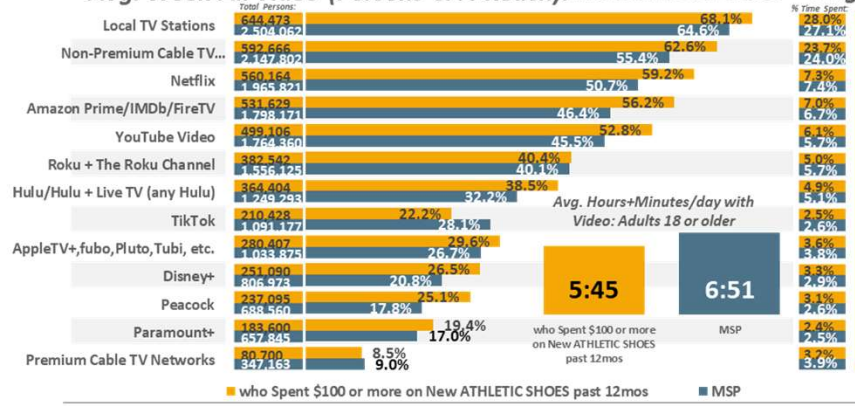
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,947

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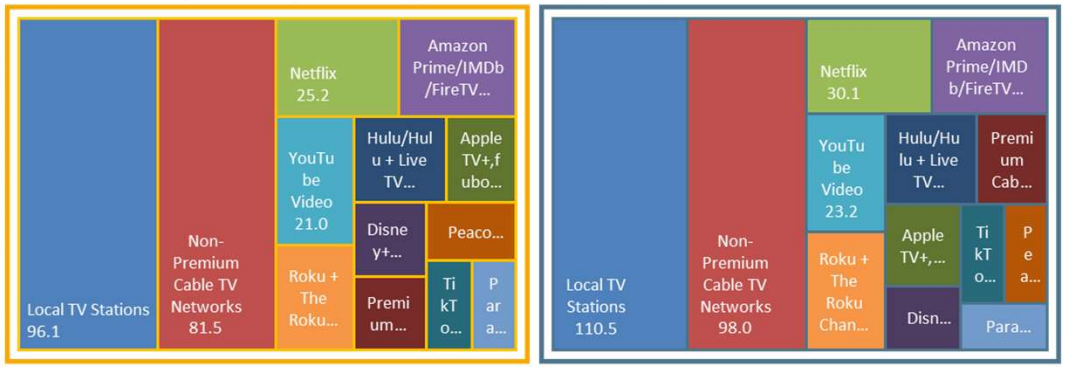
(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

637,051 or 67.3% of Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos watch Ad-Supported Local TV Stations for an average of 90.5 minutes every day representing 32.5% of all time spent daily with Ad-Supported Video.

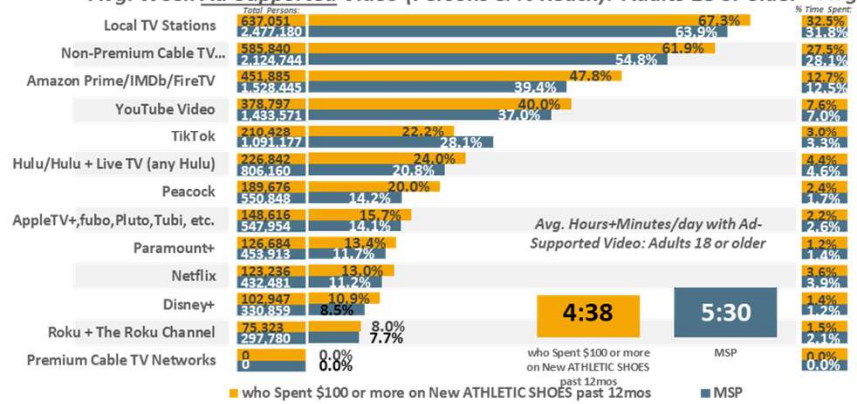
Avg. Week All Video (Persons & % Reach): Adults 18 or older



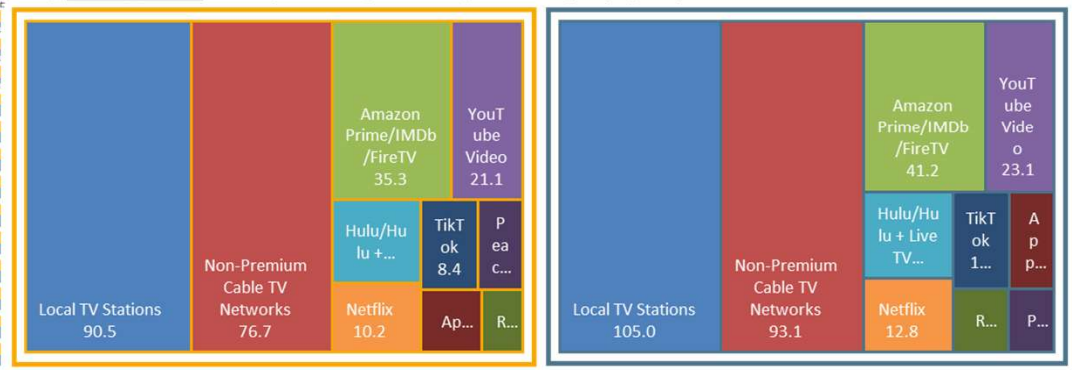
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 530

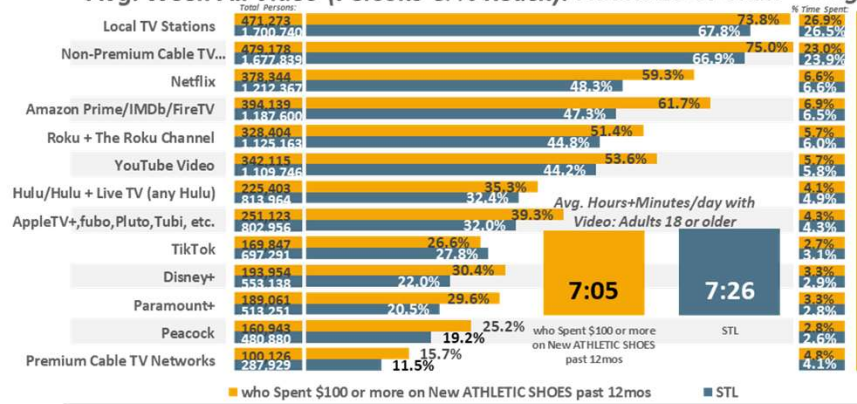
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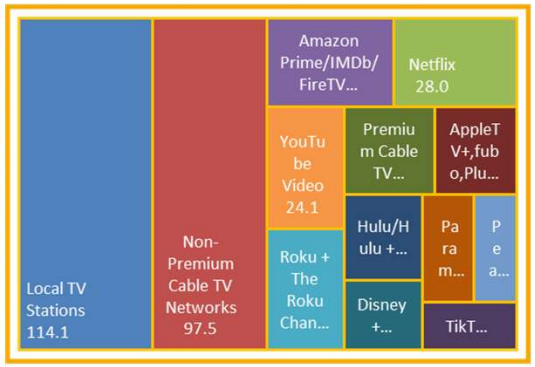
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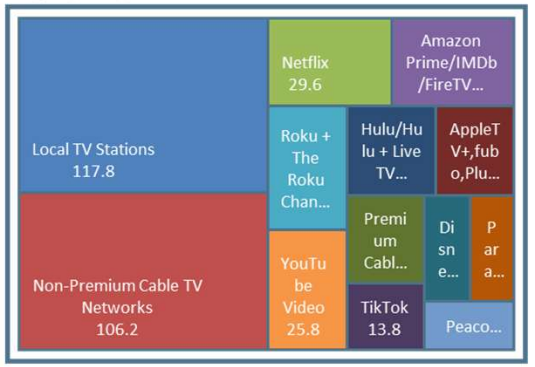
463,979 or 72.7% of Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos watch Ad-Supported Local TV Stations for an average of 108.5 minutes every day representing 31.7% of all time spent daily with Ad-Supported Video.

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

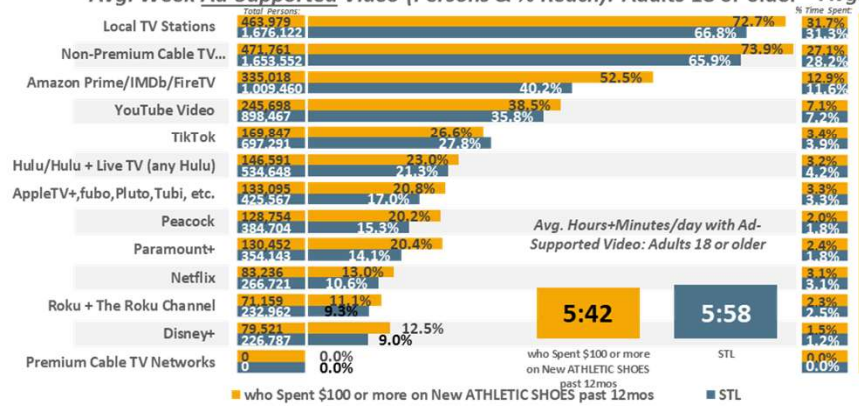


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

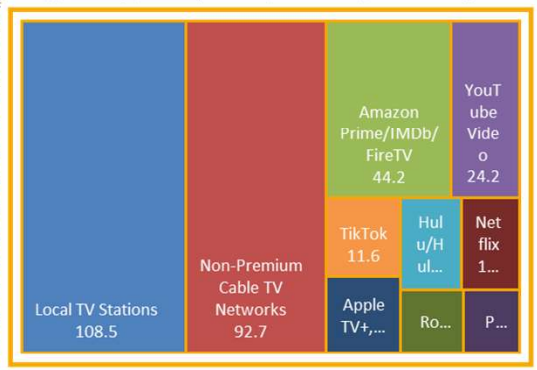


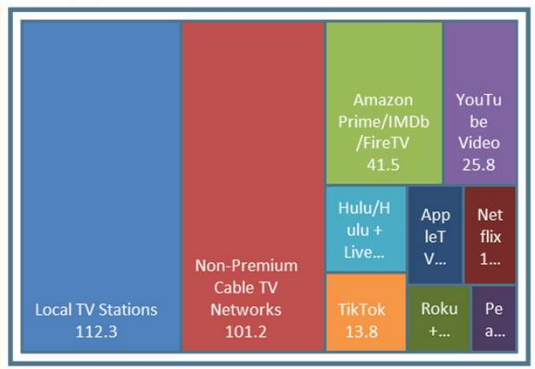


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 603

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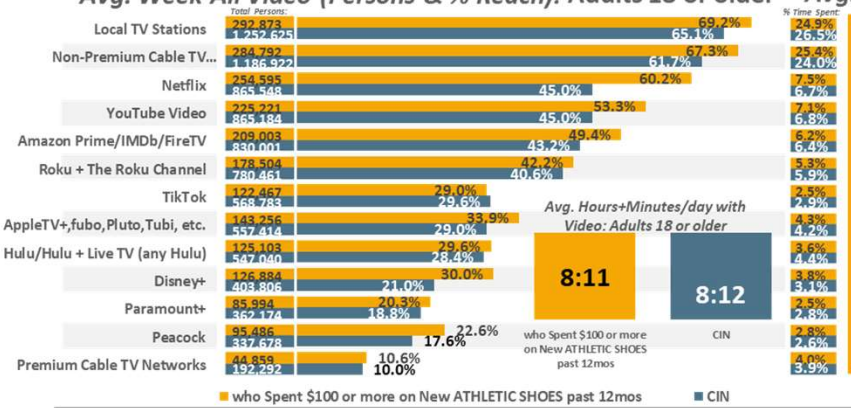
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(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

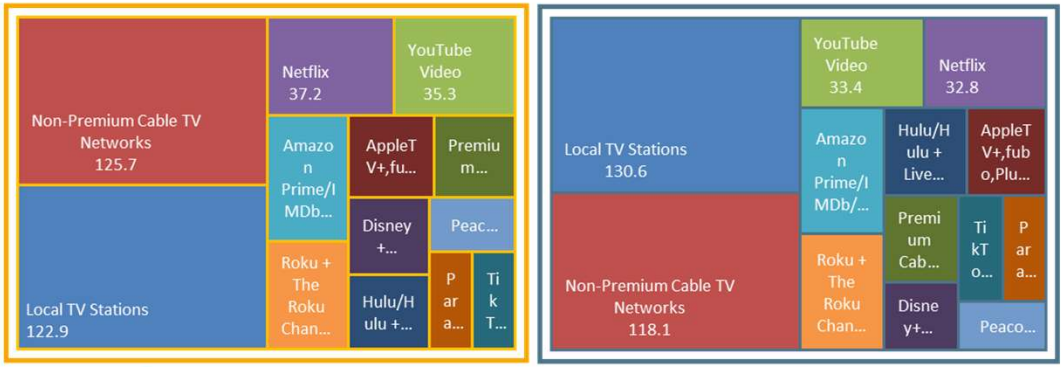
SNKRS = CIN

287,711 or 68.% of Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos watch Ad-Supported Local TV Stations for an average of 119.8 minutes every day representing 30.7% of all time spent daily with Ad-Supported Video.

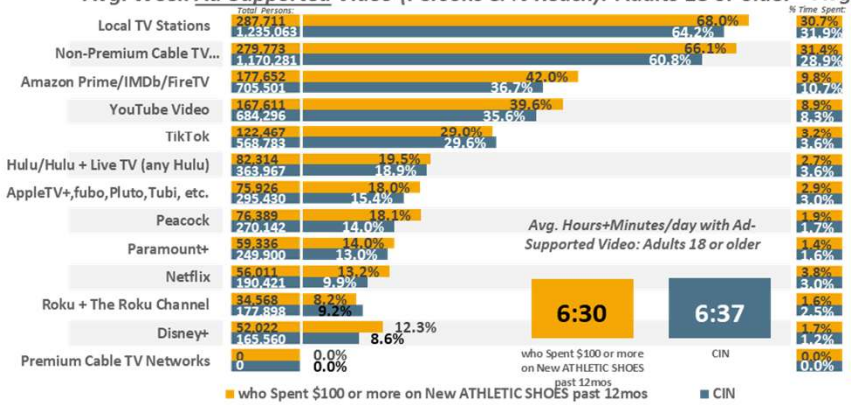
Avg. Week All Video (Persons & % Reach): Adults 18 or older



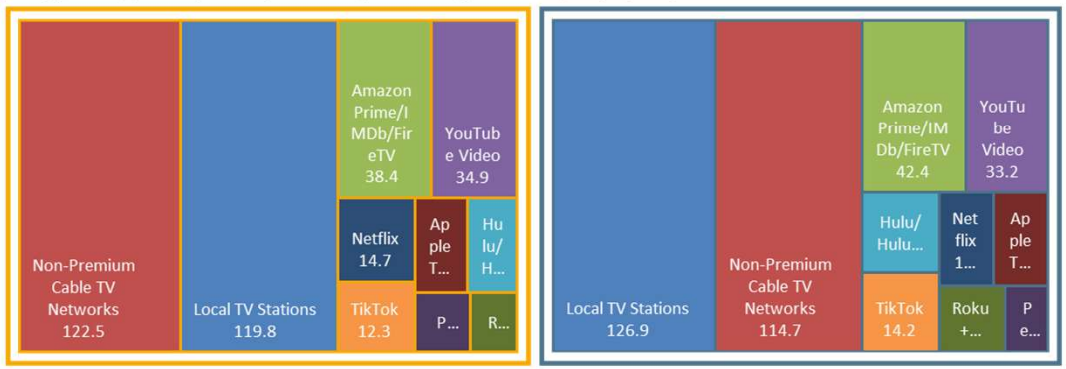
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 540

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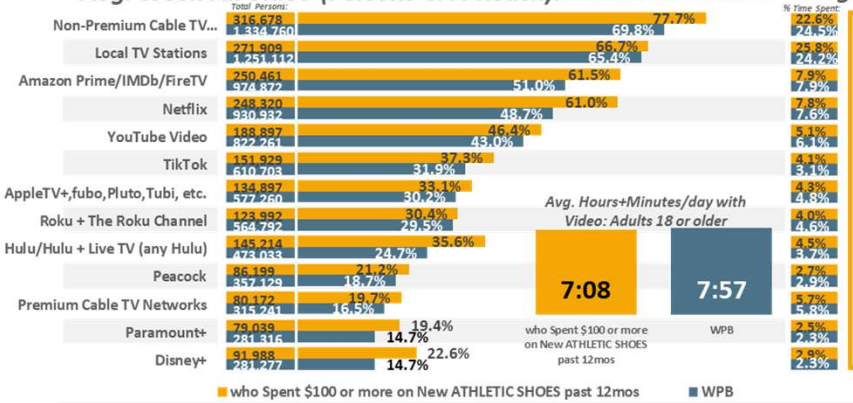
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(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

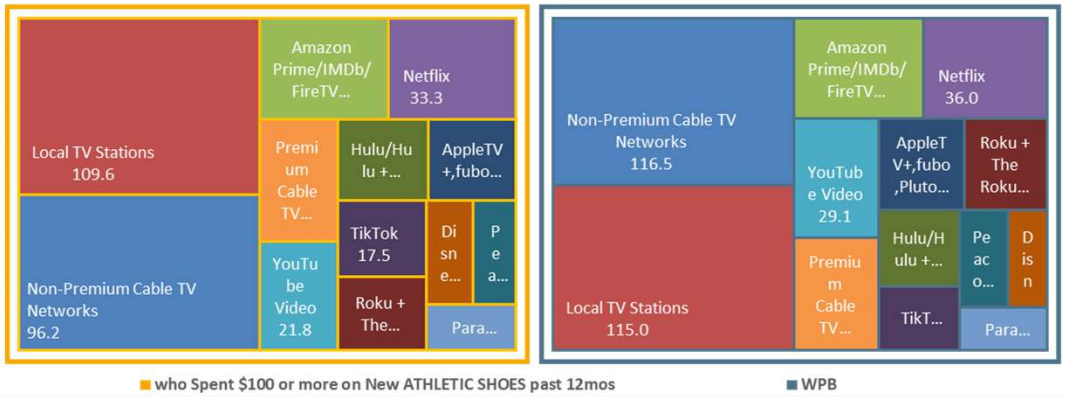
SNKRS WPB

269,154 or 66.1% of Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos watch Ad-Supported Local TV Stations for an average of 105. minutes every day representing 29.9% of all time spent daily with Ad-Supported Video.

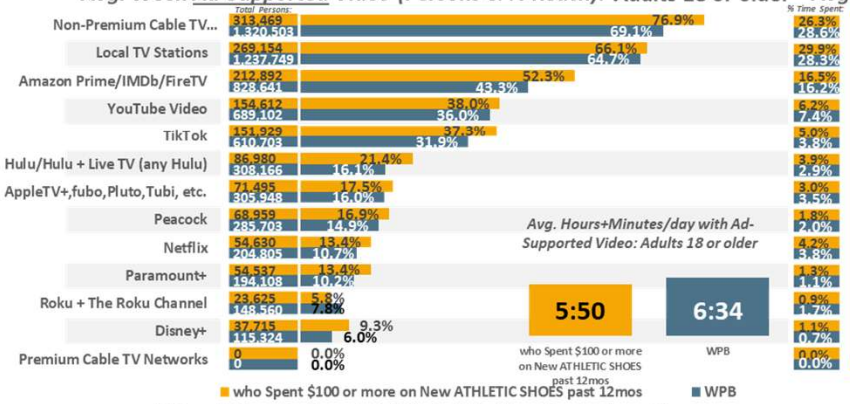
Avg. Week All Video (Persons & % Reach): Adults 18 or older



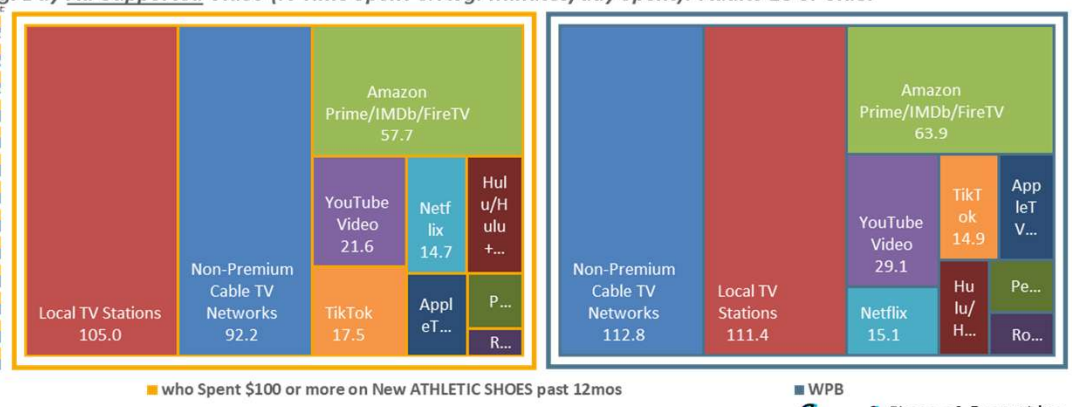
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 609

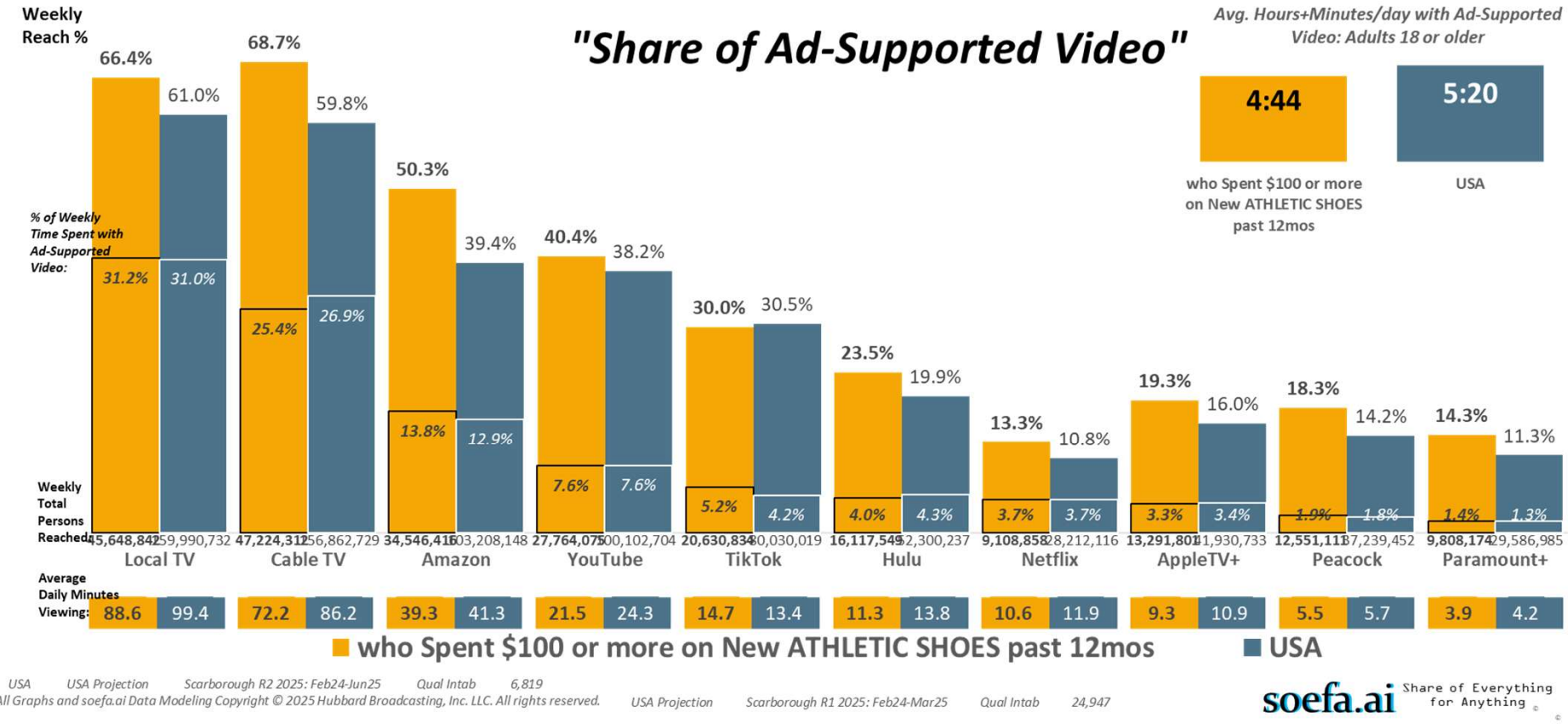
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(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

SNKRS USA

45,648,842 or 66.4% of Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos watch Ad-Supported Local TV Stations for an average of 88.6 minutes every day representing 31.2% of all time spent daily with Ad-Supported Video.



USA USA Projection Scarborough R2 2025: Feb24-Jun25 Qual Intab 6,819

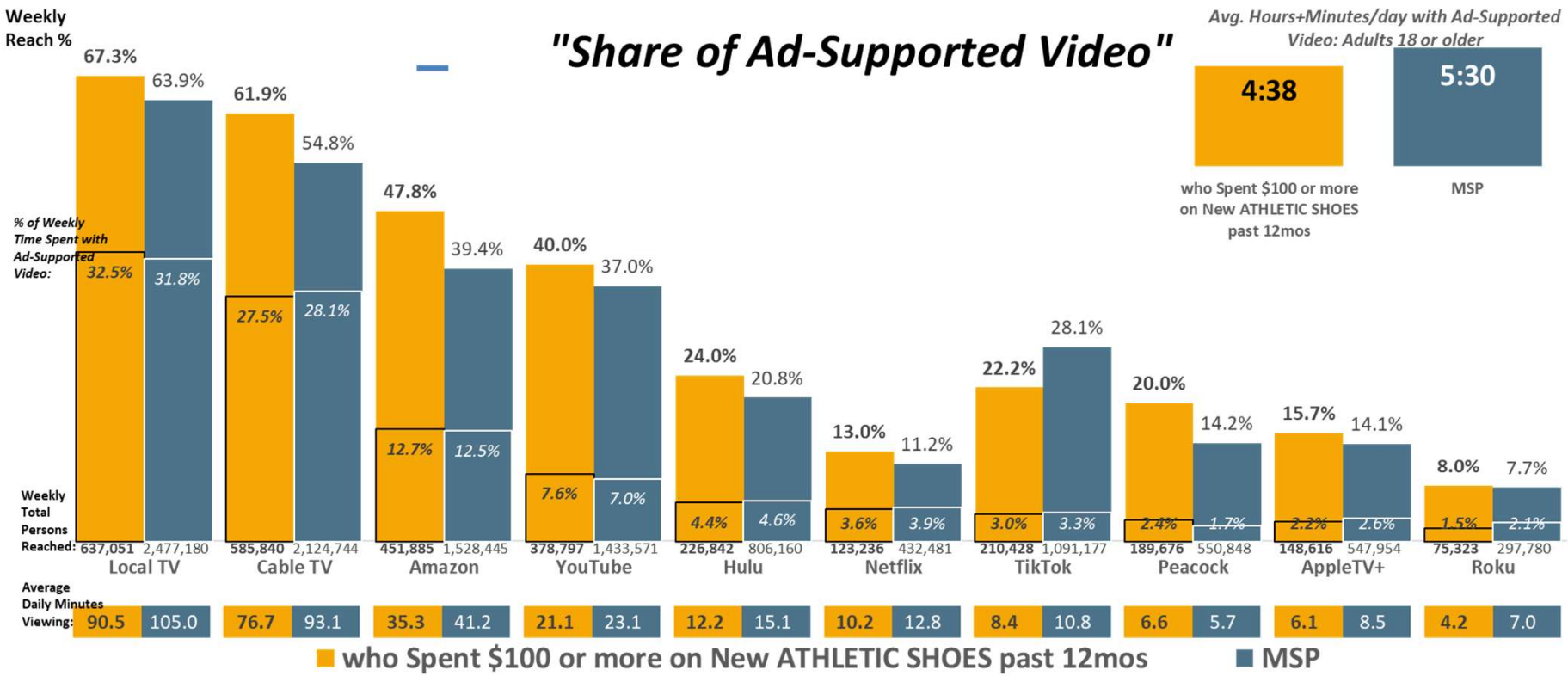
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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,947

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(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

637,051 or 67.3% of Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos watch Ad-Supported Local TV Stations for an average of 90.5 minutes every day representing 32.5% of all time spent daily with Ad-Supported Video.



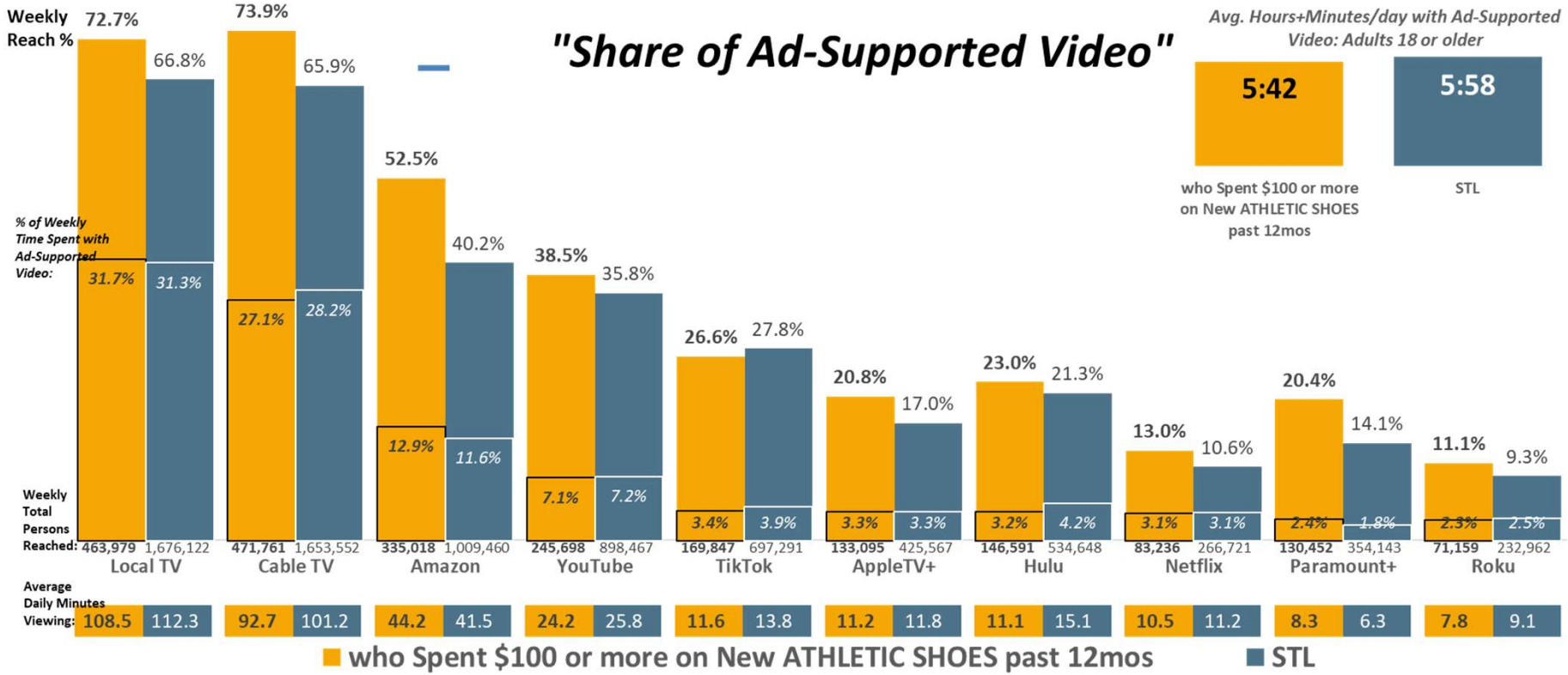
MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 530 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,105

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(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

463,979 or 72.7% of Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos watch Ad-Supported Local TV Stations for an average of 108.5 minutes every day representing 31.7% of all time spent daily with Ad-Supported Video.



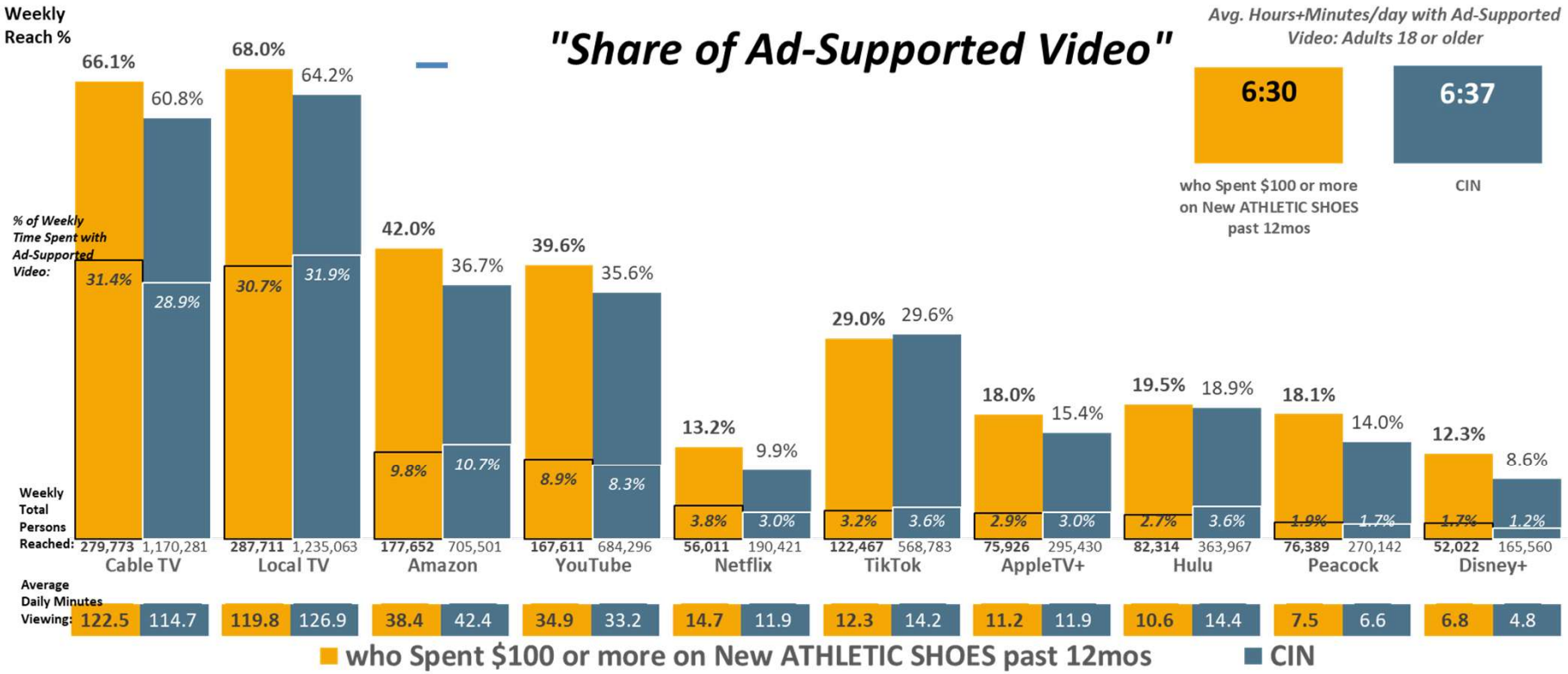
STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 603 ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,075

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287,711 or 68.% of Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos watch Ad-Supported Local TV Stations for an average of 119.8 minutes every day representing 30.7% of all time spent daily with Ad-Supported Video.



CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 540 CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,996

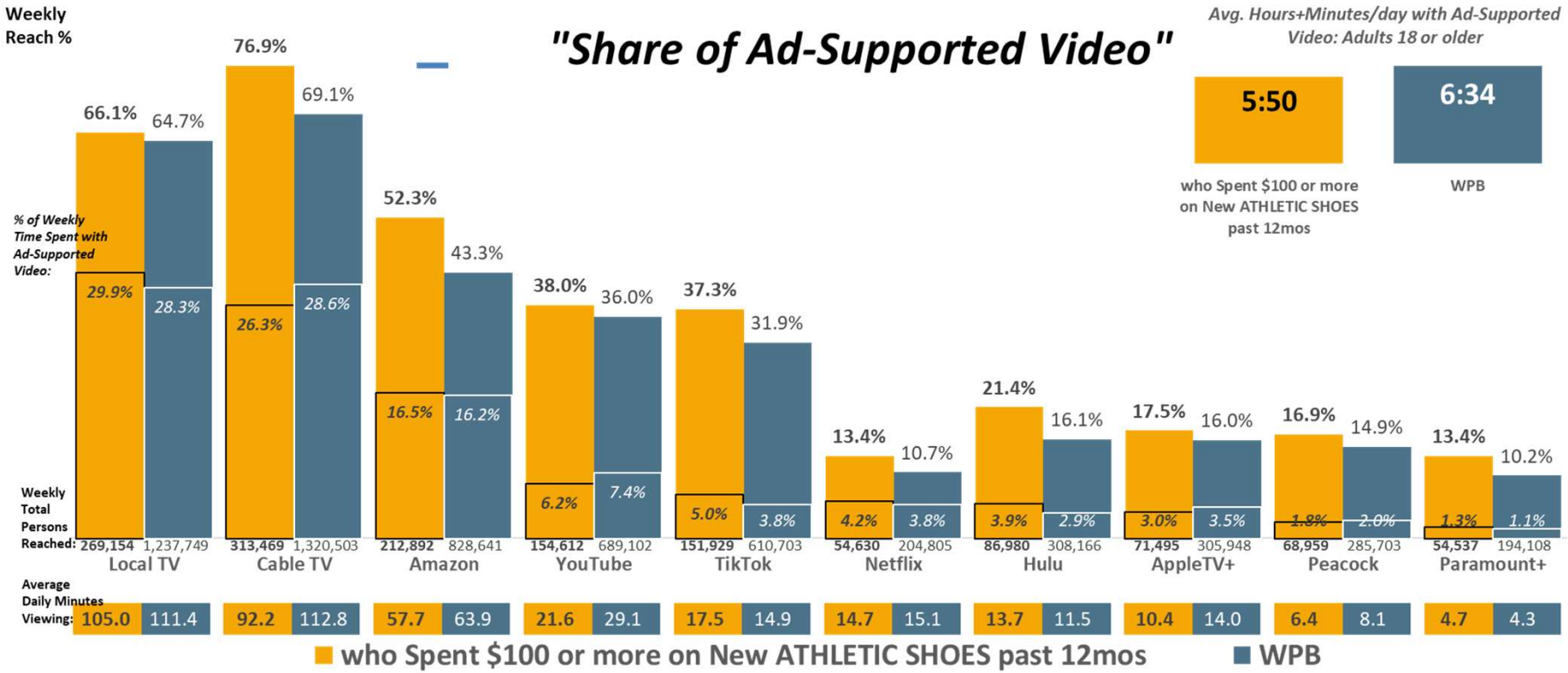
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(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

SNKRS WPB

269,154 or 66.1% of Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos watch Ad-Supported Local TV Stations for an average of 105. minutes every day representing 29.9% of all time spent daily with Ad-Supported Video.



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 609 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

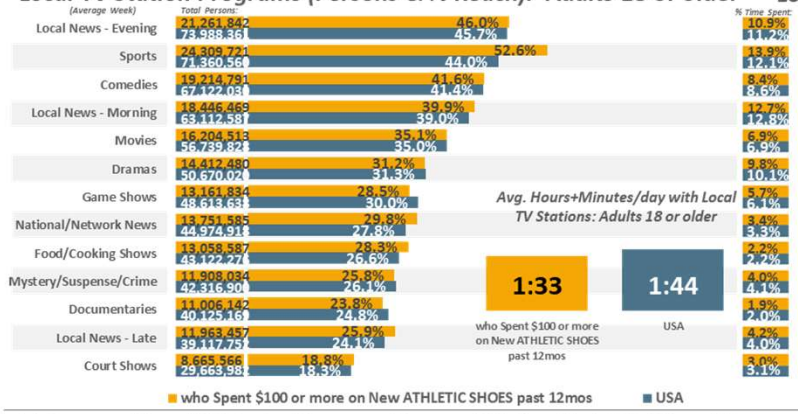
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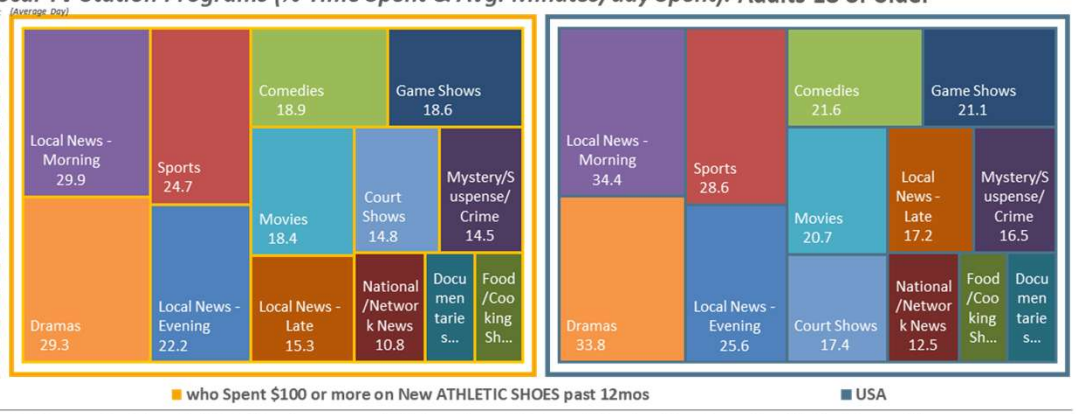
(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

45,648,842 or 66.4% of Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, Movies, and Dramas.

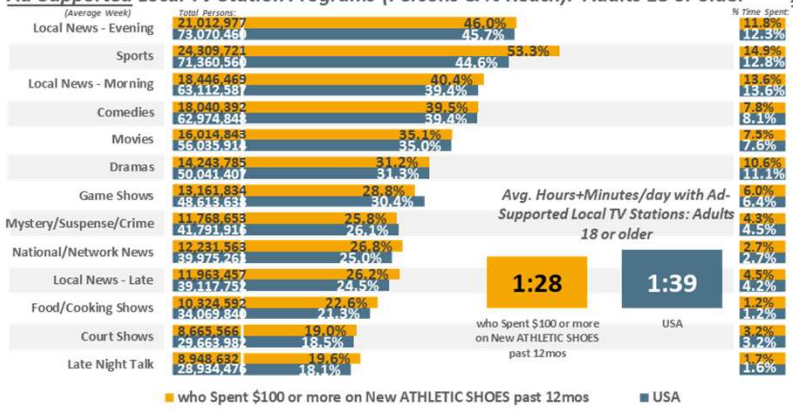
Local TV Station Programs (Persons & % Reach): Adults 18 or older



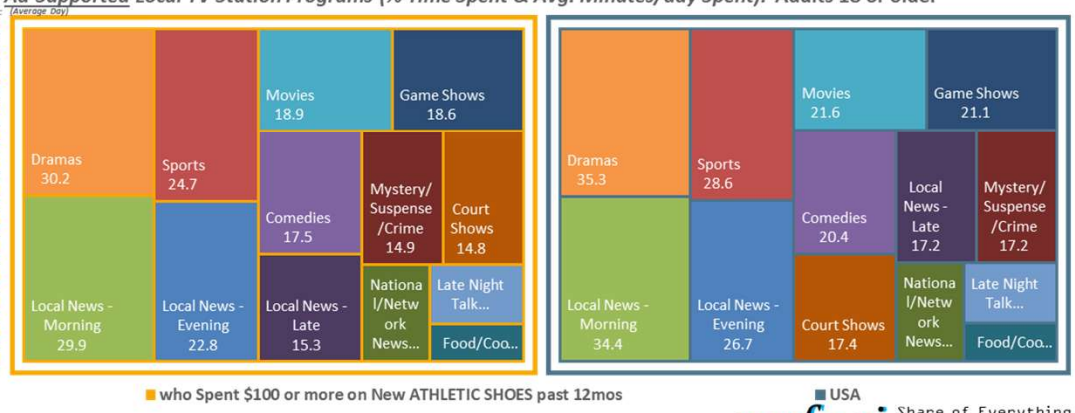
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2025: Feb24-Jun25 Qual Intab 6,819

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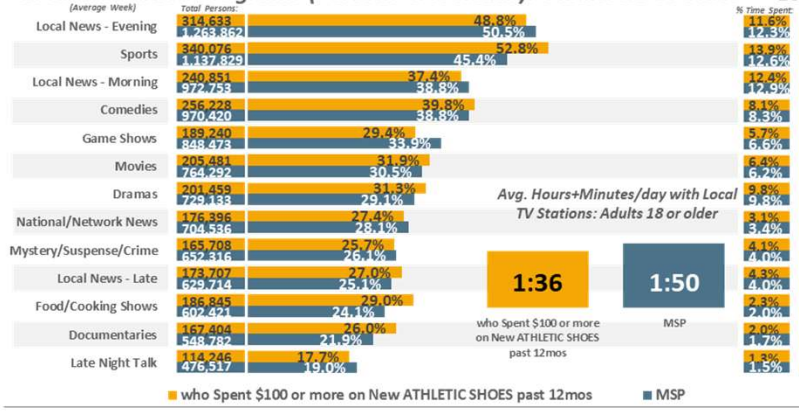
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,947

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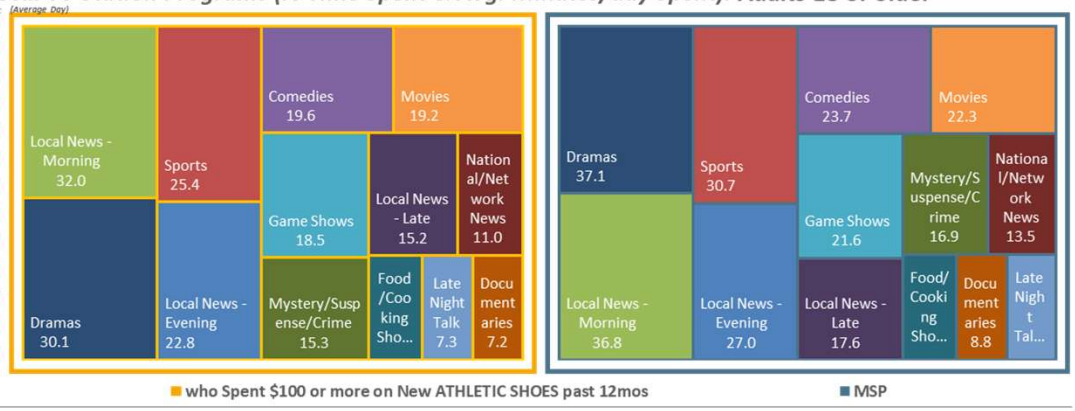
(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

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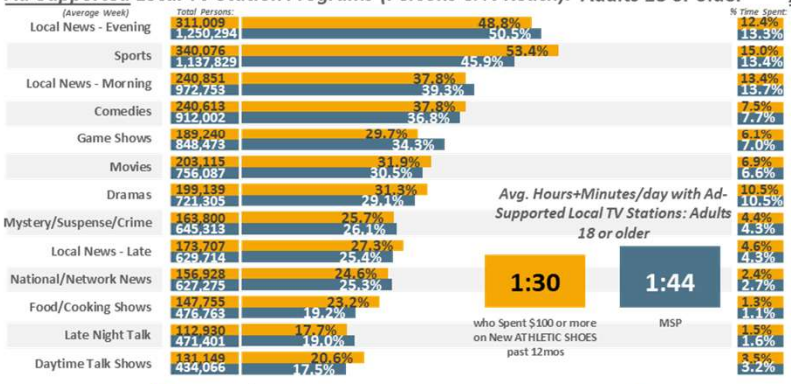
Local TV Station Programs (Persons & % Reach): Adults 18 or older



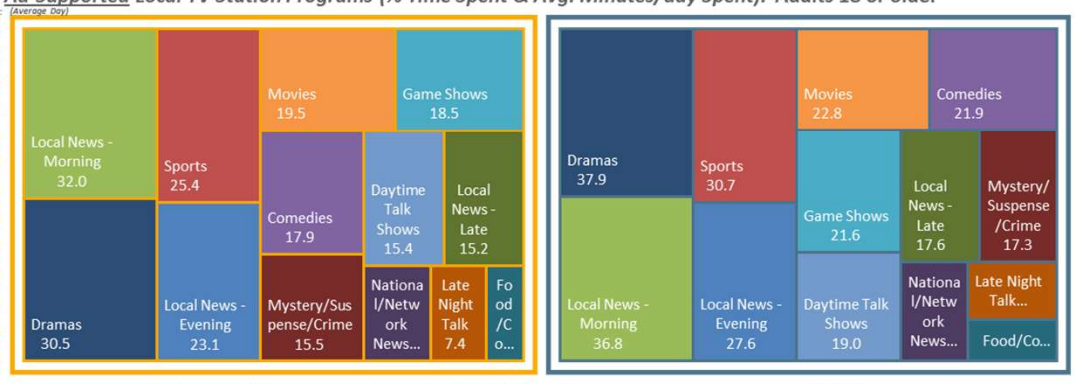
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 530

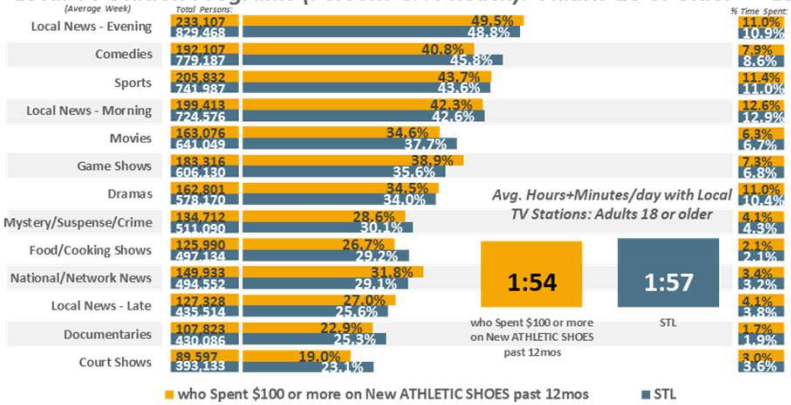
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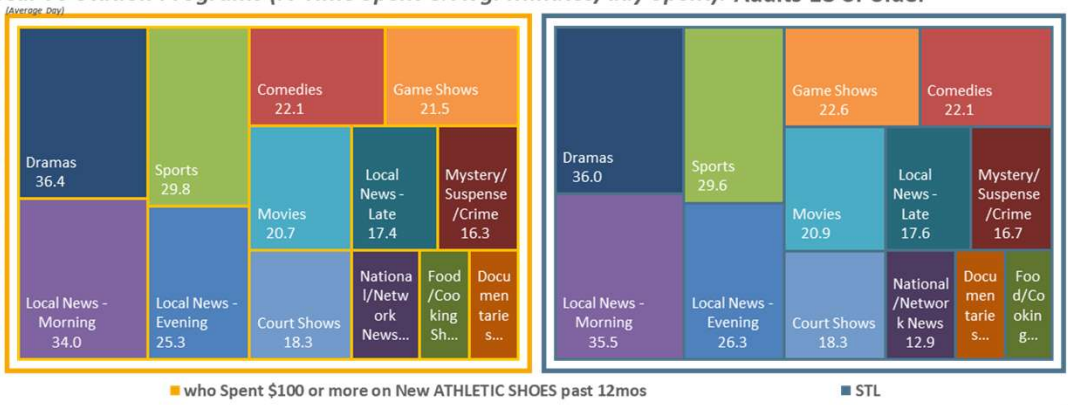
(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

463,979 or 72.7% of Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Local News - Morning, Game Shows, Comedies, and Movies.

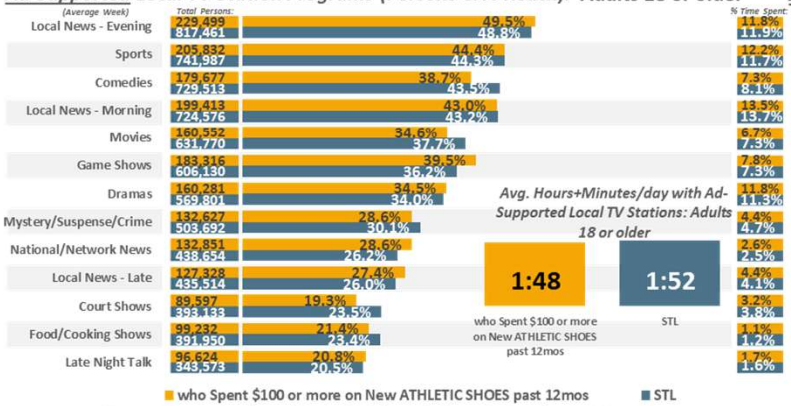
Local TV Station Programs (Persons & % Reach): Adults 18 or older



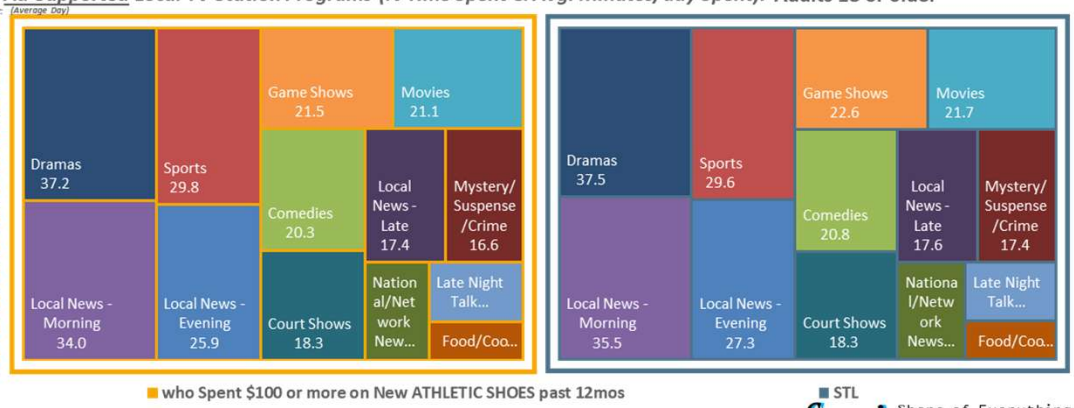
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 603

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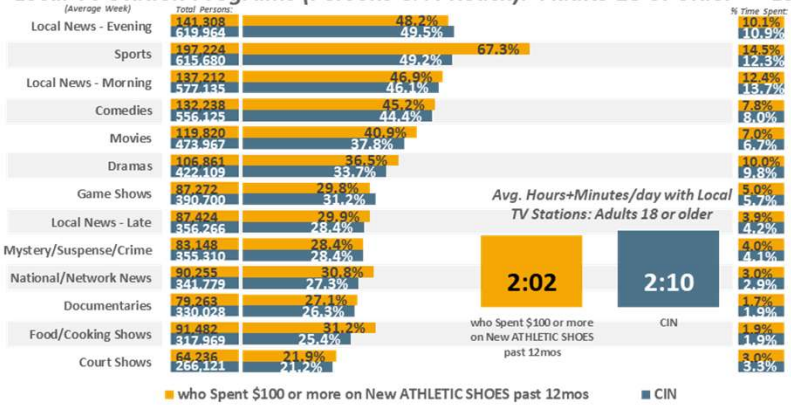
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(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

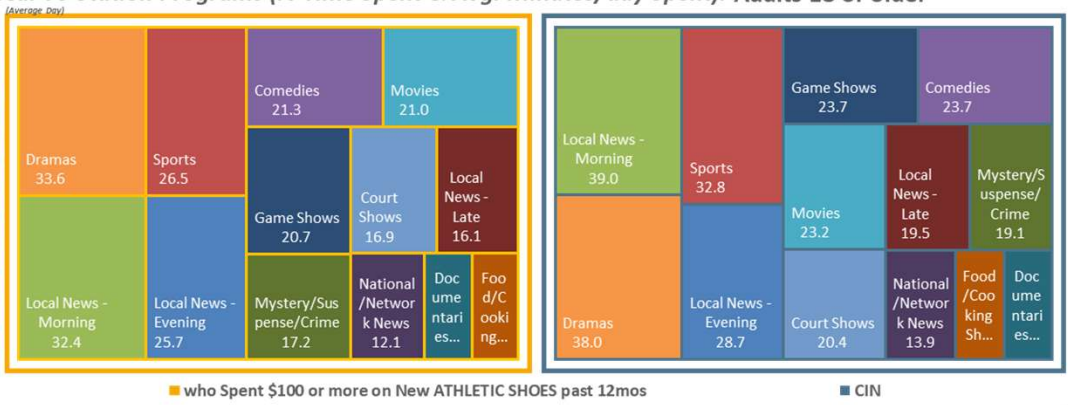
SNKRS CIN

287,711 or 68.% of Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, Movies, and Dramas.

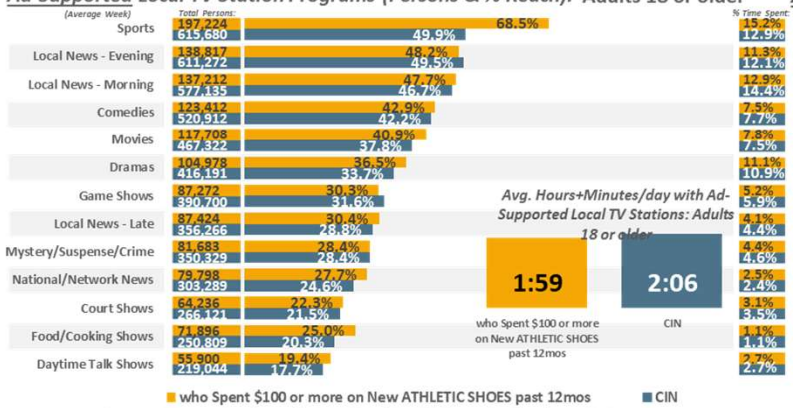
Local TV Station Programs (Persons & % Reach): Adults 18 or older



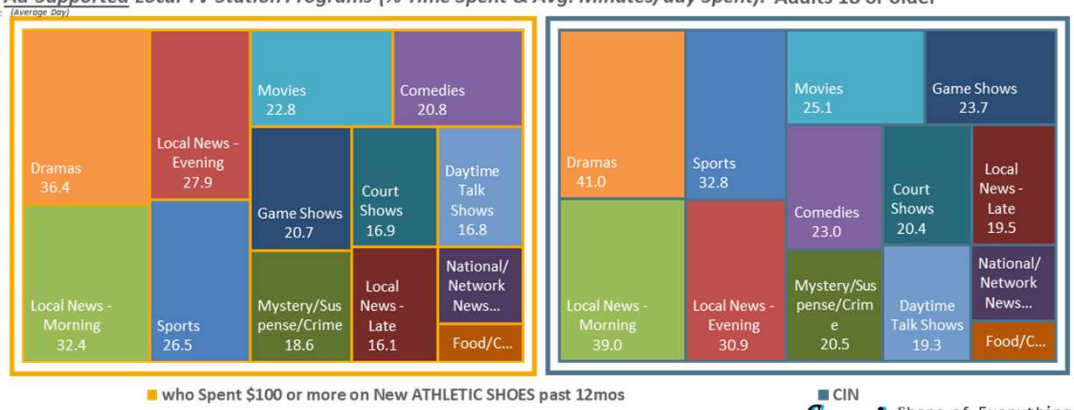
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 540

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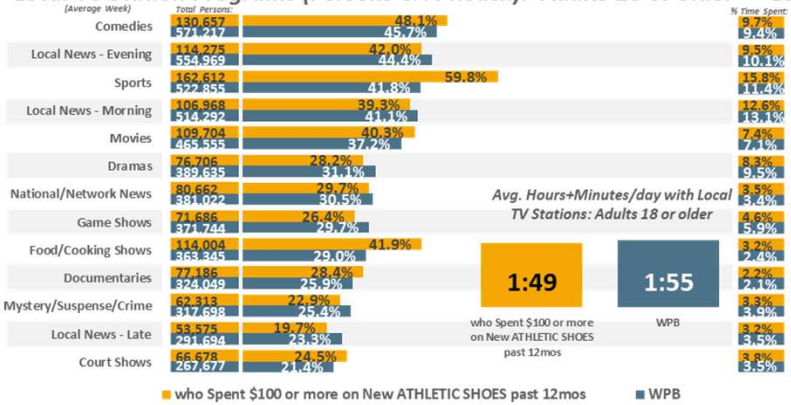
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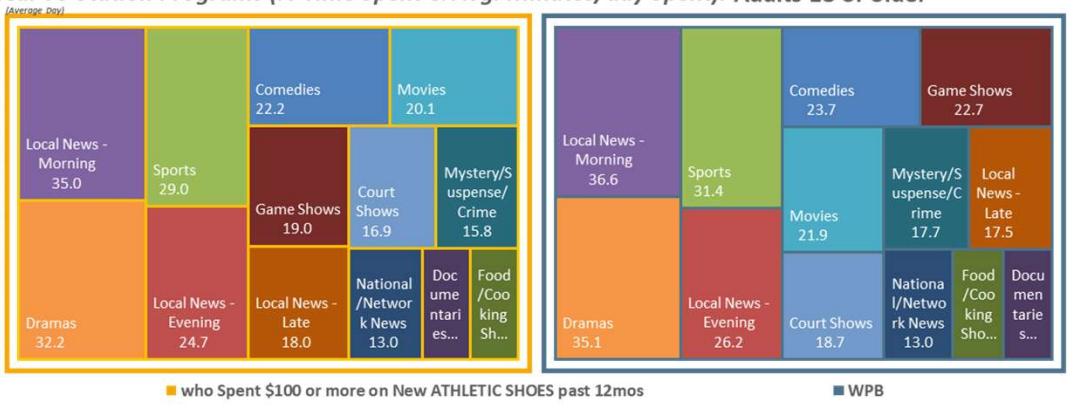
SNKRS WPB

269,154 or 66.1% of Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Local News - Evening, Movies, Local News - Morning, and Food/Cooking Shows.

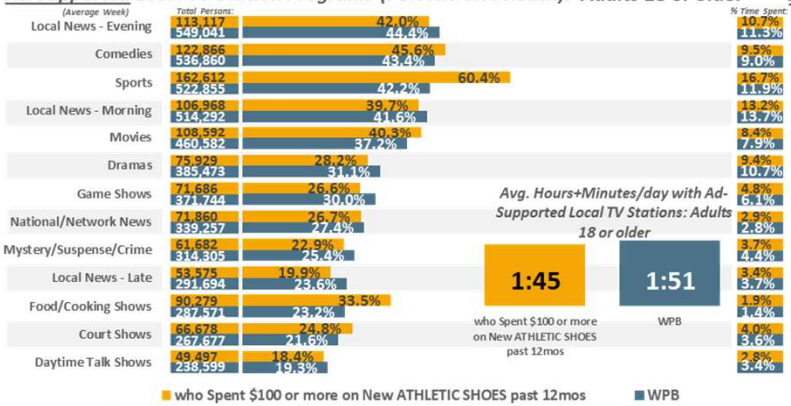
Local TV Station Programs (Persons & % Reach): Adults 18 or older



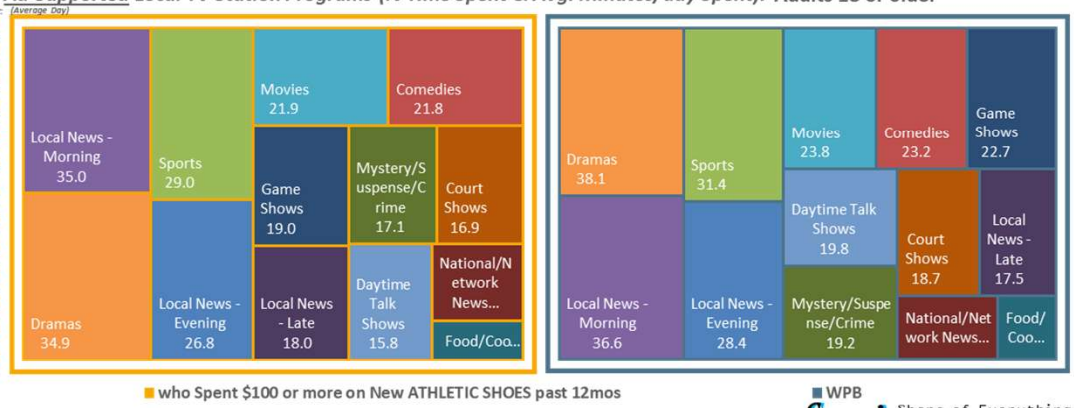
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 609

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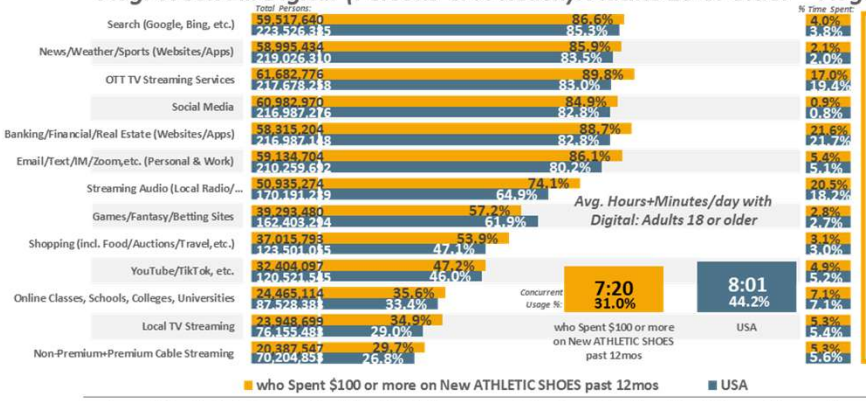
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(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

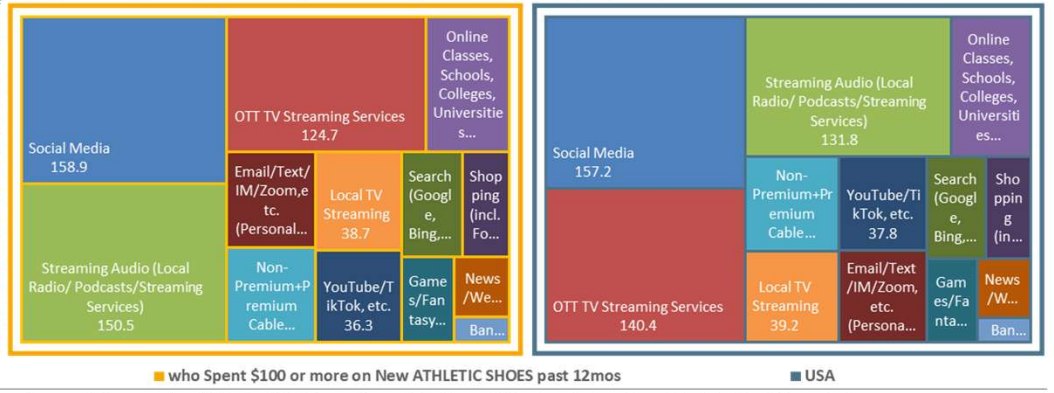


53,726,017 or 78.2% of Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos use Ad-Supported Social Media for an average of 140. minutes every day representing 26.3% of all time spent daily with Ad-Supported Digital Media.

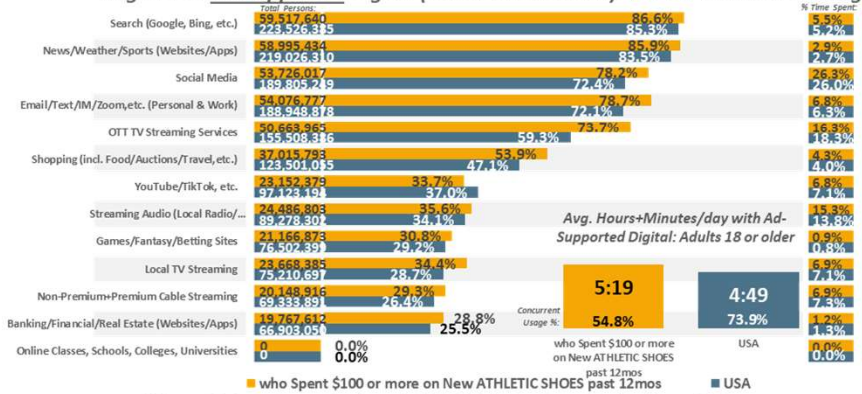
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



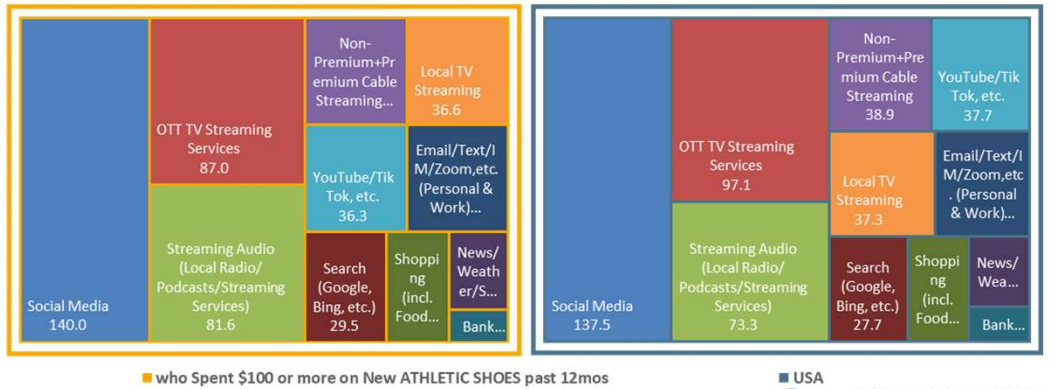
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2025: Feb24-Jun25 Qual Intab 6,819

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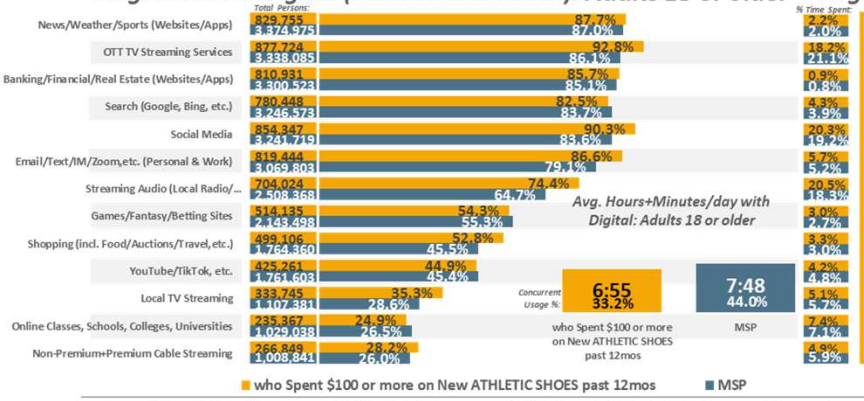
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,947

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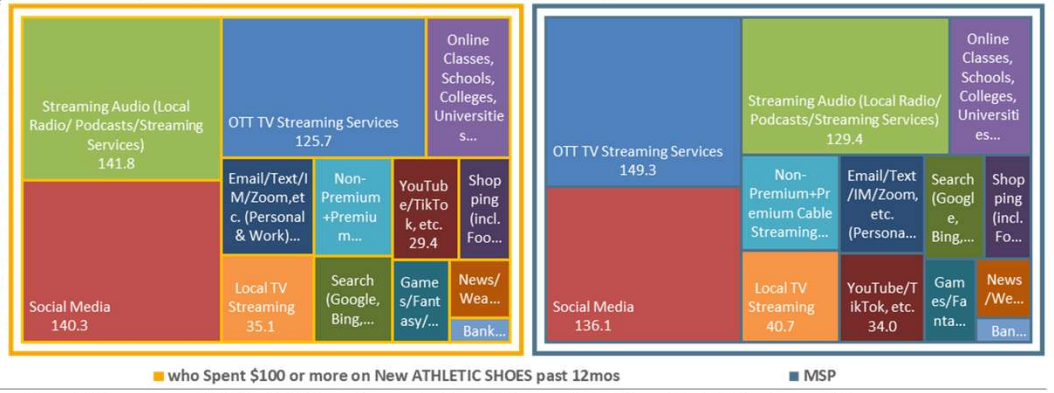
(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

789,943 or 83.5% of Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos use Ad-Supported Social Media for an average of 129.8 minutes every day representing 25.8% of all time spent daily with Ad-Supported Digital Media.

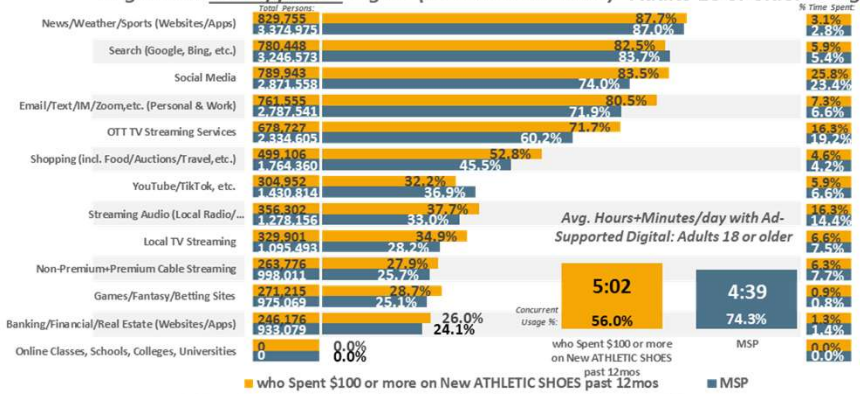
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



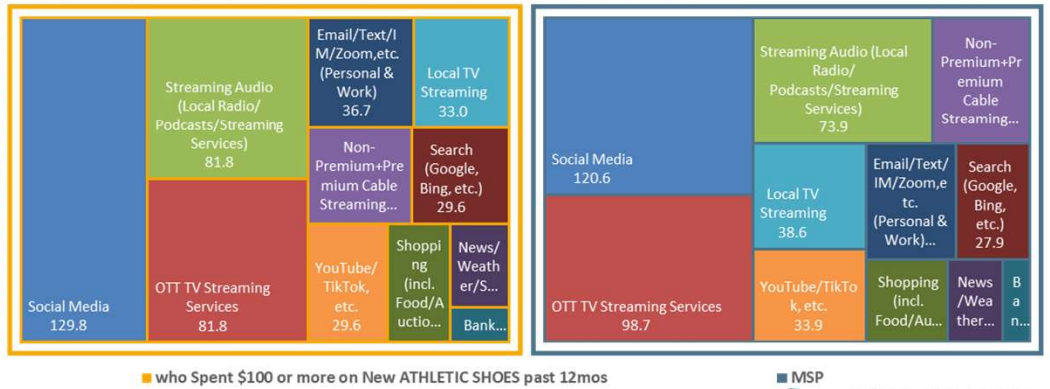
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 530

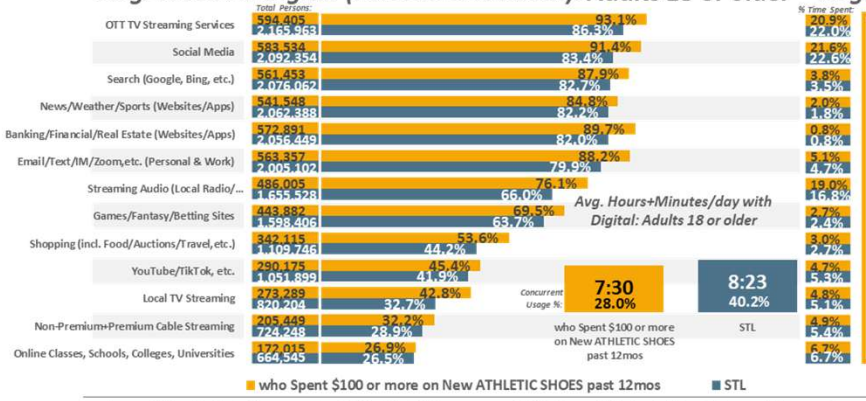
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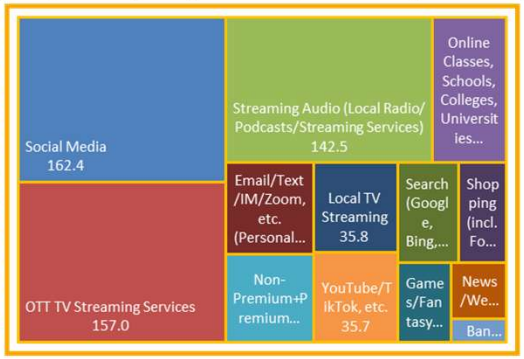
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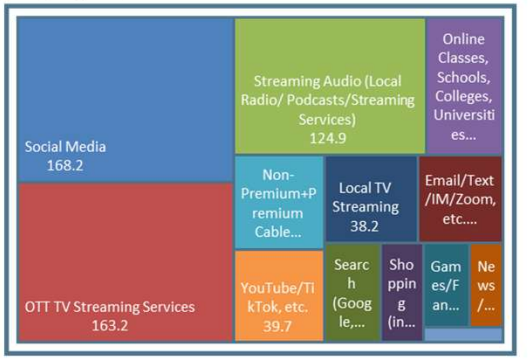
509,851 or 79.8% of Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos use Ad-Supported Social Media for an average of 141.9 minutes every day representing 26.3% of all time spent daily with Ad-Supported Digital Media.

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

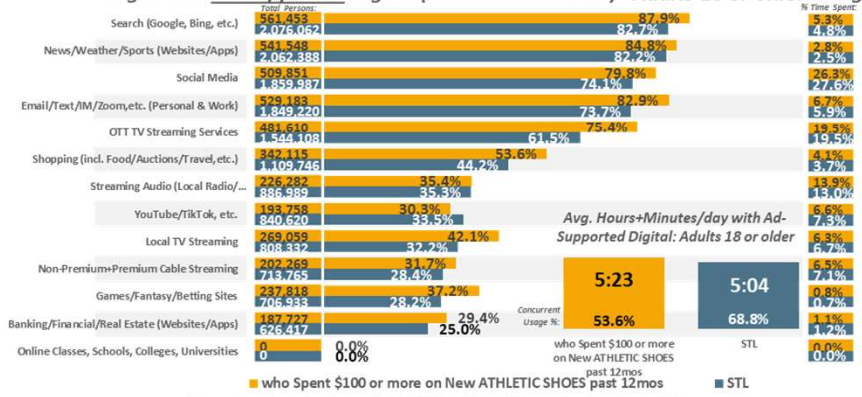


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

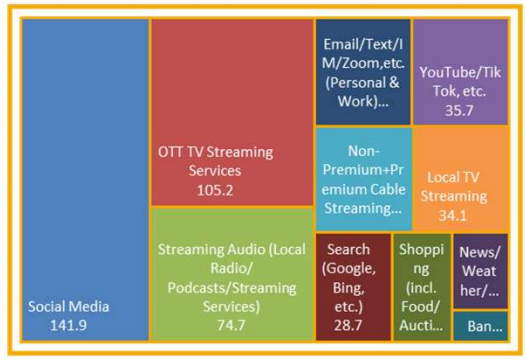


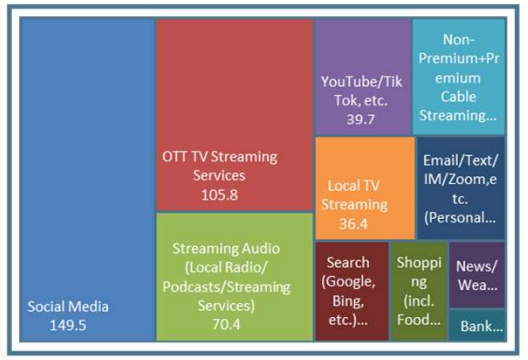


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 603

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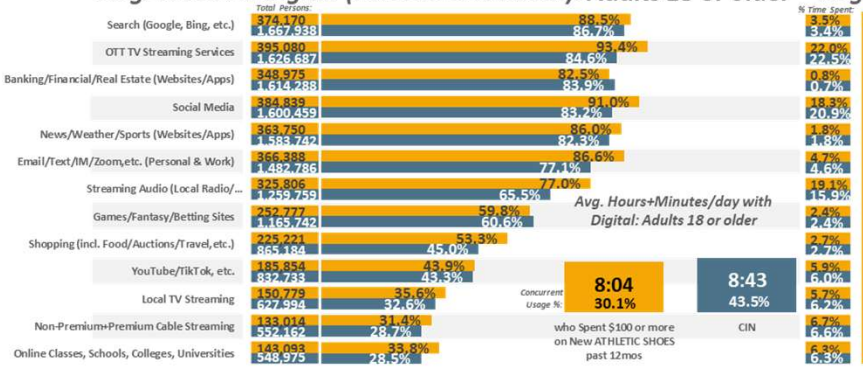
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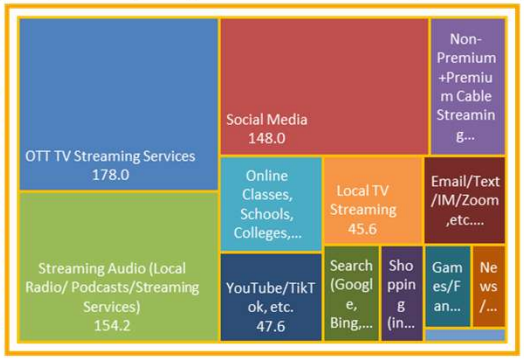


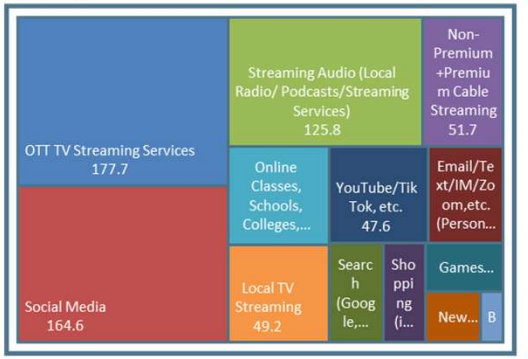
328,962 or 77.8% of Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos use Ad-Supported Social Media for an average of 126.5 minutes every day representing 22.5% of all time spent daily with Ad-Supported Digital Media.

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



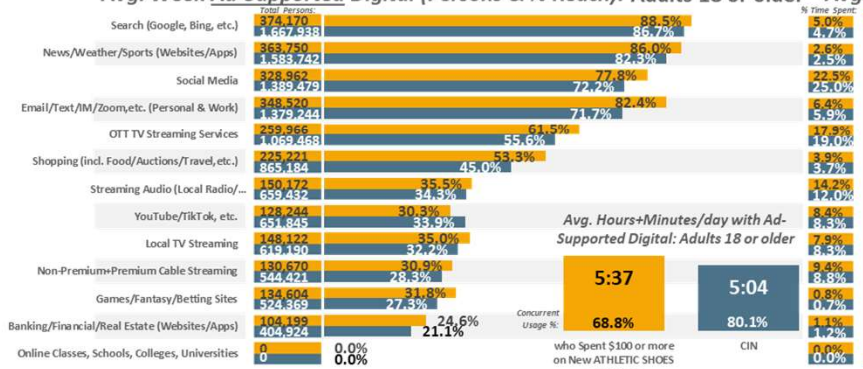
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



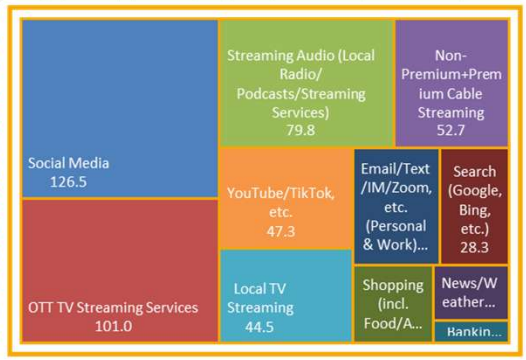


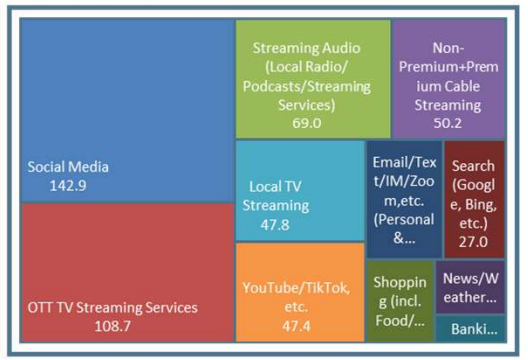
who Spent $100 or more on New ATHLETIC SHOES past 12mos ■ CIN

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



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





who Spent $100 or more on New ATHLETIC SHOES past 12mos ■ CIN

CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 540

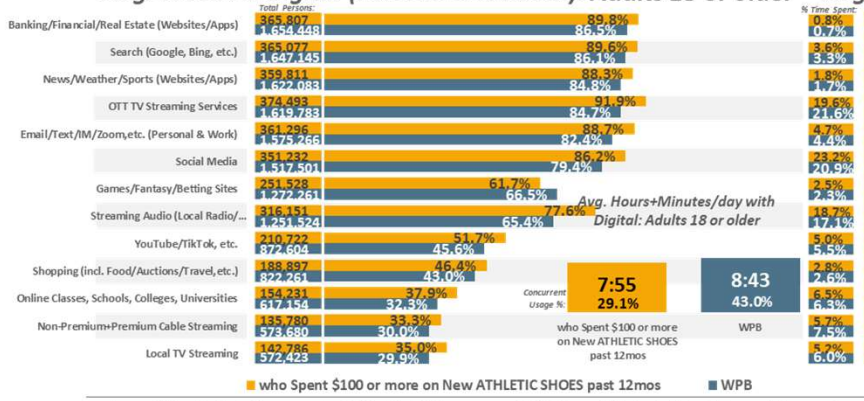
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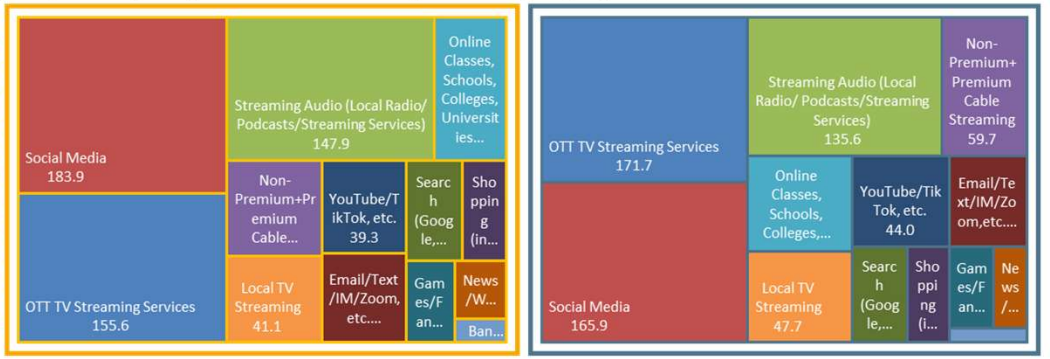
(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

311,093 or 76.4% of Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos use Ad-Supported Social Media for an average of 162.9 minutes every day representing 27.7% of all time spent daily with Ad-Supported Digital Media.

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

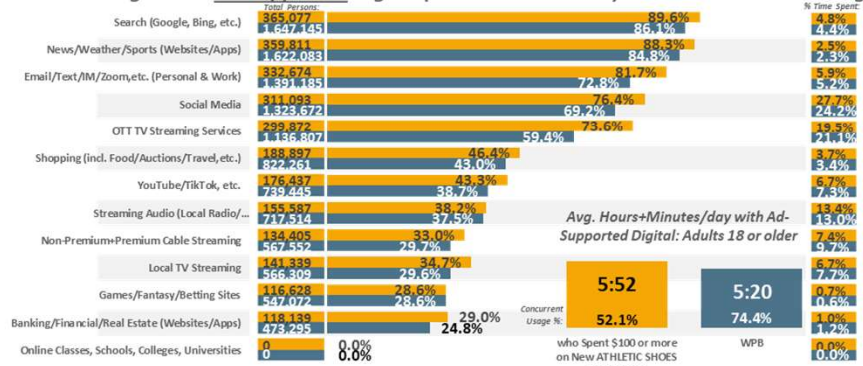


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

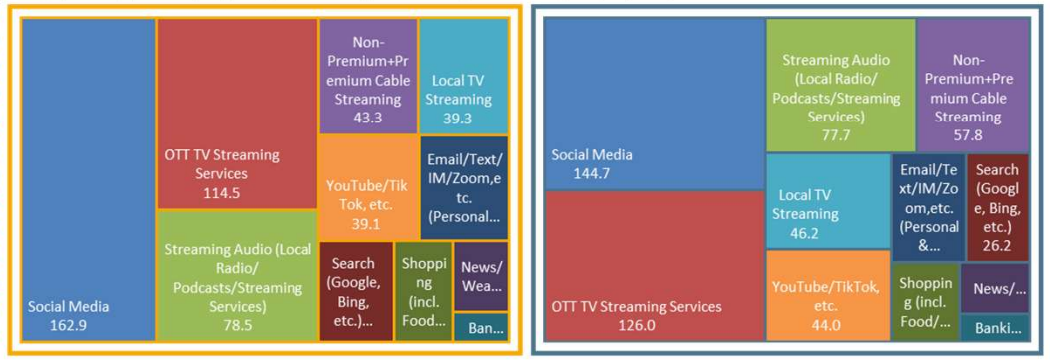


■ who Spent $100 or more on New ATHLETIC SHOES past 12mos ■ WPB

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



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



■ who Spent $100 or more on New ATHLETIC SHOES past 12mos ■ WPB

WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 609

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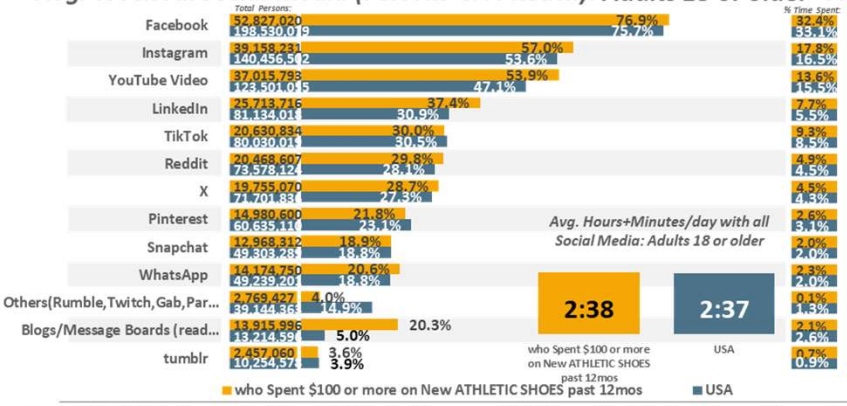
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(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

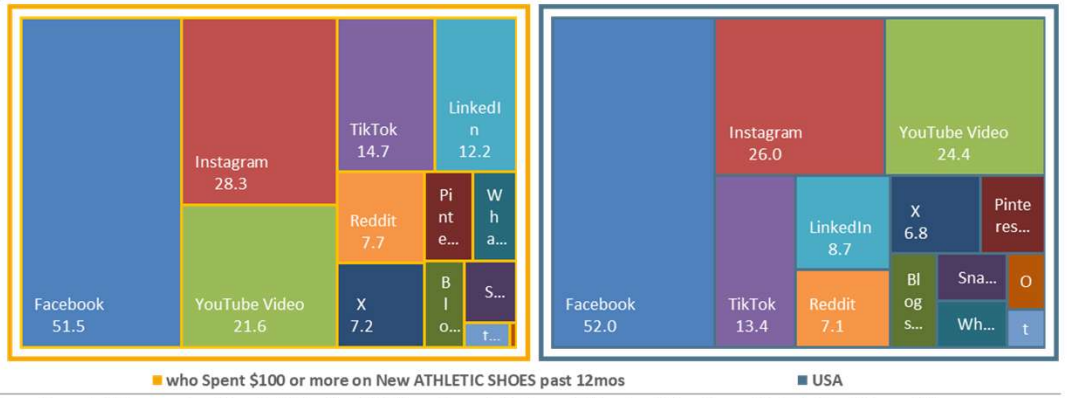
SNKRS USA

52,827,020 or 76.9% of Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos use Ad-Supported Facebook for an average of 49.7 minutes every day representing 35.5% of all time spent daily with Ad-Supported Social Media.

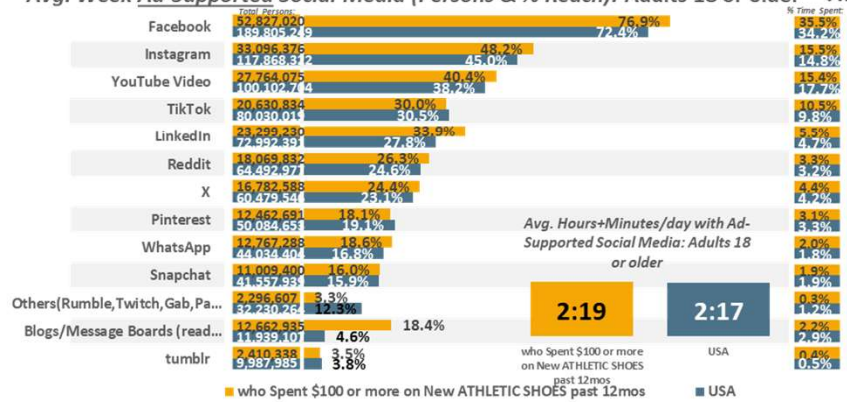
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



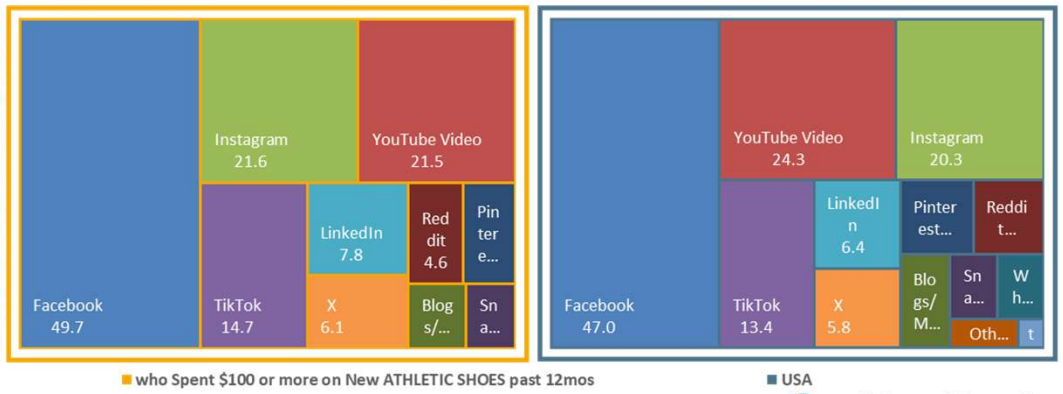
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2025: Feb24-Jun25 Qual Intab 6,819

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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,947

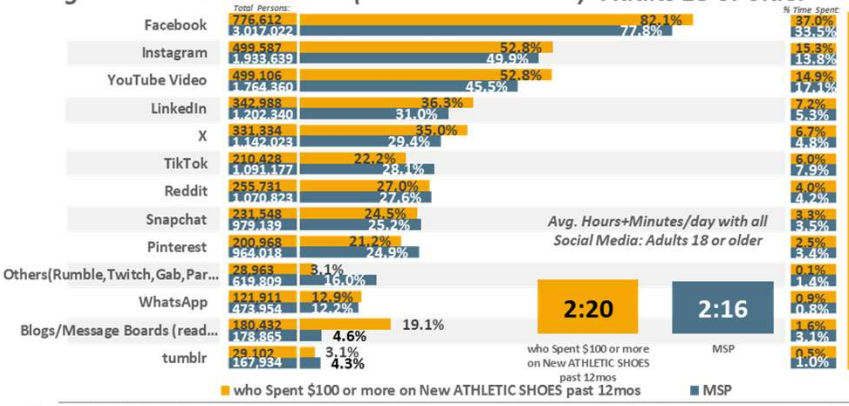
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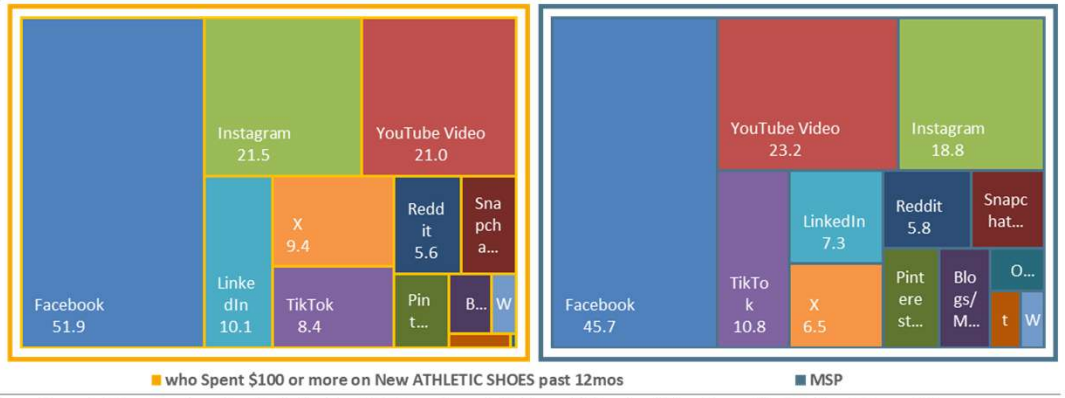
SNKRS MSP

776,612 or 82.1% of Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos use Ad-Supported Facebook for an average of 49.6 minutes every day representing 38.2% of all time spent daily with Ad-Supported Social Media.

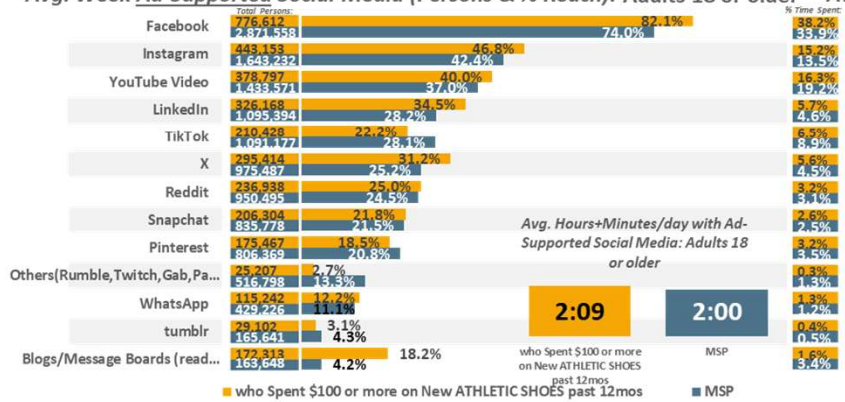
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



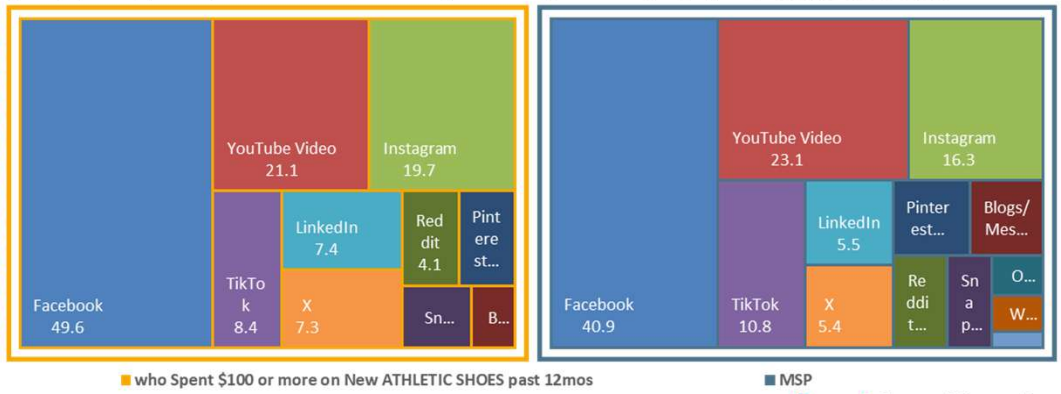
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 530

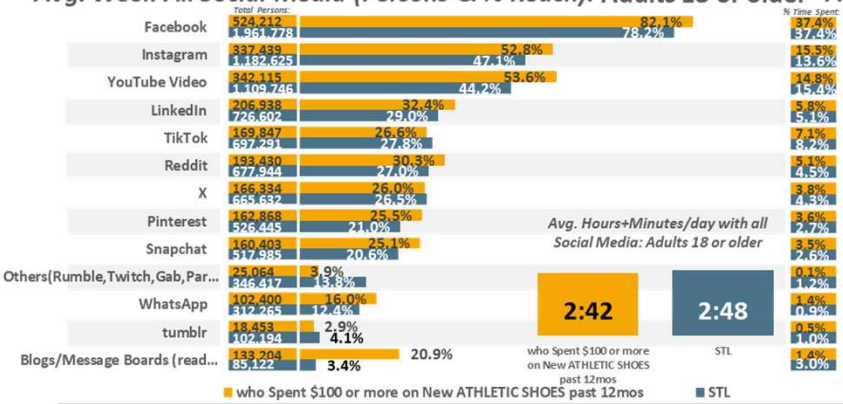
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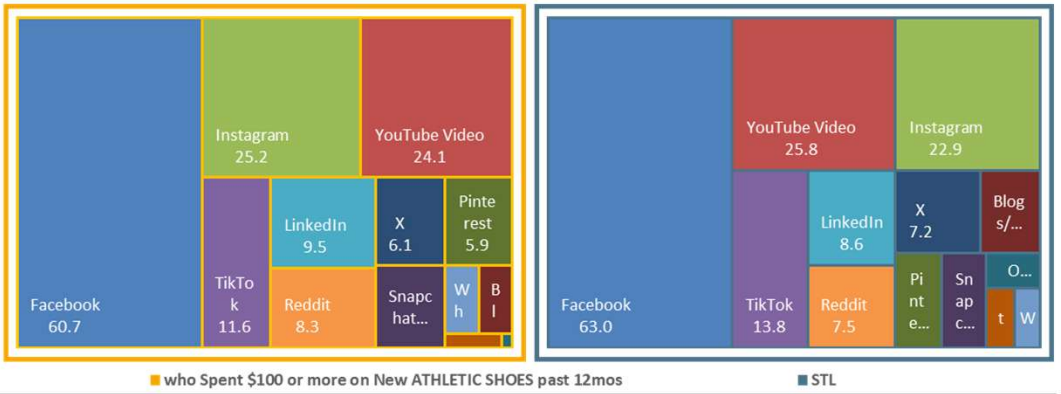
(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

509,851 or 79.8% of Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos use Ad-Supported Facebook for an average of 53.8 minutes every day representing 37.9% of all time spent daily with Ad-Supported Social Media.

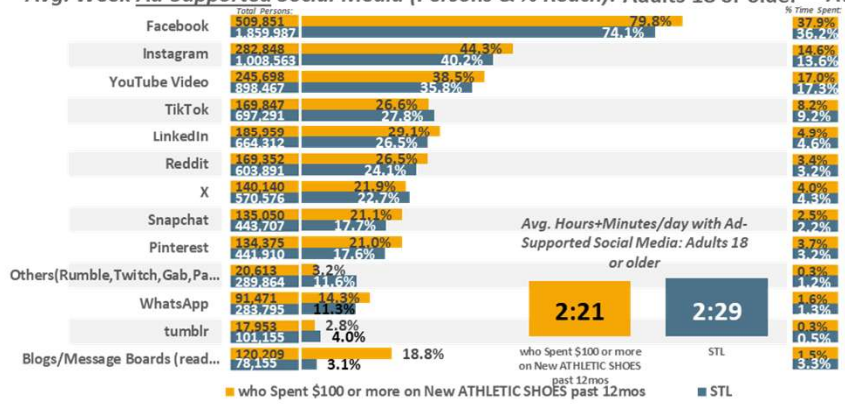
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



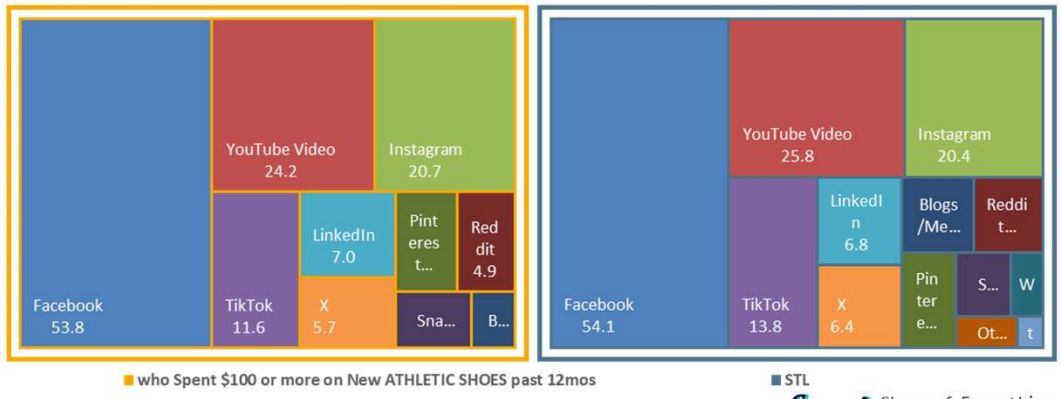
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 603

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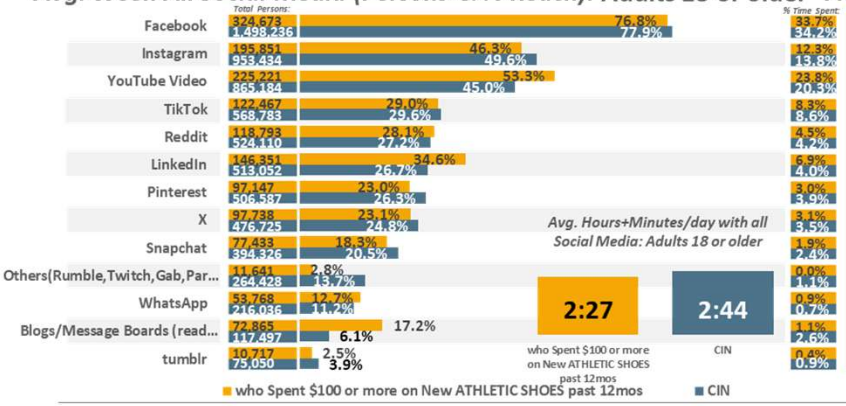
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(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

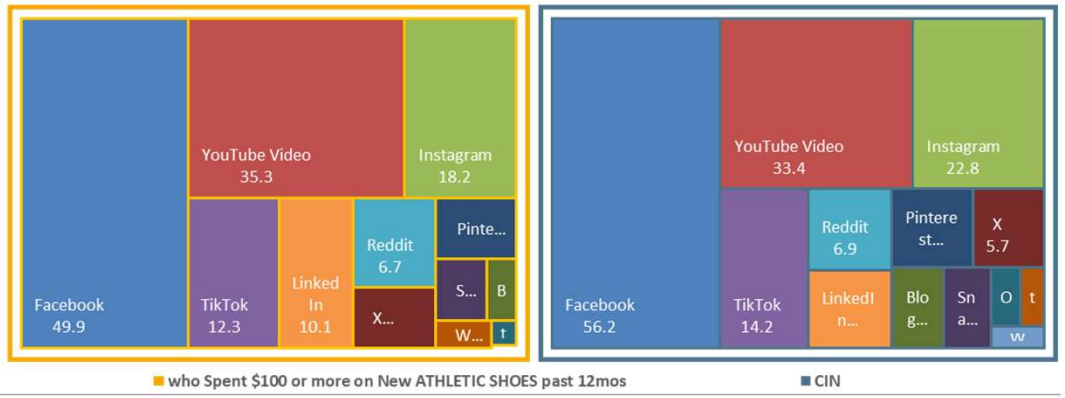
SNKRS CIN

324,673 or 76.8% of Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos use Ad-Supported Facebook for an average of 42. minutes every day representing 33.2% of all time spent daily with Ad-Supported Social Media.

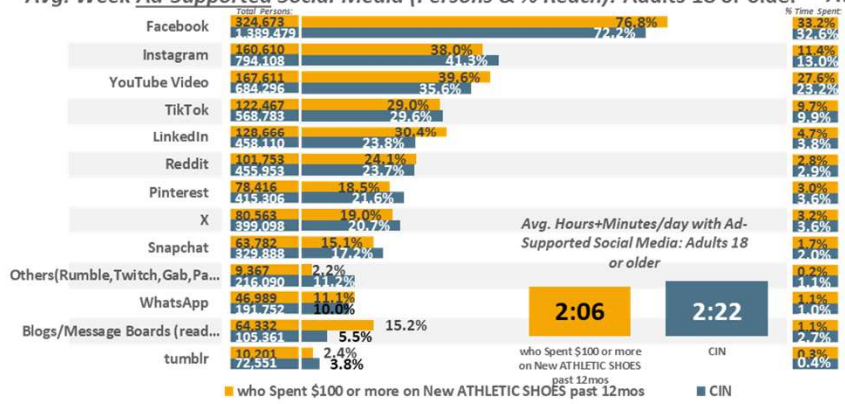
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



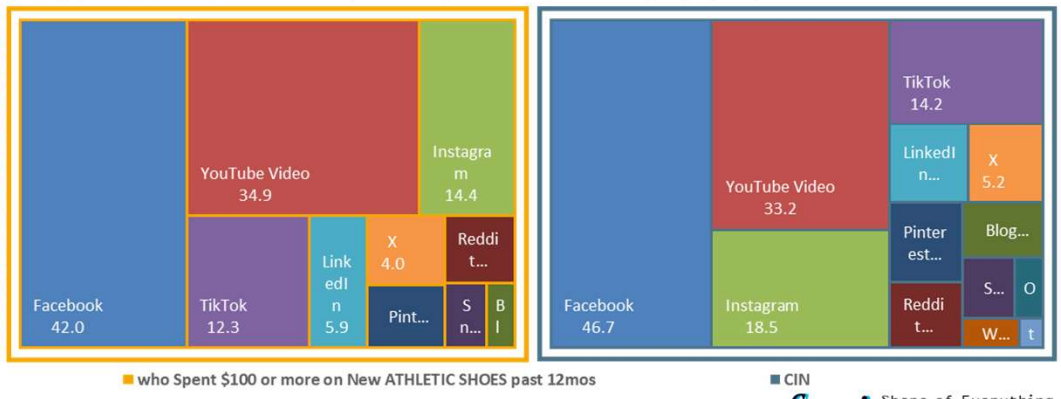
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 540

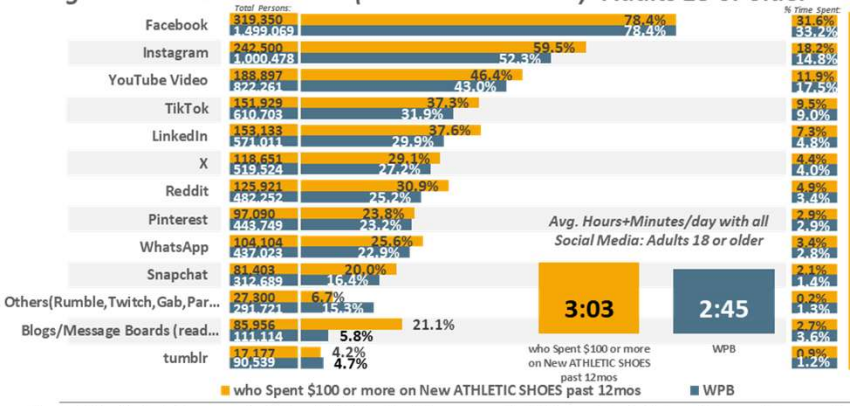
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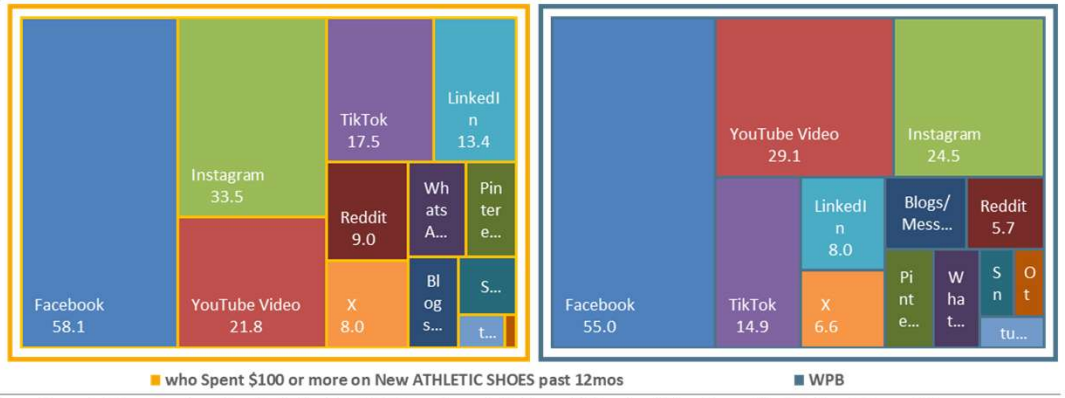
(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

311,093 or 76.4% of Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos use Ad-Supported Facebook for an average of 56.8 minutes every day representing 34.9% of all time spent daily with Ad-Supported Social Media.

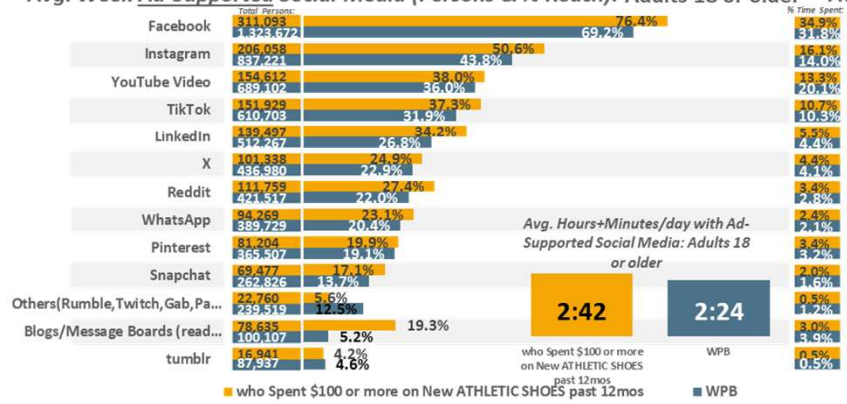
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



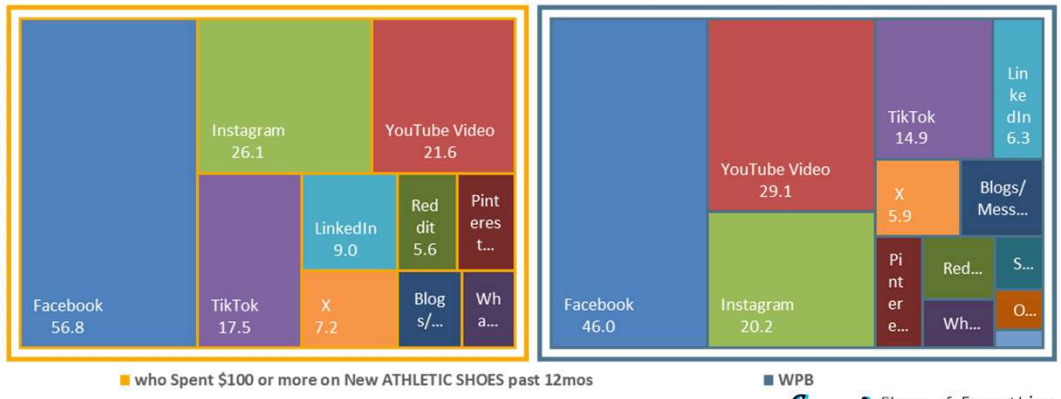
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 609

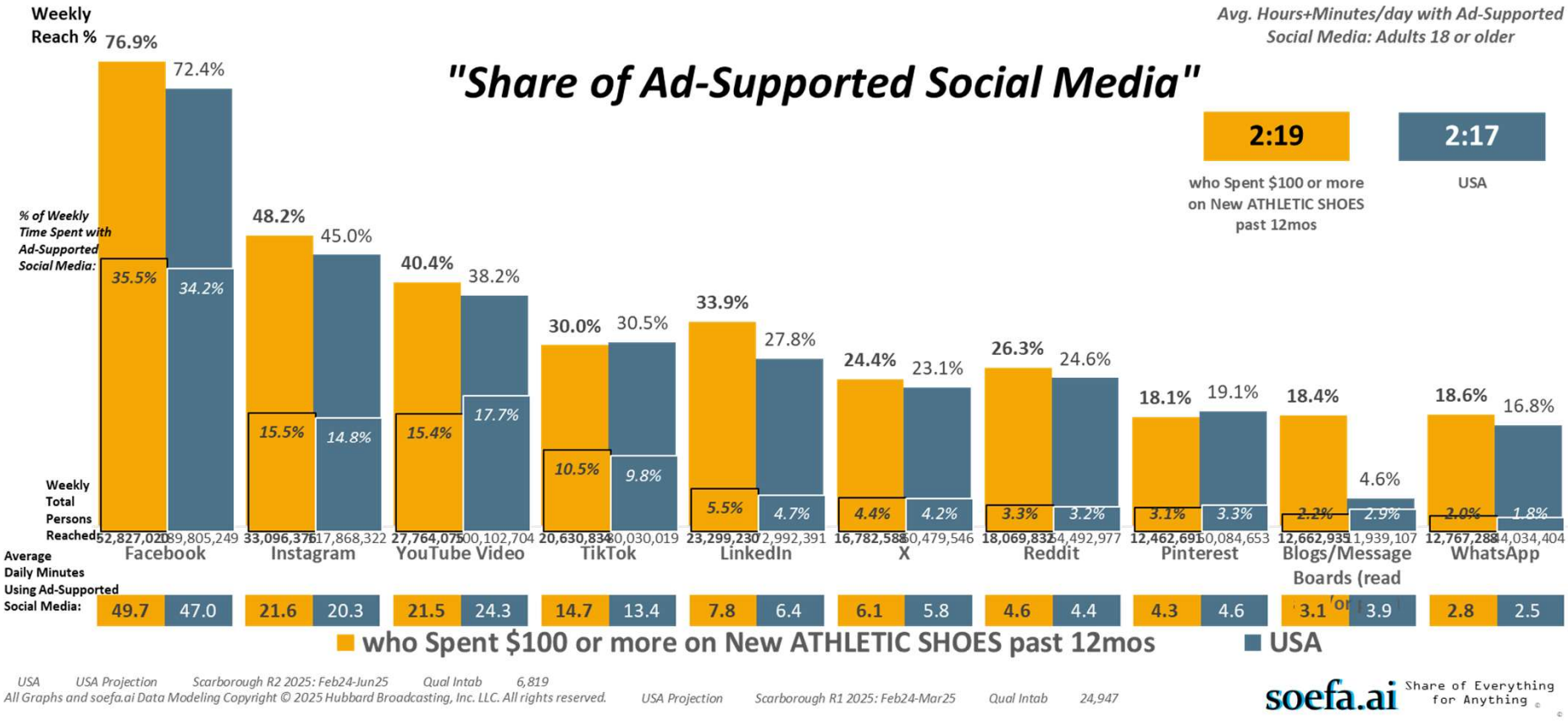
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(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

SNKRS USA

52,827,020 or 76.9% of Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos use Ad-Supported Facebook for an average of 49.7 minutes every day representing 35.5% of all time spent daily with Ad-Supported Social Media.



USA USA Projection Scarborough R2 2025: Feb24-Jun25 Qual Intab 6,819

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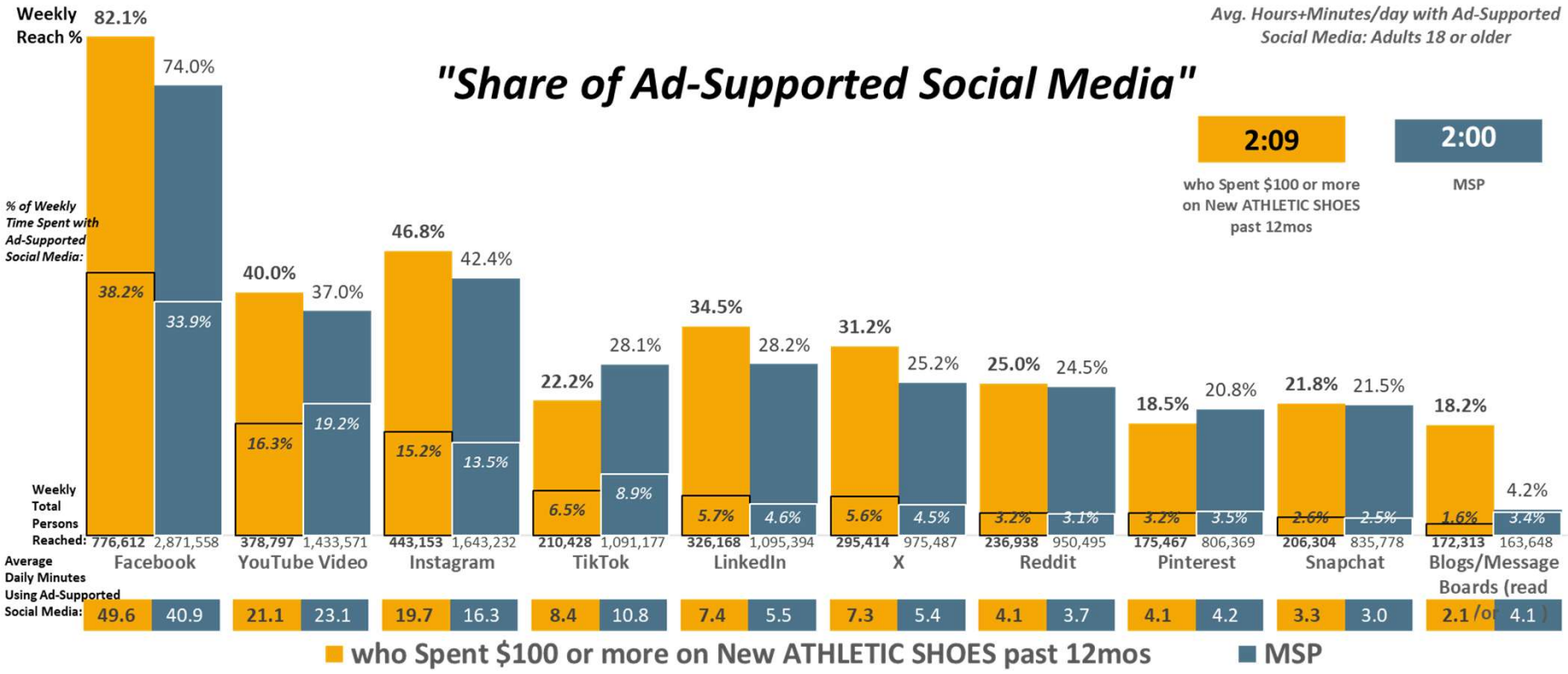
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,947

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(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

SNKRS MSP

776,612 or 82.1% of Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos use Ad-Supported Facebook for an average of 49.6 minutes every day representing 38.2% of all time spent daily with Ad-Supported Social Media.



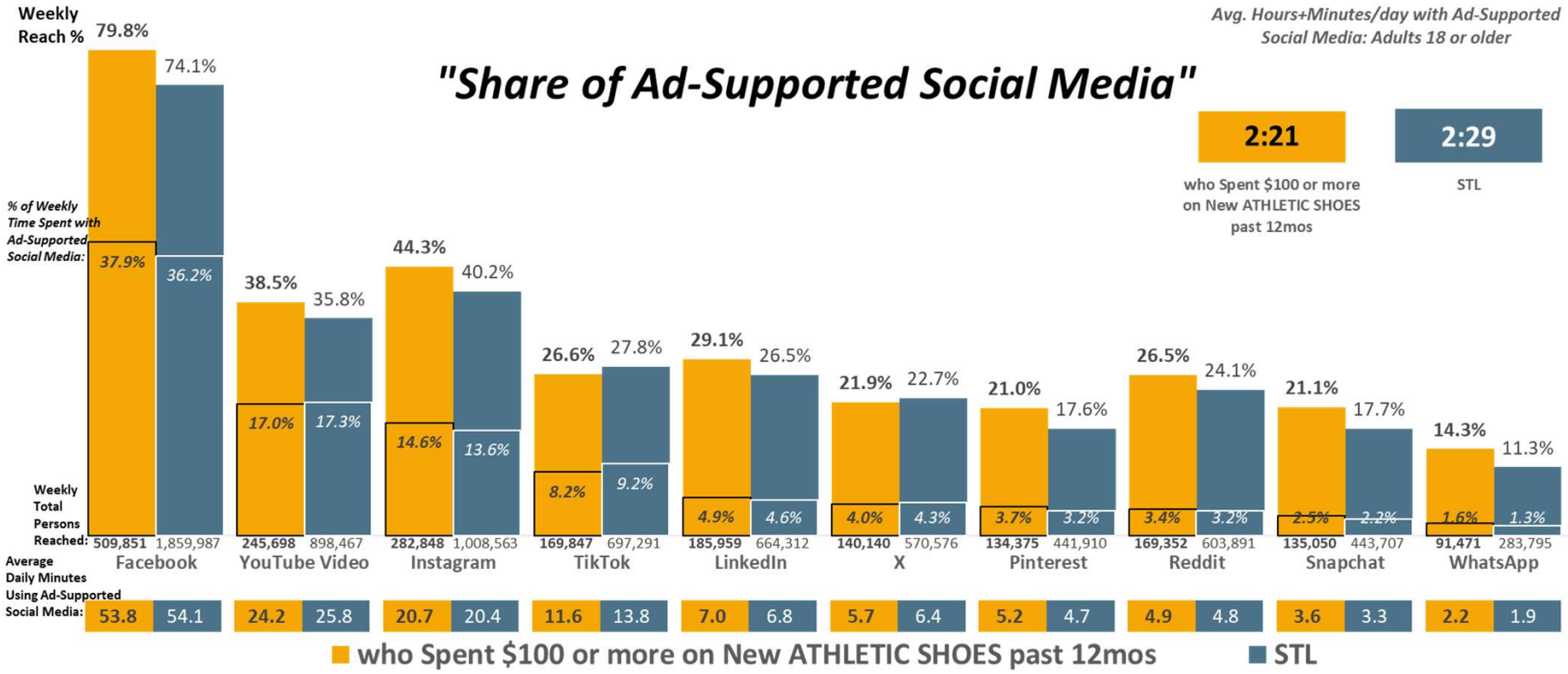
MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 530 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,105

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509,851 or 79.8% of Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos use Ad-Supported Facebook for an average of 53.8 minutes every day representing 37.9% of all time spent daily with Ad-Supported Social Media.



STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 603 ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,075

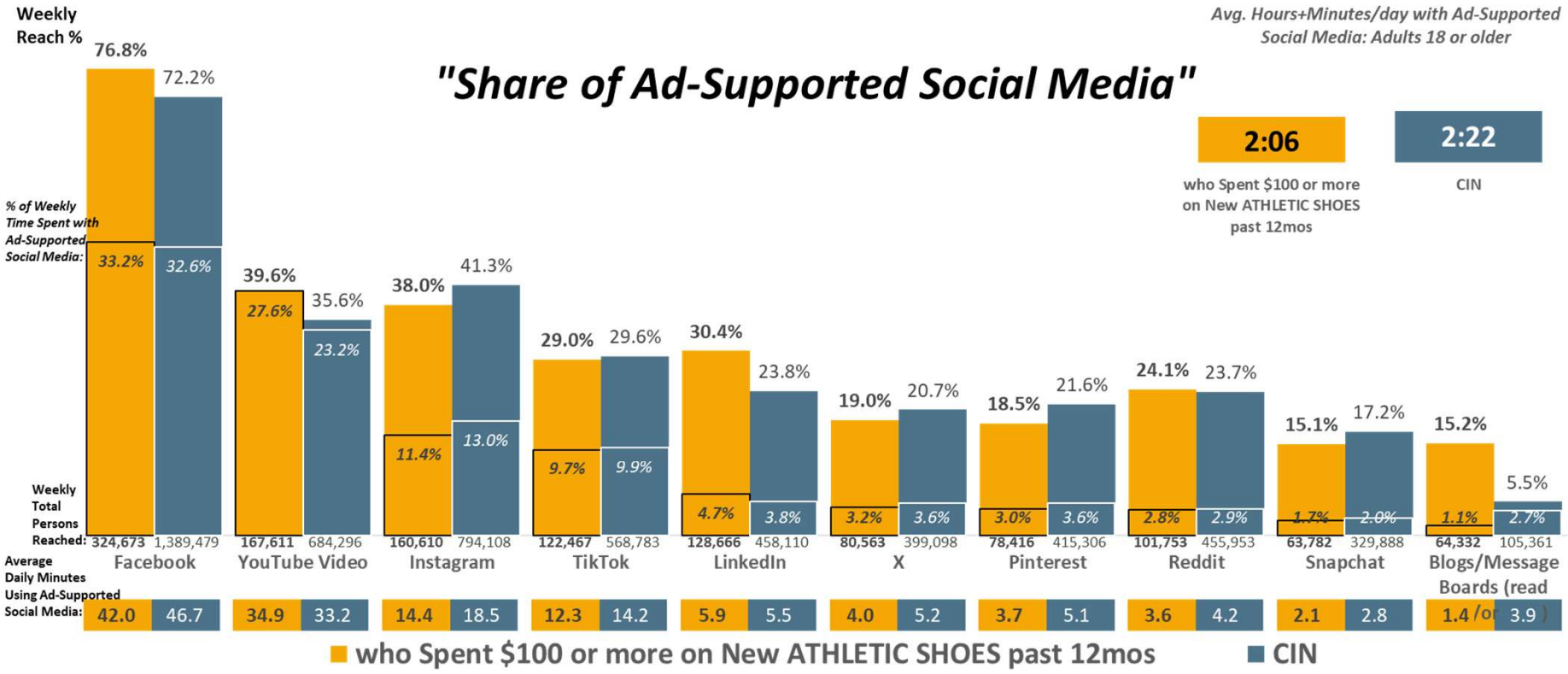
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(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

SNKRS CIN

324,673 or 76.8% of Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos use Ad-Supported Facebook for an average of 42. minutes every day representing 33.2% of all time spent daily with Ad-Supported Social Media.



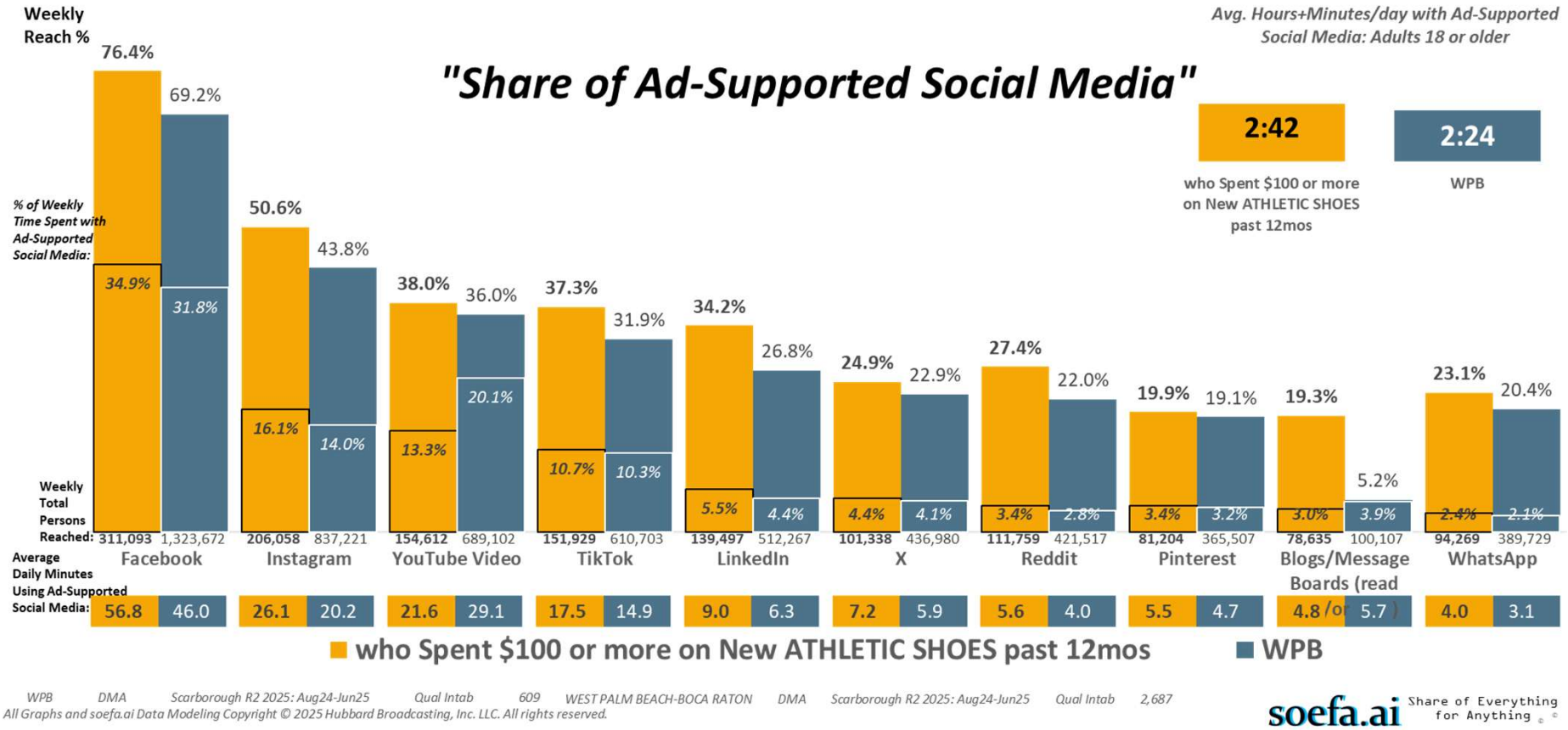
CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 540 CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,996

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(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

311,093 or 76.4% of Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos use Ad-Supported Facebook for an average of 56.8 minutes every day representing 34.9% of all time spent daily with Ad-Supported Social Media.



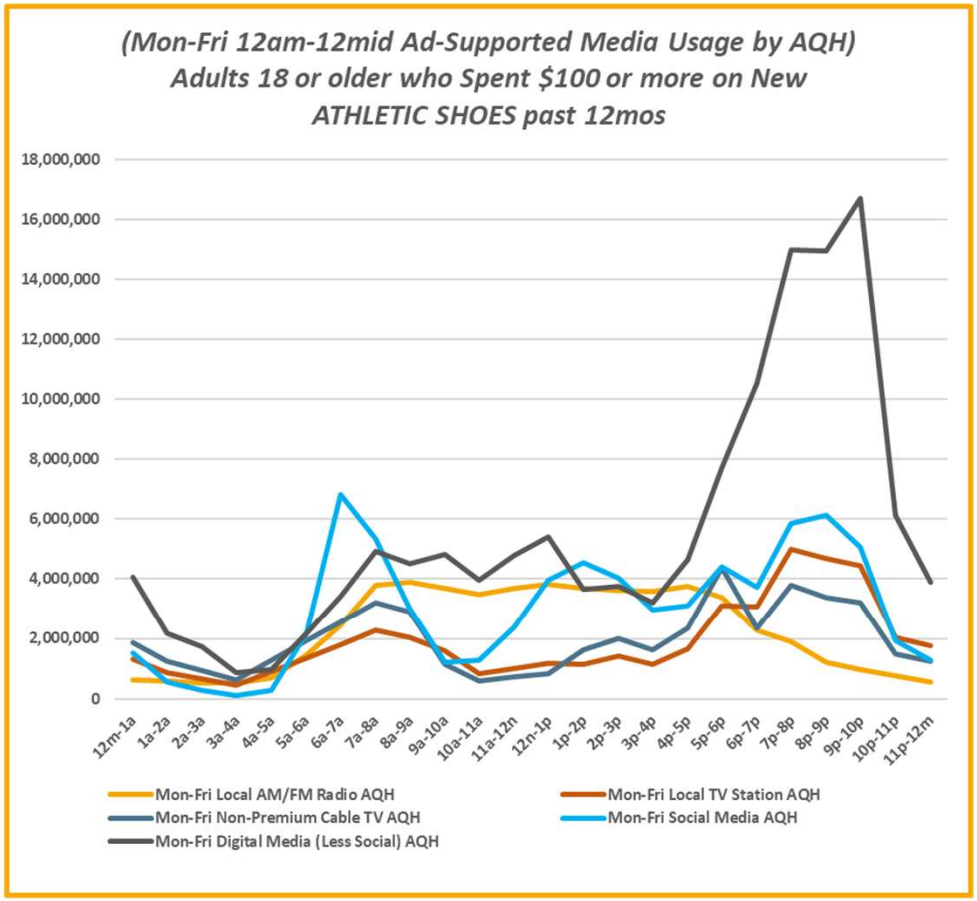
WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 609 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

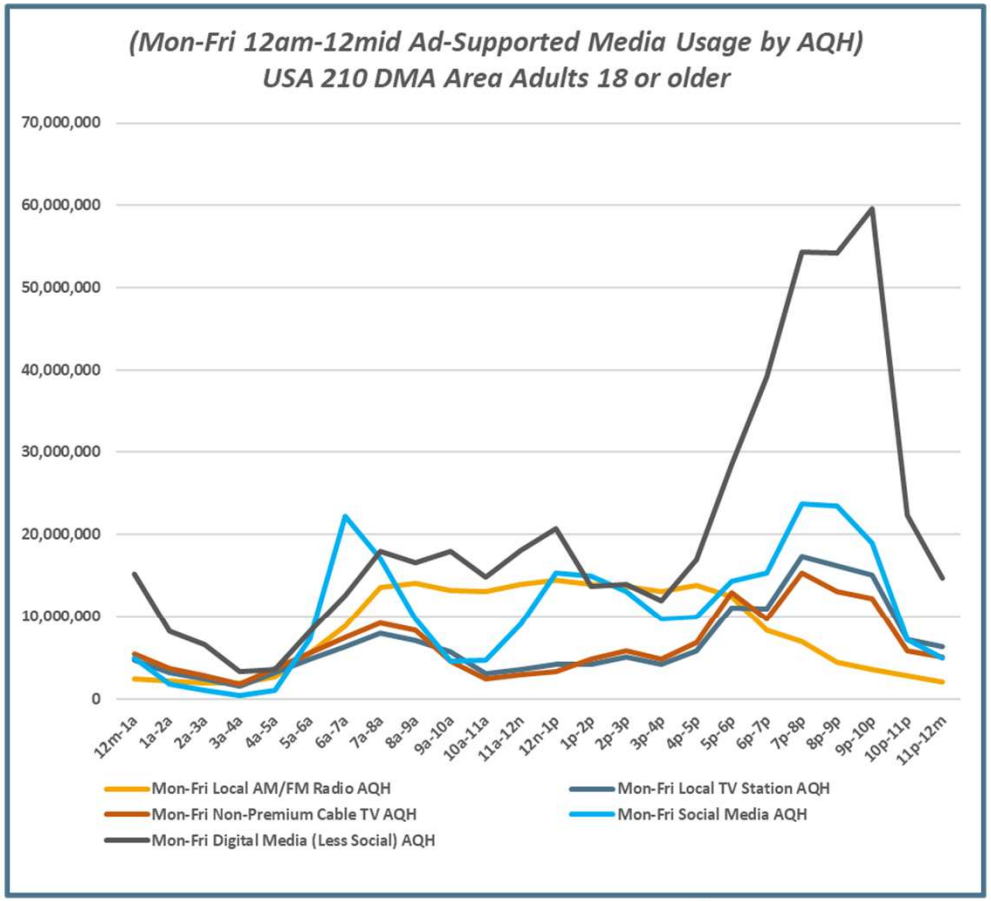
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(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 5,034,607; Social Media: 3,598,248; Local Radio: 3,467,868; Non-Prem. Cable: 2,021,772; Local TV: 1,709,680 reaching Adults 18 or older who Spent $100 or more on New ATHL





USA USA Projection Scarborough R2 2025: Feb24-Jun25 Qual Intab 6,819

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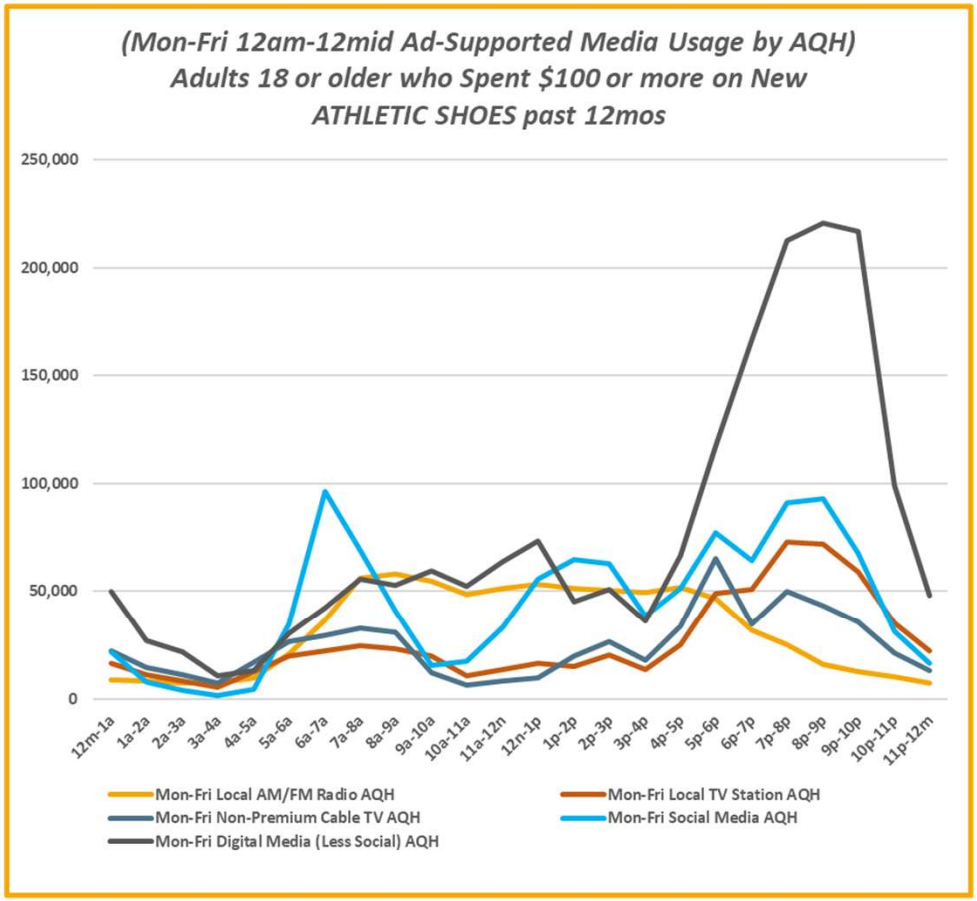
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,947

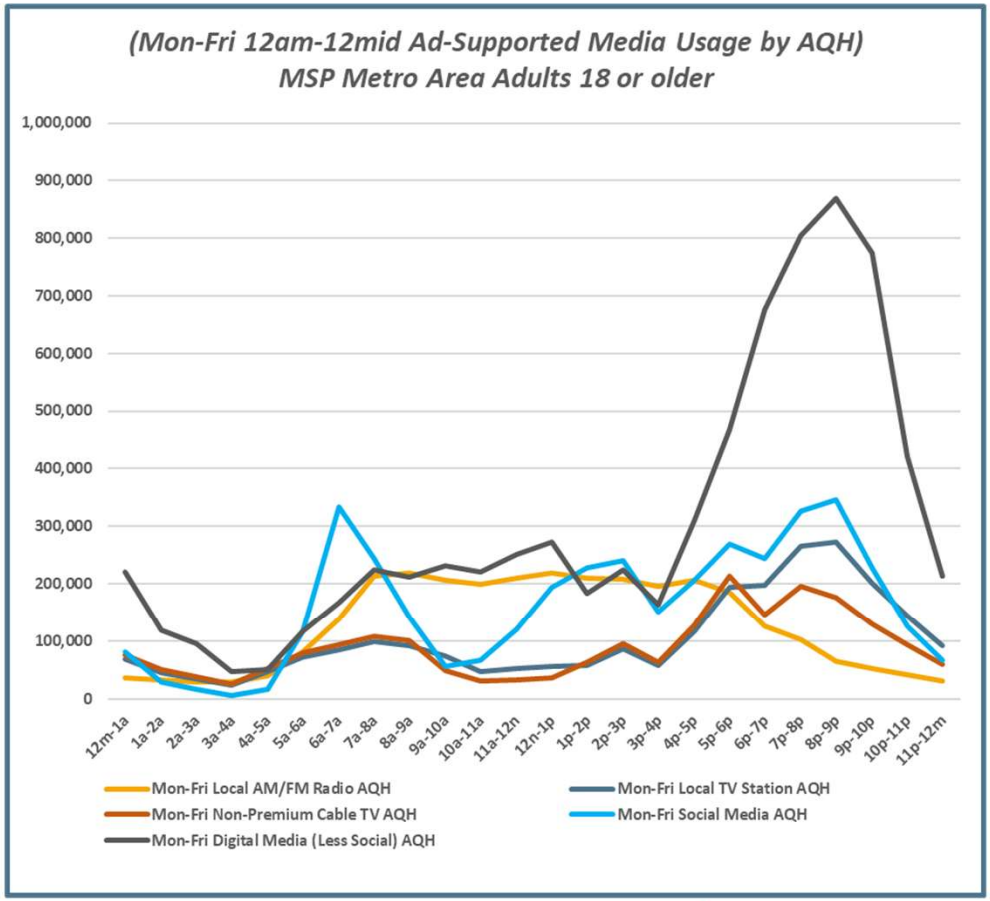
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(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

SNKRS MSP

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 67,769; Social Media: 52,740; Local Radio: 49,073; Non-Prem. Cable: 25,054; Local TV: 23,266 reaching Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past





MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 530

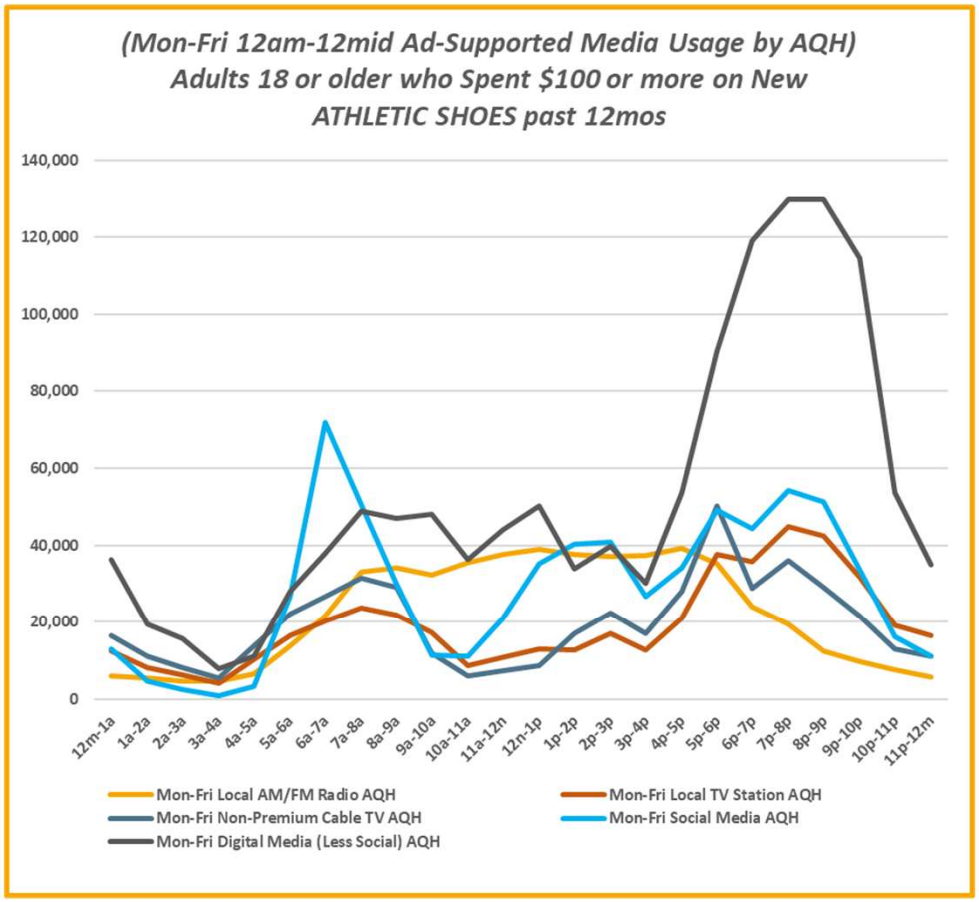
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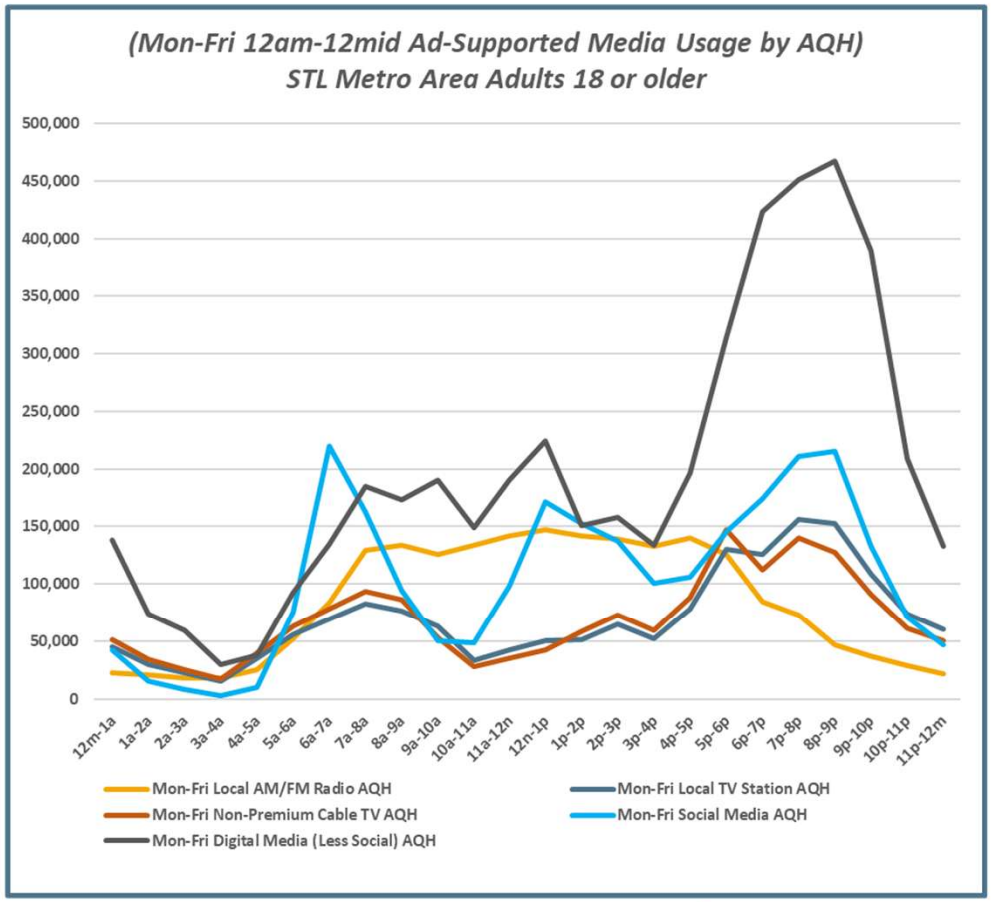
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(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

SNKRS STL

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 52,234; Social Media: 35,856; Local Radio: 34,085; Non-Prem. Cable: 21,857; Local TV: 19,358 reaching Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past





STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 603

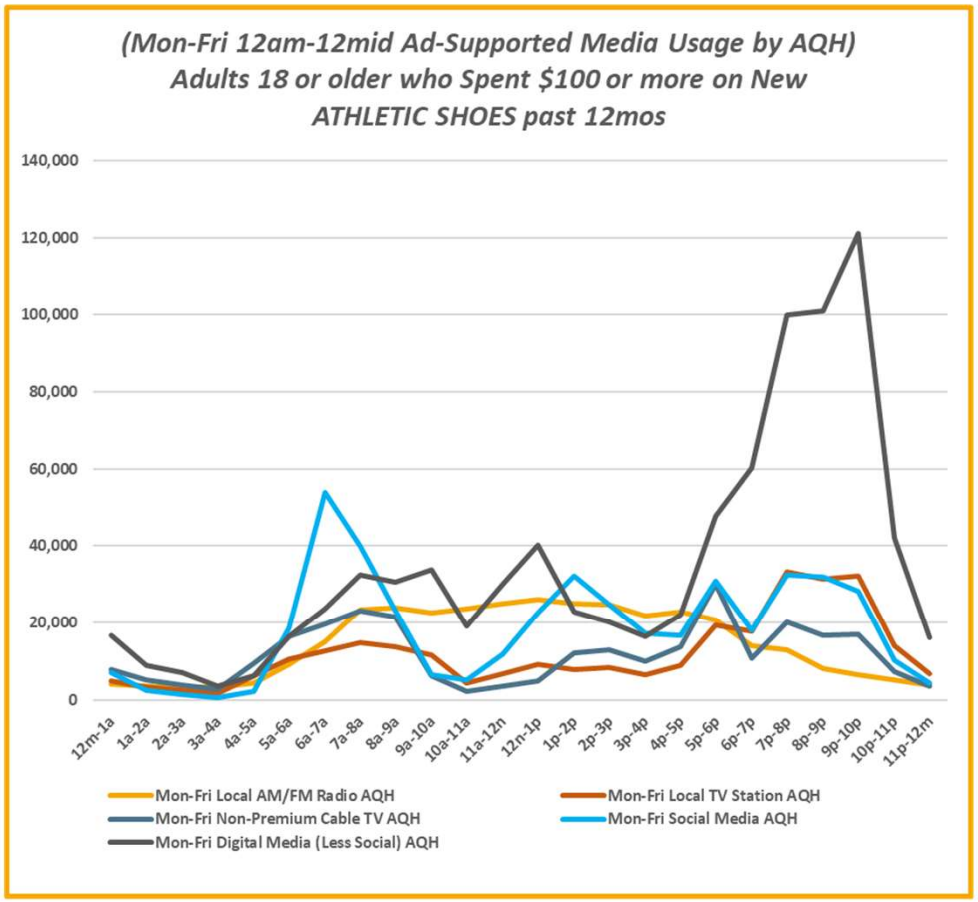
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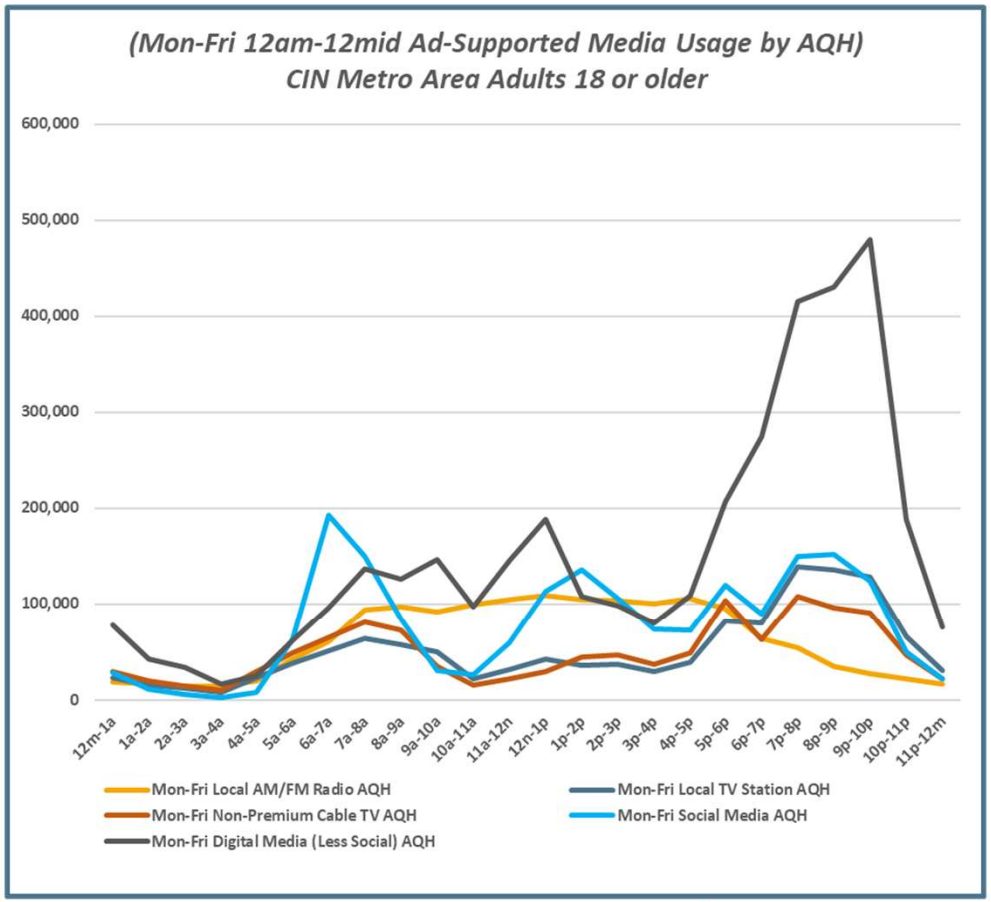
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(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

SNKRS CIN

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 30,690; Social Media: 23,234; Local Radio: 22,181; Non-Prem. Cable: 13,093; Local TV: 10,884 reaching Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past





CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 540

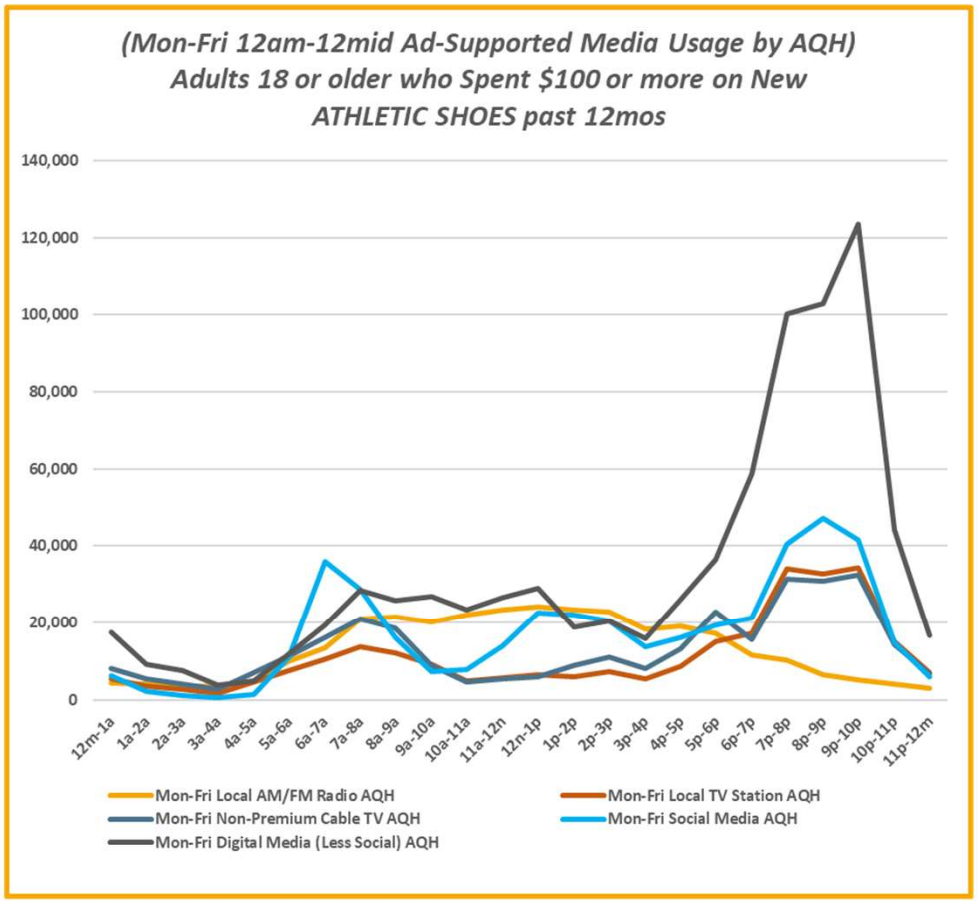
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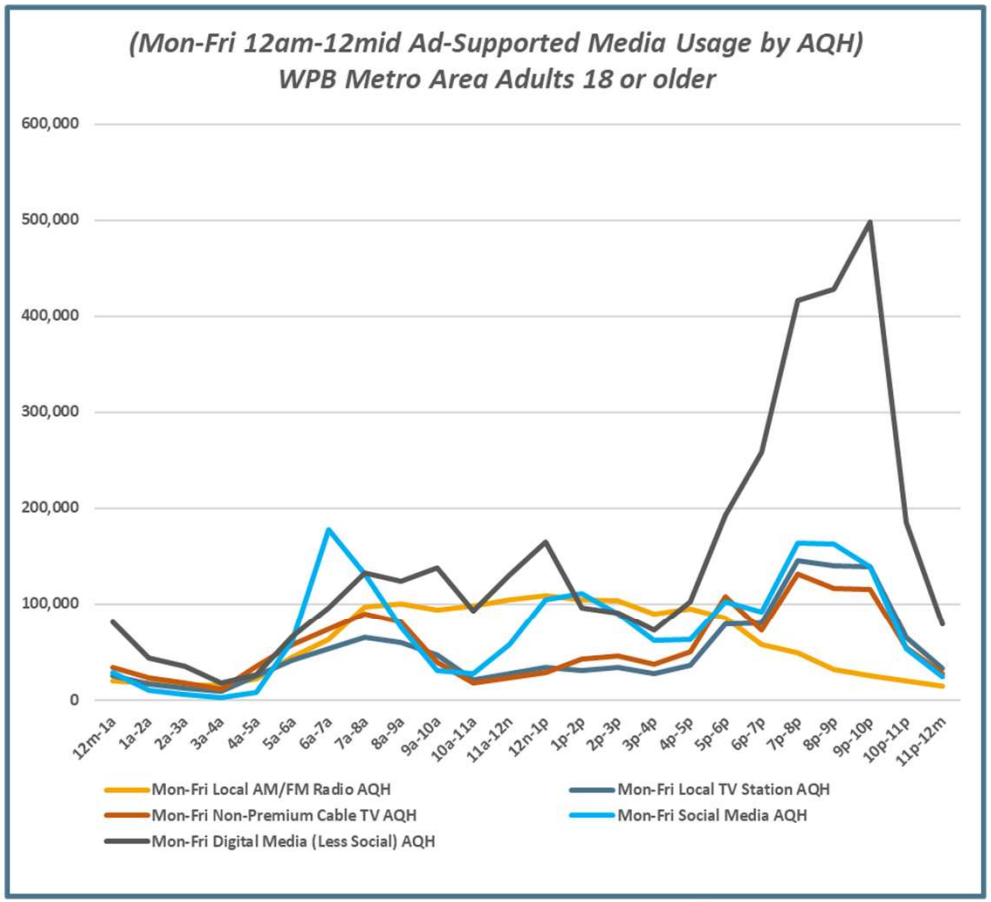
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(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

SNKRS WPB

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 27,336; Local Radio: 19,792; Social Media: 18,823; Non-Prem. Cable: 12,263; Local TV: 9,312 reaching Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past





WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 609

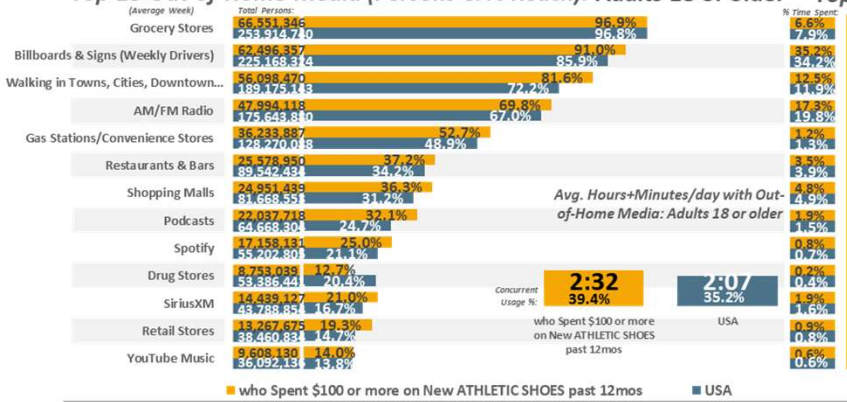
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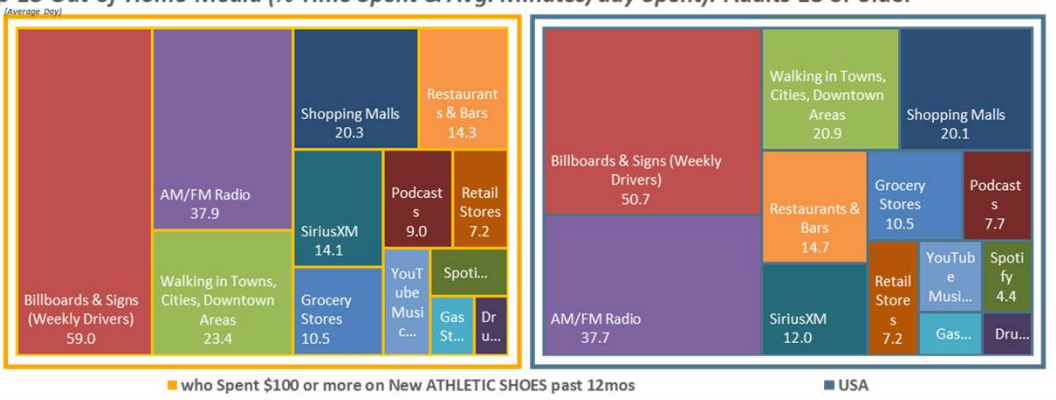
(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

62,496,357 or 91.% of Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos spend an average of 59. minutes per day driving, seeing Billboards and Signs. 66.7% Listen to Local Radio Stations Out-of-Home for an average of 34.5 minutes/

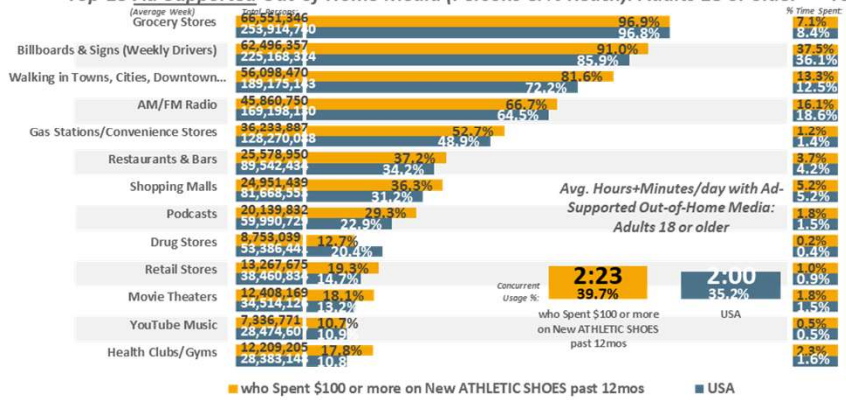
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



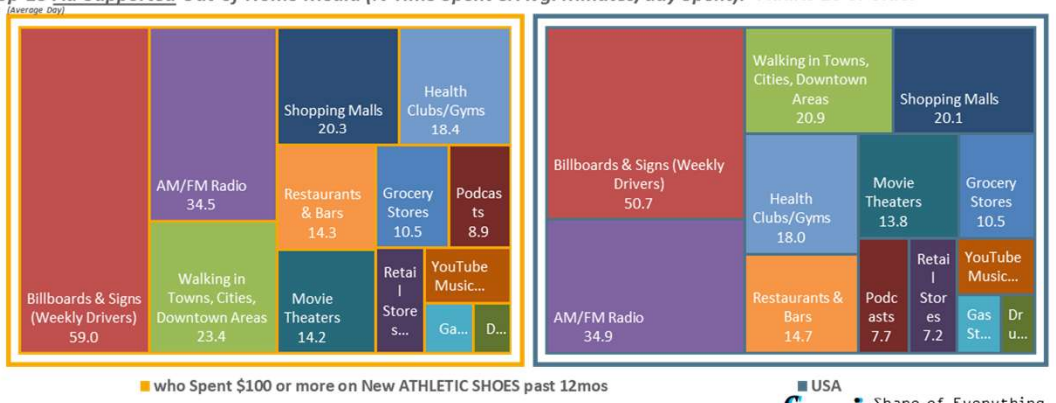
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2025: Feb24-Jun25 Qual Intab 6,819

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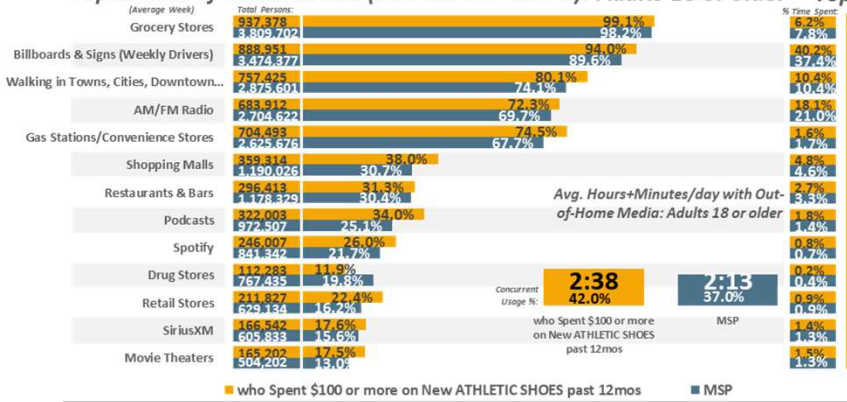
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,947

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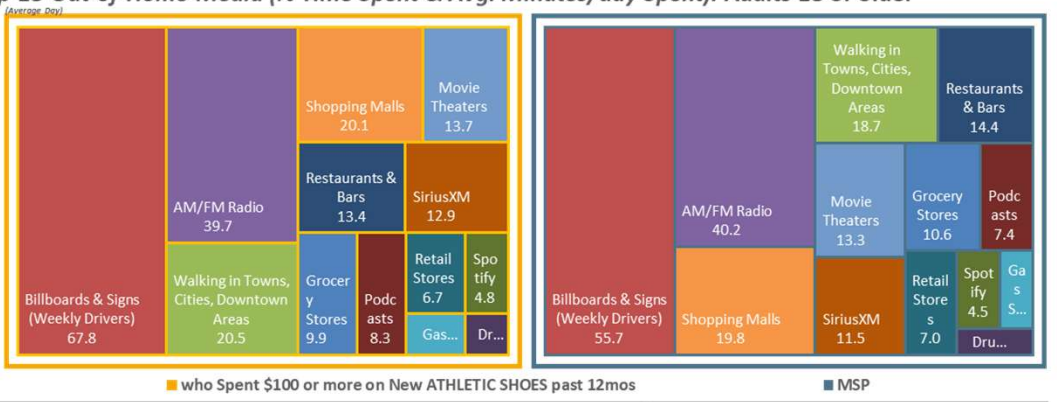
(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

888,951 or 94.% of Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos spend an average of 67.8 minutes per day driving, seeing Billboards and Signs. 68.% Listen to Local Radio Stations Out-of-Home for an average of 35.7 minutes/day

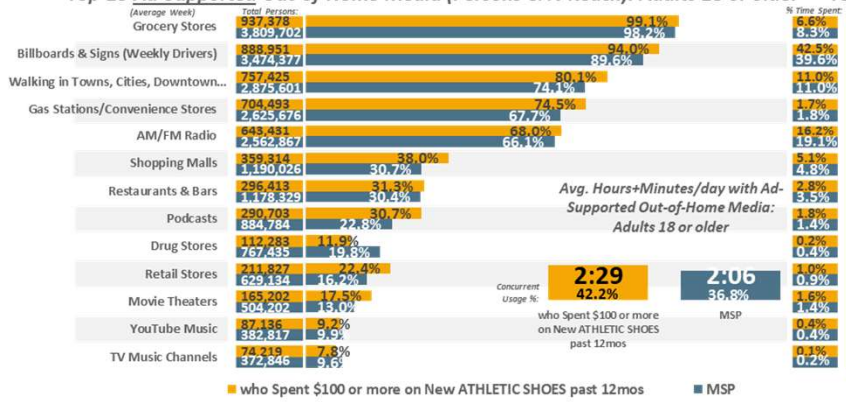
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



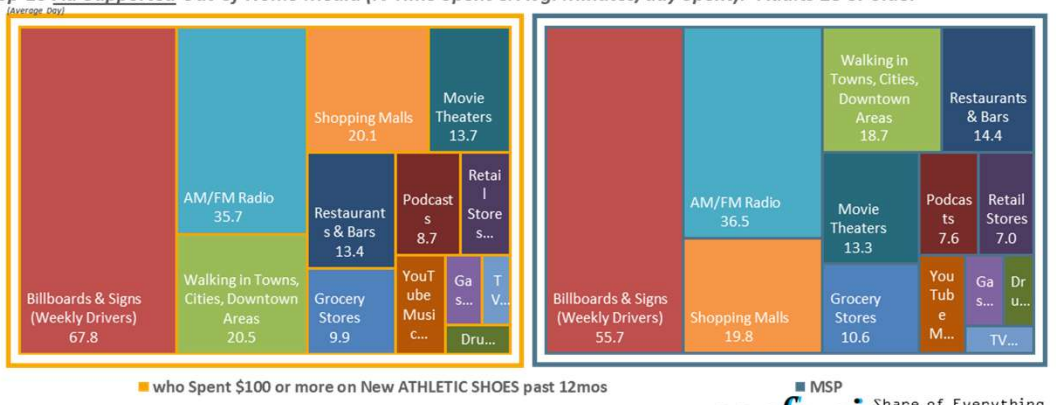
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 530

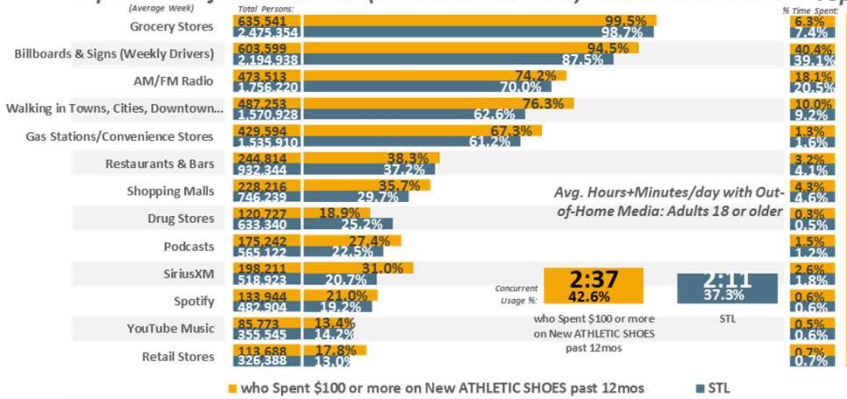
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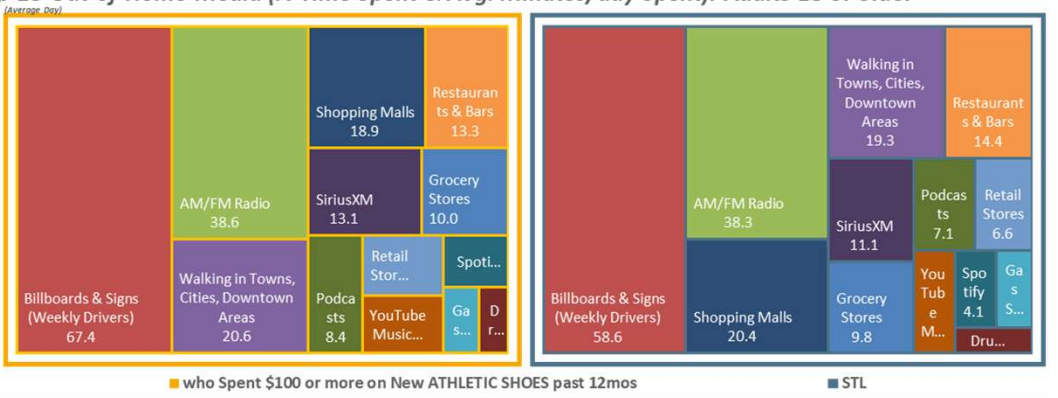
(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

603,599 or 94.5% of Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos spend an average of 67.4 minutes per day driving, seeing Billboards and Signs. 70.5% Listen to Local Radio Stations Out-of-Home for an average of 35.8 minutes/d

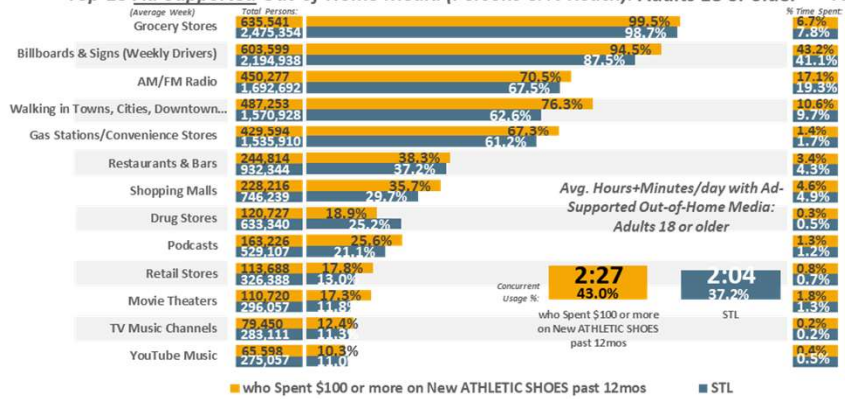
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



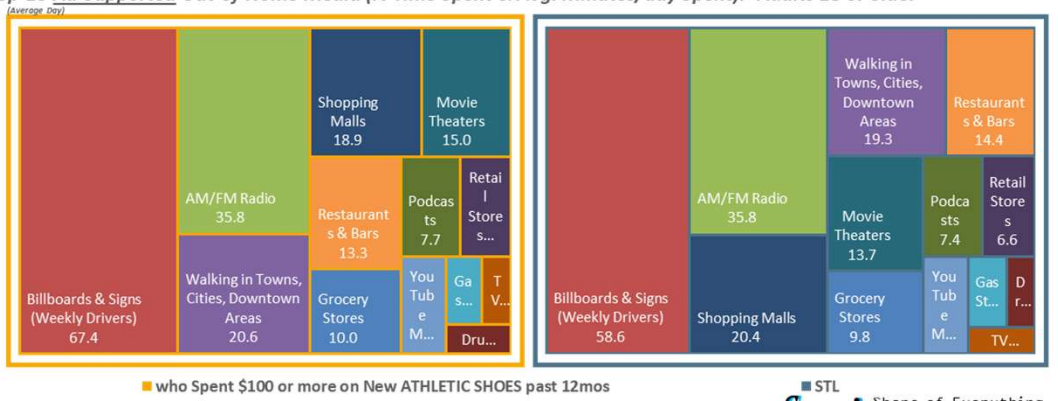
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 603

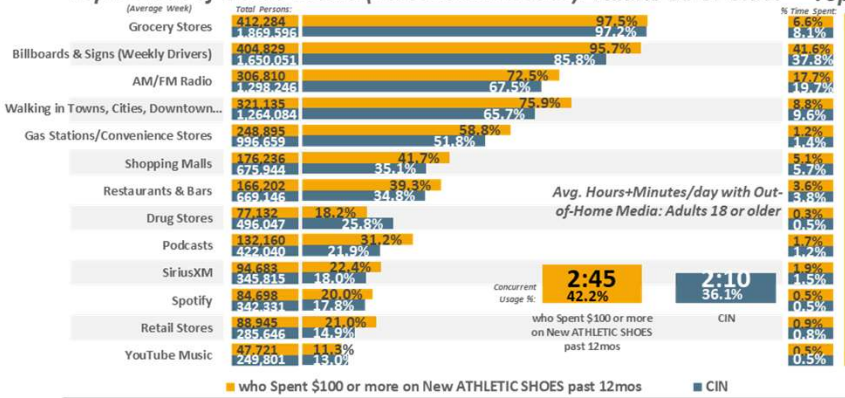
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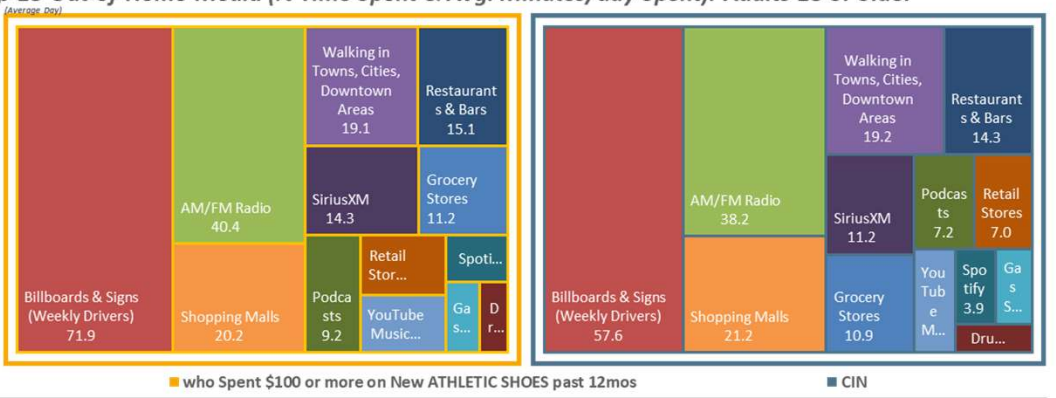
(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

404,829 or 95.7% of Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos spend an average of 71.9 minutes per day driving, seeing Billboards and Signs. 69.5% Listen to Local Radio Stations Out-of-Home for an average of 37.9 minutes/d

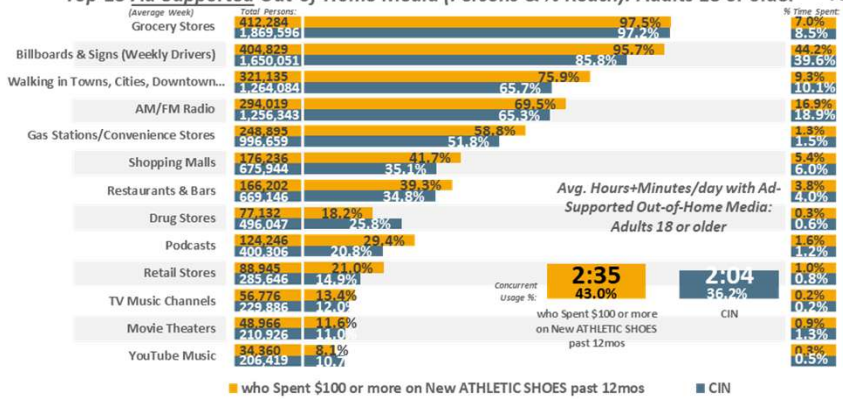
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



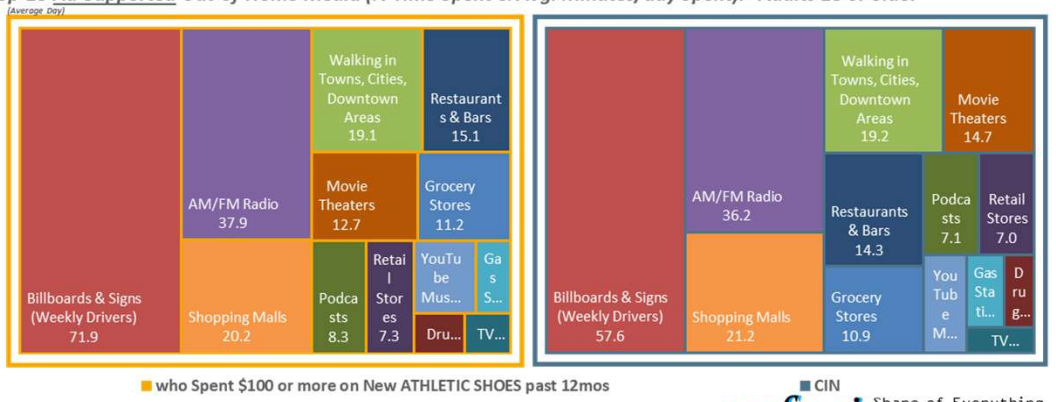
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 540

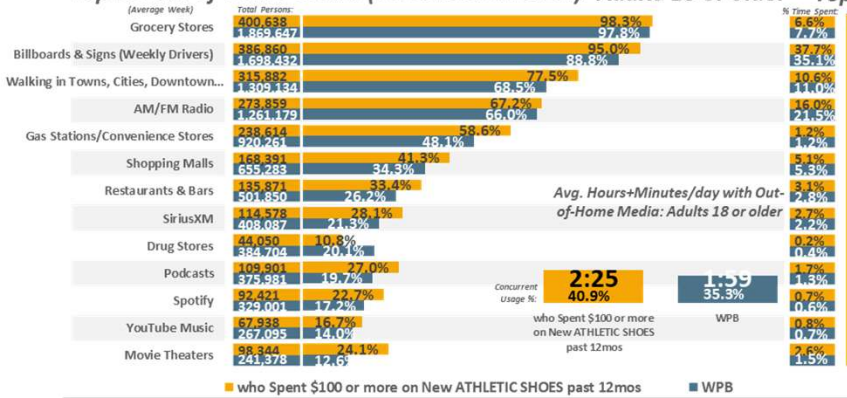
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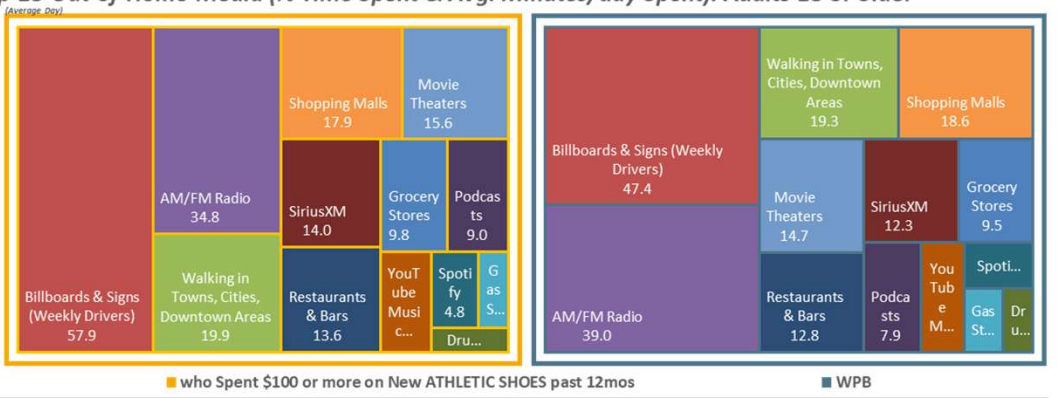
(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

386,860 or 95.% of Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos spend an average of 57.9 minutes per day driving, seeing Billboards and Signs. 64.8% Listen to Local Radio Stations Out-of-Home for an average of 32.2 minutes/da

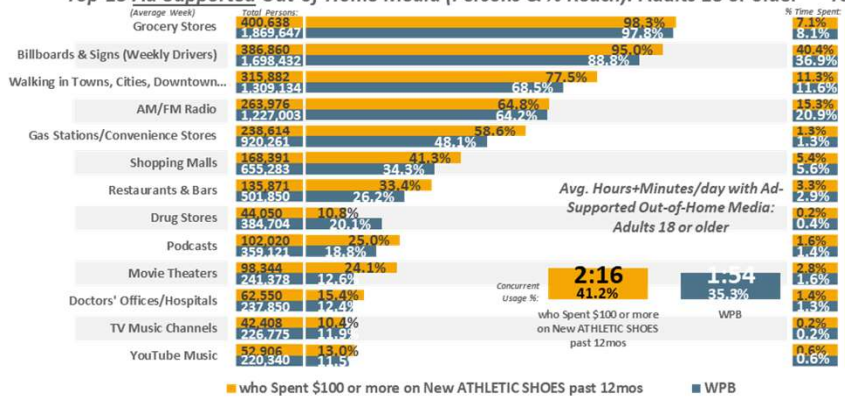
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



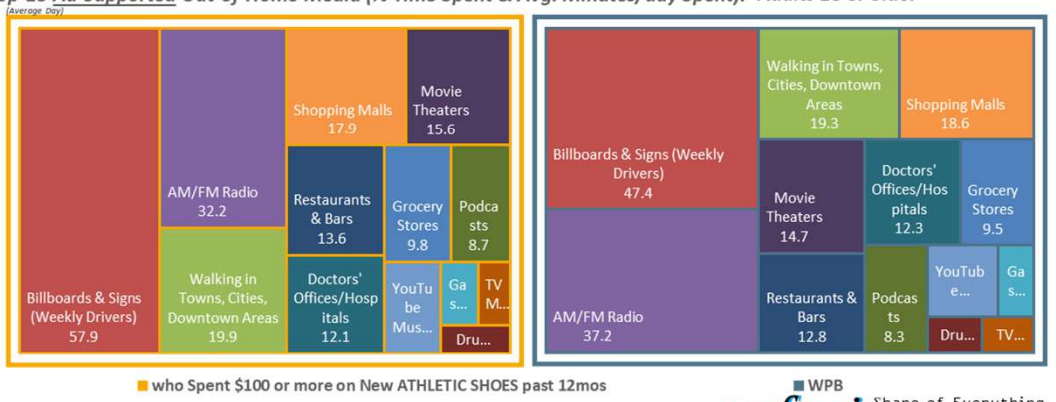
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 609

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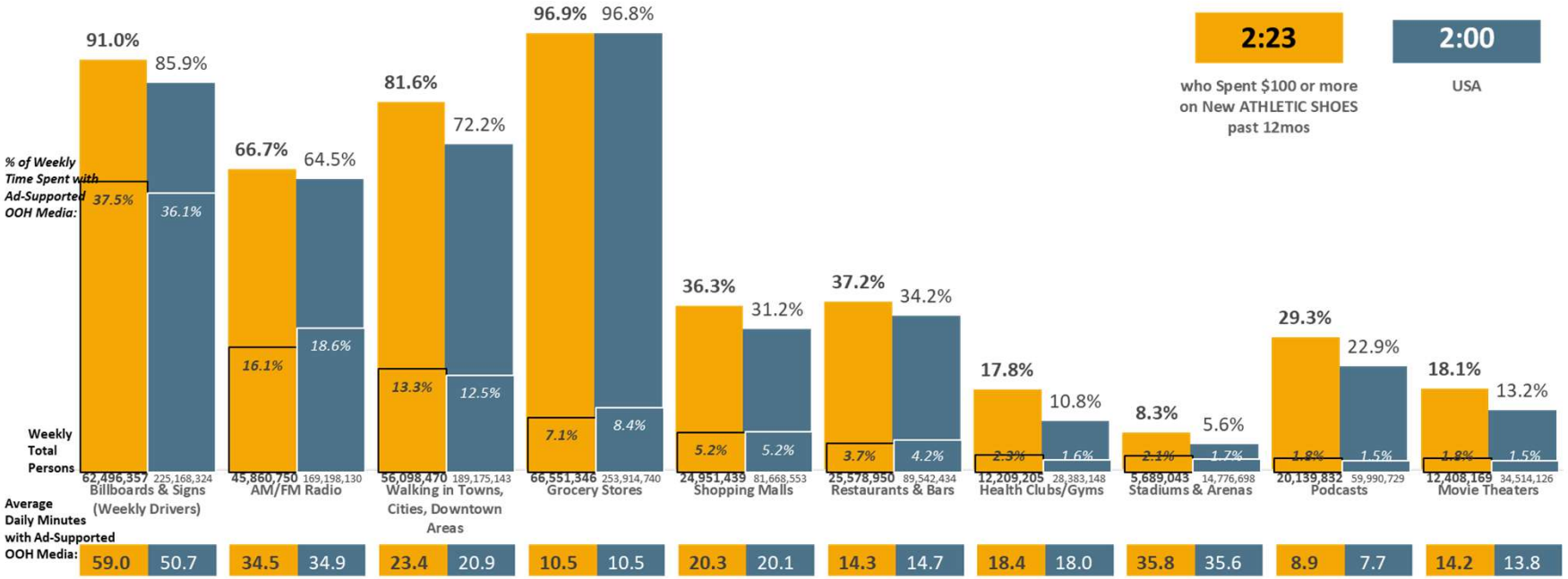
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(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

62,496,357 or 91.% of Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos spend an average of 59. minutes per day driving, seeing Billboards and Signs representing 37.5% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



USA USA Projection Scarborough R2 2025: Feb24-Jun25 Qual Intab 6,819

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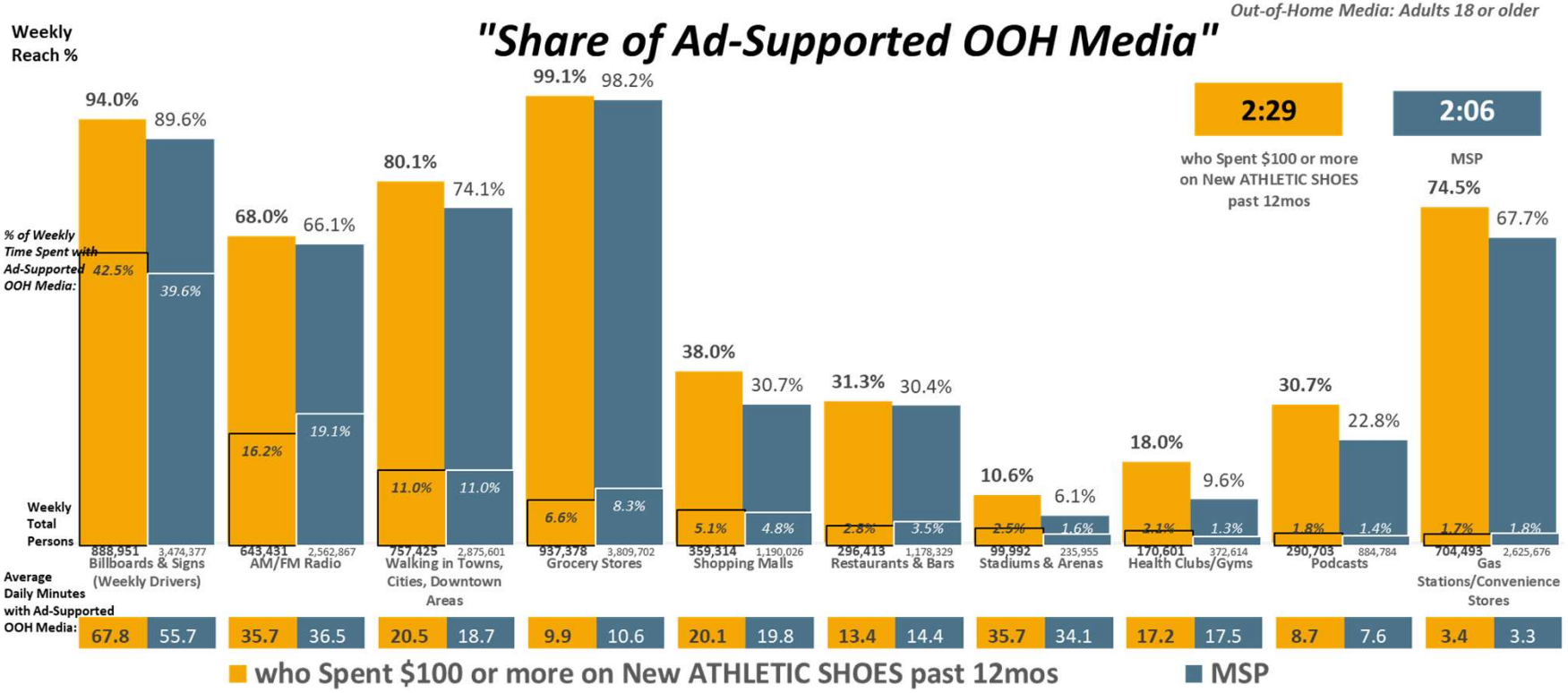
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,947

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(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

888,951 or 94.% of Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos spend an average of 67.8 minutes per day driving, seeing Billboards and Signs representing 42.5% of all Time Spent with Ad-Supported Out-of-Home Media.

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



MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 530 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,105

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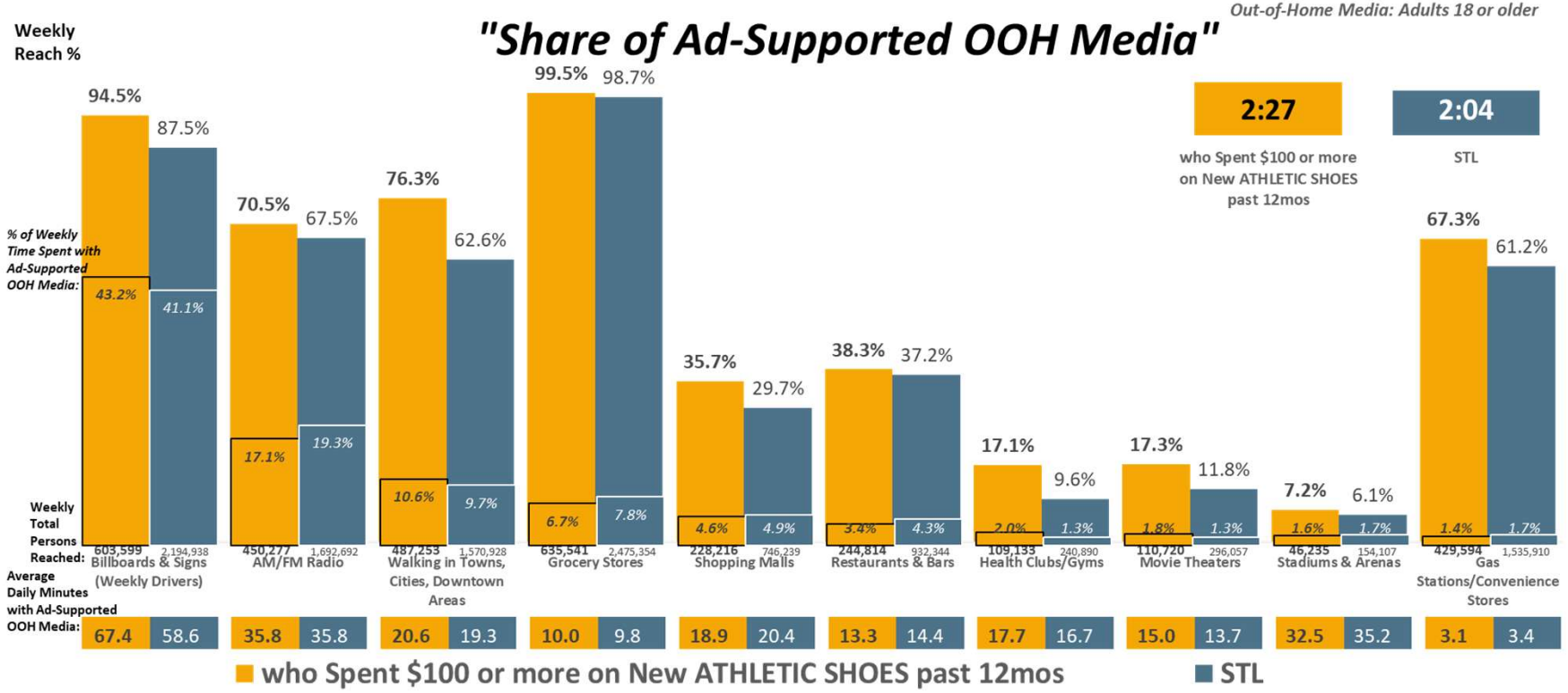
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(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

603,599 or 94.5% of Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos spend an average of 67.4 minutes per day driving, seeing Billboards and Signs representing 43.2% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 603 ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,075

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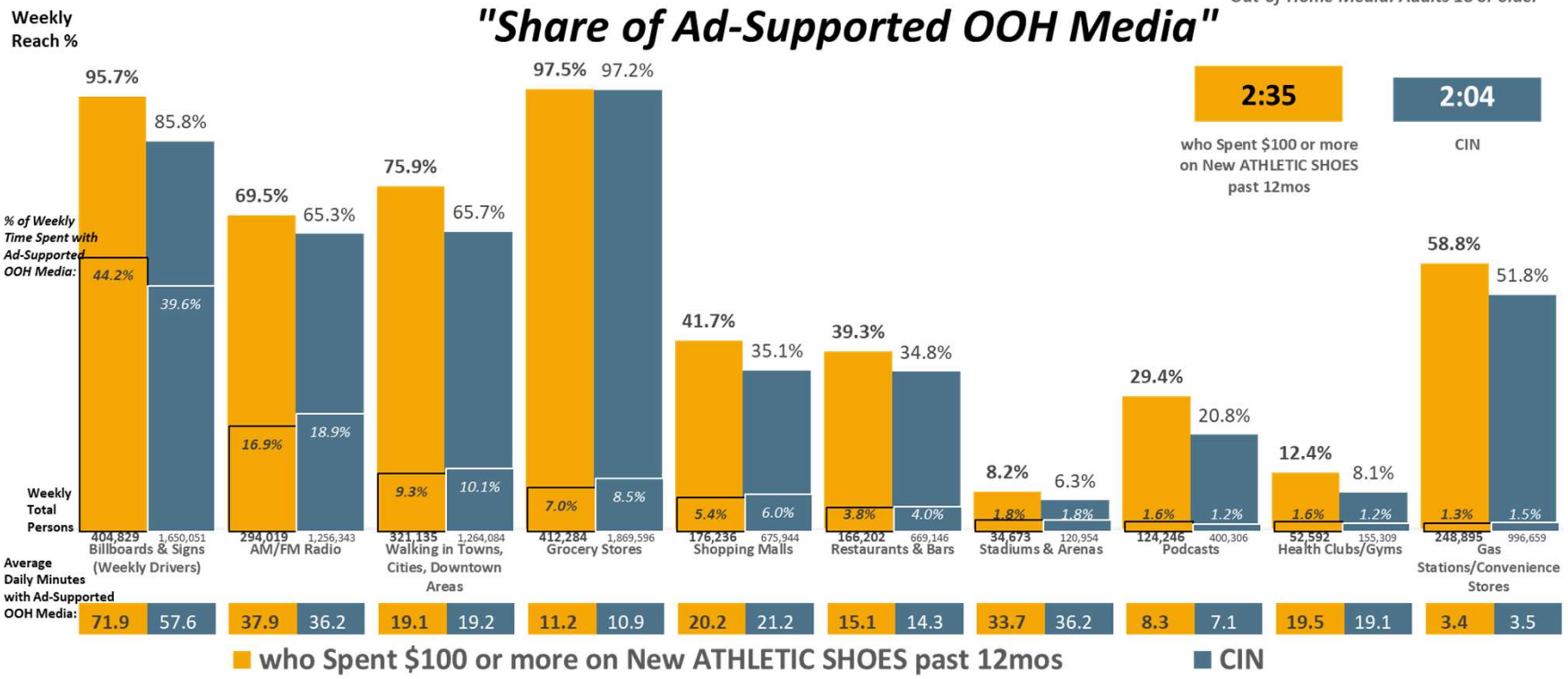
(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

SNKRS CIN

404,829 or 95.7% of Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos spend an average of 71.9 minutes per day driving, seeing Billboards and Signs representing 44.2% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 540 CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,996

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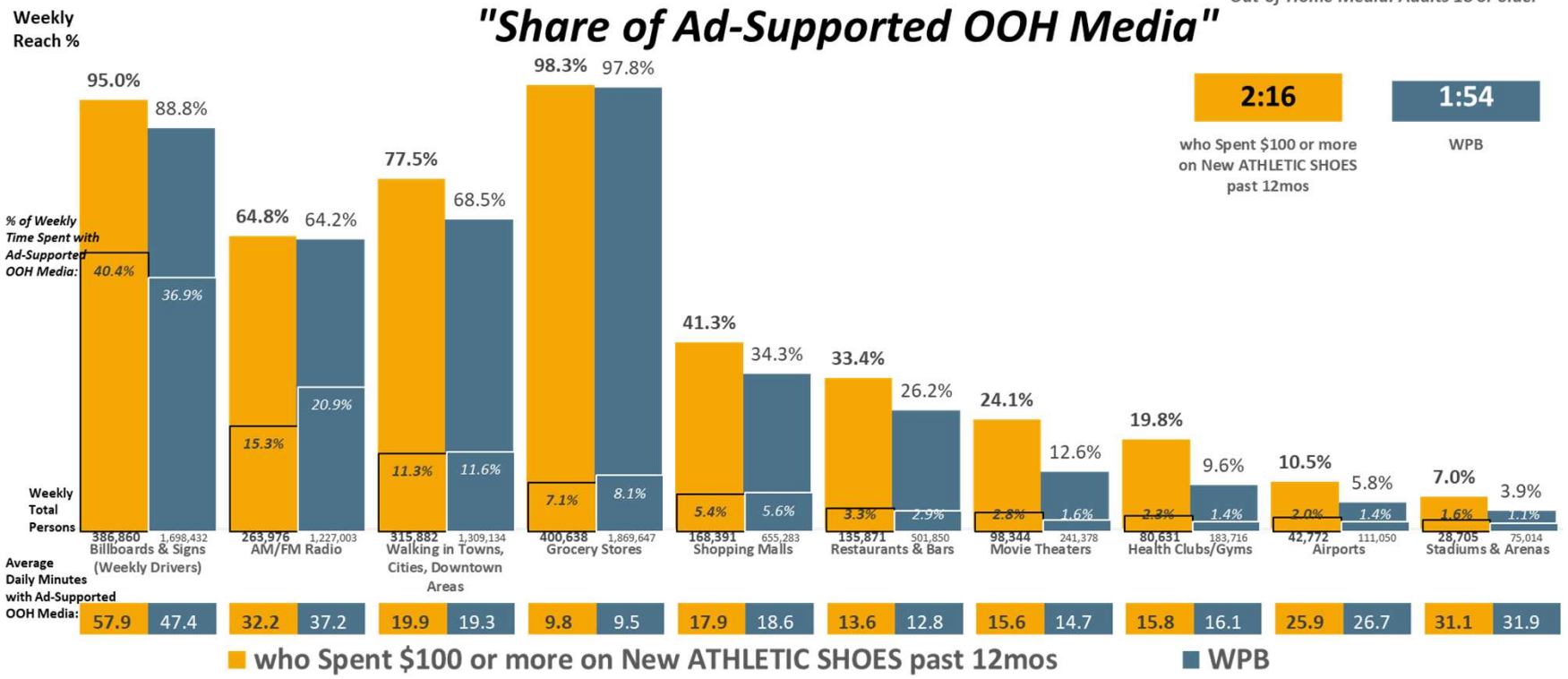
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(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

386,860 or 95.% of Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos spend an average of 57.9 minutes per day driving, seeing Billboards and Signs representing 40.4% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 609 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

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(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

SNKRS MSP

888,951 or 94.% of Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos spend an average of 67.8 minutes per day driving an average of 39.4 miles each day and are 61.3% more likely to use I-694 west of I-35W than the Metro average.

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

	who Spent $100 or more on New ATHLETIC SHOES past 12mos		MSP	
I-94 west of I-35W	306,529	32.4%	938,620	24.2%
I-35W south of I-94	271,624	28.7%	920,387	23.7%
US 10	249,840	26.4%	769,888	19.8%
I-94 east of I-35W	249,628	26.4%	811,600	20.9%
I-494 west of I-35W	245,293	25.9%	804,065	20.7%
I-35W north of I-94	245,022	25.9%	812,906	21.0%
I-35E north of I-94	237,594	25.1%	823,083	21.2%
I-494 east of I-35W	228,520	24.2%	752,561	19.4%
US 169 north of I-394	207,660	21.9%	575,787	14.8%
I-35E south of I-94	205,016	21.7%	662,181	17.1%
I-694 west of I-35W	196,960	20.8%	500,703	12.9%
I-694 east of I-35W	186,913	19.8%	494,202	12.7%
US 169 south of I-394	177,472	18.8%	575,808	14.8%
I-394	169,944	18.0%	461,365	11.9%
MN 100	164,511	17.4%	481,014	12.4%
MN 55	153,770	16.3%	428,014	11.0%
Snelling Avenue	142,390	15.0%	470,922	12.1%
Hennepin Avenue	125,682	13.3%	389,462	10.0%
County Road 42	121,842	12.9%	429,206	11.1%
MN 65 (Central Avenue)	121,398	12.8%	411,682	10.6%
MN 7	118,461	12.5%	373,403	9.6%
US 52	106,942	11.3%	358,296	9.2%
MN 47 (University Avenue)	105,614	11.2%	356,300	9.2%
MN 77 (Cedar Avenue)	94,278	10.0%	306,643	7.9%
Lake Street	93,954	9.9%	320,883	8.3%
MN 36	91,722	9.7%	328,430	8.5%

Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving: 39.4

1:07 who Spent $100 or more on New ATHLETIC SHOES past 12mos

0:55 (32.4) MSP

Top-26 Residential Zip Codes: Adults 18 or older

55304	29,882	3.16%	40,207	1.04%
55044	23,902	2.53%	64,216	1.66%
55330	23,316	2.46%	45,816	1.18%
55303	18,159	1.92%	59,655	1.54%
55412	17,642	1.86%	25,320	0.65%
56301	14,897	1.57%	41,313	1.07%
54868	13,608	1.44%	34,404	0.89%
55316	13,290	1.40%	36,295	0.94%
55337	12,905	1.36%	44,511	1.15%
55109	12,841	1.36%	38,434	0.99%
56170	12,802	1.35%	12,80	0.33%
55448	12,042	1.27%	23,035	0.59%
55387	11,355	1.20%	20,066	0.52%
55343	11,259	1.19%	35,340	0.91%
55102	11,001	1.16%	20,914	0.54%
55442	10,345	1.09%	13,18	0.34%
55379	10,205	1.08%	24,389	0.63%
55113	9,844	1.04%	45,611	1.18%
55347	9,641	1.02%	19,962	0.51%
55429	9,633	1.02%	31,756	0.82%
55125	9,617	1.02%	31,349	0.81%
55104	8,848	0.94%	31,960	0.82%
55437	8,776	0.93%	16,093	0.41%
55016	8,494	0.90%	28,057	0.72%
55432	8,435	0.89%	24,354	0.63%
55419	8,317	0.88%	24,707	0.64%

Top-26 Employment Zip Codes: Adults 18 or older

56301	18,464	1.95%	35,587	0.92%
55344	17,435	1.84%	36,903	0.95%
55330	17,210	1.82%	28,058	0.72%
55303	15,993	1.69%	41,882	1.08%
55402	15,875	1.68%	40,158	1.04%
55044	14,812	1.57%	39,959	1.03%
55428	13,346	1.41%	17,677	0.46%
56164	12,802	1.35%	12,802	0.33%
55113	12,143	1.28%	35,142	0.91%
55448	10,933	1.16%	22,102	0.57%
56011	10,911	1.15%	13,719	0.35%
55401	10,580	1.12%	31,001	0.80%
55304	10,371	1.10%	23,139	0.60%
55420	10,095	1.07%	22,077	0.57%
55447	10,067	1.06%	17,407	0.45%
55337	9,658	1.02%	26,219	0.68%
55316	9,302	0.98%	14,571	0.38%
55427	9,224	0.97%	17,637	0.45%
55406	9,219	0.97%	11,635	0.30%
55416	9,153	0.97%	22,480	0.58%
55421	8,704	0.92%	10,579	0.27%
55454	8,490	0.90%	10,870	0.28%
55009	8,351	0.88%	8,853	0.23%
55121	8,329	0.88%	11,022	0.28%
55369	8,105	0.86%	31,301	0.81%
55372	7,783	0.82%	15,472	0.40%

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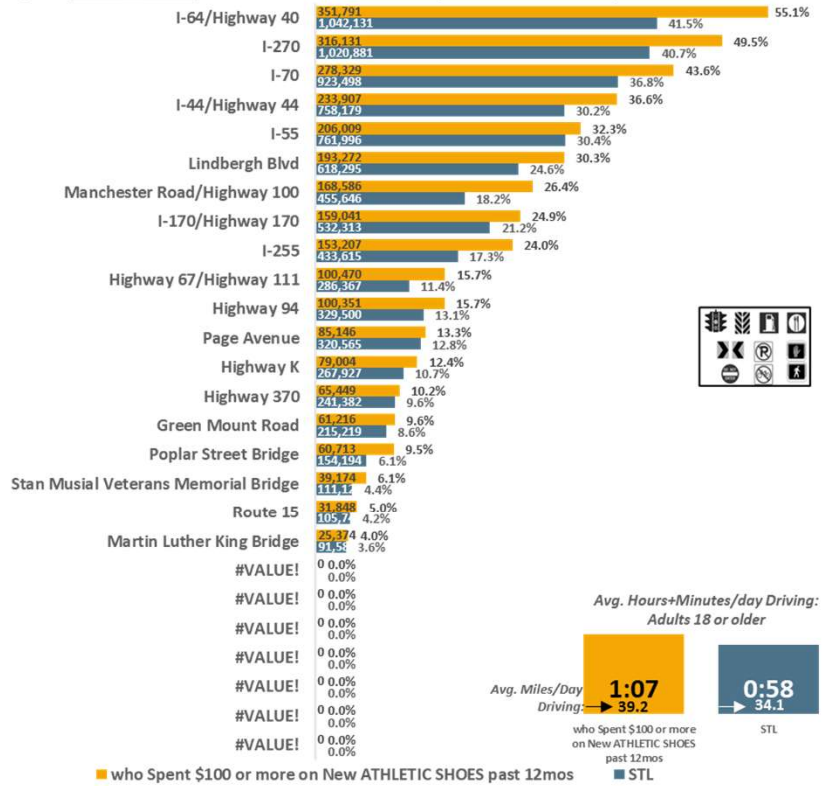
MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 530

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603,599 or 94.5% of Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos spend an average of 67.4 minutes per day driving an average of 39.2 miles each day and are 54.7% more likely to use Poplar Street Bridge than the Metro average.

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



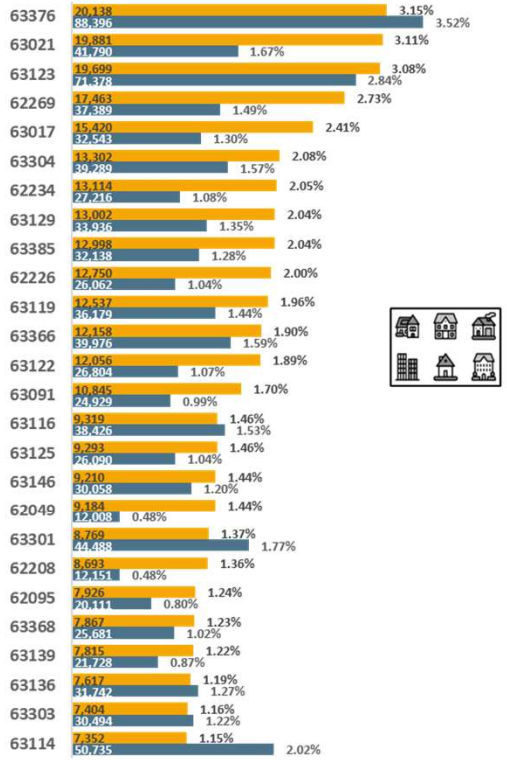
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving: → 39.2

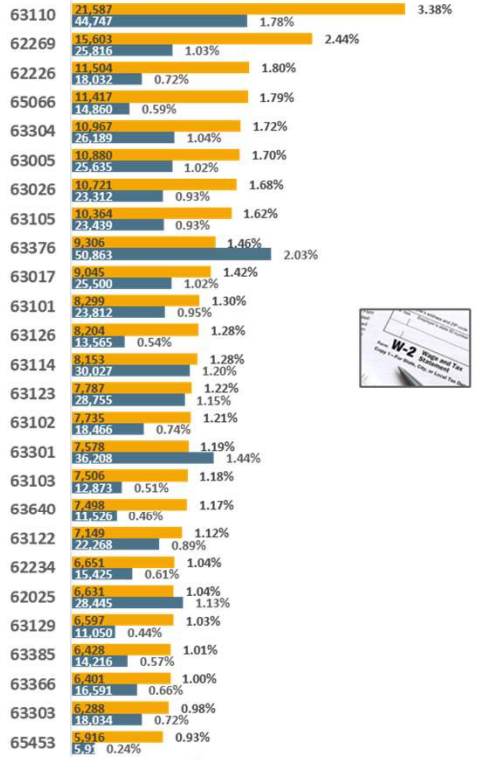
1:07 who Spent $100 or more on New ATHLETIC SHOES past 12mos

0:58 → 34.1 STL

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 603

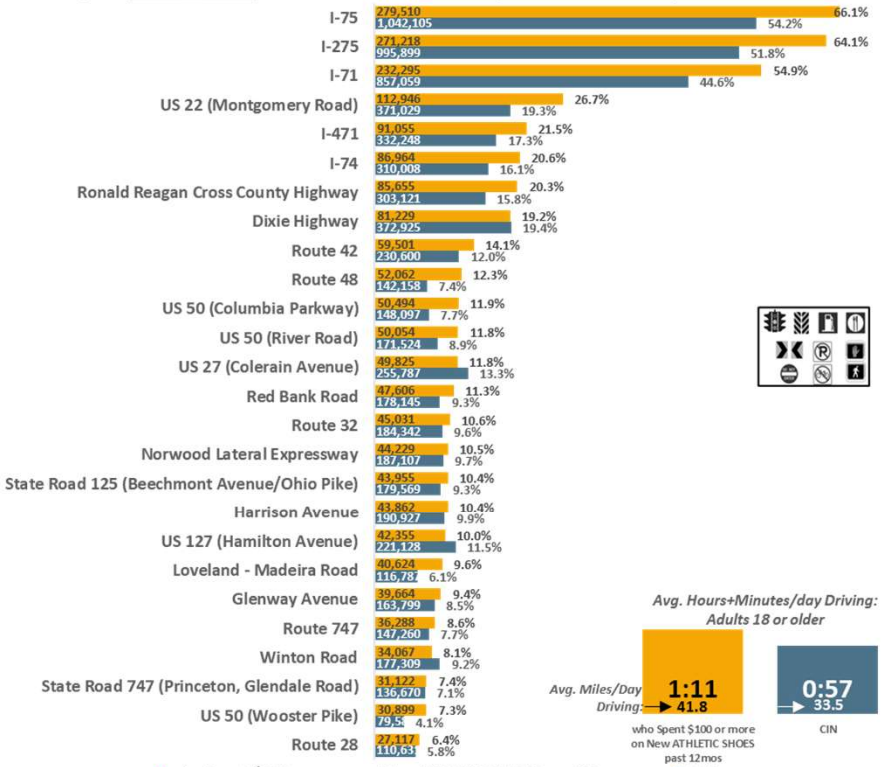
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(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

SNKRS CIN

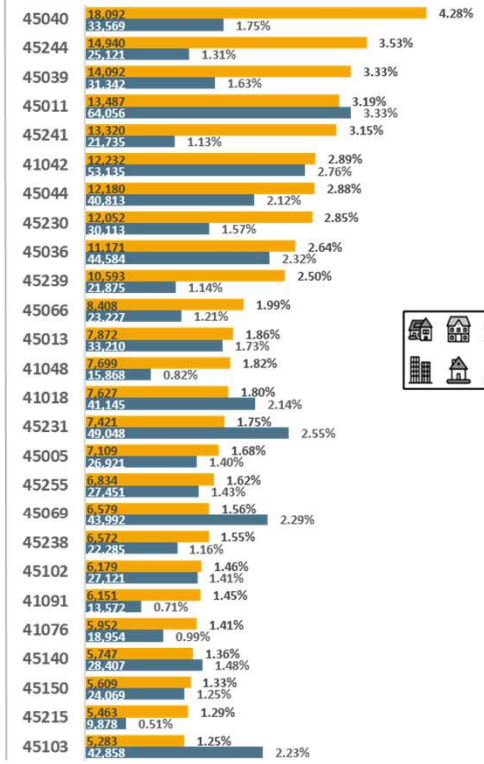
404,829 or 95.7% of Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos spend an average of 71.9 minutes per day driving an average of 41.8 miles each day and are 66.5% more likely to use Route 48 than the Metro average.

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

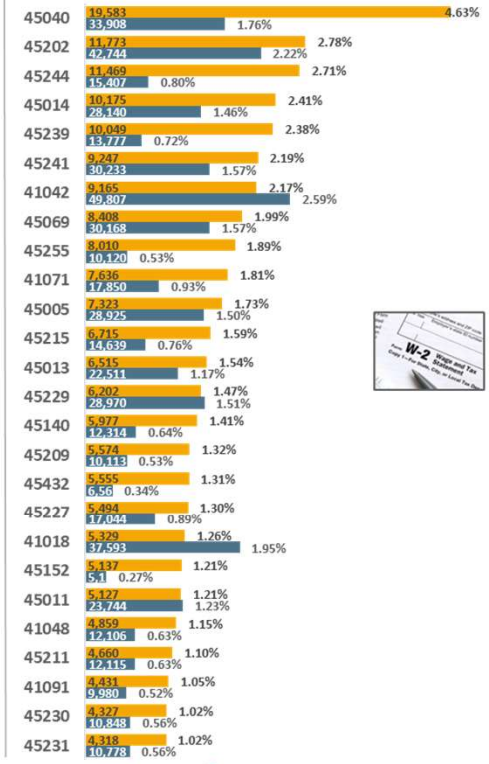


Avg. Hours+Minutes/day Driving: Adults 18 or older

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 540

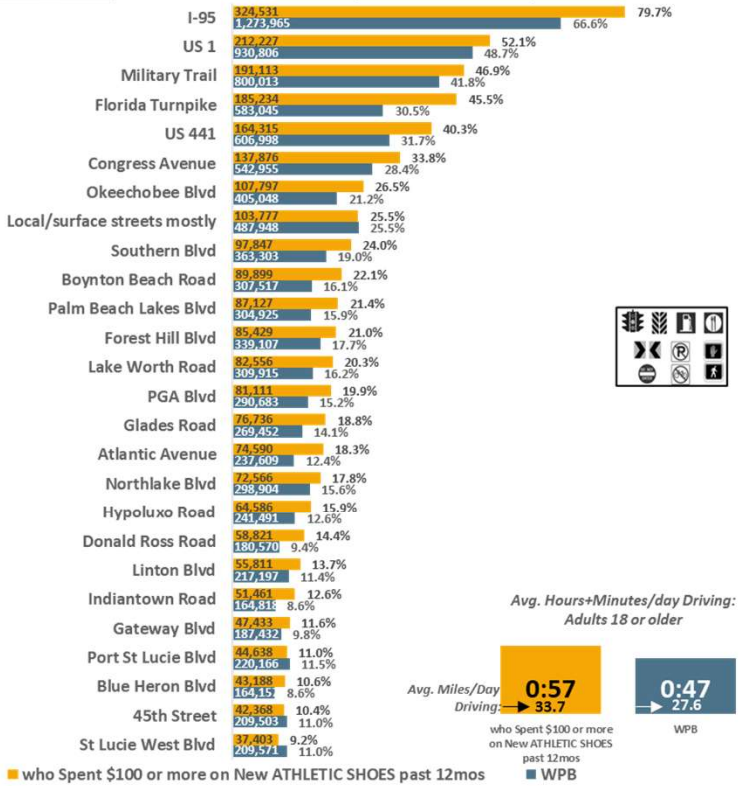
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(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

SNKRS WPB

386,860 or 95.% of Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos spend an average of 57.9 minutes per day driving an average of 33.7 miles each day and are 52.9% more likely to use Donald Ross Road than the Metro average.

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



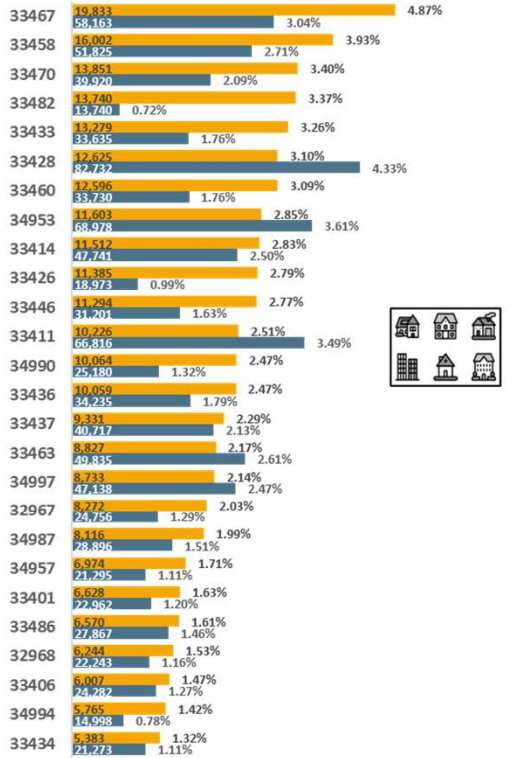
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving: → 33.7

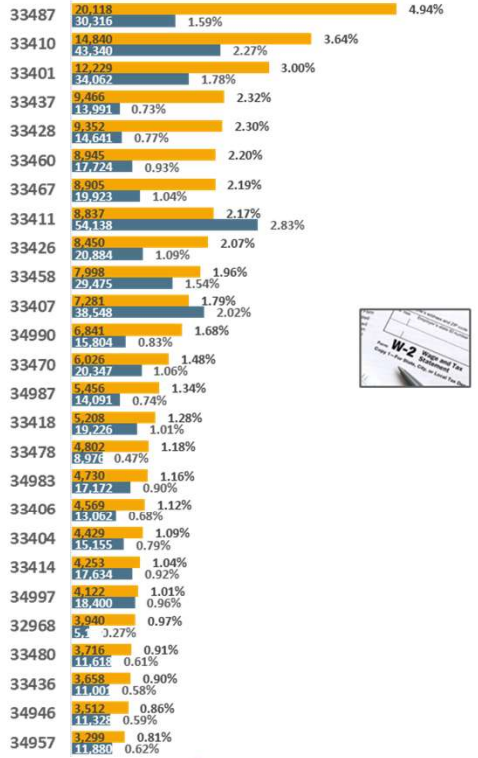
0:57 who Spent $100 or more on New ATHLETIC SHOES past 12mos

0:47 → 27.6 WPB

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



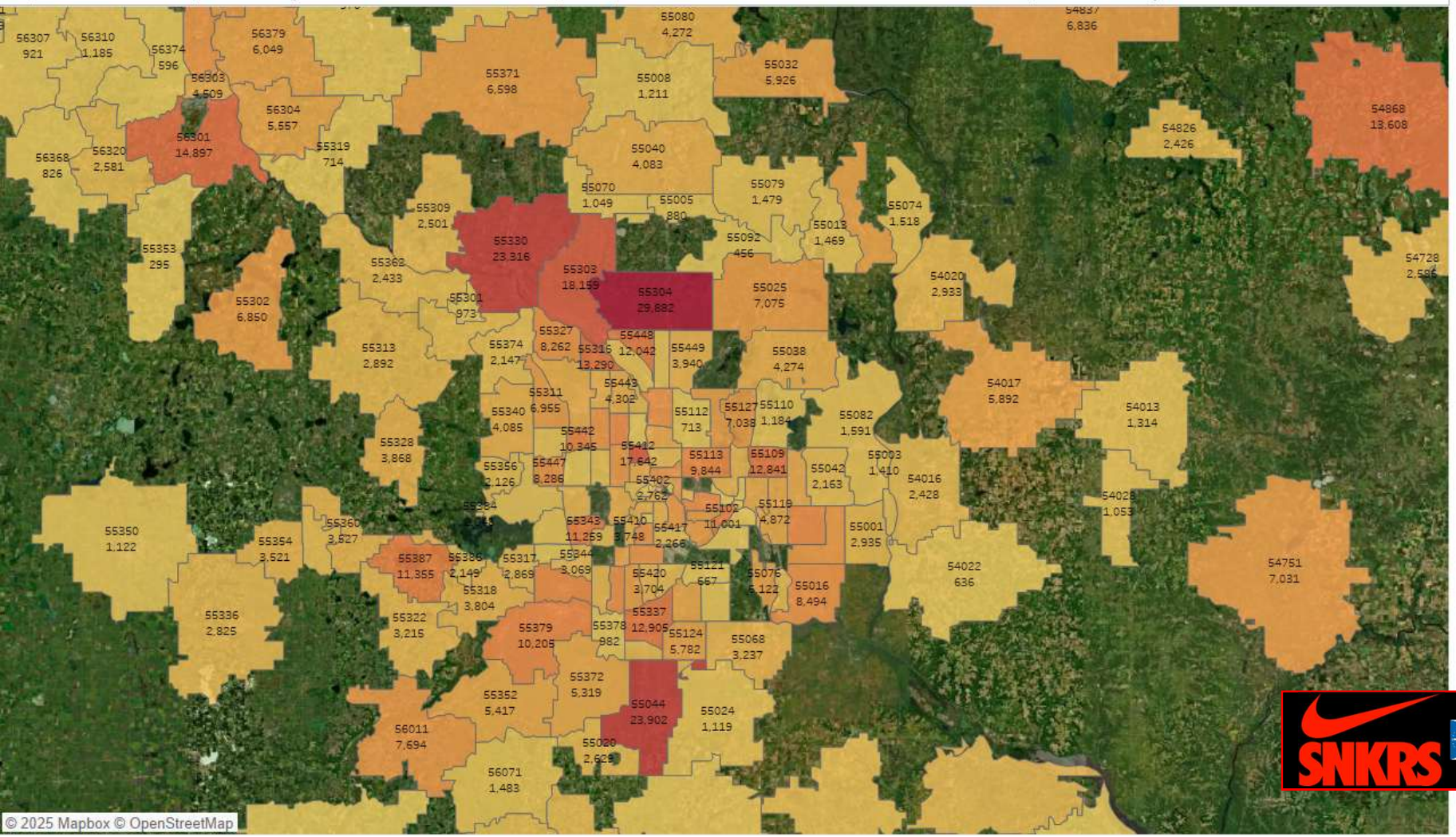
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WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 609

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(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

Top Residential Zip Codes: (Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos)



SNKRS MSP

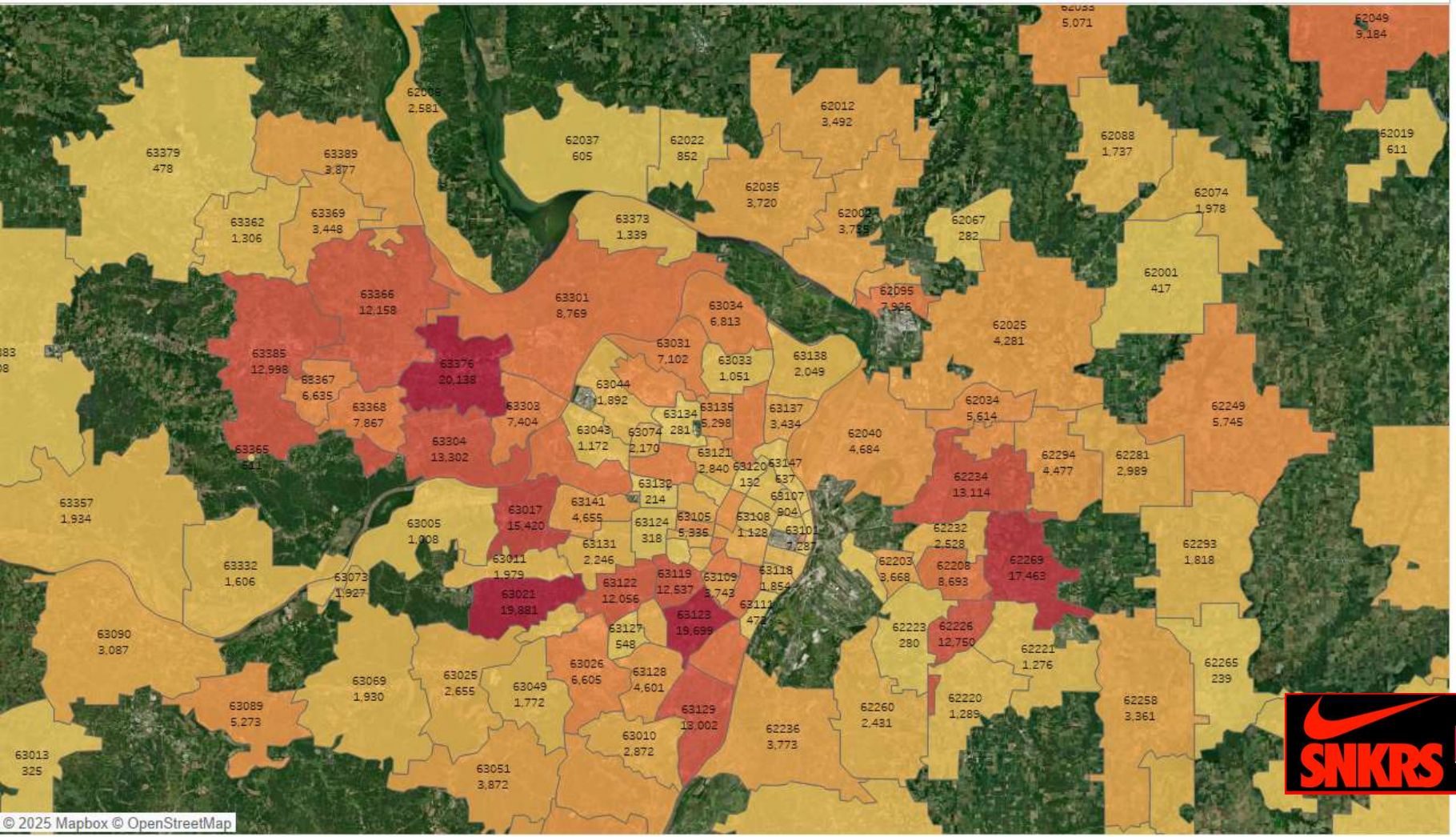
MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 530

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(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

Top Residential Zip Codes: (Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos)



SNKRS STL

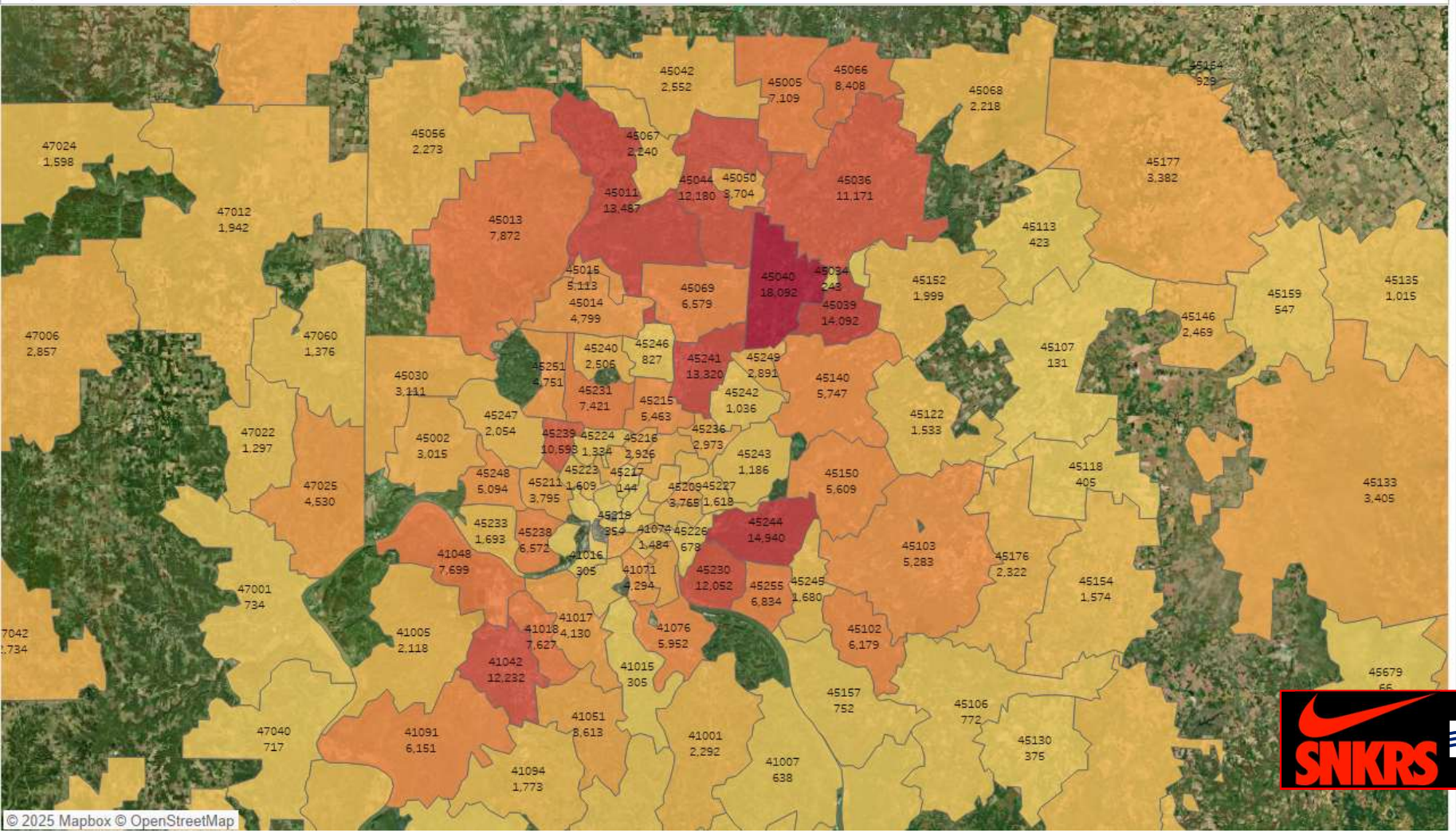
STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 603

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(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

Top Residential Zip Codes: (Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos)



SNKRS CIN

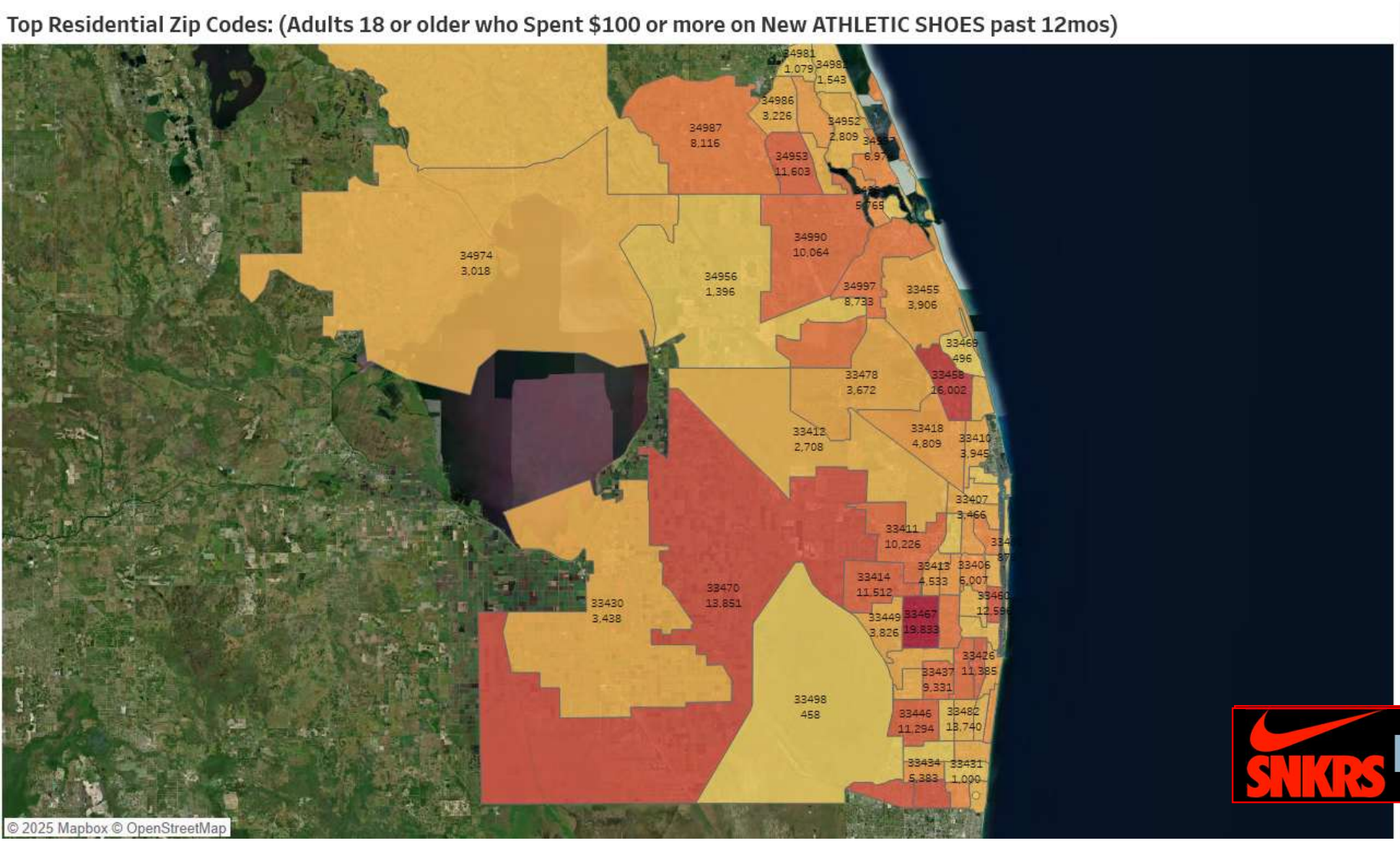
CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 540

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(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

Top Residential Zip Codes: (Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos)



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 609

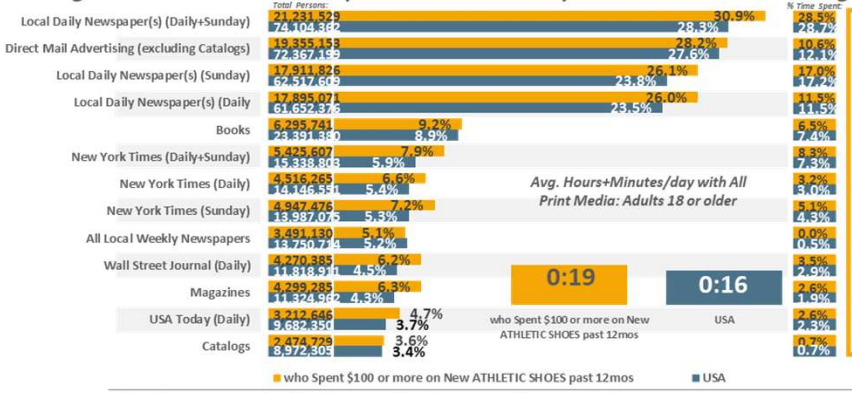
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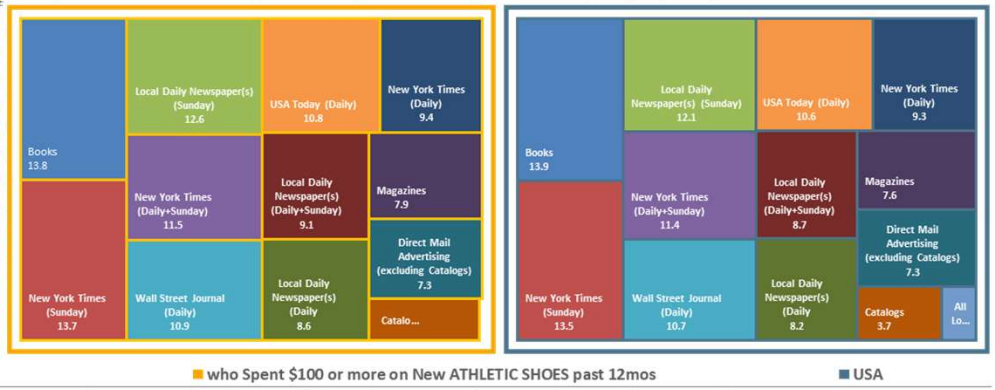
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21,231,529 or 30.9% of Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.1 minutes every day representing 30.5% of all time spent daily with All forms of Print Medi

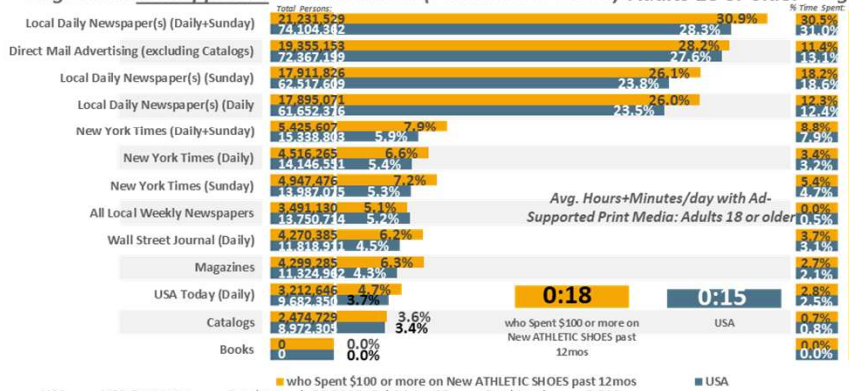
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



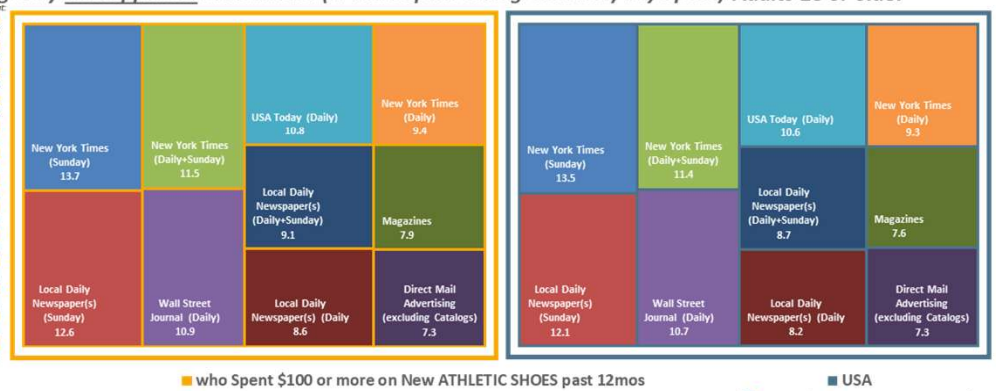
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2025: Feb24-Jun25 Qual Intab 6,819

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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,947

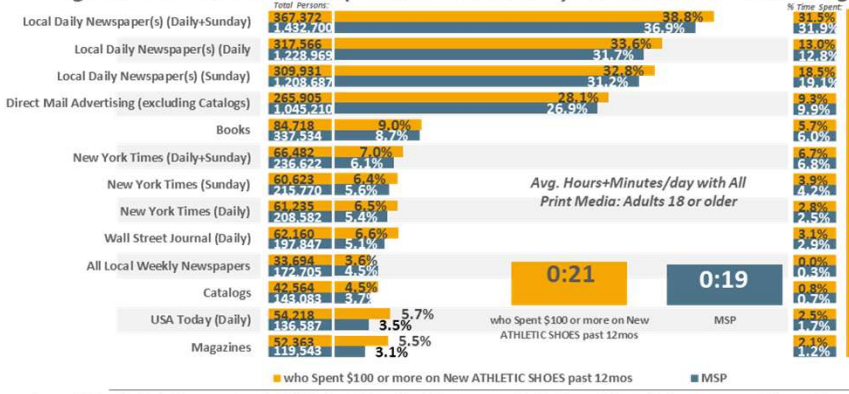
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(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

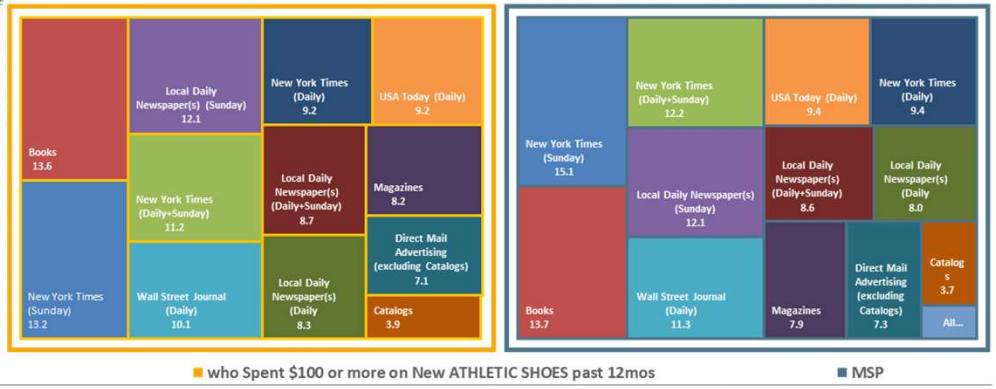
SNKRS MSP

367,372 or 38.8% of Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.7 minutes every day representing 33.4% of all time spent daily with All forms of Print Media.

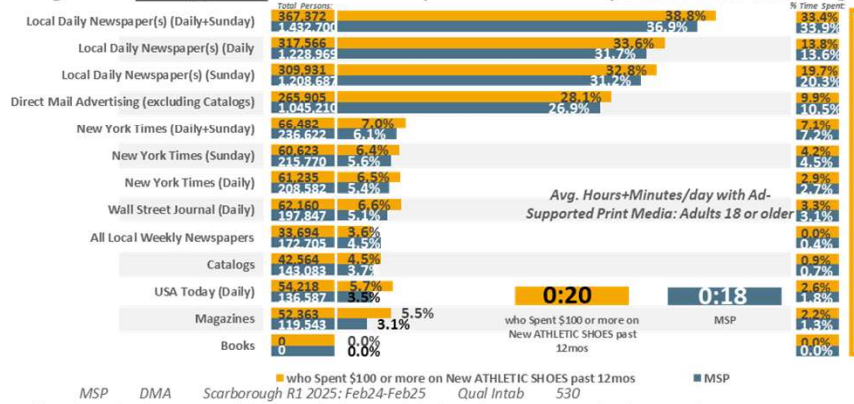
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



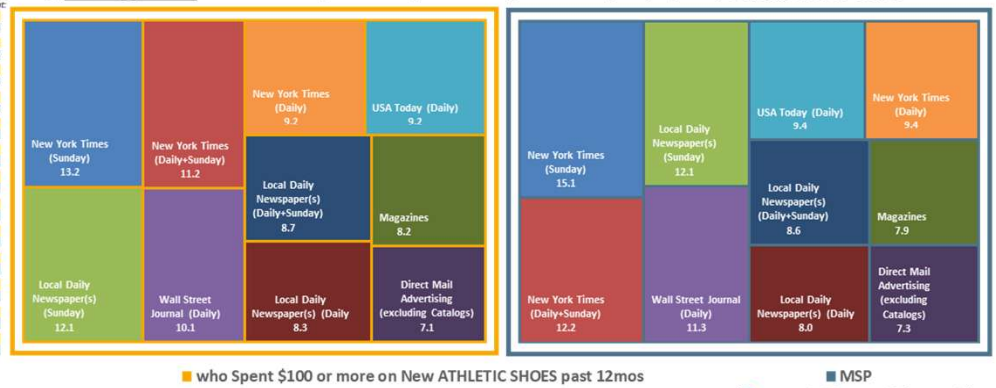
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 530

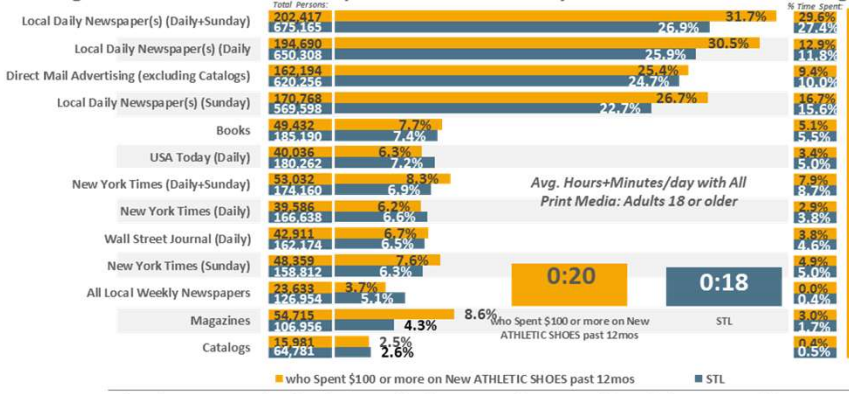
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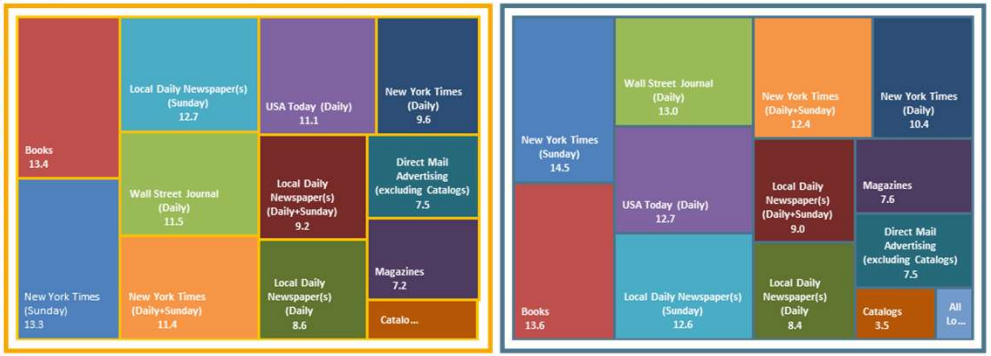
(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

202,417 or 31.7% of Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.2 minutes every day representing 31.2% of all time spent daily with All forms of Print Media.

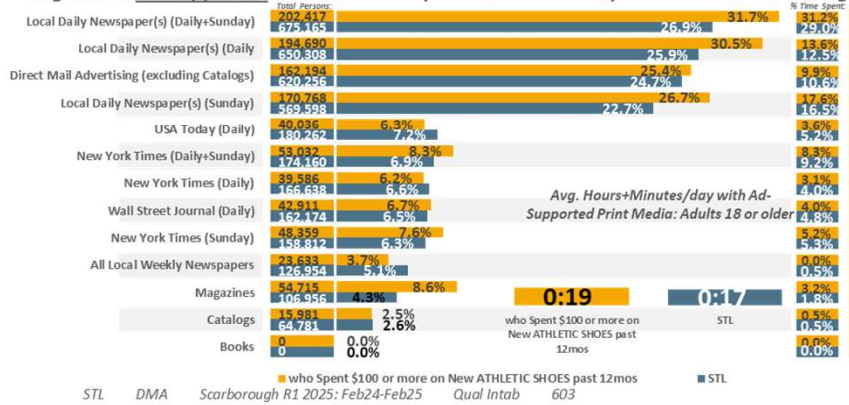
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



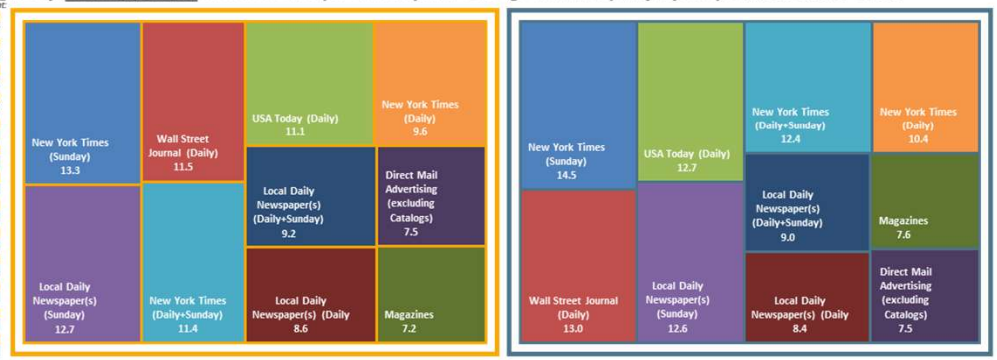
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 603

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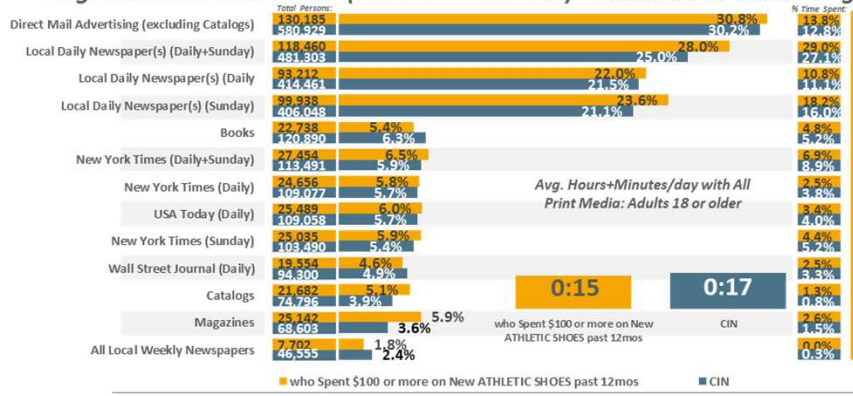
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(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

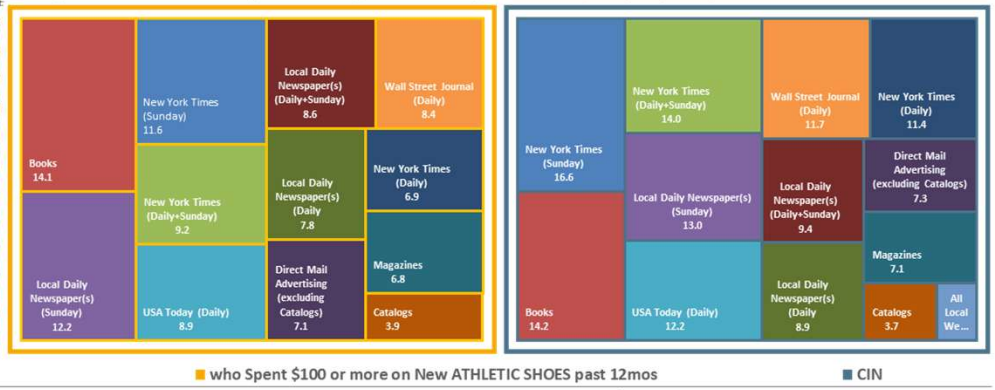
SNKRS CIN

118,460 or 28.% of Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.6 minutes every day representing 30.5% of all time spent daily with All forms of Print Media.

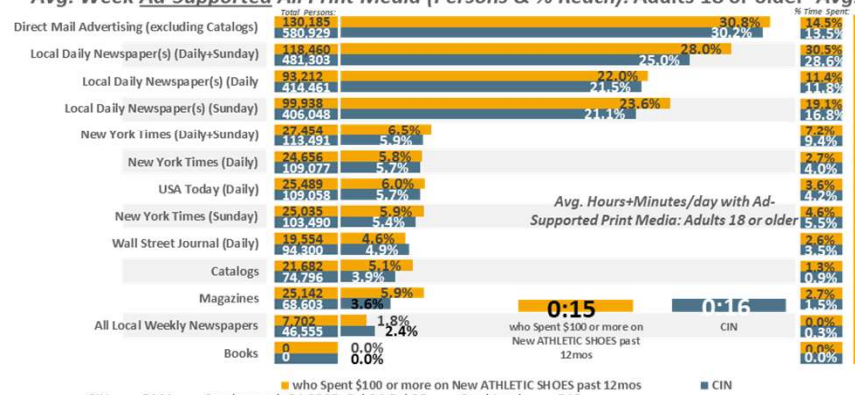
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



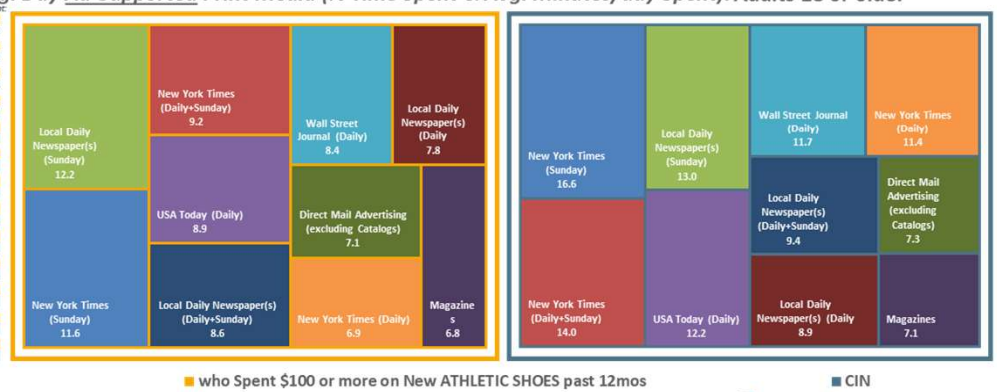
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 540

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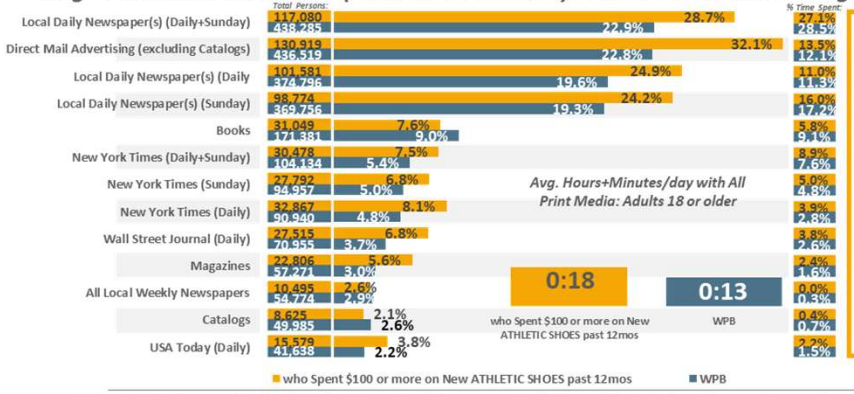
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(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

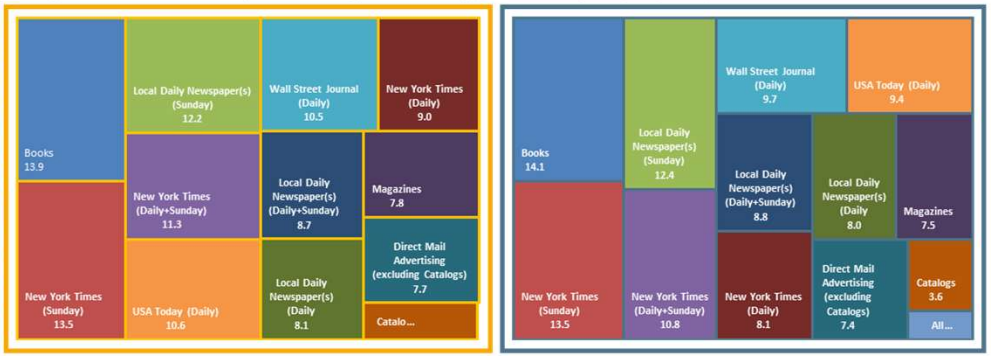
SNKRS WPB

117,080 or 28.7% of Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.7 minutes every day representing 28.7% of all time spent daily with All forms of Print Media.

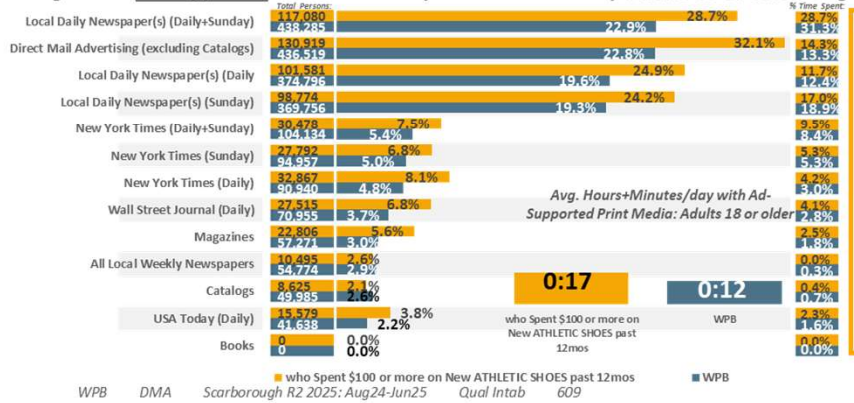
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



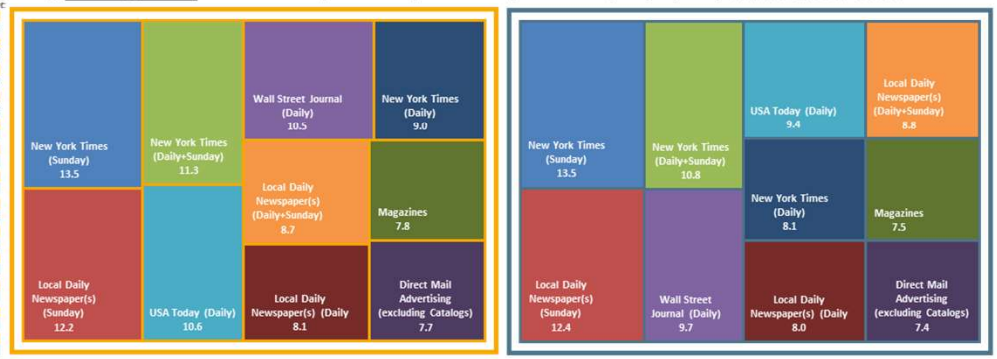
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 609

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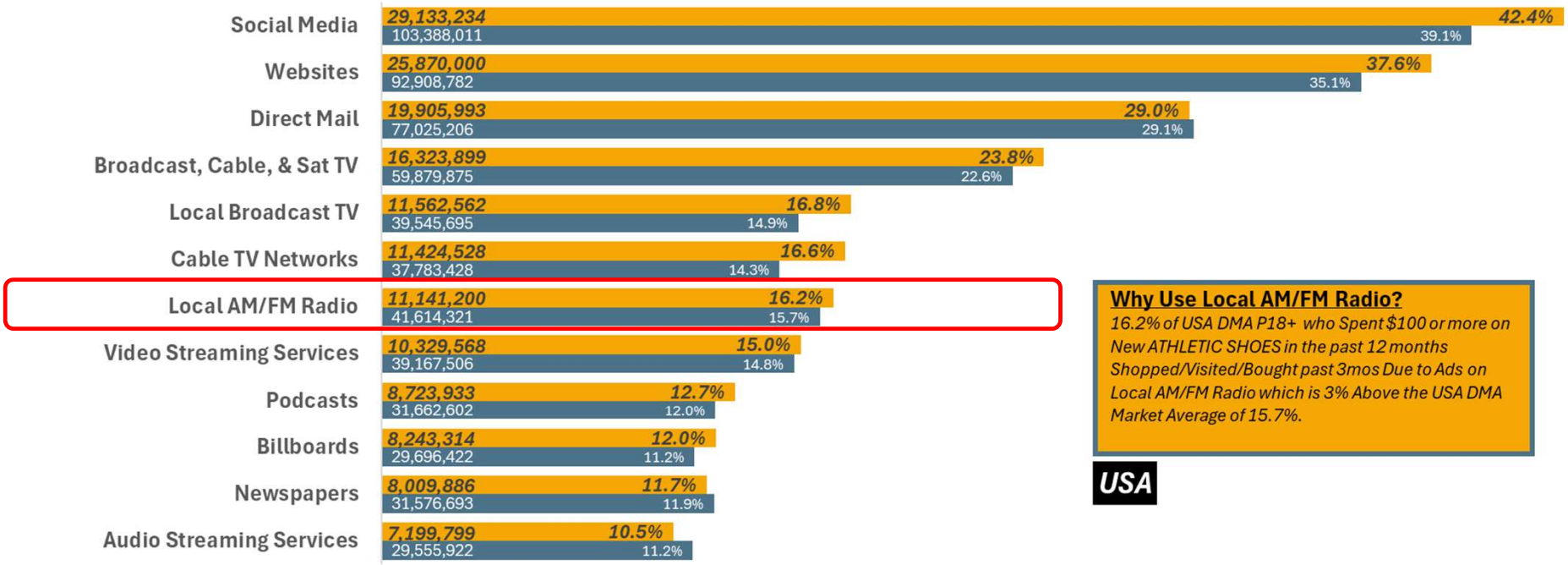
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(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

SNKRS USA

"Advertising Actions"

P18+ who Spent $100 or more on New ATHLETIC SHOES in the past 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

16.2% of USA DMA P18+ who Spent $100 or more on New ATHLETIC SHOES in the past 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 3% Above the USA DMA Market Average of 15.7%.

USA

USA DMA Scarborough R1 2025: Feb24-Jun25 Qual Intab: 6819

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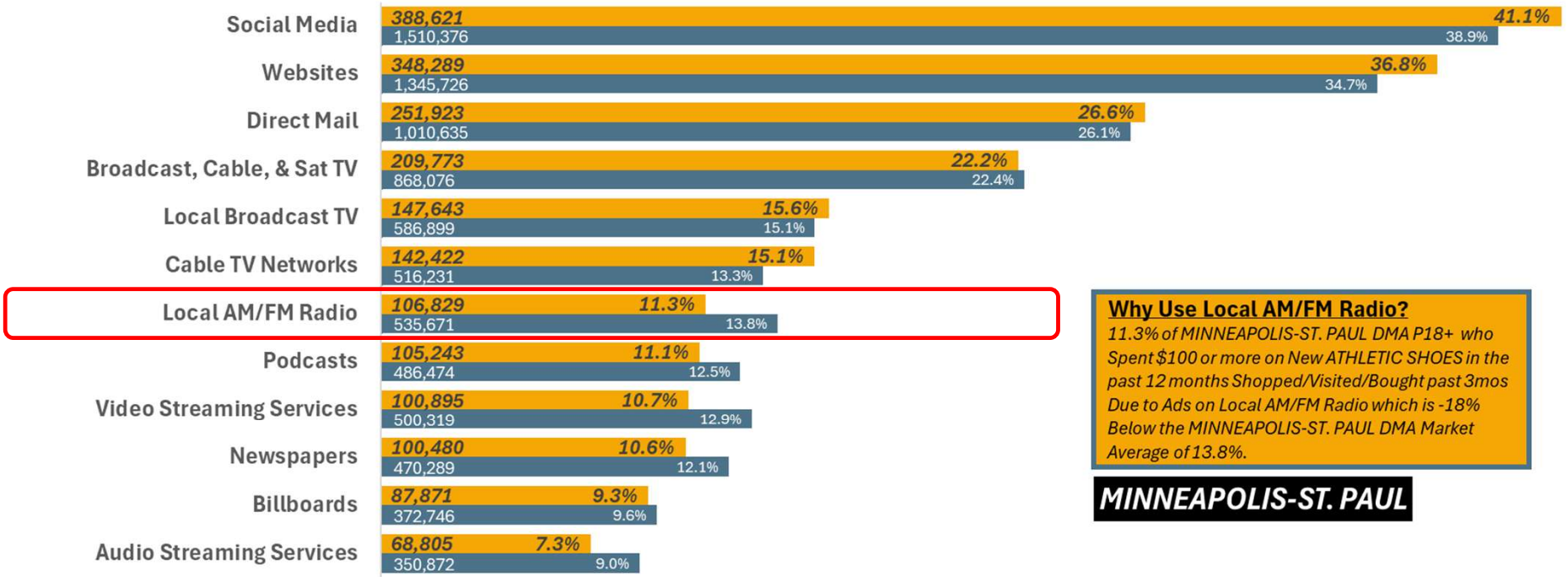
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(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

SNKRS MSP

"Advertising Actions"

P18+ who Spent $100 or more on New ATHLETIC SHOES in the past 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

11.3% of MINNEAPOLIS-ST. PAUL DMA P18+ who Spent $100 or more on New ATHLETIC SHOES in the past 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -18% Below the MINNEAPOLIS-ST. PAUL DMA Market Average of 13.8%.

MINNEAPOLIS-ST. PAUL

MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab: 530

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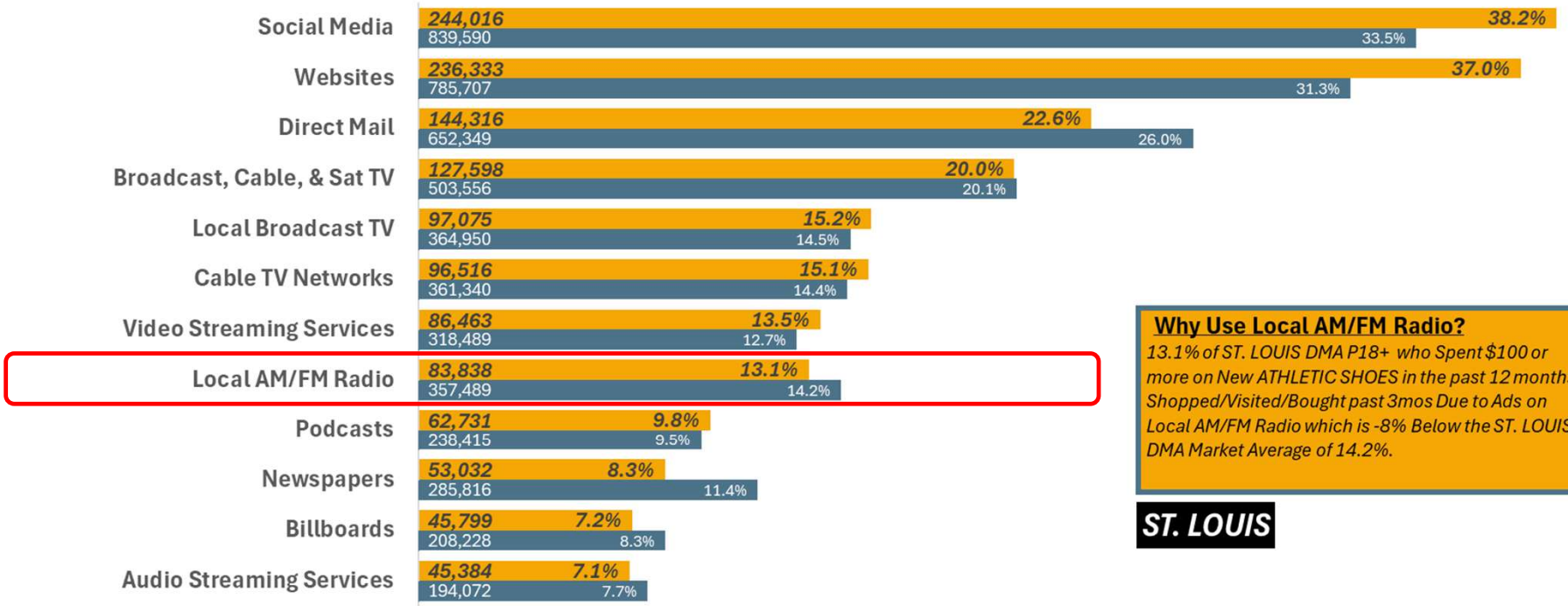
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(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

SNKRS STL

"Advertising Actions"

P18+ who Spent $100 or more on New ATHLETIC SHOES in the past 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

13.1% of ST. LOUIS DMA P18+ who Spent $100 or more on New ATHLETIC SHOES in the past 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -8% Below the ST. LOUIS DMA Market Average of 14.2%.

ST. LOUIS

ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab: 603

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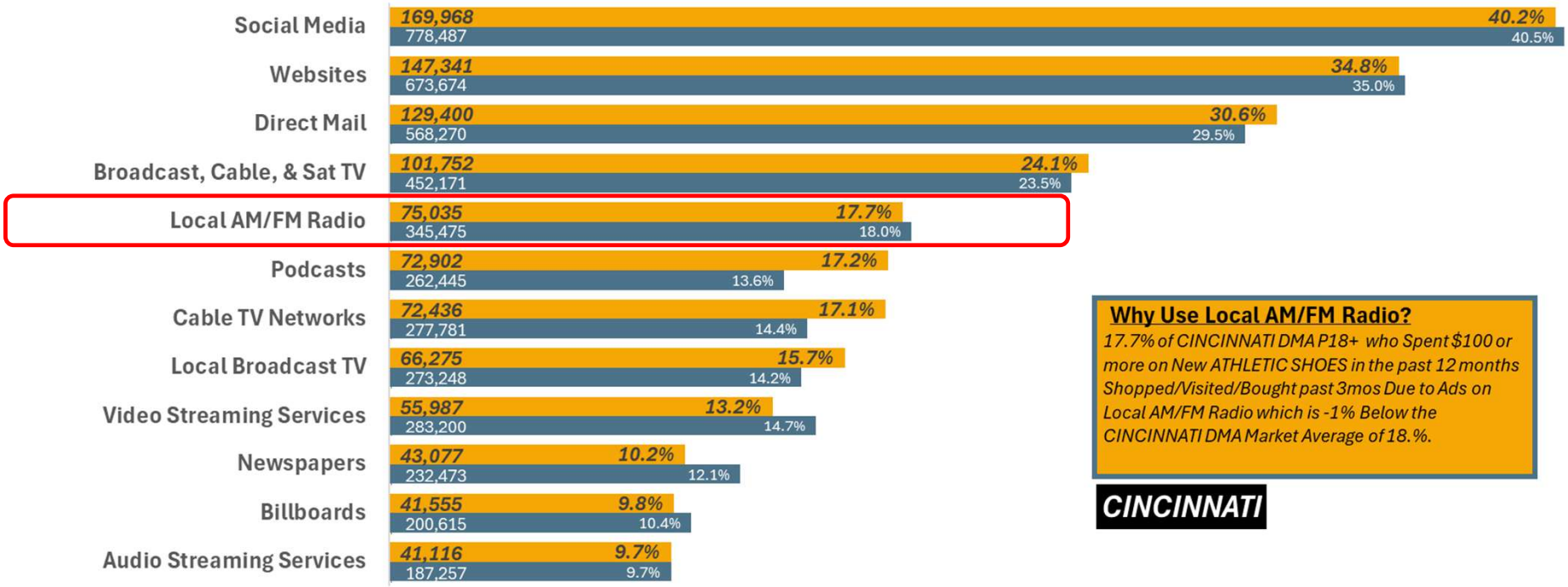
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(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

SNKRS CIN

"Advertising Actions"

P18+ who Spent $100 or more on New ATHLETIC SHOES in the past 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

17.7% of CINCINNATI DMA P18+ who Spent $100 or more on New ATHLETIC SHOES in the past 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -1% Below the CINCINNATI DMA Market Average of 18.%.

CINCINNATI

CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab: 540

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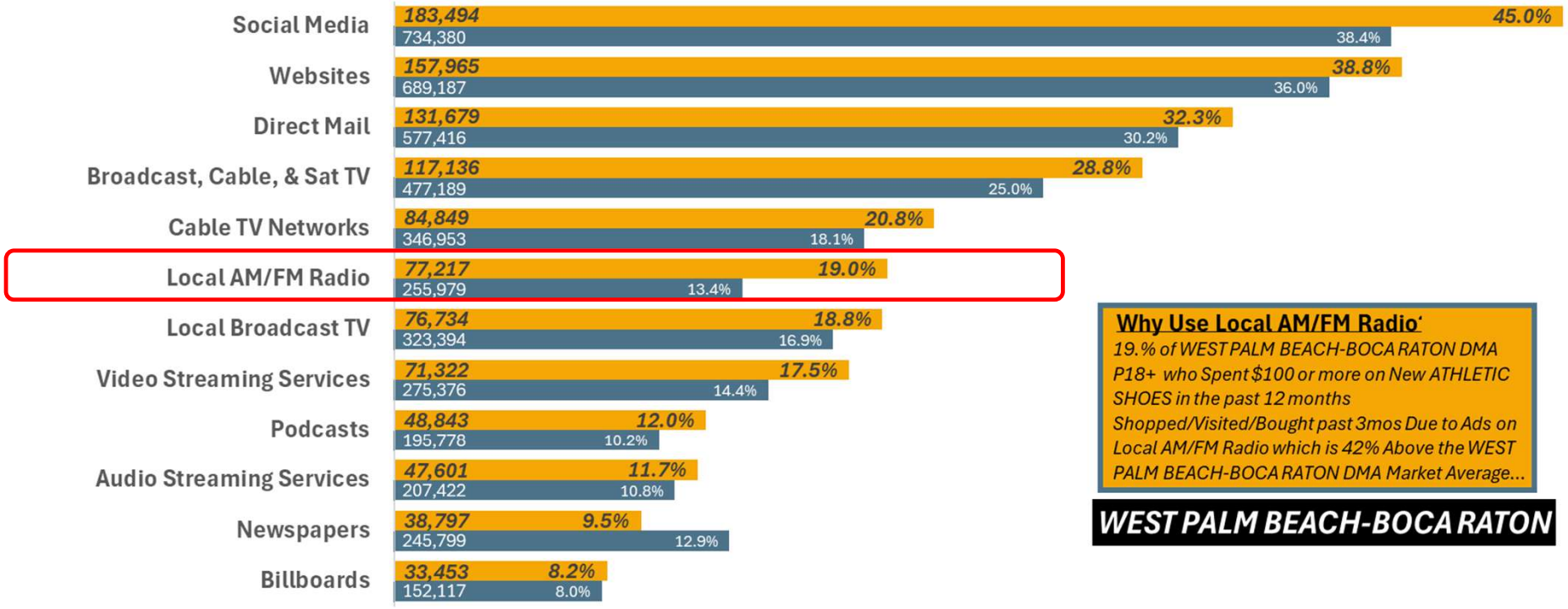
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(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

SNKRS WPB

"Advertising Actions"

P18+ who Spent $100 or more on New ATHLETIC SHOES in the past 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio'

19.% of WEST PALM BEACH-BOCA RATON DMA P18+ who Spent $100 or more on New ATHLETIC SHOES in the past 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 42% Above the WEST PALM BEACH-BOCA RATON DMA Market Average...

WEST PALM BEACH-BOCA RATON

WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab: 609

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(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)