

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

Complete Demographic & Media Use Profiles



NORDSTROM

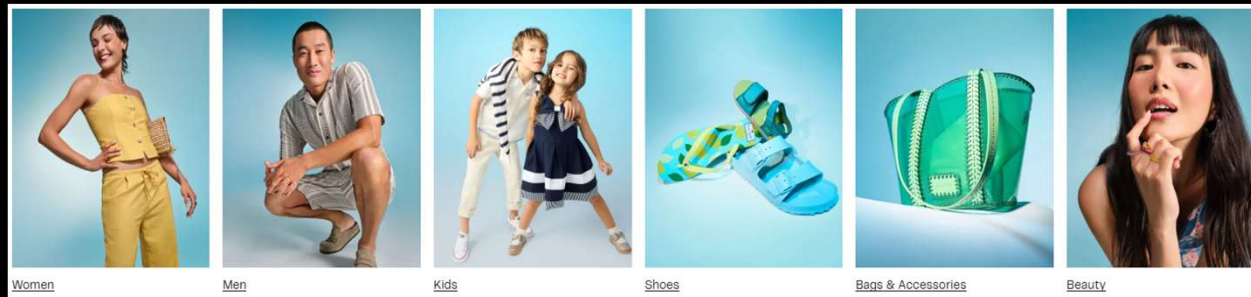
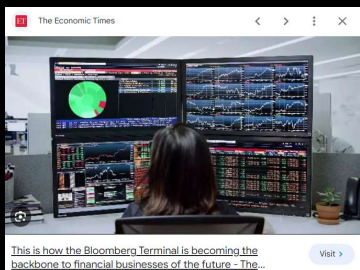
RACK



P18+



Complete Demographic, Psychographic, and Total Media Usage Profiles of USA, CHICAGO, WASHINGTON, DC, SEATTLE-TACOMA and PHOENIX DMA P18+ who Purchased Items at NORDSTROM RACK in the past 3 months as of March 31, 2026.



NORDSTROM El Puerto de Liverpool

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

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



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

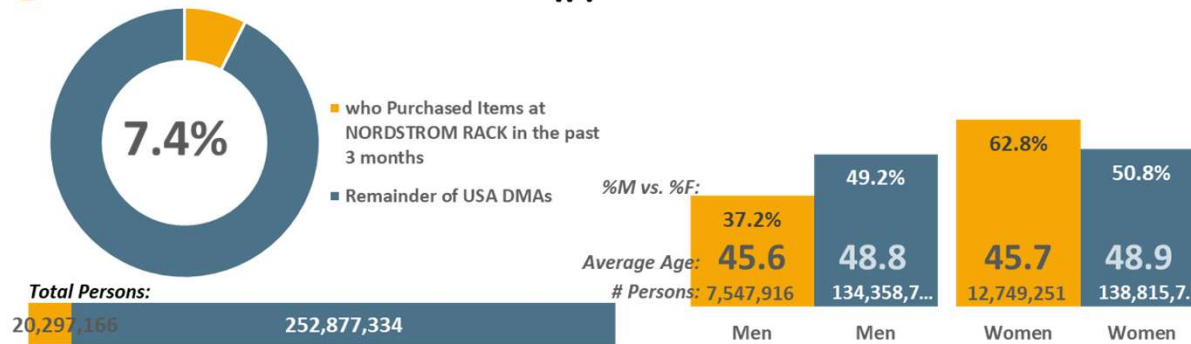


Percent of Market: Adults 18 or older

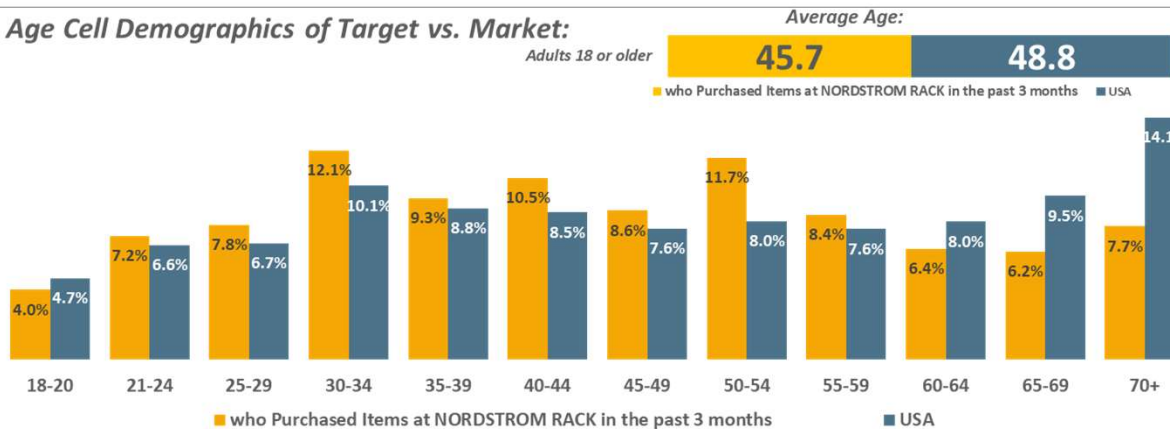


Gender of Target vs. Market: Adults 18 or older

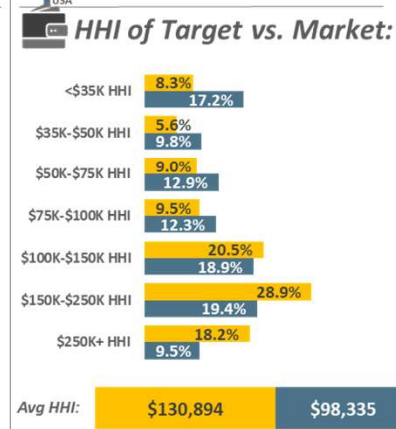
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



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

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



10.3% or 790,146 of CHI DMA Adults 18 or older Purchased Items at NORDSTROM RACK in the past 3 months. Typical Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months are 43.7 years old (9.7% younger than average) and have a \$152,593 (35.6% higher than average) annual household ...



Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

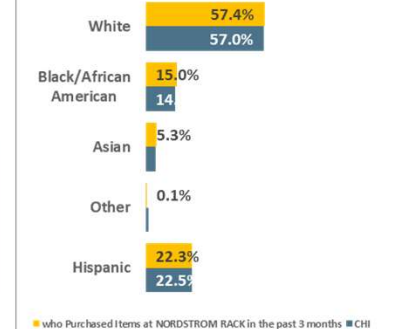
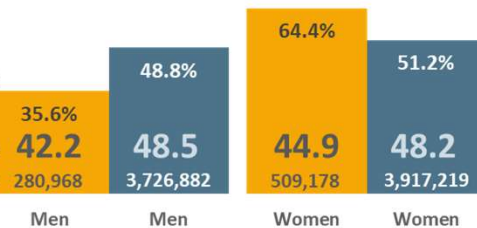
Ethnicity of Target vs. Market:



%M vs. %F:

Average Age:

Persons:



Age Cell Demographics of Target vs. Market:

Average Age:

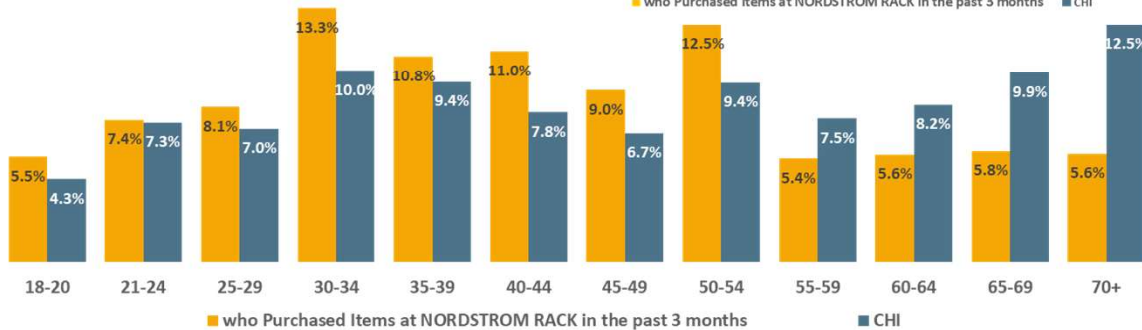
Adults 18 or older

who Purchased Items at NORDSTROM RACK in the past 3 months

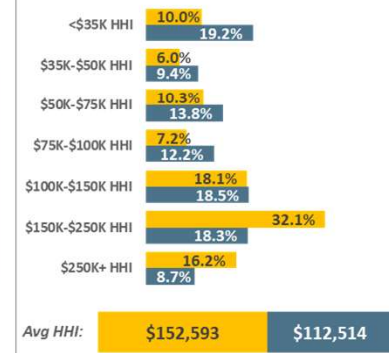
43.7

48.4

CHI



HHI of Target vs. Market:





7.1% or 410,374 of WDC DMA Adults 18 or older Purchased Items at NORDSTROM RACK in the past 3 months. Typical Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months are 44.9 years old (6.3% younger than average) and have a \$174,857 (25.5% higher than average) annual household ...

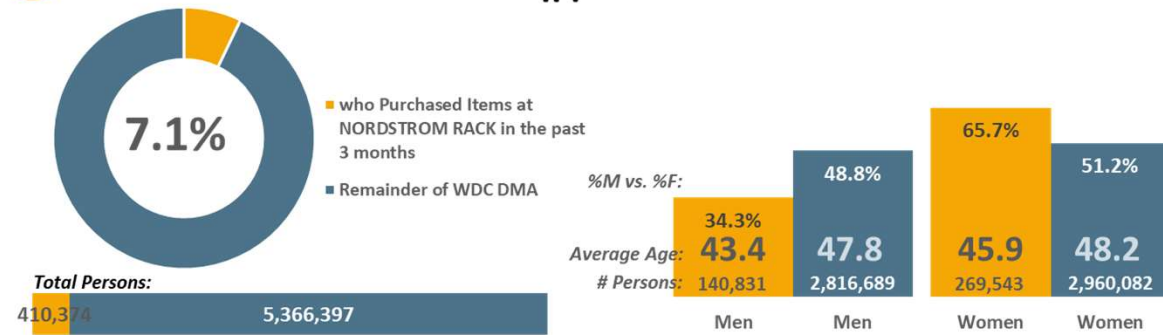


Percent of Market: Adults 18 or older

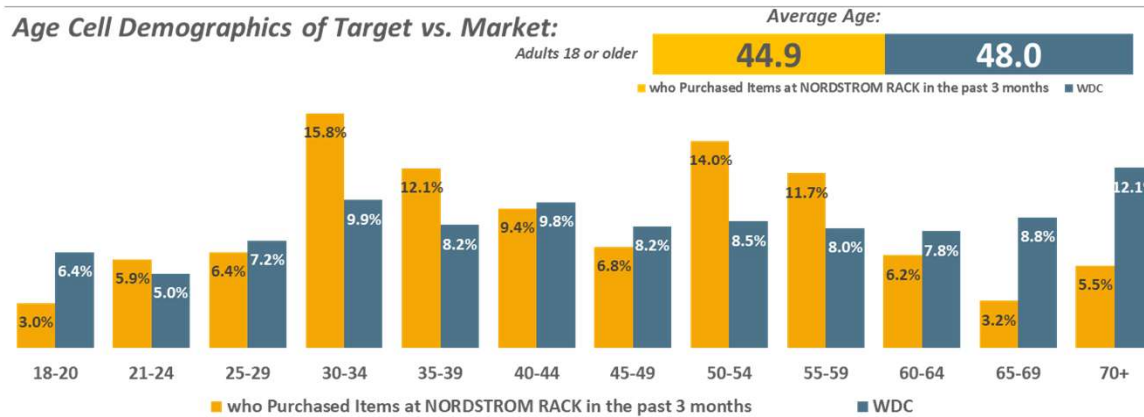


Gender of Target vs. Market: Adults 18 or older

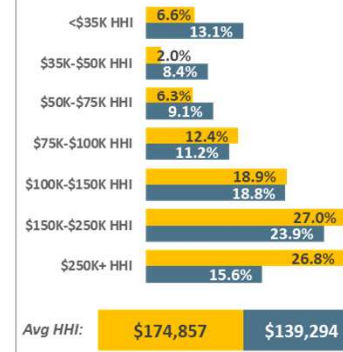
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:





9.6% or 441,765 of SEA DMA Adults 18 or older Purchased Items at NORDSTROM RACK in the past 3 months. Typical Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months are 45. years old (6.6% younger than average) and have a \$170,283 (32.3% higher than average) annual household income.

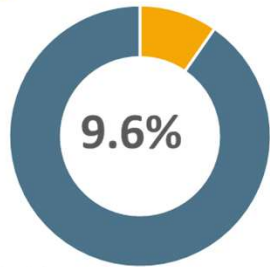


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



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

Total Persons:

441,765 4,138,749

%M vs. %F:

Average Age:

Persons:

Men	39.4%	48.2	174,136	Men	50.2%	48.1	2,300,274	Women	60.6%	43.1	267,629	Women	49.8%	48.4	2,280,240
-----	-------	------	---------	-----	-------	------	-----------	-------	-------	------	---------	-------	-------	------	-----------

Age Cell Demographics of Target vs. Market:

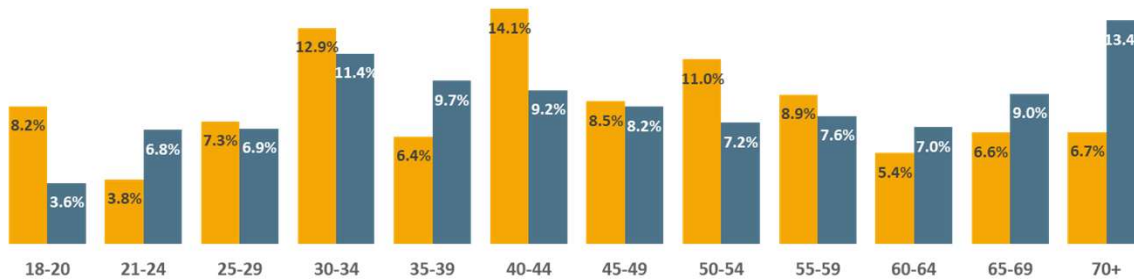
Average Age:

Adults 18 or older

45.0

48.2

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

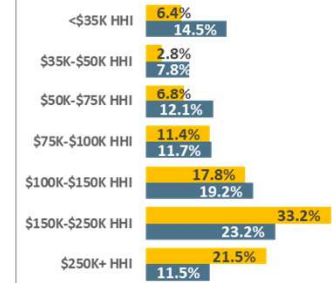


who Purchased Items at NORDSTROM RACK in the past 3 months SEA

SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 432

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

HHI of Target vs. Market:



Avg HHI: \$170,283 \$128,694

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



6.7% or 322,108 of PHX DMA Adults 18 or older Purchased Items at NORDSTROM RACK in the past 3 months. Typical Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months are 48.7 years old (.5% younger than average) and have a \$132,820 (24.1% higher than average) annual household income.

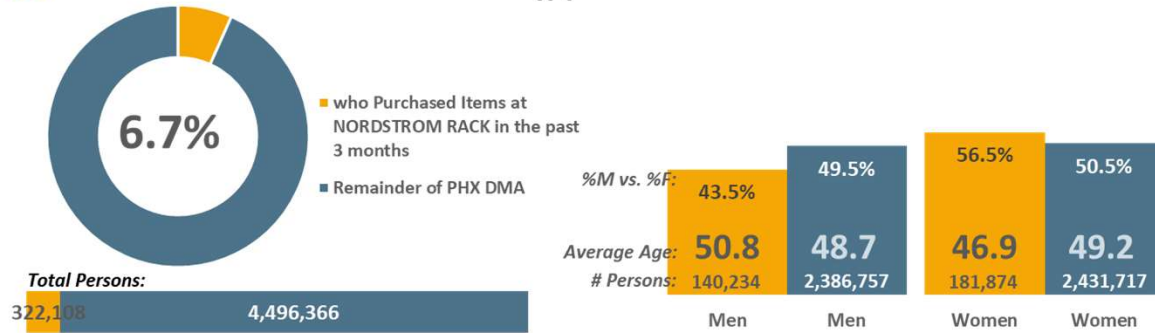


Percent of Market: Adults 18 or older

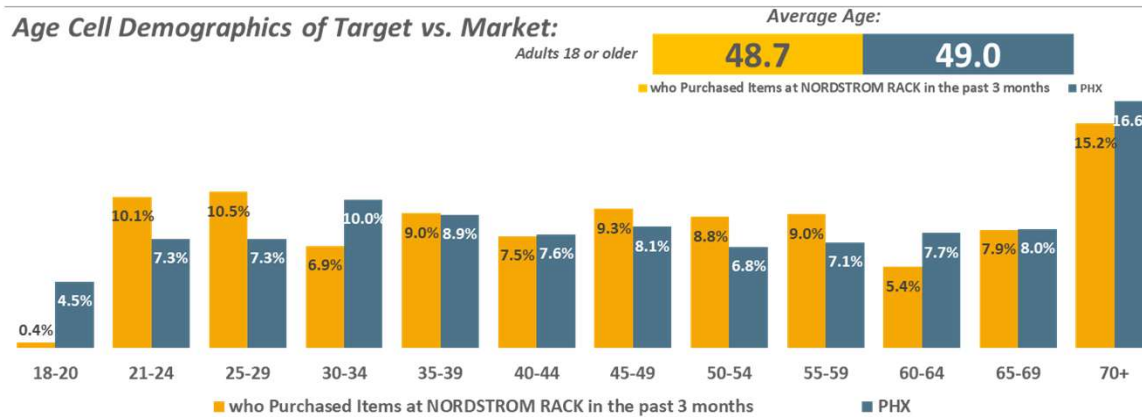


Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



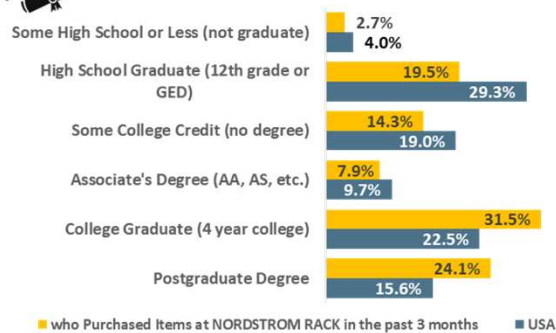
HHI of Target vs. Market:



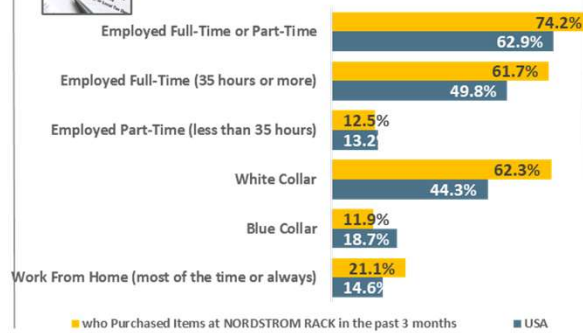


7.4% or 20,297,166 of USA Adults 18 or older Purchased Items at NORDSTROM RACK in the past 3 months. Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months are 46.% more likely to be a college graduate, 24.% more likely to work full-time, 5.4% more likely to be married, 15.1% more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

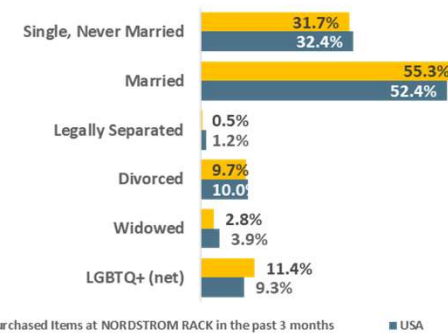
Education Levels: Adults 18 or older



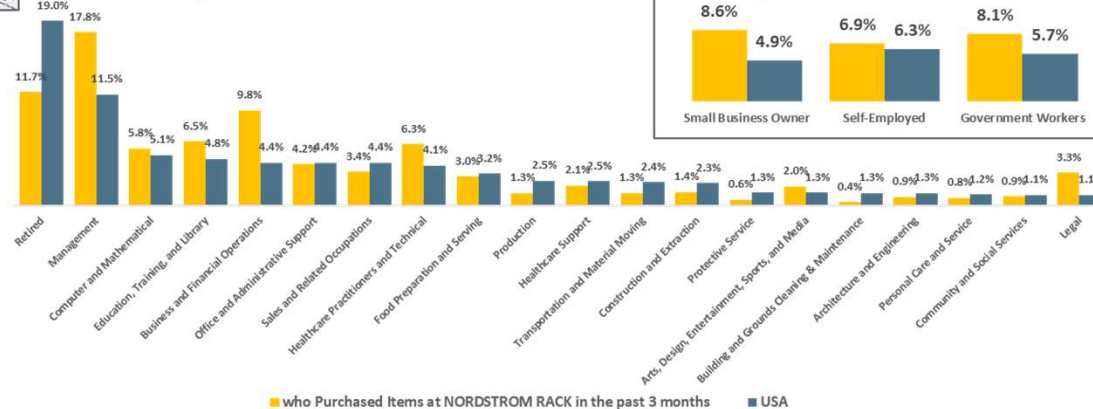
Employment: Adults 18 or older



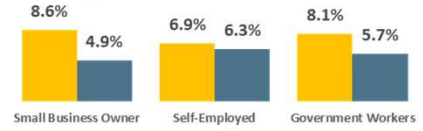
Marital Status: Adults 18 or older



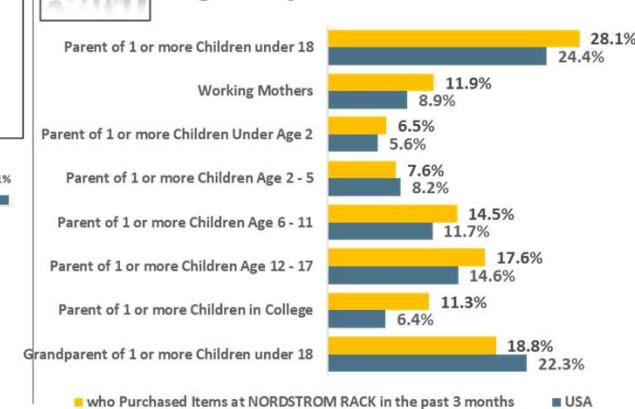
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older



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

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

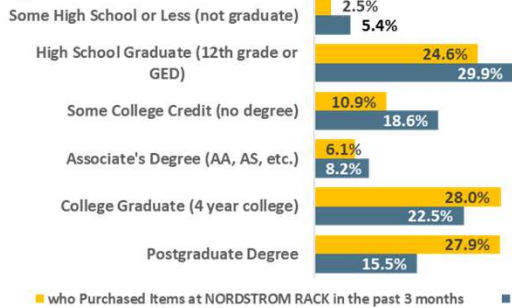
(Clothing stores bought past 3 months: Nordstrom Rack OR Major stores bought past 3 months: Nordstrom Rack OR Shoe stores bought past 3 months: Nordstrom Rack)



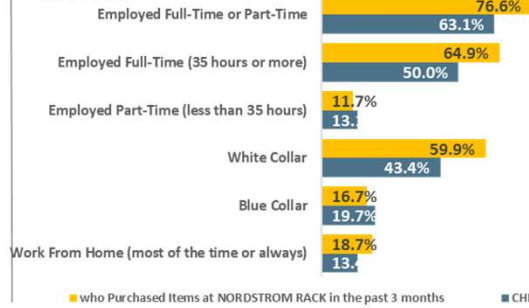
10.3% or 790,146 of CHI DMA Adults 18 or older Purchased Items at NORDSTROM RACK in the past 3 months. Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months are 47.4% more likely to be a college graduate, 29.8% more likely to work full-time, 12.6% more likely to be married, 23.3% more likely to be a parent of 1 or more children unde



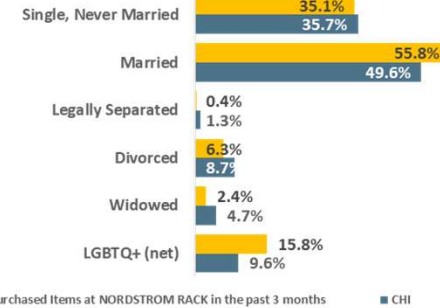
Education Levels: Adults 18 or older



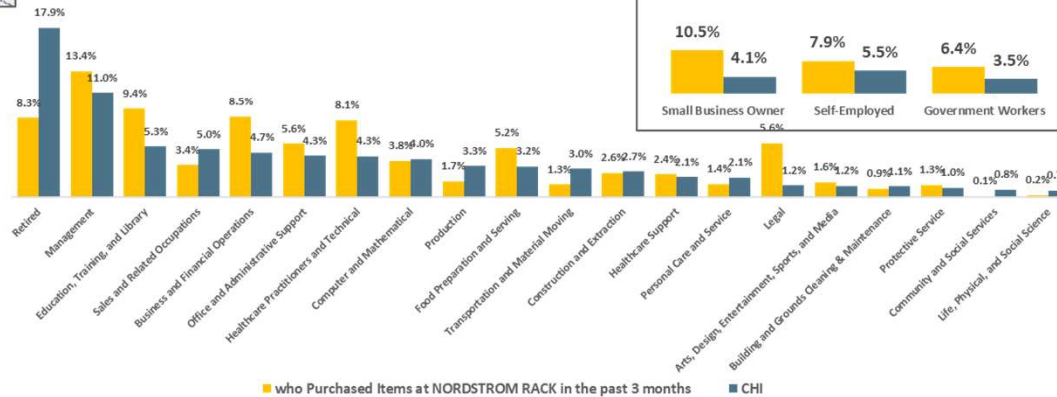
Employment: Adults 18 or older



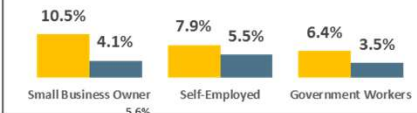
Marital Status: Adults 18 or older



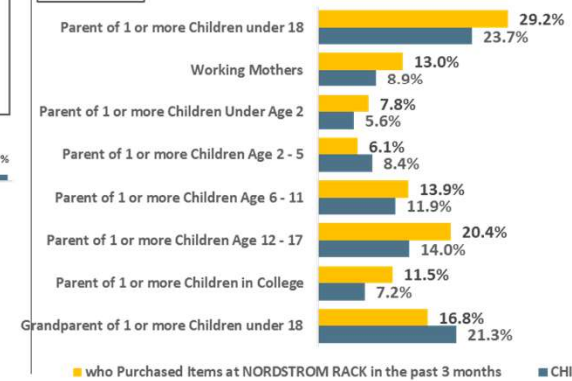
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

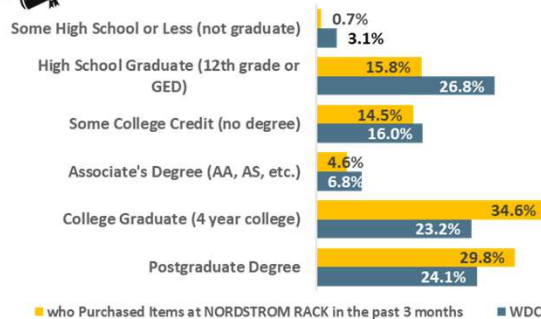




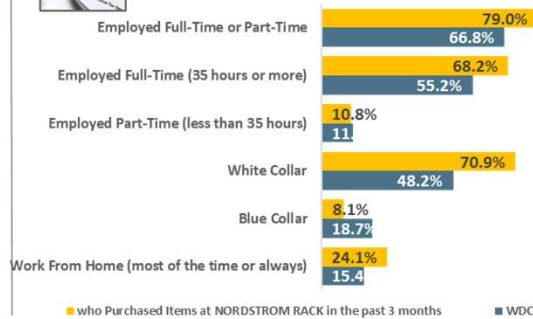
7.1% or 410,374 of WDC DMA Adults 18 or older Purchased Items at NORDSTROM RACK in the past 3 months. Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months are 36.% more likely to be a college graduate, 23.6% more likely to work full-time, 5.% more likely to be married, 5.1% more likely to be a parent of 1 or more children under 18



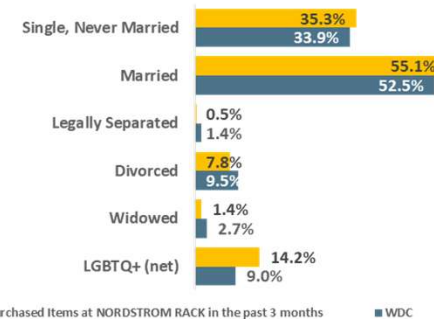
Education Levels: Adults 18 or older



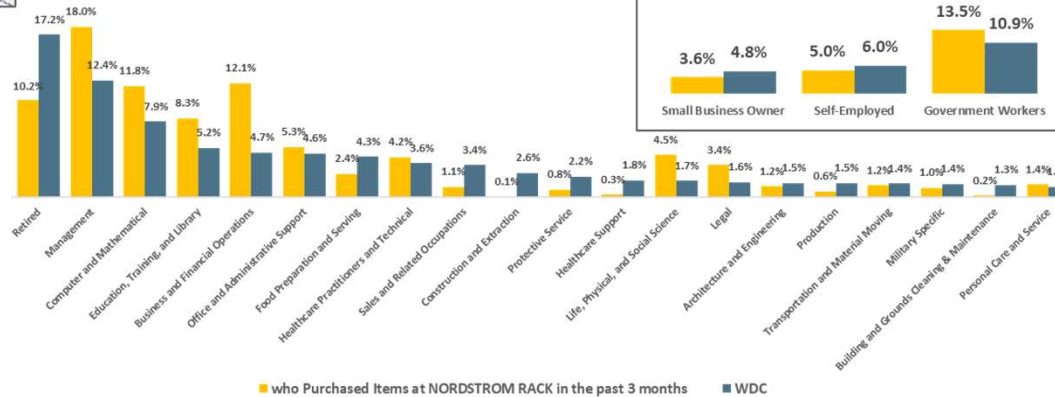
Employment: Adults 18 or older



Marital Status: Adults 18 or older



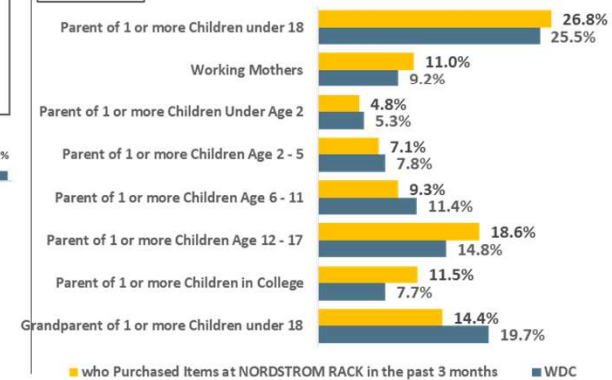
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

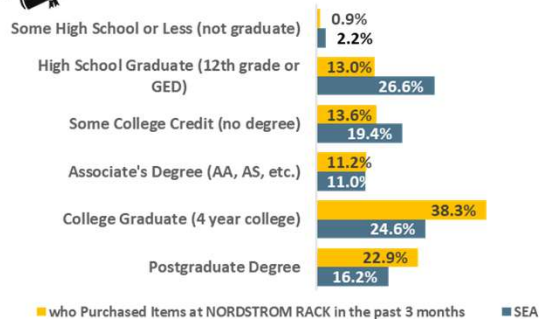




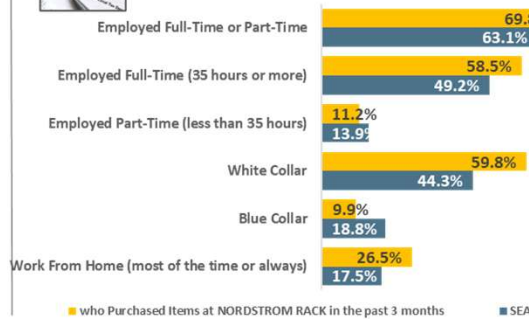
9.6% or 441,765 of SEA DMA Adults 18 or older Purchased Items at NORDSTROM RACK in the past 3 months. Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months are 49.8% more likely to be a college graduate, 19.% more likely to work full-time, 7.5% more likely to be married, 5.4% more likely to be a parent of 1 or more children under 1



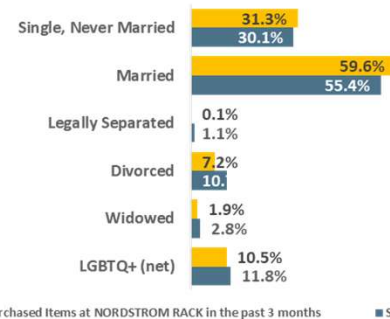
Education Levels: Adults 18 or older



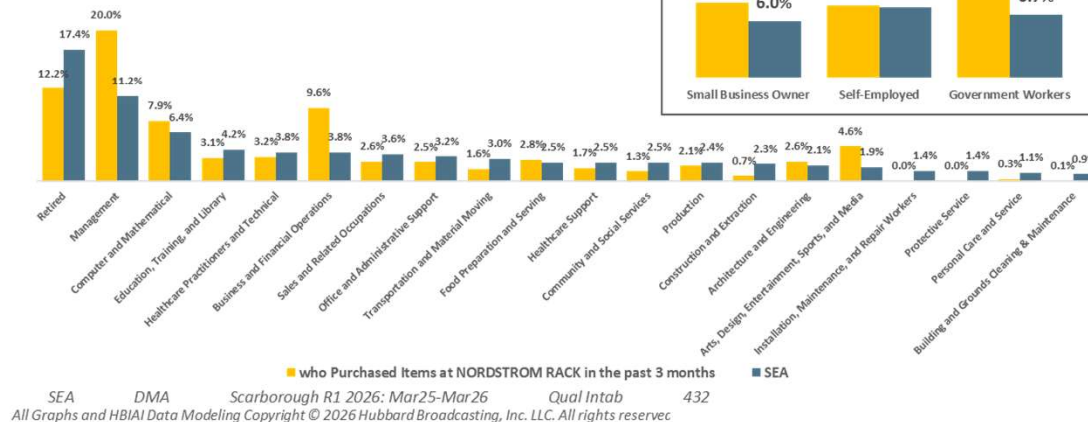
Employment: Adults 18 or older



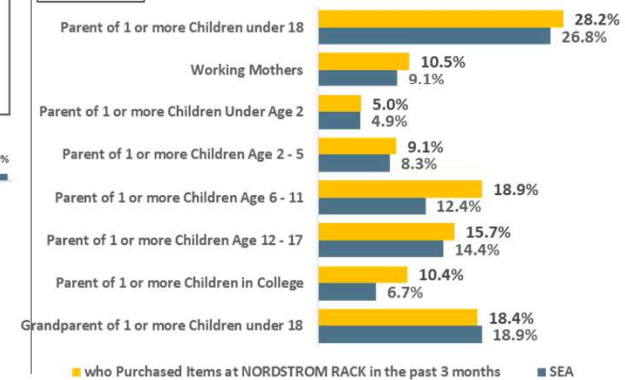
Marital Status: Adults 18 or older

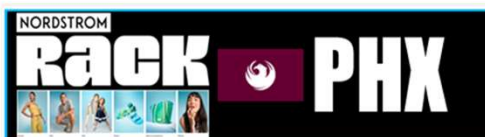


Top-20 Occupations: Adults 18 or older



Stage in Life: Adults 18 or older

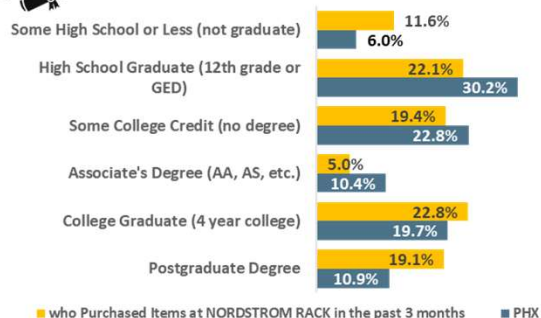




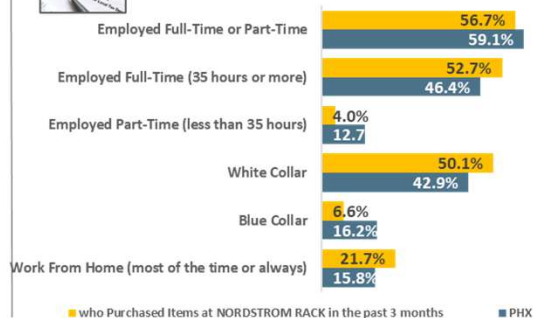
6.7% or 322,108 of PHX DMA Adults 18 or older Purchased Items at NORDSTROM RACK in the past 3 months. Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months are 36.9% more likely to be a college graduate, 13.6% more likely to work full-time, .4% less likely to be married, 4.7% less likely to be a parent of 1 or more children under 1



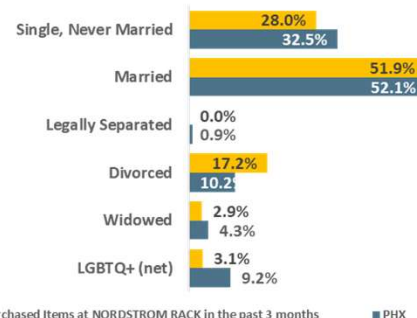
Education Levels: Adults 18 or older



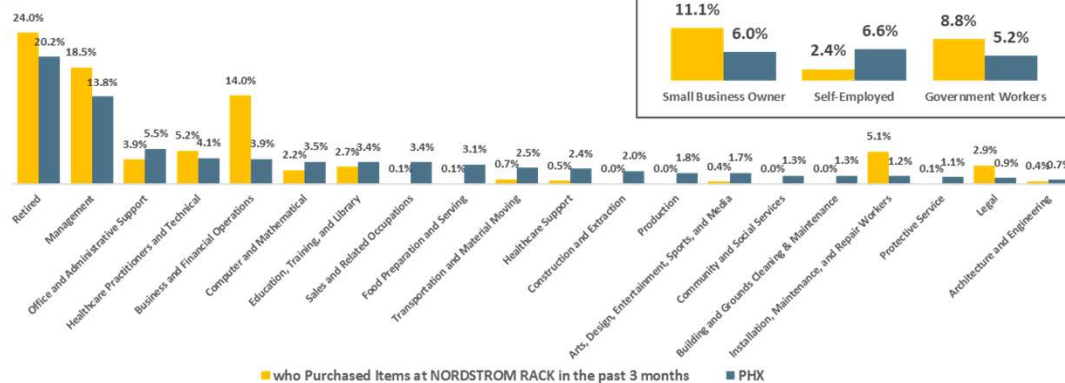
Employment: Adults 18 or older



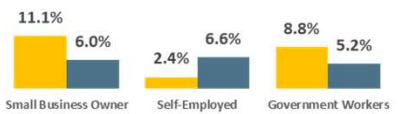
Marital Status: Adults 18 or older



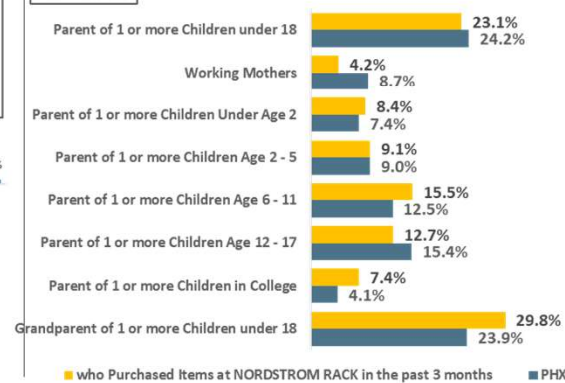
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



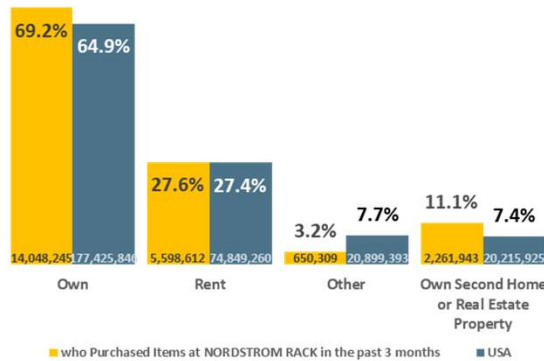
Stage in Life: Adults 18 or older



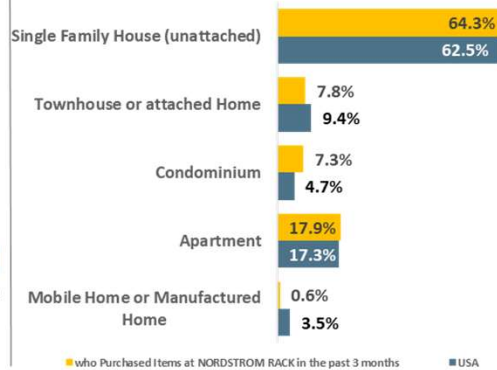


7.4% or 20,297,166 of USA Adults 18 or older Purchased Items at NORDSTROM RACK in the past 3 months. Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months are 6.6% more likely to own their home, 57.3% more likely to own a higher valued home, 3.% more likely to have a single-family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

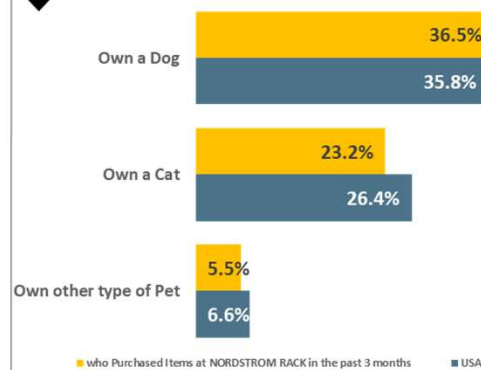
Own/Rent/Other: Adults 18 or older



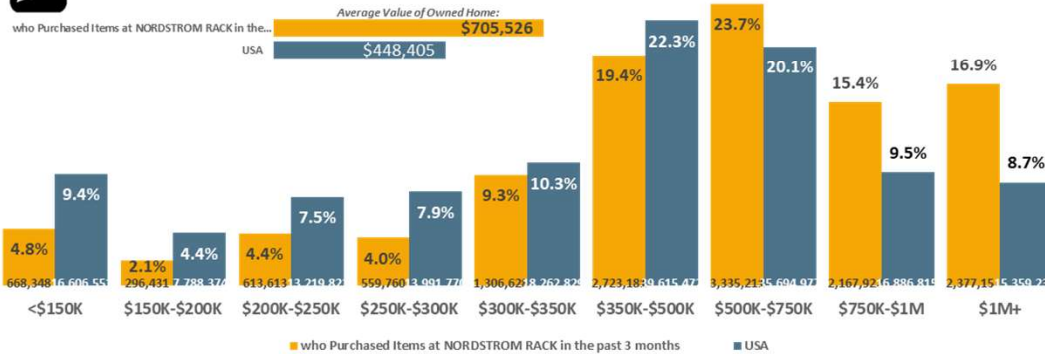
Type of Home: Adults 18 or older



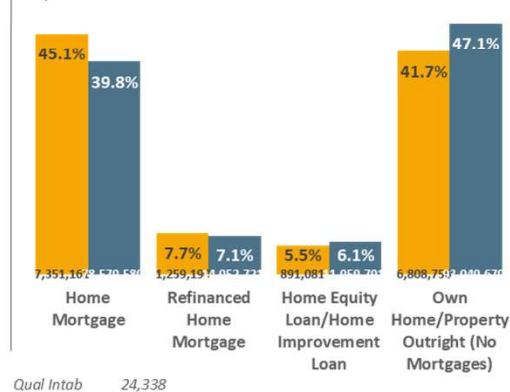
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



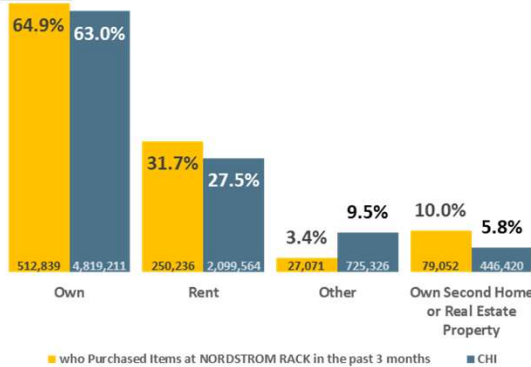
USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 1,904
All Graphs and HBIAI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved. USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

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

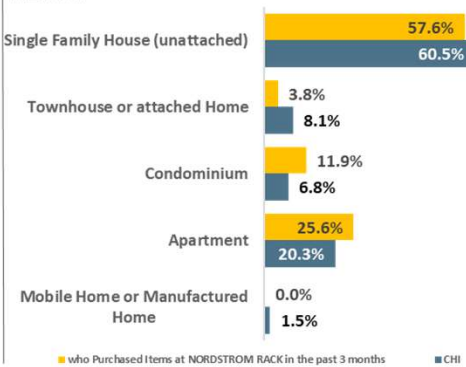


10.3% or 790,146 of CHI DMA Adults 18 or older Purchased Items at NORDSTROM RACK in the past 3 months. Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months are 2.9% more likely to own their home, 31.7% more likely to own a higher valued home, 4.9% less likely to have a single-family home, 7.9% more likely to have a dog.

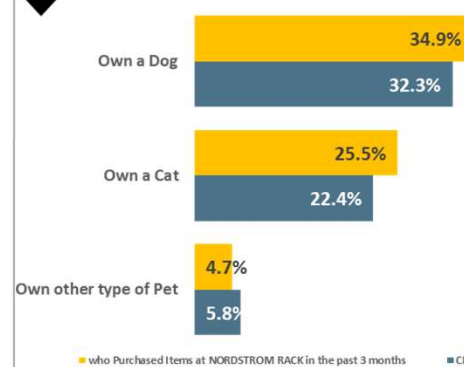
Own/Rent/Other: Adults 18 or older



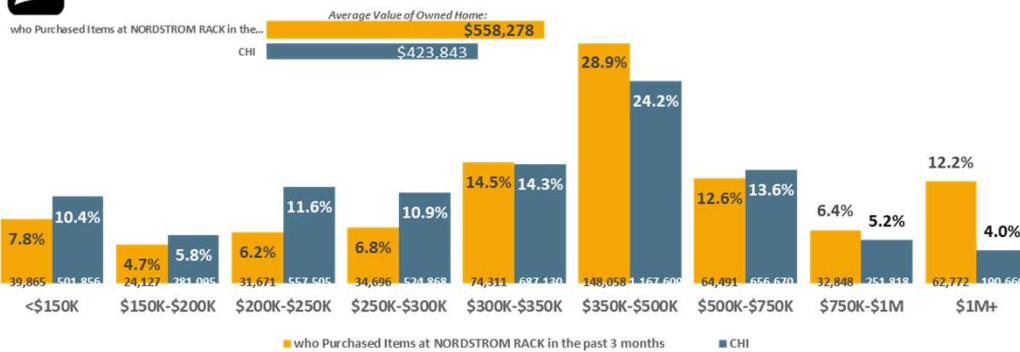
Type of Home: Adults 18 or older



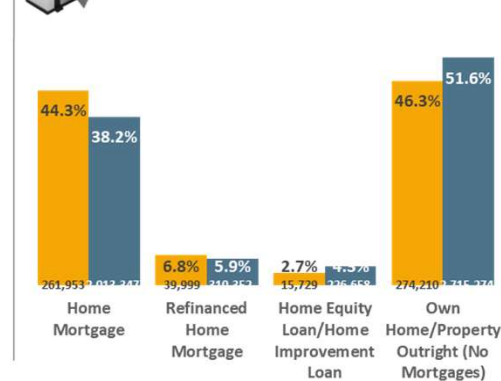
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



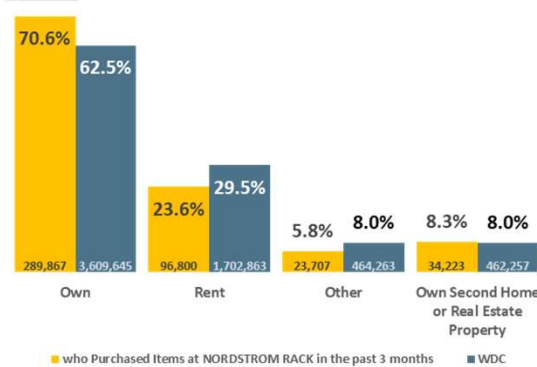
Home Loans: Adults 18 or older



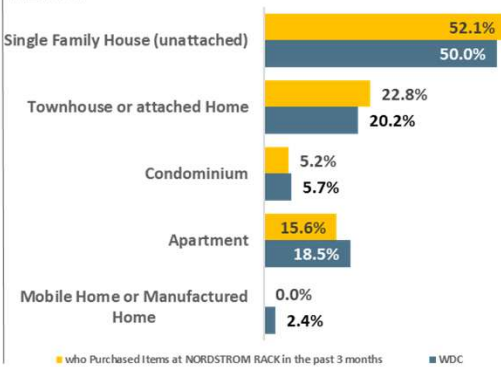


7.1% or 410,374 of WDC DMA Adults 18 or older Purchased Items at NORDSTROM RACK in the past 3 months. Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months are 13.% more likely to own their home, 13.3% more likely to own a higher valued home, 4.1% more likely to have a single-family home, 12.1% more likely to have a dog.

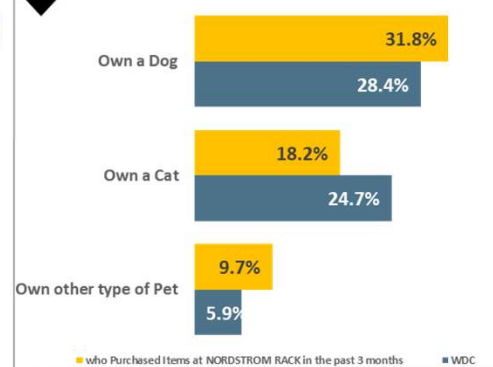
Own/Rent/Other: Adults 18 or older



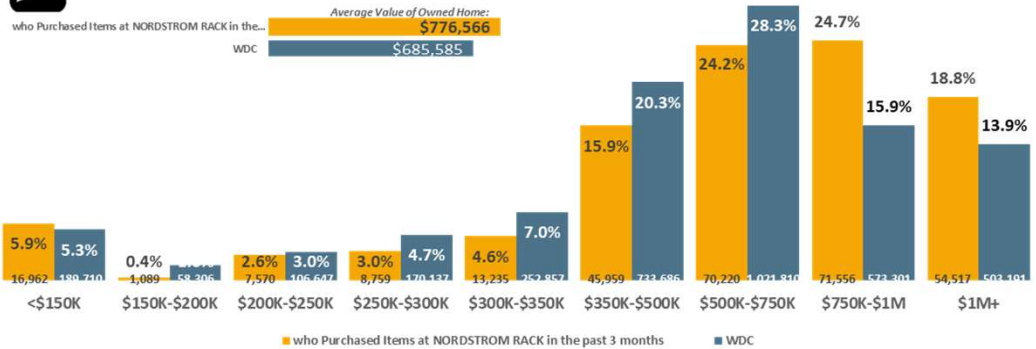
Type of Home: Adults 18 or older



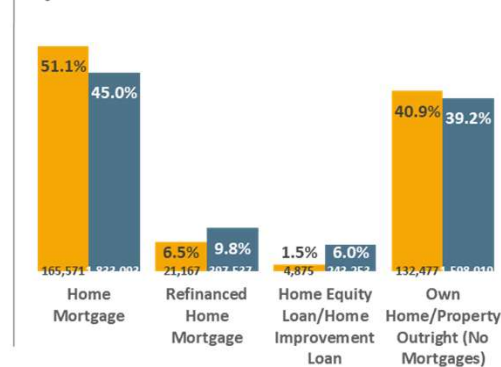
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

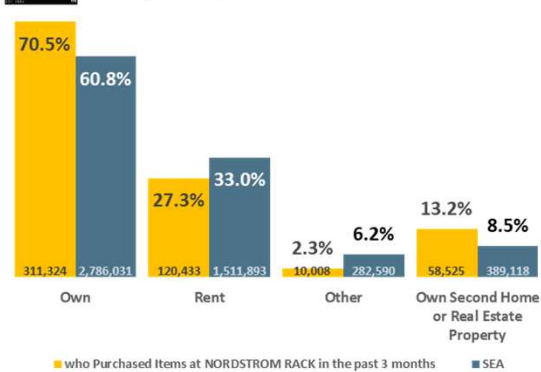




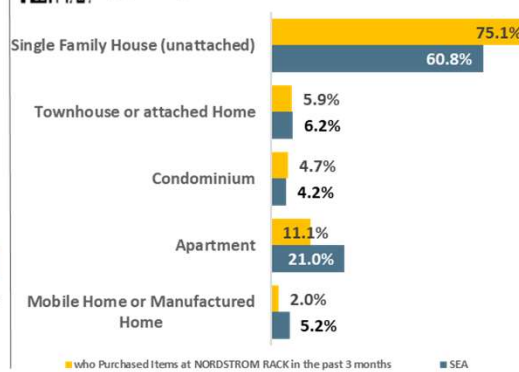
9.6% or 441,765 of SEA DMA Adults 18 or older Purchased Items at NORDSTROM RACK in the past 3 months. Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months are 15.9% more likely to own their home, 23.7% more likely to own a higher valued home, 23.6% more likely to have a single-family home, 9.9% more likely to have a dog.



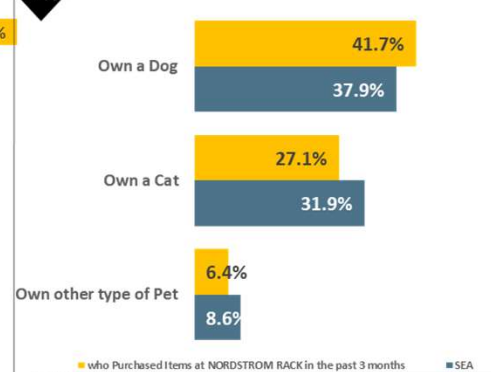
Own/Rent/Other: Adults 18 or older



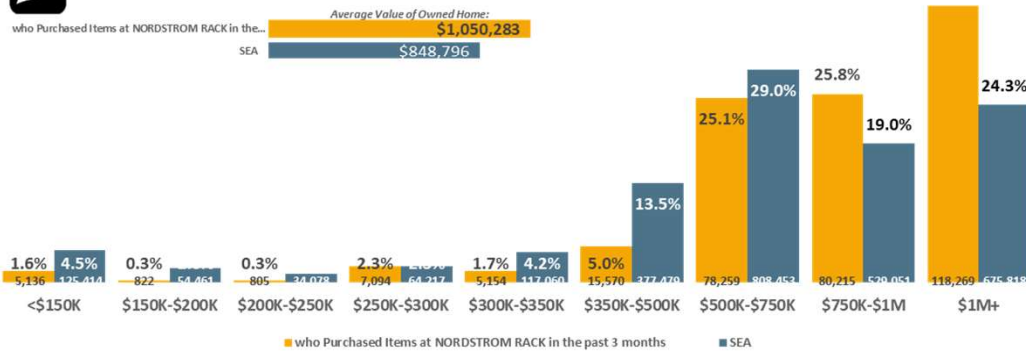
Type of Home: Adults 18 or older



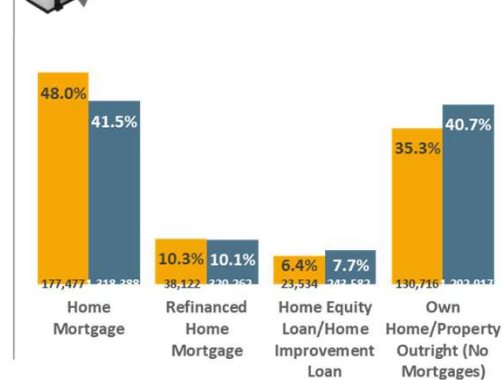
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



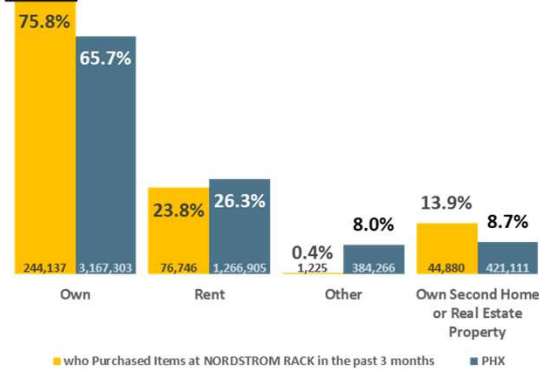
Home Loans: Adults 18 or older



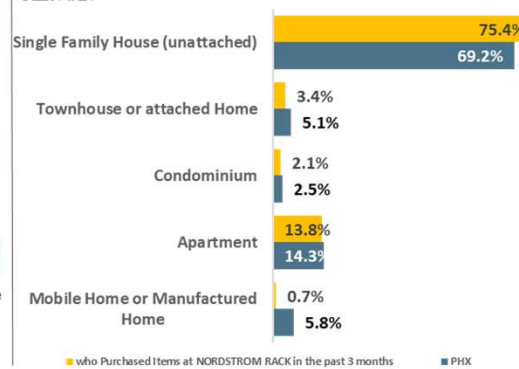


6.7% or 322,108 of PHX DMA Adults 18 or older Purchased Items at NORDSTROM RACK in the past 3 months. Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months are 15.3% more likely to own their home, 14.7% more likely to own a higher valued home, 8.9% more likely to have a single-family home, 20.7% less likely to have a dog.

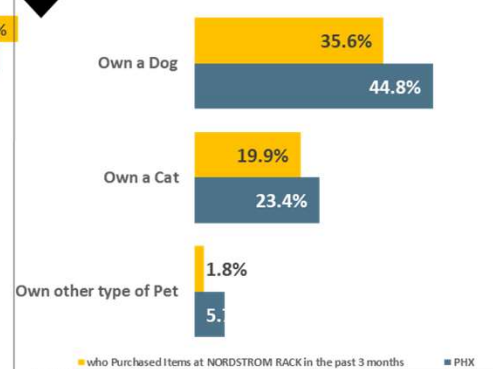
Own/Rent/Other: Adults 18 or older



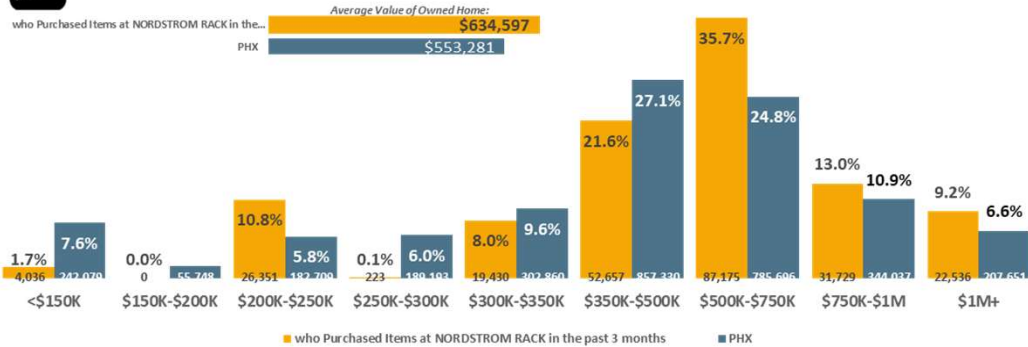
Type of Home: Adults 18 or older



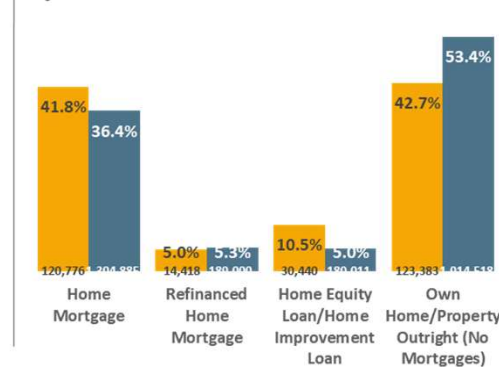
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

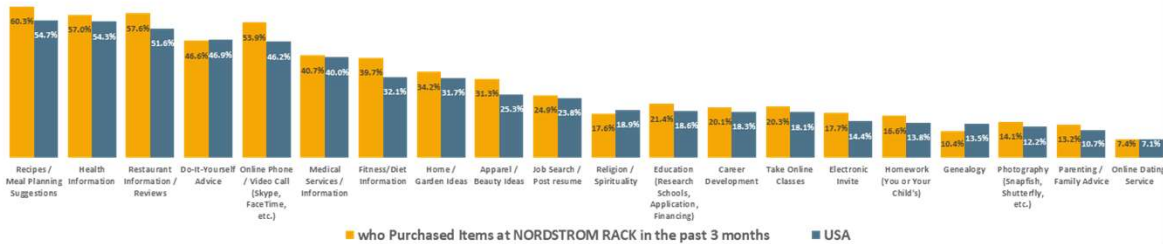




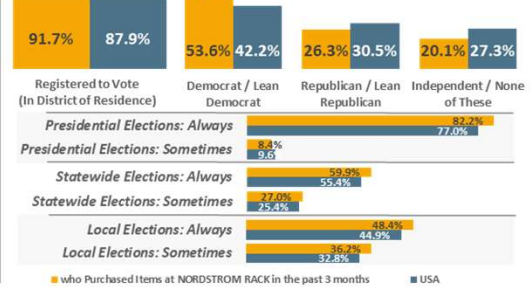
7.4% or 20,297,166 of USA Adults 18 or older Purchased Items at NORDSTROM RACK in the past 3 months. Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months are .8% less likely to look up D-I-Y advice online, 7.8% more likely to always vote in local elections, 76.5% more likely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



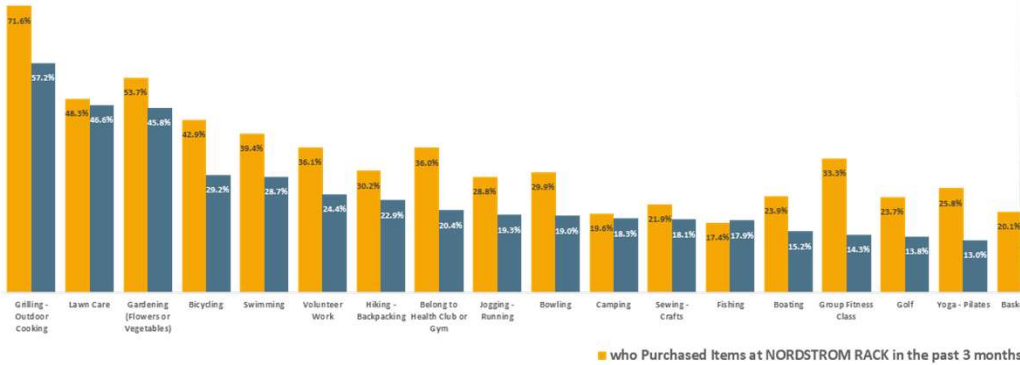
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



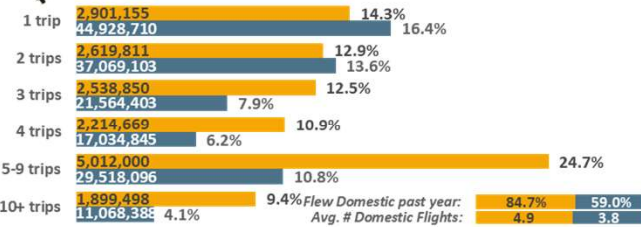
Political Activity: Adults 18 or older



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



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



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

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

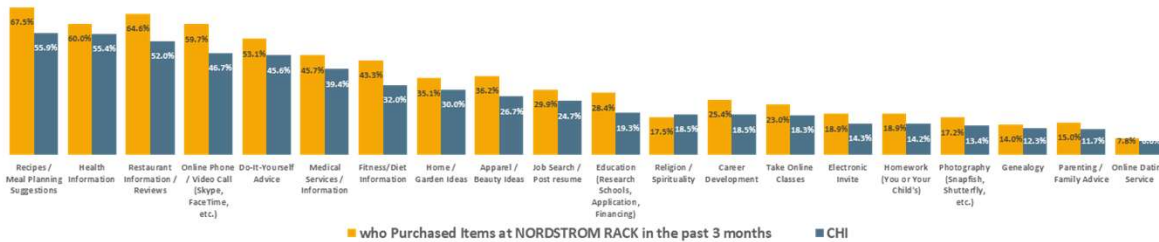
(Clothing stores bought past 3 months: Nordstrom Rack OR Major stores bought past 3 months: Nordstrom Rack OR Shoe stores bought past 3 months: Nordstrom Rack)



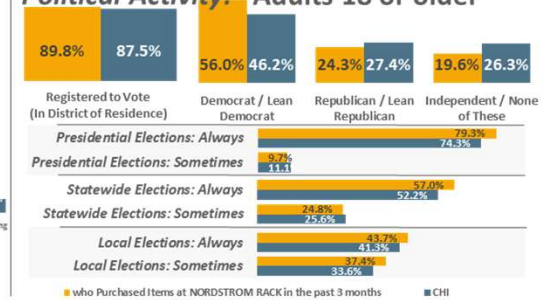
10.3% or 790,146 of CHI DMA Adults 18 or older Purchased Items at NORDSTROM RACK in the past 3 months. Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months are 16.5% more likely to look up D-I-Y advice online, 5.9% more likely to always vote in local elections, 65.2% more likely to belong to a gym, 39.% more likely to fly domestic



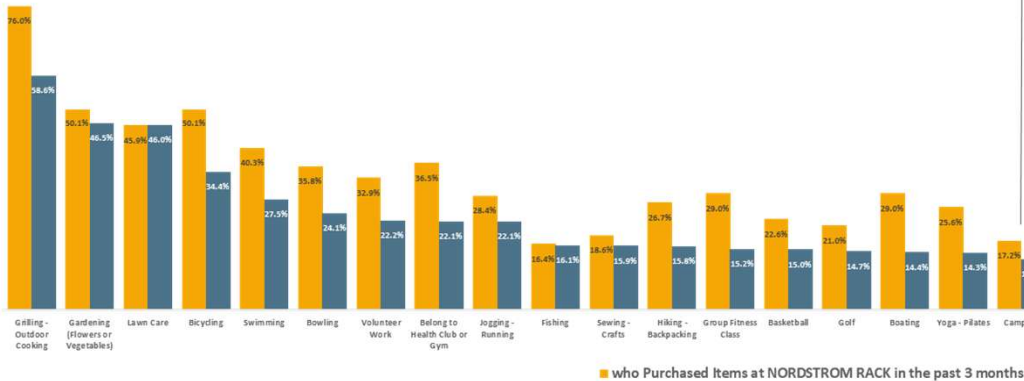
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



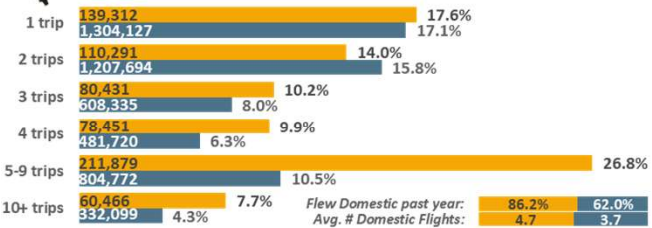
Political Activity: Adults 18 or older



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



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

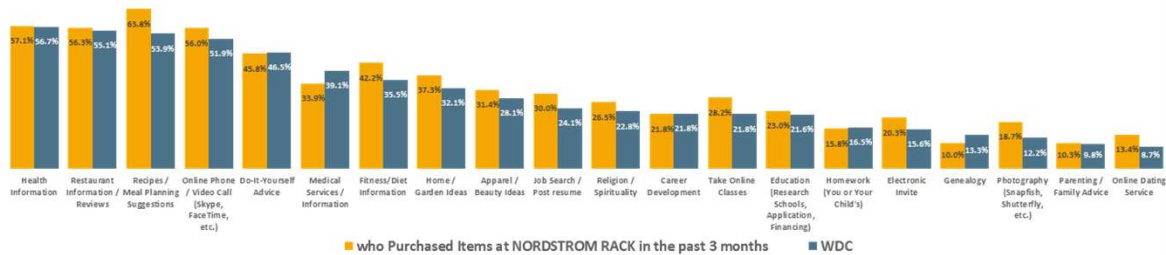




7.1% or 410,374 of WDC DMA Adults 18 or older Purchased Items at NORDSTROM RACK in the past 3 months. Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months are 1.4% less likely to look up D-I-Y advice online, 29.5% more likely to always vote in local elections, 58.1% more likely to belong to a gym, 42.5% more likely to fly domestic



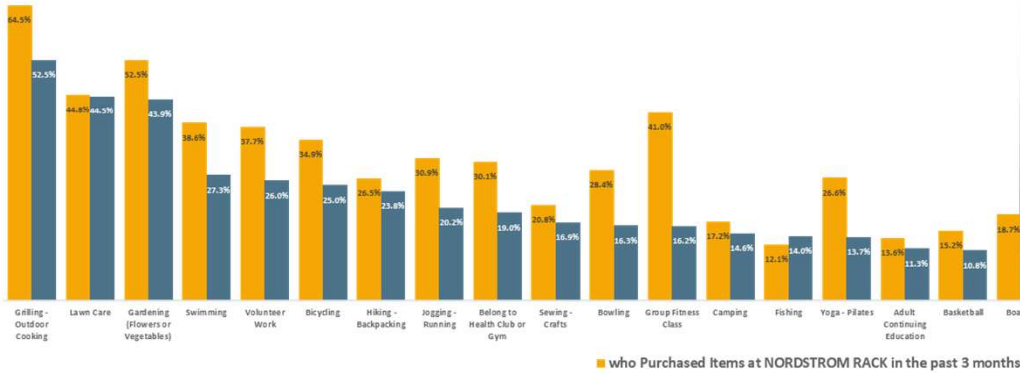
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



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



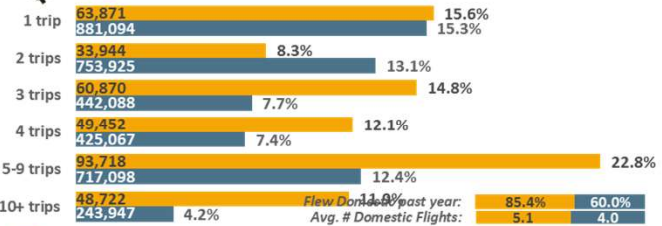
Top-30 past 12-months Active Lifestyle Activities: Adults 18 or older



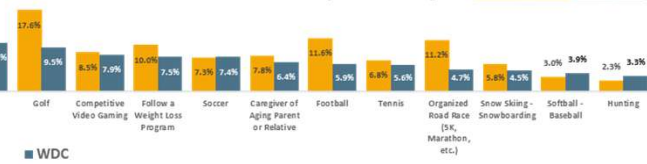
■ who Purchased Items at NORDSTROM RACK in the past 3 months ■ WDC



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



Flew Domestic last year: 85.4%
Avg. # Domestic Flights: 5.1

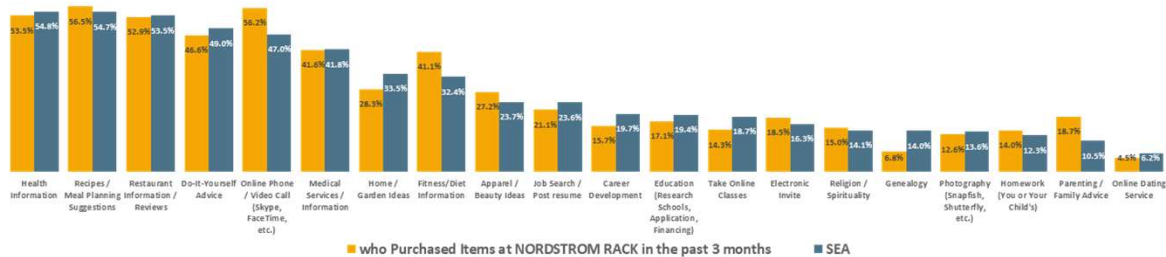




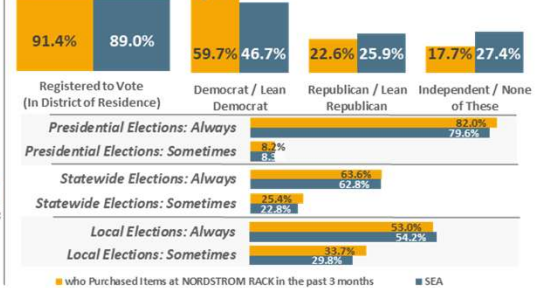
9.6% or 441,765 of SEA DMA Adults 18 or older Purchased Items at NORDSTROM RACK in the past 3 months. Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months are 4.9% less likely to look up D-I-Y advice online, 2.2% less likely to always vote in local elections, 64.5% more likely to belong to a gym, 38.1% more likely to fly domestic



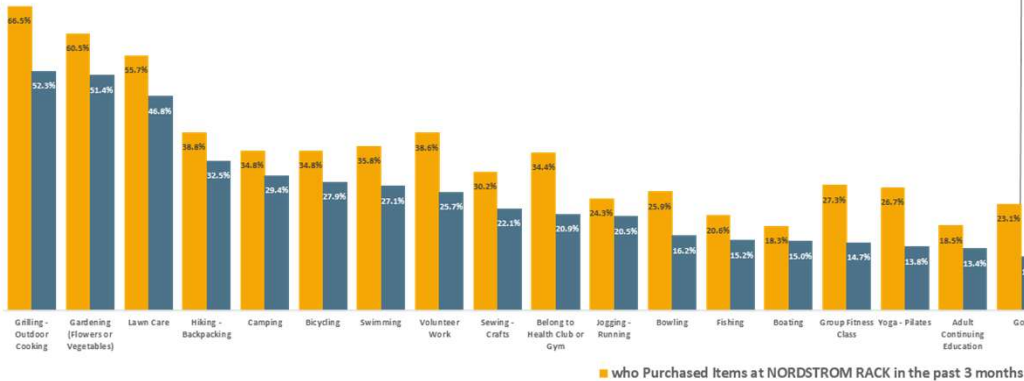
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



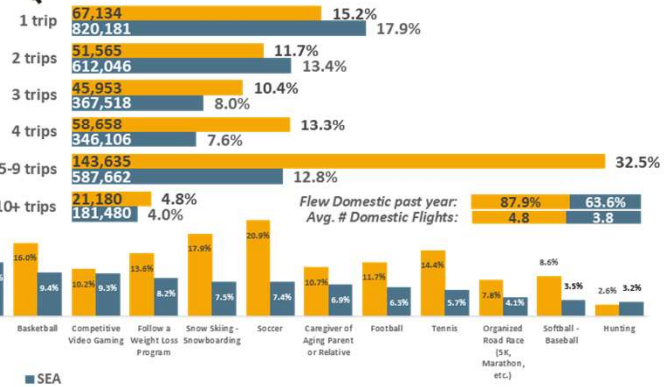
Political Activity: Adults 18 or older



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



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

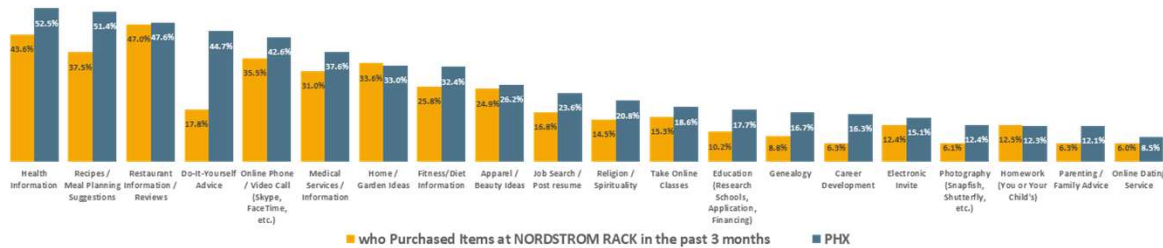




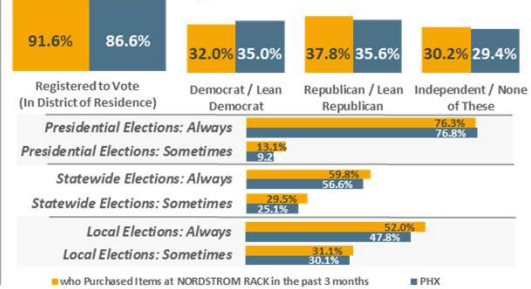
6.7% or 322,108 of PHX DMA Adults 18 or older Purchased Items at NORDSTROM RACK in the past 3 months. Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months are 60.2% less likely to look up D-I-Y advice online, 8.9% more likely to always vote in local elections, 81.1% more likely to belong to a gym, 37.2% more likely to fly domestic



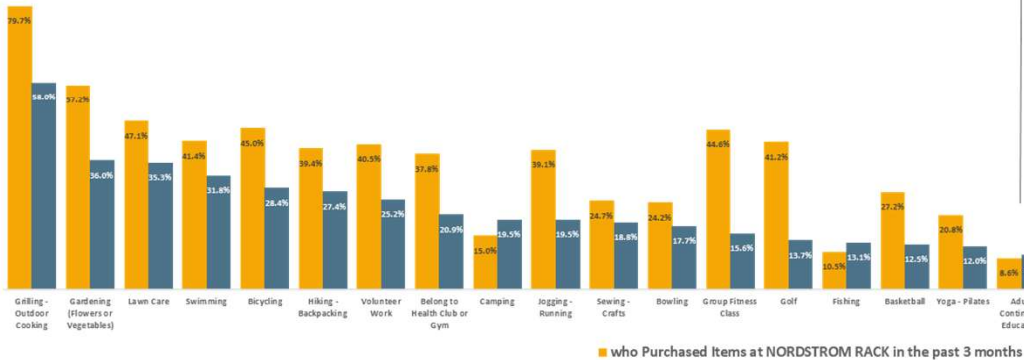
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



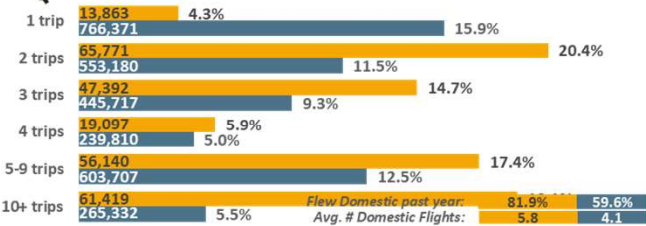
Political Activity: Adults 18 or older



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



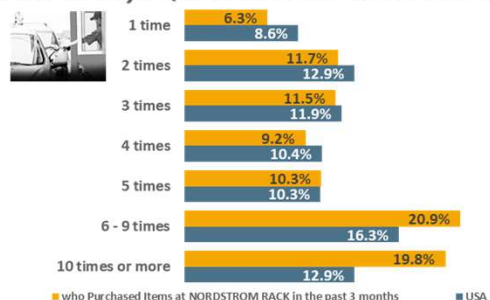
Past 12-months Domestic Airline Trips: Adults 18 or older





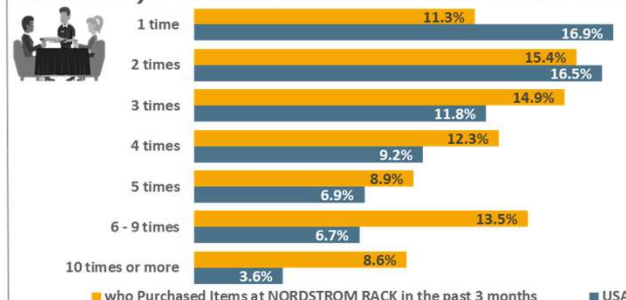
7.4% or 20,297,166 of USA Adults 18 or older Purchased Items at NORDSTROM RACK in the past 3 months. Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months are 7.6% more likely to use QSRs past mo., 18.8% more likely to use Sit-Down Restaurants past mo., 19.5% more likely to use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

Past 30-days QSR Users: Adults 18 or older



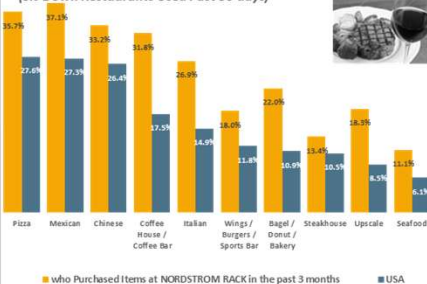
Total Monthly QSR Users: 89.6% (18,189,313) vs 83.3% (227,580,847)
Avg. Monthly QSR Meals: 6.8 vs 5.7

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



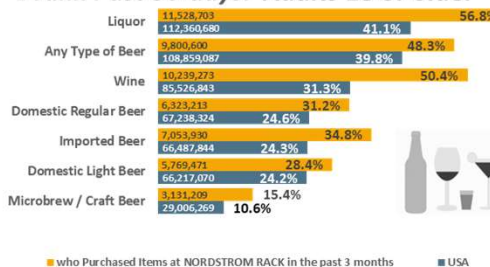
Total Monthly Sit-Down Restaurant Users: 84.9% (17,230,355) vs 71.5% (195,235,468)
Avg. Monthly Sit-Down Restaurant Meals: 4.8 vs 3.6

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



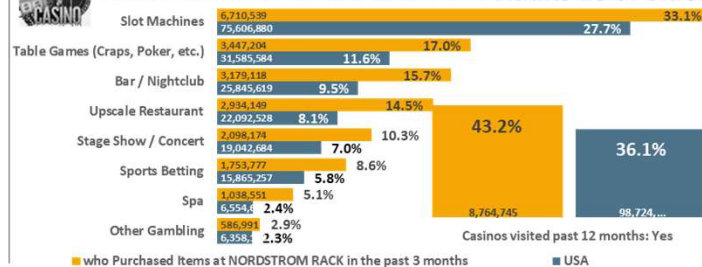
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.) who Purchased Items at NORDSTROM RACK in the past 3 months: 6,160,005 (30.3%) vs 19,999,600 (19.9%)

Drank Past 30-days: Adults 18 or older



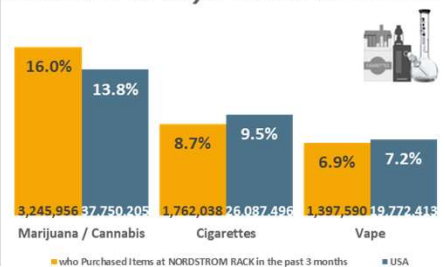
USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 1,904
All Graphs and HBI AI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Past 12 months Casino Activities: Adults 18 or older



Casinos visited past 12 months: Yes 43.2% (8,764,745) vs 36.1% (98,724,000)

Used Past 30-days: Adults 18 or older



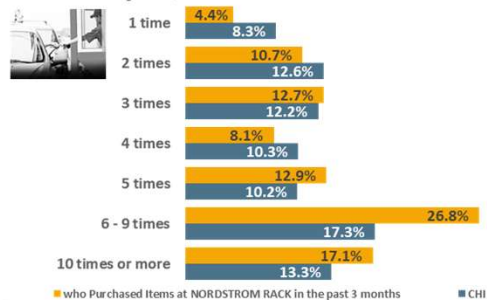
USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

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

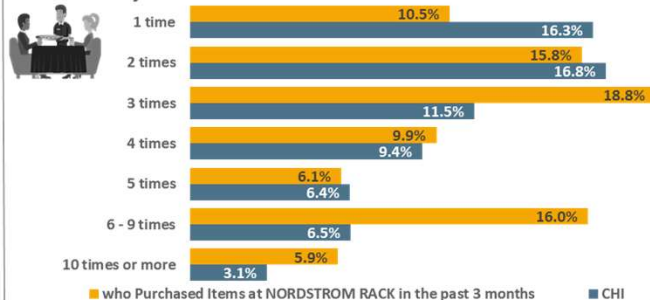


10.3% or 790,146 of CHI DMA Adults 18 or older Purchased Items at NORDSTROM RACK in the past 3 months. Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months are 10.1% more likely to use QSRs past mo., 18.8% more likely to use Sit-Down Restaurants past mo., 6.1% more likely to use Casinos past yr., 45.1% more likely to smoke cigarett

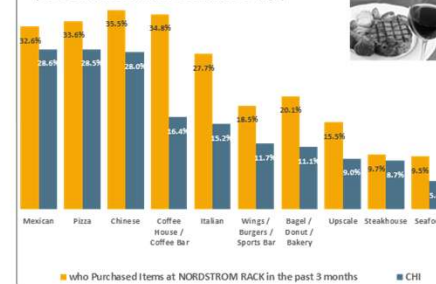
Past 30-days QSR Users: Adults 18 or older



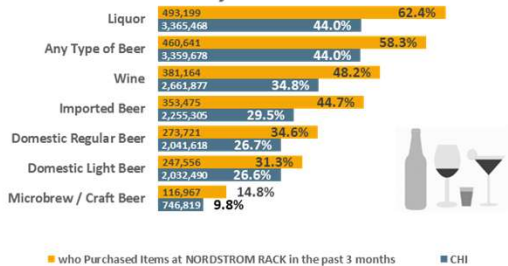
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



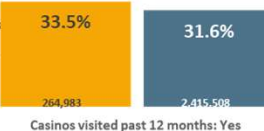
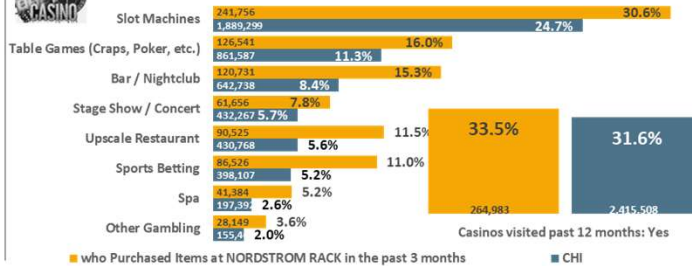
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



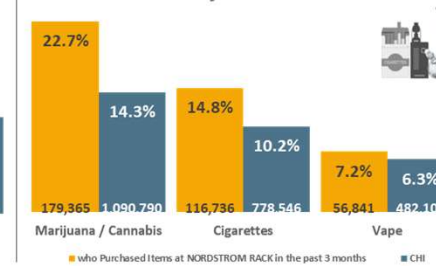
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



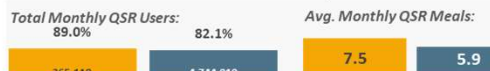
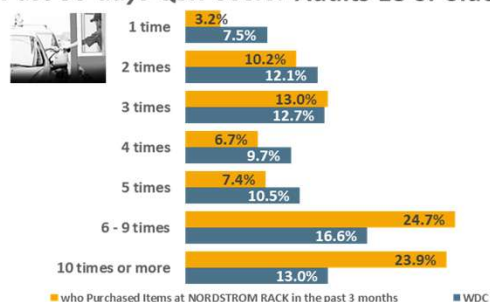
Used Past 30-days: Adults 18 or older



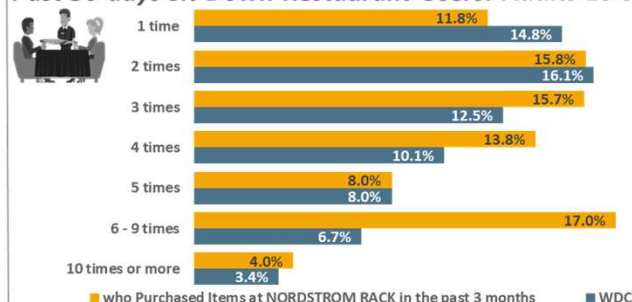


7.1% or 410,374 of WDC DMA Adults 18 or older Purchased Items at NORDSTROM RACK in the past 3 months. Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months are 8.3% more likely to use QSRs past mo., 20.3% more likely to use Sit-Down Restaurants past mo., 25.3% more likely to use Casinos past yr., 55.1% less likely to smoke cigarett

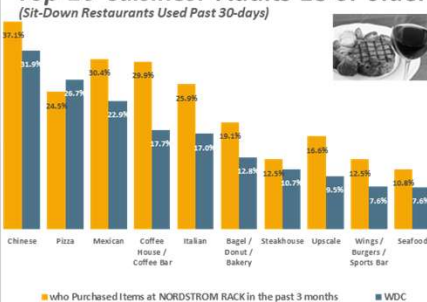
Past 30-days QSR Users: Adults 18 or older



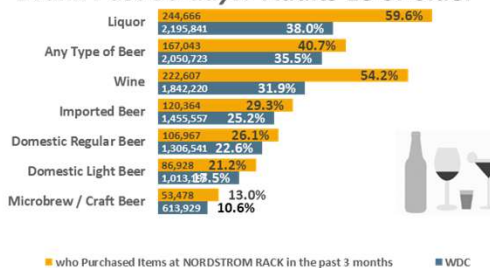
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



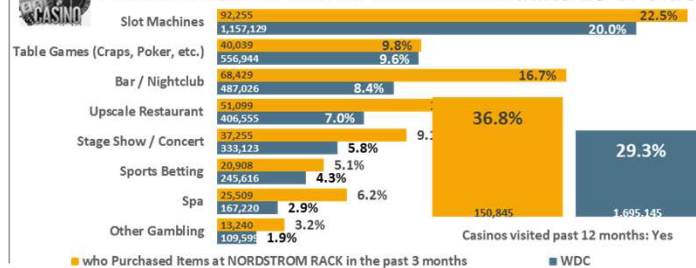
Top-10 Cuisines: Adults 18 or older



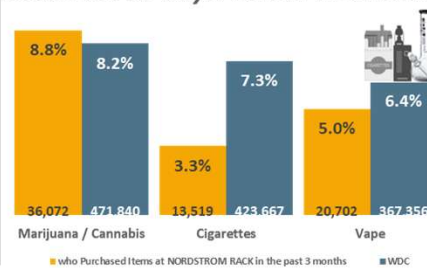
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



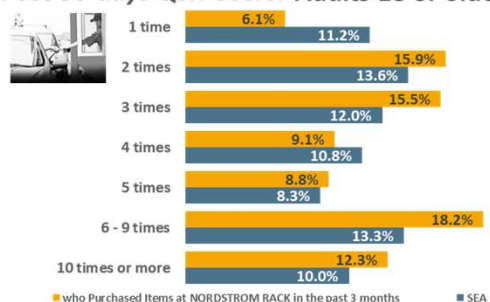
Used Past 30-days: Adults 18 or older





9.6% or 441,765 of SEA DMA Adults 18 or older Purchased Items at NORDSTROM RACK in the past 3 months. Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months are 8.5% more likely to use QSRs past mo., 22.9% more likely to use Sit-Down Restaurants past mo., 2.8% more likely to use Casinos past yr., 13.1% less likely to smoke cigarette

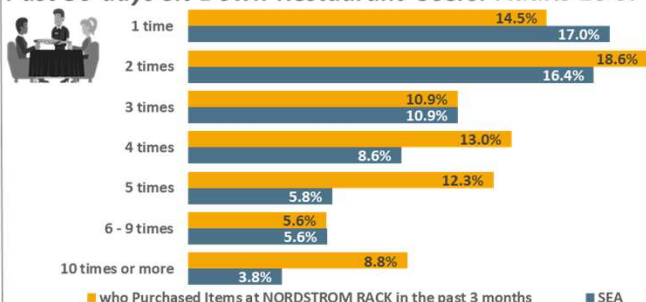
Past 30-days QSR Users: Adults 18 or older



who Purchased Items at NORDSTROM RACK in the past 3 months

Metric	SEA	Rack
Total Monthly QSR Users:	79.2%	85.9%
Avg. Monthly QSR Meals:	5.2	5.7
	3,625,668	379,555

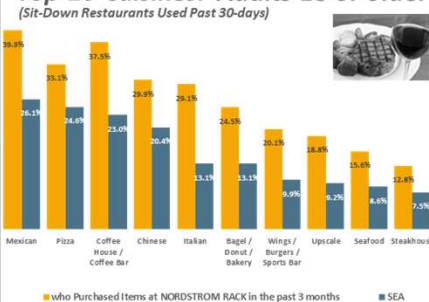
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



who Purchased Items at NORDSTROM RACK in the past 3 months

Metric	SEA	Rack
Total Monthly Sit-Down Restaurant Users:	68.1%	83.7%
Avg. Monthly Sit-Down Restaurant Meals:	3.6	4.5
	1,120,087	369,732

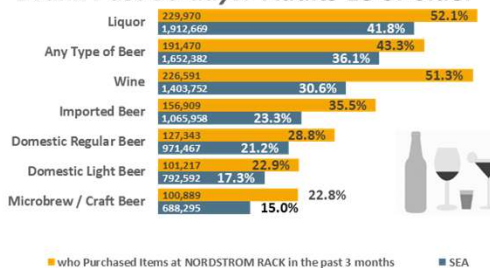
Top-10 Cuisines: Adults 18 or older



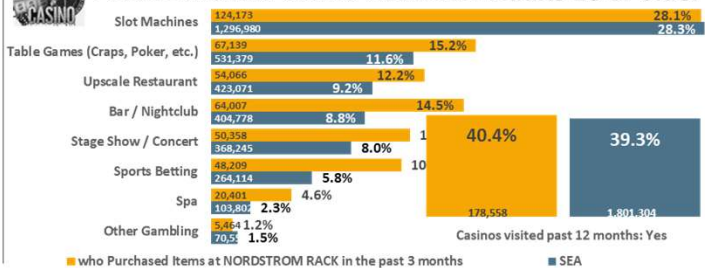
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

Metric	SEA	Rack
who Purchased Items at NORDSTROM RACK in the past 3 months	18.7%	25.1%
	857,401	110,904

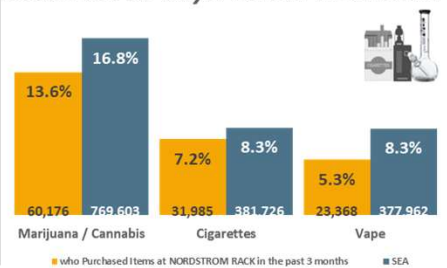
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



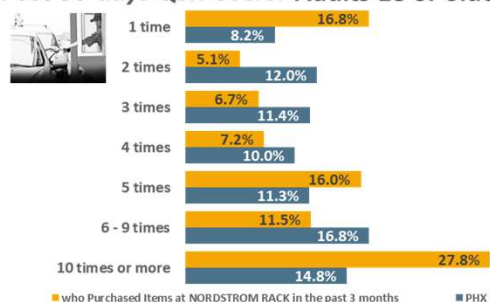
Used Past 30-days: Adults 18 or older





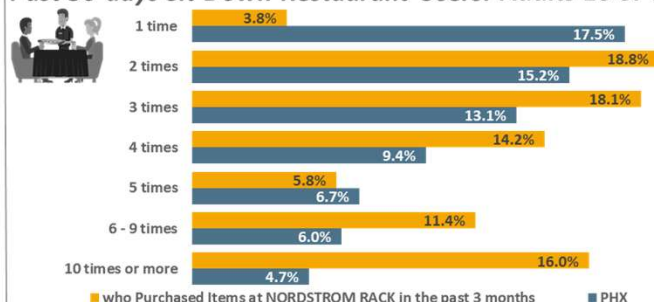
6.7% or 322,108 of PHX DMA Adults 18 or older Purchased Items at NORDSTROM RACK in the past 3 months. Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months are 7.8% more likely to use QSRs past mo., 21.4% more likely to use Sit-Down Restaurants past mo., 55.8% more likely to use Casinos past yr., 69.7% less likely to smoke cigarett

Past 30-days QSR Users: Adults 18 or older



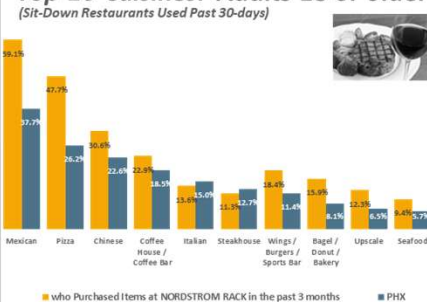
Total Monthly QSR Users: 91.1%
 Avg. Monthly QSR Meals: 7.2

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



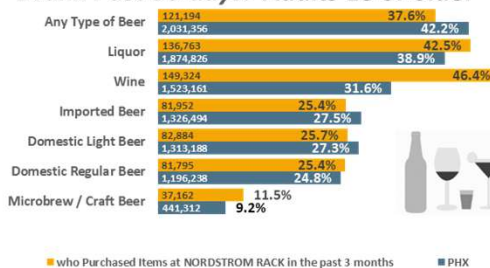
Total Monthly Sit-Down Restaurant Users: 88.2%
 Avg. Monthly Sit-Down Restaurant Meals: 5.8

Top-10 Cuisines: Adults 18 or older

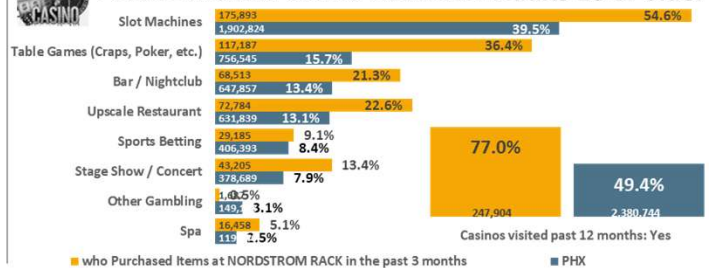


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
 who Purchased Items at NORDSTROM RACK in the past 3 months: 58,633
 PHX: 837,313

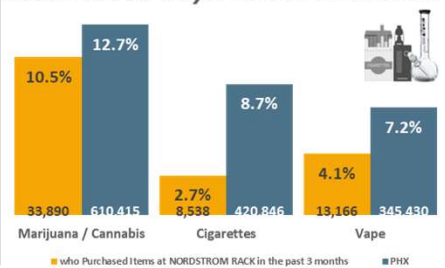
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



Used Past 30-days: Adults 18 or older

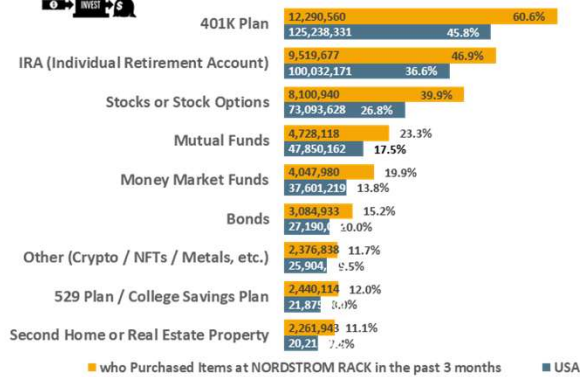




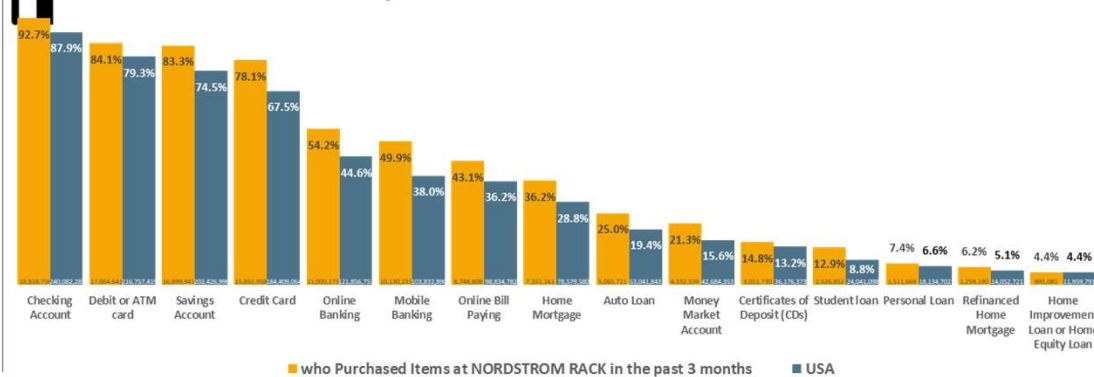
7.4% or 20,297,166 of USA Adults 18 or older Purchased Items at NORDSTROM RACK in the past 3 months. Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months are 32.1% more likely to have a 401K, 28.5% more likely to have an Auto Loan, 51.6% more likely to Invest/Trade Stocks Online,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



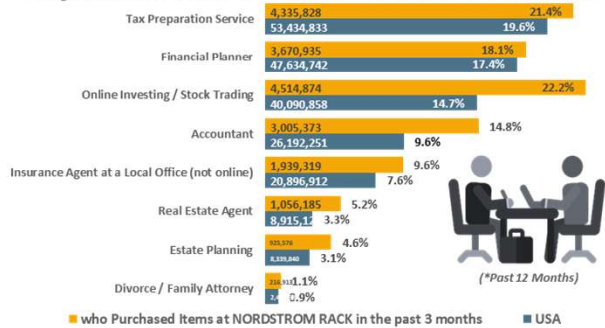
Investments Owned: Adults 18 or older



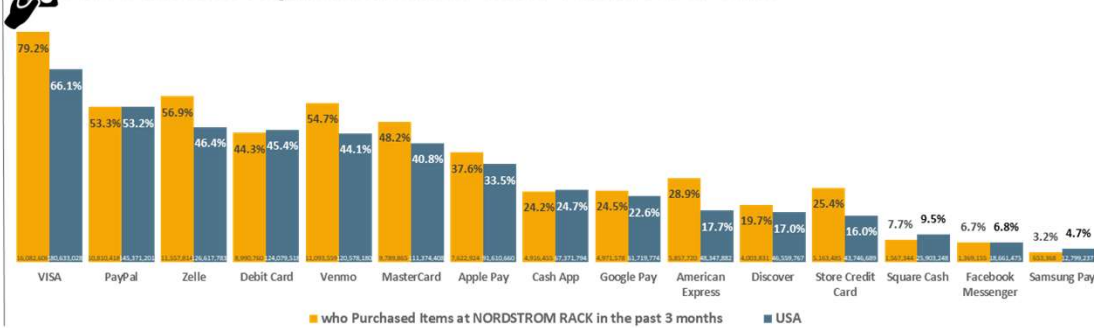
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

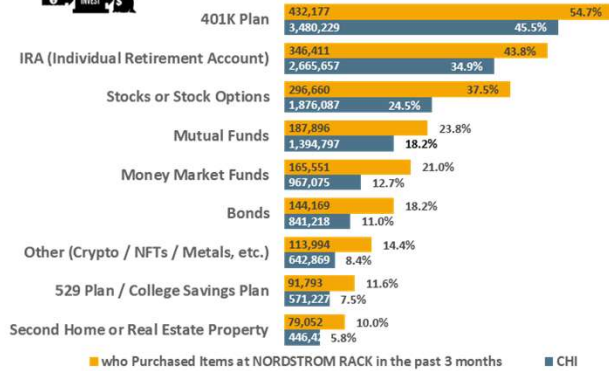




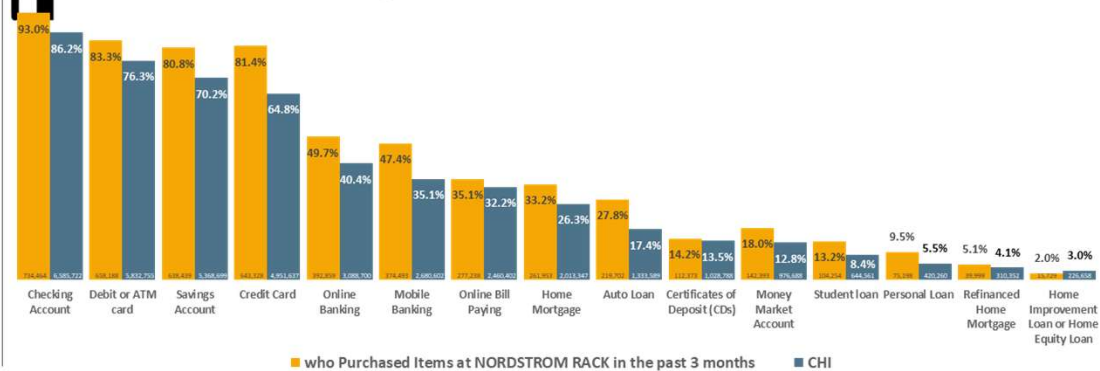
10.3% or 790,146 of CHI DMA Adults 18 or older Purchased Items at NORDSTROM RACK in the past 3 months. Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months are 20.1% more likely to have a 401K, 59.4% more likely to have an Auto Loan, 48.9% more likely to Invest/Trade Stocks Online, 7.8% more likely to pay with their Debit Card.



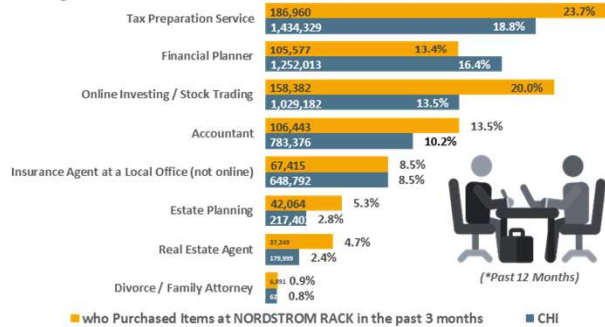
Investments Owned: Adults 18 or older



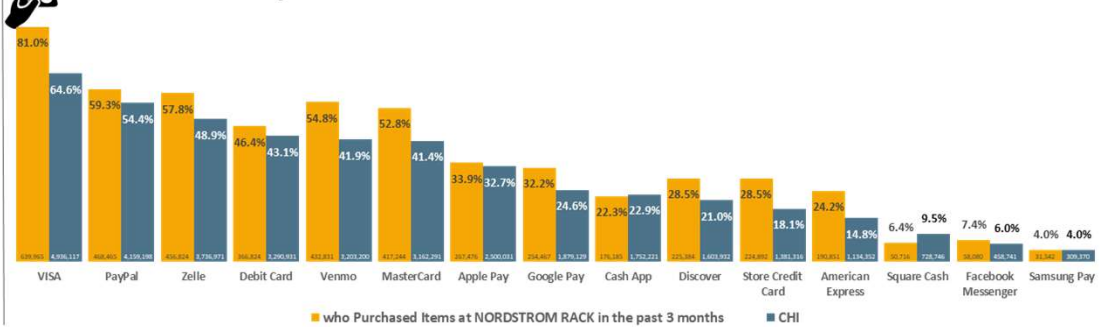
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 423
All Graphs and HBIAI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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



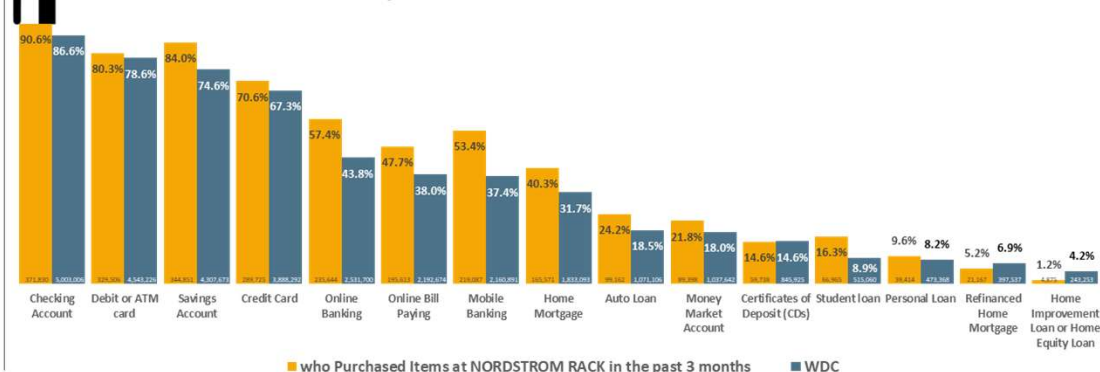
7.1% or 410,374 of WDC DMA Adults 18 or older Purchased Items at NORDSTROM RACK in the past 3 months. Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months are 36.9% more likely to have a 401K, 30.3% more likely to have an Auto Loan, 50.3% more likely to Invest/Trade Stocks Online, 6.7% less likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



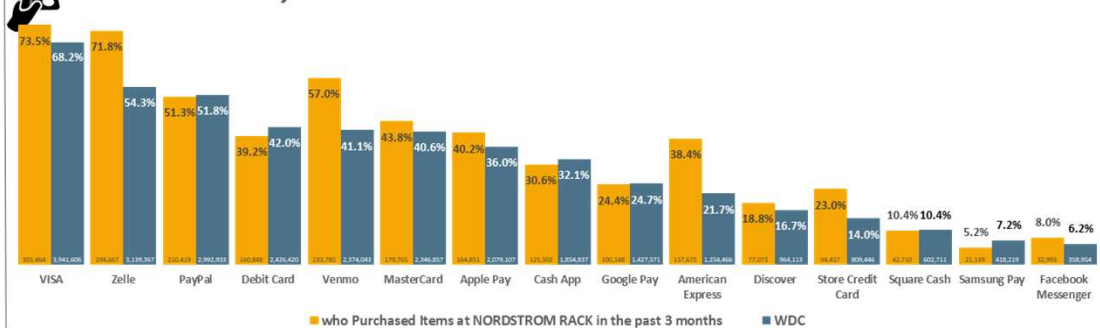
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

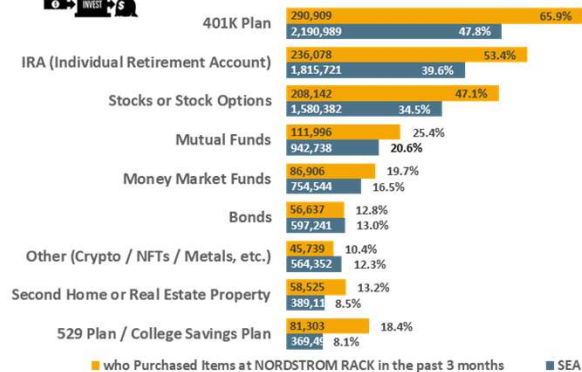




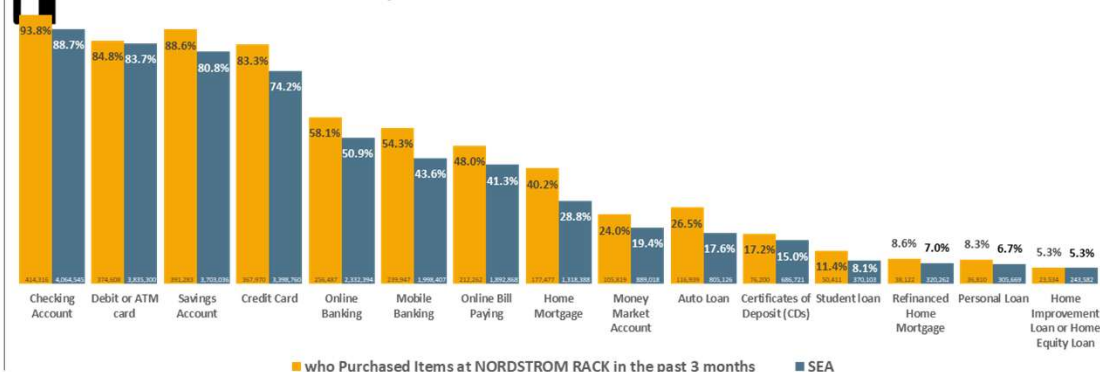
9.6% or 441,765 of SEA DMA Adults 18 or older Purchased Items at NORDSTROM RACK in the past 3 months. Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months are 37.7% more likely to have a 401K, 50.6% more likely to have an Auto Loan, 24.9% more likely to Invest/Trade Stocks Online, 5.2% less likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



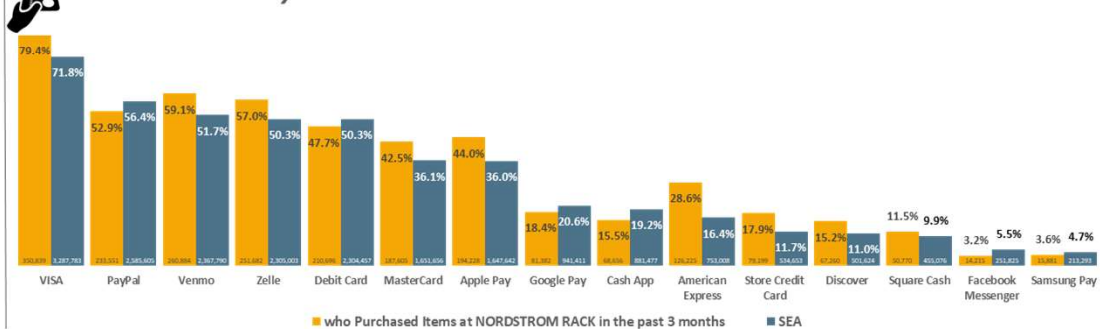
Financial Services Has and/or Uses: Adults 18 or older

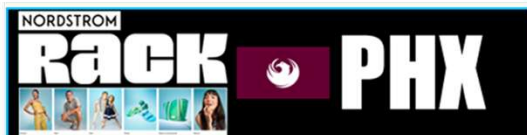


Professional Services Used*: Adults 18 or older



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





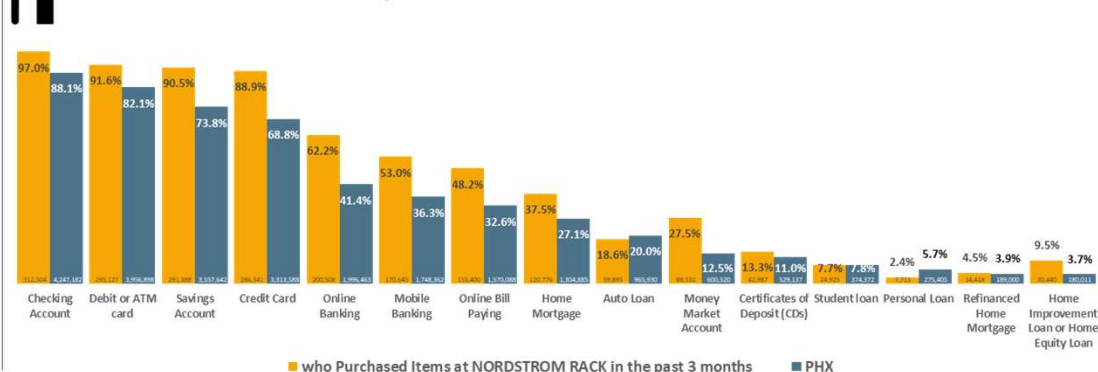
6.7% or 322,108 of PHX DMA Adults 18 or older Purchased Items at NORDSTROM RACK in the past 3 months. Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months are 81.2% more likely to have a 401K, 7.2% less likely to have an Auto Loan, 120.% more likely to Invest/Trade Stocks Online, 1.% more likely to pay with their Debit Card.



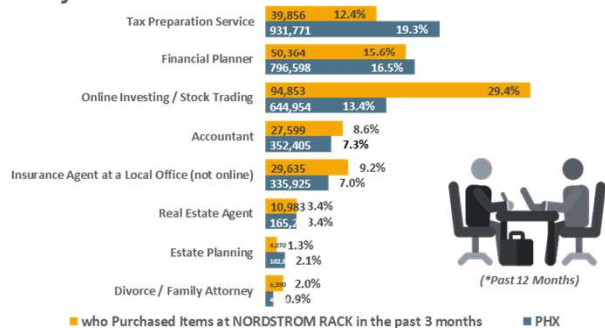
Investments Owned: Adults 18 or older



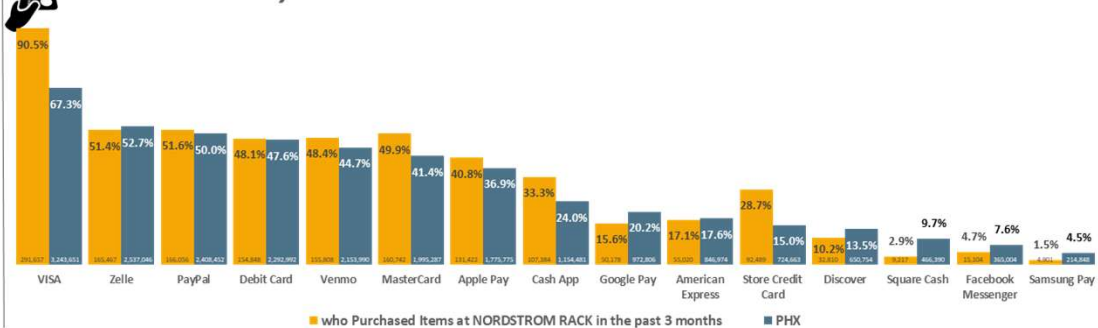
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older

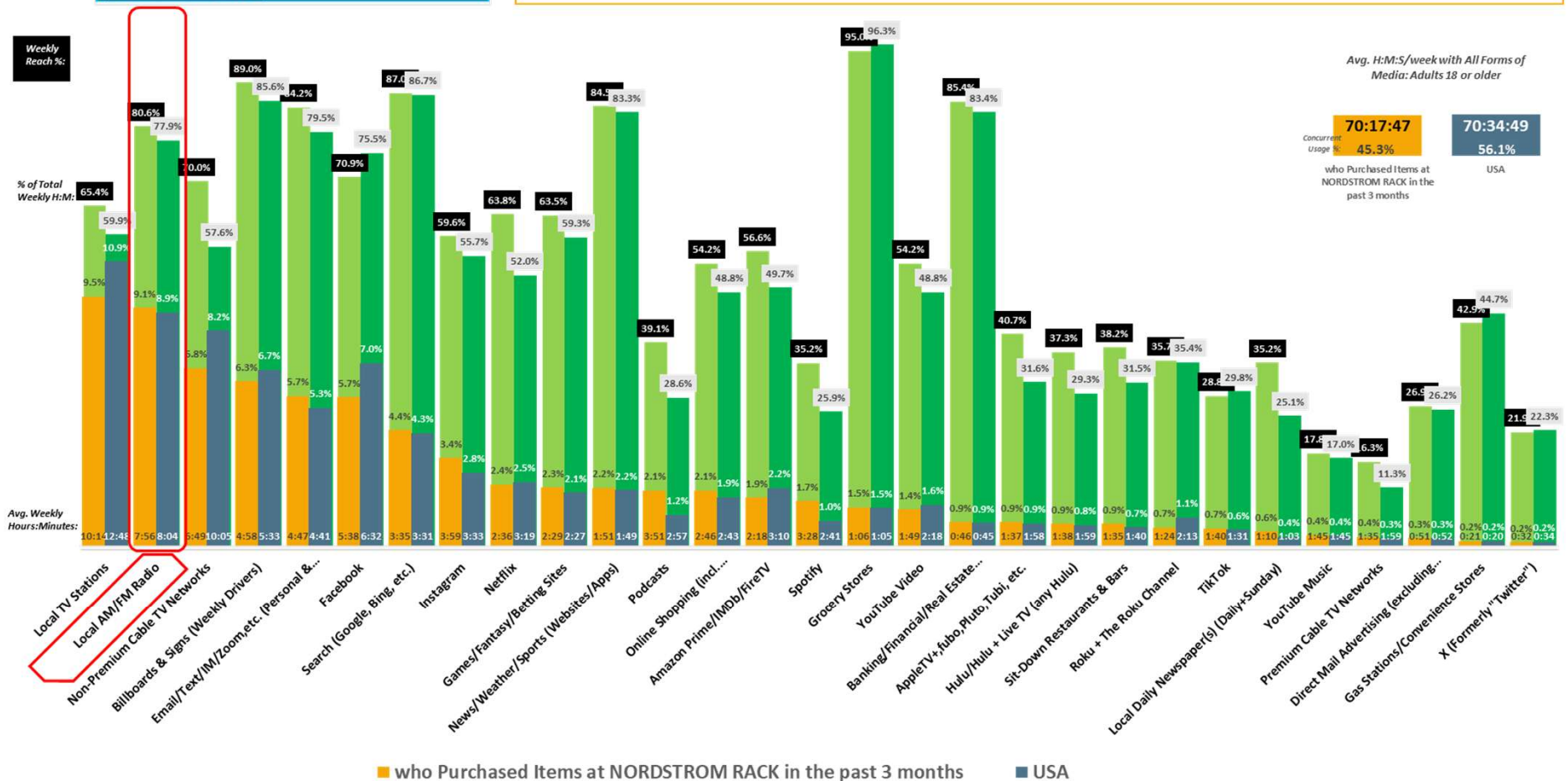


Past 3-Months Payment Methods Used: Adults 18 or older



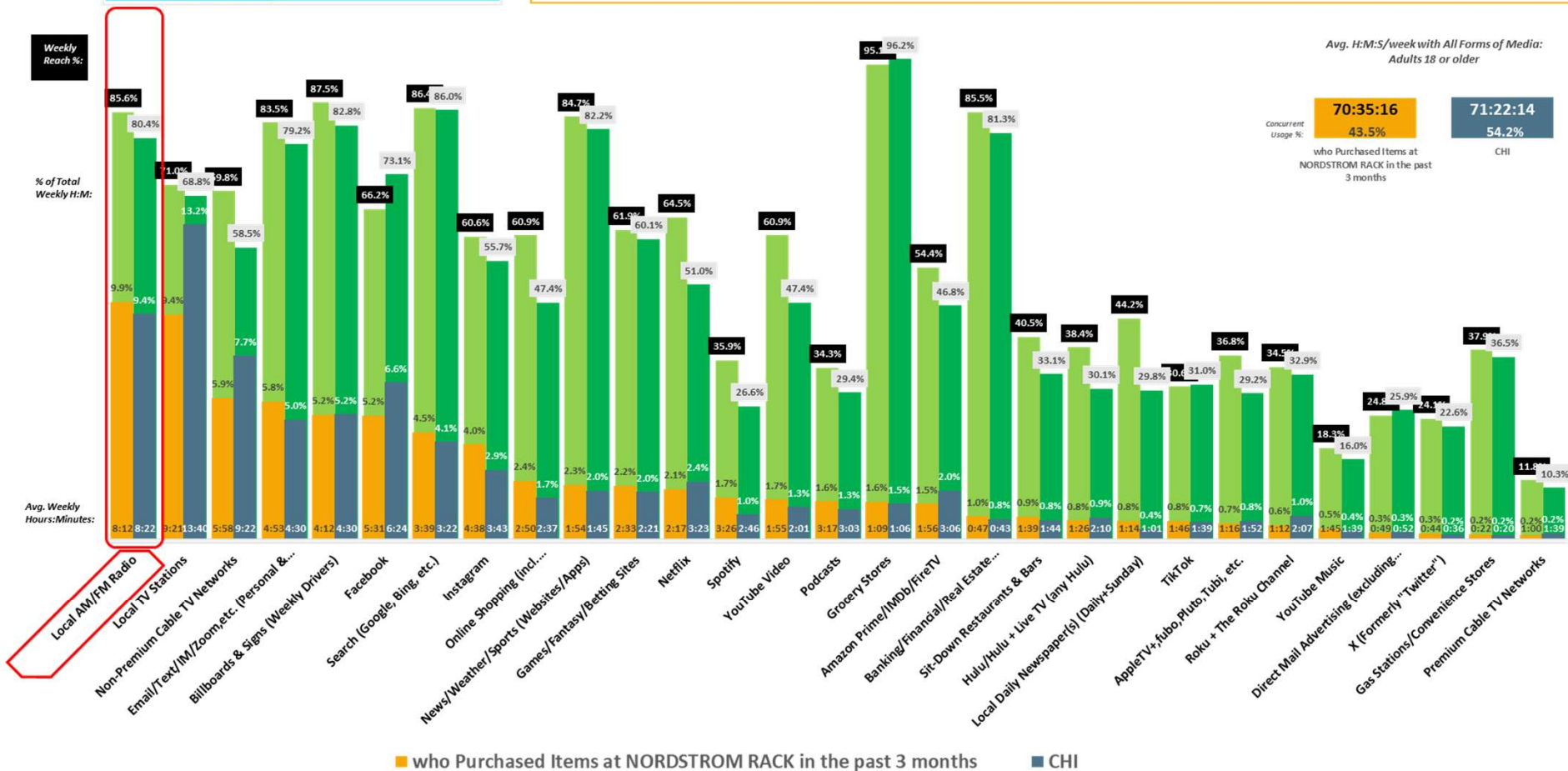


Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months spend an average of 2 days, 22 hours, 17 minutes and 47 seconds each week with All Forms of Media.
80.6% of Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months spend an avg. of 7 hours and 56 minutes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



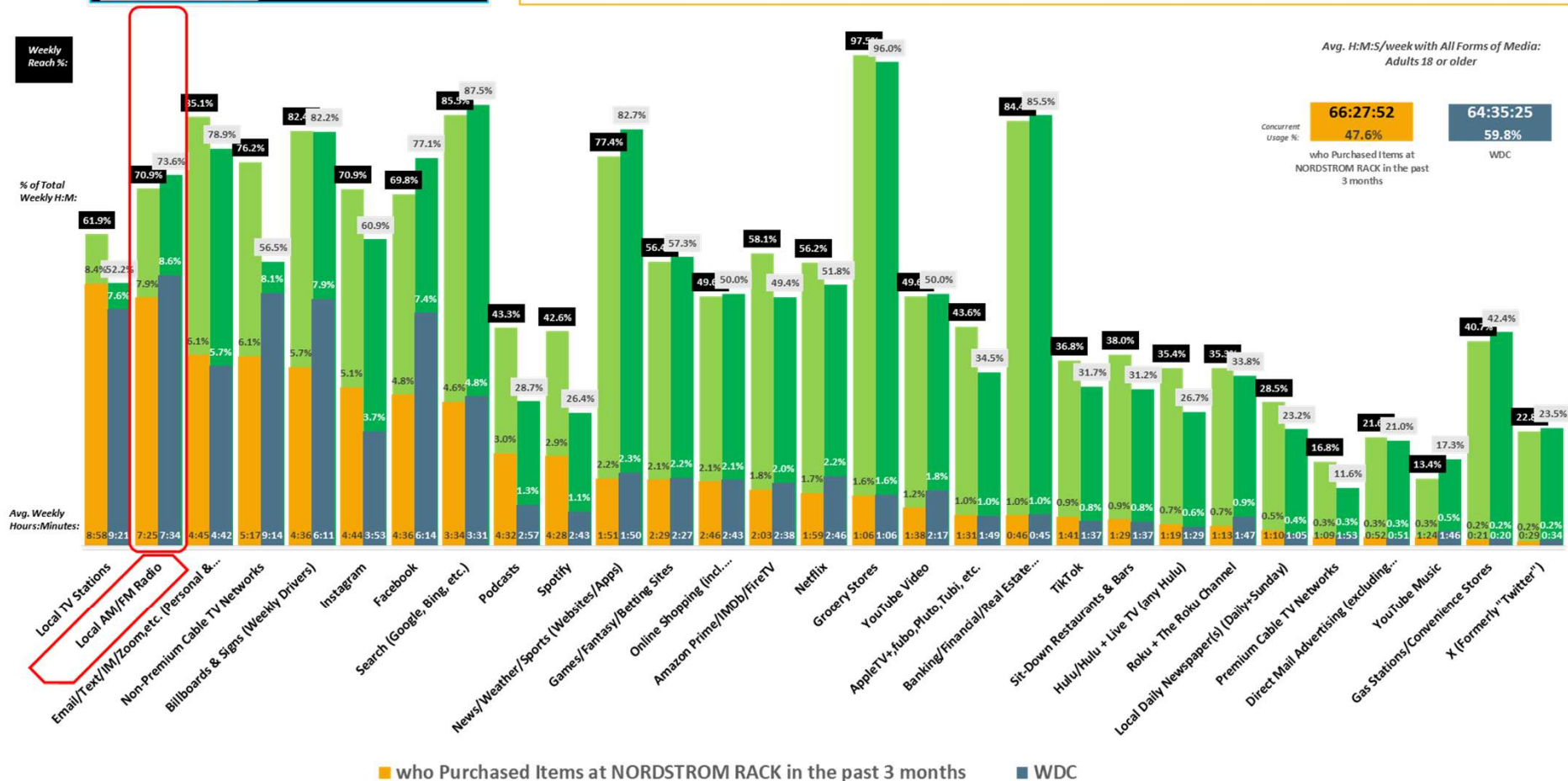


Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months spend an average of 2 days, 22 hours, 35 minutes and 16 seconds each week with All Forms of Media.
 85.6% of Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months spend an avg. of 8 hours and 12 minutes each week listening to All Local AM/FM Radio, representing 9.9% of total time spent with all forms of Media.



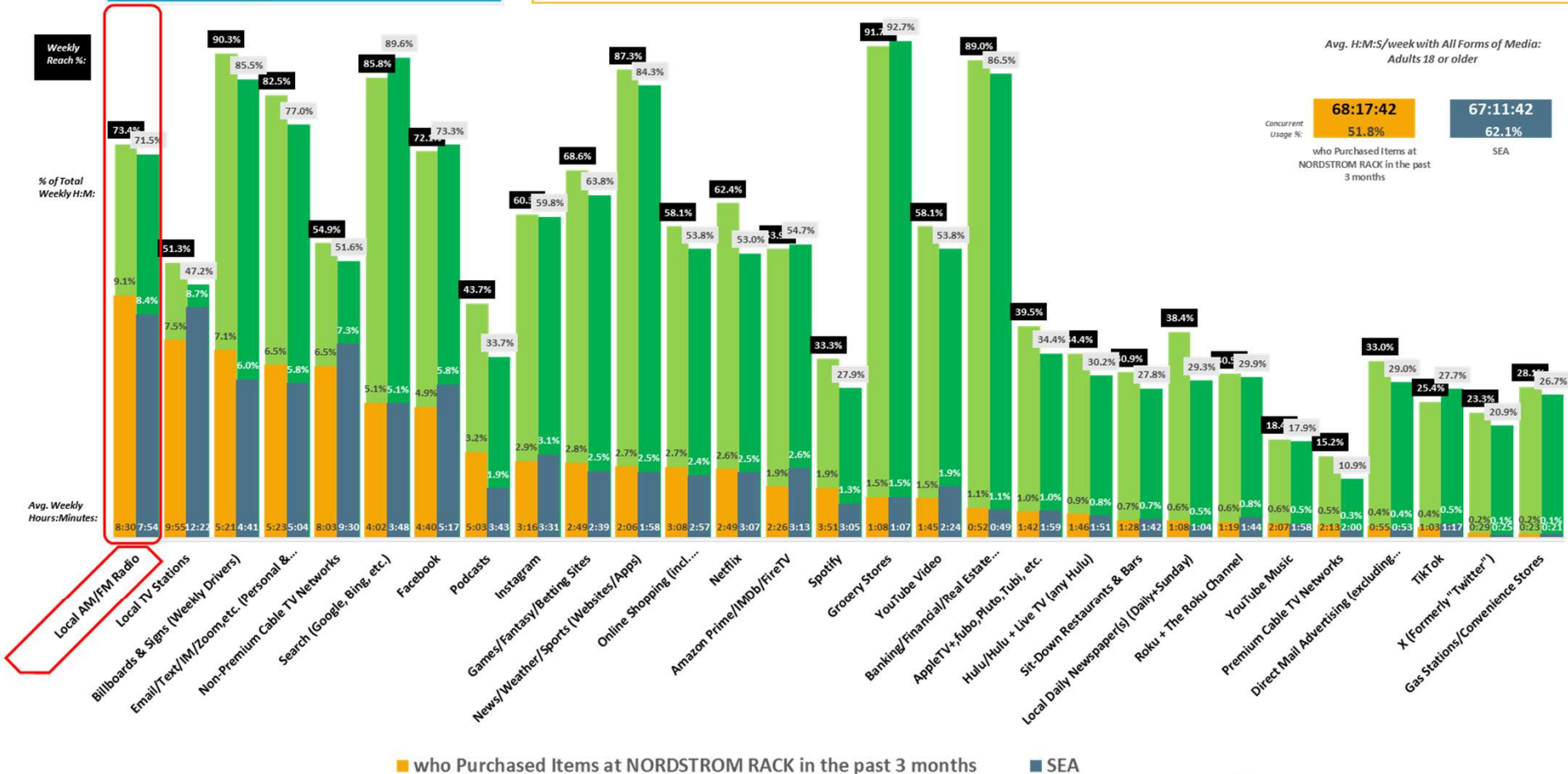


Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months spend an average of 2 days, 18 hours, 27 minutes and 52 seconds each week with All Forms of Media.
 70.9% of Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months spend an avg. of 7 hours and 25 minutes each week listening to All Local AM/FM Radio, representing 7.9% of total time spent with all forms of Media.



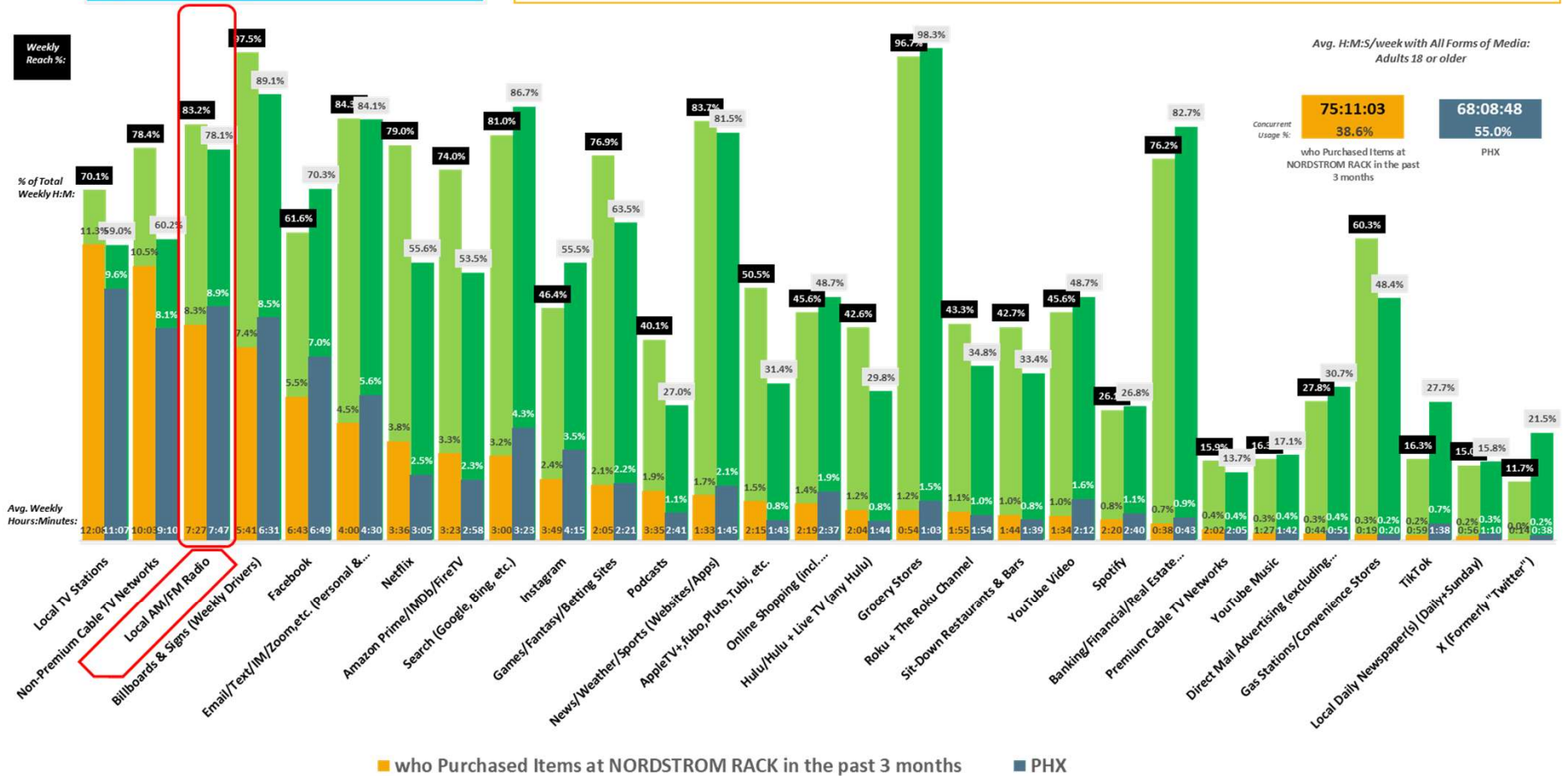


Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months spend an average of 2 days, 20 hours, 17 minutes and 42 seconds each week with All Forms of Media.
 73.4% of Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months spend an avg. of 8 hours and 30 minutes each week listening to All Local AM/FM Radio, representing 9.1% of total time spent with all forms of Media.



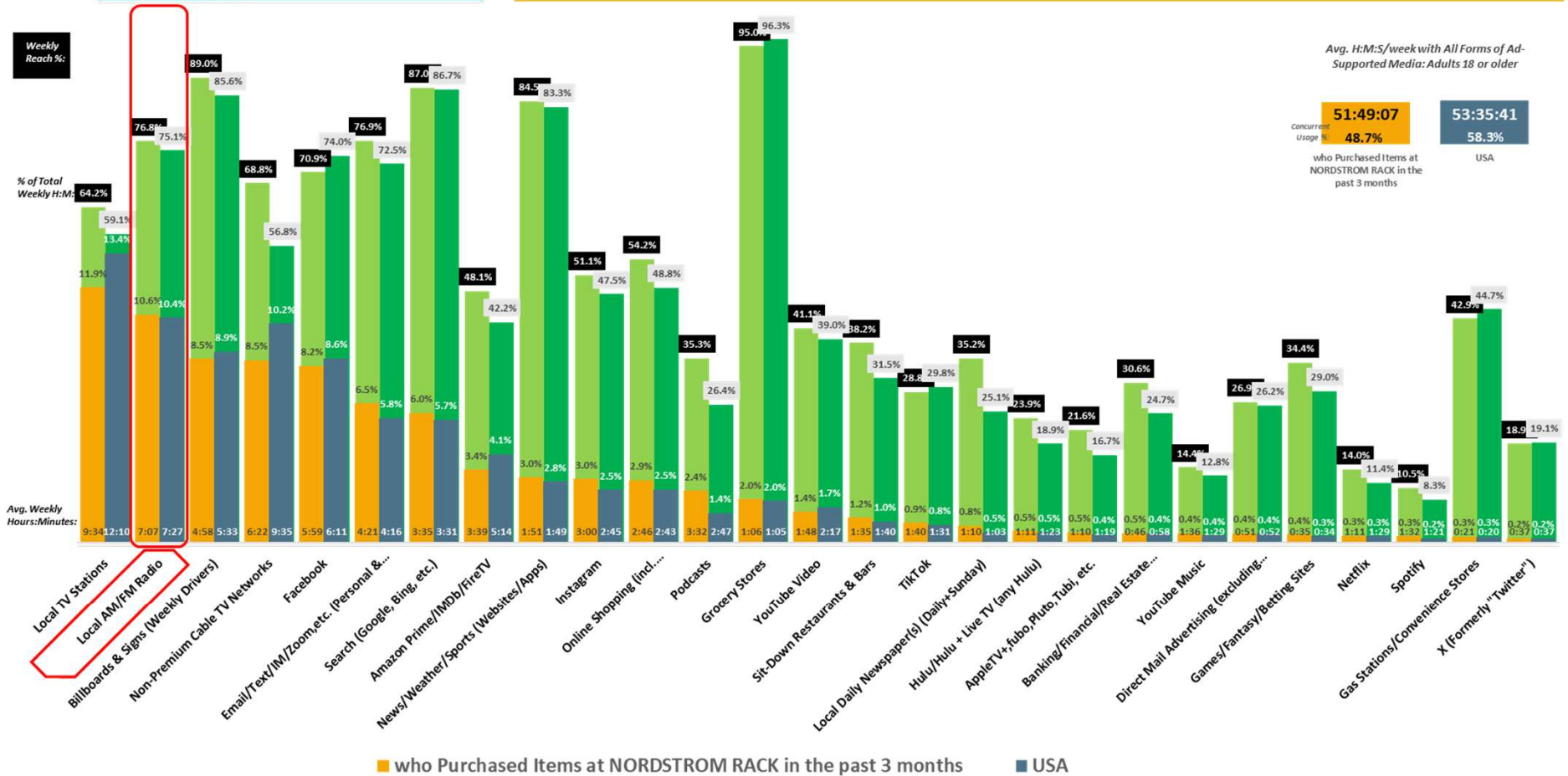


Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months spend an average of 3 days, 3 hours, 11 minutes and 3 seconds each week with All Forms of Media.
 83.2% of Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months spend an avg. of 7 hours and 27 minutes each week listening to All Local AM/FM Radio, representing 8.3% of total time spent with all forms of Media.





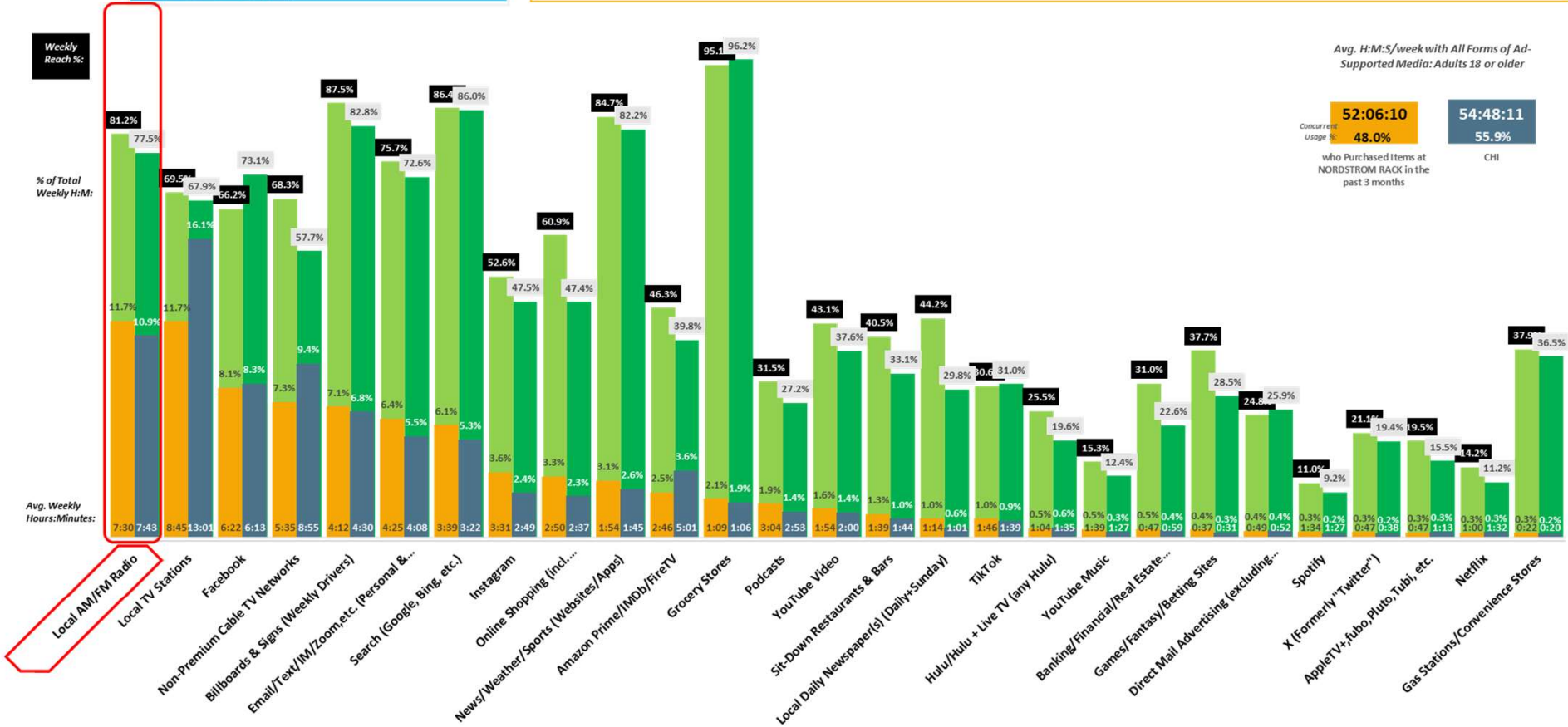
Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months spend an average of 2 days, 3 hours, 49 minutes and 7 seconds each week with All Forms of Ad-Supported Media.
 76.8% of Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months spend an avg. of 7 hours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





Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months spend an average of 2 days, 4 hours, 6 minutes and 10 seconds each week with All Forms of Ad-Supported Media.

81.2% of Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months spend an avg. of 7 hours and 30 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.7% of total time spent with all forms of Ad-Supported Med



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

52:06:10
Concurrent Usage %
48.0%

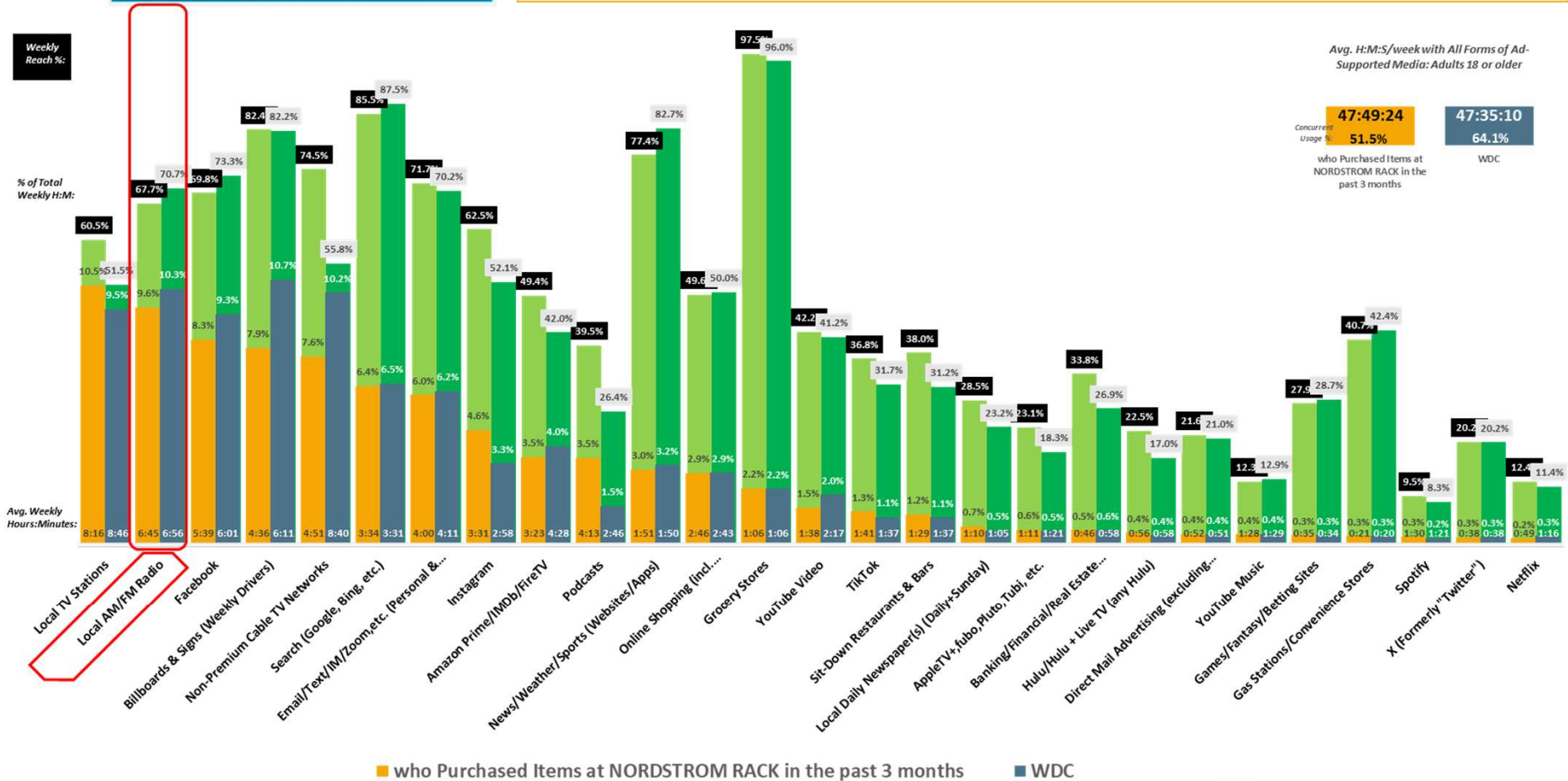
54:48:11
55.9%

who Purchased Items at NORDSTROM RACK in the past 3 months

CHI

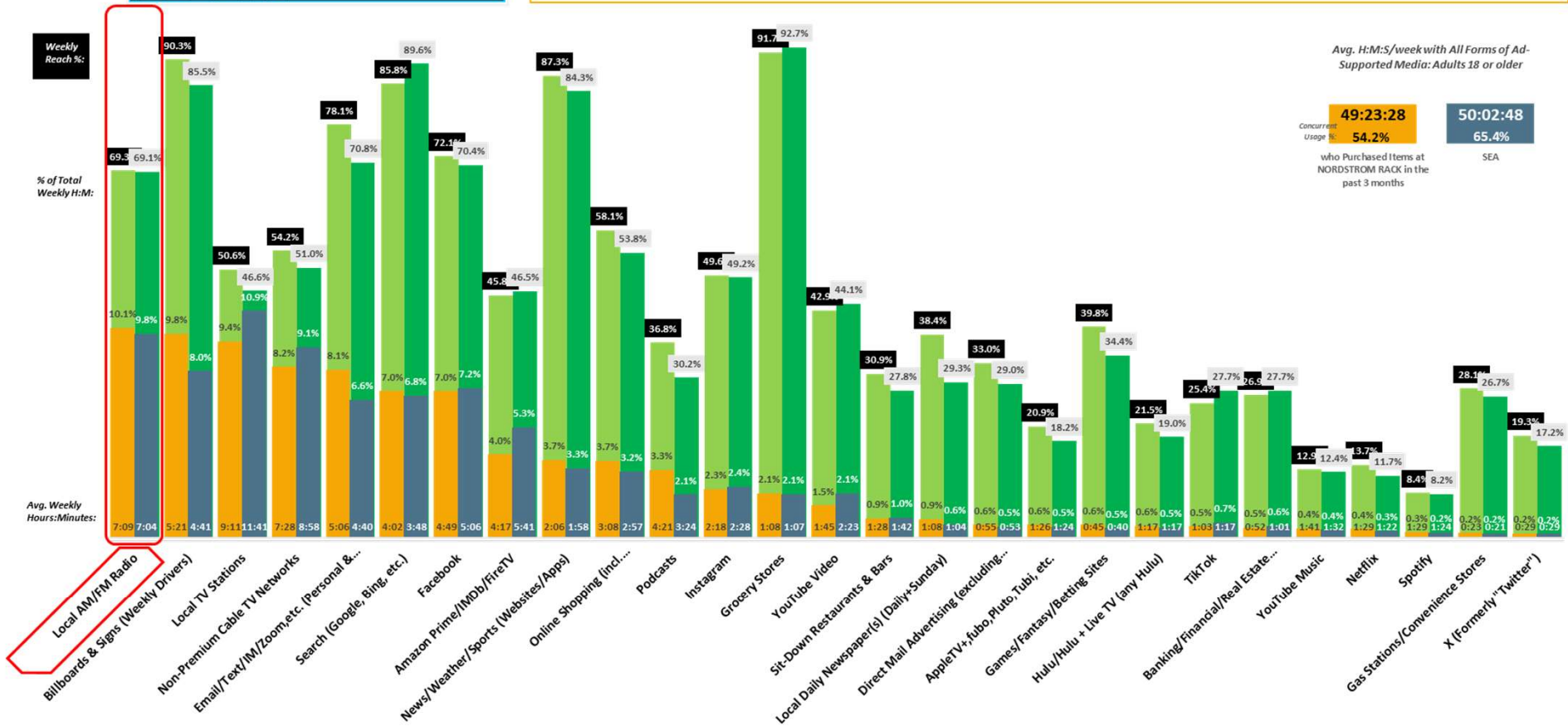


Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months spend an average of 1 days, 23 hours, 49 minutes and 24 seconds each week with All Forms of Ad-Supported Media.
67.7% of Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months spend an avg. of 6 hours and 45 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.6% of total time spent with all forms of Ad-Supported Medi



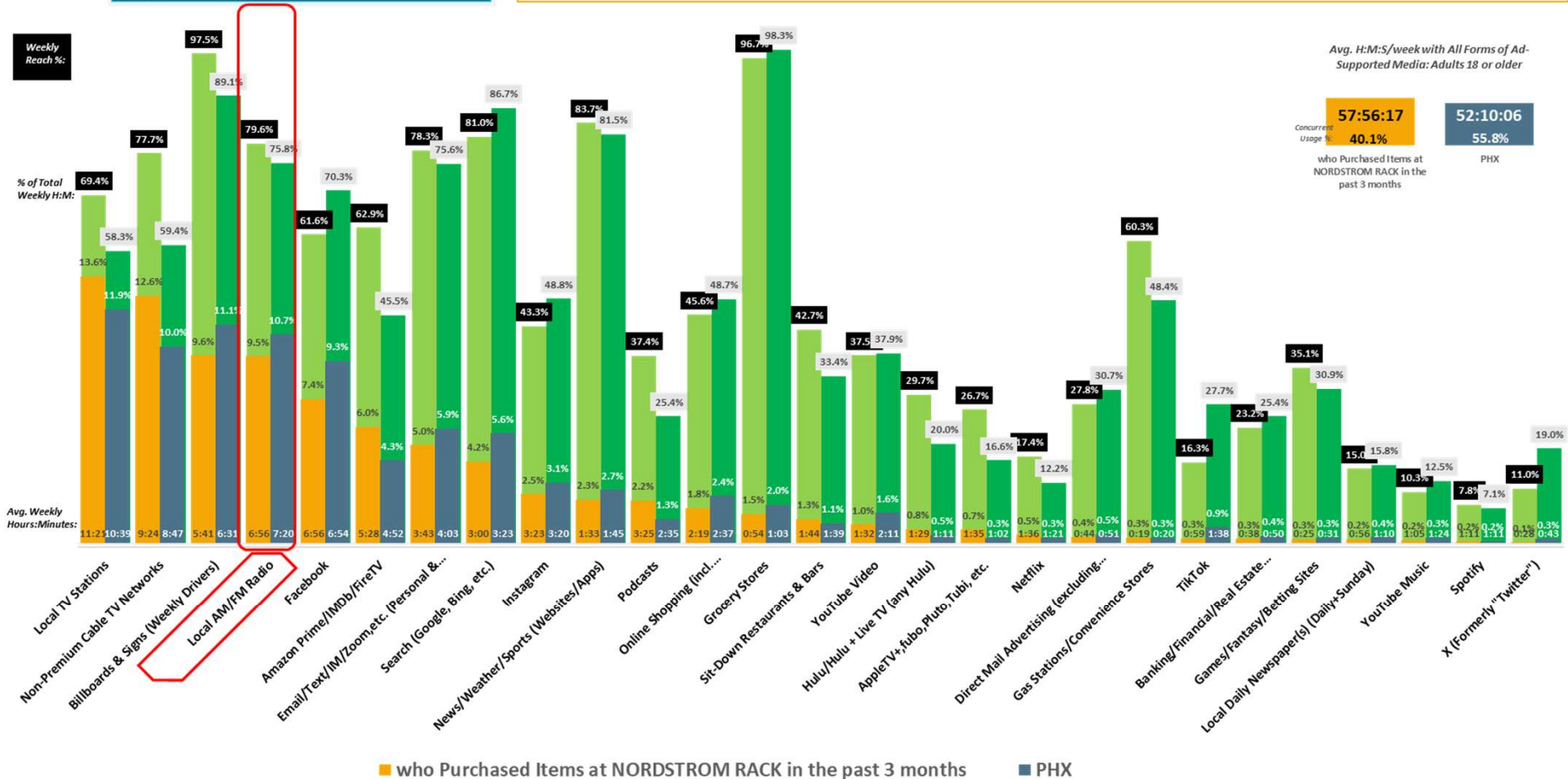


Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months spend an average of 2 days, 1 hour, 23 minutes and 28 seconds each week with All Forms of Ad-Supported Media.
 69.3% of Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months spend an avg. of 7 hours and 9 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.1% of total time spent with all forms of Ad-Supported Medi





Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months spend an average of 2 days, 9 hours, 56 minutes and 17 seconds each week with All Forms of Ad-Supported Media.
 79.6% of Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months spend an avg. of 6 hours and 56 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.5% of total time spent with all forms of Ad-Supported Medi

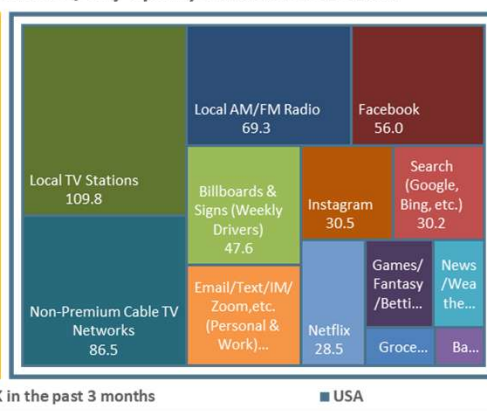
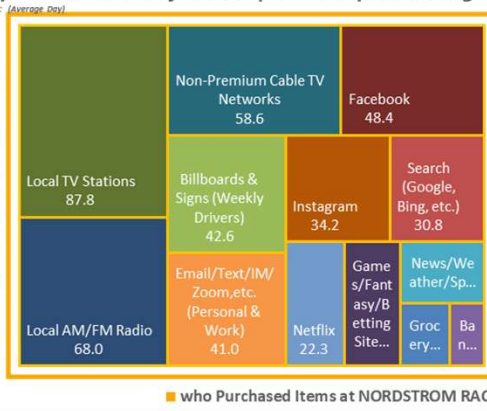
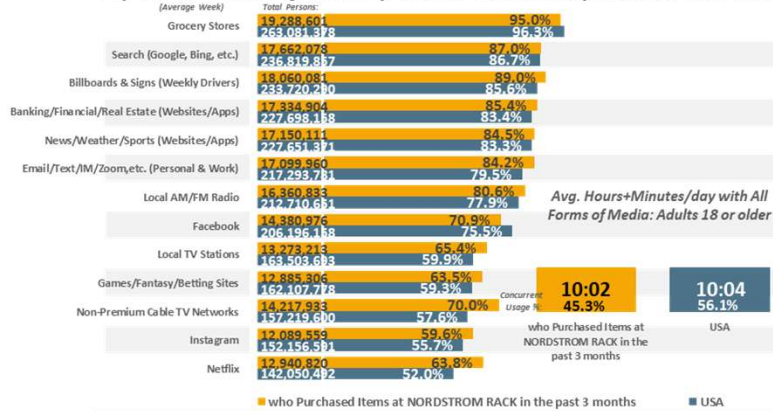




Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months spend an average of 7 hours and 24 minutes each day with All Forms of Ad-Supported Media. 76.8% listen to Local AM/FM Radio for an avg. of 61.1 minutes/day. (Local Radio delivers 10.6% of Time with Ad-Supported Media.)

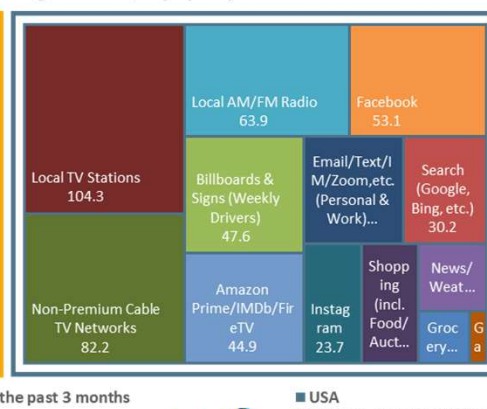
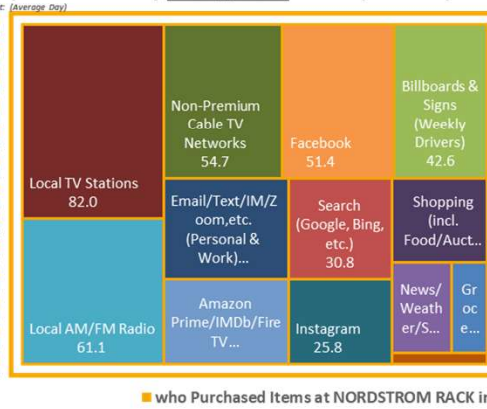
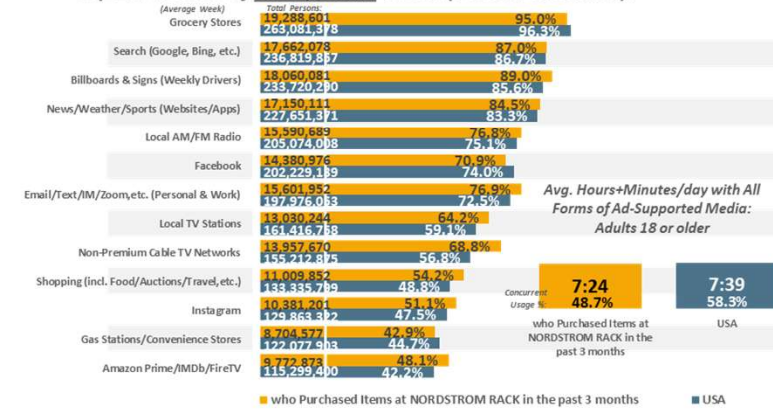
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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



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

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



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

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

soefa.ai Share of Everything for Anything

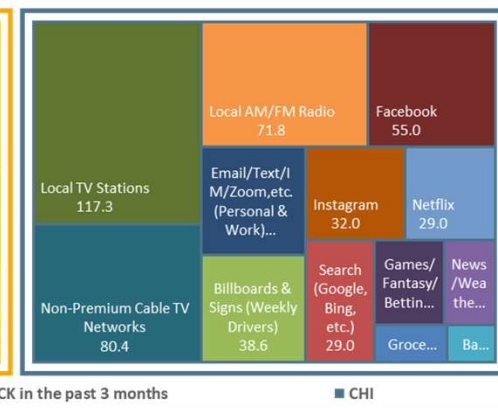
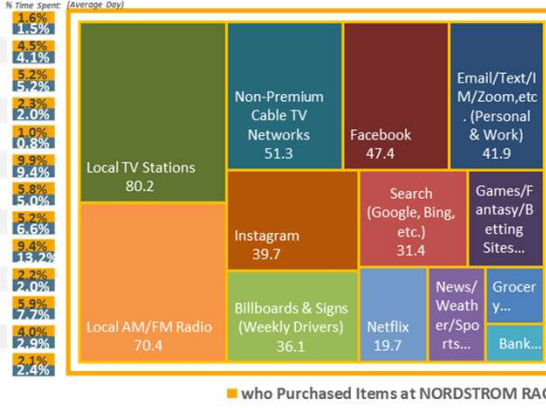
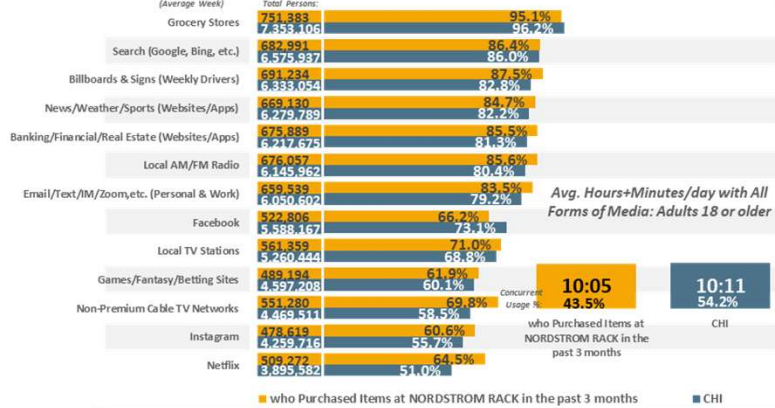
(Clothing stores bought past 3 months: Nordstrom Rack OR Major stores bought past 3 months: Nordstrom Rack OR Shoe stores bought past 3 months: Nordstrom Rack)



Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months spend an average of 7 hours and 26 minutes each day with All Forms of Ad-Supported Media. 81.2% listen to Local AM/FM Radio for an avg. of 64.3 minutes/day. (Local Radio delivers 11.7% of Time with Ad-Supported Media.)

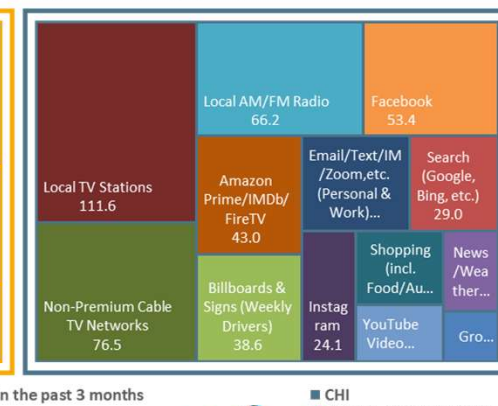
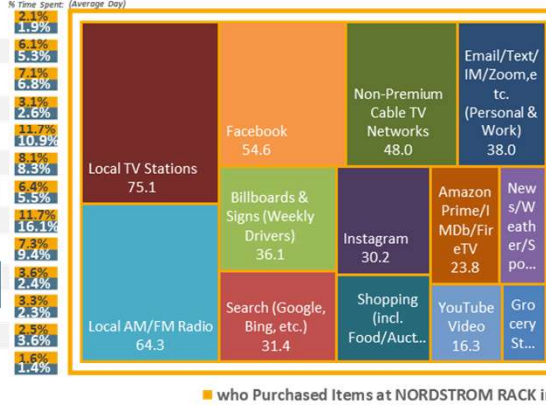
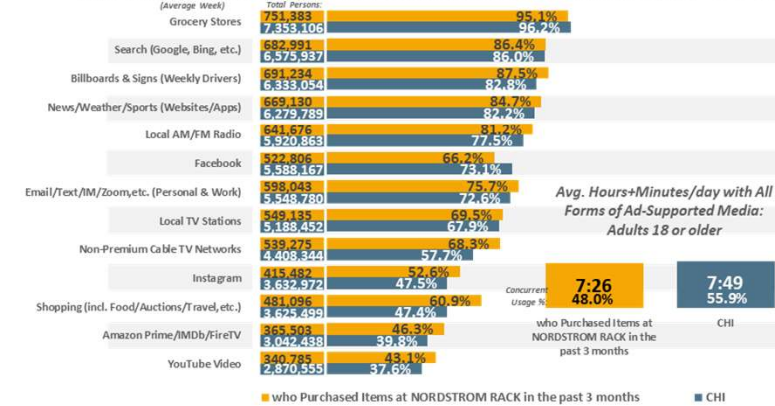
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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



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

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

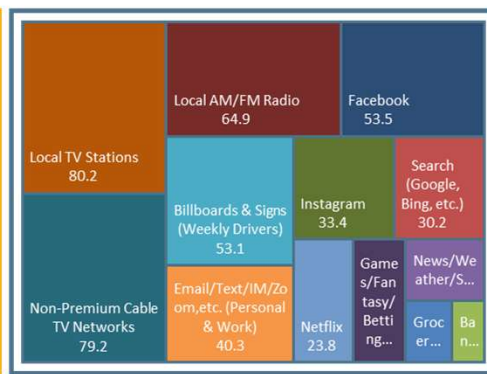
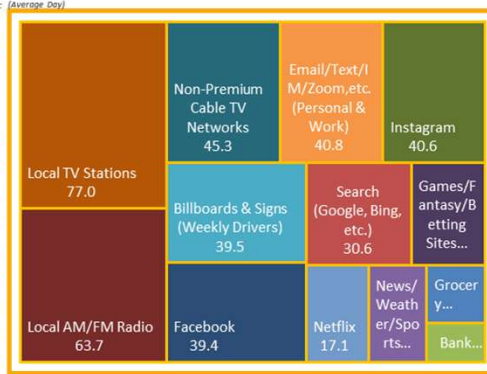
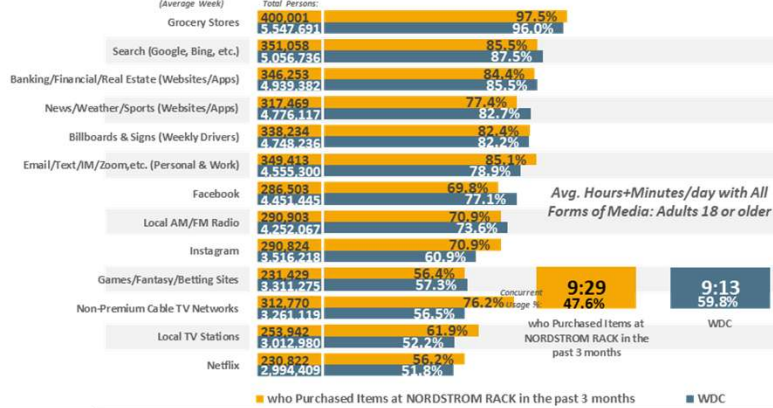




Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months spend an average of 6 hours and 49 minutes each day with All Forms of Ad-Supported Media. 67.7% listen to Local AM/FM Radio for an avg. of 57.9 minutes/day. (Local Radio delivers 9.6% of Time with Ad-Supported Media.)

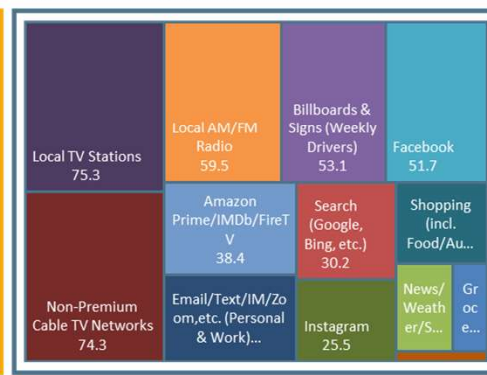
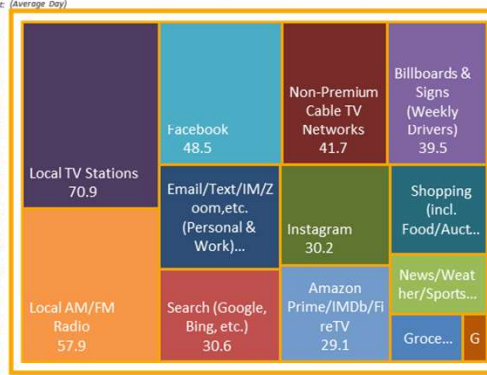
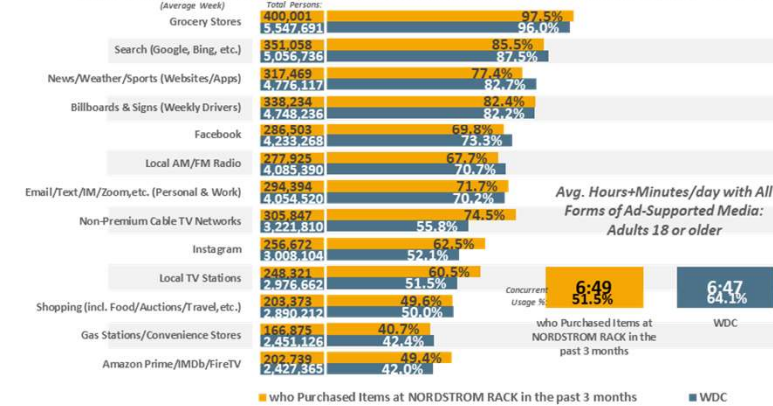
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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

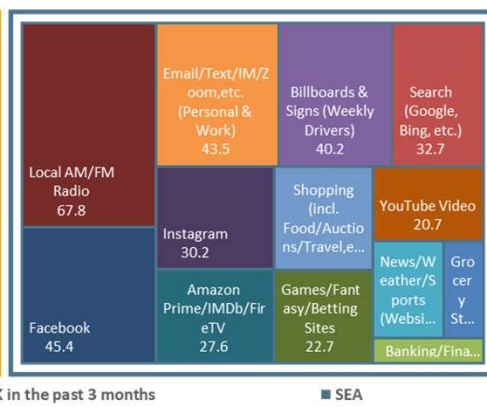
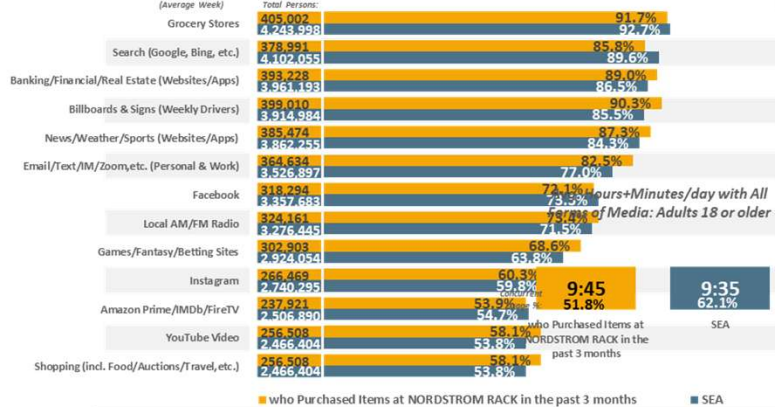




Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months spend an average of 7 hours and 3 minutes each day with All Forms of Ad-Supported Media. 69.3% listen to Local AM/FM Radio for an avg. of 61.4 minutes/day. (Local Radio delivers 10.1% of Time with Ad-Supported Media.)

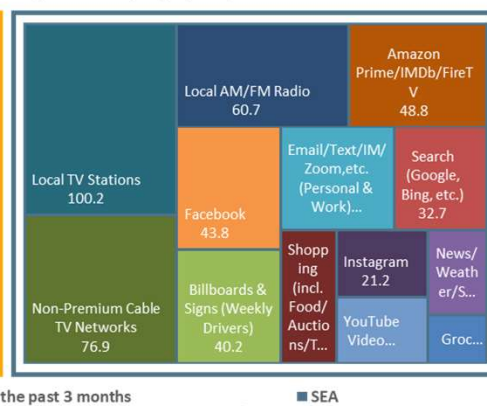
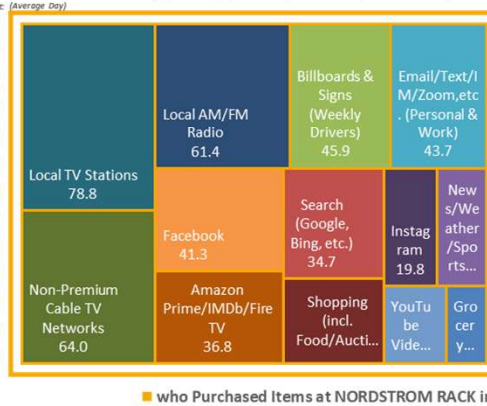
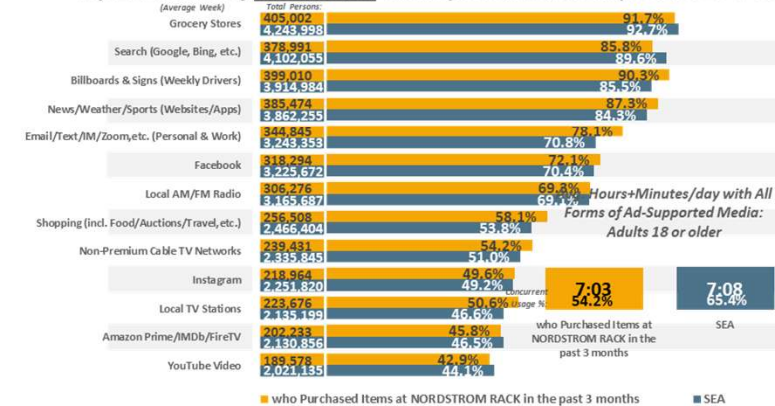
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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



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

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

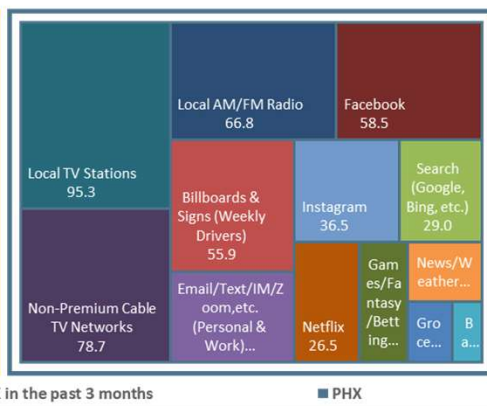
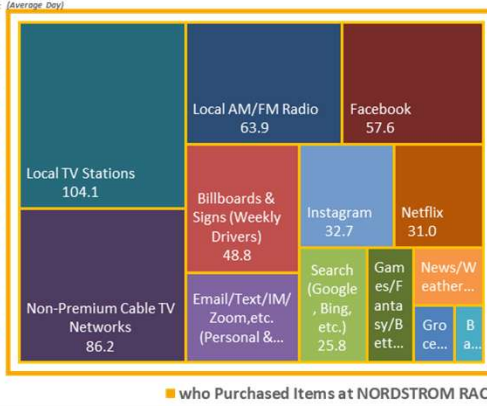
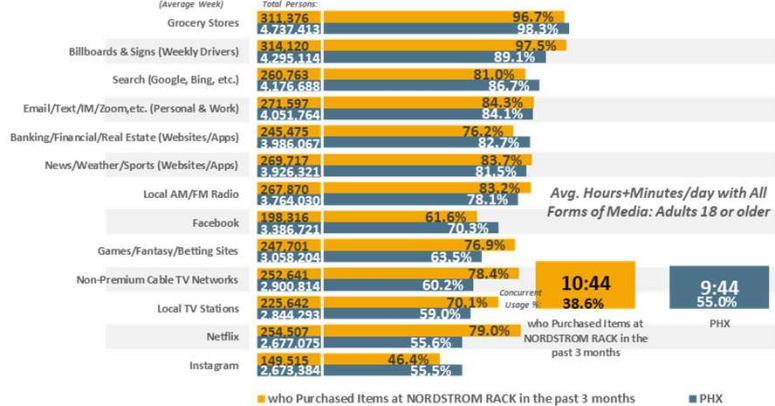




Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months spend an average of 8 hours and 16 minutes each day with All Forms of Ad-Supported Media. 79.6% listen to Local AM/FM Radio for an avg. of 59.5 minutes/day. (Local Radio delivers 9.5% of Time with Ad-Supported Media.)

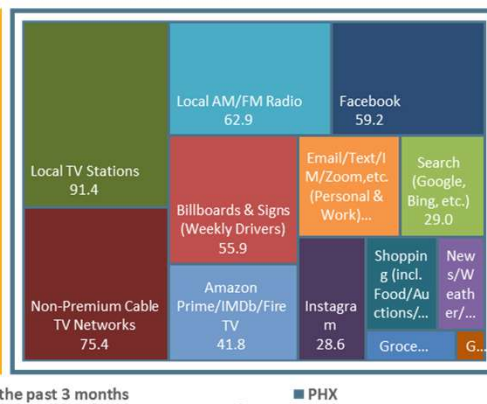
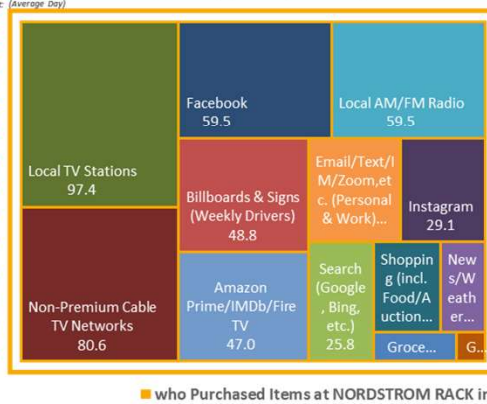
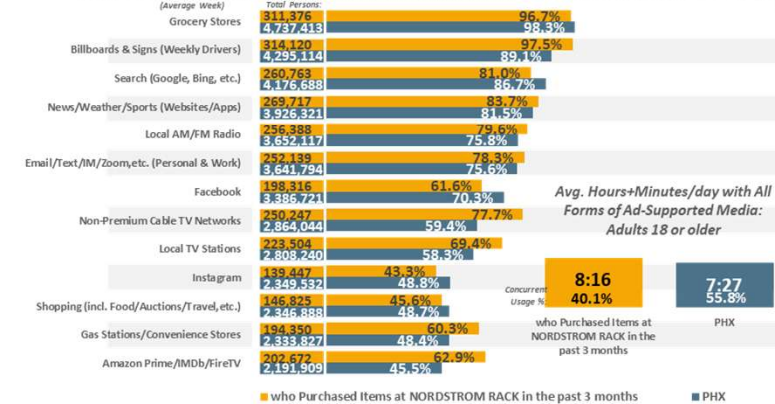
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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

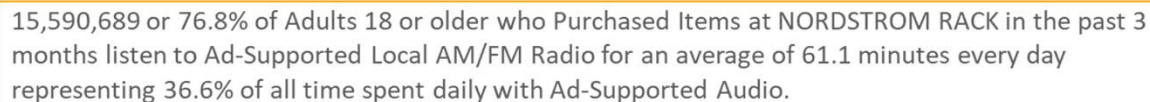
Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



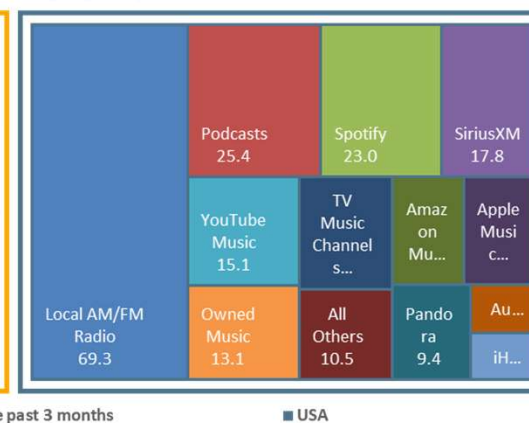
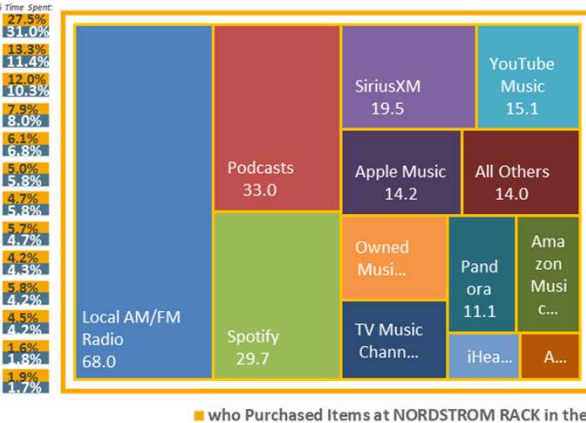
PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 164
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

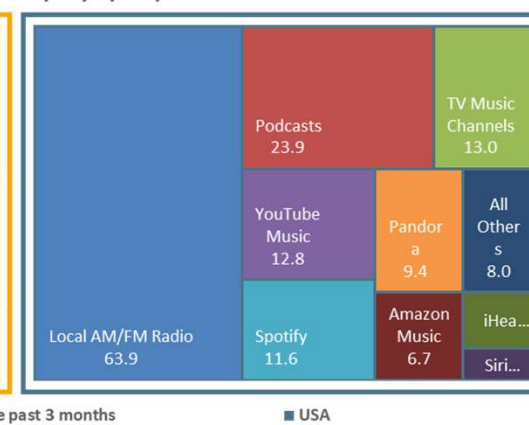
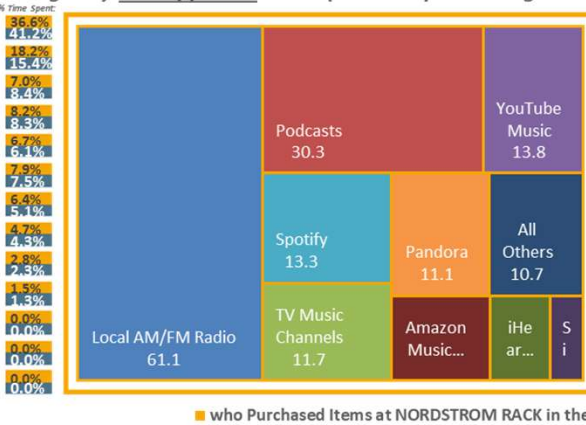
(Clothing stores bought past 3 months: Nordstrom Rack OR Major stores bought past 3 months: Nordstrom Rack OR Shoe stores bought past 3 months: Nordstrom Rack)



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



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



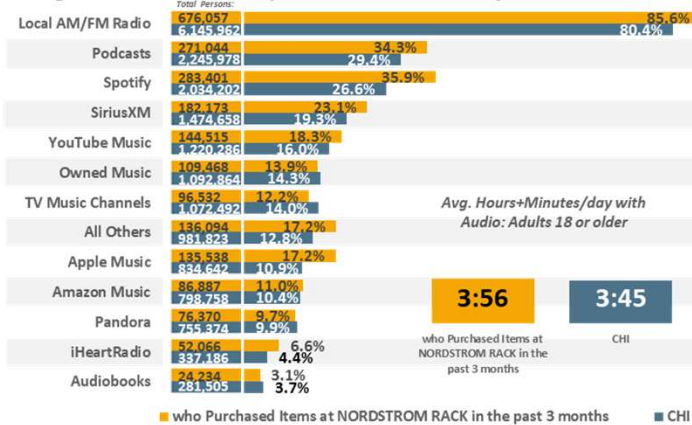
soefa.ai Share of Everything
for Anything.

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

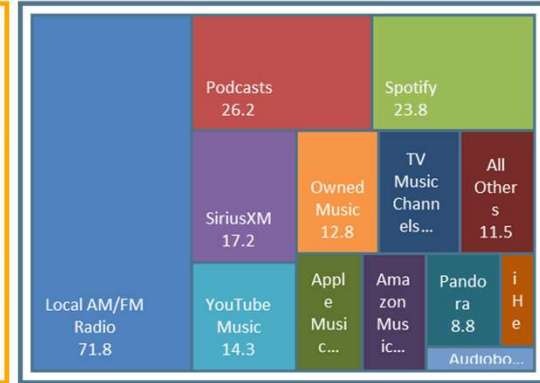
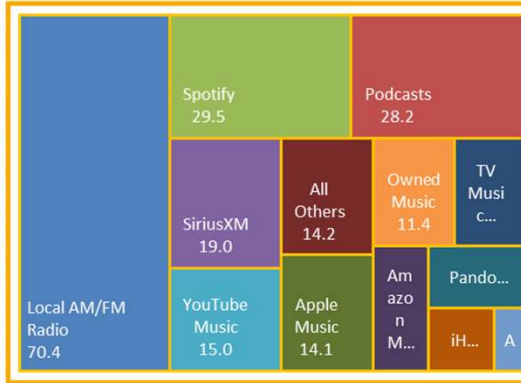


641,676 or 81.2% of Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 64.3 minutes every day representing 39.1% of all time spent daily with Ad-Supported Audio.

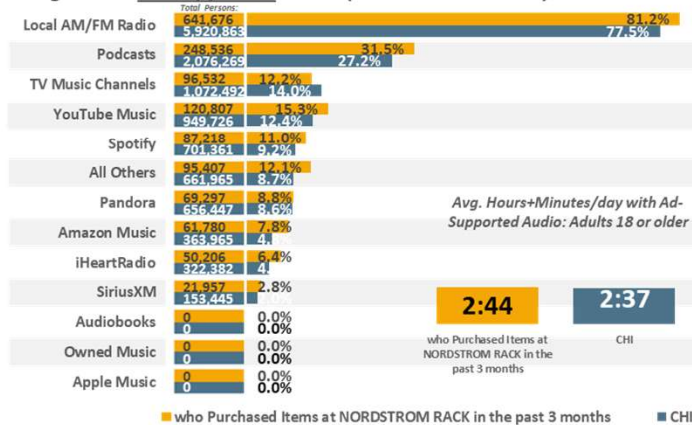
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



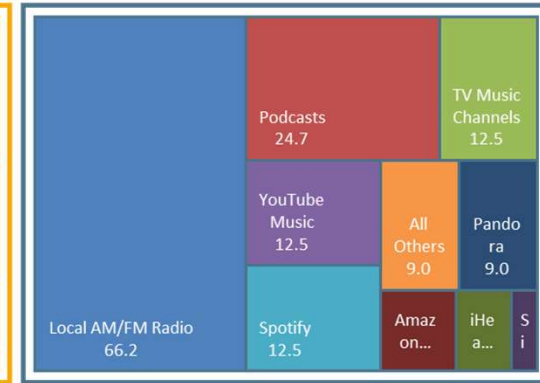
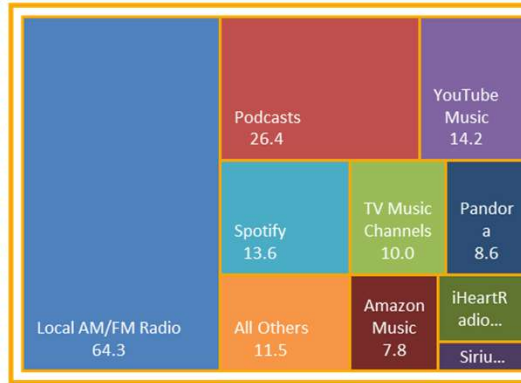
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 423
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

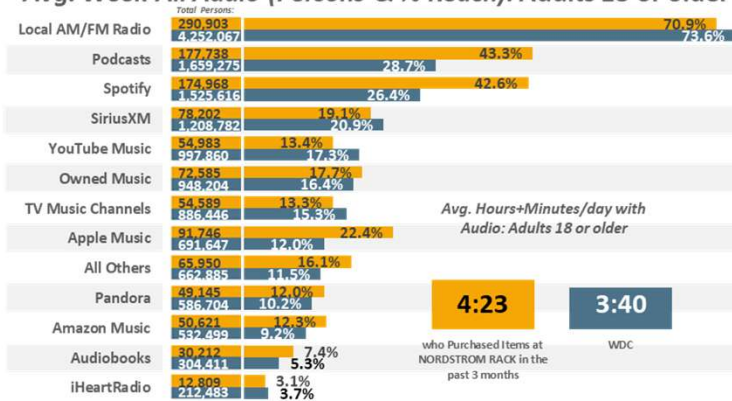
soefa.ai Share of Everything for Anything

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



277,925 or 67.7% of Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 57.9 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

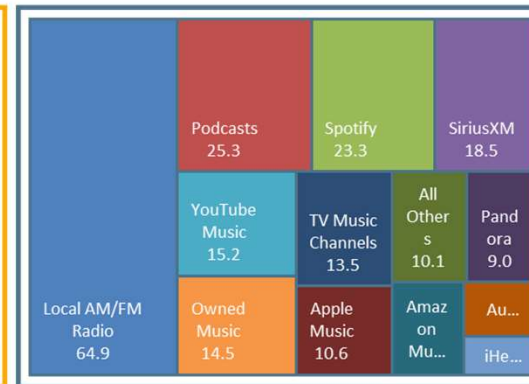
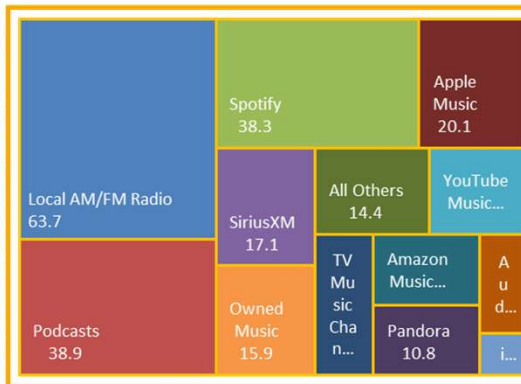


Avg. Hours+Minutes/day with Audio: Adults 18 or older

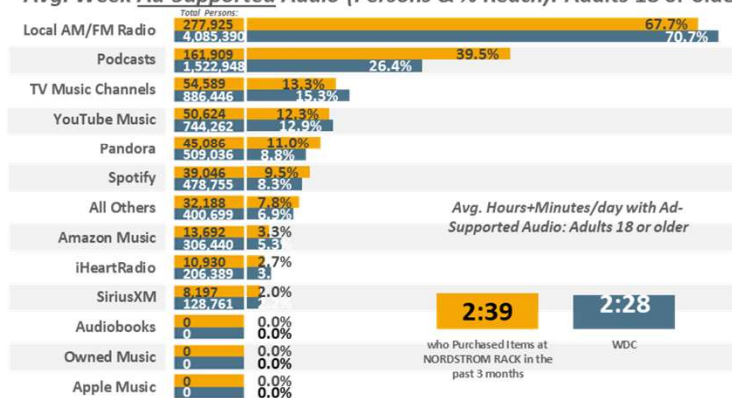
4:23

3:40

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

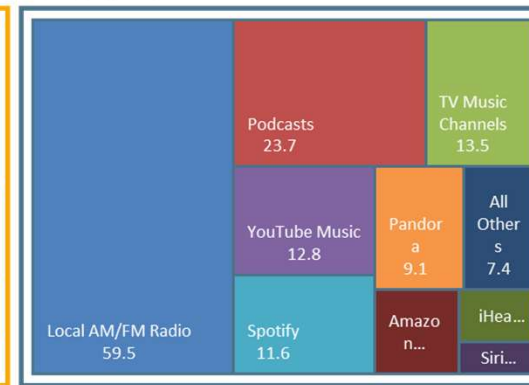
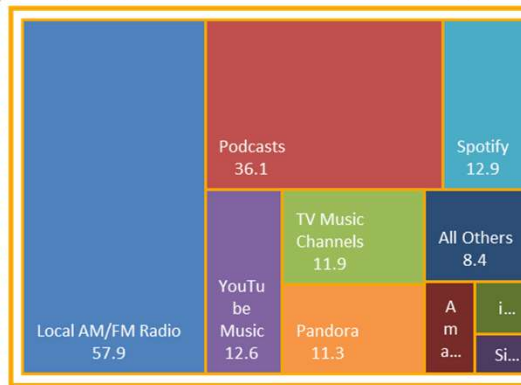


Avg. Hours+Minutes/day with Ad-Supported Audio: Adults 18 or older

2:39

2:28

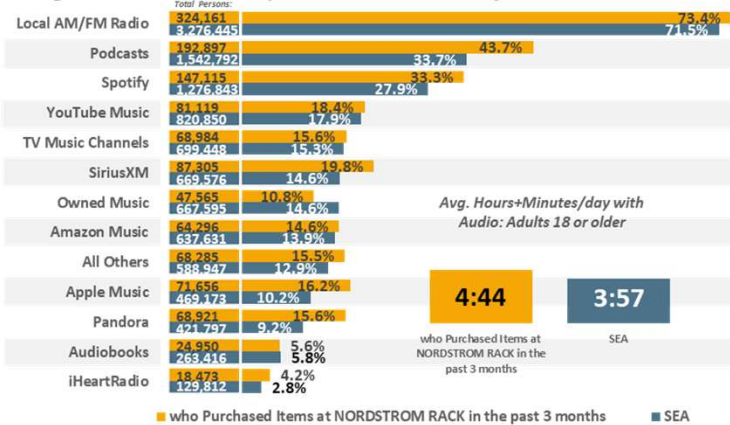
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



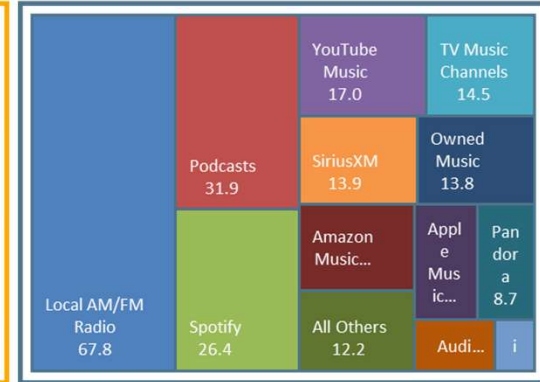
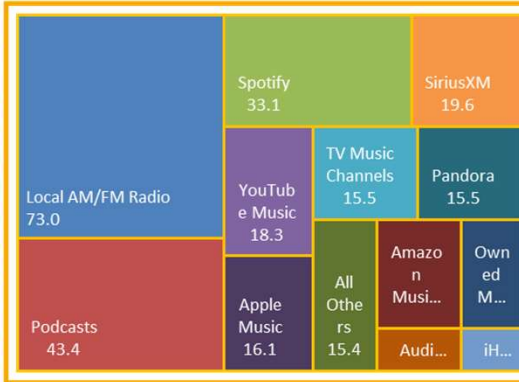


306,276 or 69.3% of Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 61.4 minutes every day representing 34.% of all time spent daily with Ad-Supported Audio.

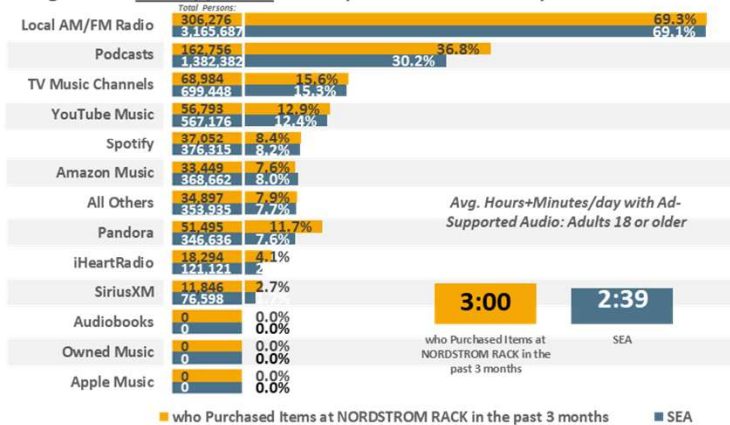
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



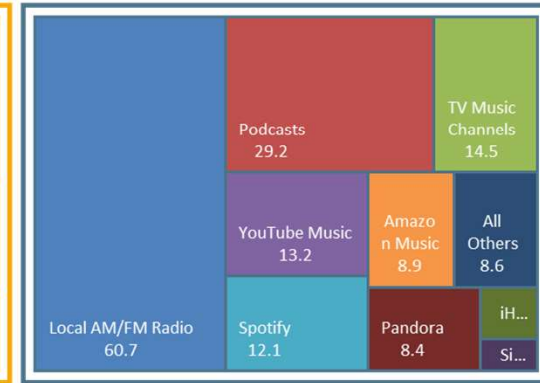
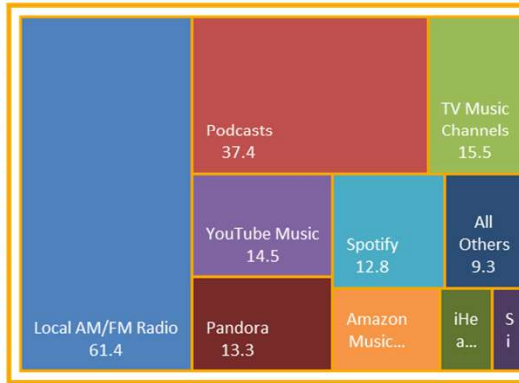
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 2026: Mar25-Mar26 Qual Intab 432
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

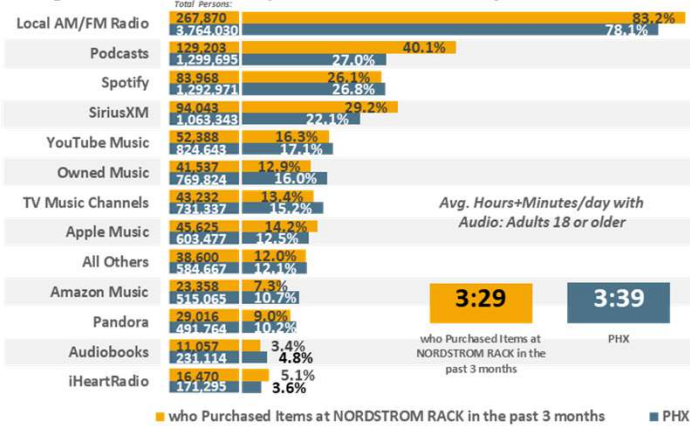
soefa.ai Share of Everything for Anything

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

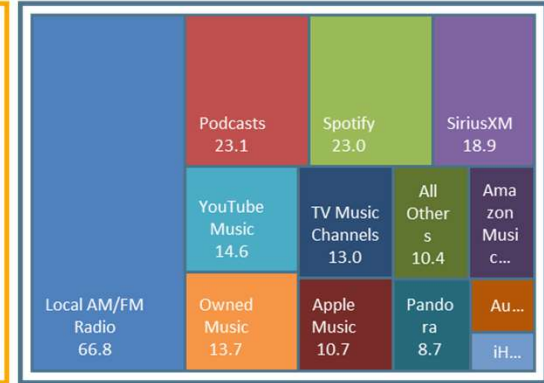
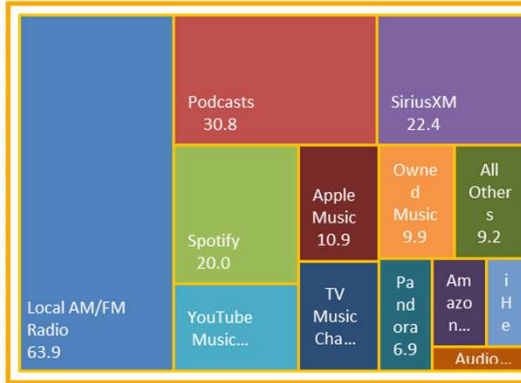


256,388 or 79.6% of Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 59.5 minutes every day representing 40.3% of all time spent daily with Ad-Supported Audio.

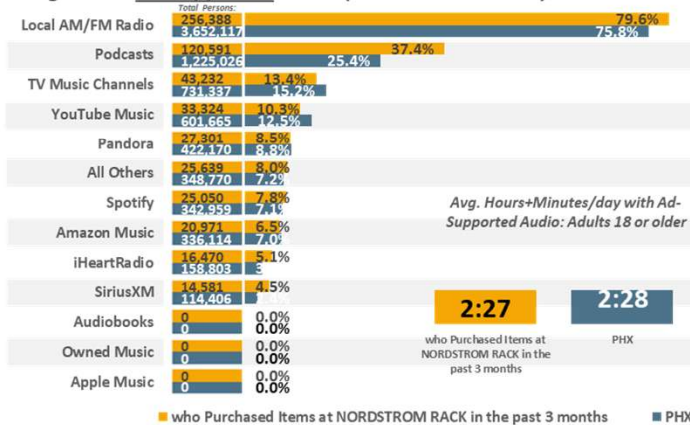
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



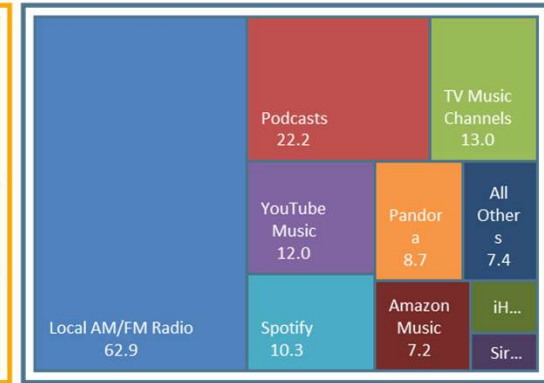
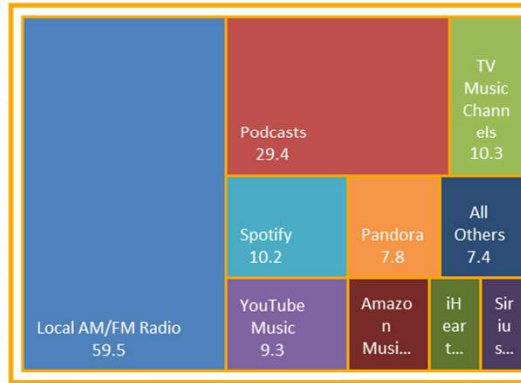
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



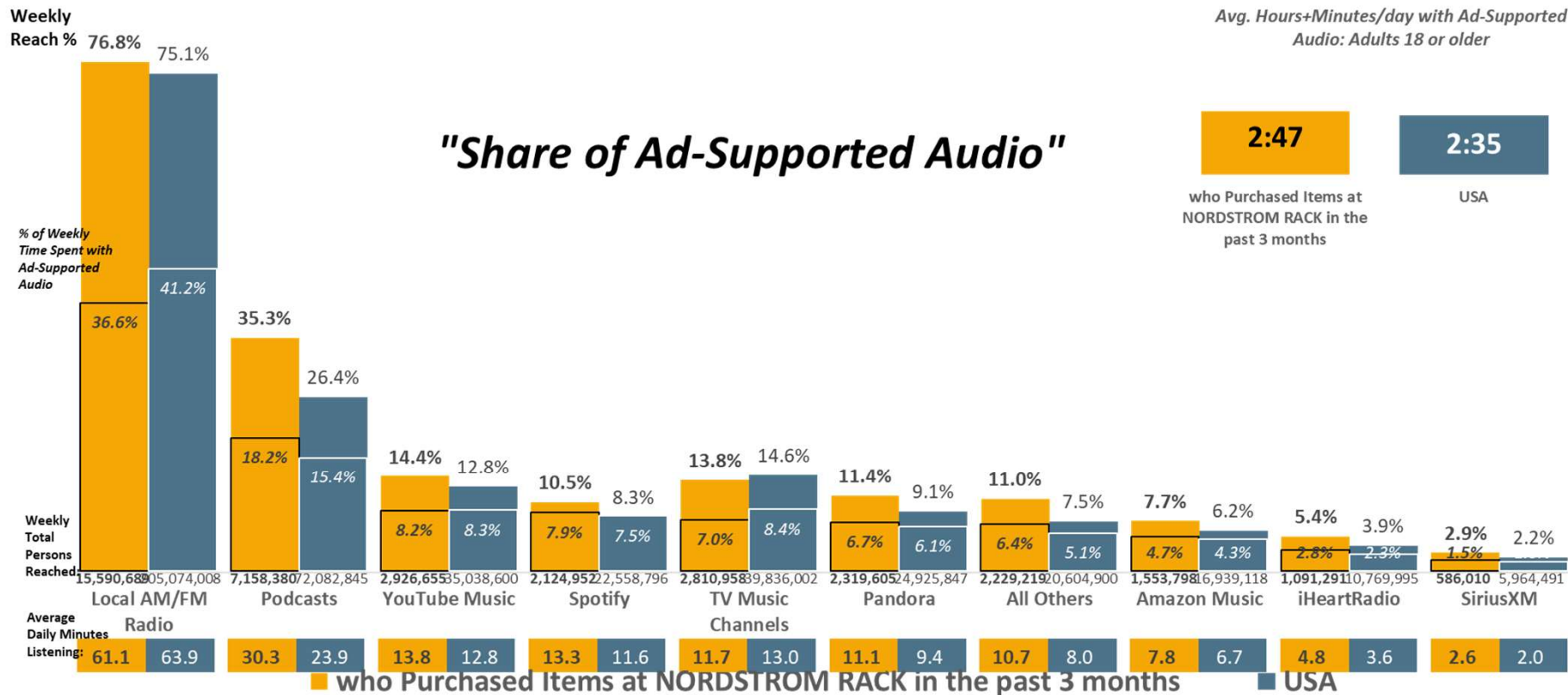
PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 164
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

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



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





641,676 or 81.2% of Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 64.3 minutes every day representing 39.1% of all time spent daily with Ad-Supported Audio.

Weekly Reach % 81.2% 77.5%

% of Weekly Time Spent with Ad-Supported Audio 39.1% 42.0%

Weekly Total Persons Reached 641,676 5,920,863

Average Daily Minutes Listening: 64.3 66.2

"Share of Ad-Supported Audio"

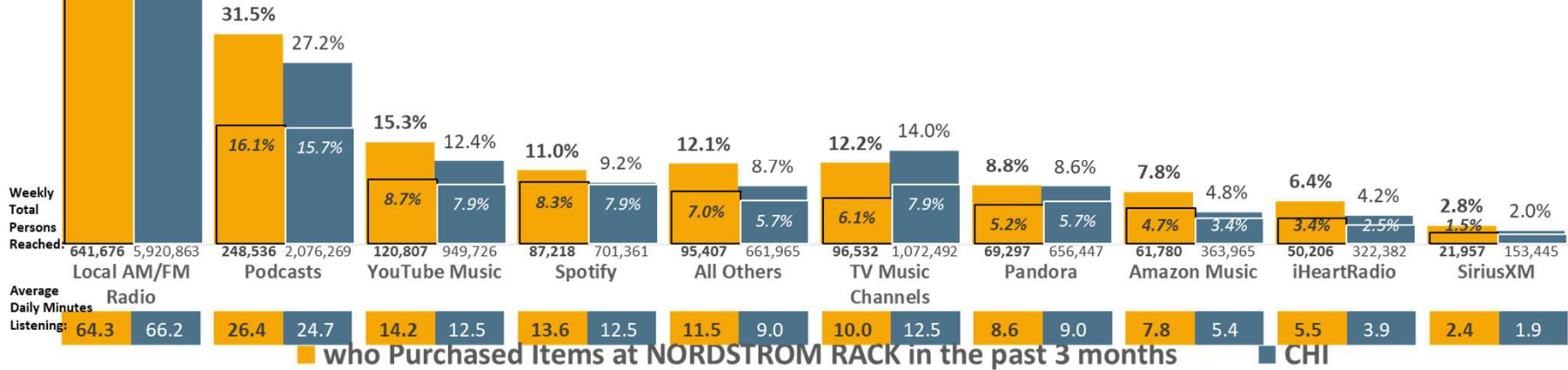
Avg. Hours+Minutes/day with Ad-Supported Audio: Adults 18 or older

2:44

2:37

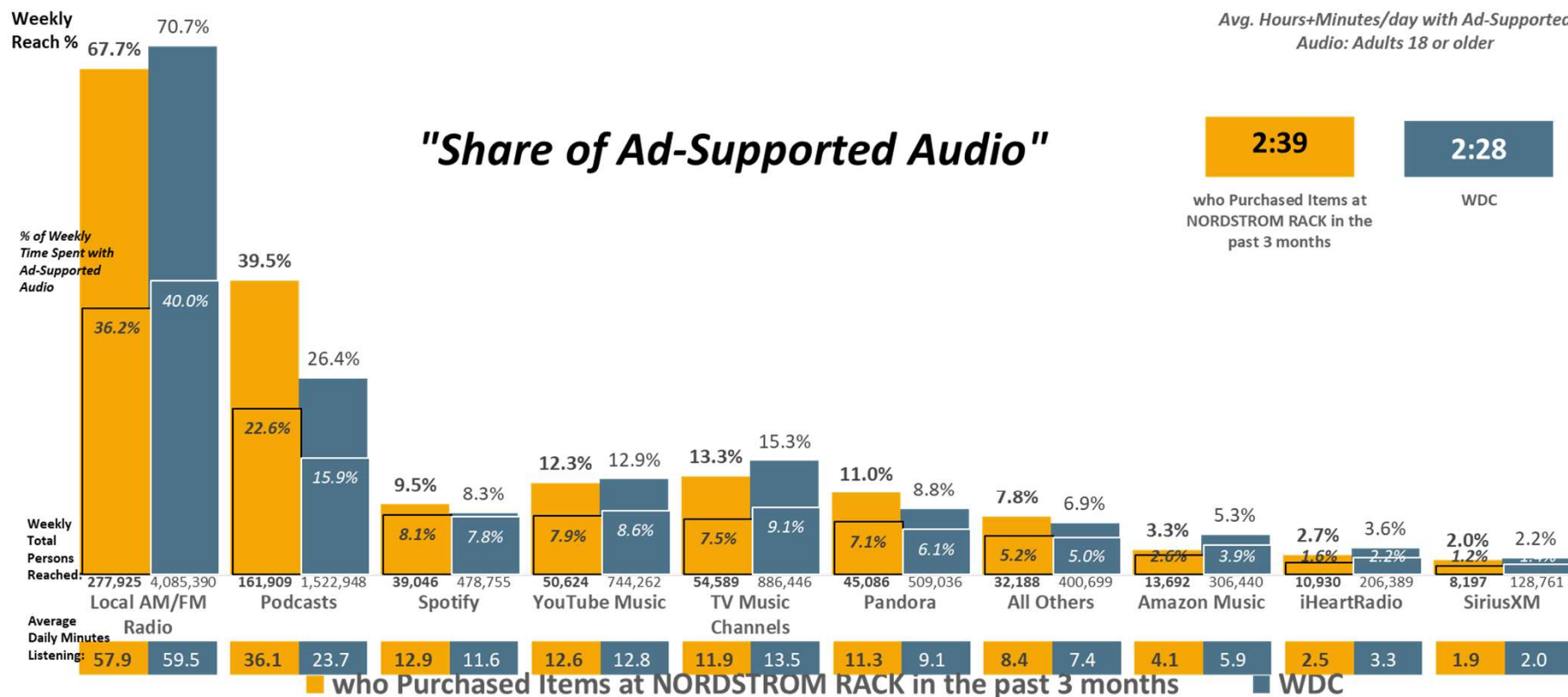
who Purchased Items at NORDSTROM RACK in the past 3 months

CHI





277,925 or 67.7% of Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 57.9 minutes every day representing 36.2% of all time spent daily with Ad-Supported Audio.



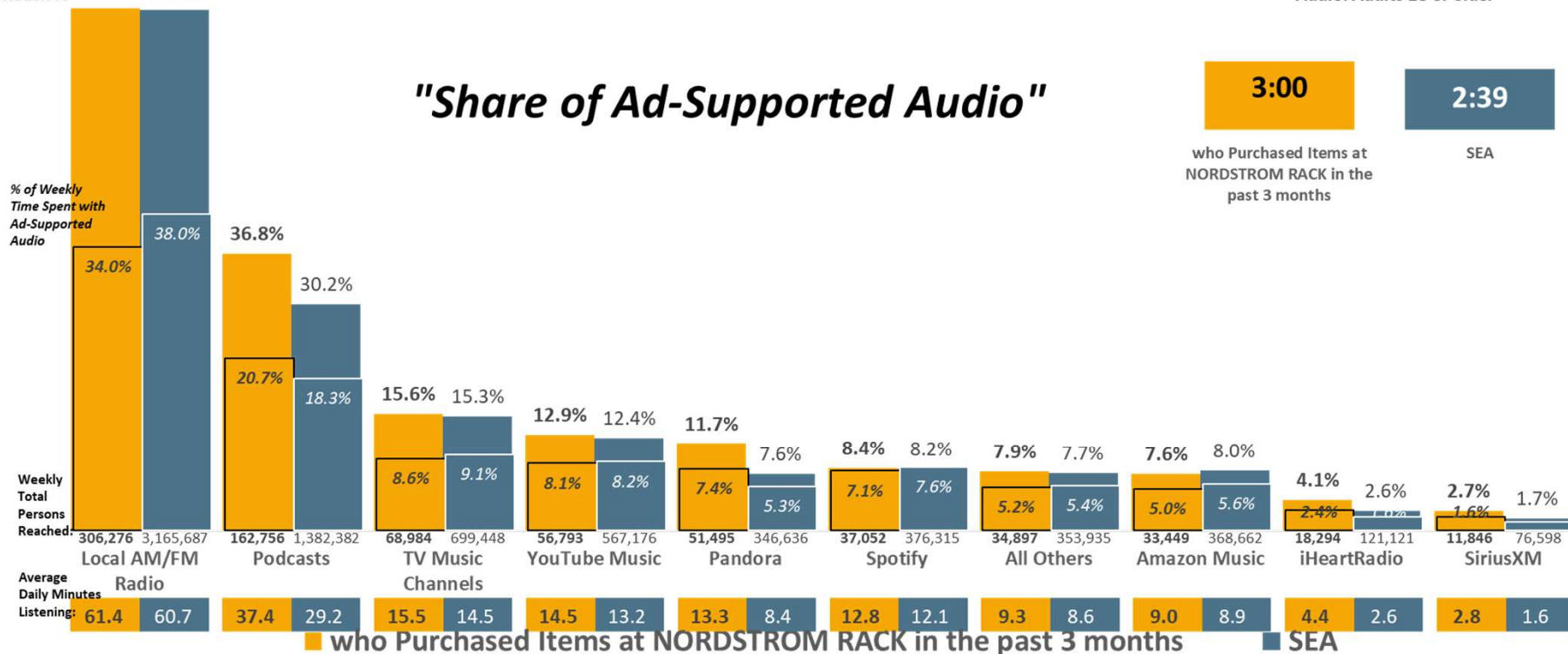


306,276 or 69.3% of Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 61.4 minutes every day representing 34.% of all time spent daily with Ad-Supported Audio.

Weekly
Reach % 69.3% 69.1%

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

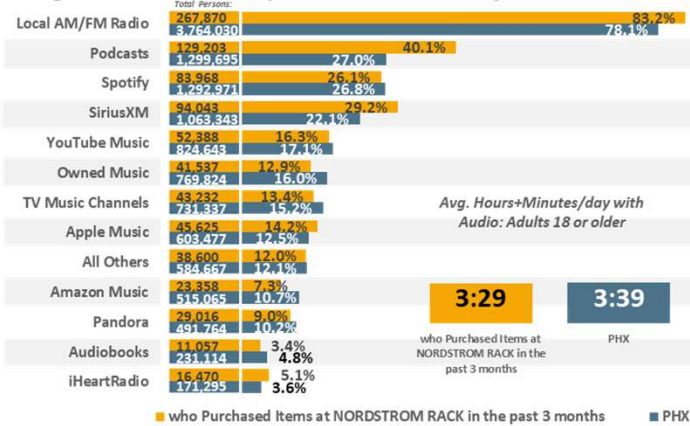
"Share of Ad-Supported Audio"



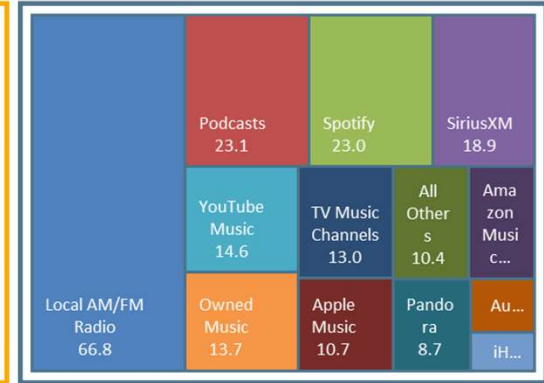
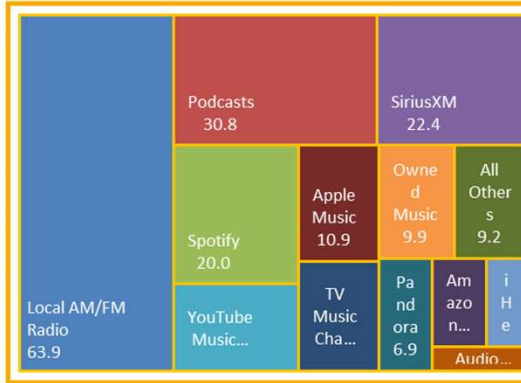


256,388 or 79.6% of Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 59.5 minutes every day representing 40.3% of all time spent daily with Ad-Supported Audio.

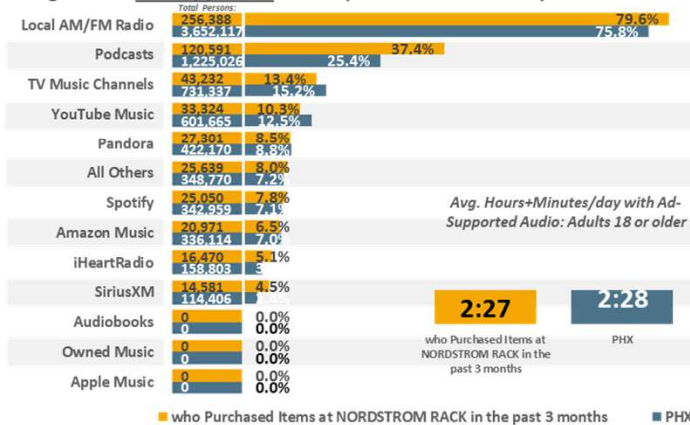
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



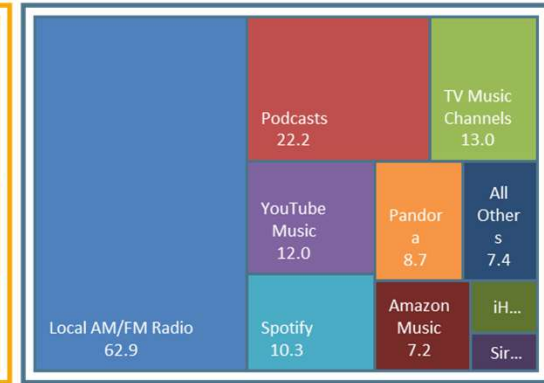
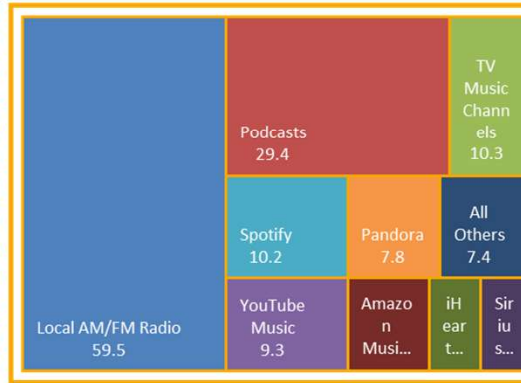
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



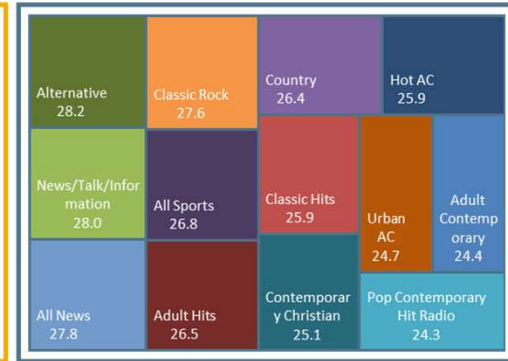
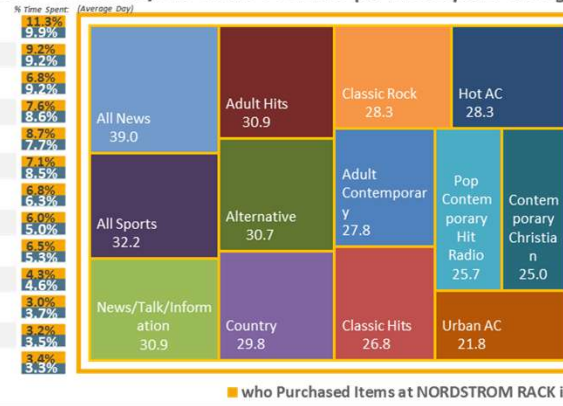
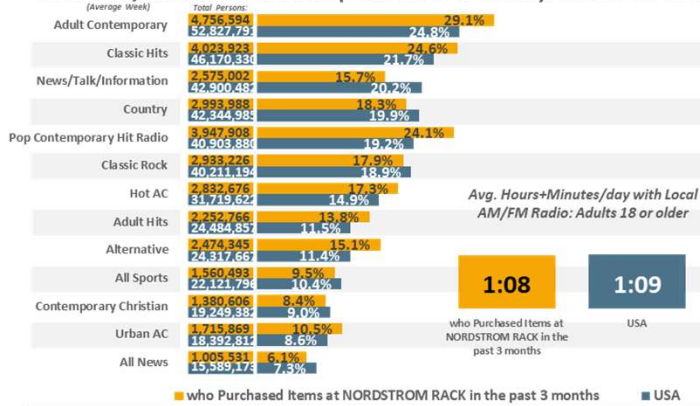
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



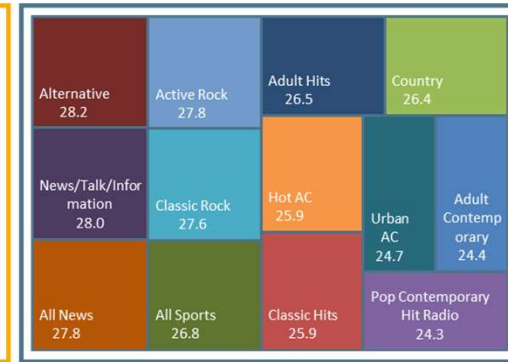
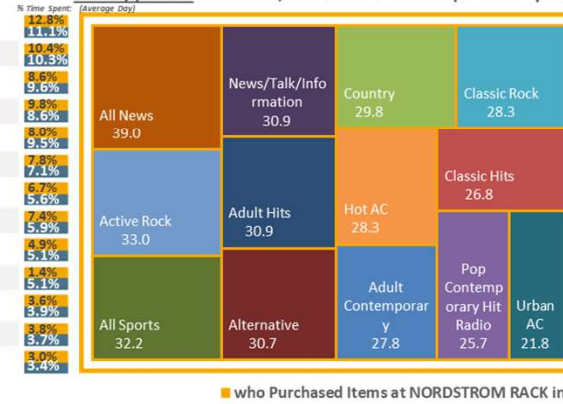
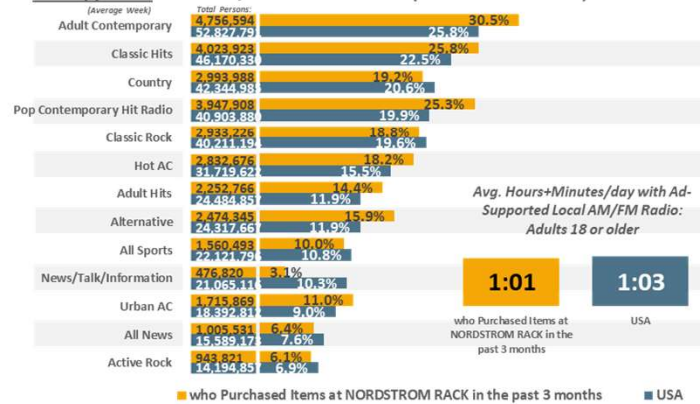


15,590,689 or 76.8% of Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Pop Contemporary Hit Radio, Country, and Classic Rock.

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



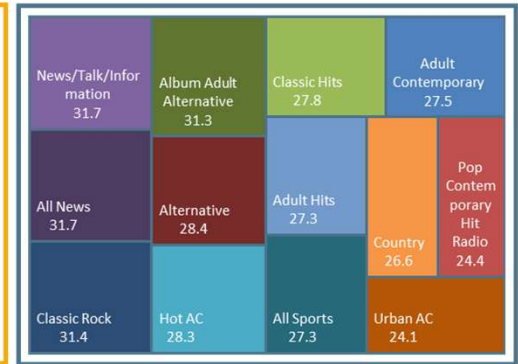
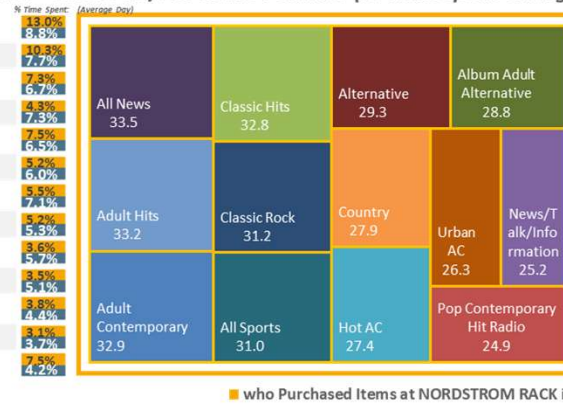
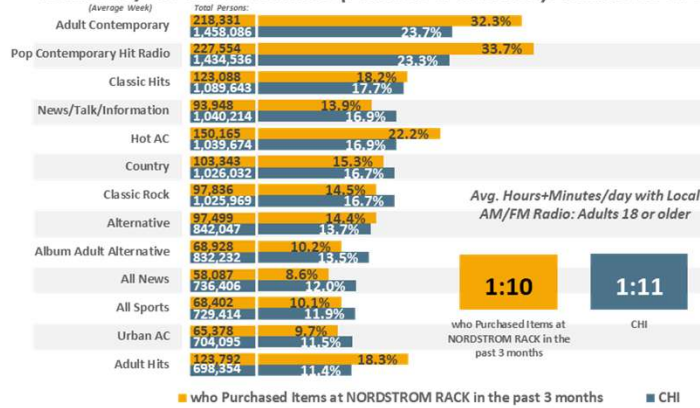
Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older **Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



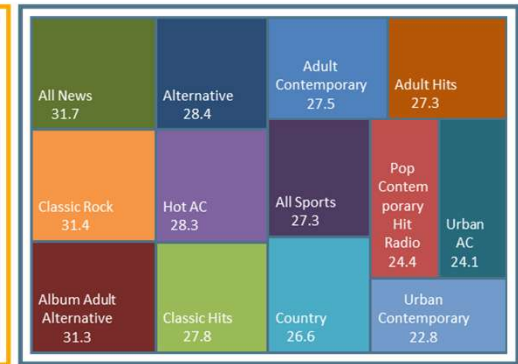
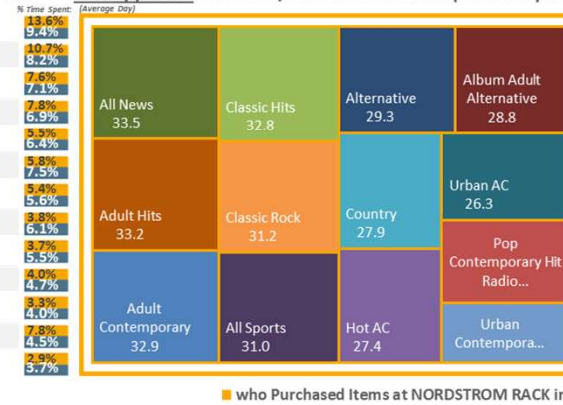
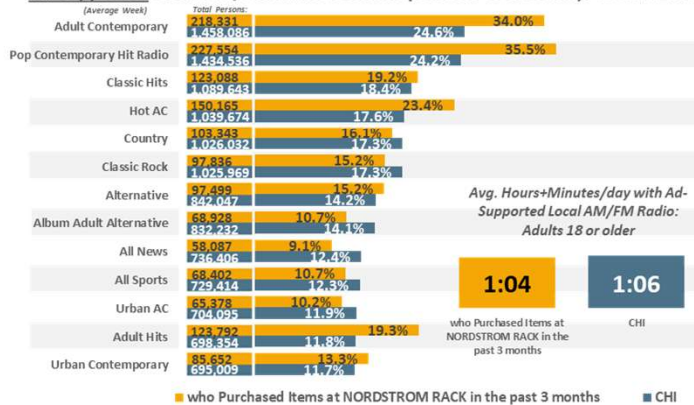


641,676 or 81.2% of Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Adult Contemporary, Hot AC, Adult Hits, and Classic Hits.

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**



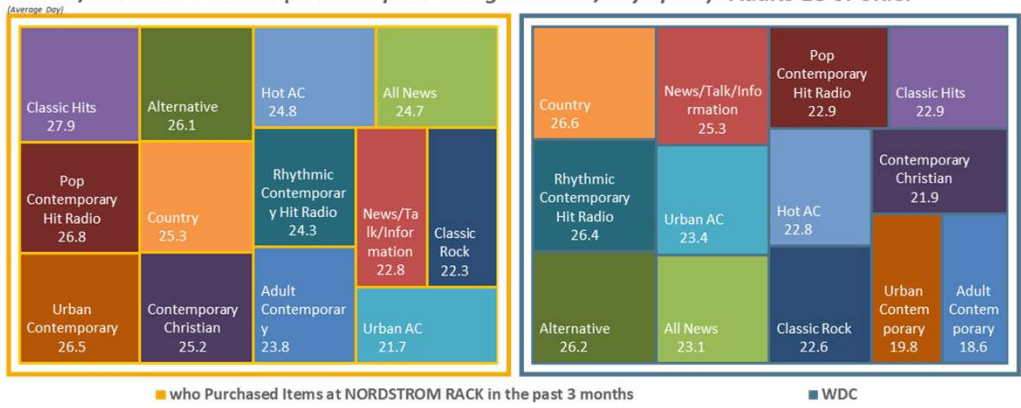
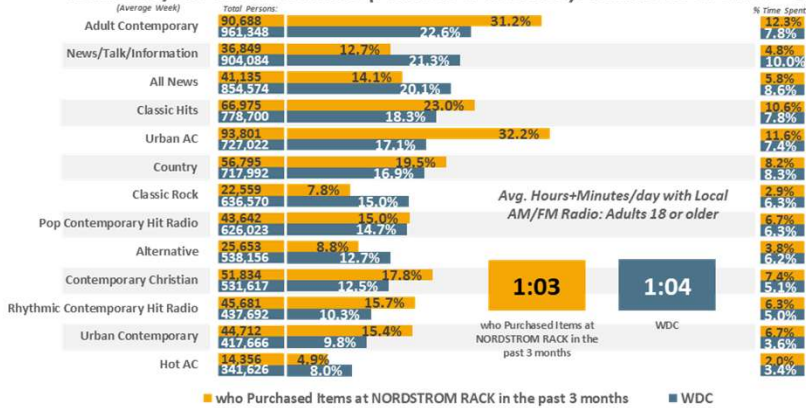
Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older **Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



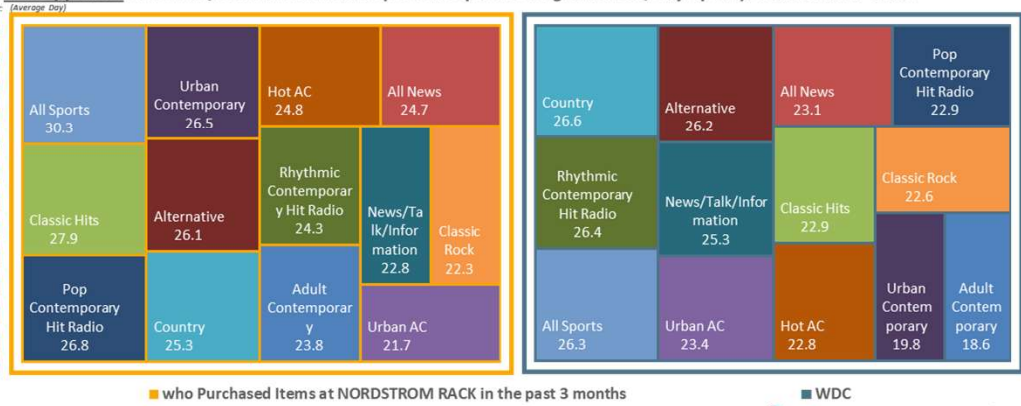
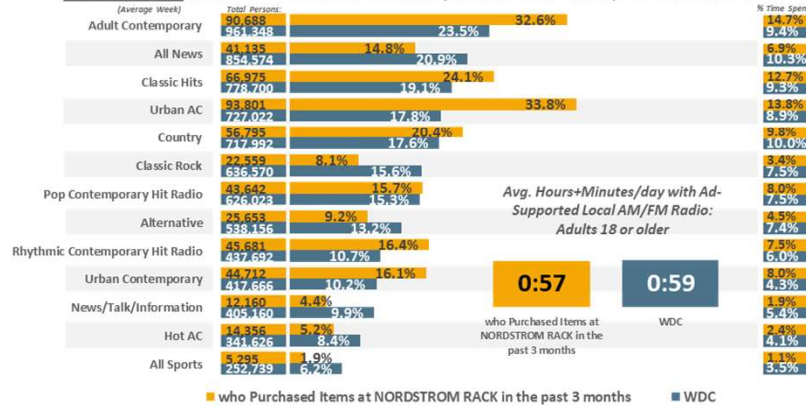


277,925 or 67.7% of Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Urban AC, Adult Contemporary, Classic Hits, Country, and Rhythmic Contemporary Hit Radio.

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



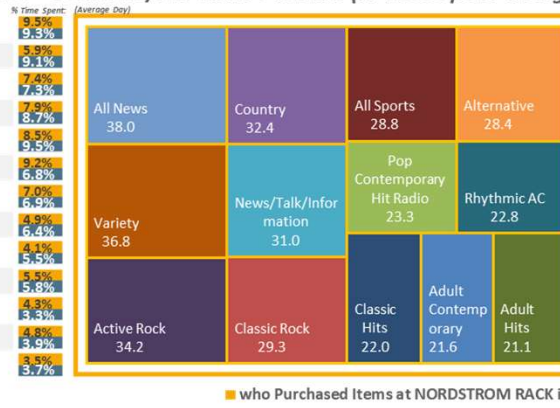
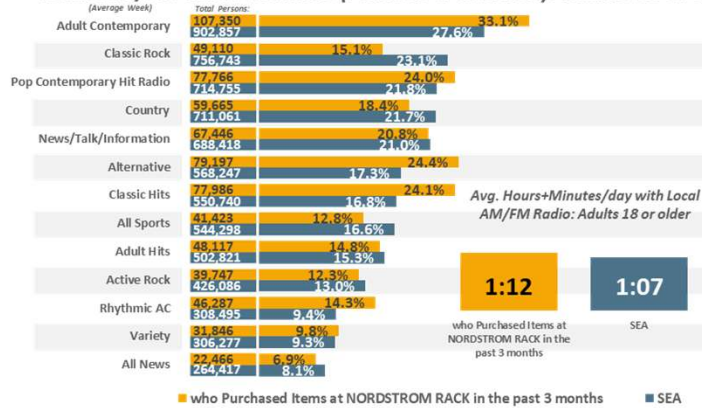
Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older **Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



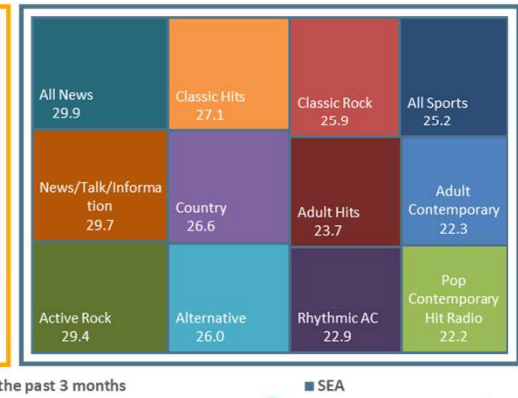
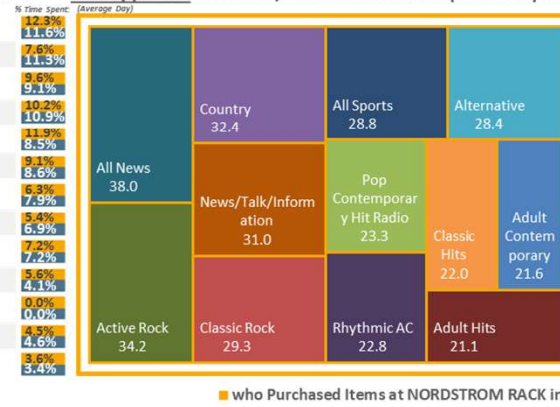
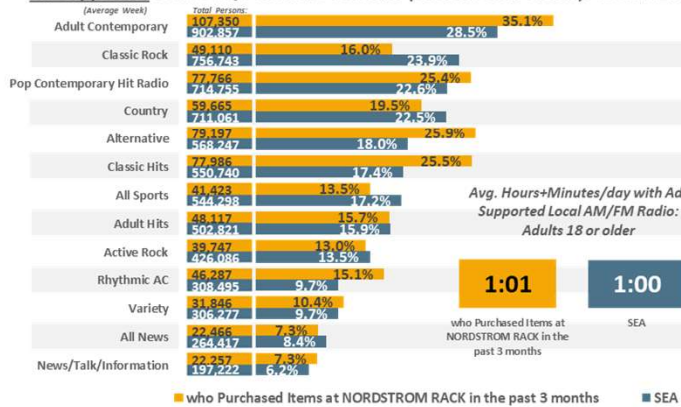


306,276 or 69.3% of Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Alternative, Classic Hits, Pop Contemporary Hit Radio, and Country.

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



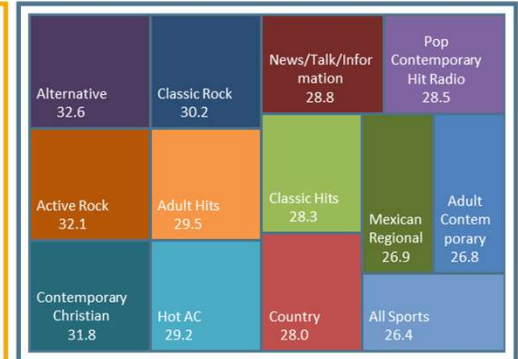
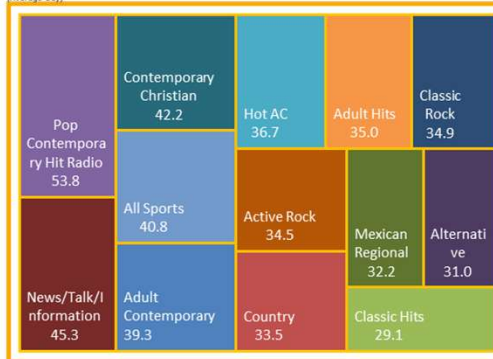
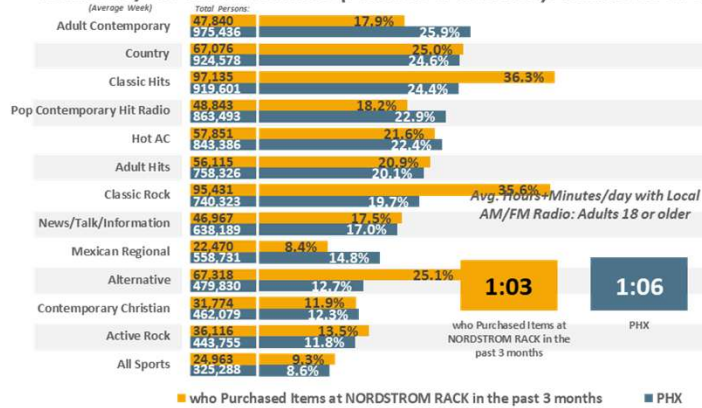
Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older **Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



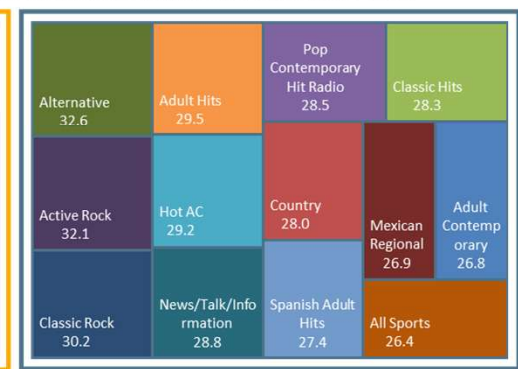
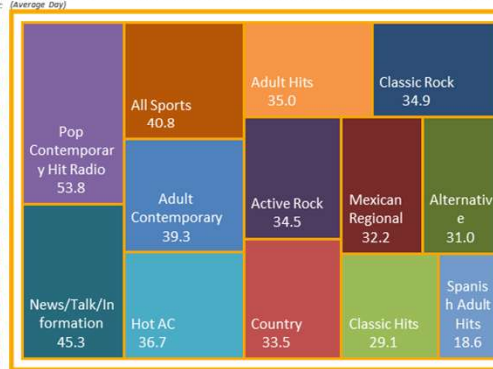
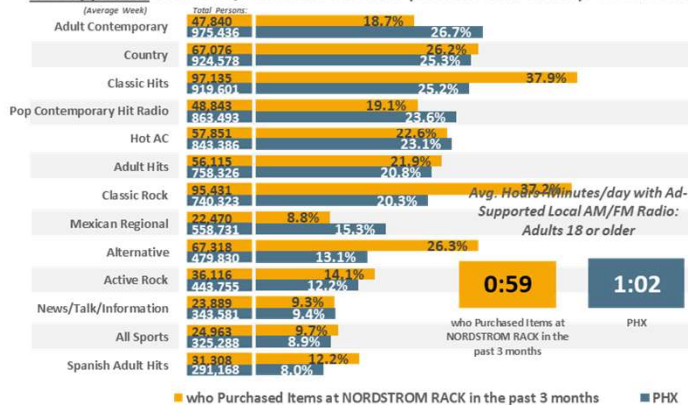


256,388 or 79.6% of Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Classic Rock, Alternative, Country, and Rhythmic AC.

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**

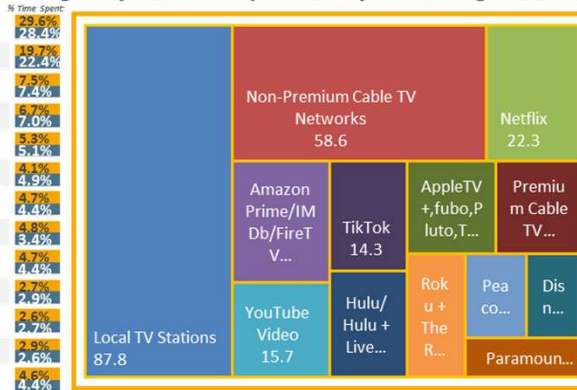
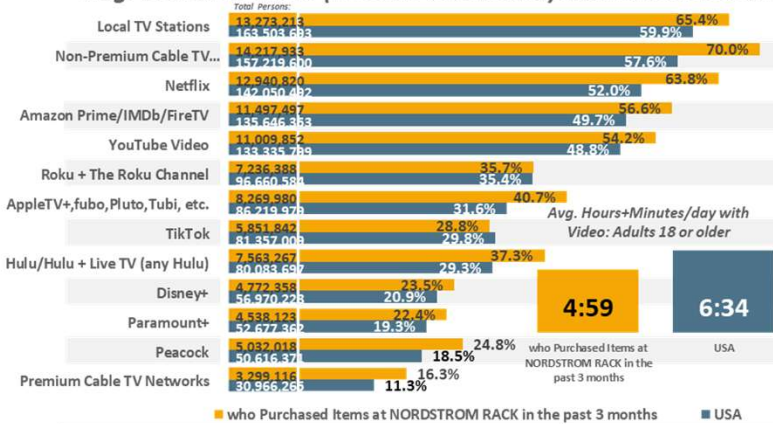




13,030,244 or 64.2% of Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months watch Ad-Supported Local TV Stations for an average of 82. minutes every day representing 33.7% of all time spent daily with Ad-Supported Video.

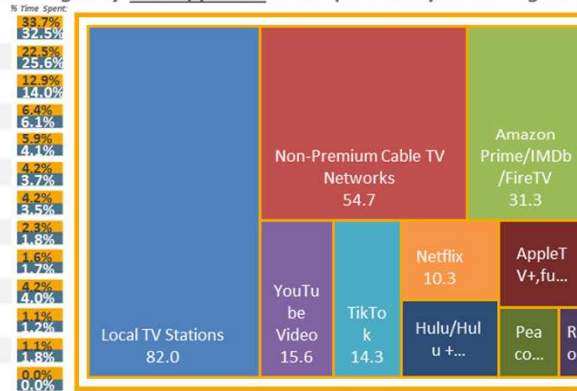
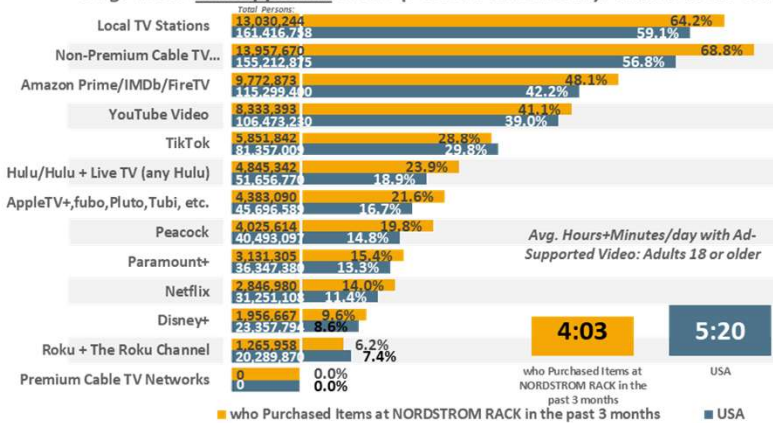
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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

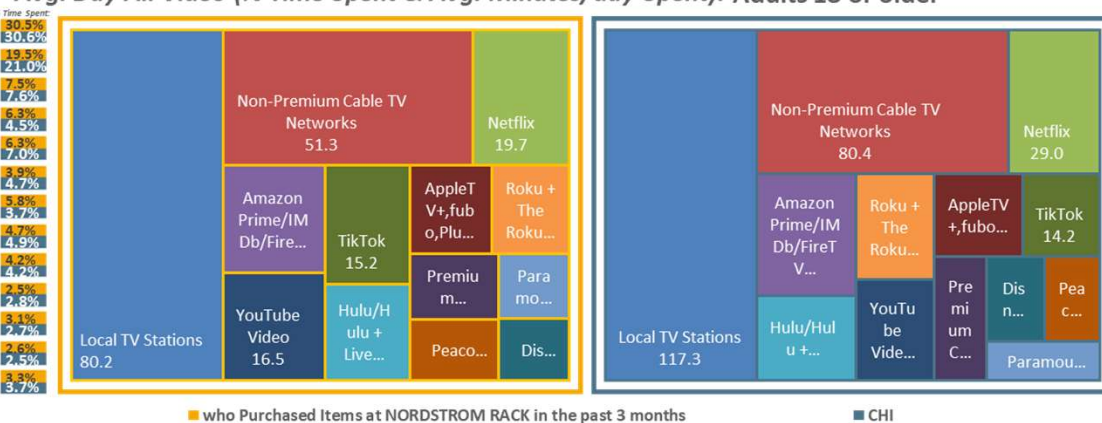
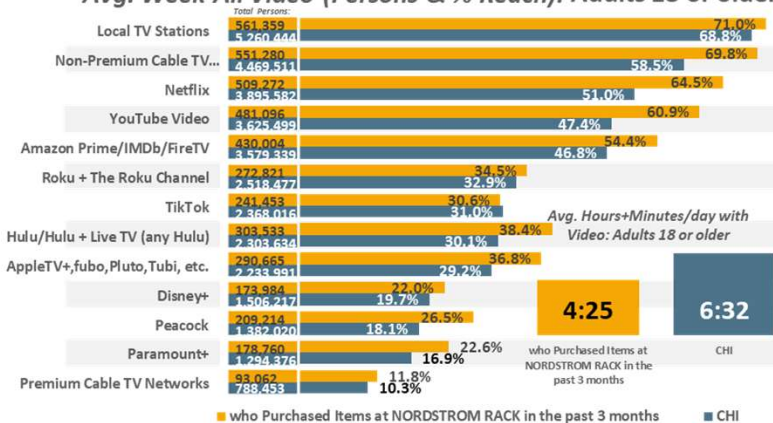




549,135 or 69.5% of Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months watch Ad-Supported Local TV Stations for an average of 75.1 minutes every day representing 34.7% of all time spent daily with Ad-Supported Video.

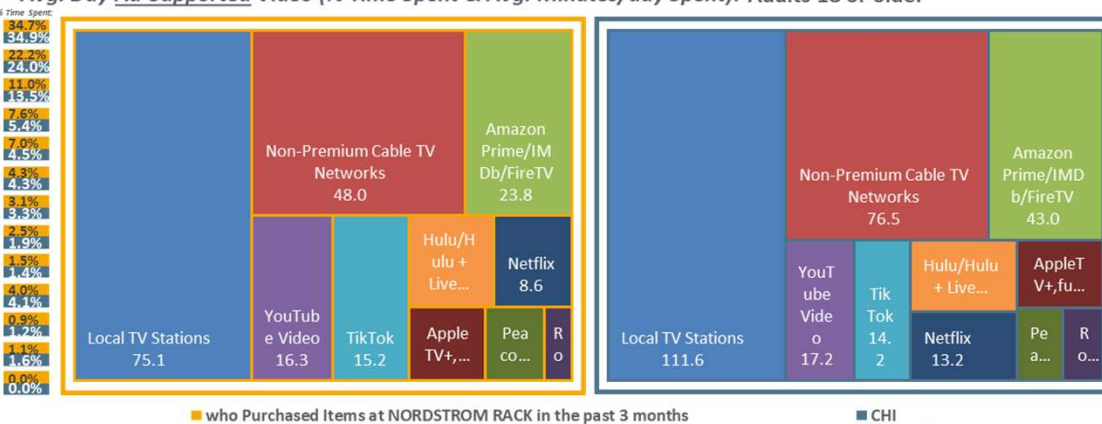
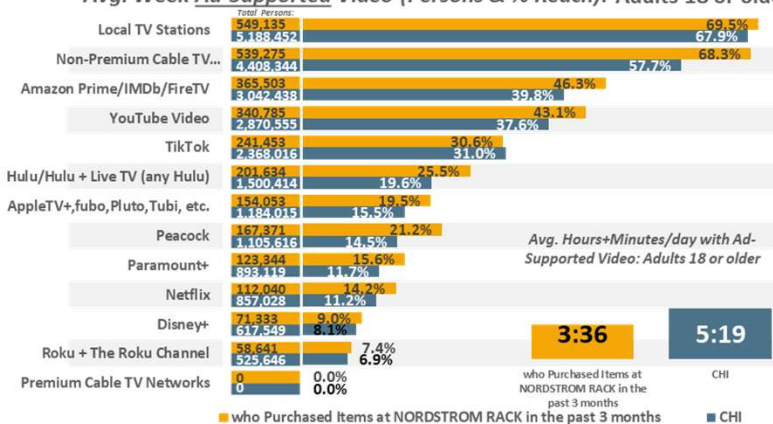
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 423
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

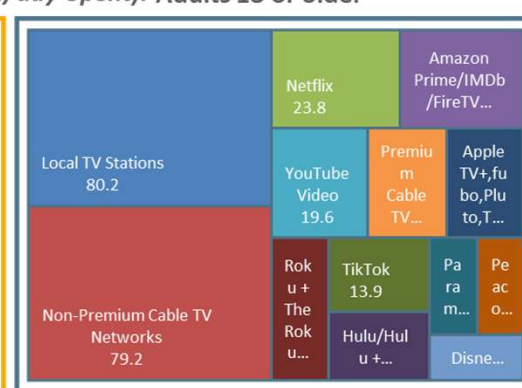
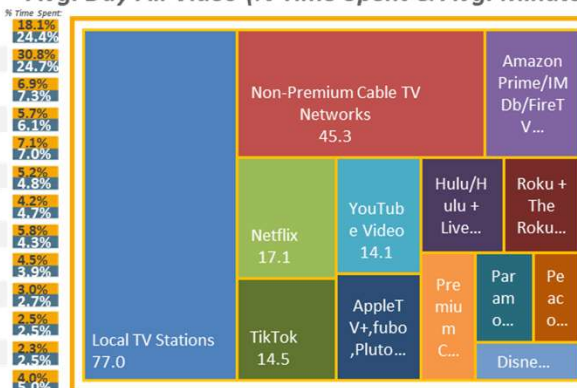
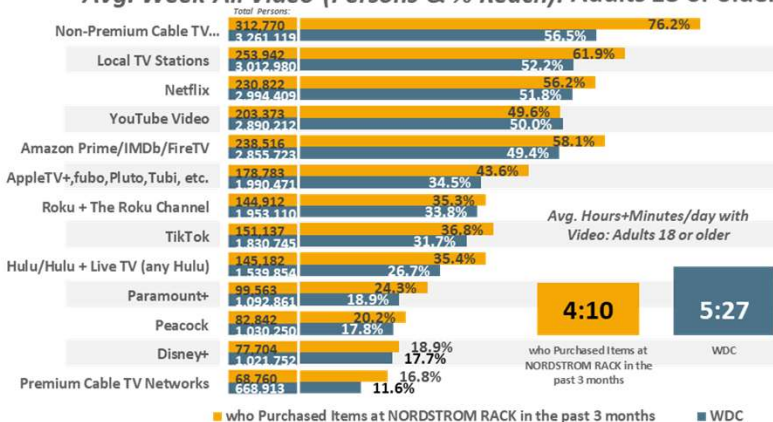
(Clothing stores bought past 3 months: Nordstrom Rack OR Major stores bought past 3 months: Nordstrom Rack OR Shoe stores bought past 3 months: Nordstrom Rack)



248,321 or 60.5% of Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months watch Ad-Supported Local TV Stations for an average of 70.9 minutes every day representing 34.1% of all time spent daily with Ad-Supported Video.

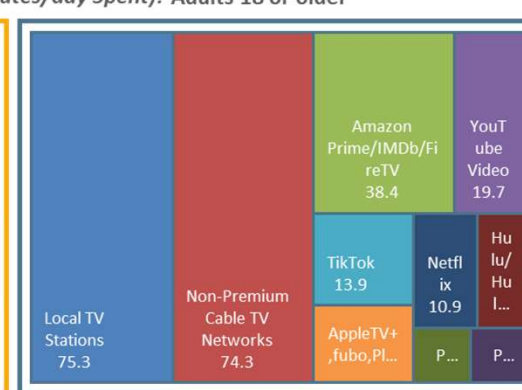
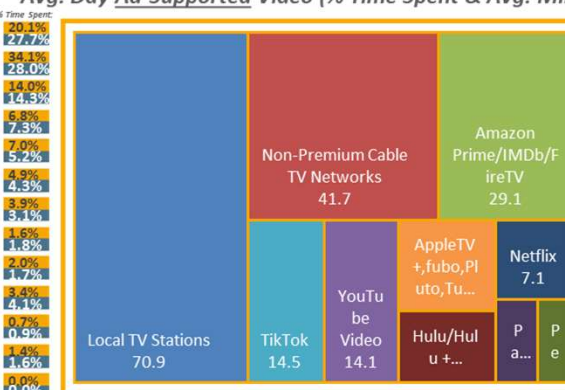
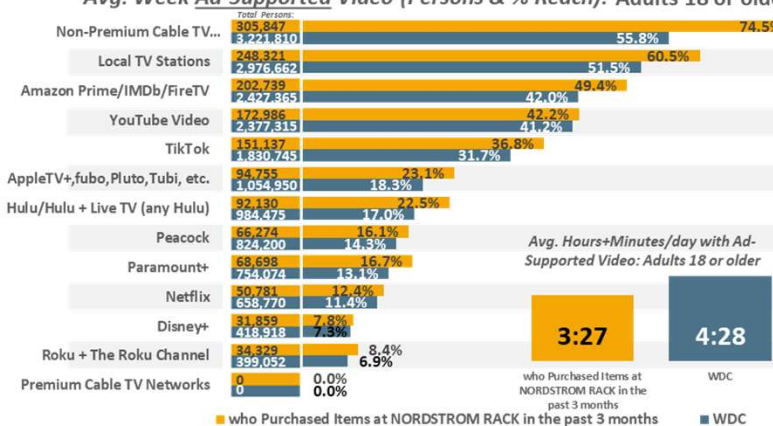
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 454
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

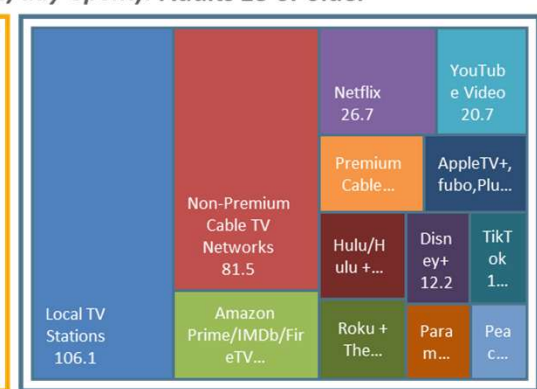
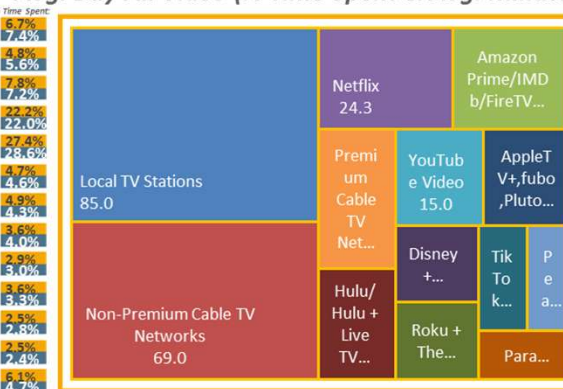
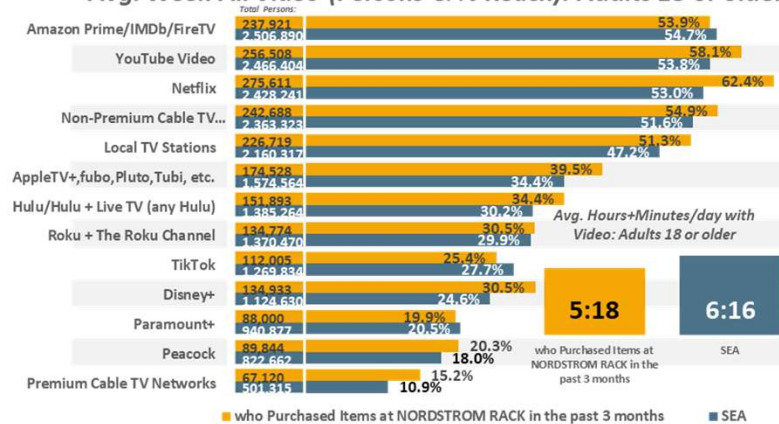
(Clothing stores bought past 3 months: Nordstrom Rack OR Major stores bought past 3 months: Nordstrom Rack OR Shoe stores bought past 3 months: Nordstrom Rack)



223,676 or 50.6% of Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months watch Ad-Supported Local TV Stations for an average of 78.8 minutes every day representing 30.8% of all time spent daily with Ad-Supported Video.

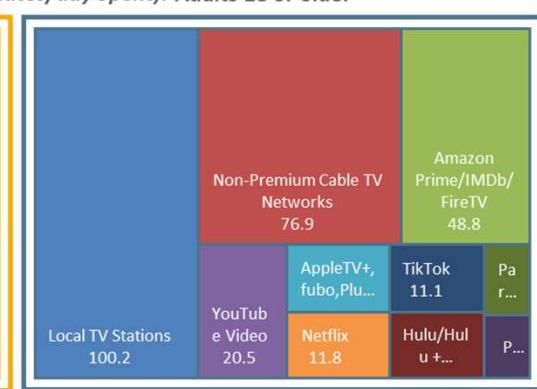
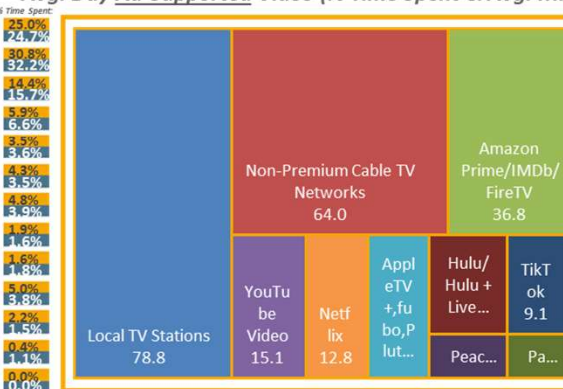
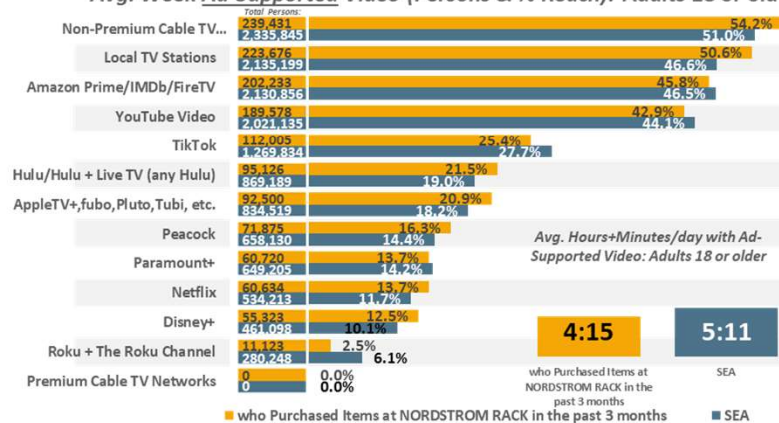
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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

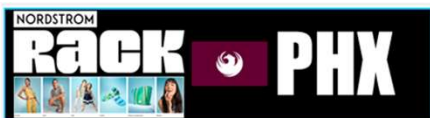
Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 432
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

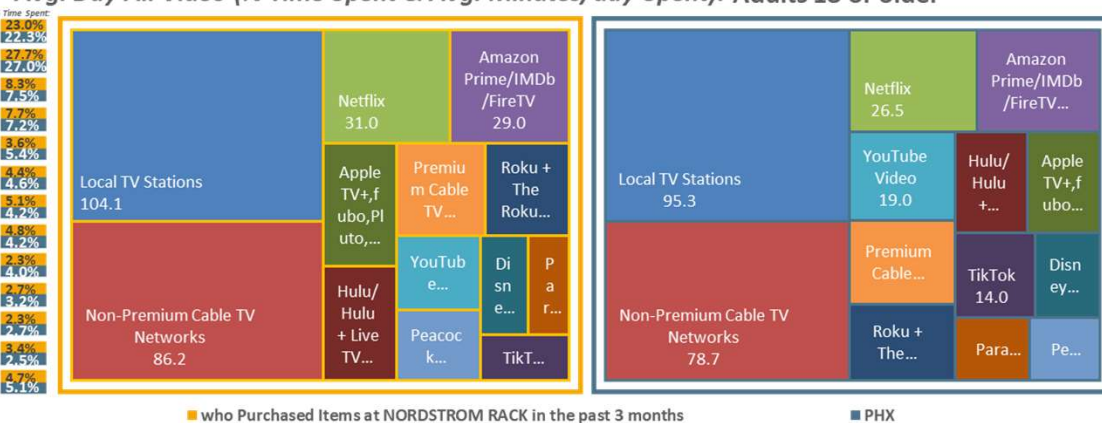
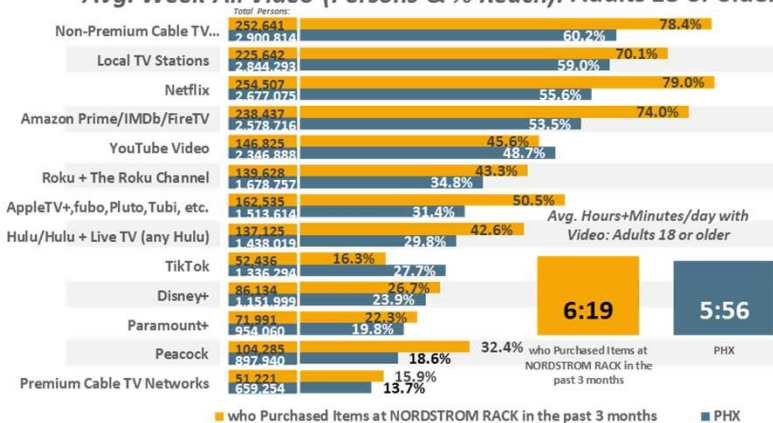
(Clothing stores bought past 3 months: Nordstrom Rack OR Major stores bought past 3 months: Nordstrom Rack OR Shoe stores bought past 3 months: Nordstrom Rack)



223,504 or 69.4% of Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months watch Ad-Supported Local TV Stations for an average of 97.4 minutes every day representing 31.9% of all time spent daily with Ad-Supported Video.

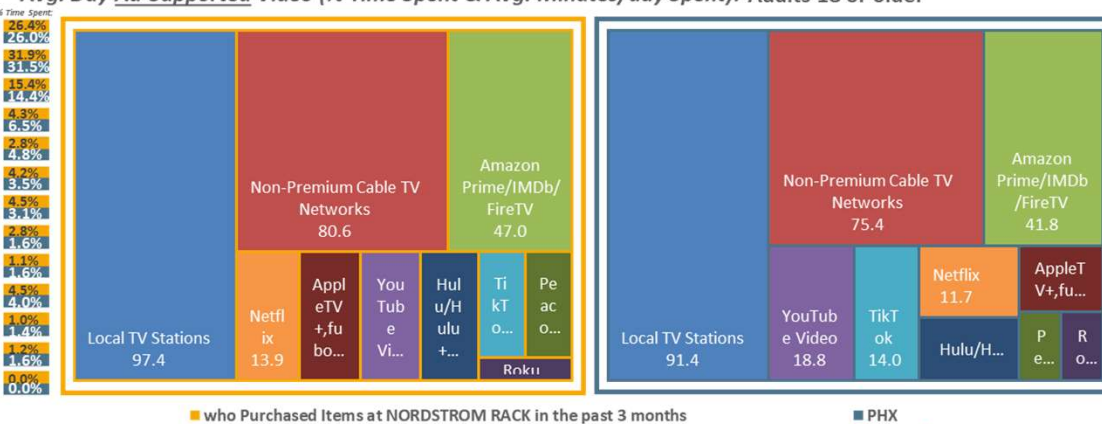
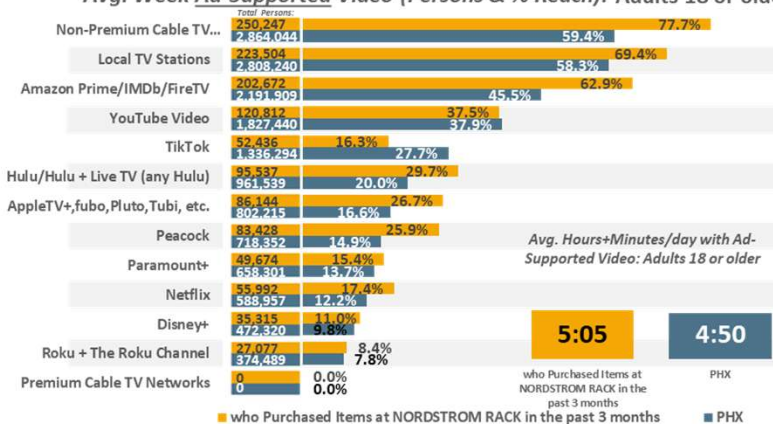
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 164
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

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

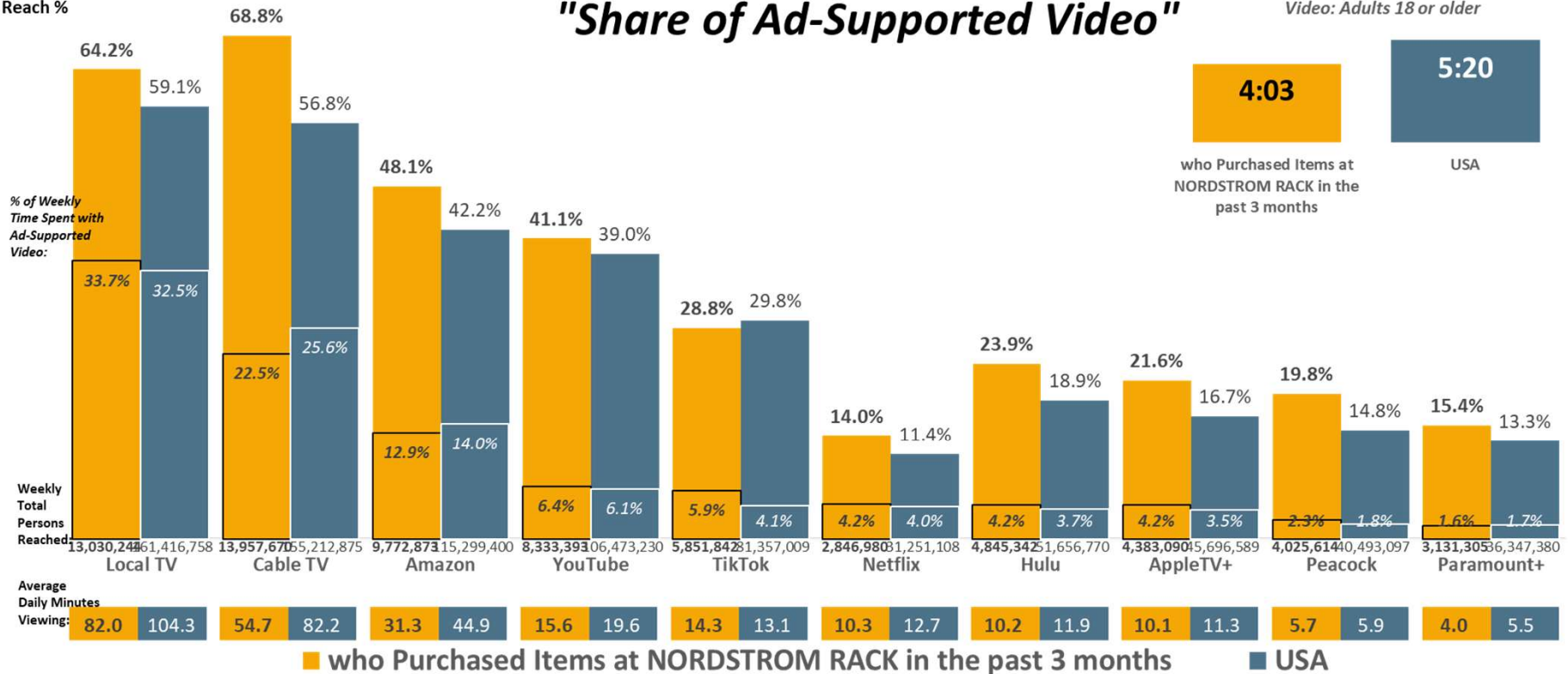


13,030,244 or 64.2% of Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months watch Ad-Supported Local TV Stations for an average of 82. minutes every day representing 33.7% of all time spent daily with Ad-Supported Video.

Weekly
Reach %

"Share of Ad-Supported Video"

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



4:03

who Purchased Items at
NORDSTROM RACK in the
past 3 months

5:20

USA

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

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

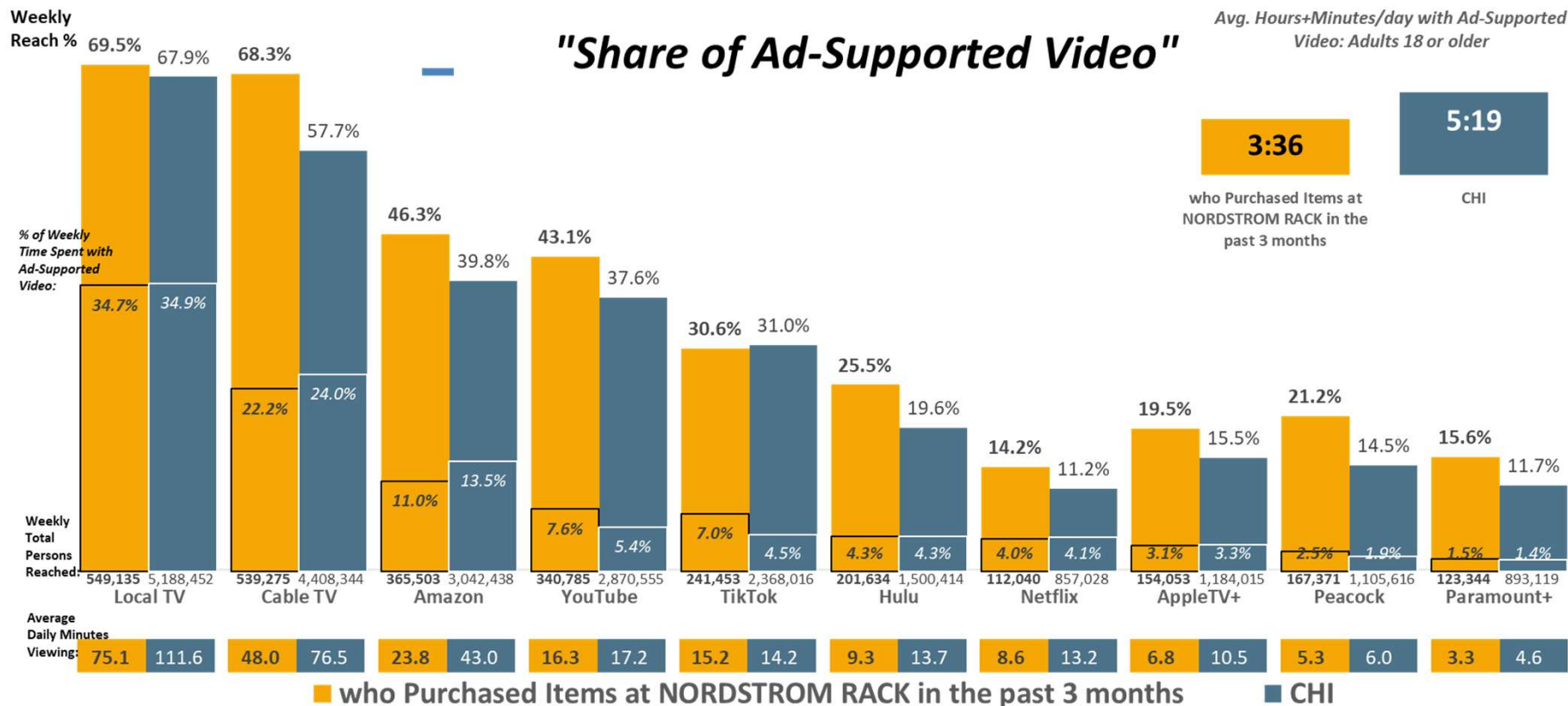
soefa.ai Share of Everything
for Anything

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



549,135 or 69.5% of Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months watch Ad-Supported Local TV Stations for an average of 75.1 minutes every day representing 34.7% of all time spent daily with Ad-Supported Video.

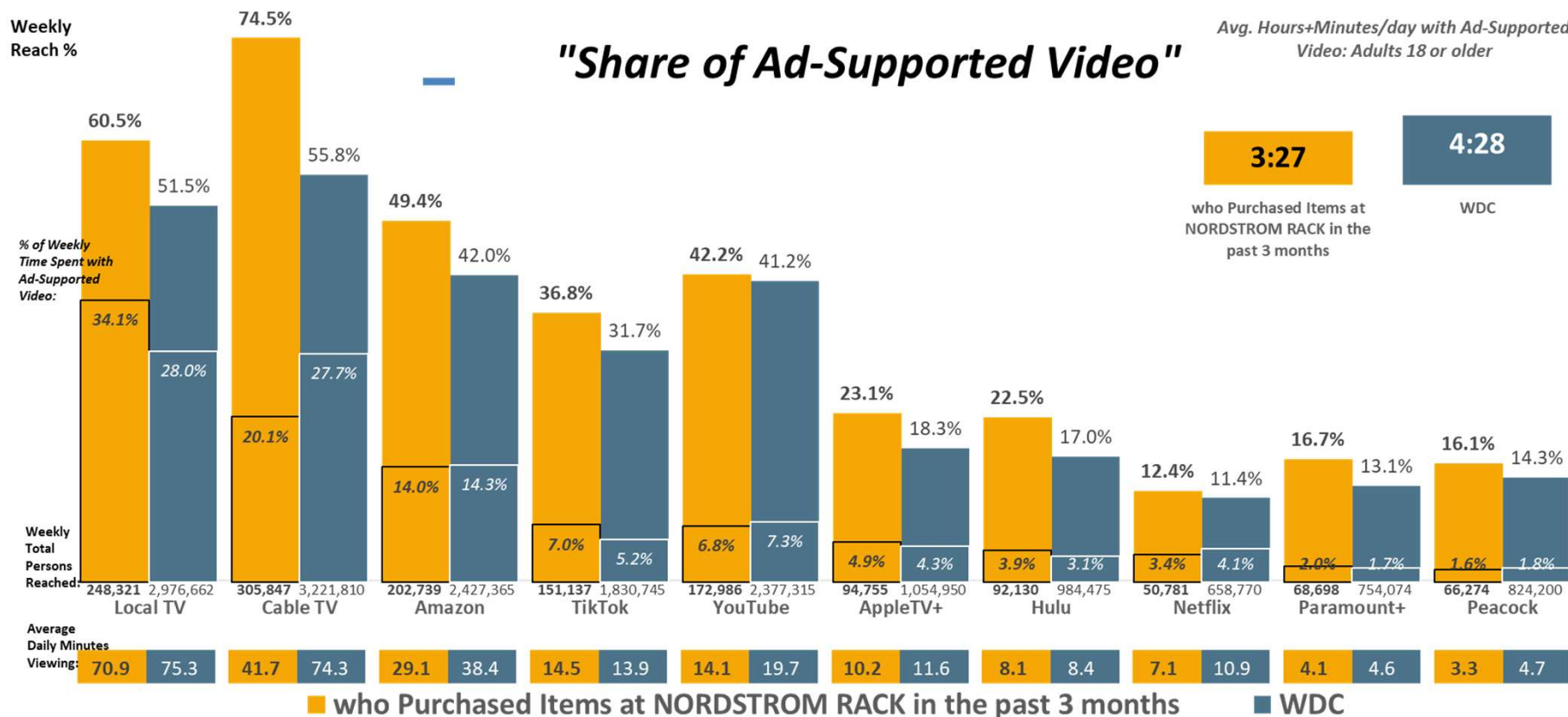
"Share of Ad-Supported Video"





248,321 or 60.5% of Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months watch Ad-Supported Local TV Stations for an average of 70.9 minutes every day representing 34.1% of all time spent daily with Ad-Supported Video.

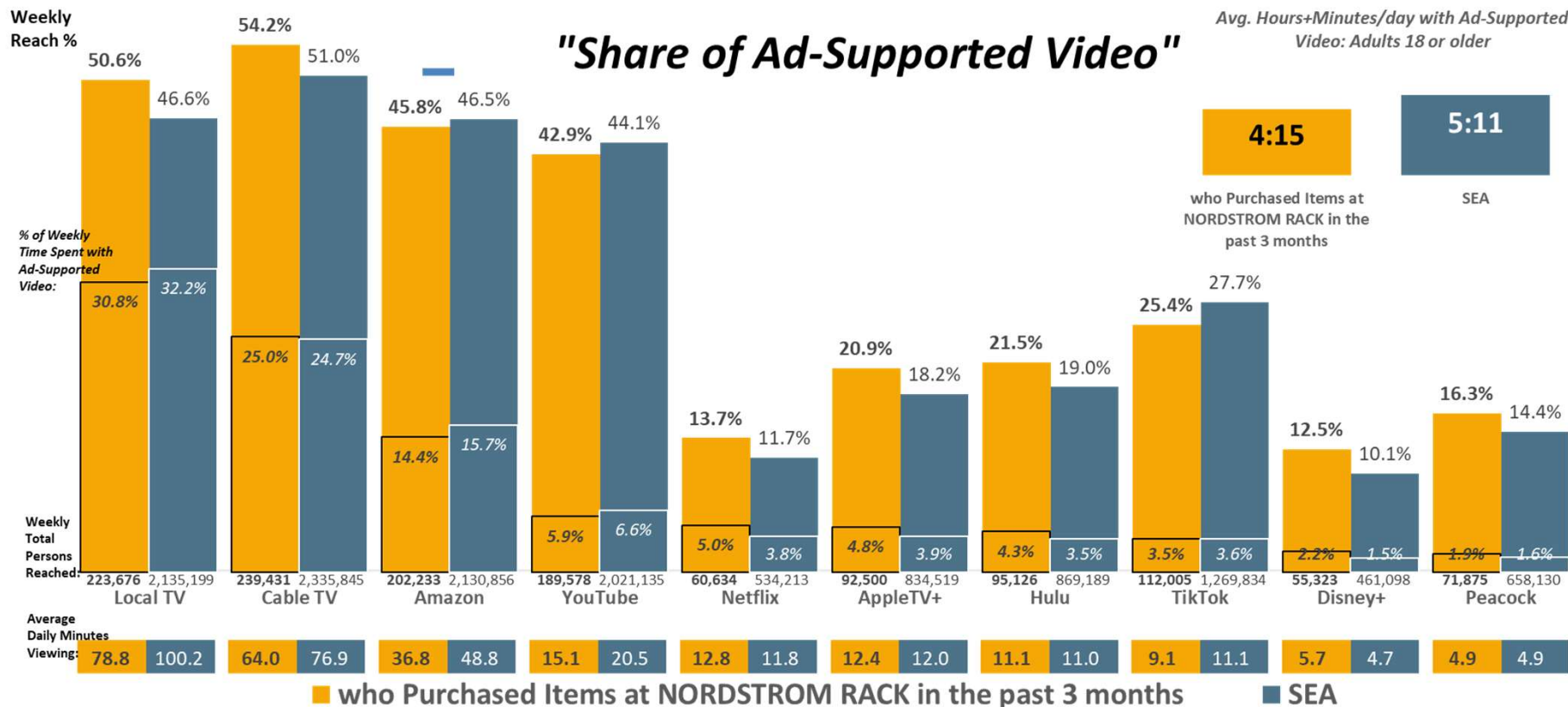
"Share of Ad-Supported Video"





223,676 or 50.6% of Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months watch Ad-Supported Local TV Stations for an average of 78.8 minutes every day representing 30.8% of all time spent daily with Ad-Supported Video.

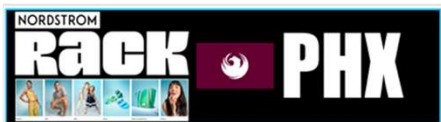
"Share of Ad-Supported Video"



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 432 SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 3,887
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

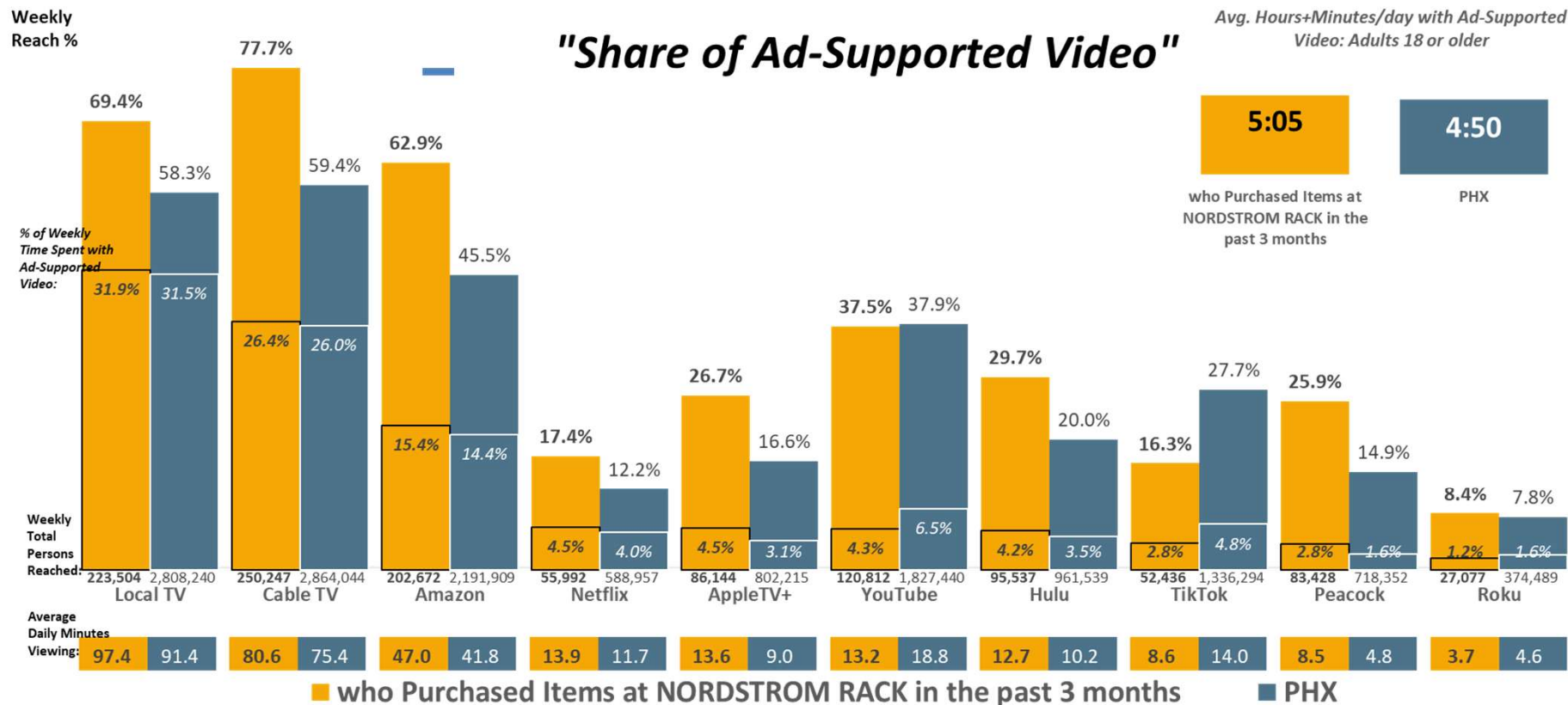
soefa.ai Share of Everything for Anything

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



223,504 or 69.4% of Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months watch Ad-Supported Local TV Stations for an average of 97.4 minutes every day representing 31.9% of all time spent daily with Ad-Supported Video.

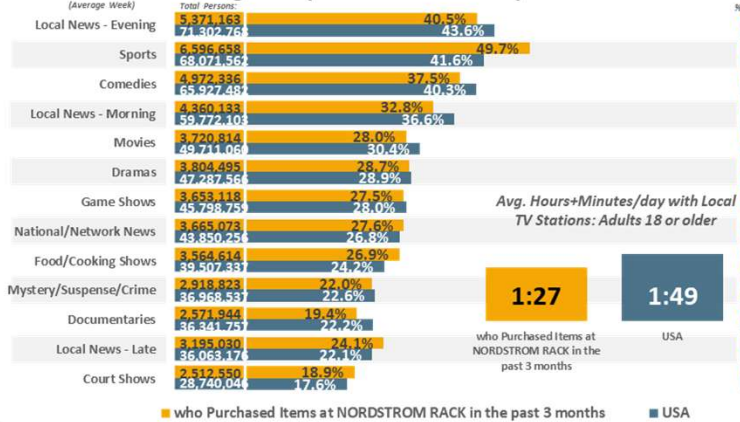
"Share of Ad-Supported Video"



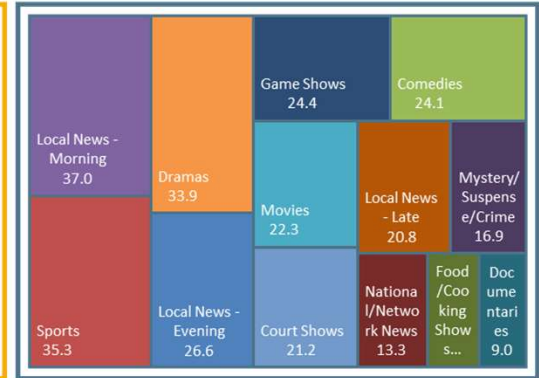
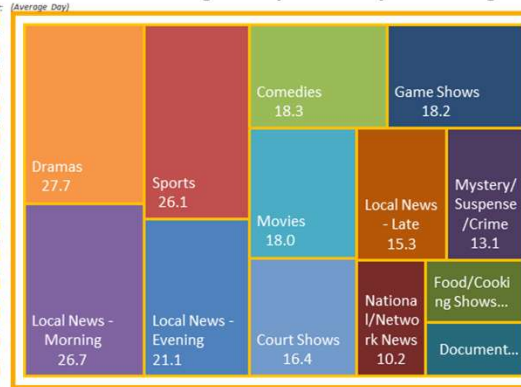


13,030,244 or 64.2% of Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Morning, Dramas, and Game Shows.

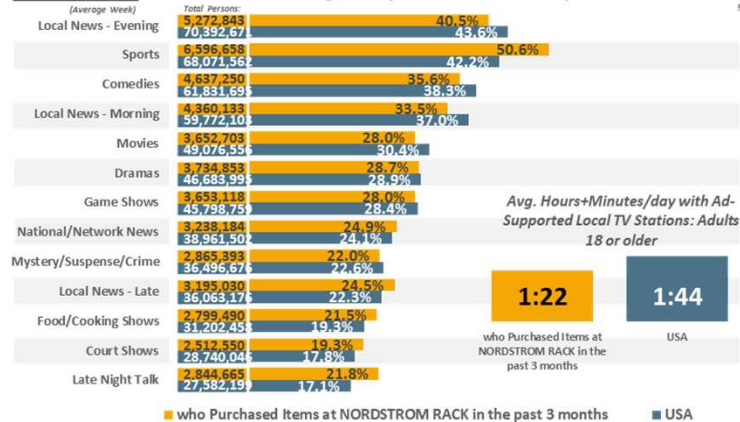
Local TV Station Programs (Persons & % Reach): Adults 18 or older



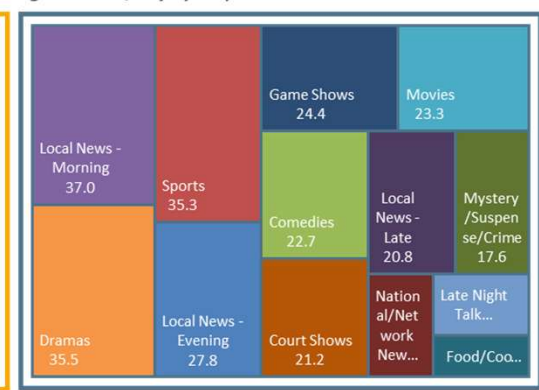
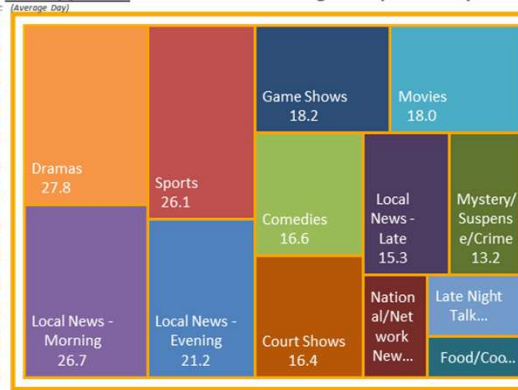
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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

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

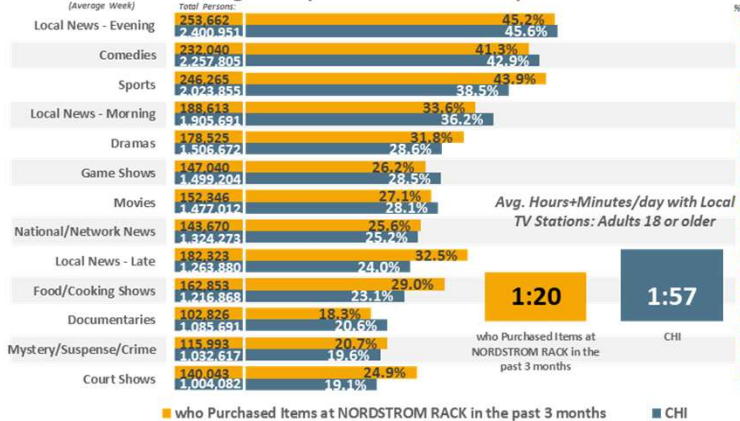
soefa.ai Share of Everything for Anything

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

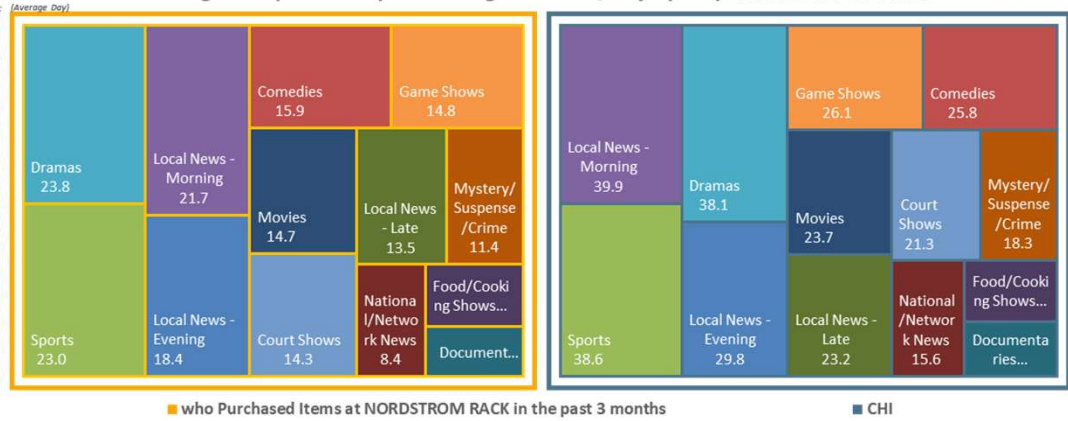


549,135 or 69.5% of Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Comedies, Local News - Morning, Local News - Late, and Dramas.

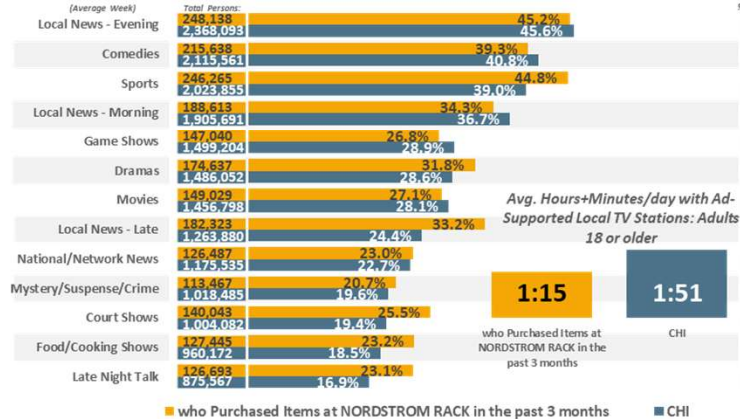
Local TV Station Programs (Persons & % Reach): Adults 18 or older



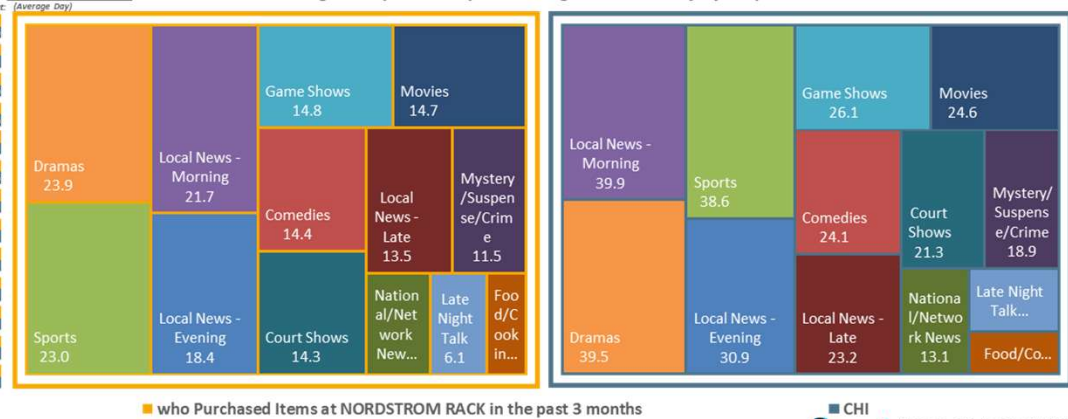
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 423
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

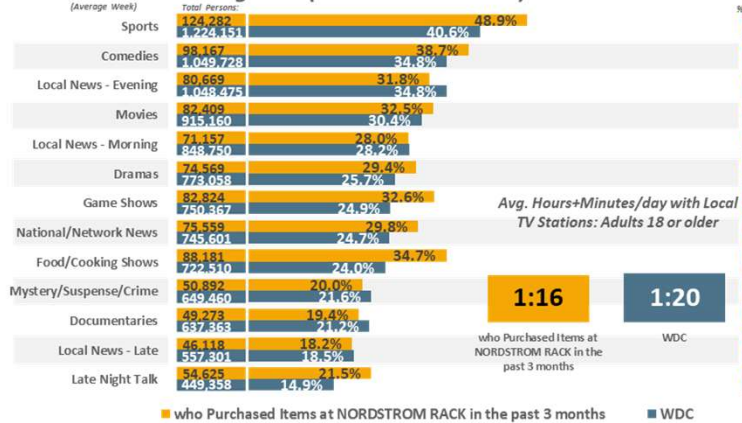
soefa.ai CHI Share of Everything for Anything

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

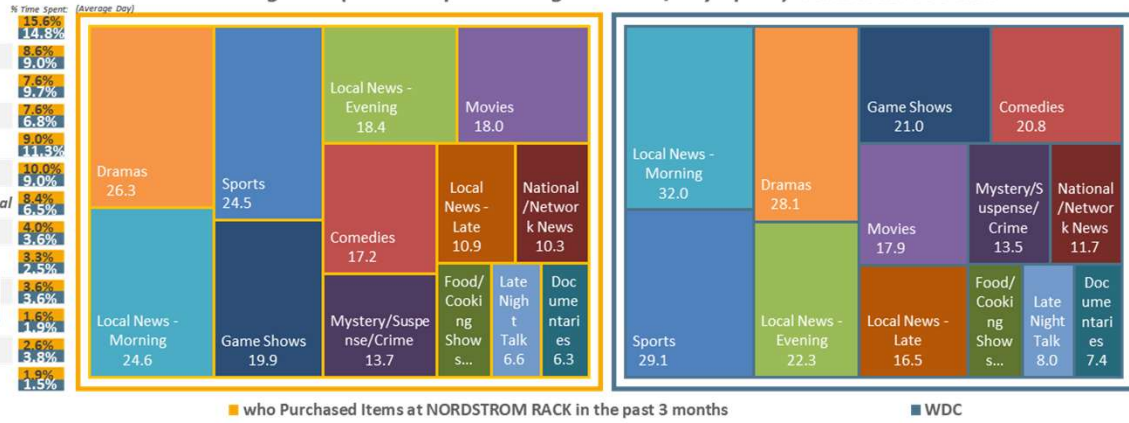


248,321 or 60.5% of Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Game Shows, Movies, Local News - Evening, and Dramas.

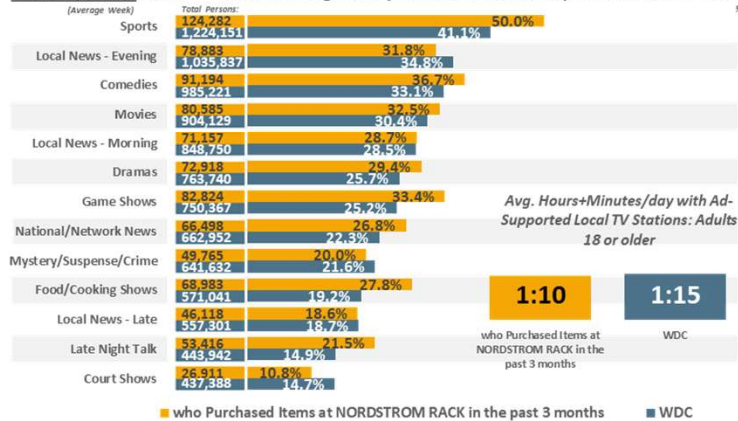
Local TV Station Programs (Persons & % Reach): Adults 18 or older



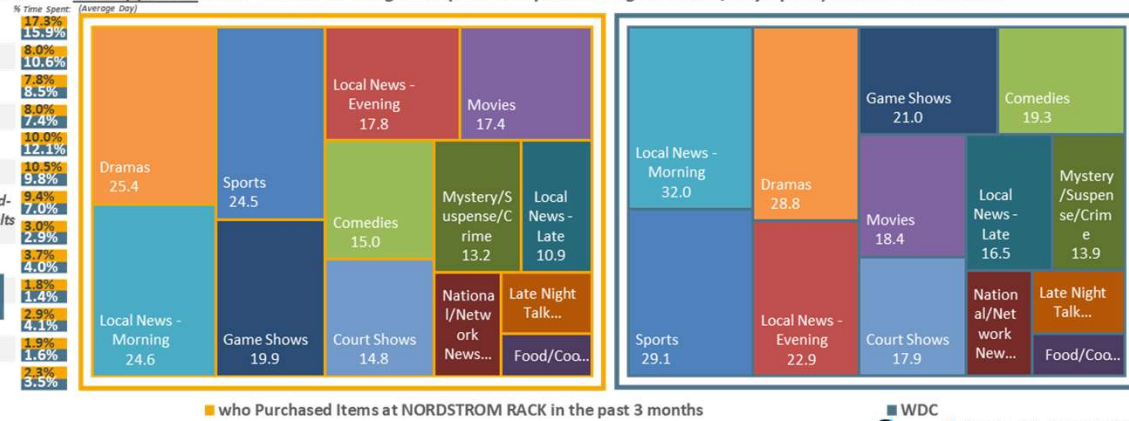
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 454
All Graphs and soeefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

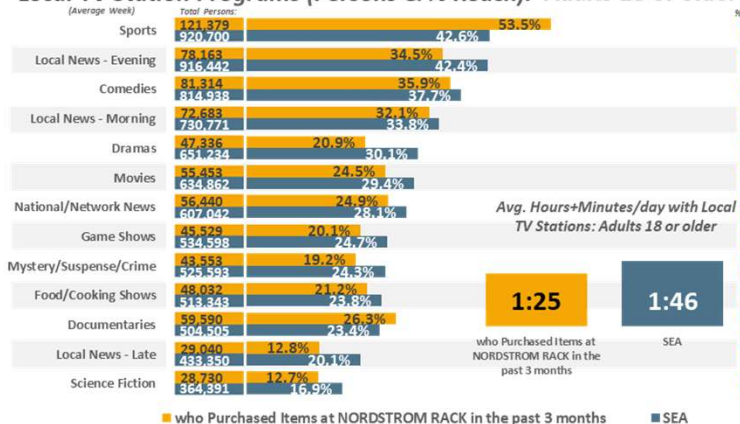
WDC
soeefa.ai Share of Everything for Anything

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

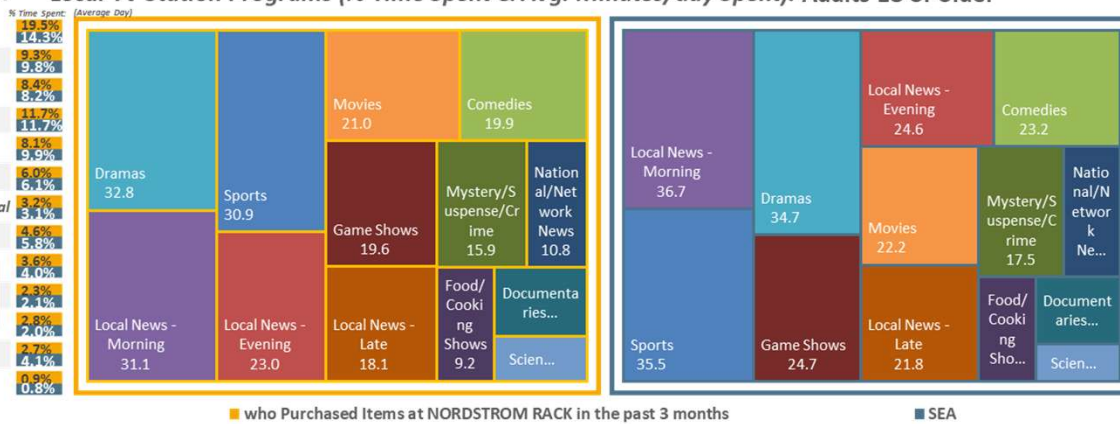


223,676 or 50.6% of Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Morning, Movies, and National/Network News.

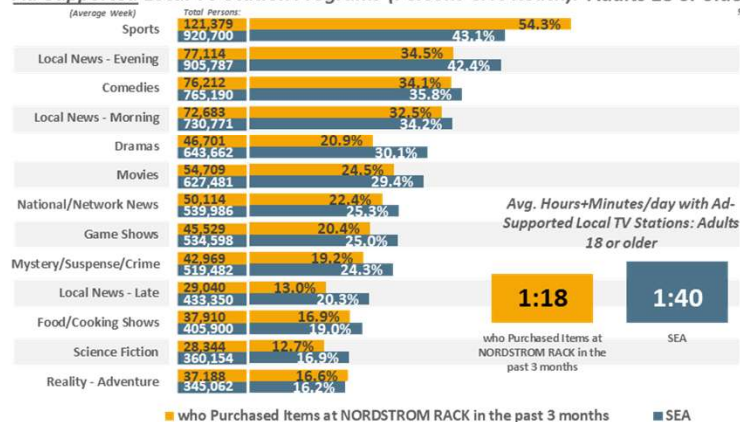
Local TV Station Programs (Persons & % Reach): Adults 18 or older



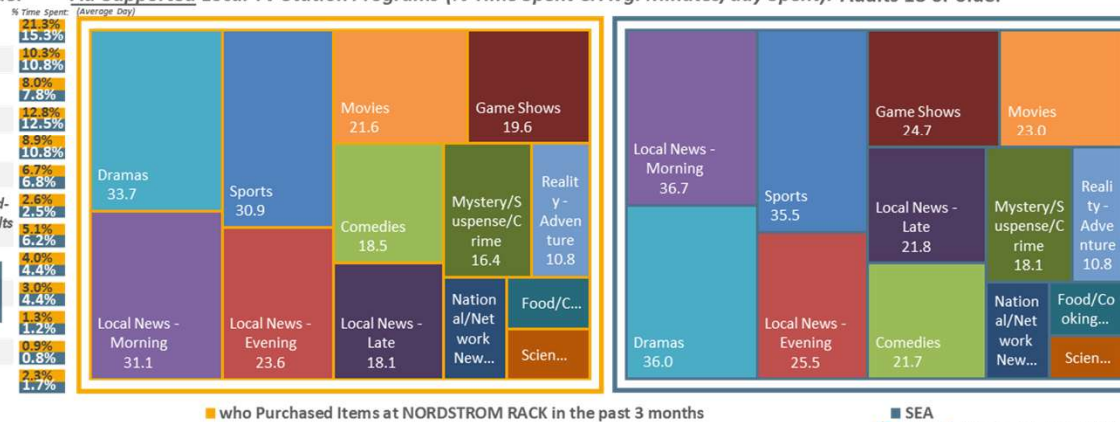
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



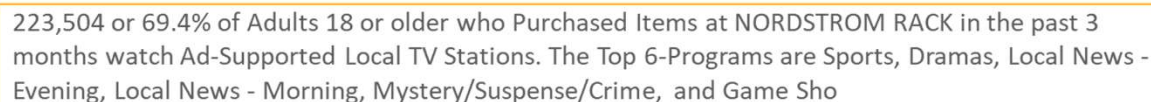
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



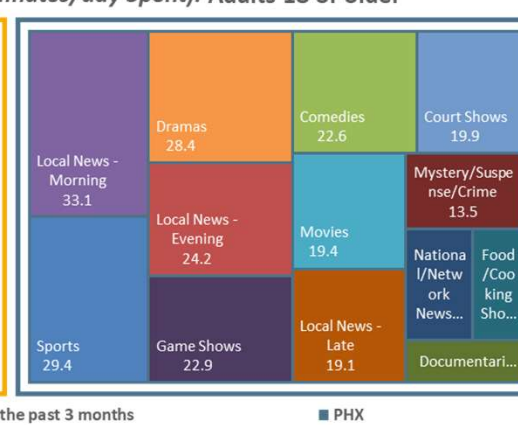
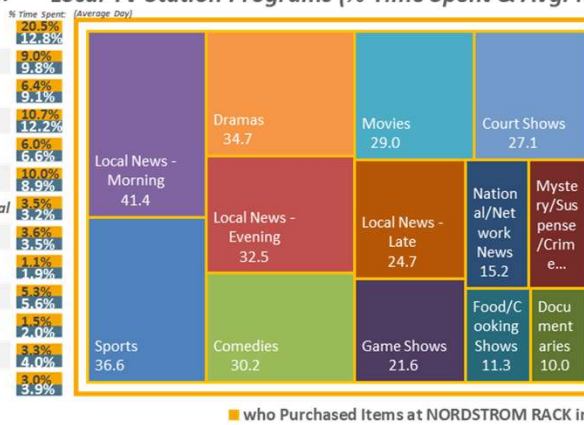
SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 432
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

SEA
soefa.ai Share of Everything for Anything

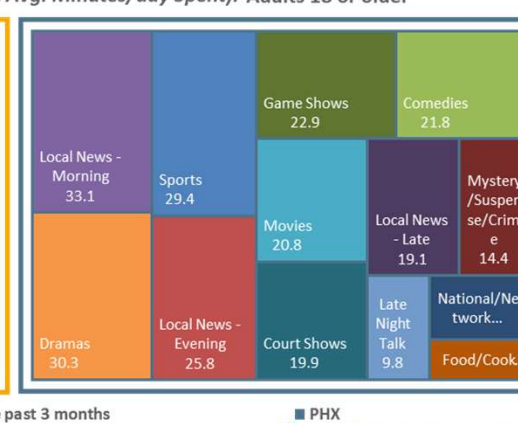
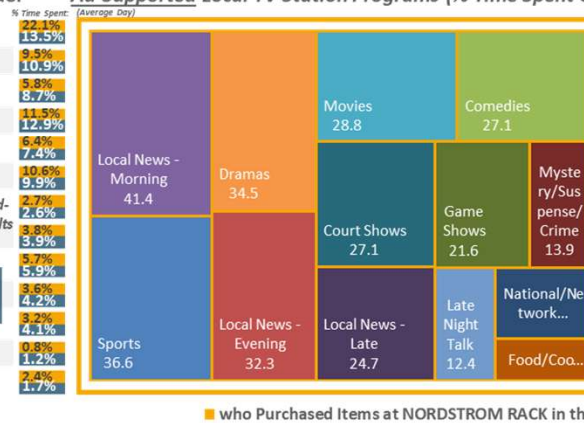
(Clothing stores bought past 3 months: Nordstrom Rack OR Major stores bought past 3 months: Nordstrom Rack OR Shoe stores bought past 3 months: Nordstrom Rack)



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



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



■ PHX
soefa.ai Share of Everything
for Anything.®

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



Activity	Total Persons	% of Total	% Time Spent
OTT TV Streaming Services	19,039,395	93.8%	14.5%
Search (Google, Bing, etc.)	17,459,098	87.0%	18.3%
Banking/Financial/Real Estate (Websites/Apps)	17,334,904	85.4%	4.6%
News/Weather/Sports (Websites/Apps)	17,150,111	84.5%	2.2%
Social Media	18,324,144	90.3%	22.2%
Email/Text/IM/Zoom, etc. (Personal & Work)	17,059,960	84.2%	5.6%
Streaming Audio (Local Radio/Podcasts/Streaming Services)	16,038,454	79.1%	24.8%
Games/Fantasy/Betting Sites	12,885,306	63.5%	2.8%
Shopping (incl. Food/Auctions/Travel, etc.)	11,009,852	54.2%	3.2%
YouTube/TikTok, etc.	9,995,714	49.2%	4.1%
Online Classes, Schools, Colleges, Universities	7,838,954	38.6%	7.1%
Local TV Streaming	6,522,194	32.1%	4.9%
Non-Premium/Premium Cable Streaming	7,420,991	36.7%	5.1%

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

Concurrent Usage %

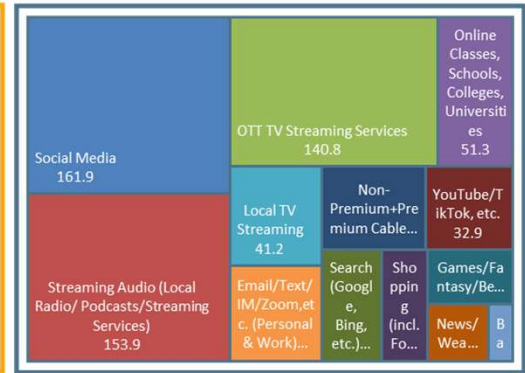
7:22 (23.9%)

8:35 (36.3%)

USA

who Purchased Items at NORDSTROM RACK in the past 3 months

4.9%



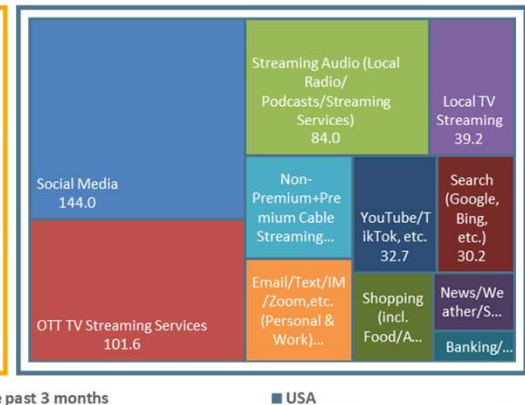
Activity	Total Persons	who Purchased Items at NORDSTROM RACK in the past 3 months	USA	Time Spent
Search (Google, Bing, etc.)	17,562,078	87.0%	86.7%	5.8%
News/Weather/Sports (Websites/Apps)	17,150,111	84.5%	83.5%	3.0%
Social Media	16,491,397	80.8%	74.0%	29.5%
Email/Text/IM/Zoom, etc. (Personal & Work)	15,601,952	76.9%	72.5%	7.0%
OTT TV Streaming Services	14,618,215	72.0%	61.4%	14.4%
Shopping (incl. Food/Auctions/Travel, etc.)	11,009,852	54.2%	48.8%	4.5%
YouTube/TikTok, etc.	7,319,255	36.1%	34.6%	5.6%
Earning Audio (Local Radio) Podcasts/Streaming Services)	7,284,361	33.5%	33.5%	11.6%
Games/Fantasy/Betting Sites	6,989,415	34.4%	29.0%	1.0%
Local TV Streaming	6,402,803	31.5%	26.3%	6.3%
Non-Premium+Premium Cable Streaming	5,324,138	26.2%	25.4%	5.2%
Banking/Financial/Real Estate (Websites/Apps)	6,205,316	30.6%	24.7%	6.6%
Online Classes, Schools, Colleges, Universities	6,777,621	0.0%	0.0%	0.0%

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

5:20 who Purchased Items at NORDSTROM RACK in the past 3 months

5:09 USA

Concurrent Usage %: 52.4% (Rack) vs 69.4% (USA)



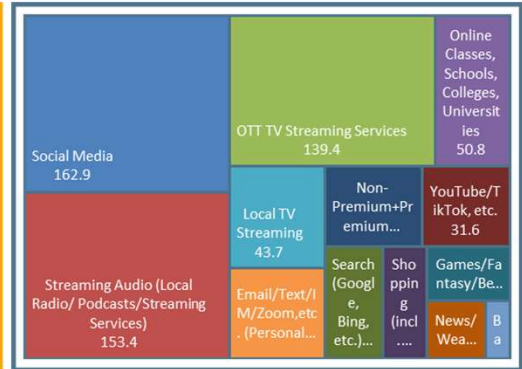
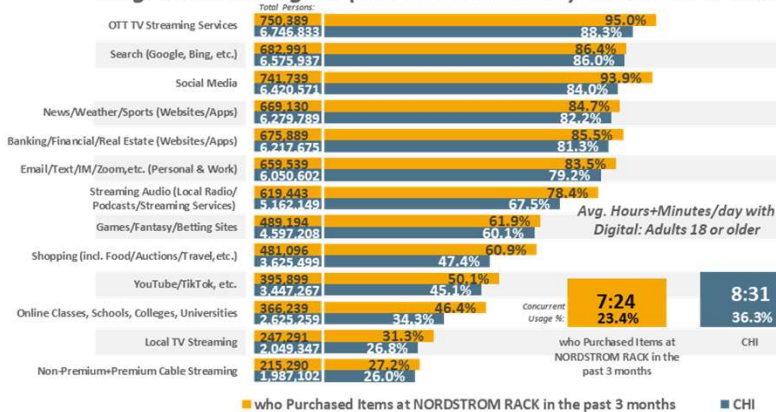
(Clothing stores bought past 3 months: Nordstrom Rack OR Major stores bought past 3 months: Nordstrom Rack OR Shoe stores bought past 3 months: Nordstrom Rack)



671,170 or 84.9% of Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months use Ad-Supported Social Media for an average of 173.5 minutes every day representing 32.0% of all time spent daily with Ad-Supported Digital Media.

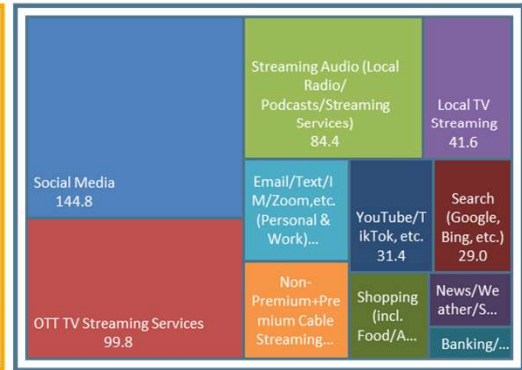
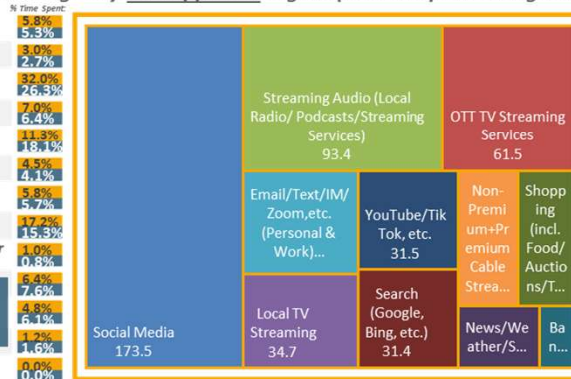
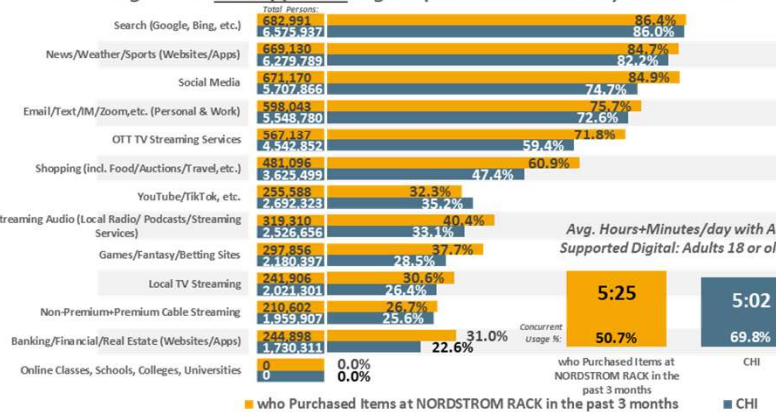
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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

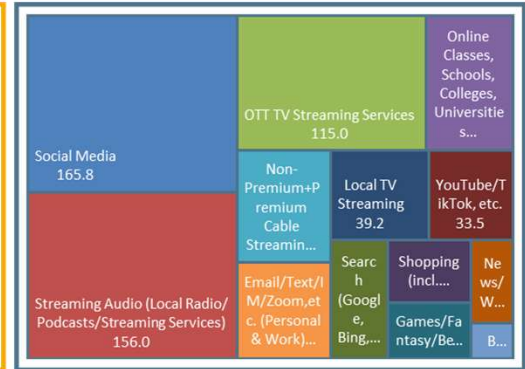
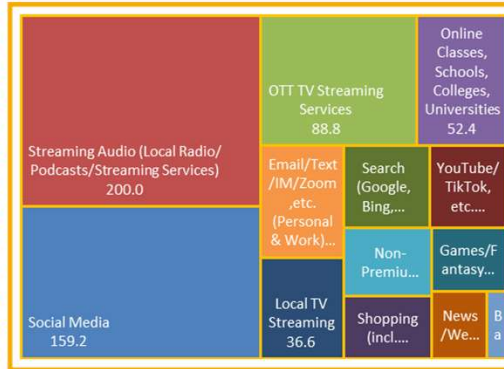
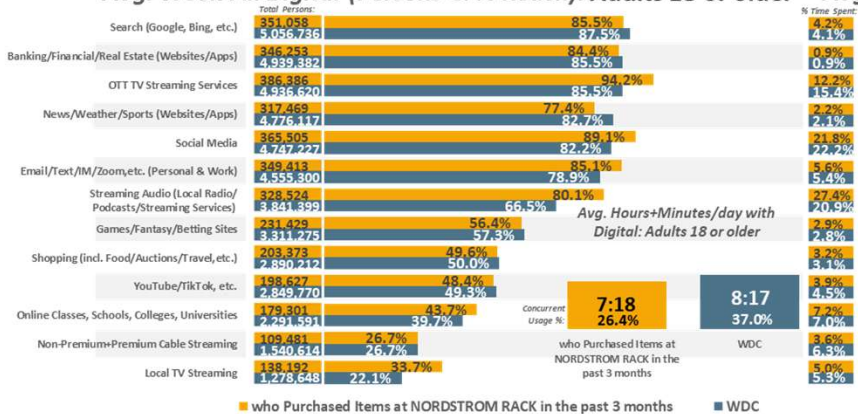




336,248 or 81.9% of Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months use Ad-Supported Social Media for an average of 146.4 minutes every day representing 28.7% of all time spent daily with Ad-Supported Digital Media.

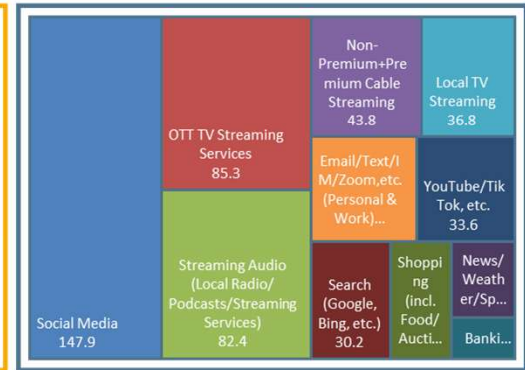
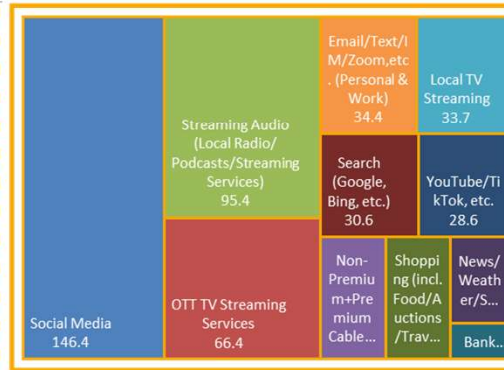
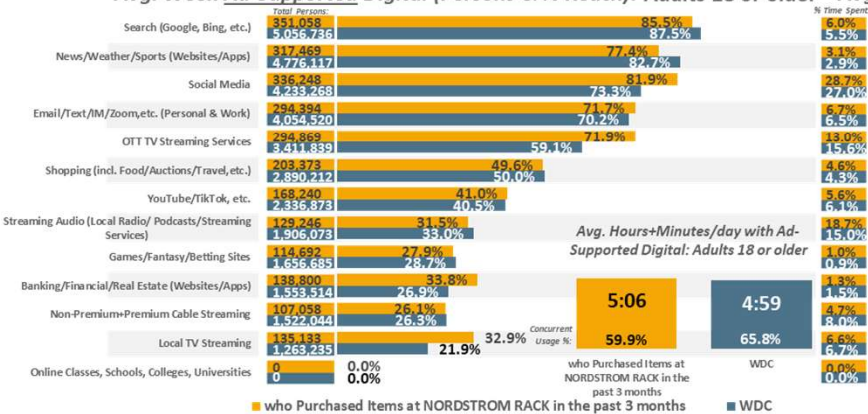
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 454
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

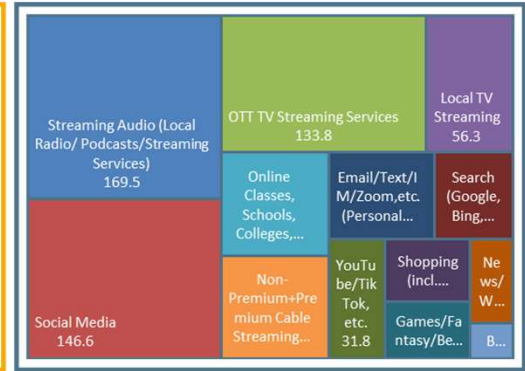
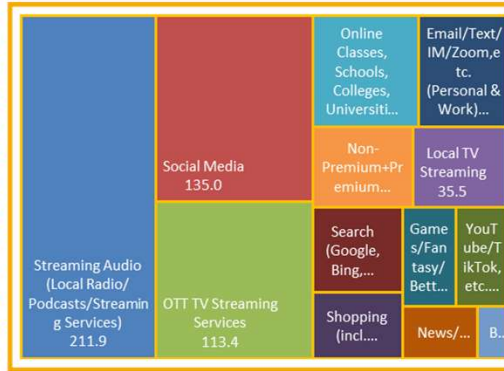
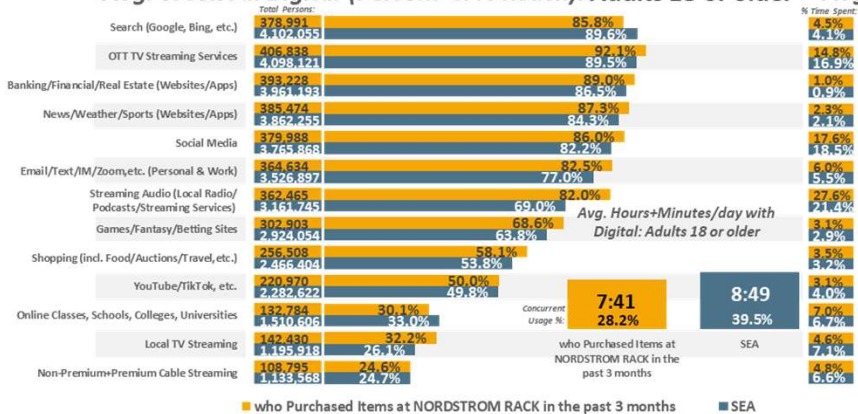
(Clothing stores bought past 3 months: Nordstrom Rack OR Major stores bought past 3 months: Nordstrom Rack OR Shoe stores bought past 3 months: Nordstrom Rack)



325,472 or 73.7% of Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months use Ad-Supported Social Media for an average of 115.6 minutes every day representing 21.2% of all time spent daily with Ad-Supported Digital Media.

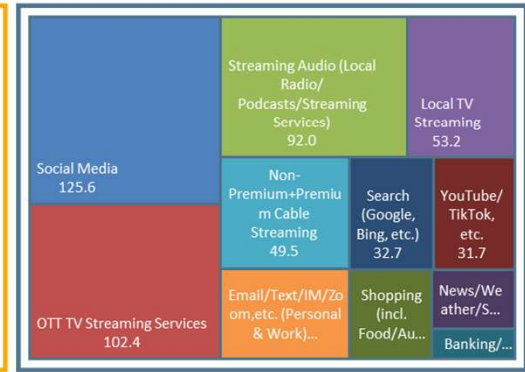
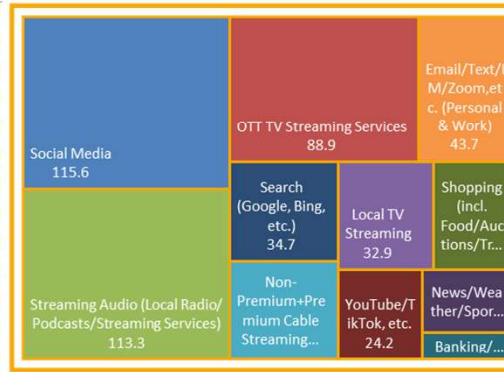
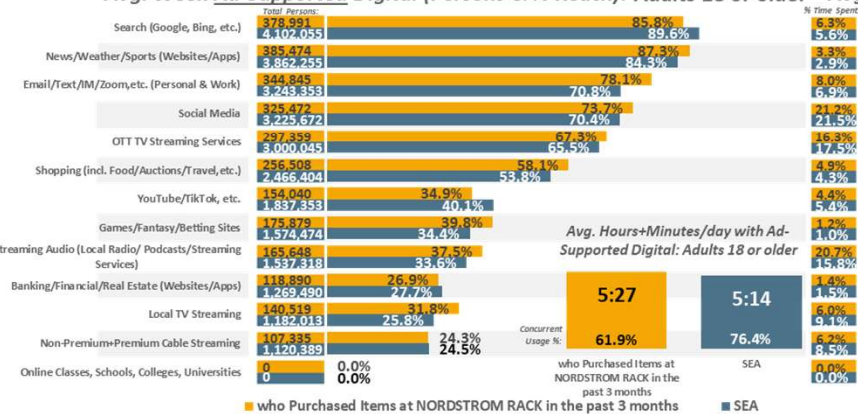
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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

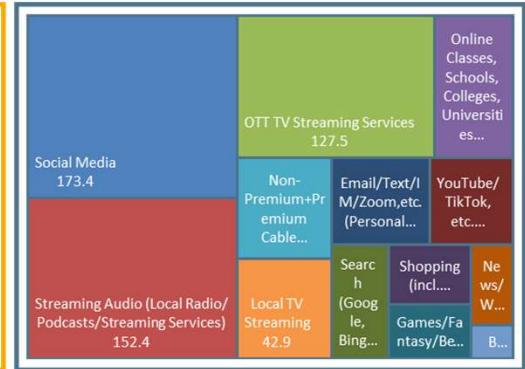
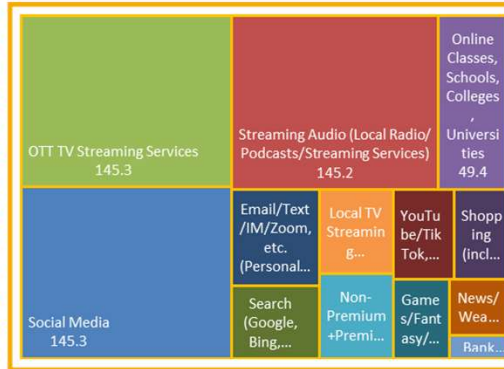
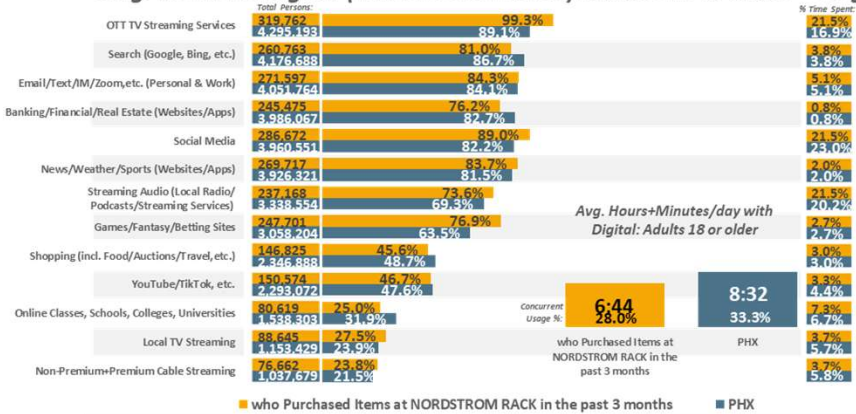




278,695 or 86.5% of Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months use Ad-Supported Social Media for an average of 141.2 minutes every day representing 28.4% of all time spent daily with Ad-Supported Digital Media.

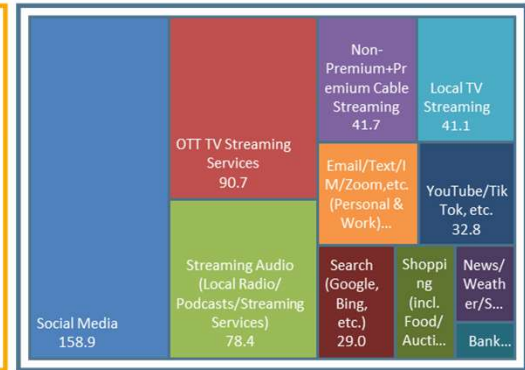
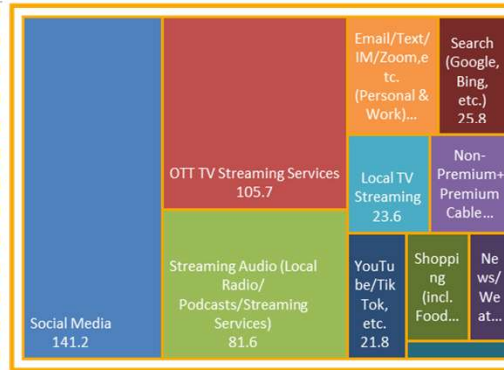
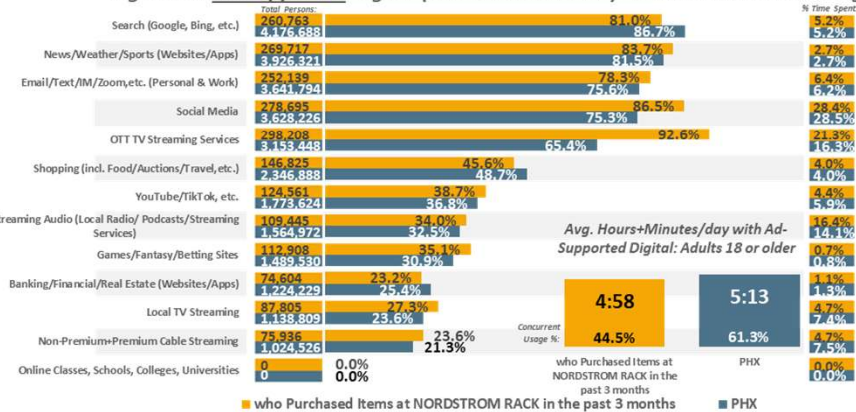
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

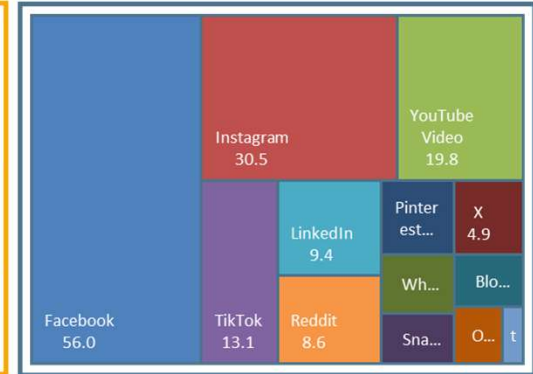
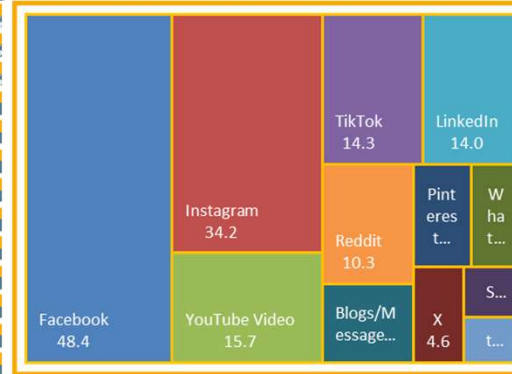
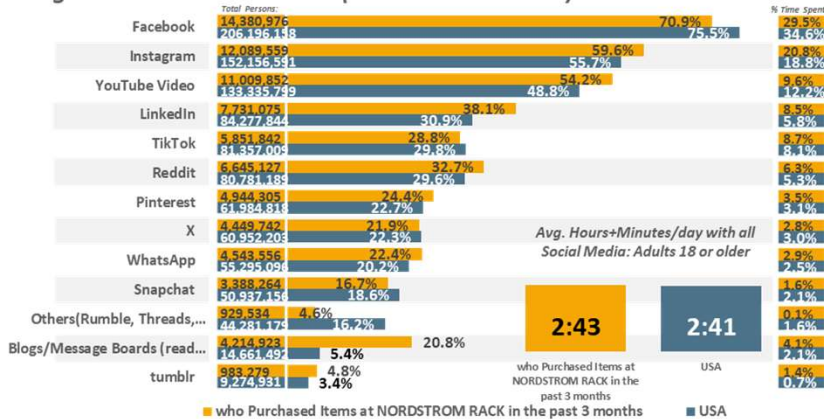
Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



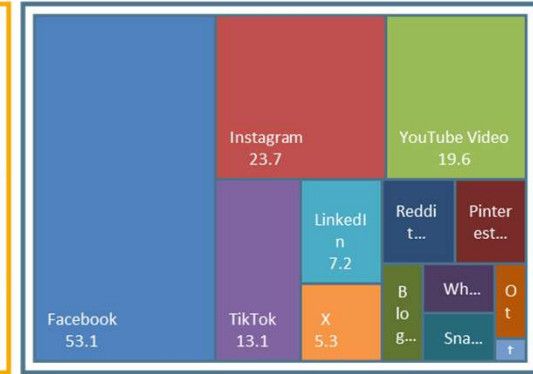
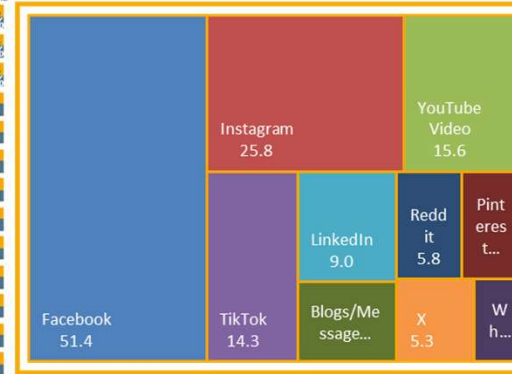
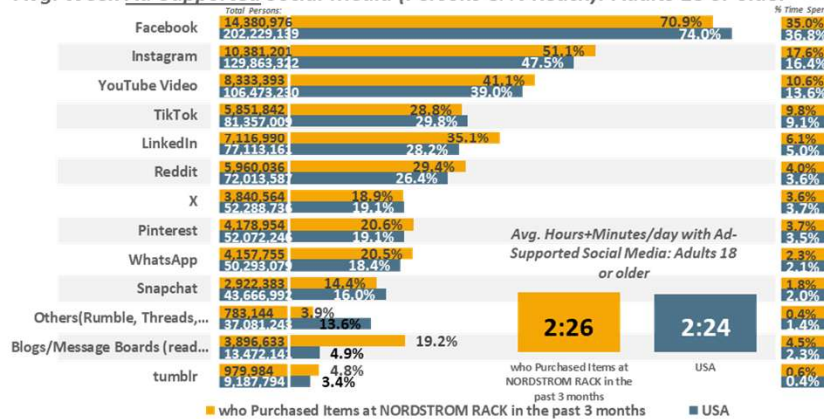


14,380,976 or 70.9% of Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months use Ad-Supported Facebook for an average of 51.4 minutes every day representing 35.0% of all time spent daily with Ad-Supported Social Media.

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



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



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

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

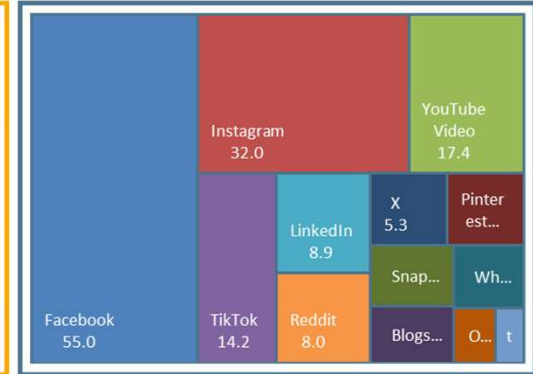
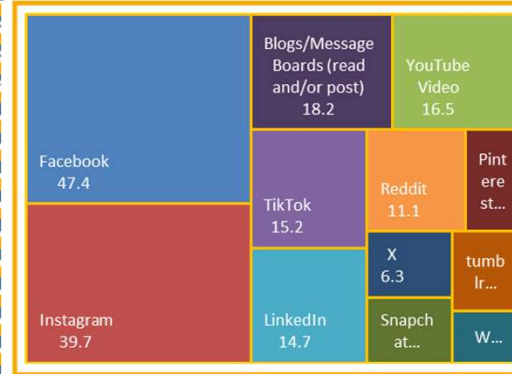
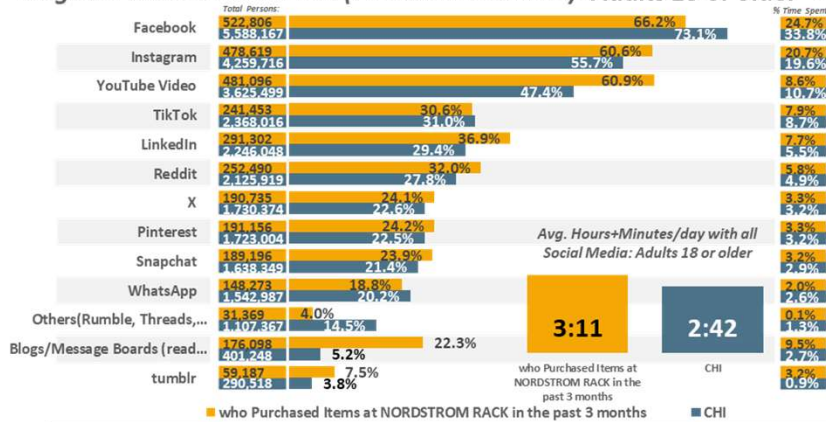
soefa.ai Share of Everything for Anything

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

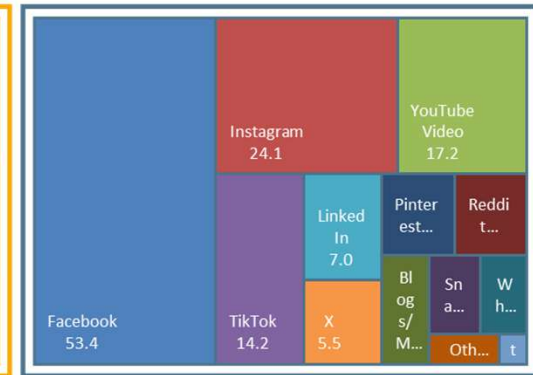
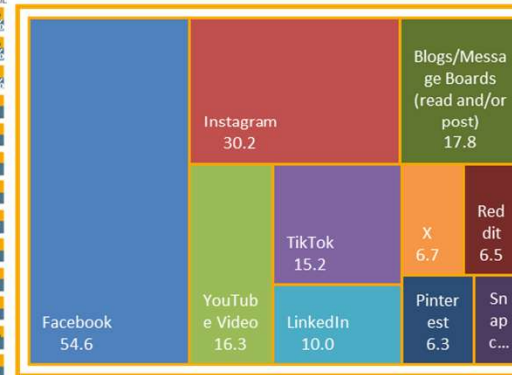
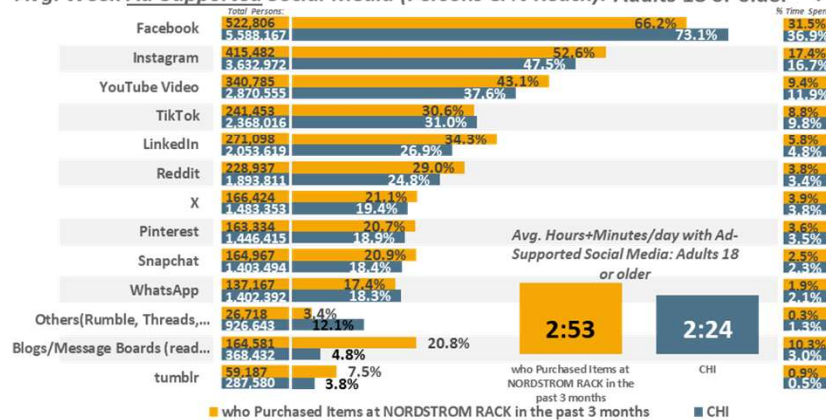


522,806 or 66.2% of Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months use Ad-Supported Facebook for an average of 54.6 minutes every day representing 31.5% of all time spent daily with Ad-Supported Social Media.

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**



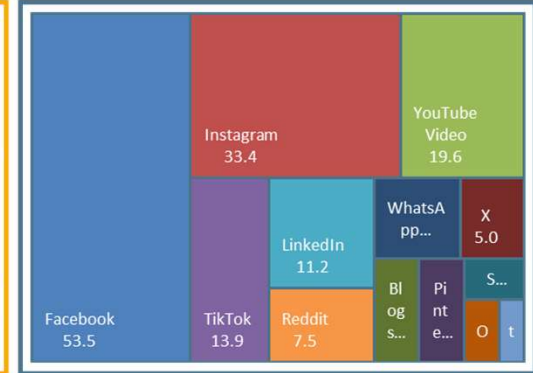
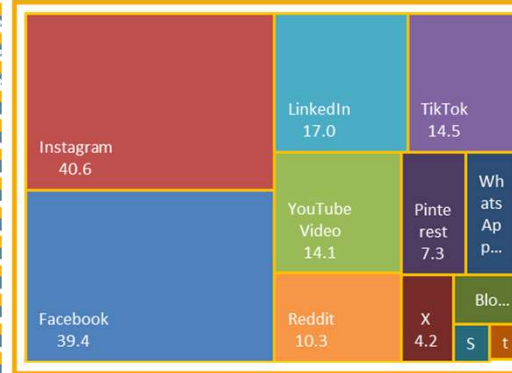
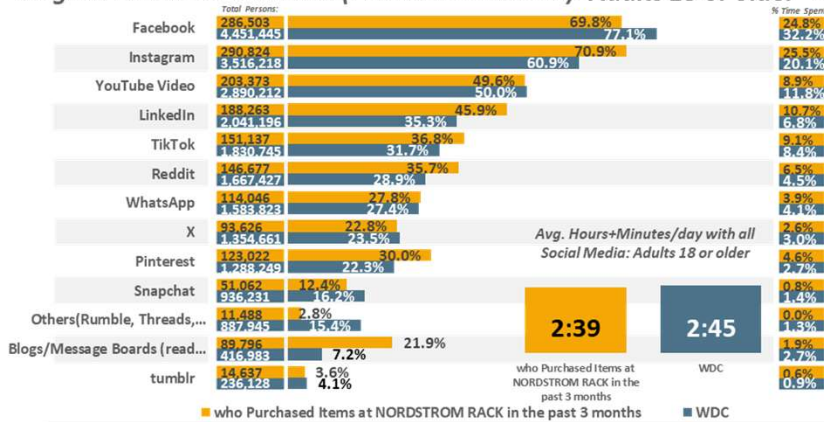
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



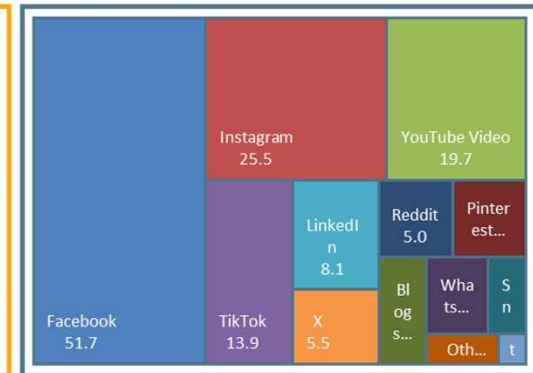
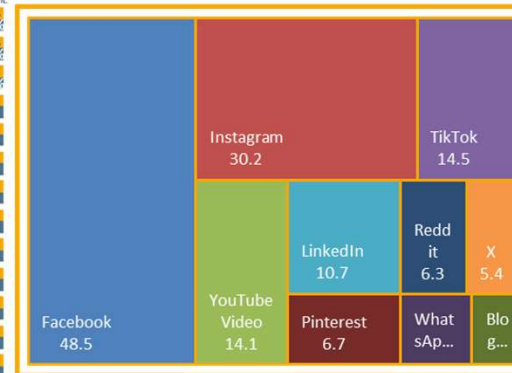
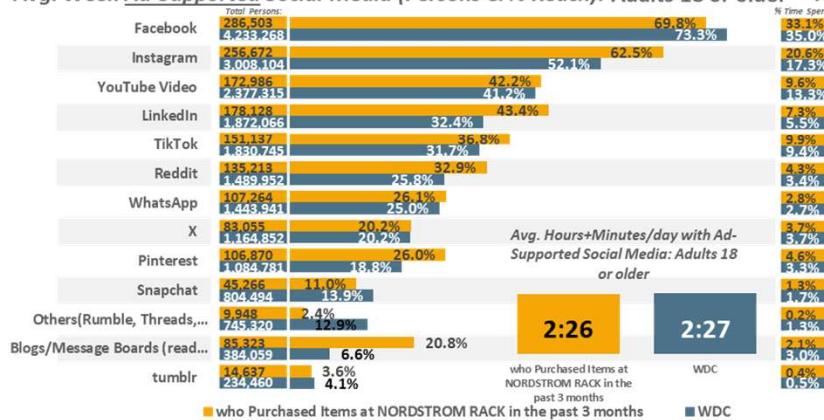


286,503 or 69.8% of Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months use Ad-Supported Facebook for an average of 48.5 minutes every day representing 33.1% of all time spent daily with Ad-Supported Social Media.

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



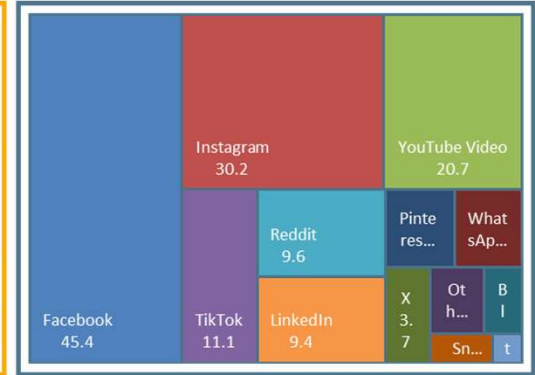
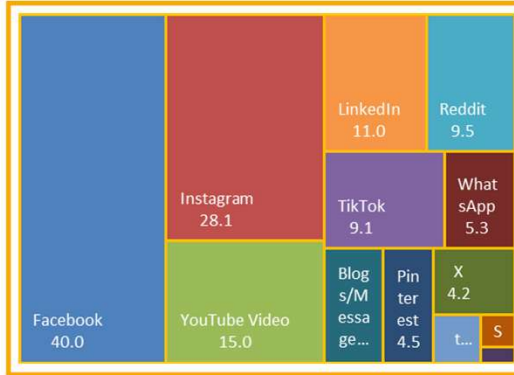
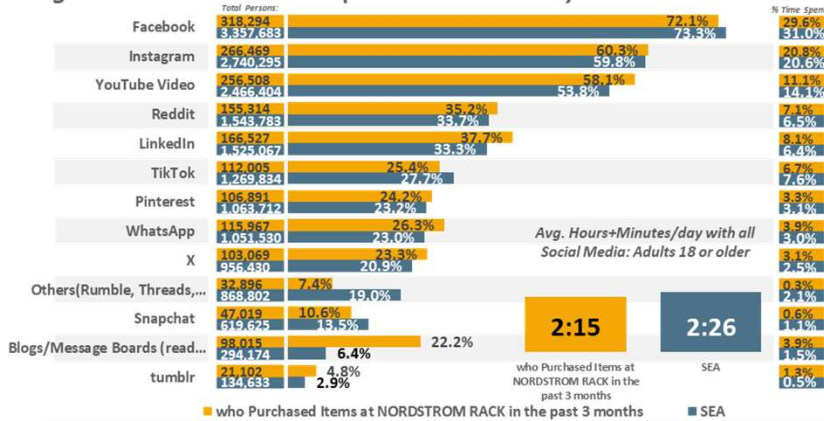
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



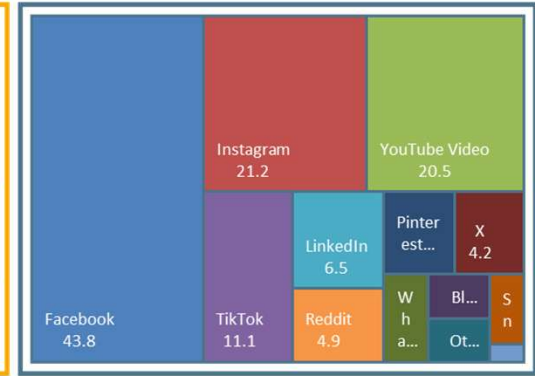
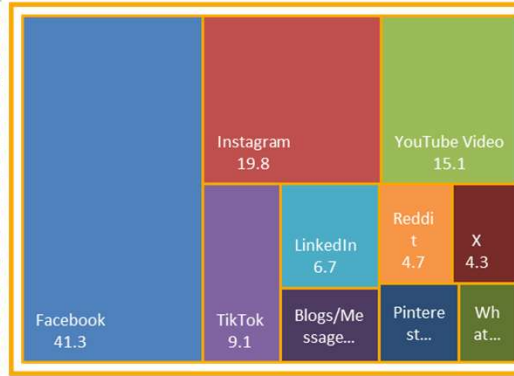
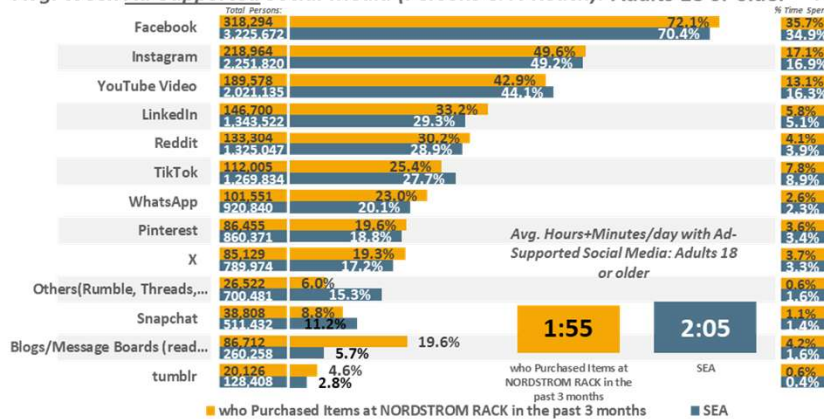


318,294 or 72.1% of Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months use Ad-Supported Facebook for an average of 41.3 minutes every day representing 35.7% of all time spent daily with Ad-Supported Social Media.

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



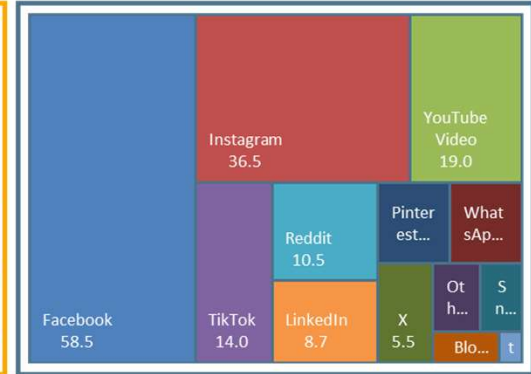
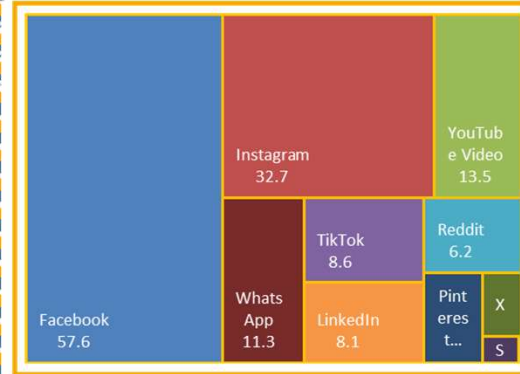
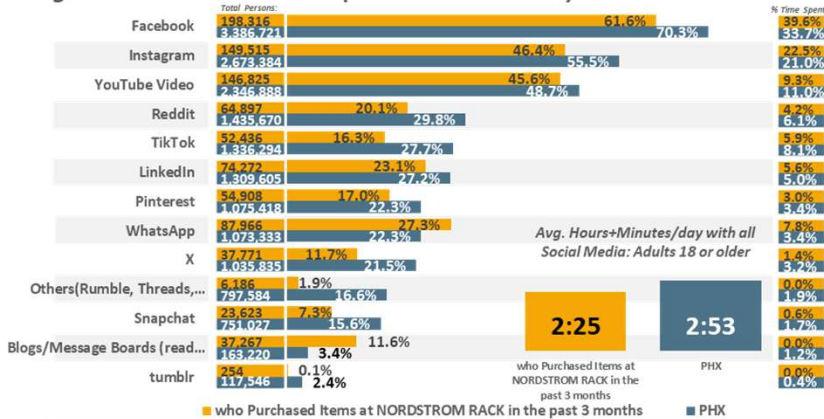
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



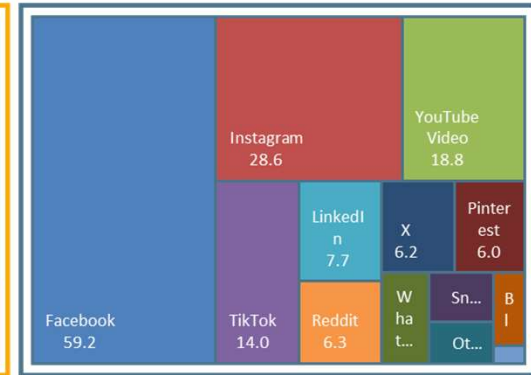
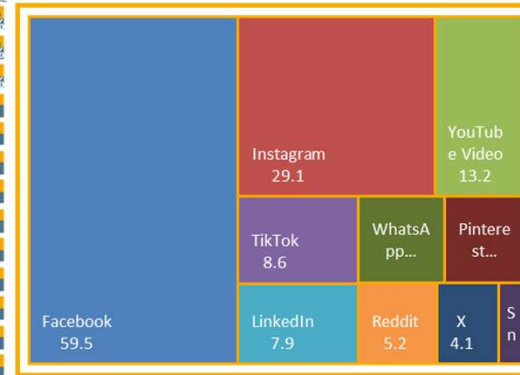
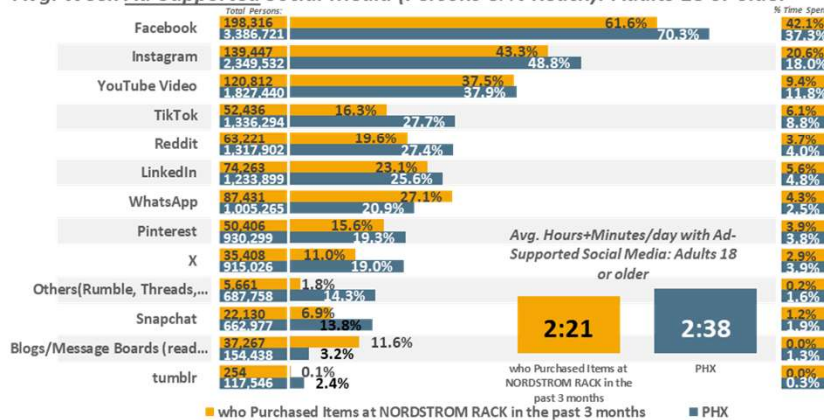


198,316 or 61.6% of Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months use Ad-Supported Facebook for an average of 59.5 minutes every day representing 42.1% of all time spent daily with Ad-Supported Social Media.

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

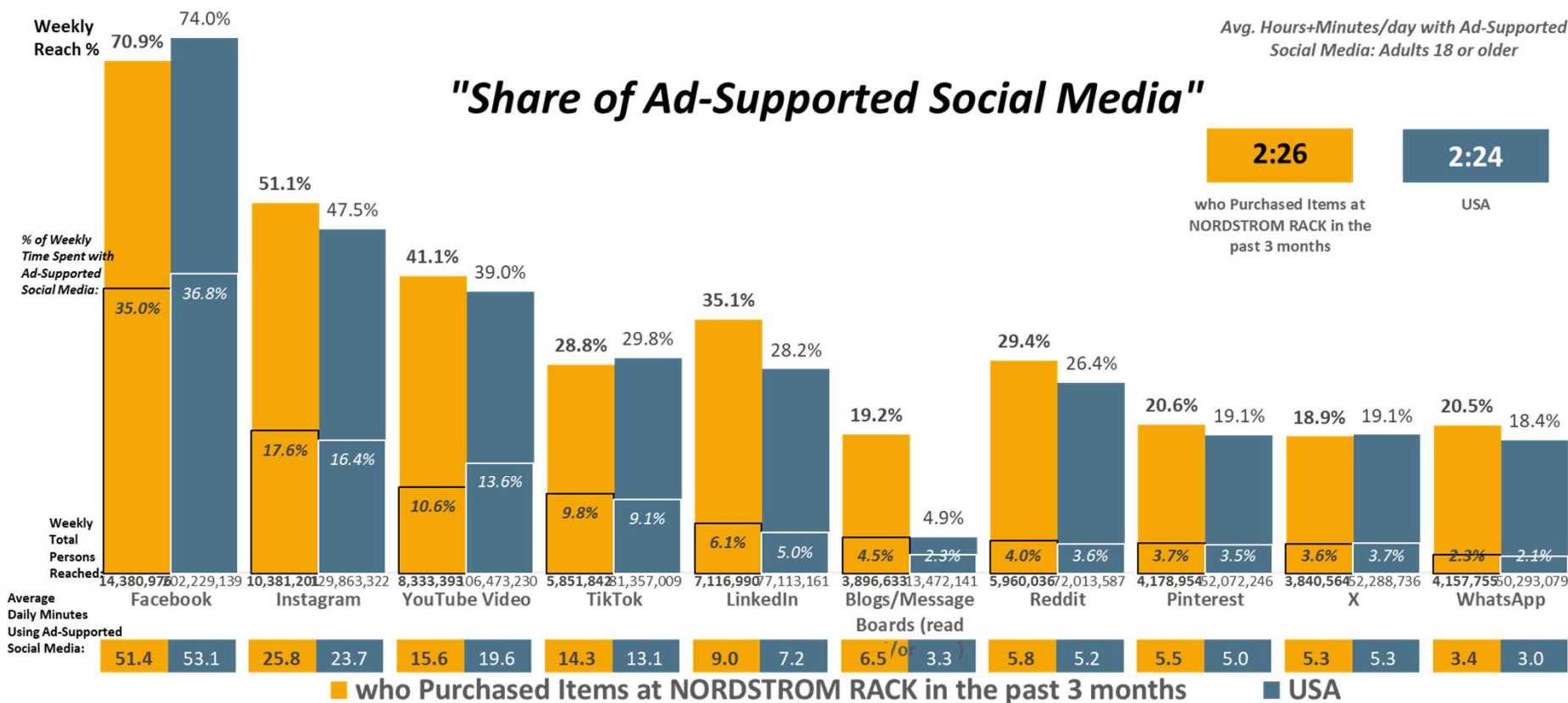


Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





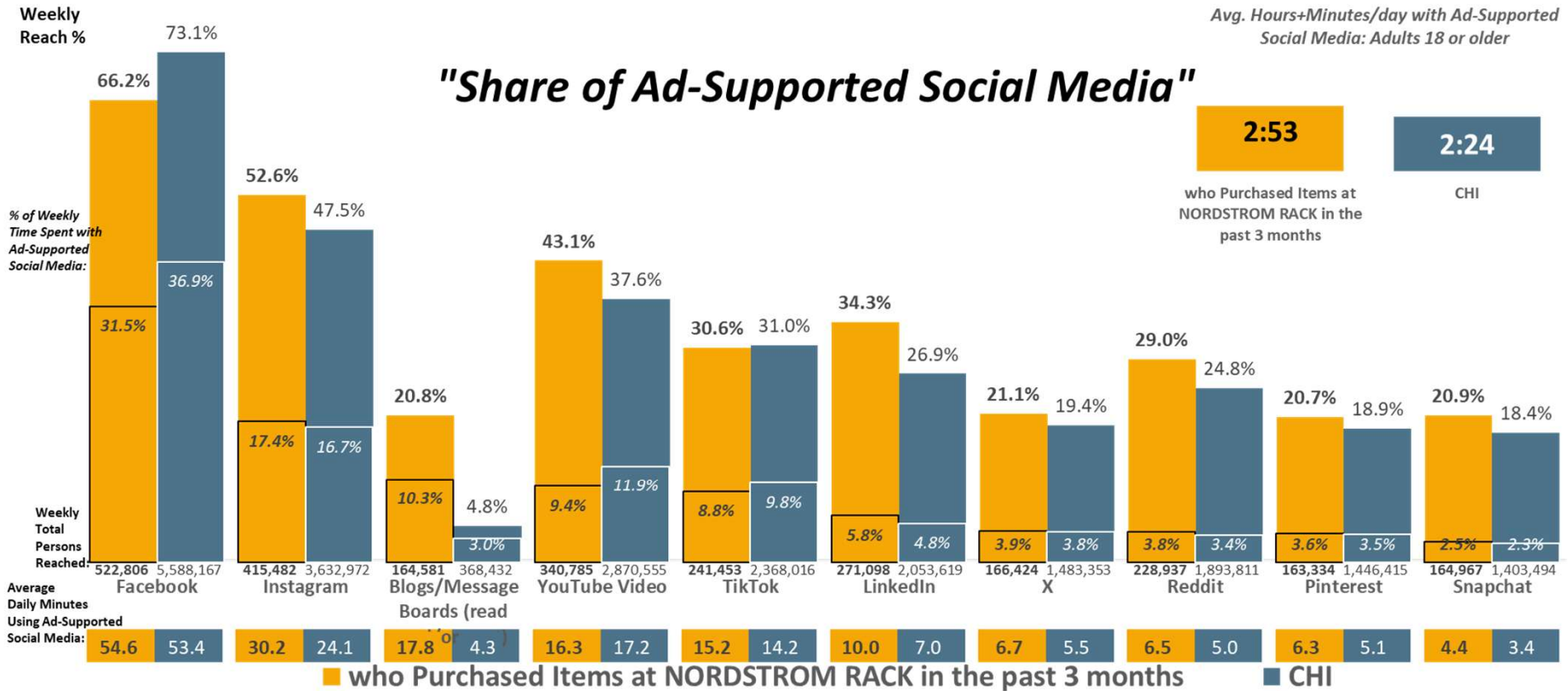
14,380,976 or 70.9% of Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months use Ad-Supported Facebook for an average of 51.4 minutes every day representing 35.0% of all time spent daily with Ad-Supported Social Media.





522,806 or 66.2% of Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months use Ad-Supported Facebook for an average of 54.6 minutes every day representing 31.5% of all time spent daily with Ad-Supported Social Media.

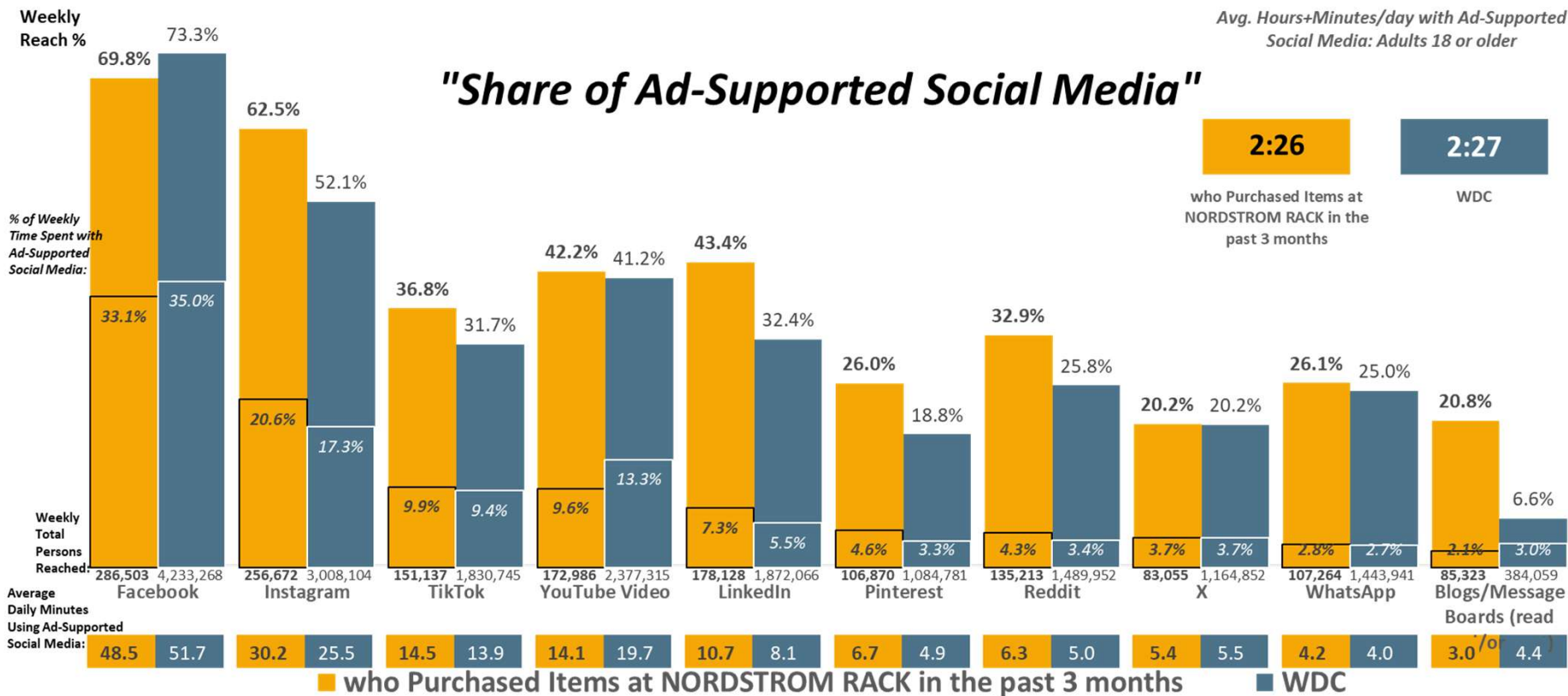
"Share of Ad-Supported Social Media"





286,503 or 69.8% of Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months use Ad-Supported Facebook for an average of 48.5 minutes every day representing 33.1% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 454 WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 5,703
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved

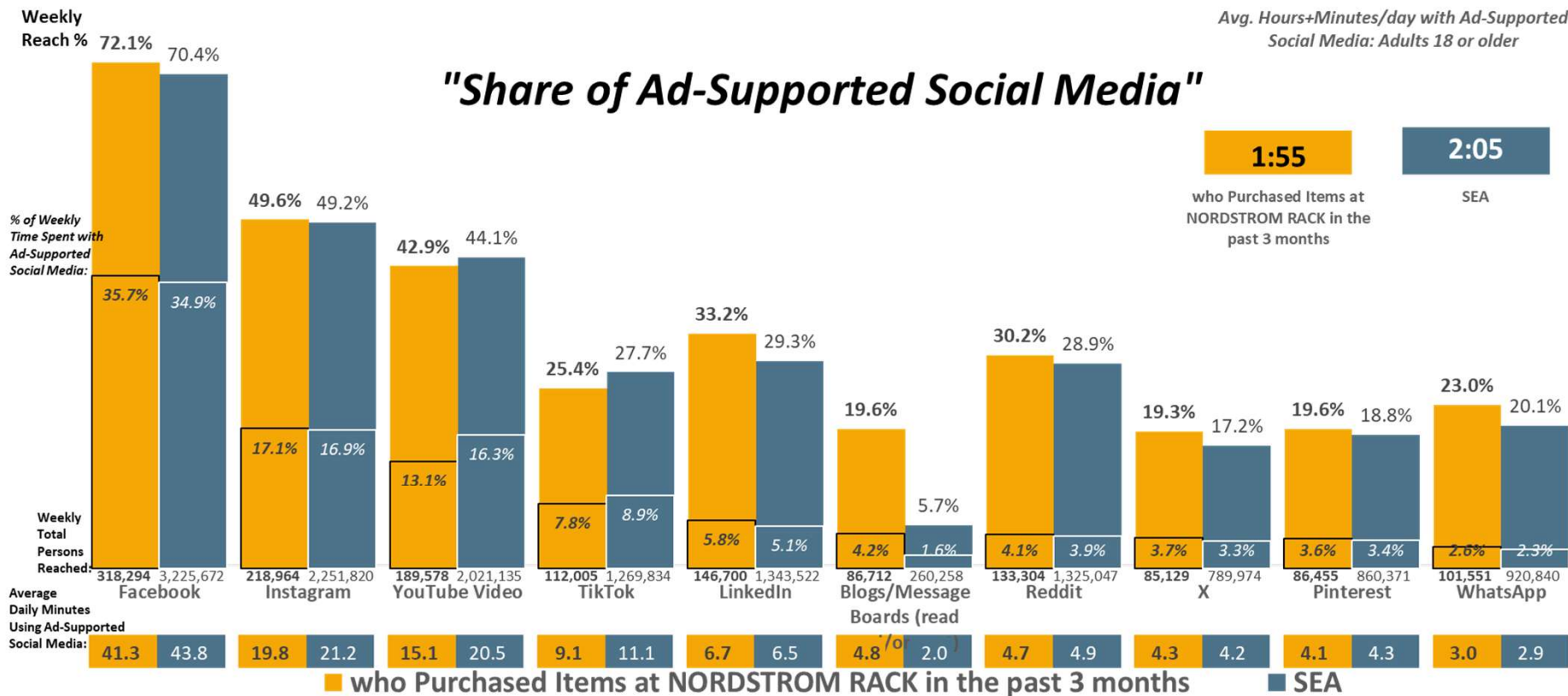
soefa.ai Share of Everything for Anything

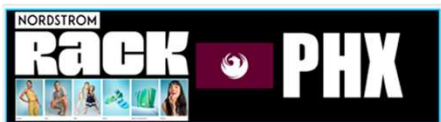
(Clothing stores bought past 3 months: Nordstrom Rack OR Major stores bought past 3 months: Nordstrom Rack OR Shoe stores bought past 3 months: Nordstrom Rack)



318,294 or 72.1% of Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months use Ad-Supported Facebook for an average of 41.3 minutes every day representing 35.7% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



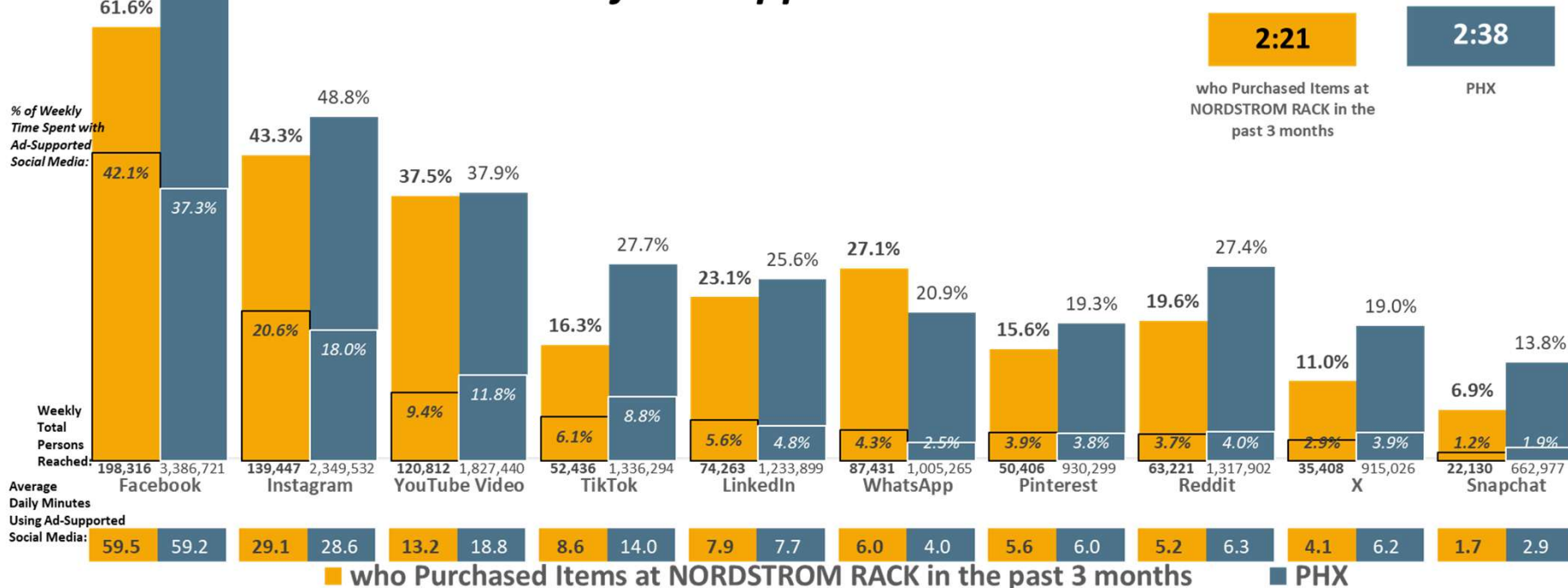


198,316 or 61.6% of Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months use Ad-Supported Facebook for an average of 59.5 minutes every day representing 42.1% of all time spent daily with Ad-Supported Social Media.

Weekly
Reach %

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

"Share of Ad-Supported Social Media"

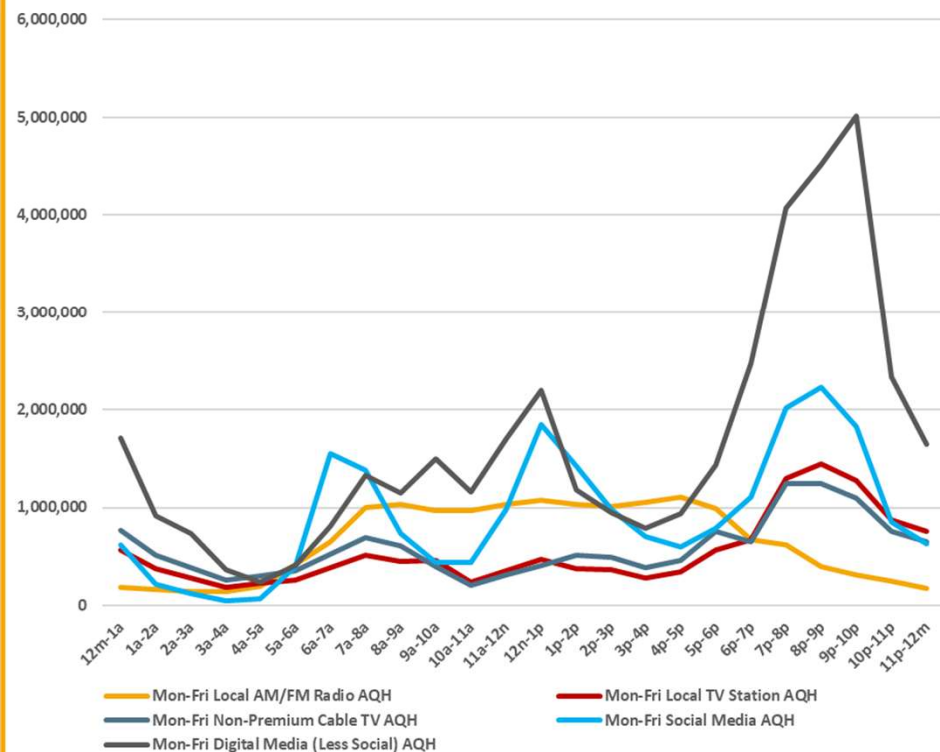


■ who Purchased Items at NORDSTROM RACK in the past 3 months ■ PHX

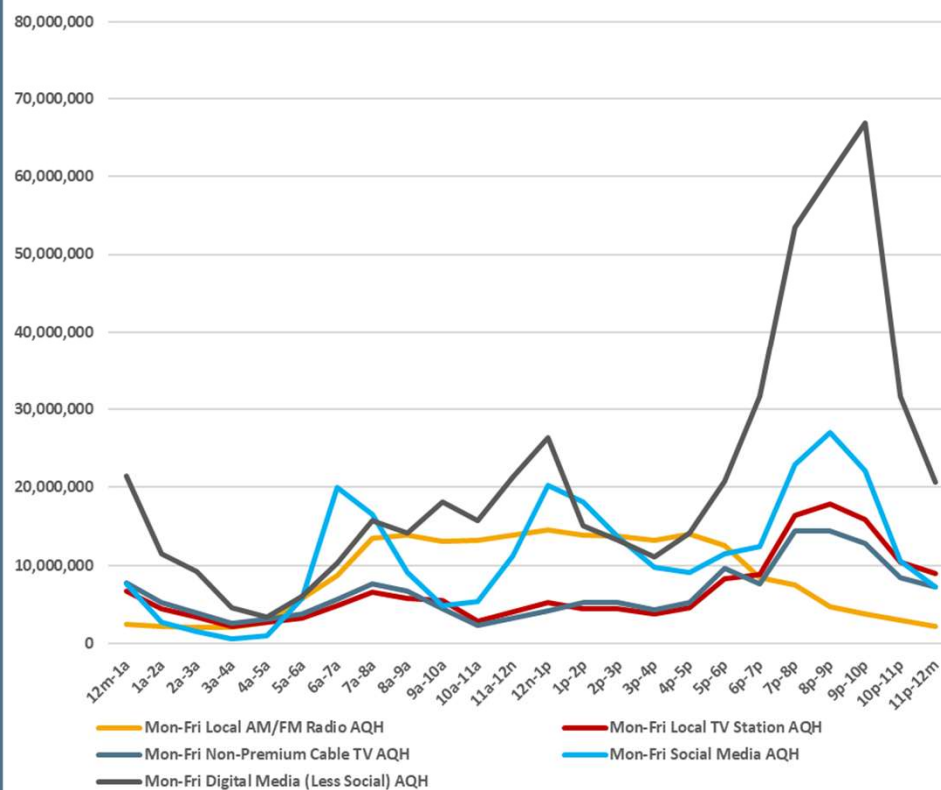


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 1,352,869; Social Media: 997,039; Local Radio: 968,164; Non-Prem. Cable: 492,452; Local TV: 422,339 reaching Adults 18 or older who Purchased Items at NORDSTROM RACK in t

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



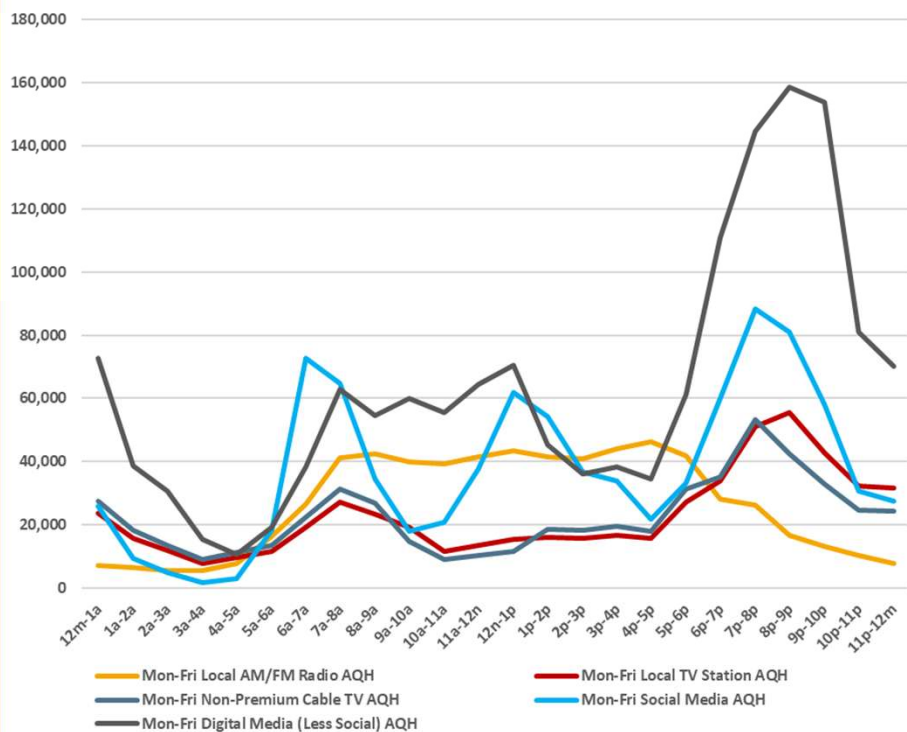
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA 210 DMA Area Adults 18 or older



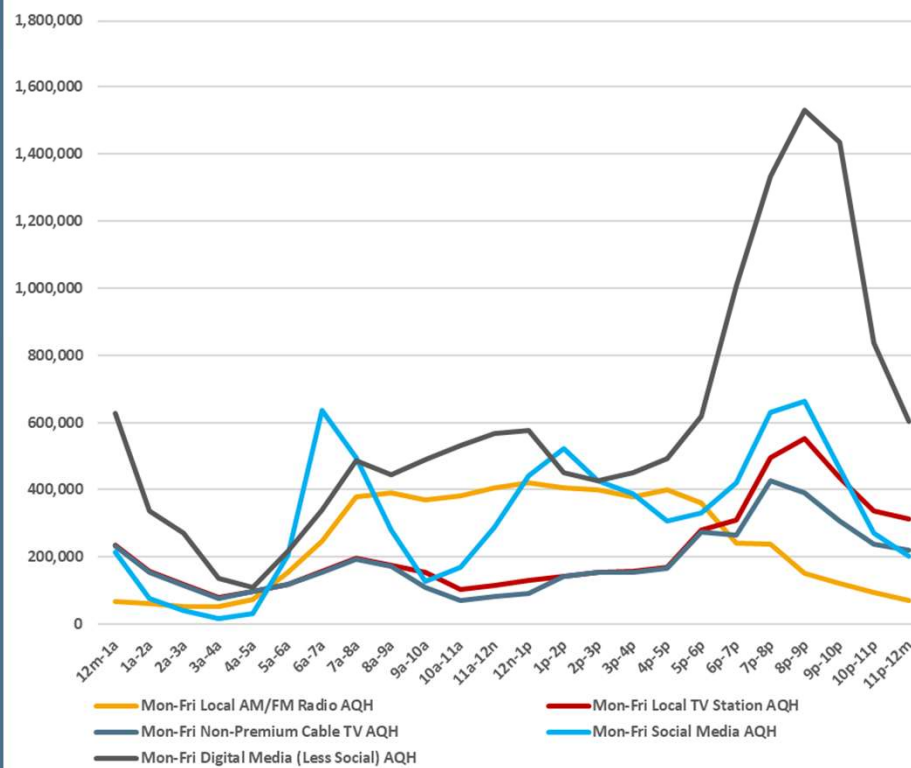


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 56,341; Social Media: 42,322; Local Radio: 39,809; Non-Prem. Cable: 20,630; Local TV: 19,639 reaching Adults 18 or older who Purchased Items at NORDSTROM RACK in the past

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



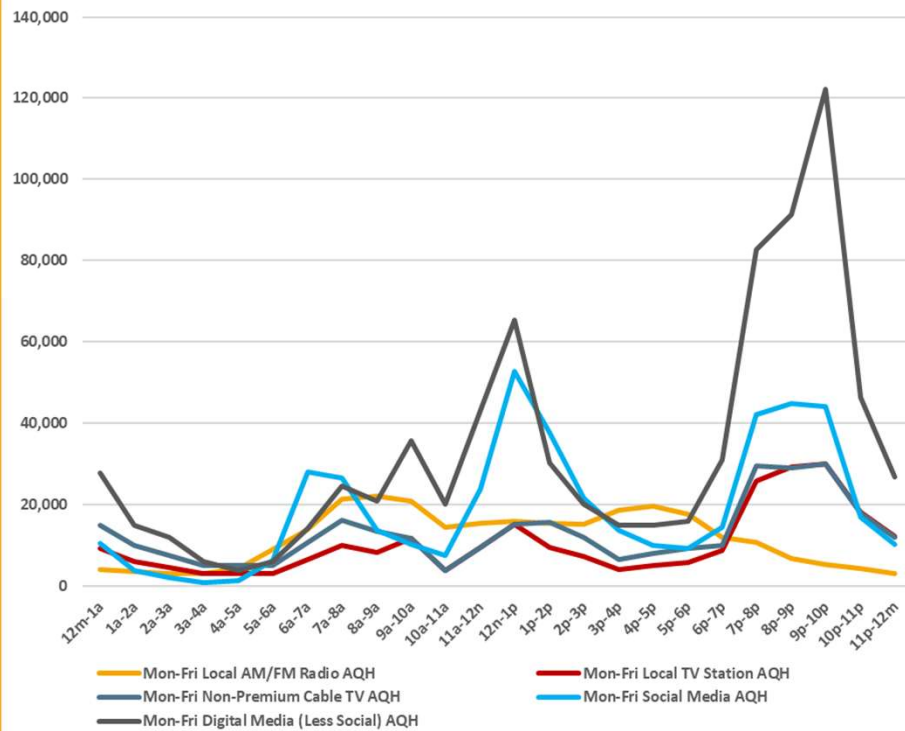
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
CHI Metro Area Adults 18 or older**



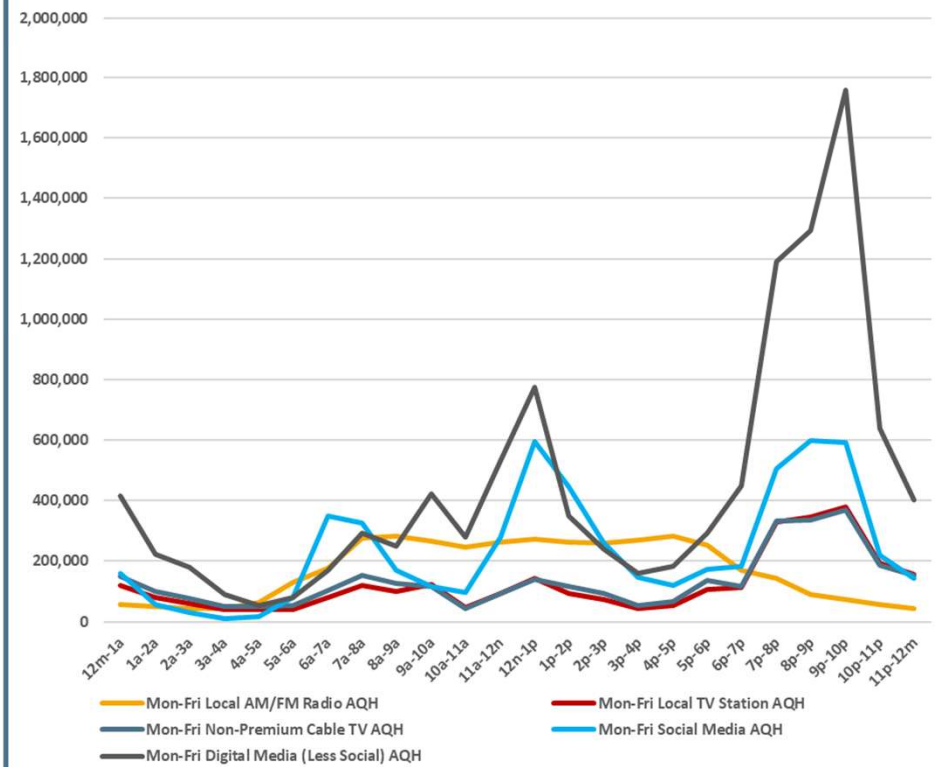


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 26,926; Social Media: 20,655; Local Radio: 17,013; Non-Prem. Cable: 10,821; Local TV: 8,035 reaching Adults 18 or older who Purchased Items at NORDSTROM RACK in the past

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



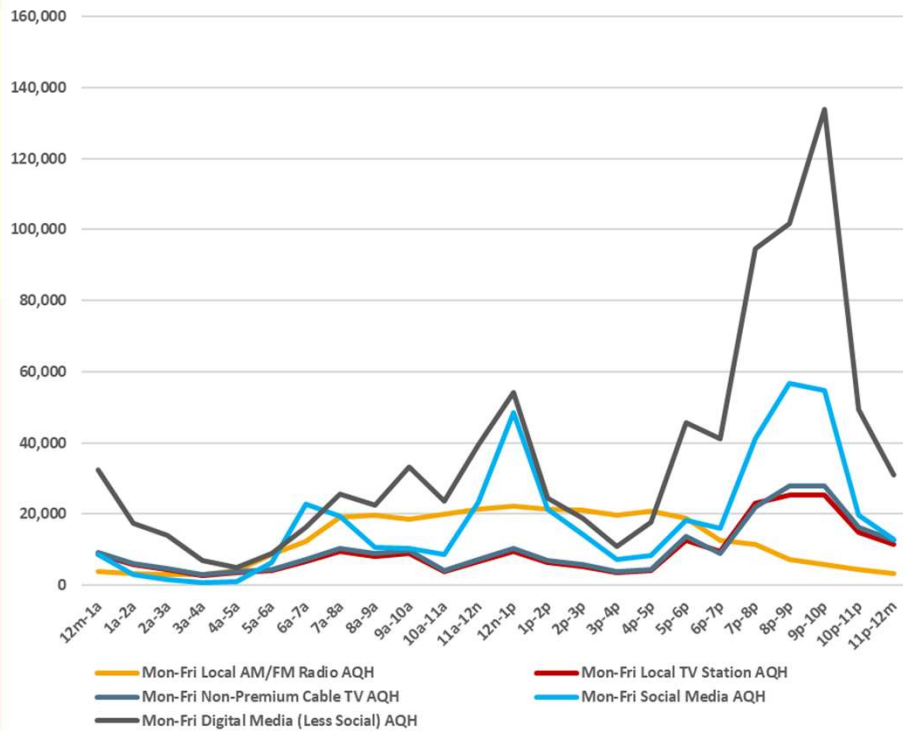
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
WDC Metro Area Adults 18 or older**



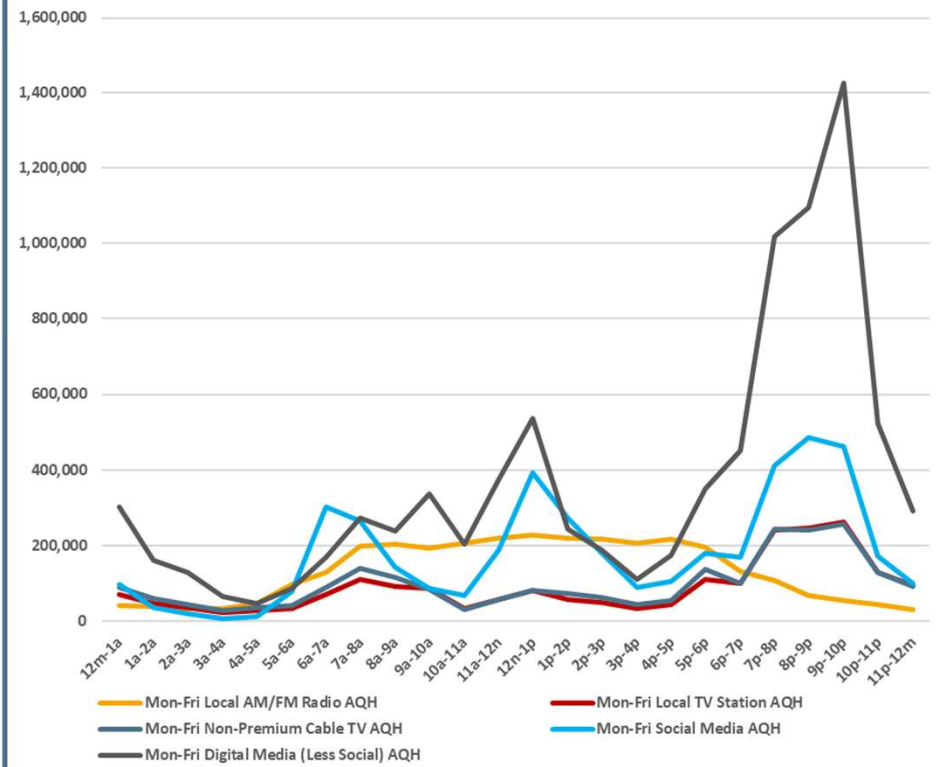


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 28,742; Local Radio: 19,070; Social Media: 17,658; Non-Prem. Cable: 7,832; Local TV: 7,294 reaching Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3

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



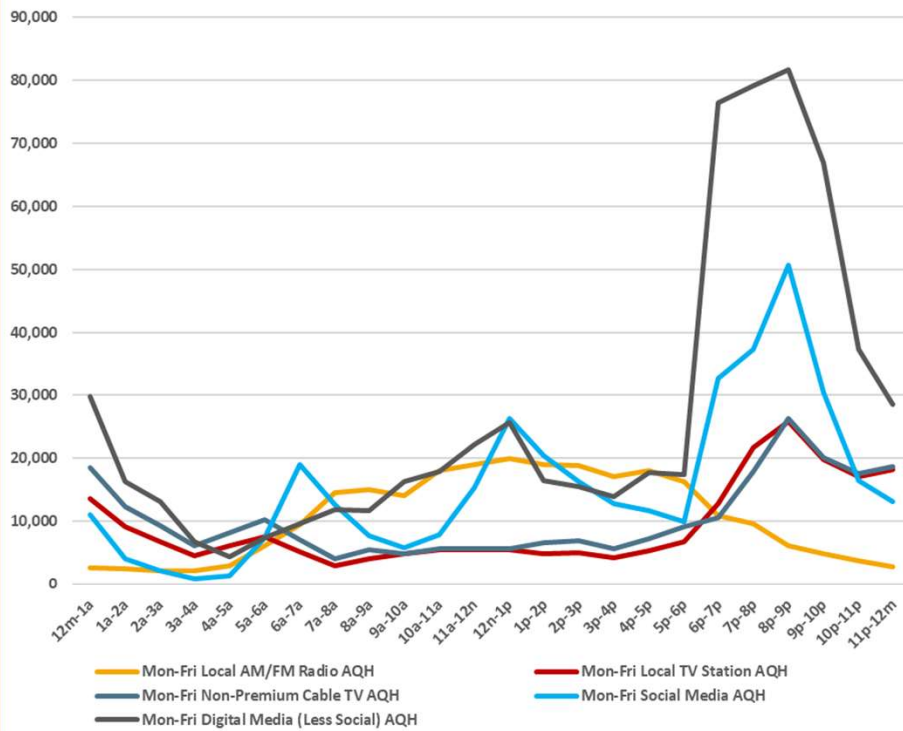
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
SEA Metro Area Adults 18 or older**



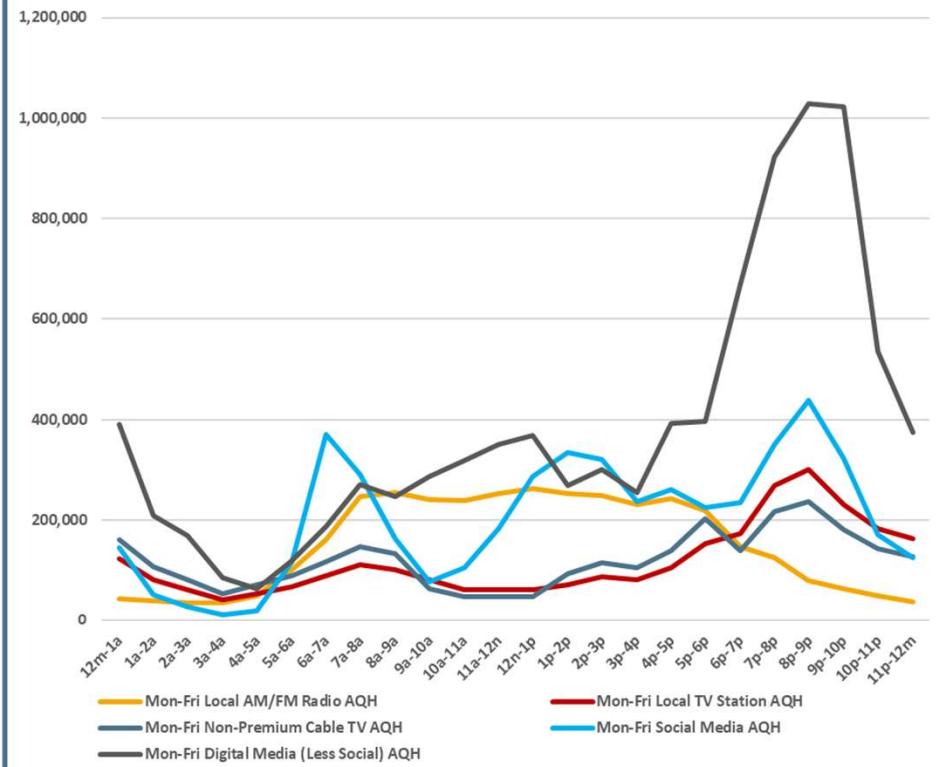


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 20,970;
Local Radio: 16,204; Social Media: 15,285; Non-Prem. Cable: 6,527; Local TV: 5,617
reaching Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3

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



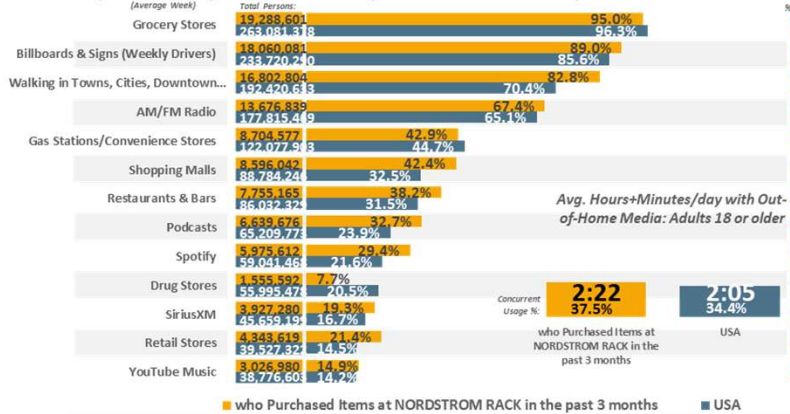
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
PHX Metro Area Adults 18 or older**



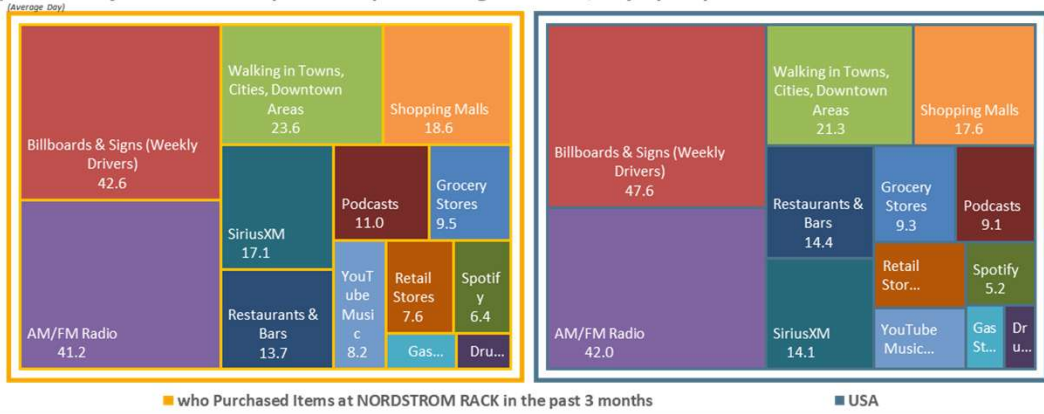


18,060,081 or 89.% of Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months spend an average of 42.6 minutes per day driving, seeing Billboards and Signs. 64.2% Listen to Local Radio Stations Out-of-Home for an average of 37. minut

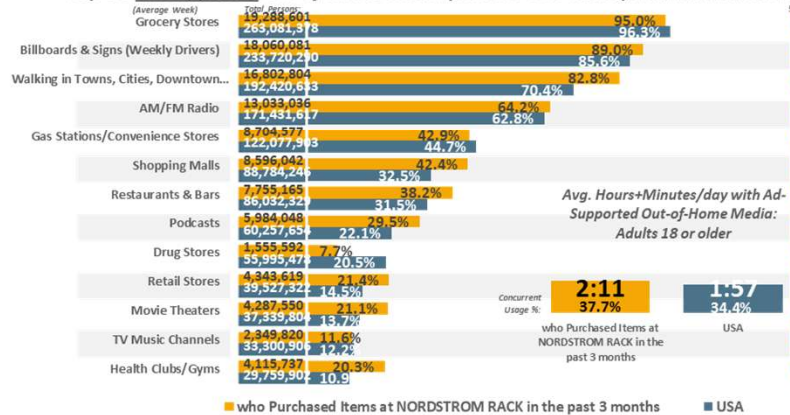
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



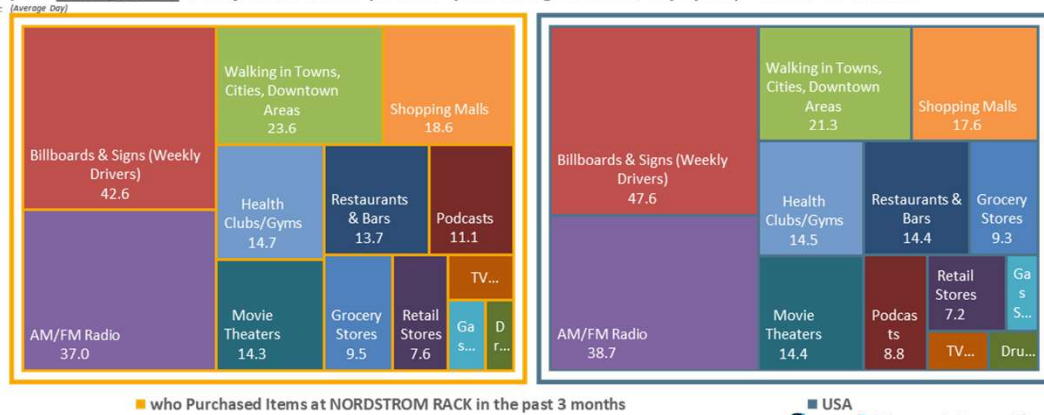
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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

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

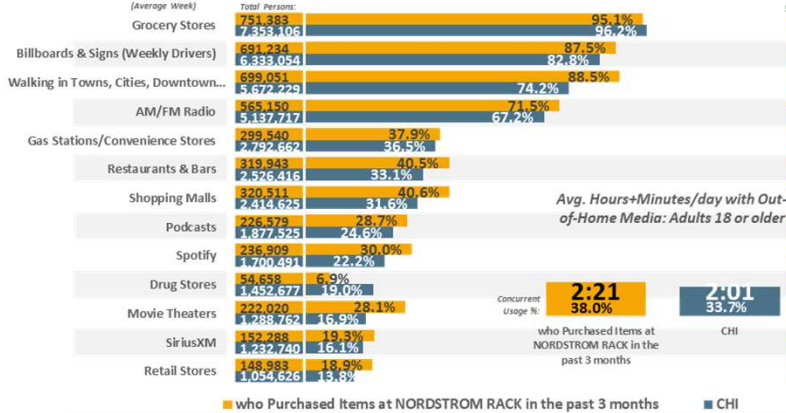
soefa.ai Share of Everything for Anything

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

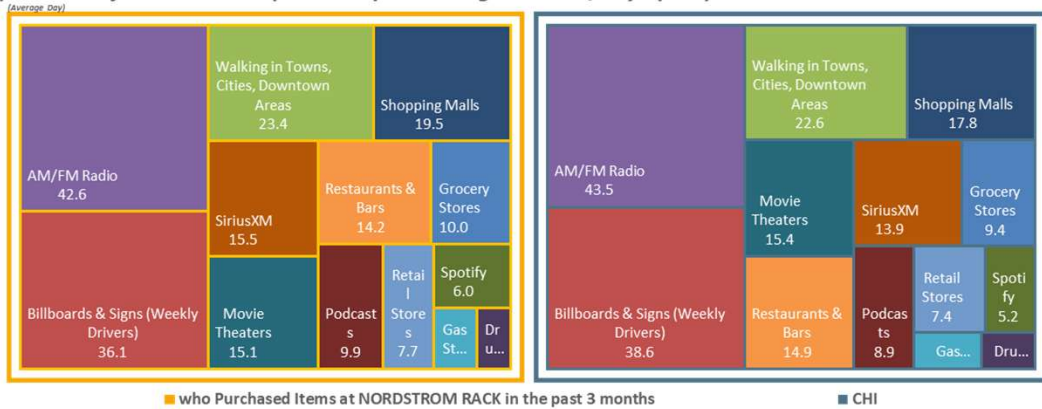


691,234 or 87.5% of Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months spend an average of 36.1 minutes per day driving, seeing Billboards and Signs. 67.9% Listen to Local Radio Stations Out-of-Home for an average of 39. minutes

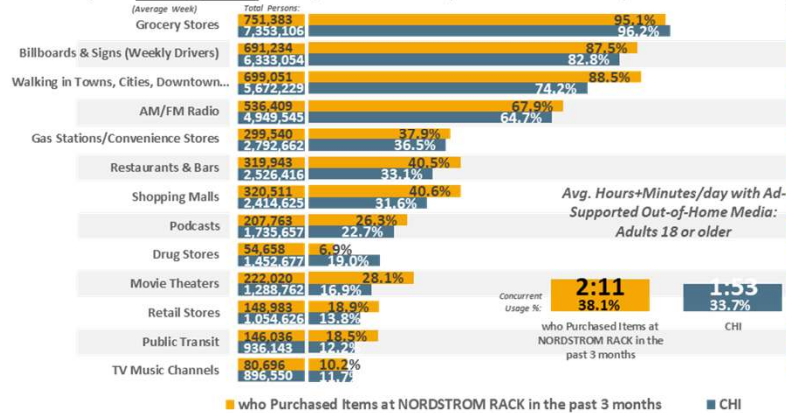
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



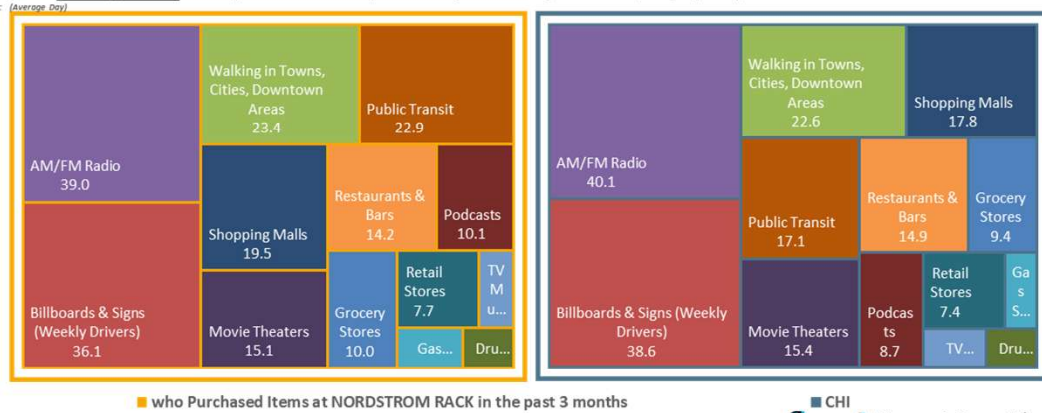
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 423
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

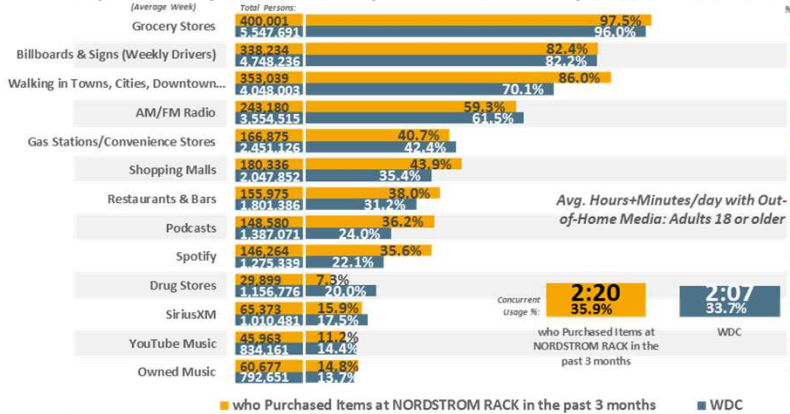
soefa.ai Share of Everything for Anything

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

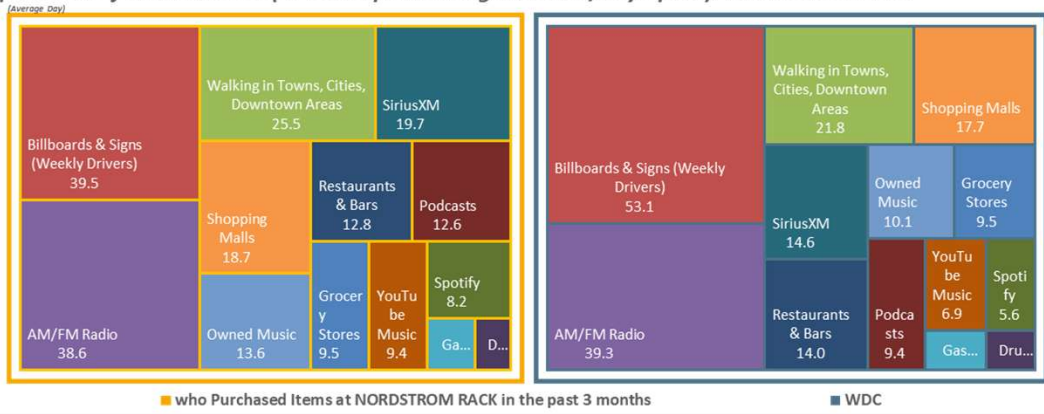


338,234 or 82.4% of Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months spend an average of 39.5 minutes per day driving, seeing Billboards and Signs. 56.6% Listen to Local Radio Stations Out-of-Home for an average of 35.1 minute

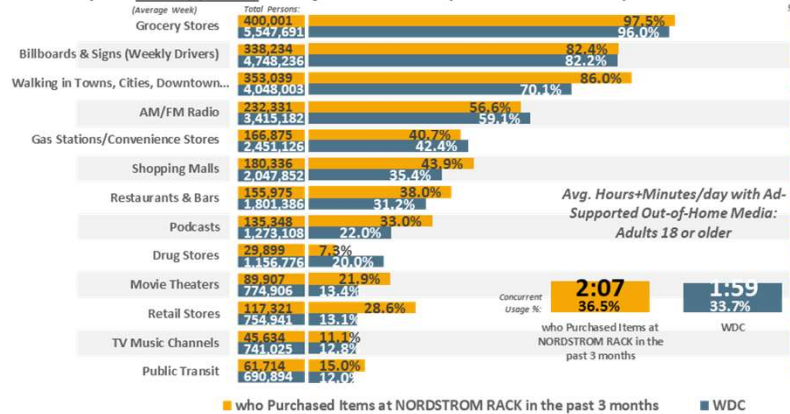
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



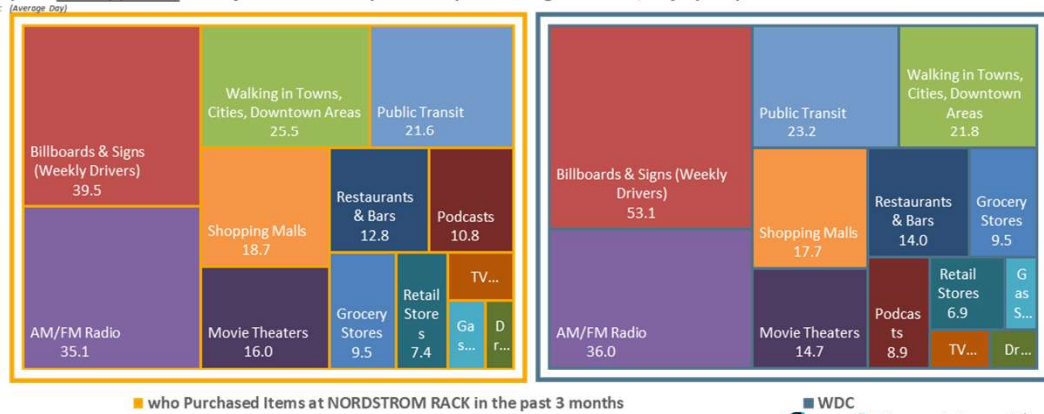
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 454
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

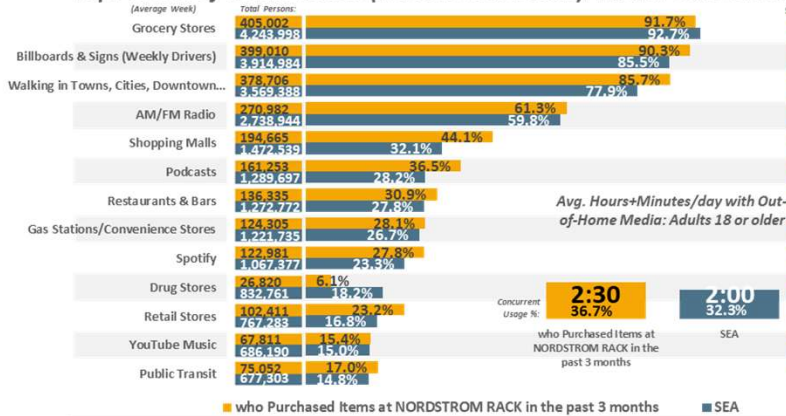
soefa.ai Share of Everything for Anything

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

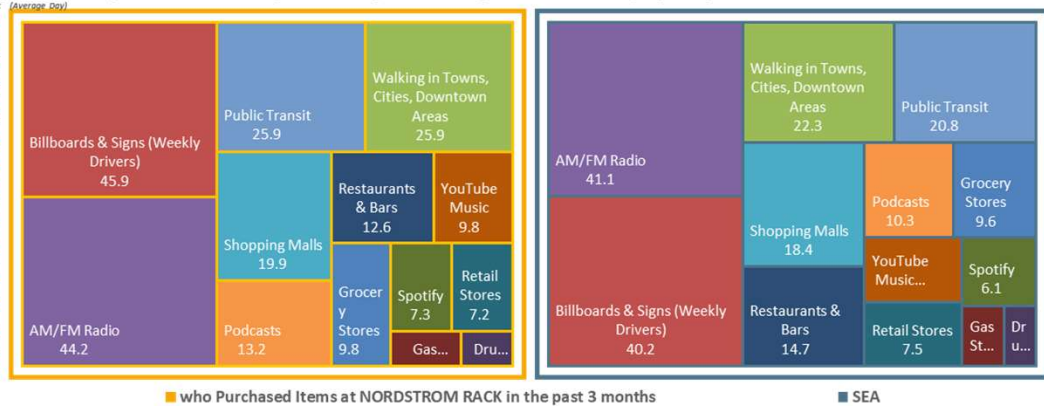


399,010 or 90.3% of Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months spend an average of 45.9 minutes per day driving, seeing Billboards and Signs. 58.% Listen to Local Radio Stations Out-of-Home for an average of 37.2 minutes

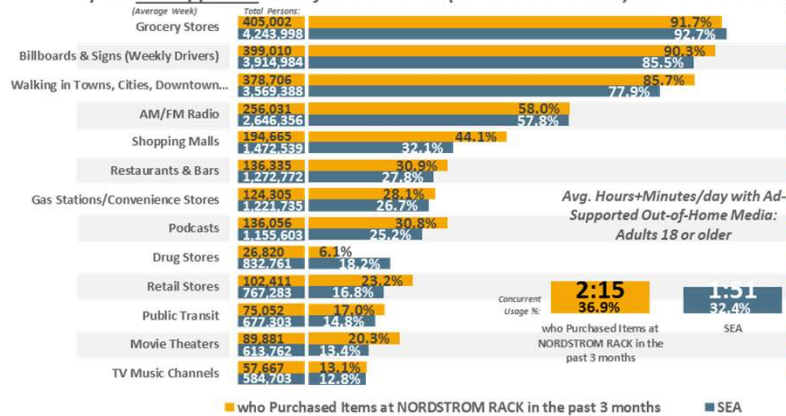
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



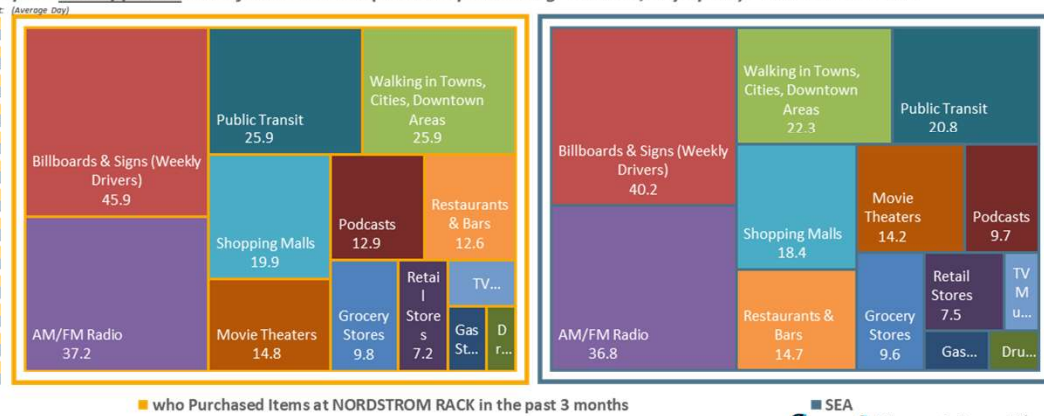
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 432
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

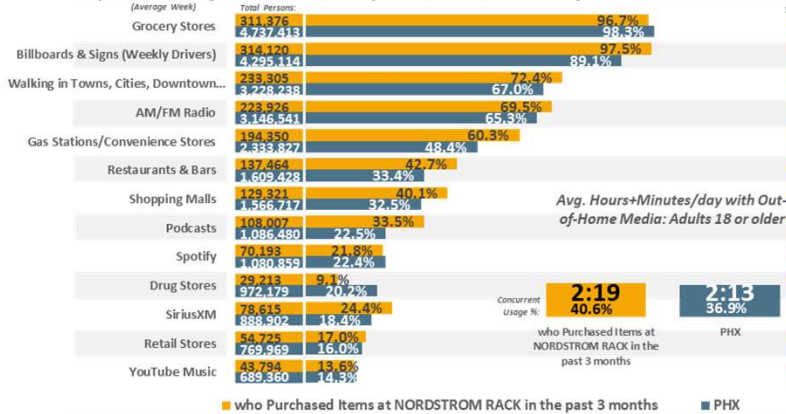
soefa.ai Share of Everything for Anything

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

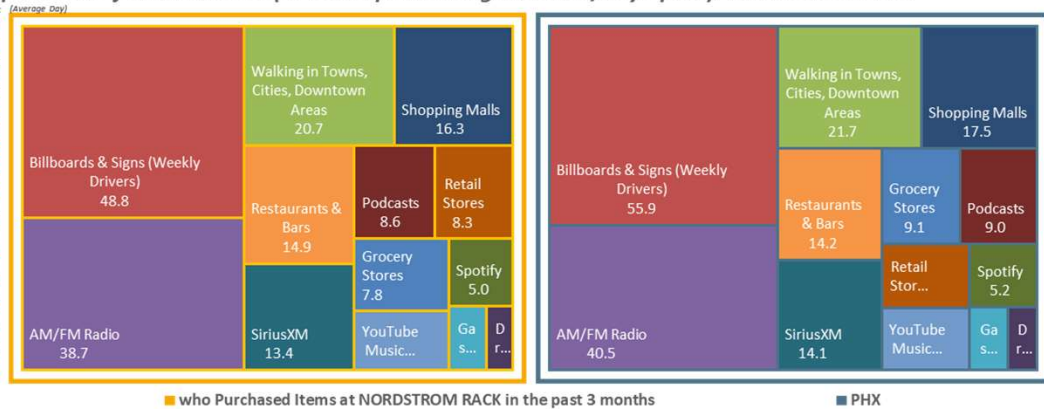


314,120 or 97.5% of Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months spend an average of 48.8 minutes per day driving, seeing Billboards and Signs. 66.5% Listen to Local Radio Stations Out-of-Home for an average of 36.1 minute

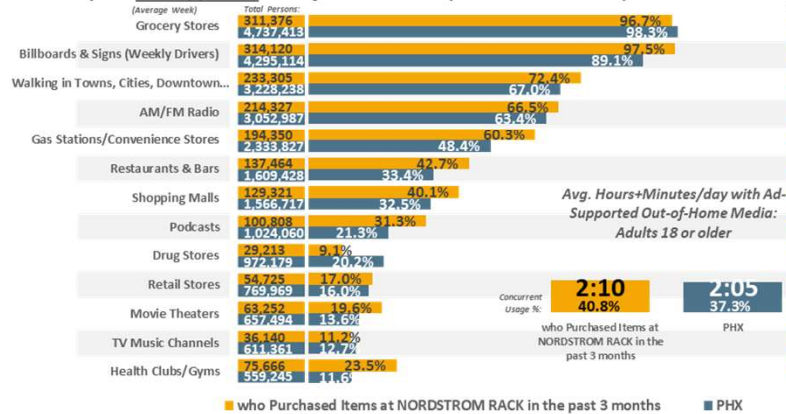
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



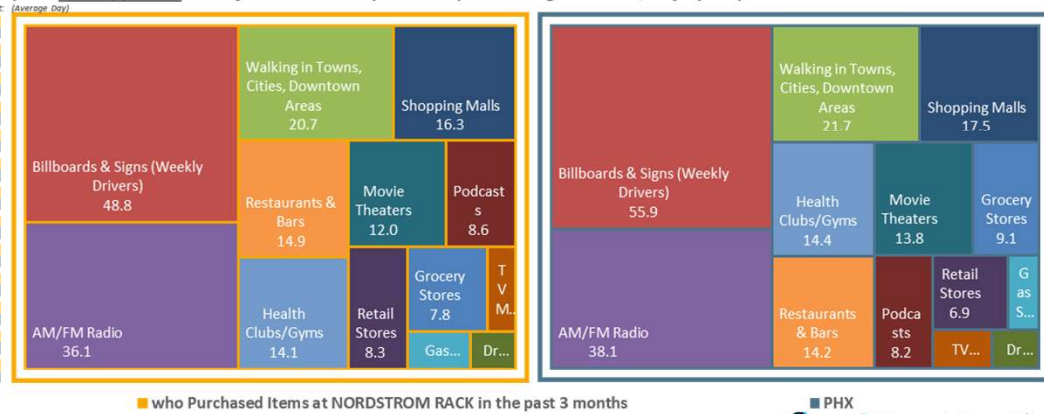
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 164
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

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

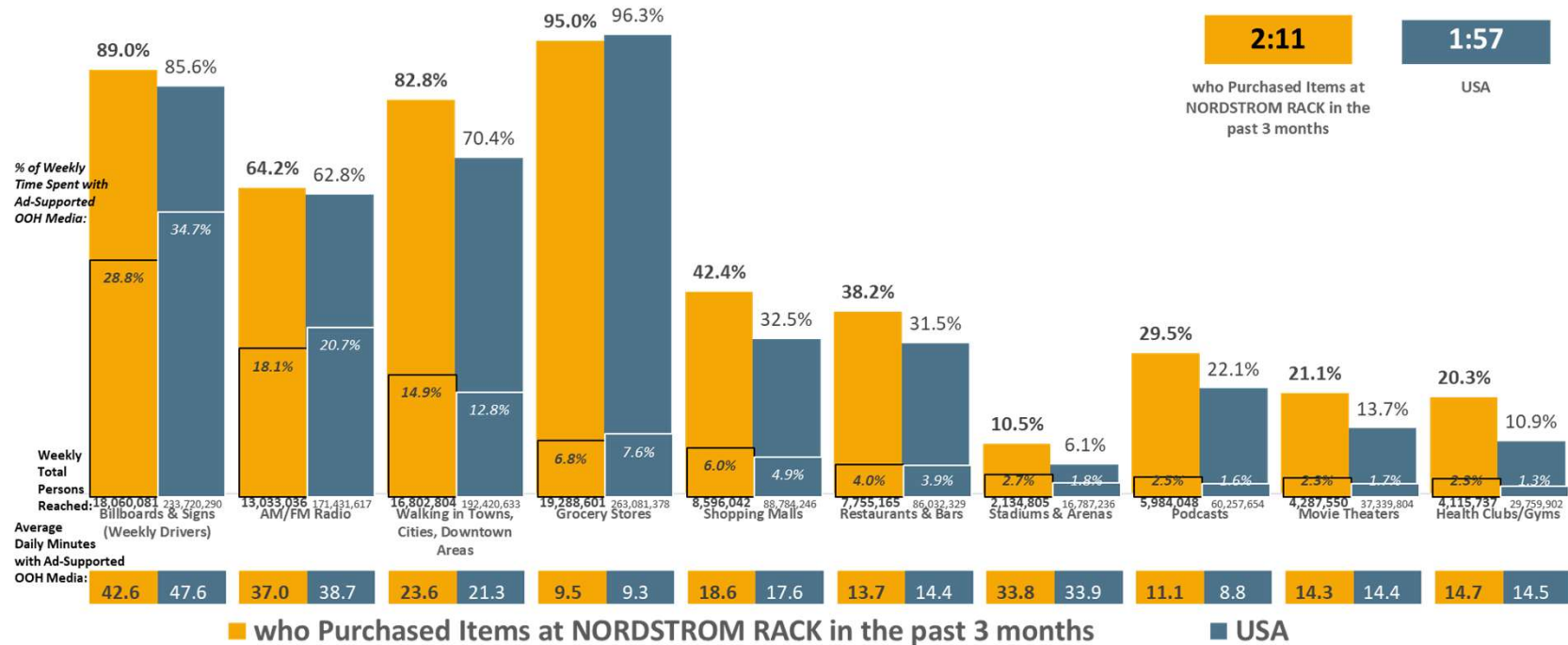


18,060,081 or 89.0% of Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months spend an average of 42.6 minutes per day driving, seeing Billboards and Signs representing 28.8% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



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

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

soefa.ai Share of Everything for Anything

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

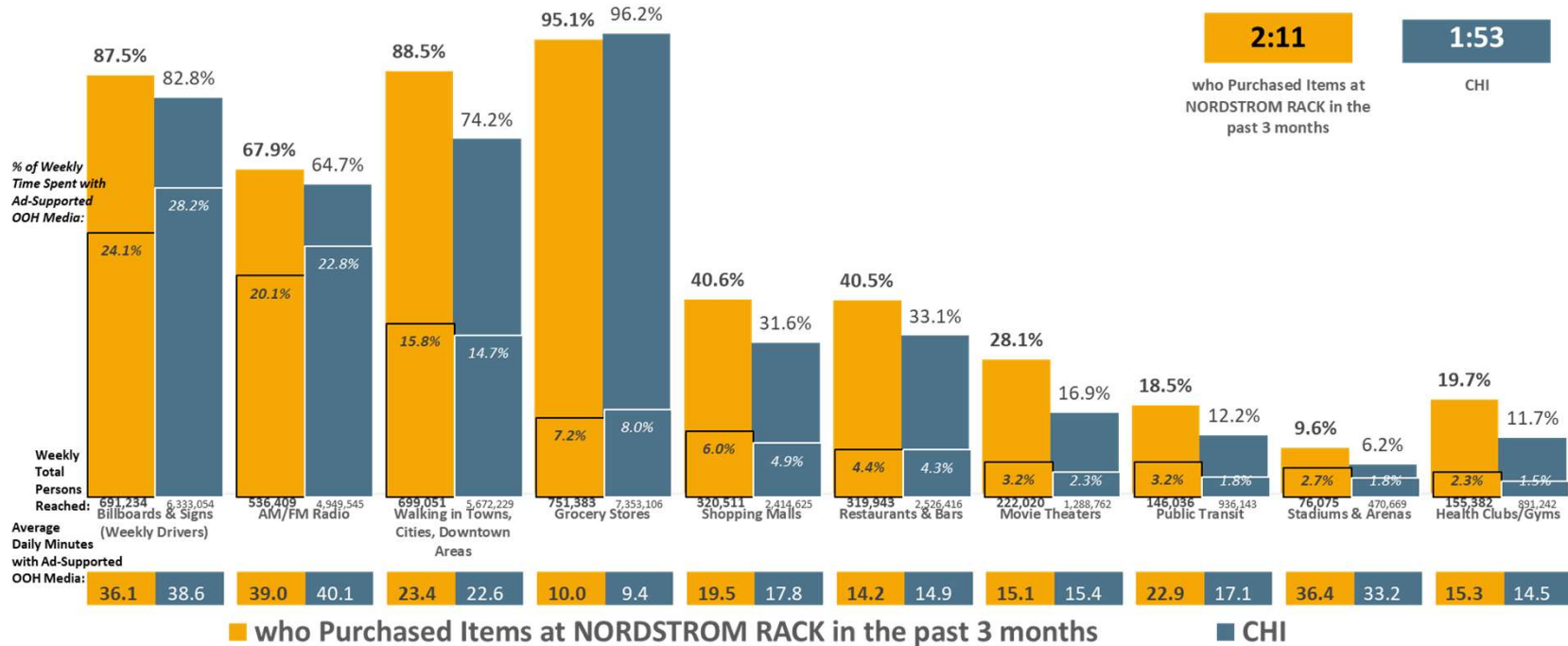


691,234 or 87.5% of Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months spend an average of 36.1 minutes per day driving, seeing Billboards and Signs representing 24.1% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 423
 All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

soefa.ai Share of Everything for Anything

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

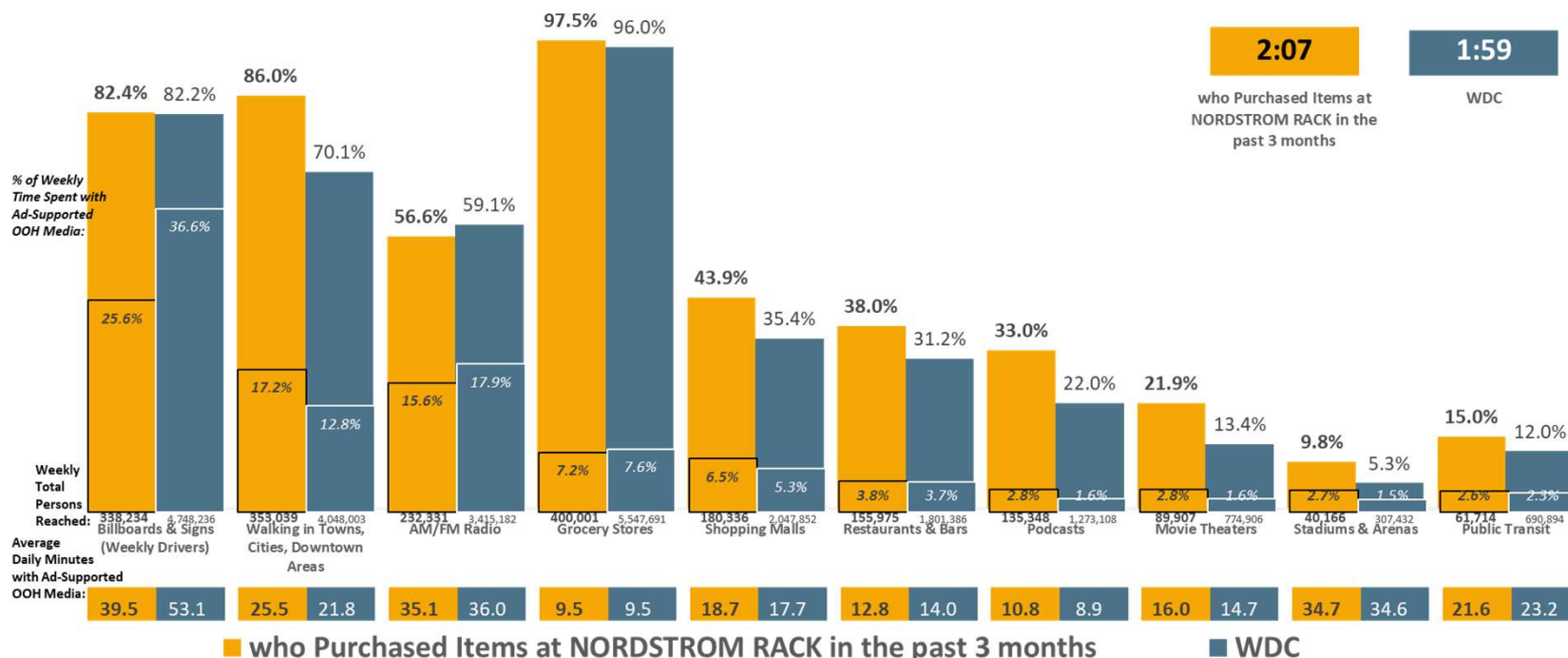


338,234 or 82.4% of Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months spend an average of 39.5 minutes per day driving, seeing Billboards and Signs representing 25.6% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 454 WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 5,703
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

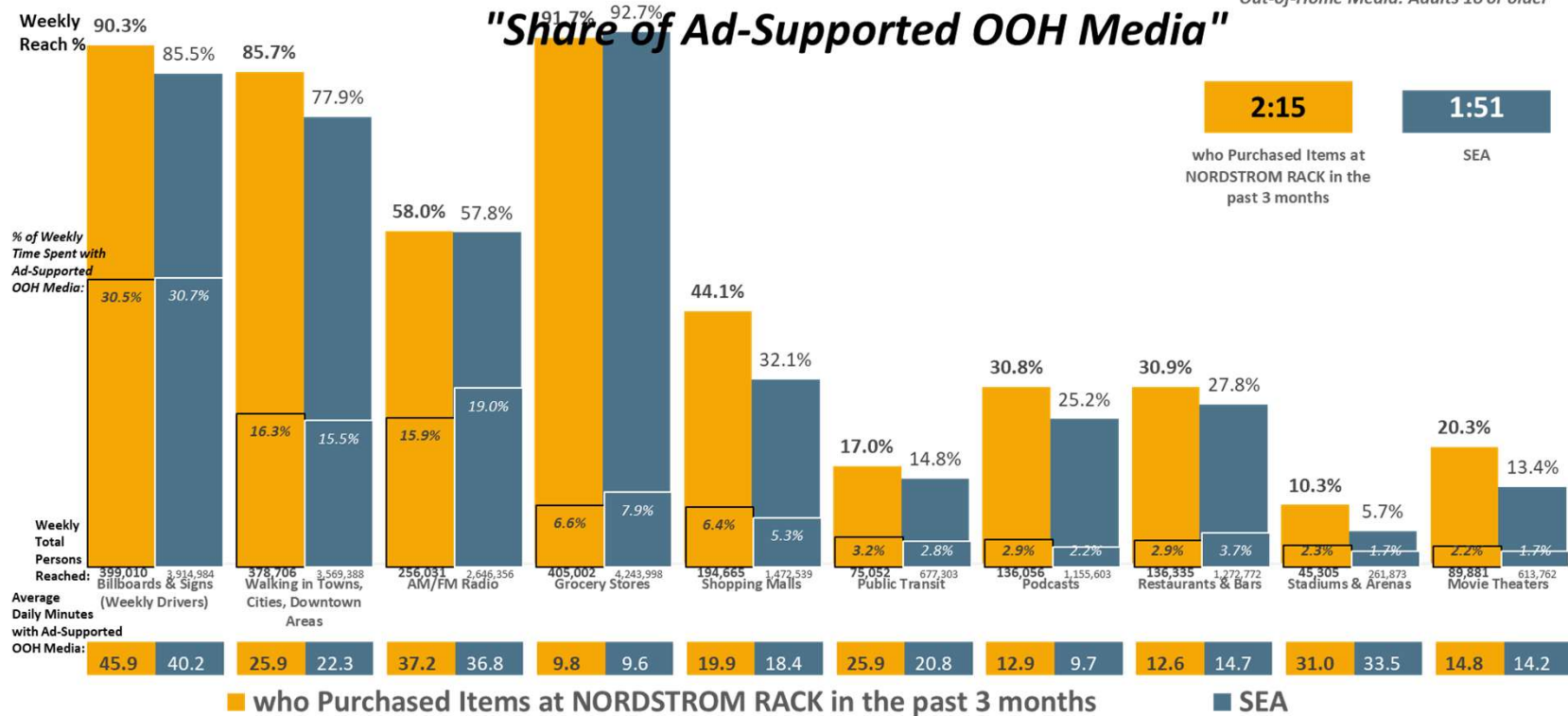
soefa.ai Share of Everything for Anything

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



399,010 or 90.3% of Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months spend an average of 45.9 minutes per day driving, seeing Billboards and Signs representing 30.5% of all Time Spent with Ad-Supported Out-of-Home Media.

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



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 432 SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 3,887
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

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

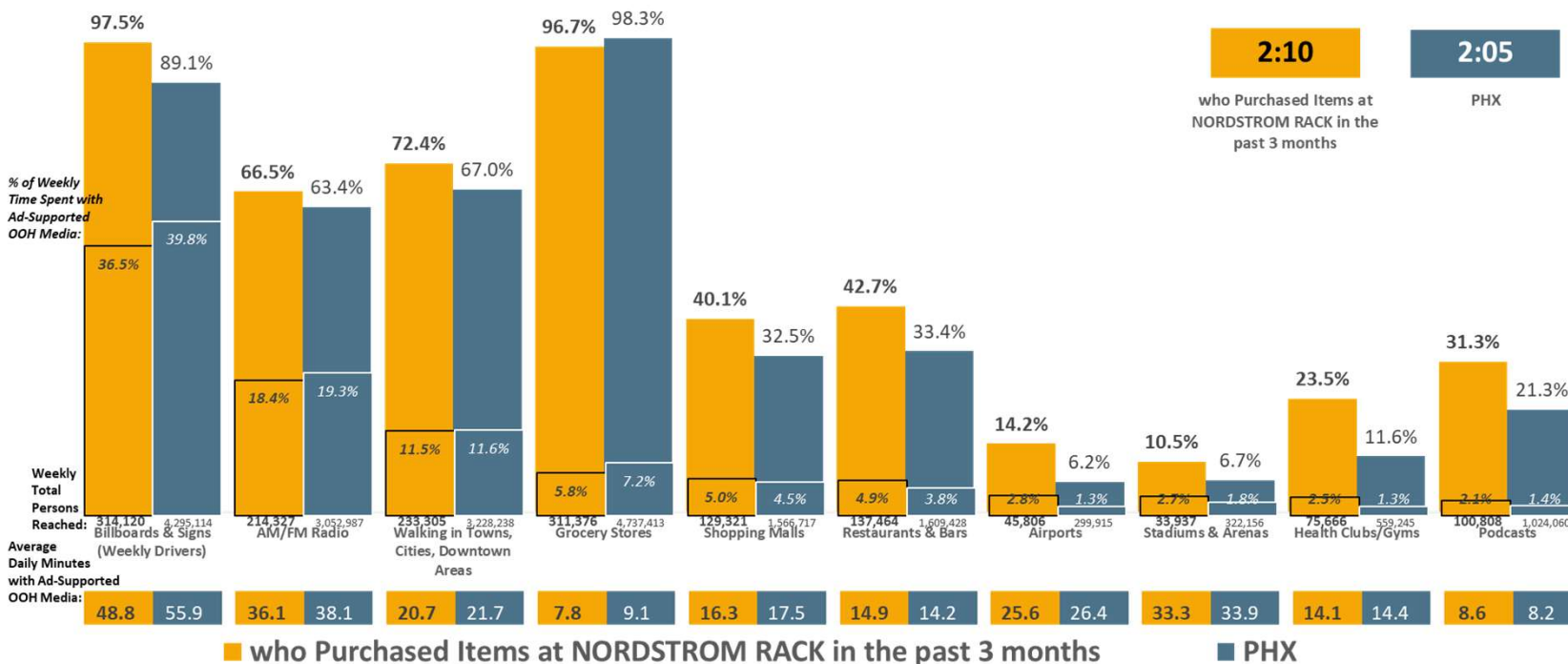


314,120 or 97.5% of Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months spend an average of 48.8 minutes per day driving, seeing Billboards and Signs representing 36.5% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 164
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

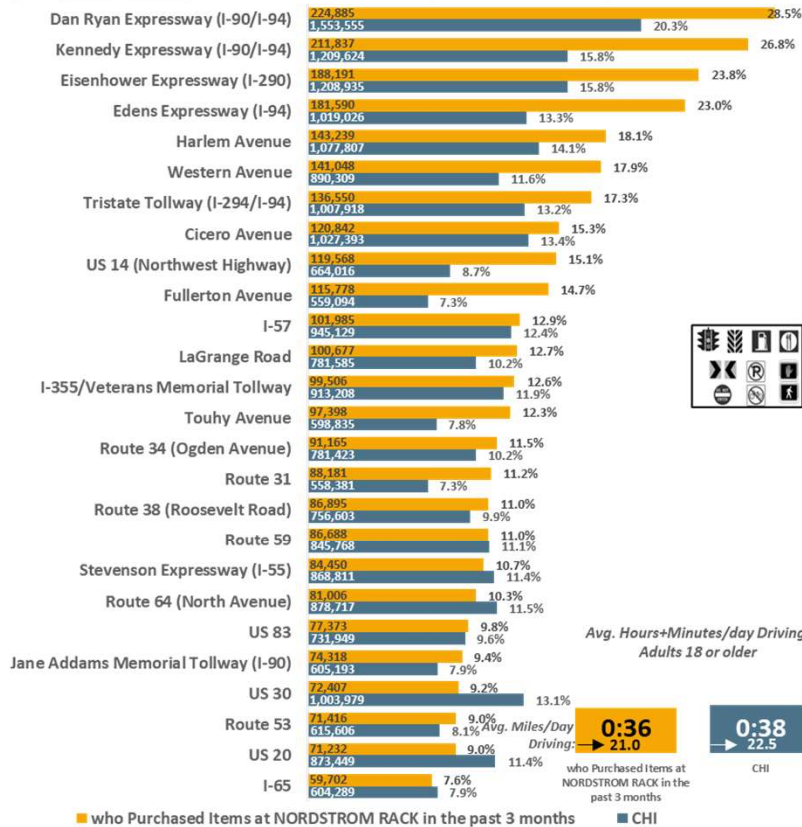
soefa.ai Share of Everything for Anything

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

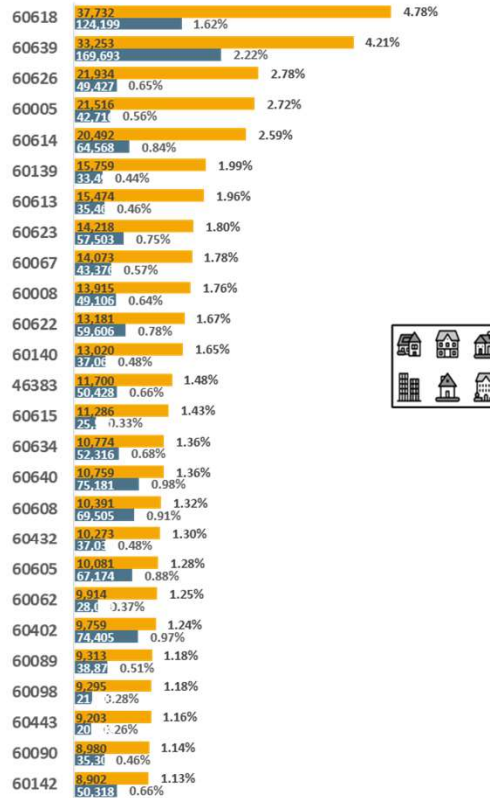


691,234 or 87.5% of Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months spend an average of 36.1 minutes per day driving an average of 21. miles each day and are 100.3% more likely to use Fullerton Avenue than the Metro average.

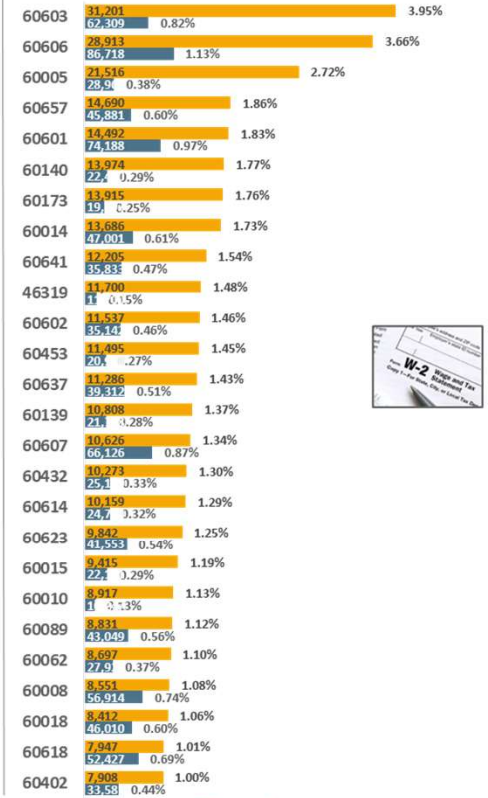
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



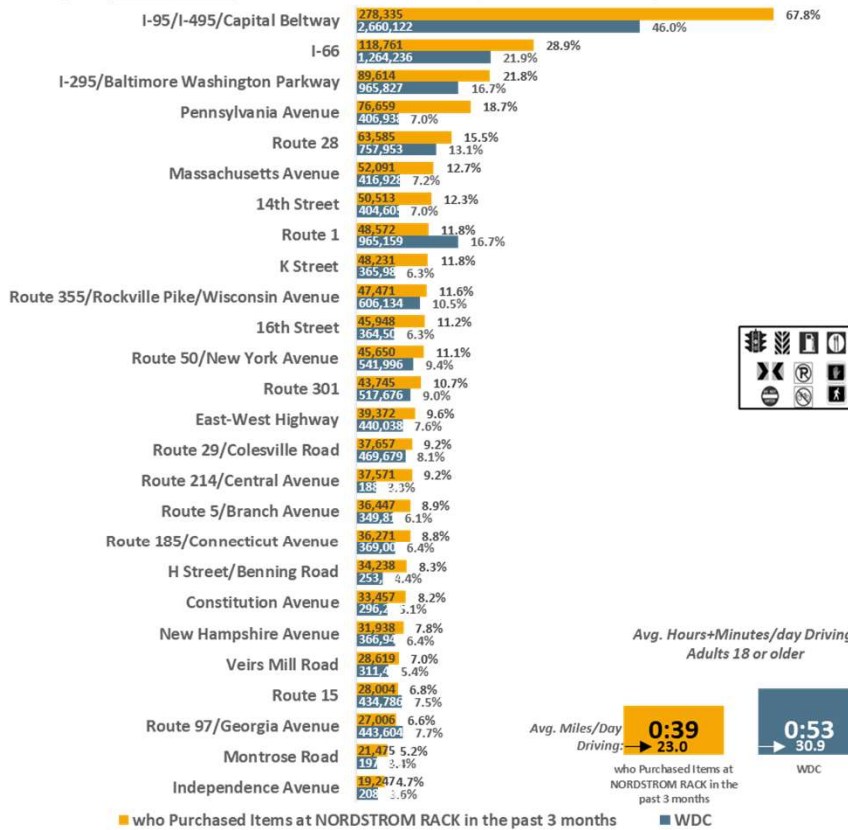
Top-26 Employment Zip Codes: Adults 18 or older



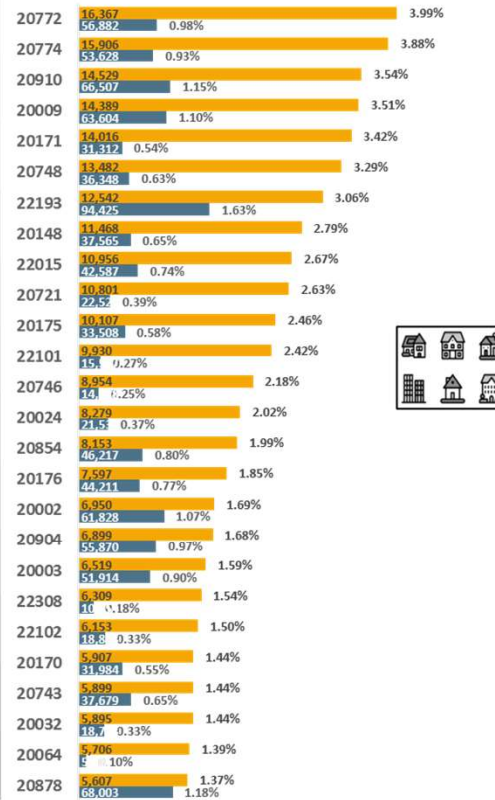


338,234 or 82.4% of Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months spend an average of 39.5 minutes per day driving an average of 23. miles each day and are 181.1% more likely to use Route 214/Central Avenue than the Metro a

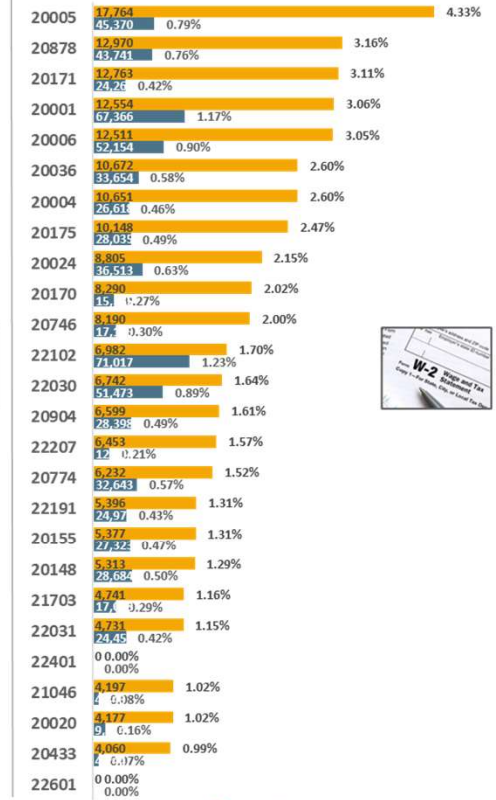
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



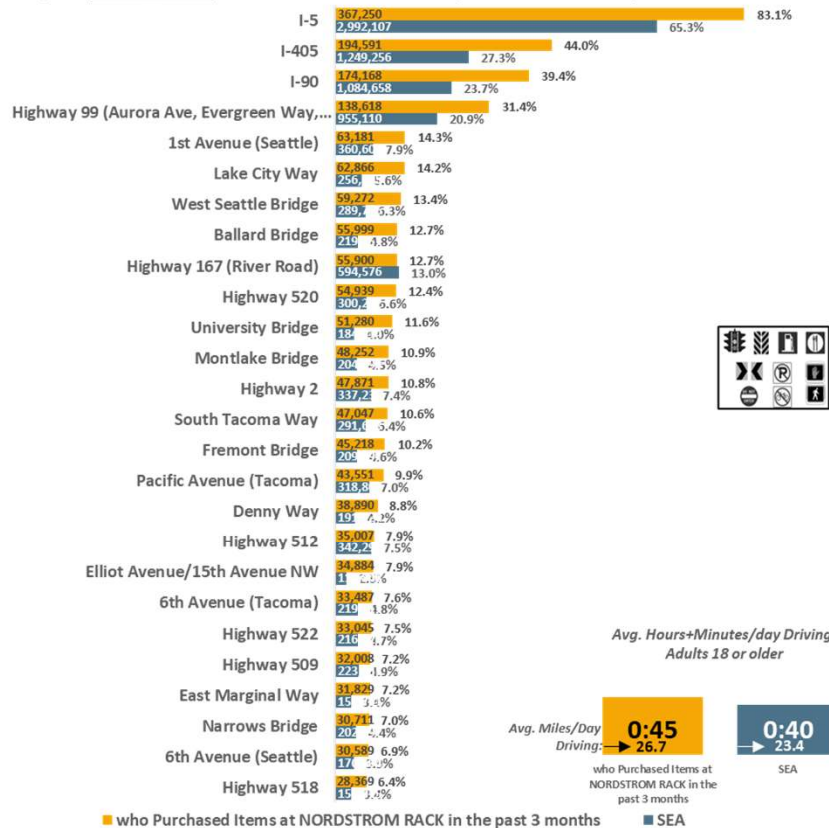
Top-26 Employment Zip Codes: Adults 18 or older



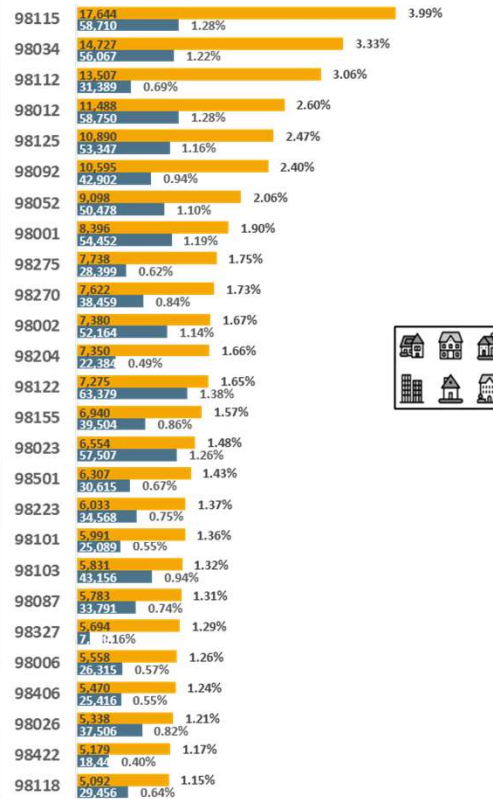


399,010 or 90.3% of Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months spend an average of 45.9 minutes per day driving an average of 26.7 miles each day and are 220.5% more likely to use Elliot Avenue/15th Avenue NW than the Me

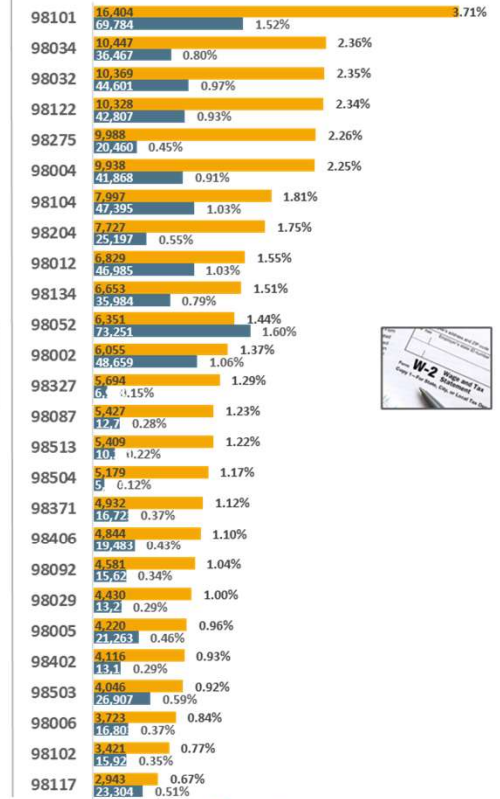
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



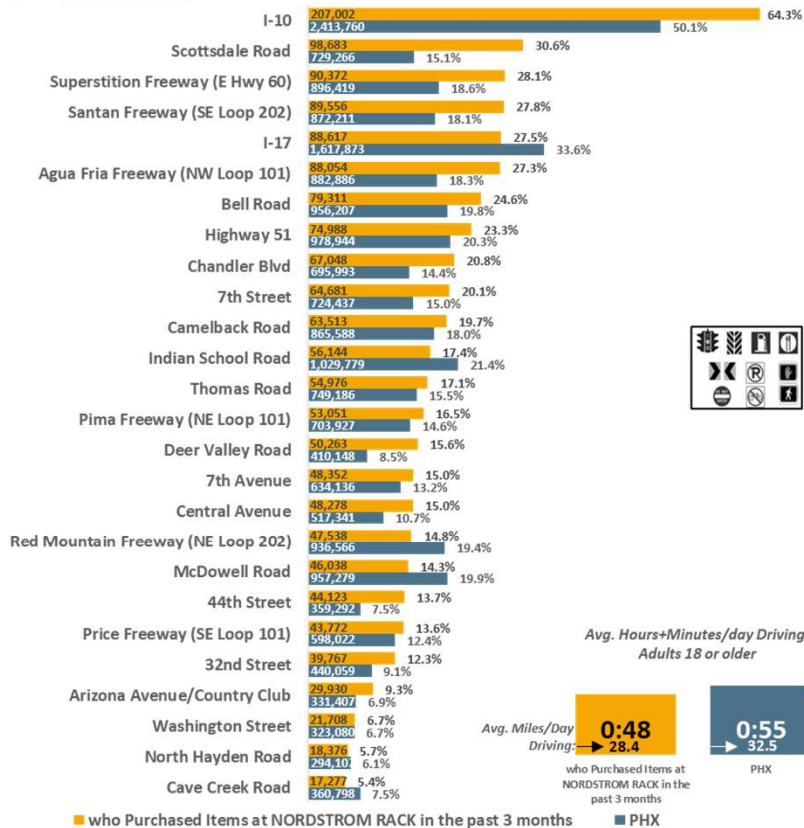
Top-26 Employment Zip Codes: Adults 18 or older





314,120 or 97.5% of Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months spend an average of 48.8 minutes per day driving an average of 28.4 miles each day and are 102.4% more likely to use Scottsdale Road than the Metro average.

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



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

Avg. Miles/Day
Driving:

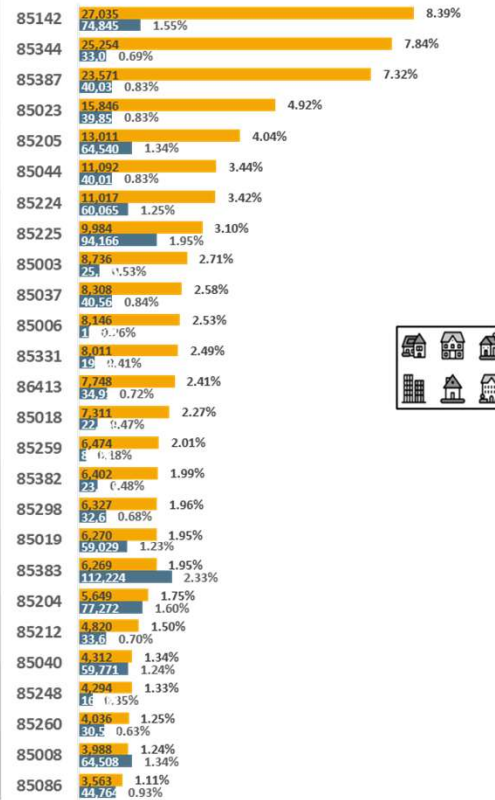
0:48
28.4

0:55
32.5

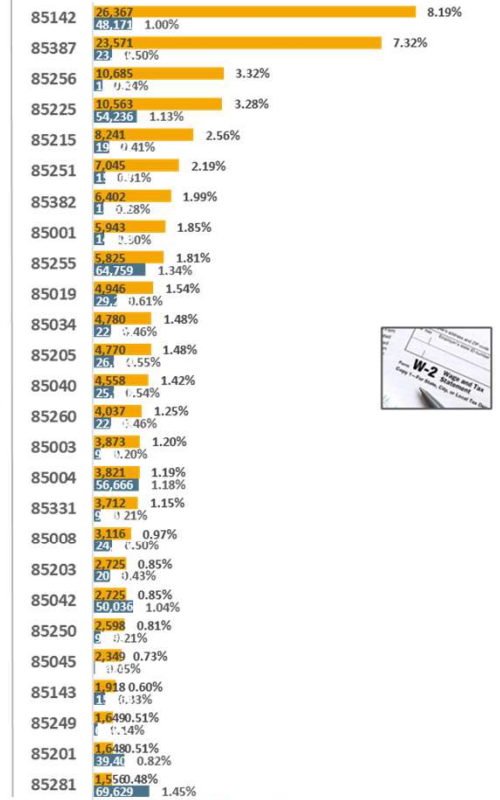
who Purchased Items at
NORDSTROM RACK in the
past 3 months

PHX

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older





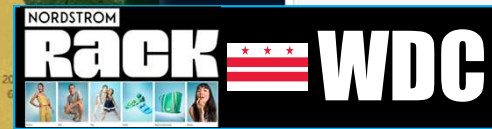
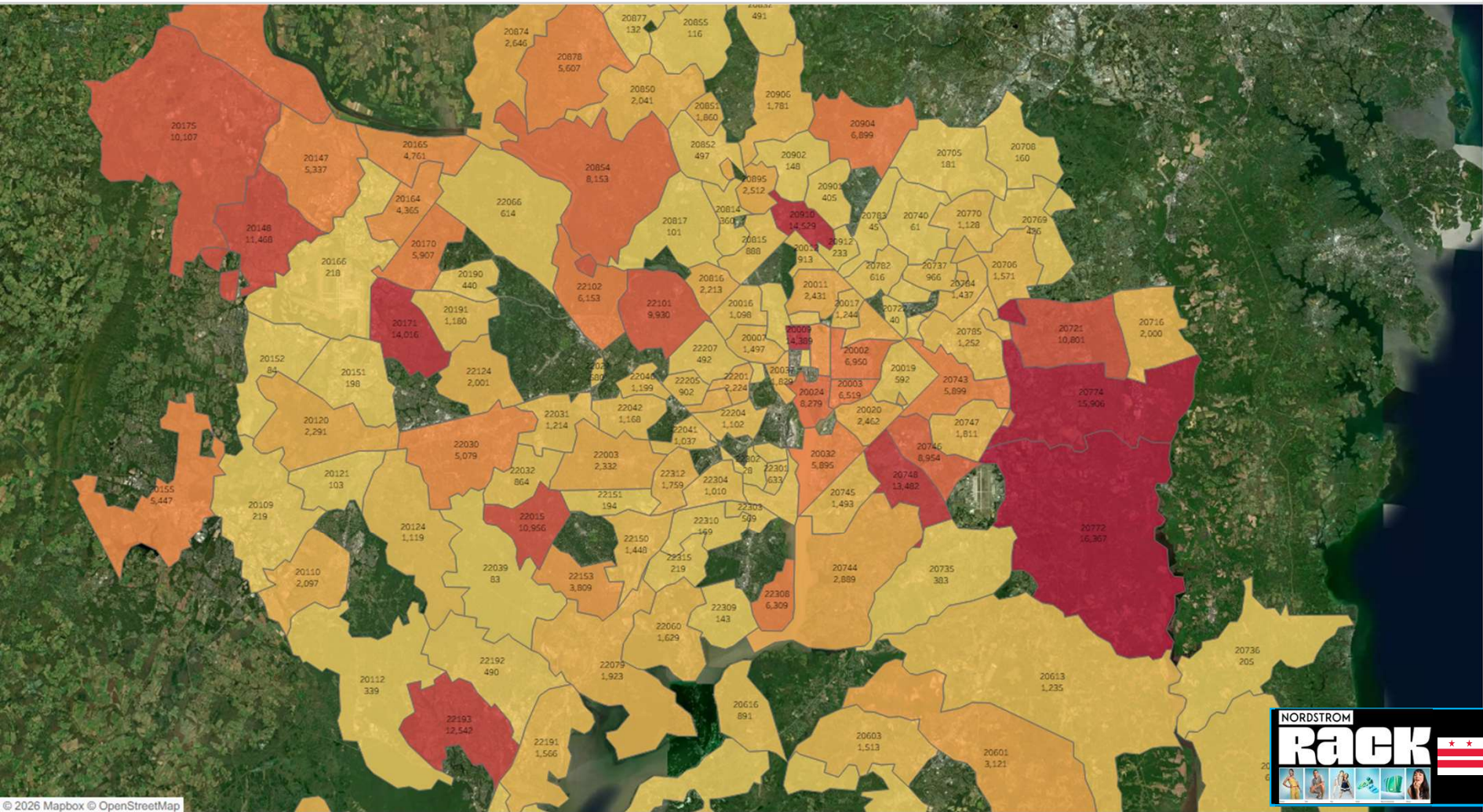
CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

423

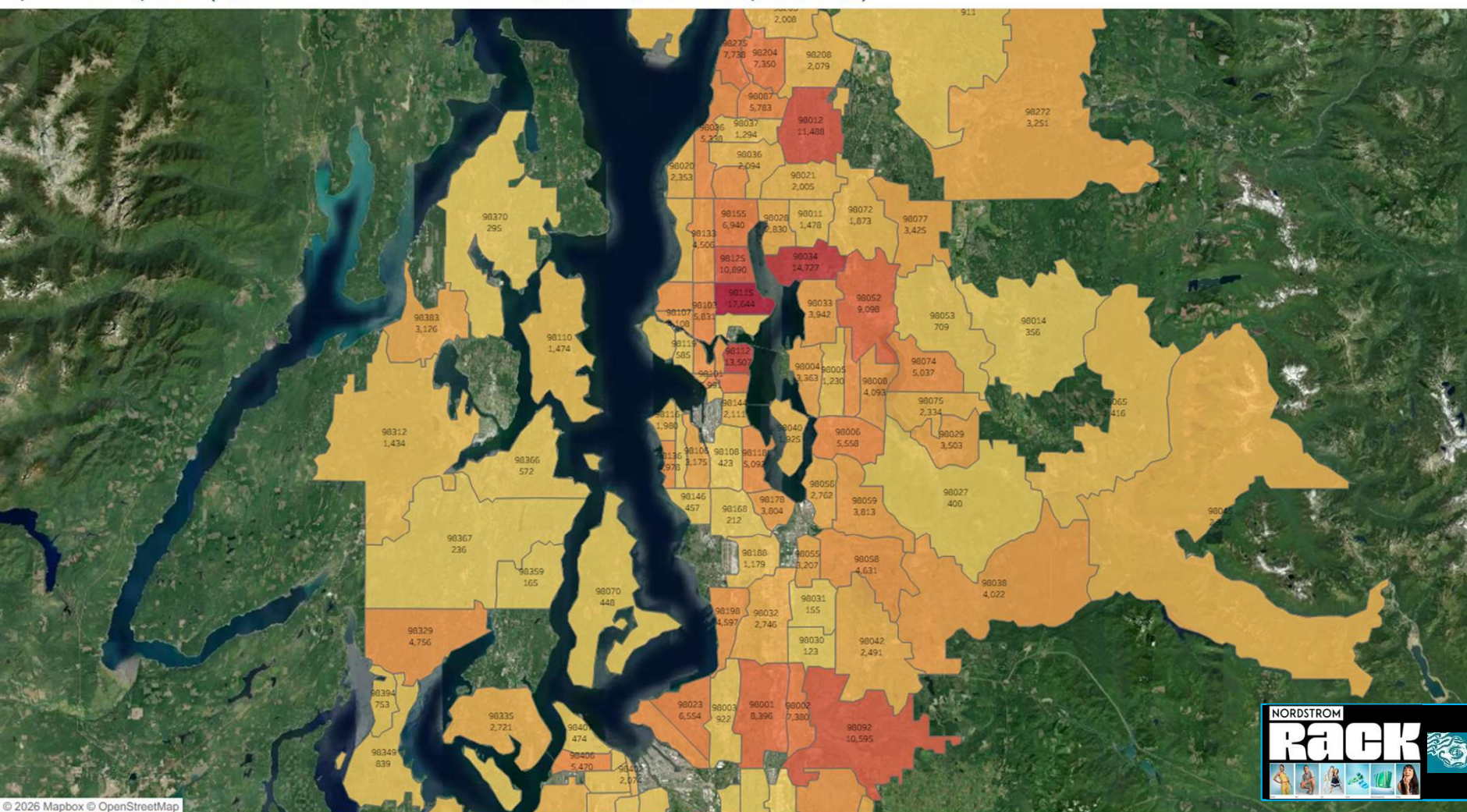
soefa.ai Share of Everything
for Anything.

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

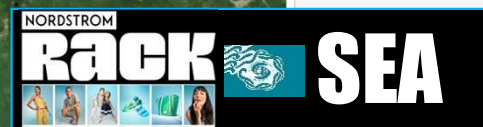
Top Residential Zip Codes: (Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months)



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



SUM(Adults 18 or olde...



© 2026 Mapbox © OpenStreetMap

SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

432

soefa.ai Share of Everything for Anything

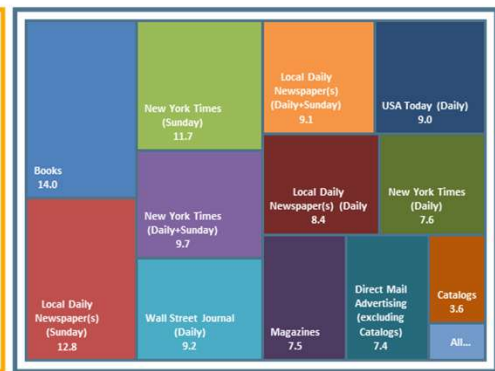
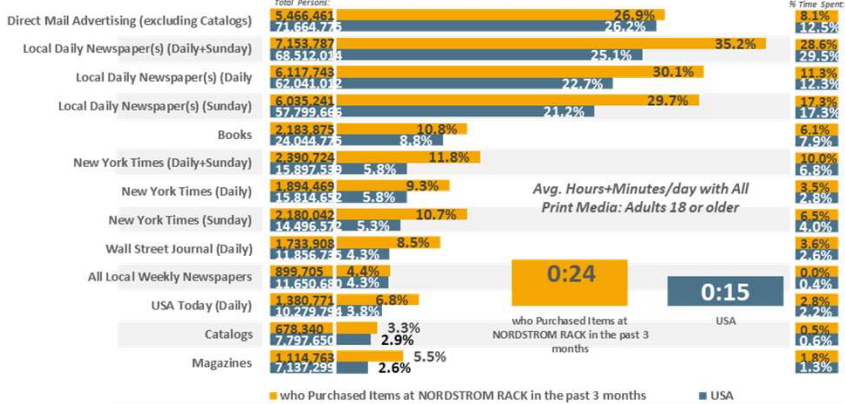
(Clothing stores bought past 3 months: Nordstrom Rack OR Major stores bought past 3 months: Nordstrom Rack OR Shoe stores bought past 3 months: Nordstrom Rack)



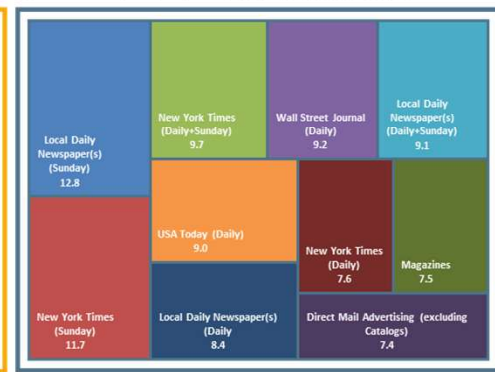
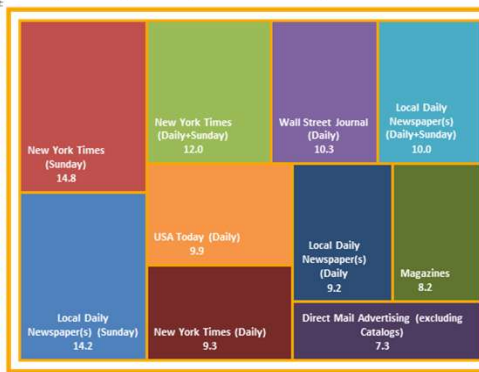
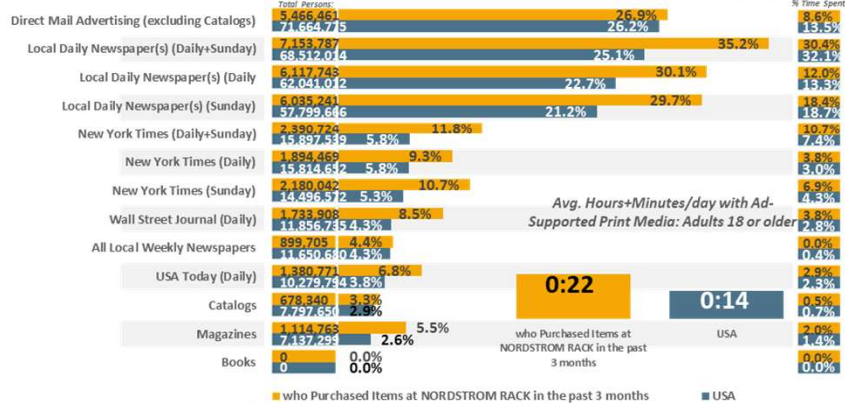


7,153,787 or 35.2% of Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10. minutes every day representing 30.4% of all time spent daily with All forms of Print Media

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



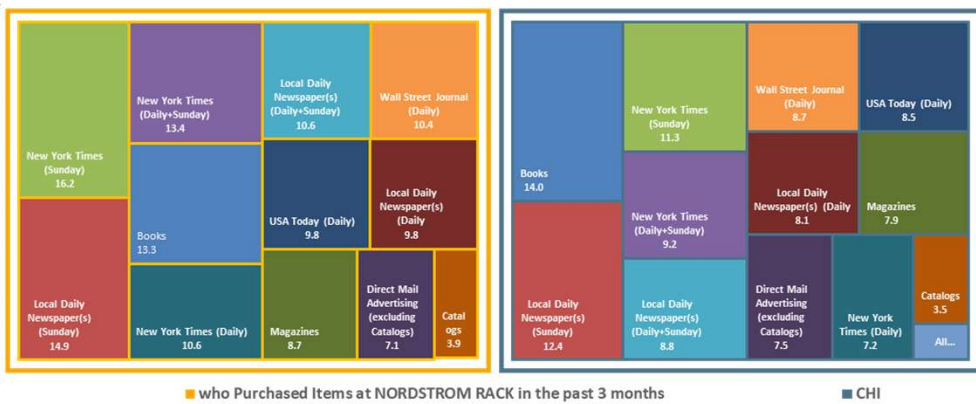
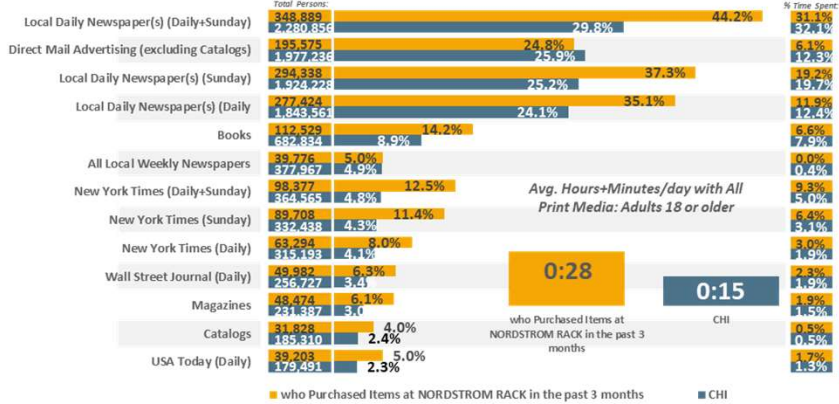
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



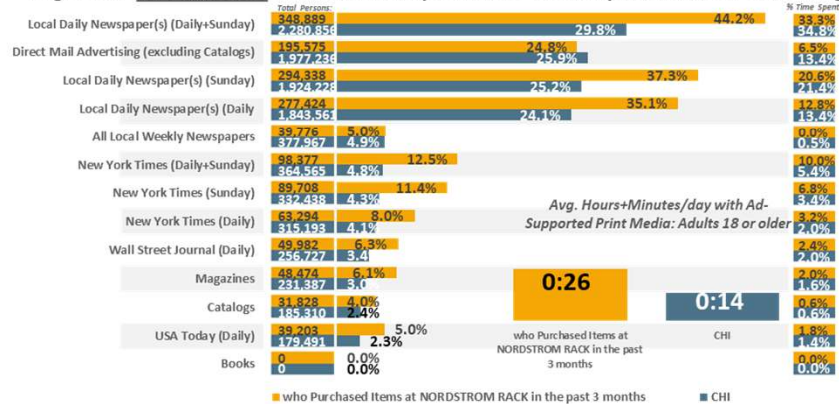


348,889 or 44.2% of Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.6 minutes every day representing 33.3% of all time spent daily with All forms of Print Med

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**



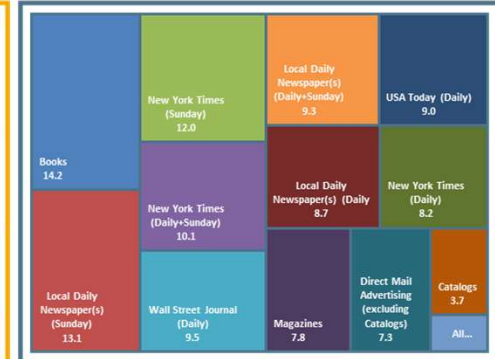
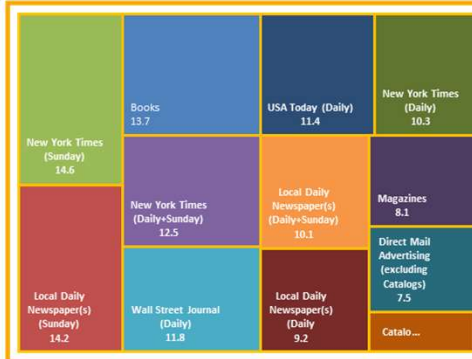
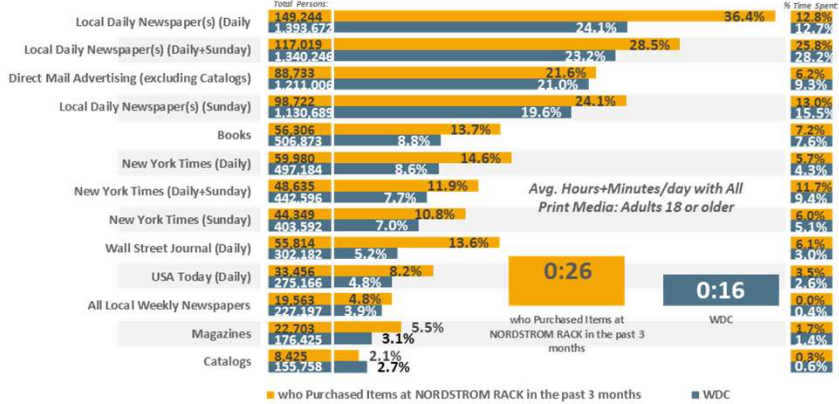
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



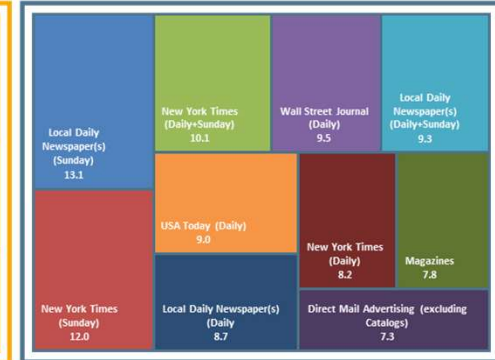
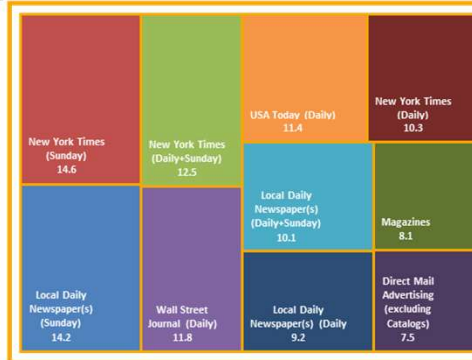
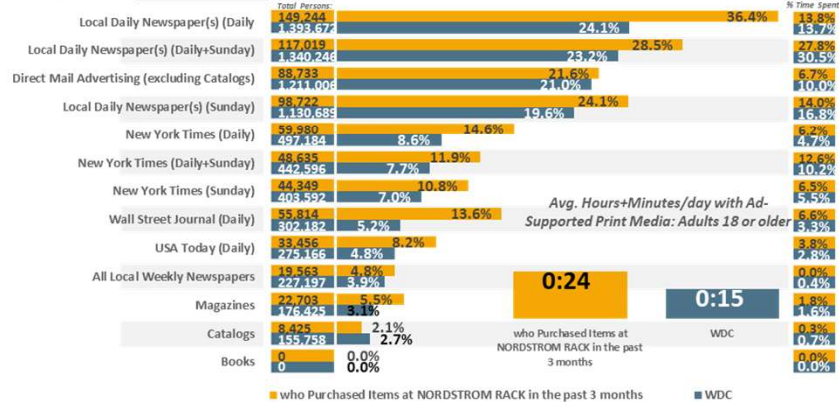


117,019 or 28.5% of Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.1 minutes every day representing 27.8% of all time spent daily with All forms of Print Med

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**



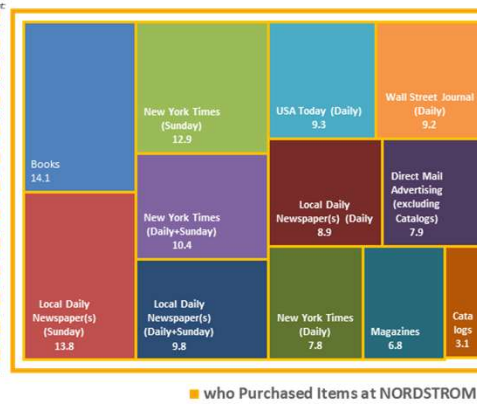
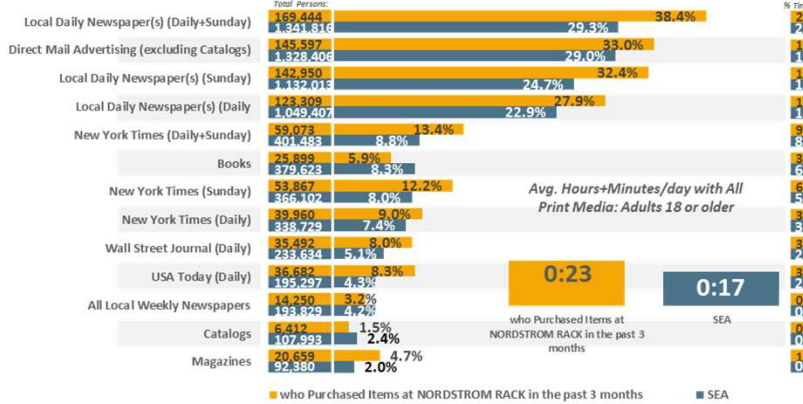
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



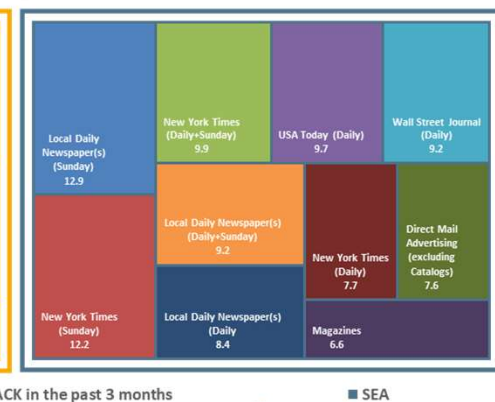
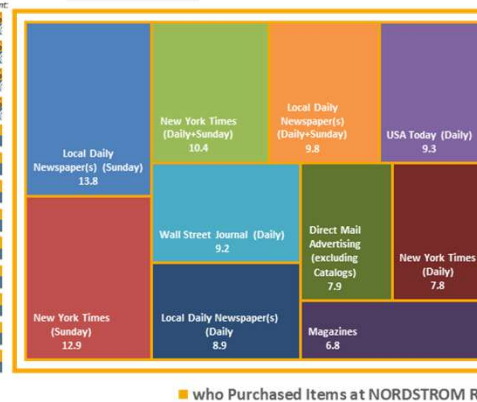
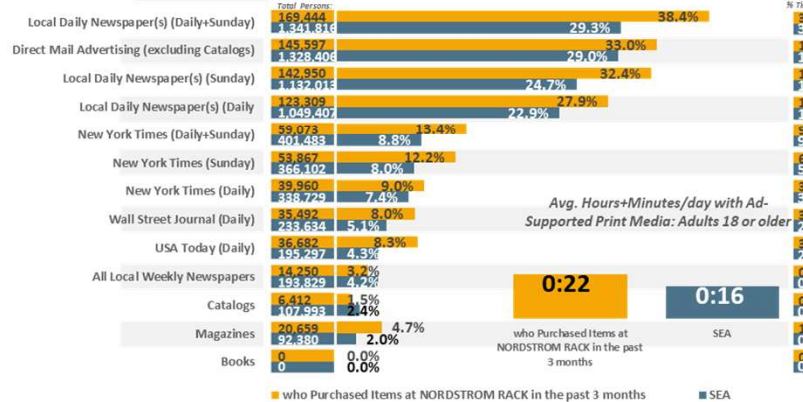


169,444 or 38.4% of Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.8 minutes every day representing 30.3% of all time spent daily with All forms of Print Media

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



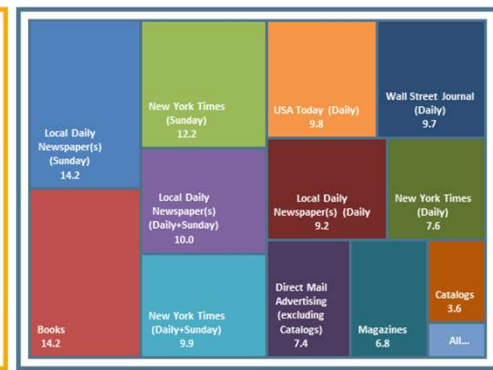
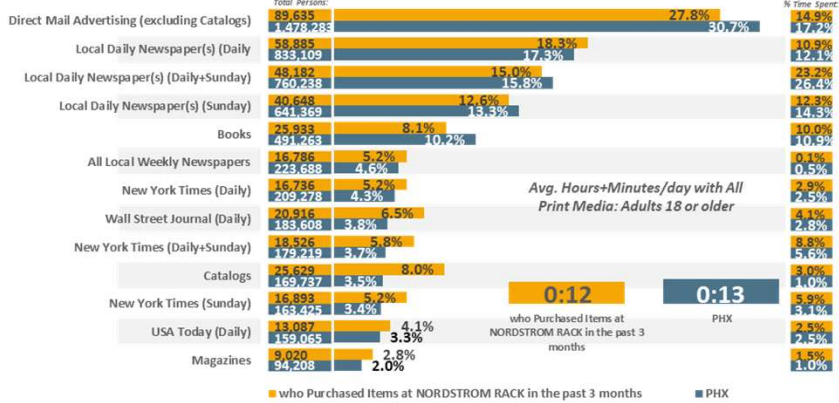
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



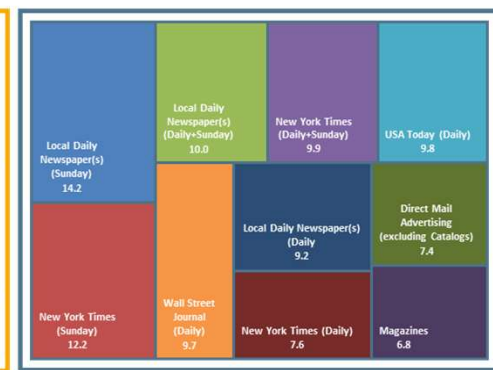
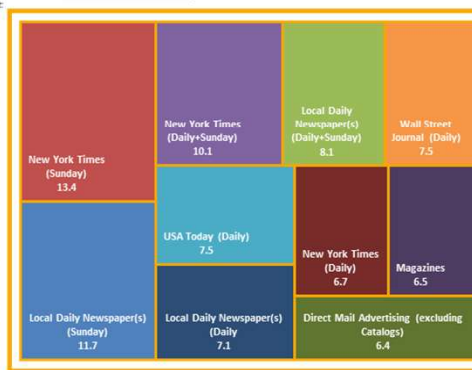
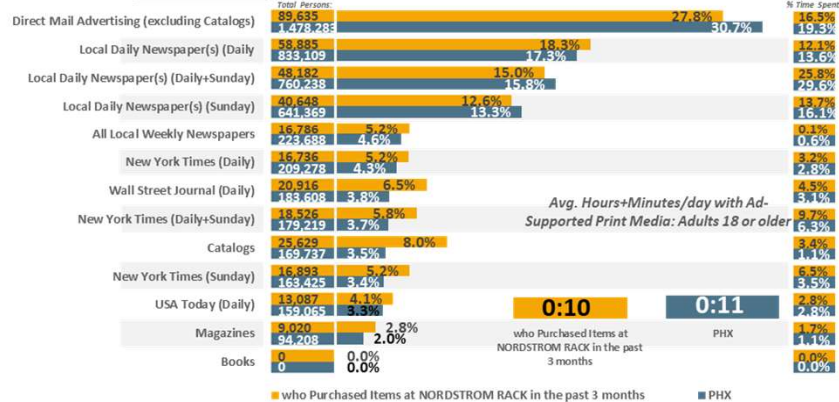


48,182 or 15.% of Adults 18 or older who Purchased Items at NORDSTROM RACK in the past 3 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.1 minutes every day representing 25.8% of all time spent daily with All forms of Print Media.

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



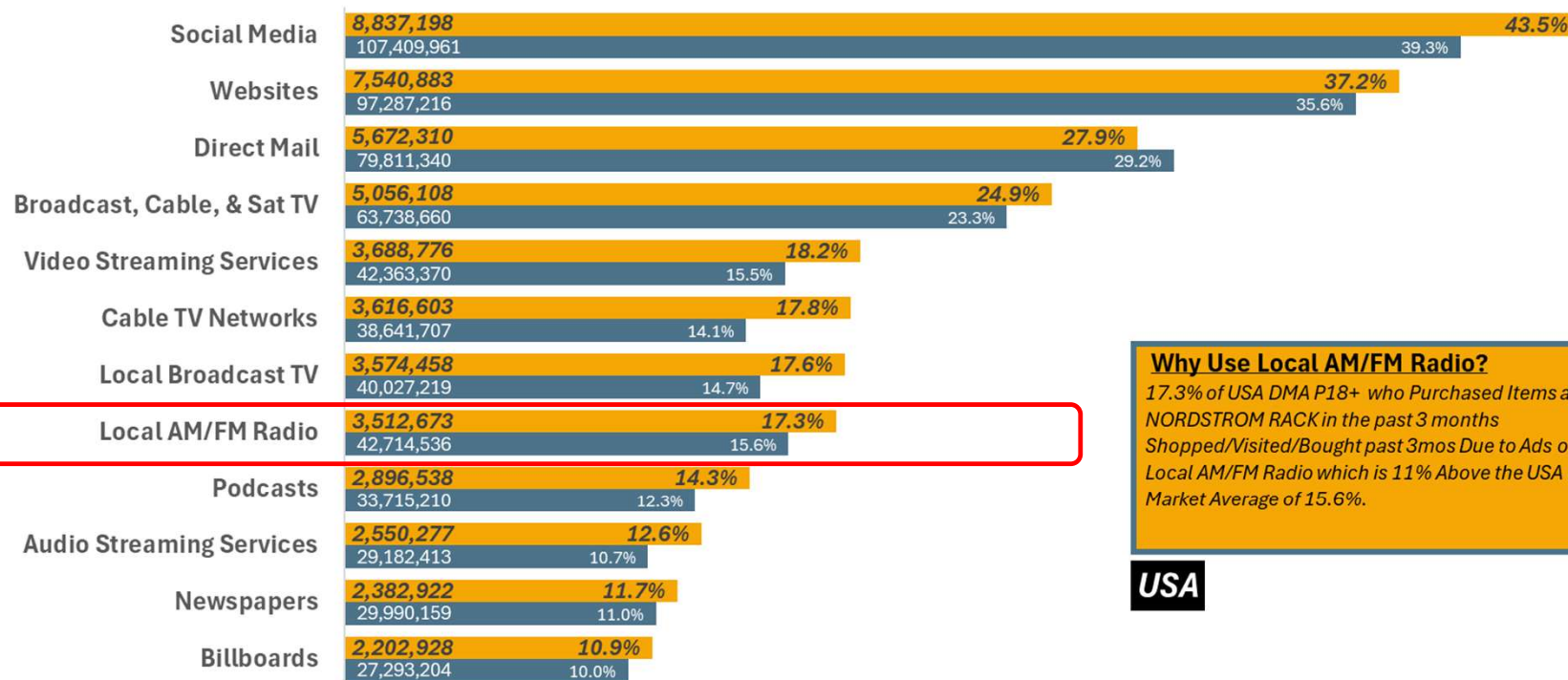
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





"Advertising Actions"

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



Why Use Local AM/FM Radio?

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

USA

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

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

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

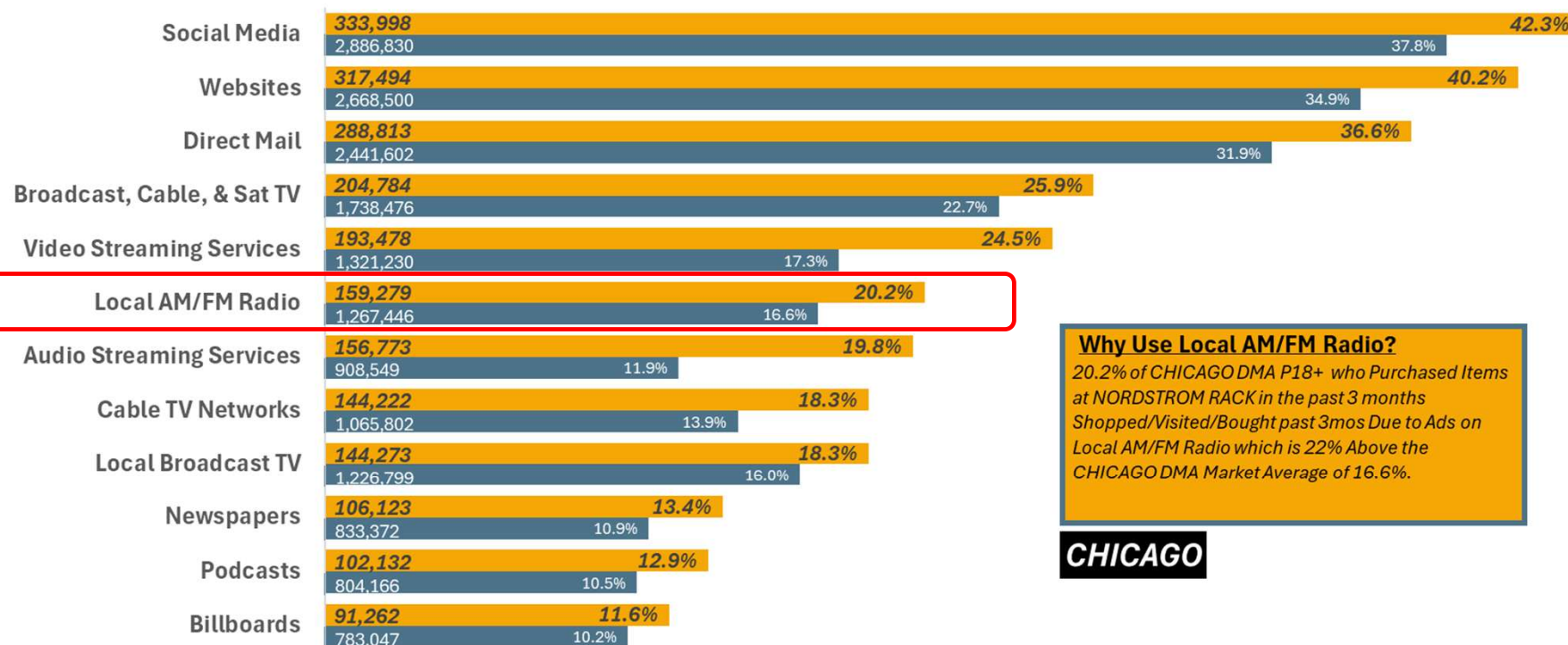
soefa.ai Share of Everything
for Anything ®

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



"Advertising Actions"

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



Why Use Local AM/FM Radio?

20.2% of CHICAGO DMA P18+ who Purchased Items at NORDSTROM RACK in the past 3 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 22% Above the CHICAGO DMA Market Average of 16.6%.

CHICAGO

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

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

CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 423
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

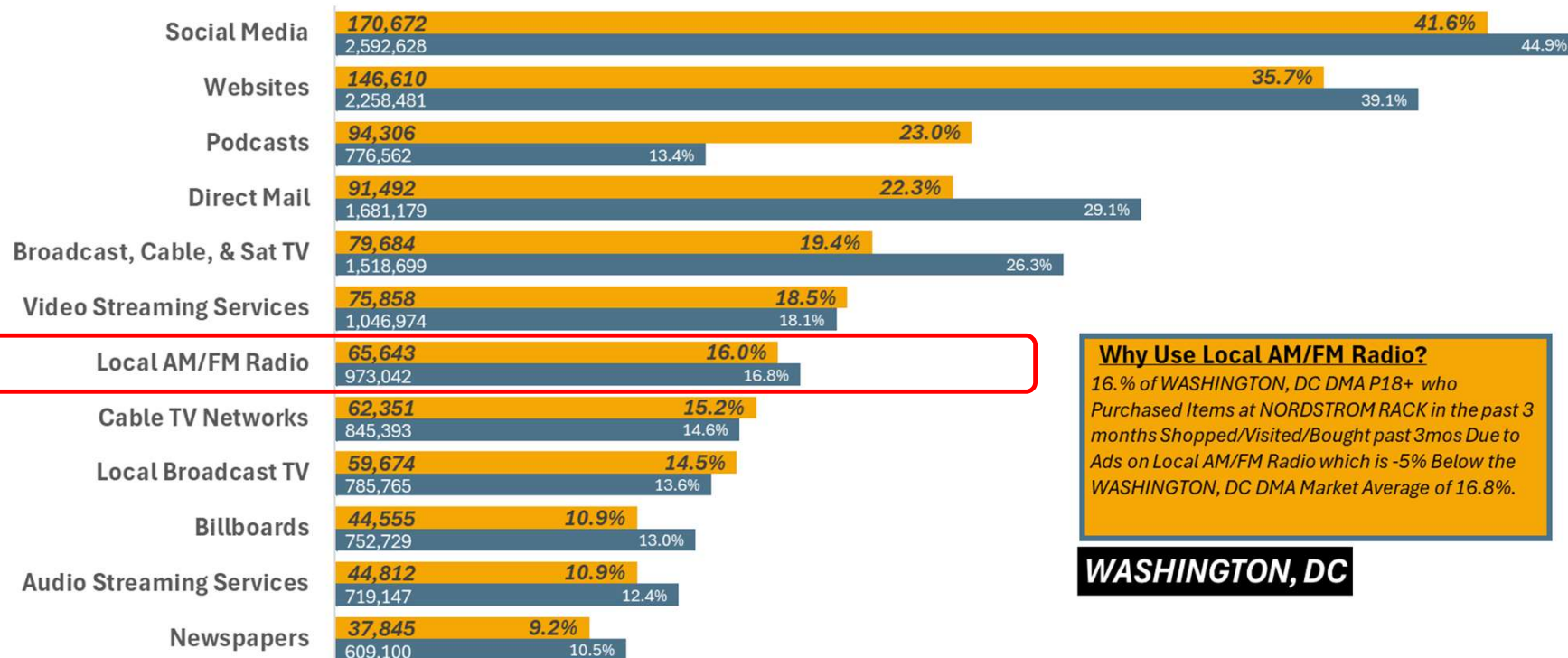
soefa.ai Share of Everything for Anything ©

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



"Advertising Actions"

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



Why Use Local AM/FM Radio?

16.% of WASHINGTON, DC DMA P18+ who Purchased Items at NORDSTROM RACK in the past 3 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -5% Below the WASHINGTON, DC DMA Market Average of 16.8%.

WASHINGTON, DC

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

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

WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab: 454

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

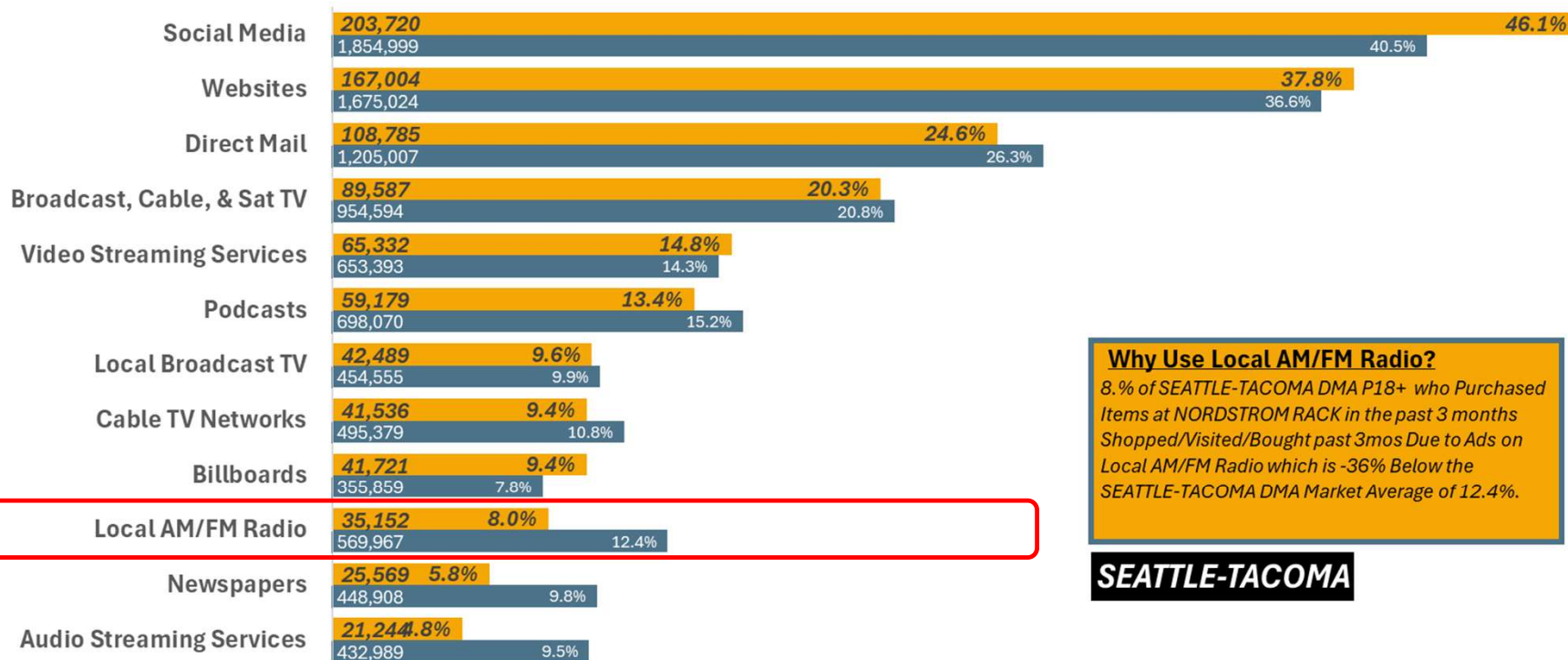
soefa.ai Share of Everything for Anything ®

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



"Advertising Actions"

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



Why Use Local AM/FM Radio?

8.% of SEATTLE-TACOMA DMA P18+ who Purchased Items at NORDSTROM RACK in the past 3 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -36% Below the SEATTLE-TACOMA DMA Market Average of 12.4%.

SEATTLE-TACOMA

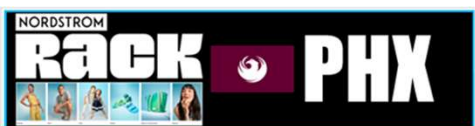
■ P18+ who Purchased Items at NORDSTROM RACK in the past 3 months (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab: 432
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

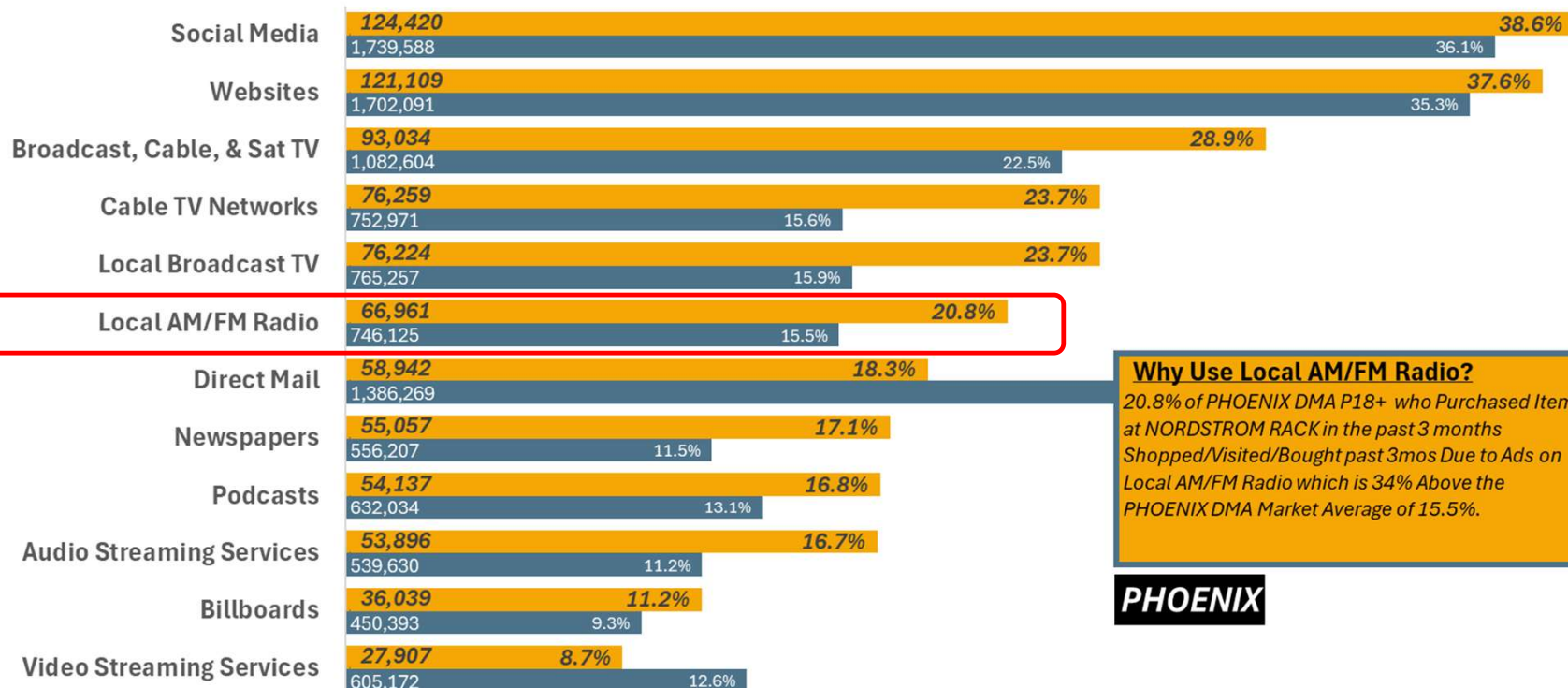
soefa.ai Share of Everything
for Anything ®

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



"Advertising Actions"

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



Why Use Local AM/FM Radio?

20.8% of PHOENIX DMA P18+ who Purchased Items at NORDSTROM RACK in the past 3 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 34% Above the PHOENIX DMA Market Average of 15.5%.

PHOENIX

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

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

PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 164
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything
for Anything ©

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