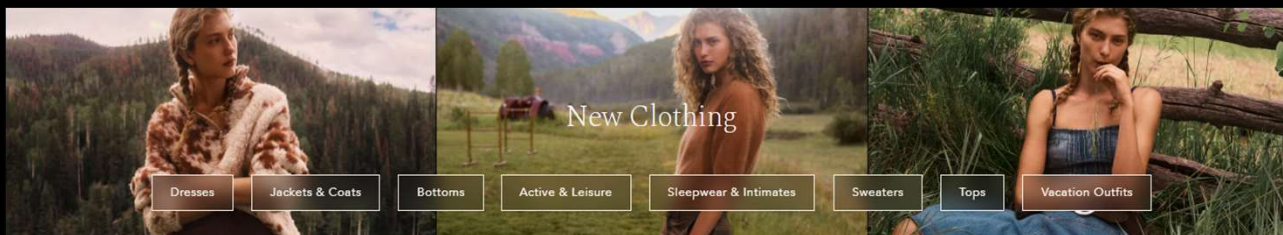


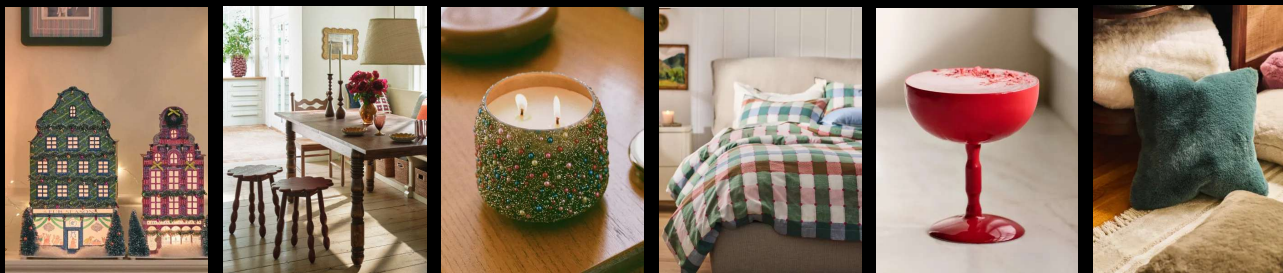
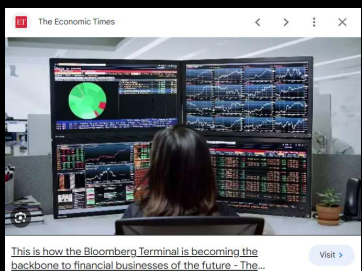
USA+4 DMAs – W25-64 who Shopped at ANTHROPOLOGIE in the past 3 months!

Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of **USA, CHICAGO, WASHINGTON, DC, SEATTLE-TACOMA and PHOENIX DMA W25-64** who Shopped at **ANTHROPOLOGIE** in the past 3 months as of March 31, 2026.

ANTHROPOLOGIE



Vanguard® BlackRock®

W25-64

Hubbard
media that connects

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

Clothing stores shopped past 3 months: Anthropologie



6.4% or 5,699,756 of USA DMA Women 25 - 64 Shopped at ANTHROPOLOGIE in the past 3 months. Typical Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months are 38.4 years old (14.3% younger than average) and have a \$183,175 (59.8% higher than average) annual household income.



Percent of Market: Women 25 - 64



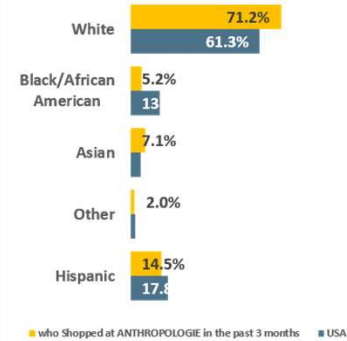
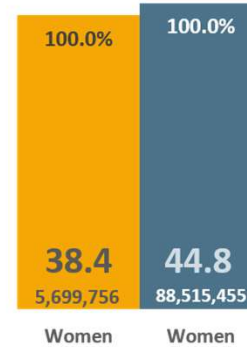
Gender of Target vs. Market: Women 25 - 64

Ethnicity of Target vs. Market:



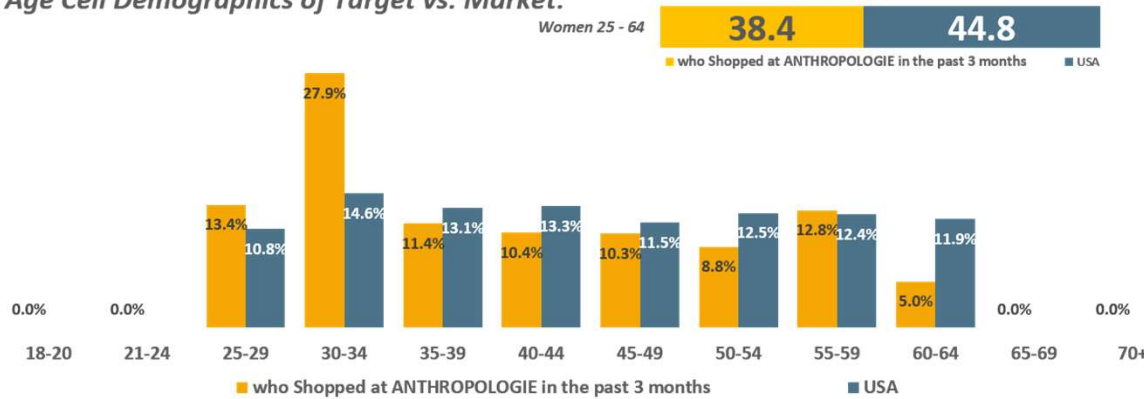
%M vs. %F:

Average Age: 0.0
Persons: 0.0%

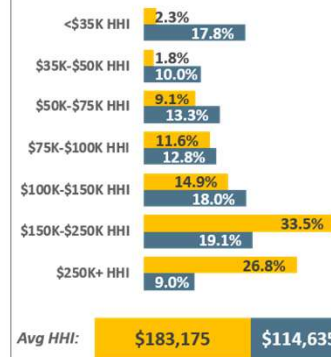


Age Cell Demographics of Target vs. Market:

Average Age:



HHI of Target vs. Market:



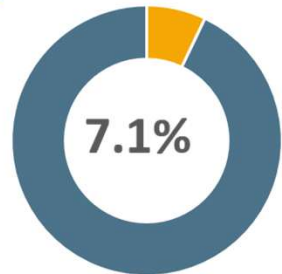
USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 1,086
All Graphs and HBIAI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.



7.1% or 179,635 of CHI DMA Women 25 - 64 Shopped at ANTHROPOLOGIE in the past 3 months.
Typical Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months are 36.2 years old (19.% younger than average) and have a \$182,770 (65.5% higher than average) annual household income.



Percent of Market: Women 25 - 64



■ who Shopped at ANTHROPOLOGIE in the past 3 months
■ Remainder of CHI DMA

Total Persons:

179,635 2,353,112



Gender of Target vs. Market: Women 25 - 64

%M vs. %F:

Average Age: 0.0
Persons: 0.0%

0.0 0.0

Men

Men

36.2
179,635

44.7
2,532,747

Women

Women

Age Cell Demographics of Target vs. Market:

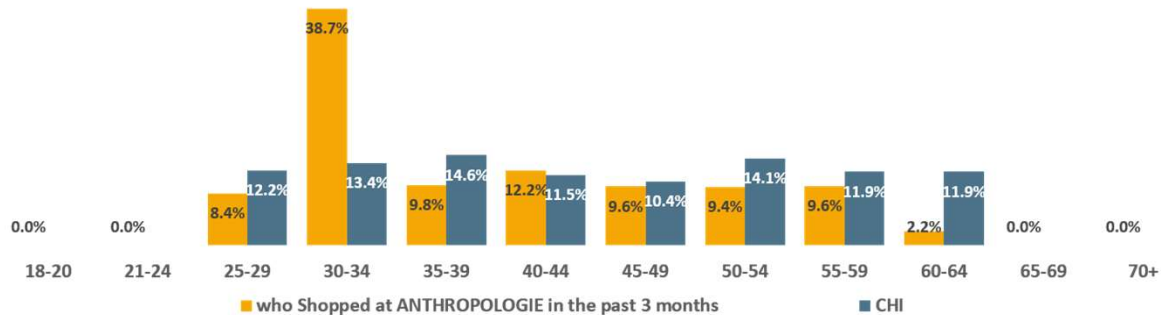
Average Age:

Women 25 - 64

36.2

44.7

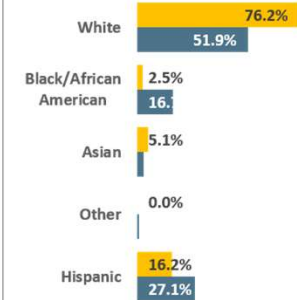
■ who Shopped at ANTHROPOLOGIE in the past 3 months ■ CHI



■ who Shopped at ANTHROPOLOGIE in the past 3 months

■ CHI

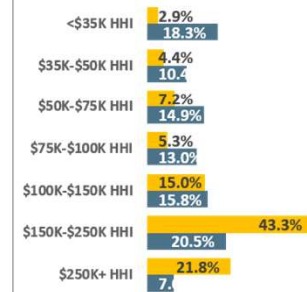
Ethnicity of Target vs. Market:



■ who Shopped at ANTHROPOLOGIE in the past 3 months ■ CHI



HHI of Target vs. Market:



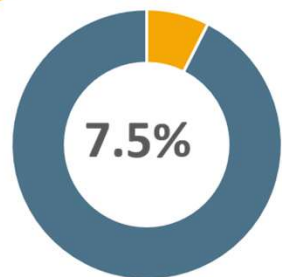
Avg HHI: \$182,770 \$110,410



7.5% or 147,304 of WDC DMA Women 25 - 64 Shopped at ANTHROPOLOGIE in the past 3 months.
Typical Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months are 41.6 years old (7.3% younger than average) and have a \$189,634 (36.9% higher than average) annual household income.



Percent of Market: Women 25 - 64



■ who Shopped at ANTHROPOLOGIE in the past 3 months
■ Remainder of WDC DMA

Total Persons:

147,304 1,822,384



Gender of Target vs. Market: Women 25 - 64

%M vs. %F:

Average Age: 0.0
Persons: 0.0%

0.0

0.0%

Men

0.0

0.0%

Men

41.6

147,304

Women

44.9

1,969,688

Women

Age Cell Demographics of Target vs. Market:

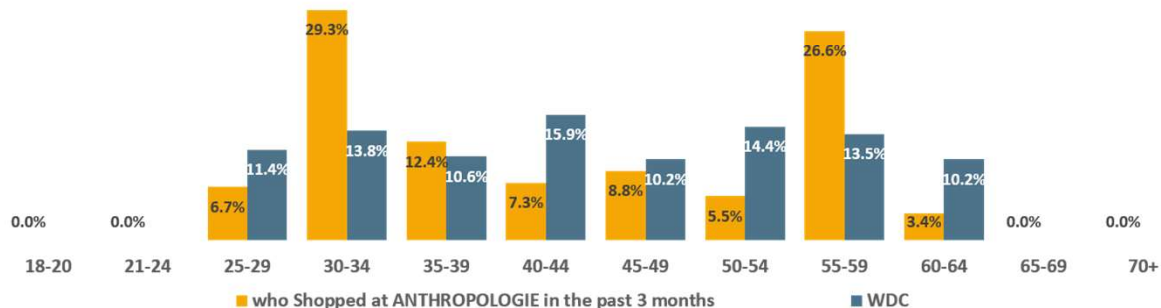
Average Age:

Women 25 - 64

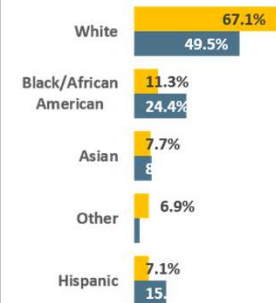
41.6

44.9

■ who Shopped at ANTHROPOLOGIE in the past 3 months ■ WDC



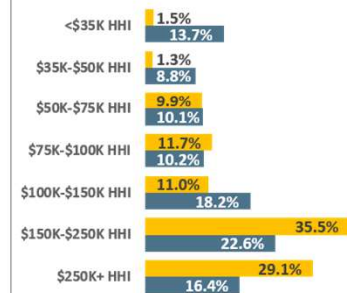
Ethnicity of Target vs. Market:



■ who Shopped at ANTHROPOLOGIE in the past 3 months ■ WDC



HHI of Target vs. Market:



Avg HHI: \$189,634 \$138,522



7.8% or 117,252 of SEA DMA Women 25 - 64 Shopped at ANTHROPOLOGIE in the past 3 months. Typical Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months are 39.2 years old (11.2% younger than average) and have a \$192,912 (55.4% higher than average) annual household income.

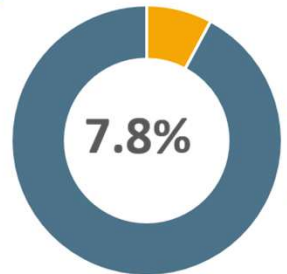


Percent of Market: Women 25 - 64



Gender of Target vs. Market: Women 25 - 64

Ethnicity of Target vs. Market:



who Shopped at ANTHROPOLOGIE in the past 3 months

Remainder of SEA DMA

%M vs. %F:

Total Persons:

117,252 1,378,539

Average Age: 0.0
Persons: 0.0%

0.0

Men

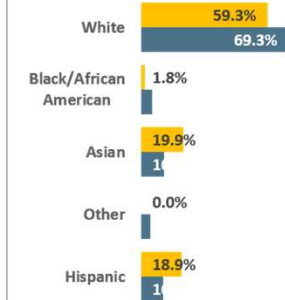
Men

39.2
117,252

Women

44.2
1,495,791

Women



who Shopped at ANTHROPOLOGIE in the past 3 months SEA

Age Cell Demographics of Target vs. Market:

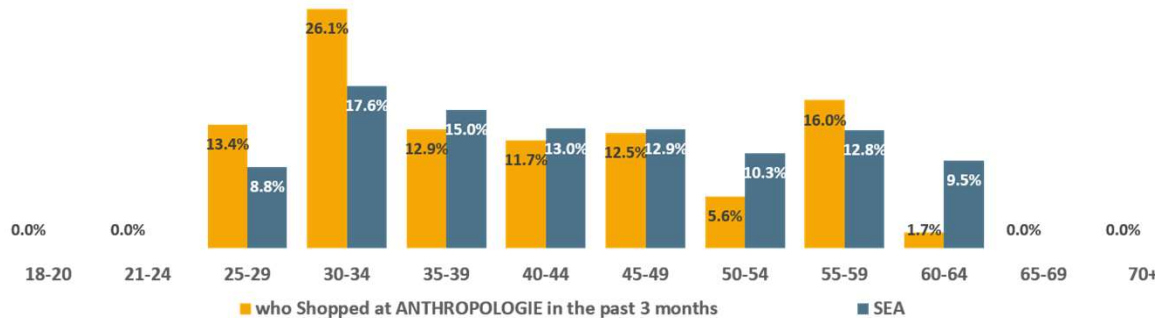
Average Age:

Women 25 - 64

39.2

44.2

who Shopped at ANTHROPOLOGIE in the past 3 months SEA

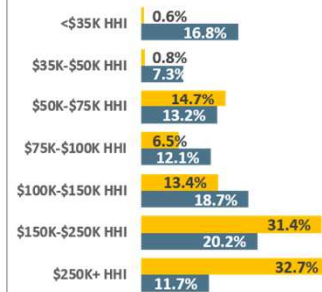


who Shopped at ANTHROPOLOGIE in the past 3 months

SEA



HHI of Target vs. Market:



Avg HHI:

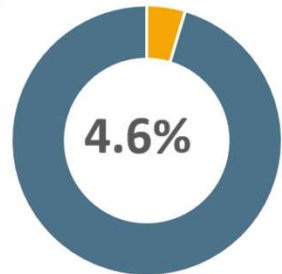
\$192,912 \$124,179



4.6% or 69,771 of PHX DMA Women 25 - 64 Shopped at ANTHROPOLOGIE in the past 3 months.
 Typical Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months are 35.7 years old (20.1% younger than average) and have a \$168,829 (66.8% higher than average) annual household income.



Percent of Market: Women 25 - 64



■ who Shopped at ANTHROPOLOGIE in the past 3 months
 ■ Remainder of PHX DMA

Total Persons:



Gender of Target vs. Market: Women 25 - 64

Average Age: 0.0
 # Persons: 0.0%

0.0
 0.0%

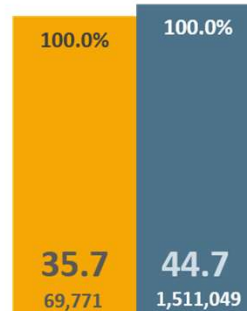
0.0
 0.0%

Men

Men

Women

Women



Age Cell Demographics of Target vs. Market:

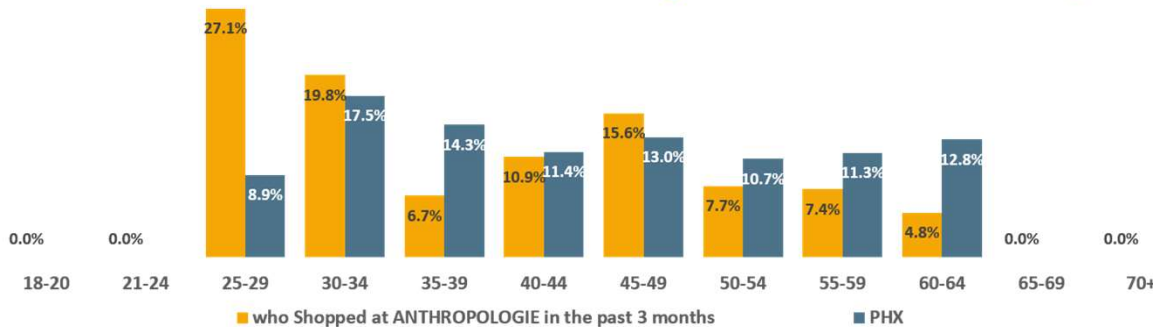
Average Age:

Women 25 - 64

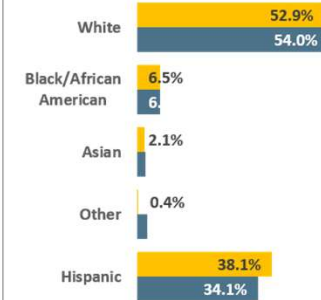
35.7

44.7

■ who Shopped at ANTHROPOLOGIE in the past 3 months ■ PHX



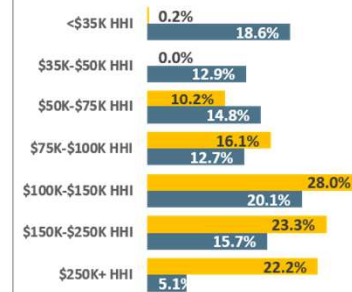
Ethnicity of Target vs. Market:



■ who Shopped at ANTHROPOLOGIE in the past 3 months ■ PHX



HHI of Target vs. Market:



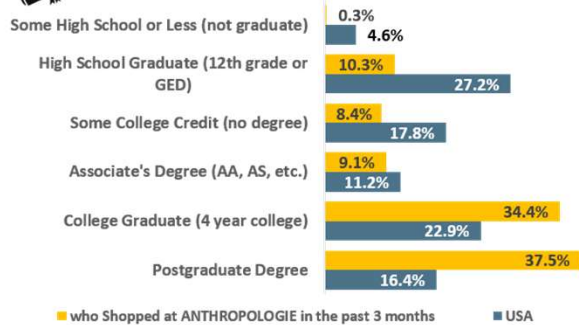
Avg HHI: \$168,829 \$101,201



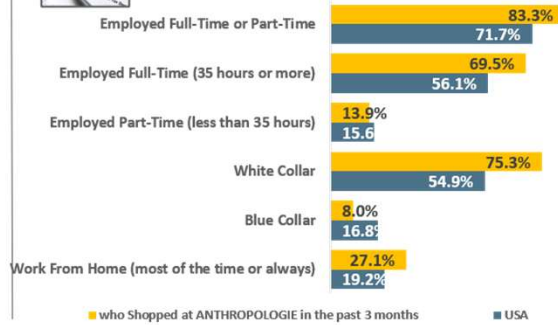
6.4% or 5,699,756 of USA DMA Women 25 - 64 Shopped at ANTHROPOLOGIE in the past 3 months. Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months are 83.2% more likely to be a college graduate, 23.9% more likely to work full-time, 22.5% more likely to be married, 21.1% less likely to be a parent of 1 or more children under 18.



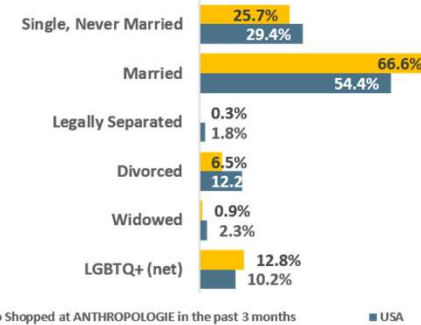
Education Levels: Women 25 - 64



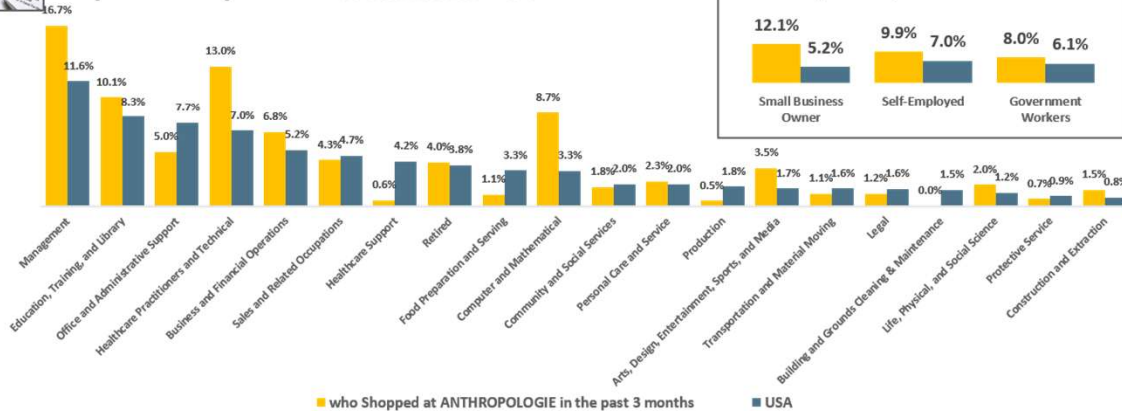
Employment: Women 25 - 64



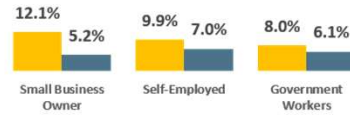
Marital Status: Women 25 - 64



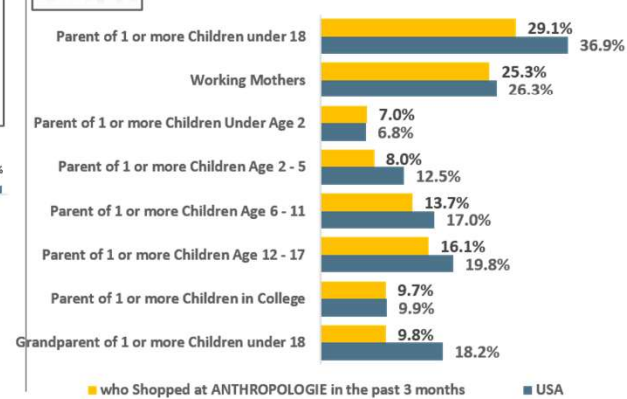
Top-20 Occupations: Women 25 - 64



Entrepreneurs/Government Workers



Stage in Life: Women 25 - 64

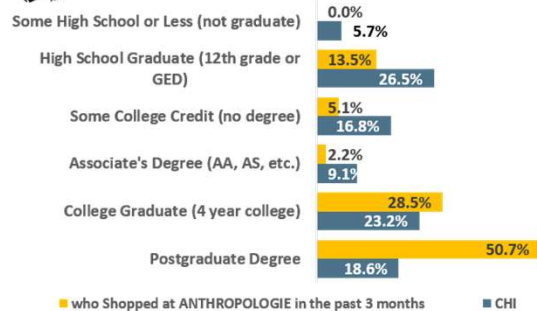


USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 1,086
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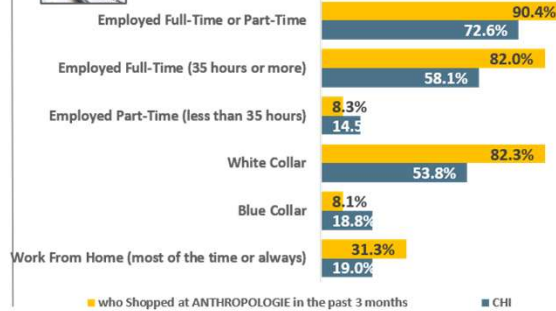


7.1% or 179,635 of CHI DMA Women 25 - 64 Shopped at ANTHROPOLOGIE in the past 3 months. Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months are 89.5% more likely to be a college graduate, 41.3% more likely to work full-time, 33.3% more likely to be married, 6.7% less likely to be a parent of 1 or more children under 18.

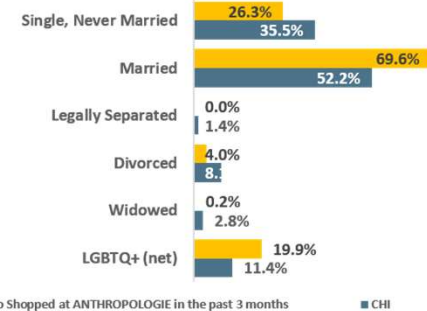
Education Levels: Women 25 - 64



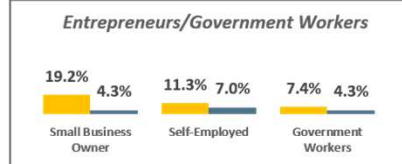
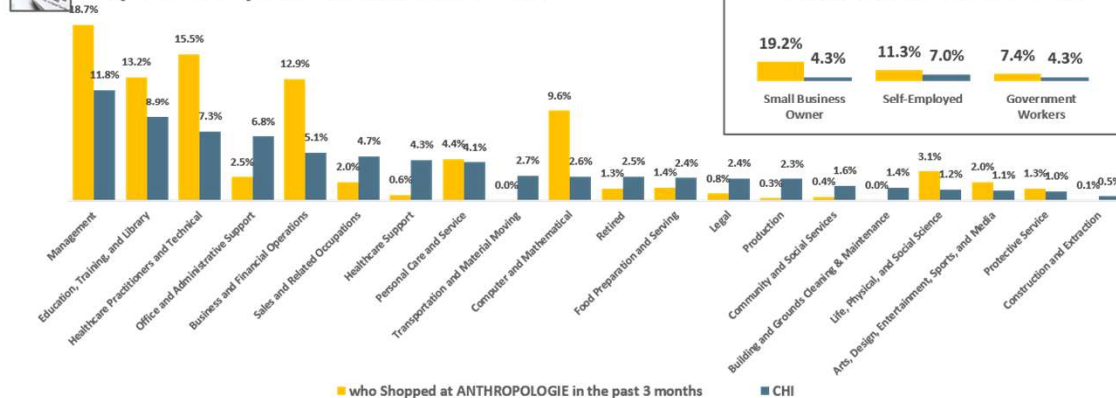
Employment: Women 25 - 64



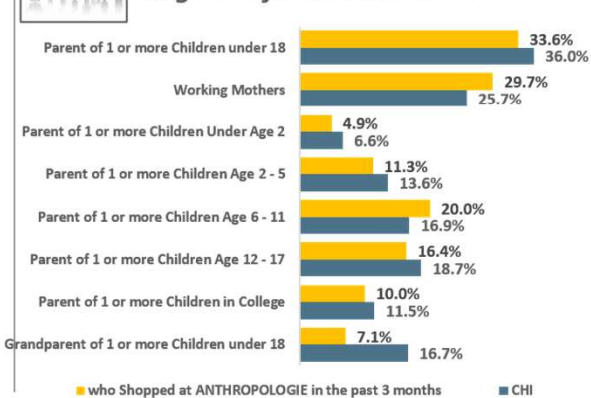
Marital Status: Women 25 - 64



Top-20 Occupations: Women 25 - 64



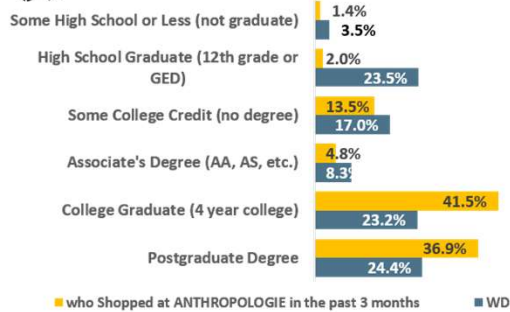
Stage in Life: Women 25 - 64



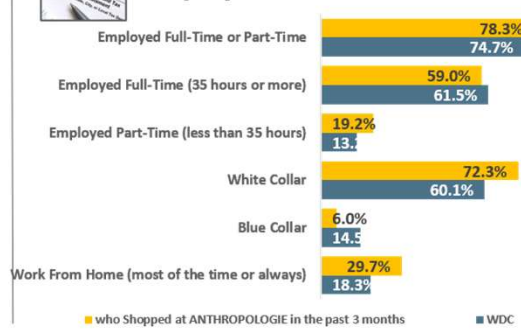


7.5% or 147,304 of WDC DMA Women 25 - 64 Shopped at ANTHROPOLOGIE in the past 3 months. Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months are 64.5% more likely to be a college graduate, 4.% less likely to work full-time, 22.9% more likely to be married, 23.2% less likely to be a parent of 1 or more children under 18.

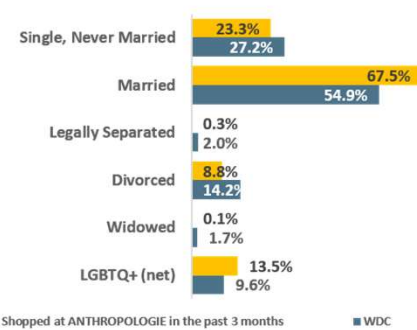
Education Levels: Women 25 - 64



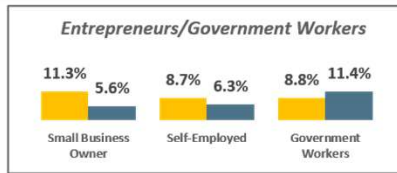
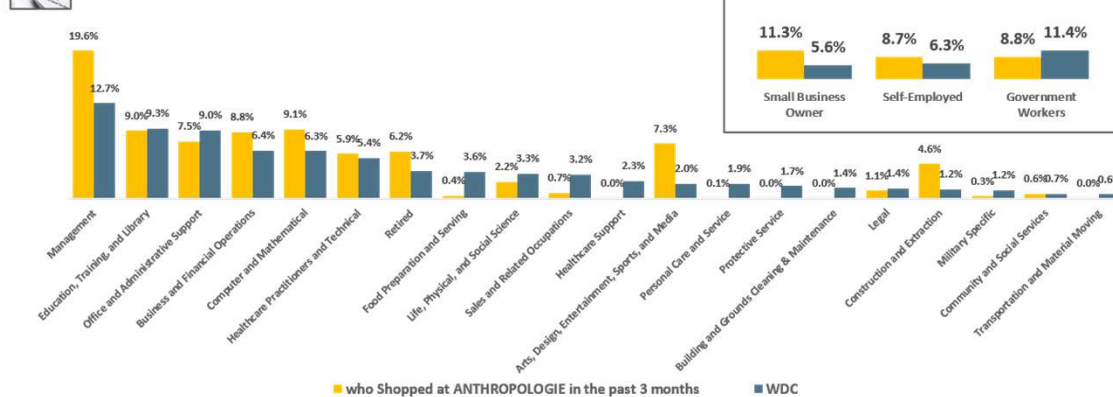
Employment: Women 25 - 64



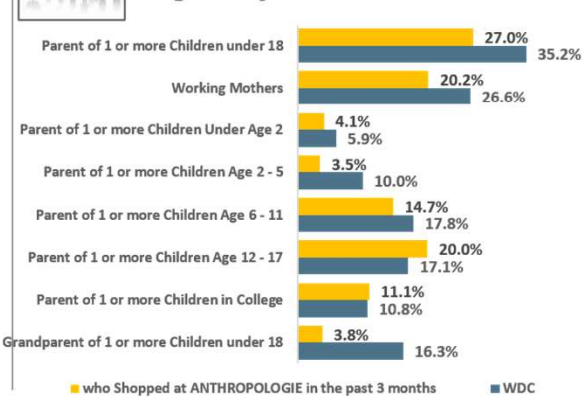
Marital Status: Women 25 - 64



Top-20 Occupations: Women 25 - 64



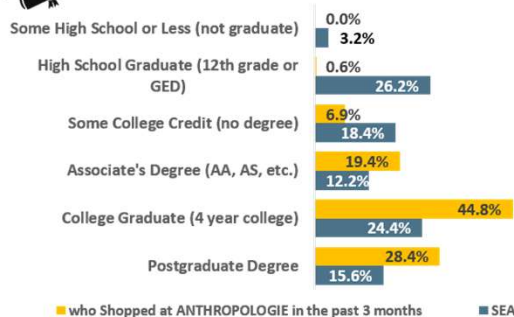
Stage in Life: Women 25 - 64



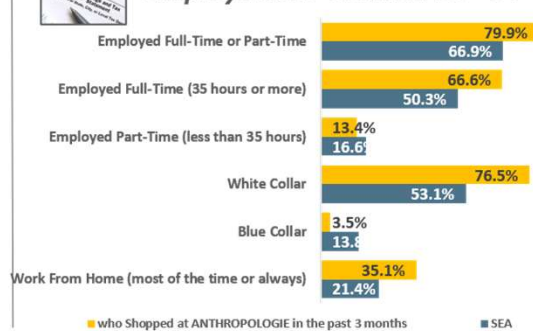


7.8% or 117,252 of SEA DMA Women 25 - 64 Shopped at ANTHROPOLOGIE in the past 3 months. Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months are 82.8% more likely to be a college graduate, 32.4% more likely to work full-time, 7.9% more likely to be married, 29.2% less likely to be a parent of 1 or more children under 18.

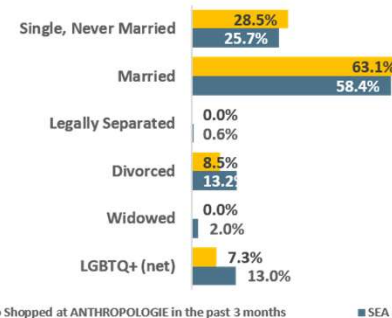
Education Levels: Women 25 - 64



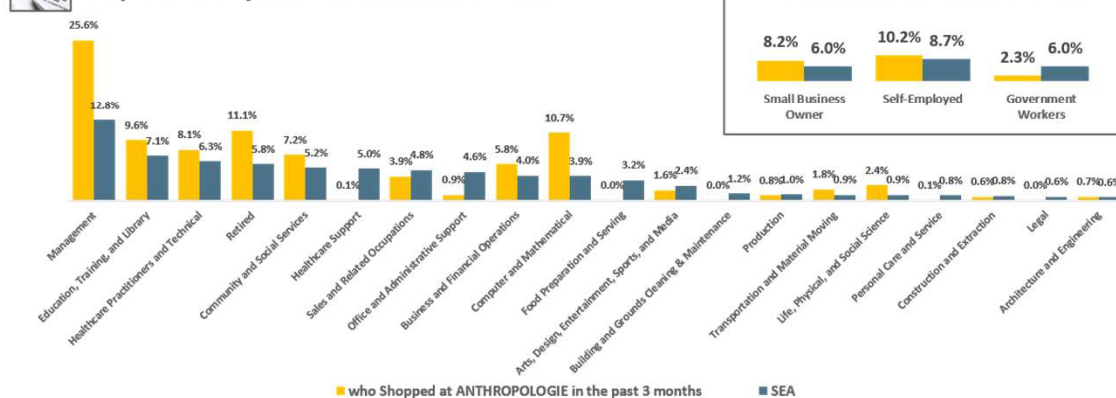
Employment: Women 25 - 64



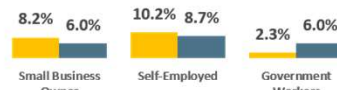
Marital Status: Women 25 - 64



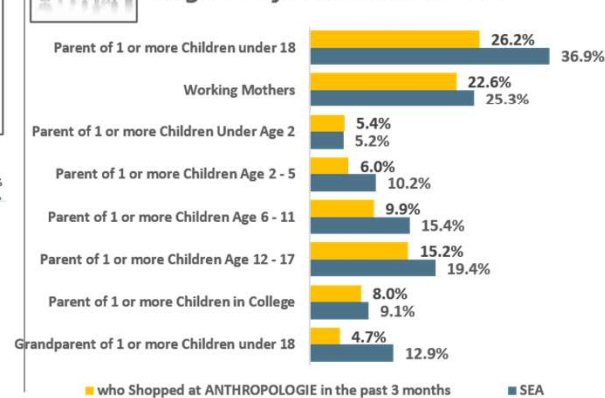
Top-20 Occupations: Women 25 - 64

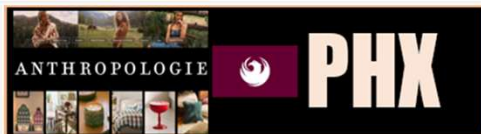


Entrepreneurs/Government Workers



Stage in Life: Women 25 - 64

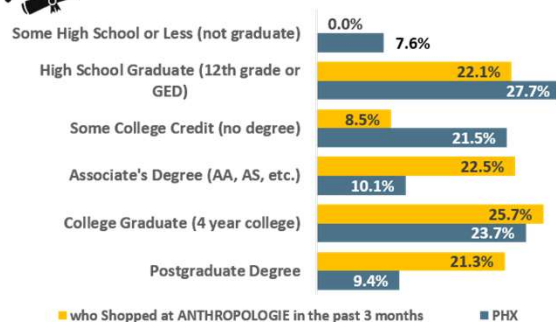




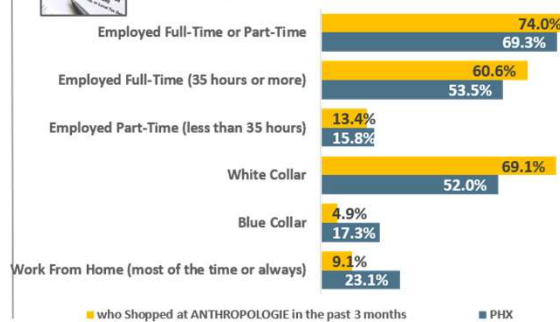
4.6% or 69,771 of PHX DMA Women 25 - 64 Shopped at ANTHROPOLOGIE in the past 3 months. Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months are 42.1% more likely to be a college graduate, 13.2% more likely to work full-time, 6.7% less likely to be married, 67.3% less likely to be a parent of 1 or more children under 18.



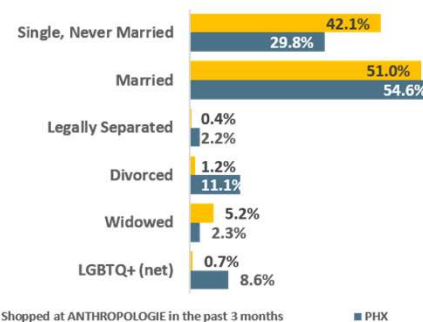
Education Levels: Women 25 - 64



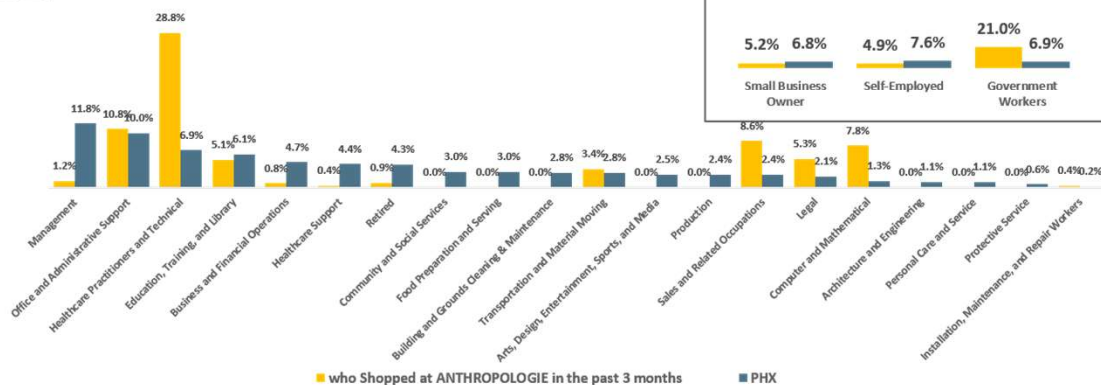
Employment: Women 25 - 64



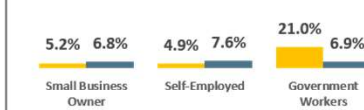
Marital Status: Women 25 - 64



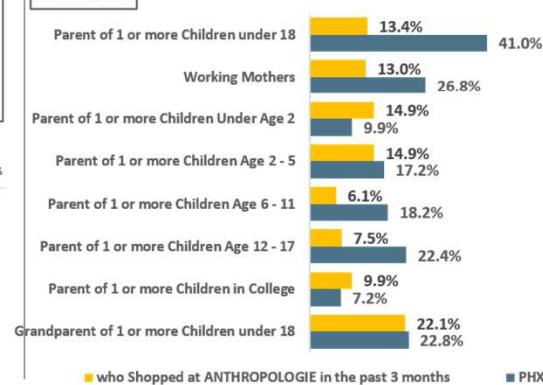
Top-20 Occupations: Women 25 - 64



Entrepreneurs/Government Workers



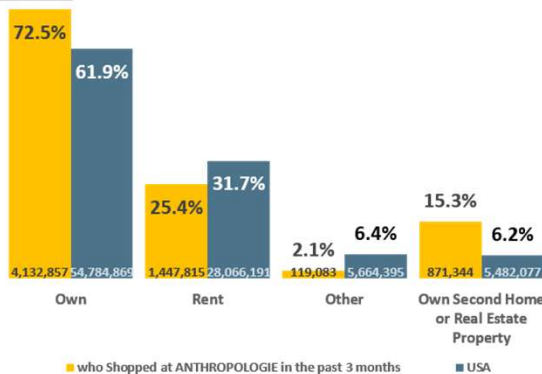
Stage in Life: Women 25 - 64



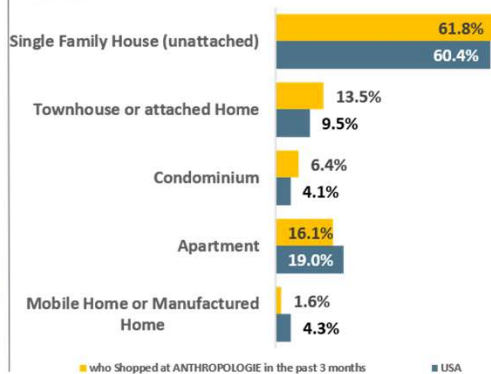


6.4% or 5,699,756 of USA DMA Women 25 - 64 Shopped at ANTHROPOLOGIE in the past 3 months. Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months are 17.2% more likely to own their home, 39.3% more likely to own a higher valued home, 2.4% more likely to have a single-family home, 6% more likely to have a dog.

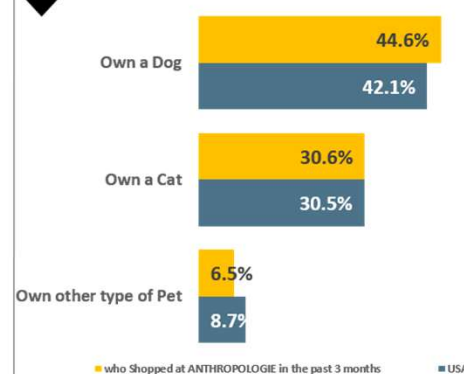
Own/Rent/Other: Women 25 - 64



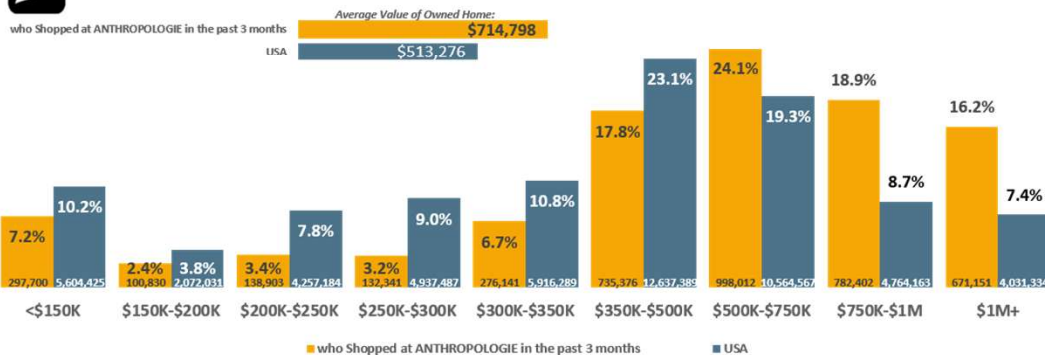
Type of Home: Women 25 - 64



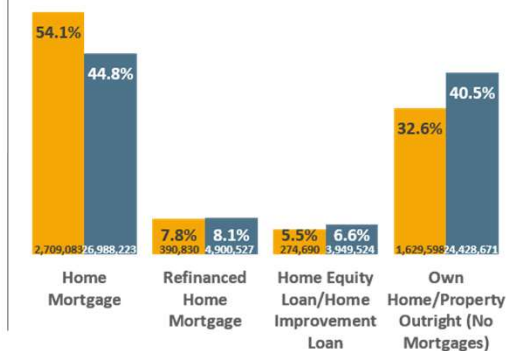
Pets in Home: Women 25 - 64



Value of Owned Home: Women 25 - 64



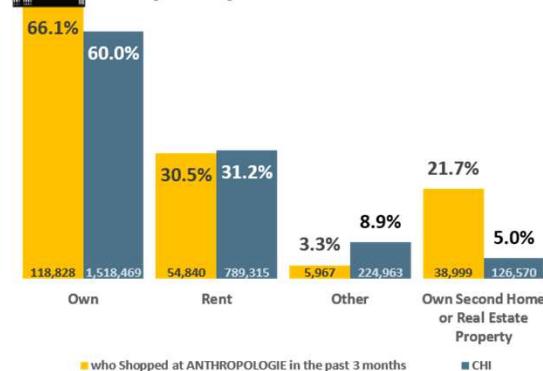
Home Loans: Women 25 - 64



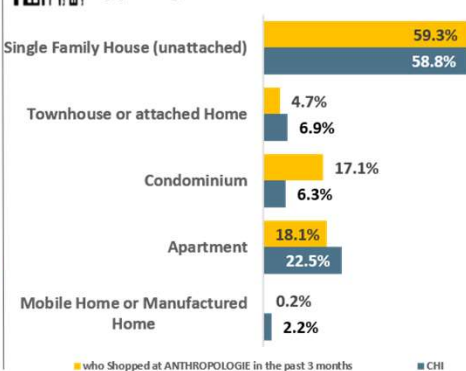


7.1% or 179,635 of CHI DMA Women 25 - 64 Shopped at ANTHROPOLOGIE in the past 3 months. Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months are 10.3% more likely to own their home, 36.% more likely to own a higher valued home, .8% more likely to have a single-family home, 18.3% more likely to have a dog.

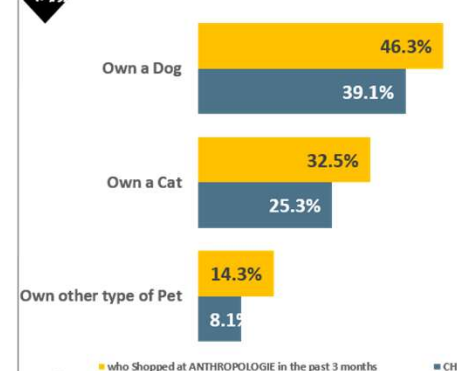
Own/Rent/Other: Women 25 - 64



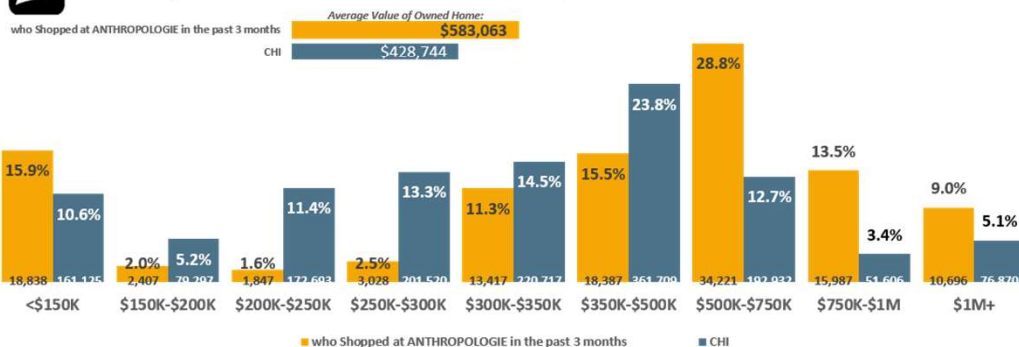
Type of Home: Women 25 - 64



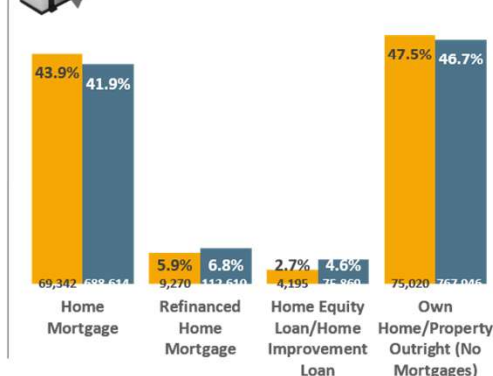
Pets in Home: Women 25 - 64



Value of Owned Home: Women 25 - 64



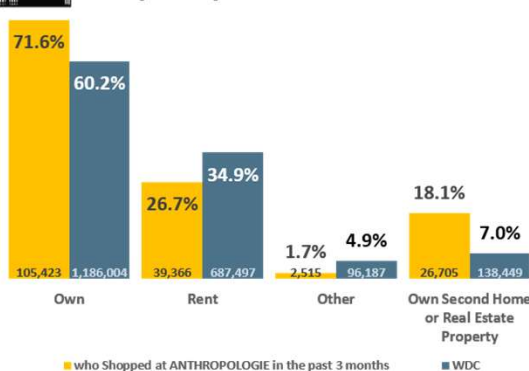
Home Loans: Women 25 - 64



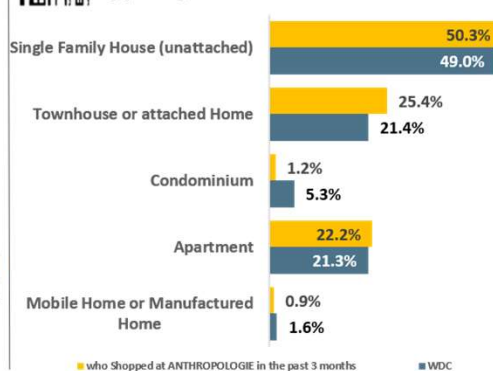


7.5% or 147,304 of WDC DMA Women 25 - 64 Shopped at ANTHROPOLOGIE in the past 3 months. Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months are 18.9% more likely to own their home, 38.7% more likely to own a higher valued home, 2.7% more likely to have a single-family home, 1.1% less likely to have a dog.

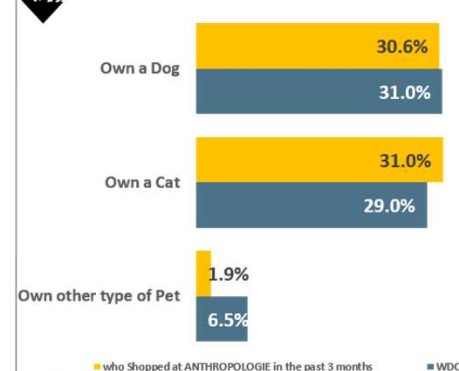
Own/Rent/Other: Women 25 - 64



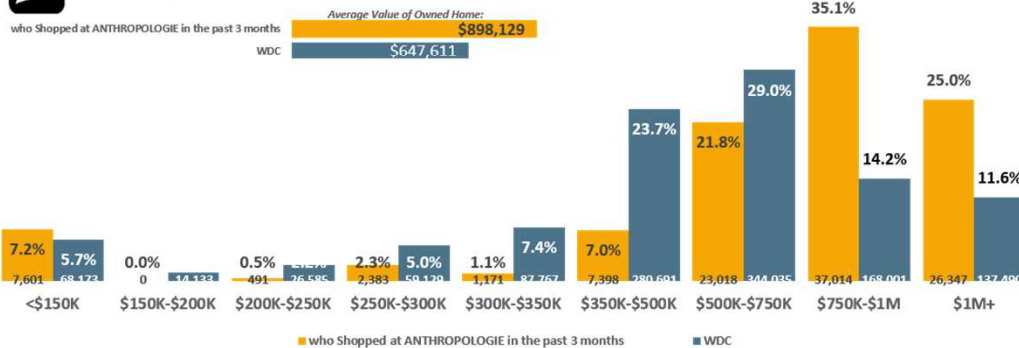
Type of Home: Women 25 - 64



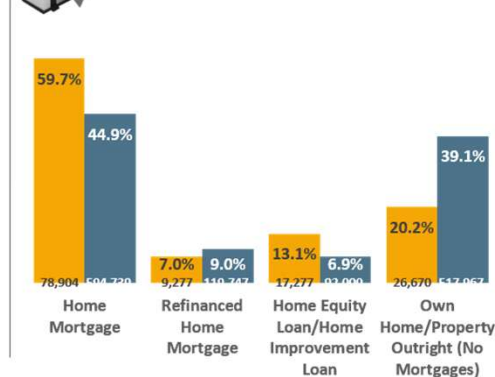
Pets in Home: Women 25 - 64



Value of Owned Home: Women 25 - 64



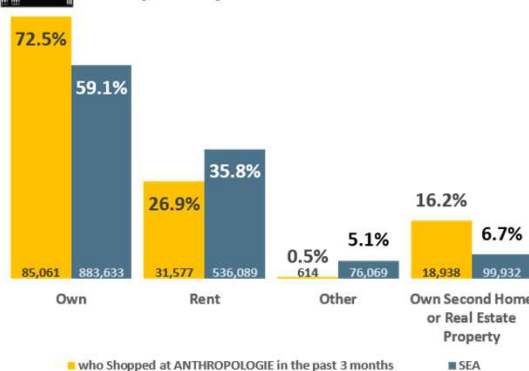
Home Loans: Women 25 - 64



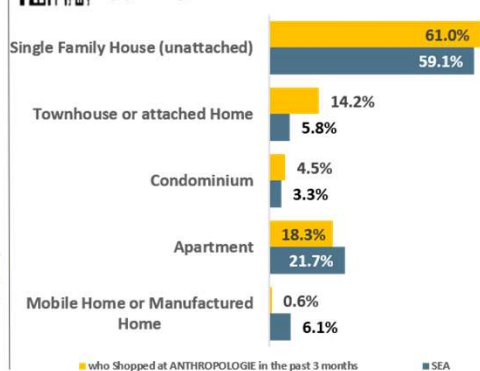


7.8% or 117,252 of SEA DMA Women 25 - 64 Shopped at ANTHROPOLOGIE in the past 3 months. Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months are 22.8% more likely to own their home, 24.9% more likely to own a higher valued home, 3.2% more likely to have a single-family home, 7.3% less likely to have a dog.

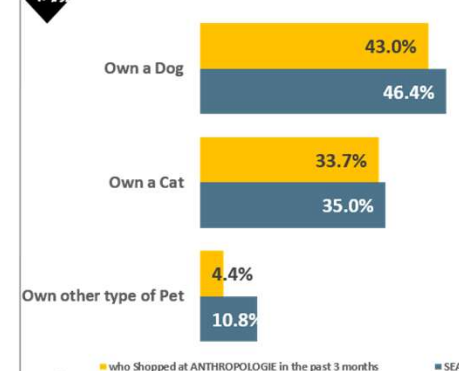
Own/Rent/Other: Women 25 - 64



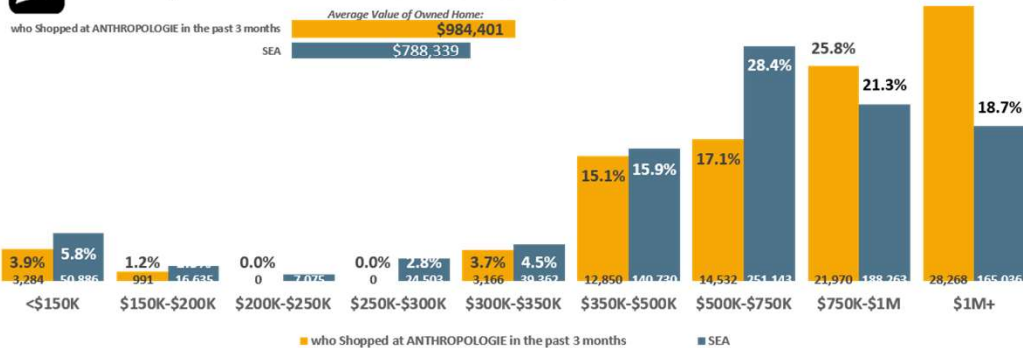
Type of Home: Women 25 - 64



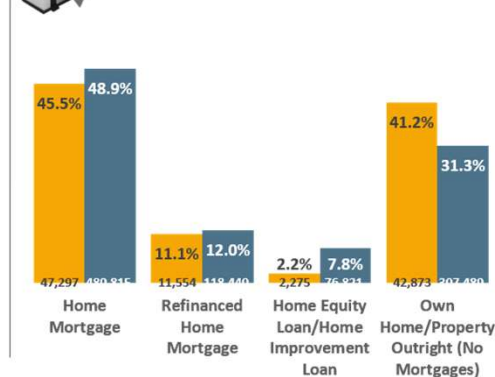
Pets in Home: Women 25 - 64



Value of Owned Home: Women 25 - 64



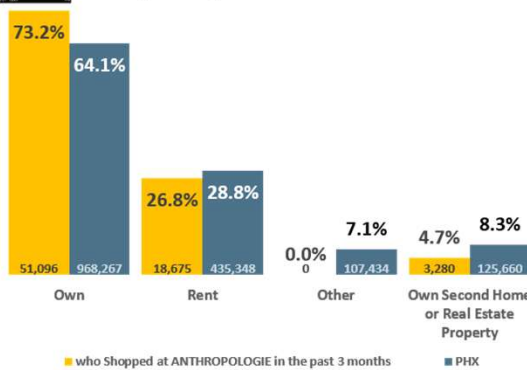
Home Loans: Women 25 - 64



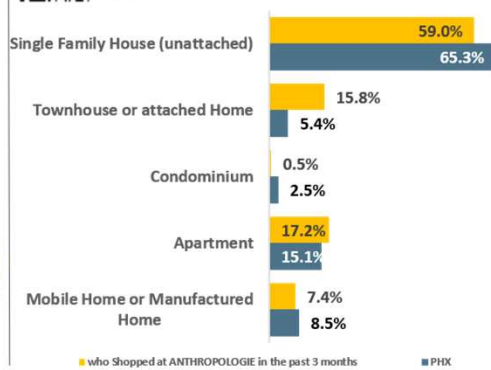


4.6% or 69,771 of PHX DMA Women 25 - 64 Shopped at ANTHROPOLOGIE in the past 3 months. Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months are 14.3% more likely to own their home, 19.5% more likely to own a higher valued home, 9.5% less likely to have a single-family home, 17.9% more likely to have a dog.

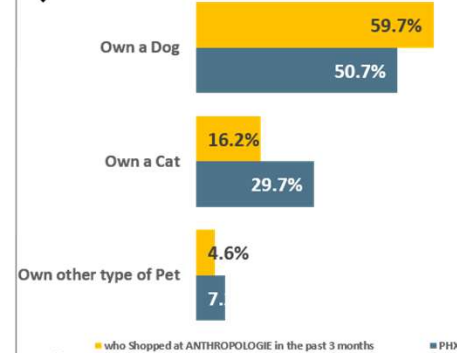
Own/Rent/Other: Women 25 - 64



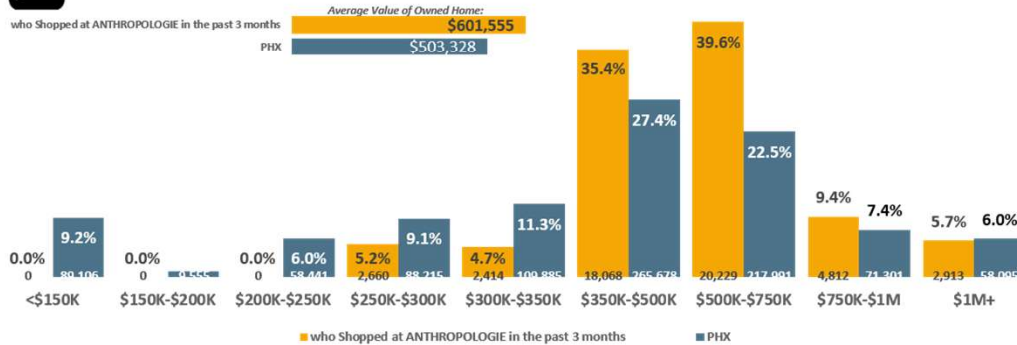
Type of Home: Women 25 - 64



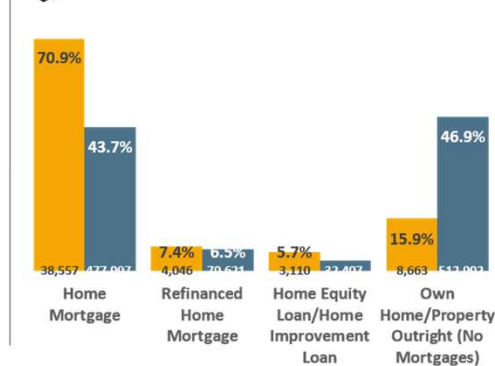
Pets in Home: Women 25 - 64



Value of Owned Home: Women 25 - 64



Home Loans: Women 25 - 64

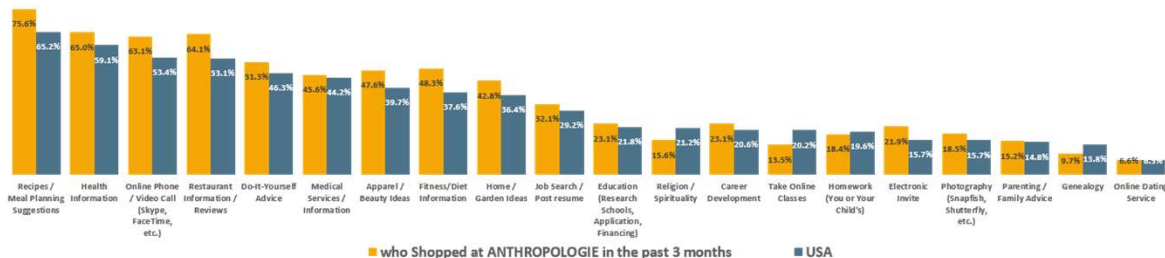




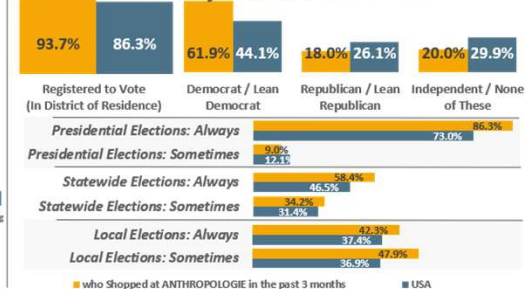
6.4% or 5,699,756 of USA DMA Women 25 - 64 Shopped at ANTHROPOLOGIE in the past 3 months. Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months are 11.% more likely to look up D-I-Y advice online, 13.2% more likely to always vote in local elections, 120.3% more likely to belong to a gym, 48.3% more likely to fly domestic past yr.



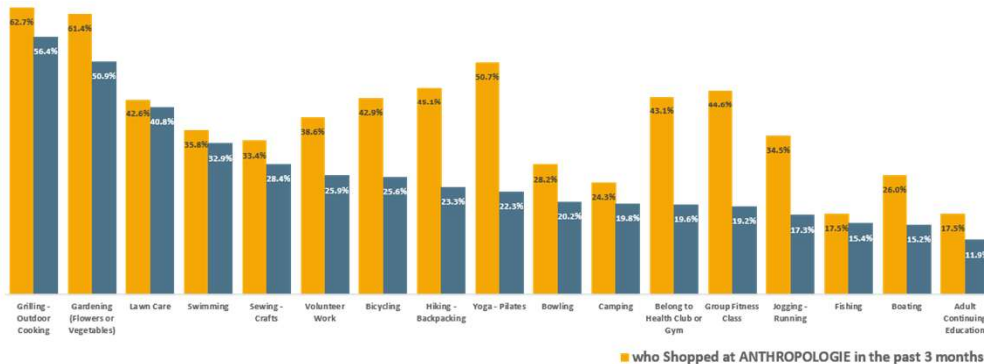
Top-20 past 30-days Online Lifestyle Activities: Women 25 - 64



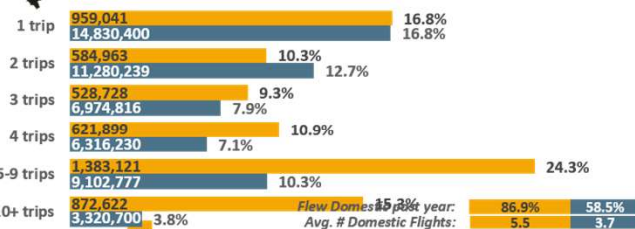
Political Activity: Women 25 - 64



Top-30 past 12-months Active Lifestyle Activities: Women 25 - 64



Past 12-months Domestic Airline Trips: Women 25 - 64

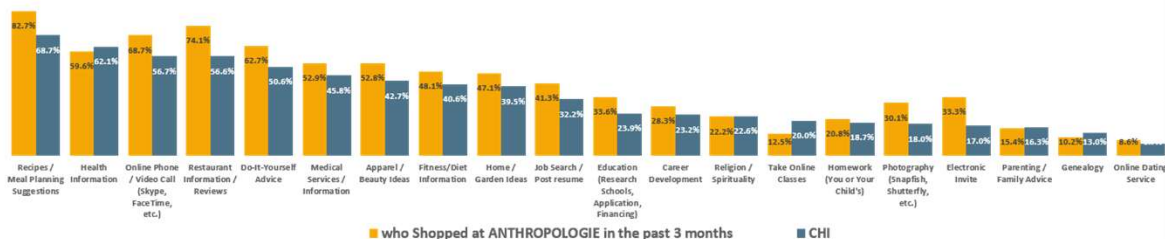




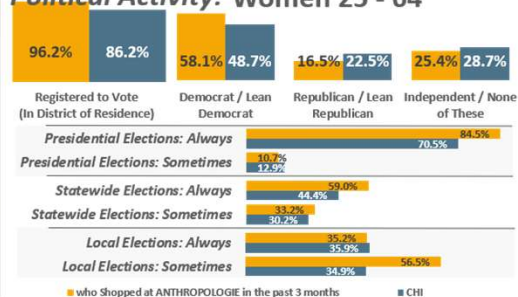
7.1% or 179,635 of CHI DMA Women 25 - 64 Shopped at ANTHROPOLOGIE in the past 3 months. Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months are 23.9% more likely to look up D-I-Y advice online, 1.8% less likely to always vote in local elections, 138.2% more likely to belong to a gym, 51.5% more likely to fly domestic past yr.



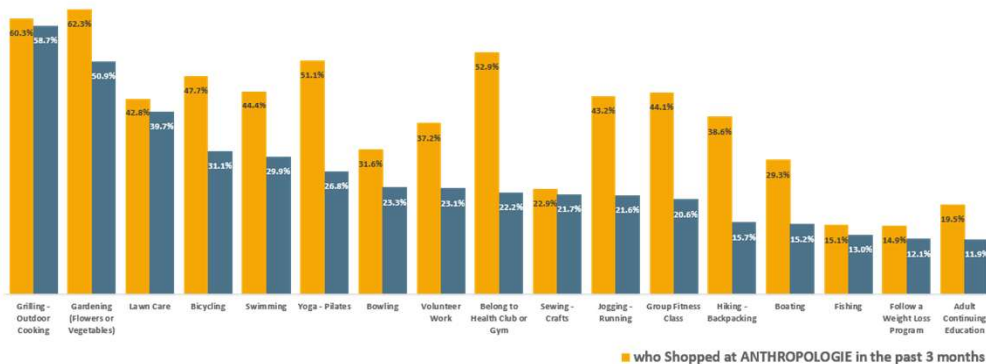
Top-20 past 30-days Online Lifestyle Activities: Women 25 - 64



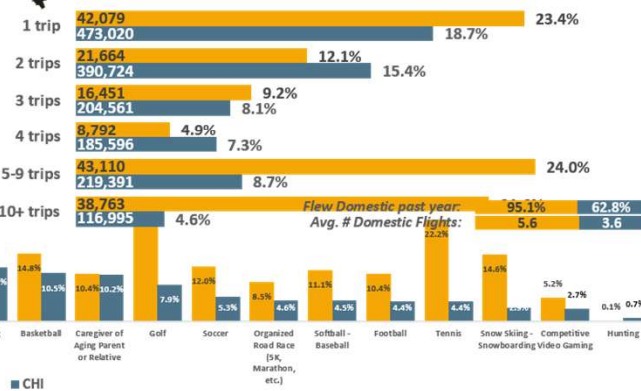
Political Activity: Women 25 - 64



Top-30 past 12-months Active Lifestyle Activities: Women 25 - 64



Past 12-months Domestic Airline Trips: Women 25 - 64

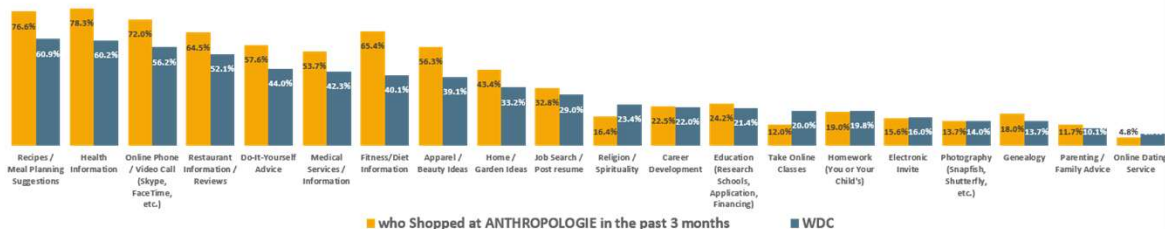




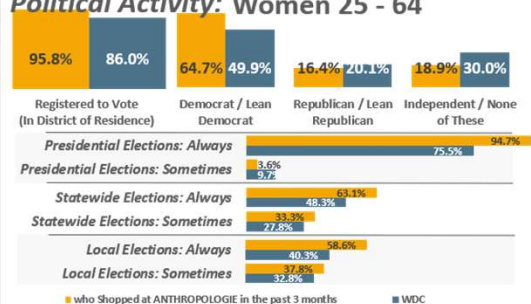
7.5% or 147,304 of WDC DMA Women 25 - 64 Shopped at ANTHROPOLOGIE in the past 3 months. Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months are 30.9% more likely to look up D-I-Y advice online, 45.4% more likely to always vote in local elections, 139.8% more likely to belong to a gym, 58.9% more likely to fly domestic past yr.



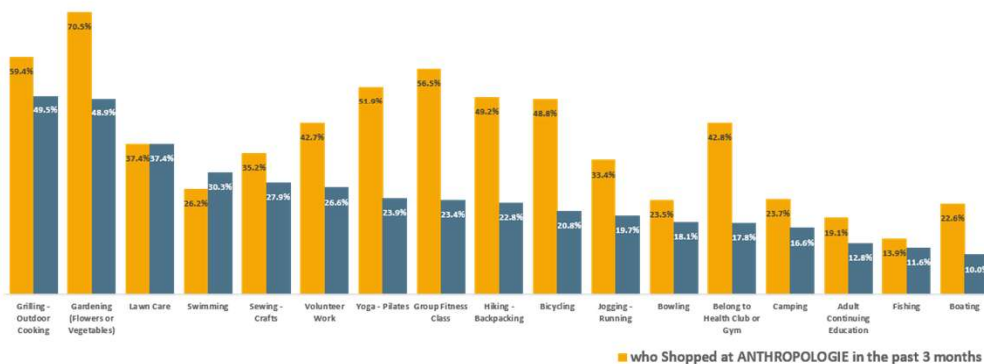
Top-20 past 30-days Online Lifestyle Activities: Women 25 - 64



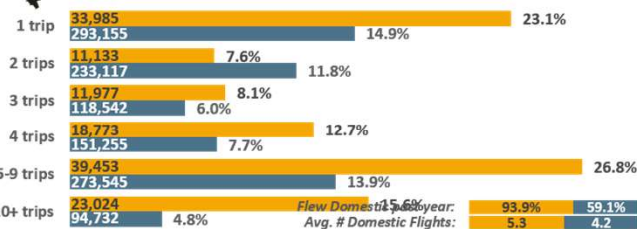
Political Activity: Women 25 - 64



Top-30 past 12-months Active Lifestyle Activities: Women 25 - 64

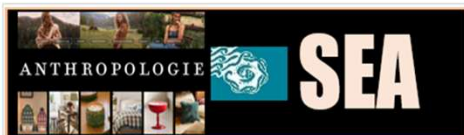


Past 12-months Domestic Airline Trips: Women 25 - 64



Flew Domestic at least once in the past 12 months: 93.9% (who shopped) vs 59.1% (WDC)

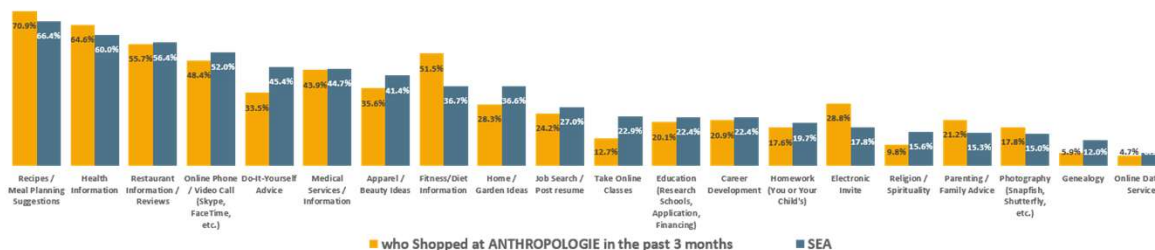
Avg. # Domestic Flights: 5.3 (who shopped) vs 4.2 (WDC)



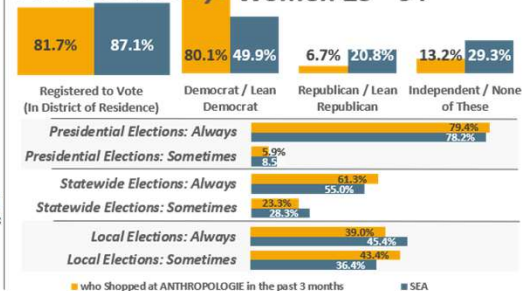
7.8% or 117,252 of SEA DMA Women 25 - 64 Shopped at ANTHROPOLOGIE in the past 3 months. Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months are 26.3% less likely to look up D-I-Y advice online, 14.1% less likely to always vote in local elections, 108.1% more likely to belong to a gym, 22.7% more likely to fly domestic past yr.



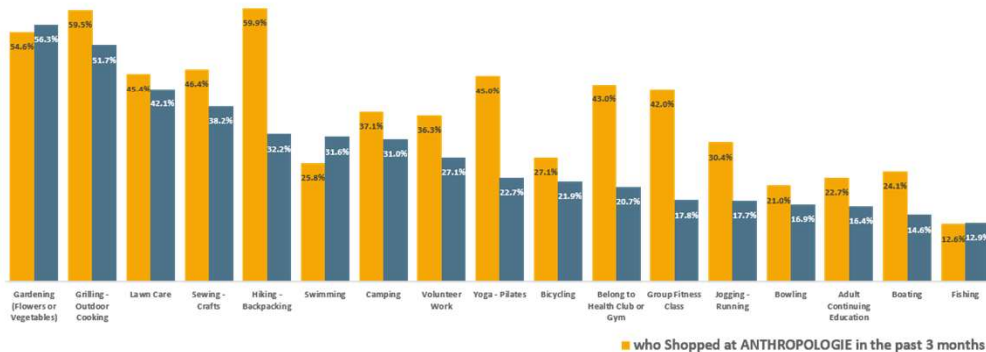
Top-20 past 30-days Online Lifestyle Activities: Women 25 - 64



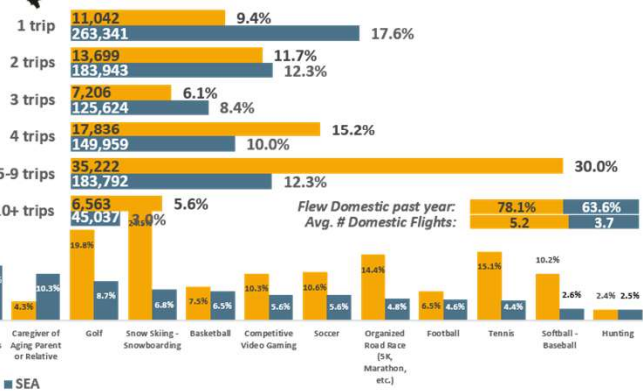
Political Activity: Women 25 - 64



Top-30 past 12-months Active Lifestyle Activities: Women 25 - 64



Past 12-months Domestic Airline Trips: Women 25 - 64

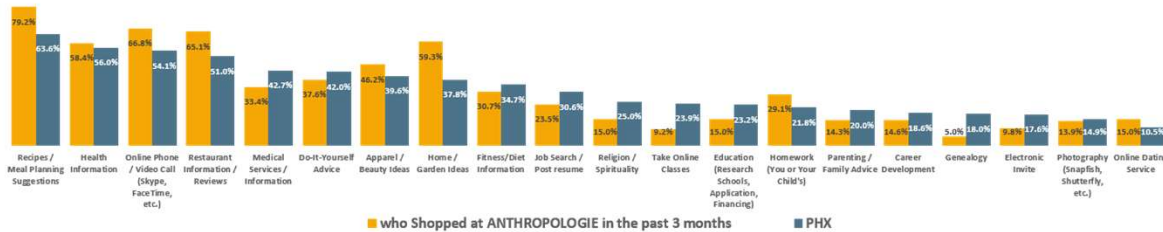




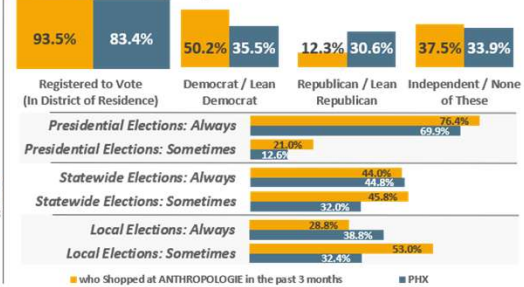
4.6% or 69,771 of PHX DMA Women 25 - 64 Shopped at ANTHROPOLOGIE in the past 3 months. Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months are 10.4% less likely to look up D-I-Y advice online, 25.7% less likely to always vote in local elections, 66.3% more likely to belong to a gym, 20.5% more likely to fly domestic past yr.



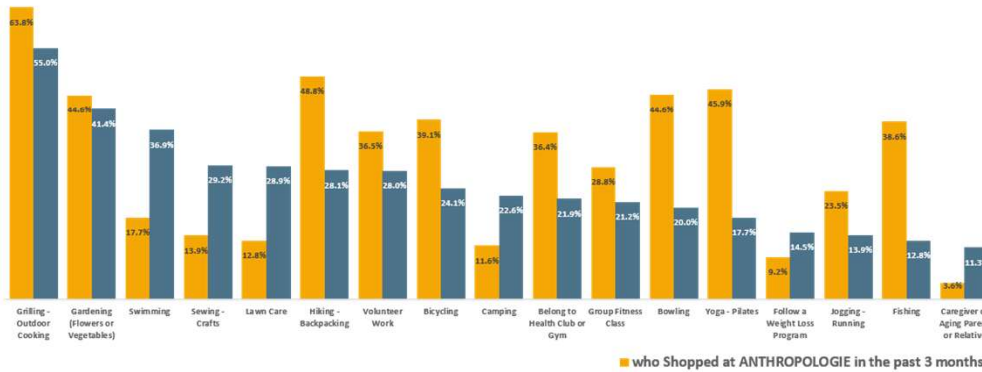
Top-20 past 30-days Online Lifestyle Activities: Women 25 - 64



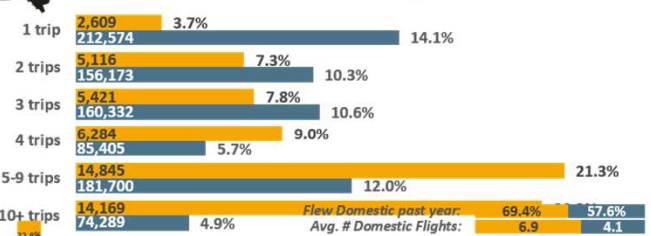
Political Activity: Women 25 - 64



Top-30 past 12-months Active Lifestyle Activities: Women 25 - 64



Past 12-months Domestic Airline Trips: Women 25 - 64

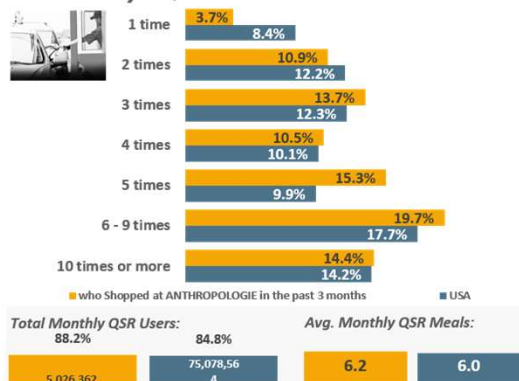


Flew Domestic past year: 69.4%
Avg. # Domestic Flights: 6.9

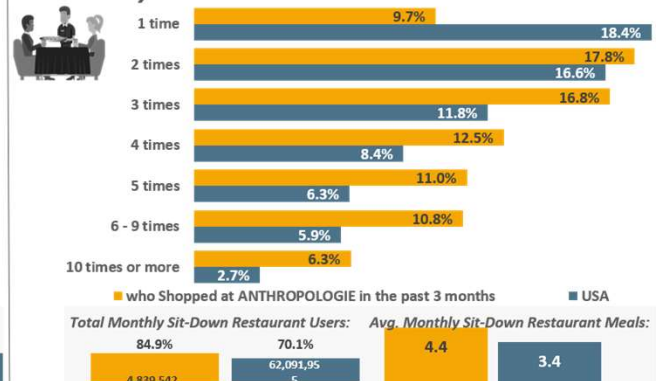


6.4% or 5,699,756 of USA DMA Women 25 - 64 Shopped at ANTHROPOLOGIE in the past 3 months. Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months are 4.% more likely to use QSRs past mo., 21.% more likely to use Sit-Down Restaurants past mo., 4.1% less likely to use Casinos past yr., 63.5% less likely to smoke cigarettes.

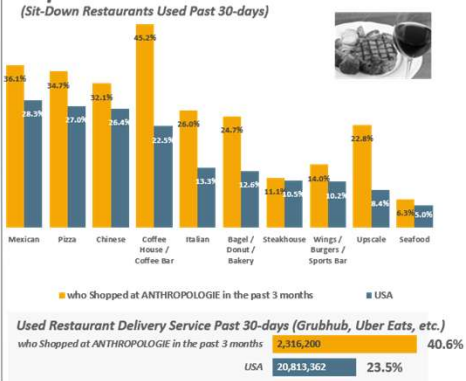
Past 30-days QSR Users: Women 25 - 64



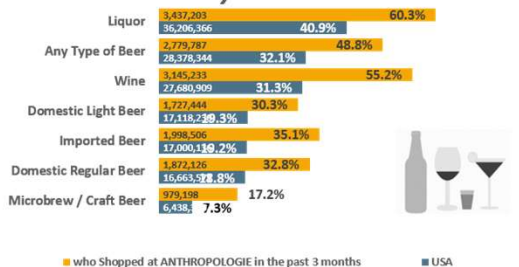
Past 30-days Sit-Down Restaurant Users: Women 25 - 64



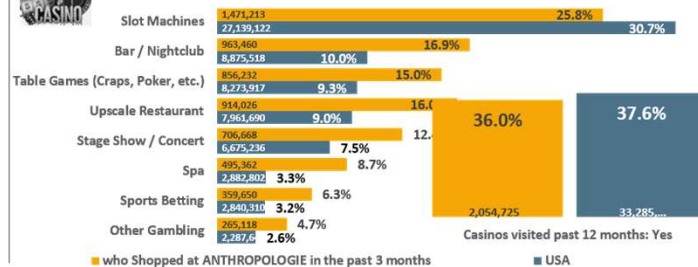
Top-10 Cuisines: Women 25 - 64



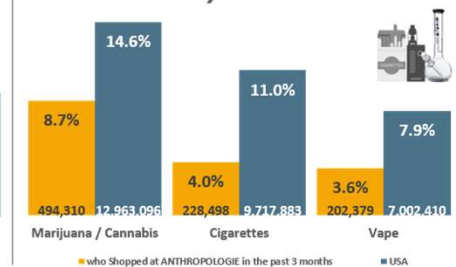
Drank Past 30-days: Women 25 - 64



Past 12 months Casino Activities: Women 25 - 64



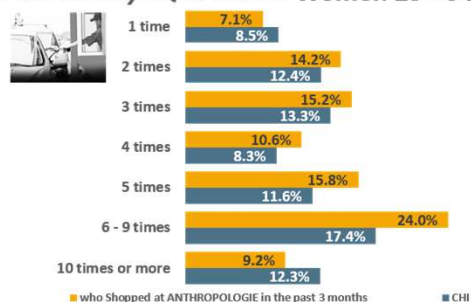
Used Past 30-days: Women 25 - 64



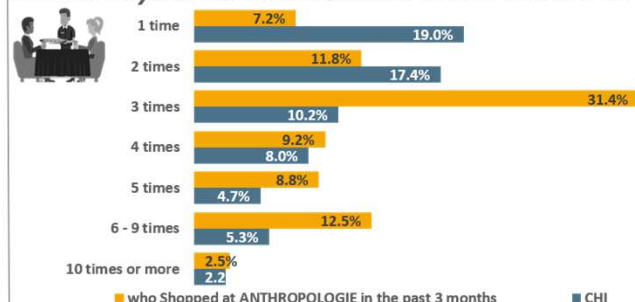


7.1% or 179,635 of CHI DMA Women 25 - 64 Shopped at ANTHROPOLOGIE in the past 3 months. Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months are 14.6% more likely to use QSRs past mo., 25.% more likely to use Sit-Down Restaurants past mo., 3.5% less likely to use Casinos past yr., 21.5% less likely to smoke cigarettes.

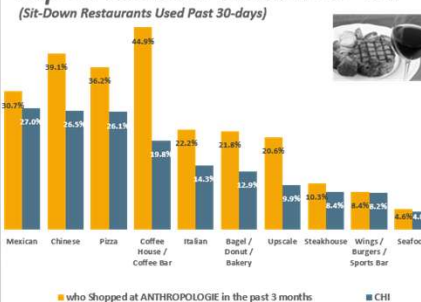
Past 30-days QSR Users: Women 25 - 64



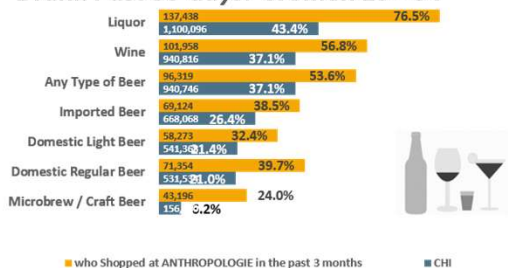
Past 30-days Sit-Down Restaurant Users: Women 25 - 64



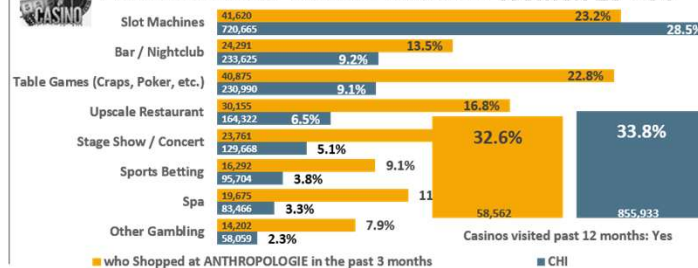
Top-10 Cuisines: Women 25 - 64



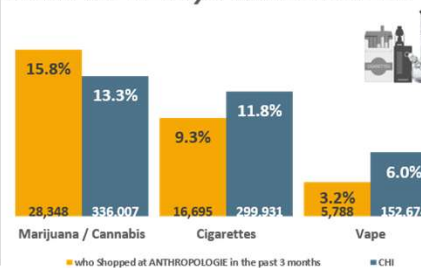
Drank Past 30-days: Women 25 - 64



Past 12 months Casino Activities: Women 25 - 64



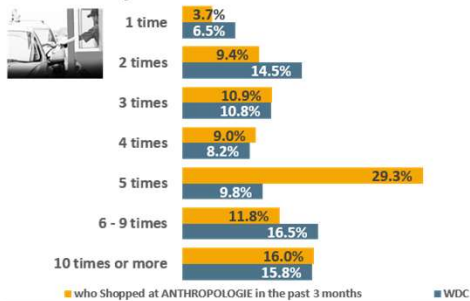
Used Past 30-days: Women 25 - 64



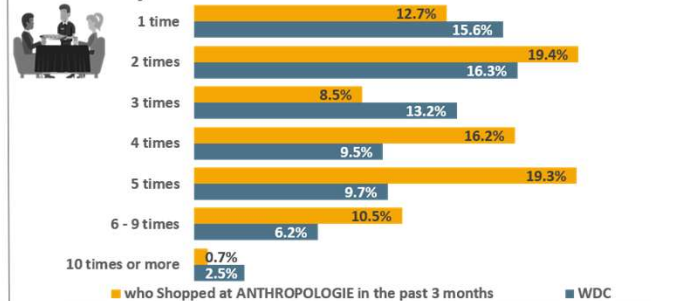


7.5% or 147,304 of WDC DMA Women 25 - 64 Shopped at ANTHROPOLOGIE in the past 3 months. Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months are 9.7% more likely to use QSRs past mo., 19.4% more likely to use Sit-Down Restaurants past mo., 4.7% more likely to use Casinos past yr., 86.2% less likely to smoke cigarettes.

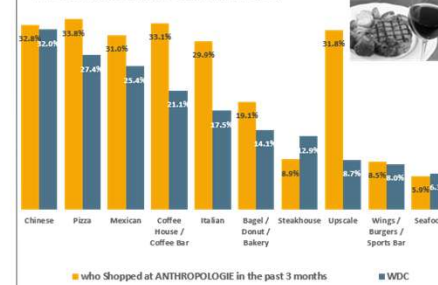
Past 30-days QSR Users: Women 25 - 64



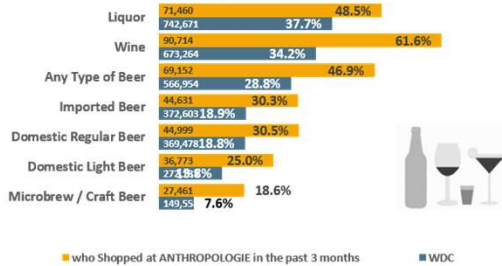
Past 30-days Sit-Down Restaurant Users: Women 25 - 64



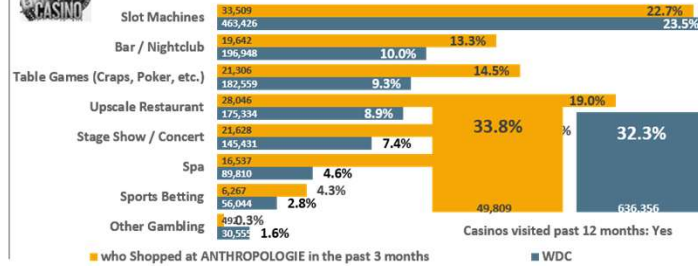
Top-10 Cuisines: Women 25 - 64 (Sit-Down Restaurants Used Past 30-days)



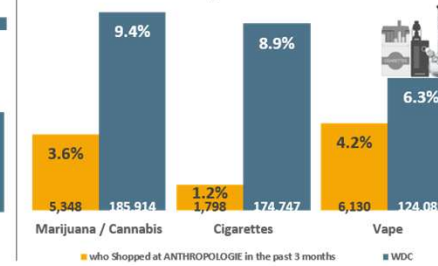
Drank Past 30-days: Women 25 - 64



Past 12 months Casino Activities: Women 25 - 64



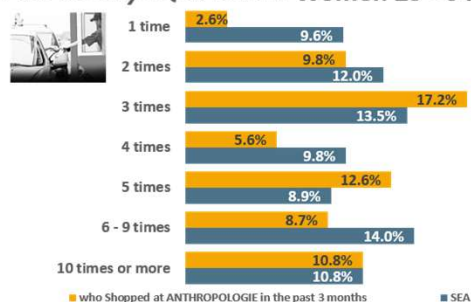
Used Past 30-days: Women 25 - 64



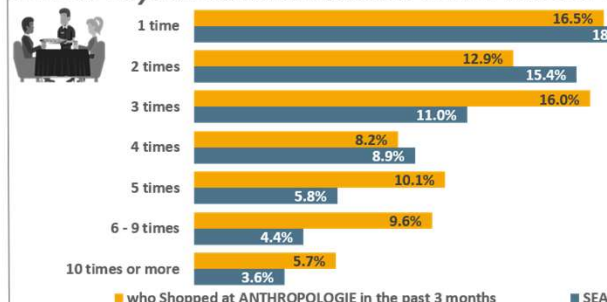


7.8% or 117,252 of SEA DMA Women 25 - 64 Shopped at ANTHROPOLOGIE in the past 3 months. Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months are 14.5% less likely to use QSRs past mo., 17.5% more likely to use Sit-Down Restaurants past mo., 33.2% less likely to use Casinos past yr., 68.% less likely to smoke cigarettes.

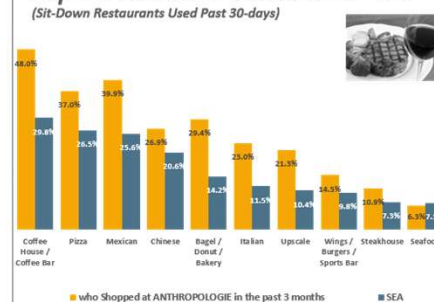
Past 30-days QSR Users: Women 25 - 64



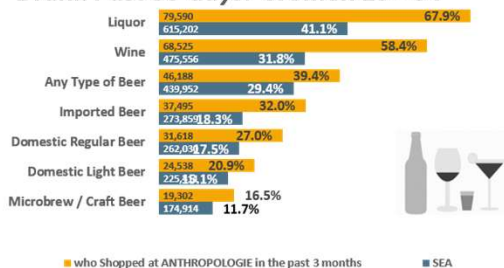
Past 30-days Sit-Down Restaurant Users: Women 25 - 64



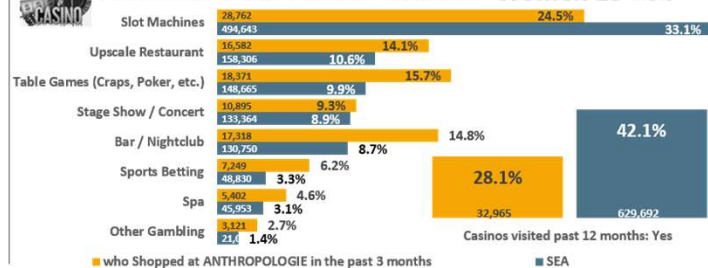
Top-10 Cuisines: Women 25 - 64 (Sit-Down Restaurants Used Past 30-days)



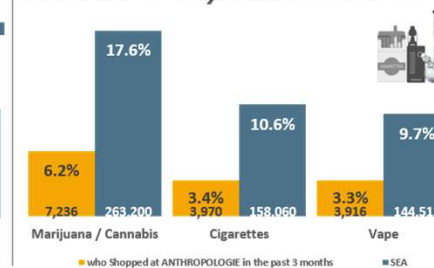
Drank Past 30-days: Women 25 - 64



Past 12 months Casino Activities: Women 25 - 64



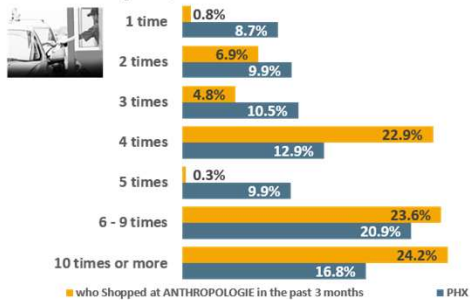
Used Past 30-days: Women 25 - 64



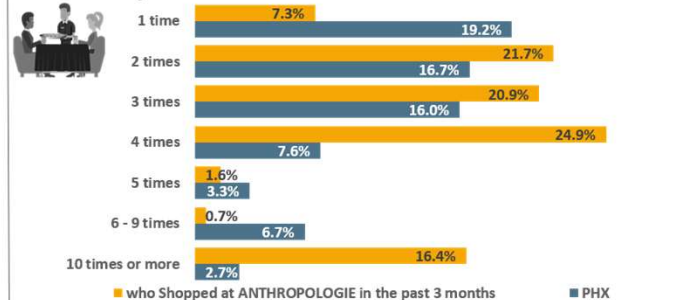


4.6% or 69,771 of PHX DMA Women 25 - 64 Shopped at ANTHROPOLOGIE in the past 3 months.
 Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months are 6.9% less likely to use QSRs past mo., 29.5% more likely to use Sit-Down Restaurants past mo., 15.5% more likely to use Casinos past yr., 99.8% less likely to smoke cigarettes.

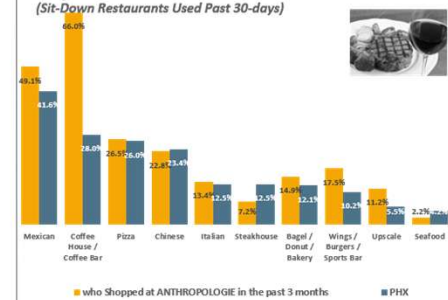
Past 30-days QSR Users: Women 25 - 64



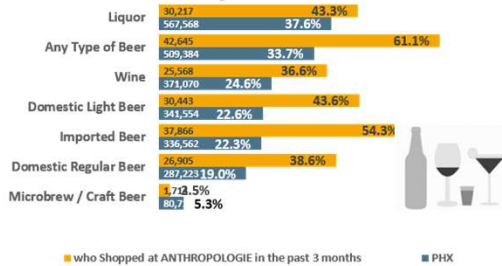
Past 30-days Sit-Down Restaurant Users: Women 25 - 64



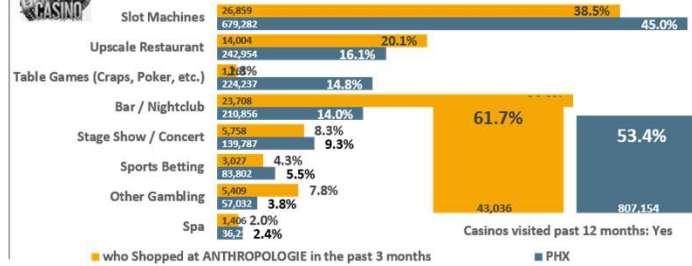
Top-10 Cuisines: Women 25 - 64 (Sit-Down Restaurants Used Past 30-days)



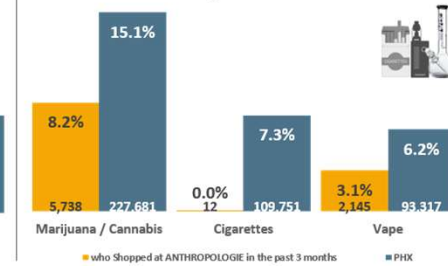
Drank Past 30-days: Women 25 - 64



Past 12 months Casino Activities: Women 25 - 64

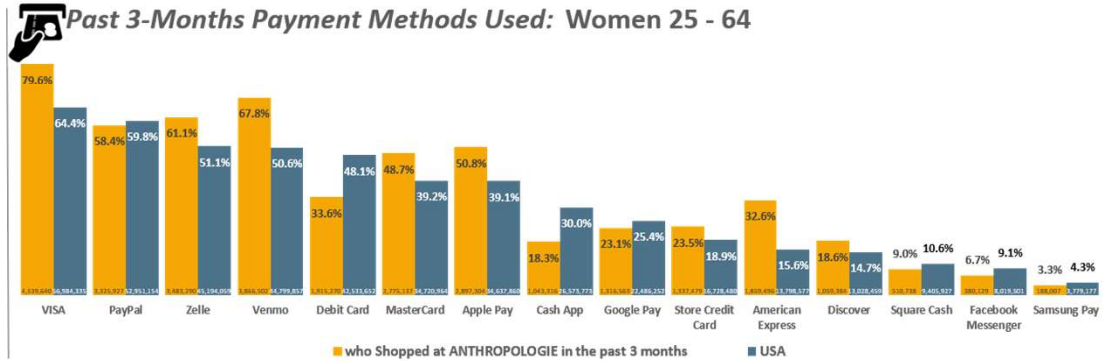
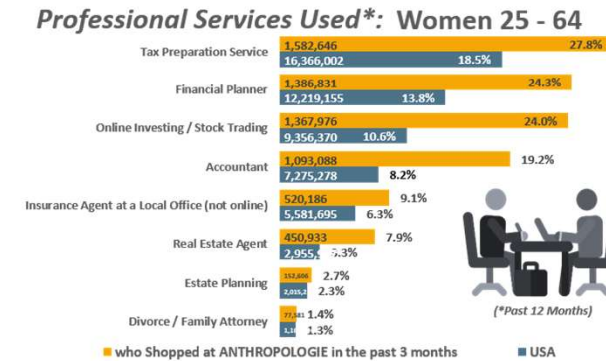
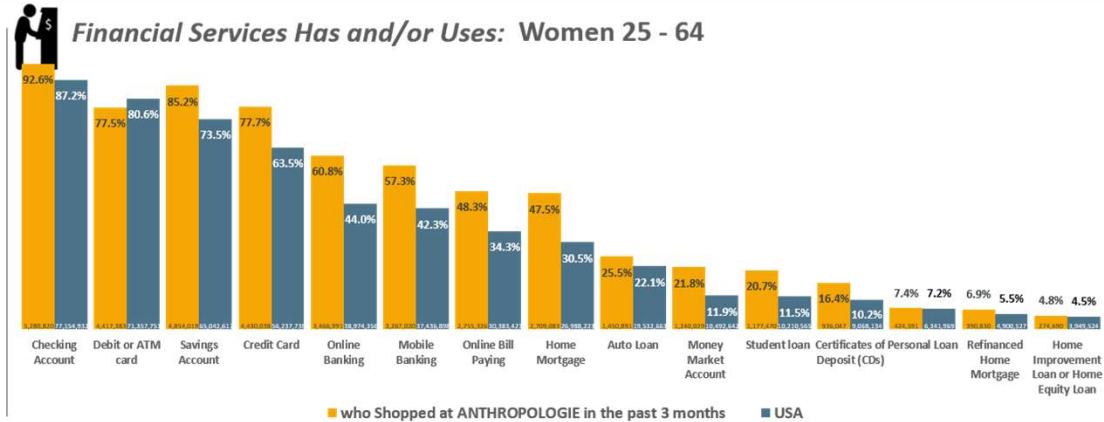
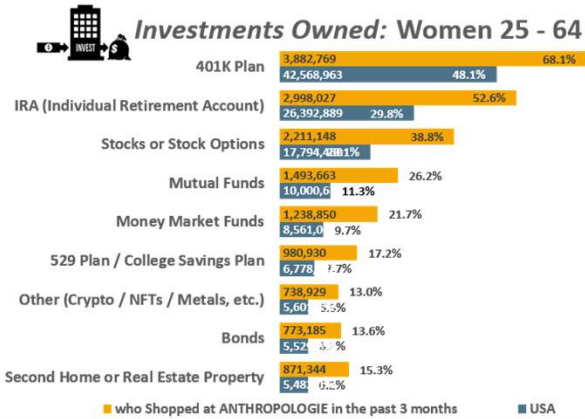


Used Past 30-days: Women 25 - 64





6.4% or 5,699,756 of USA DMA Women 25 - 64 Shopped at ANTHROPOLOGIE in the past 3 months. Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months are 41.6% more likely to have a 401K, 15.4% more likely to have an Auto Loan, 127.1% more likely to Invest/Trade Stocks Online, 30.1% less likely to pay with their Debit Card.





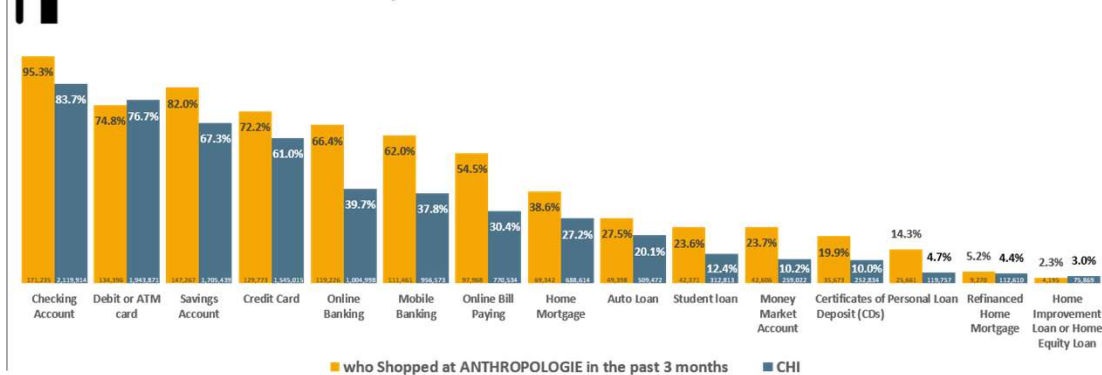
7.1% or 179,635 of CHI DMA Women 25 - 64 Shopped at ANTHROPOLOGIE in the past 3 months. Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months are 61.1% more likely to have a 401K, 36.7% more likely to have an Auto Loan, 175.8% more likely to Invest/Trade Stocks Online, 41.9% less likely to pay with their Debit Card.



Investments Owned: Women 25 - 64



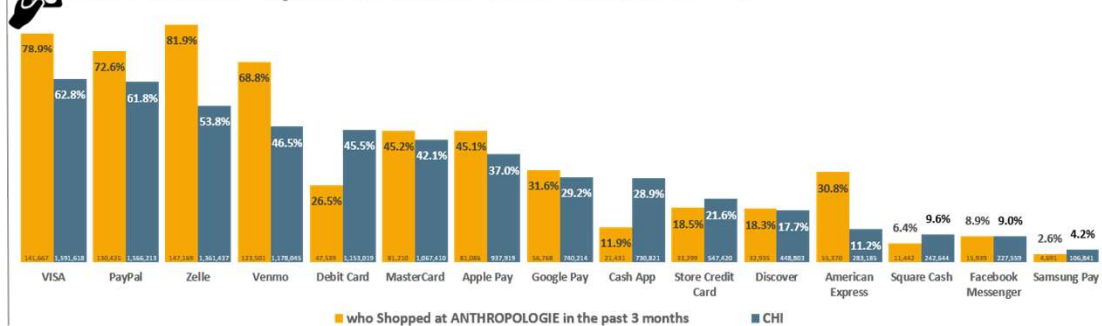
Financial Services Has and/or Uses: Women 25 - 64



Professional Services Used*: Women 25 - 64



Past 3-Months Payment Methods Used: Women 25 - 64

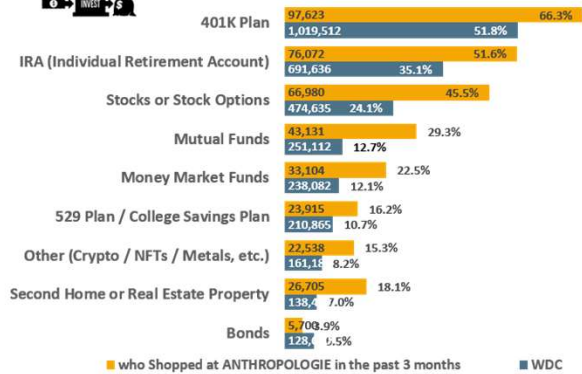




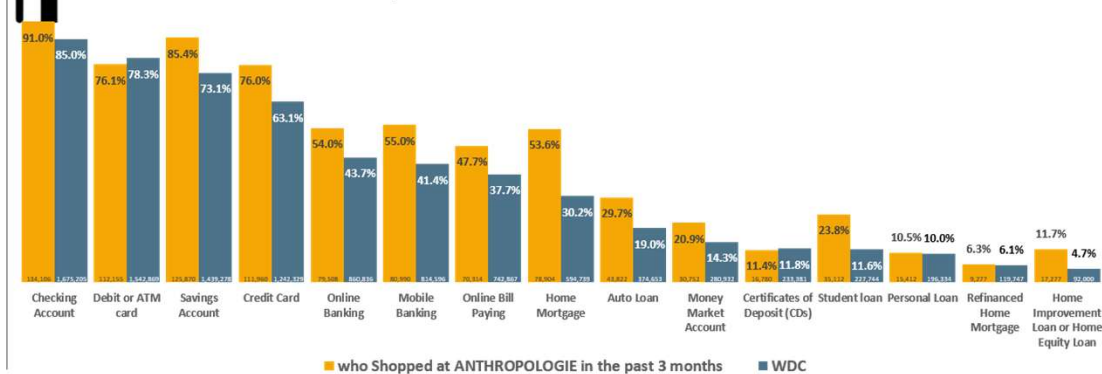
7.5% or 147,304 of WDC DMA Women 25 - 64 Shopped at ANTHROPOLOGIE in the past 3 months. Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months are 28.% more likely to have a 401K, 56.4% more likely to have an Auto Loan, 99.7% more likely to Invest/Trade Stocks Online, 16.4% less likely to pay with their Debit Card.



Investments Owned: Women 25 - 64



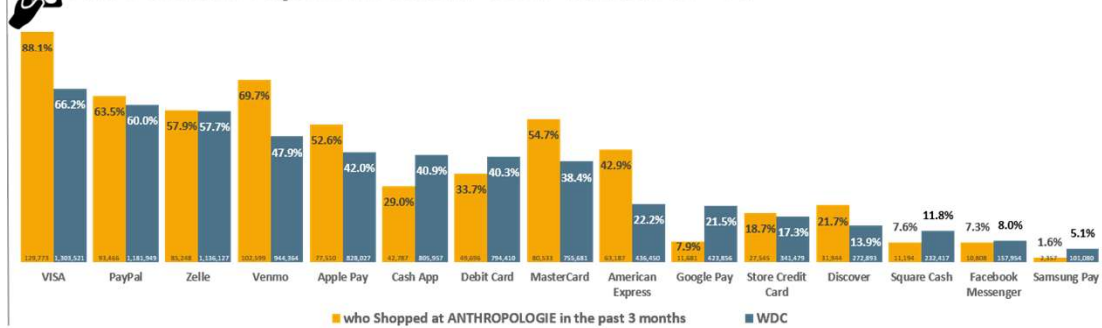
Financial Services Has and/or Uses: Women 25 - 64



Professional Services Used*: Women 25 - 64



Past 3-Months Payment Methods Used: Women 25 - 64

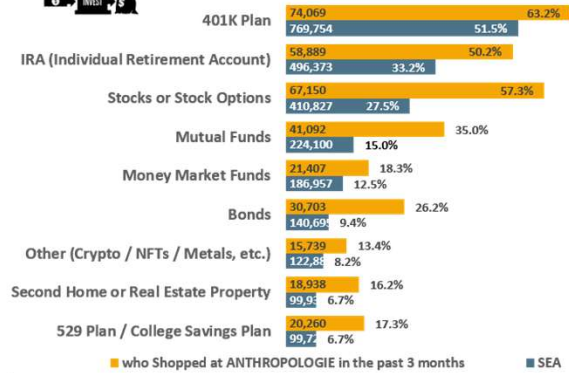




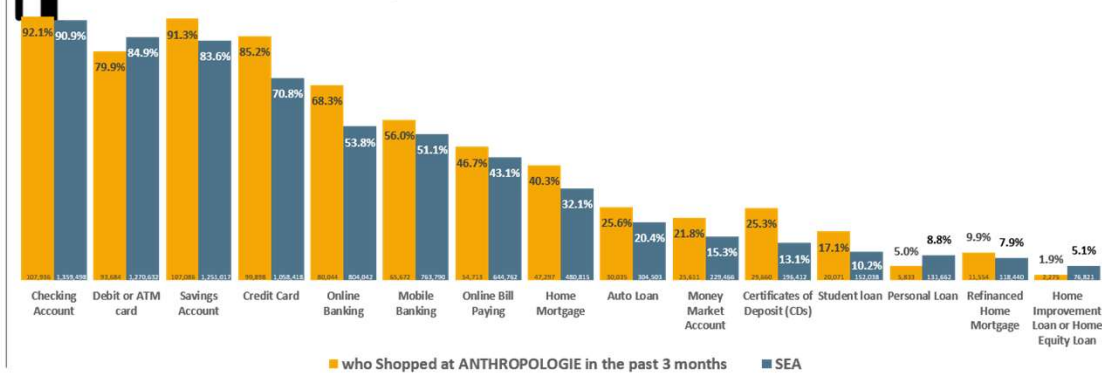
7.8% or 117,252 of SEA DMA Women 25 - 64 Shopped at ANTHROPOLOGIE in the past 3 months. Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months are 22.8% more likely to have a 401K, 25.8% more likely to have an Auto Loan, 131.3% more likely to Invest/Trade Stocks Online, 29.3% less likely to pay with their Debit Card.



Investments Owned: Women 25 - 64



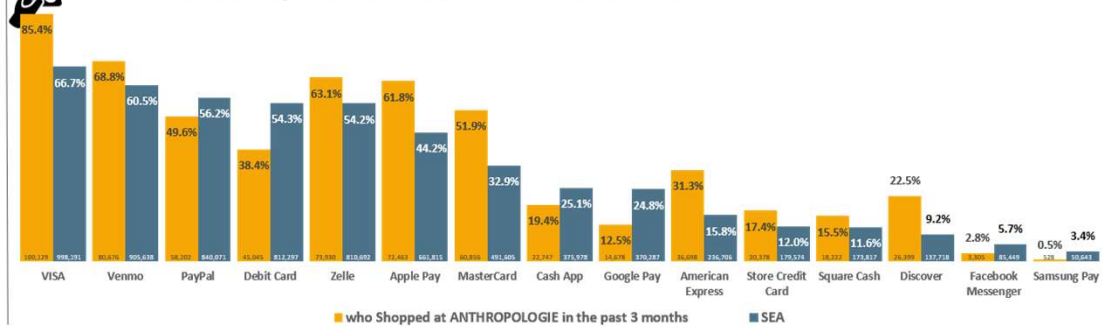
Financial Services Has and/or Uses: Women 25 - 64



Professional Services Used*: Women 25 - 64



Past 3-Months Payment Methods Used: Women 25 - 64

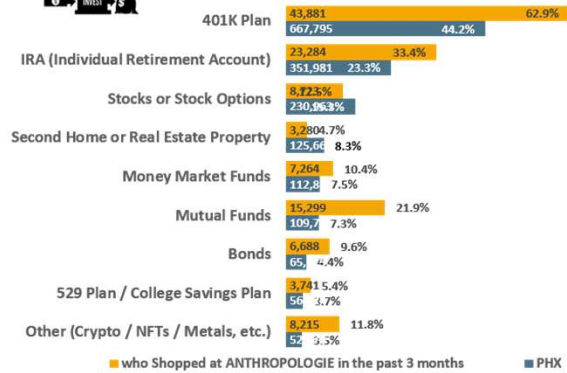




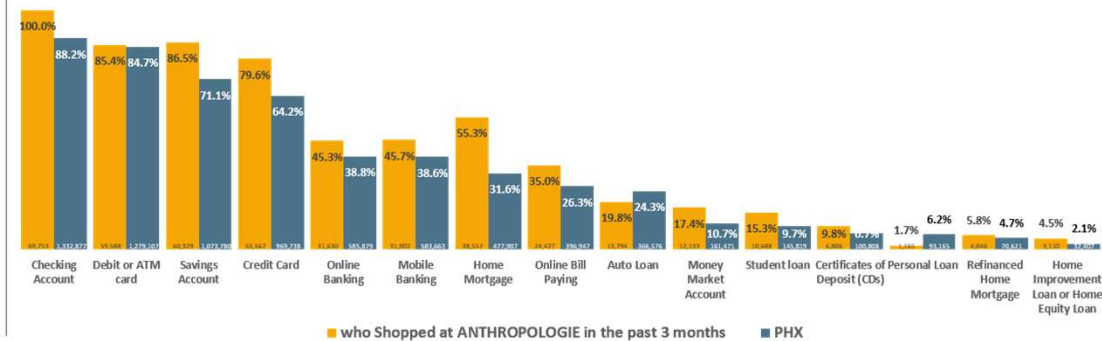
4.6% or 69,771 of PHX DMA Women 25 - 64 Shopped at ANTHROPOLOGIE in the past 3 months. Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months are 42.3% more likely to have a 401K, 18.5% less likely to have an Auto Loan, 11.2% less likely to Invest/Trade Stocks Online, 14.5% less likely to pay with their Debit Card.



Investments Owned: Women 25 - 64



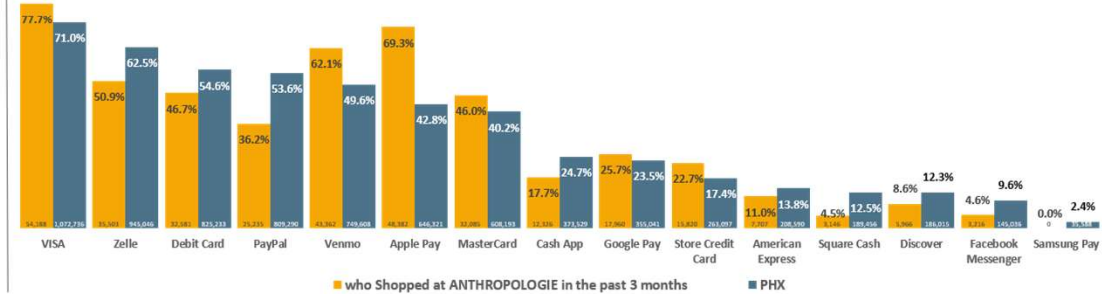
Financial Services Has and/or Uses: Women 25 - 64



Professional Services Used*: Women 25 - 64



Past 3-Months Payment Methods Used: Women 25 - 64

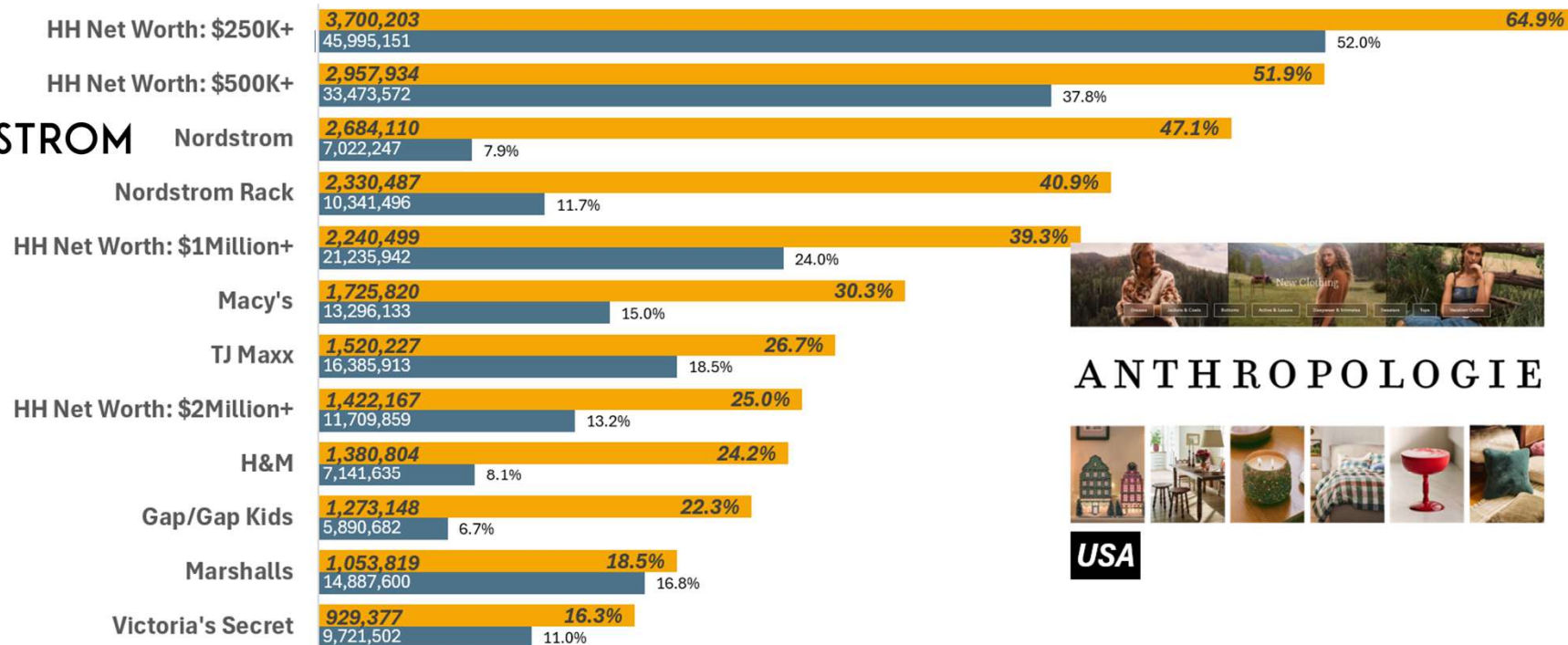




"HH Net Worth/Other Stores Shopped"

W25-64 who Shopped at ANTHROPOLOGIE in the past 3 months (Household Net Worth/Other Stores Shopped past 3 months)

NORDSTROM



ANTHROPOLOGIE



USA

■ W25-64 who Shopped at ANTHROPOLOGIE in the past 3 months (Household Net Worth/Other Stores Shopped past 3 months)

■ W25-64 USA (Household Net Worth/Other Stores Shopped past 3 months)

USA DMA Scarborough R1 2026: Jan25-Mar26 Qual Intab: 586
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Clothing stores shopped past 3 months: Anthropologie



"HH Net Worth/Other Stores Shopped"

W25-64 who Shopped at ANTHROPOLOGIE in the past 3 months (Household Net Worth/Other Stores Shopped past 3 months)

NORDSTROM

Nordstrom



HH Net Worth: \$250K+



Nordstrom Rack



HH Net Worth: \$500K+



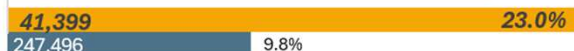
Macy's



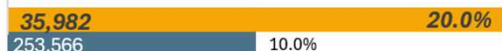
HH Net Worth: \$1Million+



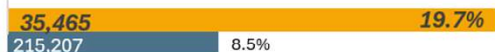
H&M



HH Net Worth: \$2Million+



Gap/Gap Kids



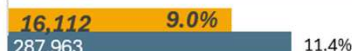
TJ Maxx



Marshalls



Victoria's Secret



■ W25-64 who Shopped at ANTHROPOLOGIE in the past 3 months (Household Net Worth/Other Stores Shopped past 3 months)

■ W25-64 CHICAGO (Household Net Worth/Other Stores Shopped past 3 months)



ANTHROPOLOGIE

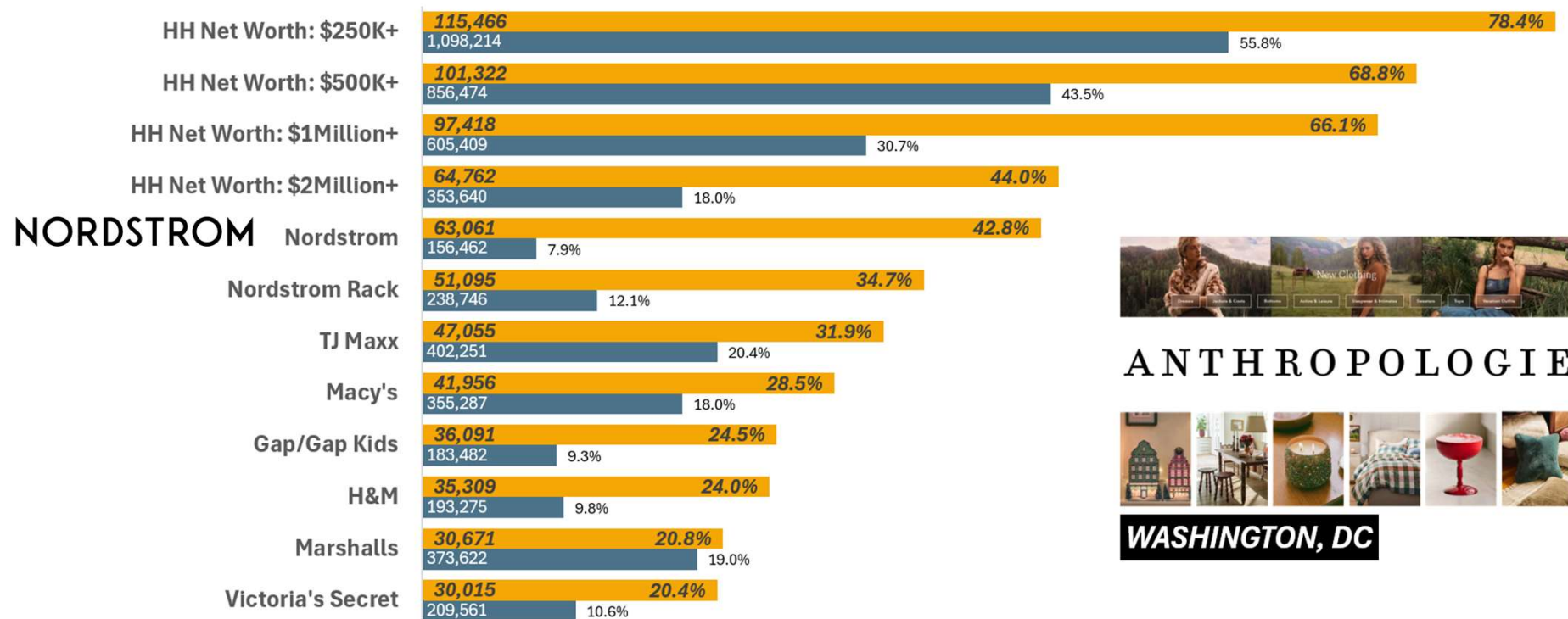


CHICAGO



"HH Net Worth/Other Stores Shopped"

W25-64 who Shopped at ANTHROPOLOGIE in the past 3 months (Household Net Worth/Other Stores Shopped past 3 months)



ANTHROPOLOGIE



WASHINGTON, DC

■ W25-64 who Shopped at ANTHROPOLOGIE in the past 3 months (Household Net Worth/Other Stores Shopped past 3 months)

■ W25-64 WASHINGTON, DC (Household Net Worth/Other Stores Shopped past 3 months)

WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab: 162
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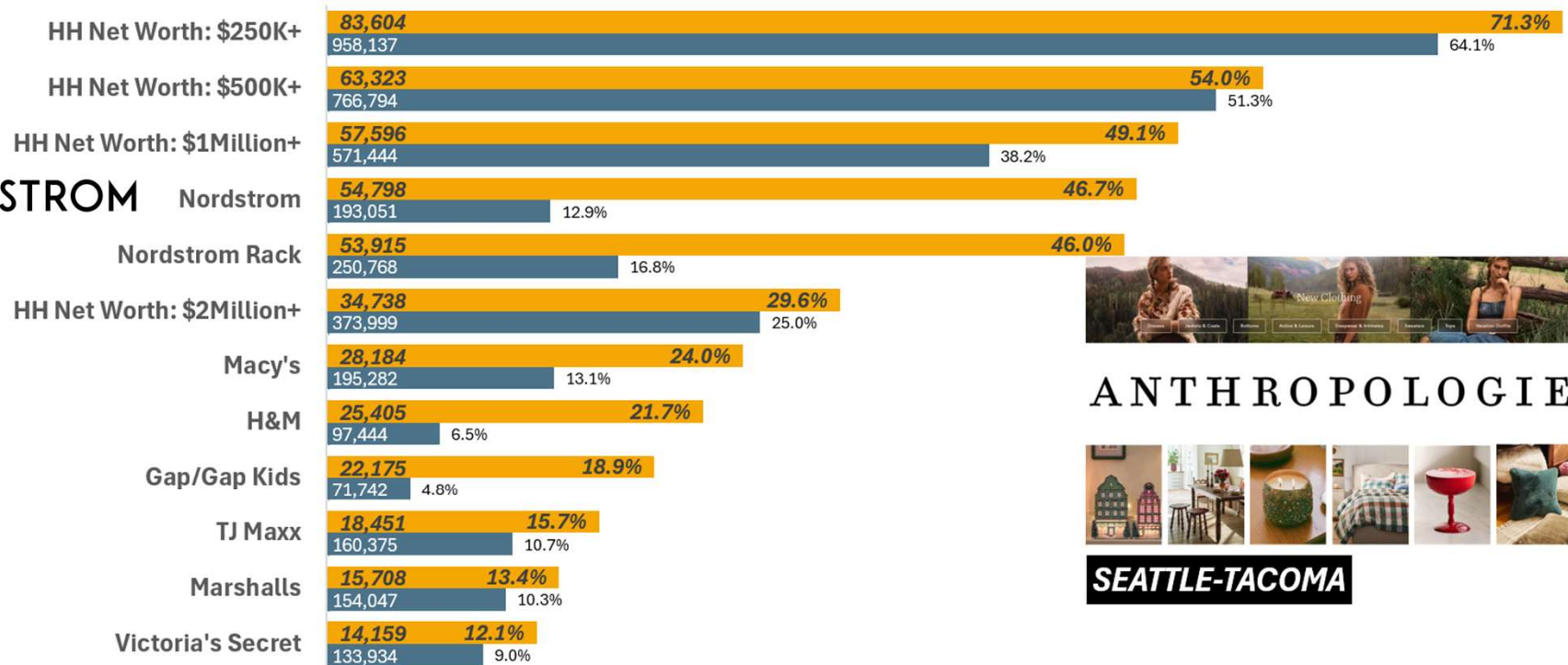
Clothing stores shopped past 3 months: Anthropologie



"HH Net Worth/Other Stores Shopped"

W25-64 who Shopped at ANTHROPOLOGIE in the past 3 months (Household Net Worth/Other Stores Shopped past 3 months)

NORDSTROM



ANTHROPOLOGIE



SEATTLE-TACOMA

■ W25-64 who Shopped at ANTHROPOLOGIE in the past 3 months (Household Net Worth/Other Stores Shopped past 3 months)

■ W25-64 SEATTLE-TACOMA (Household Net Worth/Other Stores Shopped past 3 months)

SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab: 104
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Clothing stores shopped past 3 months: Anthropologie



"HH Net Worth/Other Stores Shopped"

W25-64 who Shopped at ANTHROPOLOGIE in the past 3 months (Household Net Worth/Other Stores Shopped past 3 months)

NORDSTROM Nordstrom

HH Net Worth: \$250K+



HH Net Worth: \$500K+



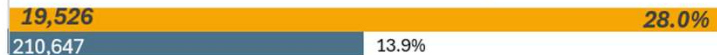
Nordstrom Rack



TJ Maxx



Victoria's Secret



H&M



Marshalls



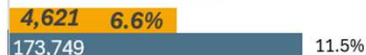
HH Net Worth: \$1Million+



Macy's



HH Net Worth: \$2Million+



Gap/Gap Kids



■ W25-64 who Shopped at ANTHROPOLOGIE in the past 3 months (Household Net Worth/Other Stores Shopped past 3 months)

■ W25-64 PHOENIX (Household Net Worth/Other Stores Shopped past 3 months)



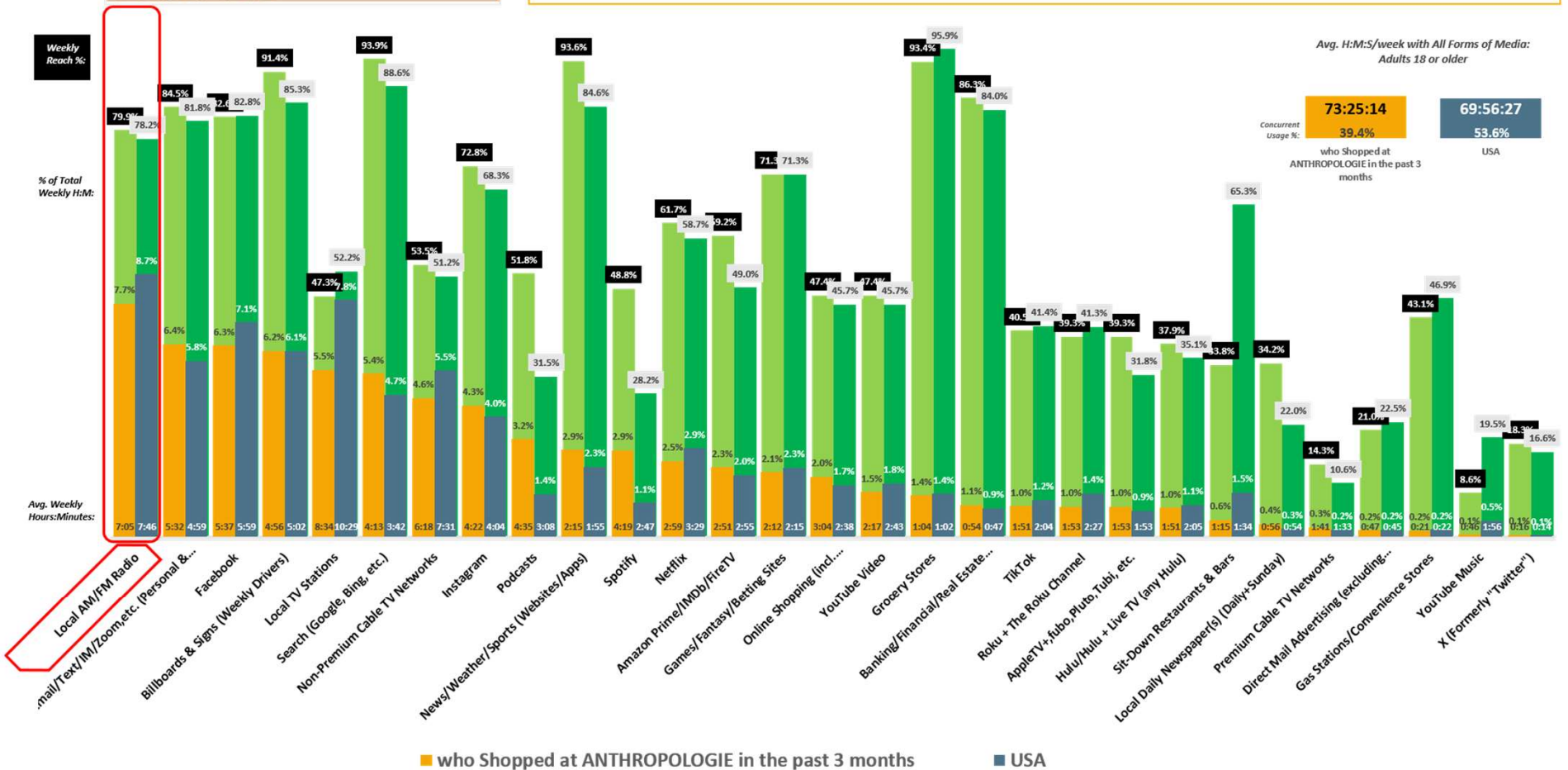
ANTHROPOLOGIE



PHOENIX

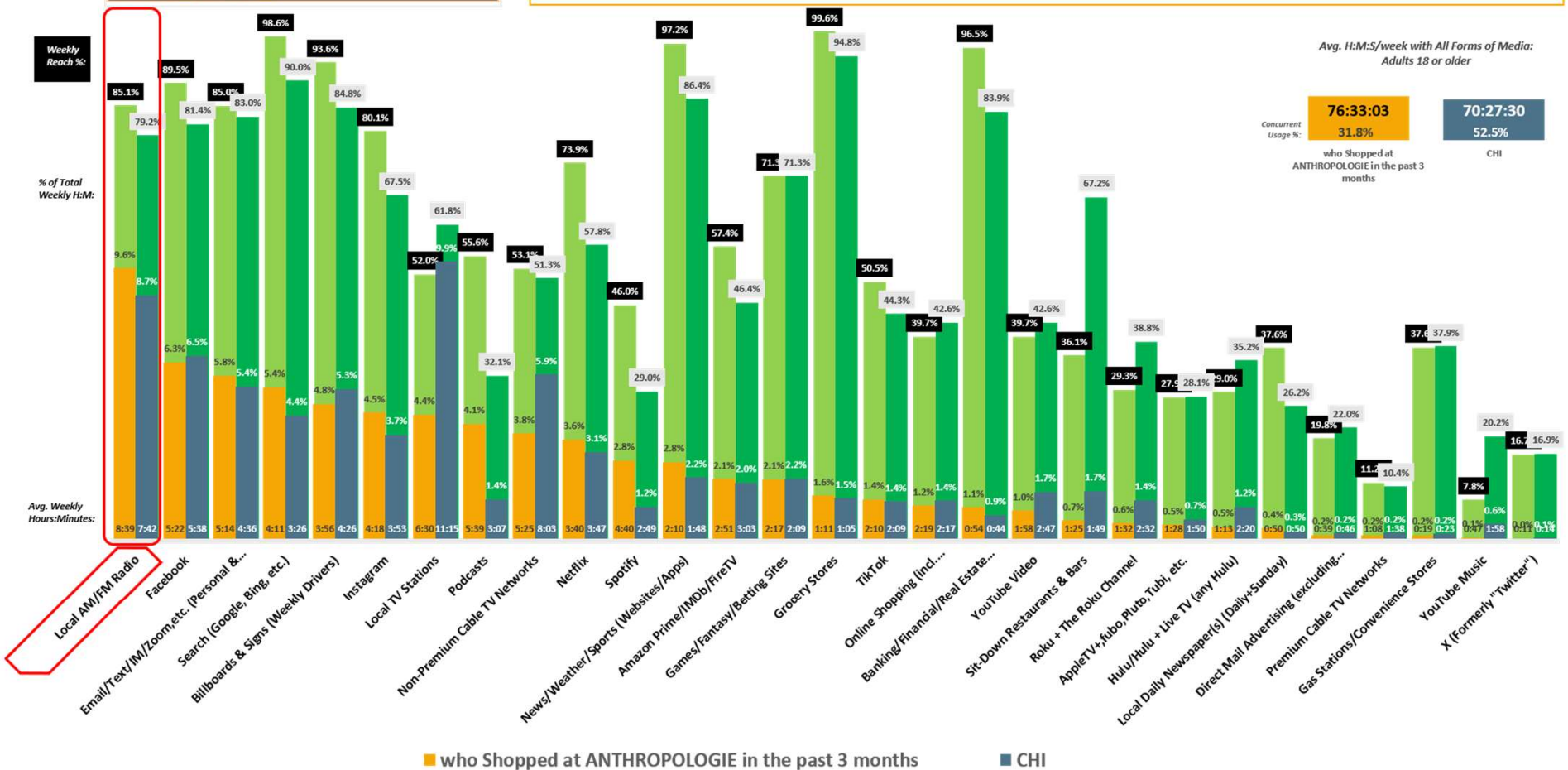


Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months spend an average of 3 days, 1 hours, 25 minutes and 14 seconds each week with All Forms of Media.
 79.9% of Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months spend an avg. of 7 hours and 5 minutes each week listening to All Local AM/FM Radio, representing 7.7% of total time spent with all forms of Media.



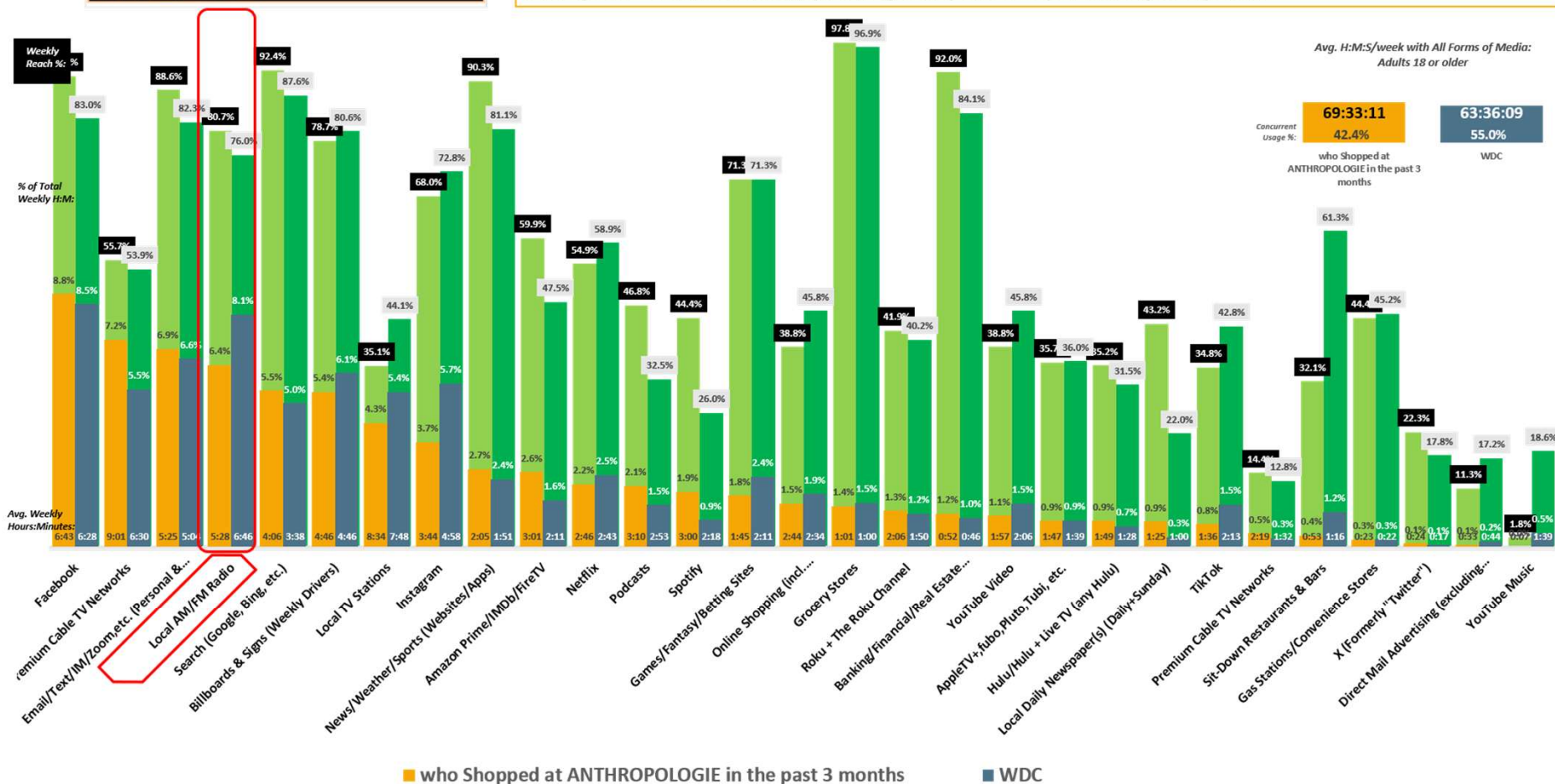


Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months spend an average of 3 days, 4 hours, 33 minutes and 3 seconds each week with All Forms of Media.
 85.1% of Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months spend an avg. of 8 hours and 39 minutes each week listening to All Local AM/FM Radio, representing 9.6% of total time spent with all forms of Media.



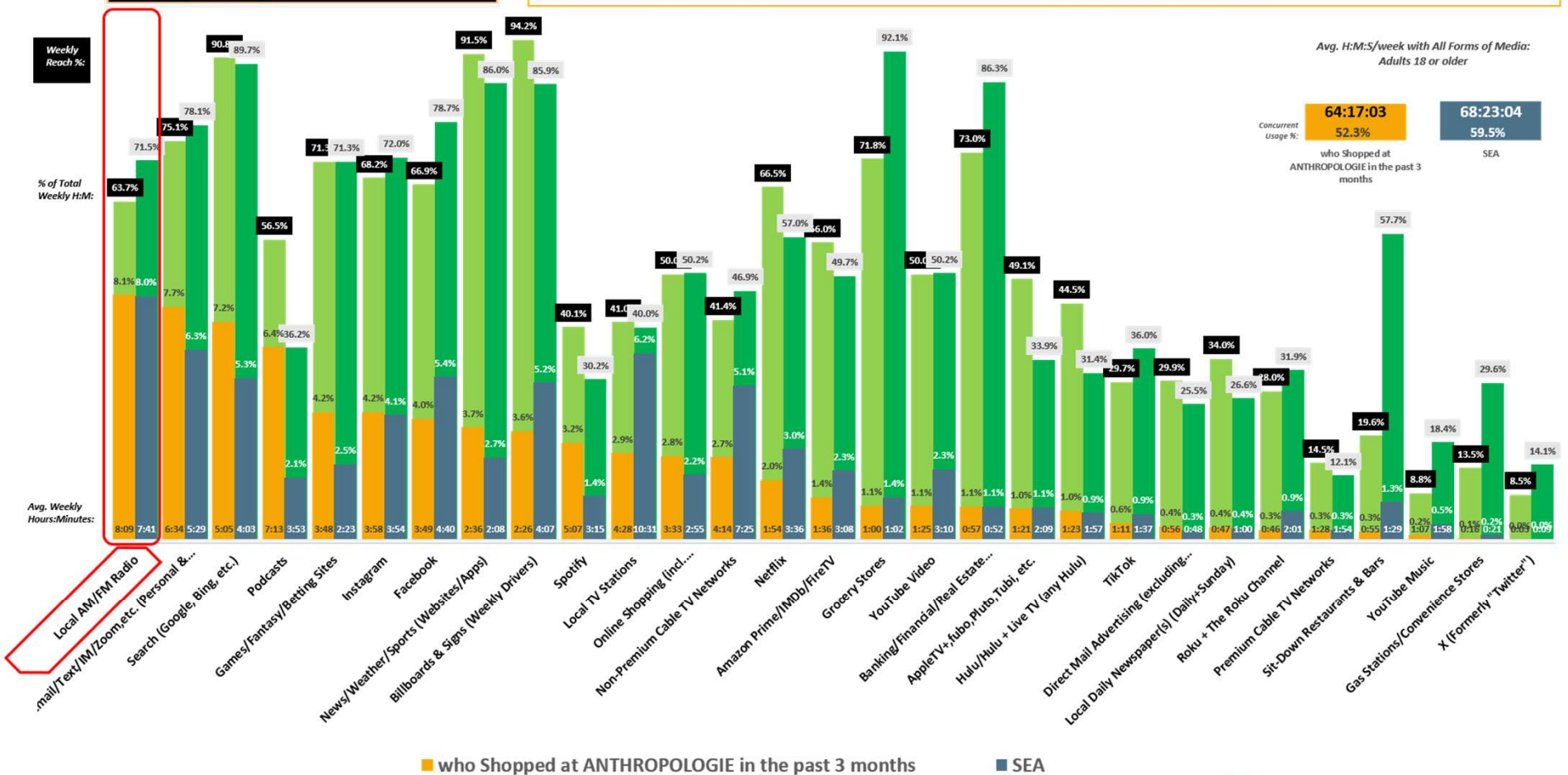


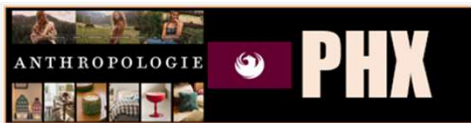
Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months spend an average of 2 days, 21 hours, 33 minutes and 11 seconds each week with All Forms of Media.
 80.7% of Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months spend an avg. of 5 hours and 28 minutes each week listening to All Local AM/FM Radio, representing 6.4% of total time spent with all forms of Media.



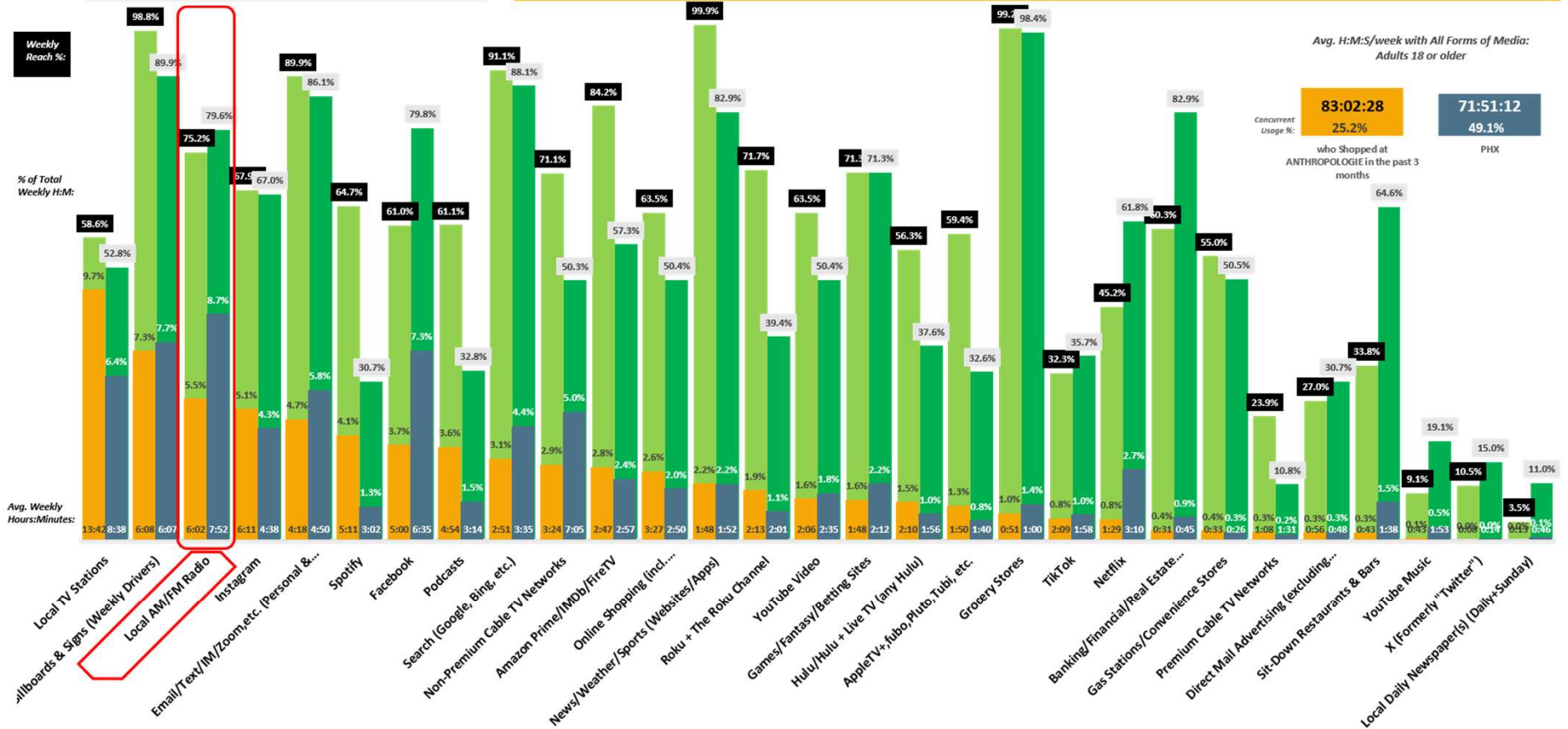


Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months spend an average of 2 days, 16 hours, 17 minutes and 3 seconds each week with All Forms of Media.
 63.7% of Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months spend an avg. of 8 hours and 9 minutes each week listening to All Local AM/FM Radio, representing 8.1% of total time spent with all forms of Media.





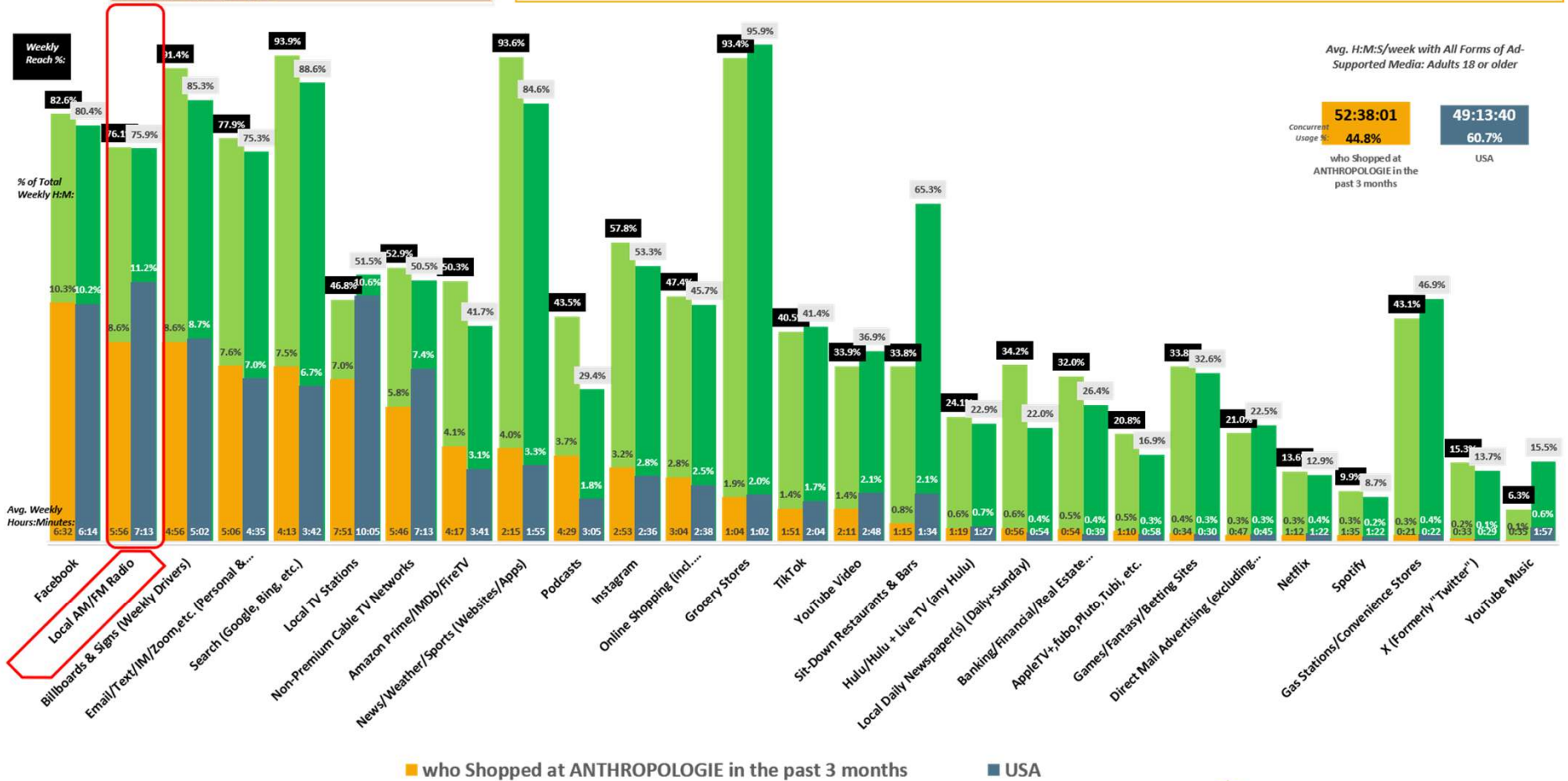
Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months spend an average of 3 days, 11 hours, 2 minutes and 28 seconds each week with All Forms of Media.
 75.2% of Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months spend an avg. of 6 hours and 2 minutes each week listening to All Local AM/FM Radio, representing 5.5% of total time spent with all forms of Media.



■ who Shopped at ANTHROPOLOGIE in the past 3 months ■ PHX

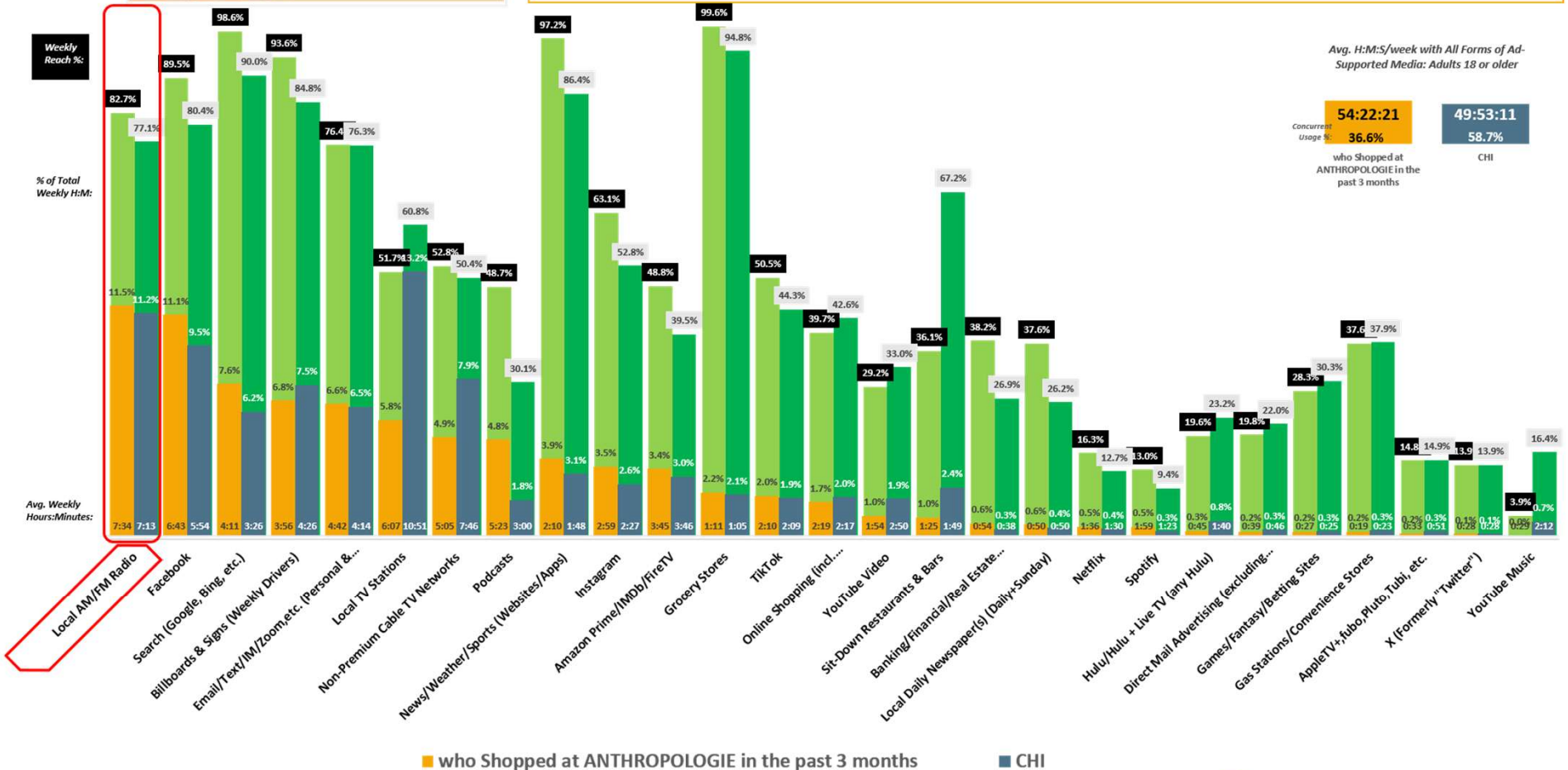


Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months spend an average of 2 days, 4 hours, 38 minutes and 1 seconds each week with All Forms of Ad-Supported Media.
 76.1% of Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months spend an avg. of 5 hours and 56 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 8.6% of total time spent with all forms of Ad-Supported Media.





Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months spend an average of 2 days, 6 hours, 22 minutes and 21 seconds each week with All Forms of Ad-Supported Media.
 82.7% of Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months spend an avg. of 7 hours and 34 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.5% of total time spent with all forms of Ad-Supported Media.



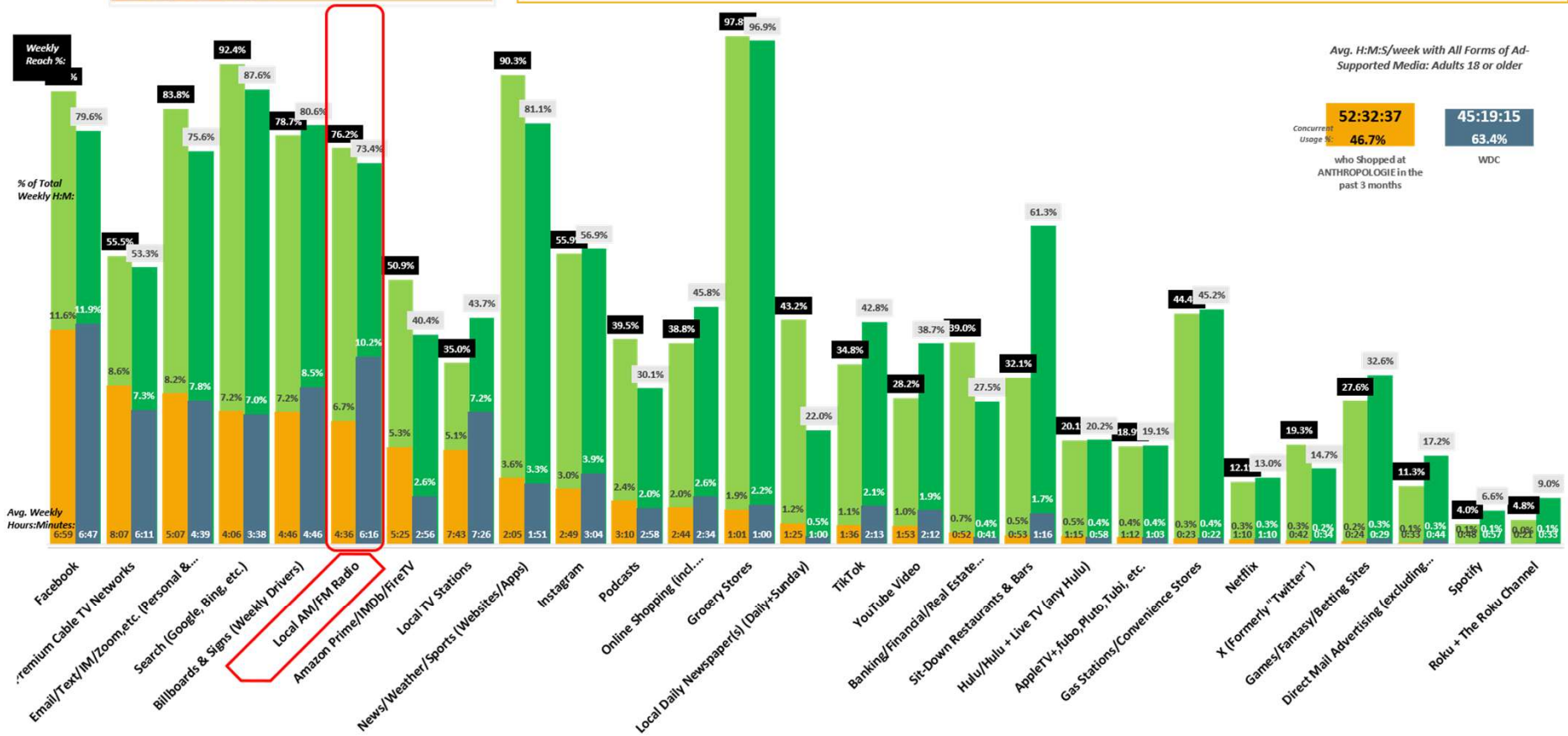
Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older

54:22:21
 Concurrent Usage %: 36.6%
 who Shopped at ANTHROPOLOGIE in the past 3 months

49:53:11
 58.7%
 CHI



Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months spend an average of 2 days, 4 hours, 32 minutes and 37 seconds each week with All Forms of Ad-Supported Media.
 76.2% of Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months spend an avg. of 4 hours and 36 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 6.7% of total time spent with all forms of Ad-Supported Media.



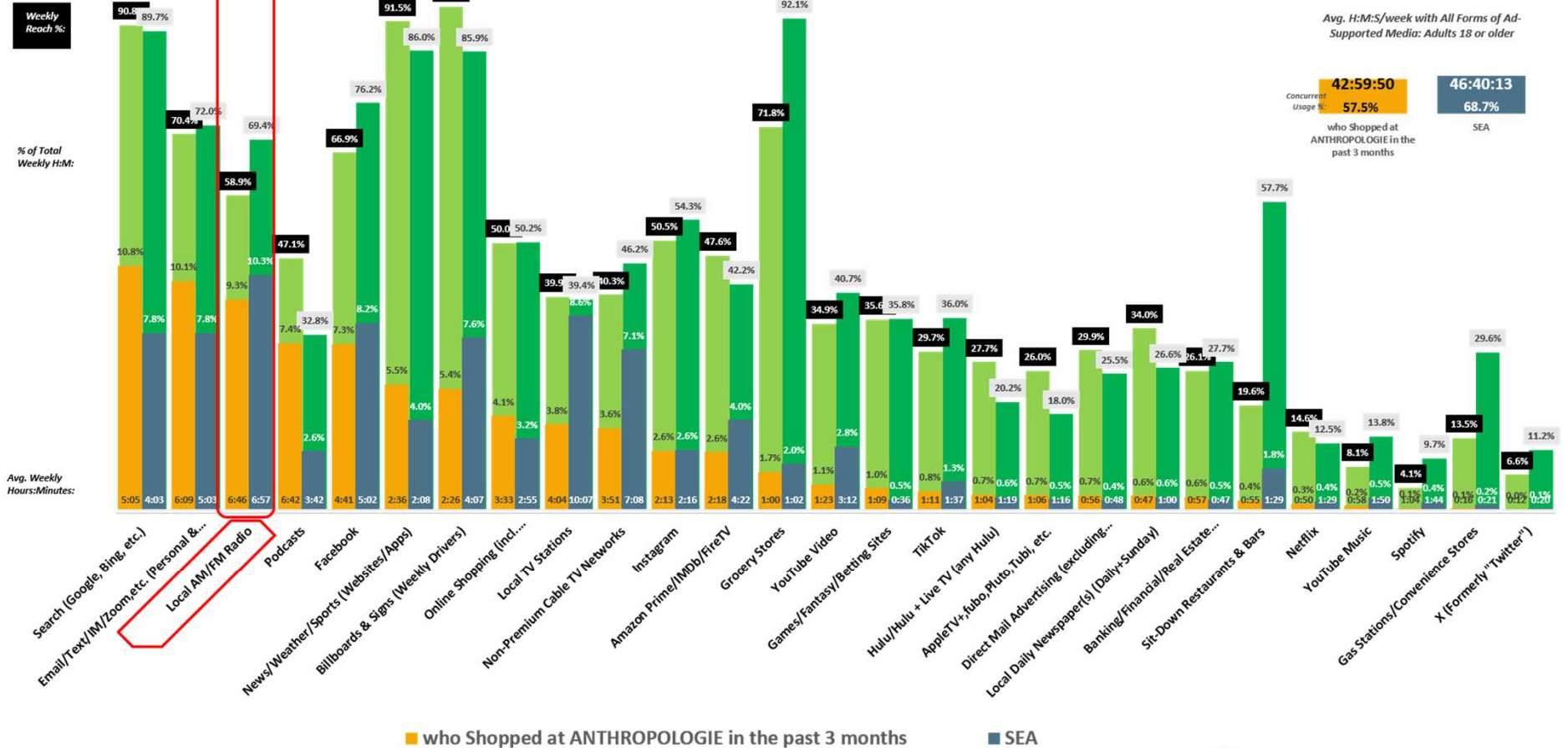
Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older

52:32:37	45:19:15
Concurrent Usage %: 46.7%	63.4%
who Shopped at ANTHROPOLOGIE in the past 3 months	WDC

■ who Shopped at ANTHROPOLOGIE in the past 3 months ■ WDC

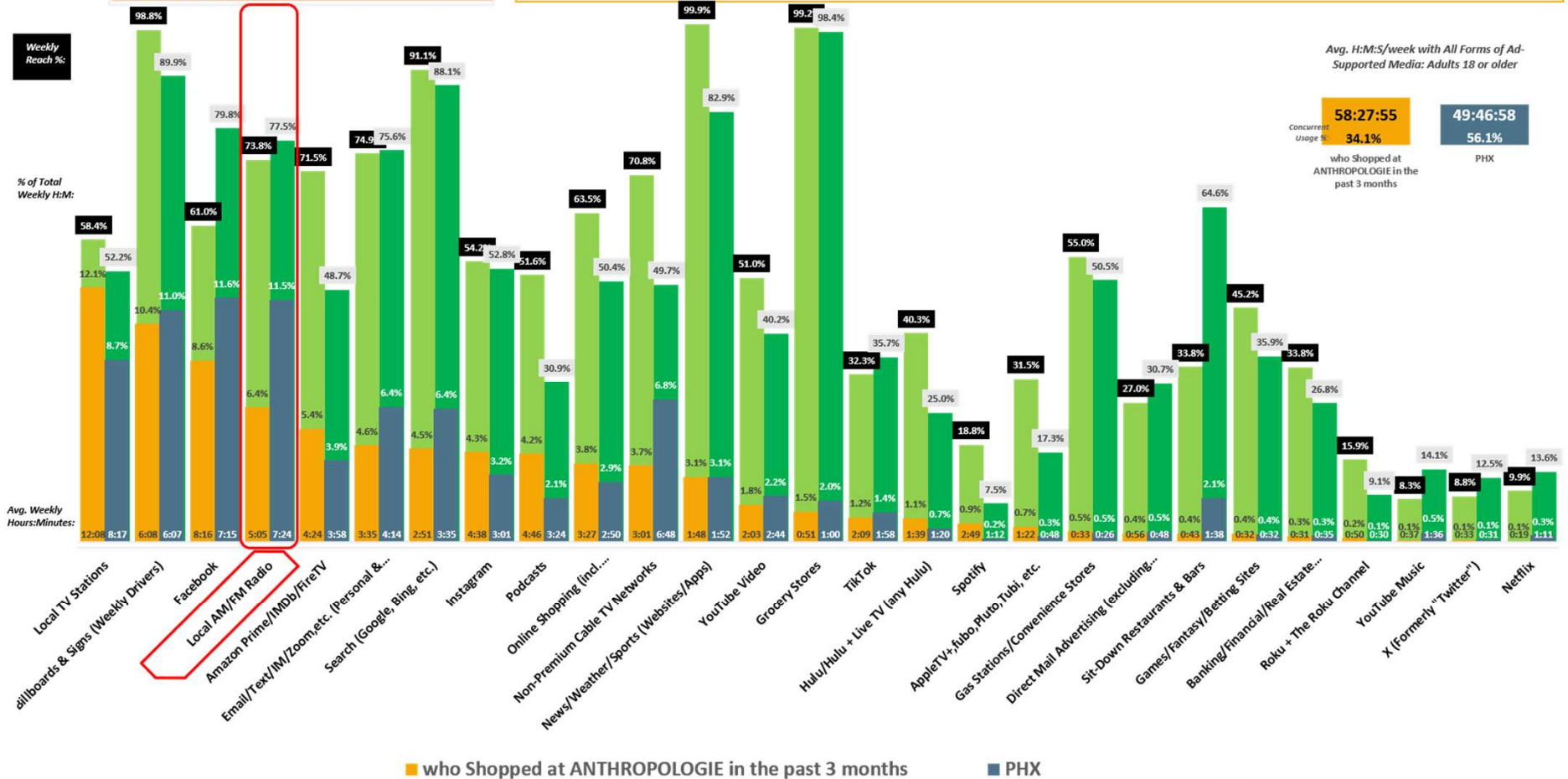


Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months spend an average of 1 days, 18 hours, 59 minutes and 50 seconds each week with All Forms of Ad-Supported Media.
 58.9% of Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months spend an avg. of 6 hours and 46 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.3% of total time spent with all forms of Ad-Supported Media.





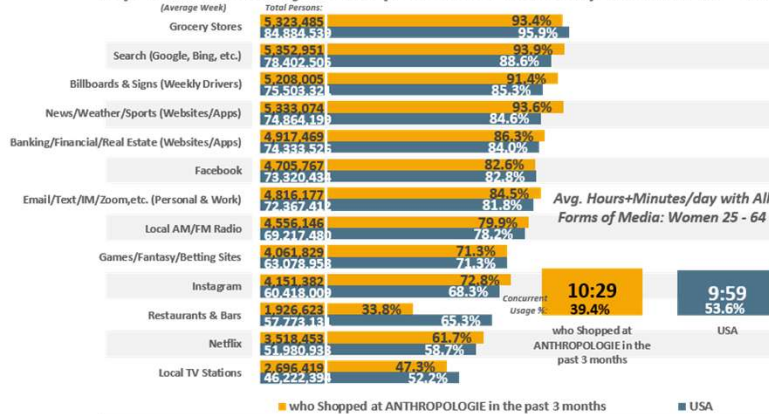
Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months spend an average of 2 days, 10 hours, 27 minutes and 55 seconds each week with All Forms of Ad-Supported Media.
 73.8% of Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months spend an avg. of 5 hours and 5 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 6.4% of total time spent with all forms of Ad-Supported Media.



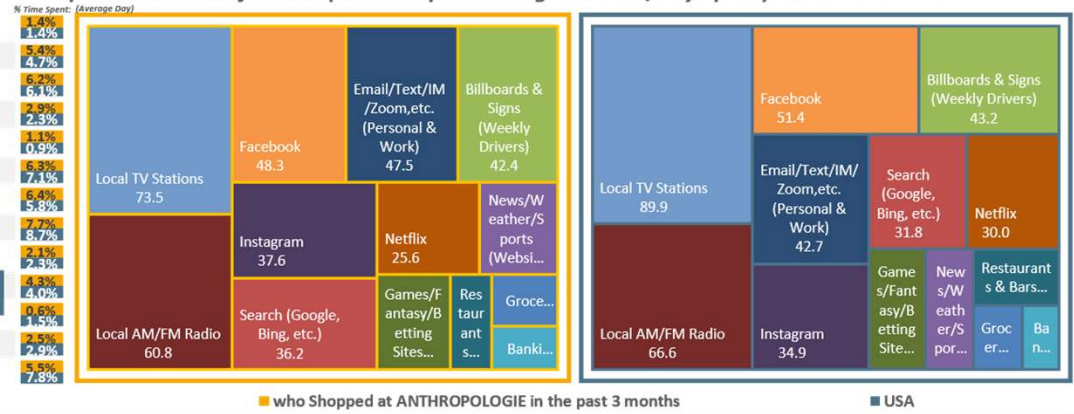


Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months spend an average of 7 hours and 31 minutes each day with All Forms of Ad-Supported Media. 76.1% listen to Local AM/FM Radio for an avg. of 51. minutes/day. *(Local Radio delivers 8.6% of Time with Ad-Supported Media.)*

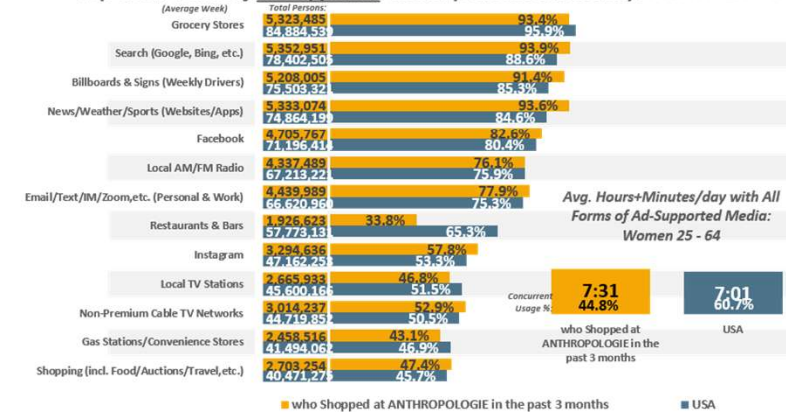
Top-13 All Forms of Media (Persons & % Reach): Women 25 - 64



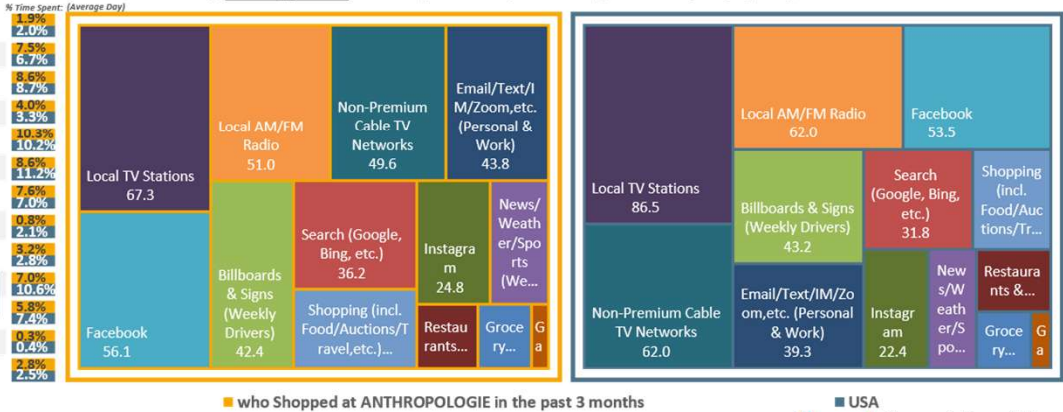
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Women 25 - 64



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 1,086
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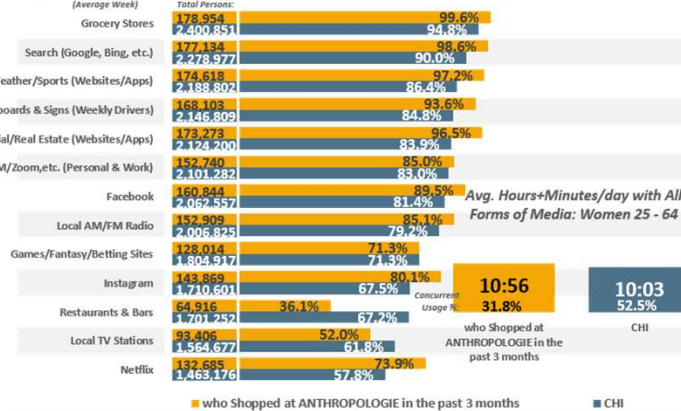
soefa.ai Share of Everything for Anything

Clothing stores shopped past 3 months: Anthropologie

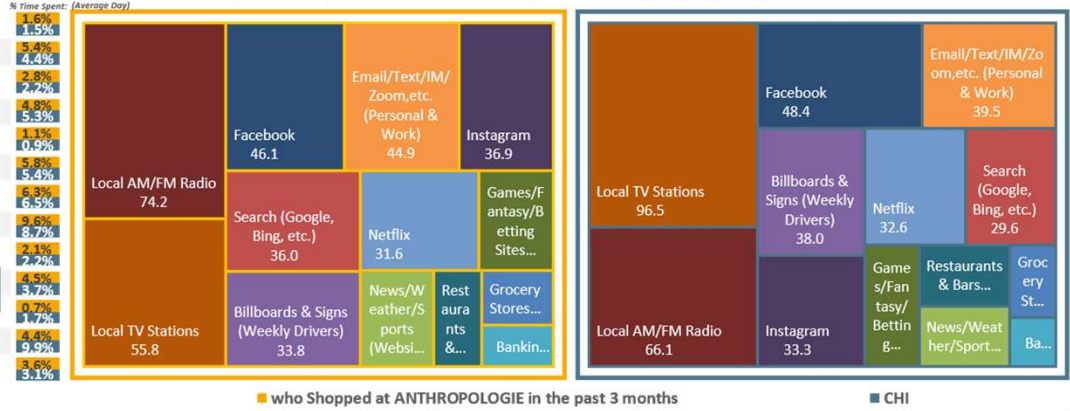


Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months spend an average of 7 hours and 46 minutes each day with All Forms of Ad-Supported Media. 82.7% listen to Local AM/FM Radio for an avg. of 65. minutes/day. *(Local Radio delivers 11.5% of Time with Ad-Supported Media.)*

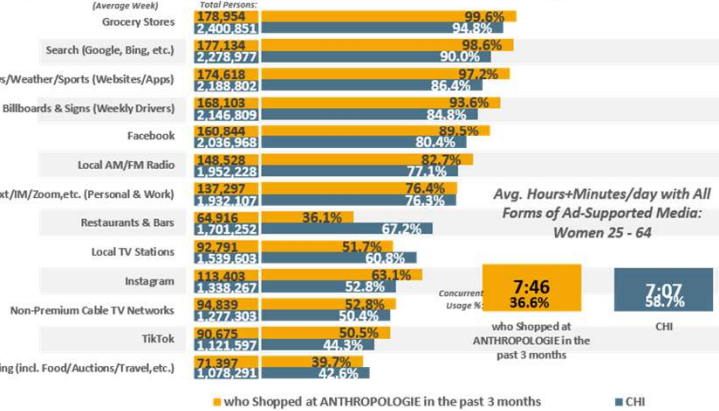
Top-13 All Forms of Media (Persons & % Reach): Women 25 - 64



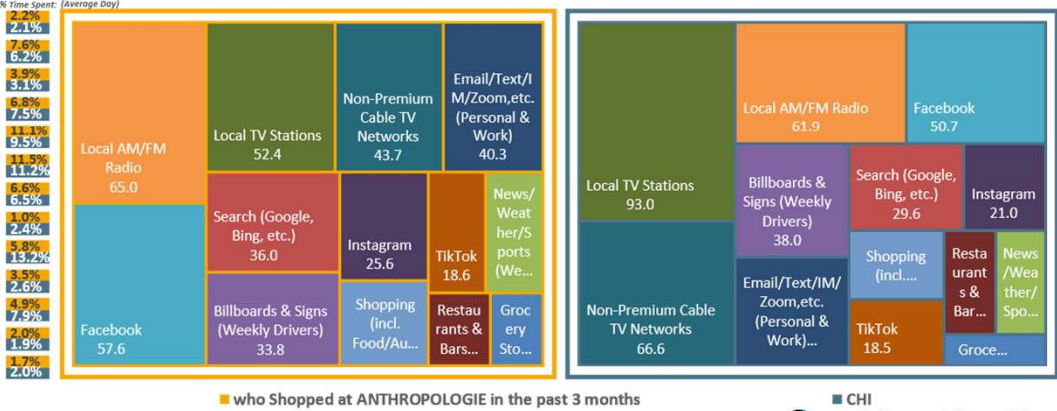
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Women 25 - 64



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64

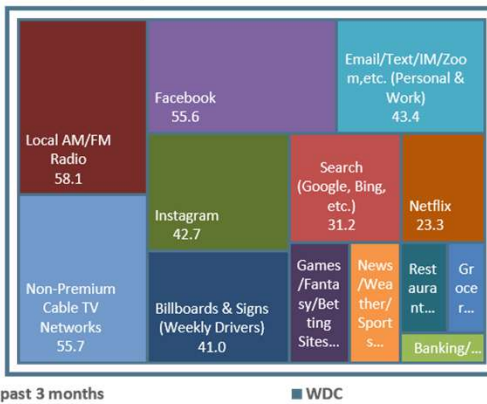
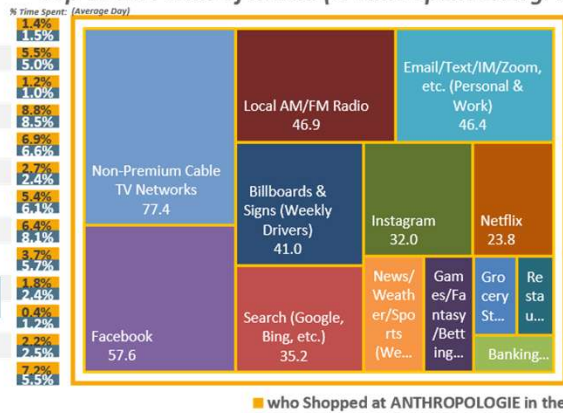
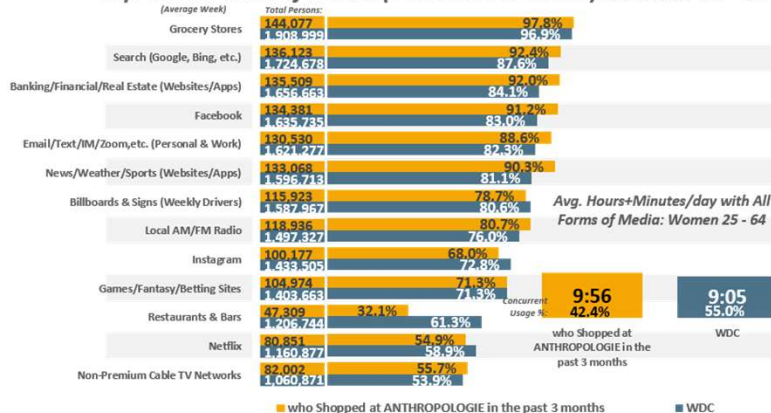




Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months spend an average of 7 hours and 30 minutes each day with All Forms of Ad-Supported Media. 76.2% listen to Local AM/FM Radio for an avg. of 39.5 minutes/day. (Local Radio delivers 6.7% of Time with Ad-Supported Media.)

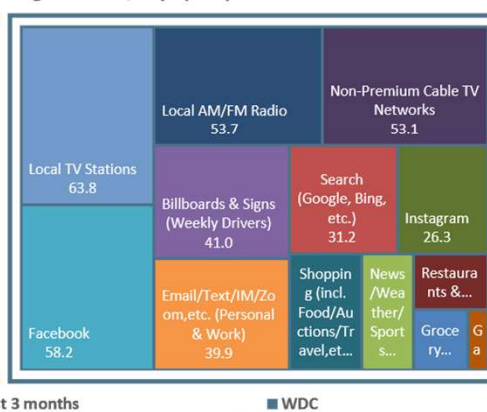
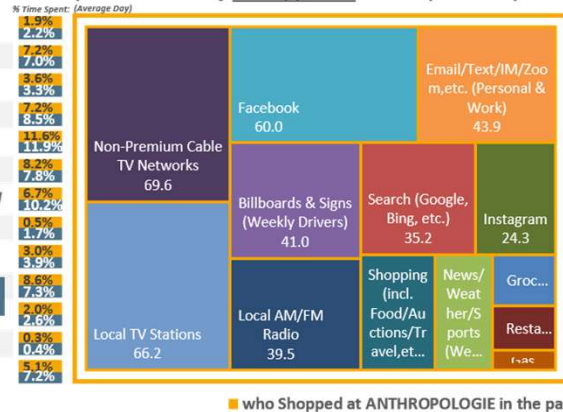
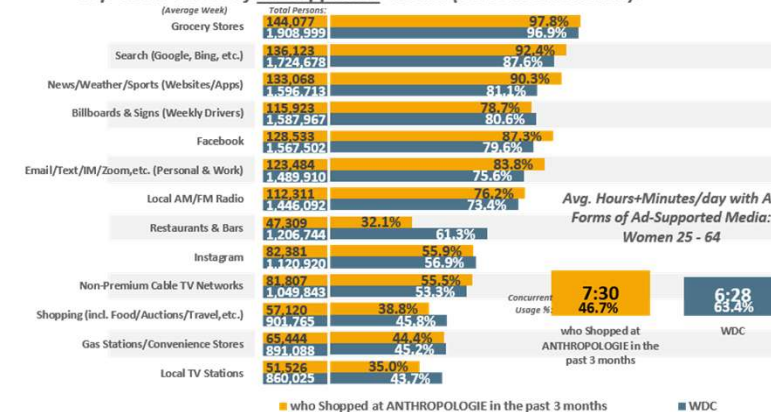
Top-13 All Forms of Media (Persons & % Reach): Women 25 - 64

Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Women 25 - 64

Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 293
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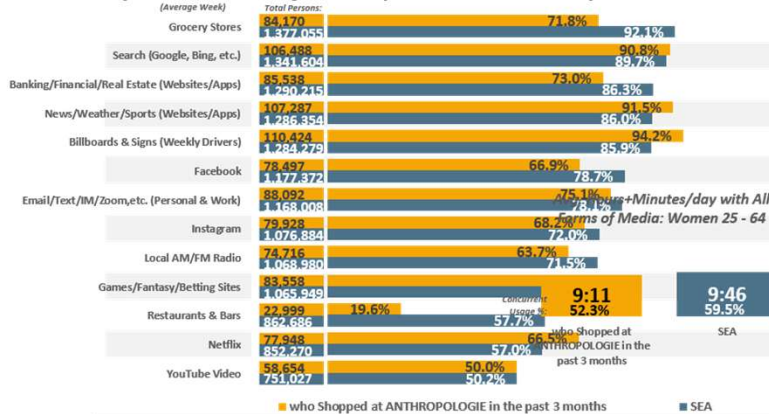
soefa.ai Share of Everything for Anything

Clothing stores shopped past 3 months: Anthropologie

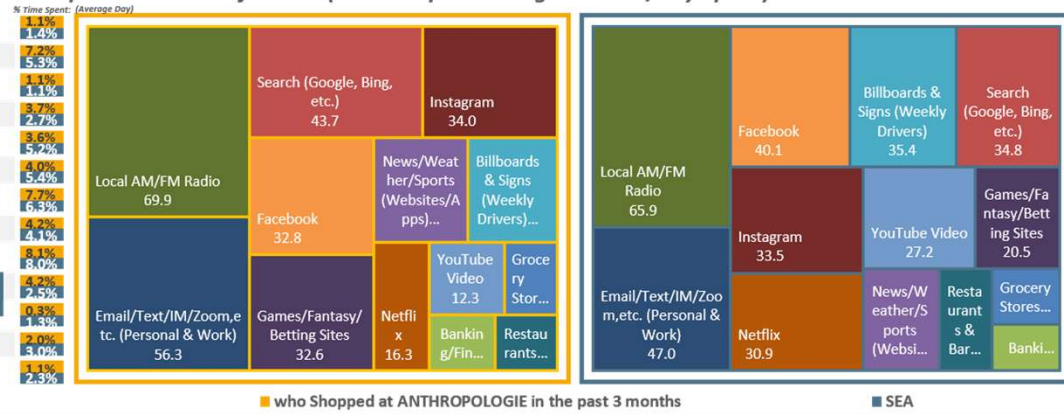


Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months spend an average of 6 hours and 8 minutes each day with All Forms of Ad-Supported Media. 58.9% listen to Local AM/FM Radio for an avg. of 58.1 minutes/day. *(Local Radio delivers 9.3% of Time with Ad-Supported Media.)*

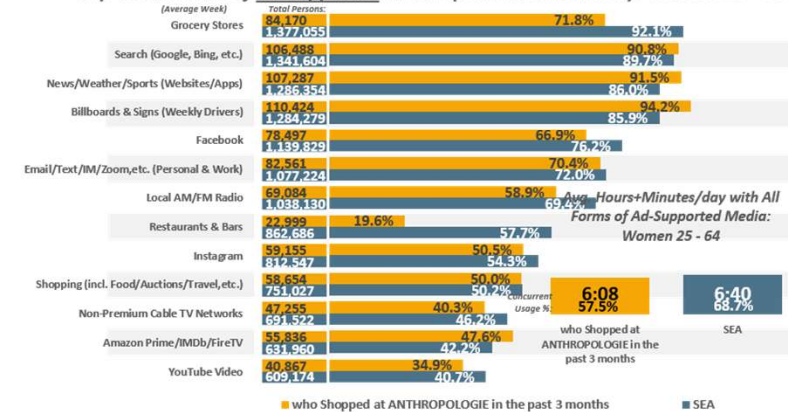
Top-13 All Forms of Media (Persons & % Reach): Women 25 - 64



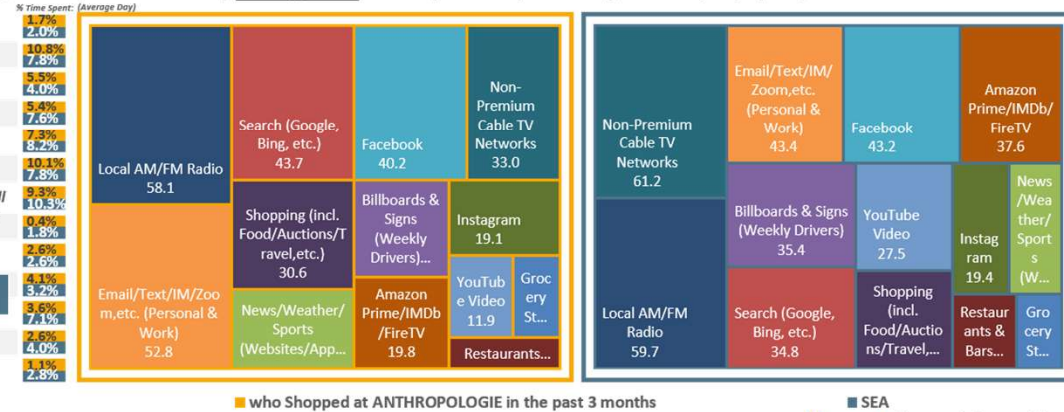
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Women 25 - 64



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 200
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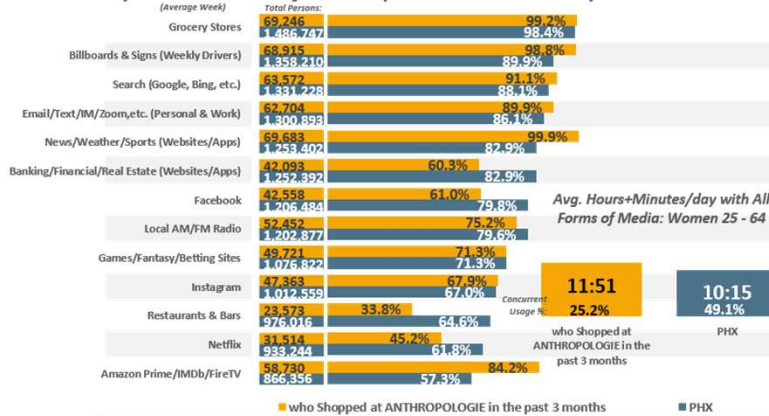
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Clothing stores shopped past 3 months: Anthropologie

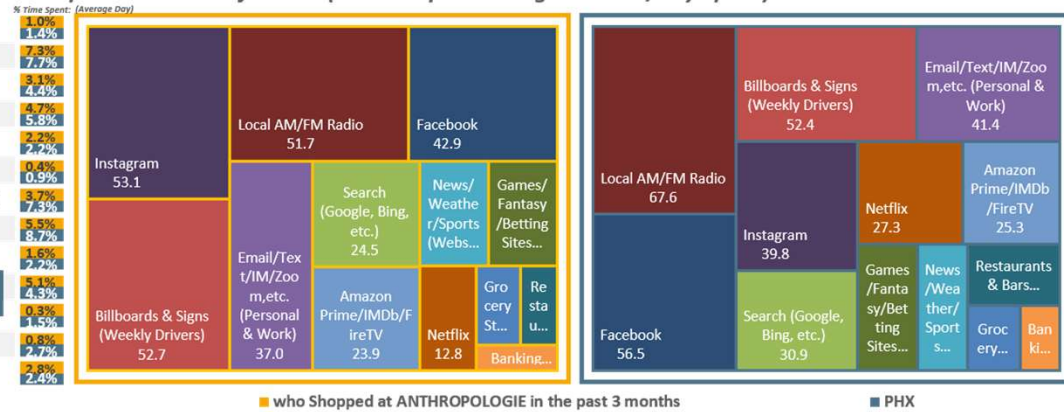


Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months spend an average of 8 hours and 21 minutes each day with All Forms of Ad-Supported Media. 73.8% listen to Local AM/FM Radio for an avg. of 43.6 minutes/day. *(Local Radio delivers 6.4% of Time with Ad-Supported Media.)*

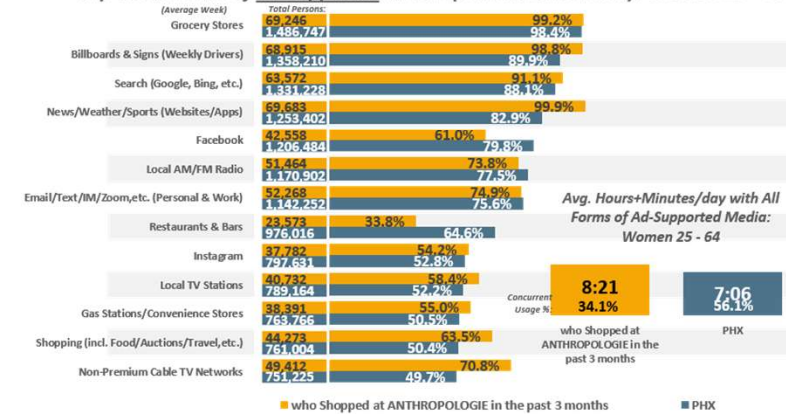
Top-13 All Forms of Media (Persons & % Reach): Women 25 - 64



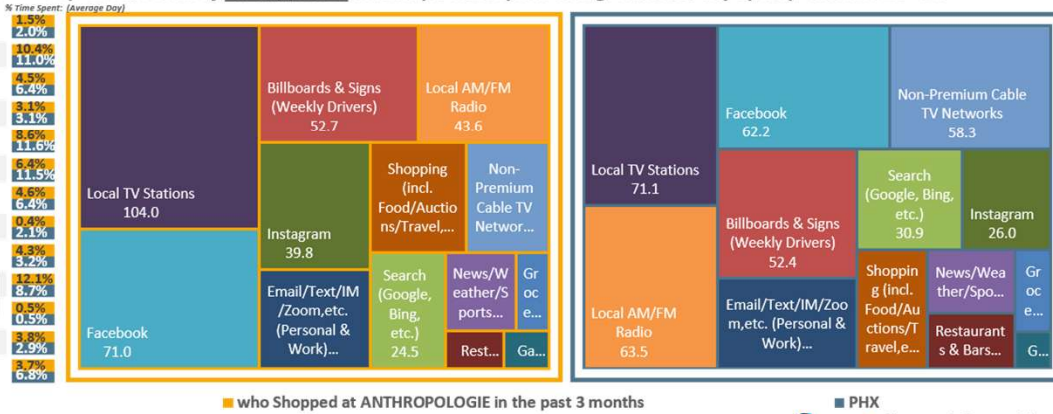
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Women 25 - 64



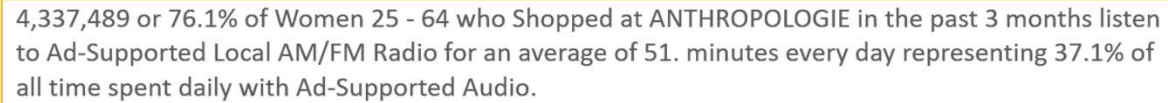
Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



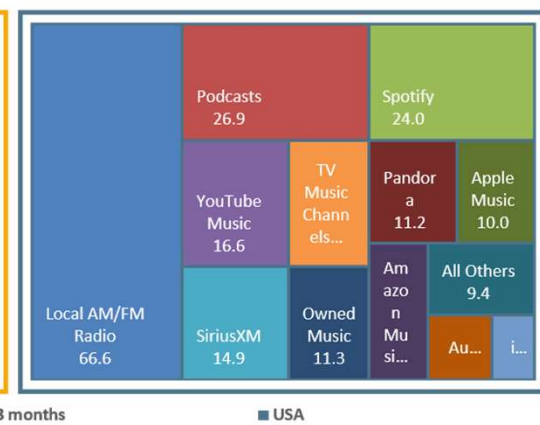
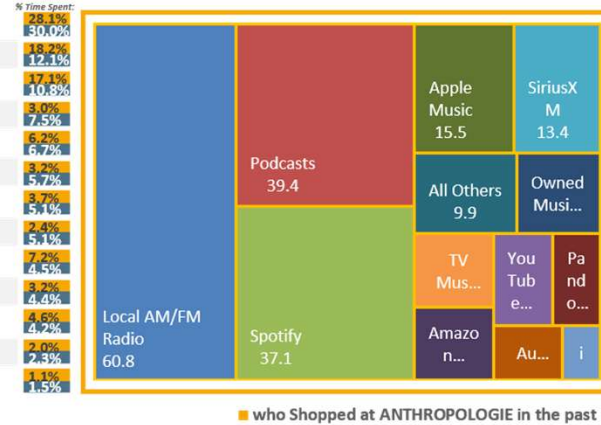
PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 93
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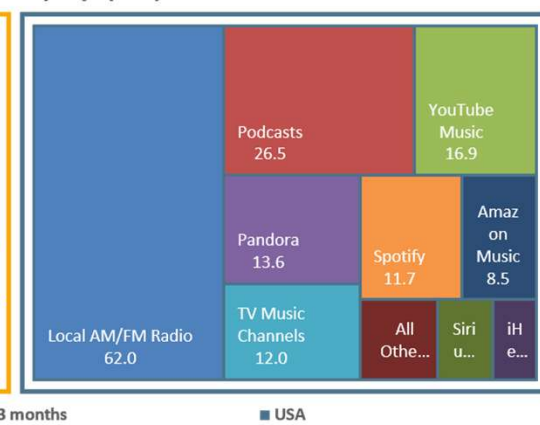
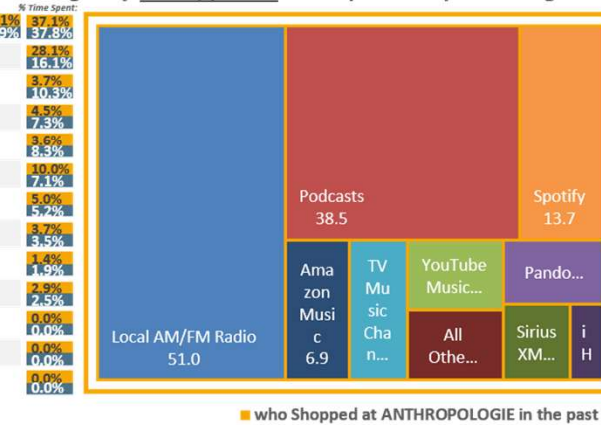
Clothing stores shopped past 3 months: Anthropologie



Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64

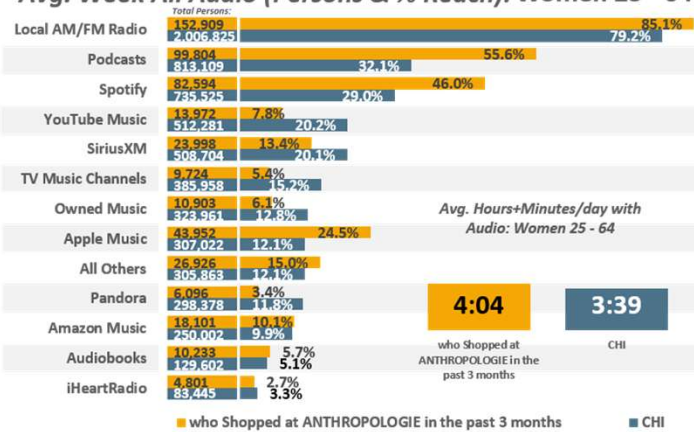


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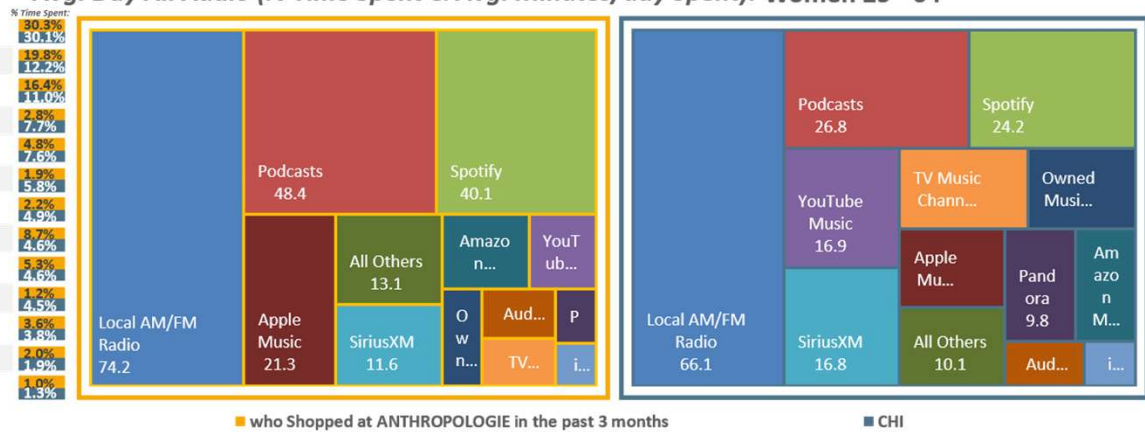


148,528 or 82.7% of Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 65. minutes every day representing 39.1% of all time spent daily with Ad-Supported Audio.

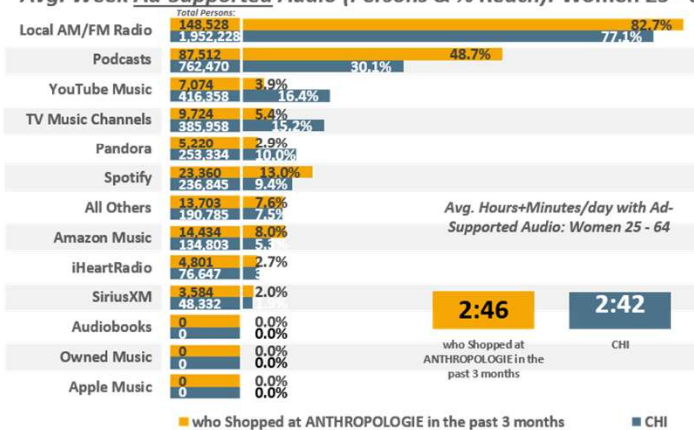
Avg. Week All Audio (Persons & % Reach): Women 25 - 64



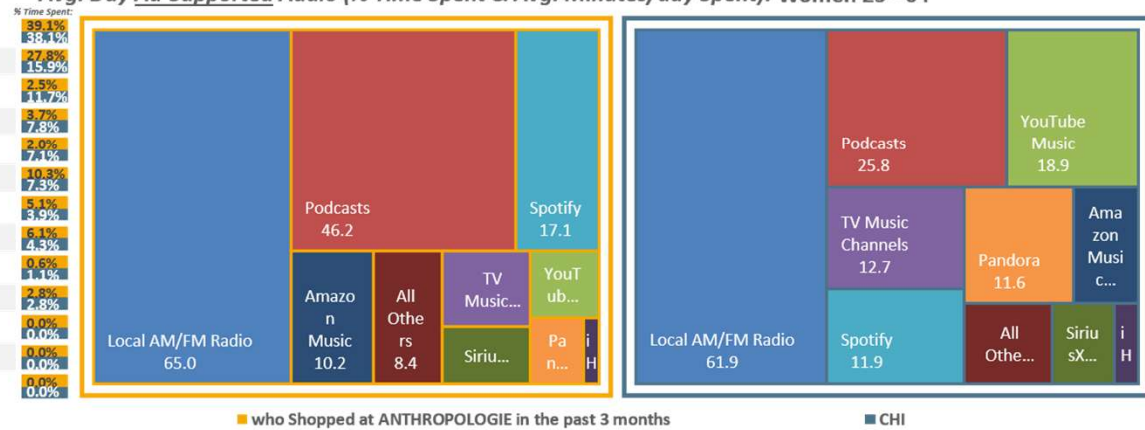
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



Avg. Week Ad-Supported Audio (Persons & % Reach): Women 25 - 64



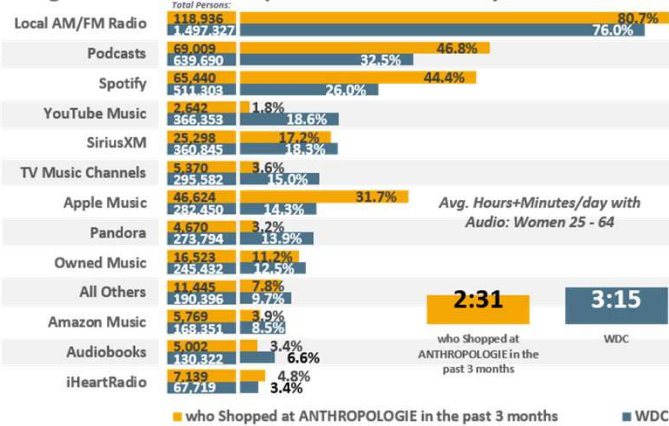
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



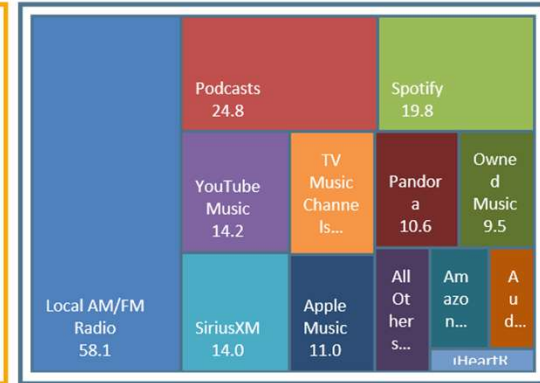
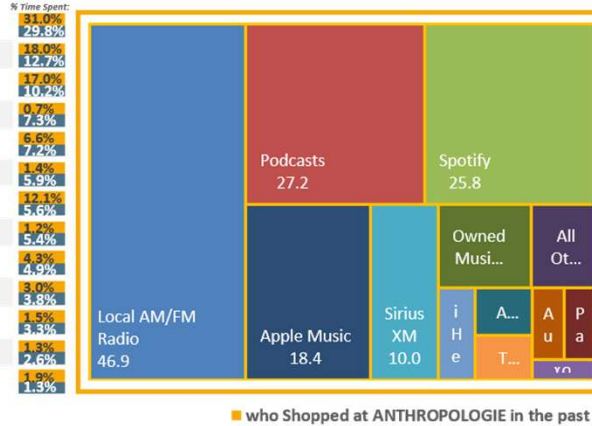


112,311 or 76.2% of Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 39.5 minutes every day representing 43.7% of all time spent daily with Ad-Supported Audio.

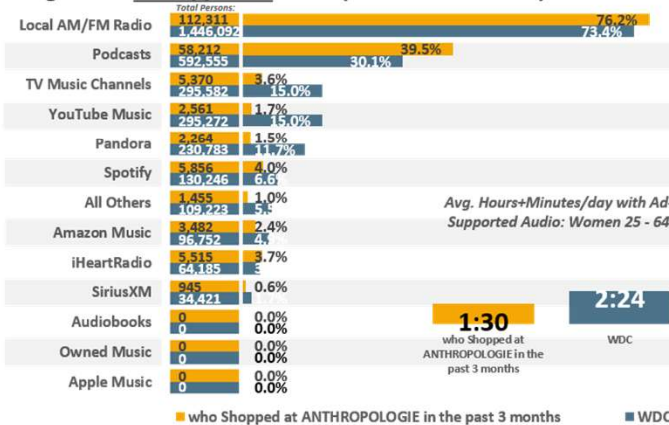
Avg. Week All Audio (Persons & % Reach): Women 25 - 64



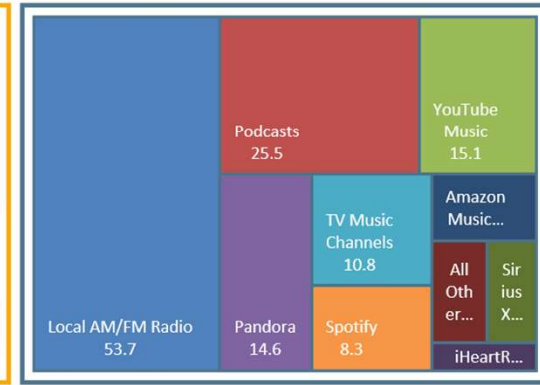
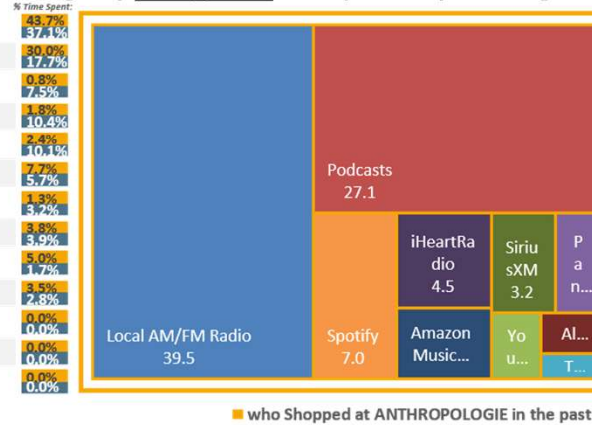
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



Avg. Week Ad-Supported Audio (Persons & % Reach): Women 25 - 64



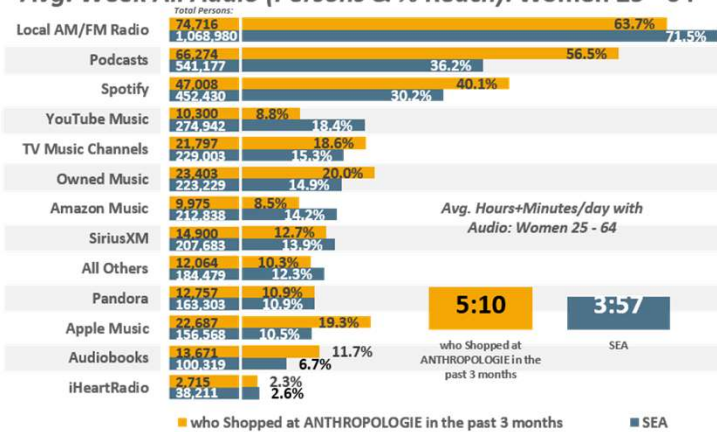
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



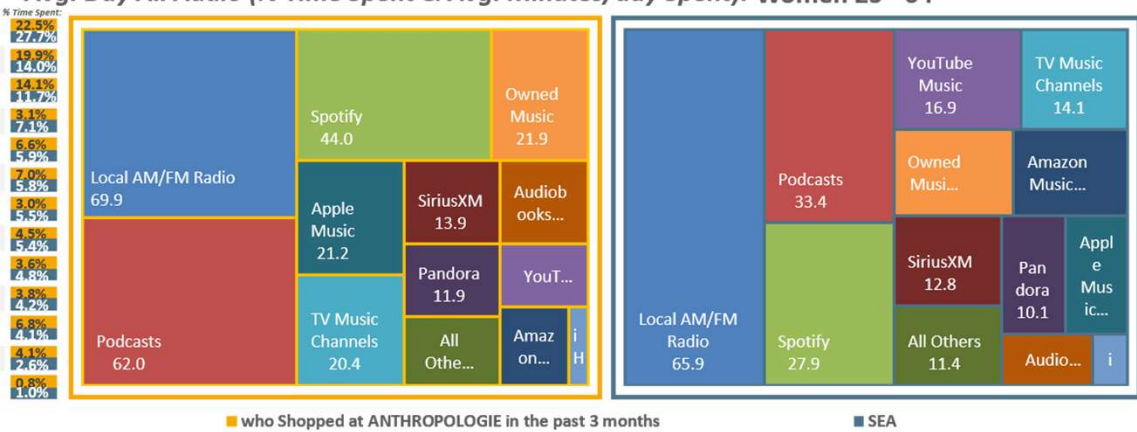


69,084 or 58.9% of Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 58.1 minutes every day representing 33.8% of all time spent daily with Ad-Supported Audio.

Avg. Week All Audio (Persons & % Reach): Women 25 - 64

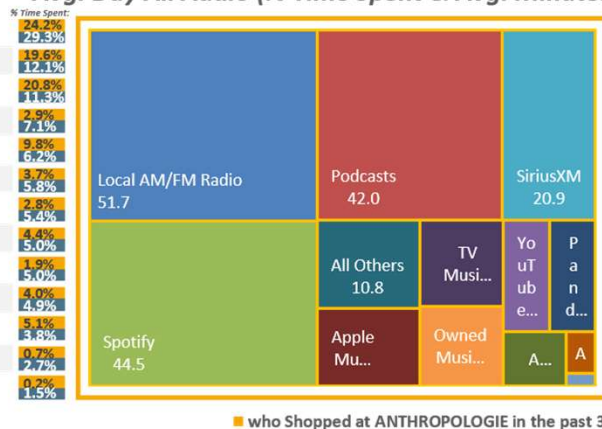


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64

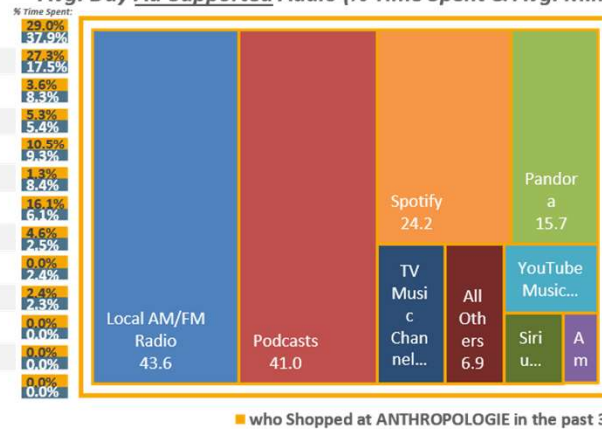




Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64

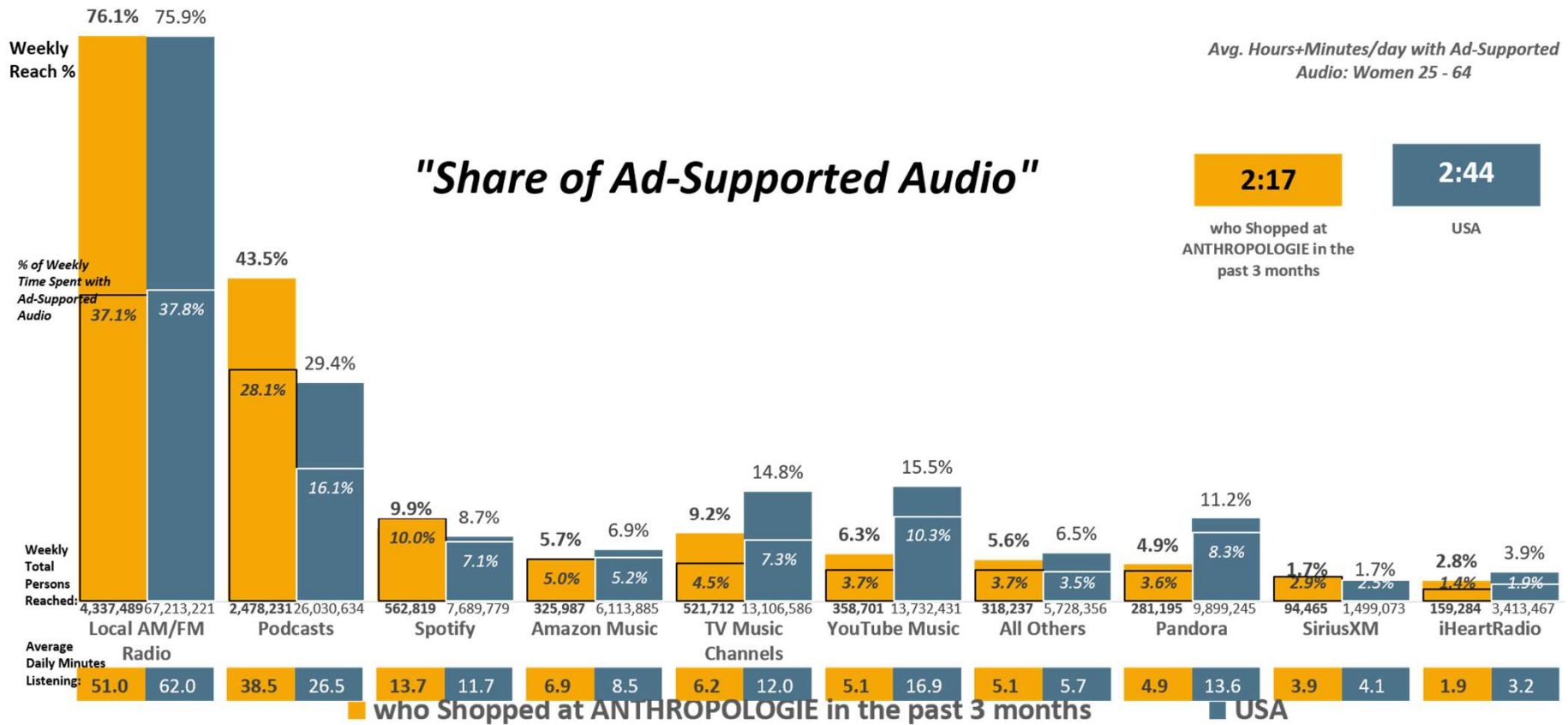


Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



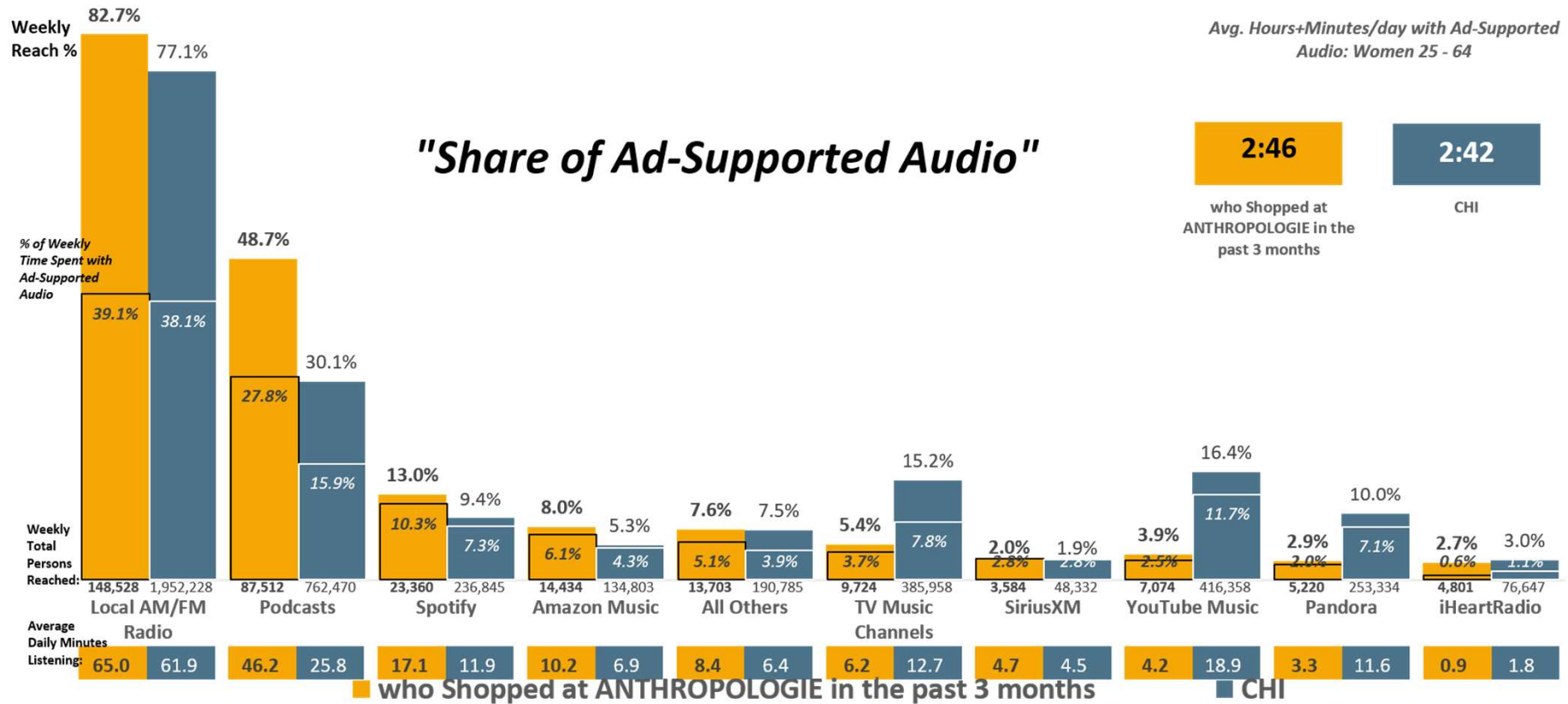


4,337,489 or 76.1% of Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 51. minutes every day representing 37.1% of all time spent daily with Ad-Supported Audio.



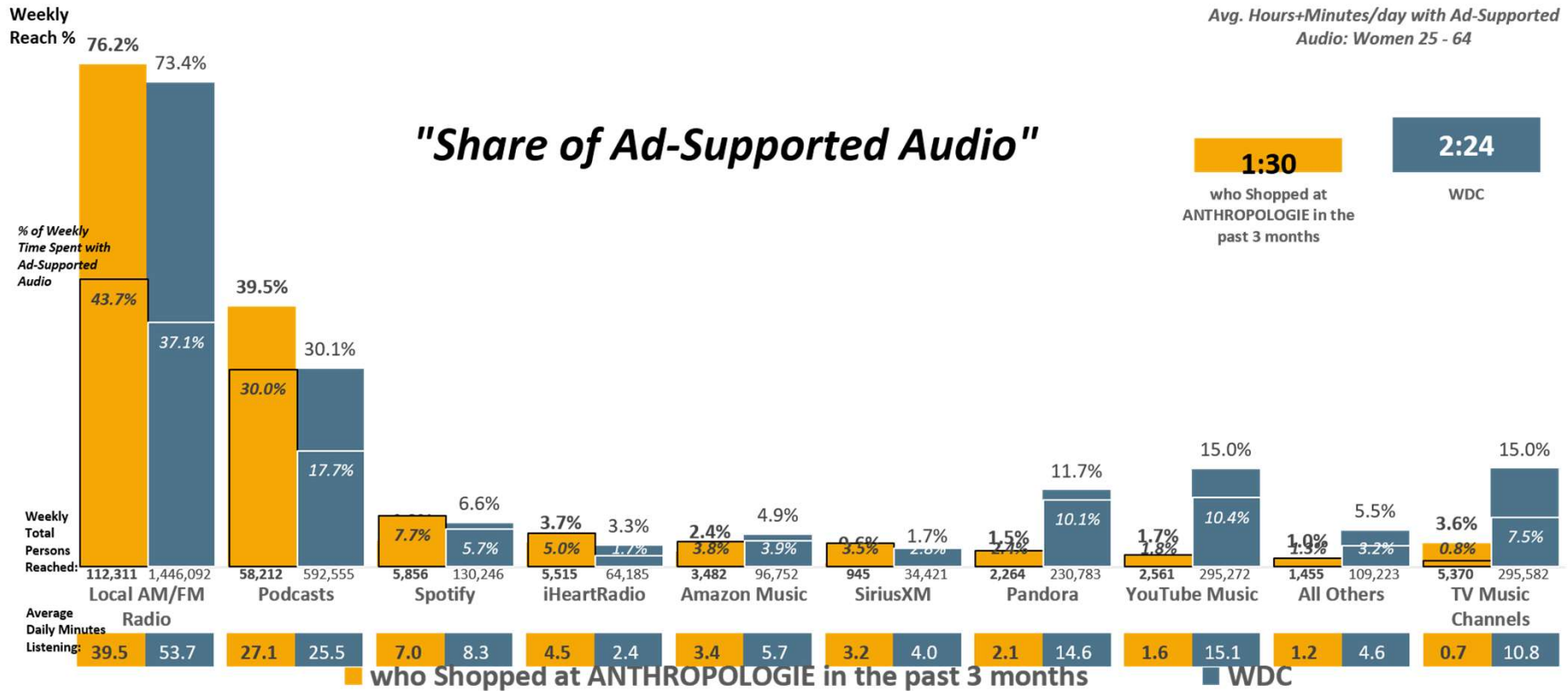


148,528 or 82.7% of Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 65. minutes every day representing 39.1% of all time spent daily with Ad-Supported Audio.



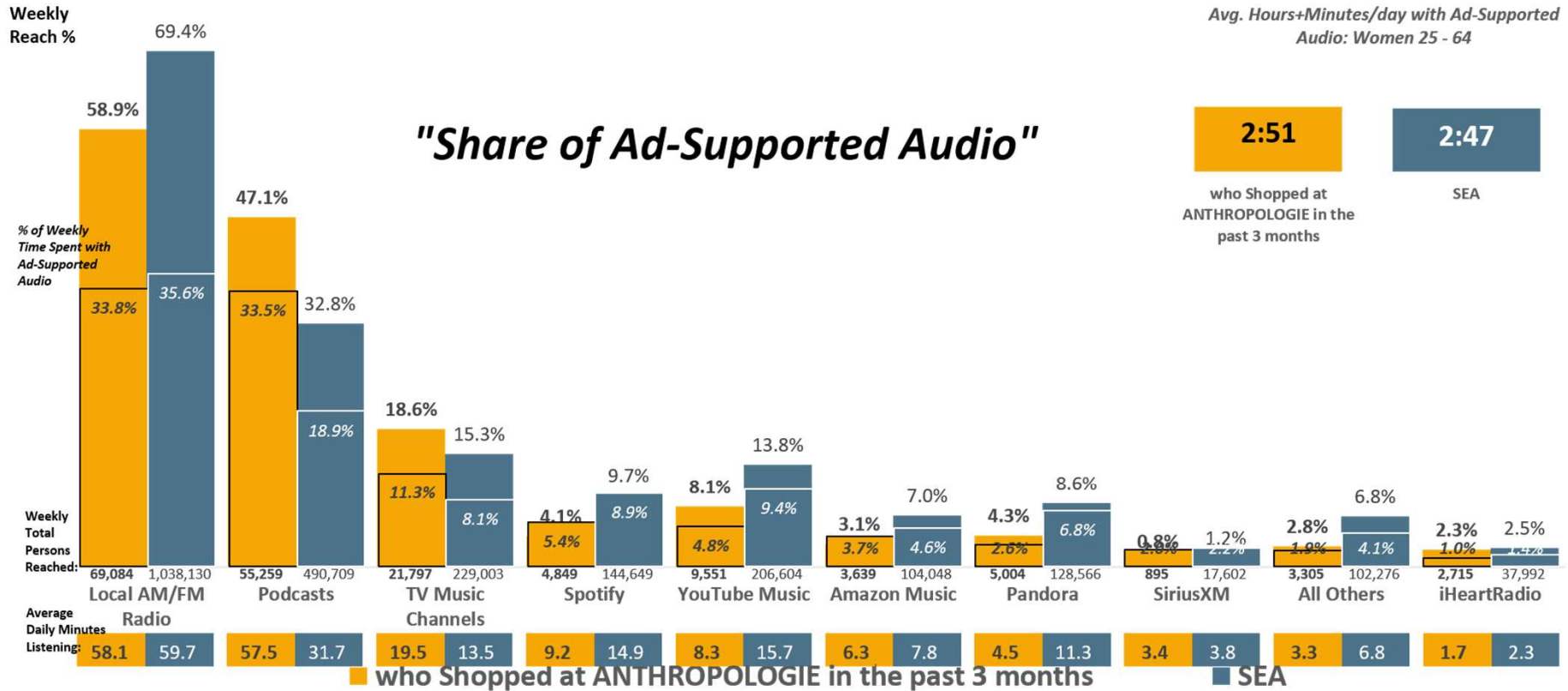


112,311 or 76.2% of Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 39.5 minutes every day representing 43.7% of all time spent daily with Ad-Supported Audio.



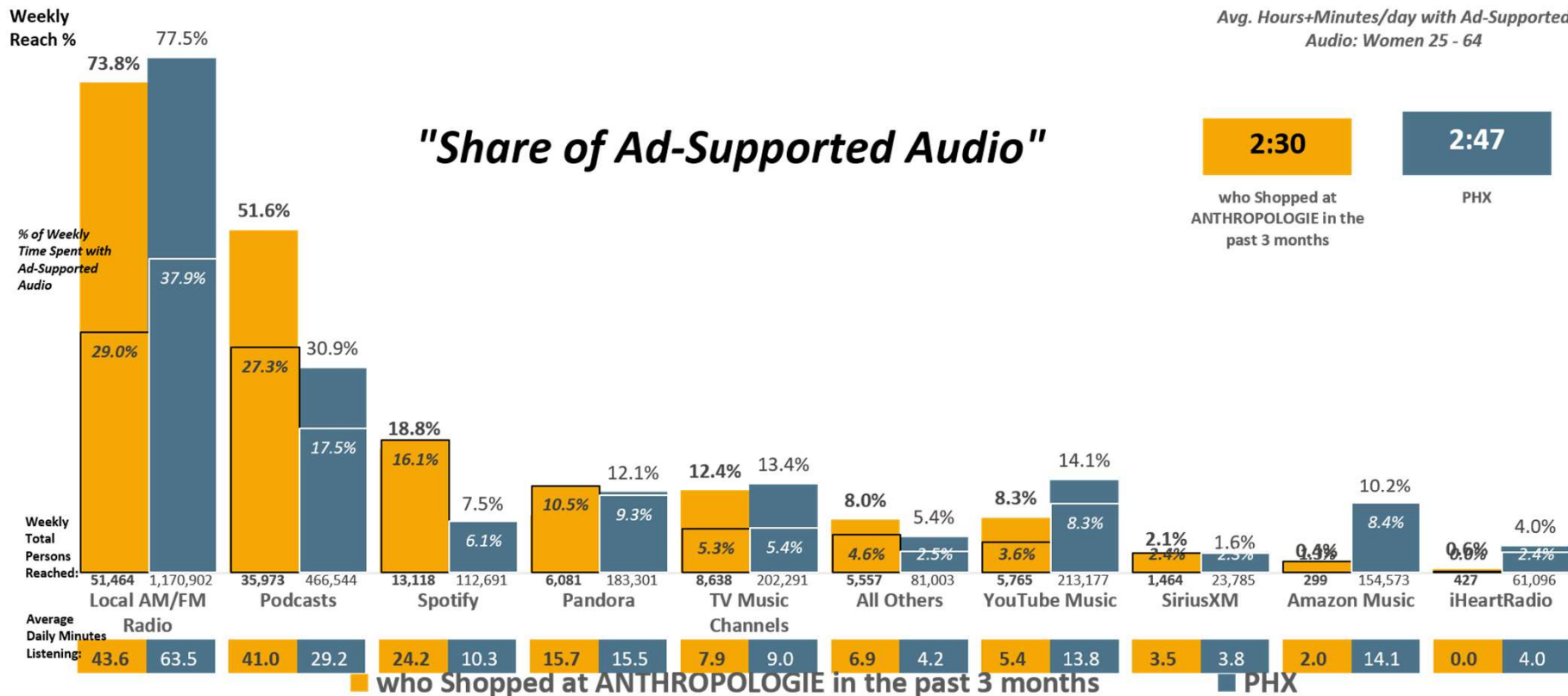


69,084 or 58.9% of Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 58.1 minutes every day representing 33.8% of all time spent daily with Ad-Supported Audio.





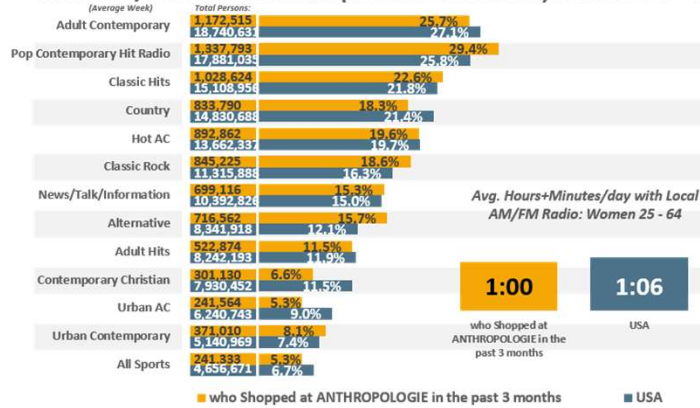
51,464 or 73.8% of Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 43.6 minutes every day representing 29.% of all time spent daily with Ad-Supported Audio.



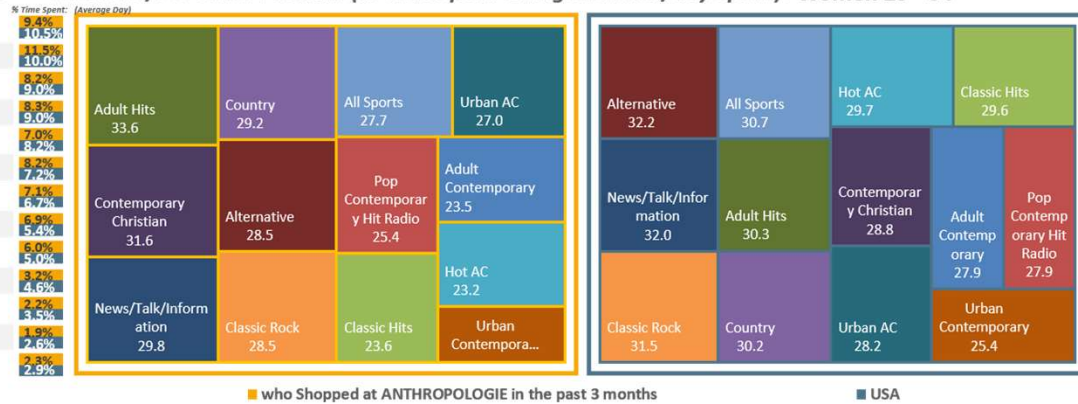


4,337,489 or 76.1% of Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Adult Contemporary, Classic Hits, Hot AC, and Classic Rock.

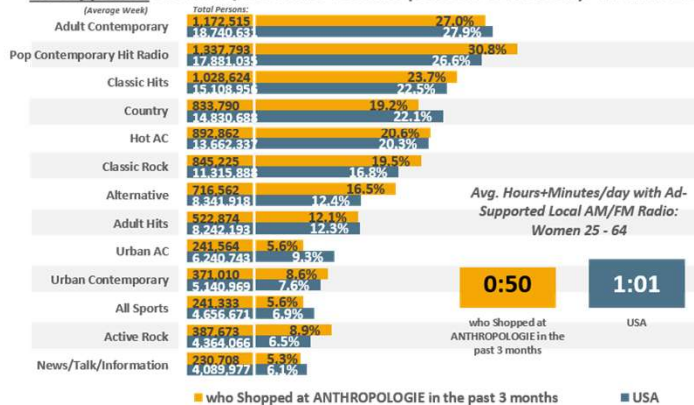
Local AM/FM Radio Formats (Persons & % Reach): Women 25 - 64



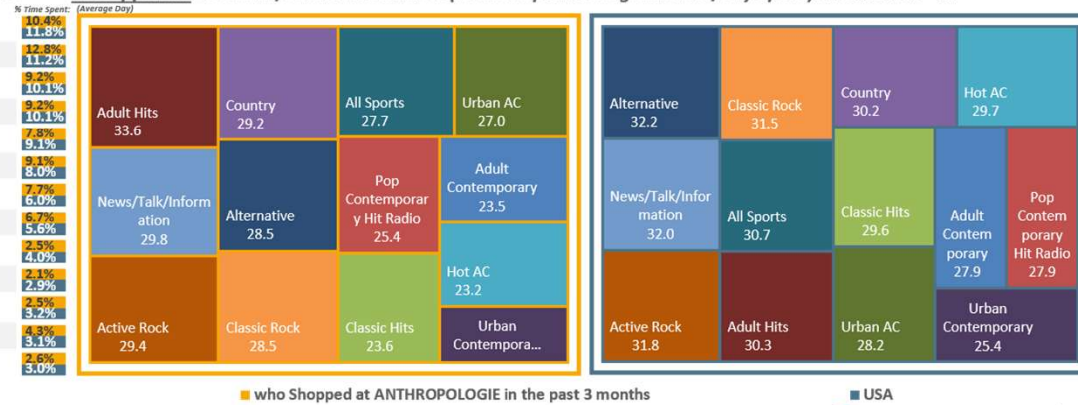
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Women 25 - 64



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



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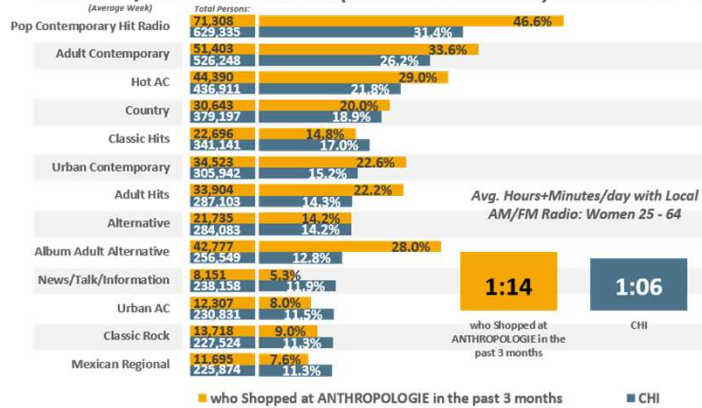
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Clothing stores shopped past 3 months: Anthropologie

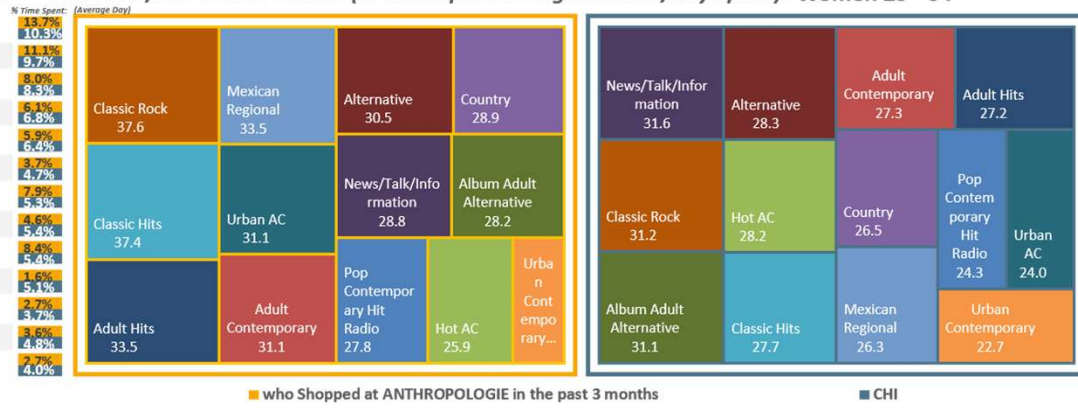


148,528 or 82.7% of Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Adult Contemporary, Hot AC, Album Adult Alternative, and Urban Contemporary.

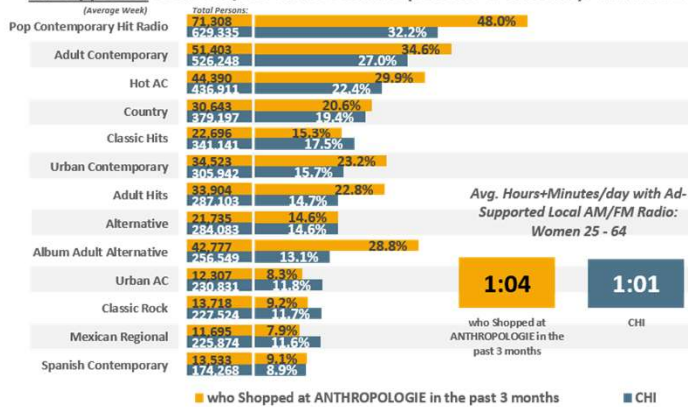
Local AM/FM Radio Formats (Persons & % Reach): Women 25 - 64



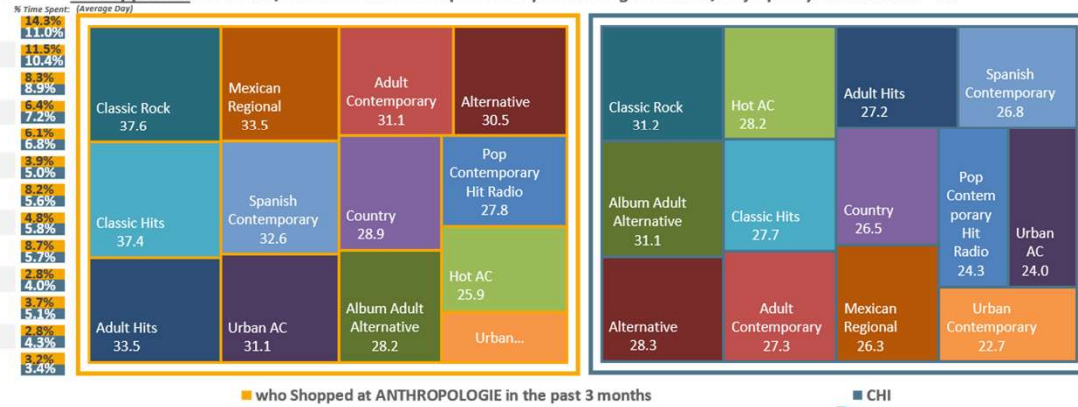
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Women 25 - 64



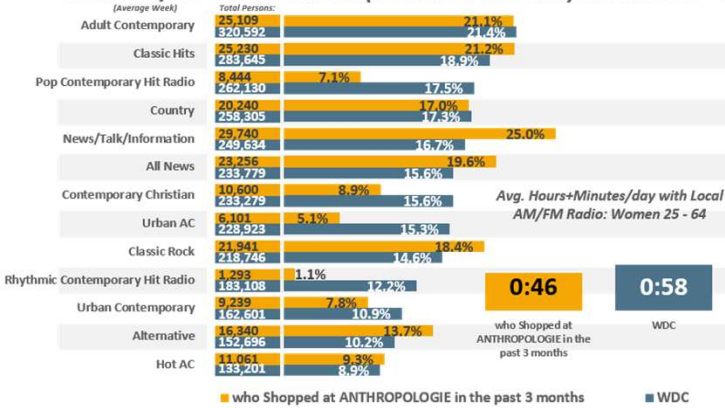
Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



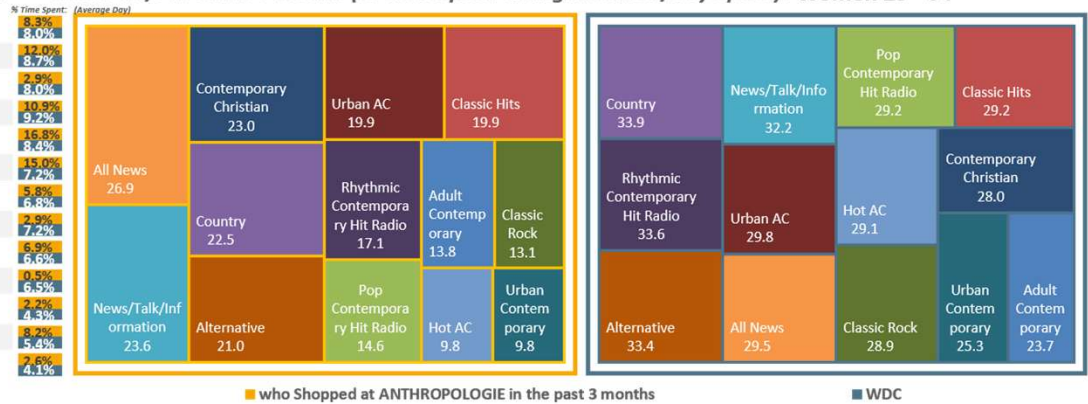


112,311 or 76.2% of Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Adult Contemporary, All News, Classic Rock, and Country.

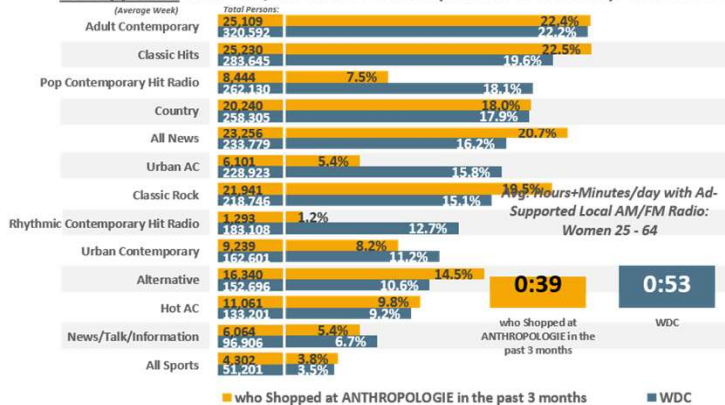
Local AM/FM Radio Formats (Persons & % Reach): Women 25 - 64



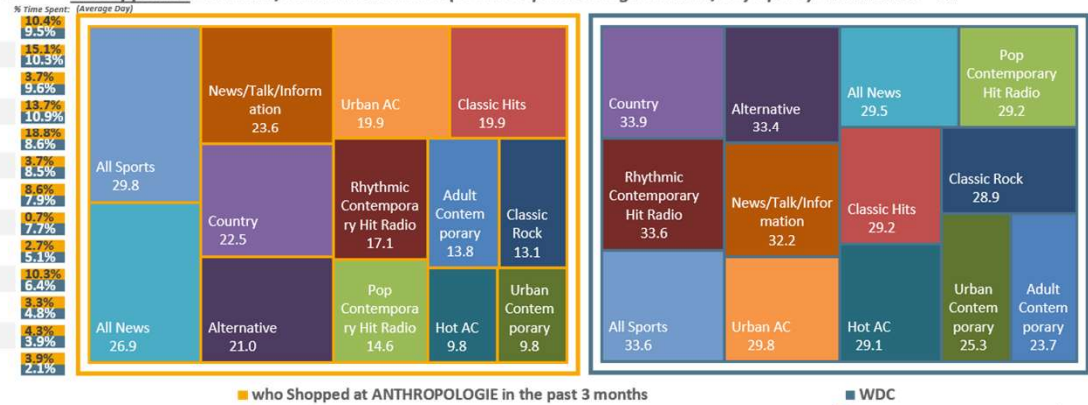
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Women 25 - 64



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 293
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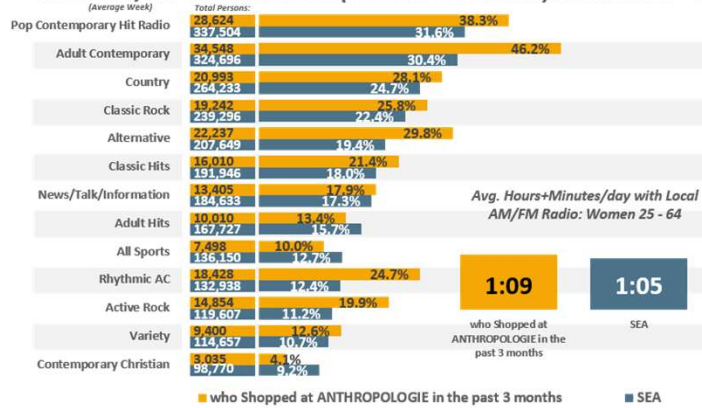
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Clothing stores shopped past 3 months: Anthropologie

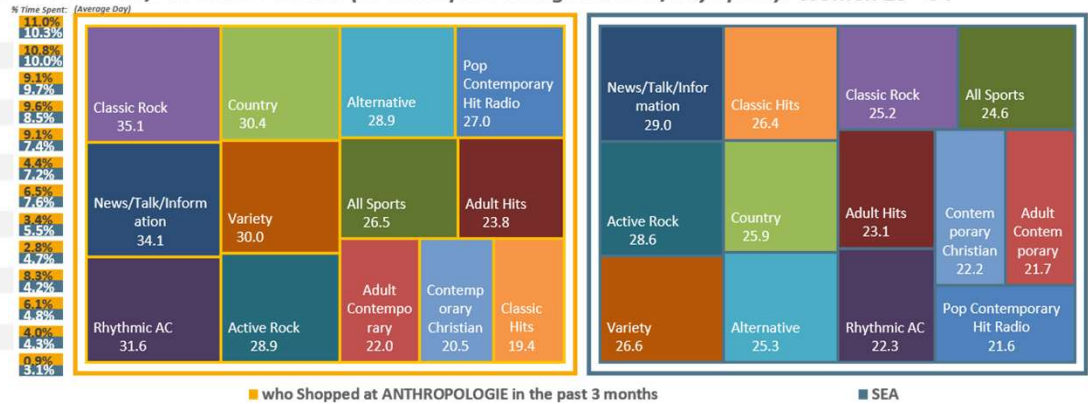


69,084 or 58.9% of Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Alternative, Country, and Classic Rock.

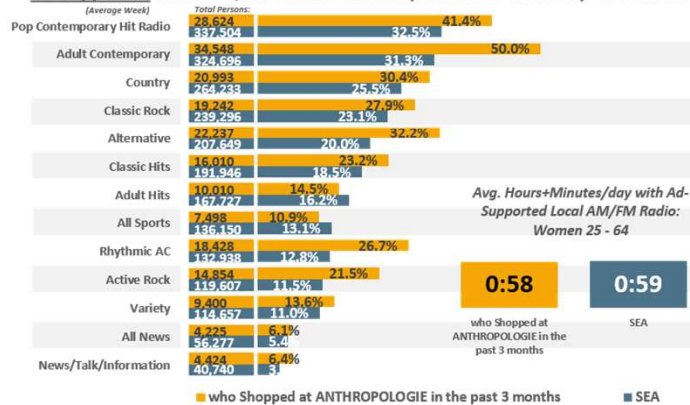
Local AM/FM Radio Formats (Persons & % Reach): Women 25 - 64



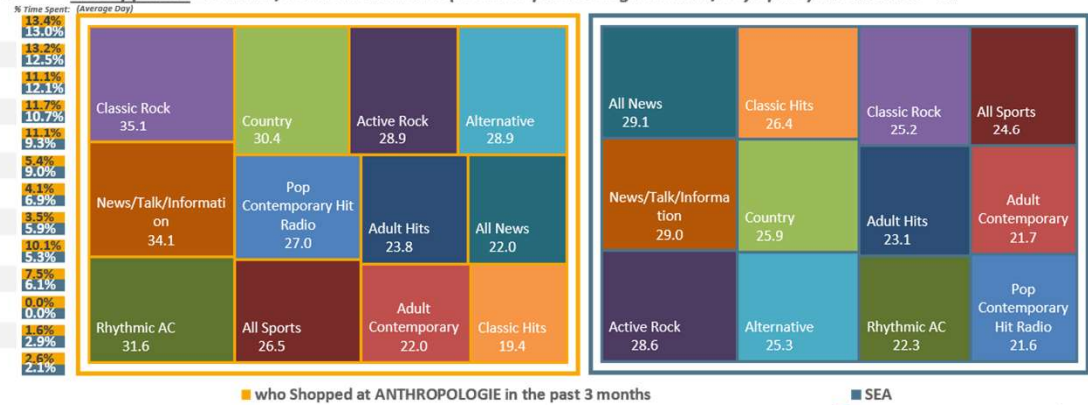
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Women 25 - 64



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



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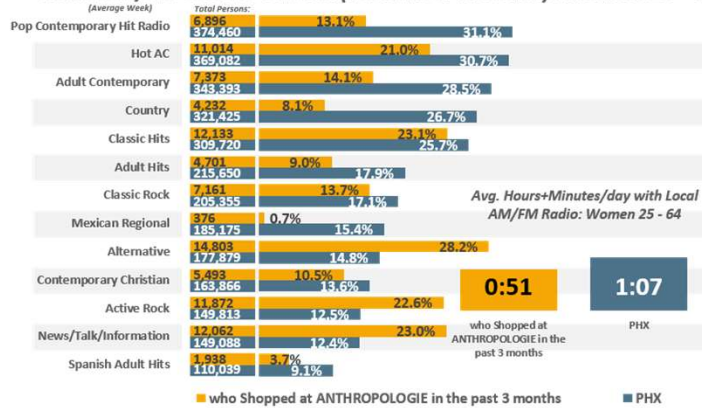
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Clothing stores shopped past 3 months: Anthropologie

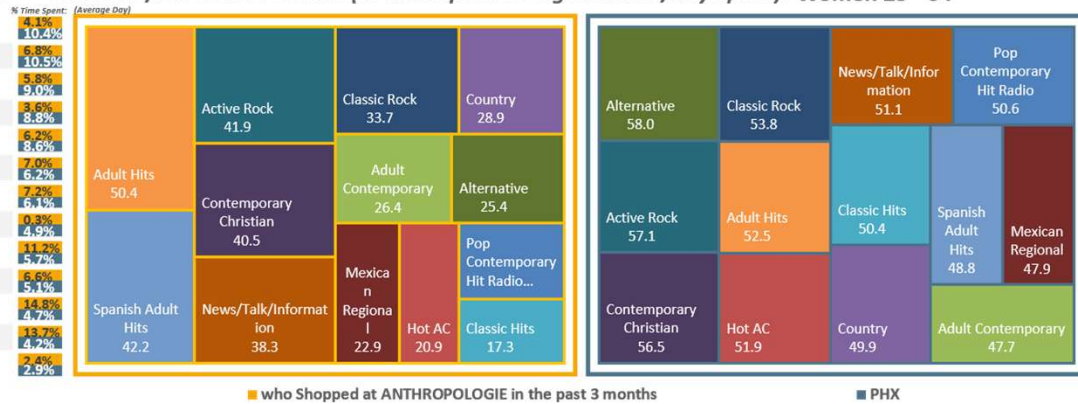


51,464 or 73.8% of Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Alternative, Classic Hits, Active Rock, Hot AC, and Adult Contemporary.

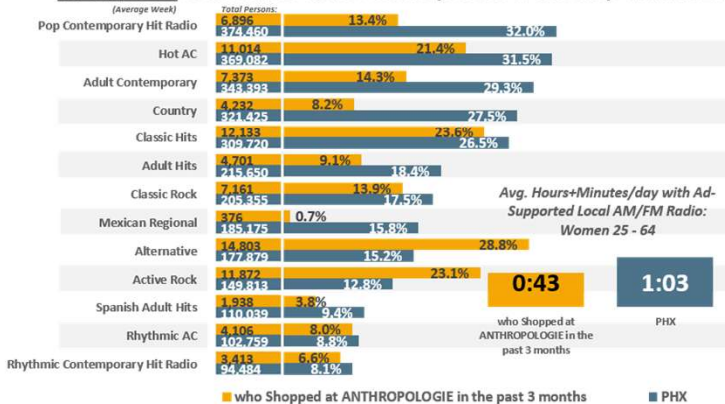
Local AM/FM Radio Formats (Persons & % Reach): Women 25 - 64



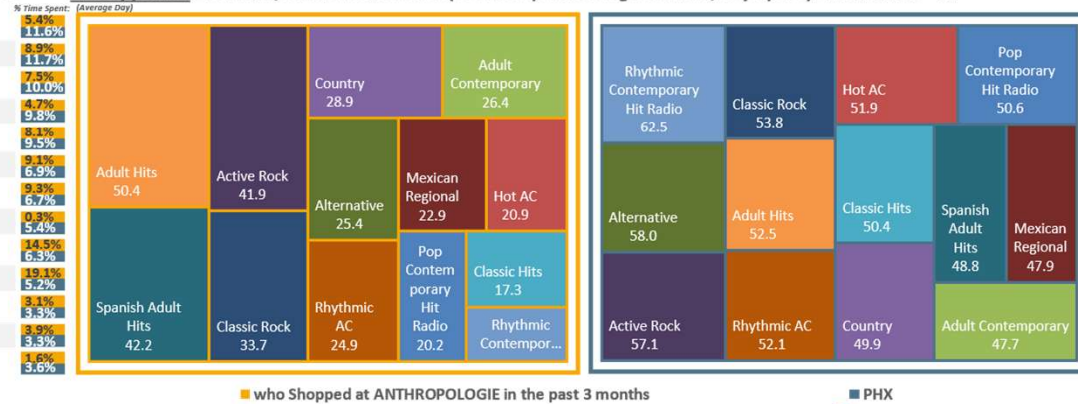
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Women 25 - 64



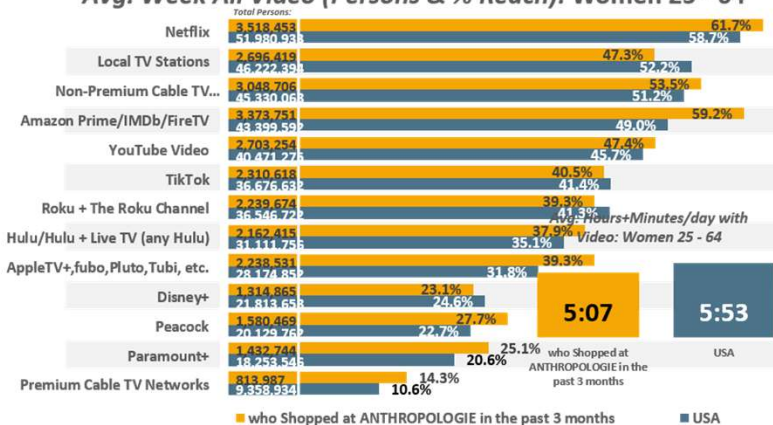
Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



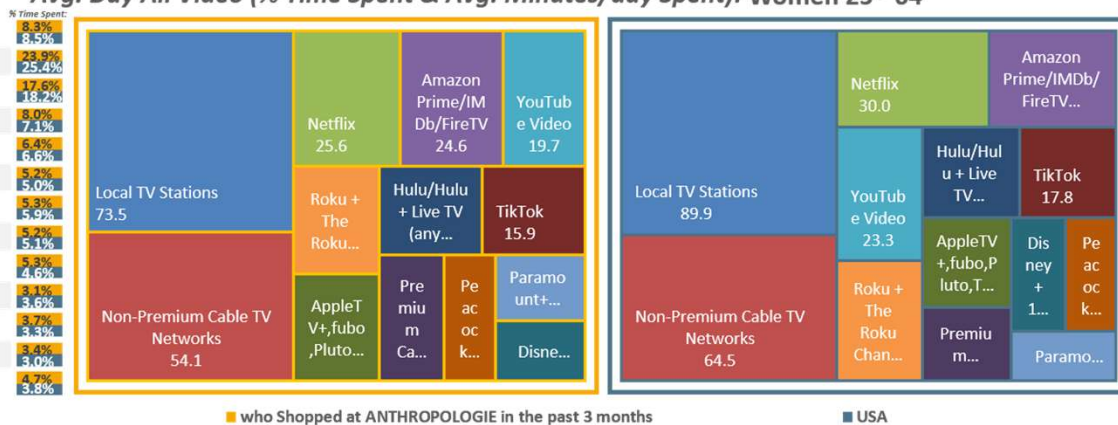


2,665,933 or 46.8% of Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months watch Ad-Supported Local TV Stations for an average of 67.3 minutes every day representing 28.2% of all time spent daily with Ad-Supported Video.

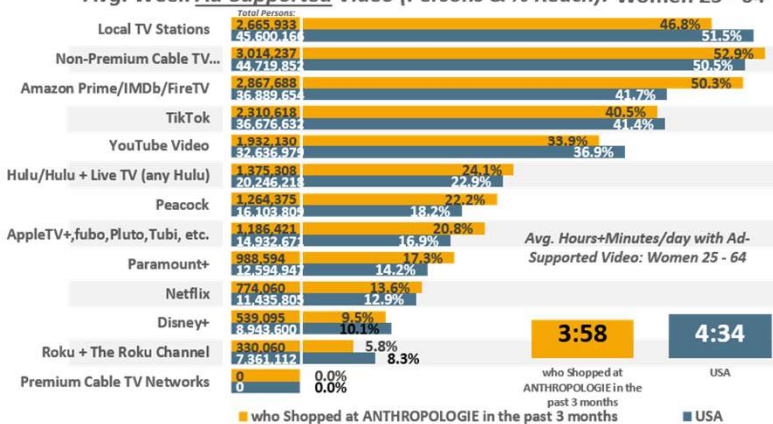
Avg. Week All Video (Persons & % Reach): Women 25 - 64



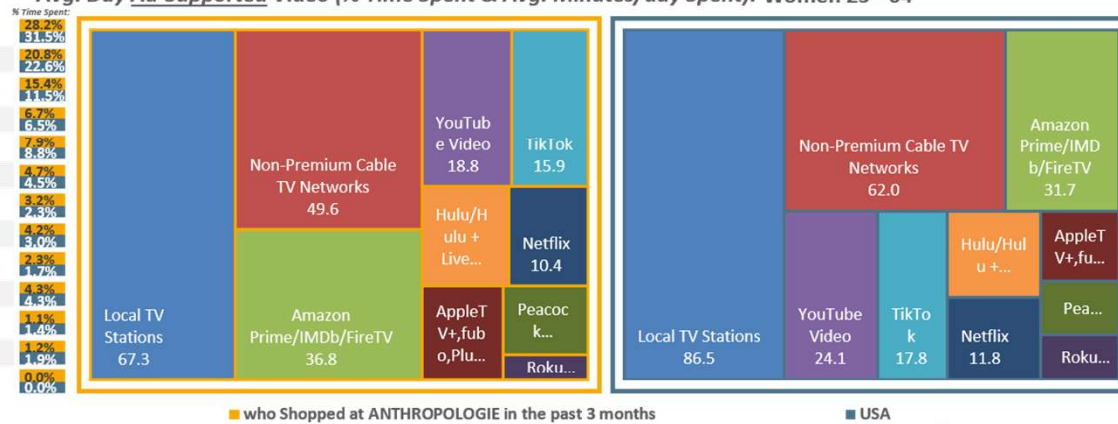
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



Avg. Week Ad-Supported Video (Persons & % Reach): Women 25 - 64



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



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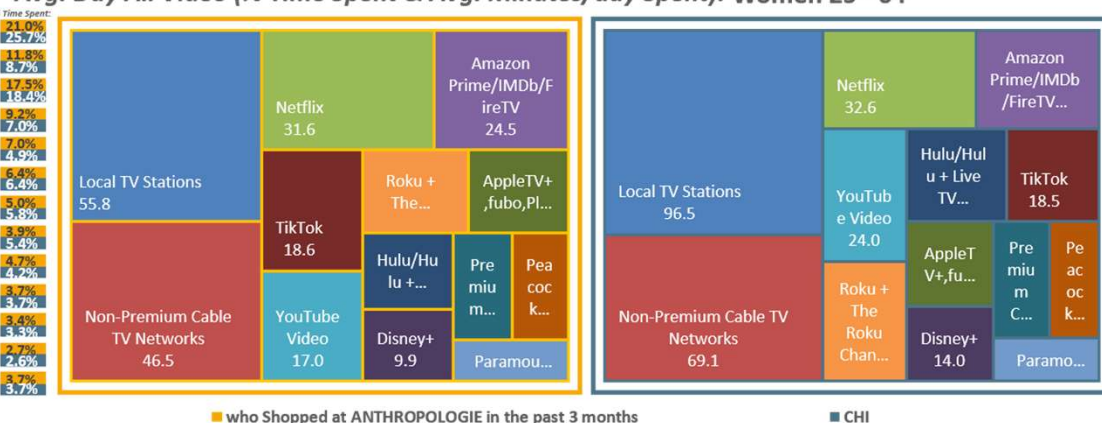
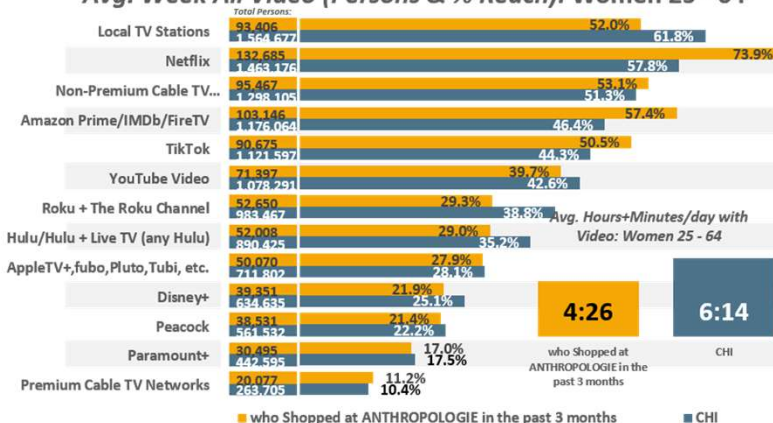
Clothing stores shopped past 3 months: Anthropologie



92,791 or 51.7% of Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months watch Ad-Supported Local TV Stations for an average of 52.4 minutes every day representing 26.3% of all time spent daily with Ad-Supported Video.

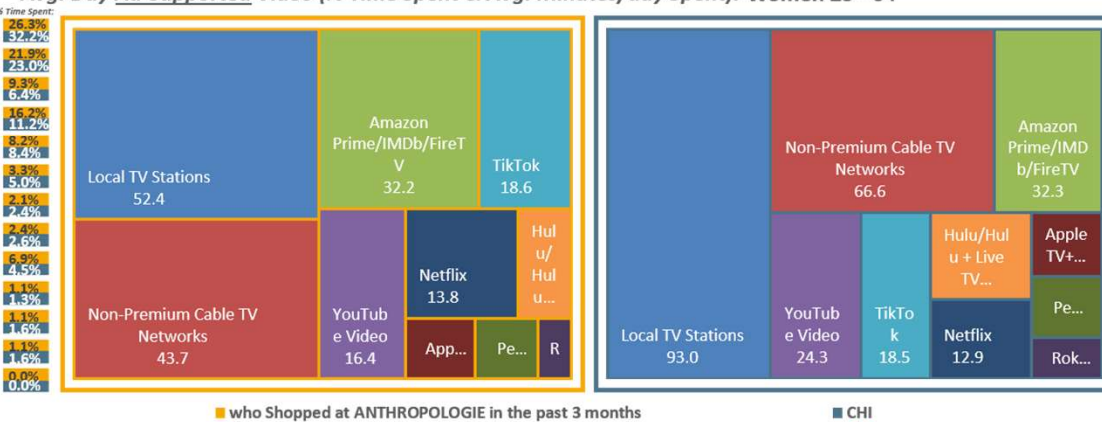
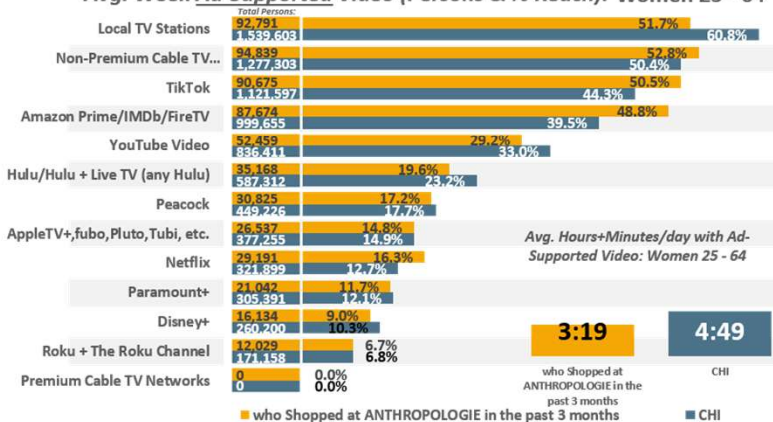
Avg. Week All Video (Persons & % Reach): Women 25 - 64

Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



Avg. Week Ad-Supported Video (Persons & % Reach): Women 25 - 64

Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 217
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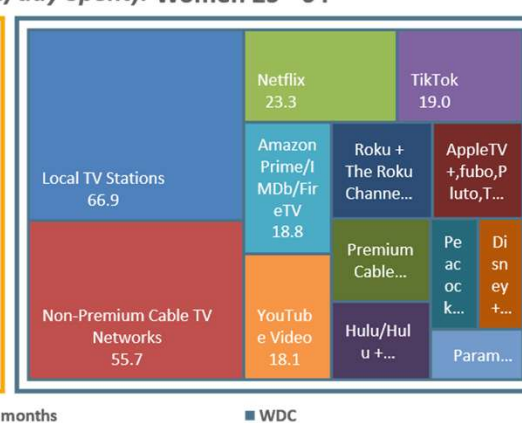
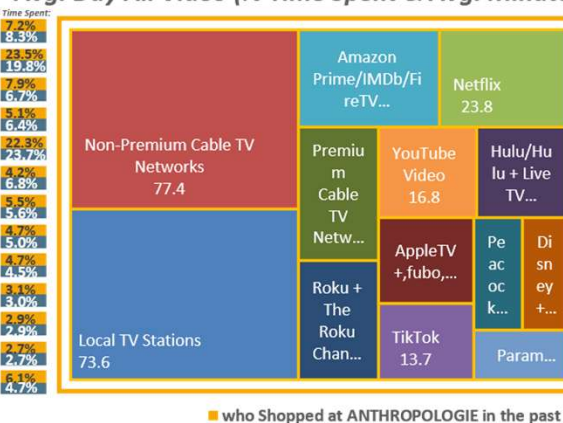
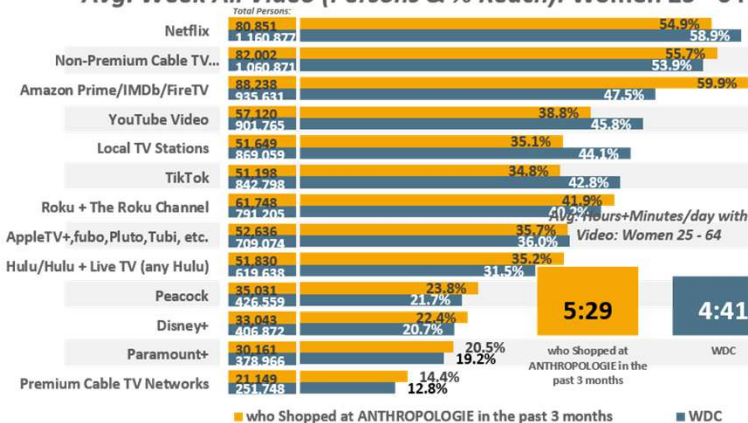
Clothing stores shopped past 3 months: Anthropologie



51,526 or 35.% of Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months watch Ad-Supported Local TV Stations for an average of 66.2 minutes every day representing 25.3% of all time spent daily with Ad-Supported Video.

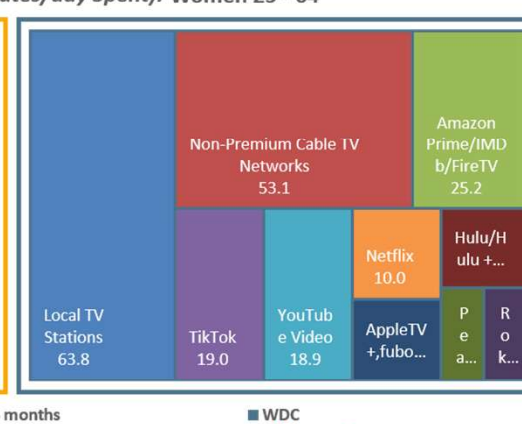
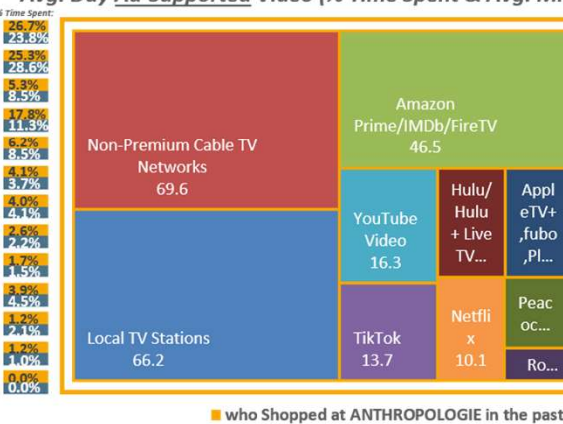
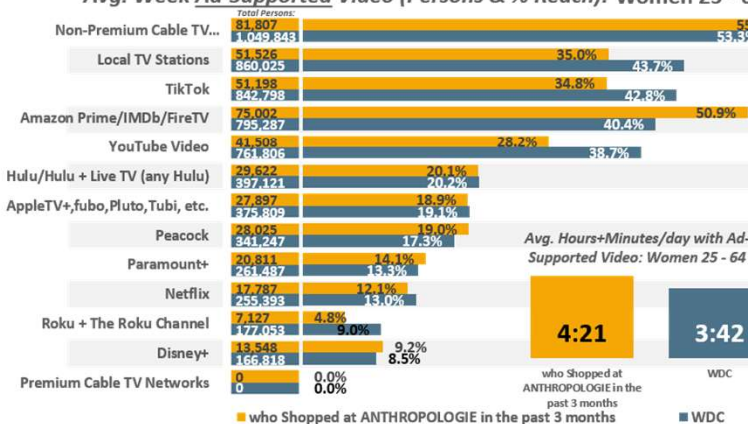
Avg. Week All Video (Persons & % Reach): Women 25 - 64

Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



Avg. Week Ad-Supported Video (Persons & % Reach): Women 25 - 64

Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 293
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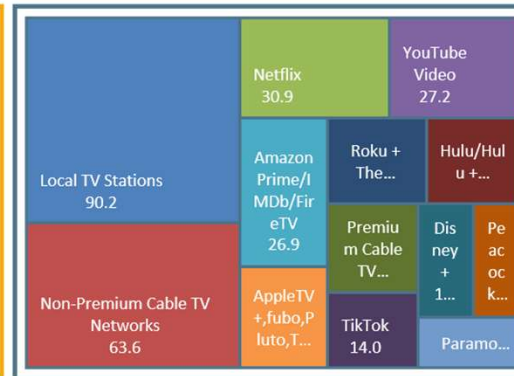
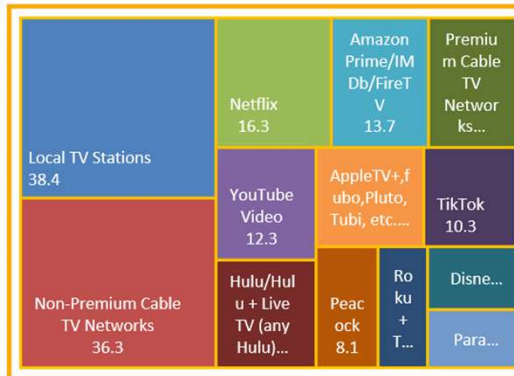
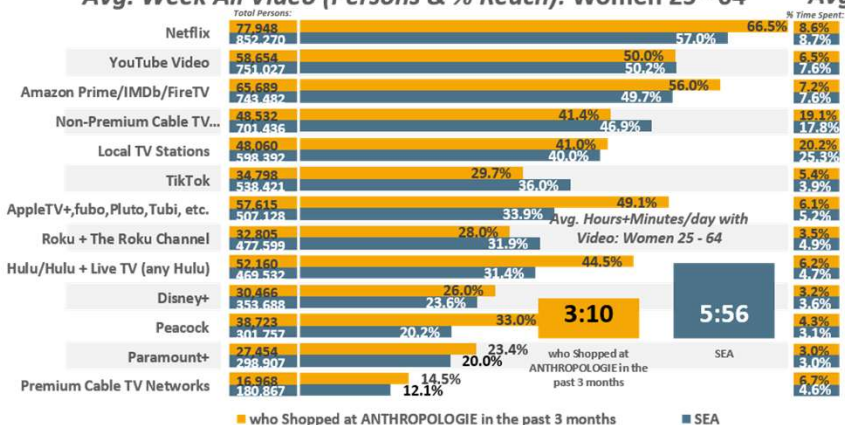
Clothing stores shopped past 3 months: Anthropologie



46,795 or 39.9% of Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months watch Ad-Supported Local TV Stations for an average of 34.9 minutes every day representing 23.6% of all time spent daily with Ad-Supported Video.

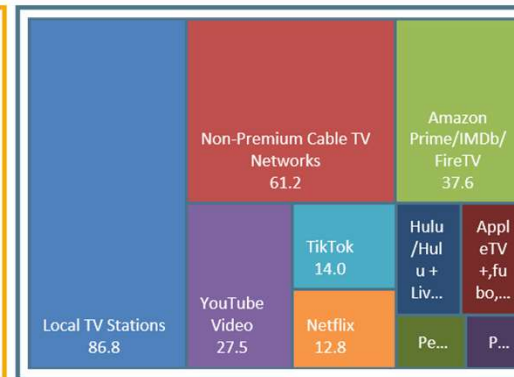
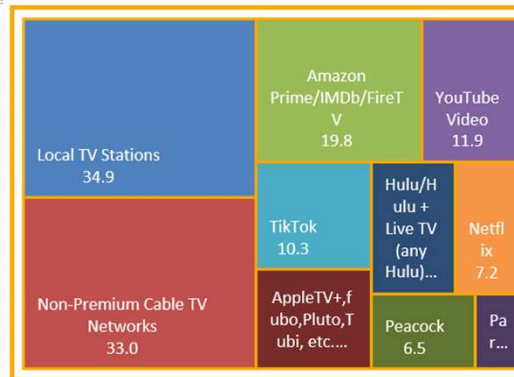
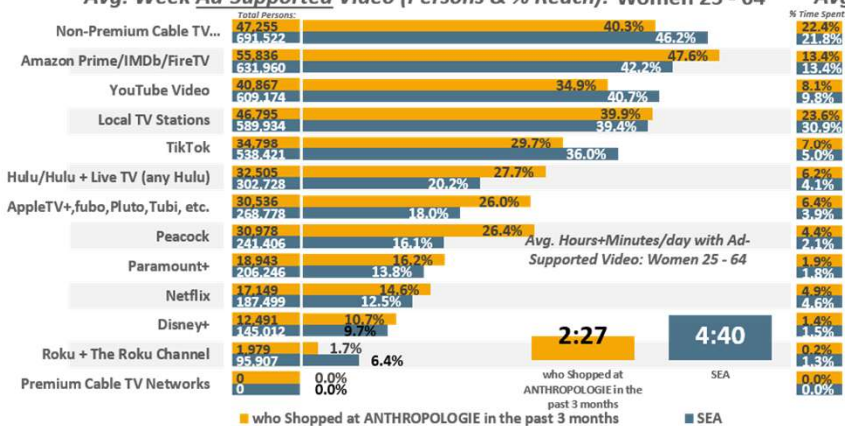
Avg. Week All Video (Persons & % Reach): Women 25 - 64

Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



Avg. Week Ad-Supported Video (Persons & % Reach): Women 25 - 64

Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 200
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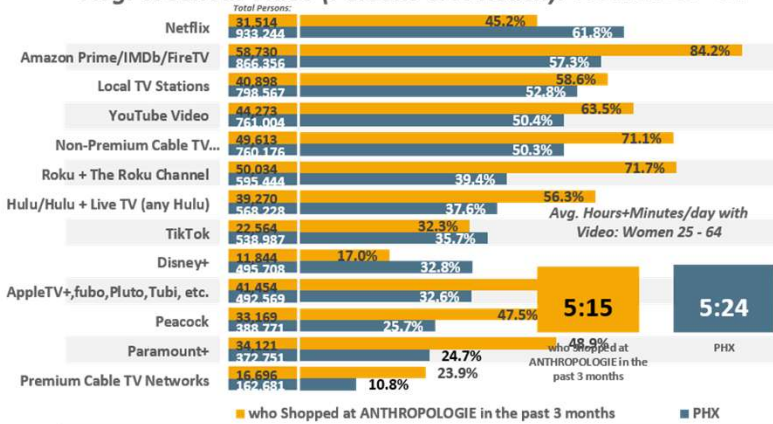
soefa.ai Share of Everything for Anything

Clothing stores shopped past 3 months: Anthropologie

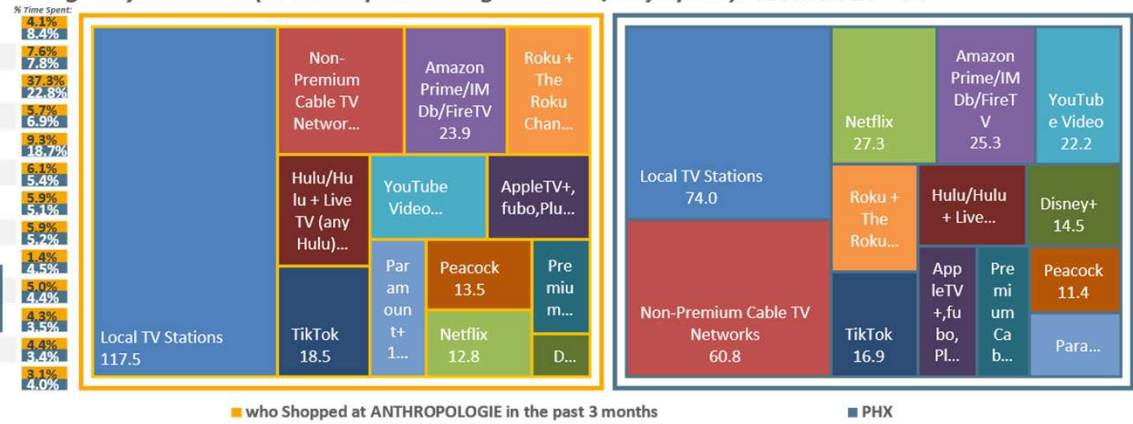


40,732 or 58.4% of Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months watch Ad-Supported Local TV Stations for an average of 104. minutes every day representing 39.7% of all time spent daily with Ad-Supported Video.

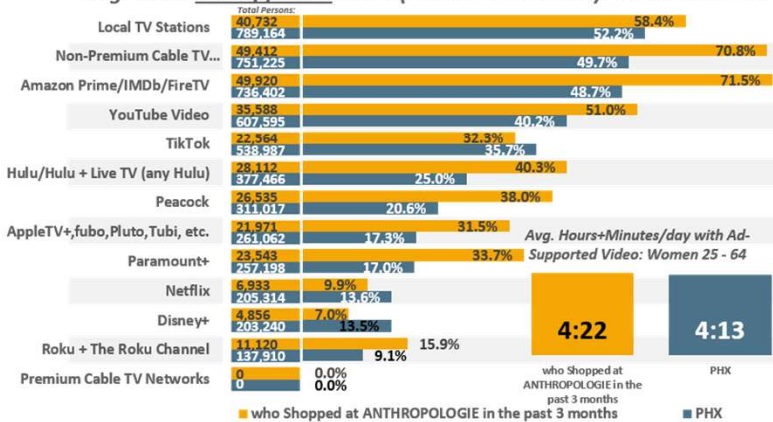
Avg. Week All Video (Persons & % Reach): Women 25 - 64



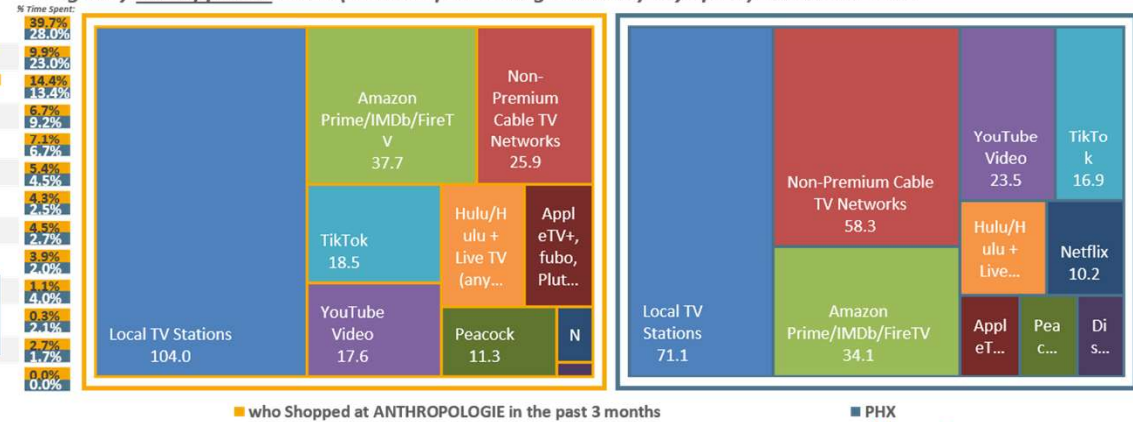
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



Avg. Week Ad-Supported Video (Persons & % Reach): Women 25 - 64



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 93
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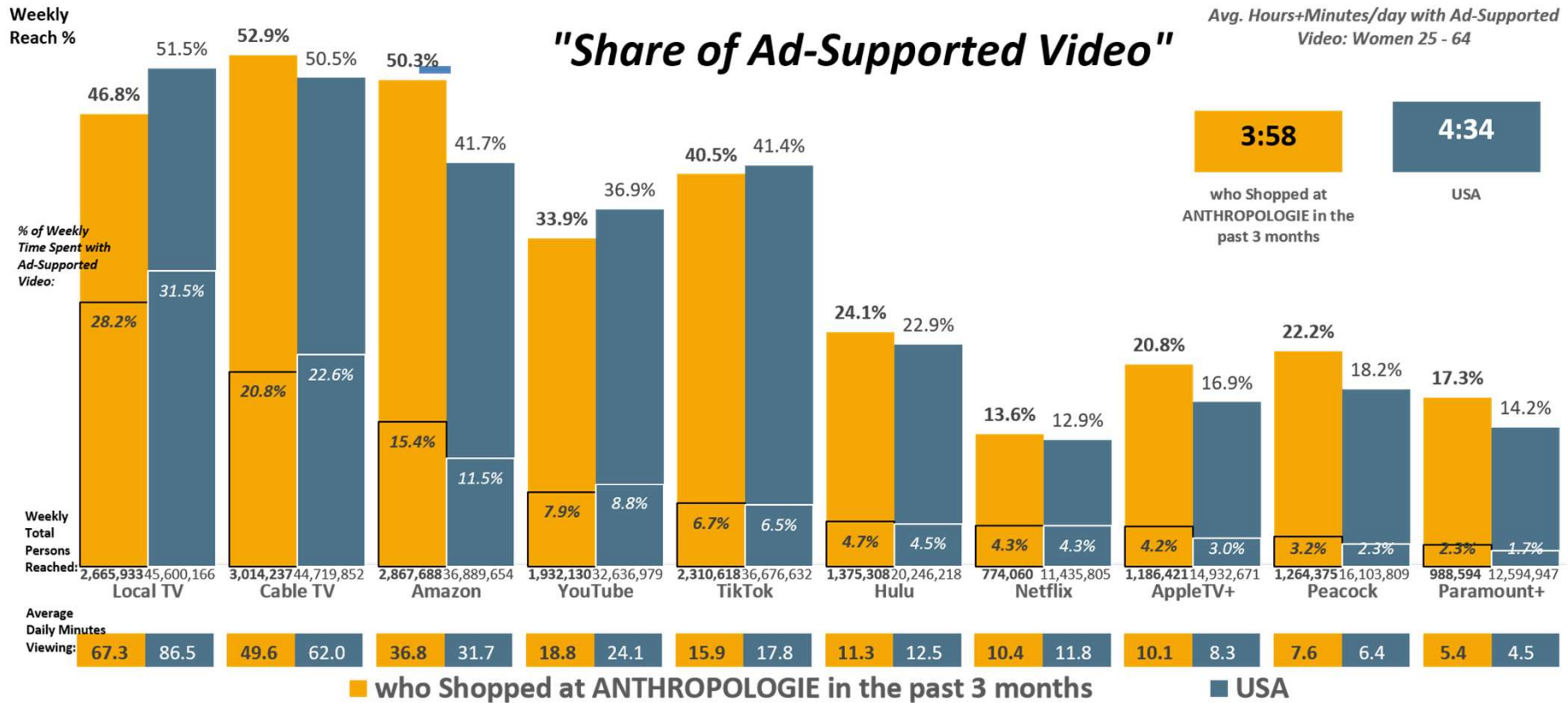
soefa.ai Share of Everything for Anything

Clothing stores shopped past 3 months: Anthropologie



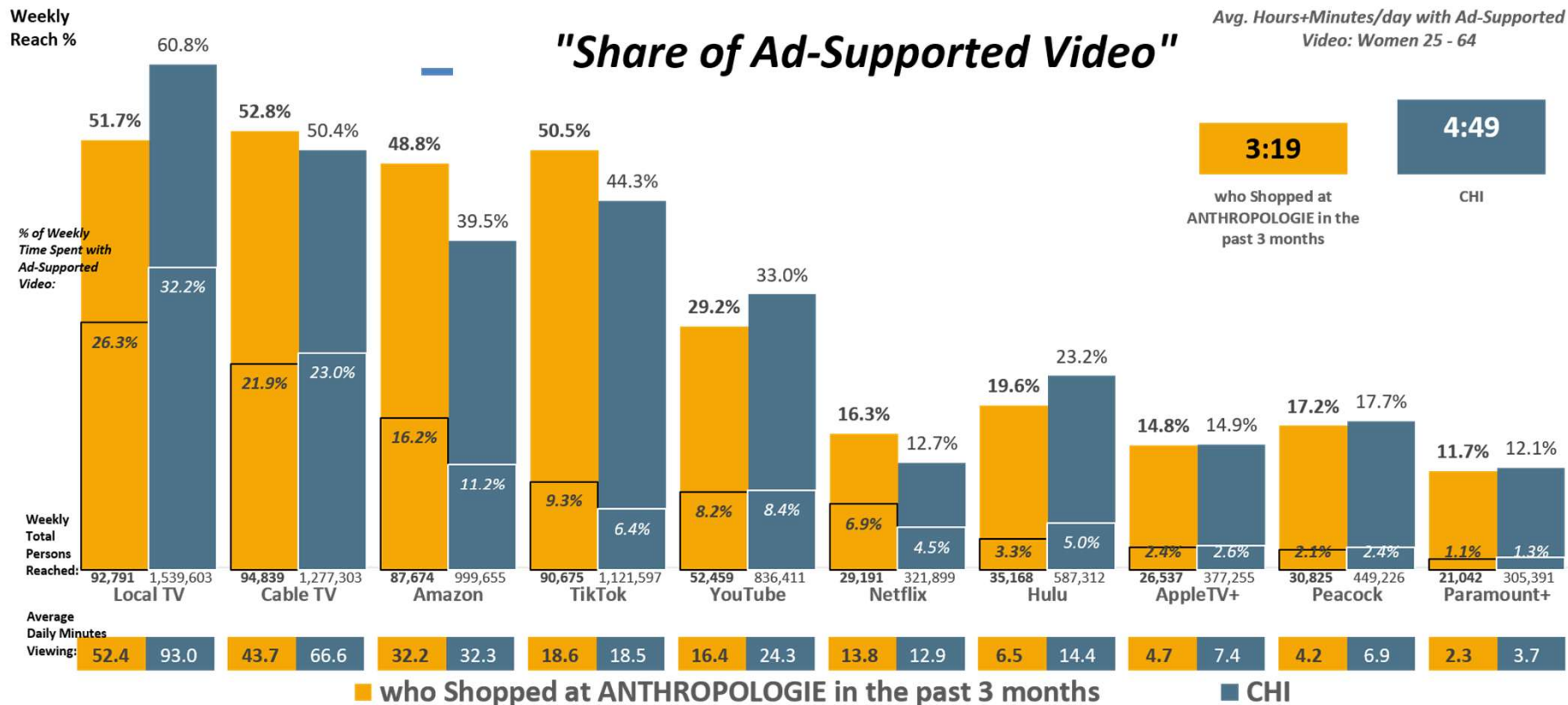
2,665,933 or 46.8% of Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months watch Ad-Supported Local TV Stations for an average of 67.3 minutes every day representing 28.2% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"





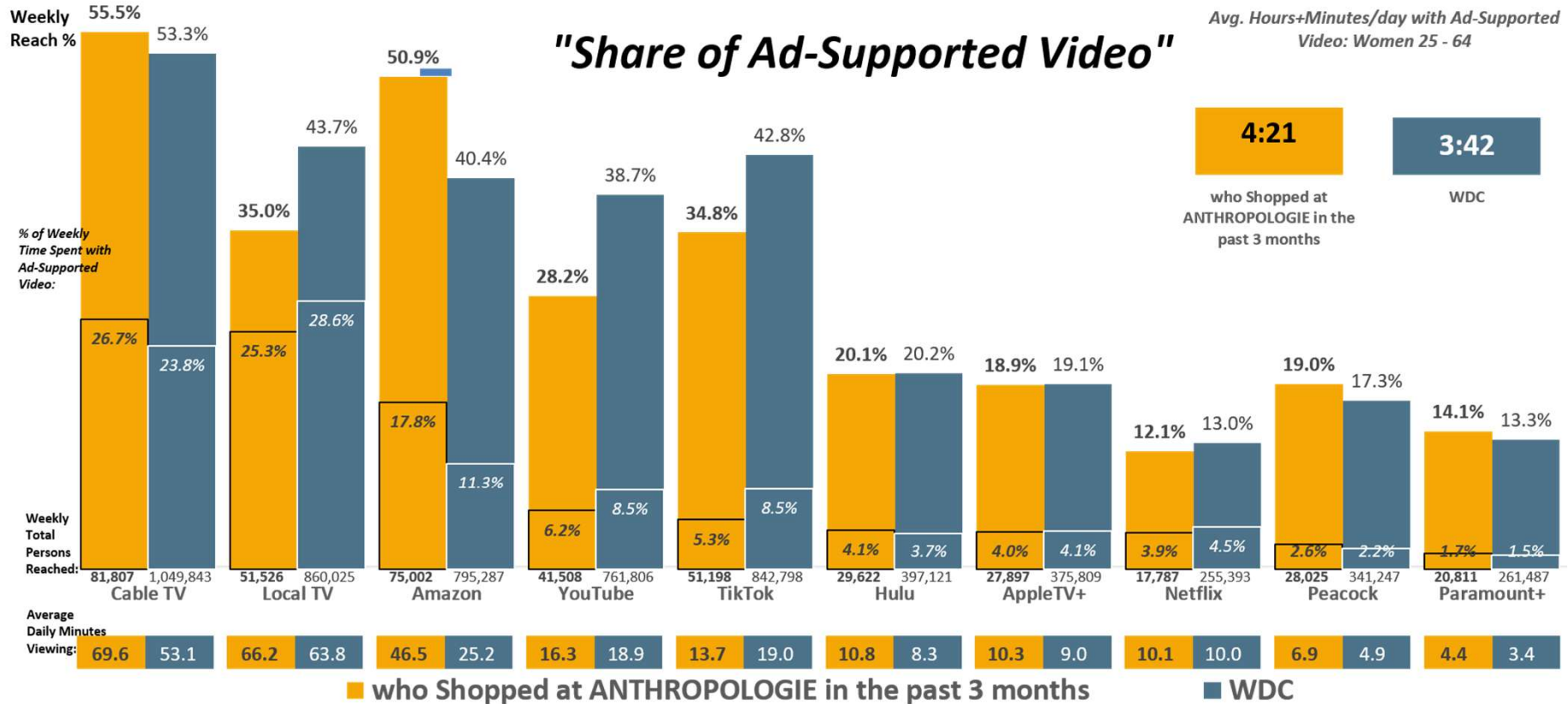
92,791 or 51.7% of Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months watch Ad-Supported Local TV Stations for an average of 52.4 minutes every day representing 26.3% of all time spent daily with Ad-Supported Video.





51,526 or 35.0% of Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months watch Ad-Supported Local TV Stations for an average of 66.2 minutes every day representing 25.3% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"



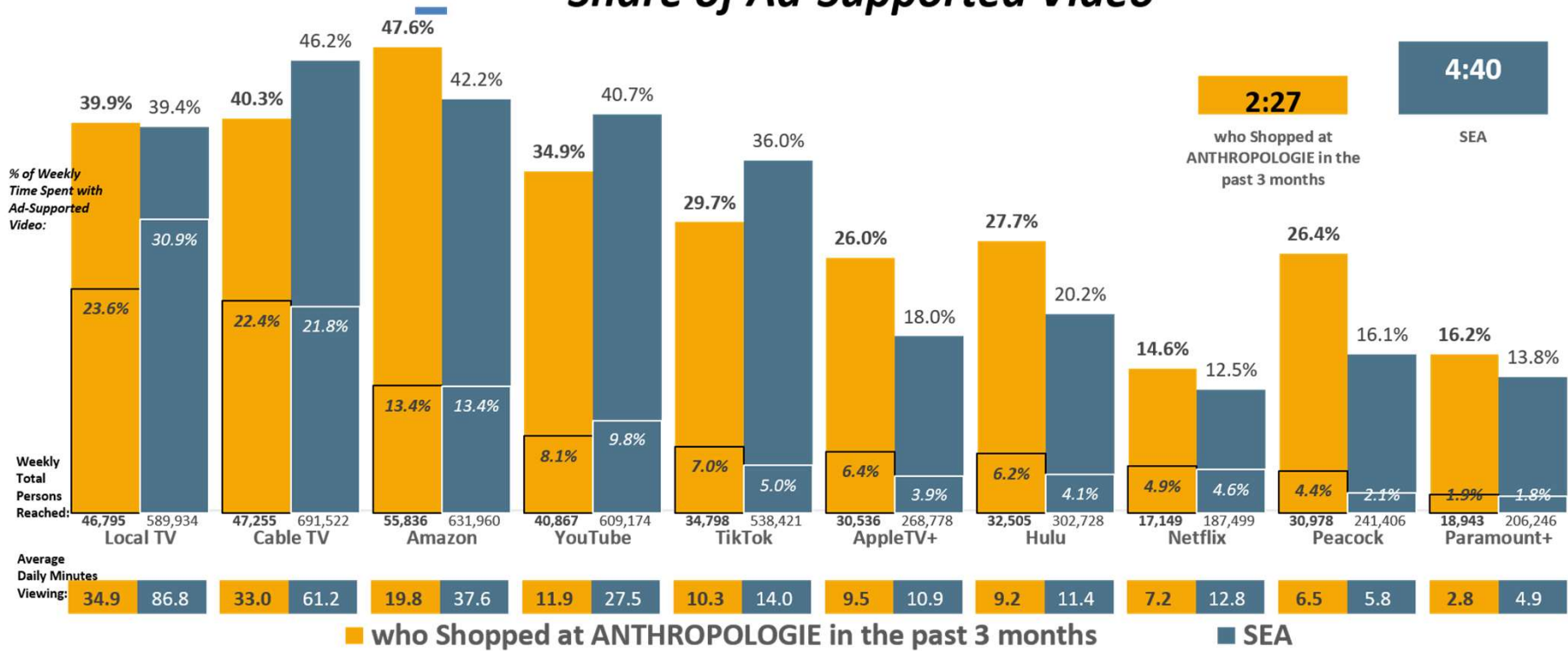


46,795 or 39.9% of Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months watch Ad-Supported Local TV Stations for an average of 34.9 minutes every day representing 23.6% of all time spent daily with Ad-Supported Video.

Weekly
Reach %

"Share of Ad-Supported Video"

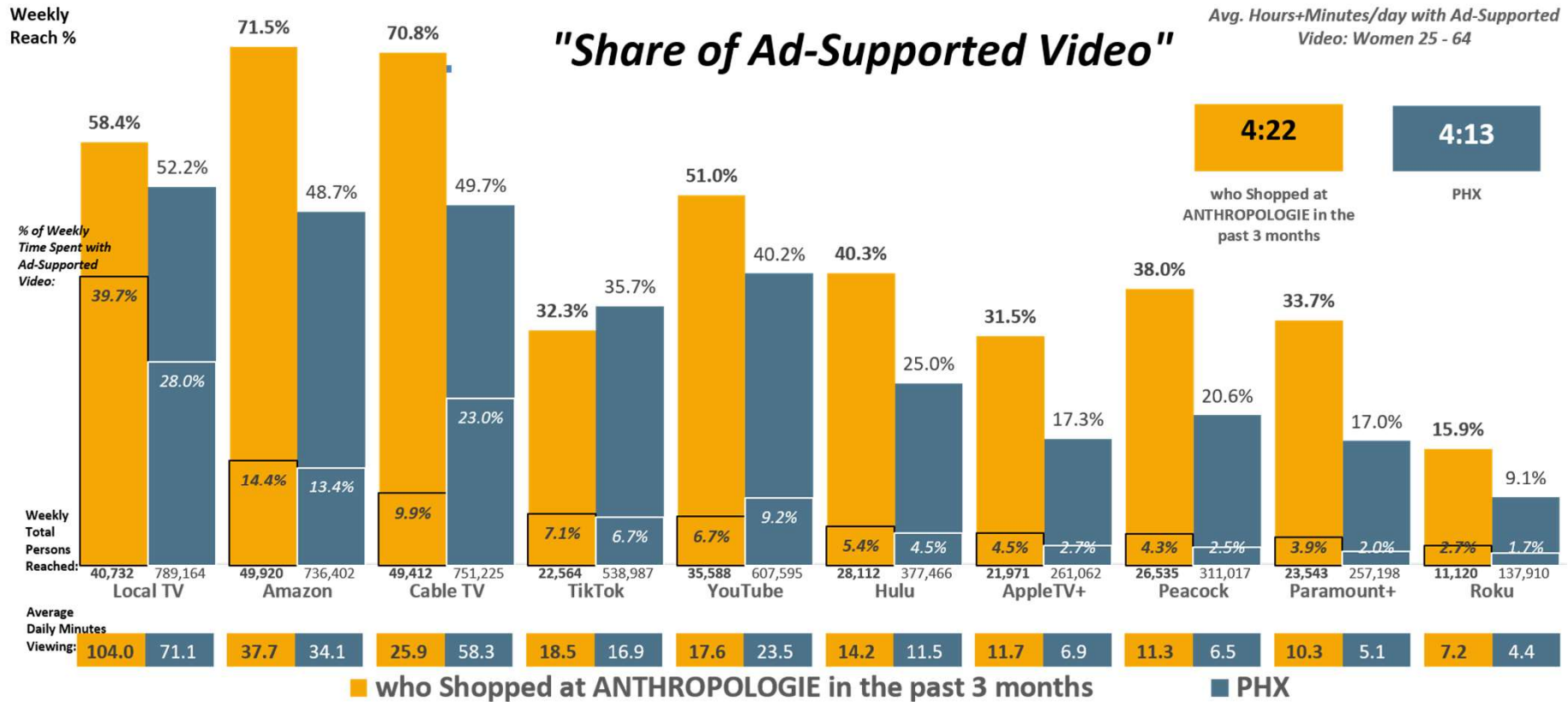
Avg. Hours+Minutes/day with Ad-Supported
Video: Women 25 - 64





40,732 or 58.4% of Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months watch Ad-Supported Local TV Stations for an average of 104. minutes every day representing 39.7% of all time spent daily with Ad-Supported Video.

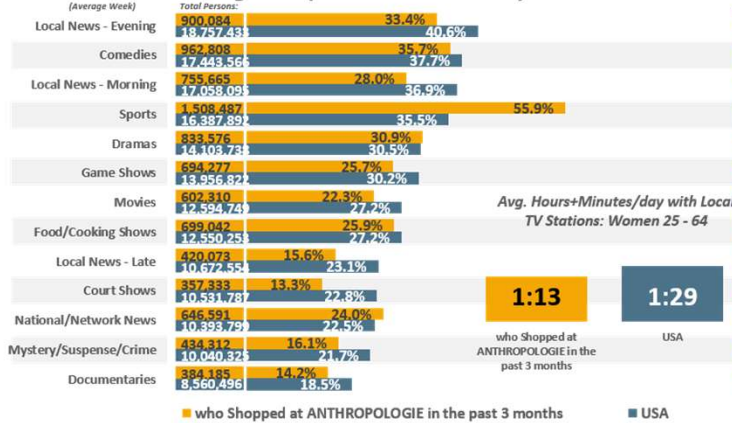
"Share of Ad-Supported Video"



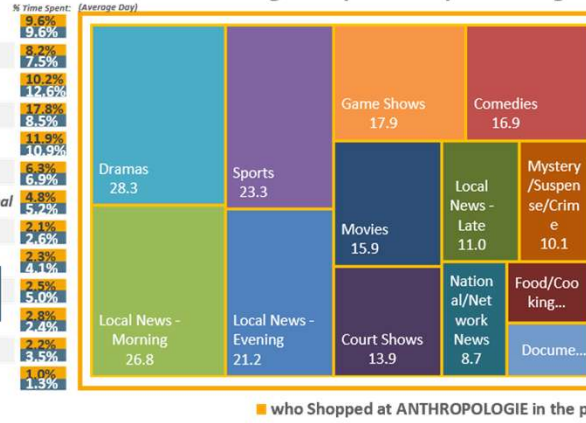


2,665,933 or 46.8% of Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Local News - Evening, Dramas, Local News - Morning, and Game Shows.

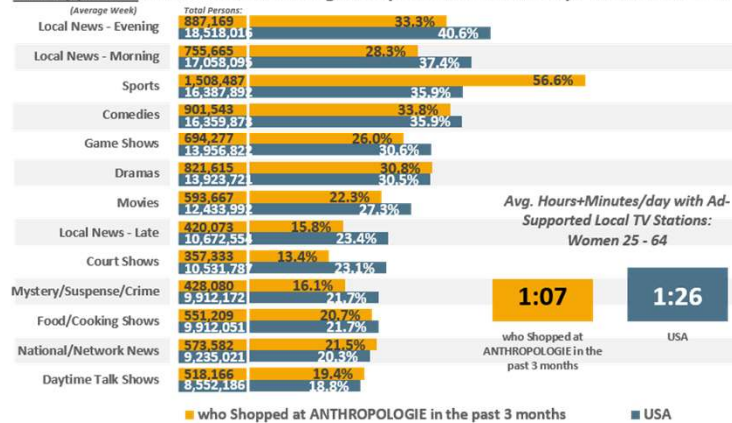
Local TV Station Programs (Persons & % Reach): Women 25 - 64



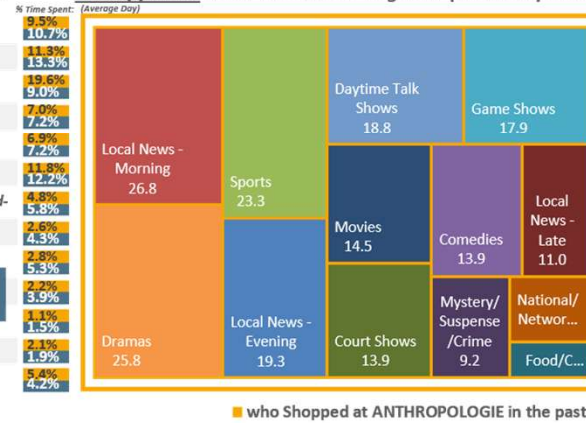
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



Ad-Supported Local TV Station Programs (Persons & % Reach): Women 25 - 64



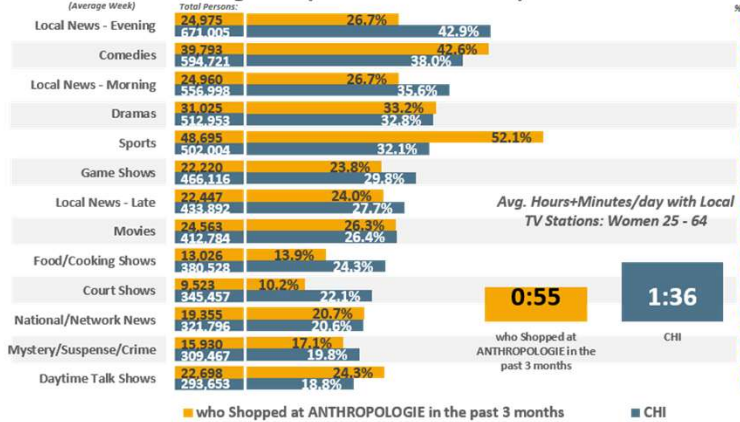
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



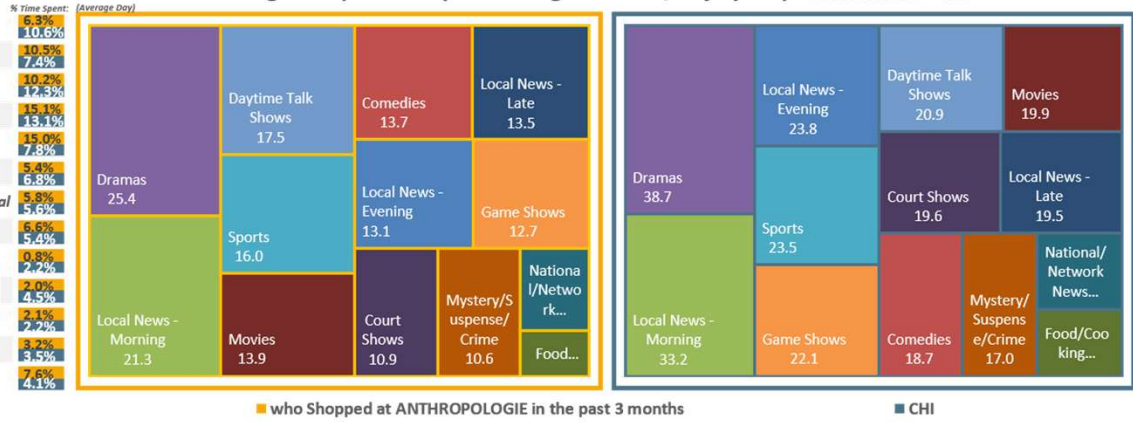


92,791 or 51.7% of Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Dramas, Local News - Morning, Local News - Evening, and Movies.

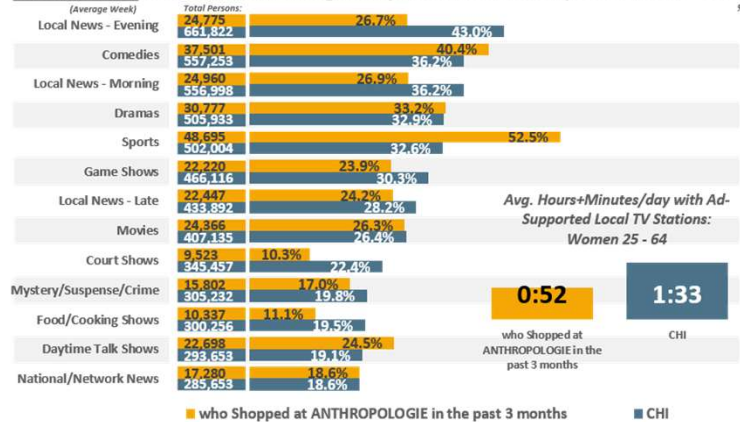
Local TV Station Programs (Persons & % Reach): Women 25 - 64



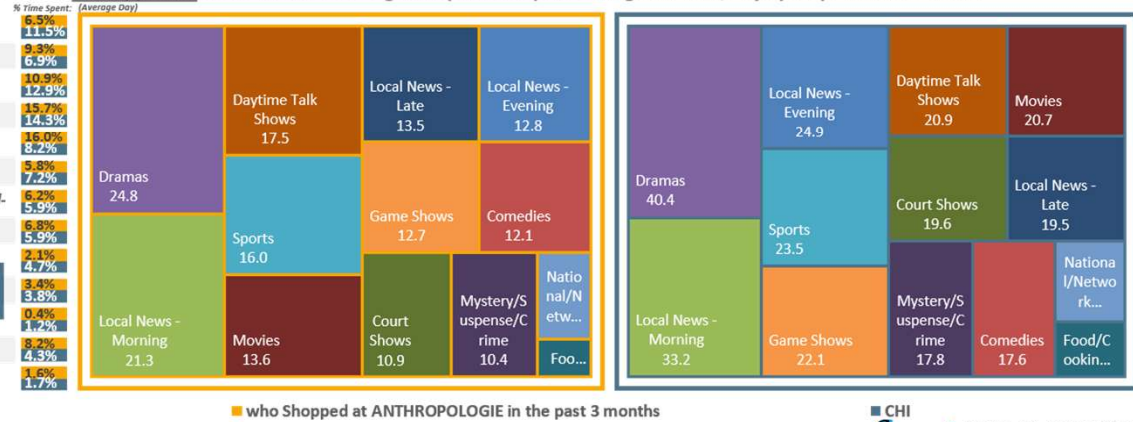
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



Ad-Supported Local TV Station Programs (Persons & % Reach): Women 25 - 64



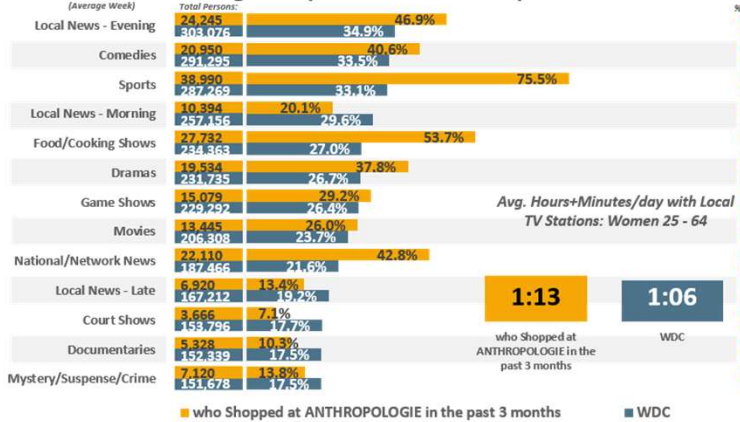
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



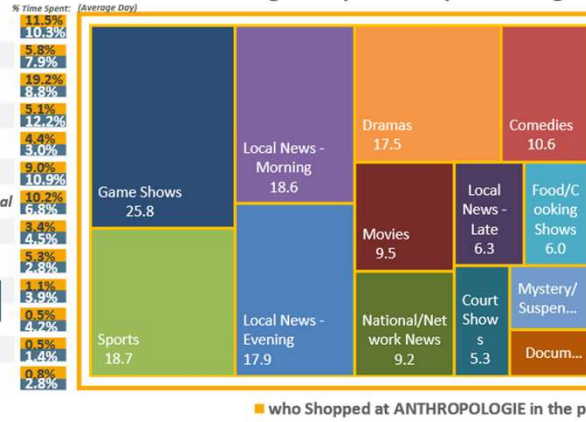


51,526 or 35.% of Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Food/Cooking Shows, Comedies, National/Network News, and Dramas.

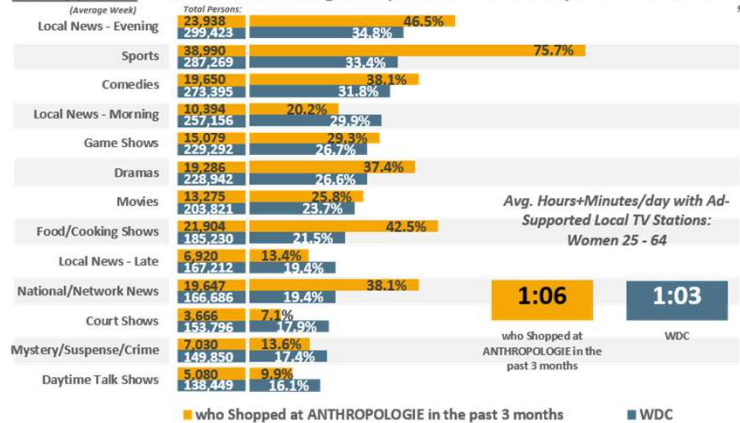
Local TV Station Programs (Persons & % Reach): Women 25 - 64



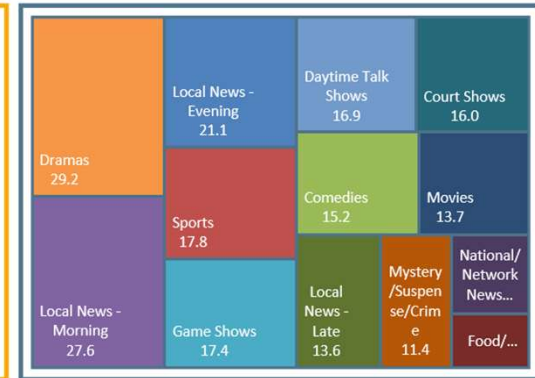
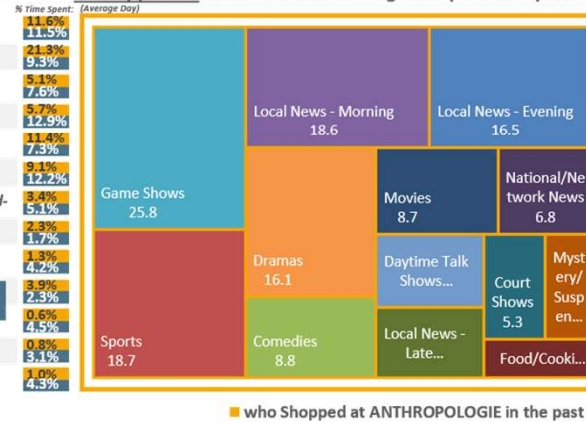
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



Ad-Supported Local TV Station Programs (Persons & % Reach): Women 25 - 64



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



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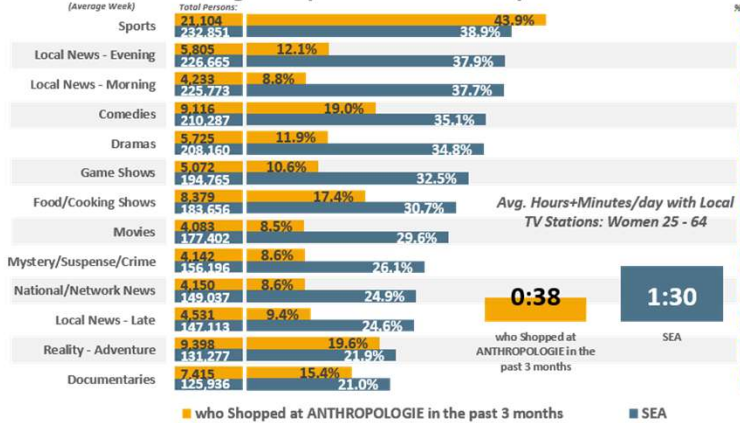
soefa.ai Share of Everything for Anything

Clothing stores shopped past 3 months: Anthropologie

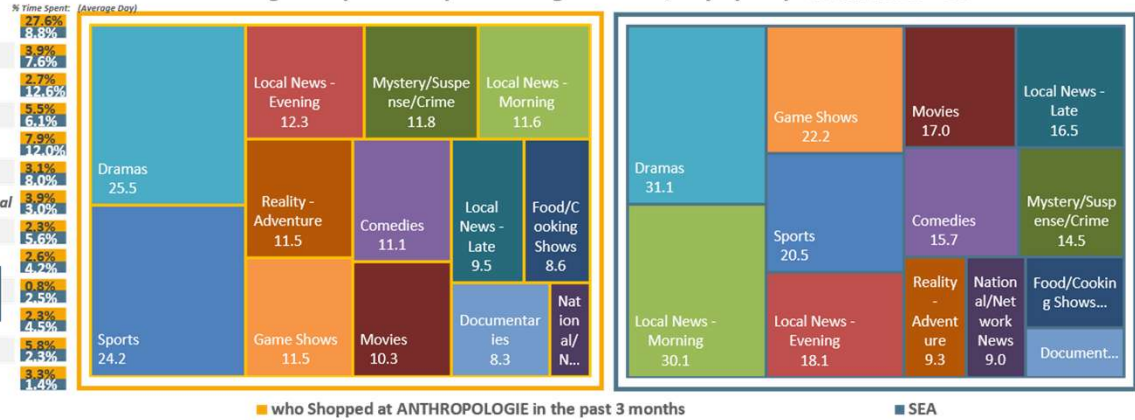


46,795 or 39.9% of Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Reality - Adventure, Comedies, Food/Cooking Shows, Court Shows, and Local News - Evening.

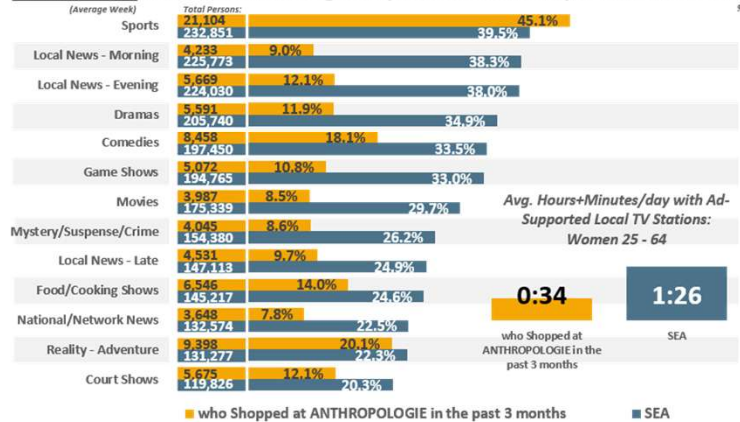
Local TV Station Programs (Persons & % Reach): Women 25 - 64



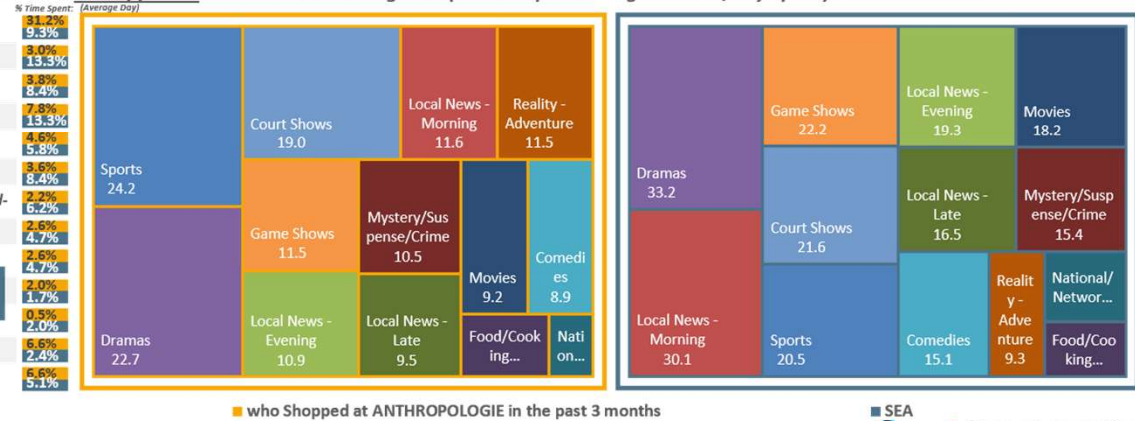
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



Ad-Supported Local TV Station Programs (Persons & % Reach): Women 25 - 64



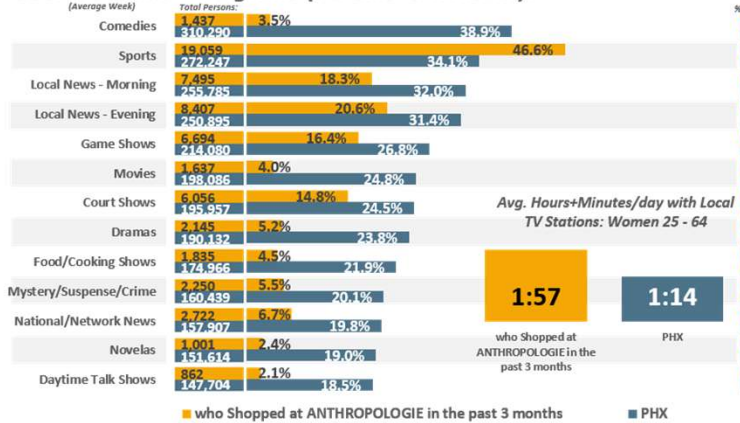
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



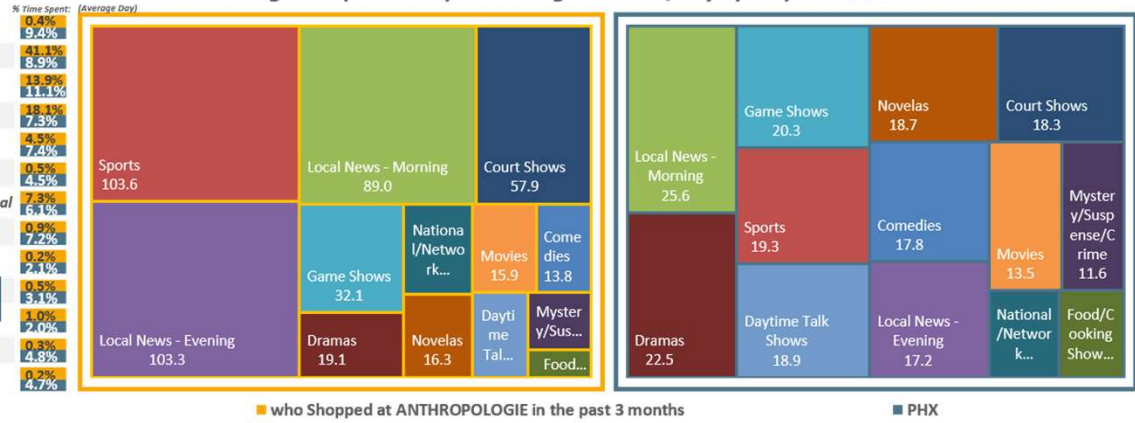


40,732 or 58.4% of Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Late Night Talk, Local News - Evening, Local News - Morning, Game Shows, and Court Shows.

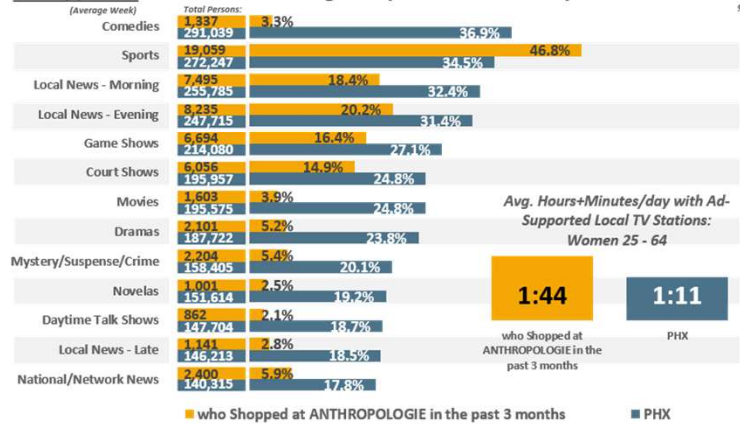
Local TV Station Programs (Persons & % Reach): Women 25 - 64



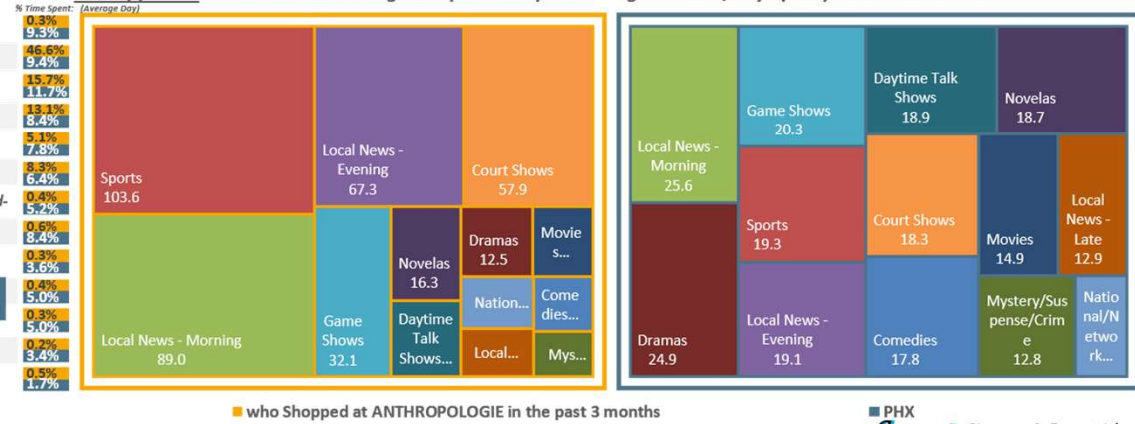
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



Ad-Supported Local TV Station Programs (Persons & % Reach): Women 25 - 64



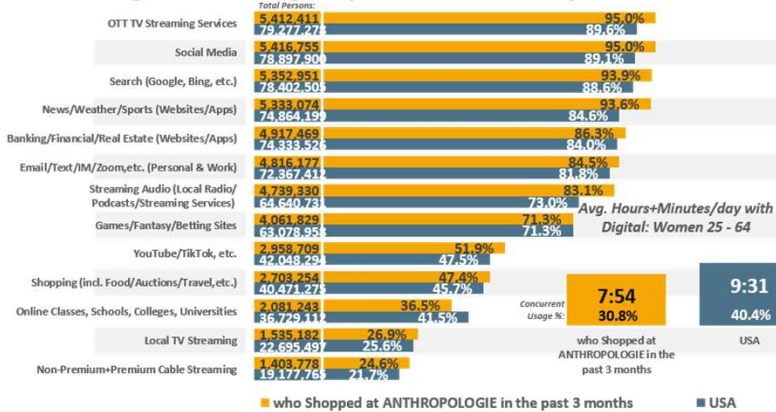
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



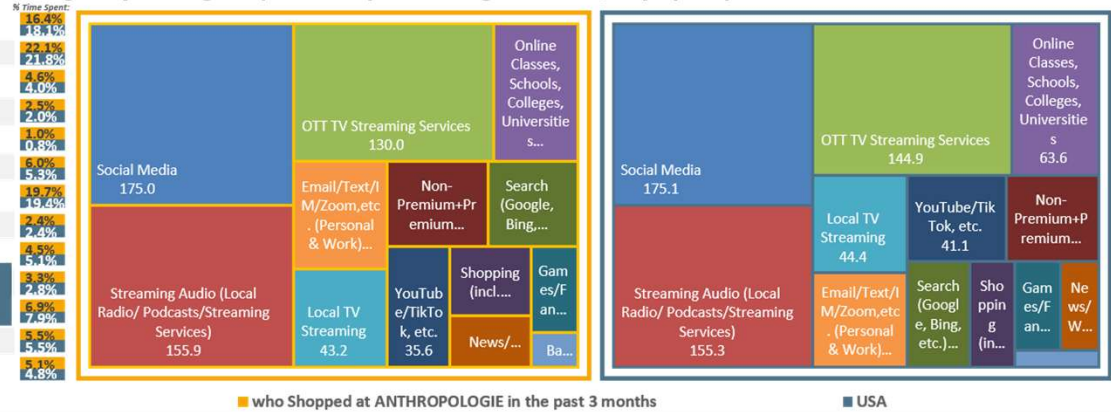


4,969,566 or 87.2% of Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months use Ad-Supported Social Media for an average of 161. minutes every day representing 28.3% of all time spent daily with Ad-Supported Digital Media.

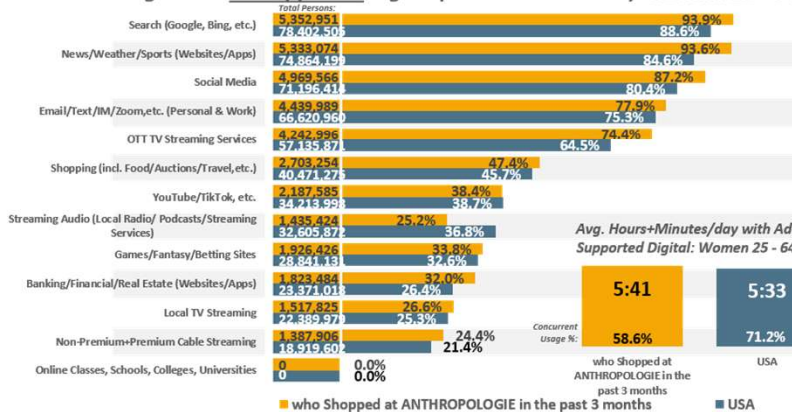
Avg. Week All Digital (Persons & % Reach): Women 25 - 64



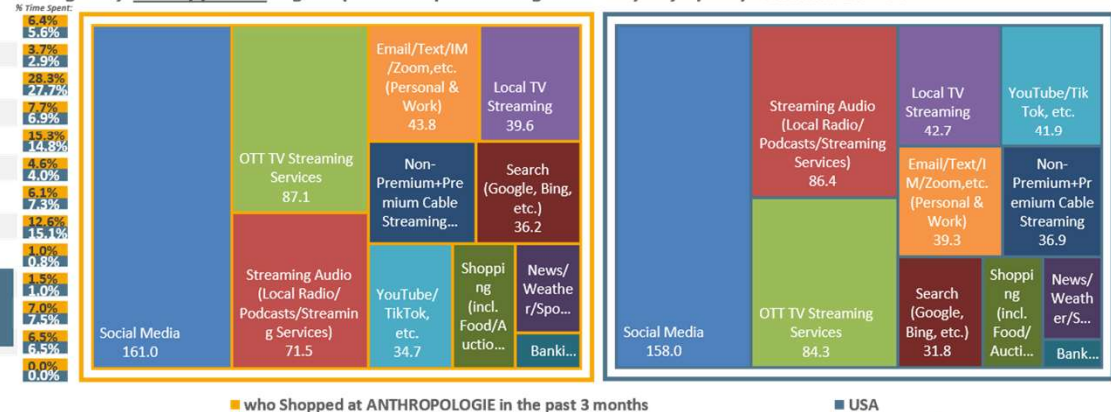
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



Avg. Week Ad-Supported Digital (Persons & % Reach): Women 25 - 64



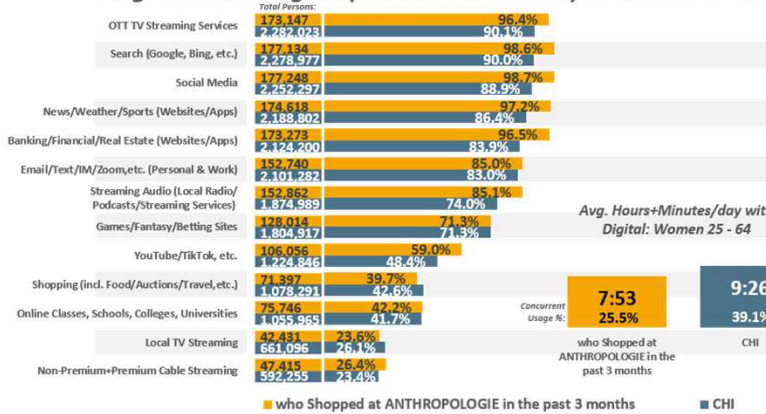
Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



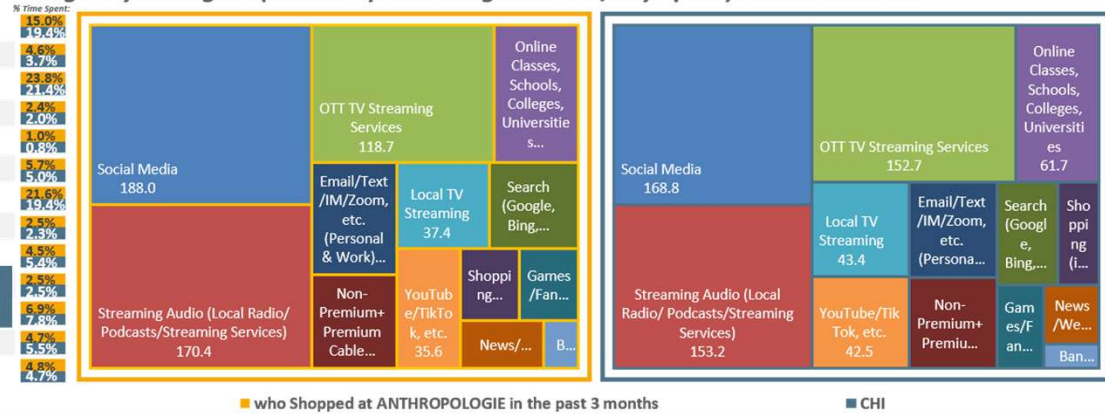


161,511 or 89.9% of Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months use Ad-Supported Social Media for an average of 173. minutes every day representing 31.% of all time spent daily with Ad-Supported Digital Media.

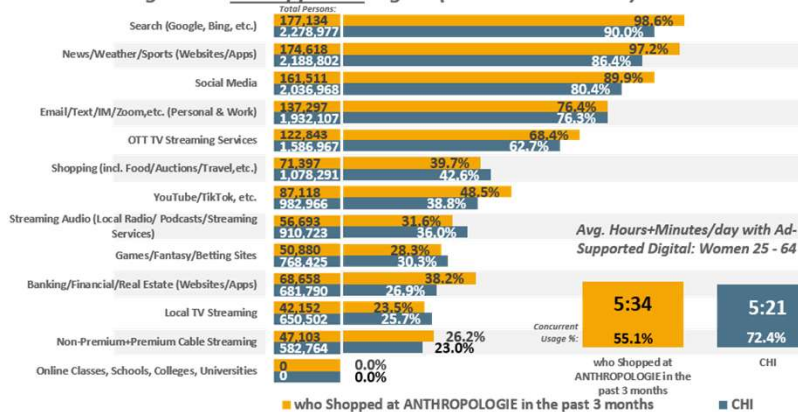
Avg. Week All Digital (Persons & % Reach): Women 25 - 64



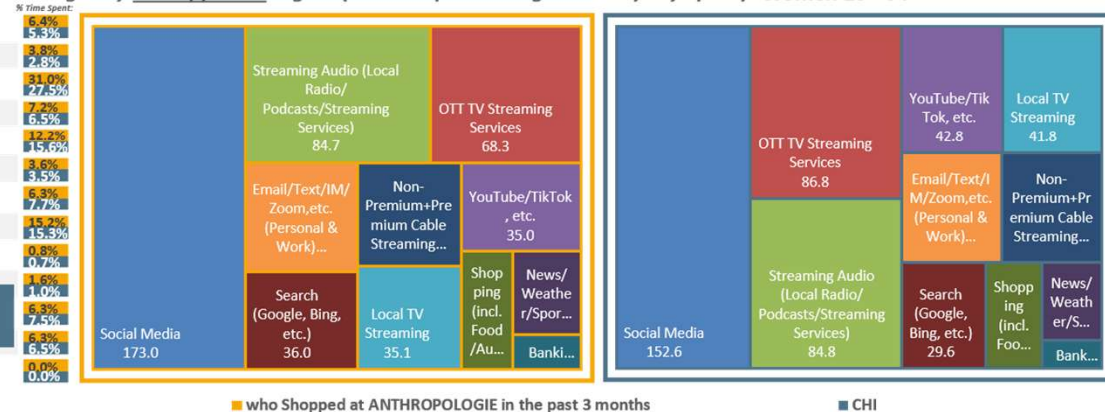
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



Avg. Week Ad-Supported Digital (Persons & % Reach): Women 25 - 64



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



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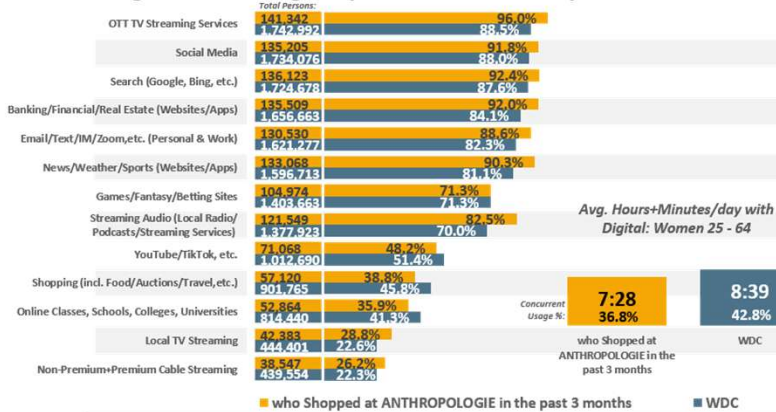
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Clothing stores shopped past 3 months: Anthropologie

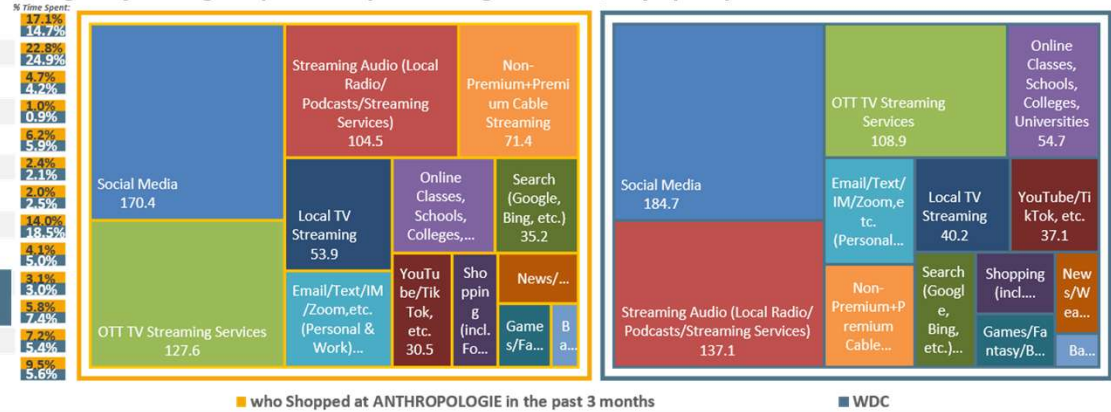


128,533 or 87.3% of Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months use Ad-Supported Social Media for an average of 156.7 minutes every day representing 27.9% of all time spent daily with Ad-Supported Digital Media.

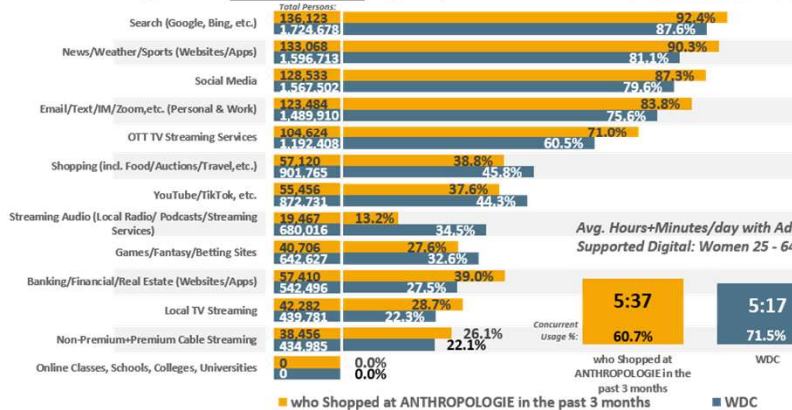
Avg. Week All Digital (Persons & % Reach): Women 25 - 64



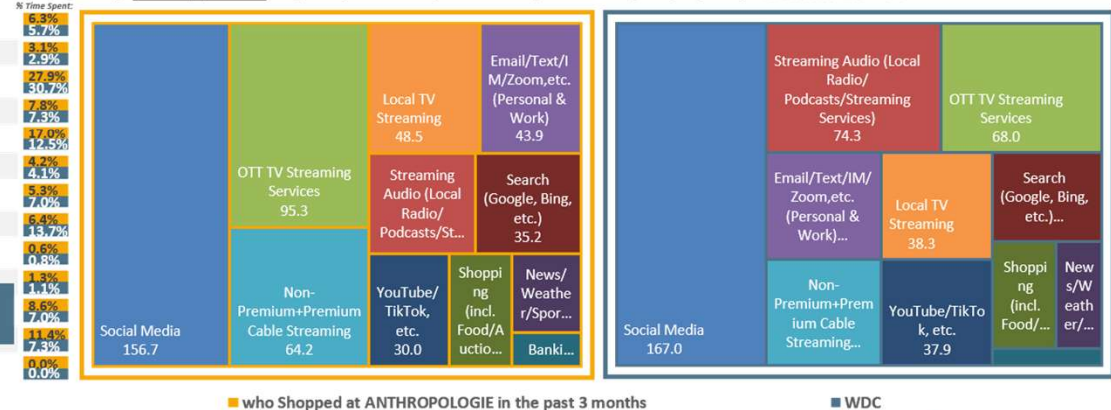
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



Avg. Week Ad-Supported Digital (Persons & % Reach): Women 25 - 64



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 293
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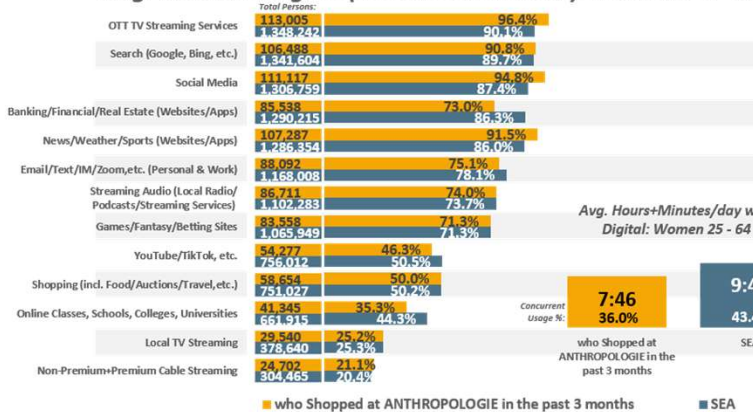
soefa.ai Share of Everything for Anything

Clothing stores shopped past 3 months: Anthropologie

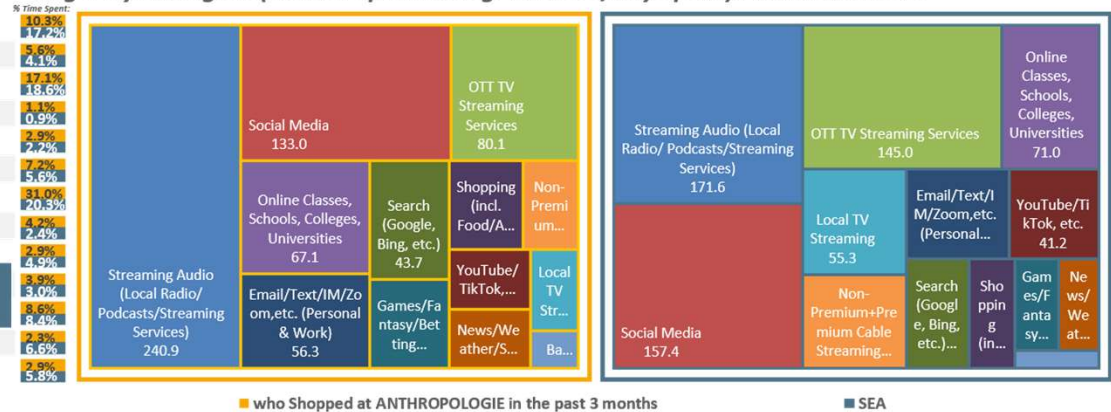


95,069 or 81.1% of Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months use Ad-Supported Social Media for an average of 122.4 minutes every day representing 23.8% of all time spent daily with Ad-Supported Digital Media.

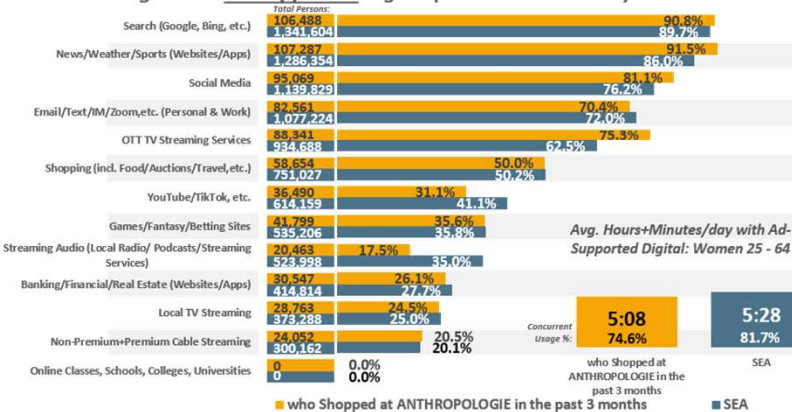
Avg. Week All Digital (Persons & % Reach): Women 25 - 64



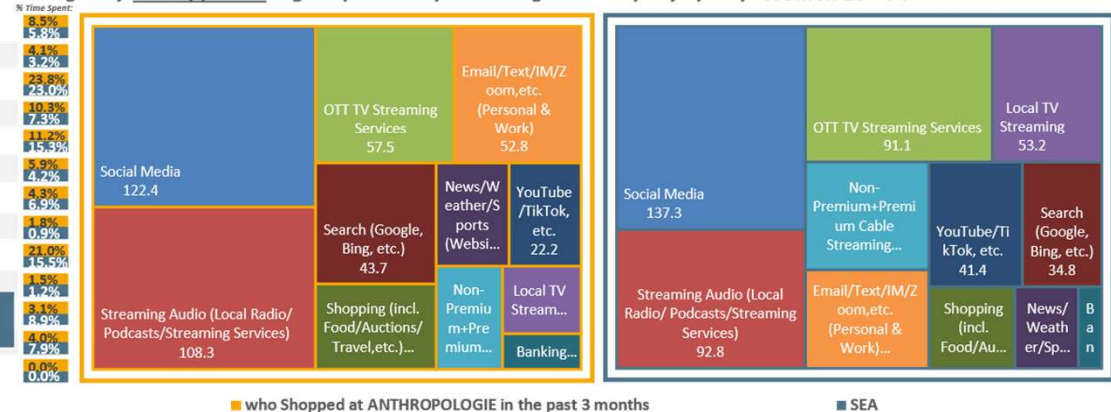
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



Avg. Week Ad-Supported Digital (Persons & % Reach): Women 25 - 64



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 200
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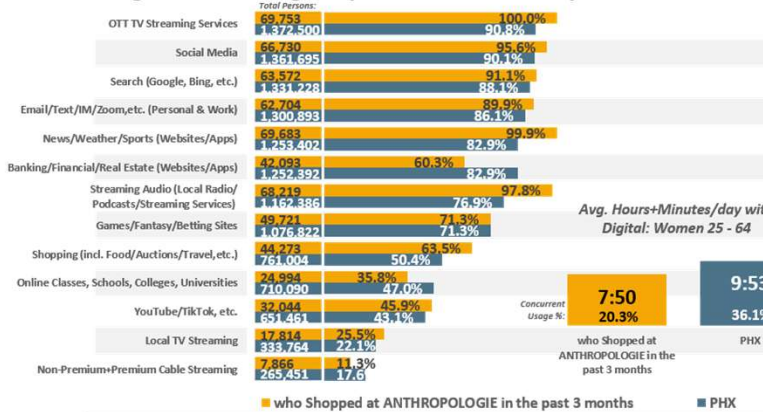
soefa.ai Share of Everything for Anything

Clothing stores shopped past 3 months: Anthropologie

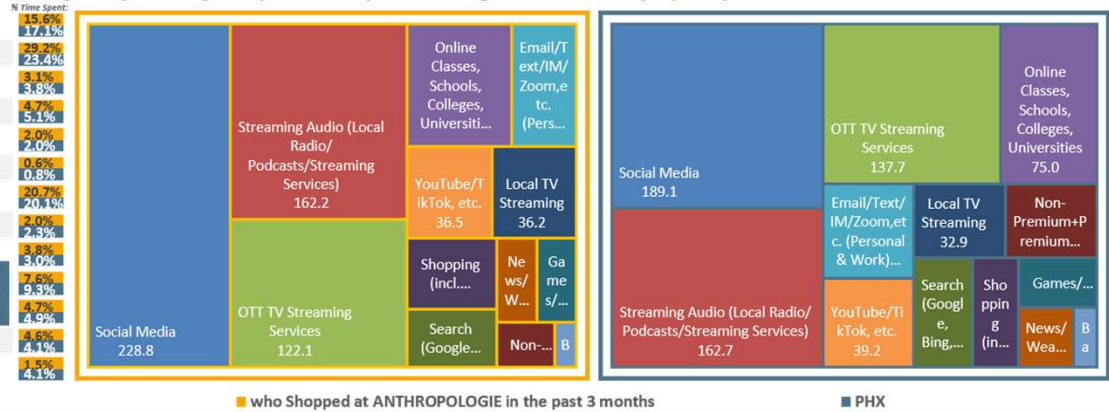


61,536 or 88.2% of Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months use Ad-Supported Social Media for an average of 210.5 minutes every day representing 36.7% of all time spent daily with Ad-Supported Digital Media.

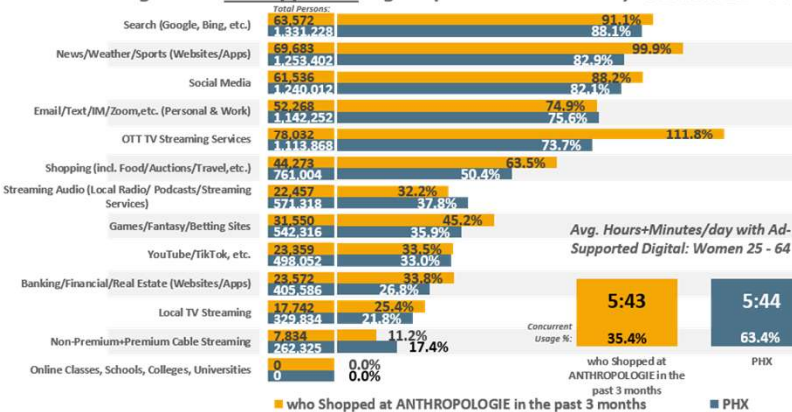
Avg. Week All Digital (Persons & % Reach): Women 25 - 64



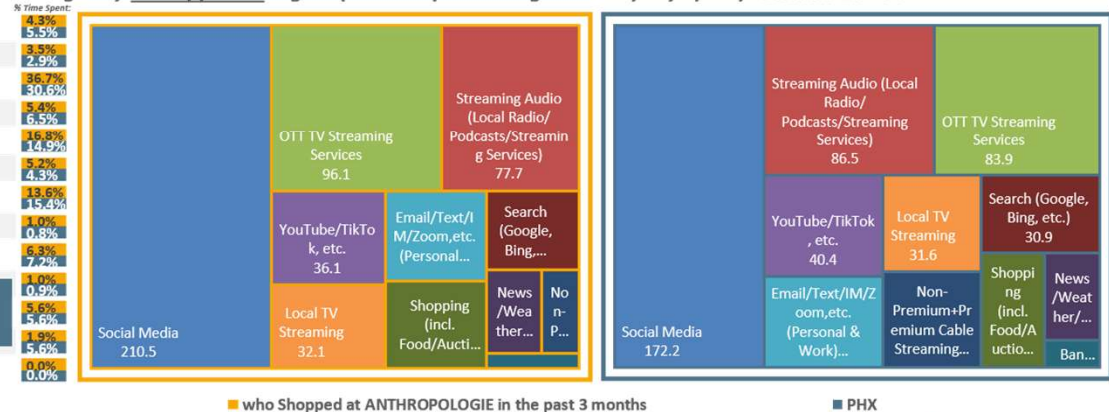
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



Avg. Week Ad-Supported Digital (Persons & % Reach): Women 25 - 64



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



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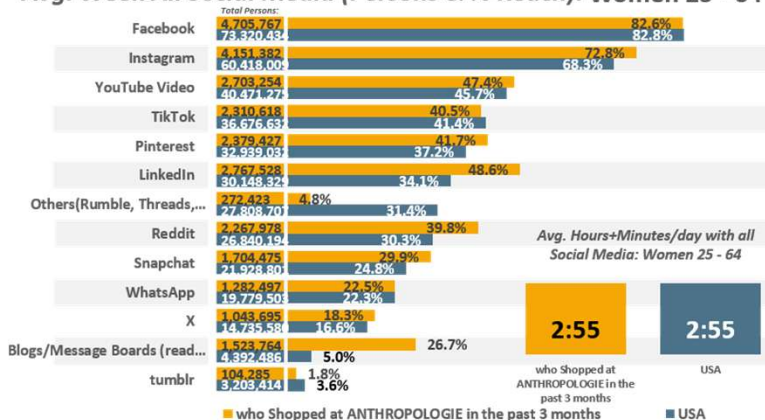
soefa.ai Share of Everything for Anything

Clothing stores shopped past 3 months: Anthropologie

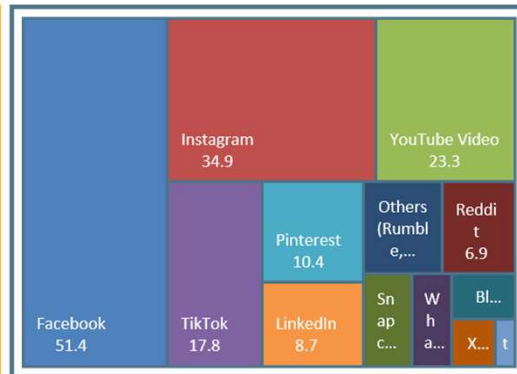
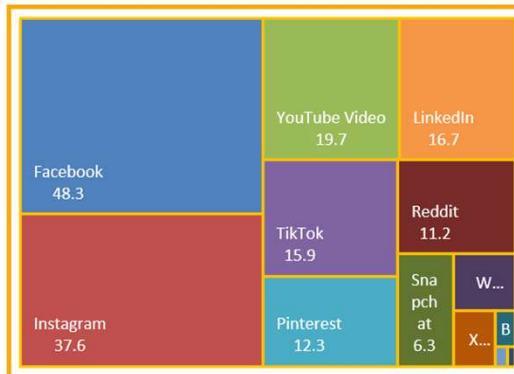


4,705,767 or 82.6% of Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months use Ad-Supported Facebook for an average of 56.1 minutes every day representing 35.0% of all time spent daily with Ad-Supported Social Media.

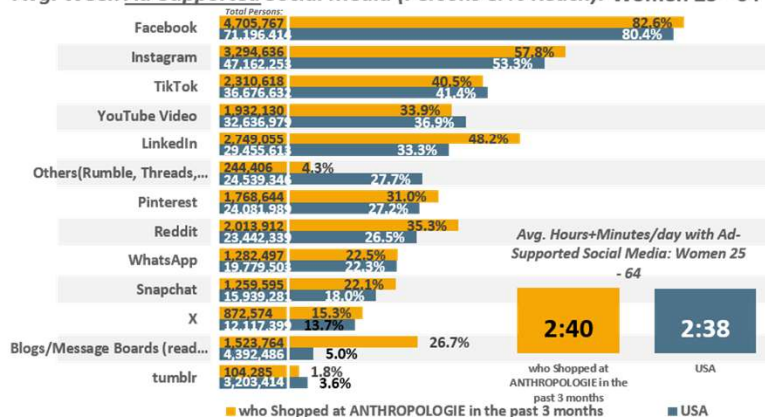
Avg. Week All Social Media (Persons & % Reach): Women 25 - 64



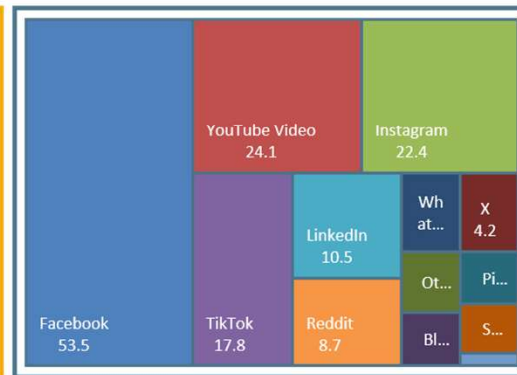
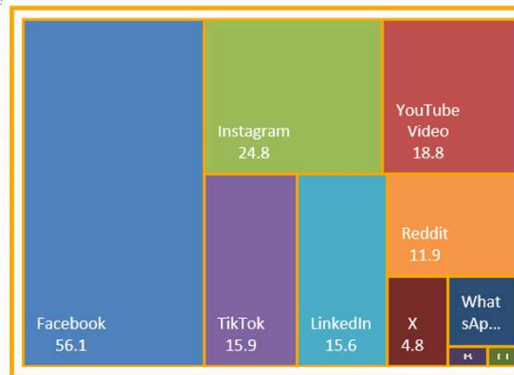
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



Avg. Week Ad-Supported Social Media (Persons & % Reach): Women 25 - 64



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 1,086
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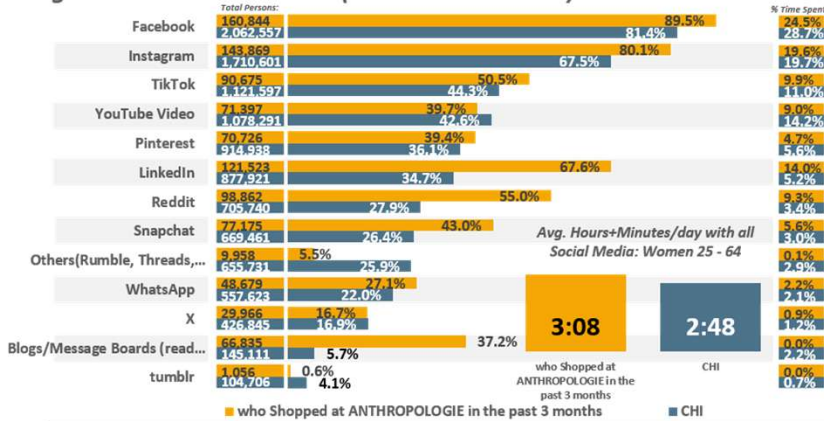
soefa.ai Share of Everything for Anything

Clothing stores shopped past 3 months: Anthropologie

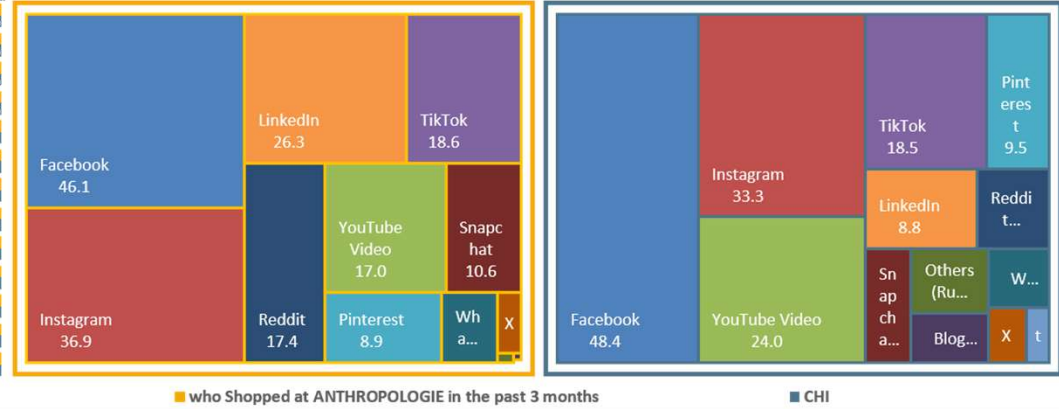


160,844 or 89.5% of Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months use Ad-Supported Facebook for an average of 57.6 minutes every day representing 33.6% of all time spent daily with Ad-Supported Social Media.

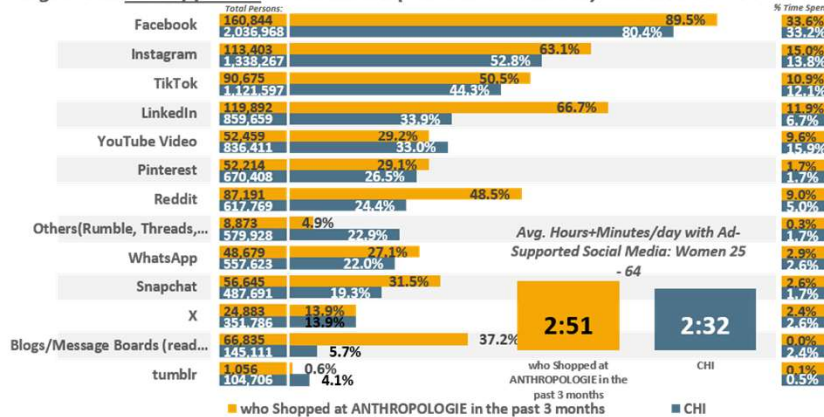
Avg. Week All Social Media (Persons & % Reach): Women 25 - 64



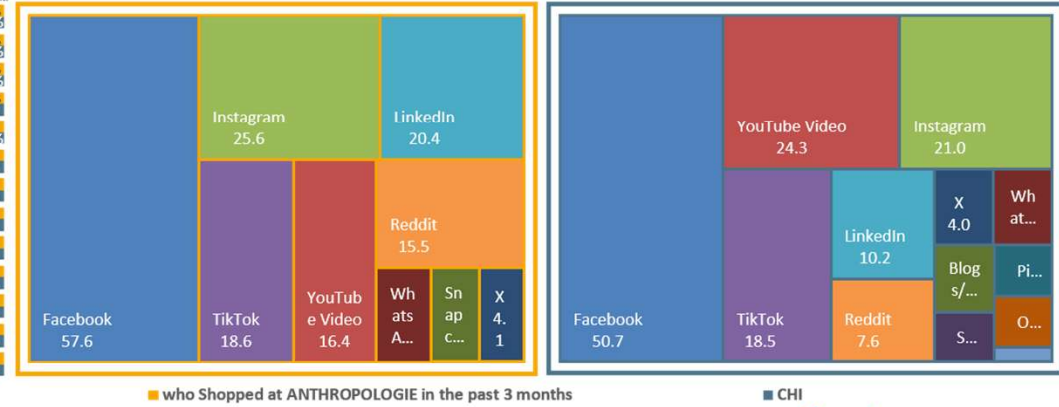
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



Avg. Week Ad-Supported Social Media (Persons & % Reach): Women 25 - 64



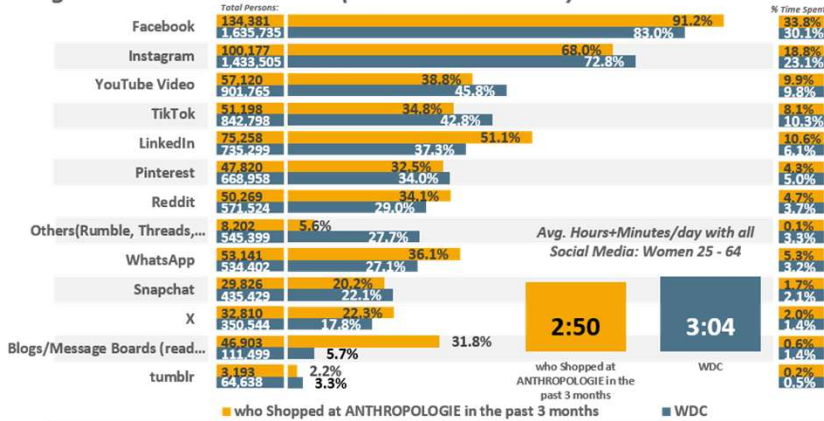
Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



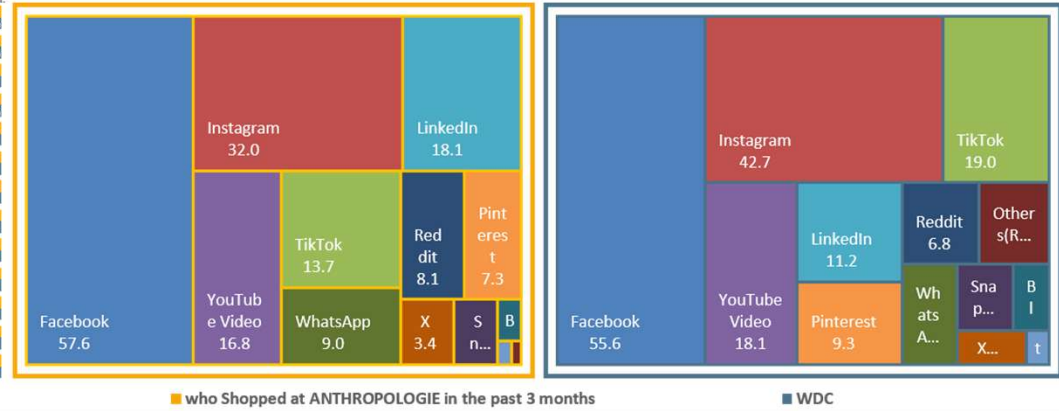


128,533 or 87.3% of Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months use Ad-Supported Facebook for an average of 60. minutes every day representing 37.% of all time spent daily with Ad-Supported Social Media.

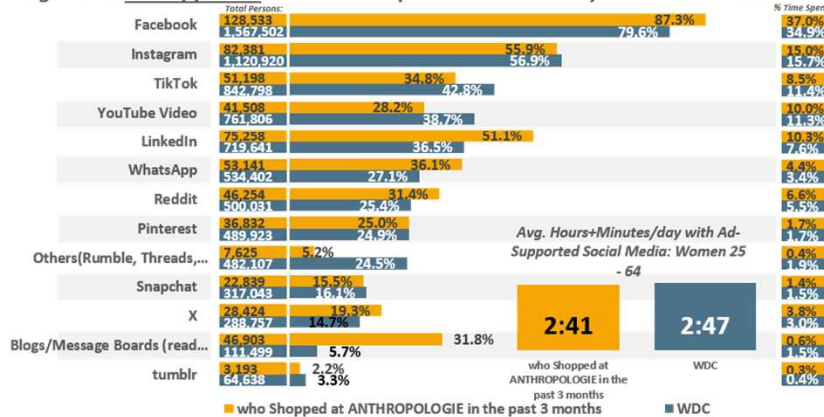
Avg. Week All Social Media (Persons & % Reach): Women 25 - 64



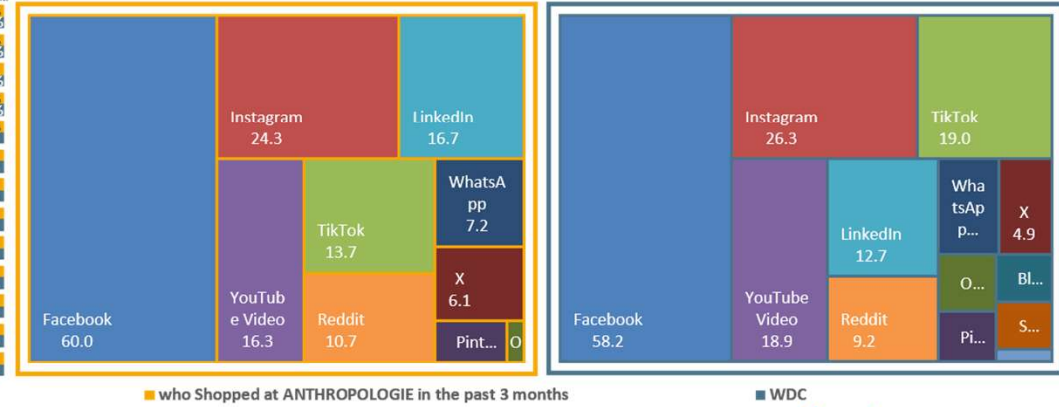
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



Avg. Week Ad-Supported Social Media (Persons & % Reach): Women 25 - 64



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 293
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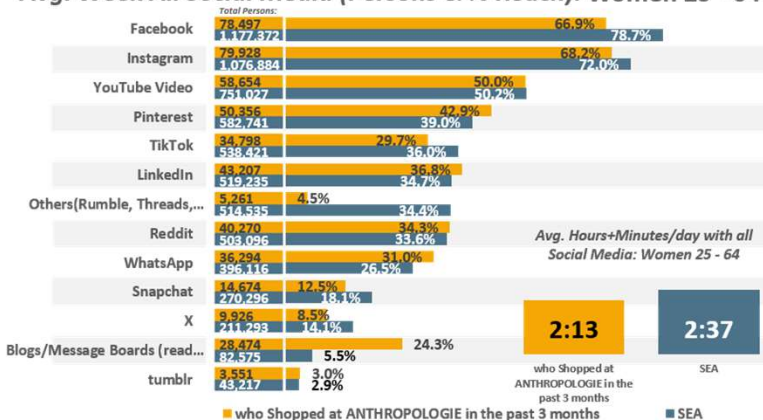
soefa.ai Share of Everything for Anything

Clothing stores shopped past 3 months: Anthropologie

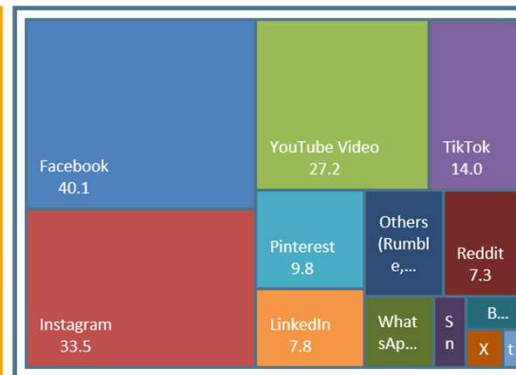
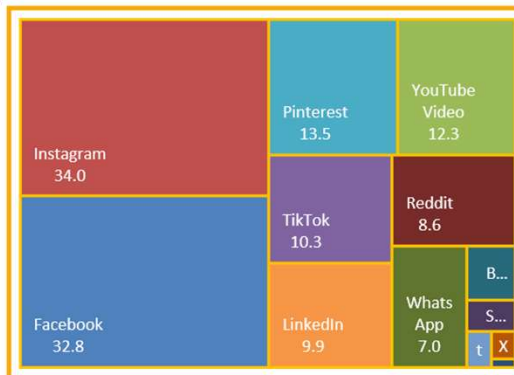


78,497 or 66.9% of Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months use Ad-Supported Facebook for an average of 40.2 minutes every day representing 35.3% of all time spent daily with Ad-Supported Social Media.

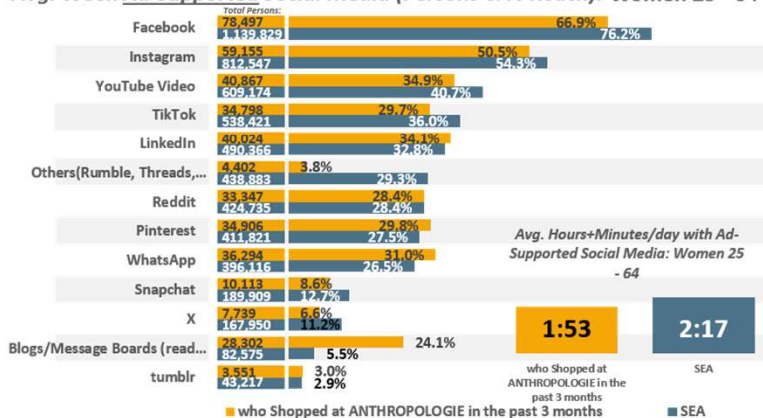
Avg. Week All Social Media (Persons & % Reach): Women 25 - 64



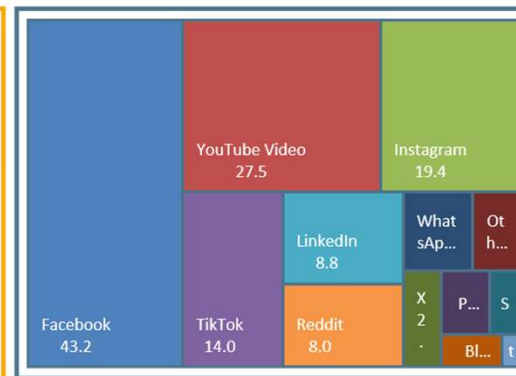
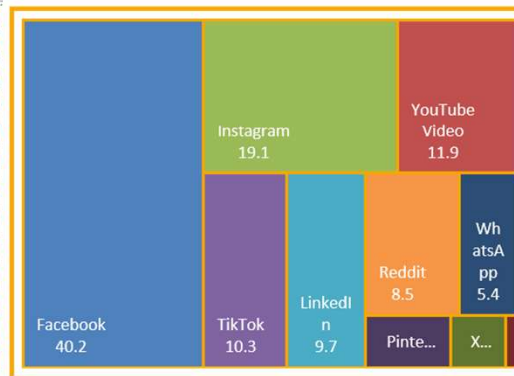
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



Avg. Week Ad-Supported Social Media (Persons & % Reach): Women 25 - 64



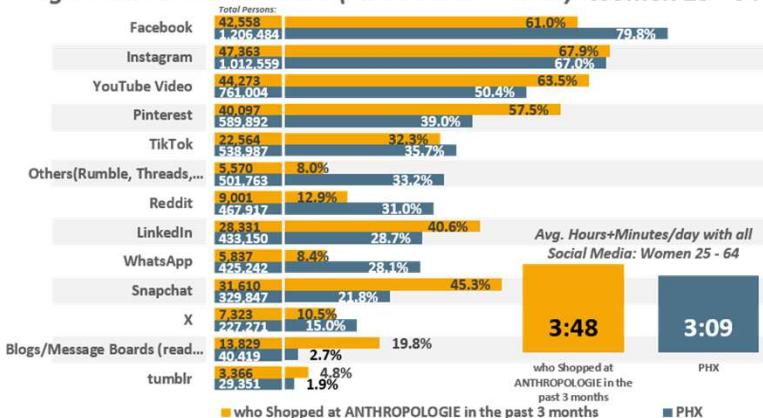
Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



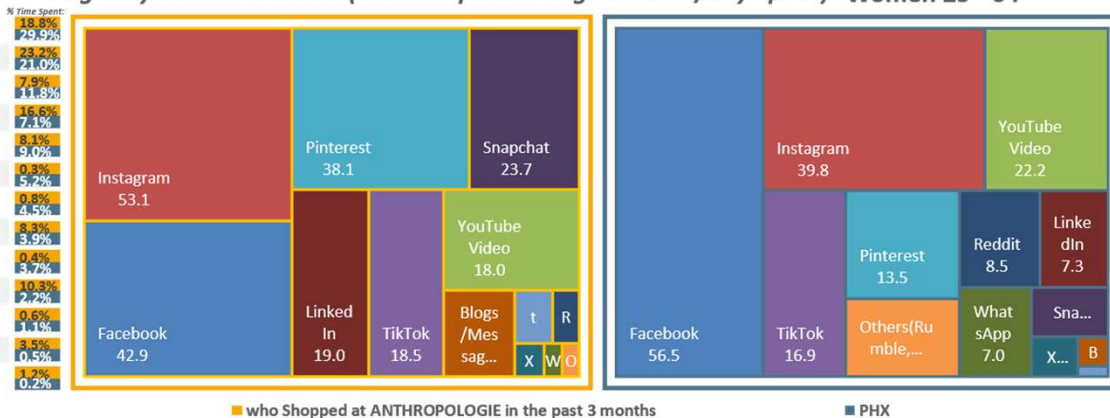


42,558 or 61.% of Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months use Ad-Supported Facebook for an average of 71. minutes every day representing 33.6% of all time spent daily with Ad-Supported Social Media.

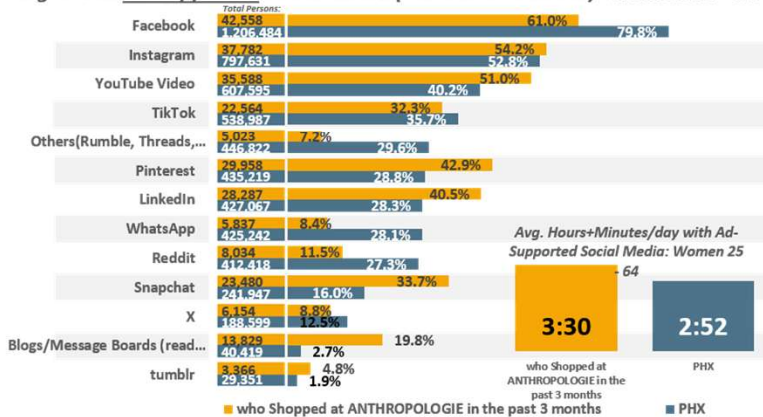
Avg. Week All Social Media (Persons & % Reach): Women 25 - 64



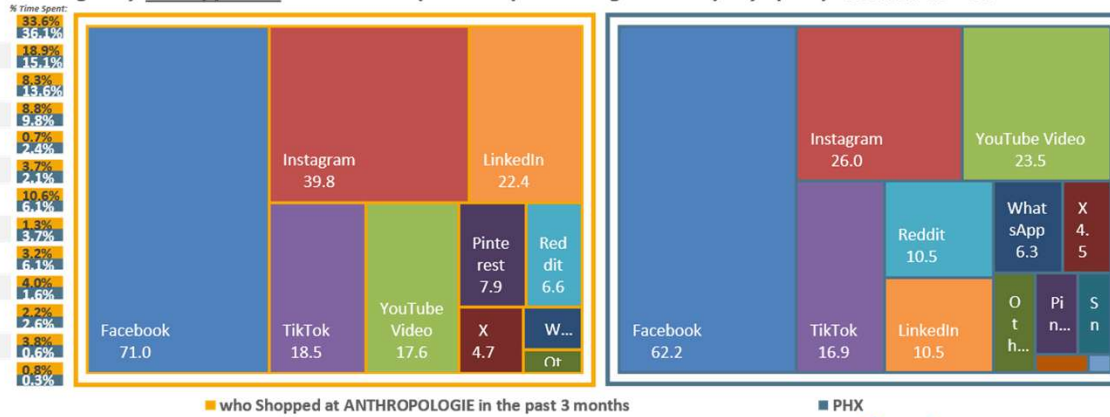
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



Avg. Week Ad-Supported Social Media (Persons & % Reach): Women 25 - 64



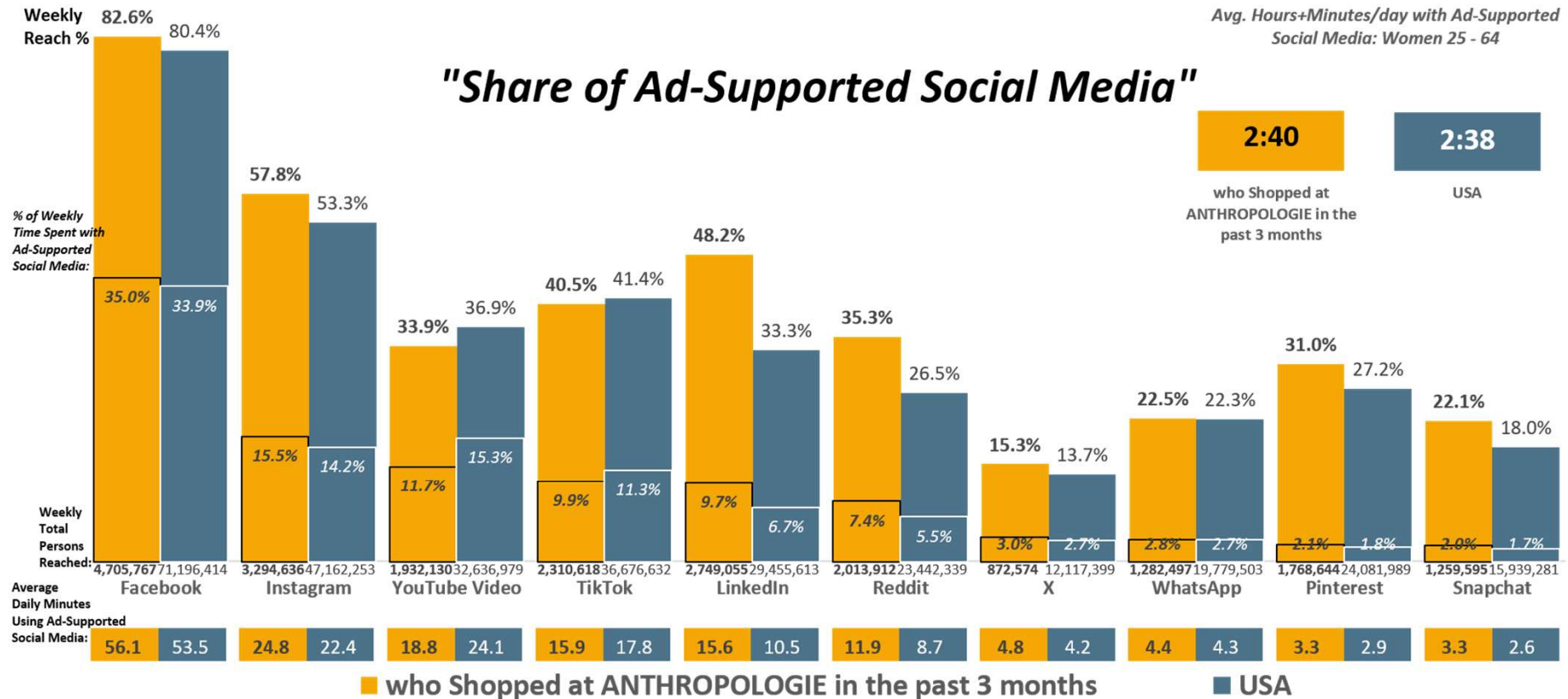
Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64





4,705,767 or 82.6% of Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months use Ad-Supported Facebook for an average of 56.1 minutes every day representing 35.0% of all time spent daily with Ad-Supported Social Media.

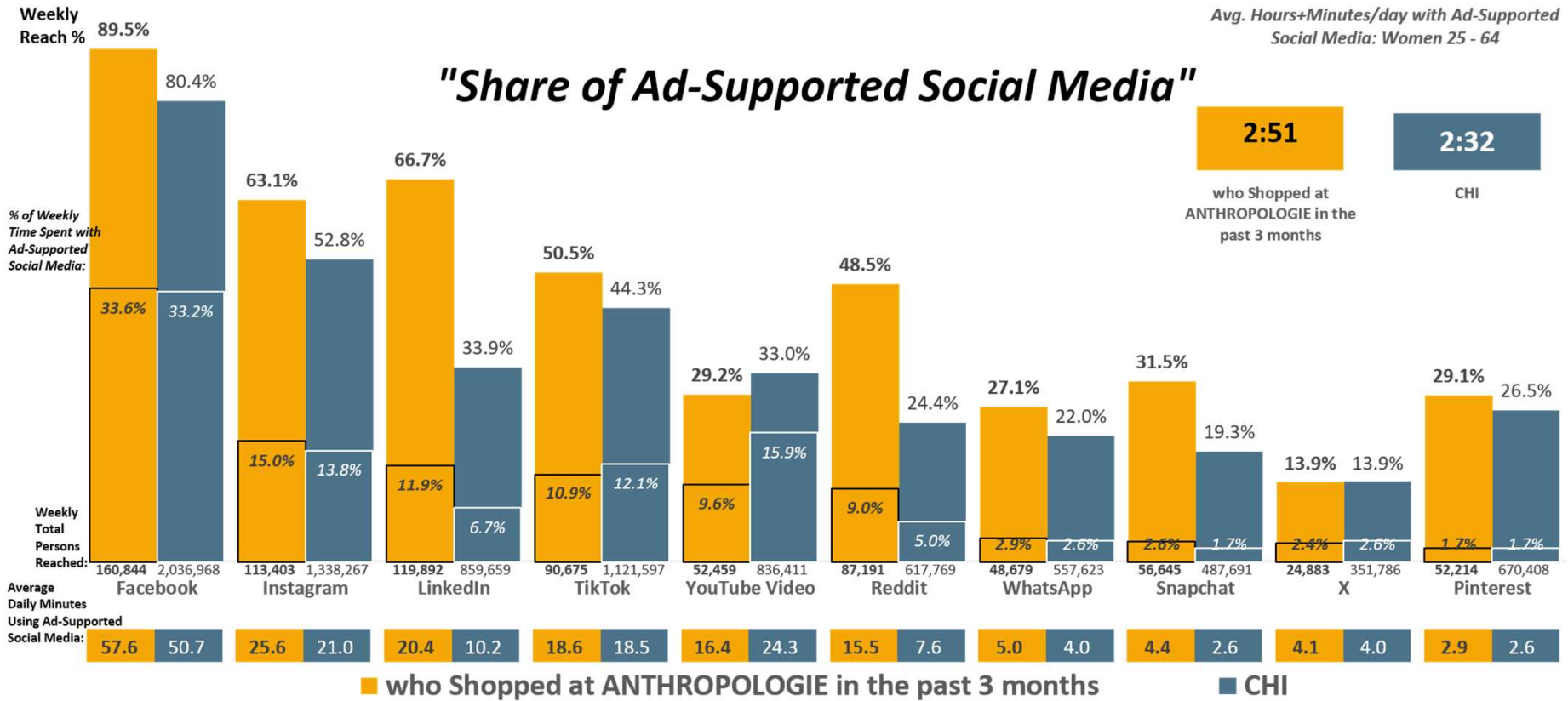
"Share of Ad-Supported Social Media"





160,844 or 89.5% of Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months use Ad-Supported Facebook for an average of 57.6 minutes every day representing 33.6% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



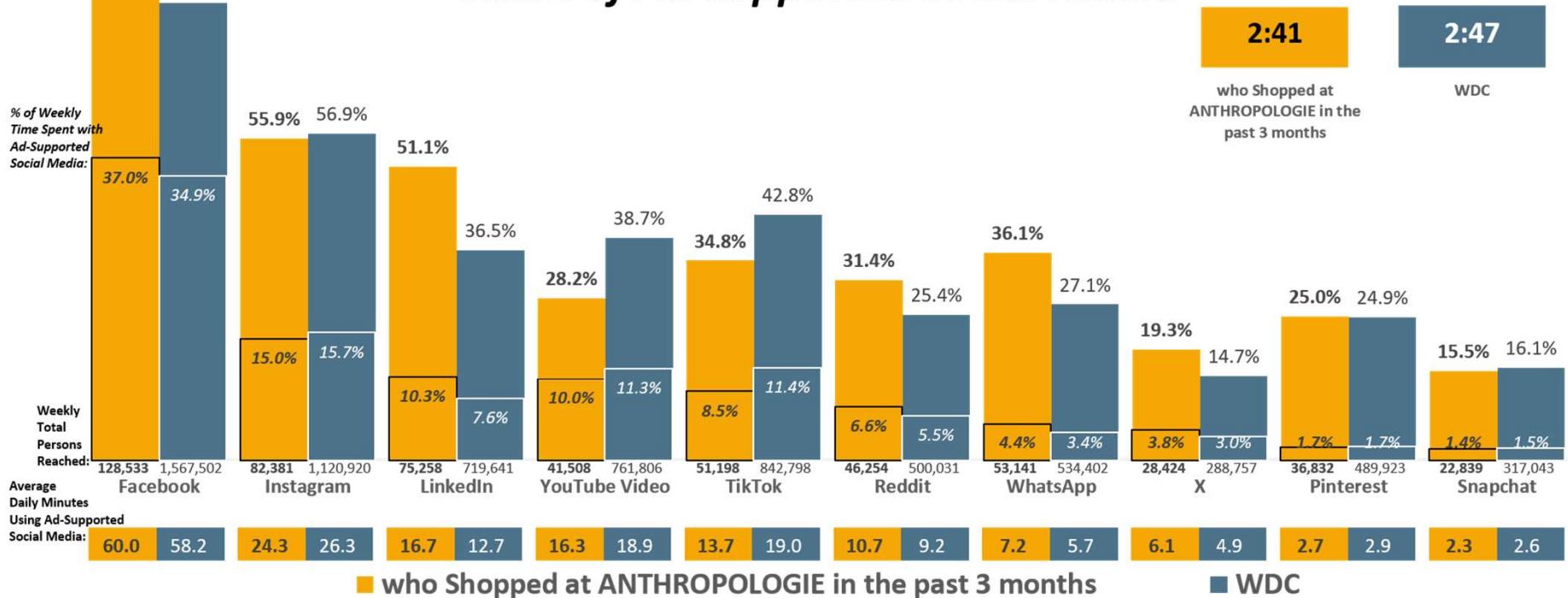


128,533 or 87.3% of Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months use Ad-Supported Facebook for an average of 60. minutes every day representing 37.% of all time spent daily with Ad-Supported Social Media.

Weekly
Reach % 87.3%

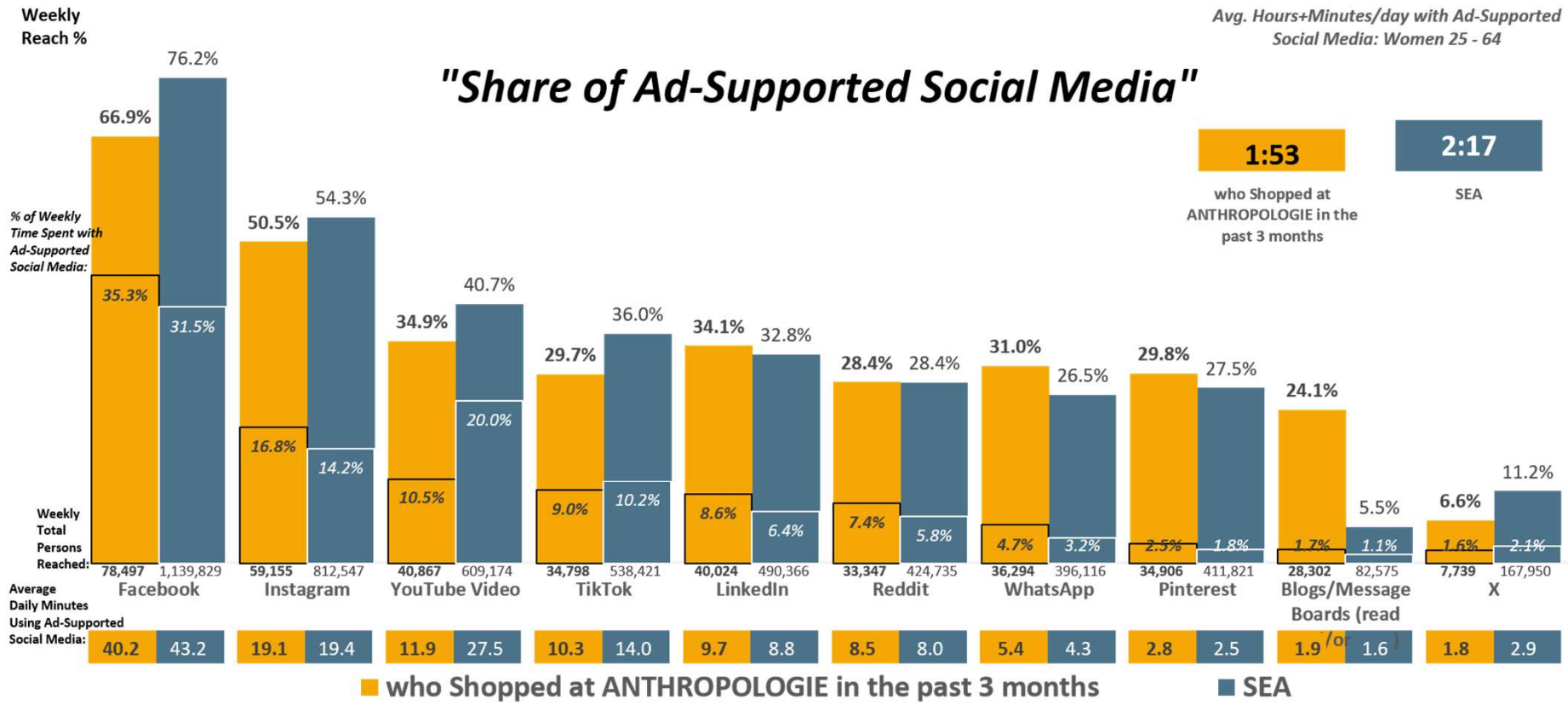
Avg. Hours+Minutes/day with Ad-Supported
Social Media: Women 25 - 64

"Share of Ad-Supported Social Media"





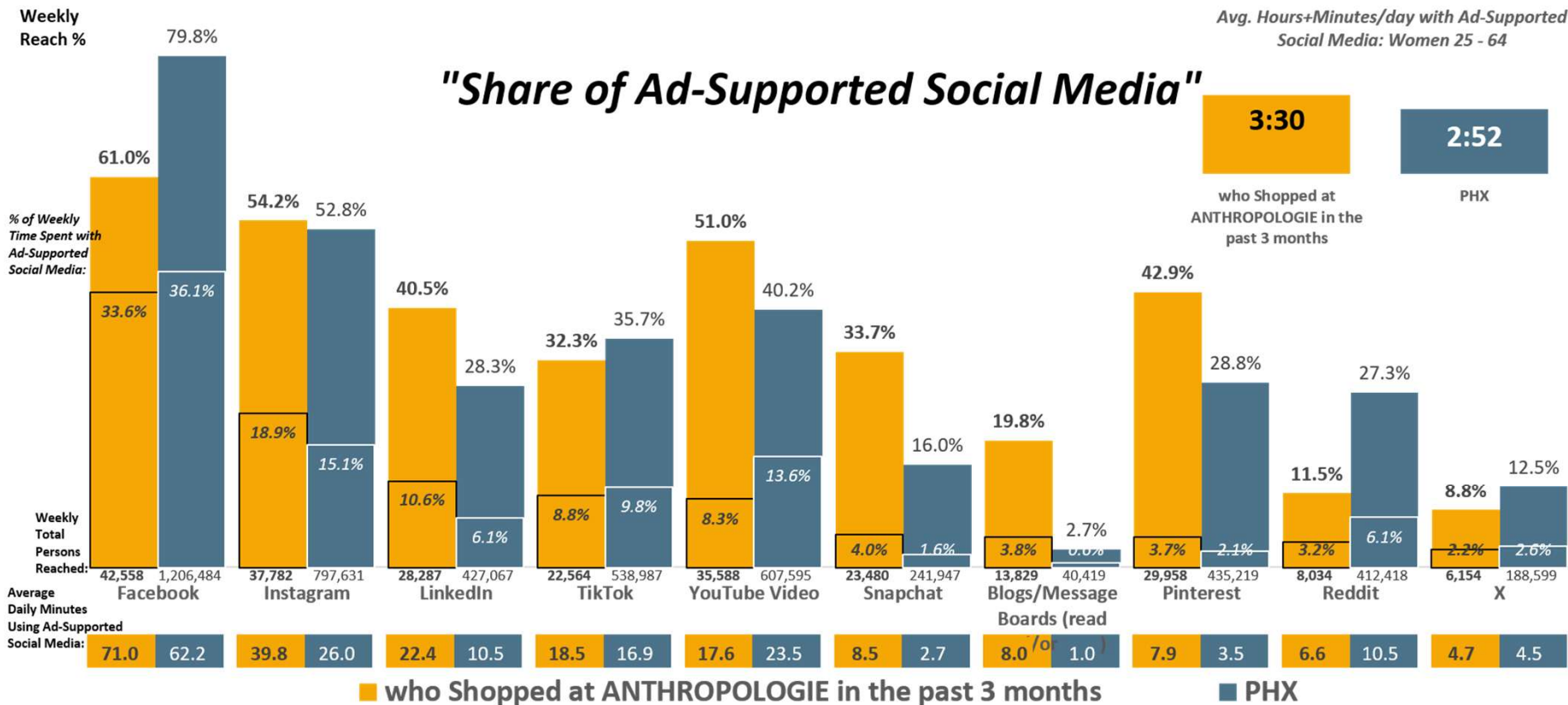
78,497 or 66.9% of Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months use Ad-Supported Facebook for an average of 40.2 minutes every day representing 35.3% of all time spent daily with Ad-Supported Social Media.





42,558 or 61.% of Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months use Ad-Supported Facebook for an average of 71. minutes every day representing 33.6% of all time spent daily with Ad-Supported Social Media.

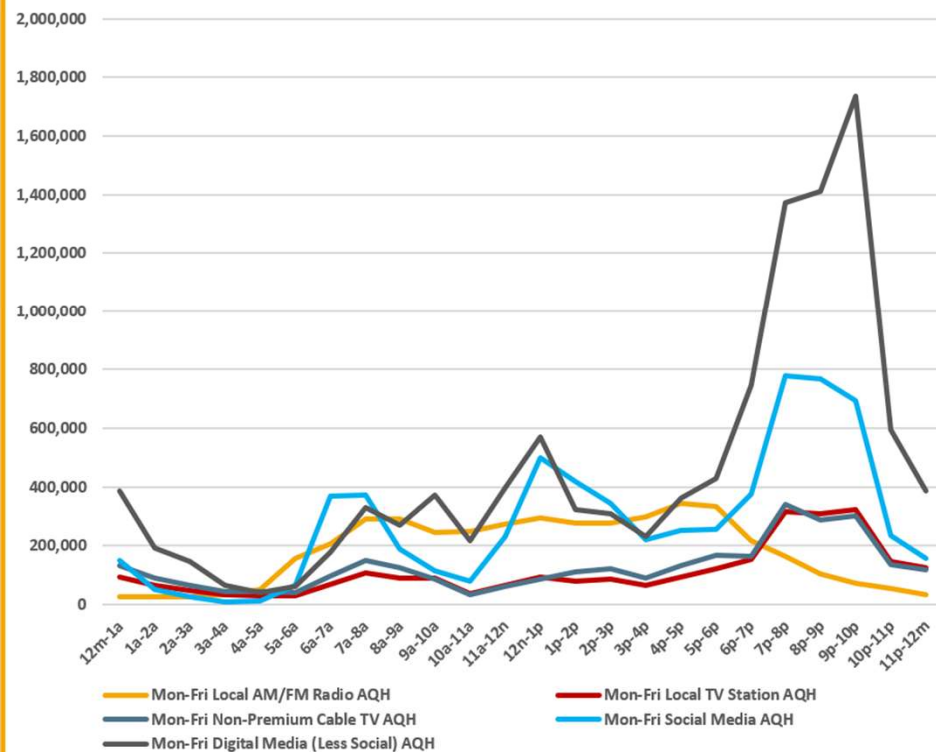
"Share of Ad-Supported Social Media"



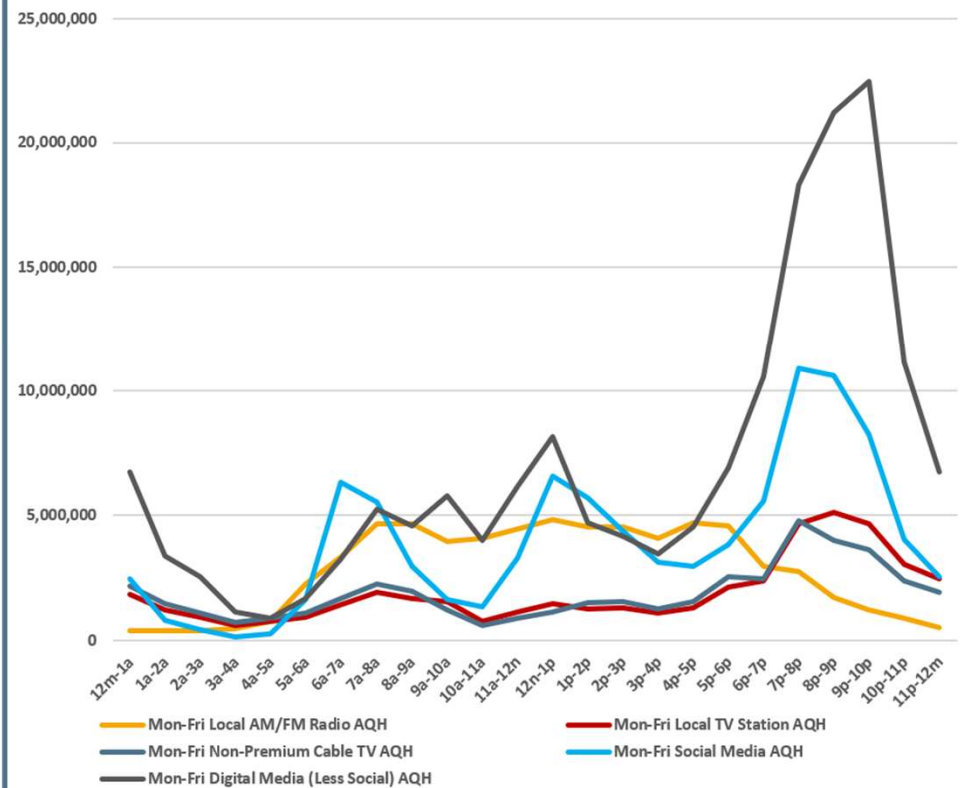


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 363,734; Social Media: 285,846; Local Radio: 276,586; Non-Prem. Cable: 109,006; Local TV: 88,323 reaching Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Women 25 - 64 who Shopped at ANTHROPOLOGIE in the
past 3 months



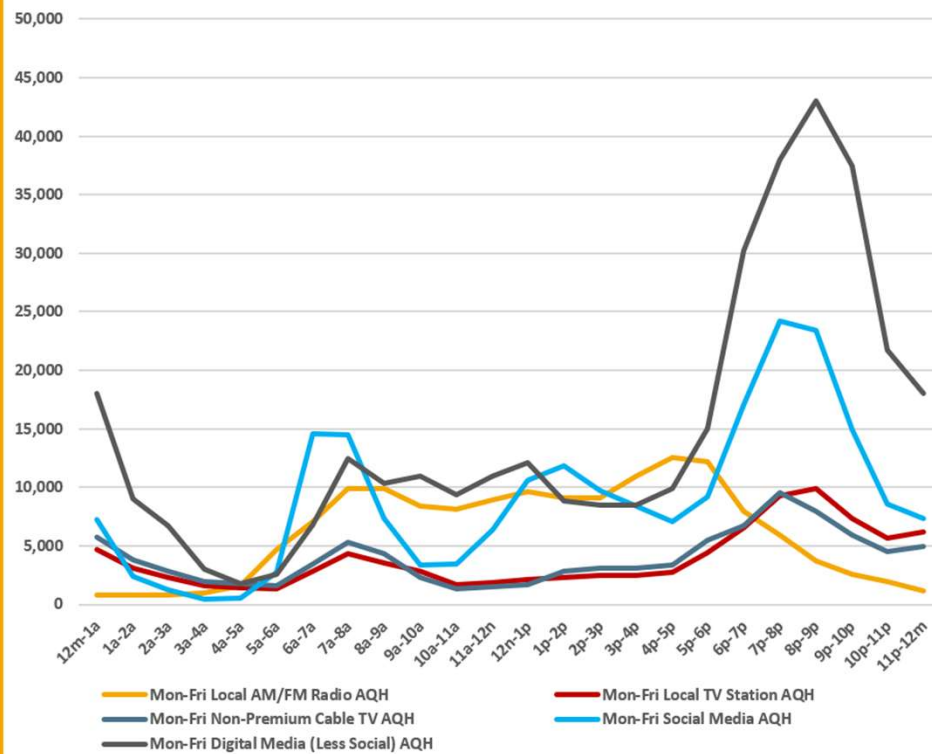
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA Metro Area Women 25 - 64



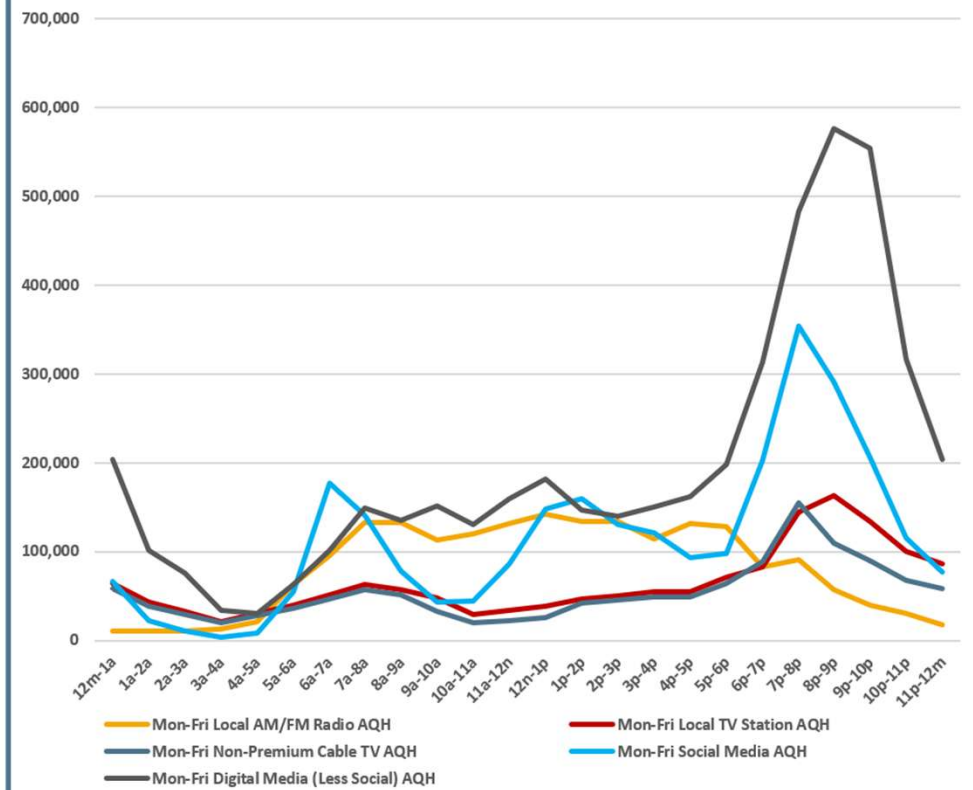


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 11,837;
Local Radio: 9,517; Social Media: 9,497; Non-Prem. Cable: 3,412; Local TV: 3,085 reaching
Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Women 25 - 64 who Shopped at ANTHROPOLOGIE in the
past 3 months



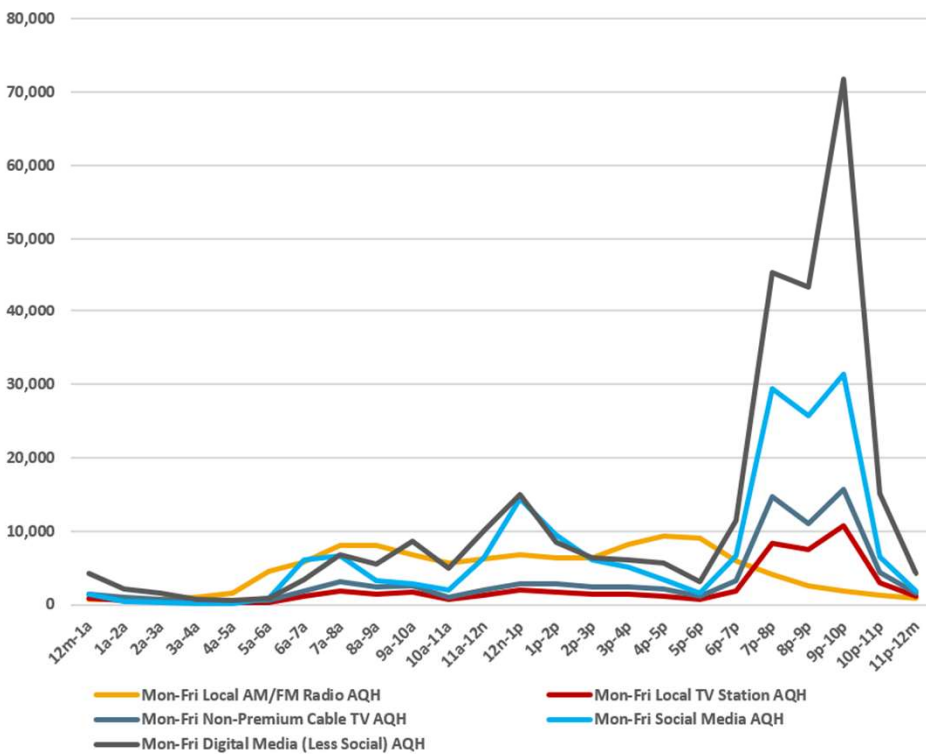
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
CHI Metro Area Women 25 - 64



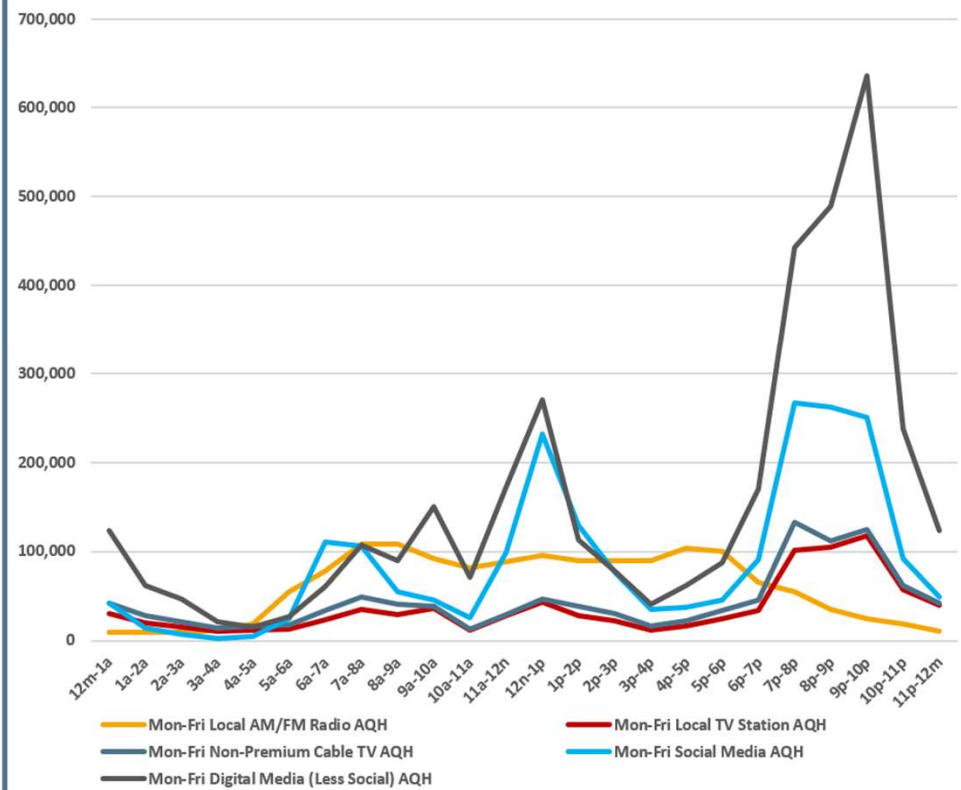


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 7,357; Local Radio: 7,108; Social Media: 5,697; Non-Prem. Cable: 2,290; Local TV: 1,394 reaching Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Women 25 - 64 who Shopped at ANTHROPOLOGIE in the
past 3 months



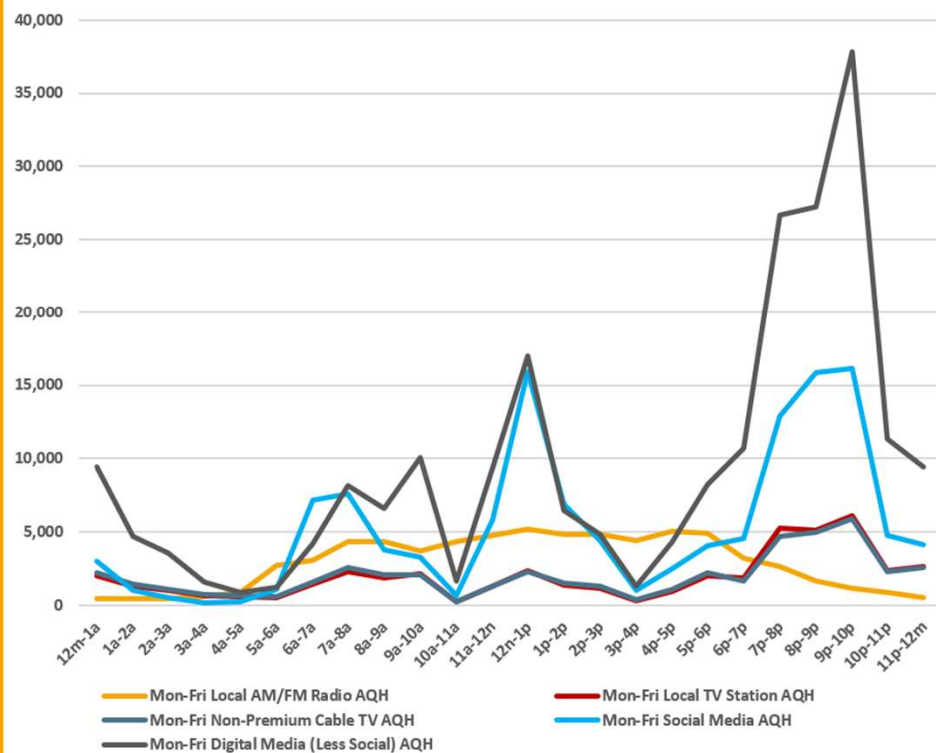
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
WDC Metro Area Women 25 - 64



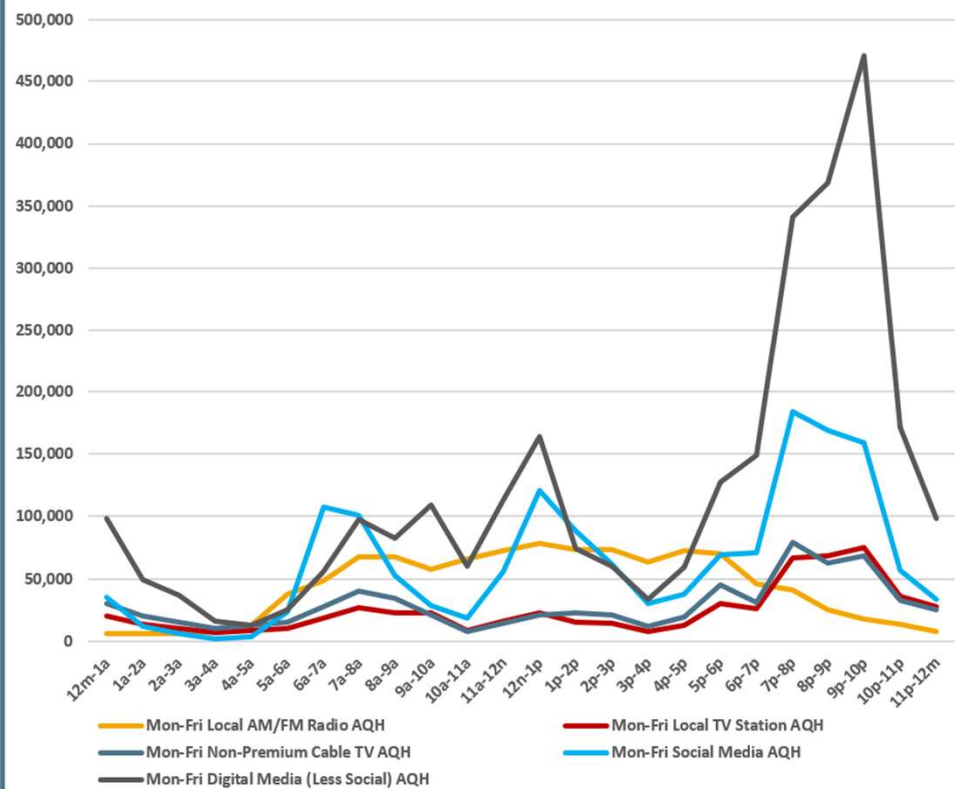


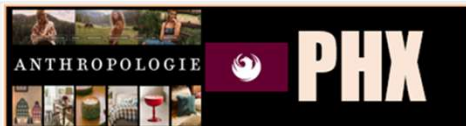
M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 7,144;
Social Media: 5,202; Local Radio: 4,370; Non-Prem. Cable: 1,549; Local TV: 1,483 reaching
Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Women 25 - 64 who Shopped at ANTHROPOLOGIE in the
past 3 months



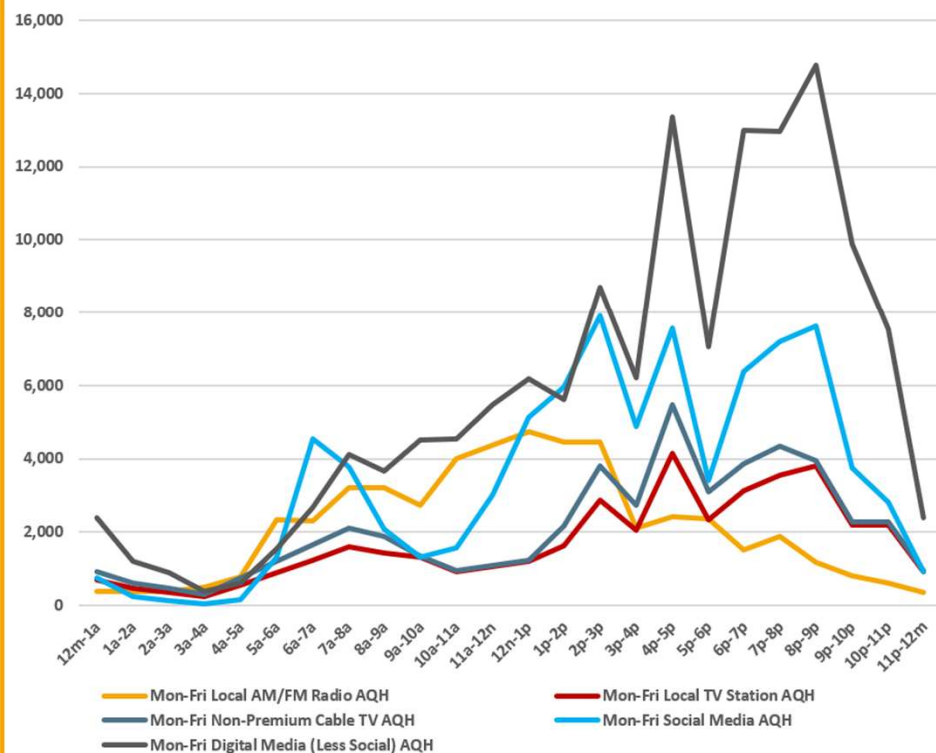
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
SEA Metro Area Women 25 - 64



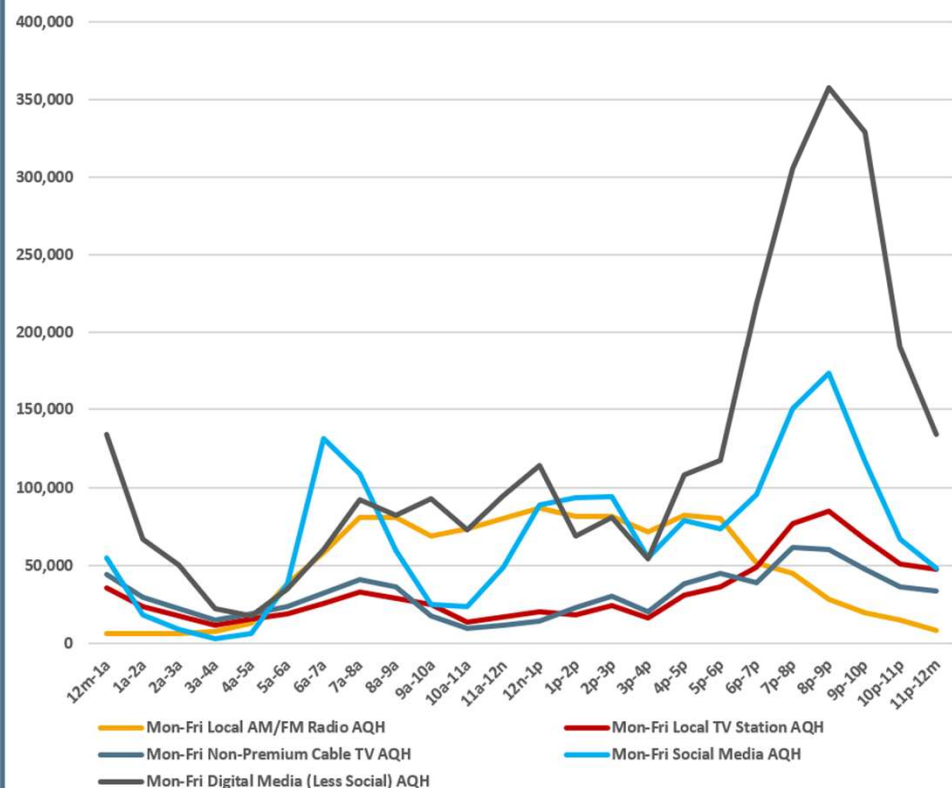


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 6,538;
Social Media: 4,423; Local Radio: 3,221; Non-Prem. Cable: 2,415; Local TV: 1,915 reaching
Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Women 25 - 64 who Shopped at ANTHROPOLOGIE in the
past 3 months



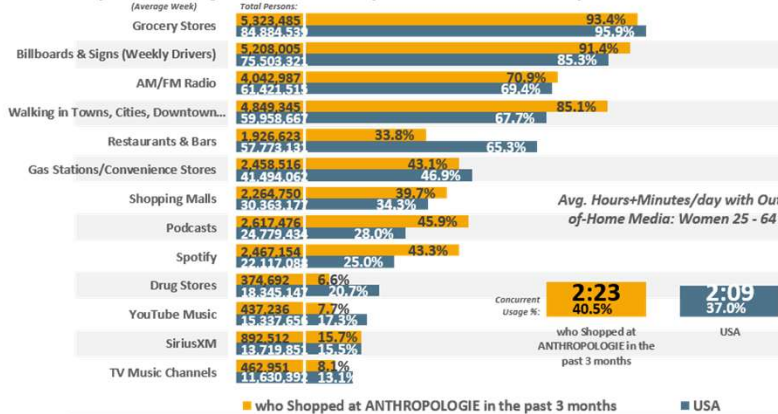
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
PHX Metro Area Women 25 - 64



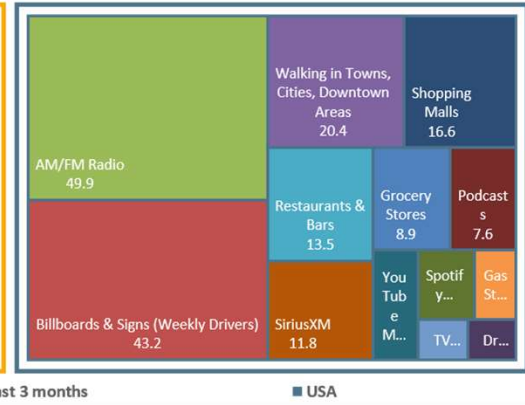
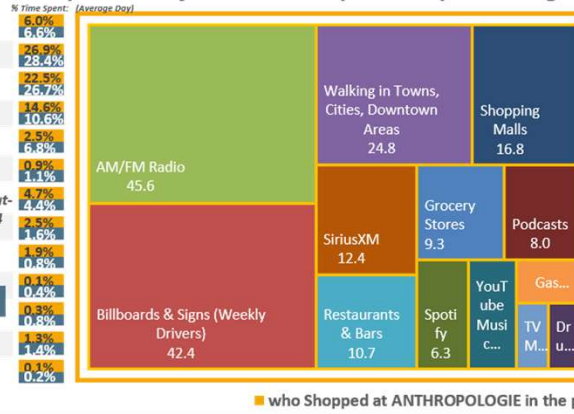


5,208,005 or 91.4% of Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months spend an average of 42.4 minutes per day driving, seeing Billboards and Signs. 67.5% Listen to Local Radio Stations Out-of-Home for an average of 38.2 minutes/day.

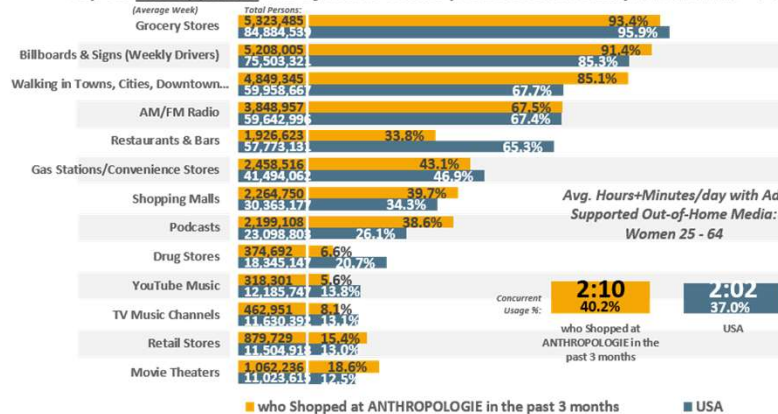
Top-13 Out-of-Home Media (Persons & % Reach): Women 25 - 64



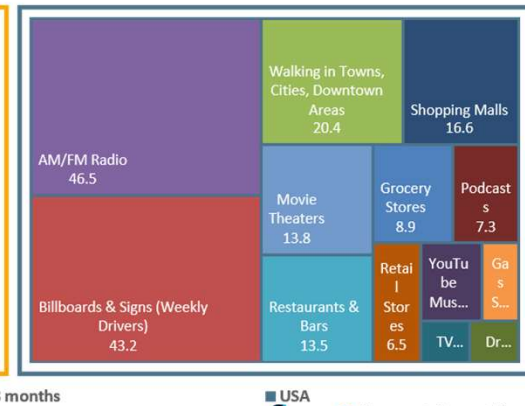
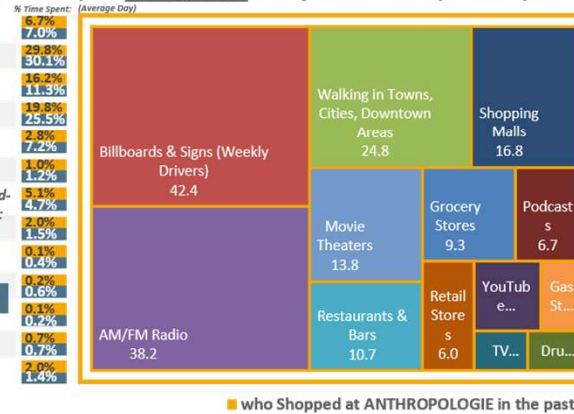
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Women 25 - 64



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 1,086
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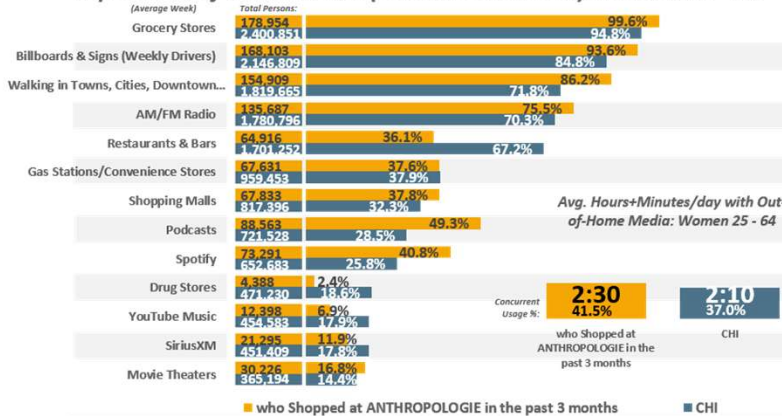
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Clothing stores shopped past 3 months: Anthropologie

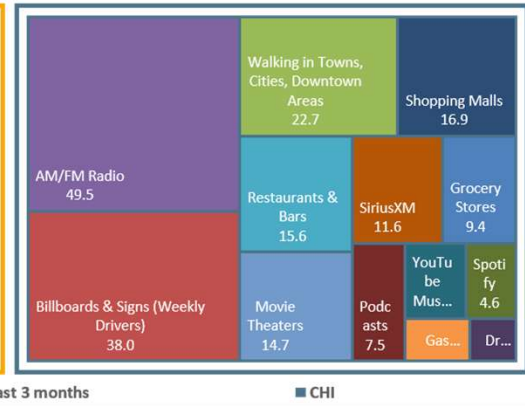
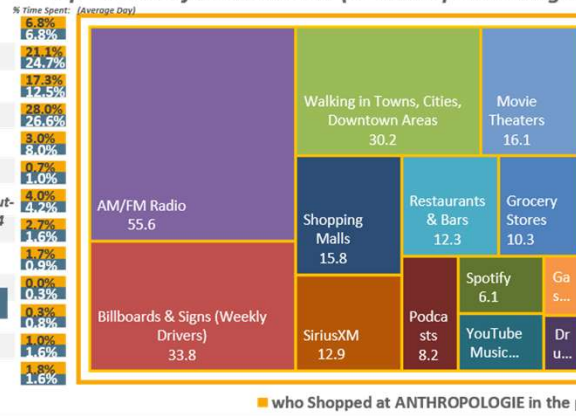


168,103 or 93.6% of Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months spend an average of 33.8 minutes per day driving, seeing Billboards and Signs. 73.4% Listen to Local Radio Stations Out-of-Home for an average of 48.7 minutes/day.

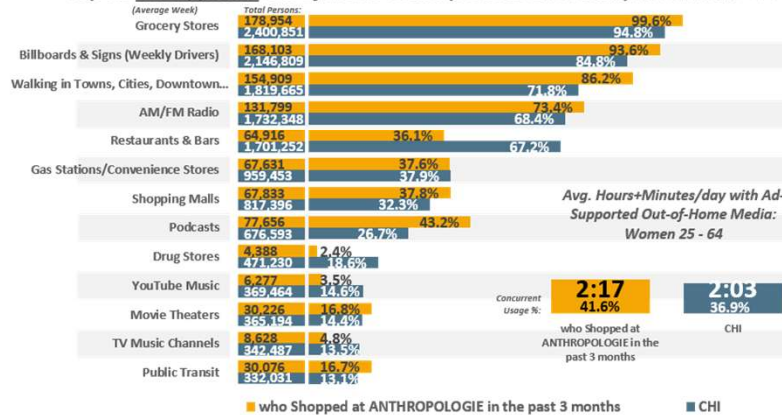
Top-13 Out-of-Home Media (Persons & % Reach): Women 25 - 64



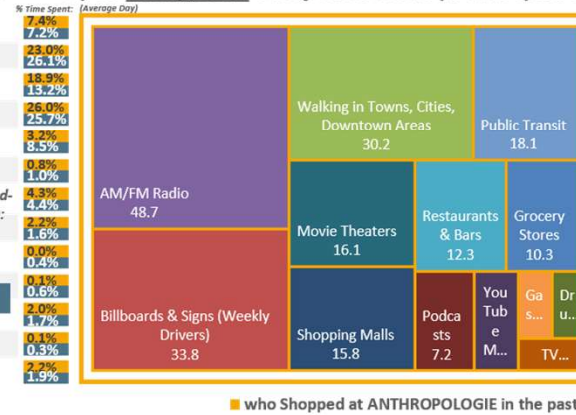
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Women 25 - 64



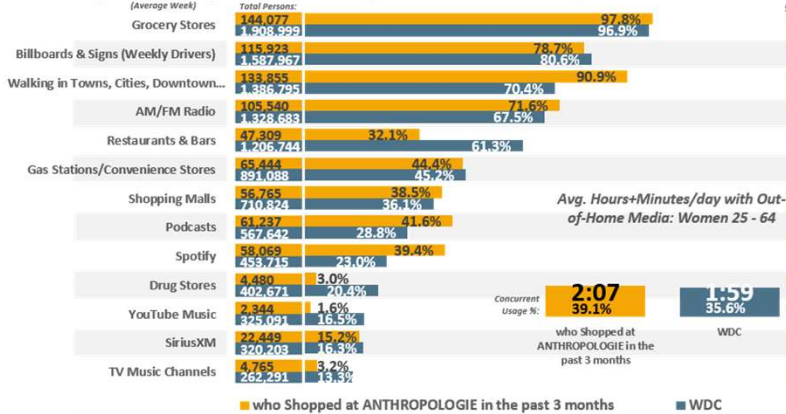
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



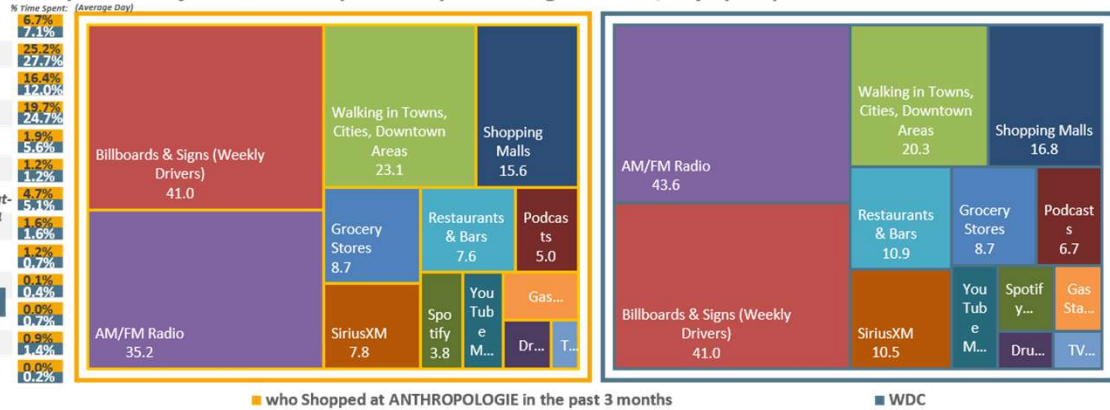


115,923 or 78.7% of Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months spend an average of 41. minutes per day driving, seeing Billboards and Signs. 67.7% Listen to Local Radio Stations Out-of-Home for an average of 29.6 minutes/day.

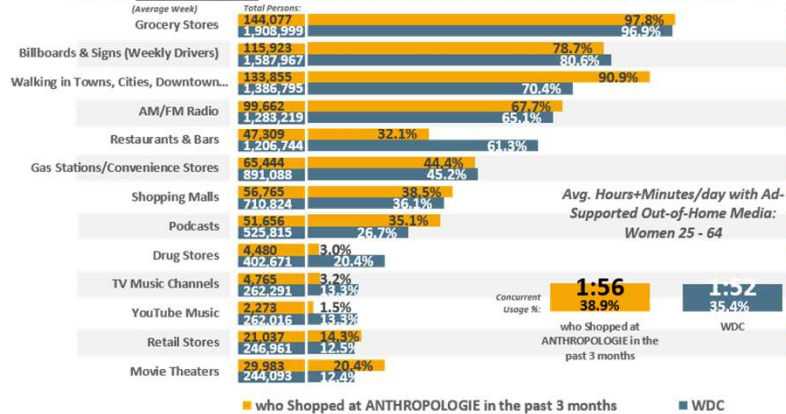
Top-13 Out-of-Home Media (Persons & % Reach): Women 25 - 64



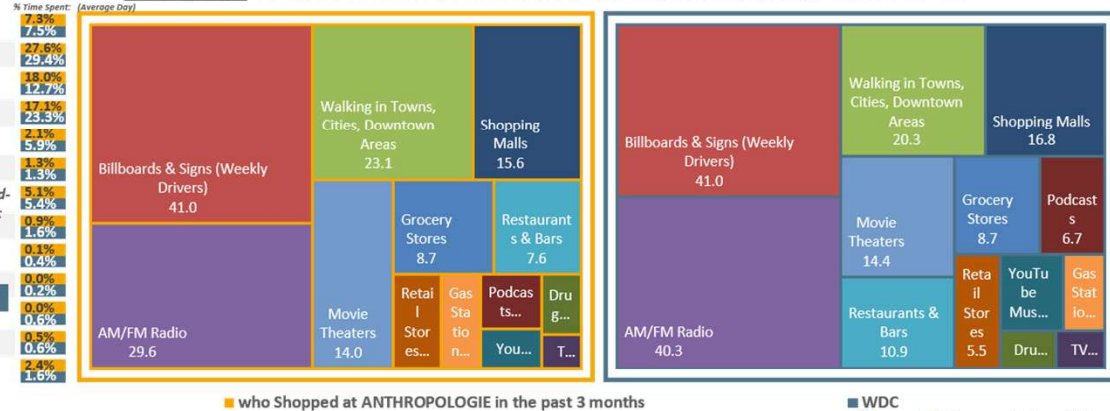
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Women 25 - 64



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 293
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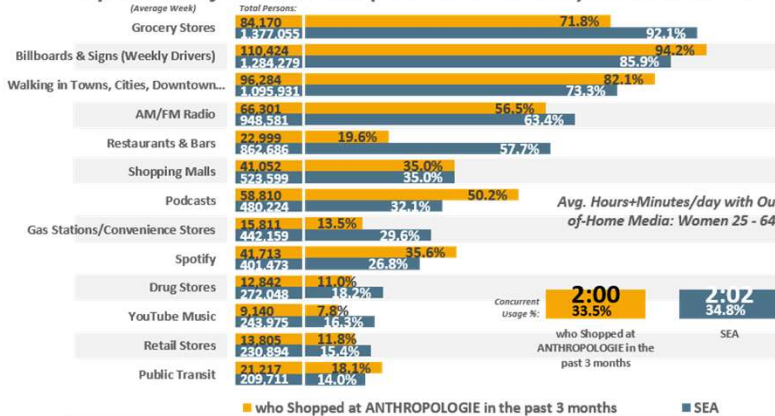
soefa.ai Share of Everything for Anything

Clothing stores shopped past 3 months: Anthropologie

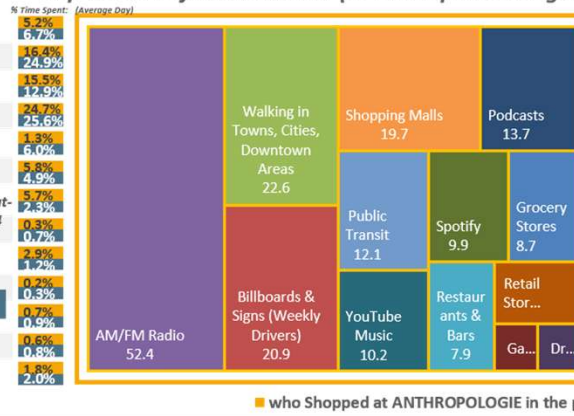


110,424 or 94.2% of Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months spend an average of 20.9 minutes per day driving, seeing Billboards and Signs. 52.3% Listen to Local Radio Stations Out-of-Home for an average of 43.5 minutes/day.

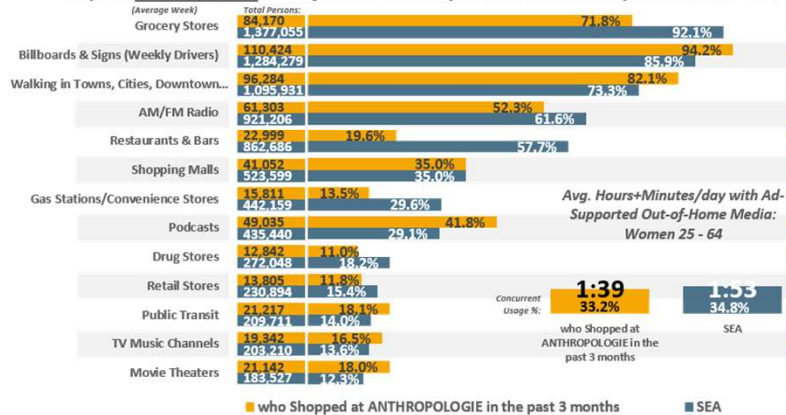
Top-13 Out-of-Home Media (Persons & % Reach): Women 25 - 64



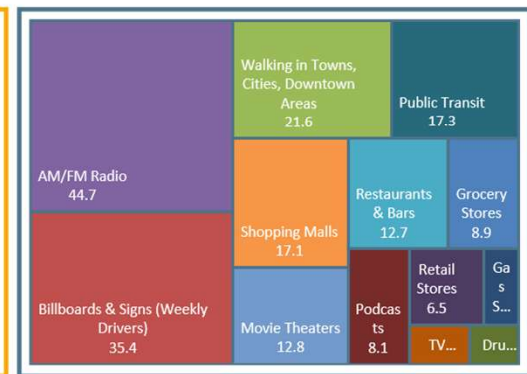
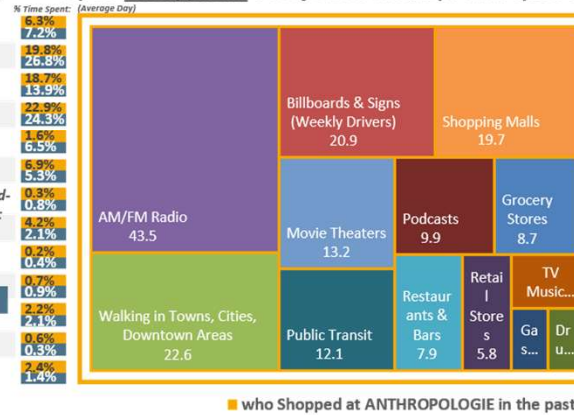
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Women 25 - 64



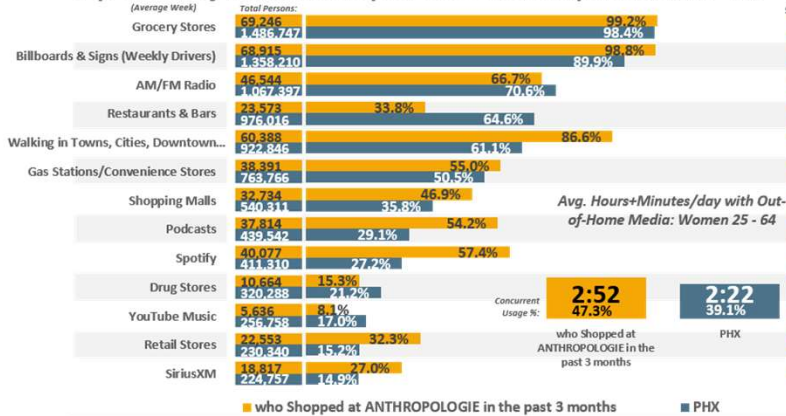
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



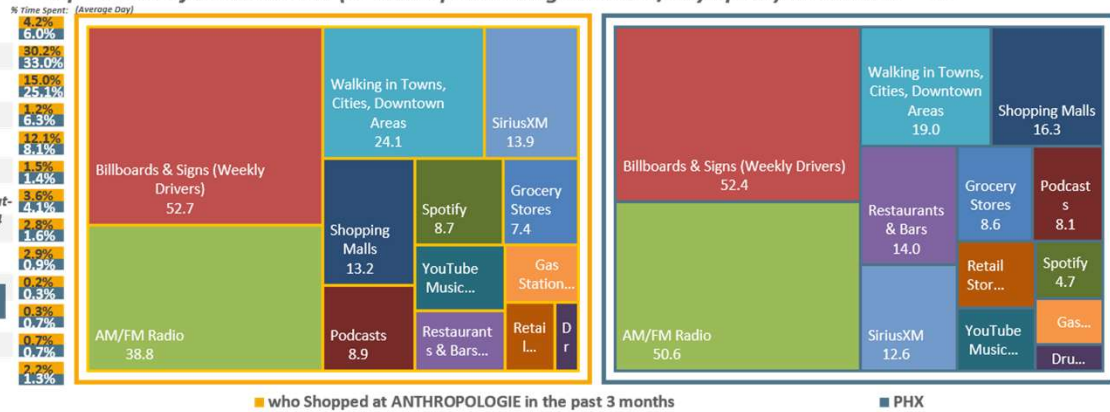


68,915 or 98.8% of Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months spend an average of 52.7 minutes per day driving, seeing Billboards and Signs. 65.5% Listen to Local Radio Stations Out-of-Home for an average of 32.7 minutes/day.

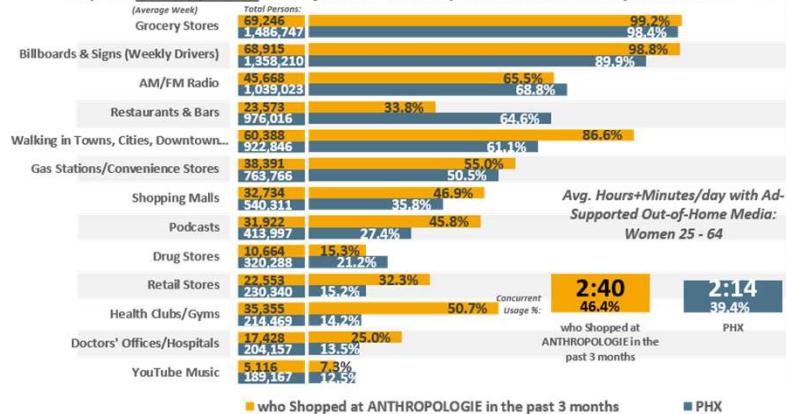
Top-13 Out-of-Home Media (Persons & % Reach): Women 25 - 64



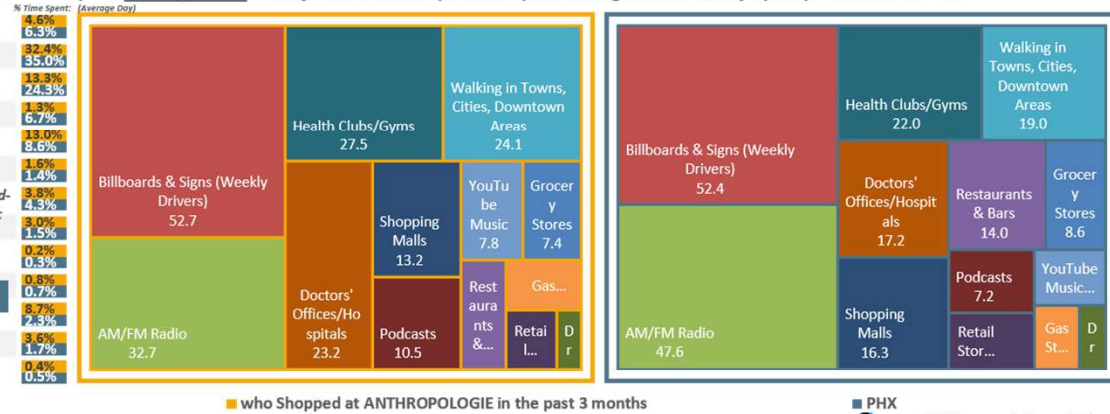
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Women 25 - 64



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



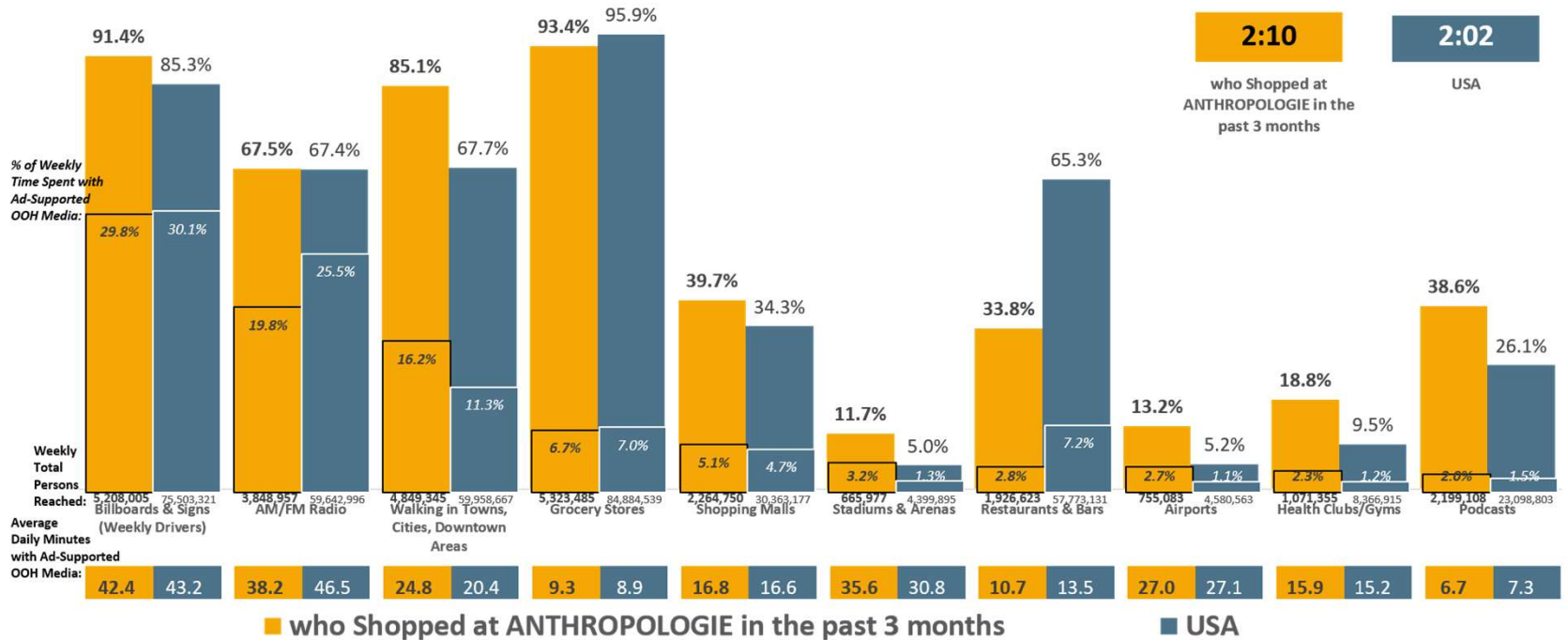


5,208,005 or 91.4% of Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months spend an average of 42.4 minutes per day driving, seeing Billboards and Signs representing 29.8% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Women 25 - 64

Weekly Reach %

"Share of Ad-Supported OOH Media"



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 1,086 Scarborough R1 2026: Jan25-Mar26 USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 24,338
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Clothing stores shopped past 3 months: Anthropologie

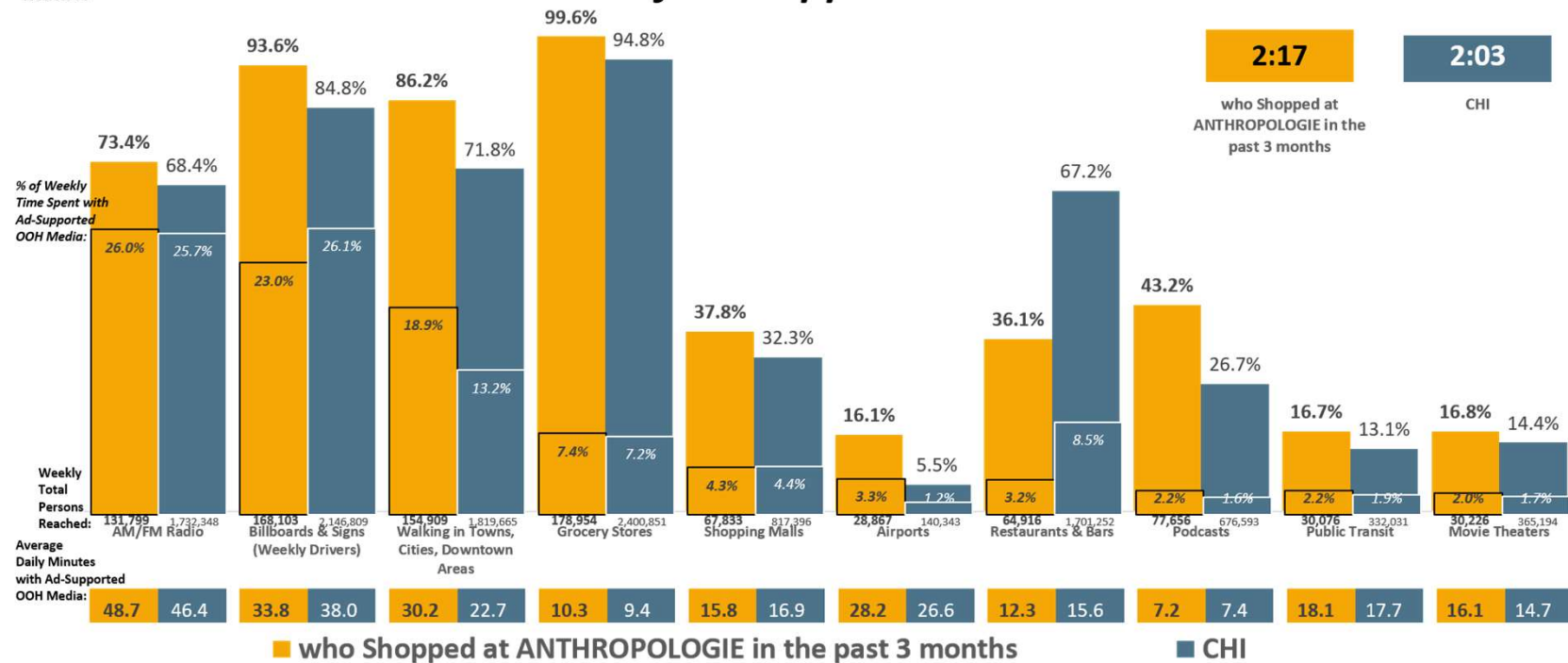


168,103 or 93.6% of Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months spend an average of 33.8 minutes per day driving, seeing Billboards and Signs representing 23.% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Women 25 - 64

Weekly Reach %

"Share of Ad-Supported OOH Media"



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 217
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CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 4,001

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Clothing stores shopped past 3 months: Anthropologie

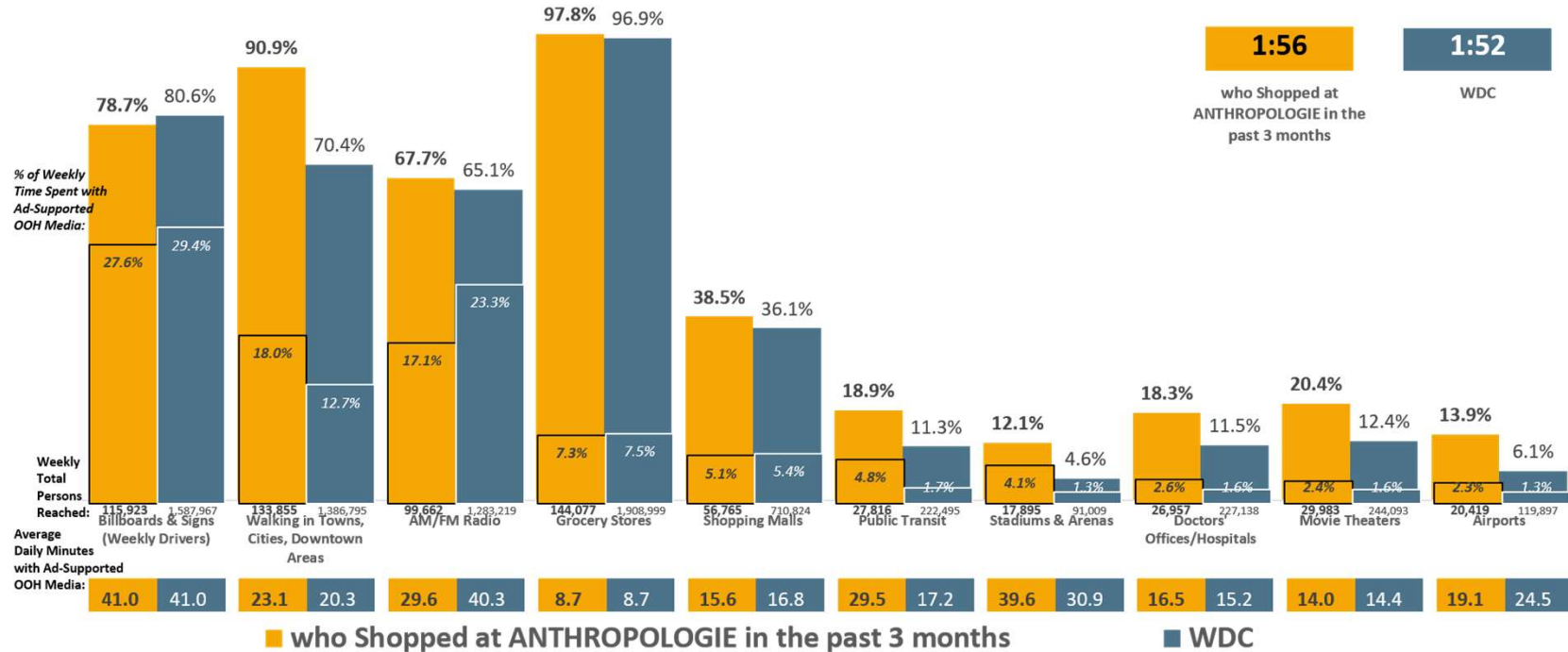


115,923 or 78.7% of Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months spend an average of 41. minutes per day driving, seeing Billboards and Signs representing 27.6% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Women 25 - 64

Weekly Reach %

"Share of Ad-Supported OOH Media"



1:56

who Shopped at ANTHROPOLOGIE in the past 3 months

1:52

WDC

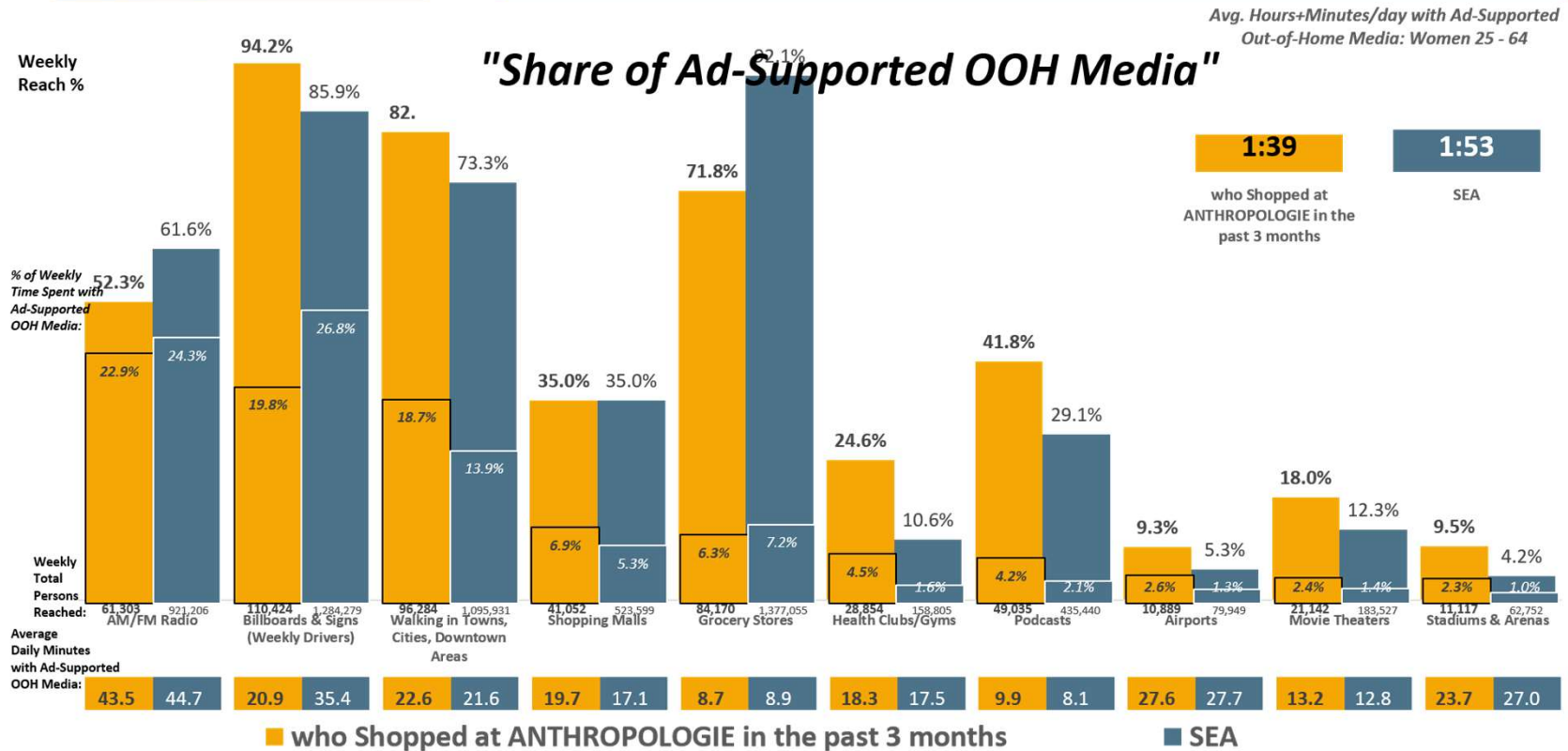
WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 293 WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 5,703

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Clothing stores shopped past 3 months: Anthropologie



110,424 or 94.2% of Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months spend an average of 20.9 minutes per day driving, seeing Billboards and Signs representing 19.8% of all Time Spent with Ad-Supported Out-of-Home Media.



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 200 SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 3,887

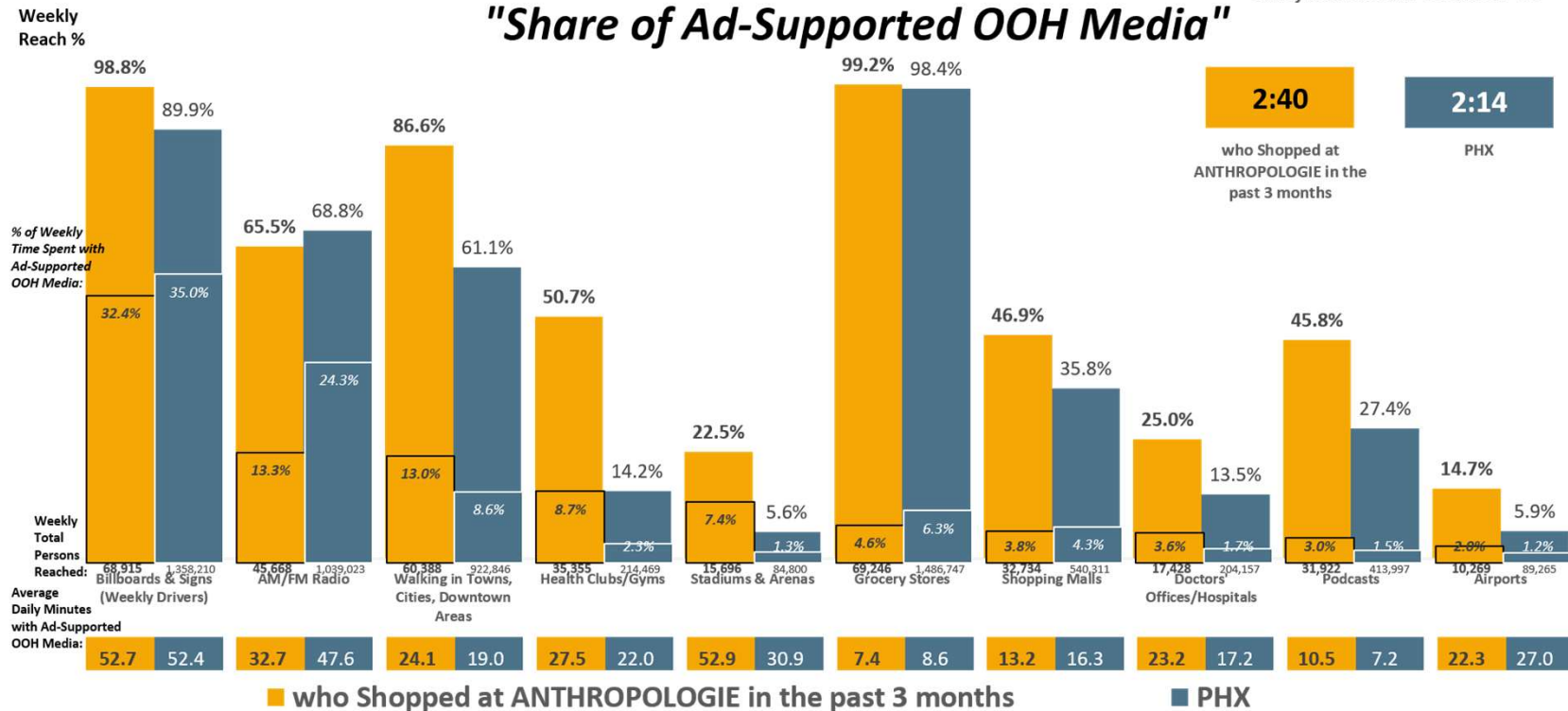
soefa.ai Share of Everything for Anything

Clothing stores shopped past 3 months: Anthropologie



68,915 or 98.8% of Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months spend an average of 52.7 minutes per day driving, seeing Billboards and Signs representing 32.4% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Women 25 - 64



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 93
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PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 2,406

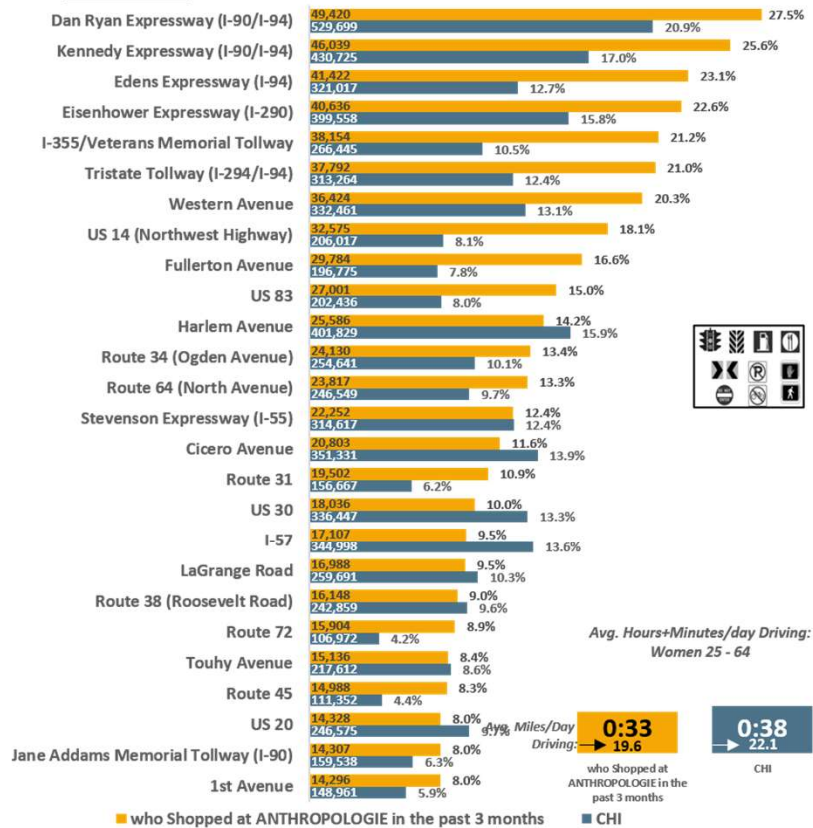
soefa.ai Share of Everything for Anything

Clothing stores shopped past 3 months: Anthropologie

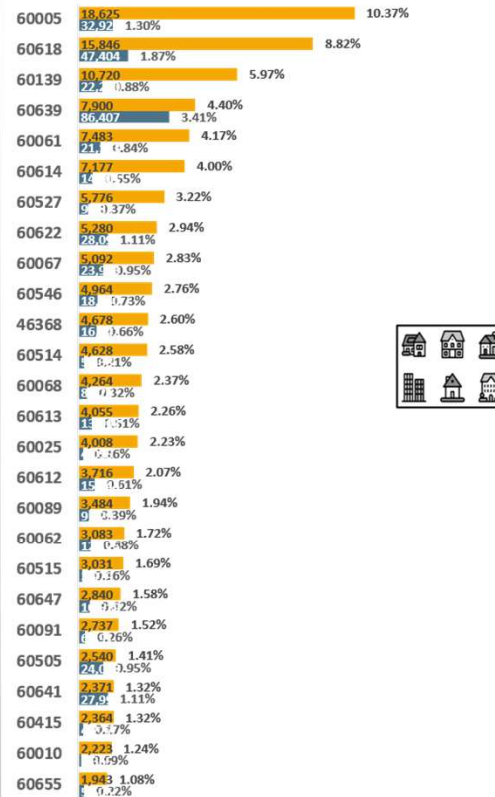


168,103 or 93.6% of Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months spend an average of 33.8 minutes per day driving an average of 19.6 miles each day and are 122.9% more likely to use US 14 (Northwest Highway) than the Metro average.

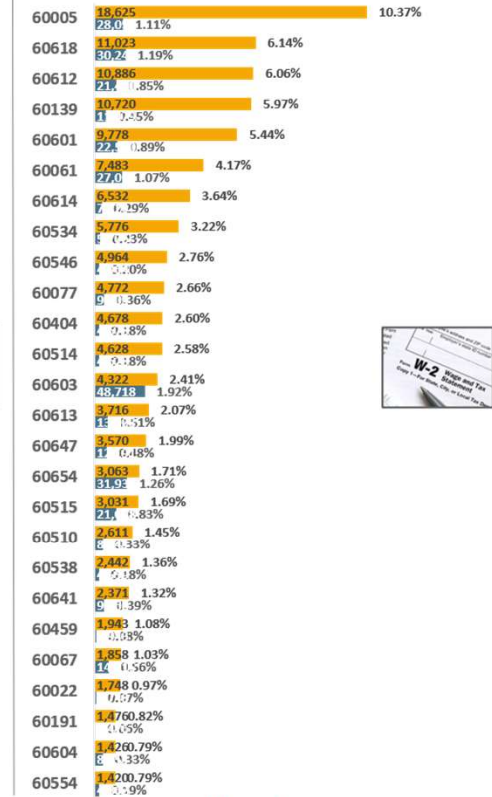
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Women 25 - 64



Top-26 Residential Zip Codes: Women 25 - 64



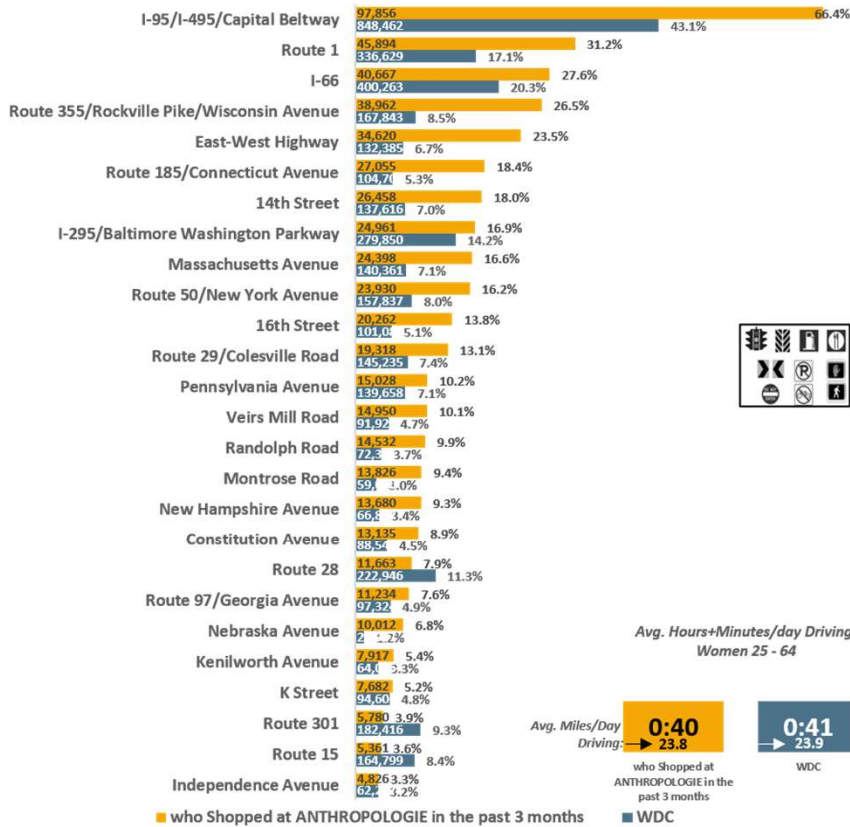
Top-26 Employment Zip Codes: Women 25 - 64





115,923 or 78.7% of Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months spend an average of 41. minutes per day driving an average of 23.8 miles each day and are 249.7% more likely to use East-West Highway than the Metro average.

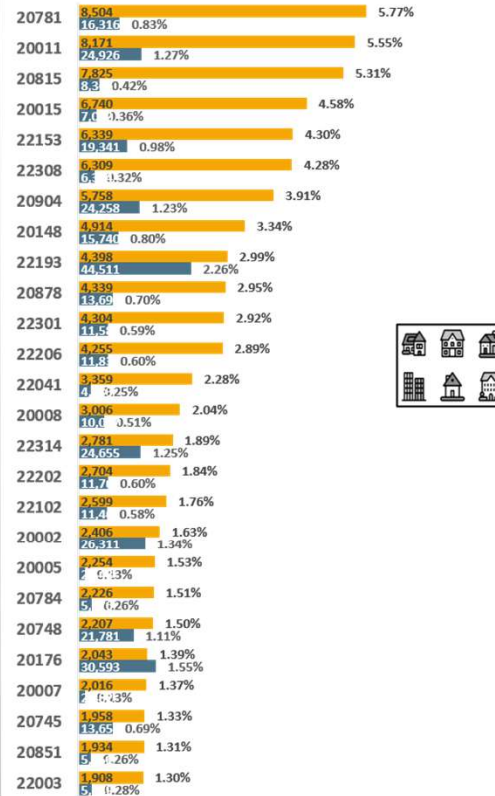
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Women 25 - 64



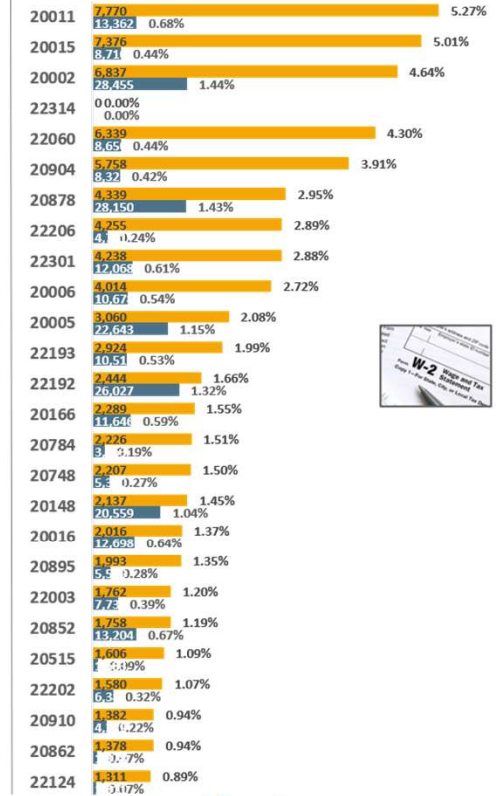
Avg. Hours+Minutes/day Driving:
Women 25 - 64



Top-26 Residential Zip Codes: Women 25 - 64



Top-26 Employment Zip Codes: Women 25 - 64

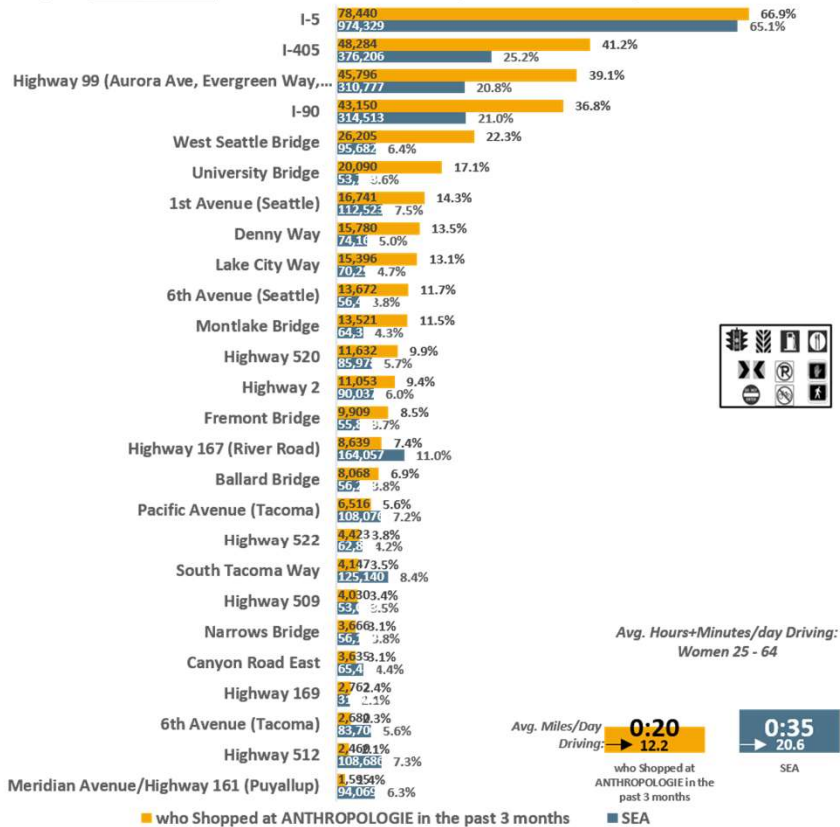


soefa.ai Share of Everything for Anything

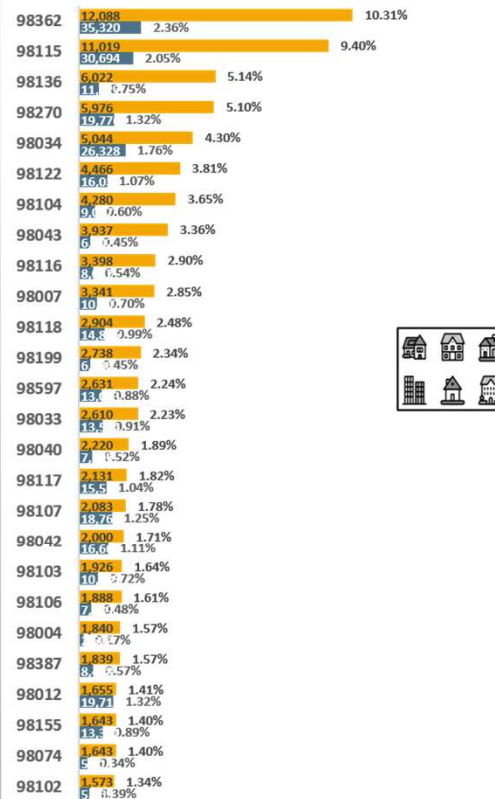


110,424 or 94.2% of Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months spend an average of 20.9 minutes per day driving an average of 12.2 miles each day and are 376.5% more likely to use University Bridge than the Metro average.

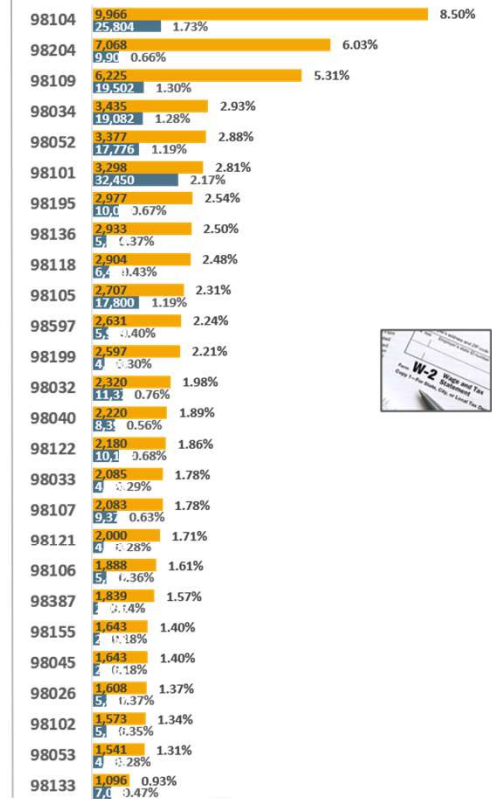
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Women 25 - 64

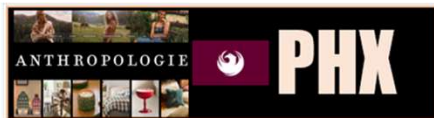


Top-26 Residential Zip Codes: Women 25 - 64



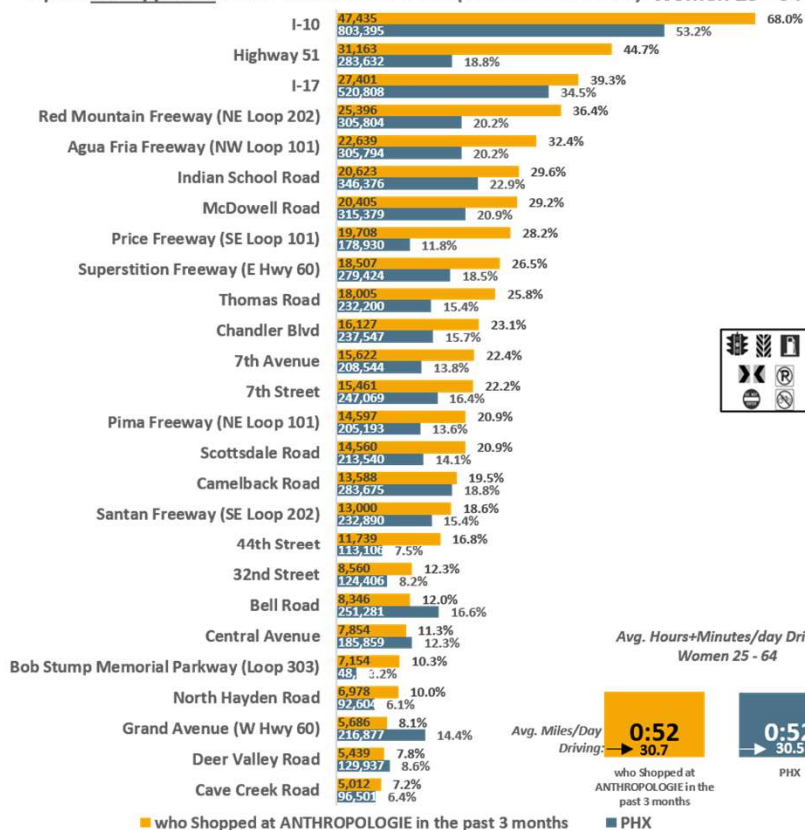
Top-26 Employment Zip Codes: Women 25 - 64





68,915 or 98.8% of Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months spend an average of 52.7 minutes per day driving an average of 30.7 miles each day and are 138.5% more likely to use Price Freeway (SE Loop 101) than the Metro average.

Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Women 25 - 64



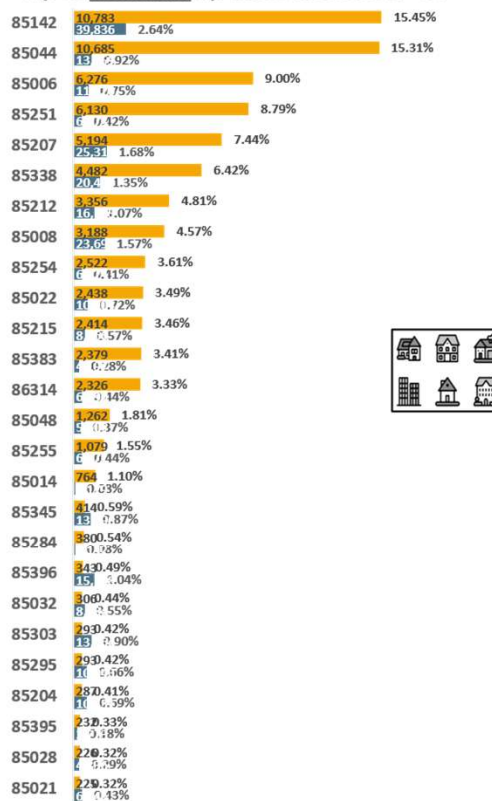
Avg. Hours+Minutes/day Driving:
Women 25 - 64



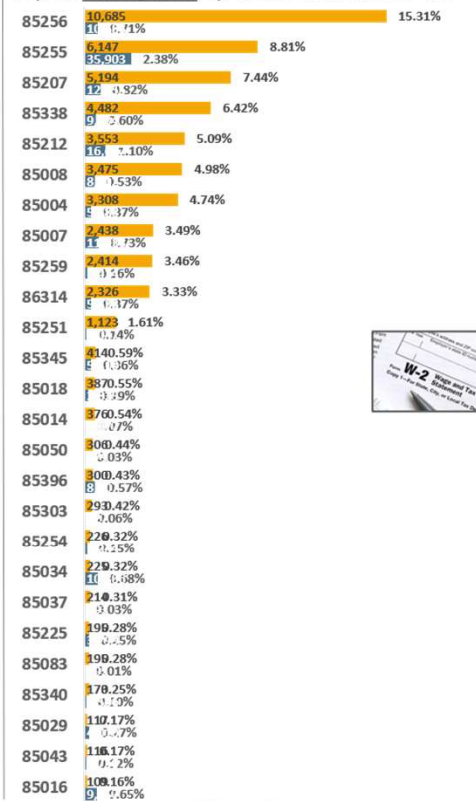
Avg. Miles/Day
Driving:



Top-26 Residential Zip Codes: Women 25 - 64

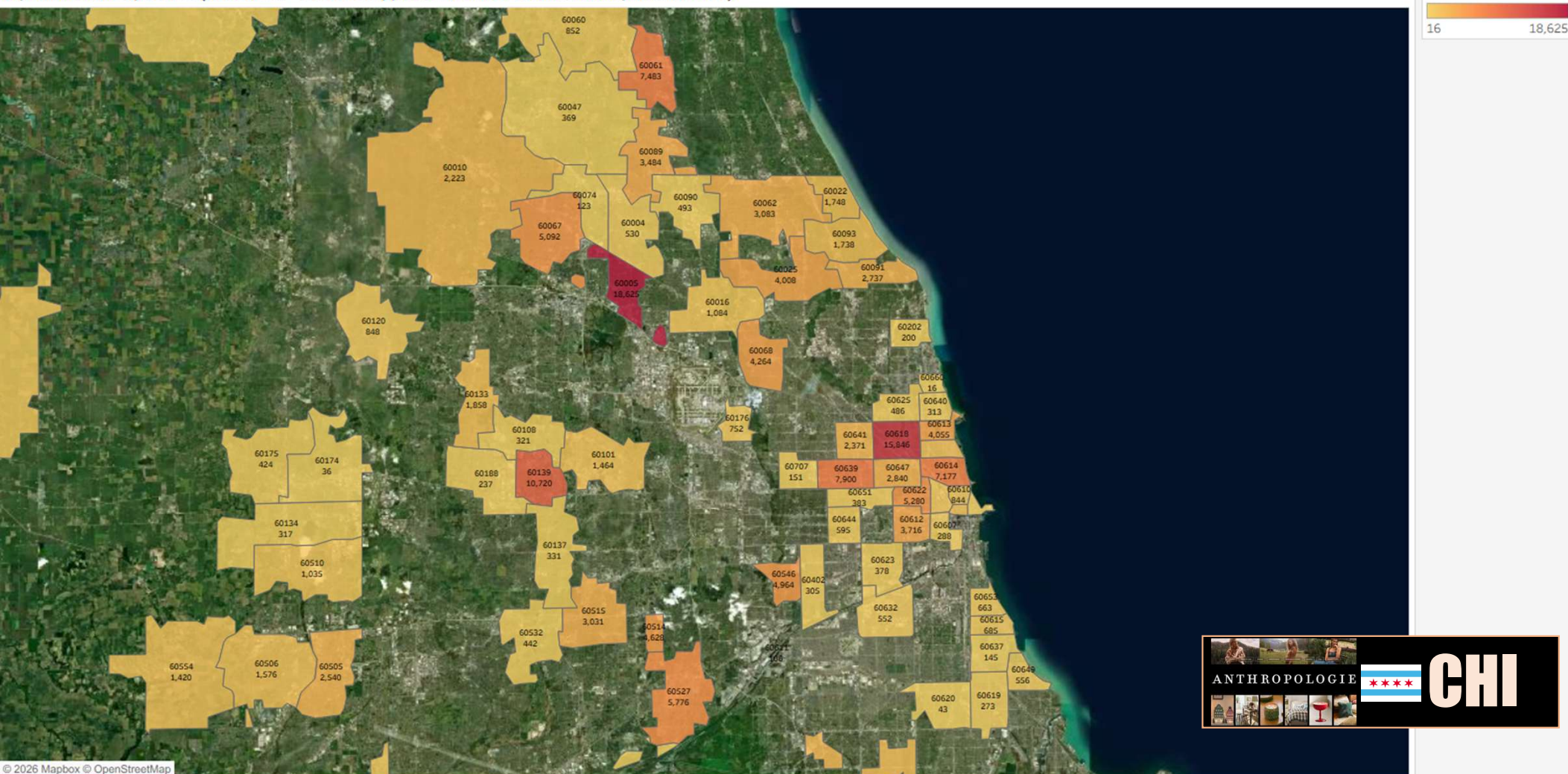


Top-26 Employment Zip Codes: Women 25 - 64



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Top Residential Zip Codes: (Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months)



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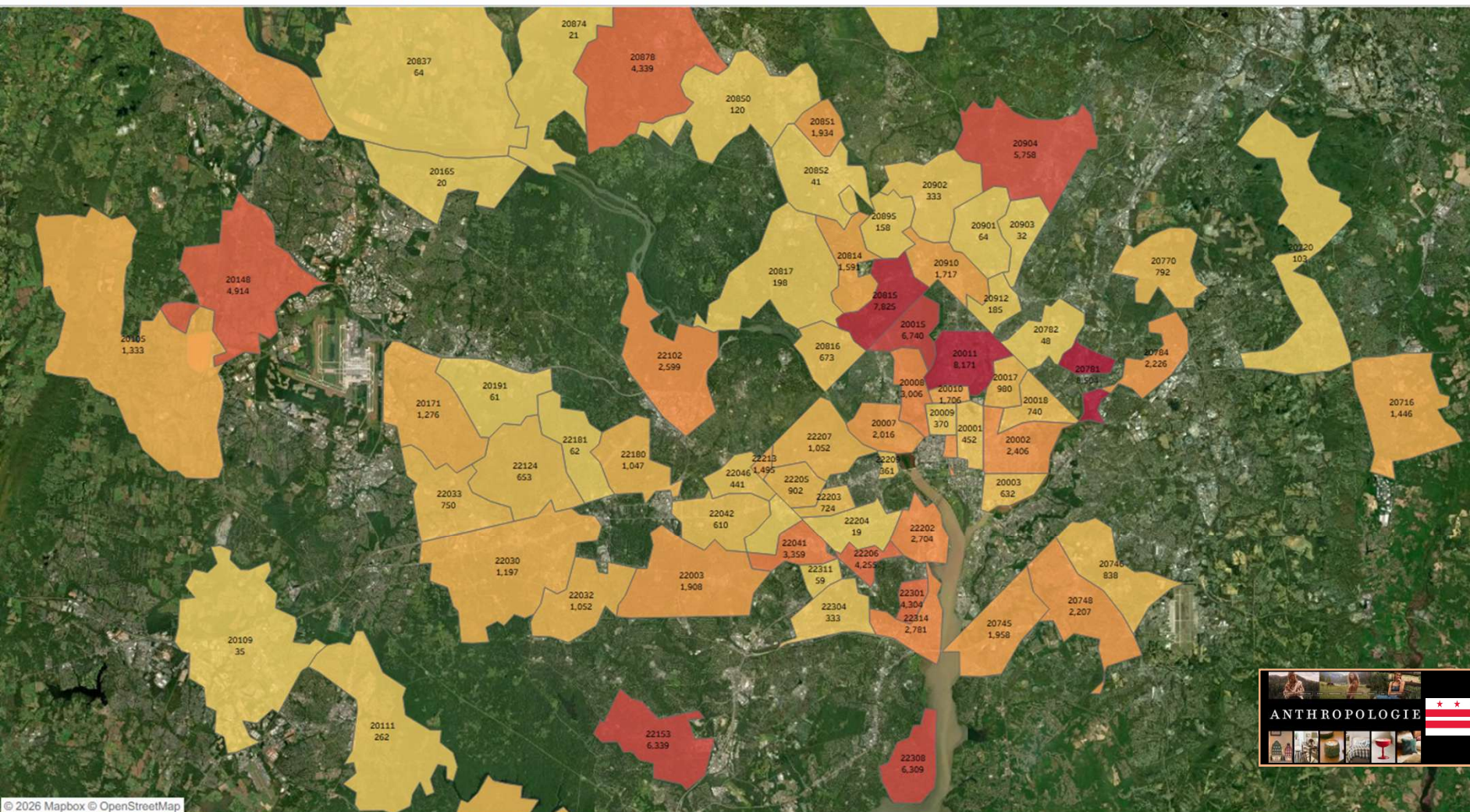
CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 217

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for Anything.

Clothing stores shopped past 3 months: Anthropologie

Top Residential Zip Codes: (Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months)



SUM(Women 25 - 64 w...
19 8,504



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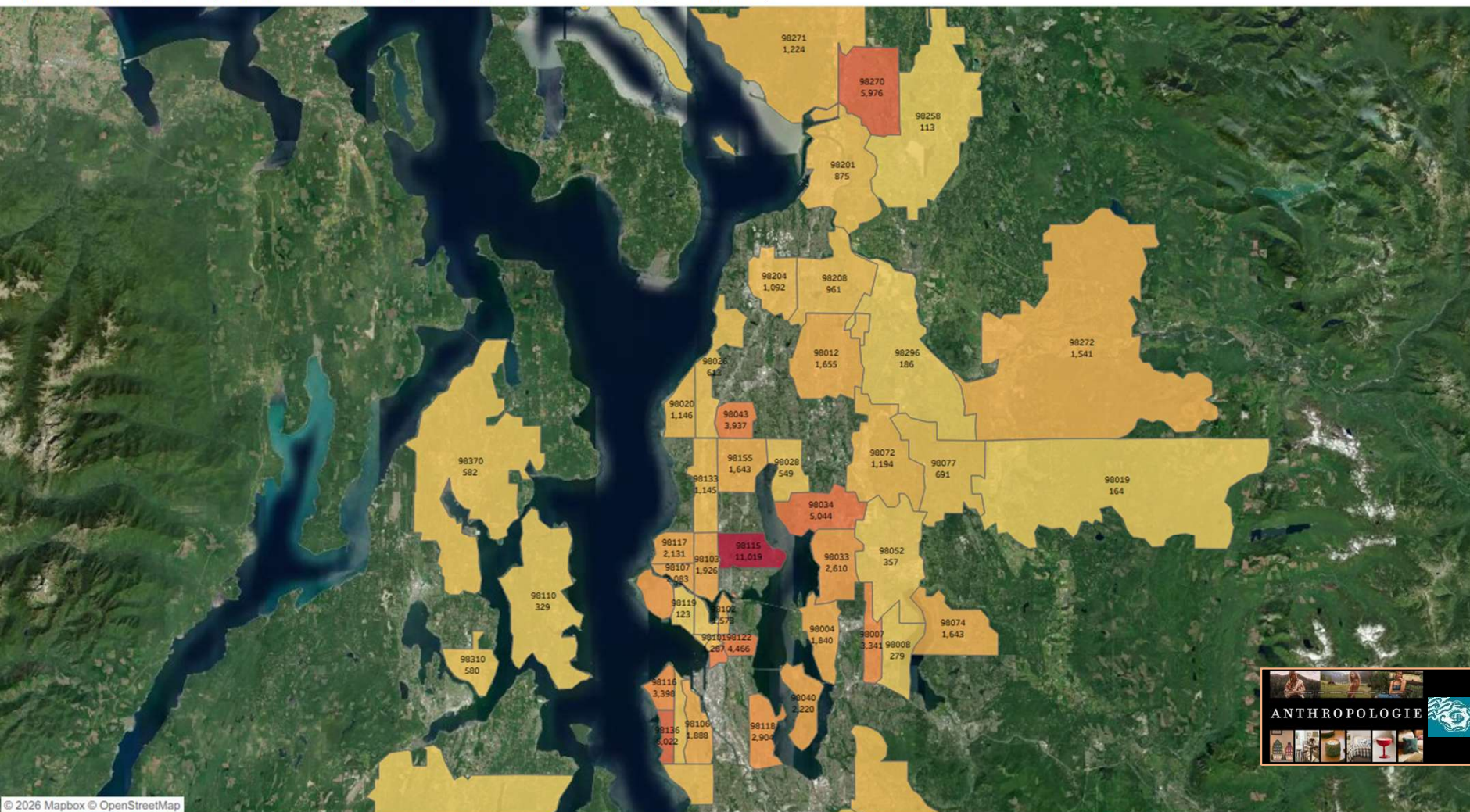
WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intob 293

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Clothing stores shopped past 3 months: Anthropologie

Top Residential Zip Codes: (Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months)



SUM(Women 25 - 64 w...

59 11,019



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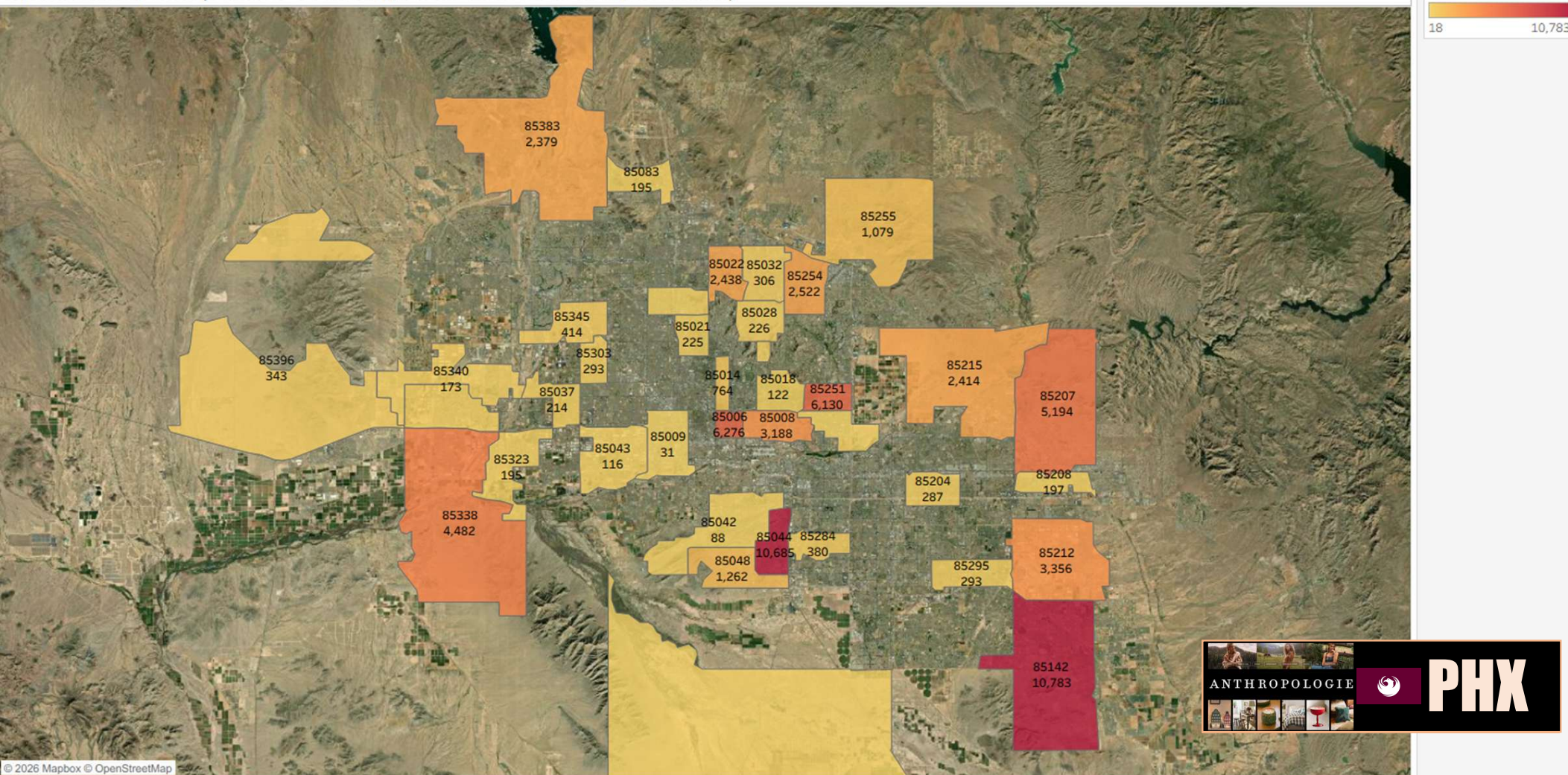
SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 200

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Clothing stores shopped past 3 months: Anthropologie

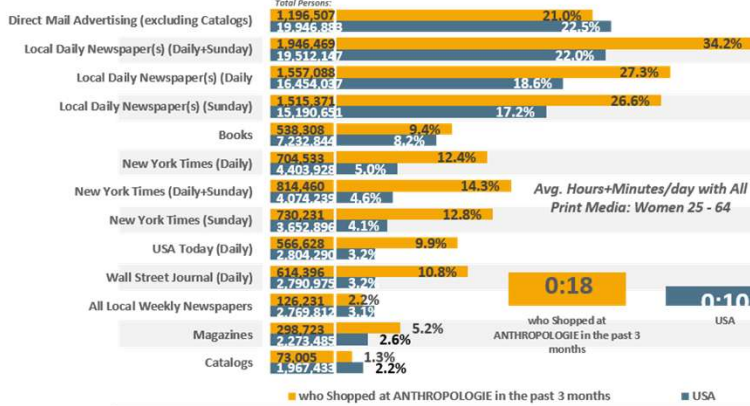
Top Residential Zip Codes: (Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months)



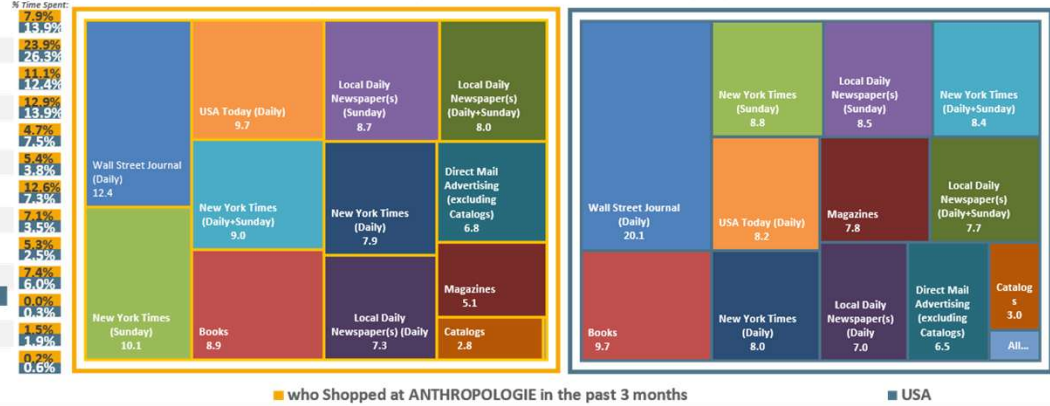


1,946,469 or 34.2% of Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8. minutes every day representing 25.1% of all time spent daily with All forms of Print Media.

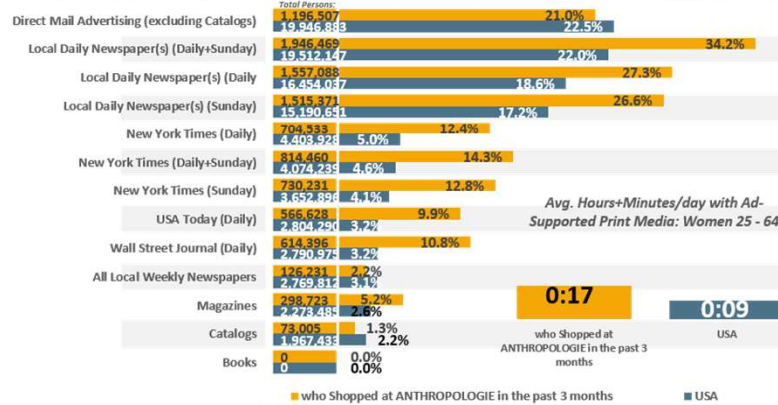
Avg. Week All Print Media (Persons & % Reach): Women 25 - 64



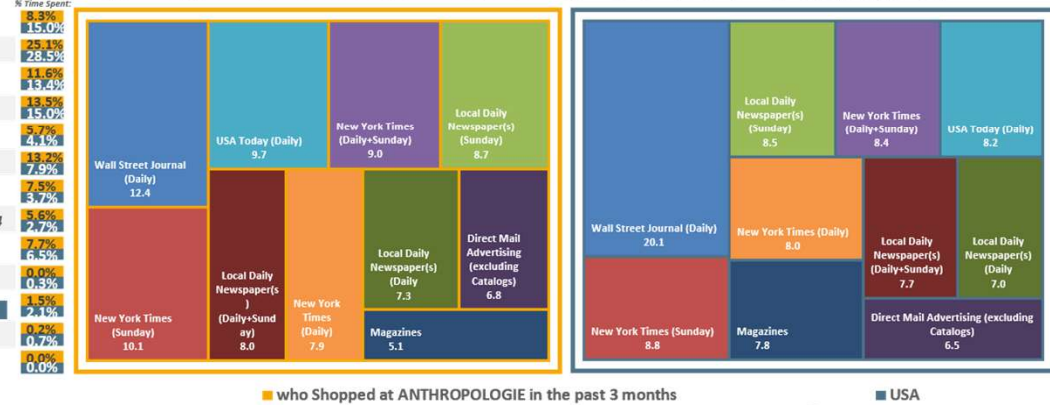
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Women 25 - 64



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 1,086
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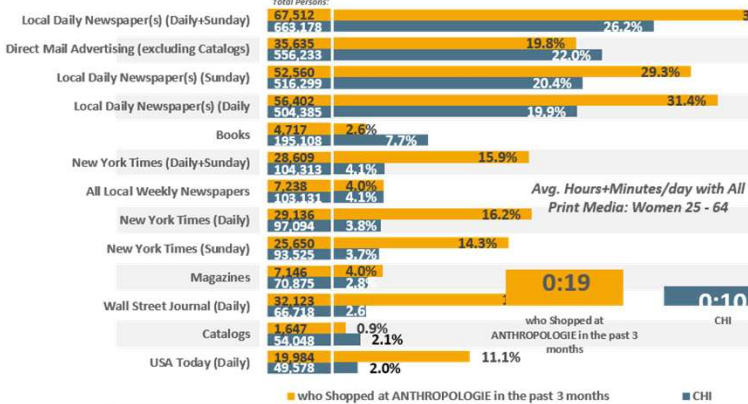
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Clothing stores shopped past 3 months: Anthropologie

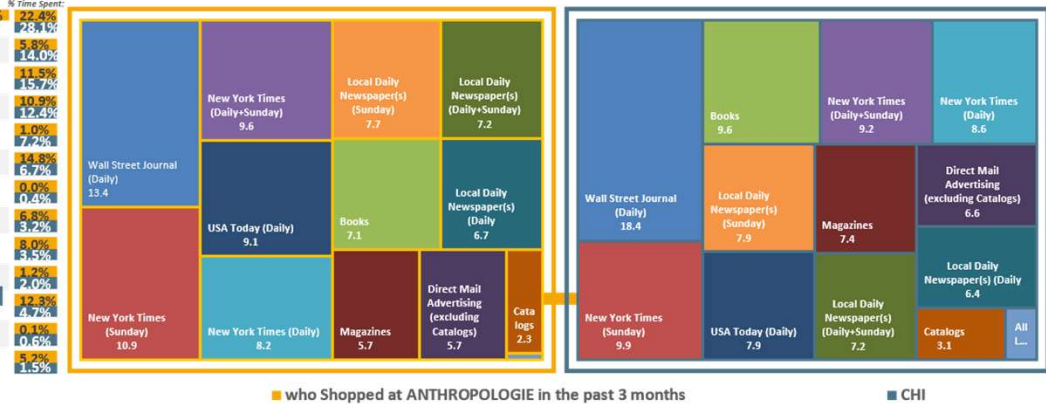


67,512 or 37.6% of Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.2 minutes every day representing 22.6% of all time spent daily with All forms of Print Media.

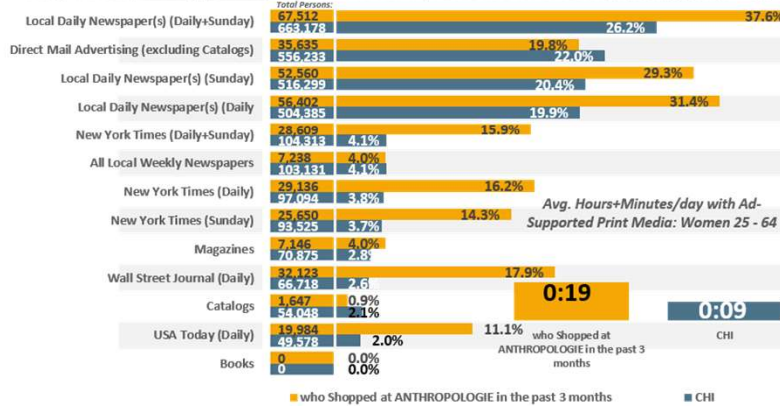
Avg. Week All Print Media (Persons & % Reach): Women 25 - 64



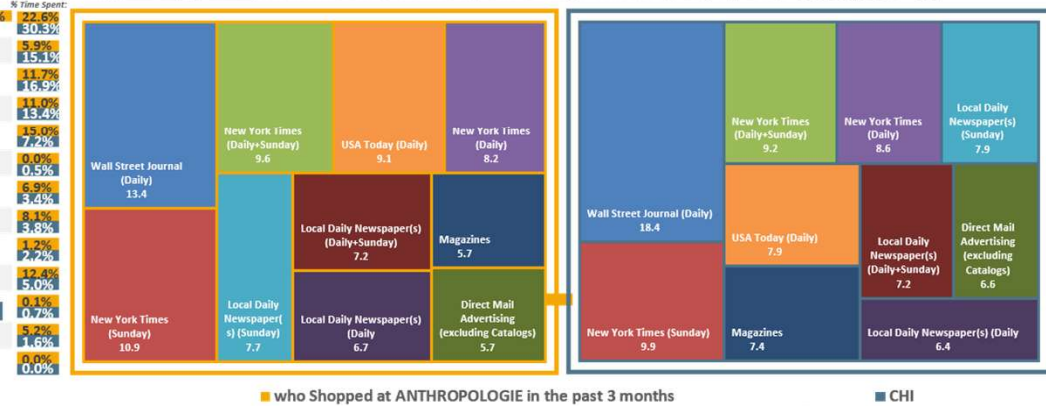
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Women 25 - 64



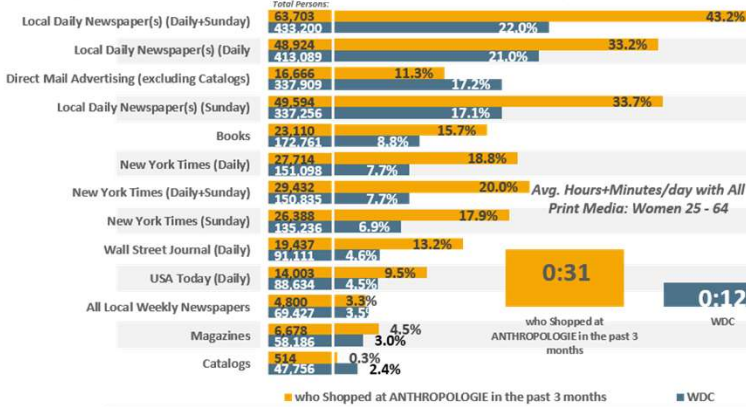
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



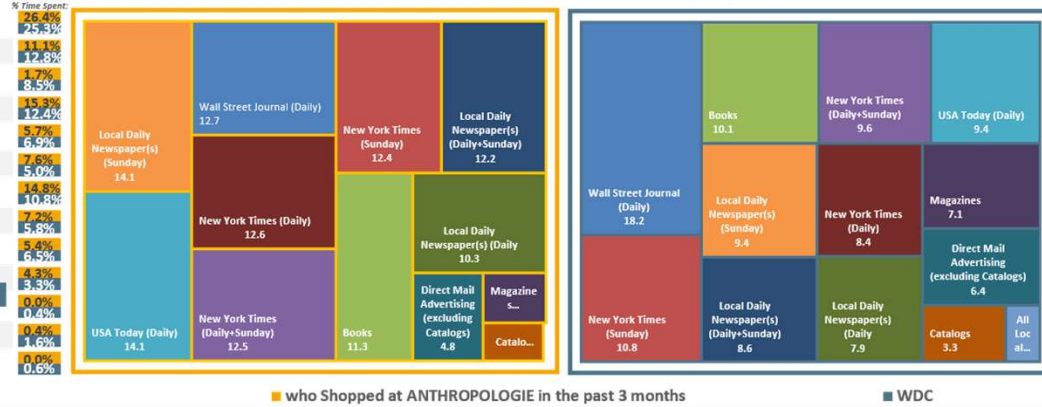


63,703 or 43.2% of Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 12.2 minutes every day representing 28.% of all time spent daily with All forms of Print Media.

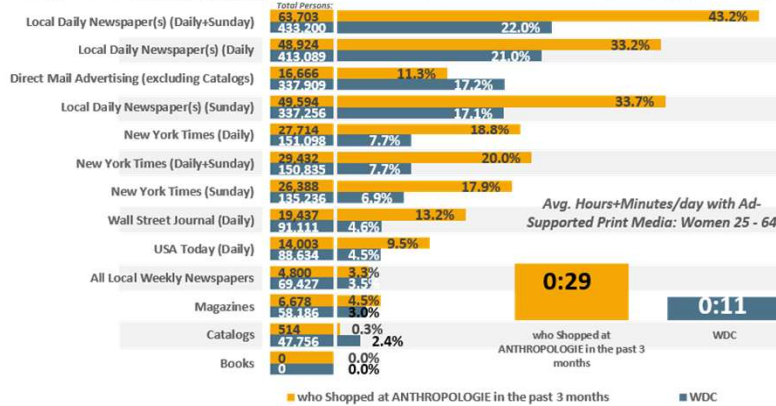
Avg. Week All Print Media (Persons & % Reach): Women 25 - 64



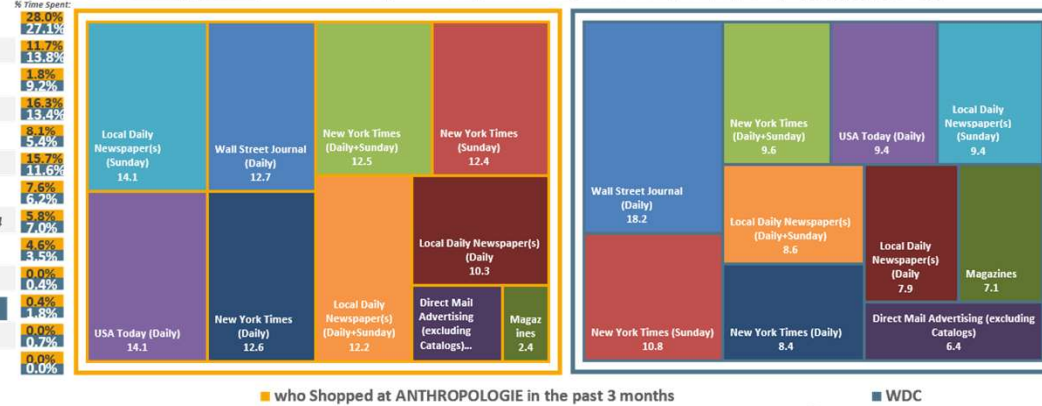
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Women 25 - 64



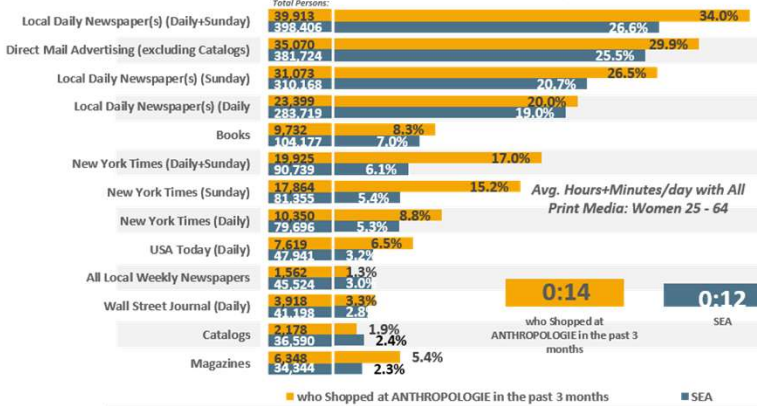
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



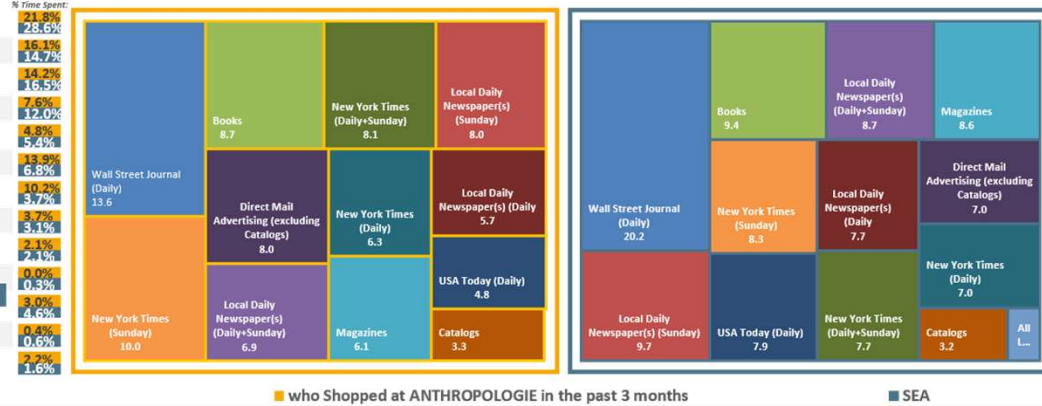


39,913 or 34.% of Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 6.9 minutes every day representing 22.9% of all time spent daily with All forms of Print Media.

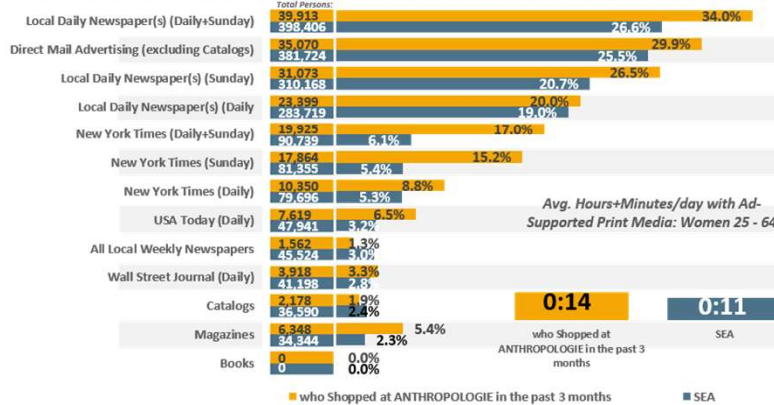
Avg. Week All Print Media (Persons & % Reach): Women 25 - 64



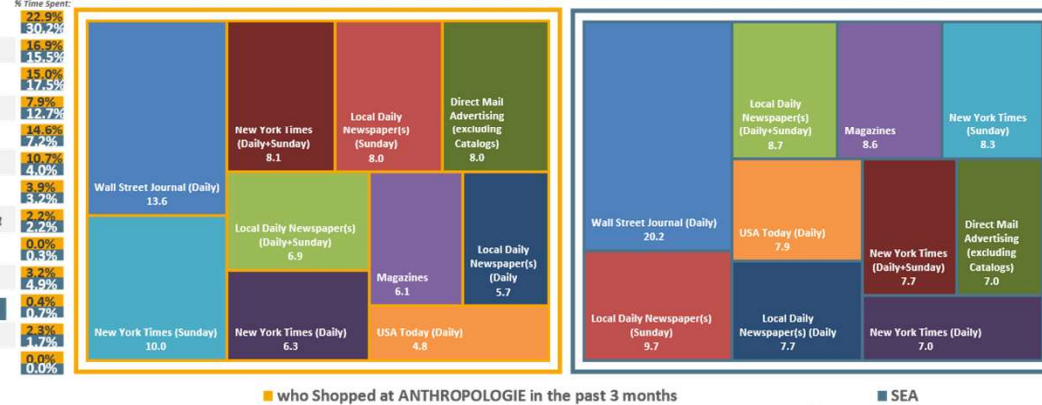
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Women 25 - 64



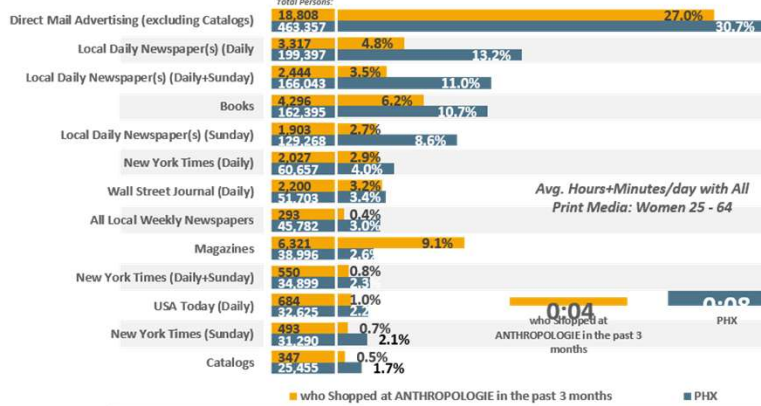
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



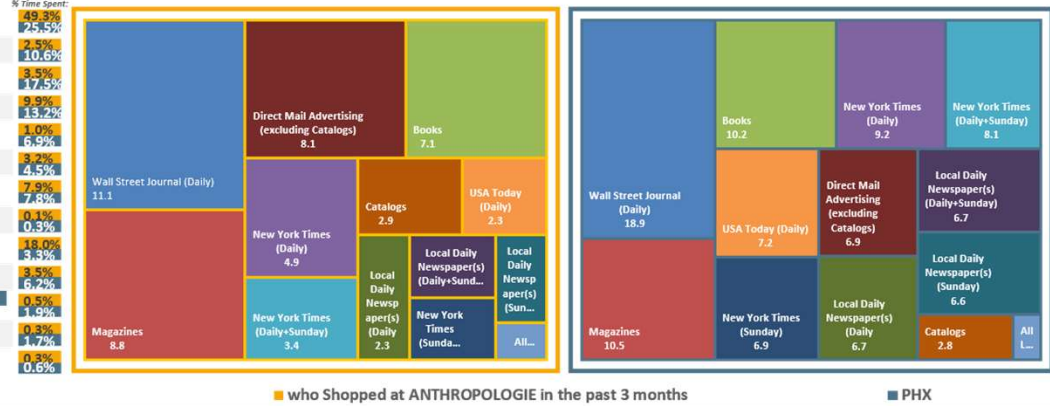


18,808 or 27.% of Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months read Direct Mail Advertising (excluding Catalogs) for an average of 8.1 minutes every day representing 54.7% of all time spent daily with All forms of Print Media.

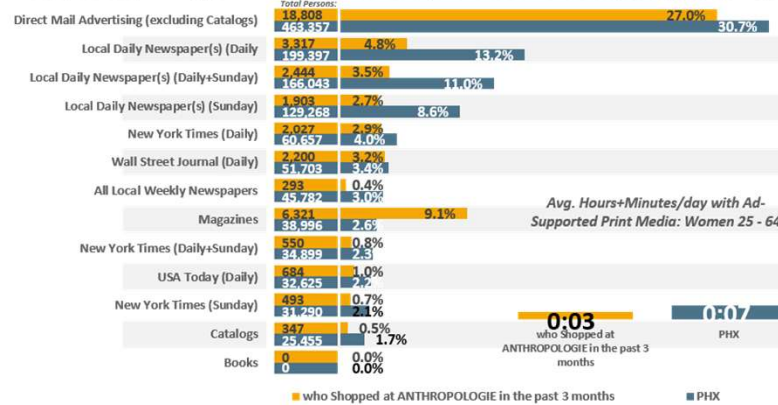
Avg. Week All Print Media (Persons & % Reach): Women 25 - 64



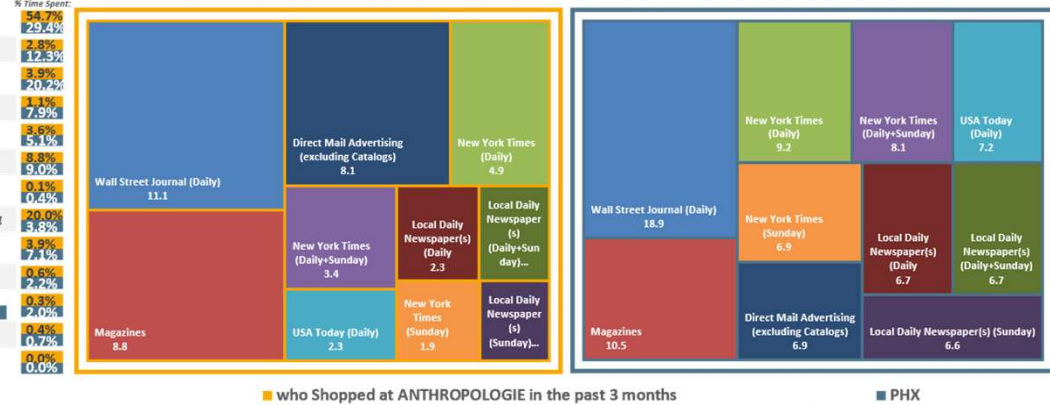
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Women 25 - 64



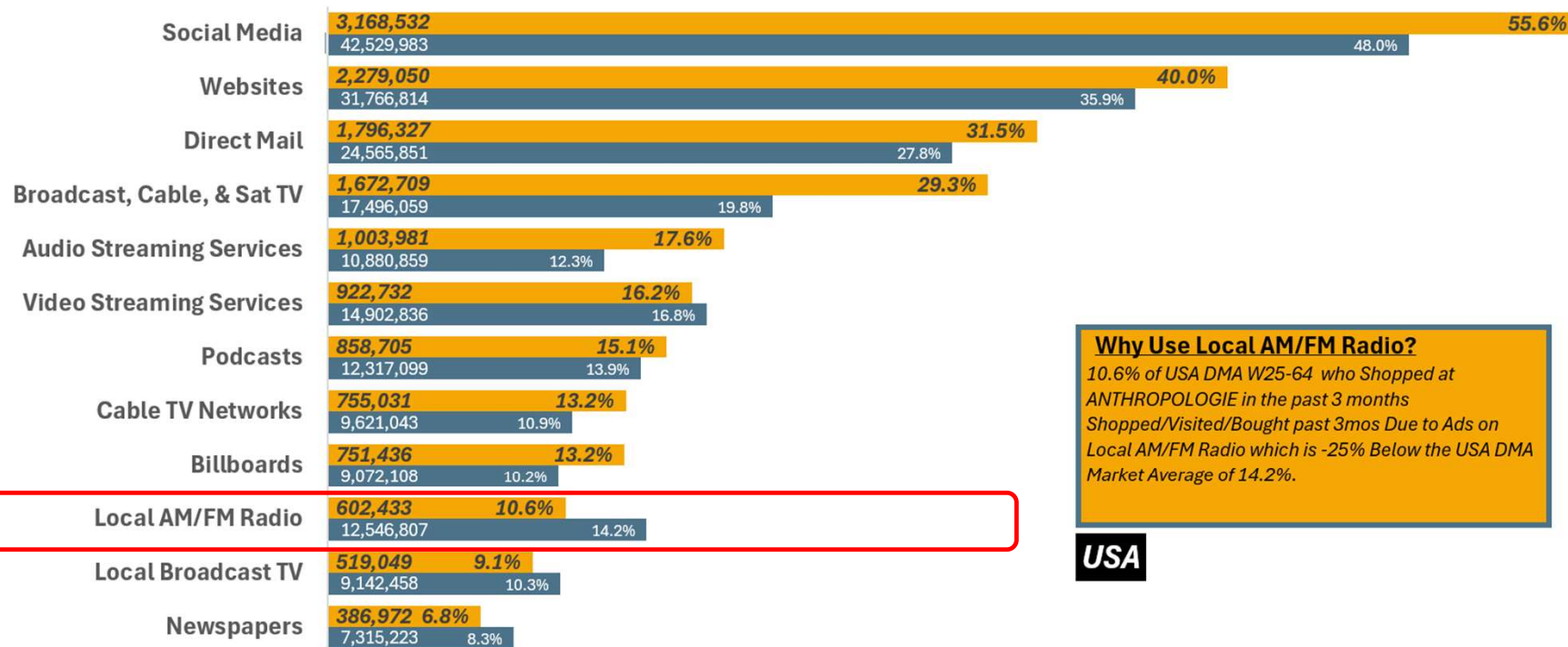
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64





"Advertising Actions"

W25-64 who Shopped at ANTHROPOLOGIE in the past 3 months
(Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

10.6% of USA DMA W25-64 who Shopped at ANTHROPOLOGIE in the past 3 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -25% Below the USA DMA Market Average of 14.2%.

USA

■ W25-64 who Shopped at ANTHROPOLOGIE in the past 3 months (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ W25-64 USA AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

USA DMA Scarborough R1 2026: Jan25-Mar26 Qual Intab: 586
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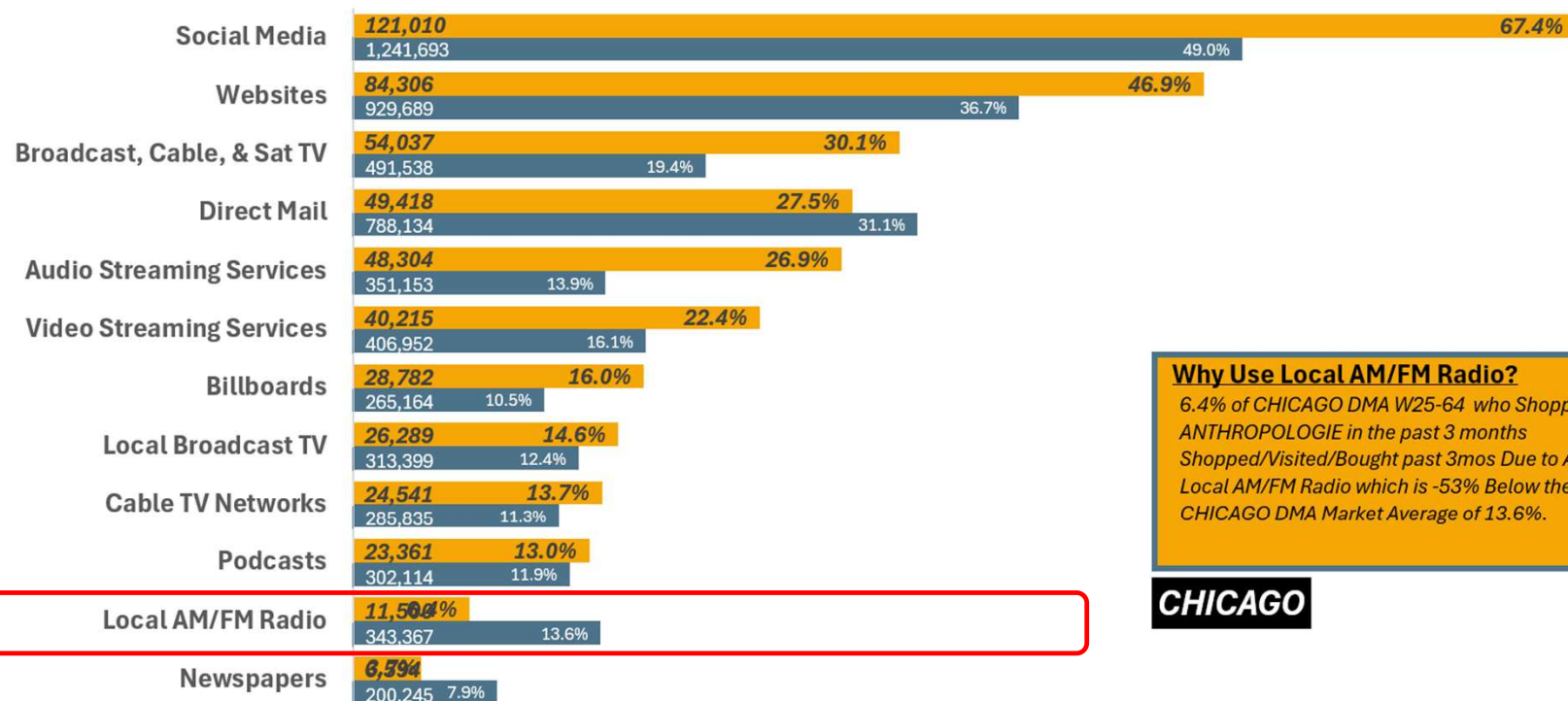
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Clothing stores shopped past 3 months: Anthropologie



"Advertising Actions"

W25-64 who Shopped at ANTHROPOLOGIE in the past 3 months
(Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

6.4% of CHICAGO DMA W25-64 who Shopped at ANTHROPOLOGIE in the past 3 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -53% Below the CHICAGO DMA Market Average of 13.6%.

CHICAGO

■ W25-64 who Shopped at ANTHROPOLOGIE in the past 3 months (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ W25-64 CHICAGO AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 118
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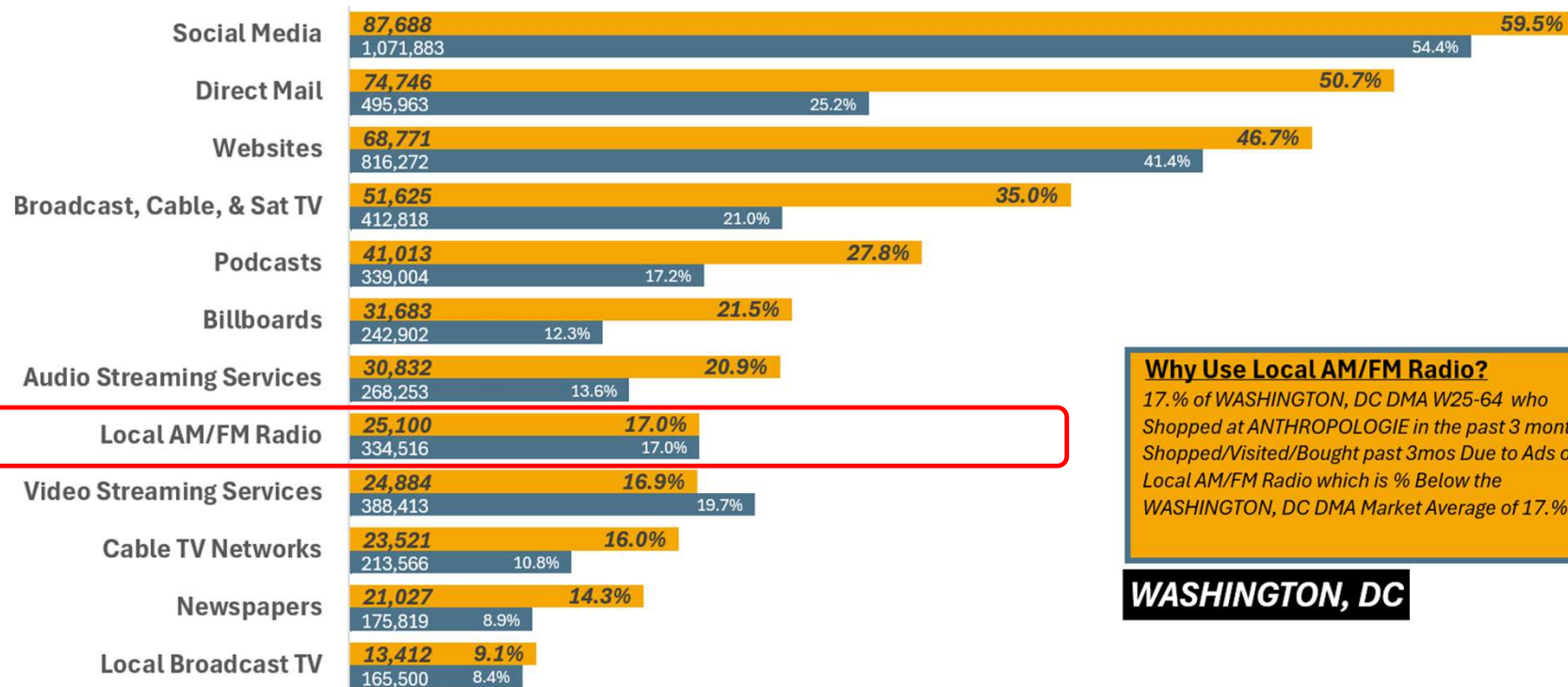
soefa.ai Share of Everything for Anything ®

Clothing stores shopped past 3 months: Anthropologie



"Advertising Actions"

W25-64 who Shopped at ANTHROPOLOGIE in the past 3 months
(Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

17. % of WASHINGTON, DC DMA W25-64 who Shopped at ANTHROPOLOGIE in the past 3 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is % Below the WASHINGTON, DC DMA Market Average of 17. %.

WASHINGTON, DC

■ W25-64 who Shopped at ANTHROPOLOGIE in the past 3 months (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ W25-64 WASHINGTON, DC AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab: 162
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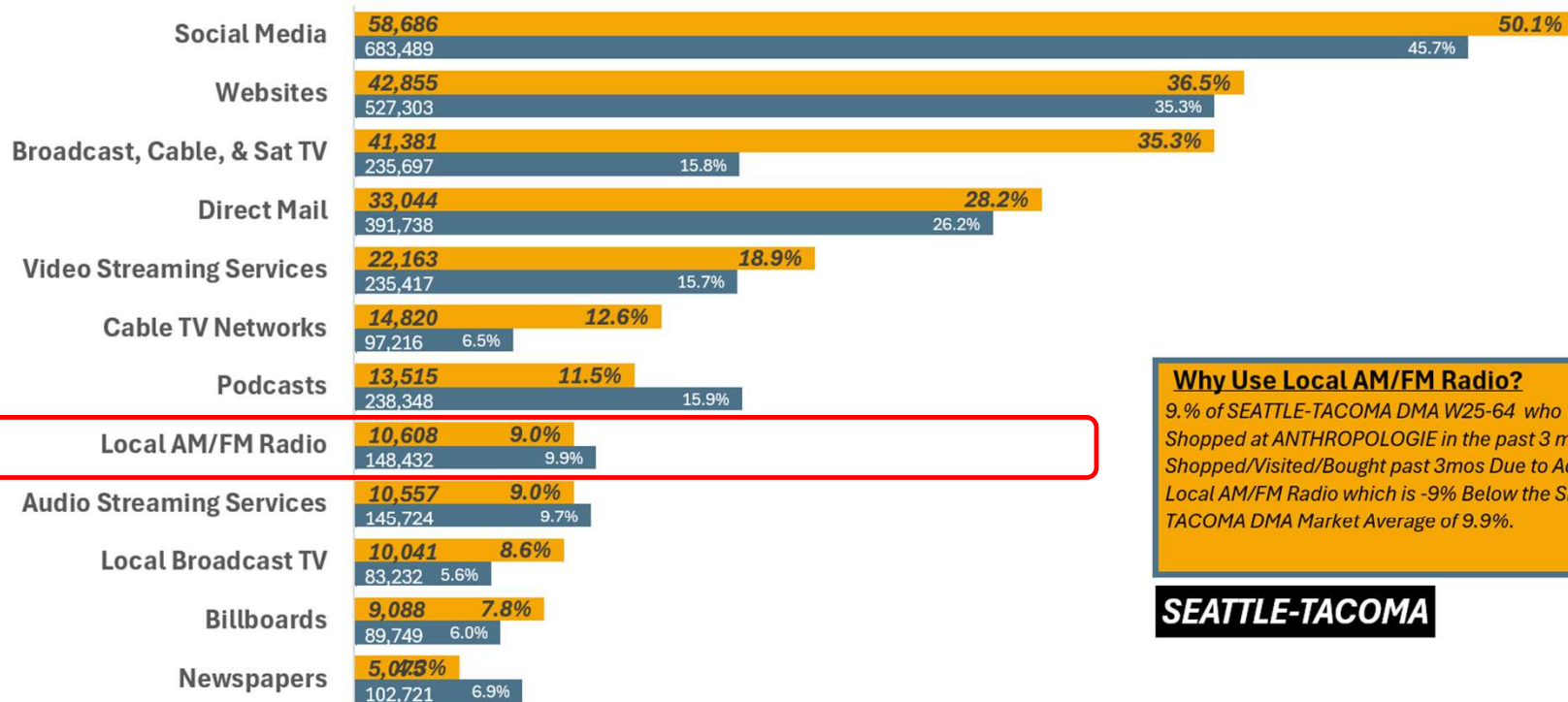
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Clothing stores shopped past 3 months: Anthropologie



"Advertising Actions"

W25-64 who Shopped at ANTHROPOLOGIE in the past 3 months
(Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

9.0% of SEATTLE-TACOMA DMA W25-64 who Shopped at ANTHROPOLOGIE in the past 3 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -9% Below the SEATTLE-TACOMA DMA Market Average of 9.9%.

SEATTLE-TACOMA

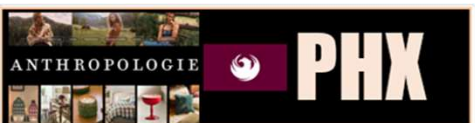
■ W25-64 who Shopped at ANTHROPOLOGIE in the past 3 months (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ W25-64 SEATTLE-TACOMA AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab: 104
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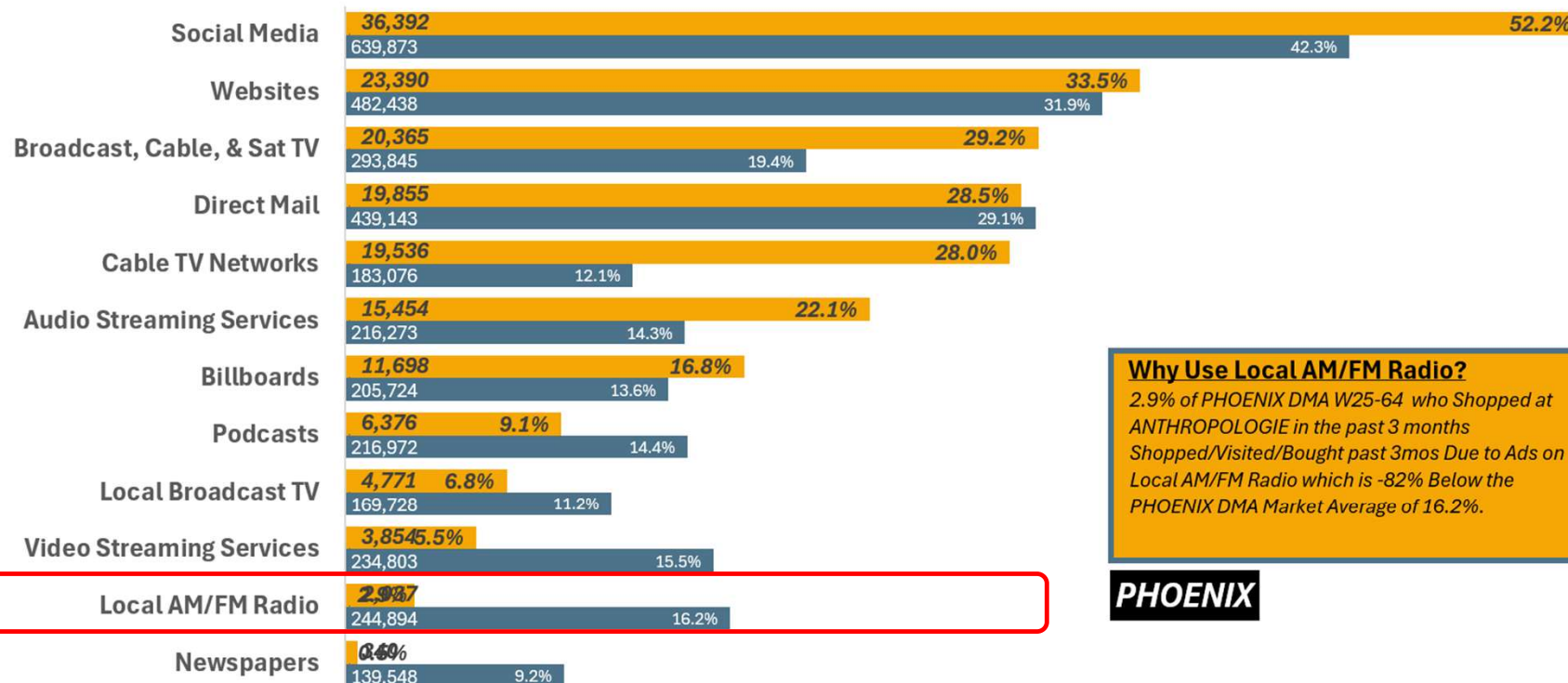
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Clothing stores shopped past 3 months: Anthropologie



"Advertising Actions"

W25-64 who Shopped at ANTHROPOLOGIE in the past 3 months
(Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

2.9% of PHOENIX DMA W25-64 who Shopped at ANTHROPOLOGIE in the past 3 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -82% Below the PHOENIX DMA Market Average of 16.2%.

PHOENIX

■ W25-64 who Shopped at ANTHROPOLOGIE in the past 3 months (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ W25-64 PHOENIX AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 49
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Clothing stores shopped past 3 months: Anthropologie