

USA+4 More DMAs – P18+ who Purchased Items at NORDSTROM RACK in the past 3 months!

Complete Demographic & Media Use Profiles



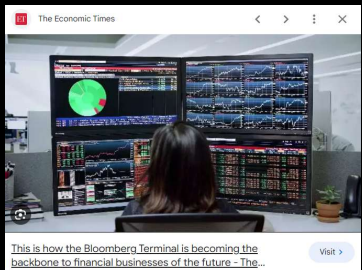
NORDSTROM

RACK



P18+

Complete Demographic, Psychographic, and Total Media Usage Profiles of USA, MINNEAPOLIS-ST. PAUL, ST. LOUIS, CINCINNATI, and WEST PALM BEACH DMA P18+ who Purchased Items at NORDSTROM RACK in the past 3 months as of March 31, 2026.



Women



Men



Kids



Shoes



Bags & Accessories



Beauty

NORDSTROM El Puerto de Liverpool

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

(Clothing stores bought past 3 months: Nordstrom Rack OR Major stores bought past 3 months: Nordstrom Rack OR Shoe stores bought past 3 months: Nordstrom Rack)





7.4% or 20,297,166 of USA Adults 18 or older Purchased Items at NORDSTROM RACK in the past 3 months.
 Typical Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months are 45.7 years old (6.4% younger than average) and have a \$130,894 (33.1% higher than average) annual household...

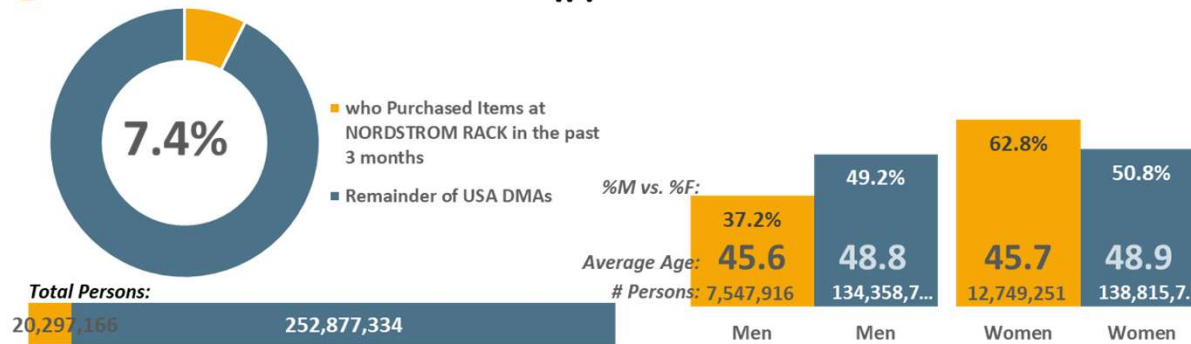


Percent of Market: Adults 18 or older

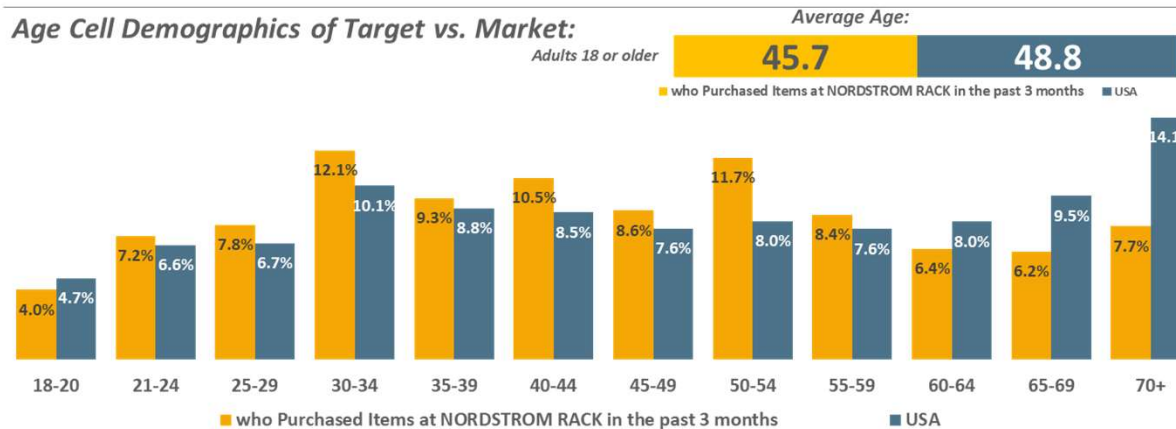


Gender of Target vs. Market: Adults 18 or older

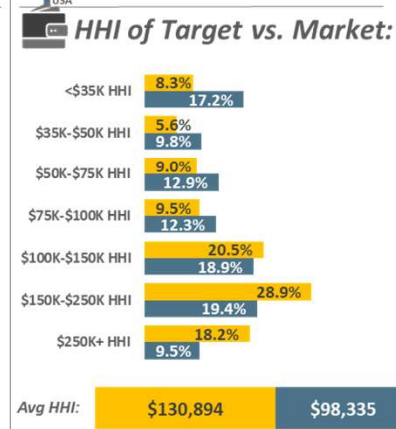
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 1,904
 All Graphs and HBI AI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved. USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

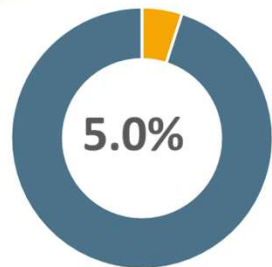
(Clothing stores bought past 3 months: Nordstrom Rack OR Major stores bought past 3 months: Nordstrom Rack OR Shoe stores bought past 3 months: Nordstrom Rack)



5.0% or 194,245 of MSP DMA Adults 18 or older Purchased Items at NORDSTROM RACK in the past 3 months. Typical Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months are 48.9 years old (.1% older than average) and have a \$140,851 (23.1% higher than average) annual household income.



Percent of Market: Adults 18 or older



■ who Purchased Items at NORDSTROM RACK in the past 3 months
■ Remainder of MSP DMA

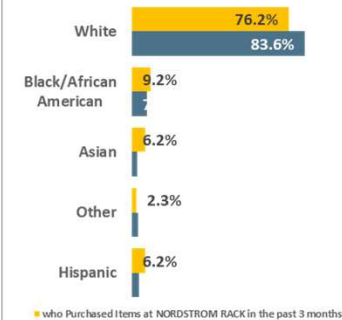
Total Persons:
194,245 3,715,718



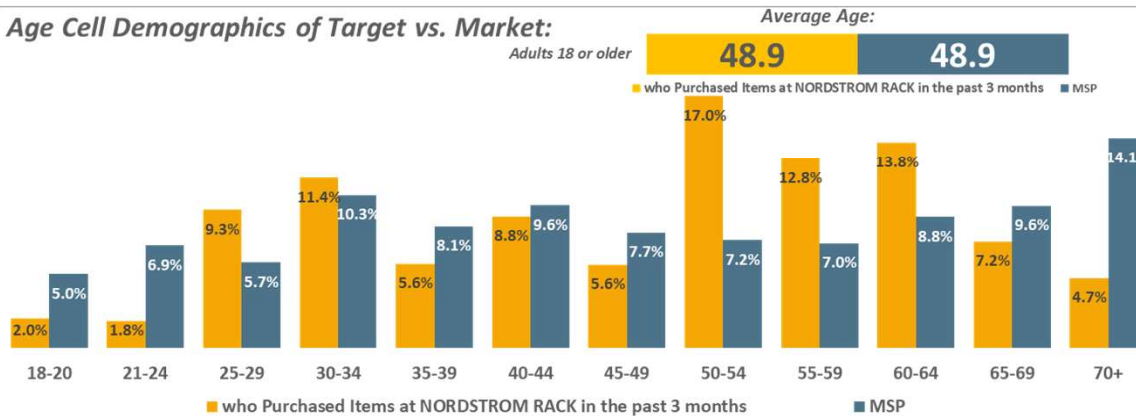
Gender of Target vs. Market: Adults 18 or older

	Men	Men	Women	Women
%M vs. %F:	35.0%	49.8%	65.0%	50.2%
Average Age:	51.8	48.9	46.8	49.0
# Persons:	68,016	1,948,052	126,229	1,961,911

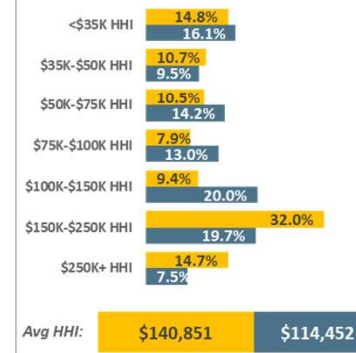
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: \$140,851 \$114,452



4.6% or 115,334 of STL DMA Adults 18 or older Purchased Items at NORDSTROM RACK in the past 3 months. Typical Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months are 42.7 years old (13.6% younger than average) and have a \$161,248 (55.1% higher than average) annual household ...

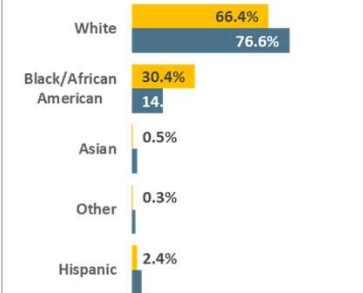
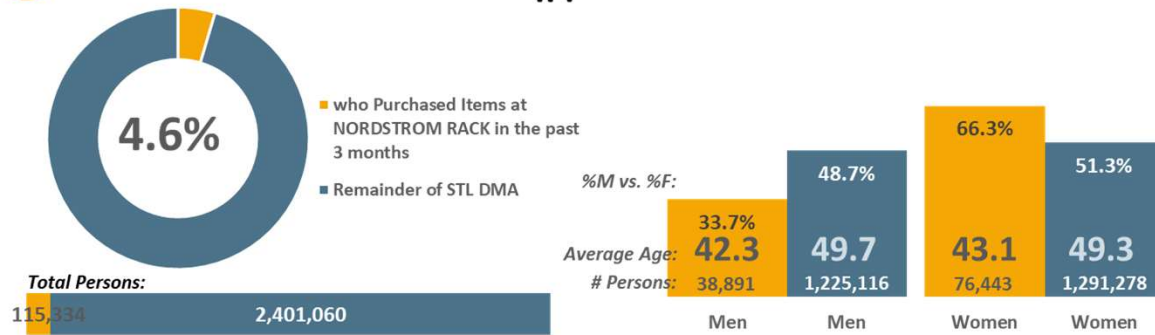


Percent of Market: Adults 18 or older

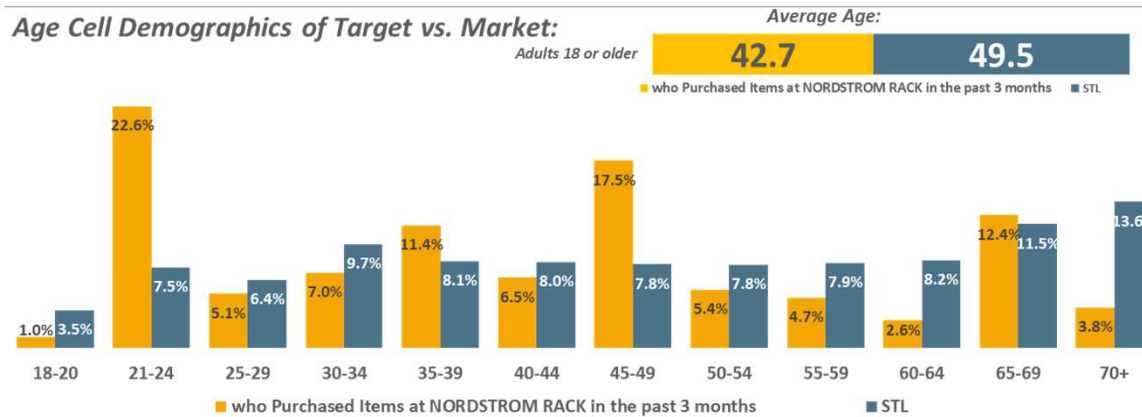


Gender of Target vs. Market: Adults 18 or older

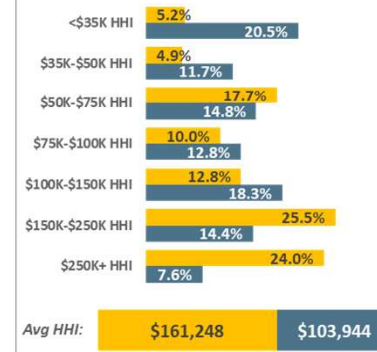
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:





3.0% or 58,478 of CIN DMA Adults 18 or older Purchased Items at NORDSTROM RACK in the past 3 months. Typical Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months are 45.4 years old (6.7% younger than average) and have a \$162,641 (57.2% higher than average) annual household ...

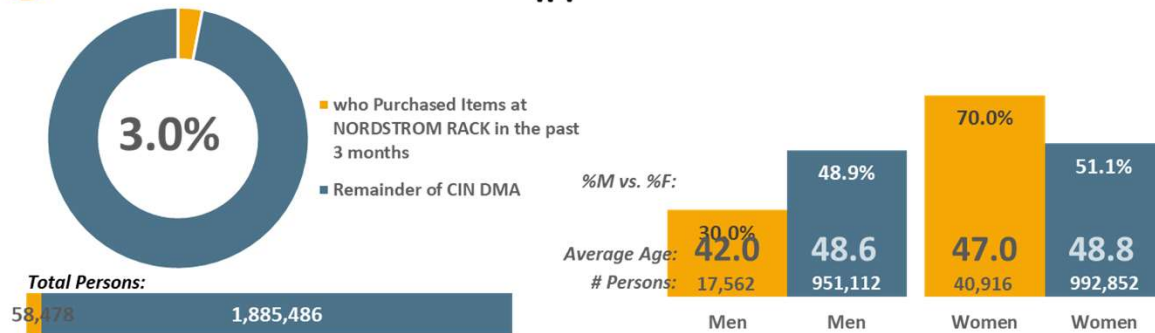


Percent of Market: Adults 18 or older

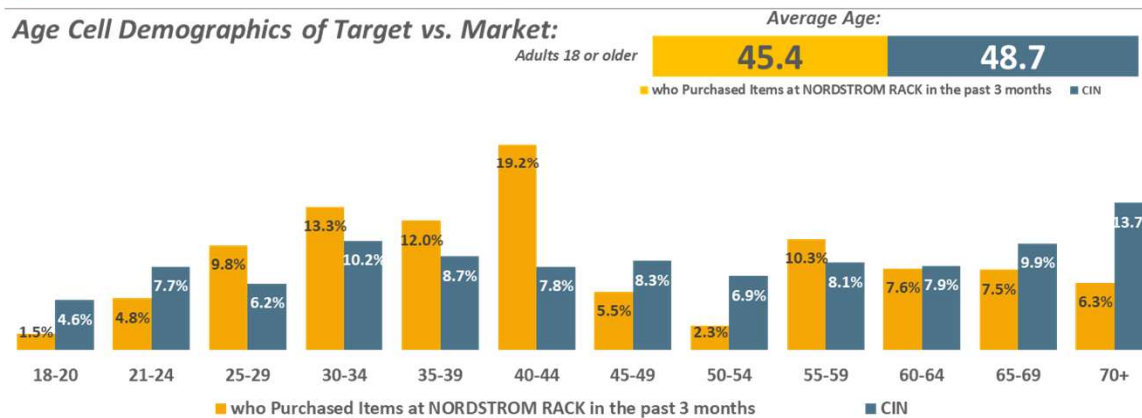


Gender of Target vs. Market: Adults 18 or older

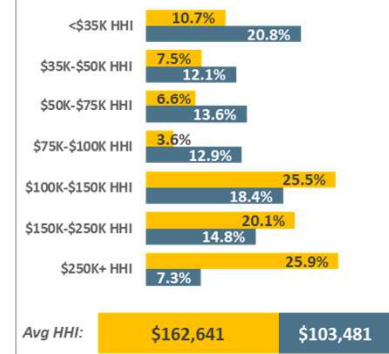
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:

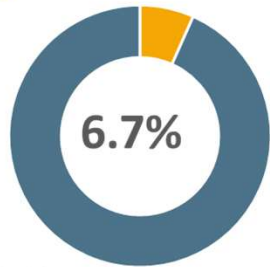




6.7% or 129,456 of WPB DMA Adults 18 or older Purchased Items at NORDSTROM Rack in the past 3 months. Typical Adults 18 or older who Purchased Items at NORDSTROM Rack in the past 3 months are 52.5 years old (1.3% younger than average) and have a \$142,575 (35.3% higher than average) annual household ...



Percent of Market: Adults 18 or older



■ who Purchased Items at NORDSTROM Rack in the past 3 months
■ Remainder of WPB DMA

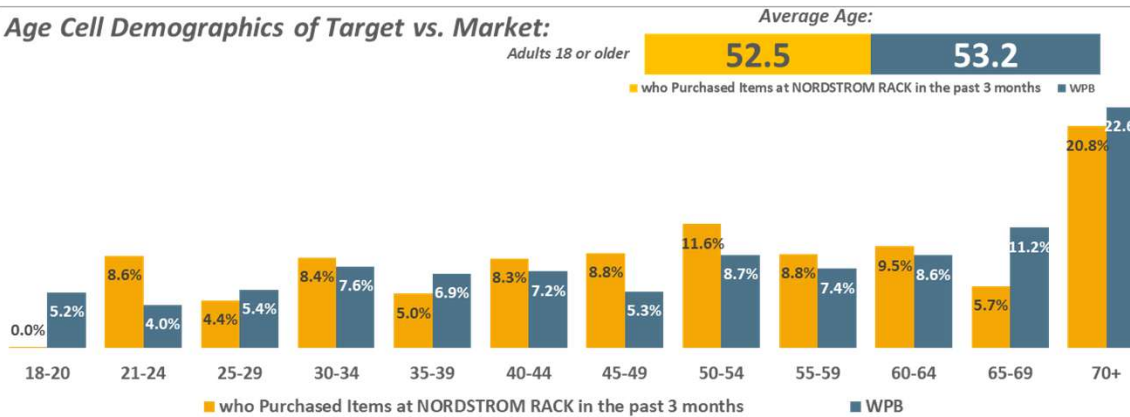
Total Persons:
129,456 1,814,542



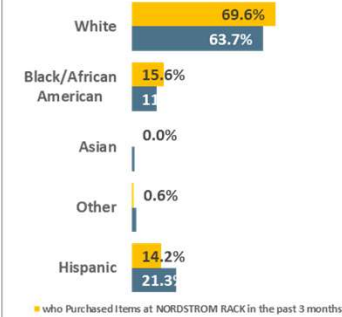
Gender of Target vs. Market: Adults 18 or older

	Men	Men	Women	Women
%M vs. %F:	42.4%	48.5%	57.6%	51.5%
Average Age:	49.3	53.3	55.4	53.2
# Persons:	54,872	941,910	74,584	1,002,088

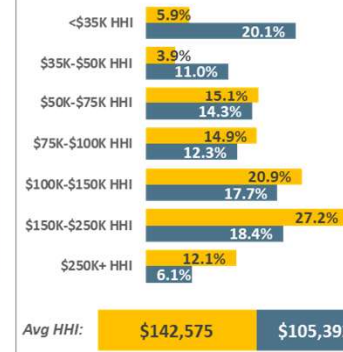
Age Cell Demographics of Target vs. Market:



Ethnicity of Target vs. Market:



HHI of Target vs. Market:

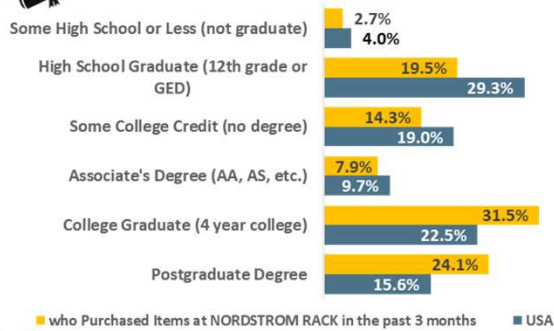




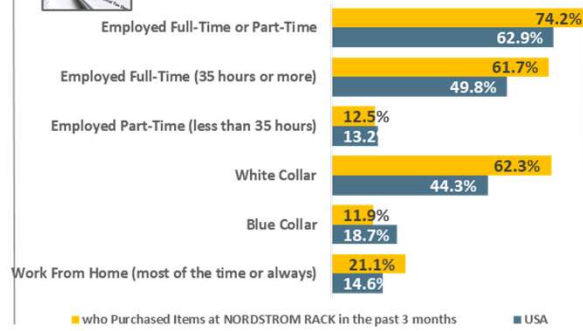
7.4% or 20,297,166 of USA Adults 18 or older Purchased Items at NORDSTROM RACK in the past 3 months. Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months are 46.% more likely to be a college graduate, 24.% more likely to work full-time, 5.4% more likely to be married, 15.1% more likely to be a parent of 1 or more children under 1



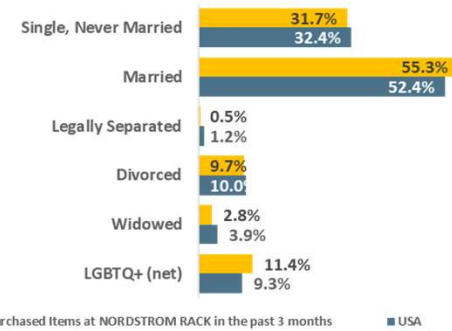
Education Levels: Adults 18 or older



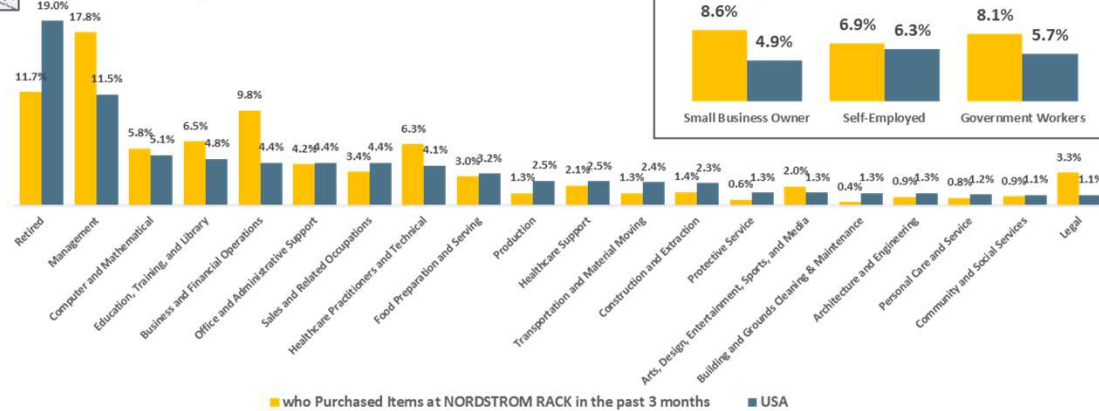
Employment: Adults 18 or older



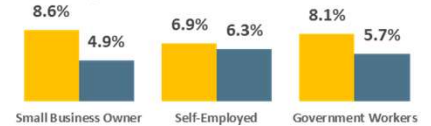
Marital Status: Adults 18 or older



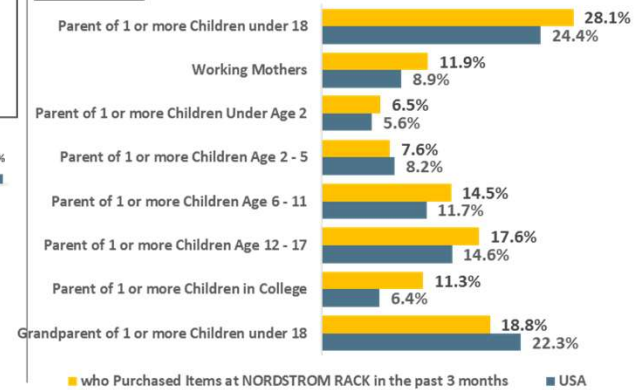
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

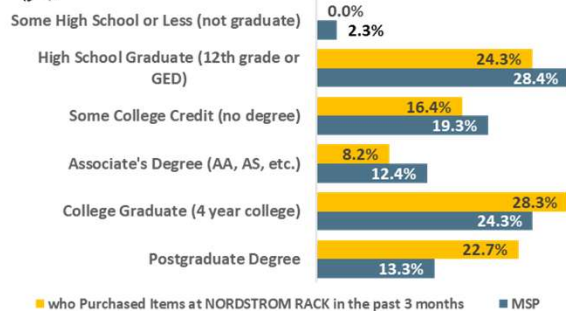




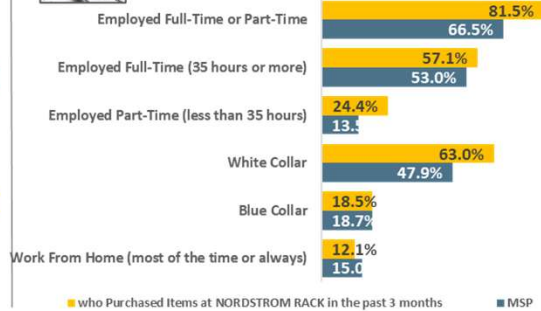
5.5% or 194,245 of MSP DMA Adults 18 or older Purchased Items at NORDSTROM RACK in the past 3 months. Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months are 35.8% more likely to be a college graduate, 7.7% more likely to work full-time, 1.1% less likely to be married, 28.3% more likely to be a parent of 1 or more children under 1



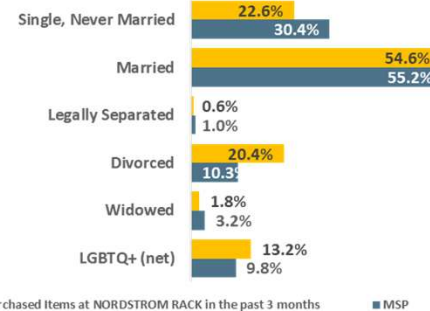
Education Levels: Adults 18 or older



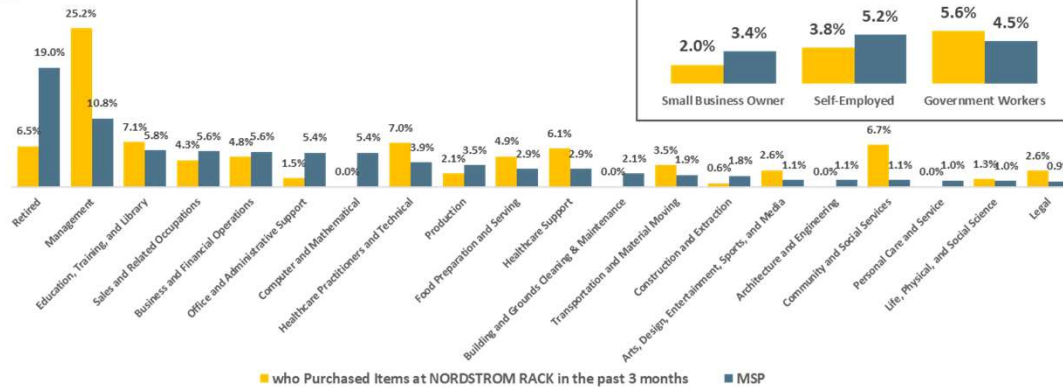
Employment: Adults 18 or older



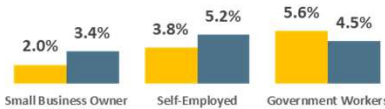
Marital Status: Adults 18 or older



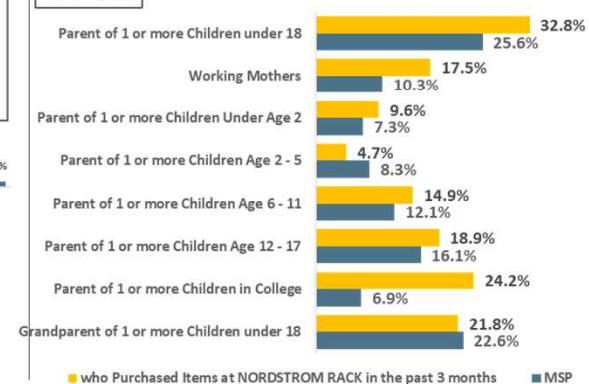
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

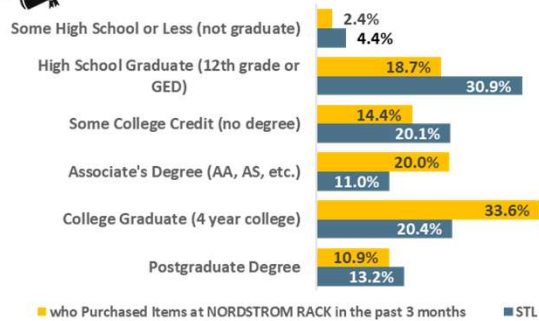




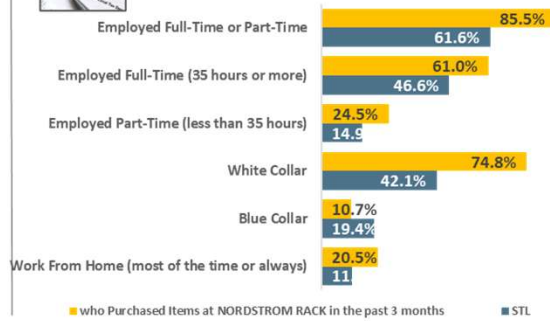
4.6% or 115,334 of STL DMA Adults 18 or older Purchased Items at NORDSTROM RACK in the past 3 months. Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months are 32.4% more likely to be a college graduate, 30.8% more likely to work full-time, 16.2% less likely to be married, 25.5% more likely to be a parent of 1 or more children unde



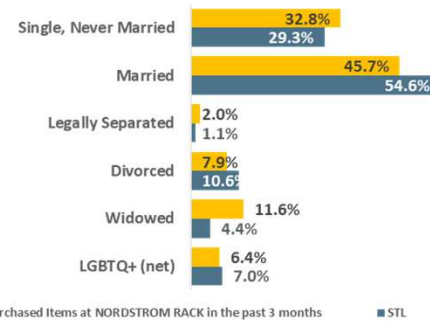
Education Levels: Adults 18 or older



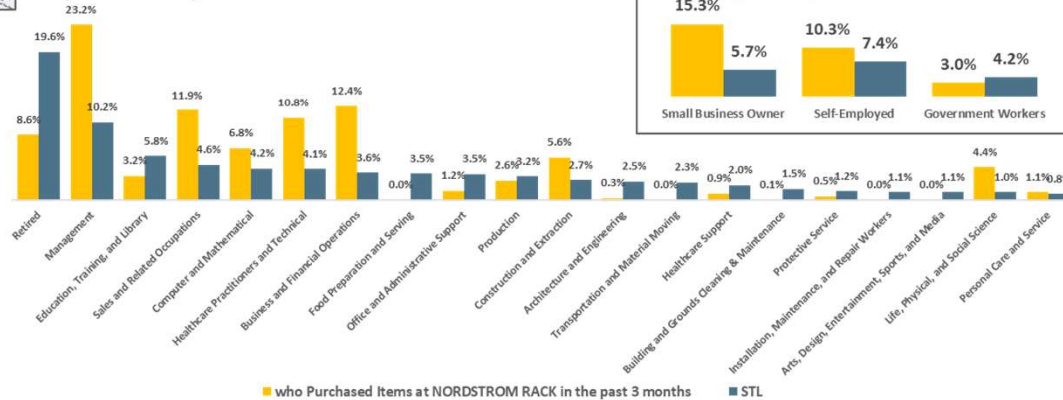
Employment: Adults 18 or older



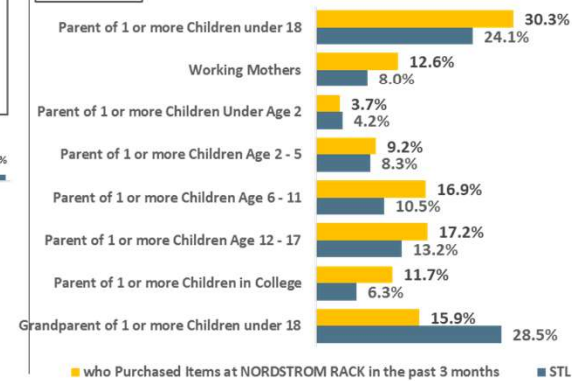
Marital Status: Adults 18 or older



Top-20 Occupations: Adults 18 or older



Stage in Life: Adults 18 or older

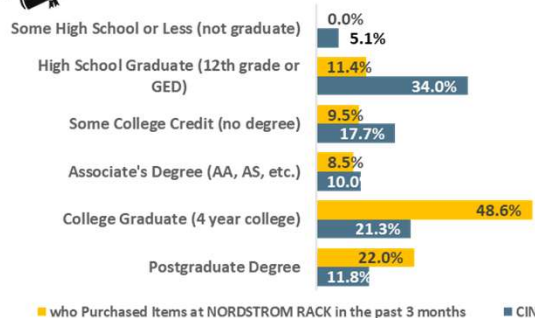




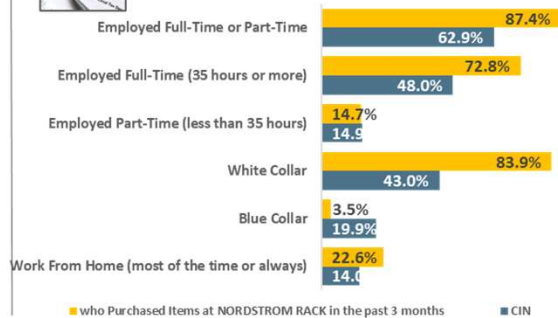
3.3% or 58,478 of CIN DMA Adults 18 or older Purchased Items at NORDSTROM RACK in the past 3 months. Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months are 113.1% more likely to be a college graduate, 51.4% more likely to work full-time, 9.4% more likely to be married, 51.6% more likely to be a parent of 1 or more children unde



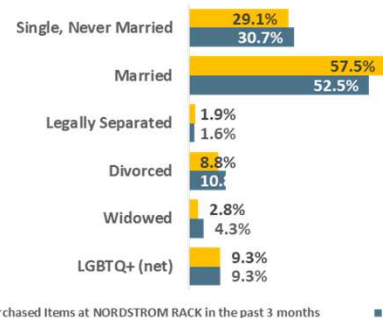
Education Levels: Adults 18 or older



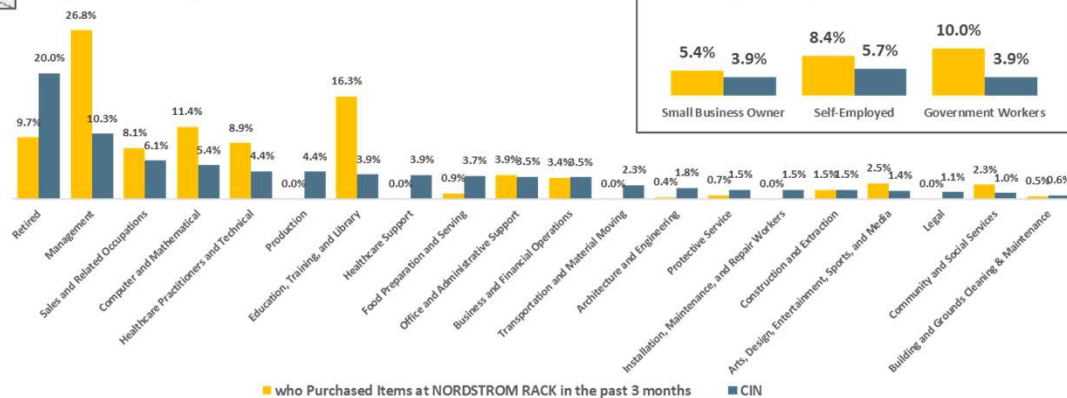
Employment: Adults 18 or older



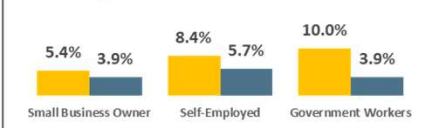
Marital Status: Adults 18 or older



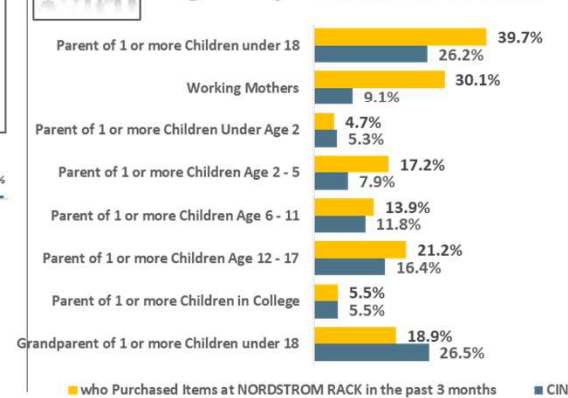
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

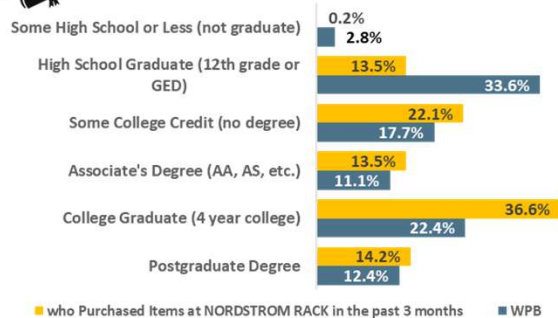




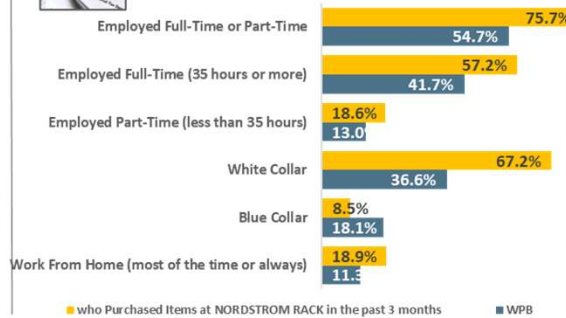
6.7% or 129,456 of WPB DMA Adults 18 or older Purchased Items at NORDSTROM Rack in the past 3 months. Adults 18 or older who Purchased Items at NORDSTROM Rack in the past 3 months are 45.8% more likely to be a college graduate, 36.9% more likely to work full-time, 11.6% more likely to be married, 52.5% more likely to be a parent of 1 or more children unde



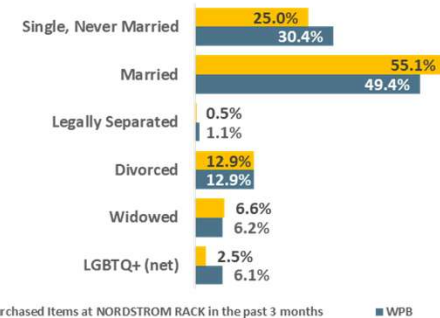
Education Levels: Adults 18 or older



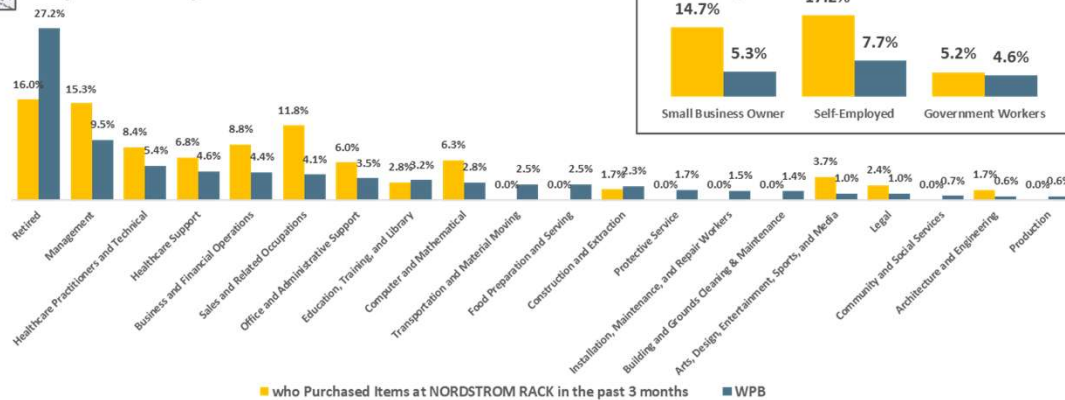
Employment: Adults 18 or older



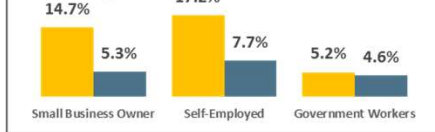
Marital Status: Adults 18 or older



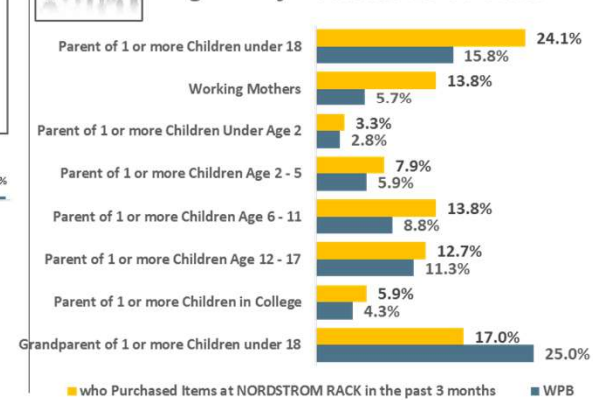
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older



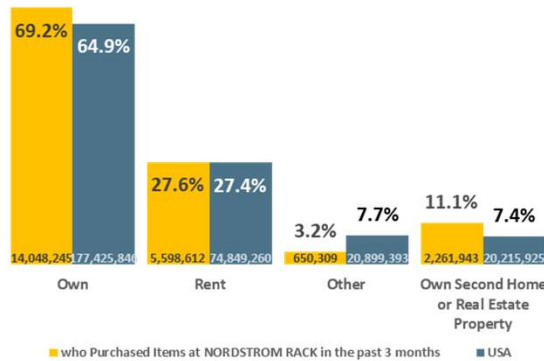
WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 147
All Graphs and HBIAI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved

(Clothing stores bought past 3 months: Nordstrom Rack OR Major stores bought past 3 months: Nordstrom Rack OR Shoe stores bought past 3 months: Nordstrom Rack)

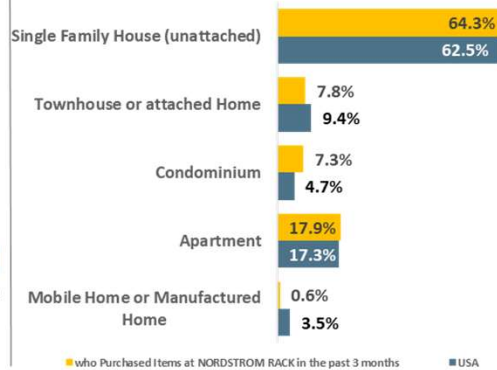


7.4% or 20,297,166 of USA Adults 18 or older Purchased Items at NORDSTROM RACK in the past 3 months. Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months are 6.6% more likely to own their home, 57.3% more likely to own a higher valued home, 3.% more likely to have a single-family home, 2.% more likely to have a dog.

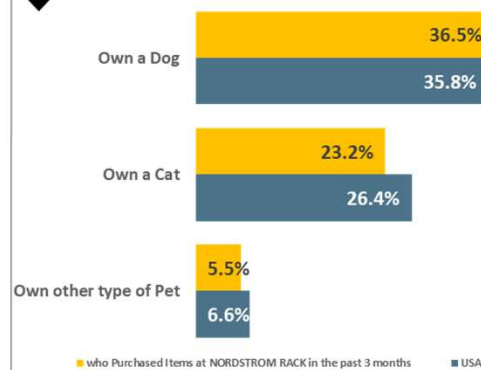
Own/Rent/Other: Adults 18 or older



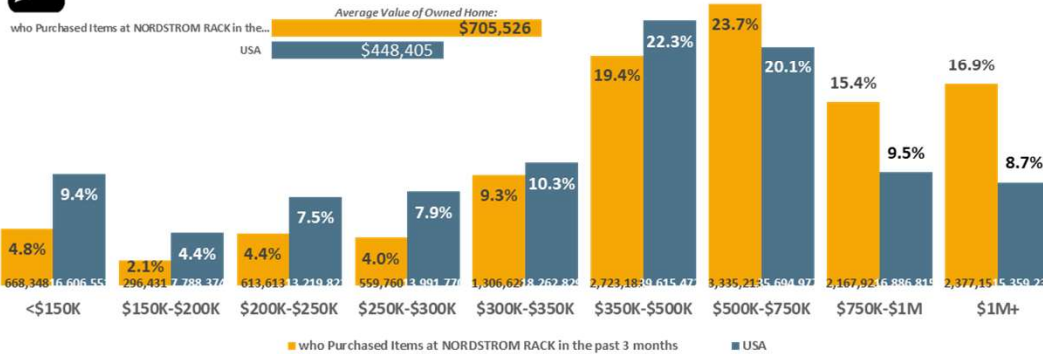
Type of Home: Adults 18 or older



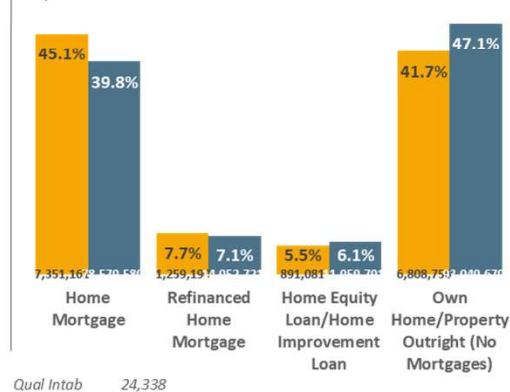
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



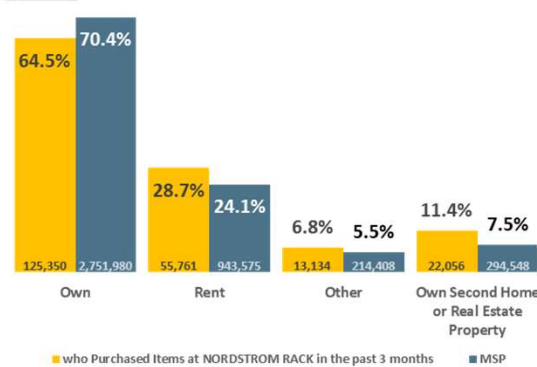
USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 1,904
All Graphs and HBIAI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved. USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

(Clothing stores bought past 3 months: Nordstrom Rack OR Major stores bought past 3 months: Nordstrom Rack OR Shoe stores bought past 3 months: Nordstrom Rack)

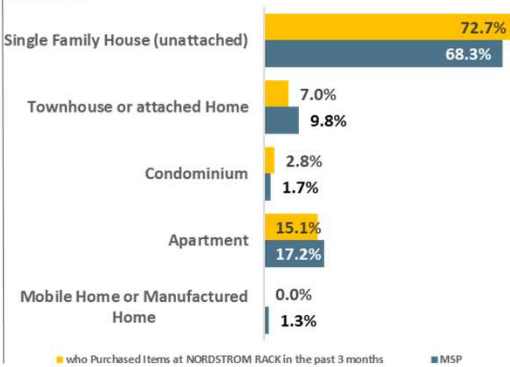


5.1% or 194,245 of MSP DMA Adults 18 or older Purchased Items at NORDSTROM Rack in the past 3 months. Adults 18 or older who Purchased Items at NORDSTROM Rack in the past 3 months are 8.3% less likely to own their home, 38.5% more likely to own a higher valued home, 6.4% more likely to have a single-family home, 26.9% more likely to have a dog.

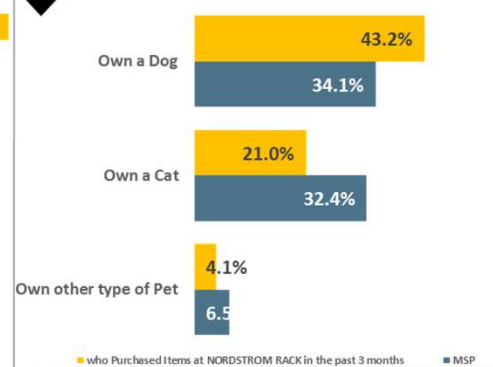
Own/Rent/Other: Adults 18 or older



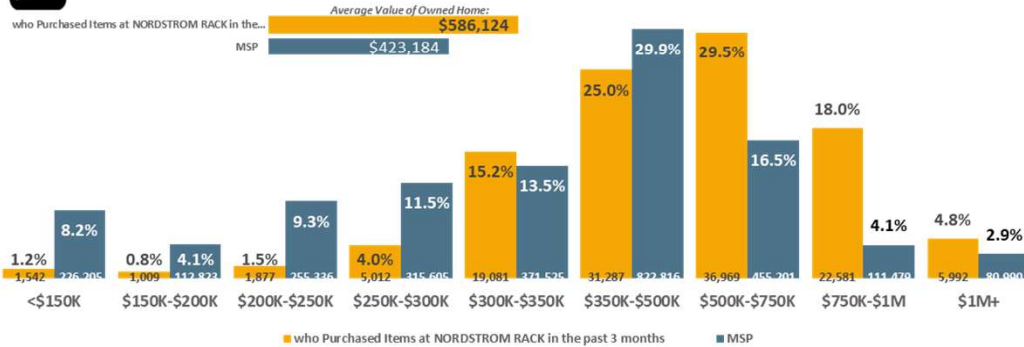
Type of Home: Adults 18 or older



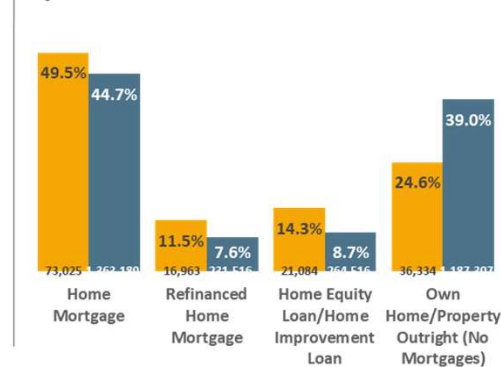
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

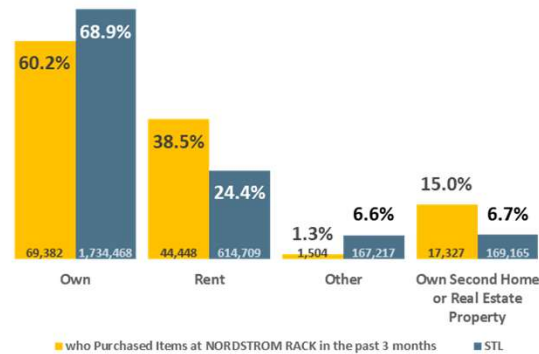




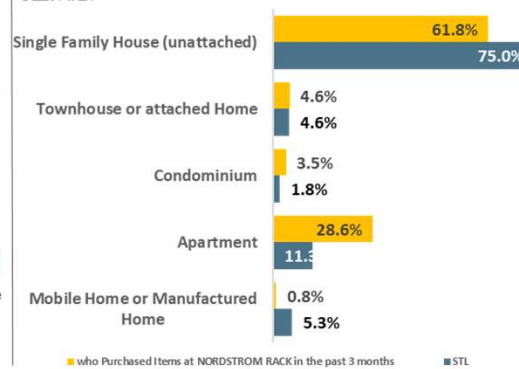
4.6% or 115,334 of STL DMA Adults 18 or older Purchased Items at NORDSTROM RACK in the past 3 months. Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months are 12.7% less likely to own their home, 53.9% more likely to own a higher valued home, 17.6% less likely to have a single-family home, 17.8% less likely to have a dog.



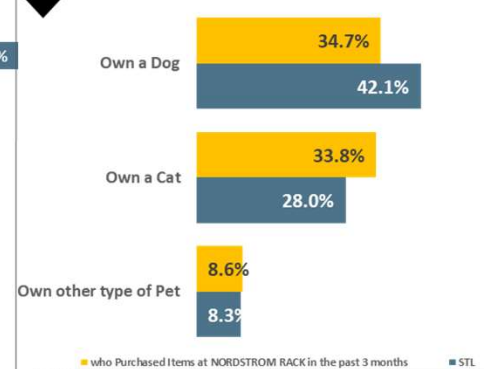
Own/Rent/Other: Adults 18 or older



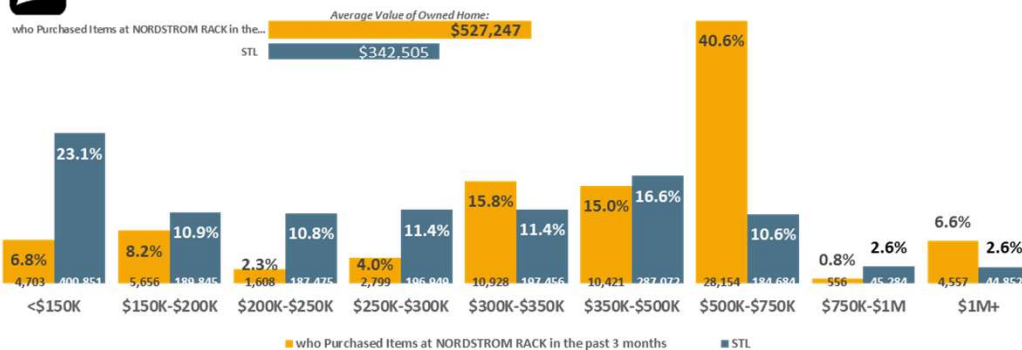
Type of Home: Adults 18 or older



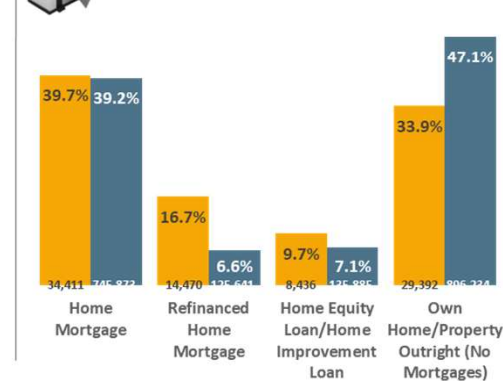
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



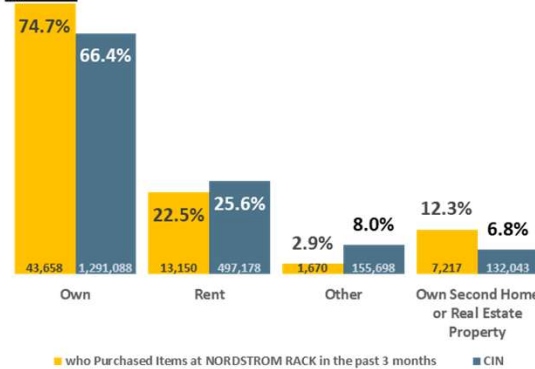
Home Loans: Adults 18 or older



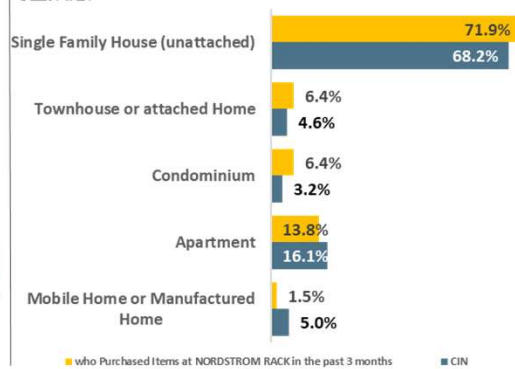


3.1% or 58,478 of CIN DMA Adults 18 or older Purchased Items at NORDSTROM RACK in the past 3 months. Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months are 12.4% more likely to own their home, 30.0% more likely to own a higher valued home, 5.5% more likely to have a single-family home, 2.5% less likely to have a dog.

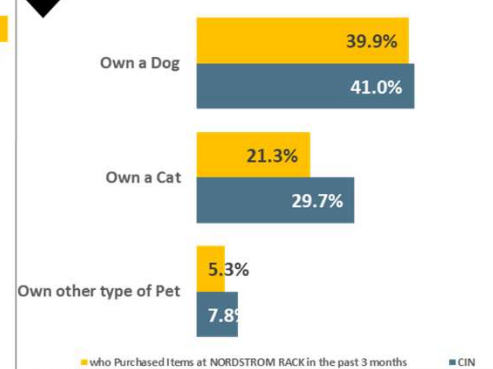
Own/Rent/Other: Adults 18 or older



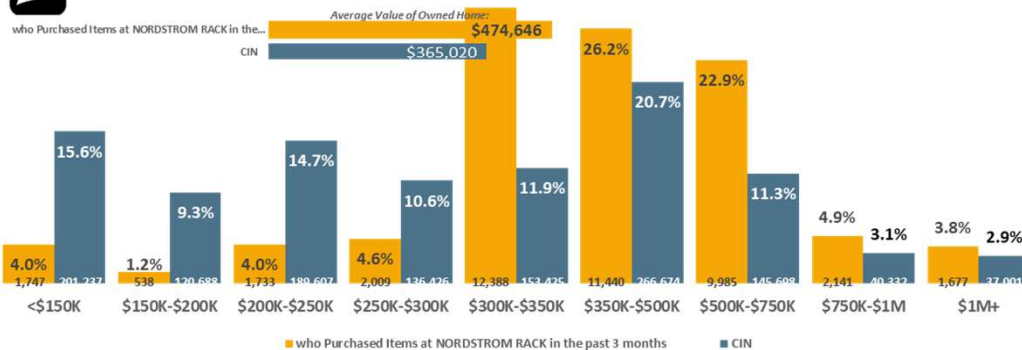
Type of Home: Adults 18 or older



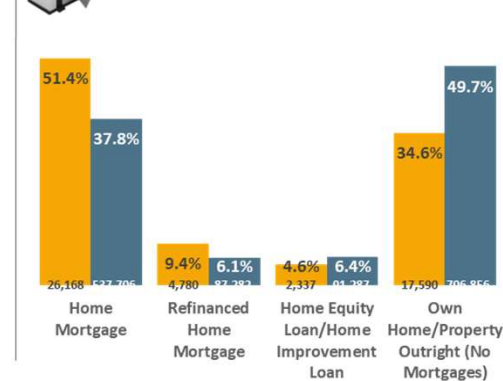
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



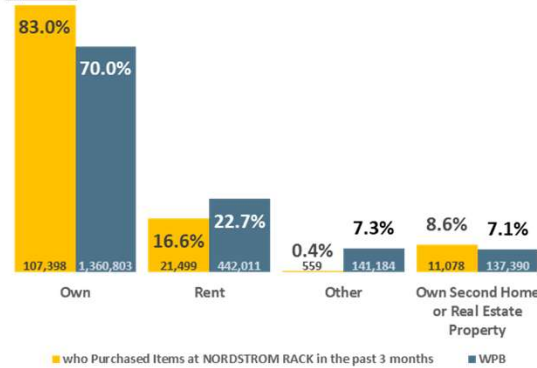
Home Loans: Adults 18 or older



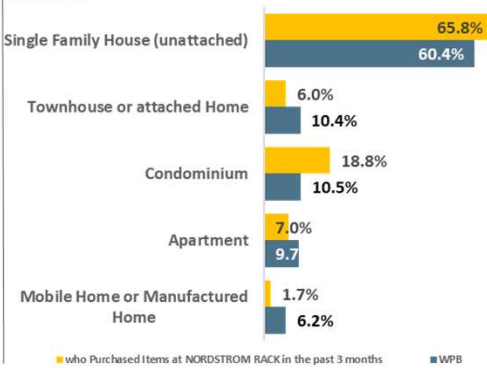


6.7% or 129,456 of WPB DMA Adults 18 or older Purchased Items at NORDSTROM RACK in the past 3 months. Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months are 18.5% more likely to own their home, 28.7% more likely to own a higher valued home, 9.% more likely to have a single-family home, 5.3% more likely to have a dog.

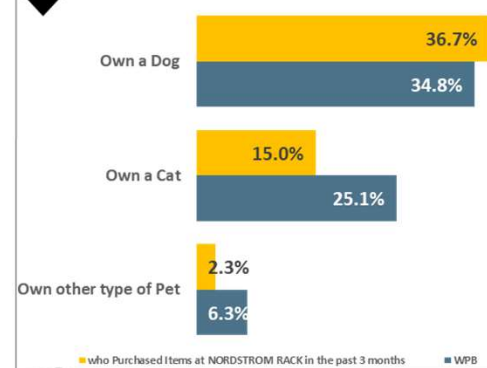
Own/Rent/Other: Adults 18 or older



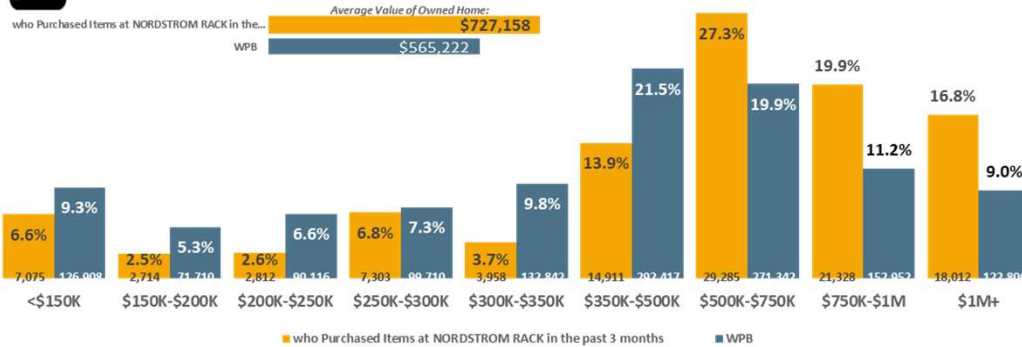
Type of Home: Adults 18 or older



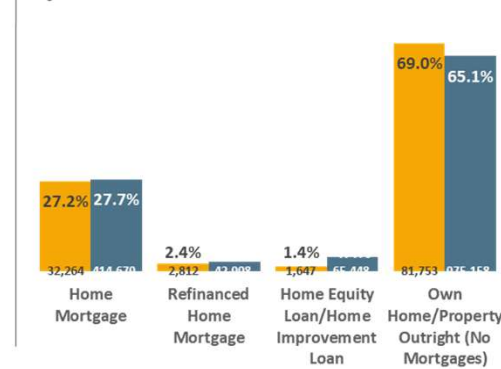
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

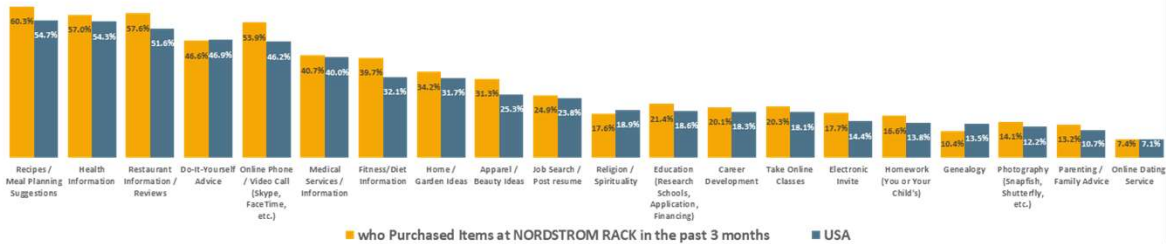




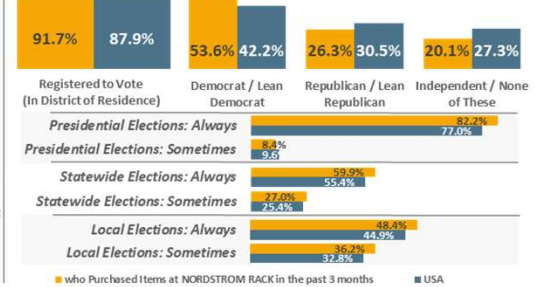
7.4% or 20,297,166 of USA Adults 18 or older Purchased Items at NORDSTROM RACK in the past 3 months. Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months are .8% less likely to look up D-I-Y advice online, 7.8% more likely to always vote in local elections, 76.5% more likely to belong to a gym, 43.5% more likely to fly domestic p



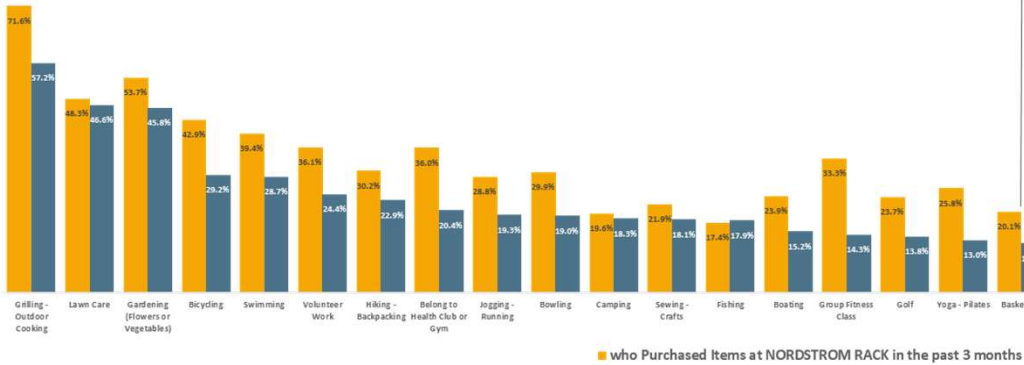
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



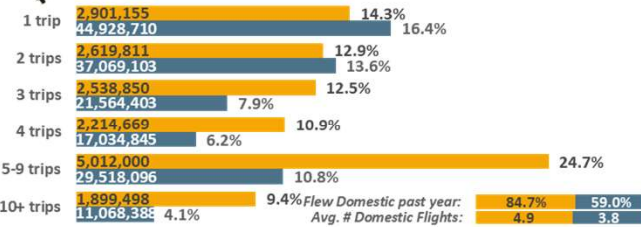
Political Activity: Adults 18 or older



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



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

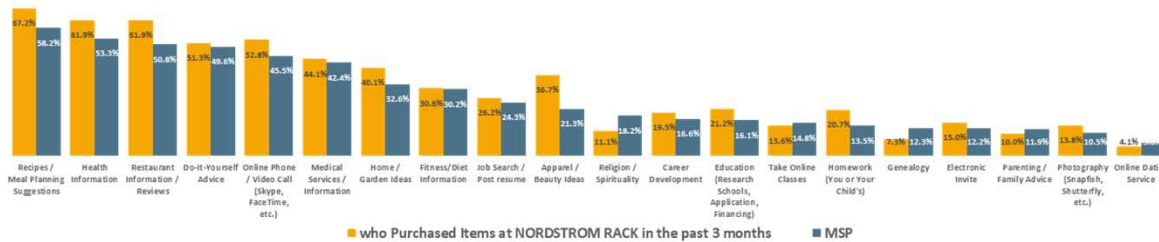




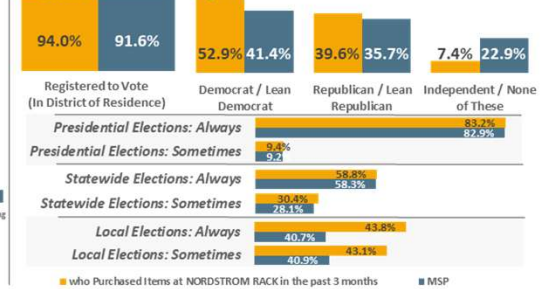
5.5% or 194,245 of MSP DMA Adults 18 or older Purchased Items at NORDSTROM RACK in the past 3 months. Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months are 3.6% more likely to look up D-I-Y advice online, 7.6% more likely to always vote in local elections, 131.1% more likely to belong to a gym, 36.% more likely to fly domestic



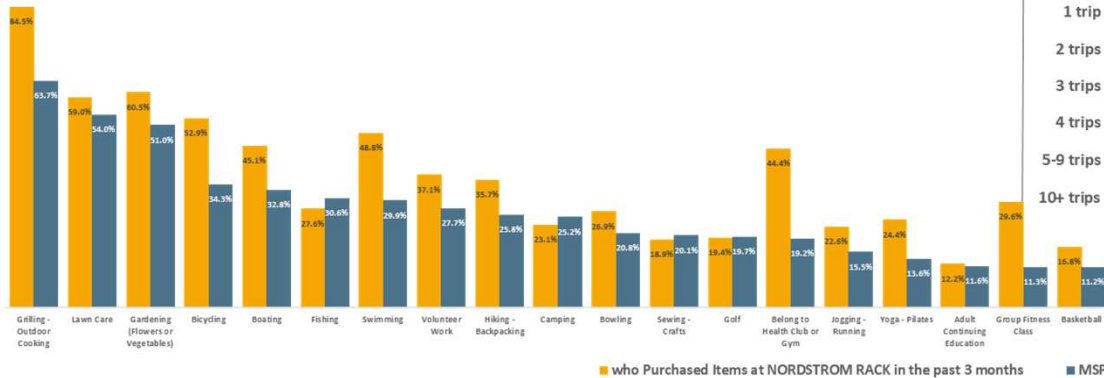
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



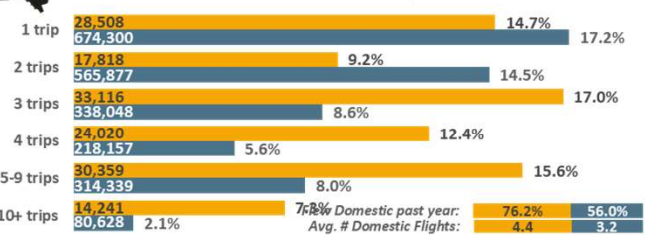
Political Activity: Adults 18 or older



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



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



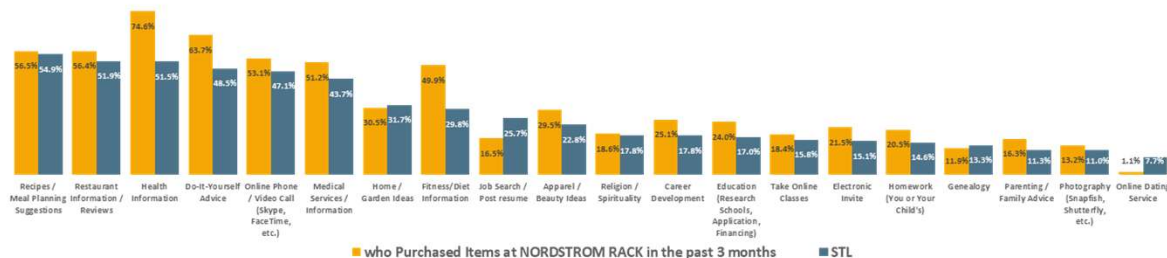
Domestic past year: 76.2%
Avg. # Domestic Flights: 4.4



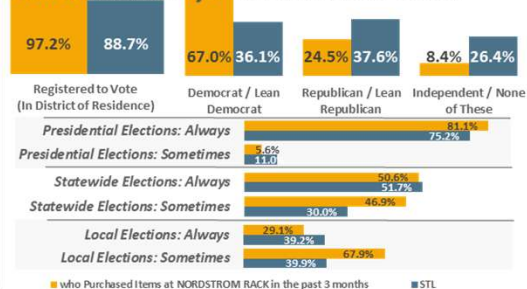
4.6% or 115,334 of STL DMA Adults 18 or older Purchased Items at NORDSTROM RACK in the past 3 months. Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months are 31.3% more likely to look up D-I-Y advice online, 25.8% less likely to always vote in local elections, 113.7% more likely to belong to a gym, 79.8% more likely to fly domestic



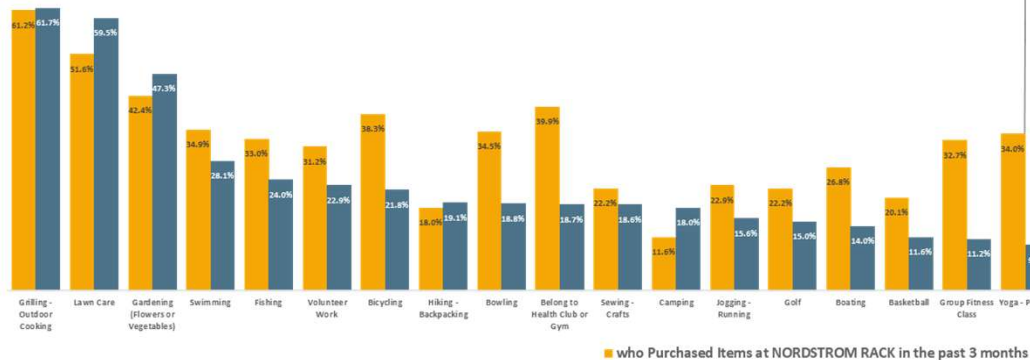
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



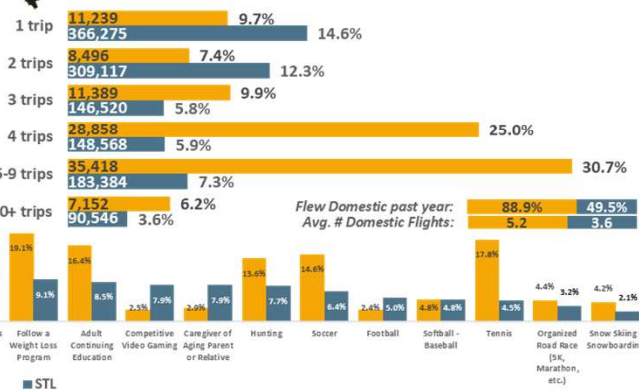
Political Activity: Adults 18 or older



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



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

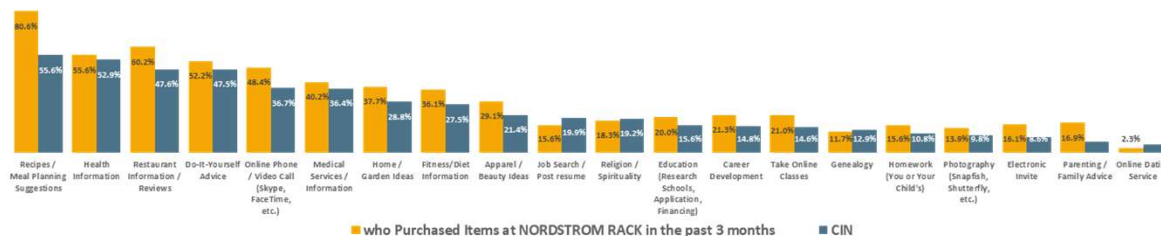




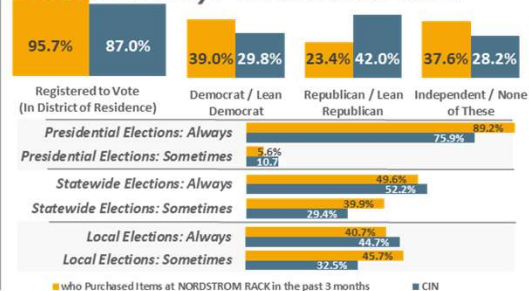
3.3% or 58,478 of CIN DMA Adults 18 or older Purchased Items at NORDSTROM RACK in the past 3 months. Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months are 9.8% more likely to look up D-I-Y advice online, 8.9% less likely to always vote in local elections, 115.1% more likely to belong to a gym, 55.2% more likely to fly domestic



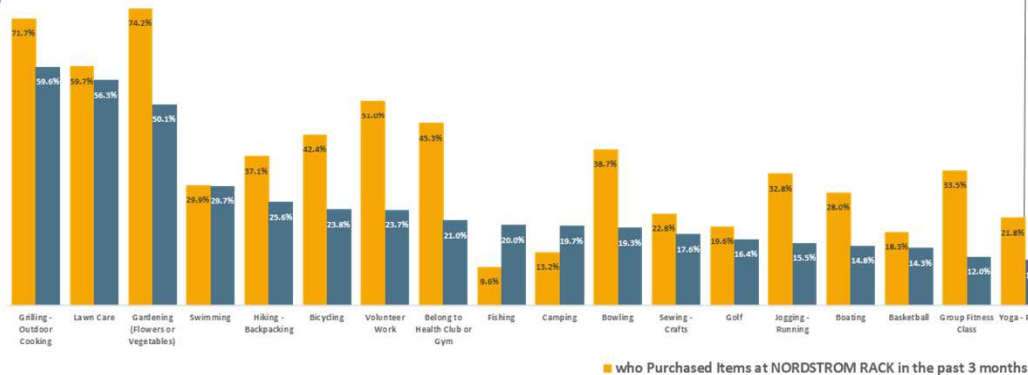
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



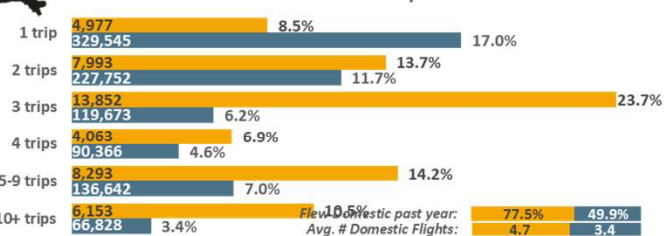
Political Activity: Adults 18 or older



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



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

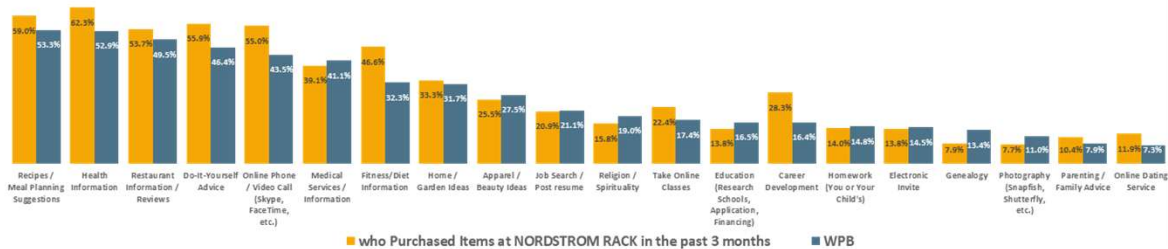




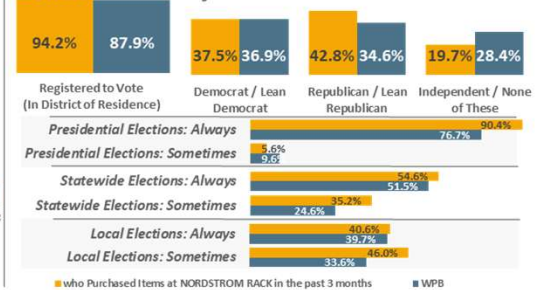
6.7% or 129,456 of WPB DMA Adults 18 or older Purchased Items at NORDSTROM RACK in the past 3 months. Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months are 20.4% more likely to look up D-I-Y advice online, 2.3% more likely to always vote in local elections, 66.5% more likely to belong to a gym, 37.3% more likely to fly domestic



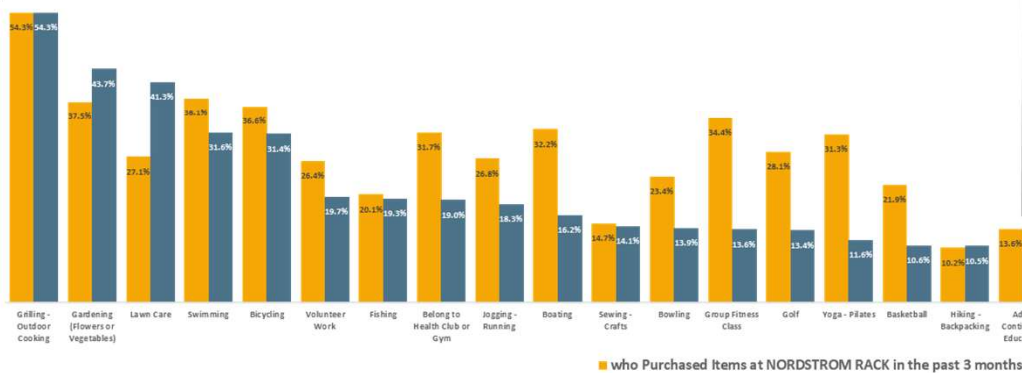
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



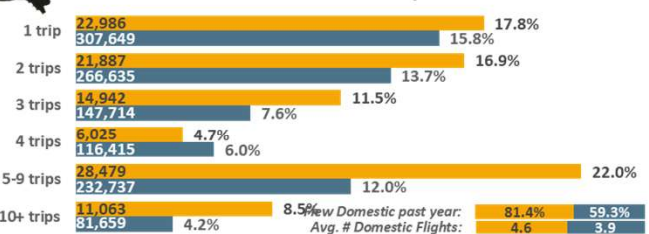
Political Activity: Adults 18 or older



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



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

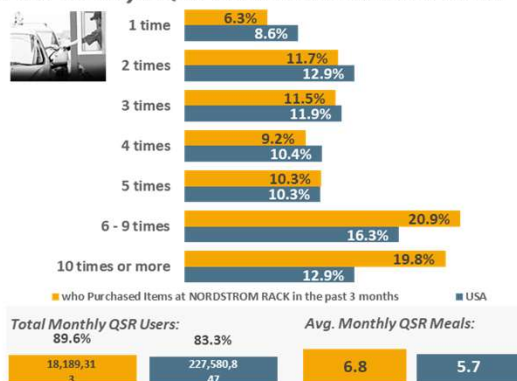


New Domestic past year: 8.5%
Avg. # Domestic Flights: 4.6

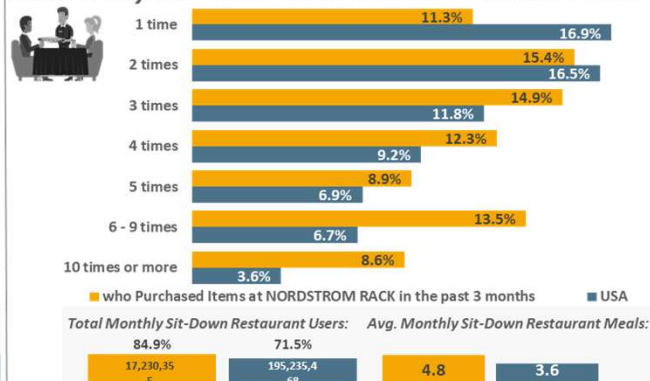


7.4% or 20,297,166 of USA Adults 18 or older Purchased Items at NORDSTROM RACK in the past 3 months. Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months are 7.6% more likely to use QSRs past mo., 18.8% more likely to use Sit-Down Restaurants past mo., 19.5% more likely to use Casinos past yr., 9.1% less likely to smoke cigarette

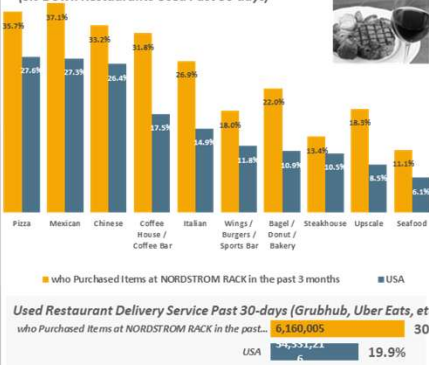
Past 30-days QSR Users: Adults 18 or older



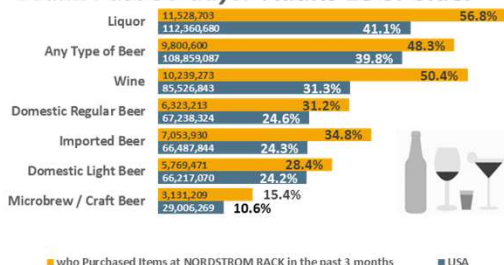
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



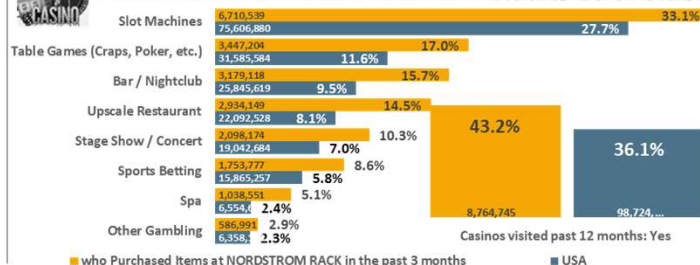
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



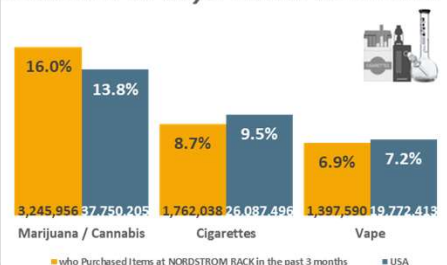
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



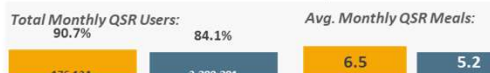
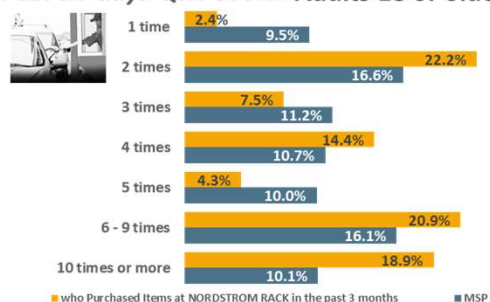
Used Past 30-days: Adults 18 or older



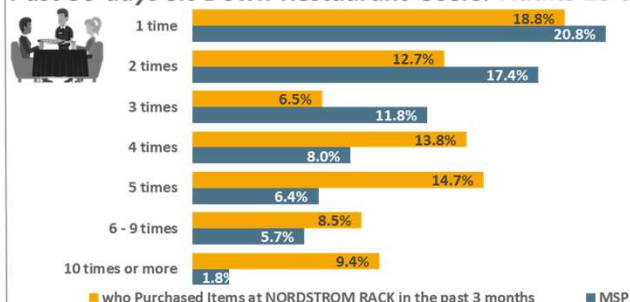


5.5% or 194,245 of MSP DMA Adults 18 or older Purchased Items at NORDSTROM RACK in the past 3 months. Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months are 7.8% more likely to use QSRs past mo., 17.5% more likely to use Sit-Down Restaurants past mo., 21.1% more likely to use Casinos past yr., 4.9% less likely to smoke cigarette

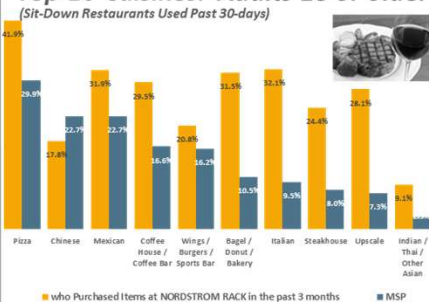
Past 30-days QSR Users: Adults 18 or older



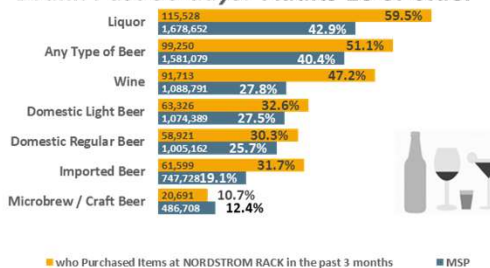
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



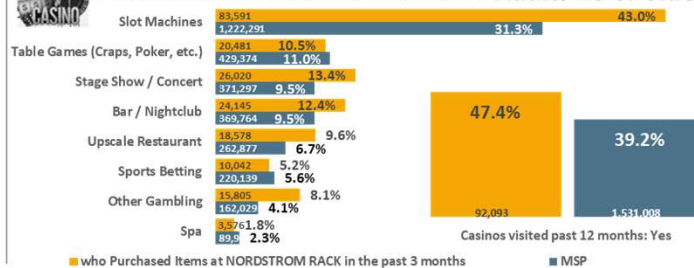
Top-10 Cuisines: Adults 18 or older



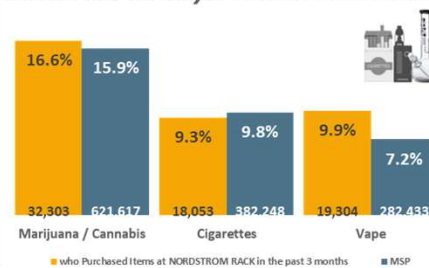
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



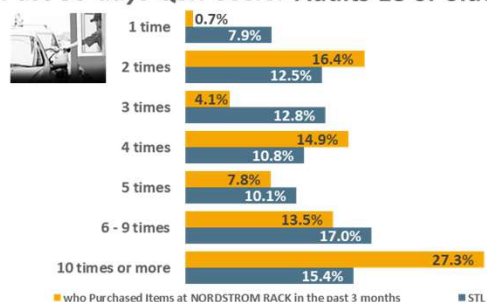
Used Past 30-days: Adults 18 or older





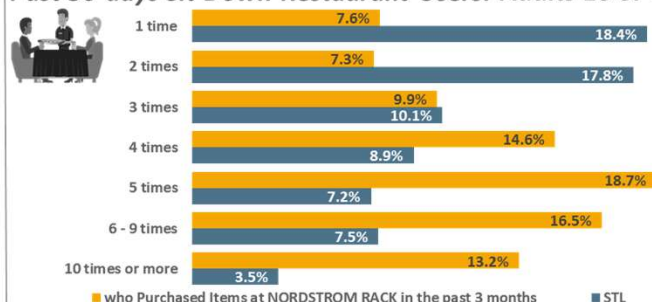
4.6% or 115,334 of STL DMA Adults 18 or older Purchased Items at NORDSTROM RACK in the past 3 months. Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months are 2.1% less likely to use QSRs past mo., 19.9% more likely to use Sit-Down Restaurants past mo., 35.1% more likely to use Casinos past yr., 35.4% more likely to smoke cigarett

Past 30-days QSR Users: Adults 18 or older



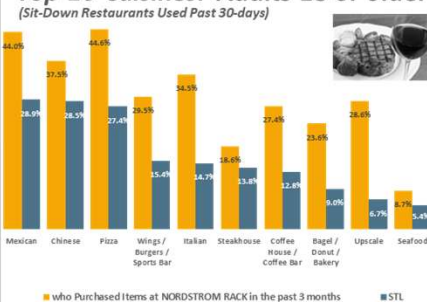
Total Monthly QSR Users: 84.8% (STL) vs 86.6% (Rack)
 Avg. Monthly QSR Meals: 7.7 (STL) vs 6.0 (Rack)

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



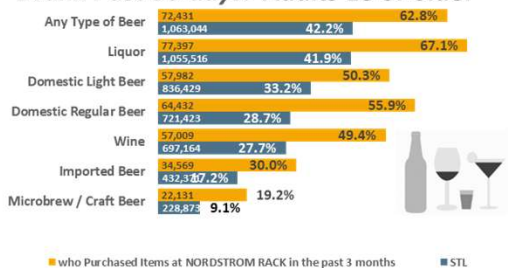
Total Monthly Sit-Down Restaurant Users: 87.9% (STL) vs 73.3% (Rack)
 Avg. Monthly Sit-Down Restaurant Meals: 6.0 (STL) vs 3.6 (Rack)

Top-10 Cuisines: Adults 18 or older

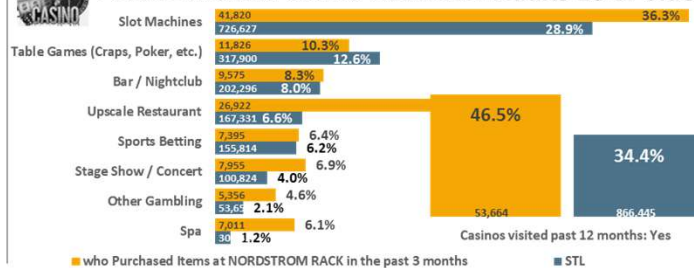


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.): 31,545 (STL) vs 27.4% (Rack)
 STL: 429,308 (17.1%)

Drank Past 30-days: Adults 18 or older

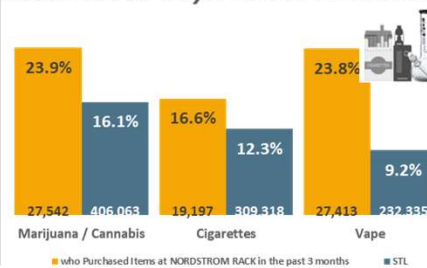


Past 12 months Casino Activities: Adults 18 or older



Casinos visited past 12 months: Yes 53,664 (STL) vs 866,495 (Rack)

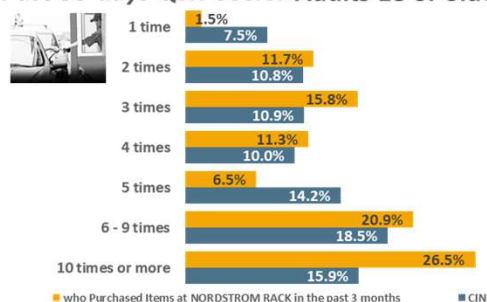
Used Past 30-days: Adults 18 or older





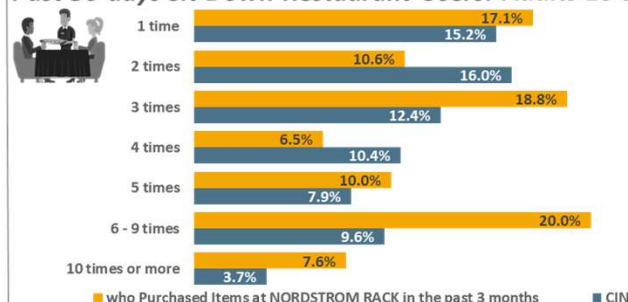
3.3% or 58,478 of CIN DMA Adults 18 or older Purchased Items at NORDSTROM RACK in the past 3 months. Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months are 7.3% more likely to use QSRs past mo., 20.5% more likely to use Sit-Down Restaurants past mo., 5.6% more likely to use Casinos past yr., 83.5% less likely to smoke cigarette

Past 30-days QSR Users: Adults 18 or older



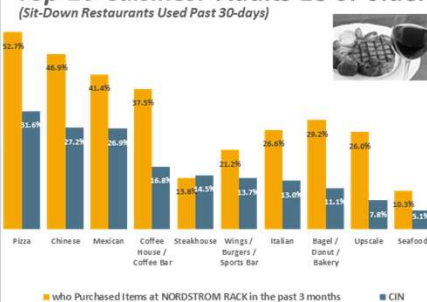
Total Monthly QSR Users: 94.2%
 55,067 (Rack) vs 1,705,828 (CIN)
 Avg. Monthly QSR Meals: 7.5 (Rack) vs 6.3 (CIN)

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



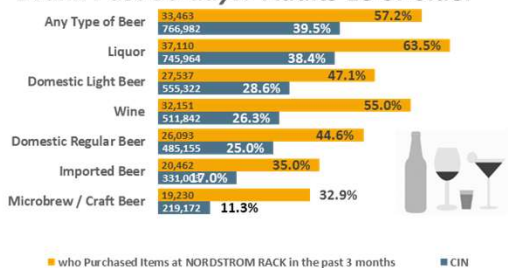
Total Monthly Sit-Down Restaurant Users: 90.6%
 59,000 (Rack) vs 1,462,672 (CIN)
 Avg. Monthly Sit-Down Restaurant Meals: 4.8 (Rack) vs 3.9 (CIN)

Top-10 Cuisines: Adults 18 or older

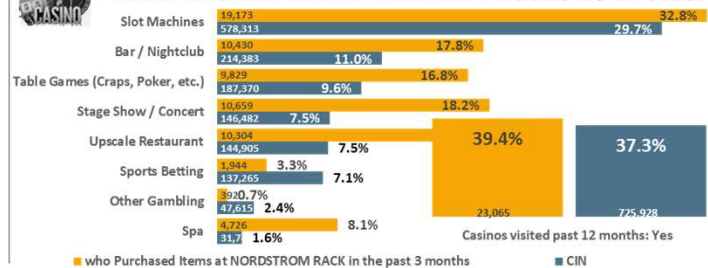


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.): 32.9%
 19,257 (Rack) vs 412,644 (CIN)

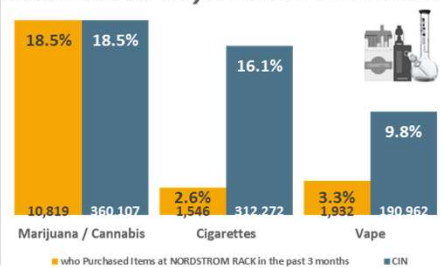
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



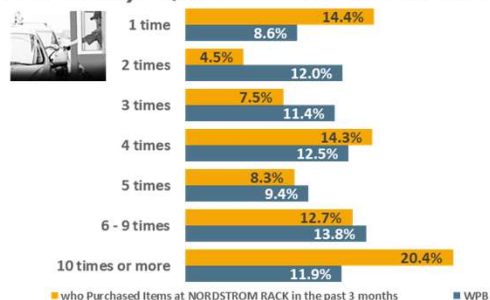
Used Past 30-days: Adults 18 or older



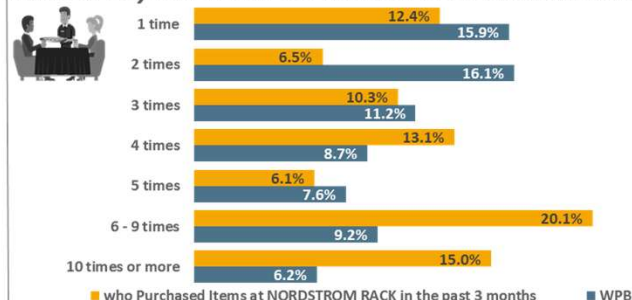


6.7% or 129,456 of WPB DMA Adults 18 or older Purchased Items at NORDSTROM RACK in the past 3 months. Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months are 3.2% more likely to use QSRs past mo., 11.2% more likely to use Sit-Down Restaurants past mo., 39.8% more likely to use Casinos past yr., 60.% less likely to smoke cigarette

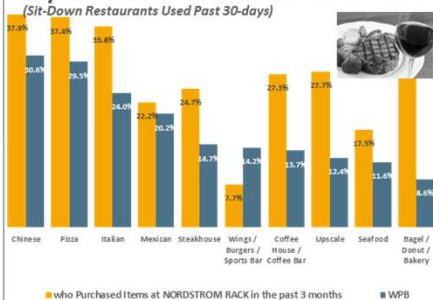
Past 30-days QSR Users: Adults 18 or older



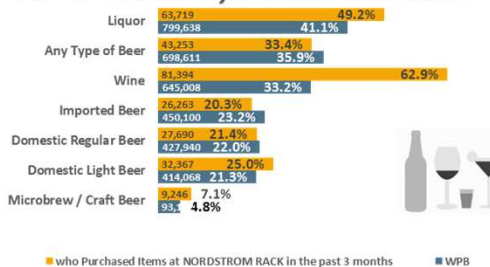
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



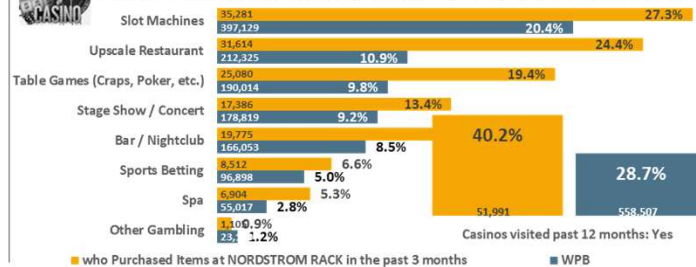
Top-10 Cuisines: Adults 18 or older



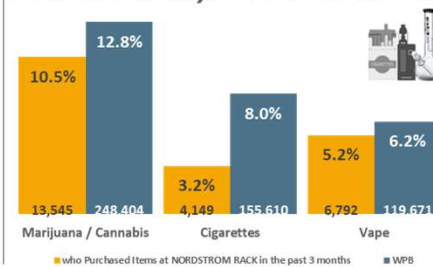
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



Used Past 30-days: Adults 18 or older

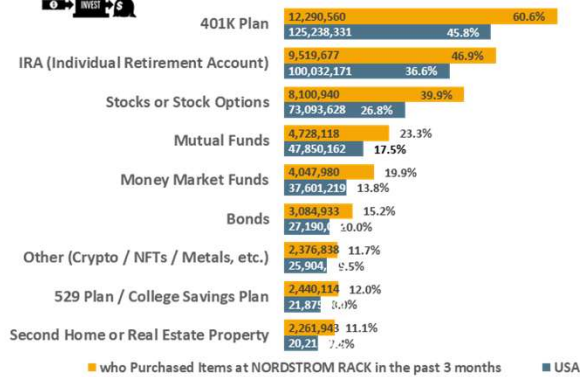




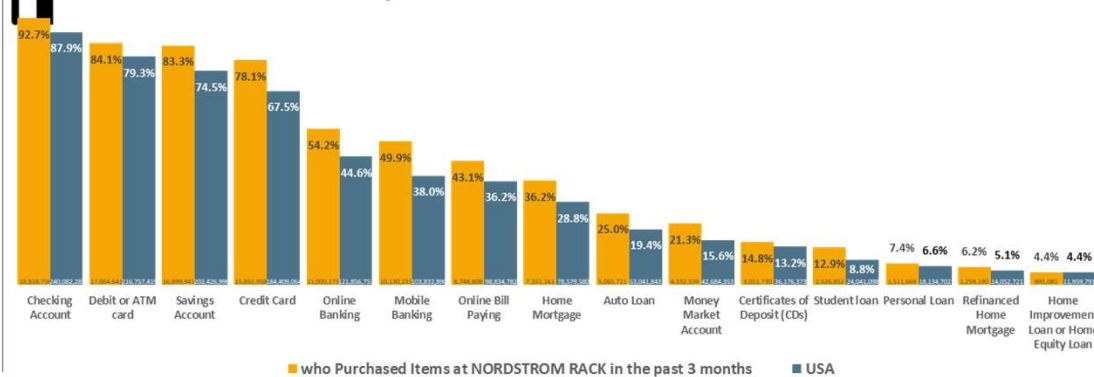
7.4% or 20,297,166 of USA Adults 18 or older Purchased Items at NORDSTROM RACK in the past 3 months. Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months are 32.1% more likely to have a 401K, 28.5% more likely to have an Auto Loan, 51.6% more likely to Invest/Trade Stocks Online, 2.5% less likely to pay with their Debit Card.



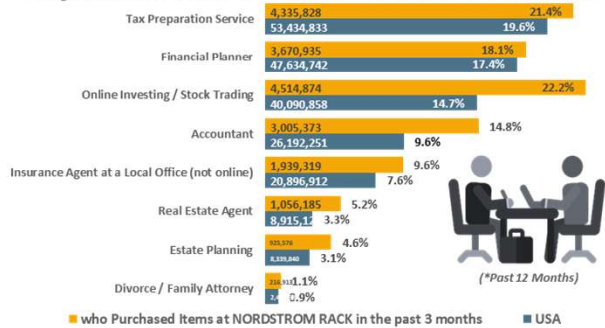
Investments Owned: Adults 18 or older



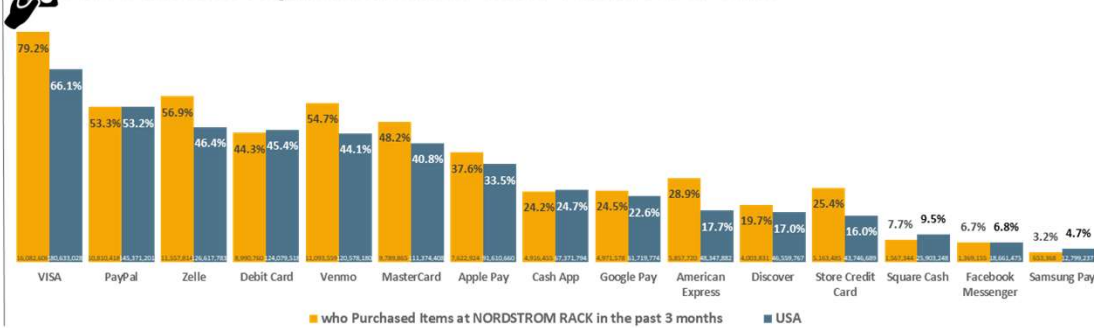
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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





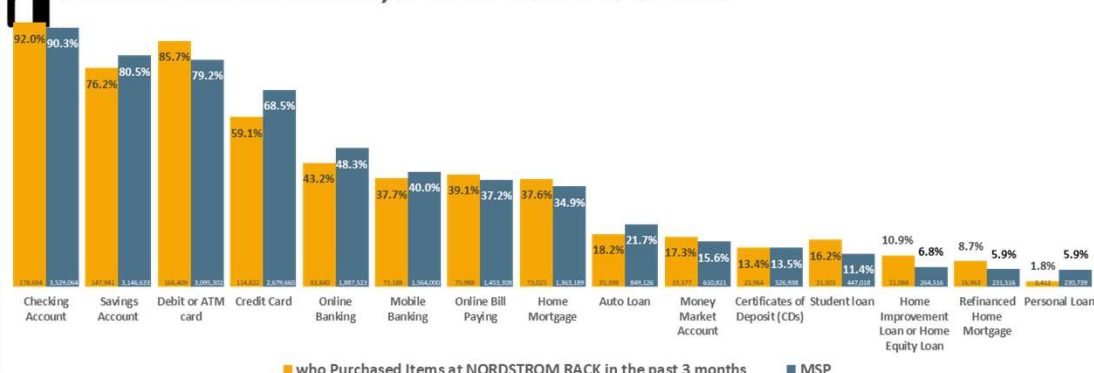
5.5% or 194,245 of MSP DMA Adults 18 or older Purchased Items at NORDSTROM Rack in the past 3 months. Adults 18 or older who Purchased Items at NORDSTROM Rack in the past 3 months are 6.1% more likely to have a 401K, 16.1% less likely to have an Auto Loan, 11.1% more likely to Invest/Trade Stocks Online, 11.4% less likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



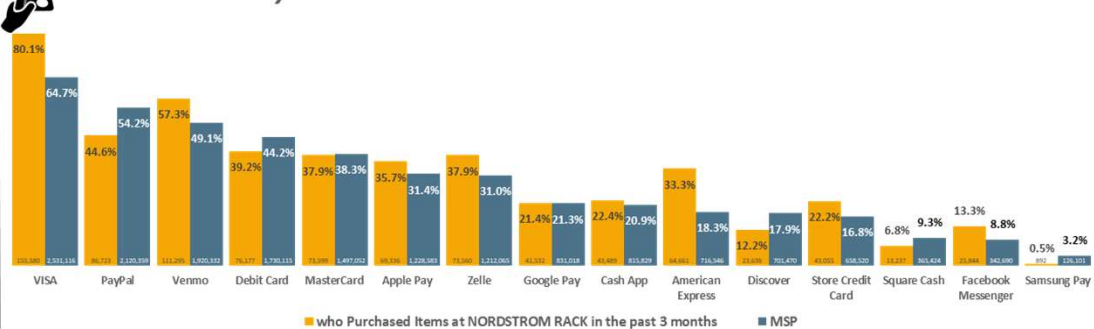
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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





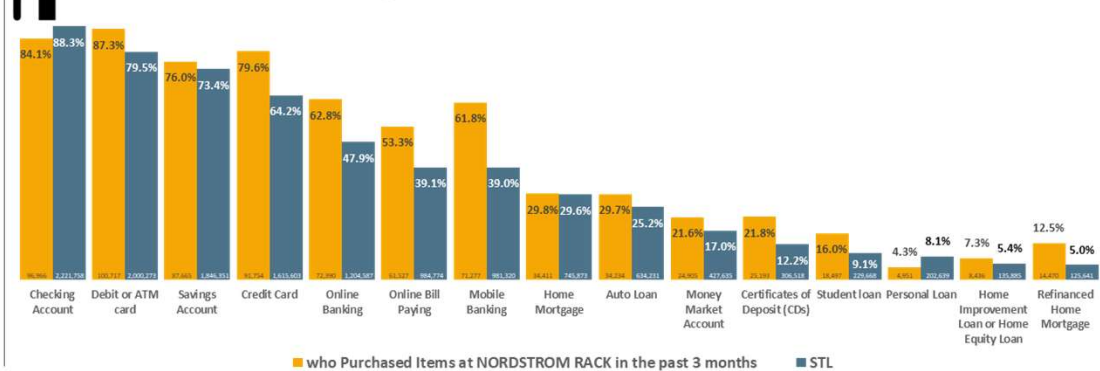
4.6% or 115,334 of STL DMA Adults 18 or older Purchased Items at NORDSTROM RACK in the past 3 months. Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months are 30.% more likely to have a 401K, 17.8% more likely to have an Auto Loan, 95.2% more likely to Invest/Trade Stocks Online, 21.5% less likely to pay with their Debit Card.



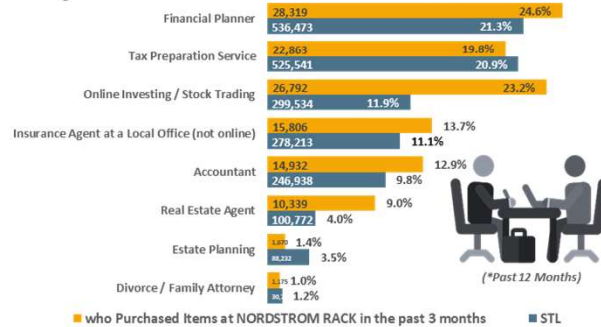
Investments Owned: Adults 18 or older



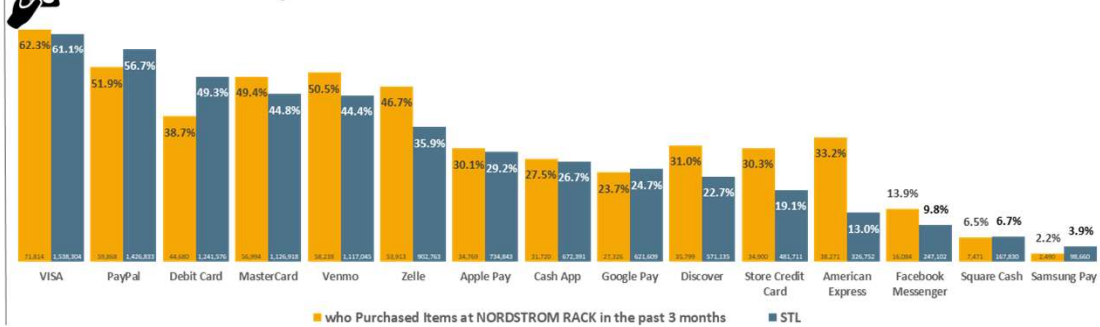
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

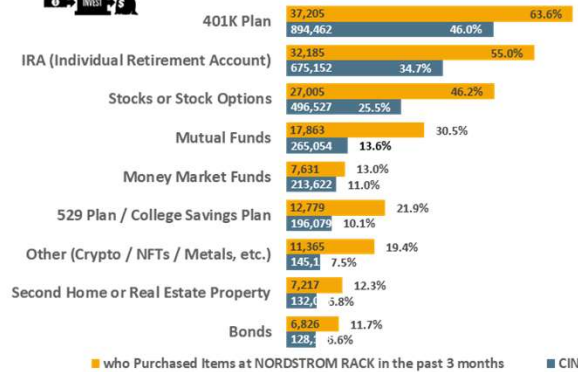




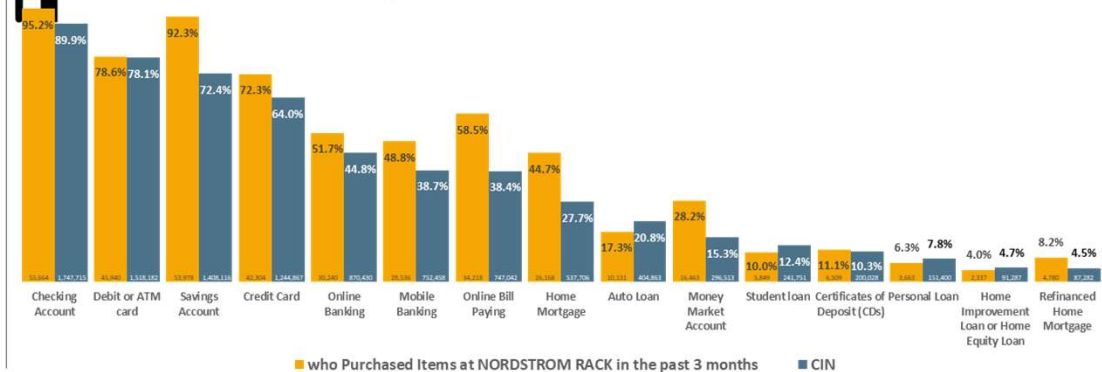
3.3% or 58,478 of CIN DMA Adults 18 or older Purchased Items at NORDSTROM RACK in the past 3 months. Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months are 38.3% more likely to have a 401K, 16.8% less likely to have an Auto Loan, 31.1% more likely to Invest/Trade Stocks Online, 4.5% less likely to pay with their Debit Card.



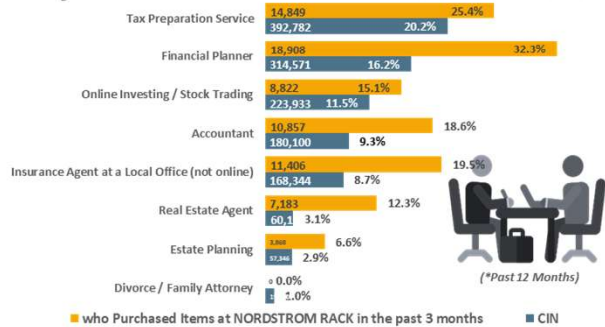
Investments Owned: Adults 18 or older



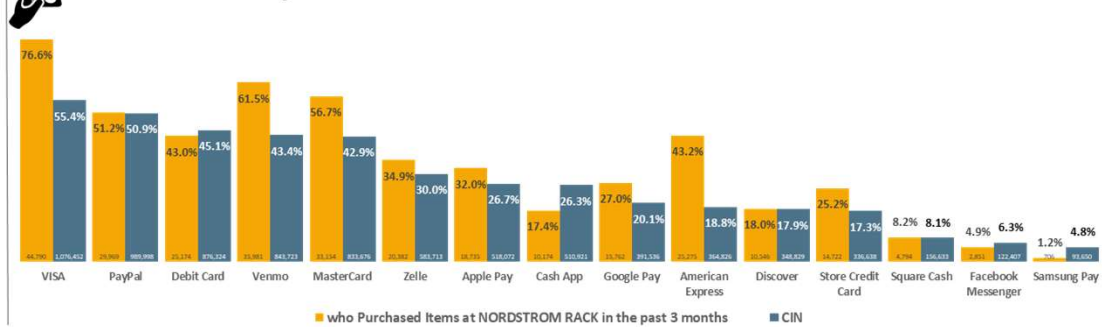
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

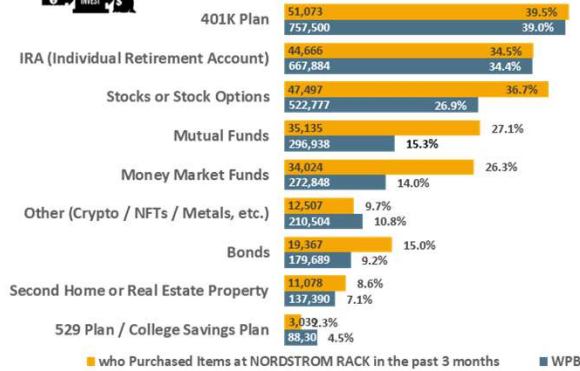




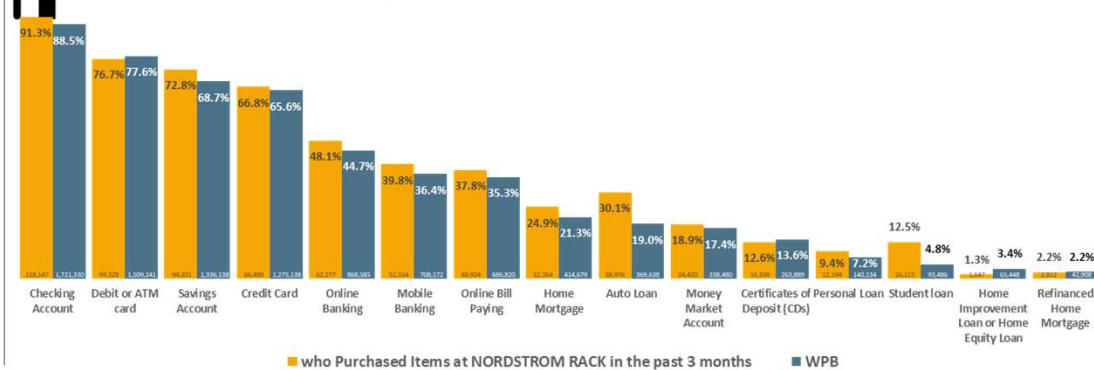
6.7% or 129,456 of WPB DMA Adults 18 or older Purchased Items at NORDSTROM Rack in the past 3 months. Adults 18 or older who Purchased Items at NORDSTROM Rack in the past 3 months are 1.2% more likely to have a 401K, 58.3% more likely to have an Auto Loan, .5% more likely to Invest/Trade Stocks Online, 13.2% less likely to pay with their Debit Card.



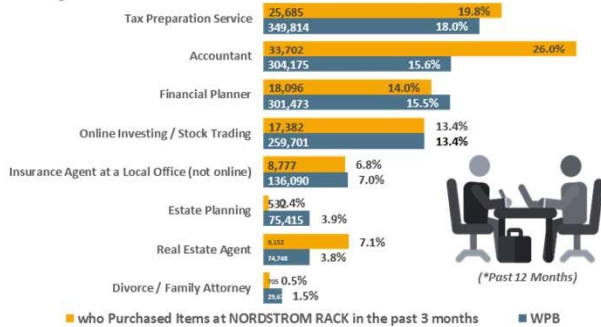
Investments Owned: Adults 18 or older



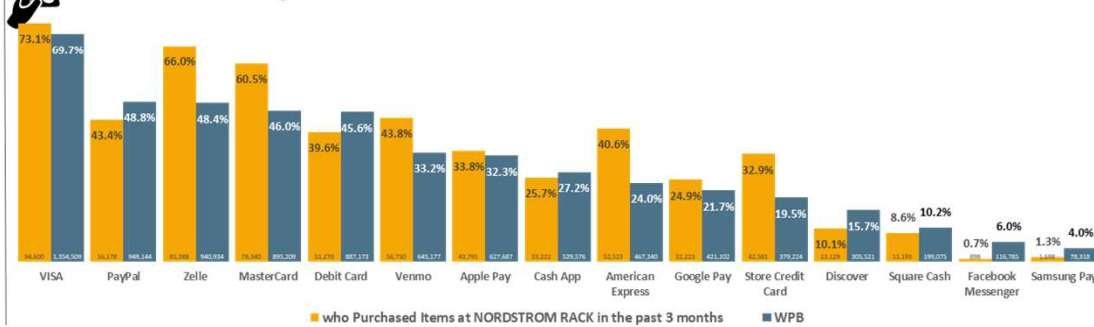
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older

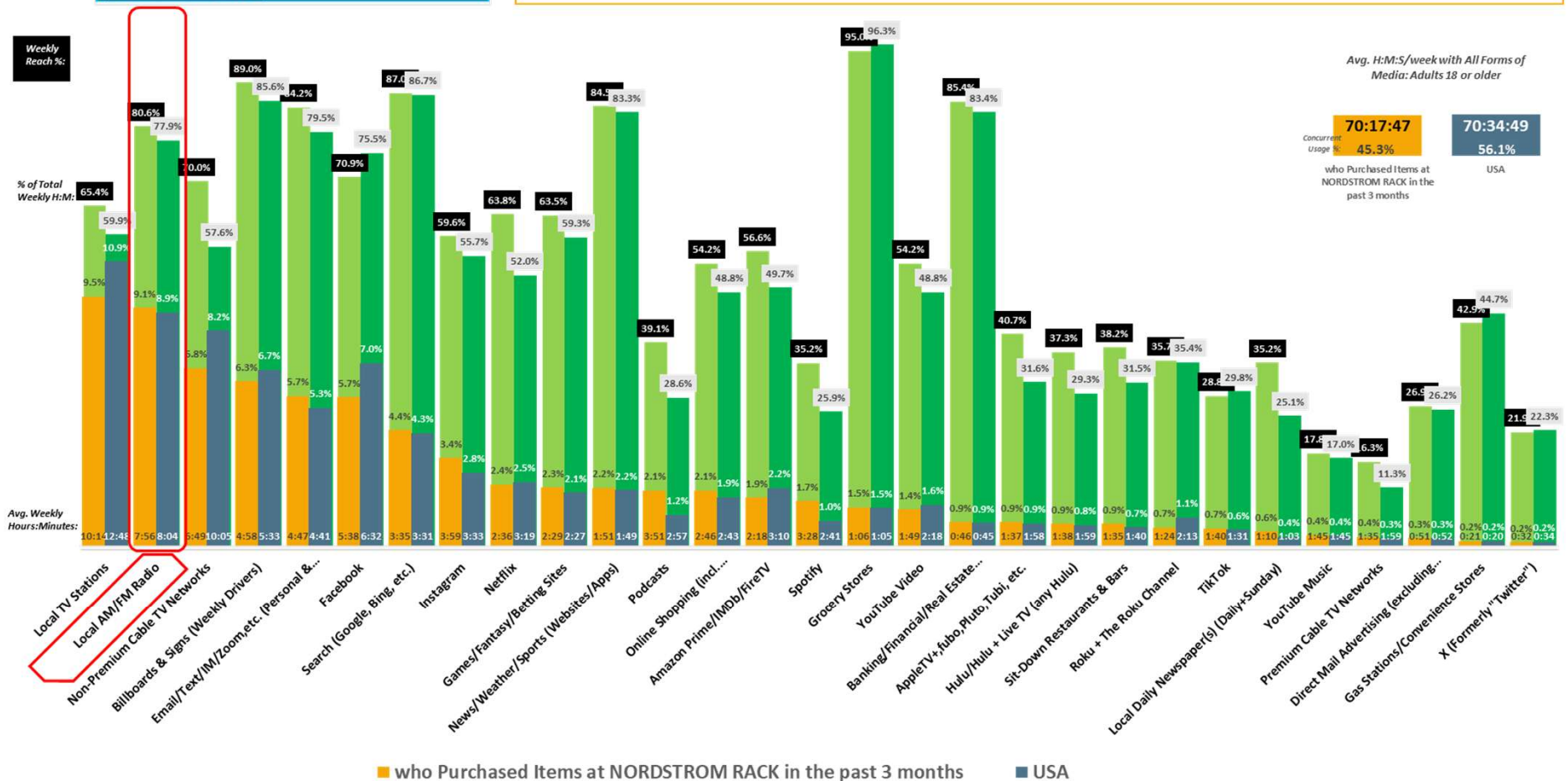


Past 3-Months Payment Methods Used: Adults 18 or older



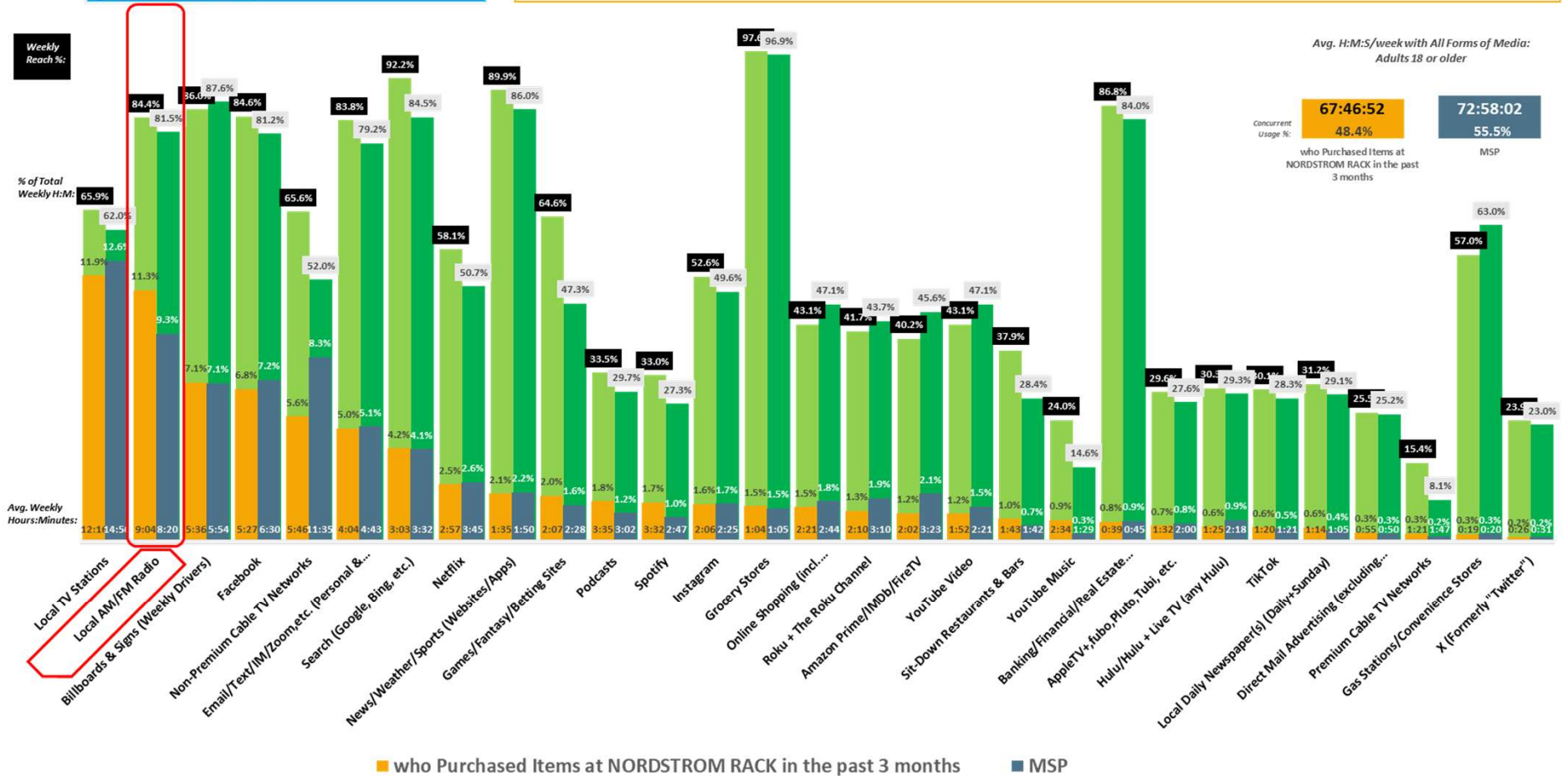


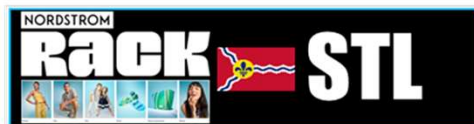
Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months spend an average of 2 days, 22 hours, 17 minutes and 47 seconds each week with All Forms of Media.
 80.6% of Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months spend an avg. of 7 hours and 56 minutes each week listening to All Local AM/FM Radio, representing 9.1% of total time spent with all forms of Media.





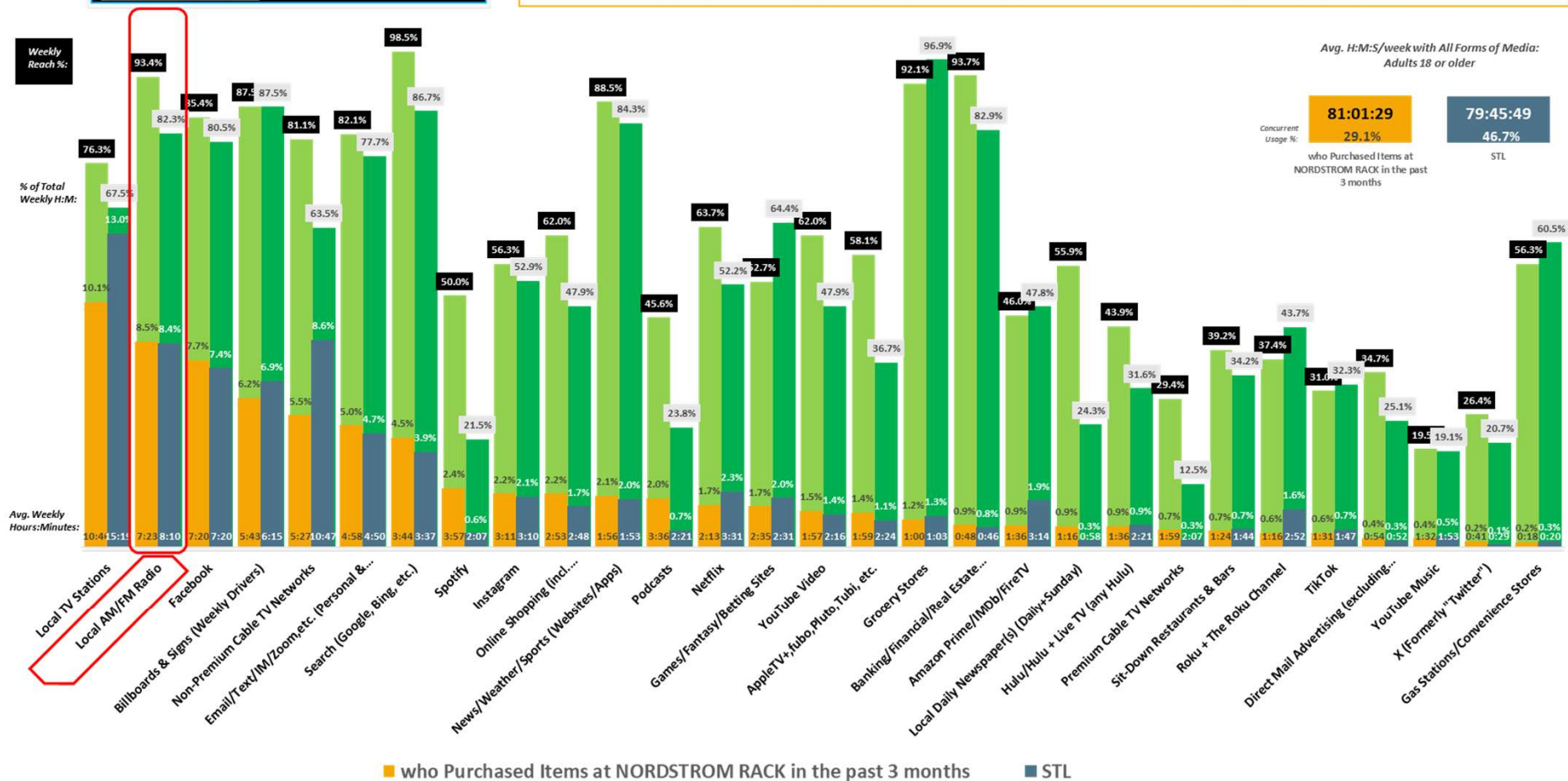
Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months spend an average of 2 days, 19 hours, 46 minutes and 52 seconds each week with All Forms of Media.
 84.4% of Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months spend an avg. of 9 hours and 4 minutes each week listening to All Local AM/FM Radio, representing 11.3% of total time spent with all forms of Media.





Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months spend an average of 3 days, 9 hours, 1 minutes and 29 seconds each week with All Forms of Media.

93.4% of Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months spend an avg. of 7 hours and 23 minutes each week listening to All Local AM/FM Radio, representing 8.5% of total time spent with all forms of Media.



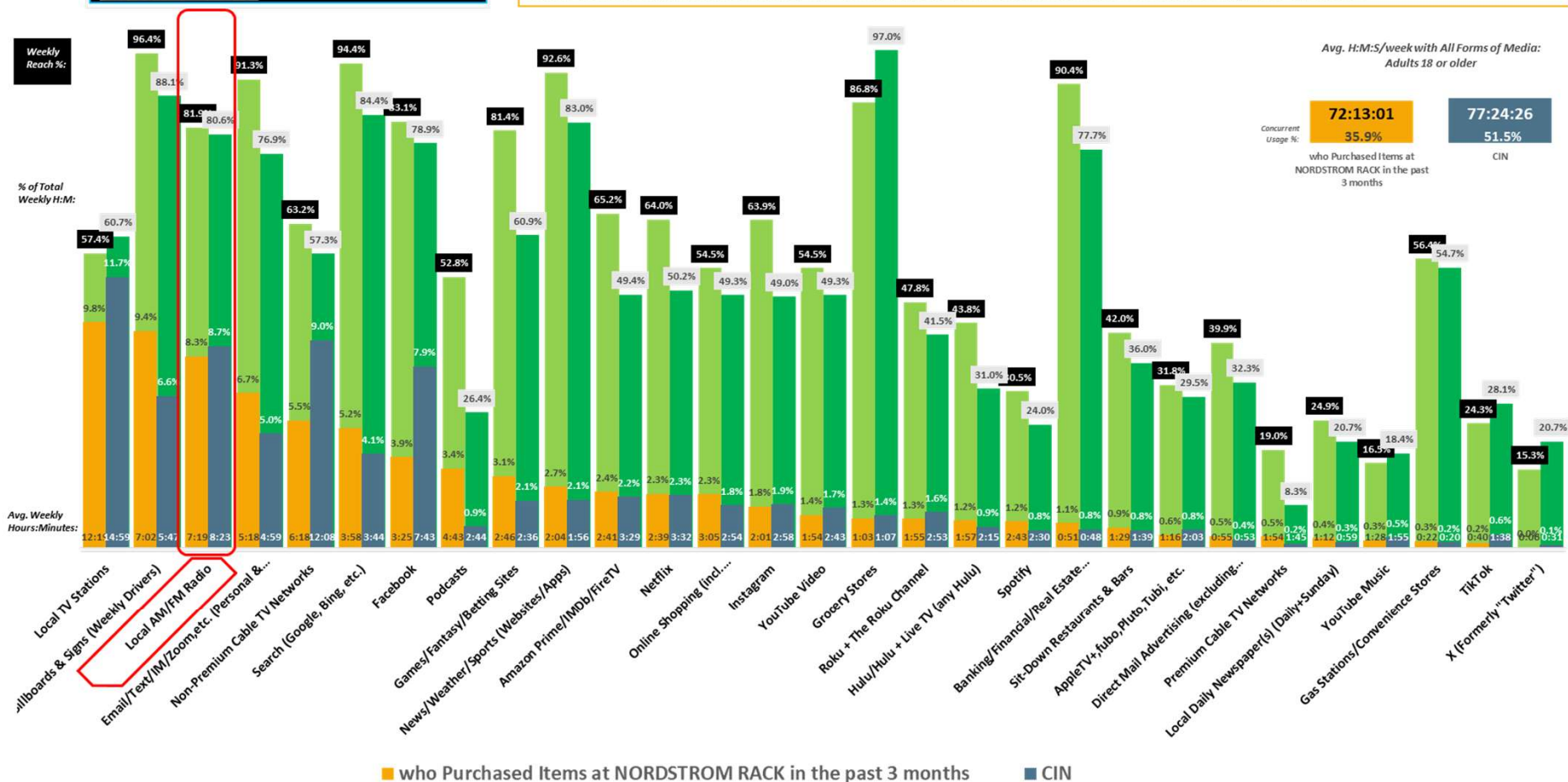
Avg. H:M:S/week with All Forms of Media:
Adults 18 or older

Concurrent Usage %: **81:01:29** (29.1%)
who Purchased Items at NORDSTROM RACK in the past 3 months

79:45:49 (46.7%)
STL

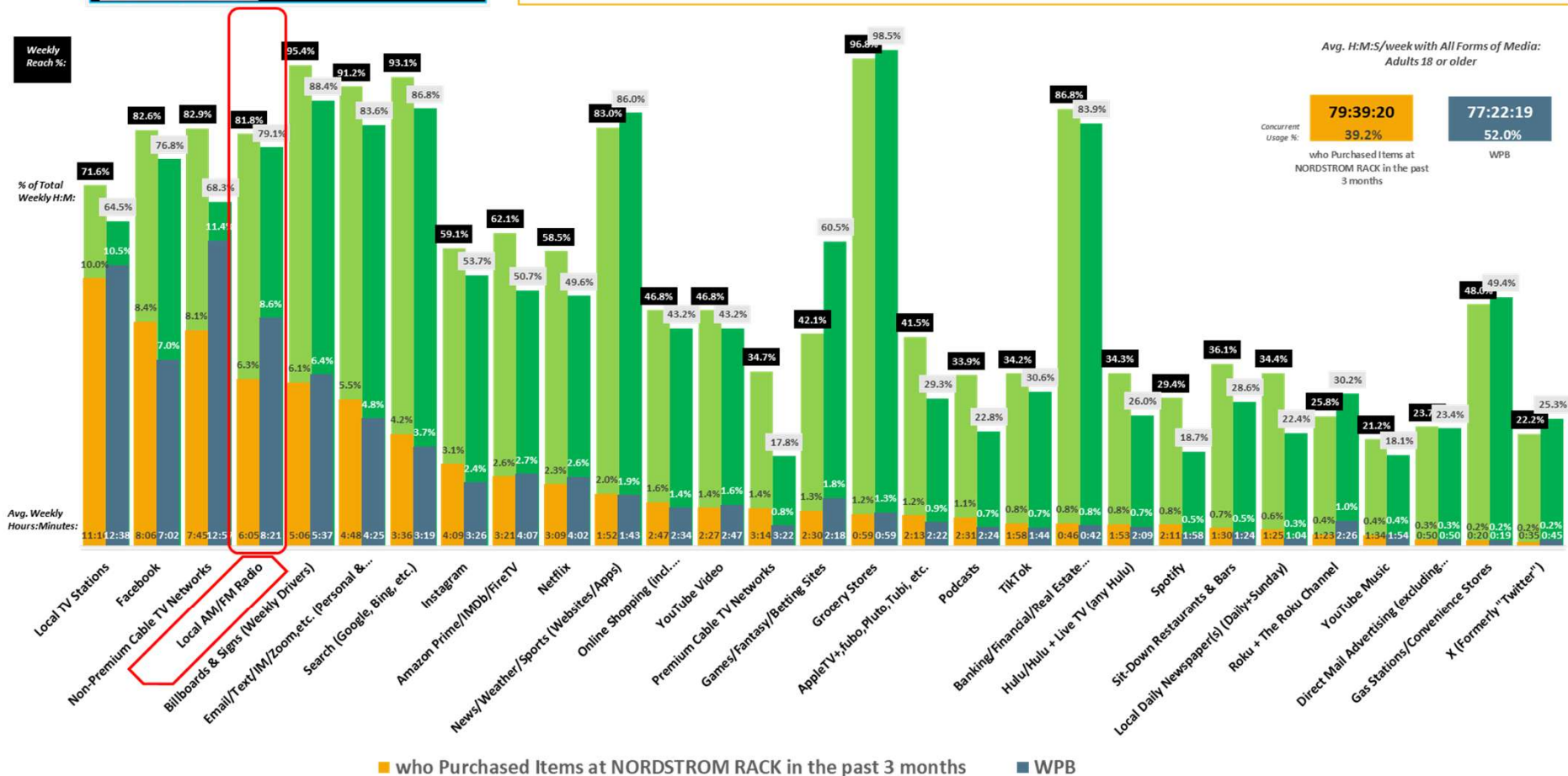


Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months spend an average of 3 days, 0 hours, 13 minutes and 1 seconds each week with All Forms of Media.
 81.9% of Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months spend an avg. of 7 hours and 19 minutes each week listening to All Local AM/FM Radio, representing 8.3% of total time spent with all forms of Media.



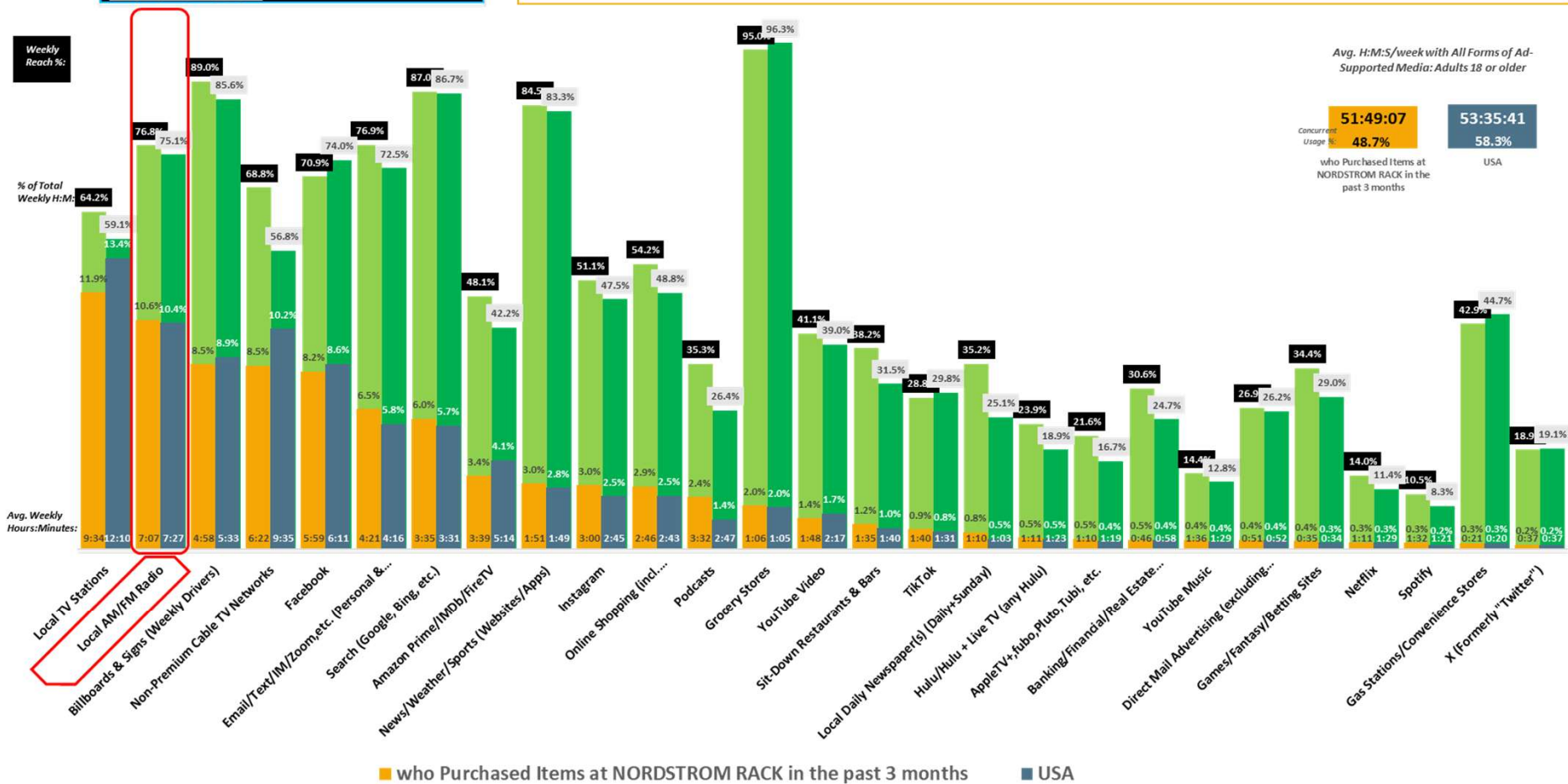


Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months spend an average of 3 days, 7 hours, 39 minutes and 20 seconds each week with All Forms of Media.
 81.8% of Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months spend an avg. of 6 hours and 5 minutes each week listening to All Local AM/FM Radio, representing 6.3% of total time spent with all forms of Media.



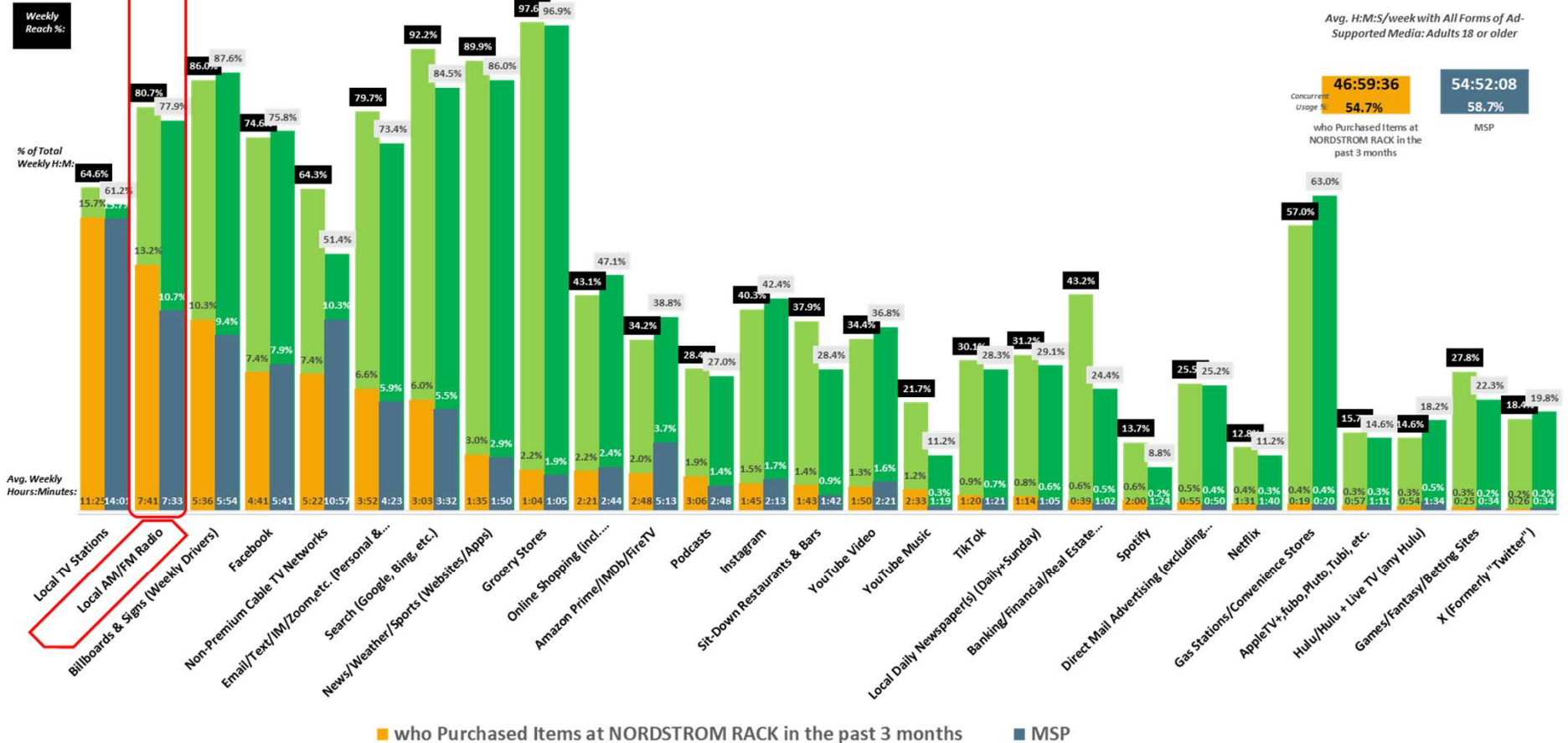


Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months spend an average of 2 days, 3 hours, 49 minutes and 7 seconds each week with All Forms of Ad-Supported Media.
76.8% of Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months spend an avg. of 7 hours and 7 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.6% of total time spent with all forms of Ad-Supported Medi





Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months spend an average of 1 days, 22 hours, 59 minutes and 36 seconds each week with All Forms of Ad-Supported Media.
 80.7% of Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months spend an avg. of 7 hours and 41 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 13.2% of total time spent with all forms of Ad-Supported Med



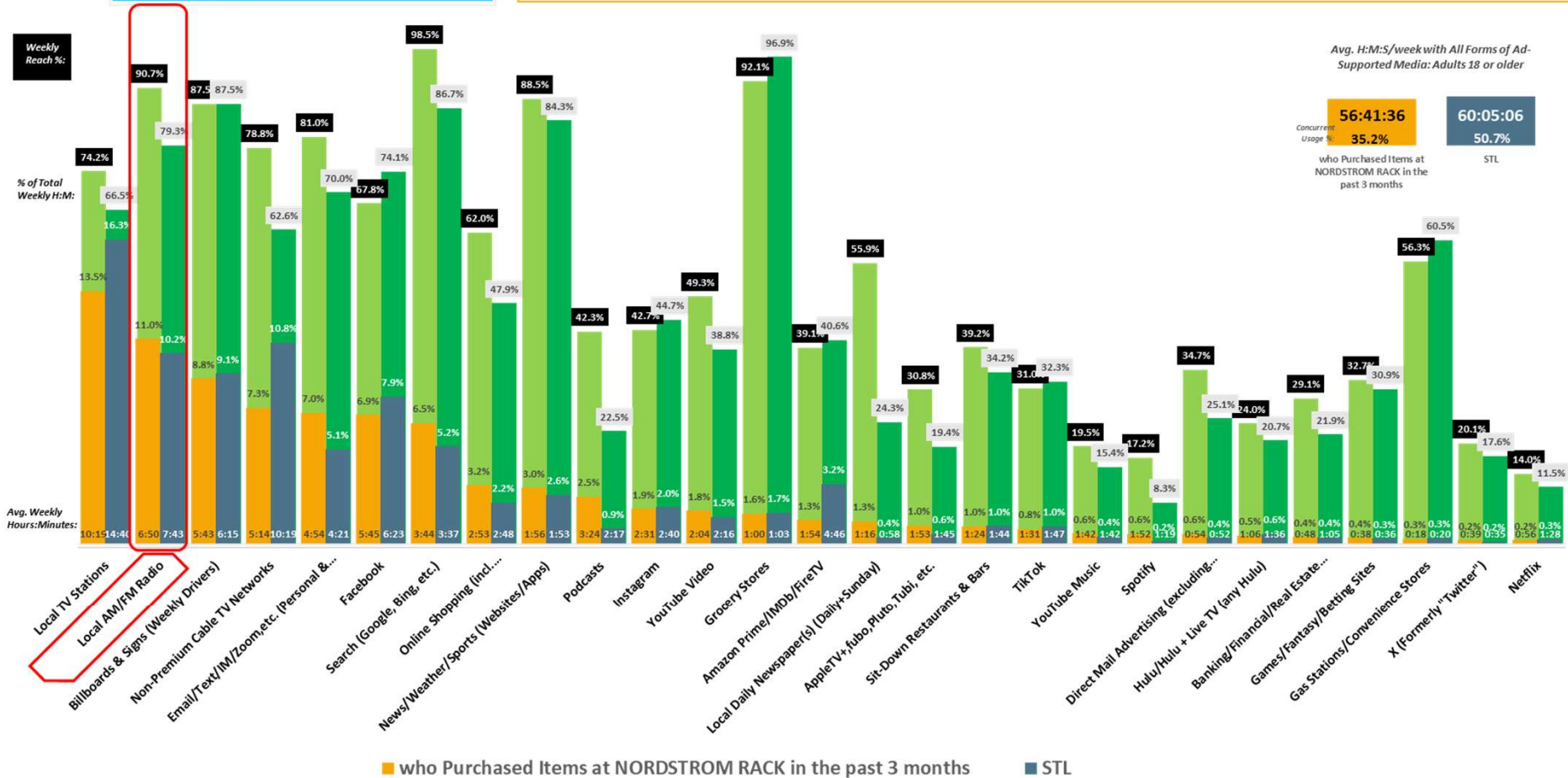
Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older

46:59:36
 54.7%
 who Purchased Items at NORDSTROM RACK in the past 3 months

54:52:08
 58.7%
 MSP

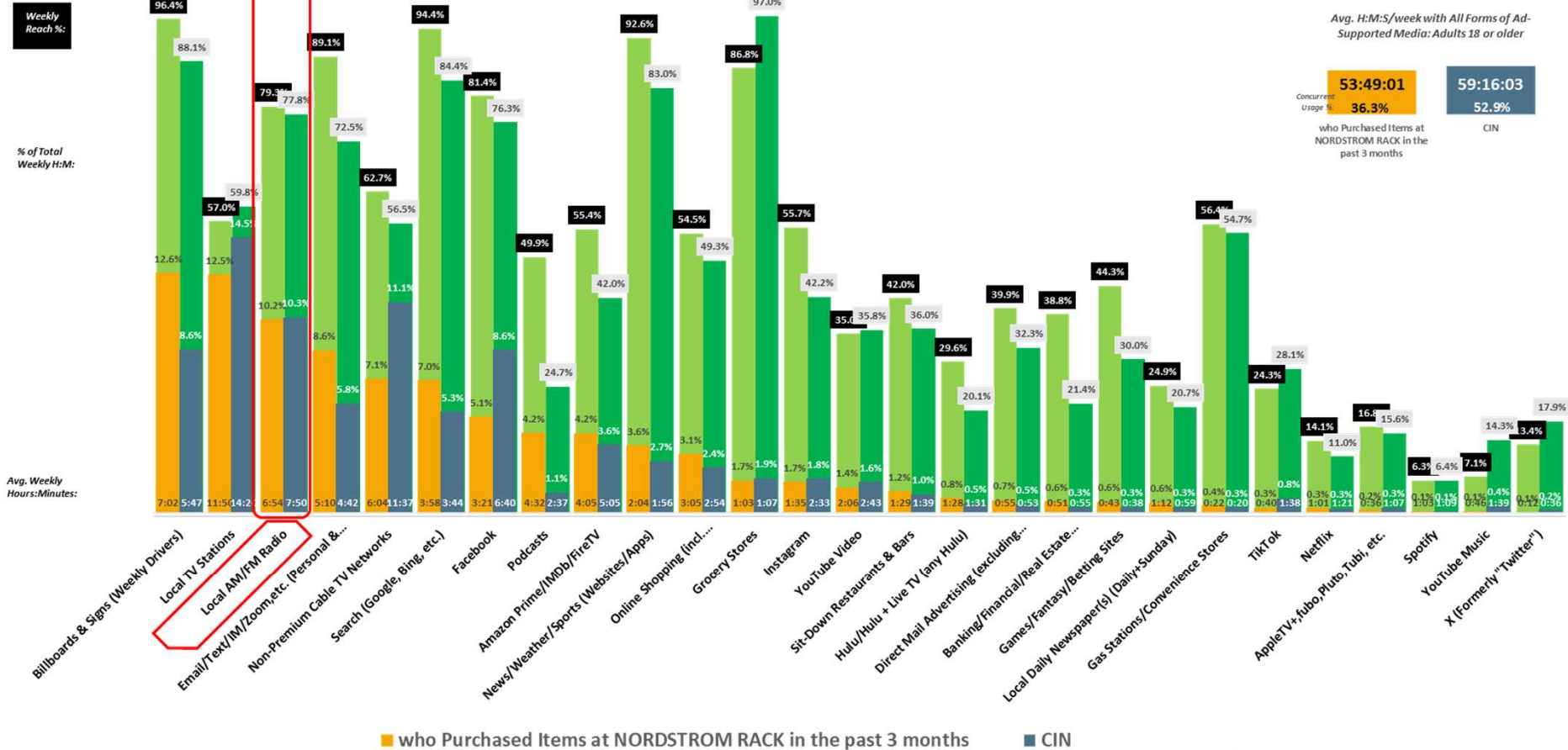


Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months spend an average of 2 days, 8 hours, 41 minutes and 36 seconds each week with All Forms of Ad-Supported Media.
 90.7% of Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months spend an avg. of 6 hours and 50 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.1% of total time spent with all forms of Ad-Supported Medi



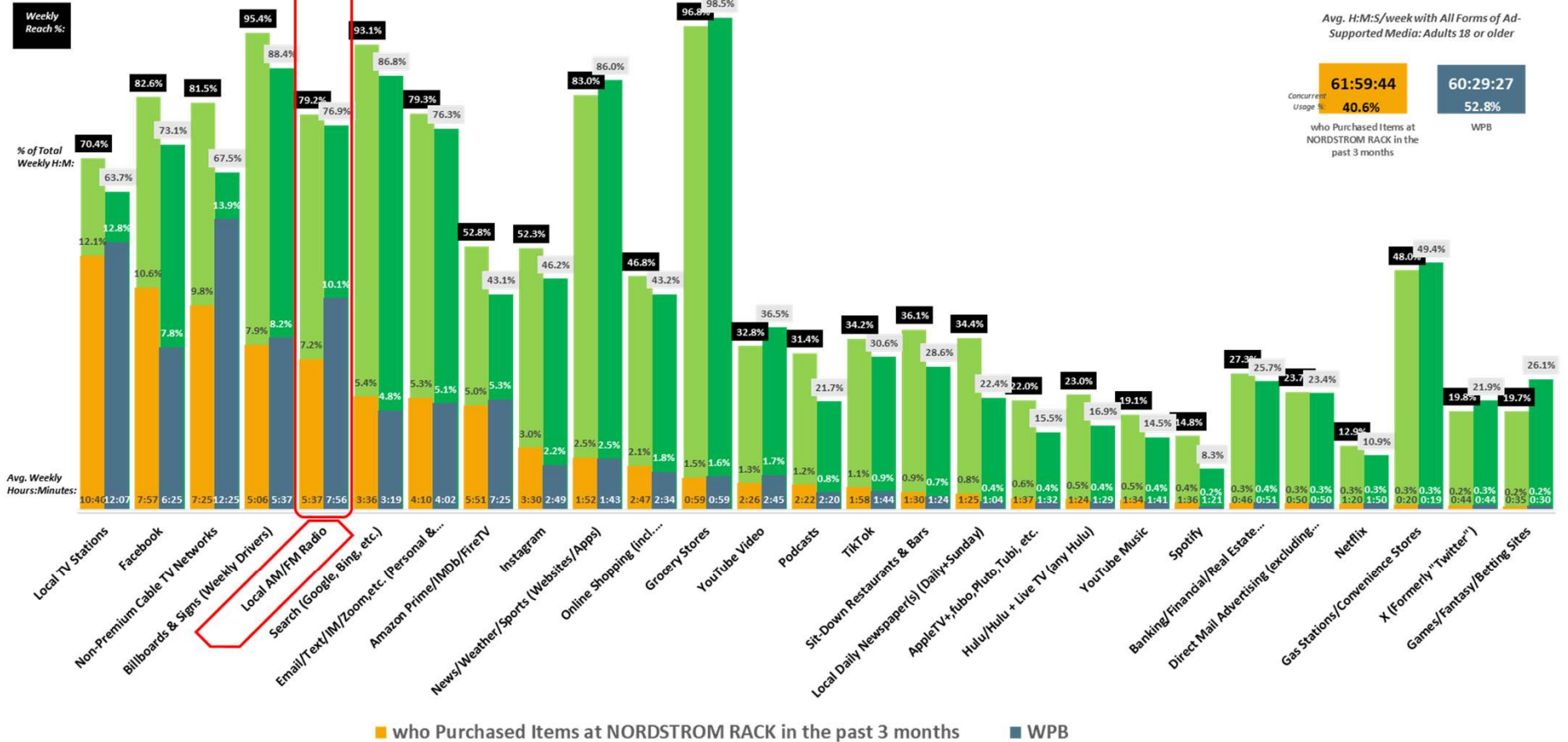


Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months spend an average of 2 days, 5 hours, 49 minutes and 1 seconds each week with All Forms of Ad-Supported Media.
 79.3% of Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months spend an avg. of 6 hours and 54 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.2% of total time spent with all forms of Ad-Supported Med





Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months spend an average of 2 days, 13 hours, 59 minutes and 44 seconds each week with All Forms of Ad-Supported Media.
 79.2% of Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months spend an avg. of 5 hours and 37 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 7.2% of total time spent with all forms of Ad-Supported Medi

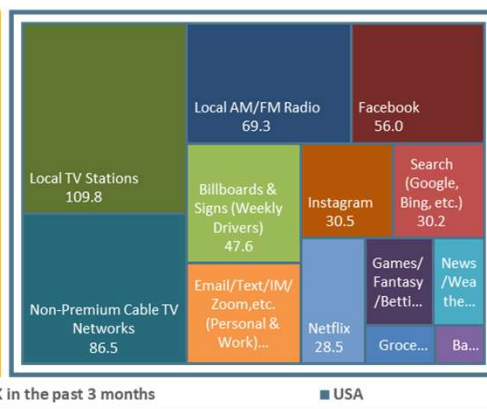
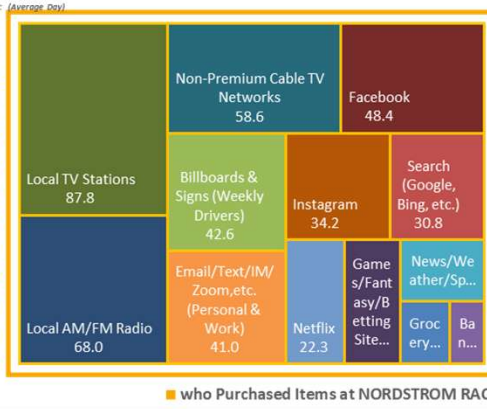
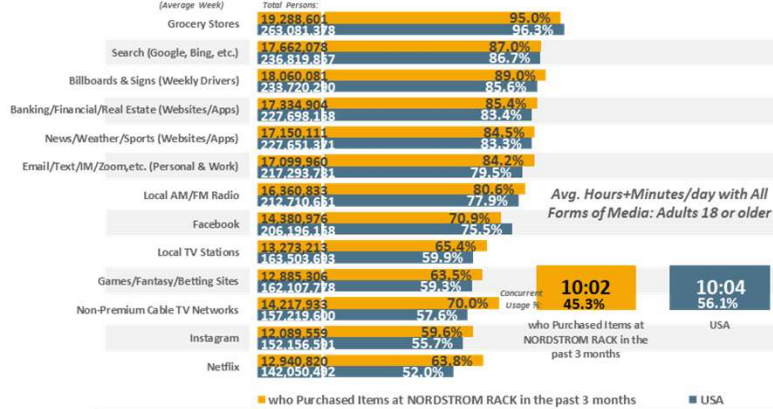




Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months spend an average of 7 hours and 24 minutes each day with All Forms of Ad-Supported Media. 76.8% listen to Local AM/FM Radio for an avg. of 61.1 minutes/day. (Local Radio delivers 10.6% of Time with Ad-Supported Media.)

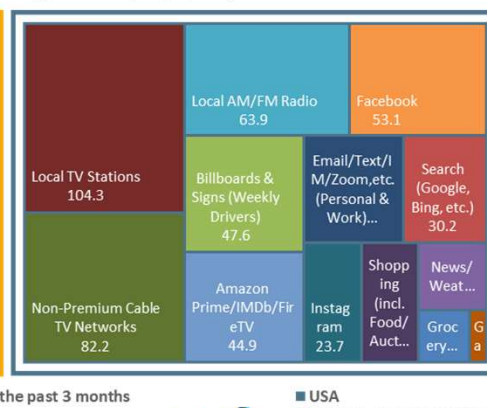
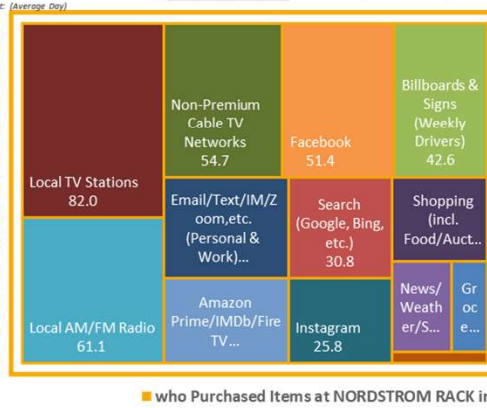
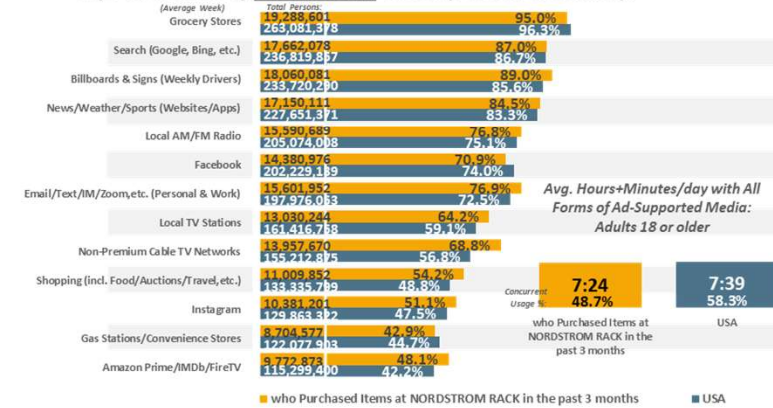
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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



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

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



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 1,904
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

soefa.ai Share of Everything for Anything

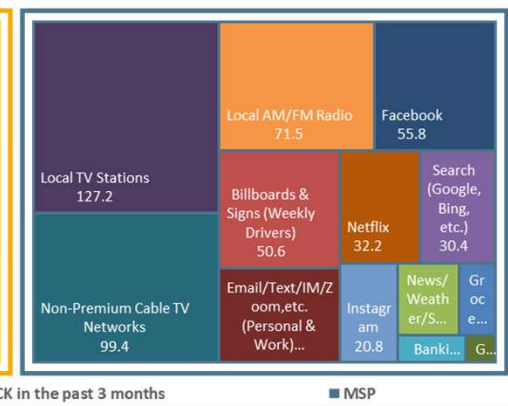
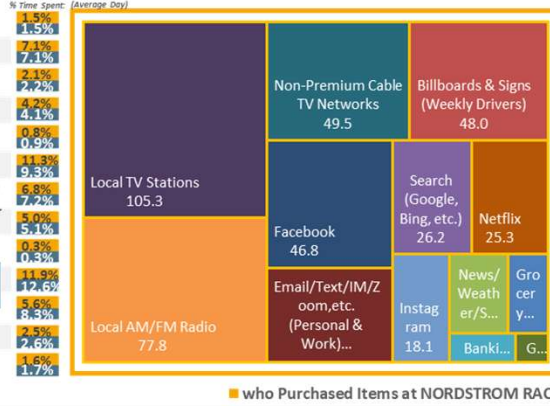
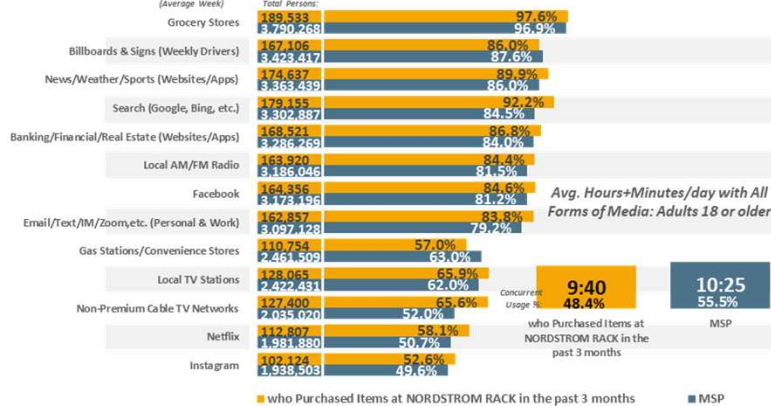
(Clothing stores bought past 3 months: Nordstrom Rack OR Major stores bought past 3 months: Nordstrom Rack OR Shoe stores bought past 3 months: Nordstrom Rack)



Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months spend an average of 6 hours and 42 minutes each day with All Forms of Ad-Supported Media. 80.7% listen to Local AM/FM Radio for an avg. of 65.9 minutes/day. (Local Radio delivers 13.2% of Time with Ad-Supported Media.)

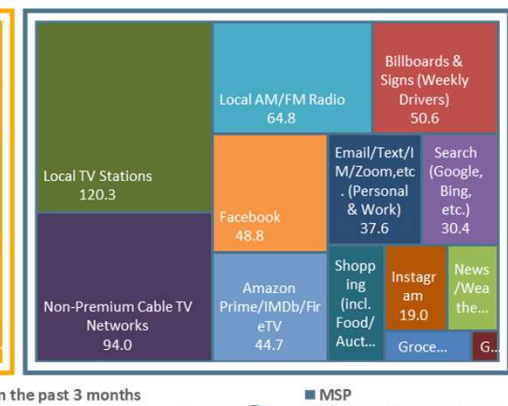
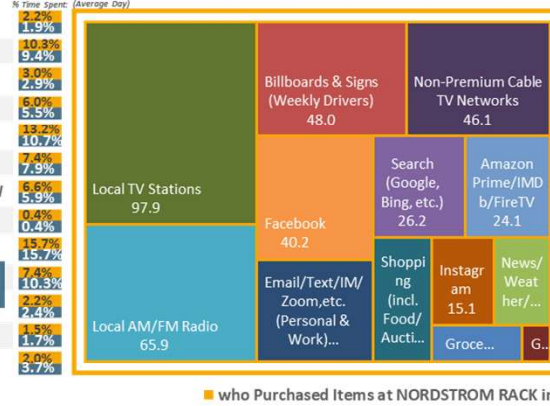
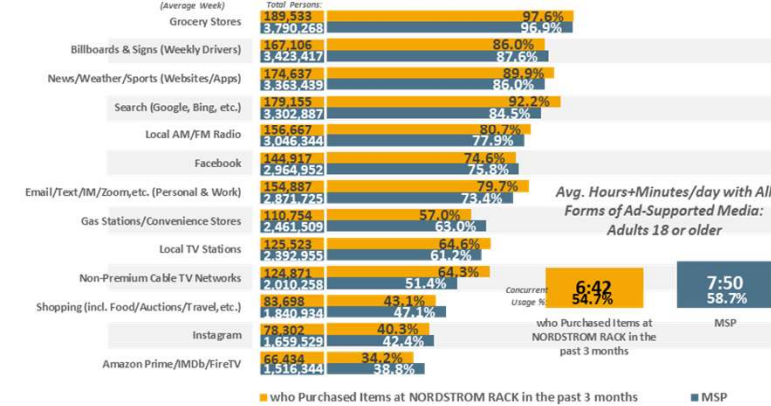
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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



Top-13 All Forms of 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



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 95
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

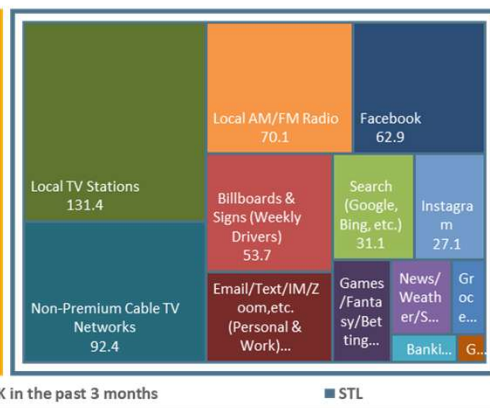
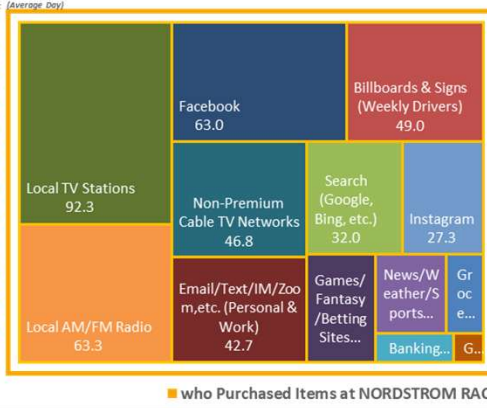
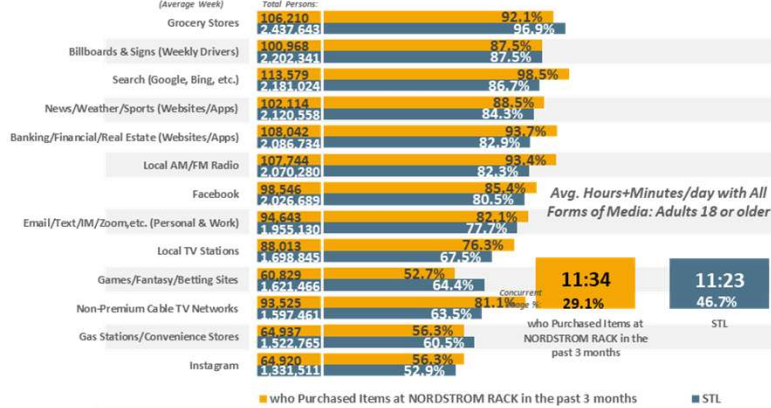
(Clothing stores bought past 3 months: Nordstrom Rack OR Major stores bought past 3 months: Nordstrom Rack OR Shoe stores bought past 3 months: Nordstrom Rack)



Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months spend an average of 8 hours and 5 minutes each day with All Forms of Ad-Supported Media. 90.7% listen to Local AM/FM Radio for an avg. of 58.6 minutes/day. (Local Radio delivers 11.% of Time with Ad-Supported Media.)

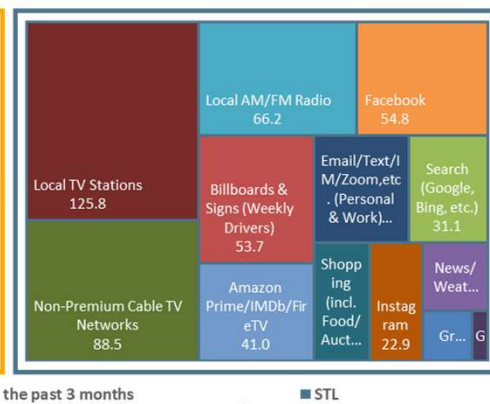
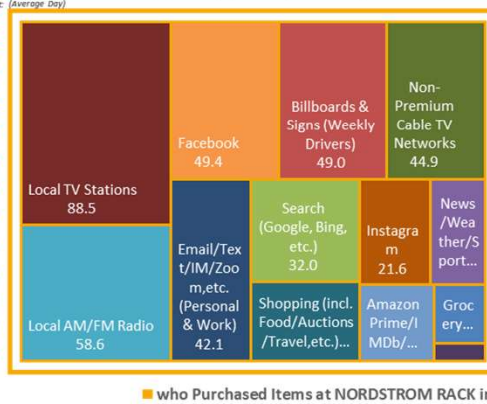
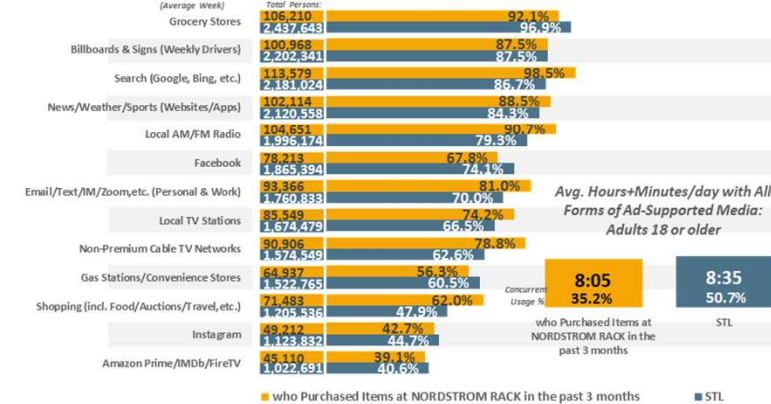
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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

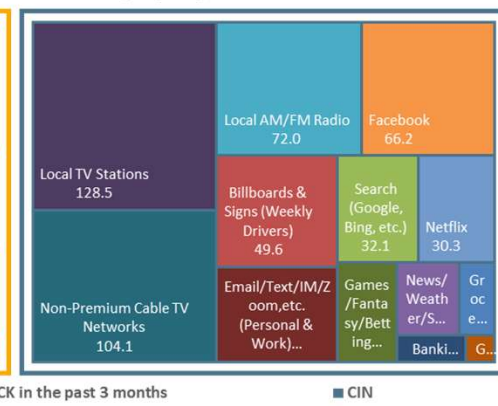
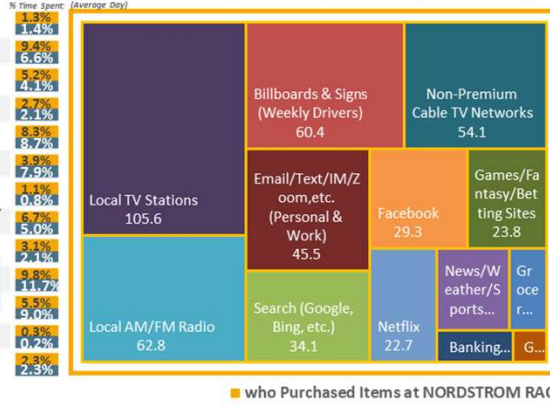
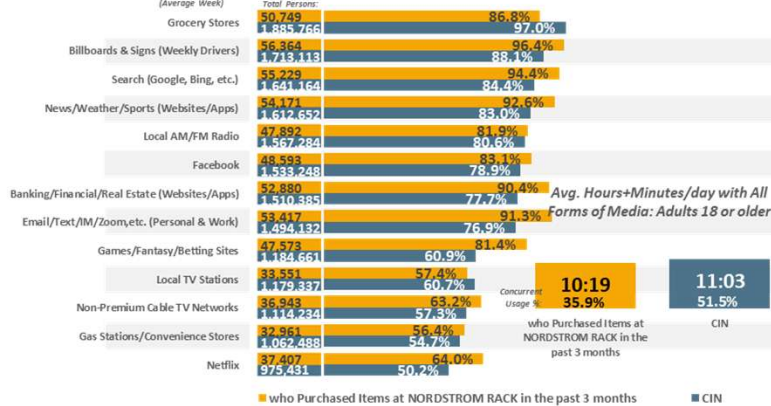




Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months spend an average of 7 hours and 41 minutes each day with All Forms of Ad-Supported Media. 79.3% listen to Local AM/FM Radio for an avg. of 59.2 minutes/day. (Local Radio delivers 10.2% of Time with Ad-Supported Media.)

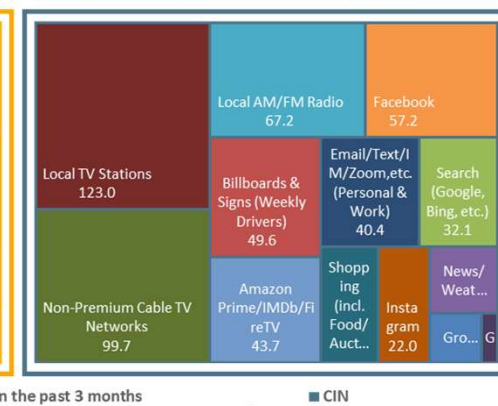
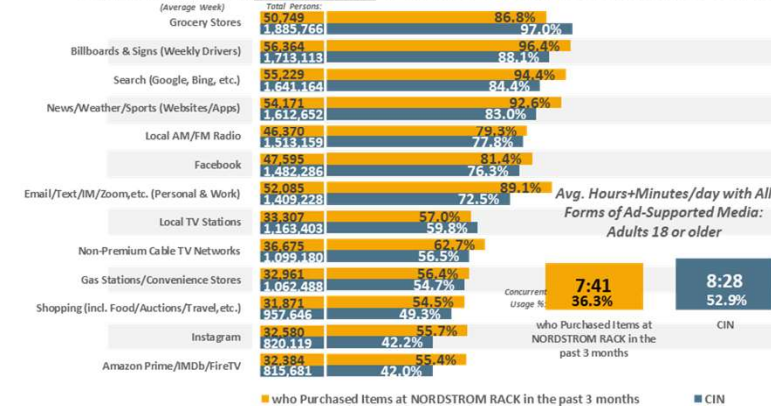
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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



Top-13 All Forms of 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

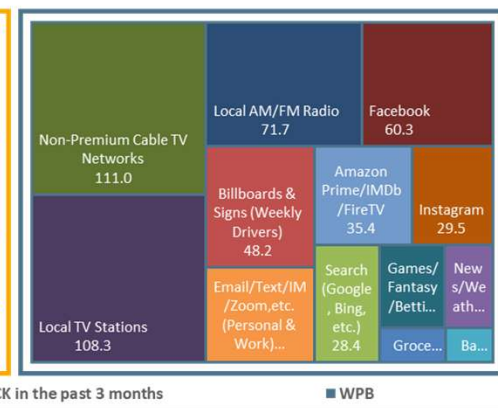
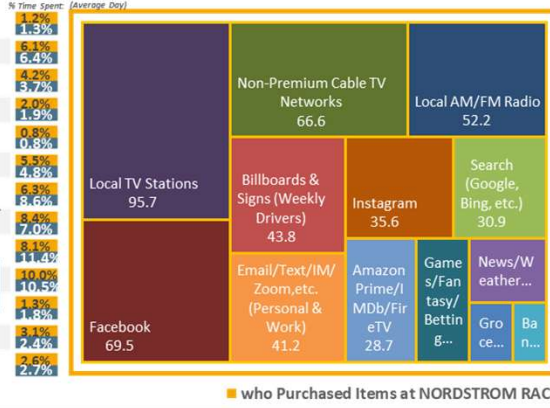
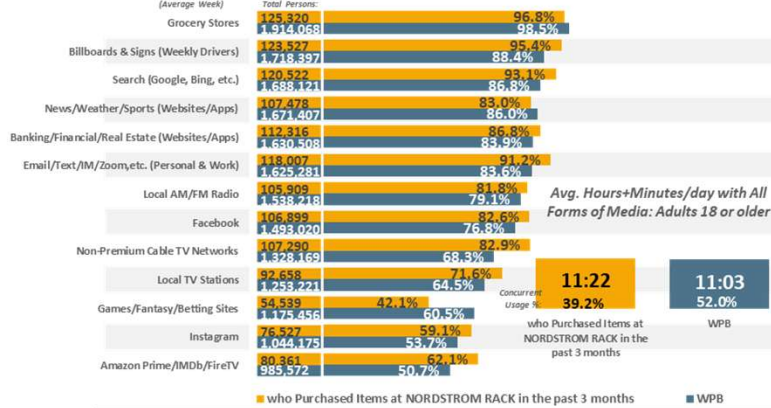




Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months spend an average of 8 hours and 51 minutes each day with All Forms of Ad-Supported Media. 79.2% listen to Local AM/FM Radio for an avg. of 48.2 minutes/day. (Local Radio delivers 7.2% of Time with Ad-Supported Media.)

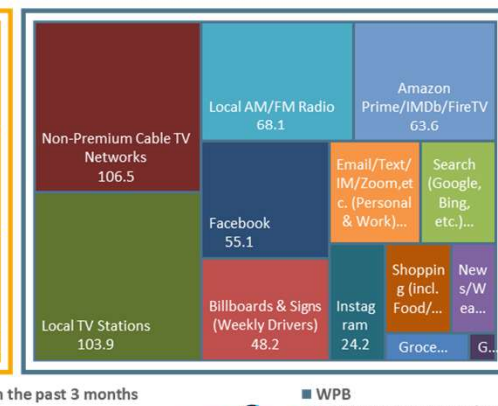
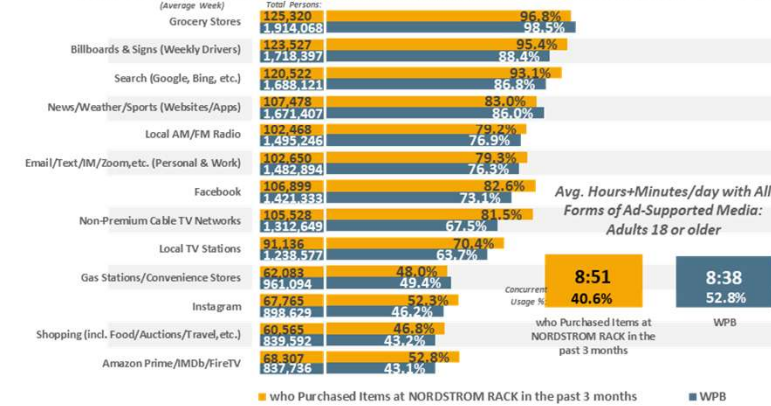
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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



Top-13 All Forms of 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 2026: Jan25-Jan26 Qual Intab 147
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

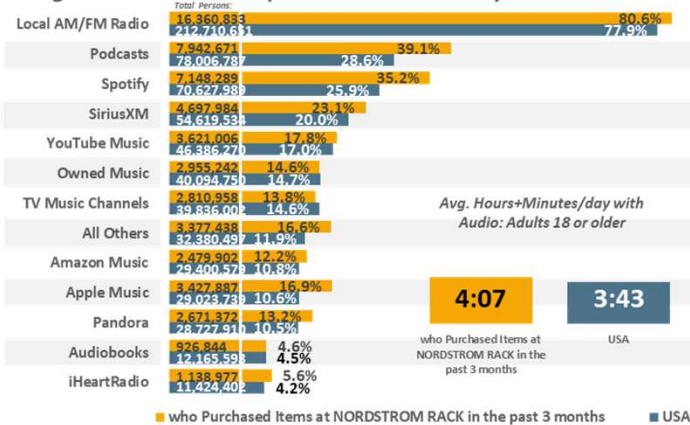
soefa.ai Share of Everything for Anything

(Clothing stores bought past 3 months: Nordstrom Rack OR Major stores bought past 3 months: Nordstrom Rack OR Shoe stores bought past 3 months: Nordstrom Rack)

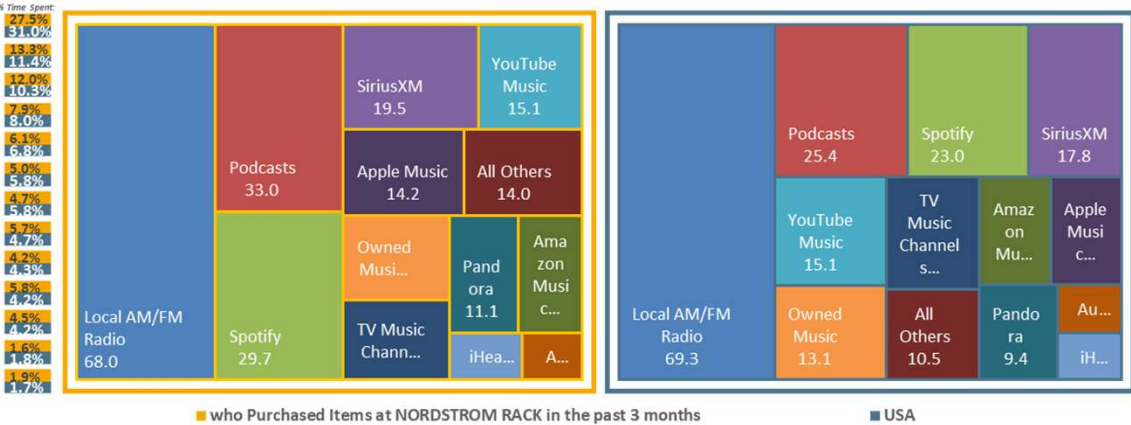


15,590,689 or 76.8% of Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 61.1 minutes every day representing 36.6% of all time spent daily with Ad-Supported Audio.

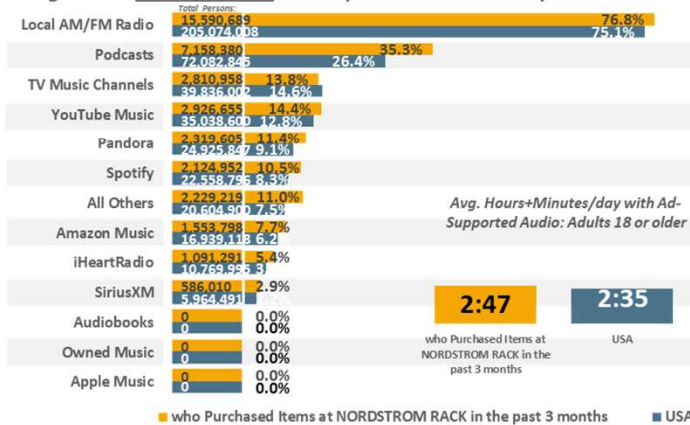
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



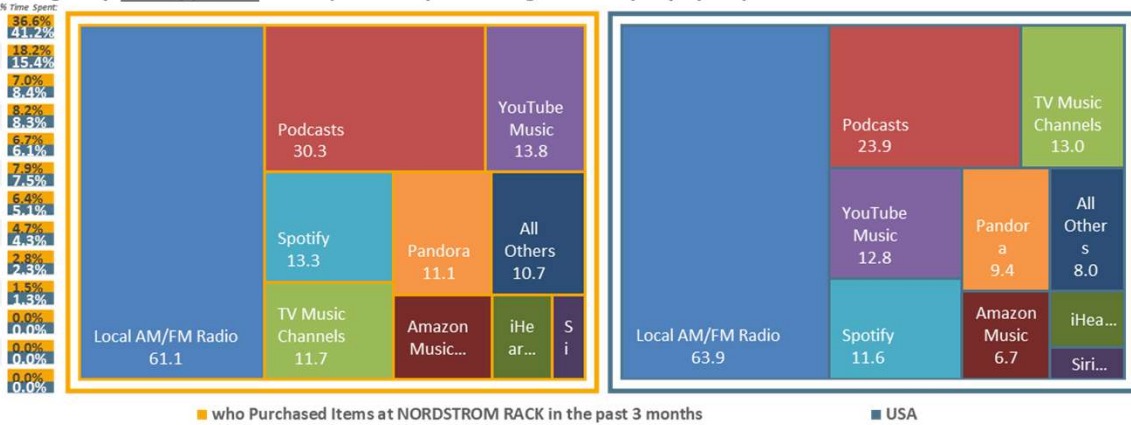
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 2026: Jan 25-Mar26 Qual Intab 1,904
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Scarborough R1 2026: Jan 25-Mar26 USA Projection

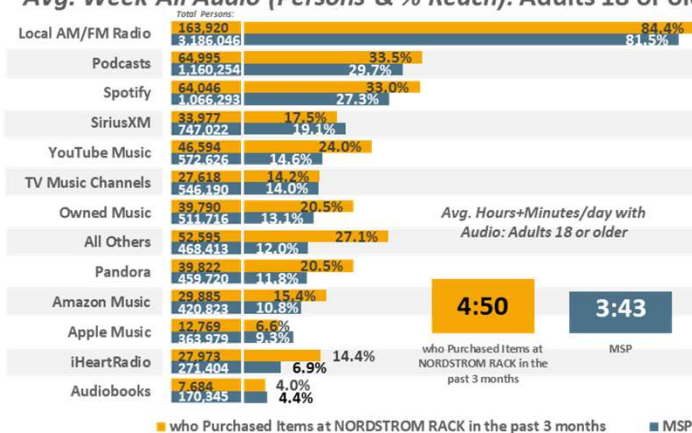
soefa.ai Share of Everything for Anything

(Clothing stores bought past 3 months: Nordstrom Rack OR Major stores bought past 3 months: Nordstrom Rack OR Shoe stores bought past 3 months: Nordstrom Rack)

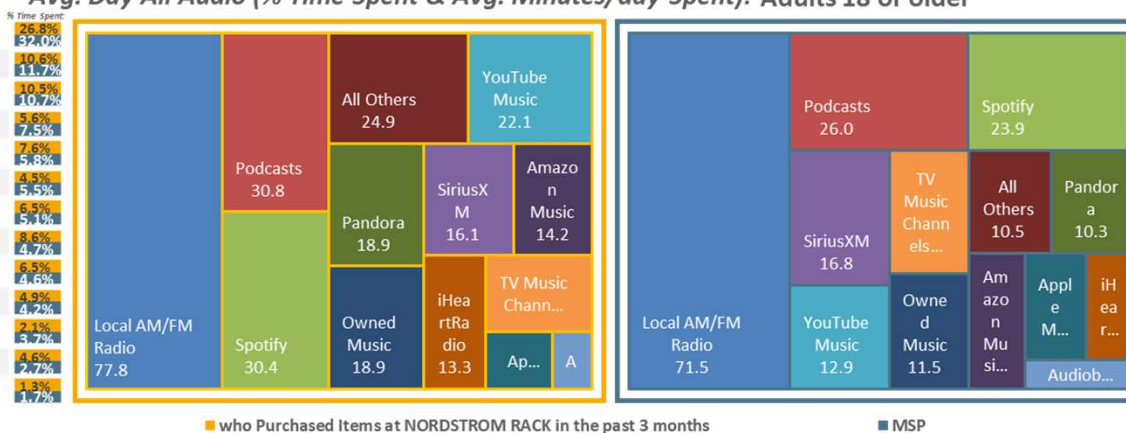


156,667 or 80.7% of Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 65.9 minutes every day representing 30.7% of all time spent daily with Ad-Supported Audio.

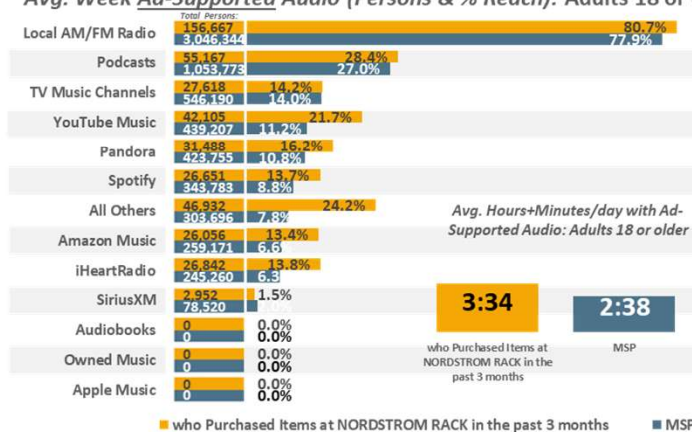
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



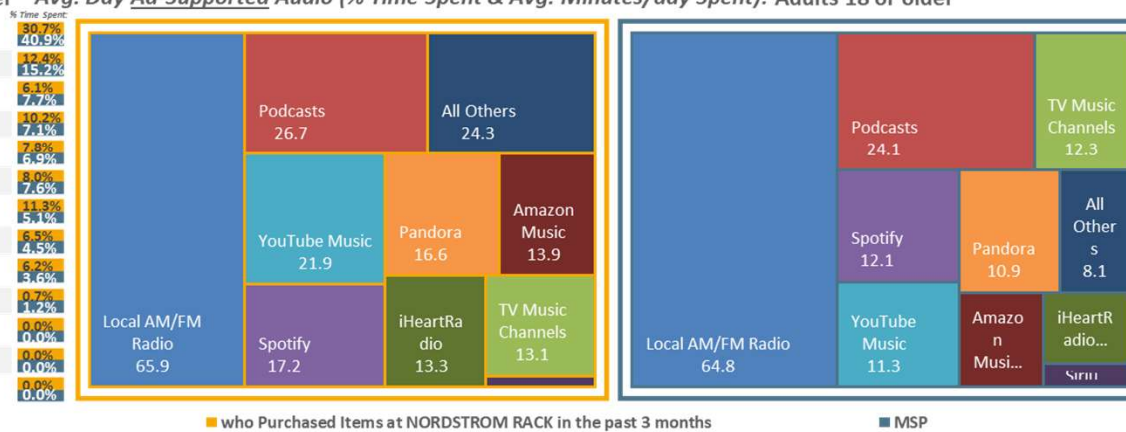
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



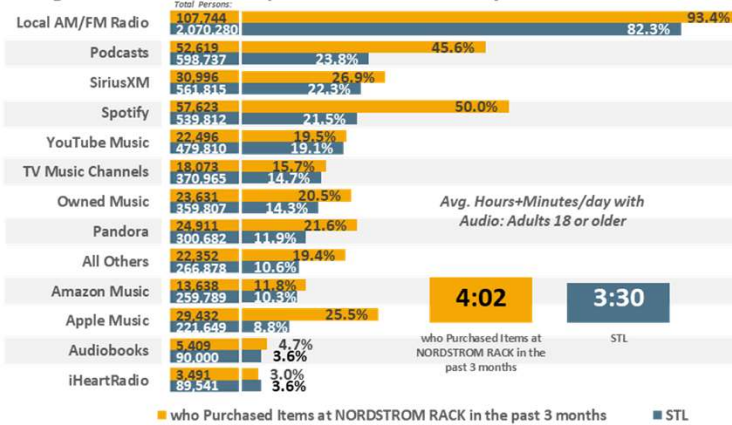
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



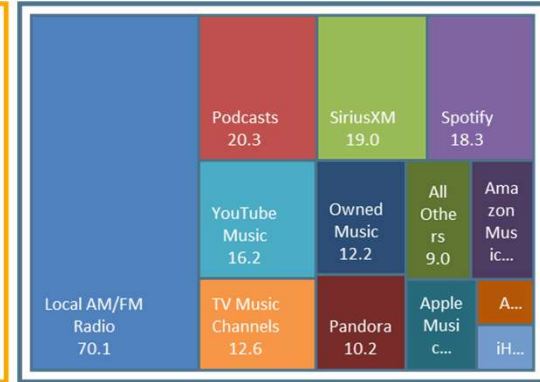
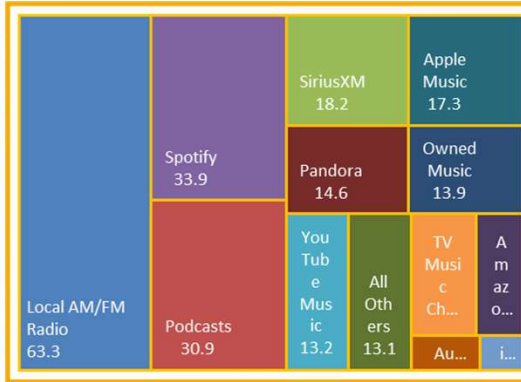


104,651 or 90.7% of Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 58.6 minutes every day representing 35.2% of all time spent daily with Ad-Supported Audio.

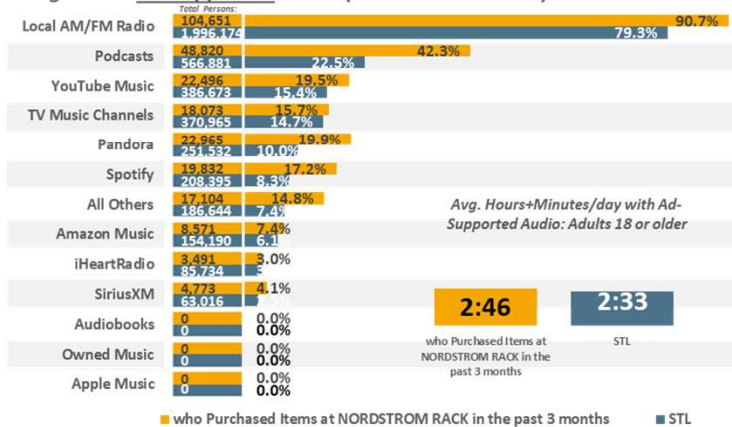
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



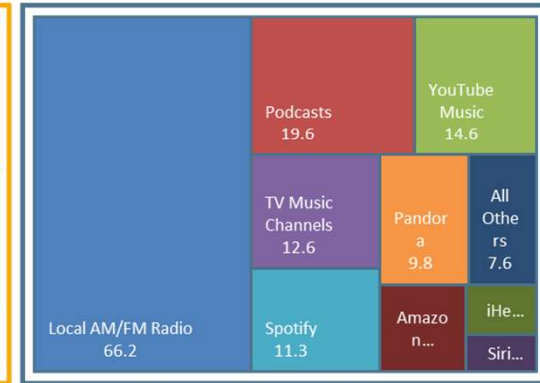
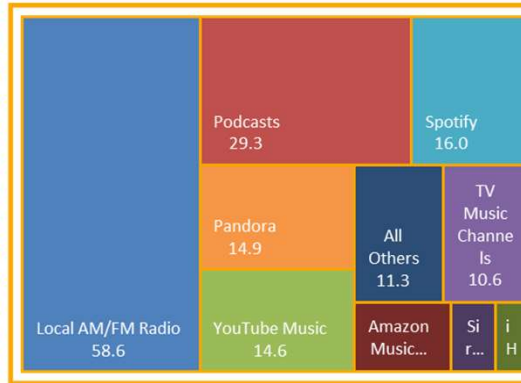
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



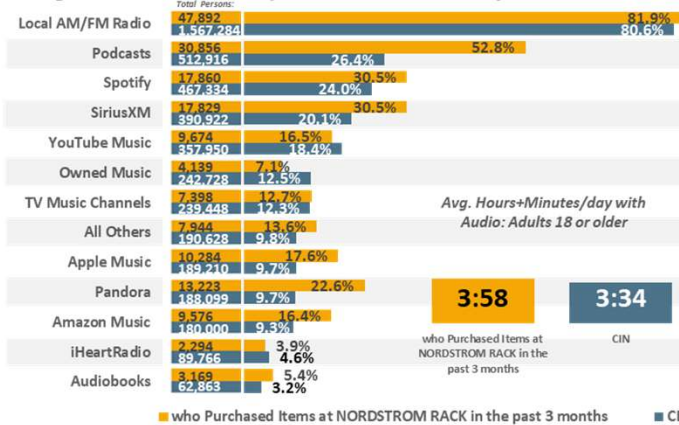
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



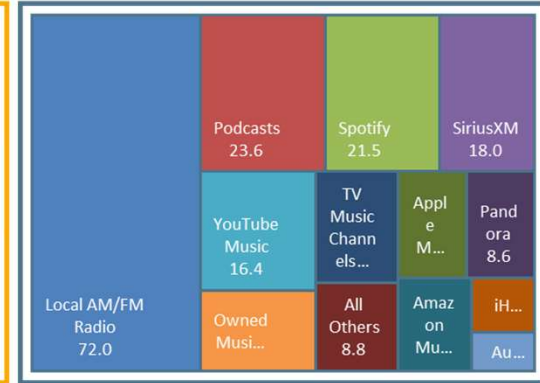
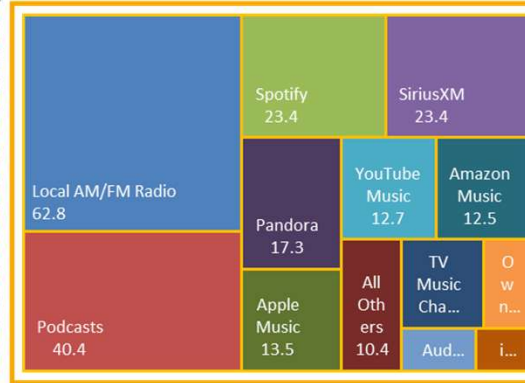


46,370 or 79.3% of Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 59.2 minutes every day representing 36.6% of all time spent daily with Ad-Supported Audio.

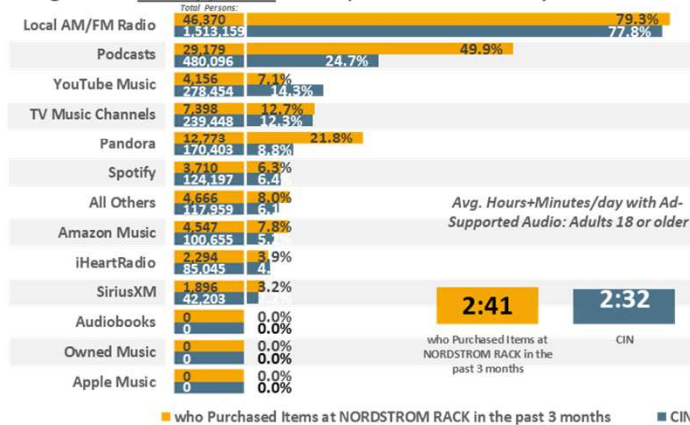
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



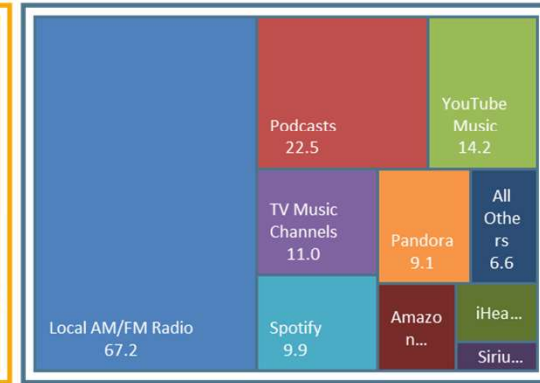
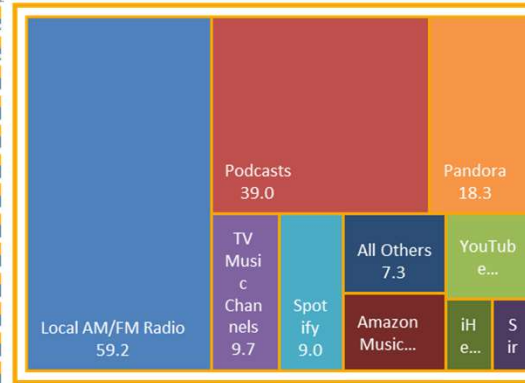
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



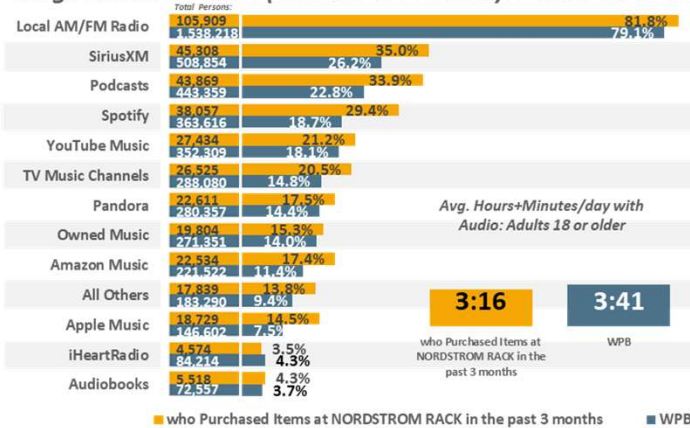
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



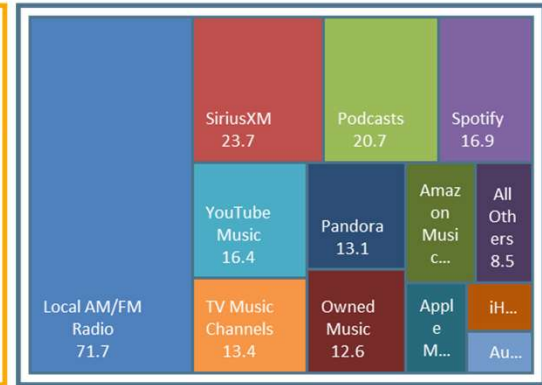
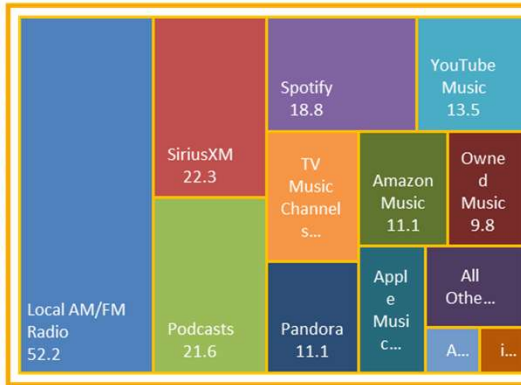


102,468 or 79.2% of Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 48.2 minutes every day representing 33.5% of all time spent daily with Ad-Supported Audio.

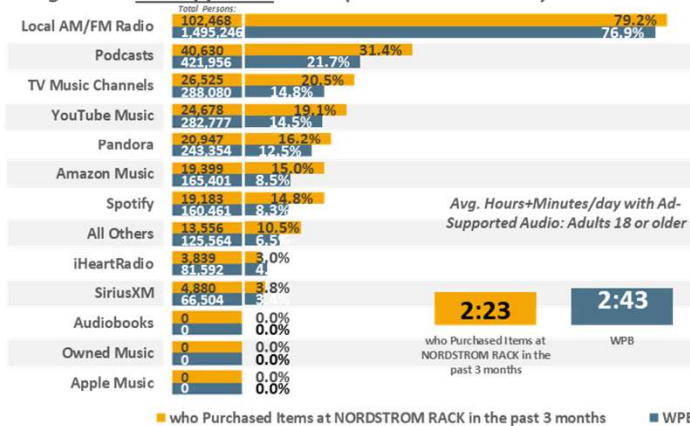
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



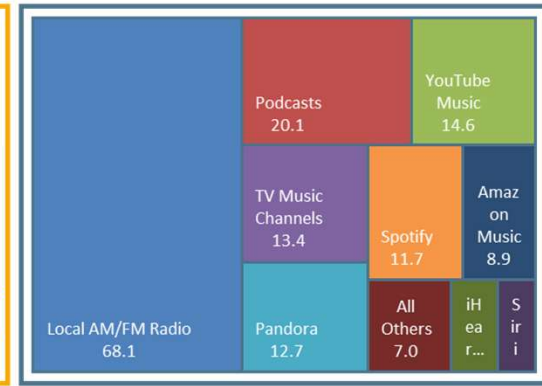
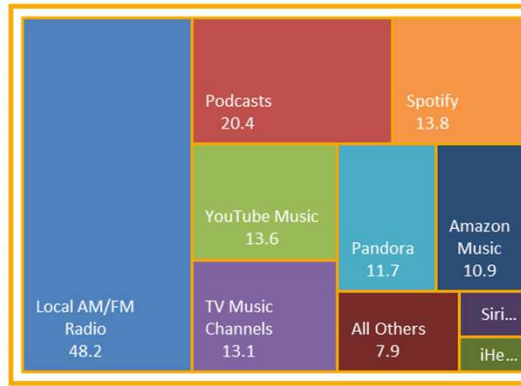
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

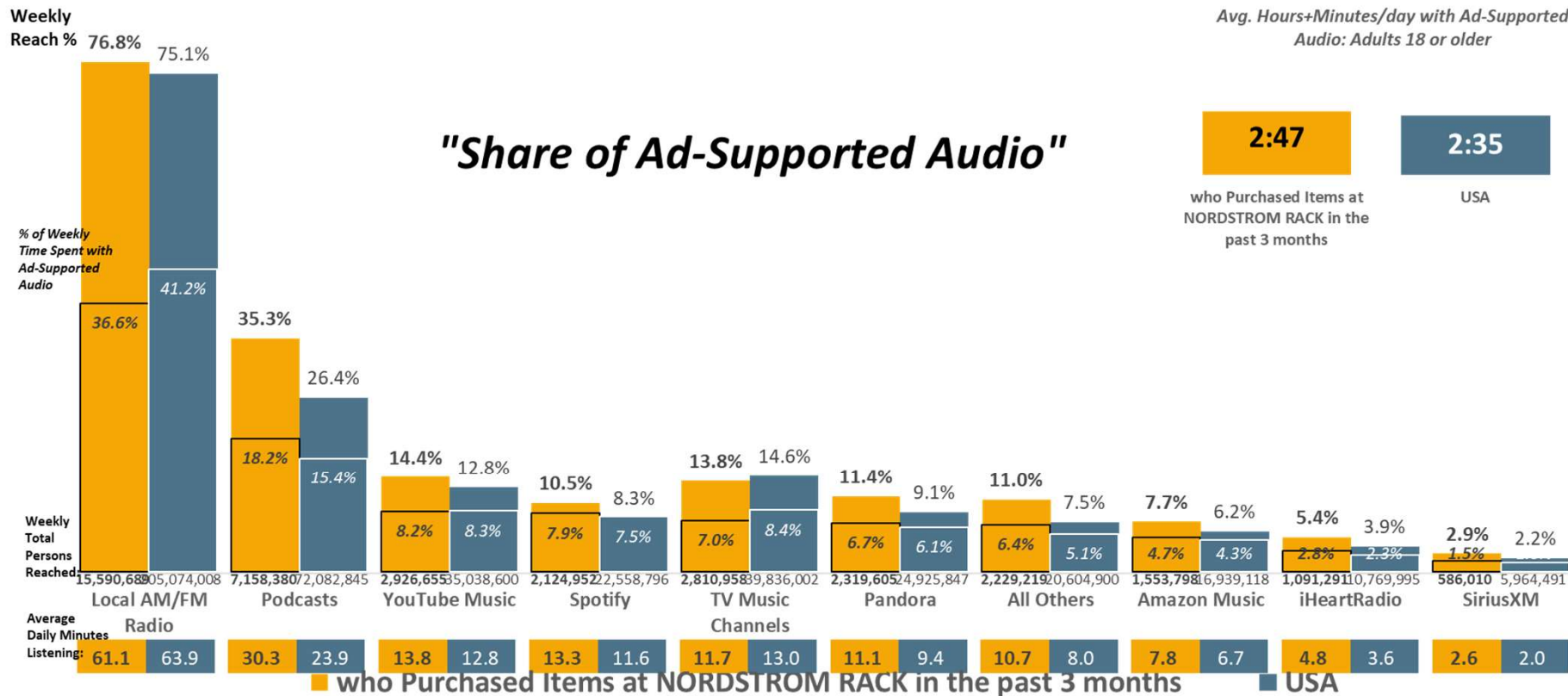


Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



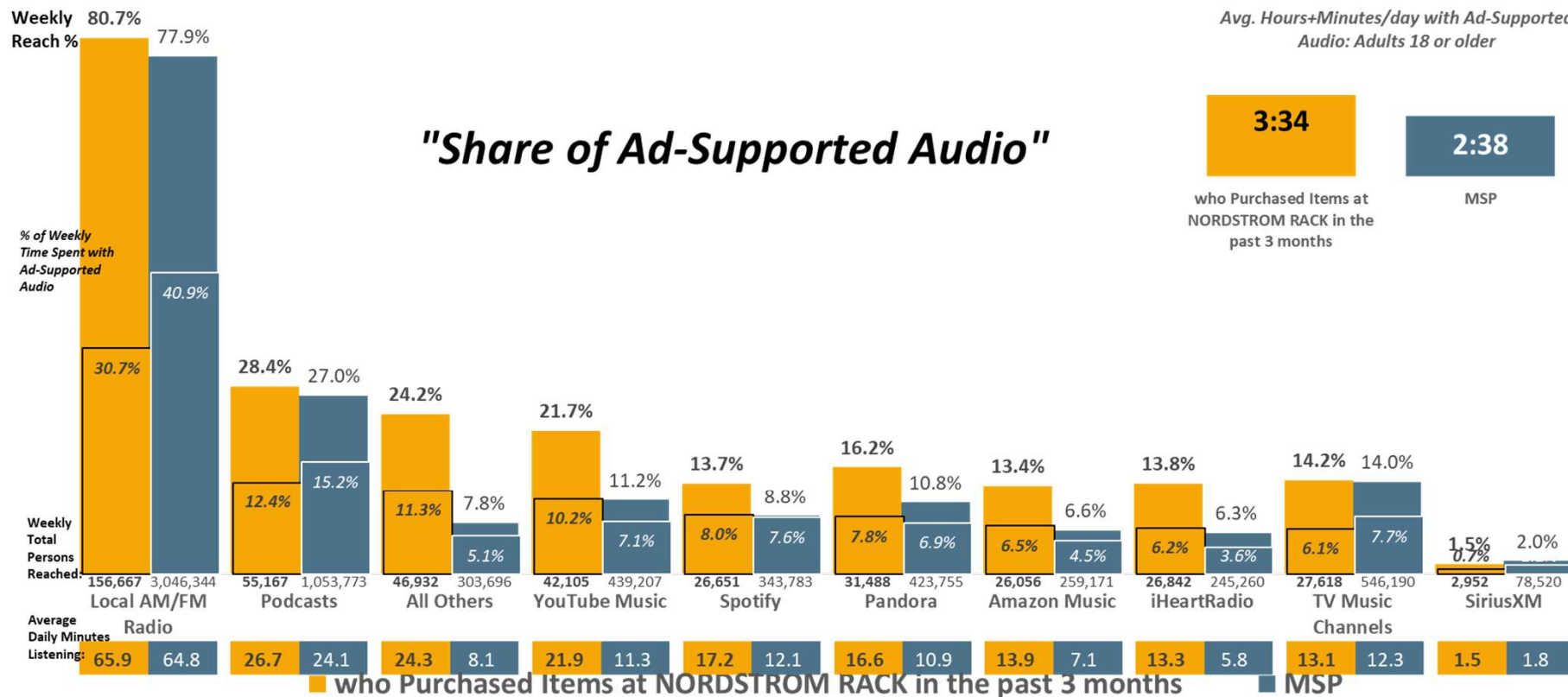


15,590,689 or 76.8% of Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 61.1 minutes every day representing 36.6% of all time spent daily with Ad-Supported Audio.





156,667 or 80.7% of Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 65.9 minutes every day representing 30.7% of all time spent daily with Ad-Supported Audio.





104,651 or 90.7% of Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 58.6 minutes every day representing 35.2% of all time spent daily with Ad-Supported Audio.

Weekly Reach %

% of Weekly Time Spent with Ad-Supported Audio

Weekly Total Persons Reached

Average Daily Minutes Listening

"Share of Ad-Supported Audio"

Avg. Hours+Minutes/day with Ad-Supported Audio: Adults 18 or older

2:46

2:33

who Purchased Items at NORDSTROM RACK in the past 3 months

STL

■ who Purchased Items at NORDSTROM RACK in the past 3 months ■ STL

STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 101
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

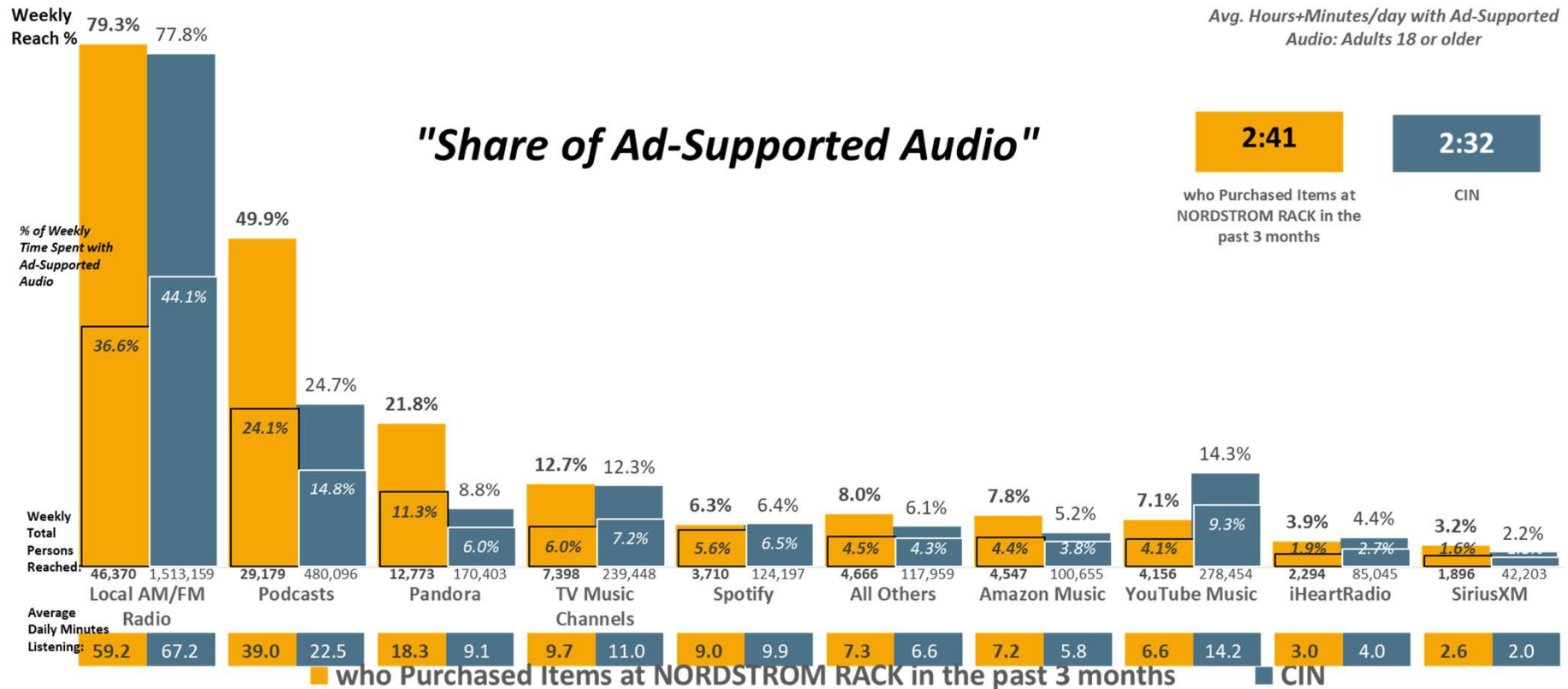
ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,956

soefa.ai Share of Everything for Anything

(Clothing stores bought past 3 months: Nordstrom Rack OR Major stores bought past 3 months: Nordstrom Rack OR Shoe stores bought past 3 months: Nordstrom Rack)

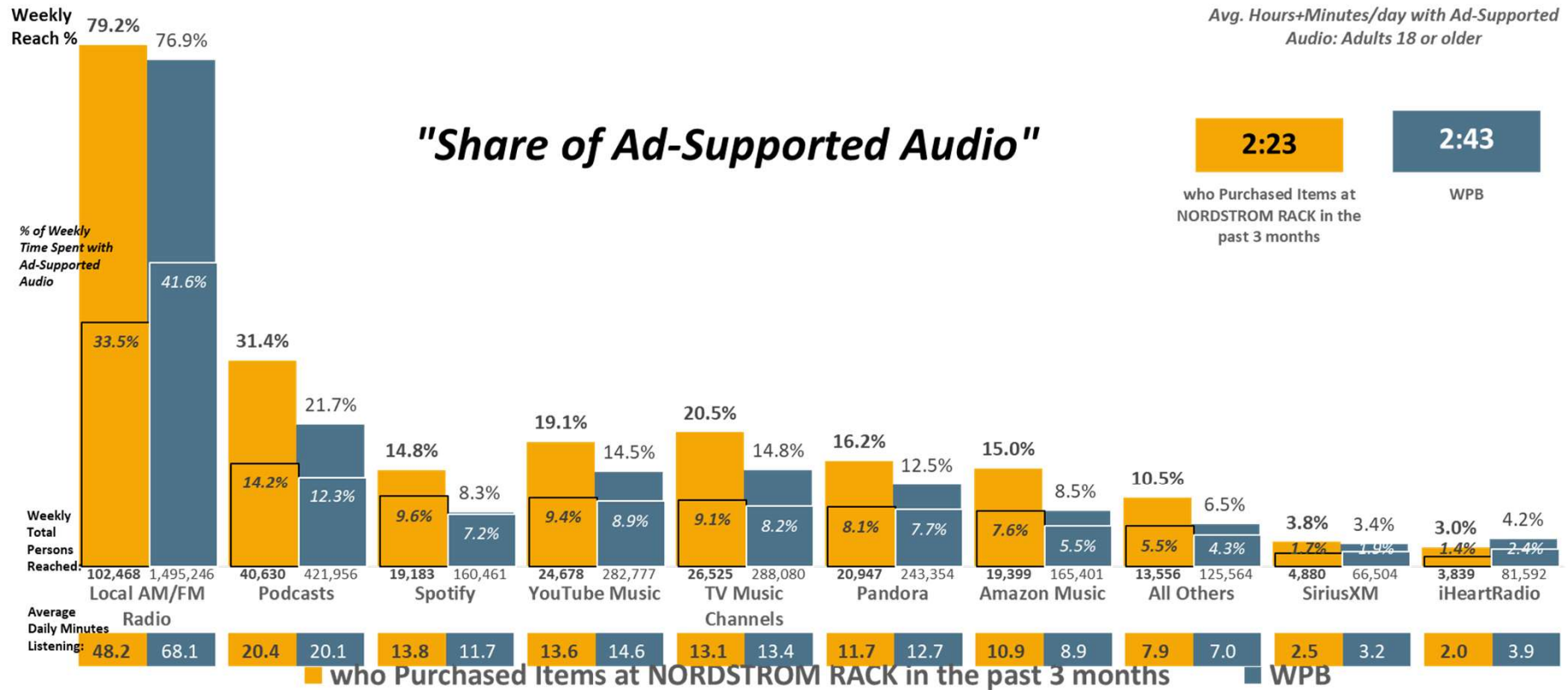


46,370 or 79.3% of Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 59.2 minutes every day representing 36.6% of all time spent daily with Ad-Supported Audio.





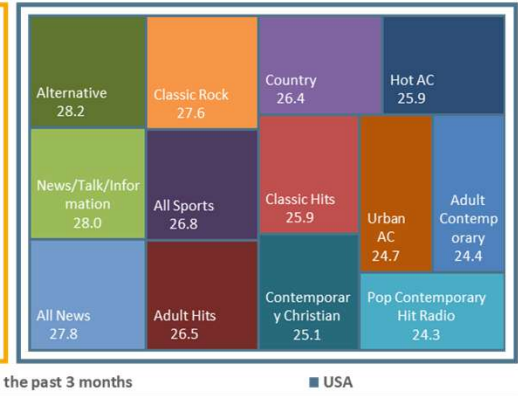
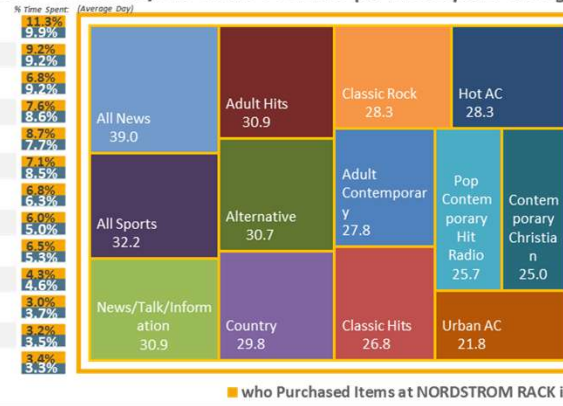
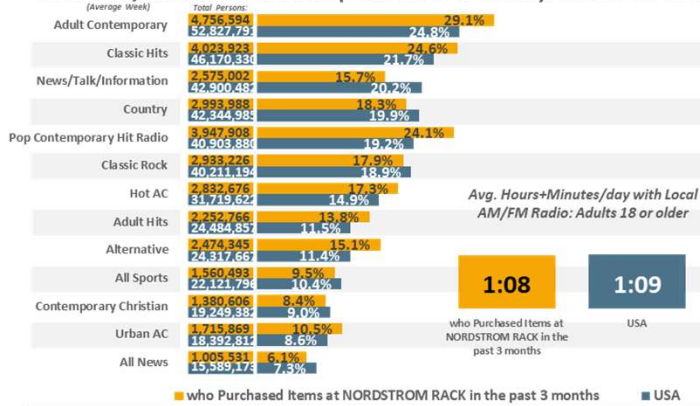
102,468 or 79.2% of Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 48.2 minutes every day representing 33.5% of all time spent daily with Ad-Supported Audio.



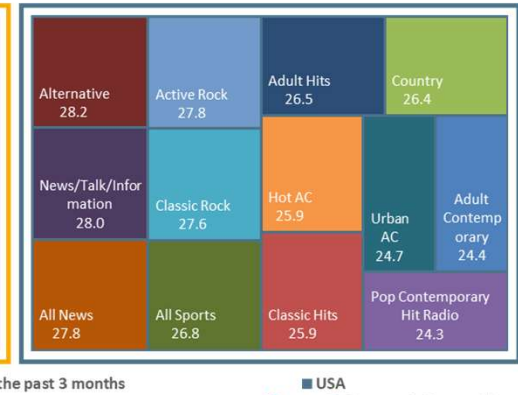
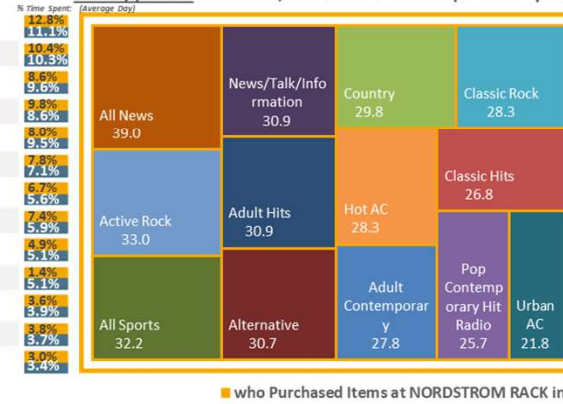
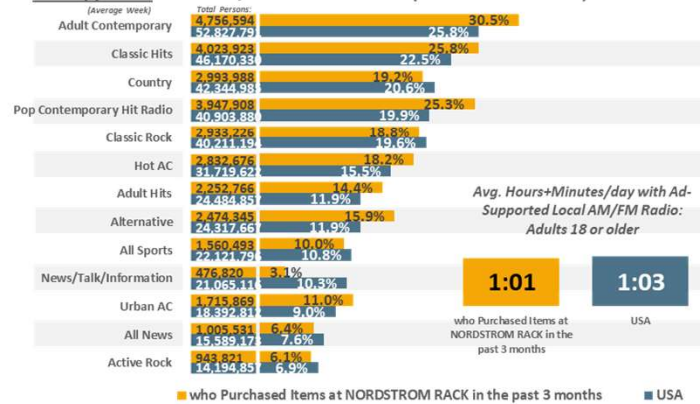


15,590,689 or 76.8% of Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Pop Contemporary Hit Radio, Country, and Classic Rock.

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



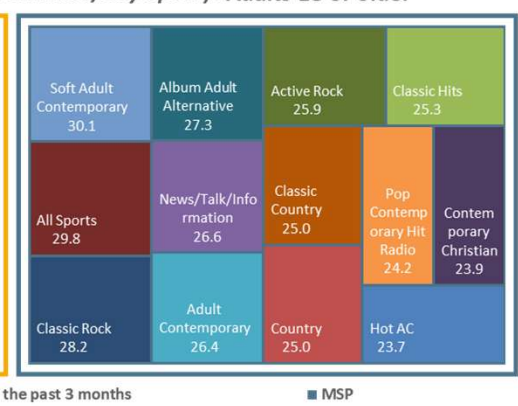
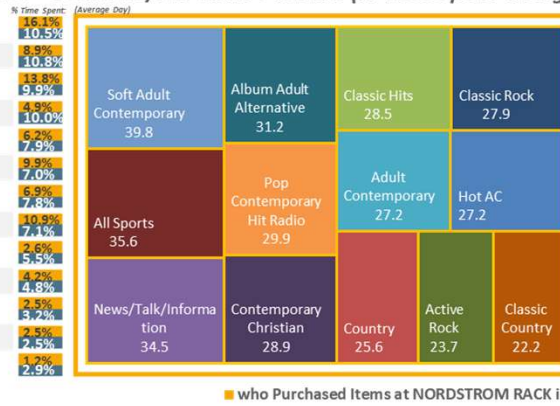
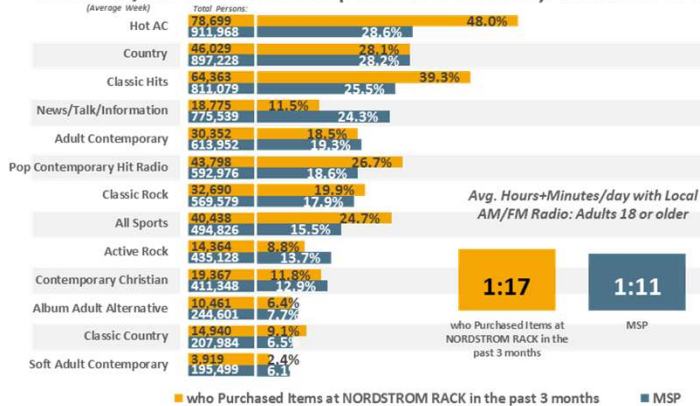
Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older **Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



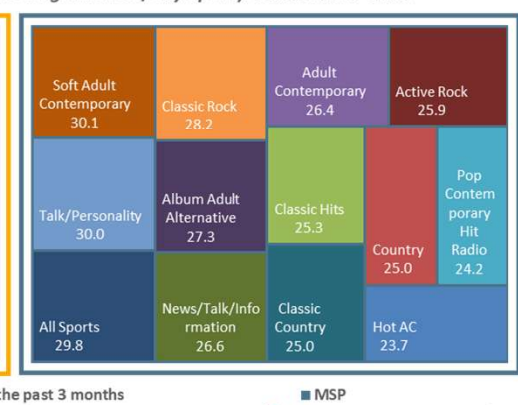
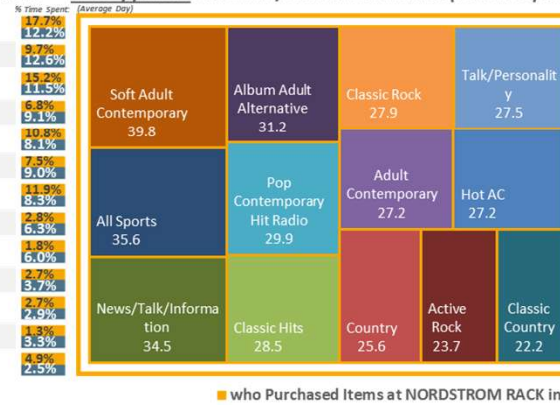
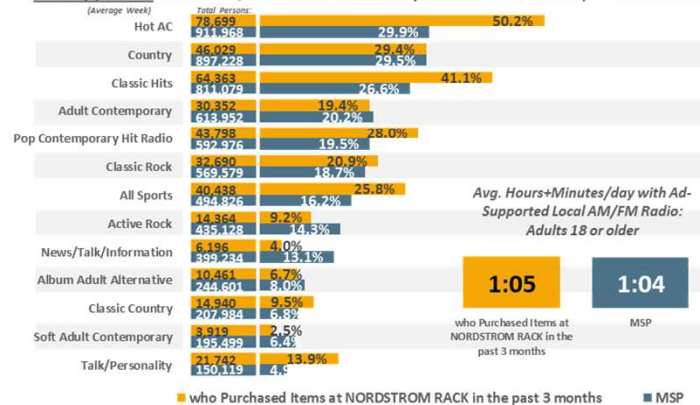


156,667 or 80.7% of Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Hot AC, Classic Hits, Country, Pop Contemporary Hit Radio, and All Sports.

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 2026: Feb25-Feb26 Qual Intab 95
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

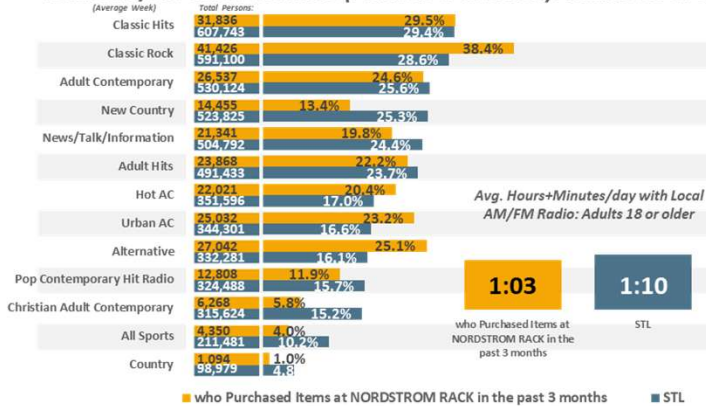
soefa.ai Share of Everything for Anything

(Clothing stores bought past 3 months: Nordstrom Rack OR Major stores bought past 3 months: Nordstrom Rack OR Shoe stores bought past 3 months: Nordstrom Rack)

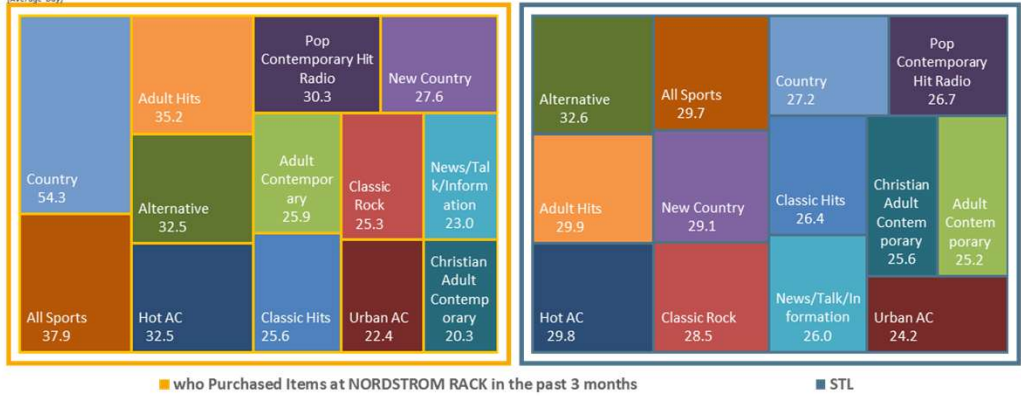


104,651 or 90.7% of Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Rock, Classic Hits, Alternative, Adult Contemporary, and Urban AC.

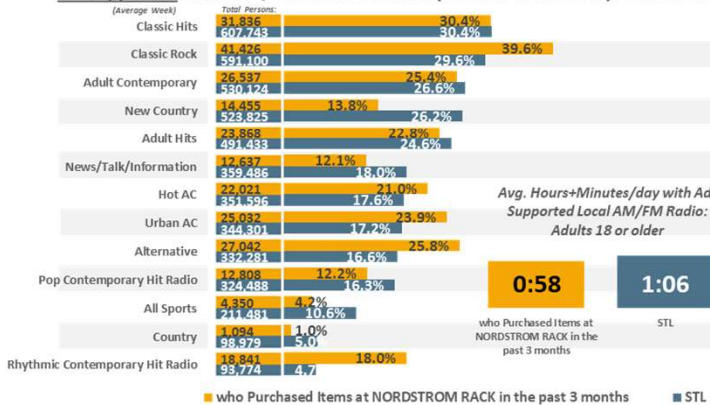
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



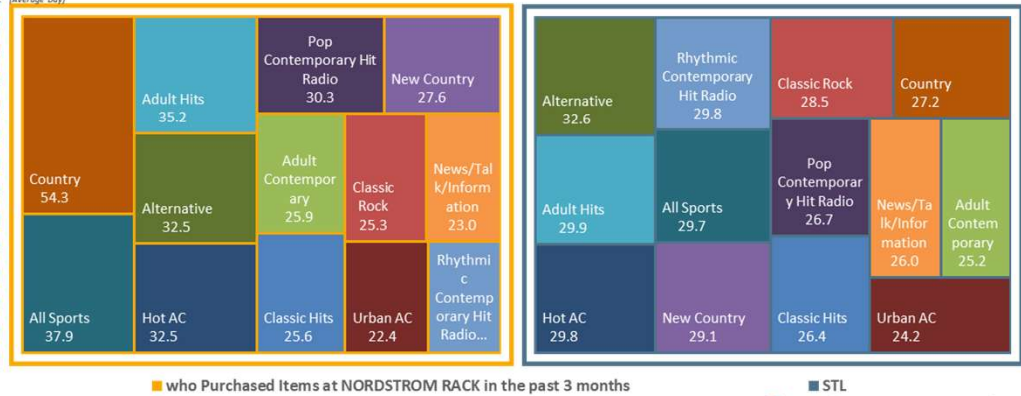
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 2026: Feb25-Feb26 Qual Intab 101
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

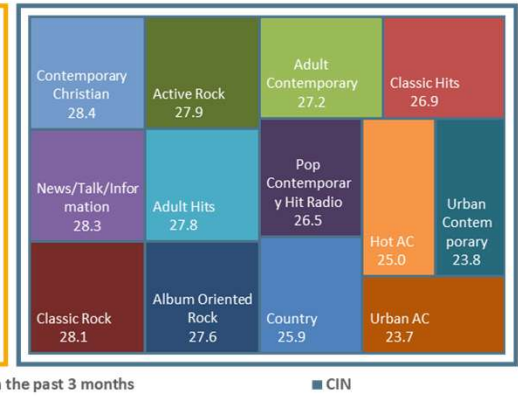
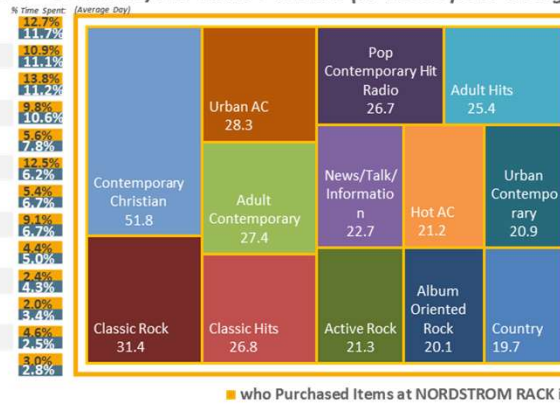
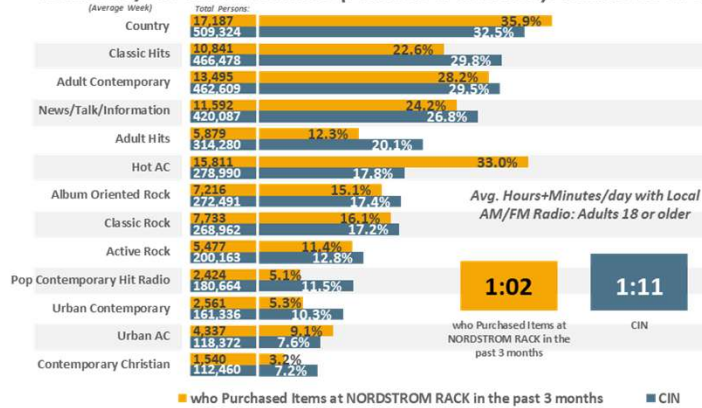
soefa.ai Share of Everything for Anything

(Clothing stores bought past 3 months: Nordstrom Rack OR Major stores bought past 3 months: Nordstrom Rack OR Shoe stores bought past 3 months: Nordstrom Rack)

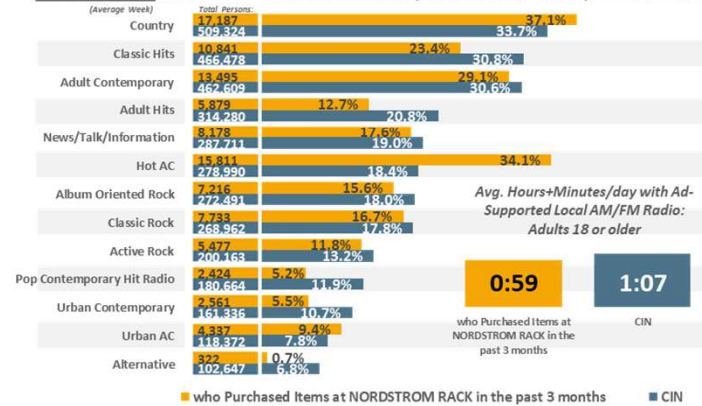


46,370 or 79.3% of Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Hot AC, Adult Contemporary, Classic Hits, and News/Talk/Information.

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**



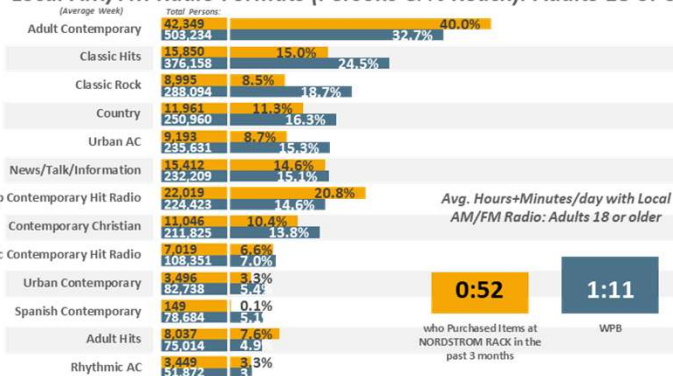
Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older **Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





102,468 or 79.2% of Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Classic Hits, Country, and Adult Standards.

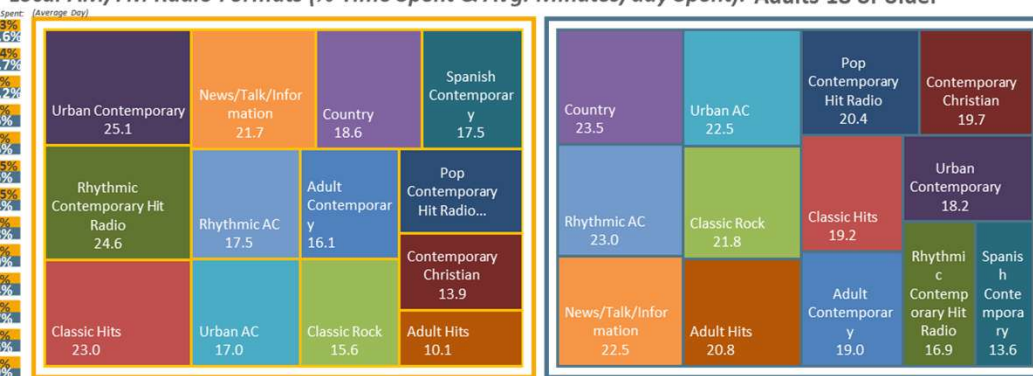
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



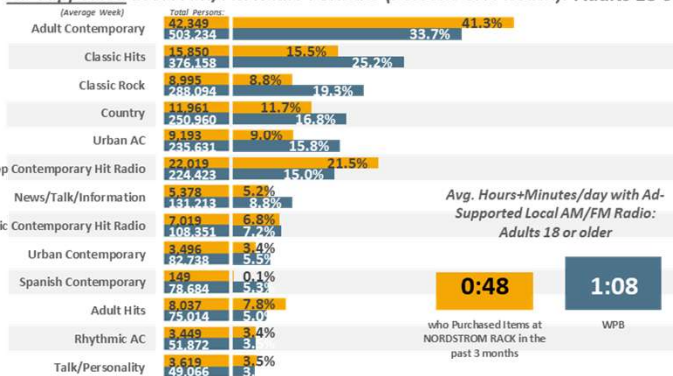
Avg. Hours+Minutes/day with Local AM/FM Radio: Adults 18 or older

0:52 1:11

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



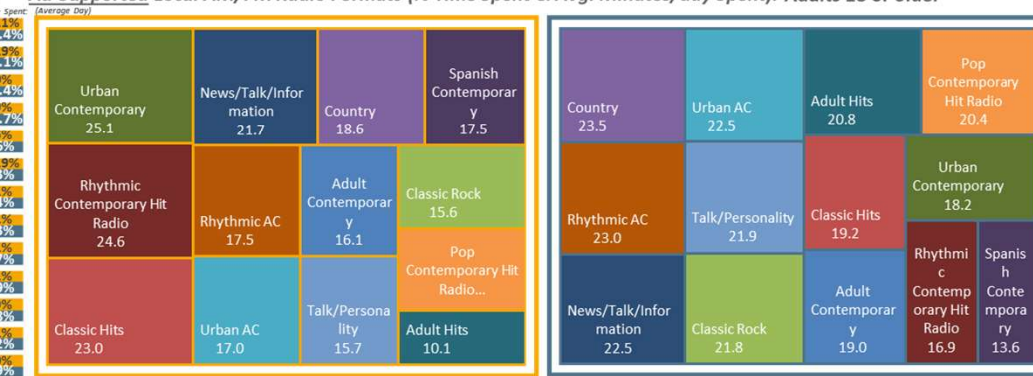
Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



Avg. Hours+Minutes/day with Ad-Supported Local AM/FM Radio: Adults 18 or older

0:48 1:08

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

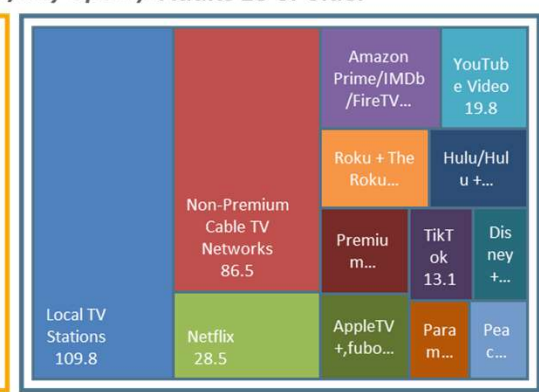
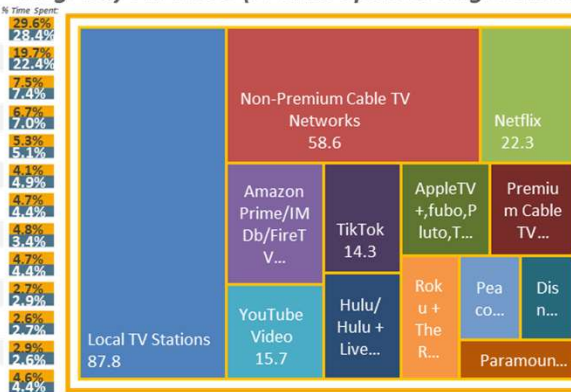
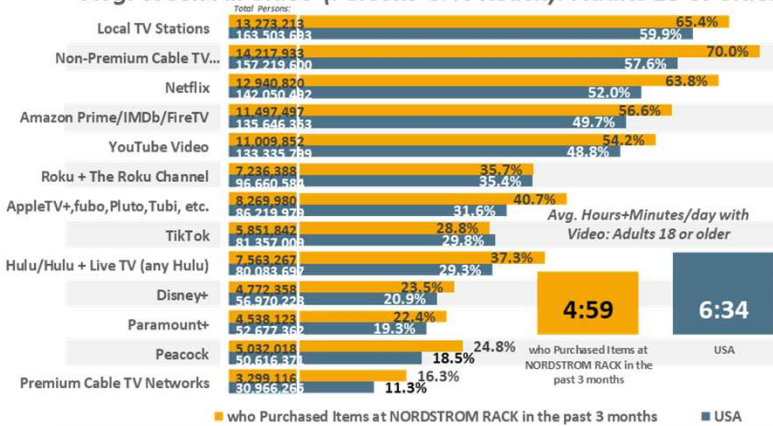




13,030,244 or 64.2% of Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months watch Ad-Supported Local TV Stations for an average of 82. minutes every day representing 33.7% of all time spent daily with Ad-Supported Video.

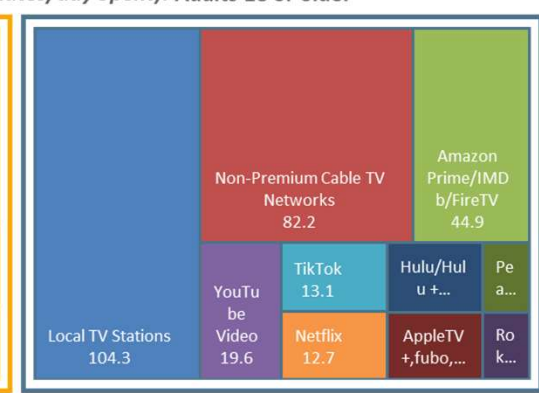
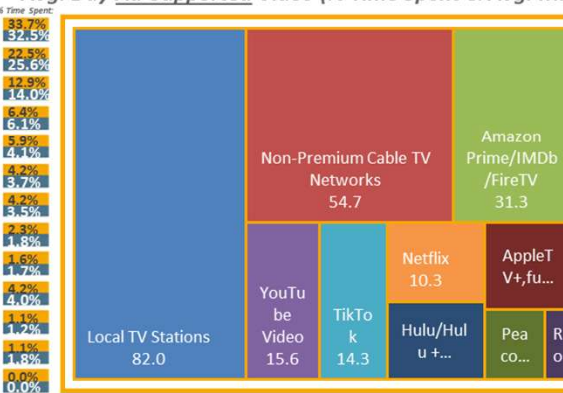
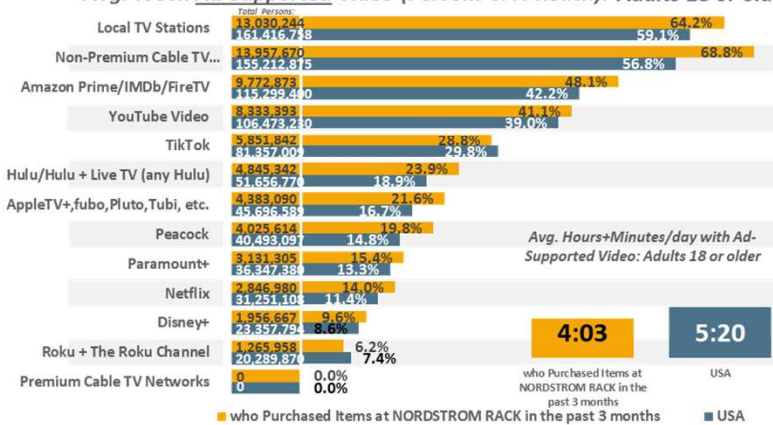
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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

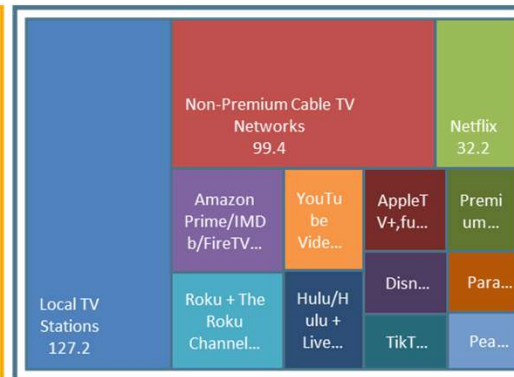
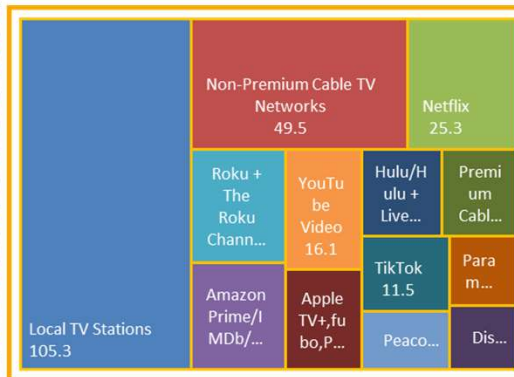
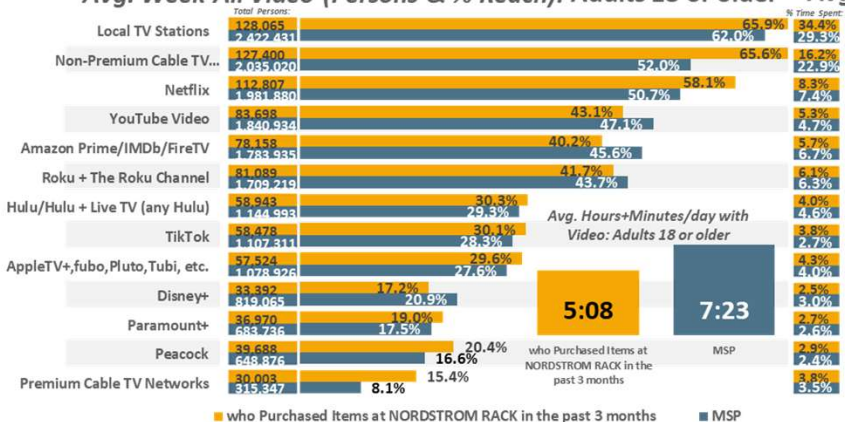




125,523 or 64.6% of Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months watch Ad-Supported Local TV Stations for an average of 97.9 minutes every day representing 41.% of all time spent daily with Ad-Supported Video.

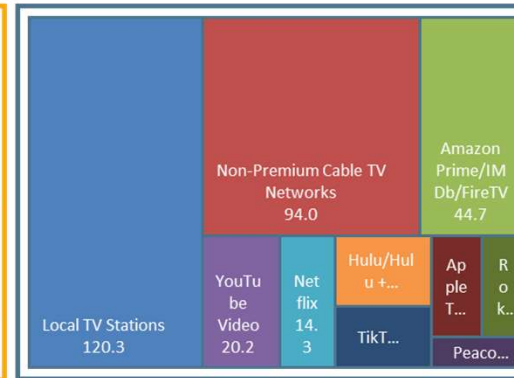
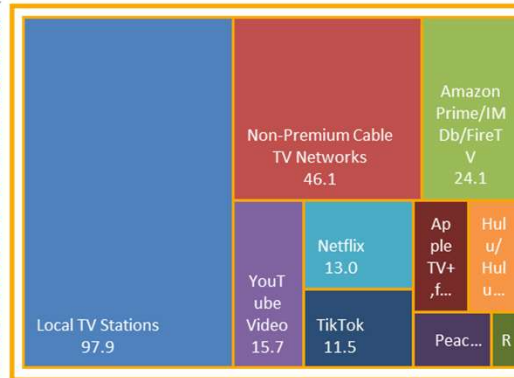
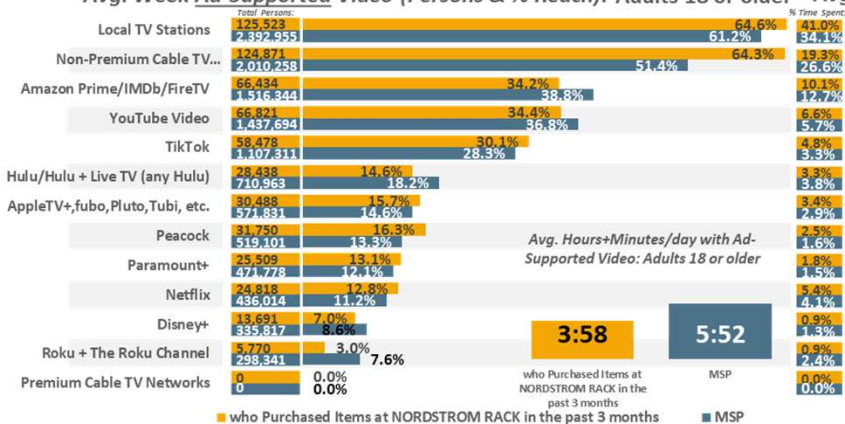
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 95
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

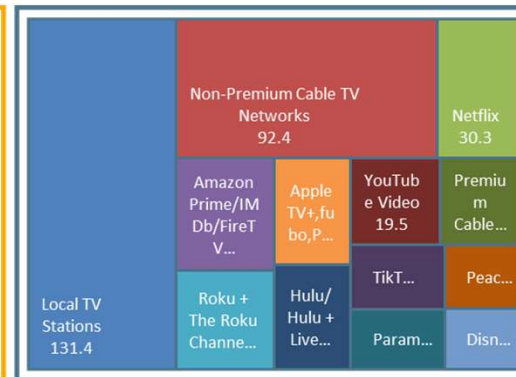
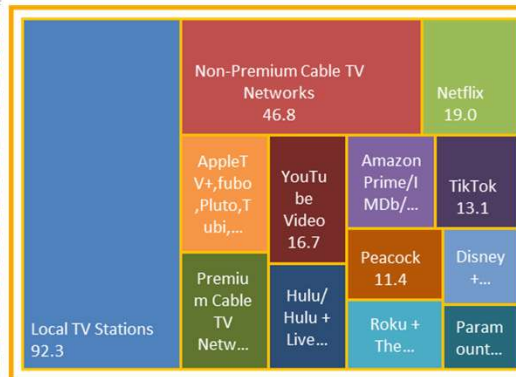
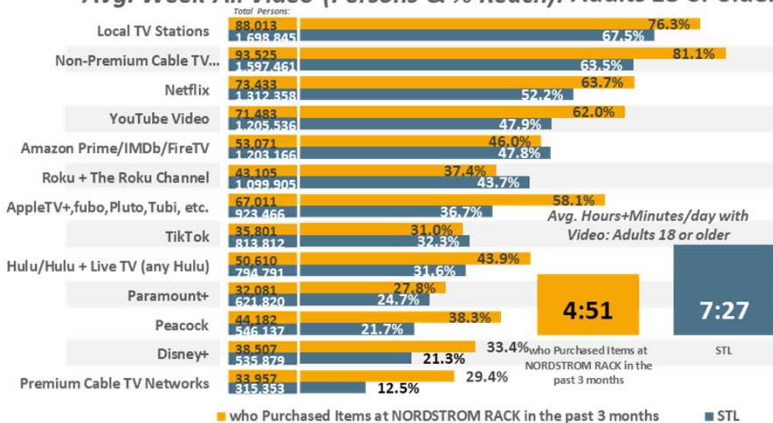
(Clothing stores bought past 3 months: Nordstrom Rack OR Major stores bought past 3 months: Nordstrom Rack OR Shoe stores bought past 3 months: Nordstrom Rack)



85,549 or 74.2% of Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months watch Ad-Supported Local TV Stations for an average of 88.5 minutes every day representing 37.3% of all time spent daily with Ad-Supported Video.

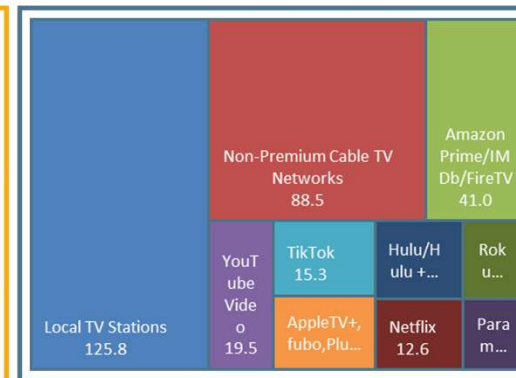
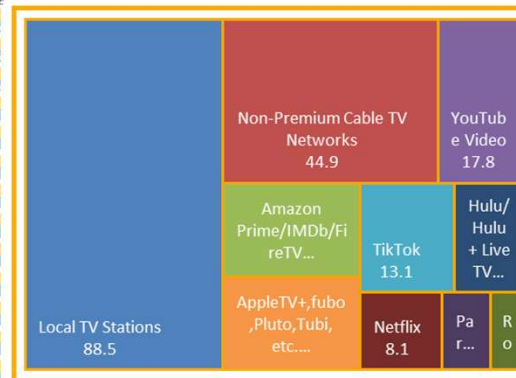
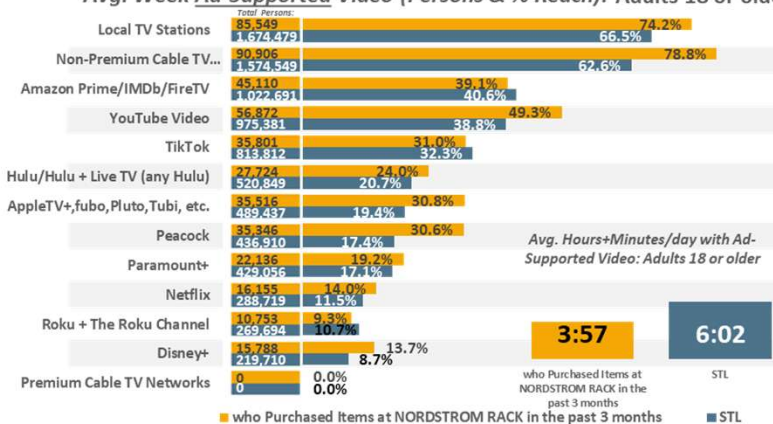
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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 2026: Feb25-Feb26 Qual Intab 101
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

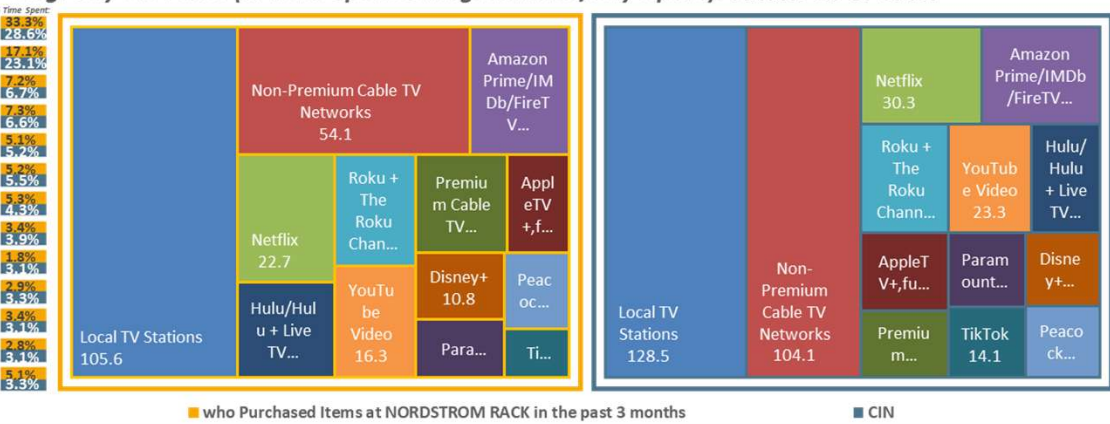
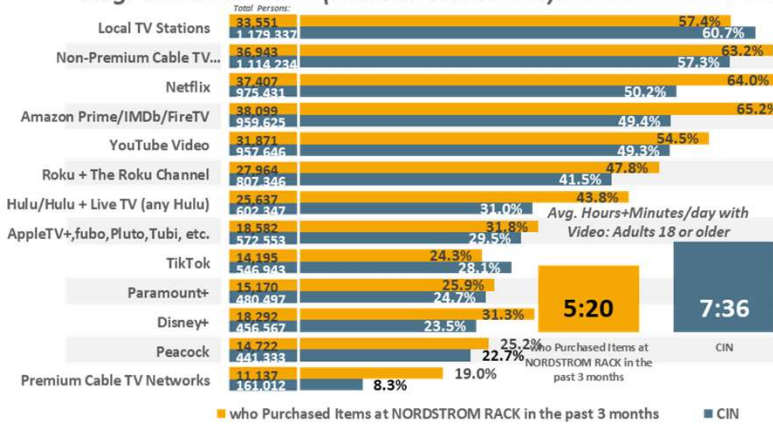
(Clothing stores bought past 3 months: Nordstrom Rack OR Major stores bought past 3 months: Nordstrom Rack OR Shoe stores bought past 3 months: Nordstrom Rack)



33,307 or 57.% of Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months watch Ad-Supported Local TV Stations for an average of 101.5 minutes every day representing 40.1% of all time spent daily with Ad-Supported Video.

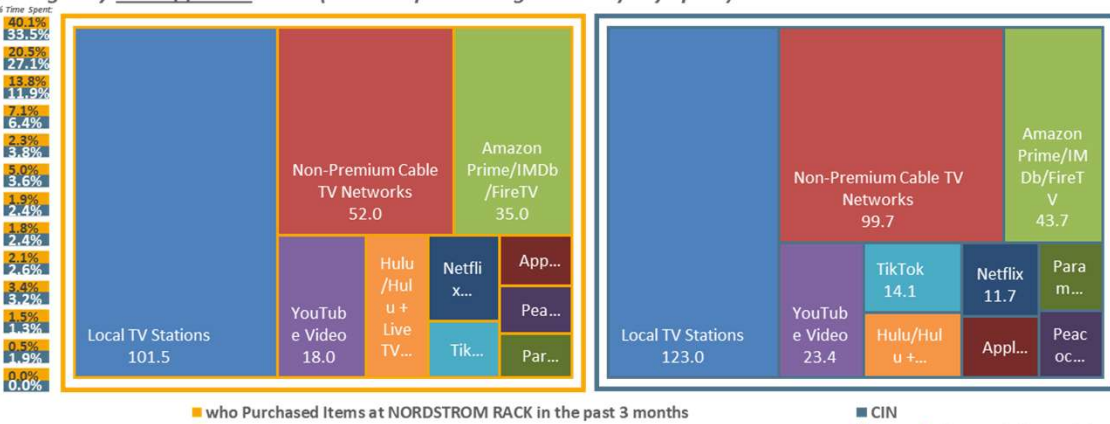
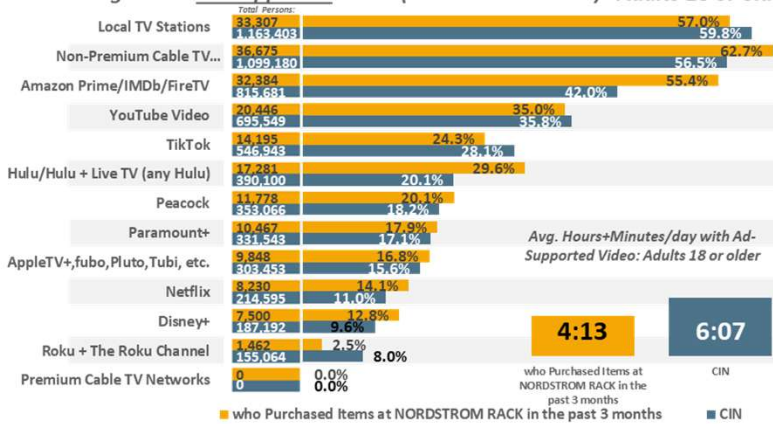
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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 2026: Feb25-Feb26 Qual Intab 88
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

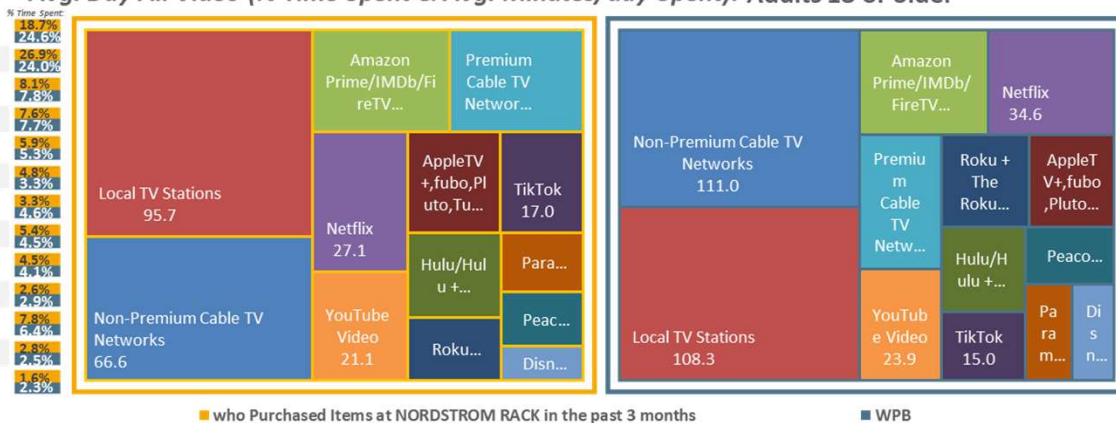
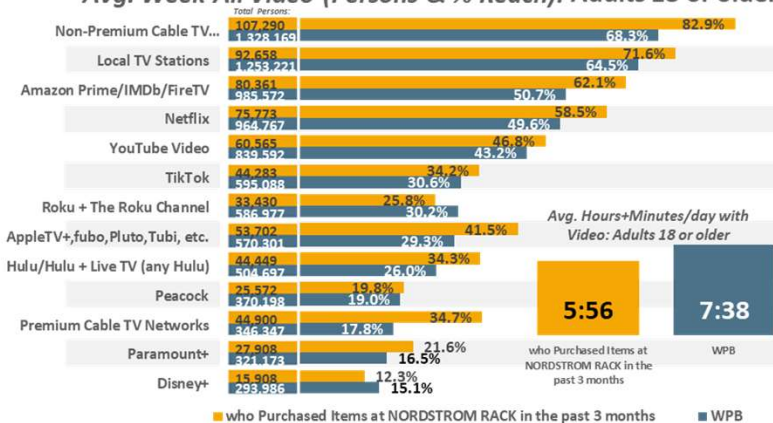
(Clothing stores bought past 3 months: Nordstrom Rack OR Major stores bought past 3 months: Nordstrom Rack OR Shoe stores bought past 3 months: Nordstrom Rack)



91,136 or 70.4% of Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months watch Ad-Supported Local TV Stations for an average of 91.4 minutes every day representing 31.2% of all time spent daily with Ad-Supported Video.

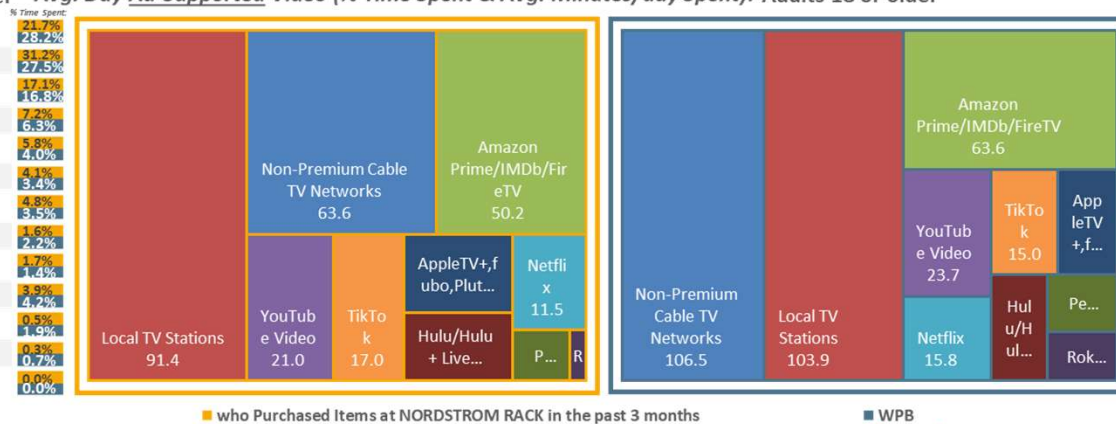
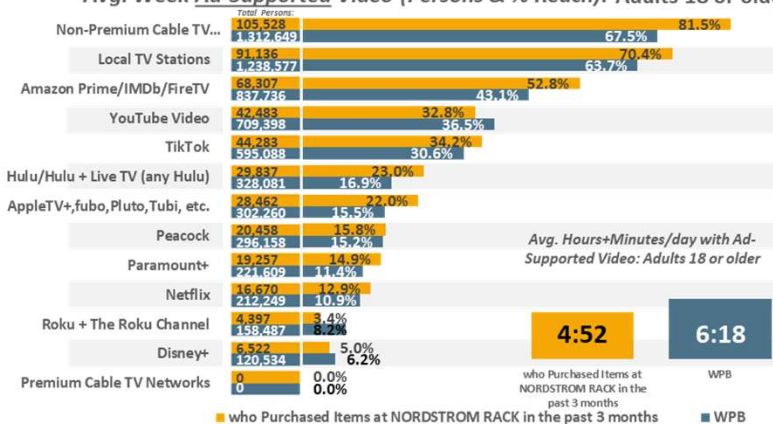
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 147
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. All rights reserved.

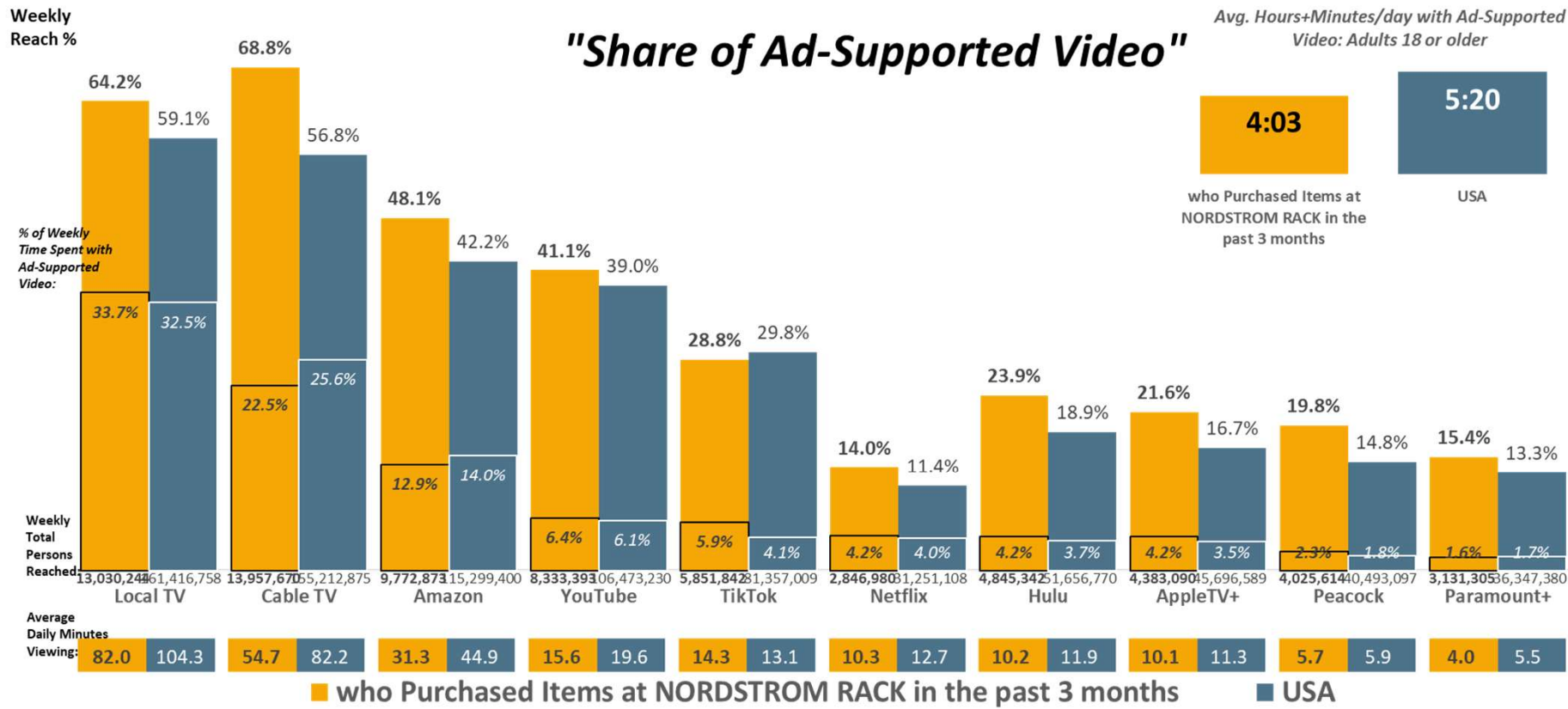
soefa.ai Share of Everything for Anything

(Clothing stores bought past 3 months: Nordstrom Rack OR Major stores bought past 3 months: Nordstrom Rack OR Shoe stores bought past 3 months: Nordstrom Rack)



13,030,244 or 64.2% of Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months watch Ad-Supported Local TV Stations for an average of 82. minutes every day representing 33.7% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"

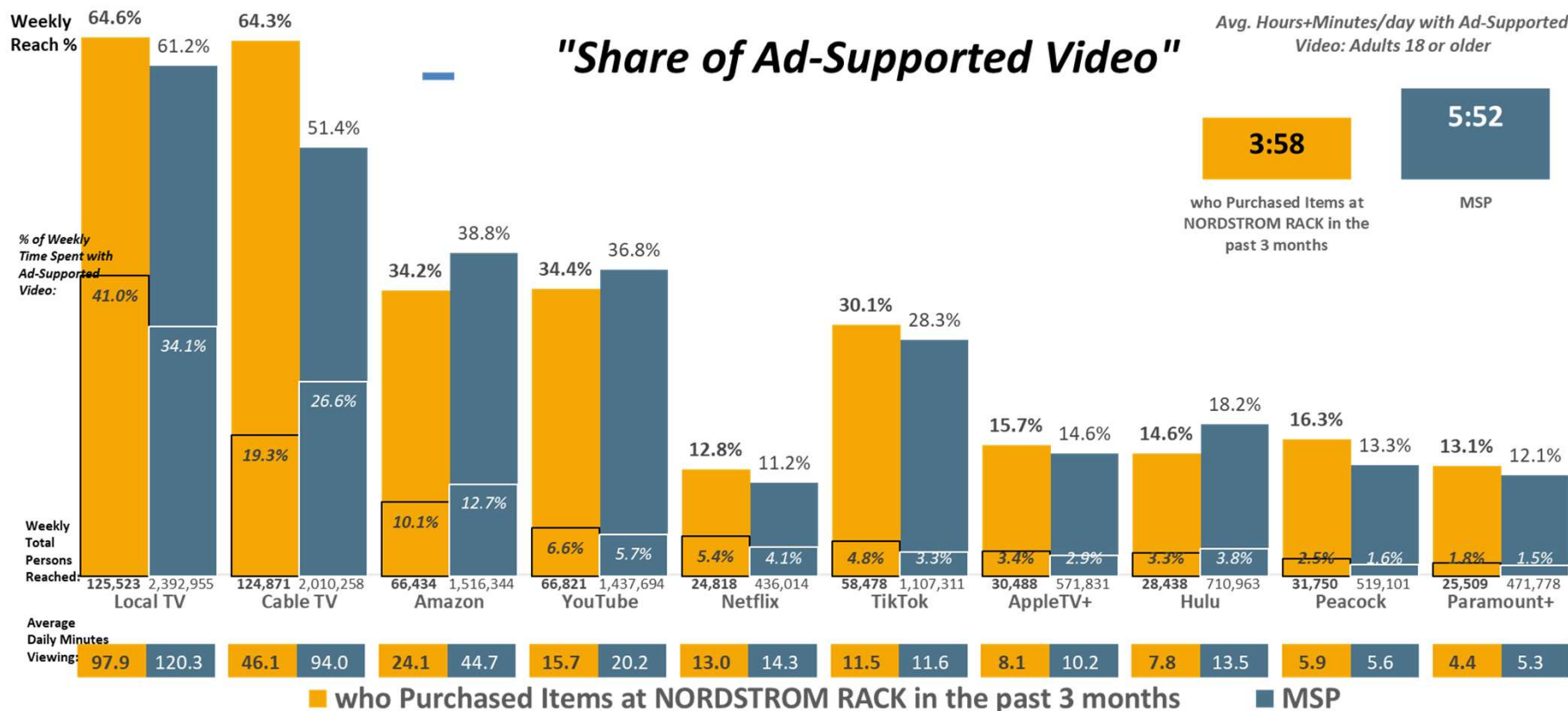


■ who Purchased Items at NORDSTROM RACK in the past 3 months ■ USA



125,523 or 64.6% of Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months watch Ad-Supported Local TV Stations for an average of 97.9 minutes every day representing 41.0% of all time spent daily with Ad-Supported Video.

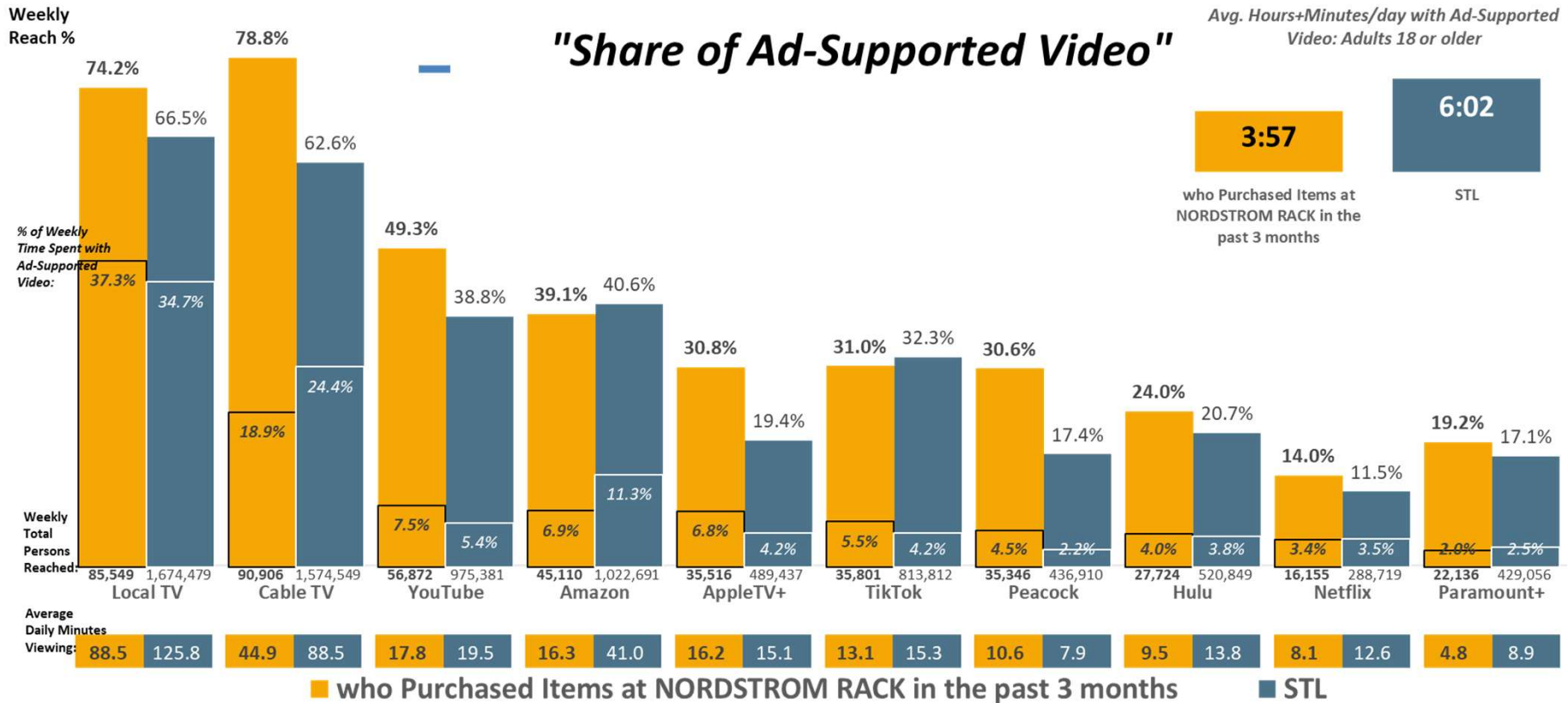
"Share of Ad-Supported Video"





85,549 or 74.2% of Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months watch Ad-Supported Local TV Stations for an average of 88.5 minutes every day representing 37.3% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 101
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,956

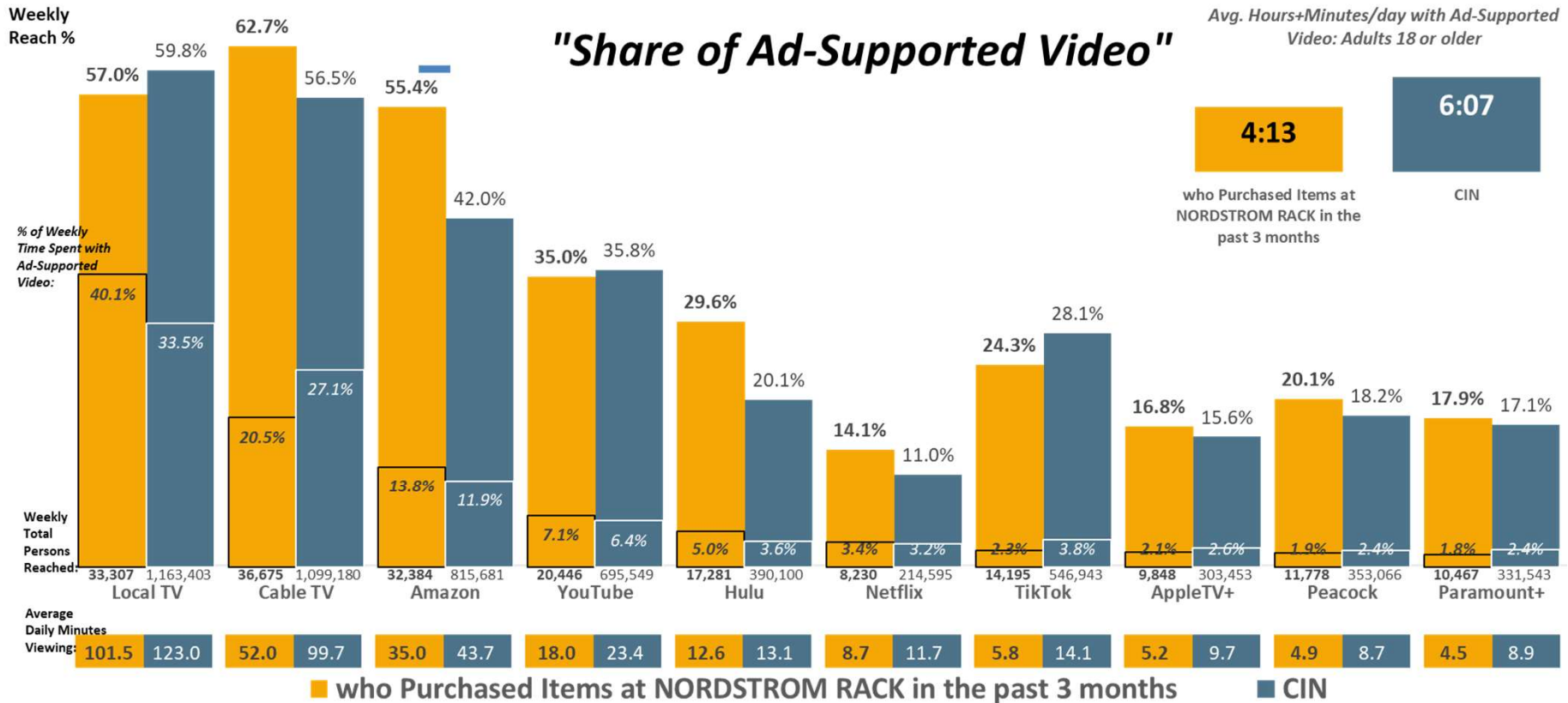
soefa.ai Share of Everything for Anything

(Clothing stores bought past 3 months: Nordstrom Rack OR Major stores bought past 3 months: Nordstrom Rack OR Shoe stores bought past 3 months: Nordstrom Rack)



33,307 or 57.0% of Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months watch Ad-Supported Local TV Stations for an average of 101.5 minutes every day representing 40.1% of all time spent daily with Ad-Supported Video.

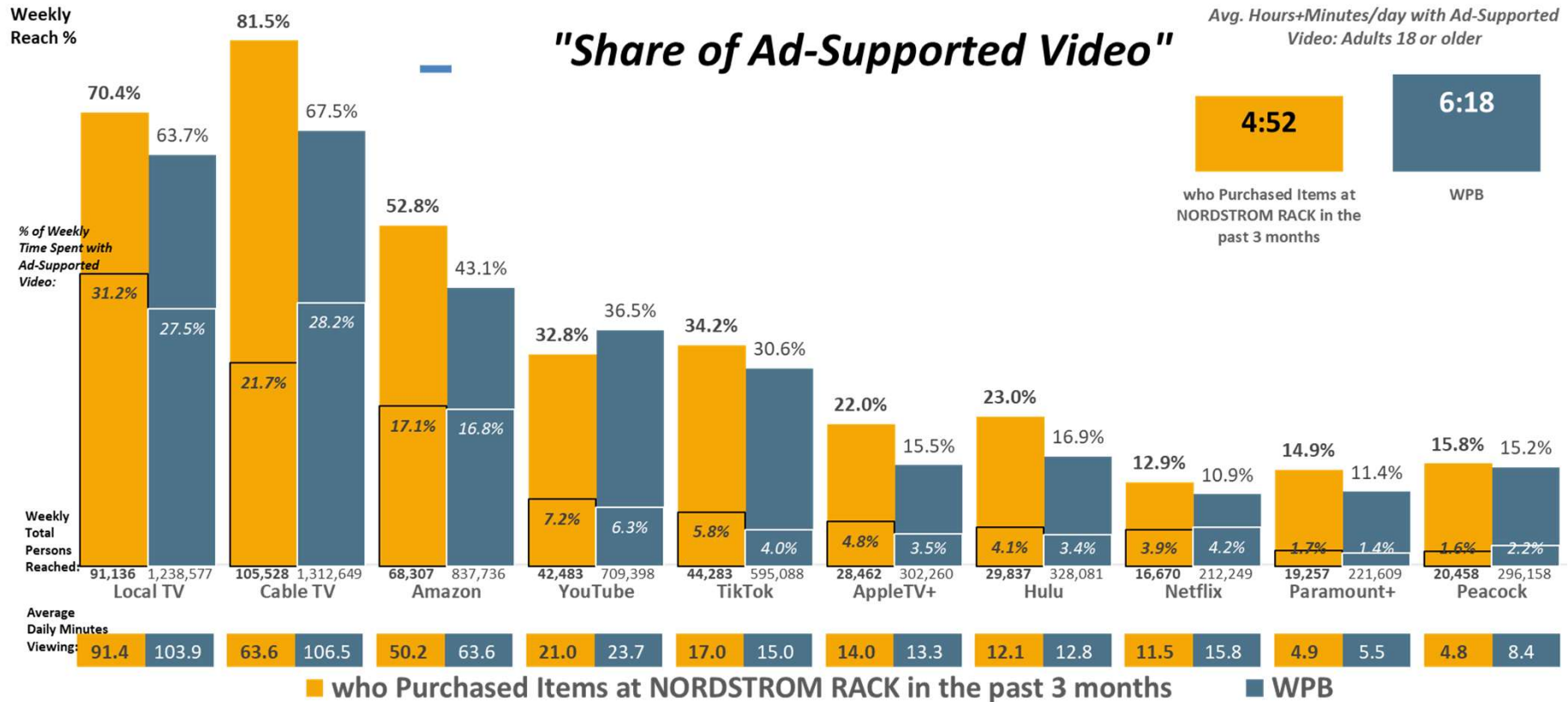
"Share of Ad-Supported Video"





91,136 or 70.4% of Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months watch Ad-Supported Local TV Stations for an average of 91.4 minutes every day representing 31.2% of all time spent daily with Ad-Supported Video.

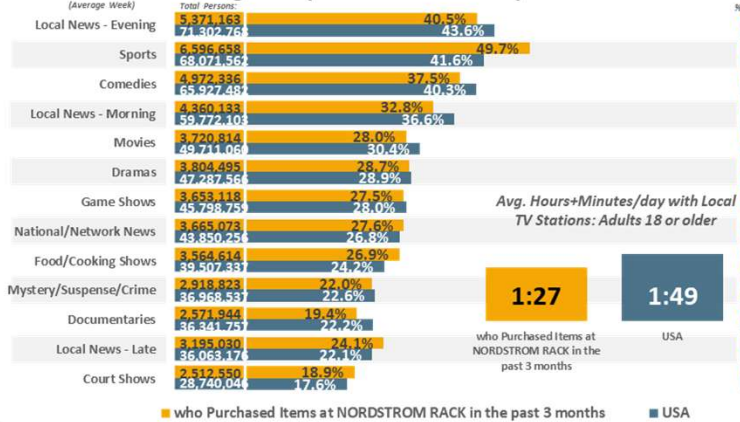
"Share of Ad-Supported Video"



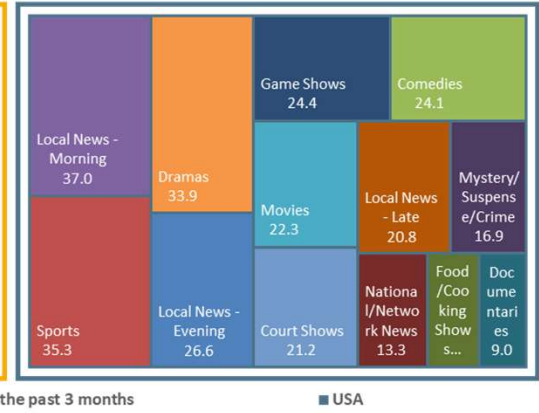
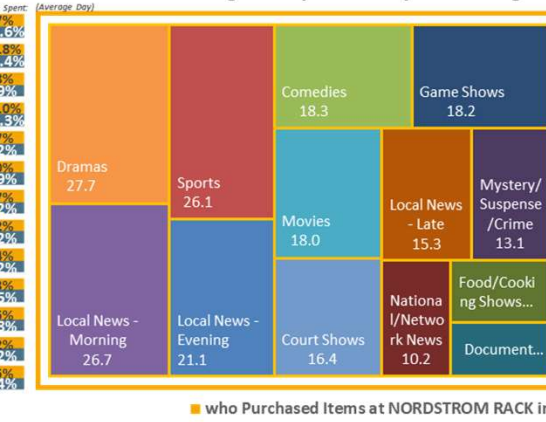


13,030,244 or 64.2% of Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Morning, Dramas, and Game Shows.

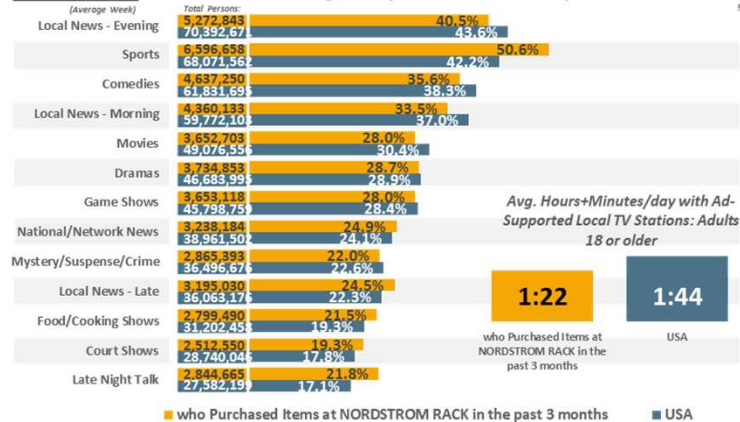
Local TV Station Programs (Persons & % Reach): Adults 18 or older



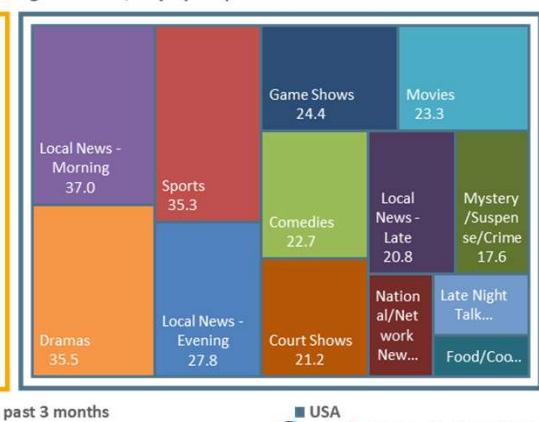
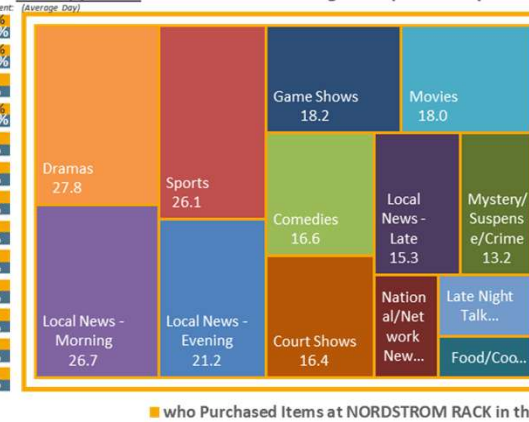
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 1,904
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

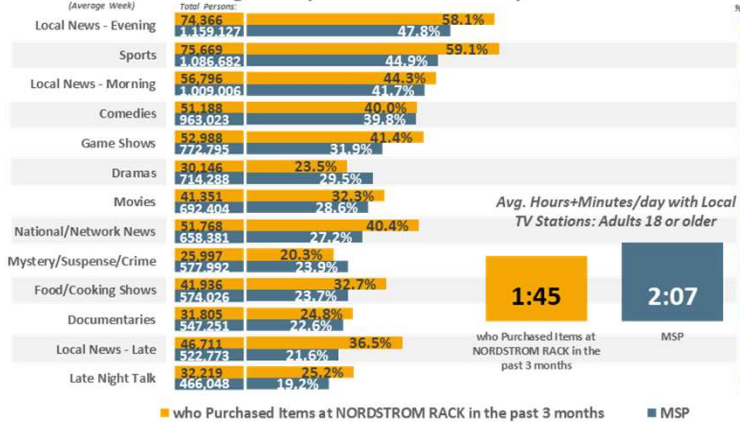
soefa.ai Share of Everything for Anything

(Clothing stores bought past 3 months: Nordstrom Rack OR Major stores bought past 3 months: Nordstrom Rack OR Shoe stores bought past 3 months: Nordstrom Rack)



125,523 or 64.6% of Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Game Shows, Comedies, and Local News - Late.

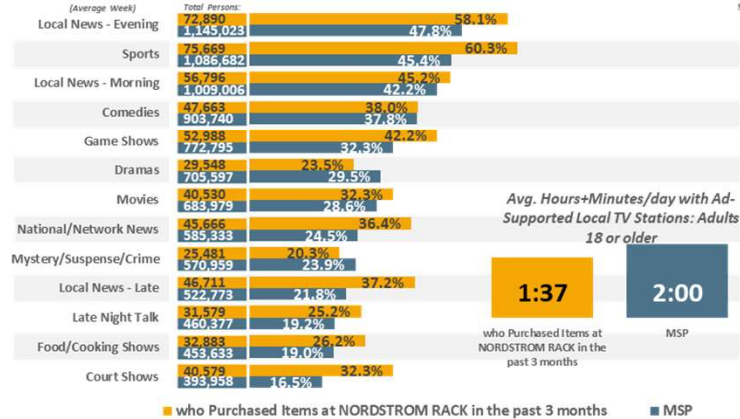
Local TV Station Programs (Persons & % Reach): Adults 18 or older



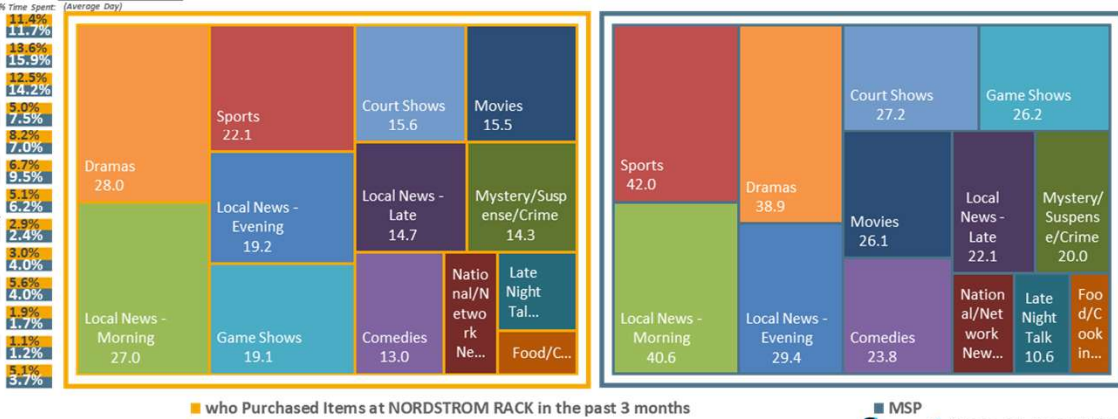
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 2026: Feb25-Feb26 Qual Intab 95
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

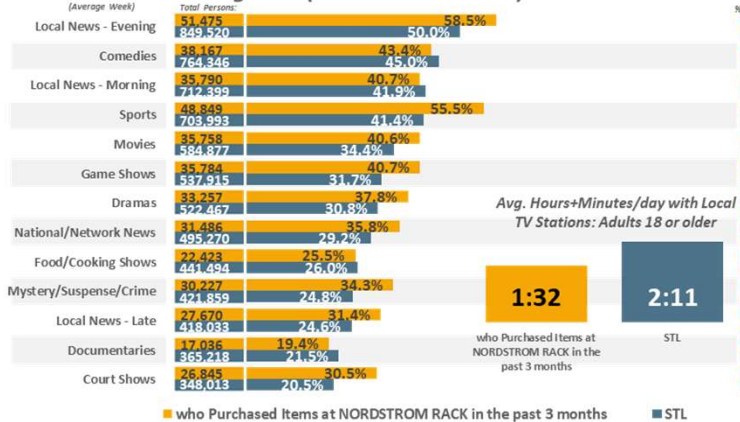
soefa.ai Share of Everything for Anything

(Clothing stores bought past 3 months: Nordstrom Rack OR Major stores bought past 3 months: Nordstrom Rack OR Shoe stores bought past 3 months: Nordstrom Rack)

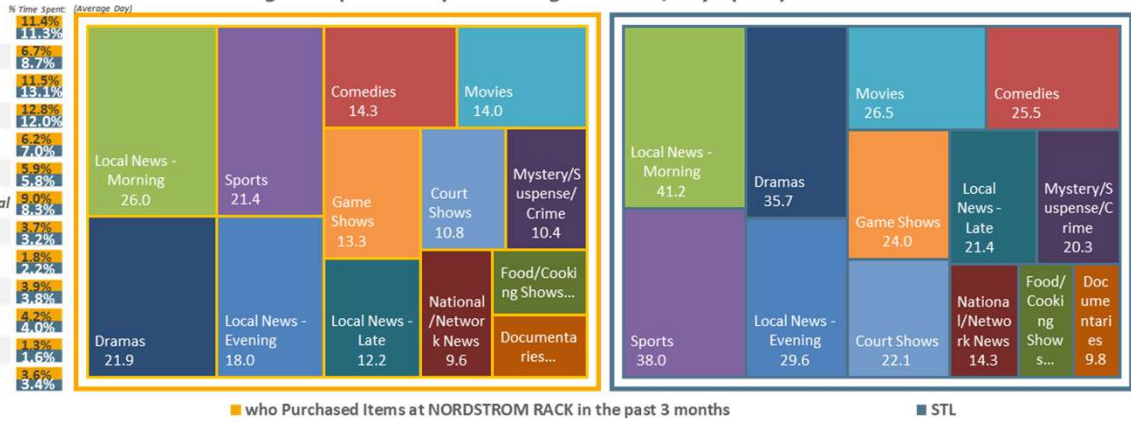


85,549 or 74.2% of Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Local News - Morning, Game Shows, Comedies, and Movies.

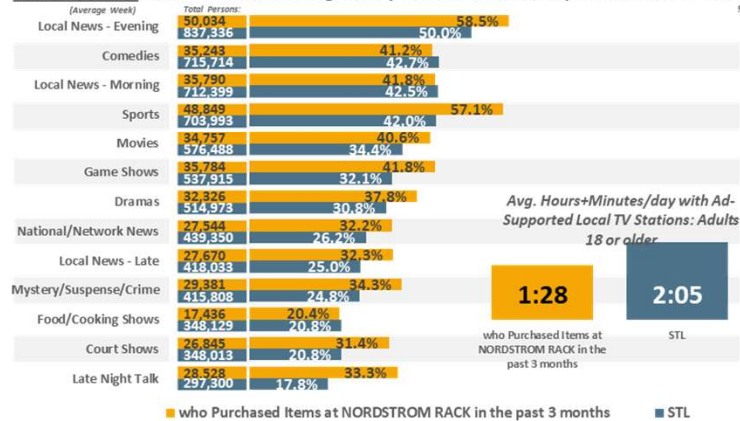
Local TV Station Programs (Persons & % Reach): Adults 18 or older



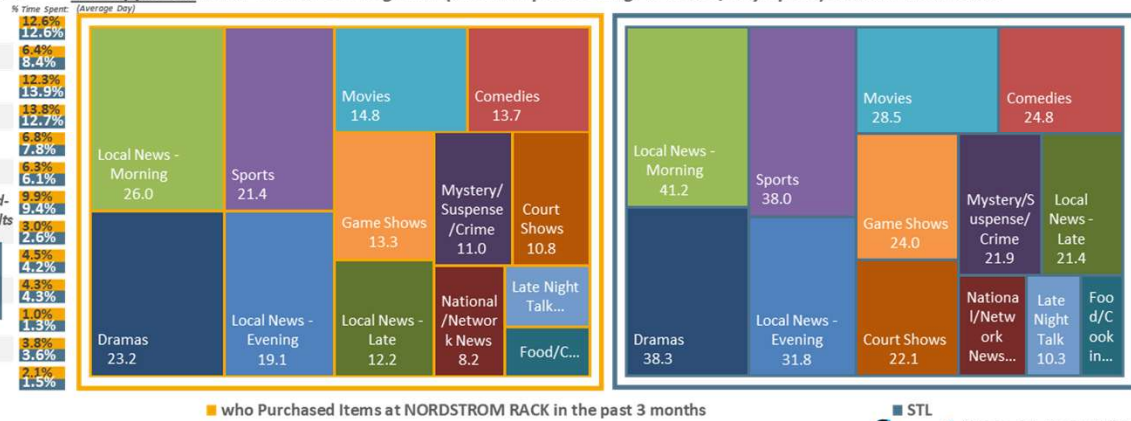
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



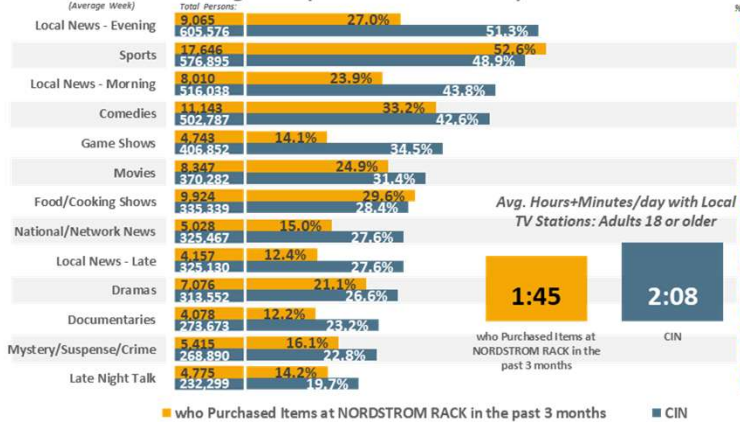
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



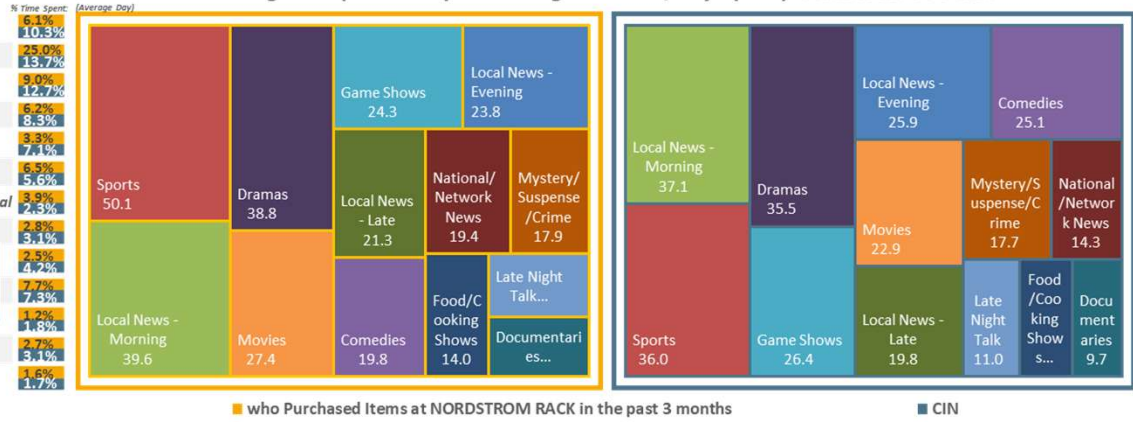


33,307 or 57.% of Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Local News - Evening, Daytime Talk Shows, Movies, and Local News - Morning.

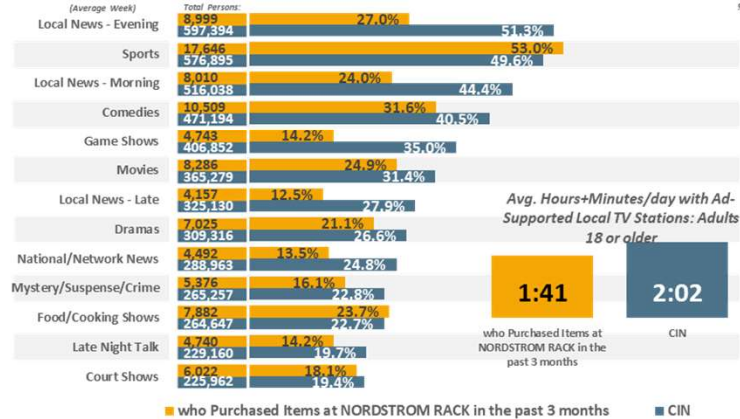
Local TV Station Programs (Persons & % Reach): Adults 18 or older



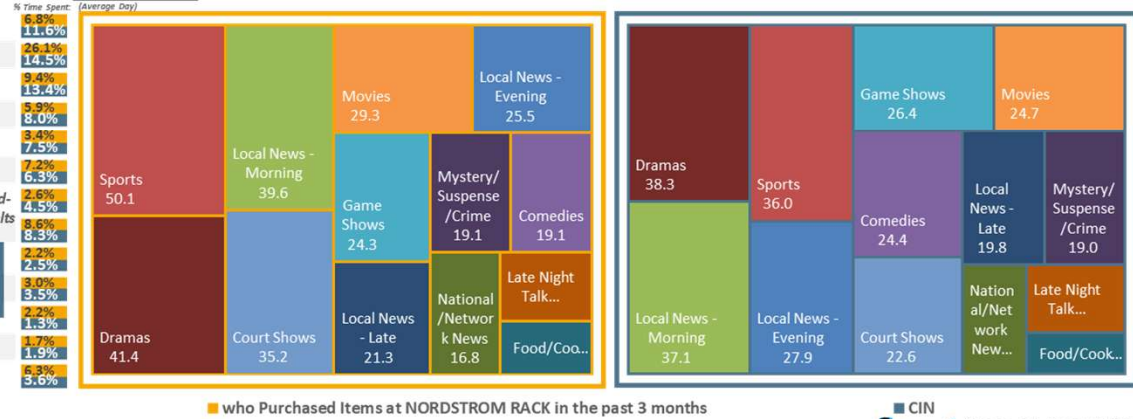
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 2026: Feb25-Feb26 Qual Intab 88
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

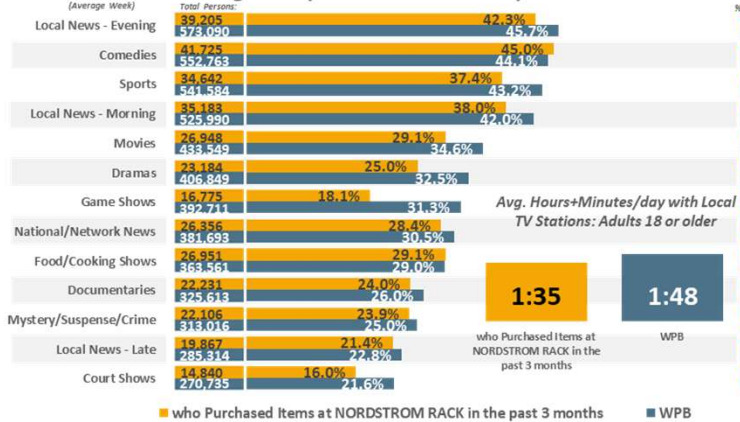
soefa.ai Share of Everything for Anything

(Clothing stores bought past 3 months: Nordstrom Rack OR Major stores bought past 3 months: Nordstrom Rack OR Shoe stores bought past 3 months: Nordstrom Rack)

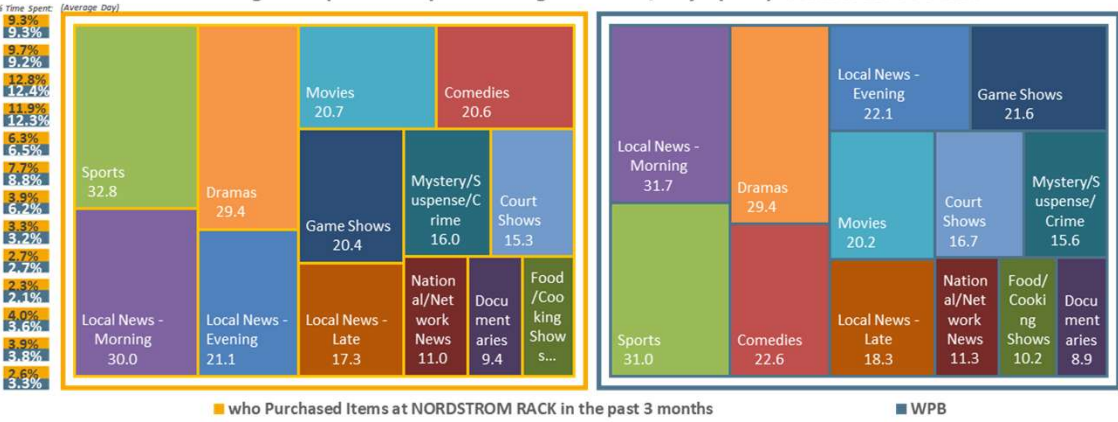


91,136 or 70.4% of Adults 18 or older who Purchased Items at NORDSTROM Rack in the past 3 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Local News - Evening, Local News - Morning, Sports, Late Night Talk, and Movies.

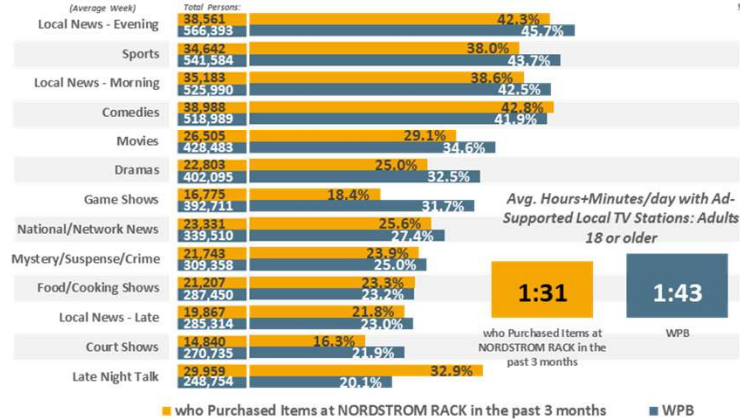
Local TV Station Programs (Persons & % Reach): Adults 18 or older



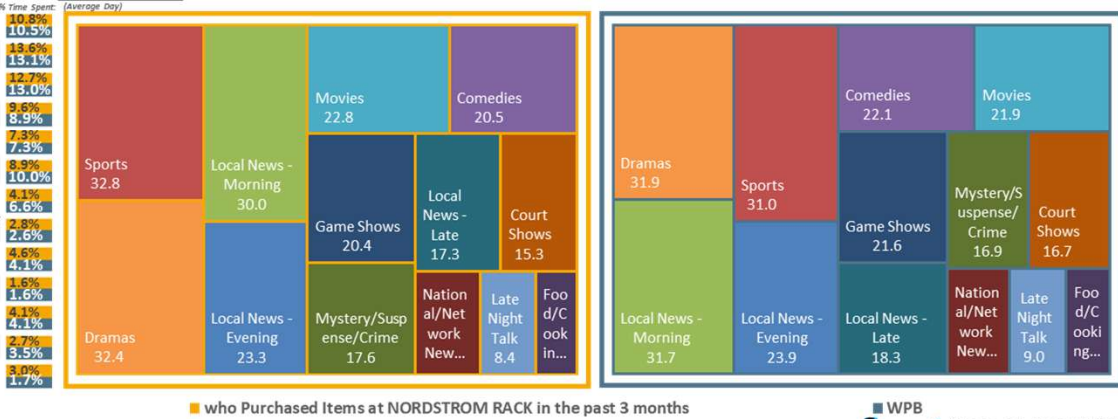
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 147
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

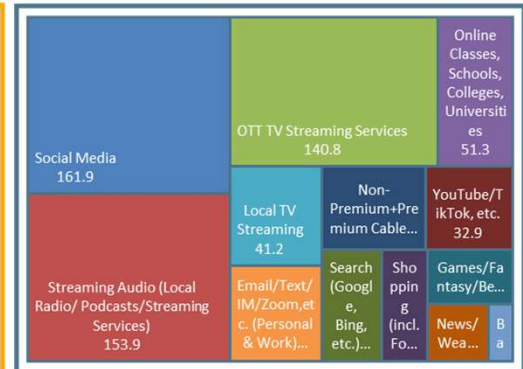
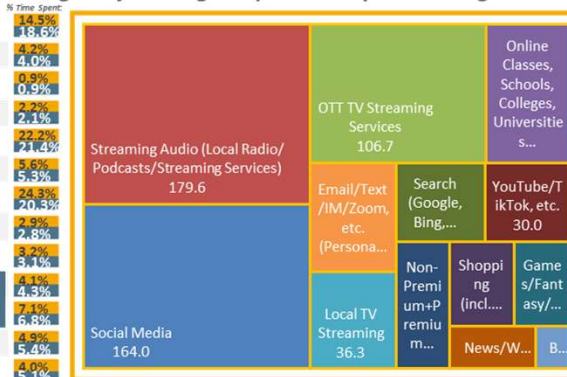
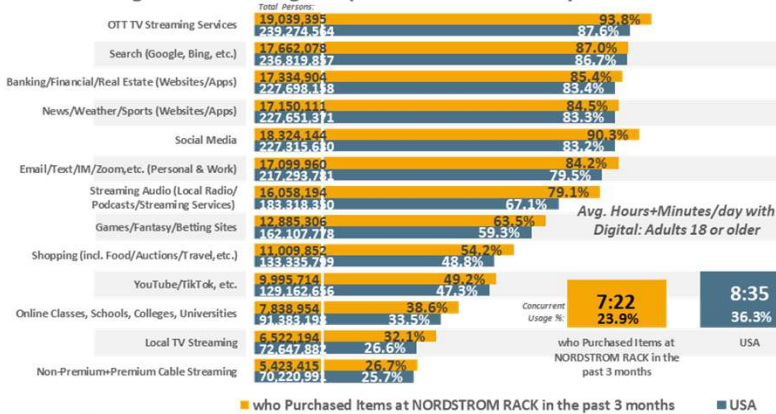
(Clothing stores bought past 3 months: Nordstrom Rack OR Major stores bought past 3 months: Nordstrom Rack OR Shoe stores bought past 3 months: Nordstrom Rack)



16,401,347 or 80.8% of Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months use Ad-Supported Social Media for an average of 146.8 minutes every day representing 27.5% of all time spent daily with Ad-Supported Digital Media.

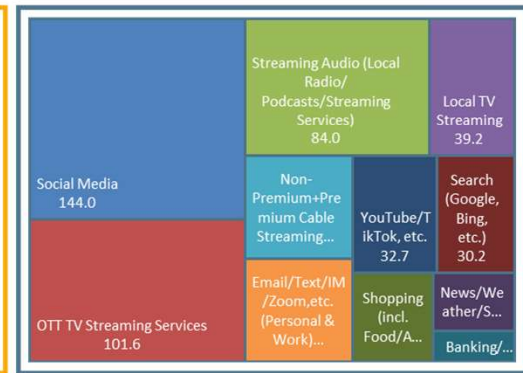
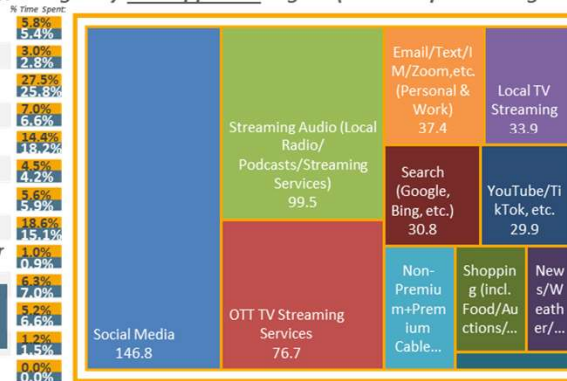
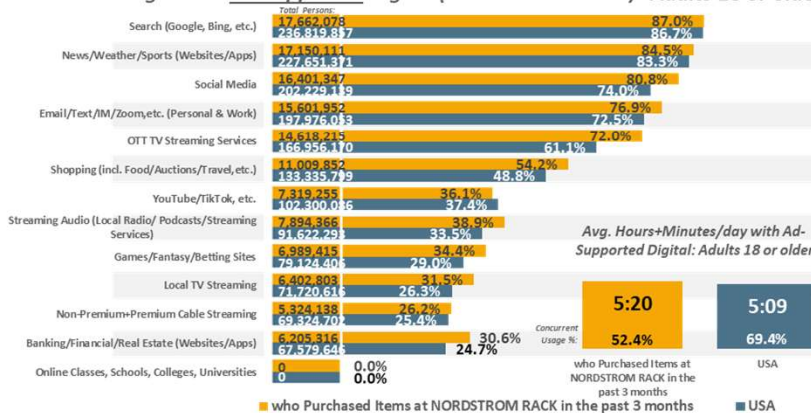
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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 2026: Jan 25-Mar26 Qual Intab 1,904
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

soefa.ai Share of Everything for Anything

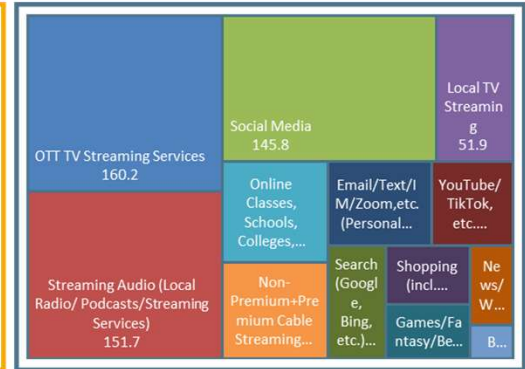
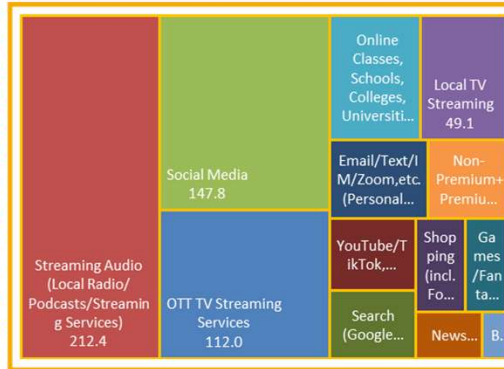
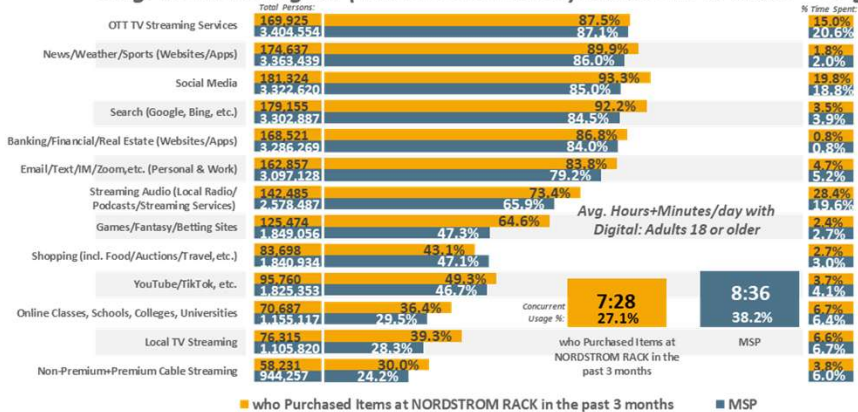
(Clothing stores bought past 3 months: Nordstrom Rack OR Major stores bought past 3 months: Nordstrom Rack OR Shoe stores bought past 3 months: Nordstrom Rack)



144,917 or 74.6% of Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months use Ad-Supported Social Media for an average of 118.1 minutes every day representing 22.3% of all time spent daily with Ad-Supported Digital Media.

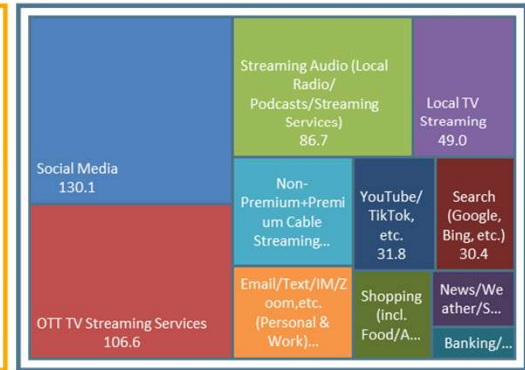
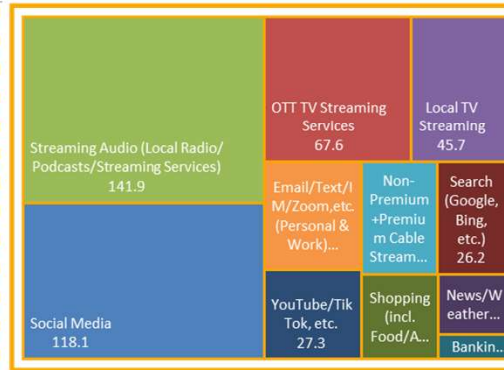
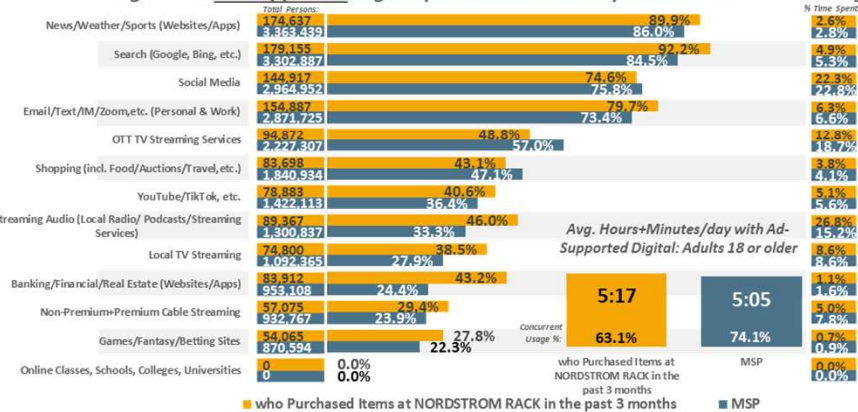
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 95
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

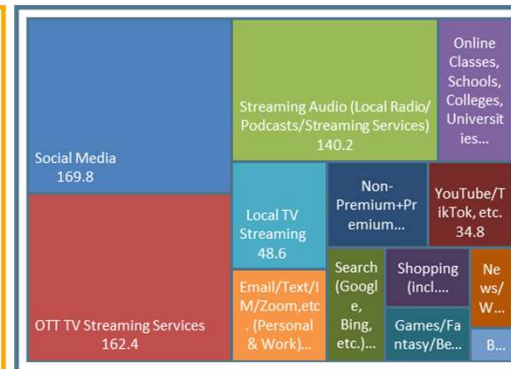
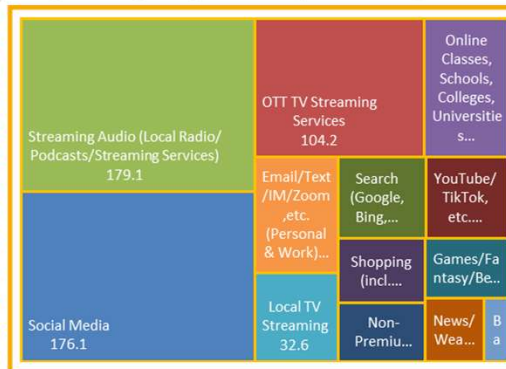
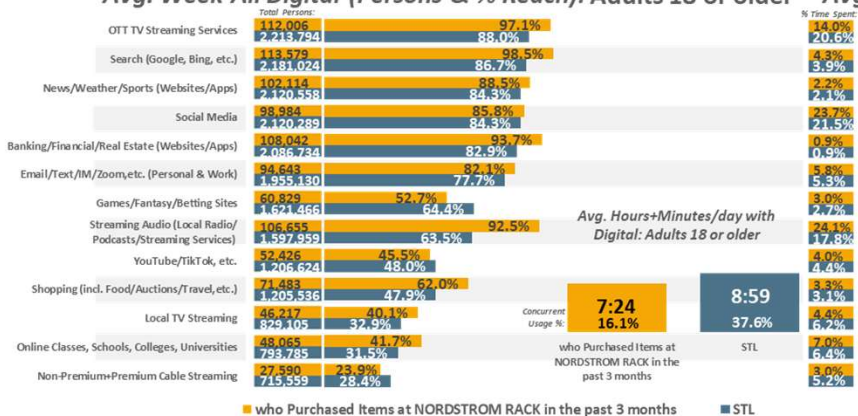
(Clothing stores bought past 3 months: Nordstrom Rack OR Major stores bought past 3 months: Nordstrom Rack OR Shoe stores bought past 3 months: Nordstrom Rack)



78,213 or 67.8% of Adults 18 or older who Purchased Items at NORDSTROM Rack in the past 3 months use Ad-Supported Social Media for an average of 139.1 minutes every day representing 26.5% of all time spent daily with Ad-Supported Digital Media.

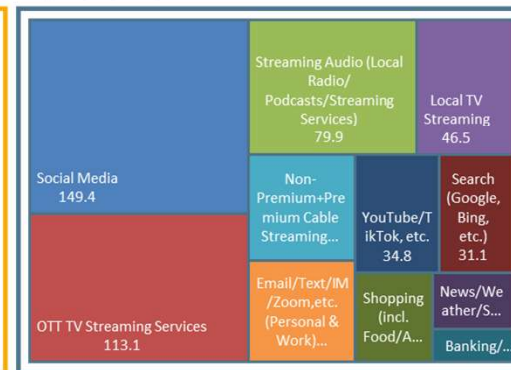
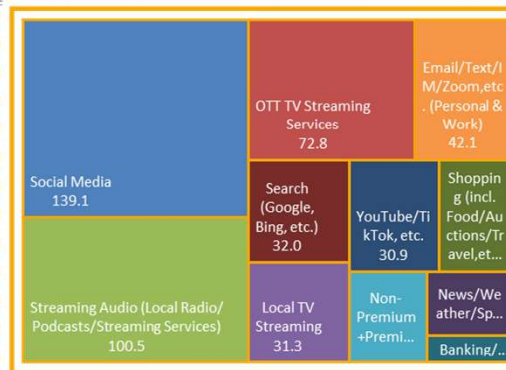
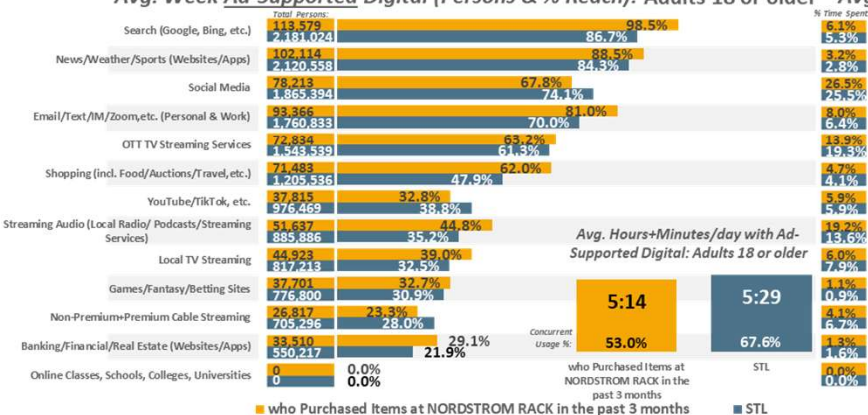
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

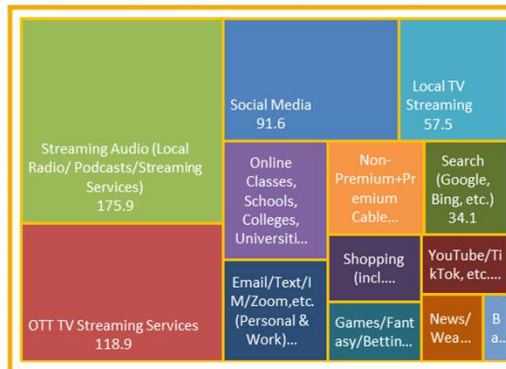
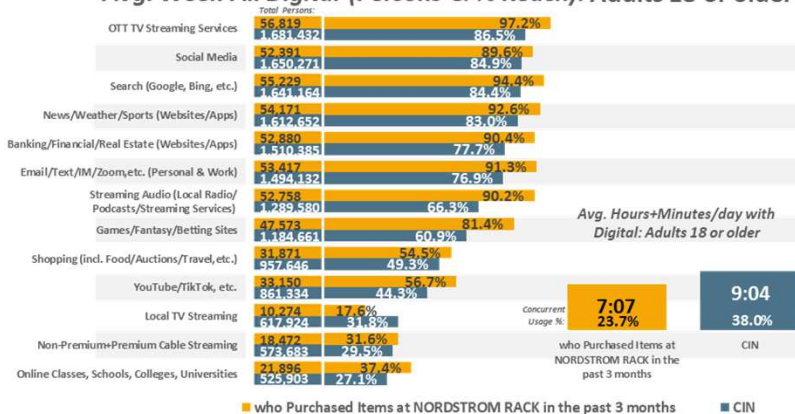




47,595 or 81.4% of Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months use Ad-Supported Social Media for an average of 83.2 minutes every day representing 16.4% of all time spent daily with Ad-Supported Digital Media.

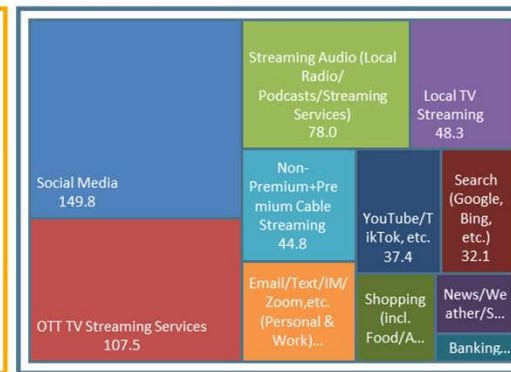
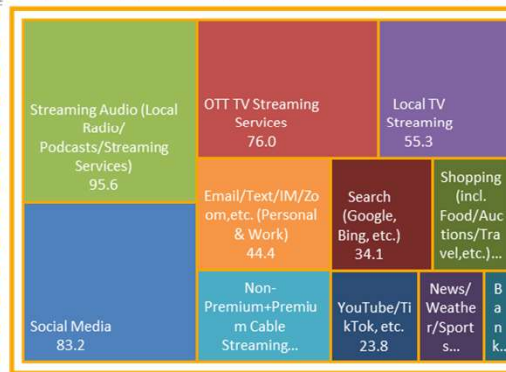
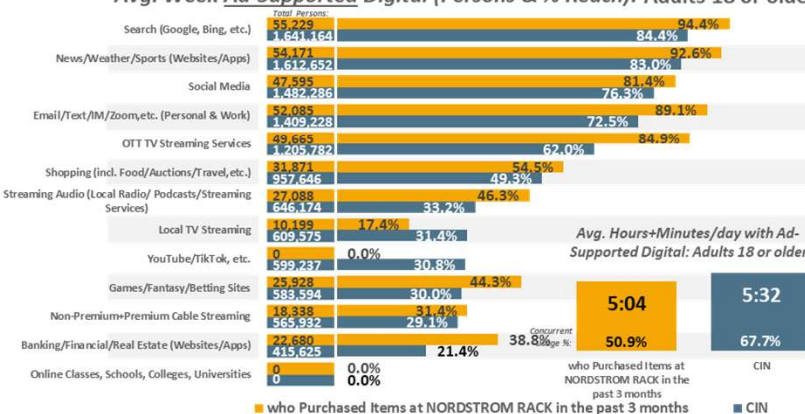
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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

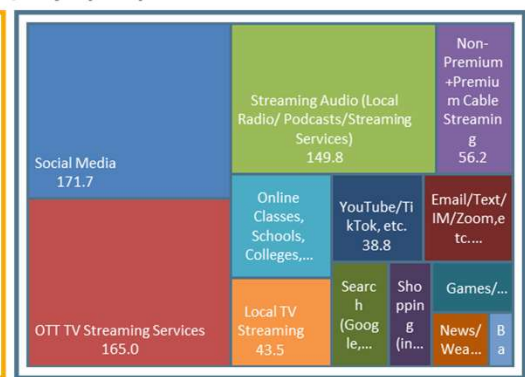
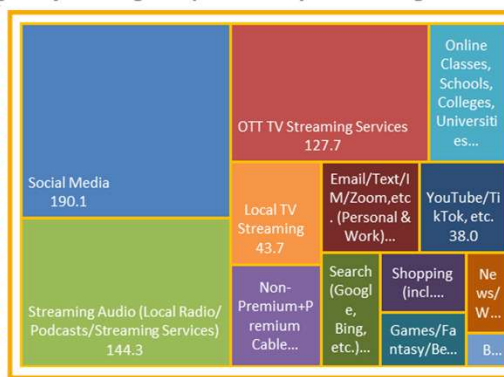
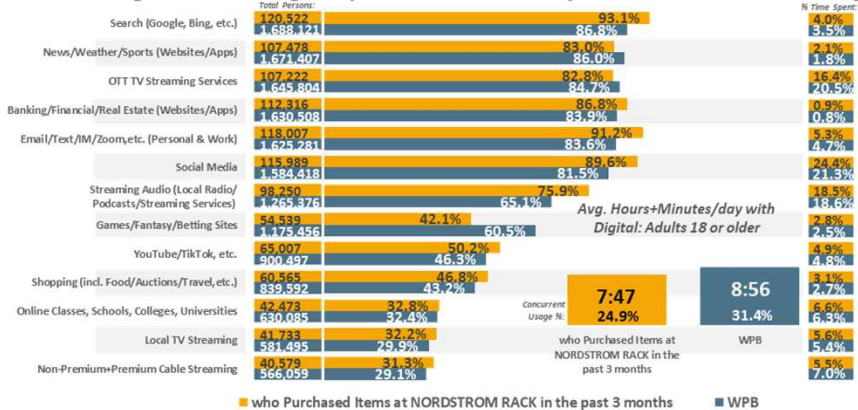




107,060 or 82.7% of Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months use Ad-Supported Social Media for an average of 175.4 minutes every day representing 29.1% of all time spent daily with Ad-Supported Digital Media.

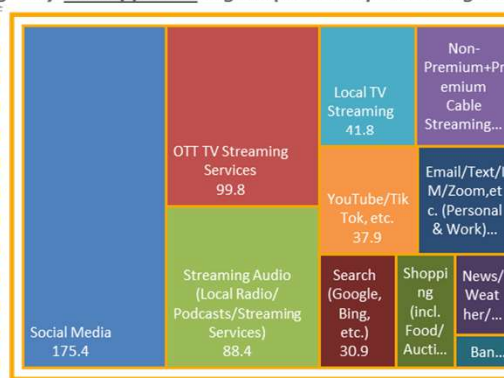
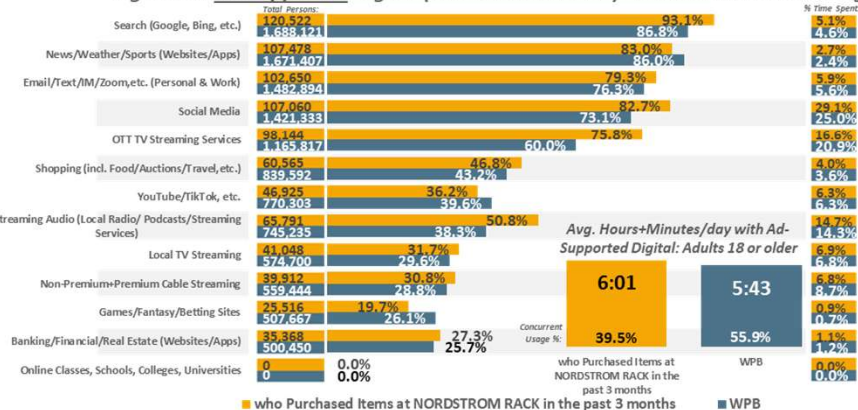
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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

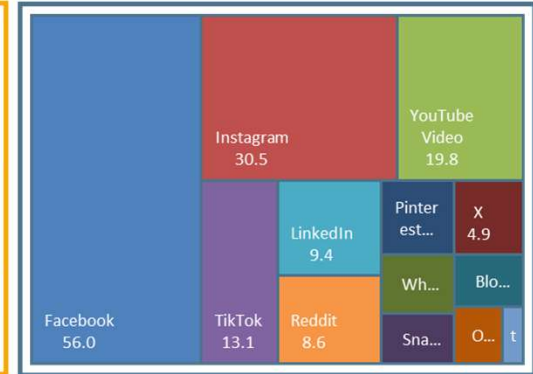
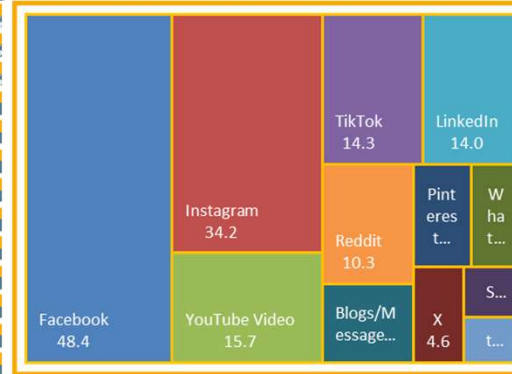
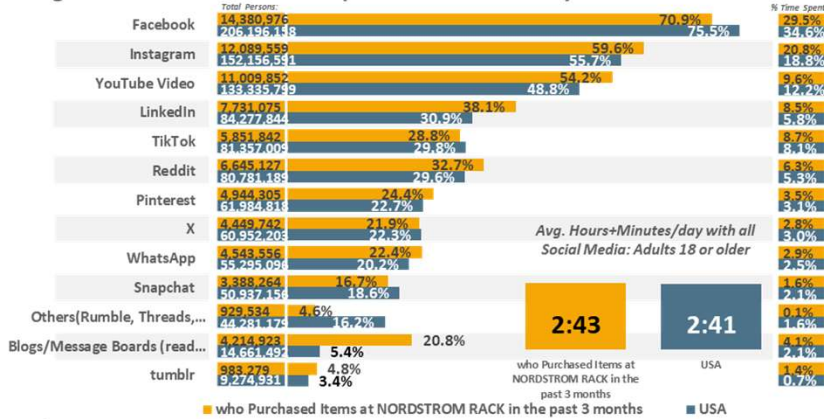
Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



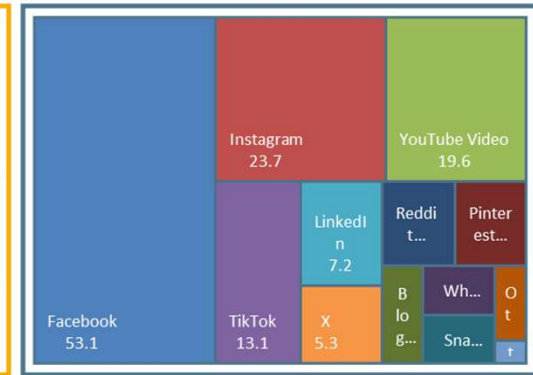
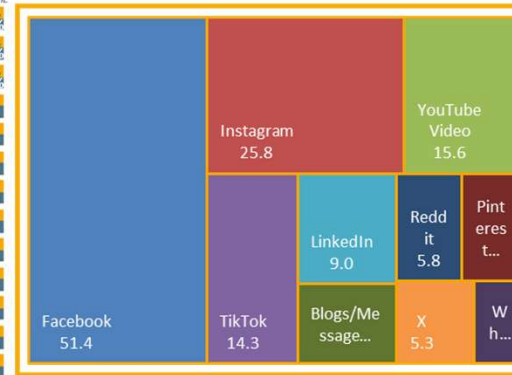
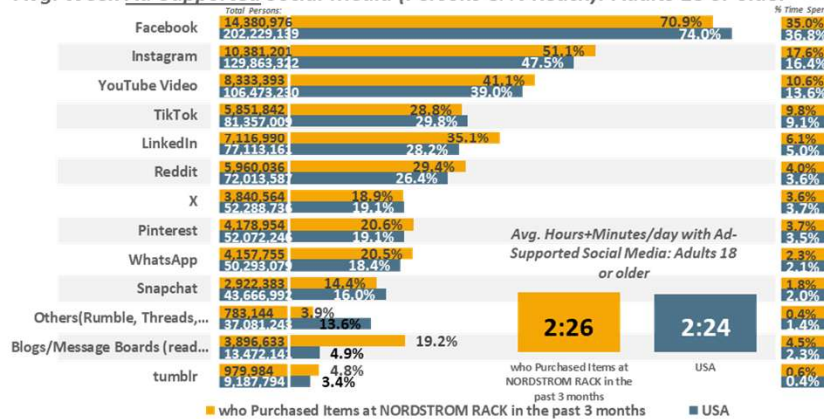


14,380,976 or 70.9% of Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months use Ad-Supported Facebook for an average of 51.4 minutes every day representing 35.0% of all time spent daily with Ad-Supported Social Media.

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 2026: Jan 25-Mar26 Qual Intab 1,904
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

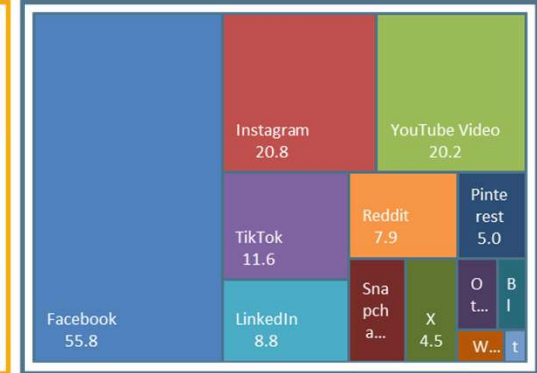
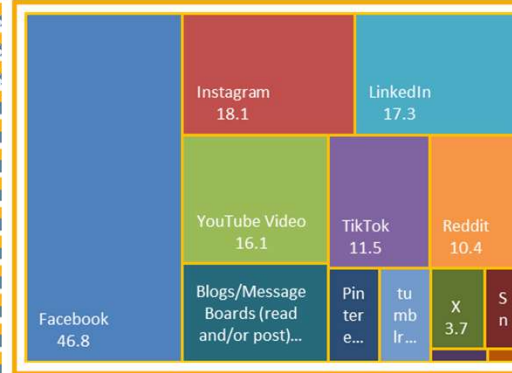
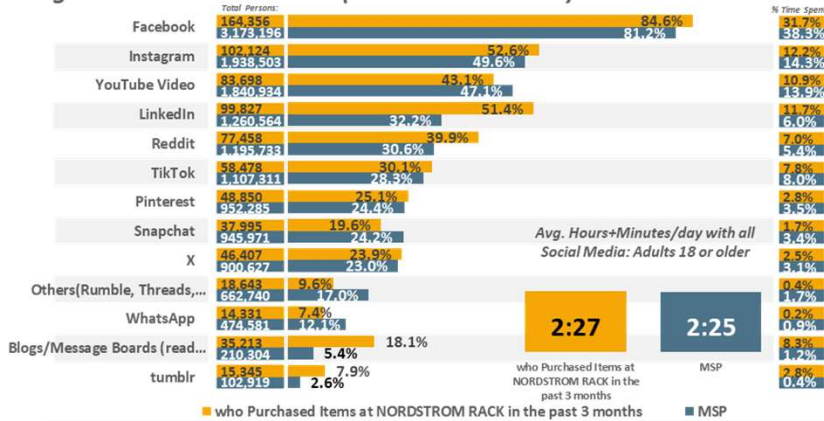
soefa.ai Share of Everything for Anything

(Clothing stores bought past 3 months: Nordstrom Rack OR Major stores bought past 3 months: Nordstrom Rack OR Shoe stores bought past 3 months: Nordstrom Rack)

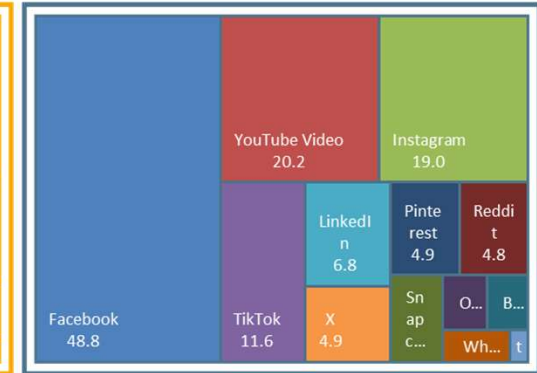
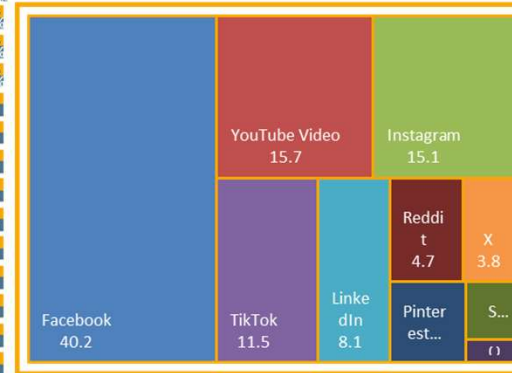
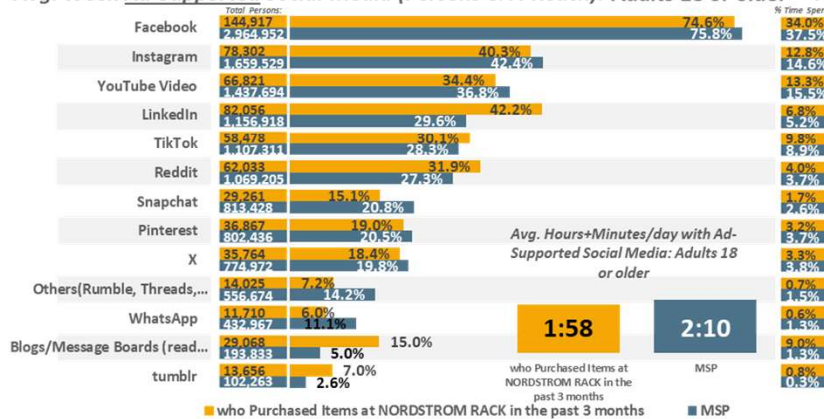


144,917 or 74.6% of Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months use Ad-Supported Facebook for an average of 40.2 minutes every day representing 34.0% of all time spent daily with Ad-Supported Social Media.

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**



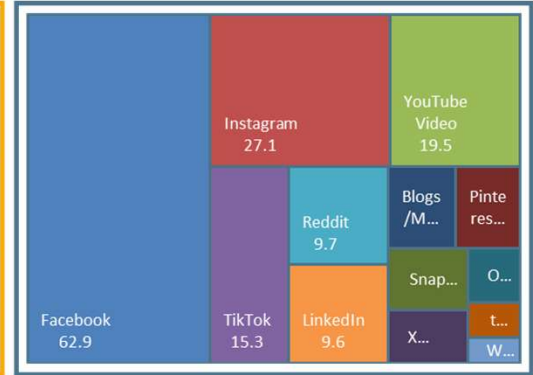
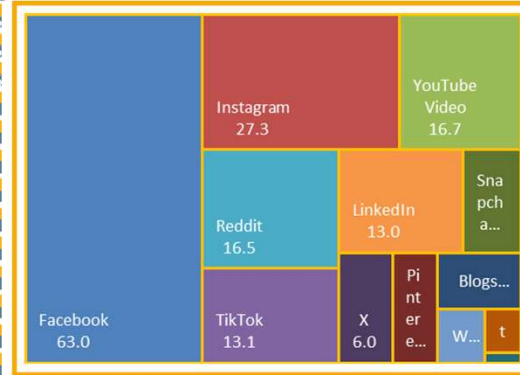
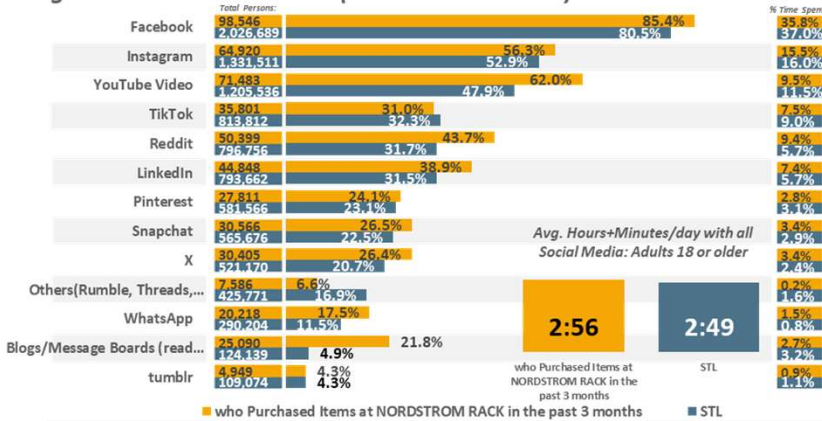
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



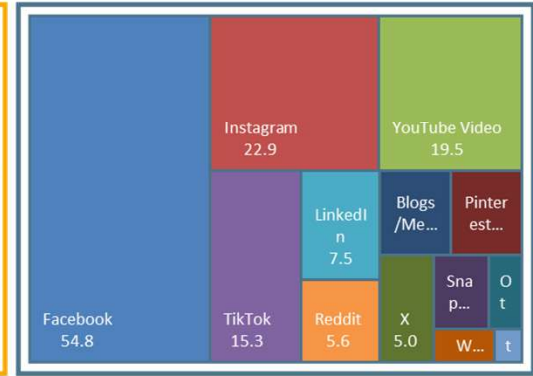
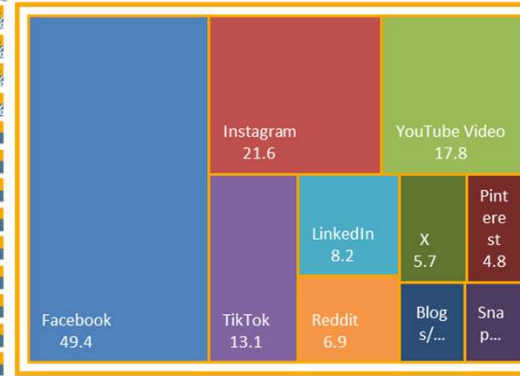


78,213 or 67.8% of Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months use Ad-Supported Facebook for an average of 49.4 minutes every day representing 35.5% of all time spent daily with Ad-Supported Social Media.

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



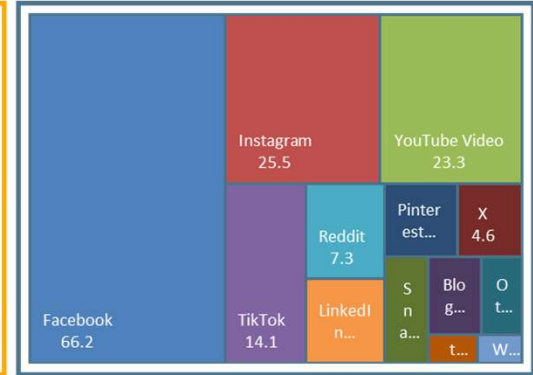
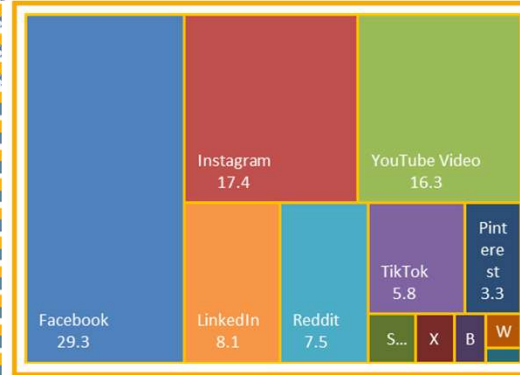
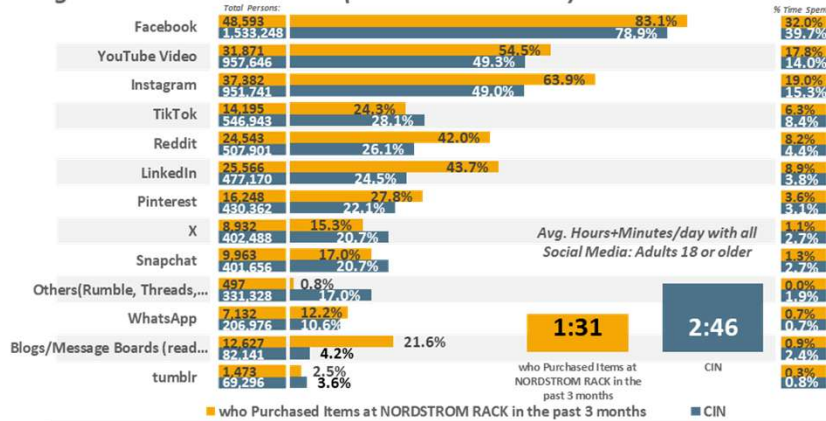
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



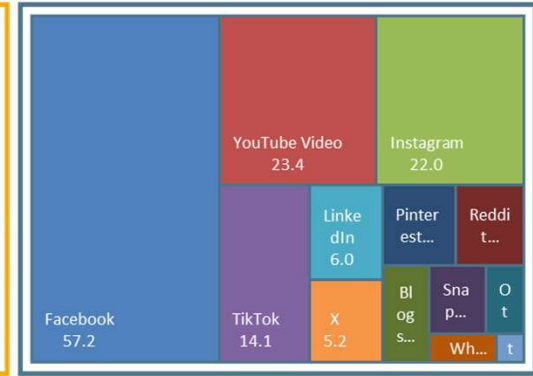
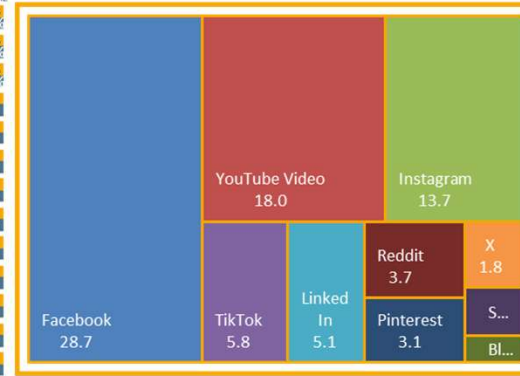
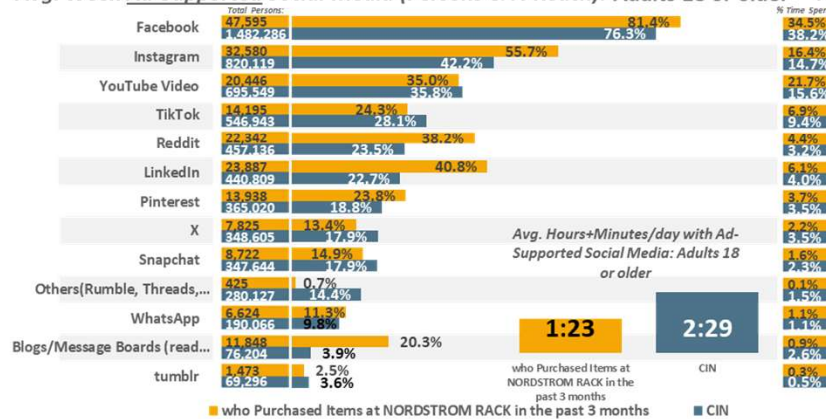


47,595 or 81.4% of Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months use Ad-Supported Facebook for an average of 28.7 minutes every day representing 34.5% of all time spent daily with Ad-Supported Social Media.

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



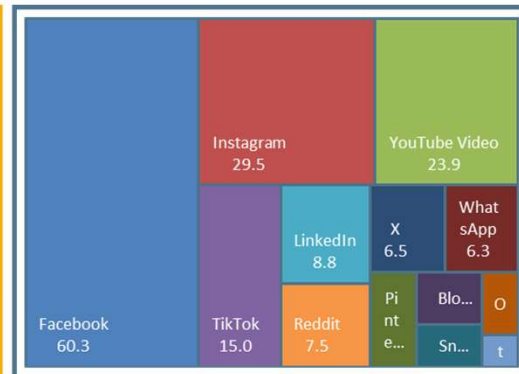
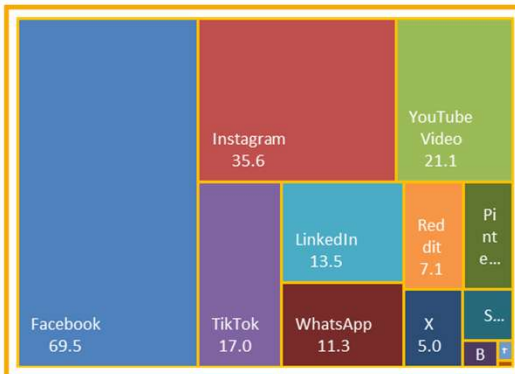
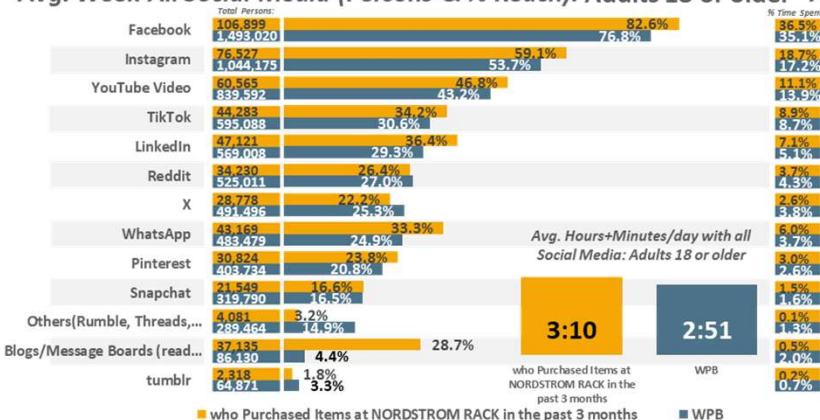
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



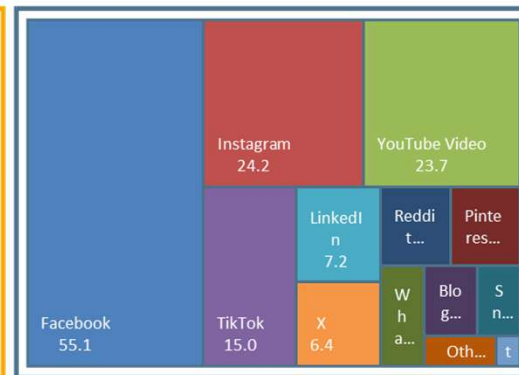
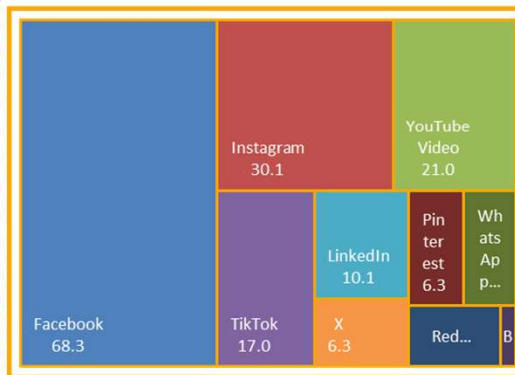
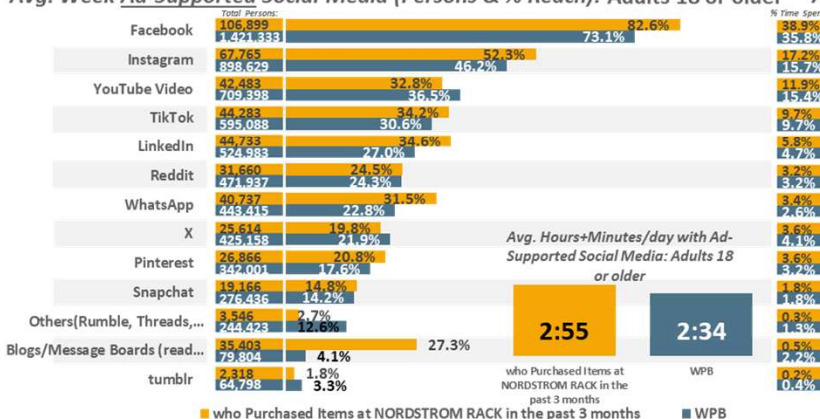


106,899 or 82.6% of Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months use Ad-Supported Facebook for an average of 68.3 minutes every day representing 38.9% of all time spent daily with Ad-Supported Social Media.

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**



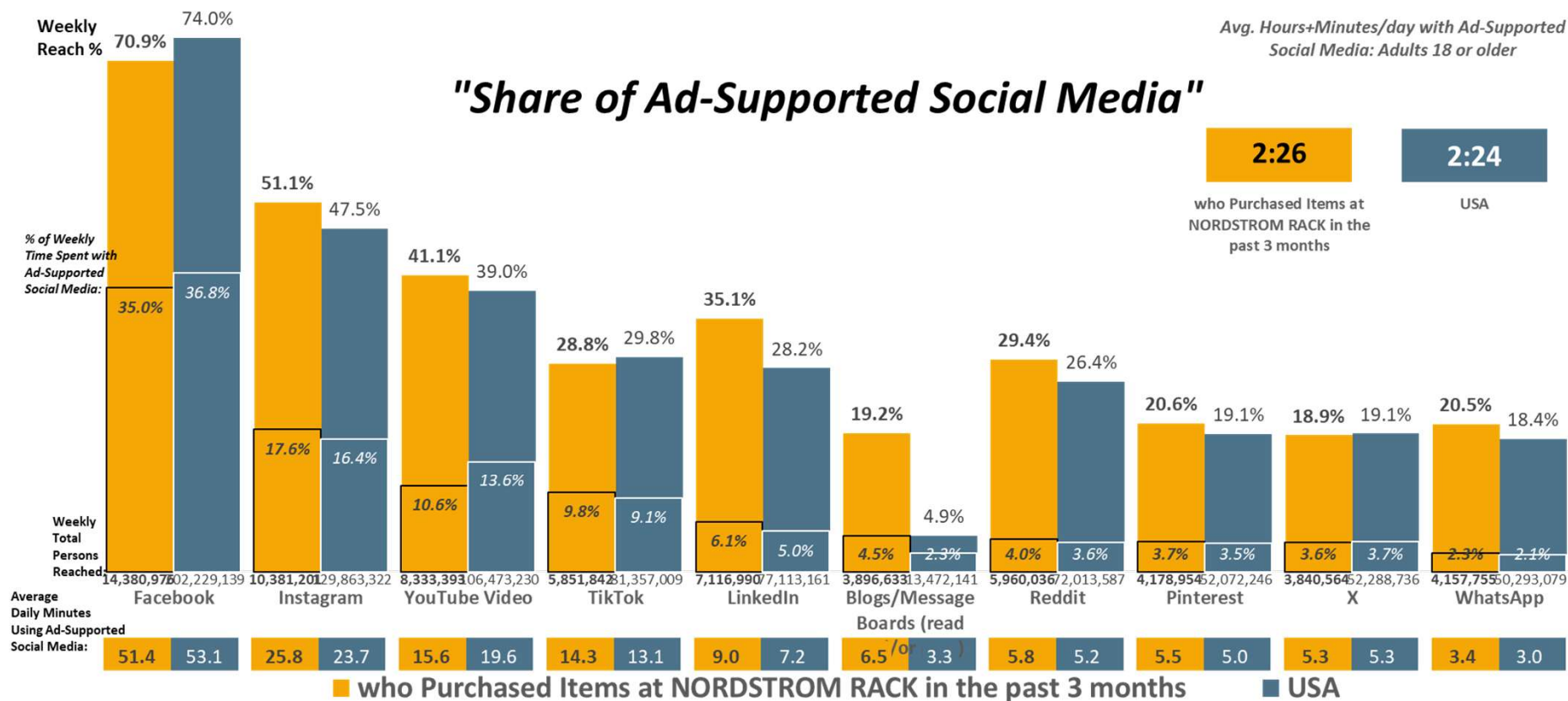
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





14,380,976 or 70.9% of Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months use Ad-Supported Facebook for an average of 51.4 minutes every day representing 35.0% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 1,904
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

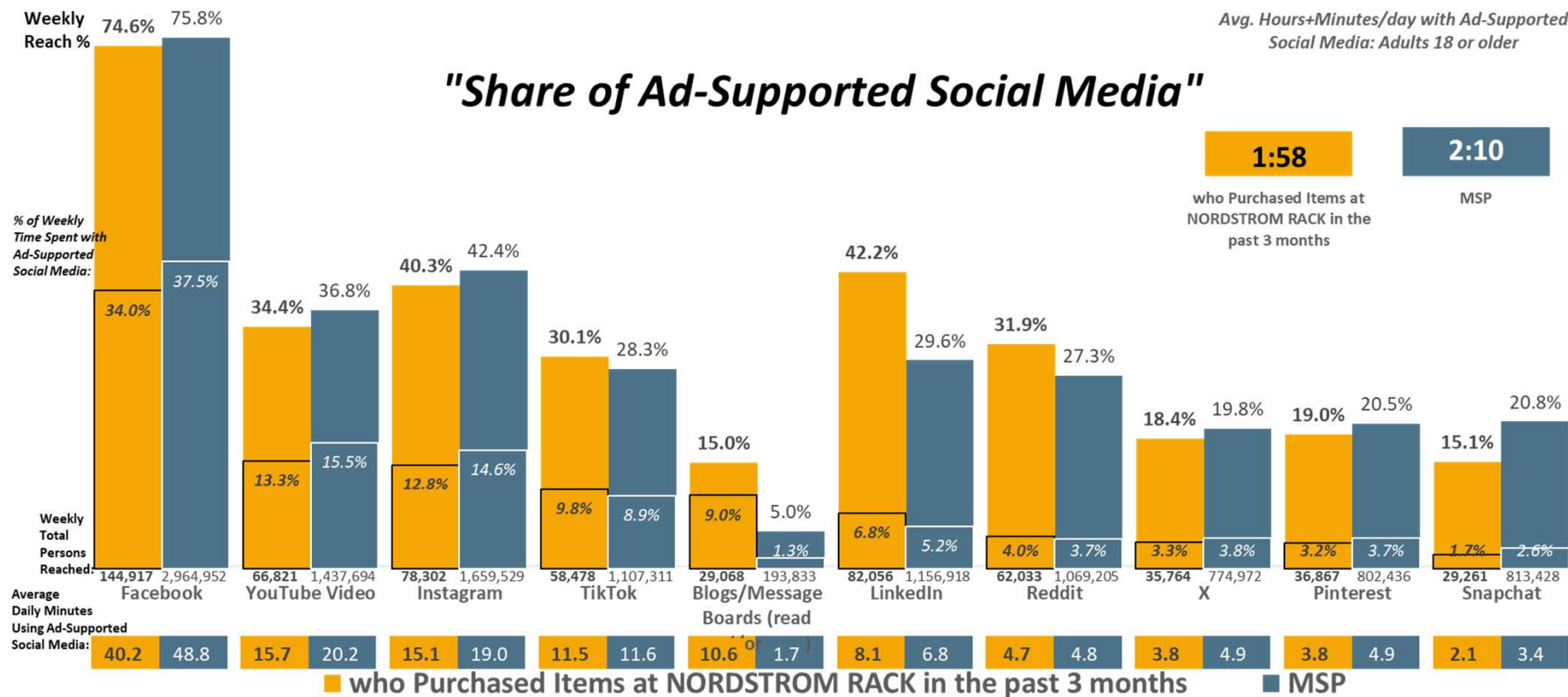
soefa.ai Share of Everything for Anything

(Clothing stores bought past 3 months: Nordstrom Rack OR Major stores bought past 3 months: Nordstrom Rack OR Shoe stores bought past 3 months: Nordstrom Rack)



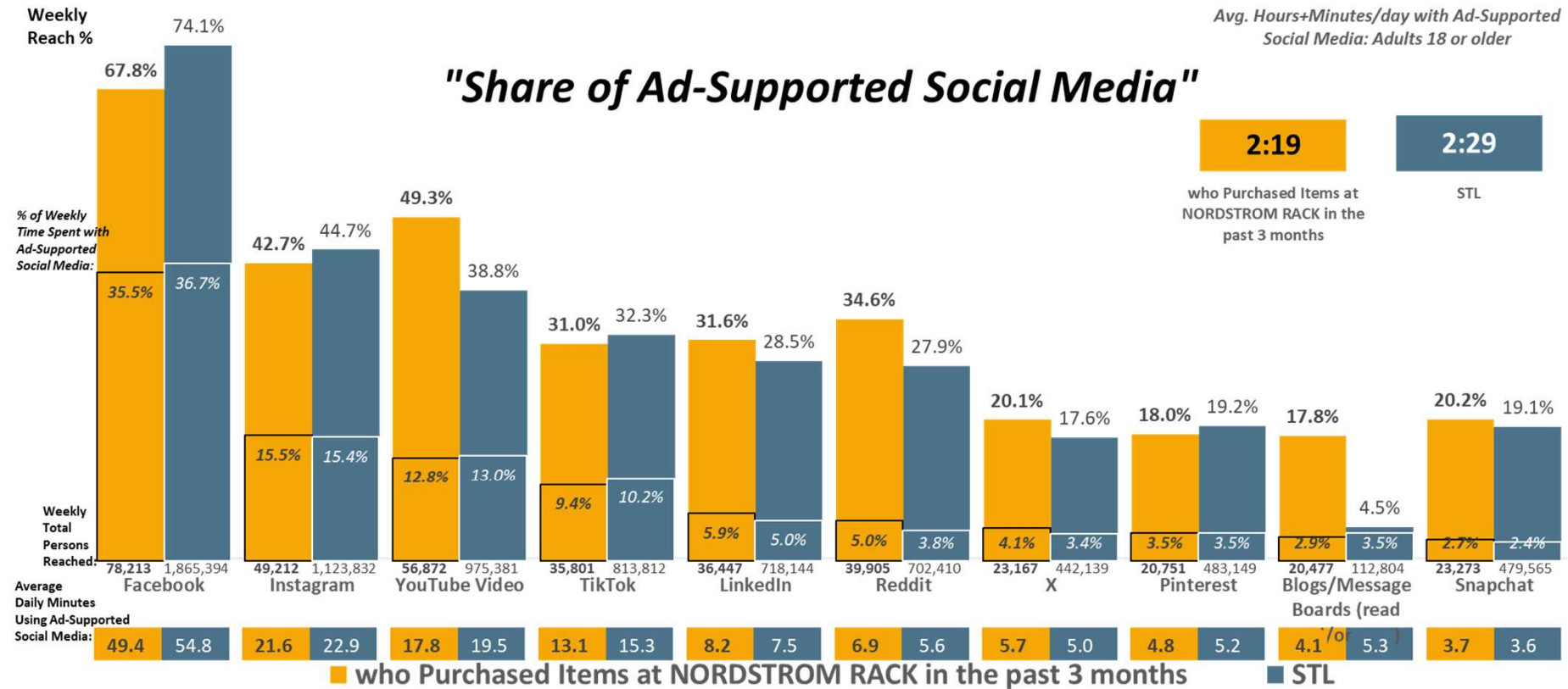
144,917 or 74.6% of Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months use Ad-Supported Facebook for an average of 40.2 minutes every day representing 34.% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"





78,213 or 67.8% of Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months use Ad-Supported Facebook for an average of 49.4 minutes every day representing 35.5% of all time spent daily with Ad-Supported Social Media.



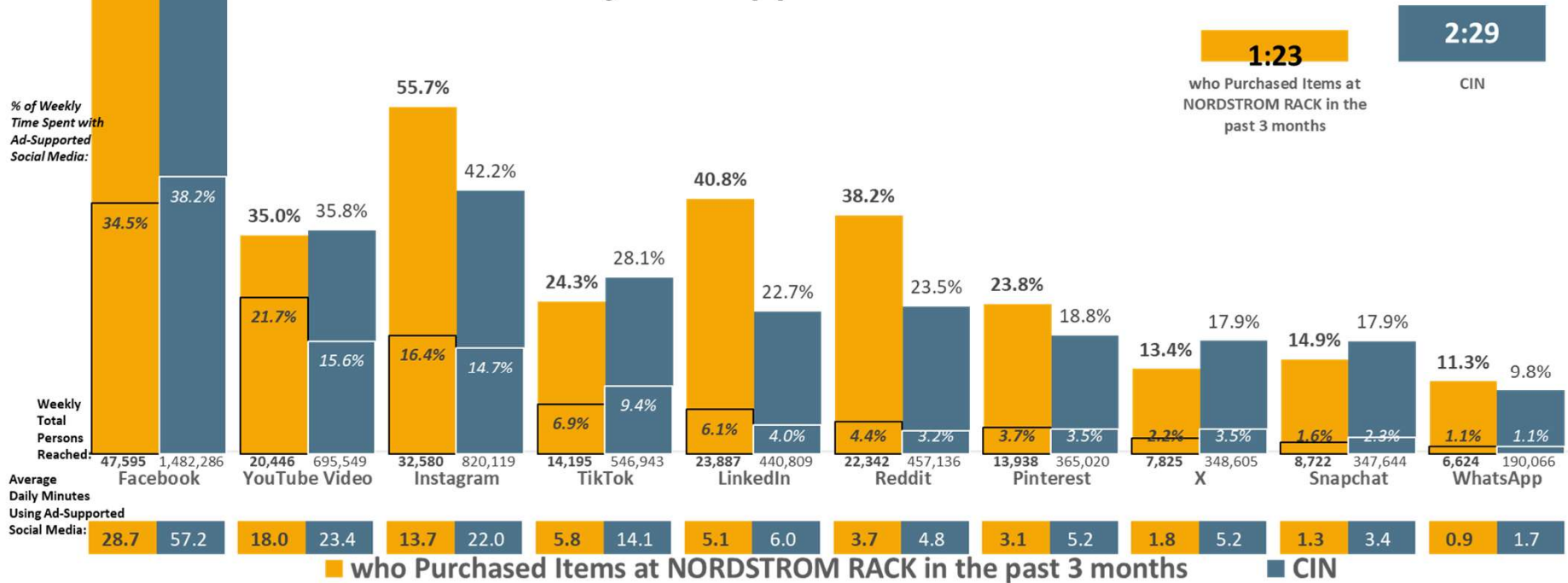


47,595 or 81.4% of Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months use Ad-Supported Facebook for an average of 28.7 minutes every day representing 34.5% of all time spent daily with Ad-Supported Social Media.

Weekly
Reach % 81.4%

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

"Share of Ad-Supported Social Media"

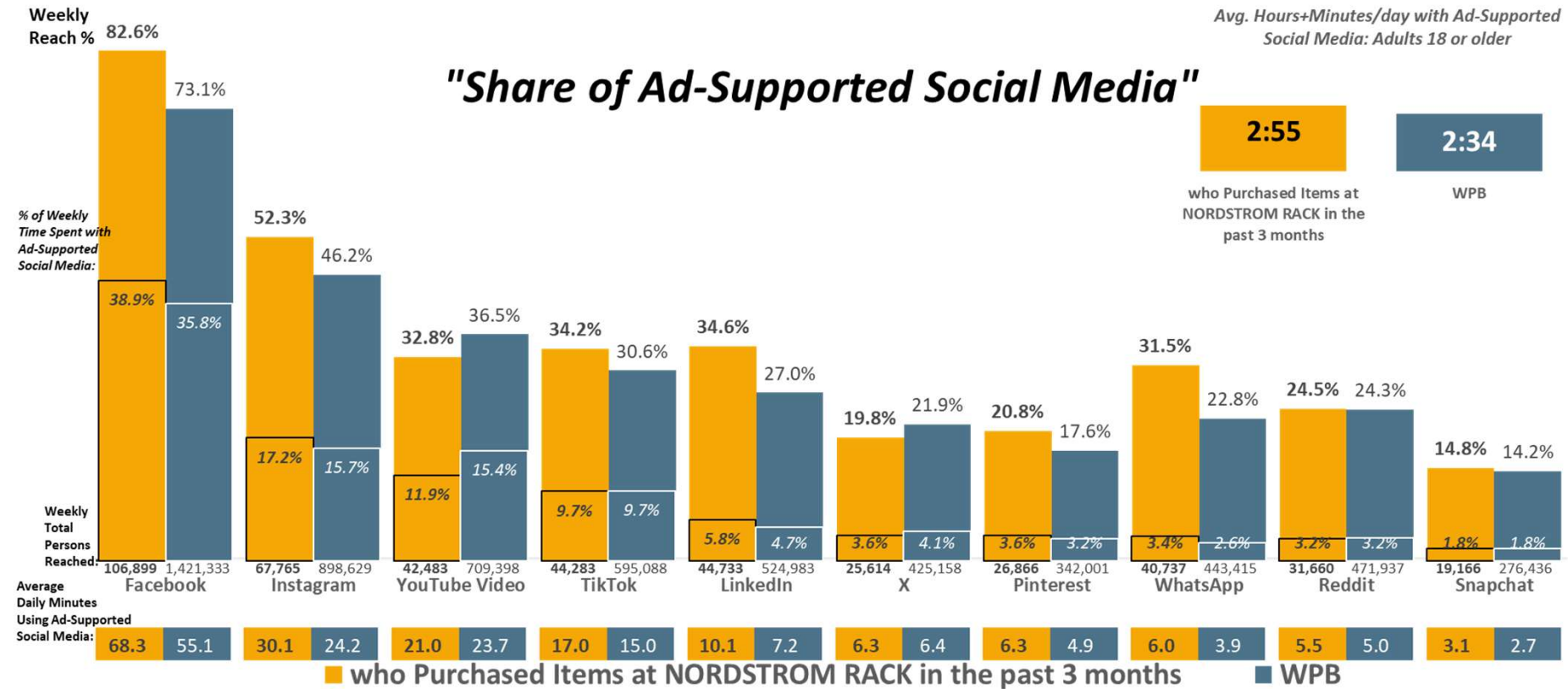


1:23
who Purchased Items at
NORDSTROM RACK in the
past 3 months

2:29
CIN



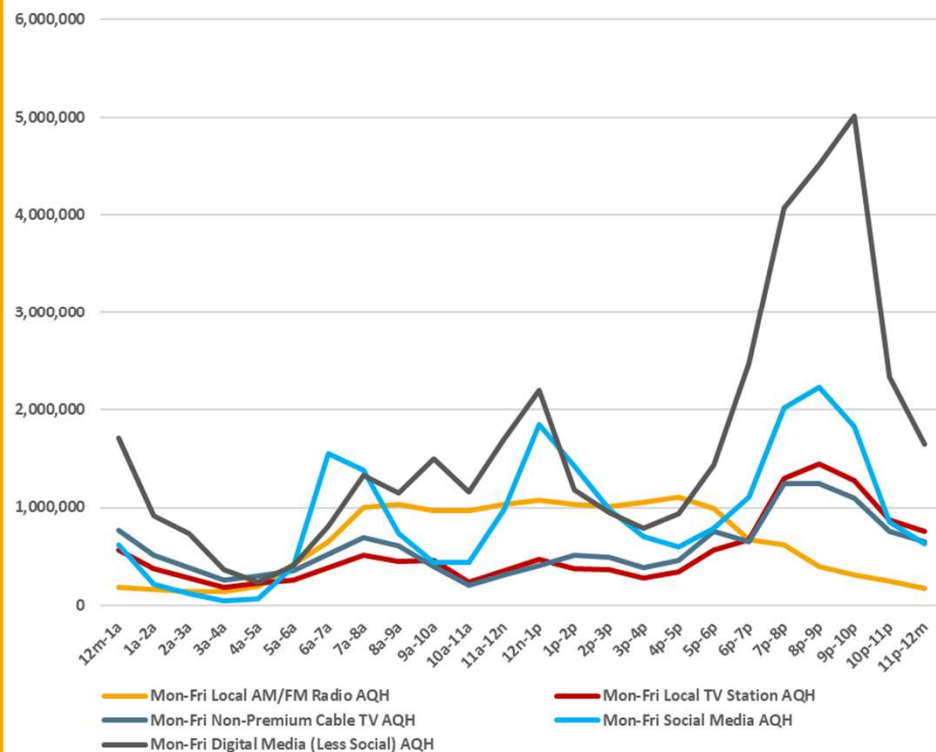
106,899 or 82.6% of Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months use Ad-Supported Facebook for an average of 68.3 minutes every day representing 38.9% of all time spent daily with Ad-Supported Social Media.



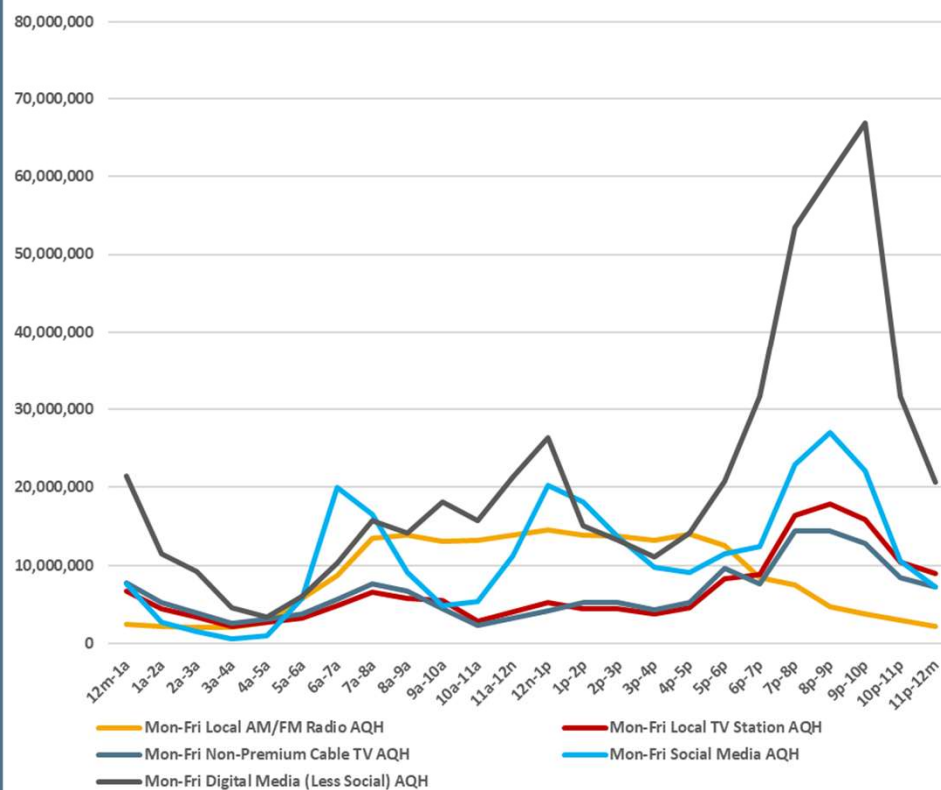


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 1,352,869; Social Media: 997,039; Local Radio: 968,164; Non-Prem. Cable: 492,452; Local TV: 422,339 reaching Adults 18 or older who Purchased Items at NORDSTROM RACK in t

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Purchased Items at NORDSTROM
RACK in the past 3 months



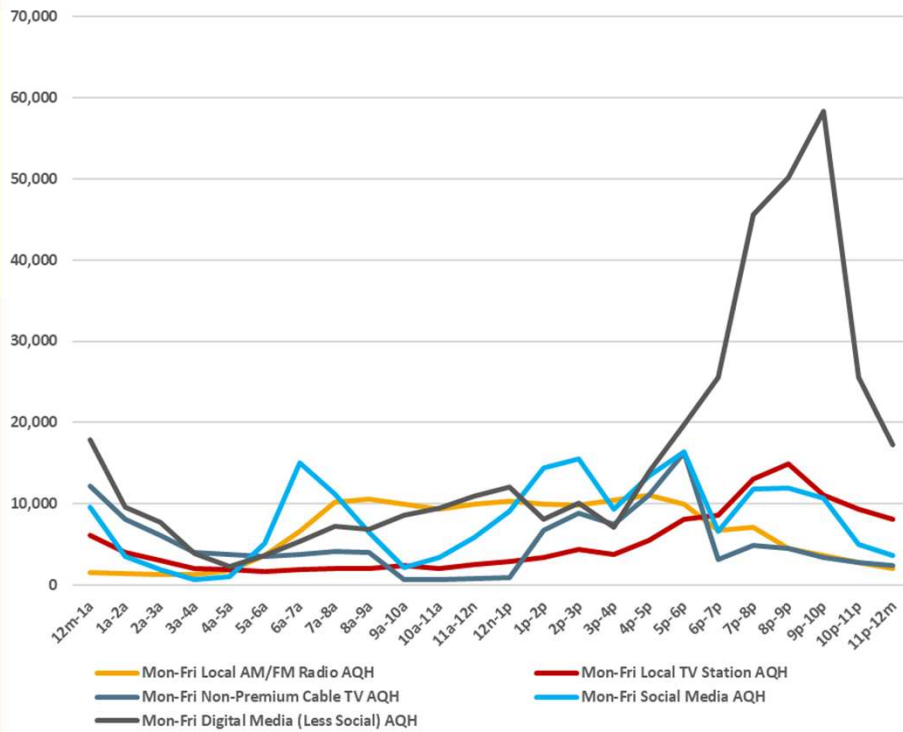
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA 210 DMA Area Adults 18 or older



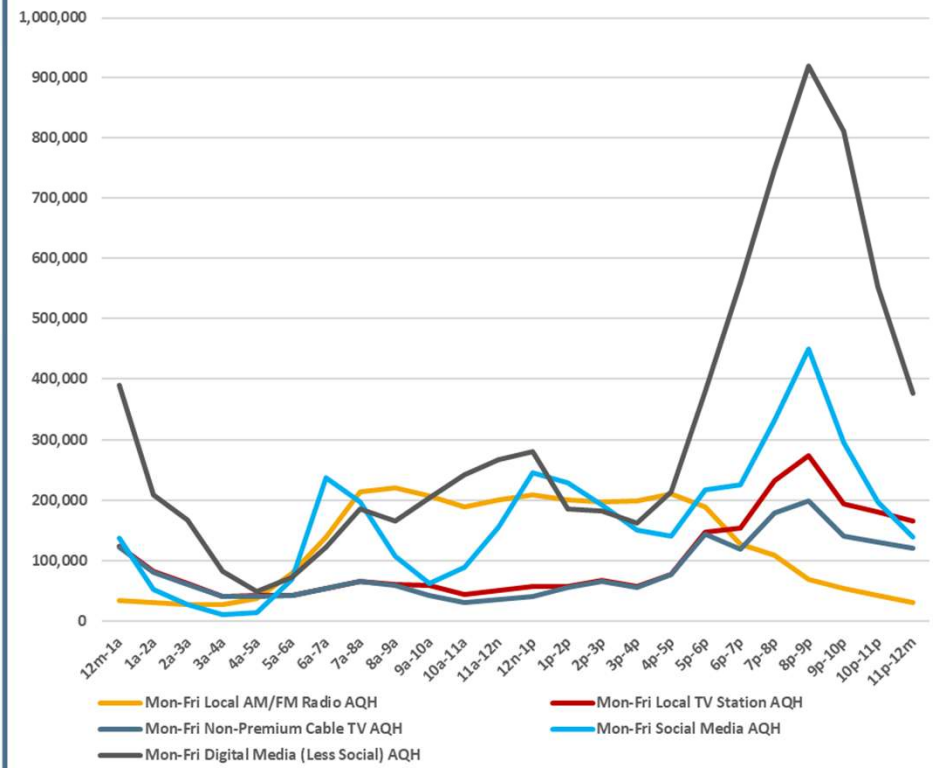


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 11,172; Social Media: 9,933; Local Radio: 9,640; Non-Prem. Cable: 5,299; Local TV: 3,846 reaching Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 m

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Purchased Items at NORDSTROM
RACK in the past 3 months**



**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
MSP Metro Area Adults 18 or older**



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 95
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

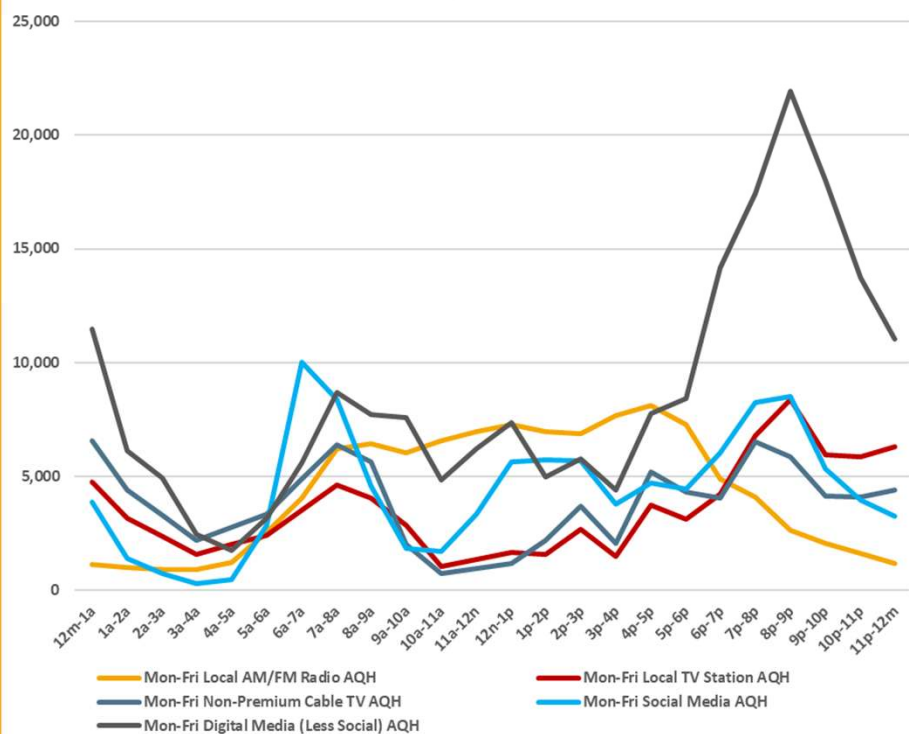
soefa.ai Share of Everything for Anything

(Clothing stores bought past 3 months: Nordstrom Rack OR Major stores bought past 3 months: Nordstrom Rack OR Shoe stores bought past 3 months: Nordstrom Rack)

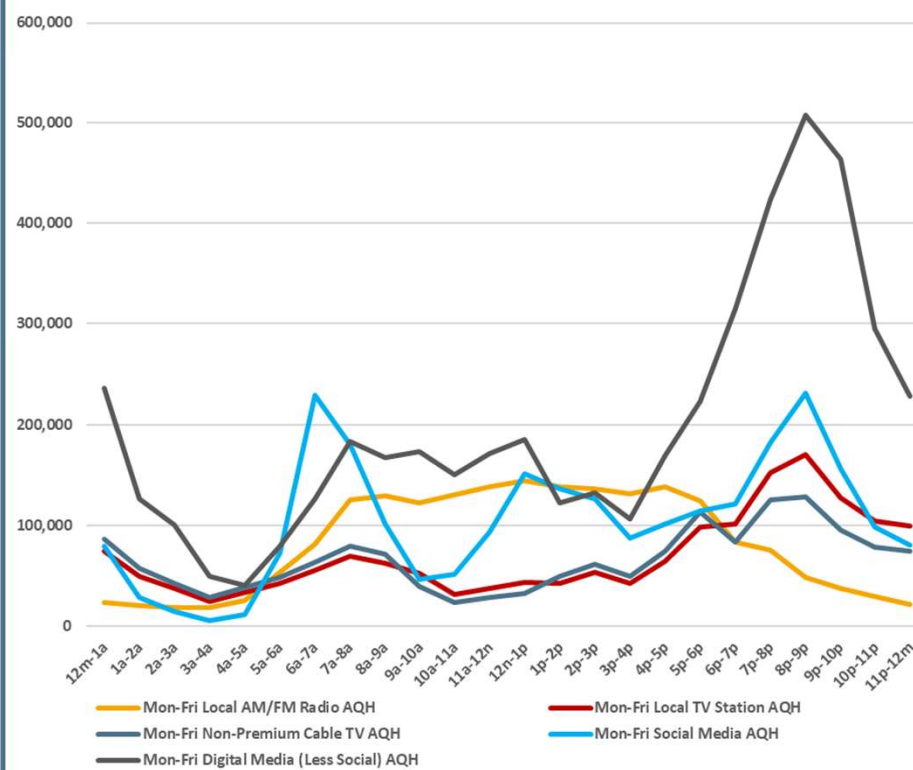


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 7,188; Local Radio: 6,564; Social Media: 5,068; Non-Prem. Cable: 3,333; Local TV: 2,769 reaching Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 mo

*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Purchased Items at NORDSTROM
RACK in the past 3 months*



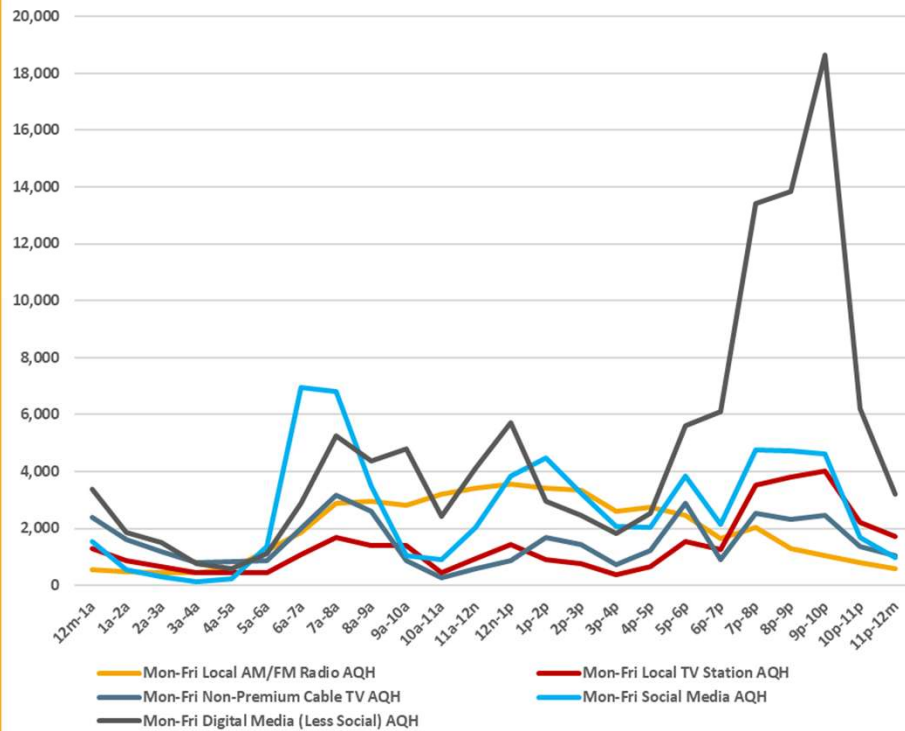
*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
STL Metro Area Adults 18 or older*



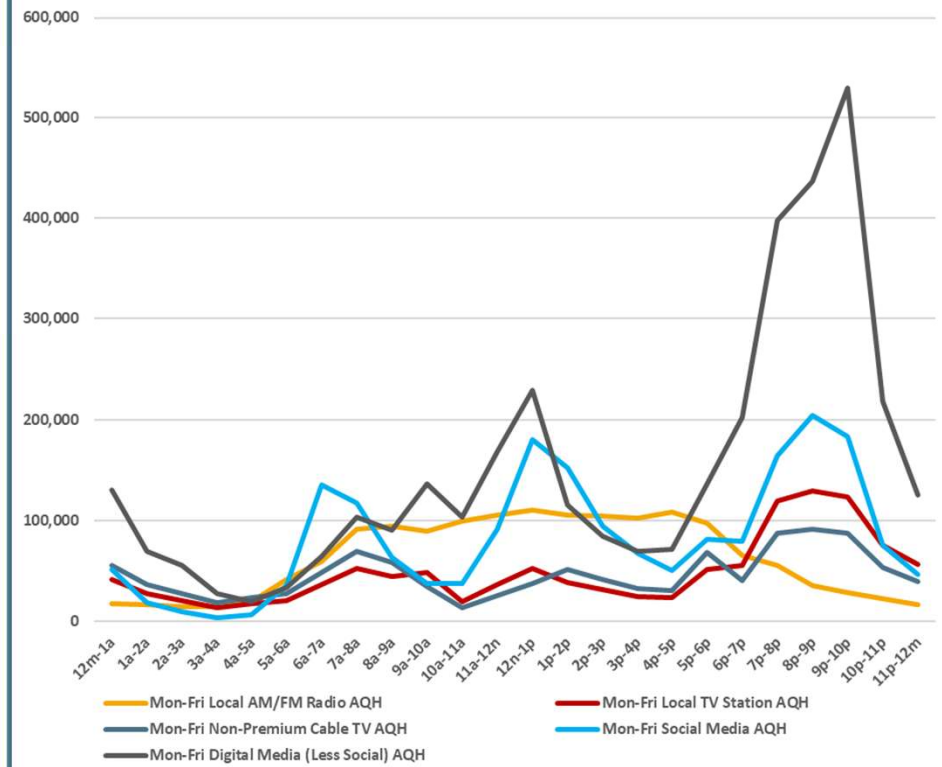


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 3,926;
Social Media: 3,300; Local Radio: 2,836; Non-Prem. Cable: 1,482; Local TV: 1,072 reaching
Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 mo

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Purchased Items at NORDSTROM
RACK in the past 3 months



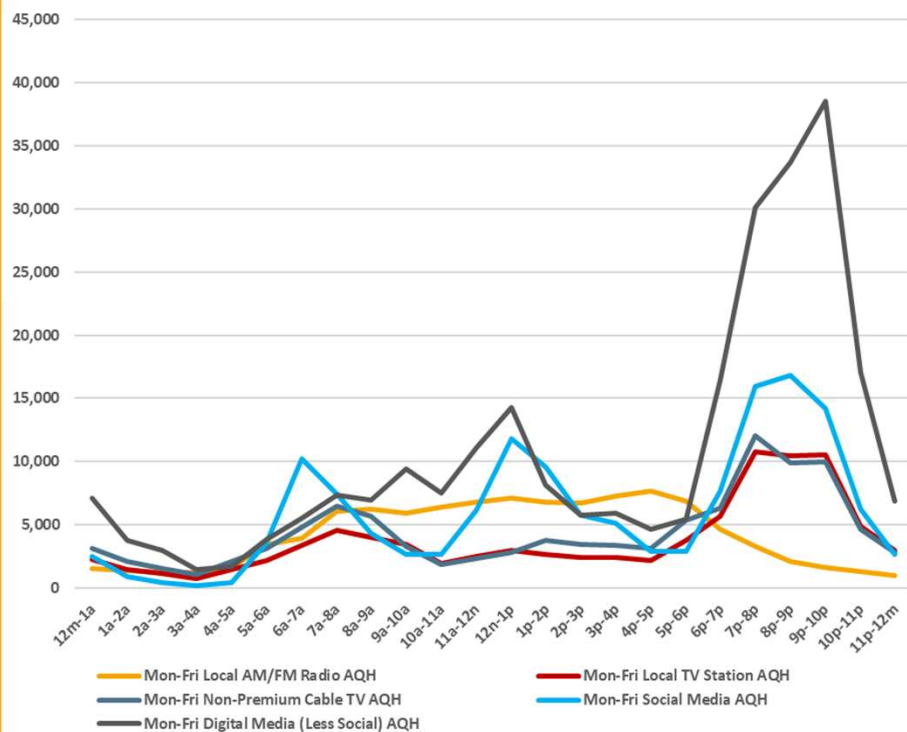
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
CIN Metro Area Adults 18 or older



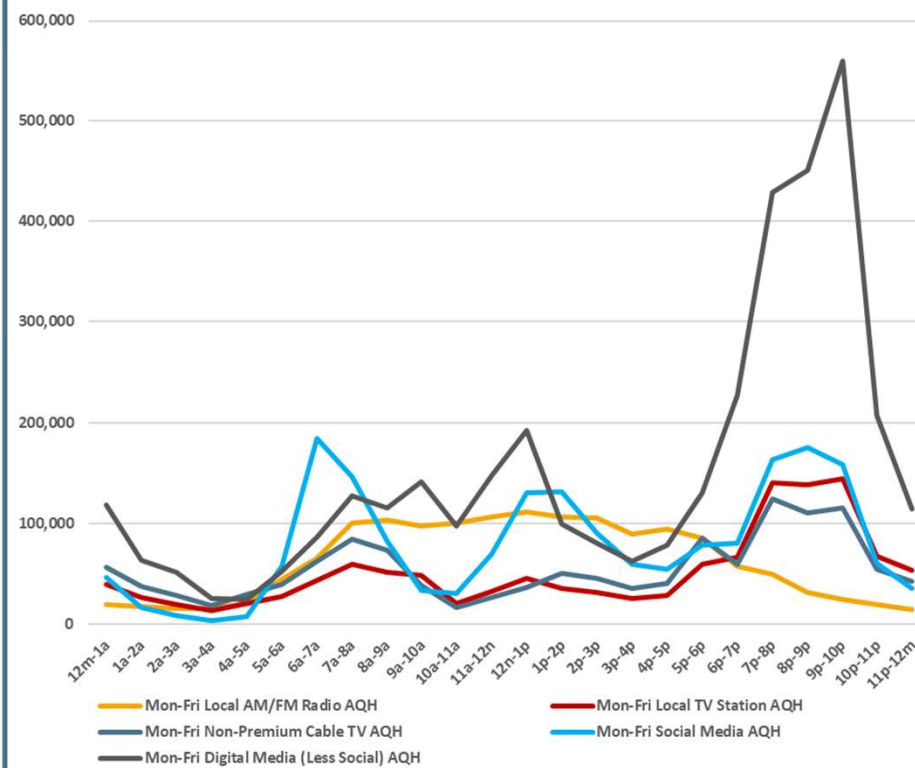


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 8,356; Local Radio: 6,353; Social Media: 6,111; Non-Prem. Cable: 4,065; Local TV: 3,240 reaching Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 mo

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months



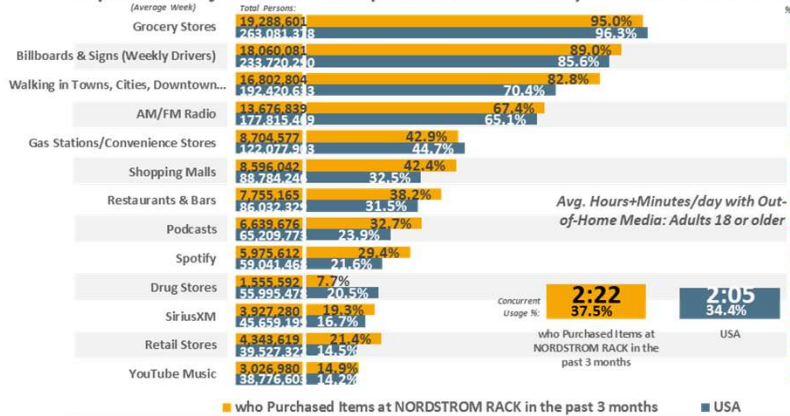
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
WPB Metro Area Adults 18 or older



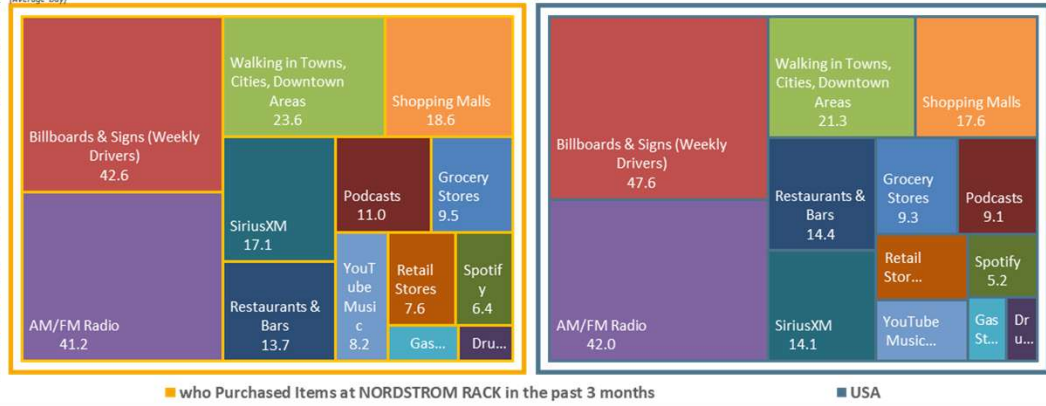


18,060,081 or 89.% of Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months spend an average of 42.6 minutes per day driving, seeing Billboards and Signs. 64.2% Listen to Local Radio Stations Out-of-Home for an average of 37. minut

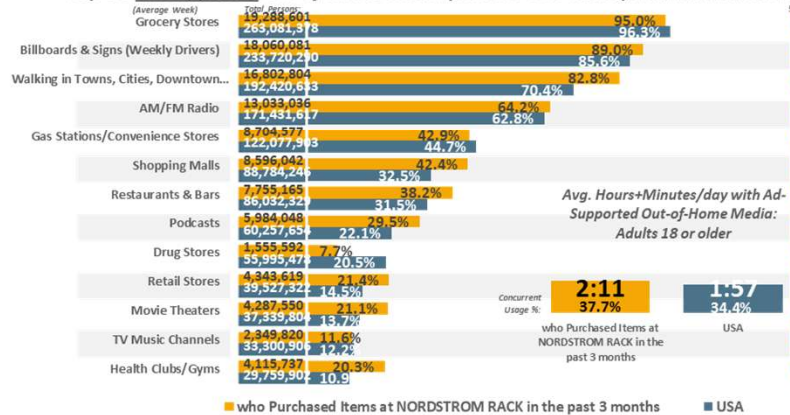
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



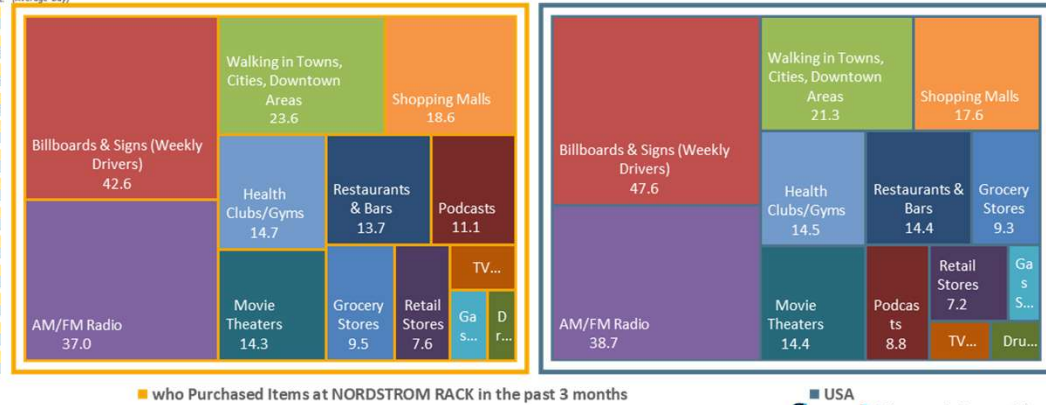
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 2026: Jan 25-Mar26 Qual Intab 1,904
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

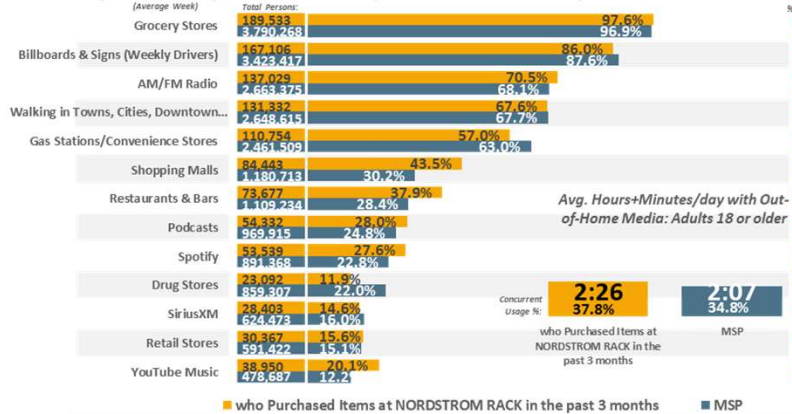
soefa.ai Share of Everything for Anything

(Clothing stores bought past 3 months: Nordstrom Rack OR Major stores bought past 3 months: Nordstrom Rack OR Shoe stores bought past 3 months: Nordstrom Rack)

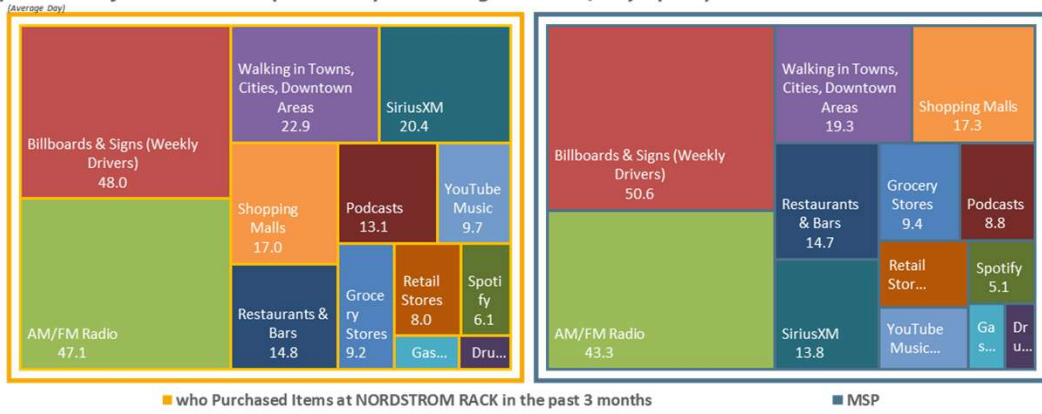


167,106 or 86.% of Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months spend an average of 48. minutes per day driving, seeing Billboards and Signs. 67.4% Listen to Local Radio Stations Out-of-Home for an average of 39.9 minutes/

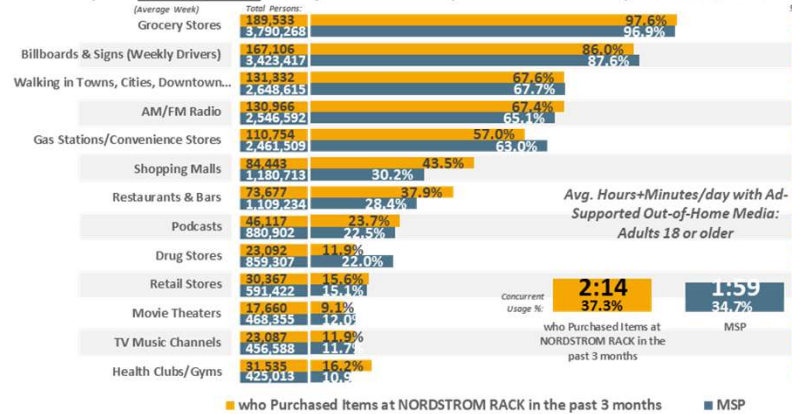
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



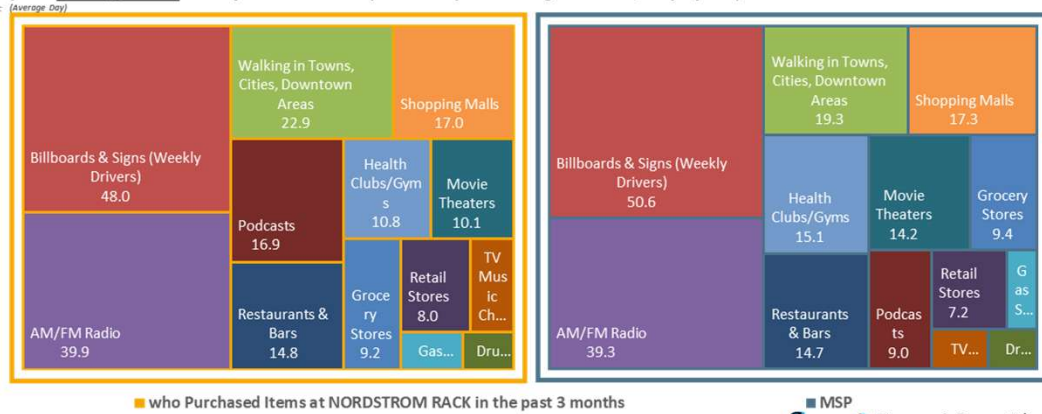
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 95
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

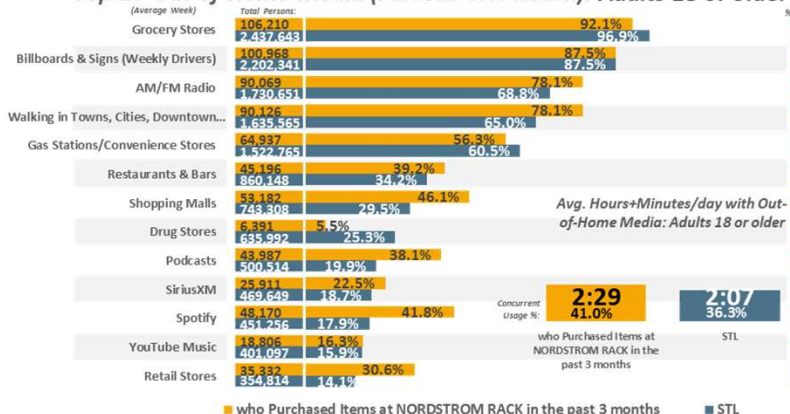
soefa.ai Share of Everything for Anything

(Clothing stores bought past 3 months: Nordstrom Rack OR Major stores bought past 3 months: Nordstrom Rack OR Shoe stores bought past 3 months: Nordstrom Rack)

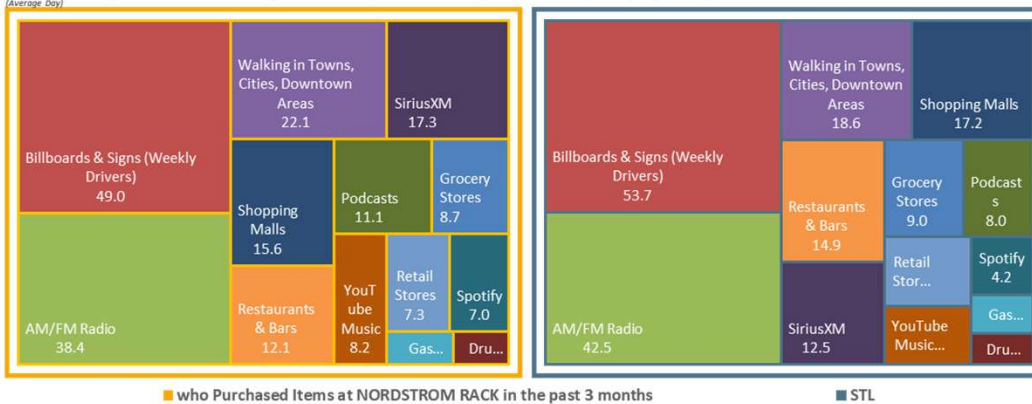


100,968 or 87.5% of Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months spend an average of 49. minutes per day driving, seeing Billboards and Signs. 75.9% Listen to Local Radio Stations Out-of-Home for an average of 35.5 minutes

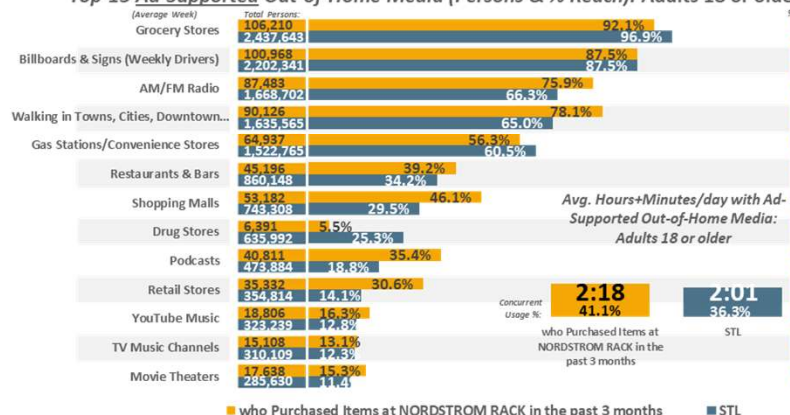
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



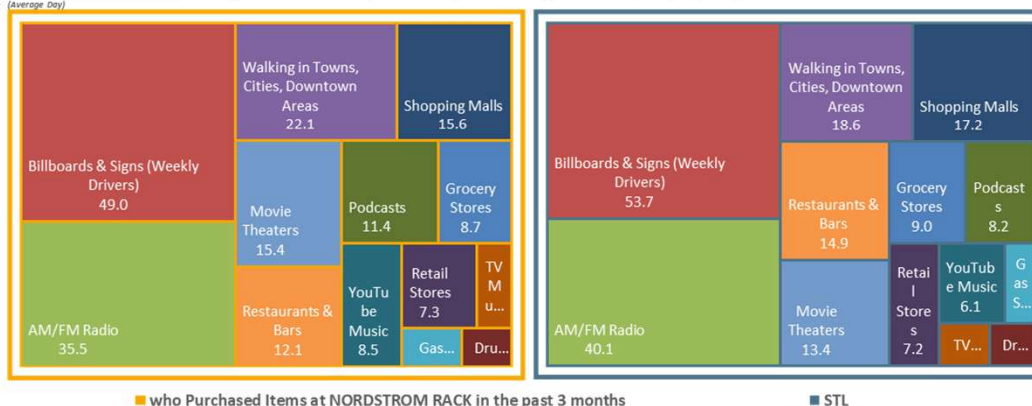
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 101
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

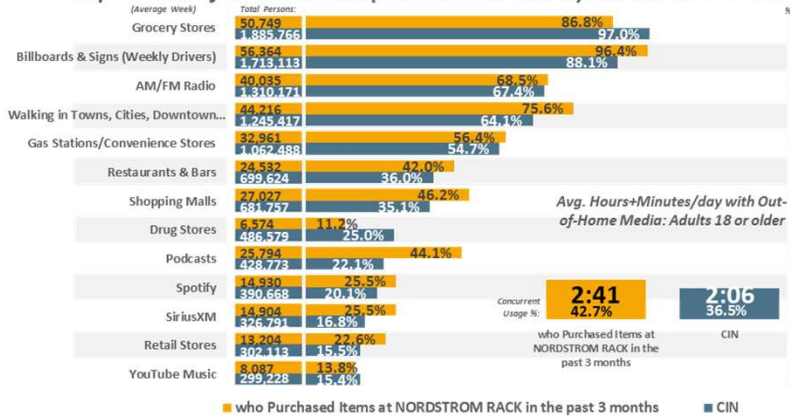
soefa.ai Share of Everything for Anything

(Clothing stores bought past 3 months: Nordstrom Rack OR Major stores bought past 3 months: Nordstrom Rack OR Shoe stores bought past 3 months: Nordstrom Rack)

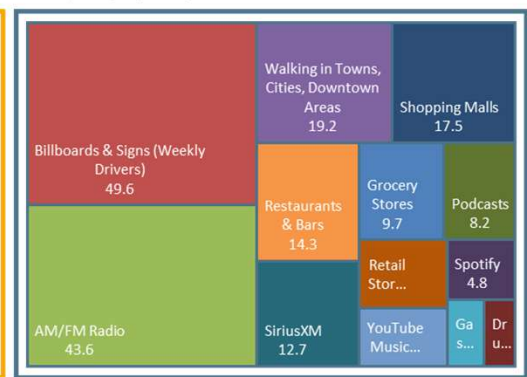
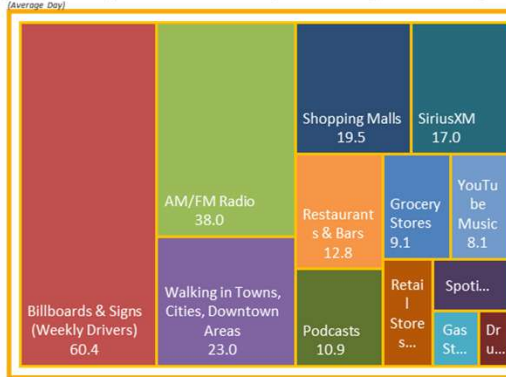


56,364 or 96.4% of Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months spend an average of 60.4 minutes per day driving, seeing Billboards and Signs. 66.3% Listen to Local Radio Stations Out-of-Home for an average of 35.9 minutes

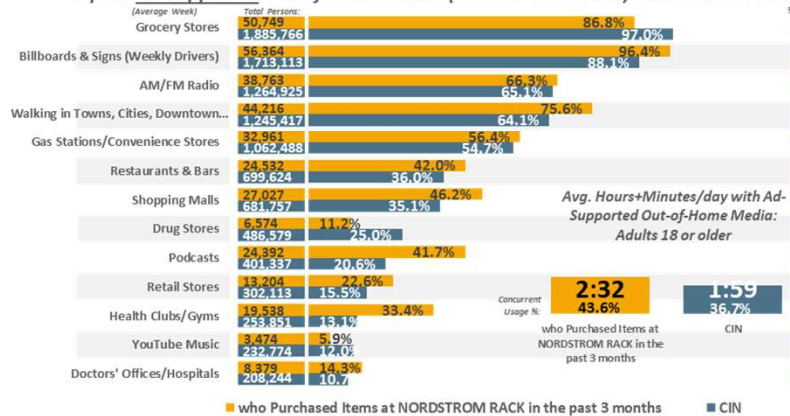
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



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



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



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



CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 88
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

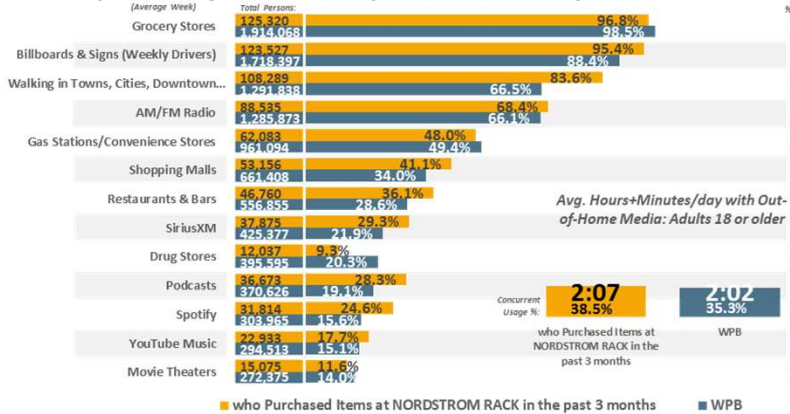
soefa.ai Share of Everything for Anything

(Clothing stores bought past 3 months: Nordstrom Rack OR Major stores bought past 3 months: Nordstrom Rack OR Shoe stores bought past 3 months: Nordstrom Rack)

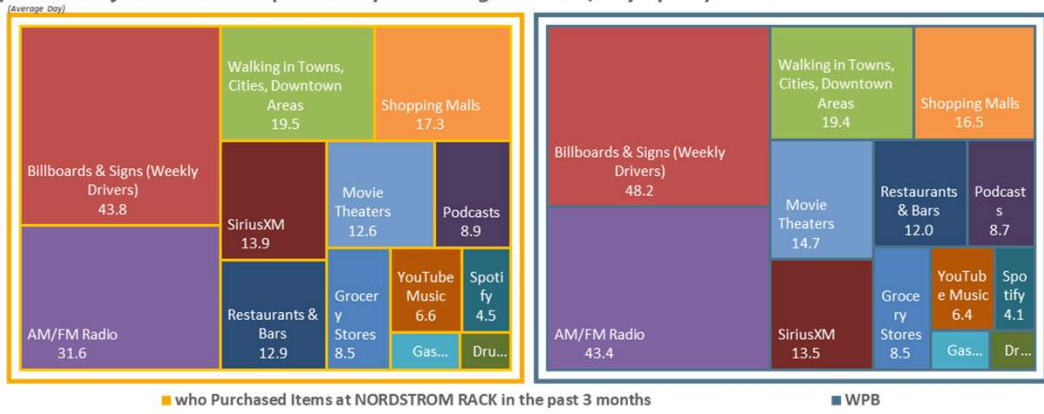


123,527 or 95.4% of Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months spend an average of 43.8 minutes per day driving, seeing Billboards and Signs. 66.2% Listen to Local Radio Stations Out-of-Home for an average of 29.2 minute

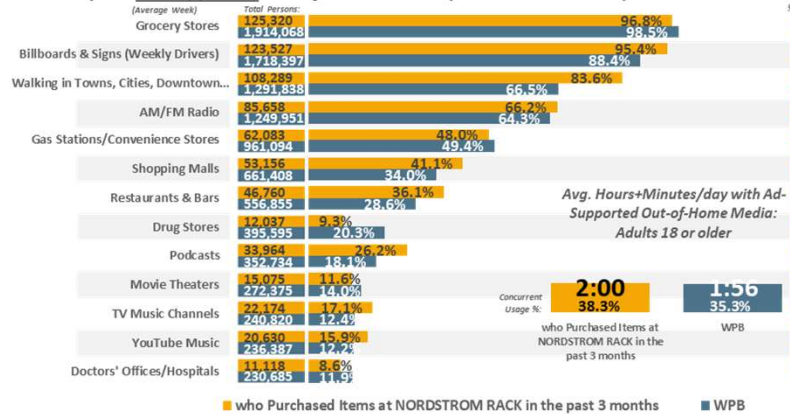
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



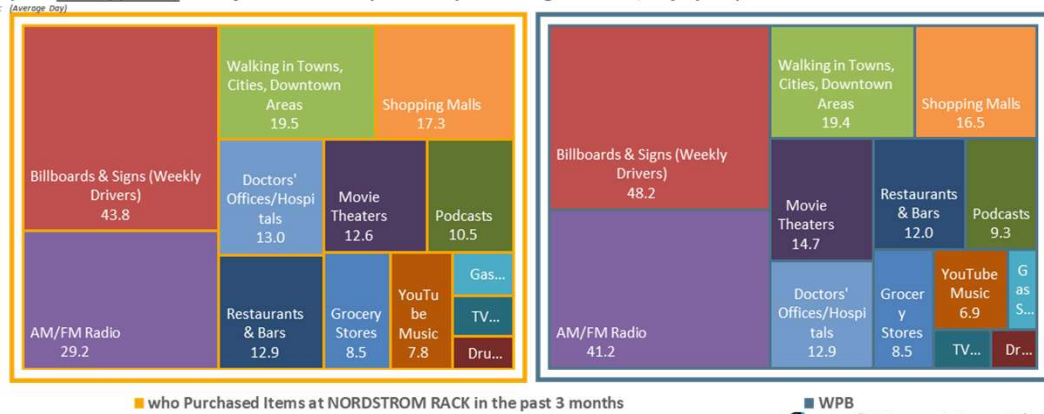
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



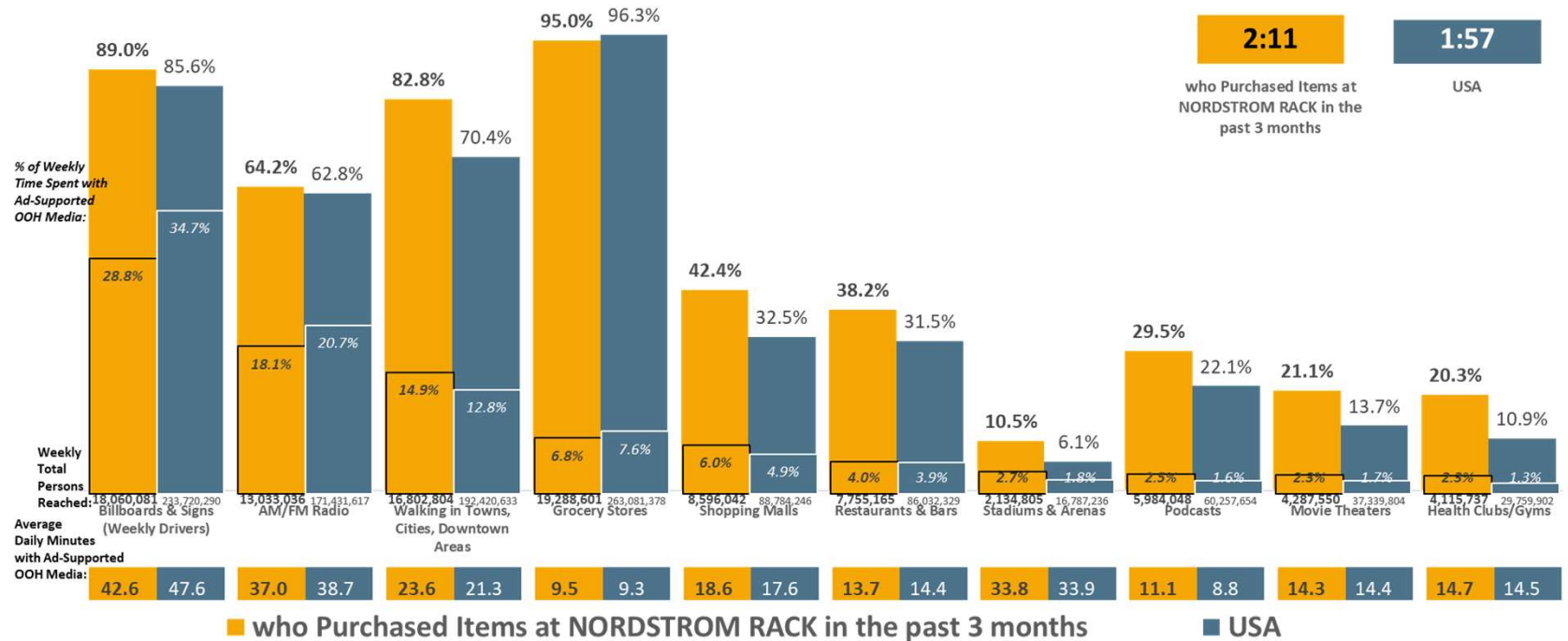


18,060,081 or 89.0% of Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months spend an average of 42.6 minutes per day driving, seeing Billboards and Signs representing 28.8% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 1,904
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

soefa.ai Share of Everything for Anything

(Clothing stores bought past 3 months: Nordstrom Rack OR Major stores bought past 3 months: Nordstrom Rack OR Shoe stores bought past 3 months: Nordstrom Rack)

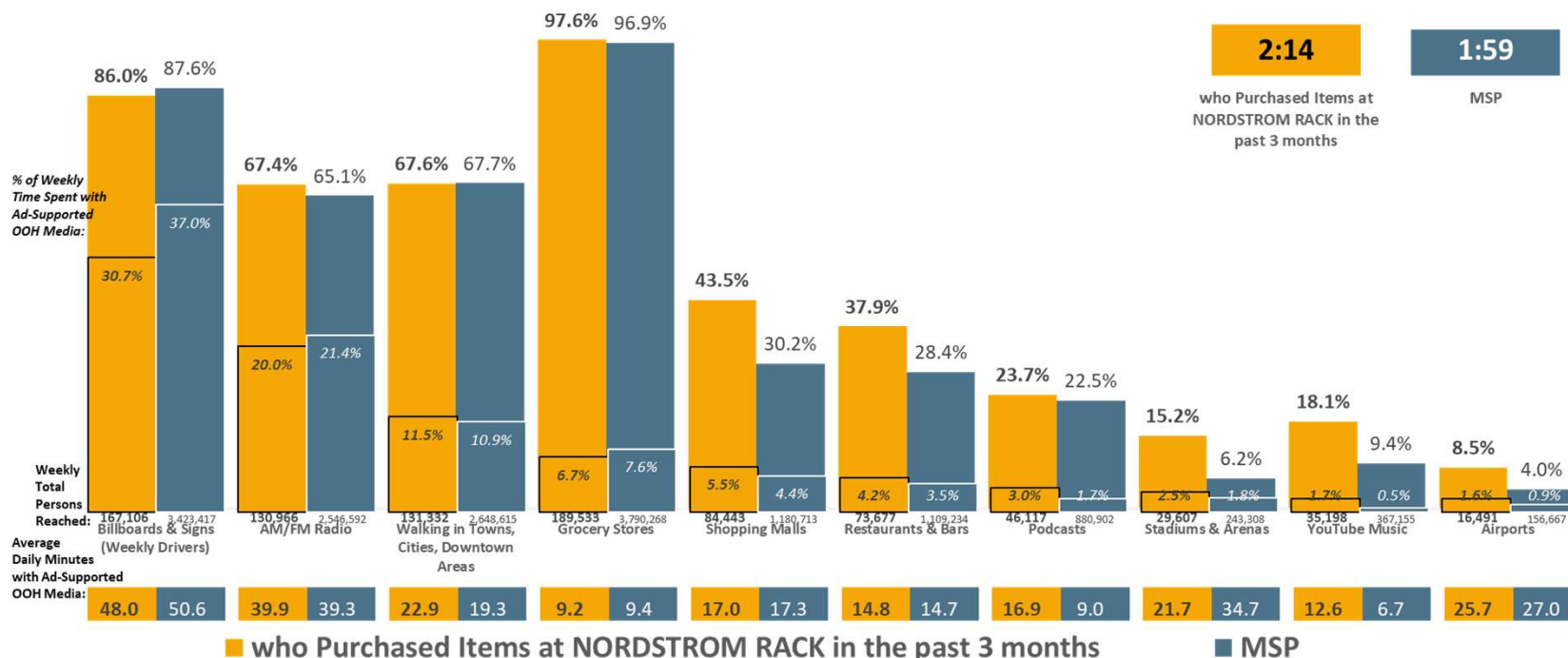


167,106 or 86.% of Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months spend an average of 48. minutes per day driving, seeing Billboards and Signs representing 30.7% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 95 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,934
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

(Clothing stores bought past 3 months: Nordstrom Rack OR Major stores bought past 3 months: Nordstrom Rack OR Shoe stores bought past 3 months: Nordstrom Rack)

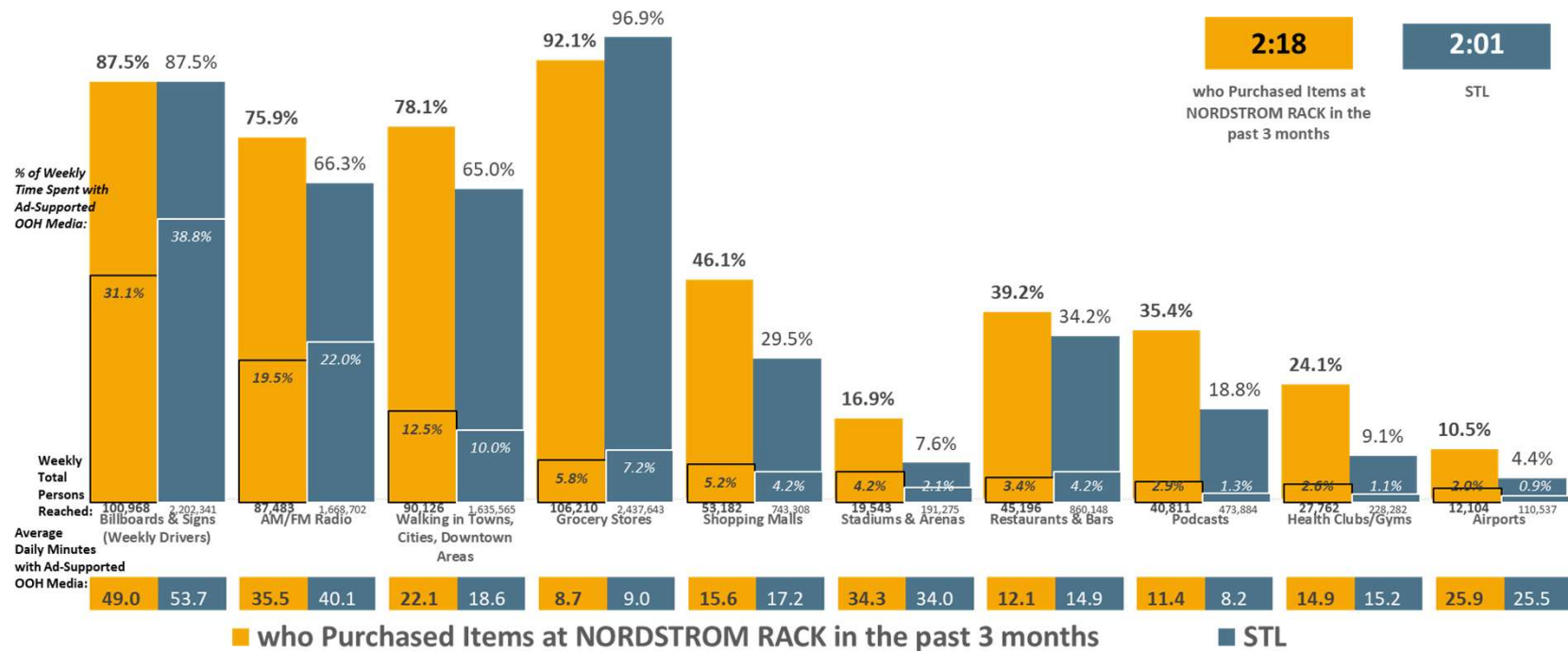


100,968 or 87.5% of Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months spend an average of 49. minutes per day driving, seeing Billboards and Signs representing 31.1% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 101
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,956

soefa.ai Share of Everything for Anything

(Clothing stores bought past 3 months: Nordstrom Rack OR Major stores bought past 3 months: Nordstrom Rack OR Shoe stores bought past 3 months: Nordstrom Rack)

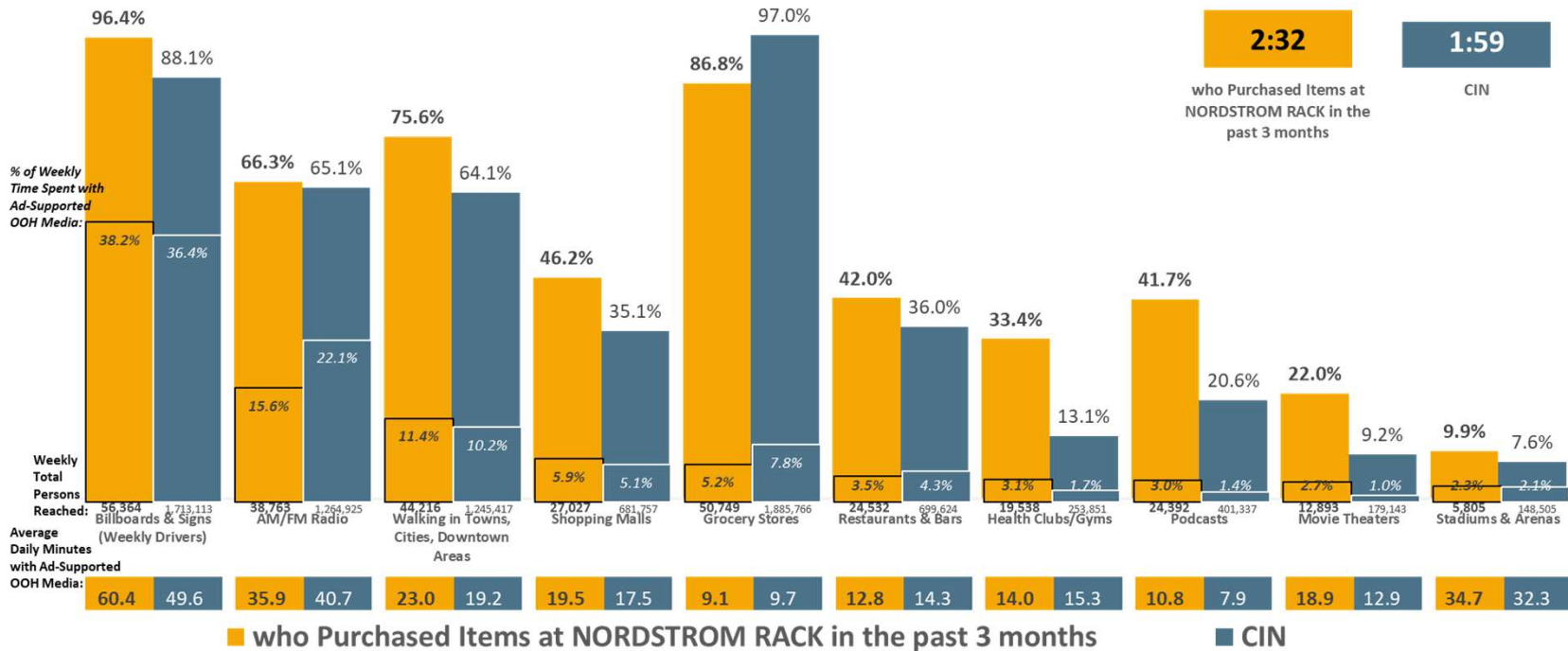


56,364 or 96.4% of Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months spend an average of 60.4 minutes per day driving, seeing Billboards and Signs representing 38.2% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



2:32

who Purchased Items at NORDSTROM RACK in the past 3 months

1:59

CIN

CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 88 CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,900
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

(Clothing stores bought past 3 months: Nordstrom Rack OR Major stores bought past 3 months: Nordstrom Rack OR Shoe stores bought past 3 months: Nordstrom Rack)

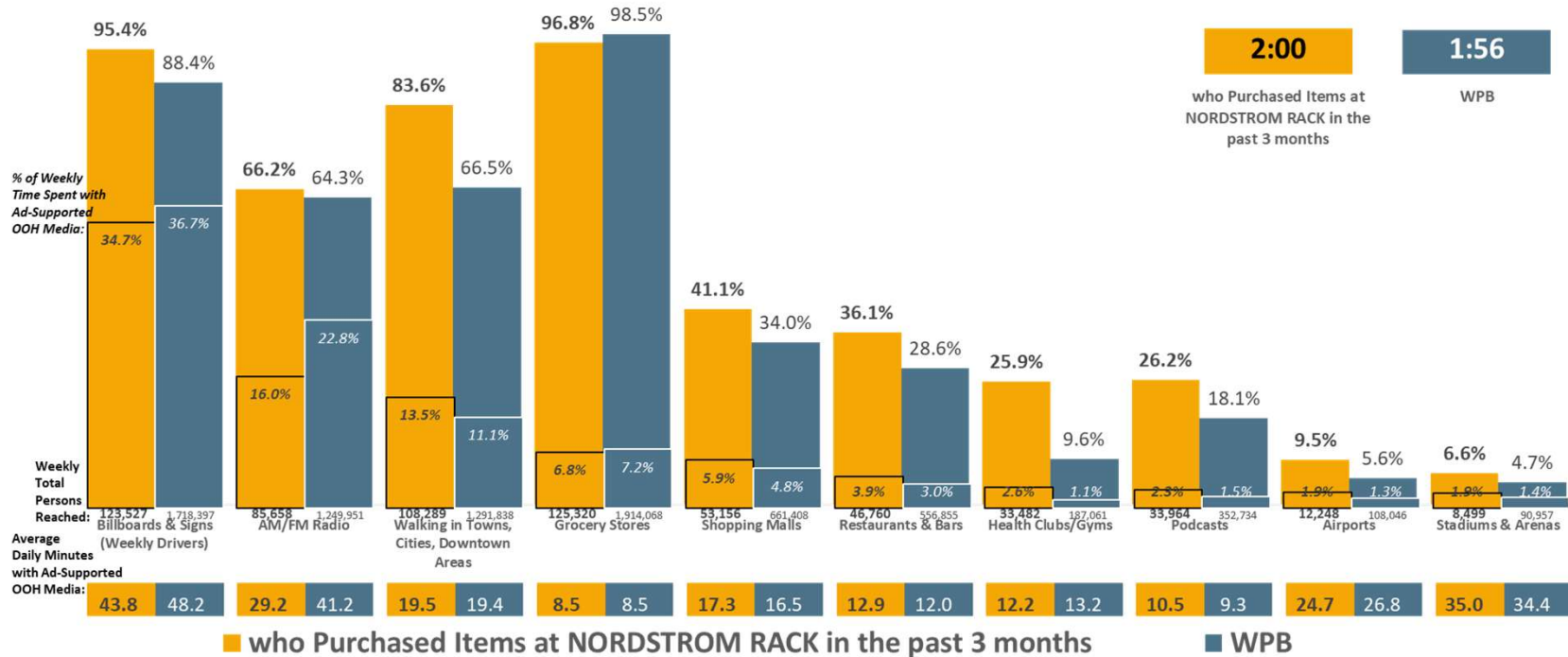


123,527 or 95.4% of Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months spend an average of 43.8 minutes per day driving, seeing Billboards and Signs representing 34.7% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 147 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 2,551
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

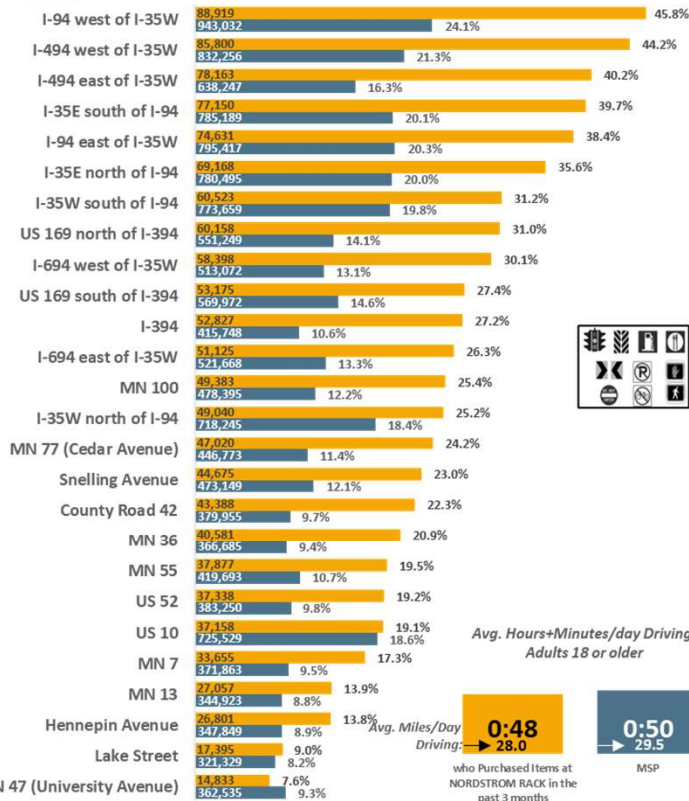
soefa.ai Share of Everything for Anything

(Clothing stores bought past 3 months: Nordstrom Rack OR Major stores bought past 3 months: Nordstrom Rack OR Shoe stores bought past 3 months: Nordstrom Rack)



167,106 or 86.% of Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months spend an average of 48. minutes per day driving an average of 28. miles each day and are 155.8% more likely to use I-394 than the Metro average.

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

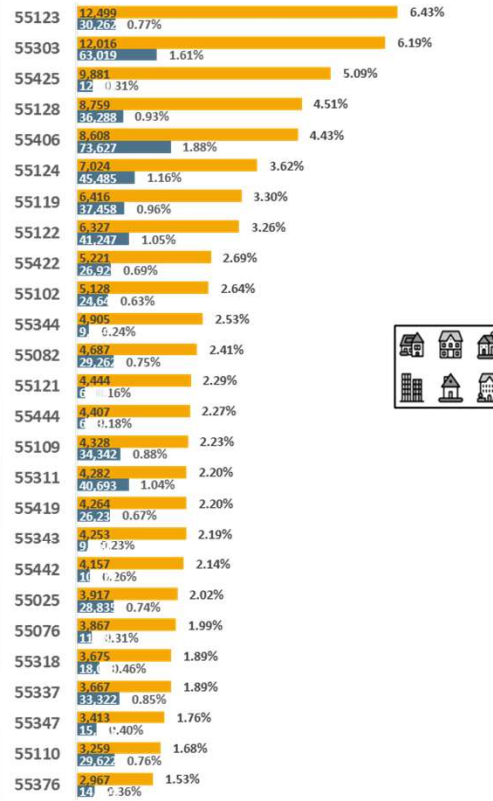


Avg. Hours+Minutes/day Driving:
Adults 18 or older

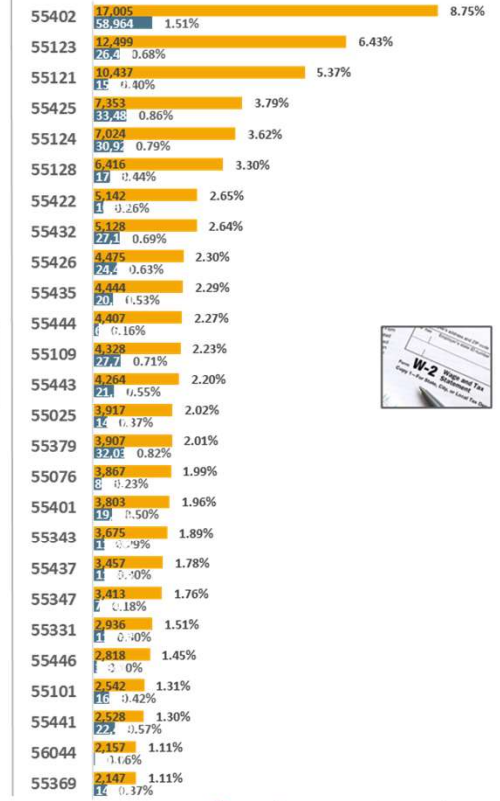
Avg. Miles/Day
Driving: 0:48 28.0 0:50 29.5

who Purchased Items at NORDSTROM RACK in the past 3 months MSP

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older

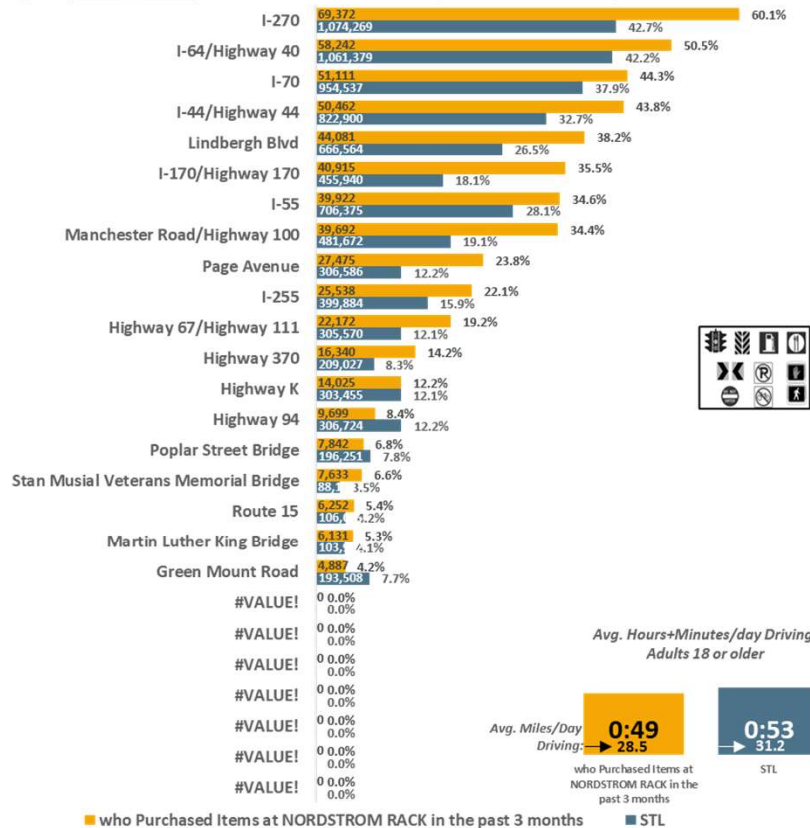


soefa.ai Share of Everything for Anything

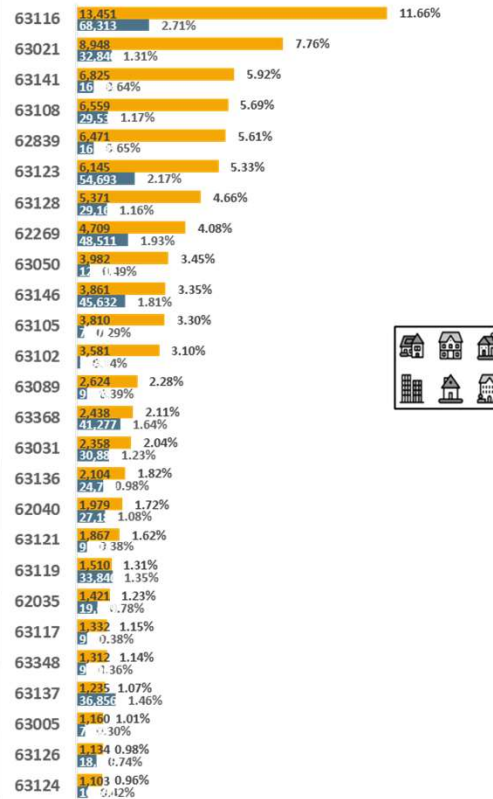


100,968 or 87.5% of Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months spend an average of 49. minutes per day driving an average of 28.5 miles each day and are 95.8% more likely to use I-170/Highway 170 than the Metro average.

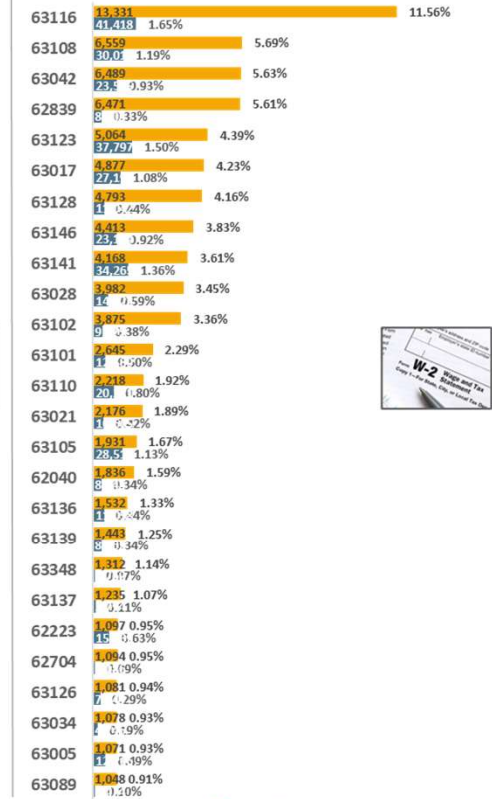
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



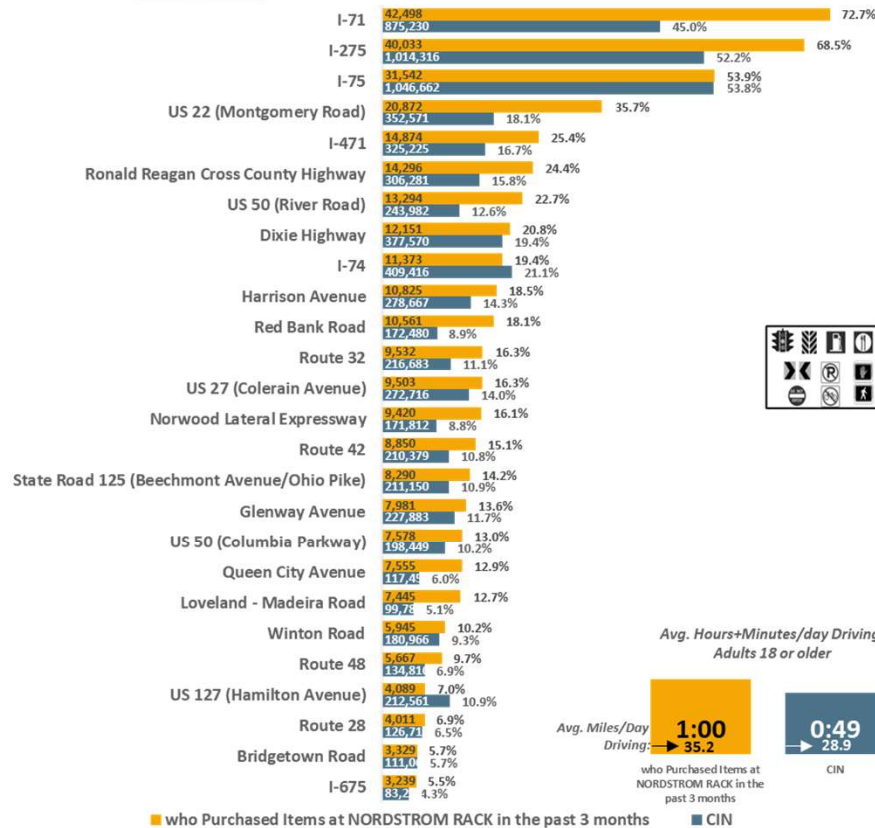
Top-26 Employment Zip Codes: Adults 18 or older





56,364 or 96.4% of Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months spend an average of 60.4 minutes per day driving an average of 35.2 miles each day and are 113.8% more likely to use Queen City Avenue than the Metro average.

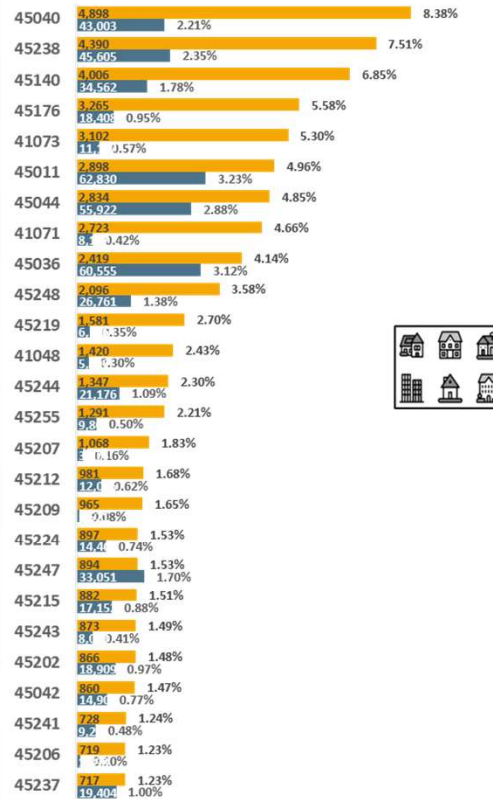
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



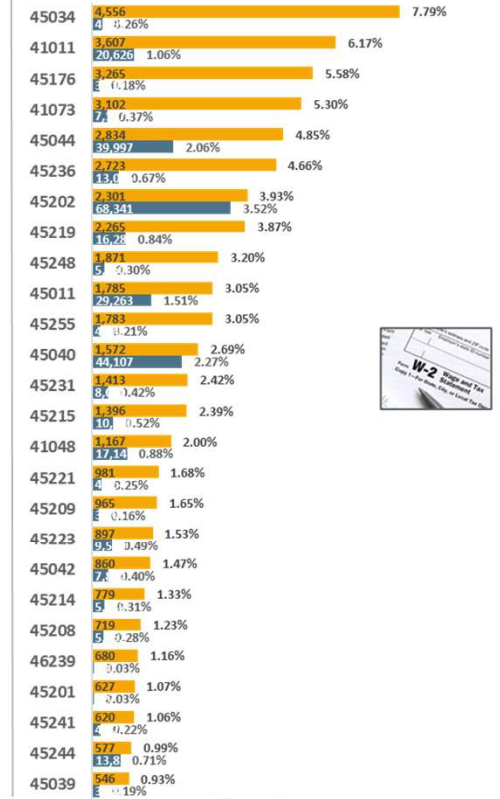
Avg. Hours+Minutes/day Driving:
Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older

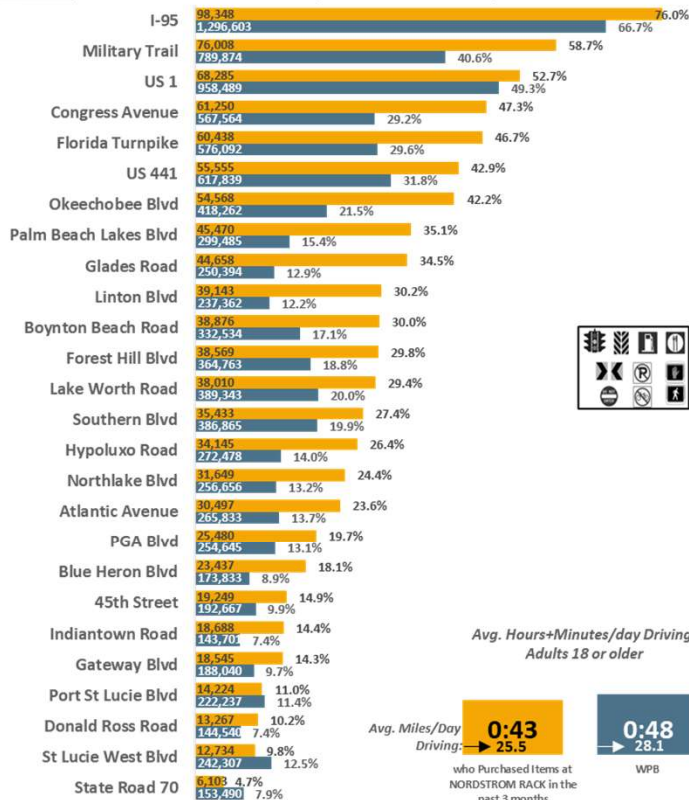


soefa.ai Share of Everything for Anything



123,527 or 95.4% of Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months spend an average of 43.8 minutes per day driving an average of 25.5 miles each day and are 167.8% more likely to use Glades Road than the Metro average.

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



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

Avg. Miles/Day
Driving:

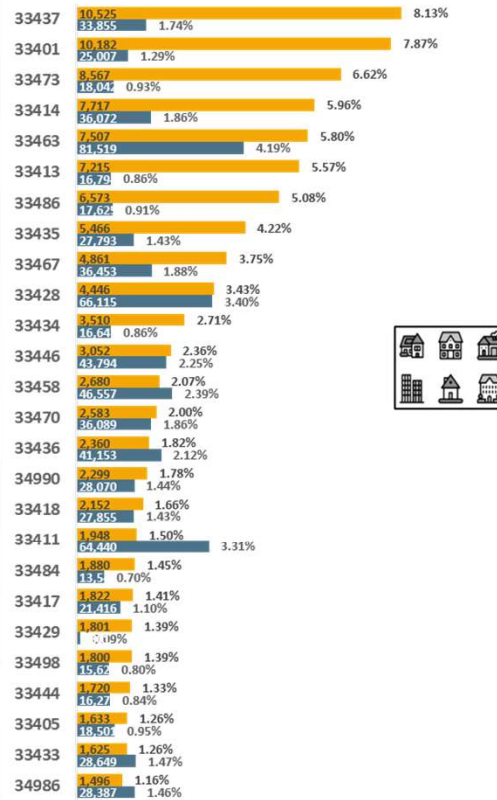
0:43
25.5

0:48
28.1

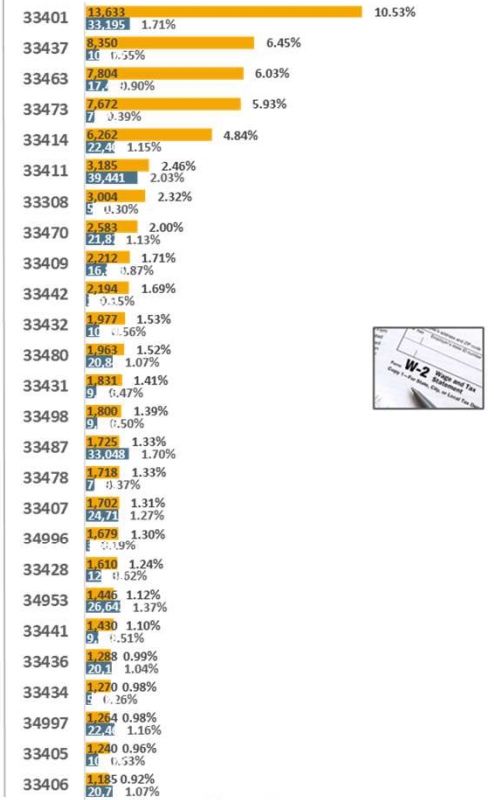
who Purchased Items at
NORDSTROM RACK in the
past 3 months

WPB

Top-26 Residential Zip Codes: Adults 18 or older

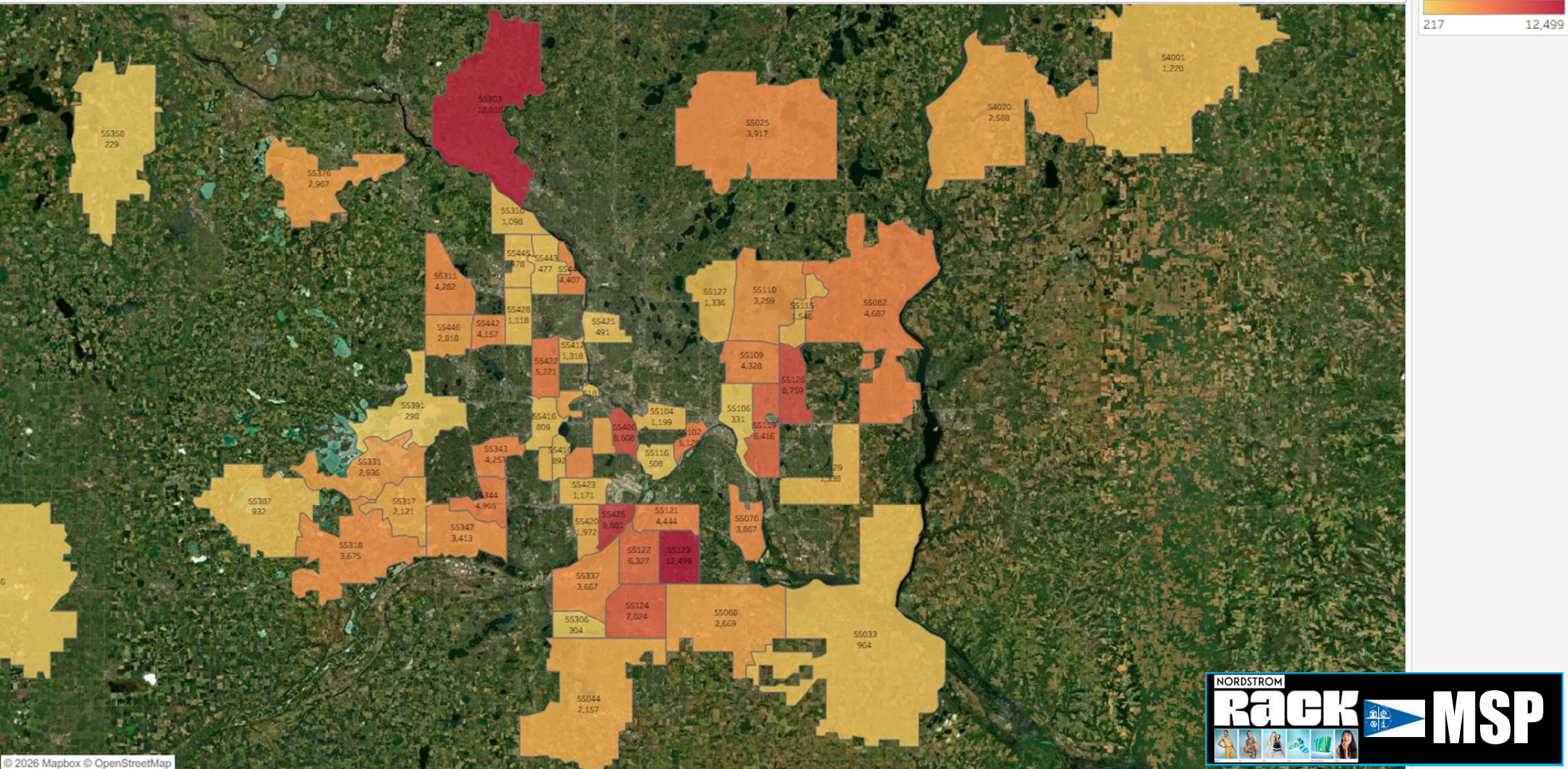


Top-26 Employment Zip Codes: Adults 18 or older



soefa.ai Share of Everything
for Anything

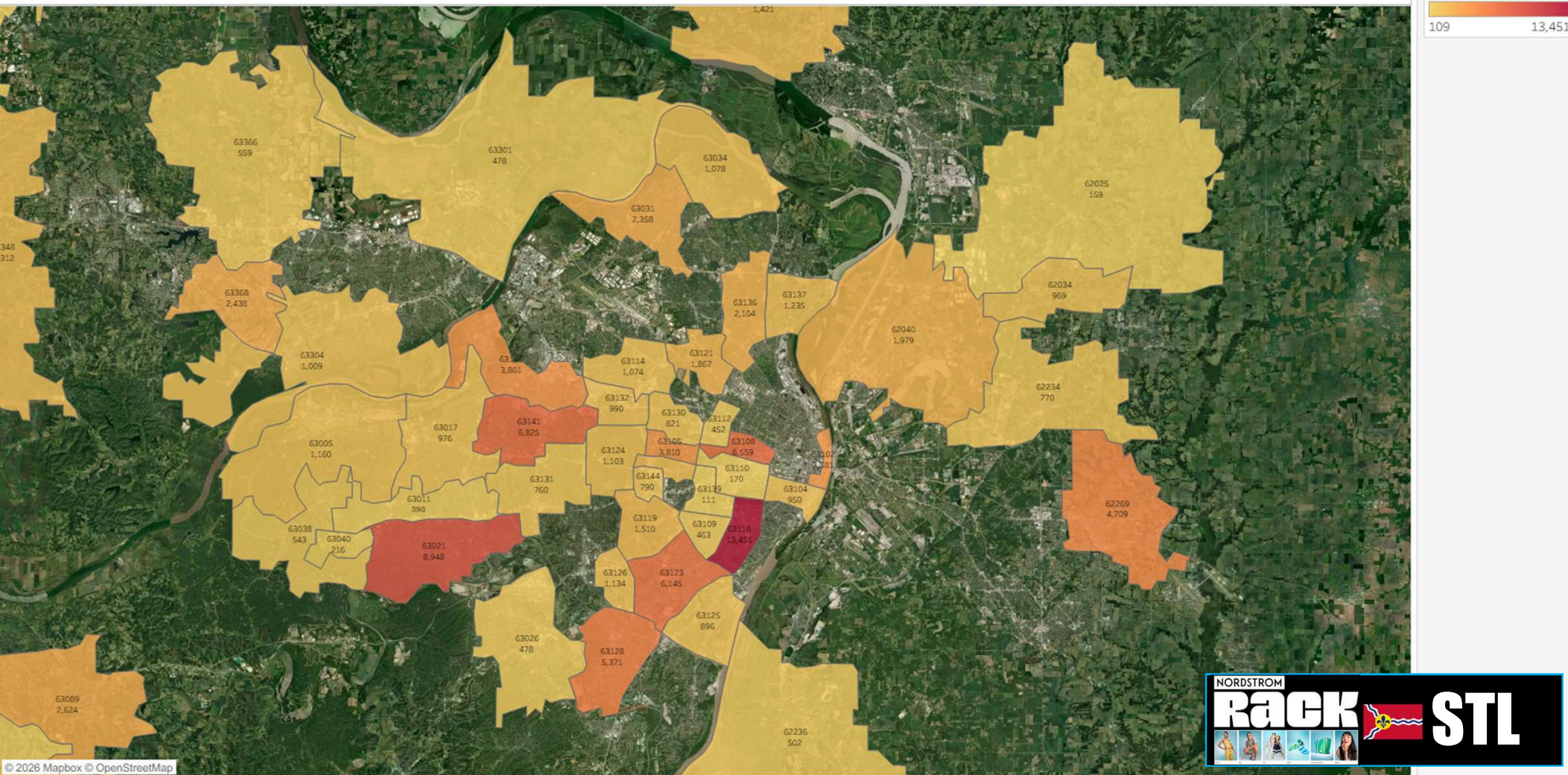
Top Residential Zip Codes: (Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months)



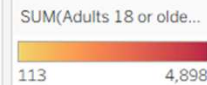
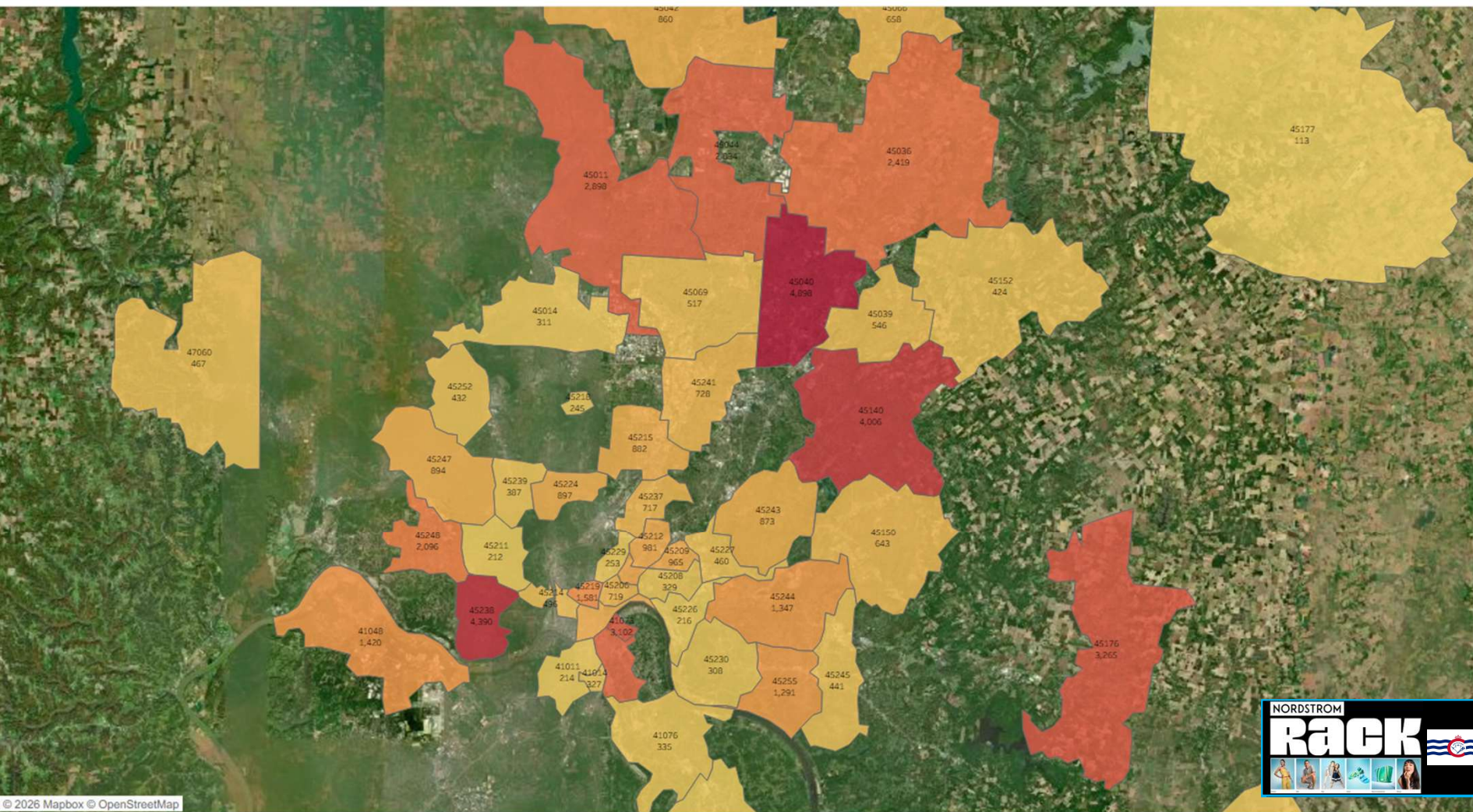
© 2026 Mapbox © OpenStreetMap



Top Residential Zip Codes: (Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months)



Top Residential Zip Codes: (Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months)



© 2026 Mapbox © OpenStreetMap

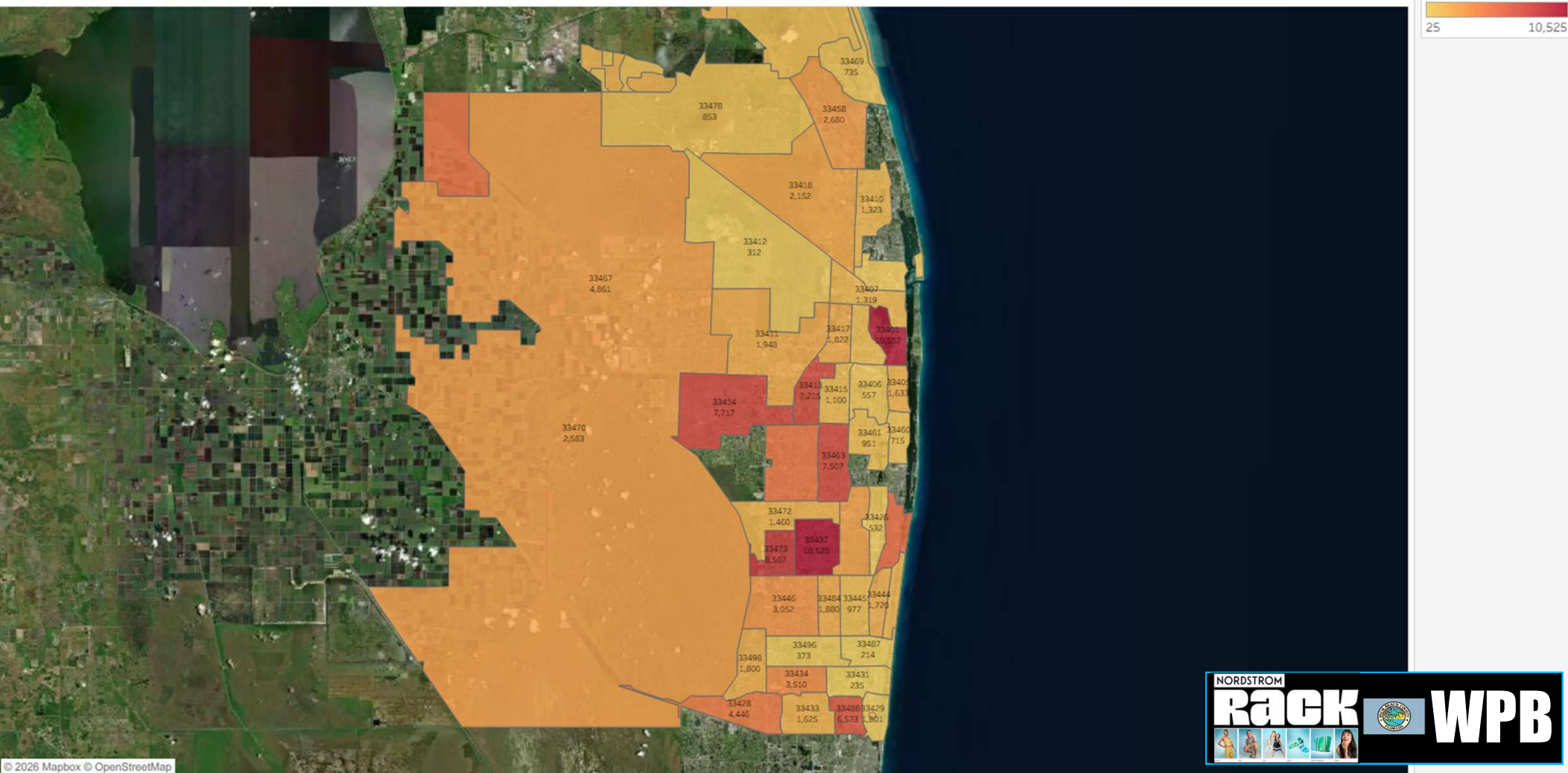
CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

88

soefa.ai Share of Everything for Anything

(Clothing stores bought past 3 months: Nordstrom Rack OR Major stores bought past 3 months: Nordstrom Rack OR Shoe stores bought past 3 months: Nordstrom Rack)

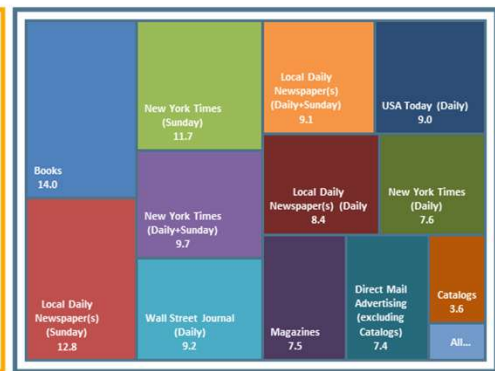
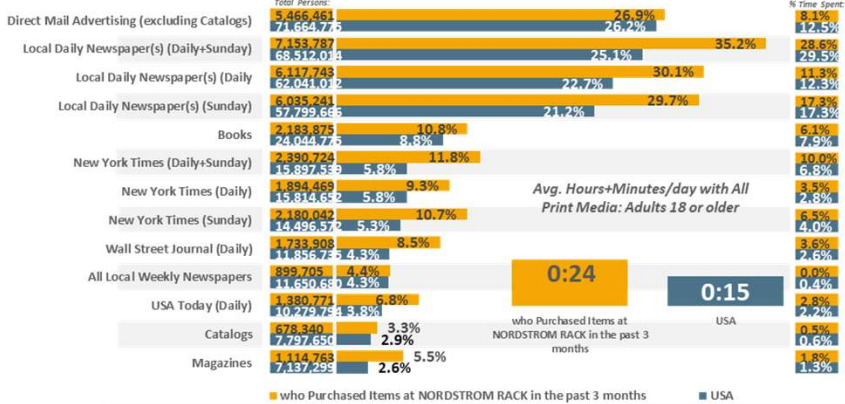
Top Residential Zip Codes: (Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months)



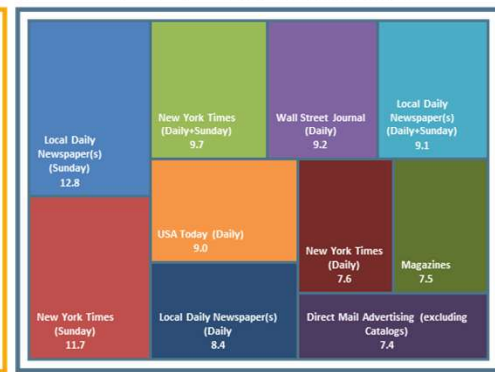
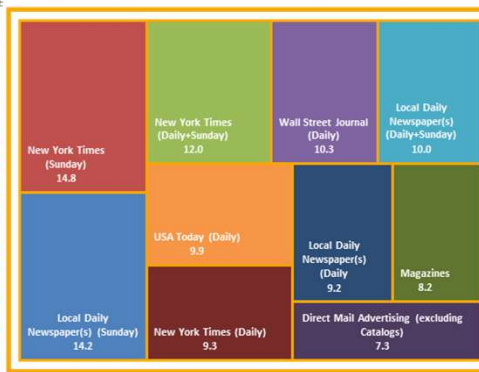
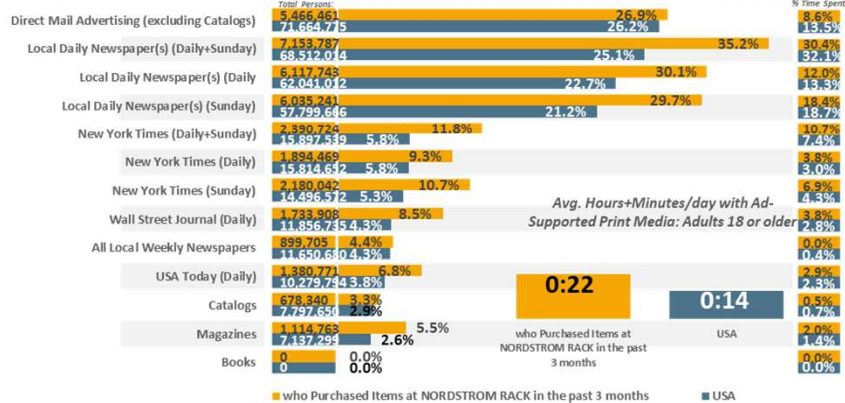


7,153,787 or 35.2% of Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10. minutes every day representing 30.4% of all time spent daily with All forms of Print Media

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



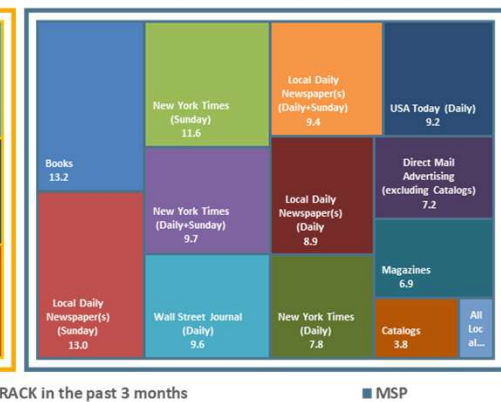
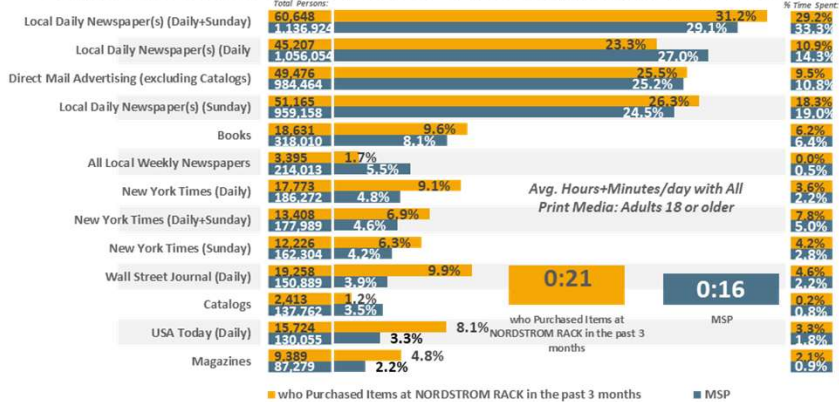
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



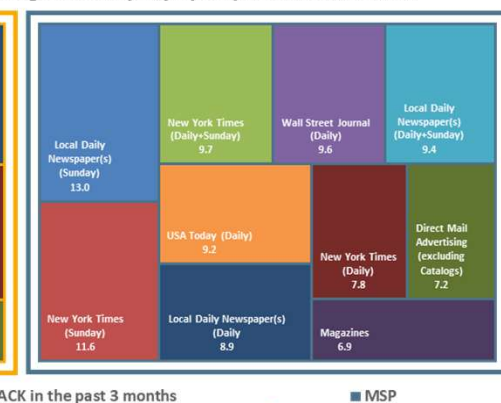
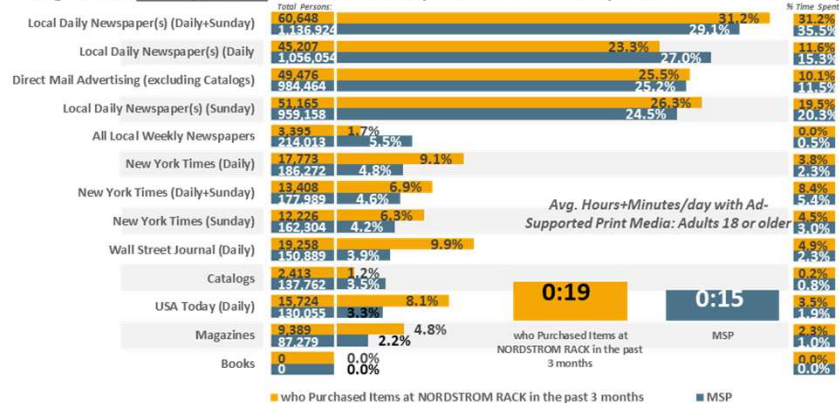


60,648 or 31.2% of Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.6 minutes every day representing 31.2% of all time spent daily with All forms of Print Media

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



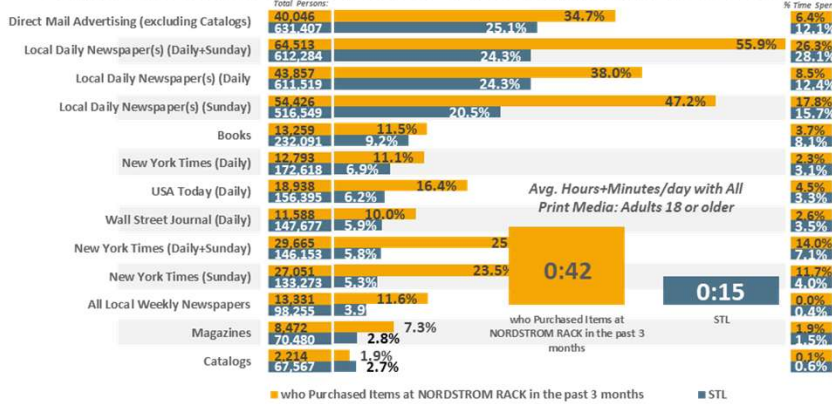
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



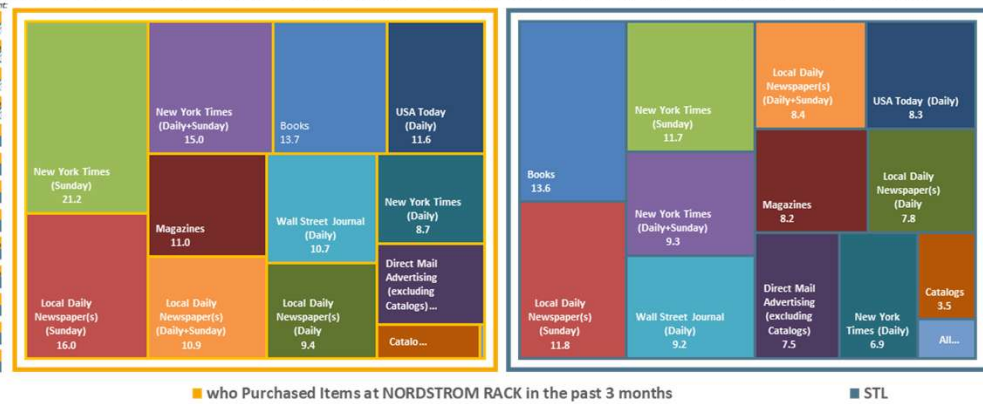


64,513 or 55.9% of Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.9 minutes every day representing 27.3% of all time spent daily with All forms of Print Media

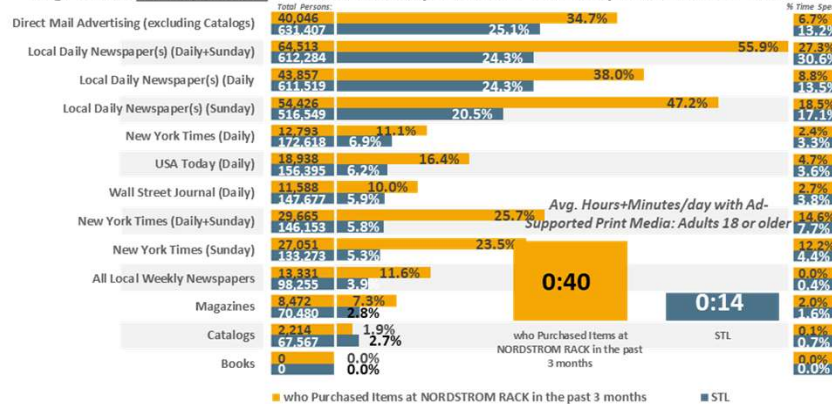
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



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



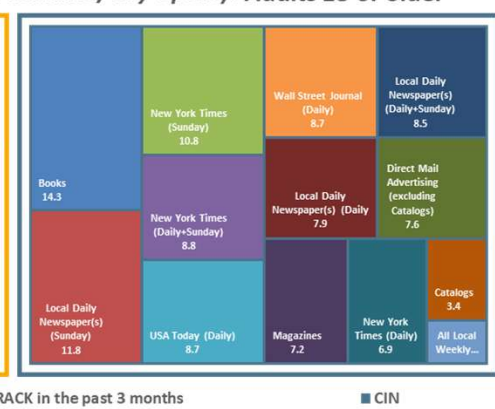
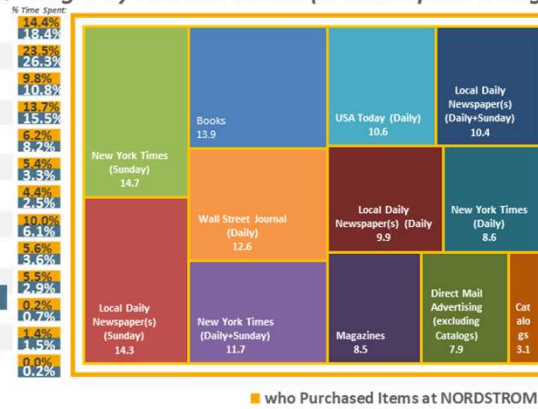
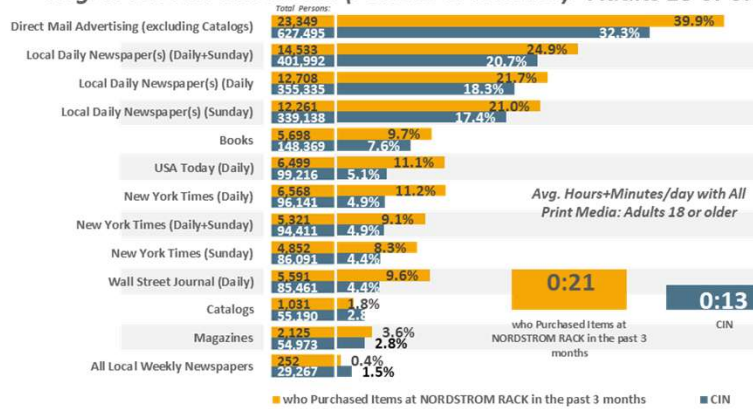
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



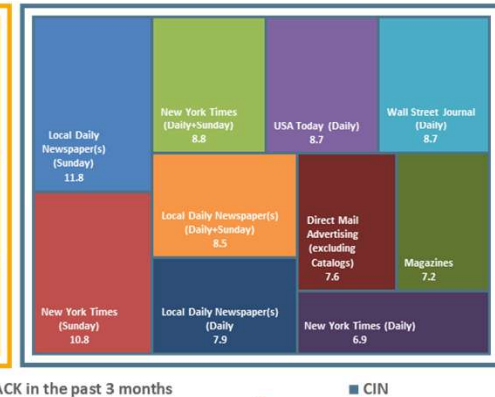
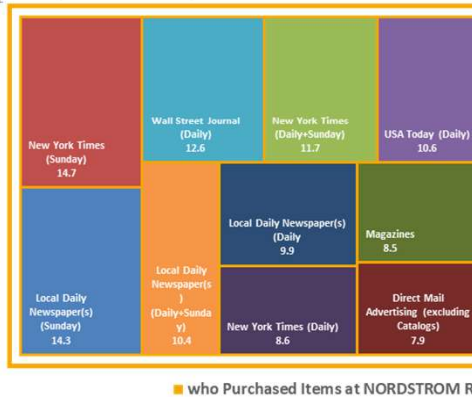
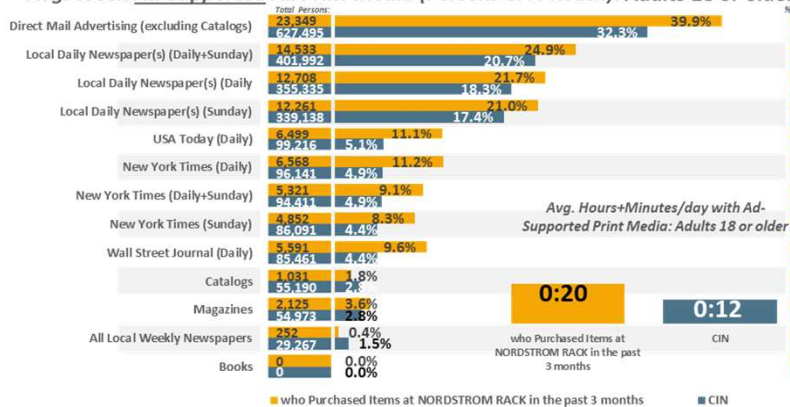


14,533 or 24.9% of Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.4 minutes every day representing 25.1% of all time spent daily with All forms of Print Media

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



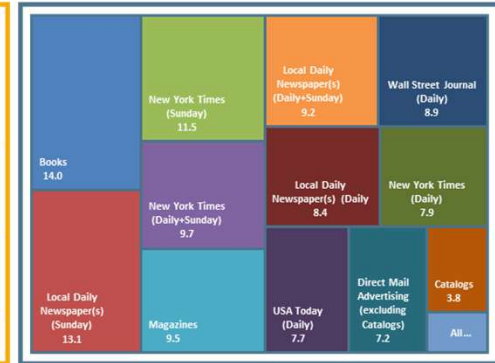
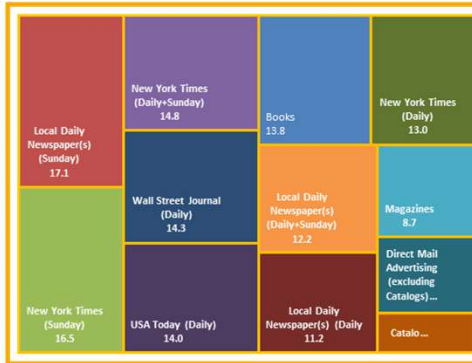
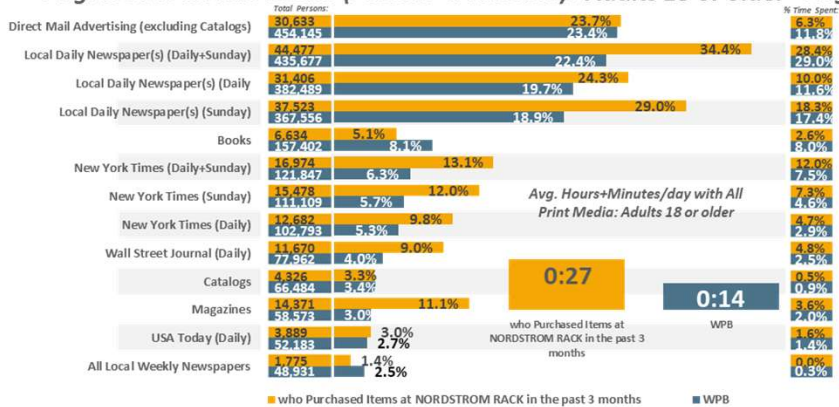
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



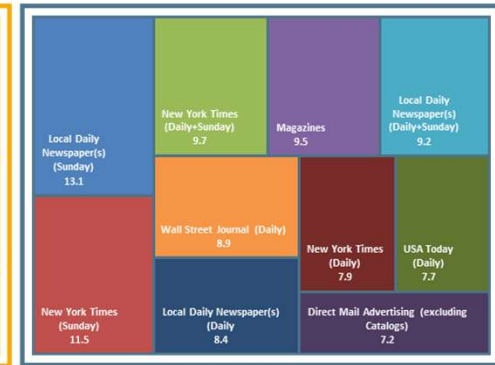
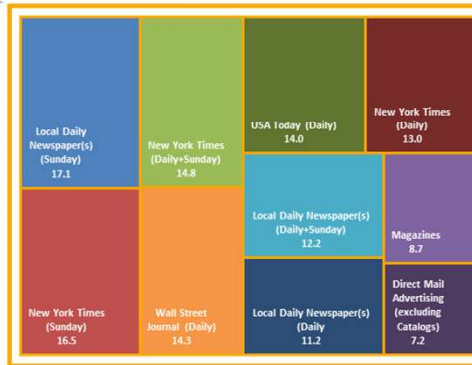
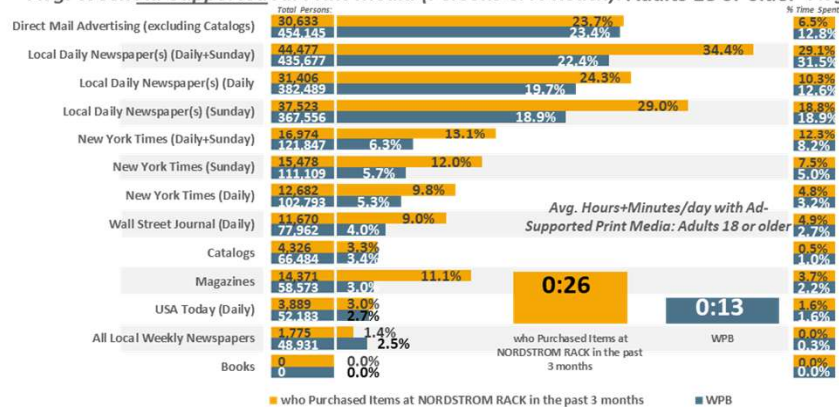


44,477 or 34.4% of Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 12.2 minutes every day representing 29.1% of all time spent daily with All forms of Print Media

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



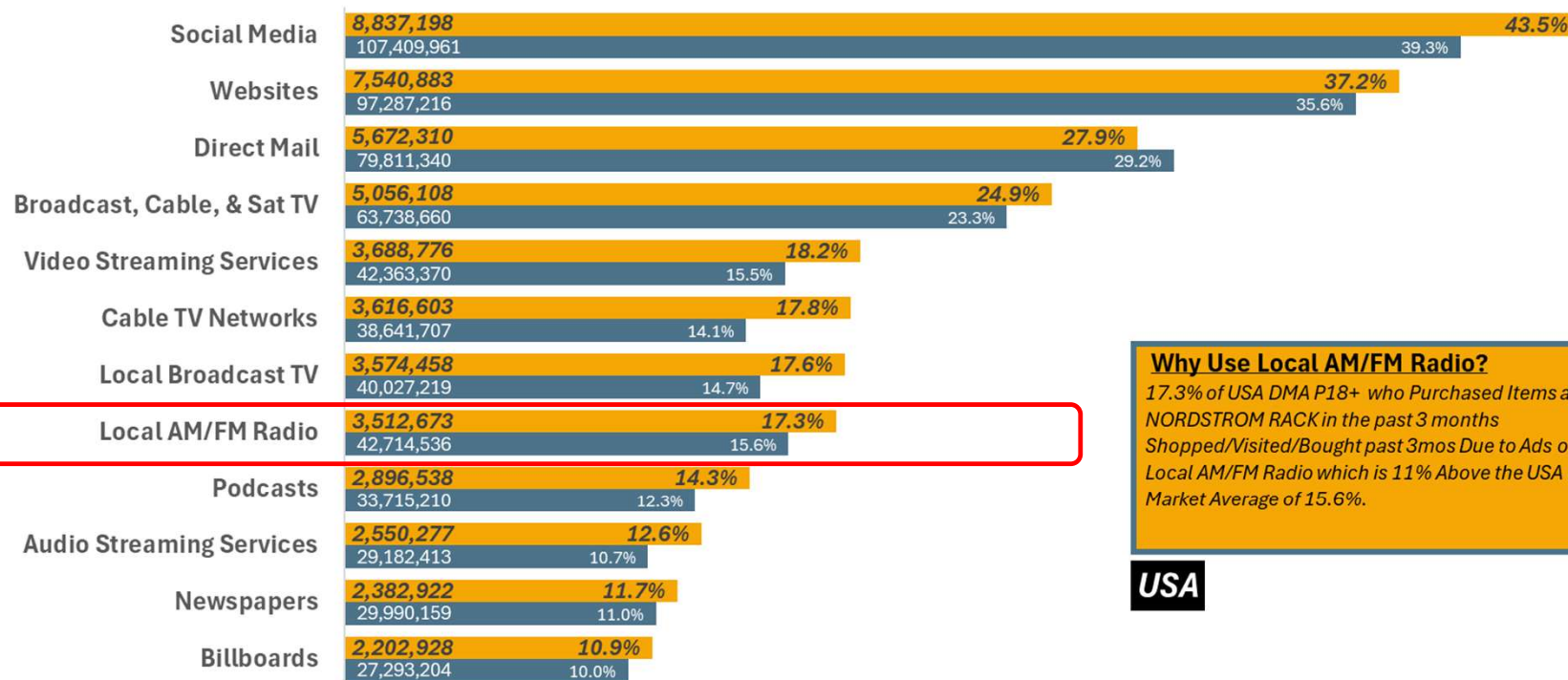
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





"Advertising Actions"

P18+ who Purchased Items at NORDSTROM RACK in the past 3 months
(Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

17.3% of USA DMA P18+ who Purchased Items at NORDSTROM RACK in the past 3 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 11% Above the USA DMA Market Average of 15.6%.

USA

■ P18+ who Purchased Items at NORDSTROM RACK in the past 3 months (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P18+ USA AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

USA DMA ScarboroughR1 2026:Jan25-Mar26 Qual Intab: 1904
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

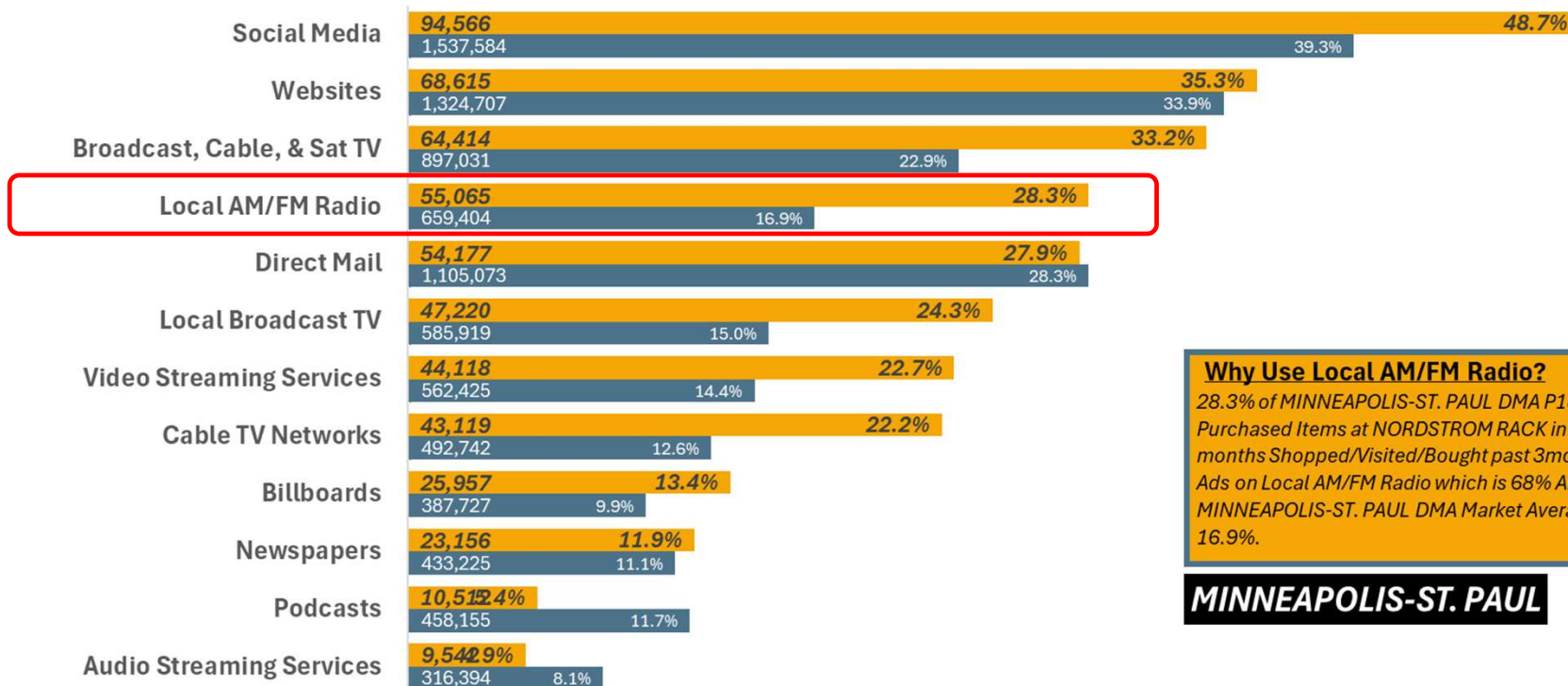
soefa.ai Share of Everything for Anything ®

(Clothing stores bought past 3 months: Nordstrom Rack OR Major stores bought past 3 months: Nordstrom Rack OR Shoe stores bought past 3 months: Nordstrom Rack)



"Advertising Actions"

**P18+ who Purchased Items at NORDSTROM RACK in the past 3 months
(Shopped/Visited/Bought past 3mos Due to Ads on %)**



Why Use Local AM/FM Radio?

28.3% of MINNEAPOLIS-ST. PAUL DMA P18+ who Purchased Items at NORDSTROM RACK in the past 3 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 68% Above the MINNEAPOLIS-ST. PAUL DMA Market Average of 16.9%.

MINNEAPOLIS-ST. PAUL

■ P18+ who Purchased Items at NORDSTROM RACK in the past 3 months (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P18+ MINNEAPOLIS-ST. PAUL AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 95
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

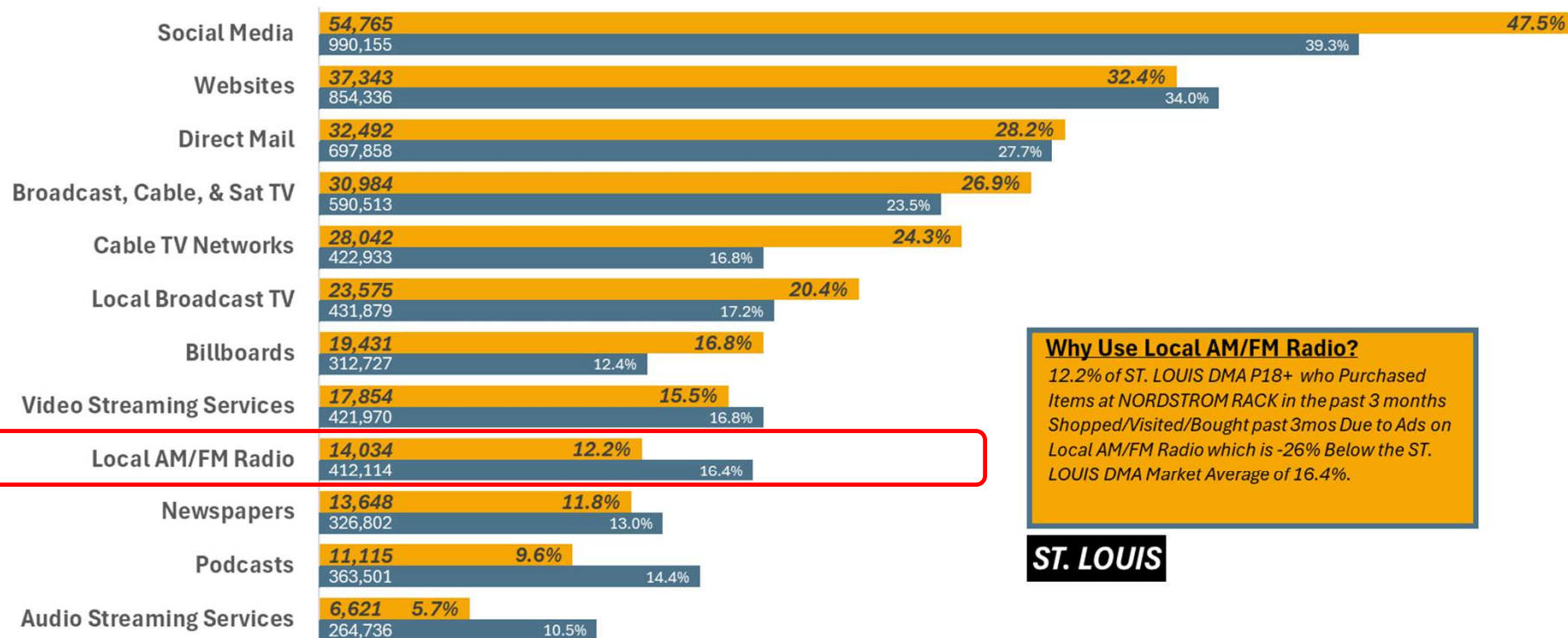
soefa.ai Share of Everything for Anything ®

(Clothing stores bought past 3 months: Nordstrom Rack OR Major stores bought past 3 months: Nordstrom Rack OR Shoe stores bought past 3 months: Nordstrom Rack)



"Advertising Actions"

P18+ who Purchased Items at NORDSTROM RACK in the past 3 months
(Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

12.2% of ST. LOUIS DMA P18+ who Purchased Items at NORDSTROM RACK in the past 3 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -26% Below the ST. LOUIS DMA Market Average of 16.4%.

ST. LOUIS

■ P18+ who Purchased Items at NORDSTROM RACK in the past 3 months (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P18+ ST. LOUIS AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

ST. LOUIS DMA ScarboroughR1 2026:Feb25-Feb26 QualIntab: 101

All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

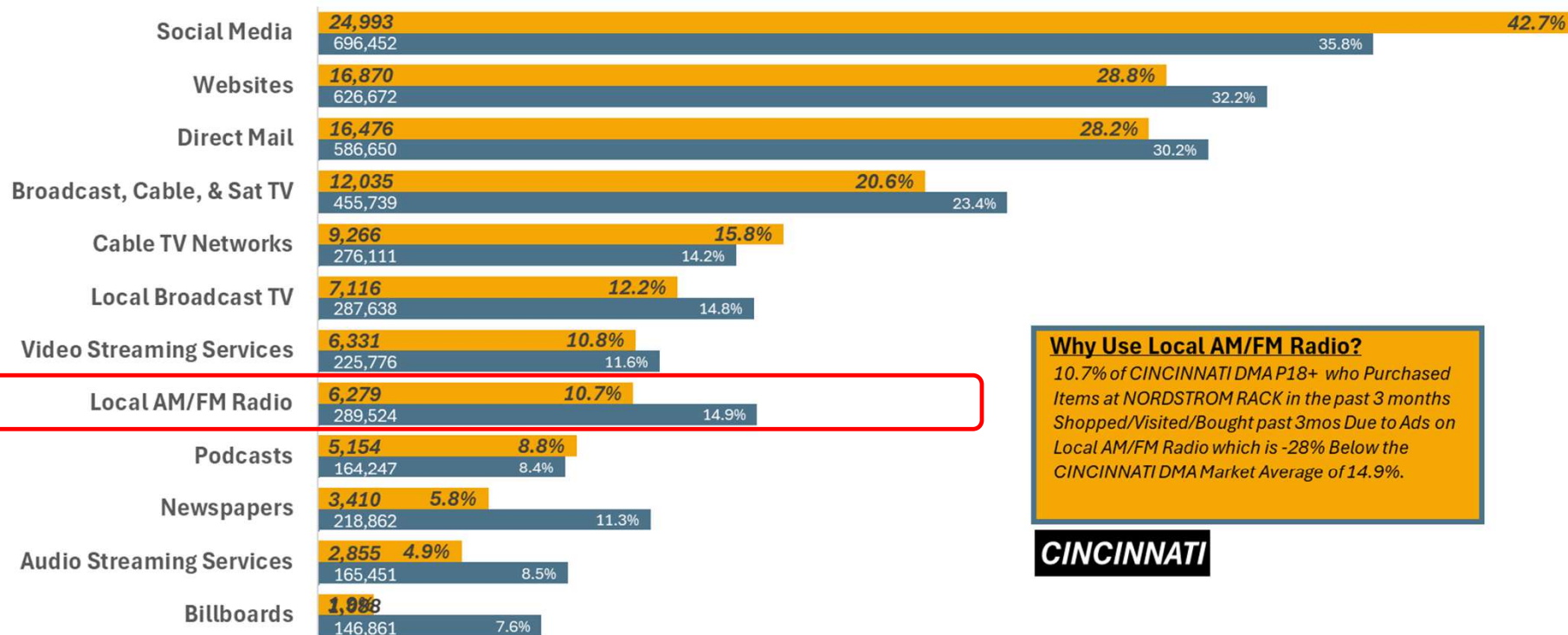
soefa.ai Share of Everything for Anything ®

(Clothing stores bought past 3 months: Nordstrom Rack OR Major stores bought past 3 months: Nordstrom Rack OR Shoe stores bought past 3 months: Nordstrom Rack)



"Advertising Actions"

**P18+ who Purchased Items at NORDSTROM RACK in the past 3 months
(Shopped/Visited/Bought past 3mos Due to Ads on %)**



Why Use Local AM/FM Radio?

10.7% of CINCINNATI DMA P18+ who Purchased Items at NORDSTROM RACK in the past 3 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -28% Below the CINCINNATI DMA Market Average of 14.9%.

CINCINNATI

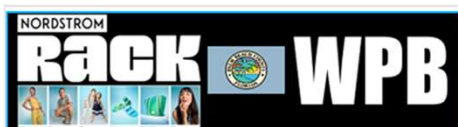
■ P18+ who Purchased Items at NORDSTROM RACK in the past 3 months (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P18+ CINCINNATI AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 88
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

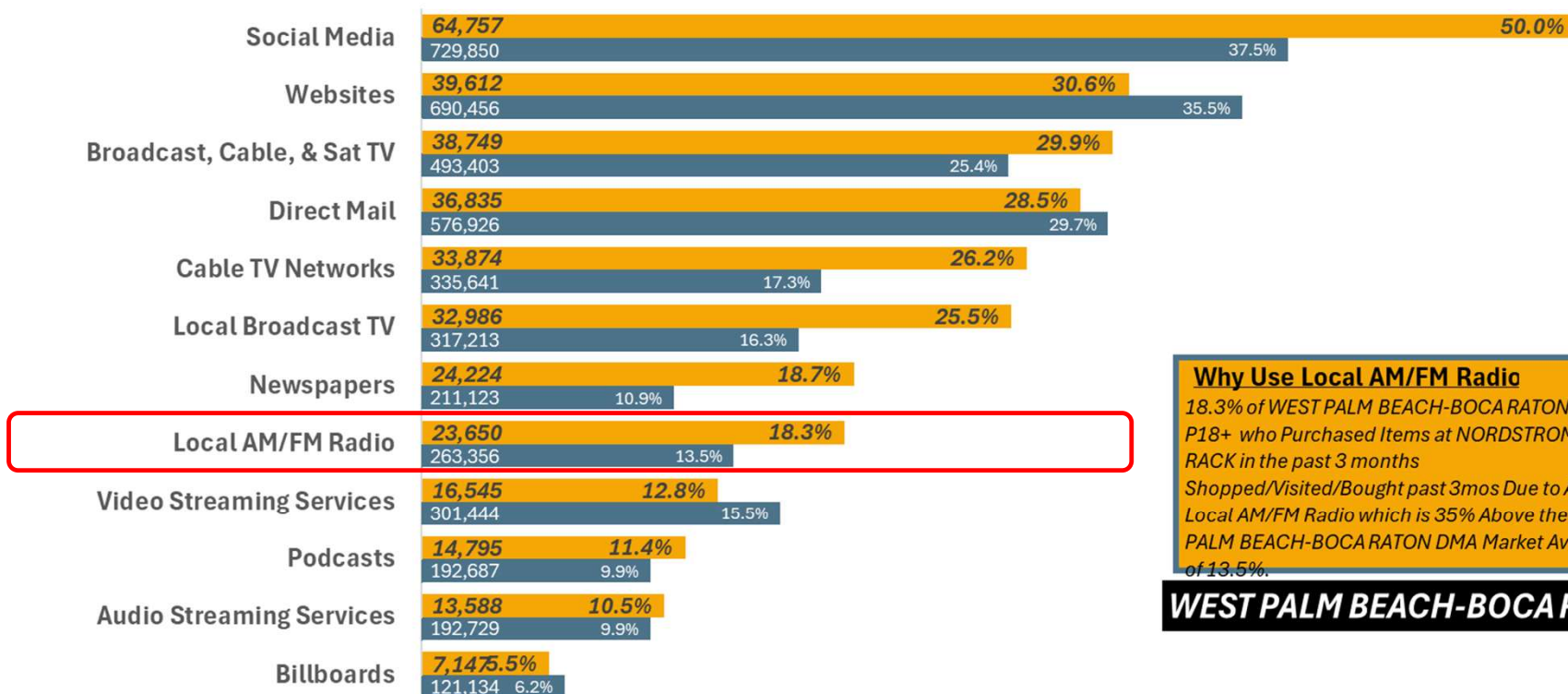
soefa.ai Share of Everything for Anything ©

(Clothing stores bought past 3 months: Nordstrom Rack OR Major stores bought past 3 months: Nordstrom Rack OR Shoe stores bought past 3 months: Nordstrom Rack)



"Advertising Actions"

**P18+ who Purchased Items at NORDSTROM RACK in the past 3 months
(Shopped/Visited/Bought past 3mos Due to Ads on %)**



Why Use Local AM/FM Radio

18.3% of WEST PALM BEACH-BOCA RATON DMA P18+ who Purchased Items at NORDSTROM RACK in the past 3 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 35% Above the WEST PALM BEACH-BOCA RATON DMA Market Average of 13.5%.

WEST PALM BEACH-BOCA RATON

■ P18+ who Purchased Items at NORDSTROM RACK in the past 3 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 2026: Jan 25-Jan 26 Qual Intab: 147

All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ®

(Clothing stores bought past 3 months: Nordstrom Rack OR Major stores bought past 3 months: Nordstrom Rack OR Shoe stores bought past 3 months: Nordstrom Rack)