USA+4 More DMAs – P18+ who Purchased New GLASSES or CONTACTS from EssilorLuxottica Brands in the past 12 mos!

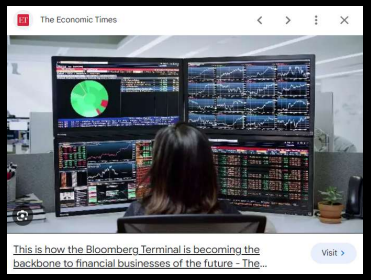
Complete Demographic & Media Use Profiles



LensCrafters ♥ Pearle Vision ♥ Target Optical

EST. 1961

Complete Demographic, Psychographic, and Total Media Usage Profiles of USA, MINNEAPOLIS-ST. PAUL, ST. LOUIS, CINCINNATI, and WEST PALM BEACH DMA P18+ who Purchased New Glasses or Contacts from LensCrafters or Pearle Vision, or Target Optical in the past 12 months as of March 31, 2025.



LensCrafters ♥ Pearle Vision Optical EssilorLuxottica — USA

LensCrafters ♥ Pearle Vision Optical EssilorLuxottica — MSP

LensCrafters ♥ Pearle Vision Optical EssilorLuxottica — STL

LensCrafters ♥ Pearle Vision Optical EssilorLuxottica — CIN

LensCrafters ♥ Pearle Vision Optical EssilorLuxottica — WPB

P18+

EssilorLuxottica EssilorLuxottica Société anonyme (ESLOF)

DELFIN Vanguard BlackRock STATE STREET

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

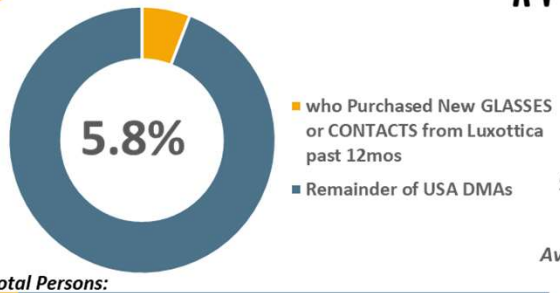
HUBBARD BROADCASTING INC. HB

(Stores bought glasses/contacts for self past 12 months: LensCrafters OR Stores bought glasses/contacts for self past 12 months: Pearle Vision OR Stores bought glasses/contacts for self past 12 months: Target Optical)

LensCrafters · Pearle Vision · Target Optical · USA

5.8% or 15,305,767 of USA Adults 18 or older Purchased New GLASSES or CONTACTS from Luxottica past 12mos. Typical Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos are 47.9 years old (1.8% younger than average) and have a $104,208 (11.3% higher than average) annual...

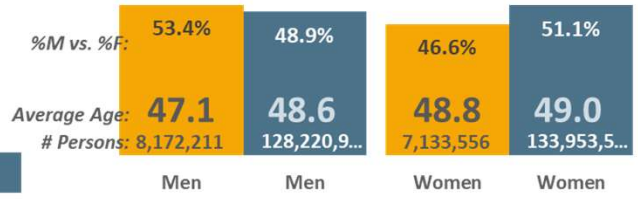
Percent of Market: Adults 18 or older



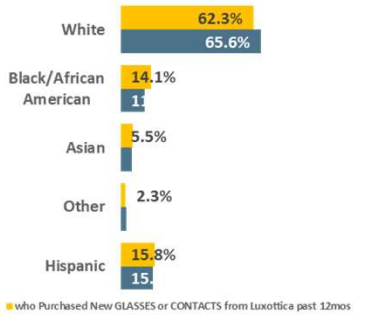
Total Persons:

15,305,767 | 246,868,733

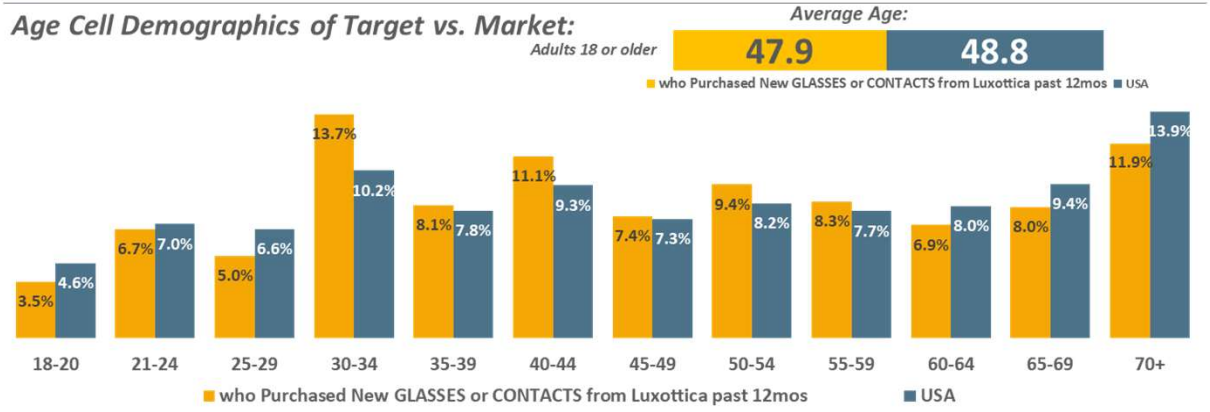
Gender of Target vs. Market: Adults 18 or older



Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA | USA Projection | Scarborough R1 2025: Feb24-Mar25 | Qual Intab | 1,523

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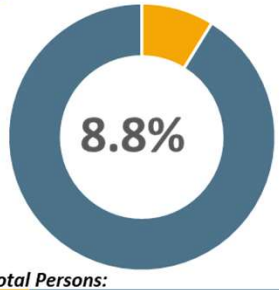
USA Projection | Scarborough R1 2025: Feb24-Mar25 | Qual Intab | 24,890

(Stores bought glasses/contacts for self past 12 months: LensCrafters OR Stores bought glasses/contacts for self past 12 months: Pearle Vision OR Stores bought glasses/contacts for self past 12 months: Target Optical)

LensCrafters · Pearle Vision · Target Optical · MSP

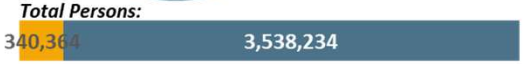
8.8% or 340,364 of MSP DMA Adults 18 or older Purchased New GLASSES or CONTACTS from Luxottica past… Typical Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos are 45.6 years old (6.4% younger than average) and have a $127,122 (17.2% higher than average) annual…

Percent of Market: Adults 18 or older

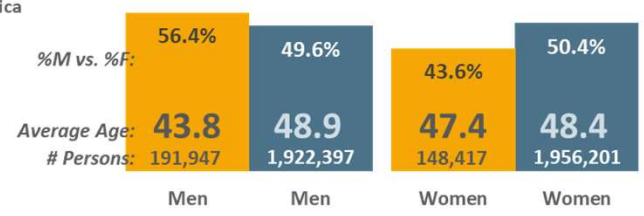


- who Purchased New GLASSES or CONTACTS from Luxottica past 12mos
- Remainder of MSP DMA

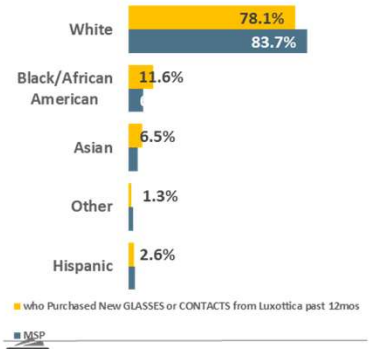
Total Persons:



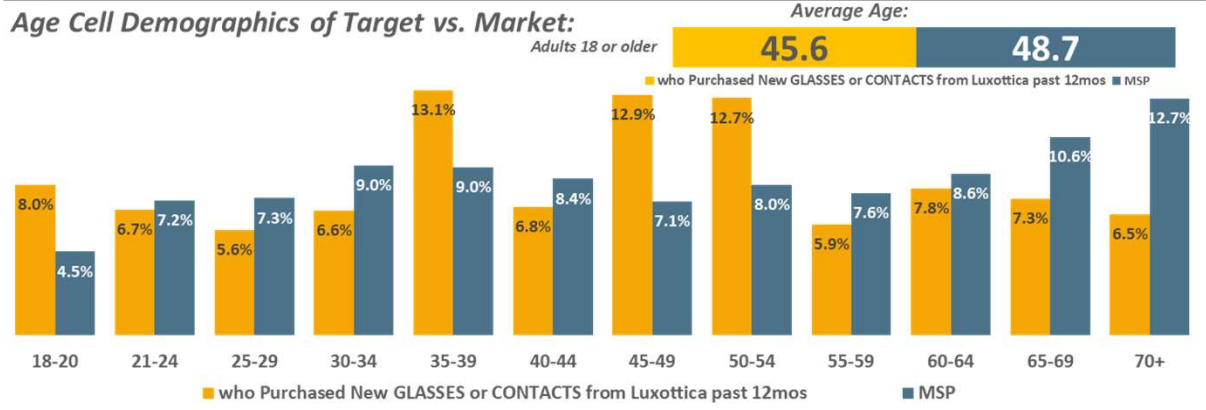
Gender of Target vs. Market: Adults 18 or older



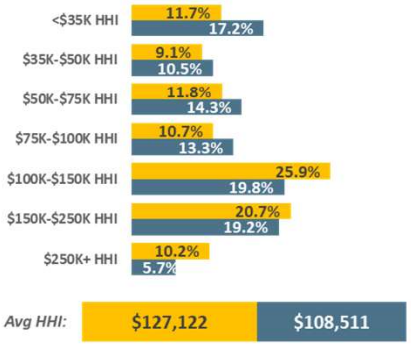
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 201

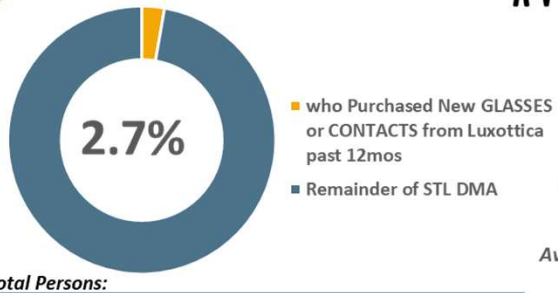
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(Stores bought glasses/contacts for self past 12 months: LensCrafters OR Stores bought glasses/contacts for self past 12 months: Pearle Vision OR Stores bought glasses/contacts for self past 12 months: Target Optical)

LensCrafters · Pearle Vision · Target Optical · STL

2.7% or 68,406 of STL DMA Adults 18 or older Purchased New GLASSES or CONTACTS from Luxottica past 12mos. Typical Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos are 49.5 years old (.2% older than average) and have a $105,103 (8.3% higher than average) annual household…

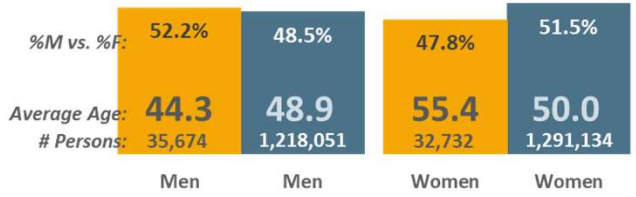
Percent of Market: Adults 18 or older



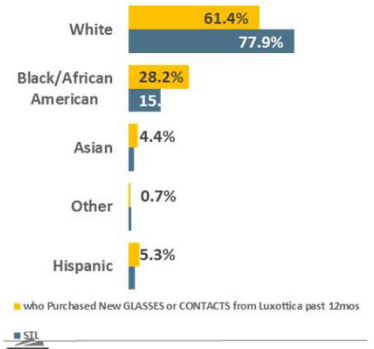
Total Persons:



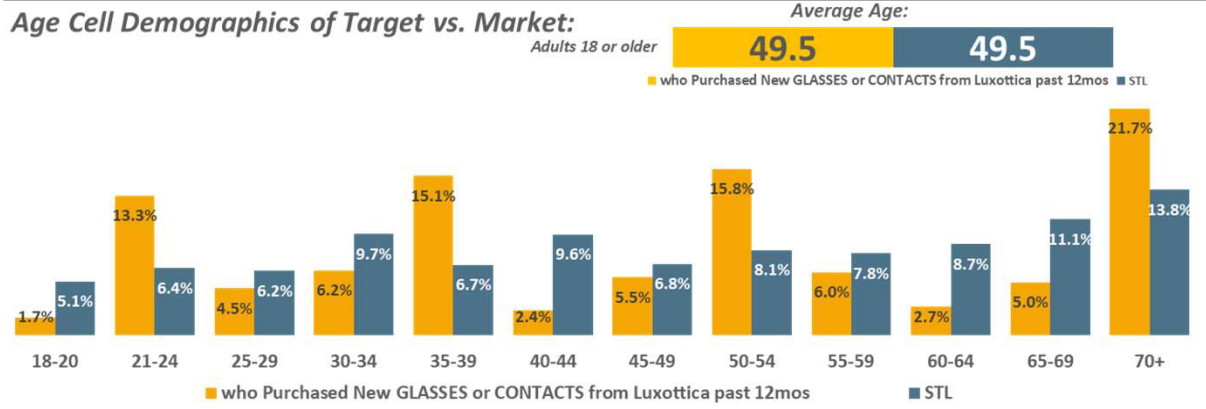
Gender of Target vs. Market: Adults 18 or older



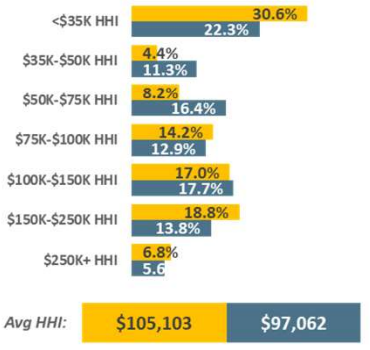
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 66

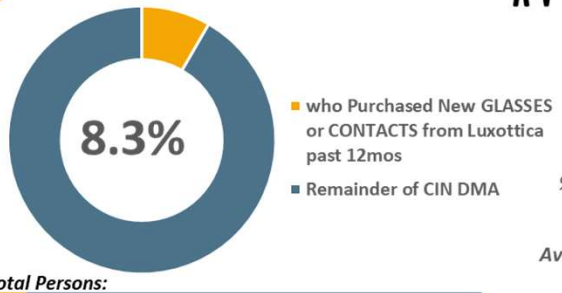
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

(Stores bought glasses/contacts for self past 12 months: LensCrafters OR Stores bought glasses/contacts for self past 12 months: Pearle Vision OR Stores bought glasses/contacts for self past 12 months: Target Optical)

LensCrafters · Pearle Vision · Target Optical · EssilorLuxottica — CIN

8.3% or 160,463 of CIN DMA Adults 18 or older Purchased New GLASSES or CONTACTS from Luxottica past 12mos. Typical Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos are 47.8 years old (2.% younger than average) and have a $124,511 (27.7% higher than average) annual household …

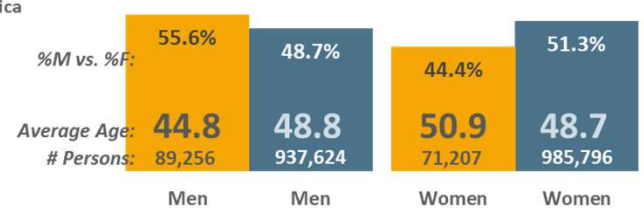
Percent of Market: Adults 18 or older



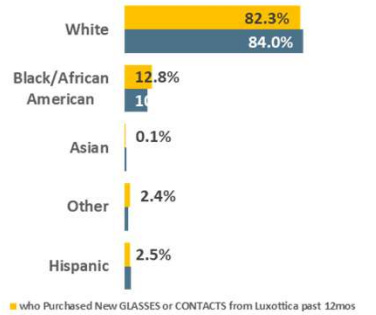
Total Persons:



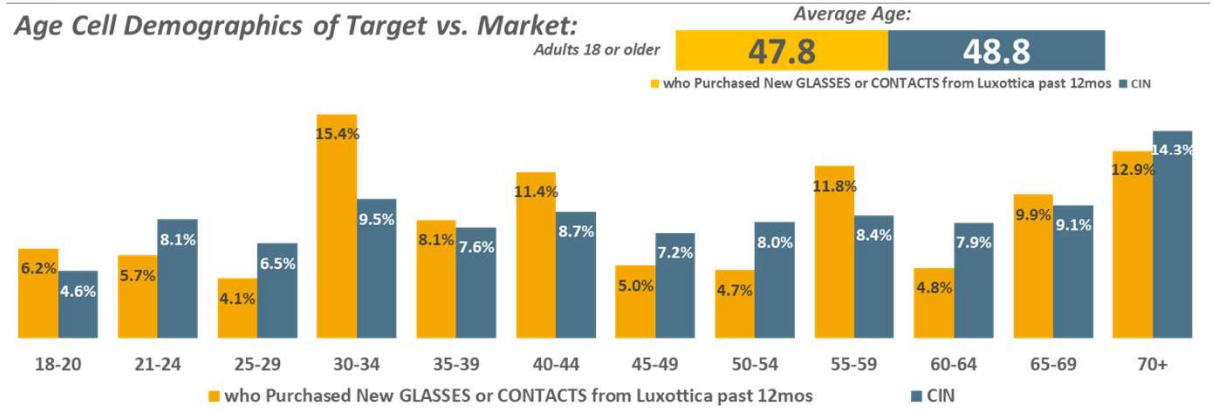
Gender of Target vs. Market: Adults 18 or older



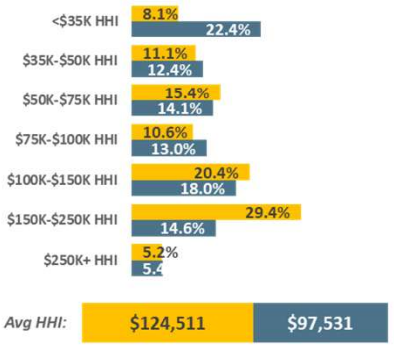
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 188

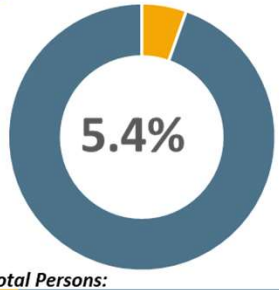
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(Stores bought glasses/contacts for self past 12 months: LensCrafters OR Stores bought glasses/contacts for self past 12 months: Pearle Vision OR Stores bought glasses/contacts for self past 12 months: Target Optical)

LensCrafters · Pearle Vision · Target Optical · WPB

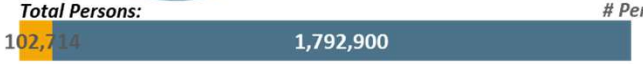
5.4% or 102,714 of WPB DMA Adults 18 or older Purchased New GLASSES or CONTACTS from Luxottica past…
Typical Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos are 52.5 years old (1.7% younger than average) and have a $135,406 (36.3% higher than average) annual…

Percent of Market: Adults 18 or older

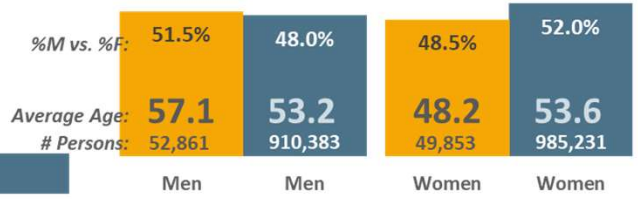


- who Purchased New GLASSES or CONTACTS from Luxottica past 12mos
- Remainder of WPB DMA

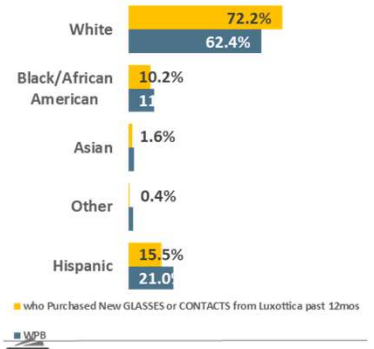
Total Persons:



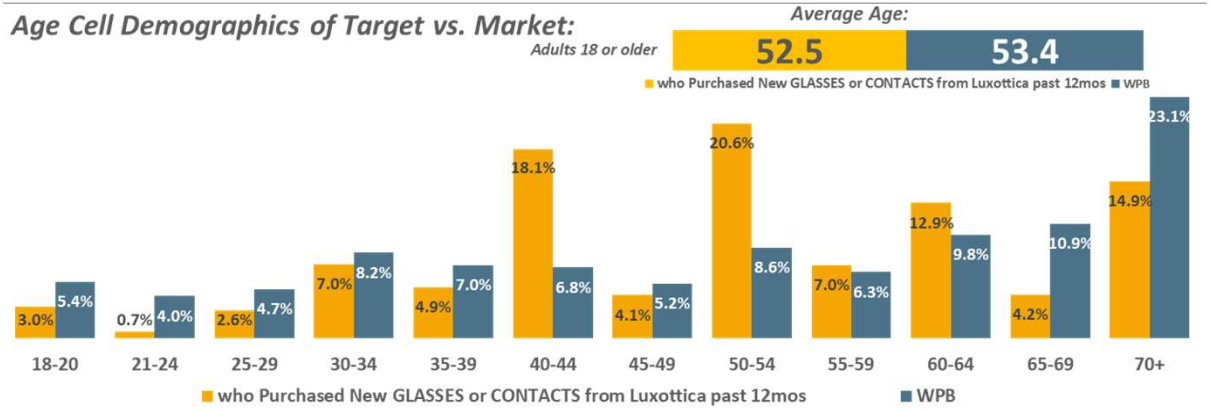
Gender of Target vs. Market: Adults 18 or older



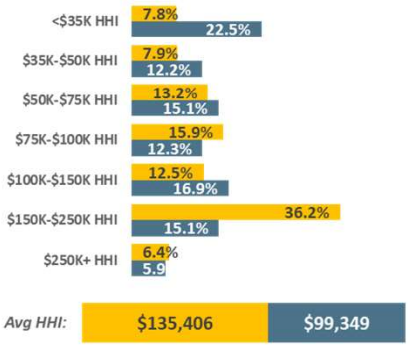
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



WPB DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 134

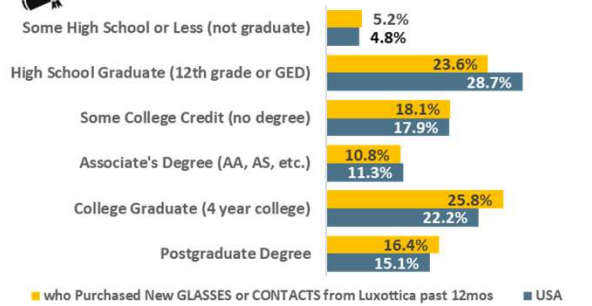
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(Stores bought glasses/contacts for self past 12 months: LensCrafters OR Stores bought glasses/contacts for self past 12 months: Pearle Vision OR Stores bought glasses/contacts for self past 12 months: Target Optical)

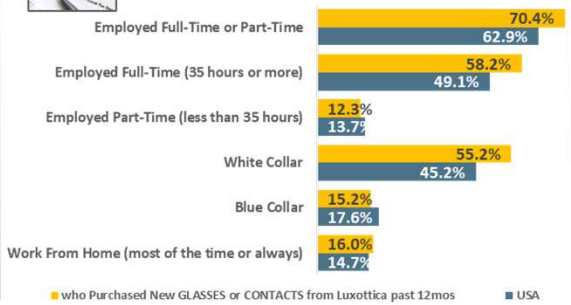
LensCrafters · Pearle Vision · Target Optical · EssilorLuxottica — USA

5.8% or 15,305,767 of USA Adults 18 or older Purchased New GLASSES or CONTACTS from Luxottica past 12mos. Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos are 13.1% more likely to be a college graduate, 18.3% more likely to work full-time, 12.4% more likely to be married, 40.6% more likely to be a parent of 1 or more children

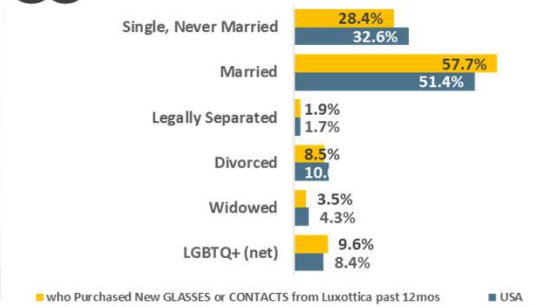
Education Levels: Adults 18 or older



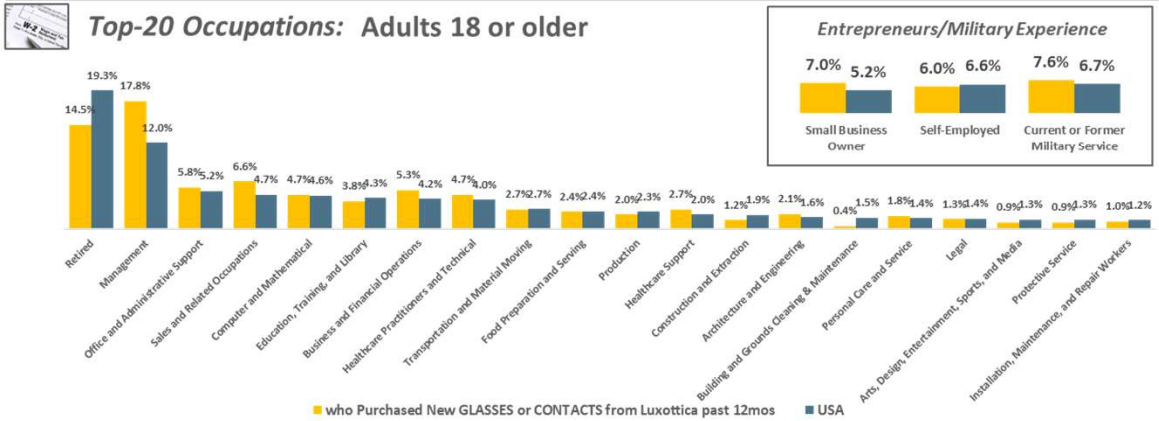
Employment: Adults 18 or older



Marital Status: Adults 18 or older

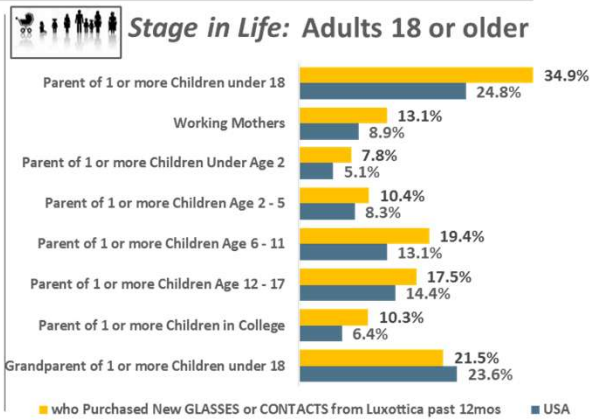


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 1,523

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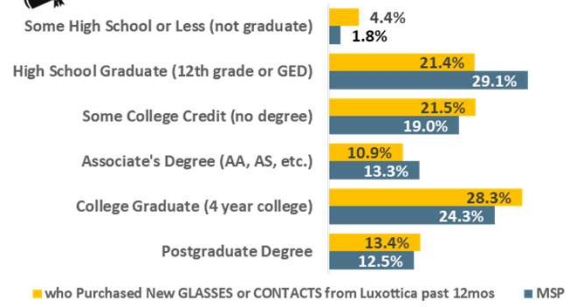
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

(Stores bought glasses/contacts for self past 12 months: LensCrafters OR Stores bought glasses/contacts for self past 12 months: Pearle Vision OR Stores bought glasses/contacts for self past 12 months: Target Optical)

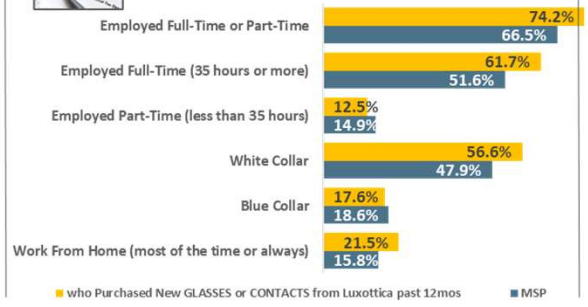
LensCrafters | Pearle Vision | Target Optical | MSP

8.8% or 340,364 of MSP DMA Adults 18 or older Purchased New GLASSES or CONTACTS from Luxottica past… Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos are 13.2% more likely to be a college graduate, 19.6% more likely to work full-time, 11.7% more likely to be married, 25.8% more likely to be a parent of 1 or more children

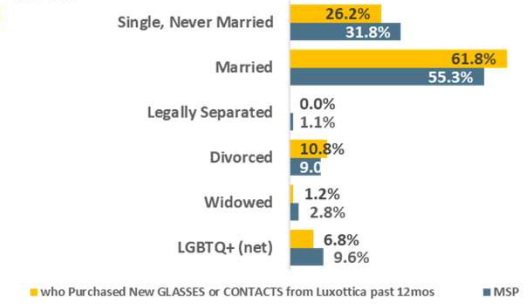
Education Levels: Adults 18 or older



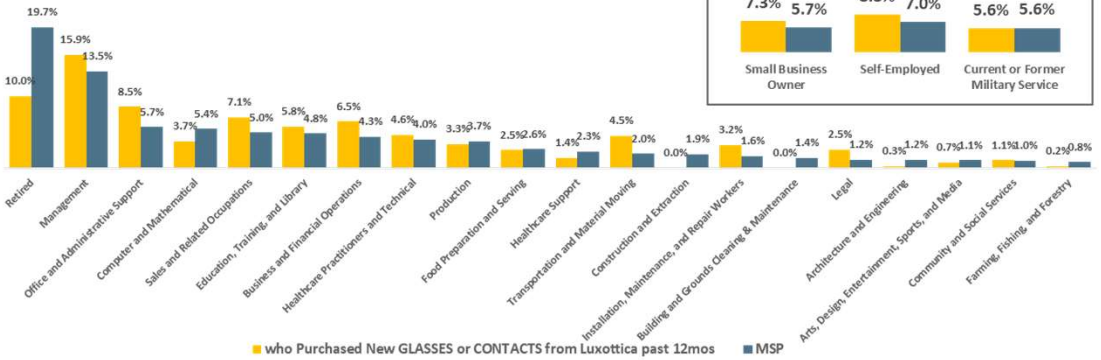
Employment: Adults 18 or older



Marital Status: Adults 18 or older

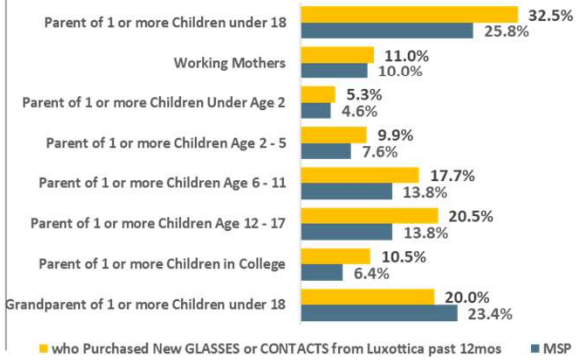


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 201

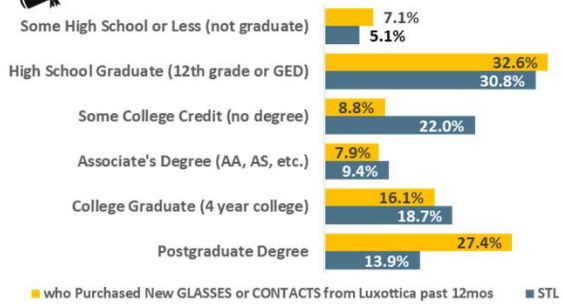
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(Stores bought glasses/contacts for self past 12 months: LensCrafters OR Stores bought glasses/contacts for self past 12 months: Pearle Vision OR Stores bought glasses/contacts for self past 12 months: Target Optical)

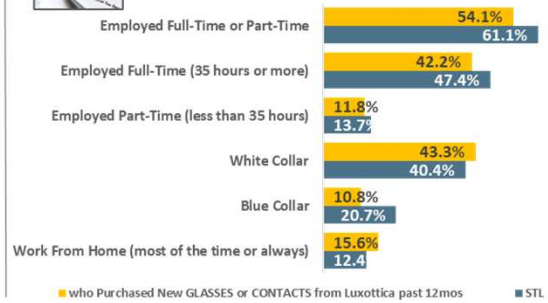
LensCrafters · Pearle Vision · Target Optical · STL

2.7% or 68,406 of STL DMA Adults 18 or older Purchased New GLASSES or CONTACTS from Luxottica past 12mos. Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos are 33.4% more likely to be a college graduate, 11.% less likely to work full-time, 7.4% more likely to be married, 49.6% less likely to be a parent of 1 or more children u

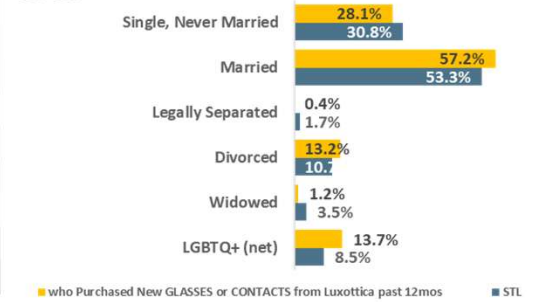
Education Levels: Adults 18 or older



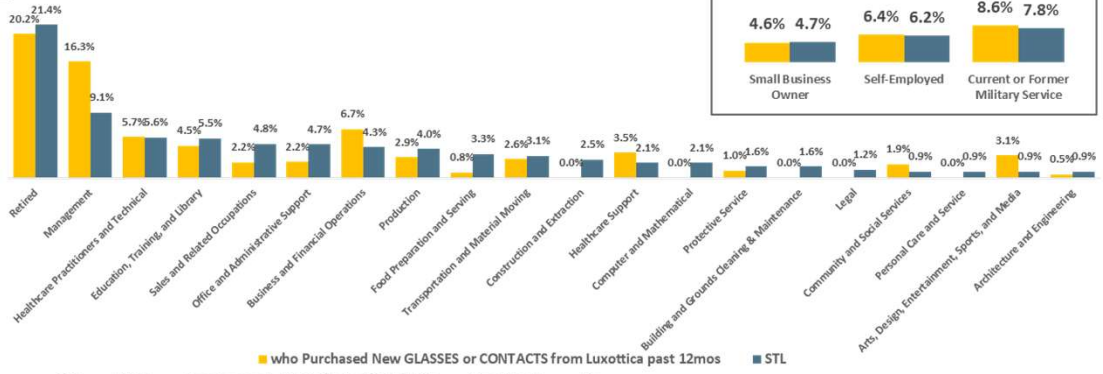
Employment: Adults 18 or older



Marital Status: Adults 18 or older

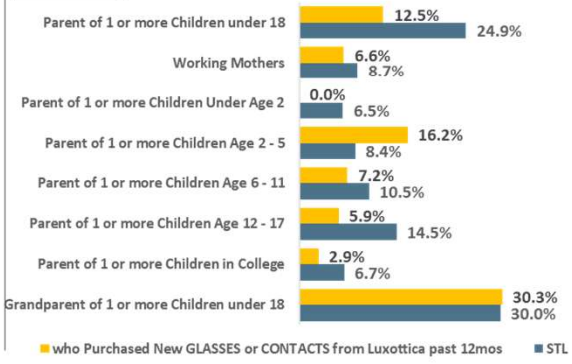


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 66

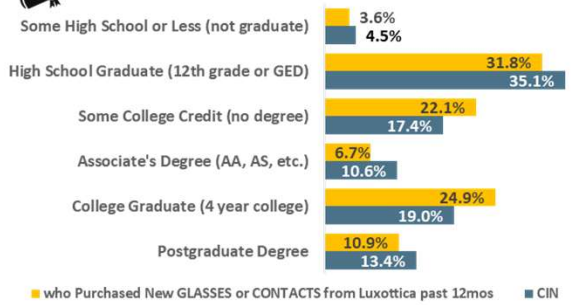
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(Stores bought glasses/contacts for self past 12 months: LensCrafters OR Stores bought glasses/contacts for self past 12 months: Pearle Vision OR Stores bought glasses/contacts for self past 12 months: Target Optical)

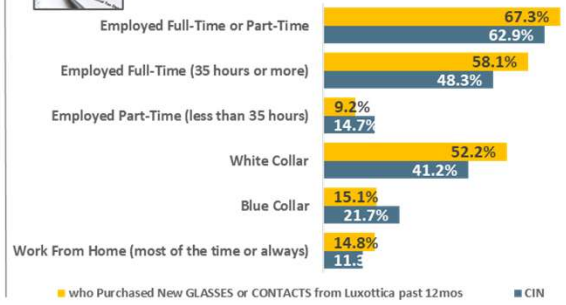
LensCrafters · Pearle Vision · Target Optical · EssilorLuxottica — CIN

8.3% or 160,463 of CIN DMA Adults 18 or older Purchased New GLASSES or CONTACTS from Luxottica past 12mos. Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos are 10.8% more likely to be a college graduate, 20.4% more likely to work full-time, 8.4% more likely to be married, 33.6% more likely to be a parent of 1 or more children

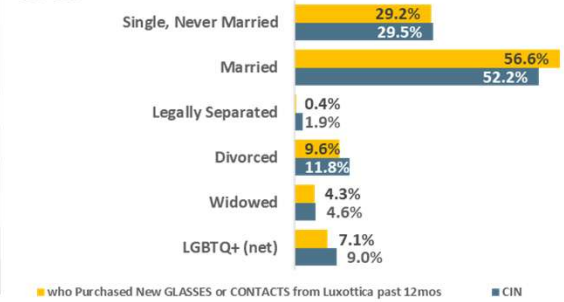
Education Levels: Adults 18 or older



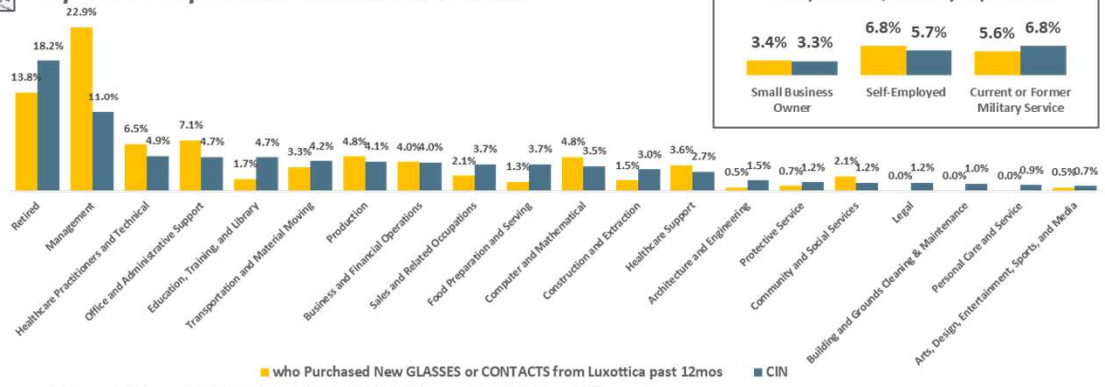
Employment: Adults 18 or older



Marital Status: Adults 18 or older

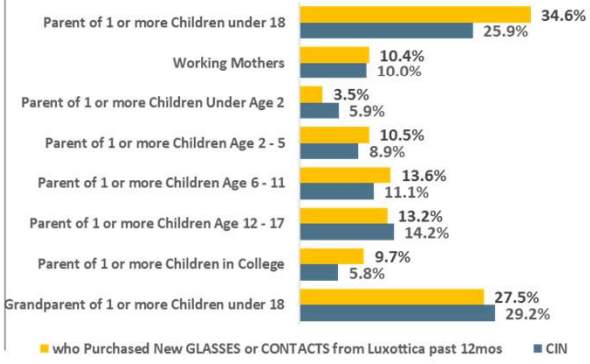


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 188

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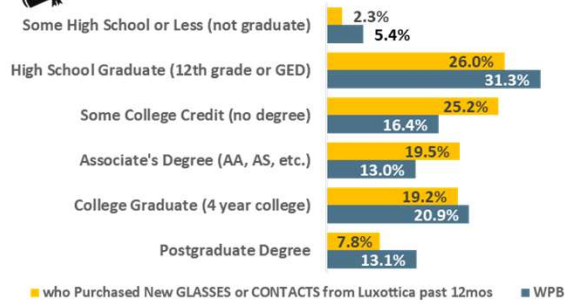
(Stores bought glasses/contacts for self past 12 months: LensCrafters OR Stores bought glasses/contacts for self past 12 months: Pearle Vision OR Stores bought glasses/contacts for self past 12 months: Target Optical)

LensCrafters | Pearle Vision | Target Optical | EssilorLuxottica

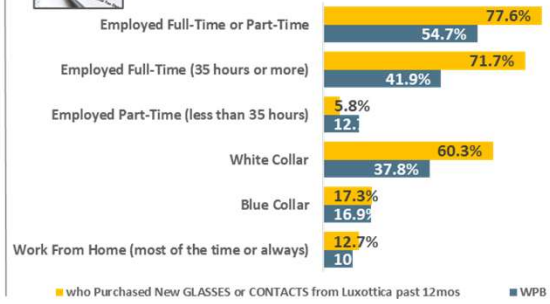
WPB

5.4% or 102,714 of WPB DMA Adults 18 or older Purchased New GLASSES or CONTACTS from Luxottica past… Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos are 20.5% less likely to be a college graduate, 71.1% more likely to work full-time, 21.1% more likely to be married, 77.7% more likely to be a parent of 1 or more children

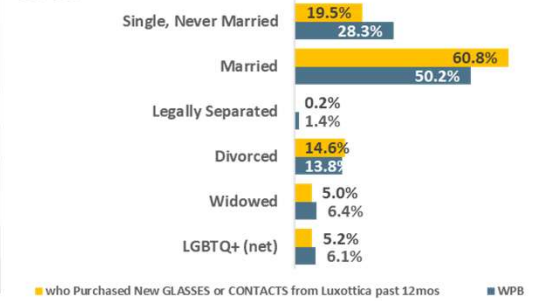
Education Levels: Adults 18 or older



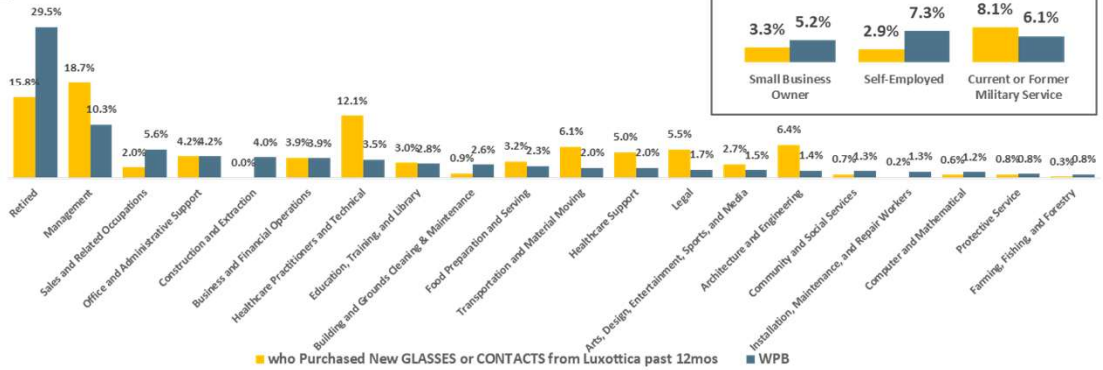
Employment: Adults 18 or older



Marital Status: Adults 18 or older

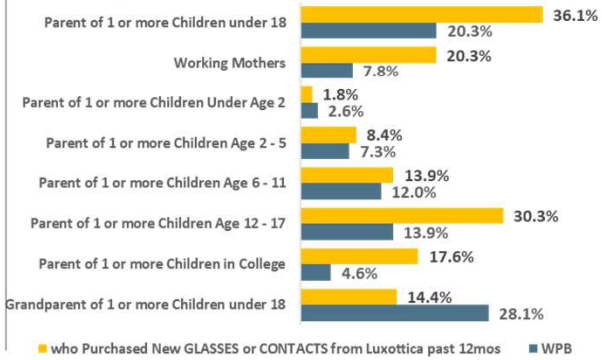


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



WPB DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 134

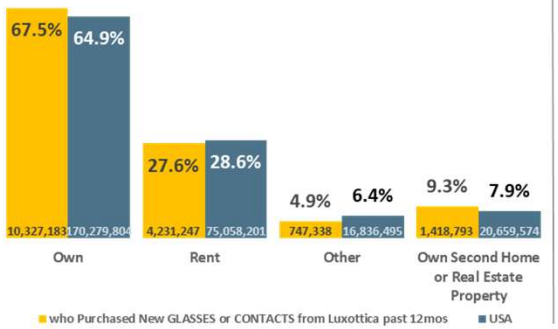
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(Stores bought glasses/contacts for self past 12 months: LensCrafters OR Stores bought glasses/contacts for self past 12 months: Pearle Vision OR Stores bought glasses/contacts for self past 12 months: Target Optical)

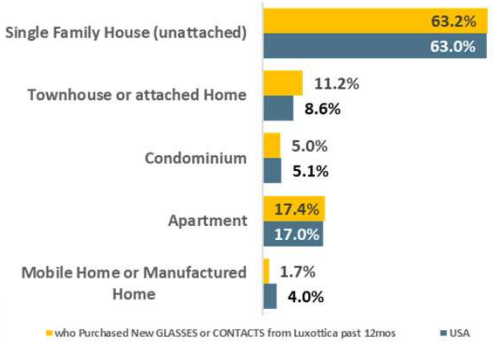
LensCrafters | Pearle Vision | Target Optical | EssilorLuxottica — **USA**

5.8% or 15,305,767 of USA Adults 18 or older Purchased New GLASSES or CONTACTS from Luxottica past 12mos. Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos are 3.9% more likely to own their home, 20.1% more likely to own a higher valued home, .3% more likely to have a single-family home, 10.5% more likely to have a dog.

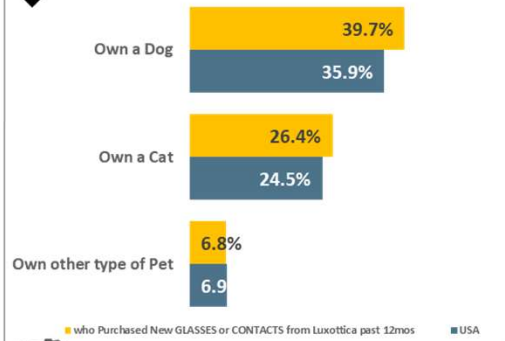
Own/Rent/Other: Adults 18 or older



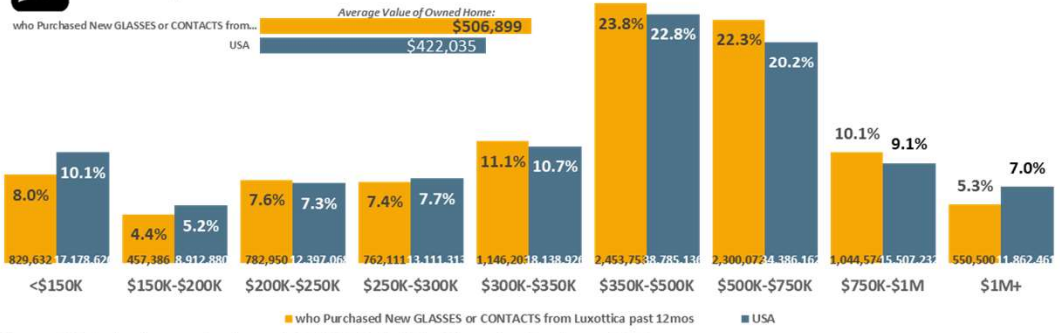
Type of Home: Adults 18 or older



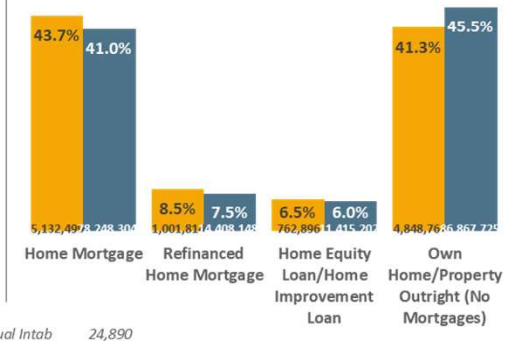
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R1 2025: Feb24-Mar25* *Qual Intab* *1,523*

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USA Projection *Scarborough R1 2025: Feb24-Mar25* *Qual Intab* *24,890*

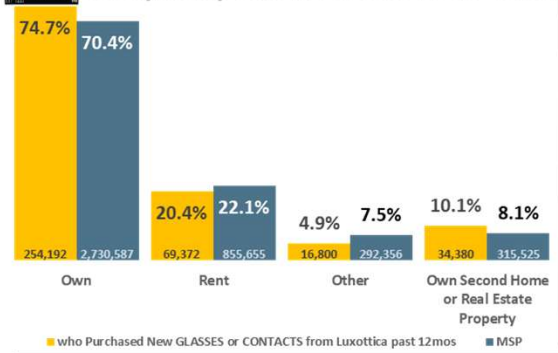
(Stores bought glasses/contacts for self past 12 months: LensCrafters OR Stores bought glasses/contacts for self past 12 months: Pearle Vision OR Stores bought glasses/contacts for self past 12 months: Target Optical)

LensCrafters · Pearle Vision · Target Optical · EssilorLuxottica

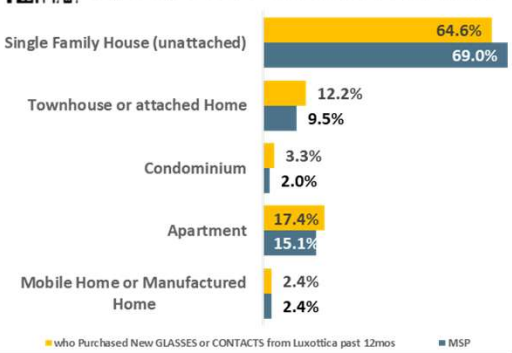
MSP

8.8% or 340,364 of MSP DMA Adults 18 or older Purchased New GLASSES or CONTACTS from Luxottica past 12mos. Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos are 6.1% more likely to own their home, .1% more likely to own a lower valued home, 6.4% less likely to have a single-family home, 6.1% less likely to have a dog.

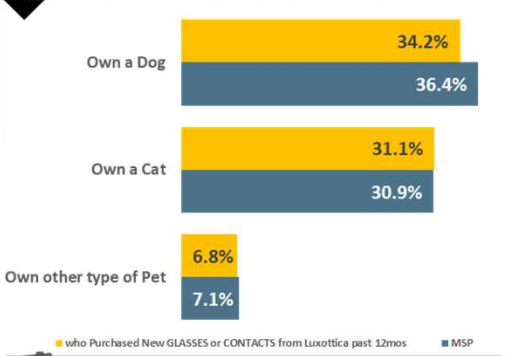
Own/Rent/Other: Adults 18 or older



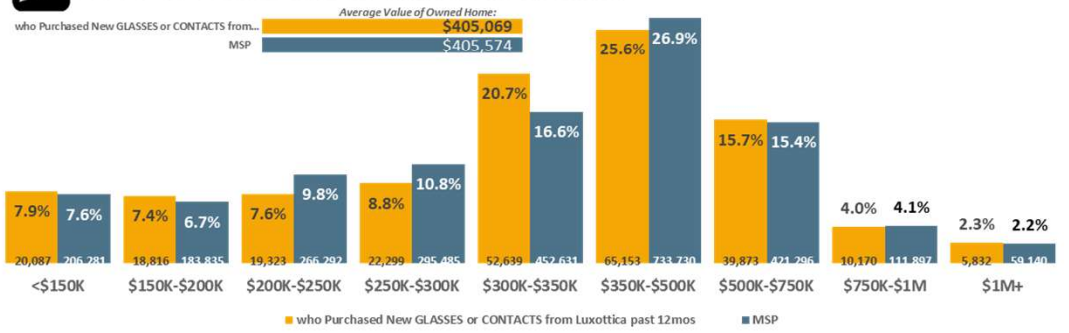
Type of Home: Adults 18 or older



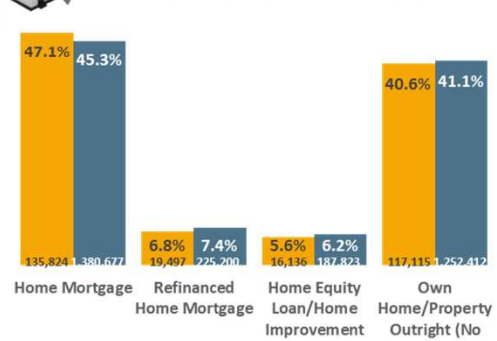
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 201

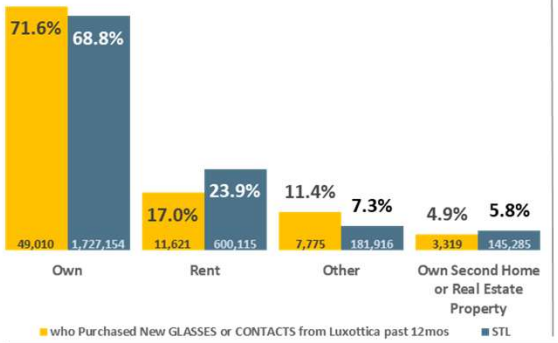
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(Stores bought glasses/contacts for self past 12 months: LensCrafters OR Stores bought glasses/contacts for self past 12 months: Pearle Vision OR Stores bought glasses/contacts for self past 12 months: Target Optical)

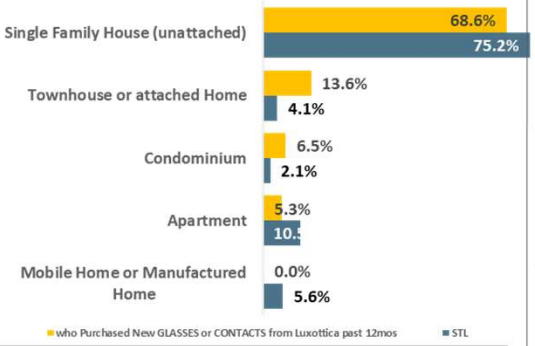
LensCrafters Pearle Vision Target Optical EssilorLuxottica — STL

2.7% or 68,406 of STL DMA Adults 18 or older Purchased New GLASSES or CONTACTS from Luxottica past 12mos. Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos are 4.1% more likely to own their home, 33.% more likely to own a higher valued home, 8.7% less likely to have a single-family home, 24.6% less likely to have a dog.

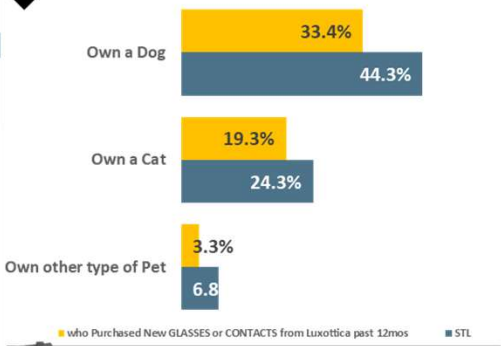
Own/Rent/Other: Adults 18 or older



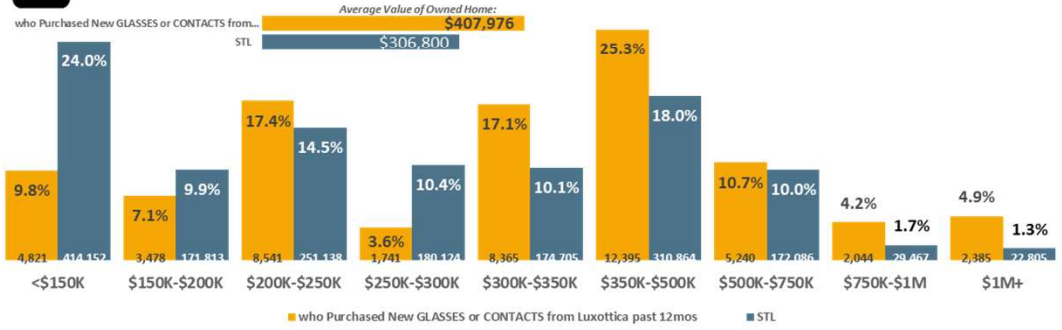
Type of Home: Adults 18 or older



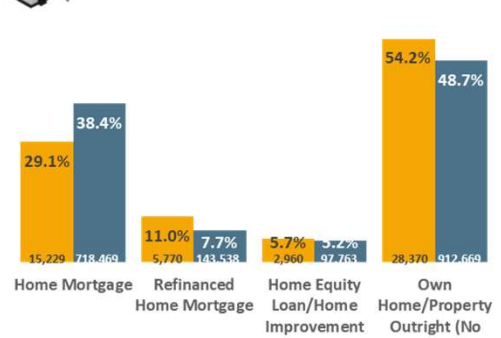
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 66

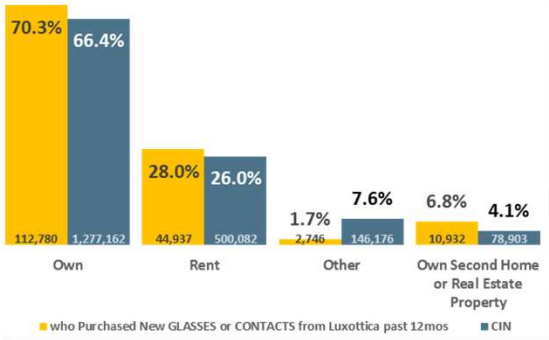
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(Stores bought glasses/contacts for self past 12 months: LensCrafters OR Stores bought glasses/contacts for self past 12 months: Pearle Vision OR Stores bought glasses/contacts for self past 12 months: Target Optical)

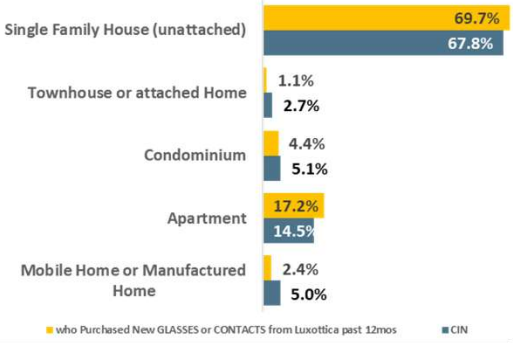
LensCrafters | Pearle Vision | Target Optical | EssilorLuxottica — CIN

8.3% or 160,463 of CIN DMA Adults 18 or older Purchased New GLASSES or CONTACTS from Luxottica past 12mos. Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos are 5.8% more likely to own their home, 13.2% more likely to own a higher valued home, 2.8% more likely to have a single-family home, 13.8% more likely to have a dog.

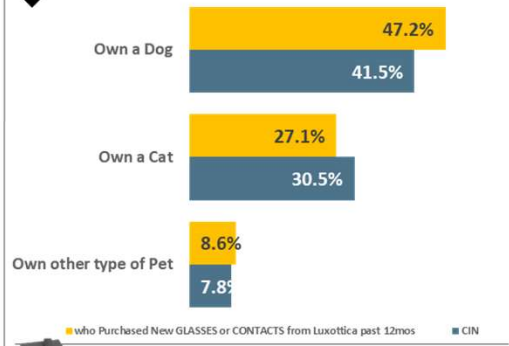
Own/Rent/Other: Adults 18 or older



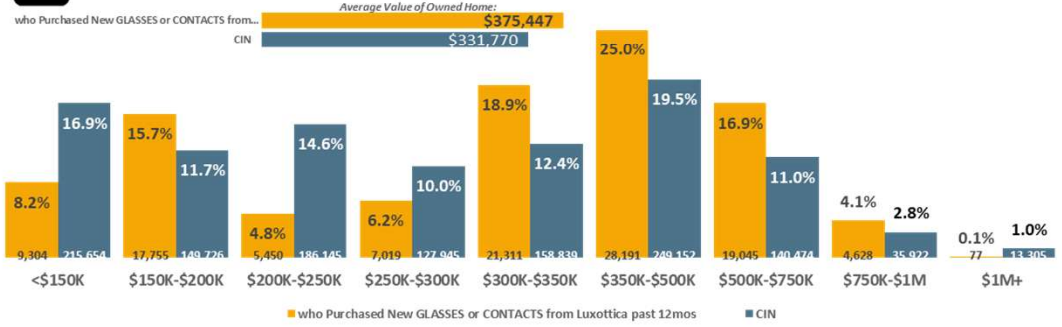
Type of Home: Adults 18 or older



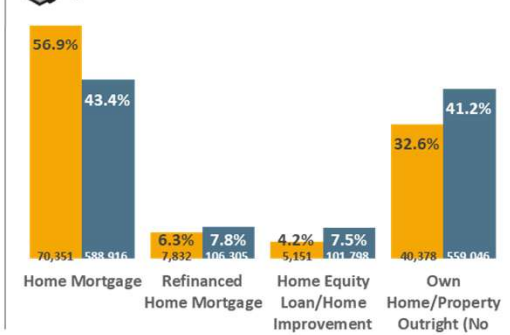
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 188

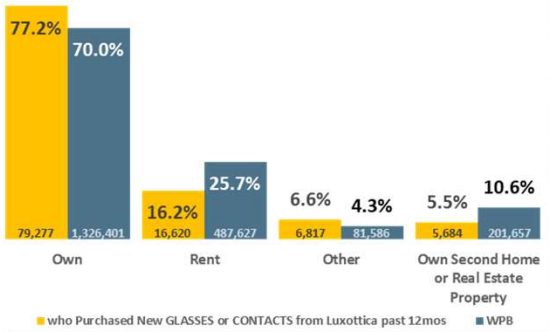
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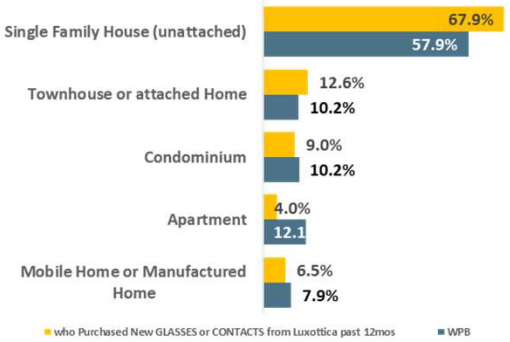
LensCrafters | Pearle Vision | Target Optical | EssilorLuxottica | WPB

5.4% or 102,714 of WPB DMA Adults 18 or older Purchased New GLASSES or CONTACTS from Luxottica past 12mos. Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos are 10.3% more likely to own their home, 8.7% more likely to own a lower valued home, 17.3% more likely to have a single-family home, 51.4% more likely to have a dog.

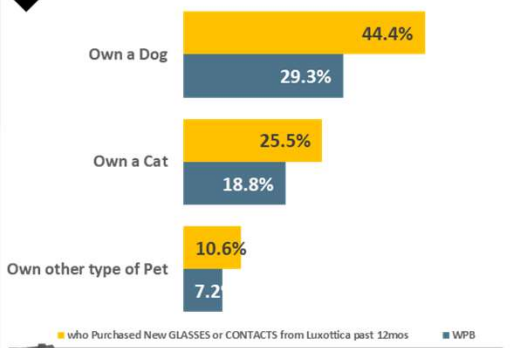
Own/Rent/Other: Adults 18 or older



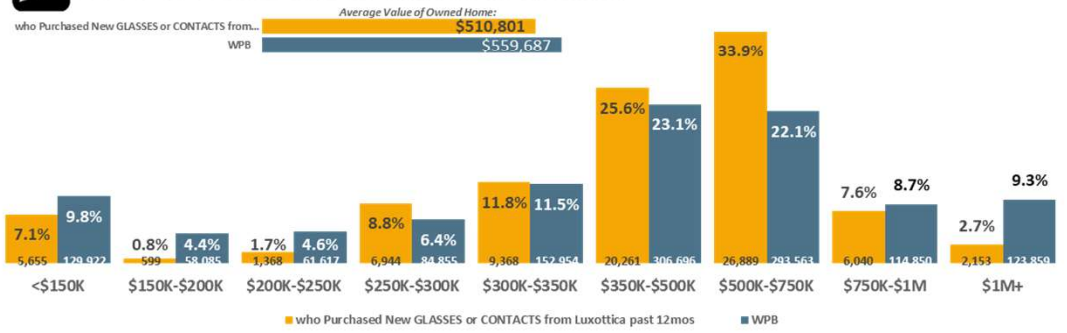
Type of Home: Adults 18 or older



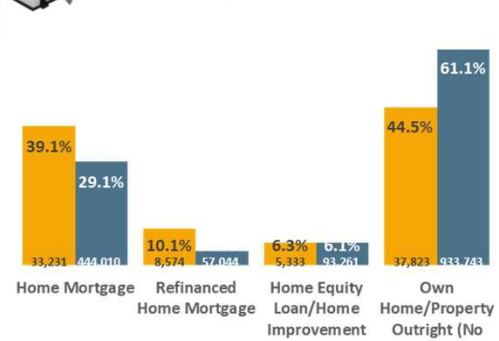
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



WPB DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 134

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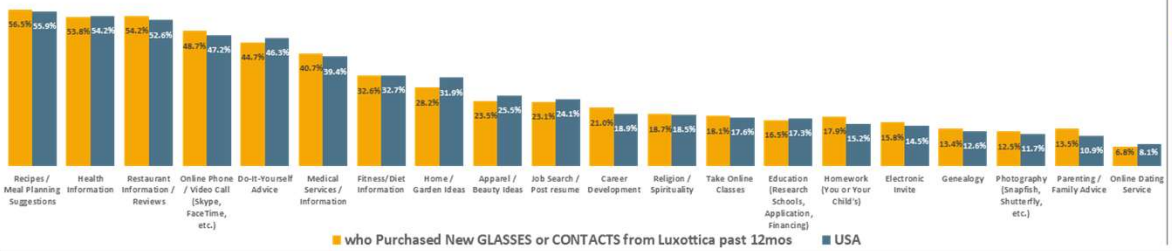
(Stores bought glasses/contacts for self past 12 months: LensCrafters OR Stores bought glasses/contacts for self past 12 months: Pearle Vision OR Stores bought glasses/contacts for self past 12 months: Target Optical)

LensCrafters · Pearle Vision · Target Optical · EssilorLuxottica

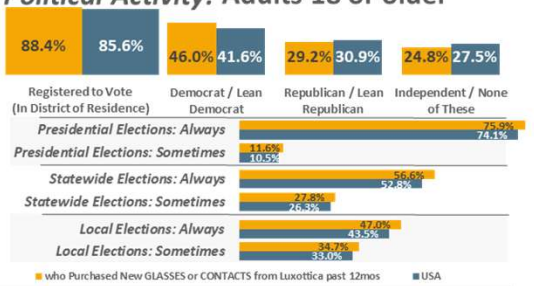
USA

5.8% or 15,305,767 of USA Adults 18 or older Purchased New GLASSES or CONTACTS from Luxottica past… Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos are 3.6% less likely to look up D-I-Y advice online, 8.% more likely to always vote in local elections, 20.6% more likely to belong to a gym, 15.8% more likely to fly domes

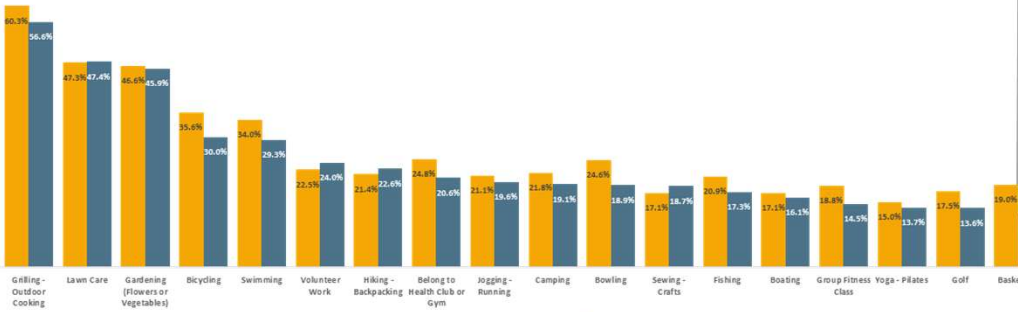
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



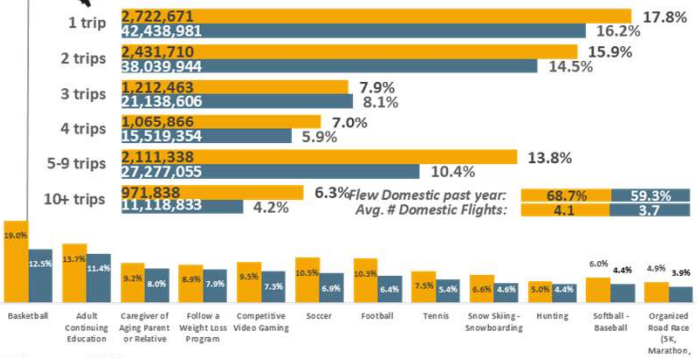
Political Activity: Adults 18 or older



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 R1 2025: Feb24-Mar25 Qual Intab 1,523

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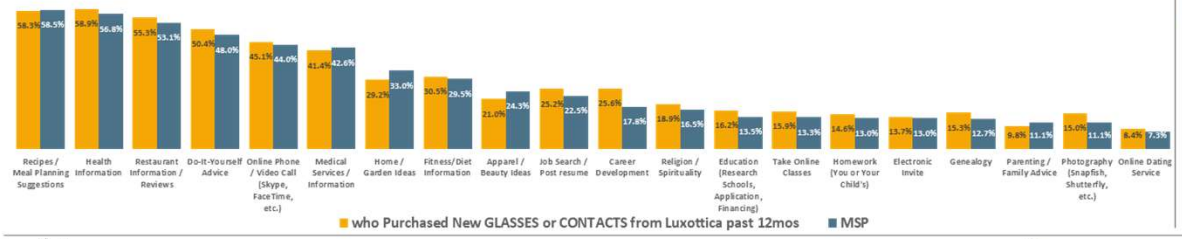
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

(Stores bought glasses/contacts for self past 12 months: LensCrafters OR Stores bought glasses/contacts for self past 12 months: Pearle Vision OR Stores bought glasses/contacts for self past 12 months: Target Optical)

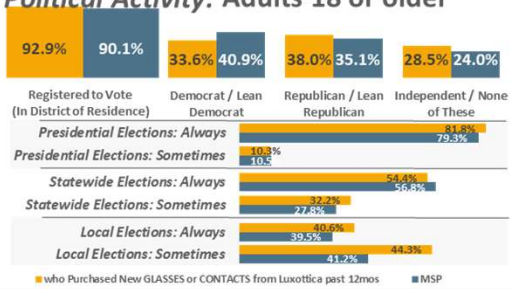
LensCrafters · Pearle Vision · Optical · EssilorLuxottica — MSP

8.8% or 340,364 of MSP DMA Adults 18 or older Purchased New GLASSES or CONTACTS from Luxottica past… Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos are 5.% more likely to look up D-I-Y advice online, 2.7% more likely to always vote in local elections, 8.5% more likely to belong to a gym, 17.4% more likely to fly domest

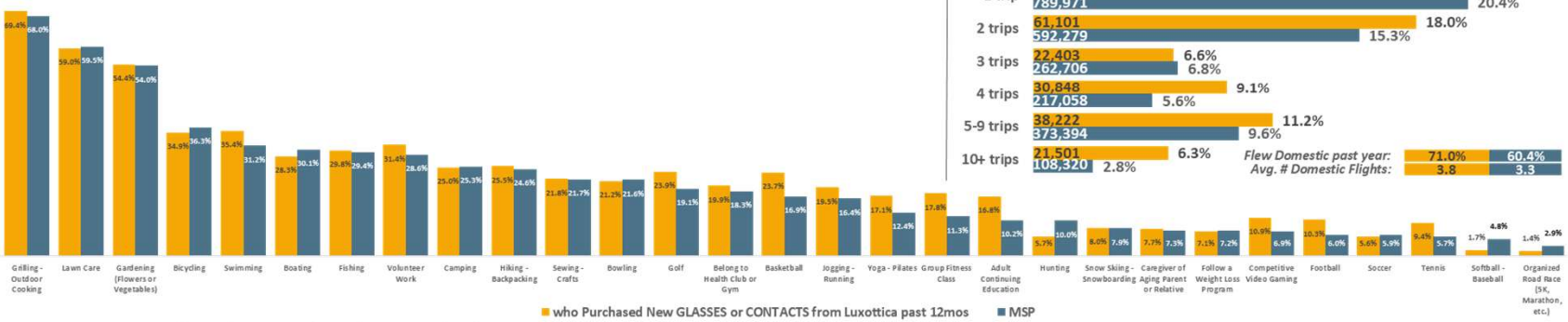
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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 201

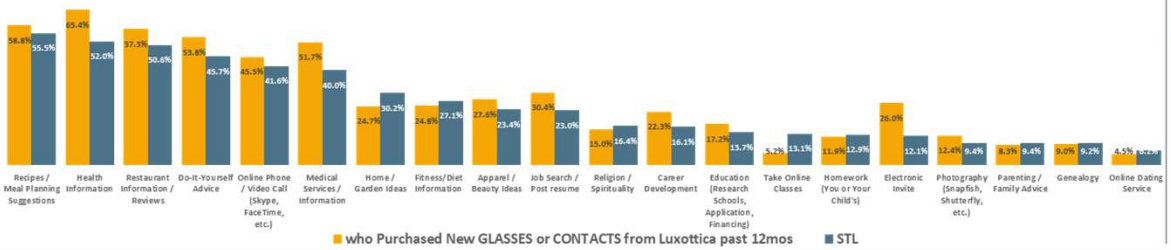
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(Stores bought glasses/contacts for self past 12 months: LensCrafters OR Stores bought glasses/contacts for self past 12 months: Pearle Vision OR Stores bought glasses/contacts for self past 12 months: Target Optical)

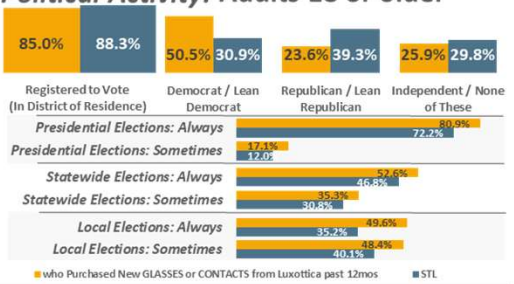
LensCrafters · Pearle Vision · Target Optical · EssilorLuxottica — STL

2.7% or 68,406 of STL DMA Adults 18 or older Purchased New GLASSES or CONTACTS from Luxottica past… Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos are 17.7% more likely to look up D-I-Y advice online, 40.8% more likely to always vote in local elections, 14.4% less likely to belong to a gym, 29.6% more likely to fly do

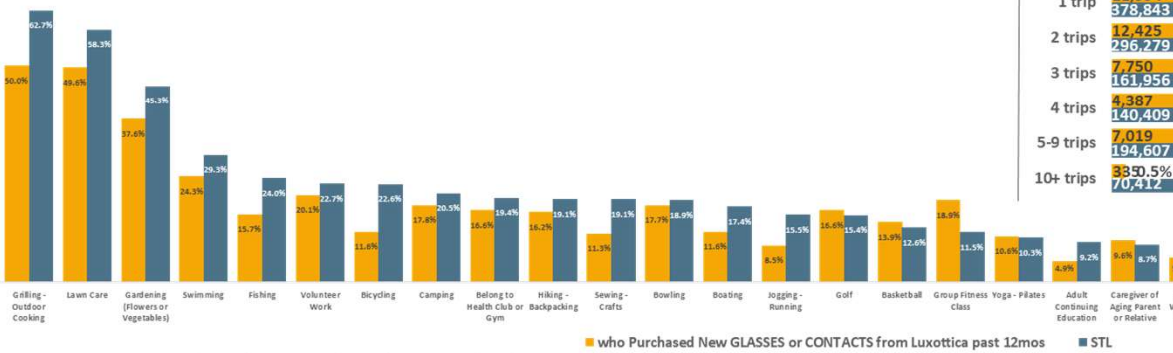
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



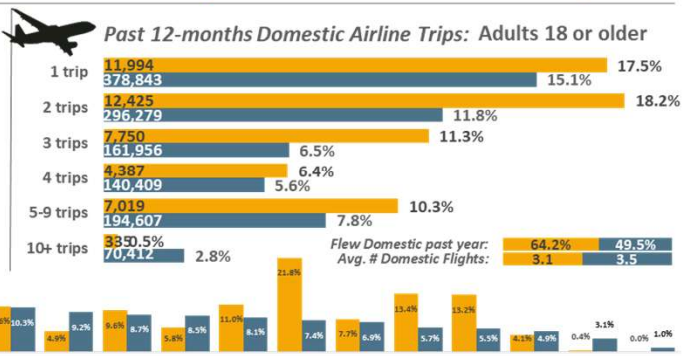
Political Activity: Adults 18 or older



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 66

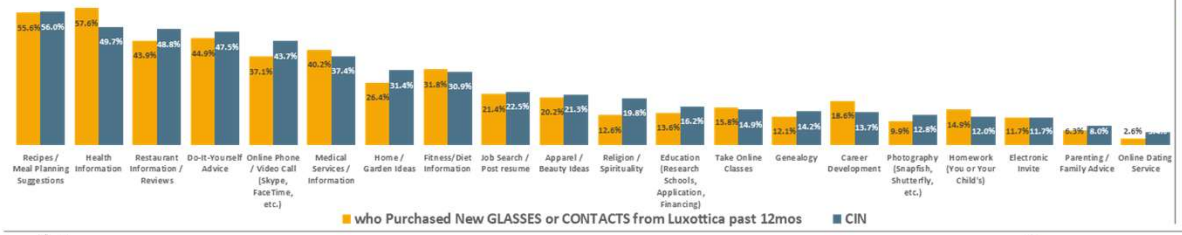
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(Stores bought glasses/contacts for self past 12 months: LensCrafters OR Stores bought glasses/contacts for self past 12 months: Pearle Vision OR Stores bought glasses/contacts for self past 12 months: Target Optical)

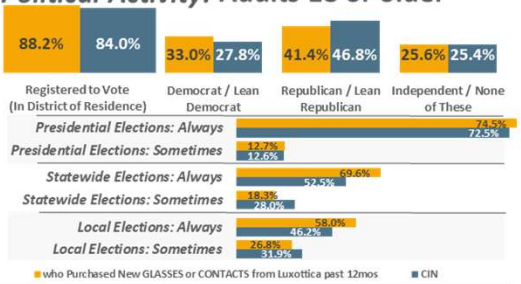
LensCrafters · Pearle Vision · Target Optical · EssilorLuxottica — CIN

8.3% or 160,463 of CIN DMA Adults 18 or older Purchased New GLASSES or CONTACTS from Luxottica past… Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos are 5.5% less likely to look up D-I-Y advice online, 25.5% more likely to always vote in local elections, 28.1% more likely to belong to a gym, 26.8% more likely to fly dom

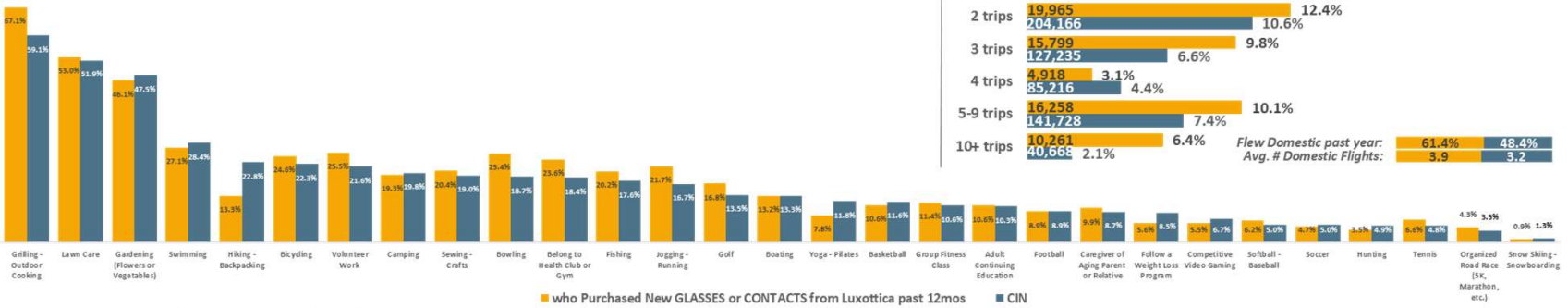
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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 188

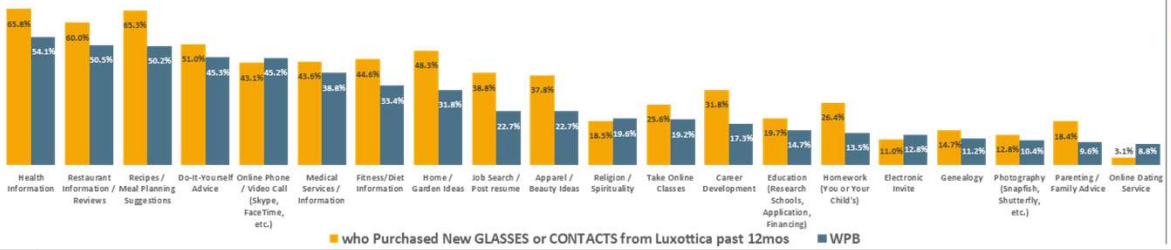
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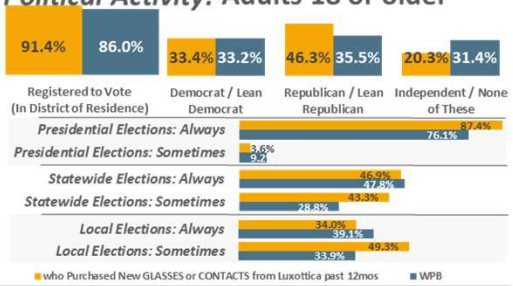
LensCrafters · Pearle Vision · Target Optical · EssilorLuxottica — WPB

5.4% or 102,714 of WPB DMA Adults 18 or older Purchased New GLASSES or CONTACTS from Luxottica past… Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos are 12.5% more likely to look up D-I-Y advice online, 12.9% less likely to always vote in local elections, 11.1% more likely to belong to a gym, 15.4% more likely to fly do

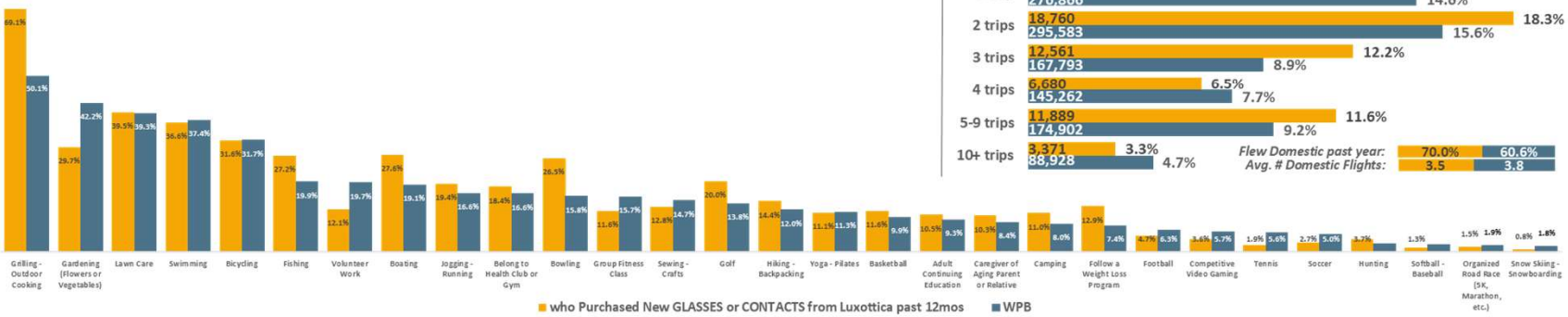
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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 R1 2025: Jan24-Jan25 Qual Intab 134

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LensCrafters · Pearle Vision · Target Optical · EssilorLuxottica — **USA**

5.8% or 15,305,767 of USA Adults 18 or older Purchased New GLASSES or CONTACTS from Luxottica past 12mos. Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos are 7.% more likely to use QSRs past mo., 14.3% more likely to use Sit-Down Restaurants past mo., 30.7% more likely to use Casinos past yr., 12.6% more likely to smoke ciga

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 90.7% 84.8% — 13,889,44 0 — 222,309,9 22

Avg. Monthly QSR Meals: 7.1 — 6.1

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



Total Monthly Sit-Down Restaurant Users: 82.8% 72.4% — 12,668,77 8 — 189,924,0 98

Avg. Monthly Sit-Down Restaurant Meals: 4.6 — 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 Purchased New GLASSES or CONTACTS from... 3,790,623 — 24.8%

USA — 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 R1 2025: Feb24-Mar25* *Qual Intab* *1,523*

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USA Projection *Scarborough R1 2025: Feb24-Mar25* *Qual Intab* *24,890*

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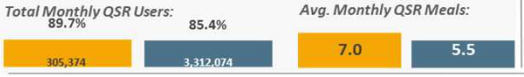
MSP

8.8% or 340,364 of MSP DMA Adults 18 or older Purchased New GLASSES or CONTACTS from Luxottica past 12mos. Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos are 5.1% more likely to use QSRs past mo., 4.3% more likely to use Sit-Down Restaurants past mo., 16.6% more likely to use Casinos past yr., 35.9% more likely to smoke ciga

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:

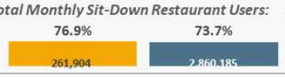


Avg. Monthly QSR Meals:

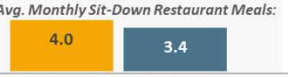
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



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.)

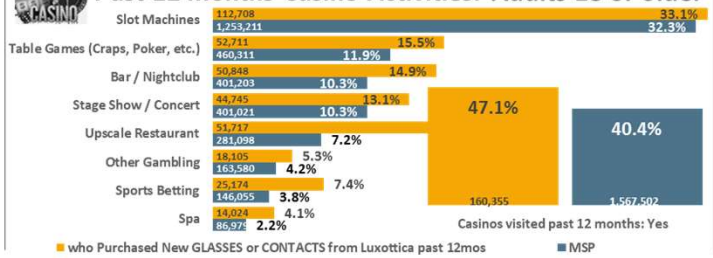


Drank Past 30-days: Adults 18 or older



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 201

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LensCrafters · Pearle Vision · Target Optical · EssilorLuxottica — STL

2.7% or 68,406 of STL DMA Adults 18 or older Purchased New GLASSES or CONTACTS from Luxottica past 12mos. Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos are .4% more likely to use QSRs past mo., 28.8% more likely to use Sit-Down Restaurants past mo., 12.% more likely to use Casinos past yr., 26.8% more likely to smoke cigar

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 85.7% 58,634 | 85.3% 2,141,191

Avg. Monthly QSR Meals: 7.1 | 6.4

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



Total Monthly Sit-Down Restaurant Users: 89.8% 61,446 | 69.7% 1,749,378

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

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)

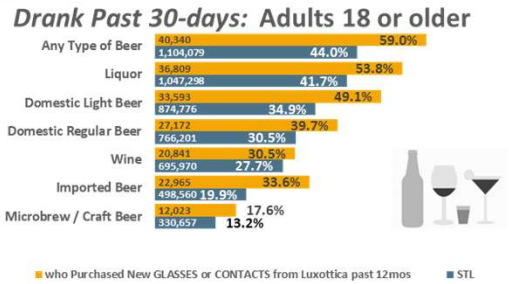


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

who Purchased New GLASSES or CONTACTS from... 9,155 13.4%

STL 430,647 17.2%

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



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LensCrafters · Pearle Vision · Target Optical · EssilorLuxottica

CIN

8.3% or 160,463 of CIN DMA Adults 18 or older Purchased New GLASSES or CONTACTS from Luxottica past 12mos. Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos are 2.9% less likely to use QSRs past mo., 3.7% more likely to use Sit-Down Restaurants past mo., 19.% more likely to use Casinos past yr., 2.7% more likely to smoke cigare

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 83.5% 134,013 | 86.0% 1,655,069

Avg. Monthly QSR Meals: 6.6 | 6.3

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



Total Monthly Sit-Down Restaurant Users: 78.5% 125,916 | 75.7% 1,455,206

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

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)

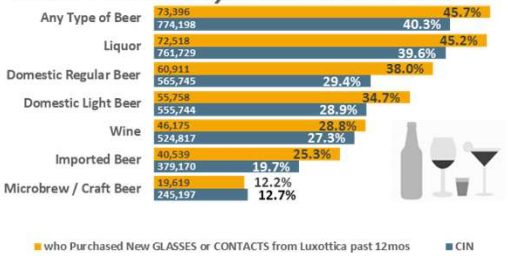


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

who Purchased New GLASSES or CONTACTS from... 31,894 19.9%

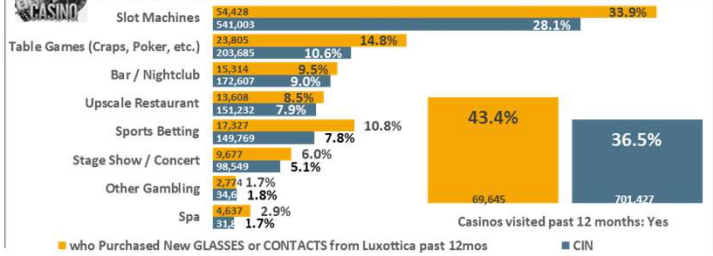
CIN 343,889 17.9%

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 188

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WPB

5.4% or 102,714 of WPB DMA Adults 18 or older Purchased New GLASSES or CONTACTS from Luxottica past 12mos. Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos are 17.% more likely to use QSRs past mo., 19.6% more likely to use Sit-Down Restaurants past mo., 37.2% more likely to use Casinos past yr., 17.8% more likely to smoke cig

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 92.5% 95,035 | 79.1% 1,499,319

Avg. Monthly QSR Meals: 6.0 | 5.8

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



Total Monthly Sit-Down Restaurant Users: 88.3% 90,674 | 73.8% 1,399,092

Avg. Monthly Sit-Down Restaurant Meals: 4.4 | 4.7

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 Purchased New GLASSES or CONTACTS from... 33,612 32.7%

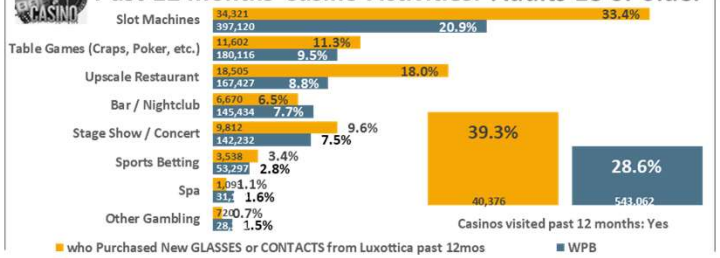
WPB 315,764 16.7%

Drank Past 30-days: Adults 18 or older



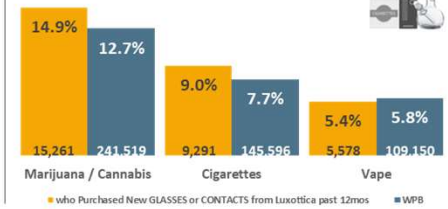
Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older





WPB DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 134

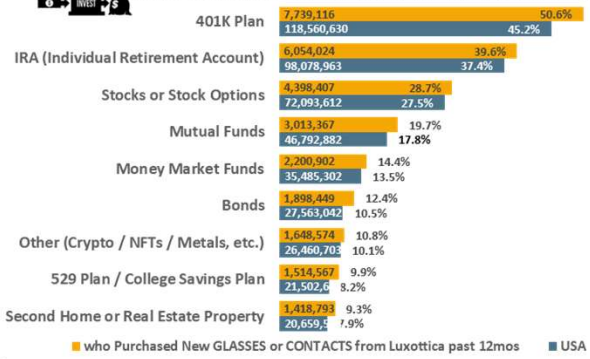
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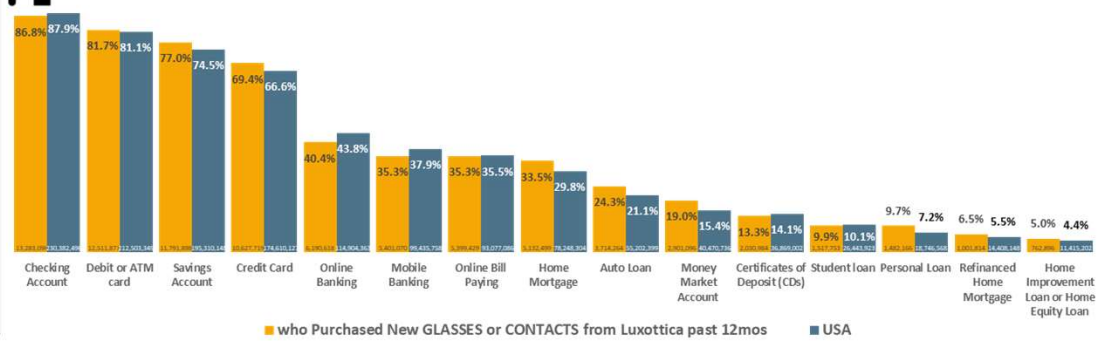
LensCrafters | Pearle Vision | Target Optical | EssilorLuxottica — USA

5.8% or 15,305,767 of USA Adults 18 or older Purchased New GLASSES or CONTACTS from Luxottica past… Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos are 11.8% more likely to have a 401K, 15.3% more likely to have an Auto Loan, 3.2% more likely to Invest/Trade Stocks Online, 3.8% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



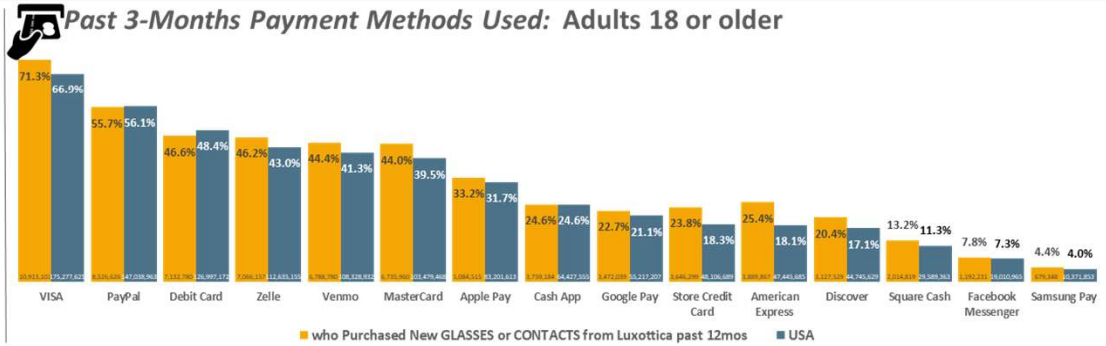
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 1,523

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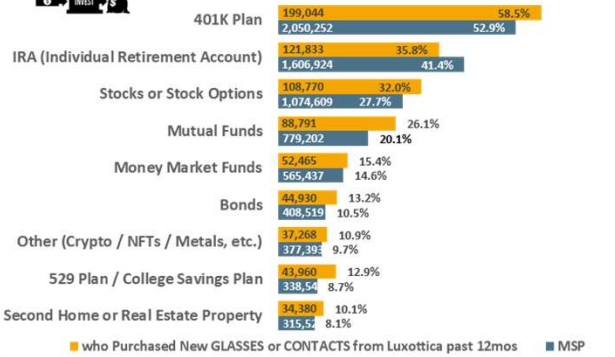
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

(Stores bought glasses/contacts for self past 12 months: LensCrafters OR Stores bought glasses/contacts for self past 12 months: Pearle Vision OR Stores bought glasses/contacts for self past 12 months: Target Optical)

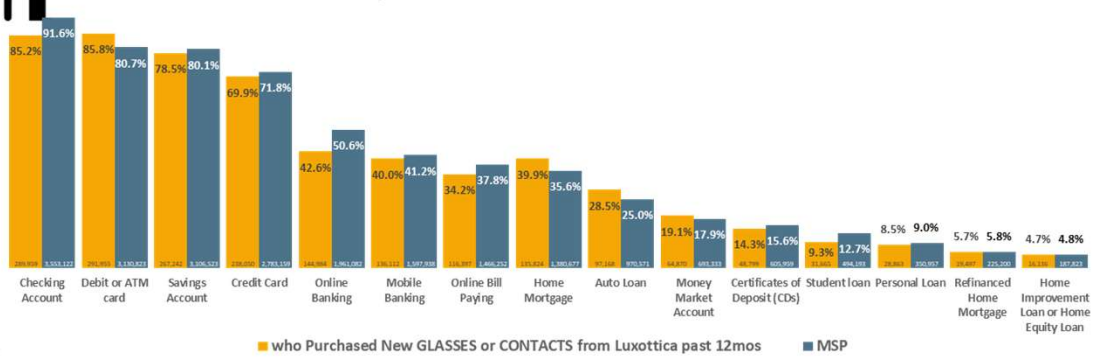
LensCrafters · Pearle Vision · Target Optical · EssilorLuxottica — MSP

8.8% or 340,364 of MSP DMA Adults 18 or older Purchased New GLASSES or CONTACTS from Luxottica past… Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos are 10.6% more likely to have a 401K, 14.1% more likely to have an Auto Loan, 28.1% more likely to Invest/Trade Stocks Online, 4.1% more likely to pay with their Debit Card

Investments Owned: Adults 18 or older



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

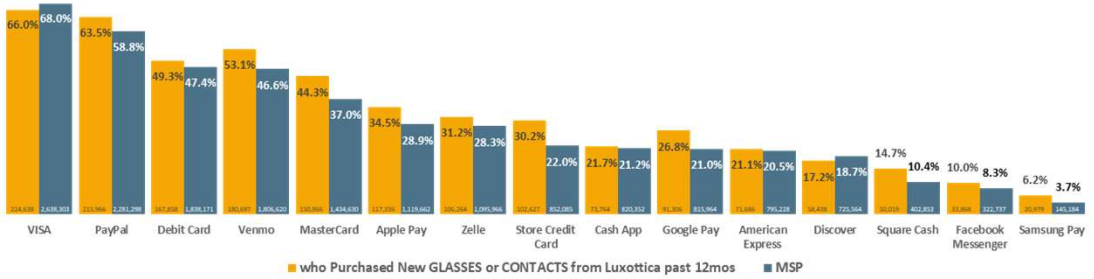


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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



MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 201

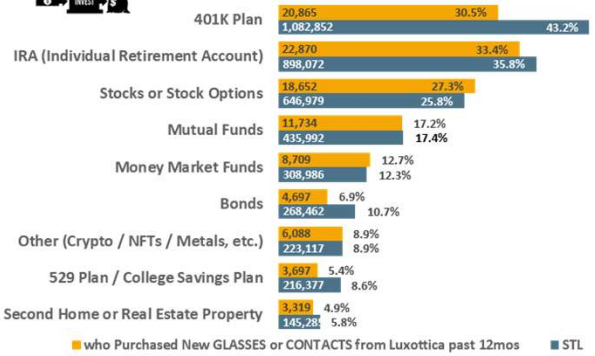
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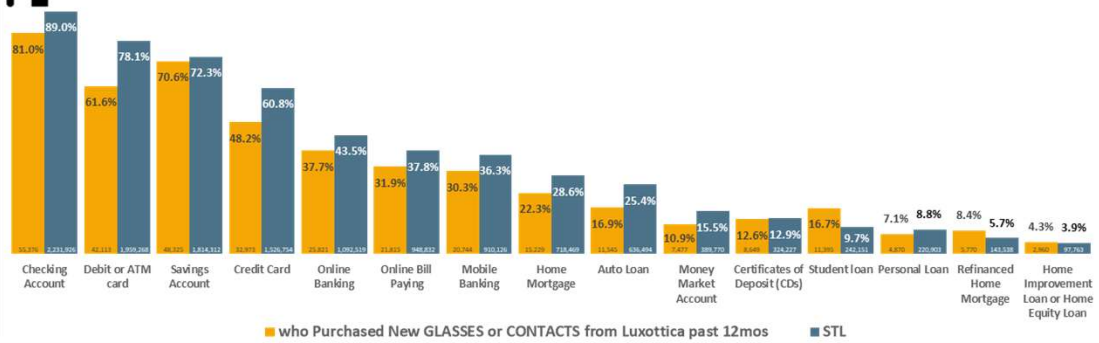
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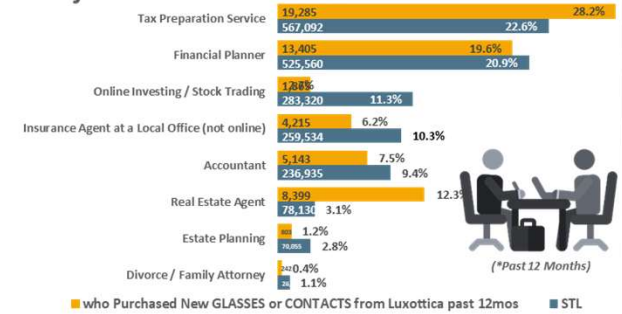
Investments Owned: Adults 18 or older



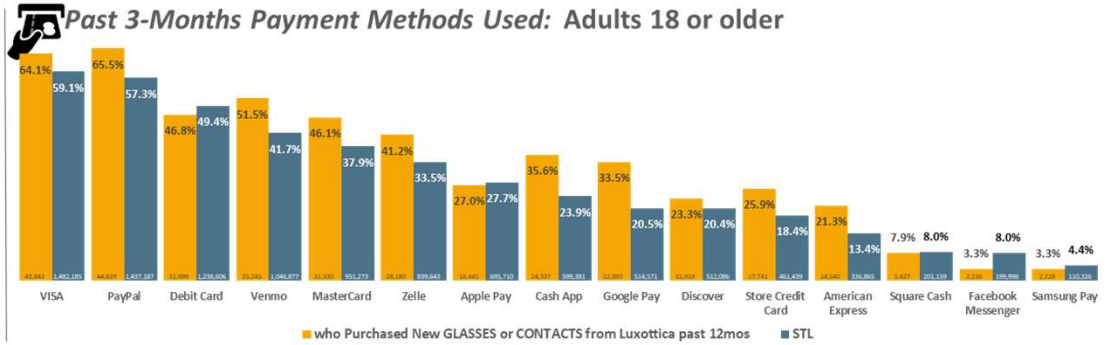
Financial Services Has and/or Uses: Adults 18 or older



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 66

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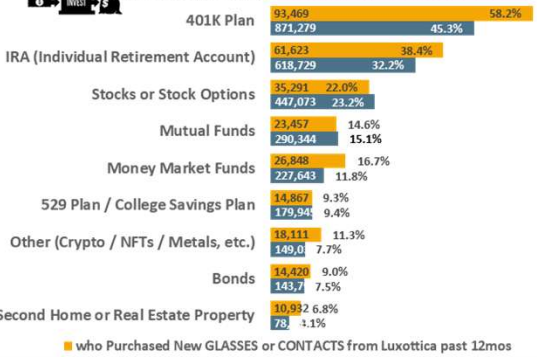
(Stores bought glasses/contacts for self past 12 months: LensCrafters OR Stores bought glasses/contacts for self past 12 months: Pearle Vision OR Stores bought glasses/contacts for self past 12 months: Target Optical)

LensCrafters · Pearle Vision · Target Optical · EssilorLuxottica

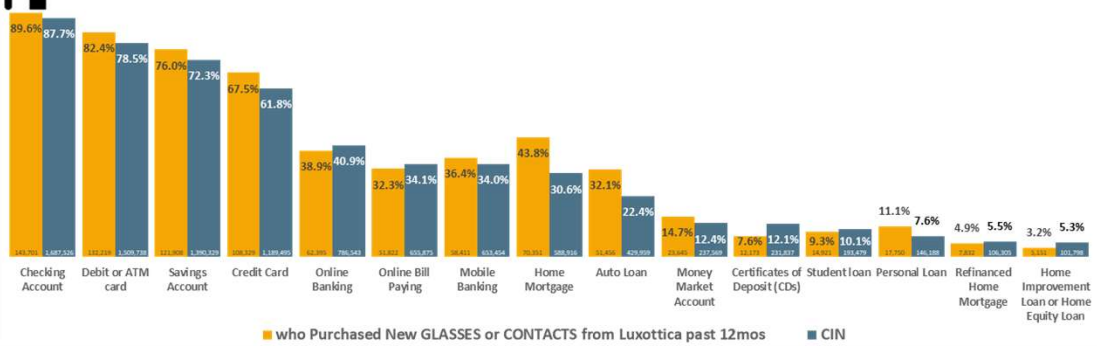
CIN

8.3% or 160,463 of CIN DMA Adults 18 or older Purchased New GLASSES or CONTACTS from Luxottica past… Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos are 28.6% more likely to have a 401K, 43.5% more likely to have an Auto Loan, 8.1% less likely to Invest/Trade Stocks Online, 4.1% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



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

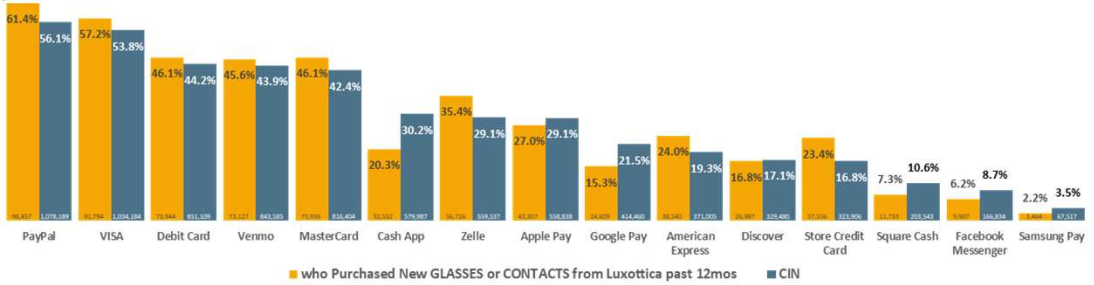


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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



CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 188

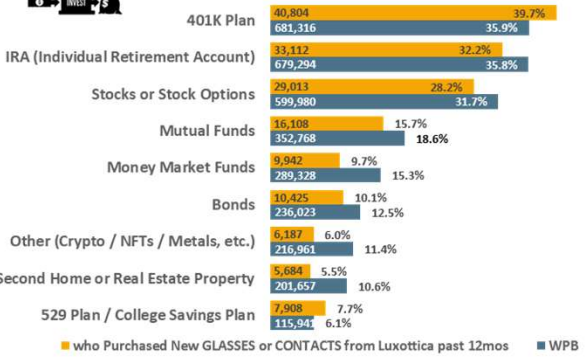
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(Stores bought glasses/contacts for self past 12 months: LensCrafters OR Stores bought glasses/contacts for self past 12 months: Pearle Vision OR Stores bought glasses/contacts for self past 12 months: Target Optical)

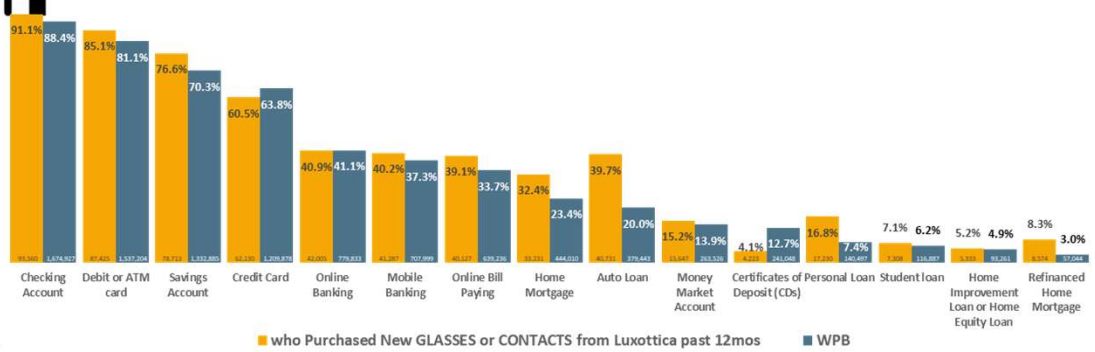
LensCrafters · Pearle Vision · Target Optical · EssilorLuxottica — WPB

5.4% or 102,714 of WPB DMA Adults 18 or older Purchased New GLASSES or CONTACTS from Luxottica past… Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos are 10.5% more likely to have a 401K, 98.1% more likely to have an Auto Loan, 27.8% less likely to Invest/Trade Stocks Online, 28.4% more likely to pay with their Debit Car

Investments Owned: Adults 18 or older



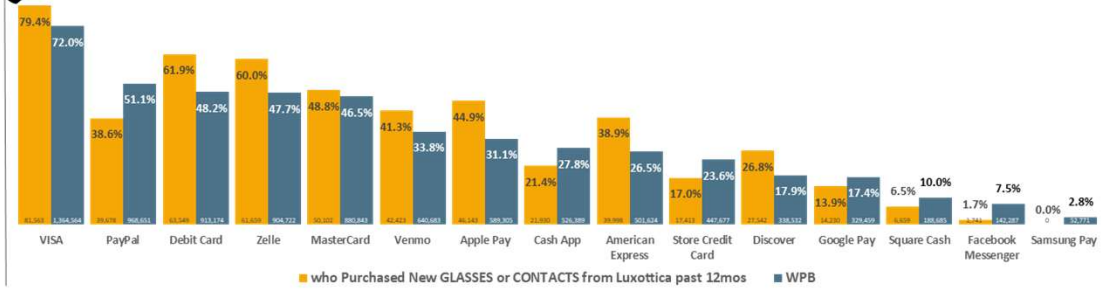
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



WPB DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 134

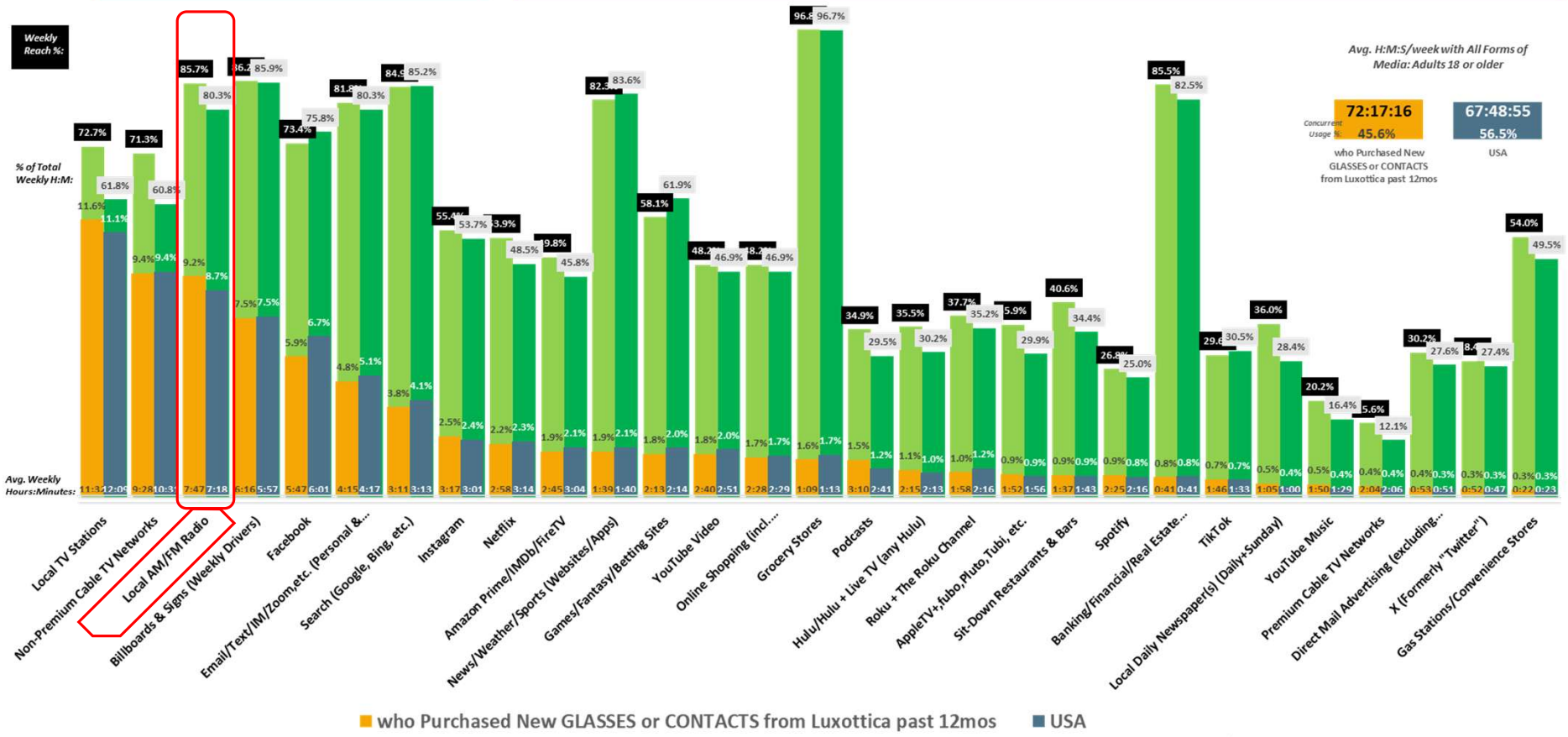
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(Stores bought glasses/contacts for self past 12 months: LensCrafters OR Stores bought glasses/contacts for self past 12 months: Pearle Vision OR Stores bought glasses/contacts for self past 12 months: Target Optical)

LensCrafters · Pearle Vision · Target Optical · EssilorLuxottica — USA

Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos spend an average of 3 days, 0 hours, 17 minutes and 16 seconds each week with All Forms of Media.

85.7% of Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos spend an avg. of 7 hours and 47 minutes each week listening to All Local AM/FM Radio, representing 9.2% of total time spent with all forms of Media.



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 1,523 USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

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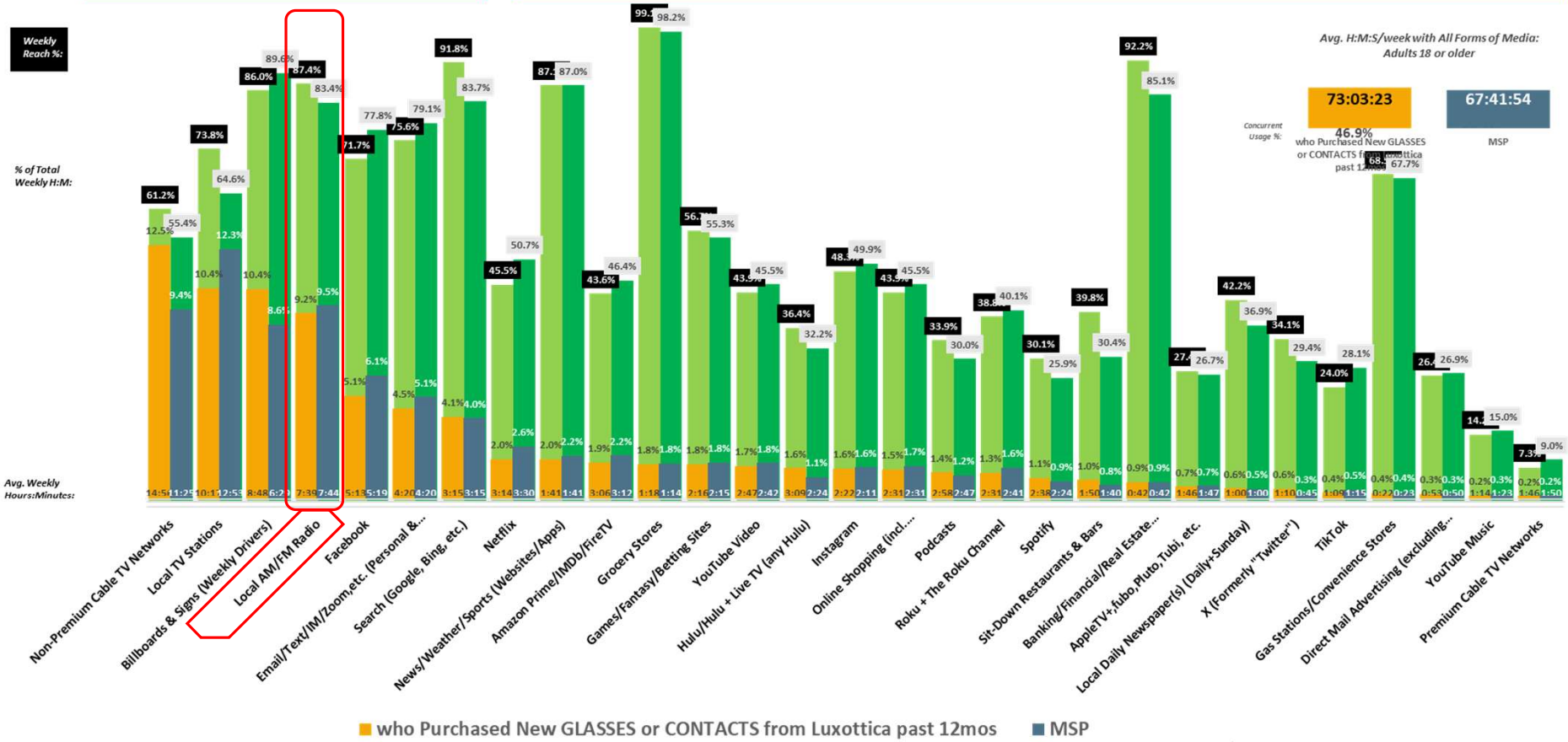
(Stores bought glasses/contacts for self past 12 months: LensCrafters OR Stores bought glasses/contacts for self past 12 months: Pearle Vision OR Stores bought glasses/contacts for self past 12 months: Target Optical)

LensCrafters · Pearle Vision · Target Optical · EssilorLuxottica

MSP

Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos spend an average of 3 days, 1 hours, 3 minutes and 23 seconds each week with All Forms of Media.

87.4% of Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos spend an avg. of 7 hours and 39 minutes each week listening to All Local AM/FM Radio, representing 9.2% of total time spent with all forms of Media.



MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 201 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,105

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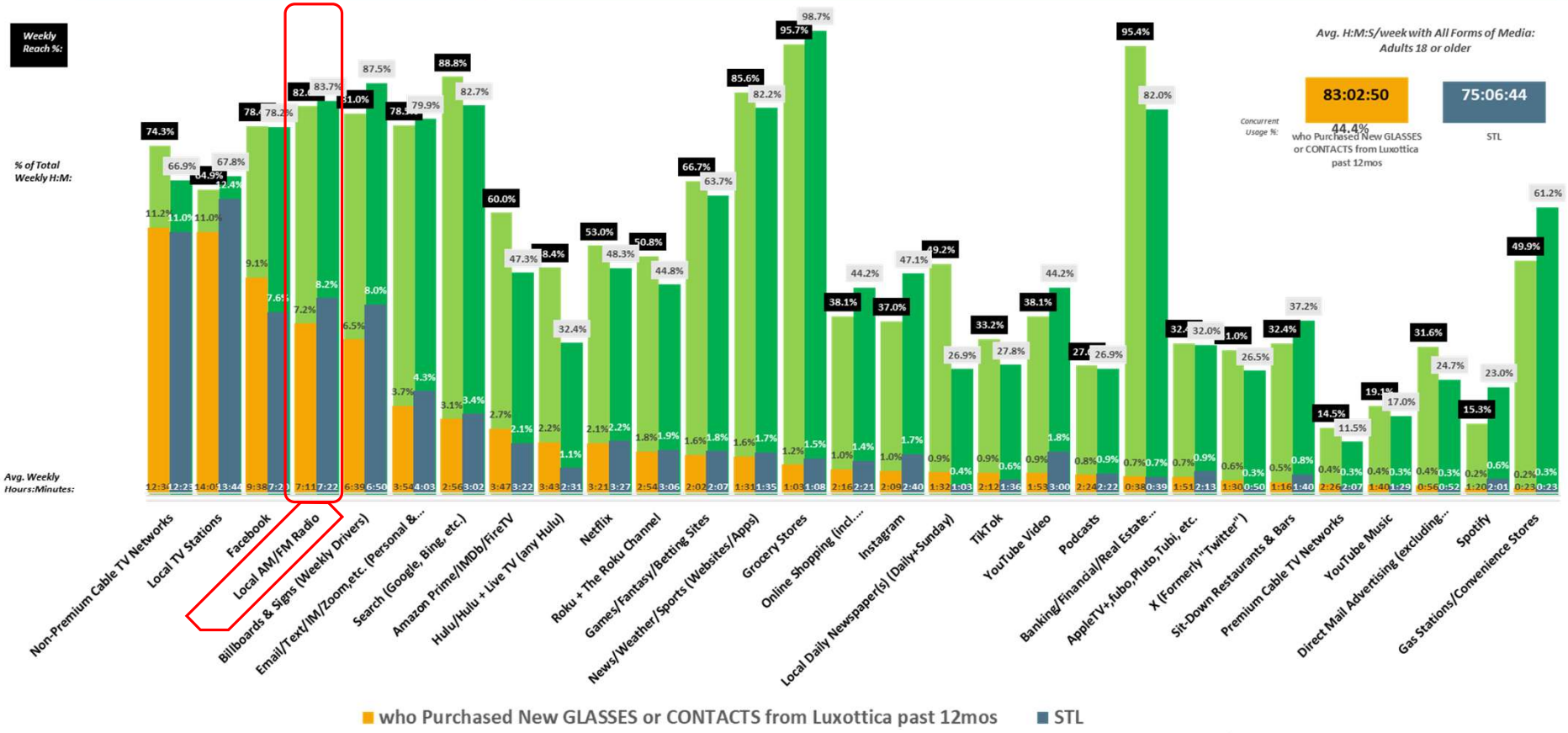
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(Stores bought glasses/contacts for self past 12 months: LensCrafters OR Stores bought glasses/contacts for self past 12 months: Pearle Vision OR Stores bought glasses/contacts for self past 12 months: Target Optical)

LensCrafters Pearle Vision Optical — EssilorLuxottica — STL

Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos spend an average of 3 days, 11 hours, 2 minutes and 50 seconds each week with All Forms of Media.

82.6% of Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos spend an avg. of 7 hours and 11 minutes each week listening to All Local AM/FM Radio, representing 7.2% of total time spent with all forms of Media.

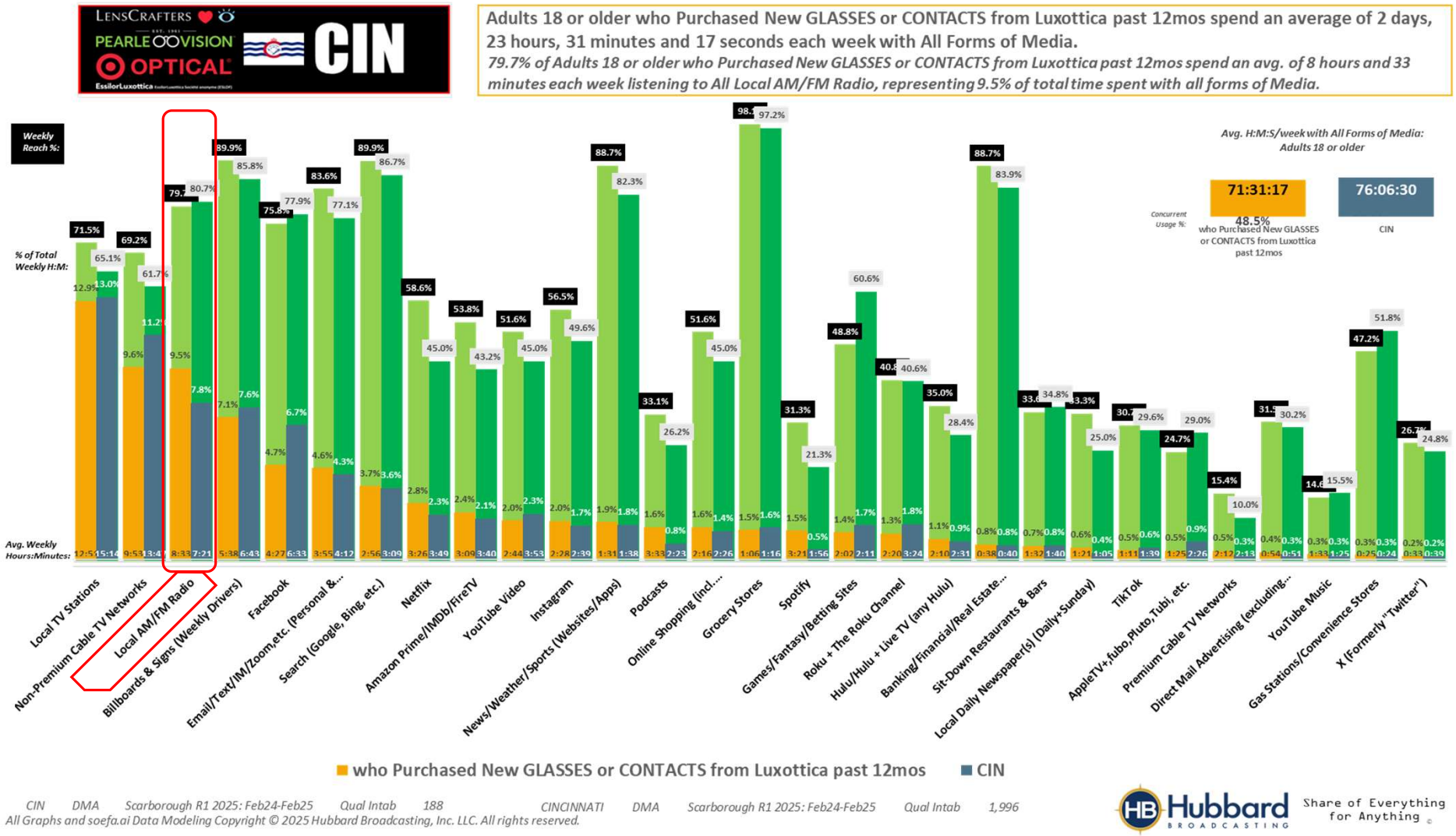


STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 66 ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,075

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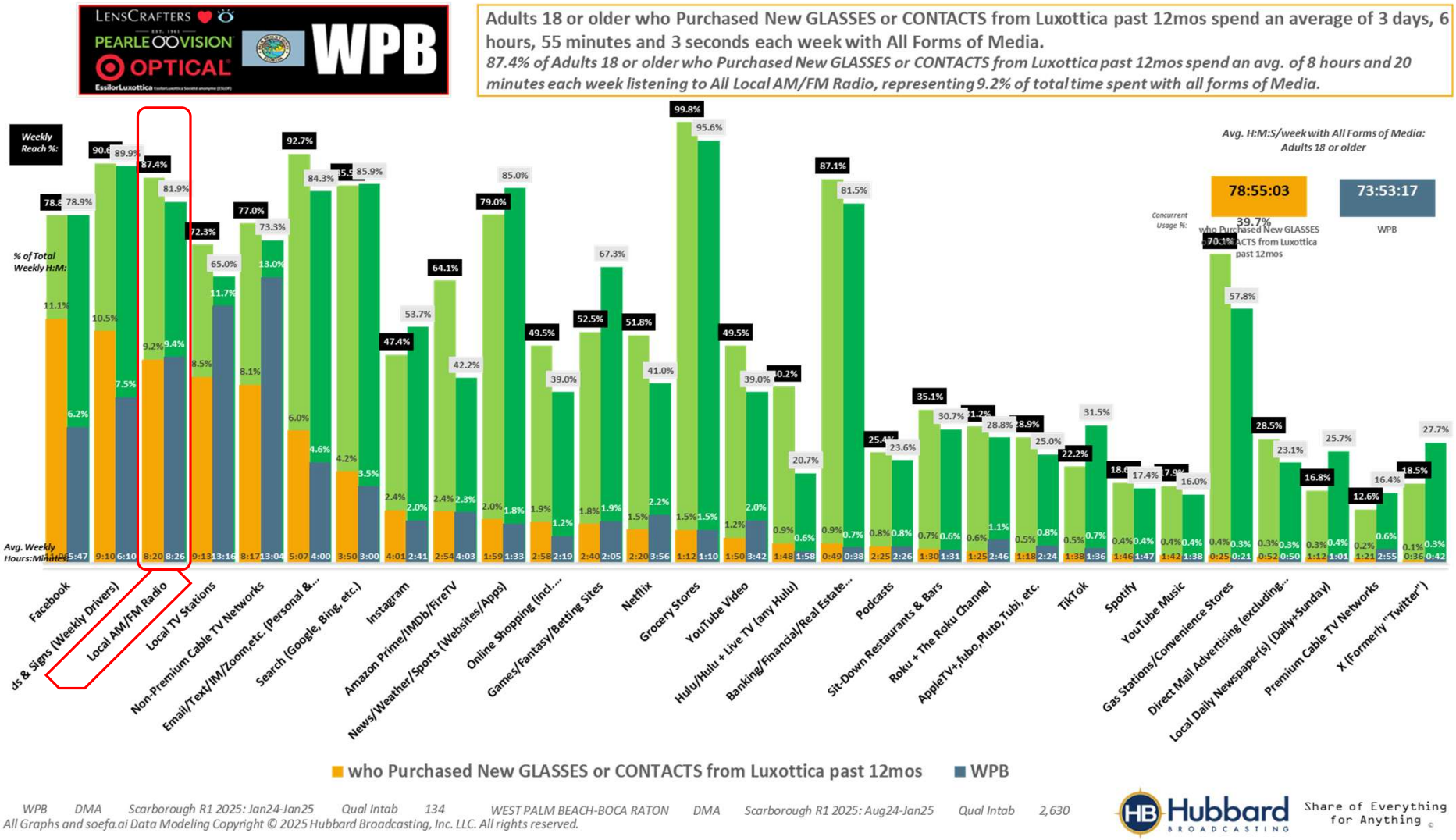


CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 188 CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,996

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WPB DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 134 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2025: Aug24-Jan25 Qual Intab 2,630

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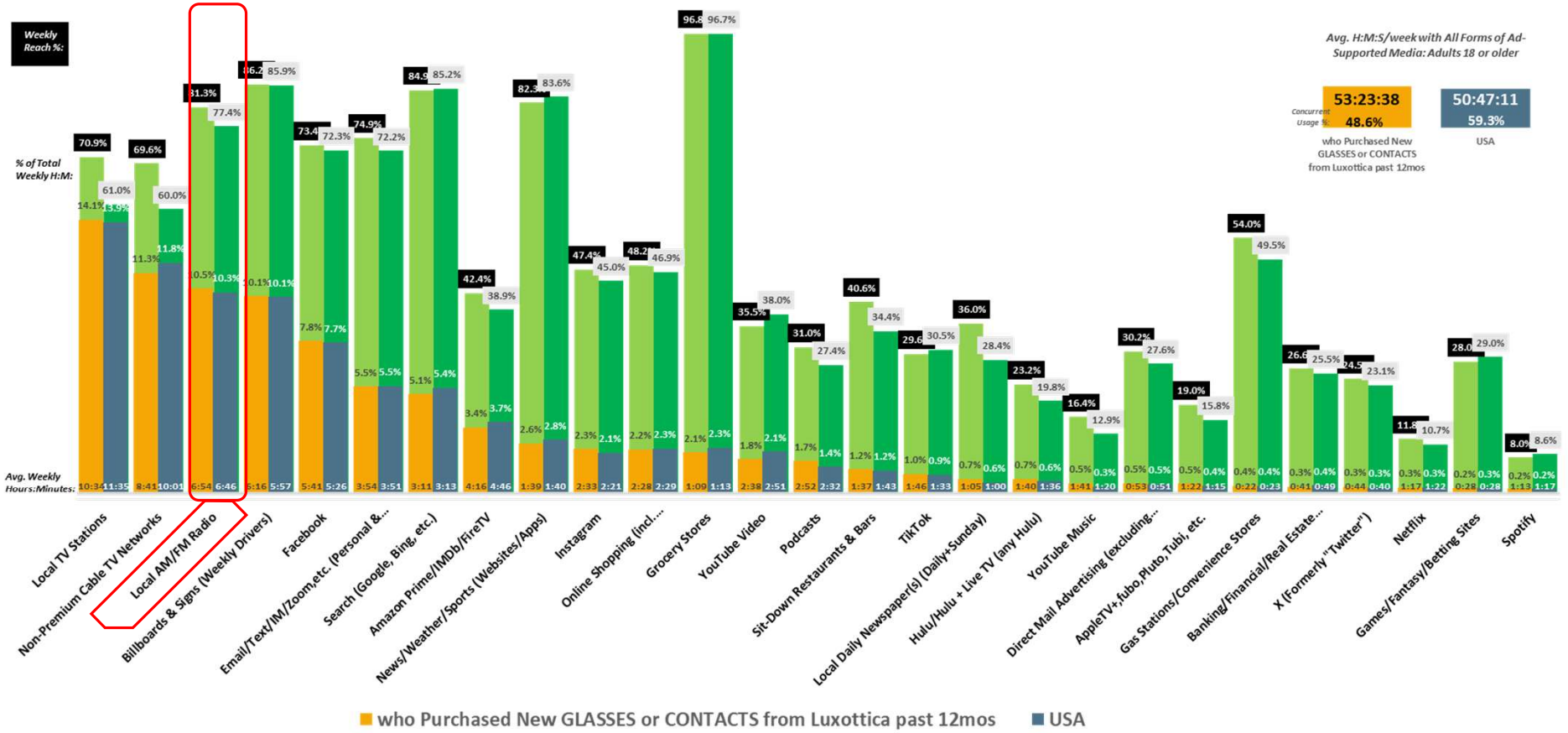
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LensCrafters · Pearle Vision · Target Optical · EssilorLuxottica — USA

Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos spend an average of 2 days, 5 hours, 23 minutes and 38 seconds each week with All Forms of Ad-Supported Media.

81.3% of Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos spend an avg. of 6 hours and 54 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.5% of total time spent with all forms of Ad-Supporte

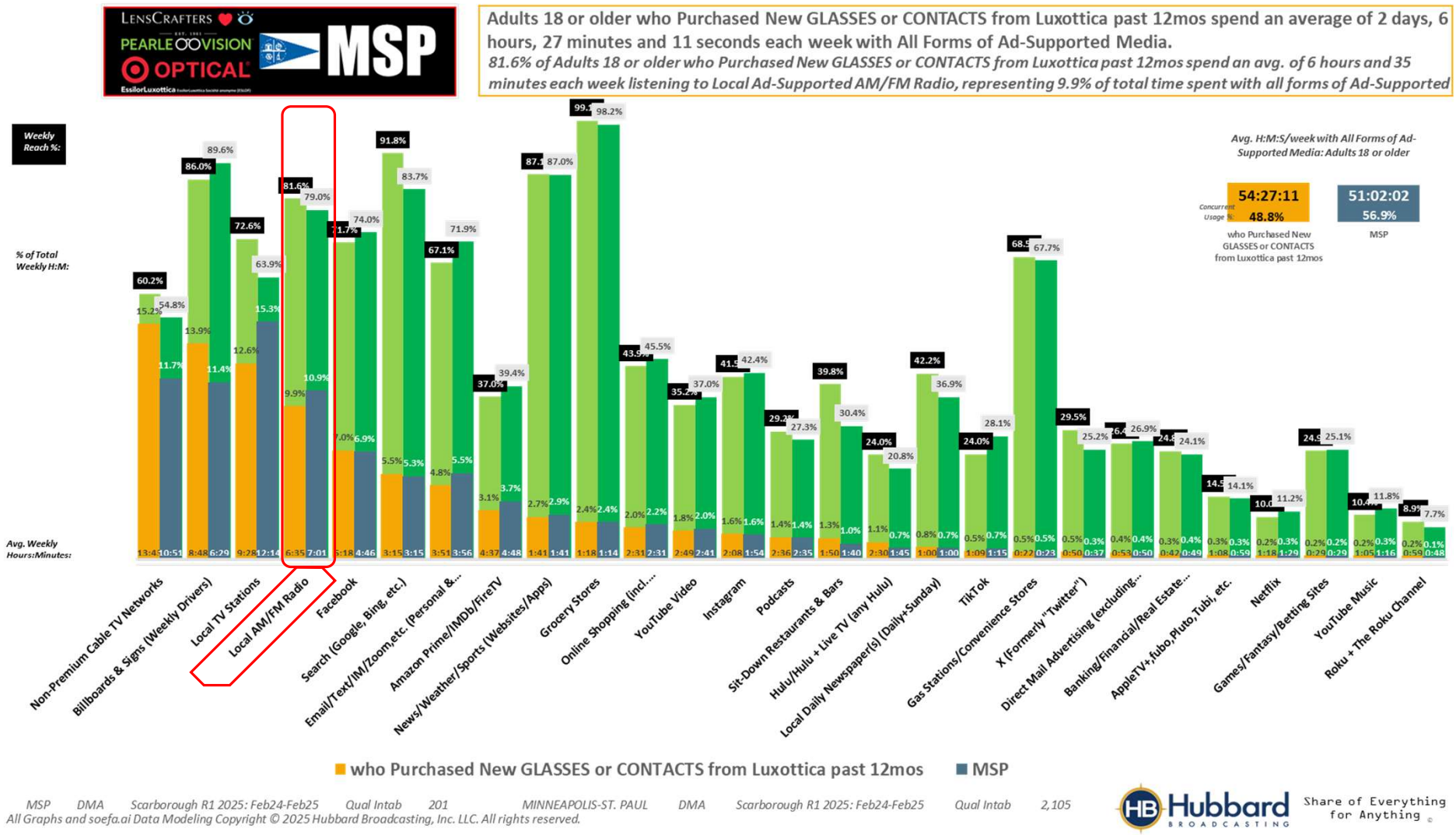


USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 1,523 USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

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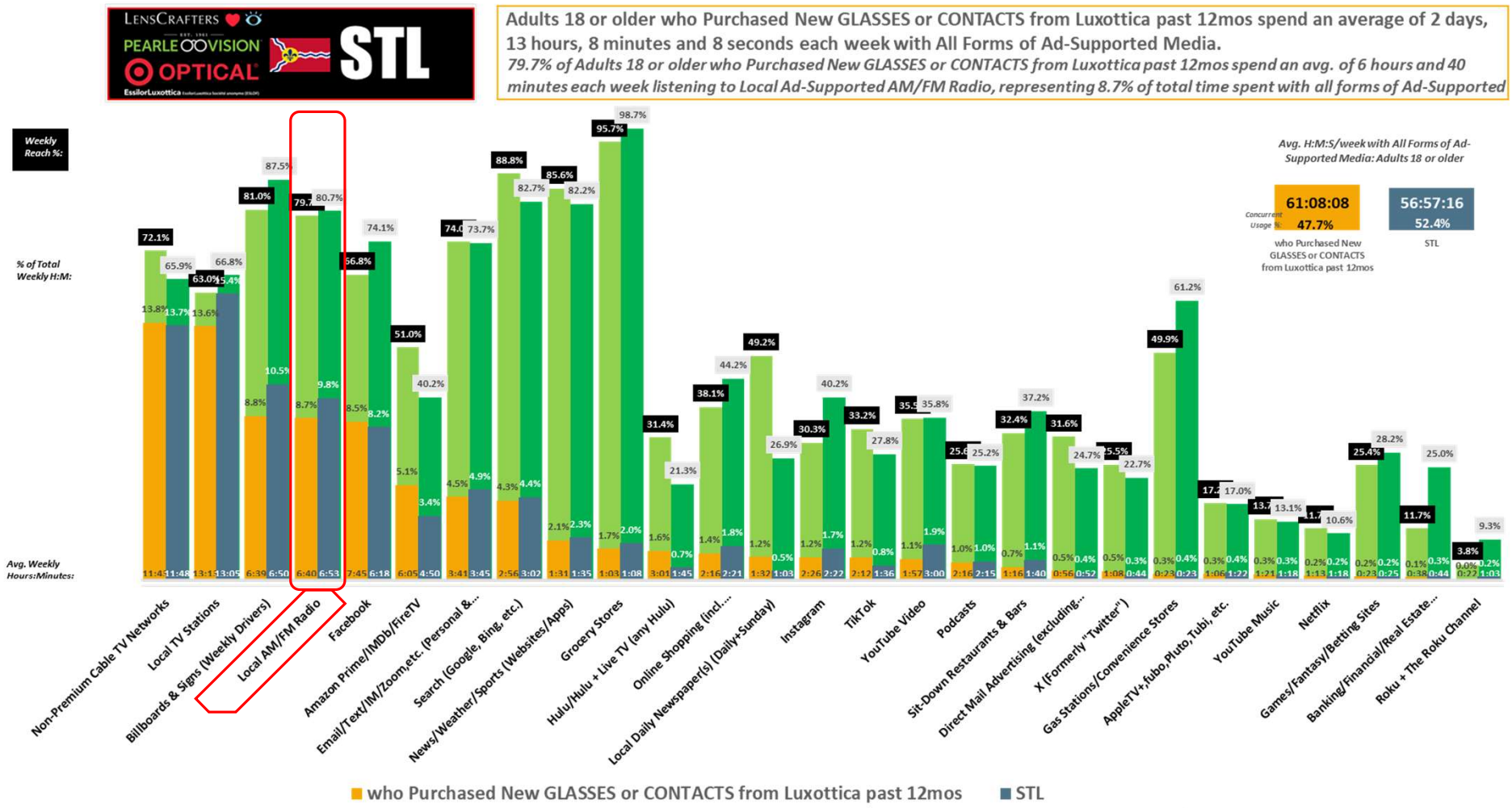


MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 201 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,105

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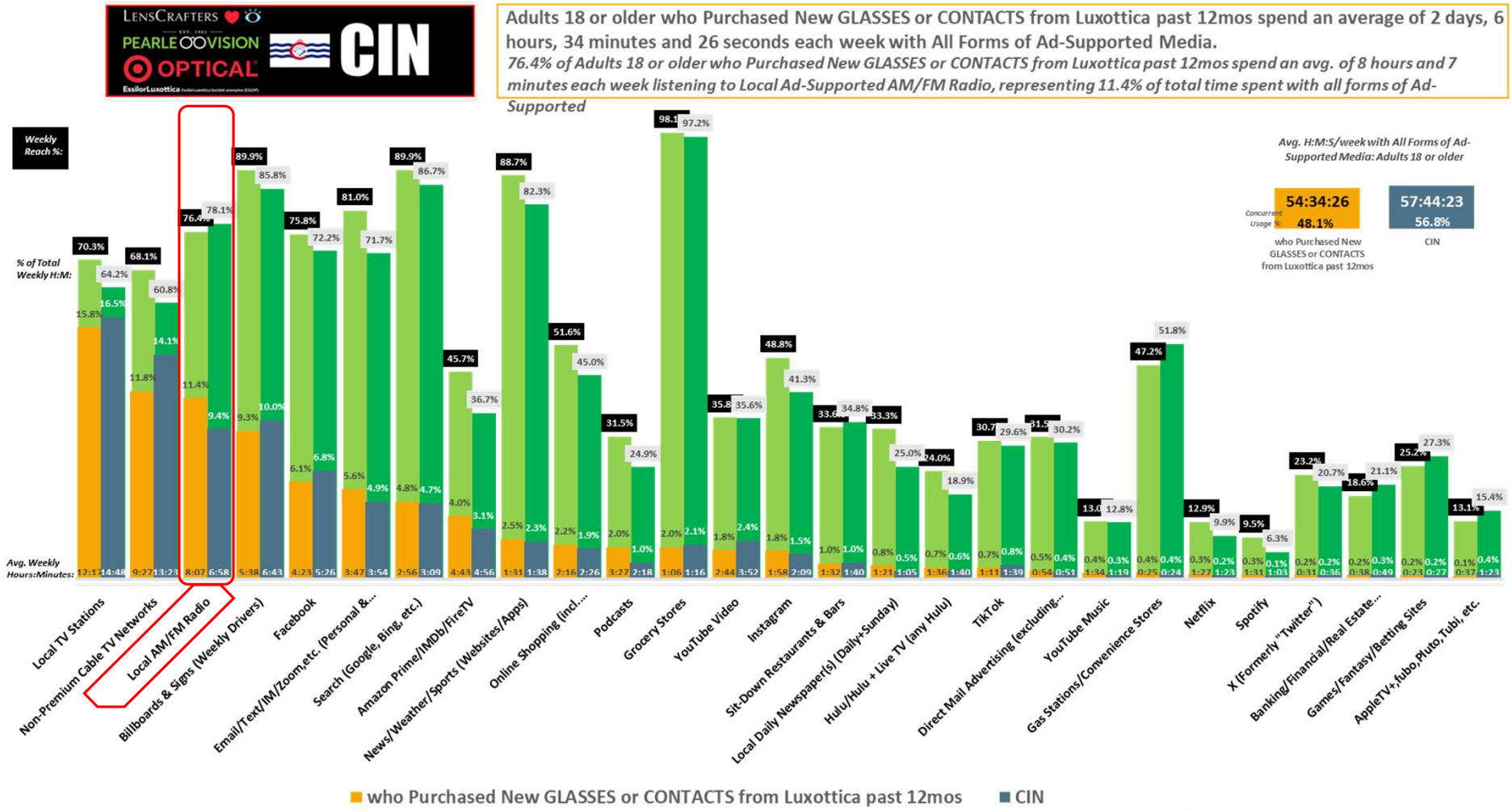


STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 66 ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,075

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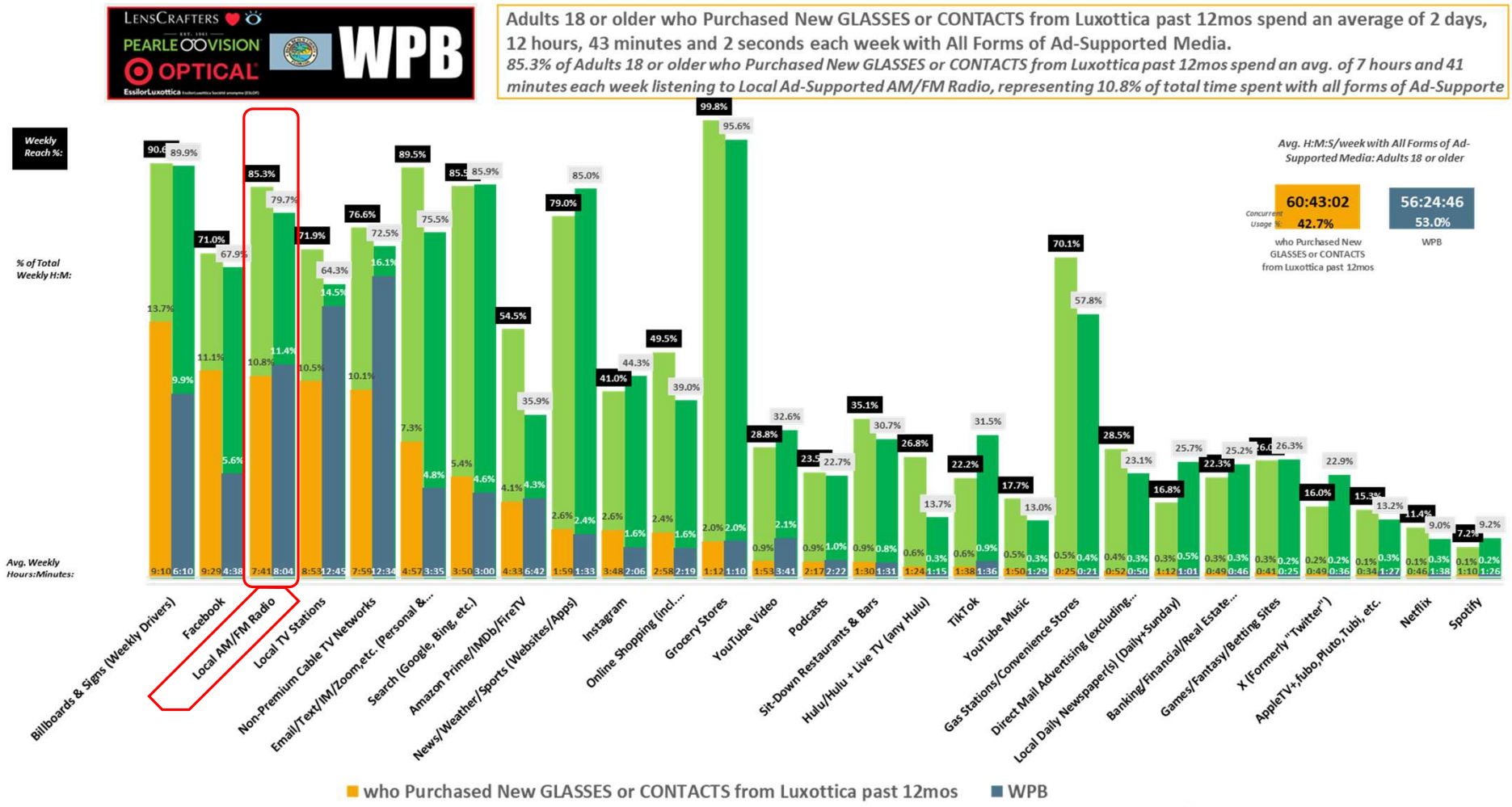


CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 188 CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,996

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(Stores bought glasses/contacts for self past 12 months: LensCrafters OR Stores bought glasses/contacts for self past 12 months: Pearle Vision OR Stores bought glasses/contacts for self past 12 months: Target Optical)



WPB DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 134 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2025: Aug24-Jan25 Qual Intab 2,630

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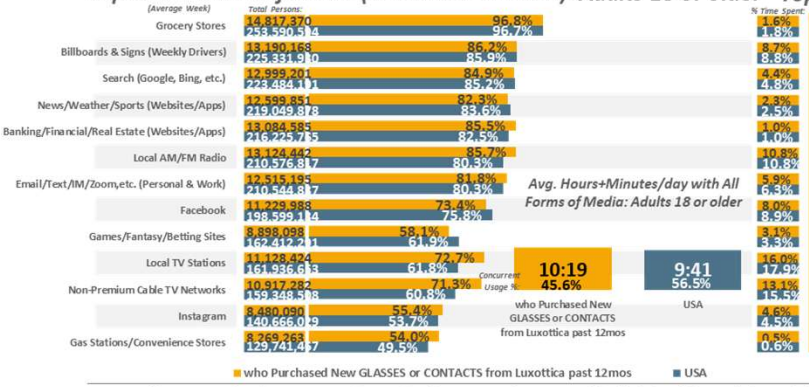
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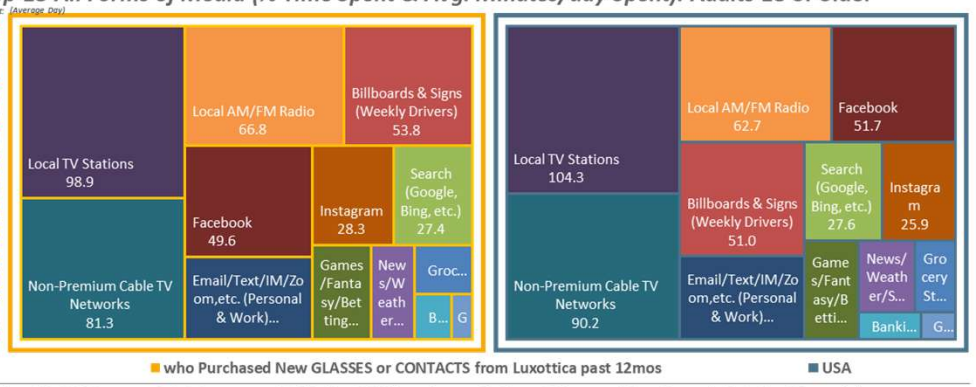
(Stores bought glasses/contacts for self past 12 months: LensCrafters OR Stores bought glasses/contacts for self past 12 months: Pearle Vision OR Stores bought glasses/contacts for self past 12 months: Target Optical)

LensCrafters · Pearle Vision · Target Optical · USA

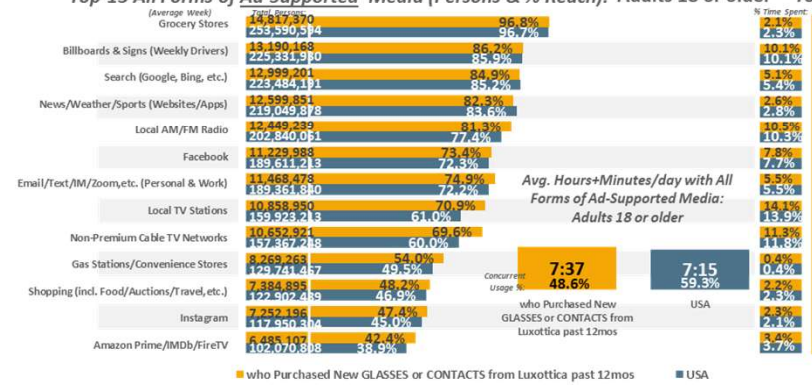
Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos spend an average of 7 hours and 37 minutes each day with All Forms of Ad-Supported Media. 81.3% listen to Local AM/FM Radio for an avg. of 59.2 minutes/day. *(Local Radio delivers 10.5% of Time with Ad-Supported Media.)*

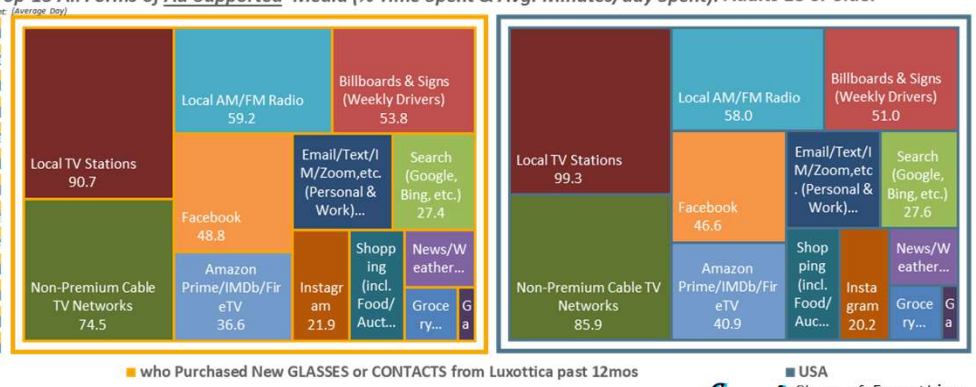
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older





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





USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 1,523

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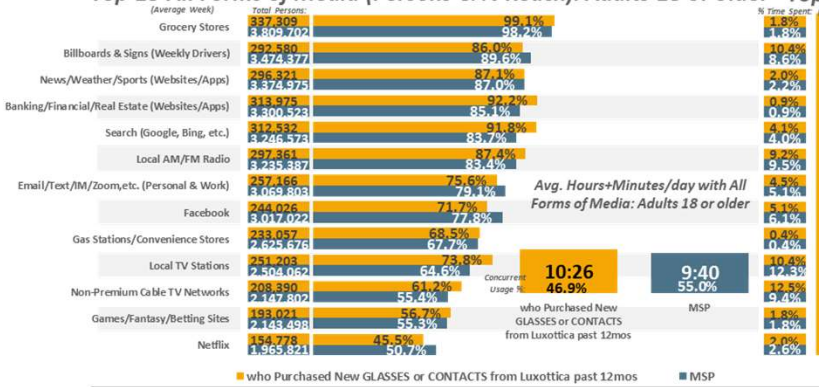
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

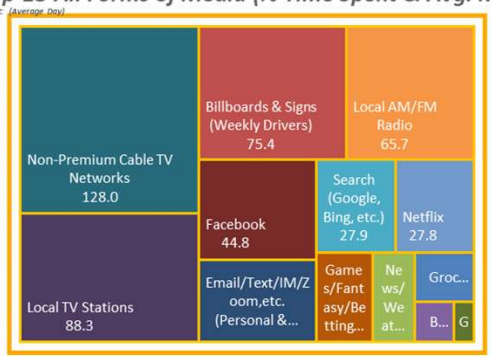
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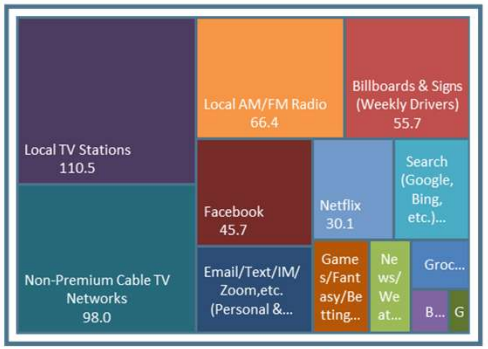
(Stores bought glasses/contacts for self past 12 months: LensCrafters OR Stores bought glasses/contacts for self past 12 months: Pearle Vision OR Stores bought glasses/contacts for self past 12 months: Target Optical)

Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos spend an average of 7 hours and 46 minutes each day with All Forms of Ad-Supported Media. 81.6% listen to Local AM/FM Radio for an avg. of 56.5 minutes/day. *(Local Radio delivers 9.9% of Time with Ad-Supported Media.)*

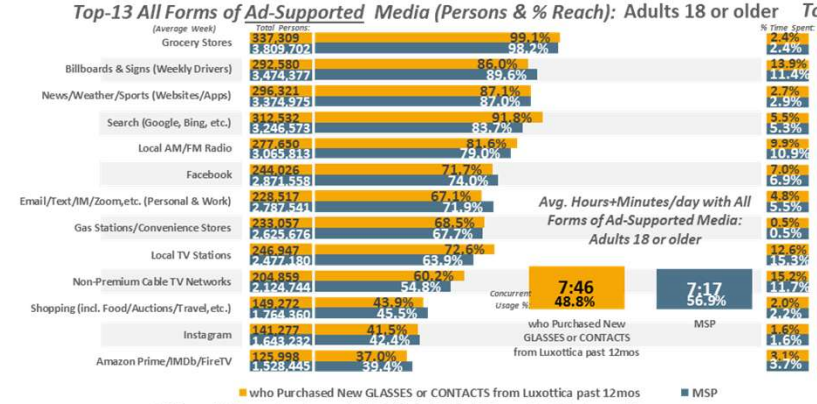
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

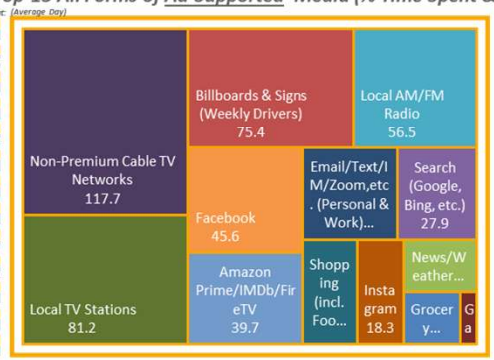


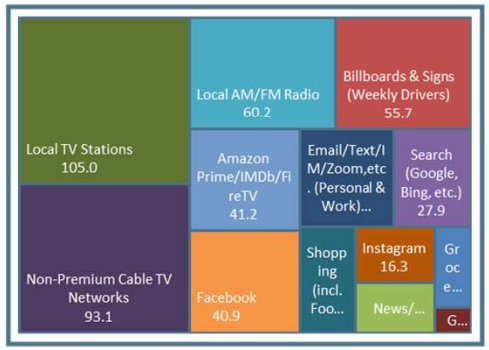




Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older







MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 201

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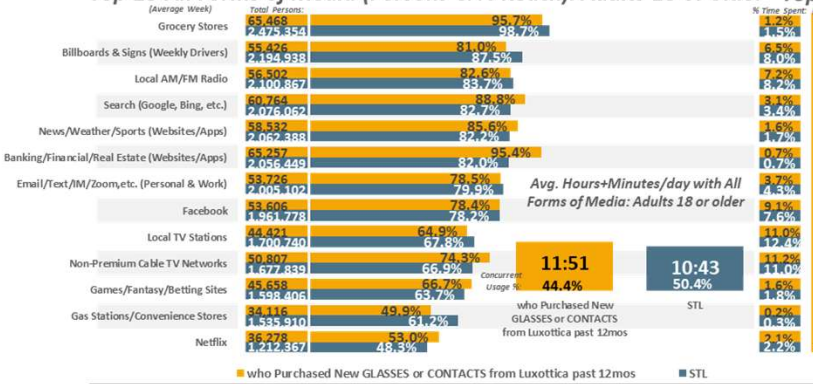
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(Stores bought glasses/contacts for self past 12 months: LensCrafters OR Stores bought glasses/contacts for self past 12 months: Pearle Vision OR Stores bought glasses/contacts for self past 12 months: Target Optical)

LensCrafters Pearle Vision Optical STL — EssilorLuxottica

Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos spend an average of 8 hours and 44 minutes each day with All Forms of Ad-Supported Media. 79.7% listen to Local AM/FM Radio for an avg. of 57.1 minutes/day.*(Local Radio delivers 8.7% of Time with Ad-Supported Media.)*

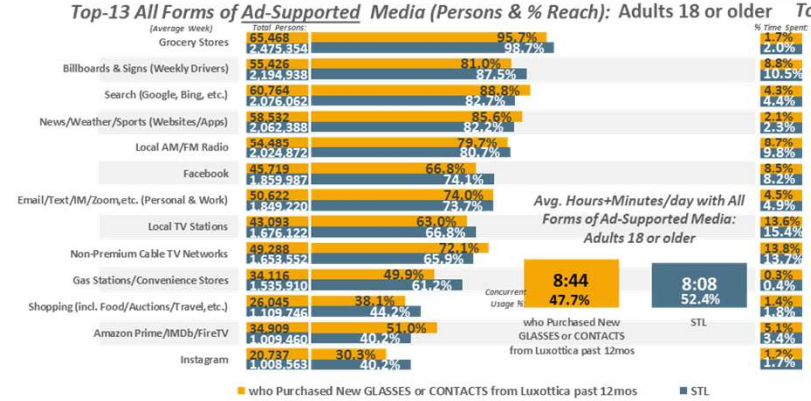
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



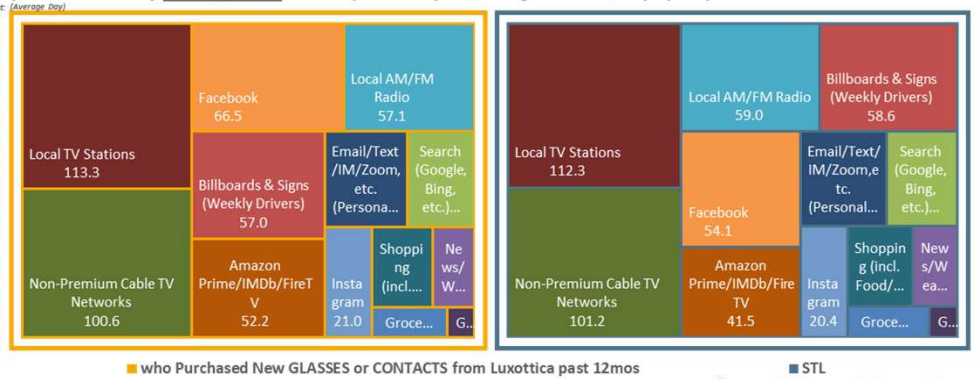
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 66

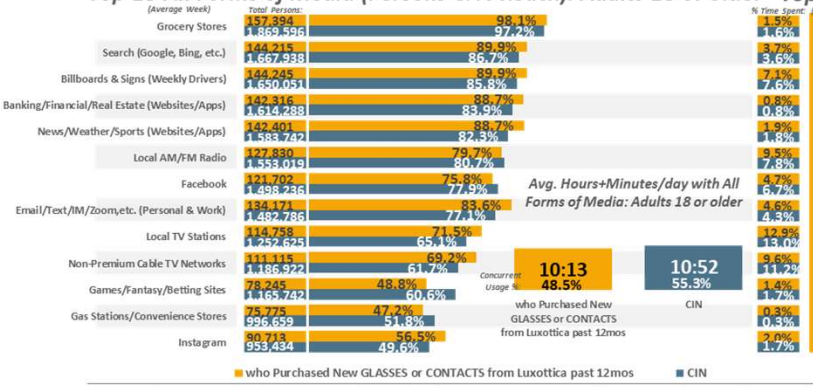
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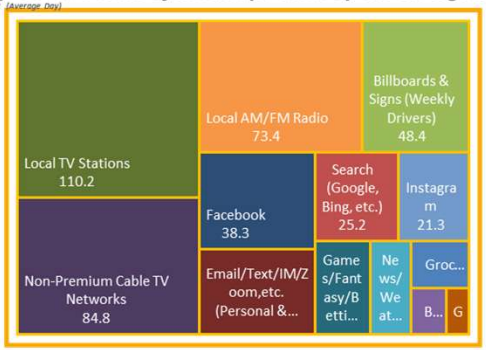
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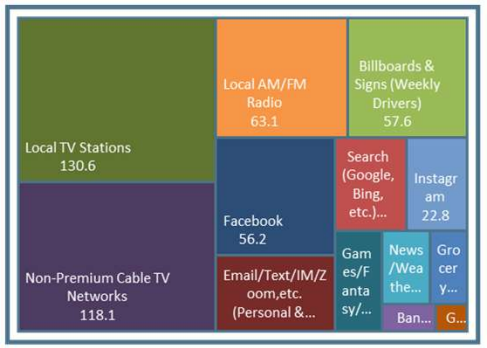
(Stores bought glasses/contacts for self past 12 months: LensCrafters OR Stores bought glasses/contacts for self past 12 months: Pearle Vision OR Stores bought glasses/contacts for self past 12 months: Target Optical)

Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos spend an average of 7 hours and 47 minutes each day with All Forms of Ad-Supported Media. 76.4% listen to Local AM/FM Radio for an avg. of 69.6 minutes/day.*(Local Radio delivers 11.4% of Time with Ad-Supported Media.)*

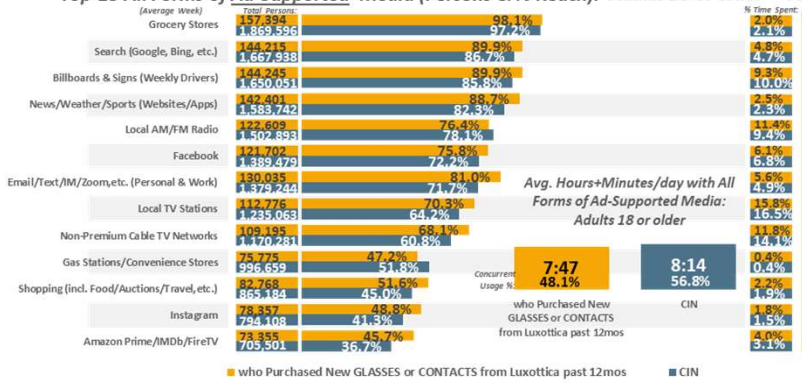
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

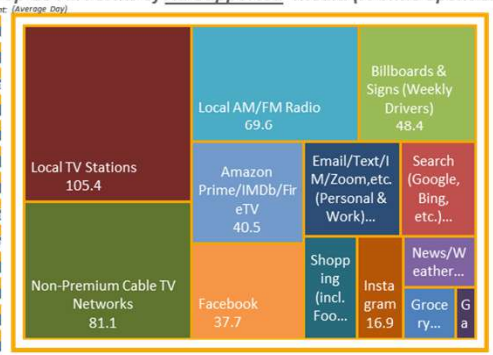


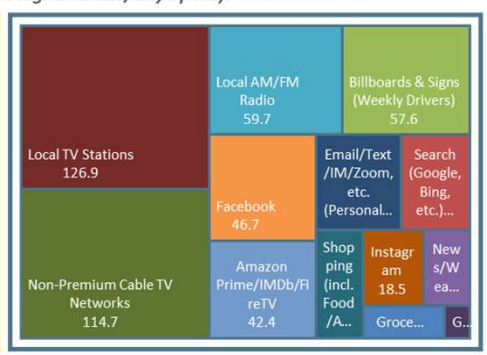




Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older







CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 188

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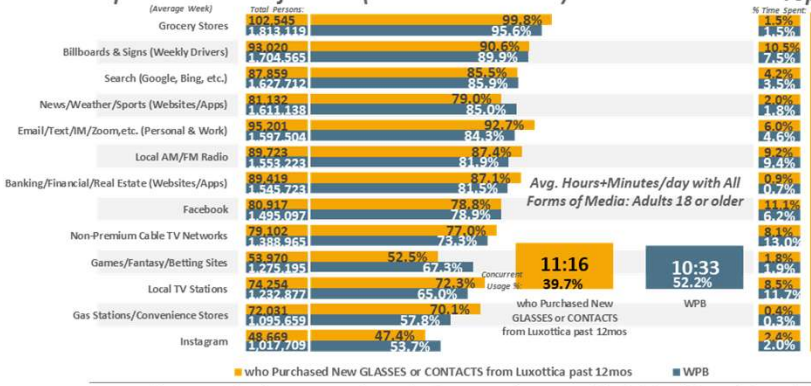
soefa.ai Share of Everything for Anything

(Stores bought glasses/contacts for self past 12 months: LensCrafters OR Stores bought glasses/contacts for self past 12 months: Pearle Vision OR Stores bought glasses/contacts for self past 12 months: Target Optical)

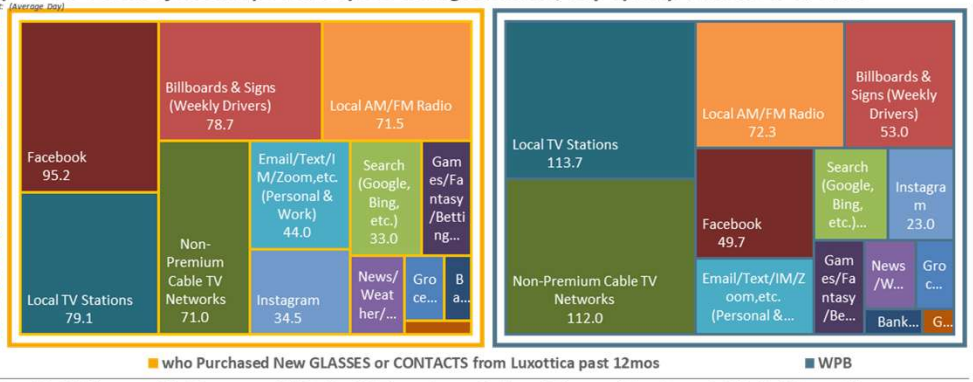
LensCrafters · Pearle Vision · Target Optical · EssilorLuxottica · **WPB**

Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos spend an average of 8 hours and 40 minutes each day with All Forms of Ad-Supported Media. 85.3% listen to Local AM/FM Radio for an avg. of 65.9 minutes/day. *(Local Radio delivers 10.8% of Time with Ad-Supported Media.)*

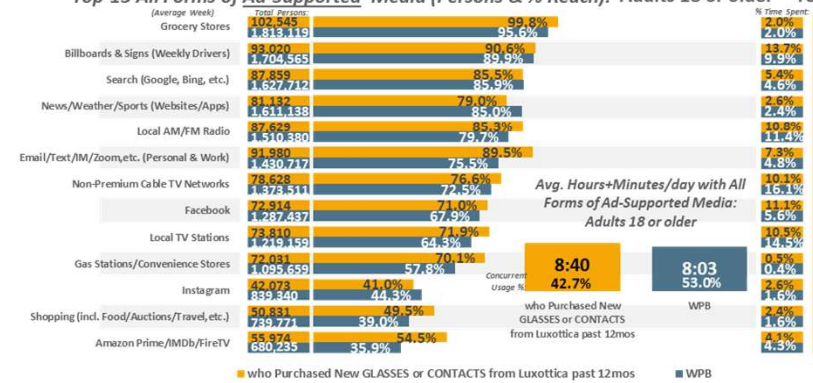
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



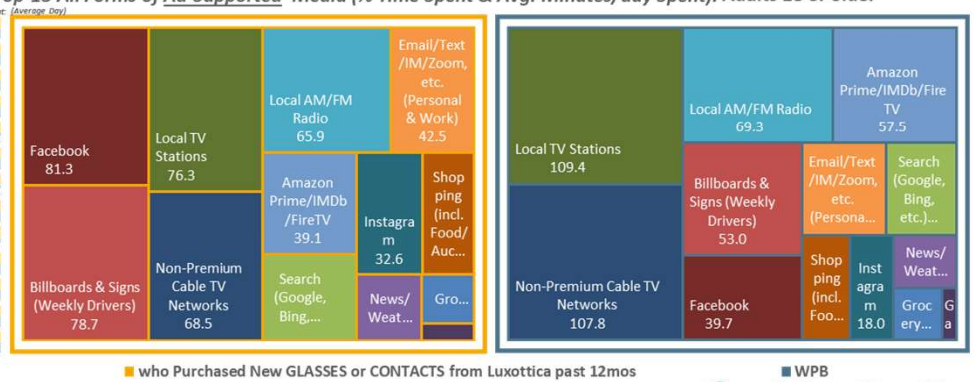
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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 R1 2025: Jan24-Jan25 Qual Intab 134

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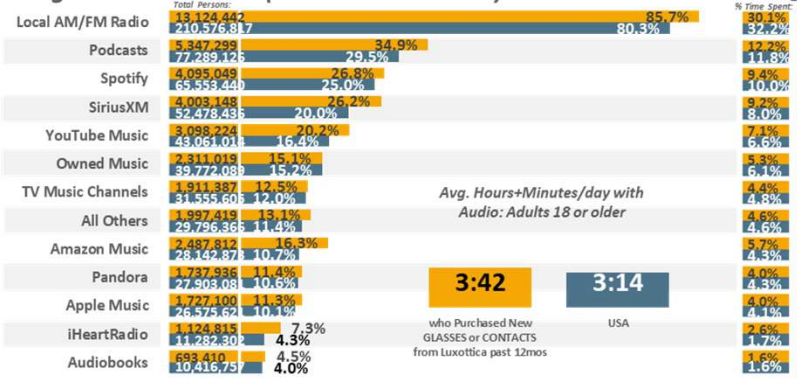
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(Stores bought glasses/contacts for self past 12 months: LensCrafters OR Stores bought glasses/contacts for self past 12 months: Pearle Vision OR Stores bought glasses/contacts for self past 12 months: Target Optical)

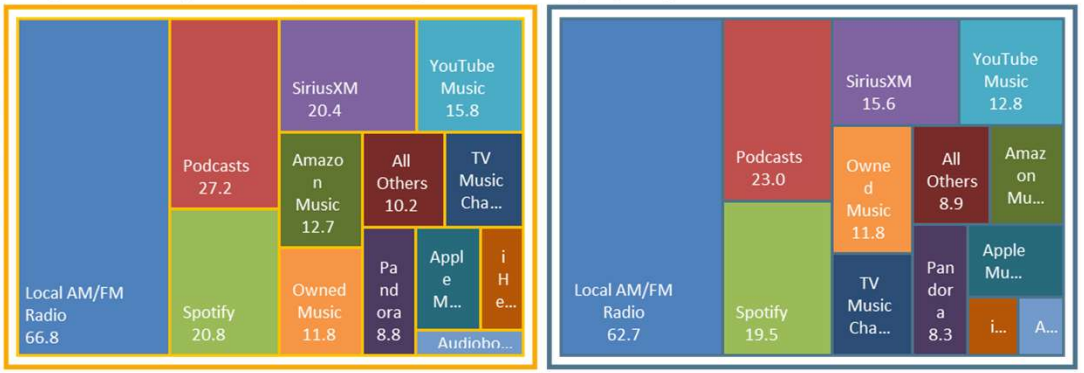
LensCrafters · Pearle Vision · Target Optical · USA

12,449,239 or 81.3% of Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 59.2 minutes every day representing 38.7% of all time spent daily with Ad-Supported Audio.

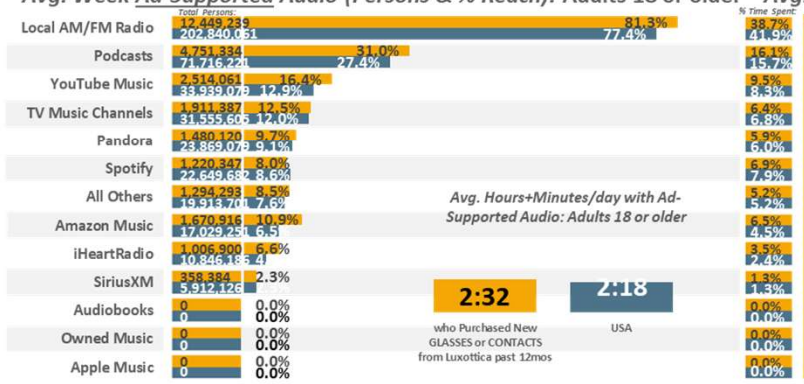
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



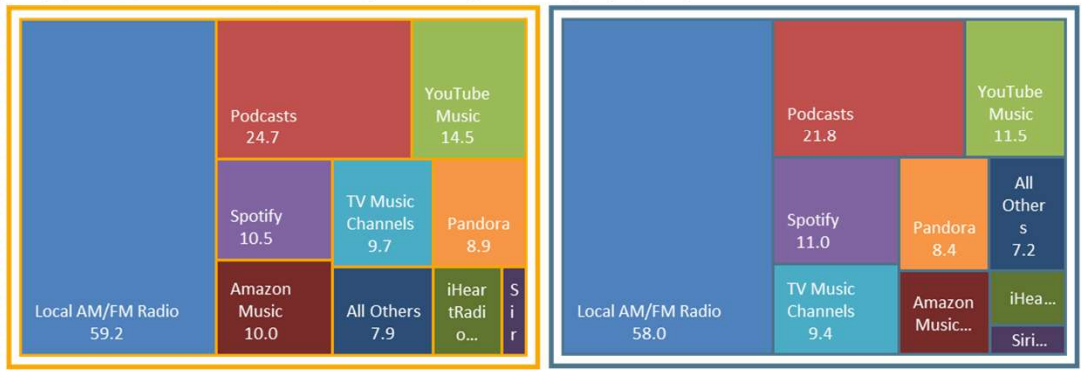
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 R1 2025: Feb24-Mar25 Qual Intab 1,523

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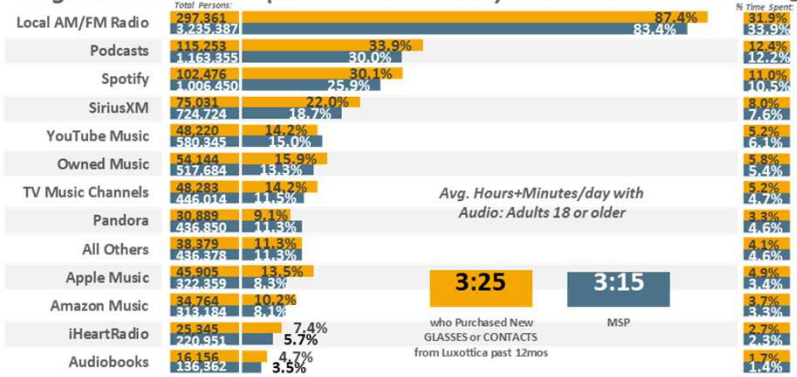
Scarborough R1 2025: Feb24-Mar25 USA Projection

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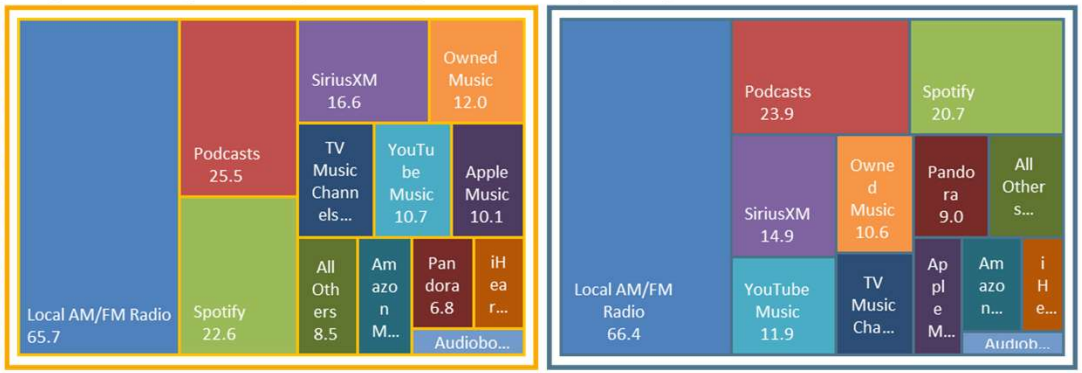
(Stores bought glasses/contacts for self past 12 months: LensCrafters OR Stores bought glasses/contacts for self past 12 months: Pearle Vision OR Stores bought glasses/contacts for self past 12 months: Target Optical)

277,650 or 81.6% of Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 56.5 minutes every day representing 41.8% of all time spent daily with Ad-Supported Audio.

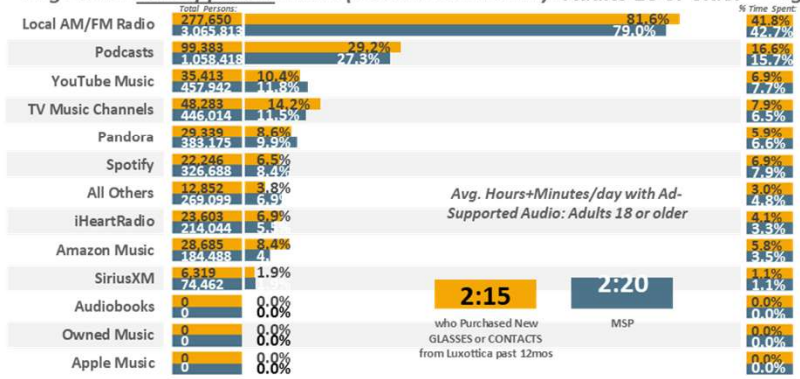
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



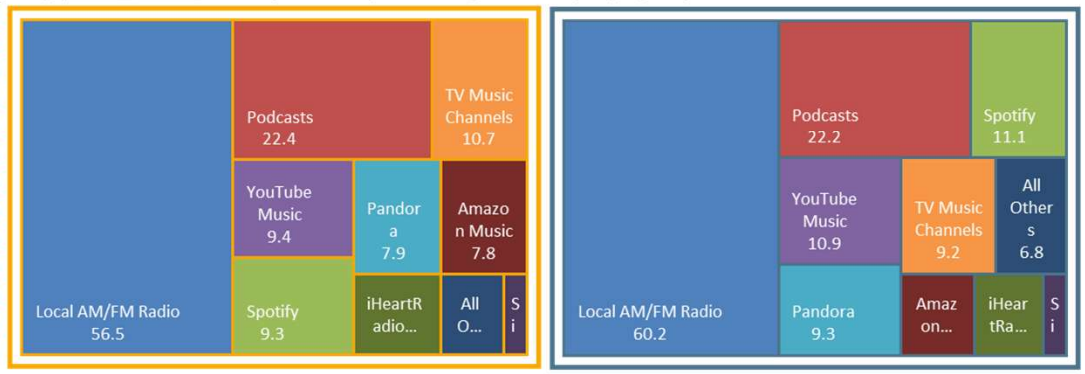
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 201

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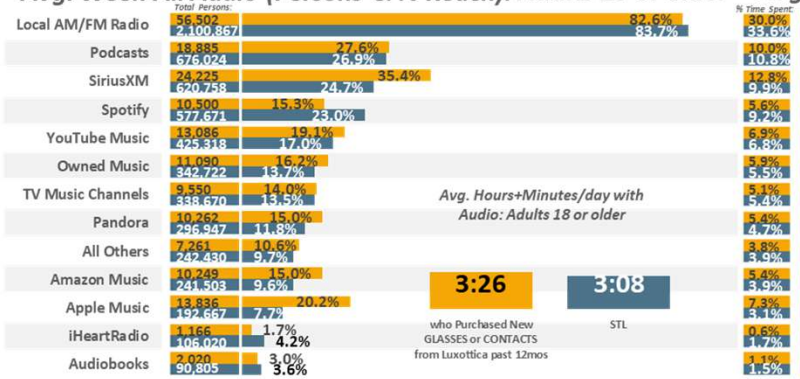
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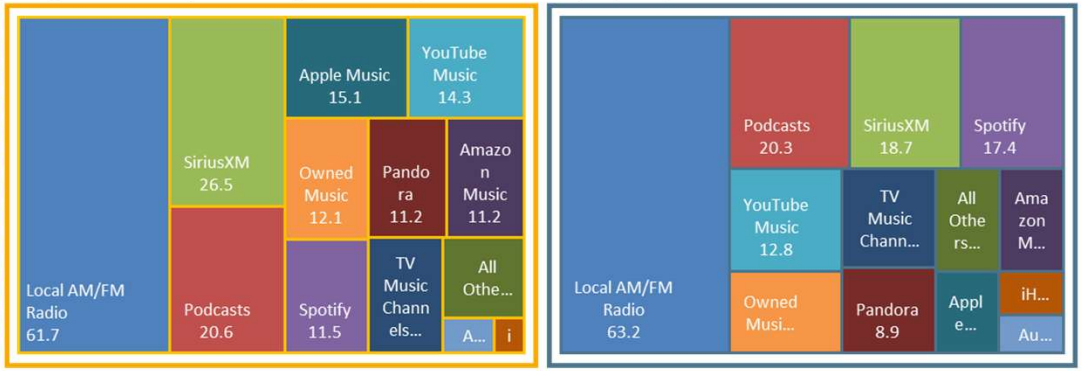
LensCrafters · Pearle Vision · Target Optical · STL

54,485 or 79.7% of Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 57.1 minutes every day representing 45.2% of all time spent daily with Ad-Supported Audio.

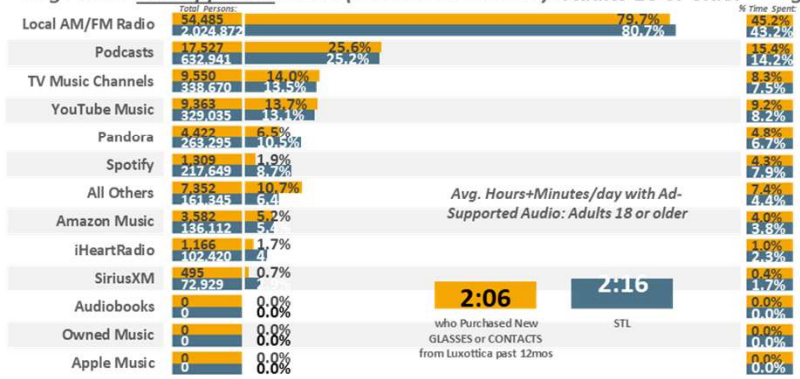
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



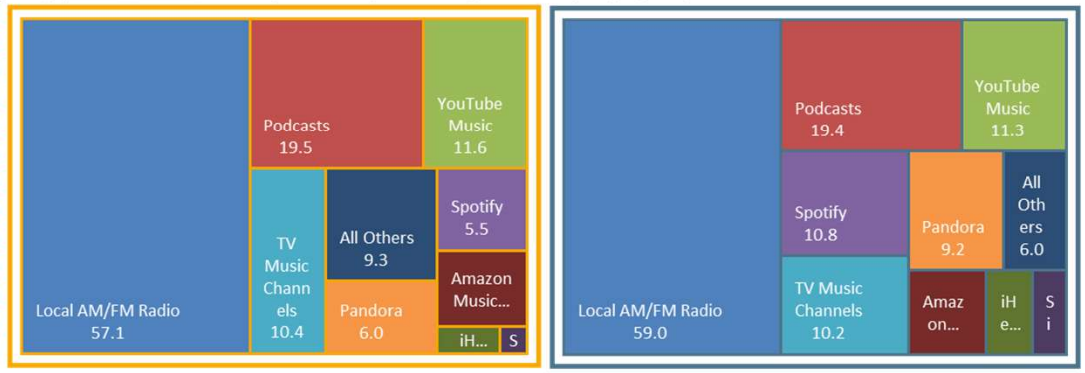
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 66

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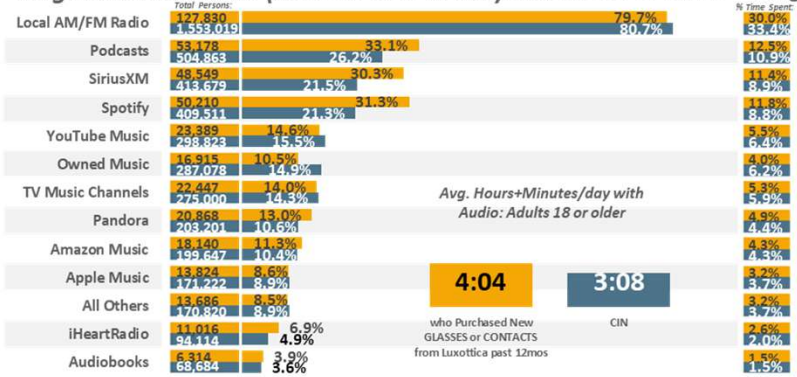
soefa.ai Share of Everything for Anything

(Stores bought glasses/contacts for self past 12 months: LensCrafters OR Stores bought glasses/contacts for self past 12 months: Pearle Vision OR Stores bought glasses/contacts for self past 12 months: Target Optical)

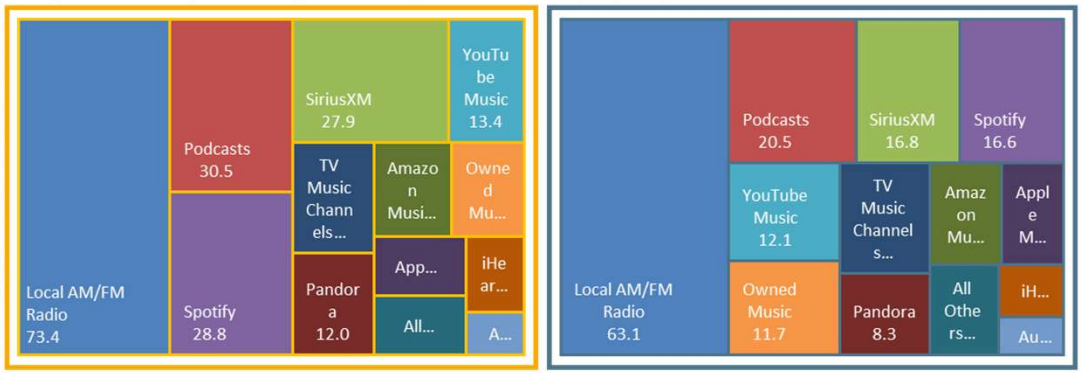
LensCrafters · Pearle Vision · Target Optical · EssilorLuxottica — CIN

122,609 or 76.4% of Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 69.6 minutes every day representing 41.3% of all time spent daily with Ad-Supported Audio.

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

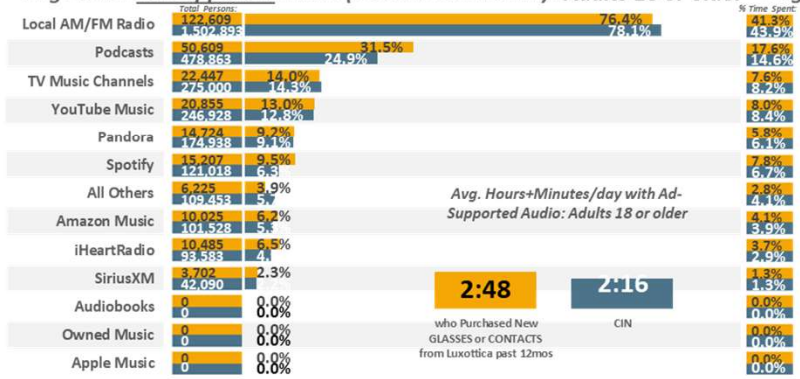


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

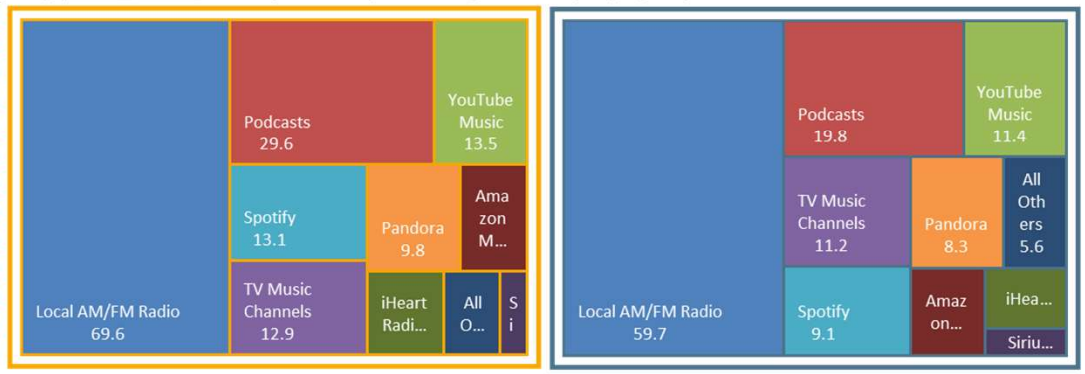


■ who Purchased New GLASSES or CONTACTS from Luxottica past 12mos ■ CIN

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



■ who Purchased New GLASSES or CONTACTS from Luxottica past 12mos ■ CIN

■ who Purchased New GLASSES or CONTACTS from Luxottica past 12mos ■ CIN

CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 188

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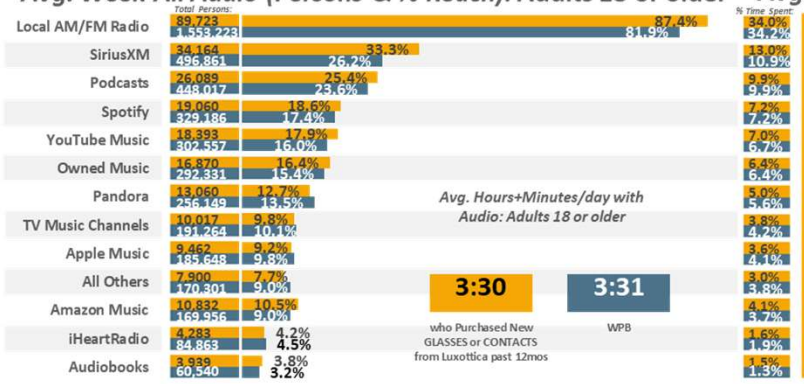
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(Stores bought glasses/contacts for self past 12 months: LensCrafters OR Stores bought glasses/contacts for self past 12 months: Pearle Vision OR Stores bought glasses/contacts for self past 12 months: Target Optical)

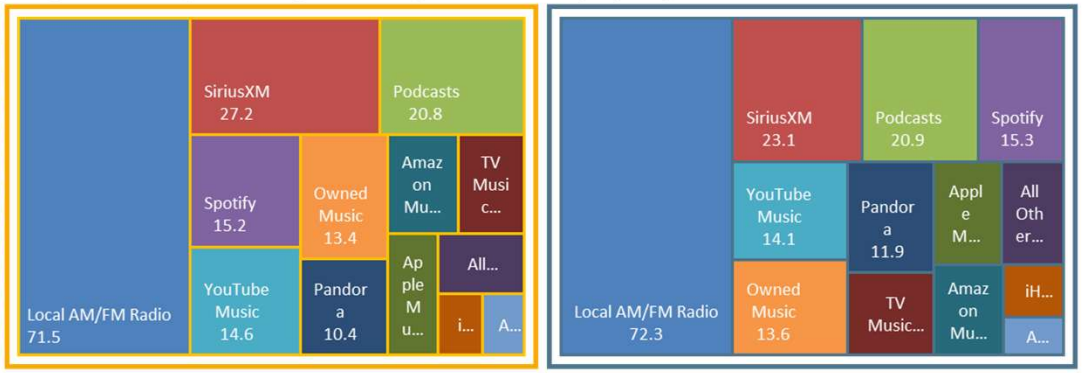
LensCrafters · Pearle Vision · Target Optical · EssilorLuxottica · WPB

87,629 or 85.3% of Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 65.9 minutes every day representing 43.9% of all time spent daily with Ad-Supported Audio.

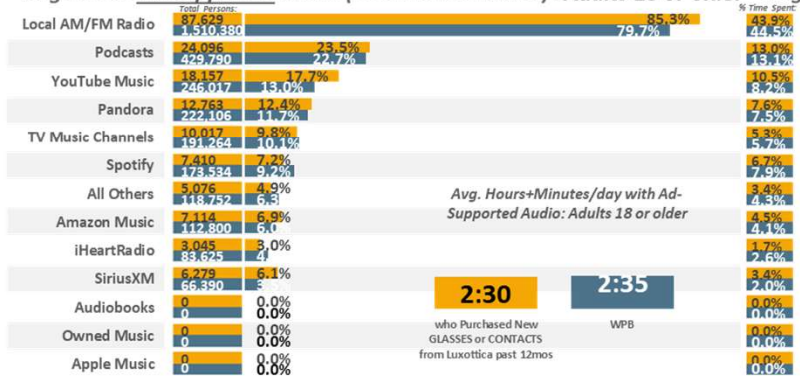
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



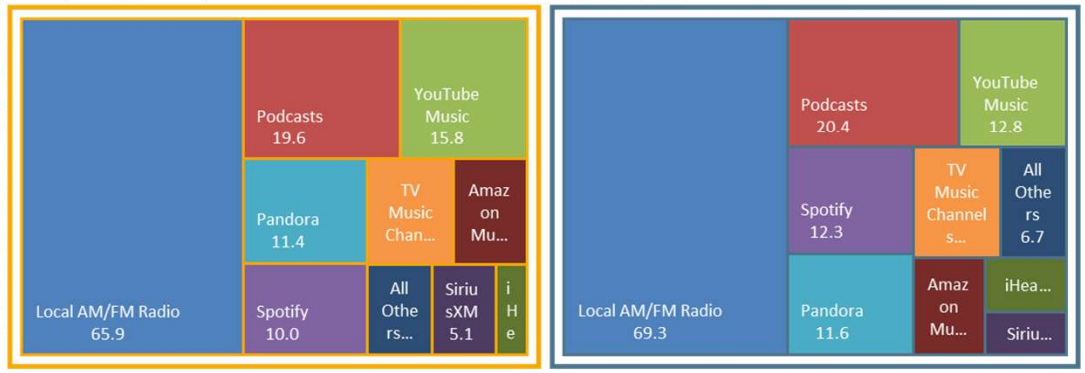
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WPB DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 134

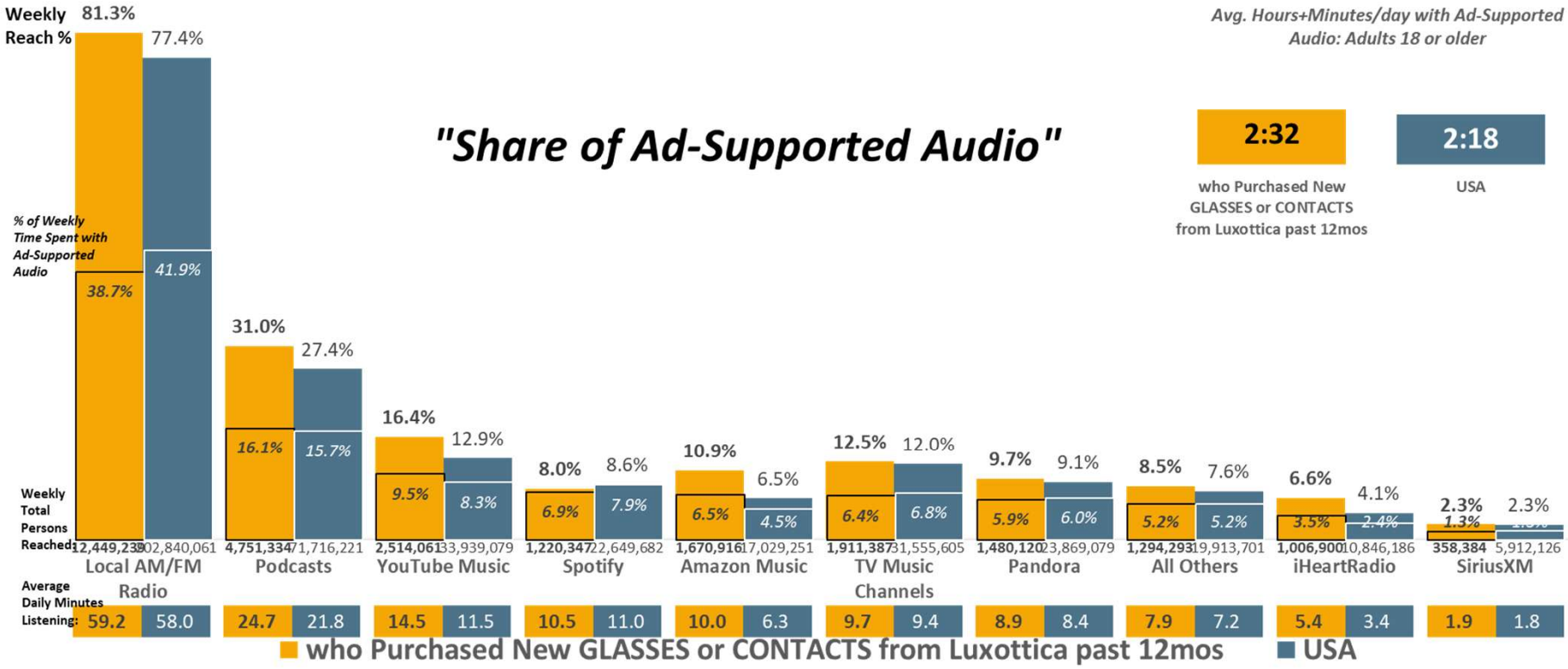
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(Stores bought glasses/contacts for self past 12 months: LensCrafters OR Stores bought glasses/contacts for self past 12 months: Pearle Vision OR Stores bought glasses/contacts for self past 12 months: Target Optical)

LensCrafters · Pearle Vision · Target Optical · EssilorLuxottica — USA

12,449,239 or 81.3% of Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 59.2 minutes every day representing 38.7% of all time spent daily with Ad-Supported Audio.



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 1,523

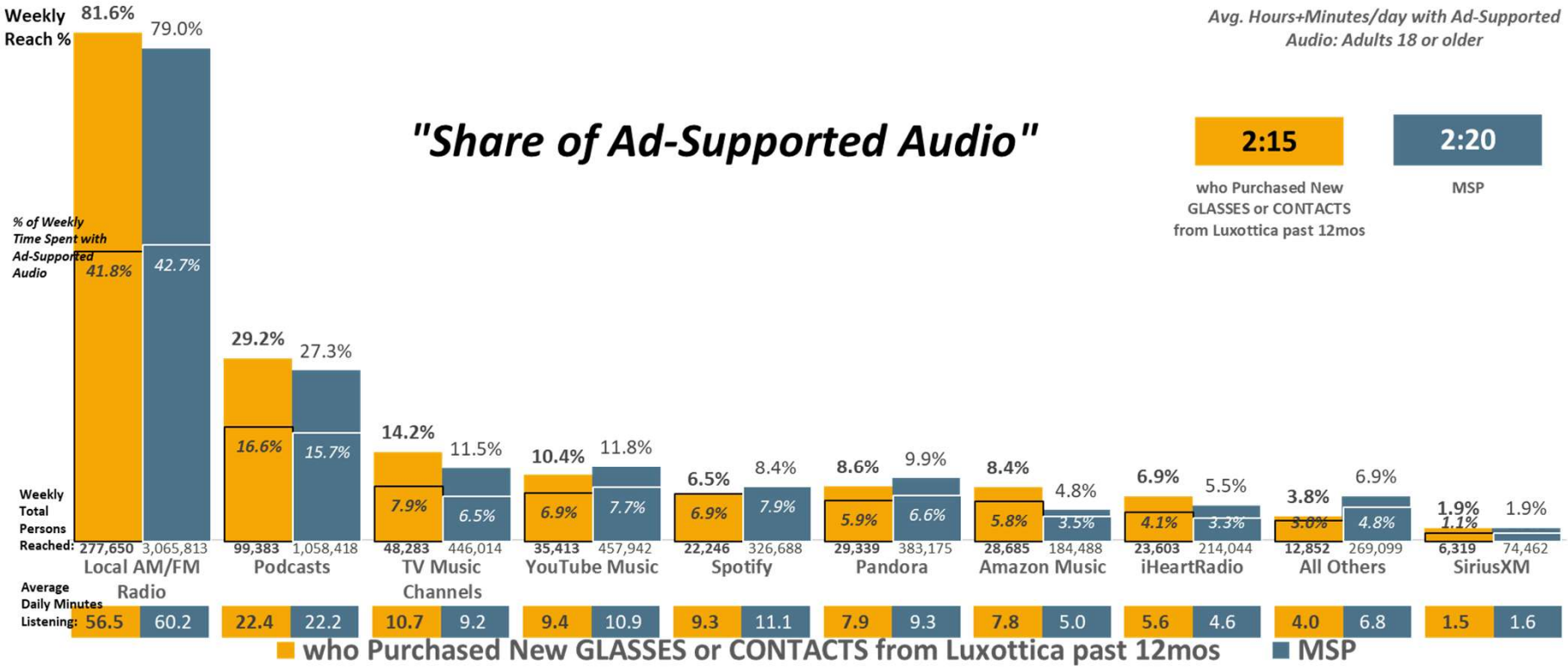
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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

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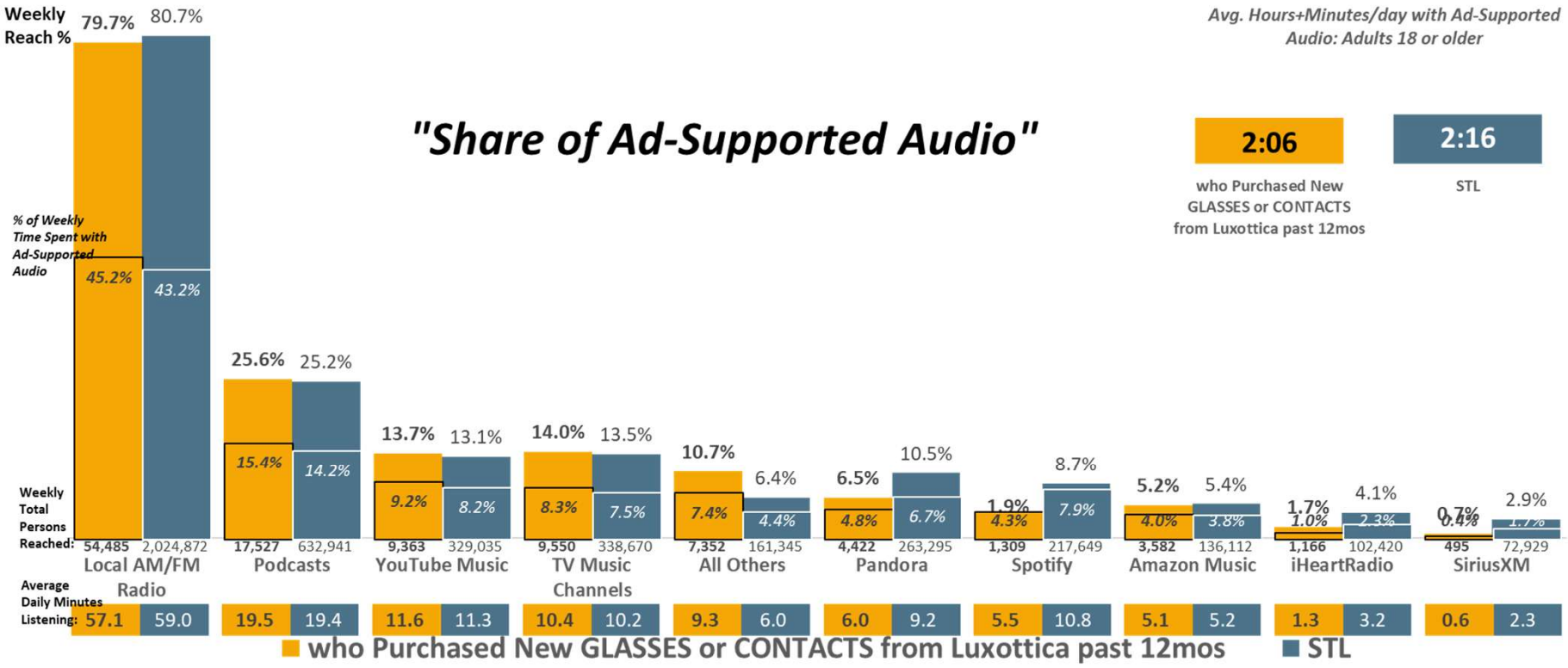
MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 201 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,105

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54,485 or 79.7% of Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 57.1 minutes every day representing 45.2% of all time spent daily with Ad-Supported Audio.



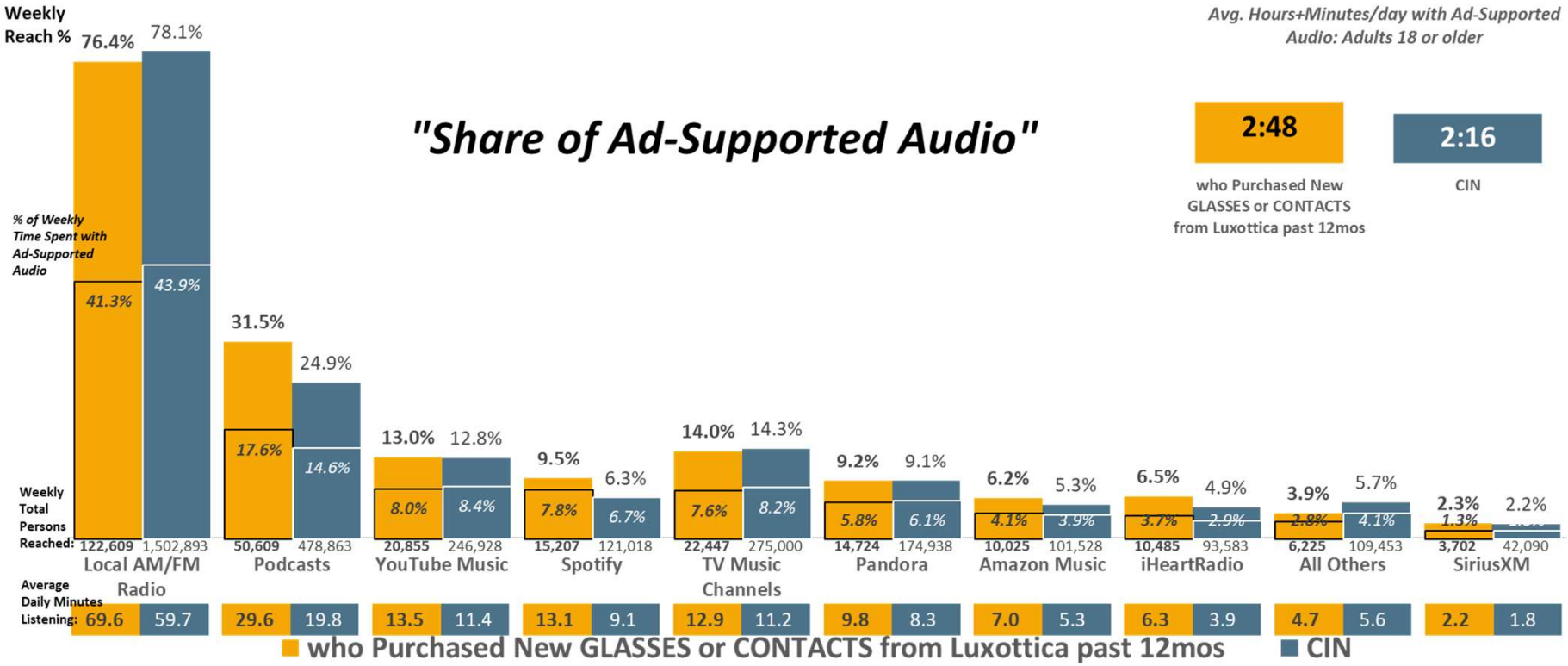
STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 66 ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,075

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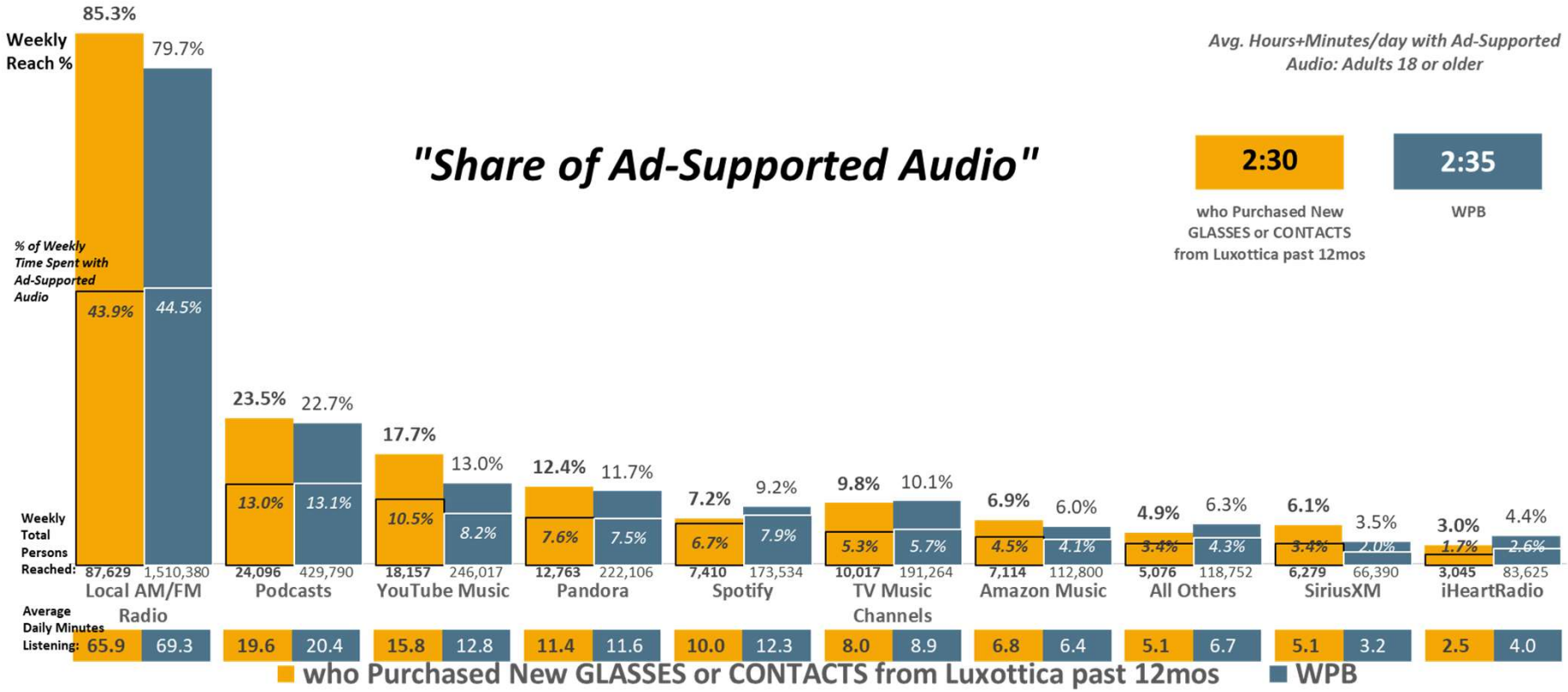
CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 188 CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,996

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87,629 or 85.3% of Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 65.9 minutes every day representing 43.9% of all time spent daily with Ad-Supported Audio.



	Local AM/FM Radio	Podcasts	YouTube Music	Pandora	Spotify	TV Music Channels	Amazon Music	All Others	SiriusXM	iHeartRadio
Weekly Reach % (Luxottica)	85.3%	23.5%	17.7%	12.4%	7.2%	9.8%	6.9%	4.9%	6.1%	3.0%
Weekly Reach % (WPB)	79.7%	22.7%	13.0%	11.7%	9.2%	10.1%	6.0%	6.3%	3.5%	4.4%
% of Weekly Time Spent with Ad-Supported Audio (Luxottica)	43.9%	13.0%	10.5%	7.6%	6.7%	5.3%	4.5%	3.4%	3.4%	1.7%
% of Weekly Time Spent with Ad-Supported Audio (WPB)	44.5%	13.1%	8.2%	7.5%	7.9%	5.7%	4.1%	4.3%	2.0%	2.6%
Weekly Total Persons Reached (Luxottica)	87,629	24,096	18,157	12,763	7,410	10,017	7,114	5,076	6,279	3,045
Weekly Total Persons Reached (WPB)	1,510,380	429,790	246,017	222,106	173,534	191,264	112,800	118,752	66,390	83,625
Average Daily Minutes Listening (Luxottica)	65.9	19.6	15.8	11.4	10.0	8.0	6.8	5.1	5.1	2.5
Average Daily Minutes Listening (WPB)	69.3	20.4	12.8	11.6	12.3	8.9	6.4	6.7	3.2	4.0

WPB DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 134 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2025: Aug24-Jan25 Qual Intab 2,630

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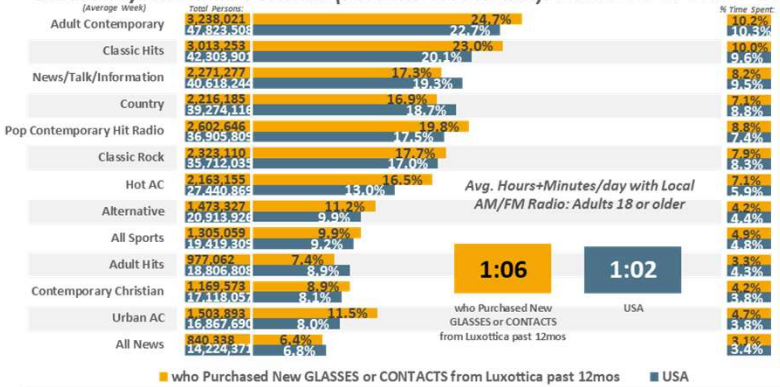
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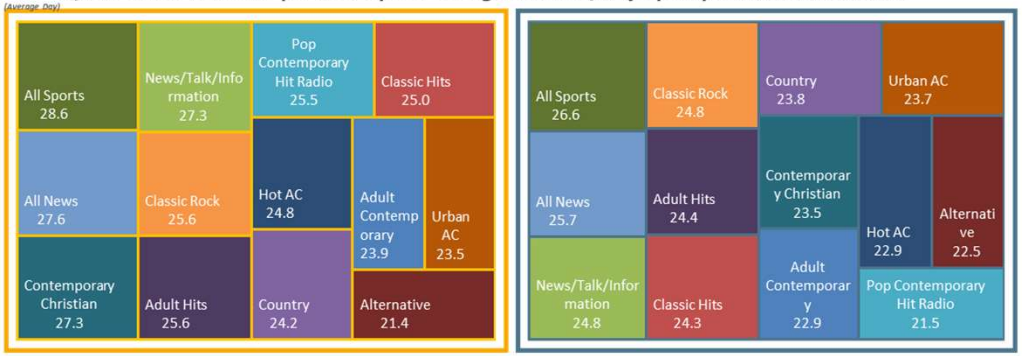
LensCrafters · Pearle Vision · Target Optical · EssilorLuxottica — USA

12,449,239 or 81.3% of Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Pop Contemporary Hit Radio, Classic Rock, and Count

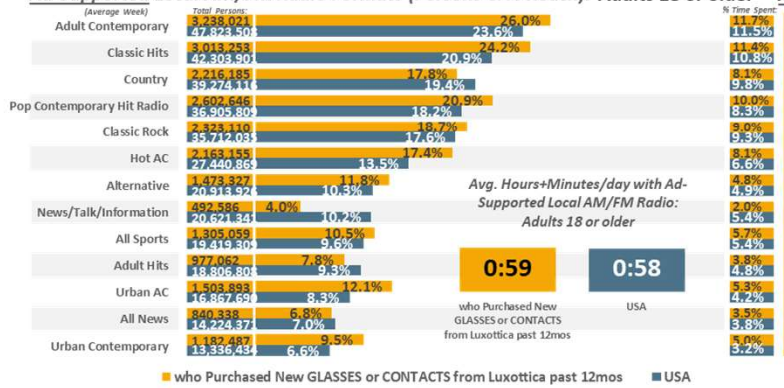
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



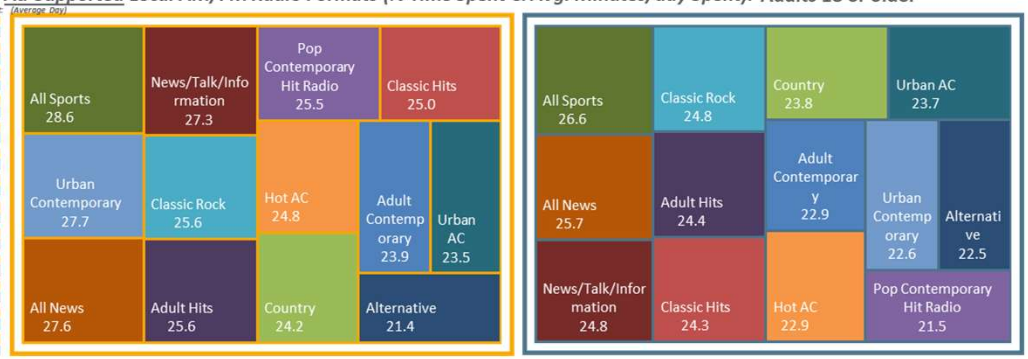
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 R1 2025: Feb24-Mar25 Qual Intab 1,523

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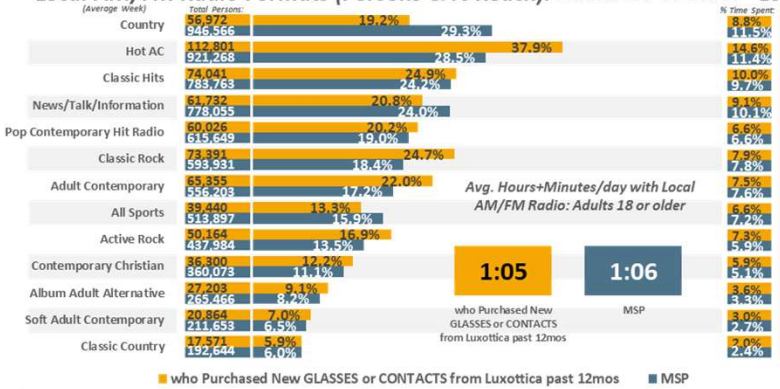
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

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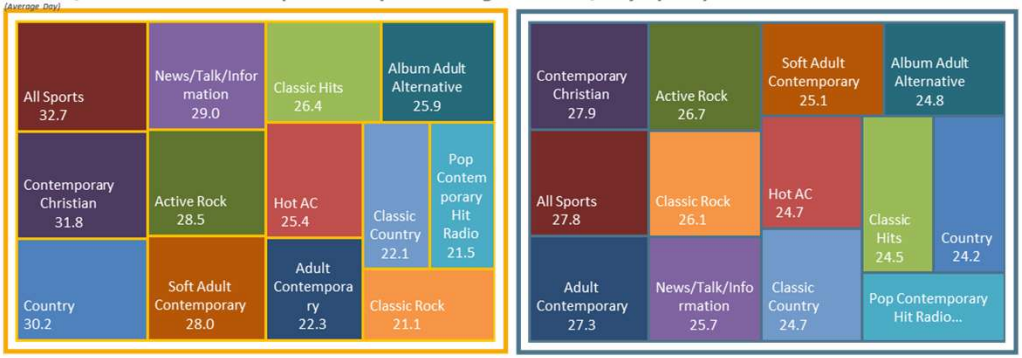
(Stores bought glasses/contacts for self past 12 months: LensCrafters OR Stores bought glasses/contacts for self past 12 months: Pearle Vision OR Stores bought glasses/contacts for self past 12 months: Target Optical)

277,650 or 81.6% of Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Hot AC, Classic Hits, Classic Rock, Adult Contemporary, and Pop Contemporary Hit Radio.

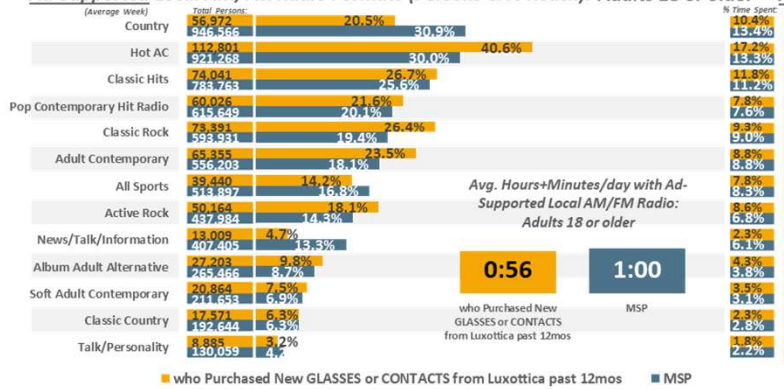
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



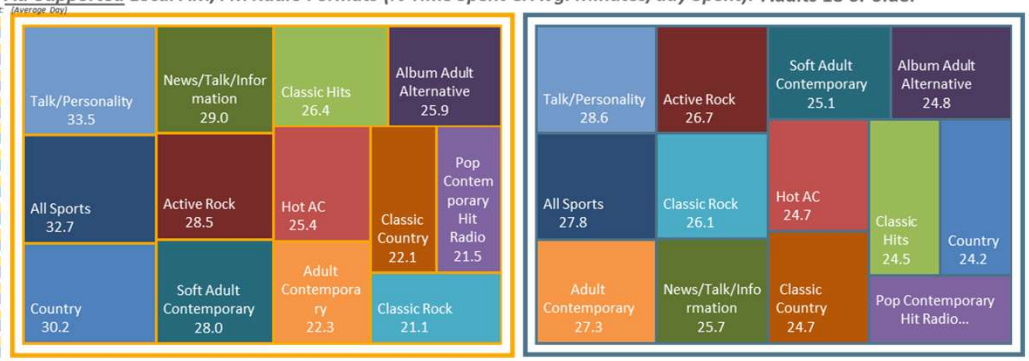
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 201

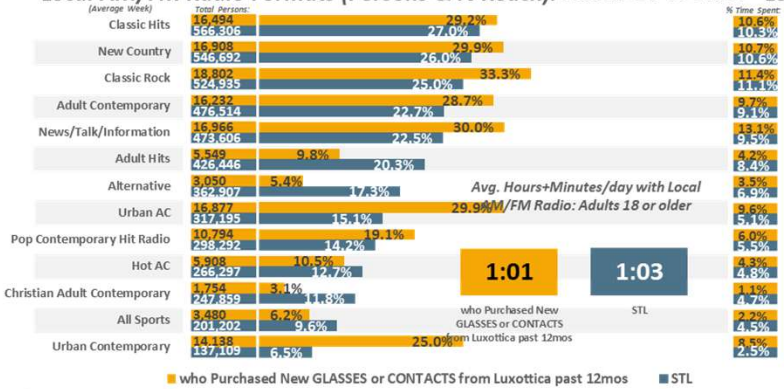
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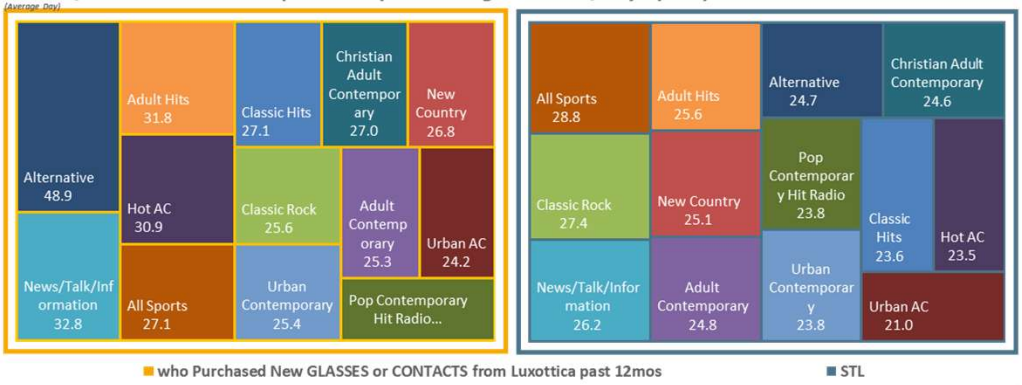
(Stores bought glasses/contacts for self past 12 months: LensCrafters OR Stores bought glasses/contacts for self past 12 months: Pearle Vision OR Stores bought glasses/contacts for self past 12 months: Target Optical)

54,485 or 79.7% of Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Rock, New Country, Urban AC, Classic Hits, and Adult Contemporary.

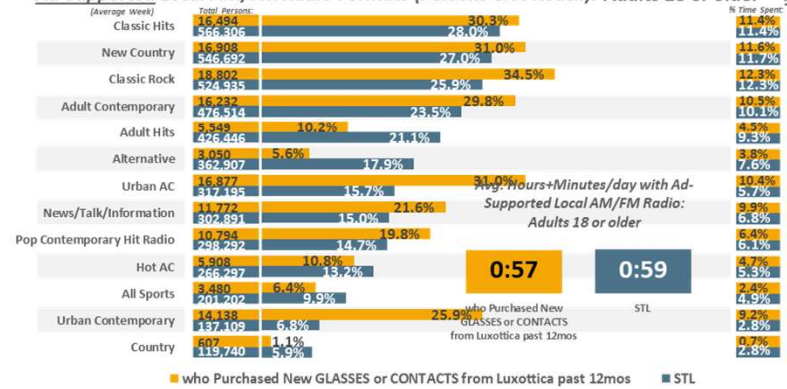
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



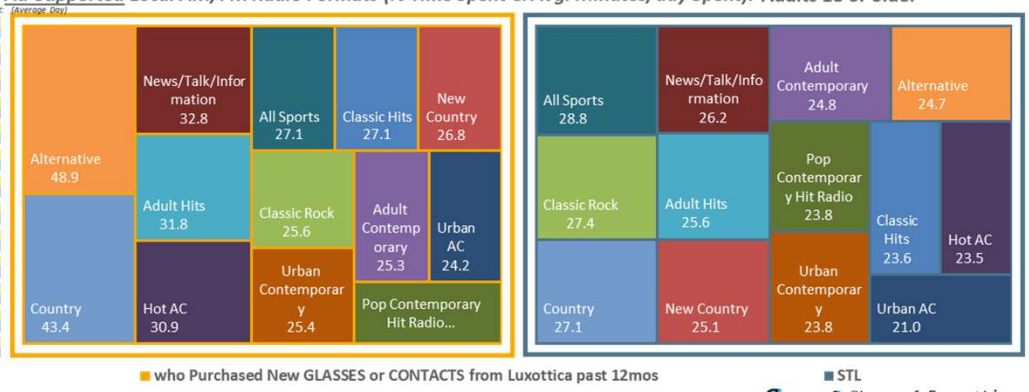
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 66

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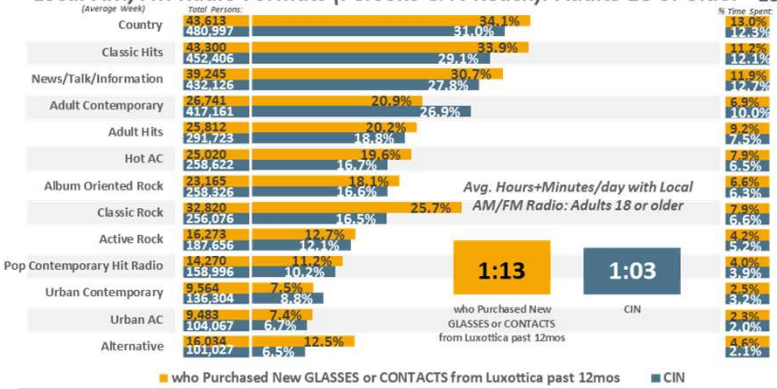
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(Stores bought glasses/contacts for self past 12 months: LensCrafters OR Stores bought glasses/contacts for self past 12 months: Pearle Vision OR Stores bought glasses/contacts for self past 12 months: Target Optical)

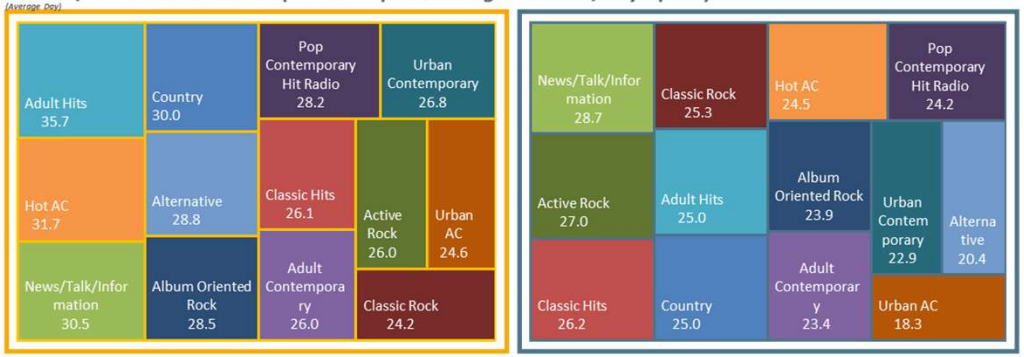
LensCrafters · Pearle Vision · Target Optical · CIN

122,609 or 76.4% of Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Classic Hits, Classic Rock, News/Talk/Information, and Adult Contemporary.

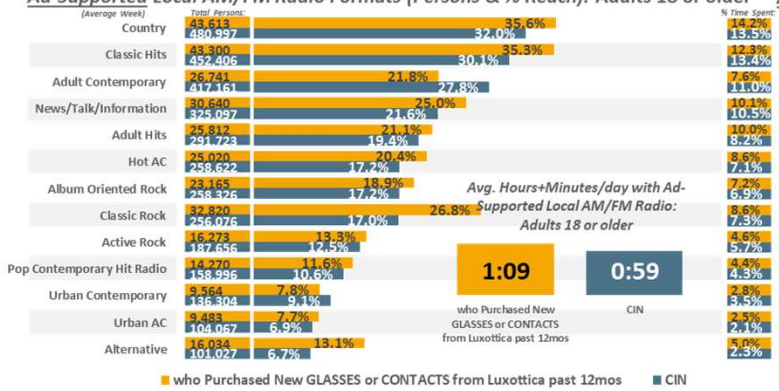
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



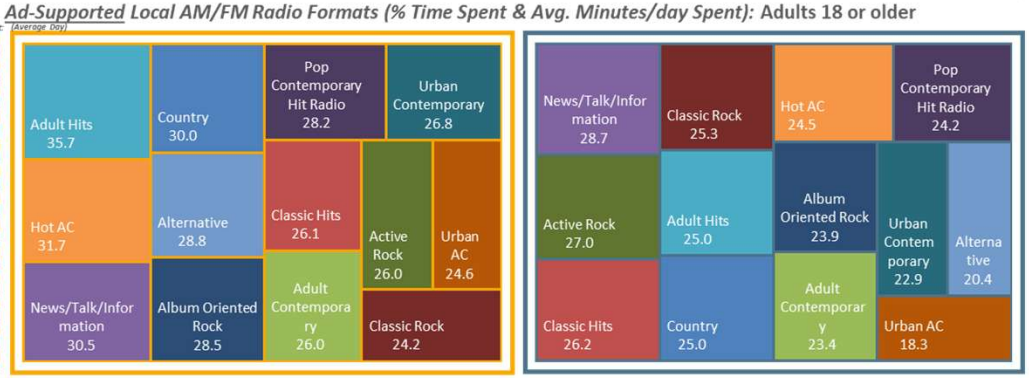
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 188

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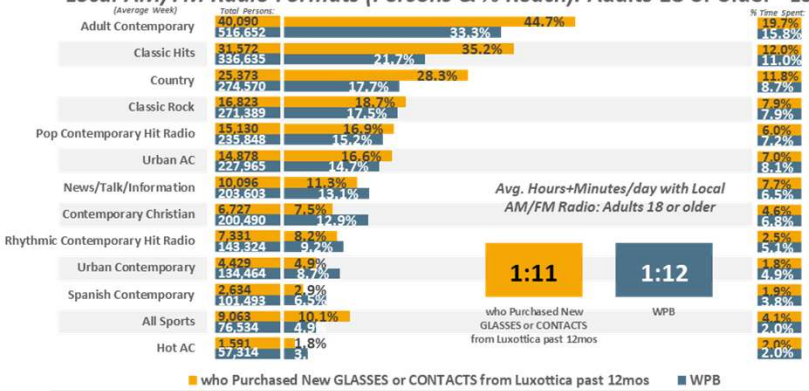
soefa.ai Share of Everything for Anything

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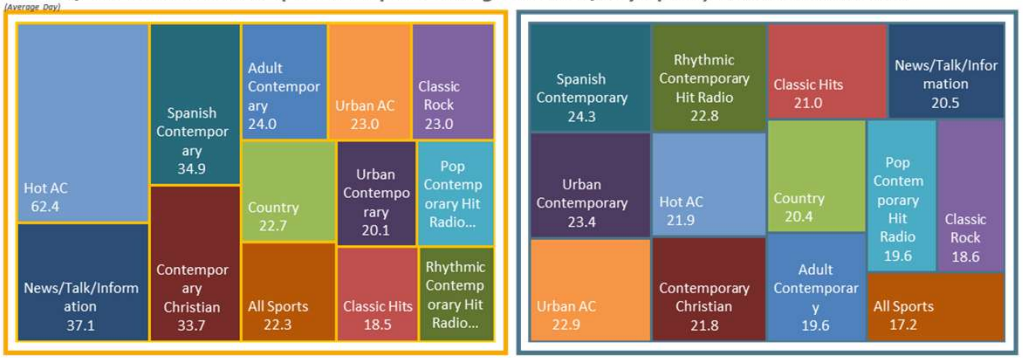
LensCrafters | Pearle Vision | Target Optical — EssilorLuxottica — **WPB**

87,629 or 85.3% of Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica 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.

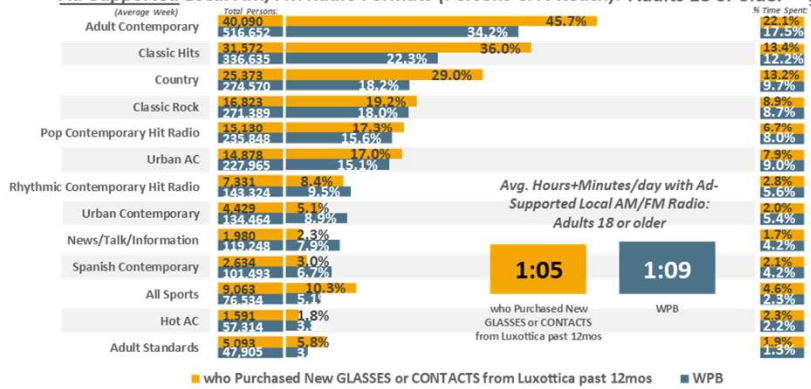
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



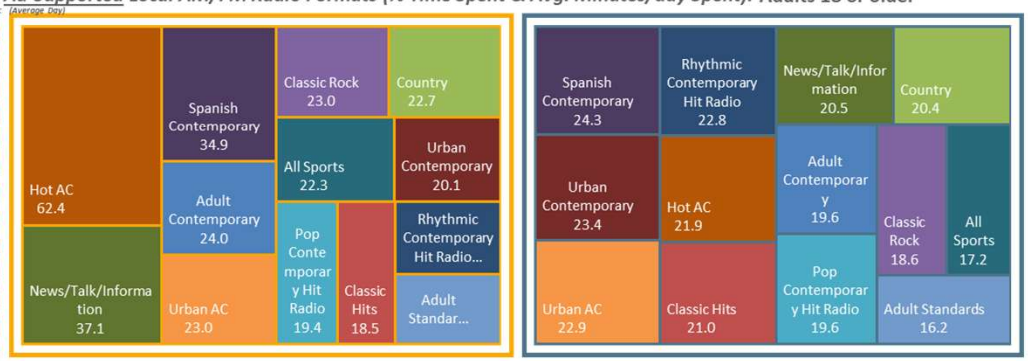
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WPB DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 134

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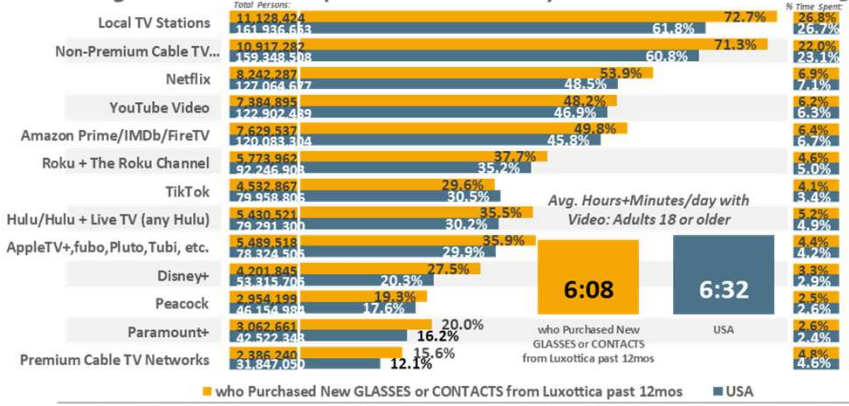
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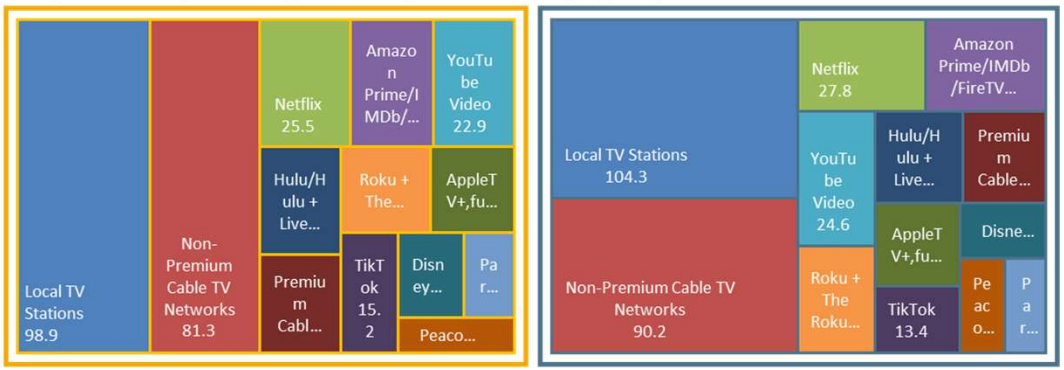
LensCrafters · Pearle Vision · Target Optical · USA

10,858,950 or 70.9% of Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos watch Ad-Supported Local TV Stations for an average of 90.7 minutes every day representing 30.5% of all time spent daily with Ad-Supported Video.

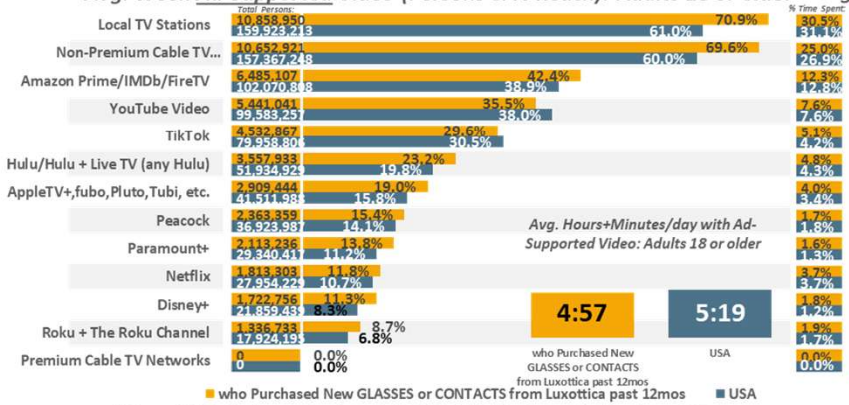
Avg. Week All Video (Persons & % Reach): Adults 18 or older



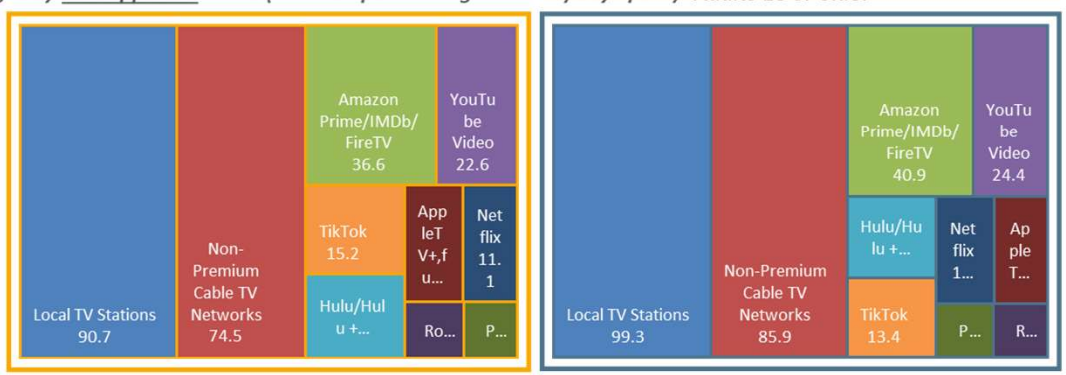
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 1,523

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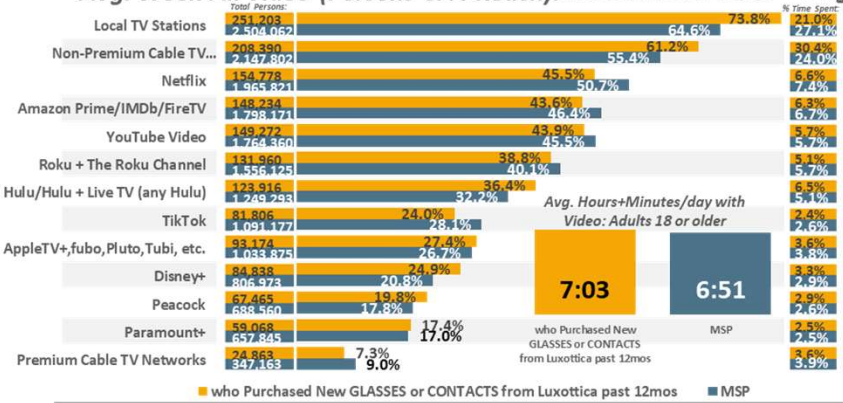
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

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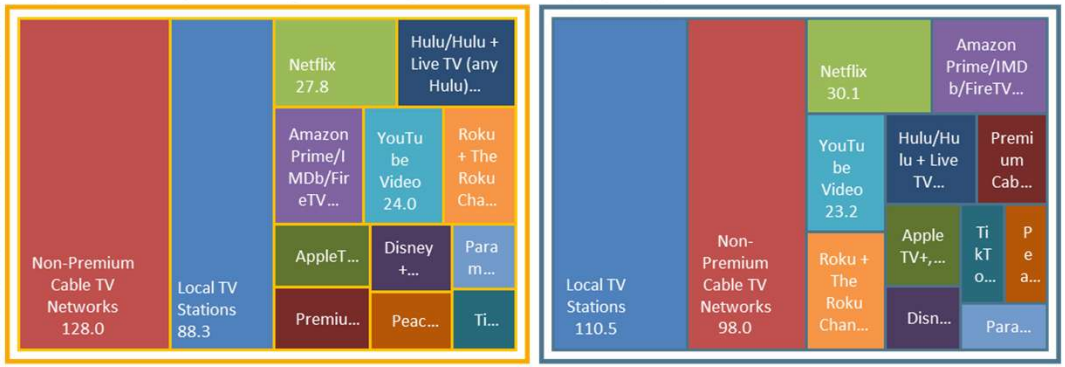
(Stores bought glasses/contacts for self past 12 months: LensCrafters OR Stores bought glasses/contacts for self past 12 months: Pearle Vision OR Stores bought glasses/contacts for self past 12 months: Target Optical)

246,947 or 72.6% of Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos watch Ad-Supported Local TV Stations for an average of 81.2 minutes every day representing 23.7% of all time spent daily with Ad-Supported Video.

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

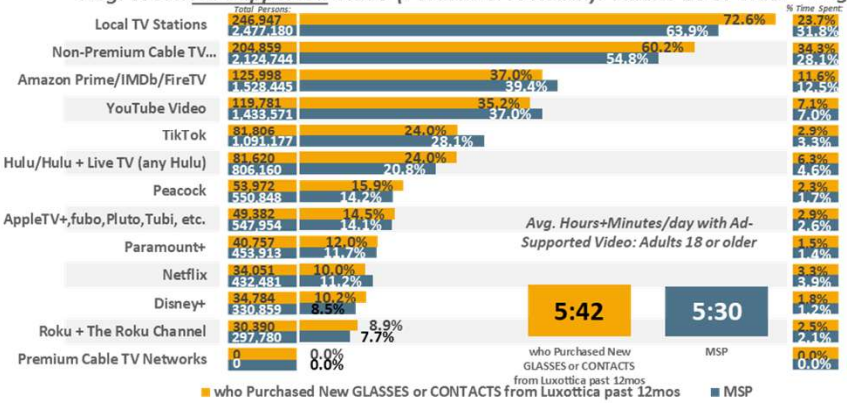


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

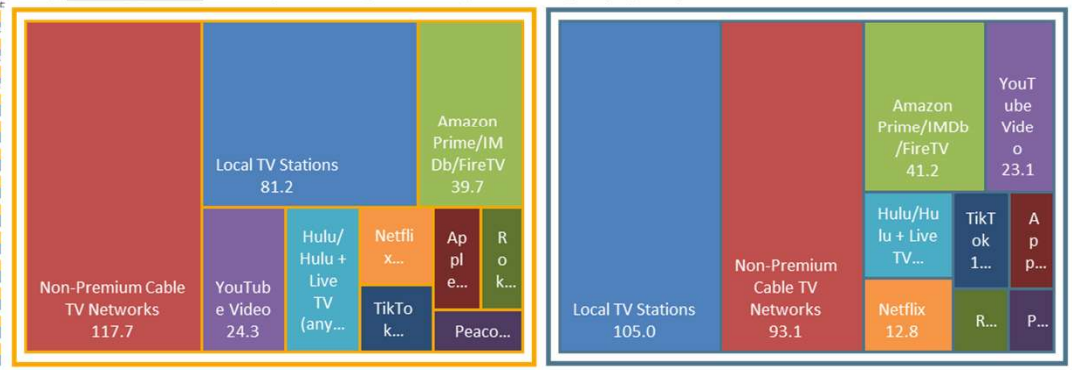


who Purchased New GLASSES or CONTACTS from Luxottica past 12mos ■ MSP

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



who Purchased New GLASSES or CONTACTS from Luxottica past 12mos ■ MSP

MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 201

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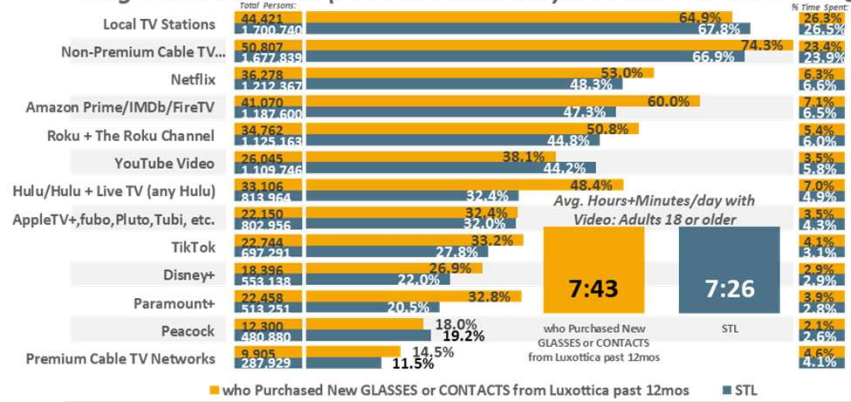
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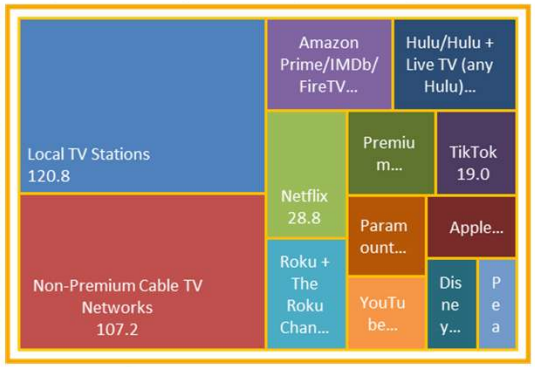
LensCrafters · Pearle Vision · Target Optical · EssilorLuxottica — STL

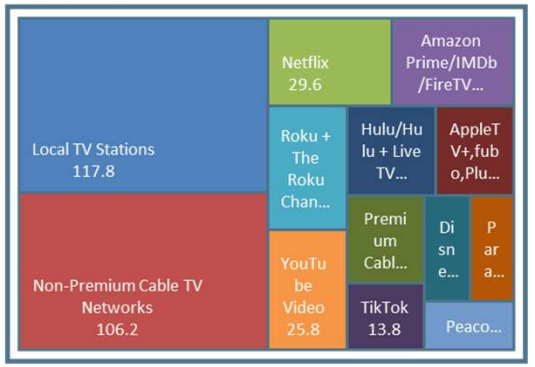
43,093 or 63.% of Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos watch Ad-Supported Local TV Stations for an average of 113.3 minutes every day representing 30.4% of all time spent daily with Ad-Supported Video.

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

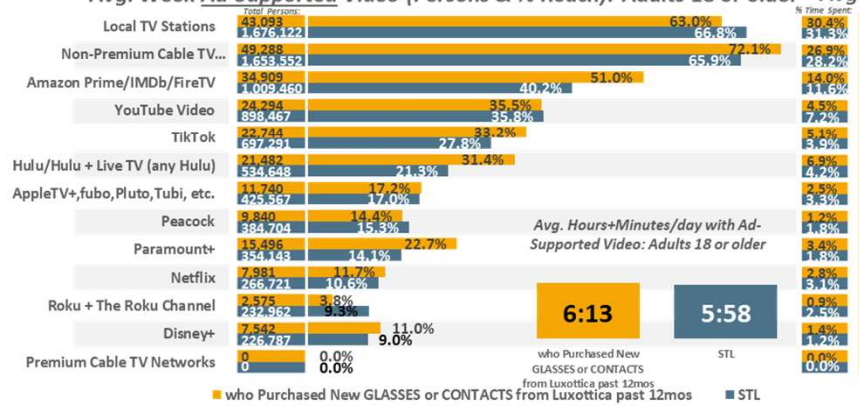


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

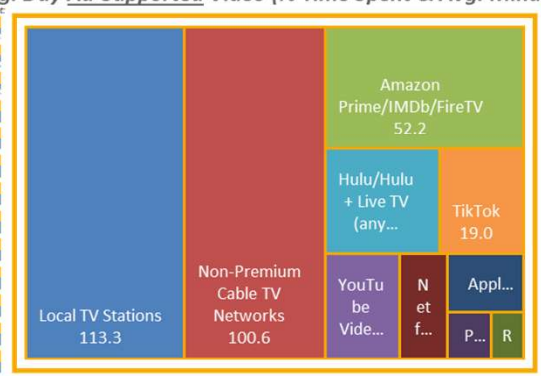


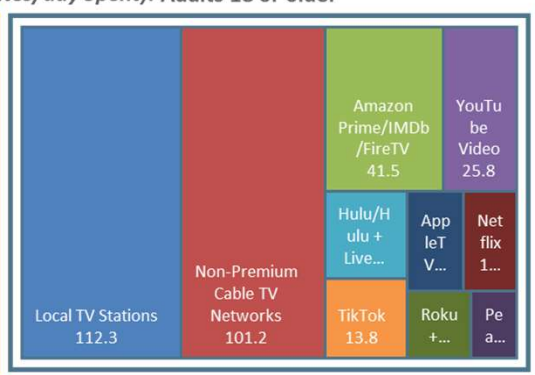


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 66

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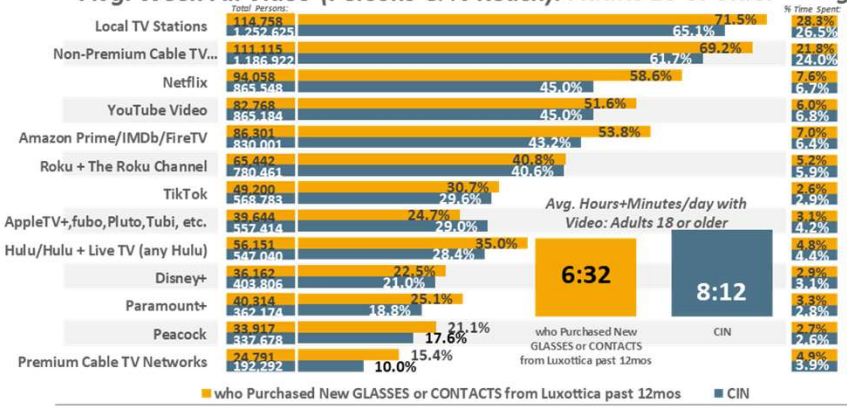
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(Stores bought glasses/contacts for self past 12 months: LensCrafters OR Stores bought glasses/contacts for self past 12 months: Pearle Vision OR Stores bought glasses/contacts for self past 12 months: Target Optical)

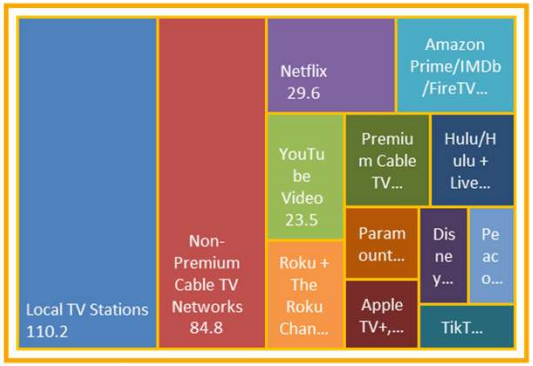
LensCrafters · Pearle Vision · Optical · EssilorLuxottica — CIN

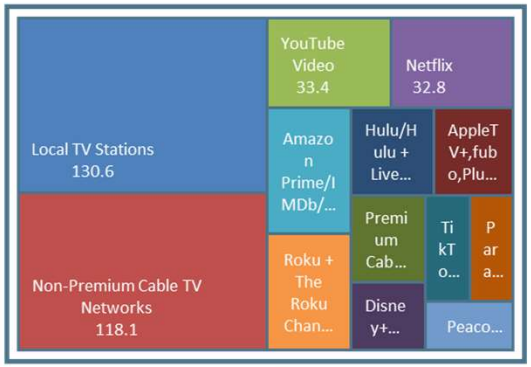
112,776 or 70.3% of Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos watch Ad-Supported Local TV Stations for an average of 105.4 minutes every day representing 33.5% of all time spent daily with Ad-Supported Video.

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

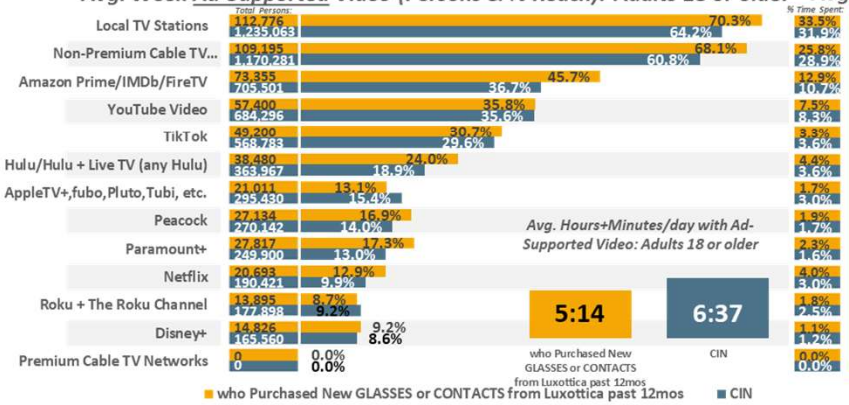


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

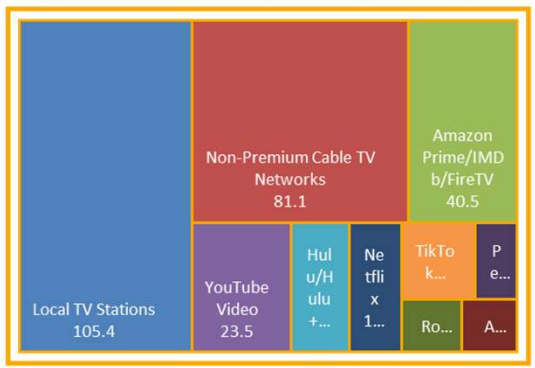


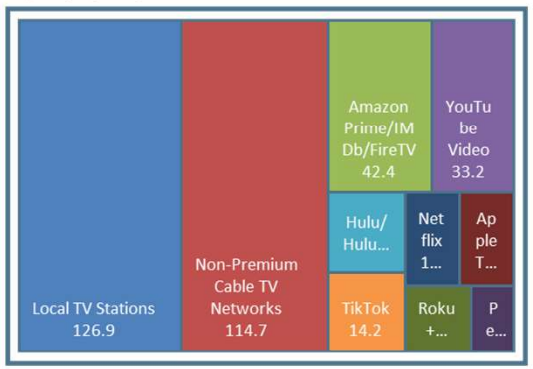


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 188

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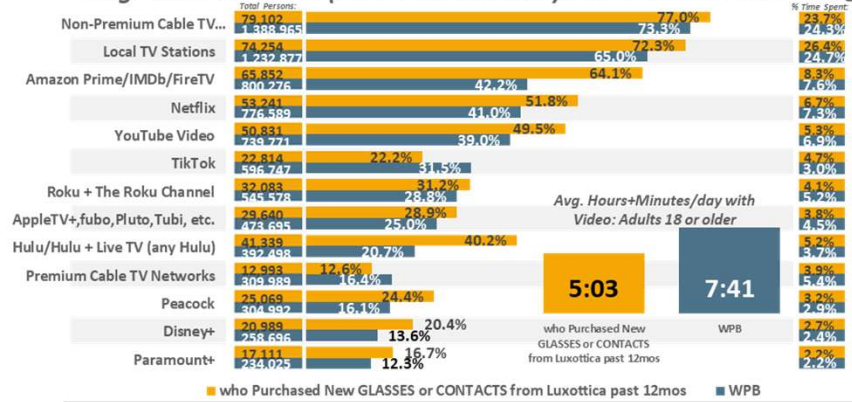
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(Stores bought glasses/contacts for self past 12 months: LensCrafters OR Stores bought glasses/contacts for self past 12 months: Pearle Vision OR Stores bought glasses/contacts for self past 12 months: Target Optical)

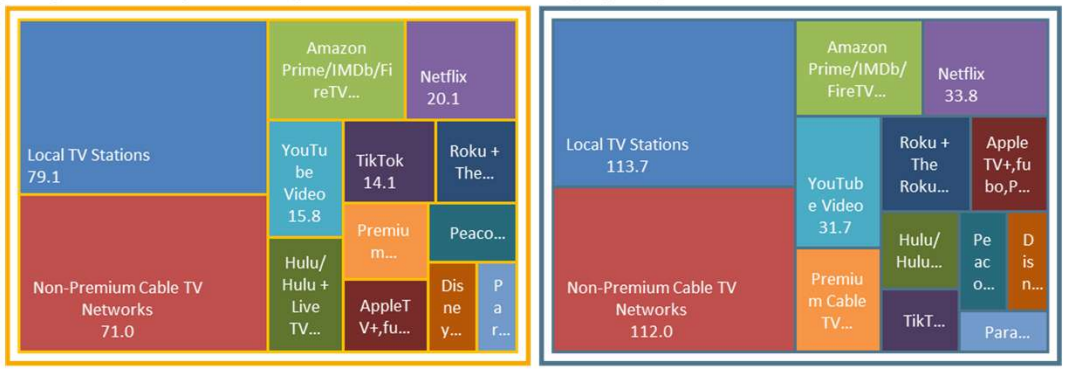
LensCrafters · Pearle Vision · Target Optical · EssilorLuxottica · WPB

73,810 or 71.9% of Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos watch Ad-Supported Local TV Stations for an average of 76.3 minutes every day representing 30.6% of all time spent daily with Ad-Supported Video.

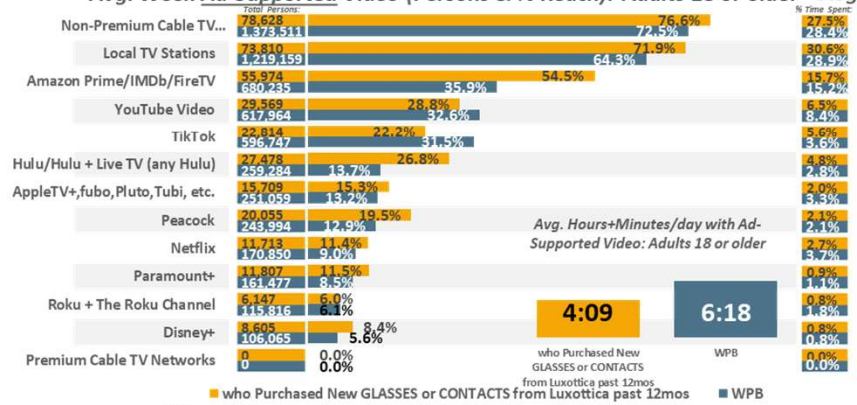
Avg. Week All Video (Persons & % Reach): Adults 18 or older



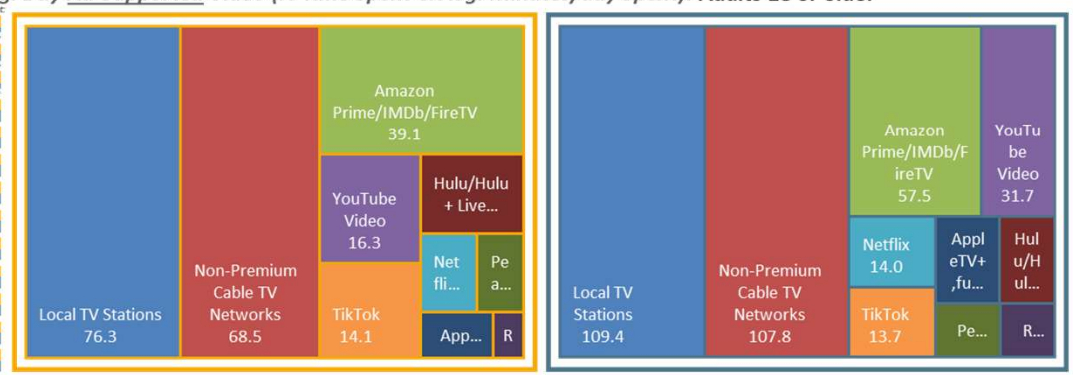
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 134

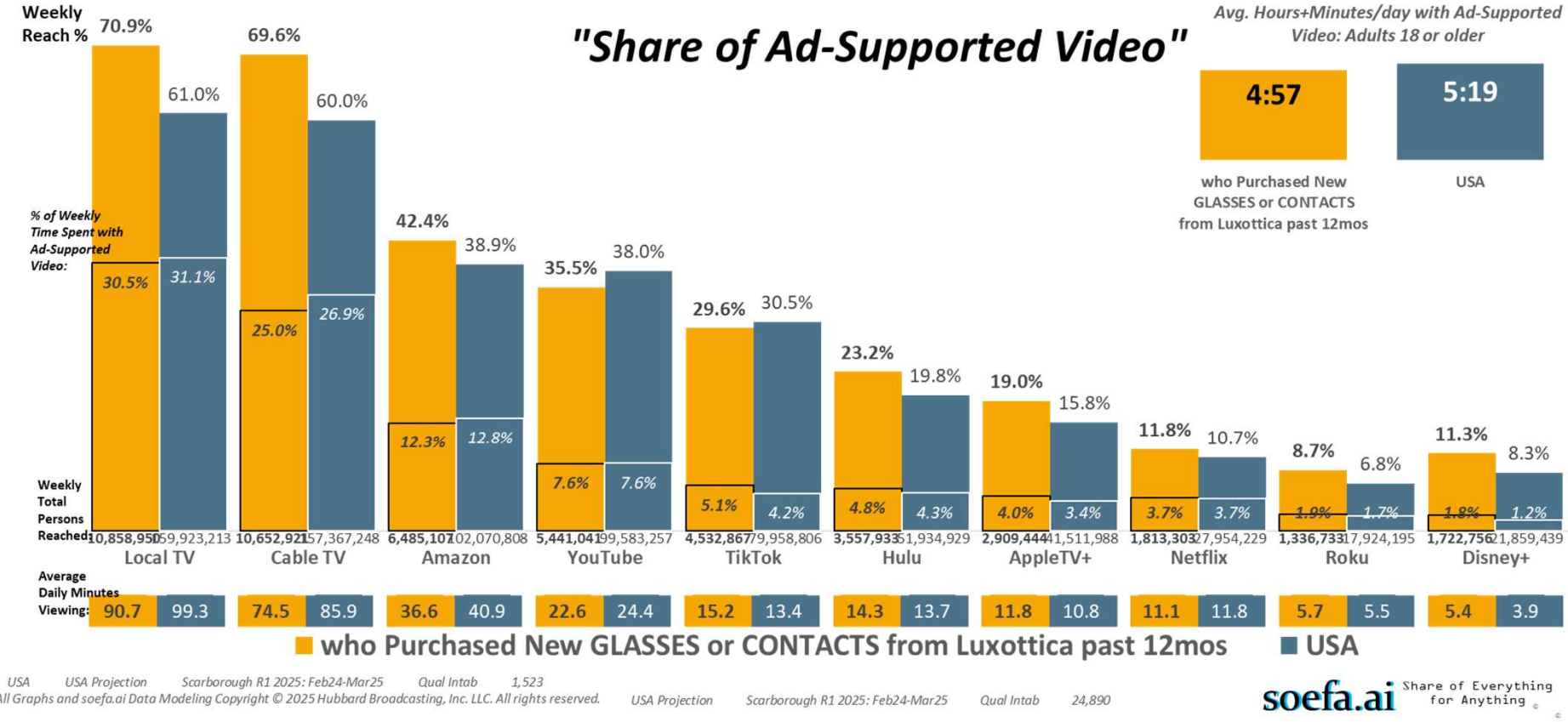
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LensCrafters · Pearle Vision · Target Optical · USA

10,858,950 or 70.9% of Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos watch Ad-Supported Local TV Stations for an average of 90.7 minutes every day representing 30.5% of all time spent daily with Ad-Supported Video.



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 1,523

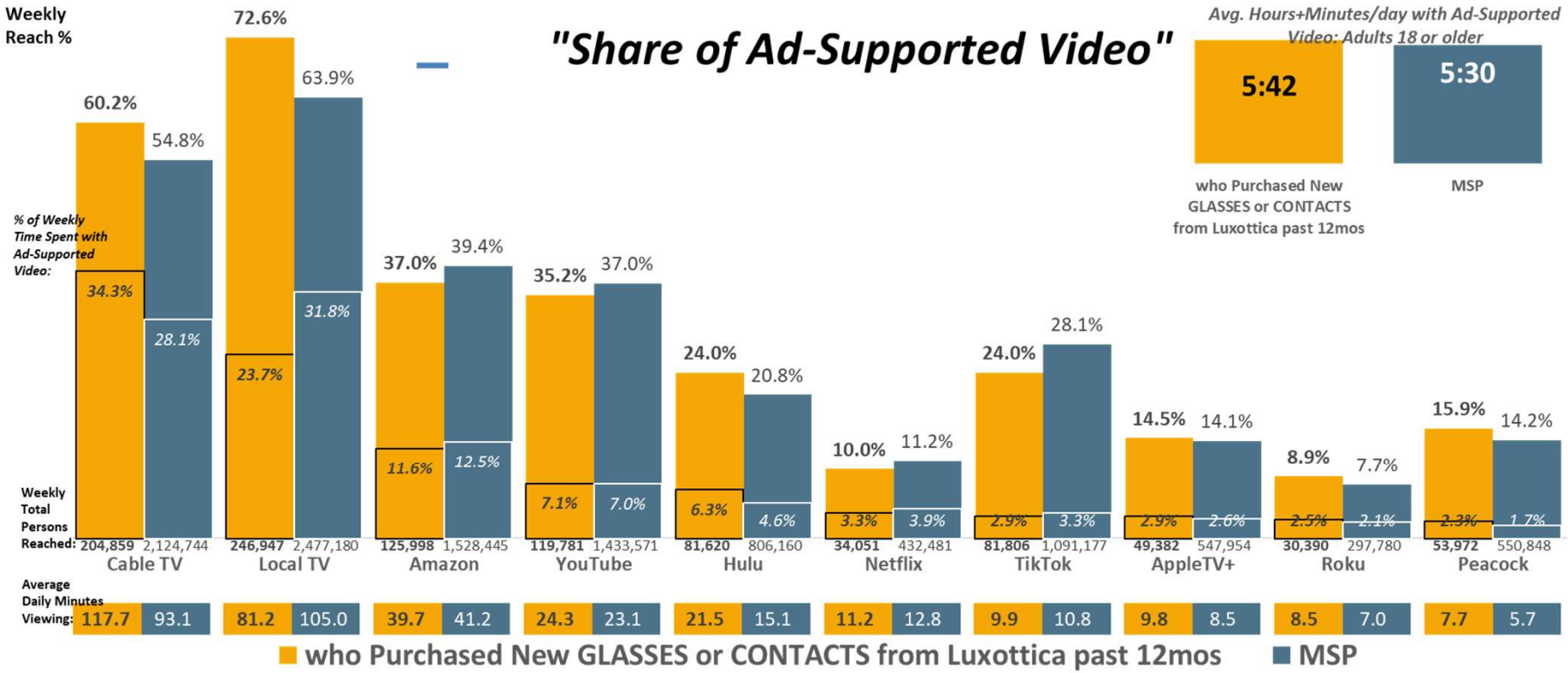
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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

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(Stores bought glasses/contacts for self past 12 months: LensCrafters OR Stores bought glasses/contacts for self past 12 months: Pearle Vision OR Stores bought glasses/contacts for self past 12 months: Target Optical)

246,947 or 72.6% of Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos watch Ad-Supported Local TV Stations for an average of 81.2 minutes every day representing 23.7% of all time spent daily with Ad-Supported Video.



MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 201 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,105

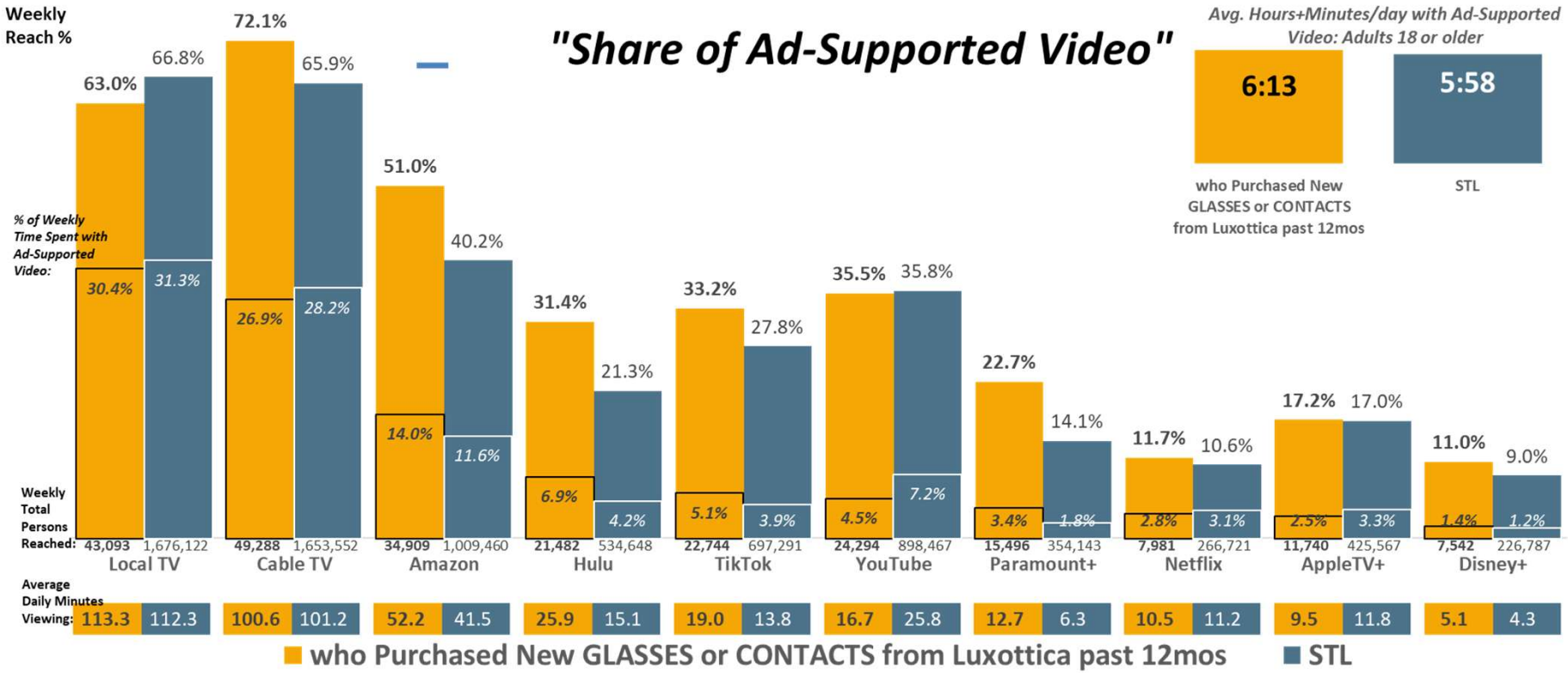
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(Stores bought glasses/contacts for self past 12 months: LensCrafters OR Stores bought glasses/contacts for self past 12 months: Pearle Vision OR Stores bought glasses/contacts for self past 12 months: Target Optical)

LensCrafters · Pearle Vision · Target Optical · STL

43,093 or 63.% of Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos watch Ad-Supported Local TV Stations for an average of 113.3 minutes every day representing 30.4% of all time spent daily with Ad-Supported Video.



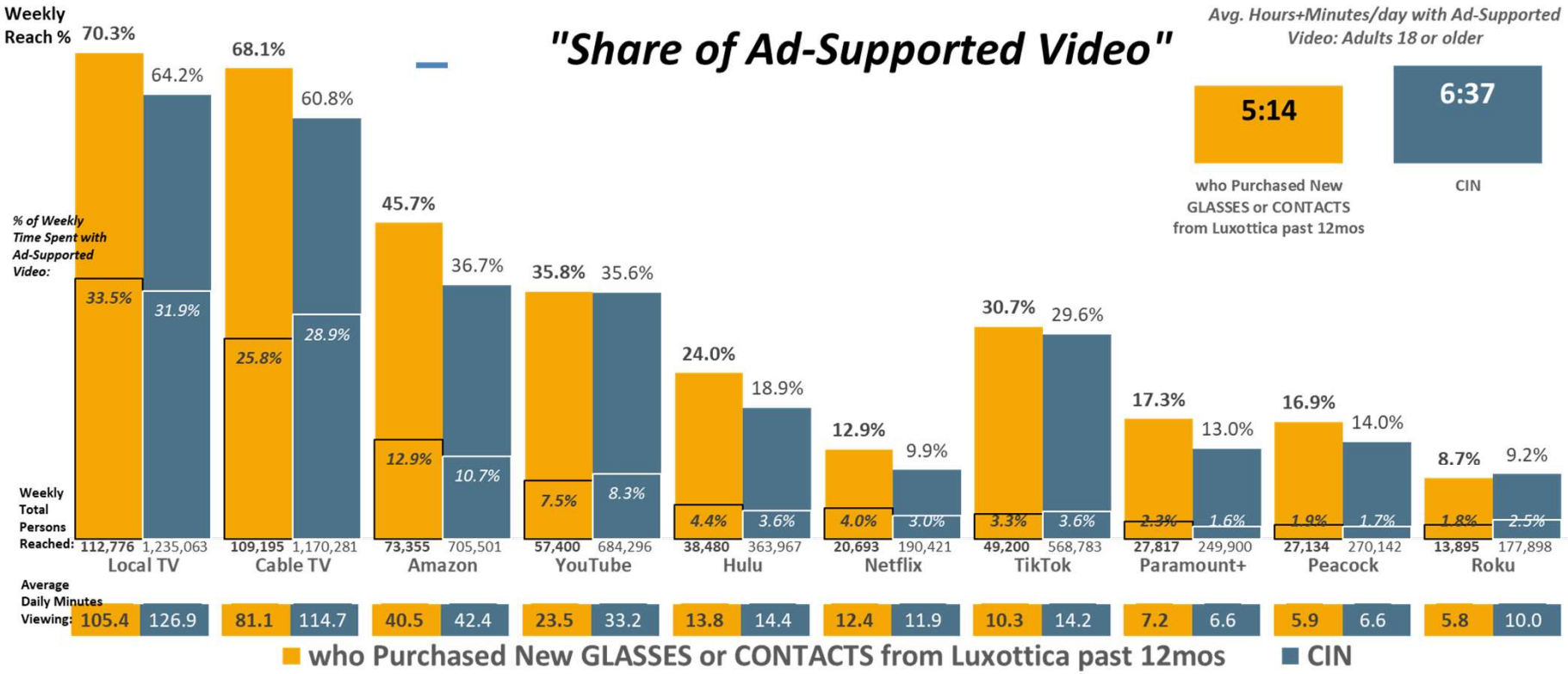
STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 66 ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,075

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112,776 or 70.3% of Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos watch Ad-Supported Local TV Stations for an average of 105.4 minutes every day representing 33.5% of all time spent daily with Ad-Supported Video.



CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 188 CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,996

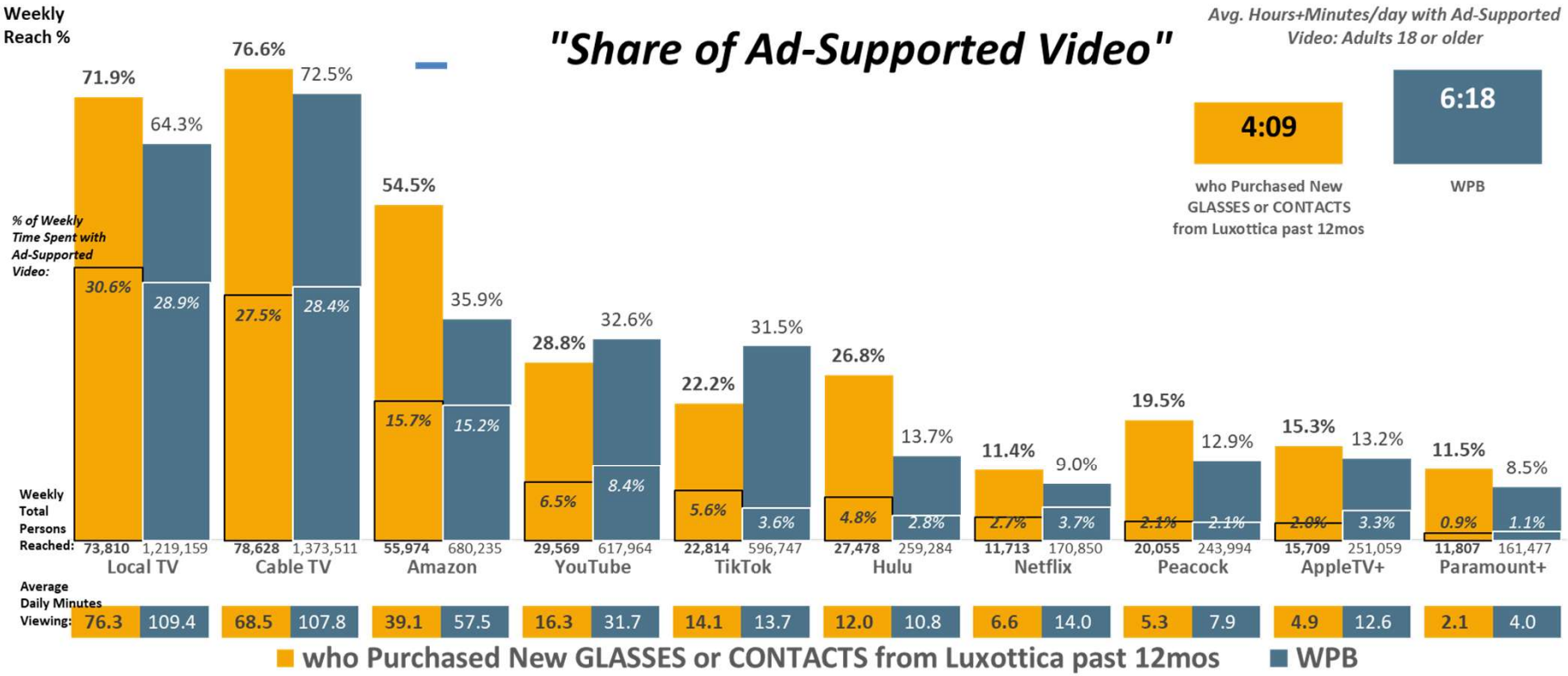
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LensCrafters · Pearle Vision · Target Optical · EssilorLuxottica — WPB

73,810 or 71.9% of Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos watch Ad-Supported Local TV Stations for an average of 76.3 minutes every day representing 30.6% of all time spent daily with Ad-Supported Video.



WPB DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 134 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2025: Aug24-Jan25 Qual Intab 2,630

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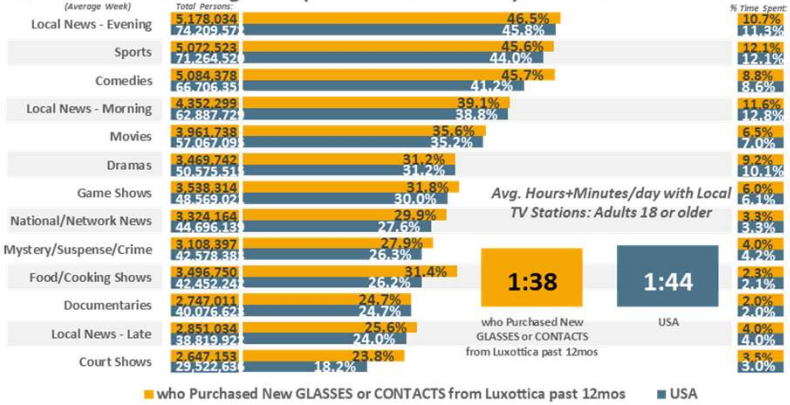
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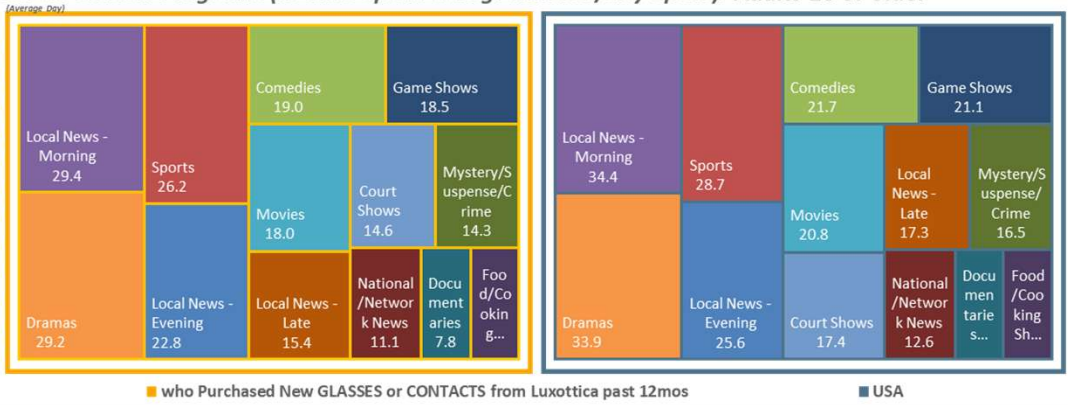
LensCrafters | Pearle Vision | Target Optical | EssilorLuxottica — USA

10,858,950 or 70.9% of Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Morning, Movies, and Game Shows.

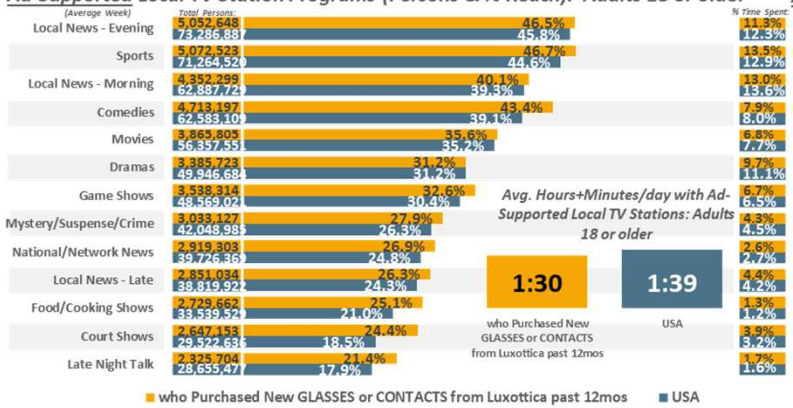
Local TV Station Programs (Persons & % Reach): Adults 18 or older



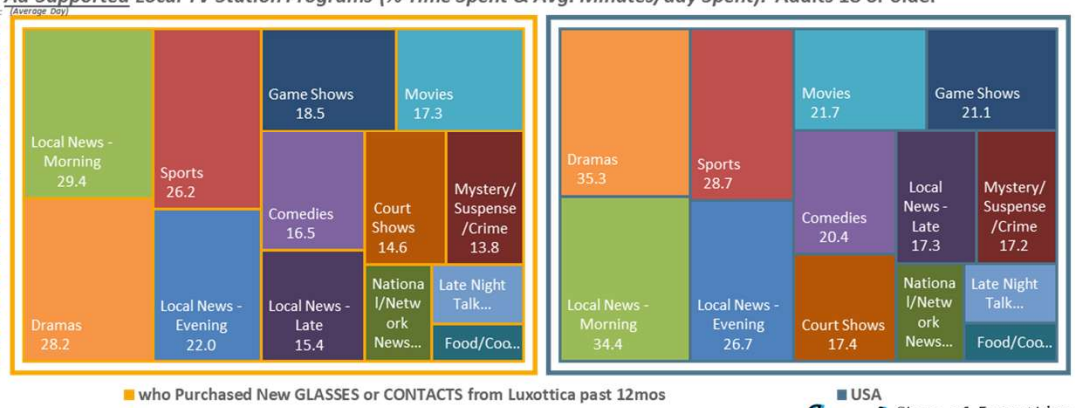
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 1,523

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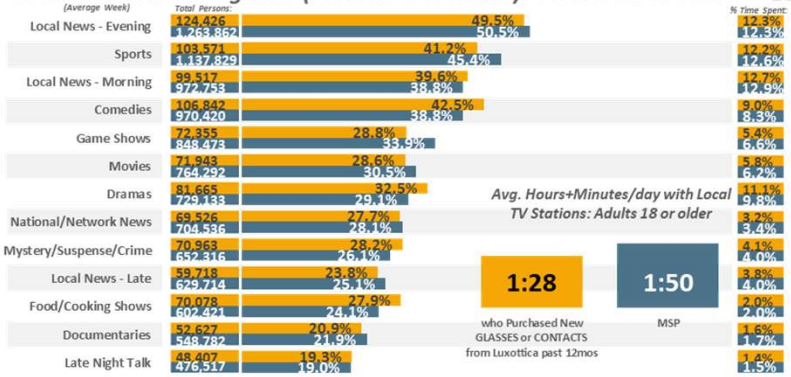
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

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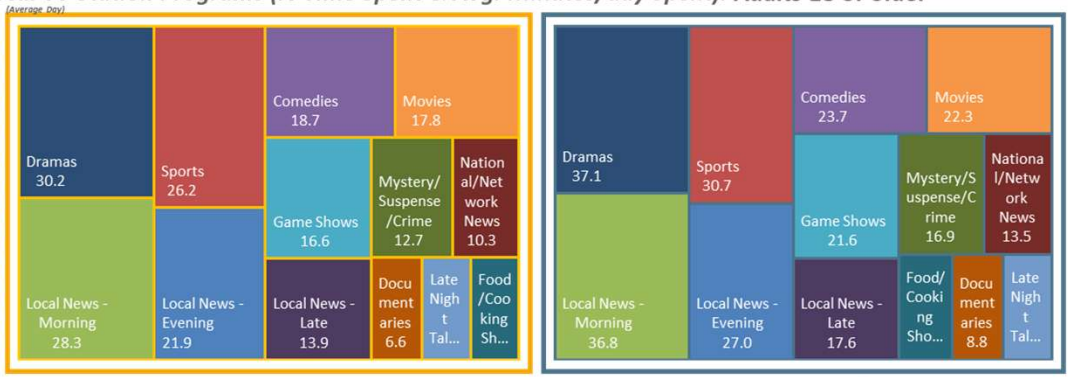
(Stores bought glasses/contacts for self past 12 months: LensCrafters OR Stores bought glasses/contacts for self past 12 months: Pearle Vision OR Stores bought glasses/contacts for self past 12 months: Target Optical)

246,947 or 72.6% of Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Comedies, Local News - Morning, Dramas, and Game Shows.

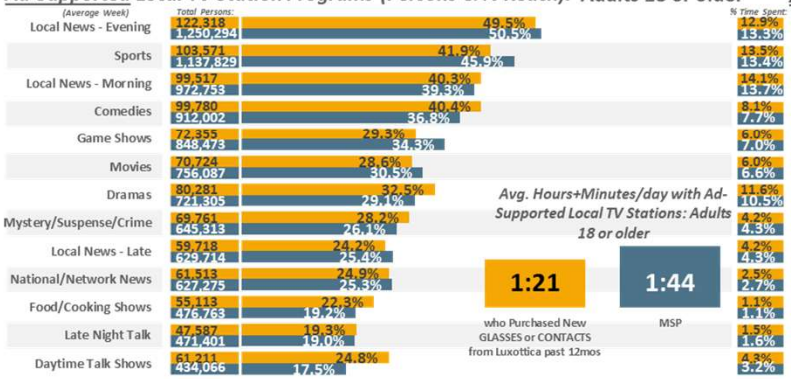
Local TV Station Programs (Persons & % Reach): Adults 18 or older



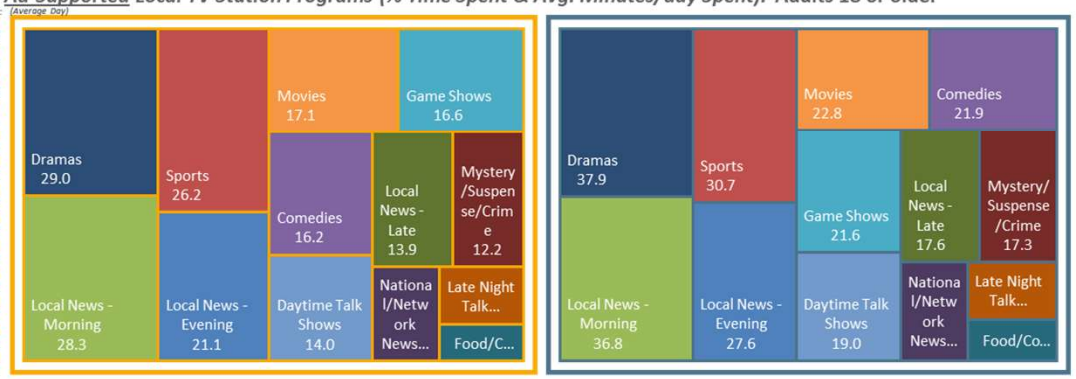
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 201

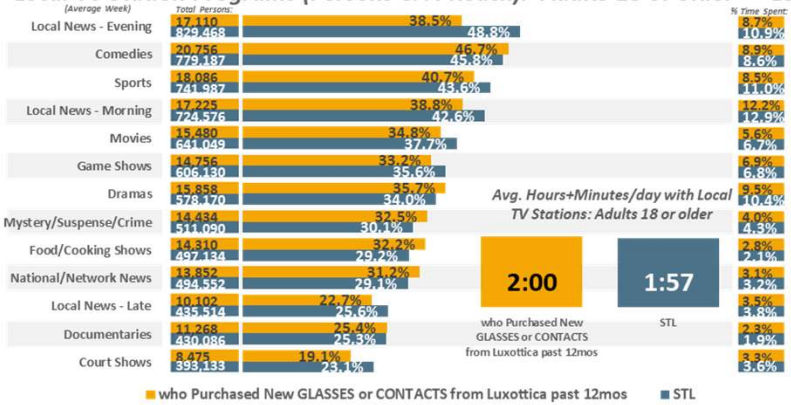
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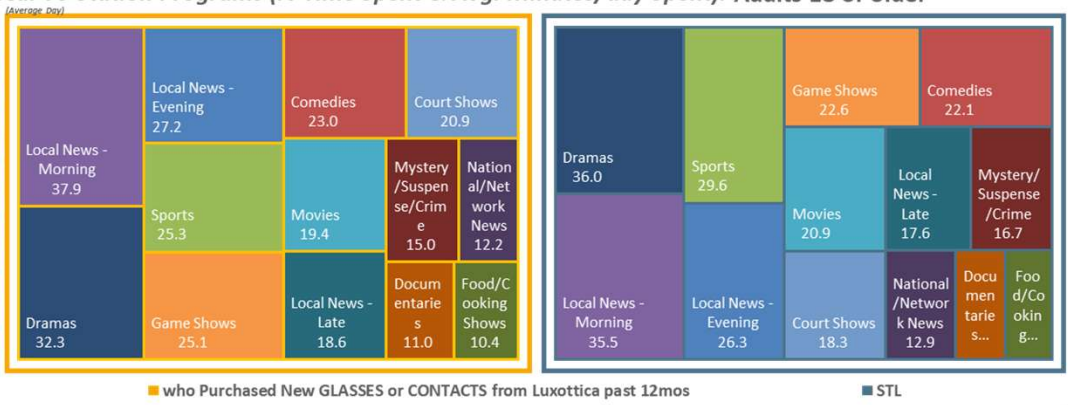
(Stores bought glasses/contacts for self past 12 months: LensCrafters OR Stores bought glasses/contacts for self past 12 months: Pearle Vision OR Stores bought glasses/contacts for self past 12 months: Target Optical)

43,093 or 63.% of Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Sports, Local News - Morning, Local News - Evening, Dramas, and Movies.

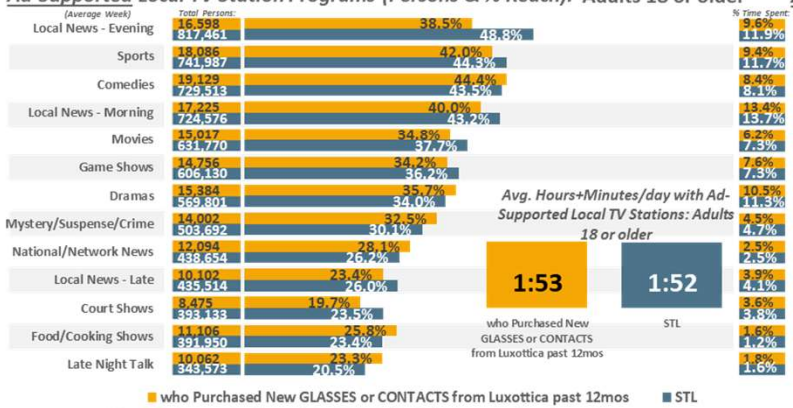
Local TV Station Programs (Persons & % Reach): Adults 18 or older



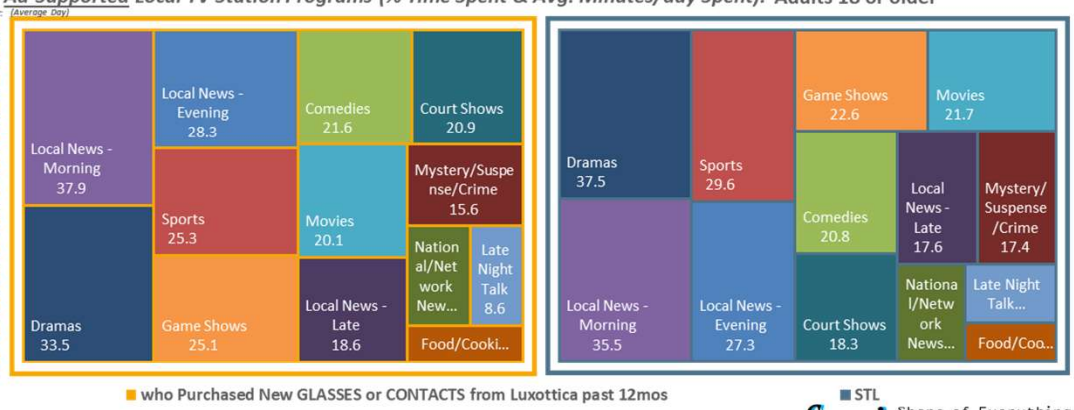
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 66

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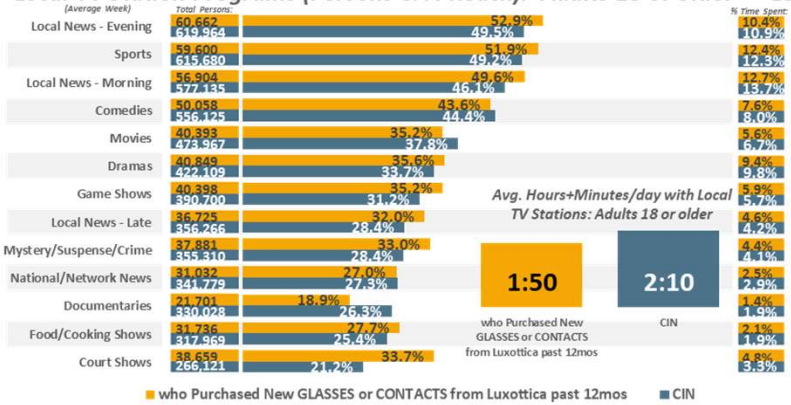
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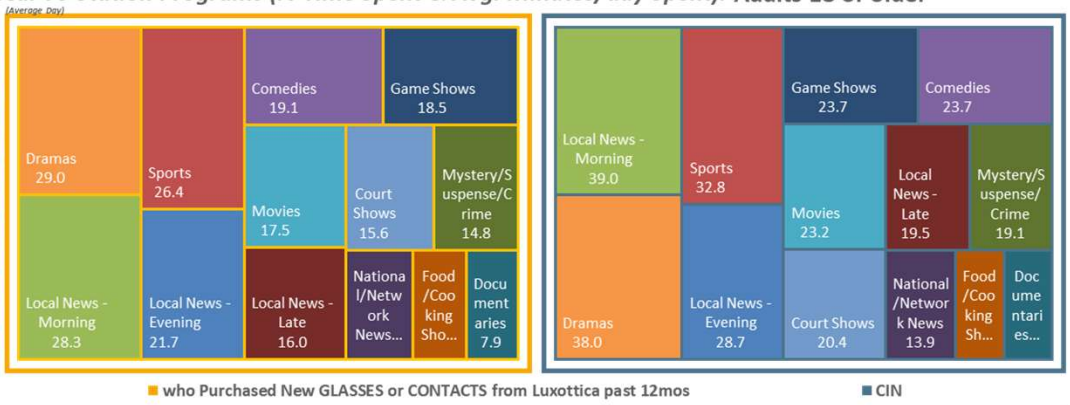
LensCrafters | Pearle Vision | Target Optical | EssilorLuxottica | CIN

112,776 or 70.3% of Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Local News - Morning, Comedies, Game Shows, and Dramas.

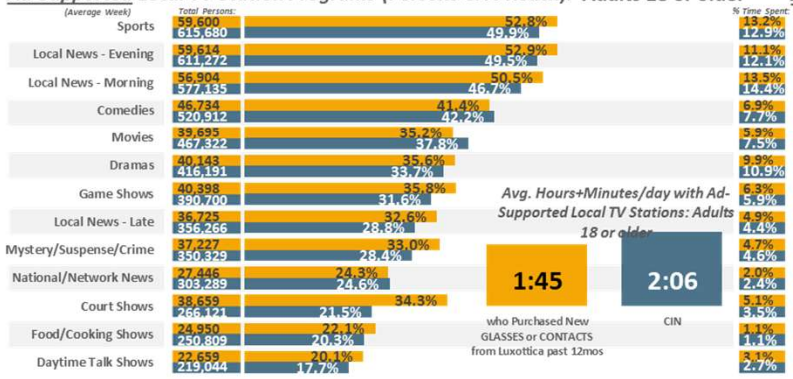
Local TV Station Programs (Persons & % Reach): Adults 18 or older



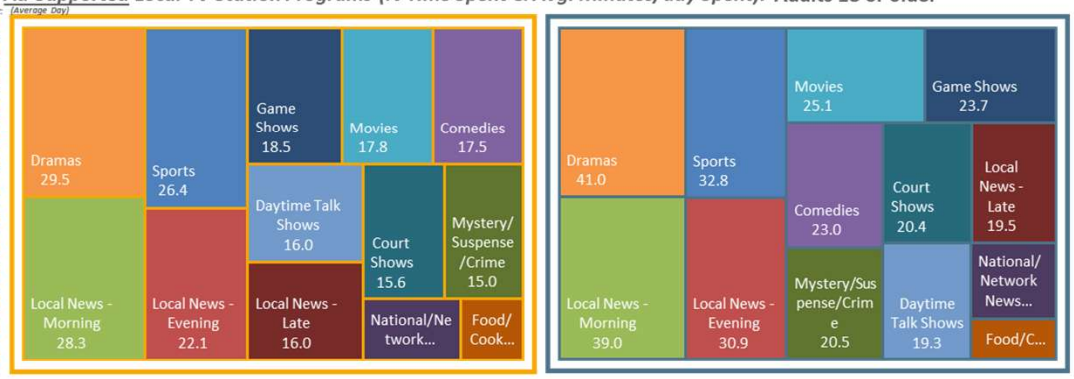
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 188

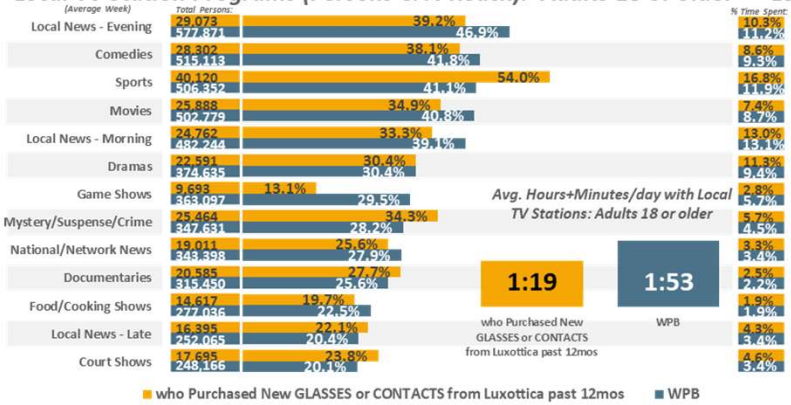
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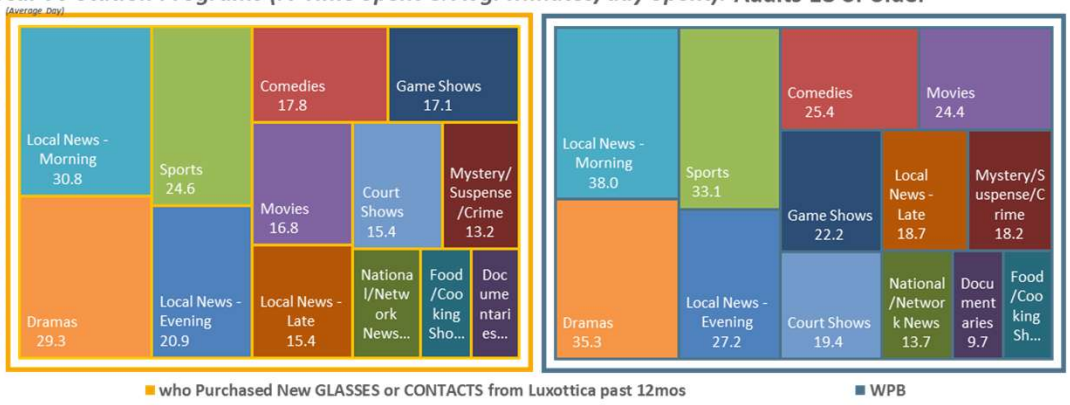
(Stores bought glasses/contacts for self past 12 months: LensCrafters OR Stores bought glasses/contacts for self past 12 months: Pearle Vision OR Stores bought glasses/contacts for self past 12 months: Target Optical)

73,810 or 71.9% of Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Movies, Mystery/Suspense/Crime, and Local News - Mor

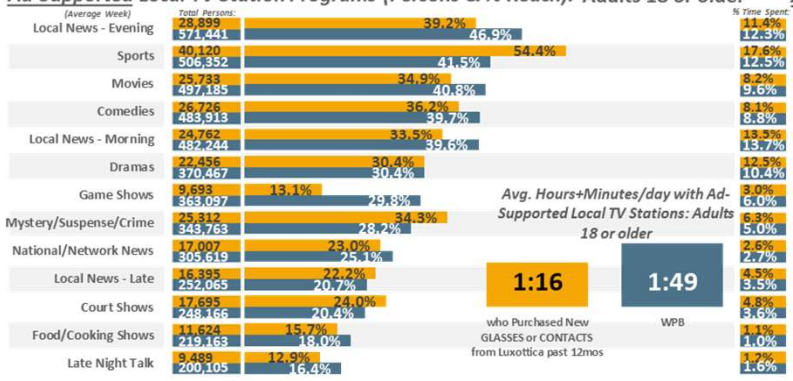
Local TV Station Programs (Persons & % Reach): Adults 18 or older



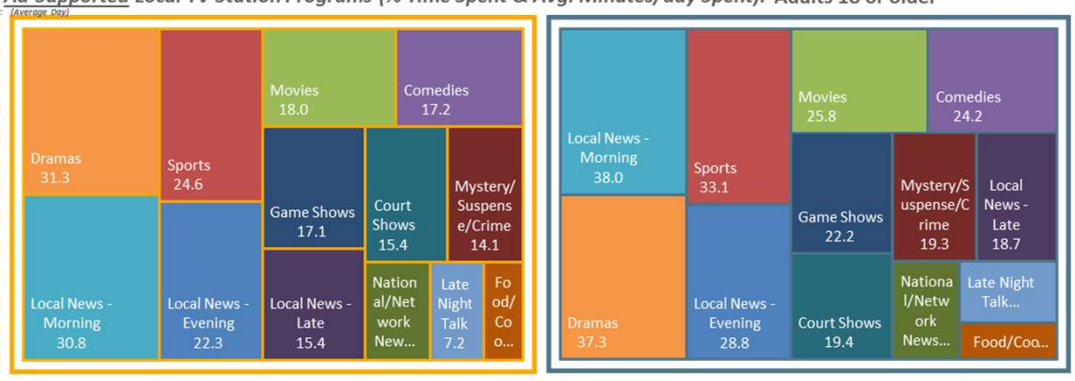
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 R1 2025: Jan24-Jan25 Qual Intab 134

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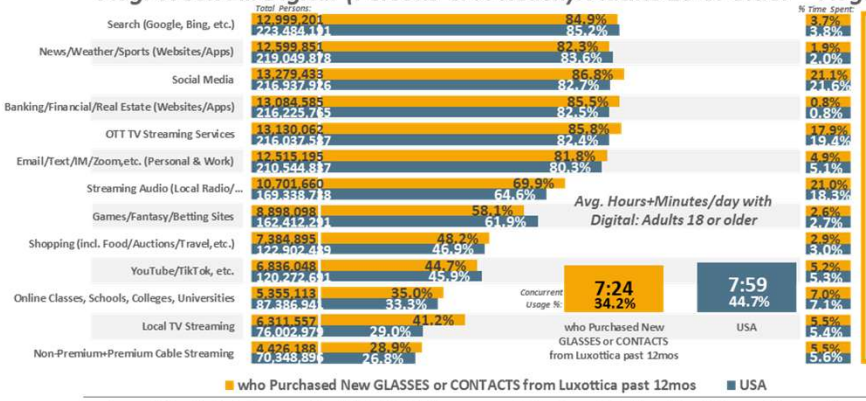
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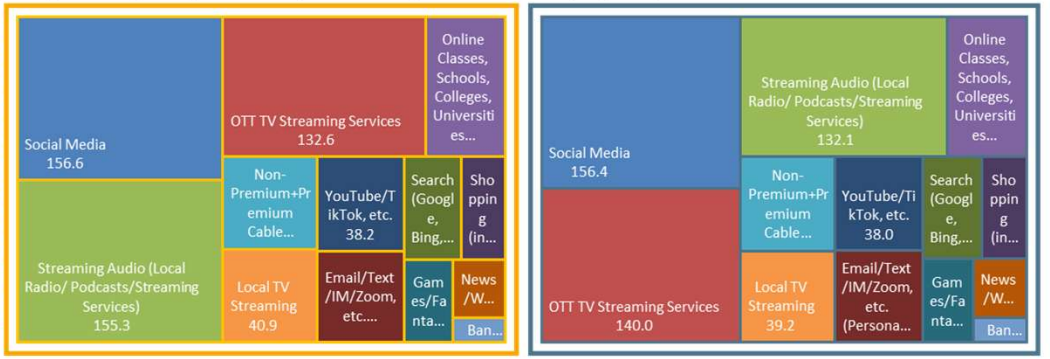
LensCrafters · Pearle Vision · Target Optical · EssilorLuxottica — USA

11,837,699 or 77.3% of Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos use Ad-Supported Social Media for an average of 139.6 minutes every day representing 25.8% of all time spent daily with Ad-Supported Digital Media.

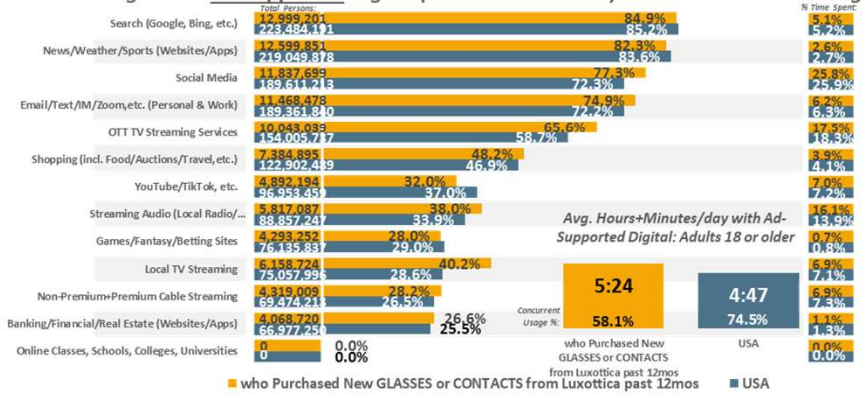
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



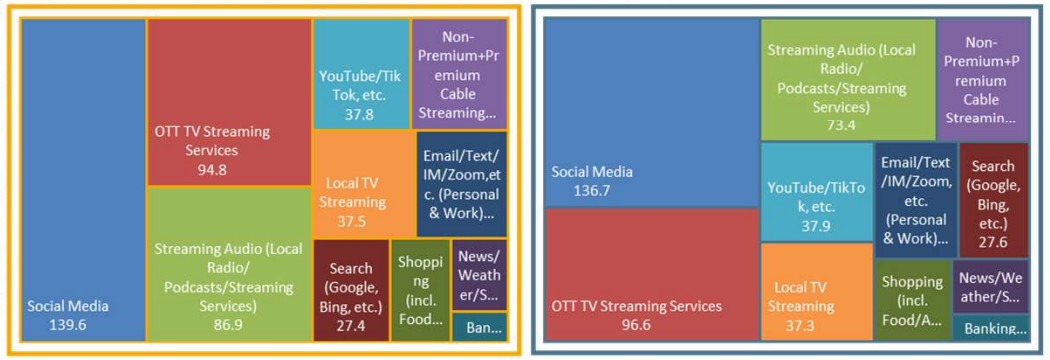
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 1,523

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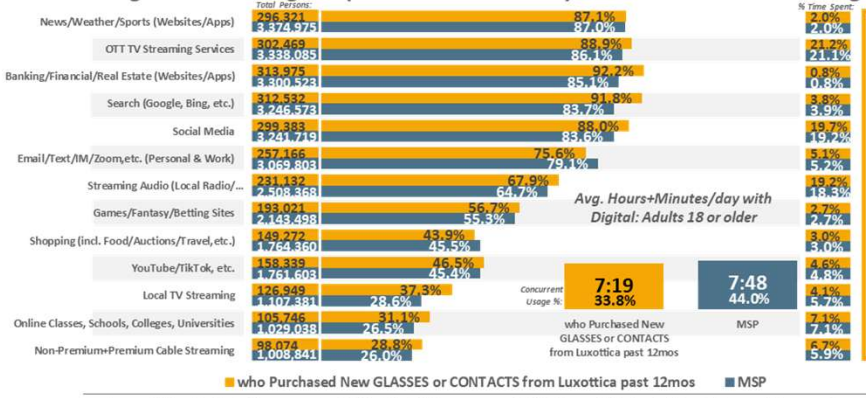
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

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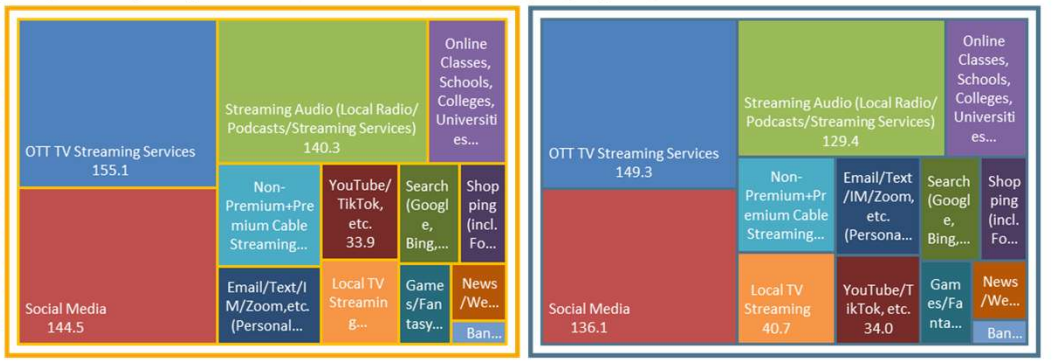
(Stores bought glasses/contacts for self past 12 months: LensCrafters OR Stores bought glasses/contacts for self past 12 months: Pearle Vision OR Stores bought glasses/contacts for self past 12 months: Target Optical)

268,409 or 78.9% of Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos use Ad-Supported Social Media for an average of 129.6 minutes every day representing 24.6% of all time spent daily with Ad-Supported Digital Media.

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

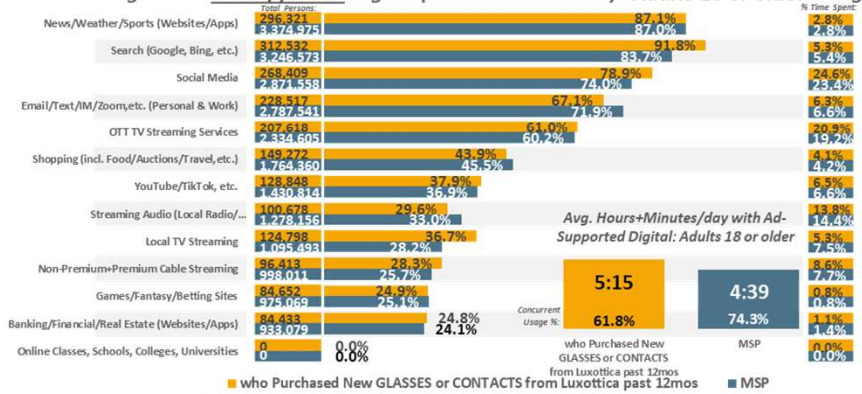


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

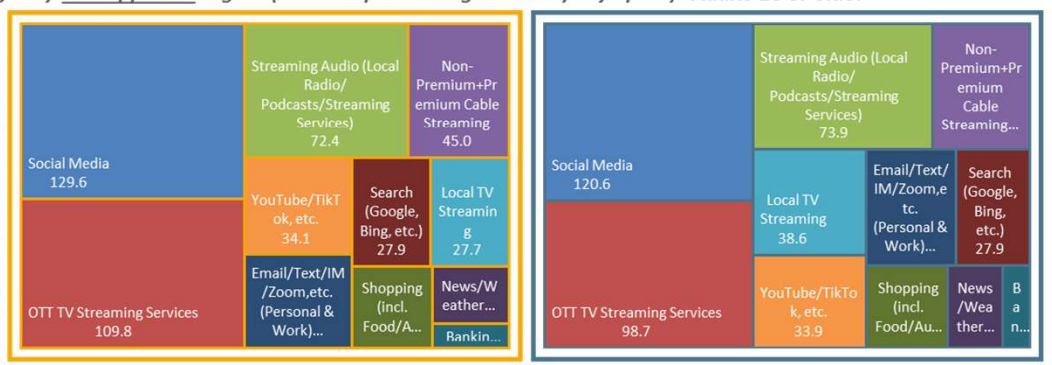


■ who Purchased New GLASSES or CONTACTS from Luxottica past 12mos ■ MSP

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 Purchased New GLASSES or CONTACTS from Luxottica past 12mos ■ MSP

MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 201

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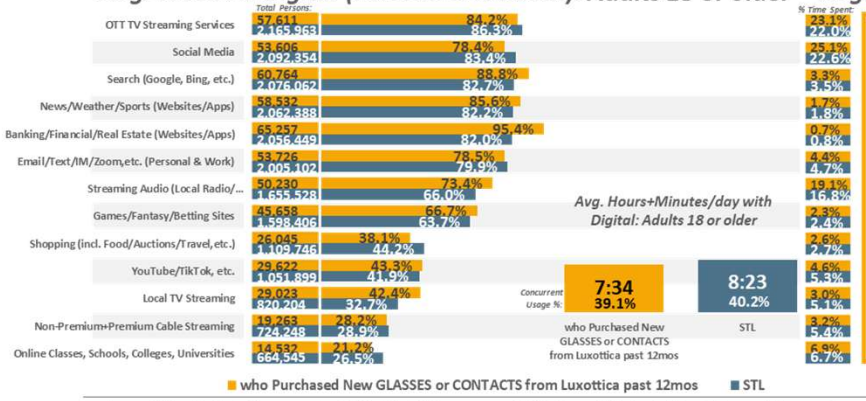
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(Stores bought glasses/contacts for self past 12 months: LensCrafters OR Stores bought glasses/contacts for self past 12 months: Pearle Vision OR Stores bought glasses/contacts for self past 12 months: Target Optical)

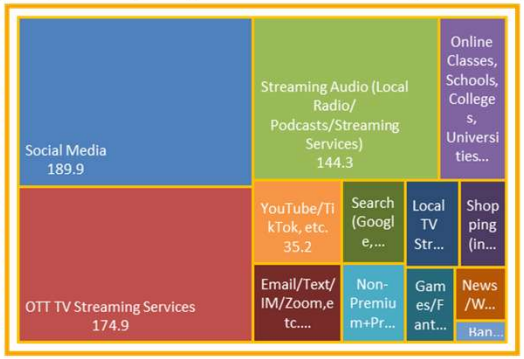
LensCrafters · Pearle Vision · Target Optical · STL

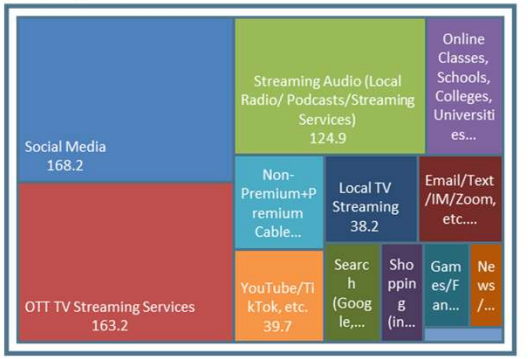
45,719 or 66.8% of Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos use Ad-Supported Social Media for an average of 161.9 minutes every day representing 30.8% of all time spent daily with Ad-Supported Digital Media.

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

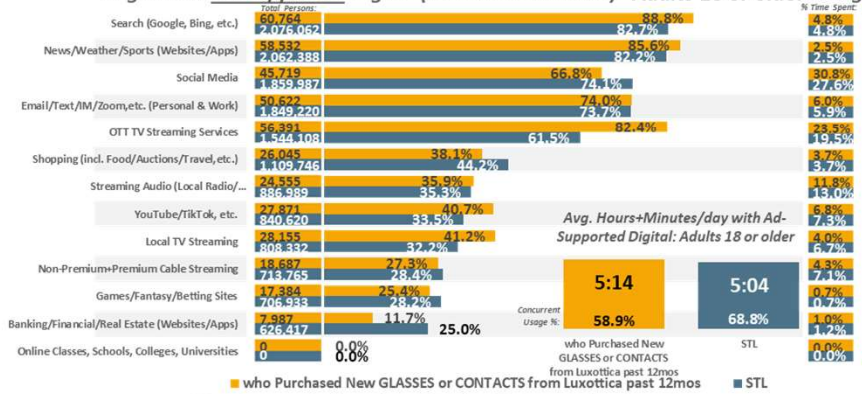


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

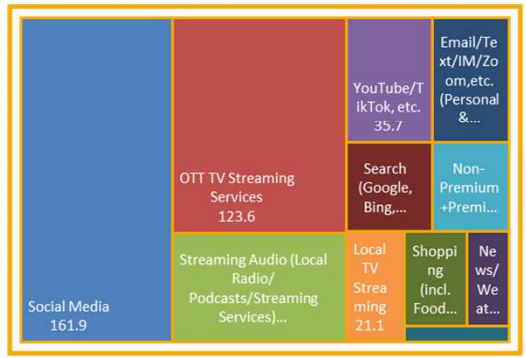


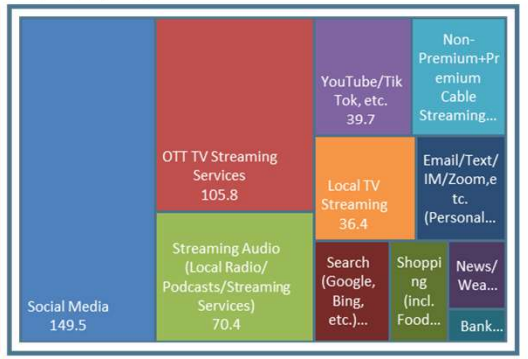


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 66

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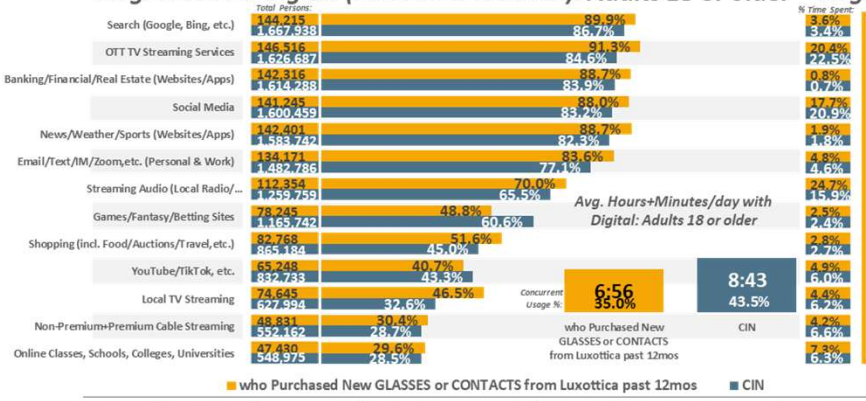
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(Stores bought glasses/contacts for self past 12 months: LensCrafters OR Stores bought glasses/contacts for self past 12 months: Pearle Vision OR Stores bought glasses/contacts for self past 12 months: Target Optical)

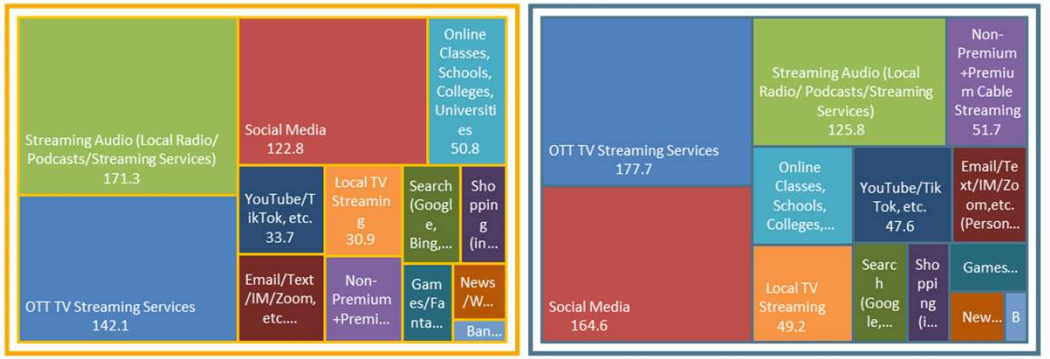
LensCrafters · Pearle Vision · Target Optical · CIN

127,175 or 79.3% of Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos use Ad-Supported Social Media for an average of 110.5 minutes every day representing 22.7% of all time spent daily with Ad-Supported Digital Media.

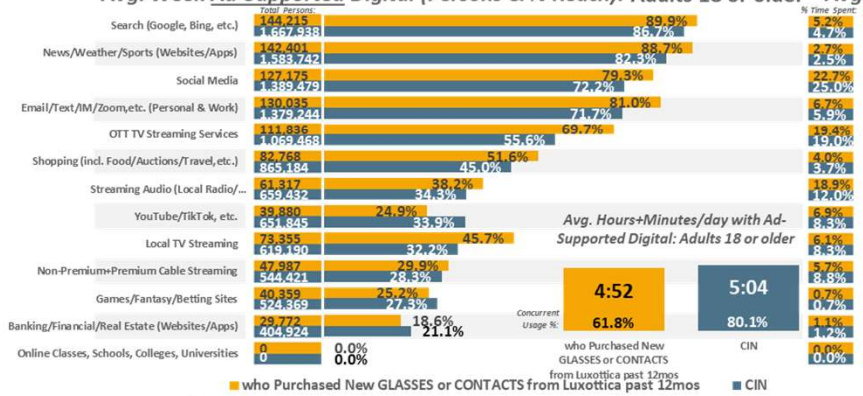
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



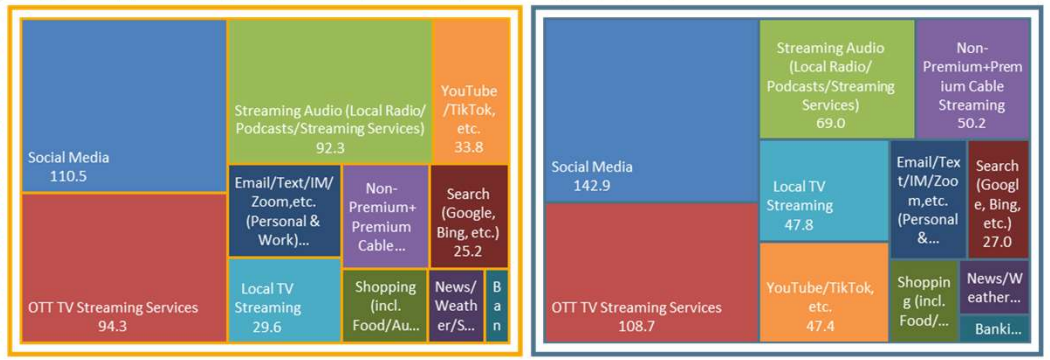
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 188

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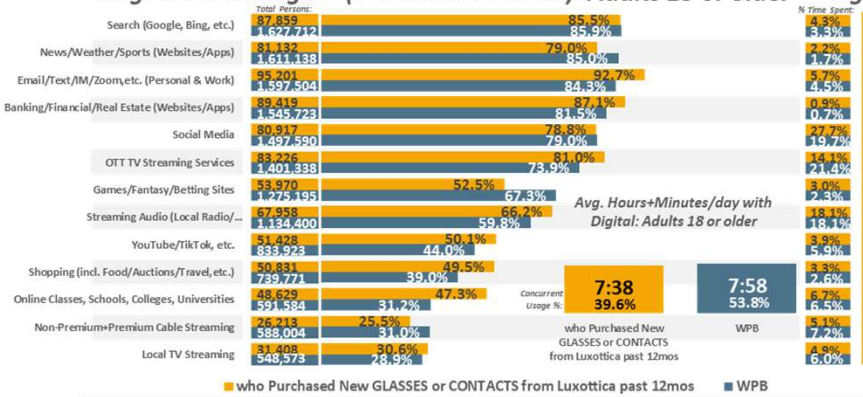
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(Stores bought glasses/contacts for self past 12 months: LensCrafters OR Stores bought glasses/contacts for self past 12 months: Pearle Vision OR Stores bought glasses/contacts for self past 12 months: Target Optical)

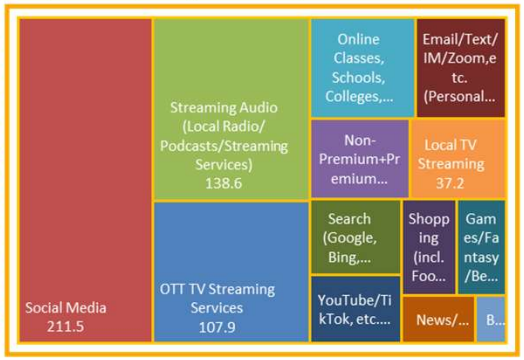
LensCrafters · Pearle Vision · Target Optical · EssilorLuxottica — **WPB**

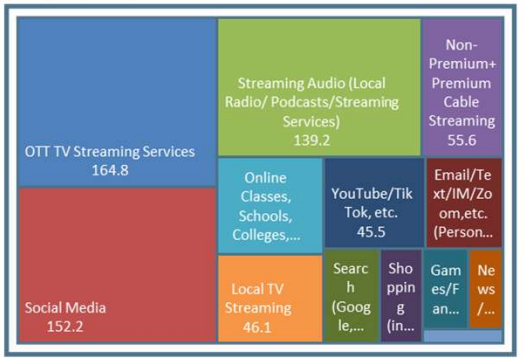
72,914 or 71.% of Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos use Ad-Supported Social Media for an average of 190.6 minutes every day representing 33.1% of all time spent daily with Ad-Supported Digital Media.

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

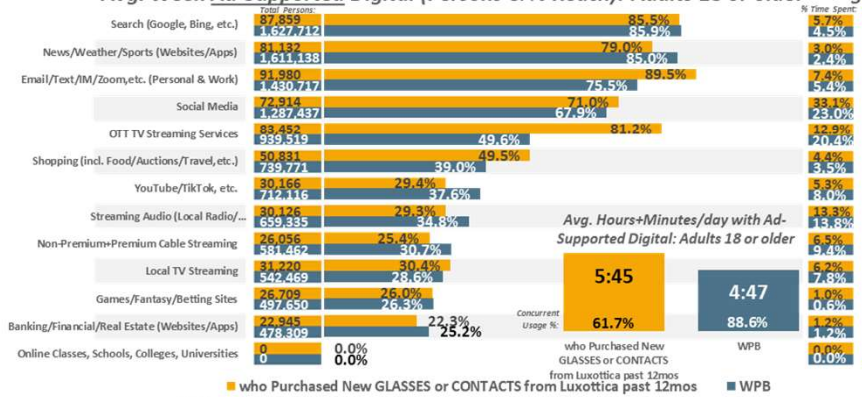


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

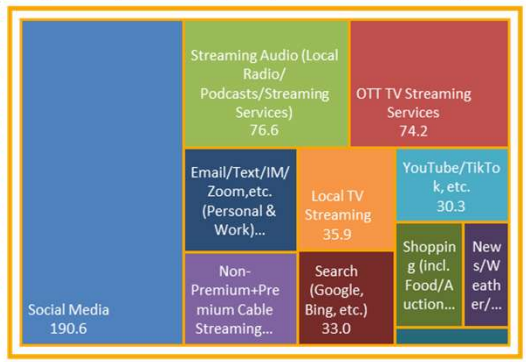


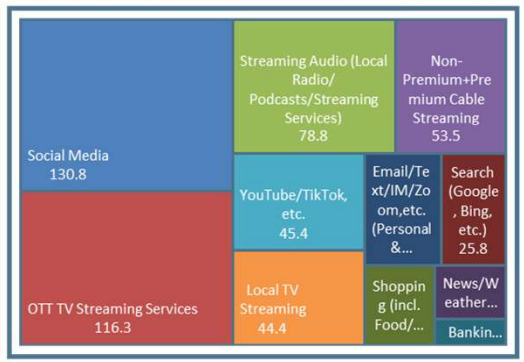


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





WPB DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 134

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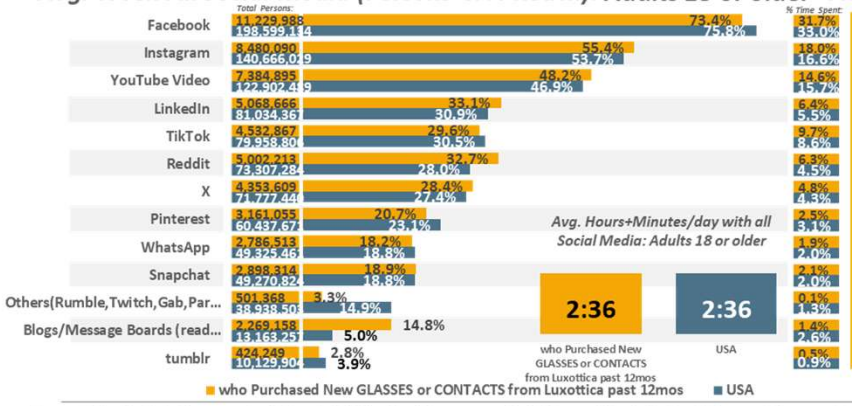
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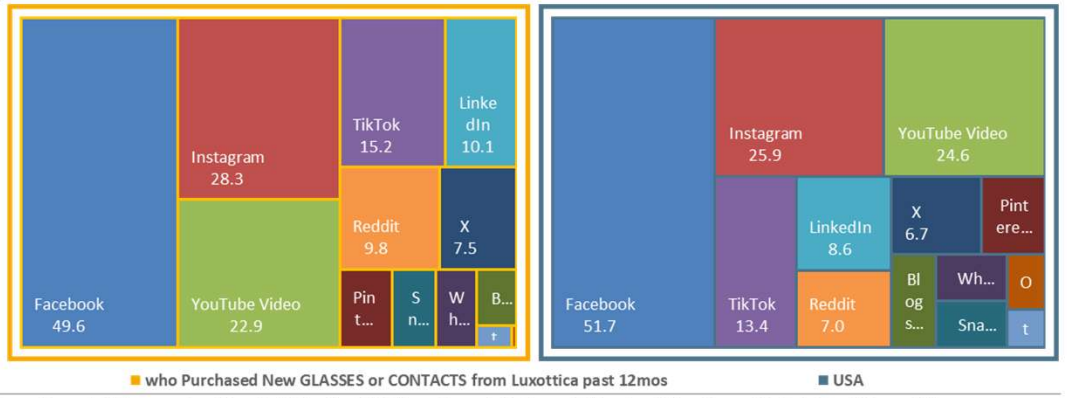
LensCrafters · Pearle Vision · Target Optical · Essilor Luxottica — USA

11,229,988 or 73.4% of Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos use Ad-Supported Facebook for an average of 48.8 minutes every day representing 34.9% of all time spent daily with Ad-Supported Social Media.

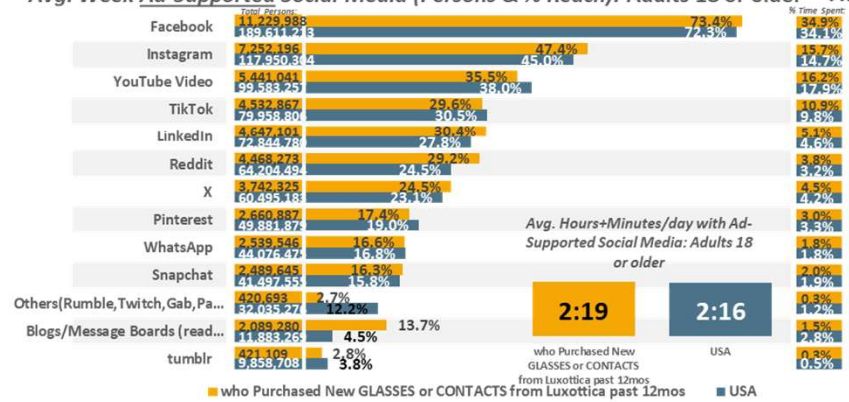
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



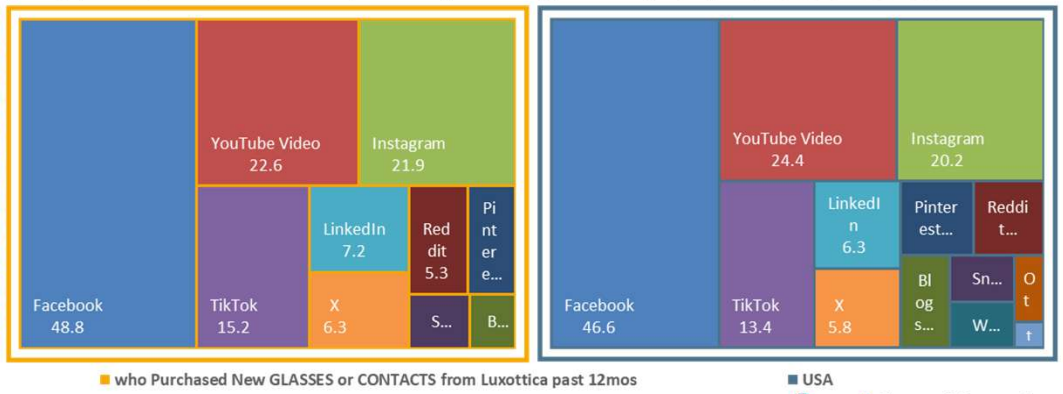
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 1,523

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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

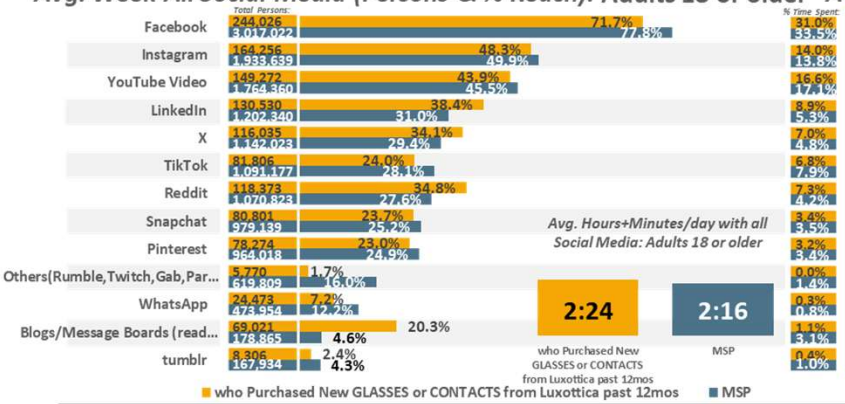
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(Stores bought glasses/contacts for self past 12 months: LensCrafters OR Stores bought glasses/contacts for self past 12 months: Pearle Vision OR Stores bought glasses/contacts for self past 12 months: Target Optical)

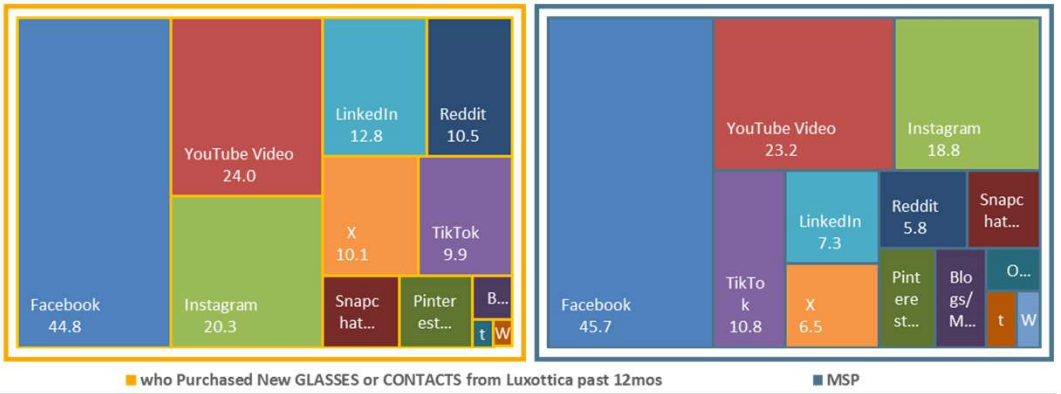
LensCrafters · Pearle Vision · Target Optical · EssilorLuxottica · MSP

244,026 or 71.7% of Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos use Ad-Supported Facebook for an average of 45.6 minutes every day representing 35.2% of all time spent daily with Ad-Supported Social Media.

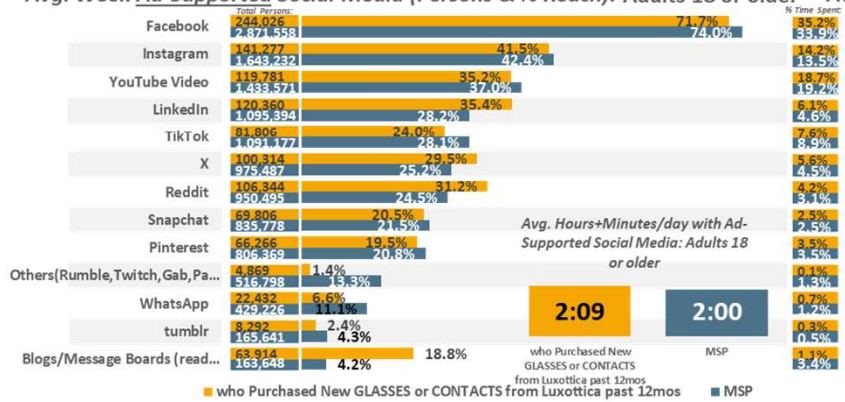
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



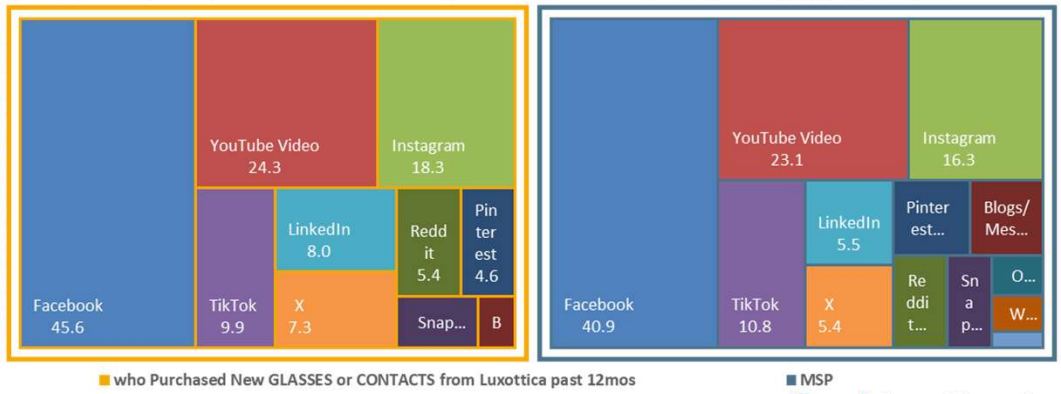
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 201

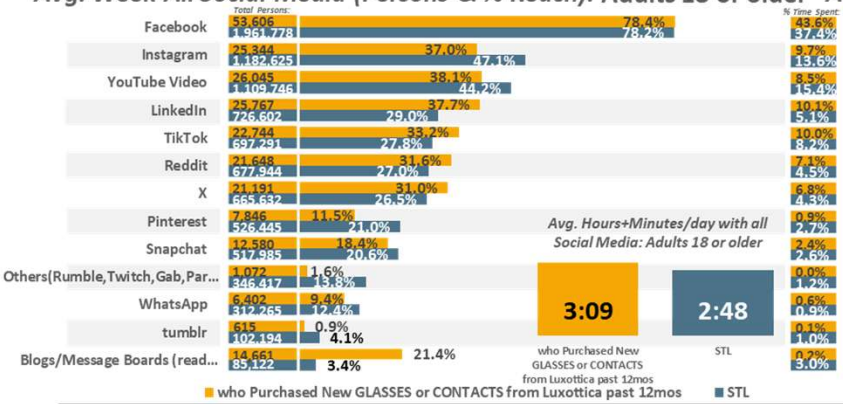
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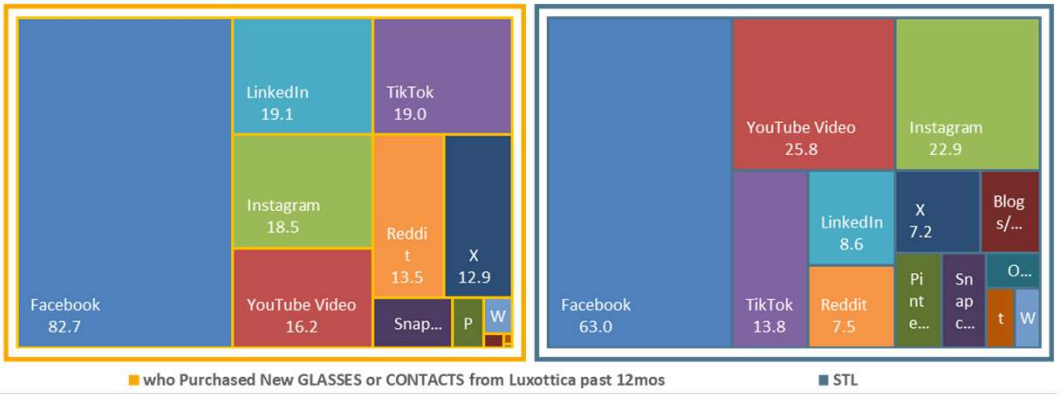
(Stores bought glasses/contacts for self past 12 months: LensCrafters OR Stores bought glasses/contacts for self past 12 months: Pearle Vision OR Stores bought glasses/contacts for self past 12 months: Target Optical)

45,719 or 66.8% of Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos use Ad-Supported Facebook for an average of 66.5 minutes every day representing 41.1% of all time spent daily with Ad-Supported Social Media.

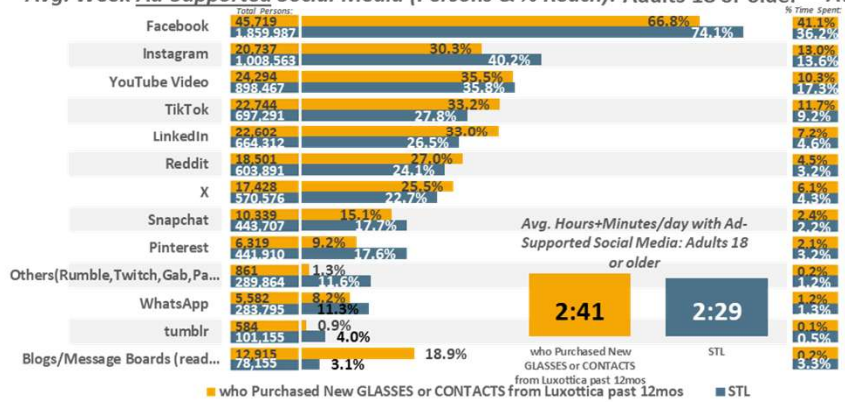
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



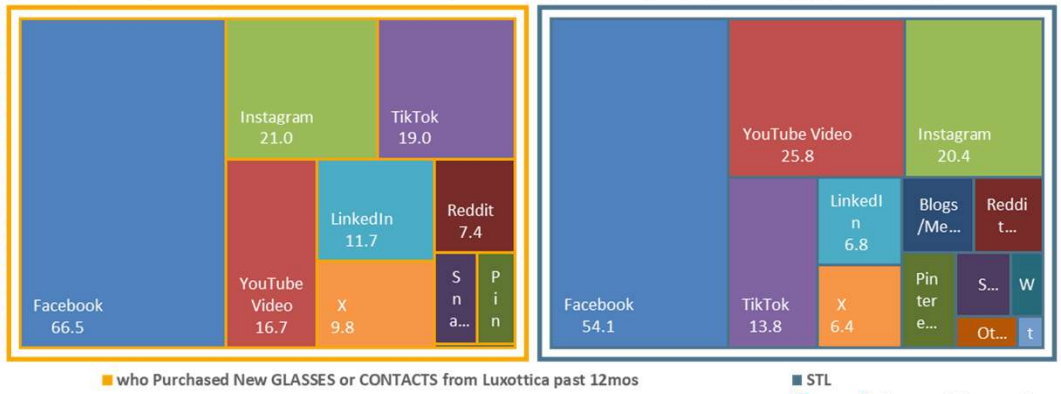
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 66

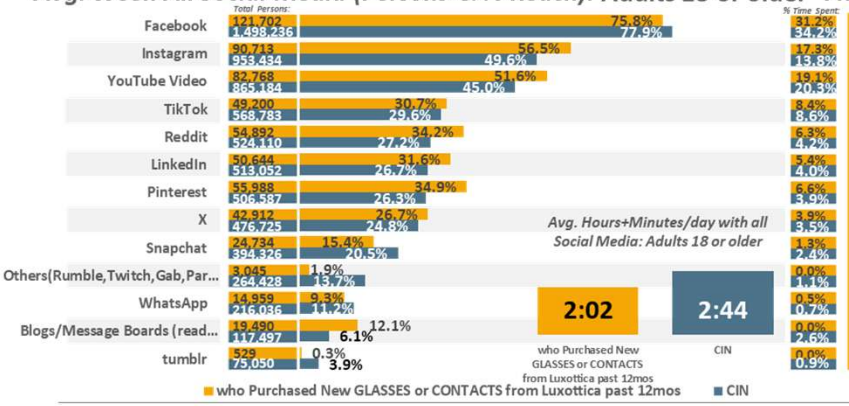
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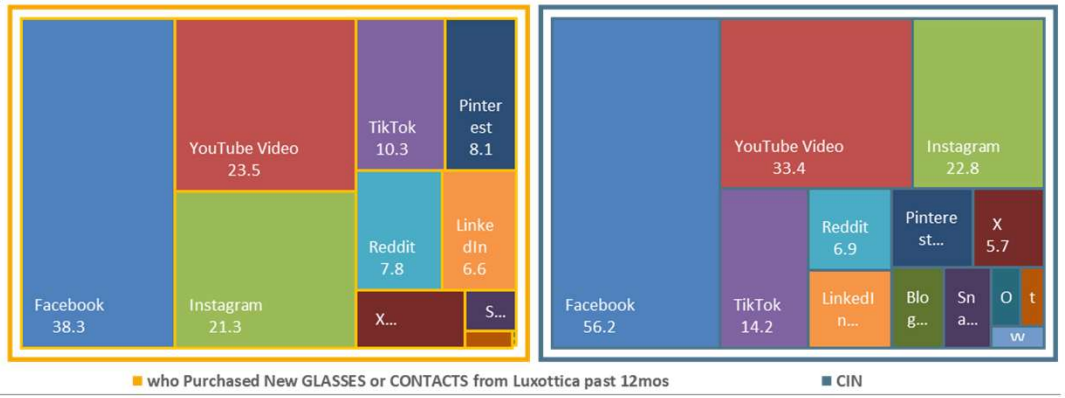
(Stores bought glasses/contacts for self past 12 months: LensCrafters OR Stores bought glasses/contacts for self past 12 months: Pearle Vision OR Stores bought glasses/contacts for self past 12 months: Target Optical)

121,702 or 75.8% of Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos use Ad-Supported Facebook for an average of 37.7 minutes every day representing 34.1% of all time spent daily with Ad-Supported Social Media.

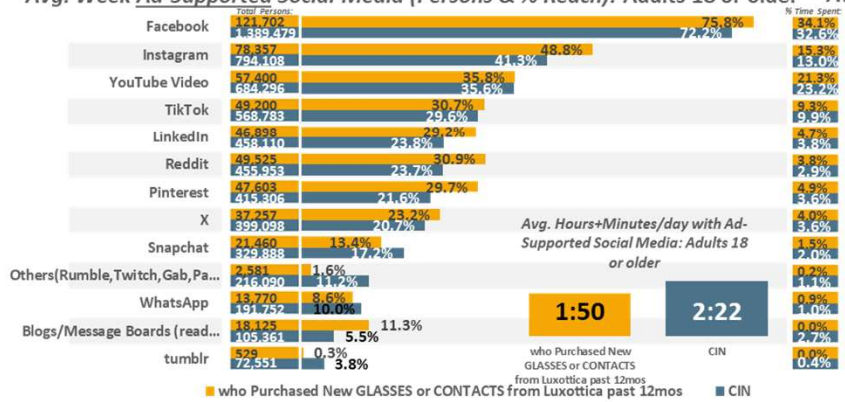
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



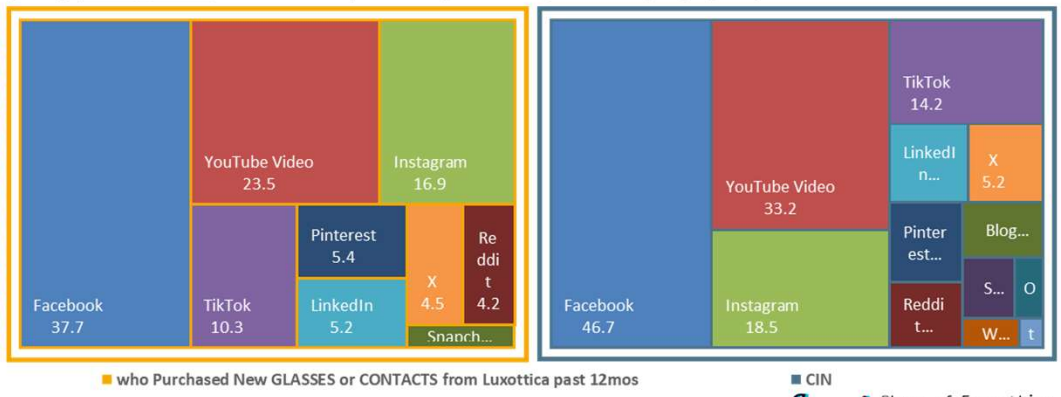
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 188

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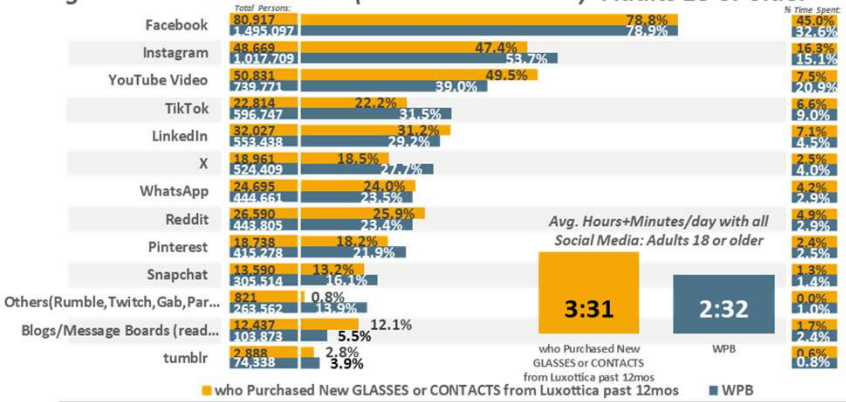
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(Stores bought glasses/contacts for self past 12 months: LensCrafters OR Stores bought glasses/contacts for self past 12 months: Pearle Vision OR Stores bought glasses/contacts for self past 12 months: Target Optical)

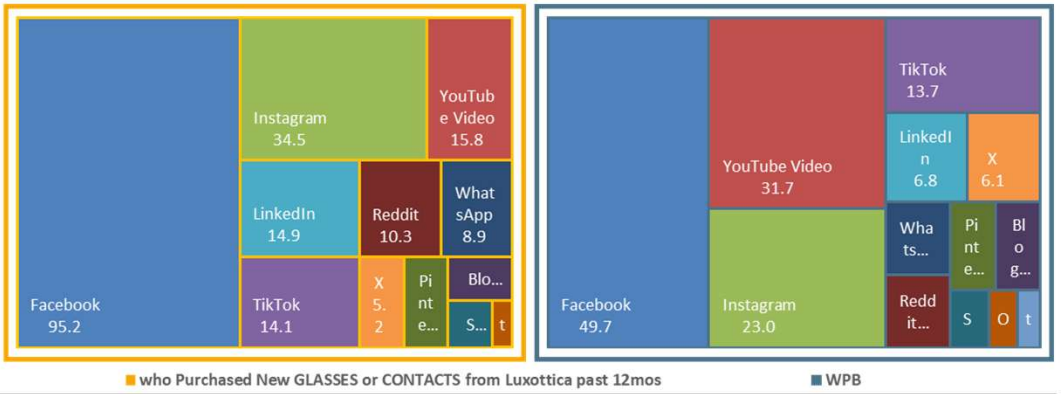
LensCrafters | Pearle Vision | Target Optical | EssilorLuxottica | WPB

72,914 or 71.% of Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos use Ad-Supported Facebook for an average of 81.3 minutes every day representing 42.7% of all time spent daily with Ad-Supported Social Media.

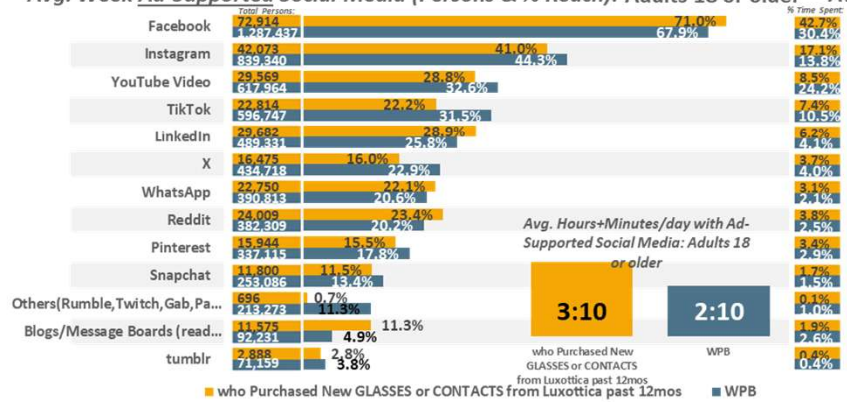
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



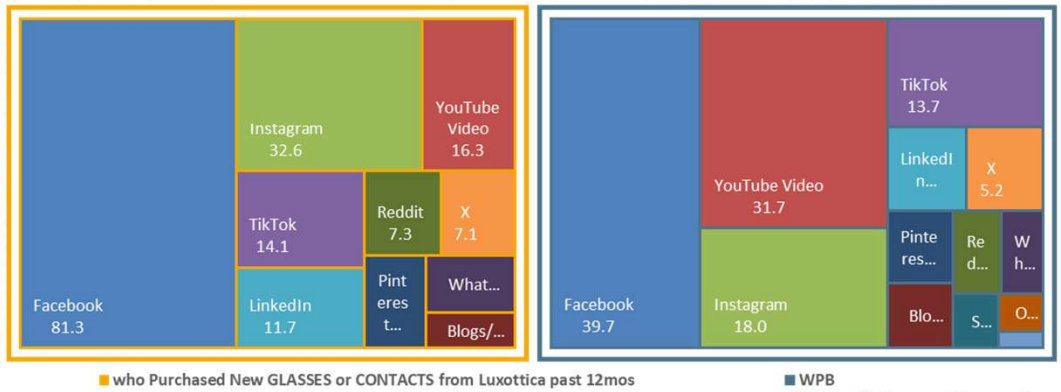
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 R1 2025: Jan24-Jan25 Qual Intab 134

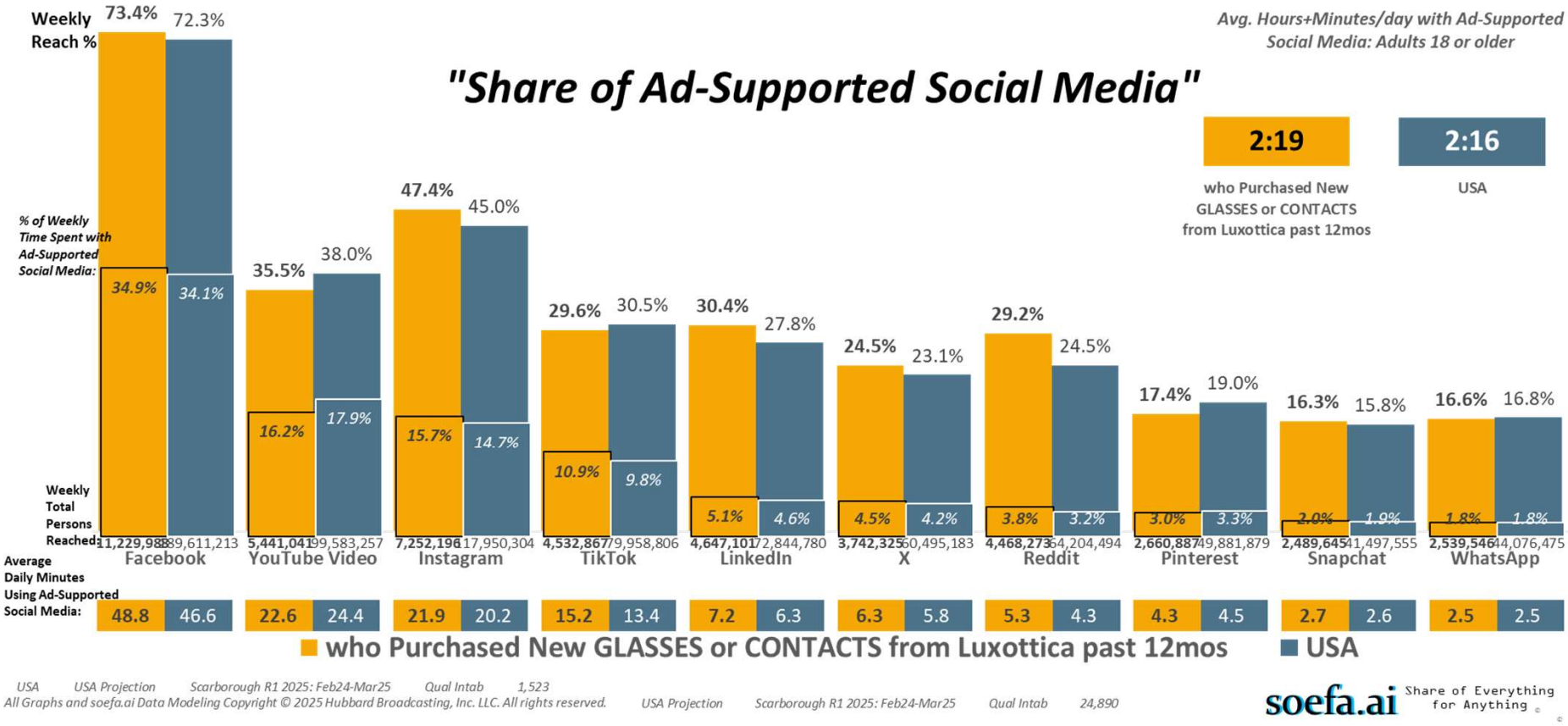
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LensCrafters · Pearle Vision · Target Optical · EssilorLuxottica — USA

11,229,988 or 73.4% of Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos use Ad-Supported Facebook for an average of 48.8 minutes every day representing 34.9% of all time spent daily with Ad-Supported Social Media.



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 1,523

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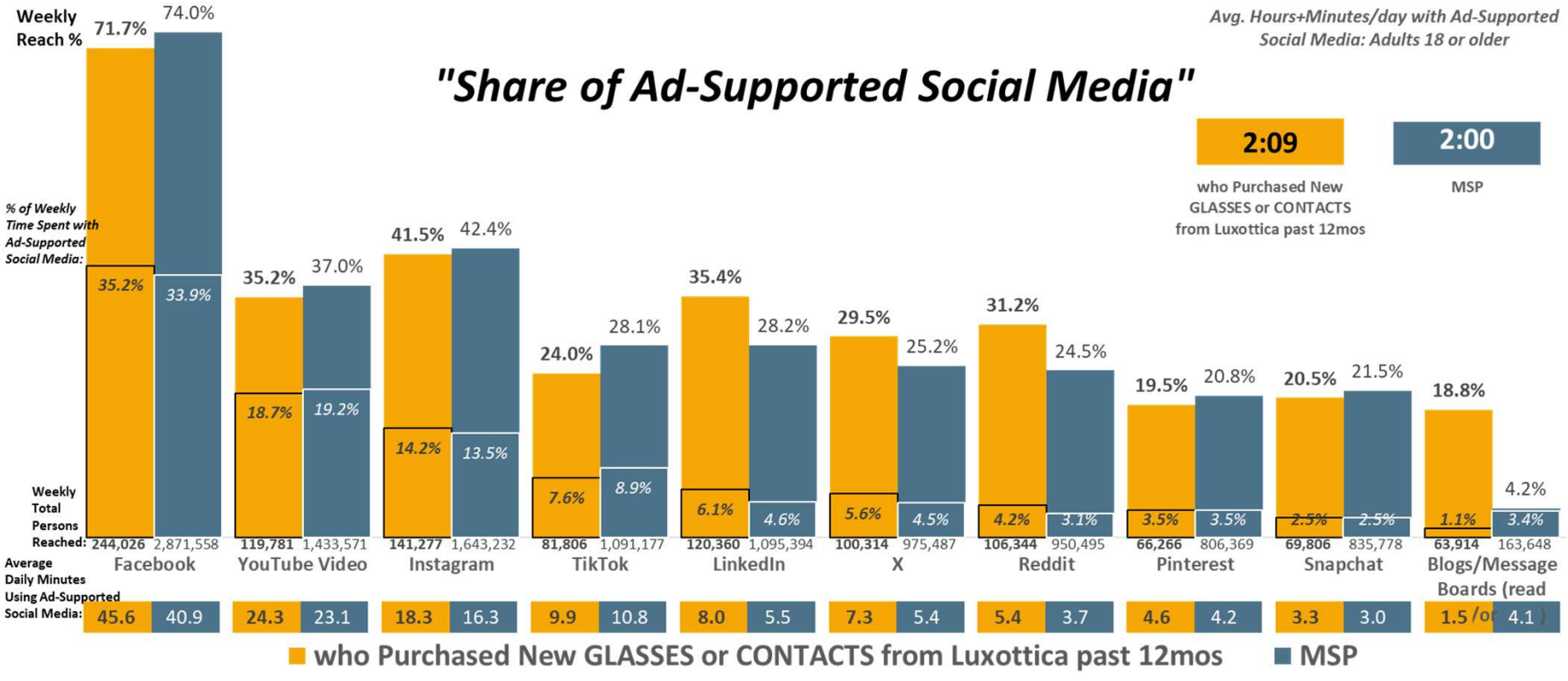
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

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LensCrafters · Pearle Vision · Target Optical · EssilorLuxottica — MSP

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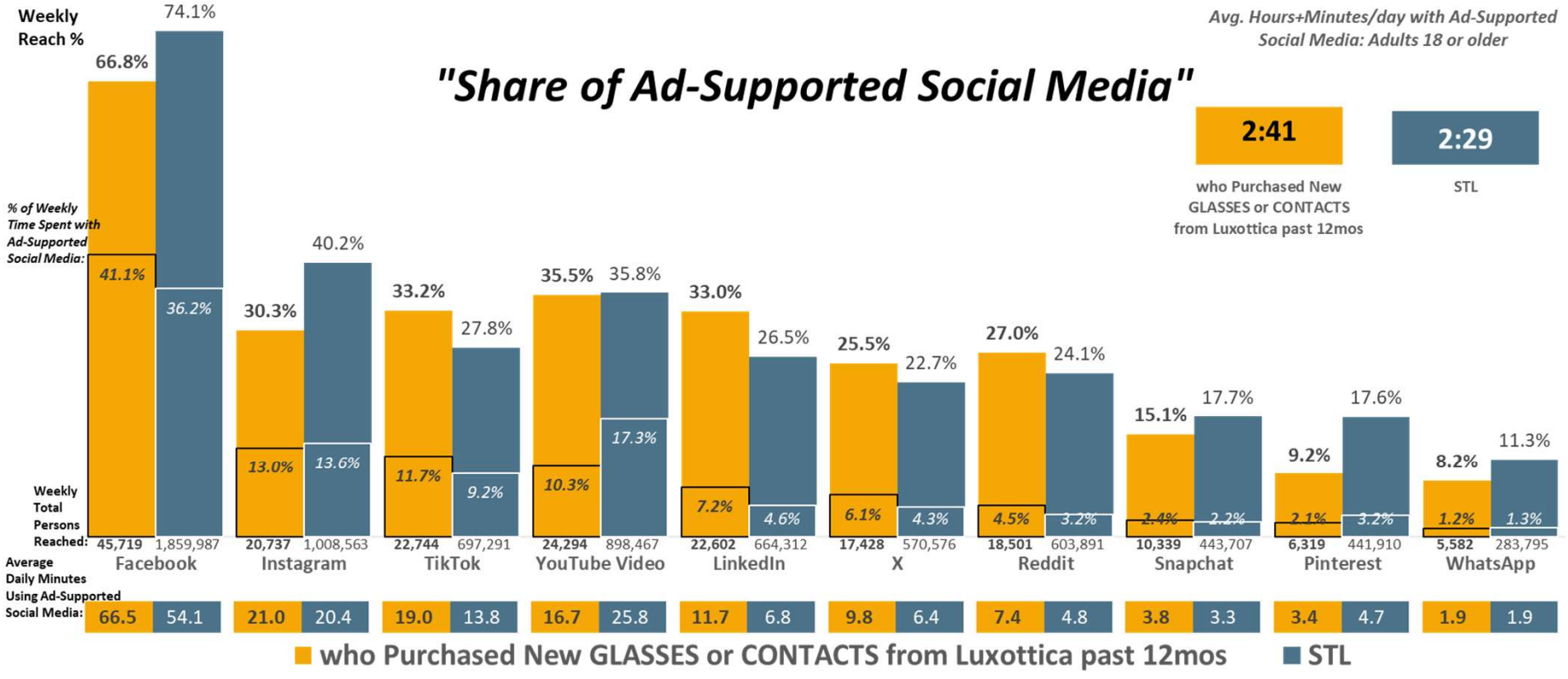
MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 201 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,105

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(Stores bought glasses/contacts for self past 12 months: LensCrafters OR Stores bought glasses/contacts for self past 12 months: Pearle Vision OR Stores bought glasses/contacts for self past 12 months: Target Optical)

45,719 or 66.8% of Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos use Ad-Supported Facebook for an average of 66.5 minutes every day representing 41.1% of all time spent daily with Ad-Supported Social Media.



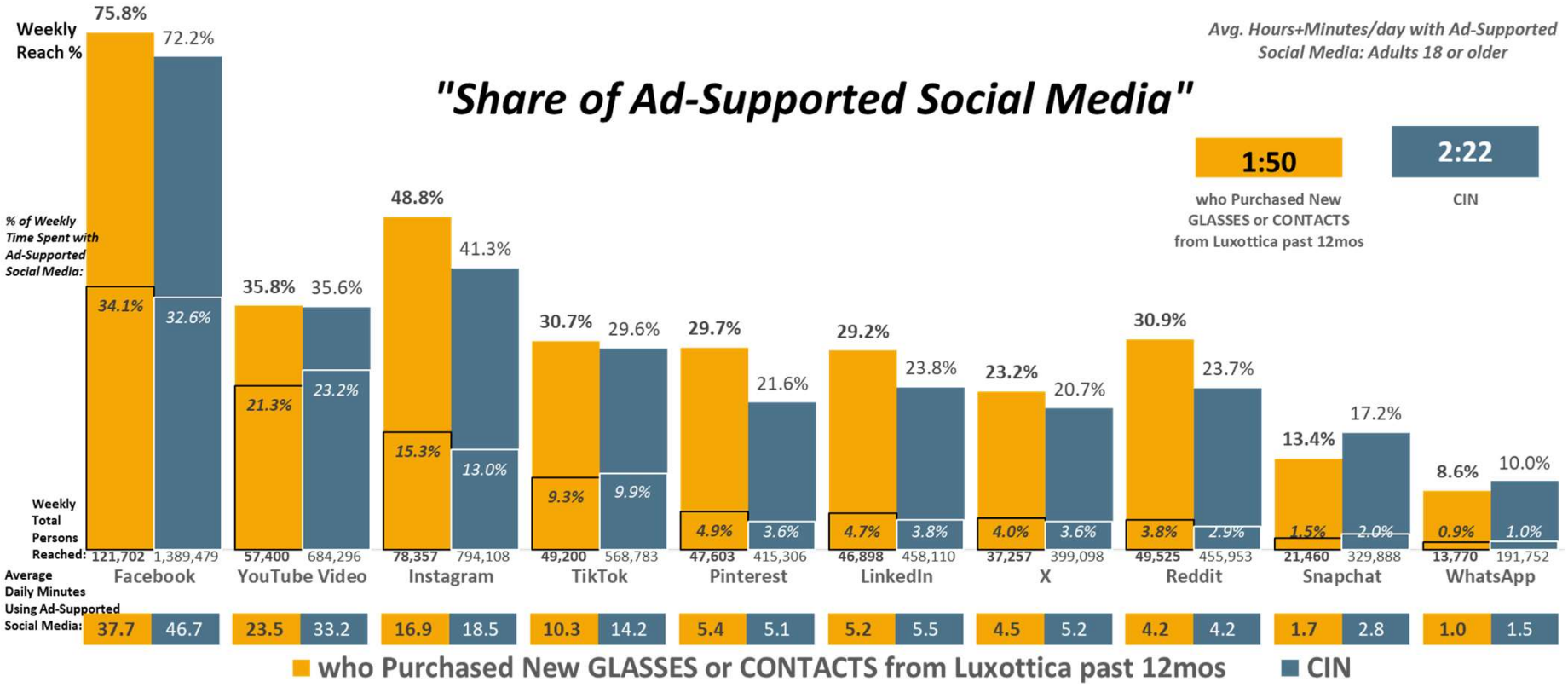
STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 66 ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,075

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121,702 or 75.8% of Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos use Ad-Supported Facebook for an average of 37.7 minutes every day representing 34.1% of all time spent daily with Ad-Supported Social Media.



CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 188 CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,996

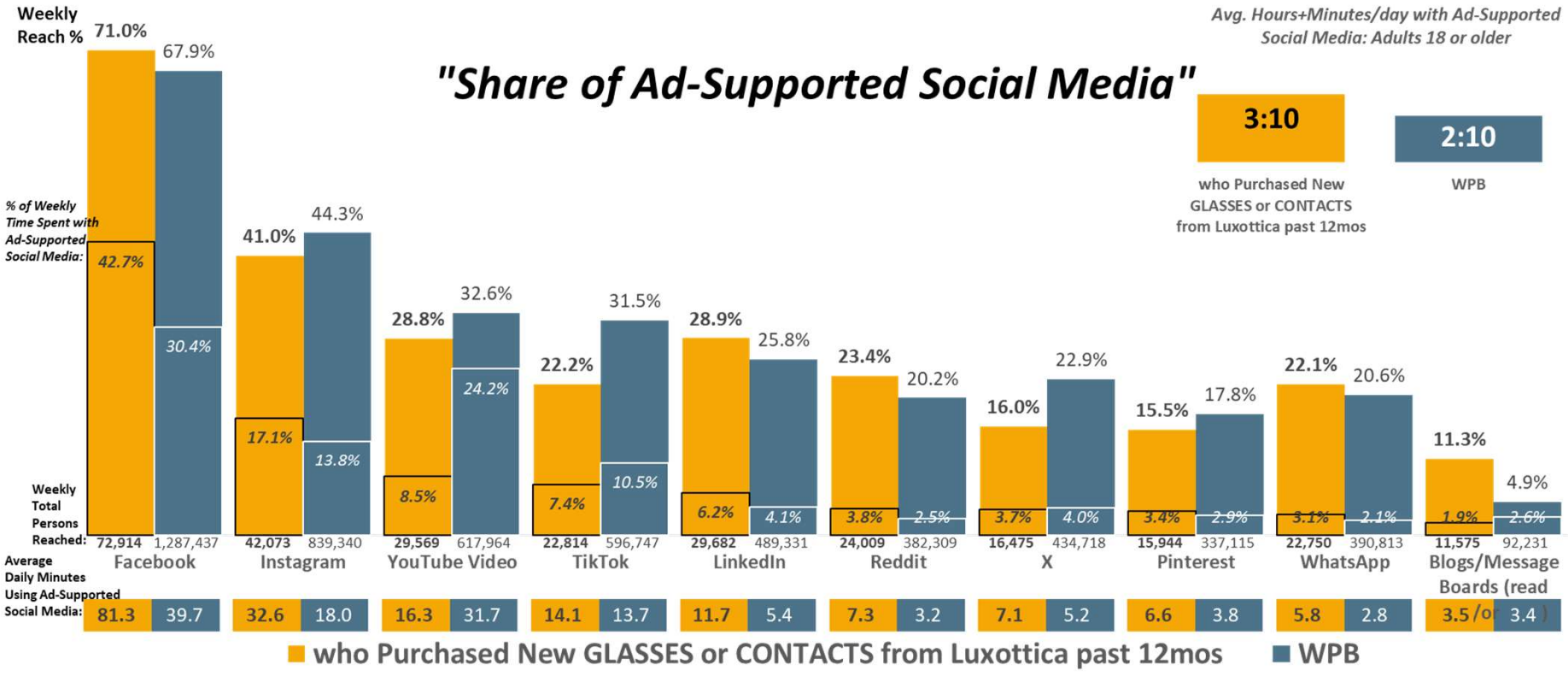
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LensCrafters · Pearle Vision · Target Optical · EssilorLuxottica — WPB

72,914 or 71.% of Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos use Ad-Supported Facebook for an average of 81.3 minutes every day representing 42.7% of all time spent daily with Ad-Supported Social Media.



WPB DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 134 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2025: Aug24-Jan25 Qual Intab 2,630

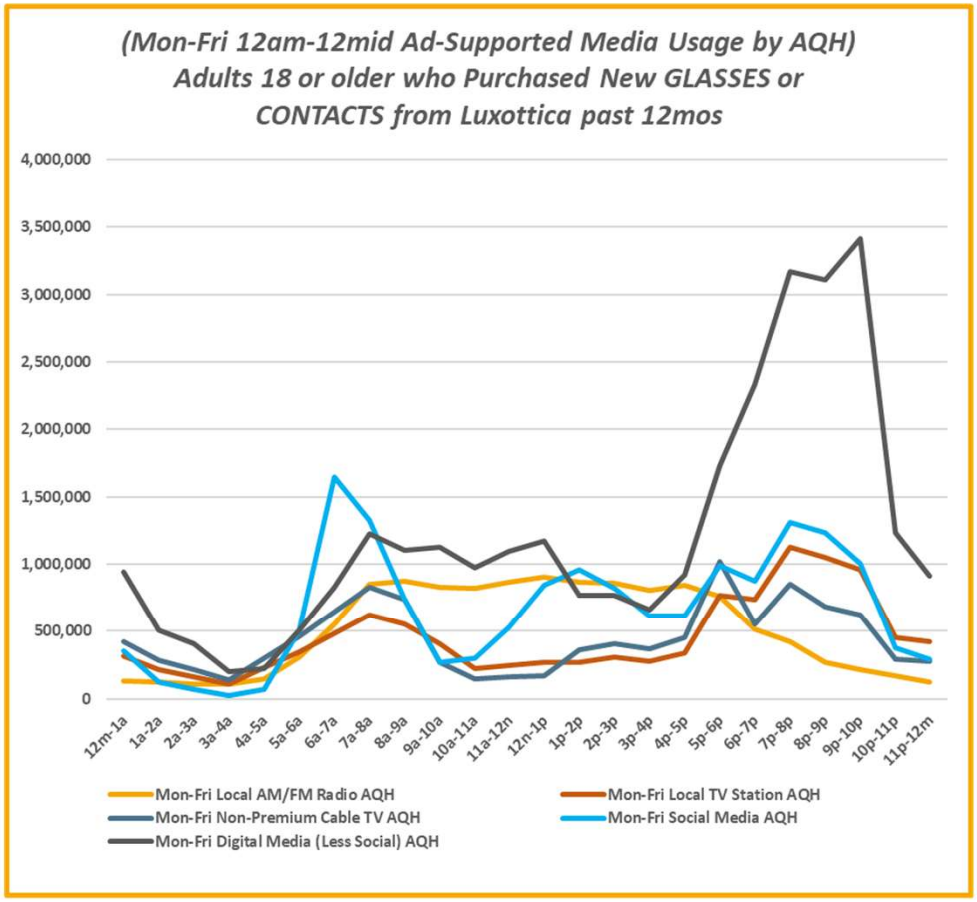
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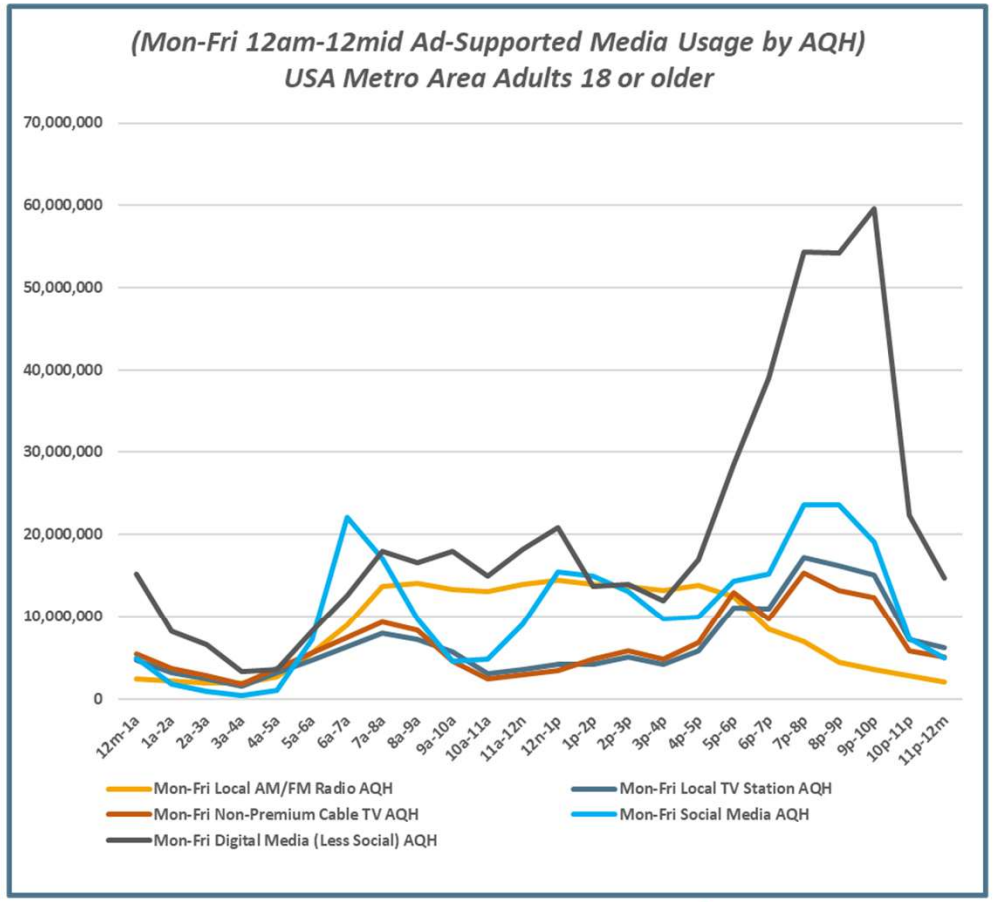
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LensCrafters · Pearle Vision · Target Optical · EssilorLuxottica — USA

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 1,132,362; Social Media: 808,313; Local Radio: 794,750; Non-Prem. Cable: 469,821; Local TV: 421,814 reaching Adults 18 or older who Purchased New GLASSES or CONTACTS from





USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 1,523

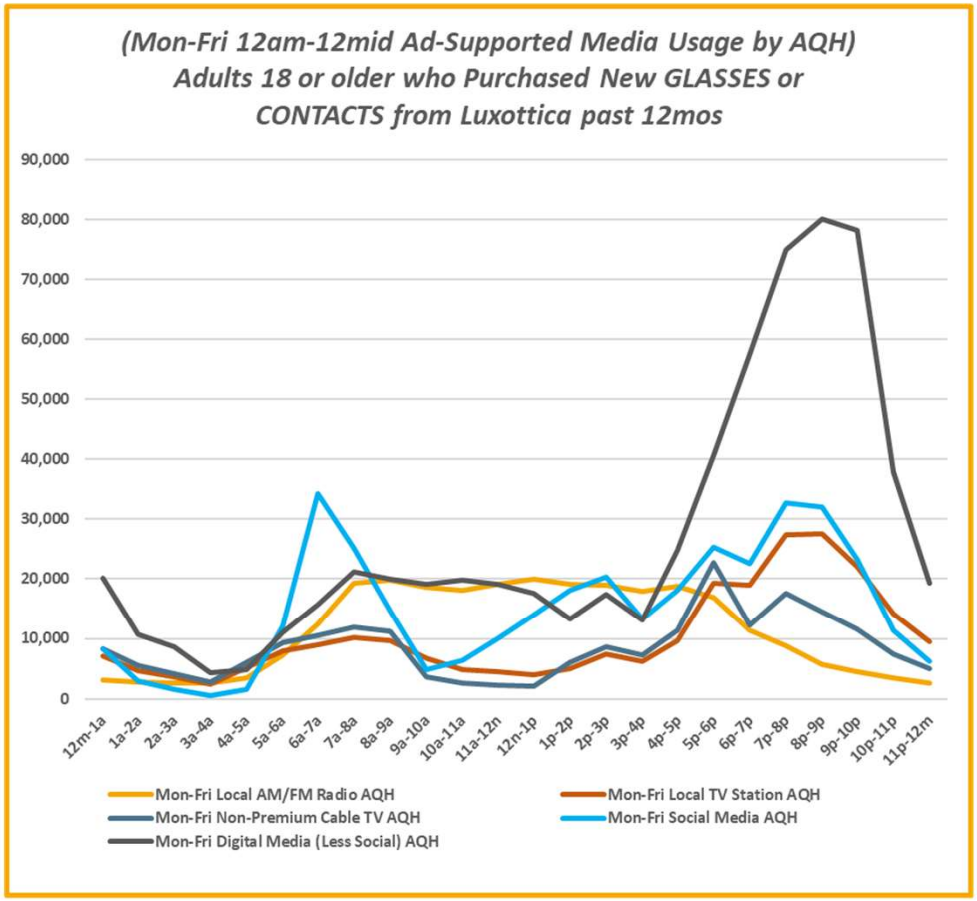
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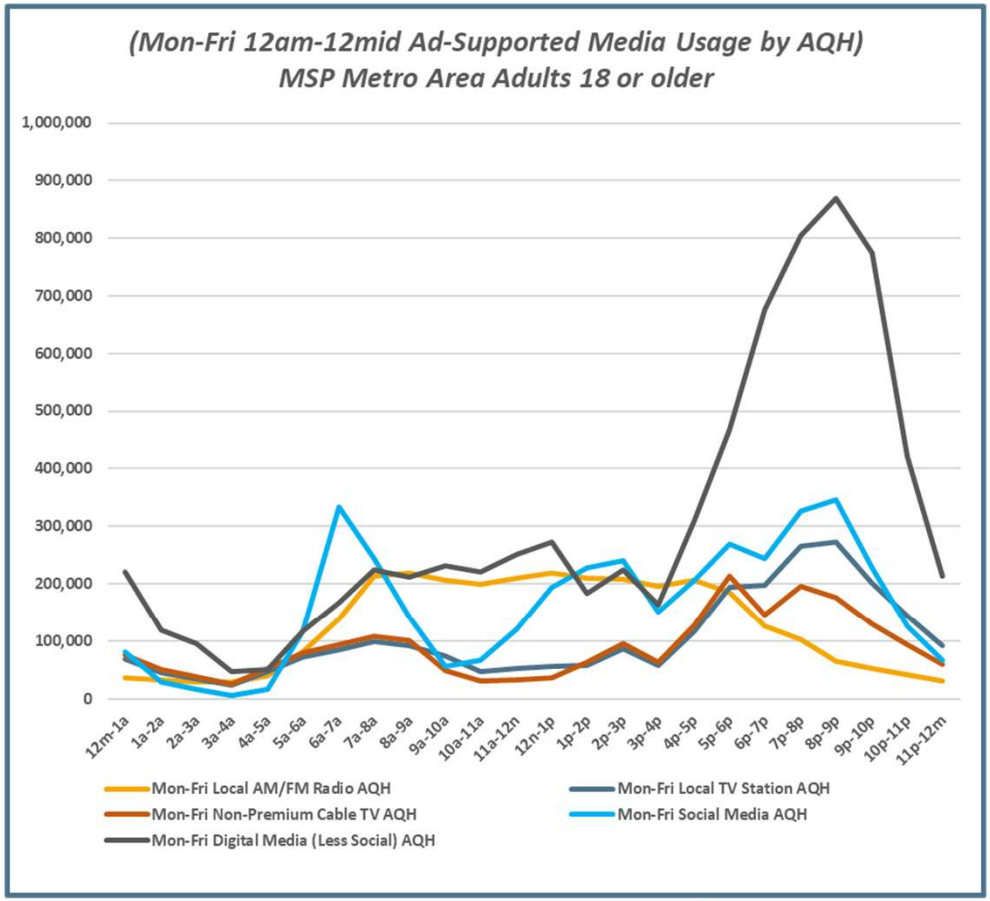
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

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M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 23,047; Local Radio: 17,756; Social Media: 17,465; Local TV: 8,890; Non-Prem. Cable: 8,662 reaching Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottic





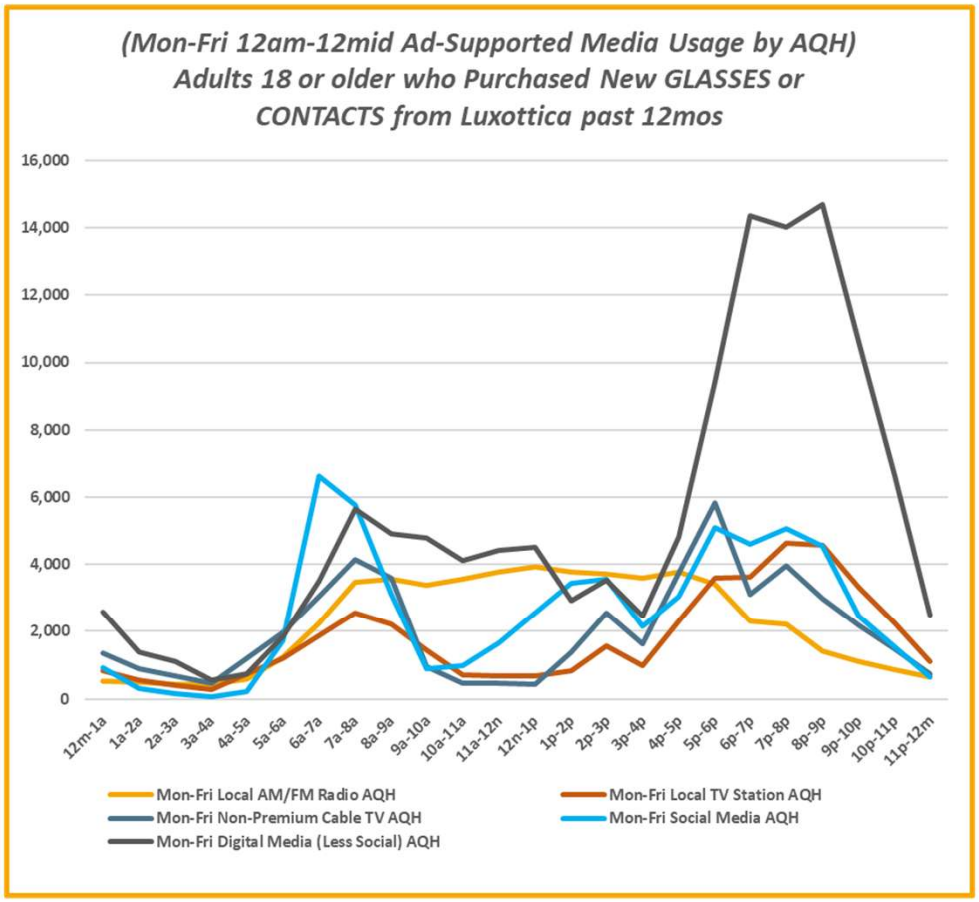
MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 201

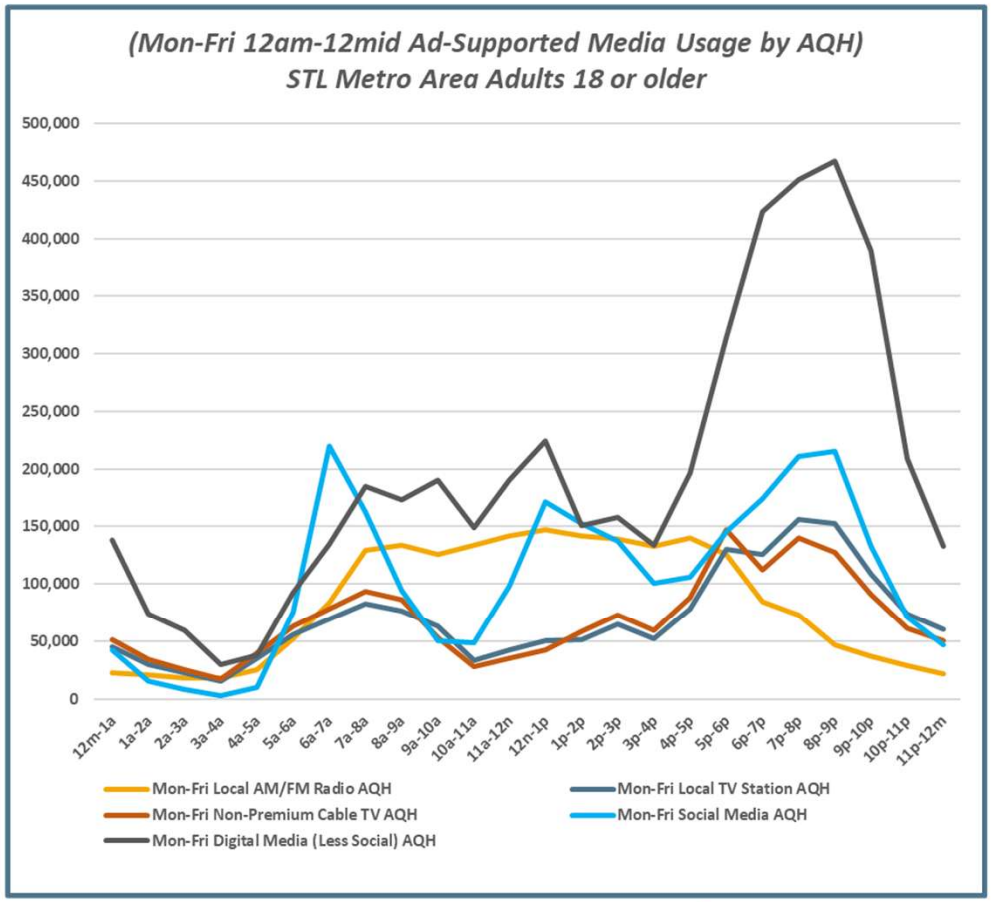
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M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 5,339; Local Radio: 3,425; Social Media: 3,349; Non-Prem. Cable: 2,414; Local TV: 1,782 reaching Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica p





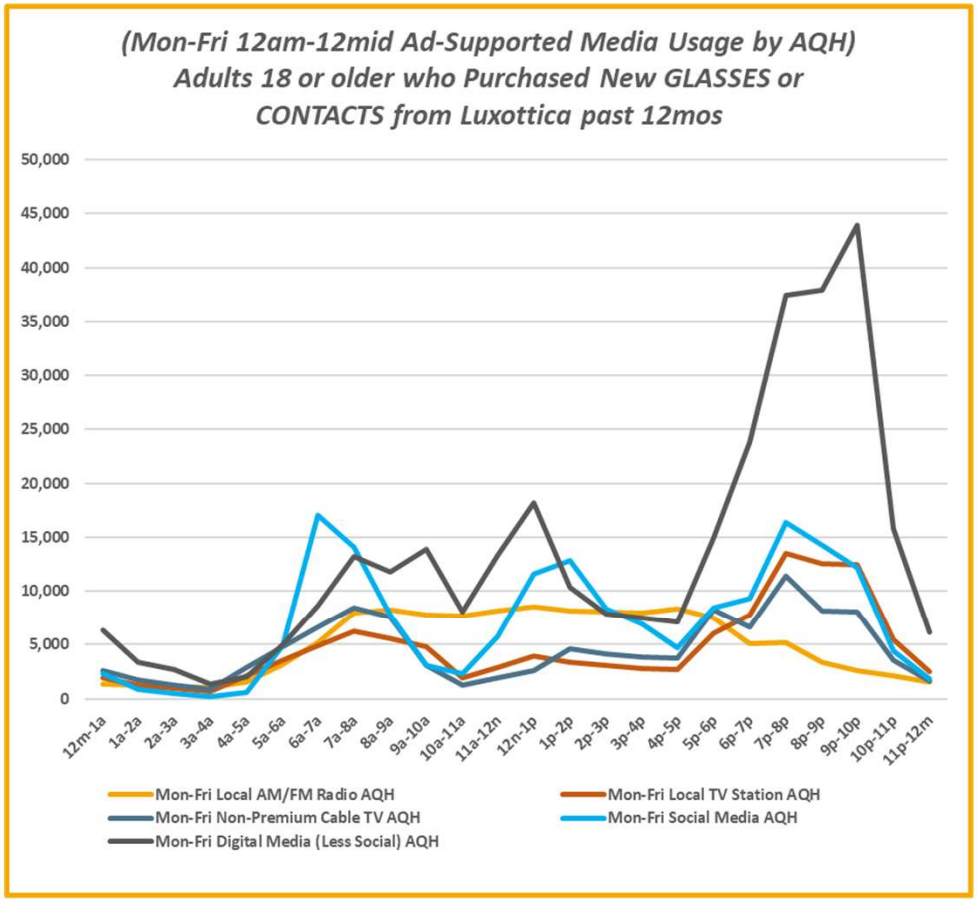
STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 66

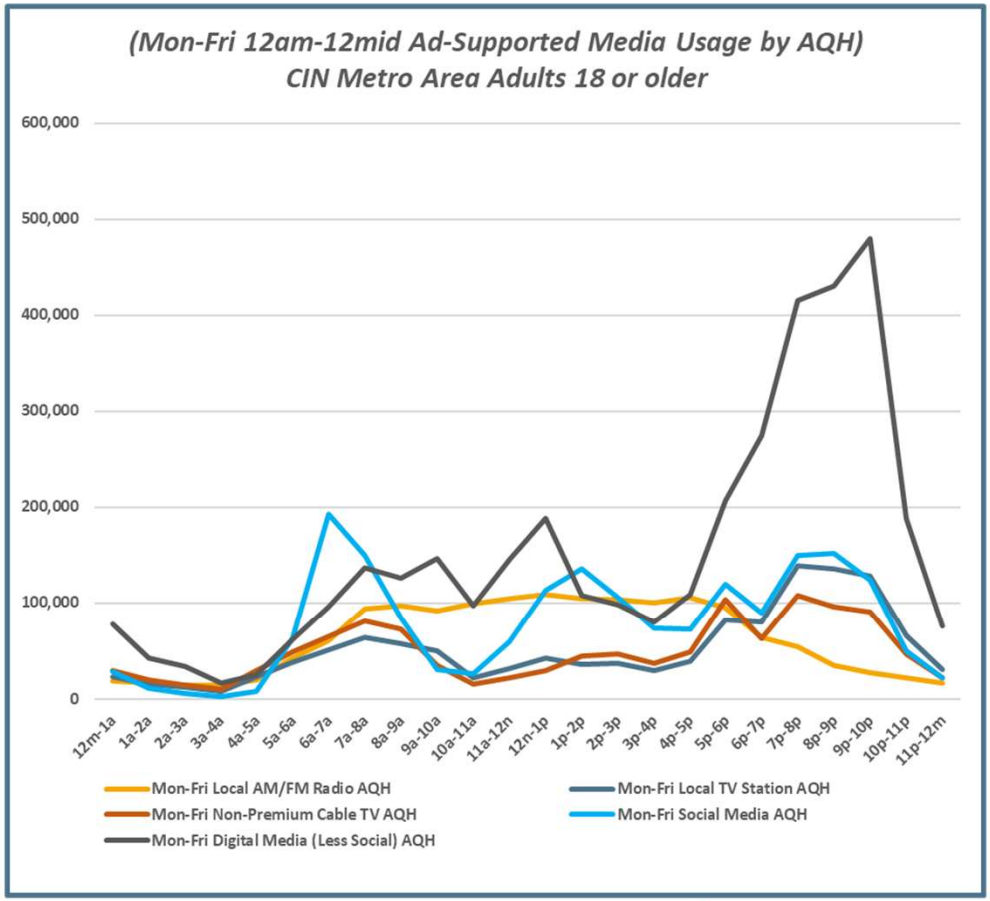
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M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 12,200; Social Media: 8,615; Local Radio: 7,573; Non-Prem. Cable: 4,802; Local TV: 4,304 reaching Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica





CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 188

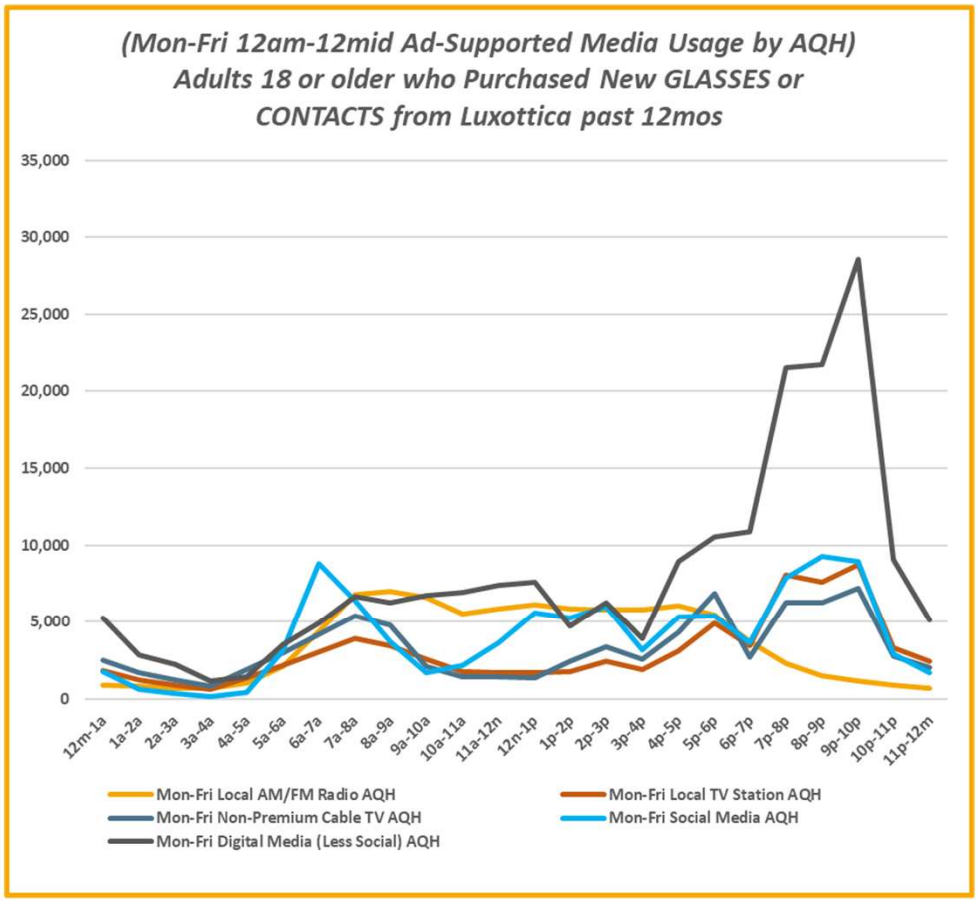
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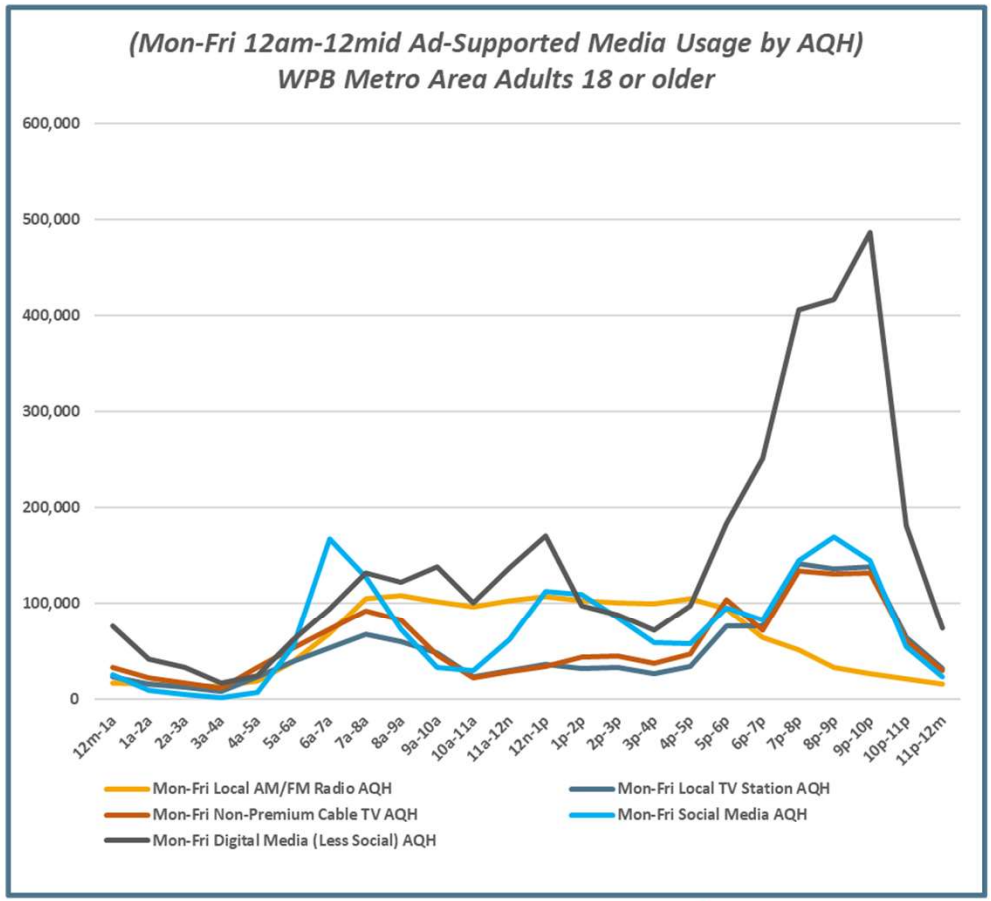
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LensCrafters · Pearle Vision · Target Optical · EssilorLuxottica — WPB

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 7,056; Local Radio: 5,763; Social Media: 4,666; Non-Prem. Cable: 3,304; Local TV: 2,742 reaching Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica p





WPB DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 134

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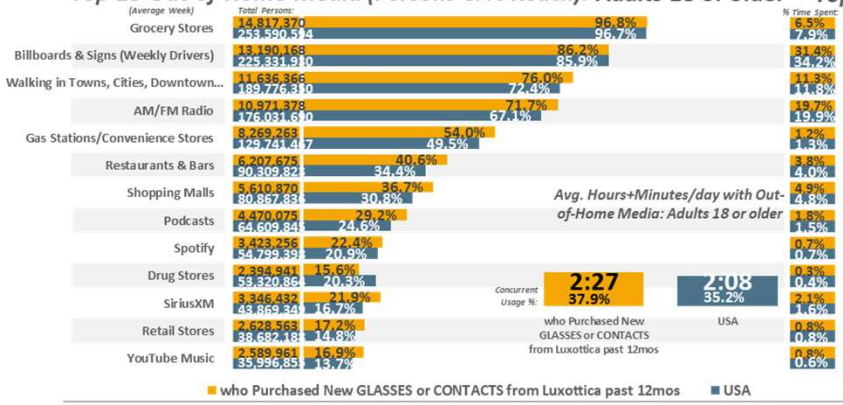
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LensCrafters · Pearle Vision · Target Optical · EssilorLuxottica — **USA**

13,190,168 or 86.2% of Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos spend an average of 53.8 minutes per day driving, seeing Billboards and Signs. 68.% Listen to Local Radio Stations Out-of-Home for an average of 35.9

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

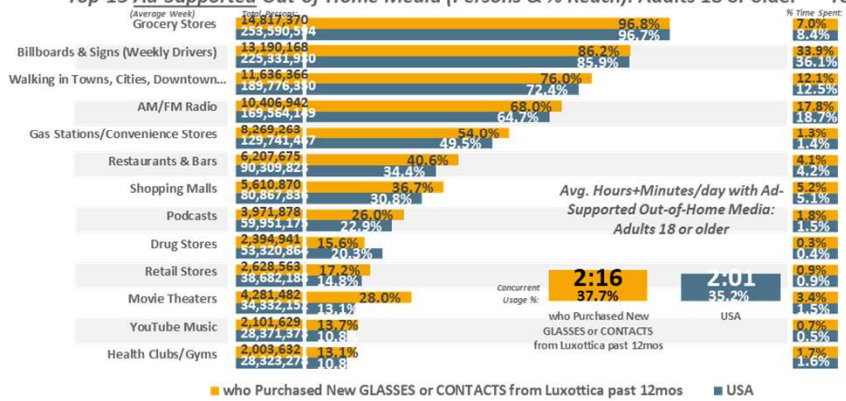


Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

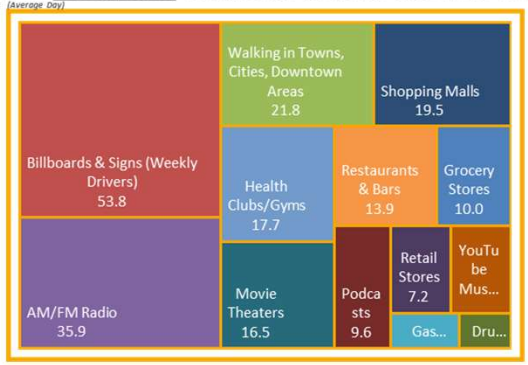


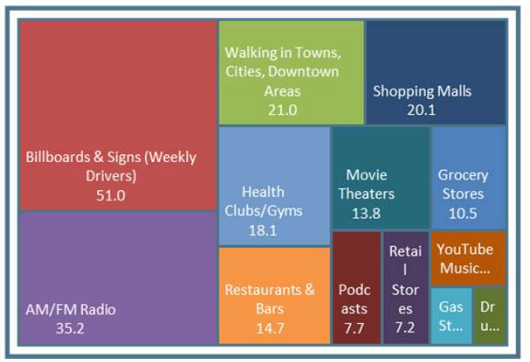


Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 18 or older



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





USA *USA Projection* *Scarborough R1 2025: Feb24-Mar25* *Qual Intab* *1,523*

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USA Projection *Scarborough R1 2025: Feb24-Mar25* *Qual Intab* *24,890*

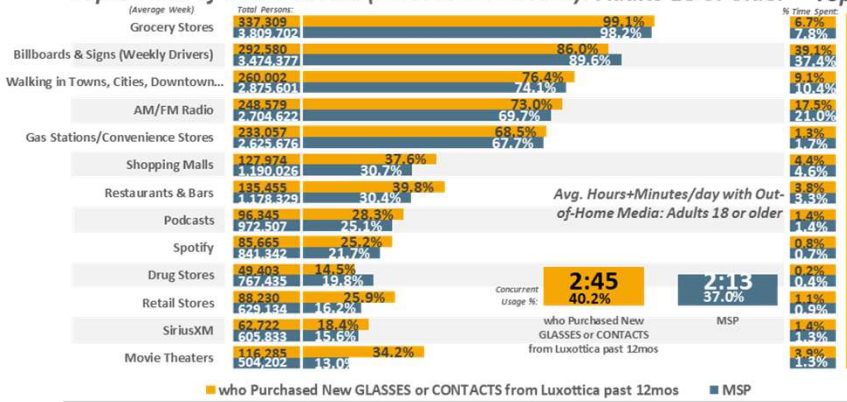
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(Stores bought glasses/contacts for self past 12 months: LensCrafters OR Stores bought glasses/contacts for self past 12 months: Pearle Vision OR Stores bought glasses/contacts for self past 12 months: Target Optical)

LensCrafters · Pearle Vision · Target Optical · EssilorLuxottica — MSP

292,580 or 86.% of Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos spend an average of 75.4 minutes per day driving, seeing Billboards and Signs. 68.2% Listen to Local Radio Stations Out-of-Home for an average of 34.2 mi

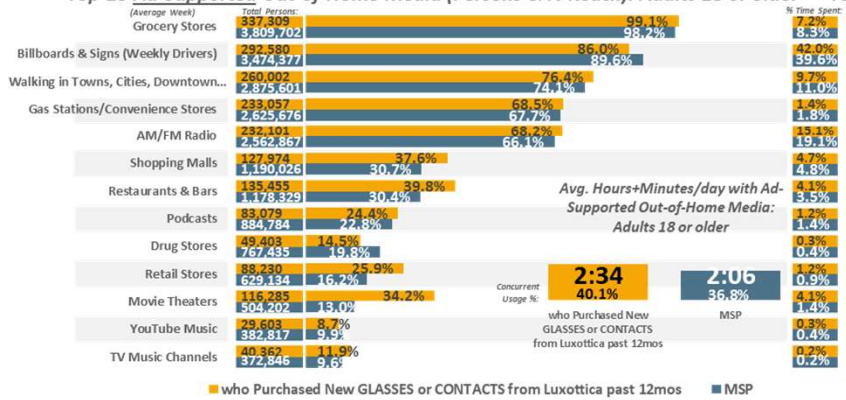
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



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 201

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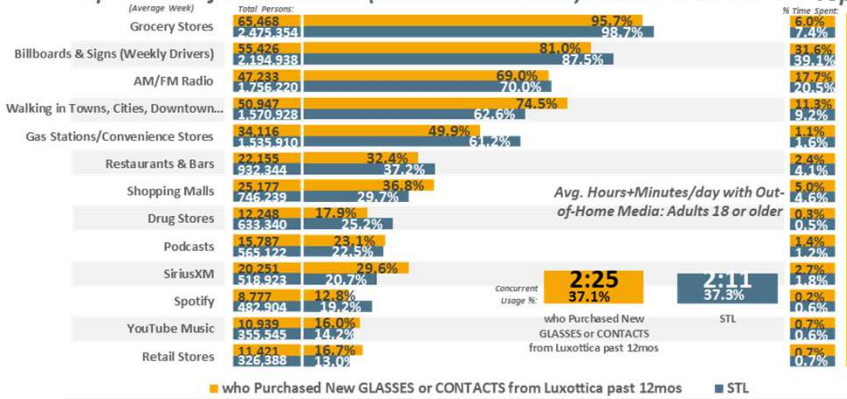
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(Stores bought glasses/contacts for self past 12 months: LensCrafters OR Stores bought glasses/contacts for self past 12 months: Pearle Vision OR Stores bought glasses/contacts for self past 12 months: Target Optical)

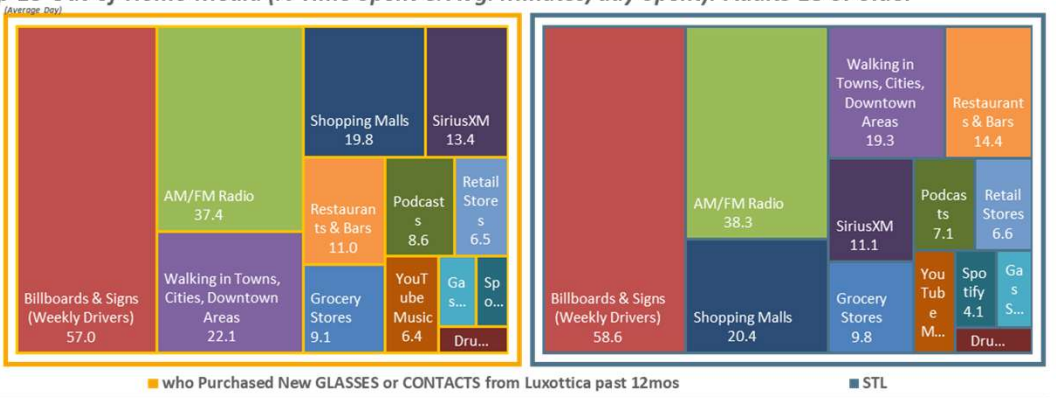
LensCrafters Pearle Vision Optical — STL

55,426 or 81.% of Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos spend an average of 57. minutes per day driving, seeing Billboards and Signs. 66.6% Listen to Local Radio Stations Out-of-Home for an average of 34.6 minu

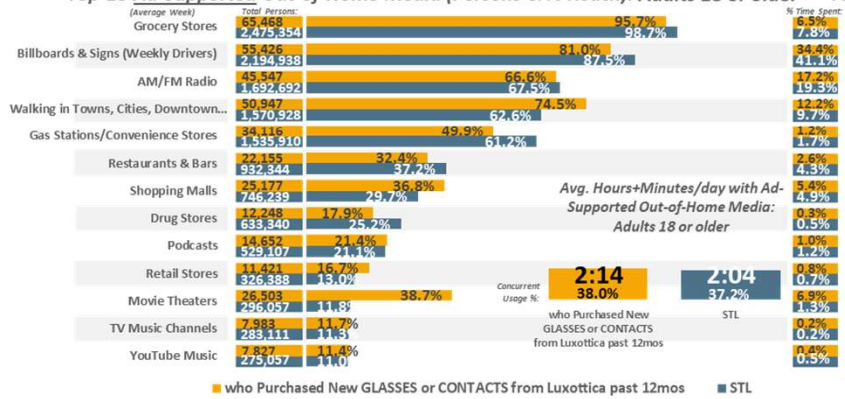
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



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 66

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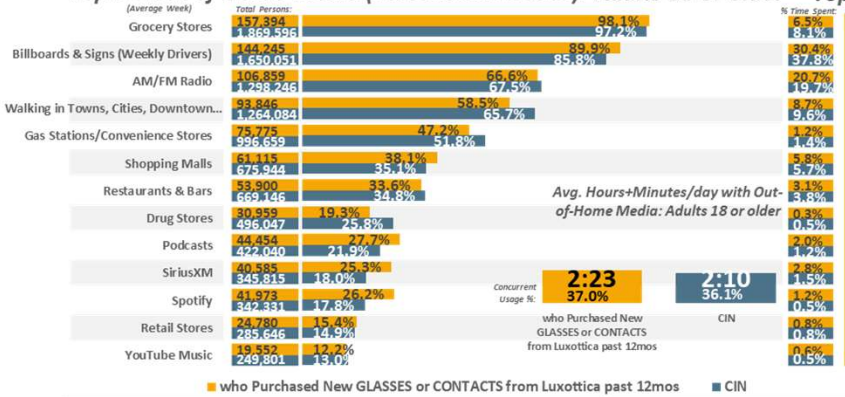
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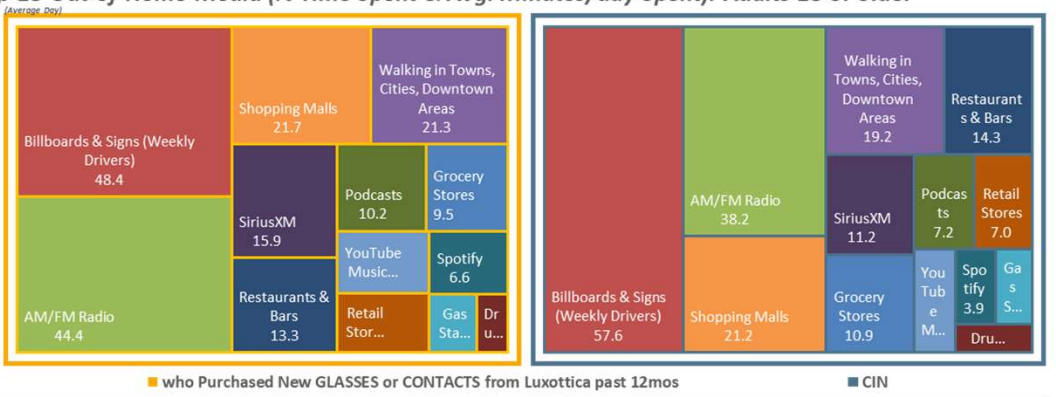
LensCrafters | Pearle Vision | Target Optical | EssilorLuxottica | CIN

144,245 or 89.9% of Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos spend an average of 48.4 minutes per day driving, seeing Billboards and Signs. 63.9% Listen to Local Radio Stations Out-of-Home for an average of 42.2 m

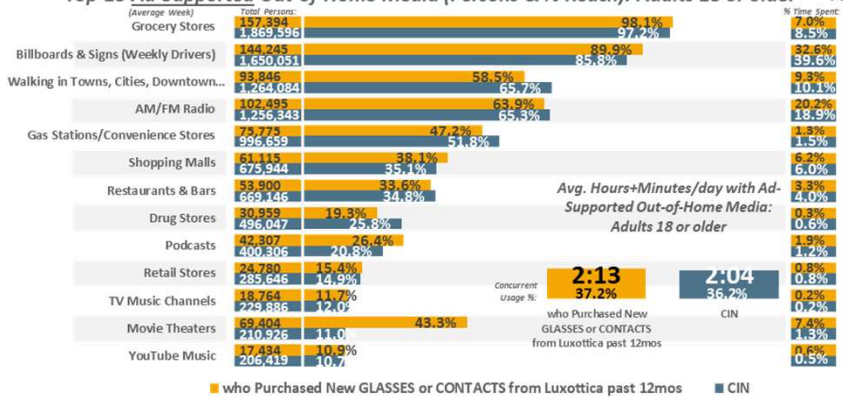
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



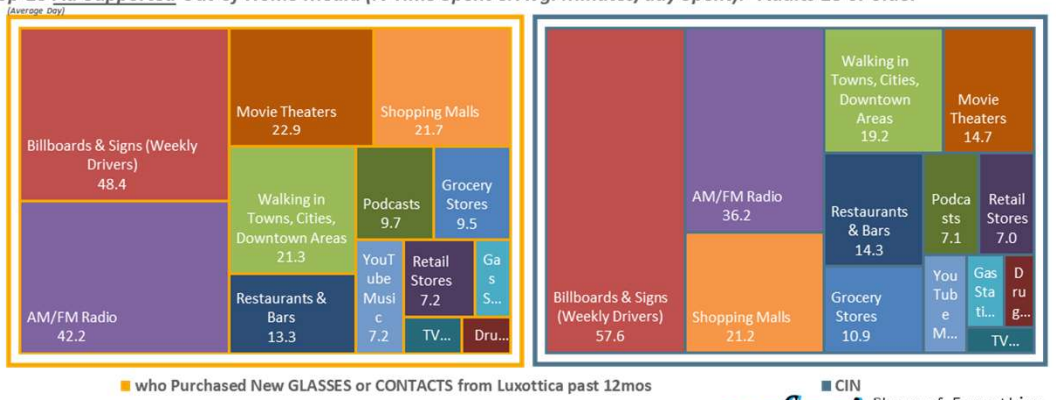
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 188

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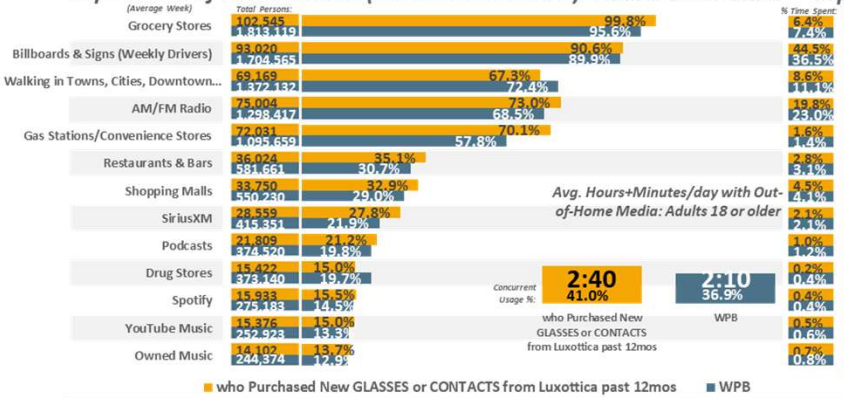
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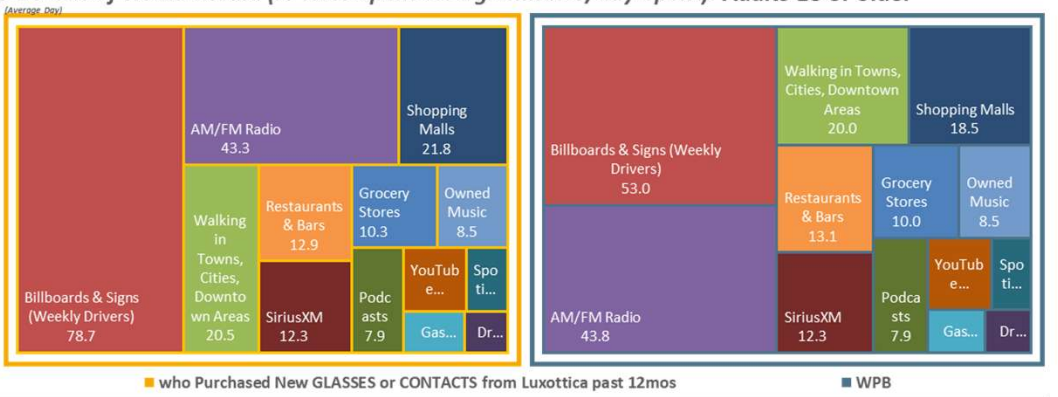
LensCrafters · Pearle Vision · Target Optical · EssilorLuxottica — **WPB**

93,020 or 90.6% of Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos spend an average of 78.7 minutes per day driving, seeing Billboards and Signs. 71.3% Listen to Local Radio Stations Out-of-Home for an average of 39.9 mi

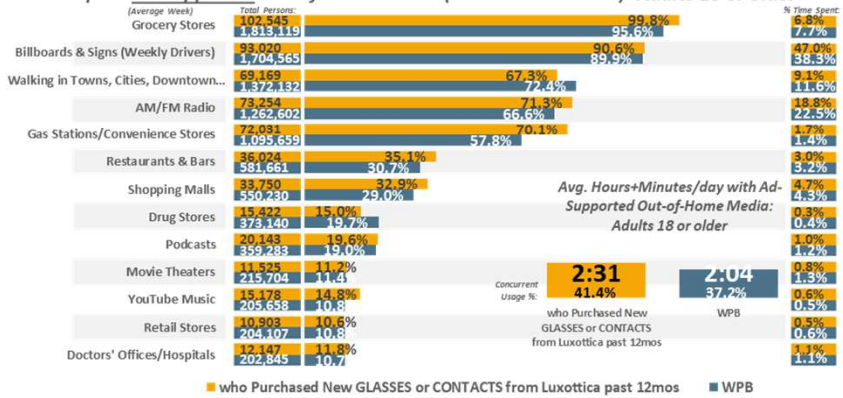
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



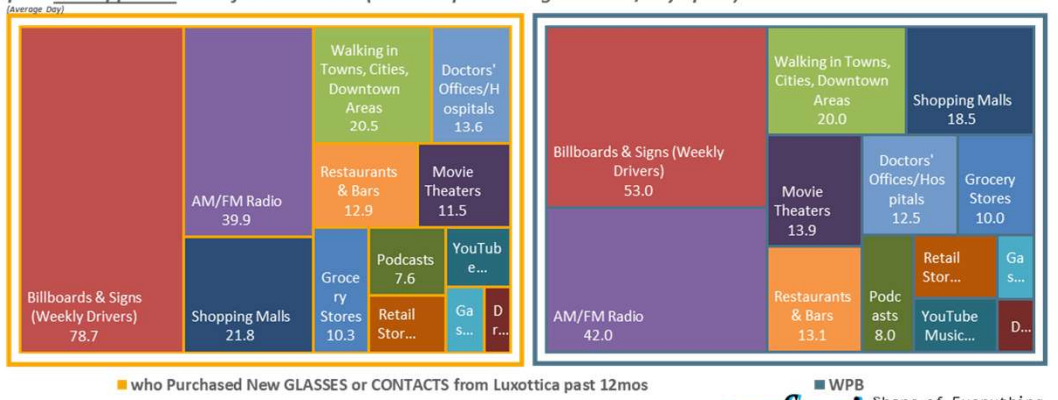
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 R1 2025: Jan24-Jan25 Qual Intab 134

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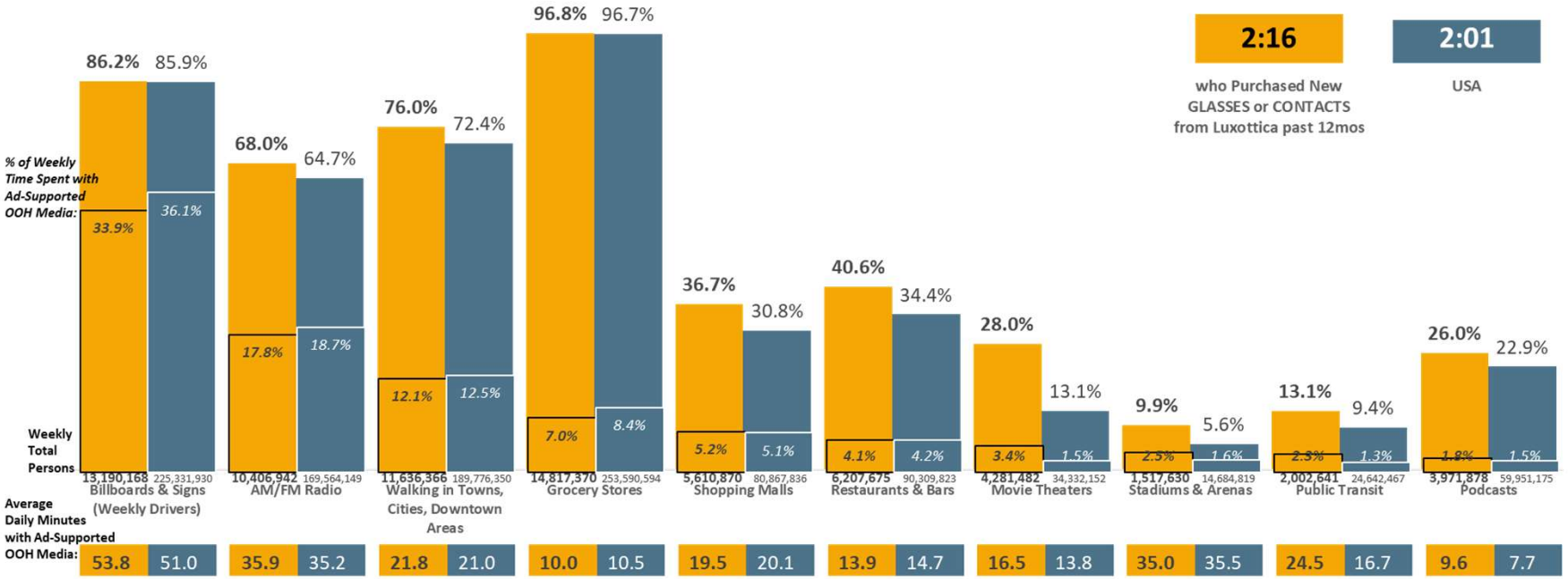
(Stores bought glasses/contacts for self past 12 months: LensCrafters OR Stores bought glasses/contacts for self past 12 months: Pearle Vision OR Stores bought glasses/contacts for self past 12 months: Target Optical)

LensCrafters · Pearle Vision · Optical · USA

13,190,168 or 86.2% of Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos spend an average of 53.8 minutes per day driving, seeing Billboards and Signs representing 33.9% of all Time Spent with Ad-Supported Out-of-Home Medi

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 R1 2025: Feb24-Mar25 Qual Intab 1,523

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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

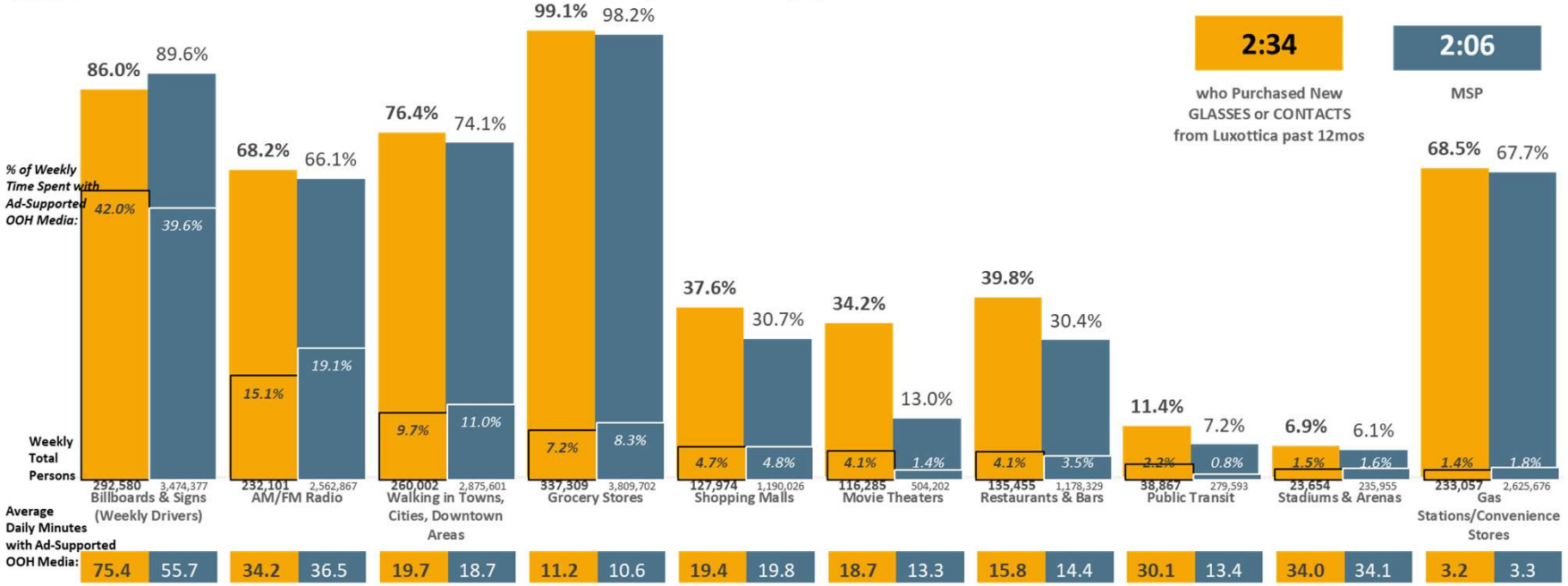
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(Stores bought glasses/contacts for self past 12 months: LensCrafters OR Stores bought glasses/contacts for self past 12 months: Pearle Vision OR Stores bought glasses/contacts for self past 12 months: Target Optical)

292,580 or 86.% of Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos spend an average of 75.4 minutes per day driving, seeing Billboards and Signs representing 42.% 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"



MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 201 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,105

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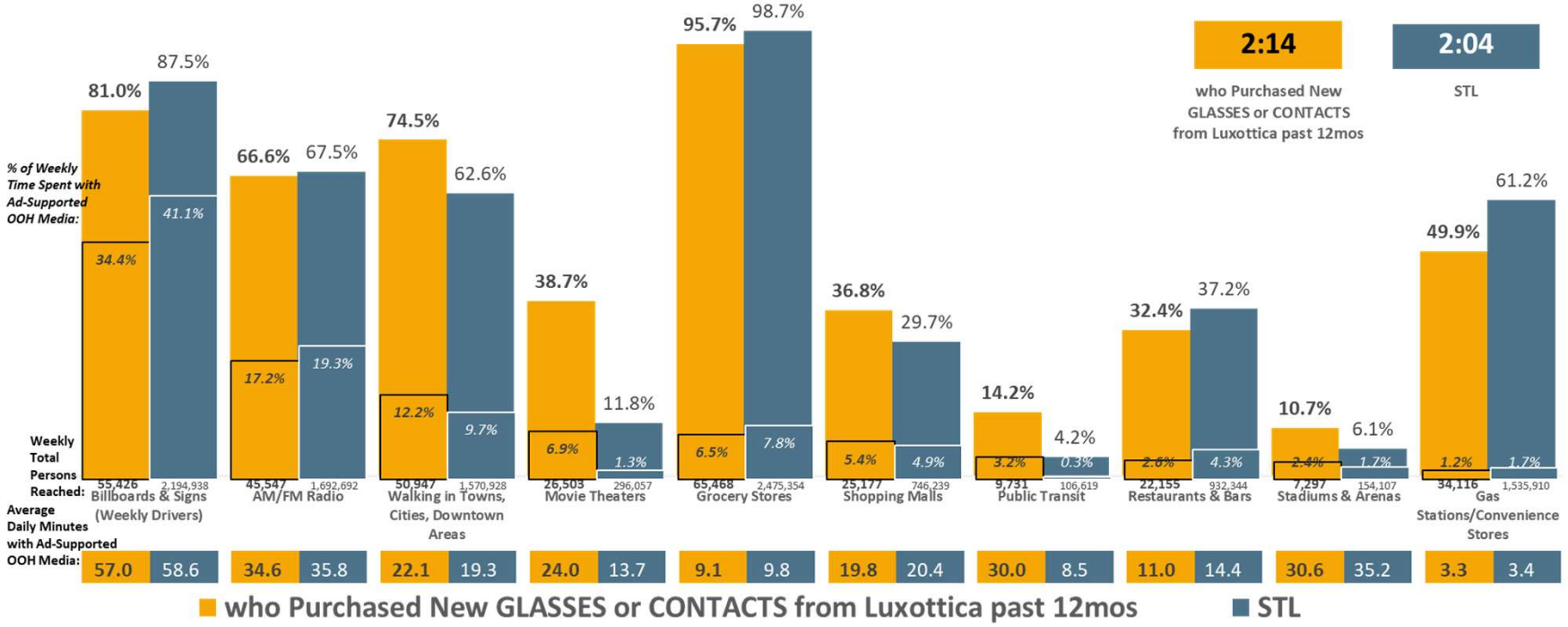
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55,426 or 81.% of Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos spend an average of 57. minutes per day driving, seeing Billboards and Signs representing 34.4% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 66 ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,075

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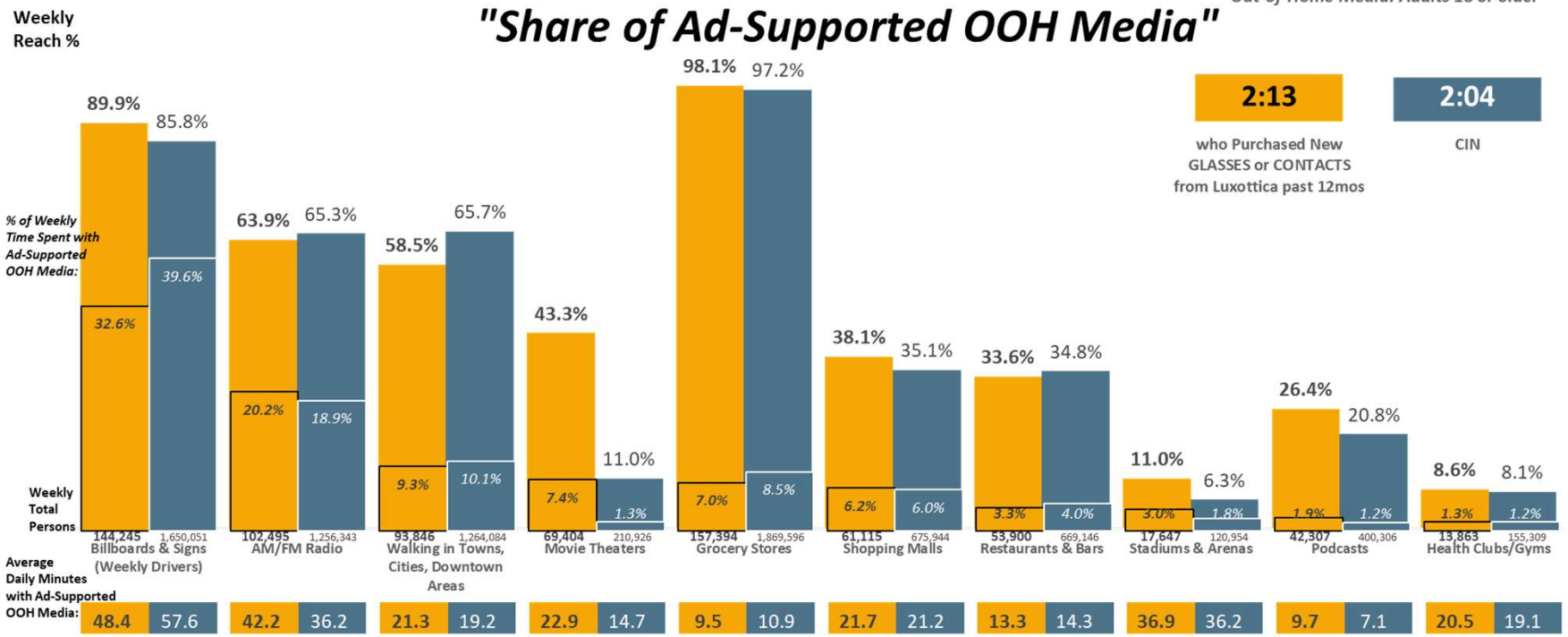
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LensCrafters · Pearle Vision · Target Optical · EssilorLuxottica — CIN

144,245 or 89.9% of Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos spend an average of 48.4 minutes per day driving, seeing Billboards and Signs representing 32.6% 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 188 CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,996

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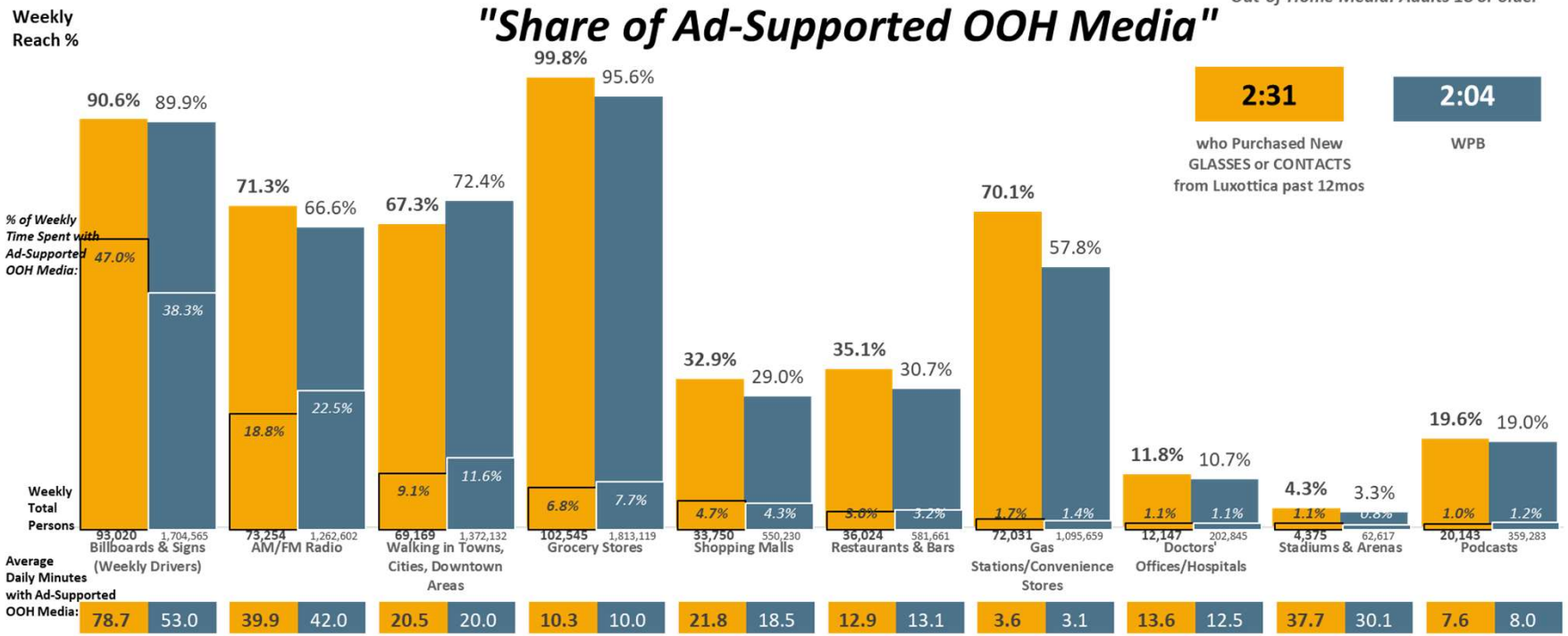
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93,020 or 90.6% of Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos spend an average of 78.7 minutes per day driving, seeing Billboards and Signs representing 47.% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



WPB DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 134 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2025: Aug24-Jan25 Qual Intab 2,630

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LensCrafters · Pearle Vision · Target Optical · EssilorLuxottica — MSP

292,580 or 86.% of Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos spend an average of 75.4 minutes per day driving an average of 43.9 miles each day and are 72.9% more likely to use MN 77 (Cedar Avenue) than the Metro a

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

	who Purchased New GLASSES or CONTACTS from Luxottica past 12mos		MSP	
I-35W south of I-94	117,684	34.6%	920,387	23.7%
I-94 west of I-35W	102,042	30.0%	938,620	24.2%
I-494 west of I-35W	96,904	28.5%	804,065	20.7%
I-494 east of I-35W	94,010	27.6%	752,561	19.4%
I-35E north of I-94	93,758	27.5%	823,083	21.2%
I-35W north of I-94	89,627	26.3%	812,906	21.0%
I-94 east of I-35W	86,981	25.6%	811,600	20.9%
I-35E south of I-94	79,073	23.2%	662,181	17.1%
US 10	64,652	19.0%	769,888	19.8%
US 169 south of I-394	62,341	18.3%	575,808	14.8%
I-694 east of I-35W	57,566	16.9%	494,202	12.7%
County Road 42	56,936	16.7%	429,206	11.1%
US 169 north of I-394	56,876	16.7%	575,787	14.8%
I-394	52,779	15.5%	461,365	11.9%
I-694 west of I-35W	52,117	15.3%	500,703	12.9%
MN 77 (Cedar Avenue)	46,528	13.7%	306,643	7.9%
MN 100	44,977	13.2%	481,014	12.4%
MN 7	44,015	12.9%	373,403	9.6%
US 52	42,269	12.4%	358,296	9.2%
Snelling Avenue	39,724	11.7%	470,922	12.1%
Hennepin Avenue	39,288	11.5%	389,262	10.0%
MN 55	38,504	11.3%	428,014	11.0%
MN 65 (Central Avenue)	38,307	11.3%	411,682	10.6%
MN 36	33,314	9.8%	328,430	8.5%
MN 47 (University Avenue)	31,751	9.3%	356,300	9.2%
MN 13	31,542	9.3%	276,698	7.1%

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

Avg. Miles/Day Driving: → 43.9

1:15 — who Purchased New GLASSES or CONTACTS from Luxottica past 12mos

0:55 → 32.4 — MSP

Top-26 Residential Zip Codes: Adults 18 or older

	who Purchased New GLASSES or CONTACTS from Luxottica past 12mos		MSP	
55044	20,931	6.15%	64,216	1.66%
55433	12,434	3.65%	32,598	0.84%
55068	10,224	3.00%	24,41	0.63%
55025	9,317	2.74%	31,859	0.82%
55066	8,603	2.53%	14	9.36%
55343	8,247	2.42%	35,340	0.91%
56011	7,694	2.26%	22,0	0.57%
55432	7,267	2.14%	24,35	0.63%
55125	6,925	2.03%	31,349	0.81%
55414	6,624	1.95%	45,238	1.17%
56301	6,512	1.91%	41,513	1.07%
55419	6,402	1.88%	24,70	0.64%
55327	6,394	1.88%	8	0.23%
55128	6,246	1.84%	27,81	0.72%
55437	5,921	1.74%	16,	0.41%
55303	5,842	1.72%	59,655	1.54%
55113	5,628	1.65%	45,611	1.18%
55332	5,626	1.65%	8	0.23%
55109	5,539	1.63%	38,434	0.99%
55360	5,497	1.62%	9	0.23%
55425	5,373	1.58%	9	0.25%
55337	5,296	1.56%	44,511	1.15%
55407	5,103	1.50%	25,79	0.66%
55374	4,966	1.46%	17	0.46%
55129	4,659	1.37%	31,090	0.80%
55117	4,587	1.35%	63,229	1.63%

Top-26 Employment Zip Codes: Adults 18 or older

	who Purchased New GLASSES or CONTACTS from Luxottica past 12mos		MSP	
55113	9,489	2.79%	35,142	0.91%
55420	9,411	2.76%	22,077	0.57%
55109	8,993	2.64%	22,172	0.57%
55448	8,541	2.51%	22,102	0.57%
55068	8,219	2.41%	15,205	0.39%
55437	6,417	1.89%	13,460	0.35%
55327	6,394	1.88%	6,3	0.16%
55344	6,189	1.82%	36,903	0.95%
55332	5,626	1.65%	8,73	0.23%
55413	5,463	1.61%	28,346	0.73%
55443	5,112	1.50%	10,65	0.27%
56304	4,989	1.47%	13,806	0.36%
55474	4,965	1.46%	4,9	0.13%
56301	4,726	1.39%	35,587	0.92%
55434	4,701	1.38%	10,54	0.27%
55066	4,557	1.34%	7,10	0.18%
55418	4,538	1.33%	10,20	0.26%
55044	4,530	1.33%	39,959	1.03%
55317	4,456	1.31%	15,057	0.39%
55432	4,448	1.31%	16,735	0.43%
55391	4,085	1.20%	11,02	0.28%
55125	4,046	1.19%	15,265	0.39%
55337	3,924	1.15%	26,219	0.68%
55407	3,837	1.13%	16,214	0.42%
55311	3,789	1.11%	22,649	0.58%
55024	3,755	1.10%	8,63	0.22%

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MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 201

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55,426 or 81.% of Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos spend an average of 57. minutes per day driving an average of 33.2 miles each day and are 122.8% more likely to use Poplar Street Bridge than the Metro av

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

I-64/Highway 40	43,109 1,042,131	63.0% 41.5%
I-270	34,106 1,020,881	49.9% 40.7%
I-70	30,005 923,498	43.9% 36.8%
I-44/Highway 44	26,778 758,179	39.1% 30.2%
Lindbergh Blvd	25,923 618,295	37.9% 24.6%
I-170/Highway 170	25,428 532,313	37.2% 21.2%
Manchester Road/Highway 100	22,852 455,646	33.4% 18.2%
I-55	20,215 761,996	29.6% 30.4%
Page Avenue	16,360 320,565	23.9% 12.8%
Highway 94	15,171 329,500	22.2% 13.1%
Highway 370	14,405 241,382	21.1% 9.6%
Highway 67/Highway 111	12,962 286,367	18.9% 11.4%
Highway K	12,107 267,927	17.7% 10.7%
I-255	10,586 433,615	15.5% 17.3%
Poplar Street Bridge	9,367 154,194	13.7% 6.1%
Stan Musial Veterans Memorial Bridge	4,385 111.1	6.4% 4.4%
Martin Luther King Bridge	2,208 91.5	3.2% 3.6%
Green Mount Road	1,915 215,219	2.8% 8.6%
Route 15	1,792 105,4	2.6% 4.2%
#VALUE!	0	0.0% 0.0%
#VALUE!	0	0.0% 0.0%
#VALUE!	0	0.0% 0.0%
#VALUE!	0	0.0% 0.0%
#VALUE!	0	0.0% 0.0%
#VALUE!	0	0.0% 0.0%
#VALUE!	0	0.0% 0.0%

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

Avg. Miles/Day Driving: → 33.2

0:57 who Purchased New GLASSES or CONTACTS from Luxottica past 12mos

0:58 → 34.1 STL

■ who Purchased New GLASSES or CONTACTS from Luxottica past 12mos ■ STL

Top-26 Residential Zip Codes: Adults 18 or older

63379	5,573 23,468	8.15% 0.94%
62095	4,331 20,11	6.33% 0.80%
63301	3,837 44,488	5.61% 1.77%
62040	3,653 26,968	5.34% 1.07%
63074	3,515 12	5.14% 0.51%
62226	3,386 26,062	4.95% 1.04%
63341	3,171 4	4.64% 0.19%
63017	3,007 32,543	4.40% 1.30%
62223	2,788 10	4.08% 0.44%
63105	2,385 13X	3.49% 0.54%
63123	2,271 71,678	3.32% 2.84%
63136	2,095 31,742	3.06% 1.27%
63021	1,993 41,790	2.91% 1.67%
63034	1,652 9	2.41% 0.36%
63011	1,622 14	2.37% 0.58%
63139	1,606 21,72	2.35% 0.87%
63367	1,538 15	2.25% 0.60%
63303	1,509 30,494	2.21% 1.22%
63108	1,506 9	2.20% 0.40%
62221	1,483 14,8	2.17% 0.59%
63033	1,476 15	2.16% 0.60%
65401	1,186 17,1	1.73% 0.68%
62203	1,177 7	1.72% 0.30%
63122	1,104 26,804	1.61% 1.07%
63130	993 44,164	1.45% 1.76%
63034	950 20,02	1.39% 0.80%

Top-26 Employment Zip Codes: Adults 18 or older

63105	5,493 23,48	8.03% 0.93%
63110	3,991 44,747	5.83% 1.78%
62226	3,386 18,0	4.95% 0.72%
63017	2,799 25,500	4.09% 1.02%
63301	2,457 36,208	3.59% 1.44%
63045	1,786 8	2.61% 0.34%
63367	1,538 11	2.25% 0.46%
63303	1,509 18,0	2.21% 0.72%
62221	1,494 21,36	2.18% 0.85%
62002	1,307 17,7	1.91% 0.71%
62203	1,177	1.72% 0.05%
63011	1,148 11	1.68% 0.46%
63033	1,109 7	1.62% 0.31%
63136	981 23,352	1.43% 0.93%
63005	950 25,635	1.39% 1.02%
63129	837 11	1.22% 0.44%
63119	834 13	1.22% 0.55%
63130	699 16?	1.02% 0.67%
63122	628 22,26	0.92% 0.89%
62236	607	0.89% 0.14%
63138	323	0.47% 0.12%
63021	237 12	0.35% 0.49%
63125	208 7	0.30% 0.29%
63601	85	0.12% 0.17%
65565	0	0.00% 0.06%
65453	0 5	0.00% 0.24%

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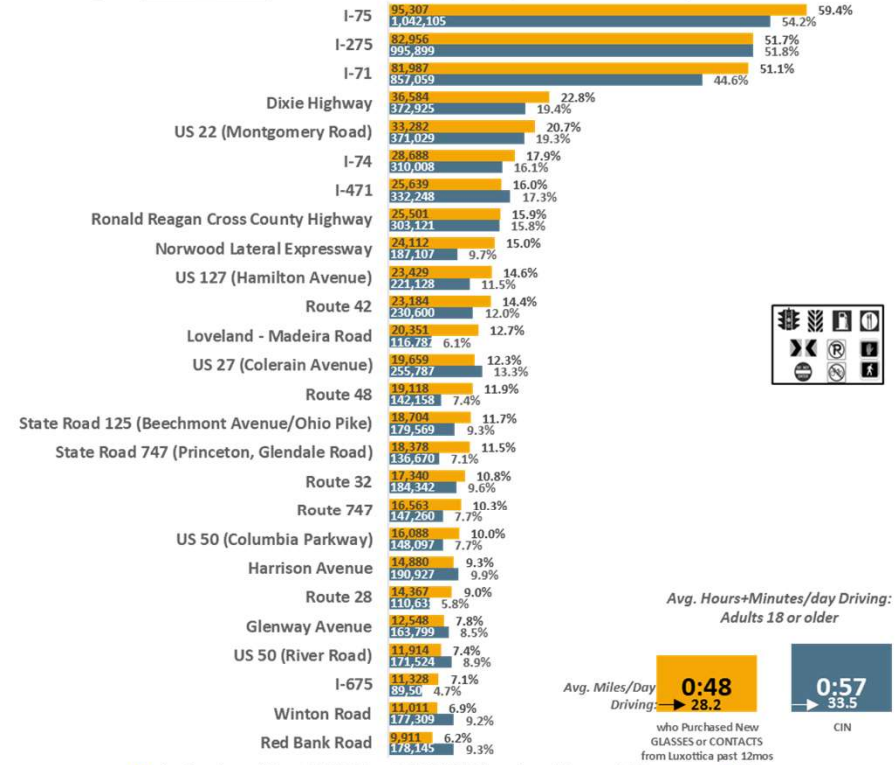
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LensCrafters · Pearle Vision · Target Optical · EssilorLuxottica — CIN

144,245 or 89.9% of Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos spend an average of 48.4 minutes per day driving an average of 28.2 miles each day and are 108.9% more likely to use Loveland - Madeira Road than the Me

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



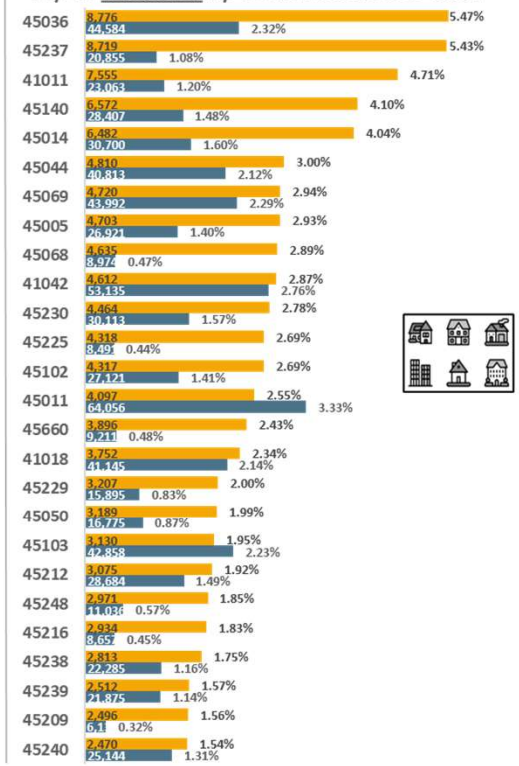
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving: → 28.2

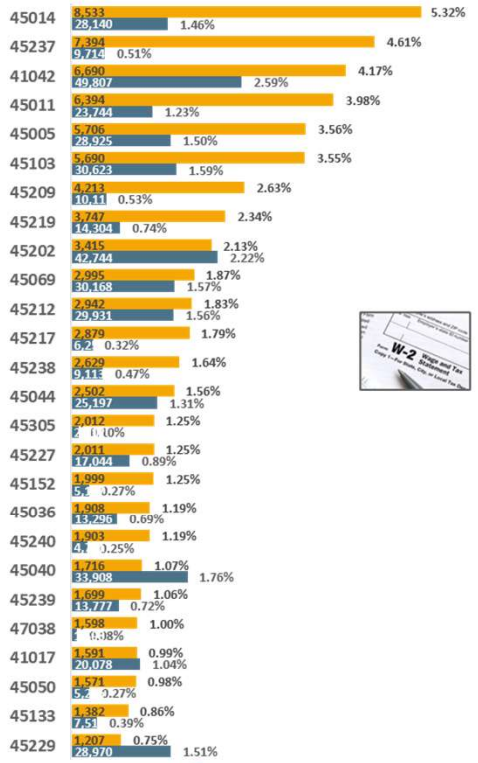
0:48 — who Purchased New GLASSES or CONTACTS from Luxottica past 12mos

0:57 → 33.5 — CIN

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 188

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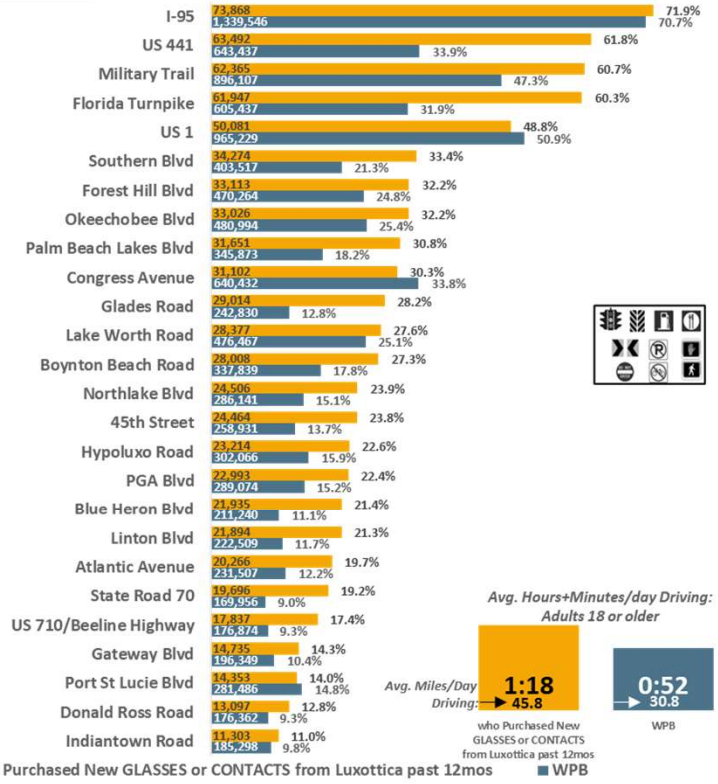
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LensCrafters · Pearle Vision · Target Optical · EssilorLuxottica

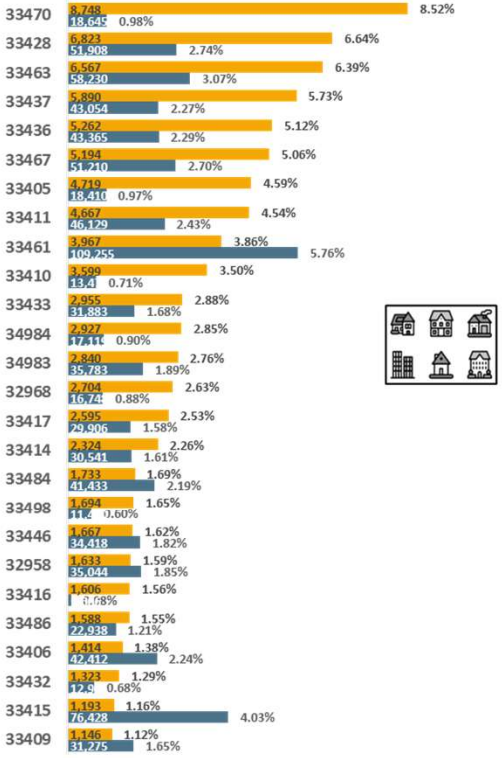
WPB

93,020 or 90.6% of Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos spend an average of 78.7 minutes per day driving an average of 45.8 miles each day and are 120.5% more likely to use Glades Road than the Metro average.

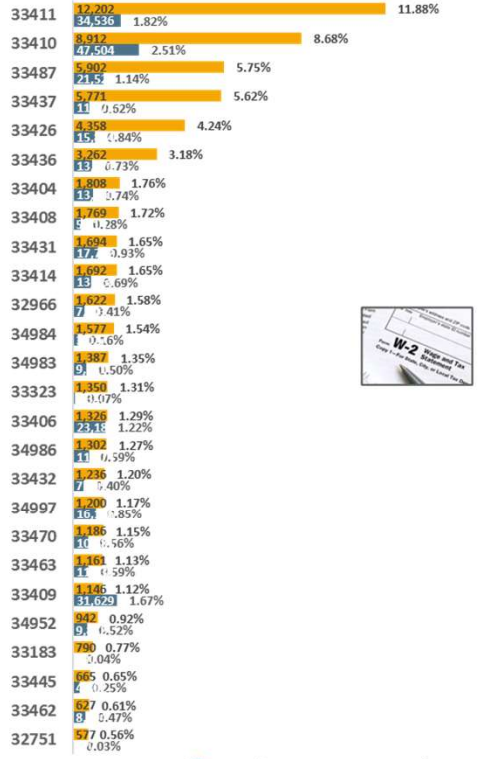
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



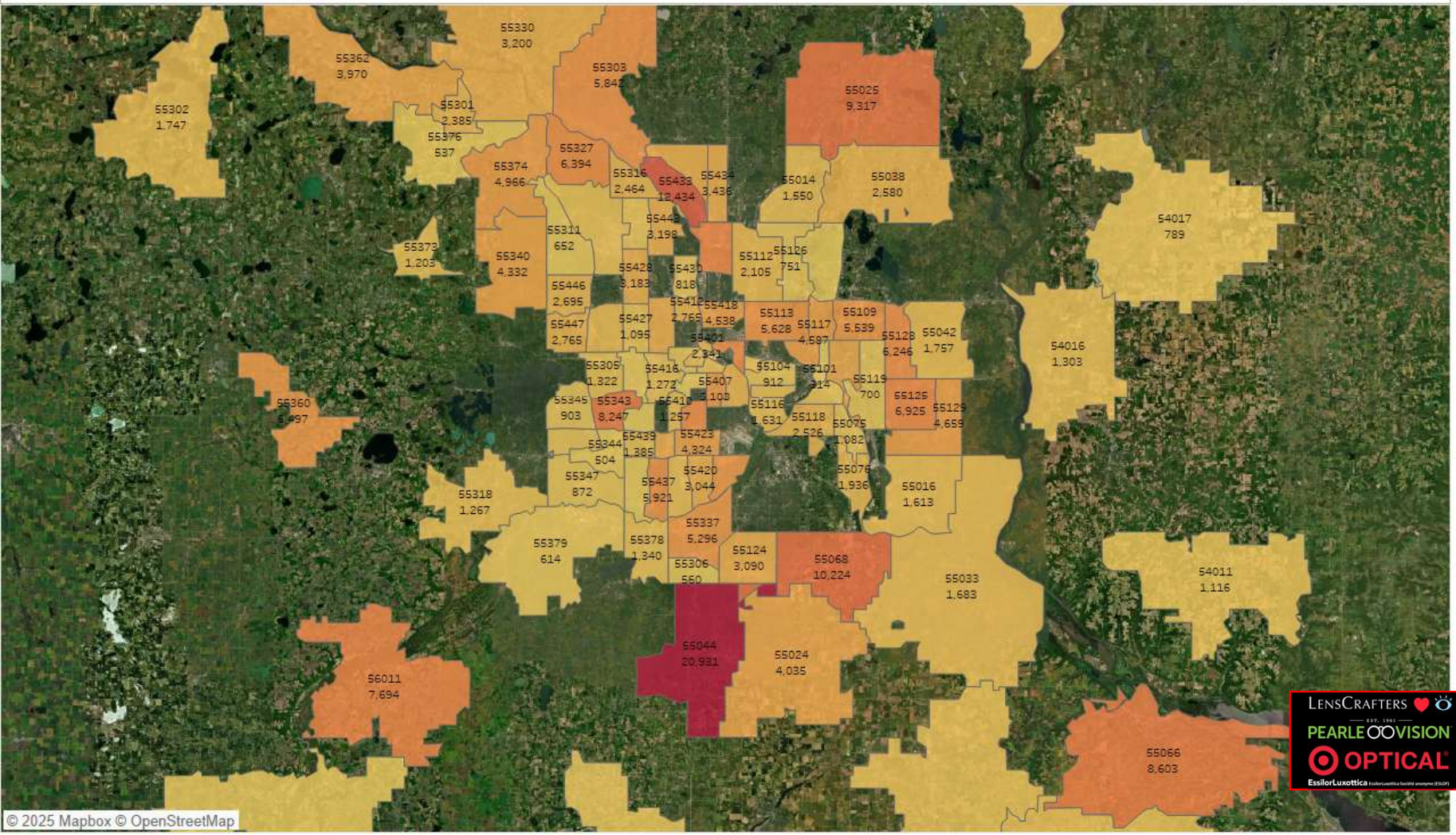
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WPB DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 134

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Top Residential Zip Codes: (Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos)



SUM(Adults 18 or older ...

148 20,931

LensCrafters Pearle Vision Target Optical EssilorLuxottica MSP

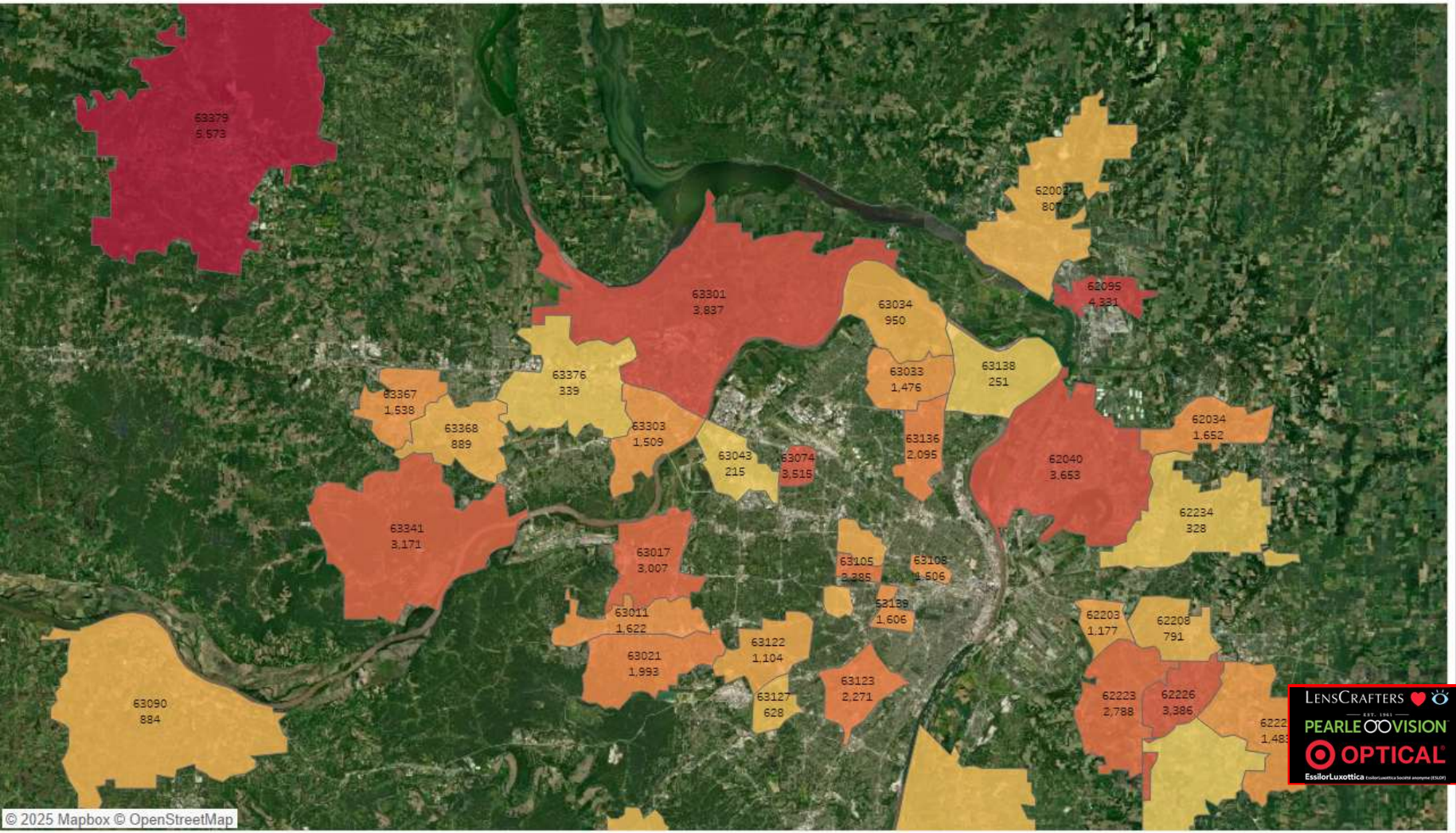
MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 201

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Top Residential Zip Codes: (Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos)



SUM(Adults 18 or older ...

85 5,573

LensCrafters Pearle Vision Target Optical EssilorLuxottica STL

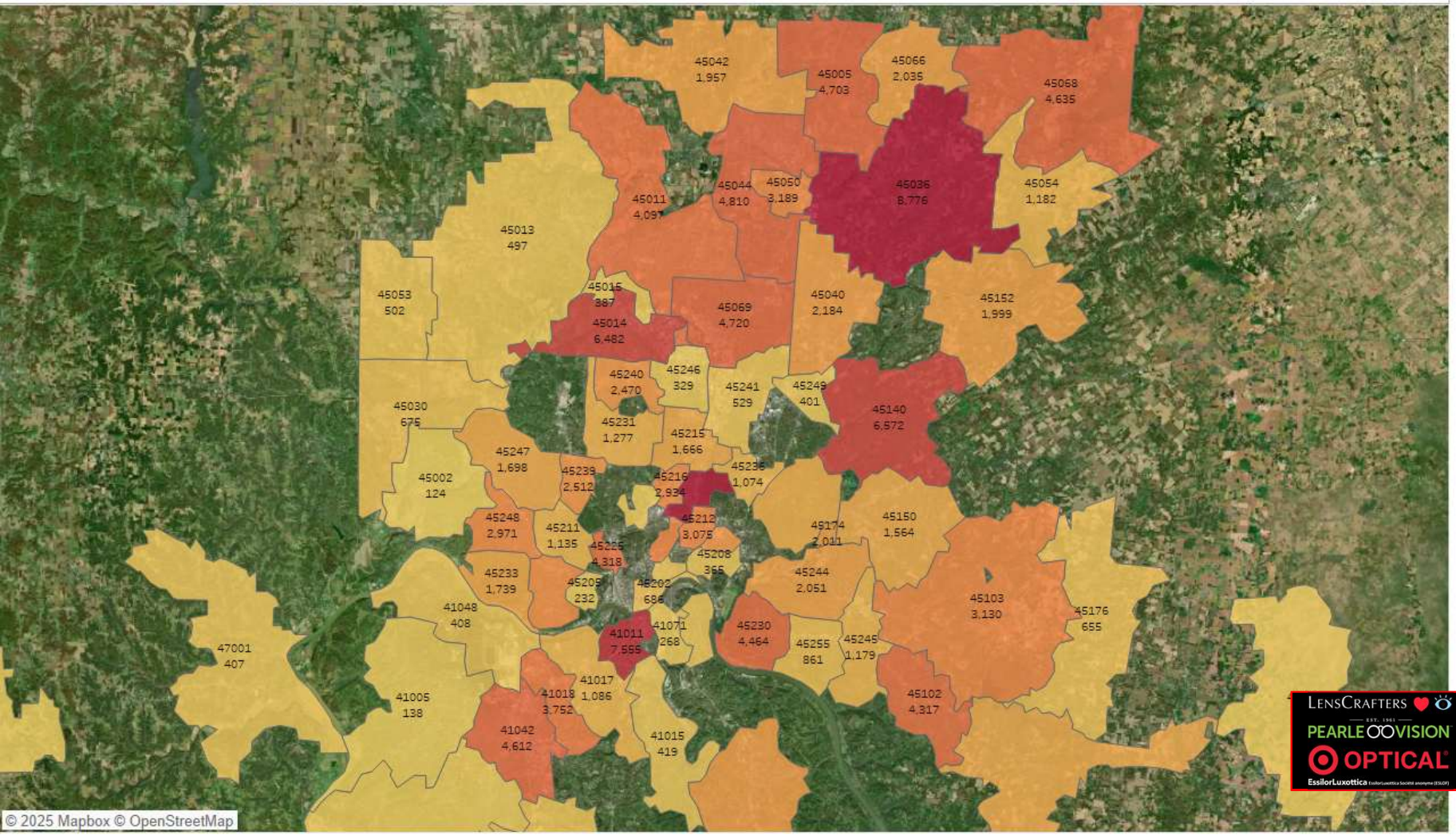
STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 66

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Top Residential Zip Codes: (Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos)



SUM(Adults 18 or older ...

85 8,776

LensCrafters Pearle Vision Target Optical EssilorLuxottica

CIN

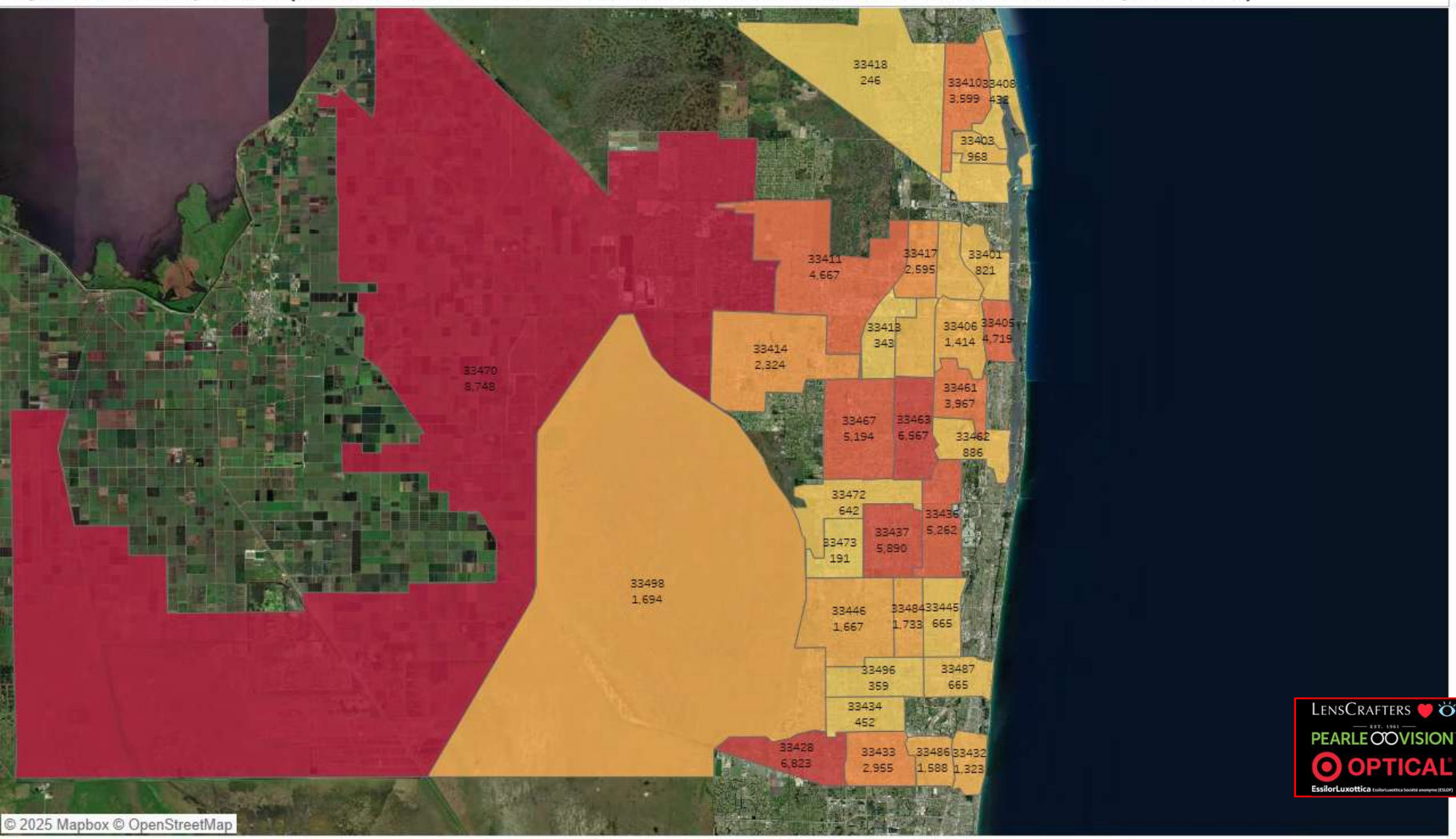
CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 188

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Top Residential Zip Codes: (Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos)



WPB DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 134

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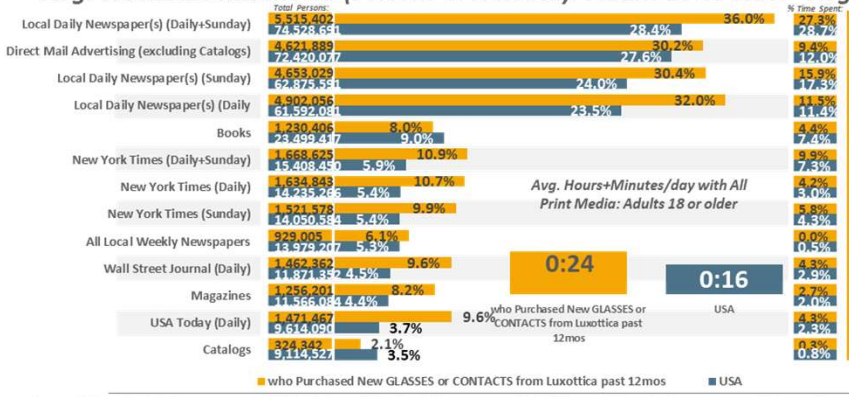
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(Stores bought glasses/contacts for self past 12 months: LensCrafters OR Stores bought glasses/contacts for self past 12 months: Pearle Vision OR Stores bought glasses/contacts for self past 12 months: Target Optical)

LensCrafters · Pearle Vision · Target Optical · USA

5,515,402 or 36.% of Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.3 minutes every day representing 28.6% of all time spent daily with All forms of Prin

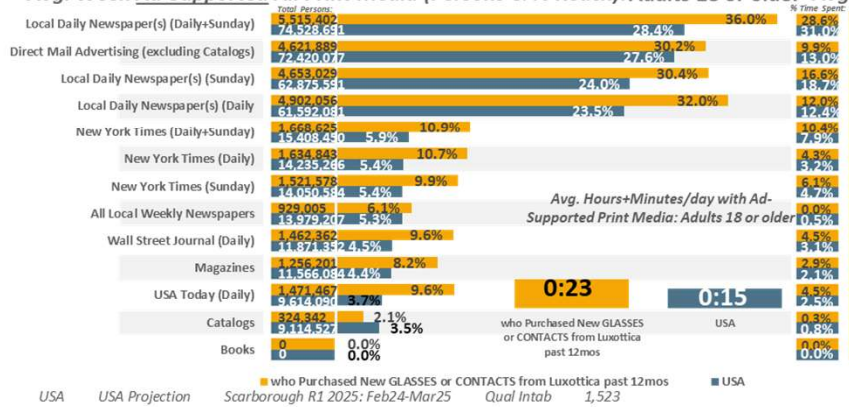
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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 R1 2025: Feb24-Mar25 Qual Intab 1,523

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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

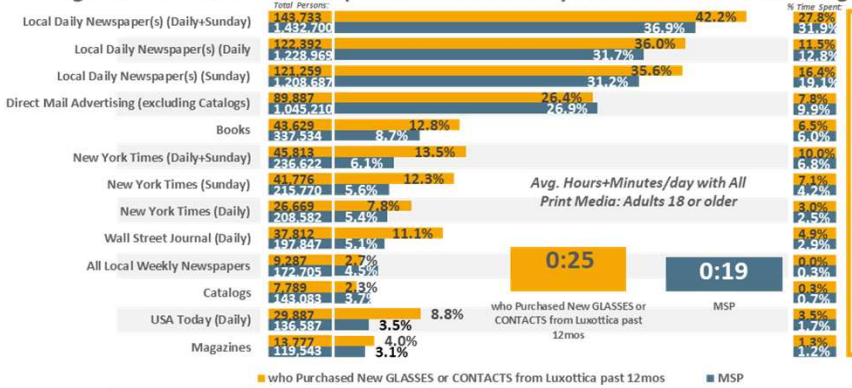
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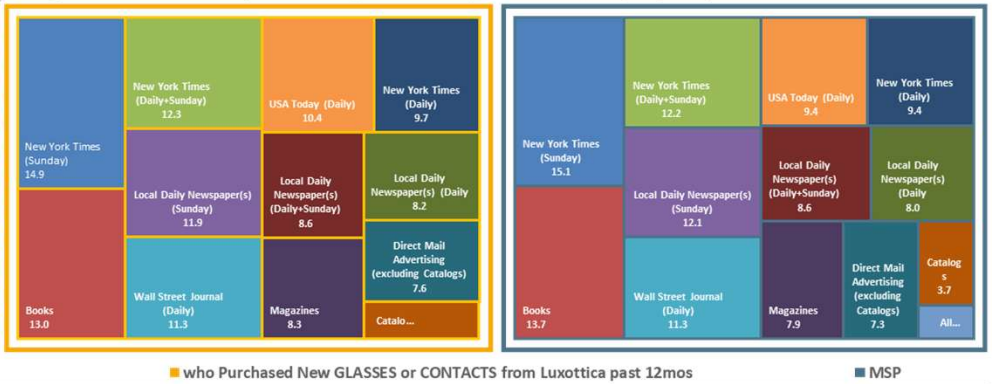
(Stores bought glasses/contacts for self past 12 months: LensCrafters OR Stores bought glasses/contacts for self past 12 months: Pearle Vision OR Stores bought glasses/contacts for self past 12 months: Target Optical)

LensCrafters · Pearle Vision · Target Optical · EssilorLuxottica — MSP

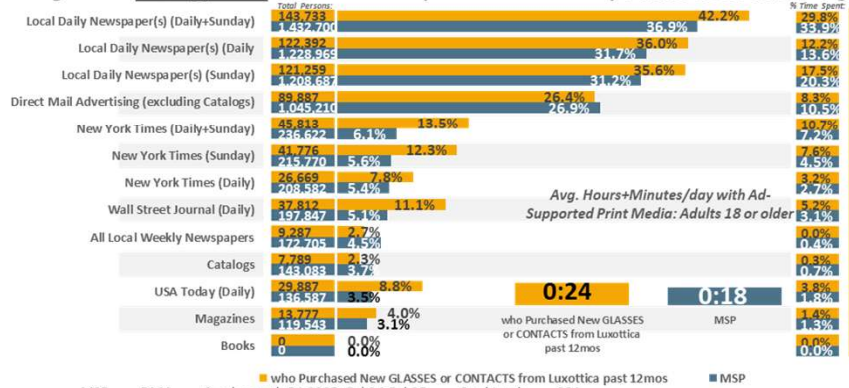
143,733 or 42.2% of Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.6 minutes every day representing 29.8% of all time spent daily with All forms of Print

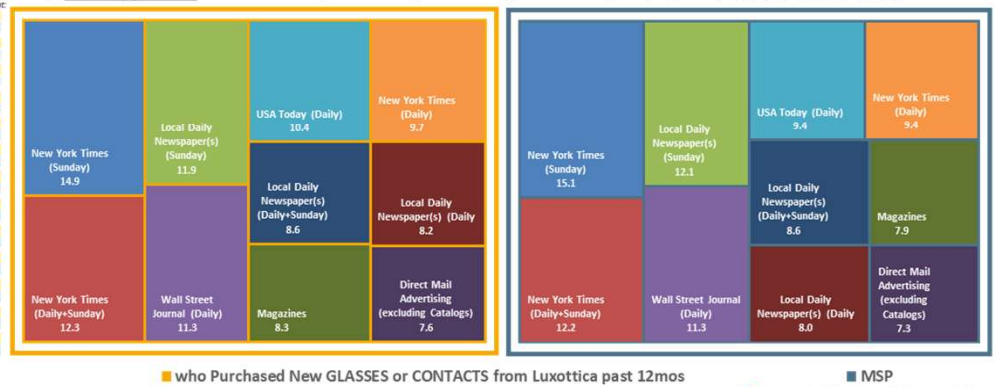
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older





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





MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 201

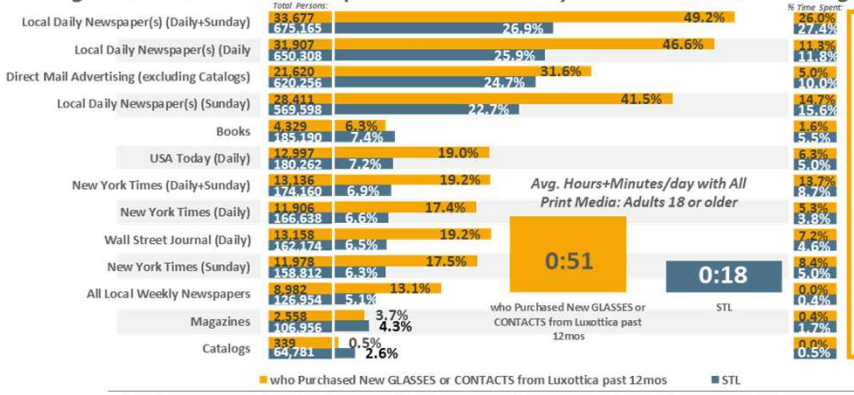
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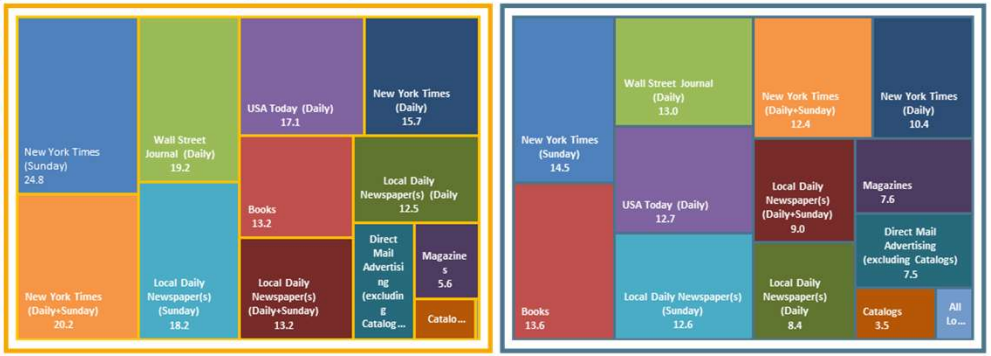
(Stores bought glasses/contacts for self past 12 months: LensCrafters OR Stores bought glasses/contacts for self past 12 months: Pearle Vision OR Stores bought glasses/contacts for self past 12 months: Target Optical)

33,677 or 49.2% of Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 13.2 minutes every day representing 26.5% of all time spent daily with All forms of Print

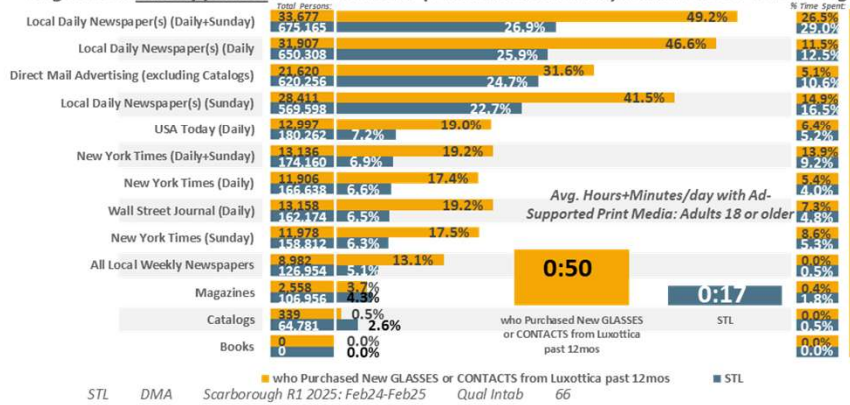
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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 66

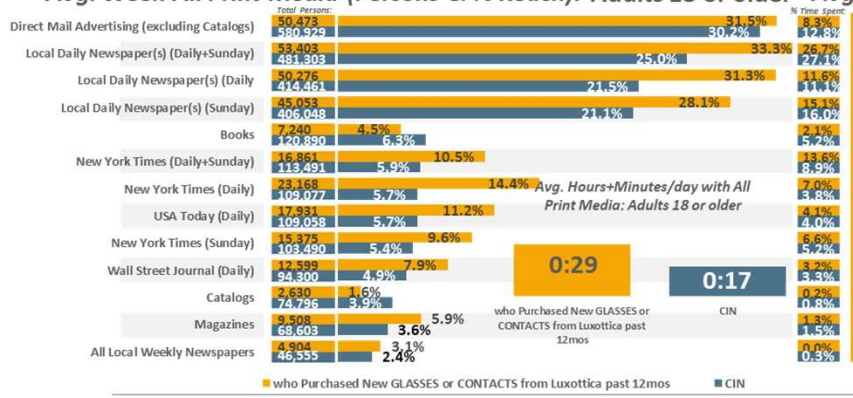
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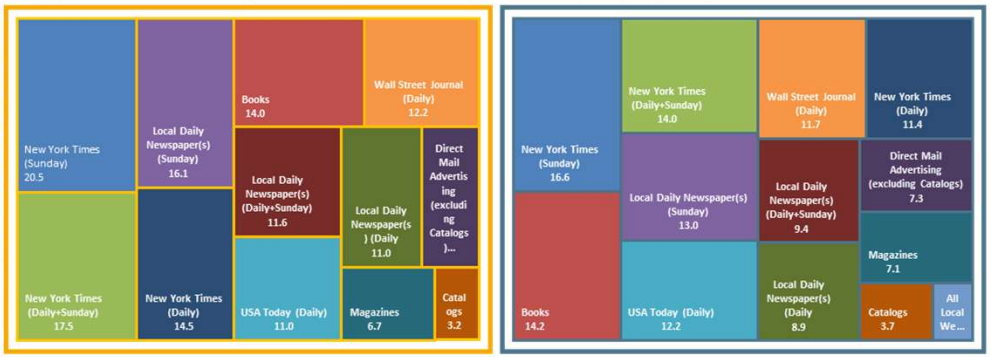
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(Stores bought glasses/contacts for self past 12 months: LensCrafters OR Stores bought glasses/contacts for self past 12 months: Pearle Vision OR Stores bought glasses/contacts for self past 12 months: Target Optical)

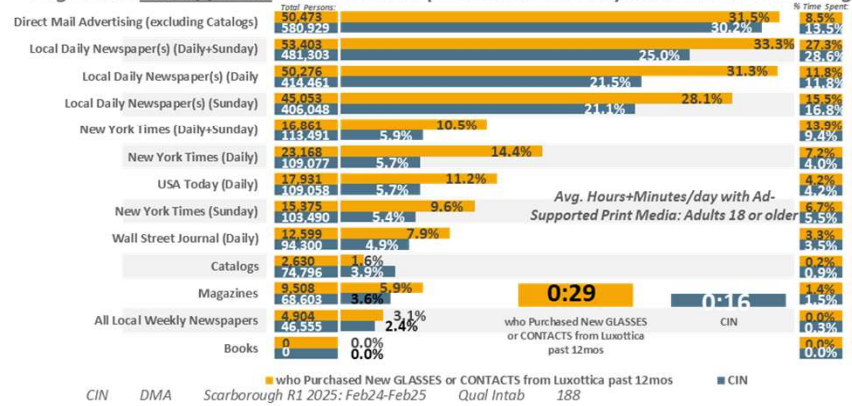
53,403 or 33.3% of Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.6 minutes every day representing 27.3% of all time spent daily with All forms of Print

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





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





CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 188

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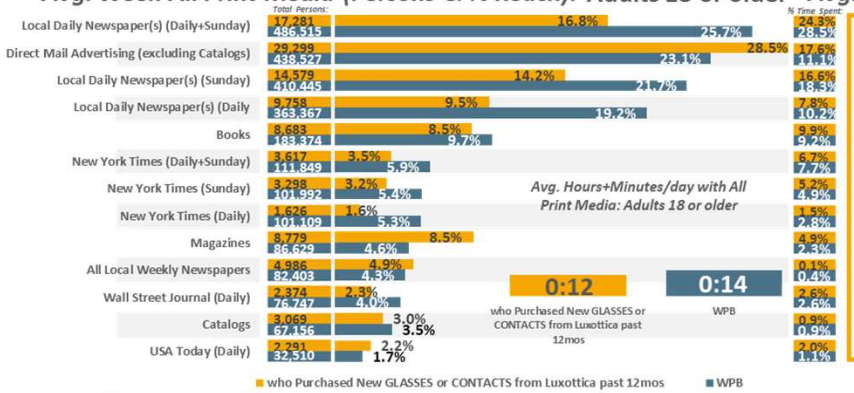
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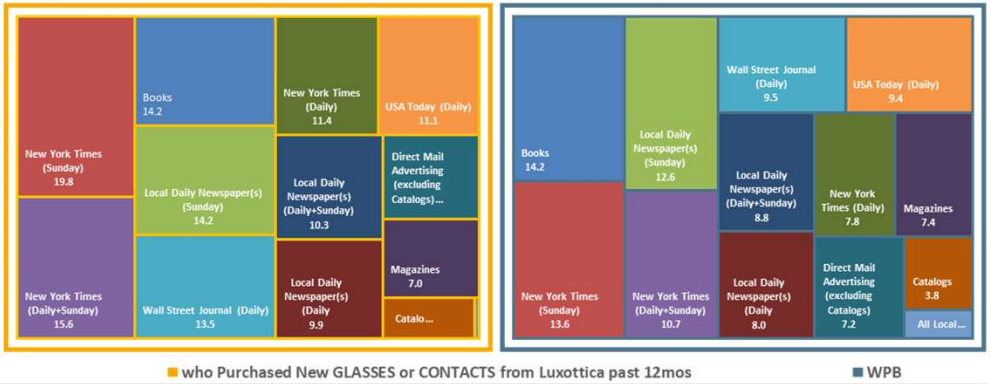
(Stores bought glasses/contacts for self past 12 months: LensCrafters OR Stores bought glasses/contacts for self past 12 months: Pearle Vision OR Stores bought glasses/contacts for self past 12 months: Target Optical)

LensCrafters Pearle Vision Optical — WPB

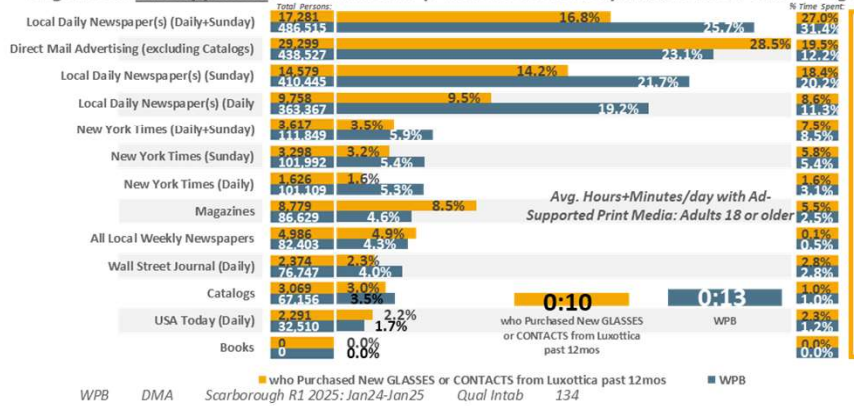
17,281 or 16.8% of Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.3 minutes every day representing 27.% of all time spent daily with All forms of Print

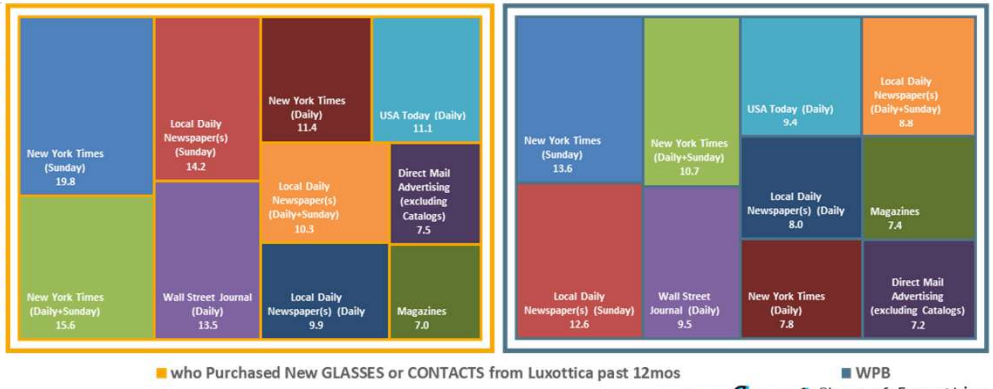
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older





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





WPB DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 134

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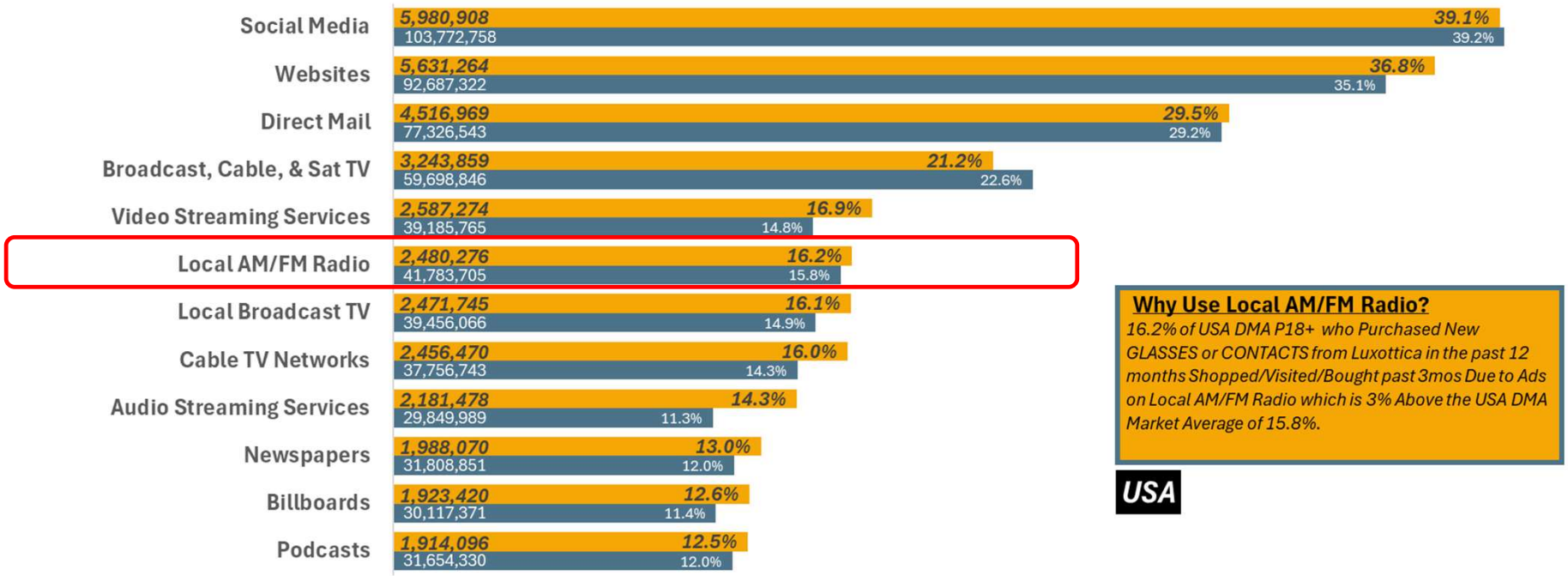
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(Stores bought glasses/contacts for self past 12 months: LensCrafters OR Stores bought glasses/contacts for self past 12 months: Pearle Vision OR Stores bought glasses/contacts for self past 12 months: Target Optical)

LensCrafters · Pearle Vision · Target Optical · EssilorLuxottica — USA

"Advertising Actions"

P18+ who Purchased New GLASSES or CONTACTS from Luxottica 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 Purchased New GLASSES or CONTACTS from Luxottica 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 15.8%.

USA

USA DMA Scarborough R1 2025: Feb24-Mar25 Qual Intab: 1523

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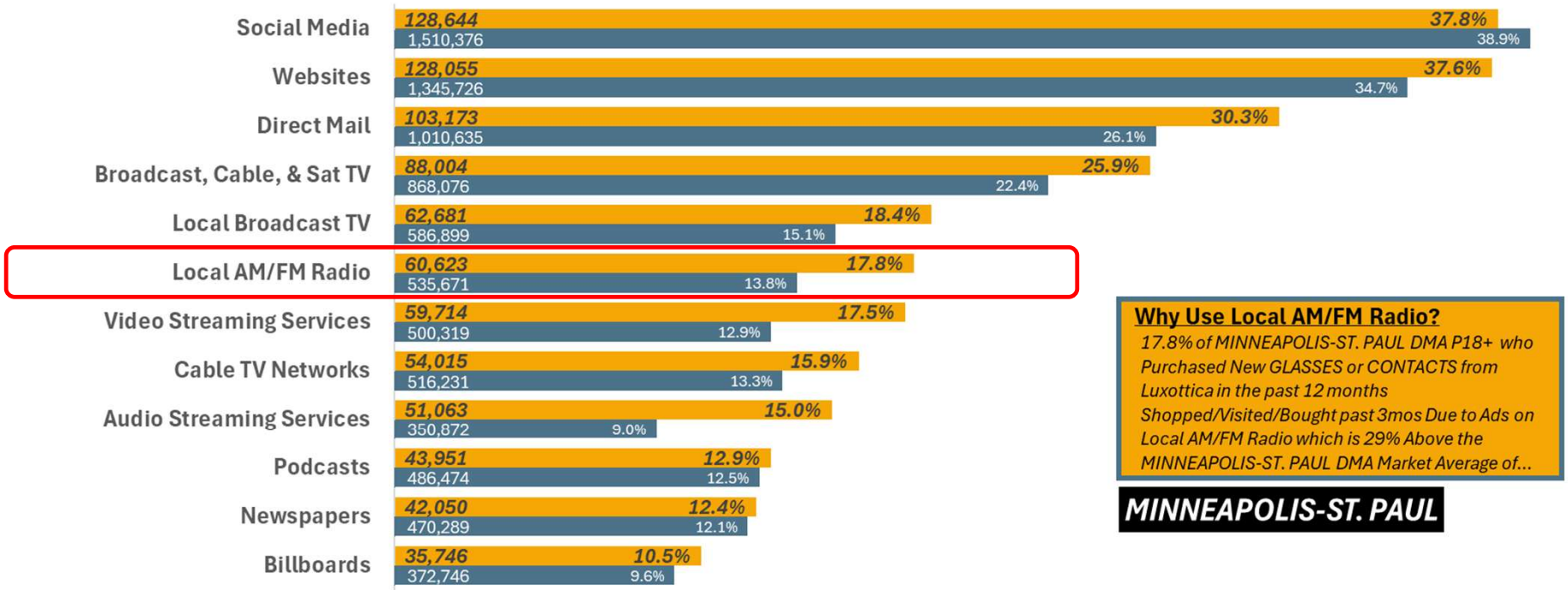
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(Stores bought glasses/contacts for self past 12 months: LensCrafters OR Stores bought glasses/contacts for self past 12 months: Pearle Vision OR Stores bought glasses/contacts for self past 12 months: Target Optical)

LensCrafters · Pearle Vision · Target Optical · EssilorLuxottica · MSP

"Advertising Actions"

P18+ who Purchased New GLASSES or CONTACTS from Luxottica in the past 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

17.8% of MINNEAPOLIS-ST. PAUL DMA P18+ who Purchased New GLASSES or CONTACTS from Luxottica in the past 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 29% Above the MINNEAPOLIS-ST. PAUL DMA Market Average of...

MINNEAPOLIS-ST. PAUL

MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab: 201

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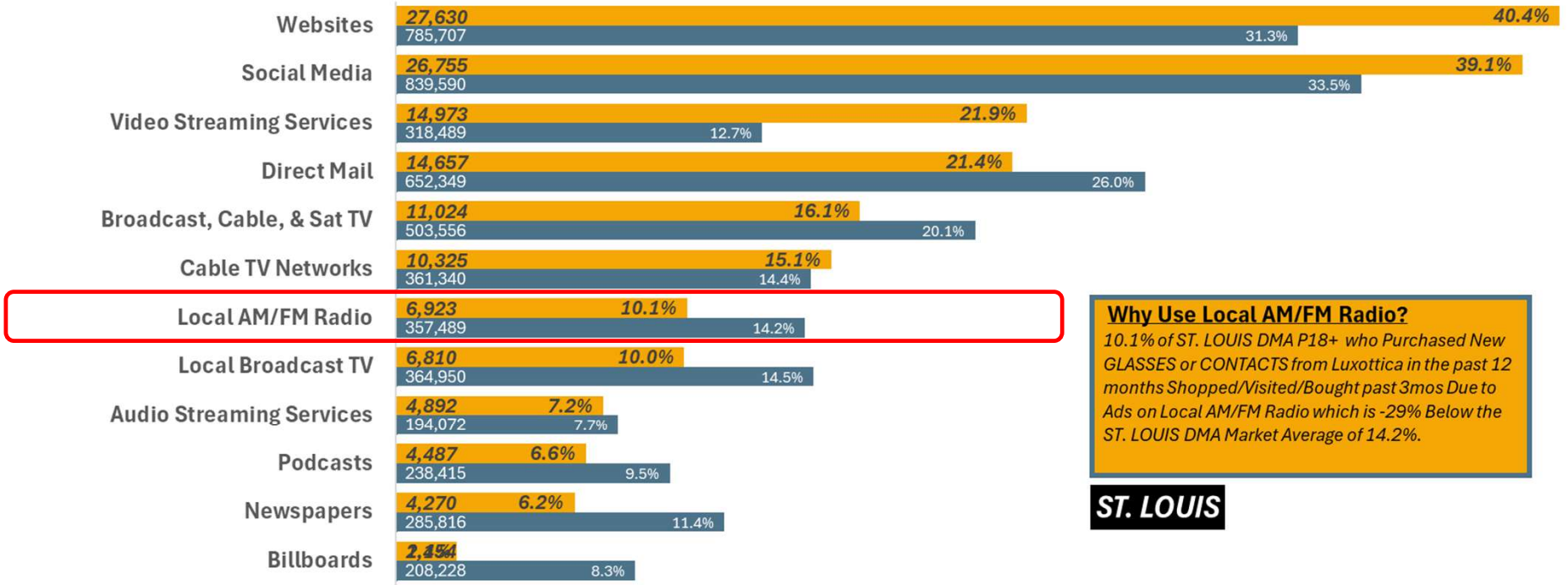
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(Stores bought glasses/contacts for self past 12 months: LensCrafters OR Stores bought glasses/contacts for self past 12 months: Pearle Vision OR Stores bought glasses/contacts for self past 12 months: Target Optical)

LensCrafters Pearle Vision Optical EssilorLuxottica STL

"Advertising Actions"

P18+ who Purchased New GLASSES or CONTACTS from Luxottica in the past 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

10.1% of ST. LOUIS DMA P18+ who Purchased New GLASSES or CONTACTS from Luxottica in the past 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -29% Below the ST. LOUIS DMA Market Average of 14.2%.

ST. LOUIS

ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab: 66

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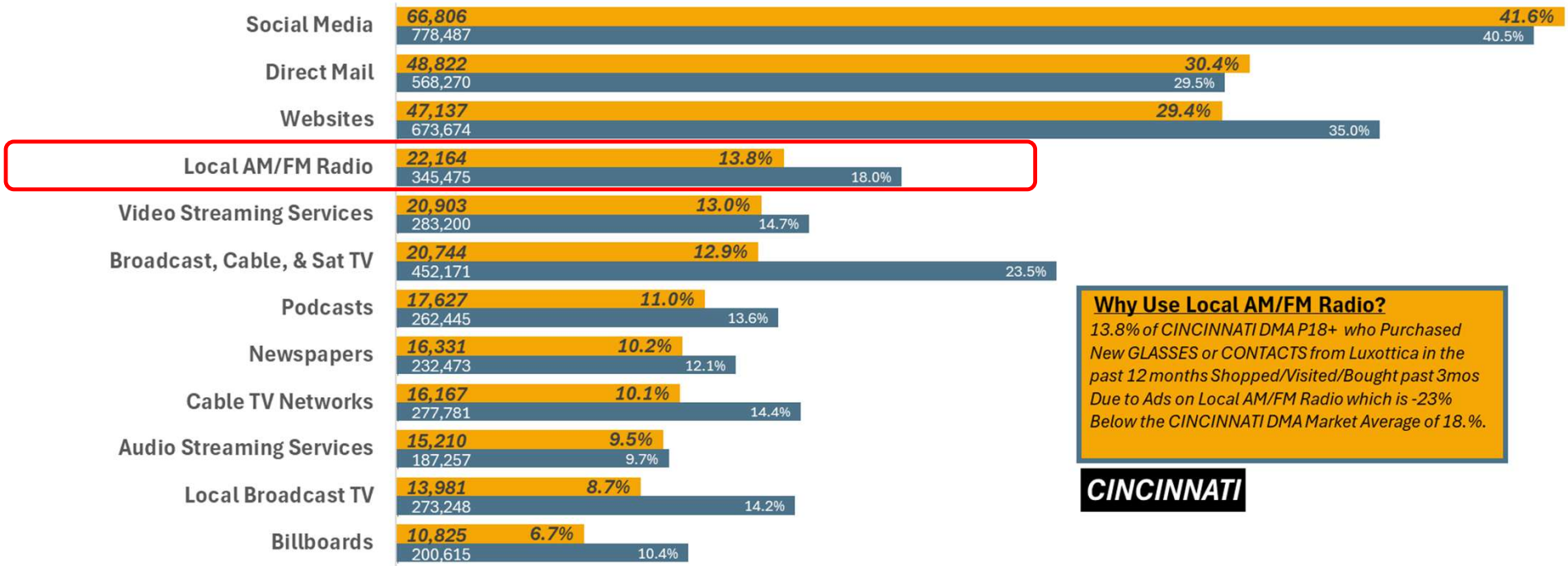
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(Stores bought glasses/contacts for self past 12 months: LensCrafters OR Stores bought glasses/contacts for self past 12 months: Pearle Vision OR Stores bought glasses/contacts for self past 12 months: Target Optical)

LensCrafters · Pearle Vision · Target Optical · EssilorLuxottica · CIN

"Advertising Actions"

P18+ who Purchased New GLASSES or CONTACTS from Luxottica in the past 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

13.8% of CINCINNATI DMA P18+ who Purchased New GLASSES or CONTACTS from Luxottica in the past 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -23% Below the CINCINNATI DMA Market Average of 18.%.

CINCINNATI

CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab: 188

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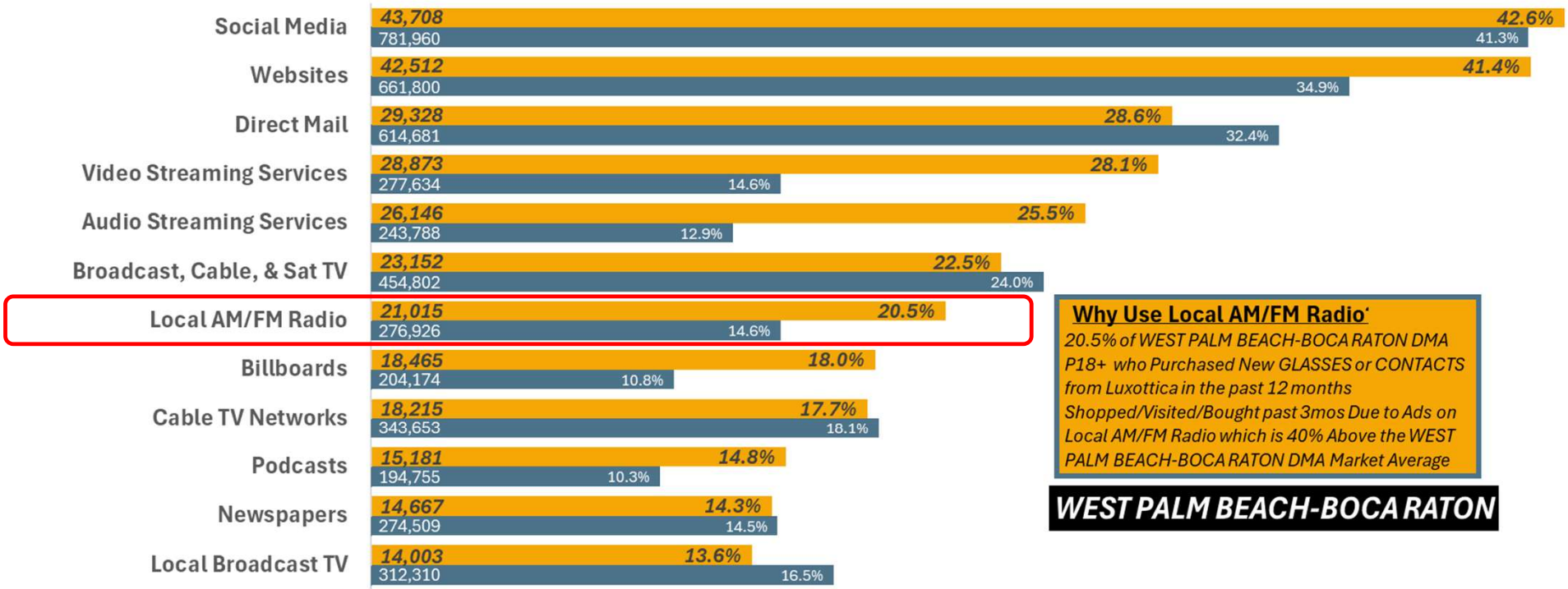
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LensCrafters | Pearle Vision | Target Optical | EssilorLuxottica | WPB

"Advertising Actions"

P18+ who Purchased New GLASSES or CONTACTS from Luxottica in the past 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio'

20.5% of WEST PALM BEACH-BOCA RATON DMA P18+ who Purchased New GLASSES or CONTACTS from Luxottica in the past 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 40% Above the WEST PALM BEACH-BOCA RATON DMA Market Average

WEST PALM BEACH-BOCA RATON

P18+ who Purchased New GLASSES or CONTACTS from Luxottica in the past 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)

P18+ WEST PALM BEACH-BOCA RATON AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab: 134

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