USA-5 DMAs - P18+ who Bought Items In-Store at ULTA in the past 3 months!

Complete Demographic & Media Use Profiles



ULTA BEAUTY

ULTA BEAUTY CIN

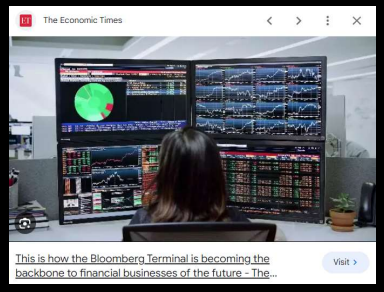
ULTA BEAUTY MSP

ULTA BEAUTY STL

ULTA BEAUTY SEA

ULTA BEAUTY WDC

Complete Demographic, Psychographic, and Total Media Usage Profiles of, CINCINNATI, MINNEAPOLIS-ST. PAUL, SEATTLE-TACOMA, ST. LOUIS, and WASHINGTON, DC DMA P18+ who Purchased Items In-Store at ULTA in the past 3 months as of AUGUST 2024!



P18+

Vanguard®

STATE STREET

BLACKROCK

T.RowePrice

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

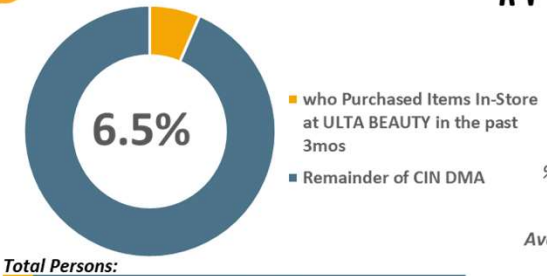
HUBBARD BROADCASTING INC. HB INC.

[(Stores/services shopped in-store past 3 months: Ulta AND Stores/services bought past 3 months: Ulta)]

ULTA BEAUTY CIN

6.5% or 123,553 of CIN DMA Adults 18 or older Purchased Items In-Store at ULTA BEAUTY in the past 3mos. Typical Adults 18 or older who Purchased Items In-Store at ULTA BEAUTY in the past 3mos are 46.3 years old (5.3% younger than average) and have a $125,383 (32.4% higher than average) annual household income.

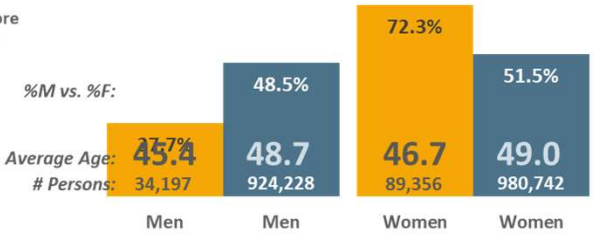
Percent of Market: Adults 18 or older



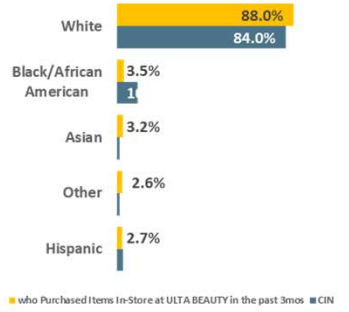
Total Persons:

123,553 | 1,781,417

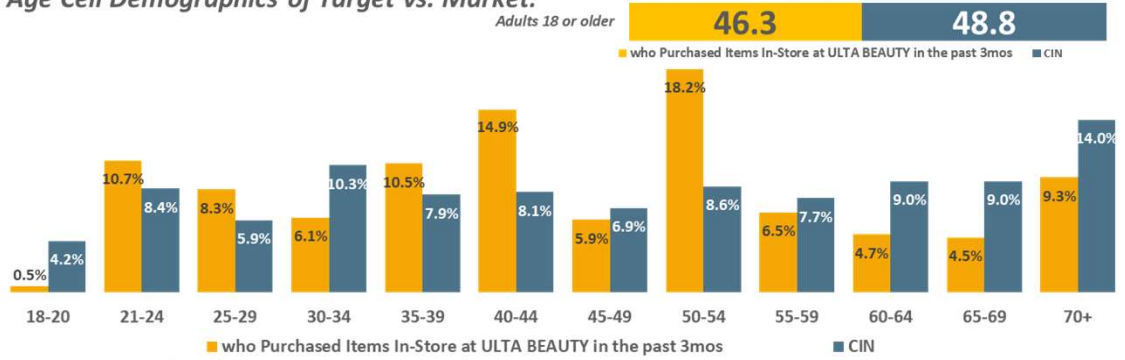
Gender of Target vs. Market: Adults 18 or older



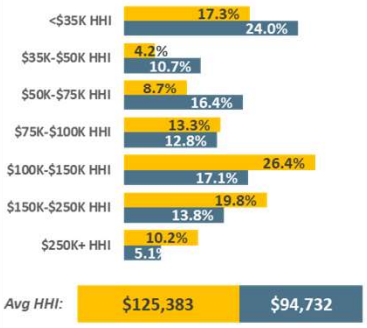
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $125,383 | $94,732

CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 134

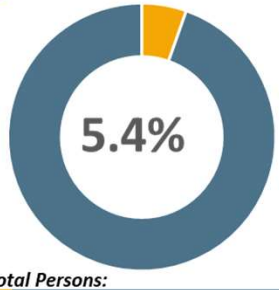
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[(Stores/services shopped in-store past 3 months: Ulta AND Stores/services bought past 3 months: Ulta)]

ULTA BEAUTY — MSP

5.4% or 208,693 of MSP DMA Adults 18 or older Purchased Items In-Store at ULTA BEAUTY in the past 3mos. Typical Adults 18 or older who Purchased Items In-Store at ULTA BEAUTY in the past 3mos are 43.6 years old (10.7% younger than average) and have a $117,501 (9.8% higher than average) annual household income.

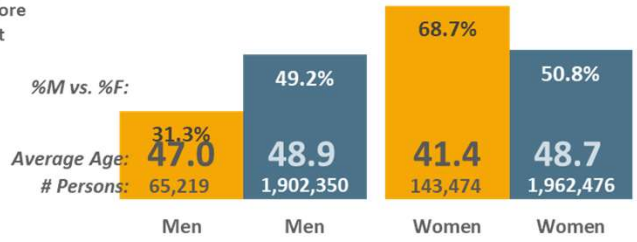
Percent of Market: Adults 18 or older



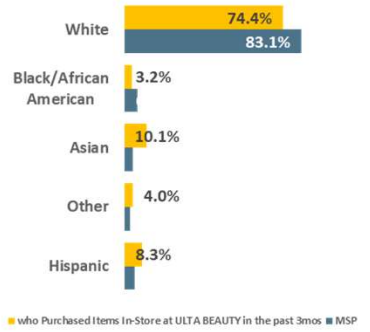
Total Persons:

208,693 | 3,656,133

Gender of Target vs. Market: Adults 18 or older



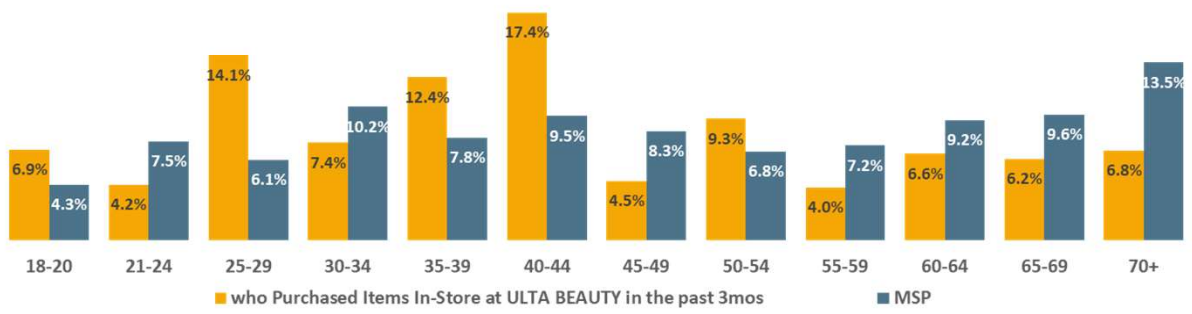
Ethnicity of Target vs. Market:



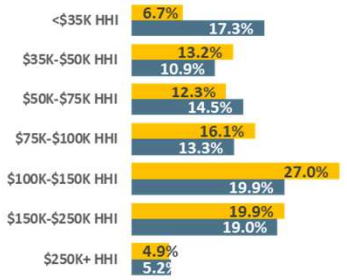
Age Cell Demographics of Target vs. Market:

Average Age:

Adults 18 or older: 43.6 | 48.8



HHI of Target vs. Market:



Avg HHI: $117,501 | $107,041

MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 108

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[(Stores/services shopped in-store past 3 months: Ulta AND Stores/services bought past 3 months: Ulta)]

ULTA BEAUTY SEA

7.6% or 339,863 of SEA DMA Adults 18 or older Purchased Items In-Store at ULTA BEAUTY in the past 3mos. Typical Adults 18 or older who Purchased Items In-Store at ULTA BEAUTY in the past 3mos are 41.9 years old (13.1% younger than average) and have a $133,148 (12.3% higher than average) annual household income.

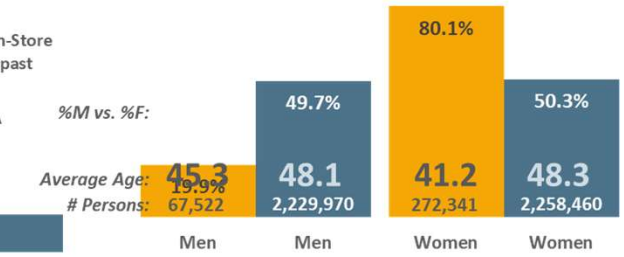
Percent of Market: Adults 18 or older



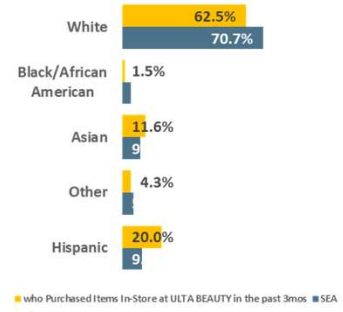
Total Persons:

339,863 | 4,148,567

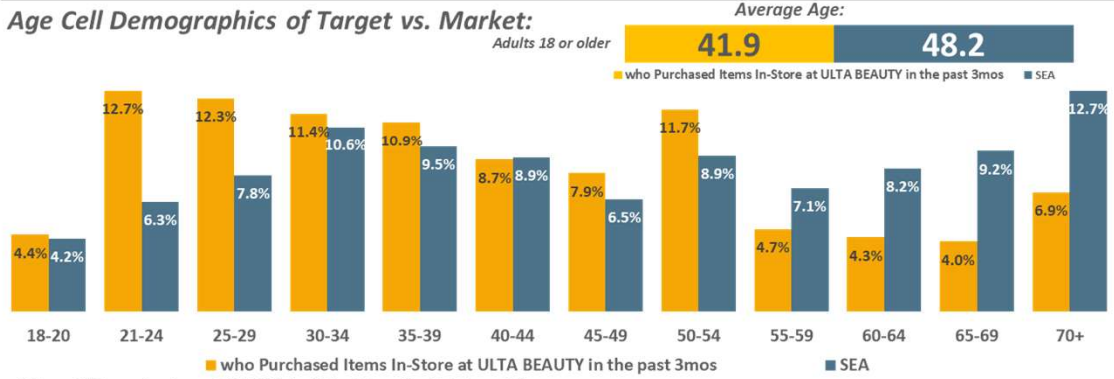
Gender of Target vs. Market: Adults 18 or older



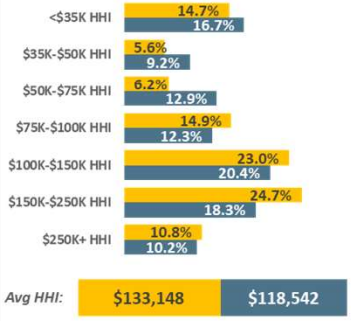
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 279

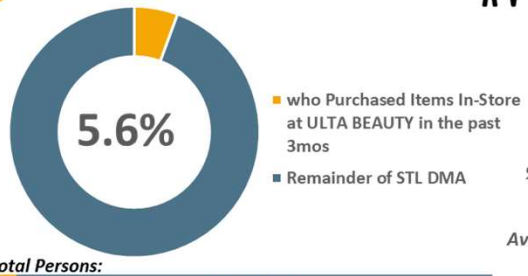
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[(Stores/services shopped in-store past 3 months: Ulta AND Stores/services bought past 3 months: Ulta)]

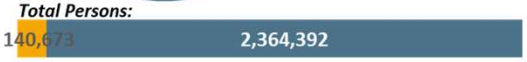
ULTA BEAUTY STL

5.6% or 140,673 of STL DMA Adults 18 or older Purchased Items In-Store at ULTA BEAUTY in the past 3mos. Typical Adults 18 or older who Purchased Items In-Store at ULTA BEAUTY in the past 3mos are 45. years old (9.2% younger than average) and have a $117,995 (24.6% higher than average) annual household income.

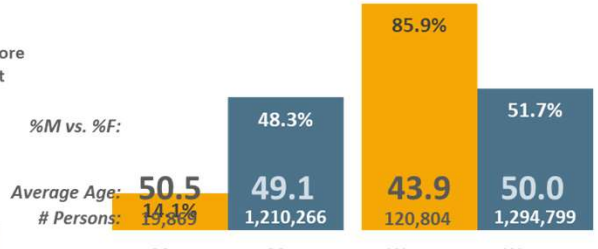
Percent of Market: Adults 18 or older



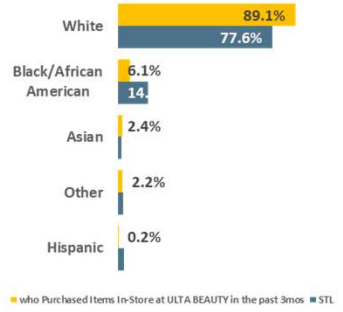
Total Persons:



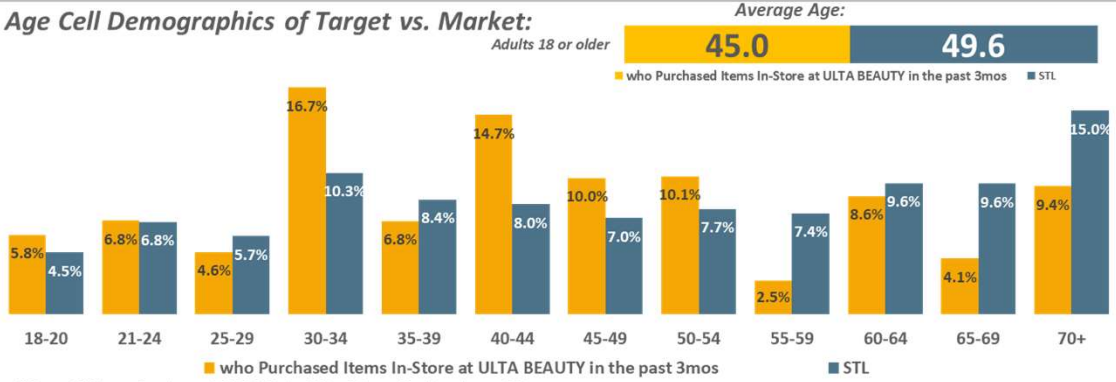
Gender of Target vs. Market: Adults 18 or older



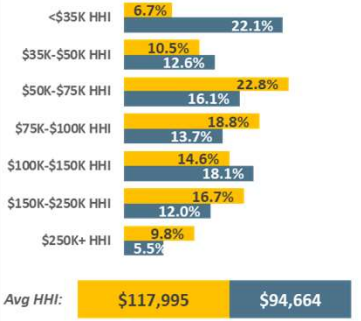
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



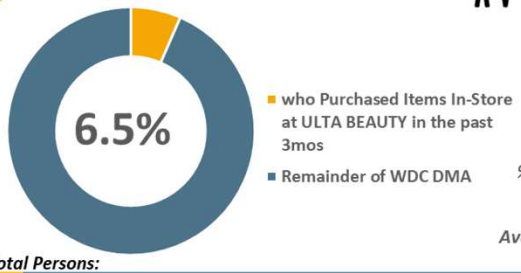
STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 105

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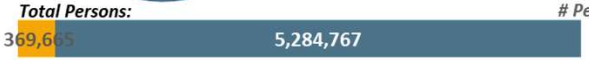
[(Stores/services shopped in-store past 3 months: Ulta AND Stores/services bought past 3 months: Ulta)]

6.5% or 369,665 of WDC DMA Adults 18 or older Purchased Items In-Store at ULTA BEAUTY in the past 3mos. Typical Adults 18 or older who Purchased Items In-Store at ULTA BEAUTY in the past 3mos are 44.5 years old (7.1% younger than average) and have a $141,596 (10.4% higher than average) annual household income.

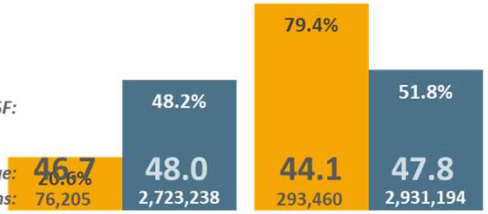
Percent of Market: Adults 18 or older



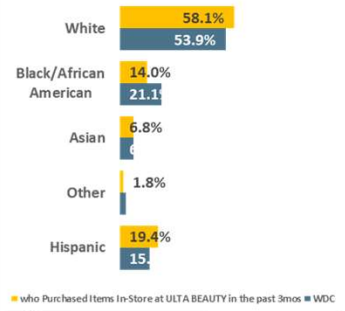
Total Persons:



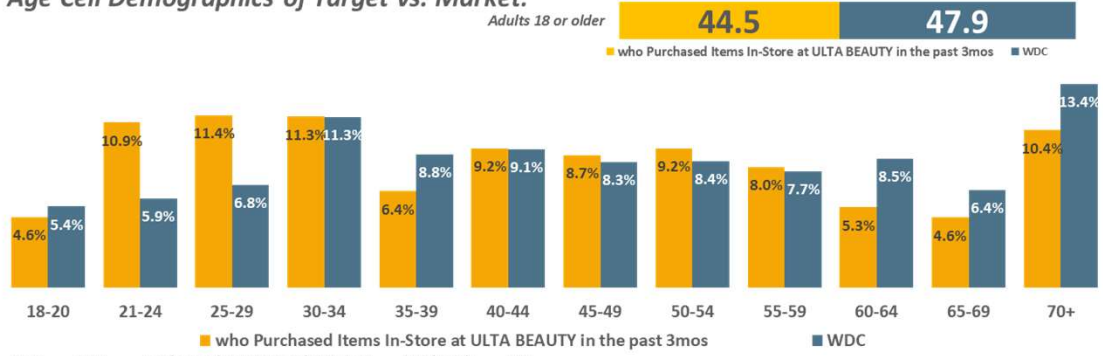
Gender of Target vs. Market: Adults 18 or older



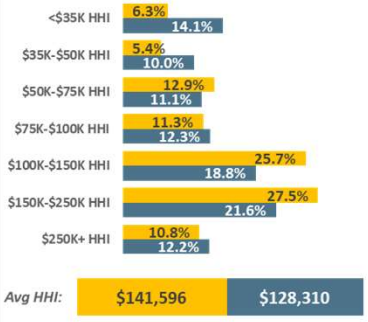
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $141,596 | $128,310

WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 359

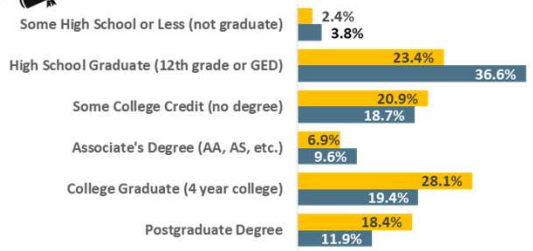
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[(Stores/services shopped in-store past 3 months: Ulta AND Stores/services bought past 3 months: Ulta)]

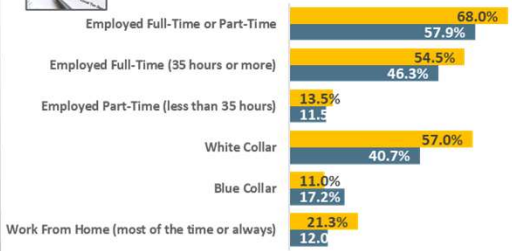
ULTA BEAUTY CIN

6.5% or 123,553 of CIN DMA Adults 18 or older Purchased Items In-Store at ULTA BEAUTY in the past 3mos. Adults 18 or older who Purchased Items In-Store at ULTA BEAUTY in the past 3mos are 48.4% more likely to be a college graduate, 17.7% more likely to work full-time, 24.9% more likely to be married, 8.9% more likely to be a parent of 1 or more children und

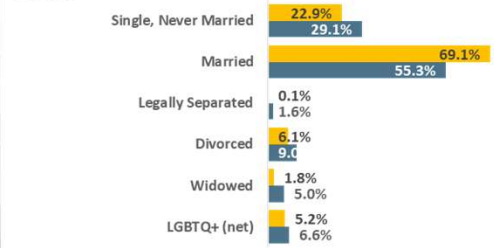
Education Levels: Adults 18 or older



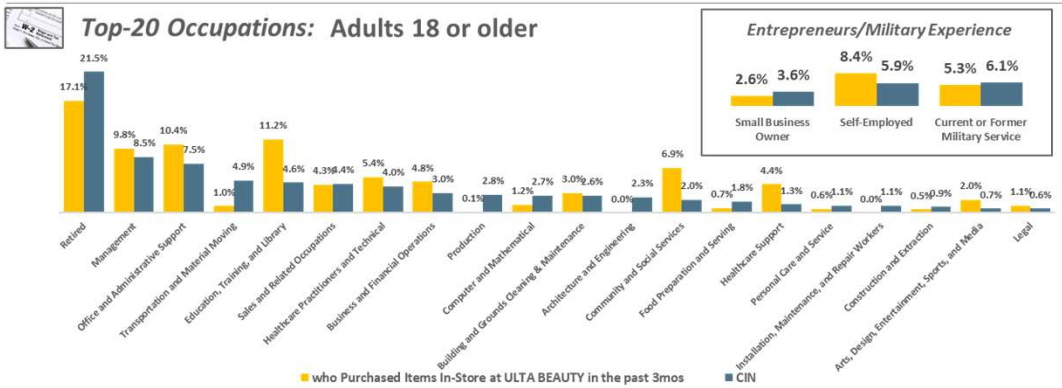
Employment: Adults 18 or older



Marital Status: Adults 18 or older

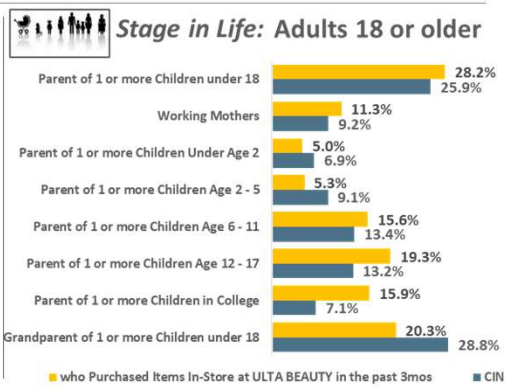


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 134

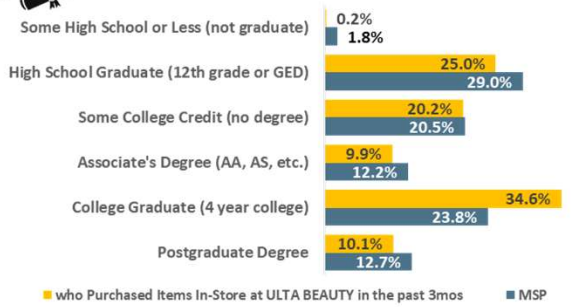
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[(Stores/services shopped in-store past 3 months: Ulta AND Stores/services bought past 3 months: Ulta)]

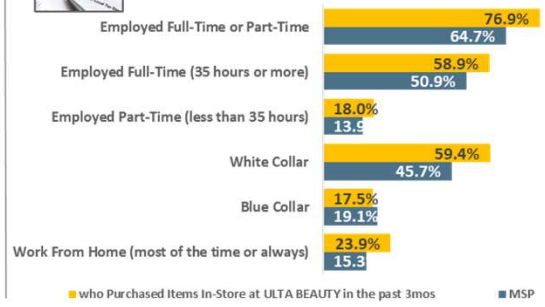
ULTA BEAUTY MSP

5.4% or 208,693 of MSP DMA Adults 18 or older Purchased Items In-Store at ULTA BEAUTY in the past 3mos. Adults 18 or older who Purchased Items In-Store at ULTA BEAUTY in the past 3mos are 22.2% more likely to be a college graduate, 15.8% more likely to work full-time, 1.7% more likely to be married, 31.7% more likely to be a parent of 1 or more children und

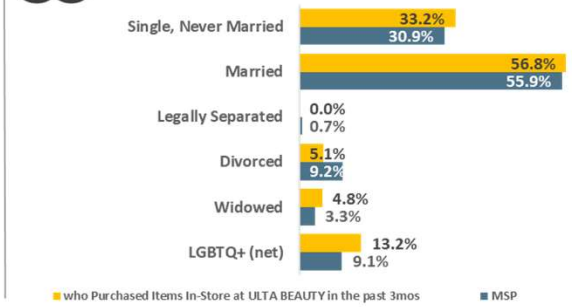
Education Levels: Adults 18 or older



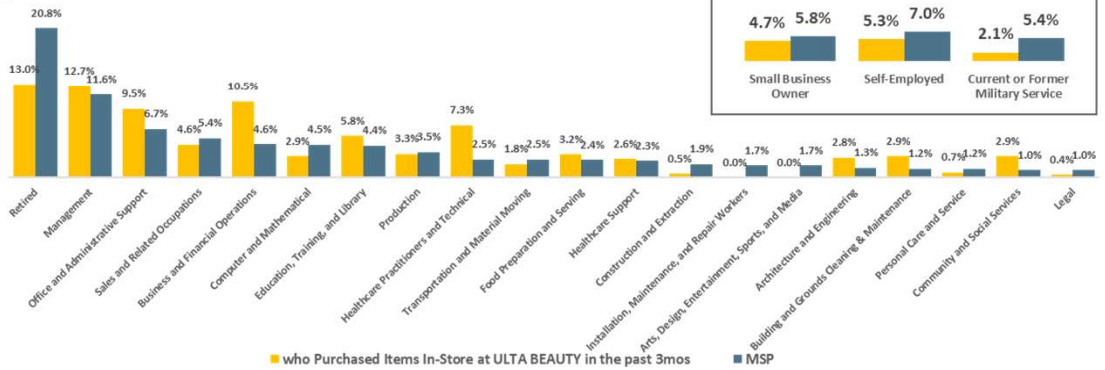
Employment: Adults 18 or older



Marital Status: Adults 18 or older

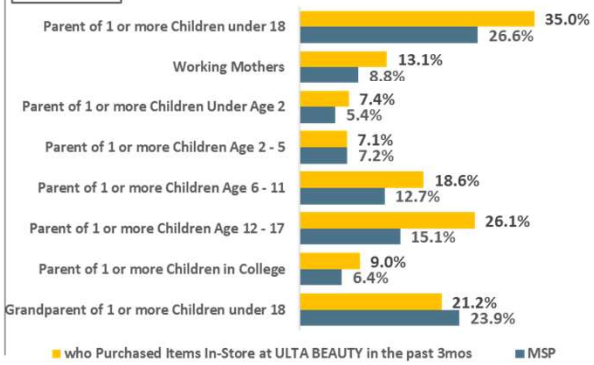


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



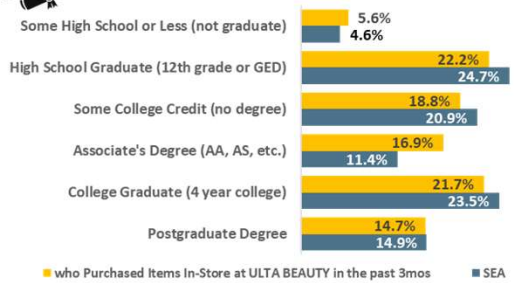
MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 108

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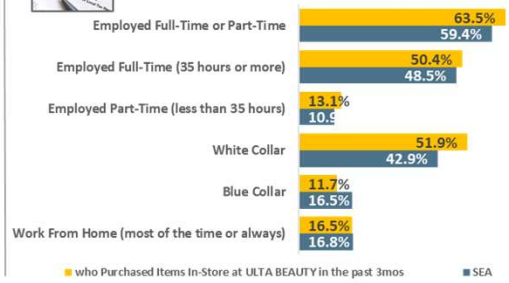
[(Stores/services shopped in-store past 3 months: Ulta AND Stores/services bought past 3 months: Ulta)]

7.6% or 339,863 of SEA DMA Adults 18 or older Purchased Items In-Store at ULTA BEAUTY in the past 3mos. Adults 18 or older who Purchased Items In-Store at ULTA BEAUTY in the past 3mos are 5.% less likely to be a college graduate, 3.9% more likely to work full-time, .4% more likely to be married, 30.7% more likely to be a parent of 1 or more children under 1

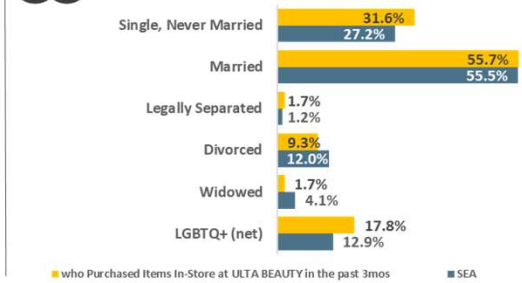
Education Levels: Adults 18 or older



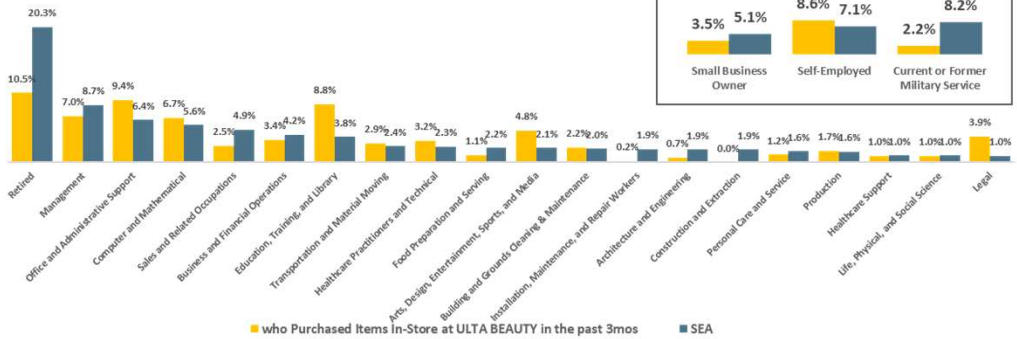
Employment: Adults 18 or older



Marital Status: Adults 18 or older

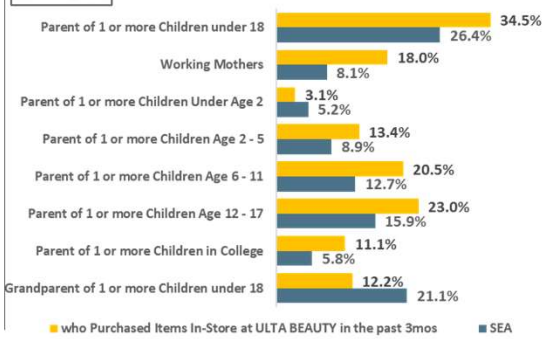


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



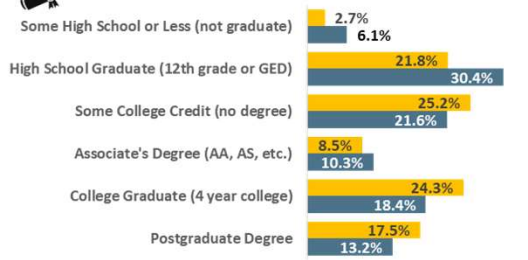
SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 279

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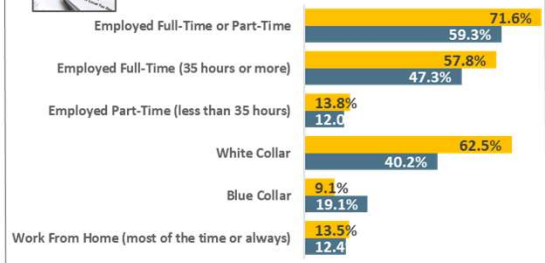
[(Stores/services shopped in-store past 3 months: Ulta AND Stores/services bought past 3 months: Ulta)]

5.6% or 140,673 of STL DMA Adults 18 or older Purchased Items In-Store at ULTA BEAUTY in the past 3mos. Adults 18 or older who Purchased Items In-Store at ULTA BEAUTY in the past 3mos are 32.% more likely to be a college graduate, 22.1% more likely to work full-time, 11.2% less likely to be married, 6.1% more likely to be a parent of 1 or more children unde

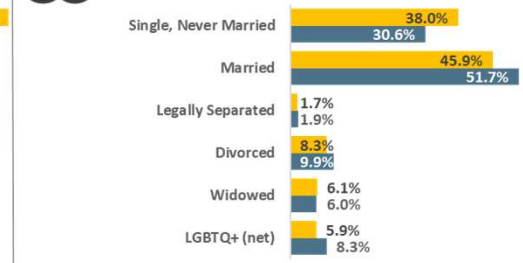
Education Levels: Adults 18 or older



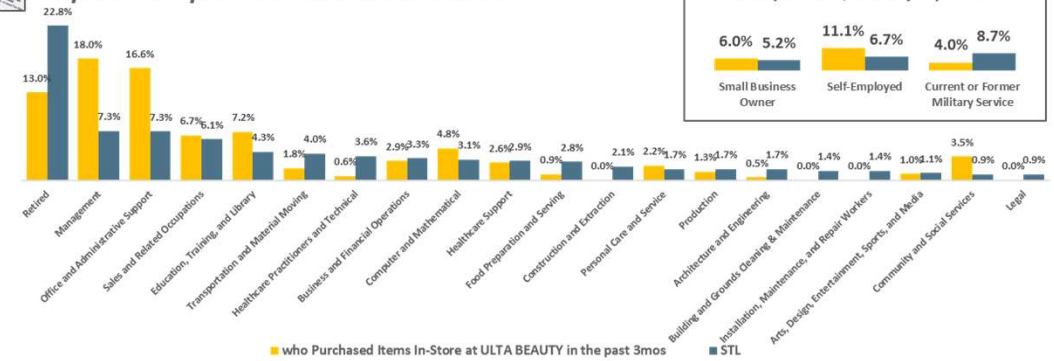
Employment: Adults 18 or older



Marital Status: Adults 18 or older

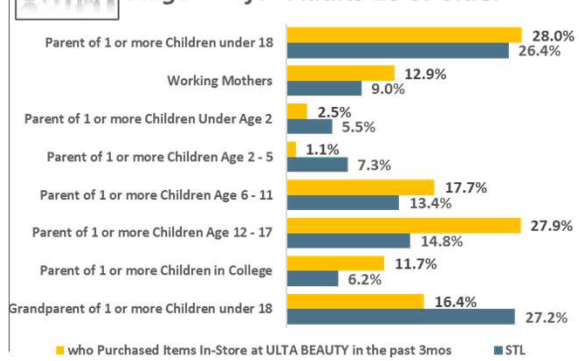


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



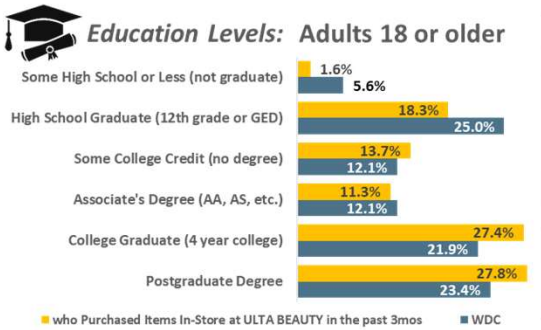
STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 105

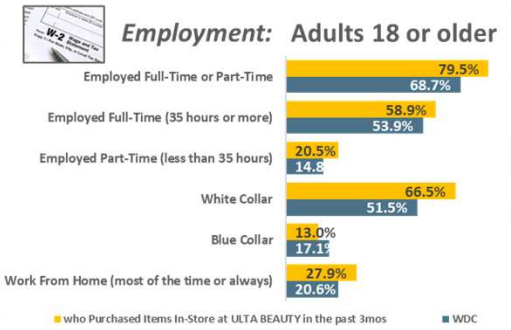
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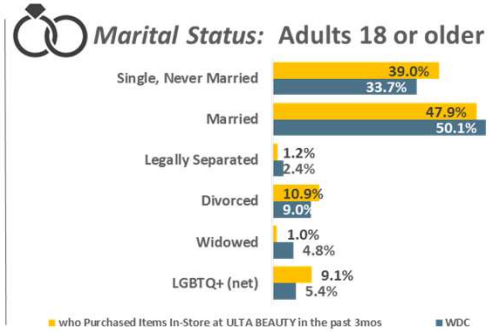
[(Stores/services shopped in-store past 3 months: Ulta AND Stores/services bought past 3 months: Ulta)]

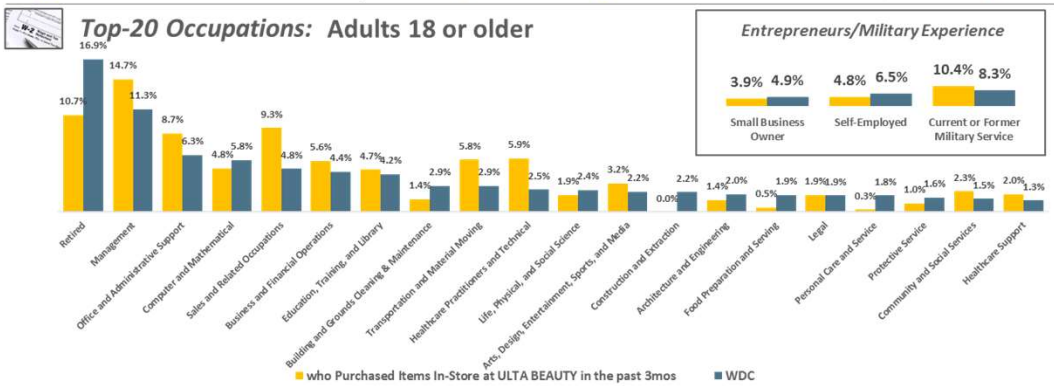


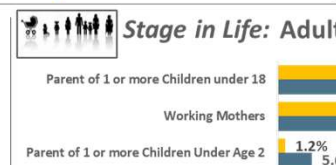
6.5% or 369,665 of WDC DMA Adults 18 or older Purchased Items In-Store at ULTA BEAUTY in the past 3mos. Adults 18 or older who Purchased Items In-Store at ULTA BEAUTY in the past 3mos are 21.9% more likely to be a college graduate, 9.3% more likely to work full-time, 4.4% less likely to be married, 12.5% less likely to be a parent of 1 or more children unde











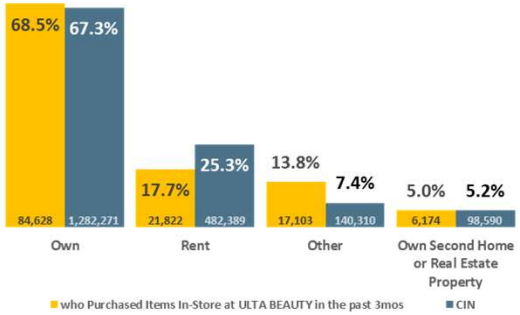
WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 359

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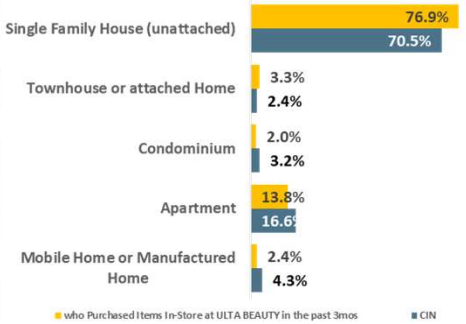
[(Stores/services shopped in-store past 3 months: Ulta AND Stores/services bought past 3 months: Ulta)]

6.5% or 123,553 of CIN DMA Adults 18 or older Purchased Items In-Store at ULTA BEAUTY in the past 3mos. Adults 18 or older who Purchased Items In-Store at ULTA BEAUTY in the past 3mos are 1.8% more likely to own their home, 21.9% more likely to own a higher valued home, 9.2% more likely to have a single-family home, 42.4% more likely to have a dog.

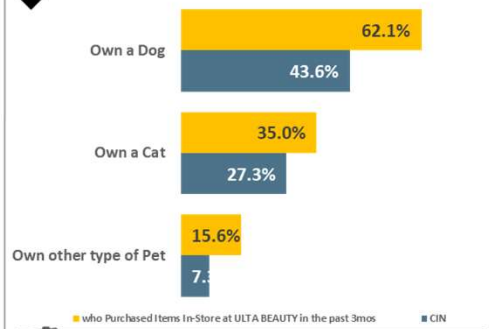
Own/Rent/Other: Adults 18 or older



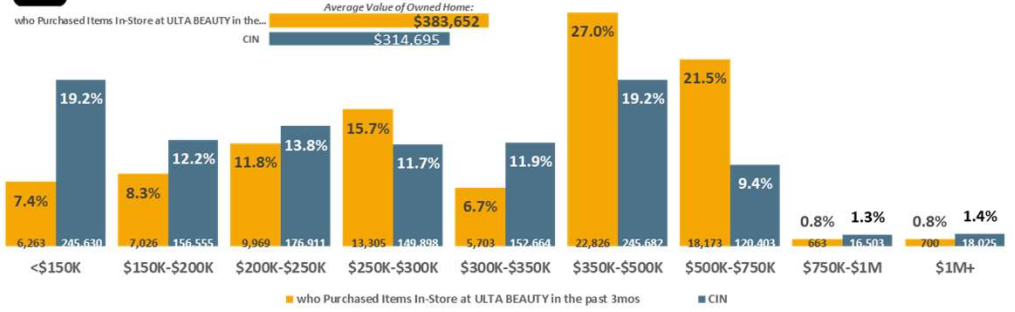
Type of Home: Adults 18 or older



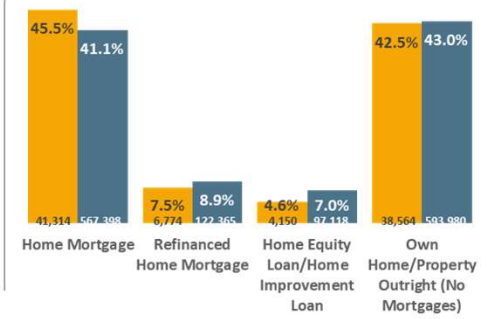
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 134

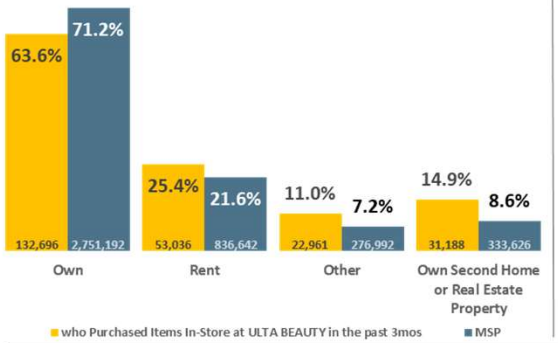
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[(Stores/services shopped in-store past 3 months: Ulta AND Stores/services bought past 3 months: Ulta)]

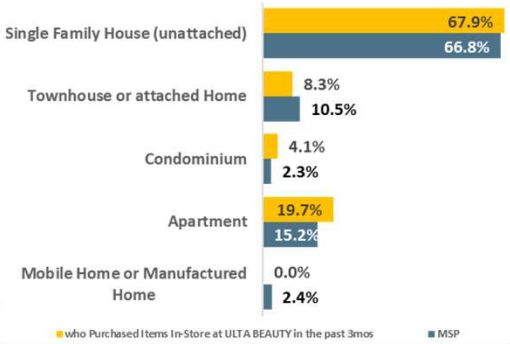
ULTA BEAUTY MSP

5.4% or 208,693 of MSP DMA Adults 18 or older Purchased Items In-Store at ULTA BEAUTY in the past 3mos. Adults 18 or older who Purchased Items In-Store at ULTA BEAUTY in the past 3mos are 10.7% less likely to own their home, 10.% more likely to own a higher valued home, 1.6% more likely to have a single-family home, 28.6% more likely to have a dog.

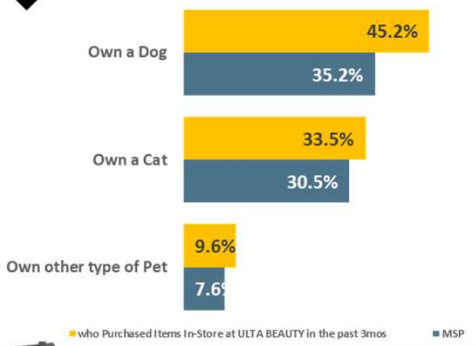
Own/Rent/Other: Adults 18 or older



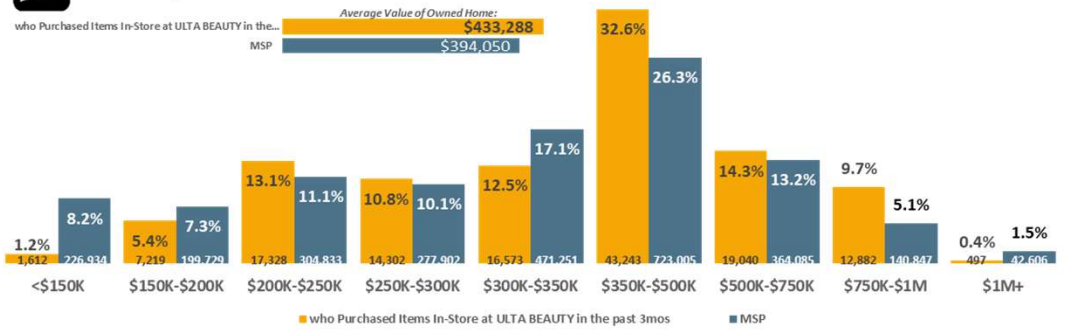
Type of Home: Adults 18 or older



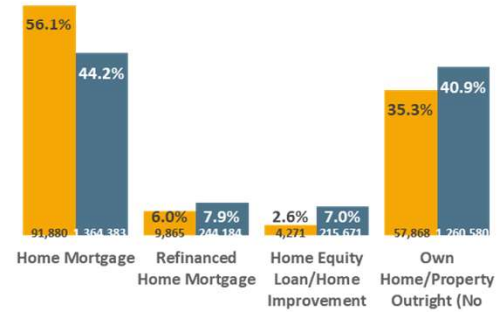
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



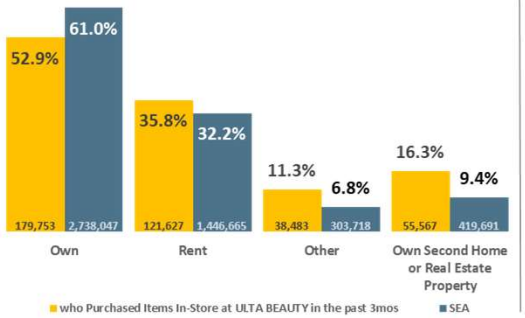
MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 108

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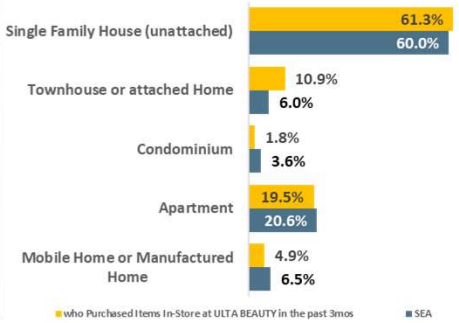
[(Stores/services shopped in-store past 3 months: Ulta AND Stores/services bought past 3 months: Ulta)]

7.6% or 339,863 of SEA DMA Adults 18 or older Purchased Items In-Store at ULTA BEAUTY in the past 3mos. Adults 18 or older who Purchased Items In-Store at ULTA BEAUTY in the past 3mos are 13.3% less likely to own their home, 11.4% more likely to own a higher valued home, 2.1% more likely to have a single-family home, 13.6% more likely to have a dog.

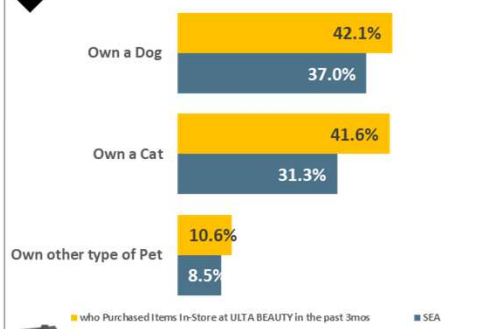
Own/Rent/Other: Adults 18 or older



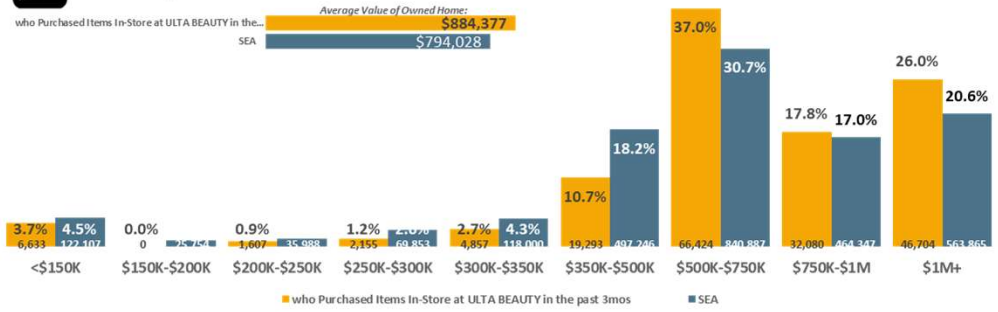
Type of Home: Adults 18 or older



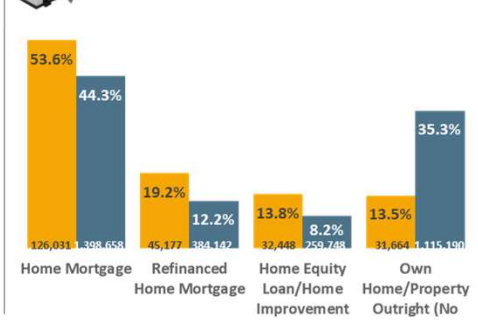
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



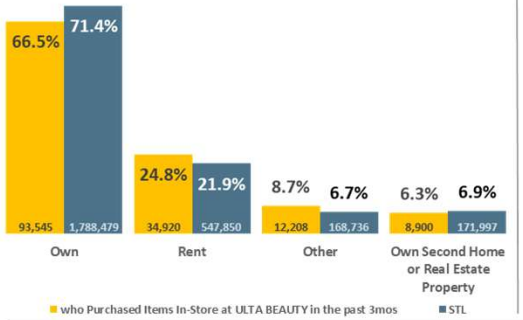
SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 279

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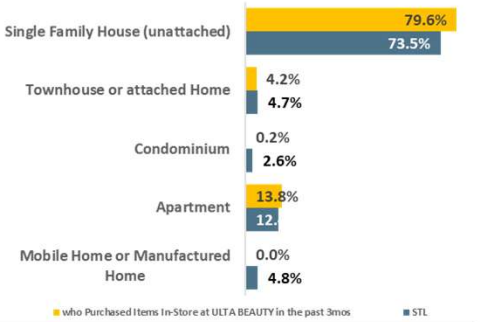
[(Stores/services shopped in-store past 3 months: Ulta AND Stores/services bought past 3 months: Ulta)]

5.6% or 140,673 of STL DMA Adults 18 or older Purchased Items In-Store at ULTA BEAUTY in the past 3mos. Adults 18 or older who Purchased Items In-Store at ULTA BEAUTY in the past 3mos are 6.9% less likely to own their home, 27.% more likely to own a higher valued home, 8.3% more likely to have a single-family home, 6.5% more likely to have a dog.

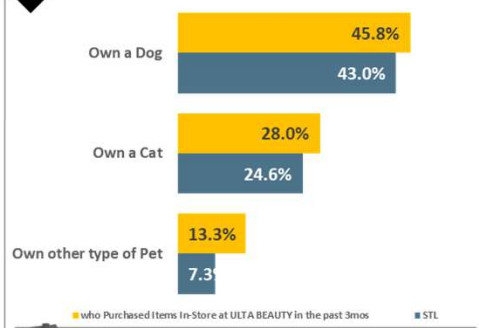
Own/Rent/Other: Adults 18 or older



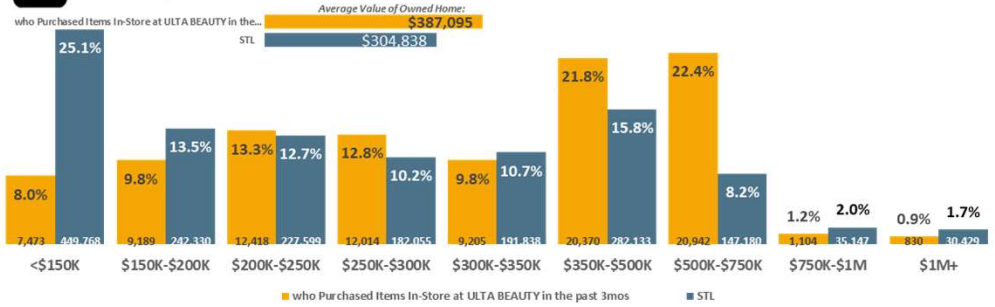
Type of Home: Adults 18 or older



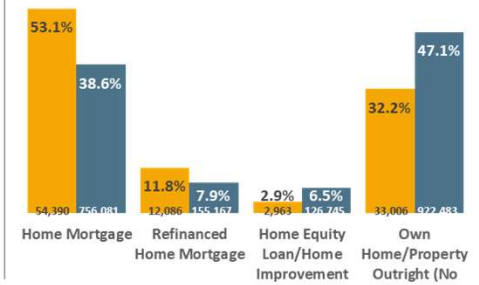
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



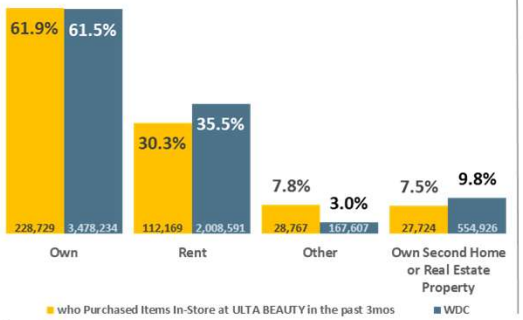
STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 105

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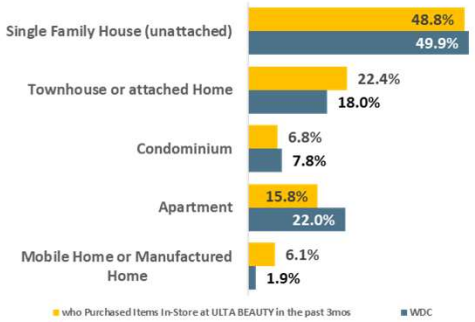
[(Stores/services shopped in-store past 3 months: Ulta AND Stores/services bought past 3 months: Ulta)]

6.5% or 369,665 of WDC DMA Adults 18 or older Purchased Items In-Store at ULTA BEAUTY in the past 3mos. Adults 18 or older who Purchased Items In-Store at ULTA BEAUTY in the past 3mos are .6% more likely to own their home, 2.1% more likely to own a higher valued home, 2.1% less likely to have a single-family home, 19.2% more likely to have a dog.

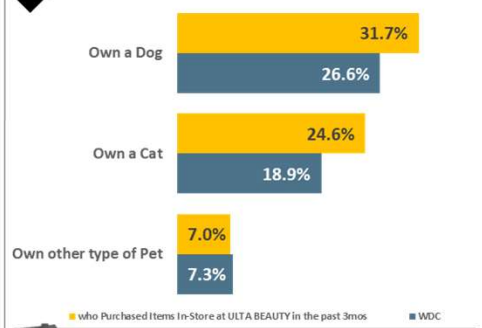
Own/Rent/Other: Adults 18 or older



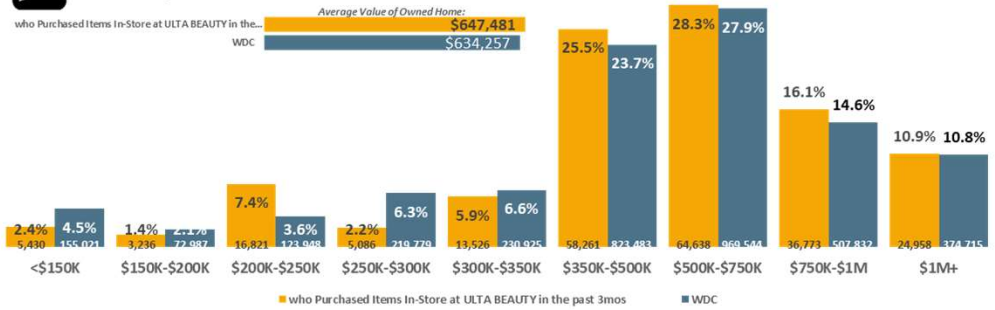
Type of Home: Adults 18 or older



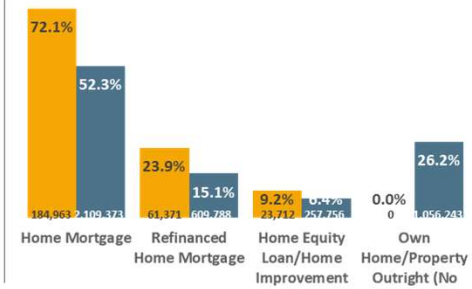
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



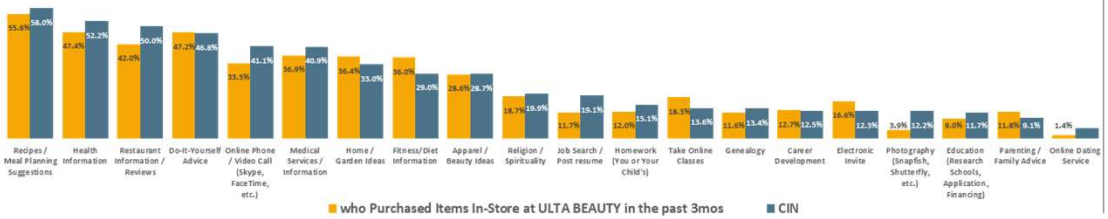
WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 359

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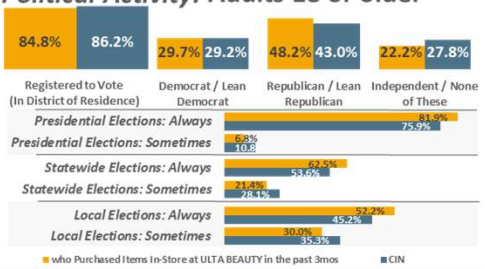
[(Stores/services shopped in-store past 3 months: Ulta AND Stores/services bought past 3 months: Ulta)]

6.5% or 123,553 of CIN DMA Adults 18 or older Purchased Items In-Store at ULTA BEAUTY in the past 3mos. Adults 18 or older who Purchased Items In-Store at ULTA BEAUTY in the past 3mos are .9% more likely to look up D-I-Y advice online, 15.5% more likely to always vote in local elections, 66.5% more likely to belong to a gym, 37.9% more likely to fly domesti

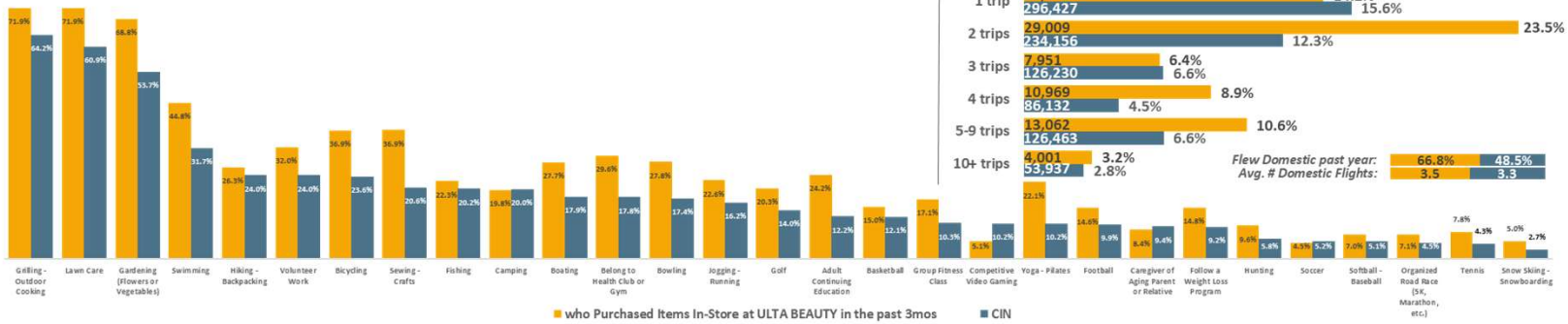
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

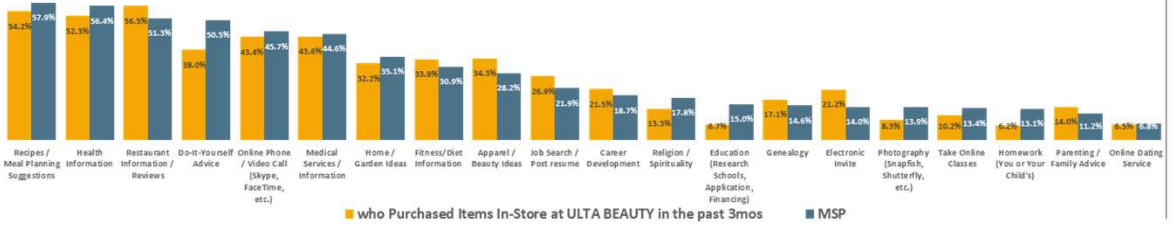
CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 134

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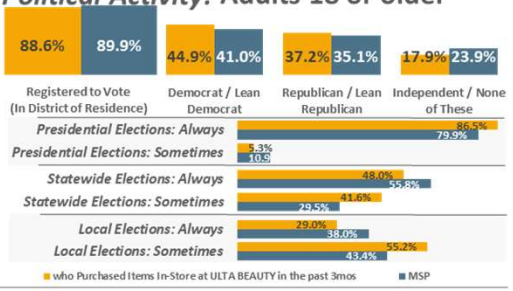
[(Stores/services shopped in-store past 3 months: Ulta AND Stores/services bought past 3 months: Ulta)]

5.4% or 208,693 of MSP DMA Adults 18 or older Purchased Items In-Store at ULTA BEAUTY in the past 3mos. Adults 18 or older who Purchased Items In-Store at ULTA BEAUTY in the past 3mos are 24.7% less likely to look up D-I-Y advice online, 23.7% less likely to always vote in local elections, 33.% more likely to belong to a gym, 31.% more likely to fly domesti

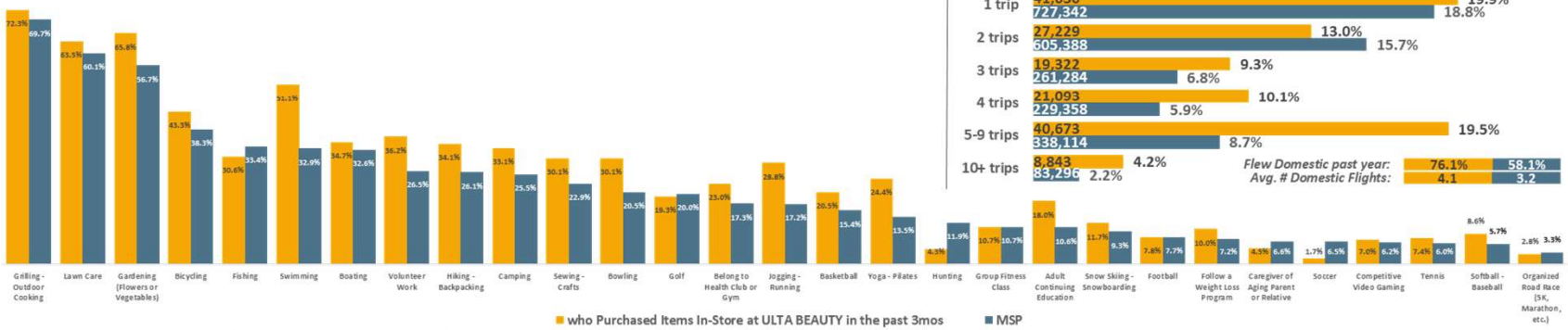
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

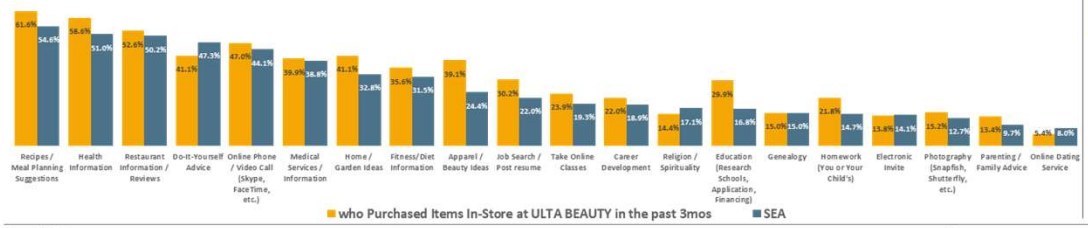
MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 108

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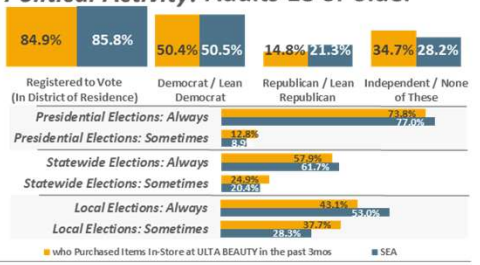
[(Stores/services shopped in-store past 3 months: Ulta AND Stores/services bought past 3 months: Ulta)]

7.6% or 339,863 of SEA DMA Adults 18 or older Purchased Items In-Store at ULTA BEAUTY in the past 3mos. Adults 18 or older who Purchased Items In-Store at ULTA BEAUTY in the past 3mos are 13.% less likely to look up D-I-Y advice online, 18.7% less likely to always vote in local elections, 26.% more likely to belong to a gym, 19.3% more likely to fly domesti

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



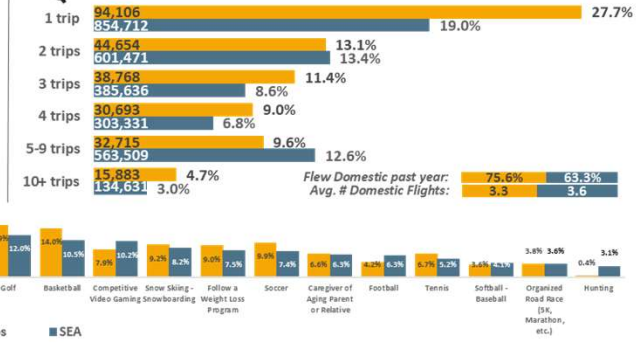
Political Activity: Adults 18 or older



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



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



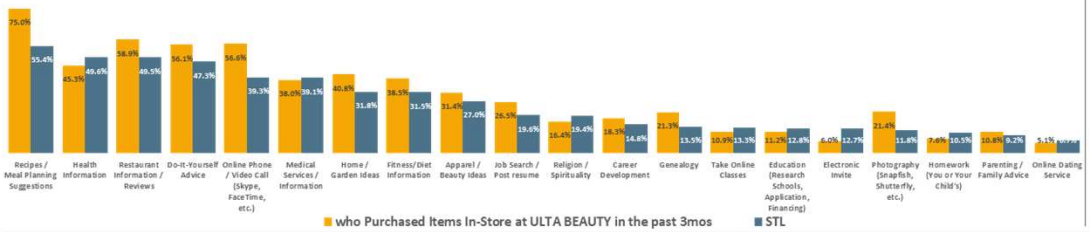
SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 279

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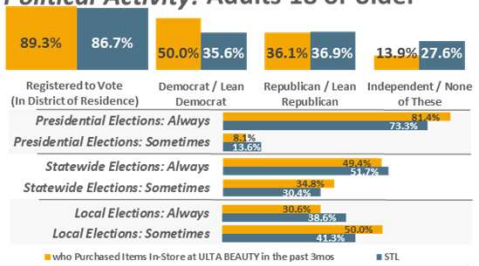
[(Stores/services shopped in-store past 3 months: Ulta AND Stores/services bought past 3 months: Ulta)]

5.6% or 140,673 of STL DMA Adults 18 or older Purchased Items In-Store at ULTA BEAUTY in the past 3mos. Adults 18 or older who Purchased Items In-Store at ULTA BEAUTY in the past 3mos are 18.6% more likely to look up D-I-Y advice online, 20.7% less likely to always vote in local elections, 69.4% more likely to belong to a gym, 48.8% more likely to fly domes

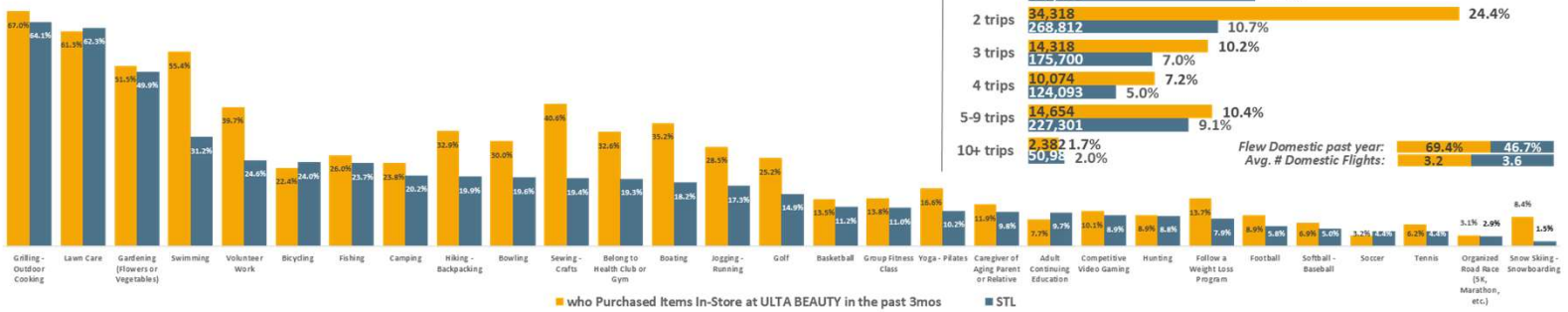
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

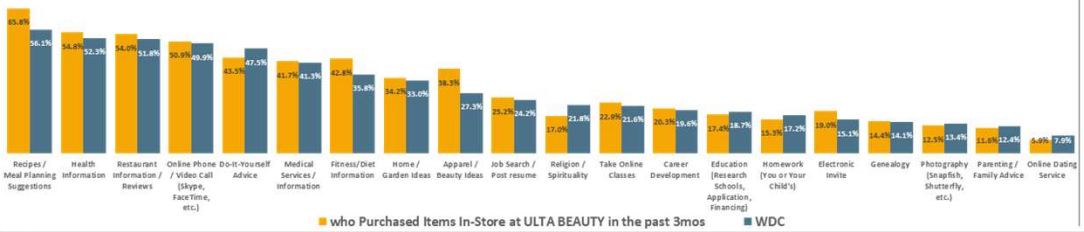
STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 105

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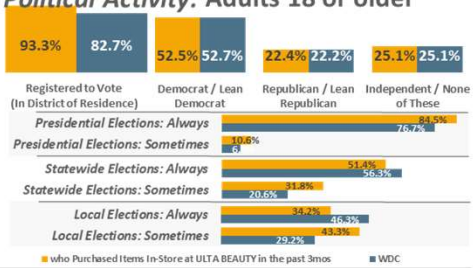
[(Stores/services shopped in-store past 3 months: Ulta AND Stores/services bought past 3 months: Ulta)]

6.5% or 369,665 of WDC DMA Adults 18 or older Purchased Items In-Store at ULTA BEAUTY in the past 3mos. Adults 18 or older who Purchased Items In-Store at ULTA BEAUTY in the past 3mos are 8.4% less likely to look up D-I-Y advice online, 26.2% less likely to always vote in local elections, 32.3% more likely to belong to a gym, 24.7% more likely to fly domest

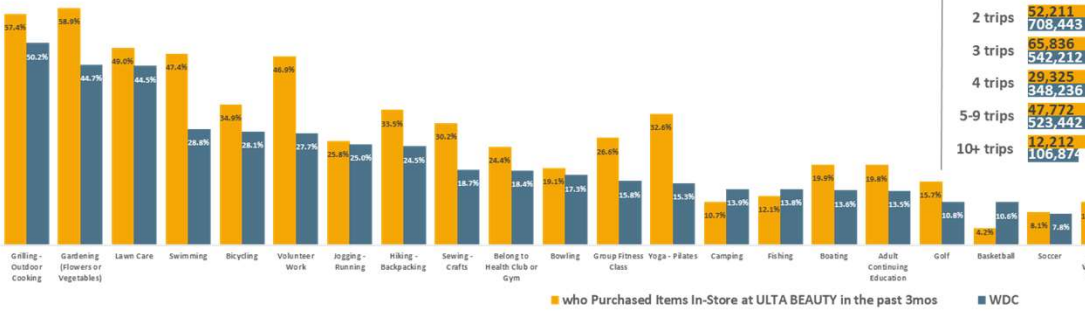
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



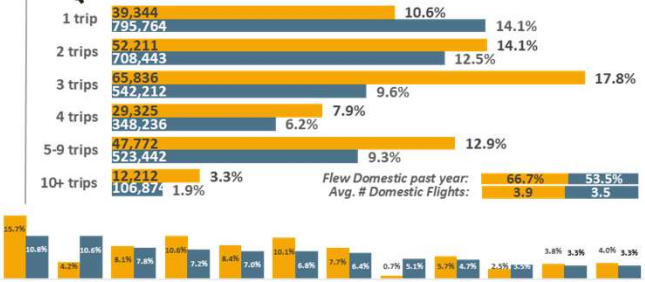
Political Activity: Adults 18 or older



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



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



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 359

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[(Stores/services shopped in-store past 3 months: Ulta AND Stores/services bought past 3 months: Ulta)]

6.5% or 123,553 of CIN DMA Adults 18 or older Purchased Items In-Store at ULTA BEAUTY in the past 3mos. Adults 18 or older who Purchased Items In-Store at ULTA BEAUTY in the past 3mos are 1.5% more likely to use QSRs past mo., 14.3% more likely to use Sit-Down Restaurants past mo., 30.8% more likely to use Casinos past yr., 64.5% less likely to smoke cigare

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 90.4% 111,738 | 89.1% 1,697,724

Avg. Monthly QSR Meals: 6.5 | 6.2

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



Total Monthly Sit-Down Restaurant Users: 91.0% 112,397 | 79.6% 1,516,231

Avg. Monthly Sit-Down Restaurant Meals: 5.2 | 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 Purchased Items In-Store at ULTA BEAUTY in the... 26,135 21.2%

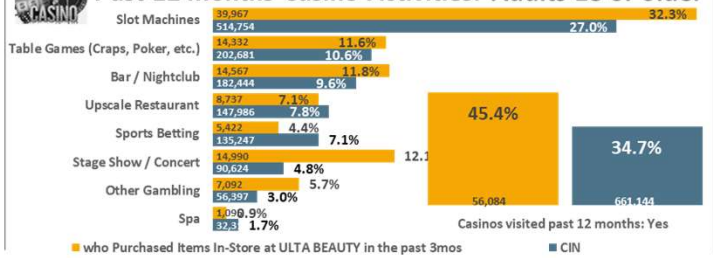
CIN 288,739 15.2%

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



CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 134

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[(Stores/services shopped in-store past 3 months: Ulta AND Stores/services bought past 3 months: Ulta)]



5.4% or 208,693 of MSP DMA Adults 18 or older Purchased Items In-Store at ULTA BEAUTY in the past 3mos. Adults 18 or older who Purchased Items In-Store at ULTA BEAUTY in the past 3mos are 5.4% more likely to use QSRs past mo., 7.7% more likely to use Sit-Down Restaurants past mo., 2.1% more likely to use Casinos past yr., 63.6% less likely to smoke cigarett

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 90.3% 85.7% 188,550 3,313,829

Avg. Monthly QSR Meals: 7.6 5.4

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



Total Monthly Sit-Down Restaurant Users: 78.7% 73.1% 164,311 2,825,334

Avg. Monthly Sit-Down Restaurant Meals: 3.7 3.4

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)

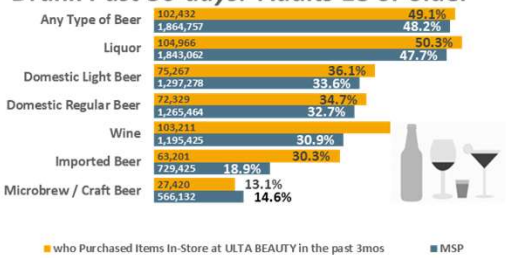


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

who Purchased Items In-Store at ULTA BEAUTY in the... 37,844 18.1%

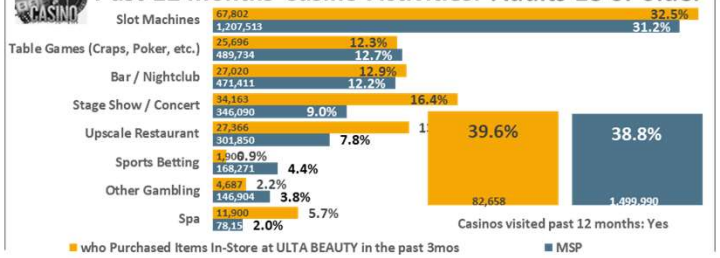
MSP 461,358 11.9%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 108

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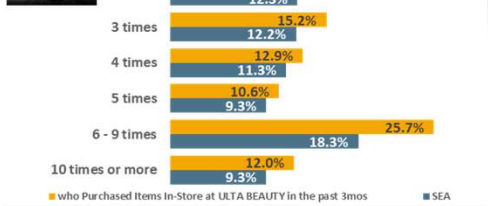
[(Stores/services shopped in-store past 3 months: Ulta AND Stores/services bought past 3 months: Ulta)]

ULTA BEAUTY SEA

7.6% or 339,863 of SEA DMA Adults 18 or older Purchased Items In-Store at ULTA BEAUTY in the past 3mos. Adults 18 or older who Purchased Items In-Store at ULTA BEAUTY in the past 3mos are 9.1% more likely to use QSRs past mo., 17.2% more likely to use Sit-Down Restaurants past mo., 27.7% more likely to use Casinos past yr., .5% more likely to smoke cigarett

Past 30-days QSR Users: Adults 18 or older



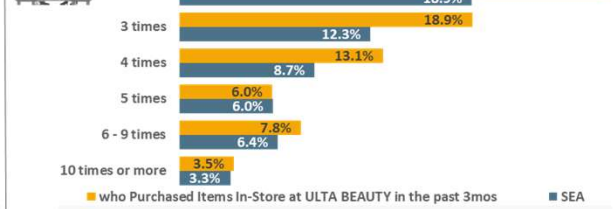


Total Monthly QSR Users: 92.0% 312,694 | 84.3% 3,785,799

Avg. Monthly QSR Meals: 5.9 | 5.2

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





Total Monthly Sit-Down Restaurant Users: 86.3% 293,190 | 73.6% 3,303,020

Avg. Monthly Sit-Down Restaurant Meals: 3.7 | 3.5

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

who Purchased Items In-Store at ULTA BEAUTY in the... 84,684 24.9%

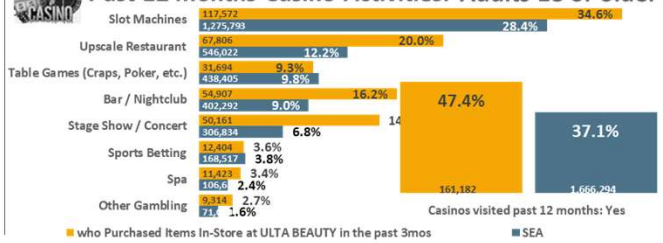
SEA 699,800 15.6%

Drank Past 30-days: Adults 18 or older

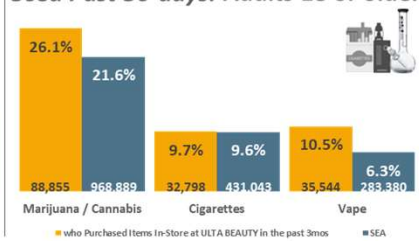


Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 279

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[(Stores/services shopped in-store past 3 months: Ulta AND Stores/services bought past 3 months: Ulta)]

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Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 95.2% 133,970 | 89.4% 2,239,916

Avg. Monthly QSR Meals: 6.9 | 6.6

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



Total Monthly Sit-Down Restaurant Users: 87.1% 122,498 | 75.8% 1,899,922

Avg. Monthly Sit-Down Restaurant Meals: 4.6 | 3.9

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

who Purchased Items In-Store at ULTA BEAUTY in the... 24,827 17.6%

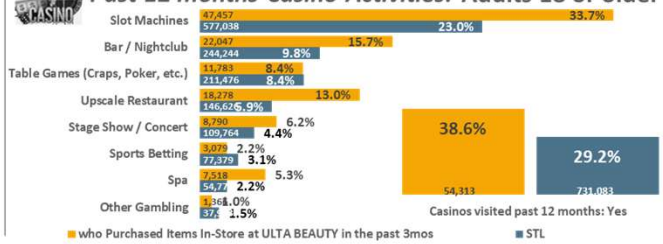
STL 314,187 12.5%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Casinos visited past 12 months: Yes

38.6% 54,313 | 29.2% 731,083

Used Past 30-days: Adults 18 or older



STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 105

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[(Stores/services shopped in-store past 3 months: Ulta AND Stores/services bought past 3 months: Ulta)]

6.5% or 369,665 of WDC DMA Adults 18 or older Purchased Items In-Store at ULTA BEAUTY in the past 3mos. Adults 18 or older who Purchased Items In-Store at ULTA BEAUTY in the past 3mos are 10.8% more likely to use QSRs past mo., 15.1% more likely to use Sit-Down Restaurants past mo., 8.3% less likely to use Casinos past yr., 52.7% less likely to smoke cigare

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 99.2% 366,661 | 89.5% 5,059,794

Avg. Monthly QSR Meals: 7.2 | 6.8

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



Total Monthly Sit-Down Restaurant Users: 87.6% 323,869 | 76.1% 4,303,414

Avg. Monthly Sit-Down Restaurant Meals: 4.8 | 4.3

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

who Purchased Items In-Store at ULTA BEAUTY in the... 133,537 36.1%

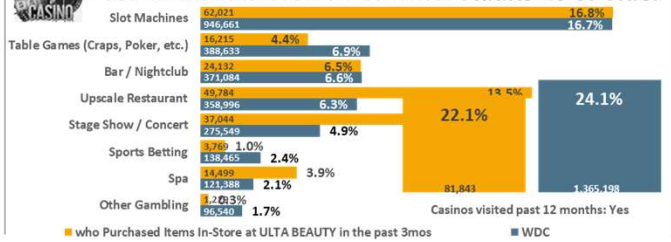
WDC 1,438,719 25.4%

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 2024: Feb23-Apr24 Qual Intab 359

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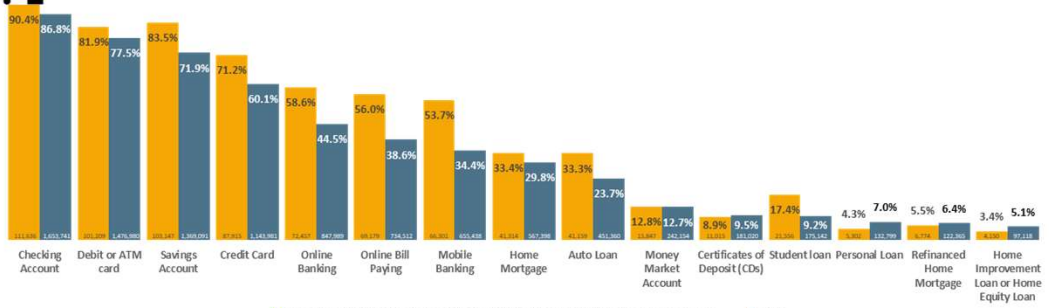
[(Stores/services shopped in-store past 3 months: Ulta AND Stores/services bought past 3 months: Ulta)]

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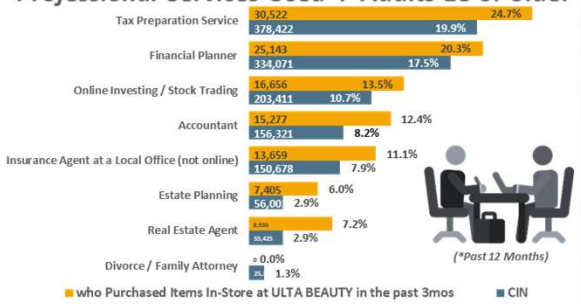
Investments Owned: Adults 18 or older



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

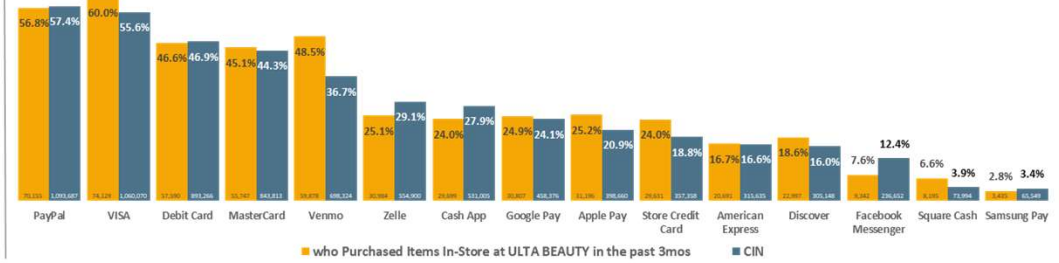


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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



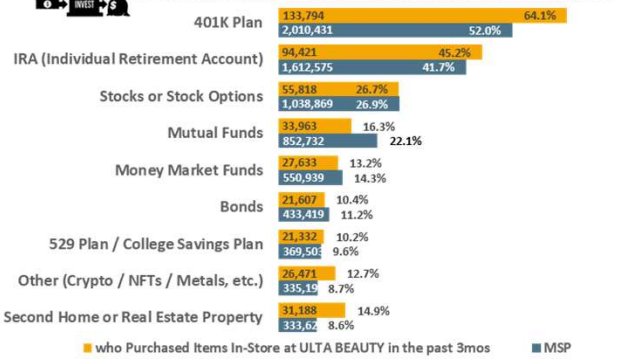
CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 134

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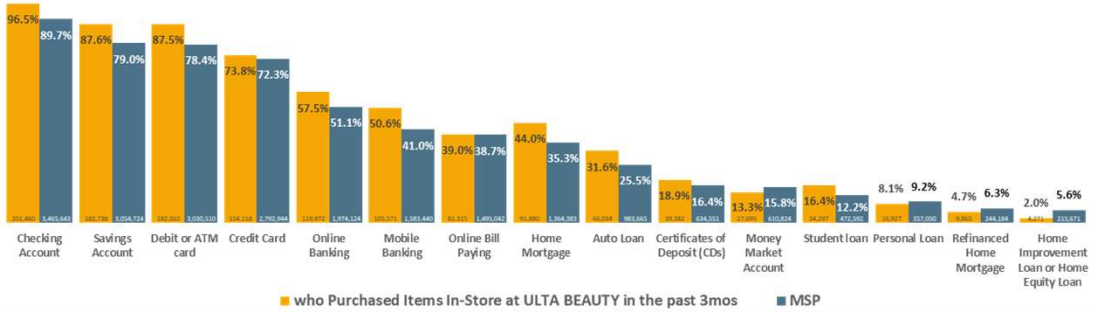
[(Stores/services shopped in-store past 3 months: Ulta AND Stores/services bought past 3 months: Ulta)]

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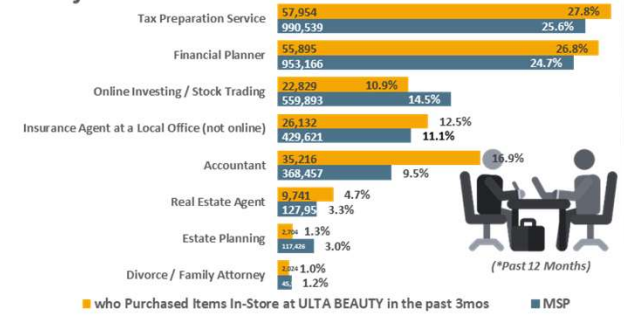
Investments Owned: Adults 18 or older



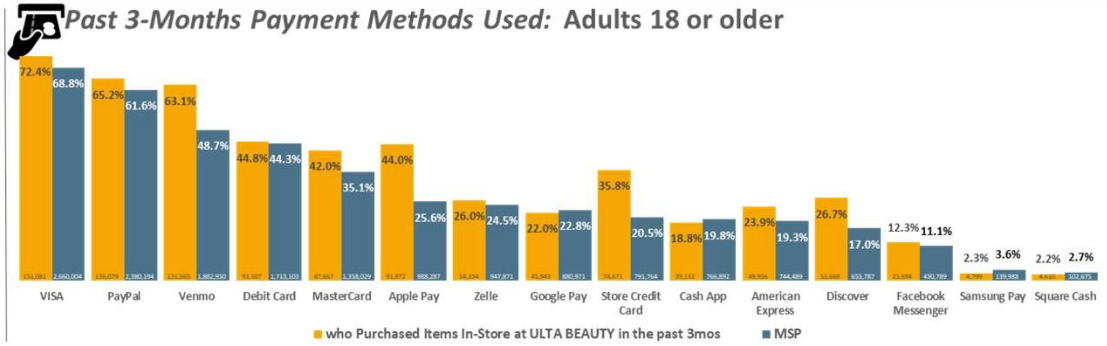
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



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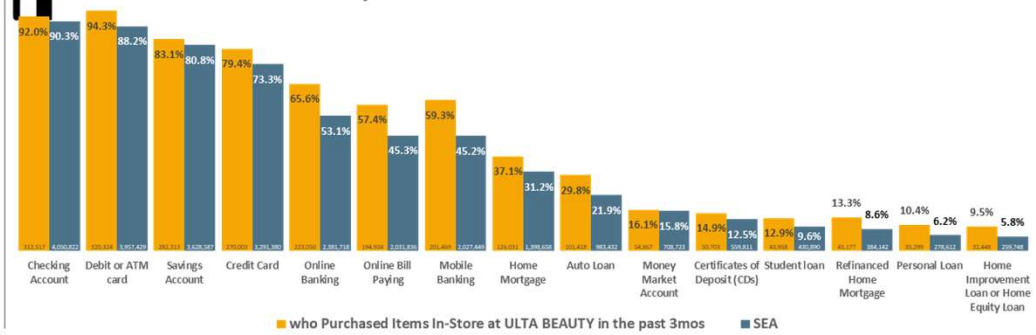
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Investments Owned: Adults 18 or older



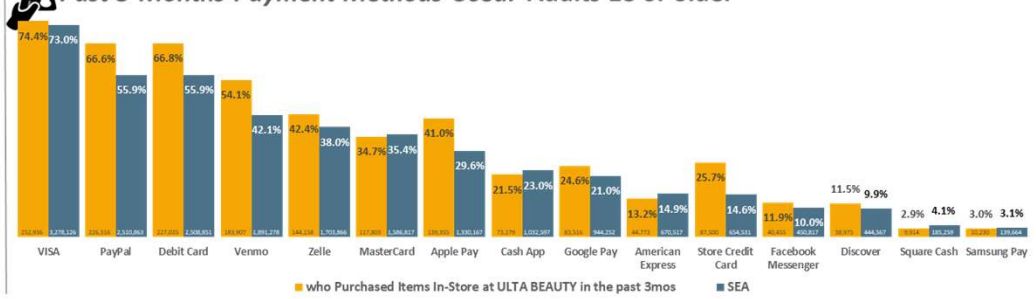
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



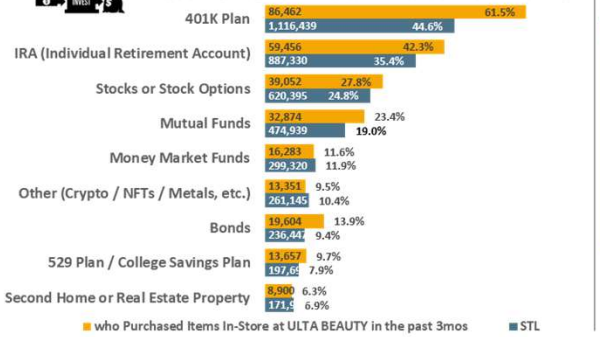
SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 279

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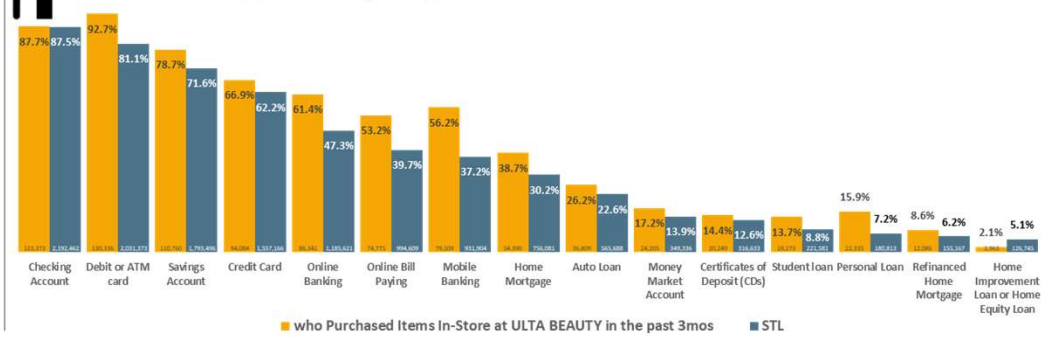
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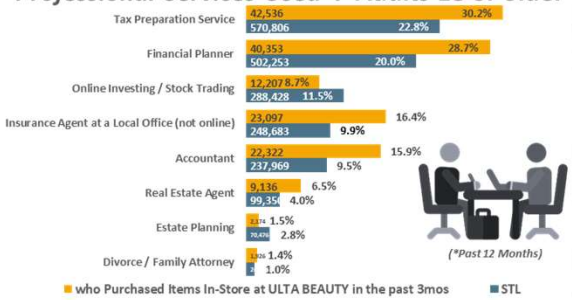
Investments Owned: Adults 18 or older



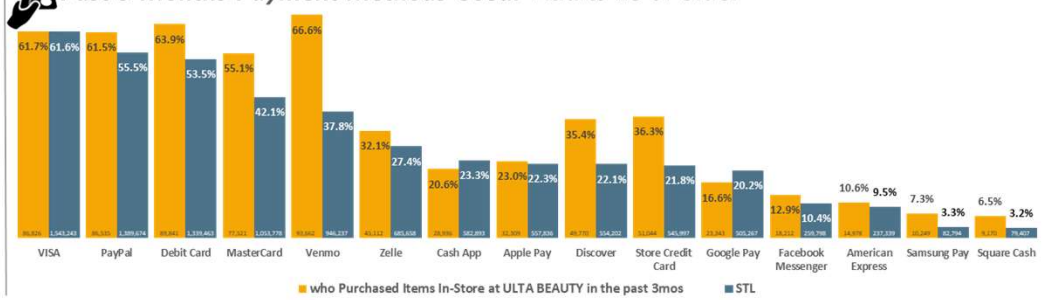
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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

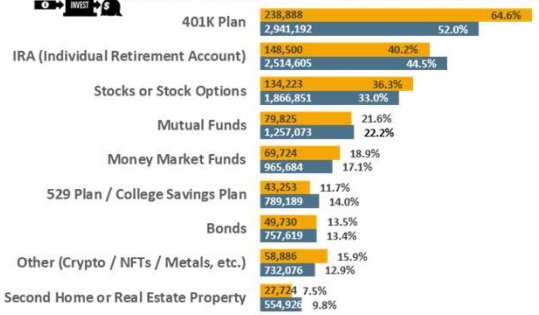


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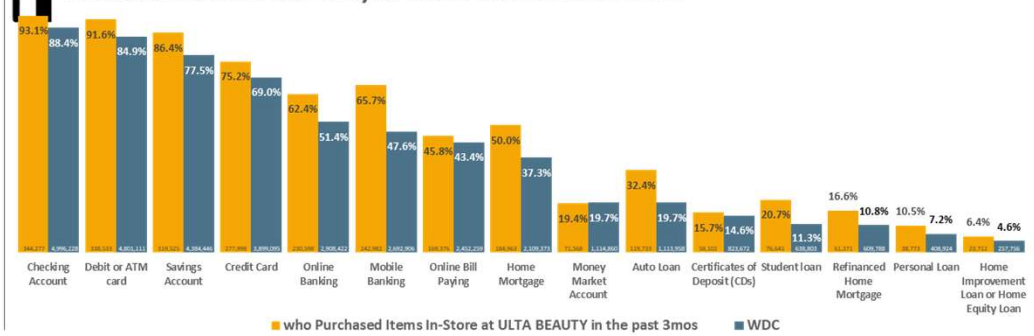
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Investments Owned: Adults 18 or older



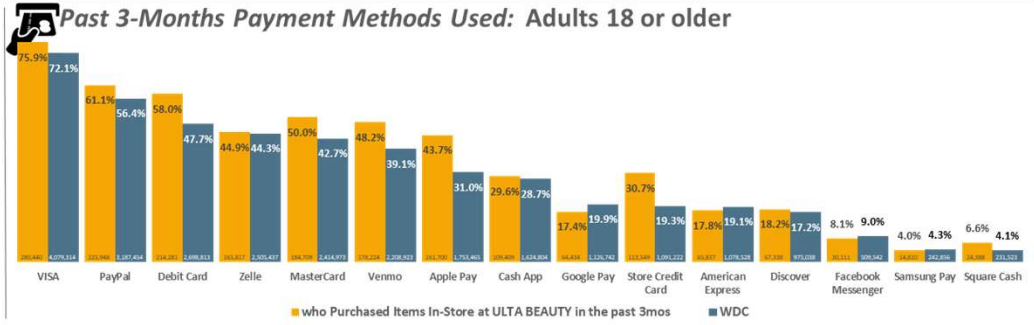
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



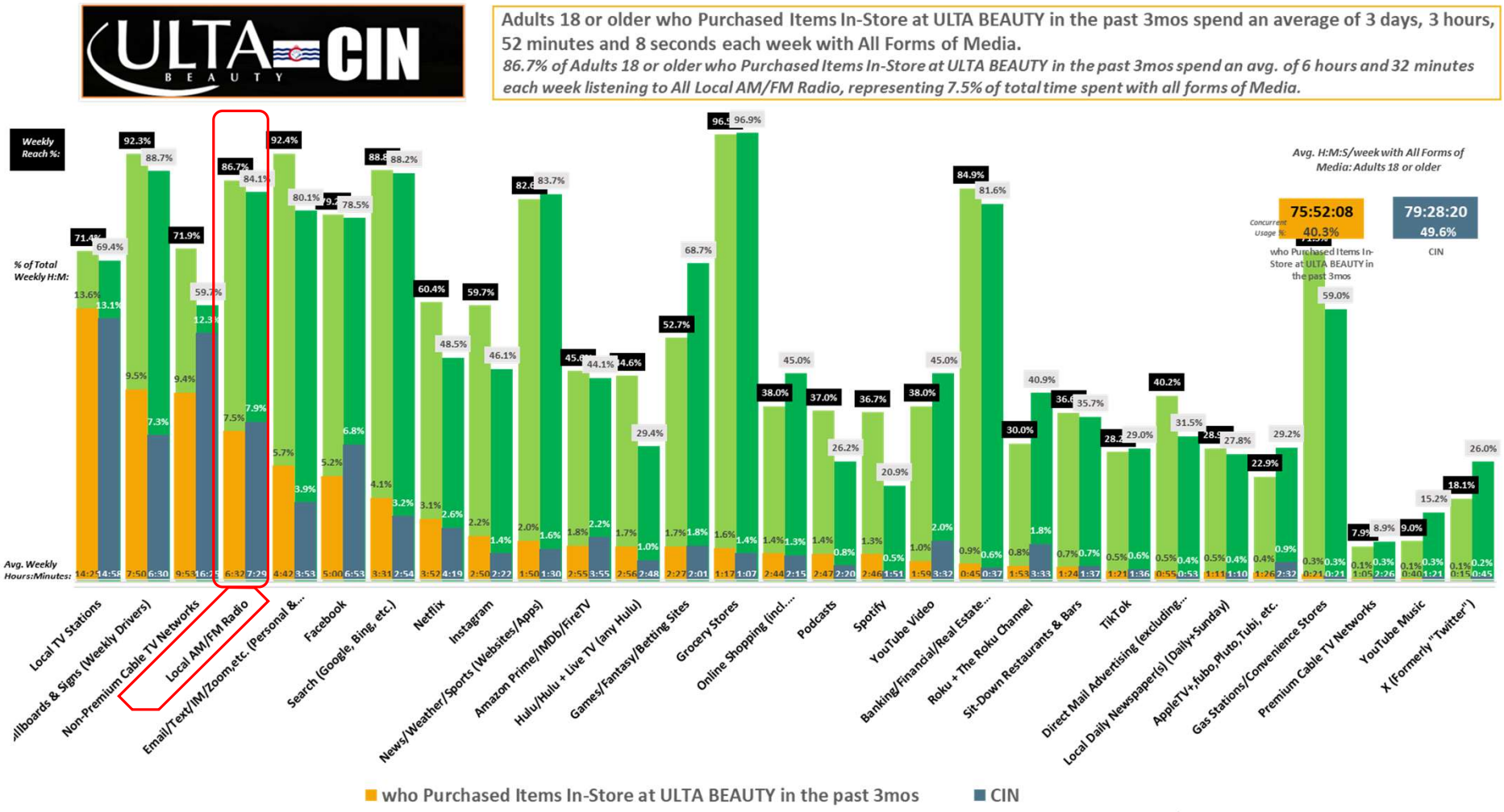
Past 3-Months Payment Methods Used: Adults 18 or older



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 359

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[(Stores/services shopped in-store past 3 months: Ulta AND Stores/services bought past 3 months: Ulta)]



CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 134 CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,928

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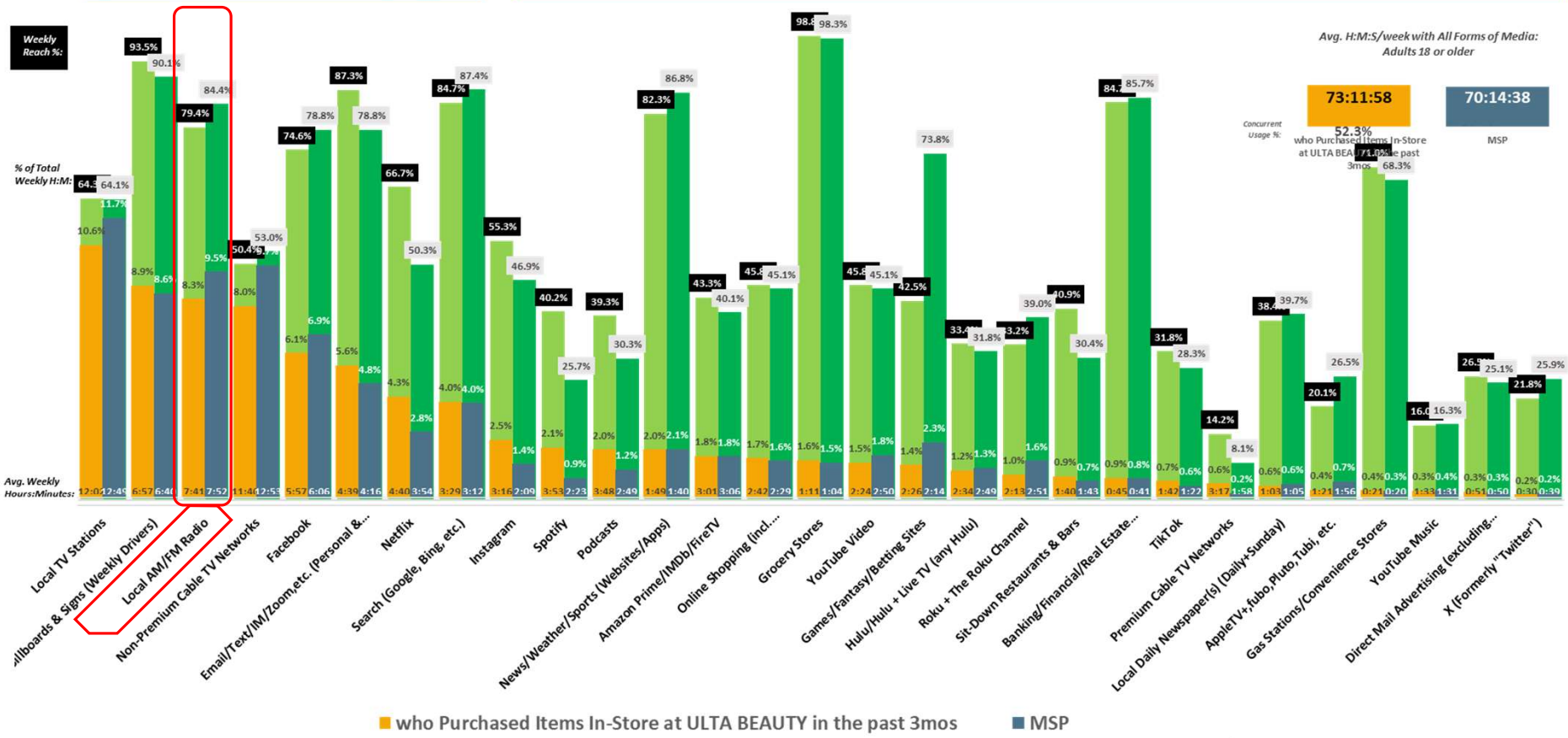
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[(Stores/services shopped in-store past 3 months: Ulta AND Stores/services bought past 3 months: Ulta)]

ULTA BEAUTY MSP

Adults 18 or older who Purchased Items In-Store at ULTA BEAUTY in the past 3mos spend an average of 3 days, 1 hours, 11 minutes and 58 seconds each week with All Forms of Media.

79.4% of Adults 18 or older who Purchased Items In-Store at ULTA BEAUTY in the past 3mos spend an avg. of 7 hours and 41 minutes each week listening to All Local AM/FM Radio, representing 8.3% of total time spent with all forms of Media.



MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 108 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,862

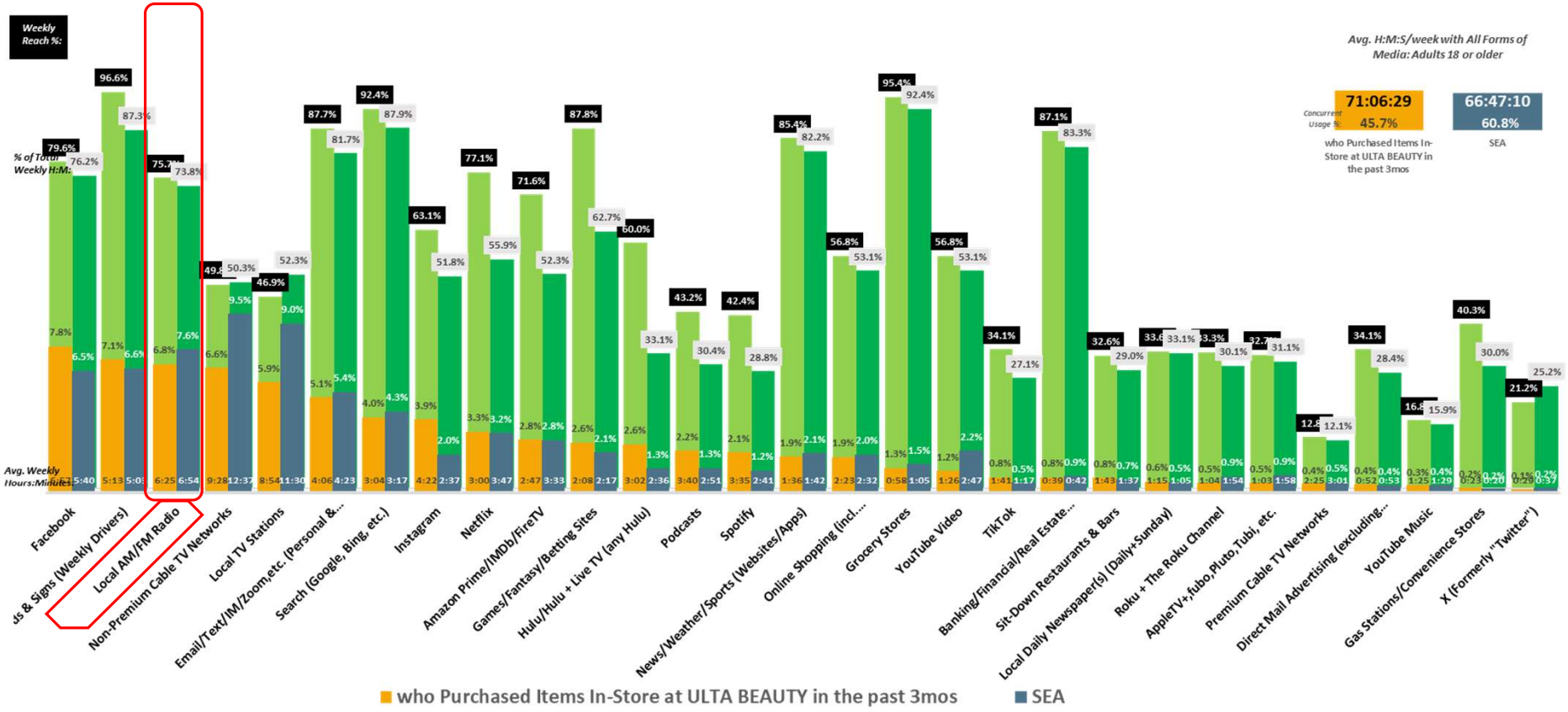
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[(Stores/services shopped in-store past 3 months: Ulta AND Stores/services bought past 3 months: Ulta)]

Adults 18 or older who Purchased Items In-Store at ULTA BEAUTY in the past 3mos spend an average of 2 days, 23 hours, 6 minutes and 29 seconds each week with All Forms of Media.

75.7% of Adults 18 or older who Purchased Items In-Store at ULTA BEAUTY in the past 3mos spend an avg. of 6 hours and 25 minutes each week listening to All Local AM/FM Radio, representing 6.8% of total time spent with all forms of Media.

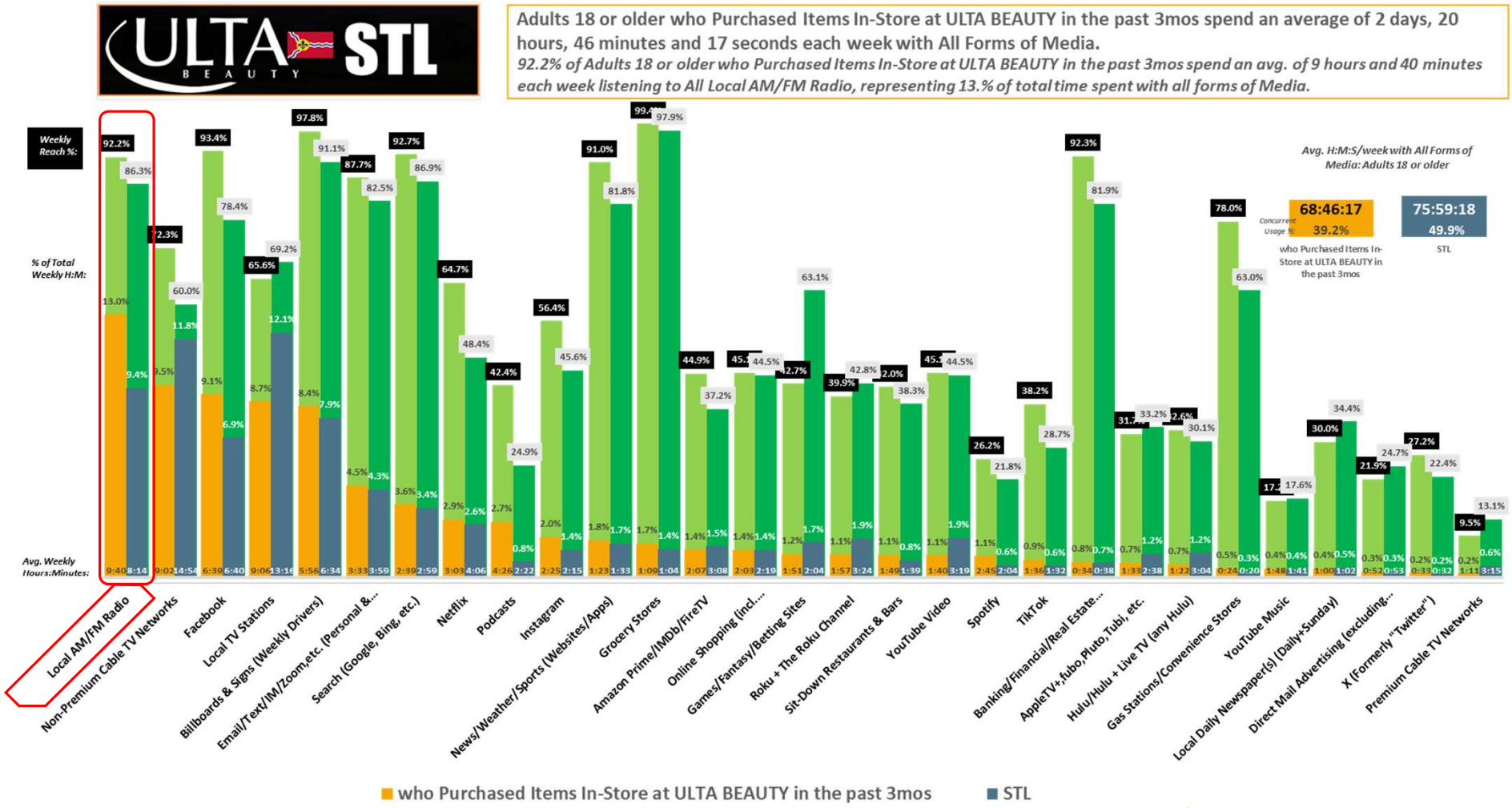


SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 279 SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 3,951

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[(Stores/services shopped in-store past 3 months: Ulta AND Stores/services bought past 3 months: Ulta)]

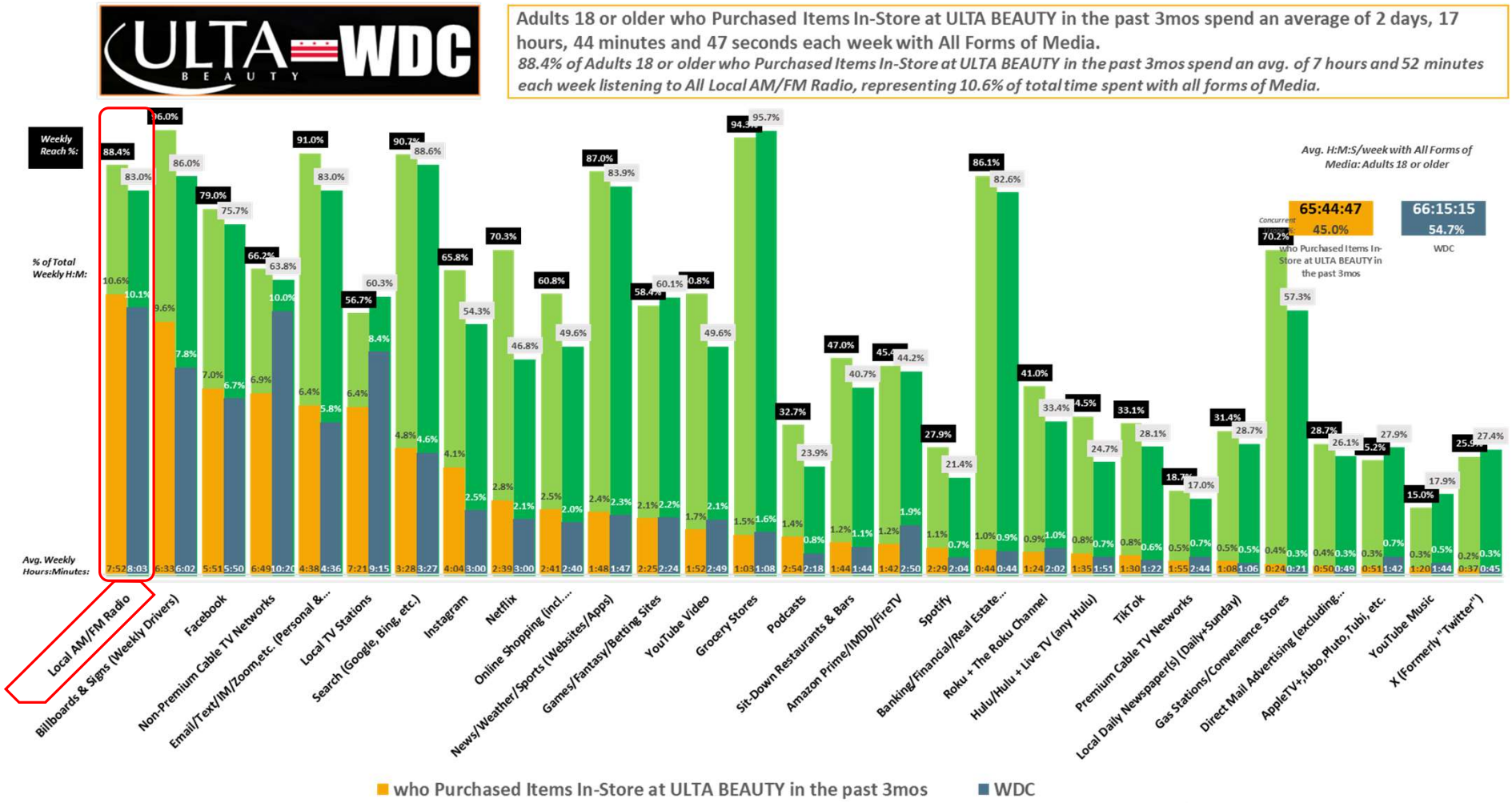


STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 105 ST. LOUIS DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,952

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[(Stores/services shopped in-store past 3 months: Ulta AND Stores/services bought past 3 months: Ulta)]

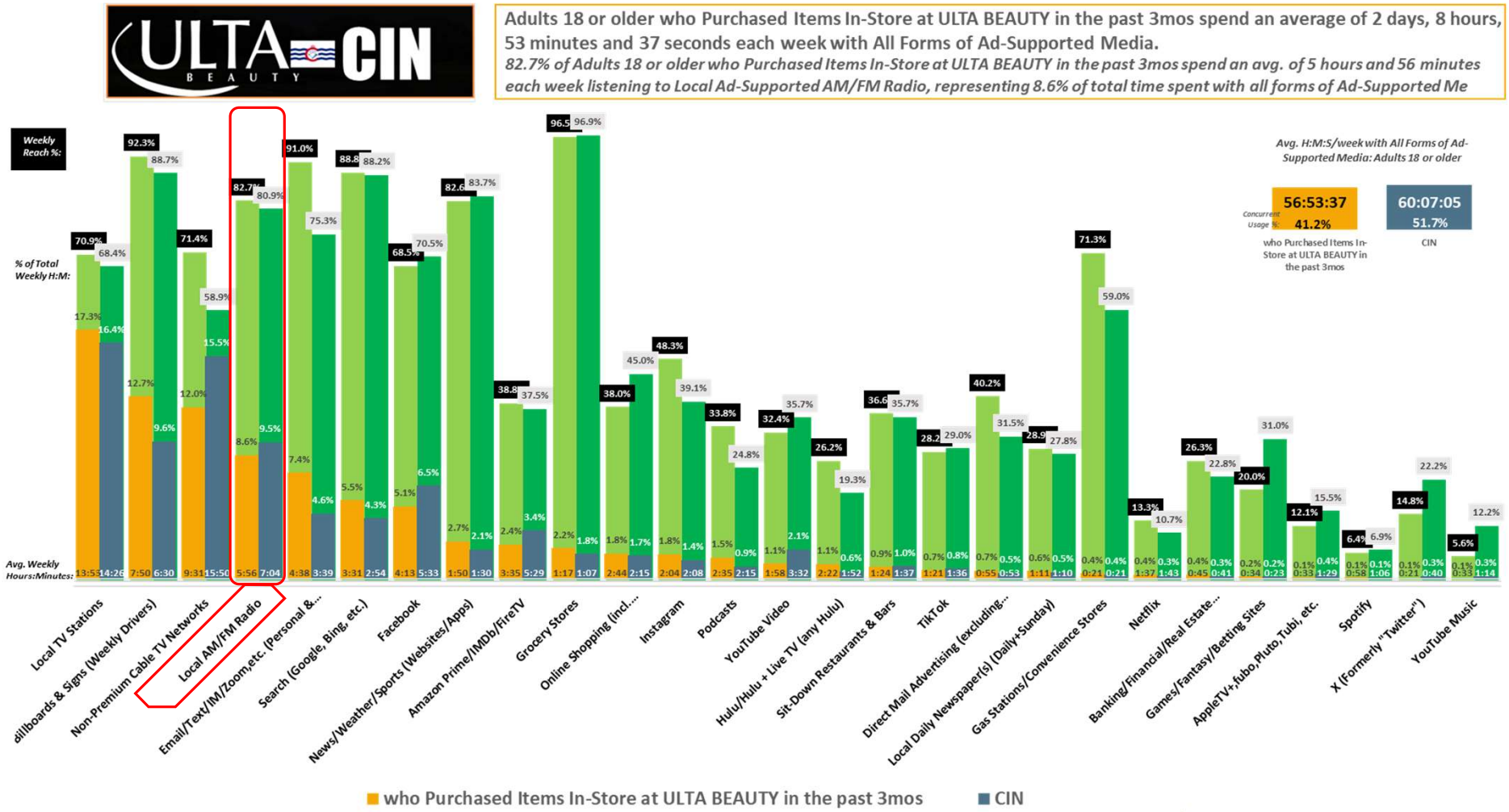


WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 359 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,411

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[(Stores/services shopped in-store past 3 months: Ulta AND Stores/services bought past 3 months: Ulta)]

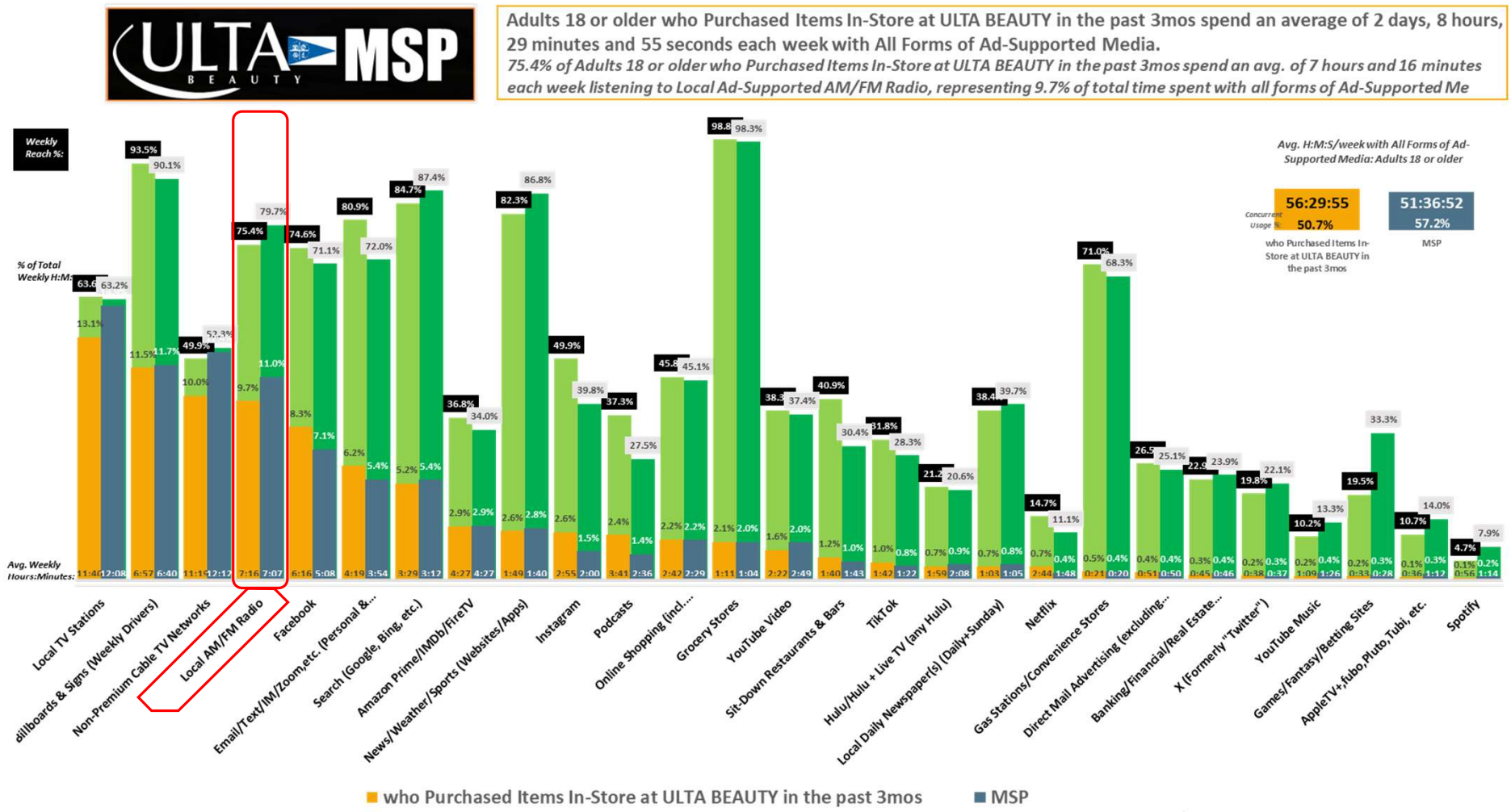


CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 134 CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,928

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[(Stores/services shopped in-store past 3 months: Ulta AND Stores/services bought past 3 months: Ulta)]



MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 108 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,862

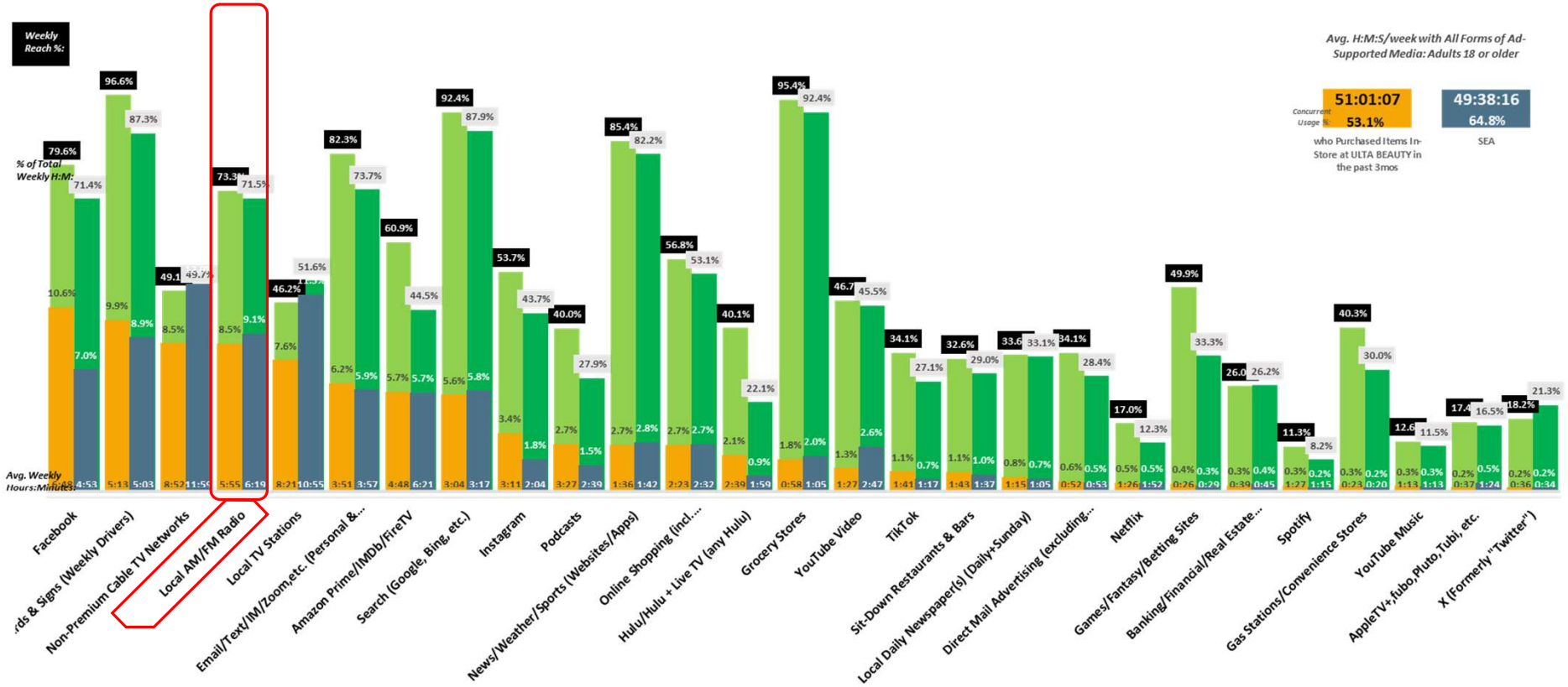
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[(Stores/services shopped in-store past 3 months: Ulta AND Stores/services bought past 3 months: Ulta)]

Adults 18 or older who Purchased Items In-Store at ULTA BEAUTY in the past 3mos spend an average of 2 days, 3 hours, 1 minutes and 7 seconds each week with All Forms of Ad-Supported Media.

73.3% of Adults 18 or older who Purchased Items In-Store at ULTA BEAUTY in the past 3mos spend an avg. of 5 hours and 55 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 8.5% of total time spent with all forms of Ad-Supported Me

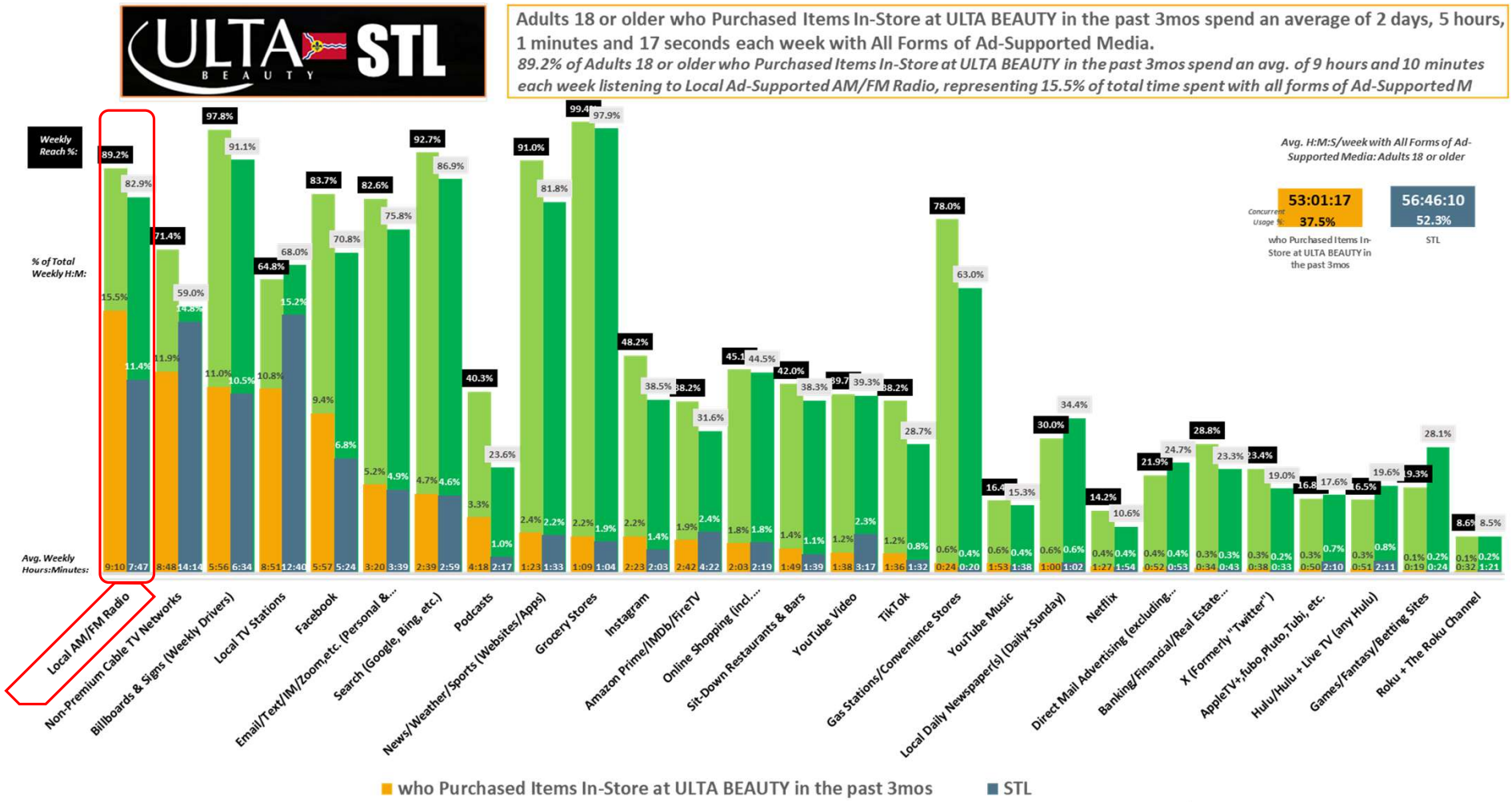


SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 279 SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 3,951

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[(Stores/services shopped in-store past 3 months: Ulta AND Stores/services bought past 3 months: Ulta)]

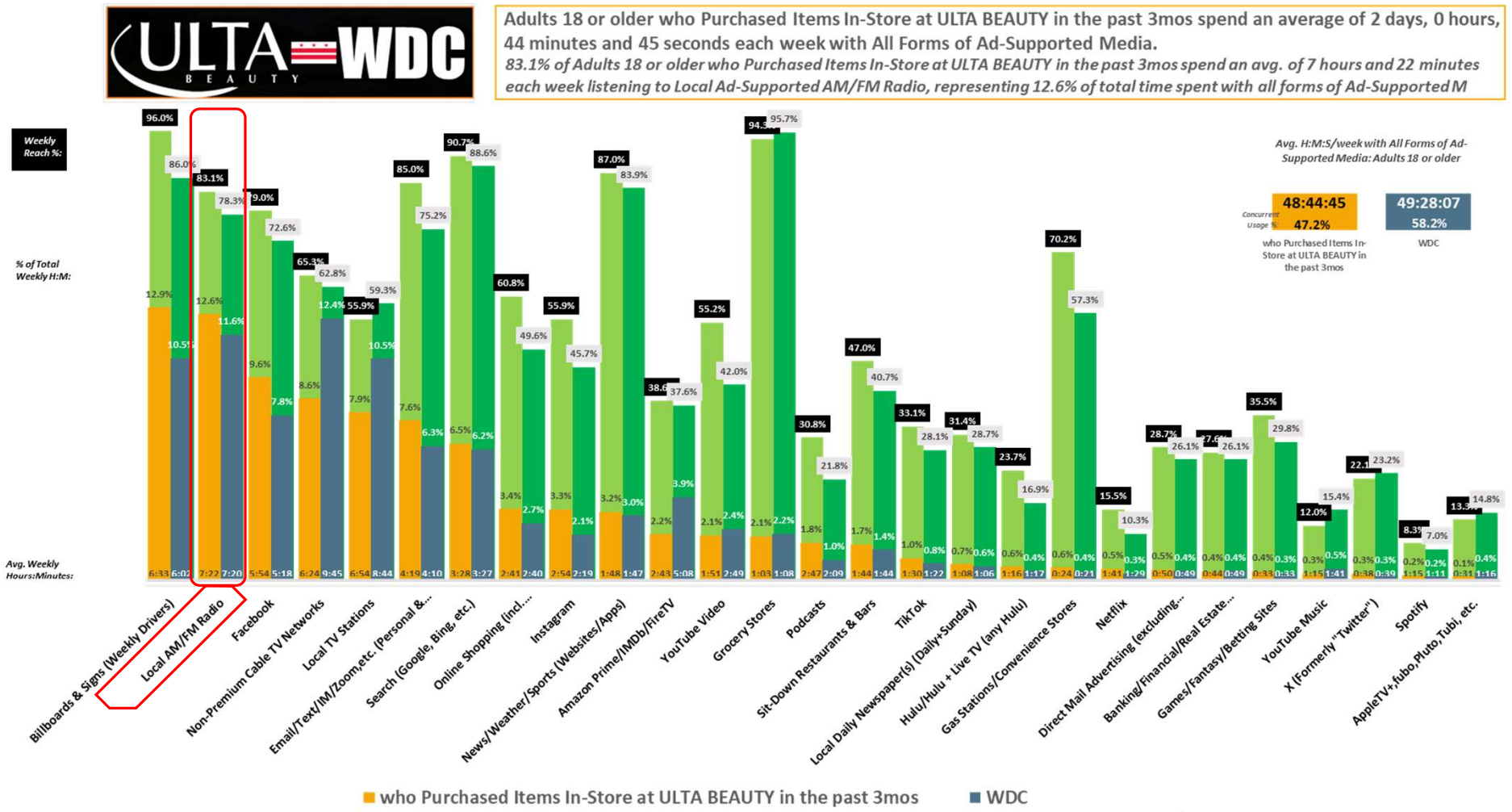


STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 105 ST. LOUIS DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,952

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[(Stores/services shopped in-store past 3 months: Ulta AND Stores/services bought past 3 months: Ulta)]



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 359 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,411

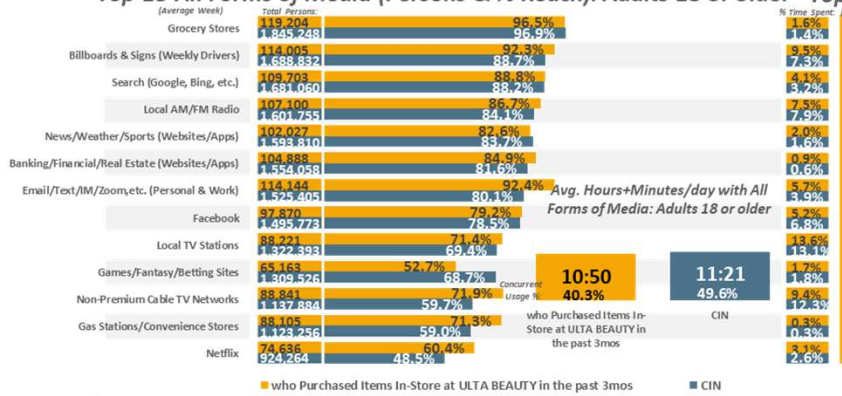
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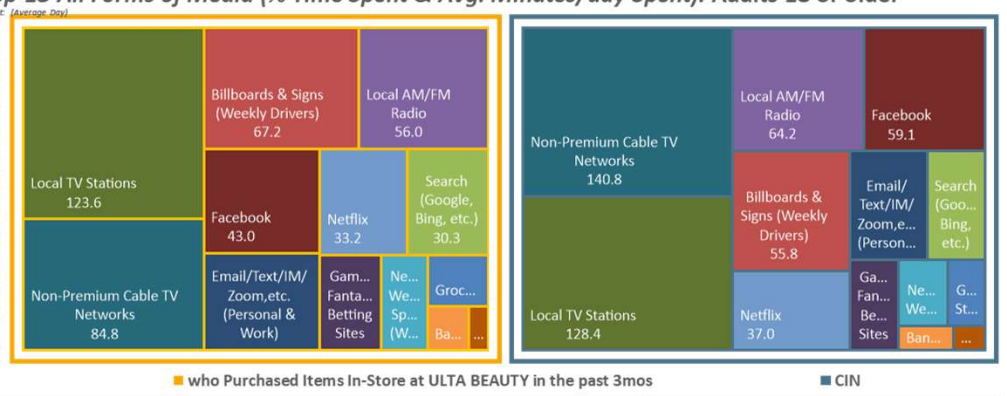
[(Stores/services shopped in-store past 3 months: Ulta AND Stores/services bought past 3 months: Ulta)]

Adults 18 or older who Purchased Items In-Store at ULTA BEAUTY in the past 3mos spend an average of 8 hours and 7 minutes each day with All Forms of Ad-Supported Media. 82.7% listen to Local AM/FM Radio for an avg. of 50.9 minutes/day. *(Local Radio delivers 8.6% of Time with Ad-Supported Media.)*

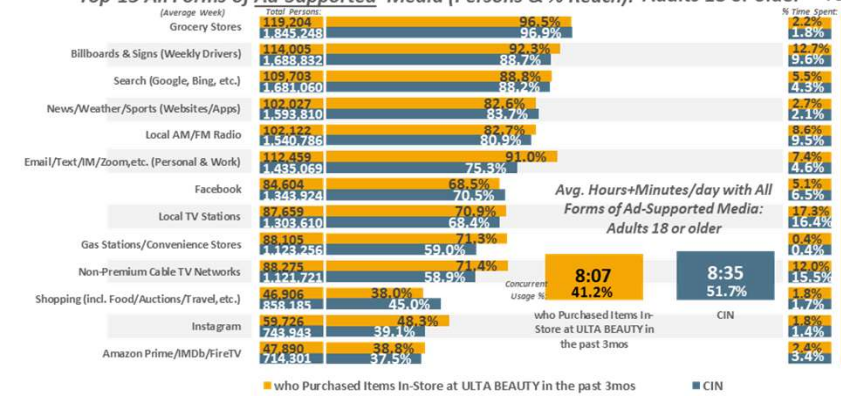
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



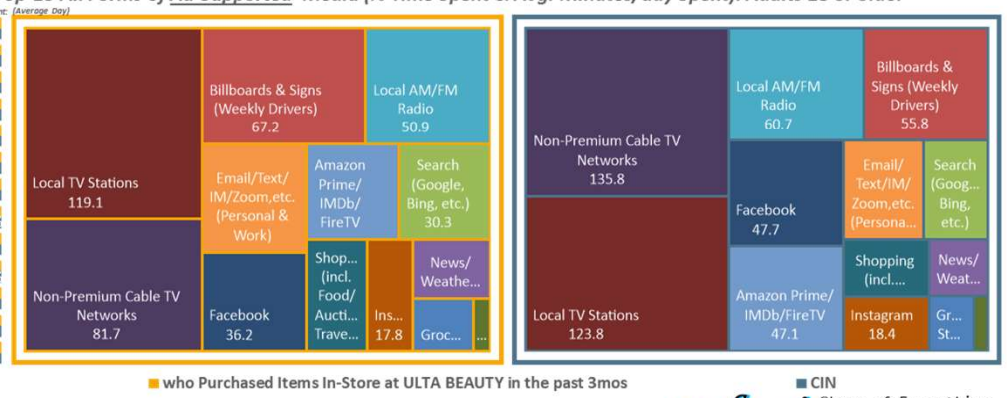
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 134

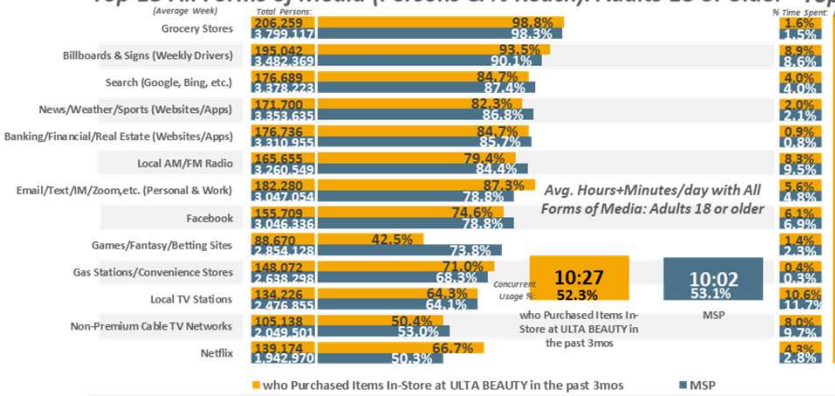
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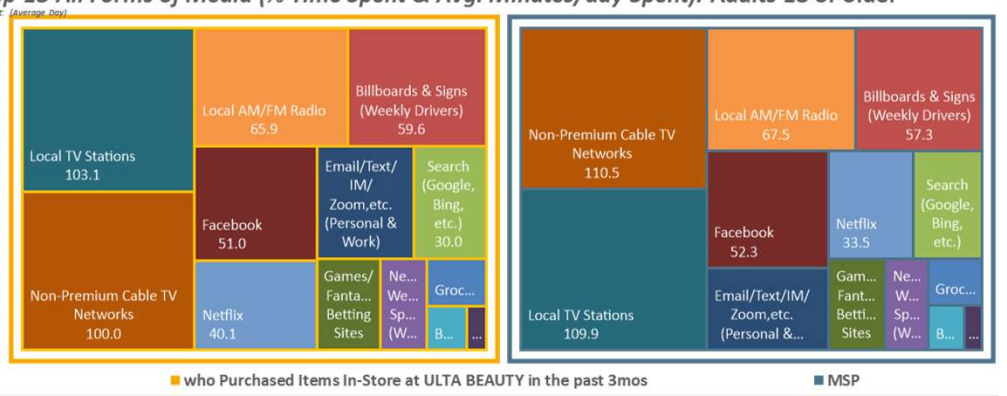
[(Stores/services shopped in-store past 3 months: Ulta AND Stores/services bought past 3 months: Ulta)]

Adults 18 or older who Purchased Items In-Store at ULTA BEAUTY in the past 3mos spend an average of 8 hours and 4 minutes each day with All Forms of Ad-Supported Media. 75.4% listen to Local AM/FM Radio for an avg. of 62.3 minutes/day. *(Local Radio delivers 9.7% of Time with Ad-Supported Media.)*

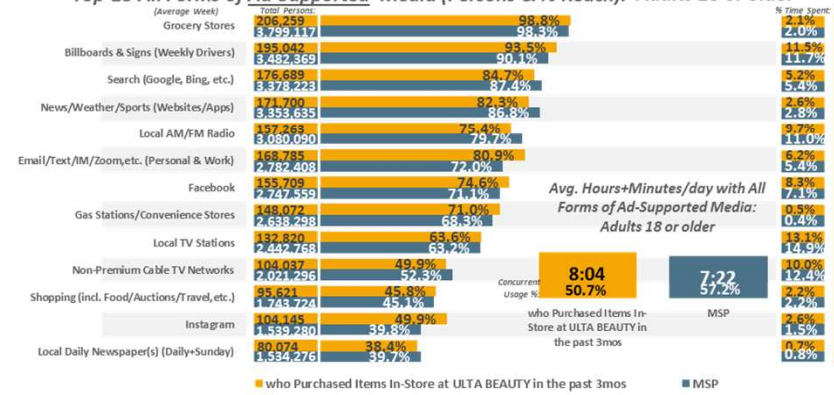
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



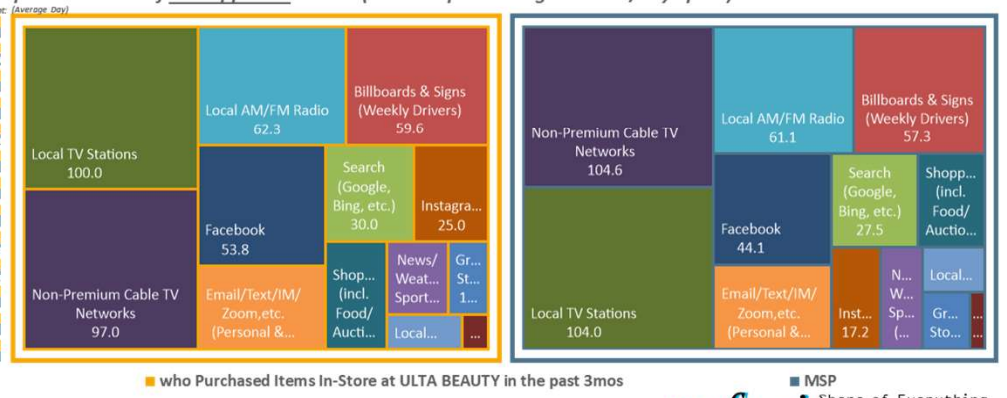
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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



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



MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 108

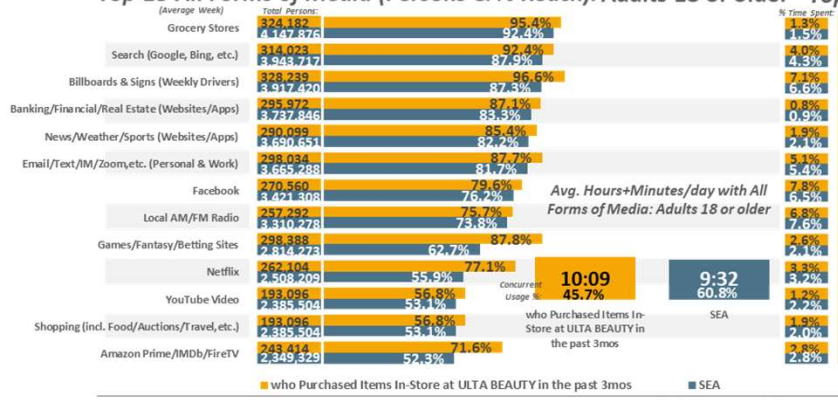
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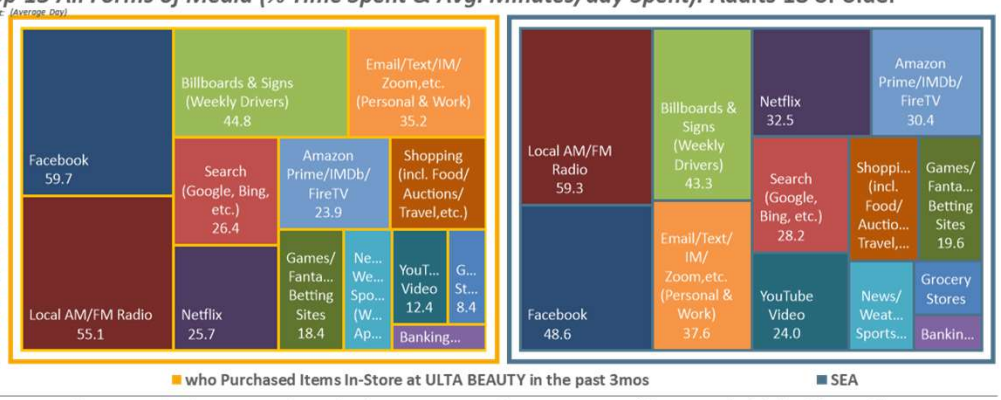
[(Stores/services shopped in-store past 3 months: Ulta AND Stores/services bought past 3 months: Ulta)]

Adults 18 or older who Purchased Items In-Store at ULTA BEAUTY in the past 3mos spend an average of 7 hours and 17 minutes each day with All Forms of Ad-Supported Media. 73.3% listen to Local AM/FM Radio for an avg. of 50.8 minutes/day. *(Local Radio delivers 8.5% of Time with Ad-Supported Media.)*

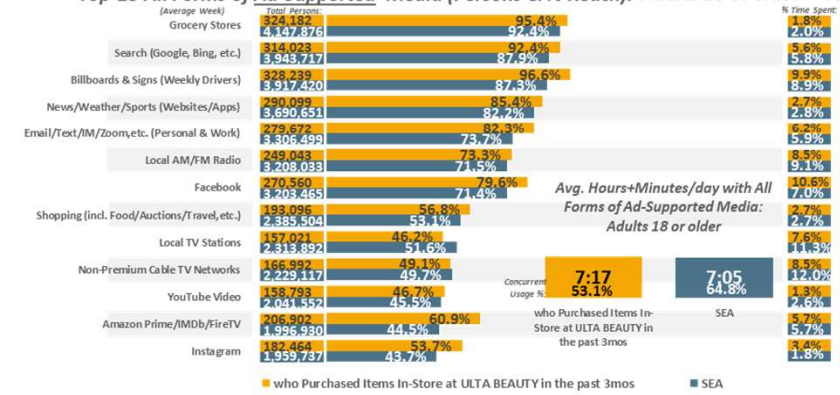
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



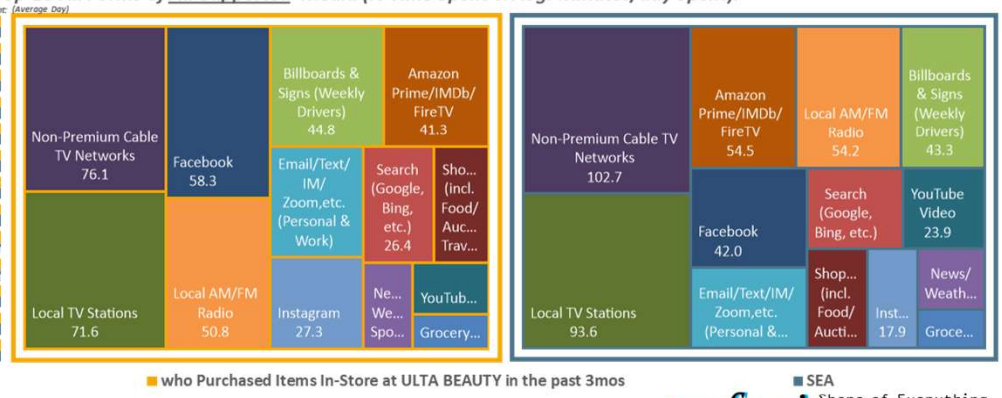
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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



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



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 279

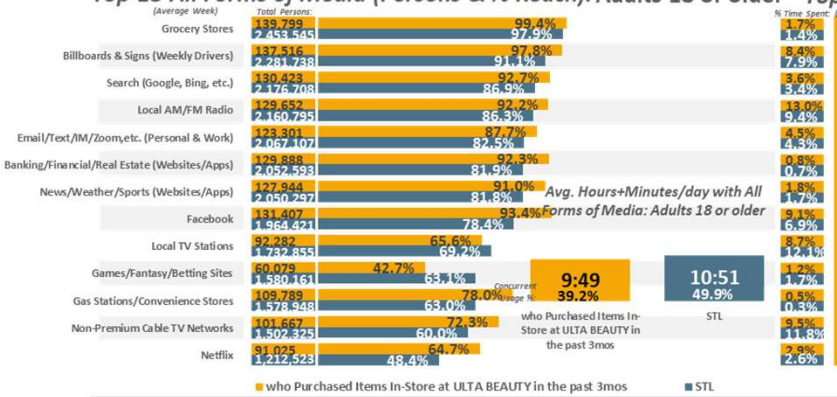
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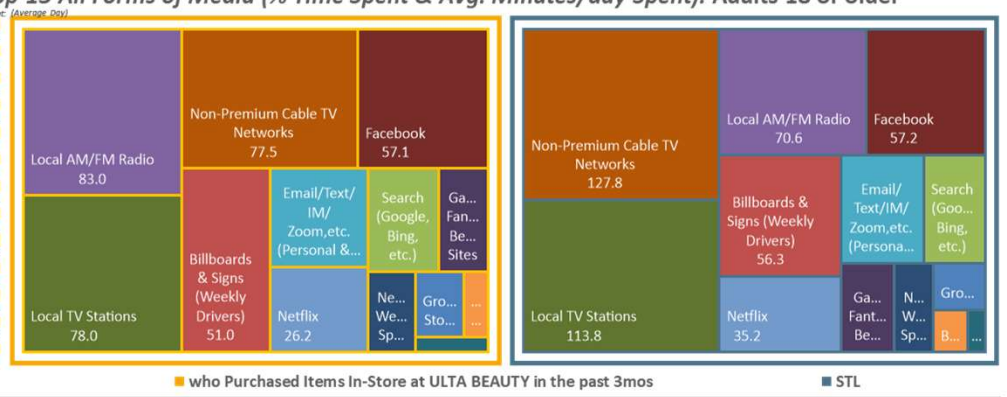
[(Stores/services shopped in-store past 3 months: Ulta AND Stores/services bought past 3 months: Ulta)]

Adults 18 or older who Purchased Items In-Store at ULTA BEAUTY in the past 3mos spend an average of 7 hours and 34 minutes each day with All Forms of Ad-Supported Media. 89.2% listen to Local AM/FM Radio for an avg. of 78.7 minutes/day. *(Local Radio delivers 15.5% of Time with Ad-Supported Media.)*

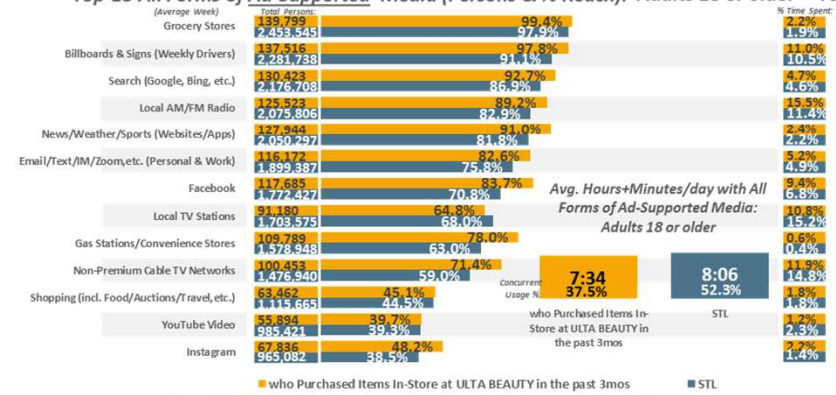
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



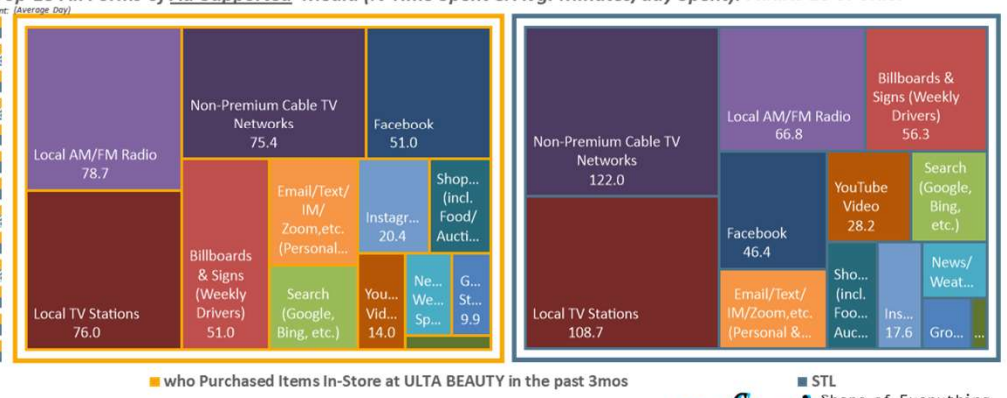
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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



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



STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 105

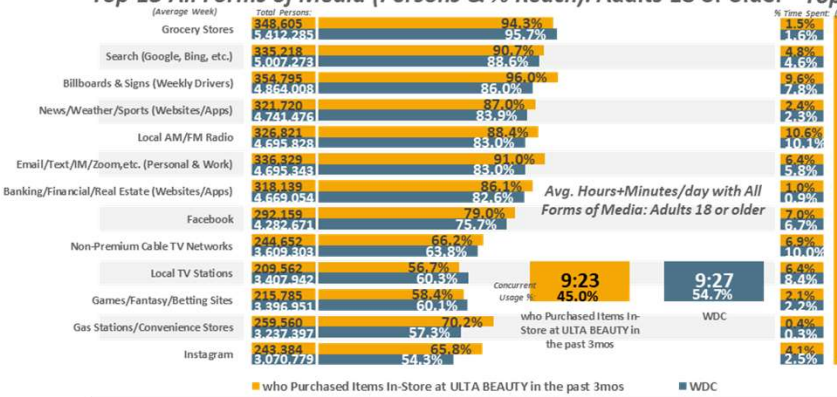
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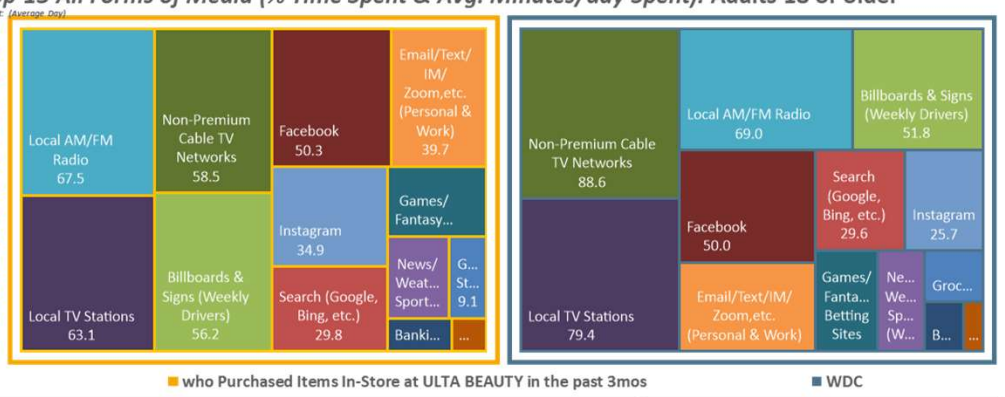
[(Stores/services shopped in-store past 3 months: Ulta AND Stores/services bought past 3 months: Ulta)]

Adults 18 or older who Purchased Items In-Store at ULTA BEAUTY in the past 3mos spend an average of 6 hours and 57 minutes each day with All Forms of Ad-Supported Media. 83.1% listen to Local AM/FM Radio for an avg. of 63.3 minutes/day. *(Local Radio delivers 12.6% of Time with Ad-Supported Media.)*

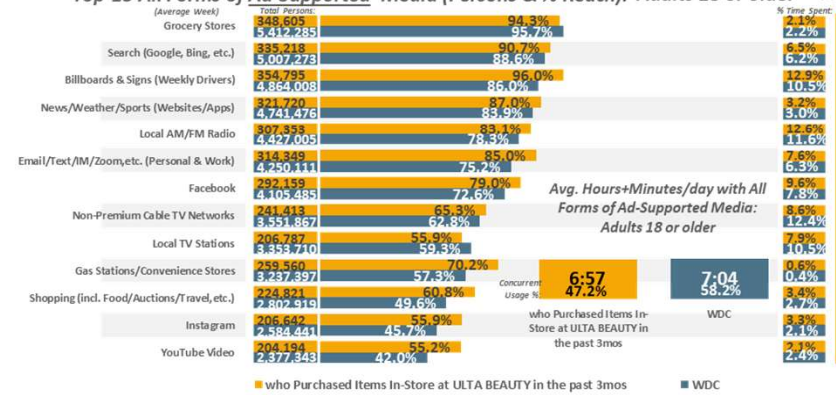
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



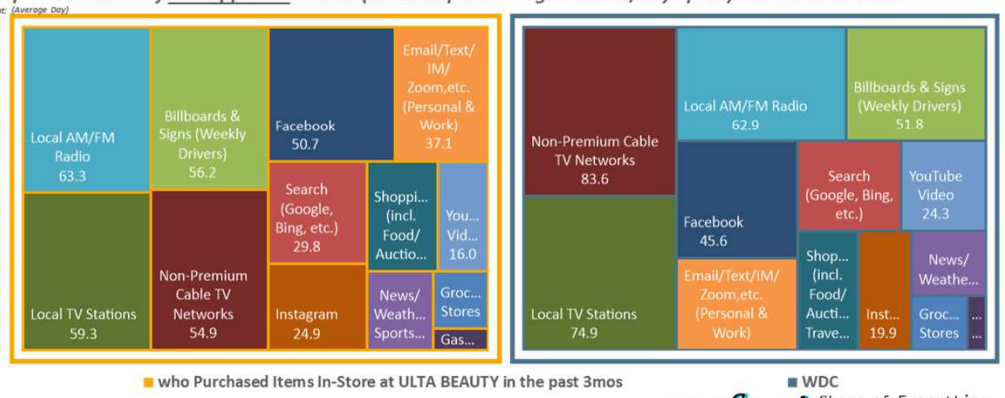
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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



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



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 359

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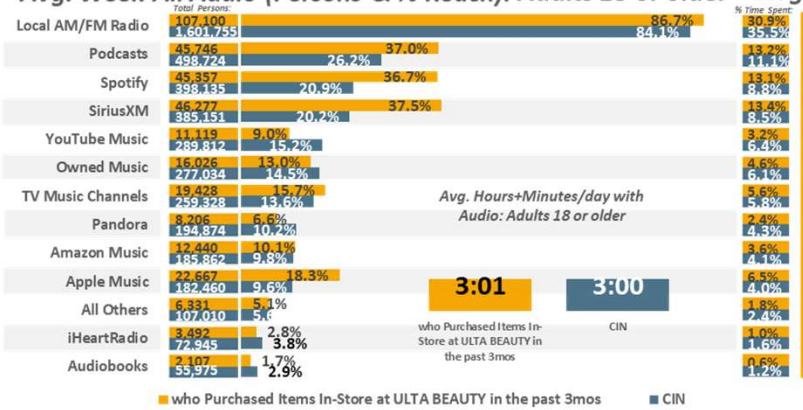
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[(Stores/services shopped in-store past 3 months: Ulta AND Stores/services bought past 3 months: Ulta)]

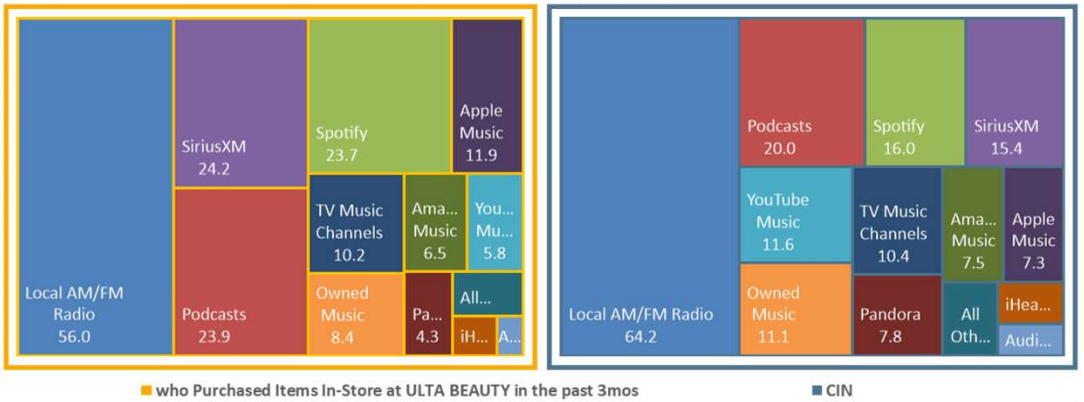


102,122 or 82.7% of Adults 18 or older who Purchased Items In-Store at ULTA BEAUTY in the past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 50.9 minutes every day representing 44.1% of all time spent daily with Ad-Supported Audio.

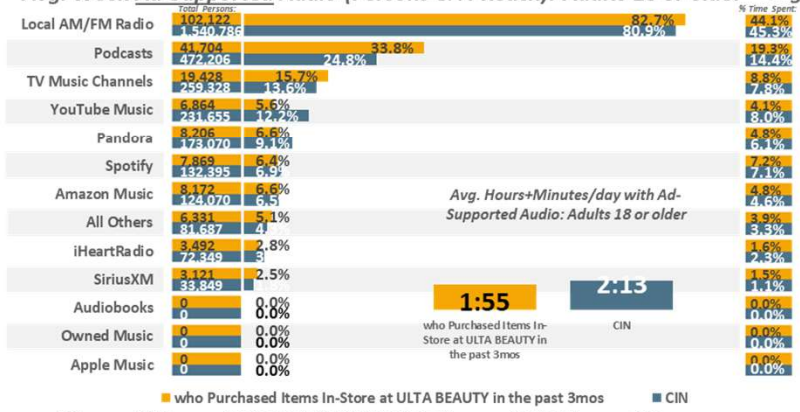
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



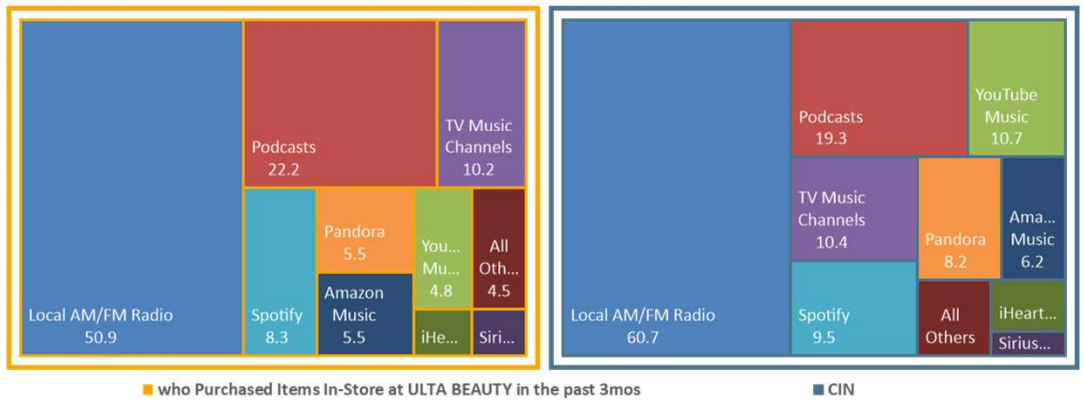
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 134

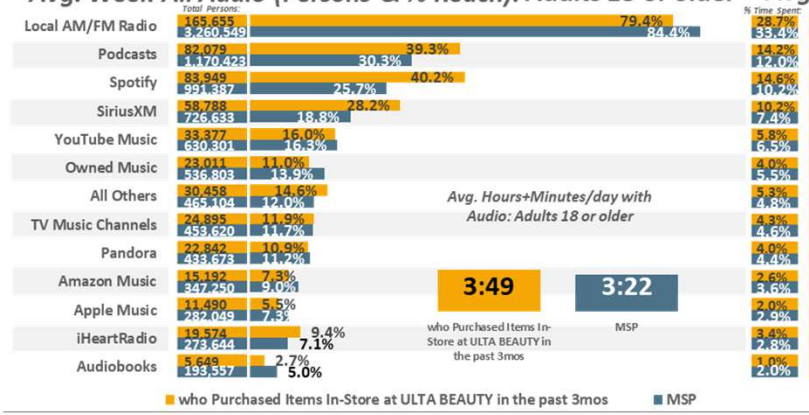
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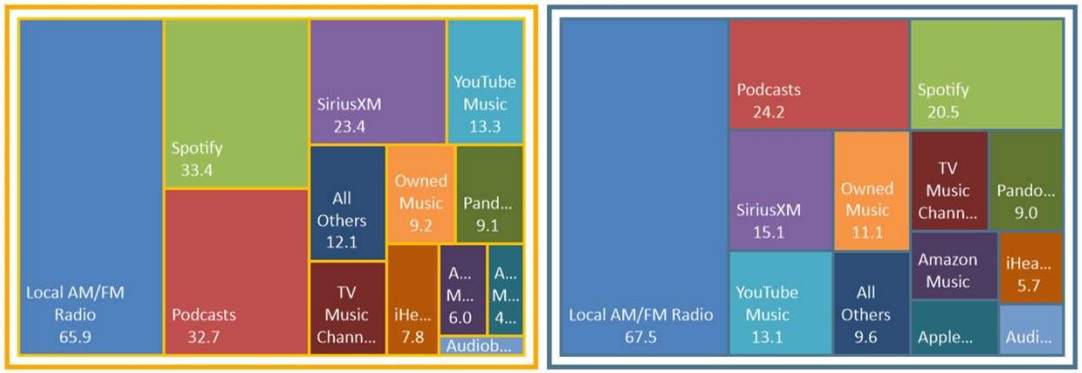
[(Stores/services shopped in-store past 3 months: Ulta AND Stores/services bought past 3 months: Ulta)]

157,263 or 75.4% of Adults 18 or older who Purchased Items In-Store at ULTA BEAUTY in the past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 62.3 minutes every day representing 41.% of all time spent daily with Ad-Supported Audio.

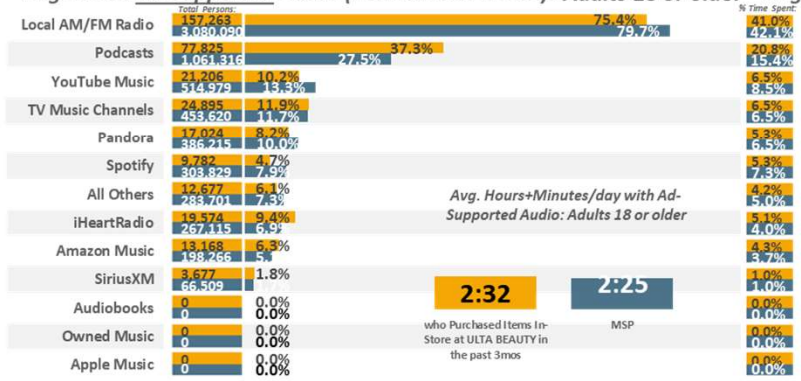
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



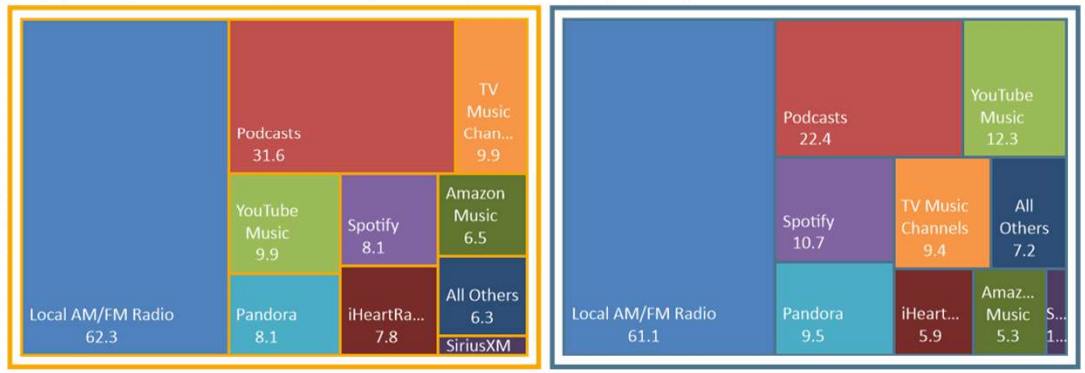
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 108

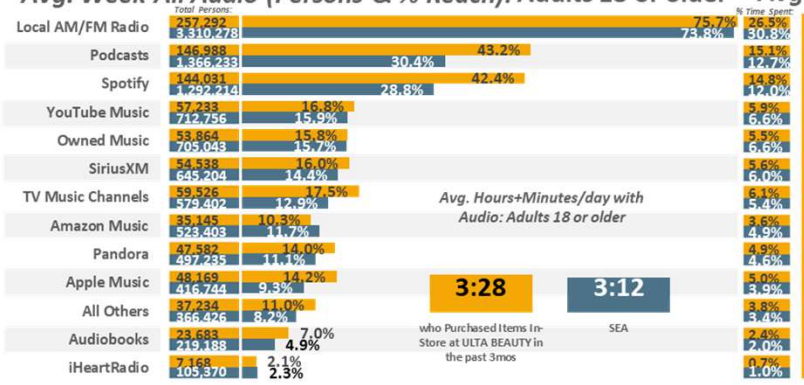
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[(Stores/services shopped in-store past 3 months: Ulta AND Stores/services bought past 3 months: Ulta)]

249,043 or 73.3% of Adults 18 or older who Purchased Items In-Store at ULTA BEAUTY in the past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 50.8 minutes every day representing 36.2% of all time spent daily with Ad-Supported Audio.

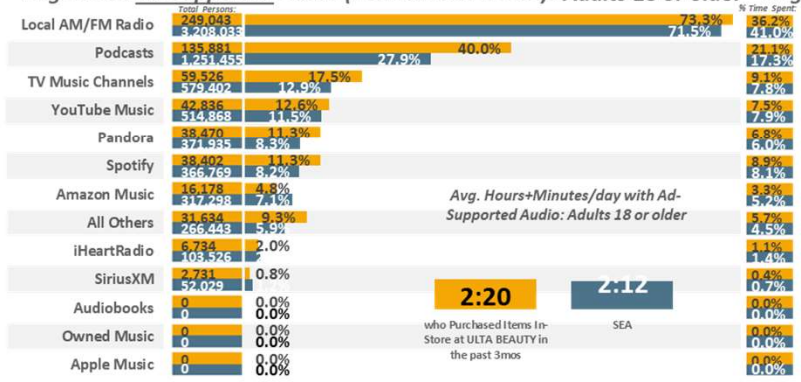
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



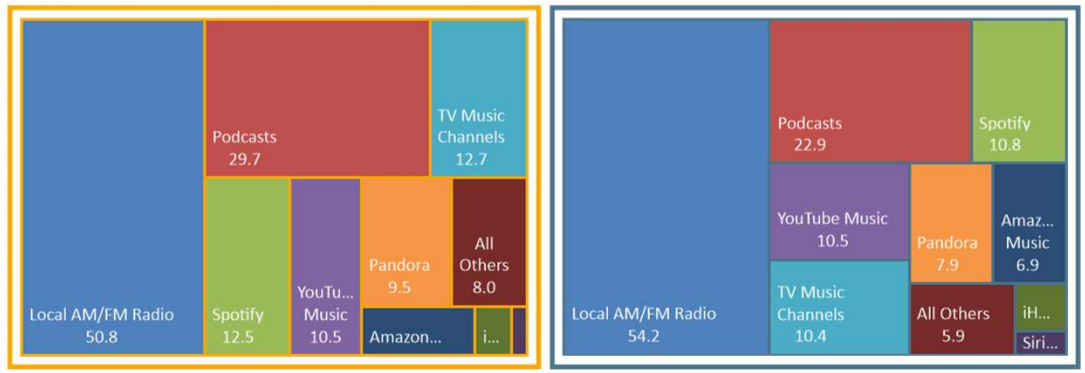
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 279

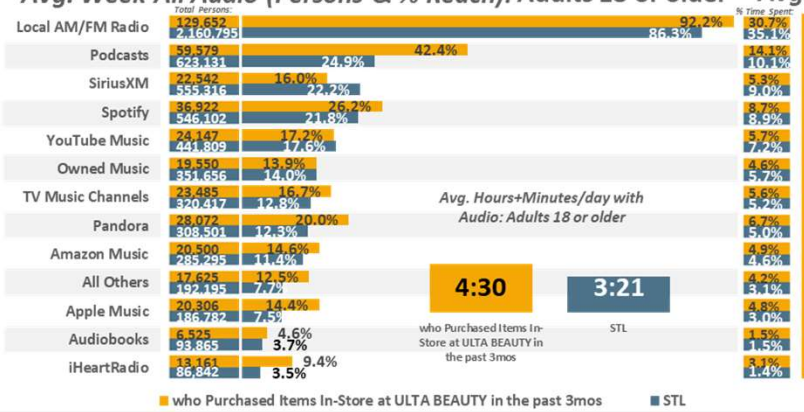
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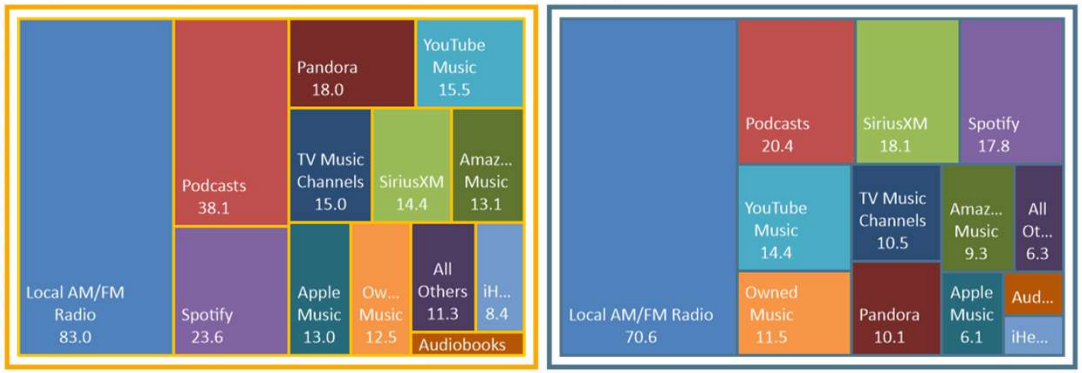
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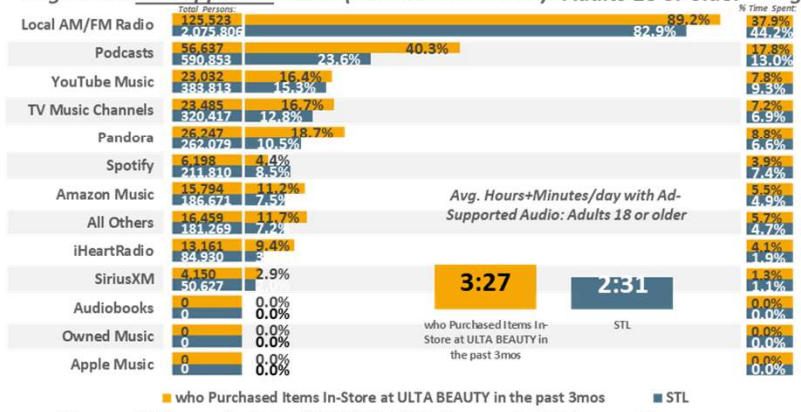
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



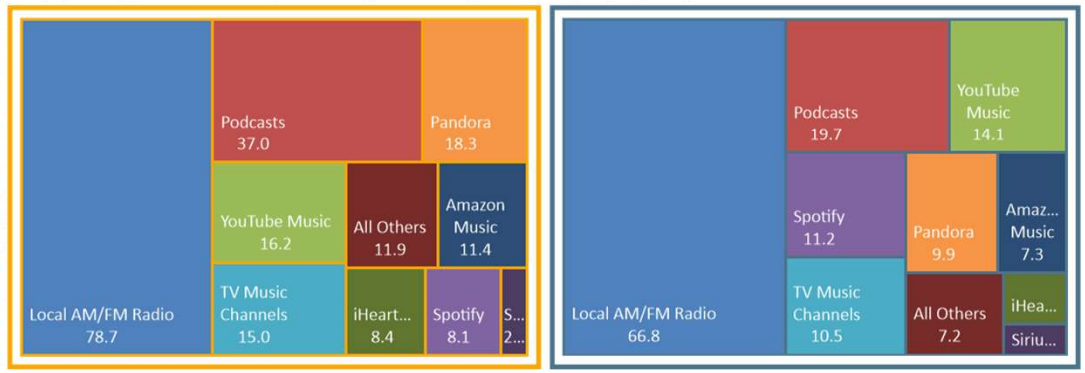
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 105

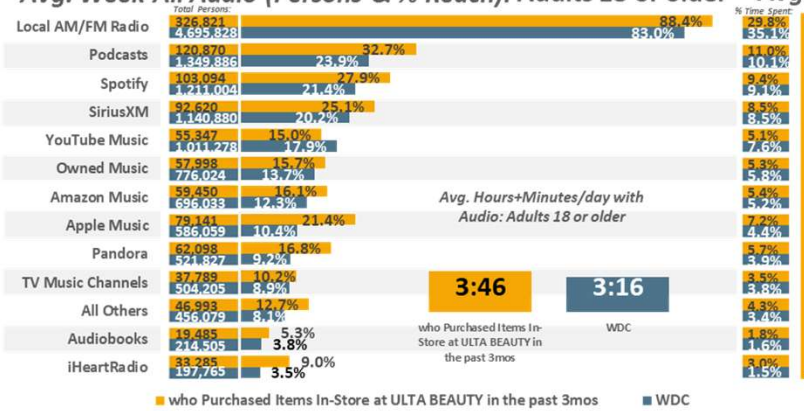
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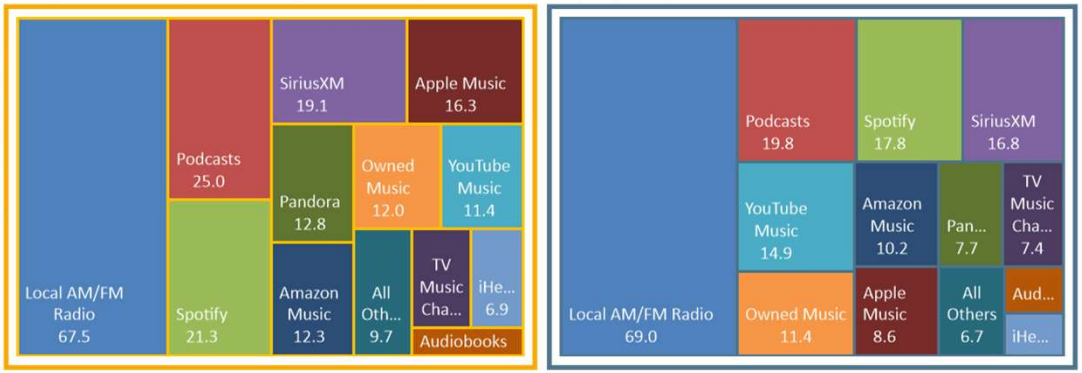
[(Stores/services shopped in-store past 3 months: Ulta AND Stores/services bought past 3 months: Ulta)]

307,353 or 83.1% of Adults 18 or older who Purchased Items In-Store at ULTA BEAUTY in the past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 63.3 minutes every day representing 40.9% of all time spent daily with Ad-Supported Audio.

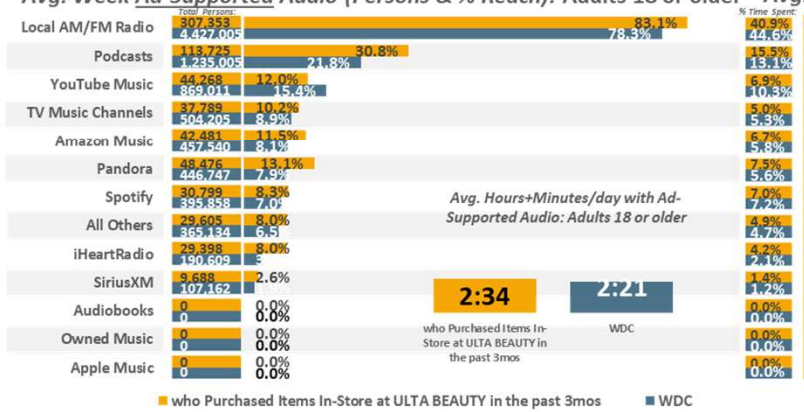
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



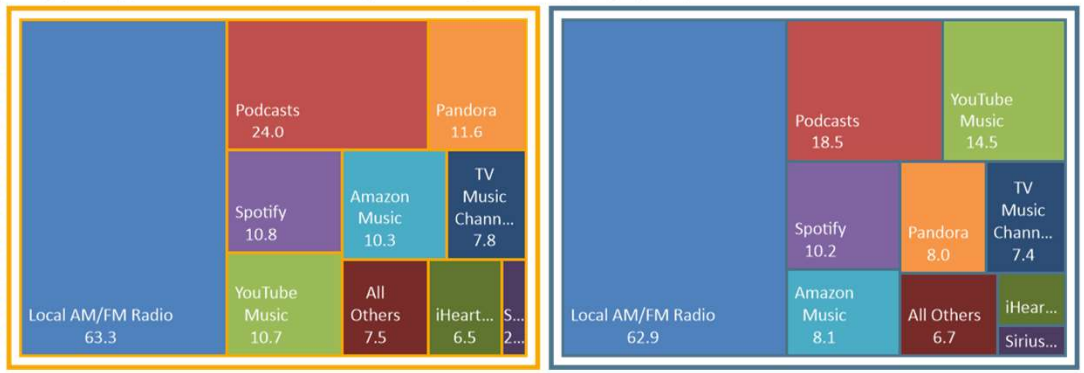
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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

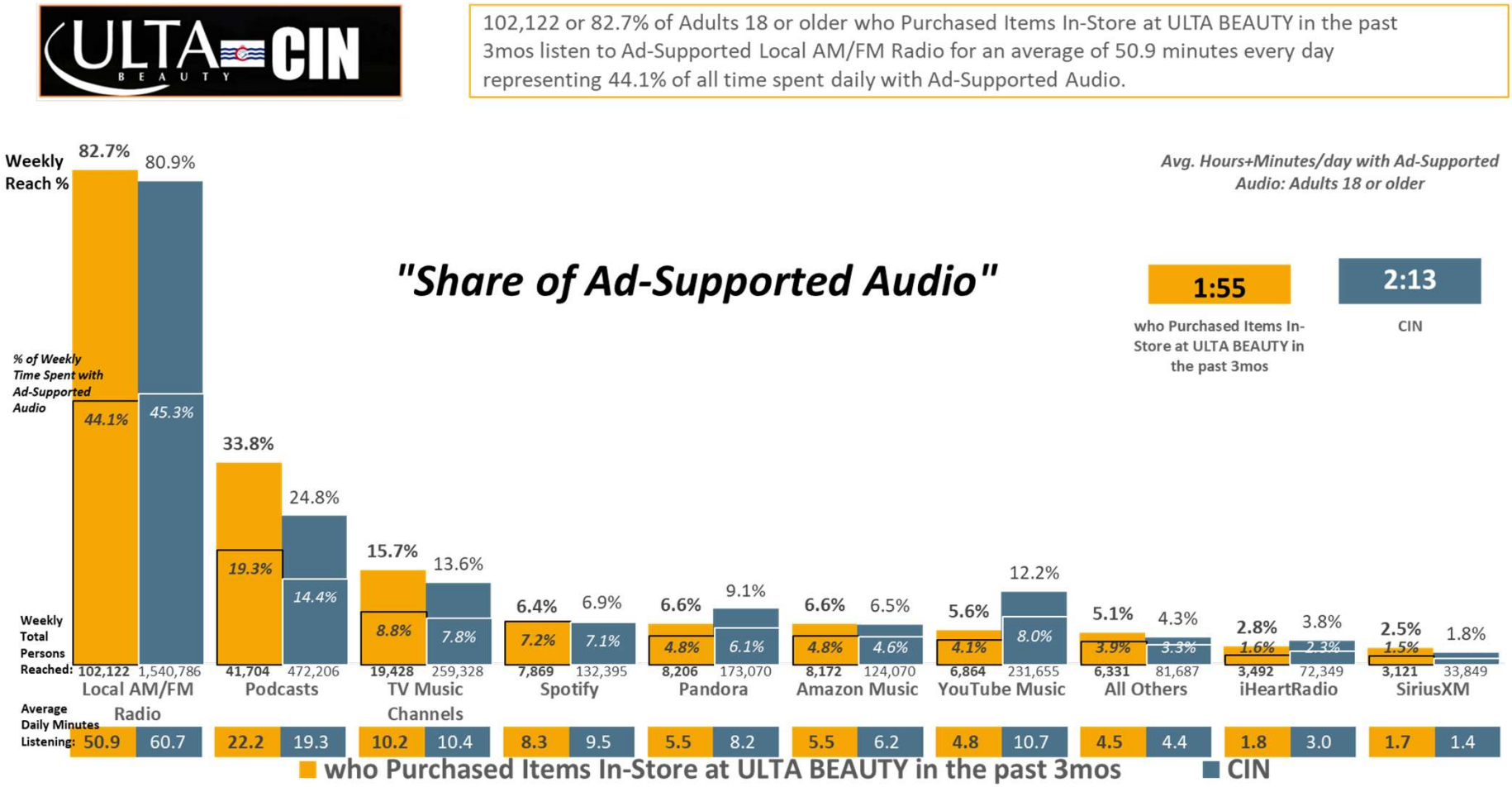


WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 359

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[(Stores/services shopped in-store past 3 months: Ulta AND Stores/services bought past 3 months: Ulta)]



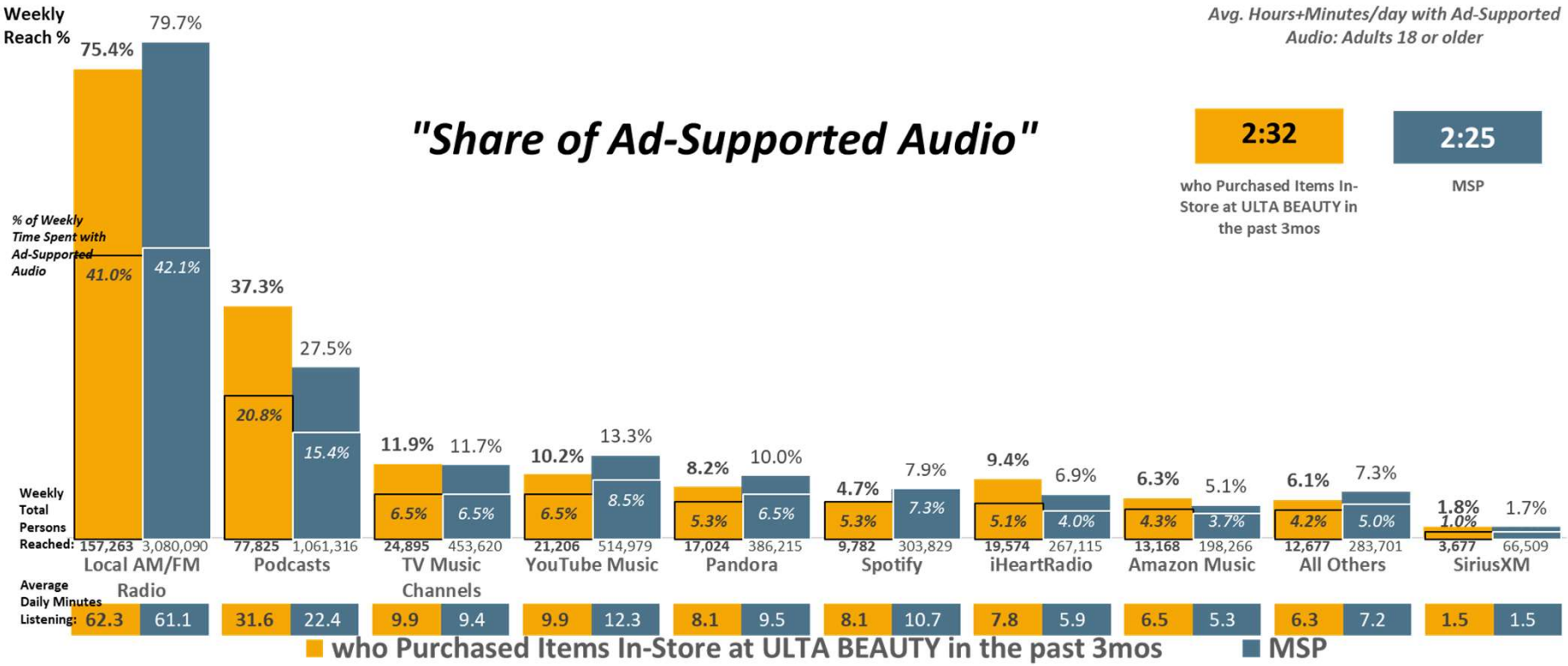
CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 134 CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,928

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[(Stores/services shopped in-store past 3 months: Ulta AND Stores/services bought past 3 months: Ulta)]

157,263 or 75.4% of Adults 18 or older who Purchased Items In-Store at ULTA BEAUTY in the past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 62.3 minutes every day representing 41.% of all time spent daily with Ad-Supported Audio.



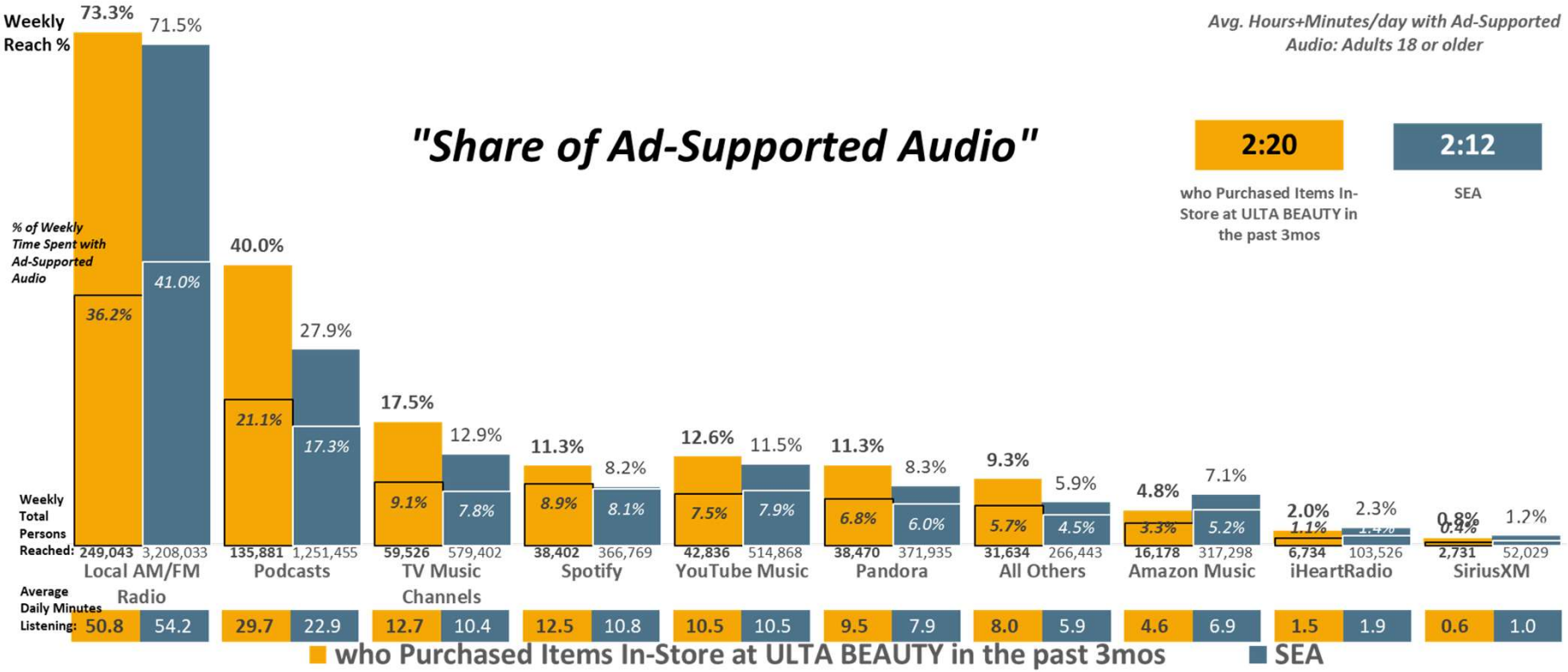
MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 108 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,862

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[(Stores/services shopped in-store past 3 months: Ulta AND Stores/services bought past 3 months: Ulta)]

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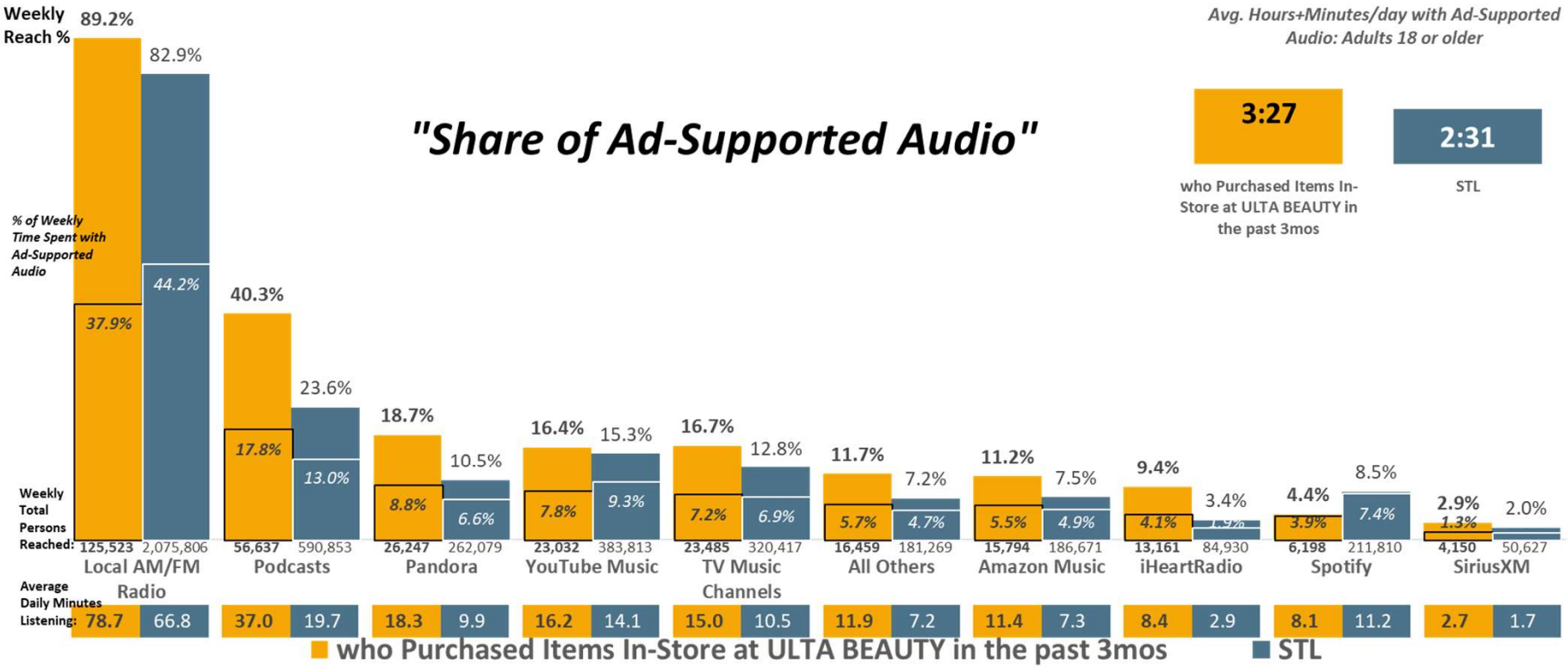
SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 279 SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 3,951

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[(Stores/services shopped in-store past 3 months: Ulta AND Stores/services bought past 3 months: Ulta)]

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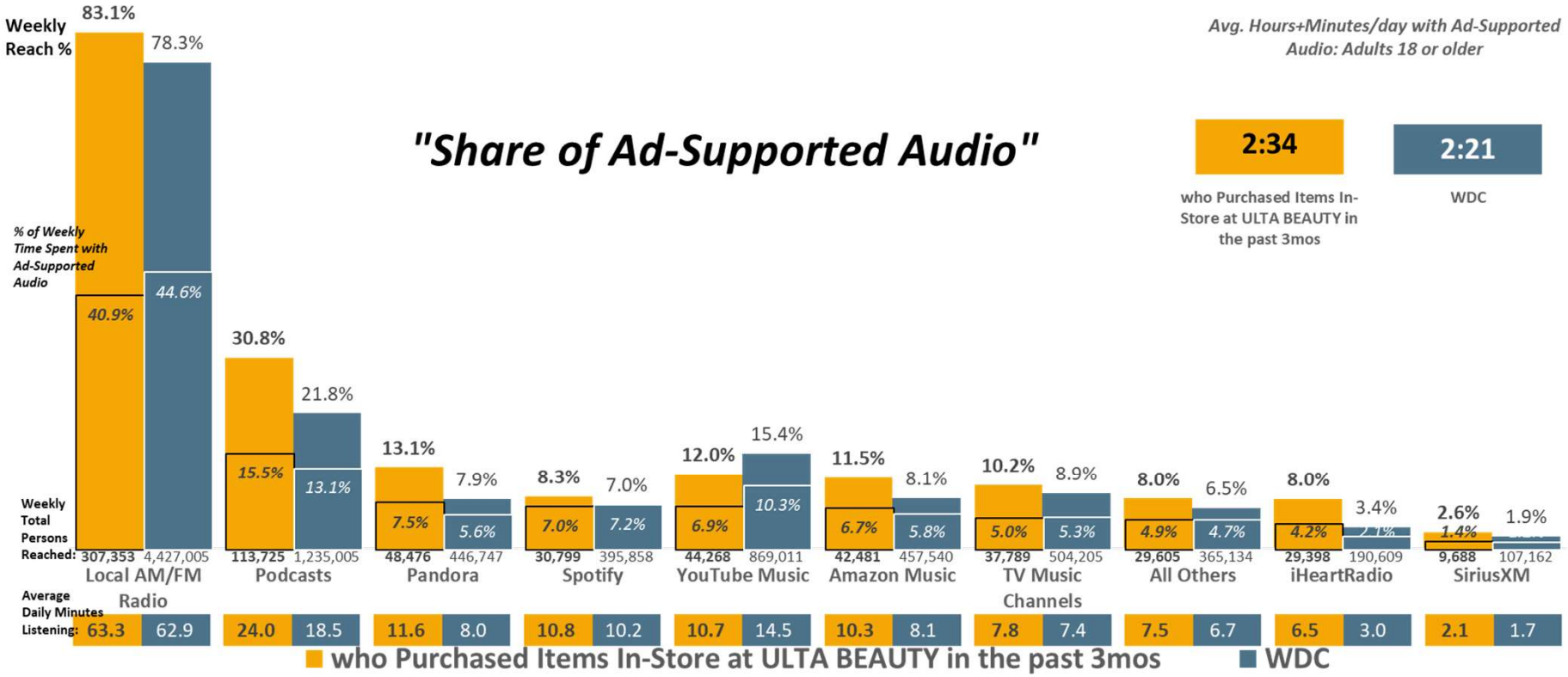
STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 105 ST. LOUIS DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,952

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[(Stores/services shopped in-store past 3 months: Ulta AND Stores/services bought past 3 months: Ulta)]

307,353 or 83.1% of Adults 18 or older who Purchased Items In-Store at ULTA BEAUTY in the past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 63.3 minutes every day representing 40.9% of all time spent daily with Ad-Supported Audio.



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 359 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,411

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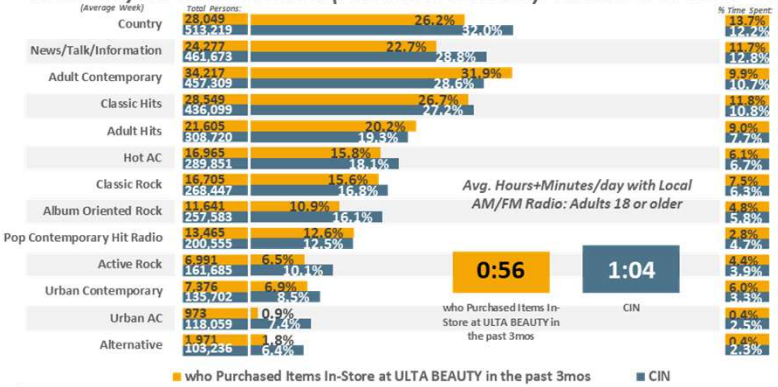
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[(Stores/services shopped in-store past 3 months: Ulta AND Stores/services bought past 3 months: Ulta)]

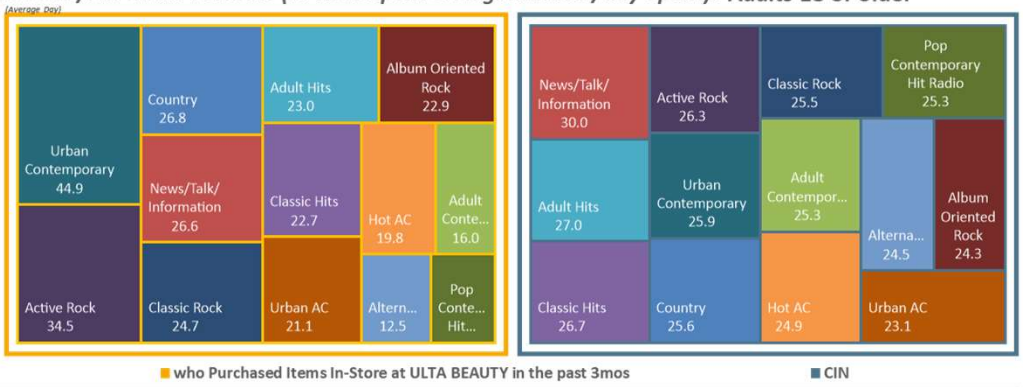


102,122 or 82.7% of Adults 18 or older who Purchased Items In-Store at ULTA BEAUTY in the past 3mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Country, Adult Hits, and Hot AC.

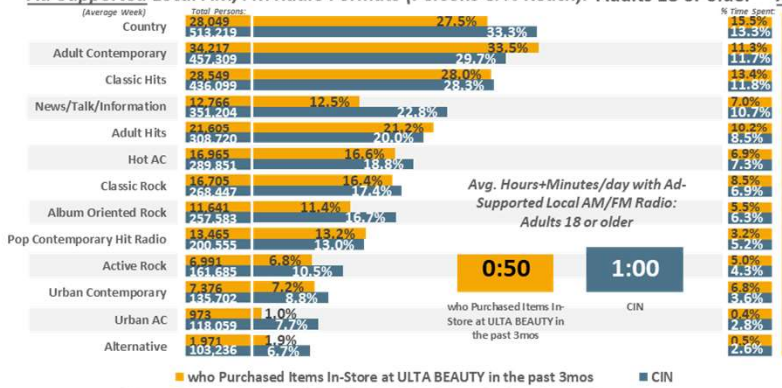
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



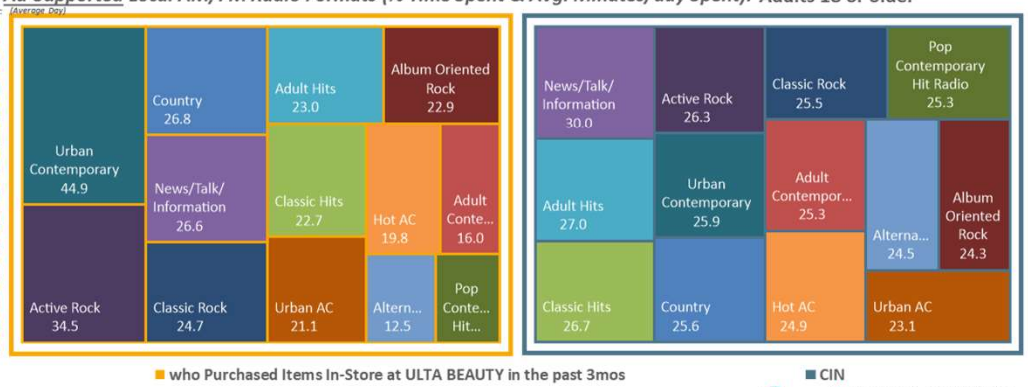
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 134

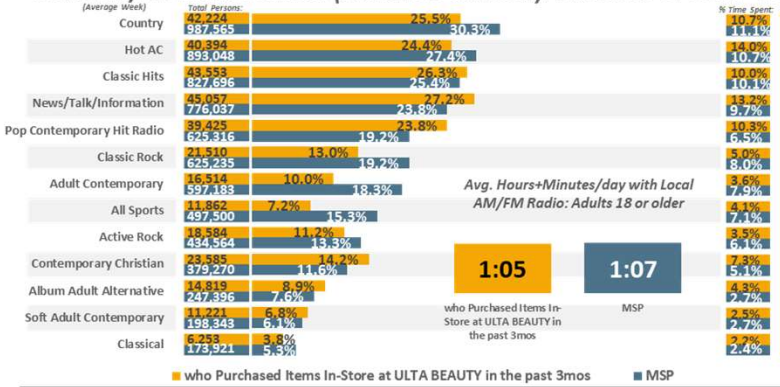
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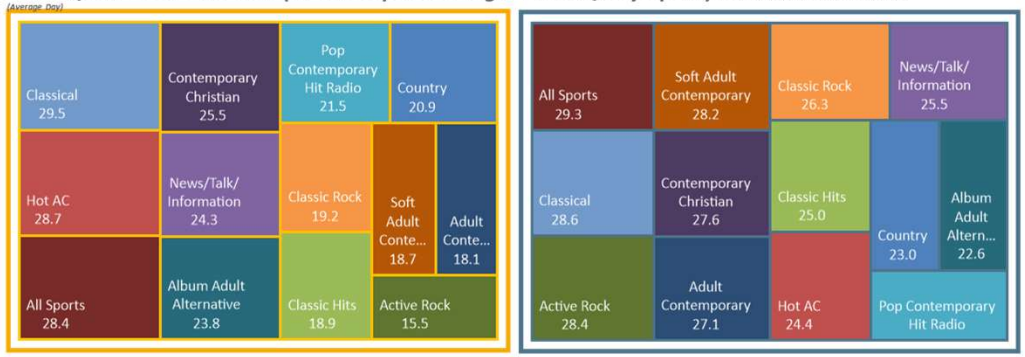
[(Stores/services shopped in-store past 3 months: Ulta AND Stores/services bought past 3 months: Ulta)]

157,263 or 75.4% of Adults 18 or older who Purchased Items In-Store at ULTA BEAUTY in the past 3mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Country, Hot AC, Pop Contemporary Hit Radio, and News/Talk/Information.

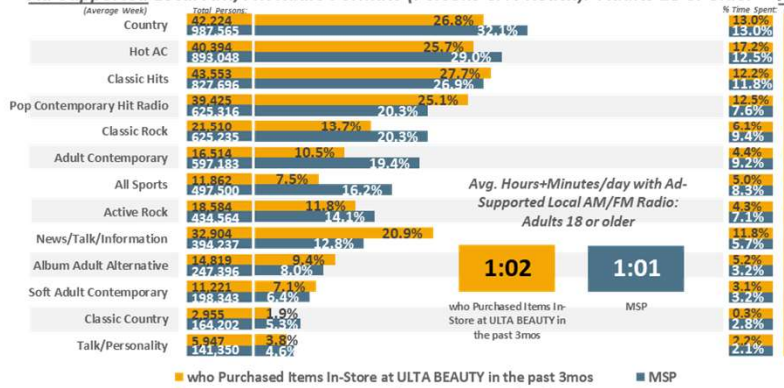
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



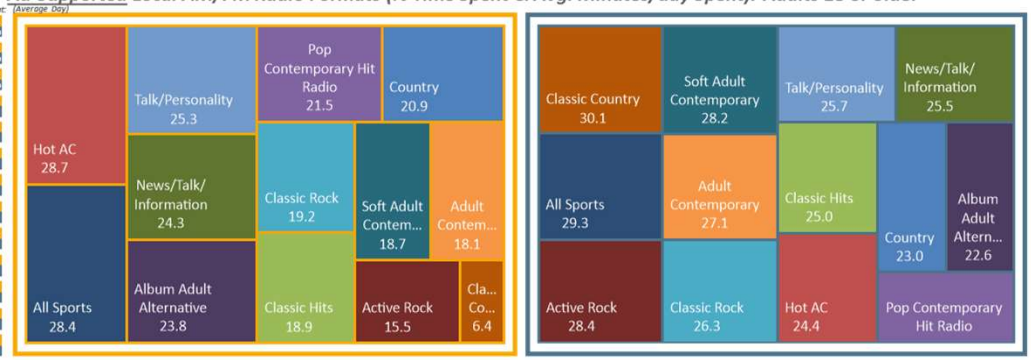
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 108

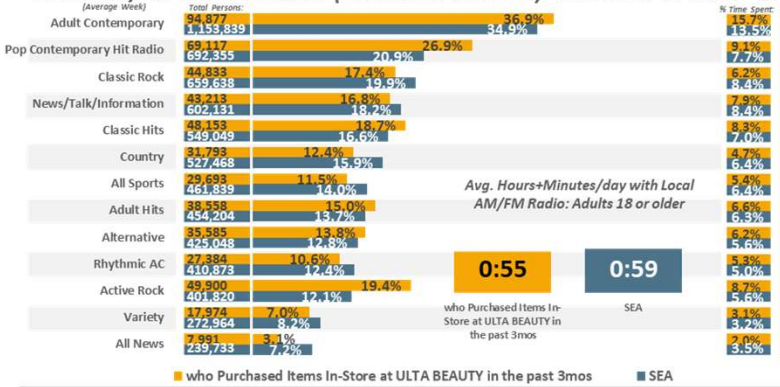
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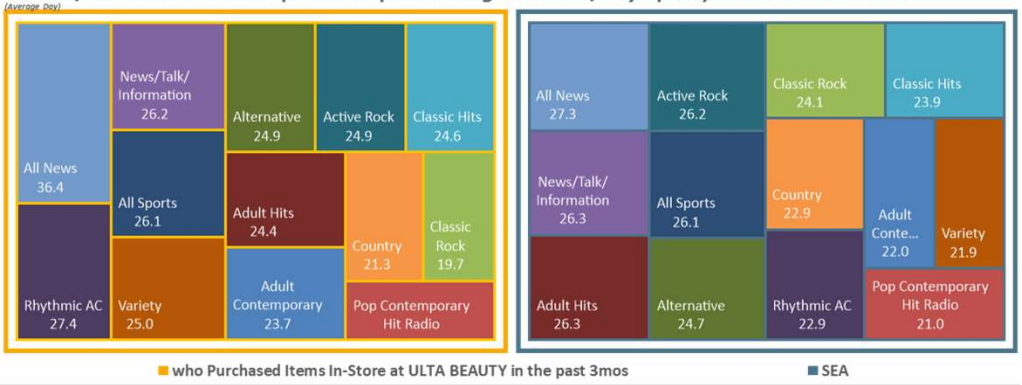
[(Stores/services shopped in-store past 3 months: Ulta AND Stores/services bought past 3 months: Ulta)]

249,043 or 73.3% of Adults 18 or older who Purchased Items In-Store at ULTA BEAUTY in the past 3mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Active Rock, Classic Hits, and Classic Rock

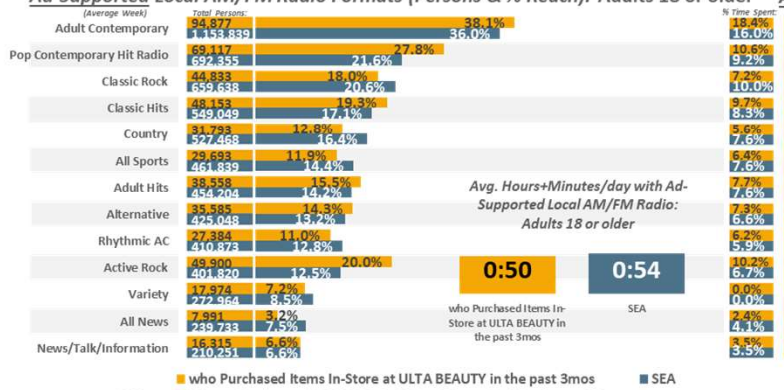
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



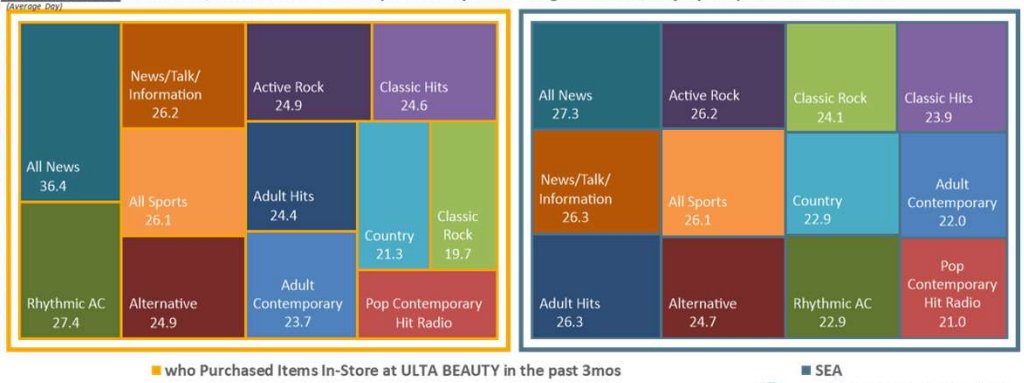
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 2024: Jan23-Jan24 Qual Intab 279

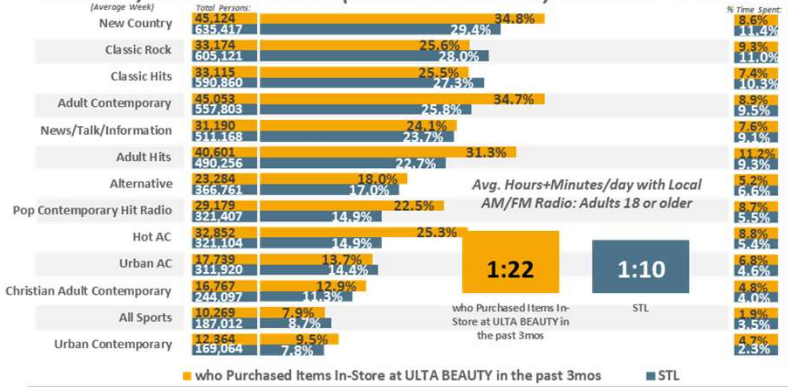
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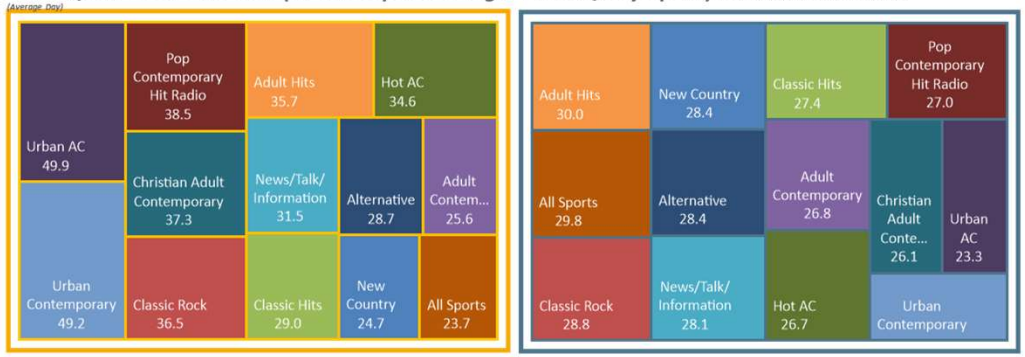
[(Stores/services shopped in-store past 3 months: Ulta AND Stores/services bought past 3 months: Ulta)]

125,523 or 89.2% of Adults 18 or older who Purchased Items In-Store at ULTA BEAUTY in the past 3mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are New Country, Adult Contemporary, Adult Hits, Classic Rock, and Classic Hits.

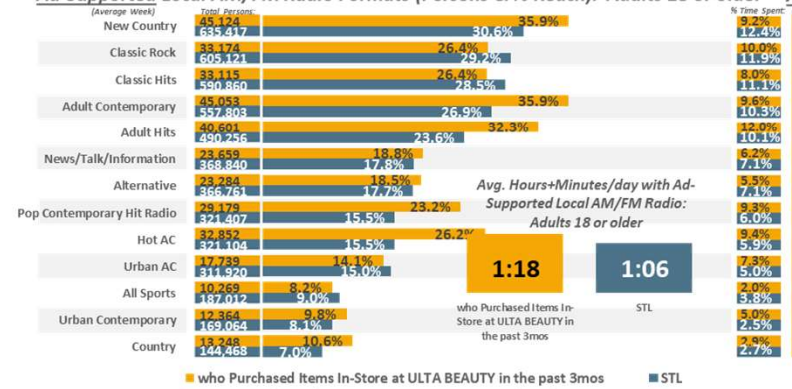
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



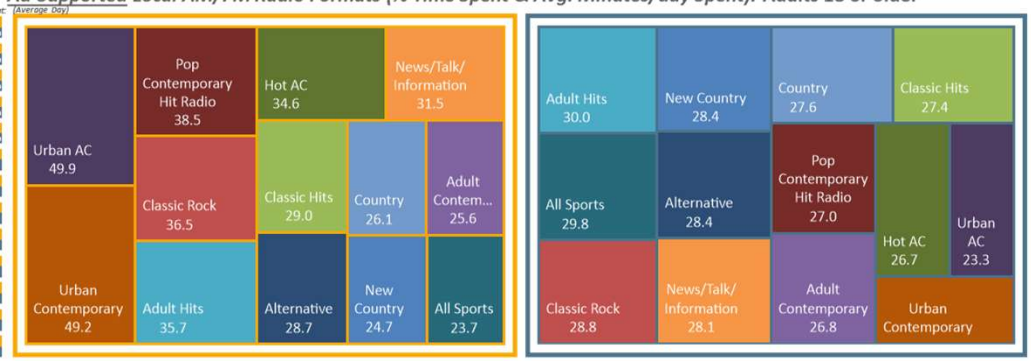
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 105

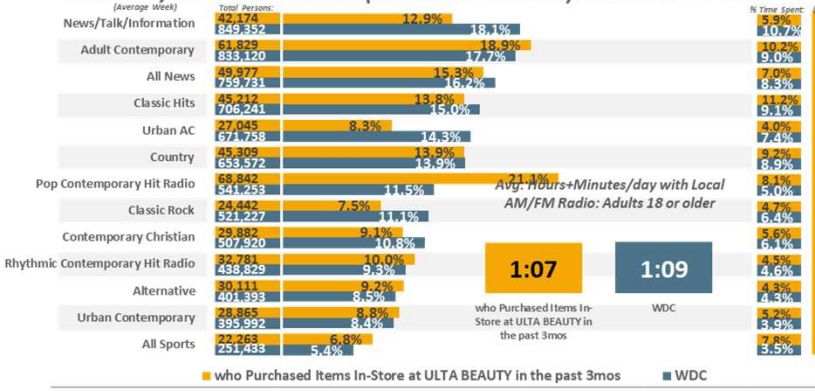
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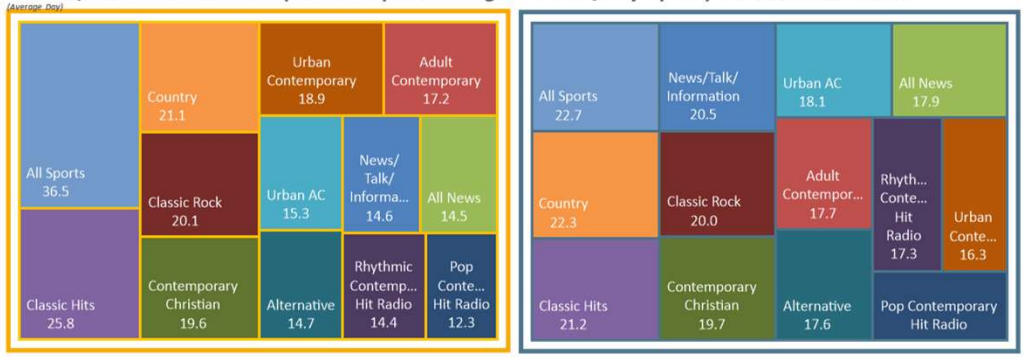
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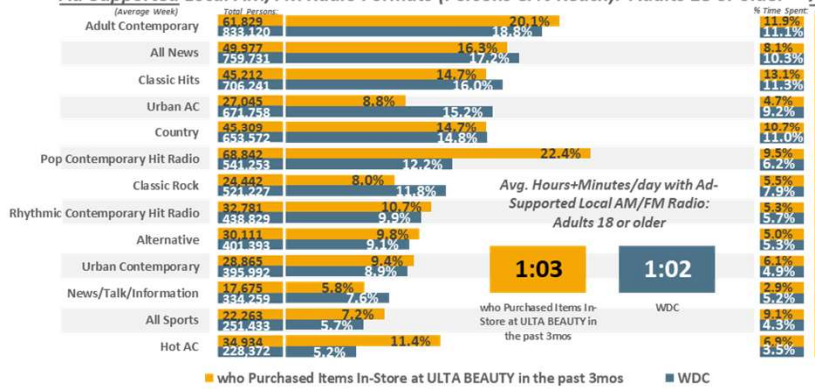
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



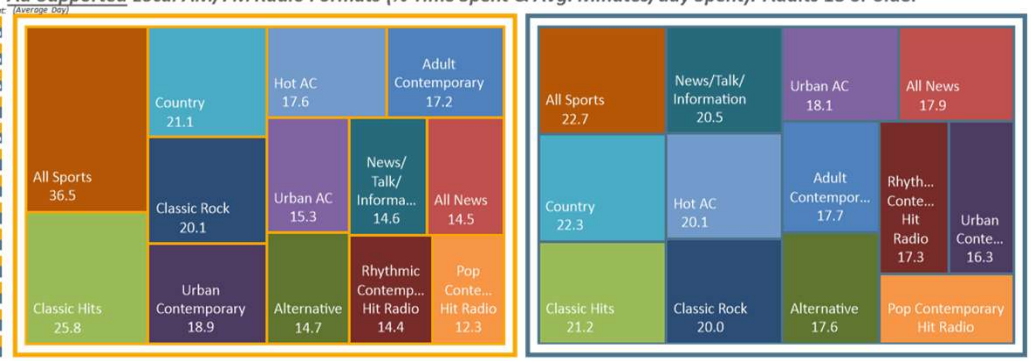
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 2024: Feb23-Apr24 Qual Intab 359

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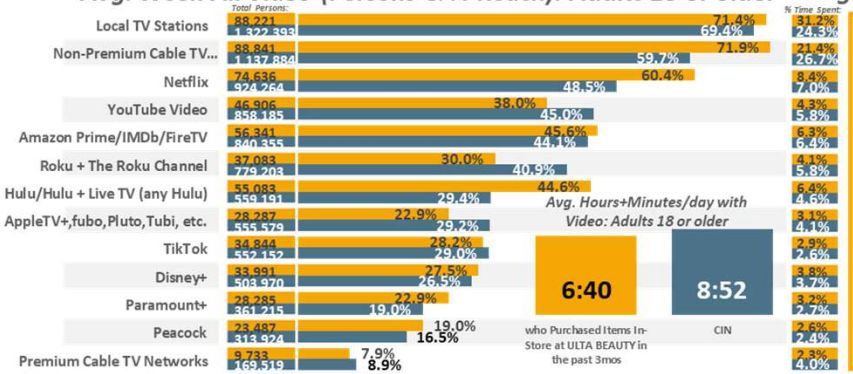
soefa.ai Share of Everything for Anything

[(Stores/services shopped in-store past 3 months: Ulta AND Stores/services bought past 3 months: Ulta)]

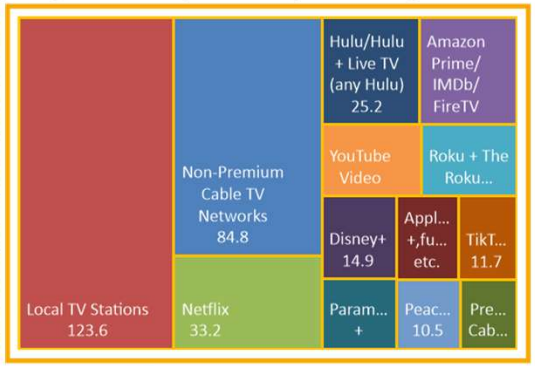


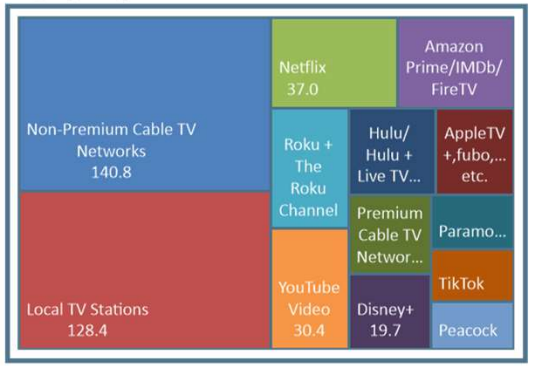
87,659 or 70.9% of Adults 18 or older who Purchased Items In-Store at ULTA BEAUTY in the past 3mos watch Ad-Supported Local TV Stations for an average of 119.1 minutes every day representing 37.5% of all time spent daily with Ad-Supported Video.

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

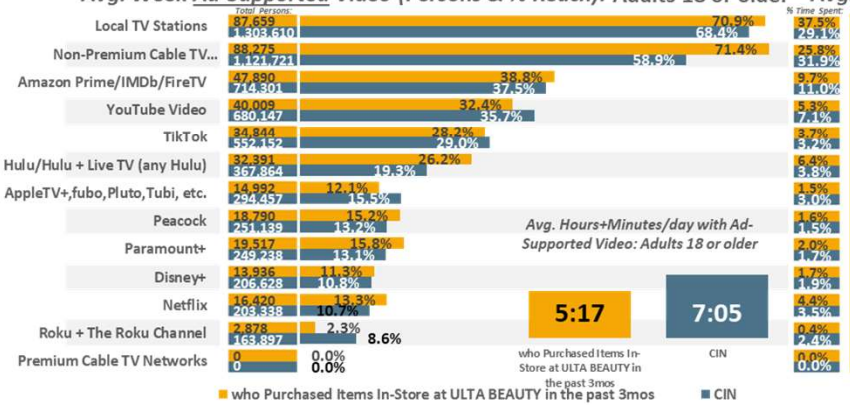


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

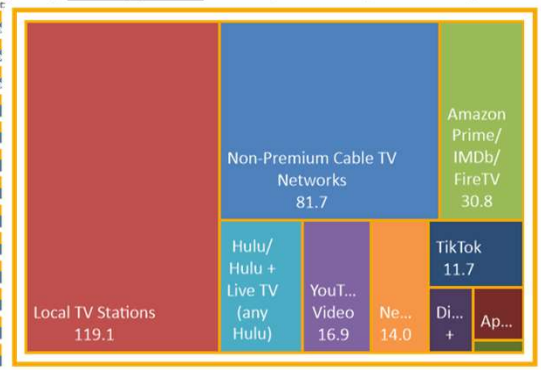


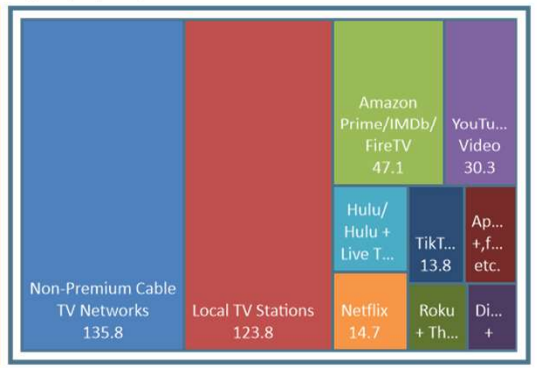


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 134

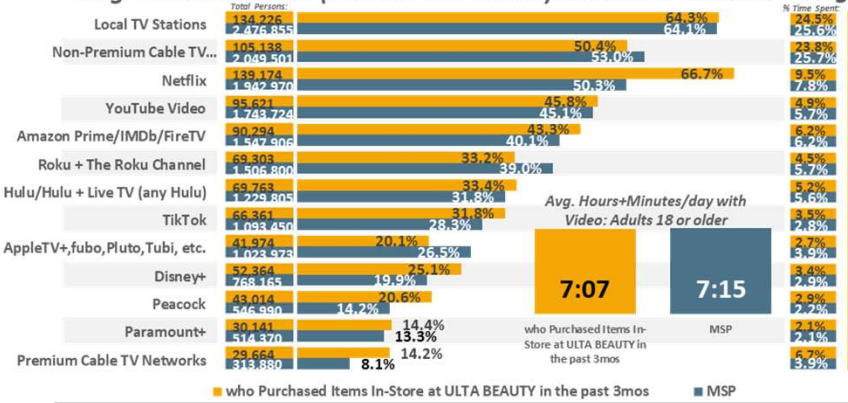
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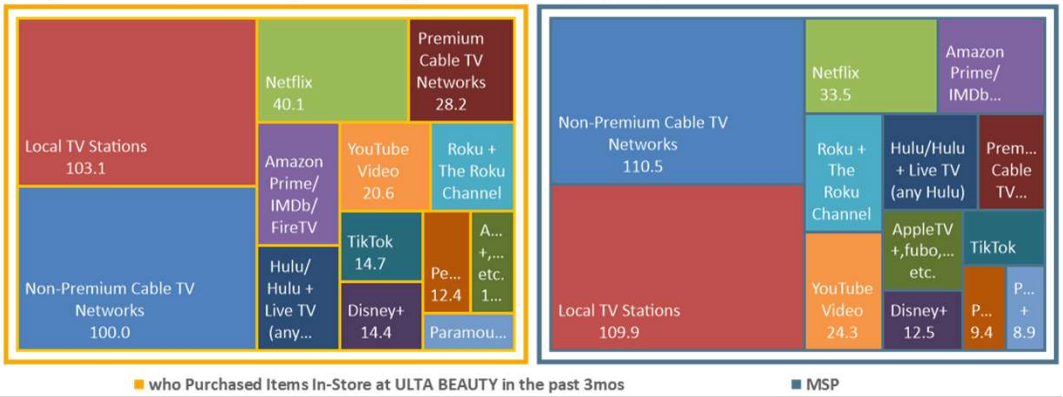
[(Stores/services shopped in-store past 3 months: Ulta AND Stores/services bought past 3 months: Ulta)]

132,820 or 63.6% of Adults 18 or older who Purchased Items In-Store at ULTA BEAUTY in the past 3mos watch Ad-Supported Local TV Stations for an average of 100. minutes every day representing 29.8% of all time spent daily with Ad-Supported Video.

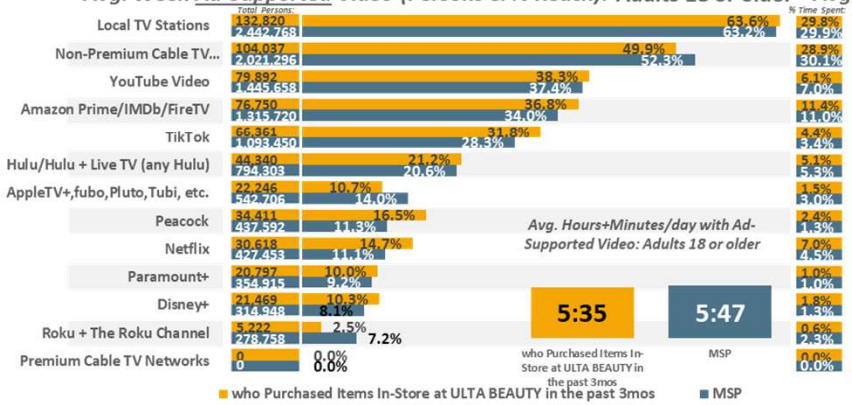
Avg. Week All Video (Persons & % Reach): Adults 18 or older



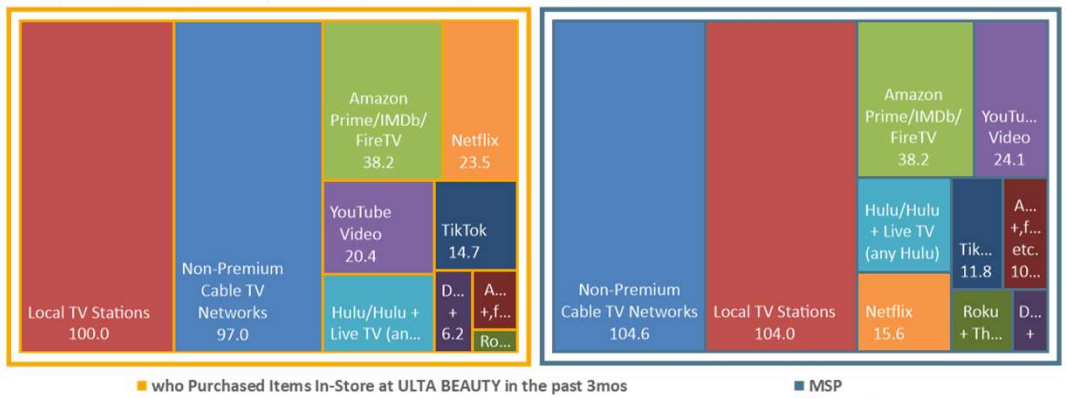
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 108

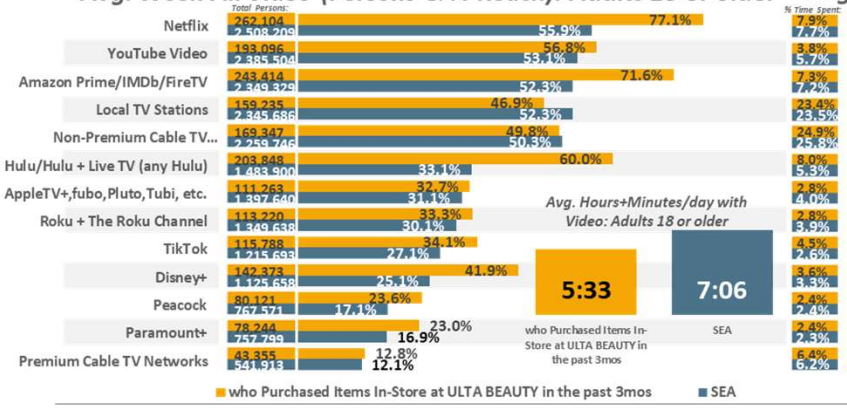
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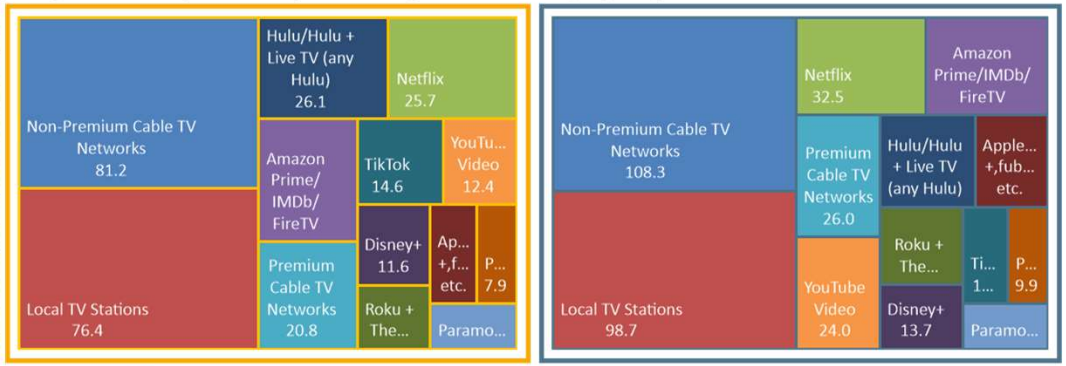
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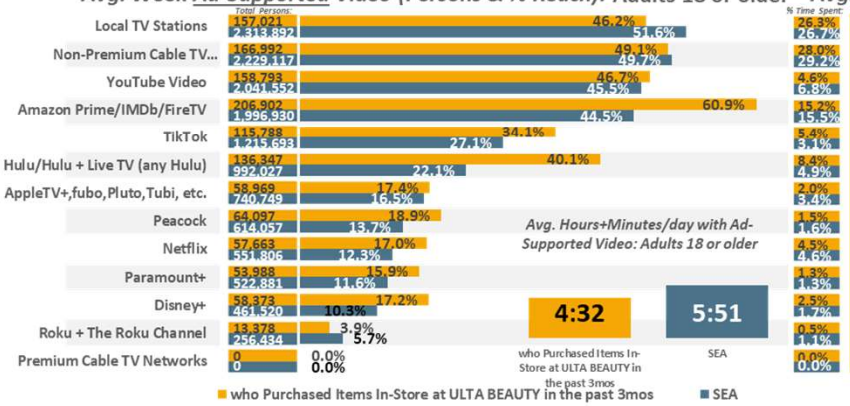
Avg. Week All Video (Persons & % Reach): Adults 18 or older



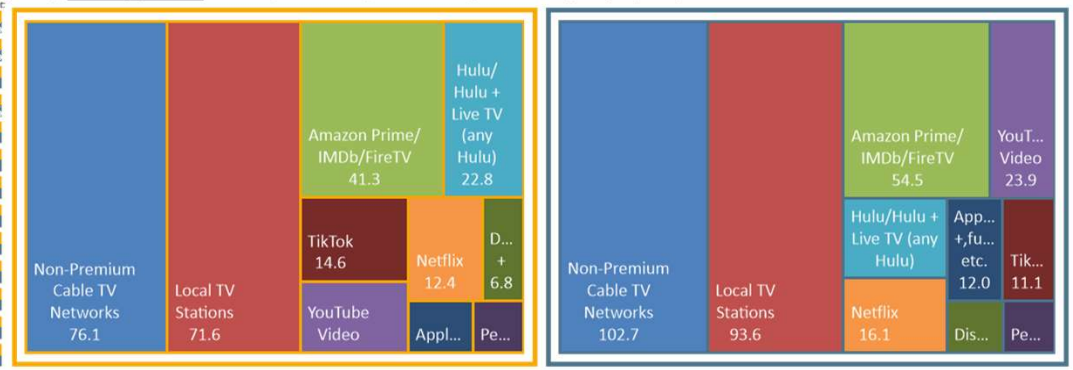
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 2024: Jan23-Jan24 Qual Intab 279

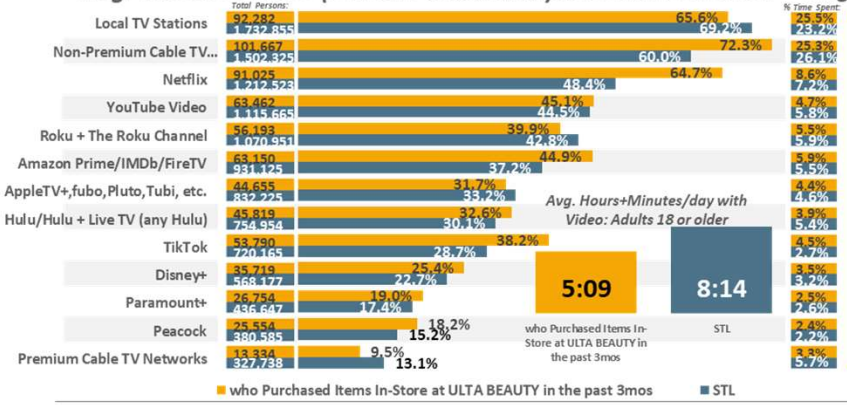
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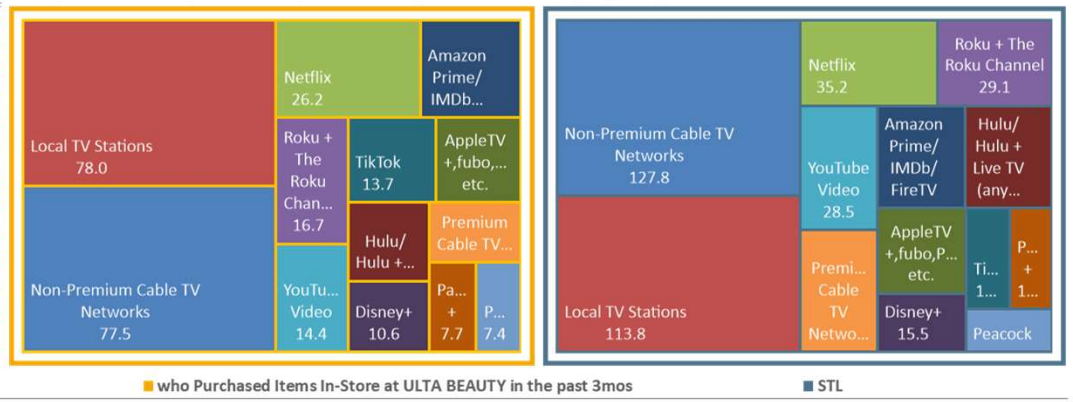
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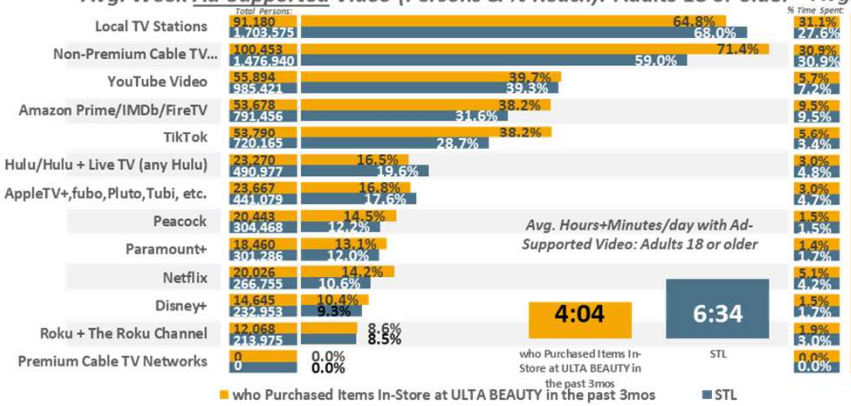
Avg. Week All Video (Persons & % Reach): Adults 18 or older



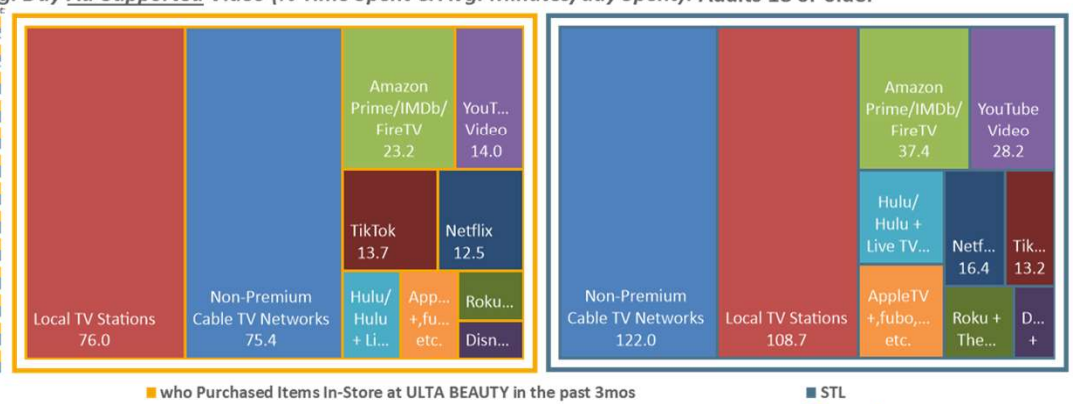
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 105

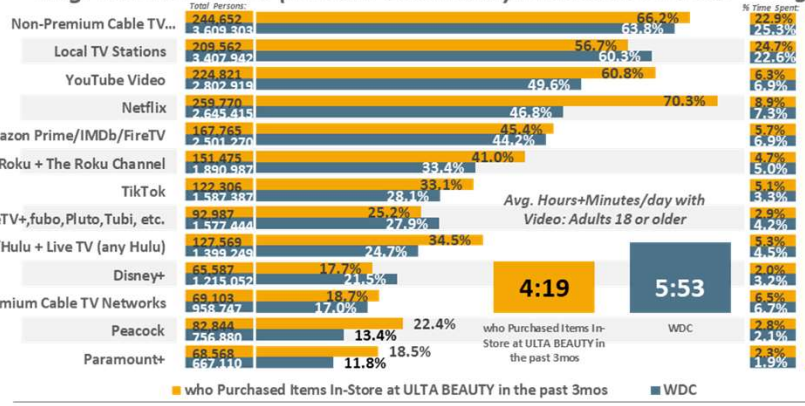
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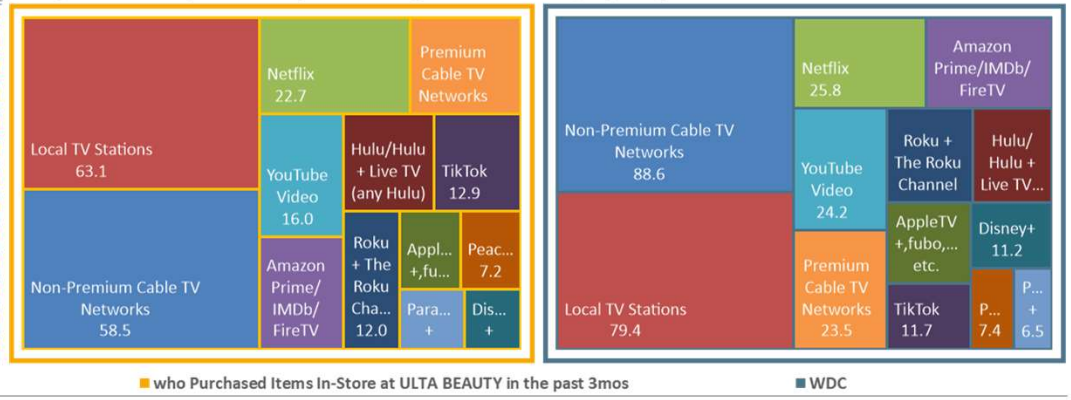
[(Stores/services shopped in-store past 3 months: Ulta AND Stores/services bought past 3 months: Ulta)]

206,787 or 55.9% of Adults 18 or older who Purchased Items In-Store at ULTA BEAUTY in the past 3mos watch Ad-Supported Local TV Stations for an average of 59.3 minutes every day representing 28.2% of all time spent daily with Ad-Supported Video.

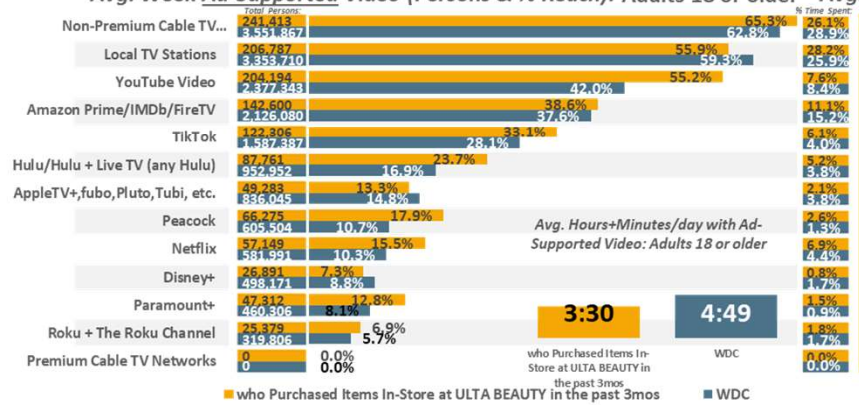
Avg. Week All Video (Persons & % Reach): Adults 18 or older



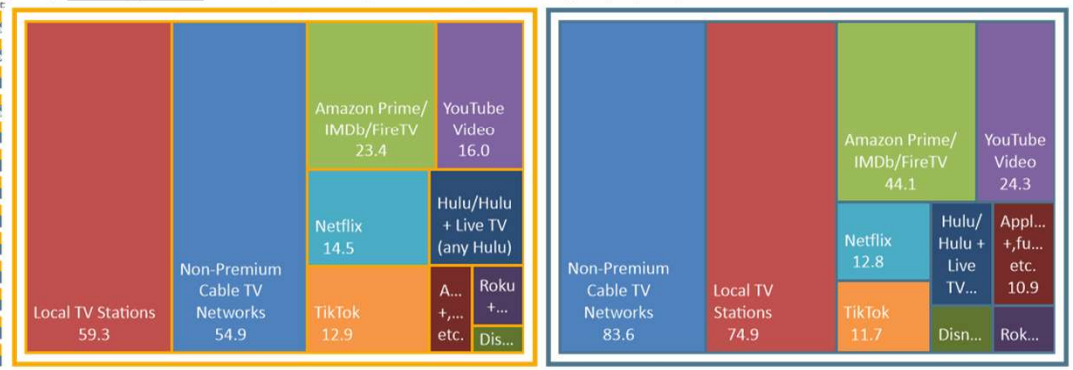
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



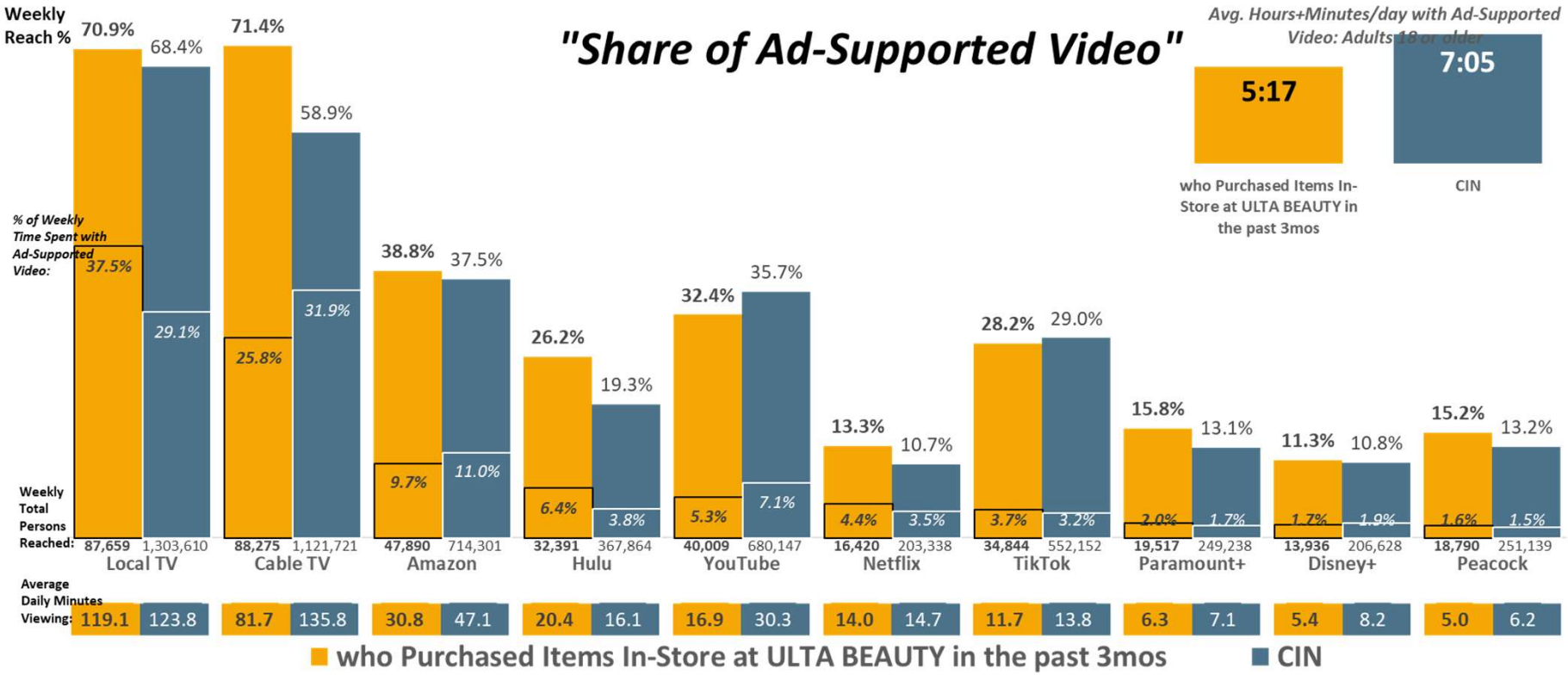
WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 359

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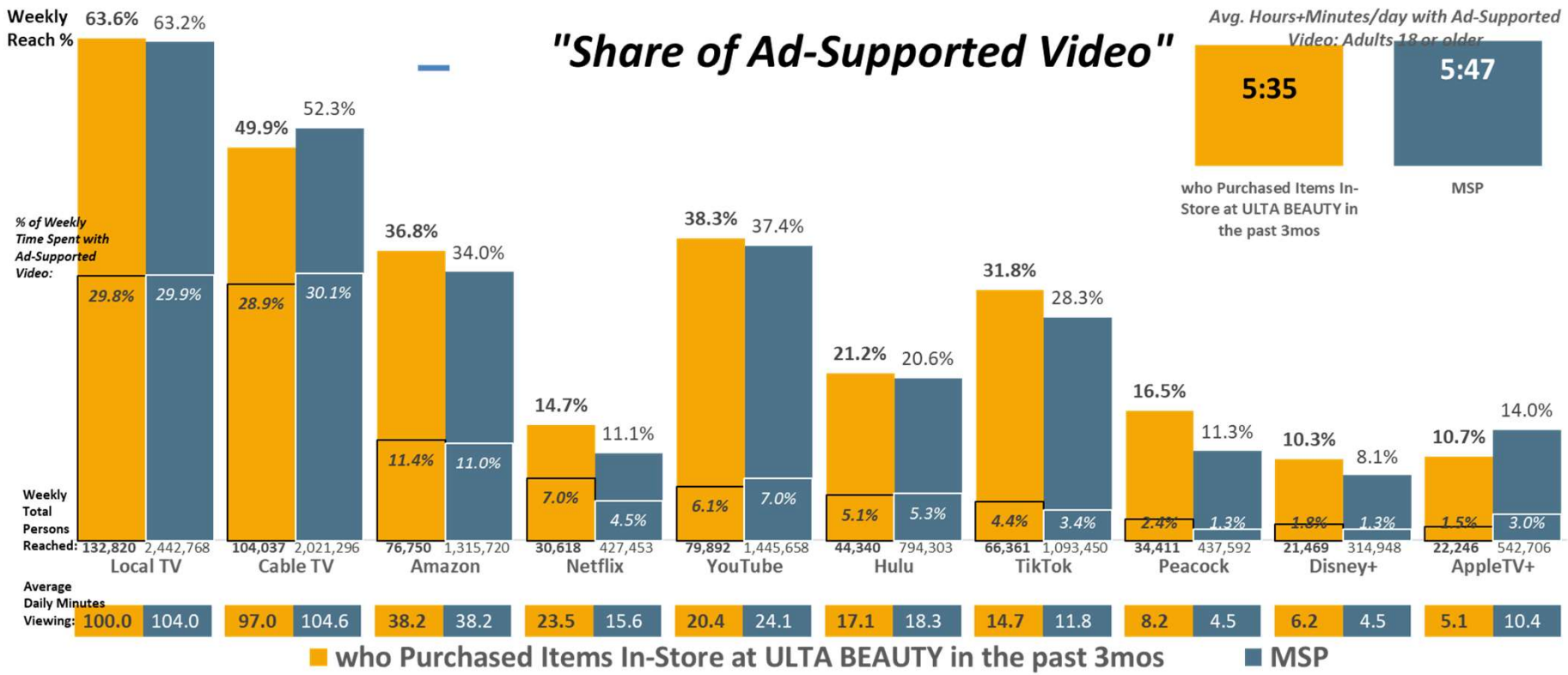
CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 134 CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,928

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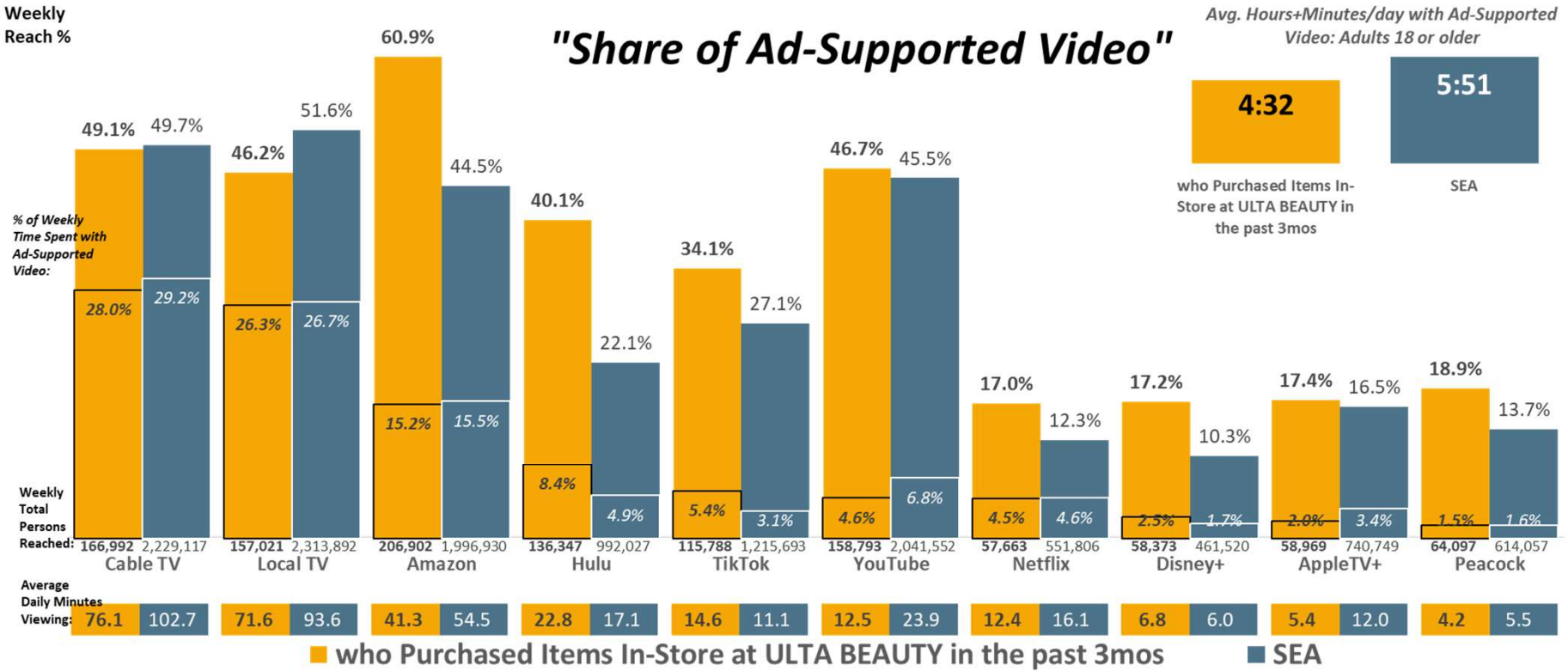
MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 108 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,862

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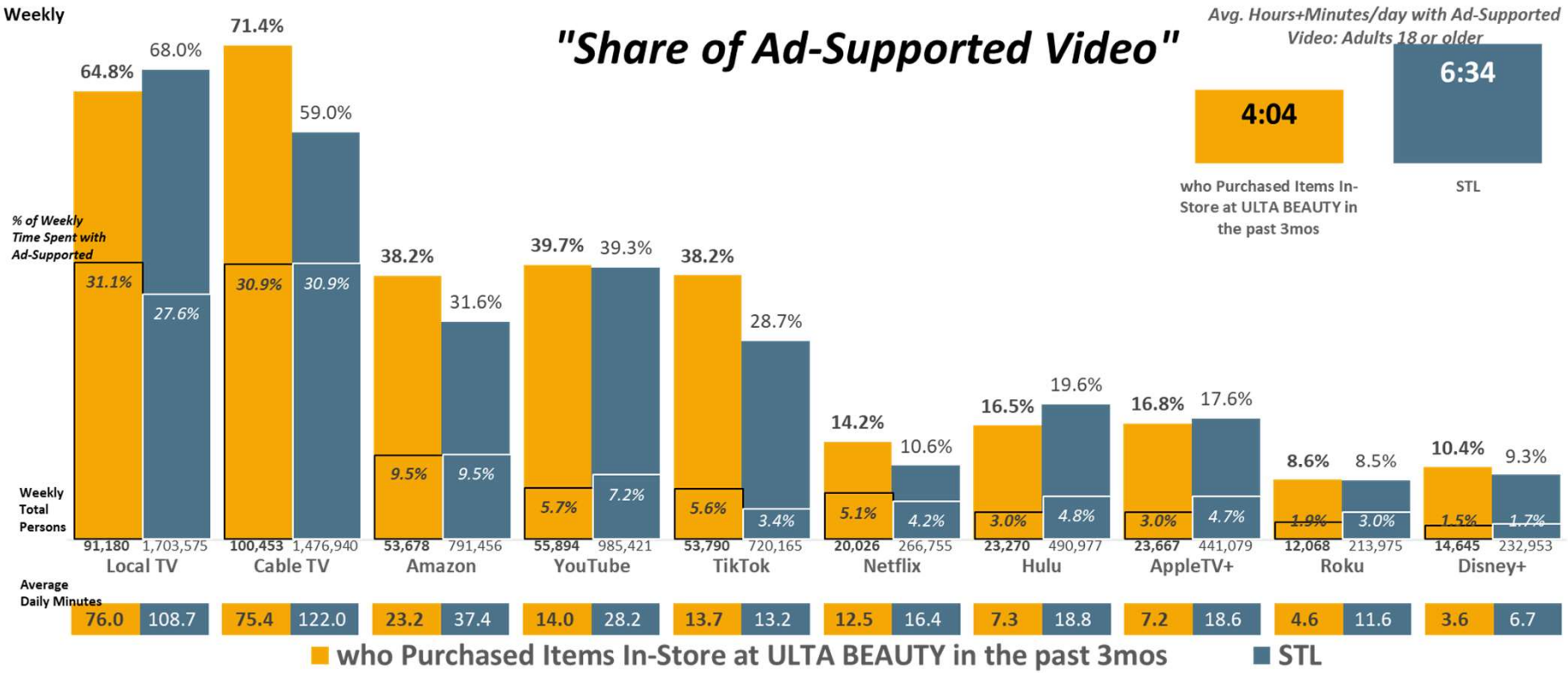
SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 279 SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 3,951

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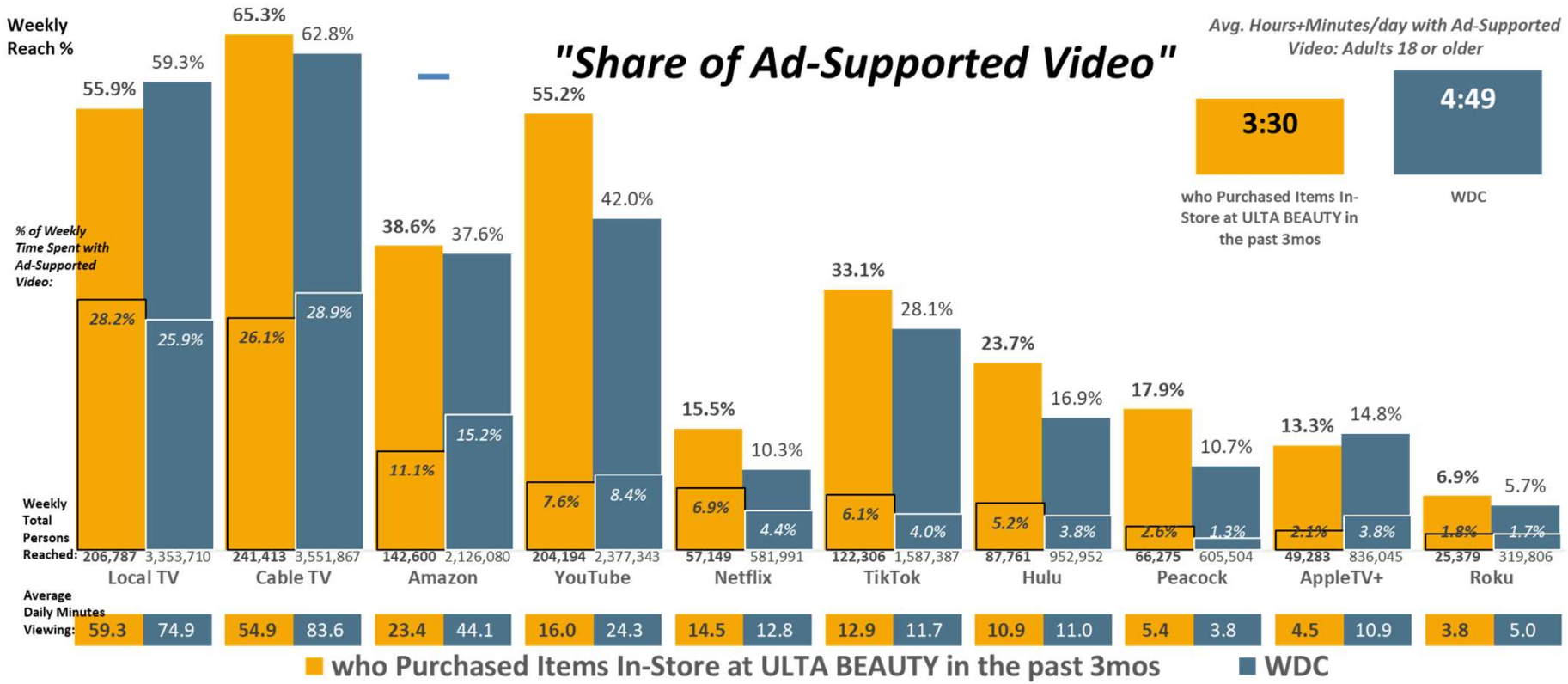
STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 105 ST. LOUIS DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,952

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WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 359 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,411

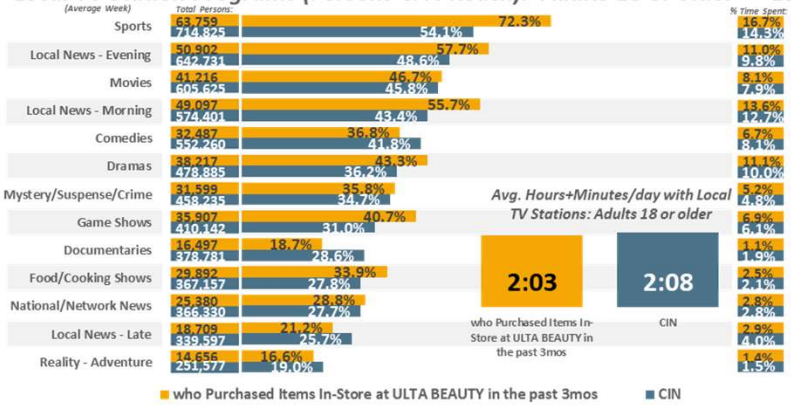
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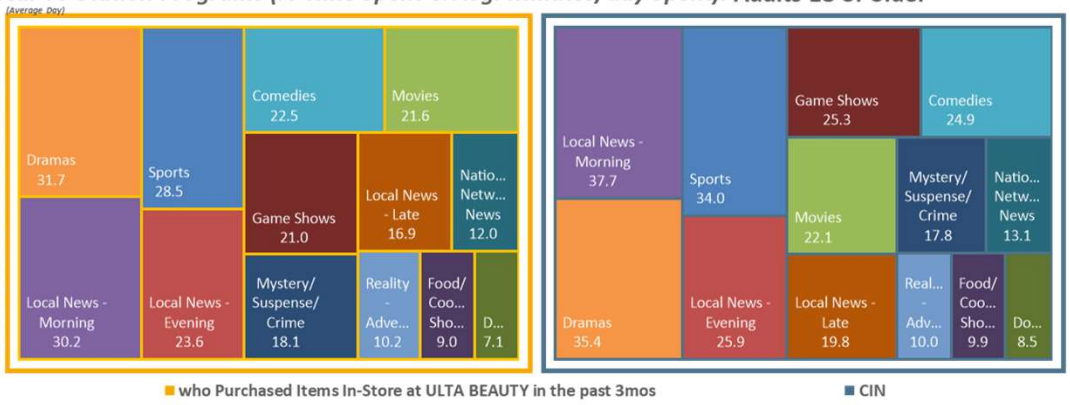
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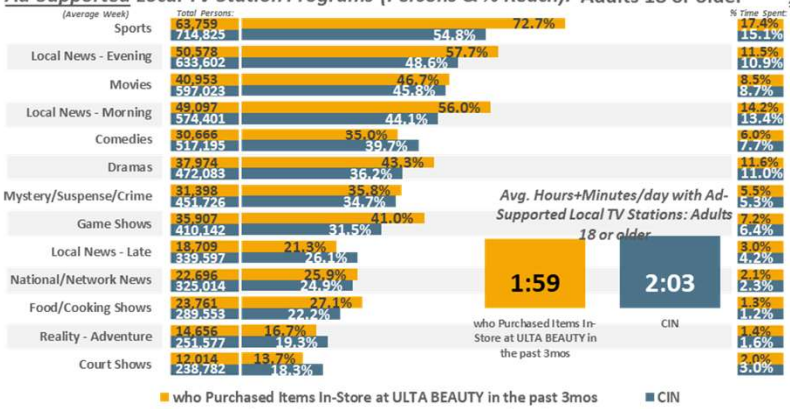
Local TV Station Programs (Persons & % Reach): Adults 18 or older



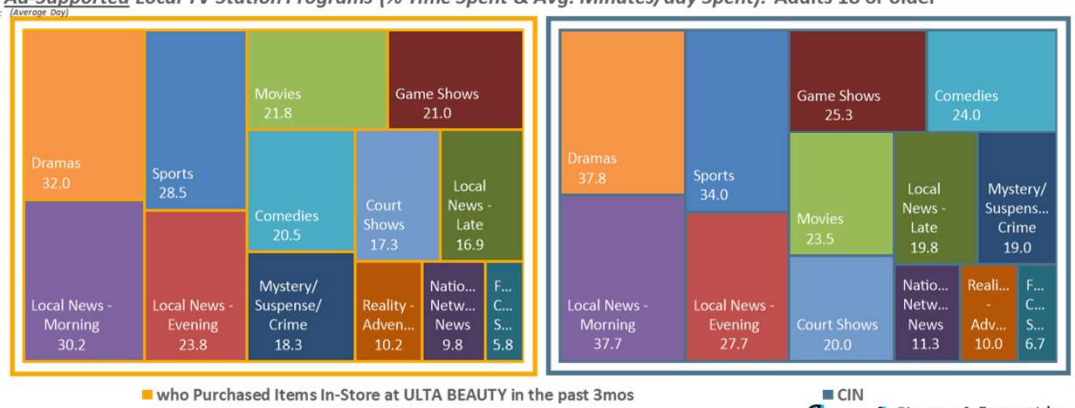
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 134

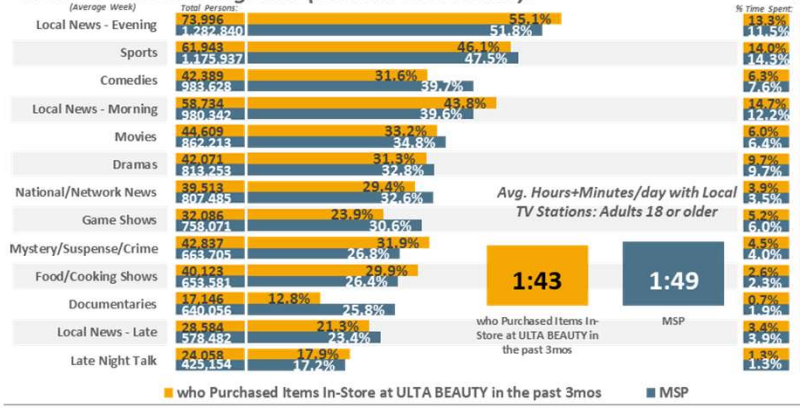
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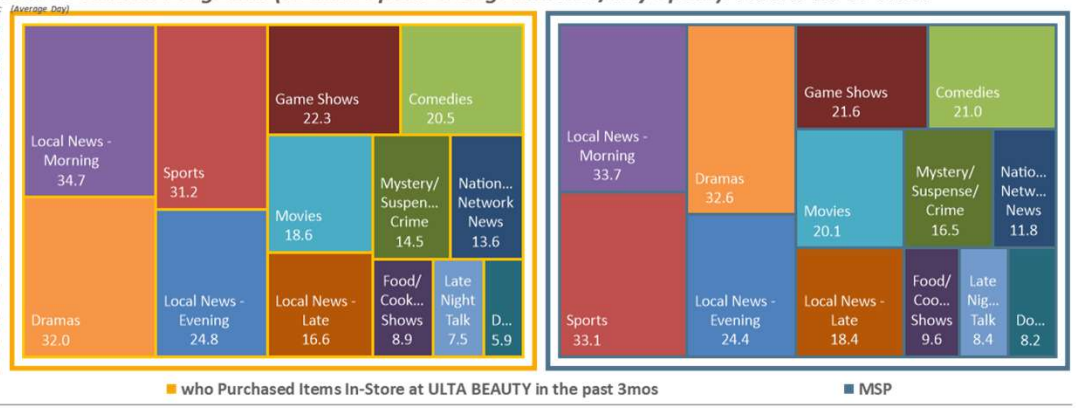
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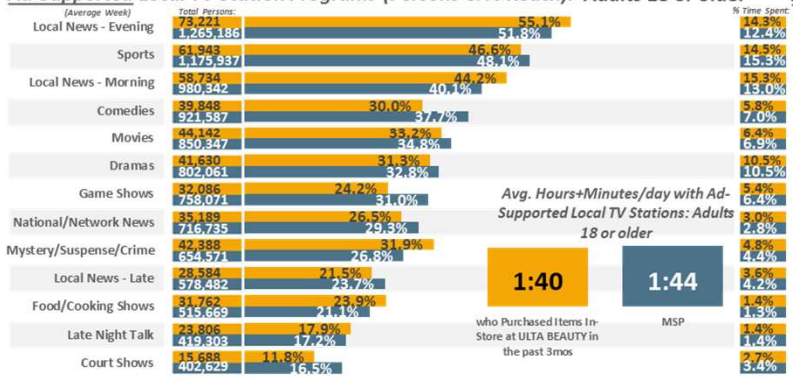
Local TV Station Programs (Persons & % Reach): Adults 18 or older



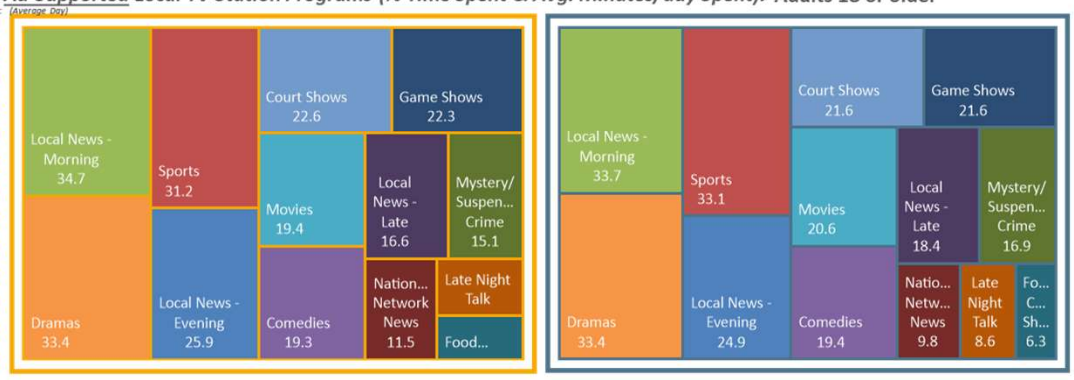
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 108

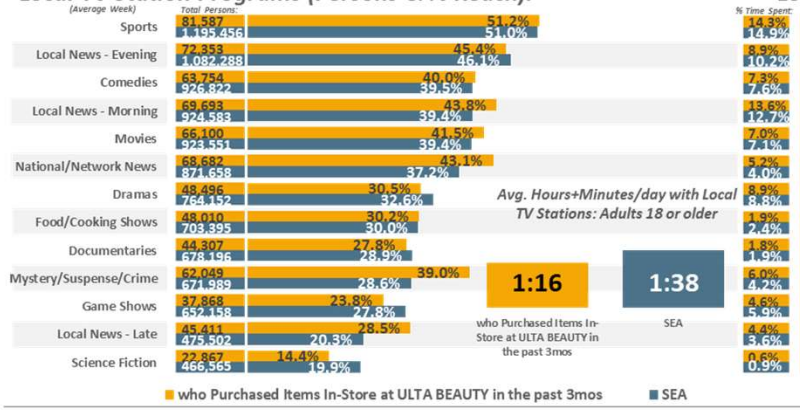
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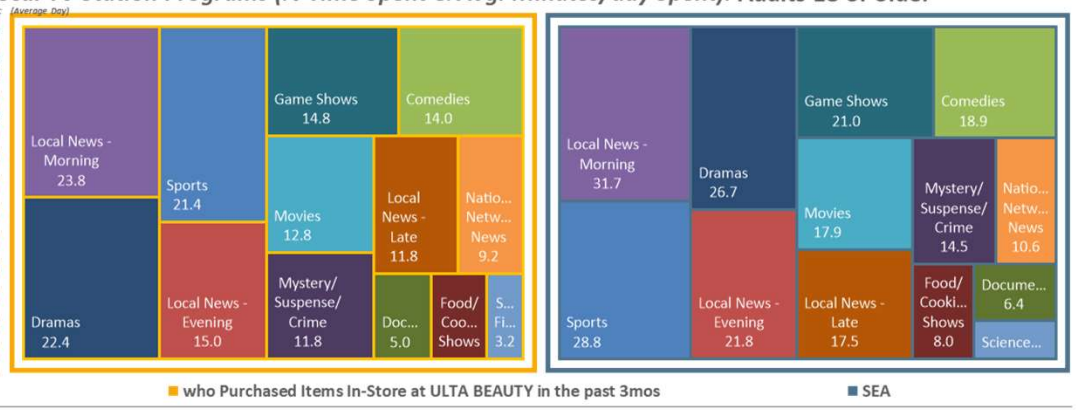
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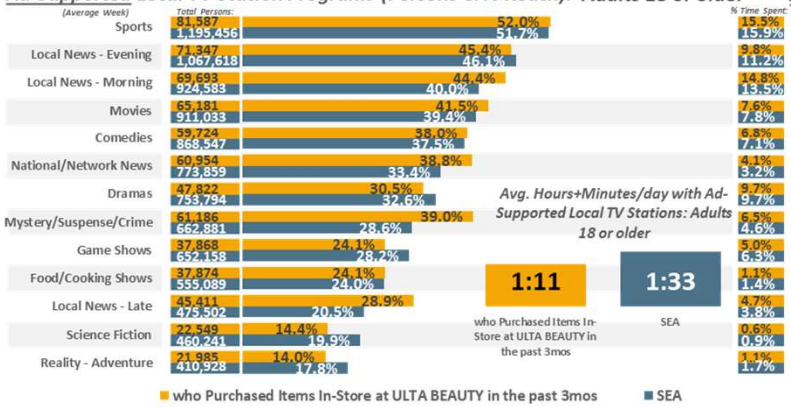
Local TV Station Programs (Persons & % Reach): Adults 18 or older



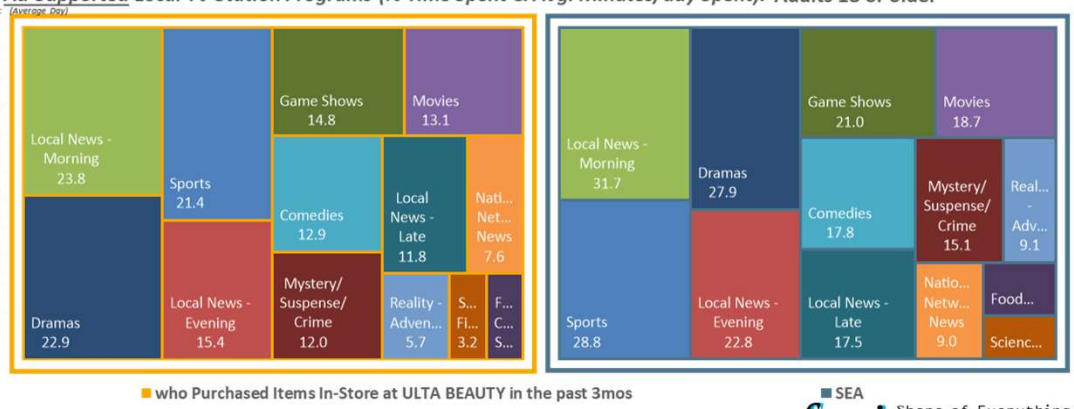
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 279

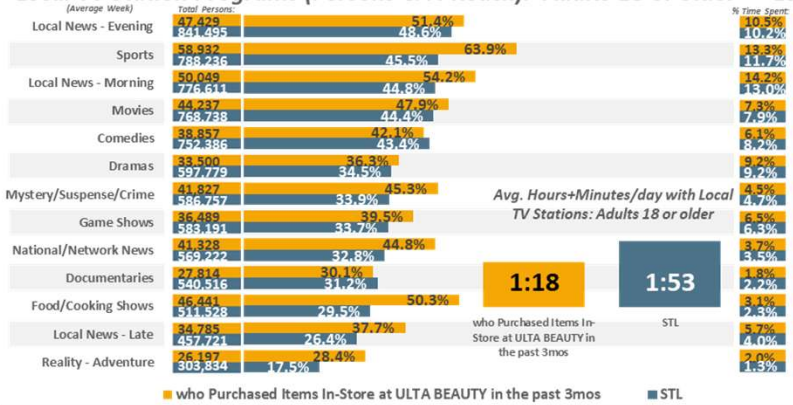
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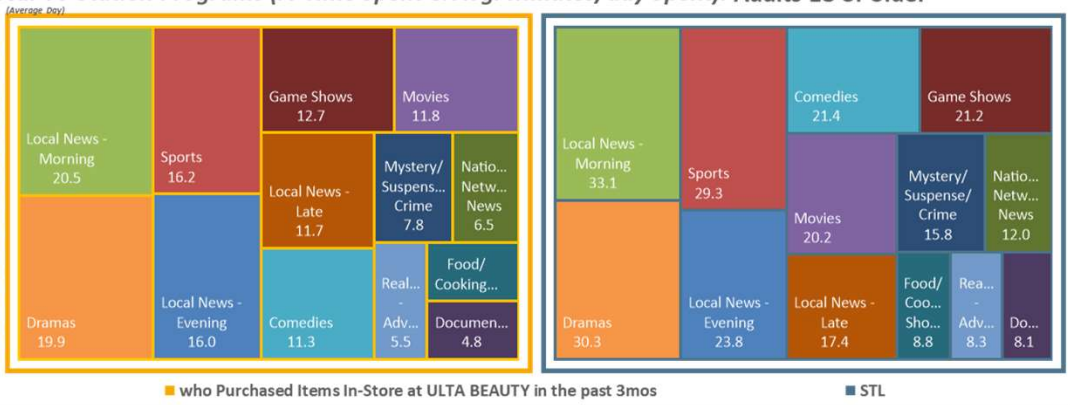
[(Stores/services shopped in-store past 3 months: Ulta AND Stores/services bought past 3 months: Ulta)]

91,180 or 64.8% of Adults 18 or older who Purchased Items In-Store at ULTA BEAUTY in the past 3mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Morning, Local News - Evening, Movies, Mystery/Suspense/Crime, and Nationa

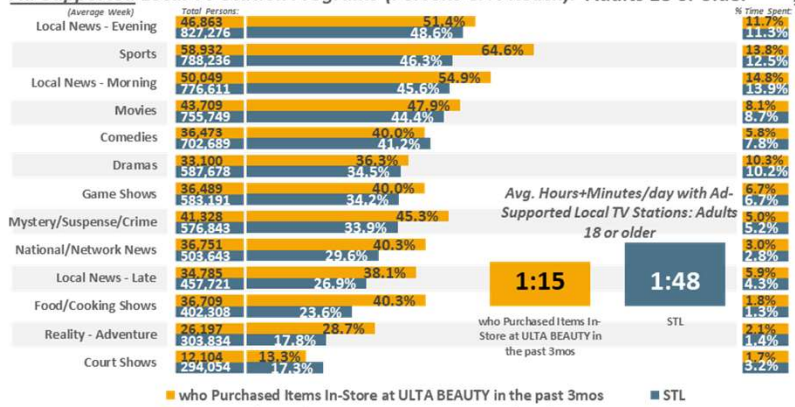
Local TV Station Programs (Persons & % Reach): Adults 18 or older



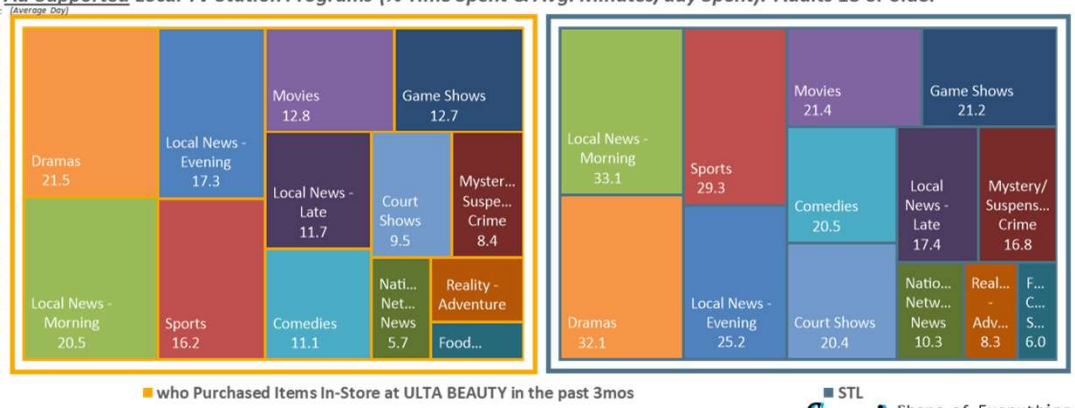
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 105

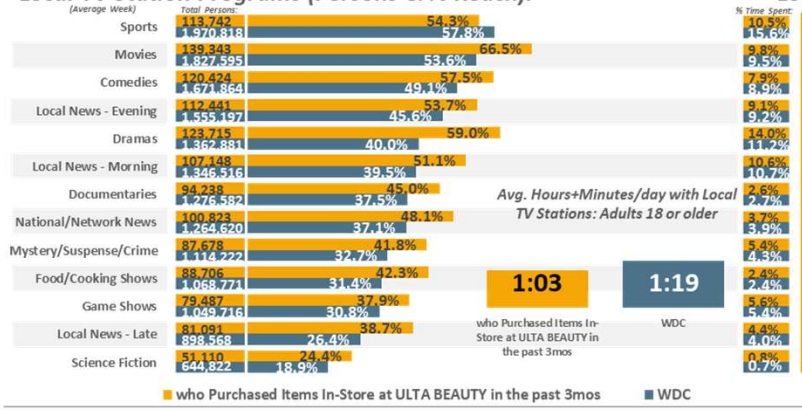
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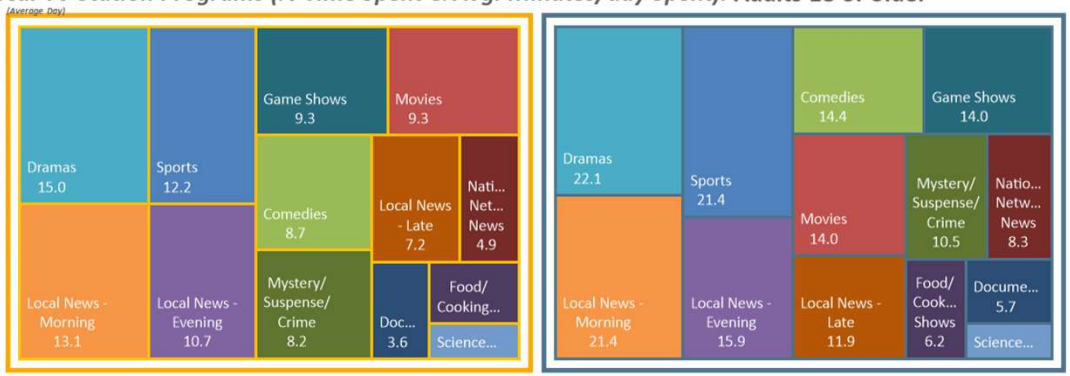
[(Stores/services shopped in-store past 3 months: Ulta AND Stores/services bought past 3 months: Ulta)]

206,787 or 55.9% of Adults 18 or older who Purchased Items In-Store at ULTA BEAUTY in the past 3mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Movies, Dramas, Sports, Comedies, Local News - Evening, and Local News - Morning.

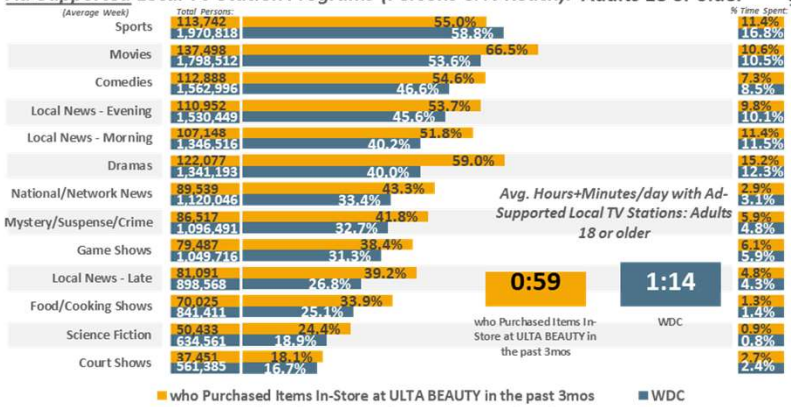
Local TV Station Programs (Persons & % Reach): Adults 18 or older



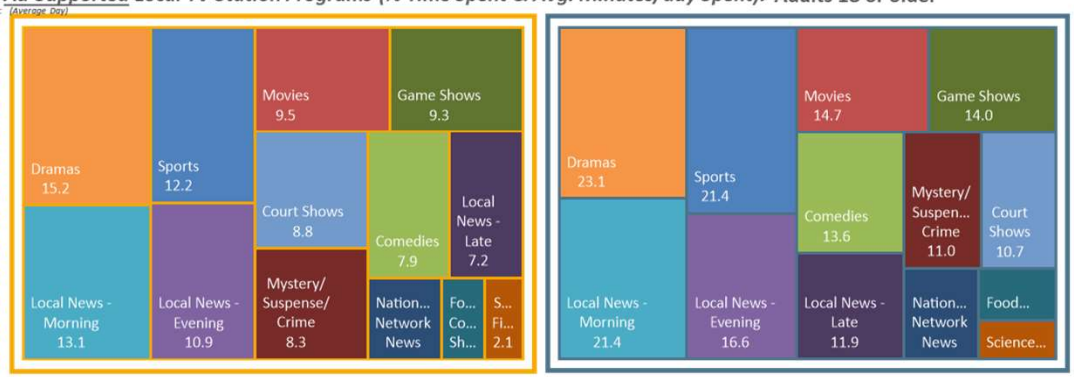
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 359

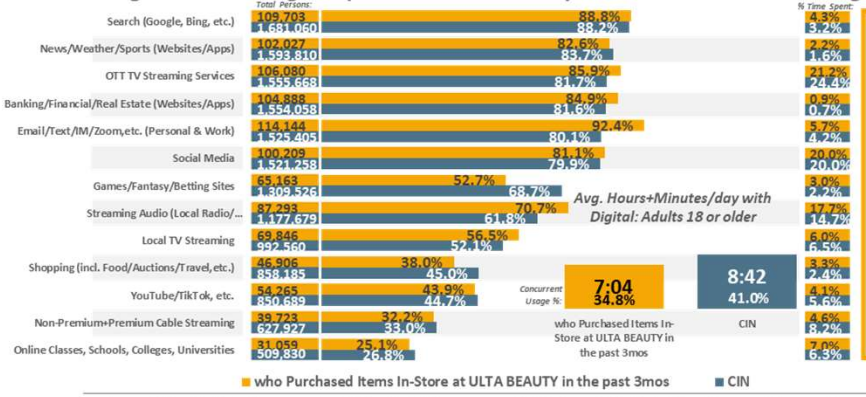
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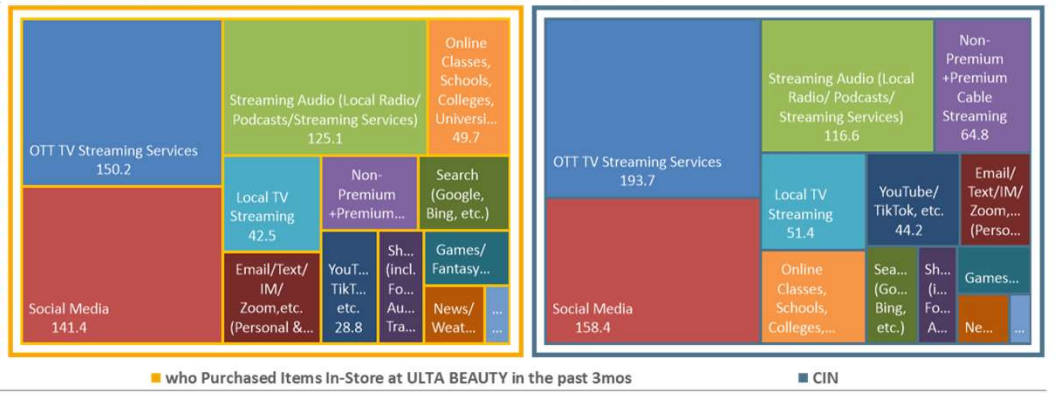
[(Stores/services shopped in-store past 3 months: Ulta AND Stores/services bought past 3 months: Ulta)]

84,604 or 68.5% of Adults 18 or older who Purchased Items In-Store at ULTA BEAUTY in the past 3mos use Ad-Supported Social Media for an average of 119.4 minutes every day representing 24.5% of all time spent daily with Ad-Supported Digital Media.

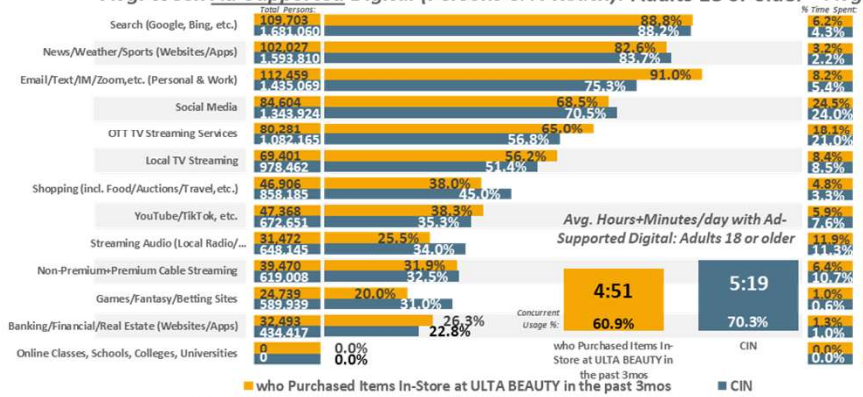
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



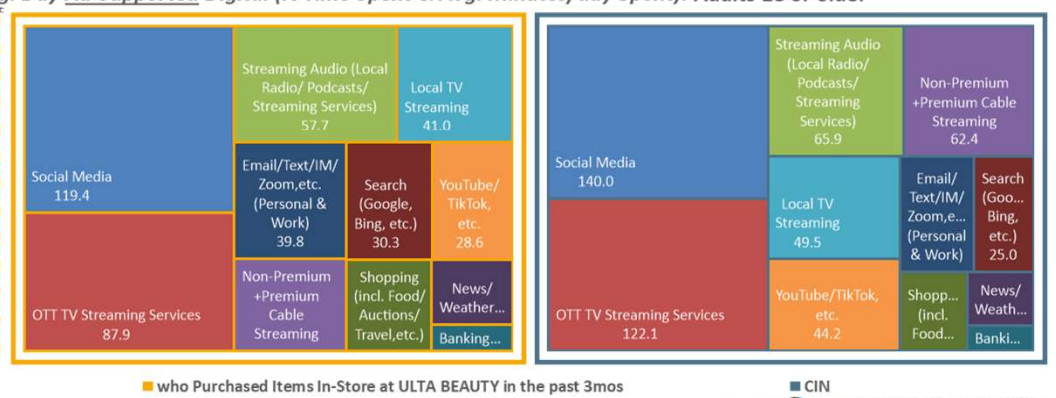
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 134

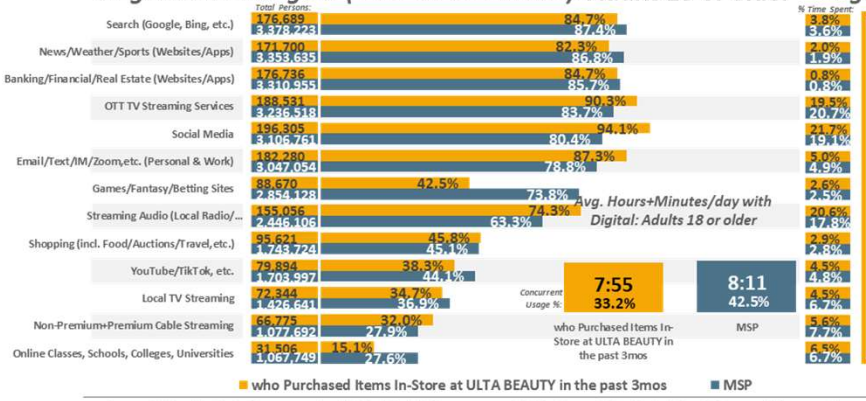
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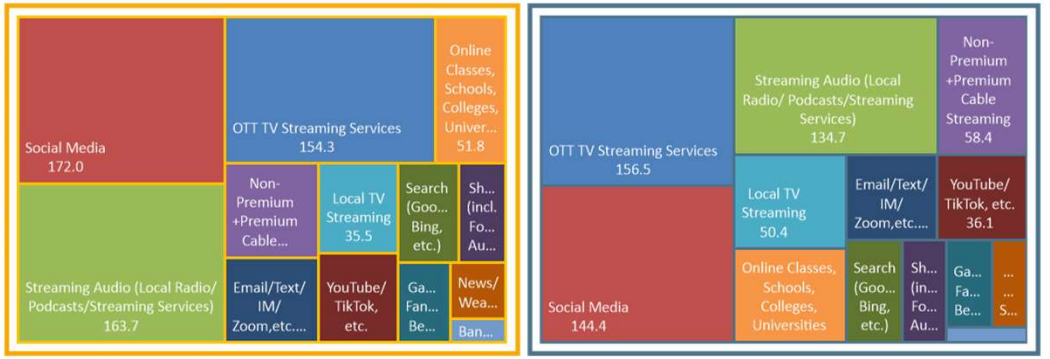
[(Stores/services shopped in-store past 3 months: Ulta AND Stores/services bought past 3 months: Ulta)]

184,770 or 88.5% of Adults 18 or older who Purchased Items In-Store at ULTA BEAUTY in the past 3mos use Ad-Supported Social Media for an average of 161.8 minutes every day representing 28.% of all time spent daily with Ad-Supported Digital Media.

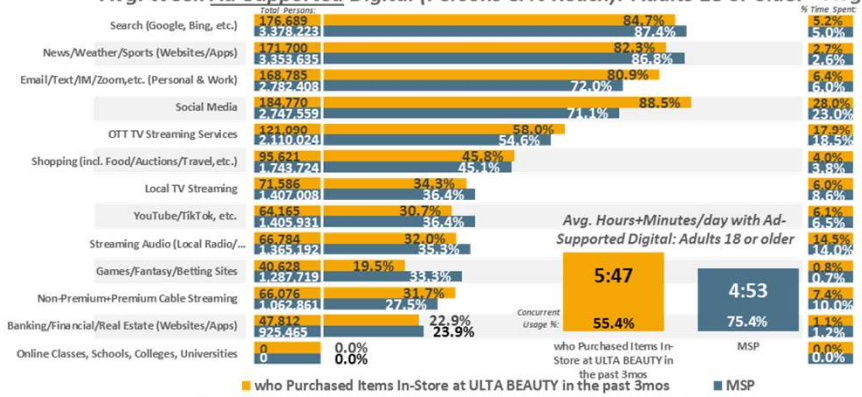
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



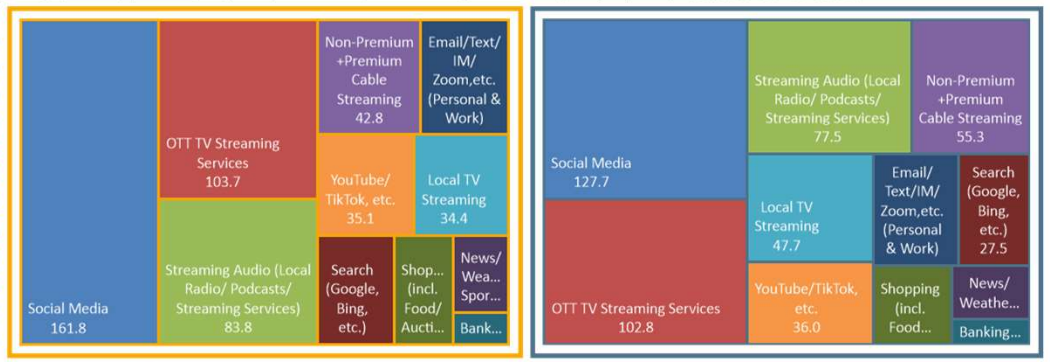
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 108

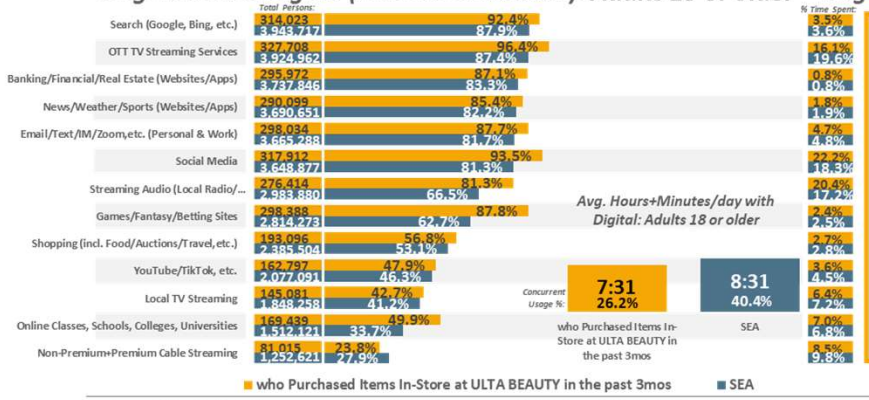
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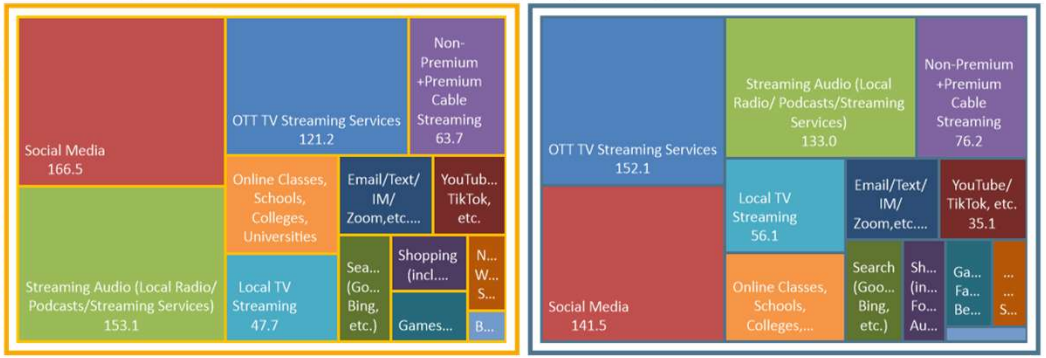
[(Stores/services shopped in-store past 3 months: Ulta AND Stores/services bought past 3 months: Ulta)]

281,765 or 82.9% of Adults 18 or older who Purchased Items In-Store at ULTA BEAUTY in the past 3mos use Ad-Supported Social Media for an average of 147.6 minutes every day representing 26.3% of all time spent daily with Ad-Supported Digital Media.

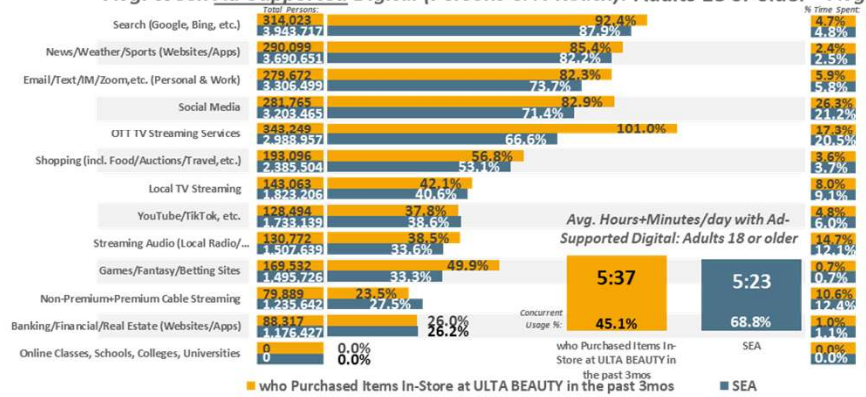
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



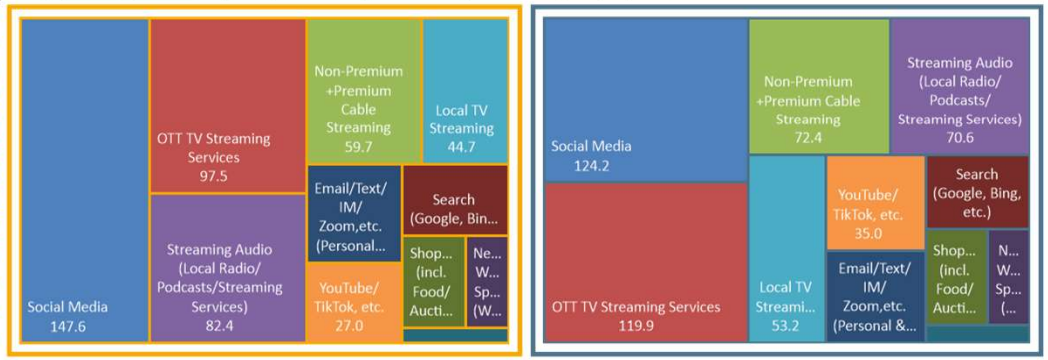
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 279

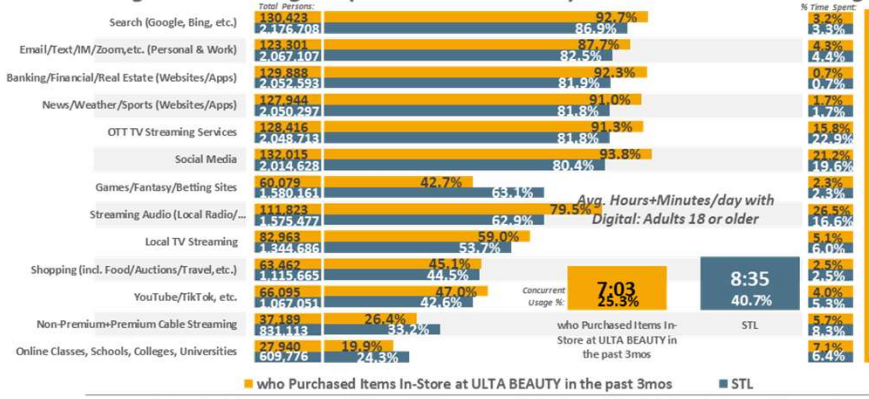
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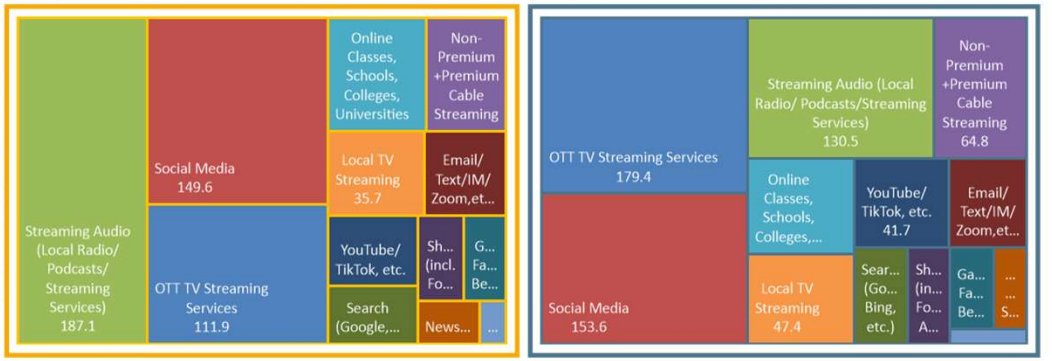
[(Stores/services shopped in-store past 3 months: Ulta AND Stores/services bought past 3 months: Ulta)]

117,685 or 83.7% of Adults 18 or older who Purchased Items In-Store at ULTA BEAUTY in the past 3mos use Ad-Supported Social Media for an average of 133.4 minutes every day representing 26.1% of all time spent daily with Ad-Supported Digital Media.

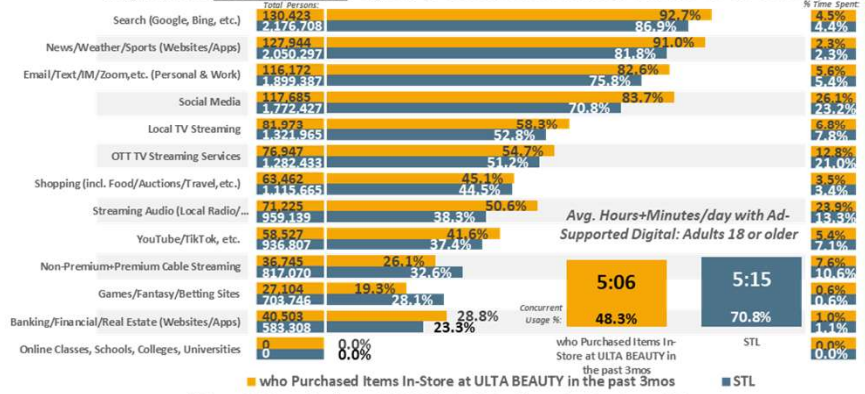
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



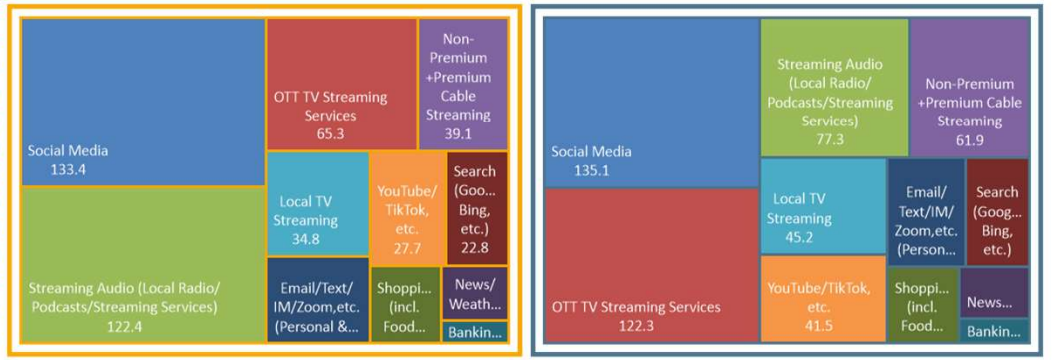
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 105

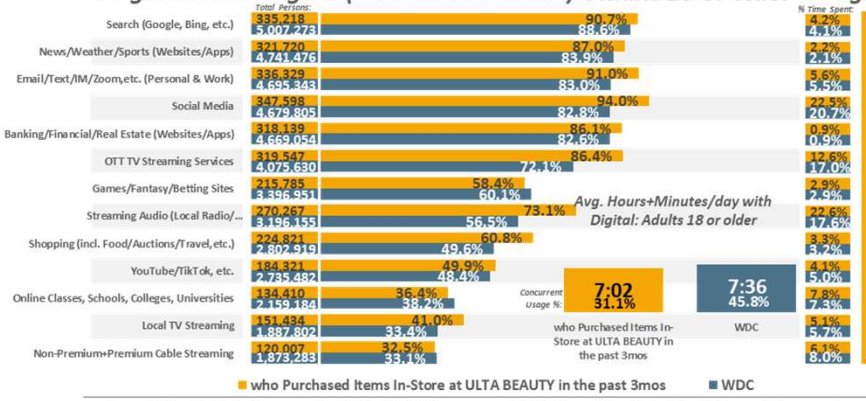
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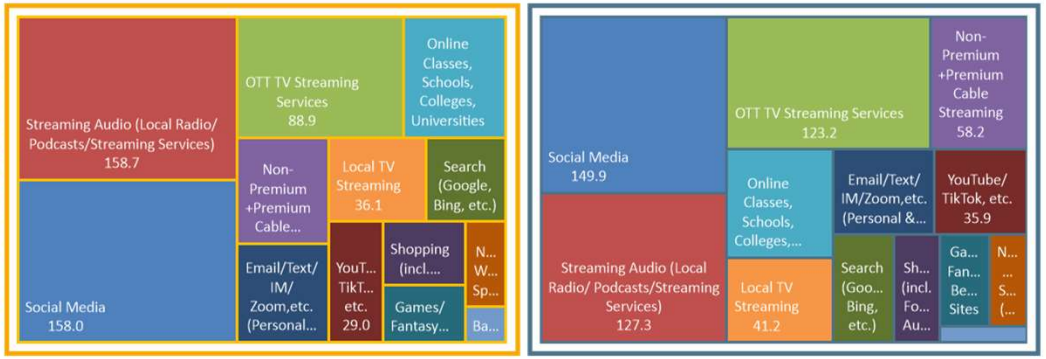
[(Stores/services shopped in-store past 3 months: Ulta AND Stores/services bought past 3 months: Ulta)]

307,626 or 83.2% of Adults 18 or older who Purchased Items In-Store at ULTA BEAUTY in the past 3mos use Ad-Supported Social Media for an average of 139.9 minutes every day representing 27.3% of all time spent daily with Ad-Supported Digital Media.

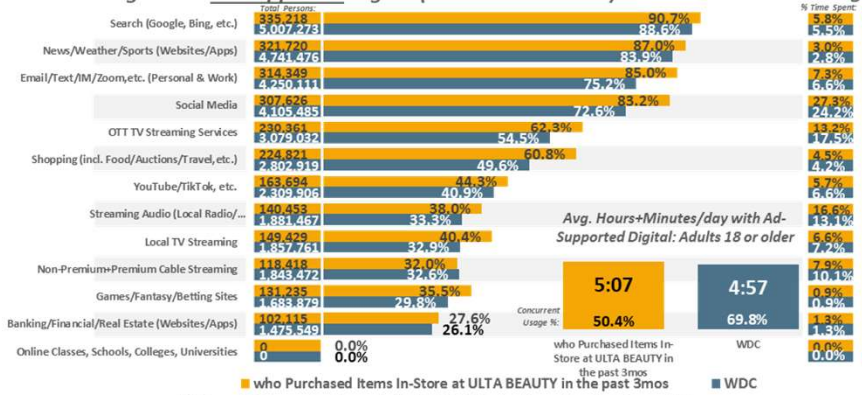
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



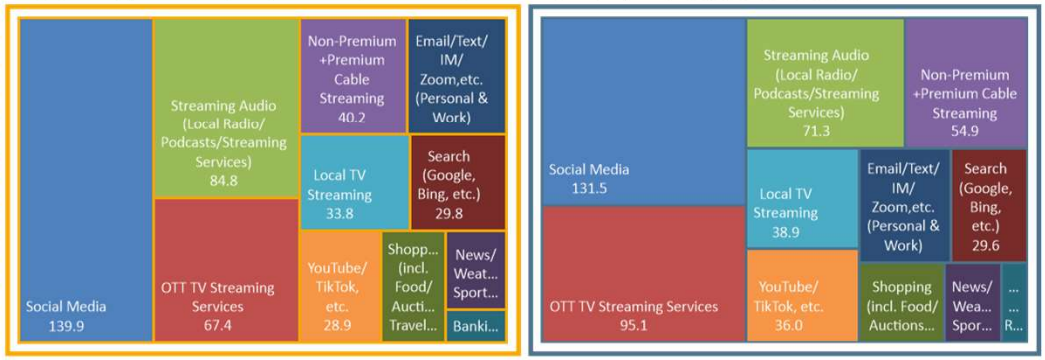
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 2024: Feb23-Apr24 Qual Intab 359

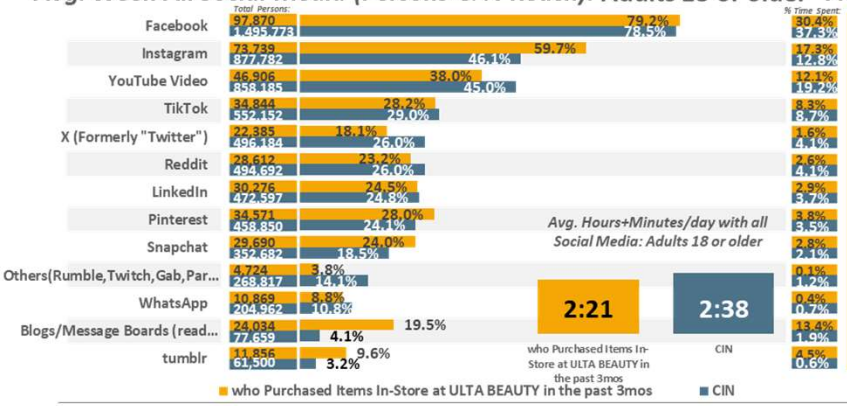
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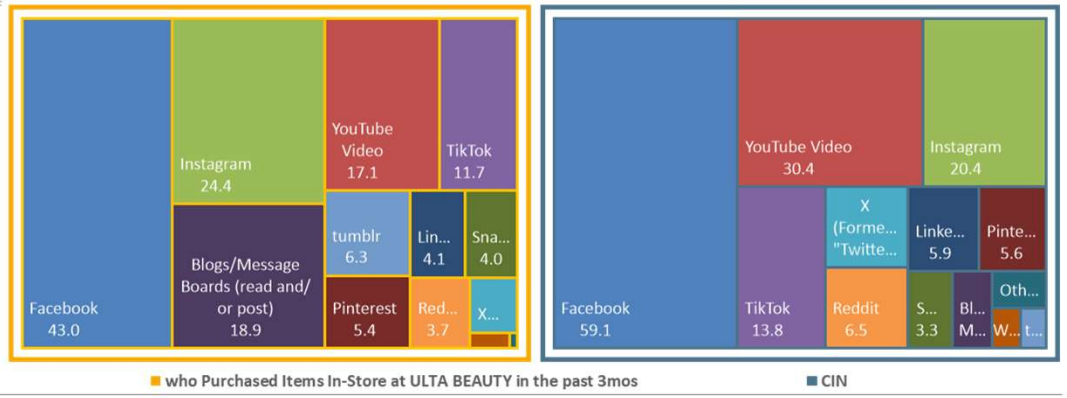
[(Stores/services shopped in-store past 3 months: Ulta AND Stores/services bought past 3 months: Ulta)]

84,604 or 68.5% of Adults 18 or older who Purchased Items In-Store at ULTA BEAUTY in the past 3mos use Ad-Supported Facebook for an average of 36.2 minutes every day representing 30.3% of all time spent daily with Ad-Supported Social Media.

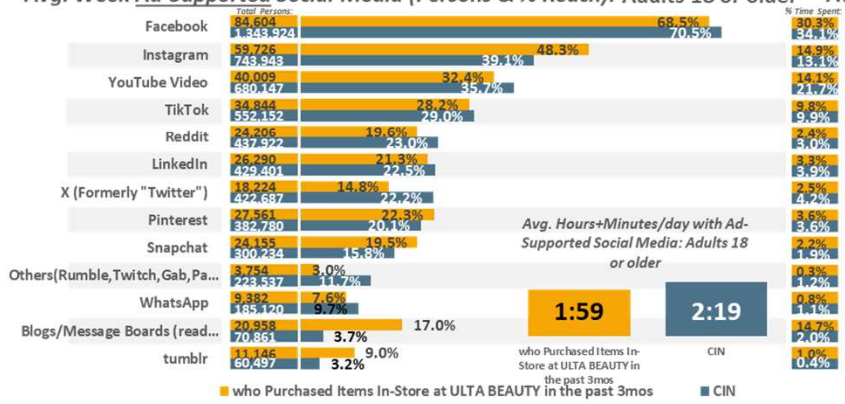
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



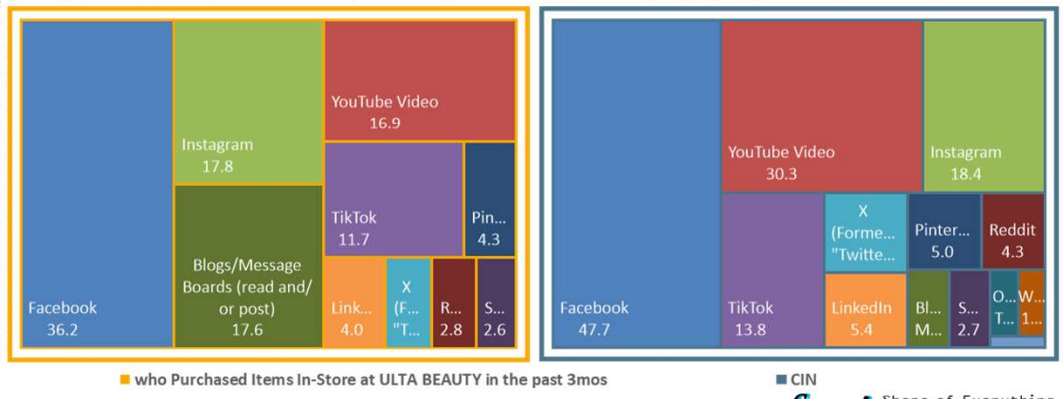
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 134

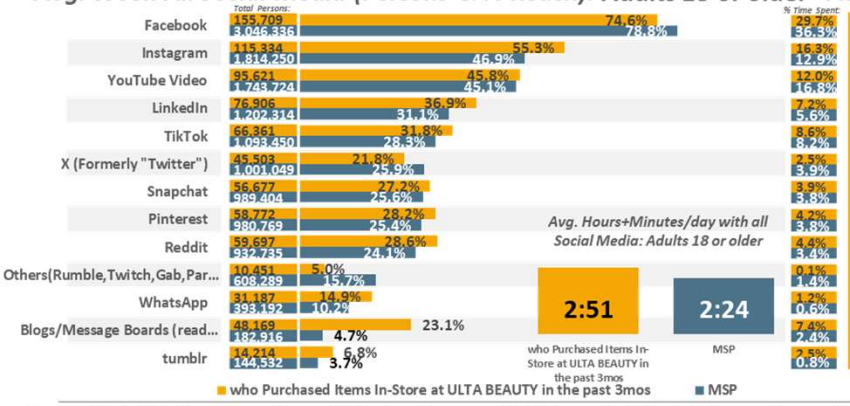
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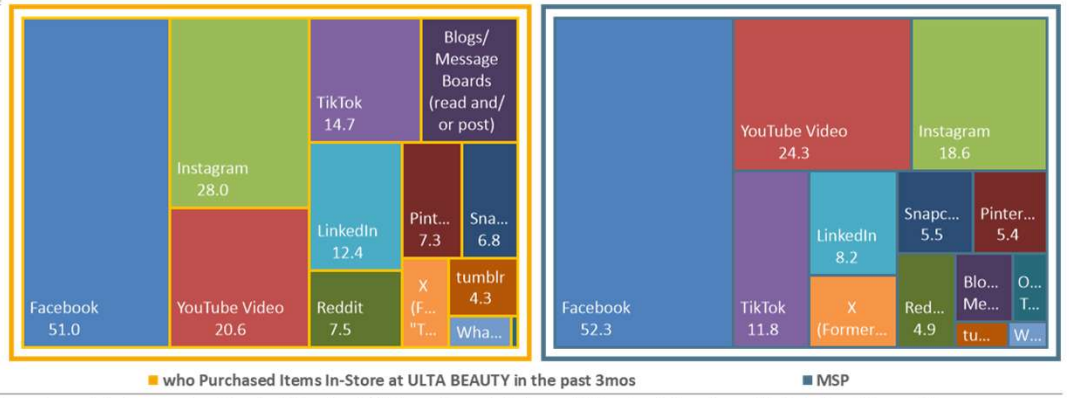
[(Stores/services shopped in-store past 3 months: Ulta AND Stores/services bought past 3 months: Ulta)]

155,709 or 74.6% of Adults 18 or older who Purchased Items In-Store at ULTA BEAUTY in the past 3mos use Ad-Supported Facebook for an average of 53.8 minutes every day representing 33.2% of all time spent daily with Ad-Supported Social Media.

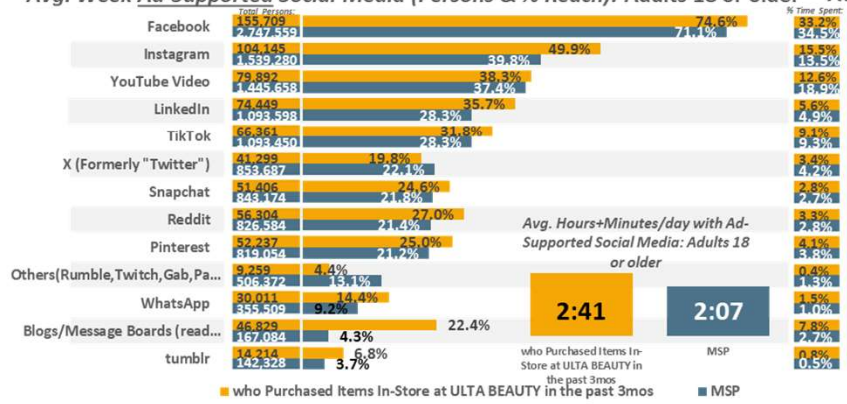
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



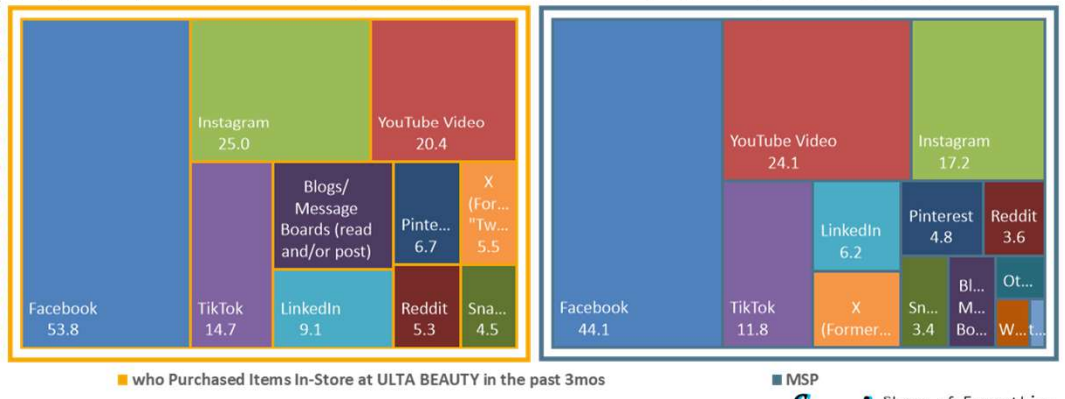
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 108

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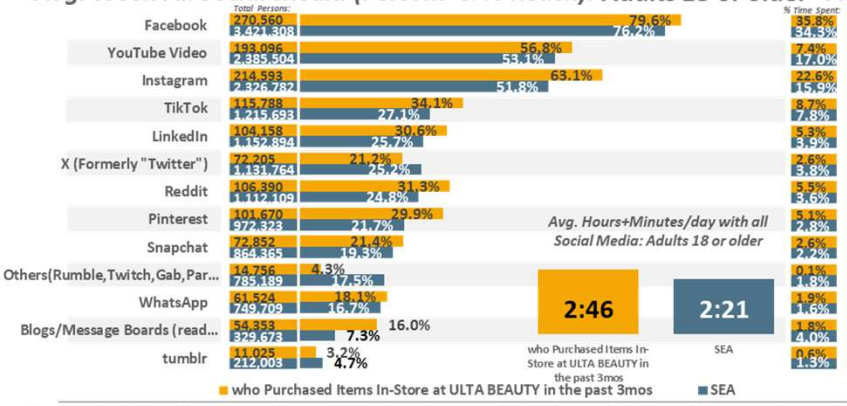
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[(Stores/services shopped in-store past 3 months: Ulta AND Stores/services bought past 3 months: Ulta)]

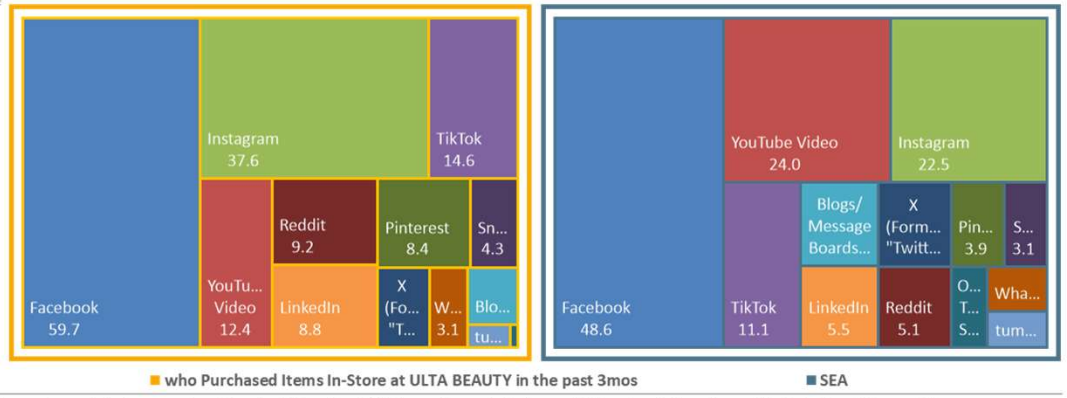


270,560 or 79.6% of Adults 18 or older who Purchased Items In-Store at ULTA BEAUTY in the past 3mos use Ad-Supported Facebook for an average of 58.3 minutes every day representing 39.5% of all time spent daily with Ad-Supported Social Media.

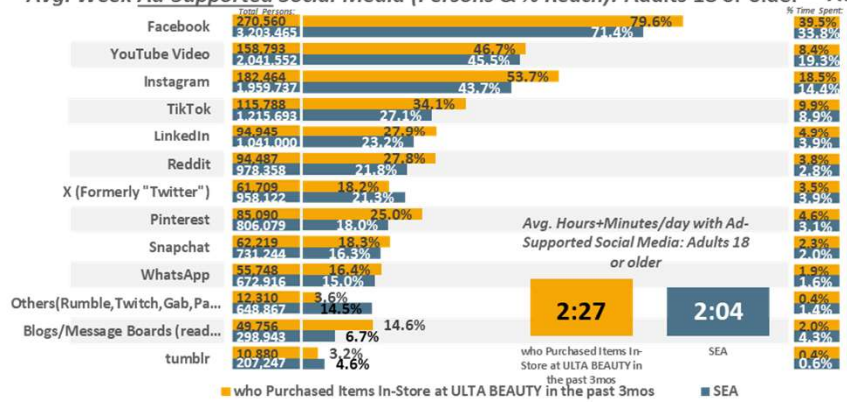
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



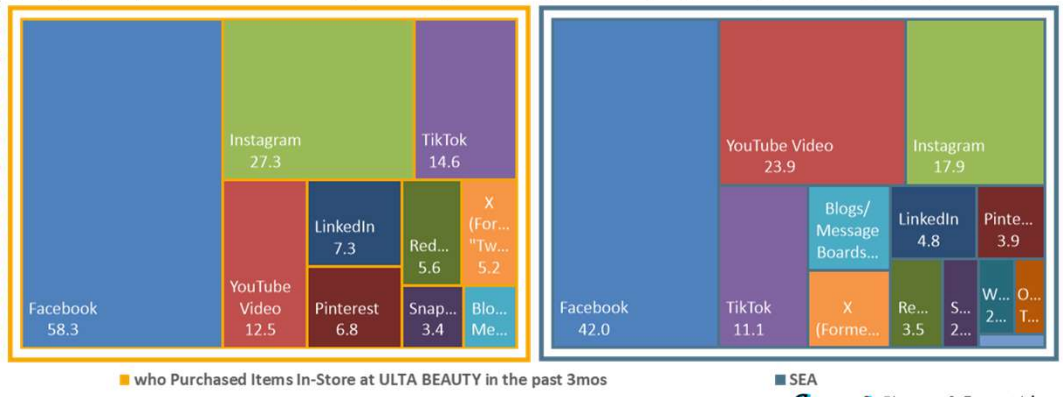
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 279

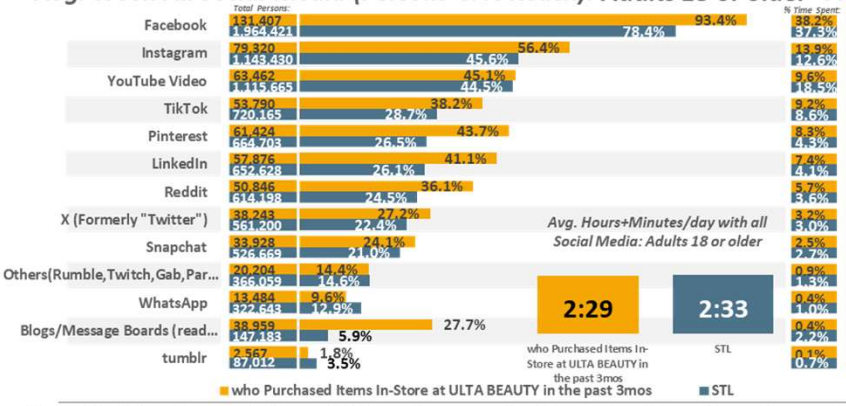
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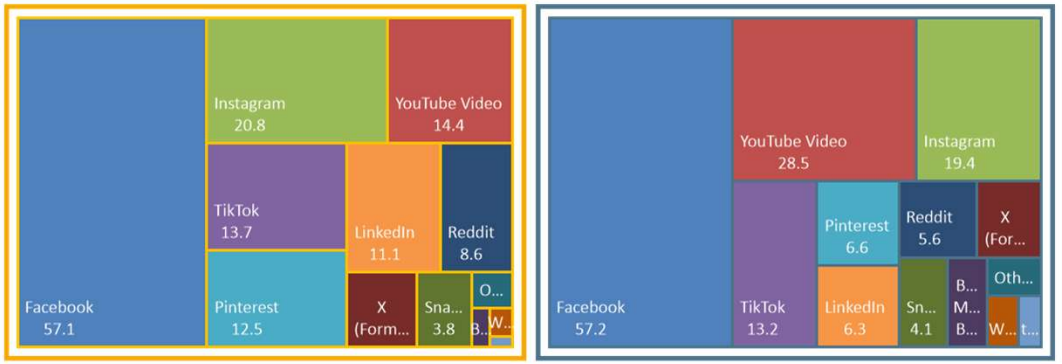
[(Stores/services shopped in-store past 3 months: Ulta AND Stores/services bought past 3 months: Ulta)]

117,685 or 83.7% of Adults 18 or older who Purchased Items In-Store at ULTA BEAUTY in the past 3mos use Ad-Supported Facebook for an average of 51. minutes every day representing 38.2% of all time spent daily with Ad-Supported Social Media.

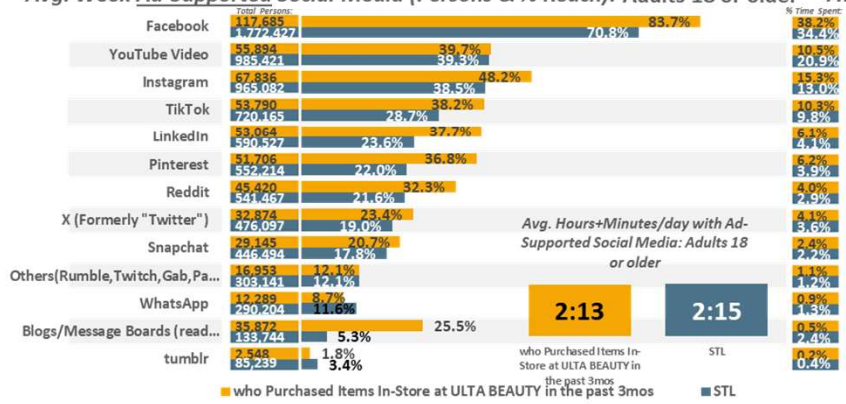
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



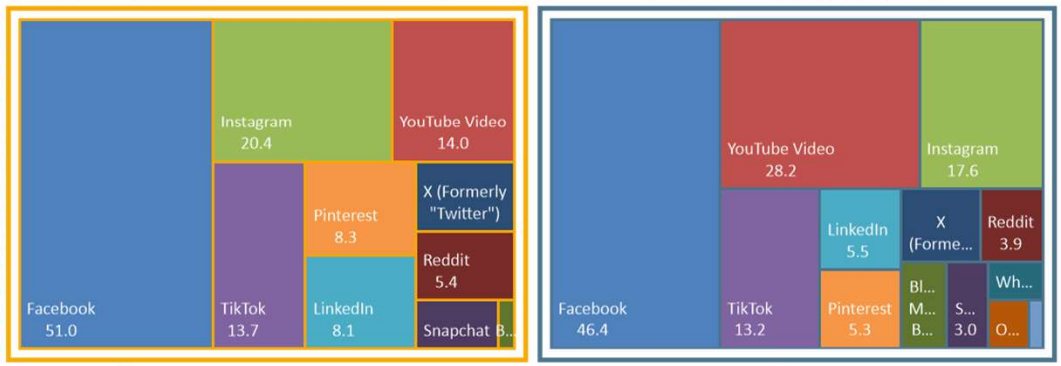
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 105

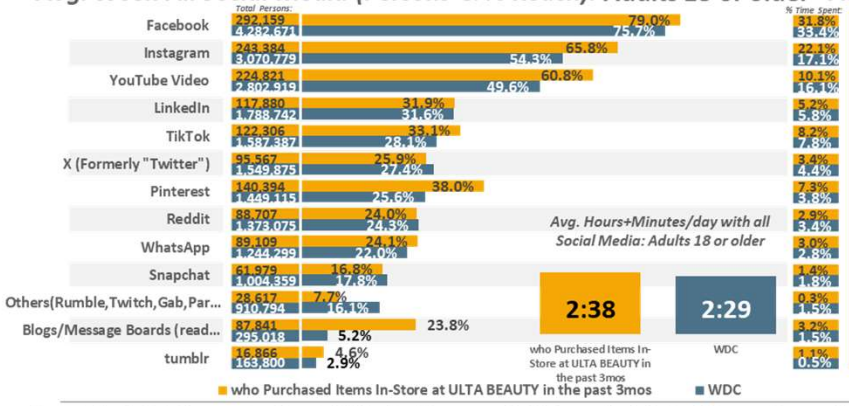
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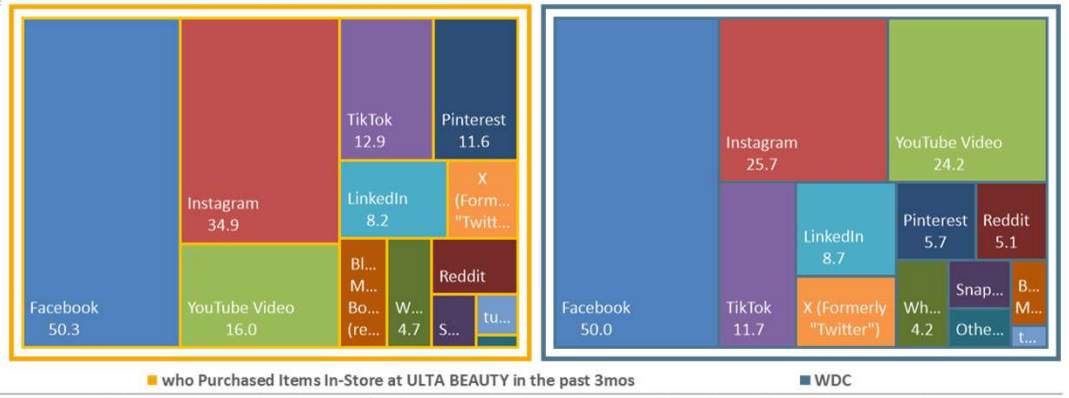
[(Stores/services shopped in-store past 3 months: Ulta AND Stores/services bought past 3 months: Ulta)]

292,159 or 79.% of Adults 18 or older who Purchased Items In-Store at ULTA BEAUTY in the past 3mos use Ad-Supported Facebook for an average of 50.7 minutes every day representing 36.3% of all time spent daily with Ad-Supported Social Media.

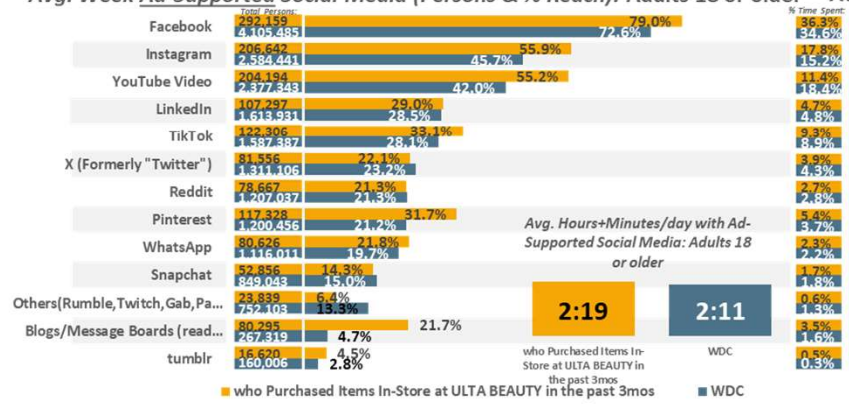
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



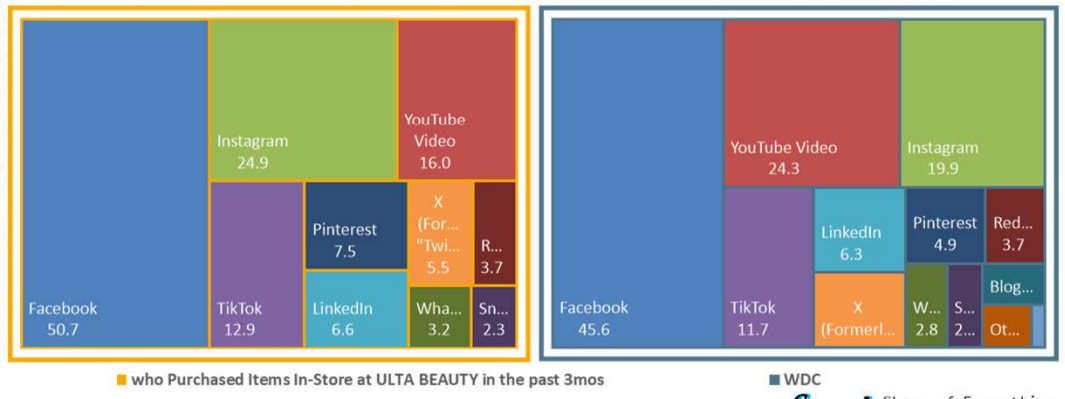
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



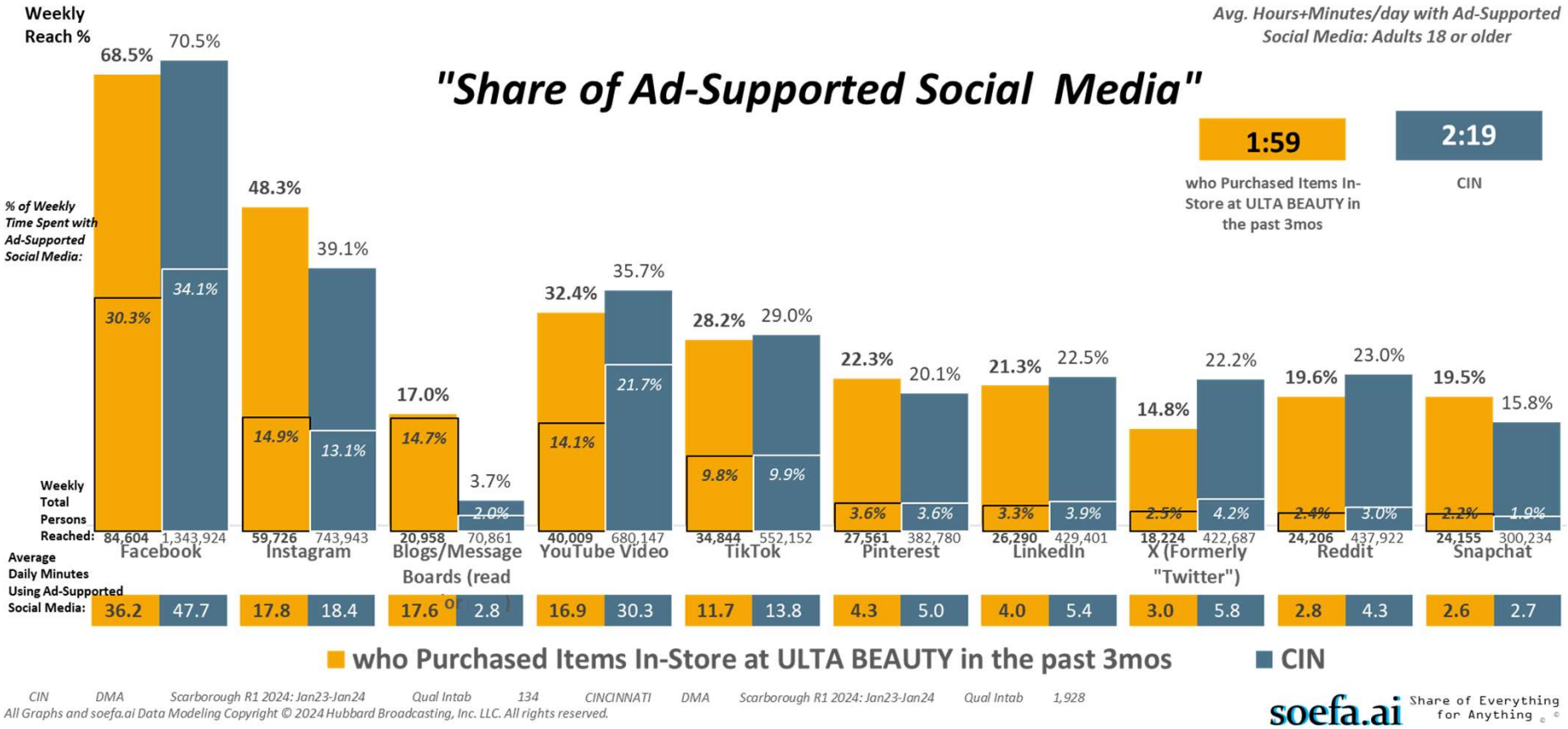
WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 359

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[(Stores/services shopped in-store past 3 months: Ulta AND Stores/services bought past 3 months: Ulta)]

84,604 or 68.5% of Adults 18 or older who Purchased Items In-Store at ULTA BEAUTY in the past 3mos use Ad-Supported Facebook for an average of 36.2 minutes every day representing 30.3% of all time spent daily with Ad-Supported Social Media.



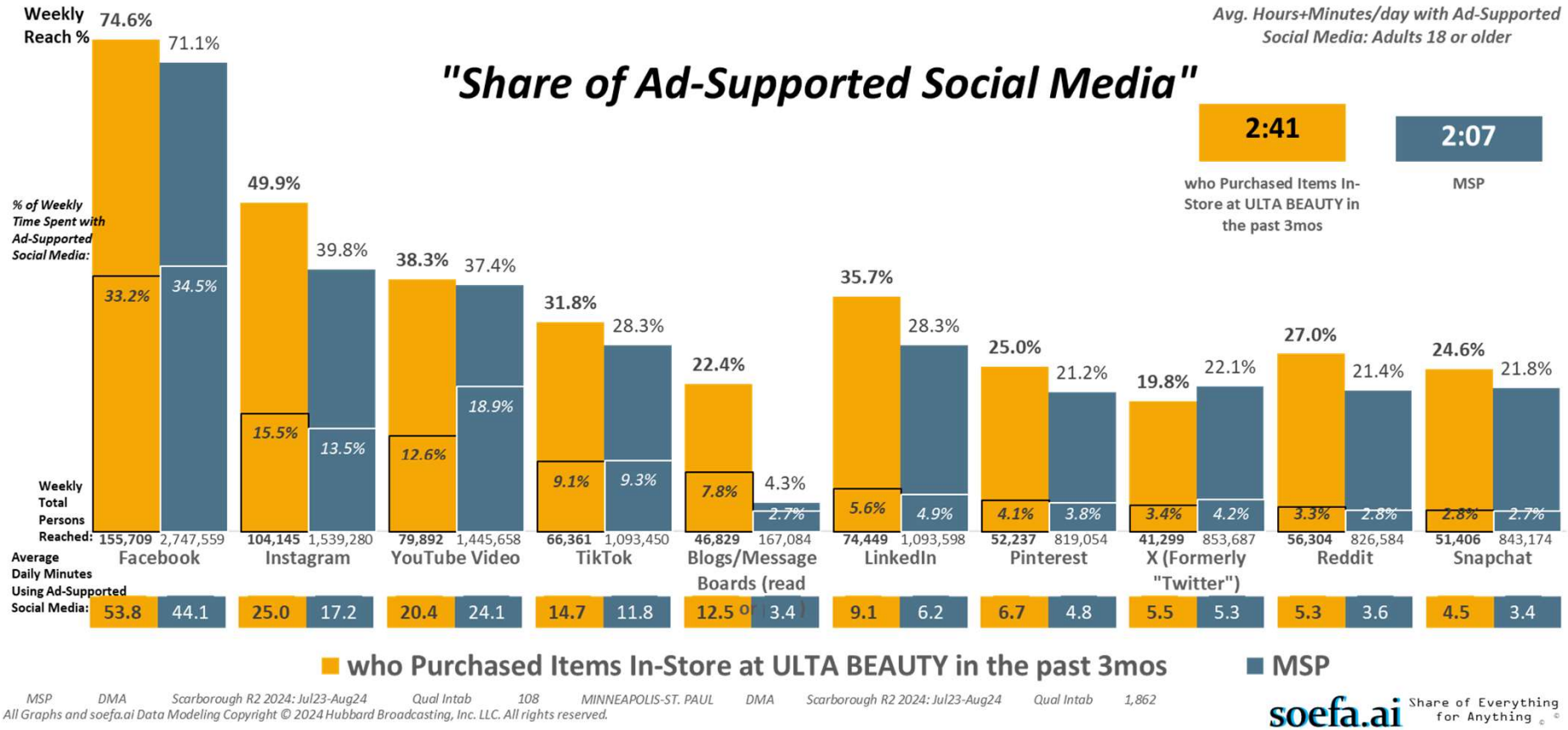
CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 134 CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,928

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[(Stores/services shopped in-store past 3 months: Ulta AND Stores/services bought past 3 months: Ulta)]

155,709 or 74.6% of Adults 18 or older who Purchased Items In-Store at ULTA BEAUTY in the past 3mos use Ad-Supported Facebook for an average of 53.8 minutes every day representing 33.2% of all time spent daily with Ad-Supported Social Media.



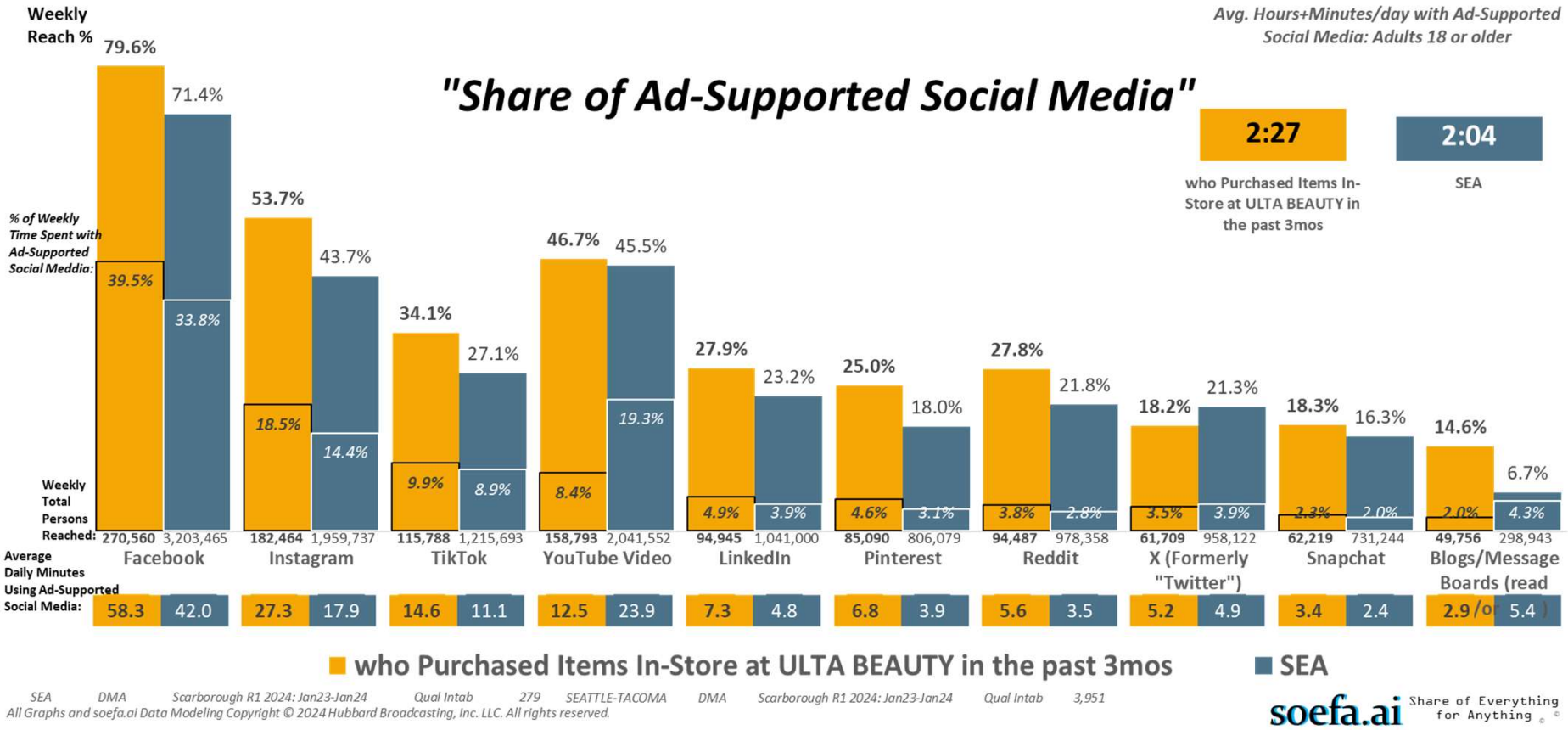
MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 108 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,862

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[(Stores/services shopped in-store past 3 months: Ulta AND Stores/services bought past 3 months: Ulta)]

270,560 or 79.6% of Adults 18 or older who Purchased Items In-Store at ULTA BEAUTY in the past 3mos use Ad-Supported Facebook for an average of 58.3 minutes every day representing 39.5% of all time spent daily with Ad-Supported Social Media.



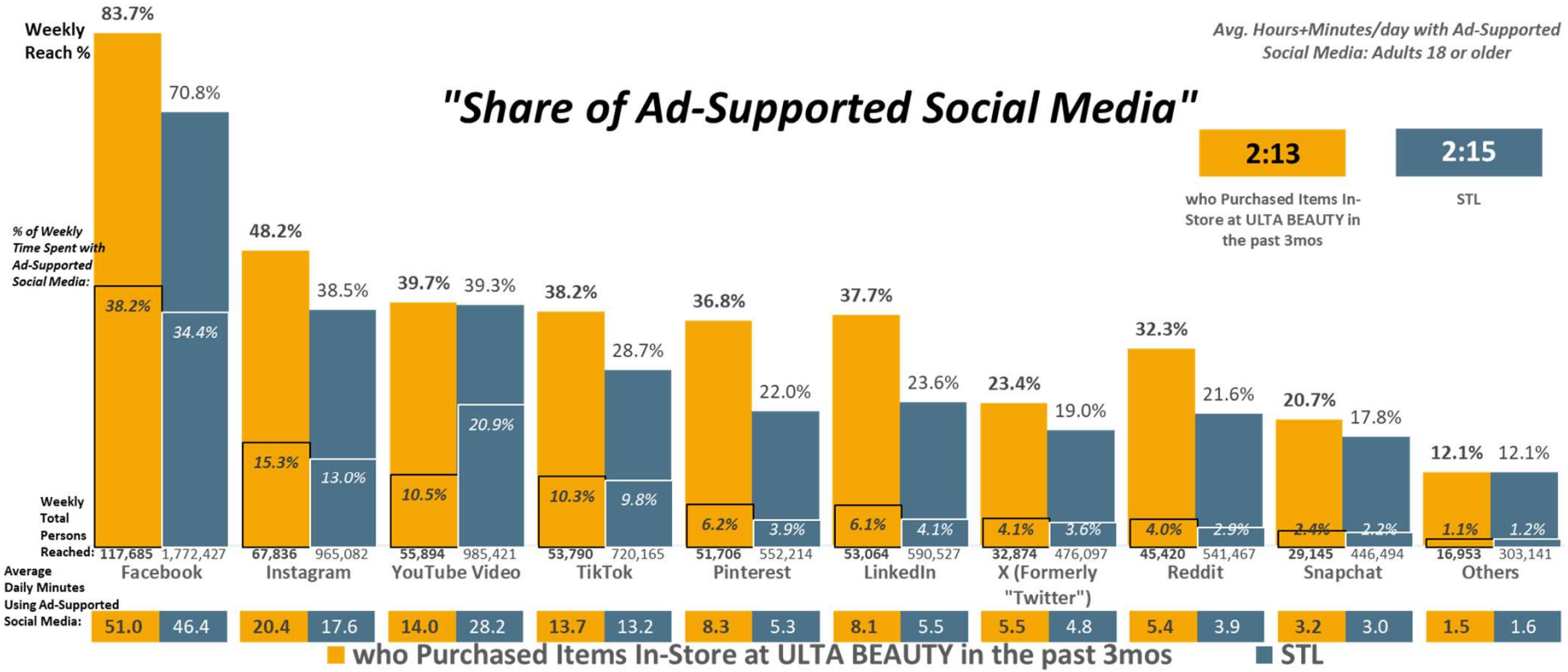
SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 279 SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 3,951

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[(Stores/services shopped in-store past 3 months: Ulta AND Stores/services bought past 3 months: Ulta)]

117,685 or 83.7% of Adults 18 or older who Purchased Items In-Store at ULTA BEAUTY in the past 3mos use Ad-Supported Facebook for an average of 51. minutes every day representing 38.2% of all time spent daily with Ad-Supported Social Media.



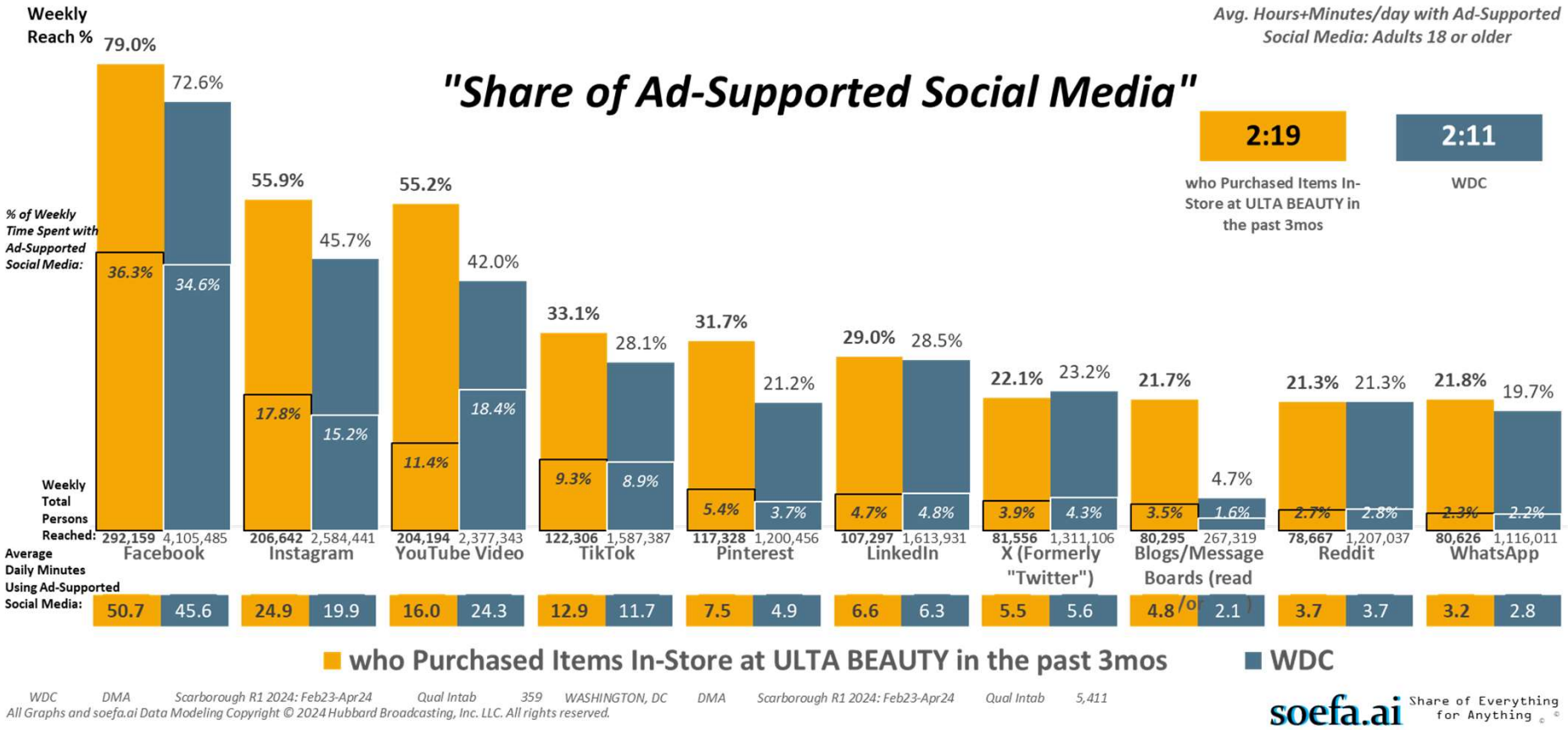
STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 105 ST. LOUIS DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,952

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[(Stores/services shopped in-store past 3 months: Ulta AND Stores/services bought past 3 months: Ulta)]

292,159 or 79.% of Adults 18 or older who Purchased Items In-Store at ULTA BEAUTY in the past 3mos use Ad-Supported Facebook for an average of 50.7 minutes every day representing 36.3% of all time spent daily with Ad-Supported Social Media.



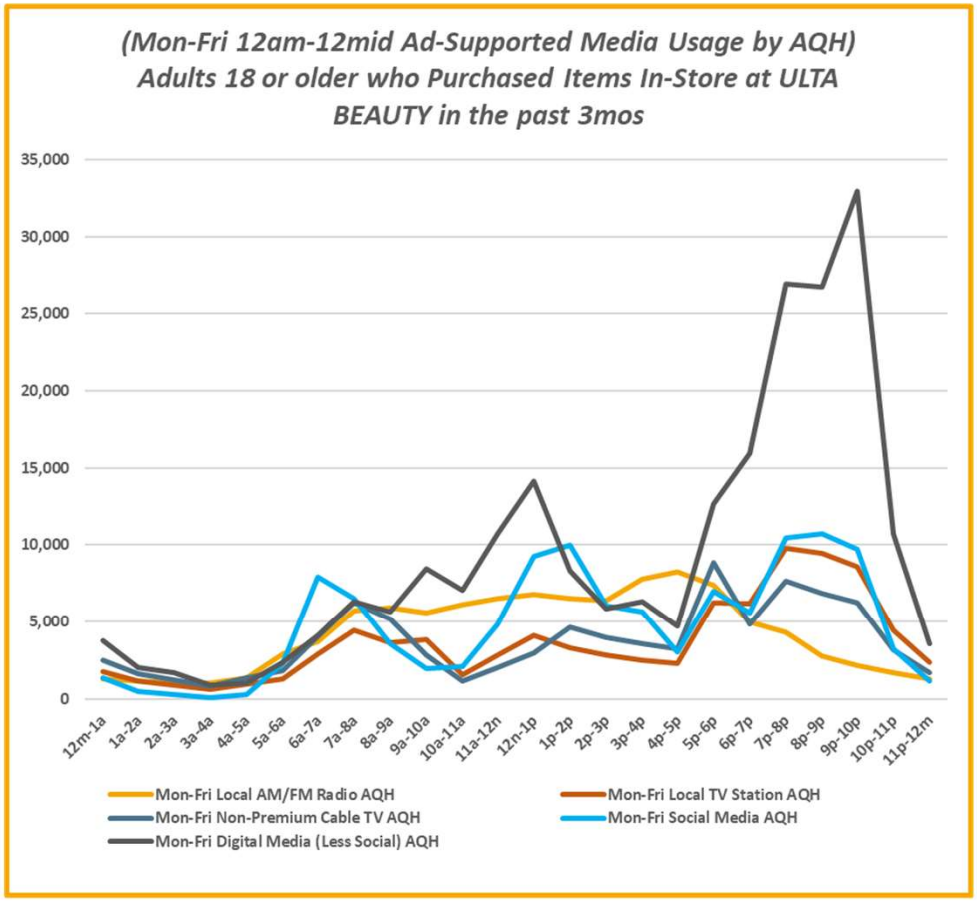
WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 359 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,411

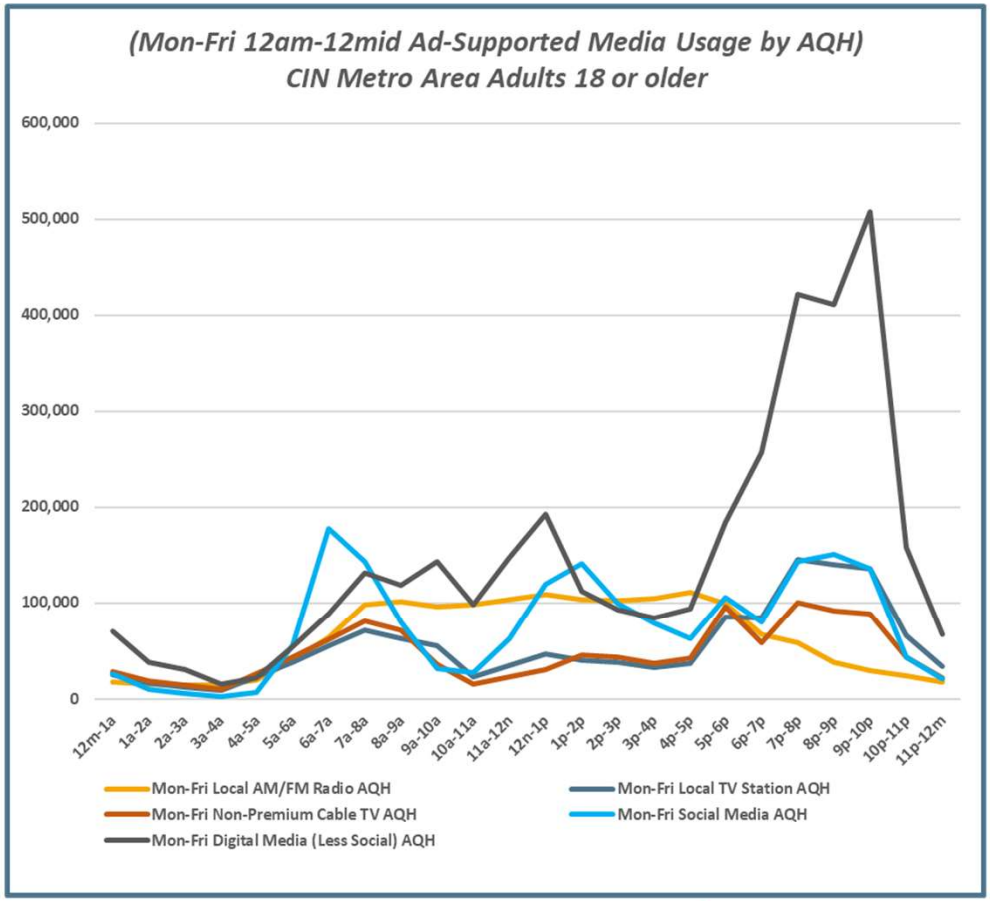
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[(Stores/services shopped in-store past 3 months: Ulta AND Stores/services bought past 3 months: Ulta)]

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 8,481; Local Radio: 6,264; Social Media: 5,641; Non-Prem. Cable: 4,107; Local TV: 3,579 reaching Adults 18 or older who Purchased Items In-Store at ULTA BEAUTY in the pas





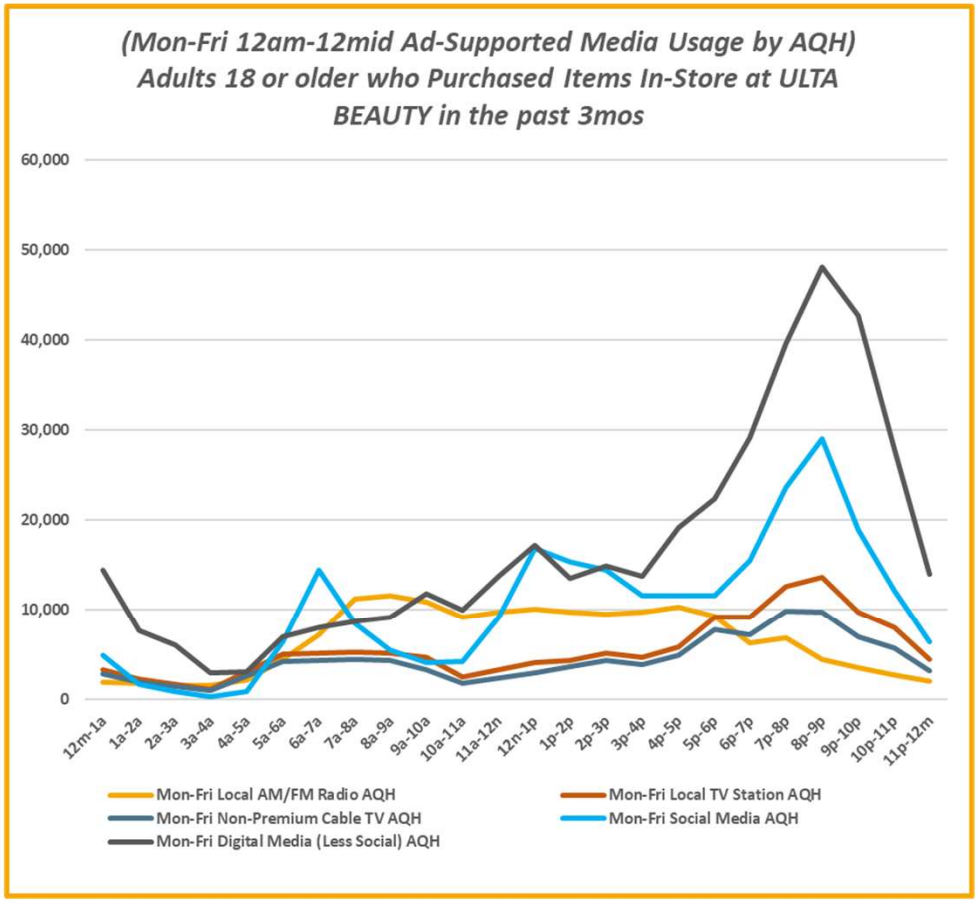
CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 134

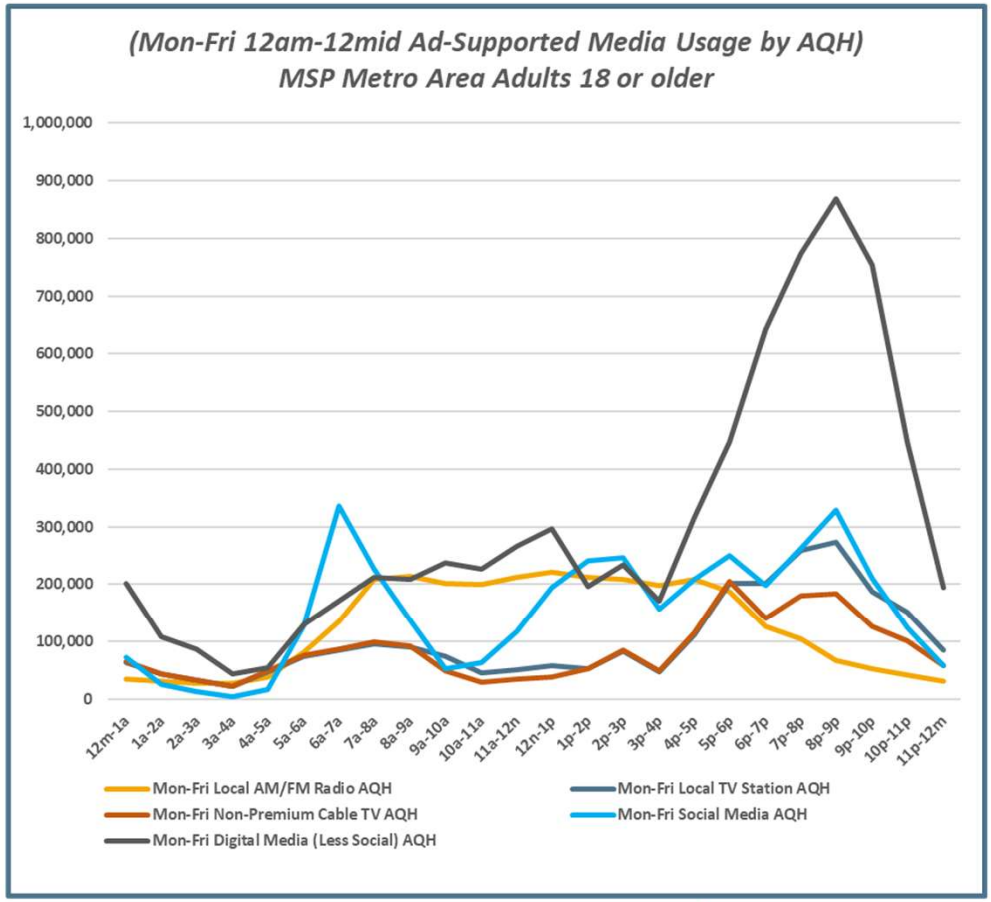
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[(Stores/services shopped in-store past 3 months: Ulta AND Stores/services bought past 3 months: Ulta)]

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 14,721; Social Media: 10,955; Local Radio: 9,570; Local TV: 5,235; Non-Prem. Cable: 4,220 reaching Adults 18 or older who Purchased Items In-Store at ULTA BEAUTY in the p





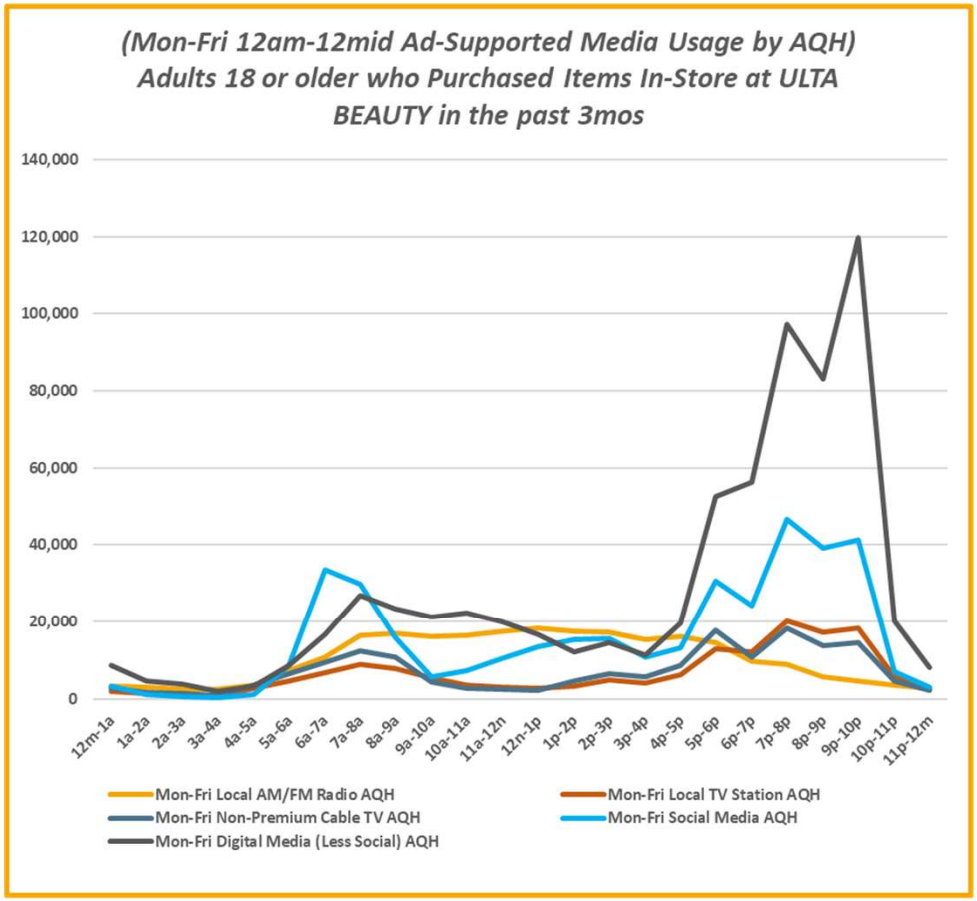
MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 108

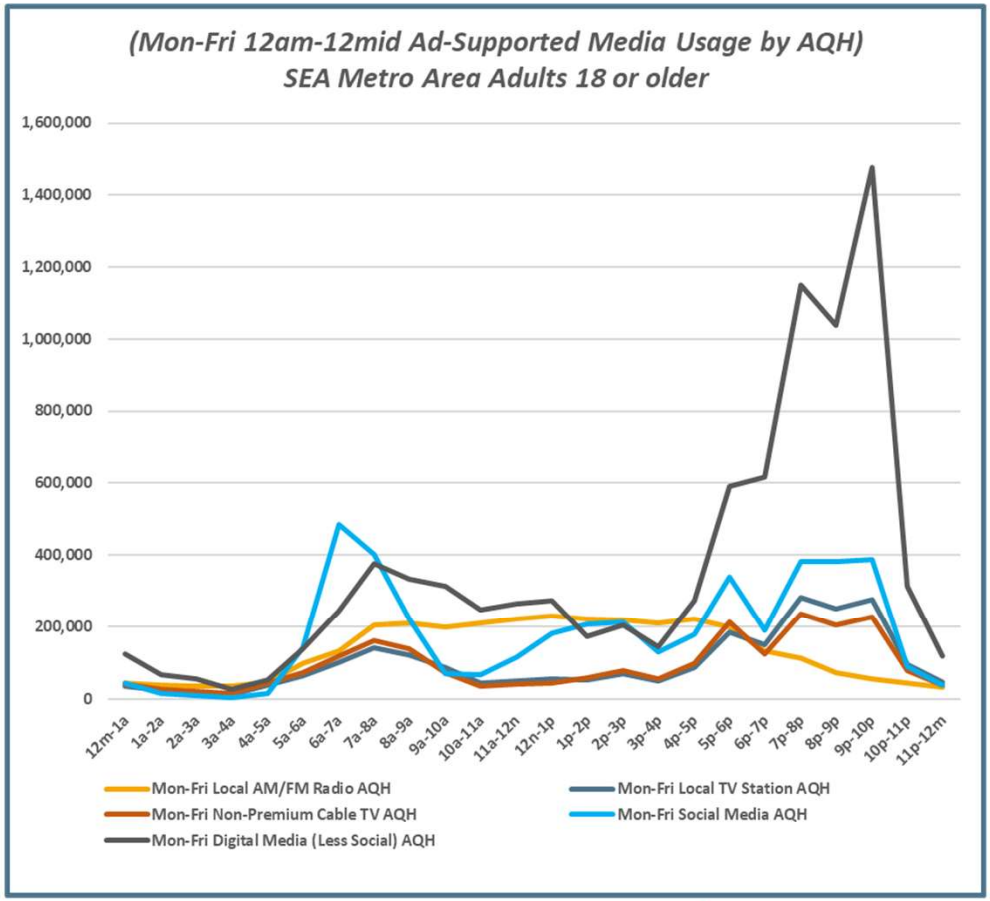
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[(Stores/services shopped in-store past 3 months: Ulta AND Stores/services bought past 3 months: Ulta)]

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 24,076; Social Media: 17,345; Local Radio: 15,522; Non-Prem. Cable: 7,508; Local TV: 6,268 reaching Adults 18 or older who Purchased Items In-Store at ULTA BEAUTY in the





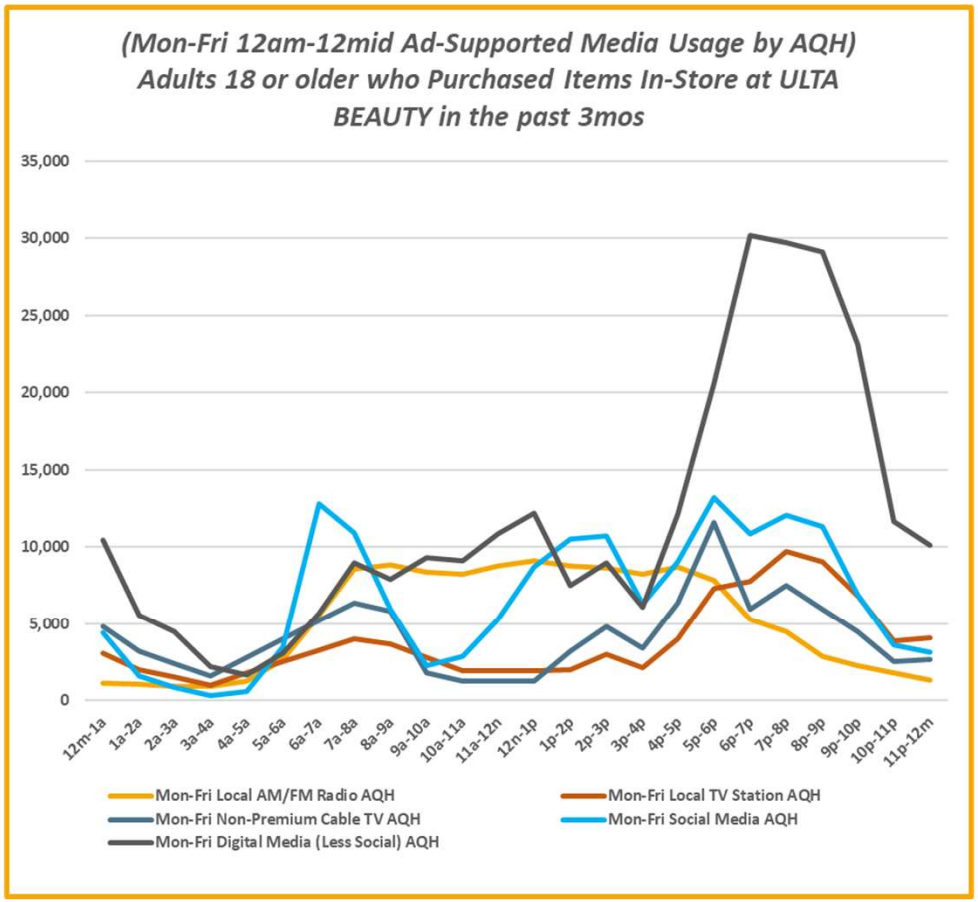
SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 279

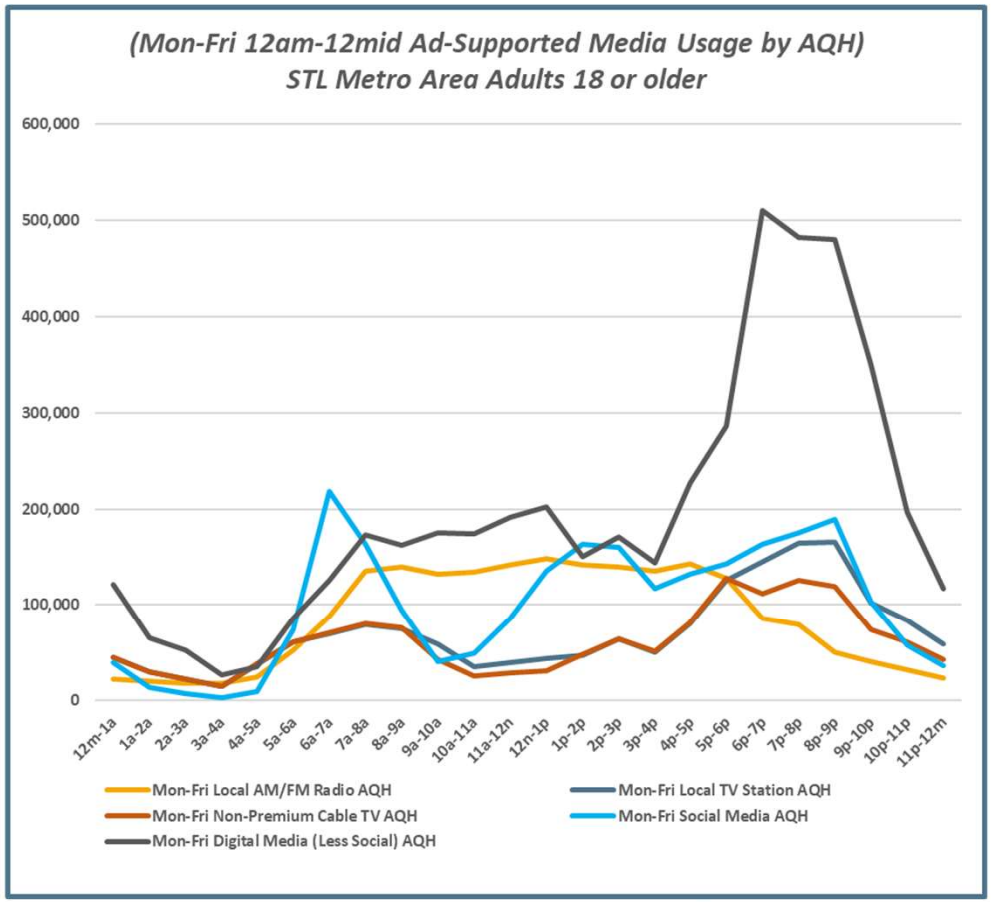
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[(Stores/services shopped in-store past 3 months: Ulta AND Stores/services bought past 3 months: Ulta)]

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 11,500; Social Media: 8,418; Local Radio: 8,073; Non-Prem. Cable: 4,489; Local TV: 3,515 reaching Adults 18 or older who Purchased Items In-Store at ULTA BEAUTY in the pa





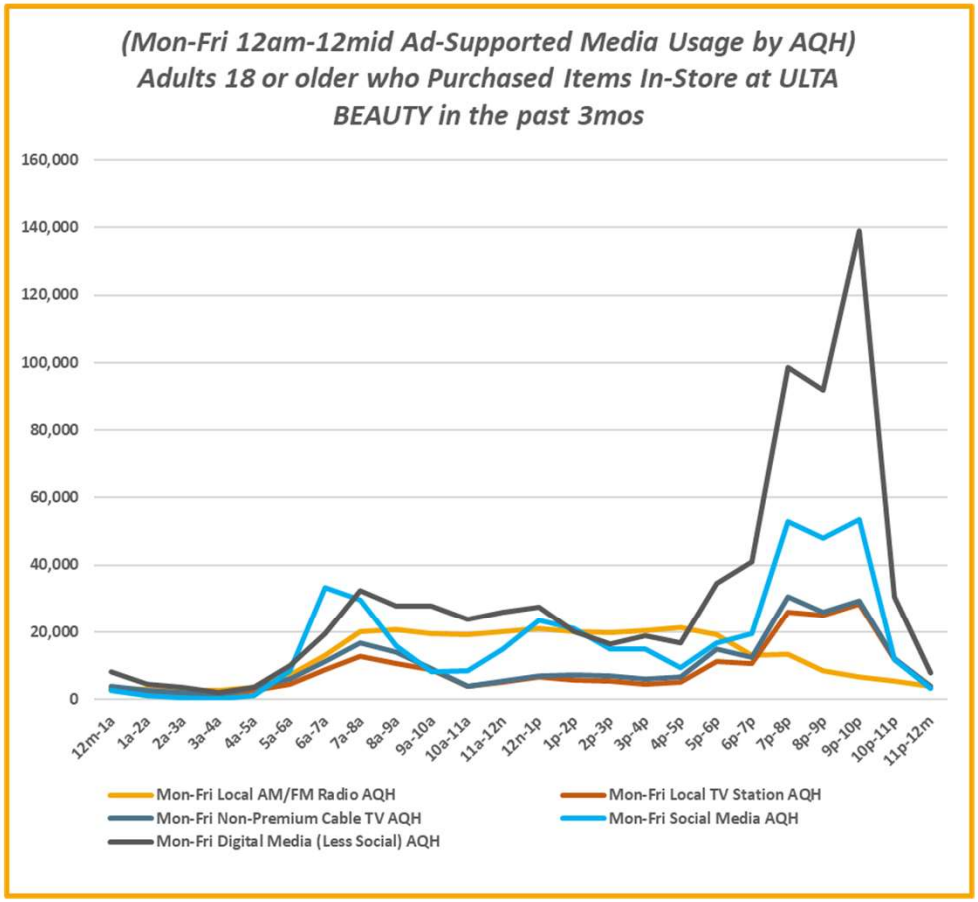
STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 105

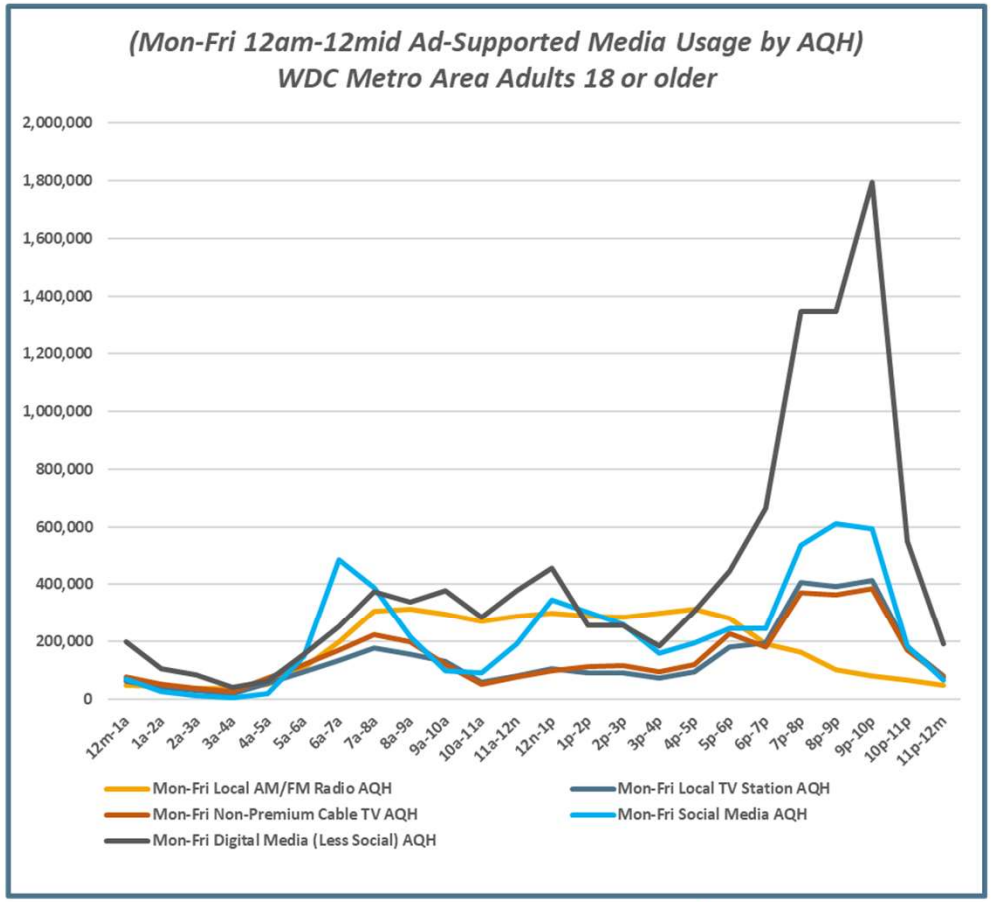
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[(Stores/services shopped in-store past 3 months: Ulta AND Stores/services bought past 3 months: Ulta)]

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 25,551; Local Radio: 19,078; Social Media: 17,677; Non-Prem. Cable: 9,309; Local TV: 7,546 reaching Adults 18 or older who Purchased Items In-Store at ULTA BEAUTY in the





WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 359

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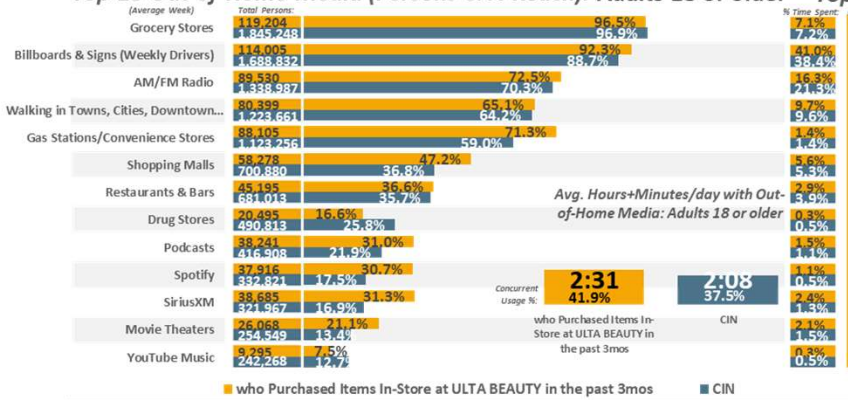
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[(Stores/services shopped in-store past 3 months: Ulta AND Stores/services bought past 3 months: Ulta)]

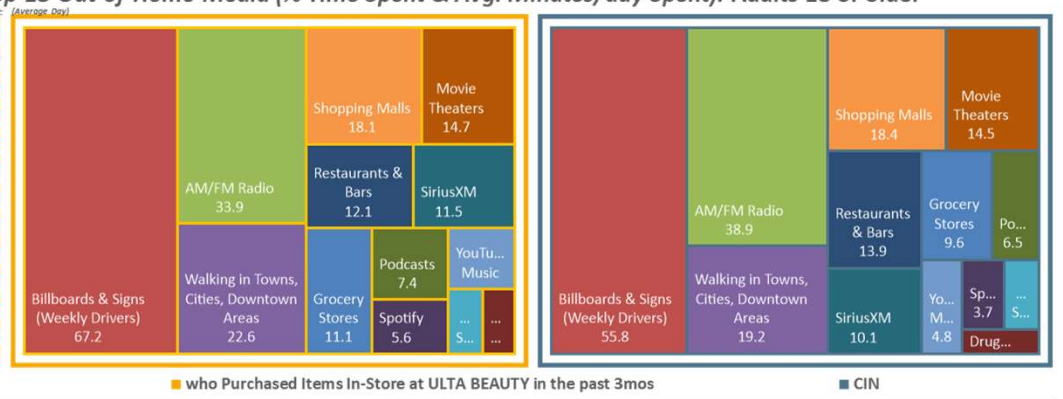
ULTA BEAUTY — CIN

114,005 or 92.3% of Adults 18 or older who Purchased Items In-Store at ULTA BEAUTY in the past 3mos spend an average of 67.2 minutes per day driving, seeing Billboards and Signs. 69.1% Listen to Local Radio Stations Out-of-Home for an average of 30.9 minu

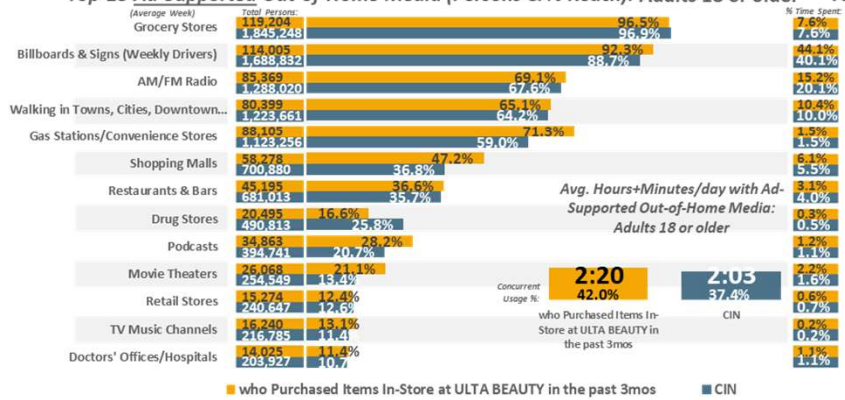
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



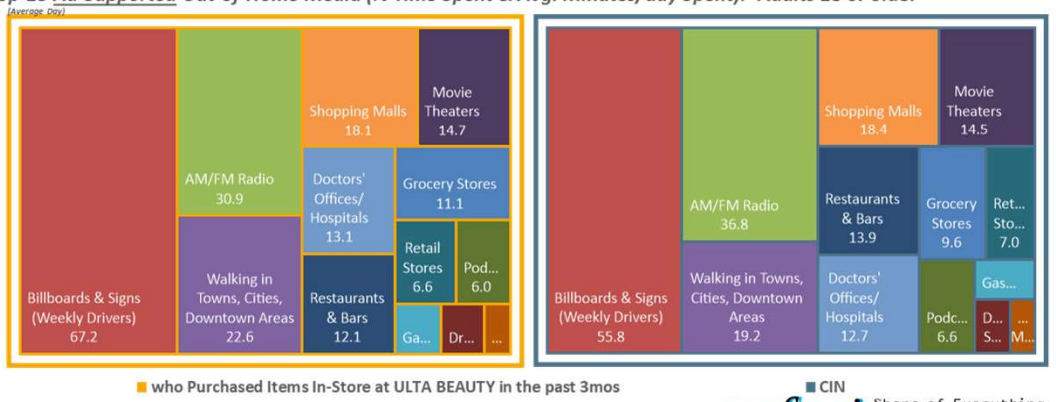
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 134

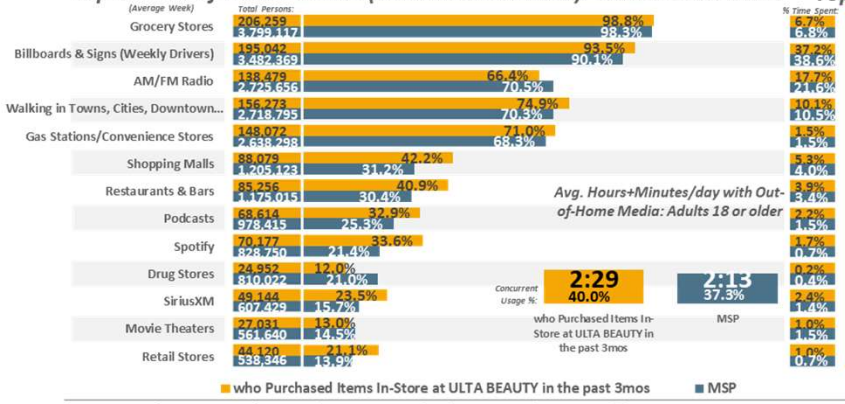
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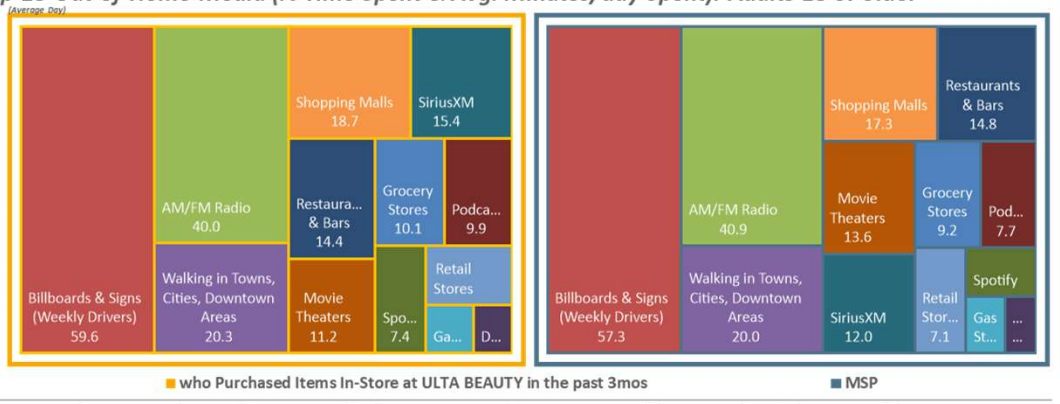
[(Stores/services shopped in-store past 3 months: Ulta AND Stores/services bought past 3 months: Ulta)]

195,042 or 93.5% of Adults 18 or older who Purchased Items In-Store at ULTA BEAUTY in the past 3mos spend an average of 59.6 minutes per day driving, seeing Billboards and Signs. 63.% Listen to Local Radio Stations Out-of-Home for an average of 37.8 minut

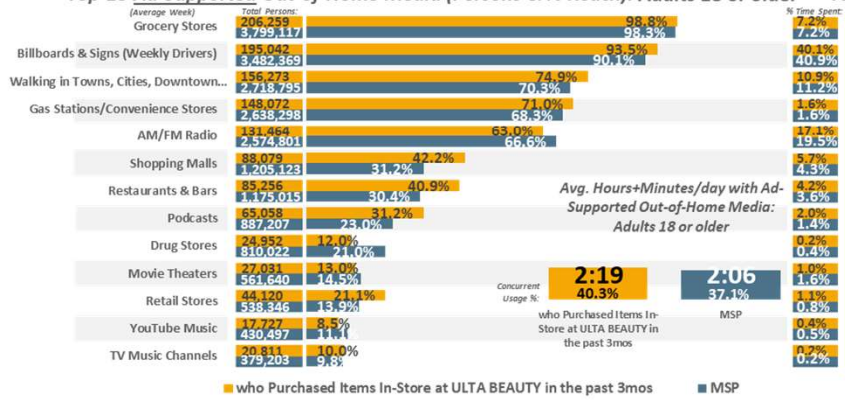
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



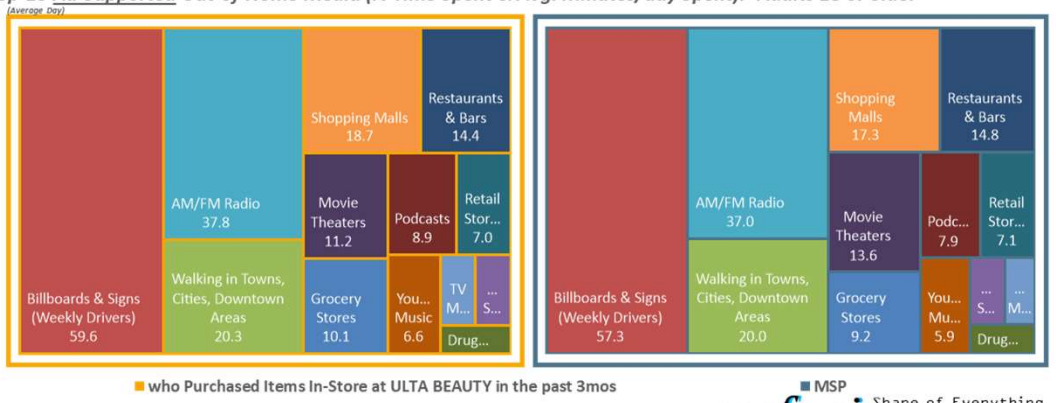
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 108

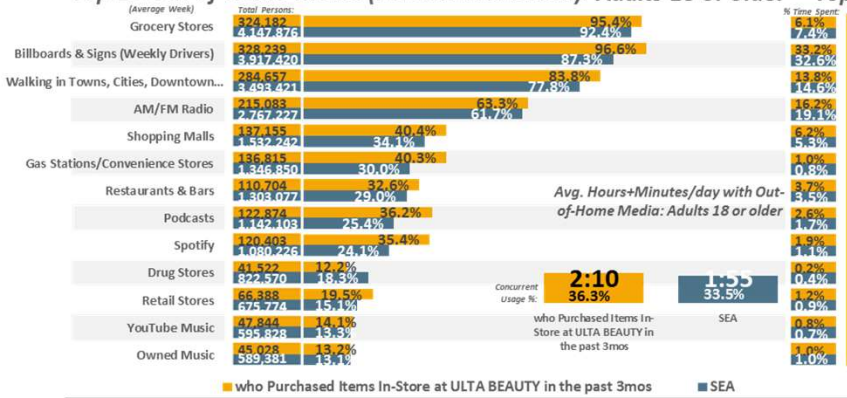
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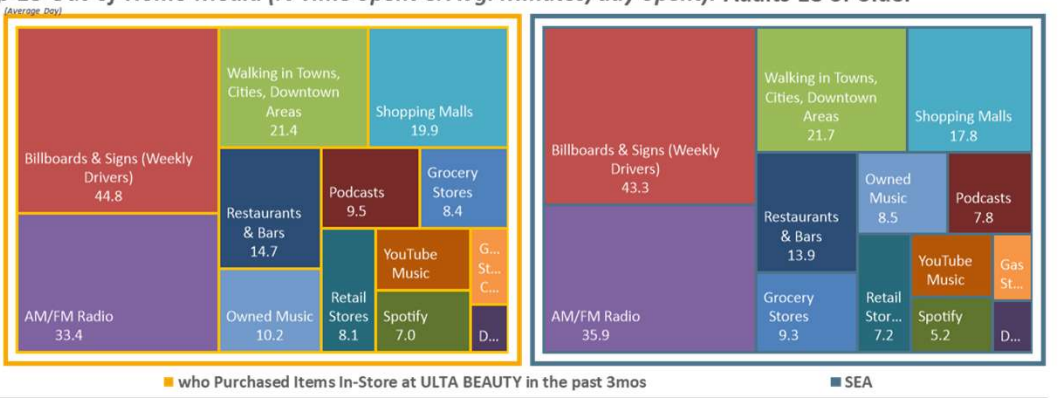
[(Stores/services shopped in-store past 3 months: Ulta AND Stores/services bought past 3 months: Ulta)]

328,239 or 96.6% of Adults 18 or older who Purchased Items In-Store at ULTA BEAUTY in the past 3mos spend an average of 44.8 minutes per day driving, seeing Billboards and Signs. 61.3% Listen to Local Radio Stations Out-of-Home for an average of 30.8 minu

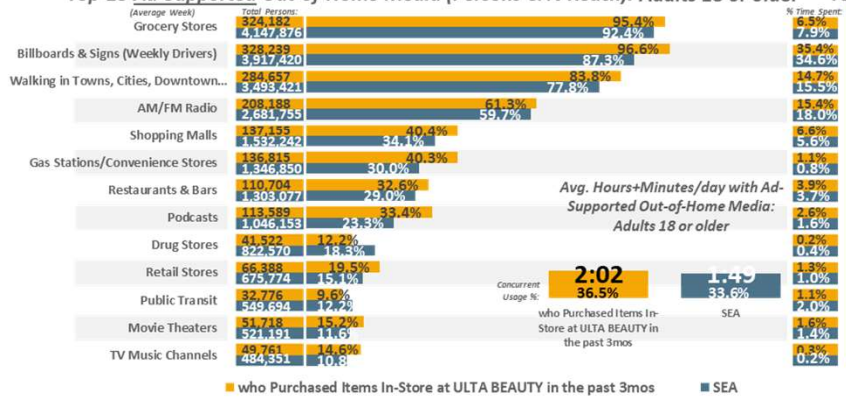
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



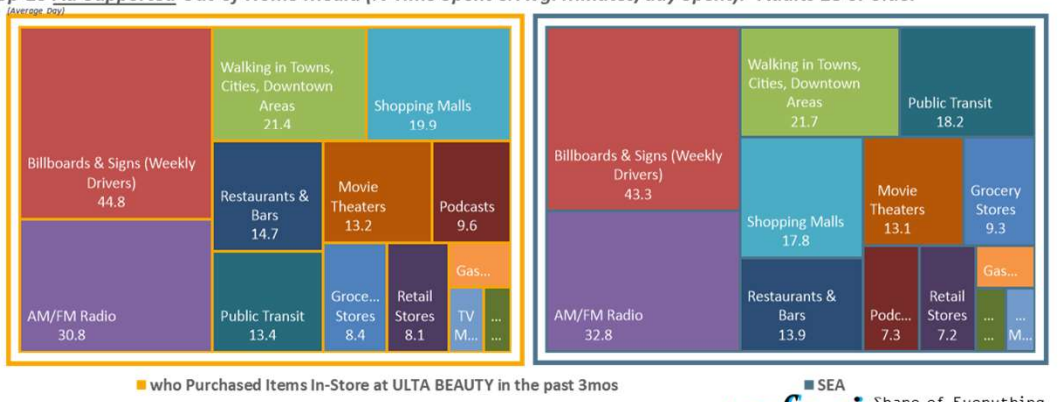
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 279

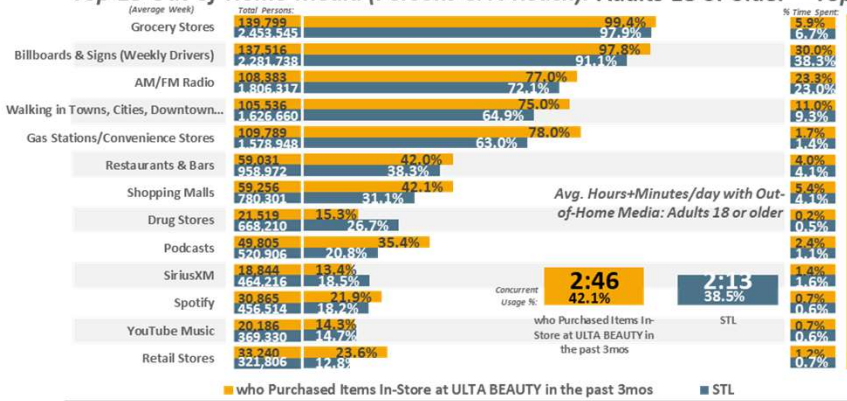
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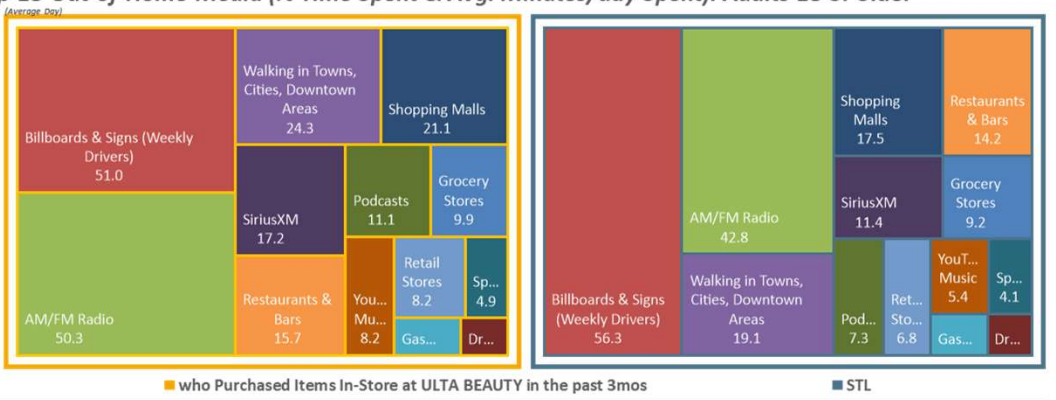
[(Stores/services shopped in-store past 3 months: Ulta AND Stores/services bought past 3 months: Ulta)]

137,516 or 97.8% of Adults 18 or older who Purchased Items In-Store at ULTA BEAUTY in the past 3mos spend an average of 51. minutes per day driving, seeing Billboards and Signs. 74.6% Listen to Local Radio Stations Out-of-Home for an average of 47.7 minut

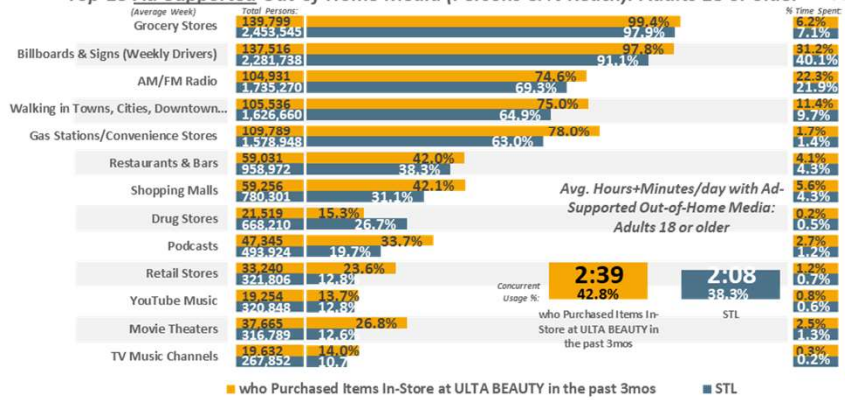
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



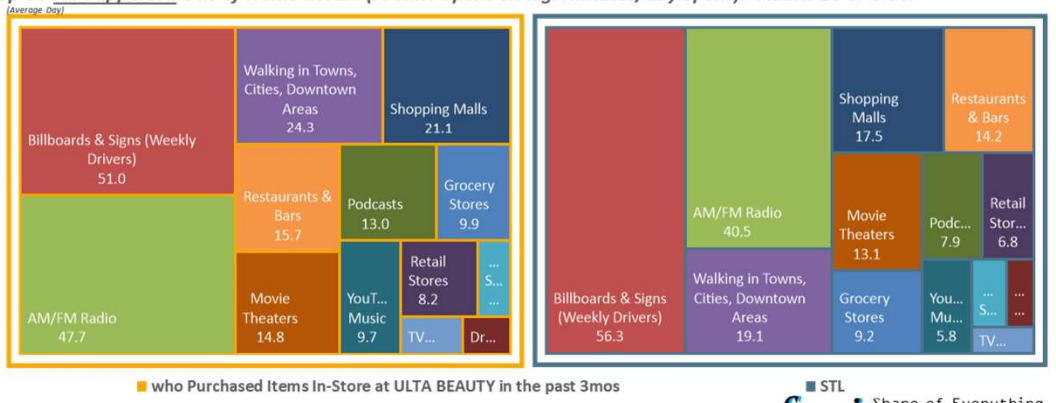
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 105

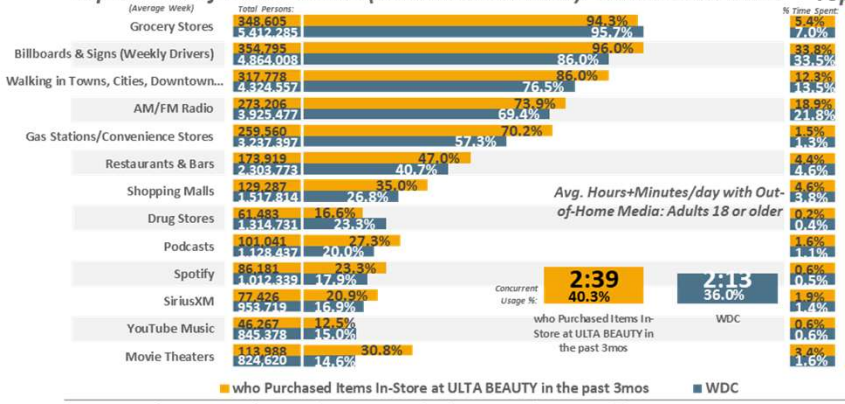
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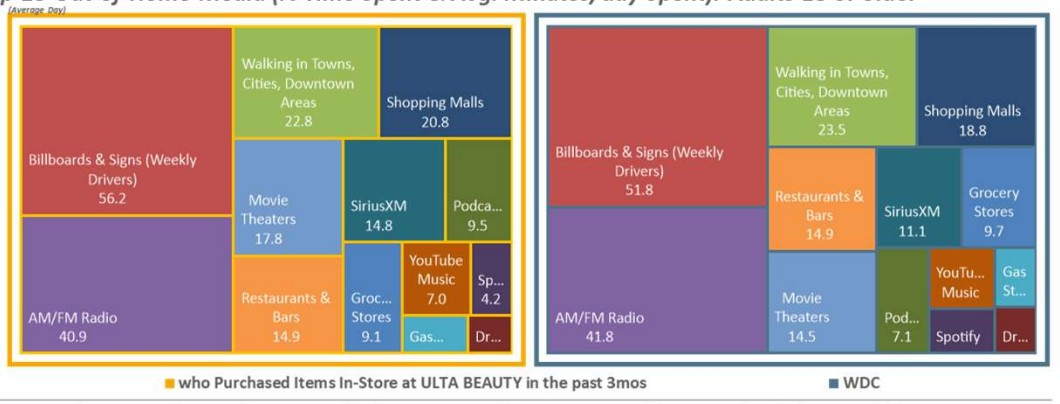
[(Stores/services shopped in-store past 3 months: Ulta AND Stores/services bought past 3 months: Ulta)]

354,795 or 96.% of Adults 18 or older who Purchased Items In-Store at ULTA BEAUTY in the past 3mos spend an average of 56.2 minutes per day driving, seeing Billboards and Signs. 69.5% Listen to Local Radio Stations Out-of-Home for an average of 38.3 minut

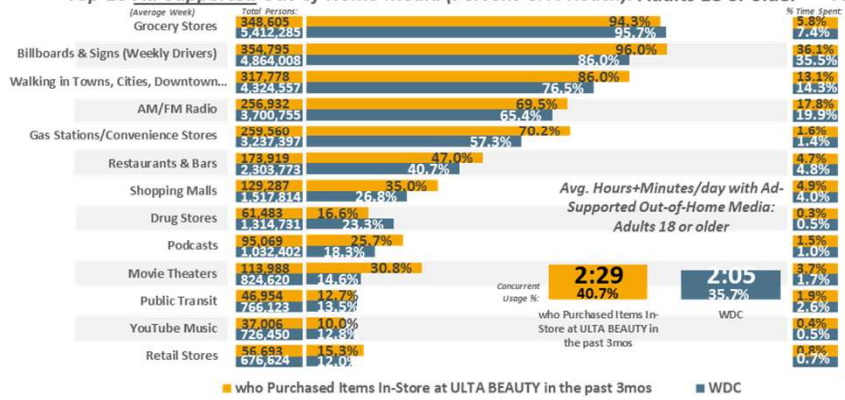
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



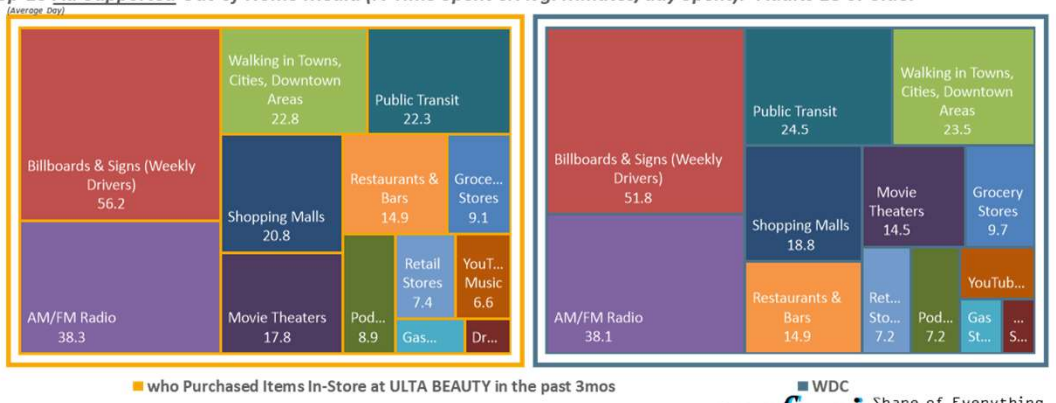
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 359

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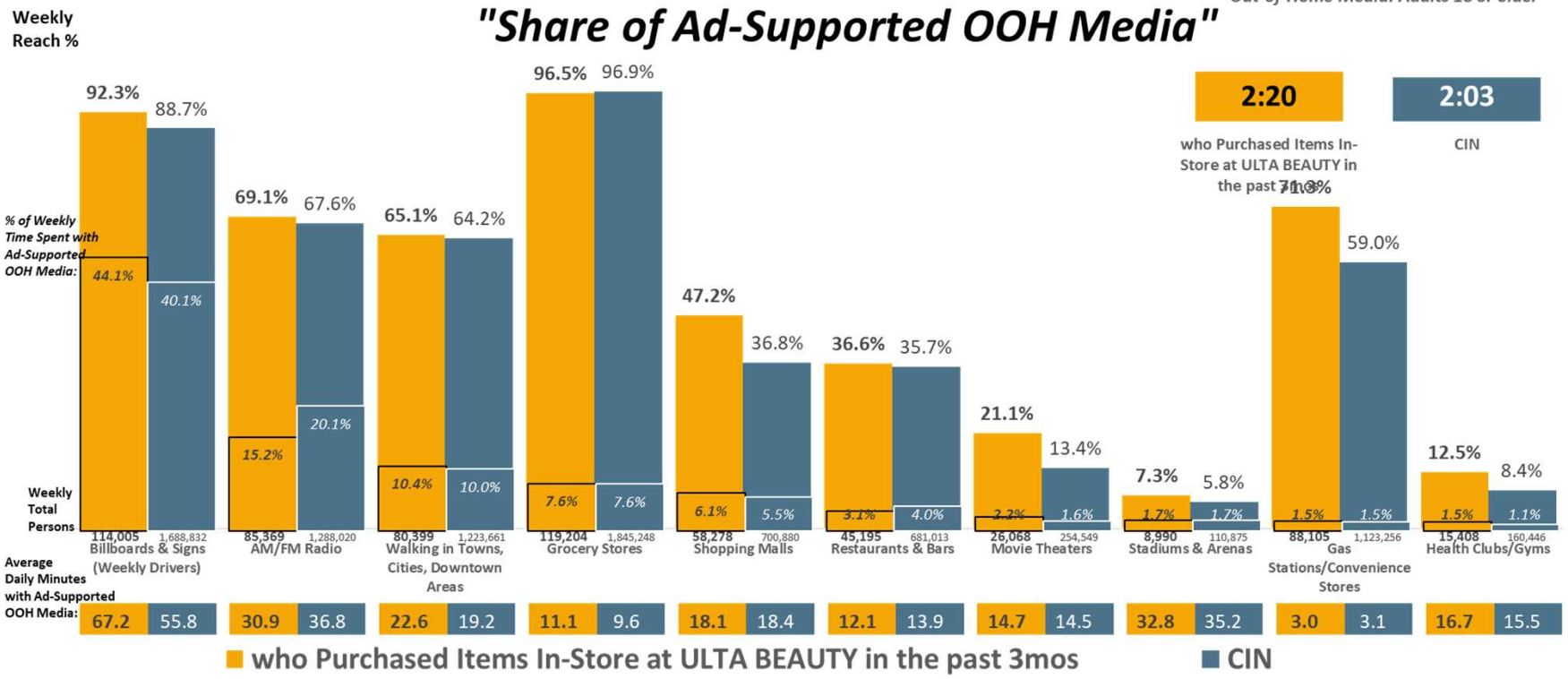
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[(Stores/services shopped in-store past 3 months: Ulta AND Stores/services bought past 3 months: Ulta)]

114,005 or 92.3% of Adults 18 or older who Purchased Items In-Store at ULTA BEAUTY in the past 3mos spend an average of 67.2 minutes per day driving, seeing Billboards and Signs representing 44.1% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"

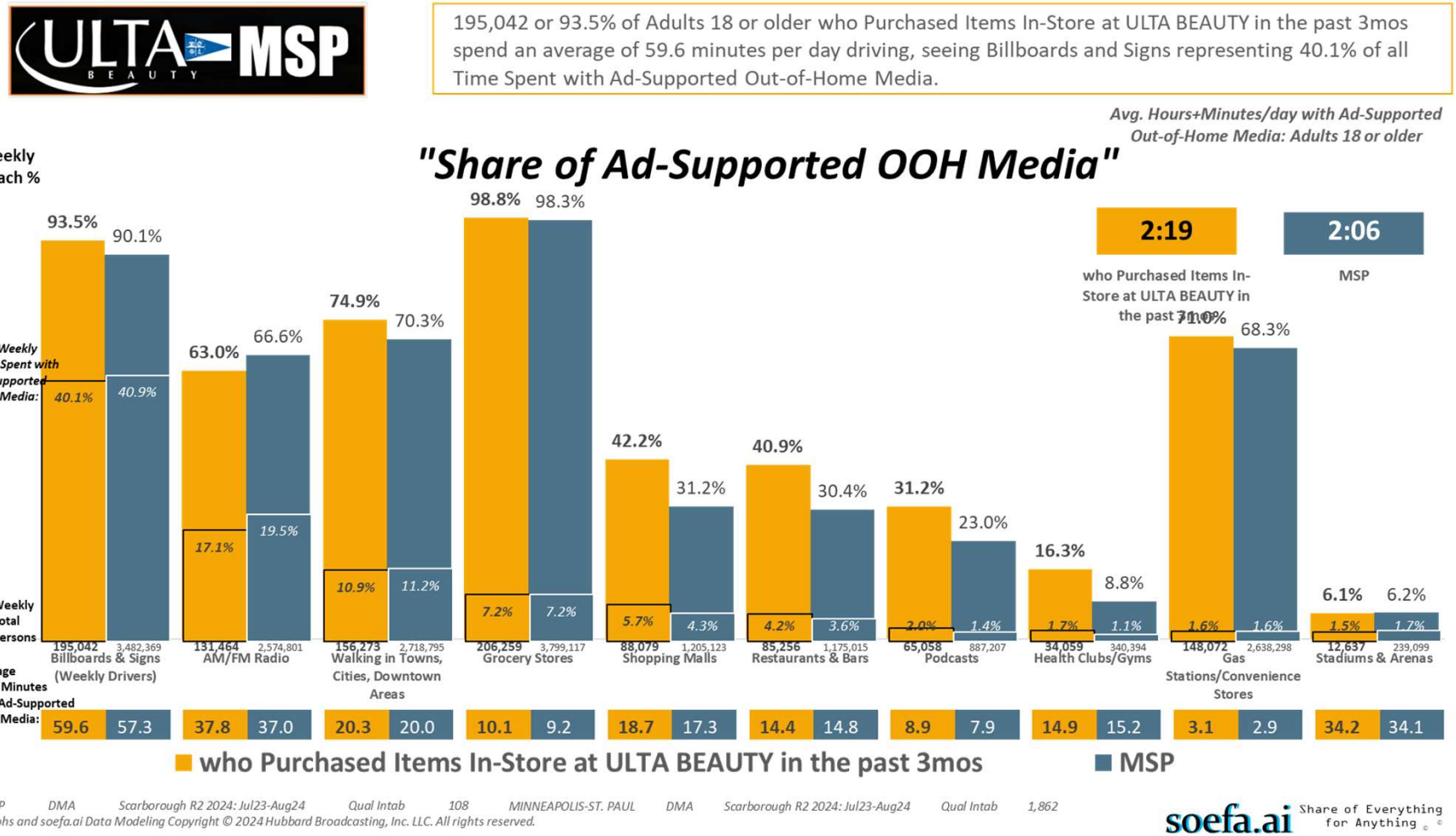


CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 134 CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,928

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[(Stores/services shopped in-store past 3 months: Ulta AND Stores/services bought past 3 months: Ulta)]

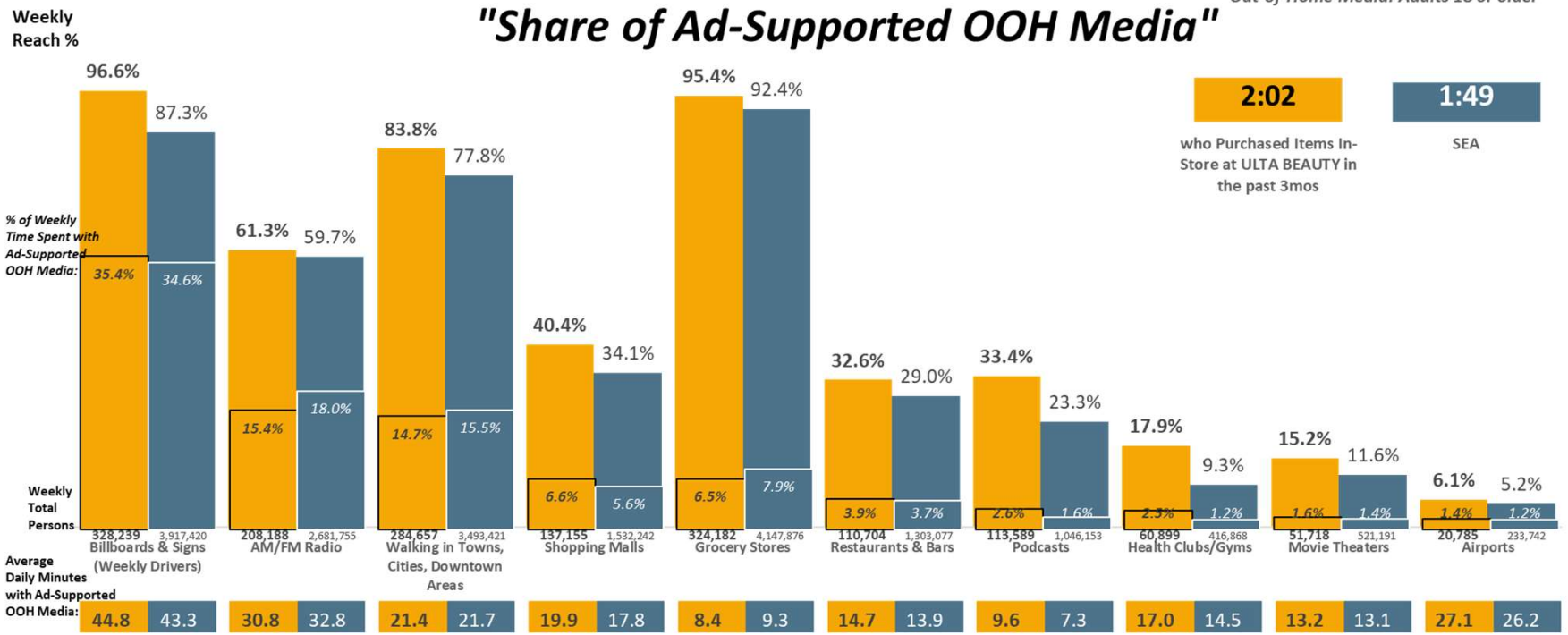


[(Stores/services shopped in-store past 3 months: Ulta AND Stores/services bought past 3 months: Ulta)]

328,239 or 96.6% of Adults 18 or older who Purchased Items In-Store at ULTA BEAUTY in the past 3mos spend an average of 44.8 minutes per day driving, seeing Billboards and Signs representing 35.4% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 279 SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 3,951

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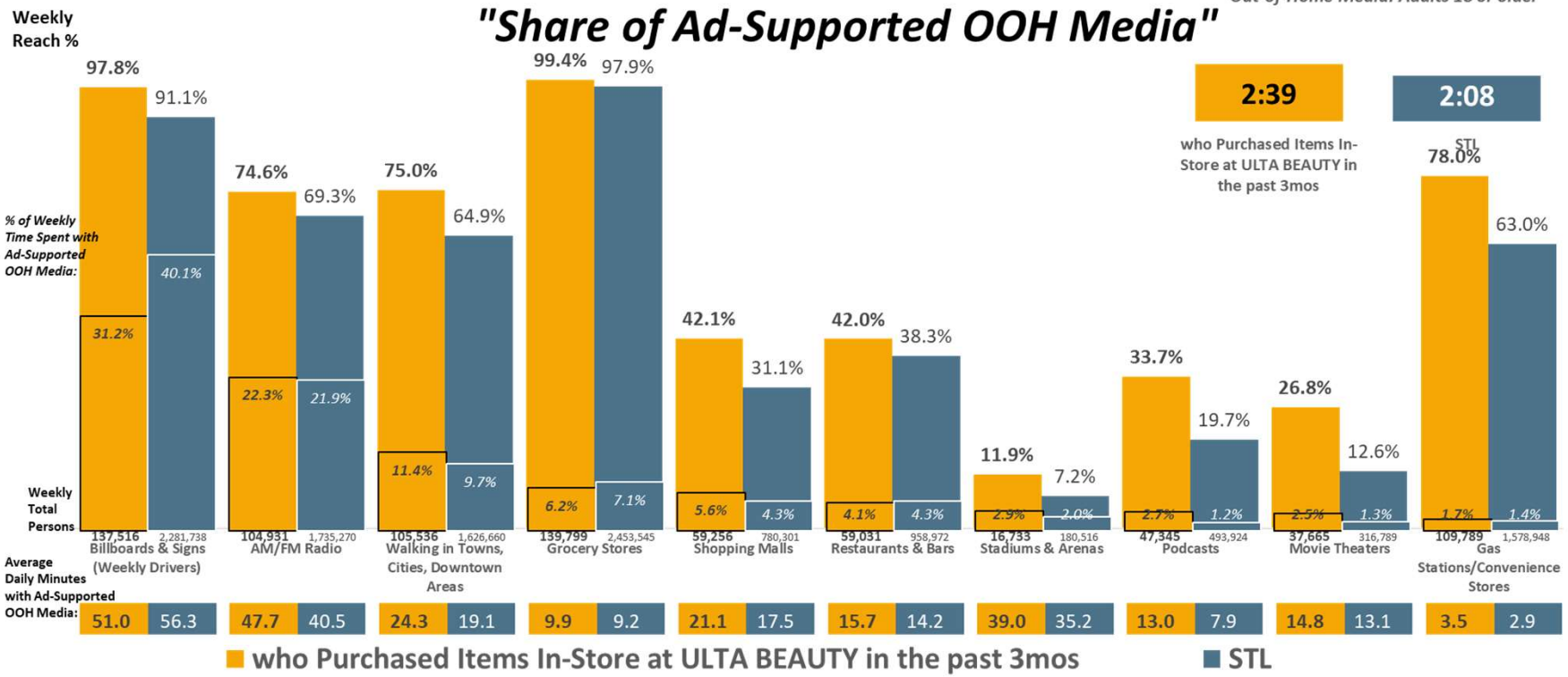
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[(Stores/services shopped in-store past 3 months: Ulta AND Stores/services bought past 3 months: Ulta)]

137,516 or 97.8% of Adults 18 or older who Purchased Items In-Store at ULTA BEAUTY in the past 3mos spend an average of 51. minutes per day driving, seeing Billboards and Signs representing 31.2% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 105 ST. LOUIS DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,952

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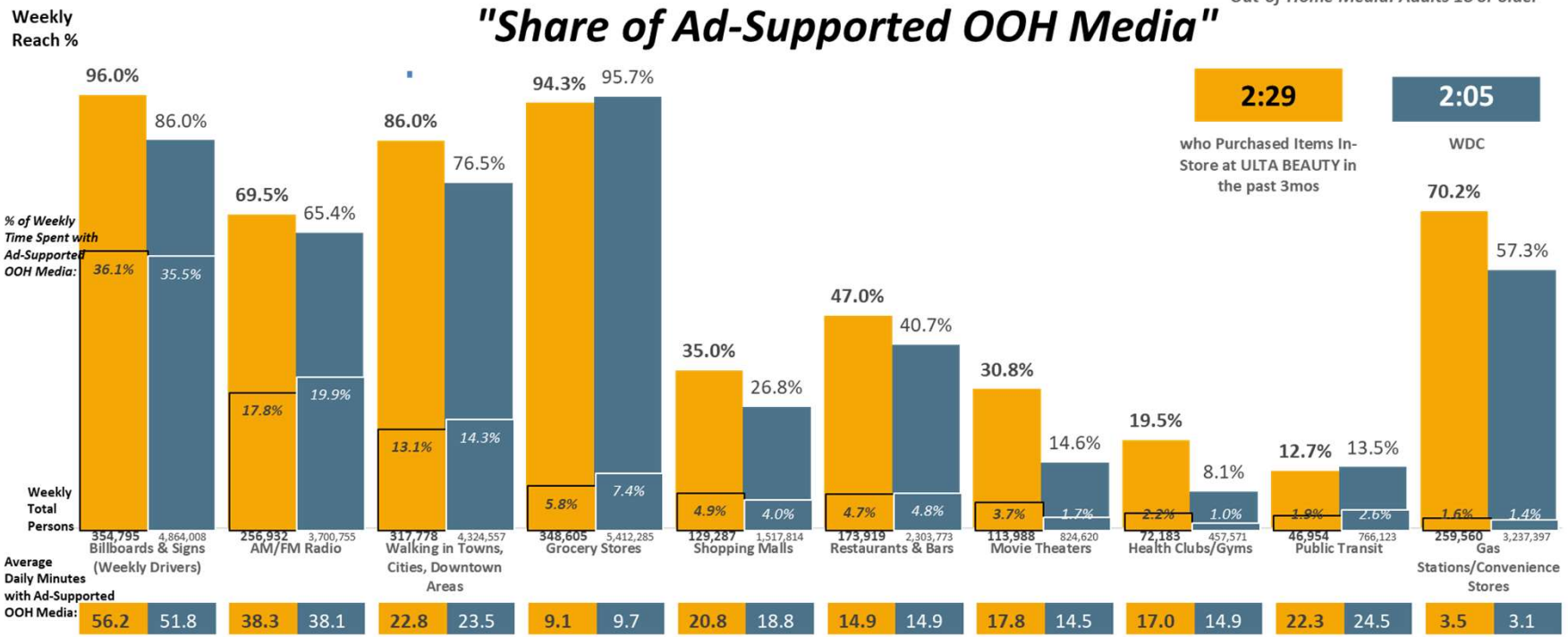
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[(Stores/services shopped in-store past 3 months: Ulta AND Stores/services bought past 3 months: Ulta)]

354,795 or 96.% of Adults 18 or older who Purchased Items In-Store at ULTA BEAUTY in the past 3mos spend an average of 56.2 minutes per day driving, seeing Billboards and Signs representing 36.1% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 359 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,411

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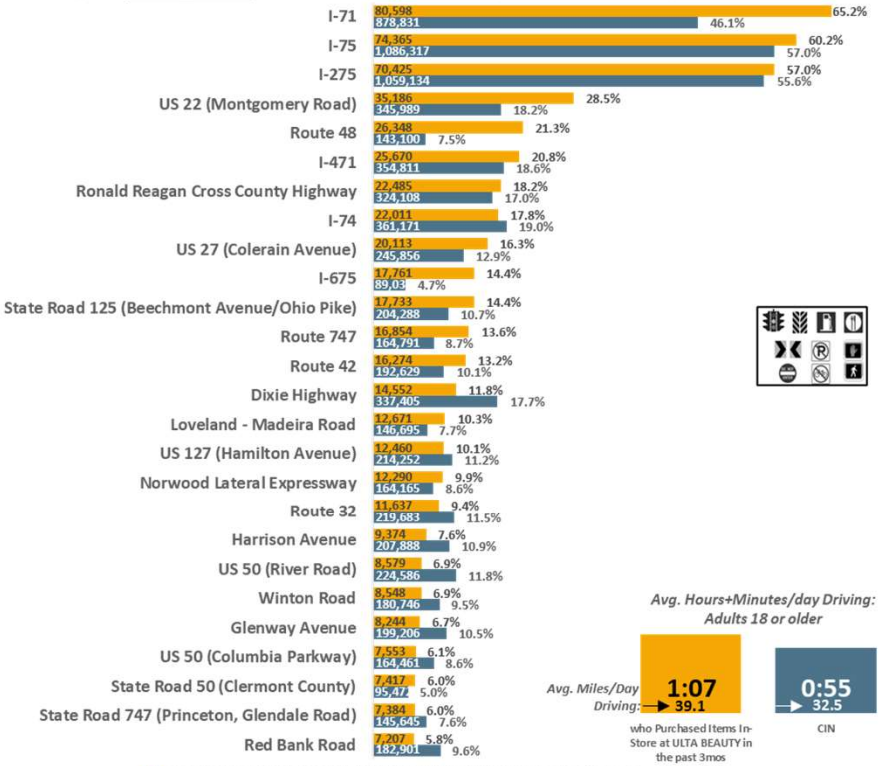
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[(Stores/services shopped in-store past 3 months: Ulta AND Stores/services bought past 3 months: Ulta)]



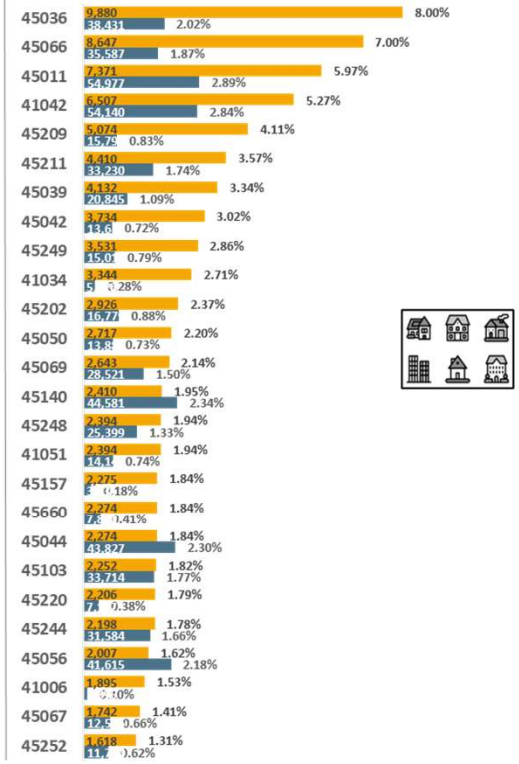
114,005 or 92.3% of Adults 18 or older who Purchased Items In-Store at ULTA BEAUTY in the past 3mos spend an average of 67.2 minutes per day driving an average of 39.1 miles each day and are 207.6% more likely to use I-675 than the Metro average.

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

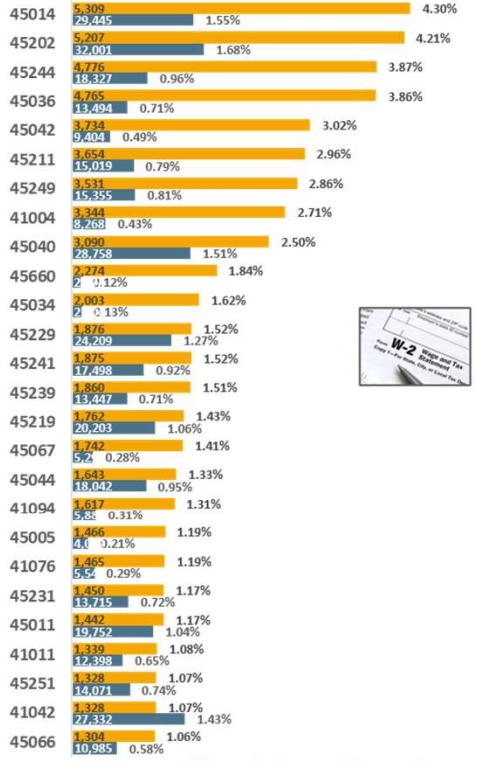


Avg. Hours+Minutes/day Driving: Adults 18 or older

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 134

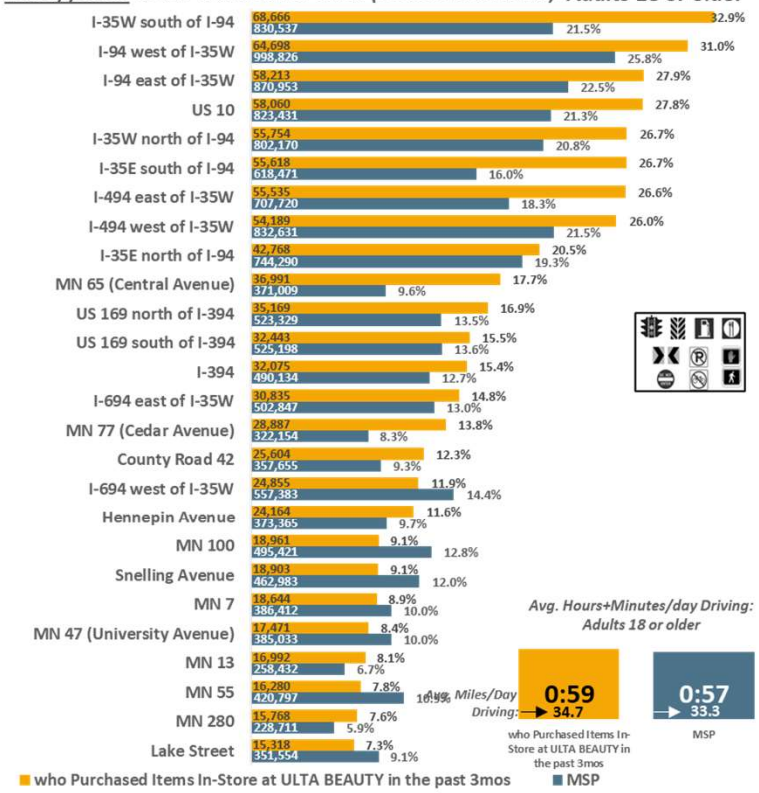
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[(Stores/services shopped in-store past 3 months: Ulta AND Stores/services bought past 3 months: Ulta)]

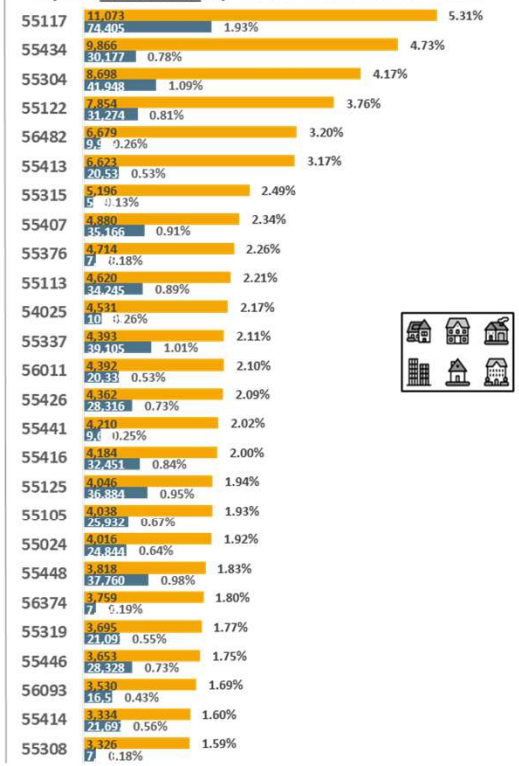
ULTA BEAUTY MSP

195,042 or 93.5% of Adults 18 or older who Purchased Items In-Store at ULTA BEAUTY in the past 3mos spend an average of 59.6 minutes per day driving an average of 34.7 miles each day and are 84.6% more likely to use MN 65 (Central Avenue) than the Metro a

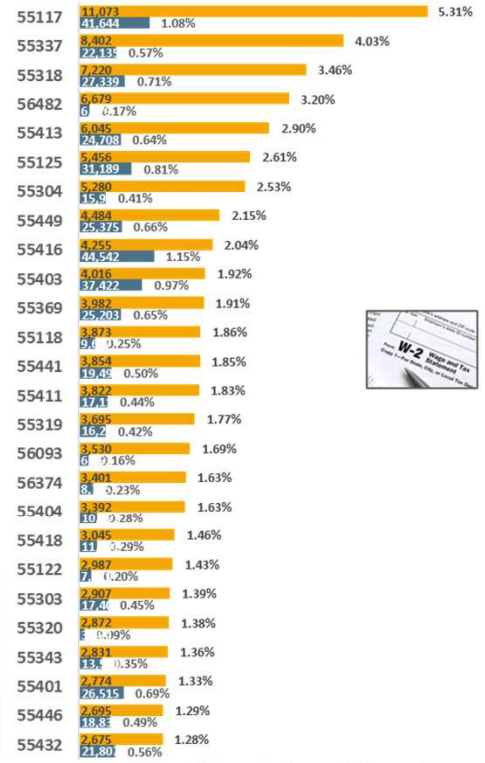
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 108

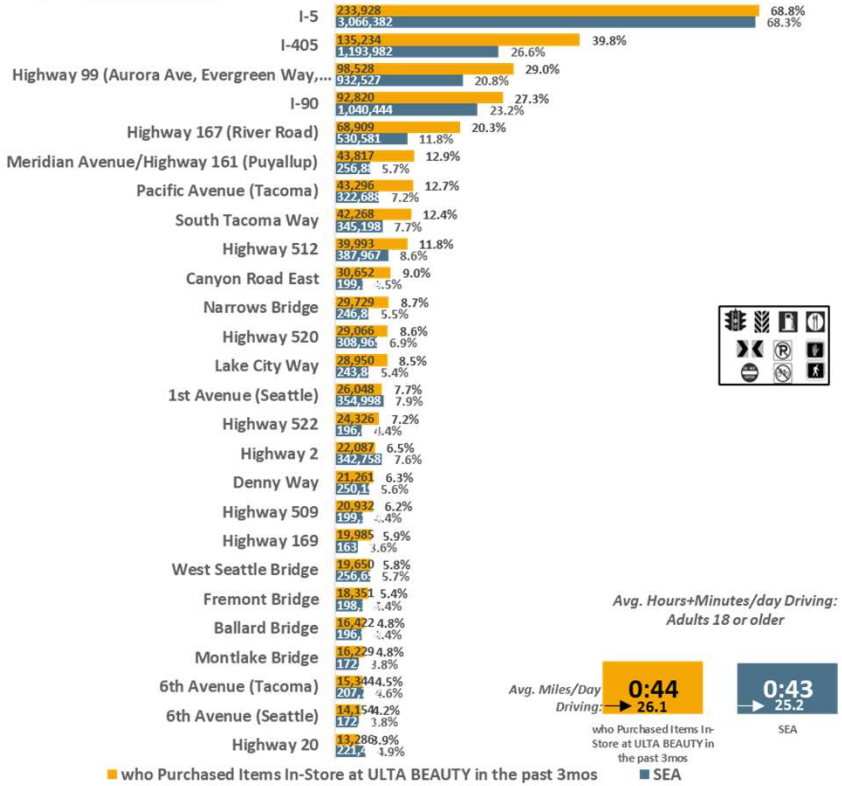
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[(Stores/services shopped in-store past 3 months: Ulta AND Stores/services bought past 3 months: Ulta)]



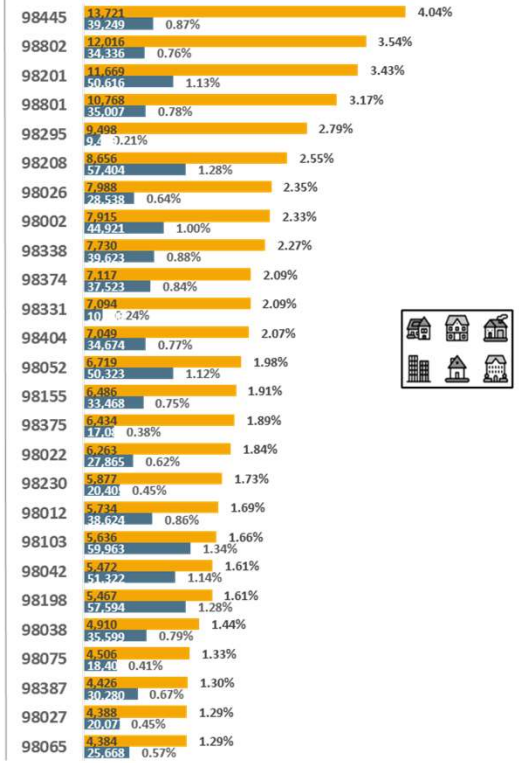
328,239 or 96.6% of Adults 18 or older who Purchased Items In-Store at ULTA BEAUTY in the past 3mos spend an average of 44.8 minutes per day driving an average of 26.1 miles each day and are 125.3% more likely to use Meridian Avenue/Highway 161 (Puyallup)

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

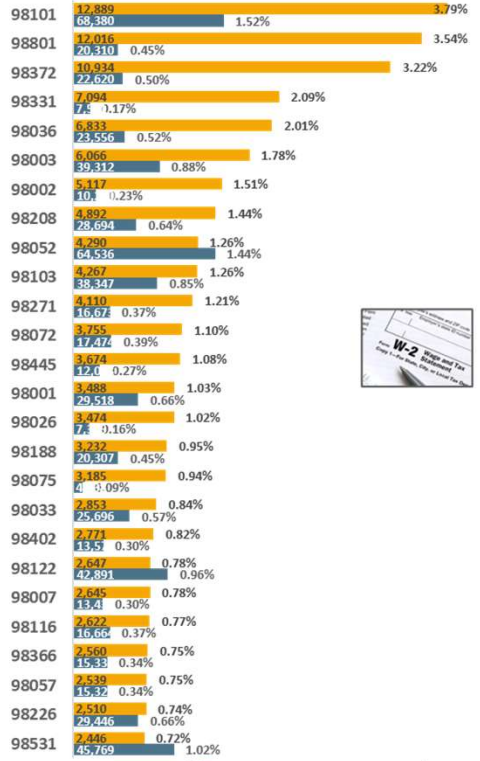


Avg. Hours+Minutes/day Driving: Adults 18 or older

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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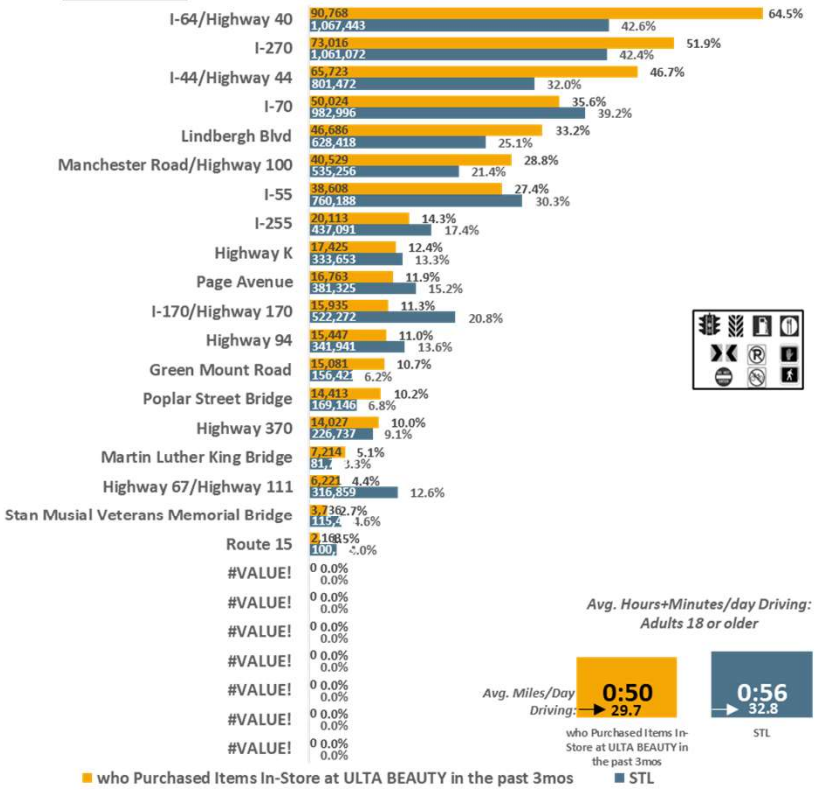
SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 279

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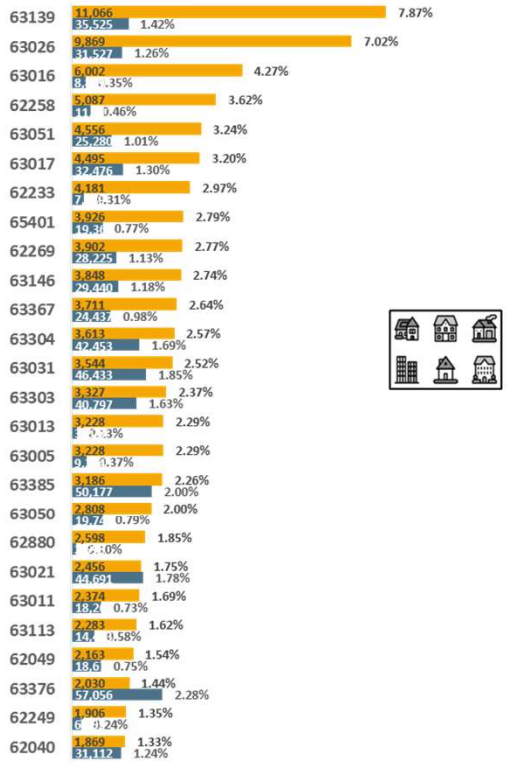
[(Stores/services shopped in-store past 3 months: Ulta AND Stores/services bought past 3 months: Ulta)]

137,516 or 97.8% of Adults 18 or older who Purchased Items In-Store at ULTA BEAUTY in the past 3mos spend an average of 51. minutes per day driving an average of 29.7 miles each day and are 71.7% more likely to use Green Mount Road than the Metro average.

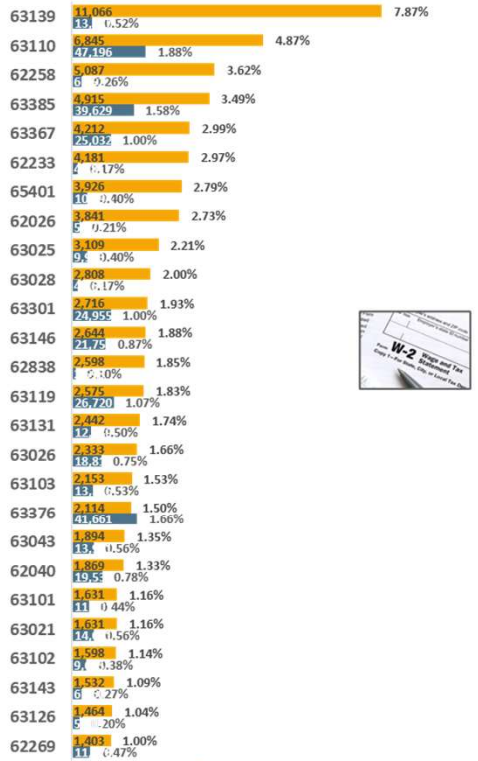
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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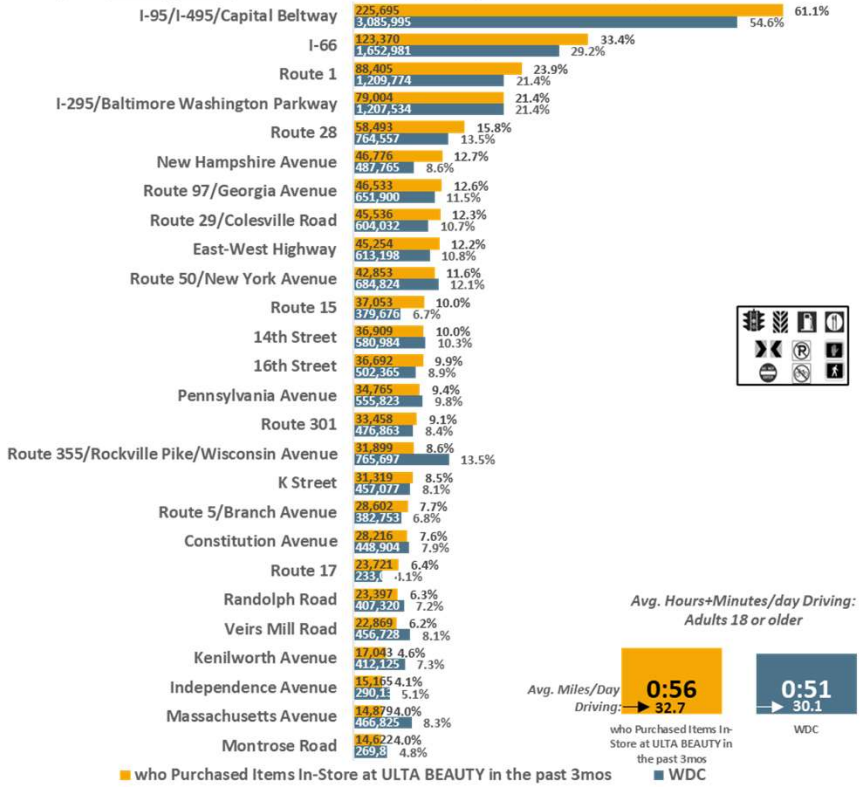
STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 105

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[(Stores/services shopped in-store past 3 months: Ulta AND Stores/services bought past 3 months: Ulta)]

354,795 or 96.% of Adults 18 or older who Purchased Items In-Store at ULTA BEAUTY in the past 3mos spend an average of 56.2 minutes per day driving an average of 32.7 miles each day and are 49.3% more likely to use Route 15 than the Metro average.

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



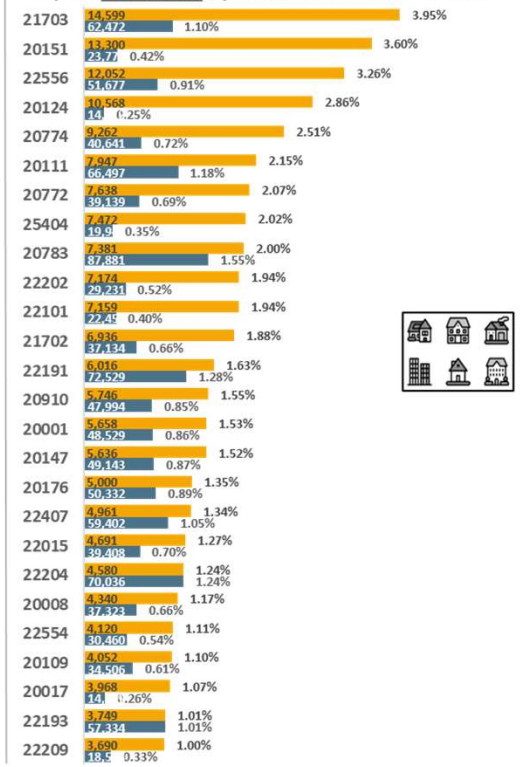
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving: 32.7

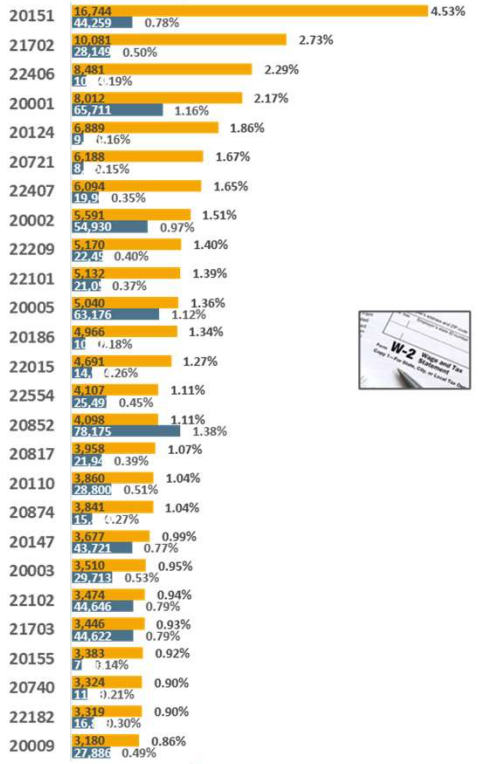
0:56 who Purchased Items In-Store at ULTA BEAUTY in the past 3mos

0:51 → 30.1 WDC

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



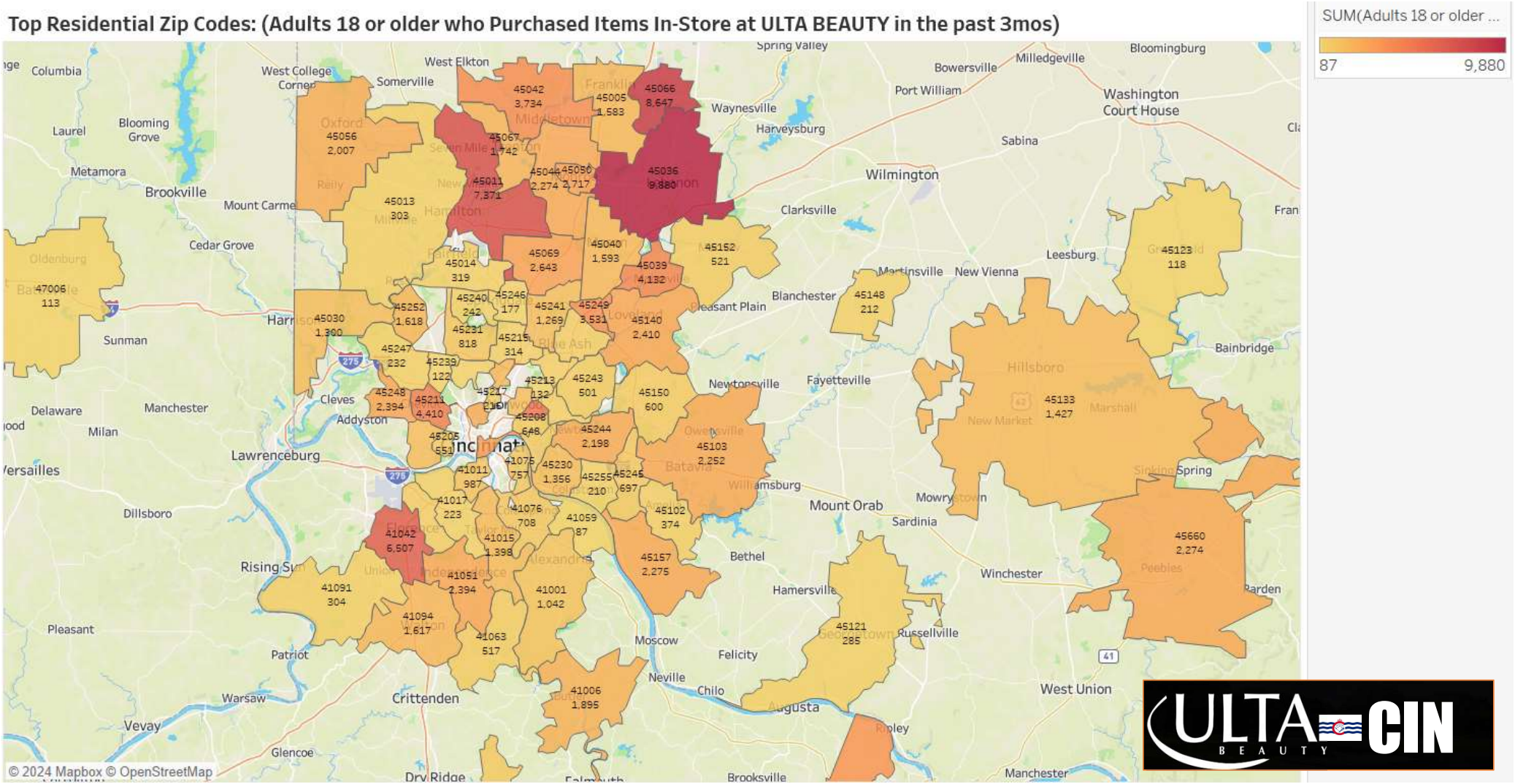
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WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 359

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[(Stores/services shopped in-store past 3 months: Ulta AND Stores/services bought past 3 months: Ulta)]

Top Residential Zip Codes: (Adults 18 or older who Purchased Items In-Store at ULTA BEAUTY in the past 3mos)



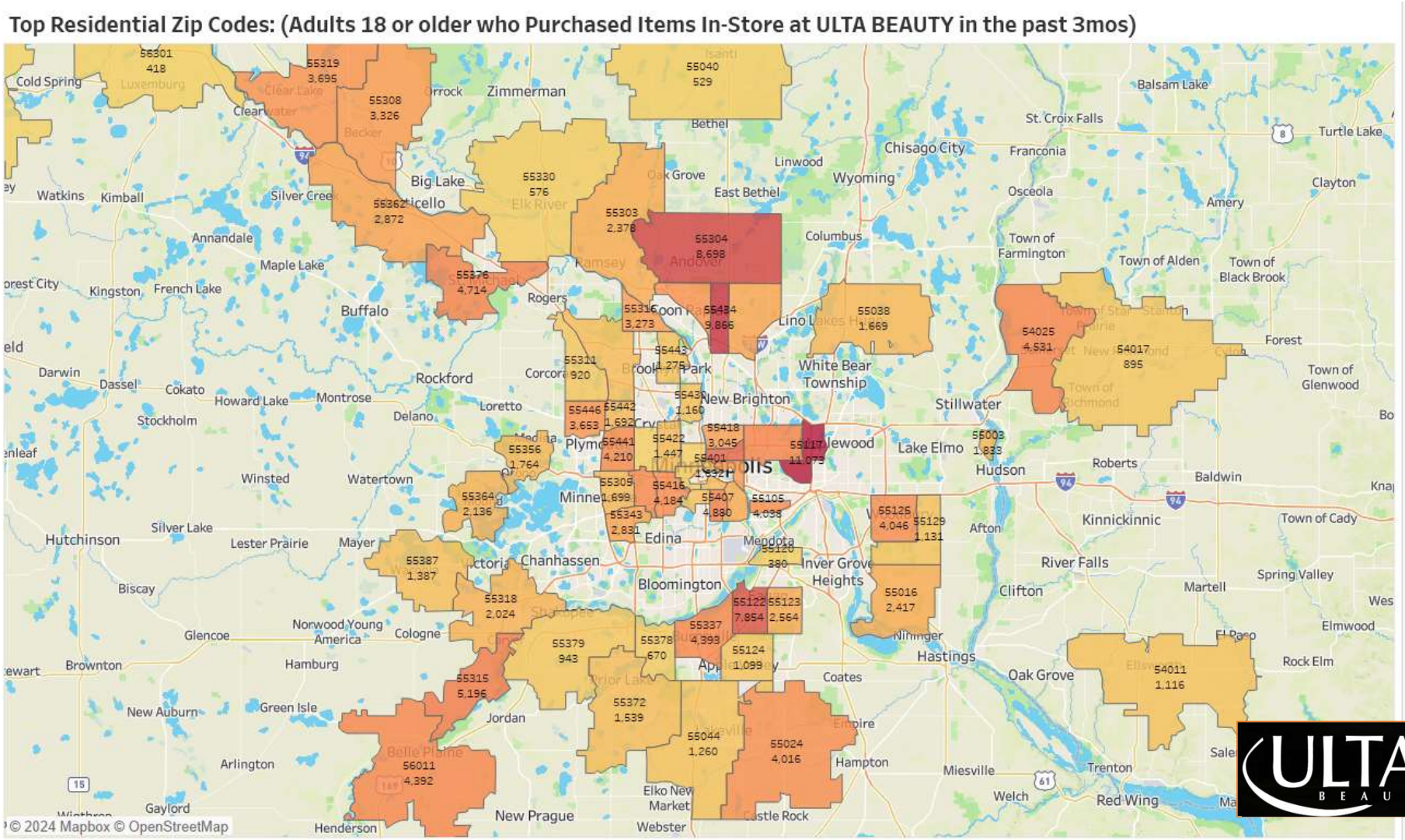
ULTA BEAUTY CIN

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[(Stores/services shopped in-store past 3 months: Ulta AND Stores/services bought past 3 months: Ulta)]

Top Residential Zip Codes: (Adults 18 or older who Purchased Items In-Store at ULTA BEAUTY in the past 3mos)



ULTA BEAUTY MSP

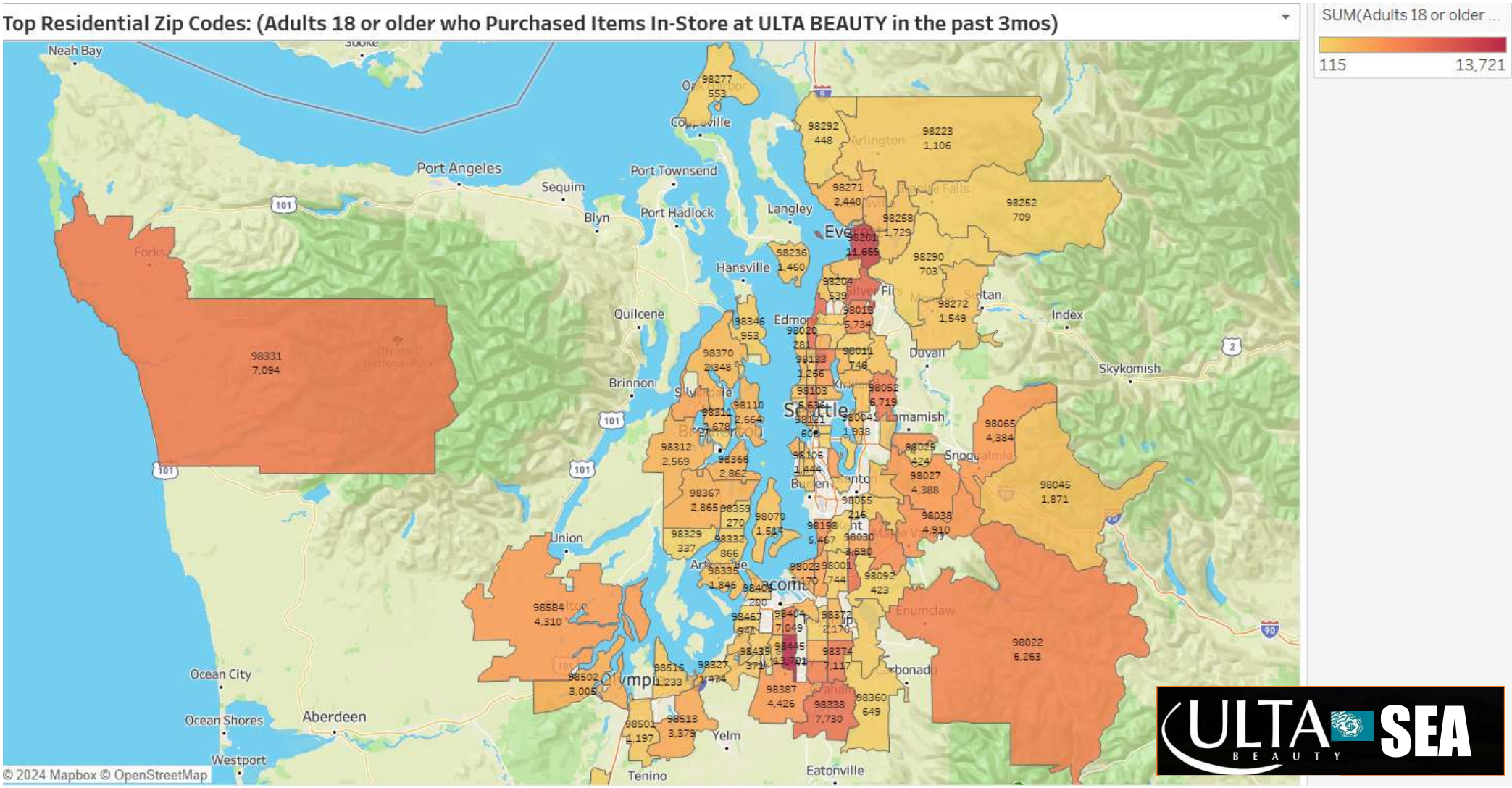
MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 108

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[(Stores/services shopped in-store past 3 months: Ulta AND Stores/services bought past 3 months: Ulta)]

Top Residential Zip Codes: (Adults 18 or older who Purchased Items In-Store at ULTA BEAUTY in the past 3mos)



ULTA BEAUTY SEA

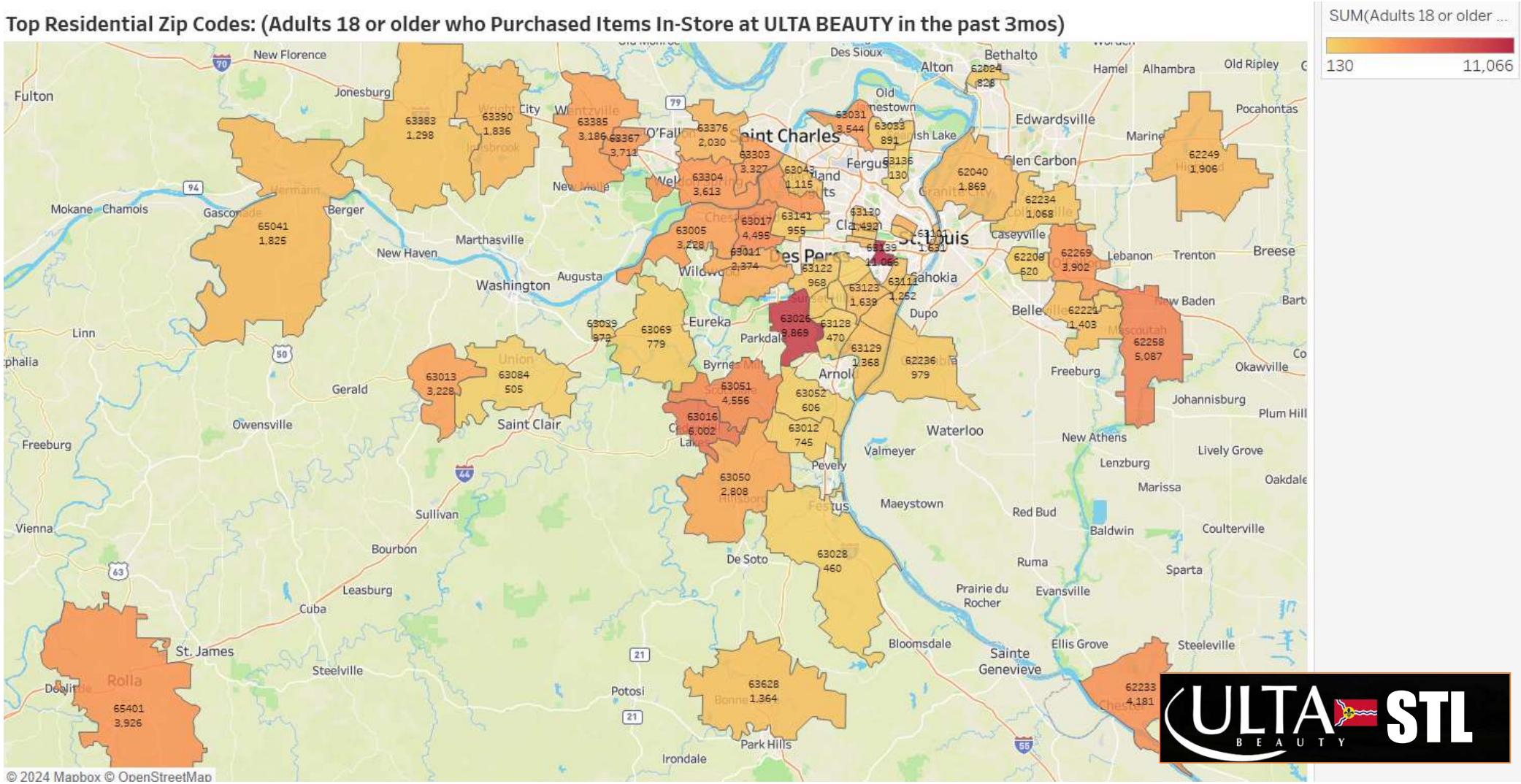
SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 279

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[(Stores/services shopped in-store past 3 months: Ulta AND Stores/services bought past 3 months: Ulta)]

Top Residential Zip Codes: (Adults 18 or older who Purchased Items In-Store at ULTA BEAUTY in the past 3mos)



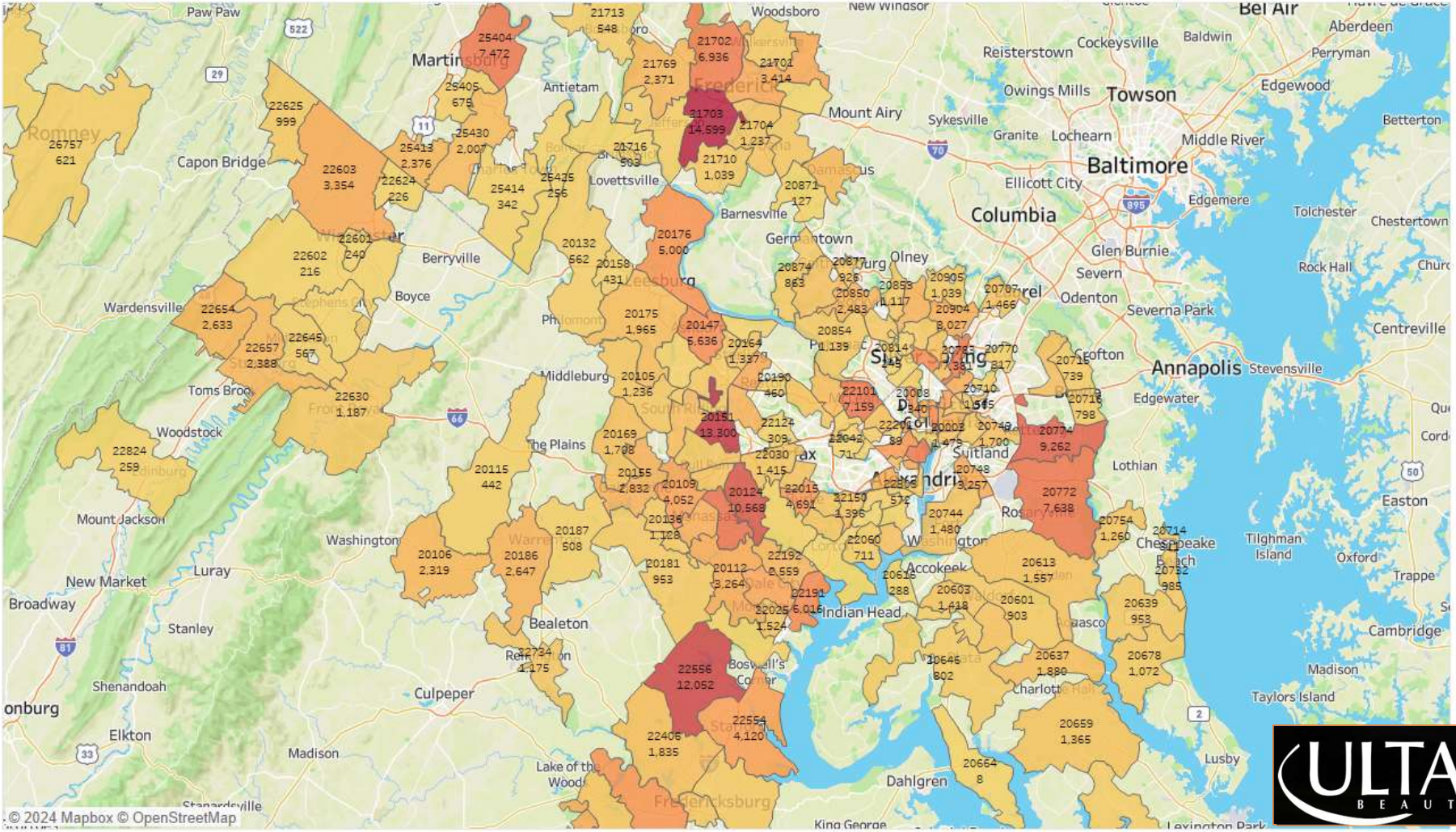
ULTA BEAUTY STL

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[(Stores/services shopped in-store past 3 months: Ulta AND Stores/services bought past 3 months: Ulta)]

Top Residential Zip Codes: (Adults 18 or older who Purchased Items In-Store at ULTA BEAUTY in the past 3mos)



ULTA BEAUTY WDC

WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 359

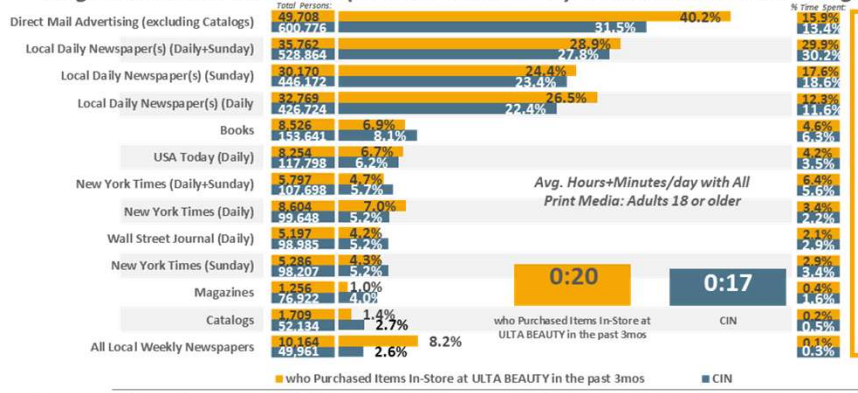
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[(Stores/services shopped in-store past 3 months: Ulta AND Stores/services bought past 3 months: Ulta)]

35,762 or 28.9% of Adults 18 or older who Purchased Items In-Store at ULTA BEAUTY in the past 3mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.3 minutes every day representing 31.3% of all time spent daily with All forms of Print Me

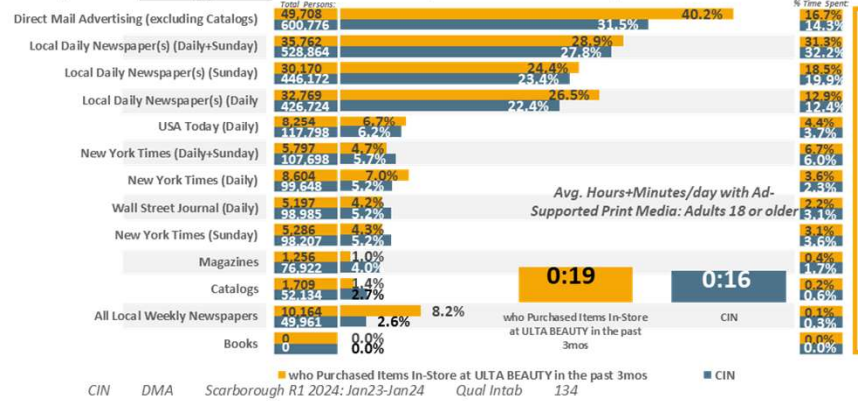
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



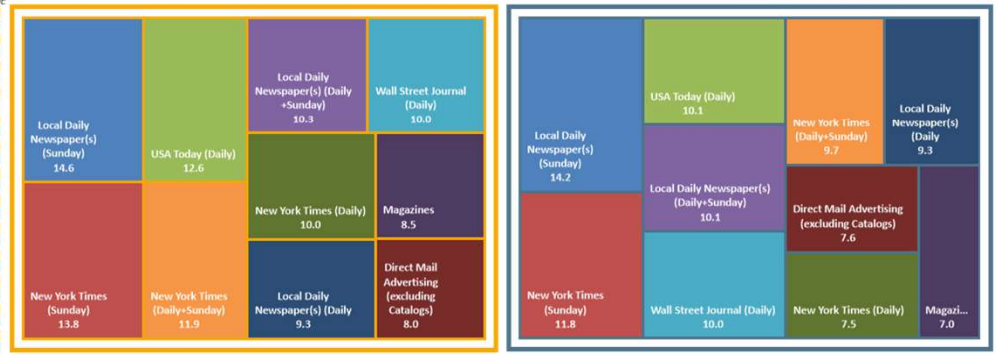
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 134

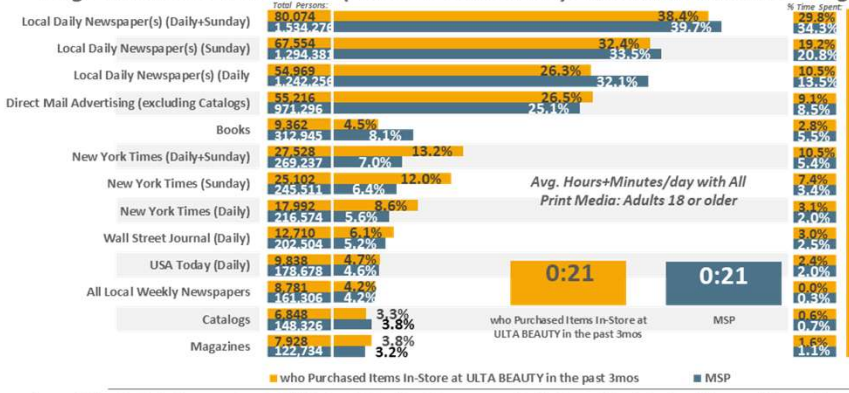
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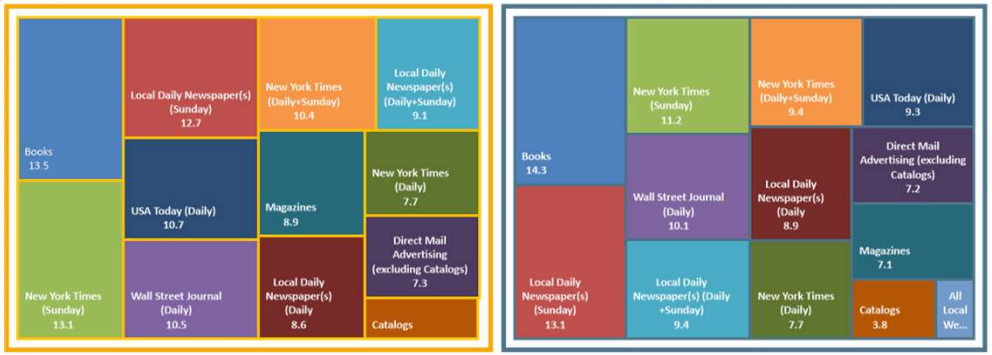
[(Stores/services shopped in-store past 3 months: Ulta AND Stores/services bought past 3 months: Ulta)]

80,074 or 38.4% of Adults 18 or older who Purchased Items In-Store at ULTA BEAUTY in the past 3mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.1 minutes every day representing 30.6% of all time spent daily with All forms of Print Med

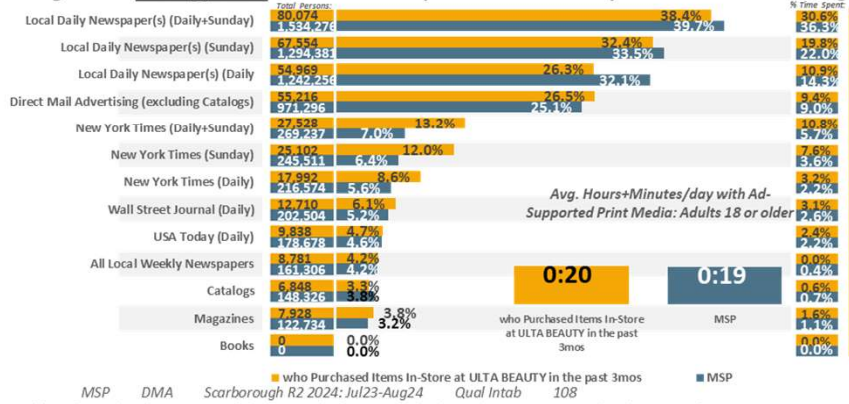
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 108

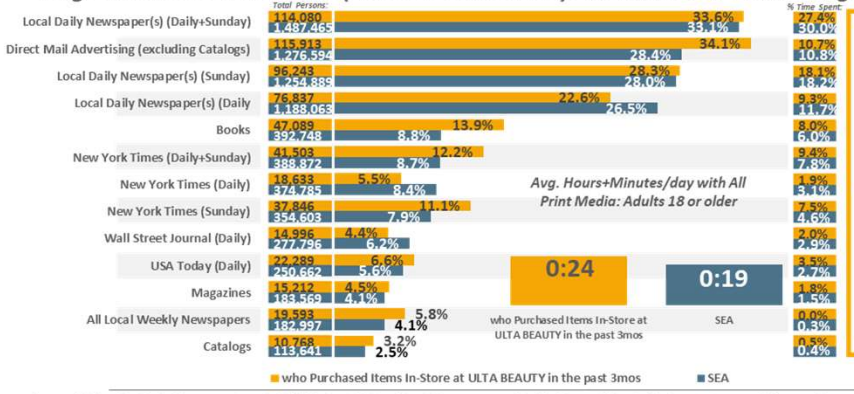
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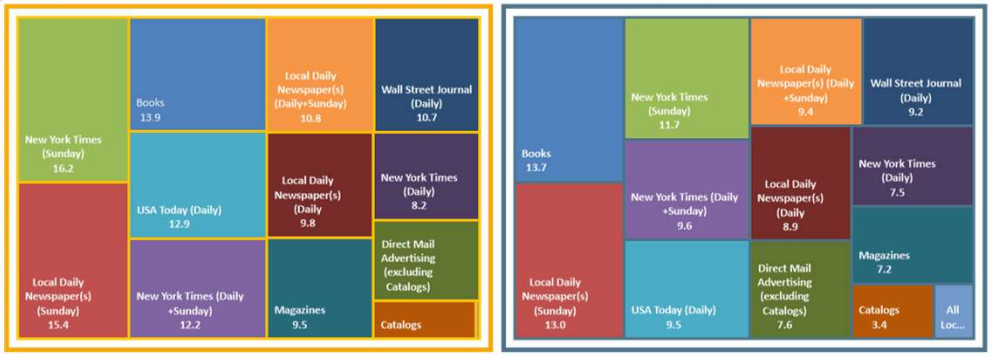
[(Stores/services shopped in-store past 3 months: Ulta AND Stores/services bought past 3 months: Ulta)]

114,080 or 33.6% of Adults 18 or older who Purchased Items In-Store at ULTA BEAUTY in the past 3mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.8 minutes every day representing 29.7% of all time spent daily with All forms of Print M

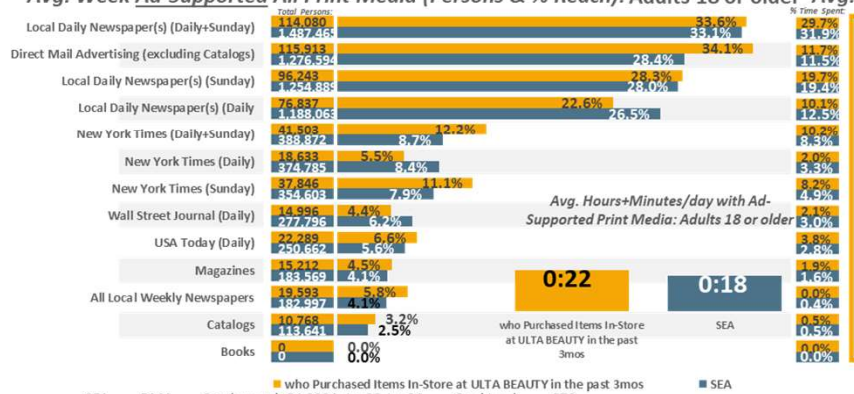
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



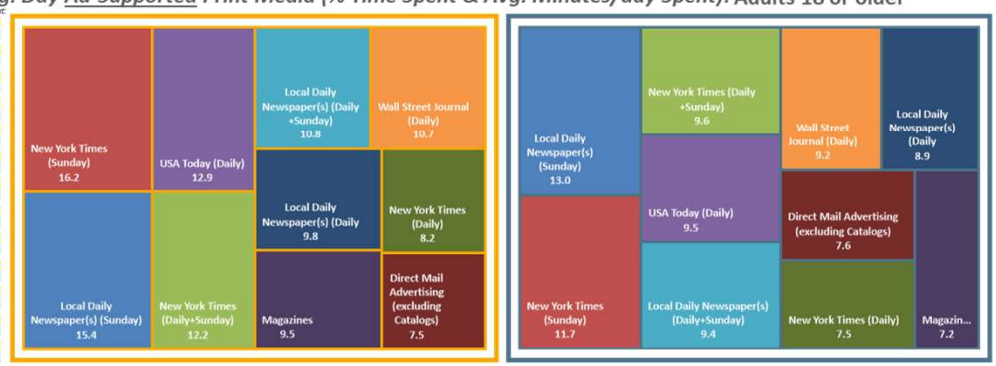
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 2024: Jan23-Jan24 Qual Intab 279

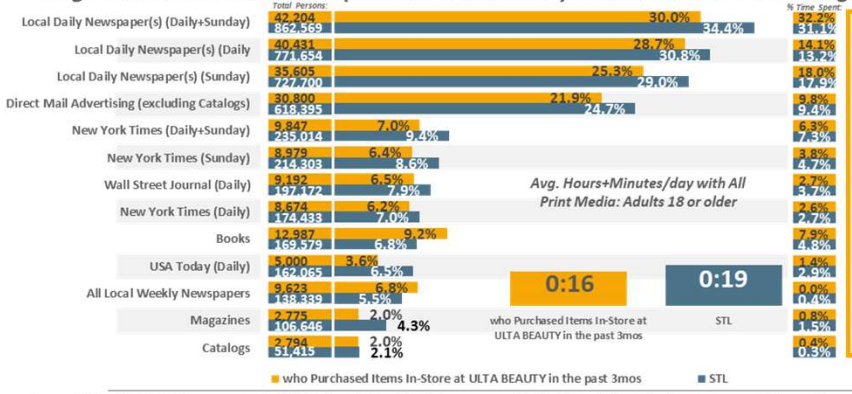
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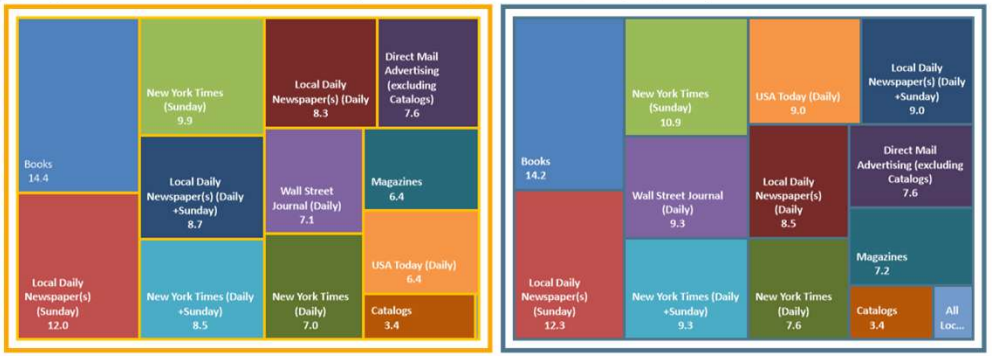
[(Stores/services shopped in-store past 3 months: Ulta AND Stores/services bought past 3 months: Ulta)]

42,204 or 30.% of Adults 18 or older who Purchased Items In-Store at ULTA BEAUTY in the past 3mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.7 minutes every day representing 34.9% of all time spent daily with All forms of Print Medi

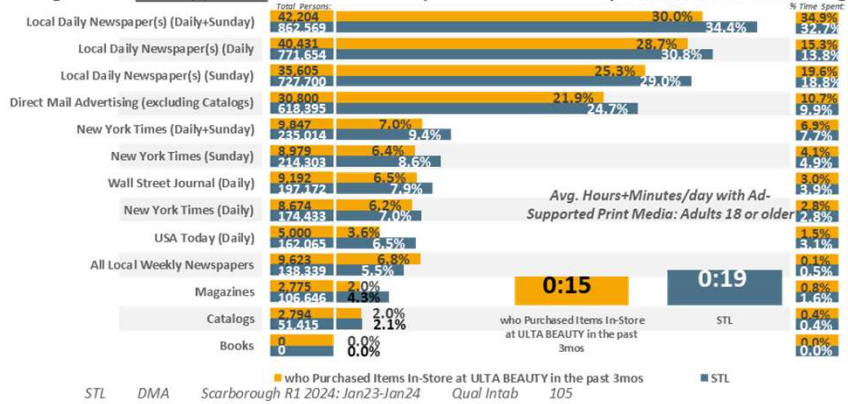
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 105

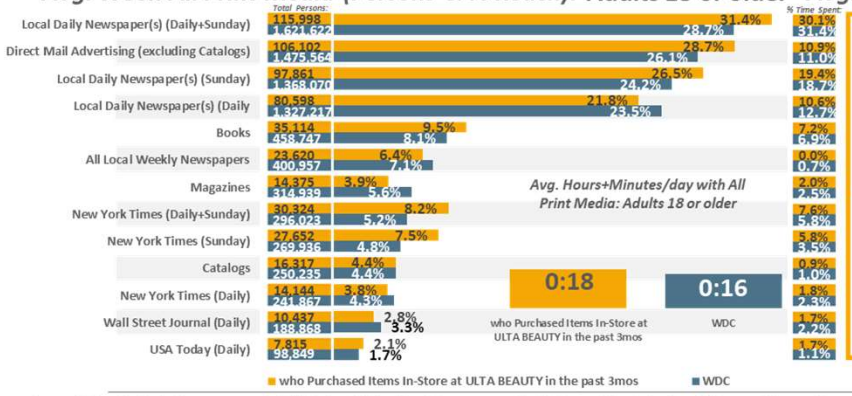
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[(Stores/services shopped in-store past 3 months: Ulta AND Stores/services bought past 3 months: Ulta)]

115,998 or 31.4% of Adults 18 or older who Purchased Items In-Store at ULTA BEAUTY in the past 3mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.9 minutes every day representing 32.4% of all time spent daily with All forms of Print Me

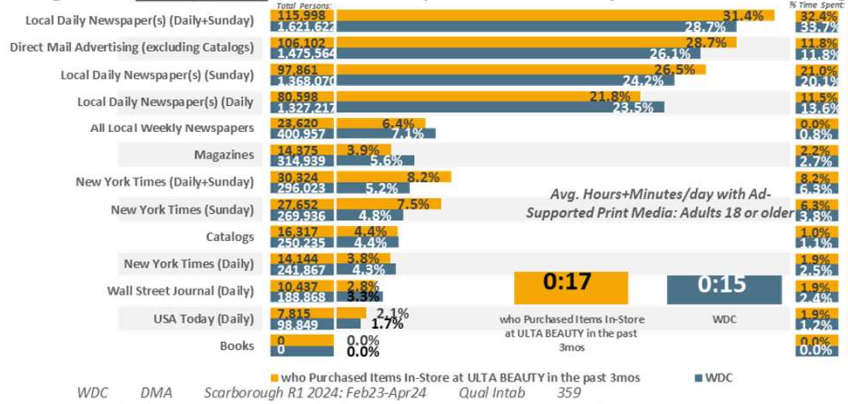
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



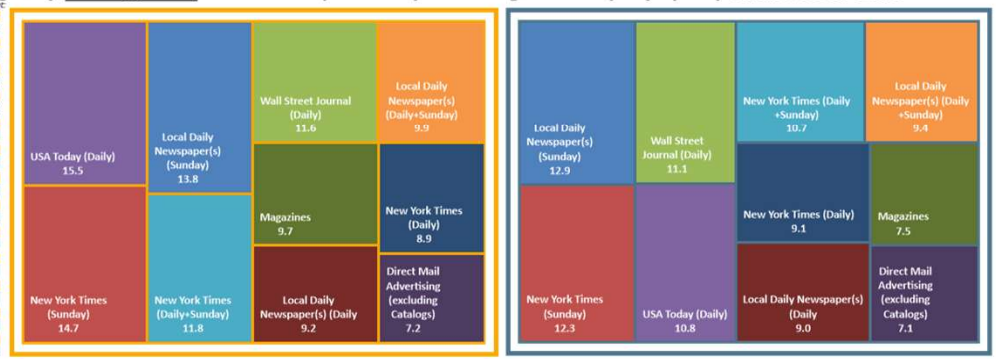
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 2024: Feb23-Apr24 Qual Intab 359

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[(Stores/services shopped in-store past 3 months: Ulta AND Stores/services bought past 3 months: Ulta)]