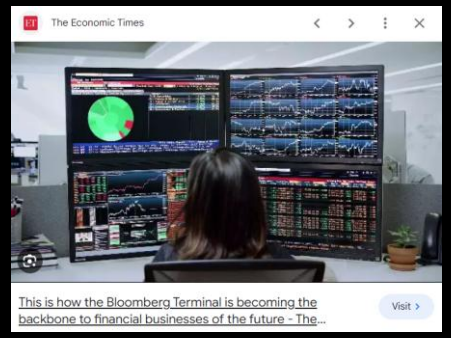
USA+4 DMAs – P18+ who Spent $100 or more on New ATHLETIC SHOES in the past 12 months!

Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of **USA, CHICAGO, WASHINGTON, DC, SEATTLE-TACOMA** and **PHOENIX DMA** P18+ who **Spent $100 or more on New ATHLETIC SHOES in the past 12 months** as of June 30, 2025.



SNKRS USA

SNKRS CHI

SNKRS WDC

SNKRS SEA

SNKRS PHX

SNKRS

P18+

Vanguard BlackRock

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

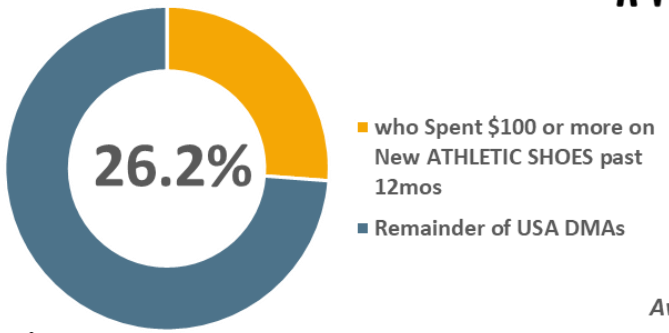
HUBBARD BROADCASTING INC. HB INC.

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

SNKRS USA

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

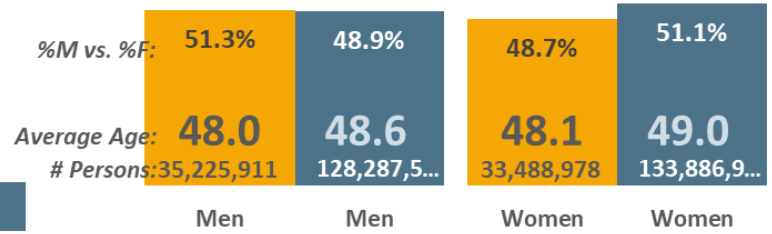
Percent of Market: Adults 18 or older



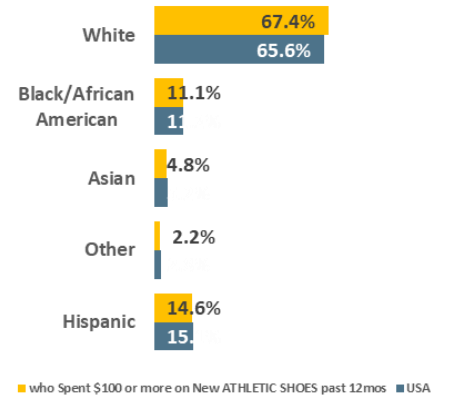
Total Persons:

68,714,889	193,459,611

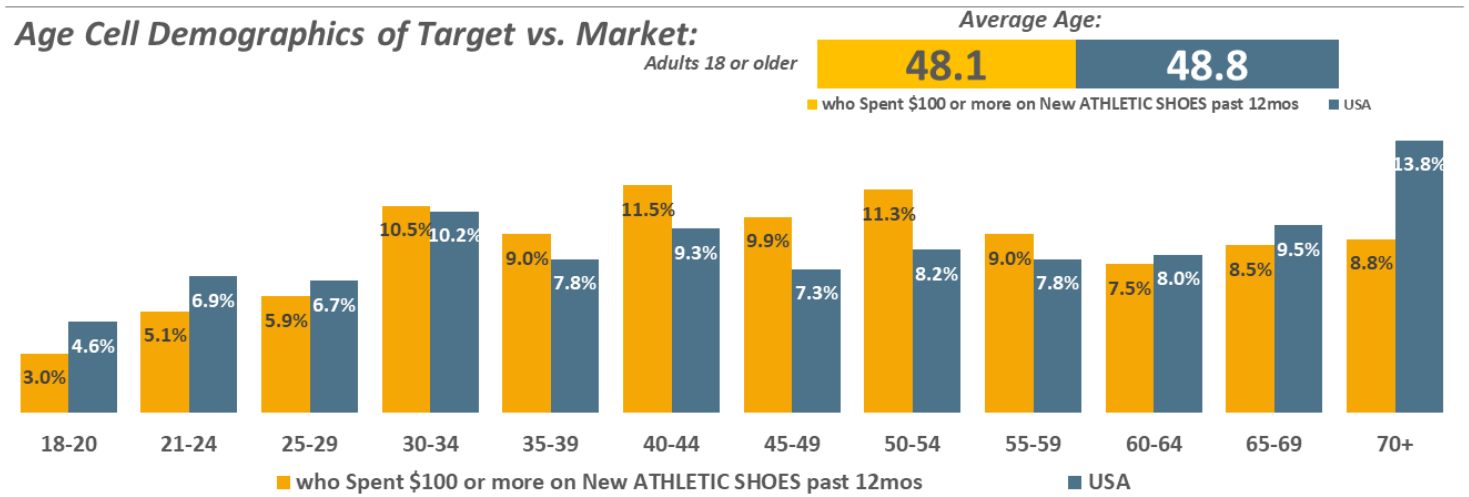
Gender of Target vs. Market: Adults 18 or older



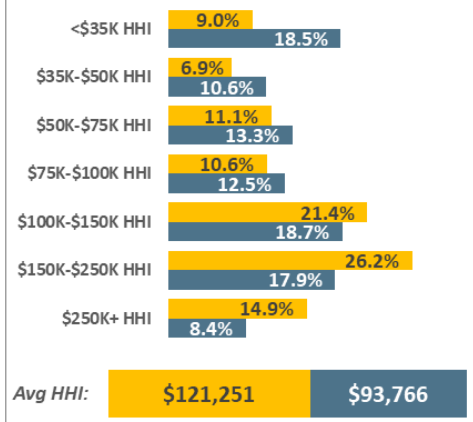
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI:	$121,251	$93,766

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

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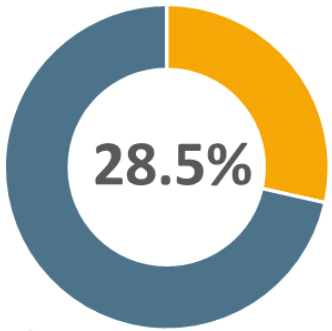
USA Projection *Scarborough R1 2025: Feb24-Mar25* *Qual Intab* *24,947*

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

28.5% or 2,154,914 of CHI DMA Adults 18 or older Spent $100 or more on New ATHLETIC SHOES past 12mos. Typical Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos are 46.8 years old (3.3% younger than average) and have a $137,571 (29.5% higher than average) annual household income.

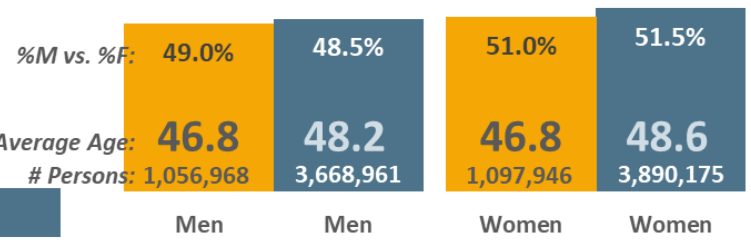
Percent of Market: Adults 18 or older



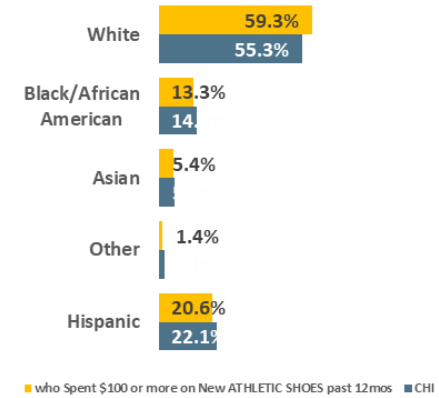
Total Persons:

2,154,914	5,404,222

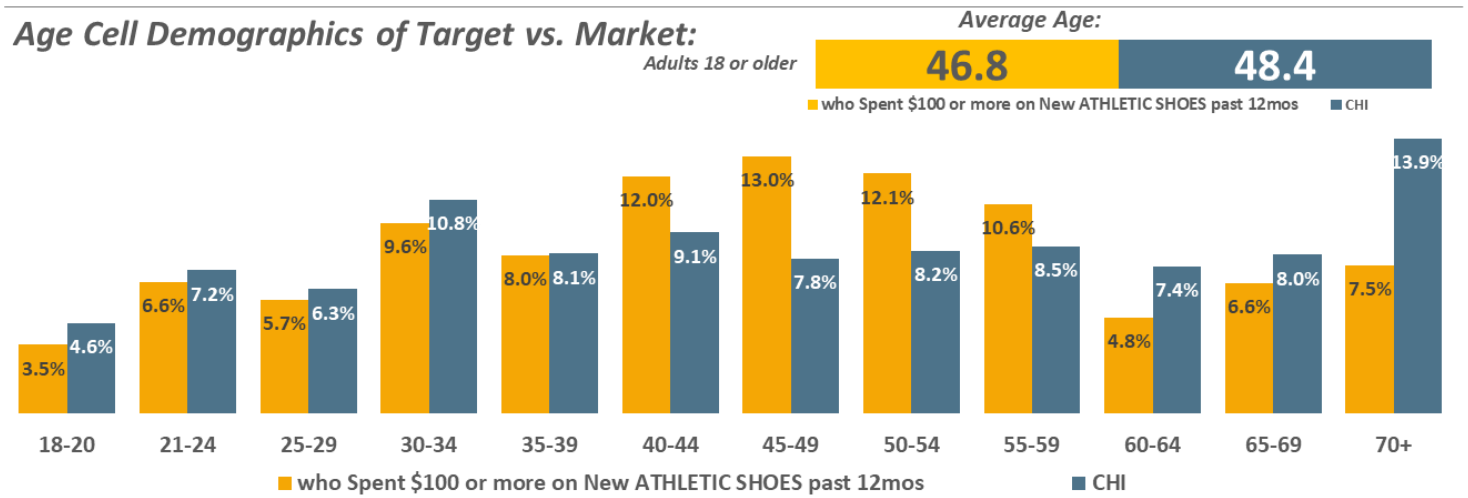
Gender of Target vs. Market: Adults 18 or older



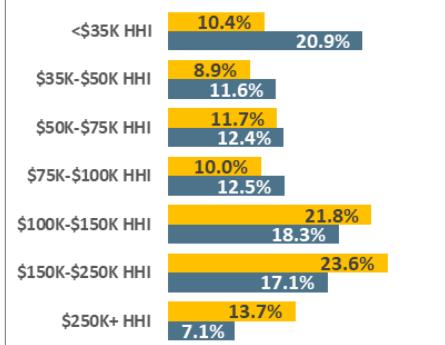
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI:	$137,571	$106,192

CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,113

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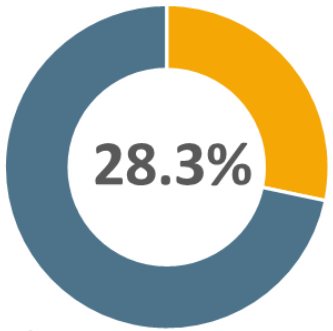
(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

28.3% or 1,614,404 of WDC DMA Adults 18 or older Spent $100 or more on New ATHLETIC SHOES past 12mos. Typical Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos are 46.6 years old (2.3% younger than average) and have a $163,691 (21.1% higher than average) annual household income.

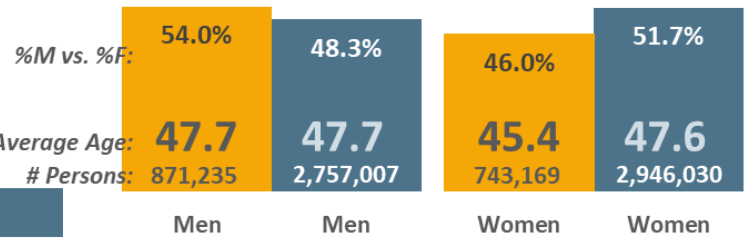
Percent of Market: Adults 18 or older



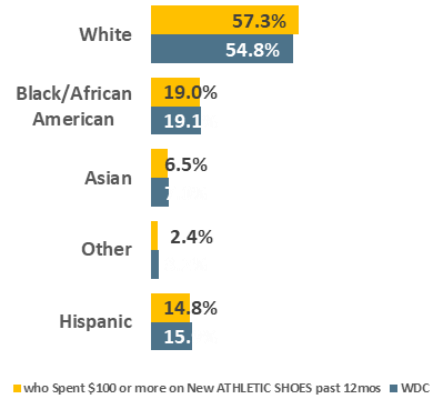
Total Persons:



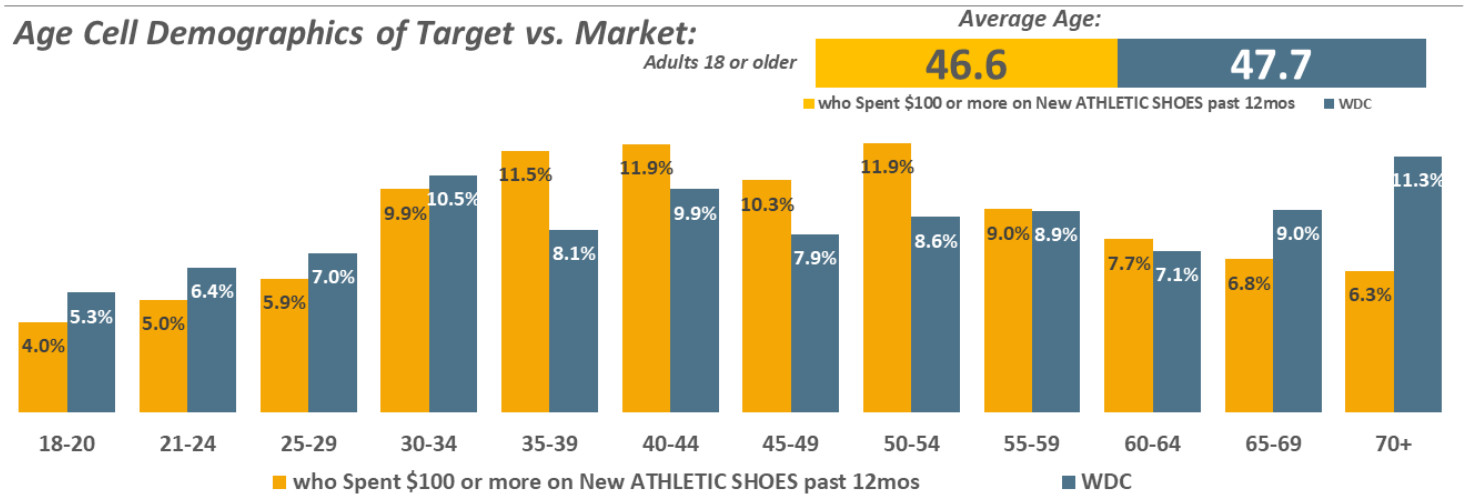
Gender of Target vs. Market: Adults 18 or older



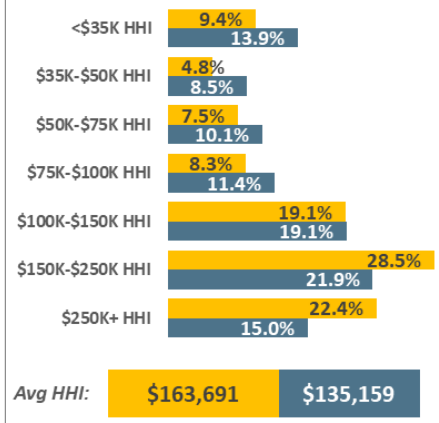
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI:

WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 1,771

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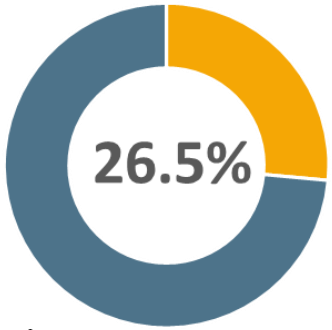
(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

SNKRS SEA

26.5% or 1,194,702 of SEA DMA Adults 18 or older Spent $100 or more on New ATHLETIC SHOES past 12mos. Typical Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos are 47.5 years old (1.9% younger than average) and have a $158,688 (28.4% higher than average) annual household income.

Percent of Market: Adults 18 or older



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

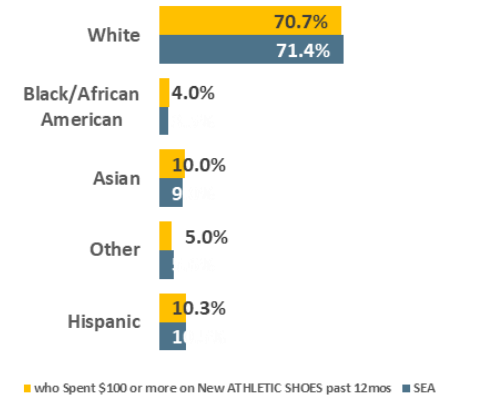
Total Persons:

1,194,702	3,319,904

Gender of Target vs. Market: Adults 18 or older

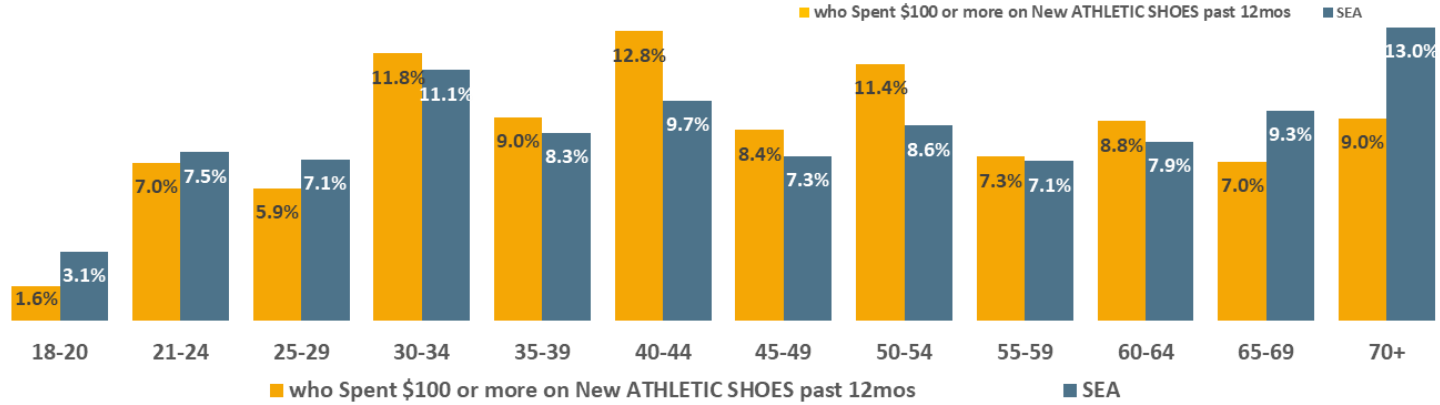
	Men	Men	Women	Women
%M vs. %F:	51.6%	49.9%	48.4%	50.1%
Average Age:	47.6	48.0	47.4	48.9
# Persons:	616,221	2,253,312	578,481	2,261,294

Ethnicity of Target vs. Market:

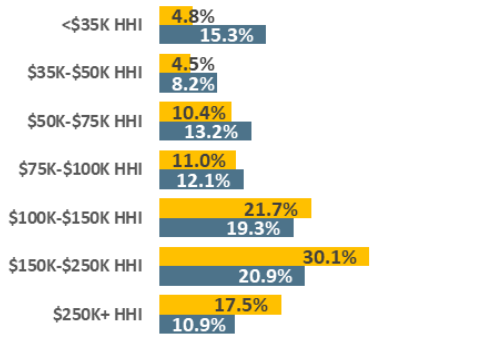


Age Cell Demographics of Target vs. Market:

Average Age:	who Spent $100 or more on New ATHLETIC SHOES past 12mos	SEA
Adults 18 or older	47.5	48.4



HHI of Target vs. Market:



Avg HHI:	$158,688	$123,610

SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,068

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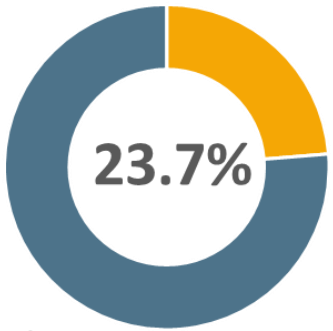
(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

SNKRS PHX

23.7% or 1,118,627 of PHX DMA Adults 18 or older Spent $100 or more on New ATHLETIC SHOES past 12mos. Typical Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos are 50.9 years old (3.9% older than average) and have a $132,591 (30.3% higher than average) annual household income.

Percent of Market: Adults 18 or older



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

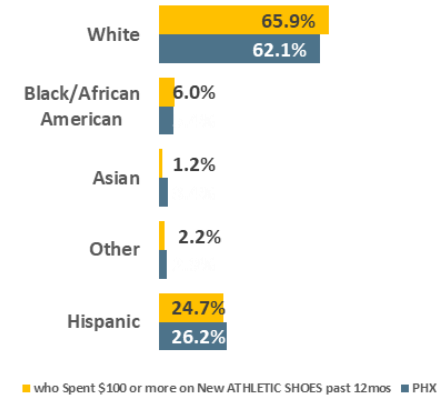
Total Persons:

1,118,627	3,599,580

Gender of Target vs. Market: Adults 18 or older

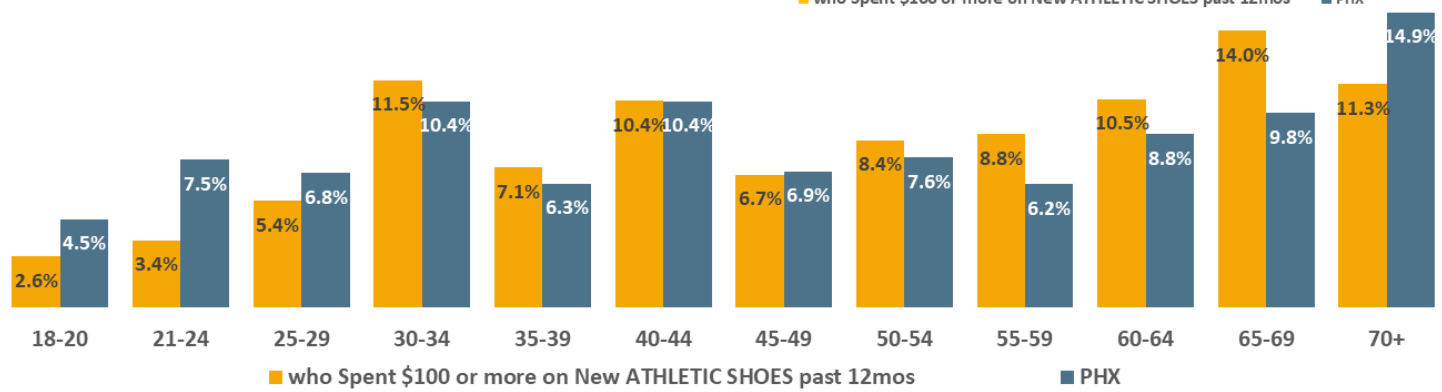
	Men	Men	Women	Women
%M vs. %F:	54.7%	49.3%	45.3%	50.7%
Average Age:	47.9	48.5	54.2	49.6
# Persons:	611,345	2,325,649	507,282	2,392,558

Ethnicity of Target vs. Market:

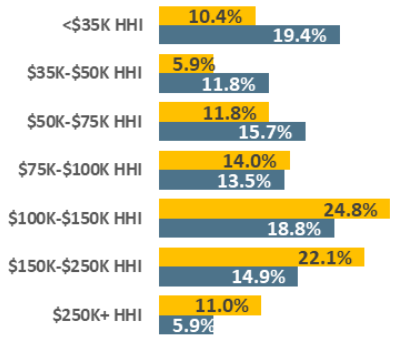


Age Cell Demographics of Target vs. Market:

Average Age:	who Spent $100 or more on New ATHLETIC SHOES past 12mos	PHX
Adults 18 or older	50.9	49.0



HHI of Target vs. Market:



Avg HHI:	$132,591	$101,742

PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 585

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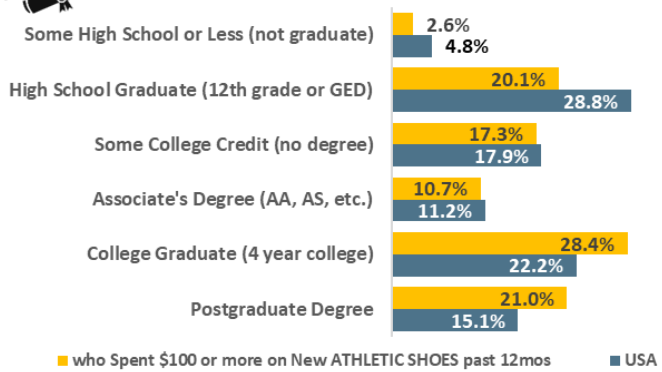
(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

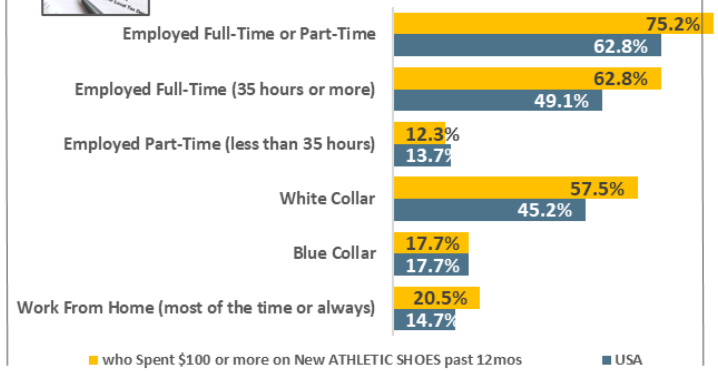
SNKRS USA

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

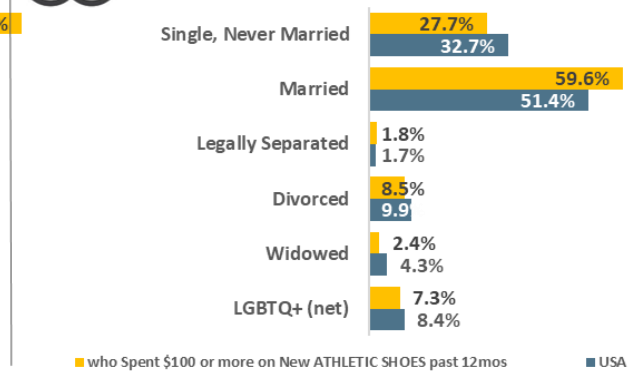
Education Levels: Adults 18 or older



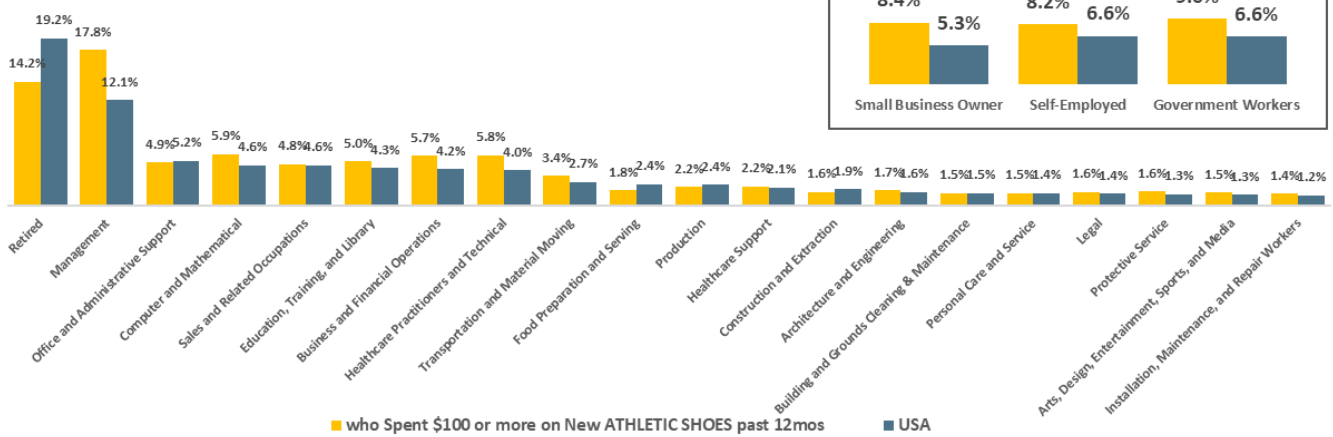
Employment: Adults 18 or older



Marital Status: Adults 18 or older

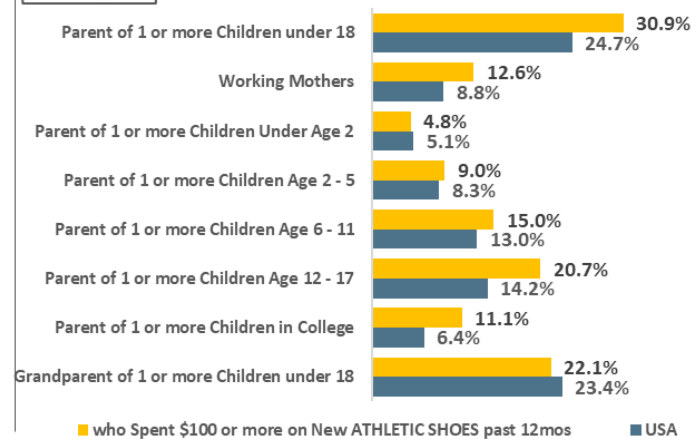


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



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

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

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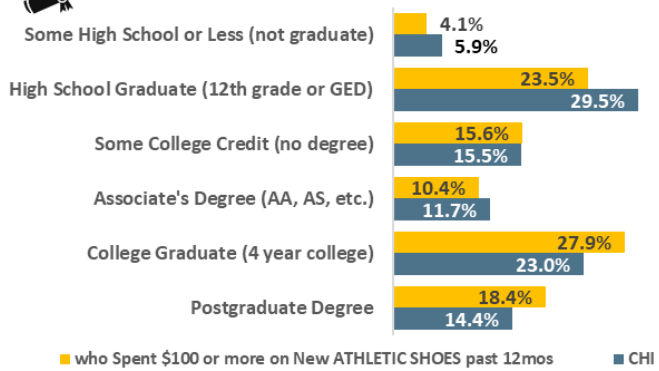
(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

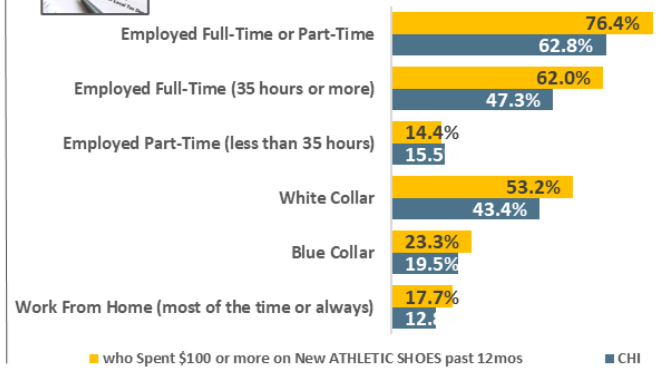
SNKRS CHI

28.5% or 2,154,914 of CHI DMA Adults 18 or older Spent $100 or more on New ATHLETIC SHOES past 12mos. Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos are 24.1% more likely to be a college graduate, 31.% more likely to work full-time, 16.8% more likely to be married, 25.5% more likely to be a parent of 1 or more children under 18

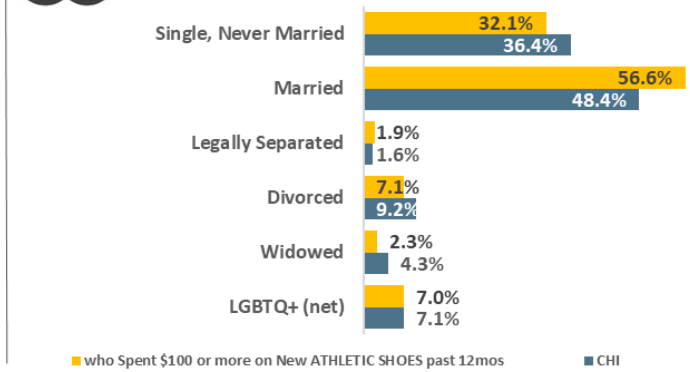
Education Levels: Adults 18 or older



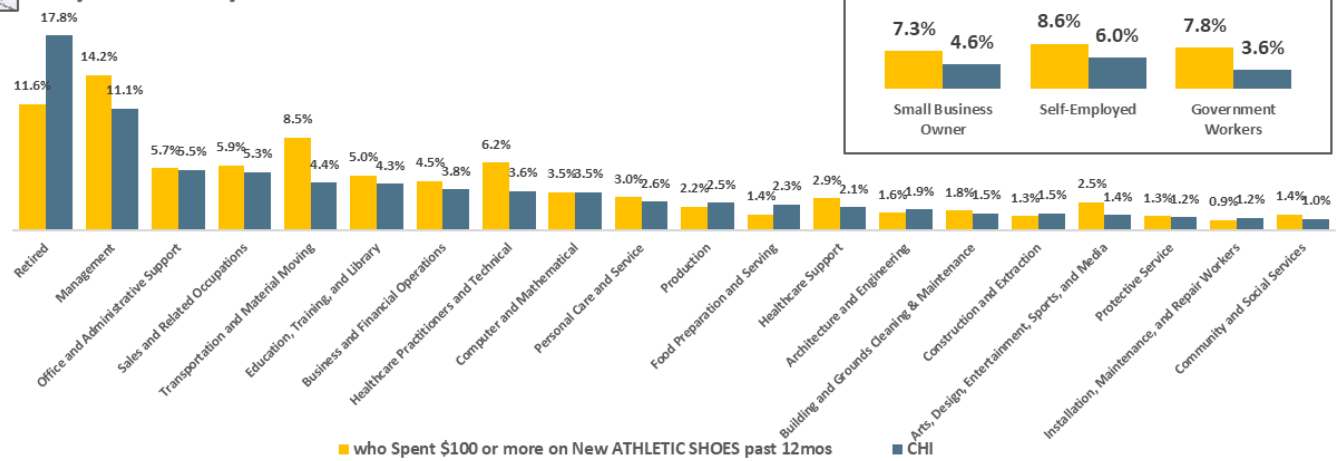
Employment: Adults 18 or older



Marital Status: Adults 18 or older

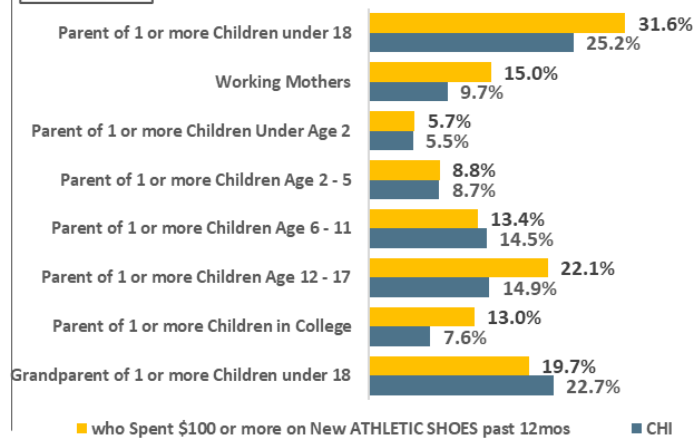


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,113

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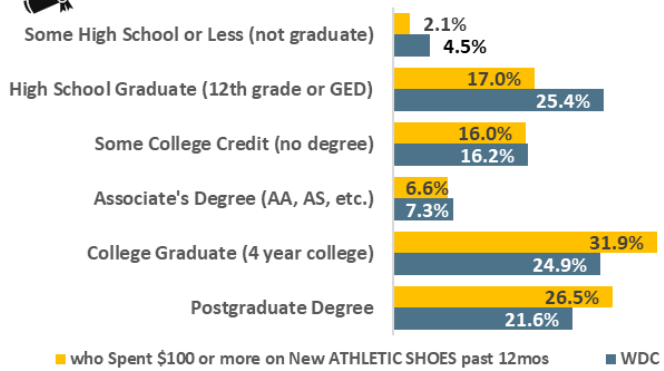
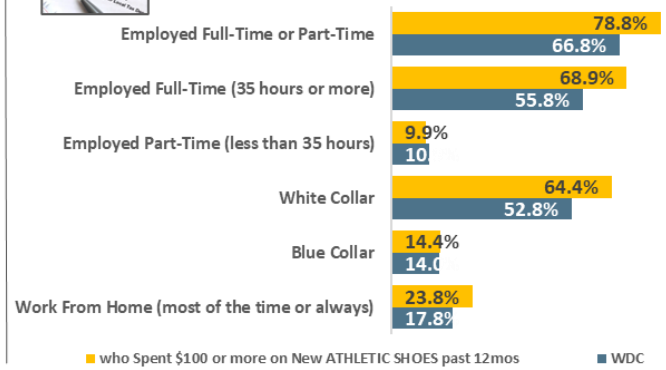
(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

28.3% or 1,614,404 of WDC DMA Adults 18 or older Spent $100 or more on New ATHLETIC SHOES past 12mos. Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos are 25.3% more likely to be a college graduate, 23.4% more likely to work full-time, 14.8% more likely to be married, 29.1% more likely to be a parent of 1 or more children under 1

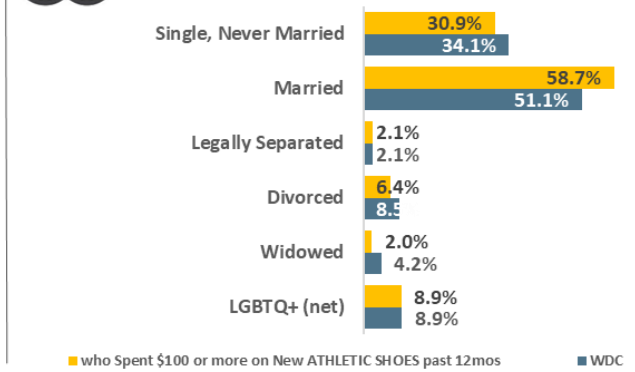
Education Levels: Adults 18 or older



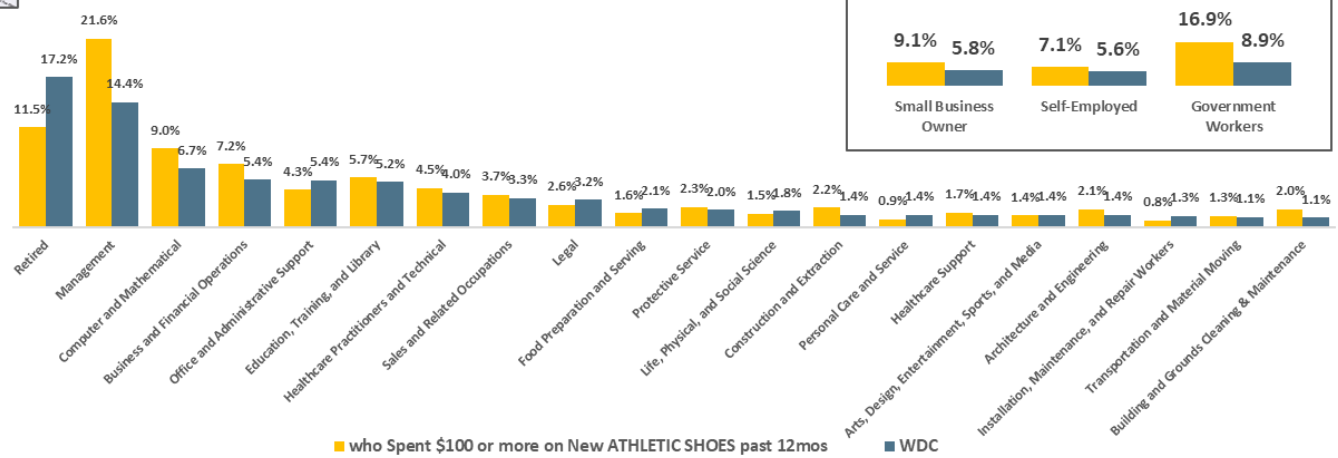
Employment: Adults 18 or older



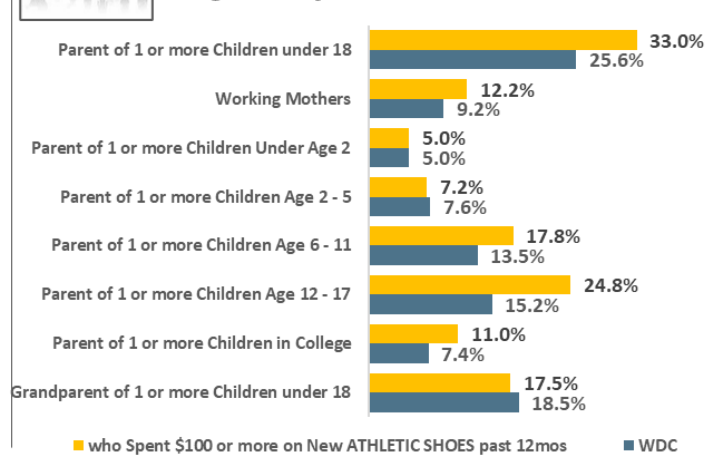
Marital Status: Adults 18 or older



Top-20 Occupations: Adults 18 or older



Stage in Life: Adults 18 or older



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 1,771

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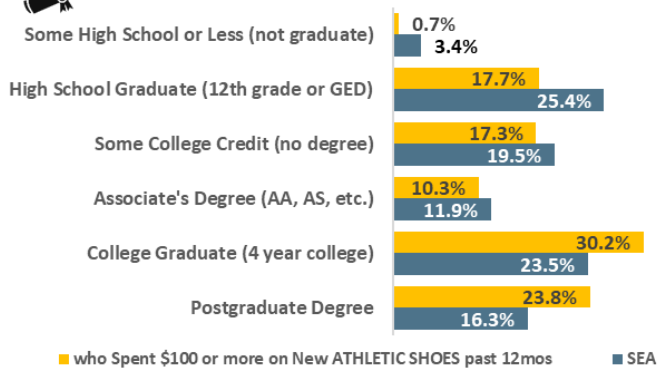
(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

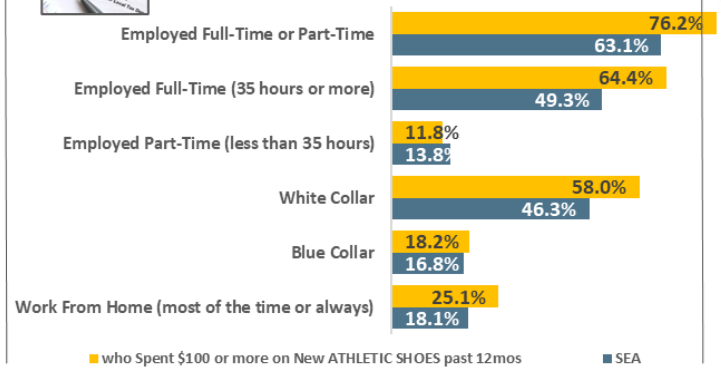
SNKRS SEA

26.5% or 1,194,702 of SEA DMA Adults 18 or older Spent $100 or more on New ATHLETIC SHOES past 12mos. Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos are 35.7% more likely to be a college graduate, 30.4% more likely to work full-time, 11.% more likely to be married, 26.5% more likely to be a parent of 1 or more children under 18

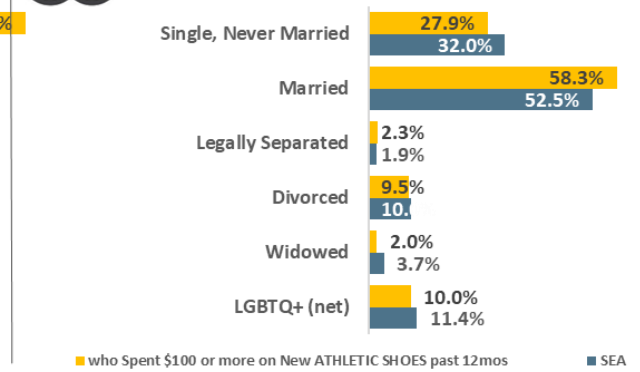
Education Levels: Adults 18 or older



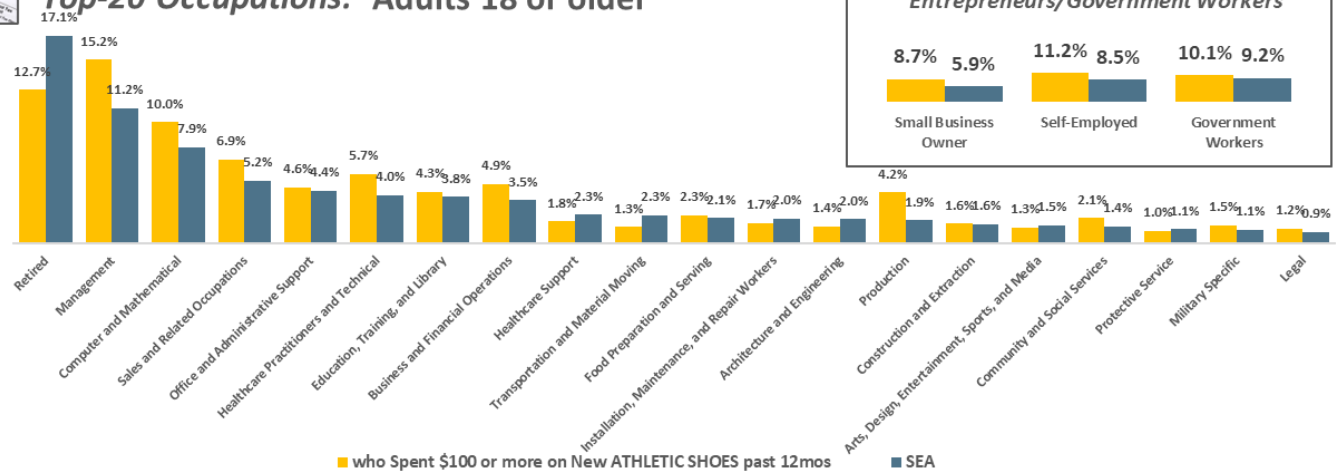
Employment: Adults 18 or older



Marital Status: Adults 18 or older

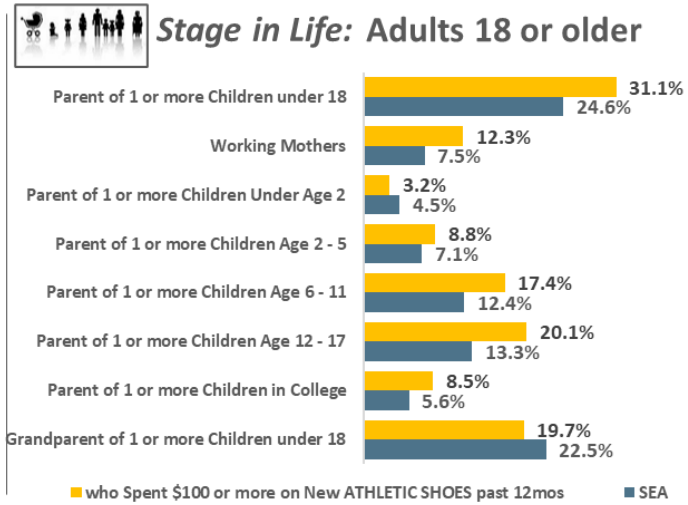


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,068

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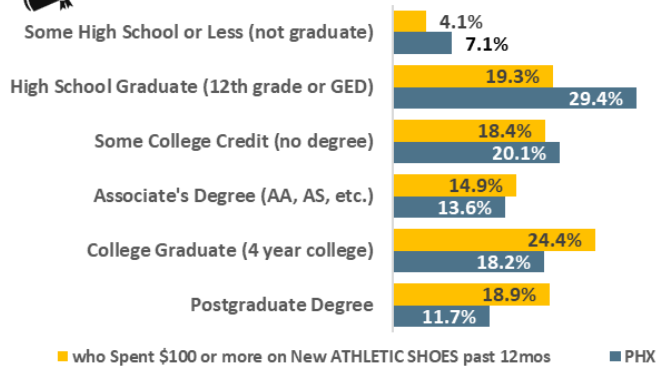
(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

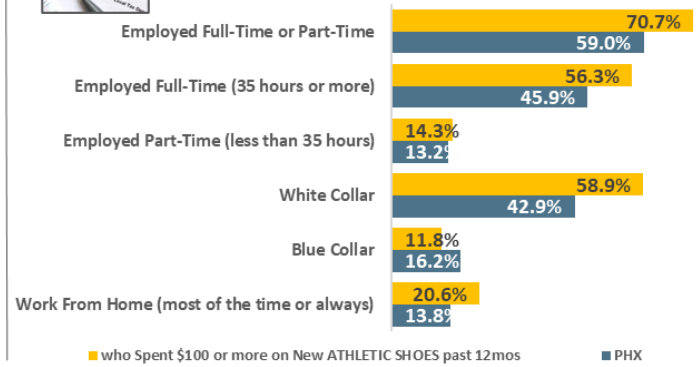
SNKRS PHX

23.7% or 1,118,627 of PHX DMA Adults 18 or older Spent $100 or more on New ATHLETIC SHOES past 12mos. Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos are 44.9% more likely to be a college graduate, 22.8% more likely to work full-time, 21.6% more likely to be married, 8.1% less likely to be a parent of 1 or more children under 18

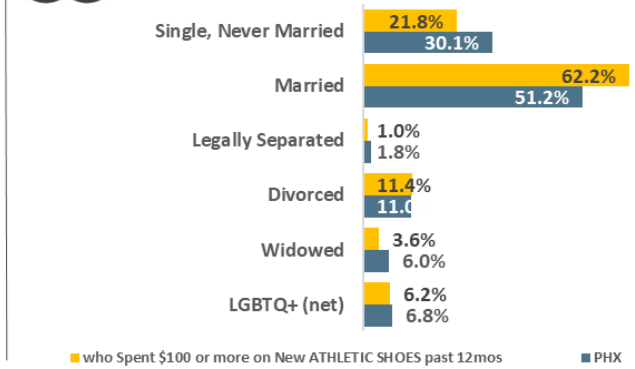
Education Levels: Adults 18 or older



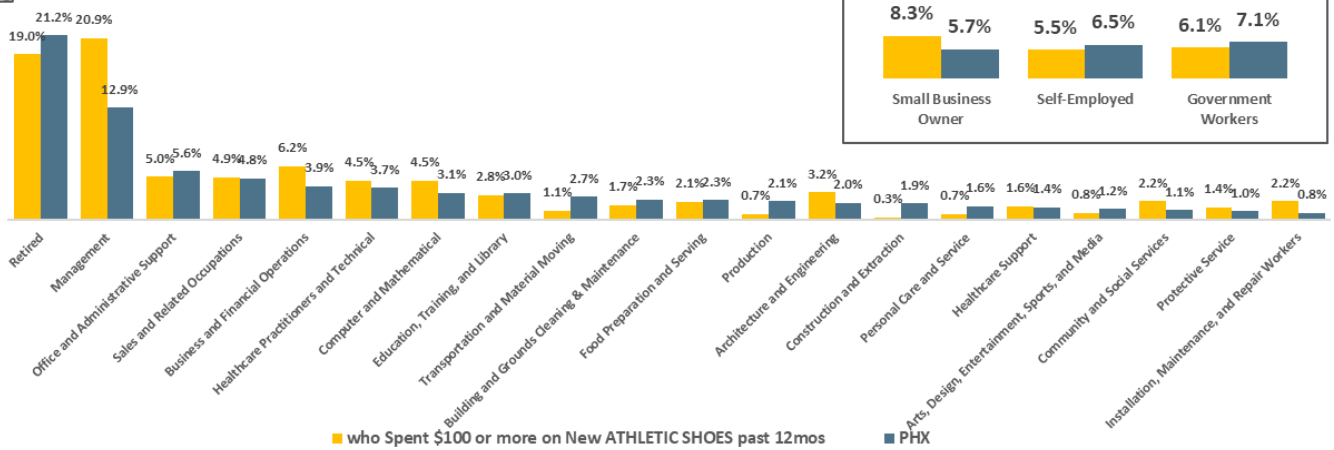
Employment: Adults 18 or older



Marital Status: Adults 18 or older

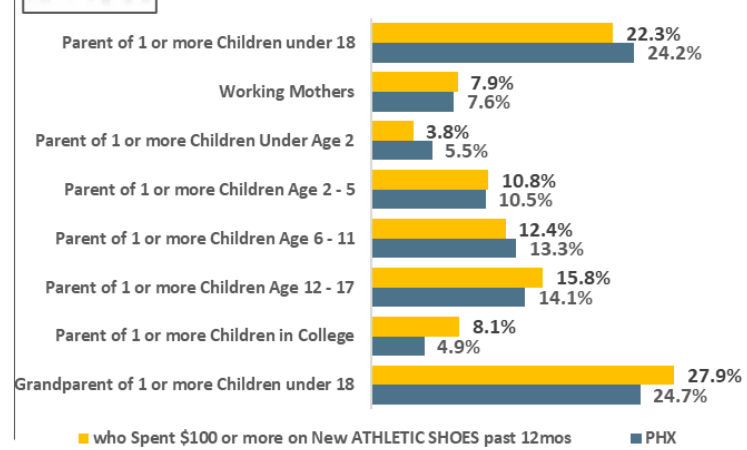


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 585

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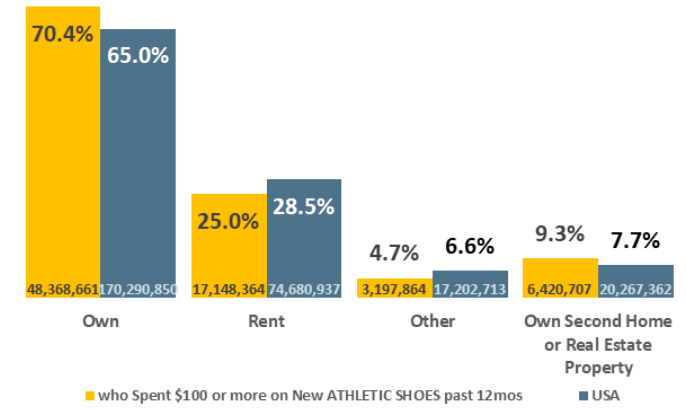
(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

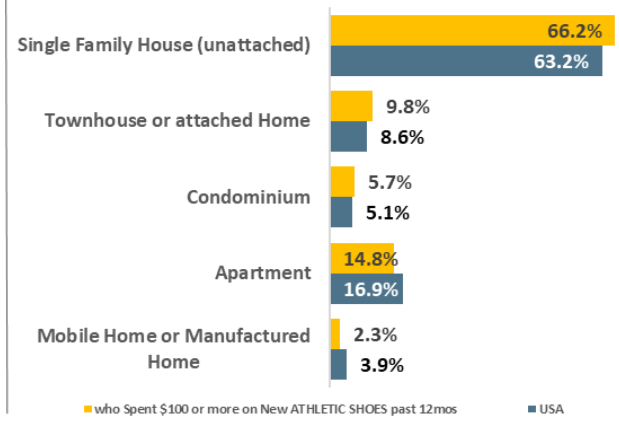
SNKRS USA

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

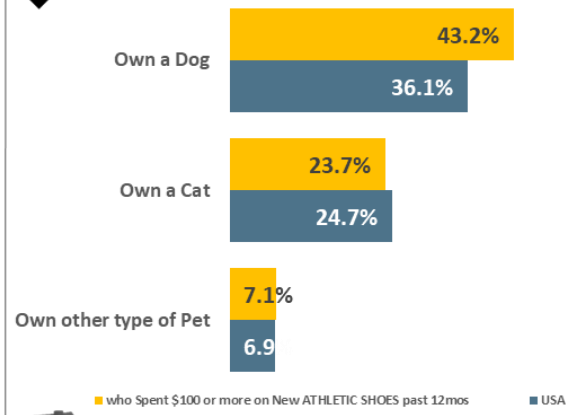
Own/Rent/Other: Adults 18 or older



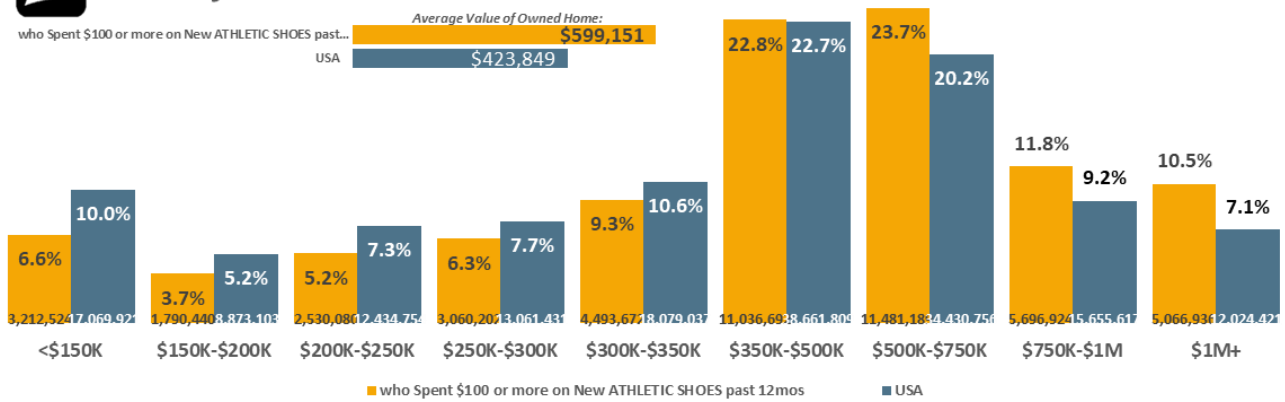
Type of Home: Adults 18 or older



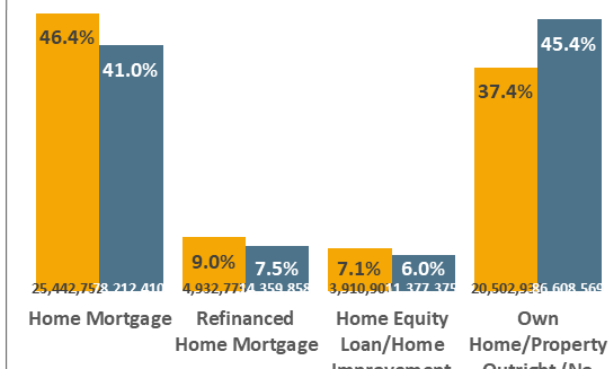
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



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

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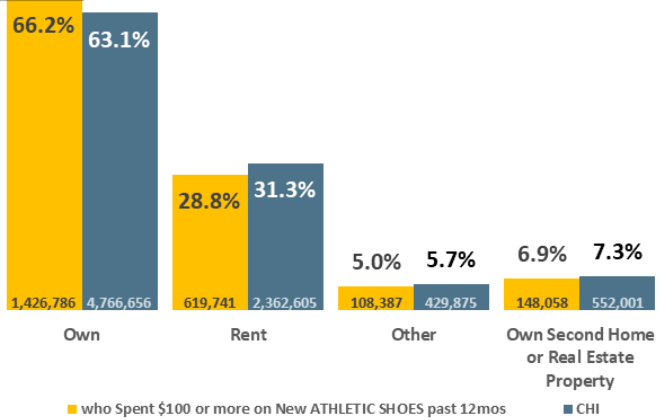
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,947

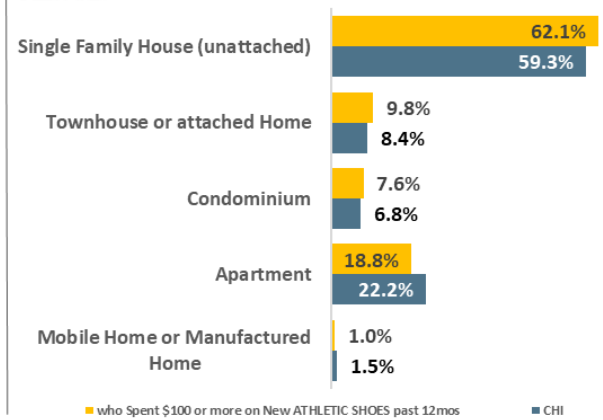
(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

28.5% or 2,154,914 of CHI DMA Adults 18 or older Spent $100 or more on New ATHLETIC SHOES past 12mos. Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos are 5.% more likely to own their home, 14.6% more likely to own a higher valued home, 4.8% more likely to have a single-family home, 26.2% more likely to have a dog.

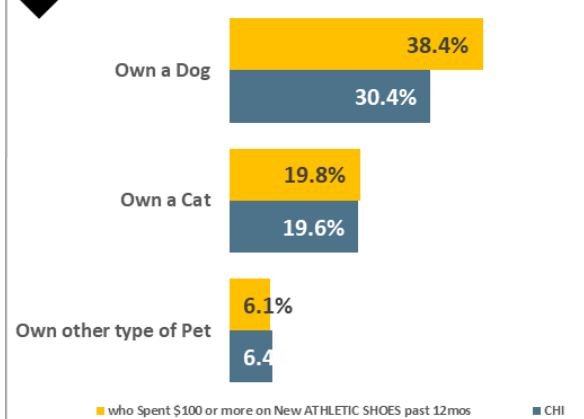
Own/Rent/Other: Adults 18 or older



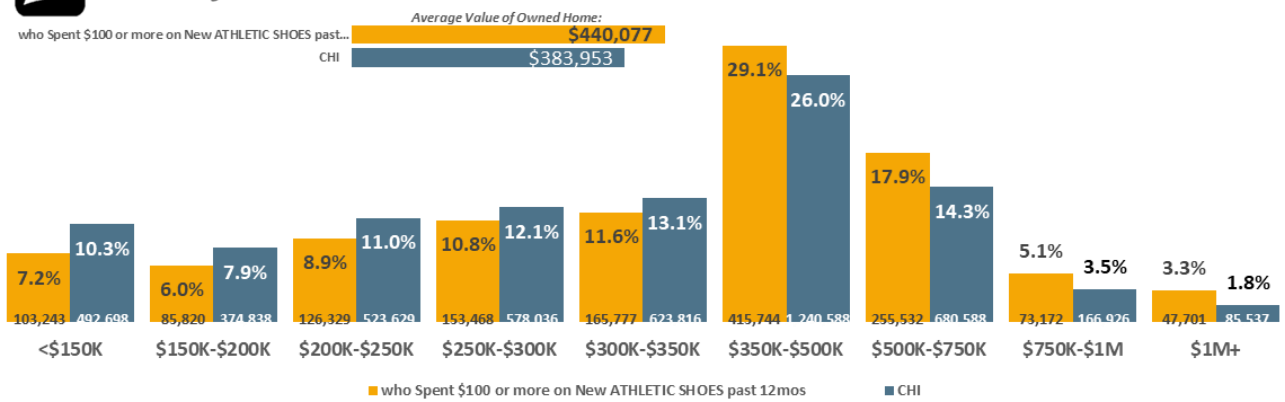
Type of Home: Adults 18 or older



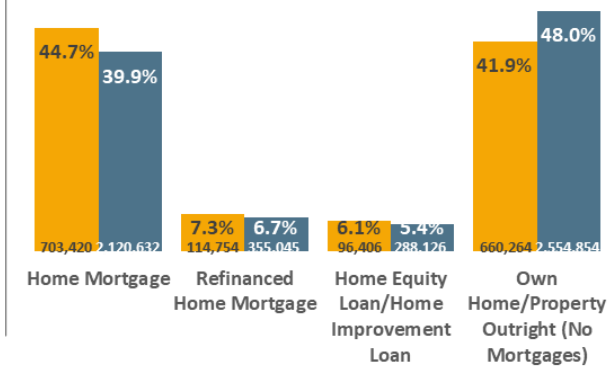
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,113

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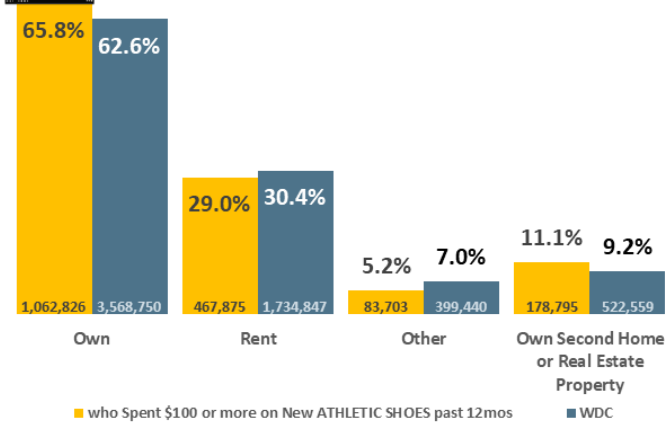
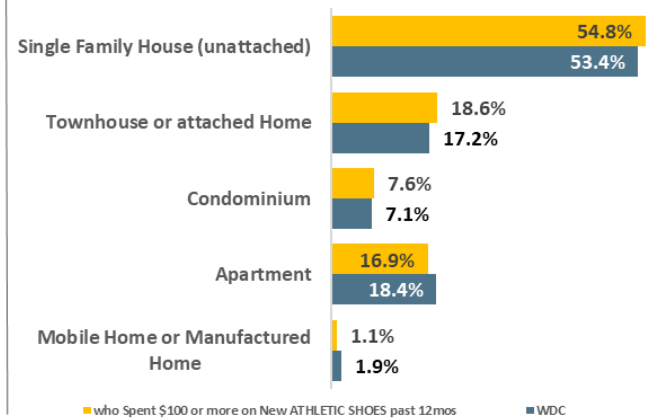
(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

28.3% or 1,614,404 of WDC DMA Adults 18 or older Spent $100 or more on New ATHLETIC SHOES past 12mos. Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos are 5.2% more likely to own their home, 16.6% more likely to own a higher valued home, 2.5% more likely to have a single-family home, 26.1% more likely to have a dog.

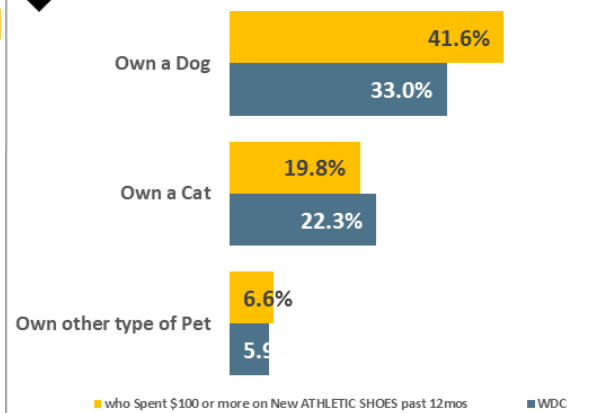
Own/Rent/Other: Adults 18 or older



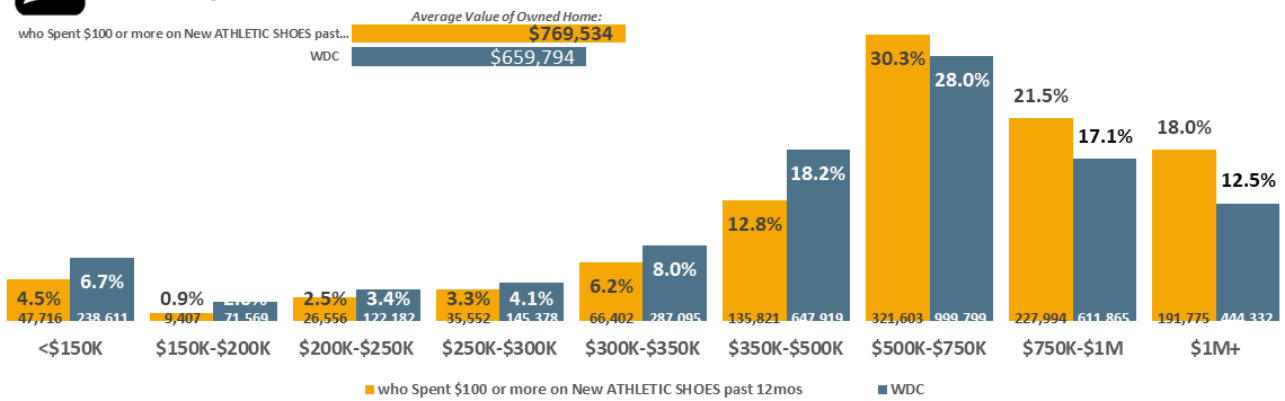
Type of Home: Adults 18 or older



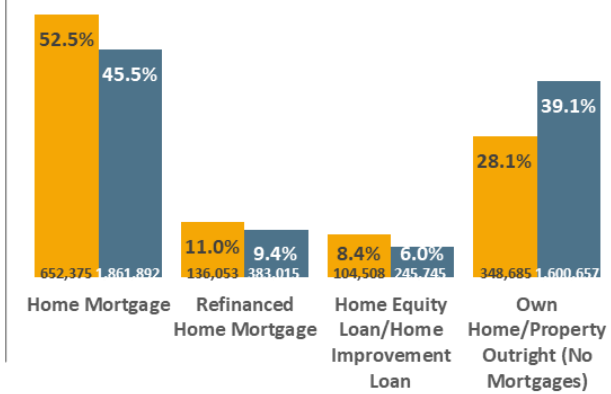
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 1,771

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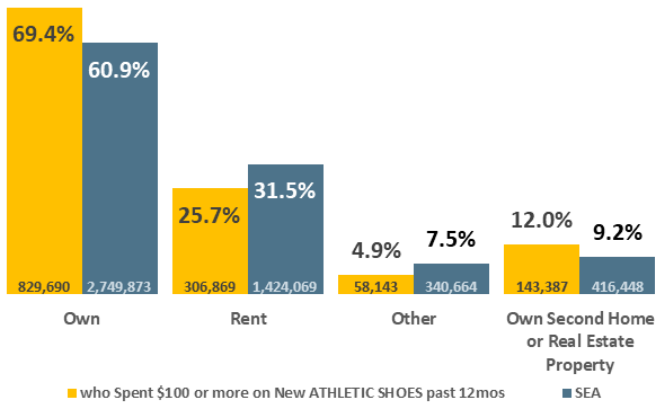
(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

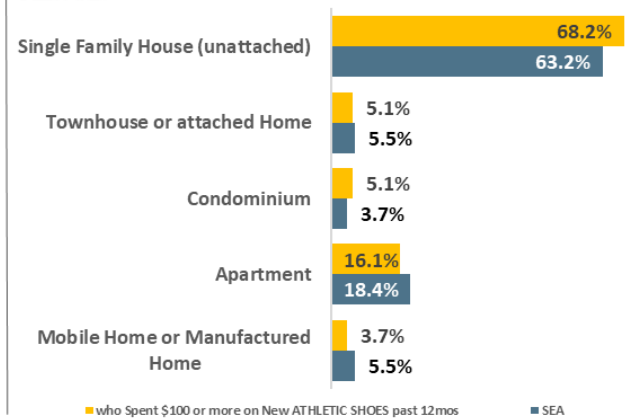
SNKRS SEA

26.5% or 1,194,702 of SEA DMA Adults 18 or older Spent $100 or more on New ATHLETIC SHOES past 12mos. Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos are 14.% more likely to own their home, 19.% more likely to own a higher valued home, 7.9% more likely to have a single-family home, 14.3% more likely to have a dog.

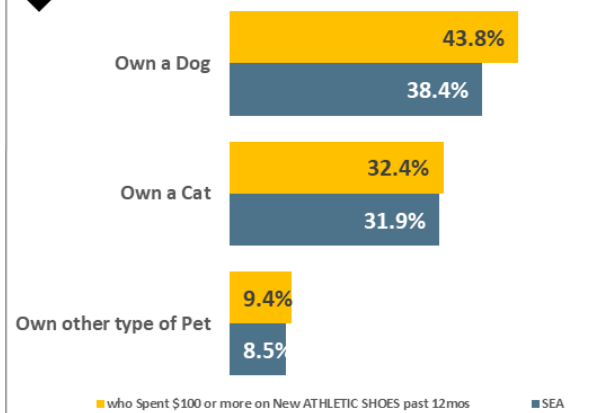
Own/Rent/Other: Adults 18 or older



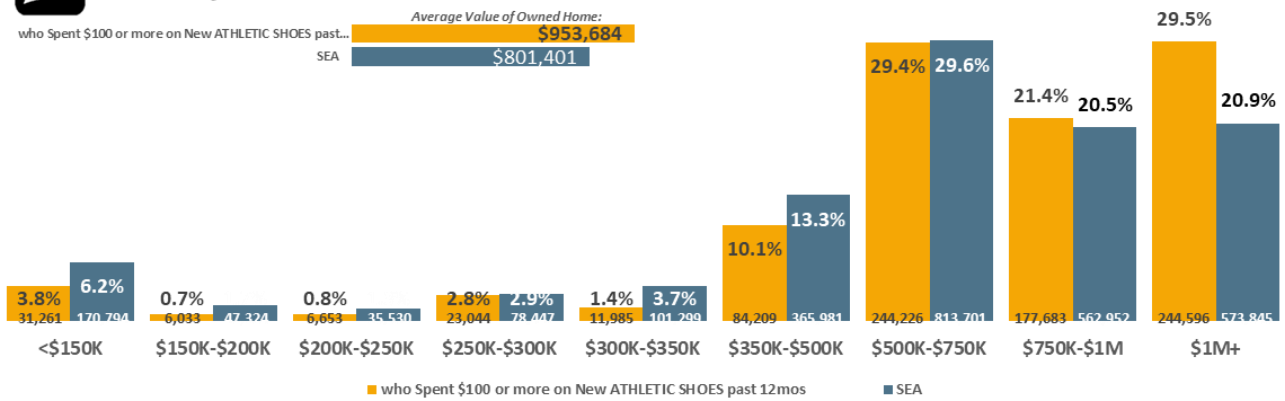
Type of Home: Adults 18 or older



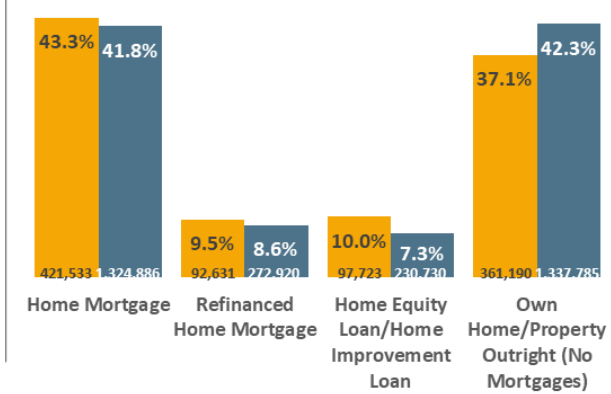
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,068

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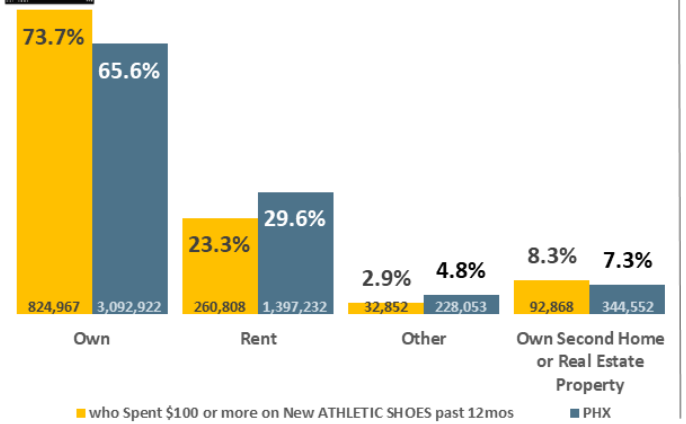
(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

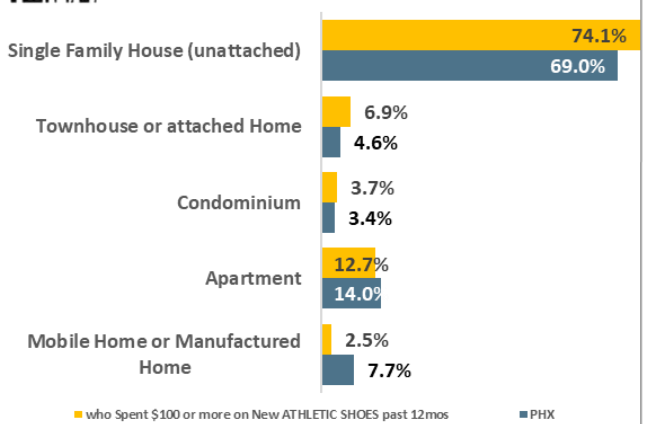
SNKRS PHX

23.7% or 1,118,627 of PHX DMA Adults 18 or older Spent $100 or more on New ATHLETIC SHOES past 12mos. Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos are 12.5% more likely to own their home, 16.9% more likely to own a higher valued home, 7.4% more likely to have a single-family home, 7.4% more likely to have a dog.

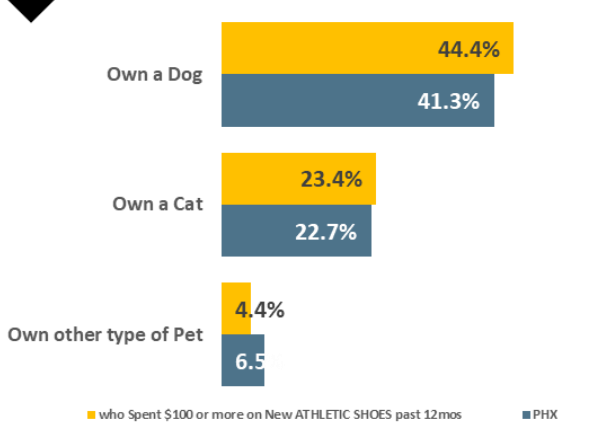
Own/Rent/Other: Adults 18 or older



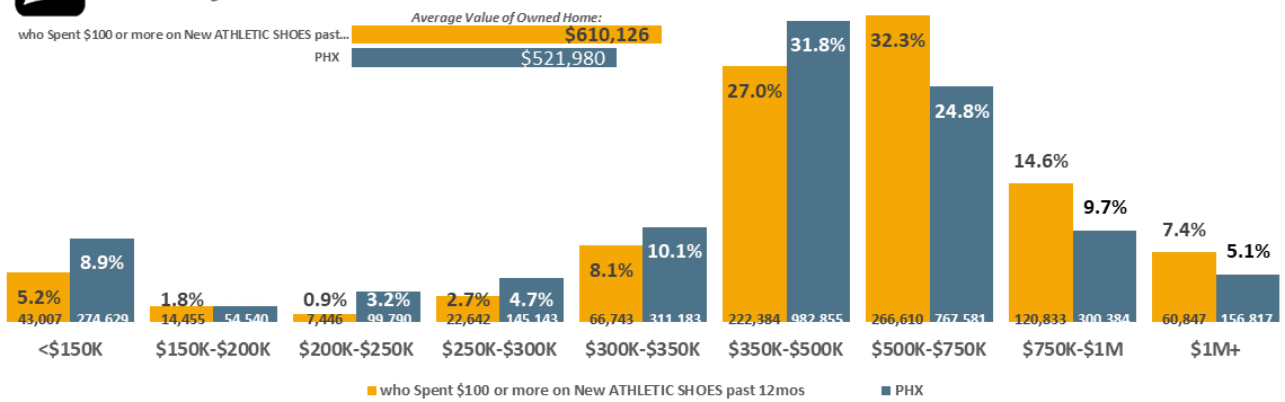
Type of Home: Adults 18 or older



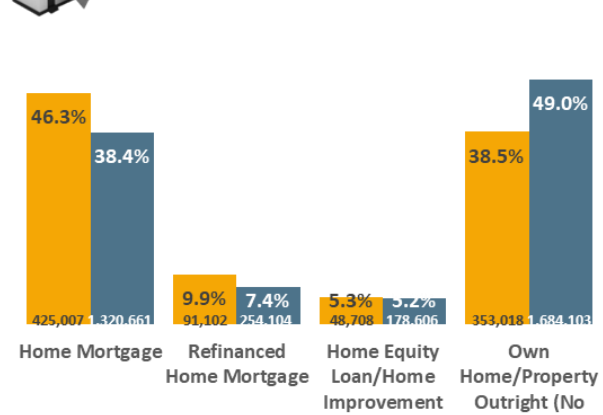
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 585

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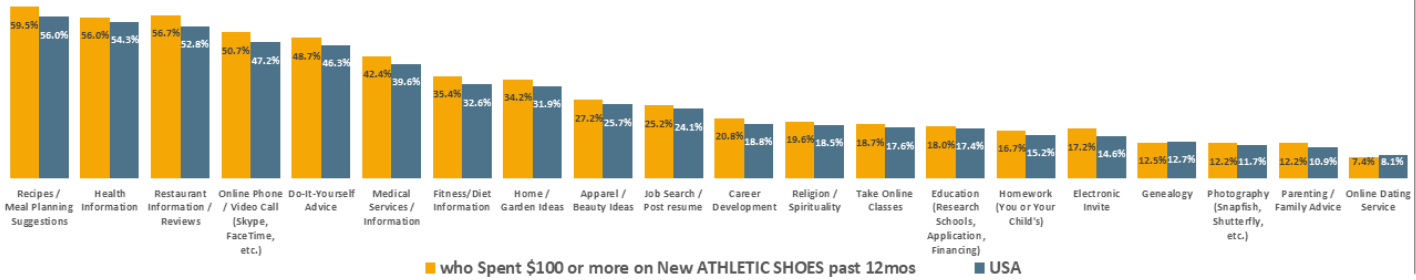
(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

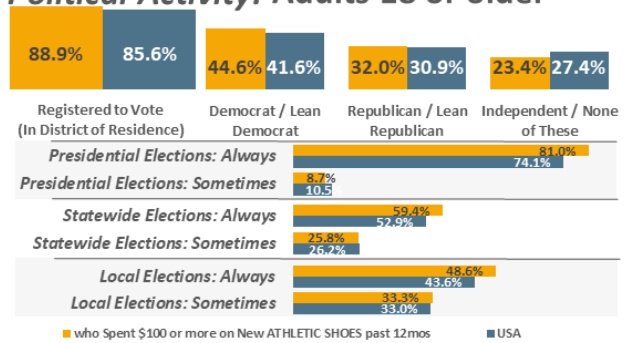
SNKRS USA

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

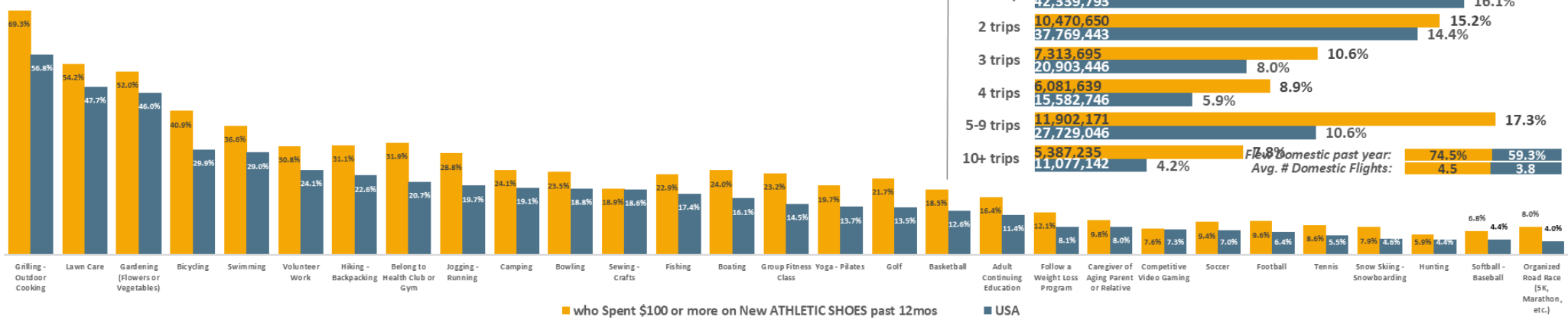
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

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

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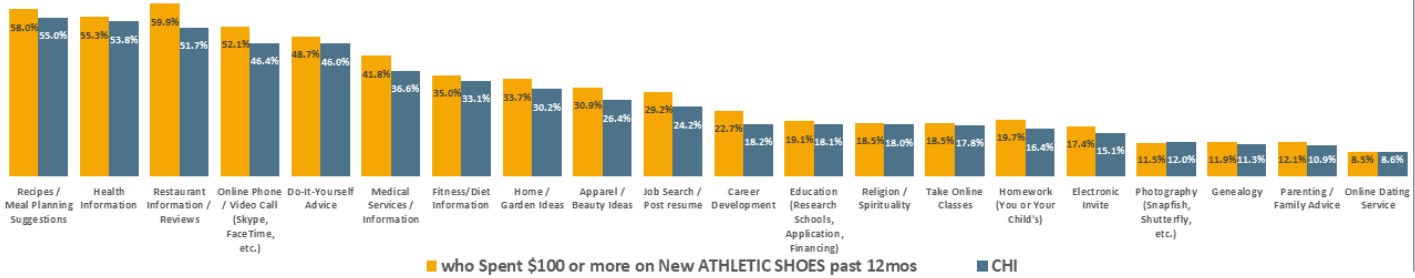
USA Projection *Scarborough R1 2025: Feb24-Mar25* *Qual Intab* *24,947*

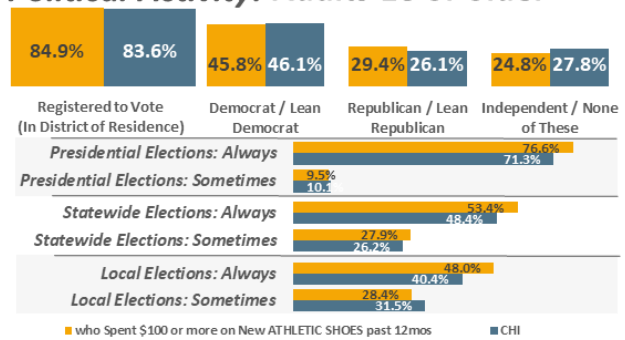
(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

28.5% or 2,154,914 of CHI DMA Adults 18 or older Spent $100 or more on New ATHLETIC SHOES past 12mos. Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos are 5.8% more likely to look up D-I-Y advice online, 18.7% more likely to always vote in local elections, 59.% more likely to belong to a gym, 24.2% more likely to fly domestic pas

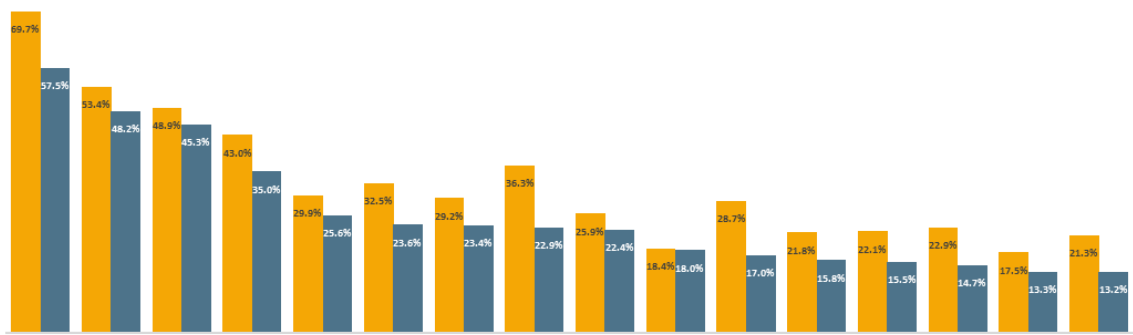
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



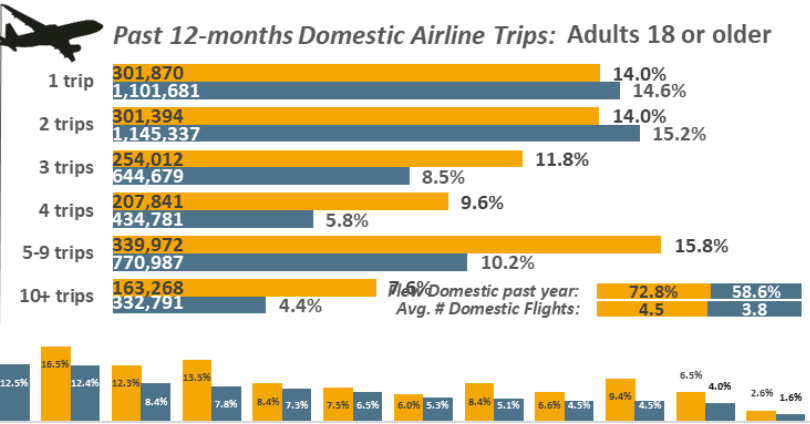
Political Activity: Adults 18 or older



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



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



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,113

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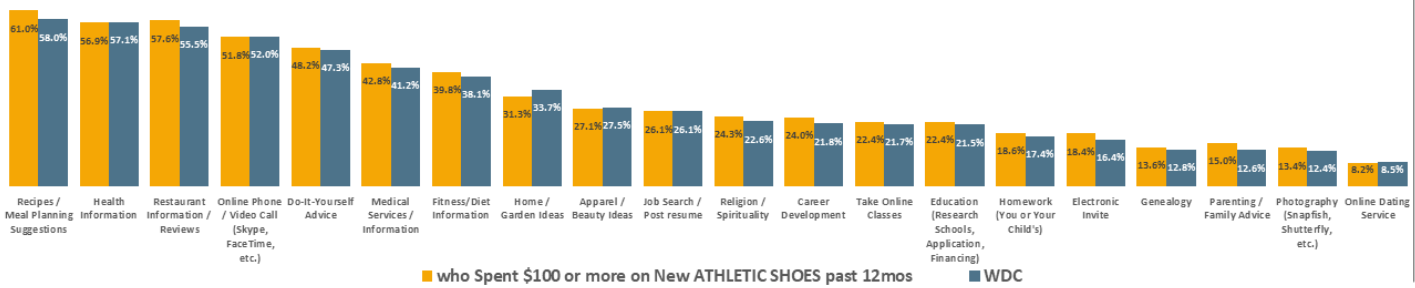
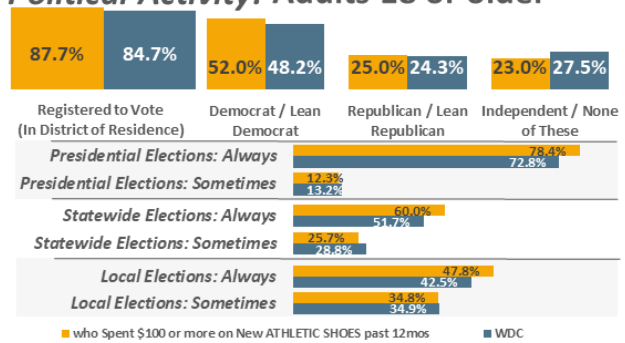
(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

28.3% or 1,614,404 of WDC DMA Adults 18 or older Spent $100 or more on New ATHLETIC SHOES past 12mos. Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos are 1.8% more likely to look up D-I-Y advice online, 12.4% more likely to always vote in local elections, 43.3% more likely to belong to a gym, 22.% more likely to fly domestic pas

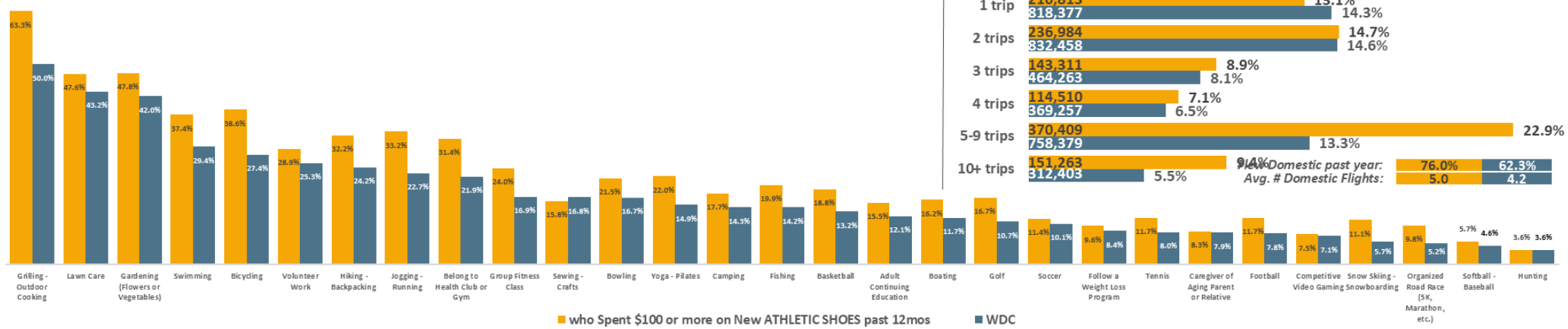
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 1,771

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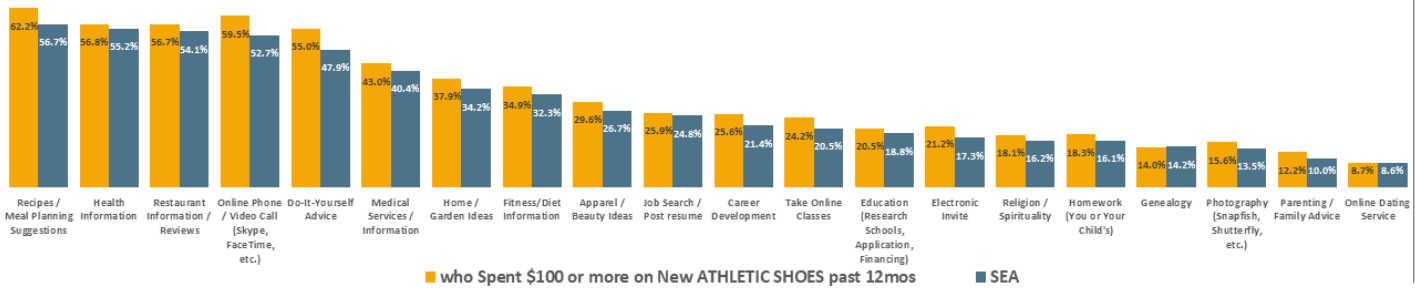
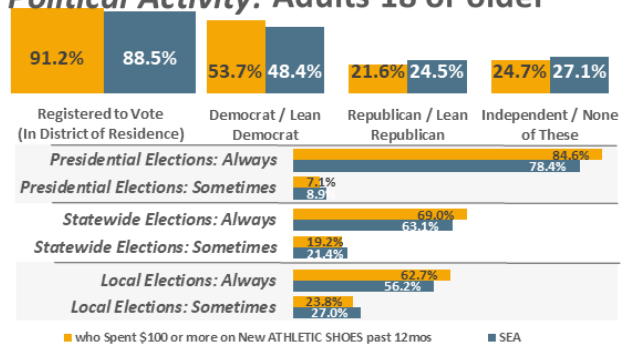
(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

26.5% or 1,194,702 of SEA DMA Adults 18 or older Spent $100 or more on New ATHLETIC SHOES past 12mos. Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos are 14.8% more likely to look up D-I-Y advice online, 11.5% more likely to always vote in local elections, 47.9% more likely to belong to a gym, 26.2% more likely to fly domestic p

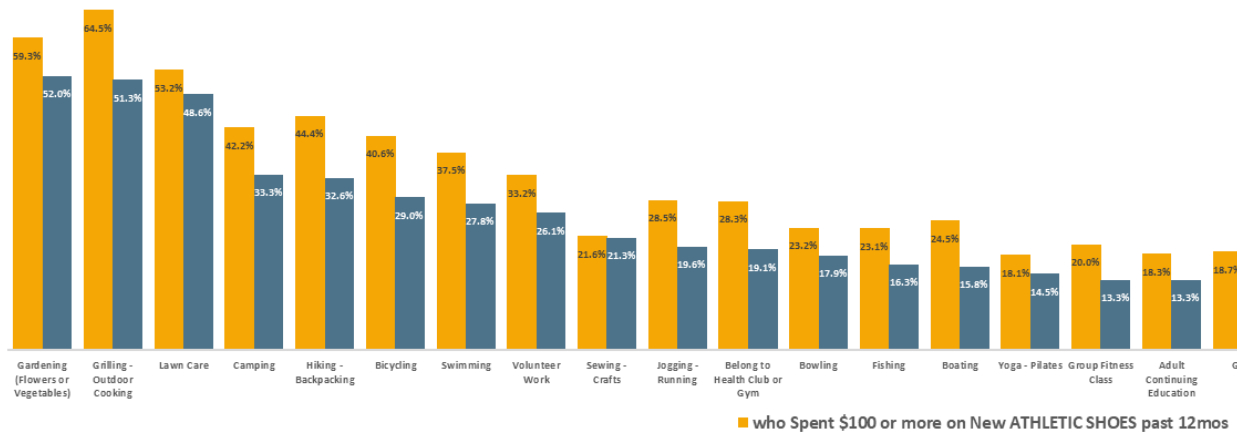
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



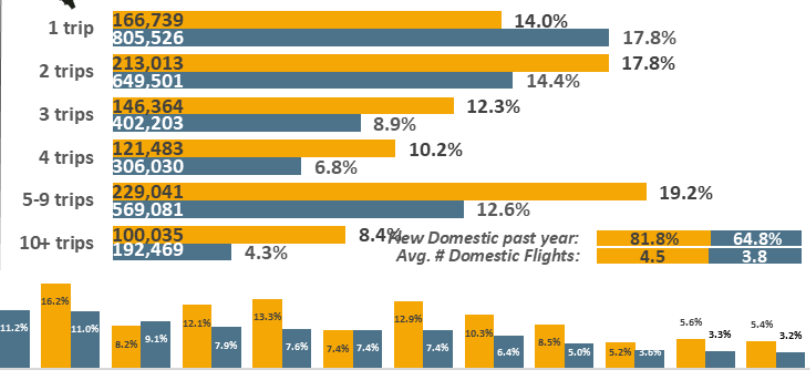
Political Activity: Adults 18 or older



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



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



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,068

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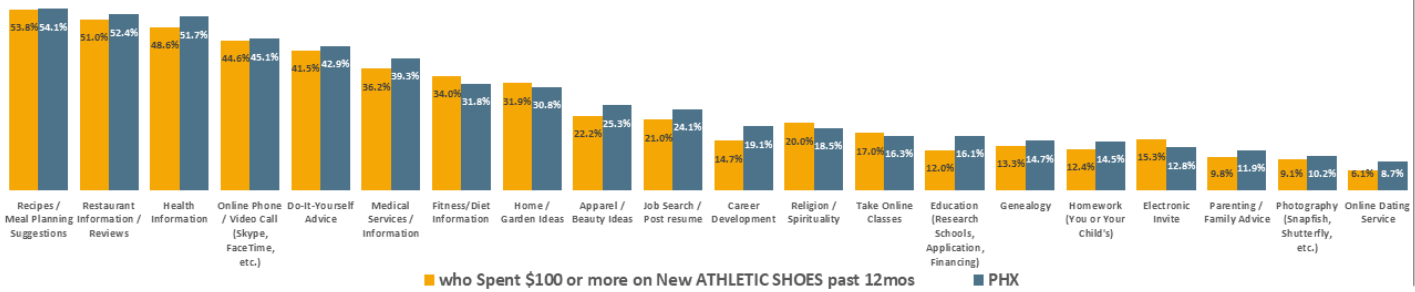
(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

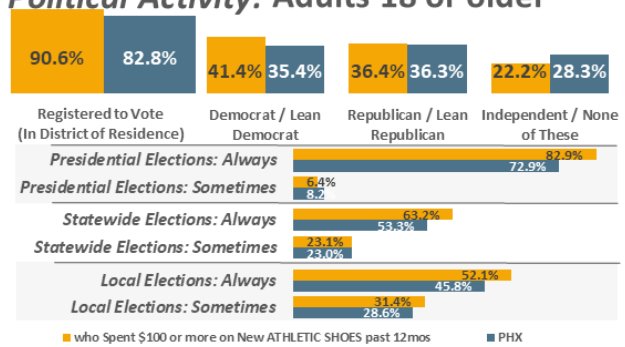
SNKRS PHX

23.7% or 1,118,627 of PHX DMA Adults 18 or older Spent $100 or more on New ATHLETIC SHOES past 12mos. Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos are 3.2% less likely to look up D-I-Y advice online, 13.7% more likely to always vote in local elections, 58.6% more likely to belong to a gym, 27.6% more likely to fly domestic pa

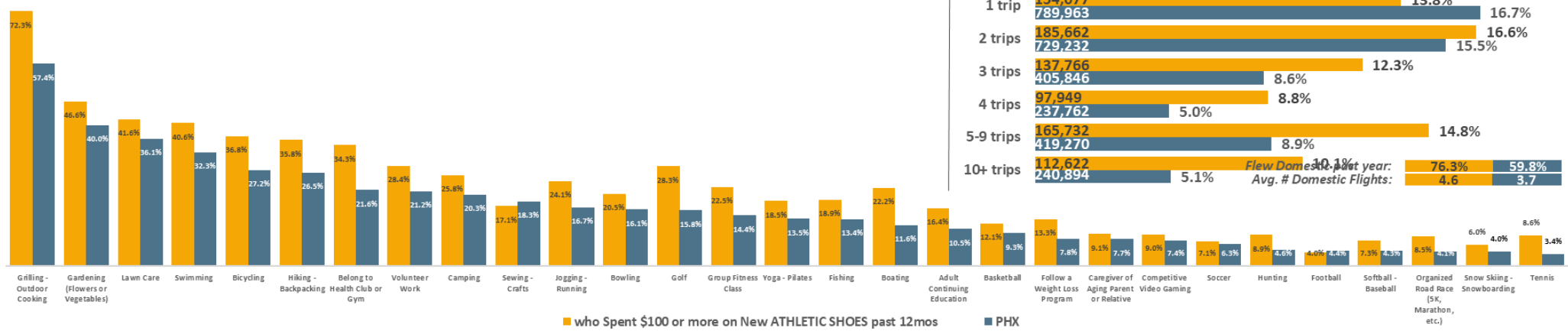
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 585

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

SNKRS USA

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

Past 30-days QSR Users: Adults 18 or older



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

Avg. Monthly QSR Meals:
6.6 6.1

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



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

Avg. Monthly Sit-Down Restaurant Meals:
4.3 3.9

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

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

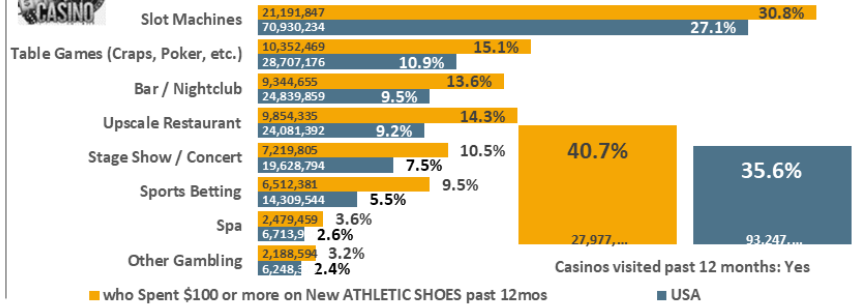
USA [illegible] 19.8%

Drank Past 30-days: Adults 18 or older



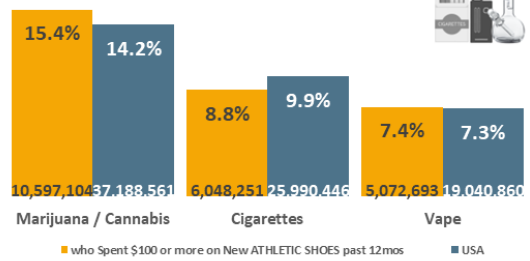
Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older





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

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

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

28.5% or 2,154,914 of CHI DMA Adults 18 or older Spent $100 or more on New ATHLETIC SHOES past 12mos. Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos are 6.2% more likely to use QSRs past mo., 8.9% more likely to use Sit-Down Restaurants past mo., 18.7% more likely to use Casinos past yr., 13.8% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:

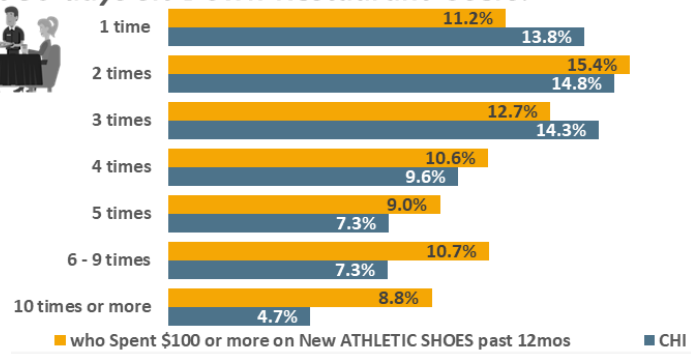


Avg. Monthly QSR Meals:

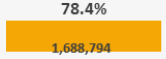


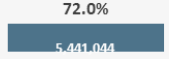
Past 30-days Sit-Down Restaurant Users: Adults 18 or older





Total Monthly Sit-Down Restaurant Users:





Avg. Monthly Sit-Down Restaurant Meals:

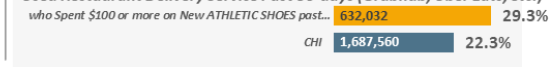


Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

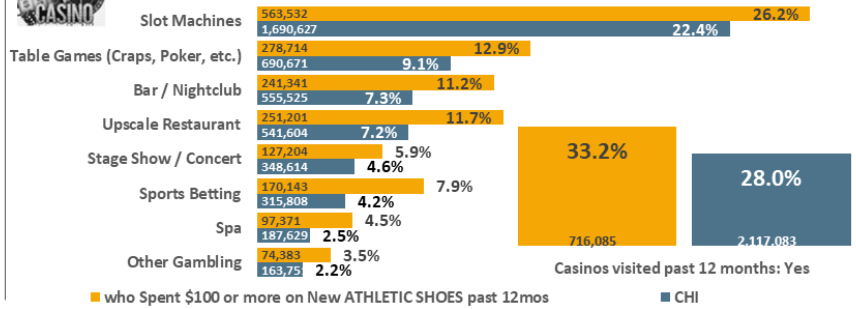


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,113

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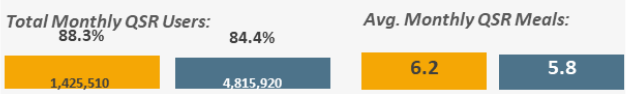
(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

SNKRS WDC

28.3% or 1,614,404 of WDC DMA Adults 18 or older Spent $100 or more on New ATHLETIC SHOES past 12mos. Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos are 4.6% more likely to use QSRs past mo., 12.8% more likely to use Sit-Down Restaurants past mo., 24.9% more likely to use Casinos past yr., 8.3% more likely to smoke cigarettes.

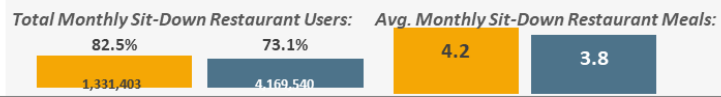
Past 30-days QSR Users: Adults 18 or older





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





Top-10 Cuisines: Adults 18 or older

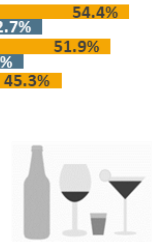
(Sit-Down Restaurants Used Past 30-days)



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

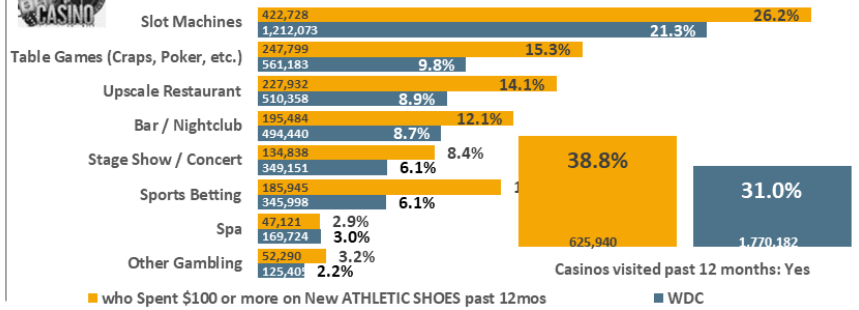
who Spent $100 or more on New ATHLETIC SHOES past...	502,138	31.1%
WDC	1,433,053	25.1%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 1,771

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

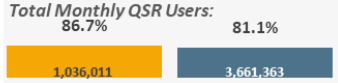
SNKRS SEA

26.5% or 1,194,702 of SEA DMA Adults 18 or older Spent $100 or more on New ATHLETIC SHOES past 12mos. Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos are 6.9% more likely to use QSRs past mo., 16.9% more likely to use Sit-Down Restaurants past mo., 4.5% more likely to use Casinos past yr., 20.7% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



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



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:

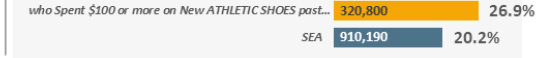


Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

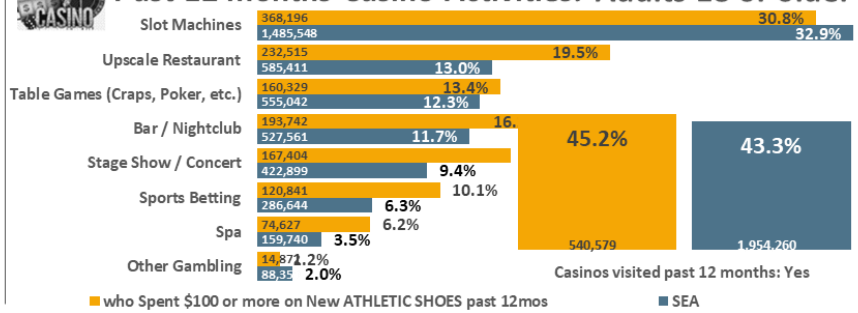


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,068

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

SNKRS PHX

23.7% or 1,118,627 of PHX DMA Adults 18 or older Spent $100 or more on New ATHLETIC SHOES past 12mos. Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos are 2.5% more likely to use QSRs past mo., 12.6% more likely to use Sit-Down Restaurants past mo., 2.7% more likely to use Casinos past yr., 17.4% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 88.6% 991,412 | 86.4% 4,078,176

Avg. Monthly QSR Meals: 6.6 | 7.0

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



Total Monthly Sit-Down Restaurant Users: 82.6% 924,431 | 73.4% 3,463,510

Avg. Monthly Sit-Down Restaurant Meals: 4.6 | 4.1

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

who Spent $100 or more on New ATHLETIC SHOES past... 186,345 16.7%

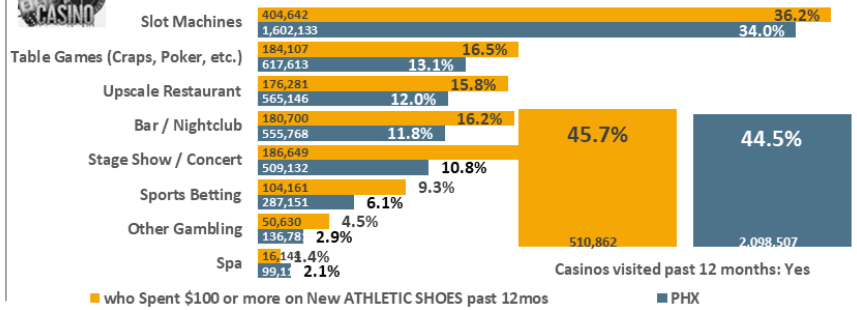
PHX 860,876 18.2%

Drank Past 30-days: Adults 18 or older



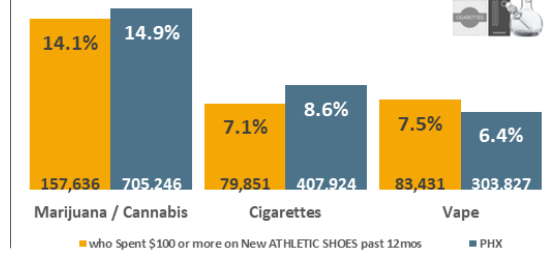
Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older





PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 585

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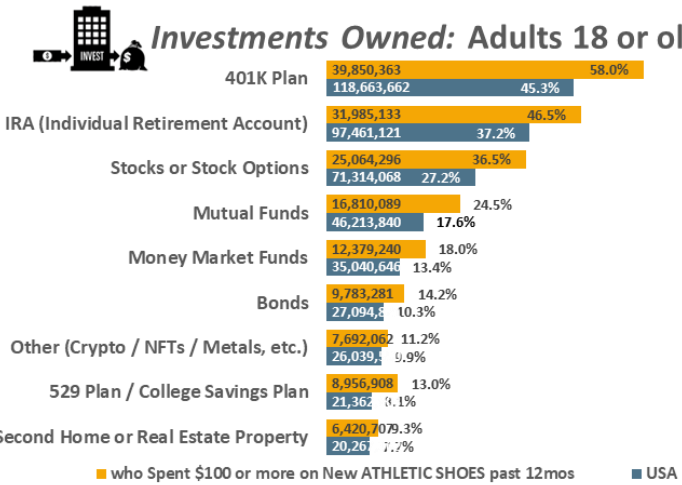
(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

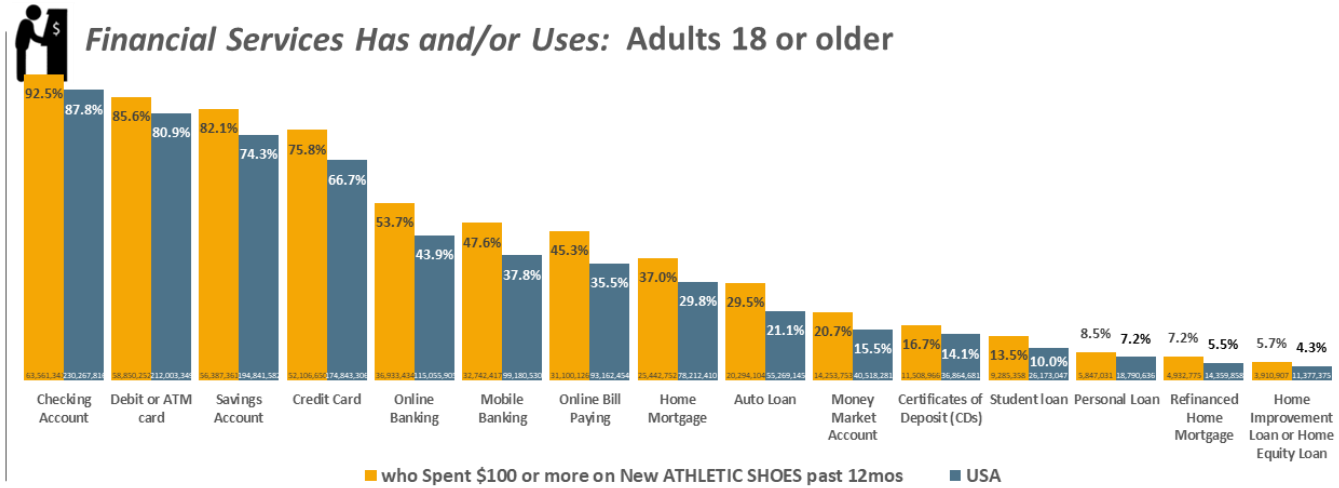
SNKRS USA

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

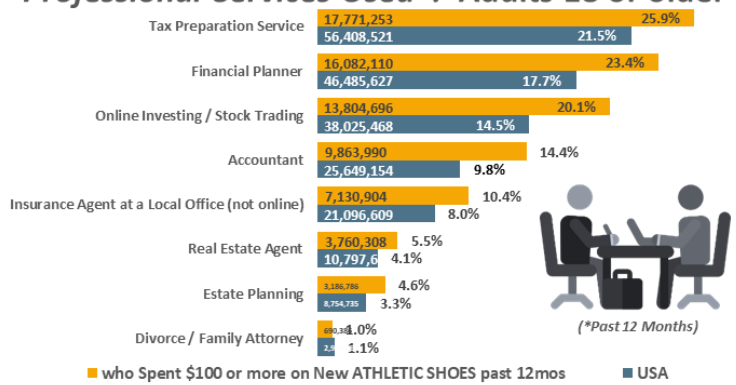
Investments Owned: Adults 18 or older



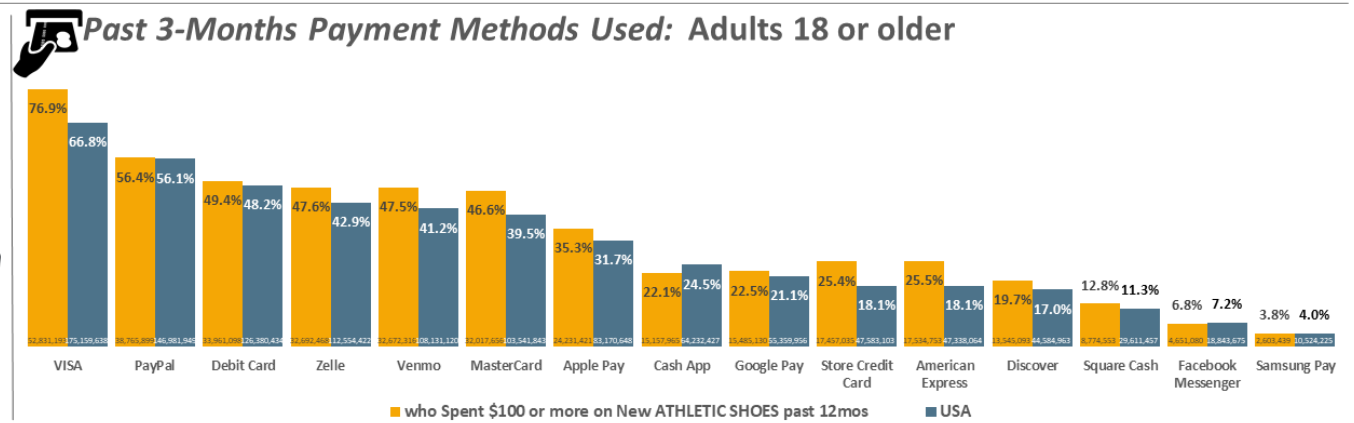
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



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

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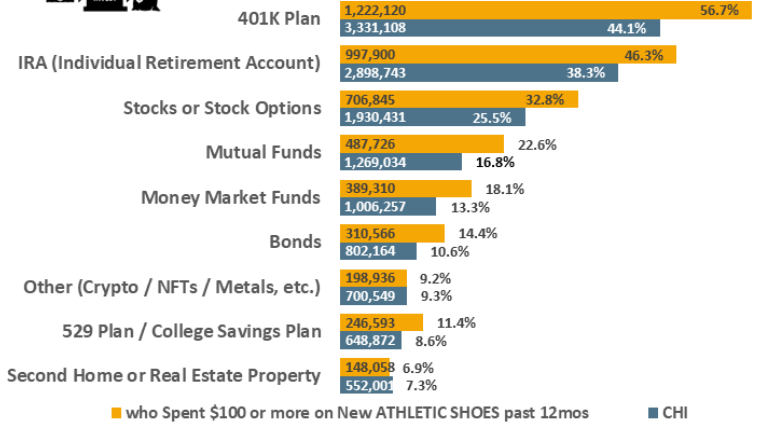
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,947

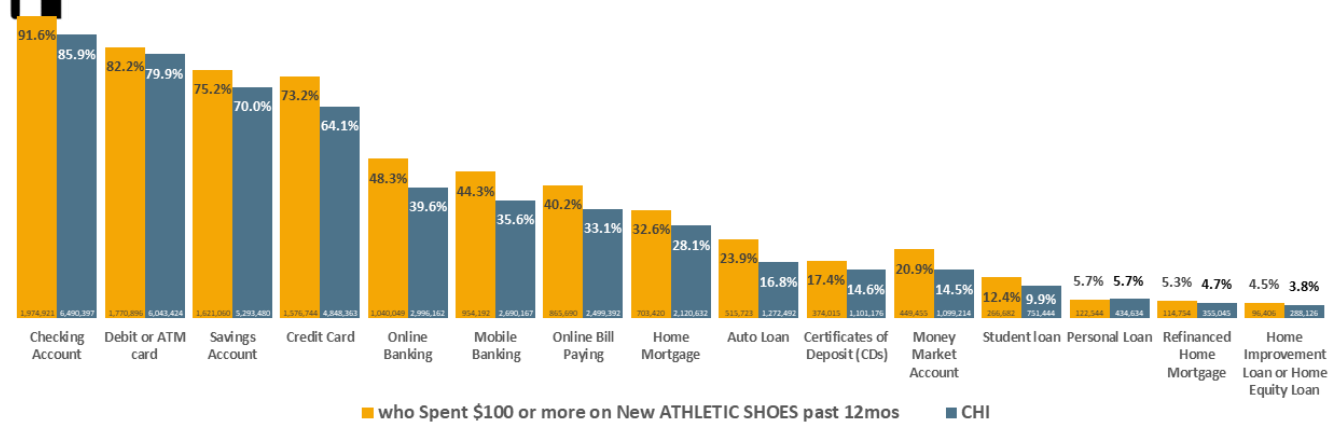
(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

28.5% or 2,154,914 of CHI DMA Adults 18 or older Spent $100 or more on New ATHLETIC SHOES past 12mos. Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos are 28.7% more likely to have a 401K, 42.2% more likely to have an Auto Loan, 39.% more likely to Invest/Trade Stocks Online, .3% less likely to pay with their Debit Card.

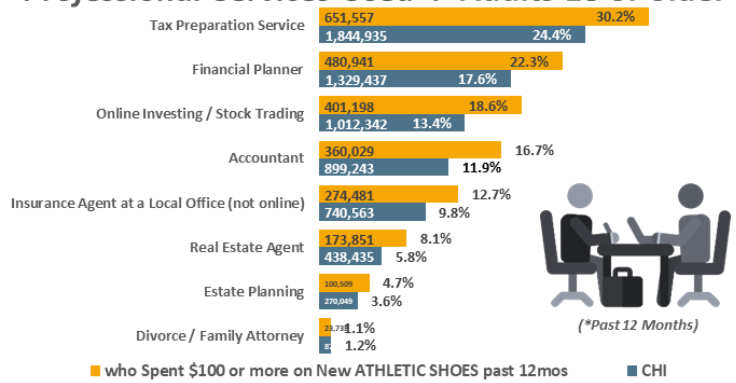
Investments Owned: Adults 18 or older



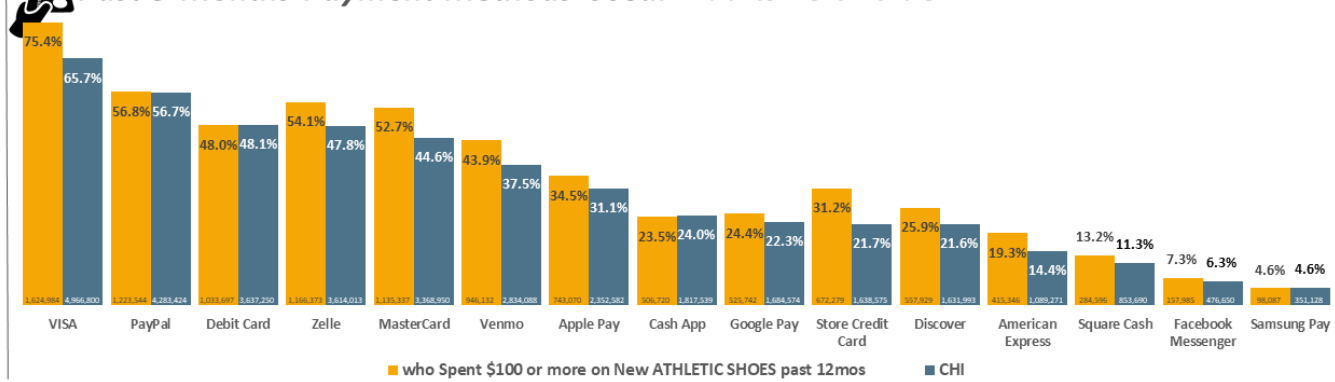
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,113

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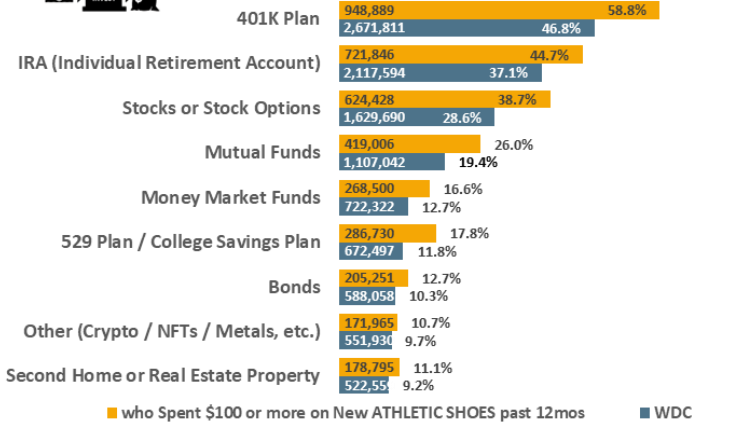
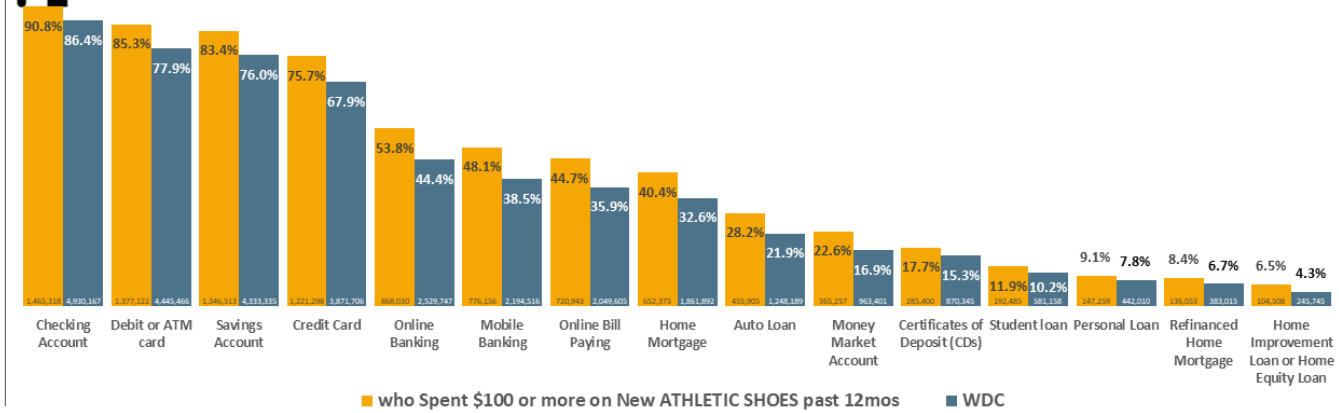
(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

28.3% or 1,614,404 of WDC DMA Adults 18 or older Spent $100 or more on New ATHLETIC SHOES past 12mos. Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos are 25.5% more likely to have a 401K, 29.% more likely to have an Auto Loan, 42.8% more likely to Invest/Trade Stocks Online, 3.1% more likely to pay with their Debit Card.

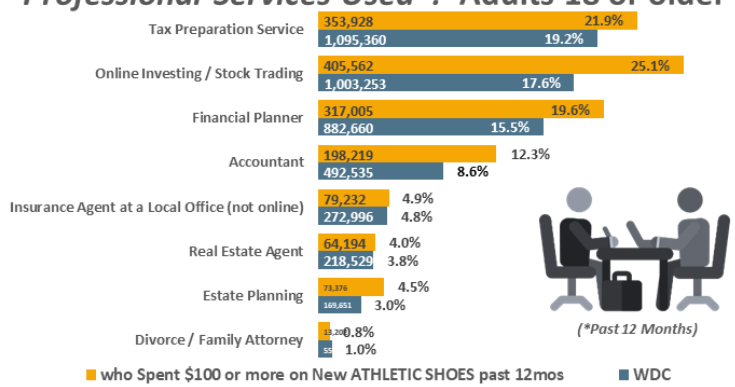
Investments Owned: Adults 18 or older



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

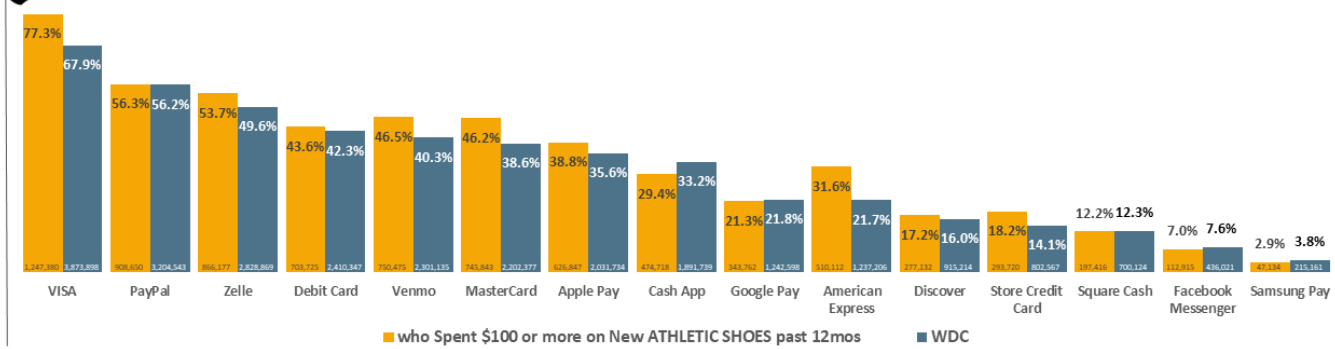


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 1,771

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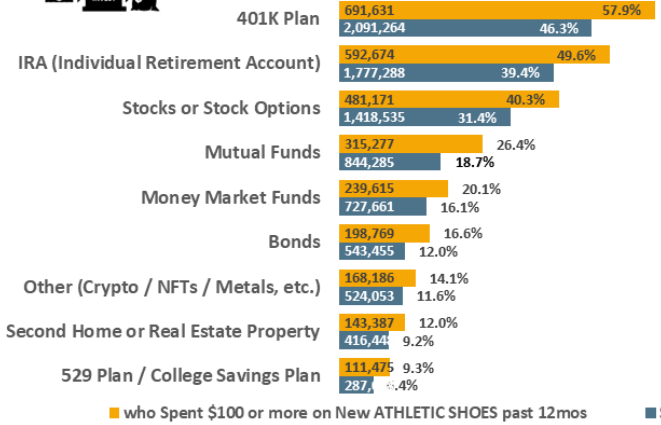
(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

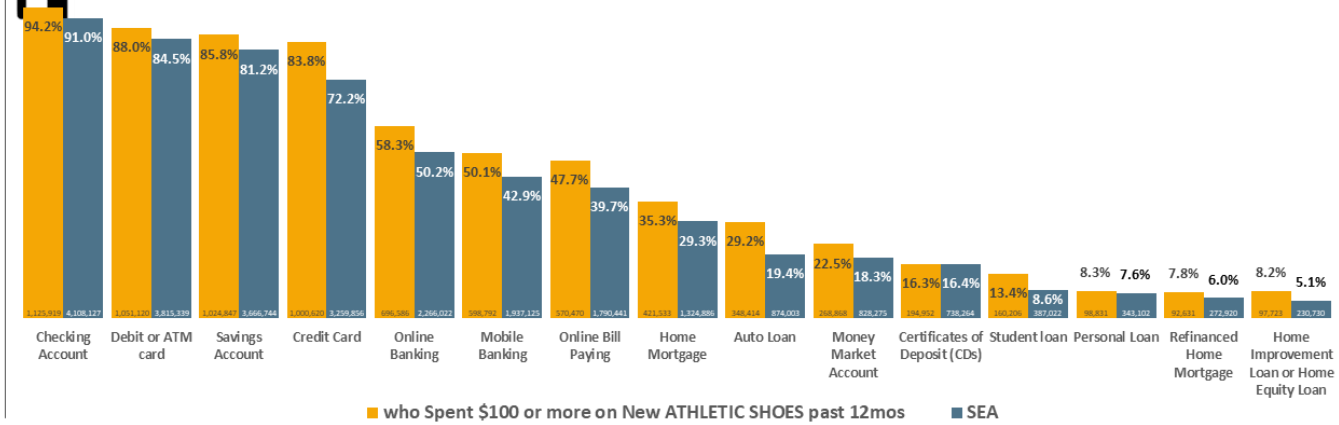
SNKRS SEA

26.5% or 1,194,702 of SEA DMA Adults 18 or older Spent $100 or more on New ATHLETIC SHOES past 12mos. Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos are 25.% more likely to have a 401K, 50.6% more likely to have an Auto Loan, 31.2% more likely to Invest/Trade Stocks Online, 1.3% less likely to pay with their Debit Card.

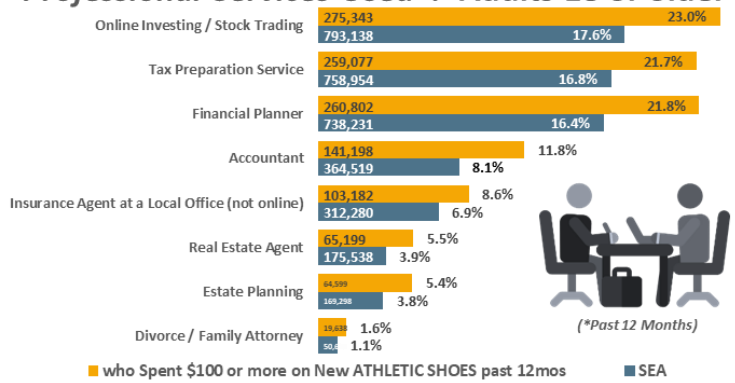
Investments Owned: Adults 18 or older



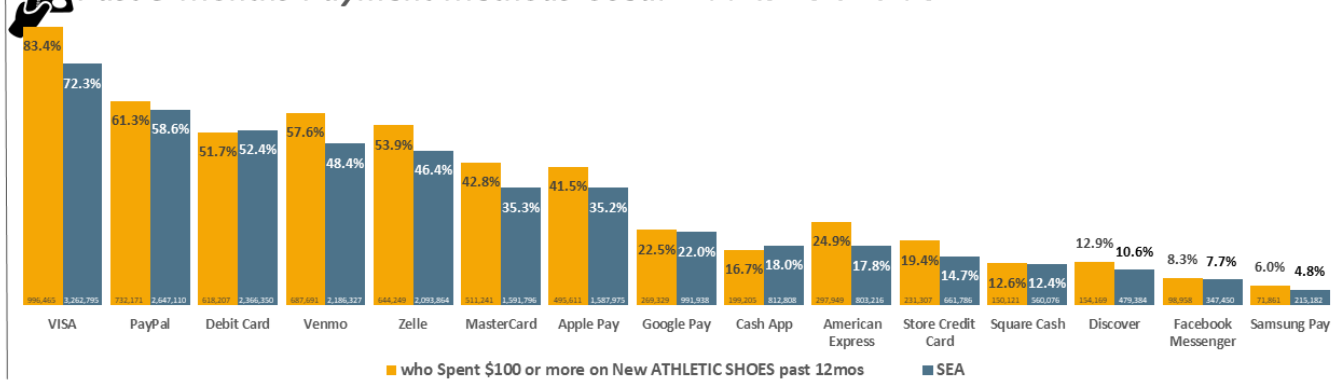
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,068

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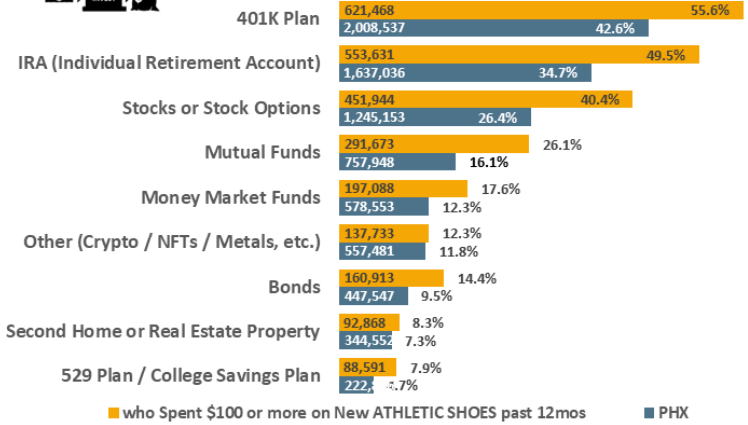
(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

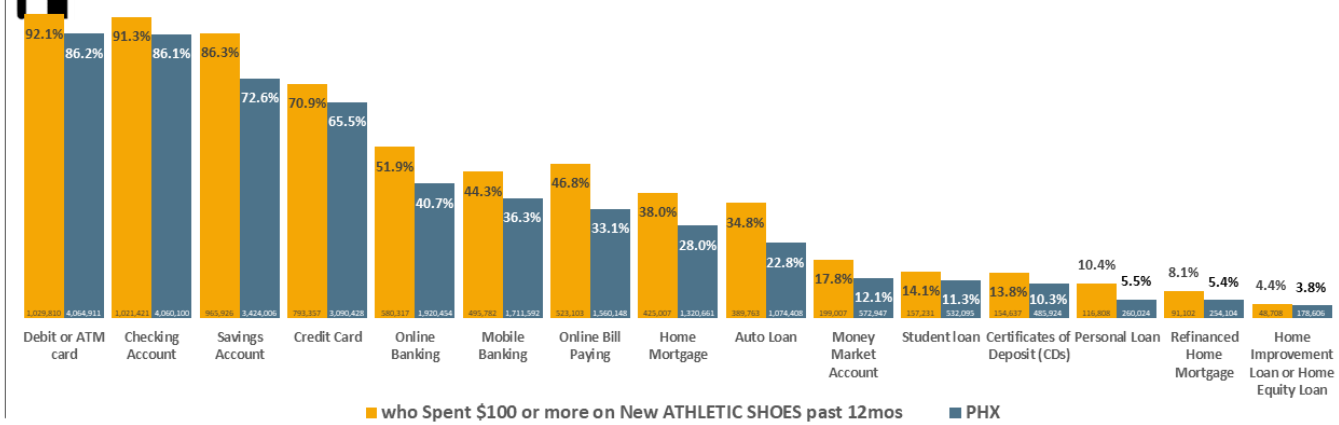
SNKRS PHX

23.7% or 1,118,627 of PHX DMA Adults 18 or older Spent $100 or more on New ATHLETIC SHOES past 12mos. Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos are 30.5% more likely to have a 401K, 53.% more likely to have an Auto Loan, 39.2% more likely to Invest/Trade Stocks Online, 14.4% more likely to pay with their Debit Card.

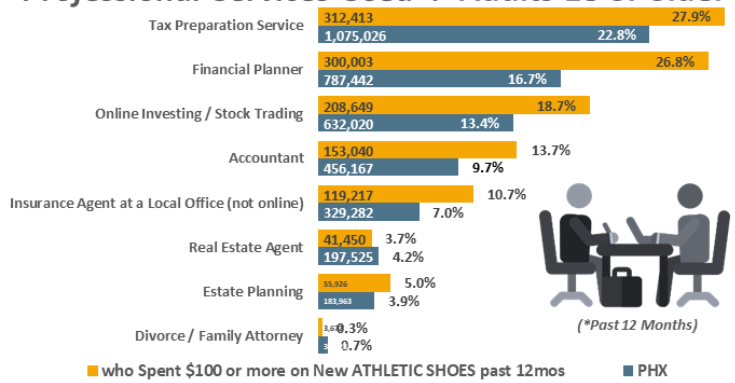
Investments Owned: Adults 18 or older



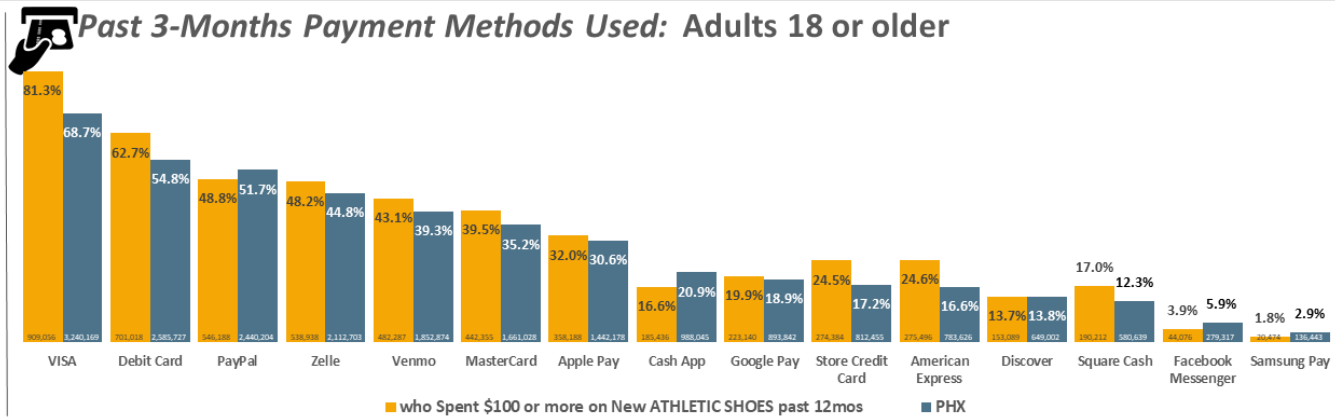
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 585

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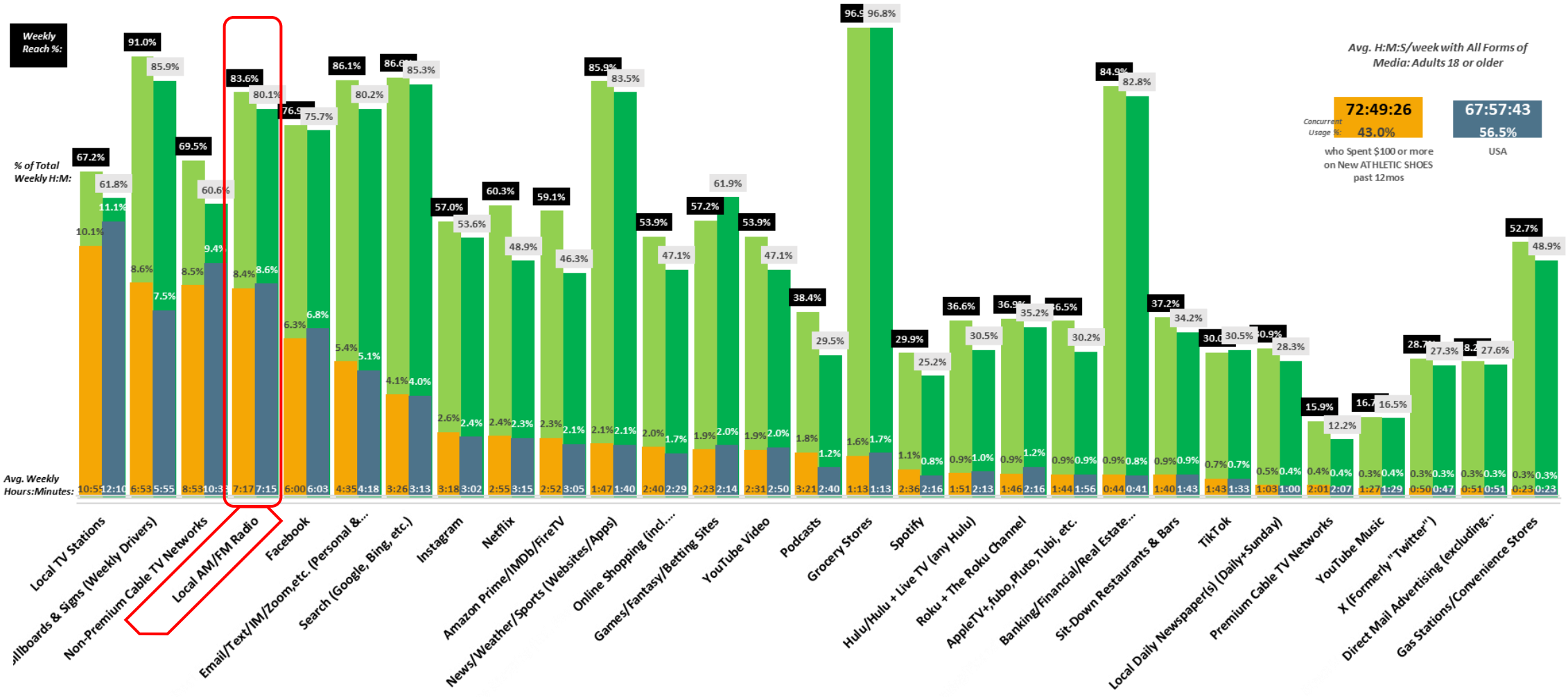
(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

SNKRS USA

Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos spend an average of 3 days, 0 hours, 49 minutes and 26 seconds each week with All Forms of Media.

83.6% of Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos spend an avg. of 7 hours and 17 minutes each week listening to All Local AM/FM Radio, representing 8.4% of total time spent with all forms of Media.



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

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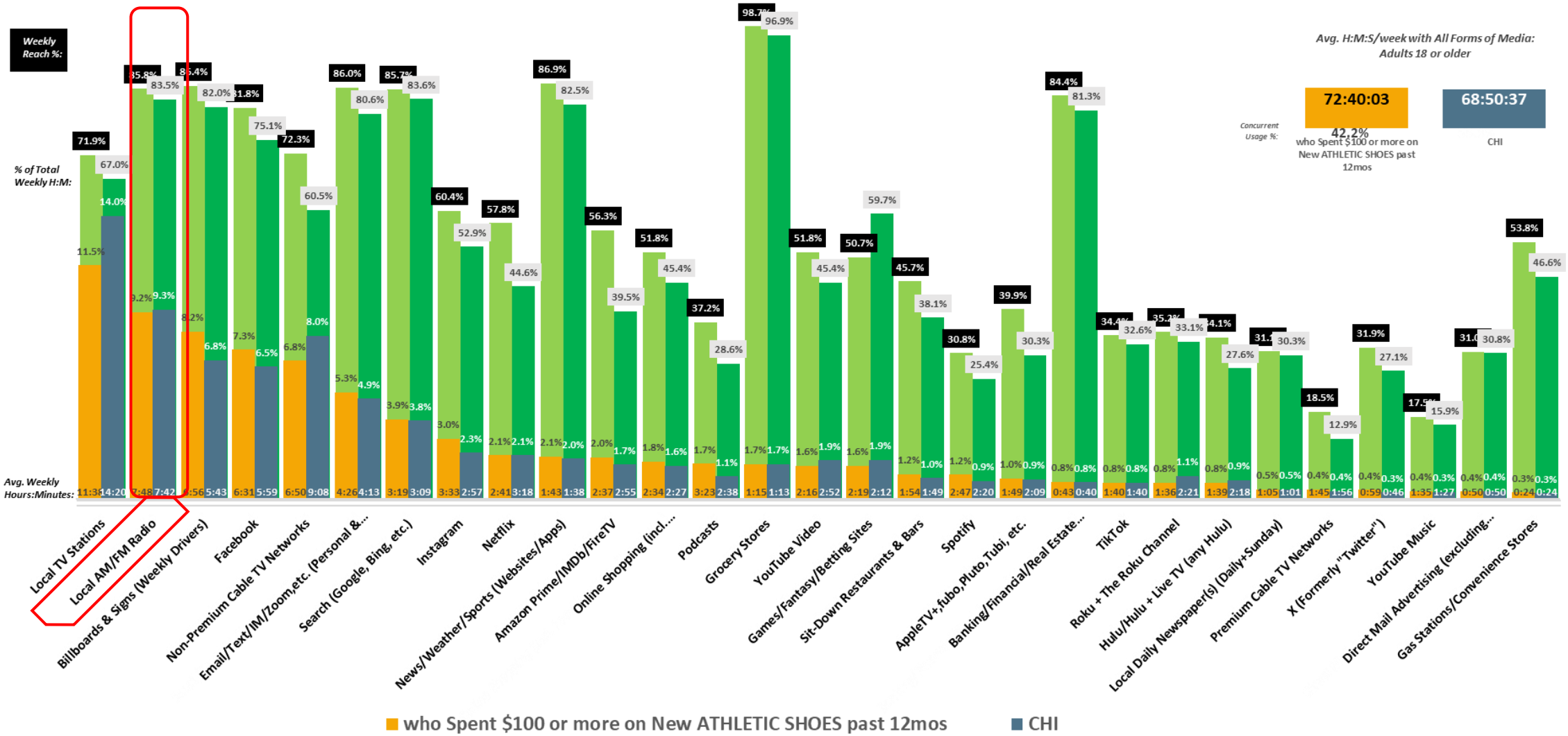
(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

SNKRS CHI

Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos spend an average of 3 days, 0 hours, 40 minutes and 3 seconds each week with All Forms of Media.

85.8% of Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos spend an avg. of 7 hours and 48 minutes each week listening to All Local AM/FM Radio, representing 9.2% of total time spent with all forms of Media.



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,113 CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,846

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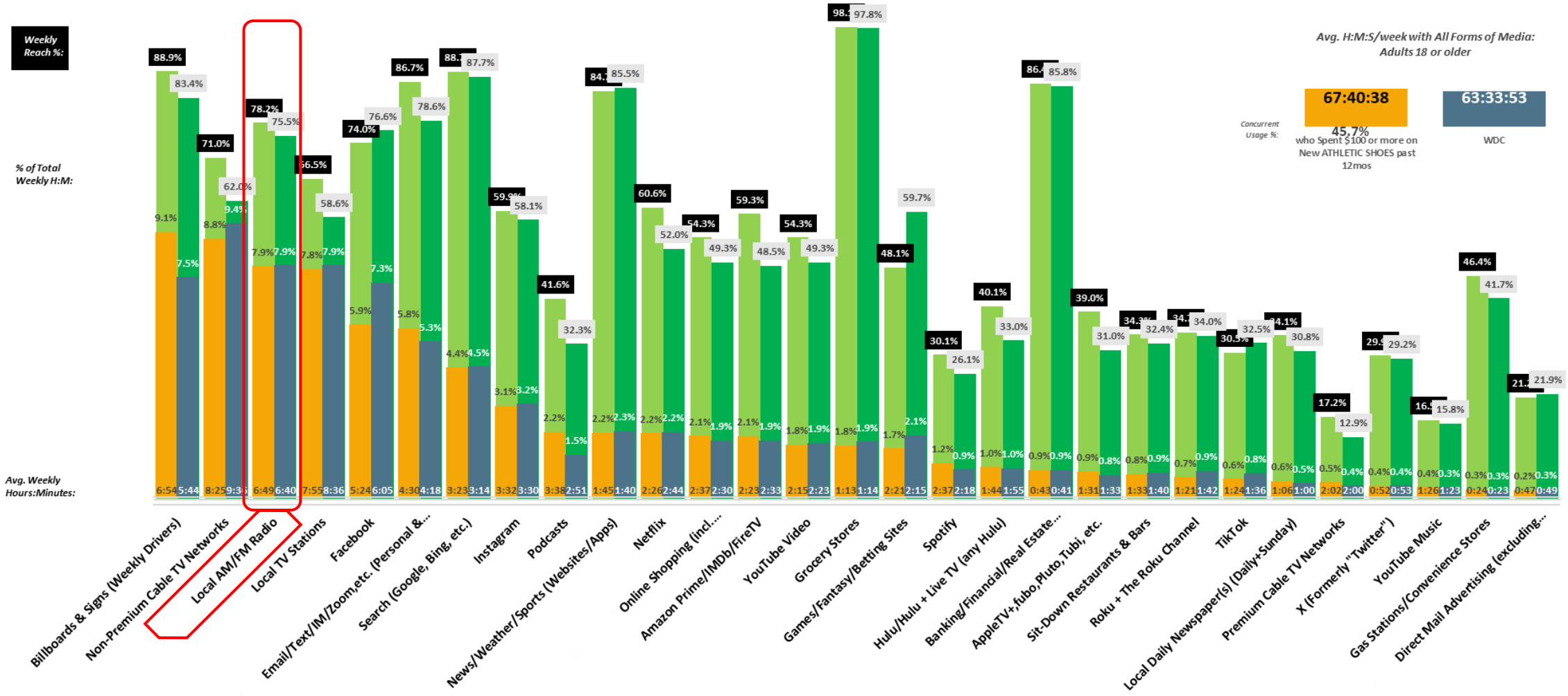
(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos spend an average of 2 days, 19 hours, 40 minutes and 38 seconds each week with All Forms of Media.

78.2% of Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos spend an avg. of 6 hours and 49 minutes each week listening to All Local AM/FM Radio, representing 7.9% of total time spent with all forms of Media.



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 1,771 WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 5,857

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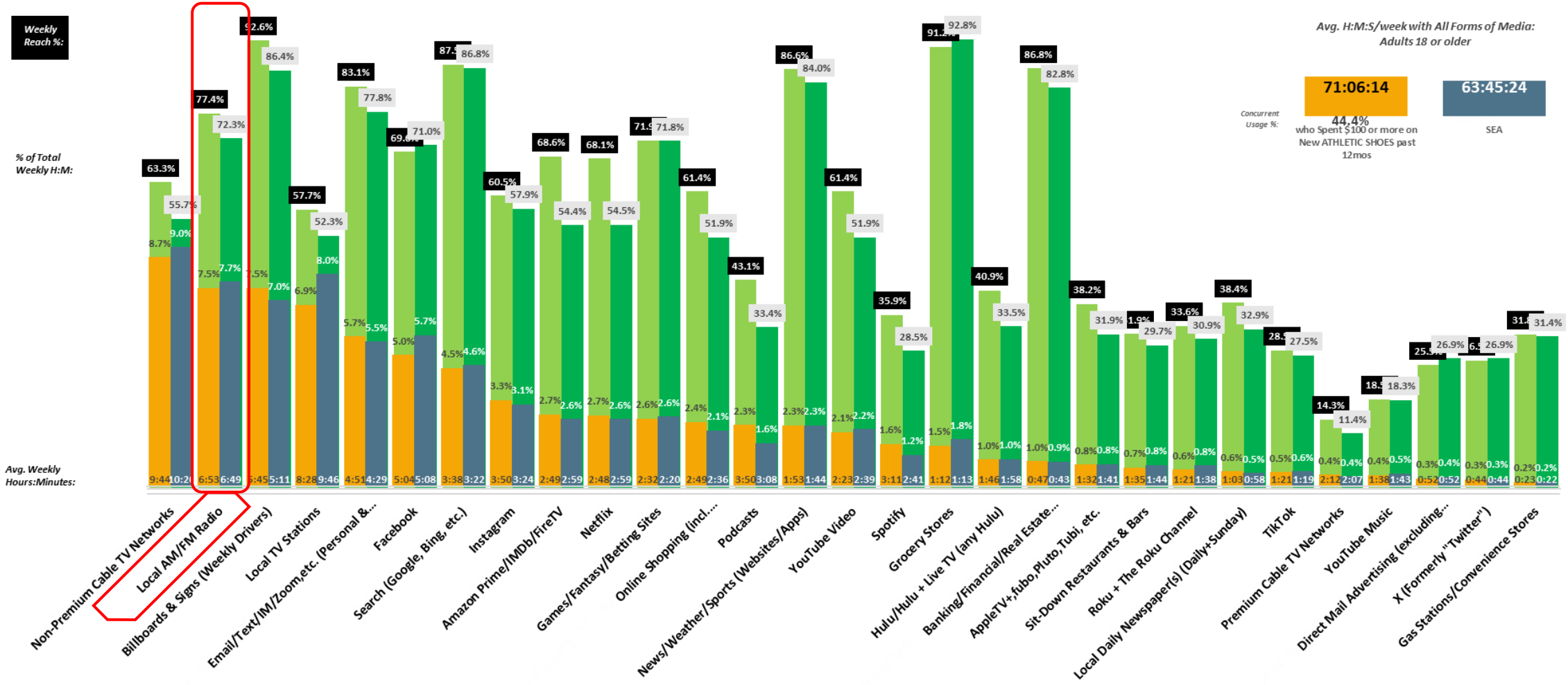
(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

SNKRS SEA

Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos spend an average of 2 days, 23 hours, 6 minutes and 14 seconds each week with All Forms of Media.

77.4% of Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos spend an avg. of 6 hours and 53 minutes each week listening to All Local AM/FM Radio, representing 7.5% of total time spent with all forms of Media.



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

SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,068 SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,920

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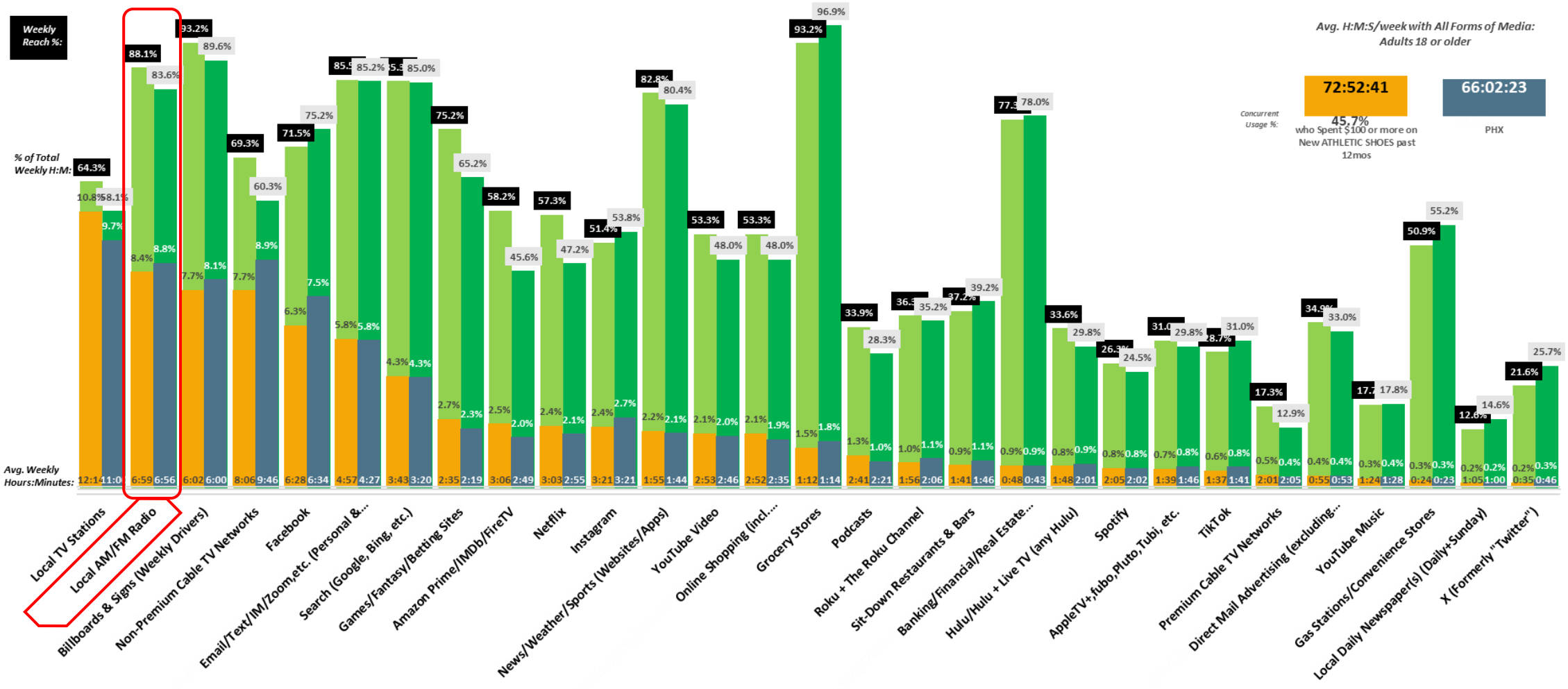
(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

SNKRS PHX

Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos spend an average of 3 days, 0 hours, 52 minutes and 41 seconds each week with All Forms of Media.

88.1% of Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos spend an avg. of 6 hours and 59 minutes each week listening to All Local AM/FM Radio, representing 8.4% of total time spent with all forms of Media.



PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 585 PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 2,461

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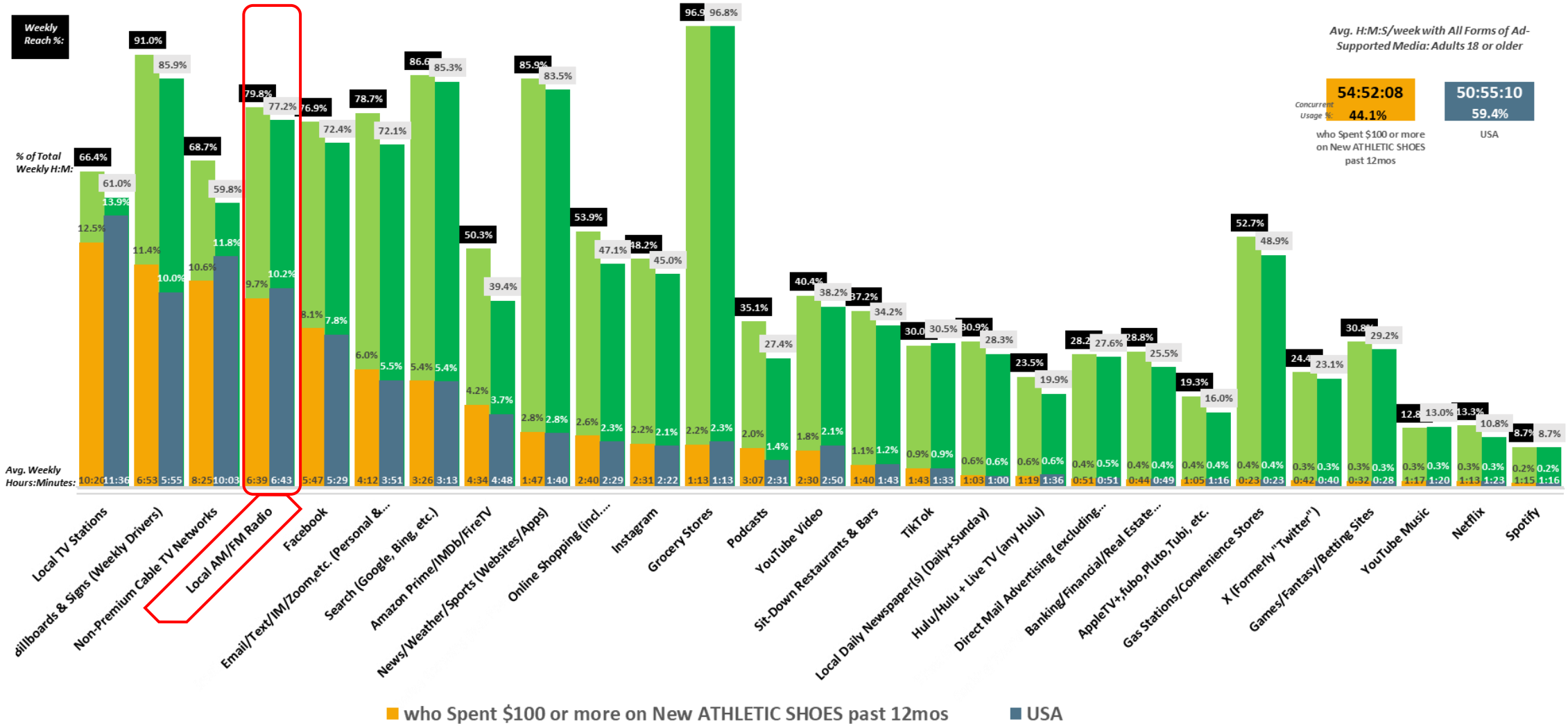
(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

SNKRS USA

Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos spend an average of 2 days, 6 hours, 52 minutes and 8 seconds each week with All Forms of Ad-Supported Media.

79.8% of Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos spend an avg. of 6 hours and 39 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.7% of total time spent with all forms of Ad-Supported Media.



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

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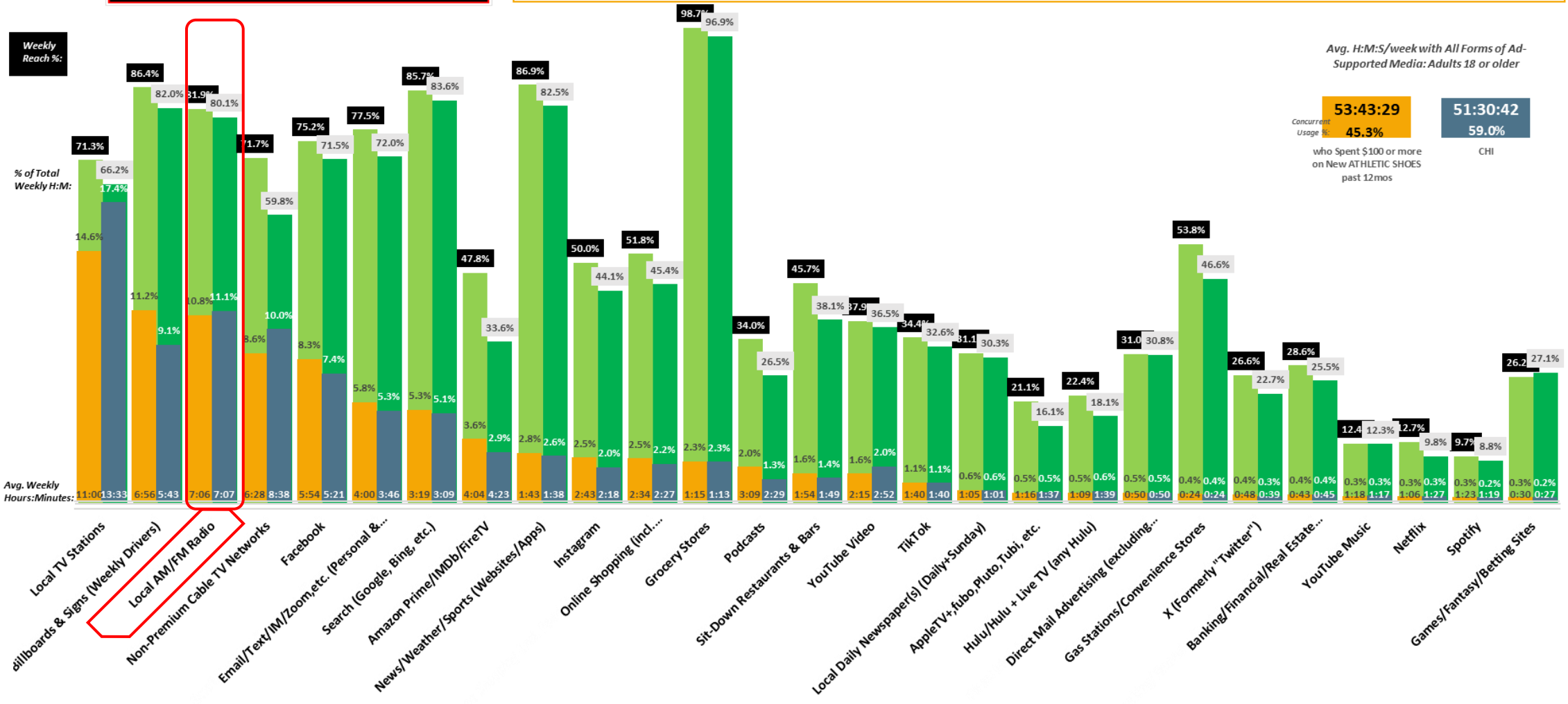
(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

SNKRS CHI

Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos spend an average of 2 days, 5 hours, 43 minutes and 29 seconds each week with All Forms of Ad-Supported Media.

81.9% of Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos spend an avg. of 7 hours and 6 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.8% of total time spent with all forms of Ad-Supported Media.



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,113 CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,846

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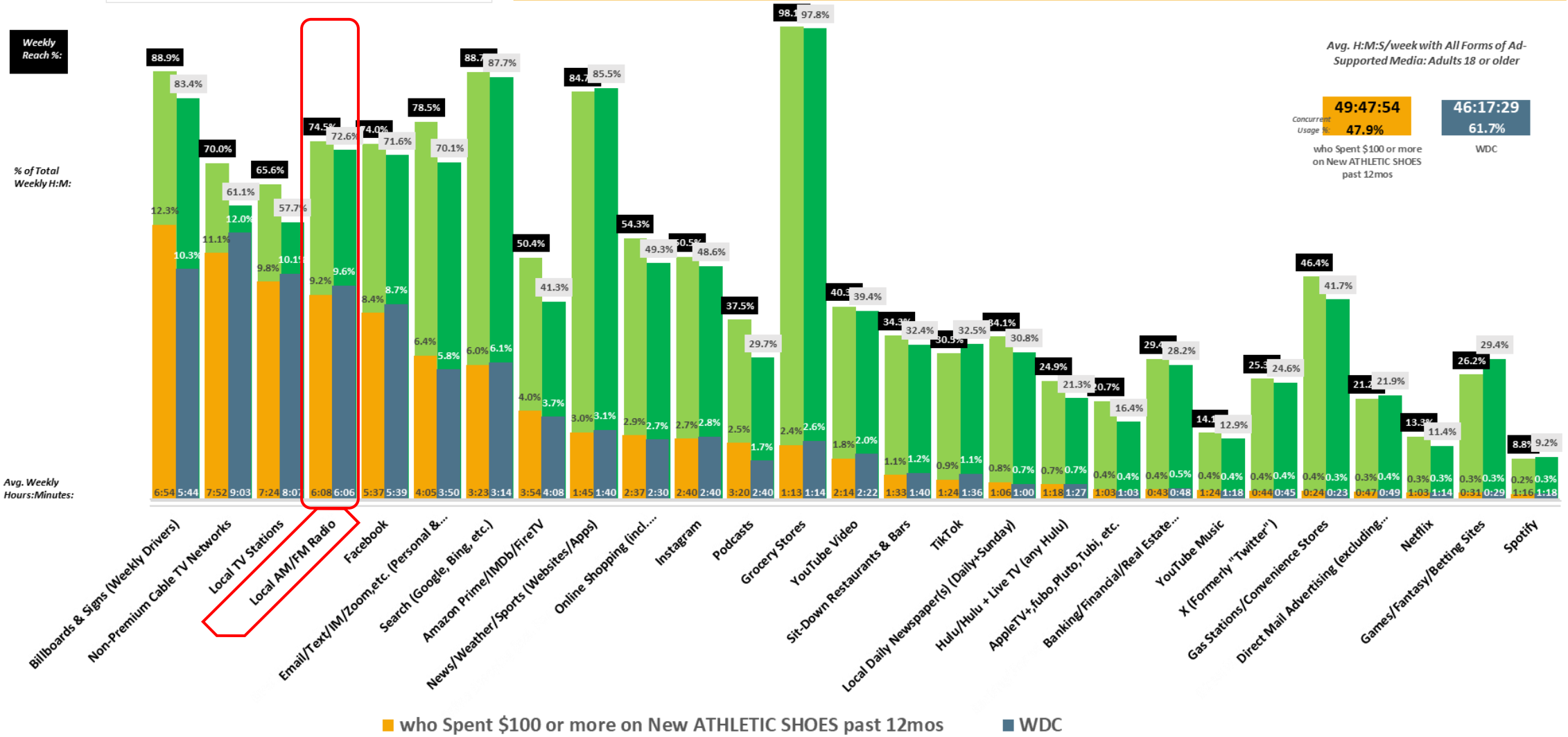
(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos spend an average of 2 days, 1 hours, 47 minutes and 54 seconds each week with All Forms of Ad-Supported Media.

74.5% of Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos spend an avg. of 6 hours and 8 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.2% of total time spent with all forms of Ad-Supported Media.



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 1,771 WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 5,857

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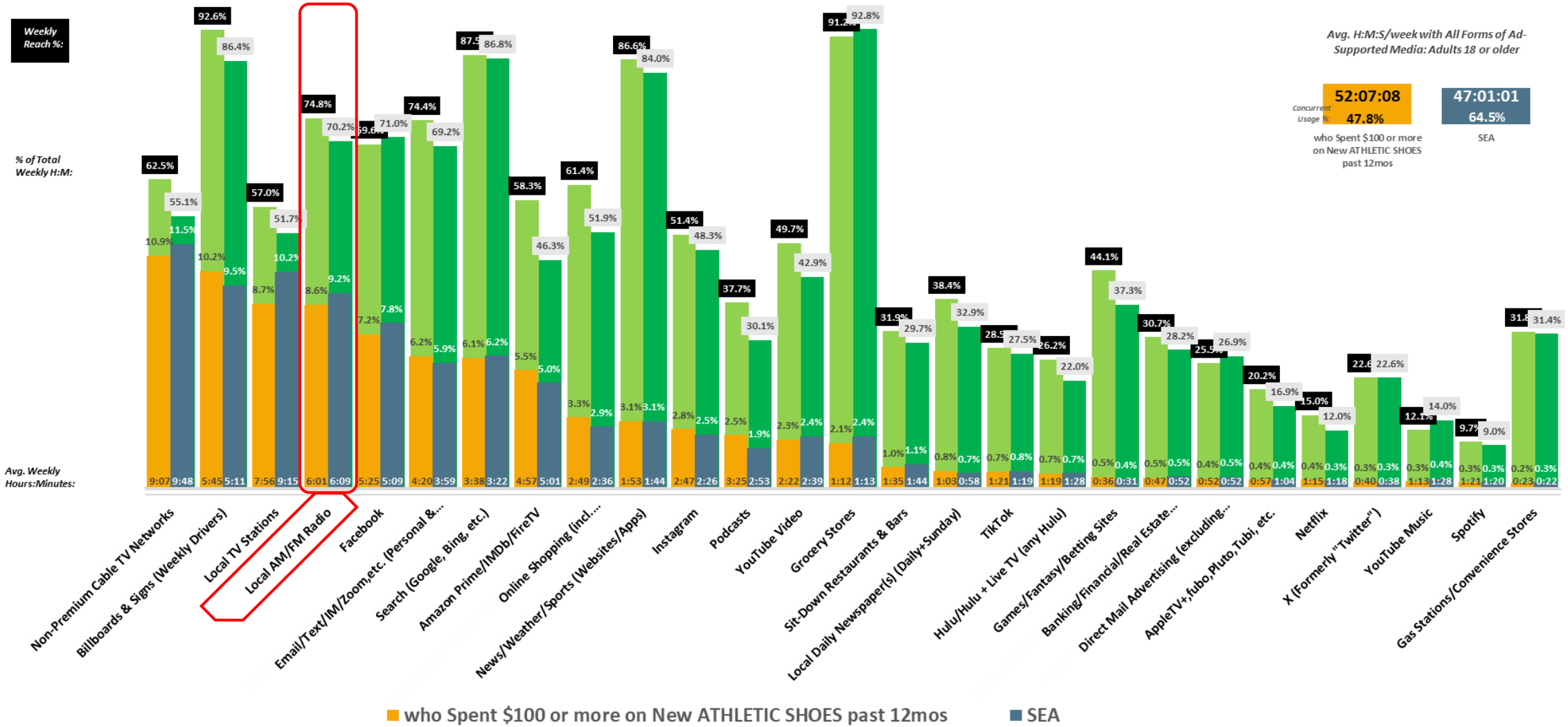
(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

SNKRS SEA

Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos spend an average of 2 days, 4 hours, 7 minutes and 8 seconds each week with All Forms of Ad-Supported Media.

74.8% of Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos spend an avg. of 6 hours and 1 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.



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,068 SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,920

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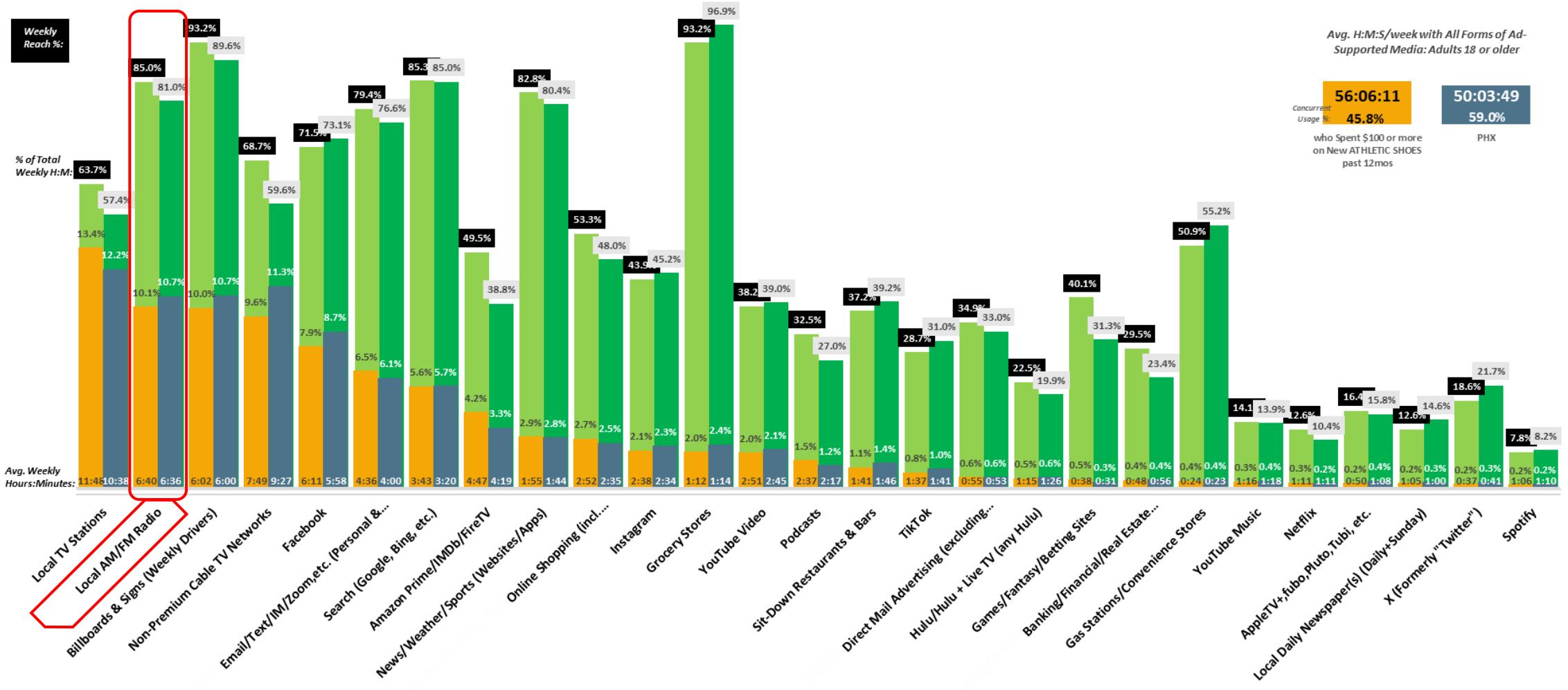
(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

SNKRS PHX

Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos spend an average of 2 days, 8 hours, 6 minutes and 11 seconds each week with All Forms of Ad-Supported Media.

85.% of Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos spend an avg. of 6 hours and 40 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.1% of total time spent with all forms of Ad-Supported Media.



PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 585 PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 2,461

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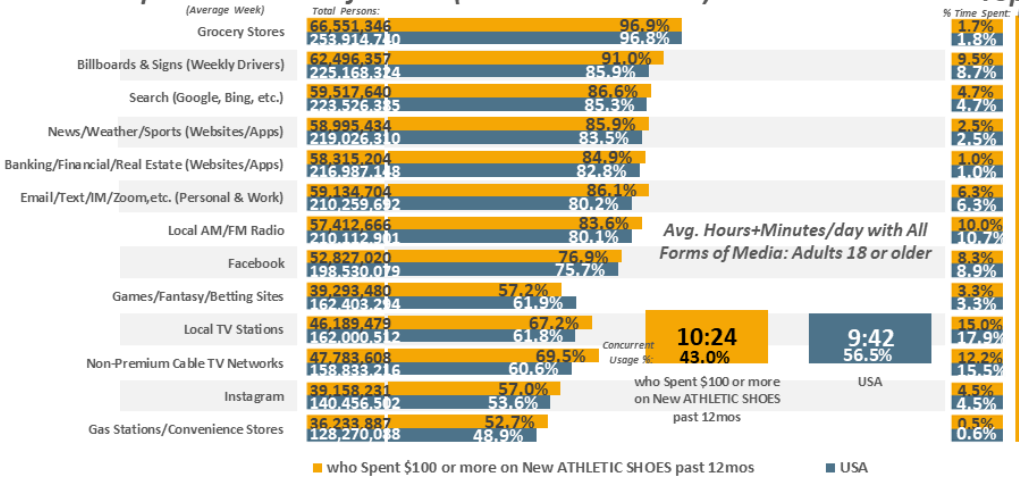
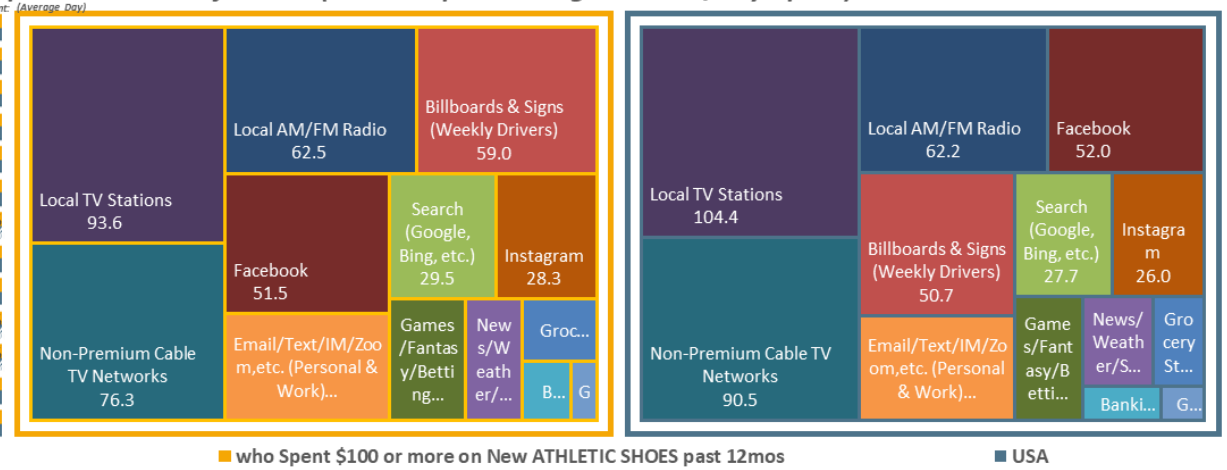
(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

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

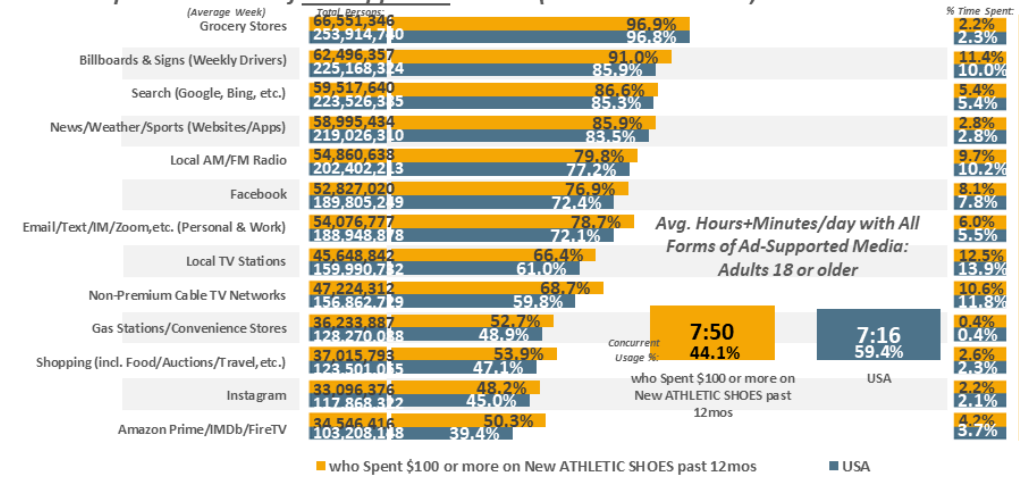
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



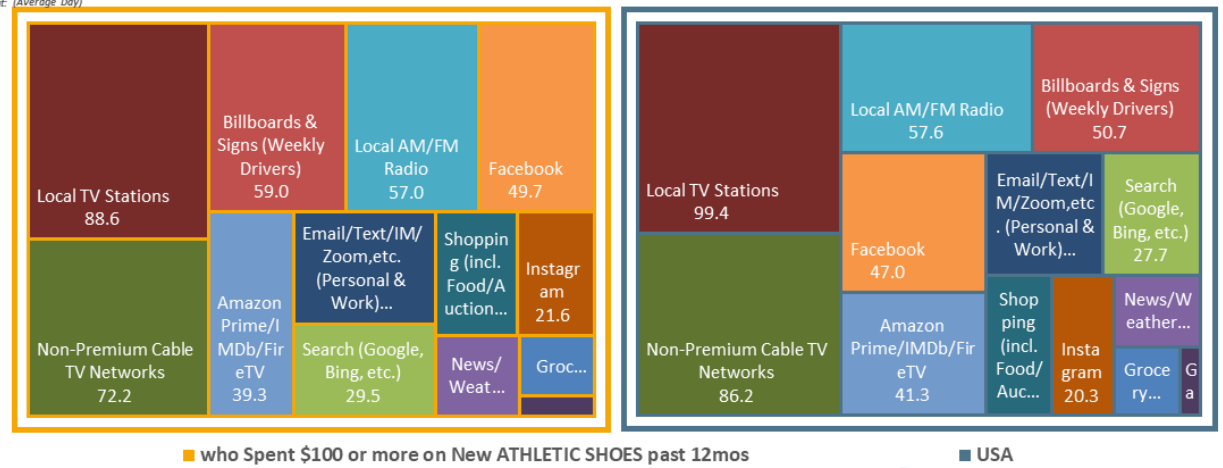
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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

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

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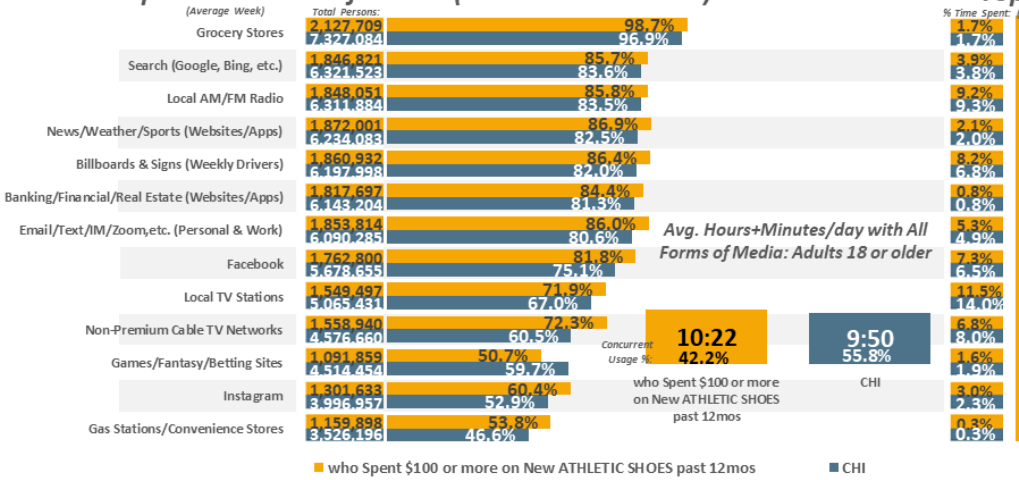
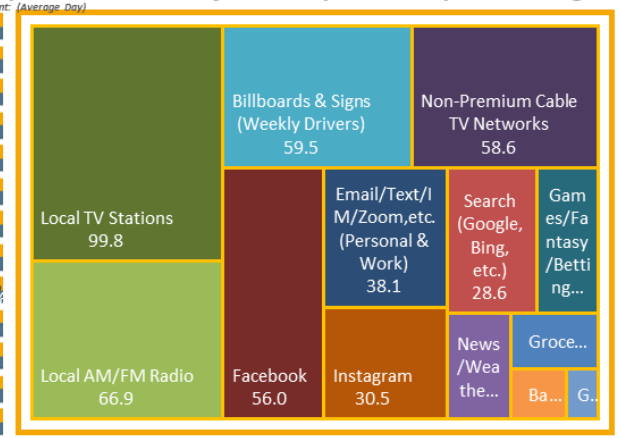
(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

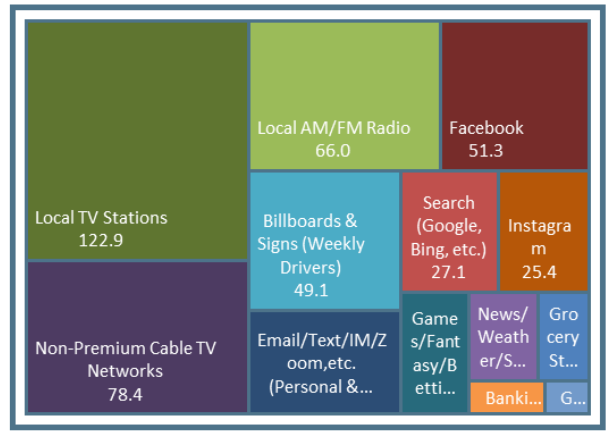
Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos spend an average of 7 hours and 40 minutes each day with All Forms of Ad-Supported Media. 81.9% listen to Local AM/FM Radio for an avg. of 61. minutes/day. *(Local Radio delivers 10.8% of Time with Ad-Supported Media.)*

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

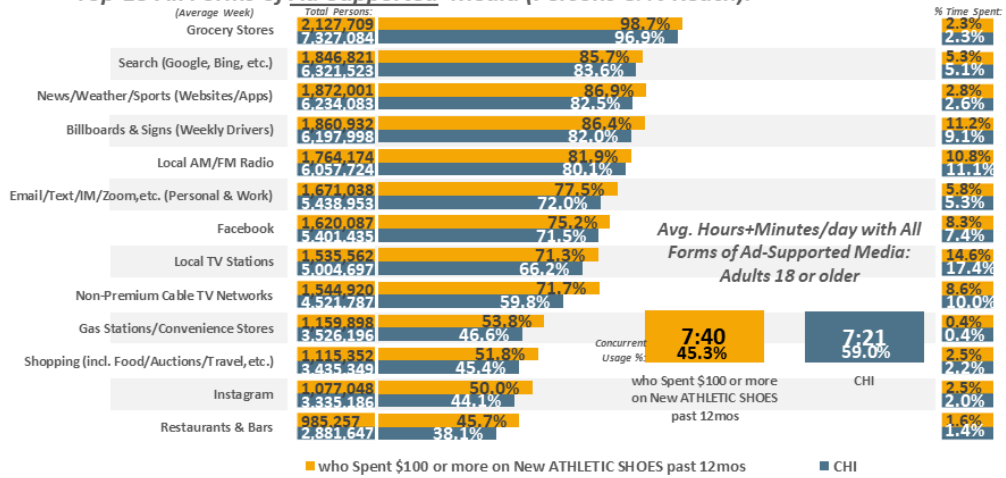


Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

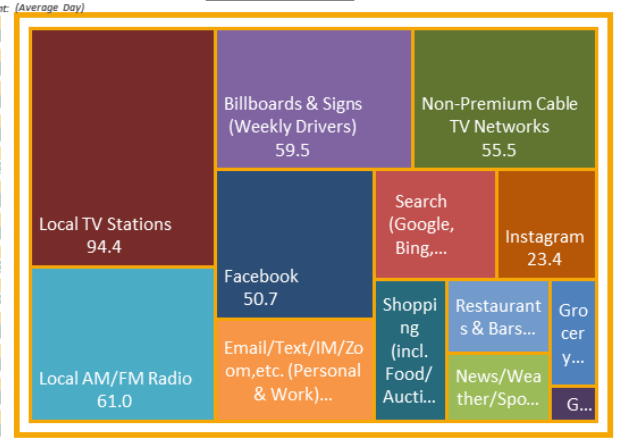


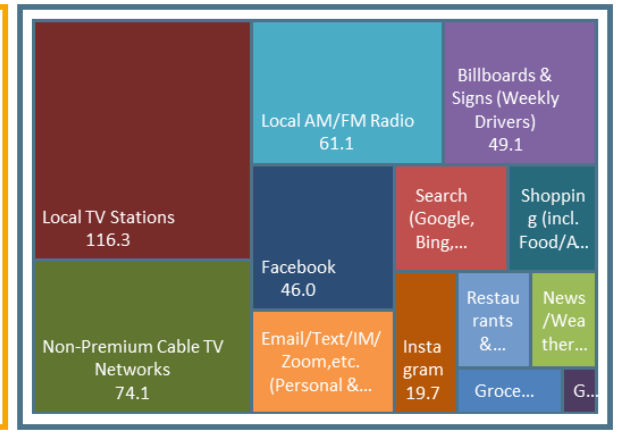


Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older



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





CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,113

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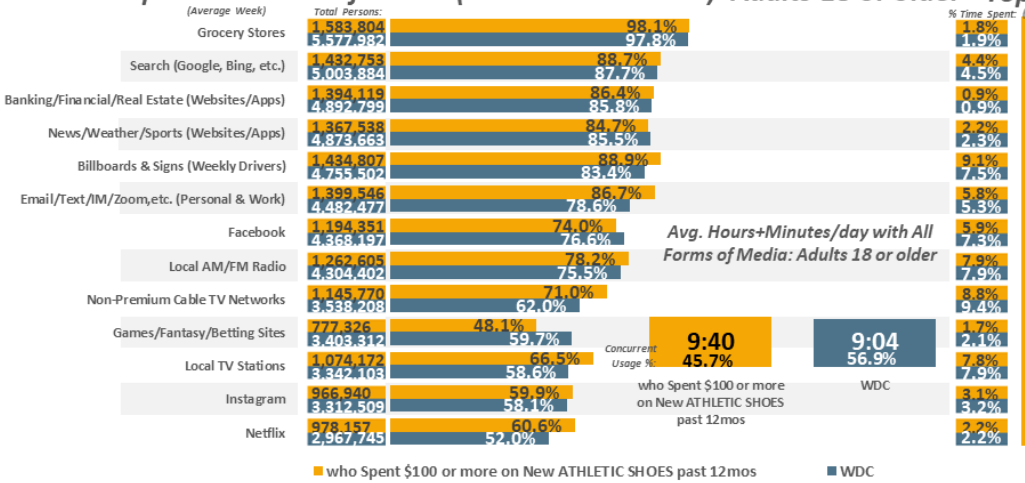
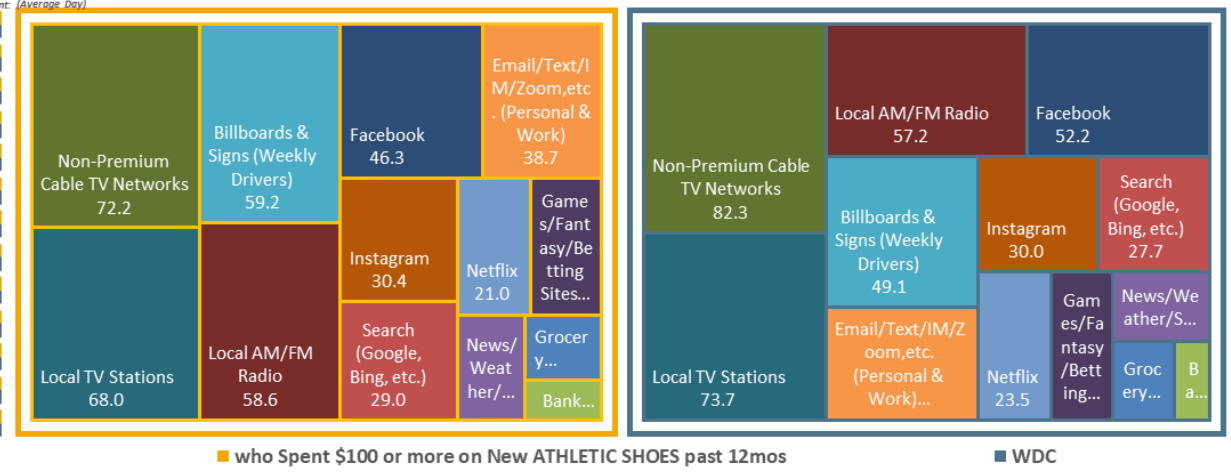
(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos spend an average of 7 hours and 6 minutes each day with All Forms of Ad-Supported Media. 74.5% listen to Local AM/FM Radio for an avg. of 52.6 minutes/day. *(Local Radio delivers 9.2% of Time with Ad-Supported Media.)*

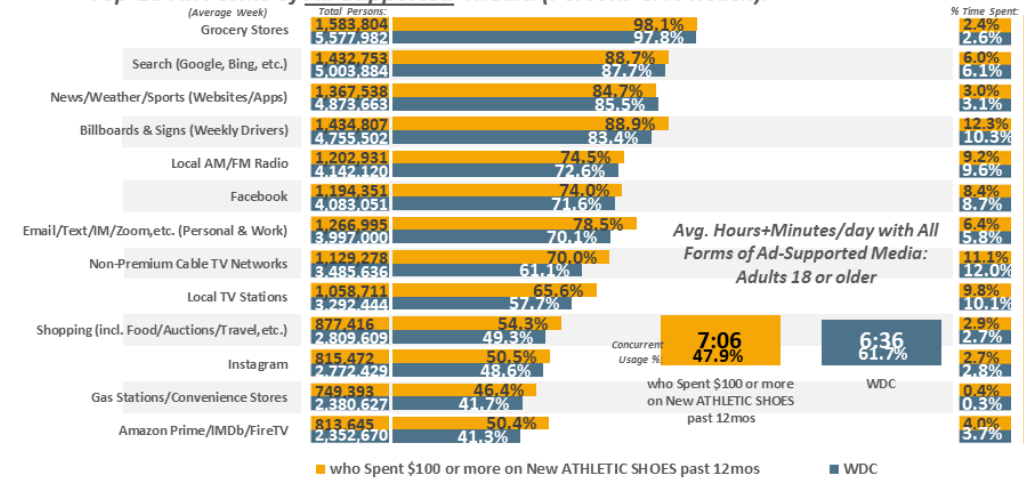
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



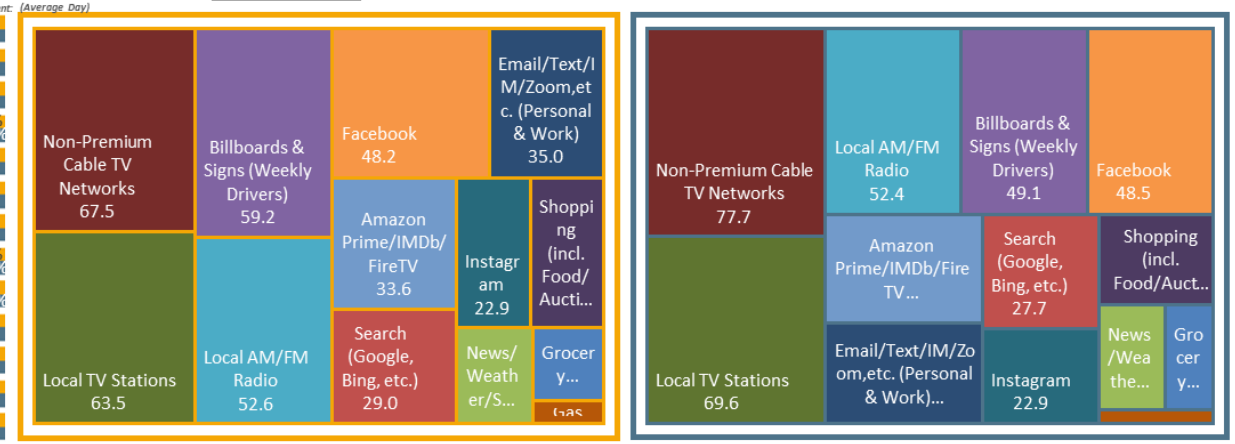
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 1,771

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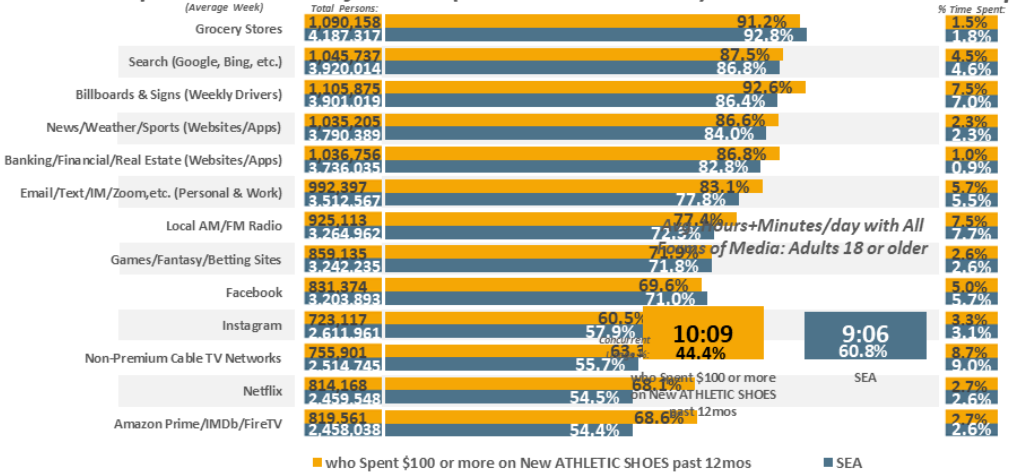
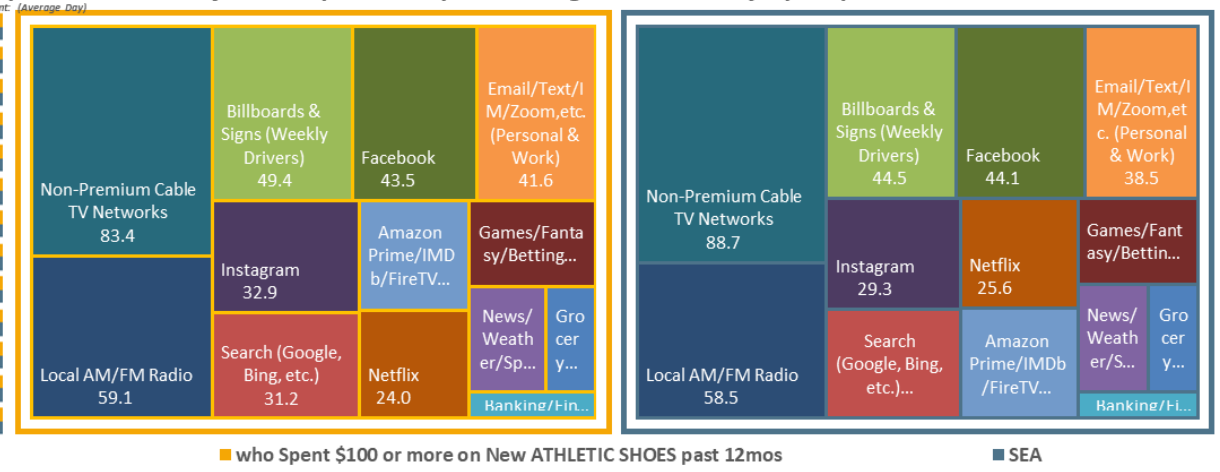
(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos spend an average of 7 hours and 26 minutes each day with All Forms of Ad-Supported Media. 74.8% listen to Local AM/FM Radio for an avg. of 51.6 minutes/day. *(Local Radio delivers 8.6% of Time with Ad-Supported Media.)*

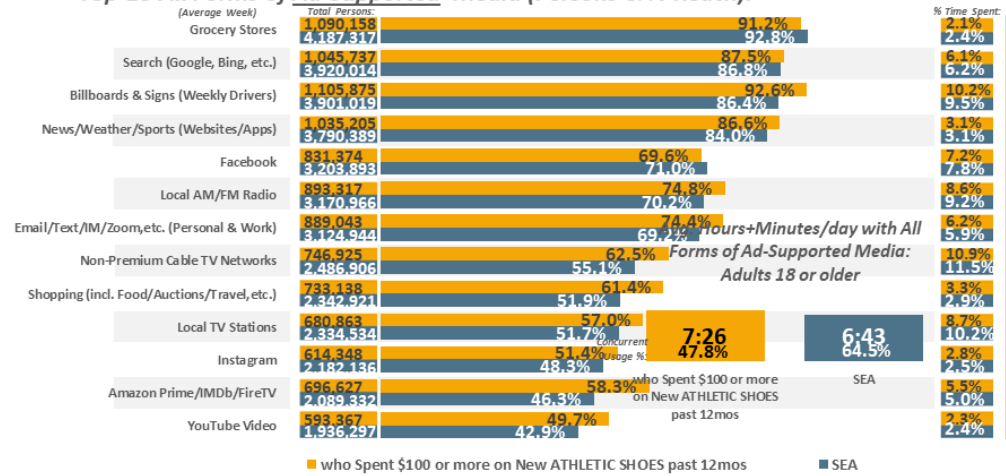
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



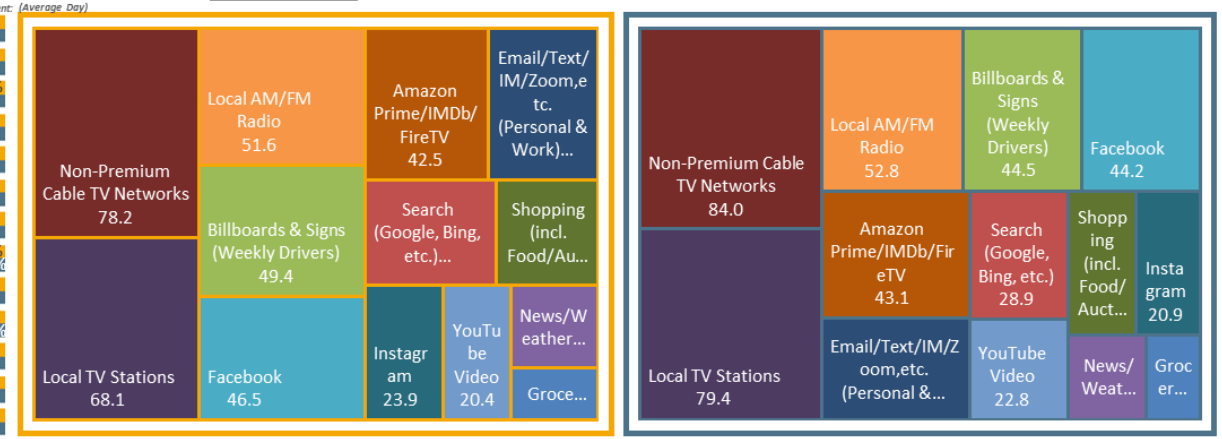
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,068

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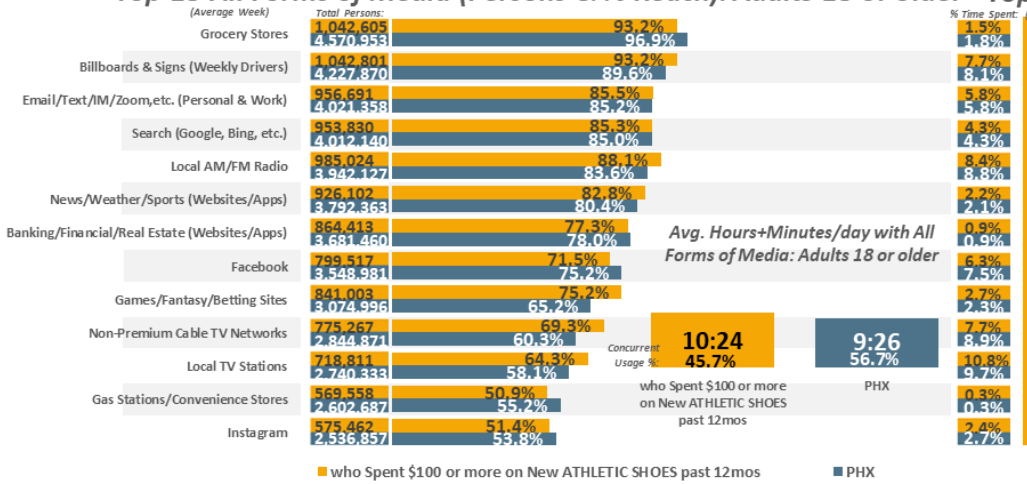
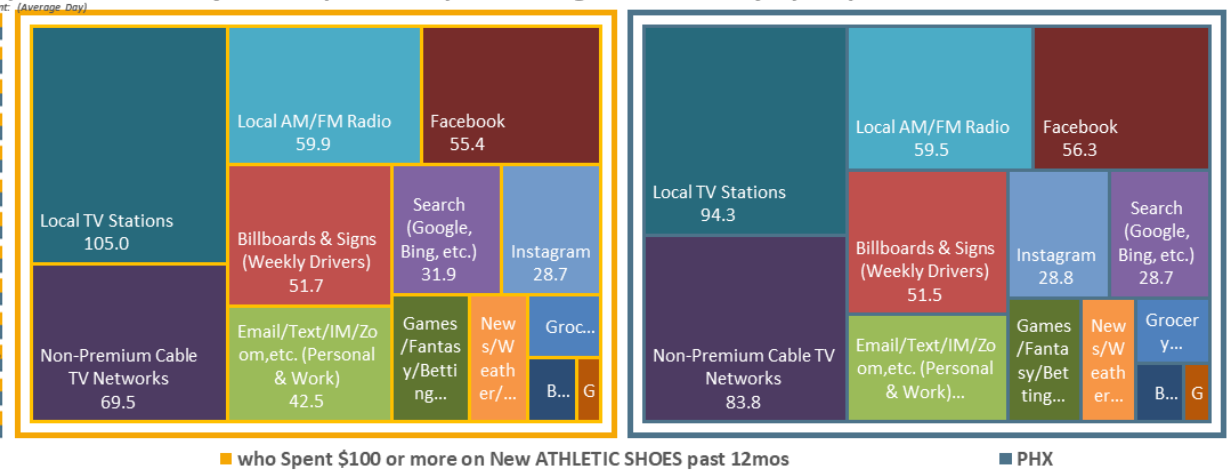
(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos spend an average of 8 hours and 0 minutes each day with All Forms of Ad-Supported Media. 85.5% listen to Local AM/FM Radio for an avg. of 57.2 minutes/day. *(Local Radio delivers 10.1% of Time with Ad-Supported Media.)*

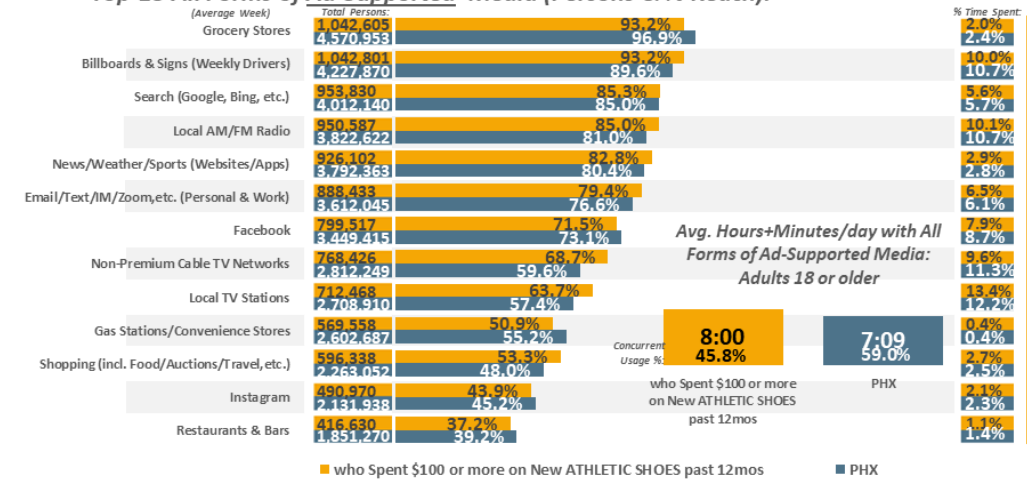
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



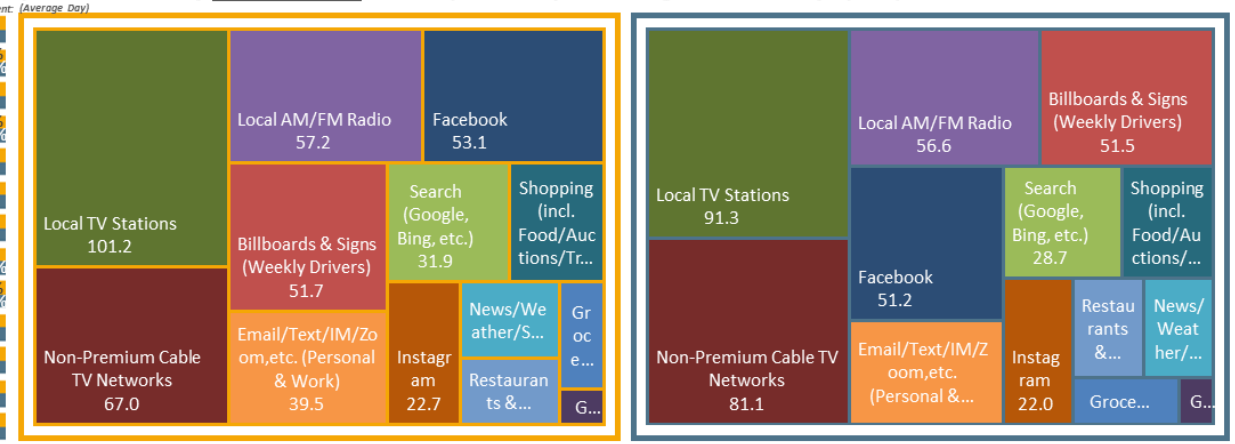
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 585

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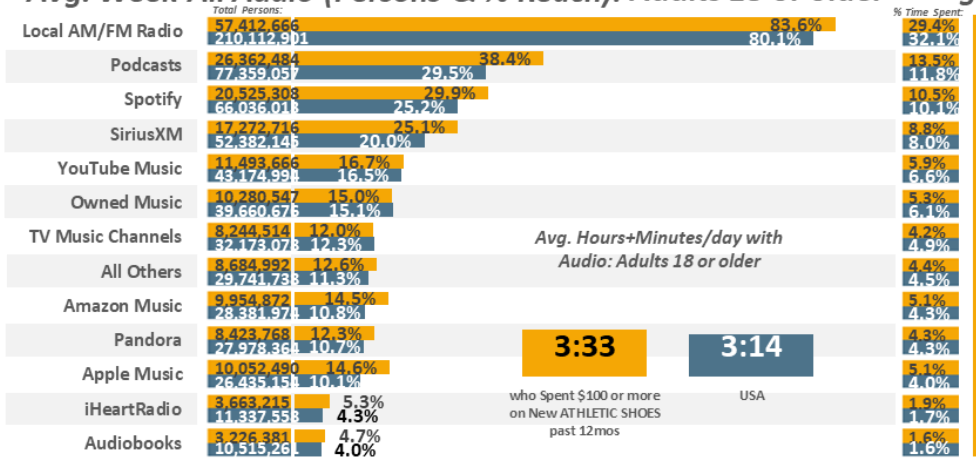
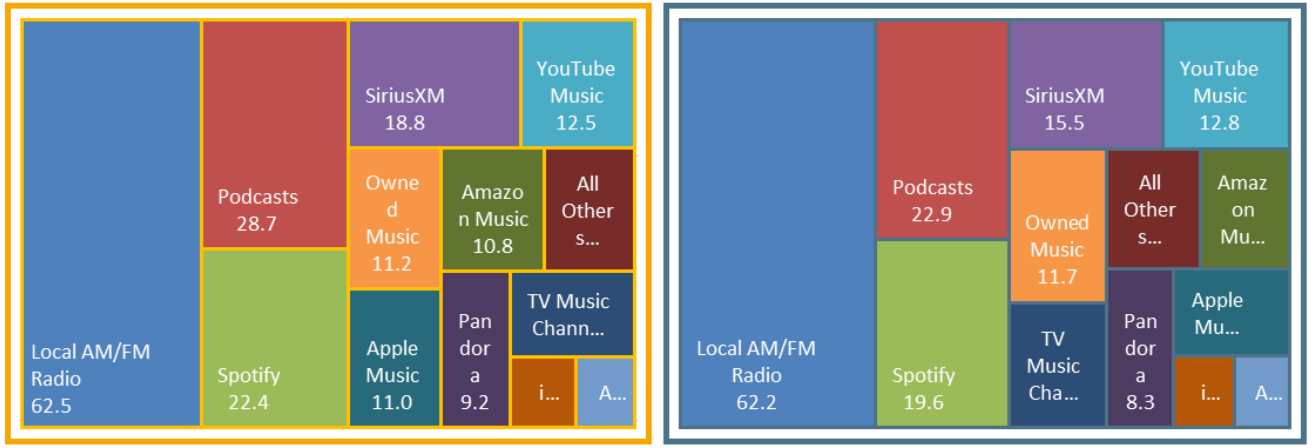
(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

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

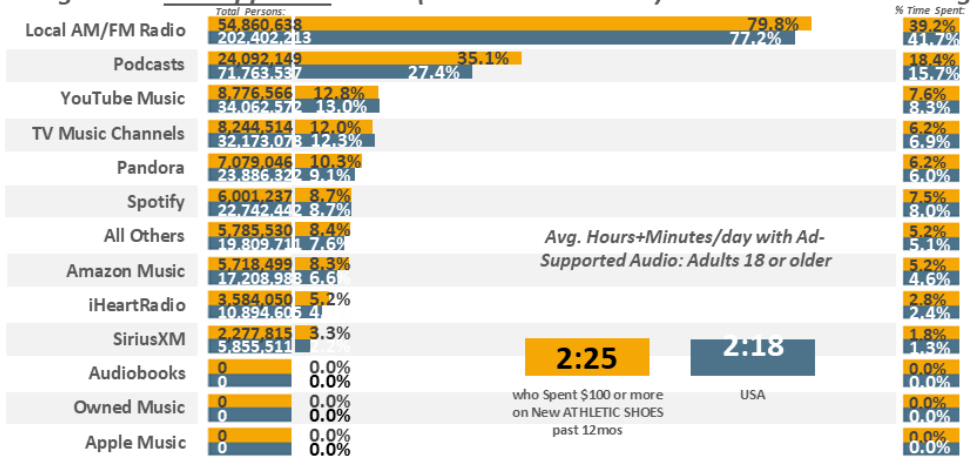
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



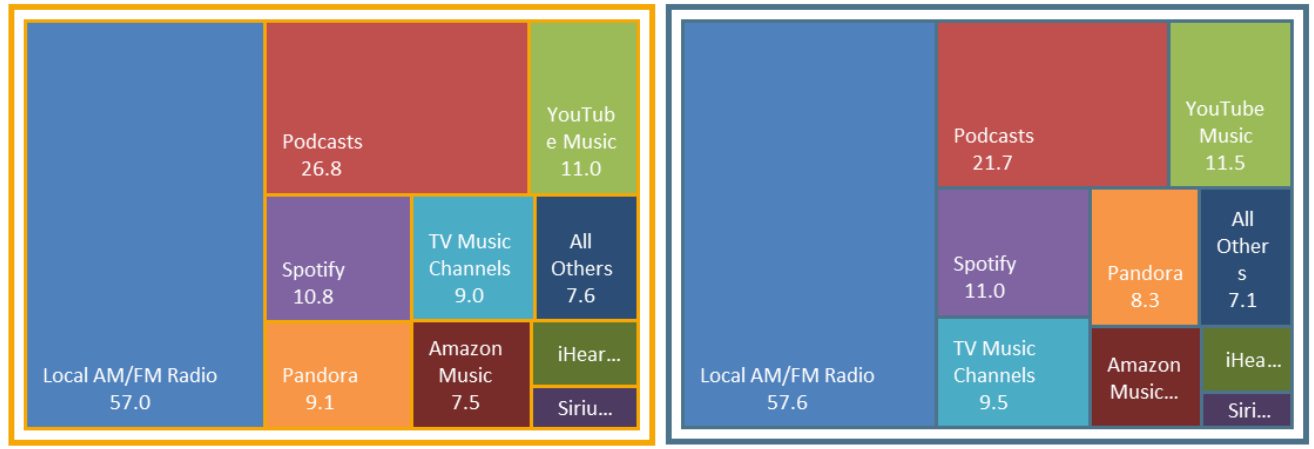
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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

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Scarborough R2 2025: Feb24-Jun25 *USA Projection*

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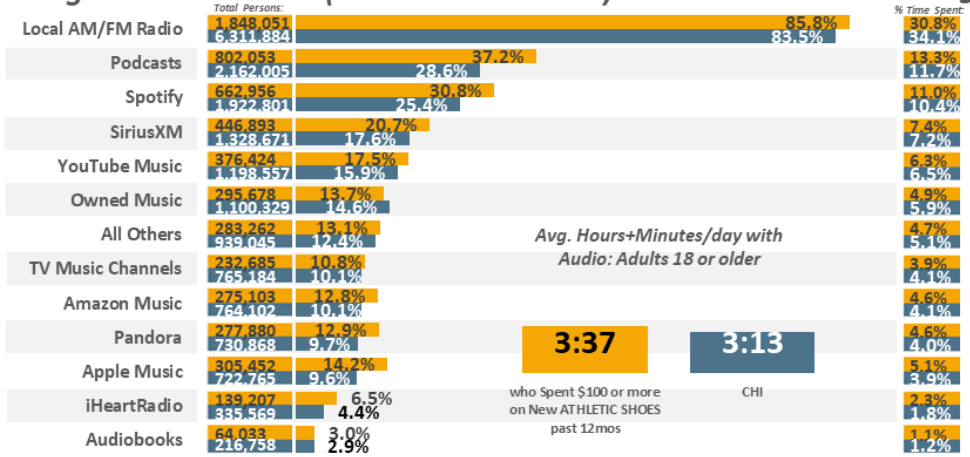
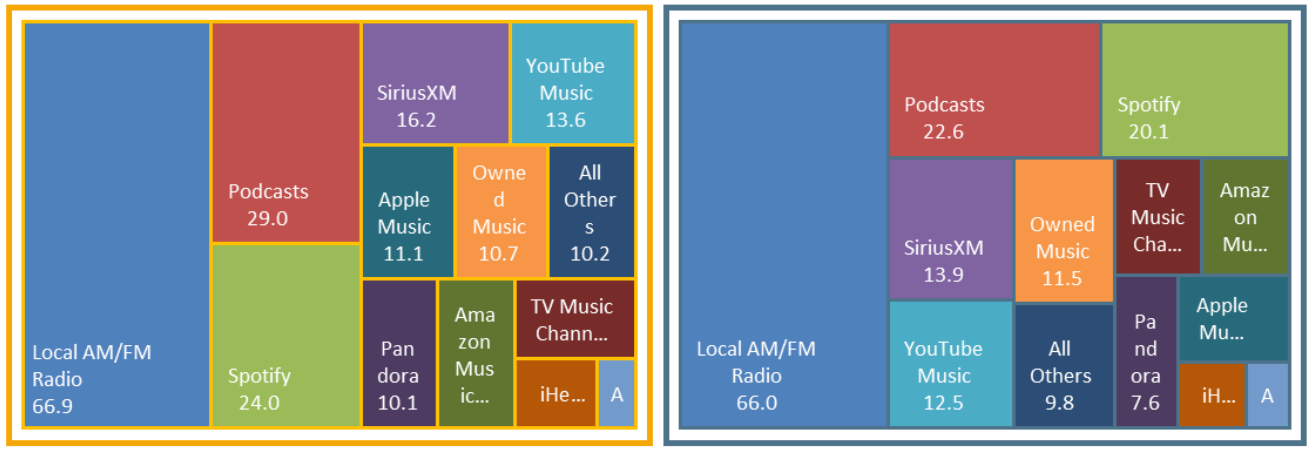
(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

1,764,174 or 81.9% of Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 61. minutes every day representing 39.3% of all time spent daily with Ad-Supported Audio.

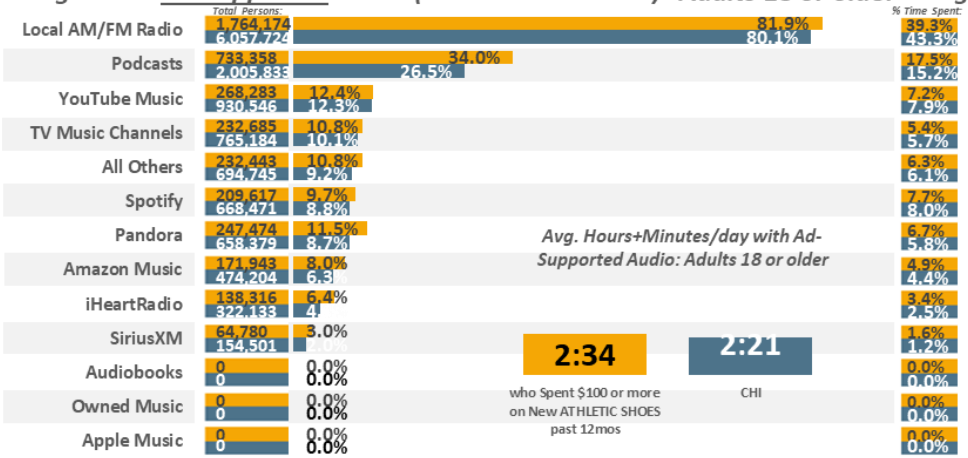
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



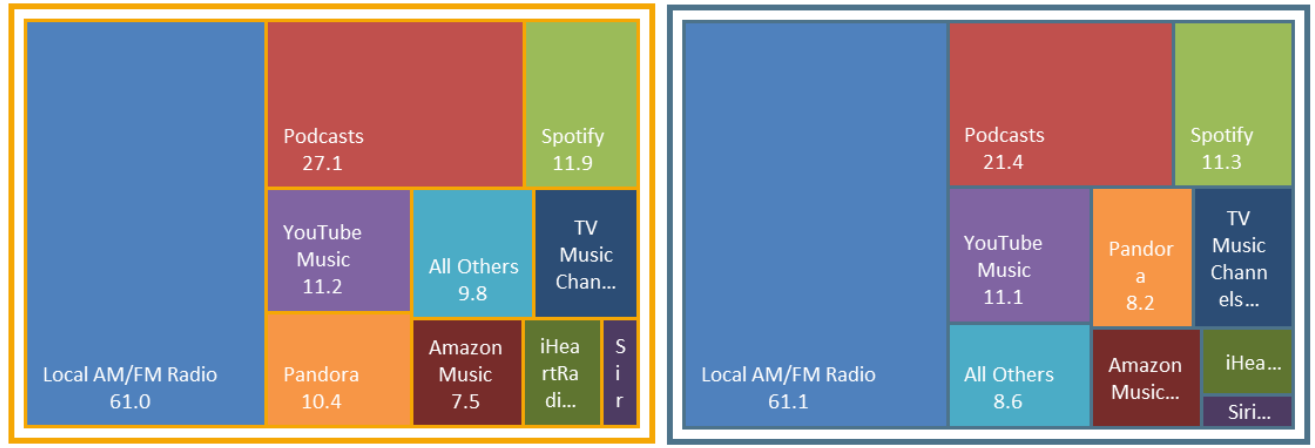
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,113

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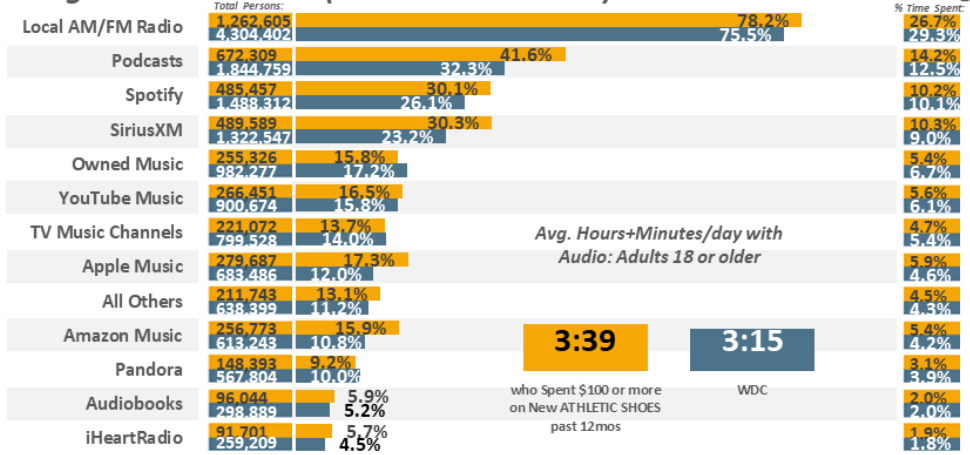
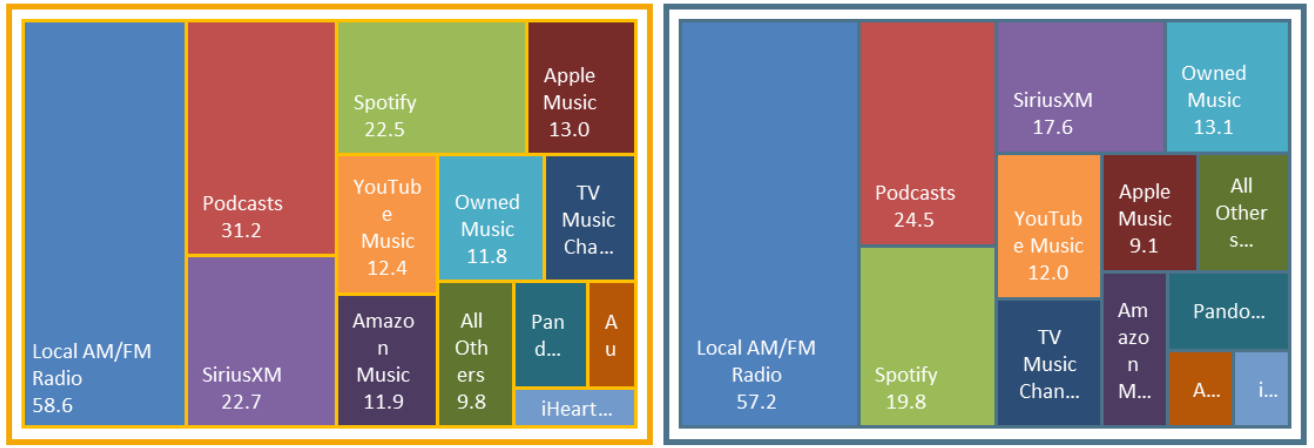
(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

1,202,931 or 74.5% of Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 52.6 minutes every day representing 36.5% of all time spent daily with Ad-Supported Audio.

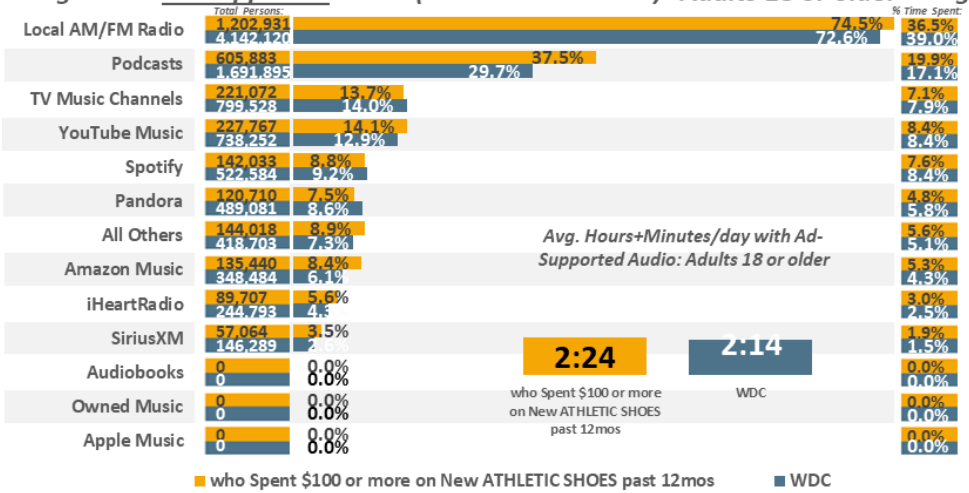
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



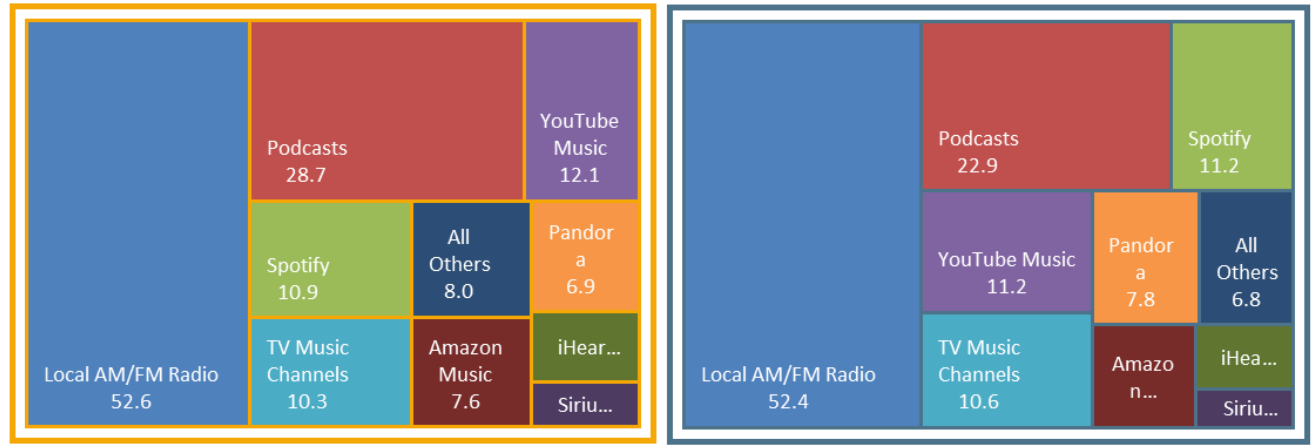
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 1,771

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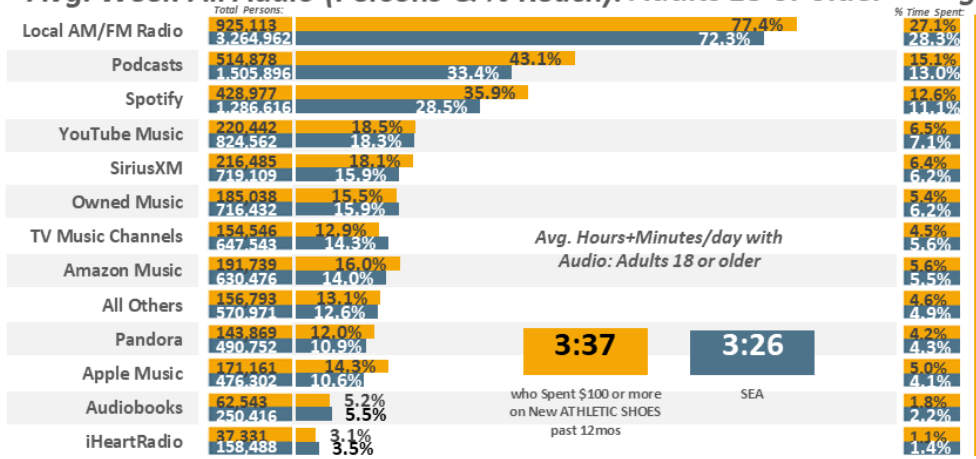
(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

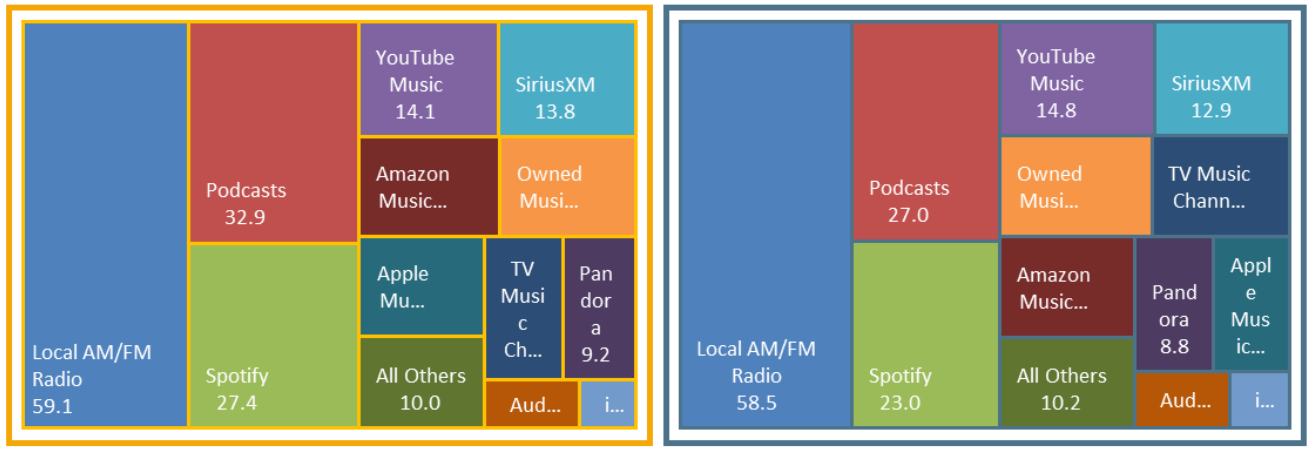
SNKRS SEA

893,317 or 74.8% of Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 51.6 minutes every day representing 36.8% of all time spent daily with Ad-Supported Audio.

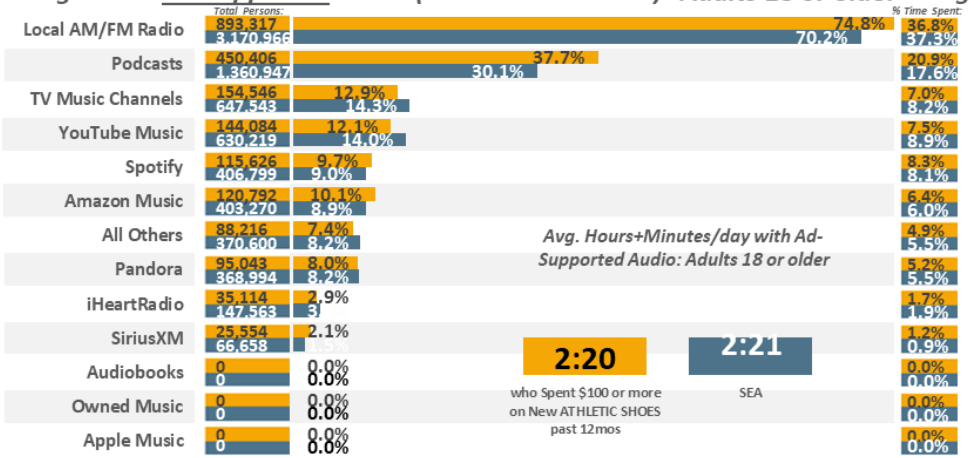
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



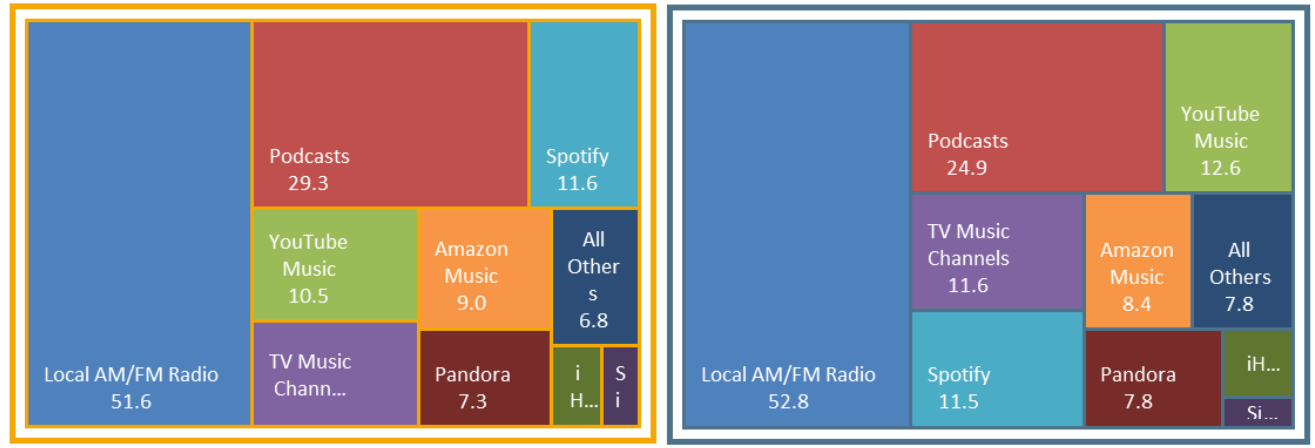
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,068

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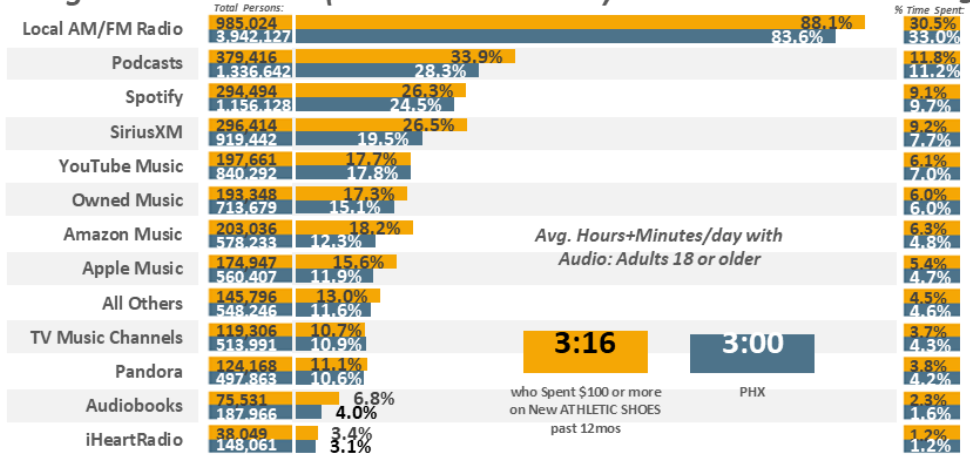
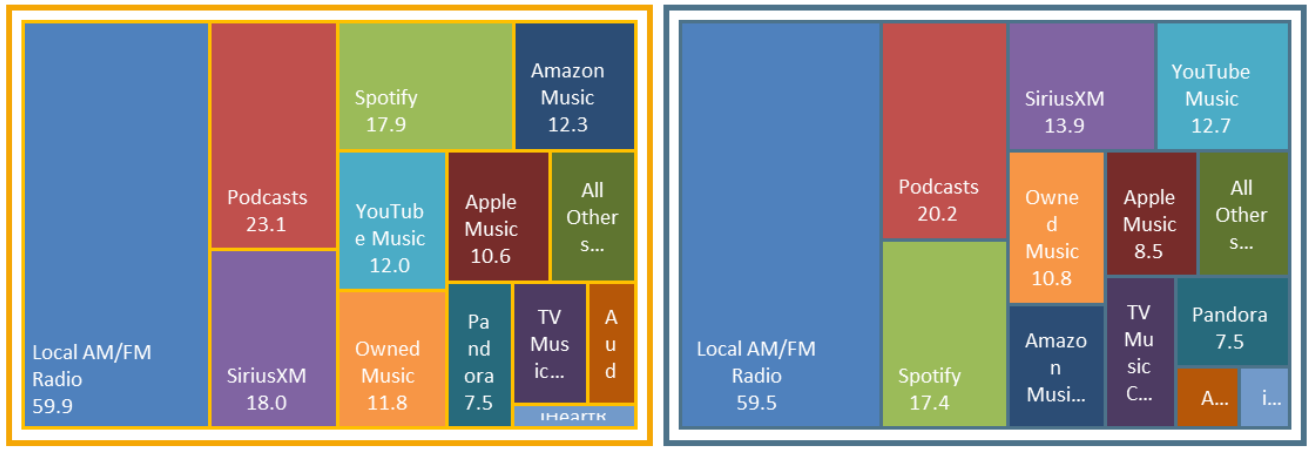
(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

950,587 or 85.% of Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 57.2 minutes every day representing 42.2% of all time spent daily with Ad-Supported Audio.

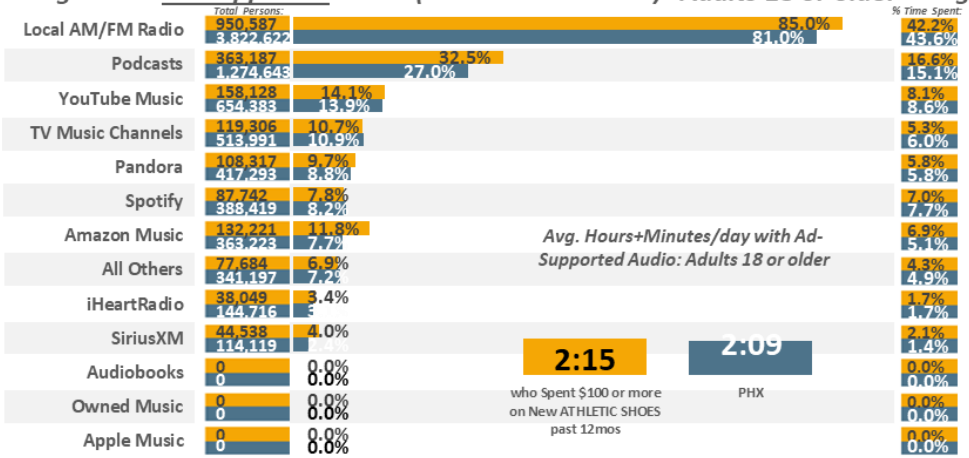
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



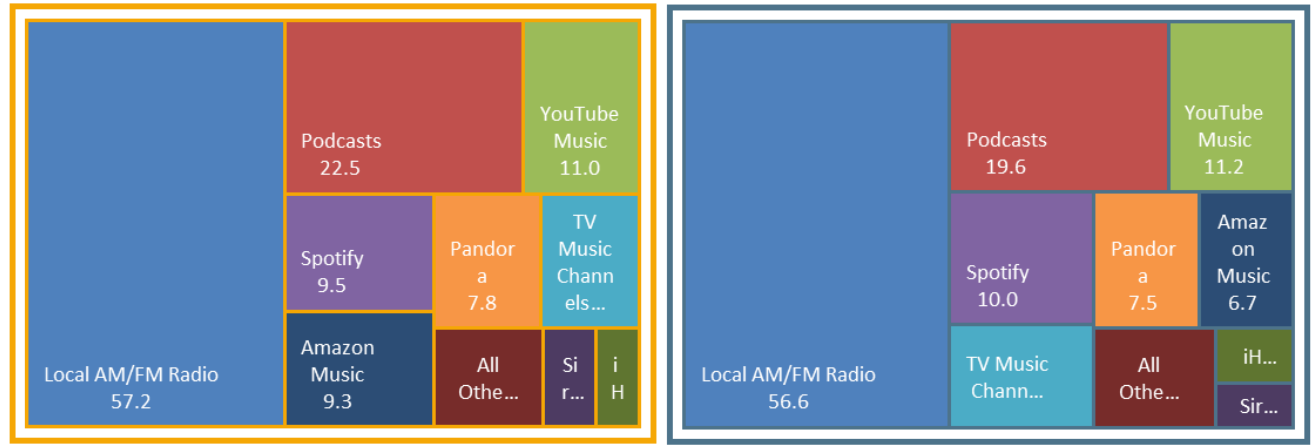
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 585

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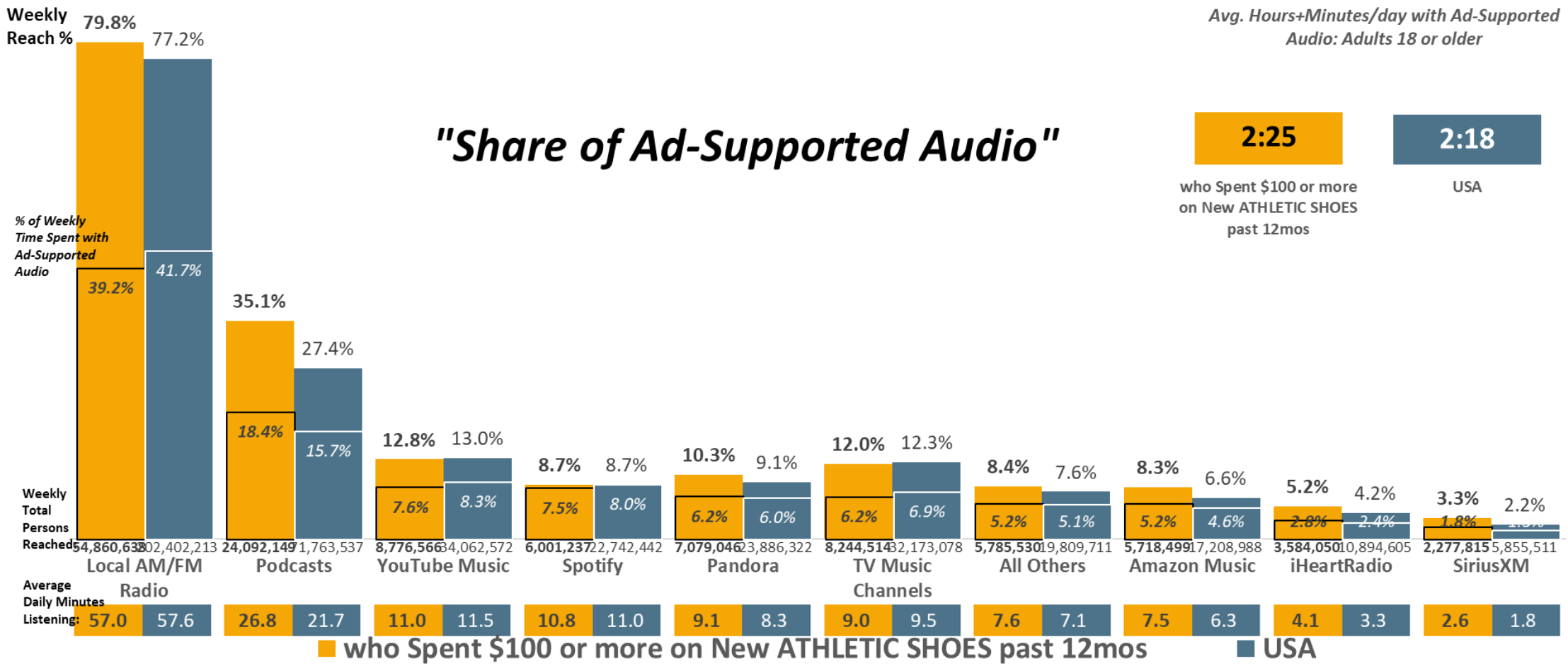
(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

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



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

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

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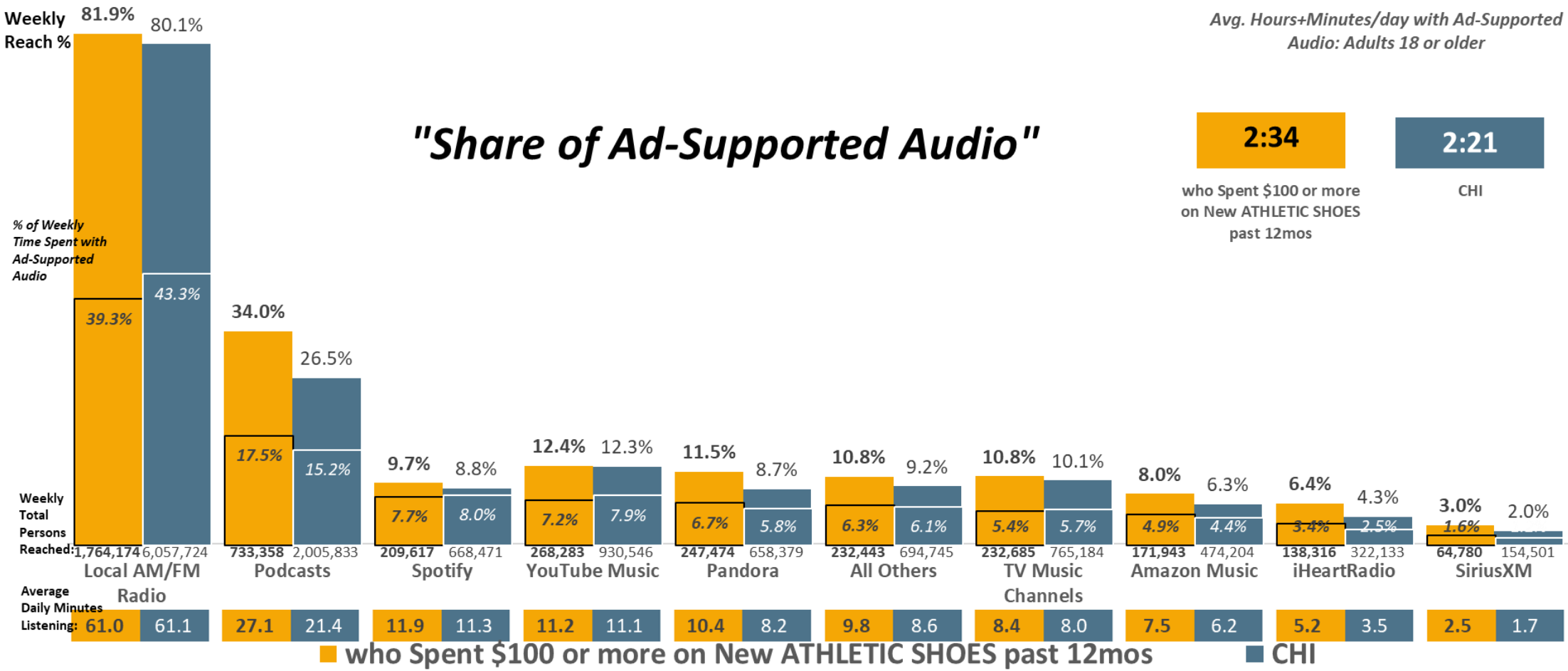
(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

1,764,174 or 81.9% of Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 61. minutes every day representing 39.3% of all time spent daily with Ad-Supported Audio.



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,113 CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,846

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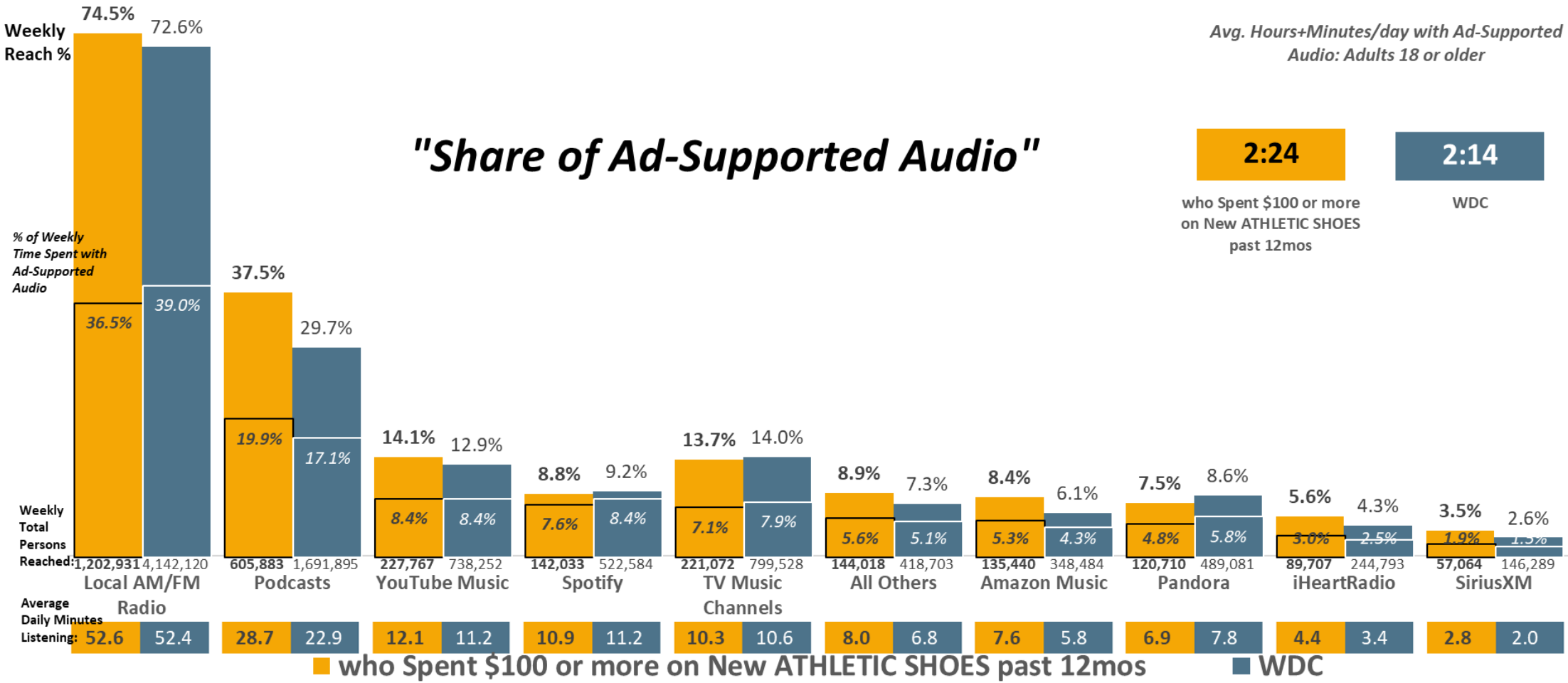
(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

1,202,931 or 74.5% of Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 52.6 minutes every day representing 36.5% of all time spent daily with Ad-Supported Audio.



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 1,771 WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 5,857

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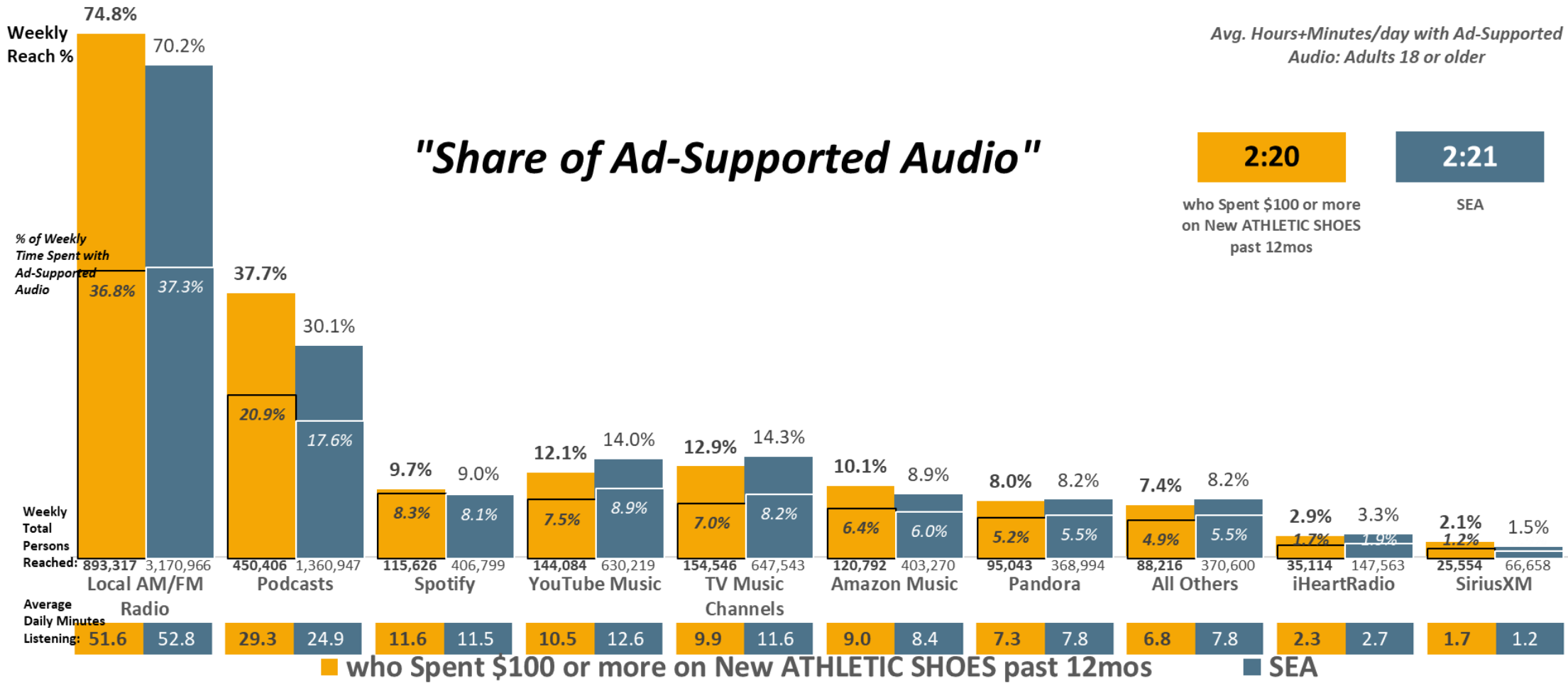
(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

893,317 or 74.8% of Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 51.6 minutes every day representing 36.8% of all time spent daily with Ad-Supported Audio.



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,068 SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,920

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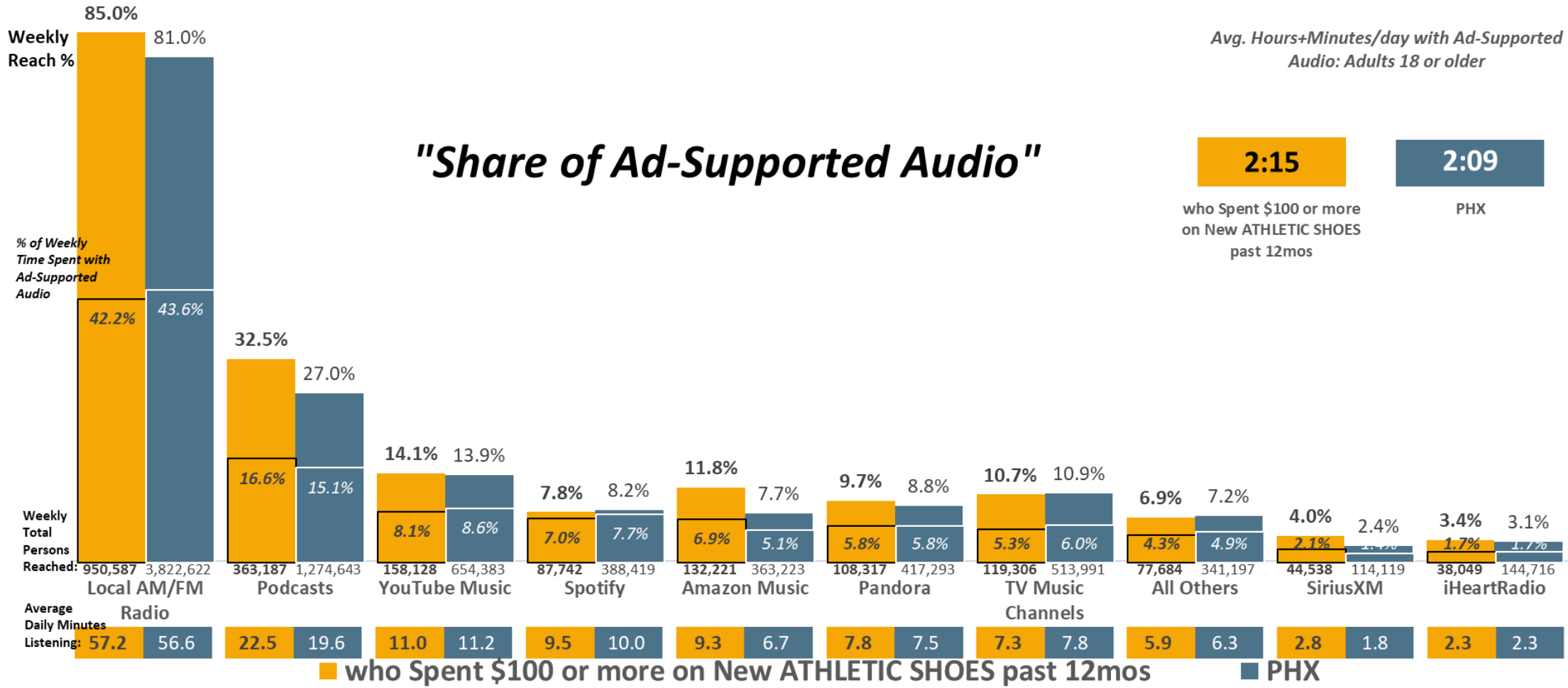
(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

SNKRS PHX

950,587 or 85.% of Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 57.2 minutes every day representing 42.2% of all time spent daily with Ad-Supported Audio.



PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 585 PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 2,461

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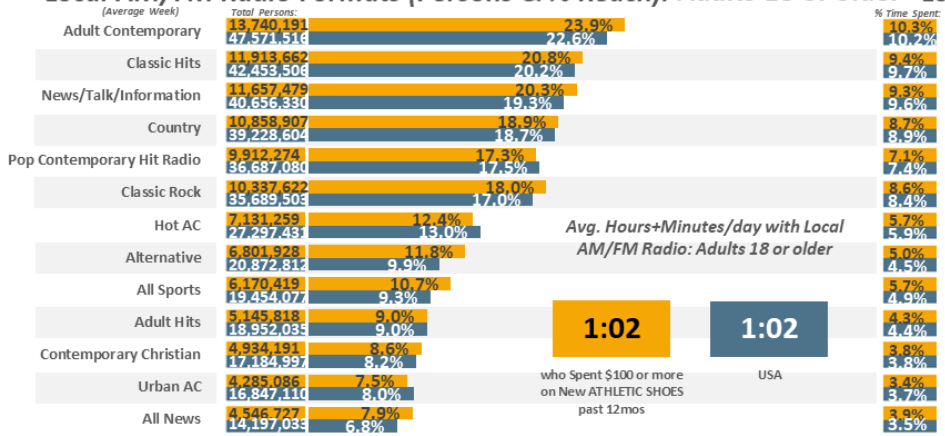
(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

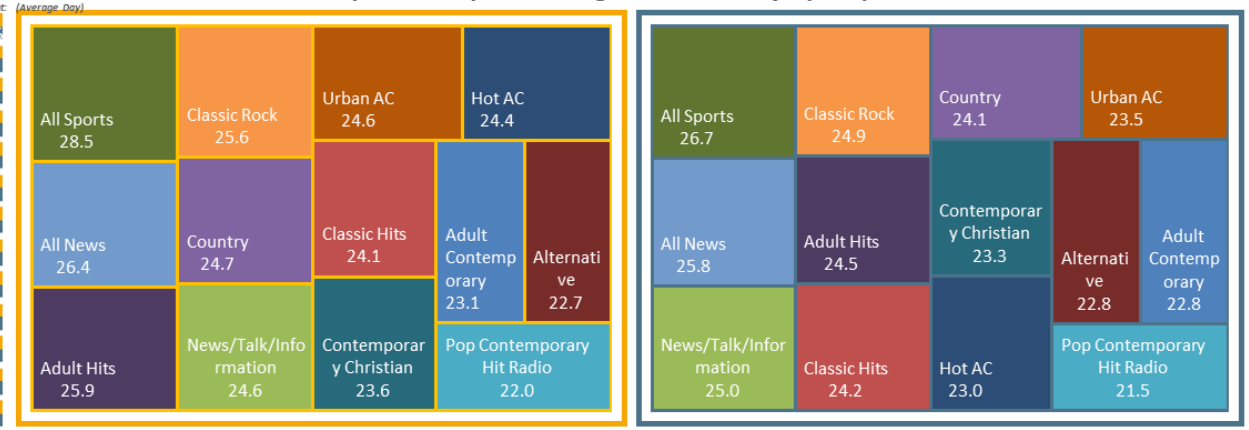
SNKRS USA

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

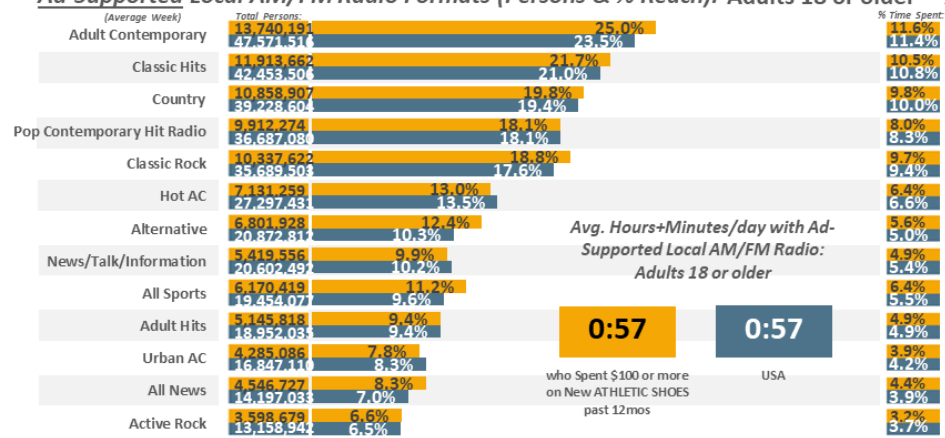
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



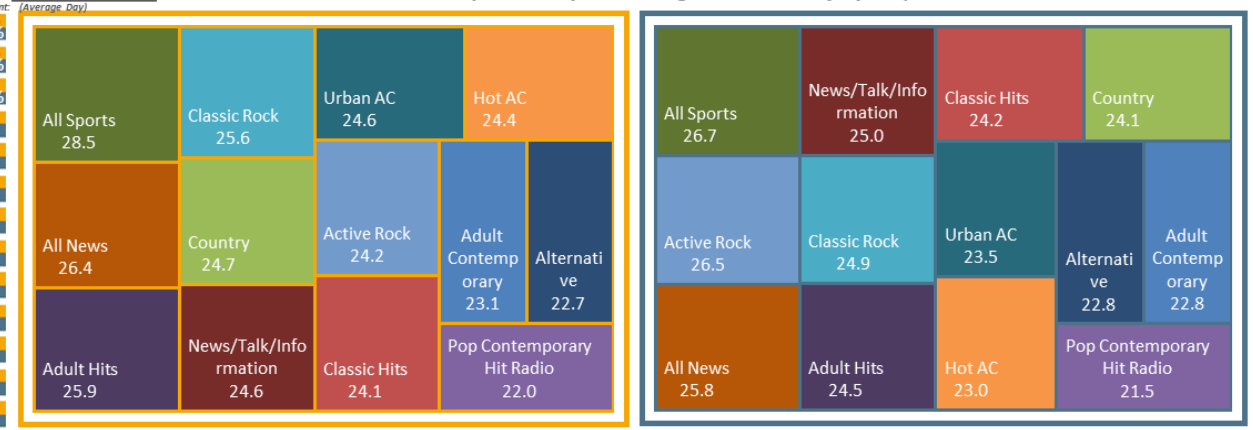
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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

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

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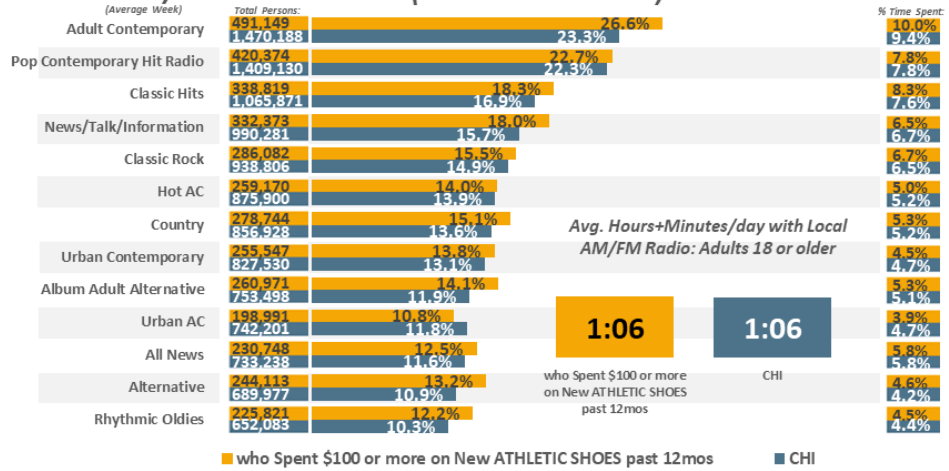
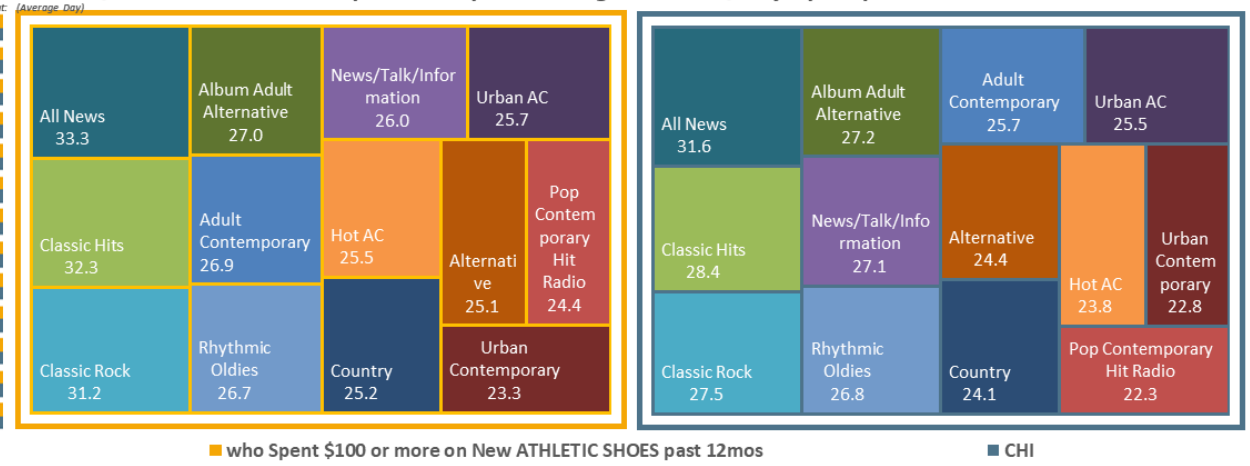
(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

1,764,174 or 81.9% of Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Classic Hits, Classic Rock, and Country.

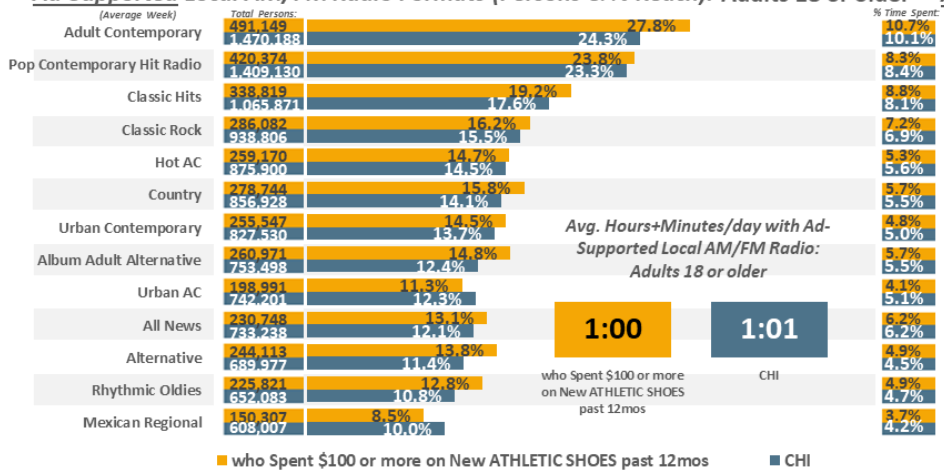
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



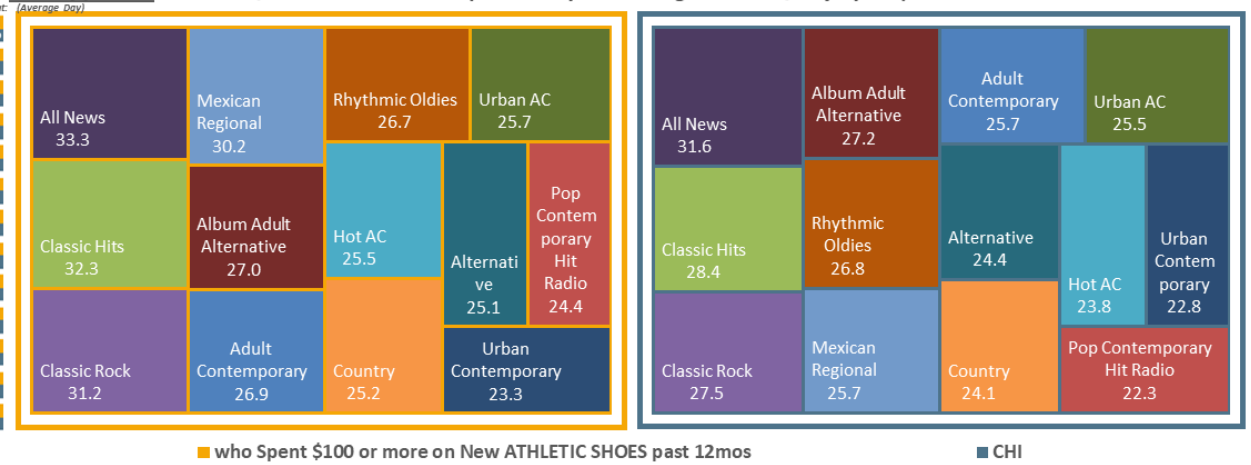
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,113

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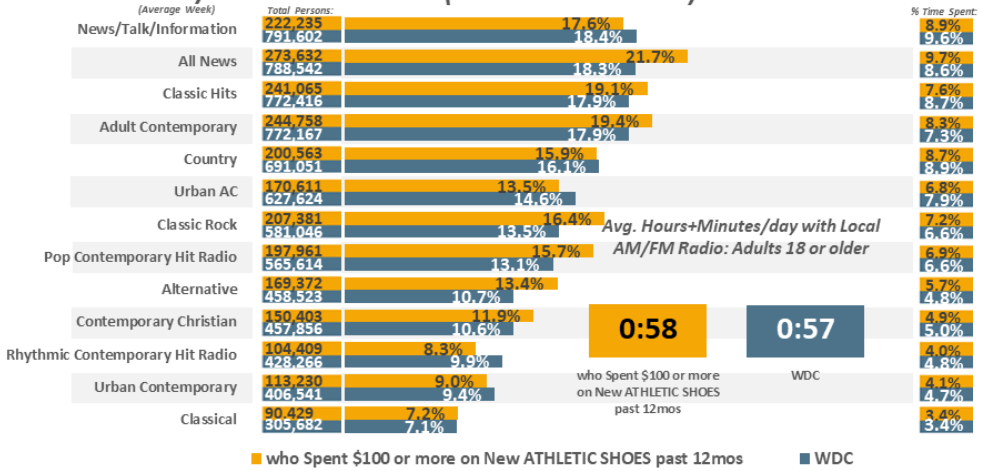
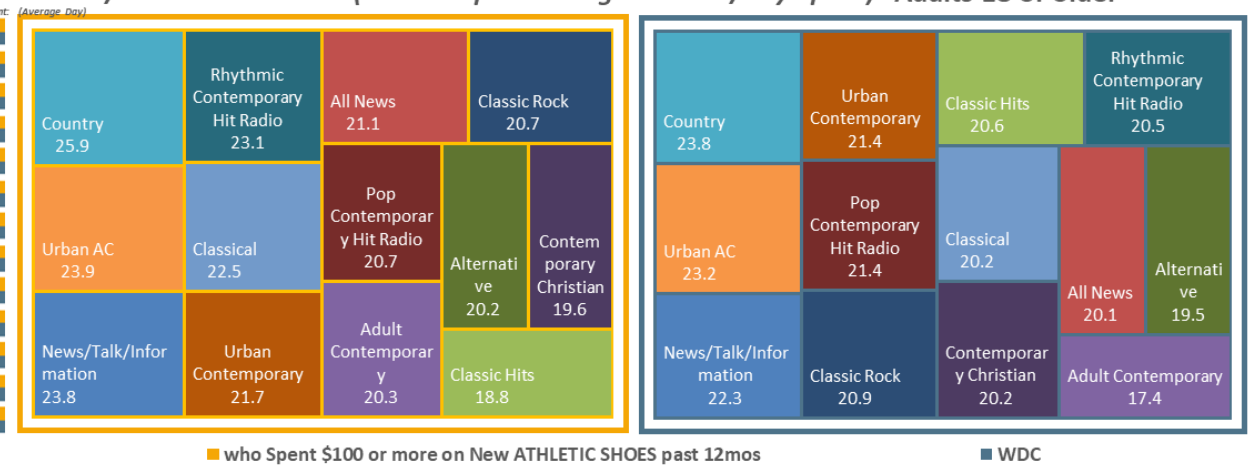
(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

1,202,931 or 74.5% of Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are All News, Adult Contemporary, Classic Hits, Classic Rock, and Country.

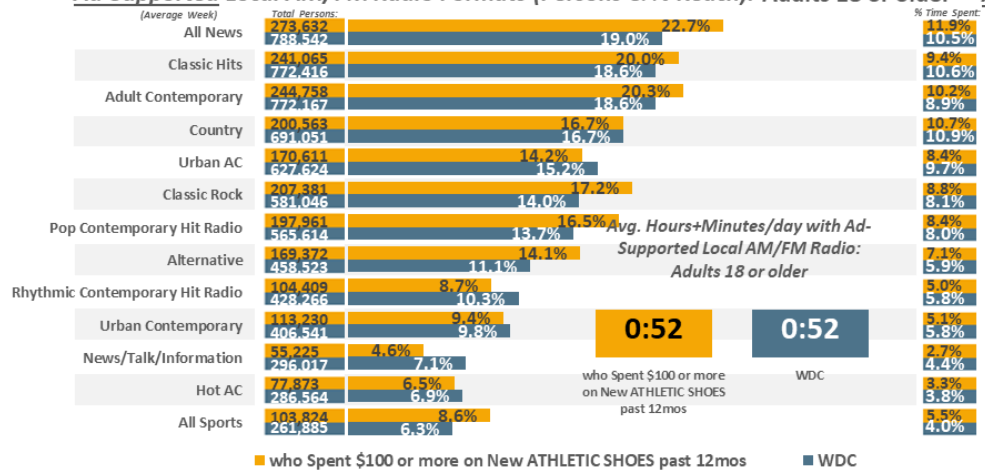
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



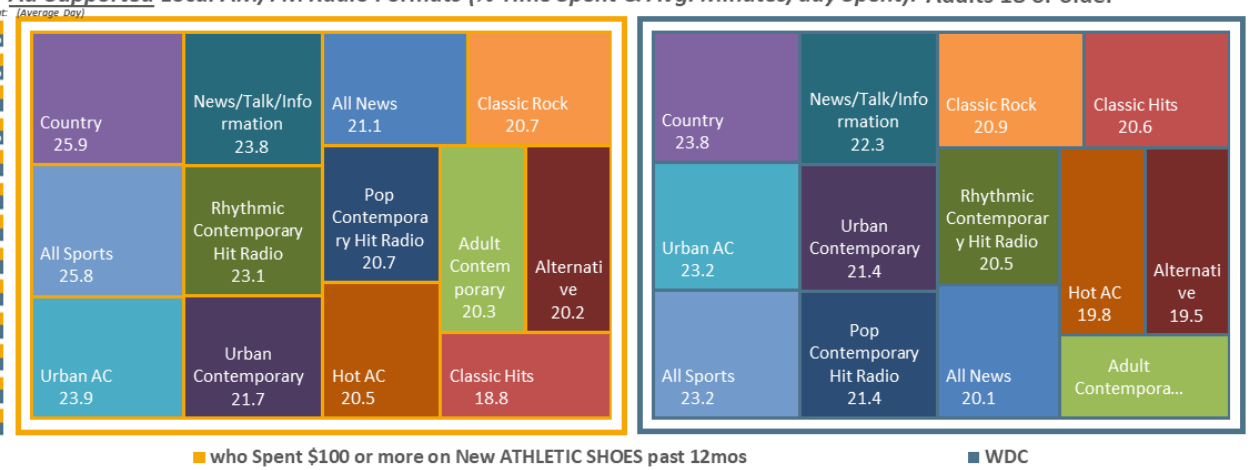
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 1,771

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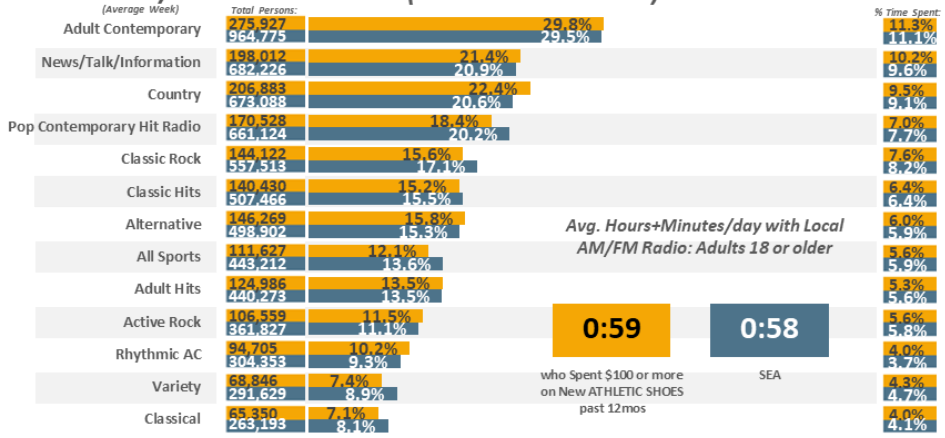
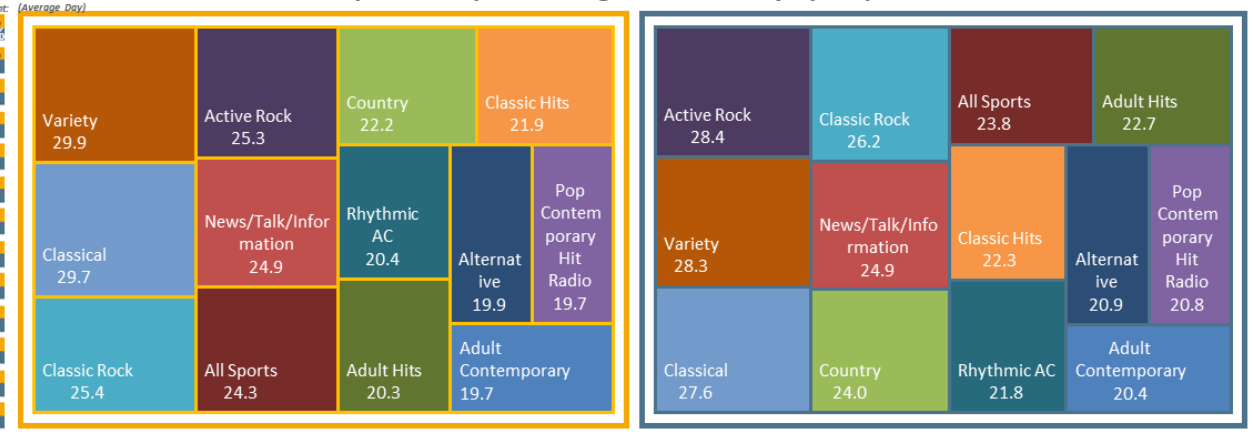
(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

893,317 or 74.8% of Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Country, Pop Contemporary Hit Radio, Alternative, and Classic Rock.

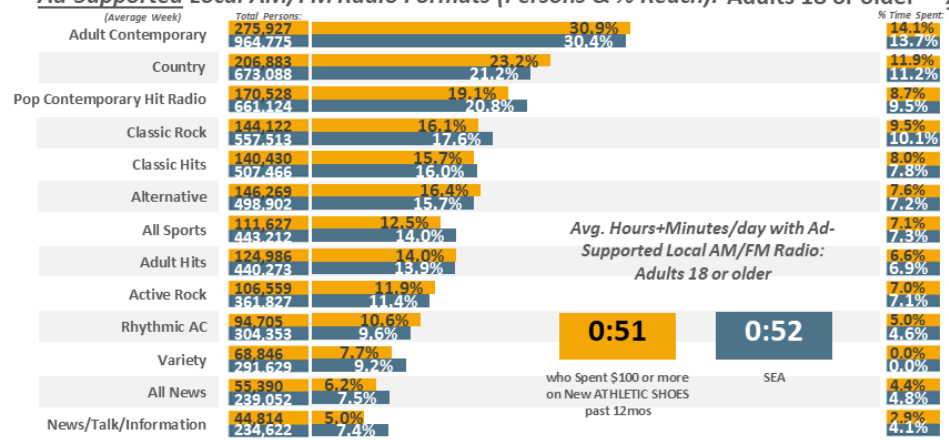
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



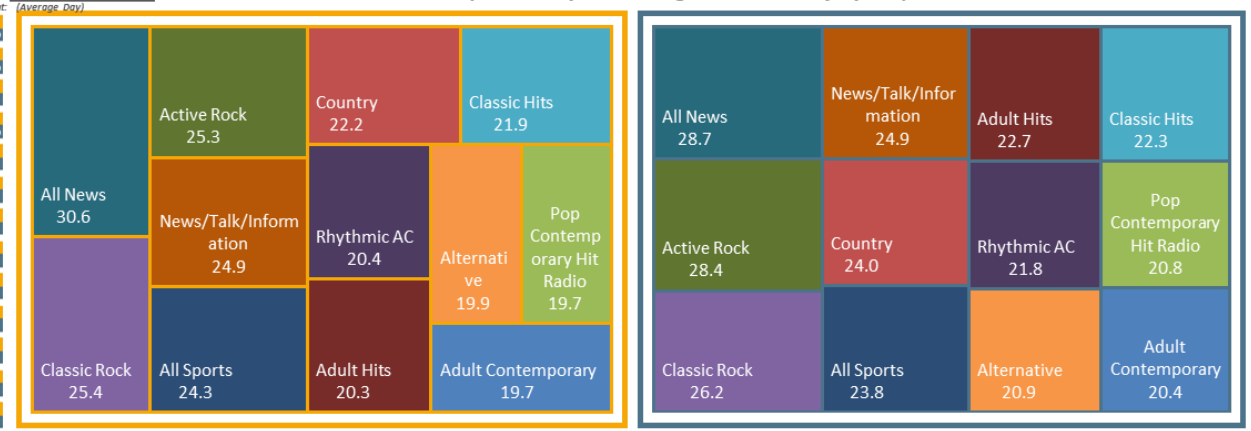
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,068

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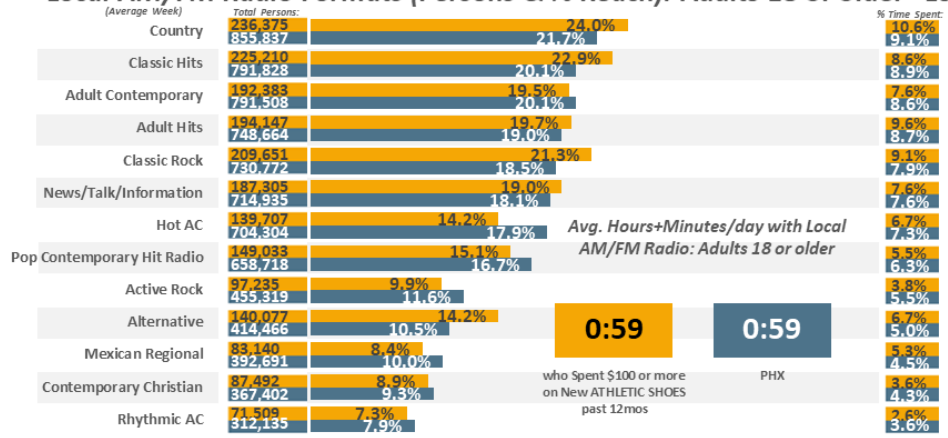
(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

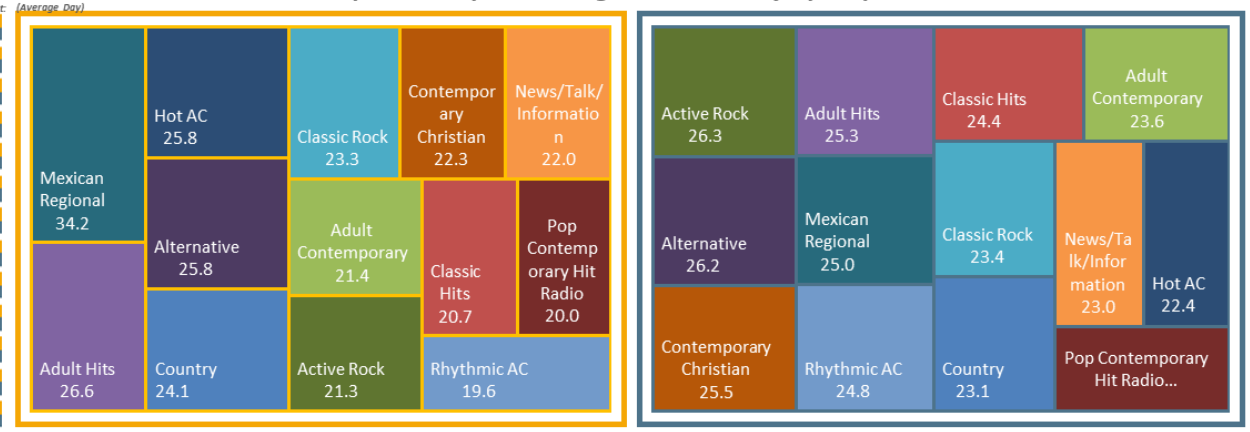
SNKRS PHX

950,587 or 85.% of Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Classic Hits, Classic Rock, Adult Hits, and Adult Contemporary.

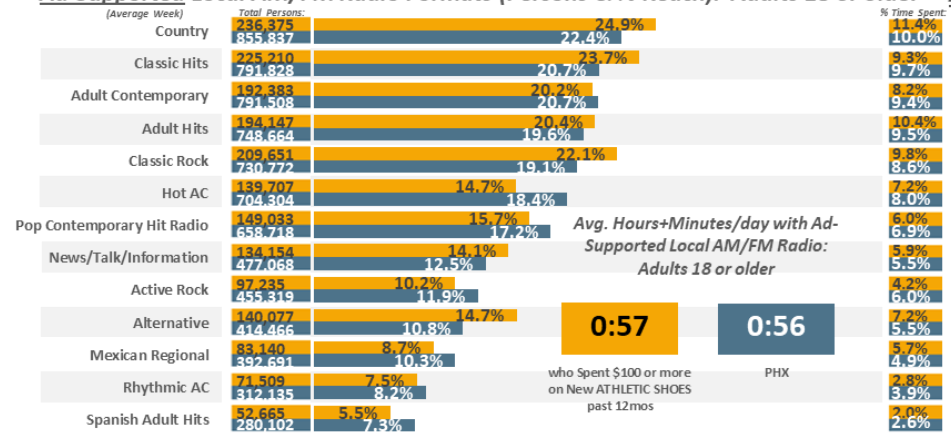
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



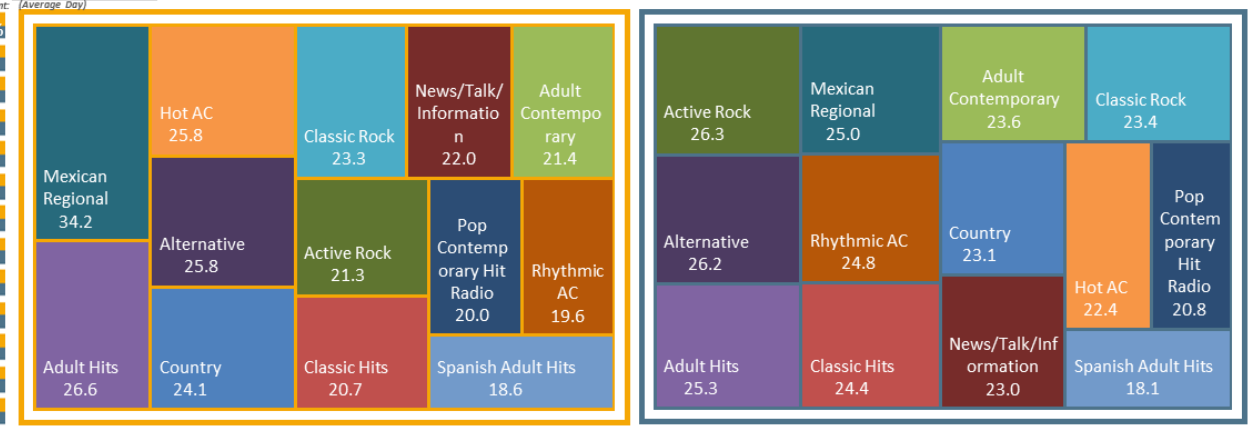
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 585

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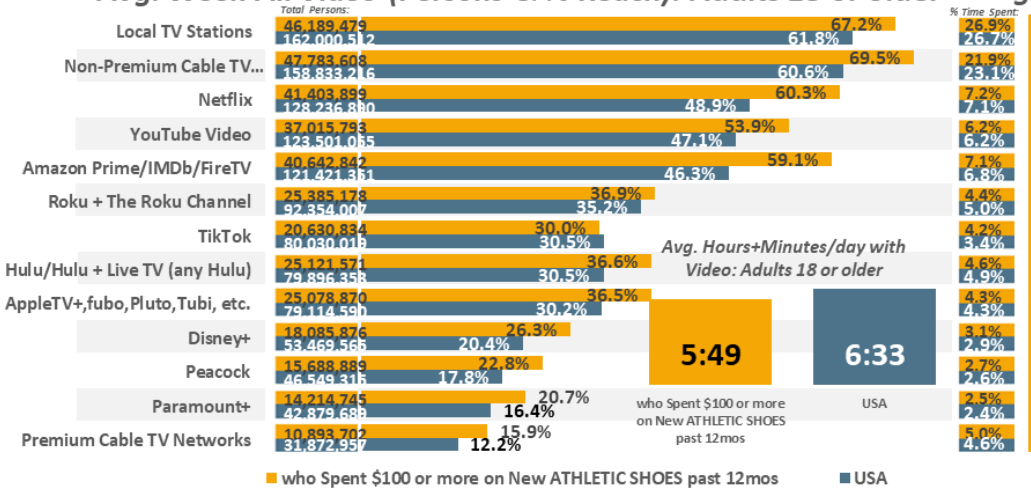
(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

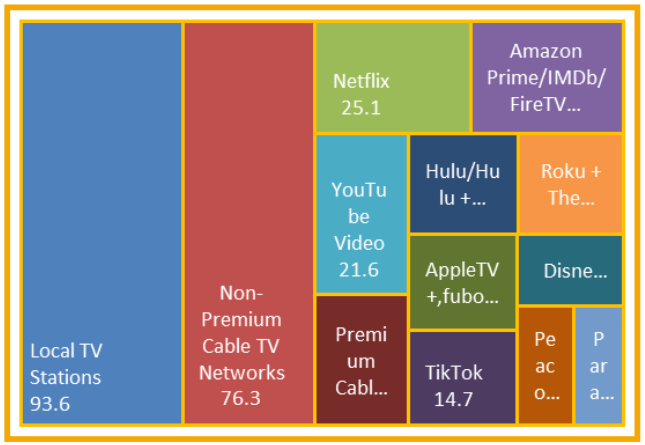
SNKRS USA

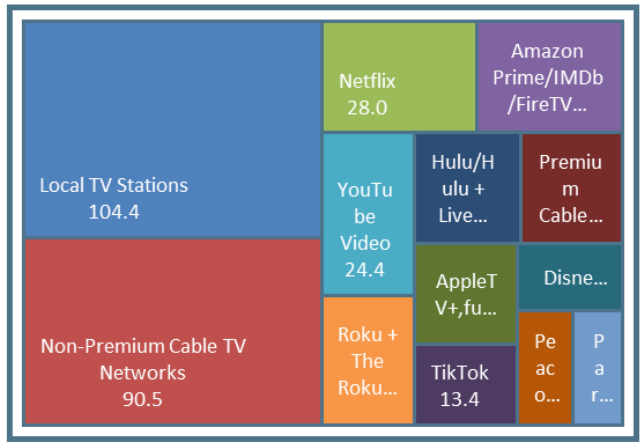
45,648,842 or 66.4% of Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos watch Ad-Supported Local TV Stations for an average of 88.6 minutes every day representing 31.2% of all time spent daily with Ad-Supported Video.

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



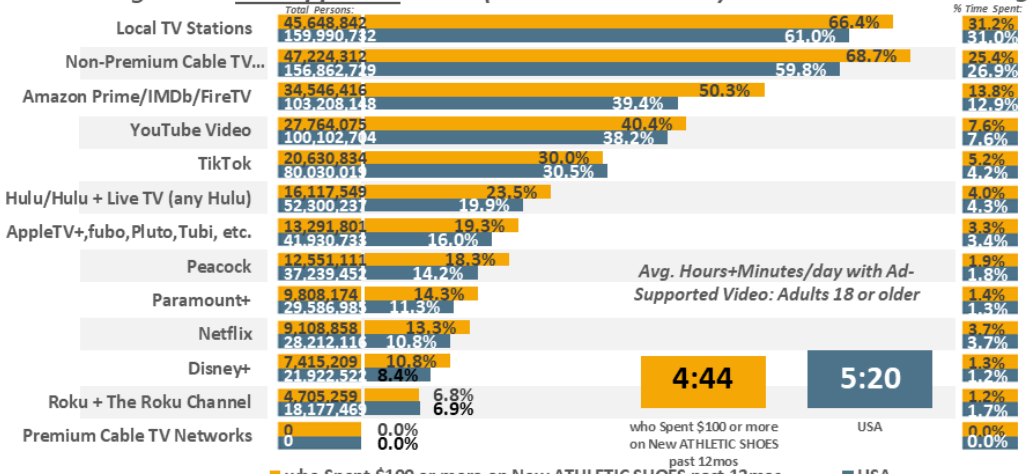
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



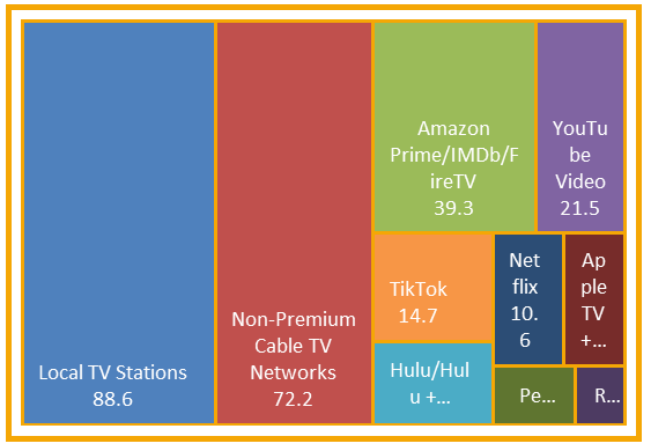


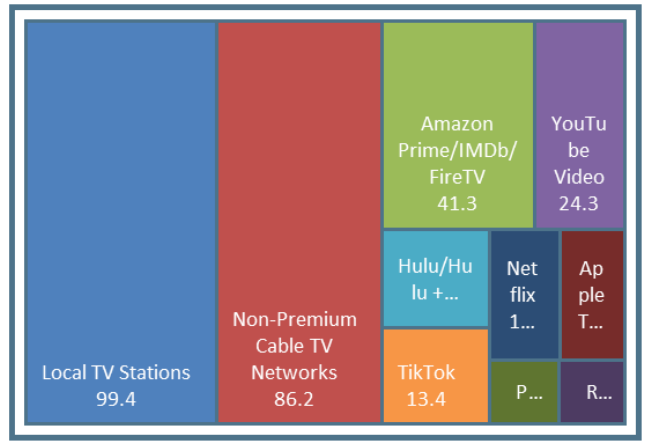
who Spent $100 or more on New ATHLETIC SHOES past 12mos — USA

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



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





who Spent $100 or more on New ATHLETIC SHOES past 12mos — USA

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

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

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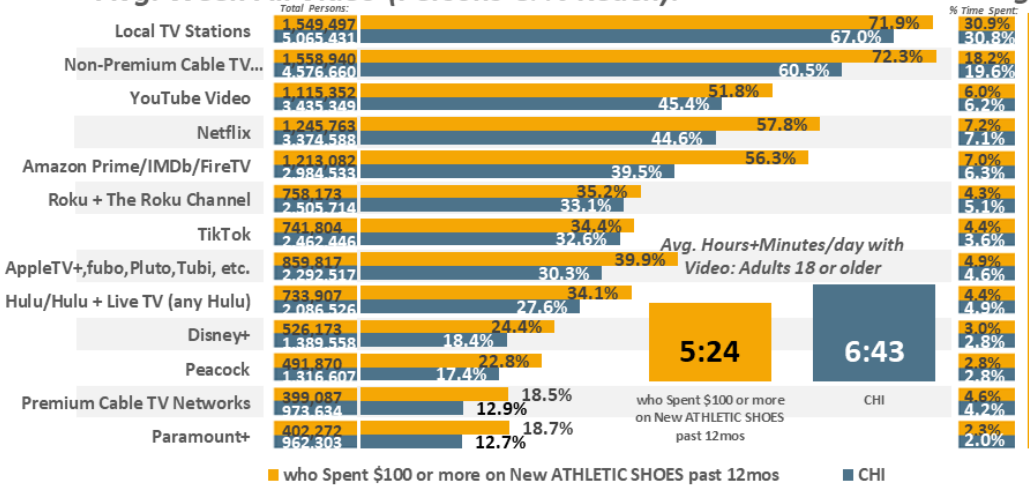
(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

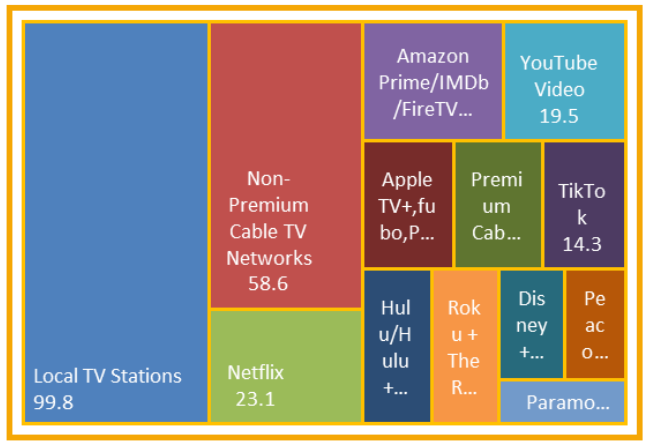
SNKRS CHI

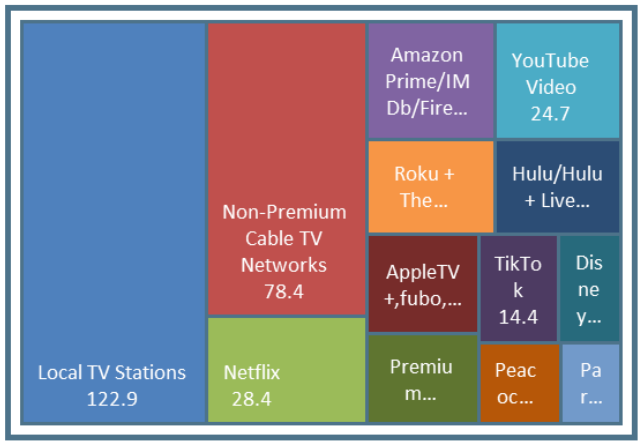
1,535,562 or 71.3% of Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos watch Ad-Supported Local TV Stations for an average of 94.4 minutes every day representing 35.9% of all time spent daily with Ad-Supported Video.

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

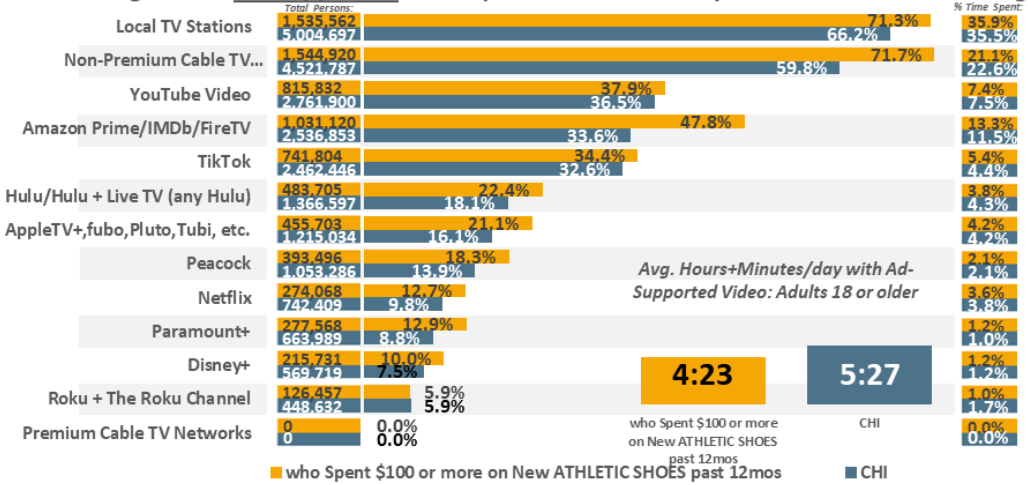


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

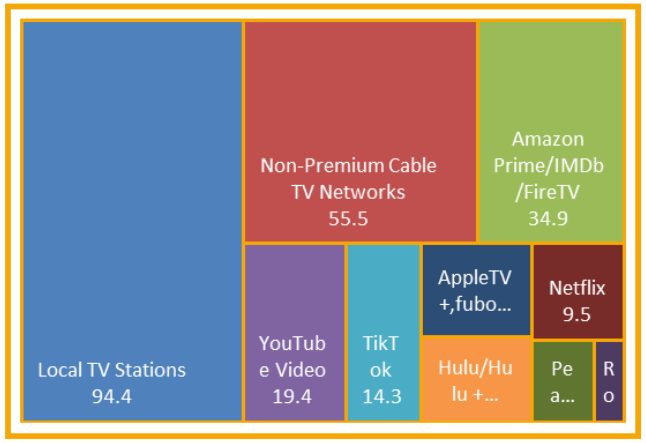


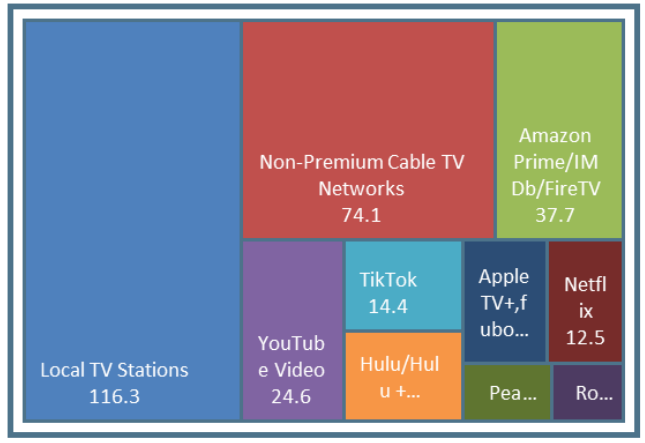


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,113

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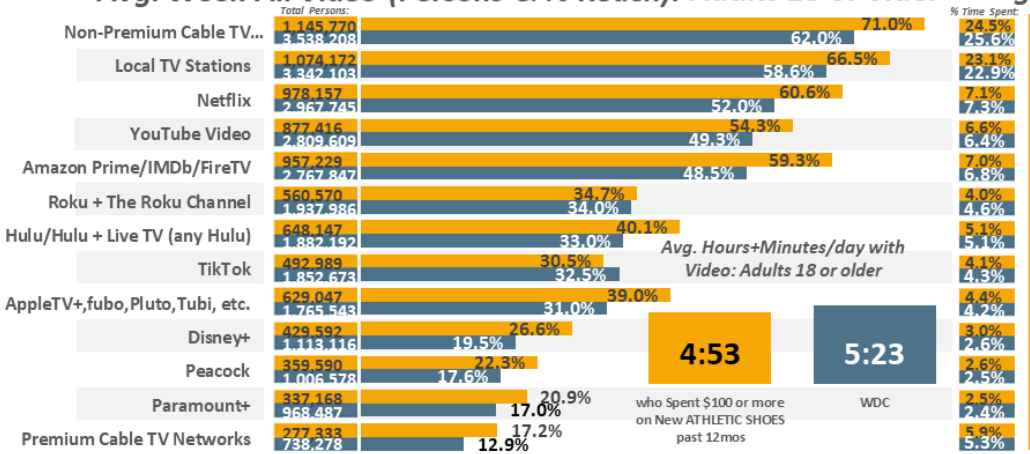
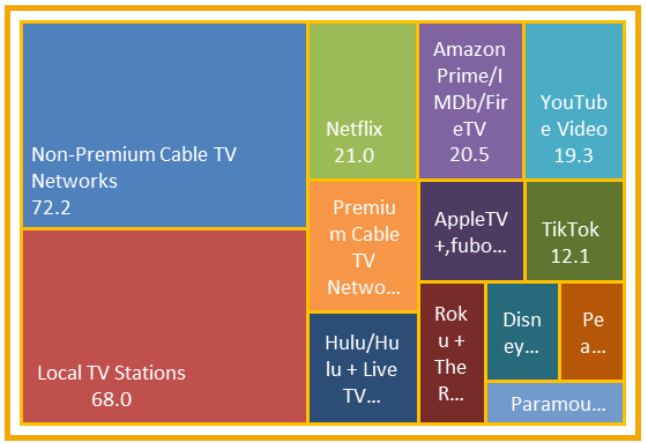
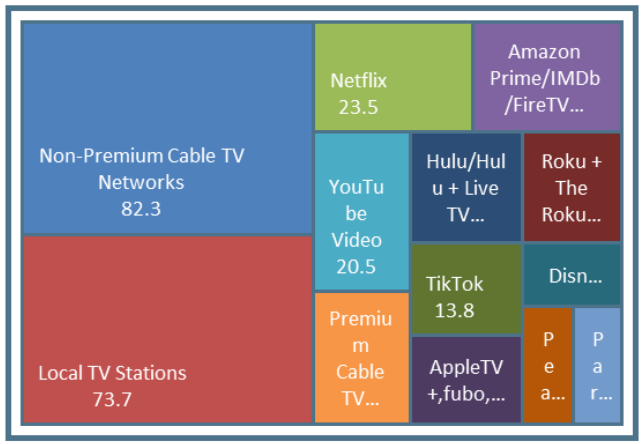
1,058,711 or 65.6% of Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos watch Ad-Supported Local TV Stations for an average of 63.5 minutes every day representing 26.6% of all time spent daily with Ad-Supported Video.

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

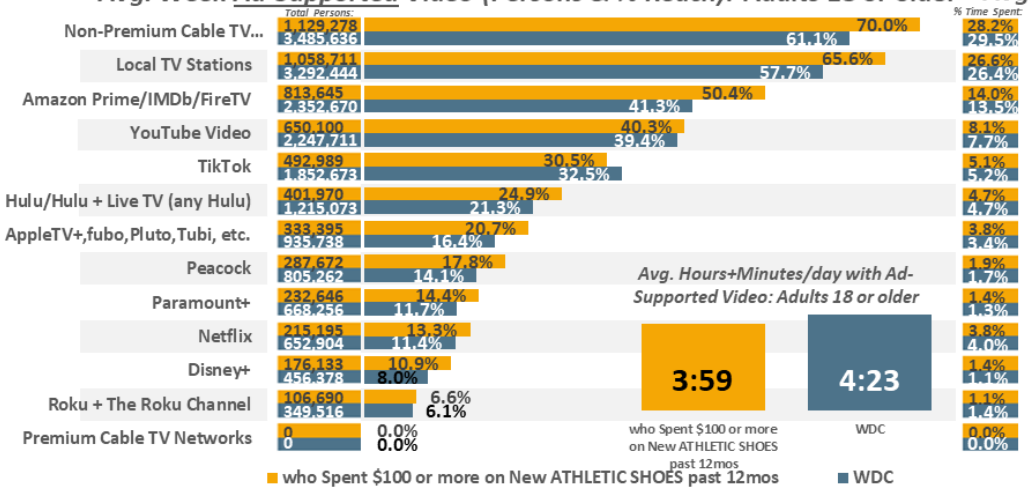


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

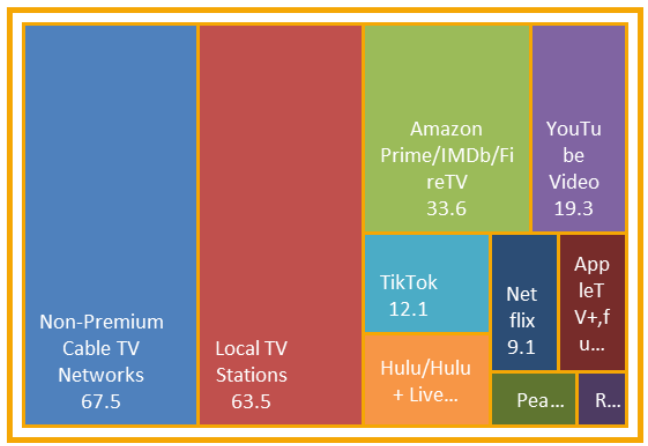


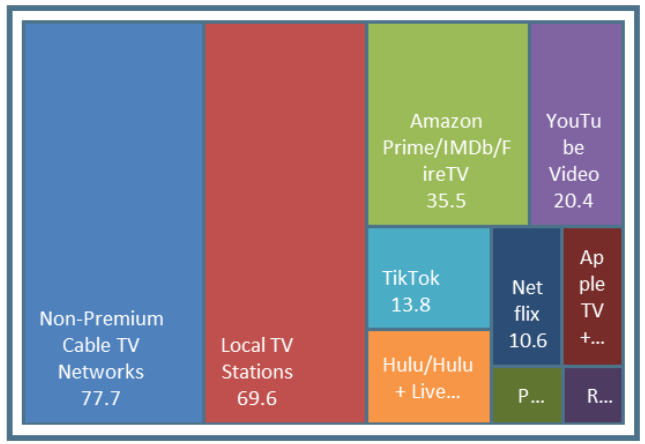


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 1,771

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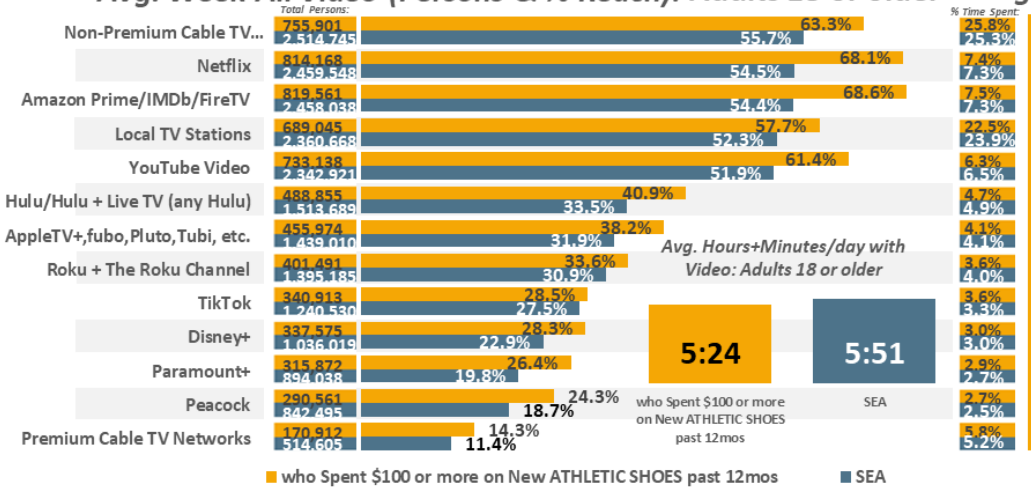
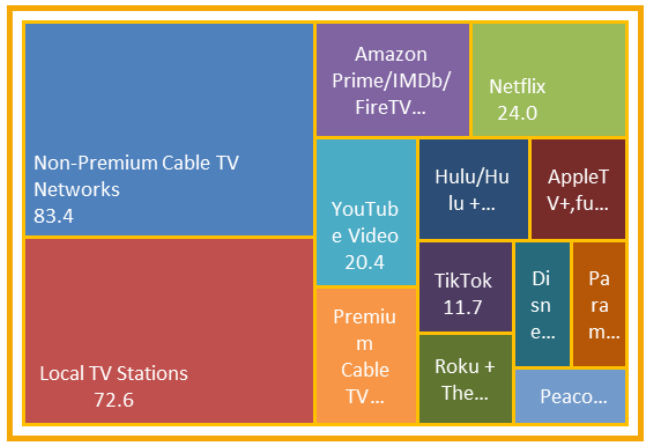
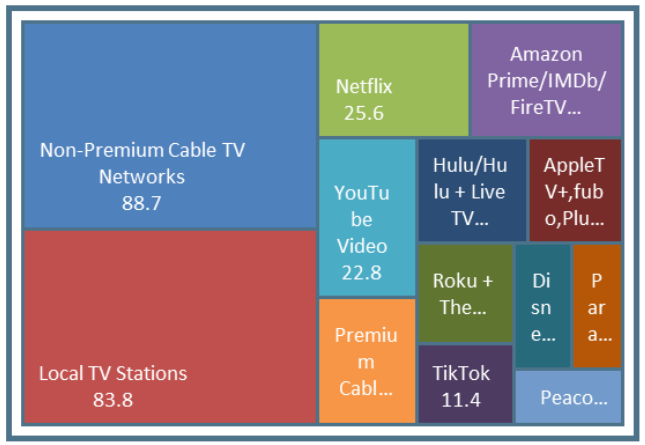
680,863 or 57.7% of Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos watch Ad-Supported Local TV Stations for an average of 68.1 minutes every day representing 25.5% of all time spent daily with Ad-Supported Video.

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

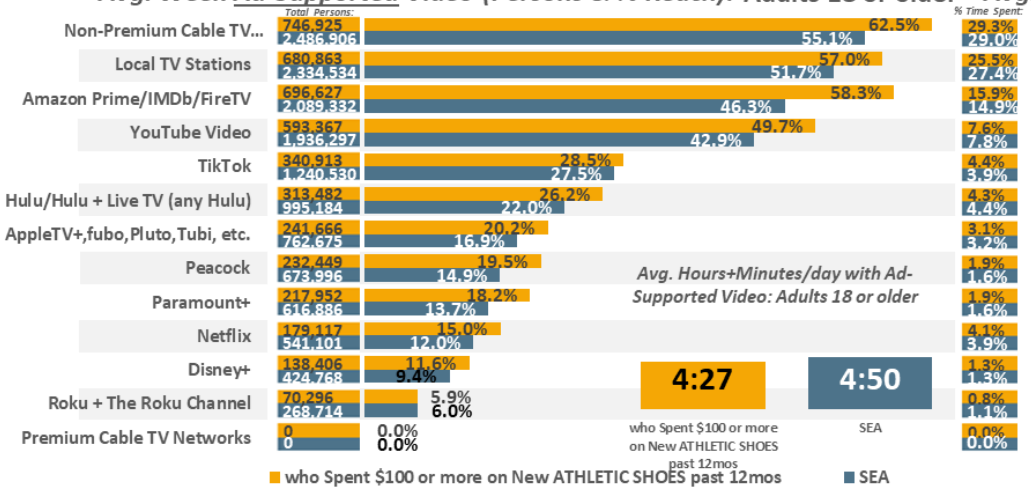


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

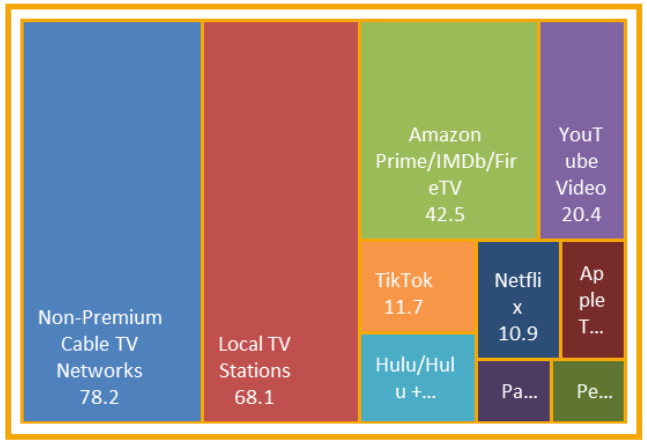


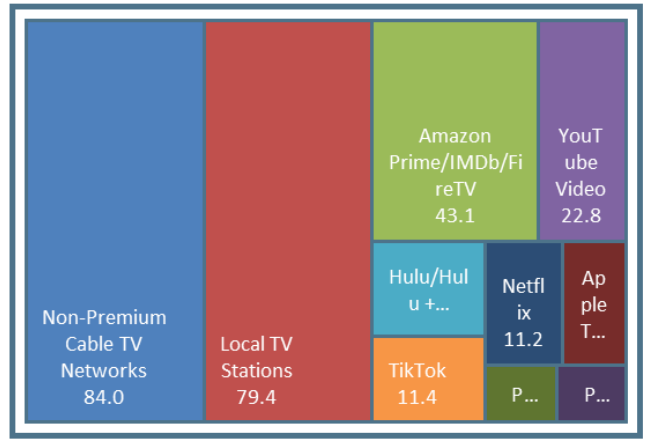


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,068

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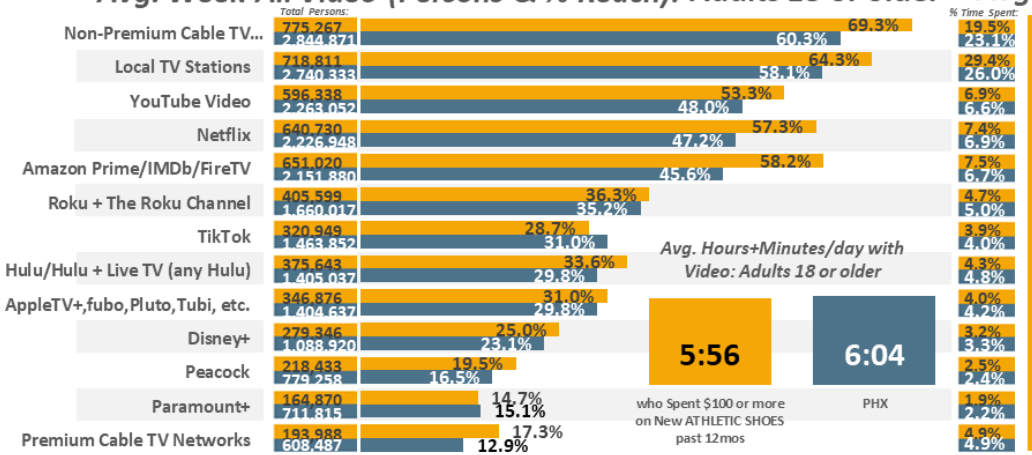
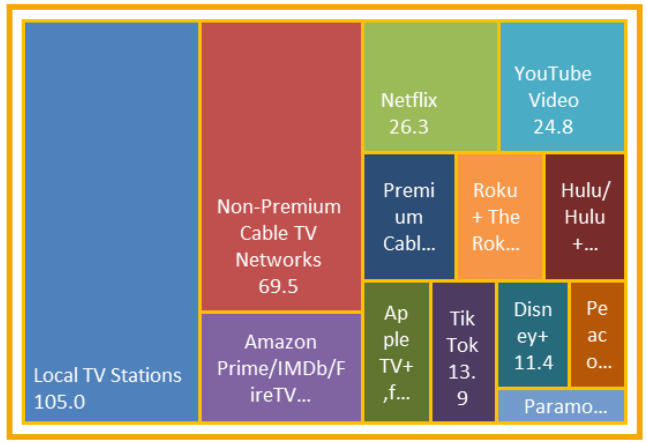
(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

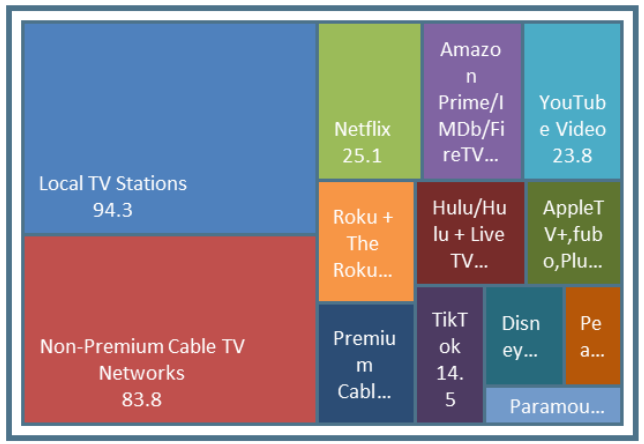
712,468 or 63.7% of Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos watch Ad-Supported Local TV Stations for an average of 101.2 minutes every day representing 35.4% of all time spent daily with Ad-Supported Video.

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

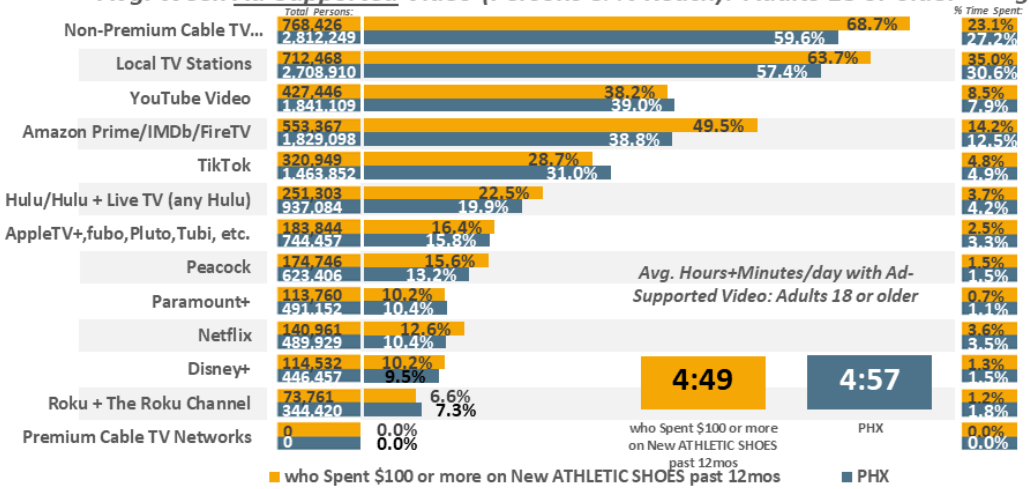


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

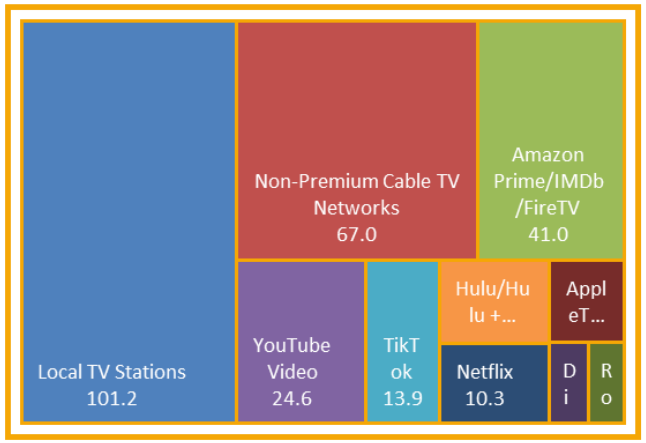


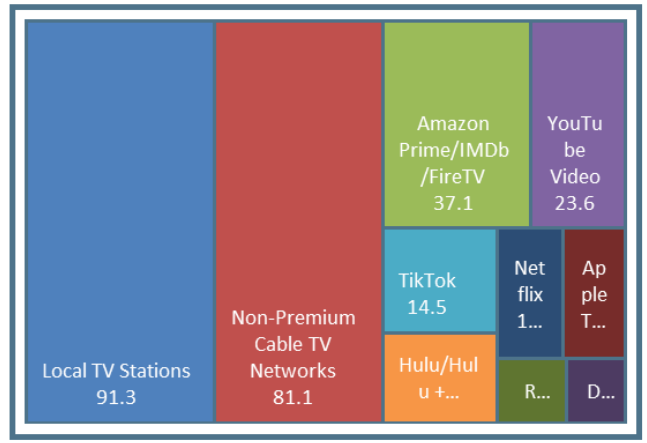


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 585

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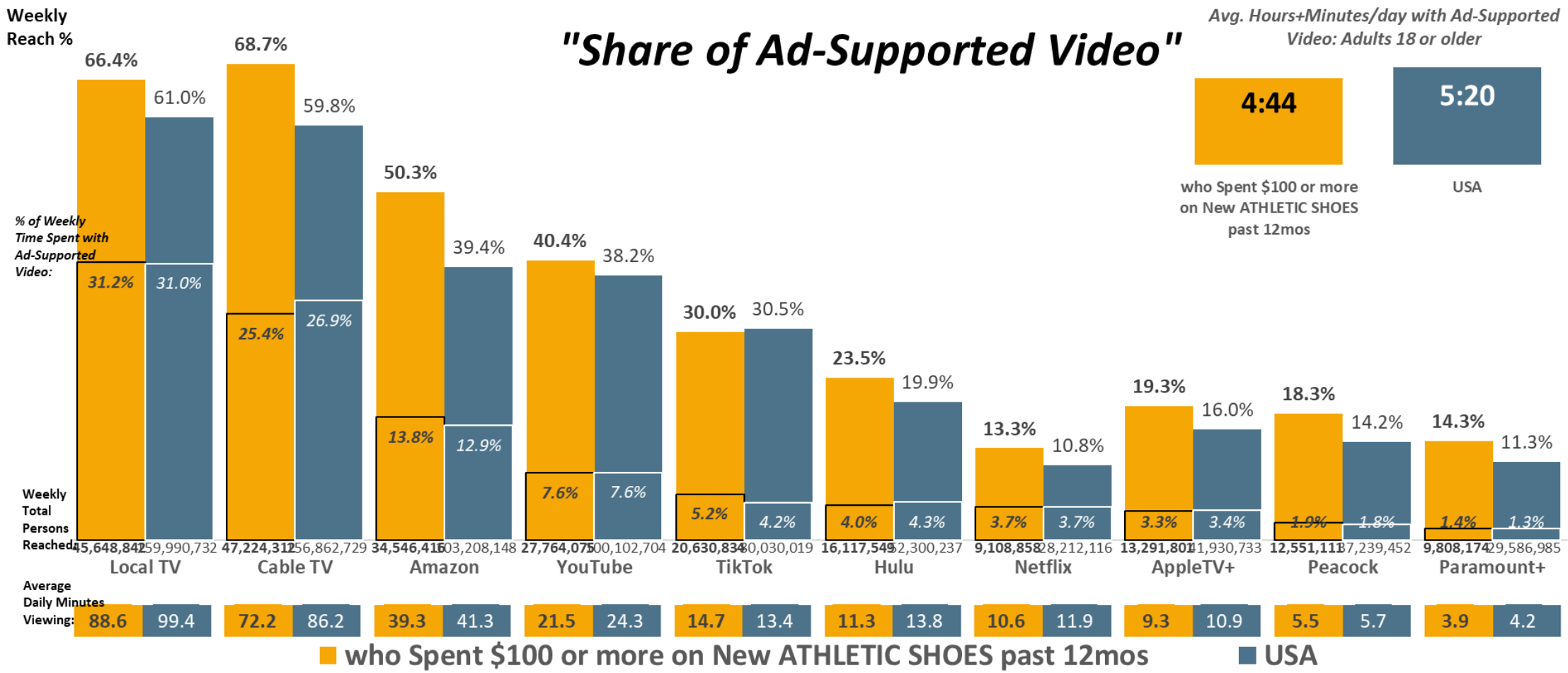
(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

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



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

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

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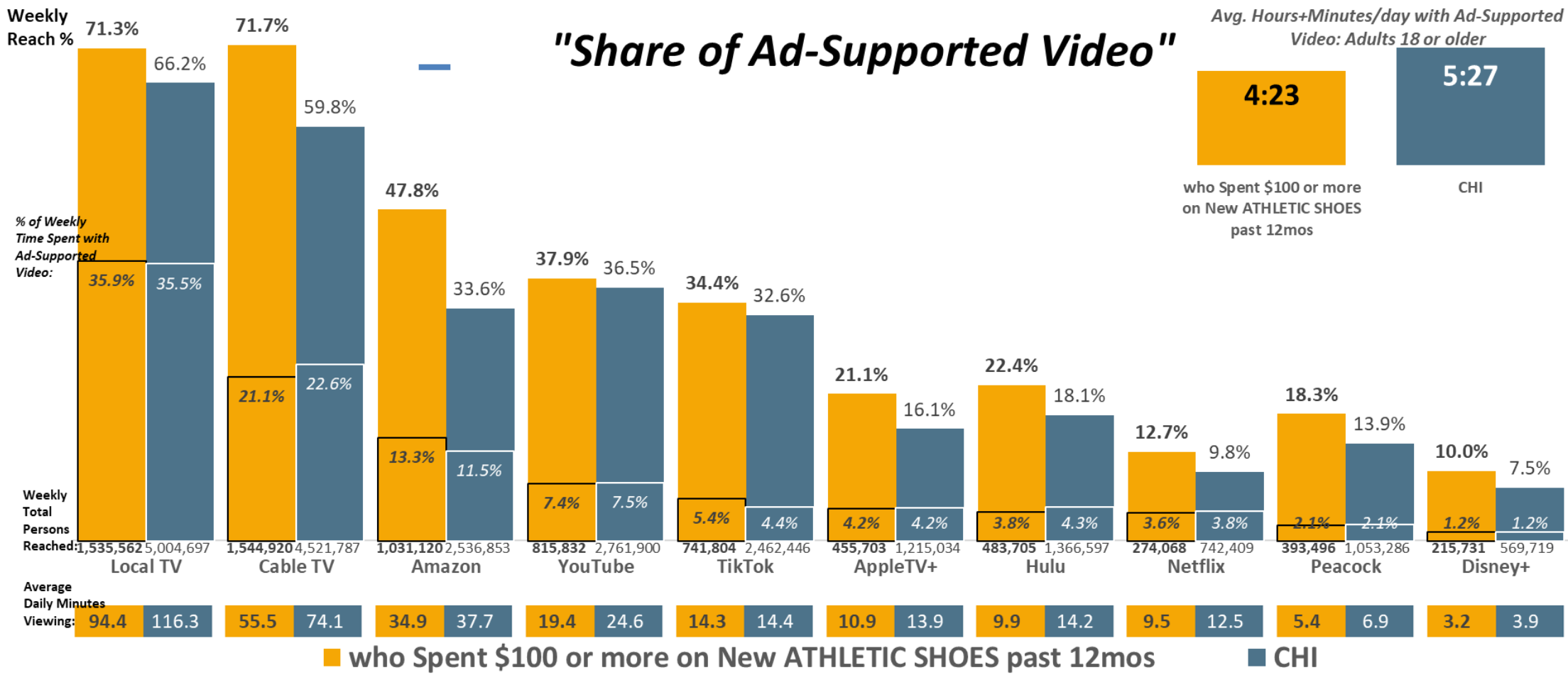
(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

SNKRS CHI

1,535,562 or 71.3% of Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos watch Ad-Supported Local TV Stations for an average of 94.4 minutes every day representing 35.9% of all time spent daily with Ad-Supported Video.



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,113 CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,846

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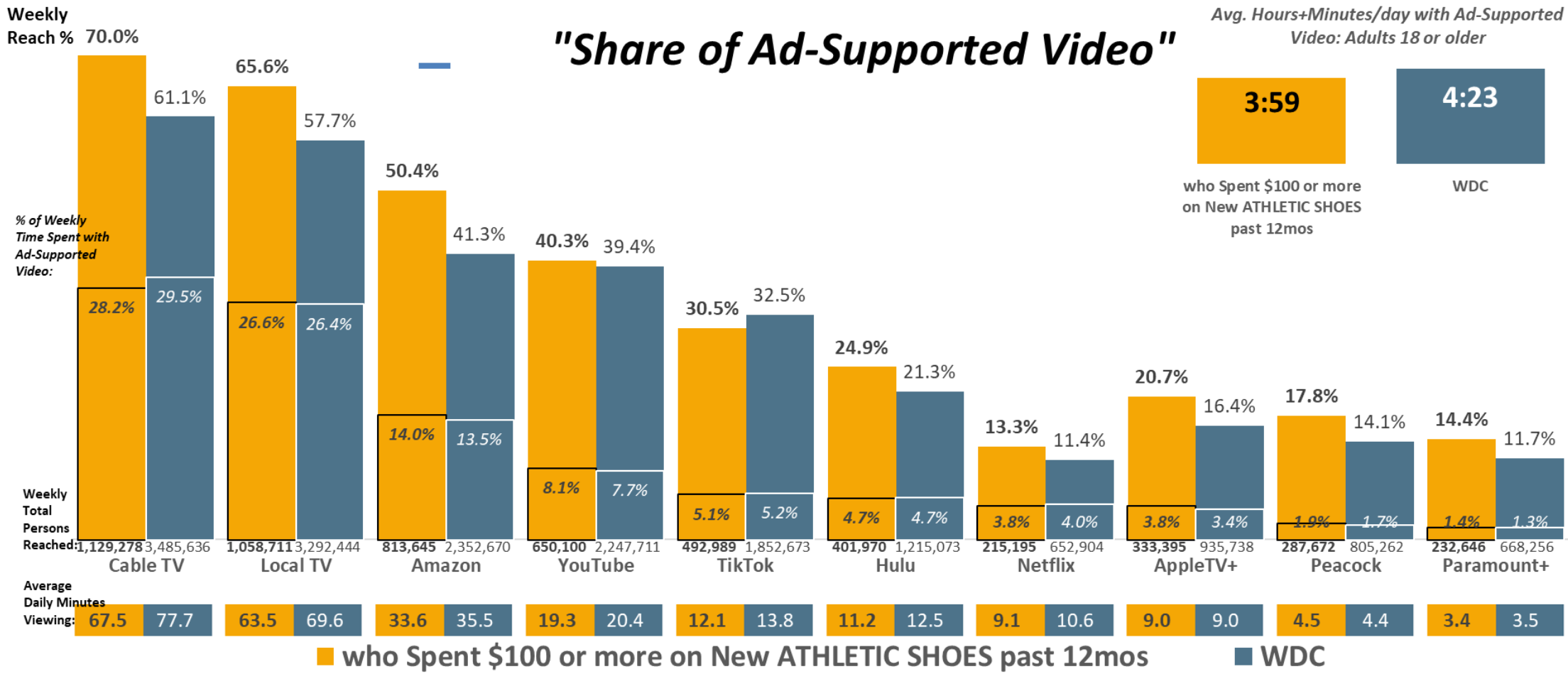
(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

1,058,711 or 65.6% of Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos watch Ad-Supported Local TV Stations for an average of 63.5 minutes every day representing 26.6% of all time spent daily with Ad-Supported Video.



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 1,771 WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 5,857

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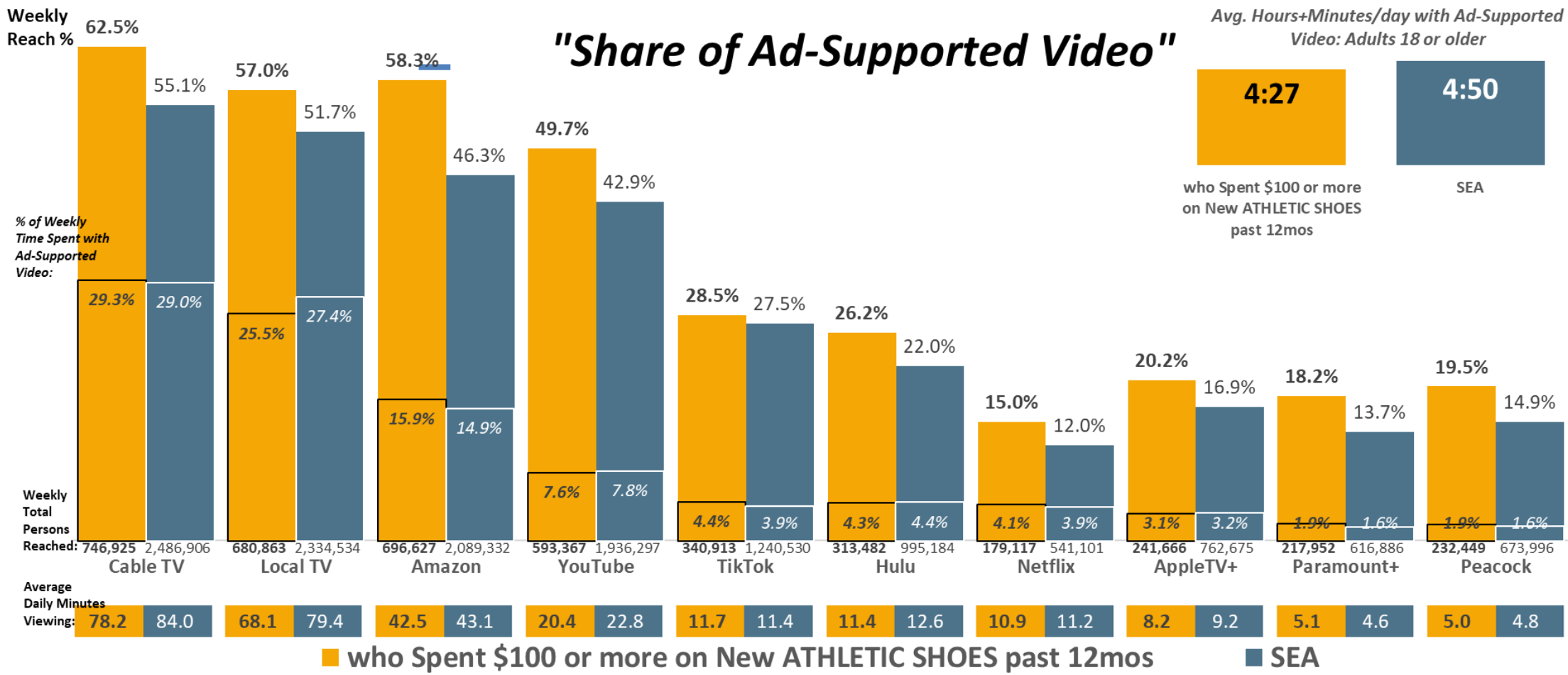
(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

SNKRS SEA

680,863 or 57.% of Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos watch Ad-Supported Local TV Stations for an average of 68.1 minutes every day representing 25.5% of all time spent daily with Ad-Supported Video.



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,068 SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,920

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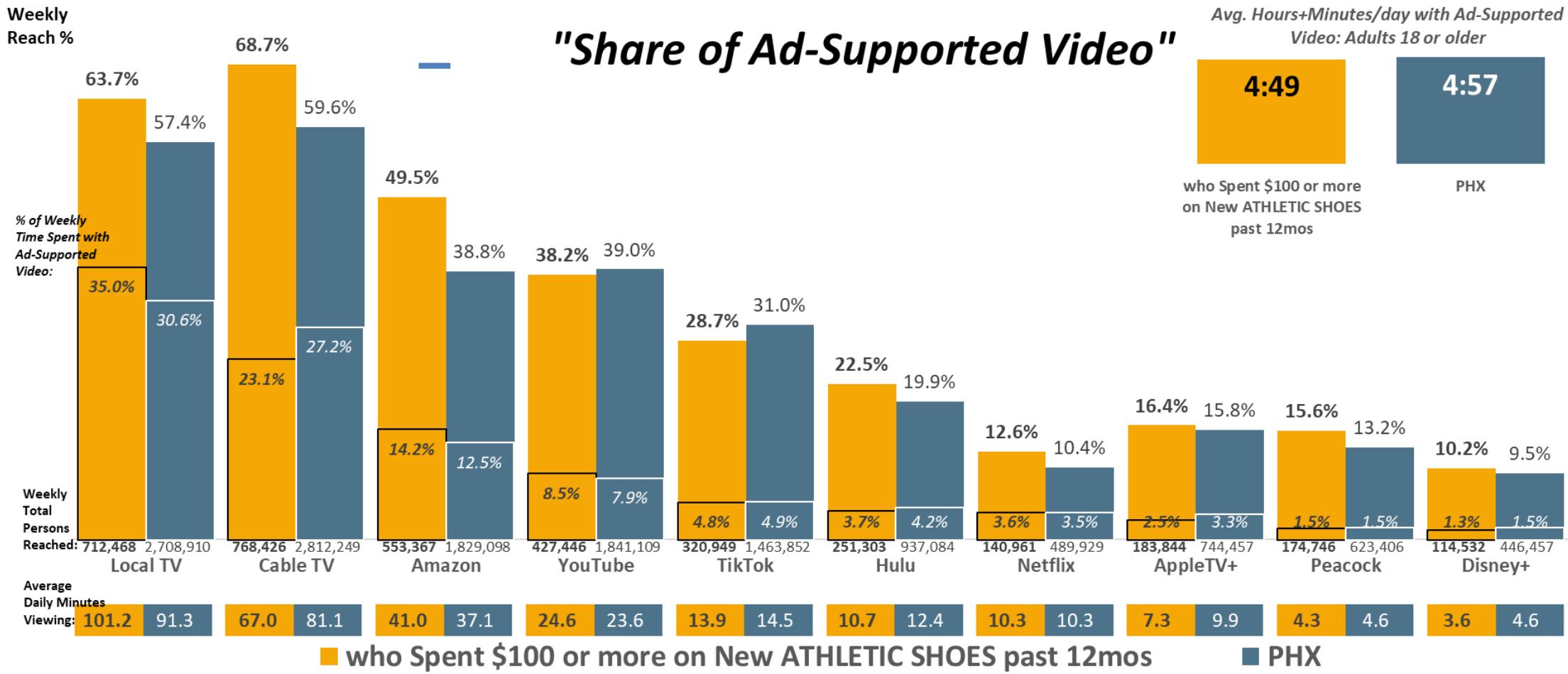
(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

712,468 or 63.7% of Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos watch Ad-Supported Local TV Stations for an average of 101.2 minutes every day representing 35.7% of all time spent daily with Ad-Supported Video.



PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 585 PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 2,461

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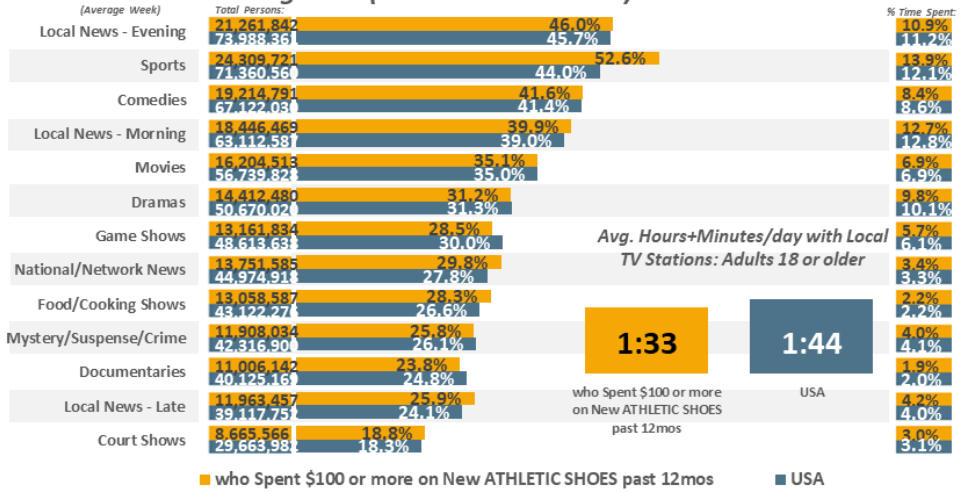
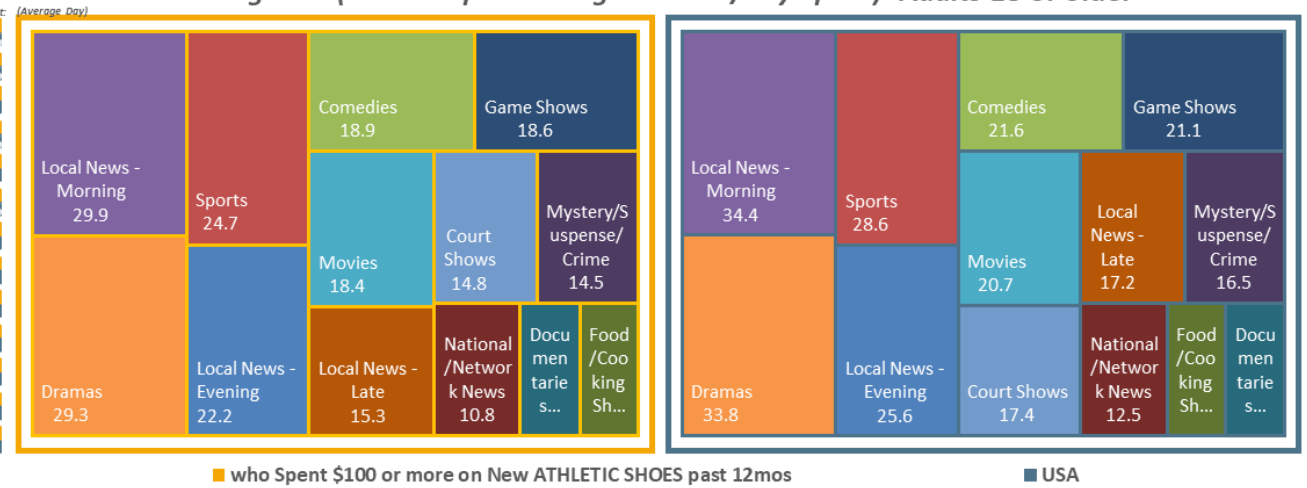
(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

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

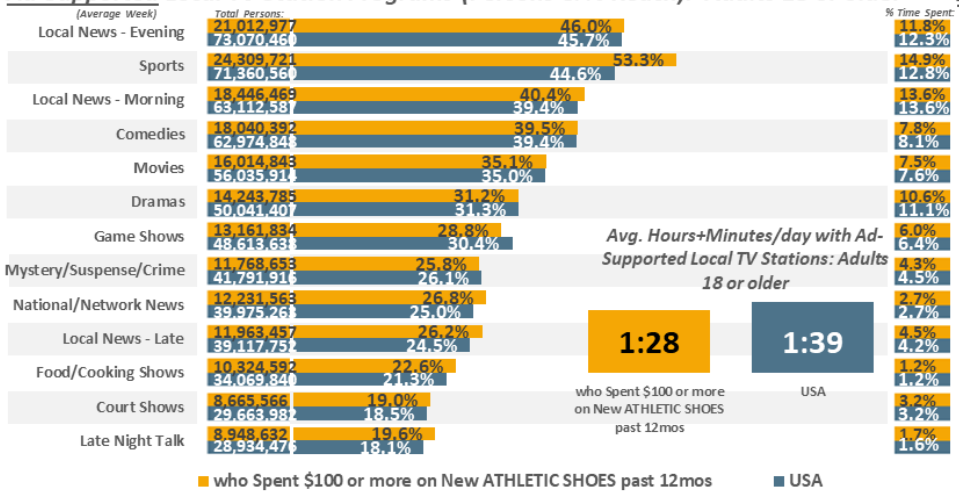
Local TV Station Programs (Persons & % Reach): Adults 18 or older



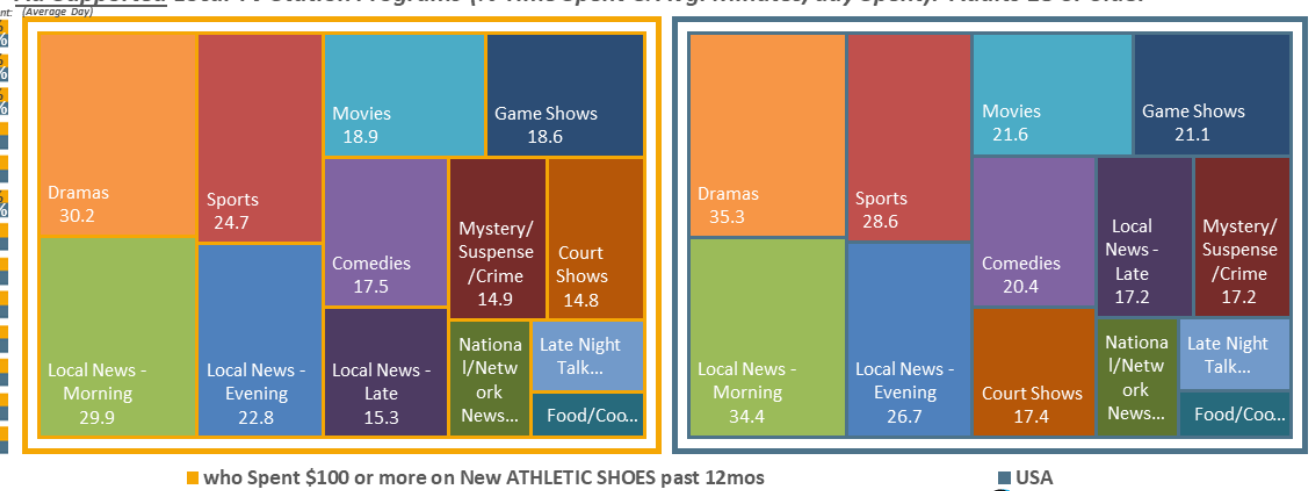
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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

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

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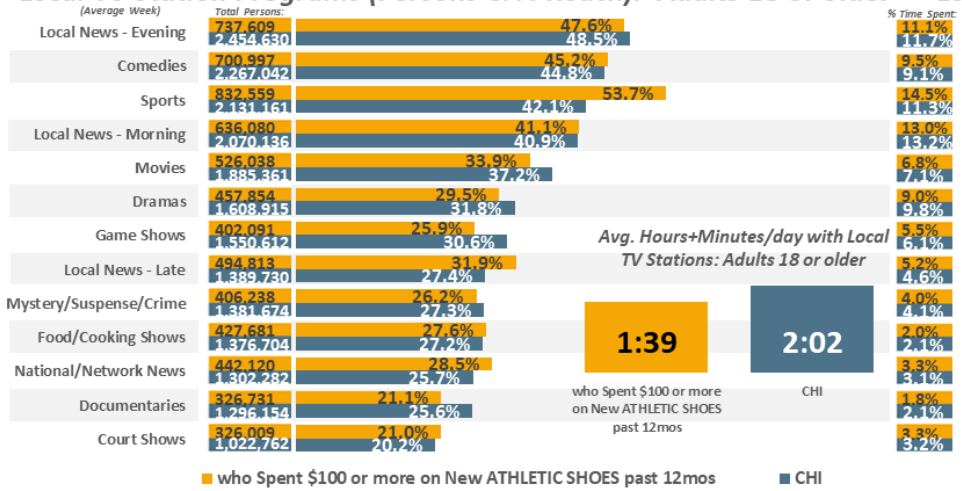
(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

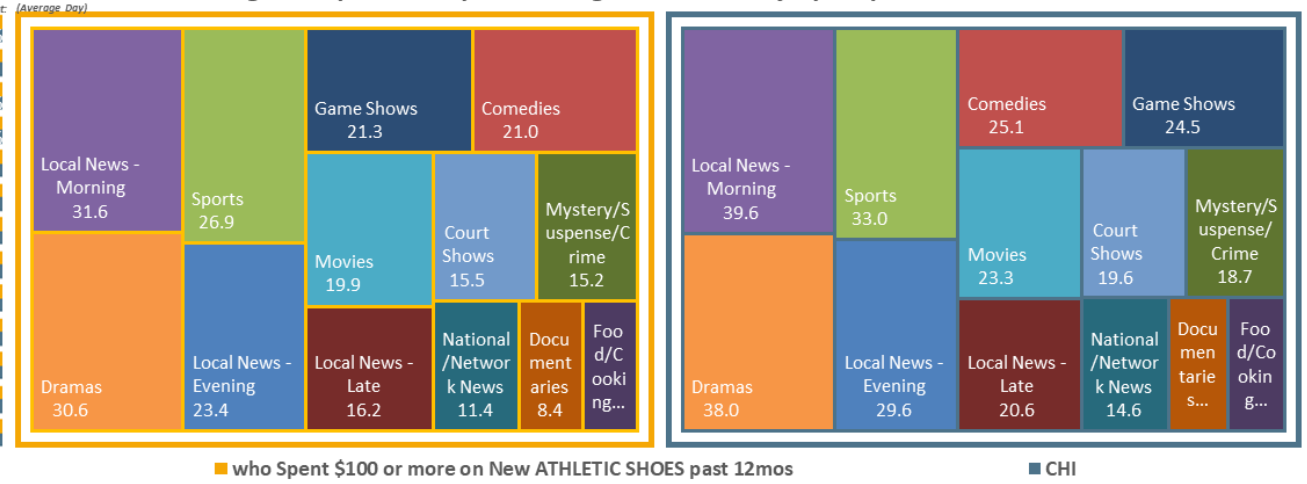
SNKRS CHI

1,535,562 or 71.3% of Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Morning, Movies, and Local News - Late.

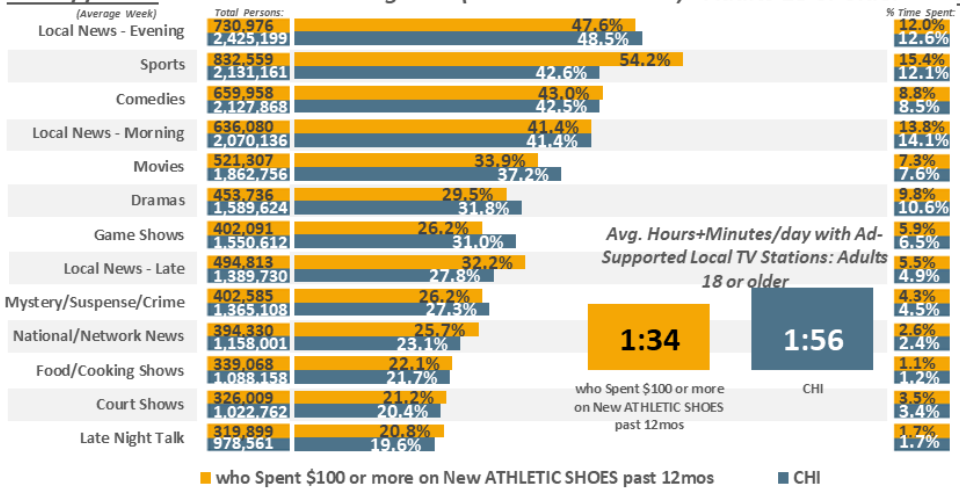
Local TV Station Programs (Persons & % Reach): Adults 18 or older



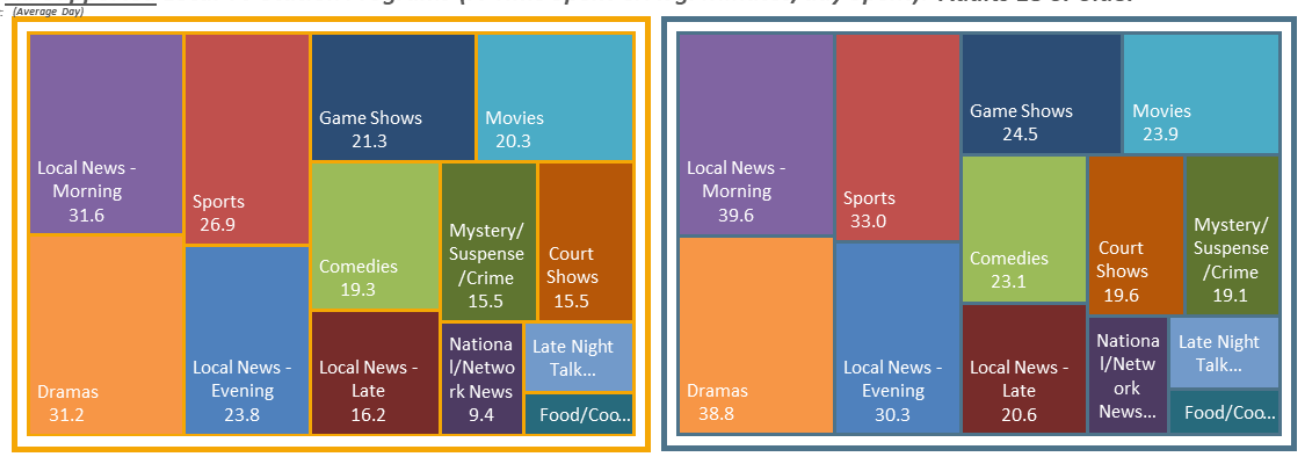
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,113

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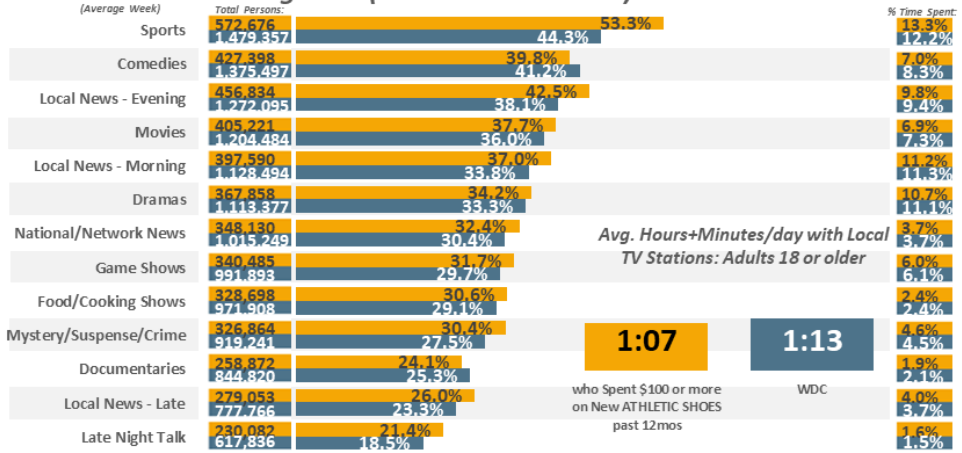
(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

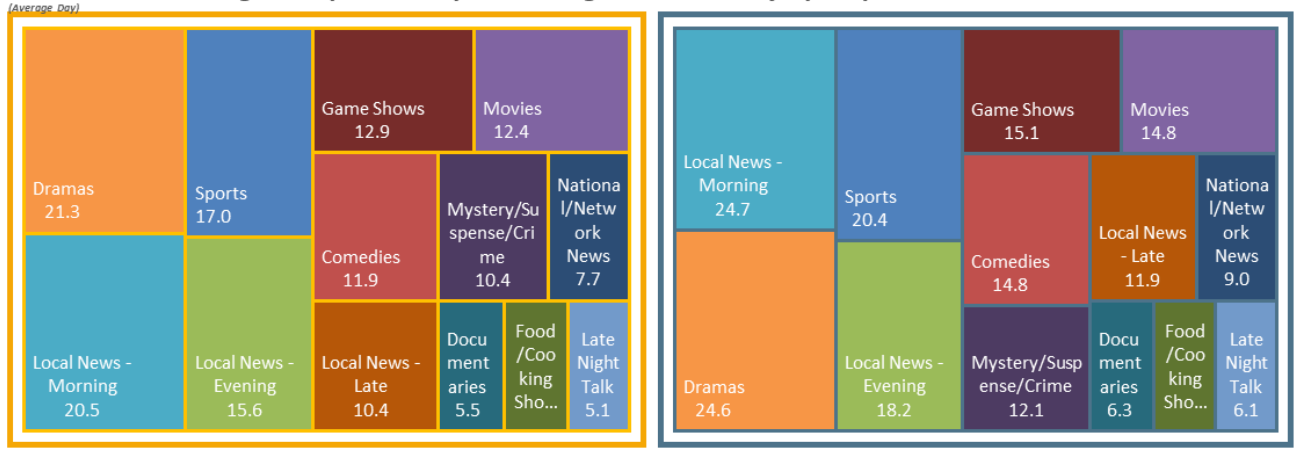
SNKRS WDC

1,058,711 or 65.6% of Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Movies, Local News - Morning, and Dramas.

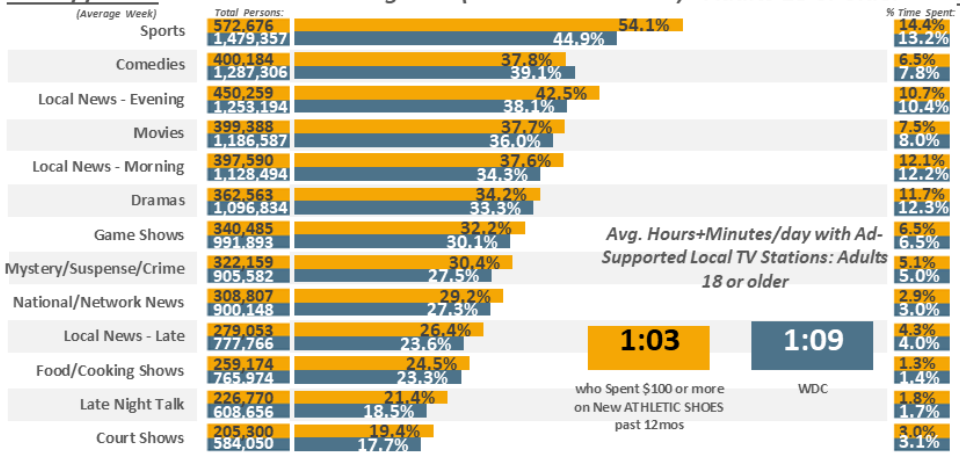
Local TV Station Programs (Persons & % Reach): Adults 18 or older



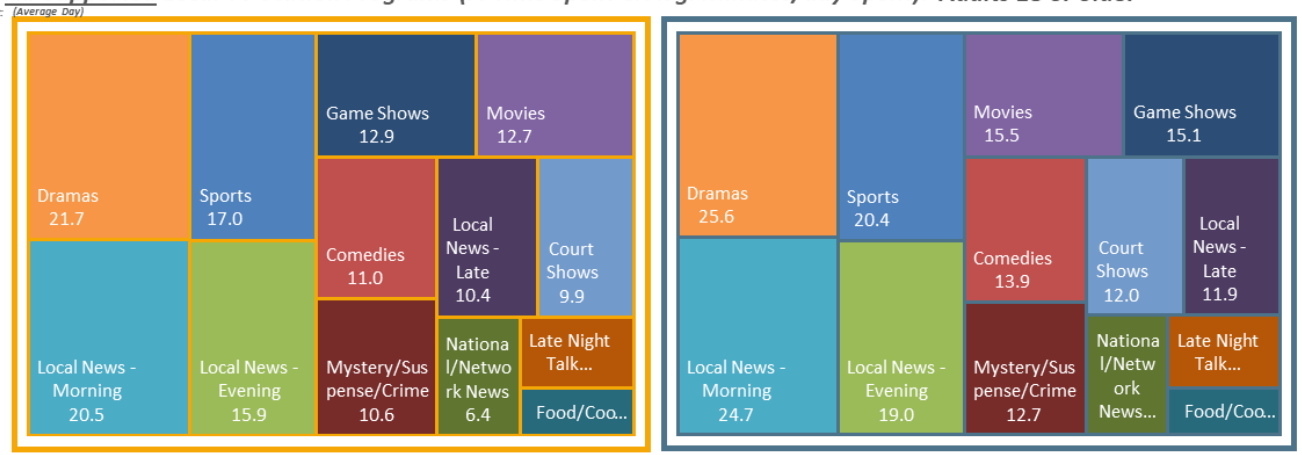
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 1,771

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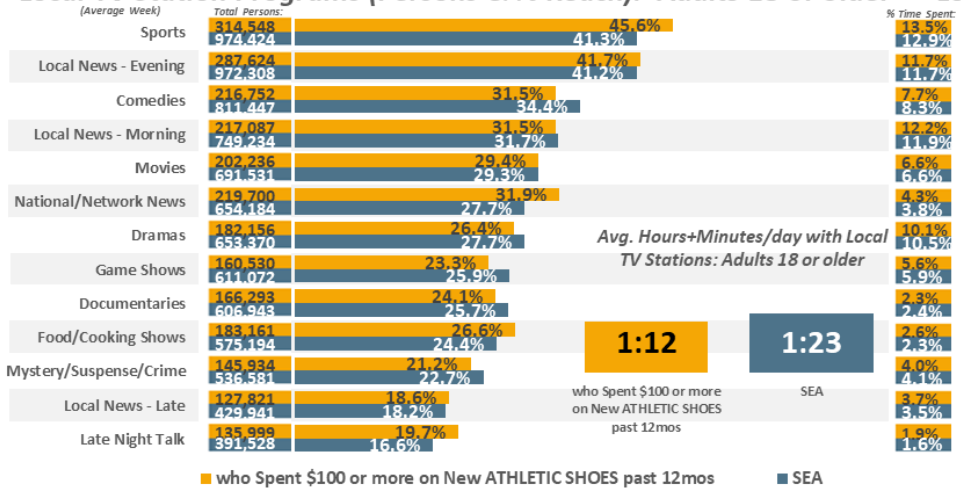
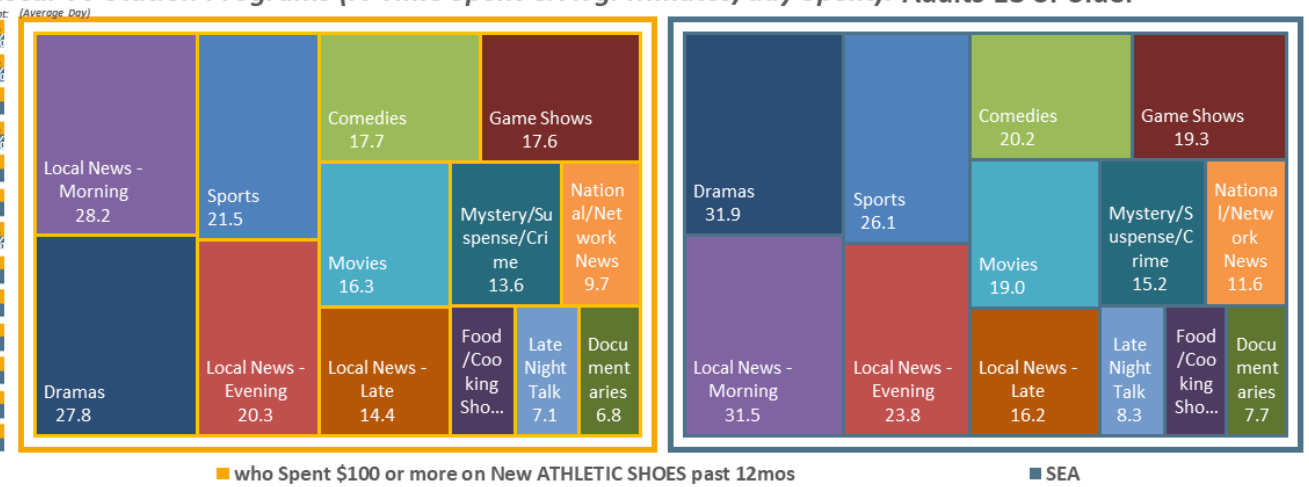
(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

680,863 or 57.% of Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, Movies, and National/Network News.

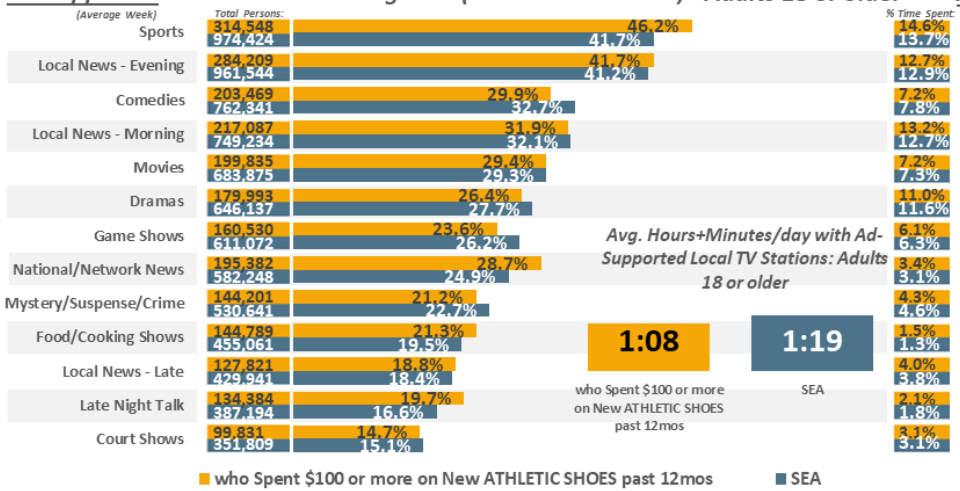
Local TV Station Programs (Persons & % Reach): Adults 18 or older



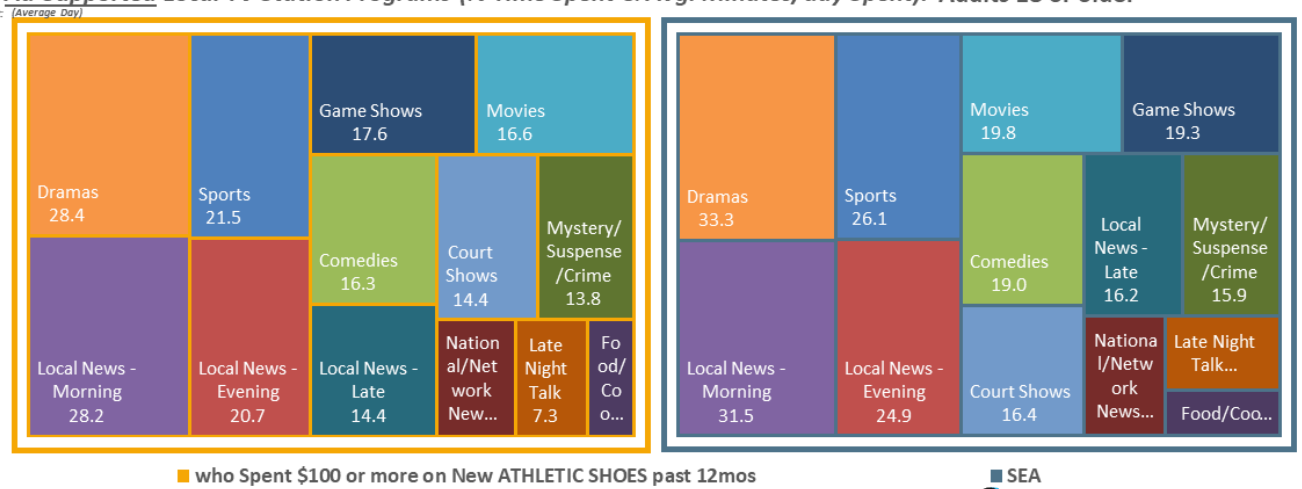
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,068

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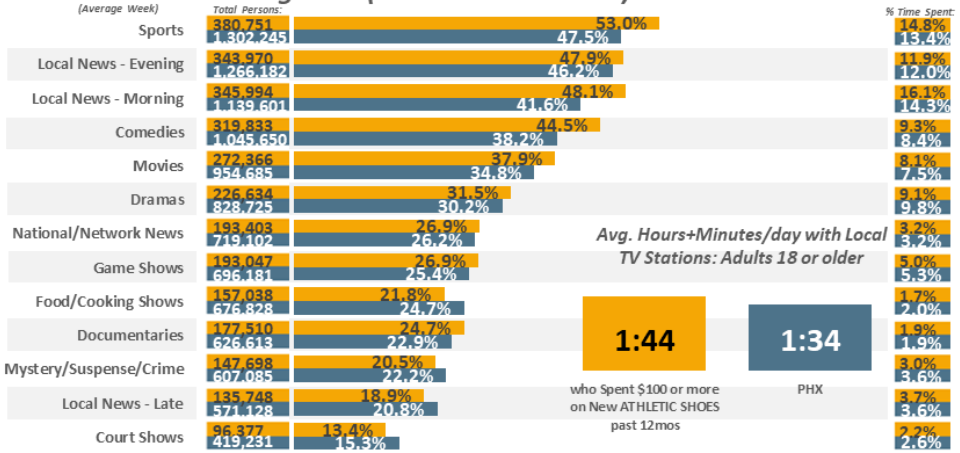
SNKRS PHX

712,468 or 63.7% of Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Morning, Local News - Evening, Comedies, Movies, and Dramas.

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

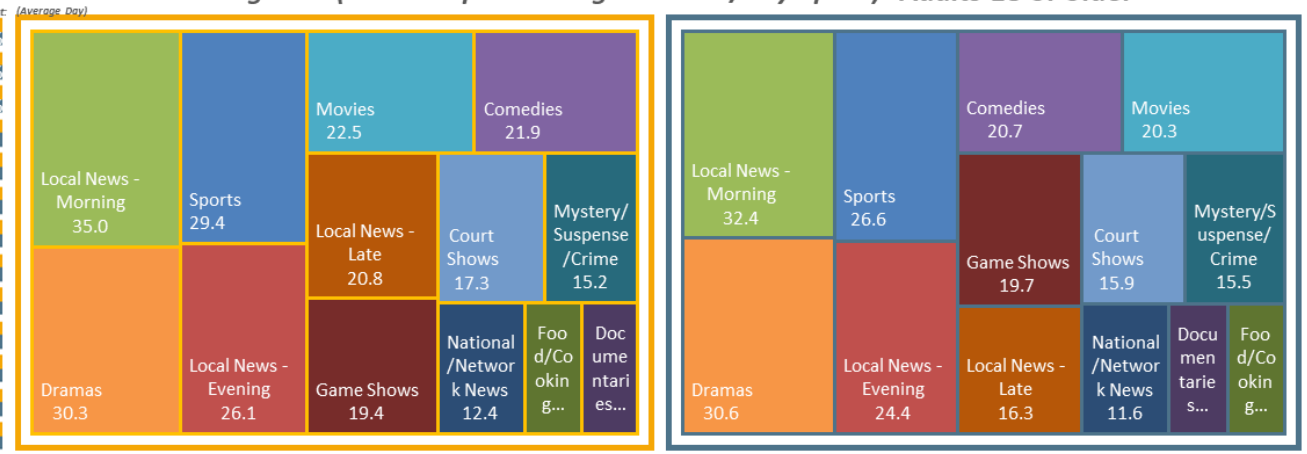


Avg. Hours+Minutes/day with Local TV Stations: Adults 18 or older

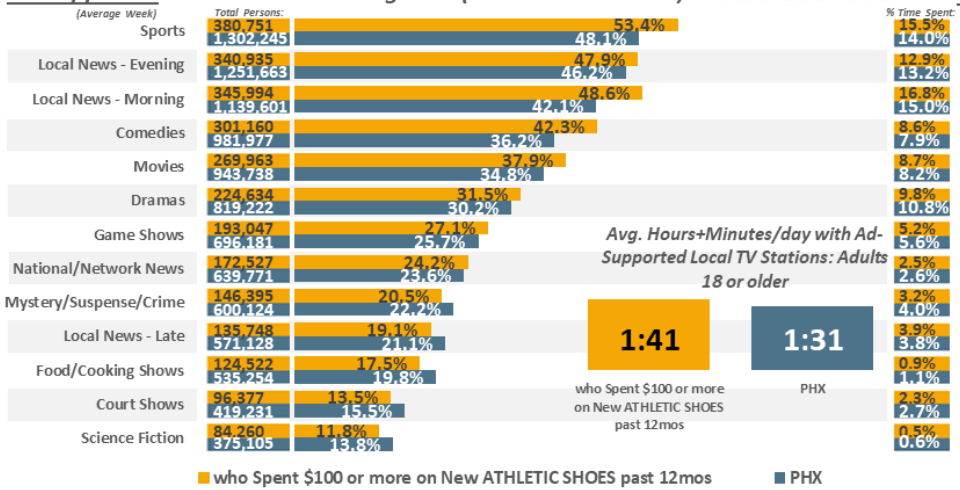
1:44 who Spent $100 or more on New ATHLETIC SHOES past 12mos

1:34 PHX

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



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

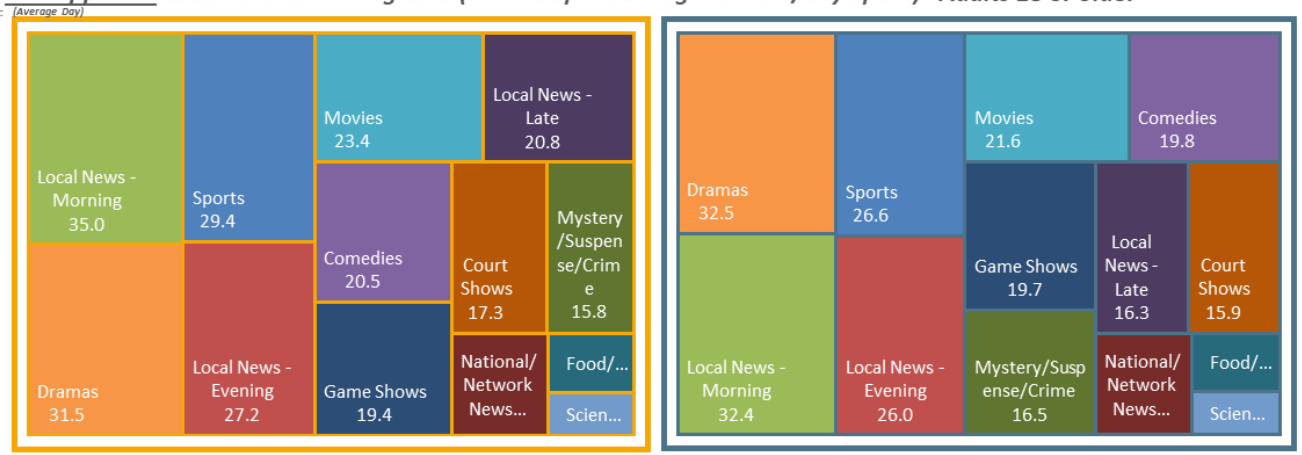


Avg. Hours+Minutes/day with Ad-Supported Local TV Stations: Adults 18 or older

1:41 who Spent $100 or more on New ATHLETIC SHOES past 12mos

1:31 PHX

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



PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 585

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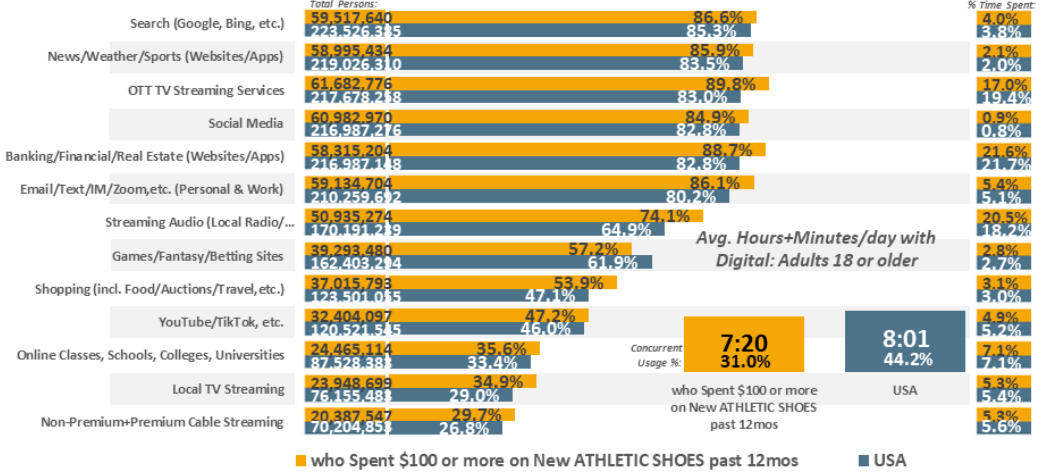
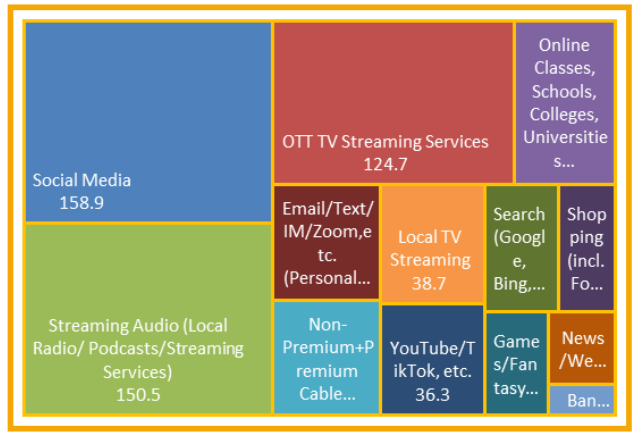
(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

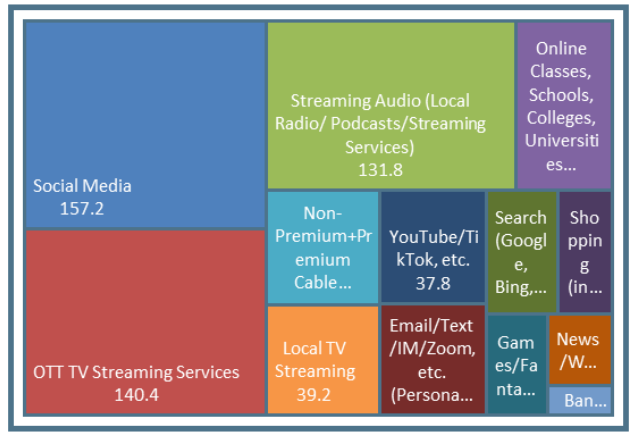
53,726,017 or 78.2% of Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos use Ad-Supported Social Media for an average of 140. minutes every day representing 26.3% of all time spent daily with Ad-Supported Digital Media.

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

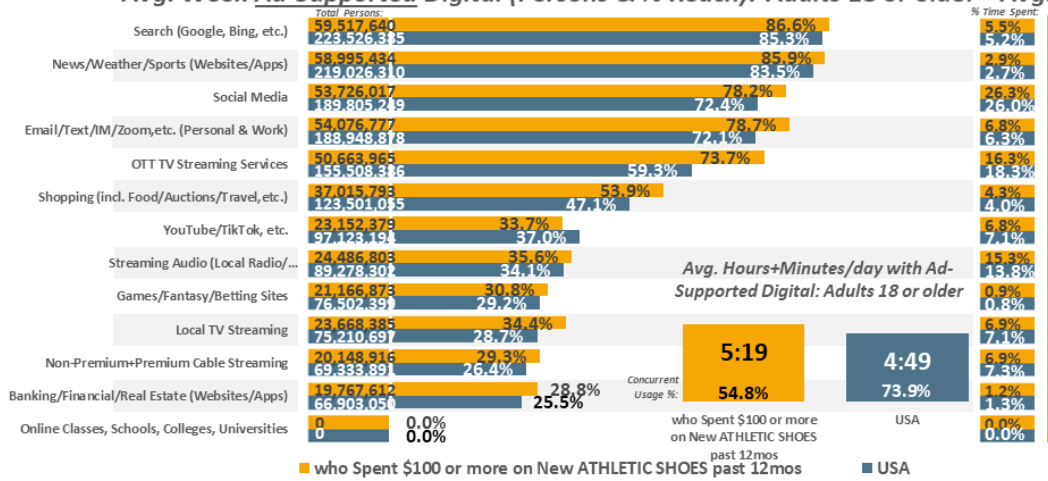


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

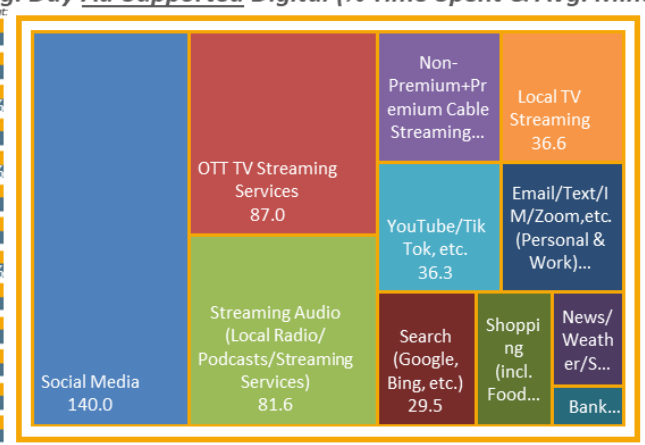


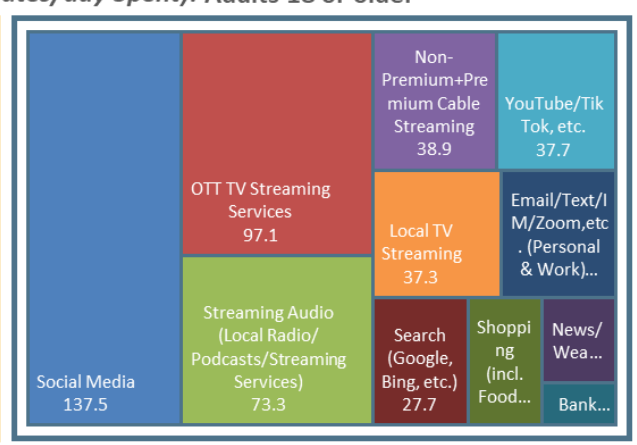


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





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

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

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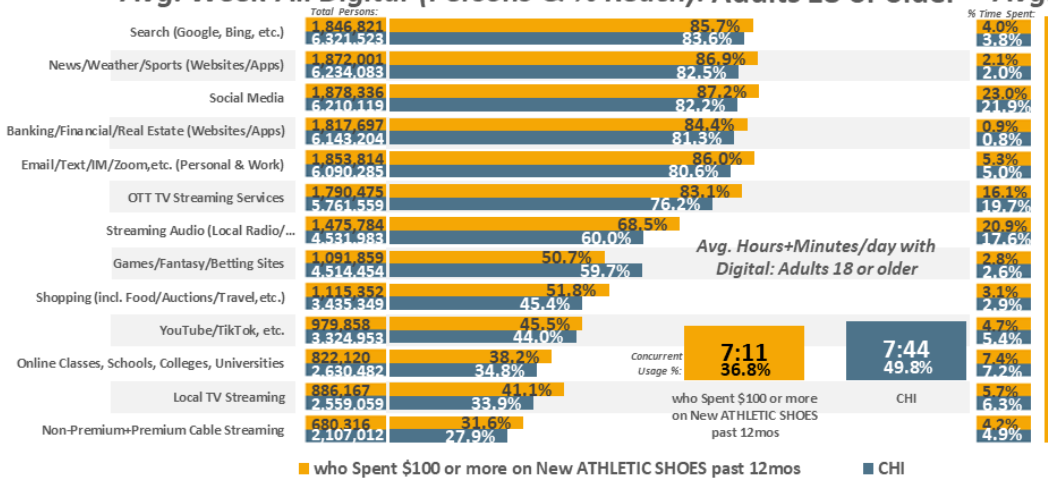
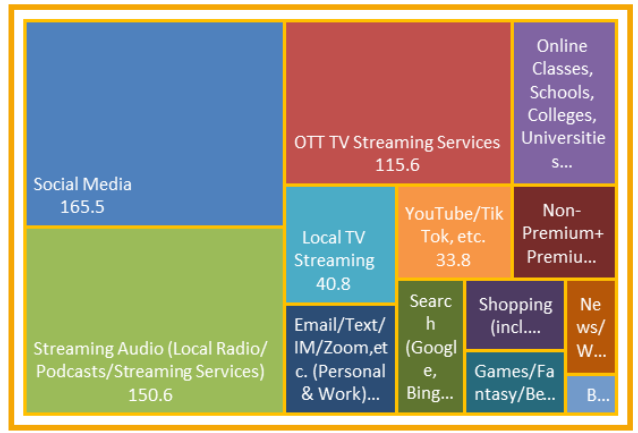
(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

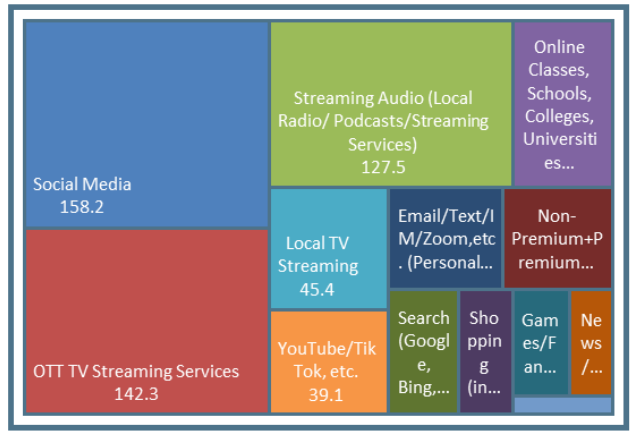
1,620,087 or 75.2% of Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos use Ad-Supported Social Media for an average of 142.8 minutes every day representing 27.4% of all time spent daily with Ad-Supported Digital Media.

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

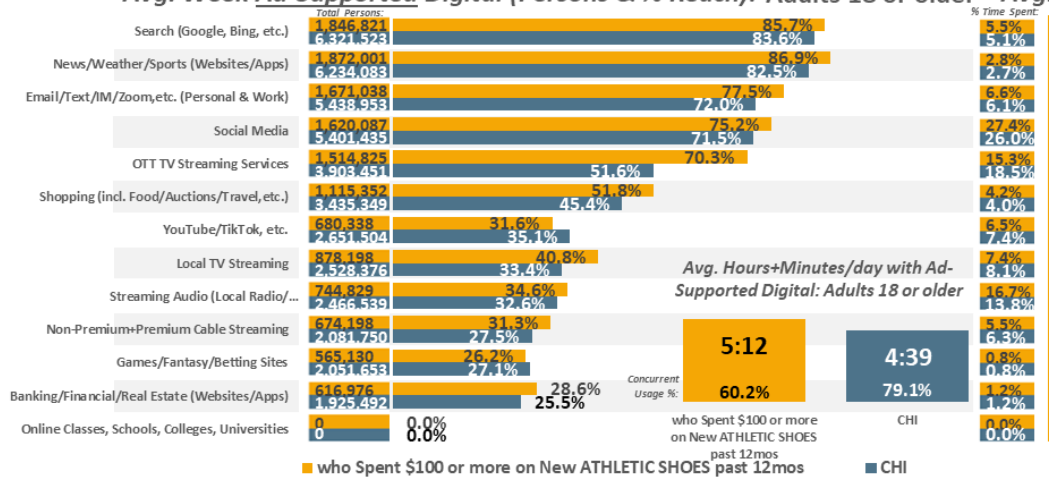


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

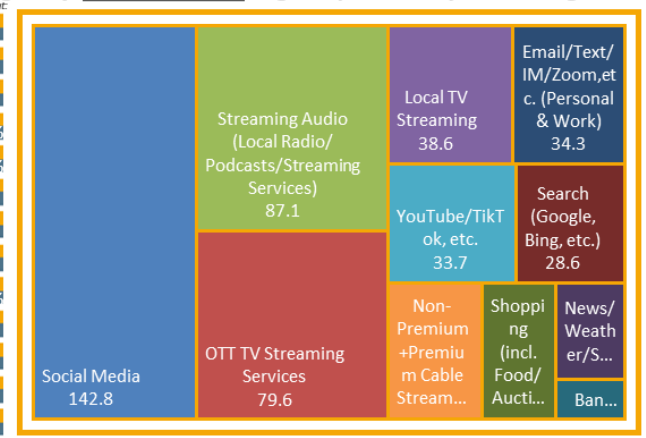


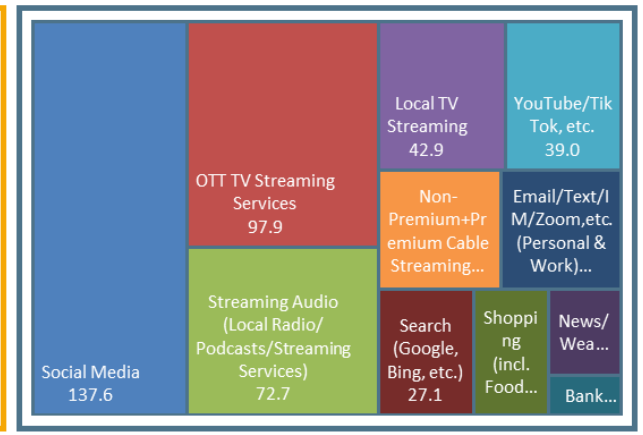


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,113

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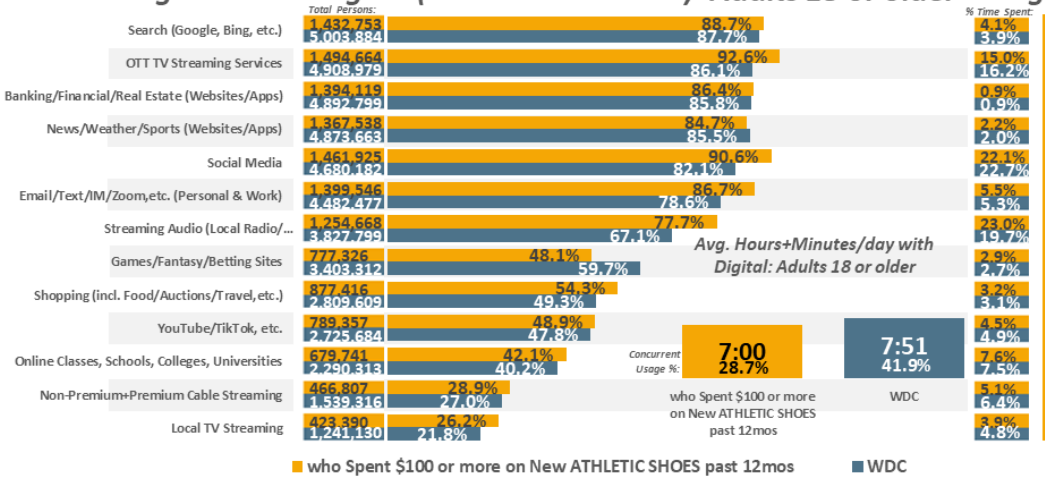
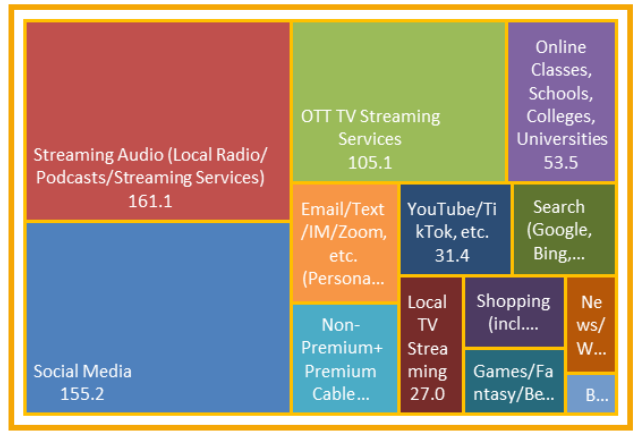
(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

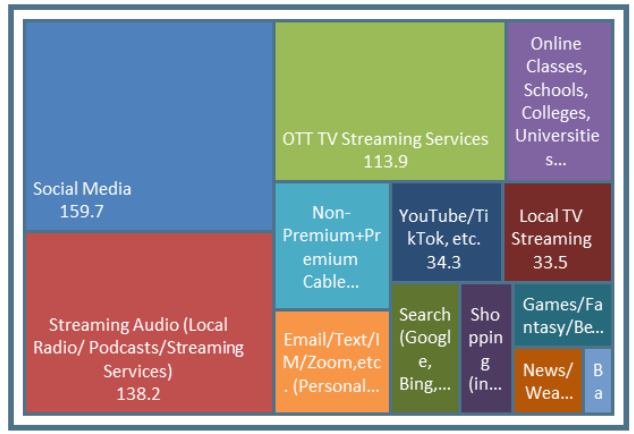
1,285,149 or 79.6% of Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos use Ad-Supported Social Media for an average of 136.4 minutes every day representing 27.3% of all time spent daily with Ad-Supported Digital Media.

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

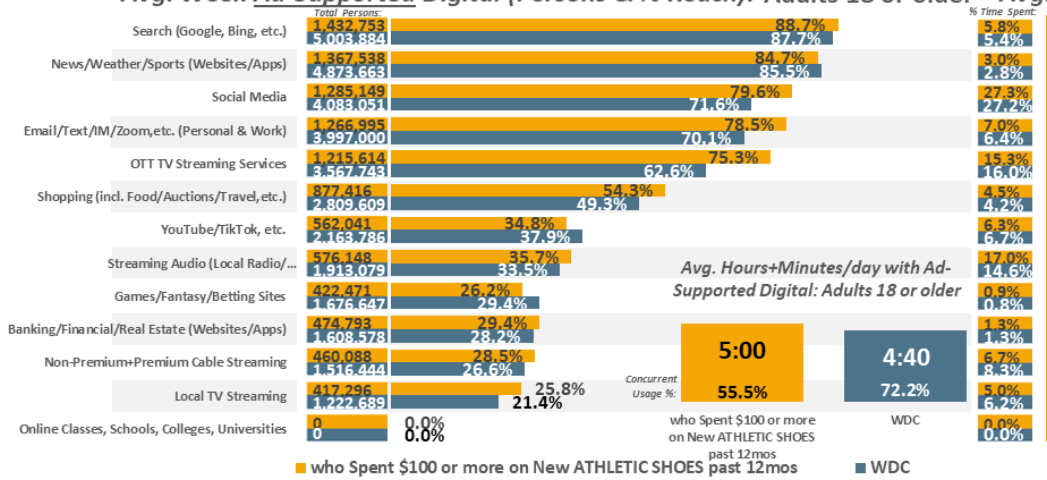


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

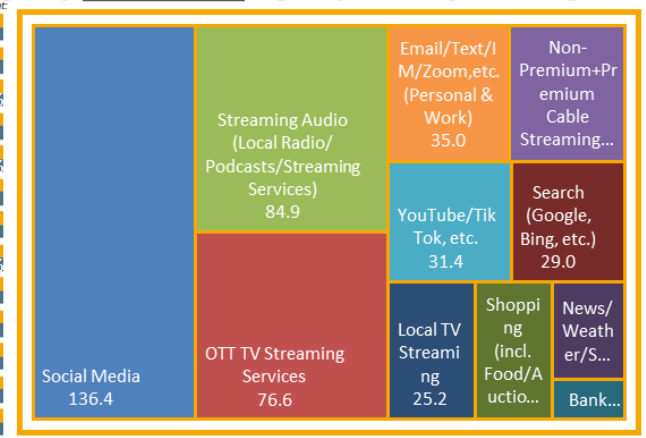


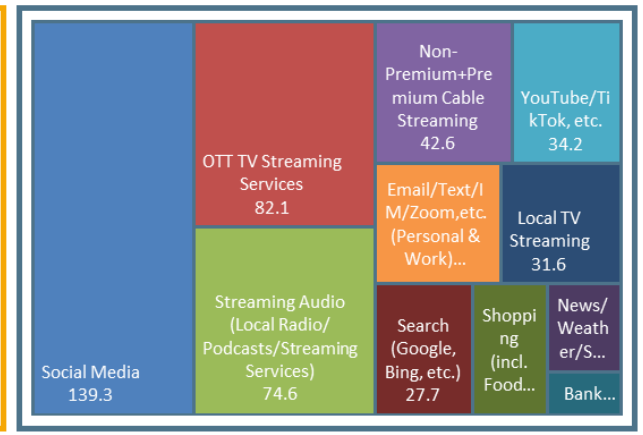


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 1,771

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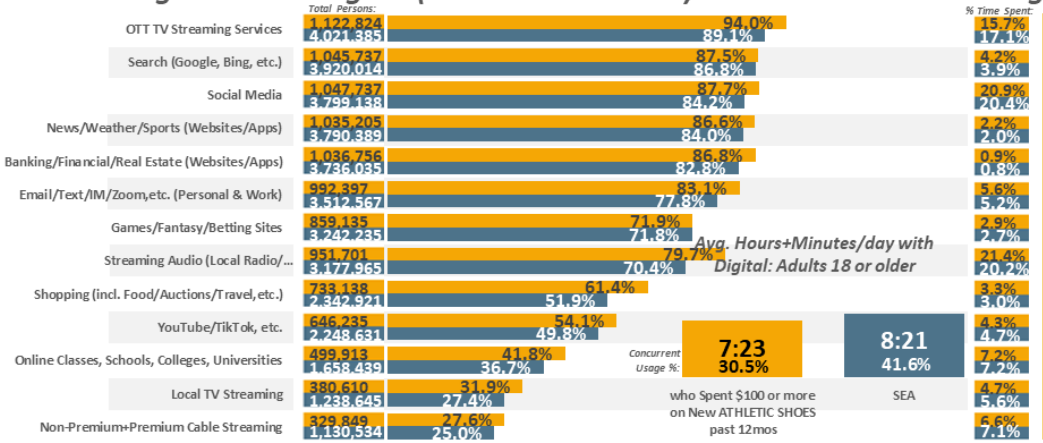
(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

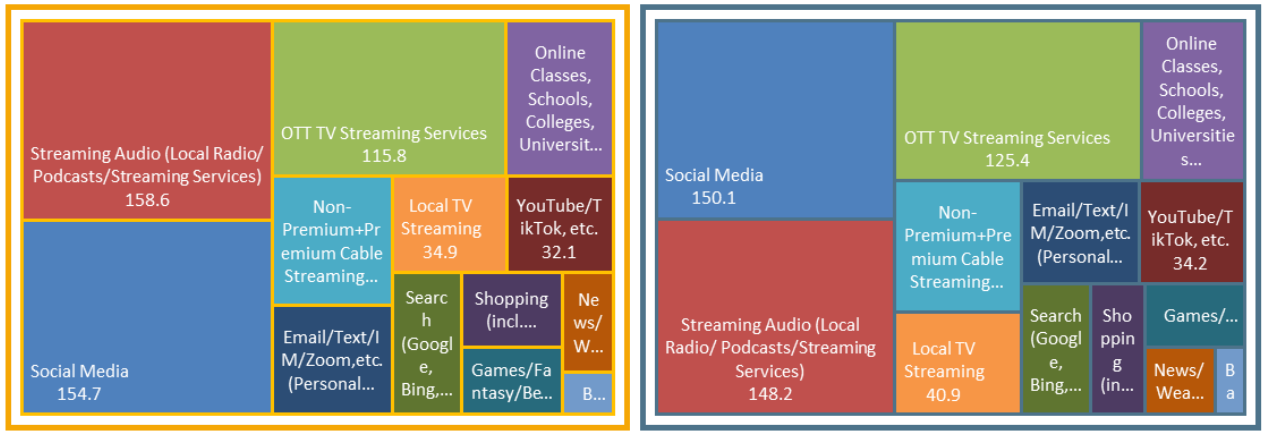
SNKRS SEA

927,848 or 77.7% of Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos use Ad-Supported Social Media for an average of 137. minutes every day representing 25.4% of all time spent daily with Ad-Supported Digital Media.

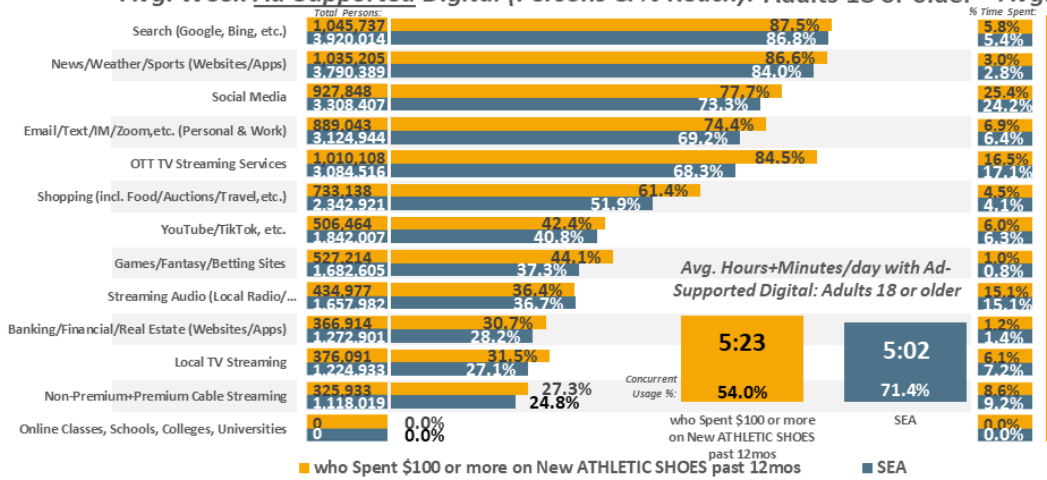
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



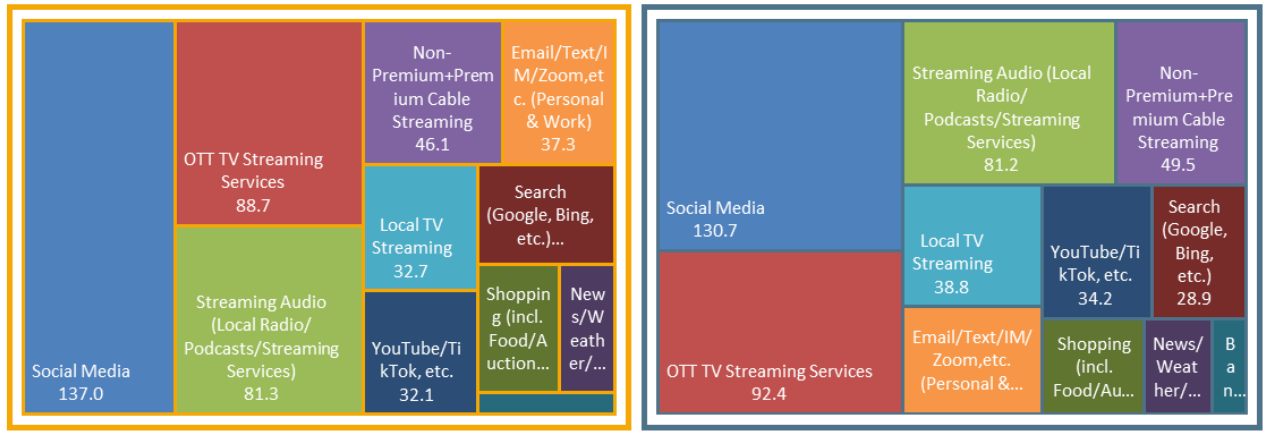
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,068

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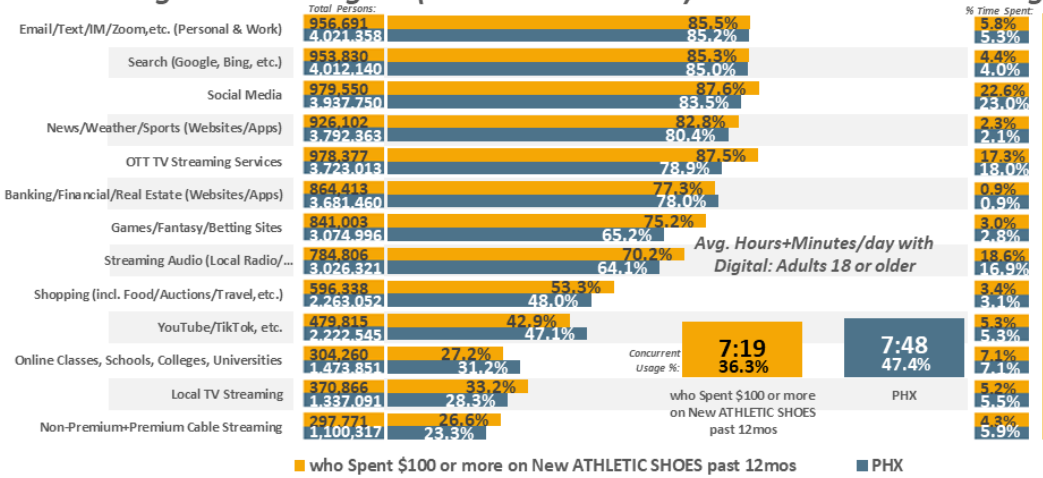
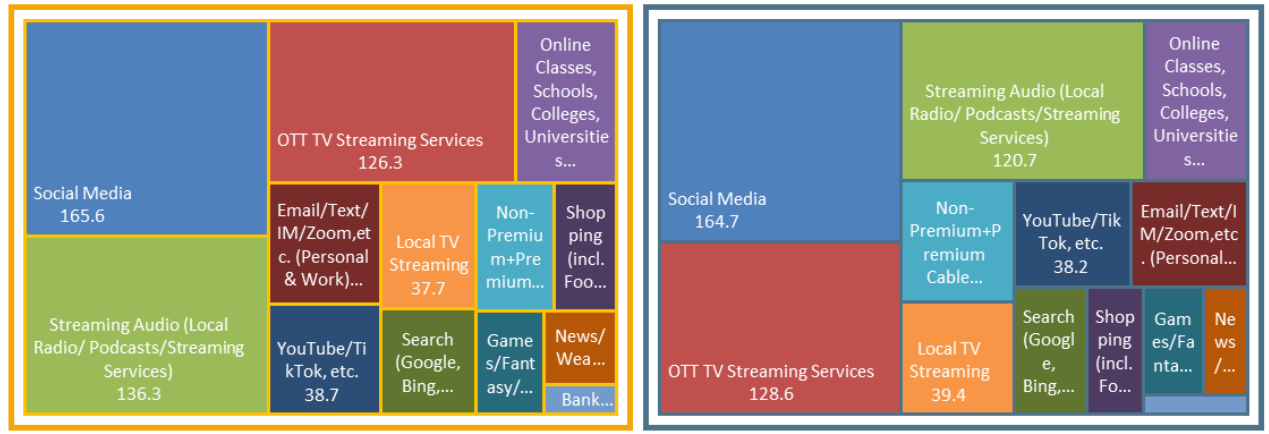
(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

871,131 or 77.9% of Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos use Ad-Supported Social Media for an average of 147.3 minutes every day representing 27.7% of all time spent daily with Ad-Supported Digital Media.

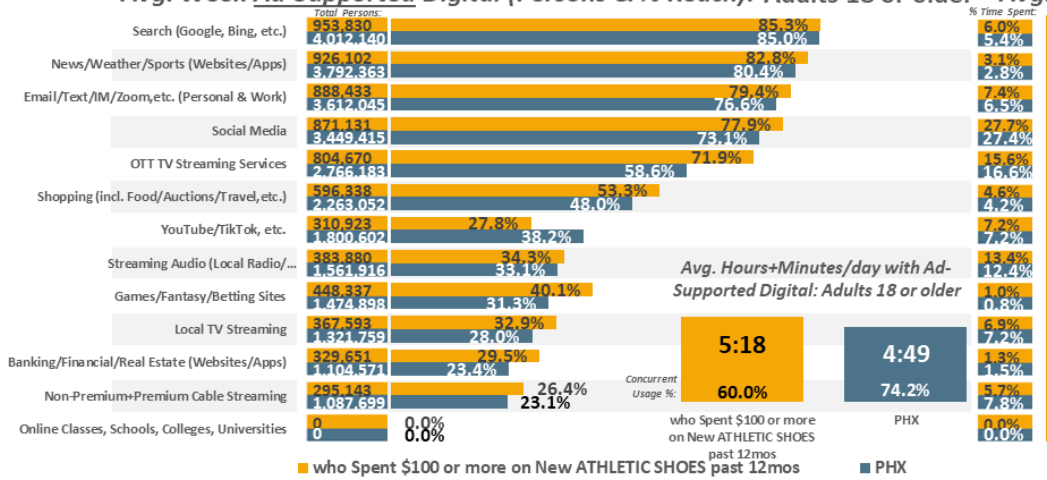
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



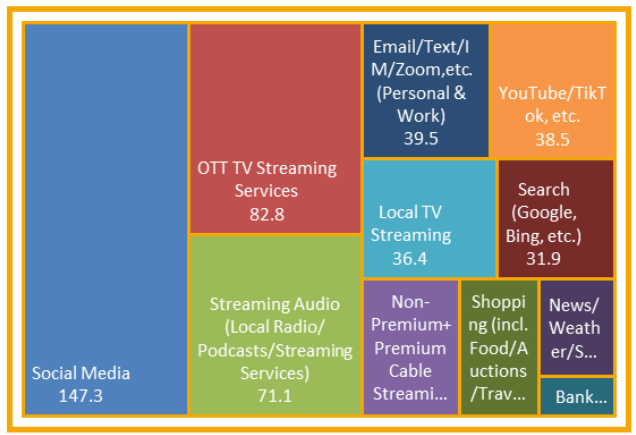
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

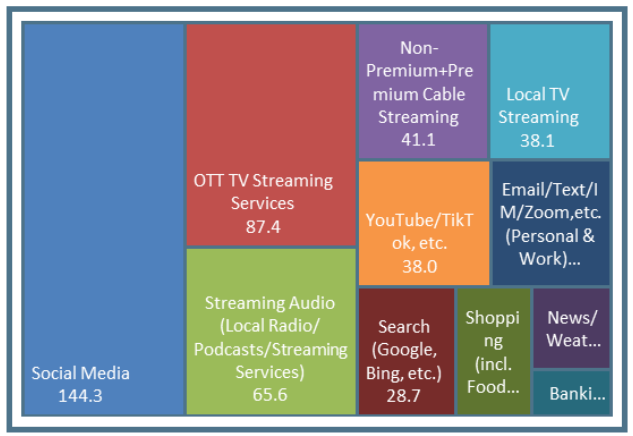


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 585

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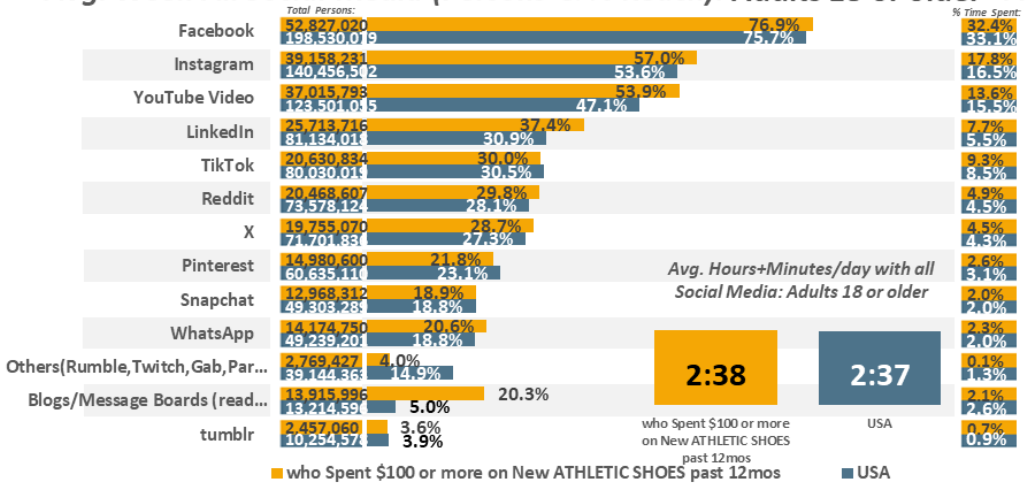
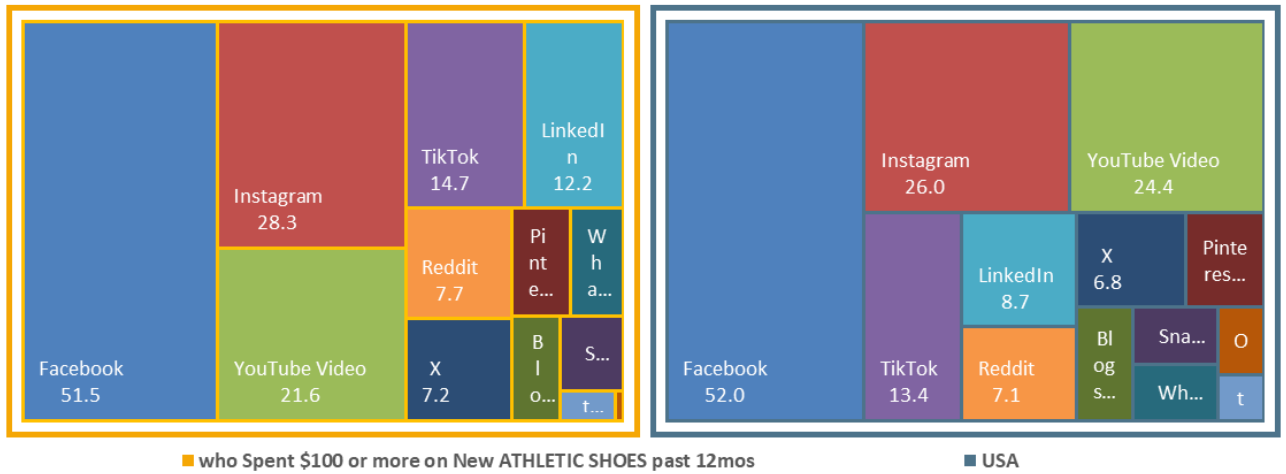
(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

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

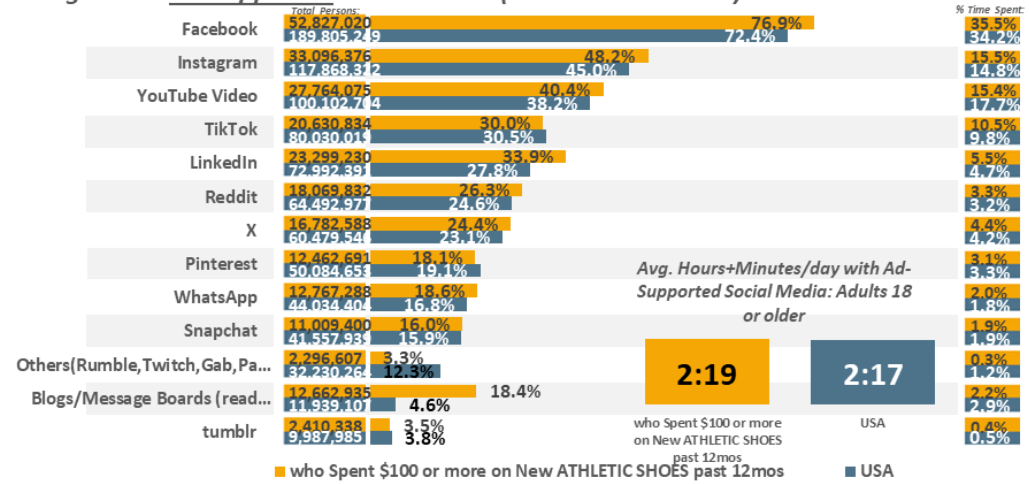
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



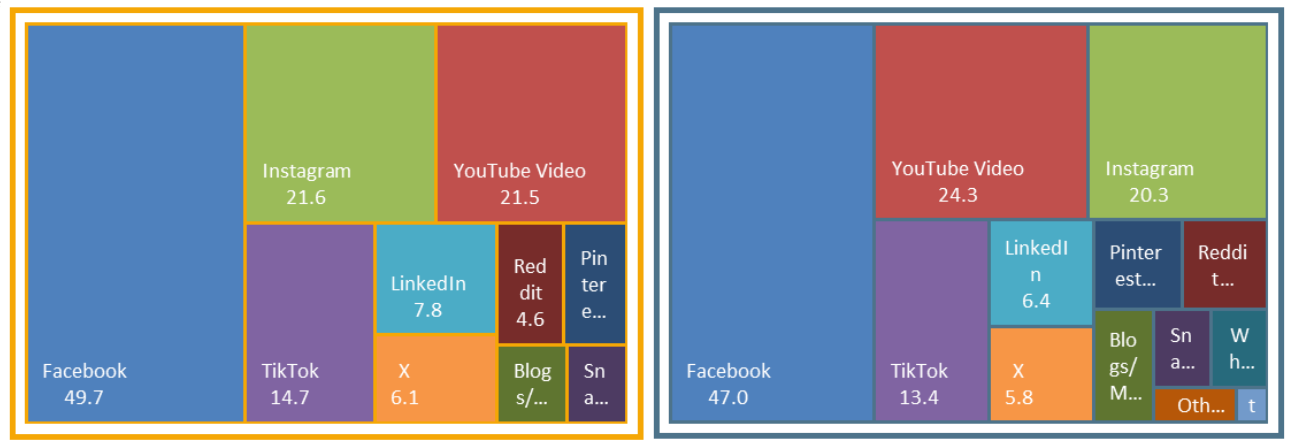
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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

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

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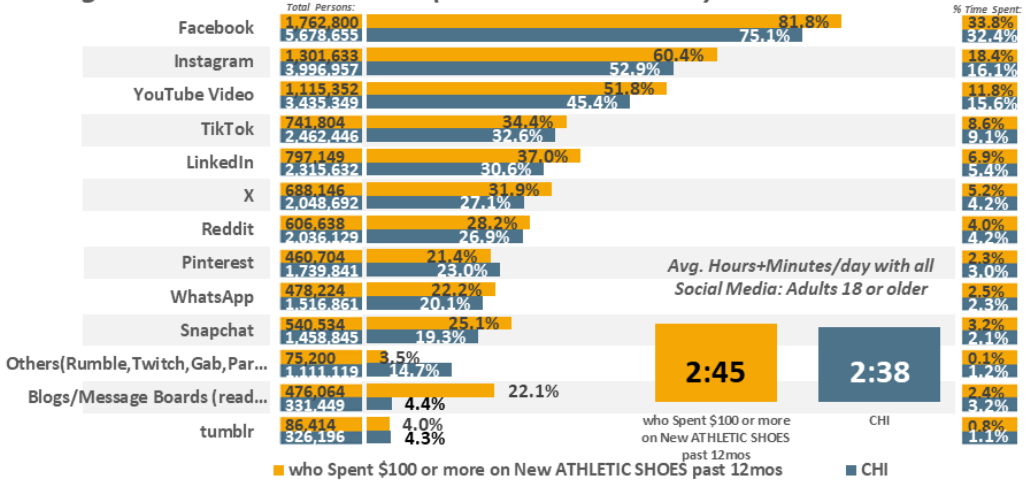
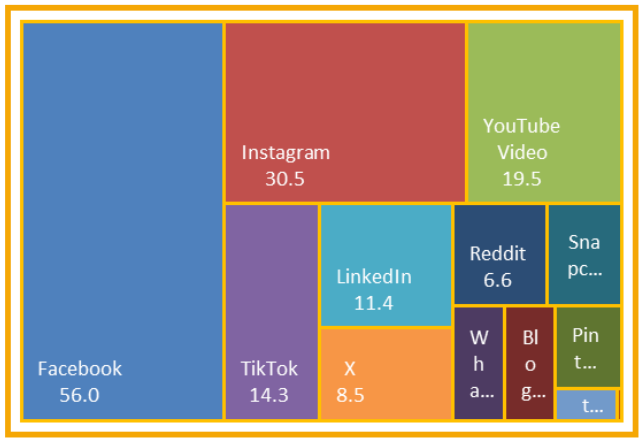
(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

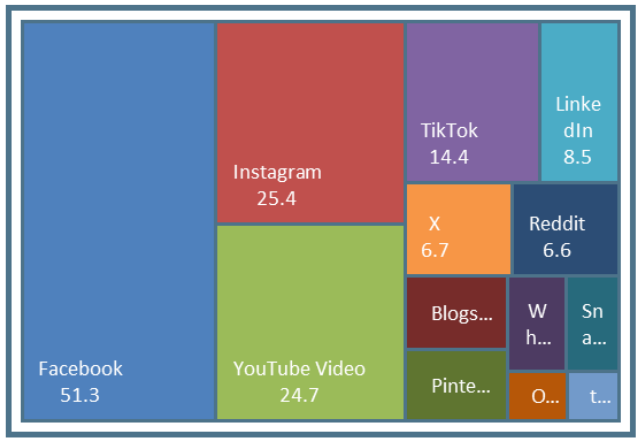
1,620,087 or 75.2% of Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos use Ad-Supported Facebook for an average of 50.7 minutes every day representing 35.5% of all time spent daily with Ad-Supported Social Media.

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

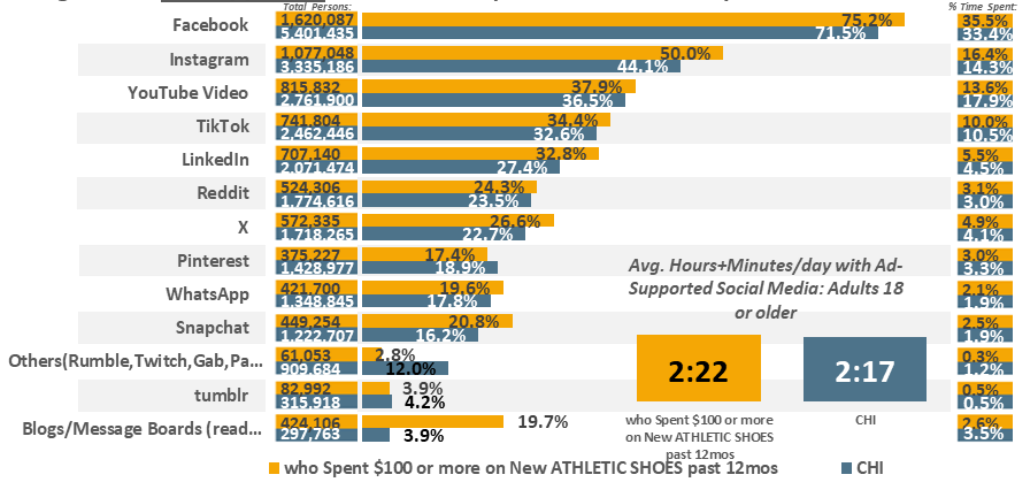


Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

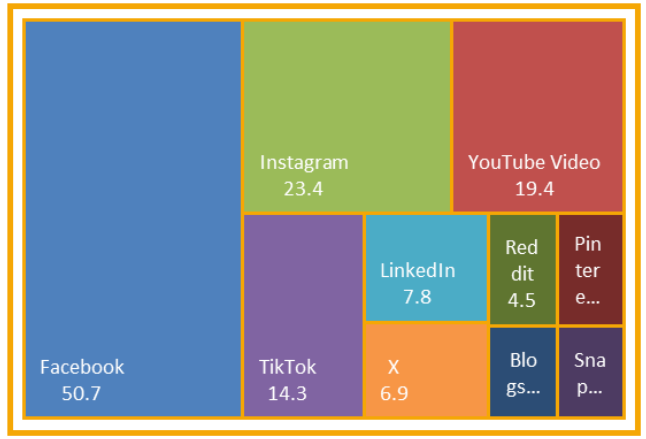


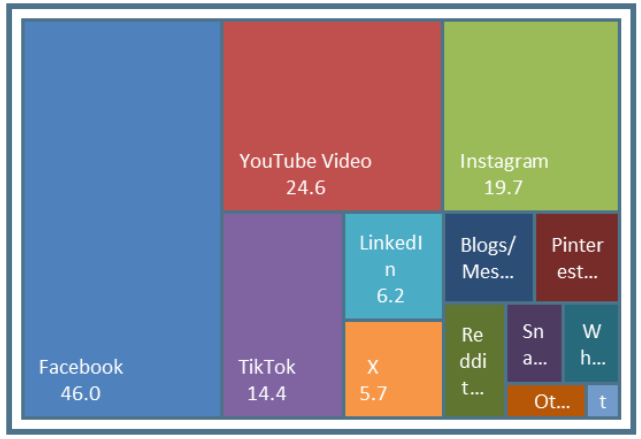


Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older



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





CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,113

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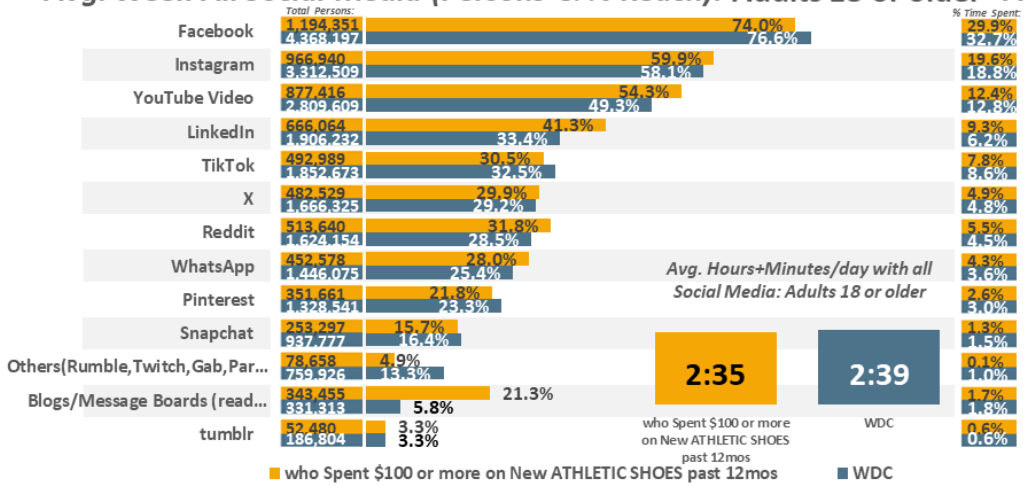
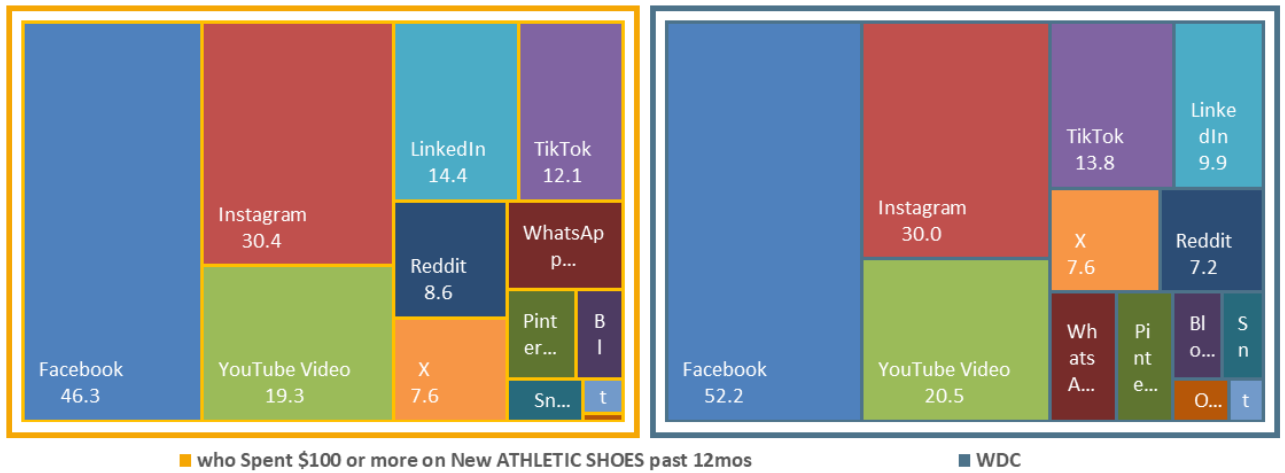
(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

1,194,351 or 74.% of Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos use Ad-Supported Facebook for an average of 48.2 minutes every day representing 35.3% of all time spent daily with Ad-Supported Social Media.

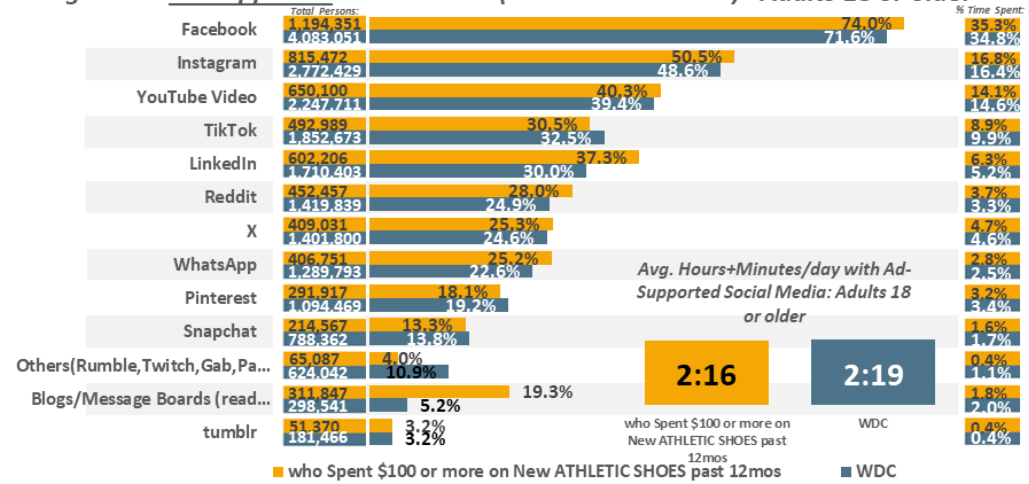
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



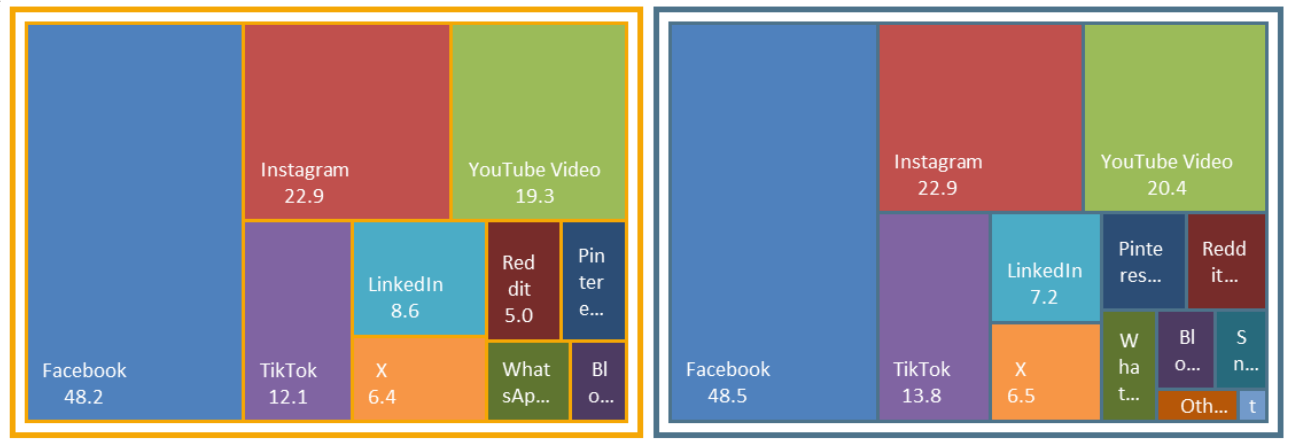
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 1,771

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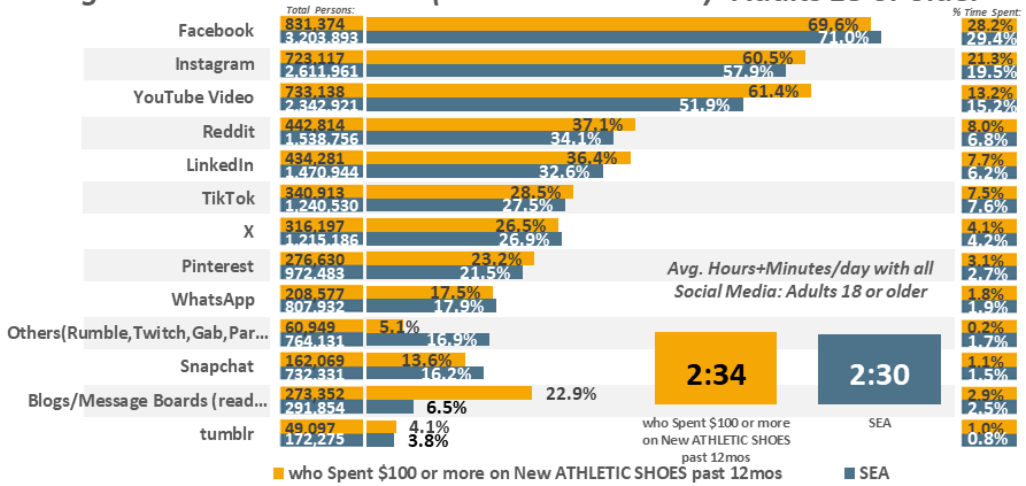
(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

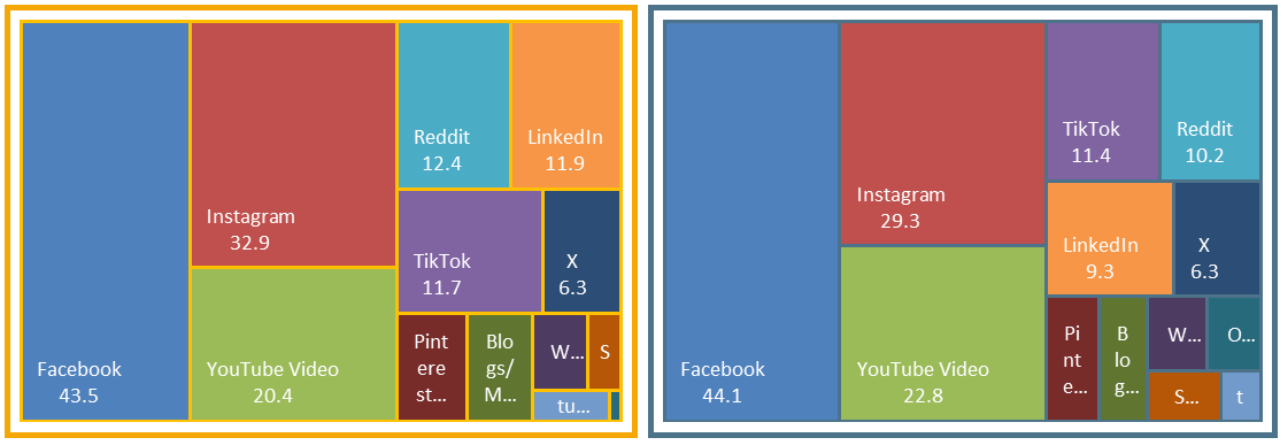
SNKRS SEA

831,374 or 69.6% of Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos use Ad-Supported Facebook for an average of 46.5 minutes every day representing 34.% of all time spent daily with Ad-Supported Social Media.

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

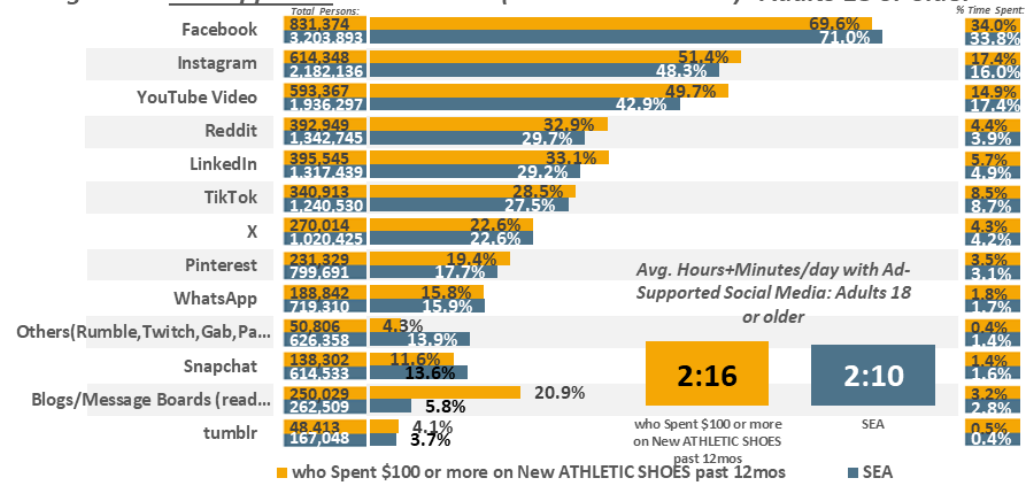


Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

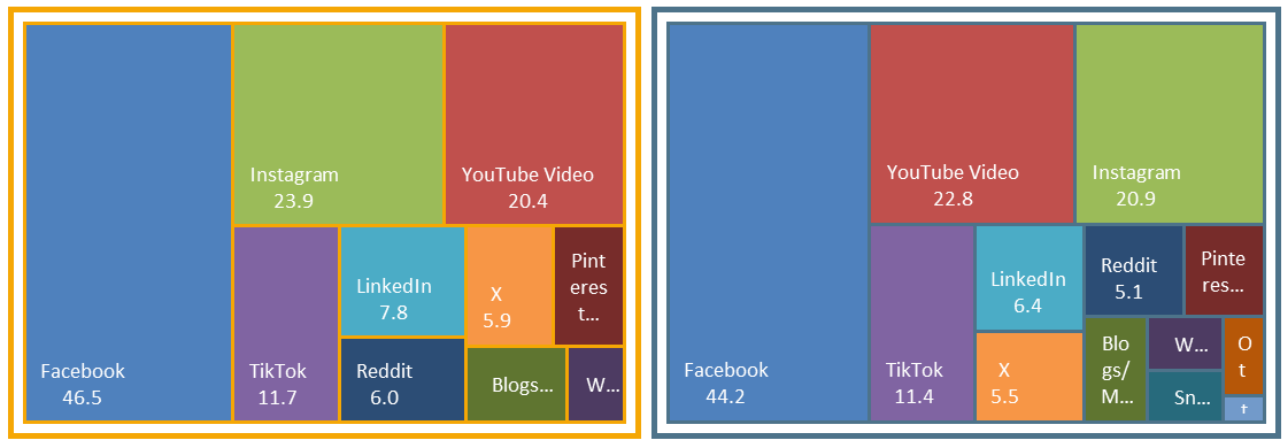


who Spent $100 or more on New ATHLETIC SHOES past 12mos | SEA

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



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



who Spent $100 or more on New ATHLETIC SHOES past 12mos | SEA

SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,068

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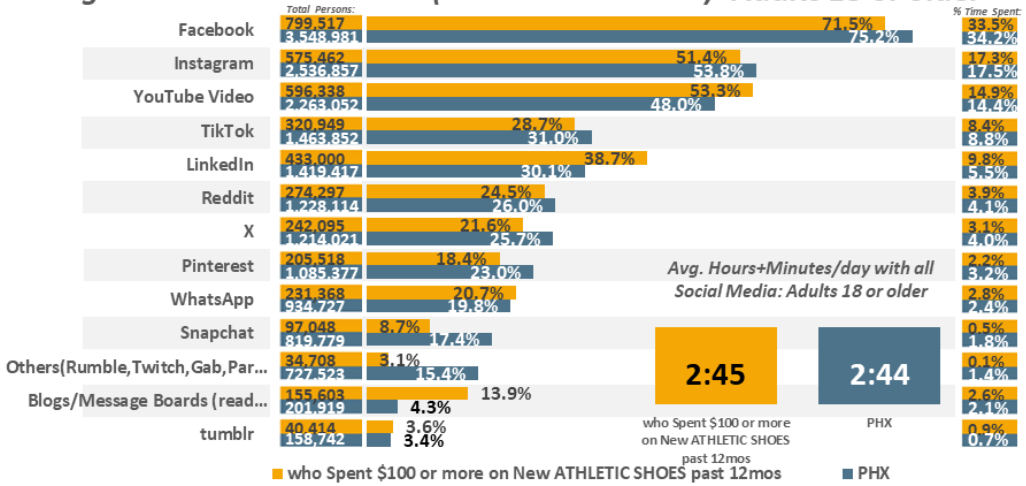
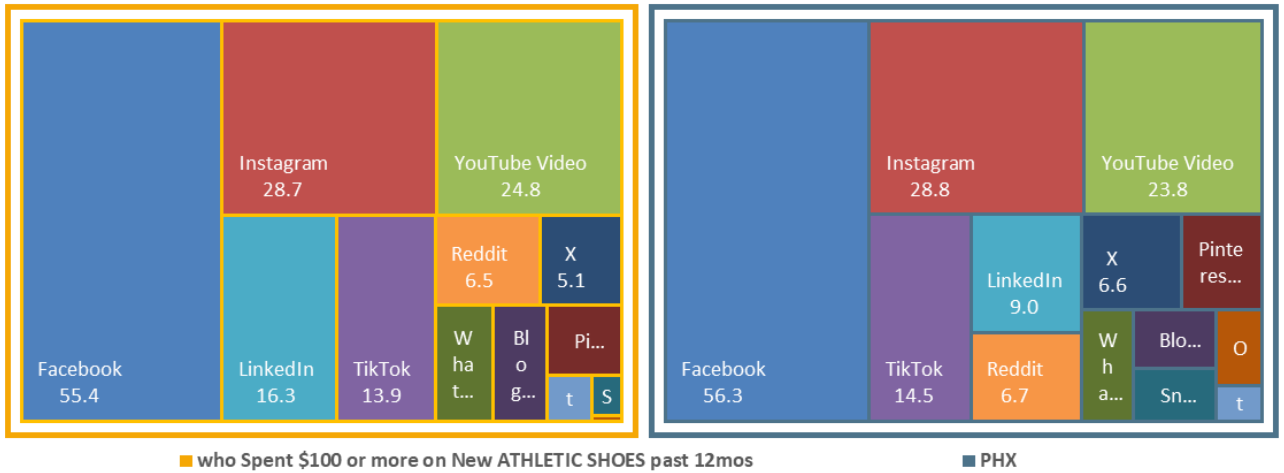
(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

799,517 or 71.5% of Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos use Ad-Supported Facebook for an average of 53.1 minutes every day representing 36.% of all time spent daily with Ad-Supported Social Media.

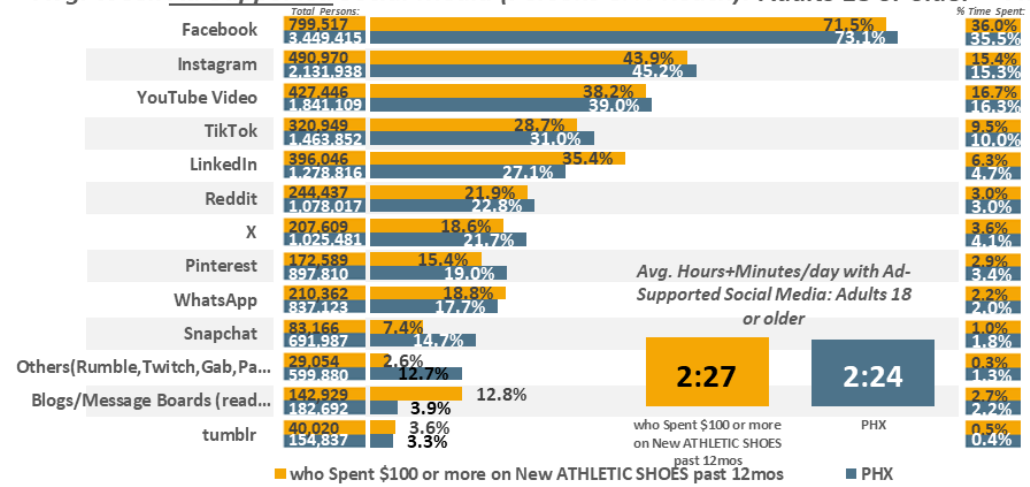
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



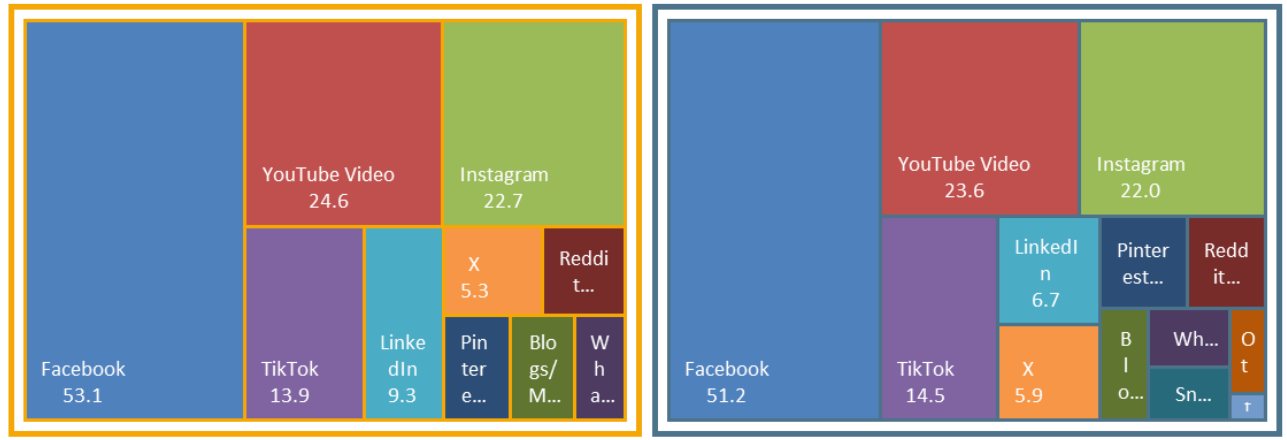
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 585

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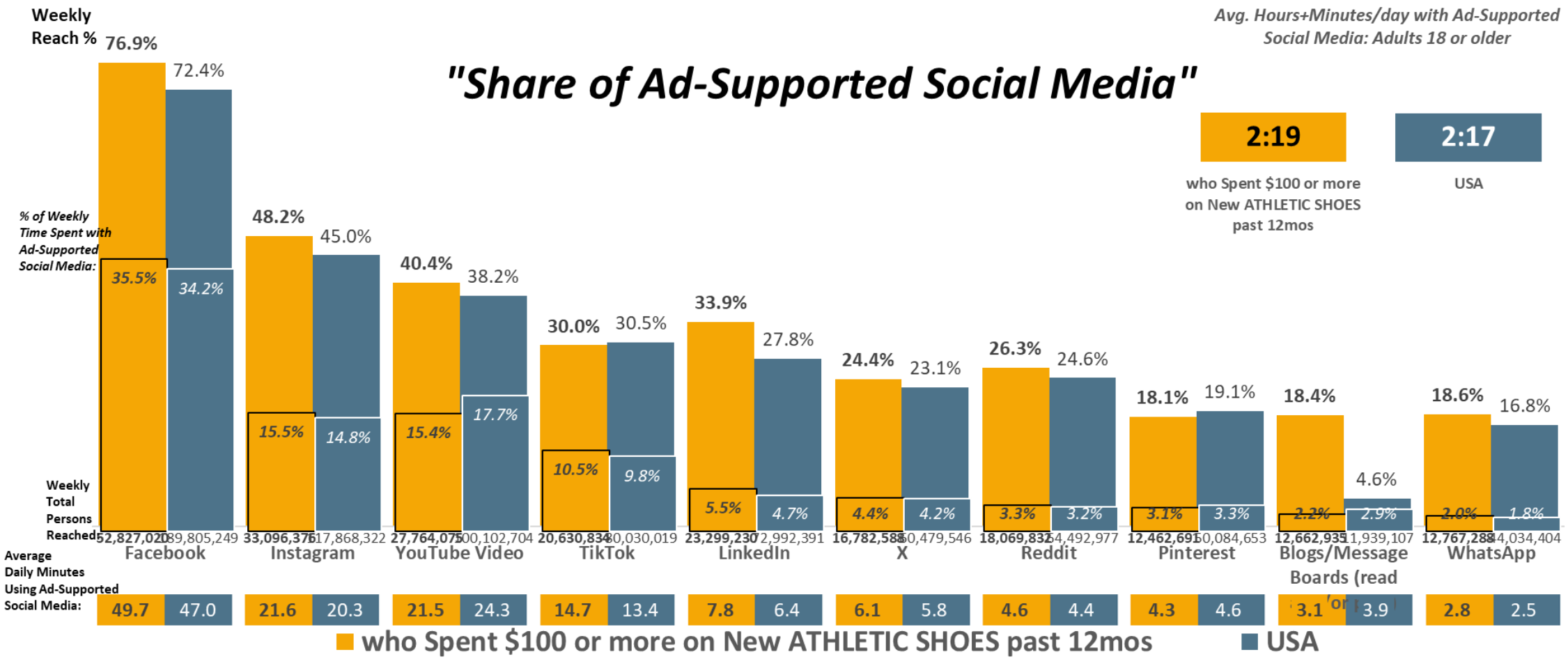
(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

SNKRS USA

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



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

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

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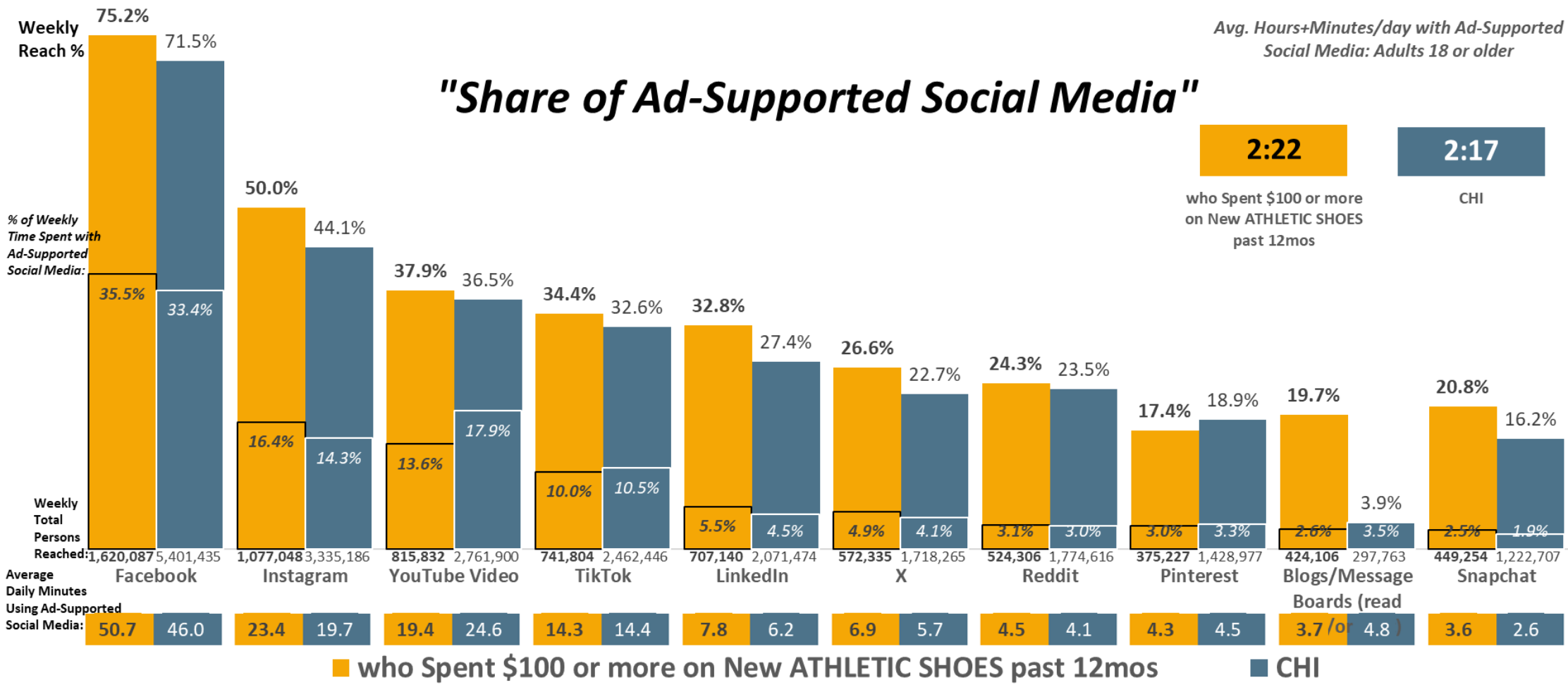
(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

SNKRS CHI

1,620,087 or 75.2% of Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos use Ad-Supported Facebook for an average of 50.7 minutes every day representing 35.5% of all time spent daily with Ad-Supported Social Media.



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,113 CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,846

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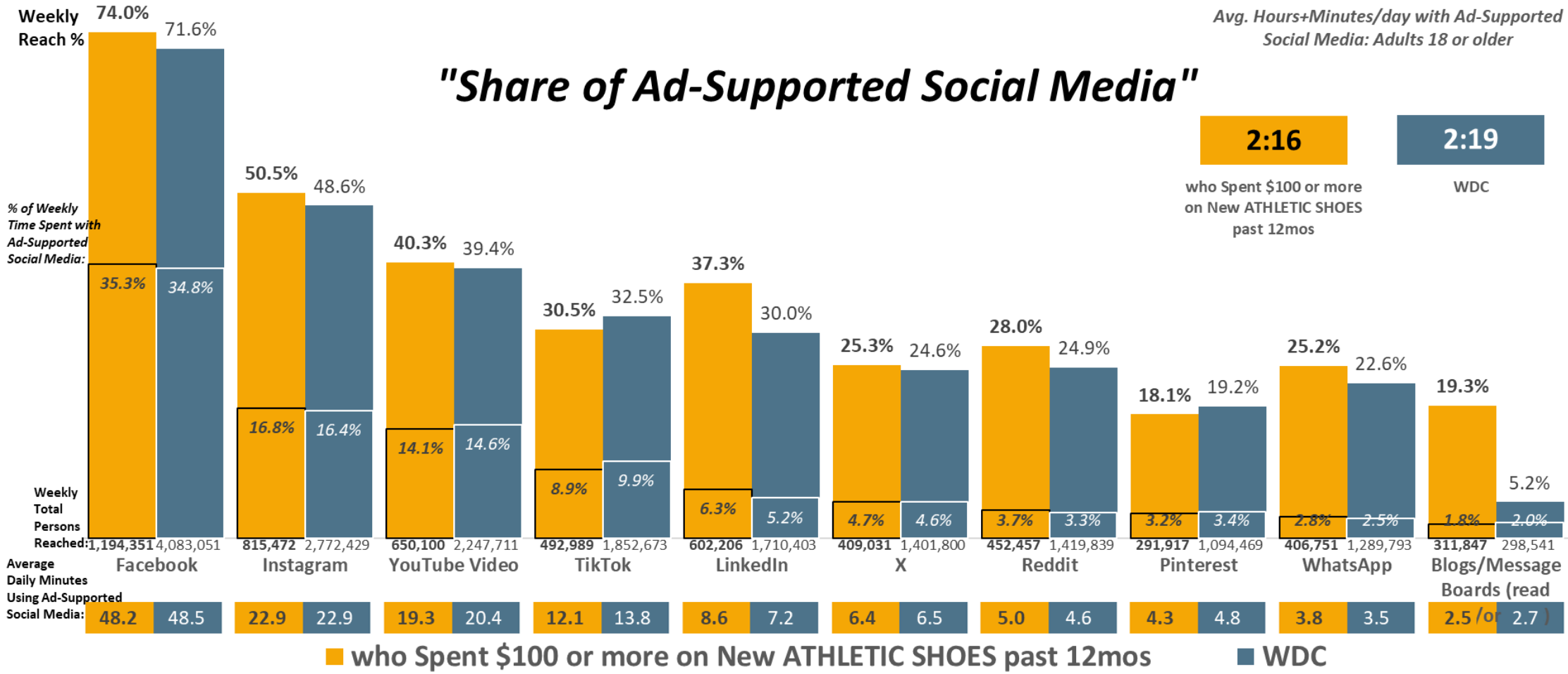
(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

1,194,351 or 74.% of Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos use Ad-Supported Facebook for an average of 48.2 minutes every day representing 35.3% of all time spent daily with Ad-Supported Social Media.

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

"Share of Ad-Supported Social Media"



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 1,771 WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 5,857

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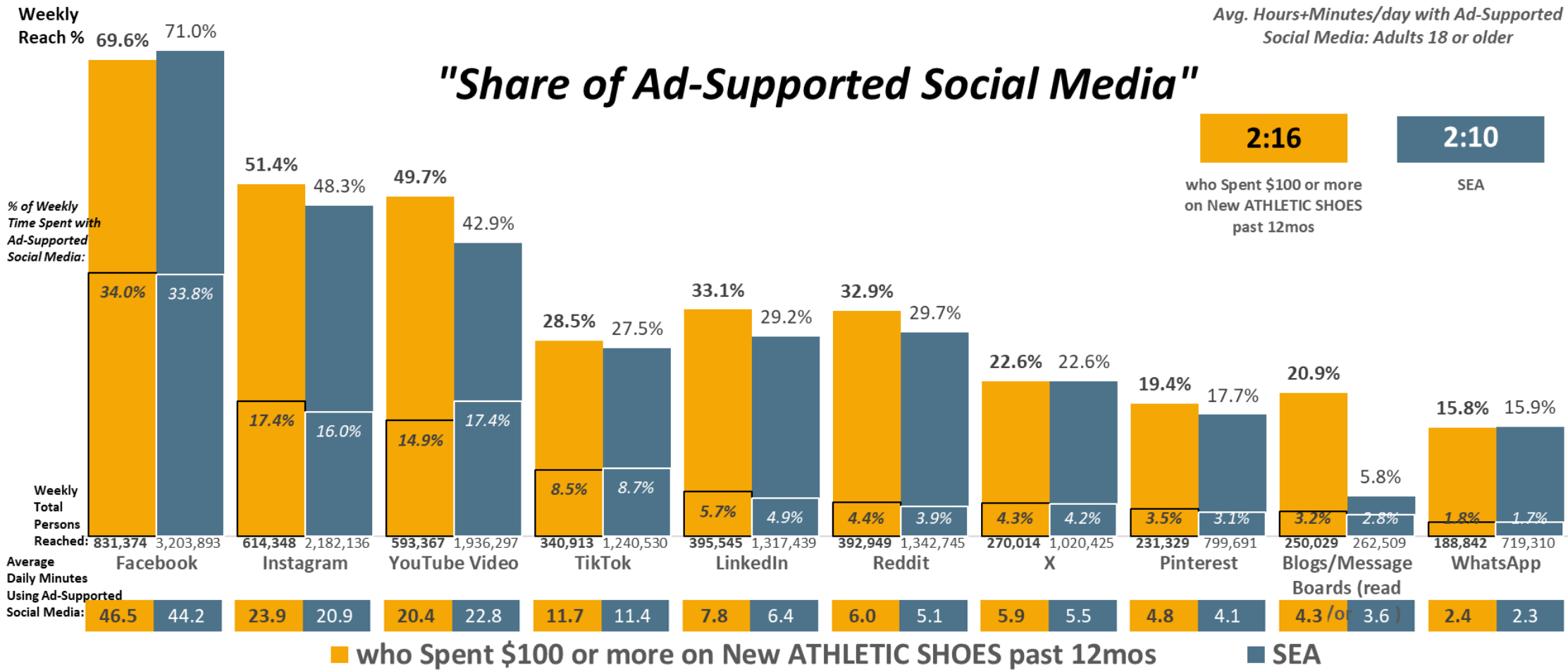
(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

SNKRS SEA

831,374 or 69.6% of Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos use Ad-Supported Facebook for an average of 46.5 minutes every day representing 34.% of all time spent daily with Ad-Supported Social Media.



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,068 SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,920

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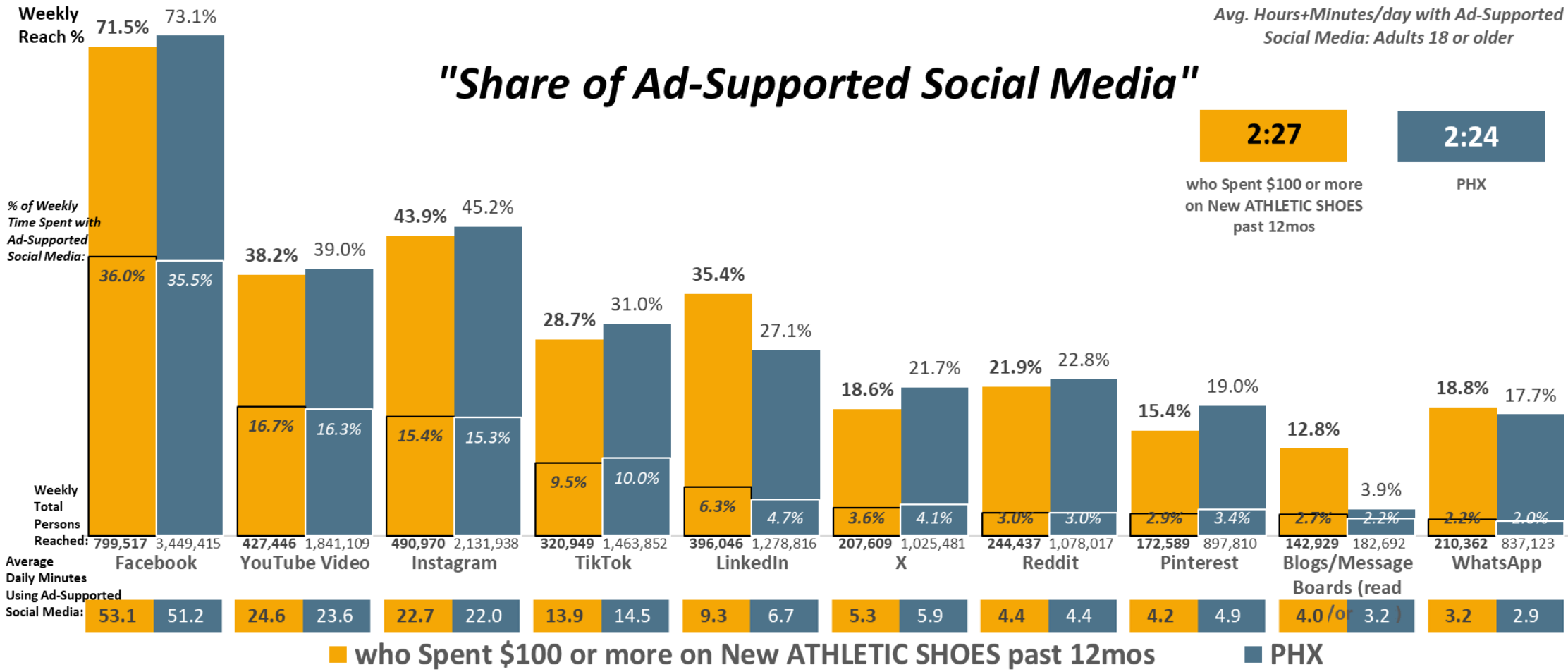
(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

SNKRS PHX

799,517 or 71.5% of Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos use Ad-Supported Facebook for an average of 53.1 minutes every day representing 36.% of all time spent daily with Ad-Supported Social Media.



PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 585 PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 2,461

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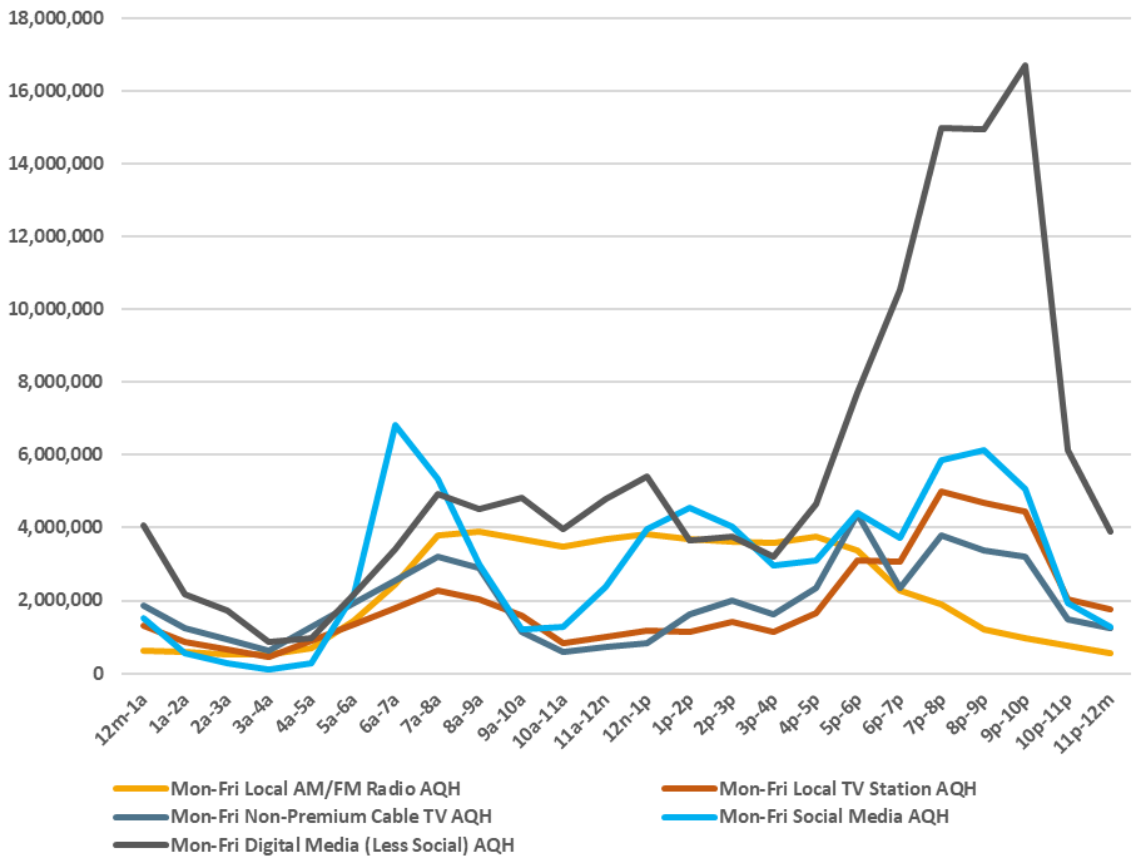
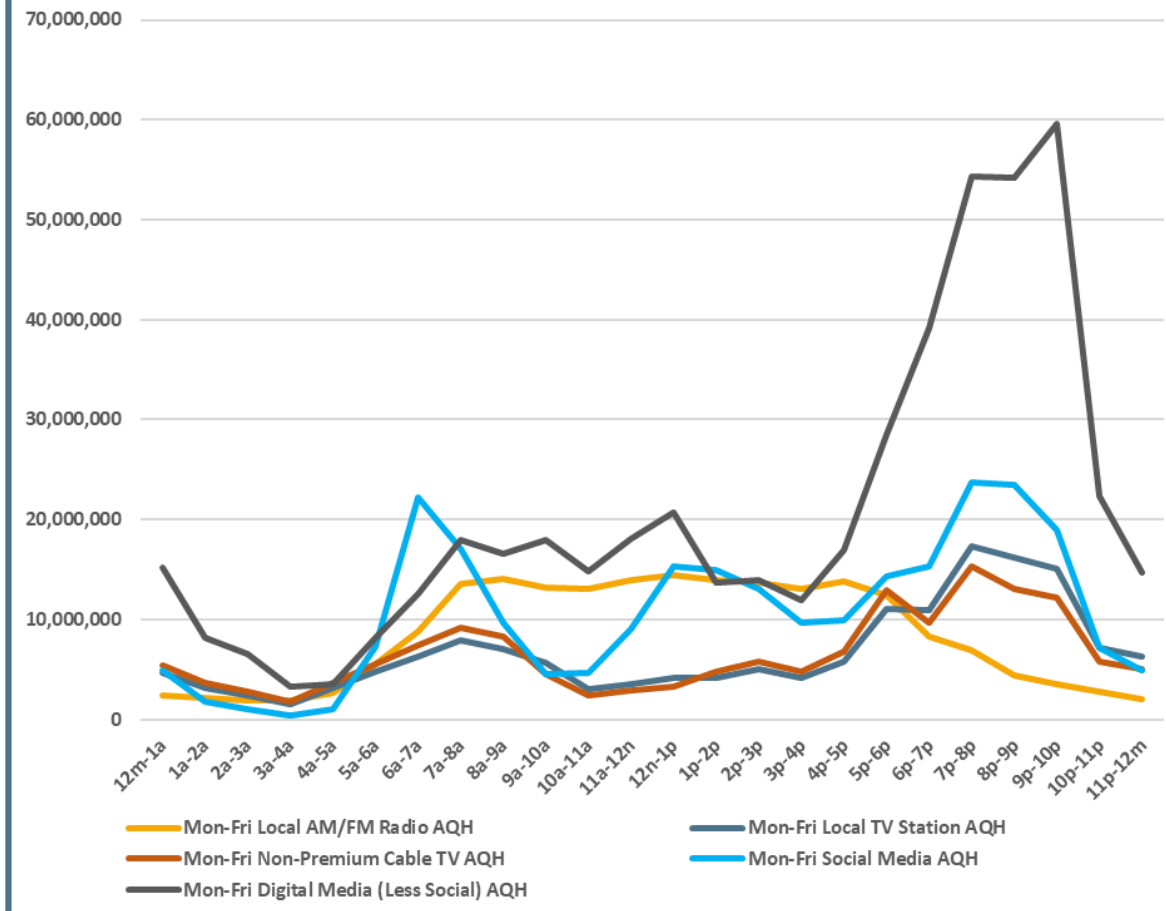
(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

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

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos



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



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

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

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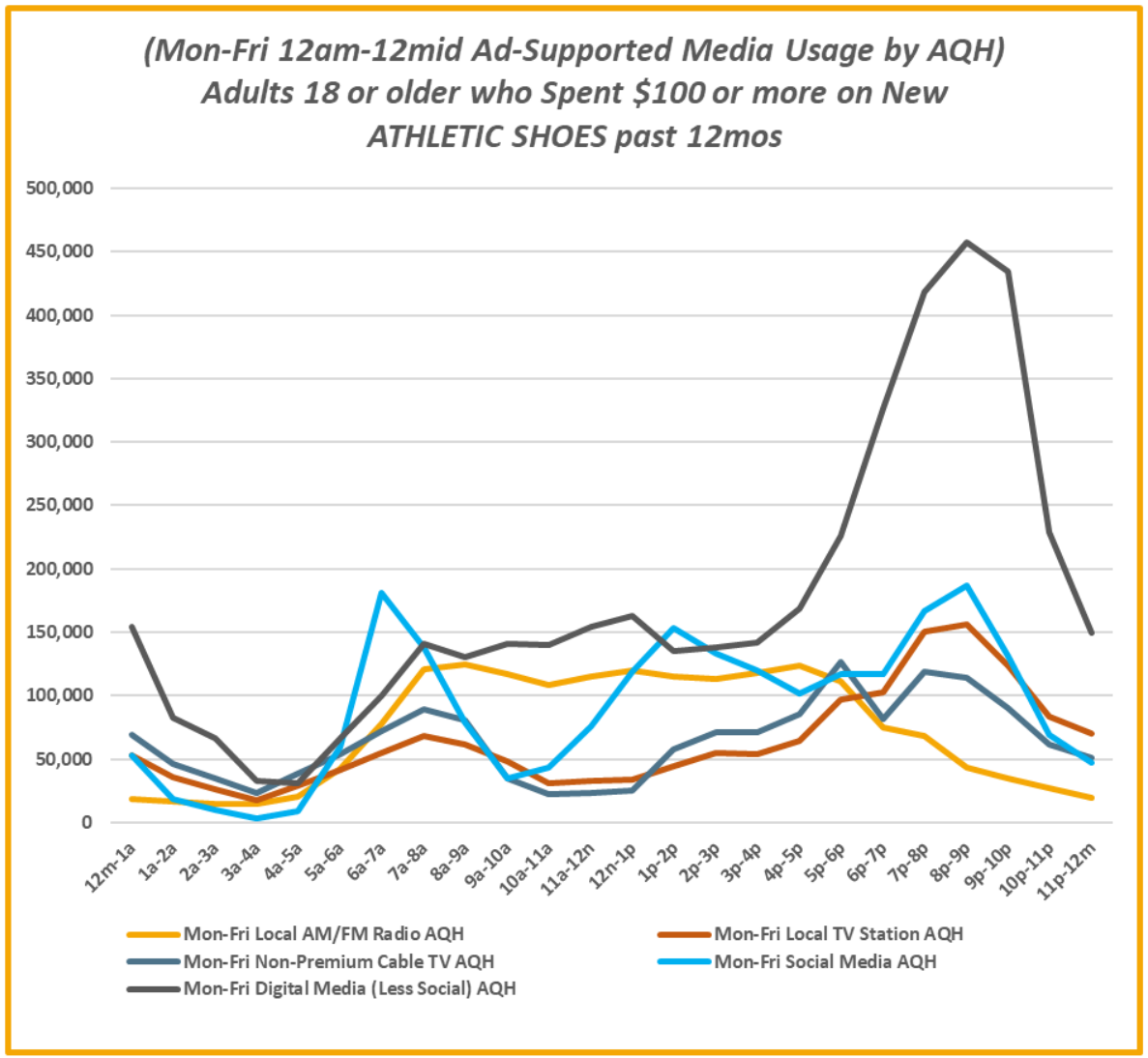
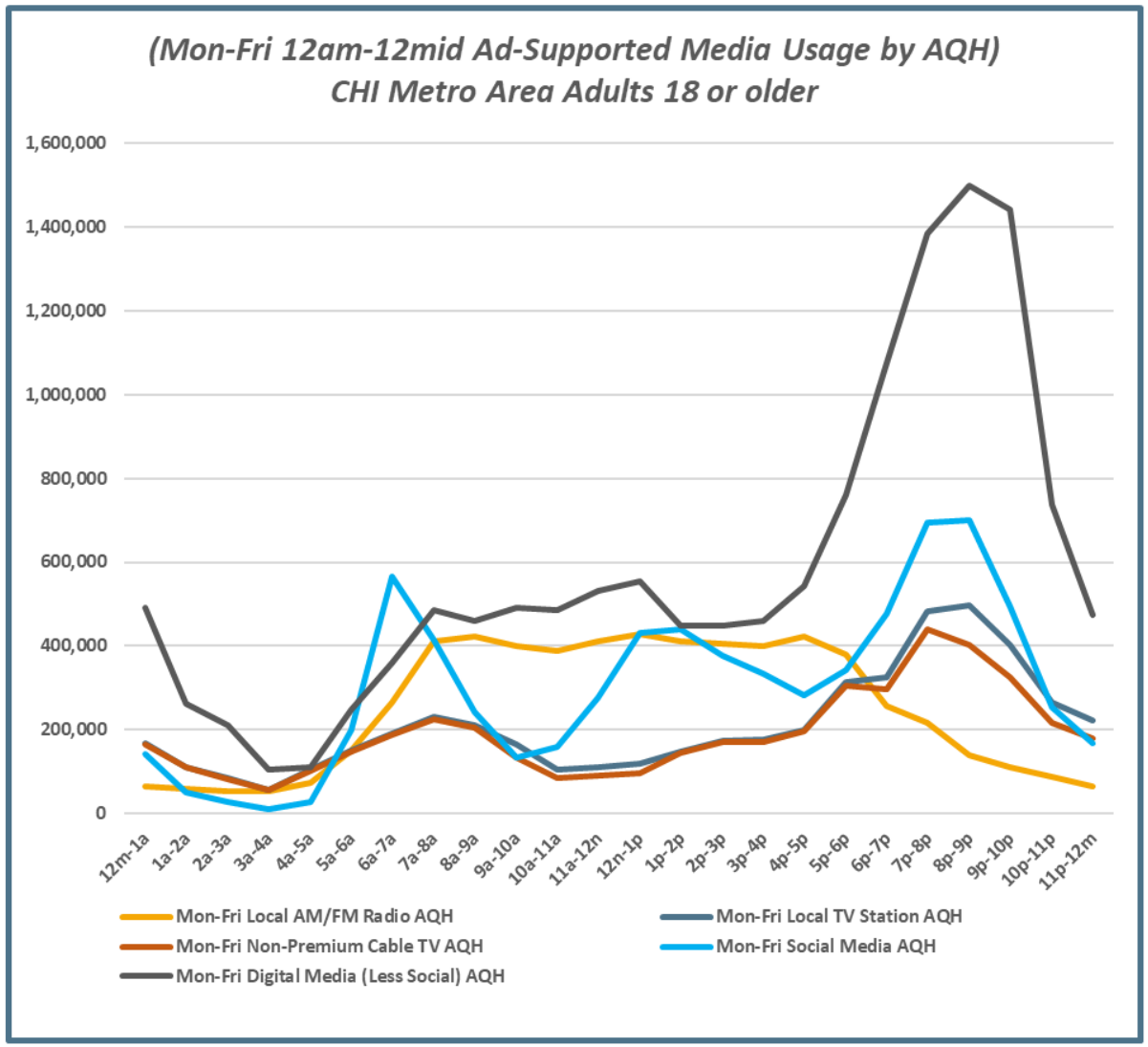
(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 162,091; Local Radio: 110,979; Social Media: 108,813; Non-Prem. Cable: 64,742; Local TV: 57,436 reaching Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES p





CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,113

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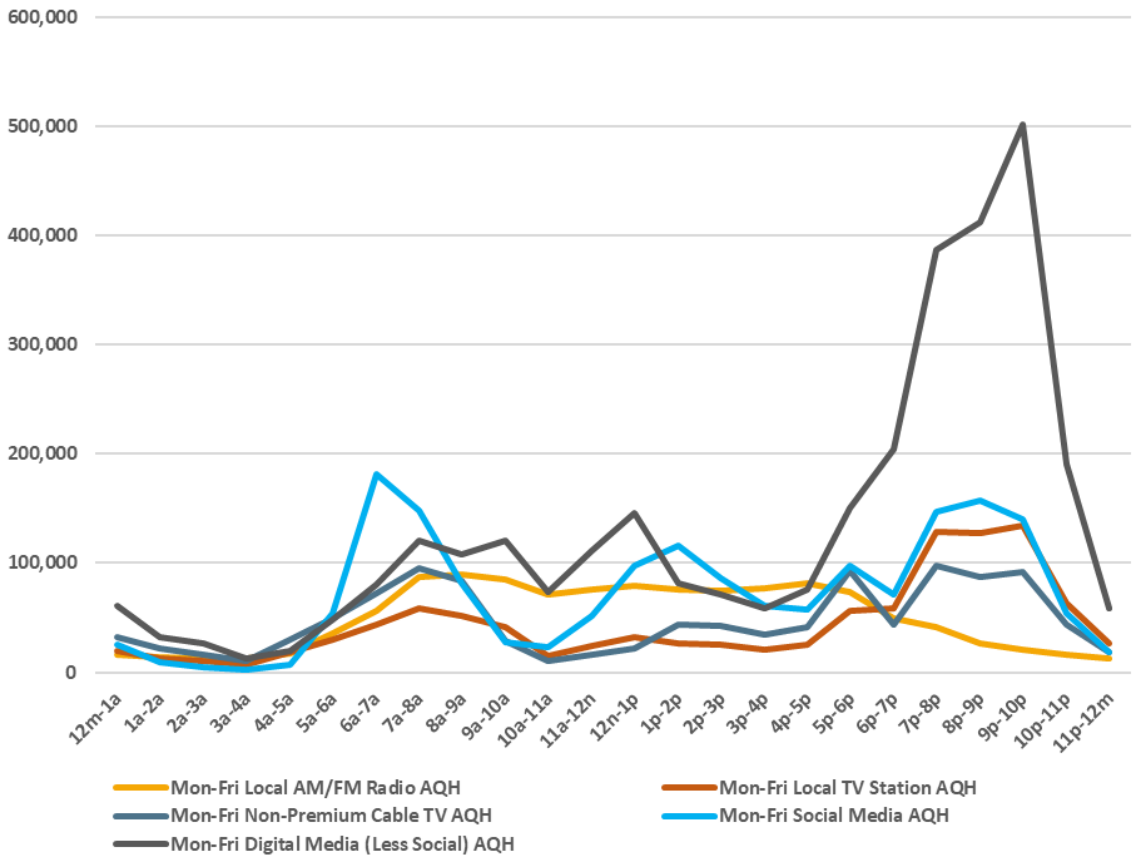
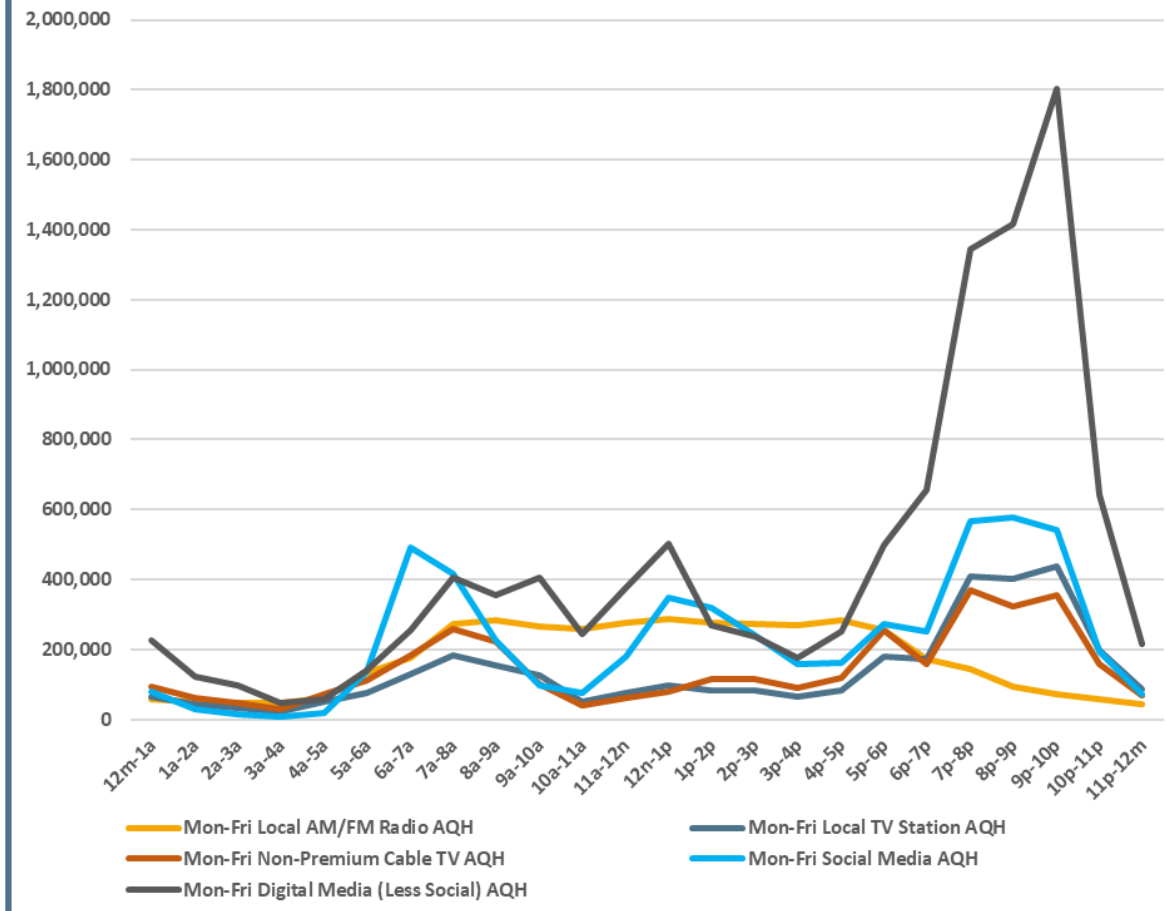
(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 107,916; Social Media: 84,708; Local Radio: 75,140; Non-Prem. Cable: 48,346; Local TV: 36,890 reaching Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES pas

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos



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



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 1,771

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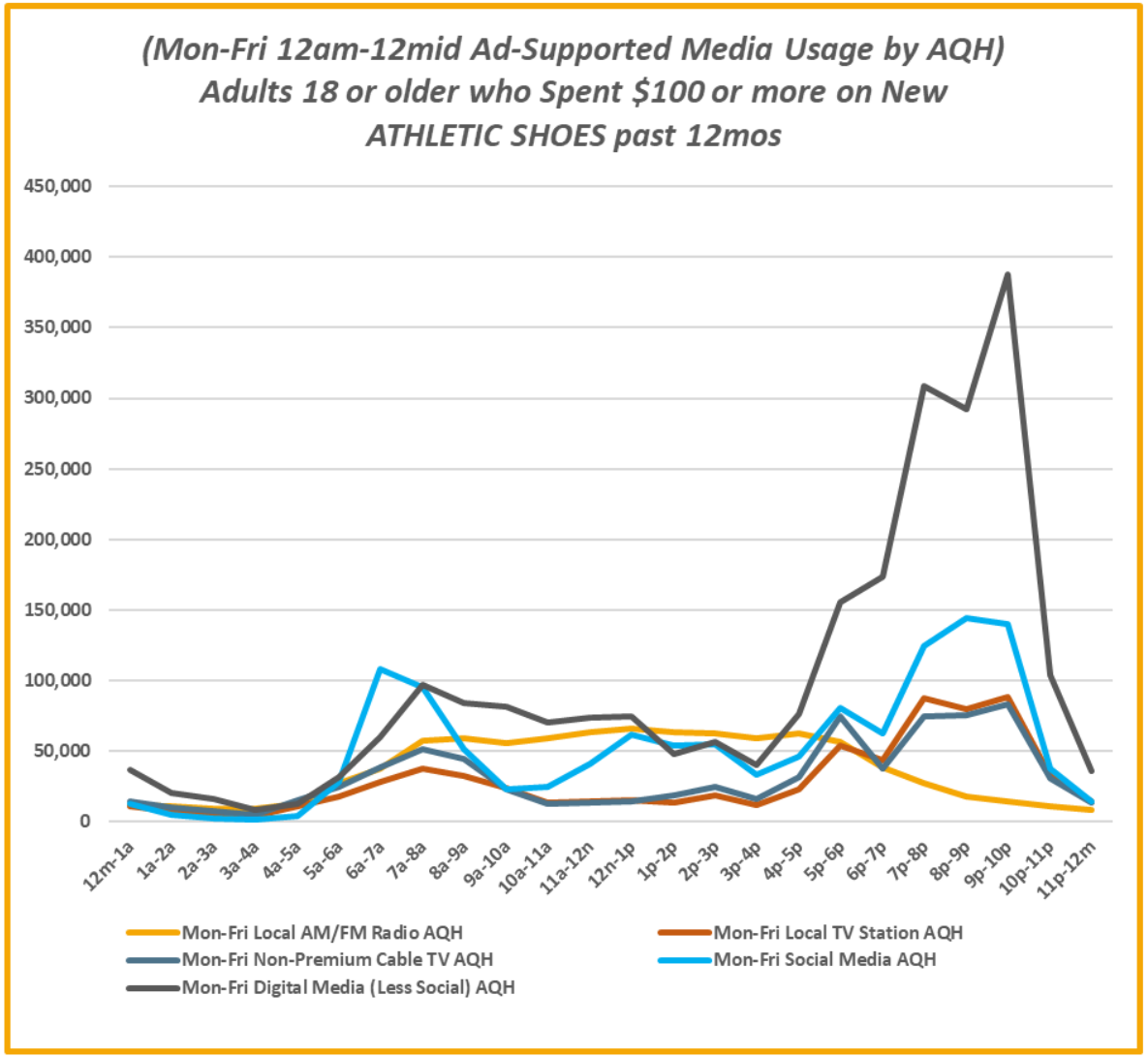
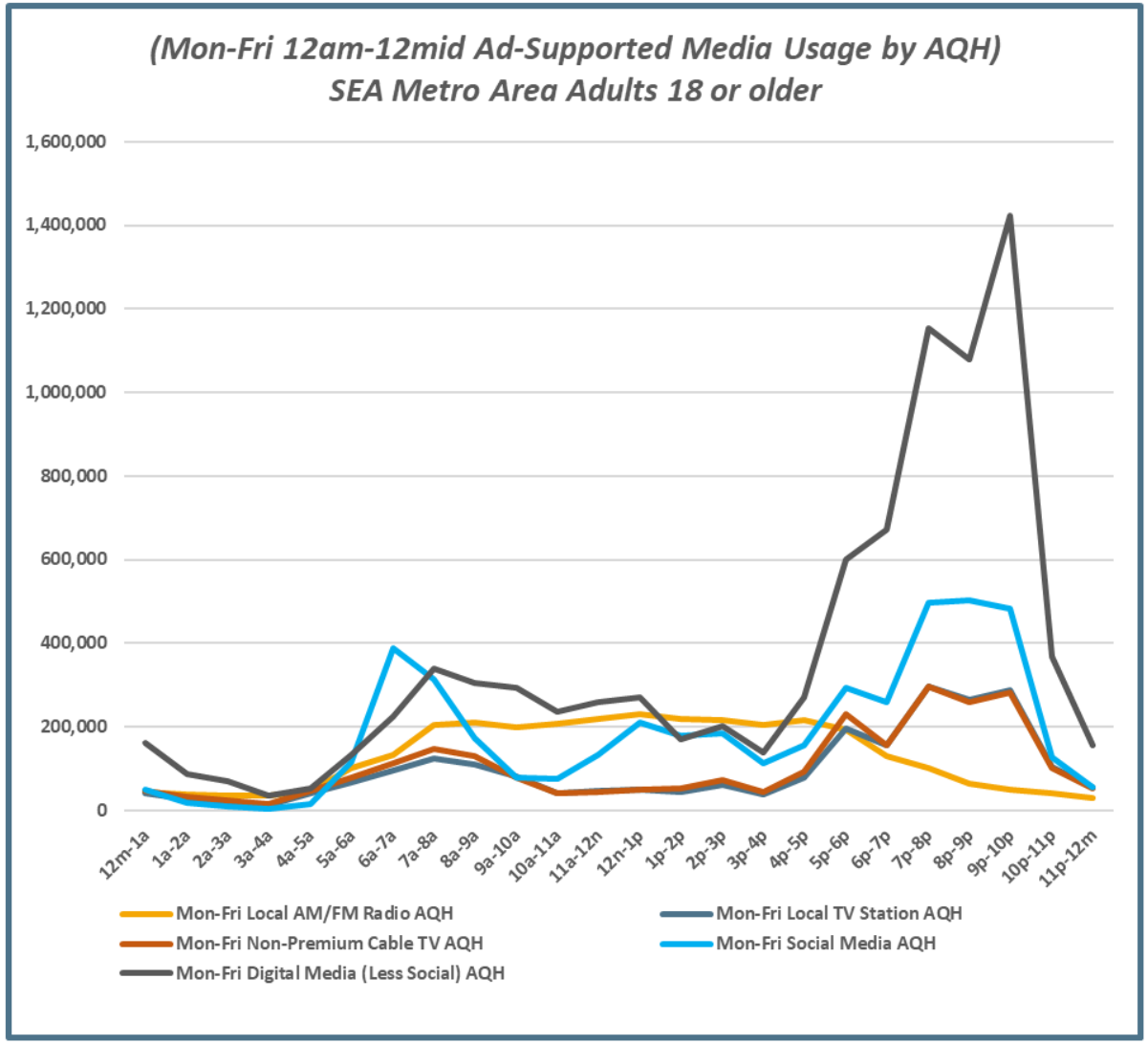
(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 83,632; Local Radio: 56,622; Social Media: 56,332; Non-Prem. Cable: 30,503; Local TV: 25,093 reaching Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past





SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,068

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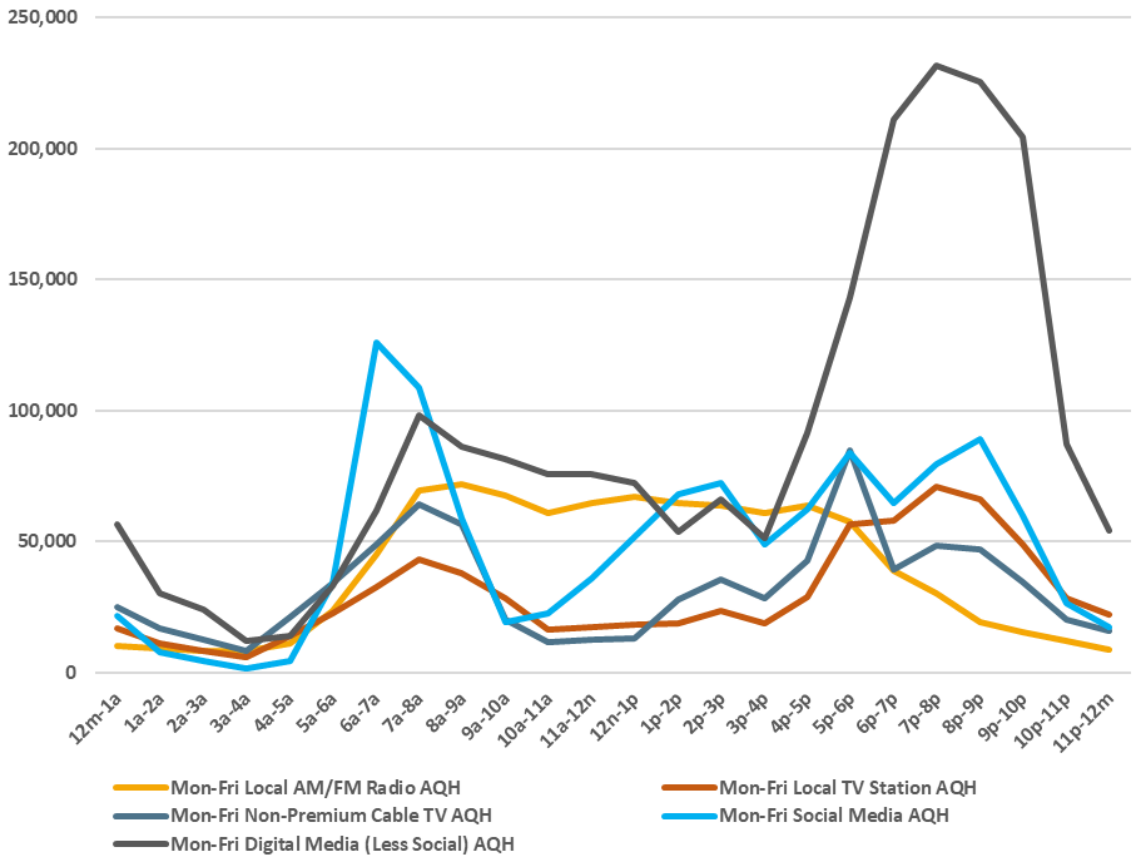
(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

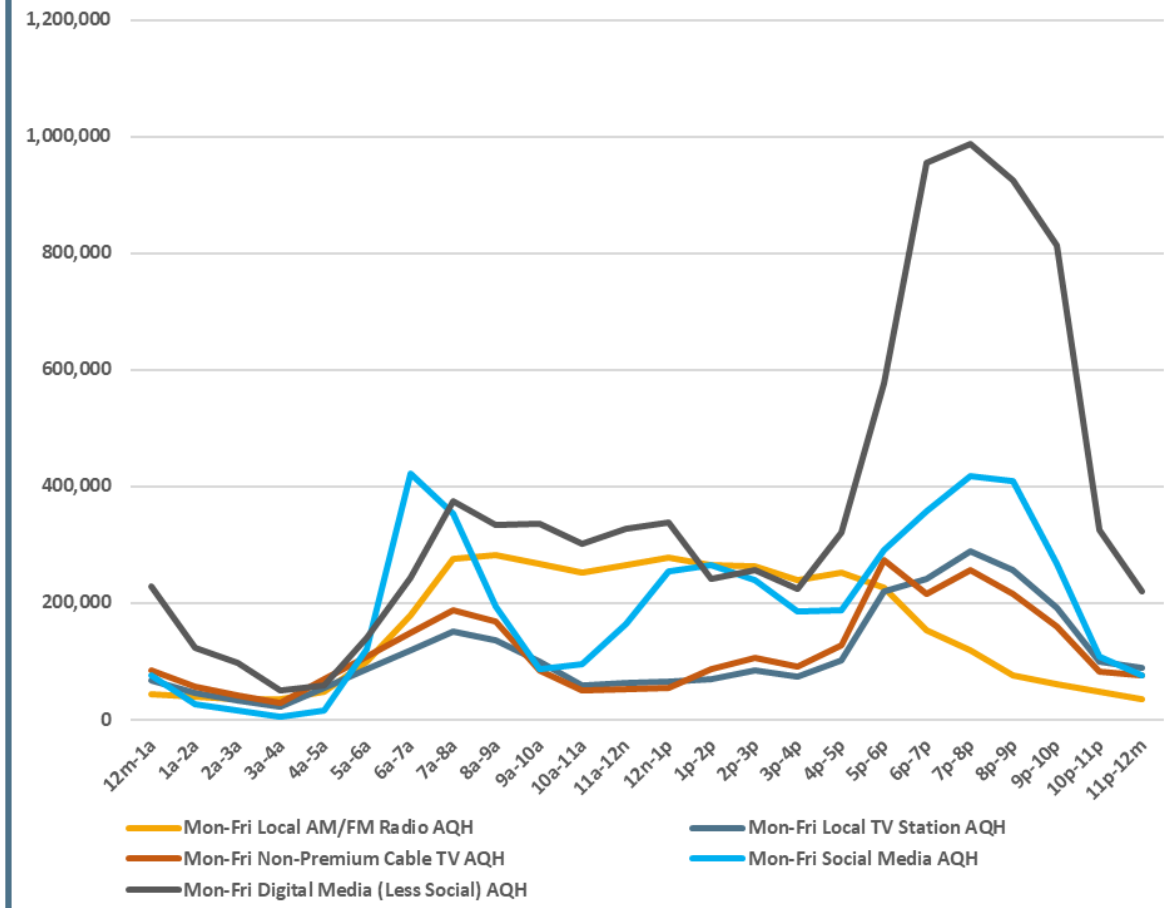
SNKRS PHX

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 89,849; Social Media: 63,251; Local Radio: 61,116; Non-Prem. Cable: 37,323; Local TV: 30,602 reaching Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos



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



PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 585

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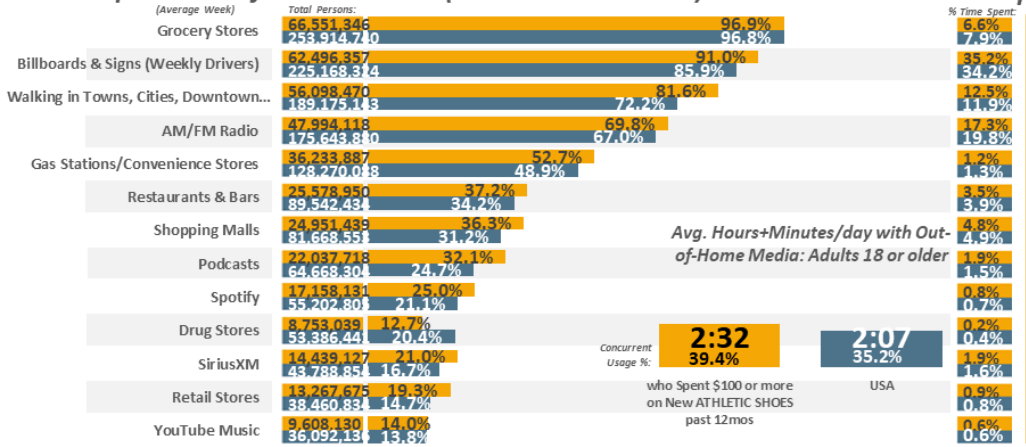
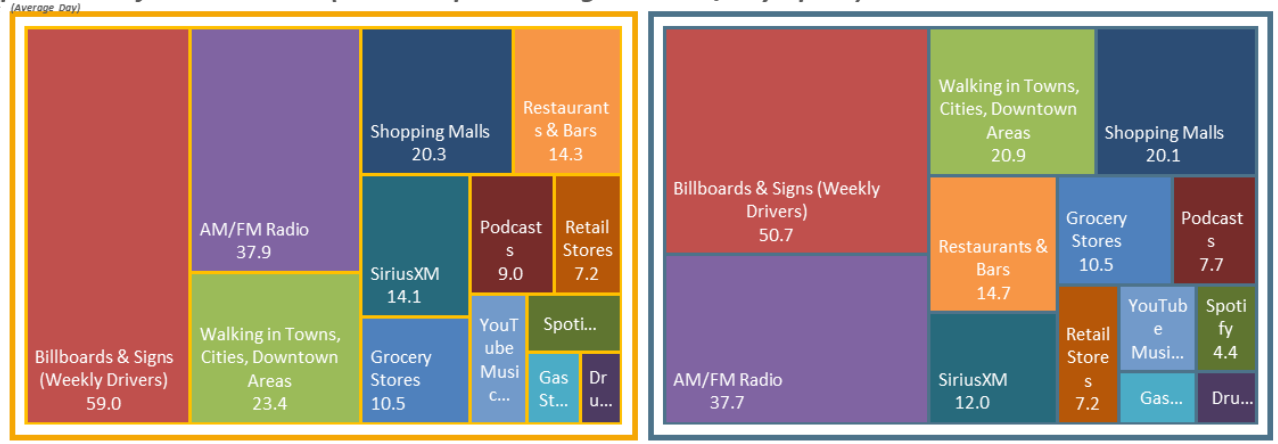
(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

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

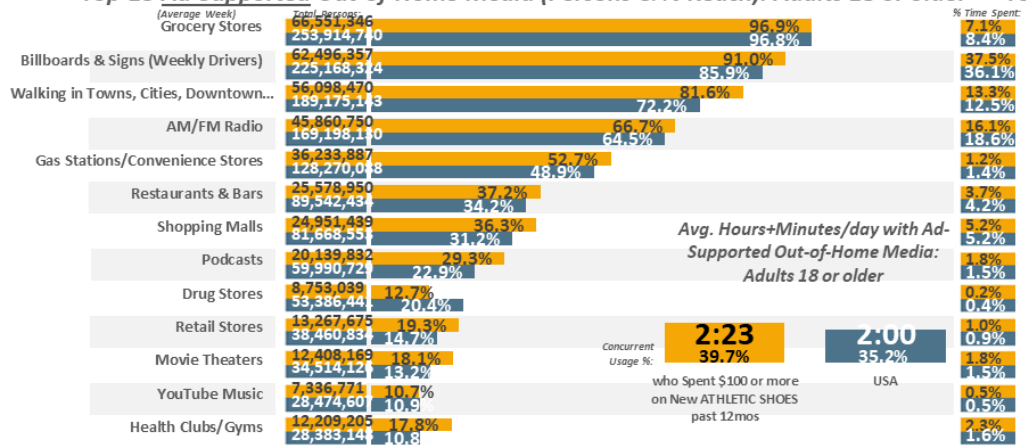
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



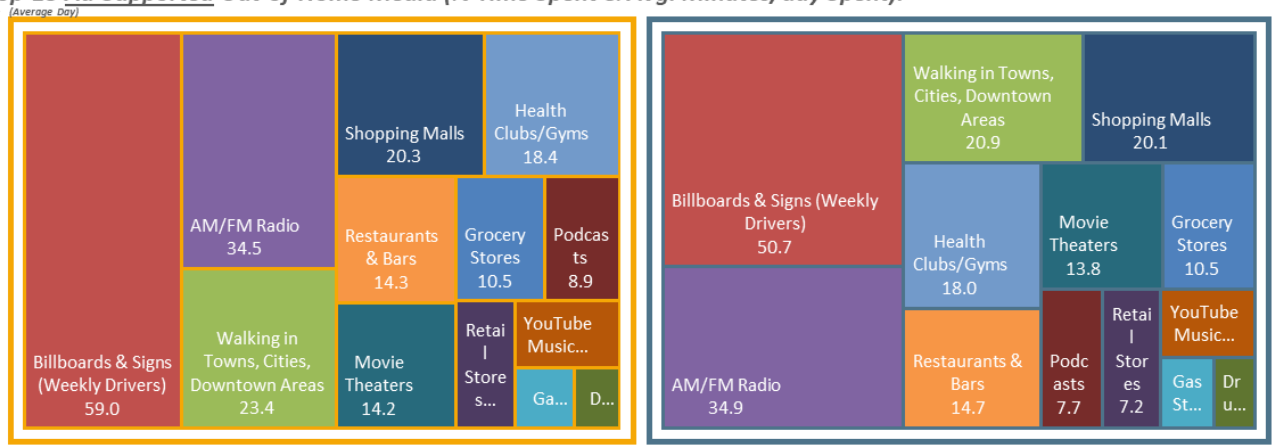
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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

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

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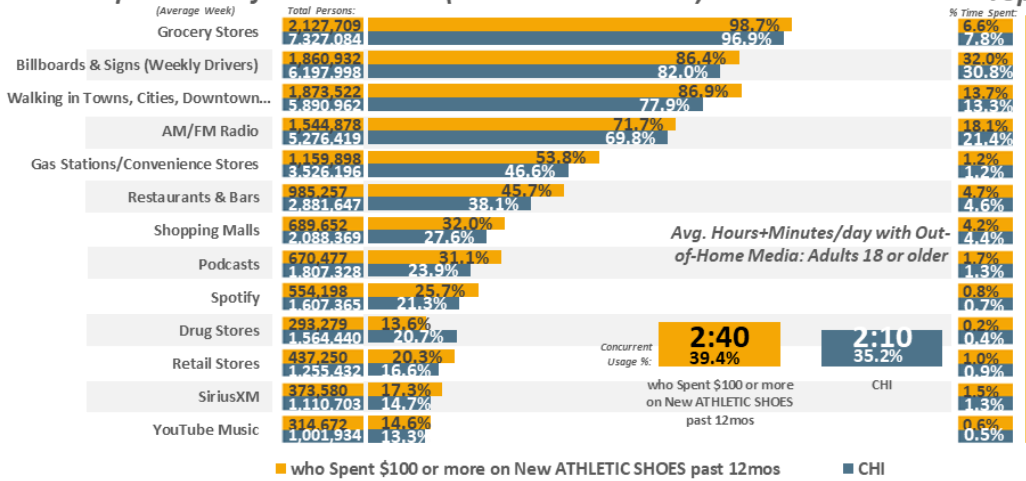
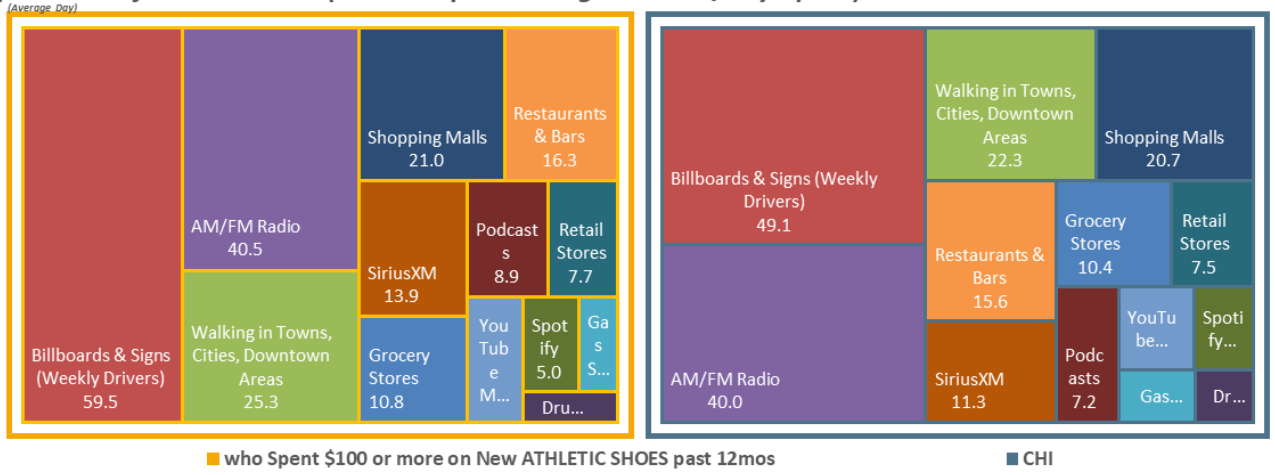
(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

1,860,932 or 86.4% of Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos spend an average of 59.5 minutes per day driving, seeing Billboards and Signs. 68.4% Listen to Local Radio Stations Out-of-Home for an average of 37. minutes/

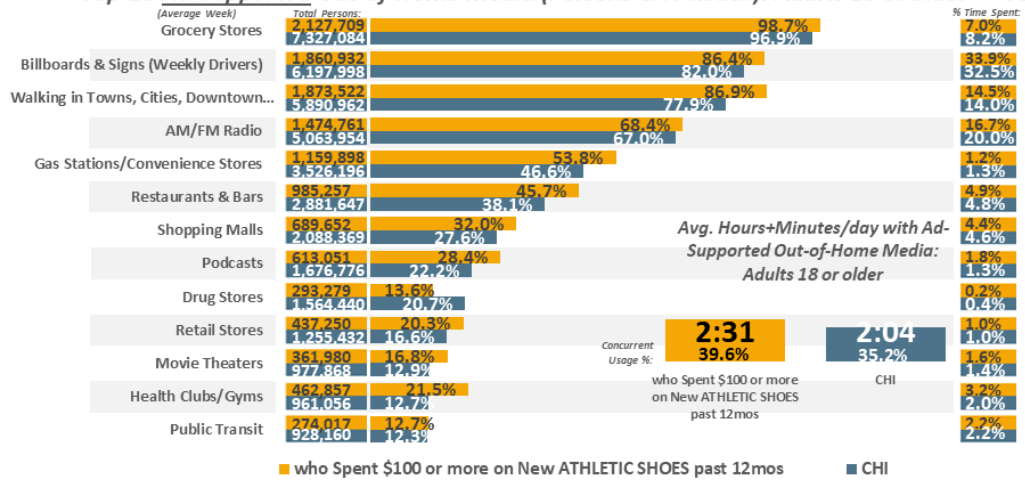
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



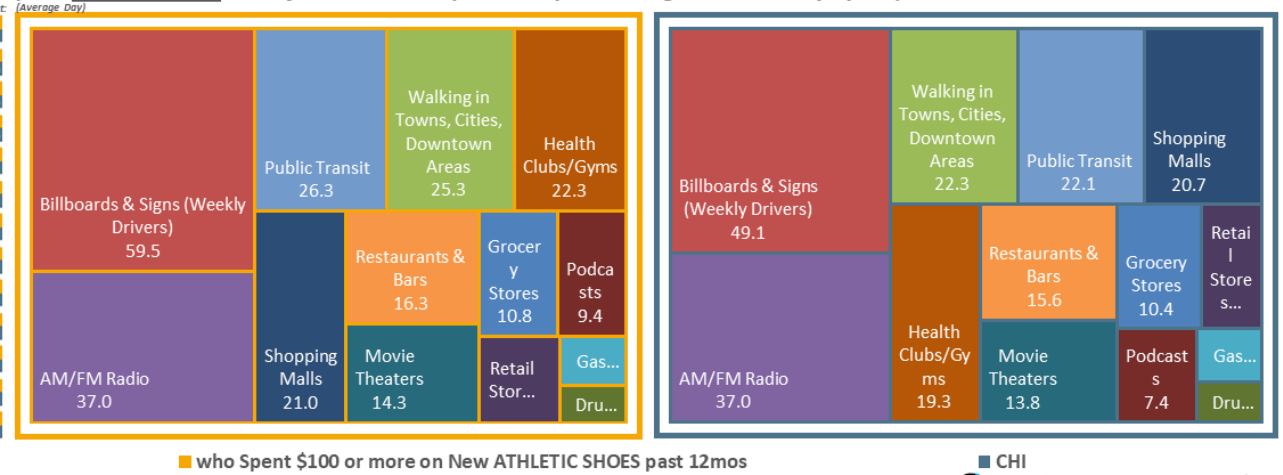
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,113

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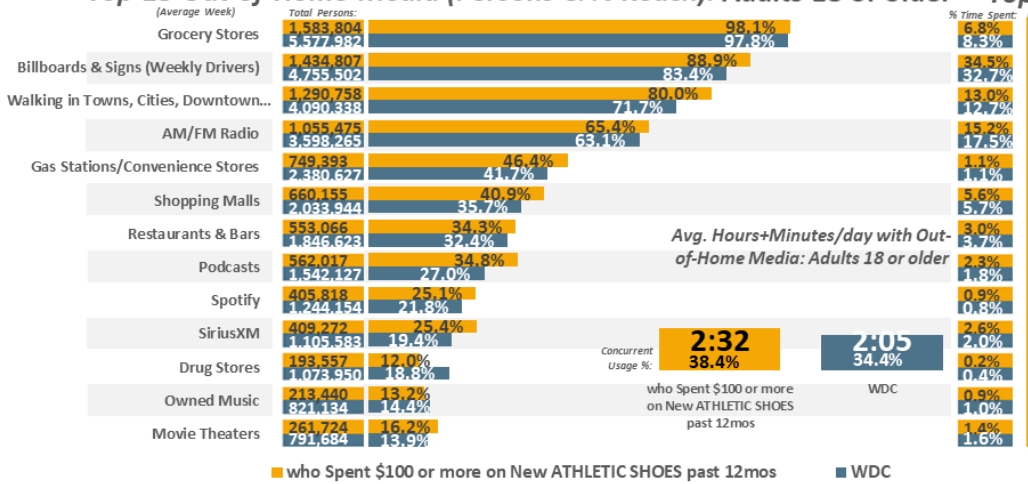
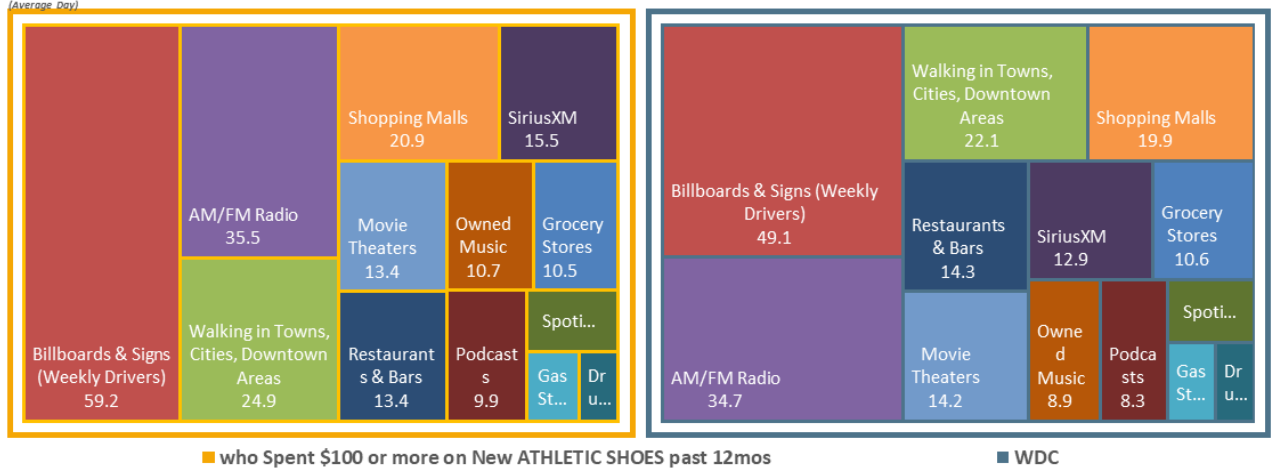
(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

1,434,807 or 88.9% of Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos spend an average of 59.2 minutes per day driving, seeing Billboards and Signs. 62.3% Listen to Local Radio Stations Out-of-Home for an average of 31.9 minutes

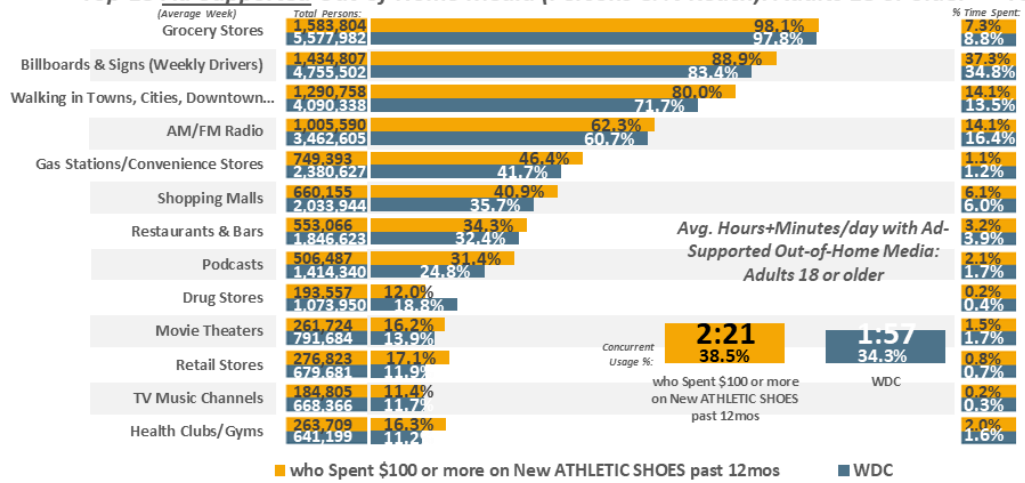
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



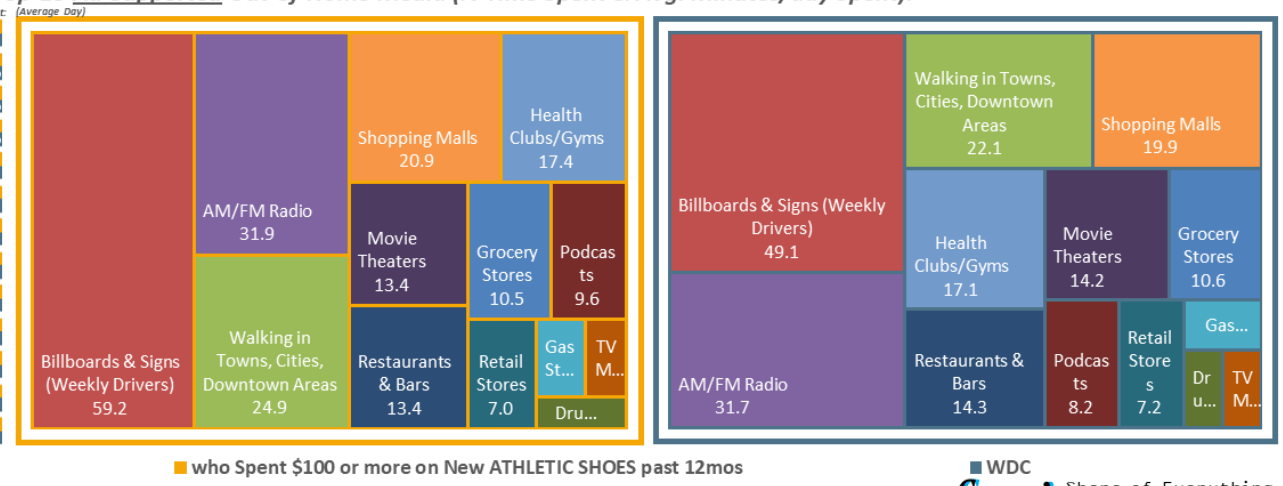
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 1,771

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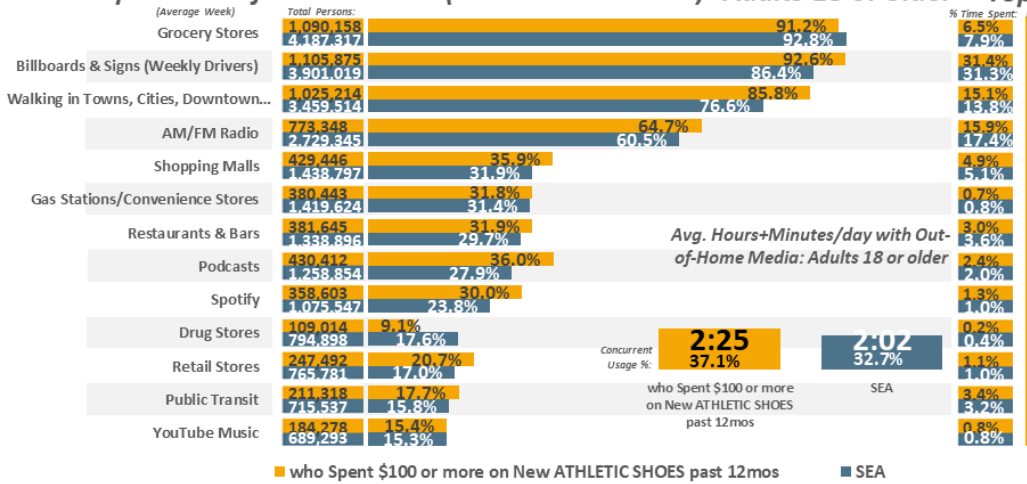
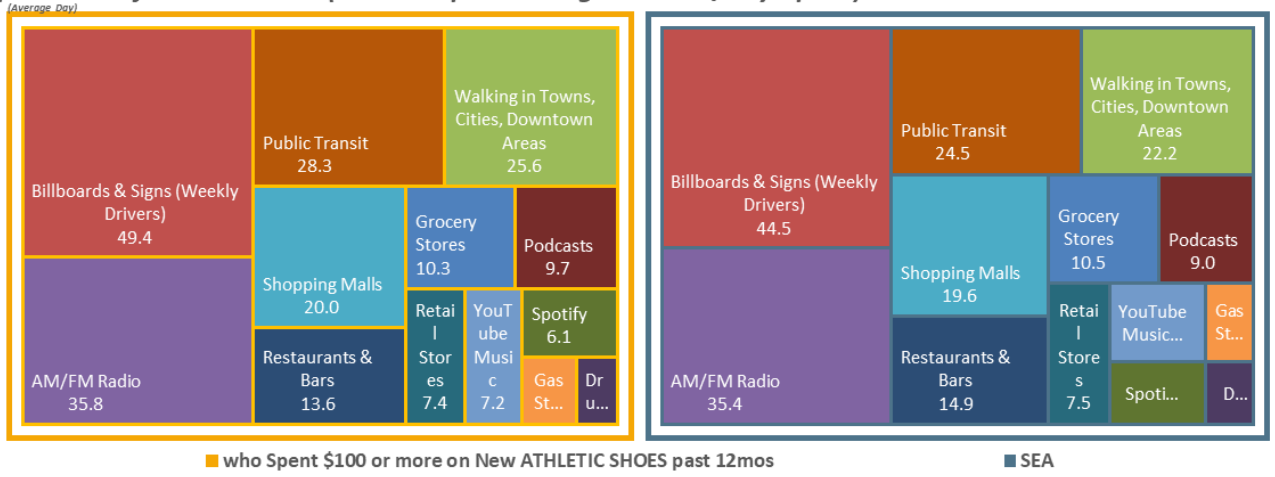
(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

1,105,875 or 92.6% of Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos spend an average of 49.4 minutes per day driving, seeing Billboards and Signs. 62.5% Listen to Local Radio Stations Out-of-Home for an average of 31.2 minutes

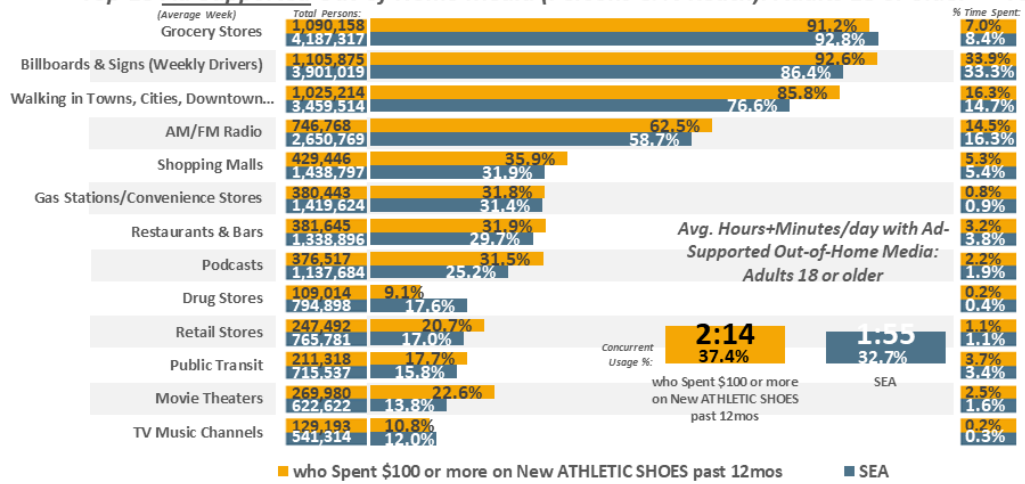
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



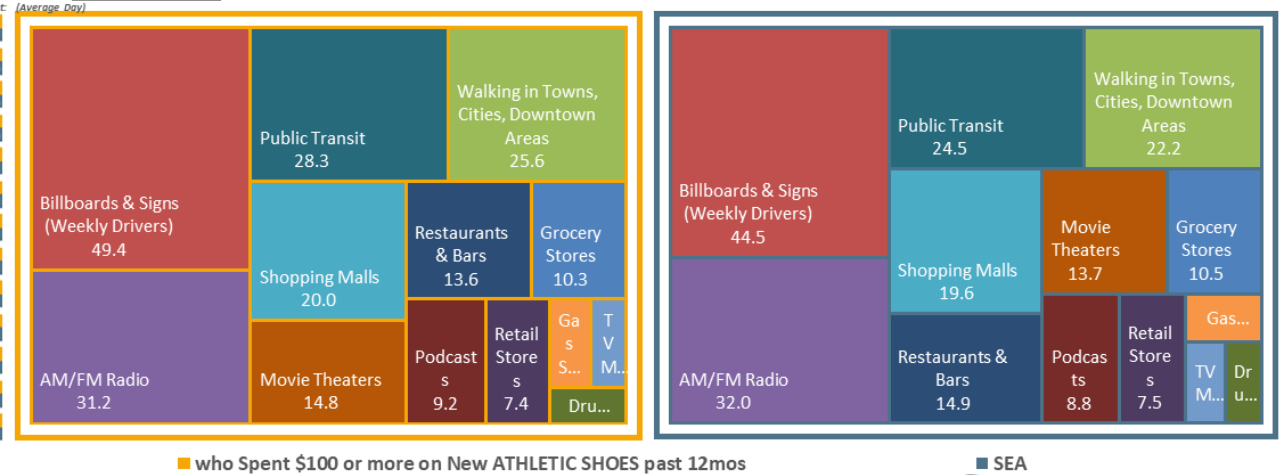
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,068

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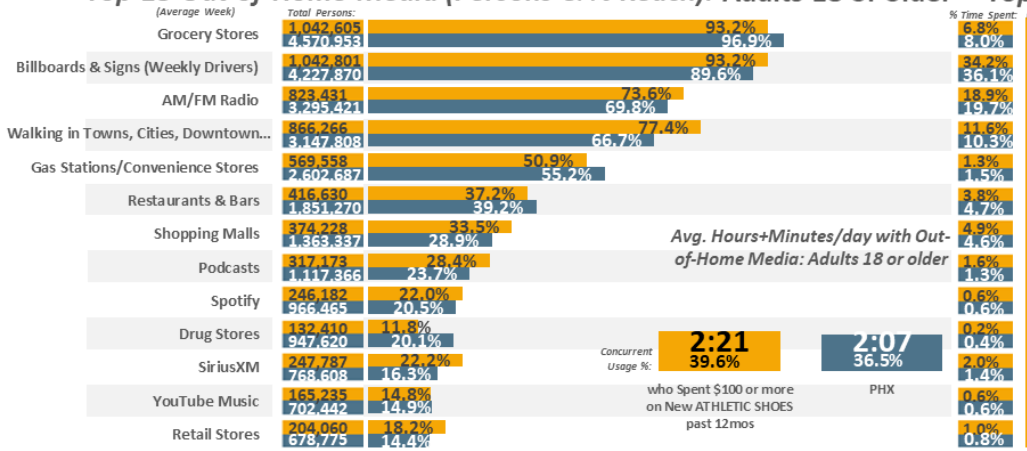
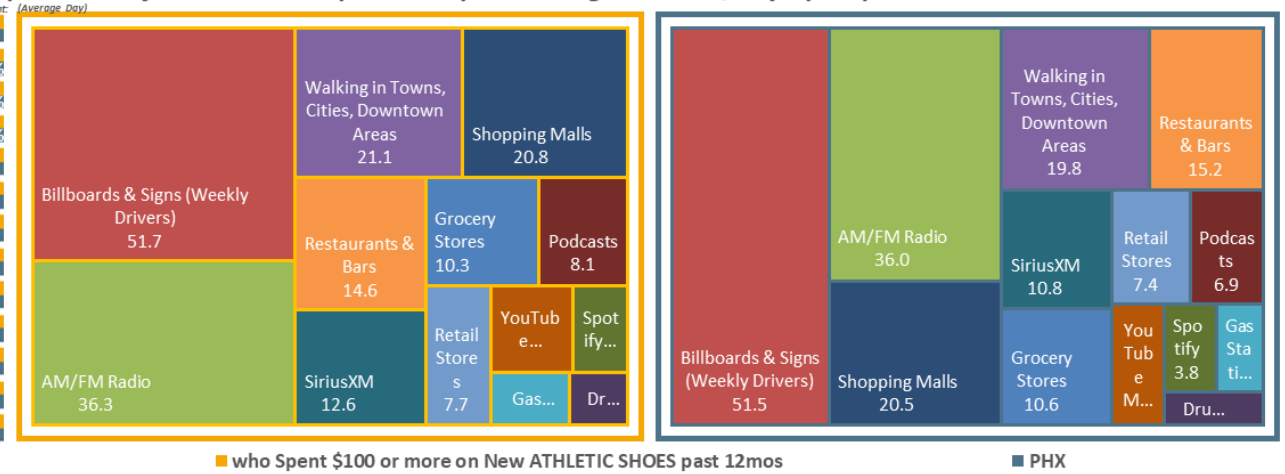
1,042,801 or 93.2% of Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos spend an average of 51.7 minutes per day driving, seeing Billboards and Signs. 71.% Listen to Local Radio Stations Out-of-Home for an average of 34.6 minutes/

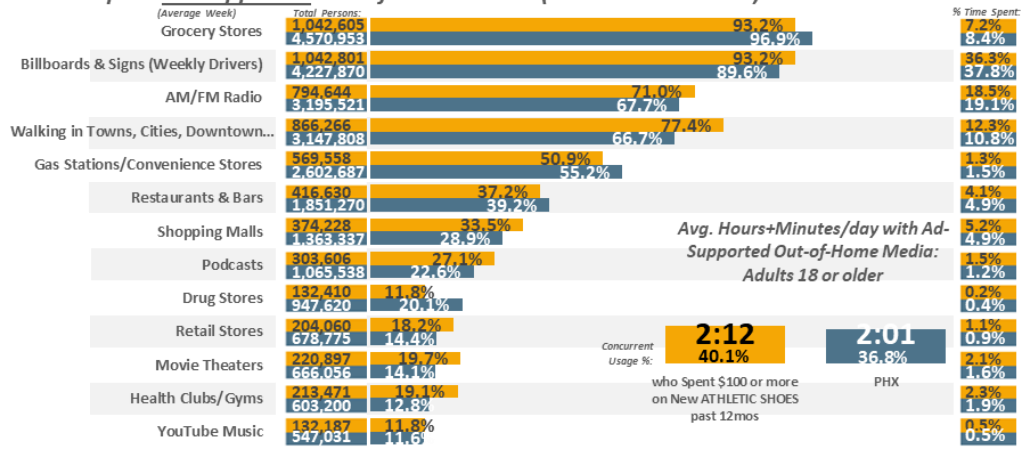
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



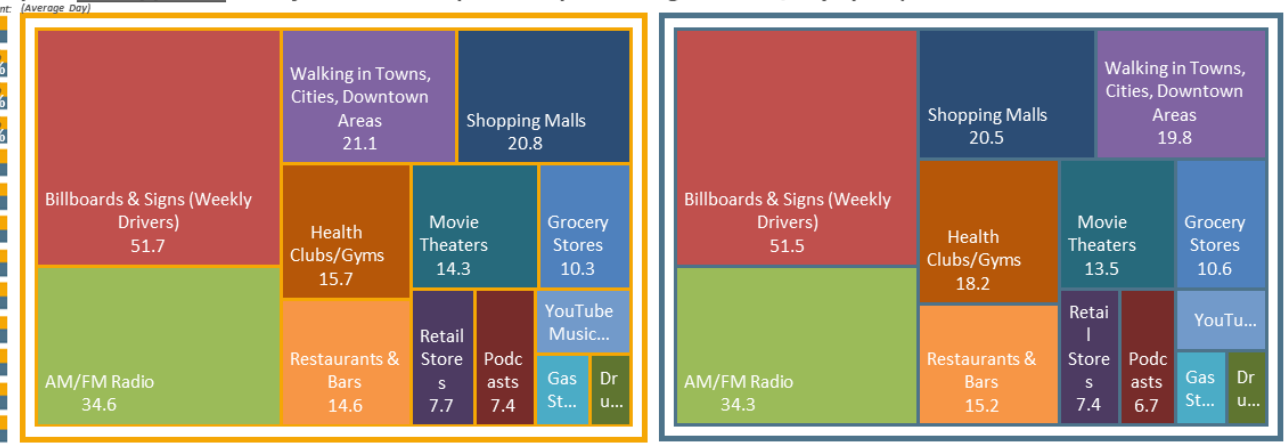
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 585

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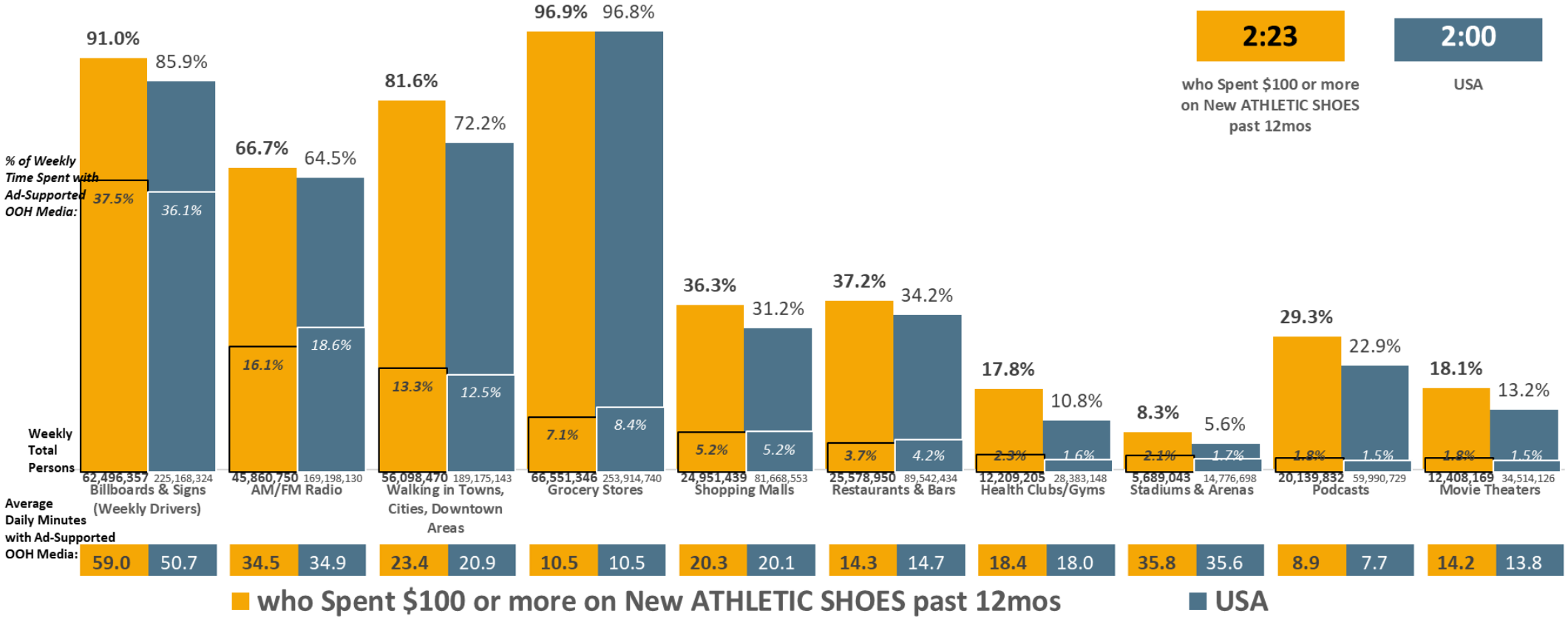
SNKRS USA

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

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

"Share of Ad-Supported OOH Media"



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

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

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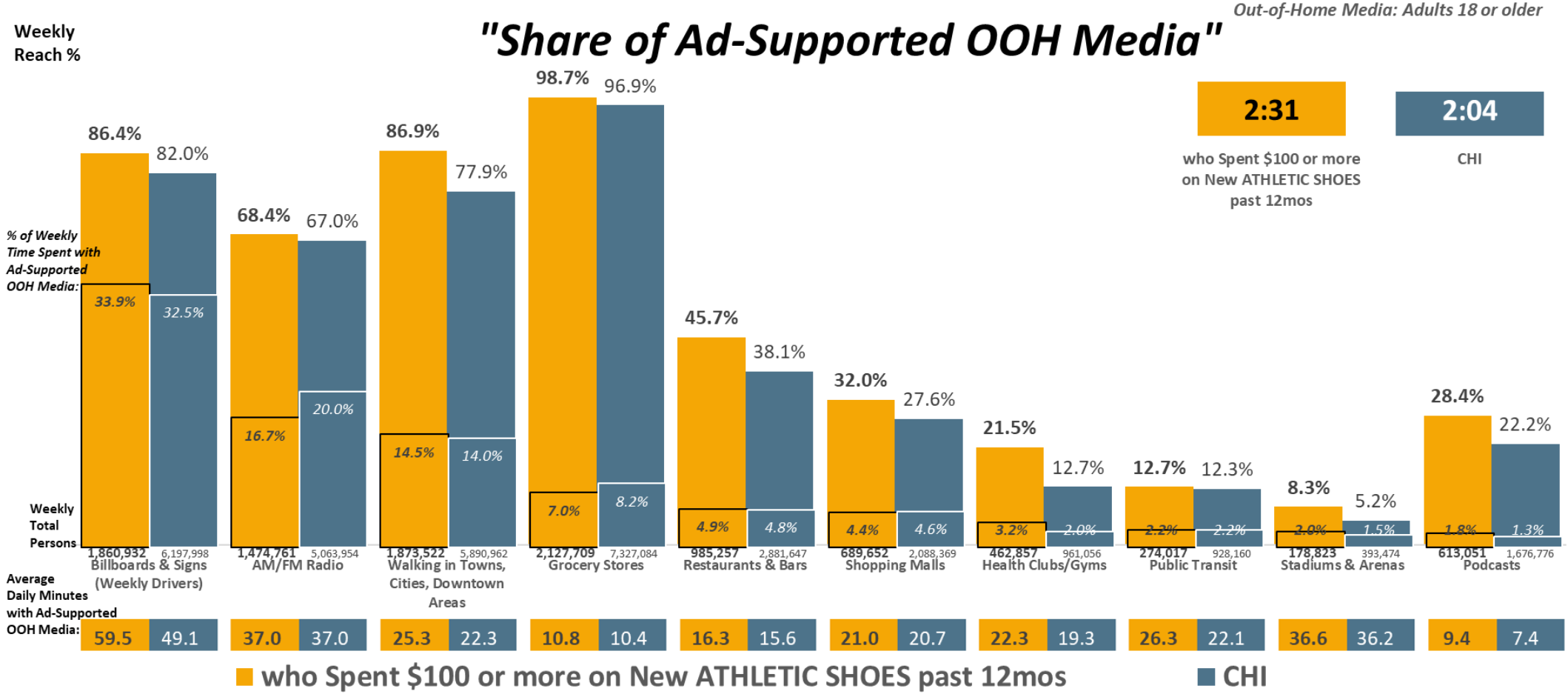
(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

SNKRS CHI

1,860,932 or 86.4% of Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos spend an average of 59.5 minutes per day driving, seeing Billboards and Signs representing 33.9% of all Time Spent with Ad-Supported Out-of-Home Media.

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



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,113 CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,846

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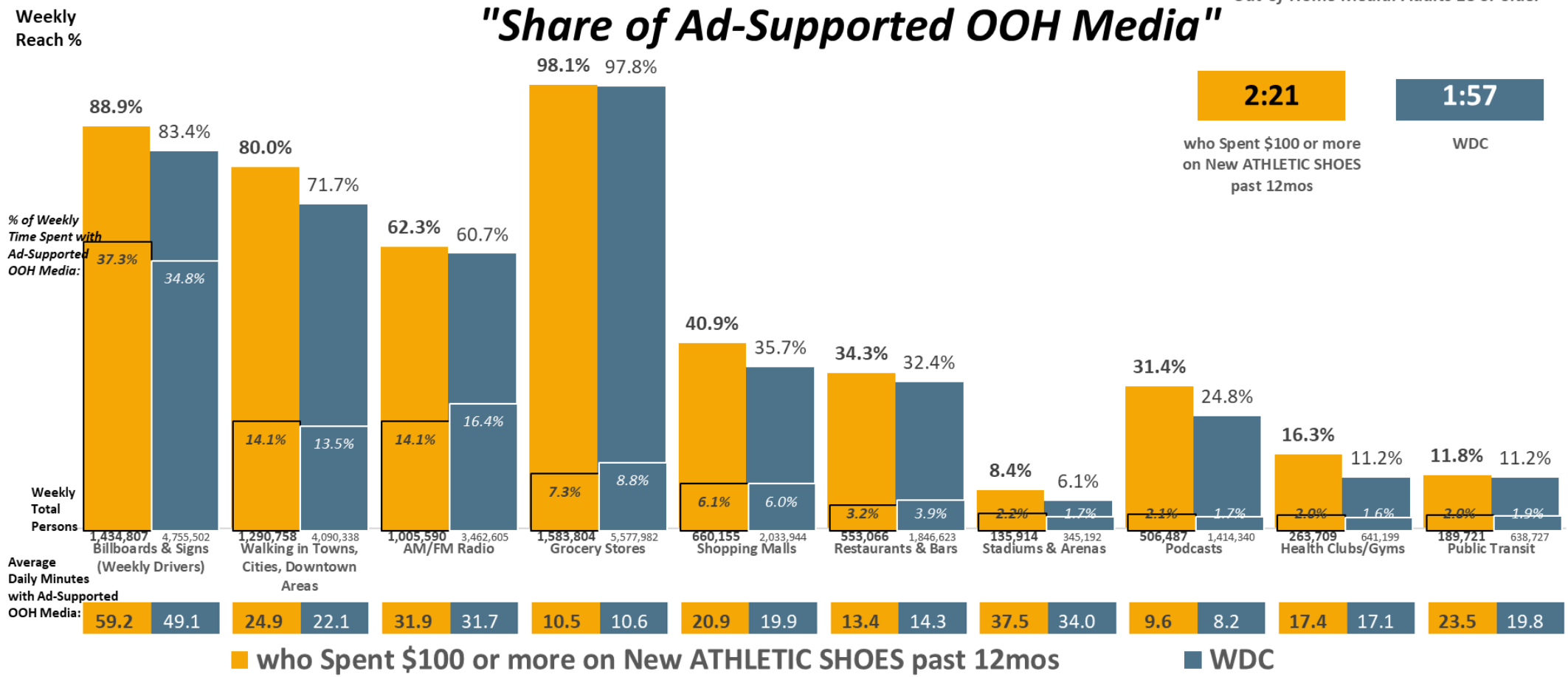
(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

SNKRS WDC

1,434,807 or 88.9% of Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos spend an average of 59.2 minutes per day driving, seeing Billboards and Signs representing 37.3% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 1,771 WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 5,857

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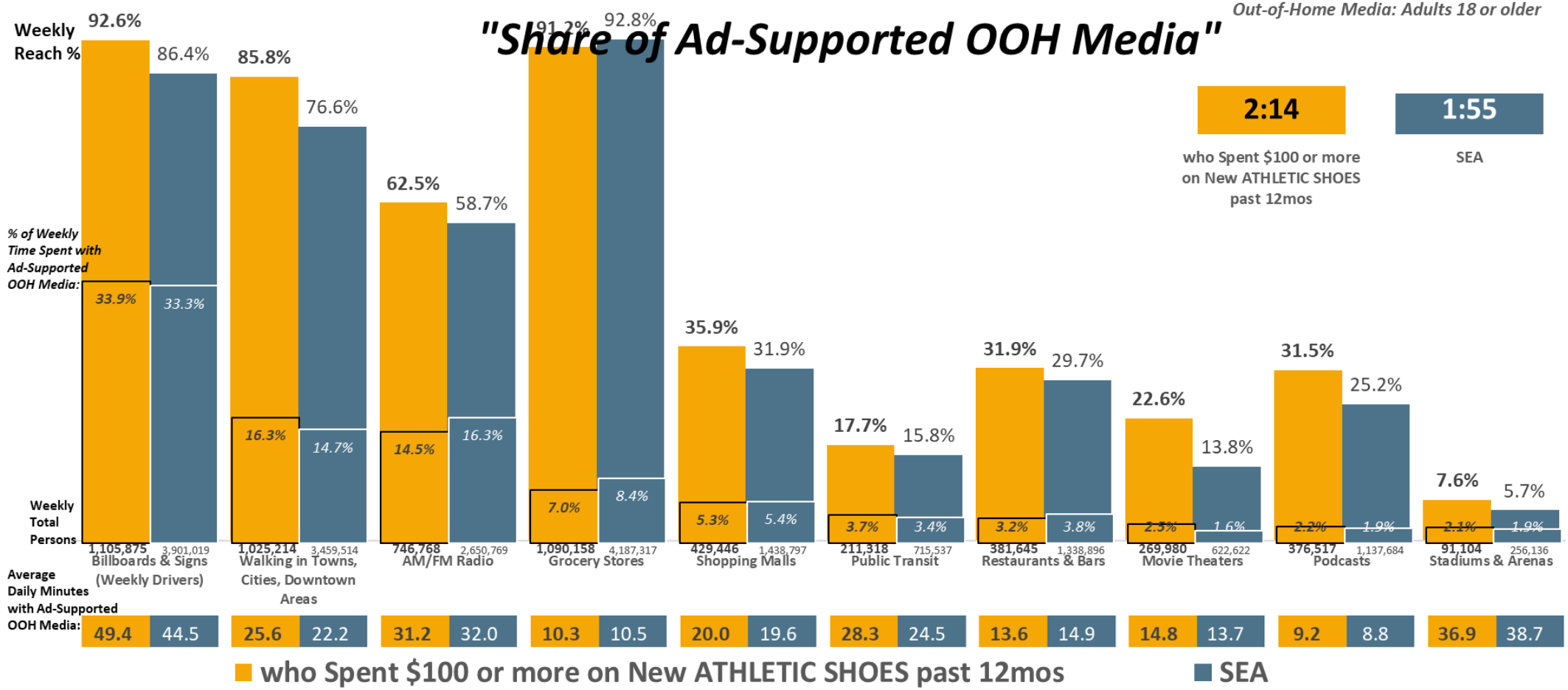
(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

1,105,875 or 92.6% of Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos spend an average of 49.4 minutes per day driving, seeing Billboards and Signs representing 33.9% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,068 SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,920

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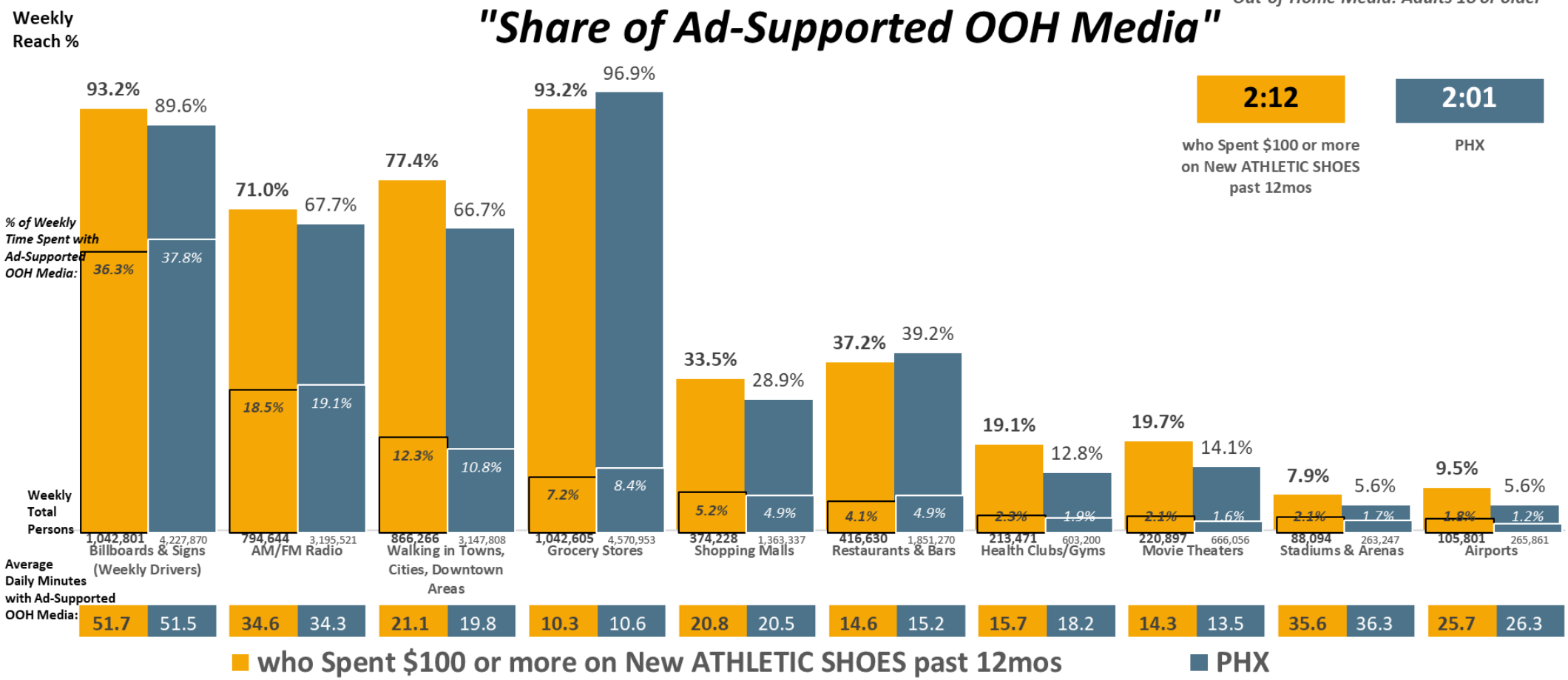
(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

SNKRS PHX

1,042,801 or 93.2% of Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos spend an average of 51.7 minutes per day driving, seeing Billboards and Signs representing 36.3% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 585 PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 2,461

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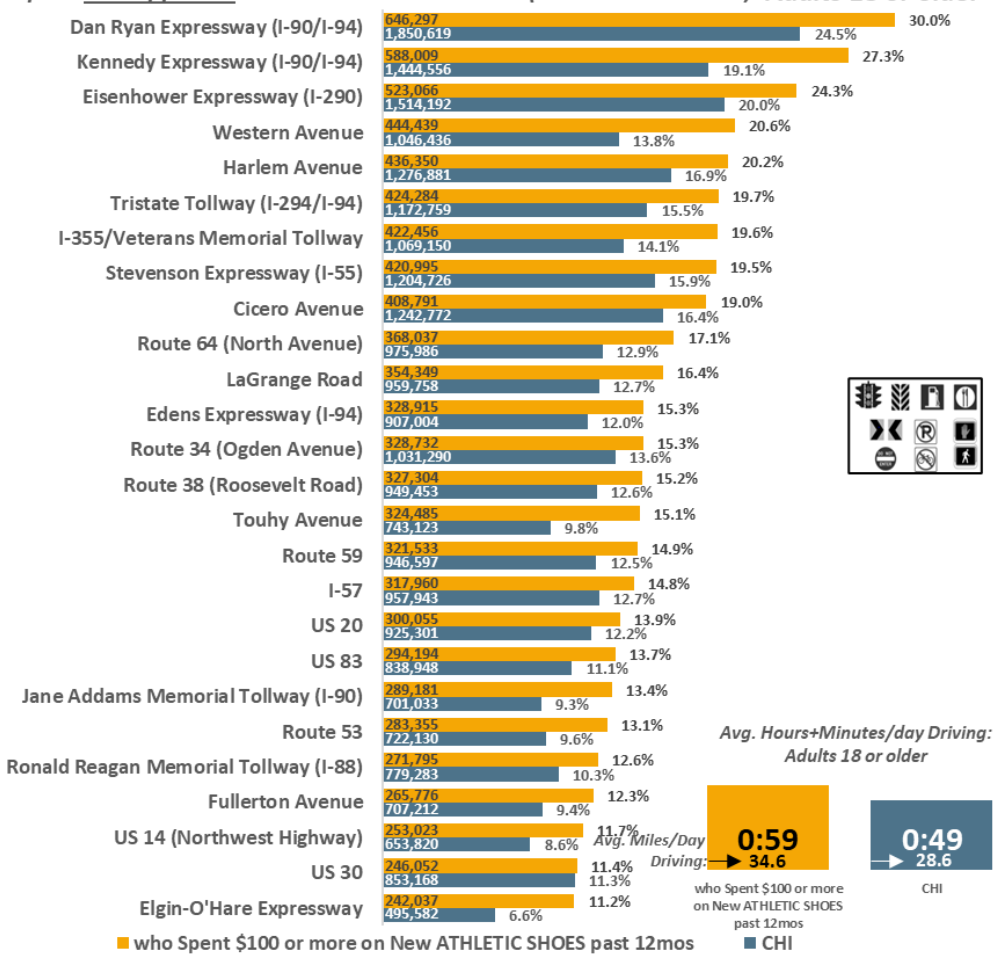
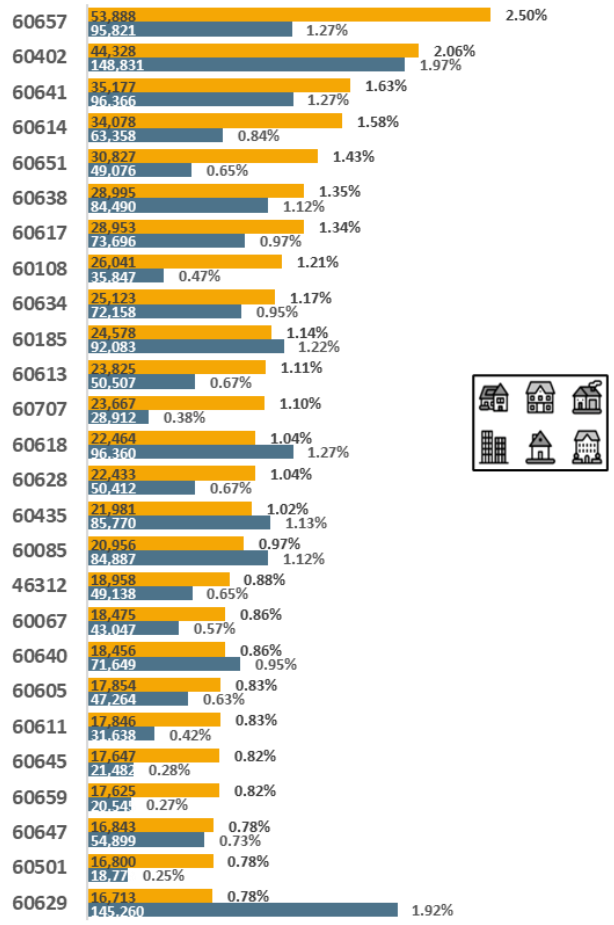
(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

1,860,932 or 86.4% of Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos spend an average of 59.5 minutes per day driving an average of 34.6 miles each day and are 53.2% more likely to use Touhy Avenue than the Metro average.

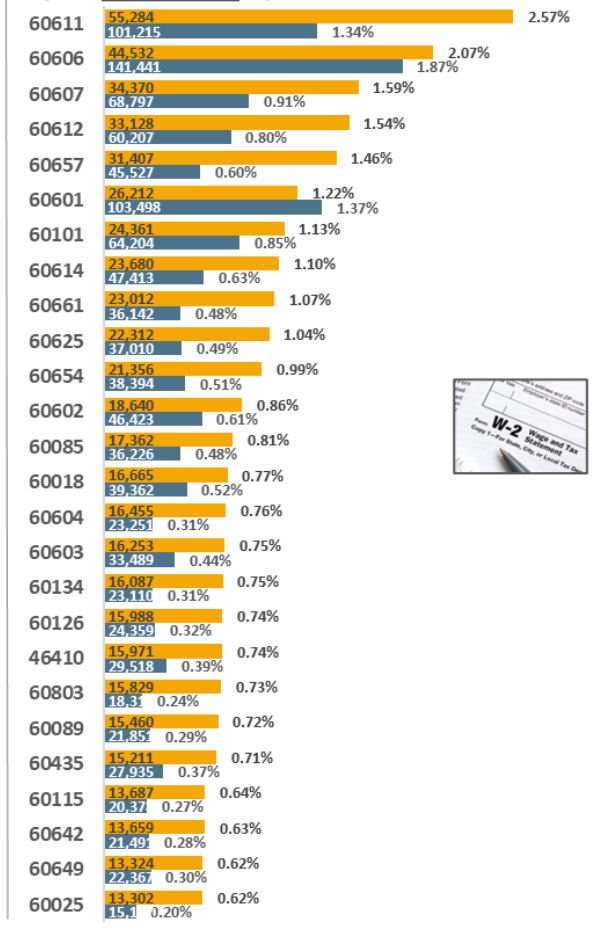
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,113

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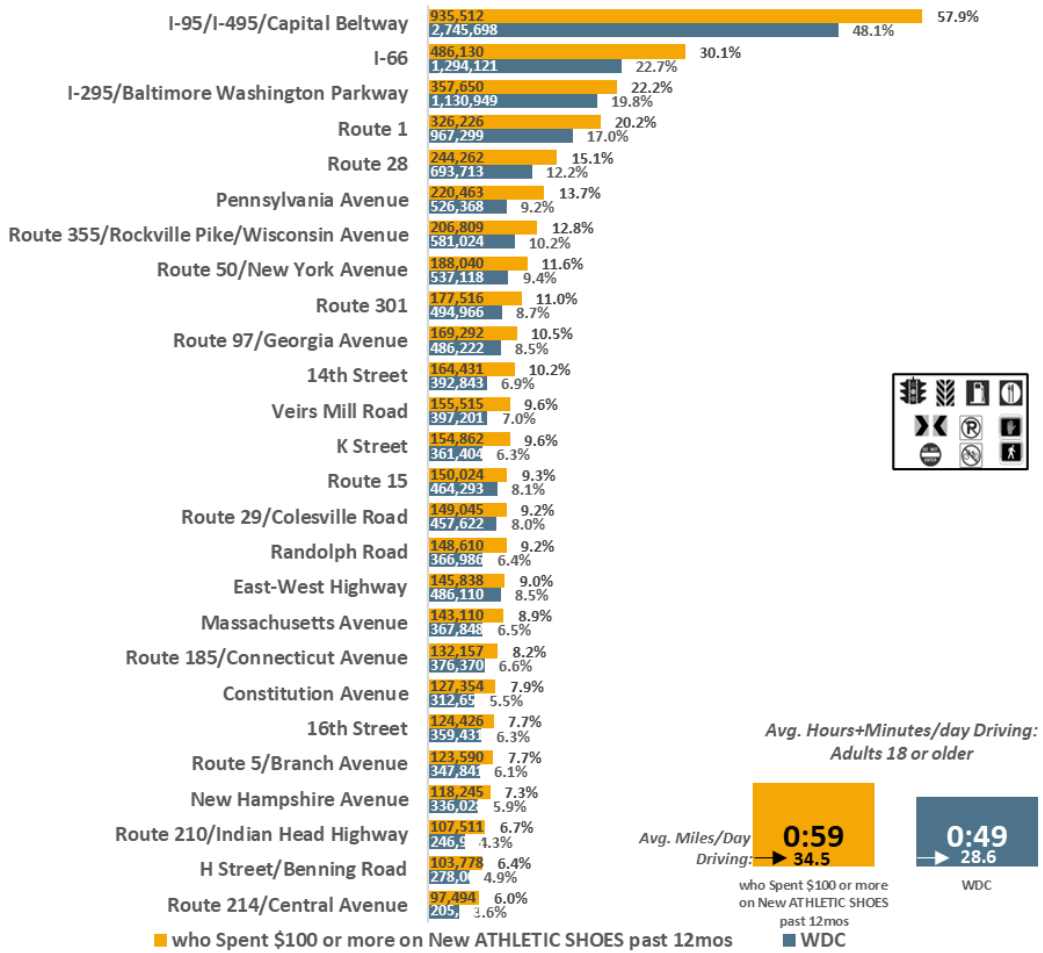
(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

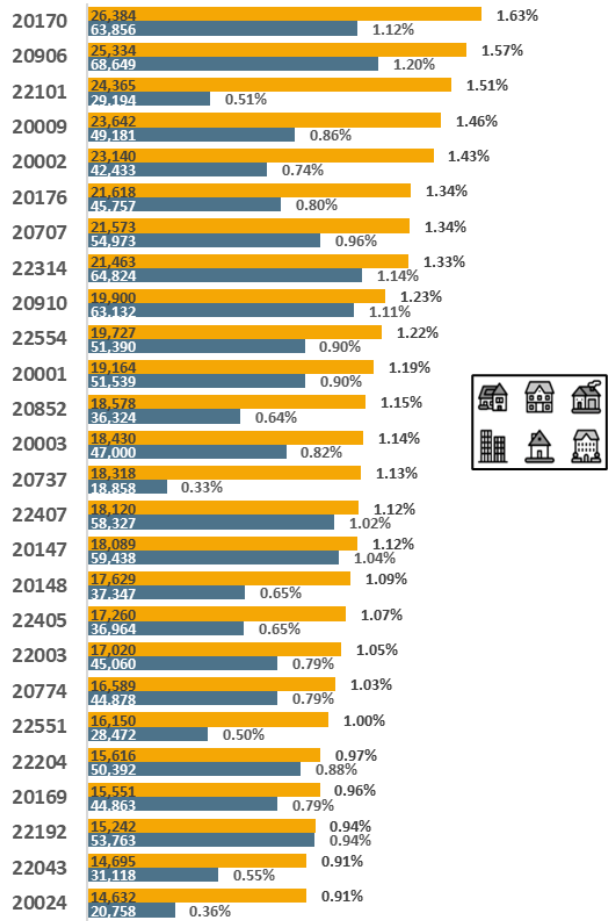


1,434,807 or 88.9% of Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos spend an average of 59.2 minutes per day driving an average of 34.5 miles each day and are 51.4% more likely to use K Street than the Metro average.

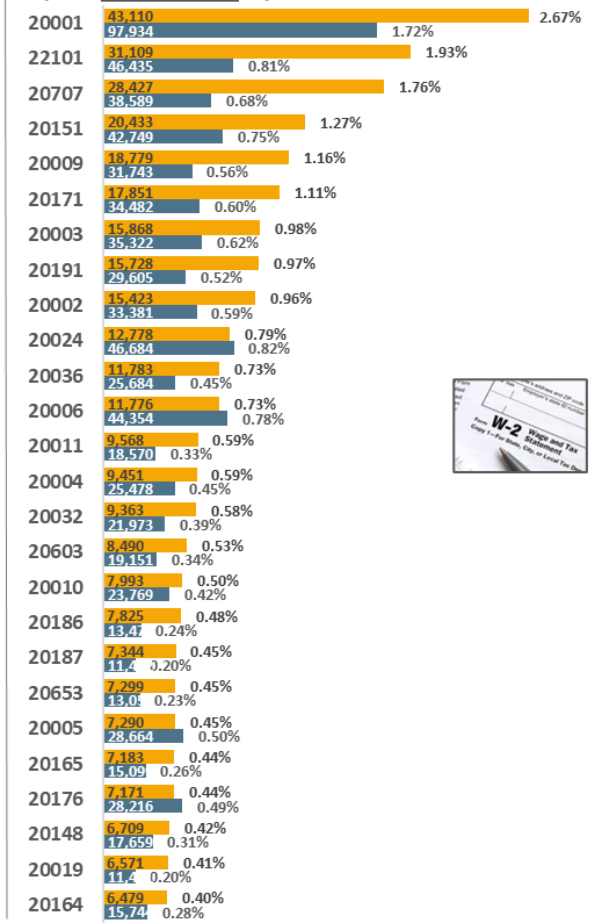
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 1,771

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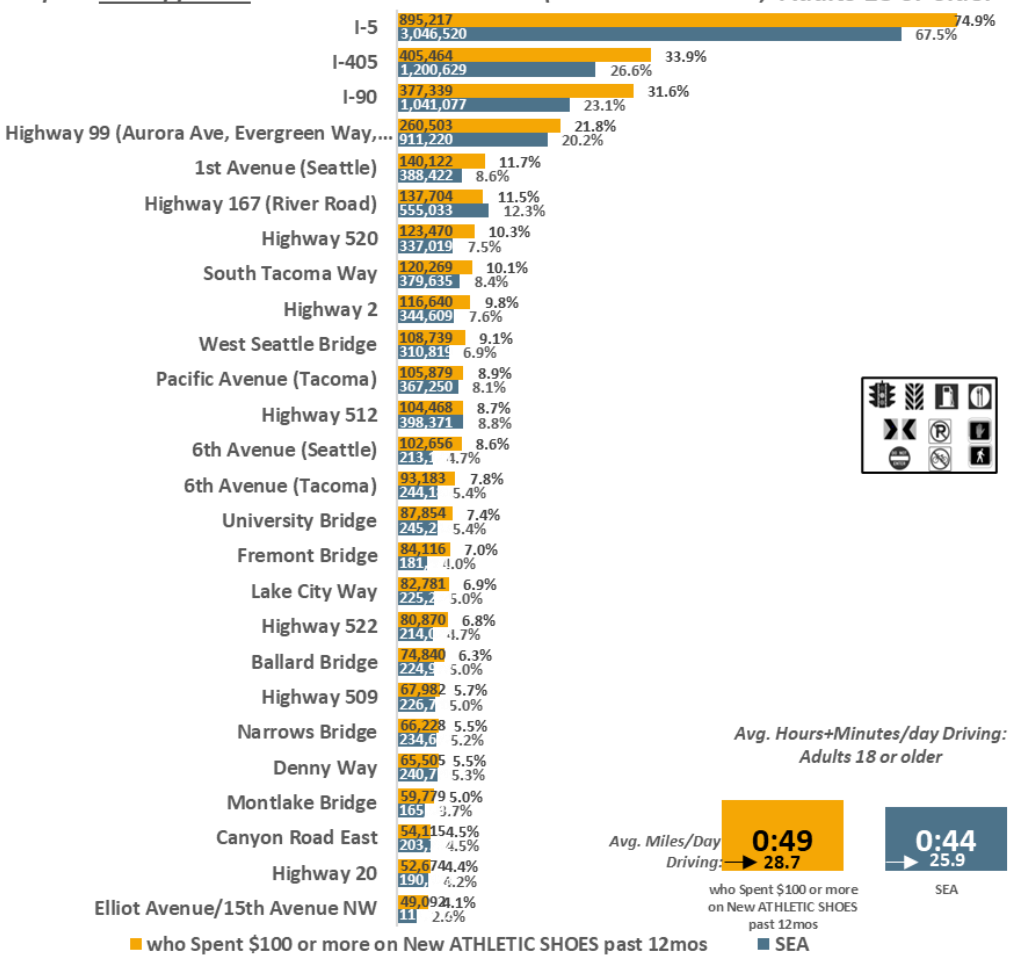
(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

SNKRS SEA

1,105,875 or 92.6% of Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos spend an average of 49.4 minutes per day driving an average of 28.7 miles each day and are 82.% more likely to use 6th Avenue (Seattle) than the Metro average

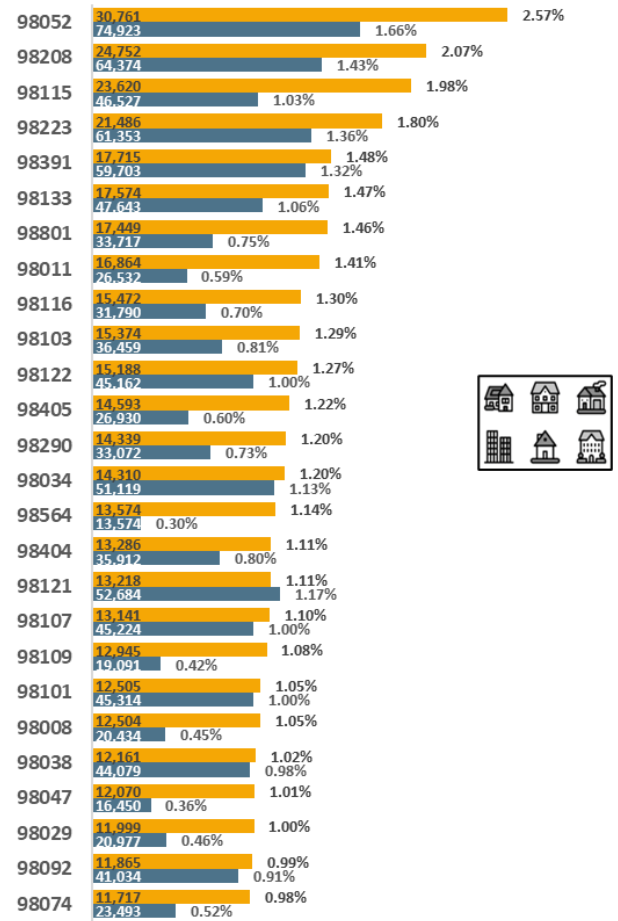
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



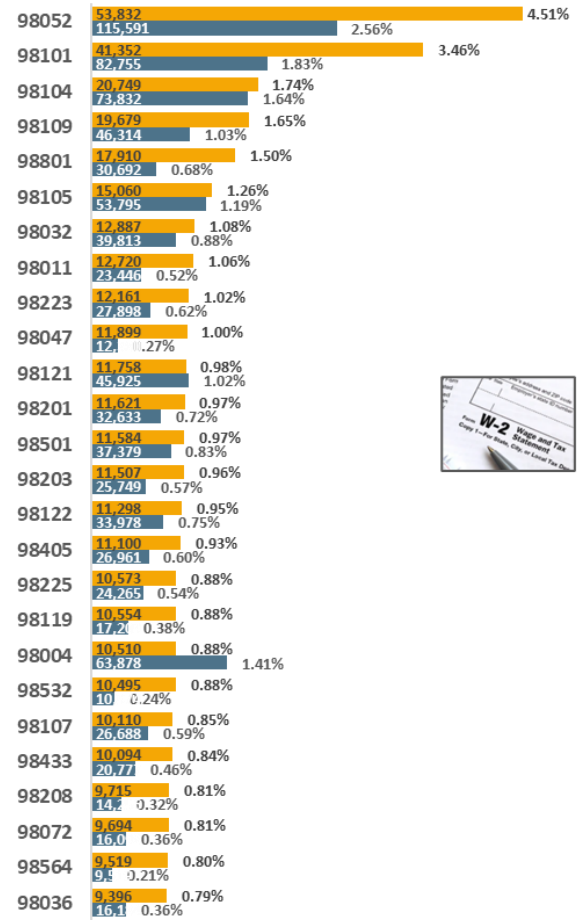
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving:

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,068

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

SNKRS PHX

1,042,801 or 93.2% of Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos spend an average of 51.7 minutes per day driving an average of 30.1 miles each day and are 56.8% more likely to use Pima Freeway (NE Loop 101) than the Metro

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

	who Spent $100 or more on New ATHLETIC SHOES past 12mos		PHX	
I-10	653,144	58.4%	2,491,552	52.8%
I-17	417,143	37.3%	1,619,018	34.3%
Highway 51	319,282	28.5%	1,045,286	22.2%
Pima Freeway (NE Loop 101)	315,660	28.2%	849,005	18.0%
Santan Freeway (SE Loop 202)	307,496	27.5%	965,717	20.5%
Scottsdale Road	288,231	25.8%	814,602	17.3%
7th Street	281,993	25.2%	944,736	20.0%
Indian School Road	275,273	24.6%	1,086,566	23.0%
Bell Road	270,709	24.2%	1,095,160	23.2%
Red Mountain Freeway (NE Loop 202)	266,427	23.8%	945,938	20.0%
McDowell Road	266,040	23.8%	1,115,143	23.6%
Camelback Road	264,998	23.7%	1,051,935	22.3%
Agua Fria Freeway (NW Loop 101)	251,860	22.5%	883,529	18.7%
7th Avenue	229,999	20.6%	812,060	17.2%
Superstition Freeway (E Hwy 60)	228,686	20.4%	891,762	18.9%
Price Freeway (SE Loop 101)	225,672	20.2%	821,446	17.4%
Thomas Road	217,832	19.5%	953,403	20.2%
Chandler Blvd	198,588	17.8%	739,586	15.7%
Central Avenue	170,202	15.2%	557,322	11.8%
32nd Street	167,473	15.0%	578,024	12.3%
44th Street	137,052	12.3%	443,256	9.4%
Arizona Avenue/Country Club	130,499	11.7%	519,719	11.0%
Grand Avenue (W Hwy 60)	115,924	10.4%	571,292	12.1%
Deer Valley Road	99,012	8.9%	328,634	7.0%
Cave Creek Road	97,713	8.7%	359,903	7.6%
North Hayden Road	95,416	8.5%	310,947	6.6%

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

Avg. Miles/Day Driving: 0:51 → 30.1 (who Spent $100 or more on New ATHLETIC SHOES past 12mos) | 0:51 → 29.9 (PHX)

Top-26 Residential Zip Codes: Adults 18 or older

85003	32,376	2.89%	48,527	1.03%
85224	26,151	2.34%	75,013	1.59%
85212	24,646	2.20%	62,728	1.33%
85249	22,575	2.02%	43,657	0.93%
85131	20,783	1.86%	39,139	0.83%
85024	20,762	1.86%	30,118	0.64%
85122	20,725	1.85%	77,783	1.65%
85035	19,252	1.72%	43,685	0.93%
85086	18,911	1.69%	47,050	1.00%
85053	18,658	1.67%	51,896	1.10%
85041	18,472	1.65%	92,460	1.96%
86314	18,428	1.65%	53,743	1.14%
85208	18,175	1.62%	36,603	0.78%
85029	17,767	1.59%	46,239	0.98%
85040	17,364	1.55%	45,090	0.96%
85257	16,421	1.47%	33,326	0.71%
85301	15,537	1.39%	105,823	2.24%
85032	15,210	1.36%	53,634	1.14%
85210	15,083	1.35%	46,786	0.99%
85140	14,773	1.32%	34,924	0.74%
85258	13,922	1.24%	18,408	0.39%
85345	13,782	1.23%	50,065	1.06%
85296	13,748	1.23%	51,089	1.08%
85014	13,483	1.21%	20,761	0.44%
85255	13,297	1.19%	33,391	0.71%
85205	12,826	1.15%	65,398	1.39%

Top-26 Employment Zip Codes: Adults 18 or older

85054	33,631	3.01%	45,111	0.96%
85257	24,366	2.18%	32,069	0.68%
85281	23,251	2.08%	92,874	1.97%
85224	23,216	2.08%	54,031	1.15%
85226	20,814	1.86%	29,931	0.63%
85009	20,725	1.85%	43,810	0.93%
85035	19,222	1.72%	19,222	0.41%
85012	18,281	1.63%	27,644	0.59%
86314	14,026	1.25%	24,705	0.52%
85086	12,820	1.15%	25,478	0.54%
85212	12,624	1.13%	28,725	0.61%
85201	12,113	1.08%	20,343	0.43%
85338	11,224	1.00%	19,920	0.42%
85258	11,176	1.00%	26,633	0.56%
85004	10,832	0.97%	31,065	0.66%
85345	10,689	0.96%	17,98	0.38%
85288	10,611	0.95%	12,4	0.26%
86406	10,428	0.93%	10,	0.22%
85296	9,946	0.89%	32,163	0.68%
85351	9,863	0.88%	17,50	0.37%
85044	9,694	0.87%	20,451	0.43%
85034	9,295	0.83%	38,793	0.82%
85253	8,824	0.79%	28,384	0.60%
85015	8,726	0.78%	20,549	0.44%
85027	8,701	0.78%	33,598	0.71%
85024	8,419	0.75%	9,4	0.20%

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PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 585

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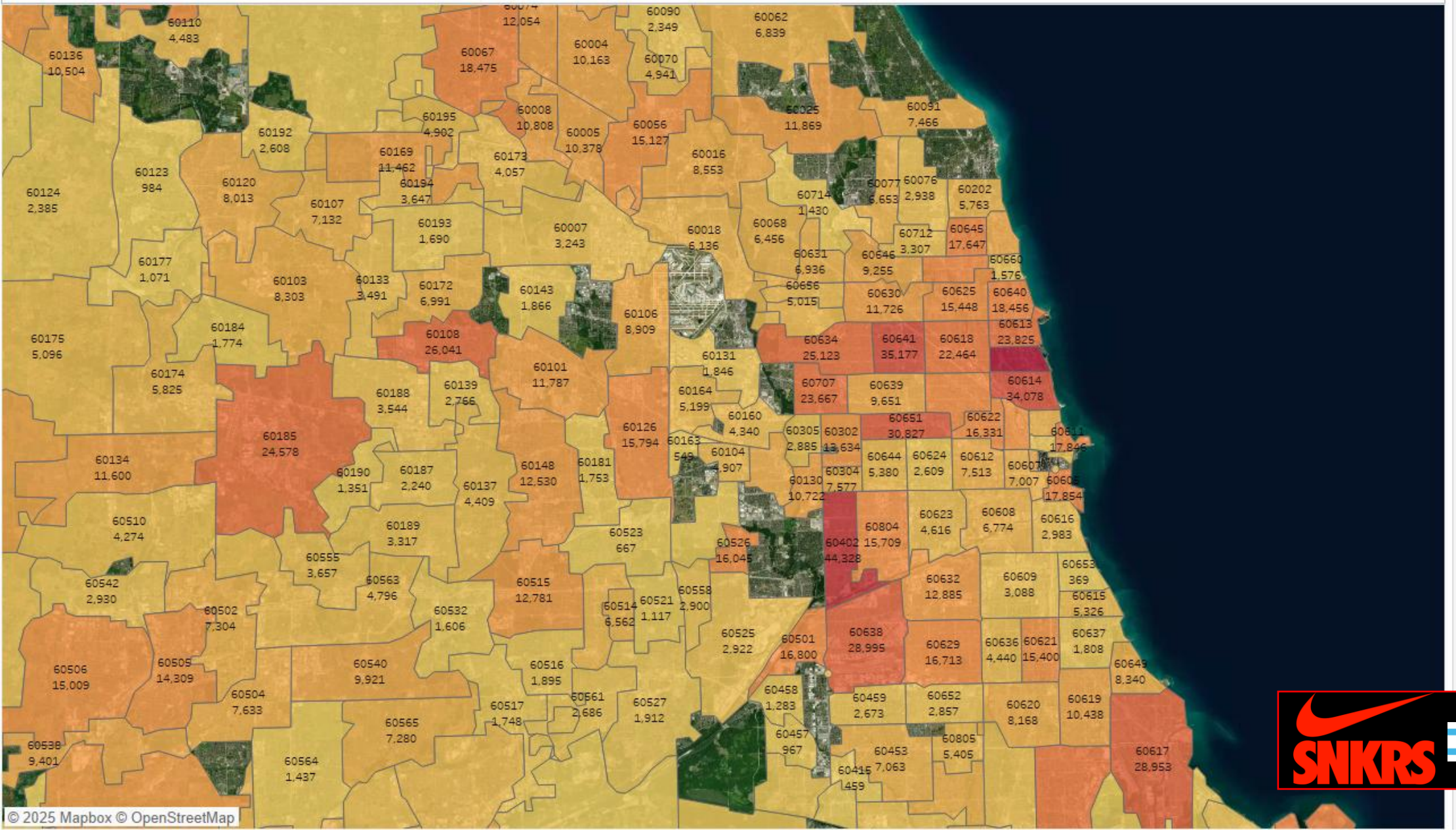
(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

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



SUM(Adults 18 or older ...

86 53,888

SNKRS CHI

CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,113

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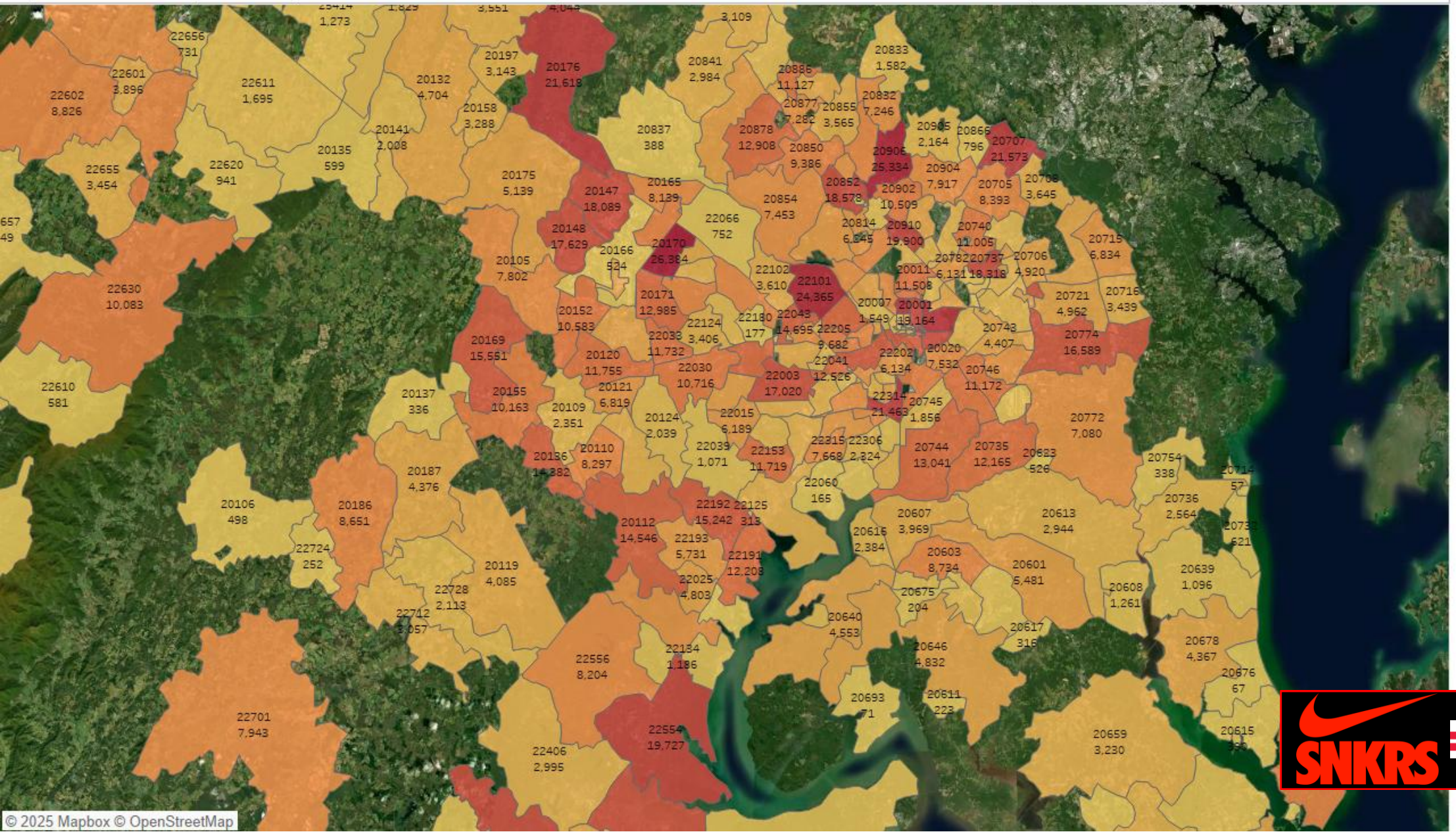
Top Residential Zip Codes: (Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos)



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 1,771

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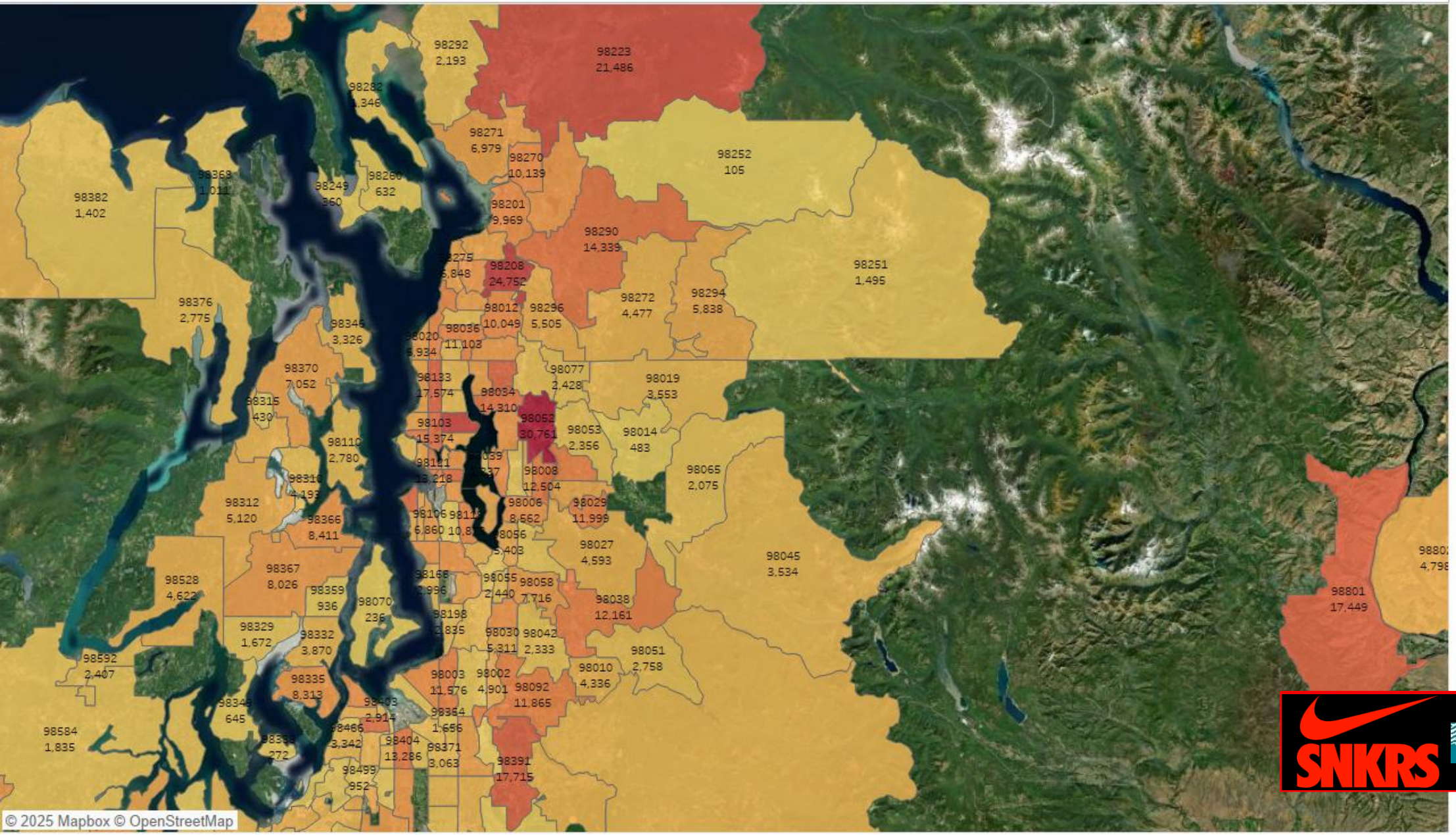
Top Residential Zip Codes: (Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos)



SNKRS SEA

SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,068

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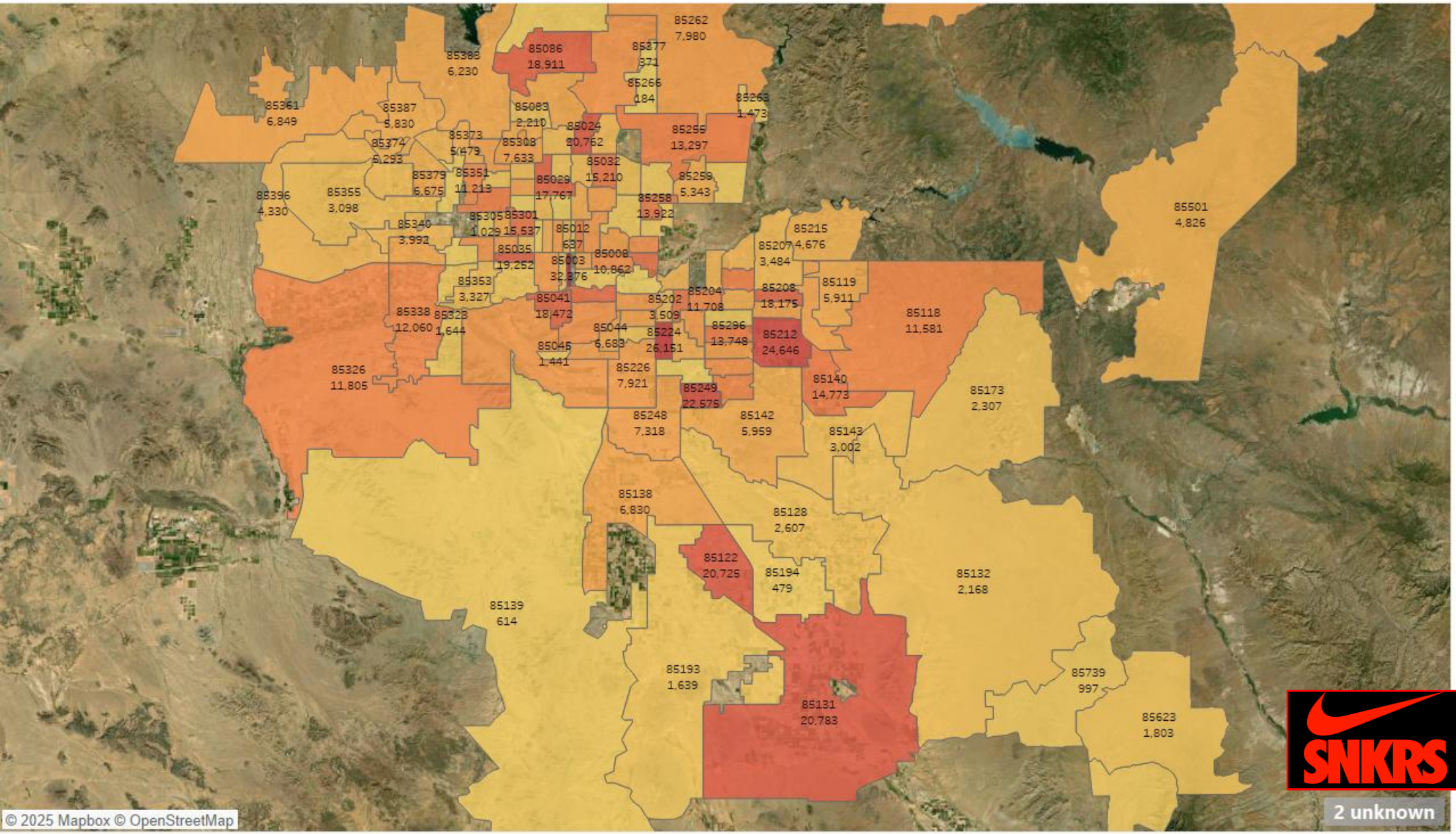
Top Residential Zip Codes: (Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos)



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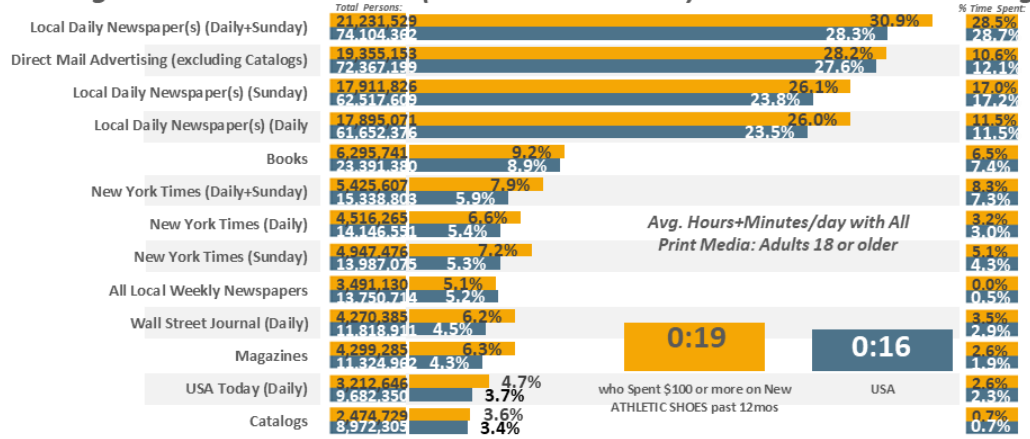
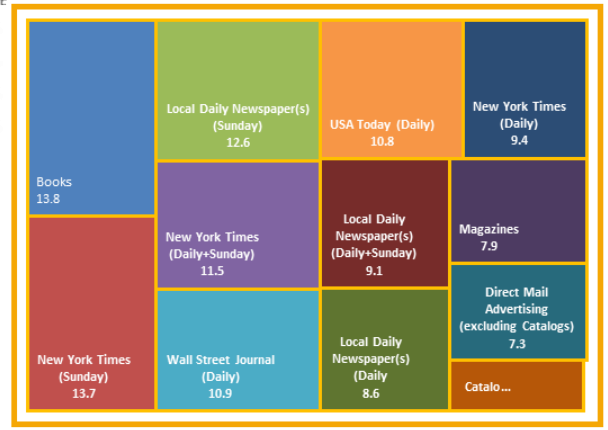
(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

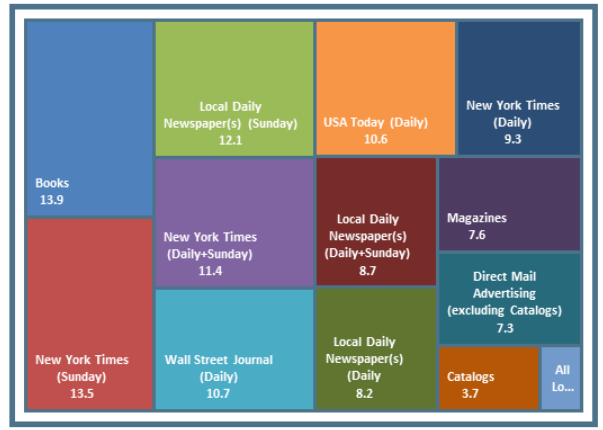
21,231,529 or 30.9% of Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.1 minutes every day representing 30.5% of all time spent daily with All forms of Print Medi

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

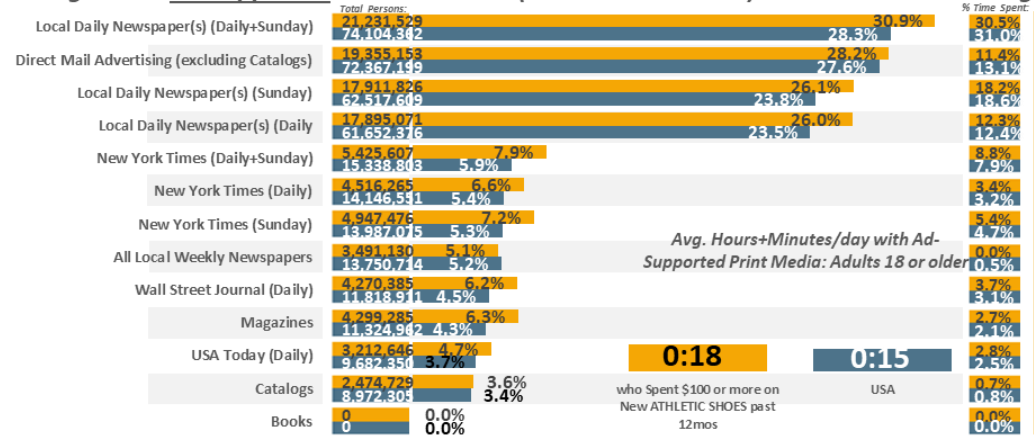


Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

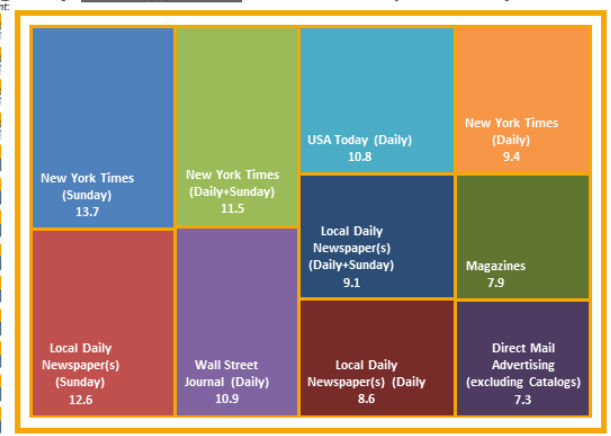


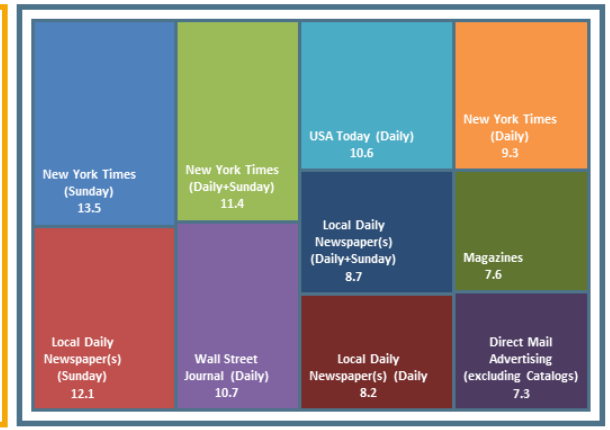


Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



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





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

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

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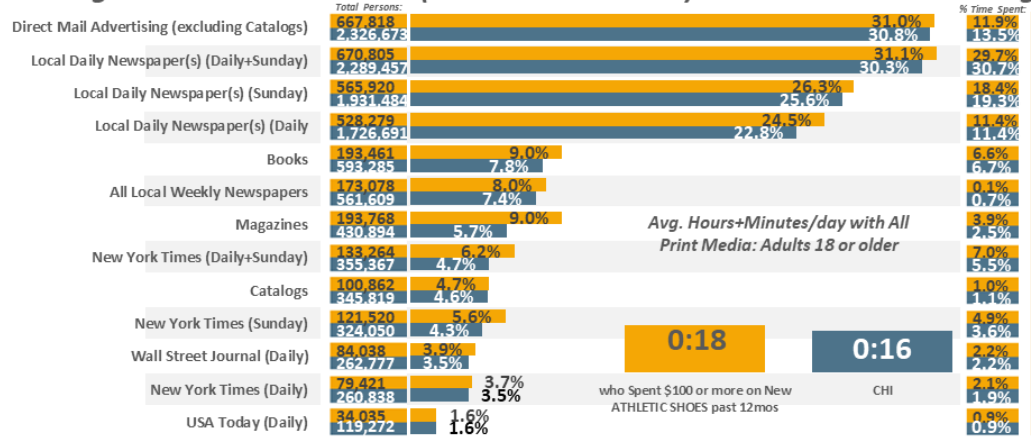
(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

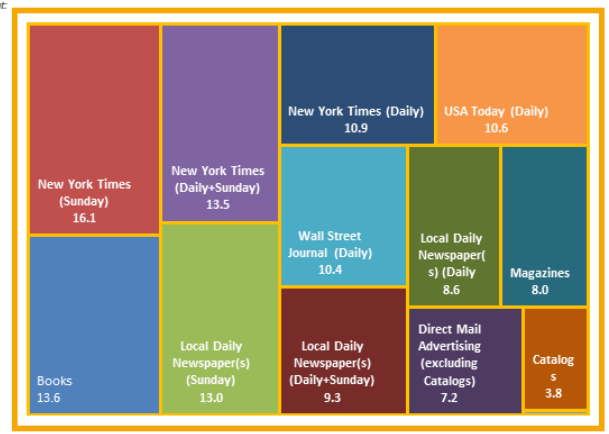
SNKRS CHI

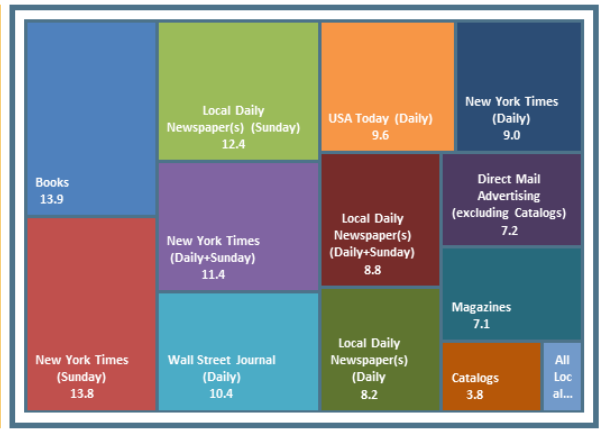
670,805 or 31.1% of Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.3 minutes every day representing 31.8% of all time spent daily with All forms of Print Media.

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

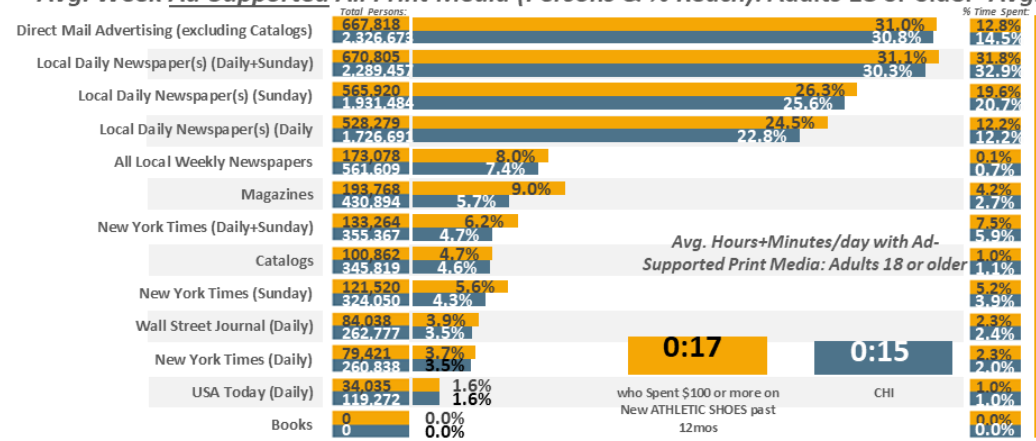


Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

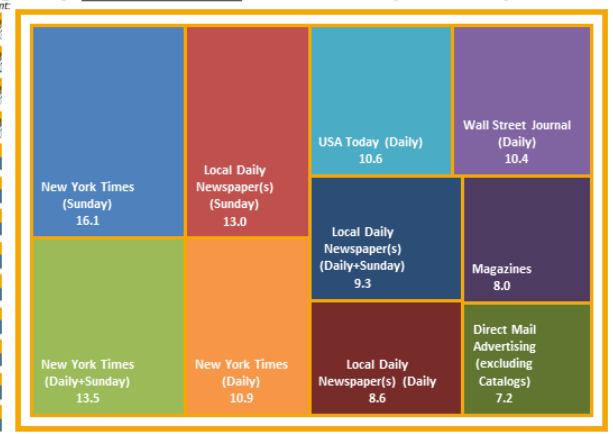


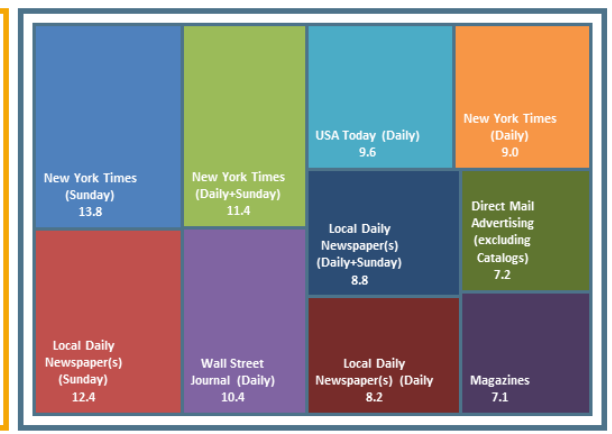


Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



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





CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,113

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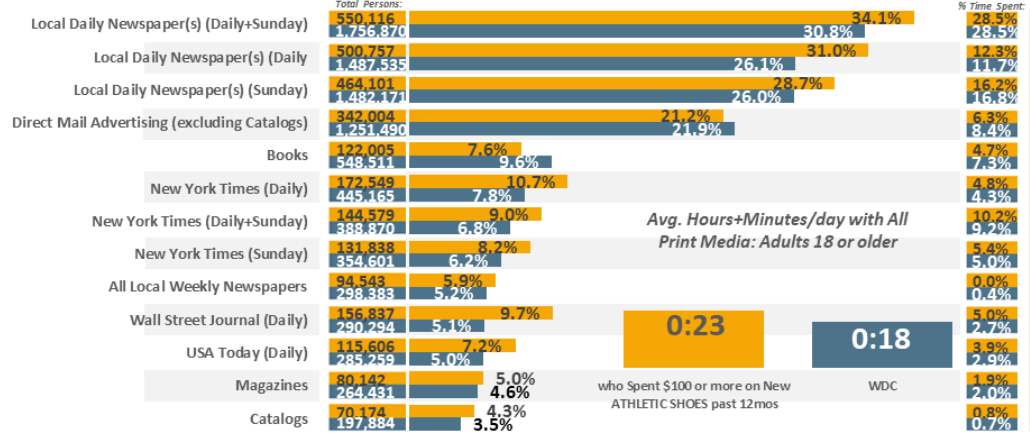
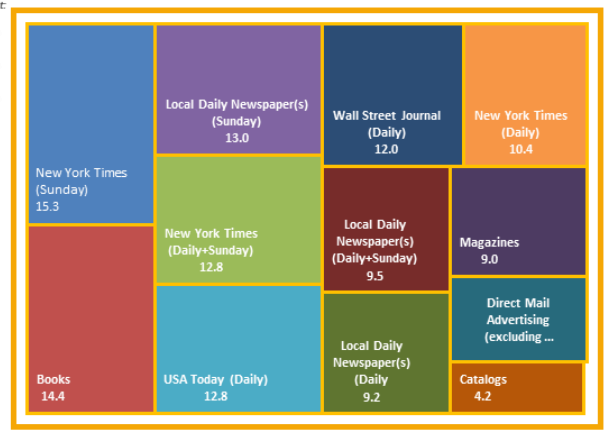
(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

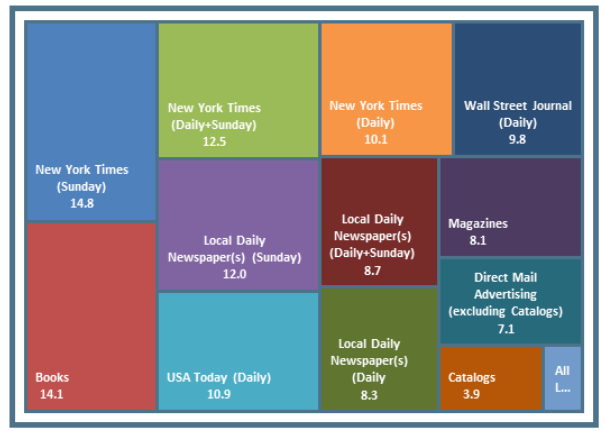
550,116 or 34.1% of Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.5 minutes every day representing 29.9% of all time spent daily with All forms of Print Media.

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

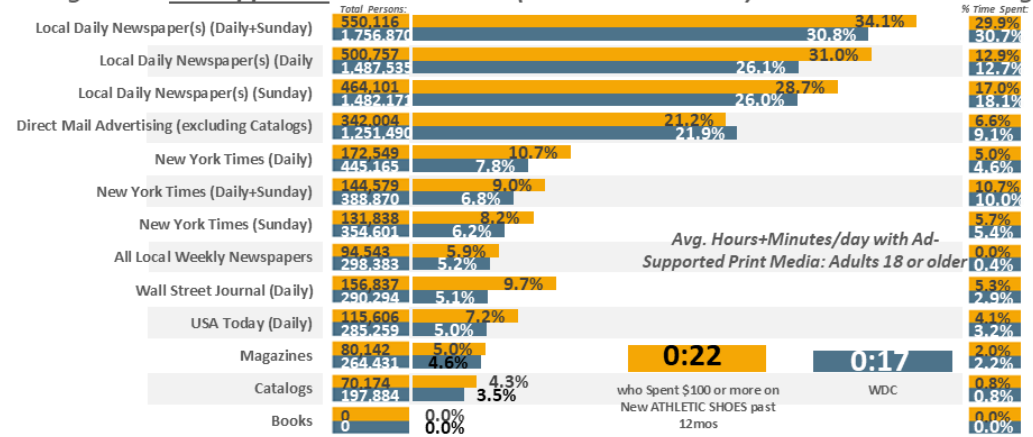


Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

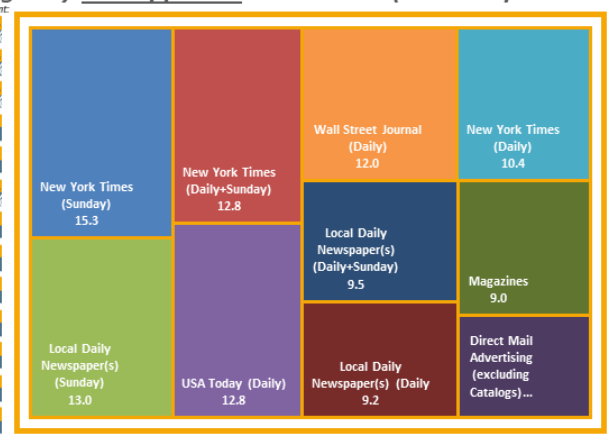


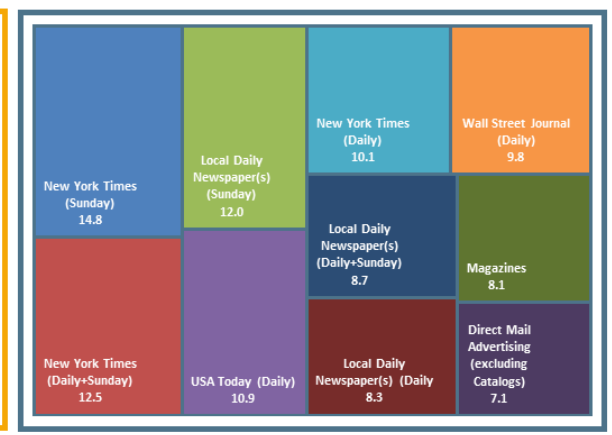


Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



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





WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 1,771

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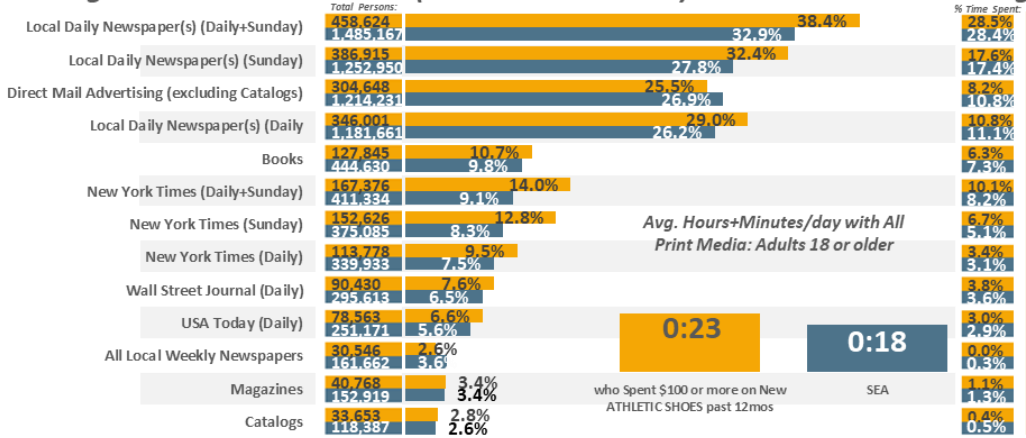
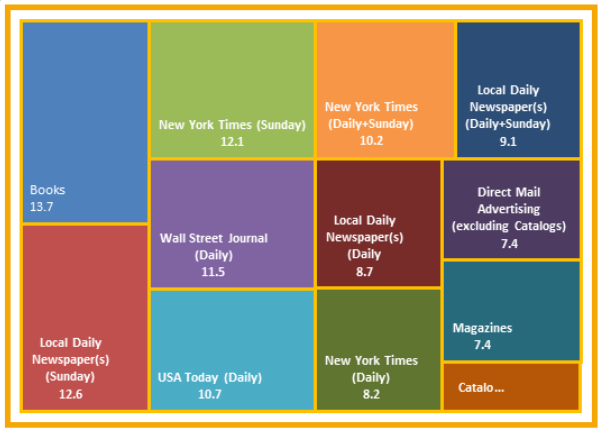
(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

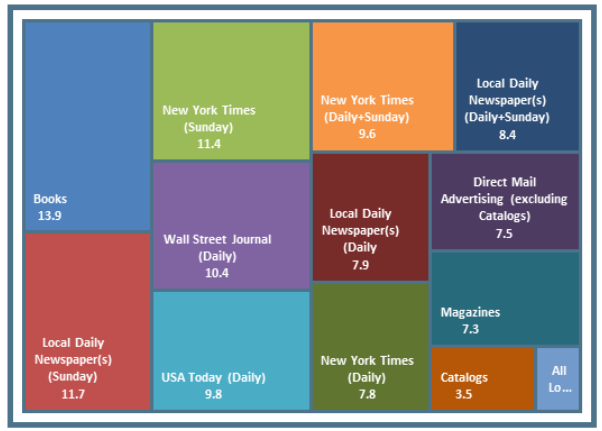
458,624 or 38.4% of Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.1 minutes every day representing 30.4% of all time spent daily with All forms of Print Media.

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

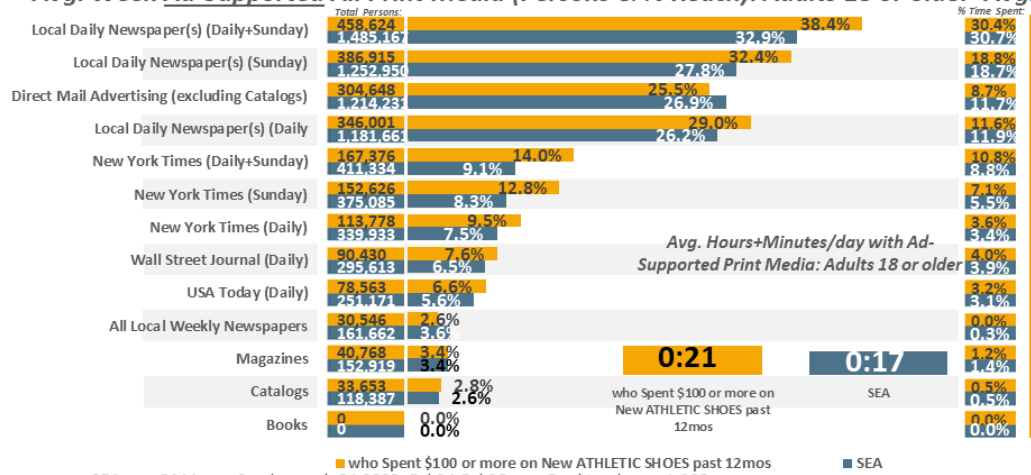


Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

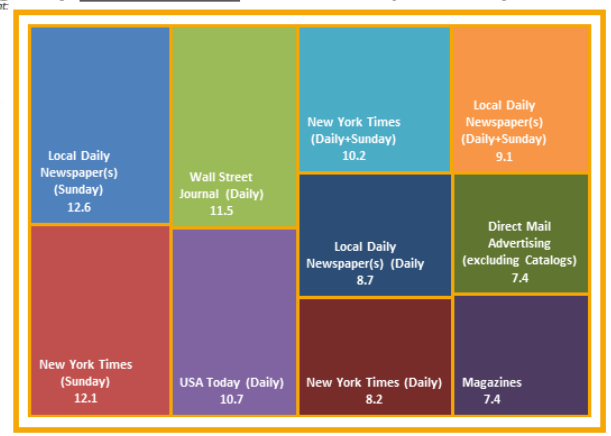




Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



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





SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,068

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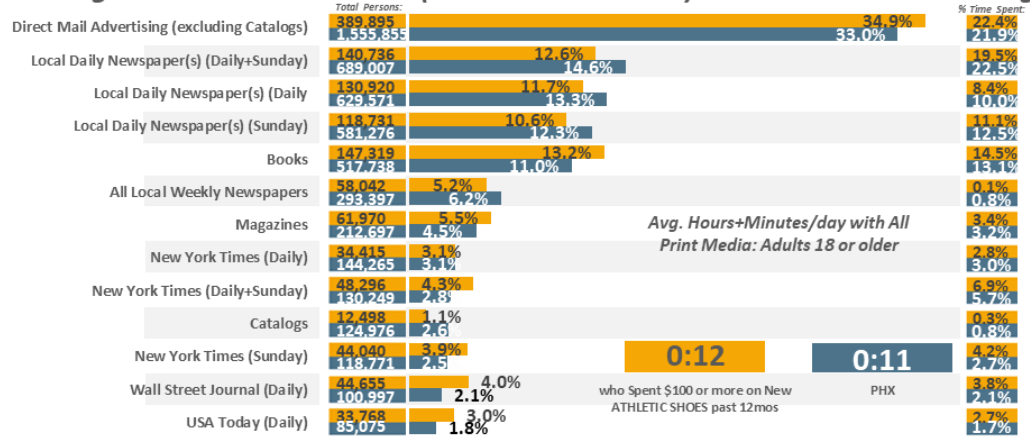
(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

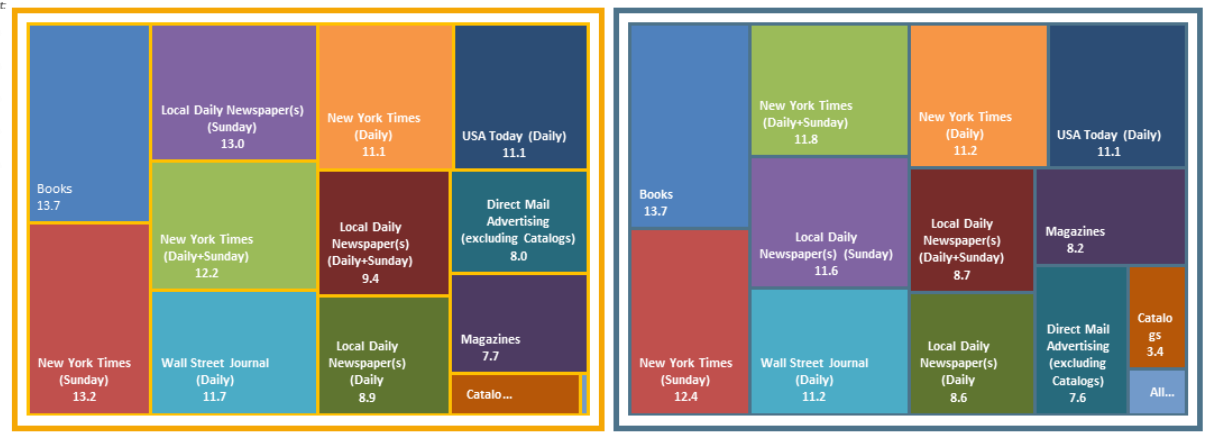
SNKRS PHX

389,895 or 34.9% of Adults 18 or older who Spent $100 or more on New ATHLETIC SHOES past 12mos read Direct Mail Advertising (excluding Catalogs) for an average of 8. minutes every day representing 26.2% of all time spent daily with All forms of Print Med

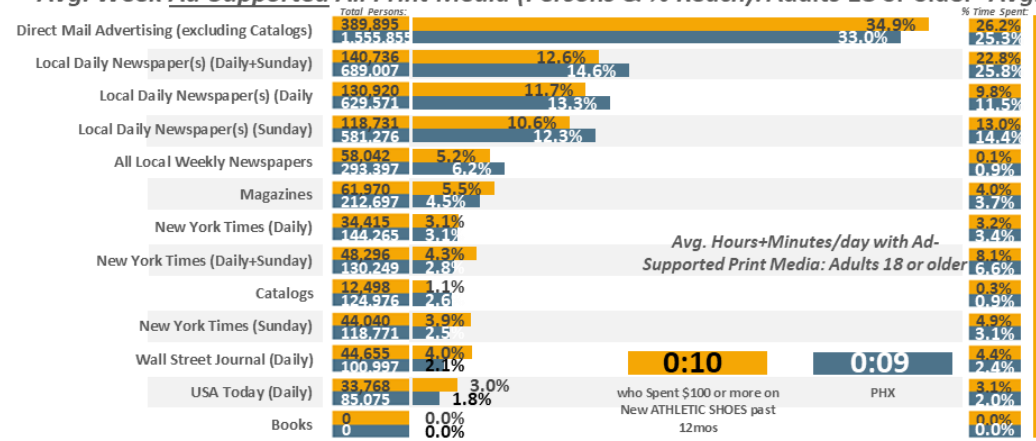
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



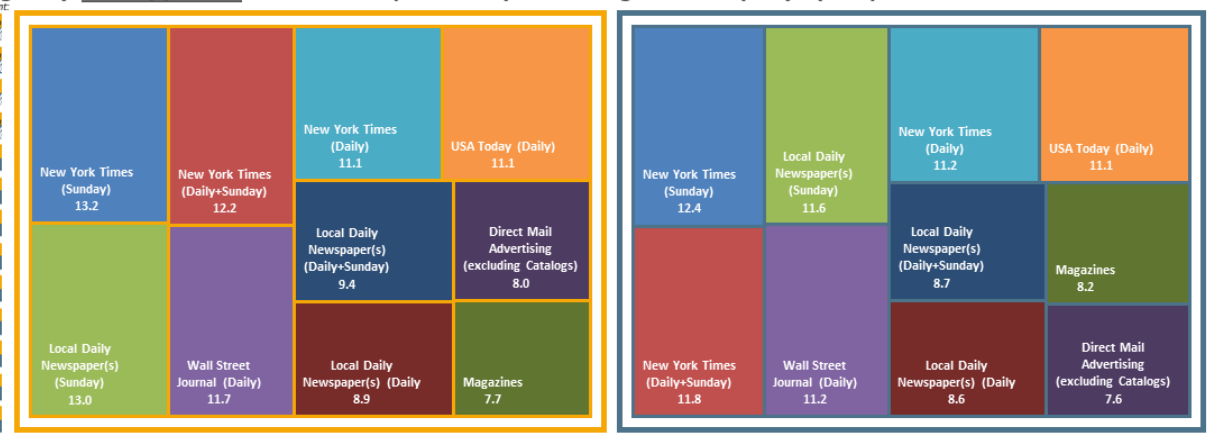
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 585

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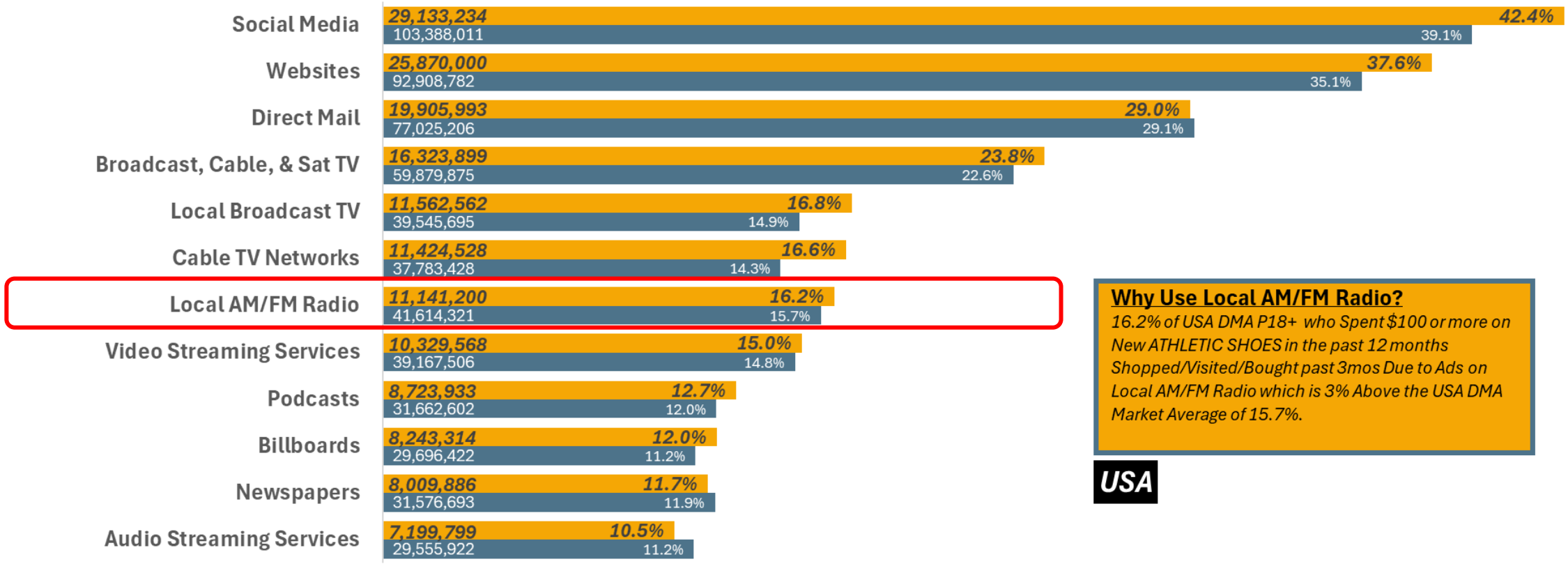
(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

SNKRS USA

"Advertising Actions"

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



Why Use Local AM/FM Radio?

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

USA

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

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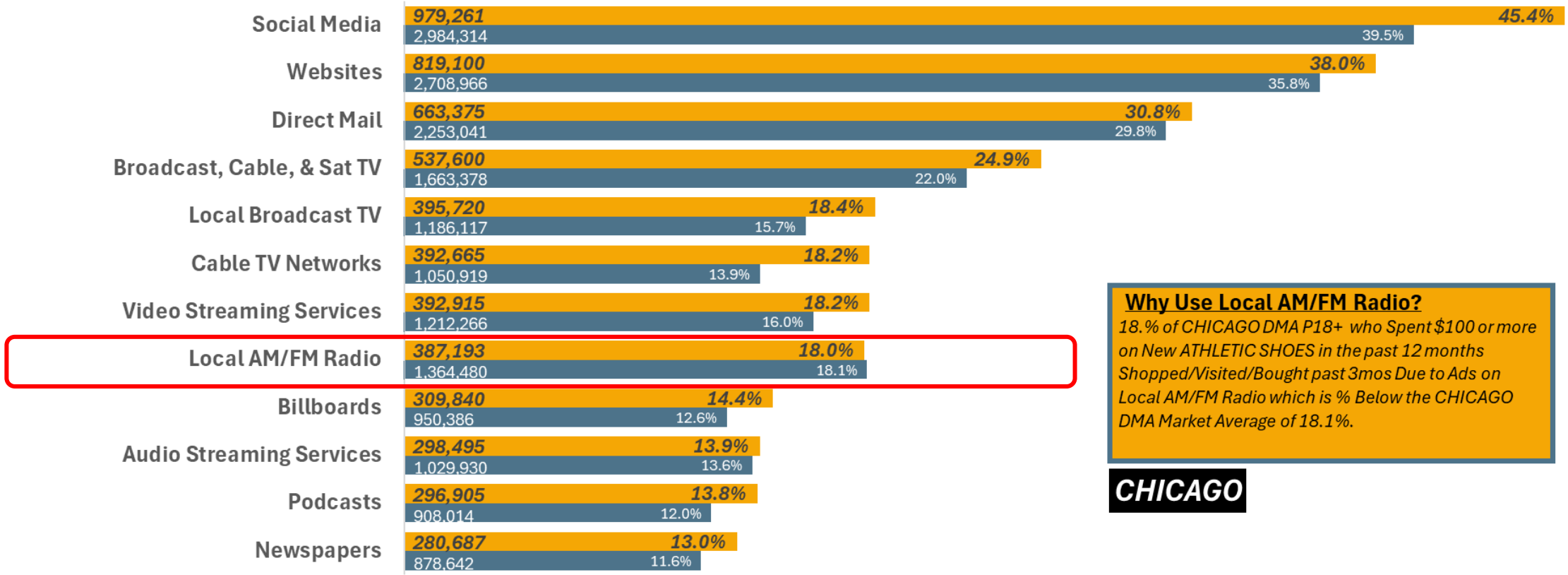
(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

SNKRS CHI

"Advertising Actions"

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



Why Use Local AM/FM Radio?

18.% of CHICAGO DMA P18+ who Spent $100 or more on New ATHLETIC SHOES in the past 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is % Below the CHICAGO DMA Market Average of 18.1%.

CHICAGO

CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab: 1113

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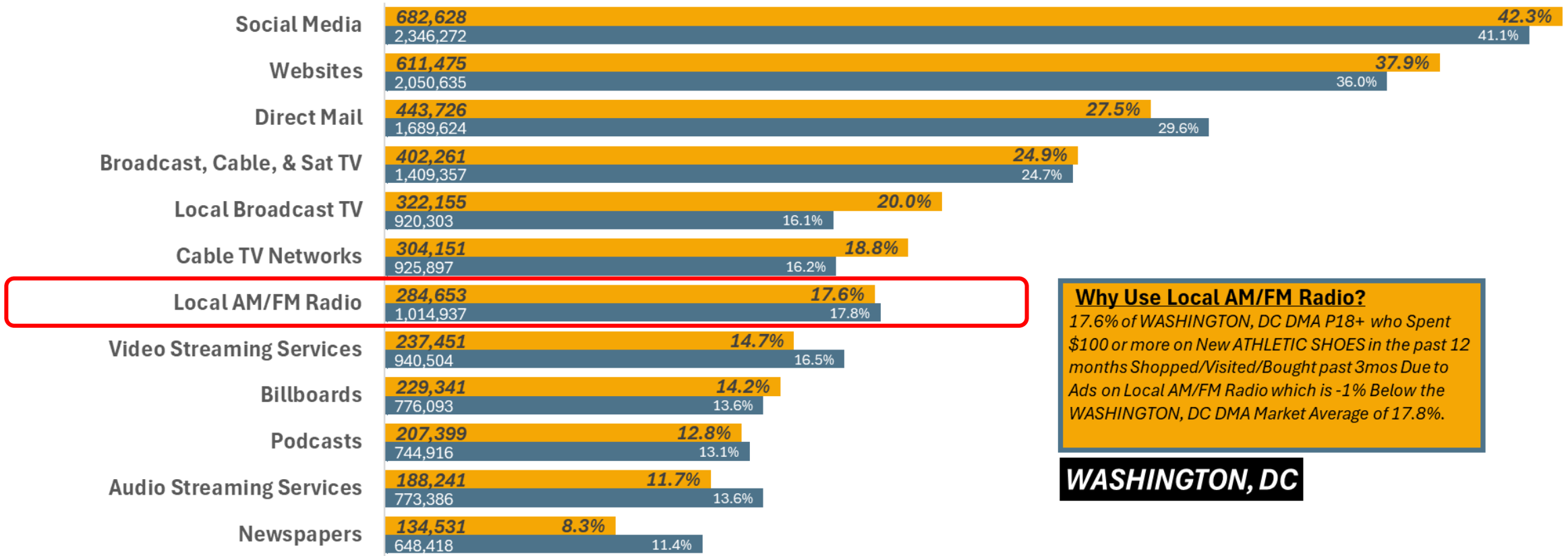
(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

SNKRS WDC

"Advertising Actions"

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



Why Use Local AM/FM Radio?

17.6% of WASHINGTON, DC DMA P18+ who Spent $100 or more on New ATHLETIC SHOES in the past 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -1% Below the WASHINGTON, DC DMA Market Average of 17.8%.

WASHINGTON, DC

WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab: 1771

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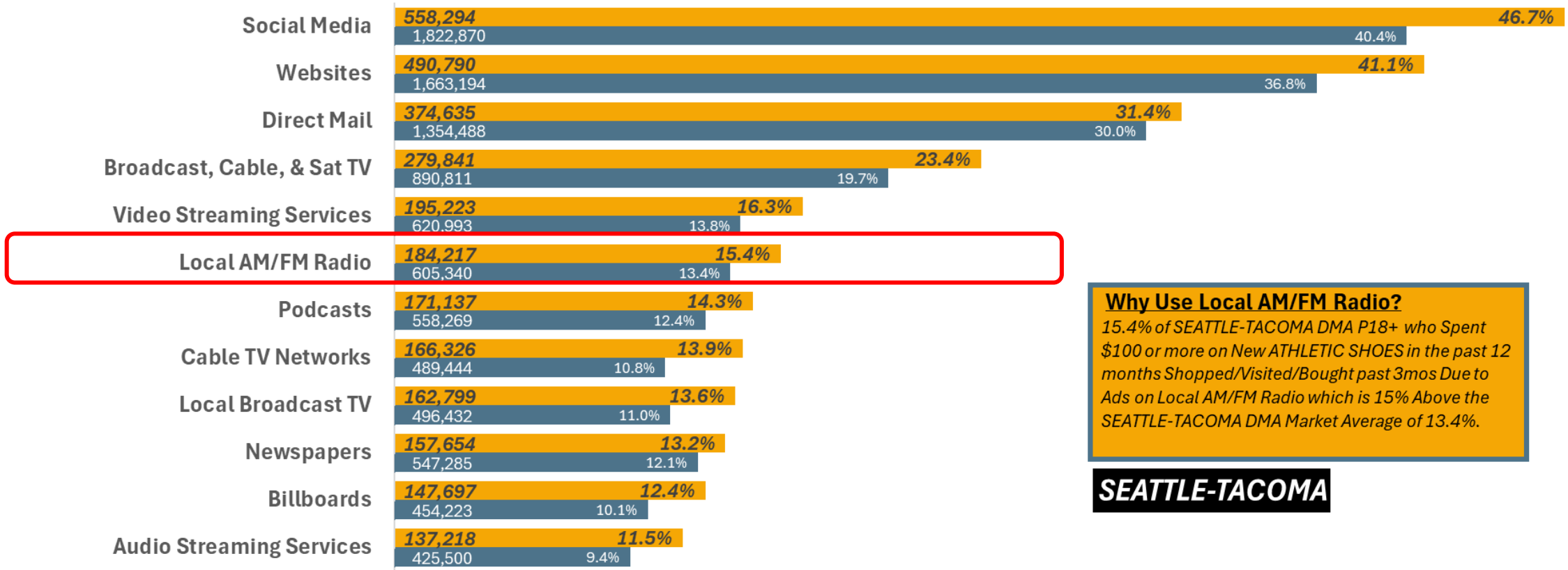
(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

SNKRS SEA

"Advertising Actions"

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



Why Use Local AM/FM Radio?

15.4% of SEATTLE-TACOMA DMA P18+ who Spent $100 or more on New ATHLETIC SHOES in the past 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 15% Above the SEATTLE-TACOMA DMA Market Average of 13.4%.

SEATTLE-TACOMA

SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab: 1068

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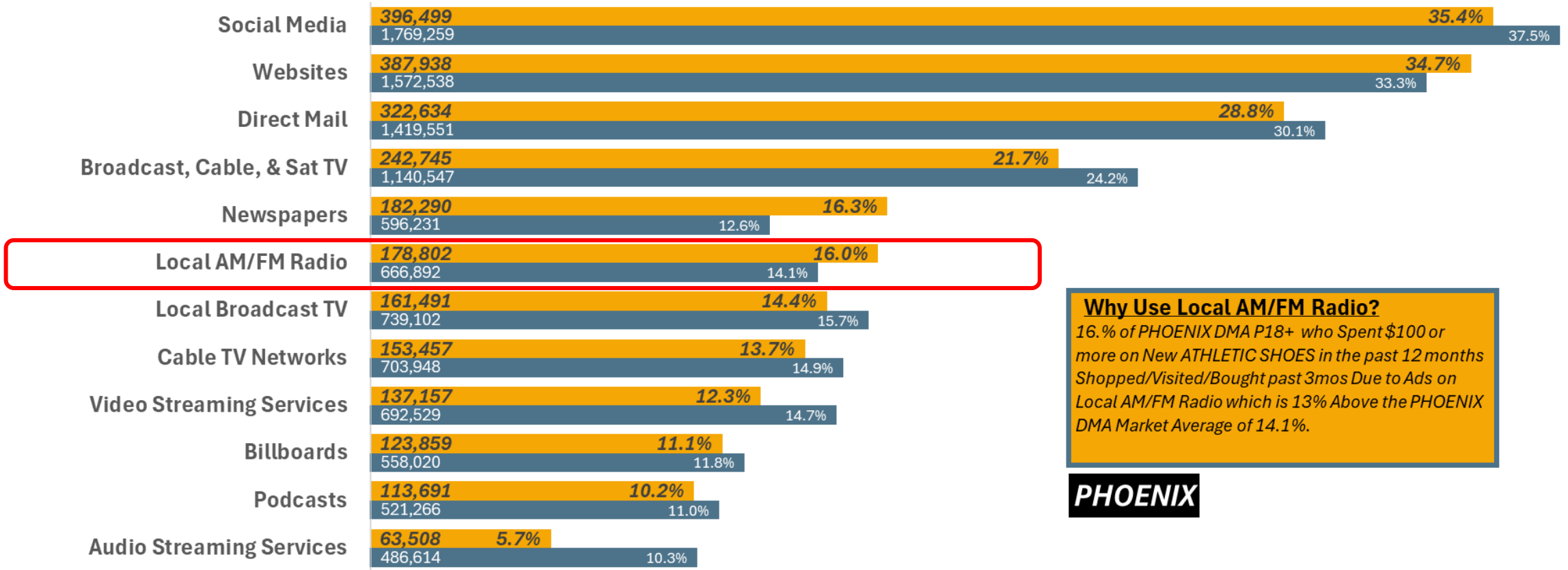
(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more)

SNKRS PHX

"Advertising Actions"

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



Why Use Local AM/FM Radio?

16.% of PHOENIX DMA P18+ who Spent $100 or more on New ATHLETIC SHOES in the past 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 13% Above the PHOENIX DMA Market Average of 14.1%.

PHOENIX

PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab: 585

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