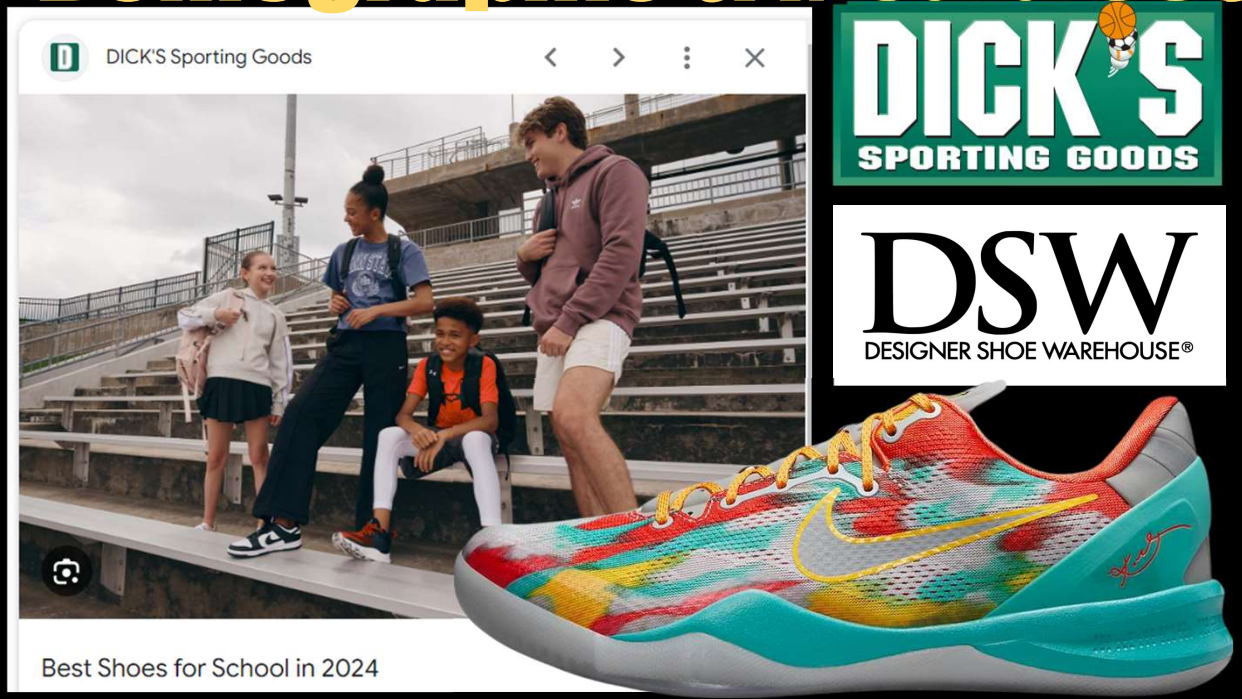
USA –P25-54 Parents of Kids Ages 6-College spending $100+ on ATHLETIC SHOES!

Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of P25-54 Parents of Children Ages 6-College Spending $100+ on Athletic Shoes at DICK'S SPORTING GOODS, FAMOUS FOOTWEAR, DSW, FOOT LOCKER, or FINISH LINE as of April 2024!



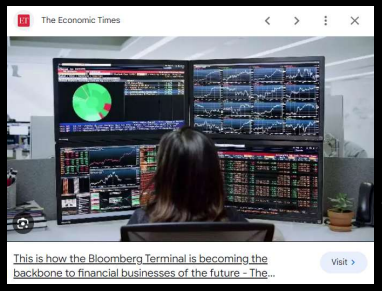
DICK'S SPORTING GOODS

FAMOUS footwear™

DSW DESIGNER SHOE WAREHOUSE®

Foot Locker

FINISH LINE



[((((Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more) AND Parent of child under 18: Yes) AND (Presence of children by age (HHLD): Age 6 - 17 OR Lifestyle characteristics: Have child in college)) AND Age summaries: Adults 25 - 54)] AND...
Stores/services bought past 3 months: DICK'S Sporting Goods
OR Stores/services bought past 3 months: Famous Footwear
OR Stores/services bought past 3 months: DSW
OR Stores/services bought past 3 months: Foot Locker
OR Stores/services bought past 3 months: Finish Line

P25-54 Parents of Kids Ages 6-College

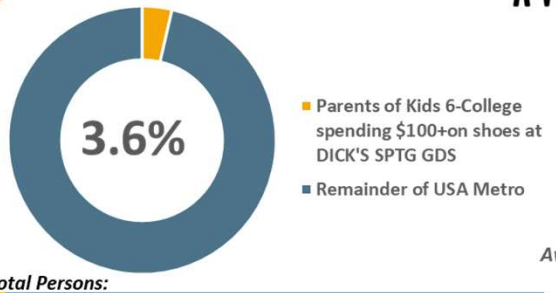
And, Yes! You ARE Smart Enough to Read a Bloomberg Terminal. So get ready to Learn!

HUBBARD BROADCASTING INC. HB

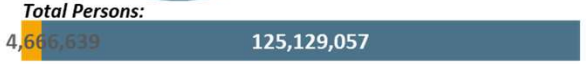


3.6% or 4,666,639 of USA Adults 25 - 54 are Parents of Kids 6-College spending $100+on shoes at DICK'S SPTG GDS. Typical Adults 25 - 54 Parents of Kids 6-College spending $100+on shoes at DICK'S SPTG GDS are 45.1 years old (12.6% older than average) and have a $173,505 (74.7% higher than average) annual household income.

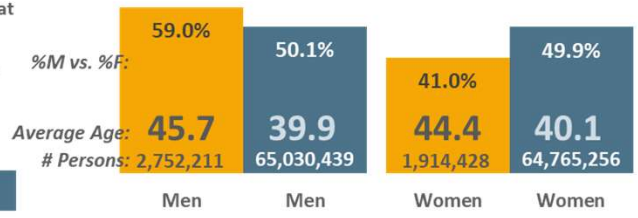
Percent of Market: Adults 25 - 54



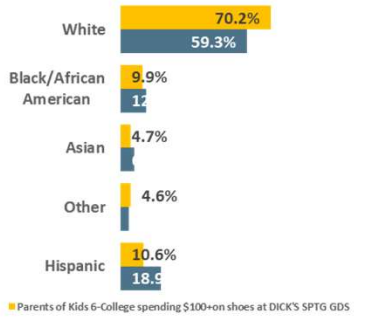
Total Persons:



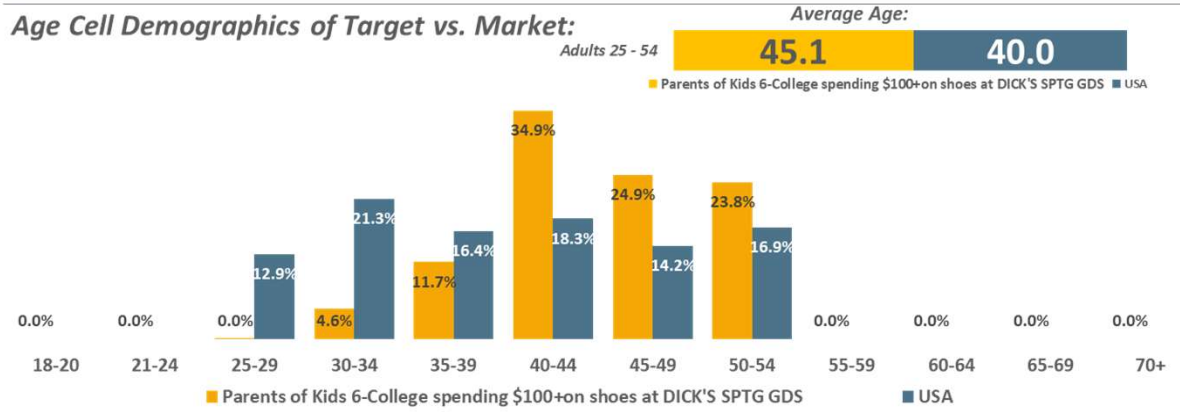
Gender of Target vs. Market: Adults 25 - 54



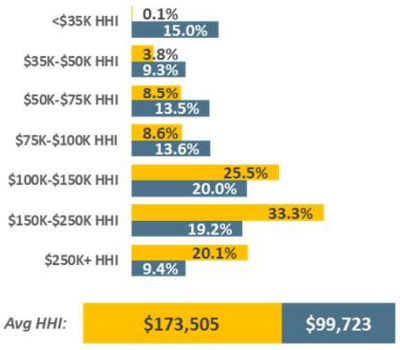
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,198

USA Jan23-Feb24 USA Projection Qual Intab 9,480

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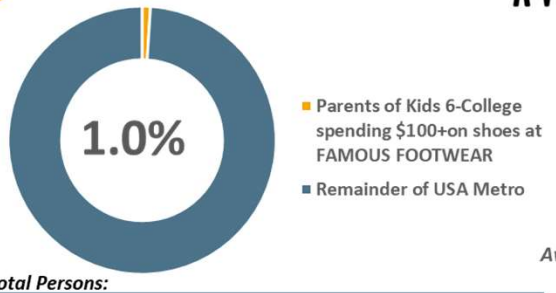
[((((Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more) AND Parent of child under 18: Yes) AND (Presence of children by age (HHLD): Age 6 - 17 OR Lifestyle characteristics: Have child in college)) AND Age summaries: Adults 25 - 54)] AND... Stores/services bought past 3 months: DICK'S Sporting Goods

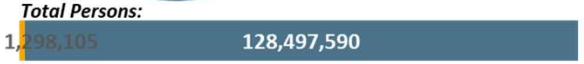


1.% or 1,298,105 of USA Adults 25 - 54 are Parents of Kids 6-College spending $100+on shoes at FAMOUS... Typical Adults 25 - 54 Parents of Kids 6-College spending $100+on shoes at FAMOUS FOOTWEAR are 41.8 years old (4.4% older than average) and have a $129,957 (30.3% higher than average) annual household...

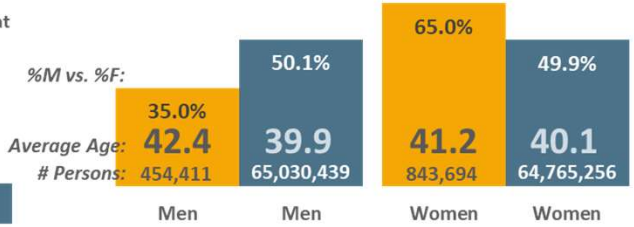
Percent of Market: Adults 25 - 54



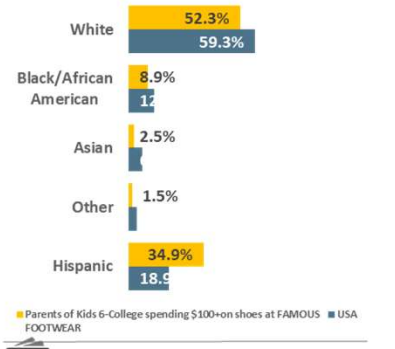
Total Persons:



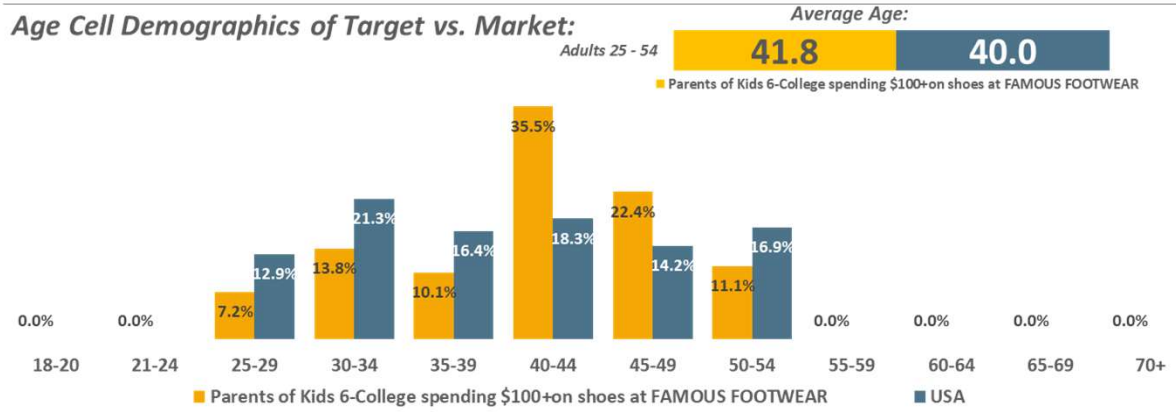
Gender of Target vs. Market: Adults 25 - 54



Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,198

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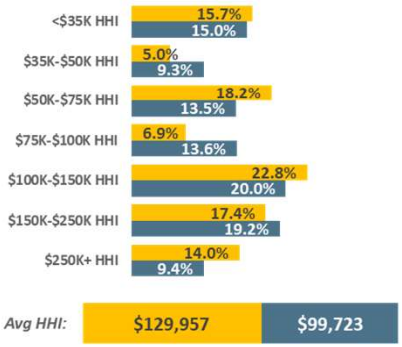
HHI of Target vs. Market:



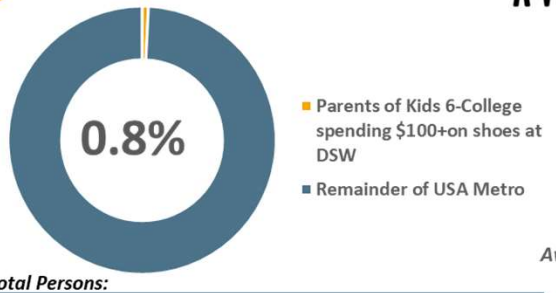
USA Jan23-Feb24 USA Projection Qual Intab 9,480

[((((Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more) AND Parent of child under 18: Yes) AND (Presence of children by age (HHLD): Age 6 - 17 OR Lifestyle characteristics: Have child in college)) AND Age summaries: Adults 25 - 54)] AND... Stores/services bought past 3 months: Famous Footwear

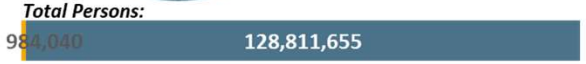


.8% or 984,040 of USA Adults 25 - 54 are Parents of Kids 6-College spending $100+on shoes at DSW. Typical Adults 25 - 54 Parents of Kids 6-College spending $100+on shoes at DSW are 44.3 years old (10.6% older than average) and have a $181,952 (82.5% higher than average) annual household income.

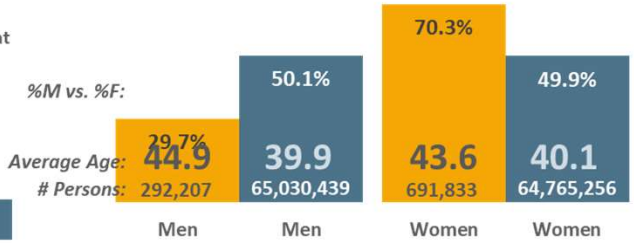
Percent of Market: Adults 25 - 54



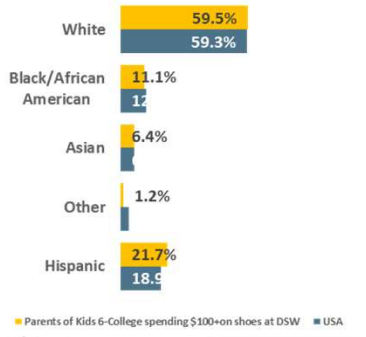
Total Persons:



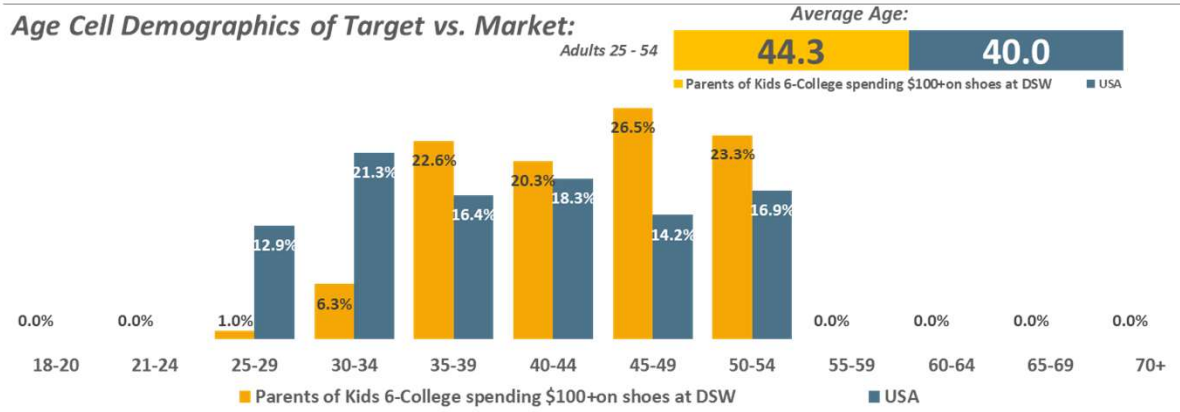
Gender of Target vs. Market: Adults 25 - 54



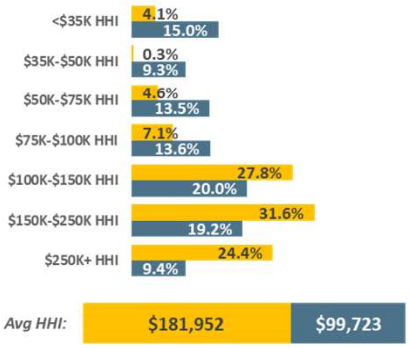
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



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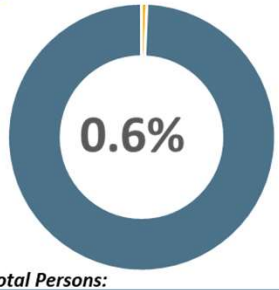
.6% or 834,597 of USA Adults 25 - 54 are Parents of Kids 6-College spending $100+on shoes at FOOT LOCKER. Typical Adults 25 - 54 Parents of Kids 6-College spending $100+on shoes at FOOT LOCKER are 42.4 years old (6.% older than average) and have a $153,915 (54.3% higher than average) annual household income.

Percent of Market: Adults 25 - 54



- Parents of Kids 6-College spending $100+on shoes at FOOT LOCKER
- Remainder of USA Metro

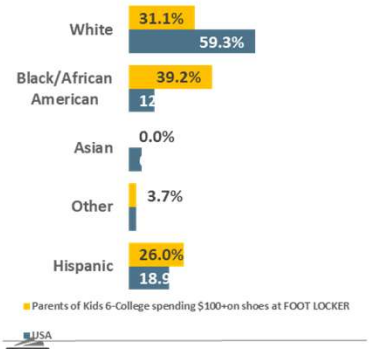
Total Persons:

834,597 | 128,961,098

Gender of Target vs. Market: Adults 25 - 54

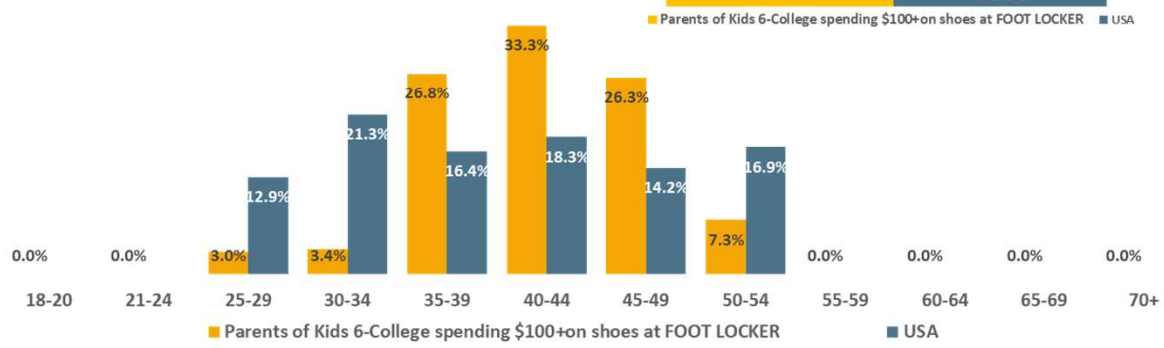
	Men	Men	Women	Women
%M vs. %F:	45.5%	50.1%	54.5%	49.9%
Average Age:	43.0	39.9	41.8	40.1
# Persons:	379,725	65,030,439	454,872	64,765,256

Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:

Adults 25 - 54	Average Age: 42.4	40.0



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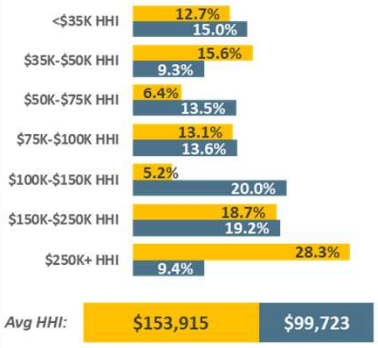
HHI of Target vs. Market:



Avg HHI:	$153,915	$99,723

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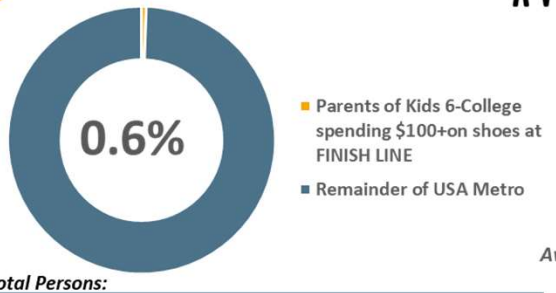
.6% or 728,561 of USA Adults 25 - 54 are Parents of Kids 6-College spending $100+on shoes at FINISH LINE. Typical Adults 25 - 54 Parents of Kids 6-College spending $100+on shoes at FINISH LINE are 43.5 years old (8.7% older than average) and have a $139,822 (40.2% higher than average) annual household income.

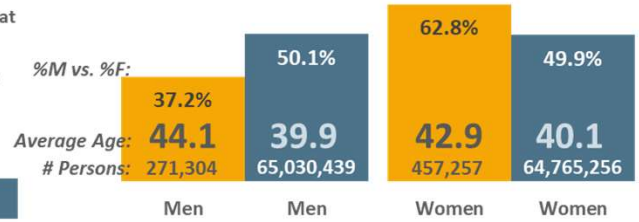
Percent of Market: Adults 25 - 54



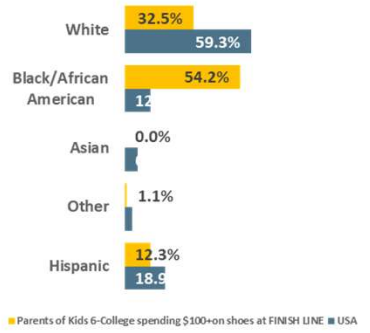
Total Persons:

728,561 | 129,067,134

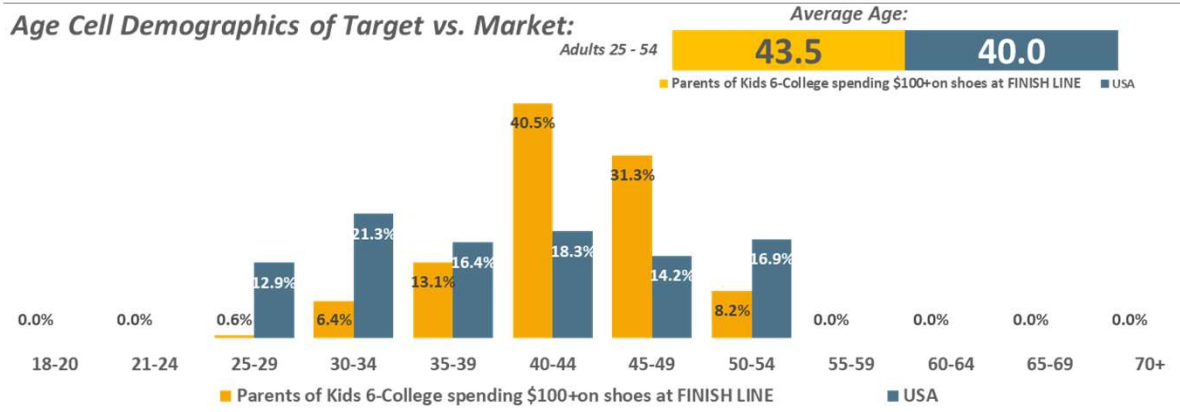
Gender of Target vs. Market: Adults 25 - 54



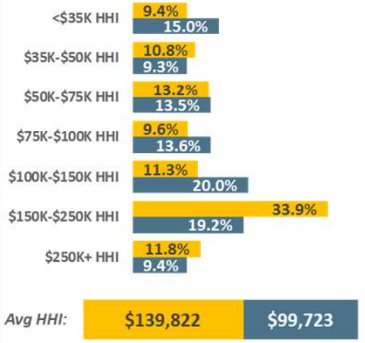
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $139,822 | $99,723

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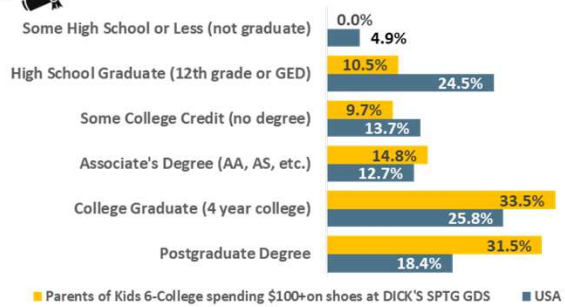
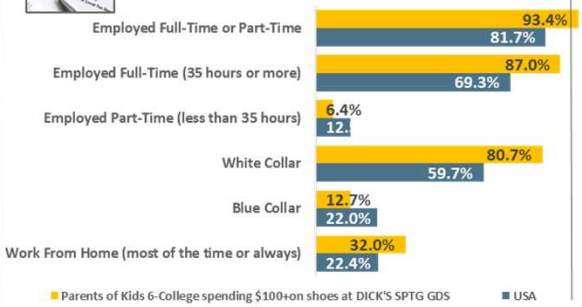
3.6% or 4,666,639 of USA Adults 25 - 54 are Parents of Kids 6-College spending $100+on shoes at DICK'S SPTG.. Adults 25 - 54 Parents of Kids 6-College spending $100+on shoes at DICK'S SPTG GDS are 46.7% more likely to be a college graduate, 25.6% more likely to work full-time, 49.6% more likely to be married, 103.8% more likely to be a parent of 1 or more childre

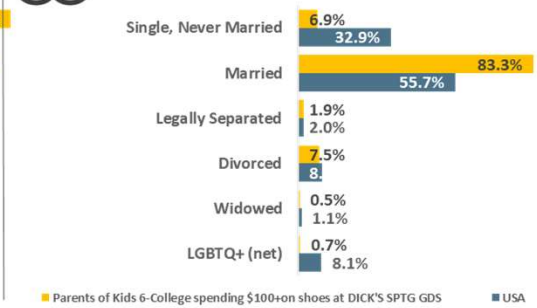
Education Levels: Adults 25 - 54



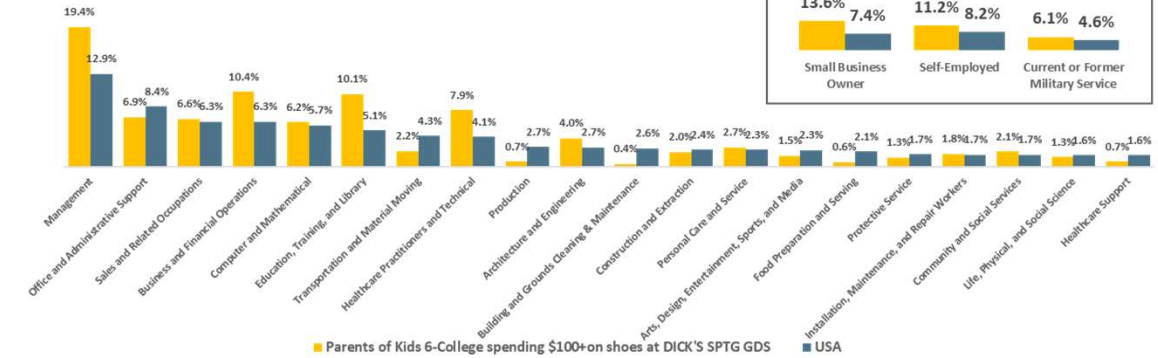
Employment: Adults 25 - 54



Marital Status: Adults 25 - 54

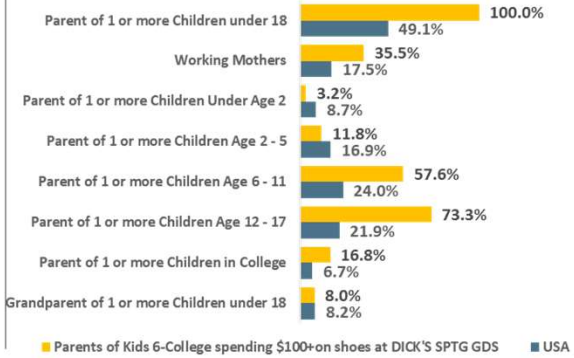


Top-20 Occupations: Adults 25 - 54



Entrepreneurs/Military Experience

Stage in Life: Adults 25 - 54



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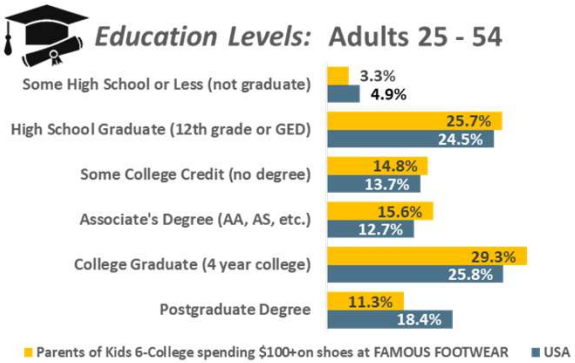
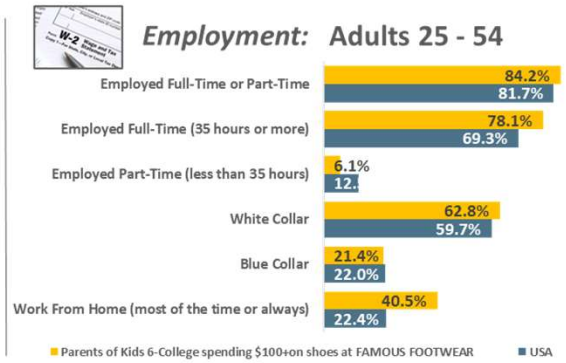
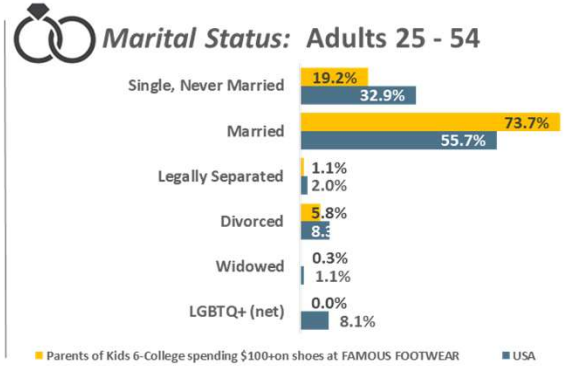
Education Levels: Adults 25 - 54



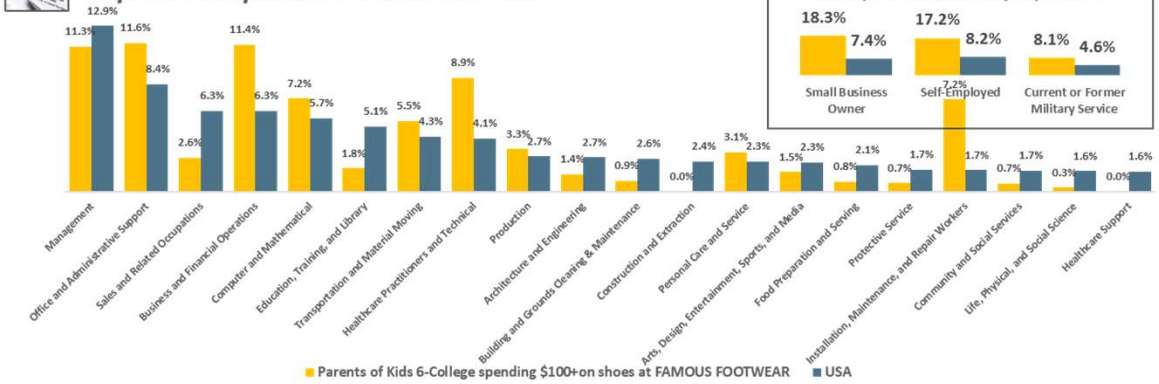
Employment: Adults 25 - 54



Marital Status: Adults 25 - 54

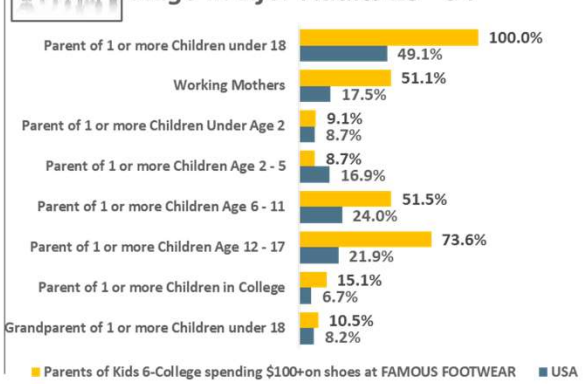


Top-20 Occupations: Adults 25 - 54



Entrepreneurs/Military Experience

Stage in Life: Adults 25 - 54



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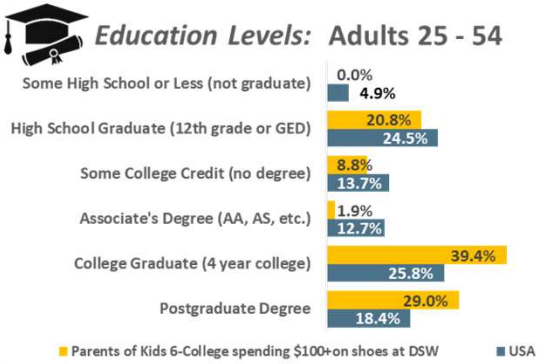
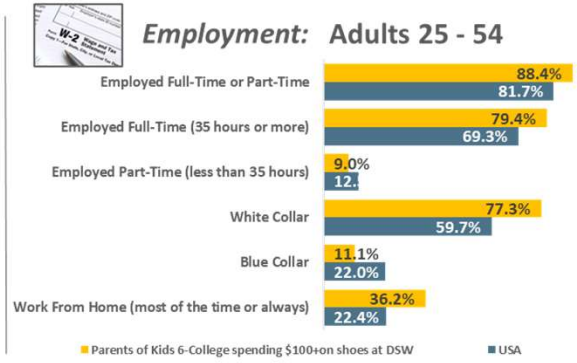
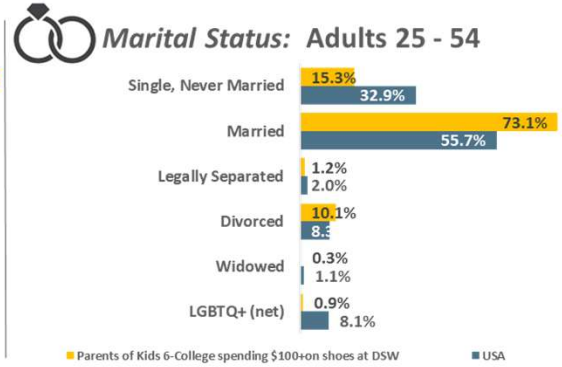
Education Levels: Adults 25 - 54



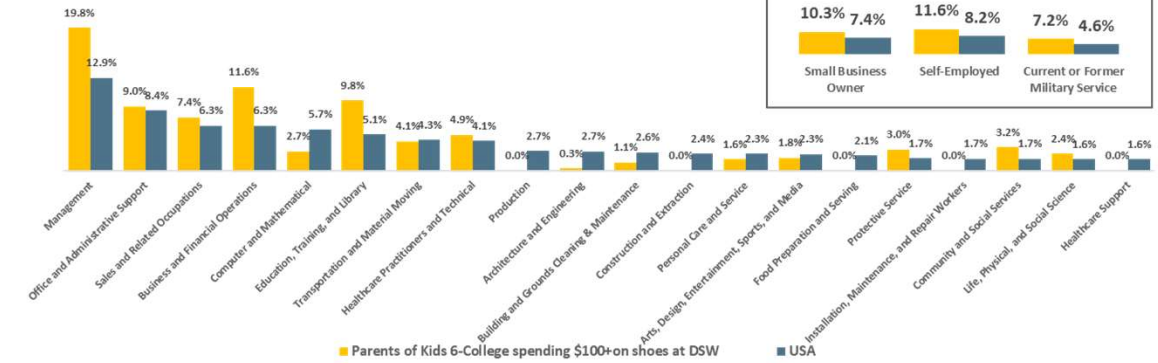
Employment: Adults 25 - 54



Marital Status: Adults 25 - 54

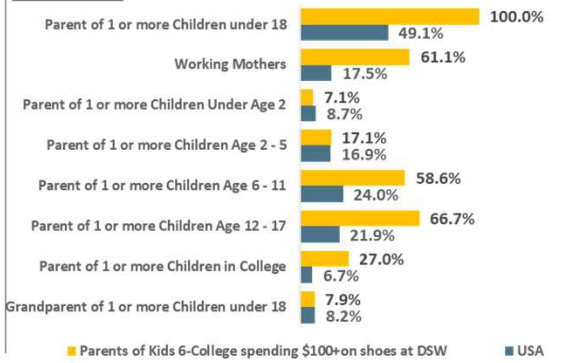


Top-20 Occupations: Adults 25 - 54



Entrepreneurs/Military Experience

Stage in Life: Adults 25 - 54



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,198

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USA Jan23-Feb24 USA Projection Qual Intab 9,480

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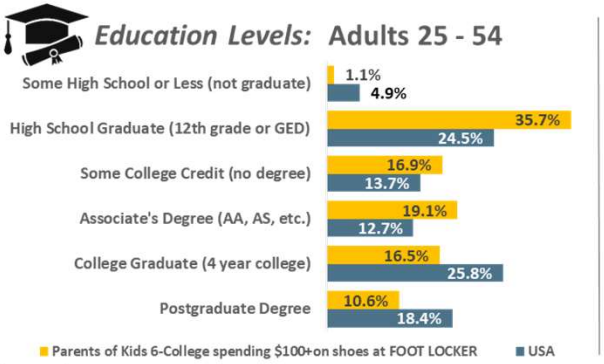
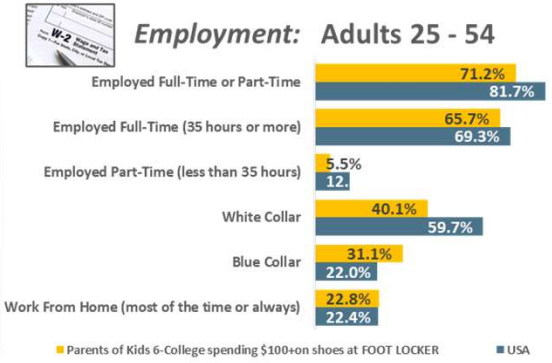
.6% or 834,597 of USA Adults 25 - 54 are Parents of Kids 6-College spending $100+on shoes at FOOT LOCKER. Adults 25 - 54 Parents of Kids 6-College spending $100+on shoes at FOOT LOCKER are 38.7% less likely to be a college graduate, 5.1% less likely to work full-time, 44.4% more likely to be married, 103.8% more likely to be a parent of 1 or more children und

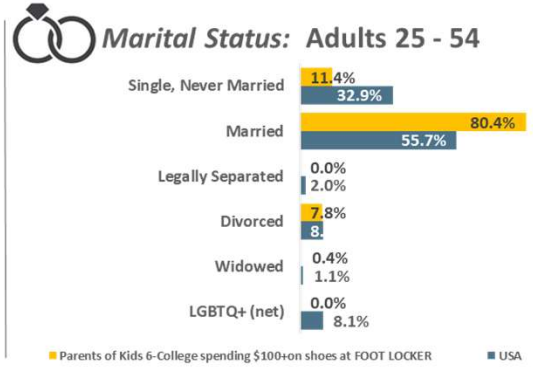
Education Levels: Adults 25 - 54



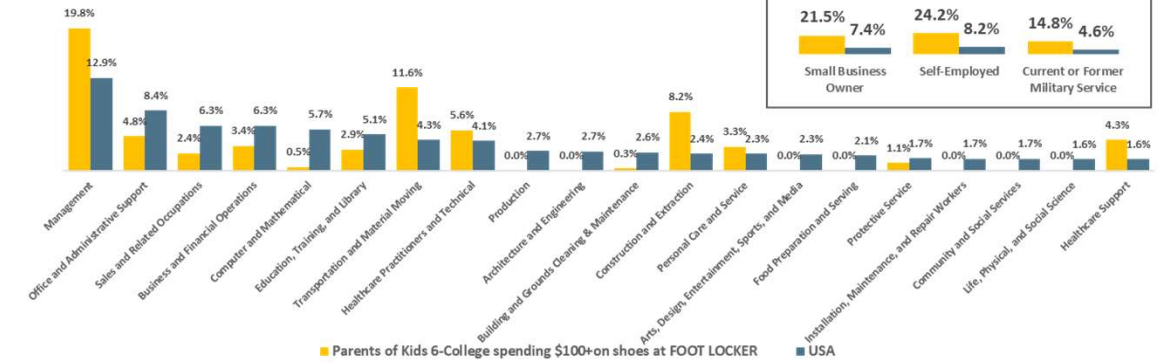
Employment: Adults 25 - 54



Marital Status: Adults 25 - 54

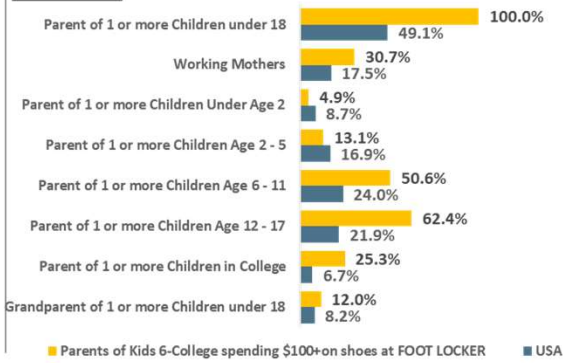


Top-20 Occupations: Adults 25 - 54



Entrepreneurs/Military Experience

Stage in Life: Adults 25 - 54



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,198

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USA Jan23-Feb24 USA Projection Qual Intab 9,480

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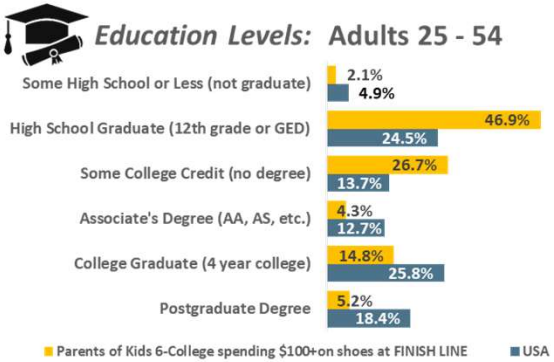
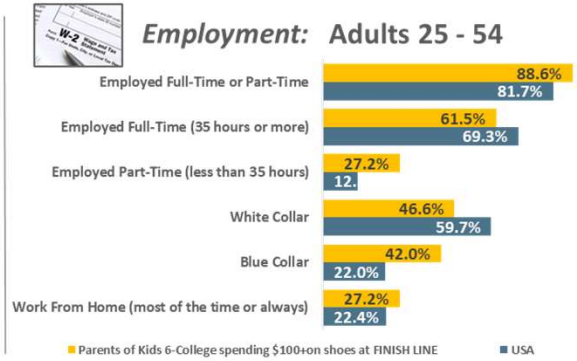
.6% or 728,561 of USA Adults 25 - 54 are Parents of Kids 6-College spending $100+on shoes at FINISH LINE. Adults 25 - 54 Parents of Kids 6-College spending $100+on shoes at FINISH LINE are 54.8% less likely to be a college graduate, 11.3% less likely to work full-time, 5.9% more likely to be married, 103.8% more likely to be a parent of 1 or more children und

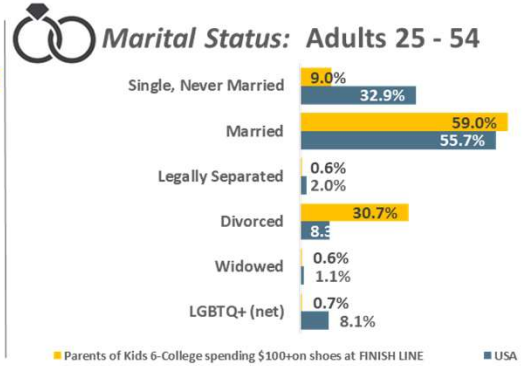
Education Levels: Adults 25 - 54



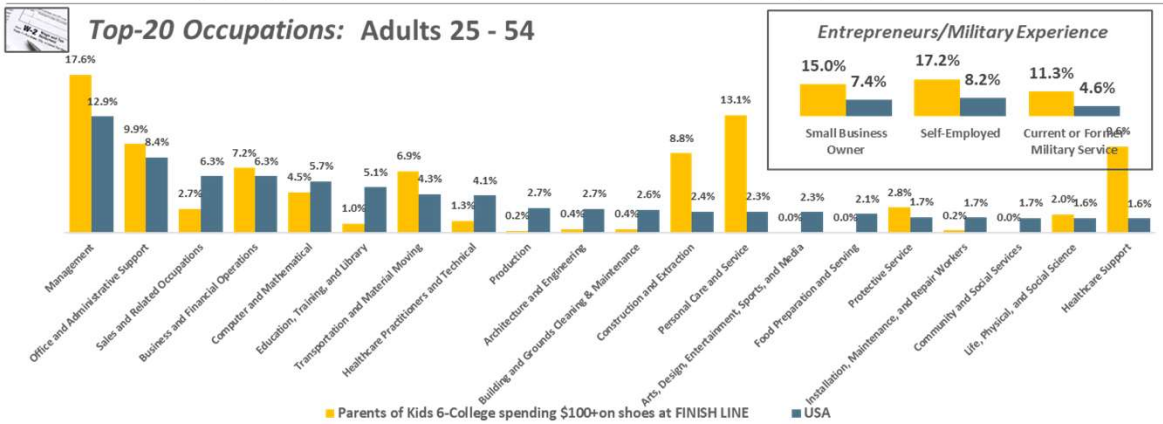
Employment: Adults 25 - 54



Marital Status: Adults 25 - 54

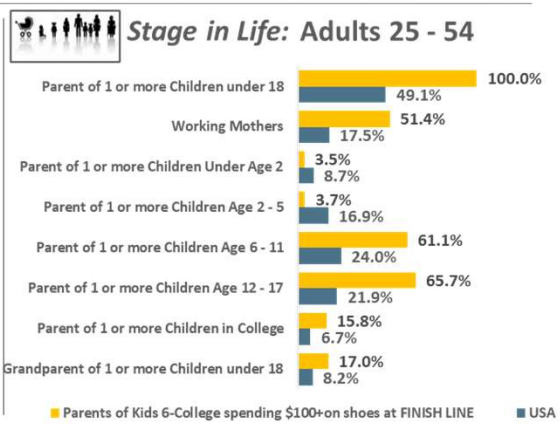


Top-20 Occupations: Adults 25 - 54



Entrepreneurs/Military Experience

Stage in Life: Adults 25 - 54



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,198

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USA Jan23-Feb24 USA Projection Qual Intab 9,480

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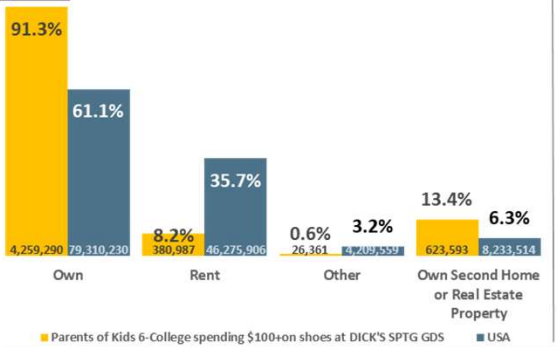
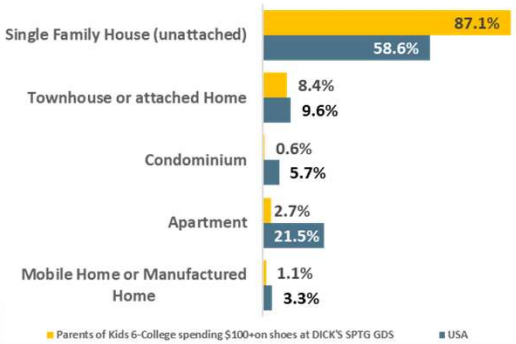
3.6% or 4,666,639 of USA Adults 25 - 54 are Parents of Kids 6-College spending $100+on shoes at DICK'S SPTG GDS. Adults 25 - 54 Parents of Kids 6-College spending $100+on shoes at DICK'S SPTG GDS are 49.4% more likely to own their home, 46.7% more likely to own a higher valued home, 48.6% more likely to have a single-family home, 40.8% more likely to have a dog.

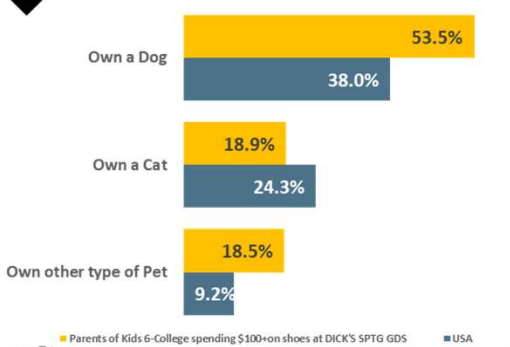
Own/Rent/Other: Adults 25 - 54



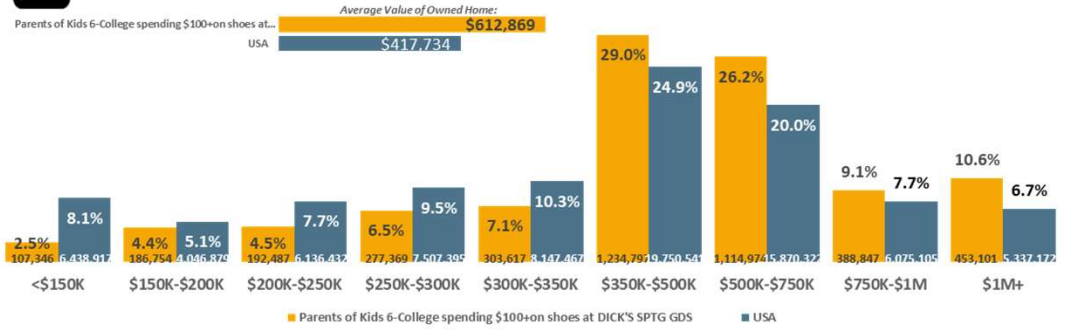
Type of Home: Adults 25 - 54



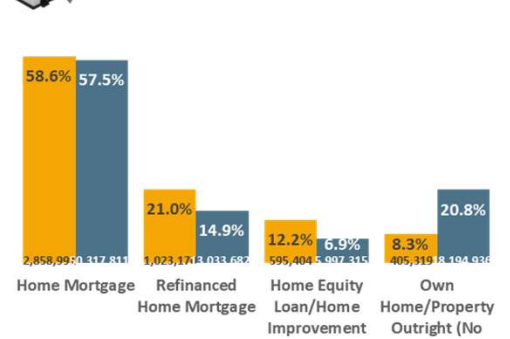
Pets in Home: Adults 25 - 54



Value of Owned Home: Adults 25 - 54



Home Loans: Adults 25 - 54



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *1,198*

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USA Jan23-Feb24 *USA Projection* *Qual Intab* *9,480*

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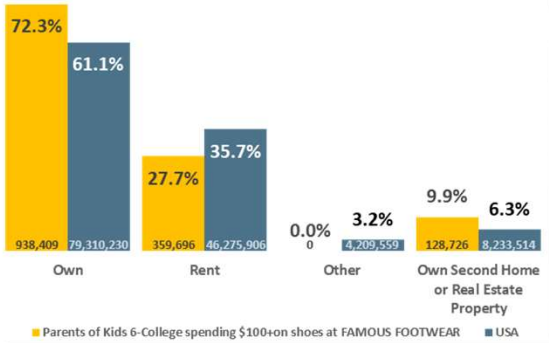
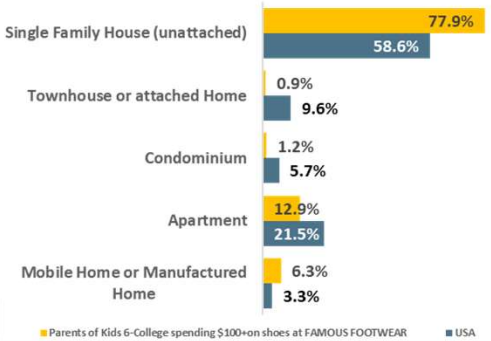
1.% or 1,298,105 of USA Adults 25 - 54 are Parents of Kids 6-College spending $100+on shoes at FAMOUS... Adults 25 - 54 Parents of Kids 6-College spending $100+on shoes at FAMOUS FOOTWEAR are 18.3% more likely to own their home, 5.7% more likely to own a higher valued home, 32.9% more likely to have a single-family home, 55.2% more likely to have a dog.

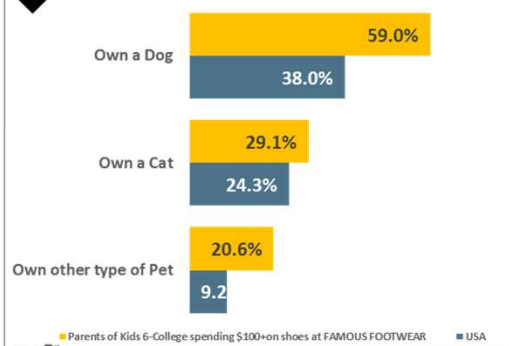
Own/Rent/Other: Adults 25 - 54



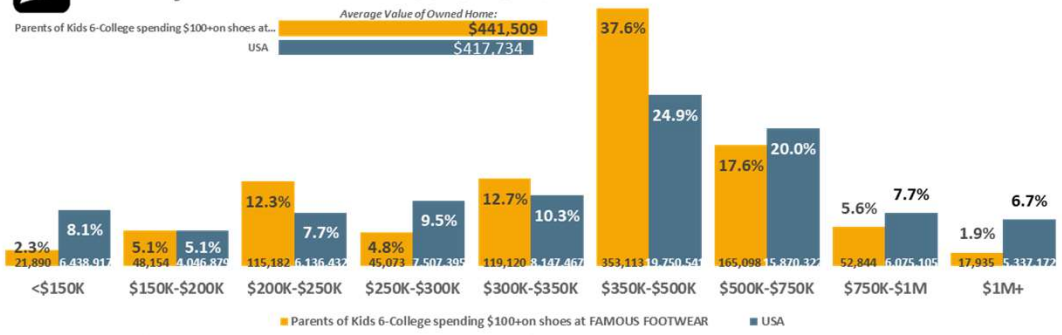
Type of Home: Adults 25 - 54



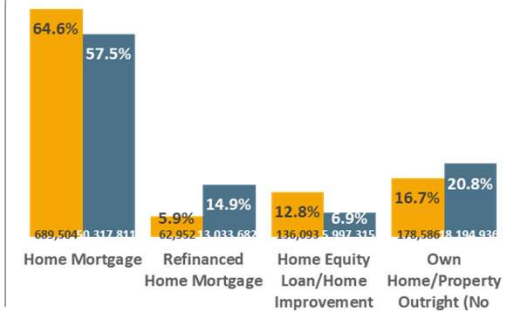
Pets in Home: Adults 25 - 54



Value of Owned Home: Adults 25 - 54



Home Loans: Adults 25 - 54



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,198

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USA Jan23-Feb24 USA Projection Qual Intab 9,480

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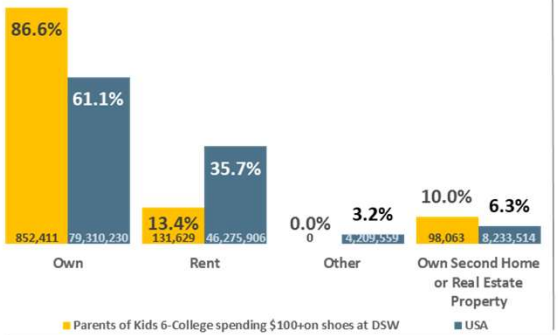
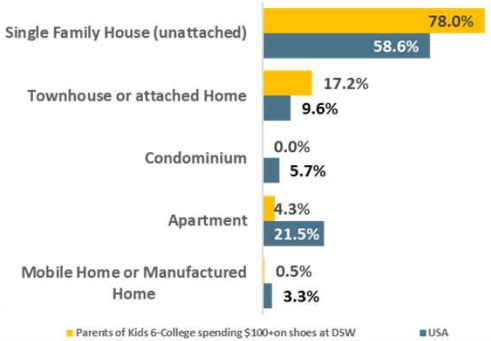
.8% or 984,040 of USA Adults 25 - 54 are Parents of Kids 6-College spending $100+on shoes at DSW. Adults 25 - 54 Parents of Kids 6-College spending $100+on shoes at DSW are 41.8% more likely to own their home, 52.4% more likely to own a higher valued home, 33.1% more likely to have a single-family home, 7.9% more likely to have a dog.

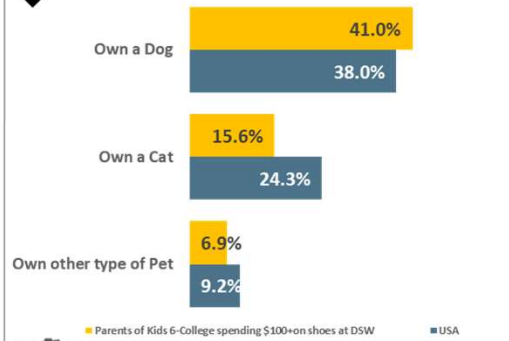
Own/Rent/Other: Adults 25 - 54



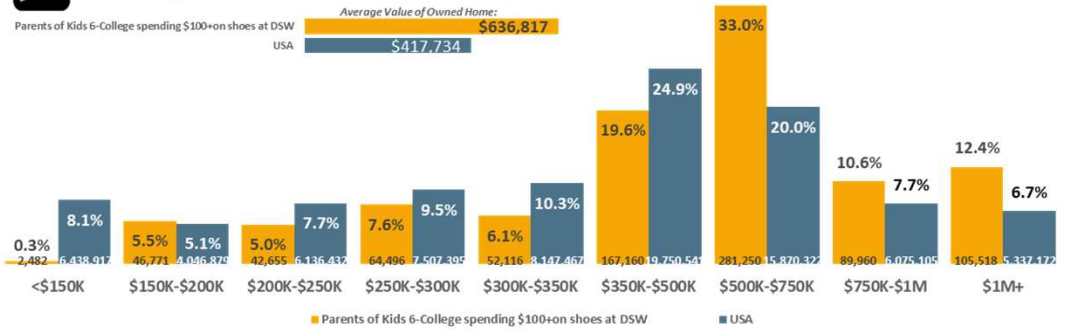
Type of Home: Adults 25 - 54



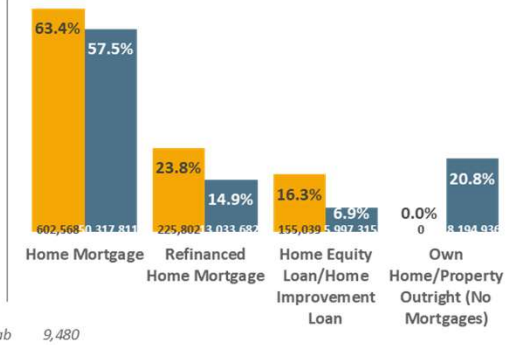
Pets in Home: Adults 25 - 54



Value of Owned Home: Adults 25 - 54



Home Loans: Adults 25 - 54



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *1,198*

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USA Jan23-Feb24 *USA Projection* *Qual Intab* *9,480*

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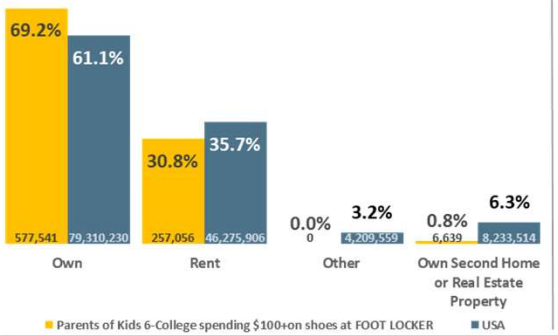
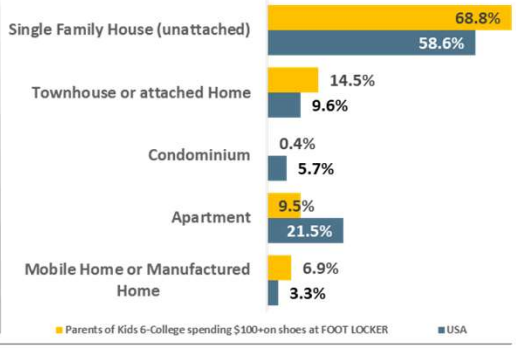
.6% or 834,597 of USA Adults 25 - 54 are Parents of Kids 6-College spending $100+on shoes at FOOT LOCKER. Adults 25 - 54 Parents of Kids 6-College spending $100+on shoes at FOOT LOCKER are 13.2% more likely to own their home, 11.2% more likely to own a higher valued home, 17.4% more likely to have a single-family home, .6% less likely to have a dog.

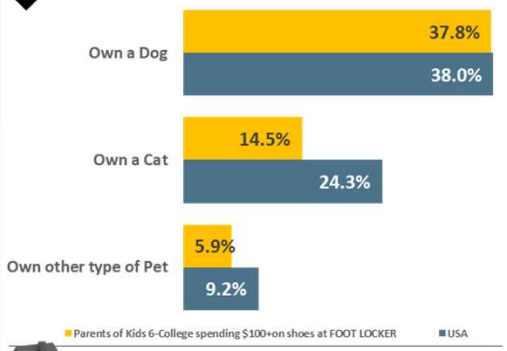
Own/Rent/Other: Adults 25 - 54



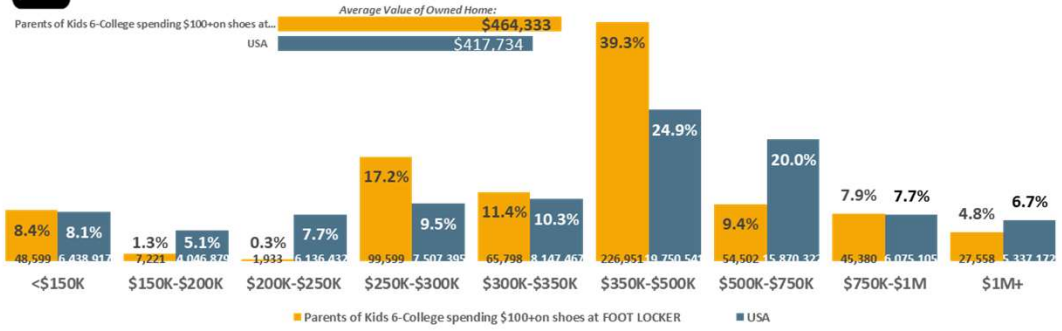
Type of Home: Adults 25 - 54



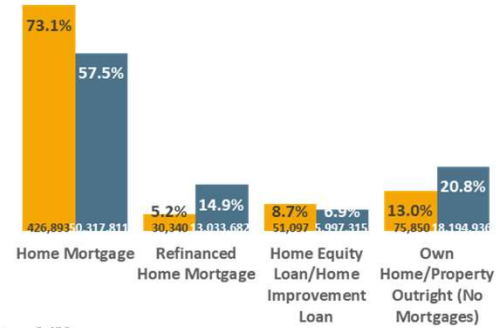
Pets in Home: Adults 25 - 54



Value of Owned Home: Adults 25 - 54



Home Loans: Adults 25 - 54



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USA Jan23-Feb24 *USA Projection* *Qual Intab* *9,480*

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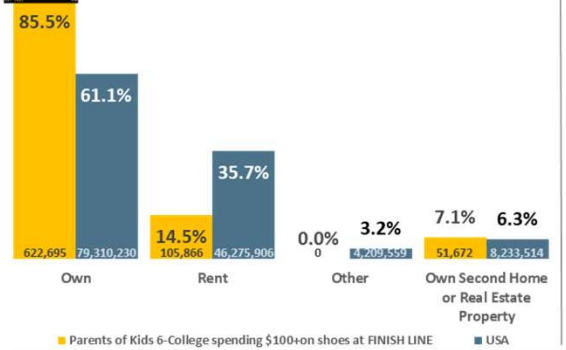
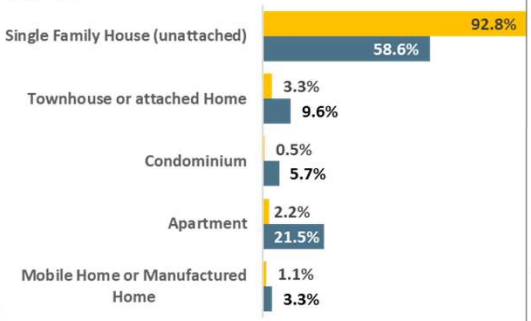
.6% or 728,561 of USA Adults 25 - 54 are Parents of Kids 6-College spending $100+on shoes at FINISH LINE. Adults 25 - 54 Parents of Kids 6-College spending $100+on shoes at FINISH LINE are 39.9% more likely to own their home, 2.3% more likely to own a higher valued home, 58.4% more likely to have a single-family home, 12.7% less likely to have a dog.

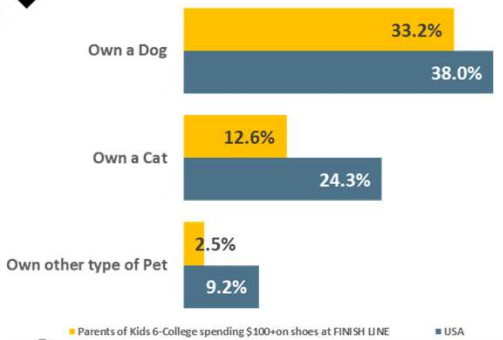
Own/Rent/Other: Adults 25 - 54



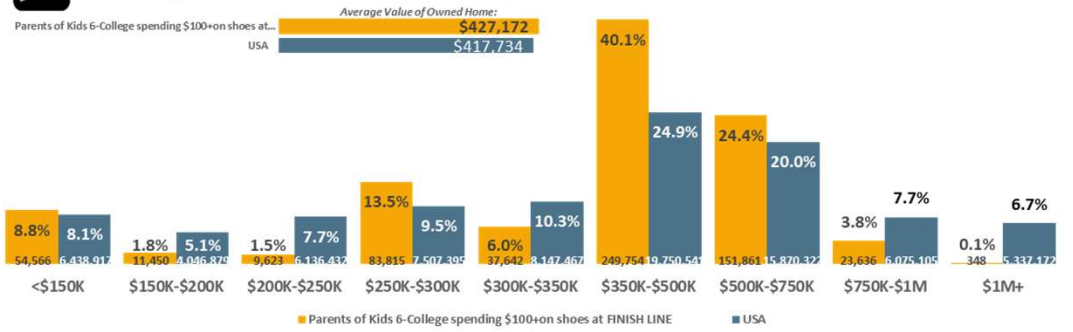
Type of Home: Adults 25 - 54



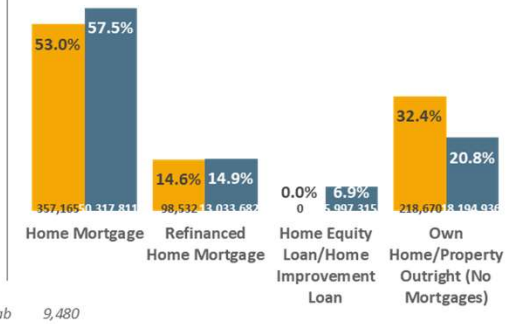
Pets in Home: Adults 25 - 54



Value of Owned Home: Adults 25 - 54



Home Loans: Adults 25 - 54



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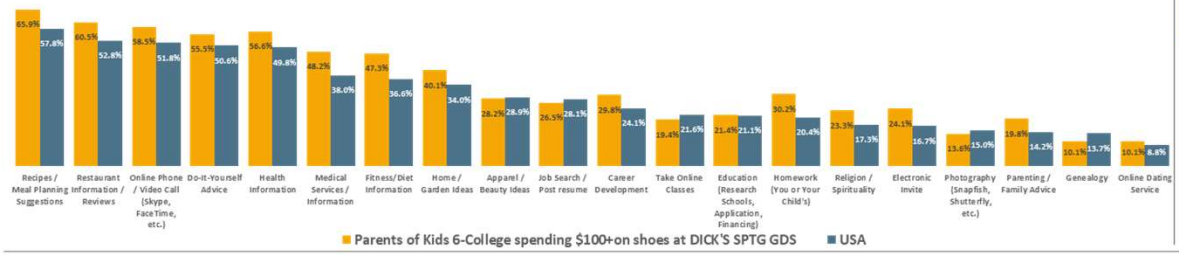
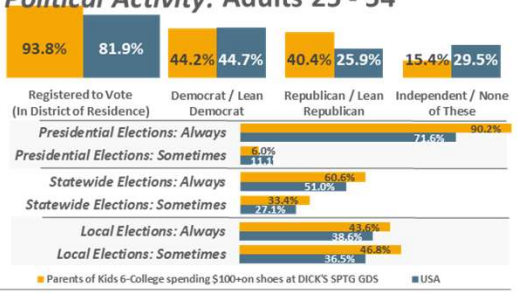
3.6% or 4,666,639 of USA Adults 25 - 54 are Parents of Kids 6-College spending $100+on shoes at DICK'S SPTG... Adults 25 - 54 Parents of Kids 6-College spending $100+on shoes at DICK'S SPTG GDS are 9.5% more likely to look up D-I-Y advice online, 12.9% more likely to always vote in local elections, 23.7% more likely to belong to a gym, 22.3% more likely to fly dom

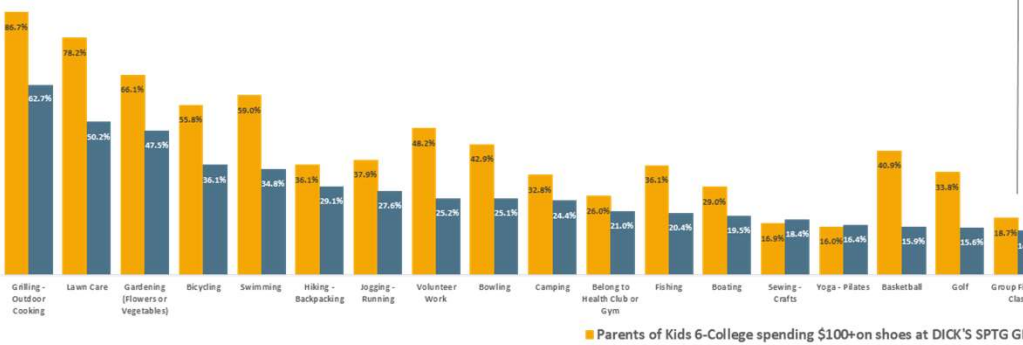
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 54



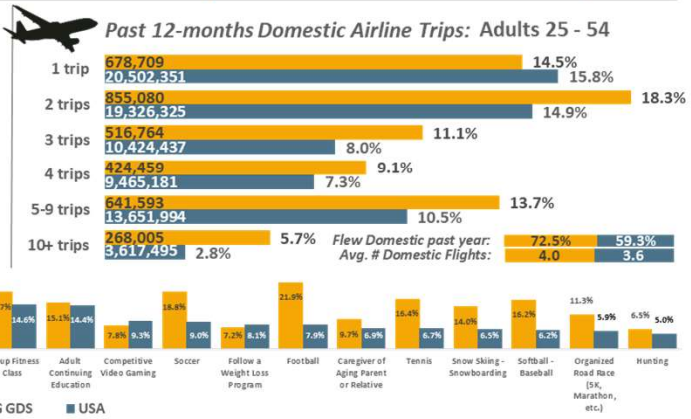
Political Activity: Adults 25 - 54



Top-30 past 12-months Active Lifestyle Activites: Adults 25 - 54



Past 12-months Domestic Airline Trips: Adults 25 - 54



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,198

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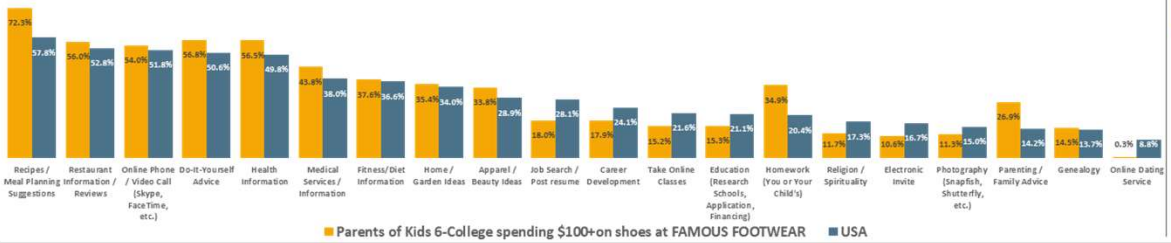
USA Jan23-Feb24 USA Projection Qual Intab 9,480

[((((Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more) AND Parent of child under 18: Yes) AND (Presence of children by age (HHLD): Age 6 - 17 OR Lifestyle characteristics: Have child in college)) AND Age summaries: Adults 25 - 54)] AND... Stores/services bought past 3 months: DICK'S Sporting Goods

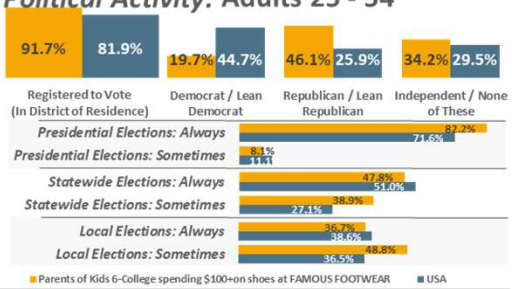


1.% or 1,298,105 of USA Adults 25 - 54 are Parents of Kids 6-College spending $100+on shoes at FAMOUS… Adults 25 - 54 Parents of Kids 6-College spending $100+on shoes at FAMOUS FOOTWEAR are 12.1% more likely to look up D-I-Y advice online, 5.1% less likely to always vote in local elections, 45.7% more likely to belong to a gym, 13.9% more likely to fly dom

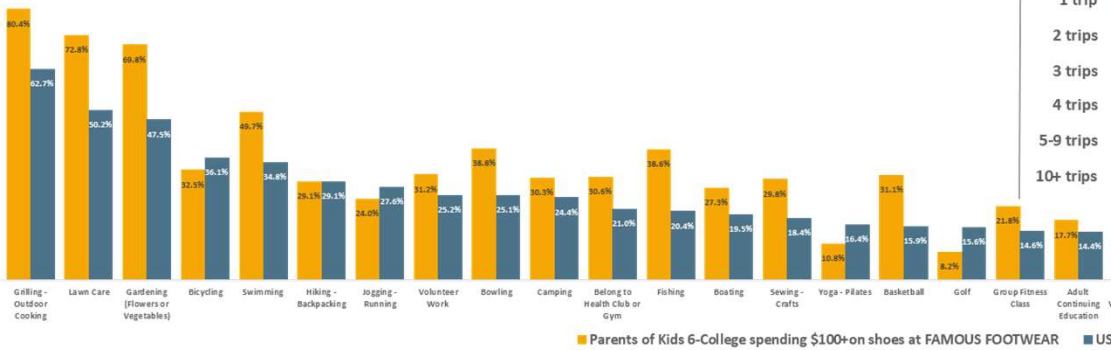
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 54



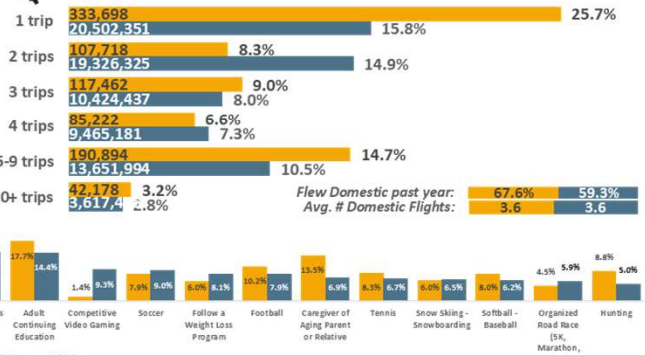
Political Activity: Adults 25 - 54



Top-30 past 12-months Active Lifestyle Activites: Adults 25 - 54



Past 12-months Domestic Airline Trips: Adults 25 - 54



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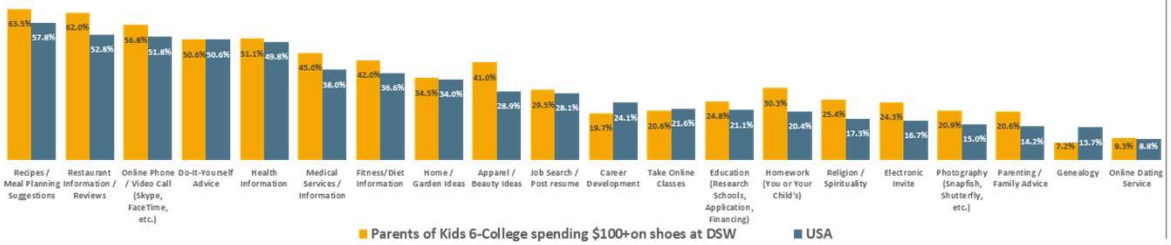
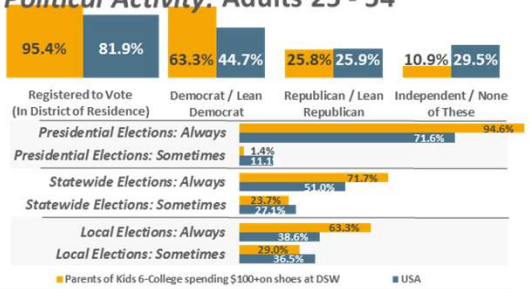
.8% or 984,040 of USA Adults 25 - 54 are Parents of Kids 6-College spending $100+on shoes at DSW. Adults 25 - 54 Parents of Kids 6-College spending $100+on shoes at DSW are .% less likely to look up D-I-Y advice online, 63.8% more likely to always vote in local elections, 76.1% more likely to belong to a gym, 35.5% more likely to fly domestic past yr.

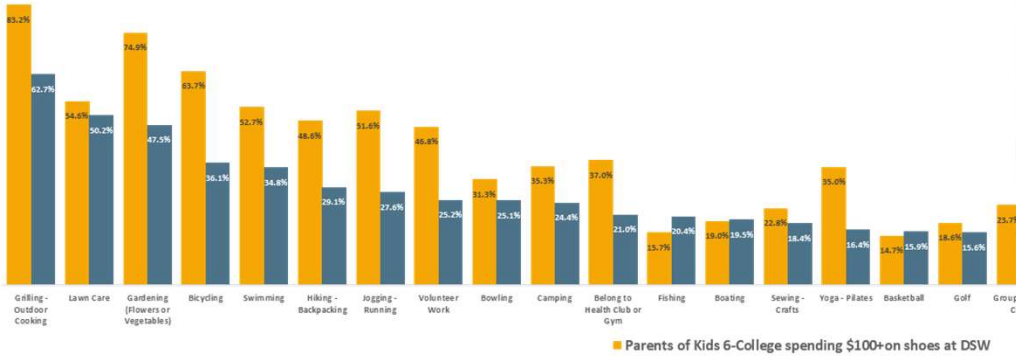
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 54



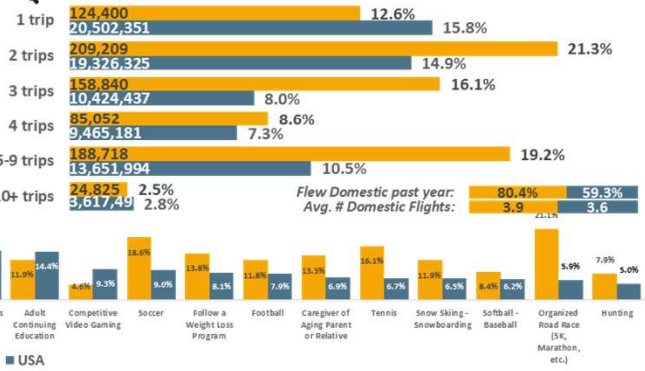
Political Activity: Adults 25 - 54



Top-30 past 12-months Active Lifestyle Activites: Adults 25 - 54



Past 12-months Domestic Airline Trips: Adults 25 - 54



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,198

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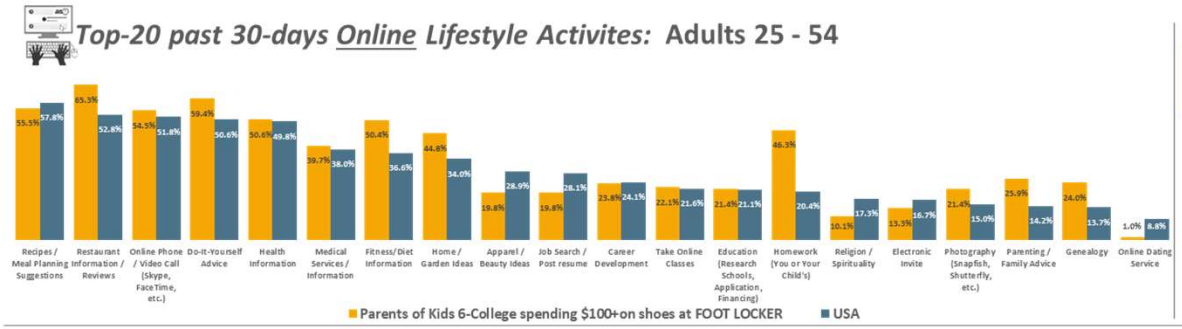
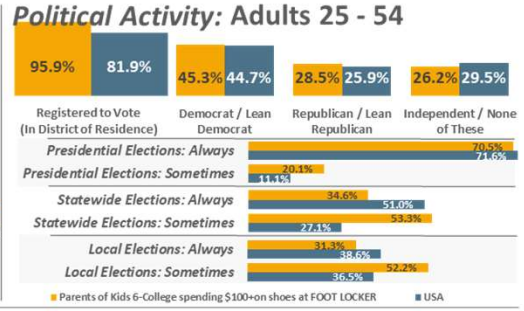
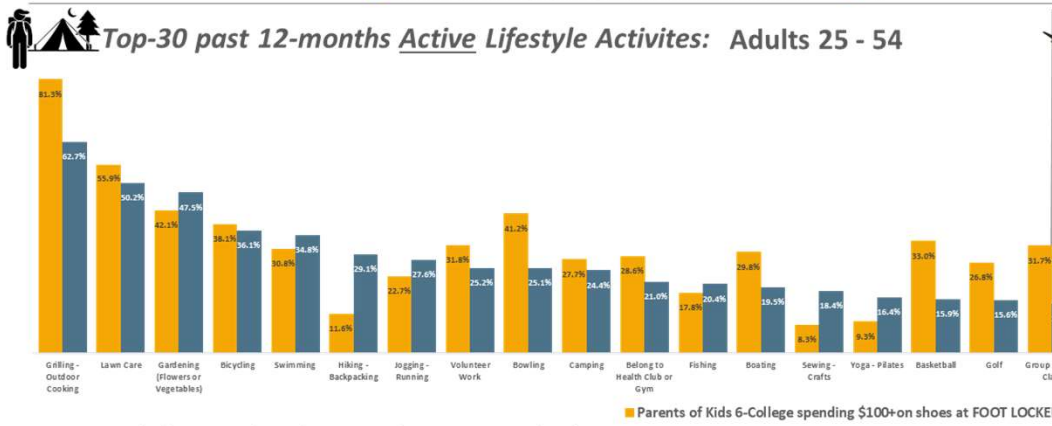
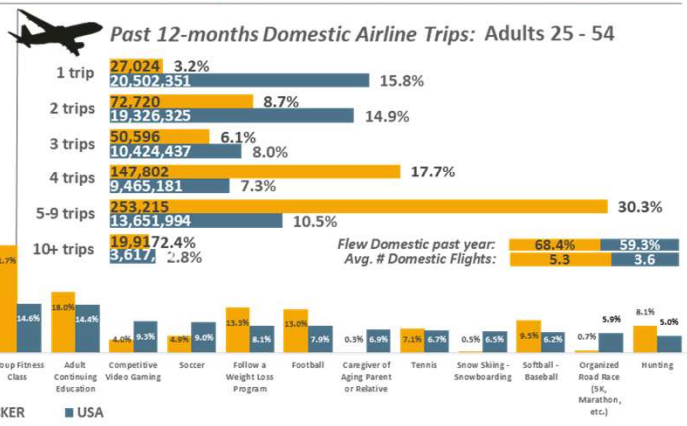
.6% or 834,597 of USA Adults 25 - 54 are Parents of Kids 6-College spending $100+on shoes at FOOT LOCKER. Adults 25 - 54 Parents of Kids 6-College spending $100+on shoes at FOOT LOCKER are 17.3% more likely to look up D-I-Y advice online, 19.% less likely to always vote in local elections, 36.1% more likely to belong to a gym, 15.4% more likely to fly domesti









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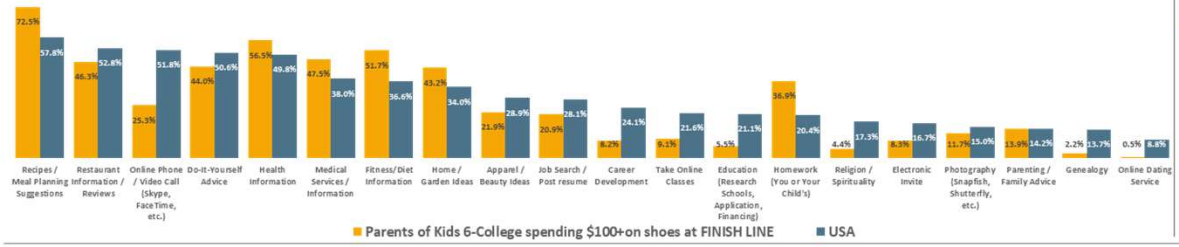
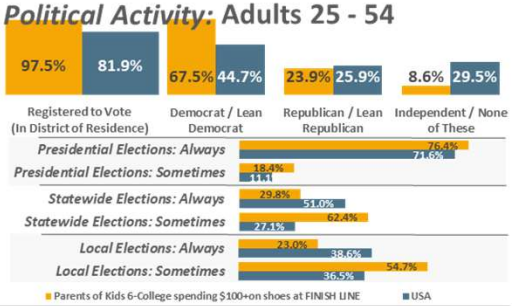
.6% or 728,561 of USA Adults 25 - 54 are Parents of Kids 6-College spending $100+on shoes at FINISH LINE. Adults 25 - 54 Parents of Kids 6-College spending $100+on shoes at FINISH LINE are 13.% less likely to look up D-I-Y advice online, 40.4% less likely to always vote in local elections, 27.8% more likely to belong to a gym, 20.4% more likely to fly domesti

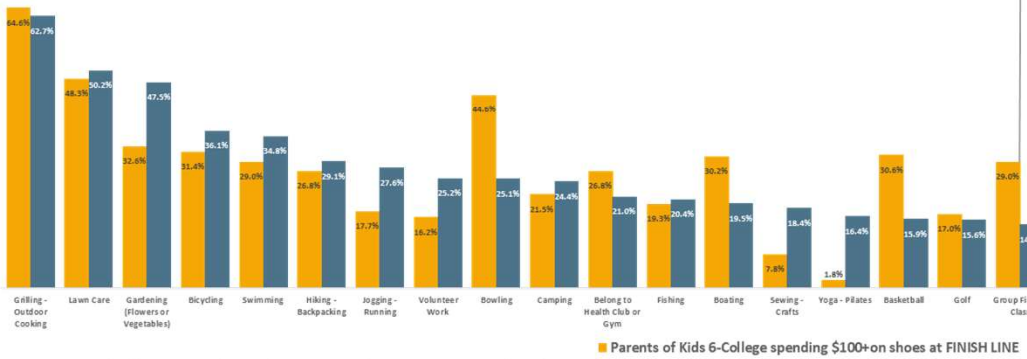
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 54



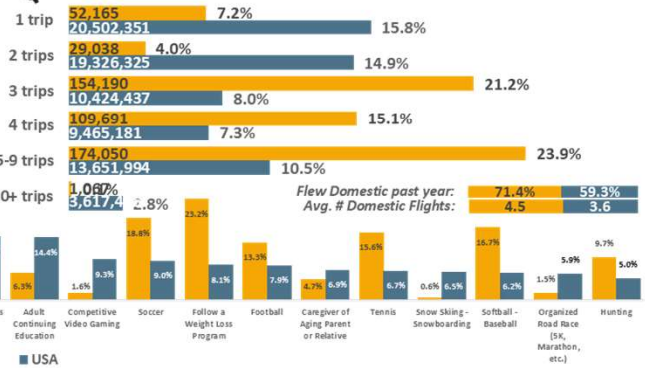
Political Activity: Adults 25 - 54



Top-30 past 12-months Active Lifestyle Activites: Adults 25 - 54



Past 12-months Domestic Airline Trips: Adults 25 - 54



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3.6% or 4,666,639 of USA Adults 25 - 54 are Parents of Kids 6-College spending $100+on shoes at DICK'S SPTG GDS. Adults 25 - 54 Parents of Kids 6-College spending $100+on shoes at DICK'S SPTG GDS are 7.5% more likely to use QSRs past mo., 19.7% more likely to use Sit-Down Restaurants past mo., 11.7% less likely to use Casinos past yr., 80.7% less likely to smoke cig

Past 30-days QSR Users: Adults 25 - 54



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



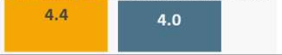
Past 30-days Sit-Down Restaurant Users: Adults 25 - 54



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 25 - 54

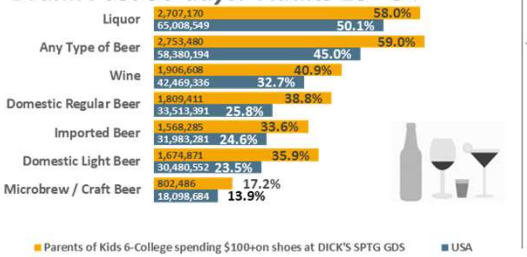
(Sit-Down Restaurants Used Past 30-days)



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

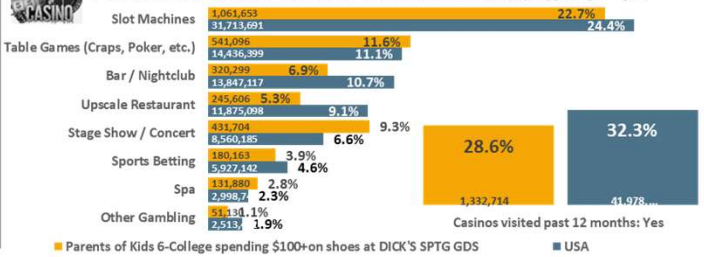


Drank Past 30-days: Adults 25 - 54



Past 12 months Casino Activities: Adults 25 - 54





Used Past 30-days: Adults 25 - 54



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1.% or 1,298,105 of USA Adults 25 - 54 are Parents of Kids 6-College spending $100+on shoes at FAMOUS... Adults 25 - 54 Parents of Kids 6-College spending $100+on shoes at FAMOUS FOOTWEAR are 9.2% more likely to use QSRs past mo., 22.5% more likely to use Sit-Down Restaurants past mo., 10.3% less likely to use Casinos past yr., 56.3% less likely to smoke cig

Past 30-days QSR Users: Adults 25 - 54



Total Monthly QSR Users:

99.7% 1,293,908

91.3% 47

Avg. Monthly QSR Meals:

9.3

6.8

Past 30-days Sit-Down Restaurant Users: Adults 25 - 54



Total Monthly Sit-Down Restaurant Users:

94.7% 1,229,428

77.3% 100,319,3 83

Avg. Monthly Sit-Down Restaurant Meals:

5.1

4.0

Top-10 Cuisines: Adults 25 - 54

(Sit-Down Restaurants Used Past 30-days)



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

Parents of Kids 6-College spending $100+on shoes at... 264,463 20.4%

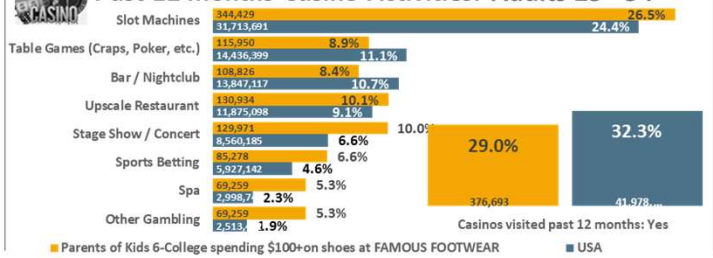
USA 22.6%

Drank Past 30-days: Adults 25 - 54



Past 12 months Casino Activities: Adults 25 - 54





Used Past 30-days: Adults 25 - 54



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *1,198*

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.8% or 984,040 of USA Adults 25 - 54 are Parents of Kids 6-College spending $100+on shoes at DSW. Adults 25 - 54 Parents of Kids 6-College spending $100+on shoes at DSW are 7.8% more likely to use QSRs past mo., 14.4% more likely to use Sit-Down Restaurants past mo., 23.8% less likely to use Casinos past yr., 41.5% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 25 - 54



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



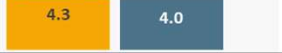
Past 30-days Sit-Down Restaurant Users: Adults 25 - 54



Total Monthly Sit-Down Restaurant Users:



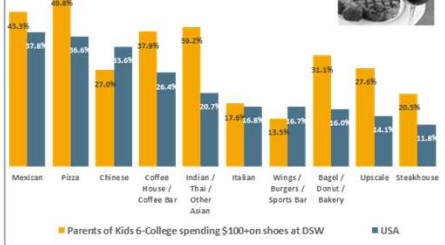
Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 25 - 54

(Sit-Down Restaurants Used Past 30-days)

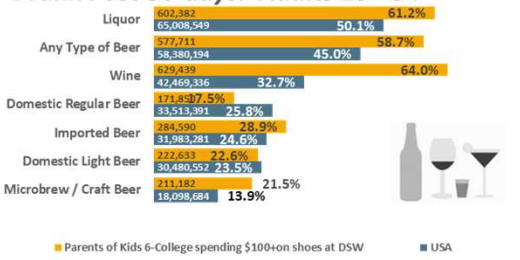




Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

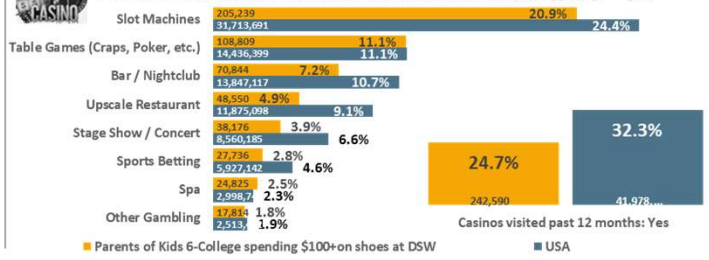


Drank Past 30-days: Adults 25 - 54



Past 12 months Casino Activities: Adults 25 - 54





Used Past 30-days: Adults 25 - 54



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.6% or 834,597 of USA Adults 25 - 54 are Parents of Kids 6-College spending $100+on shoes at FOOT LOCKER. Adults 25 - 54 Parents of Kids 6-College spending $100+on shoes at FOOT LOCKER are 1.% less likely to use QSRs past mo., 19.9% more likely to use Sit-Down Restaurants past mo., 83.7% more likely to use Casinos past yr., 37.2% less likely to smoke cigarett

Past 30-days QSR Users: Adults 25 - 54



Total Monthly QSR Users: 90.3% 753,952 | 91.3% 118,456,647

Avg. Monthly QSR Meals: 11.2 | 8.8

Past 30-days Sit-Down Restaurant Users: Adults 25 - 54



Total Monthly Sit-Down Restaurant Users: 92.7% 773,392 | 77.3% 100,319,383

Avg. Monthly Sit-Down Restaurant Meals: 6.6 | 4.0

Top-10 Cuisines: Adults 25 - 54

(Sit-Down Restaurants Used Past 30-days)



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

Parents of Kids 6-College spending $100+on shoes at... 413,146 49.5%

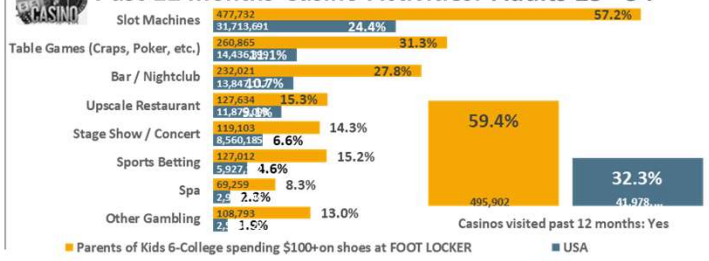
USA 22.6%

Drank Past 30-days: Adults 25 - 54



Past 12 months Casino Activities: Adults 25 - 54





Used Past 30-days: Adults 25 - 54



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.6% or 728,561 of USA Adults 25 - 54 are Parents of Kids 6-College spending $100+on shoes at FINISH LINE. Adults 25 - 54 Parents of Kids 6-College spending $100+on shoes at FINISH LINE are 7.9% more likely to use QSRs past mo., 20.7% more likely to use Sit-Down Restaurants past mo., 87.4% more likely to use Casinos past yr., 73.5% less likely to smoke cigaret

Past 30-days QSR Users: Adults 25 - 54



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



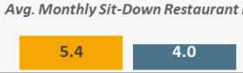
Past 30-days Sit-Down Restaurant Users: Adults 25 - 54



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 25 - 54

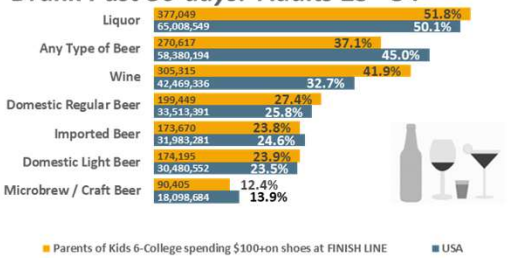
(Sit-Down Restaurants Used Past 30-days)



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

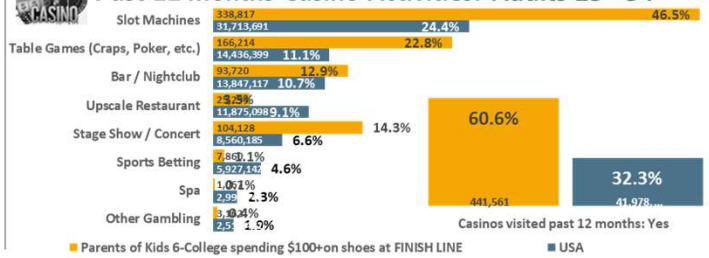


Drank Past 30-days: Adults 25 - 54



Past 12 months Casino Activities: Adults 25 - 54





Used Past 30-days: Adults 25 - 54



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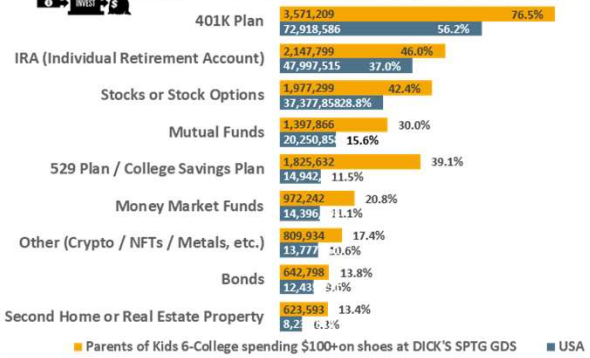
USA Jan23-Feb24 USA Projection Qual Intab 9,480

[((((Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more) AND Parent of child under 18: Yes) AND (Presence of children by age (HHLD): Age 6 - 17 OR Lifestyle characteristics: Have child in college)) AND Age summaries: Adults 25 - 54)] AND... Stores/services bought past 3 months: Finish Line

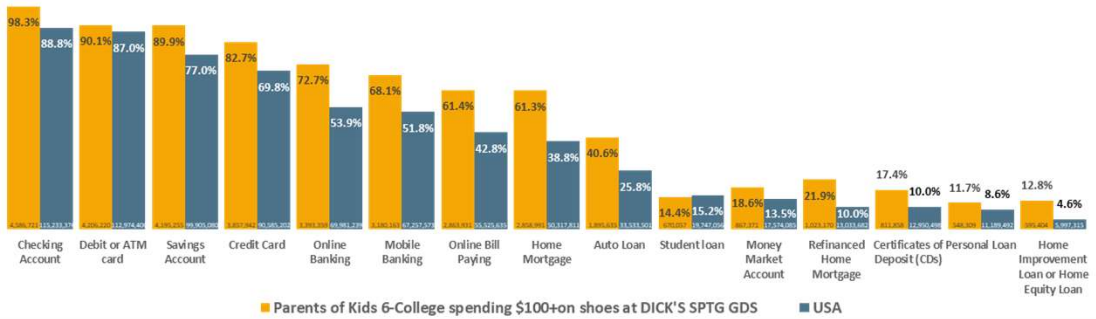


3.6% or 4,666,639 of USA Adults 25 - 54 are Parents of Kids 6-College spending $100+on shoes at DICK'S SPTG.. Adults 25 - 54 Parents of Kids 6-College spending $100+on shoes at DICK'S SPTG GDS are 36.2% more likely to have a 401K, 57.2% more likely to have an Auto Loan, 50.9% more likely to Invest/Trade Stocks Online, 1.8% more likely to pay with their Debit Card

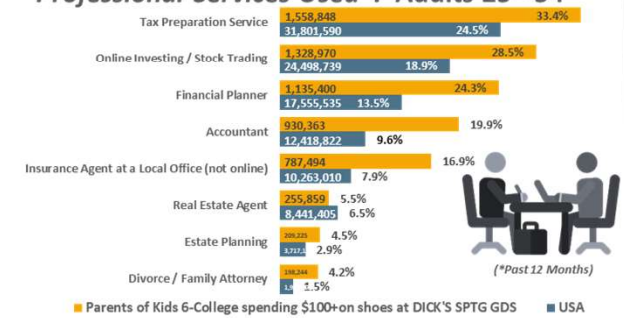
Investments Owned: Adults 25 - 54



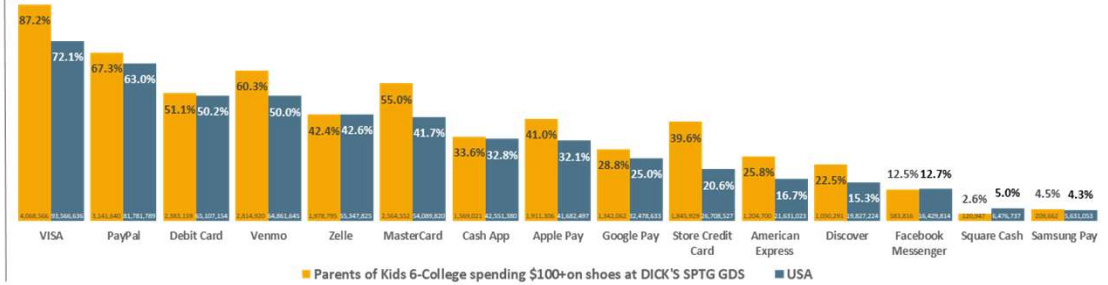
Financial Services Has and/or Uses: Adults 25 - 54



Professional Services Used:* Adults 25 - 54



Past 3-Months Payment Methods Used: Adults 25 - 54



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,198

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USA Jan23-Feb24 USA Projection Qual Intab 9,480

[((((Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more) AND Parent of child under 18: Yes) AND (Presence of children by age (HHLD): Age 6 - 17 OR Lifestyle characteristics: Have child in college)) AND Age summaries: Adults 25 - 54)] AND... Stores/services bought past 3 months: DICK'S Sporting Goods

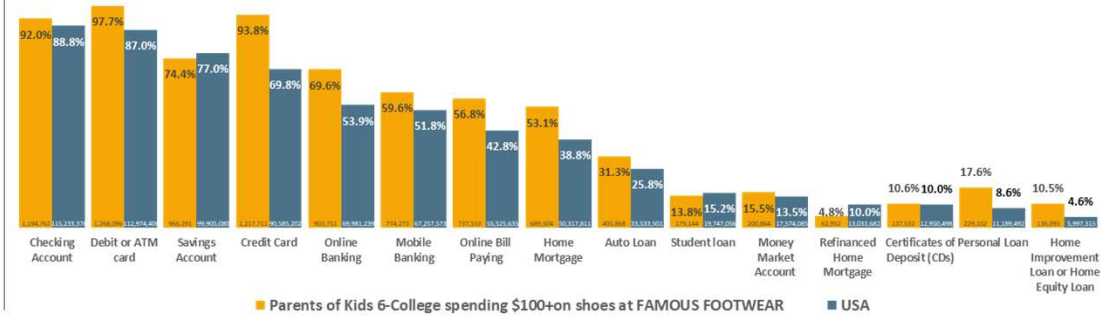


1.% or 1,298,105 of USA Adults 25 - 54 are Parents of Kids 6-College spending $100+on shoes at FAMOUS... Adults 25 - 54 Parents of Kids 6-College spending $100+on shoes at FAMOUS FOOTWEAR are 19.5% more likely to have a 401K, 21.% more likely to have an Auto Loan, 1.8% more likely to Invest/Trade Stocks Online, 33.9% more likely to pay with their Debit Card.

Investments Owned: Adults 25 - 54



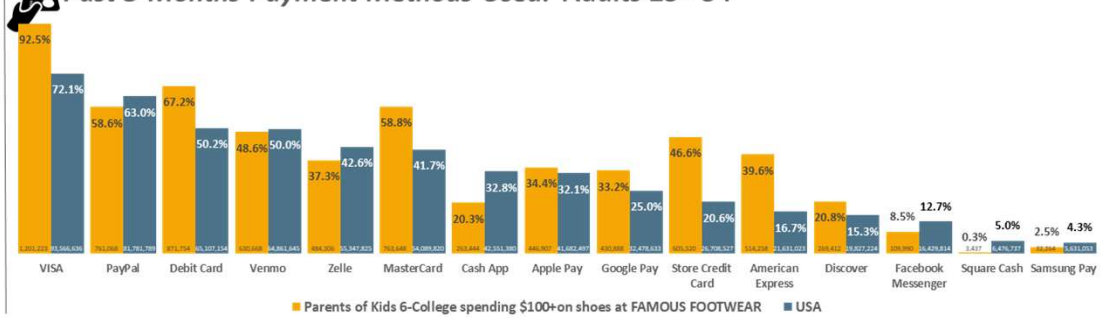
Financial Services Has and/or Uses: Adults 25 - 54



Professional Services Used:* Adults 25 - 54



Past 3-Months Payment Methods Used: Adults 25 - 54



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,198

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USA Jan23-Feb24 USA Projection Qual Intab 9,480

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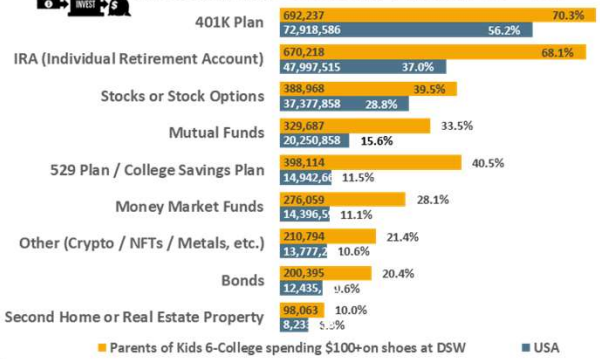
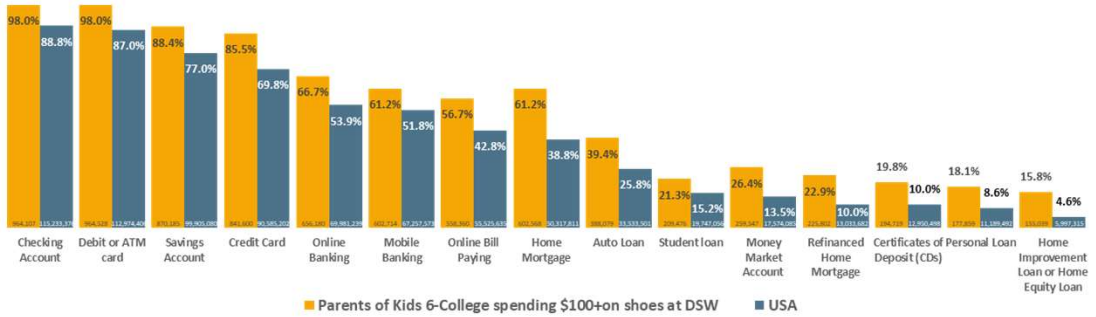
.8% or 984,040 of USA Adults 25 - 54 are Parents of Kids 6-College spending $100+on shoes at DSW. Adults 25 - 54 Parents of Kids 6-College spending $100+on shoes at DSW are 25.2% more likely to have a 401K, 52.6% more likely to have an Auto Loan, 31.6% more likely to Invest/Trade Stocks Online, 15.% less likely to pay with their Debit Card.

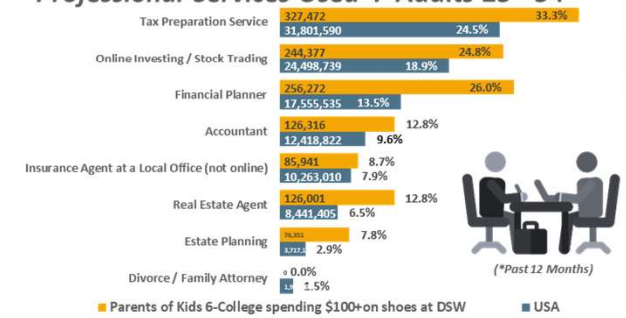
Investments Owned: Adults 25 - 54



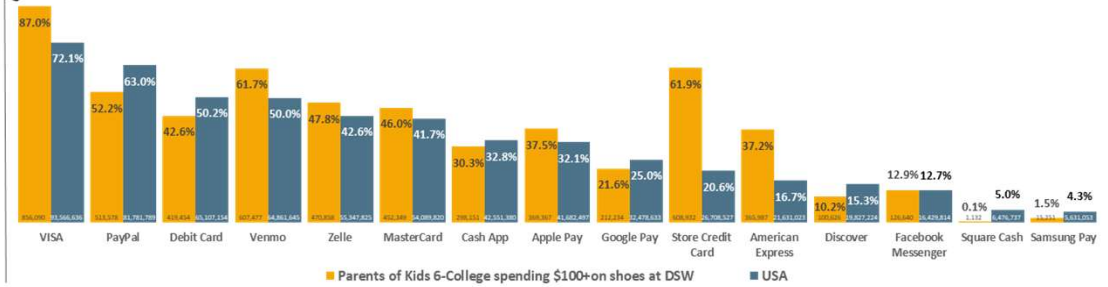
Financial Services Has and/or Uses: Adults 25 - 54



Professional Services Used:* Adults 25 - 54



Past 3-Months Payment Methods Used: Adults 25 - 54



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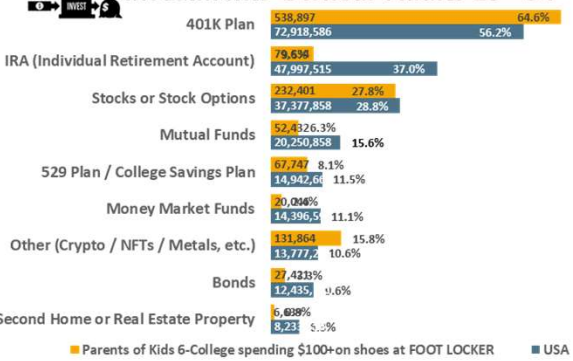
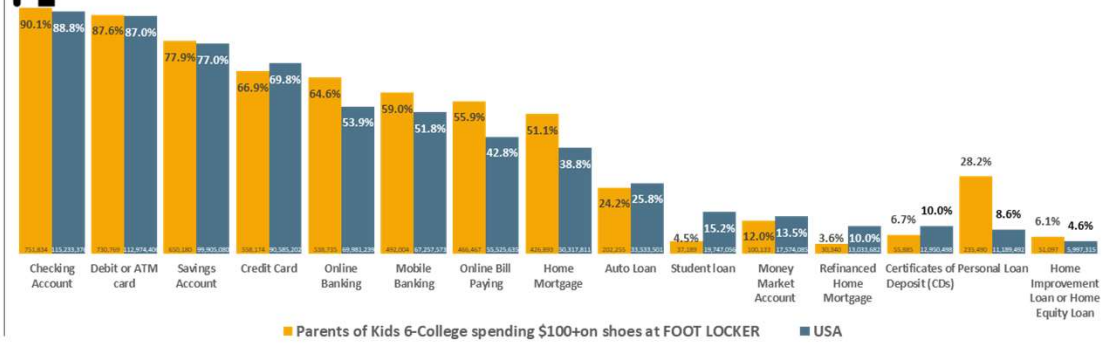
.6% or 834,597 of USA Adults 25 - 54 are Parents of Kids 6-College spending $100+on shoes at FOOT LOCKER. Adults 25 - 54 Parents of Kids 6-College spending $100+on shoes at FOOT LOCKER are 14.9% more likely to have a 401K, 6.2% less likely to have an Auto Loan, 49.5% more likely to Invest/Trade Stocks Online, 41.% more likely to pay with their Debit Card.

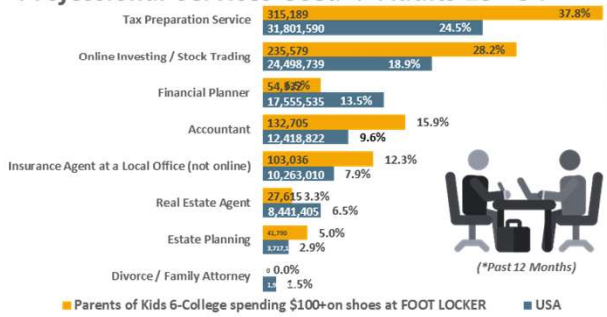
Investments Owned: Adults 25 - 54



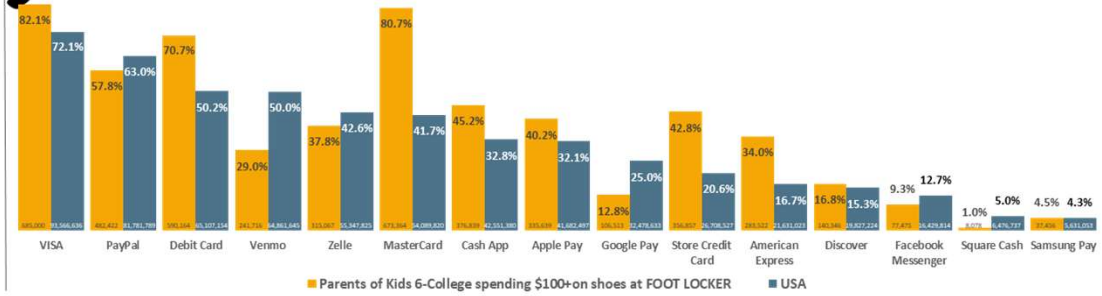
Financial Services Has and/or Uses: Adults 25 - 54



Professional Services Used:* Adults 25 - 54



Past 3-Months Payment Methods Used: Adults 25 - 54



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USA Jan23-Feb24 USA Projection Qual Intab 9,480

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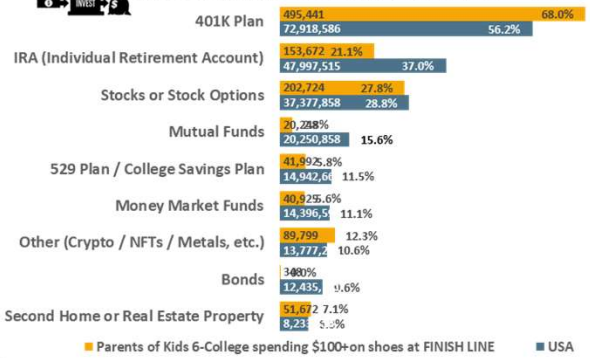
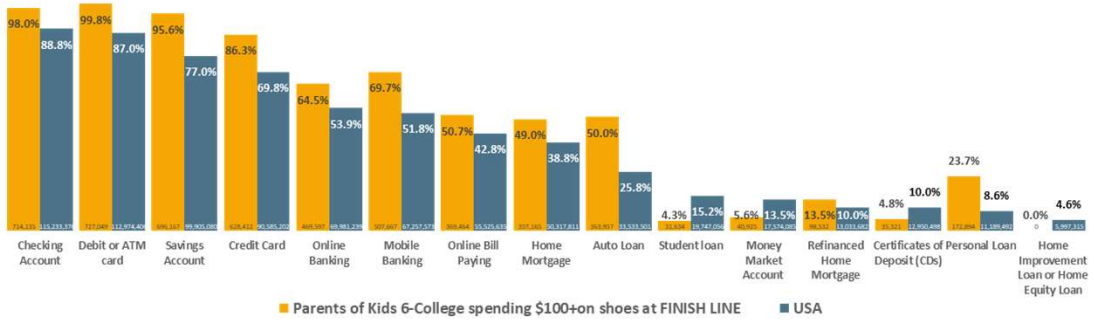
.6% or 728,561 of USA Adults 25 - 54 are Parents of Kids 6-College spending $100+on shoes at FINISH LINE. Adults 25 - 54 Parents of Kids 6-College spending $100+on shoes at FINISH LINE are 21.% more likely to have a 401K, 93.4% more likely to have an Auto Loan, .8% more likely to Invest/Trade Stocks Online, 52.% more likely to pay with their Debit Card.

Investments Owned: Adults 25 - 54



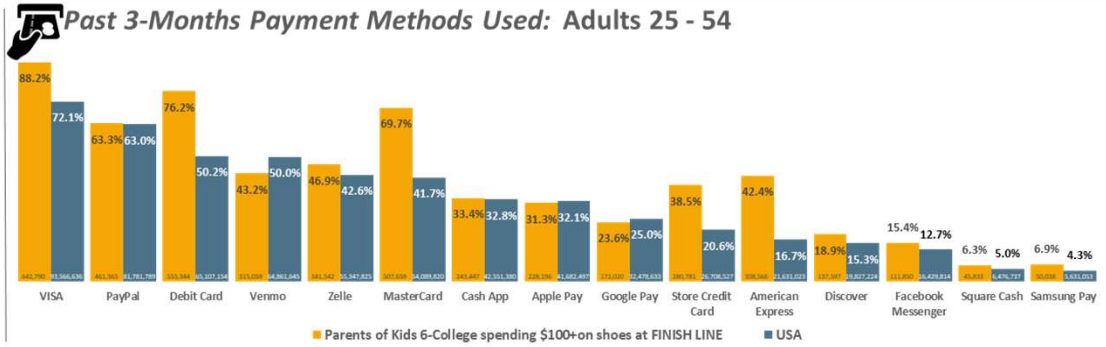
Financial Services Has and/or Uses: Adults 25 - 54



Professional Services Used:* Adults 25 - 54



Past 3-Months Payment Methods Used: Adults 25 - 54



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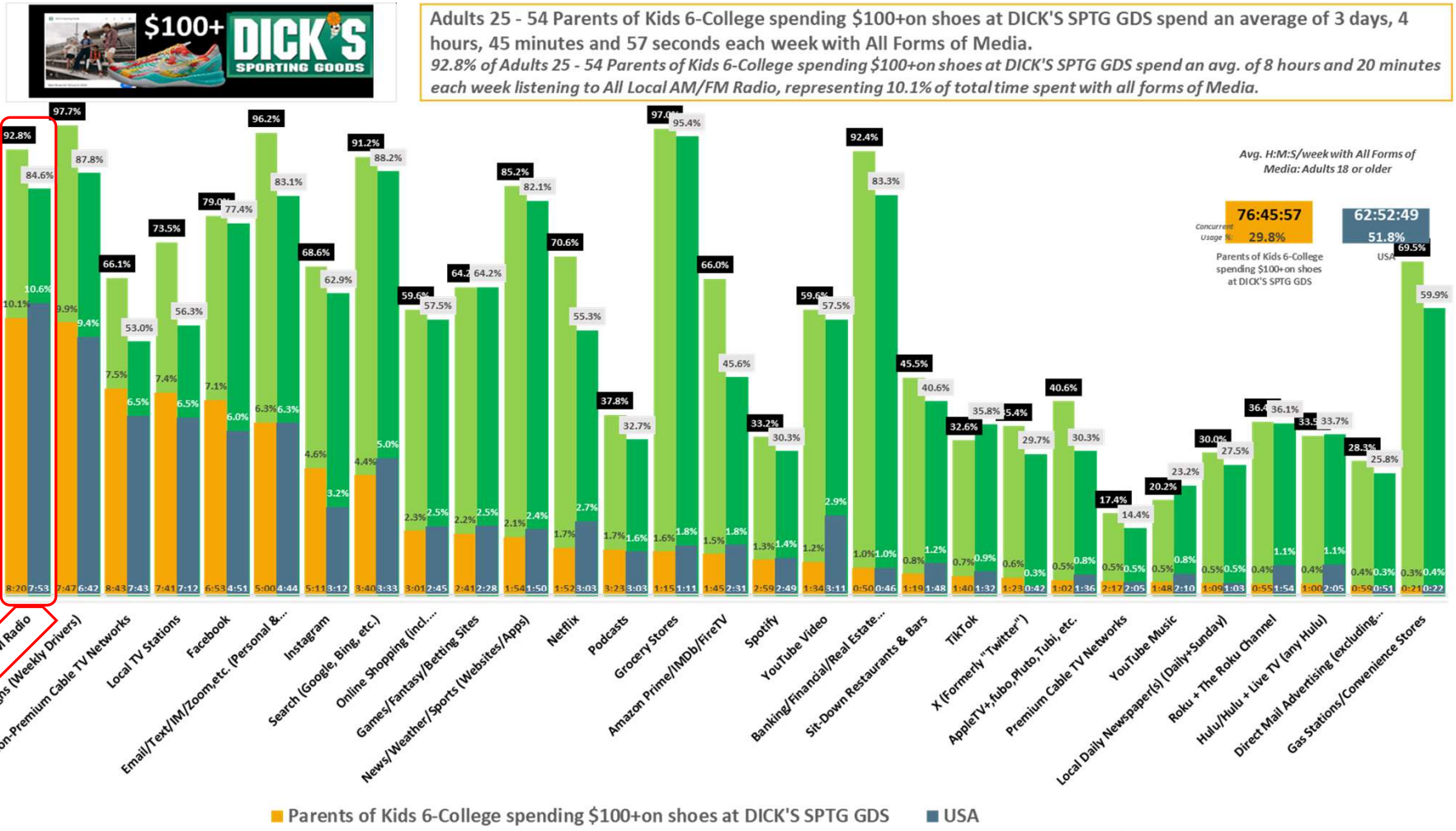

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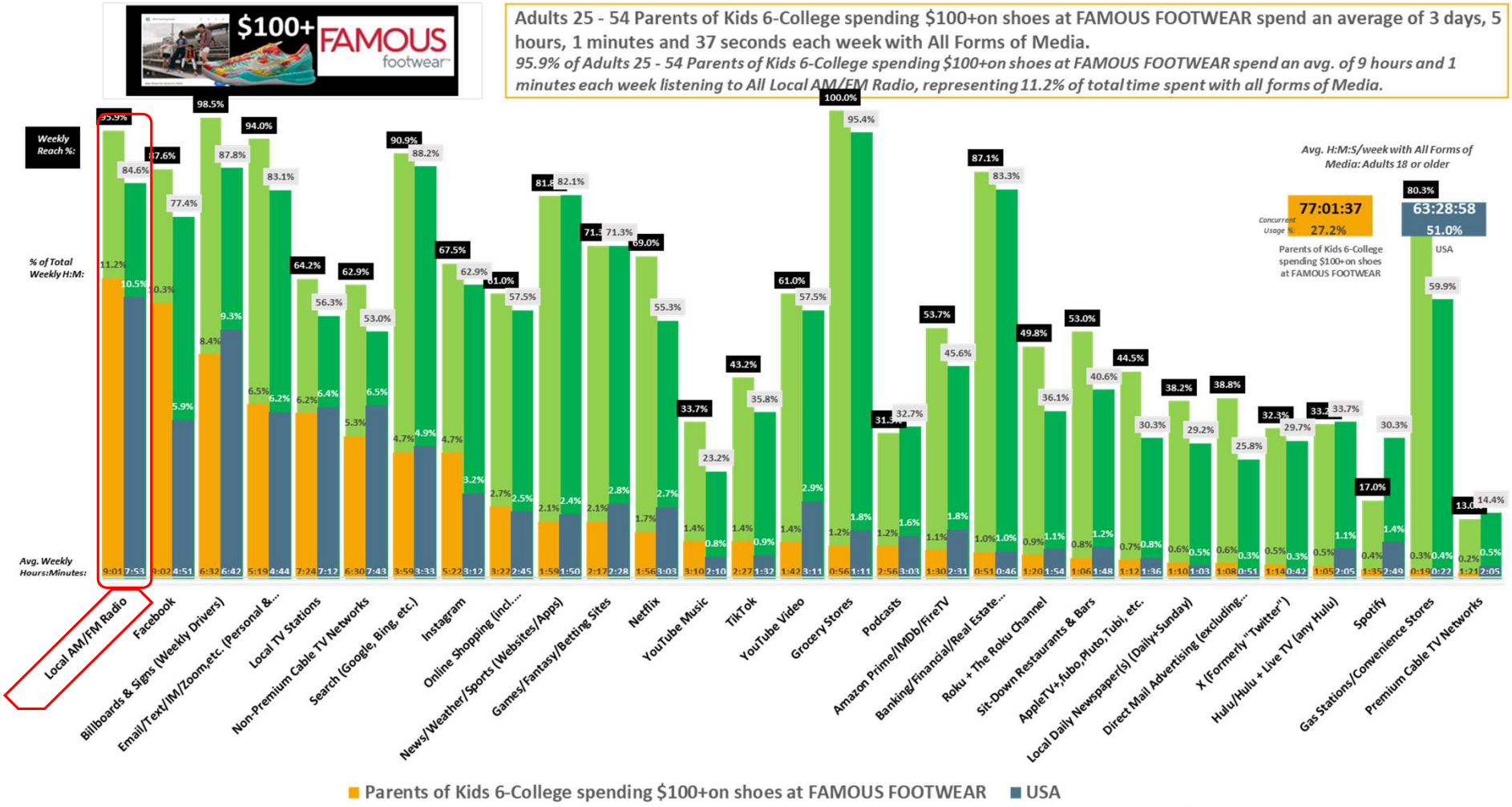

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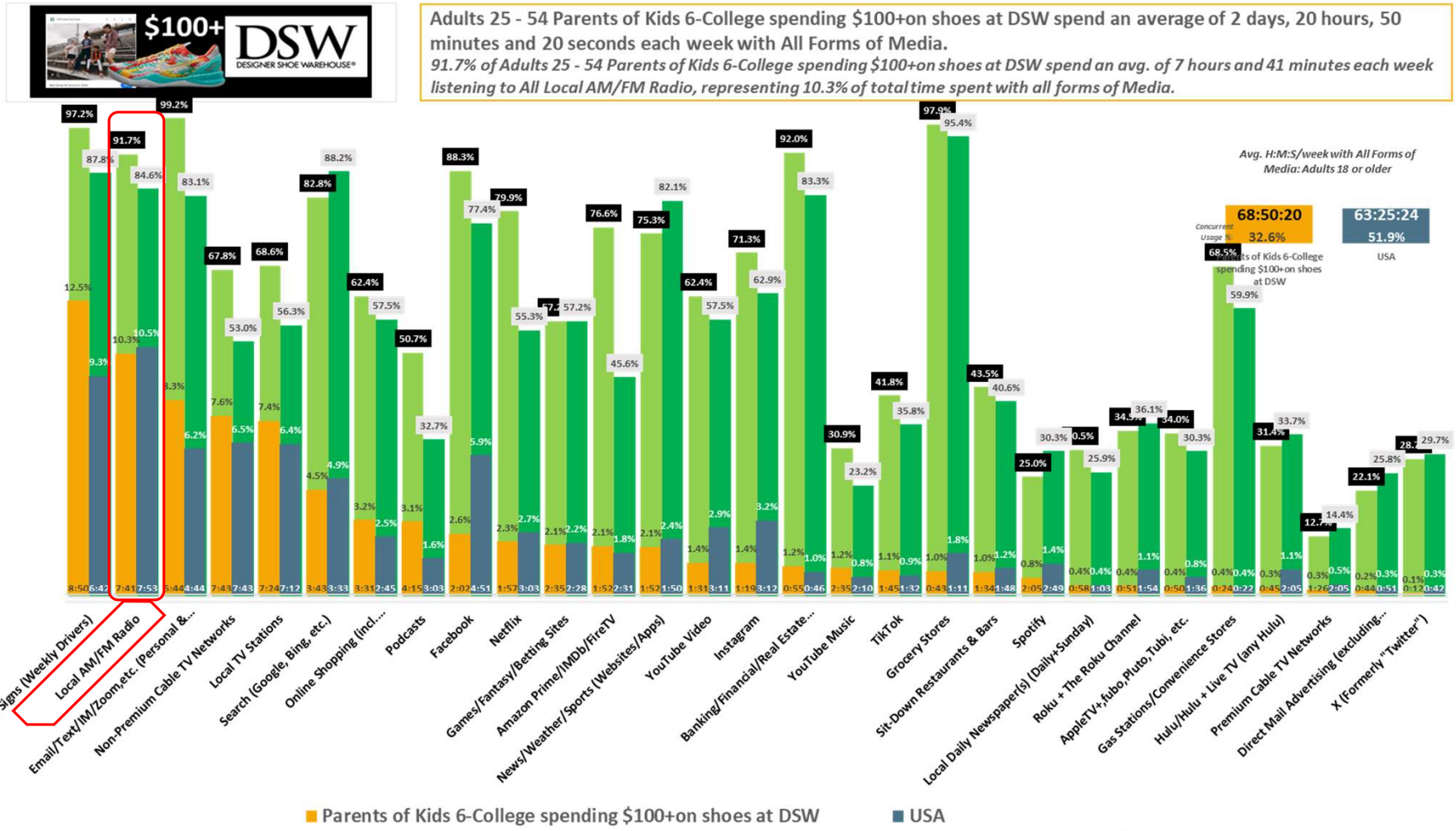

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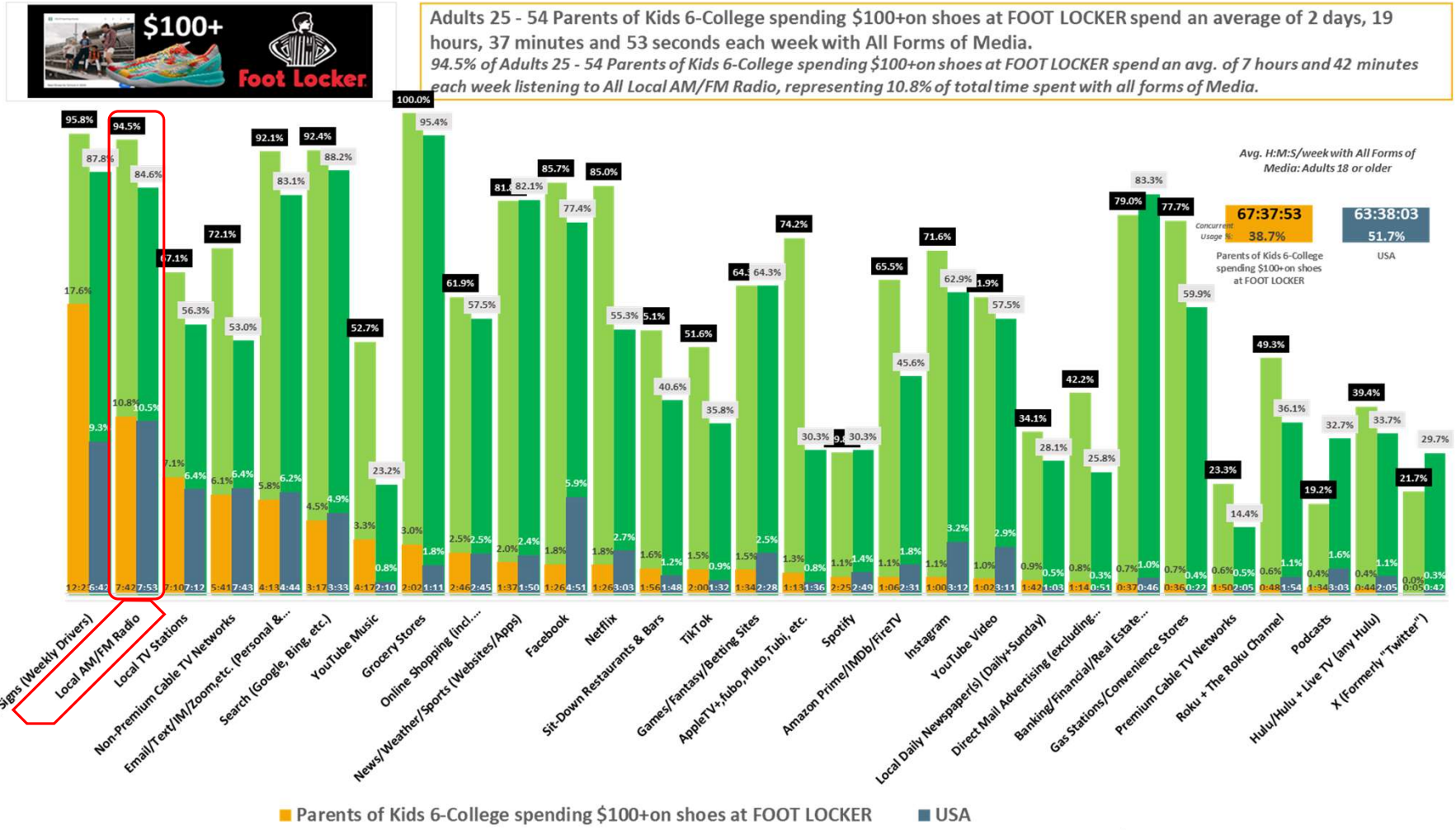

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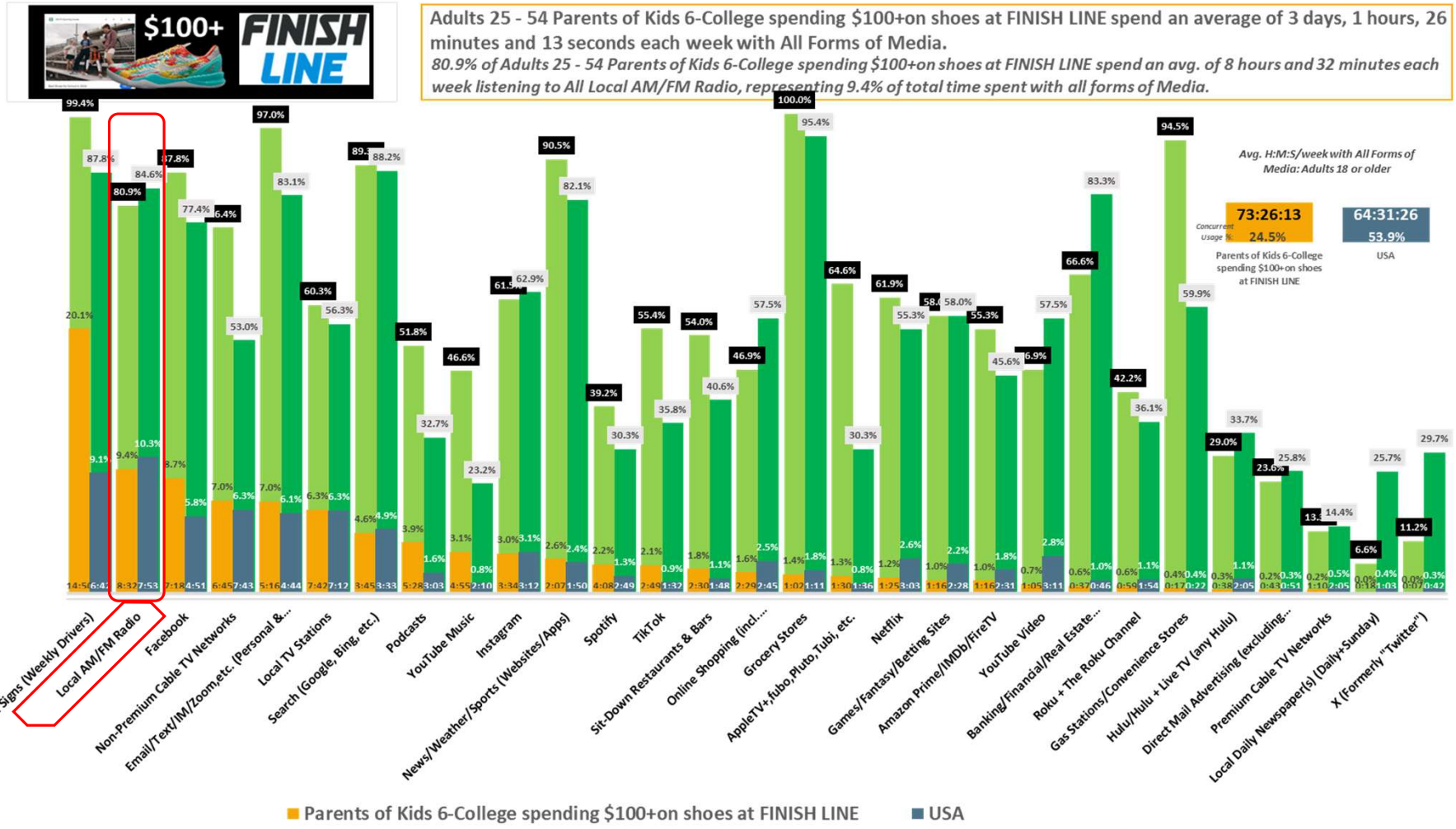

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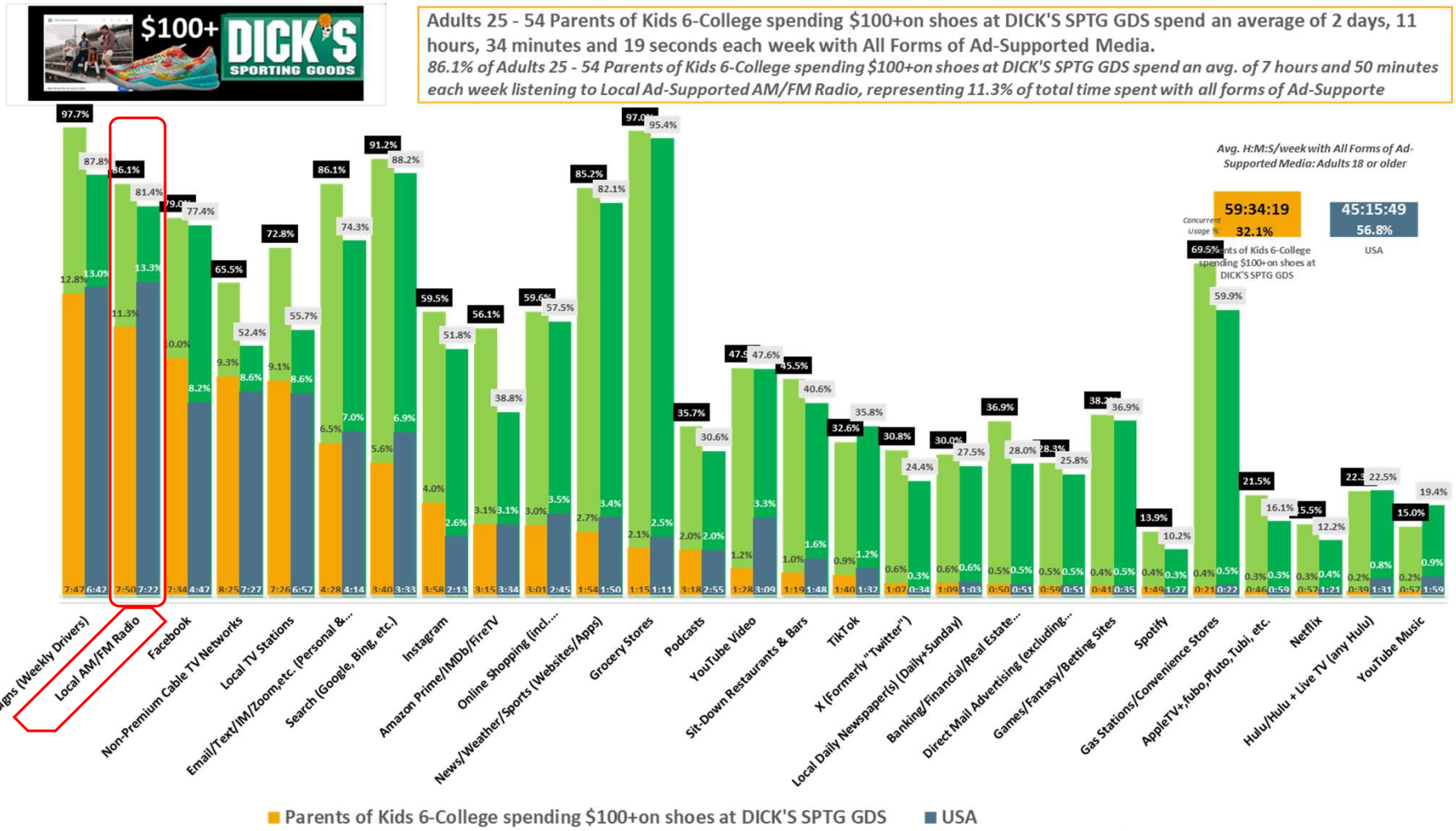

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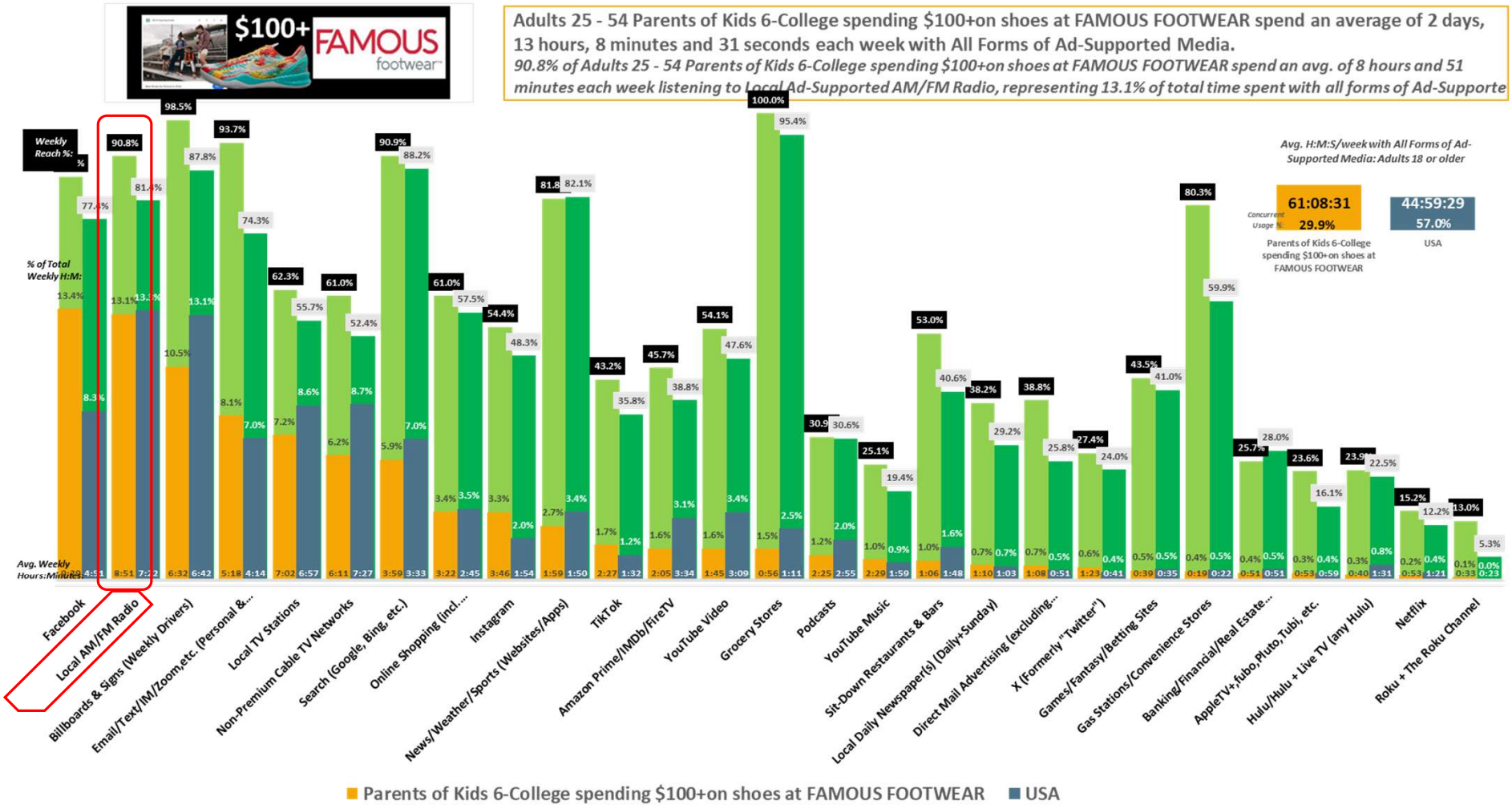

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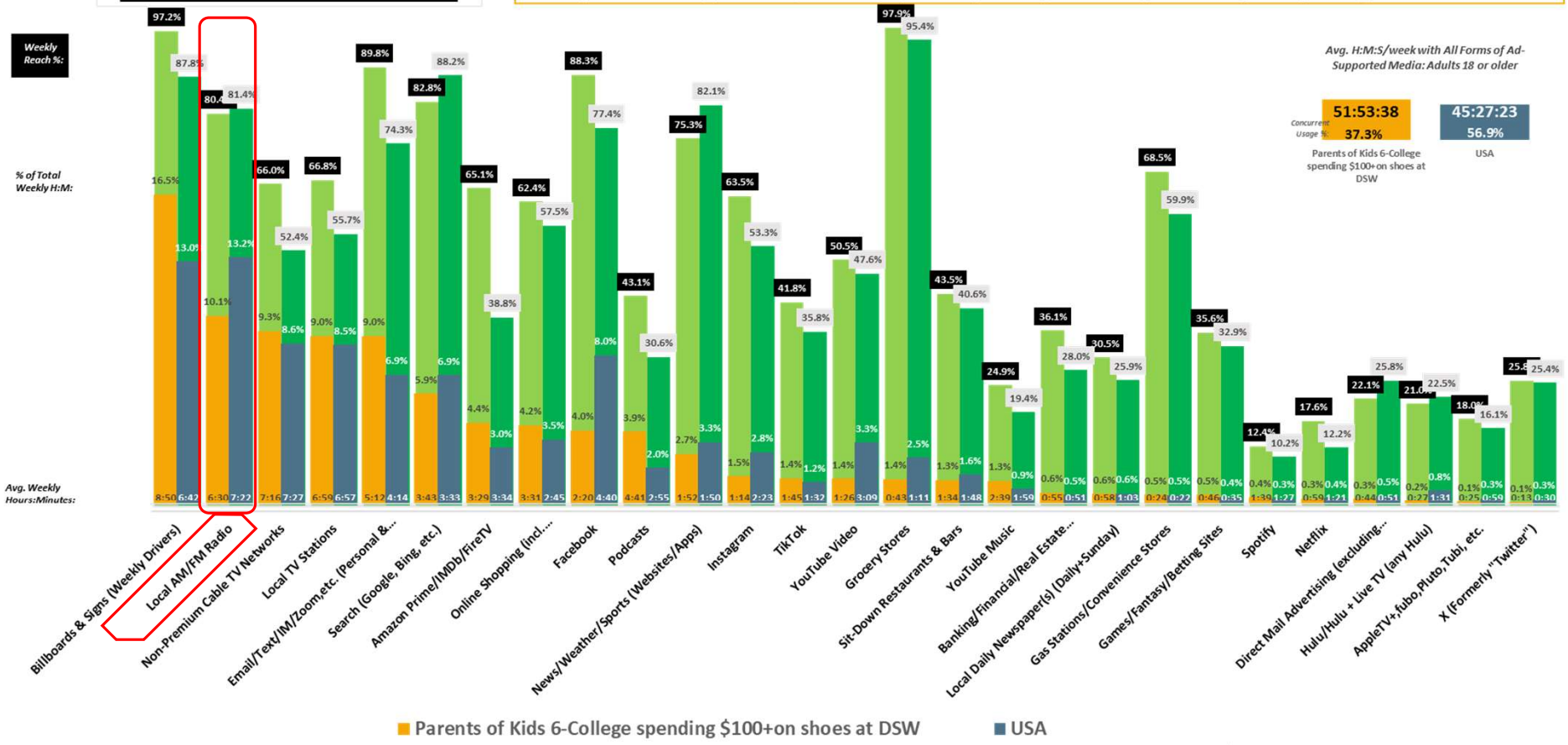
Adults 25 - 54 Parents of Kids 6-College spending $100+on shoes at DSW spend an average of 2 days, 3 hours, 53 minutes and 38 seconds each week with All Forms of Ad-Supported Media.

80.4% of Adults 25 - 54 Parents of Kids 6-College spending $100+on shoes at DSW spend an avg. of 6 hours and 30 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.1% of total time spent with all forms of Ad-Supported Media.



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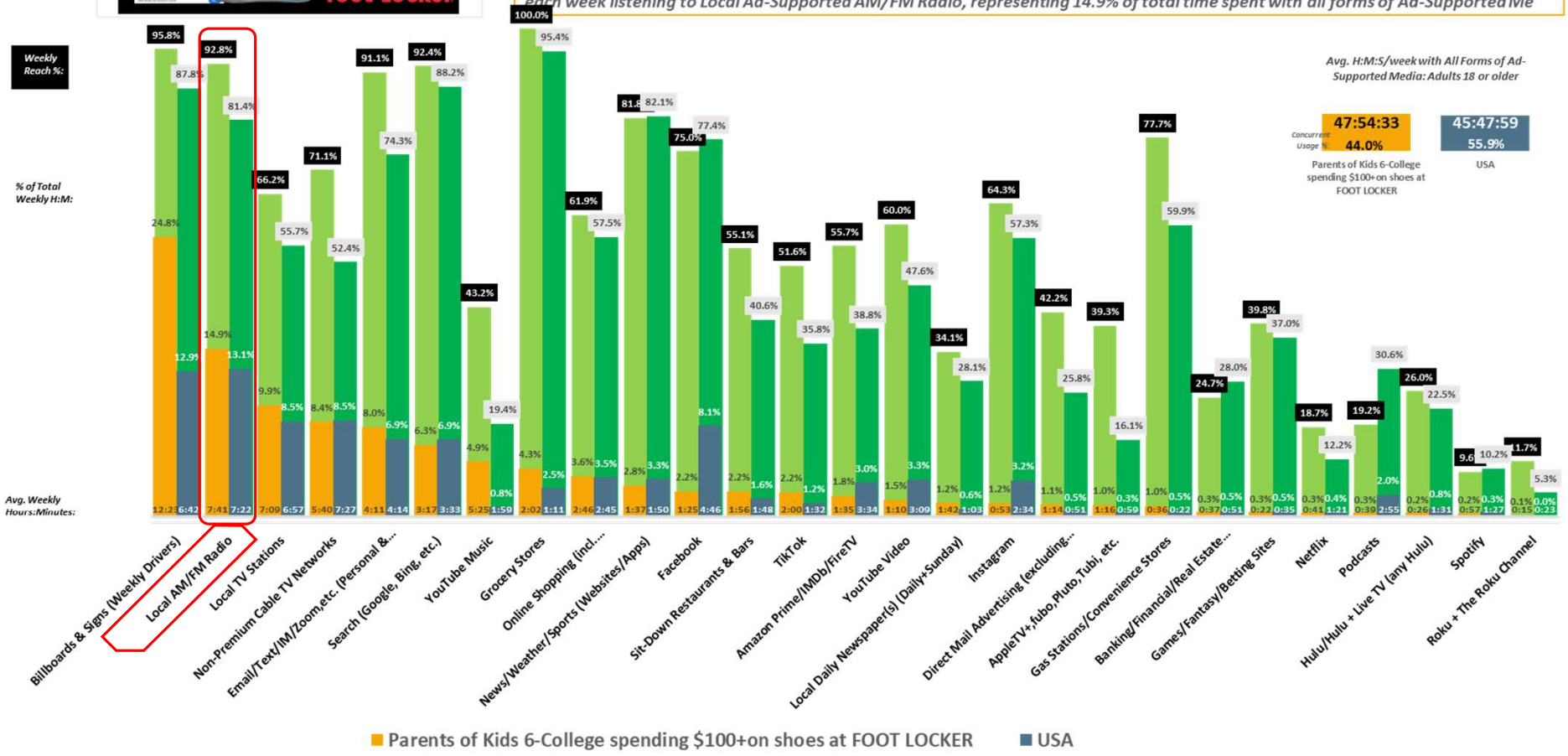
Adults 25 - 54 Parents of Kids 6-College spending $100+on shoes at FOOT LOCKER spend an average of 1 days, 23 hours, 54 minutes and 33 seconds each week with All Forms of Ad-Supported Media.

92.8% of Adults 25 - 54 Parents of Kids 6-College spending $100+on shoes at FOOT LOCKER spend an avg. of 7 hours and 41 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 14.9% of total time spent with all forms of Ad-Supported Me



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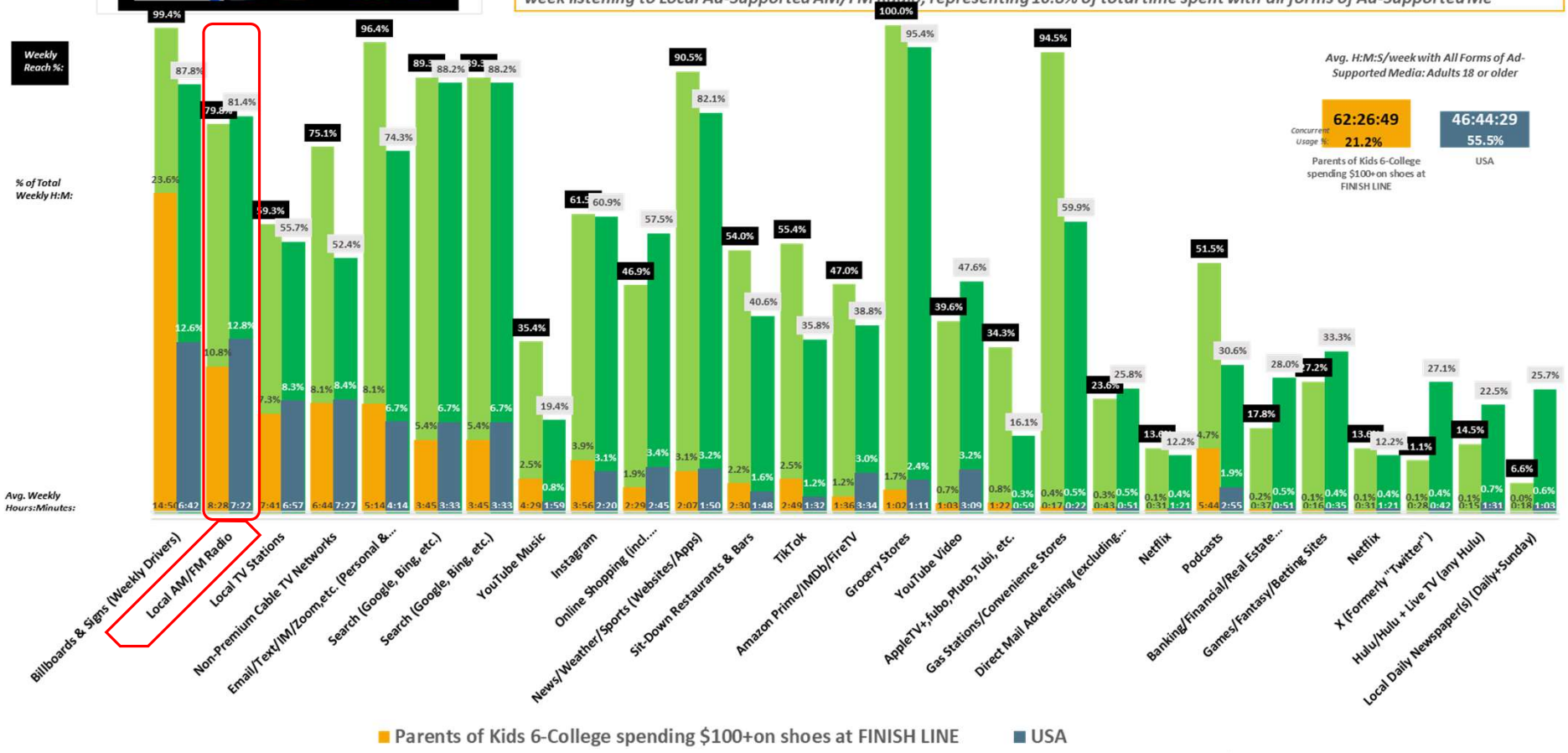
Adults 25 - 54 Parents of Kids 6-College spending $100+on shoes at FINISH LINE spend an average of 1 days, 23 hours, 54 minutes and 33 seconds each week with All Forms of Ad-Supported Media.

79.8% of Adults 25 - 54 Parents of Kids 6-College spending $100+on shoes at FINISH LINE spend an avg. of 8 hours and 28 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.8% of total time spent with all forms of Ad-Supported Me



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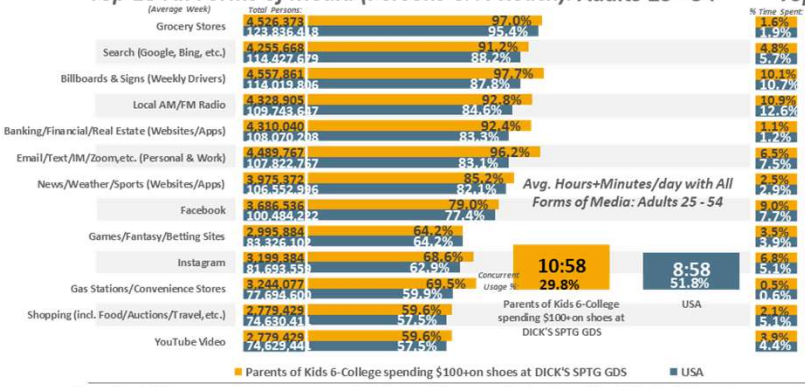
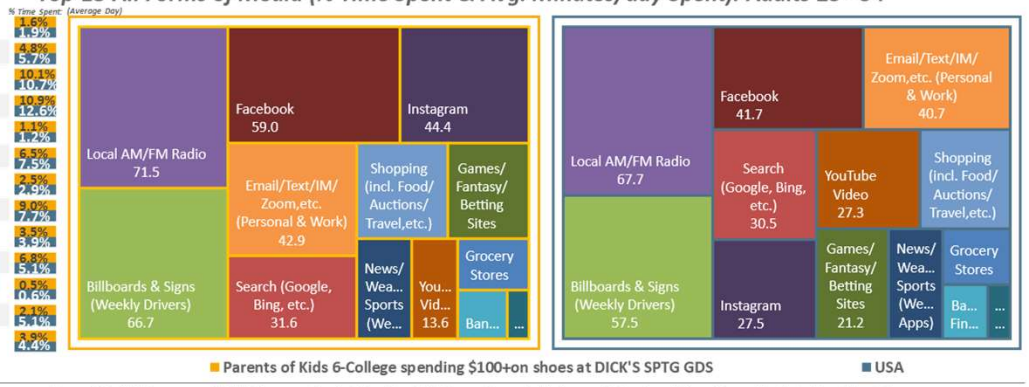
Adults 25 - 54 Parents of Kids 6-College spending $100+on shoes at DICK'S SPTG GDS spend an average of 8 hours and 30 minutes each day with All Forms of Ad-Supported Media. 86.1% listen to Local AM/FM Radio for an avg. of 67.3 minutes/day. *(Local Radio delivers 11.3% of Time with Ad-Supported Media.)*

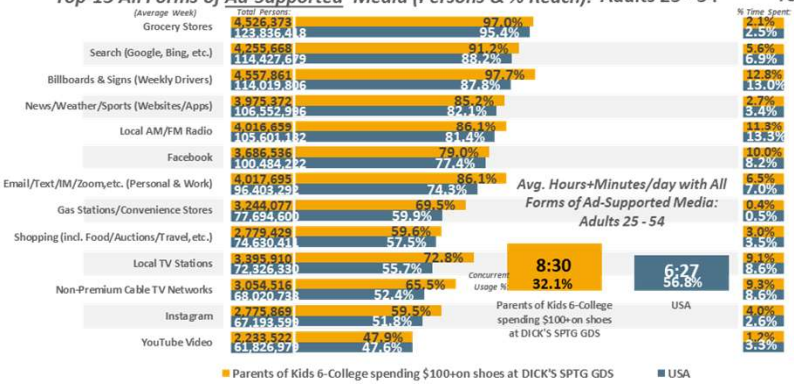
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 54



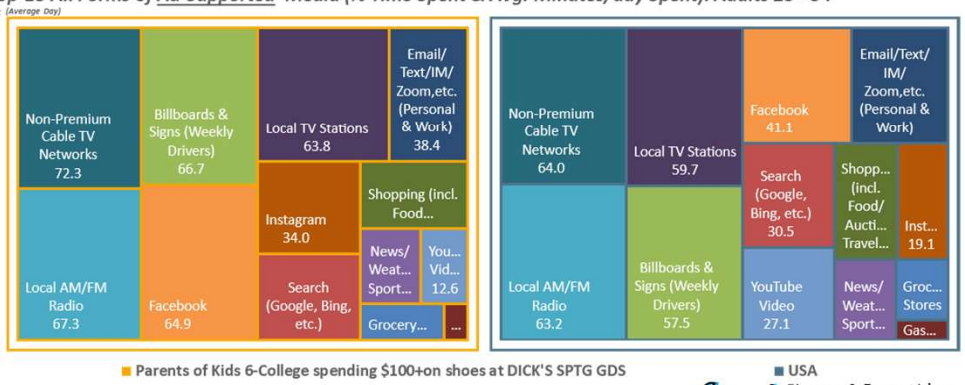
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 25 - 54



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *1,198*

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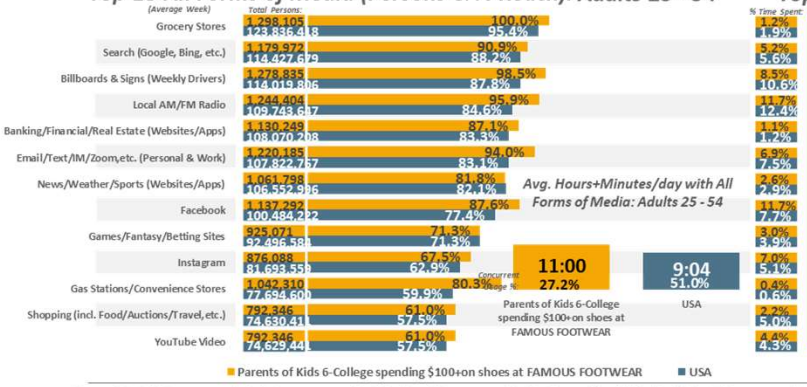
[[[[(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more) AND Parent of child under 18: Yes) AND (Presence of children by age (HHLD): Age 6 - 17 OR Lifestyle characteristics: Have child in college)) AND Age summaries: Adults 25 - 54)] AND... Stores/services bought past 3 months: DICK'S Sporting Goods

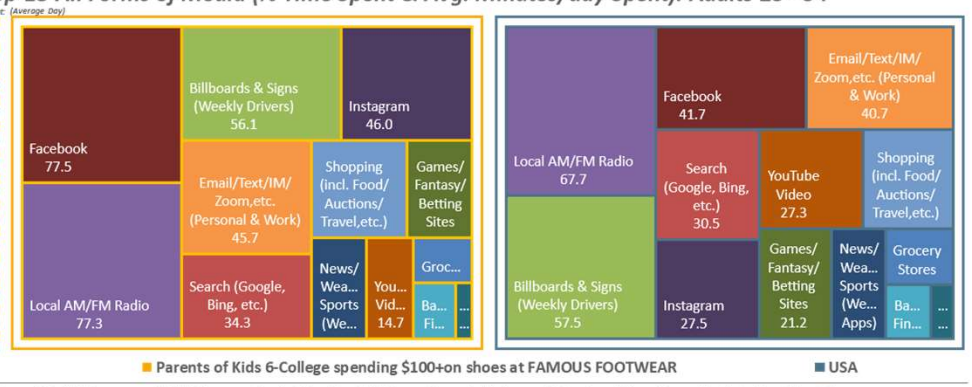


Adults 25 - 54 Parents of Kids 6-College spending $100+on shoes at FAMOUS FOOTWEAR spend an average of 8 hours and 44 minutes each day with All Forms of Ad-Supported Media. 90.8% listen to Local AM/FM Radio for an avg. of 75.9 minutes/day. *(Local Radio delivers 13.1% of Time with Ad-Supported Media.)*

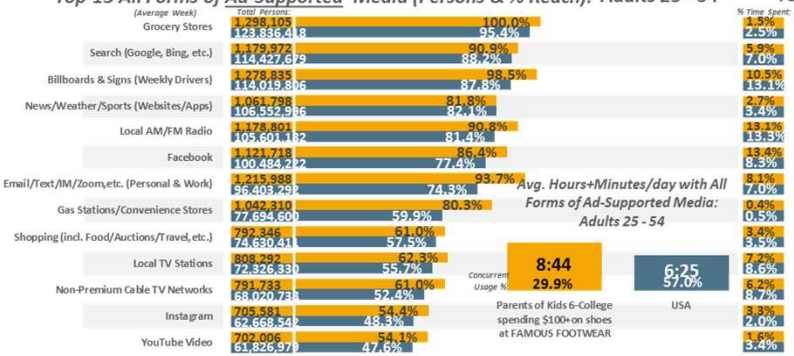
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 54



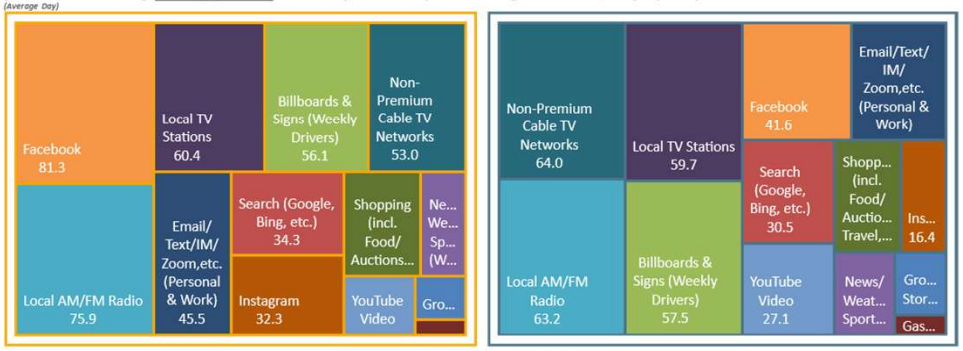
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 25 - 54



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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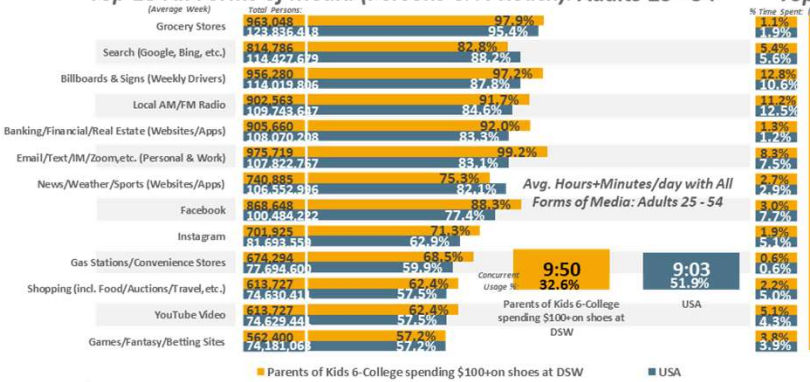
[[[[(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more) AND Parent of child under 18: Yes) AND (Presence of children by age (HHLD): Age 6 - 17 OR Lifestyle characteristics: Have child in college)) AND Age summaries: Adults 25 - 54)] AND... Stores/services bought past 3 months: Famous Footwear

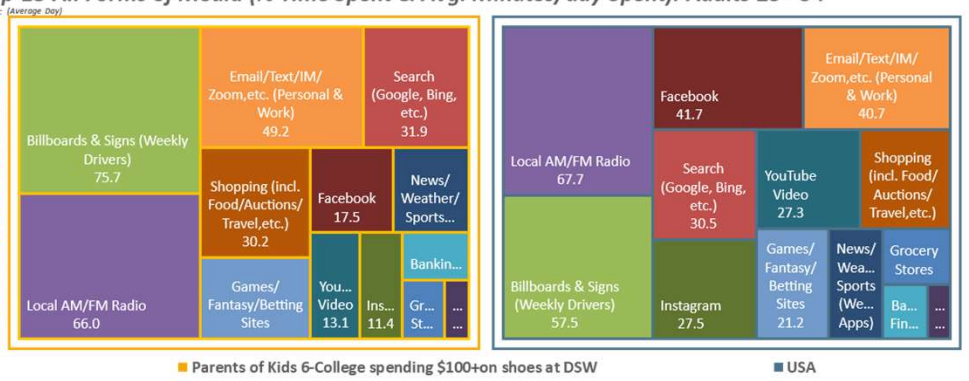


Adults 25 - 54 Parents of Kids 6-College spending $100+on shoes at DSW spend an average of 7 hours and 24 minutes each day with All Forms of Ad-Supported Media. 80.4% listen to Local AM/FM Radio for an avg. of 55.7 minutes/day. *(Local Radio delivers 10.1% of Time with Ad-Supported Media.)*

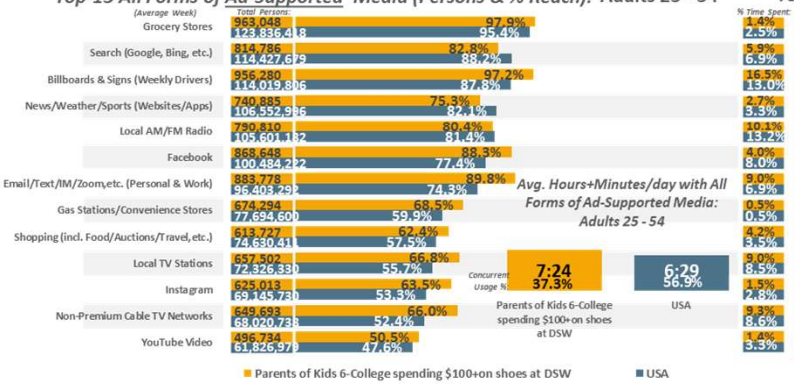
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 54



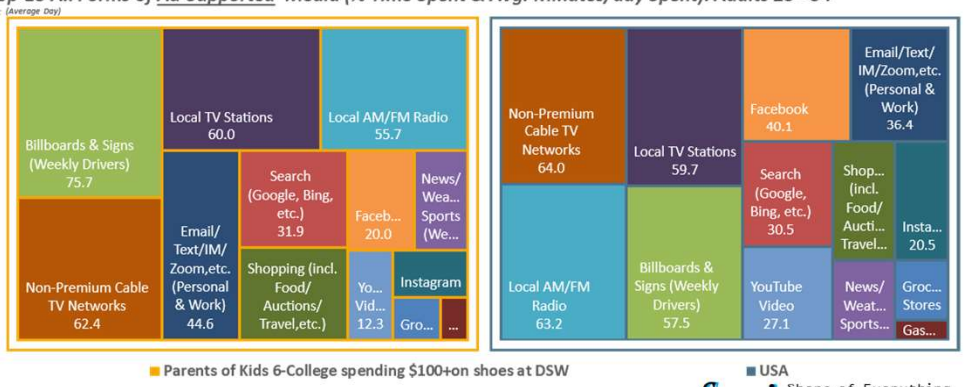
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 25 - 54



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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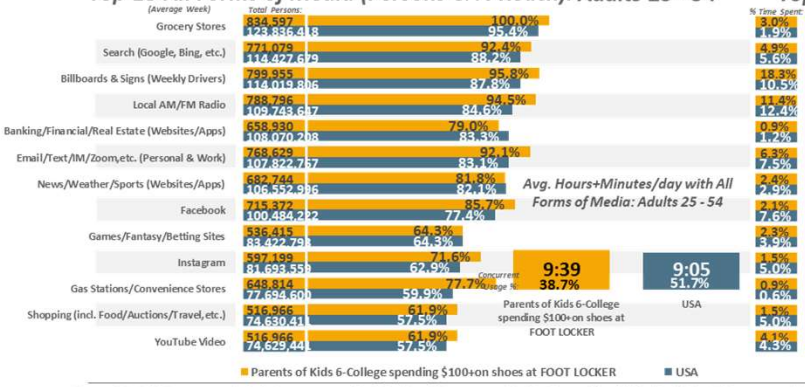
[((((Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more) AND Parent of child under 18: Yes) AND (Presence of children by age (HHLD): Age 6 - 17 OR Lifestyle characteristics: Have child in college)) AND Age summaries: Adults 25 - 54)] AND... Stores/services bought past 3 months: DSW

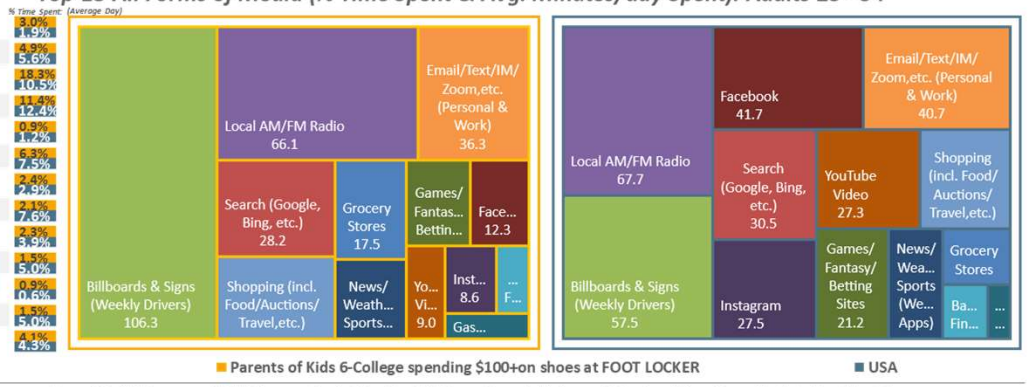


Adults 25 - 54 Parents of Kids 6-College spending $100+on shoes at FOOT LOCKER spend an average of 6 hours and 50 minutes each day with All Forms of Ad-Supported Media. 92.8% listen to Local AM/FM Radio for an avg. of 65.9 minutes/day. *(Local Radio delivers 14.9% of Time with Ad-Supported Media.)*

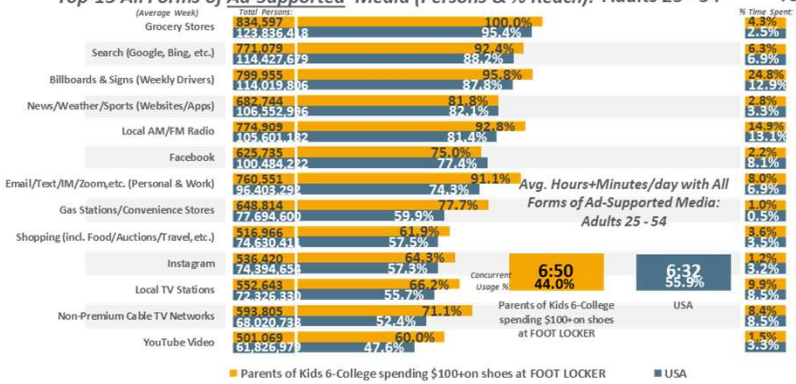
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 54



Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 25 - 54



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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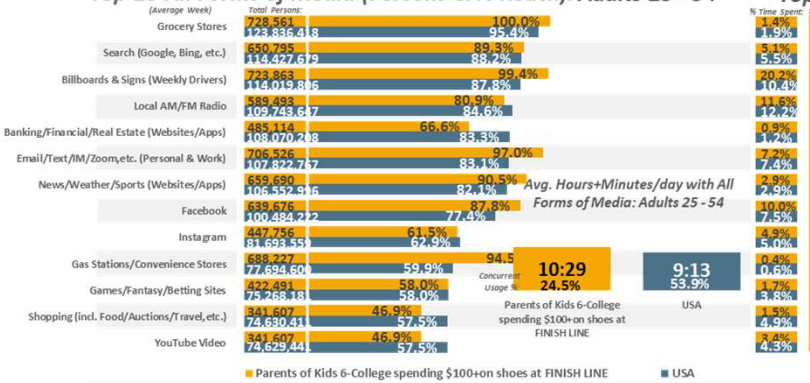
[((((Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more) AND Parent of child under 18: Yes) AND (Presence of children by age (HHLD): Age 6 - 17 OR Lifestyle characteristics: Have child in college)) AND Age summaries: Adults 25 - 54)] AND... Stores/services bought past 3 months: Foot Locker

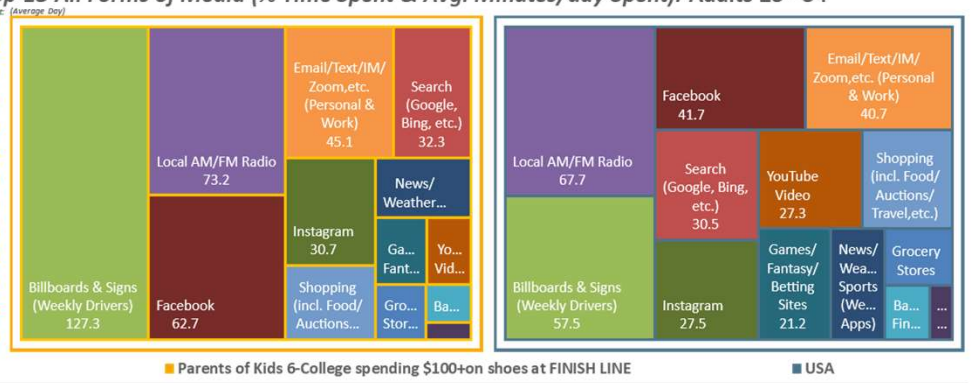


Adults 25 - 54 Parents of Kids 6-College spending $100+on shoes at FINISH LINE spend an average of 8 hours and 55 minutes each day with All Forms of Ad-Supported Media. 79.8% listen to Local AM/FM Radio for an avg. of 72.6 minutes/day. *(Local Radio delivers 10.8% of Time with Ad-Supported Media.)*

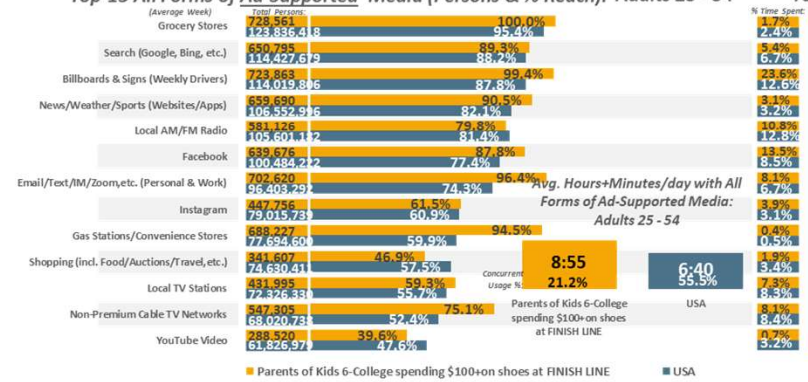
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 54



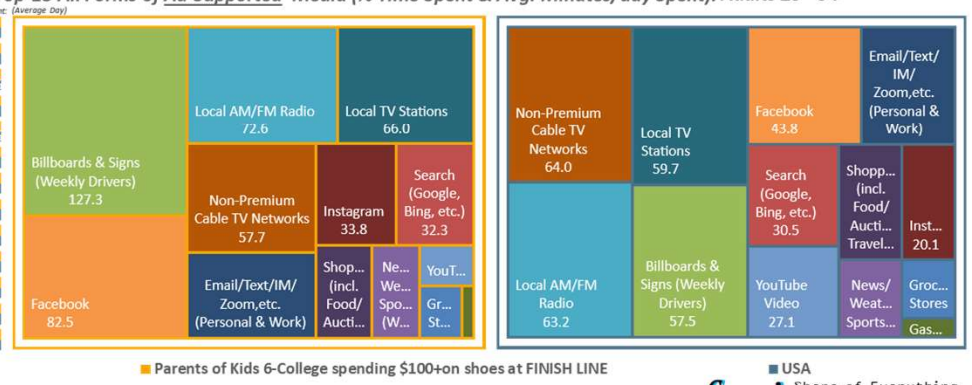
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 25 - 54



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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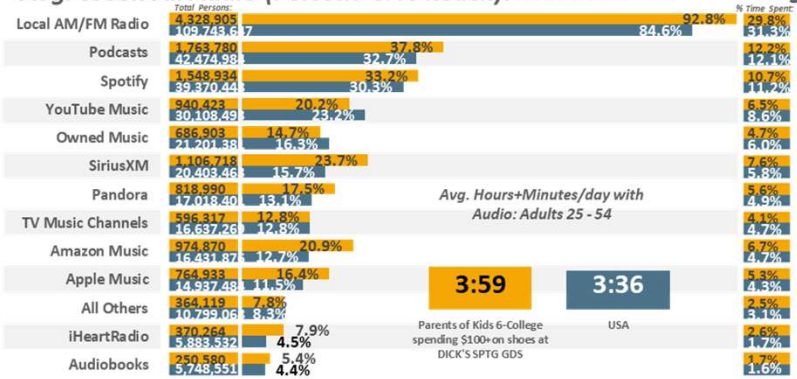
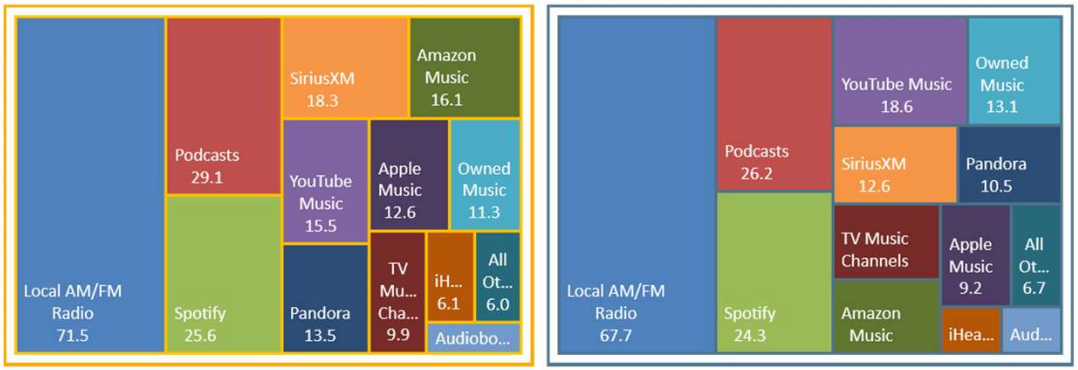
4,016,659 or 86.1% of Adults 25 - 54 Parents of Kids 6-College spending $100+on shoes at DICK'S SPTG GDS listen to Ad-Supported Local AM/FM Radio for an average of 67.3 minutes every day representing 37.9% of all time spent daily with Ad-Supported Audio.

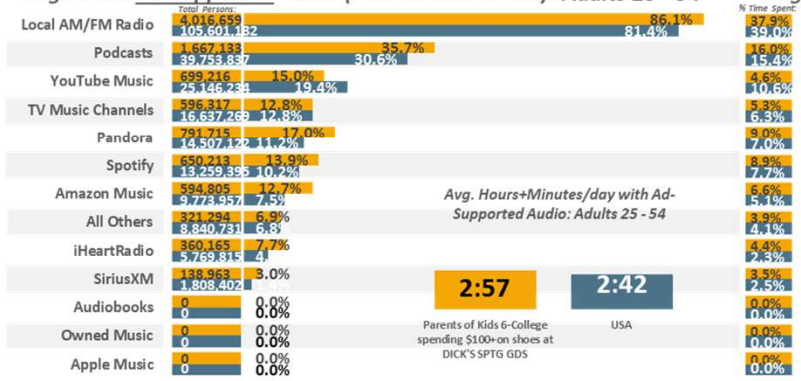
Avg. Week All Audio (Persons & % Reach): Adults 25 - 54



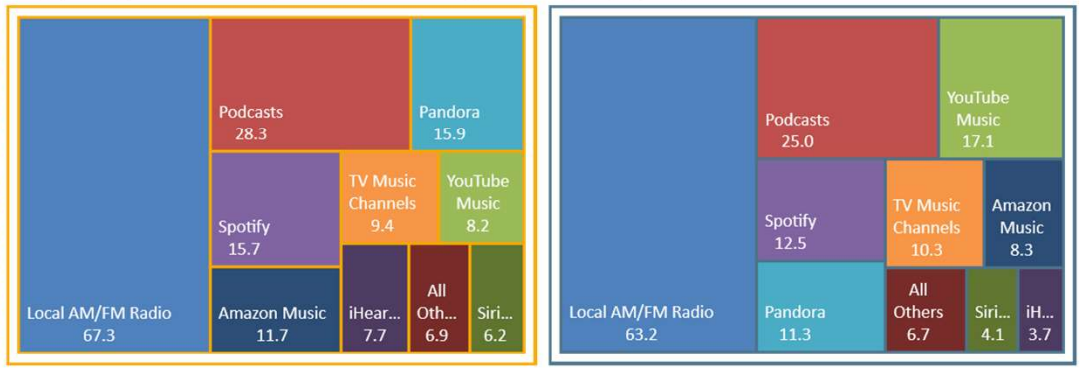
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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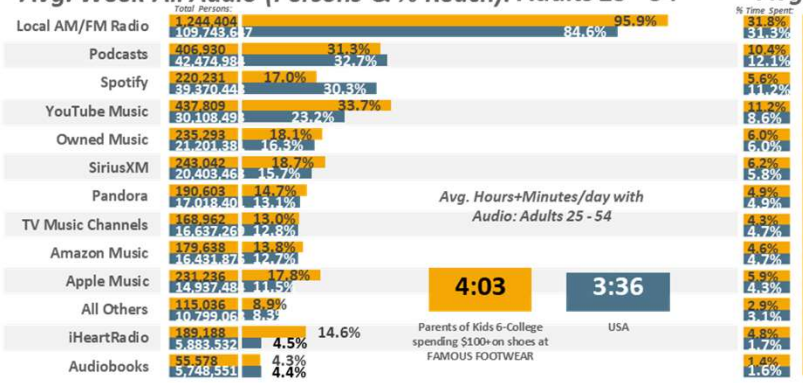
[((((Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more) AND Parent of child under 18: Yes) AND (Presence of children by age (HHLD): Age 6 - 17 OR Lifestyle characteristics: Have child in college)) AND Age summaries: Adults 25 - 54)] AND... Stores/services bought past 3 months: DICK'S Sporting Goods

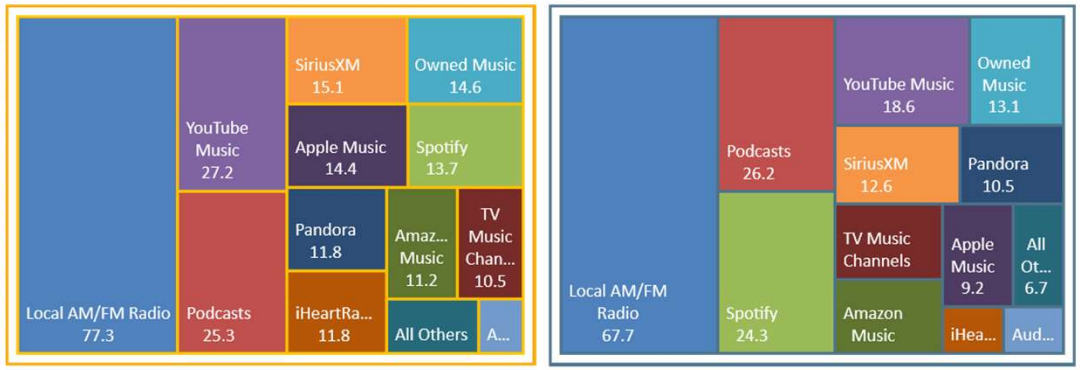


1,178,801 or 90.8% of Adults 25 - 54 Parents of Kids 6-College spending $100+on shoes at FAMOUS FOOTWEAR listen to Ad-Supported Local AM/FM Radio for an average of 75.9 minutes every day representing 38.8% of all time spent daily with Ad-Supported Audio.

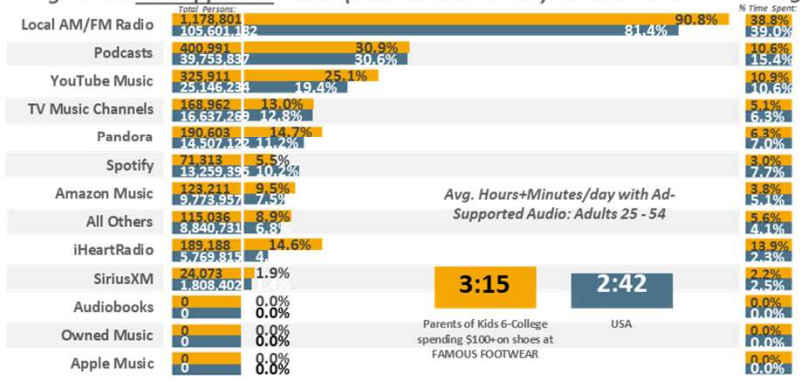
Avg. Week All Audio (Persons & % Reach): Adults 25 - 54



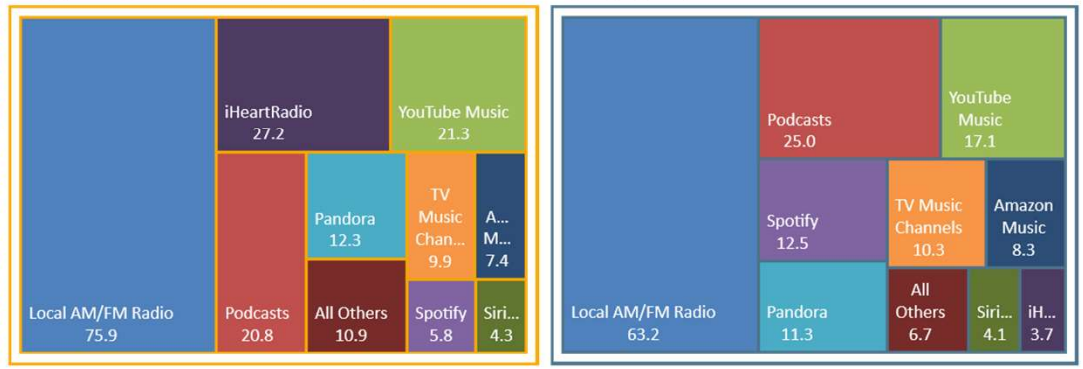
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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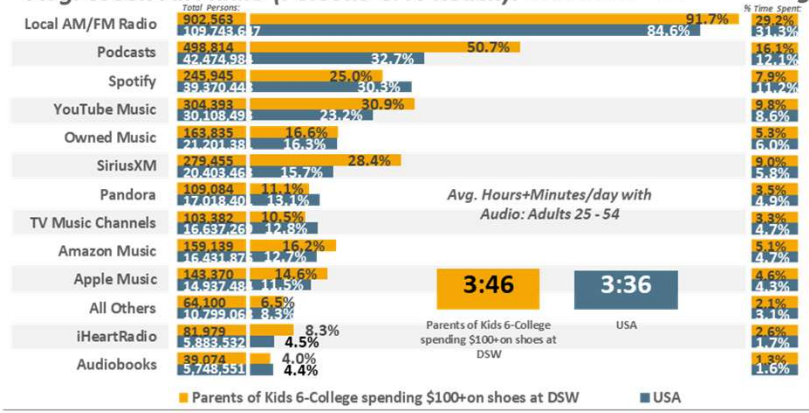
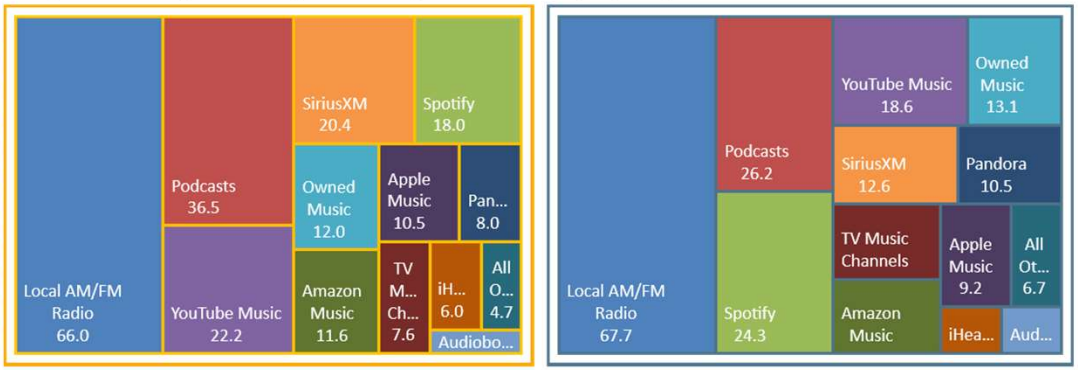
790,810 or 80.4% of Adults 25 - 54 Parents of Kids 6-College spending $100+on shoes at DSW listen to Ad-Supported Local AM/FM Radio for an average of 55.7 minutes every day representing 33.1% of all time spent daily with Ad-Supported Audio.

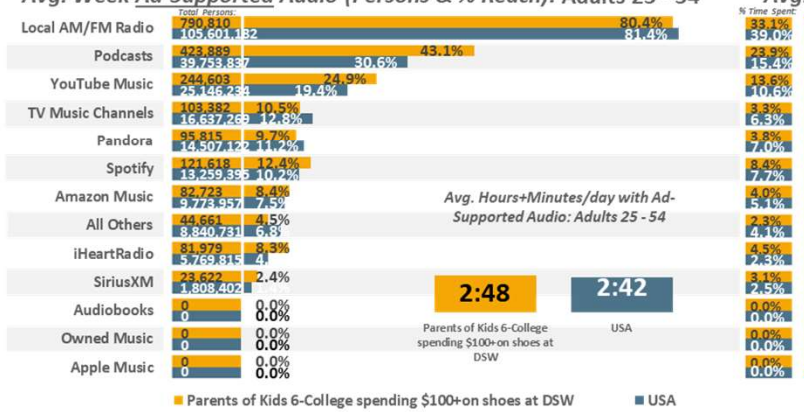
Avg. Week All Audio (Persons & % Reach): Adults 25 - 54



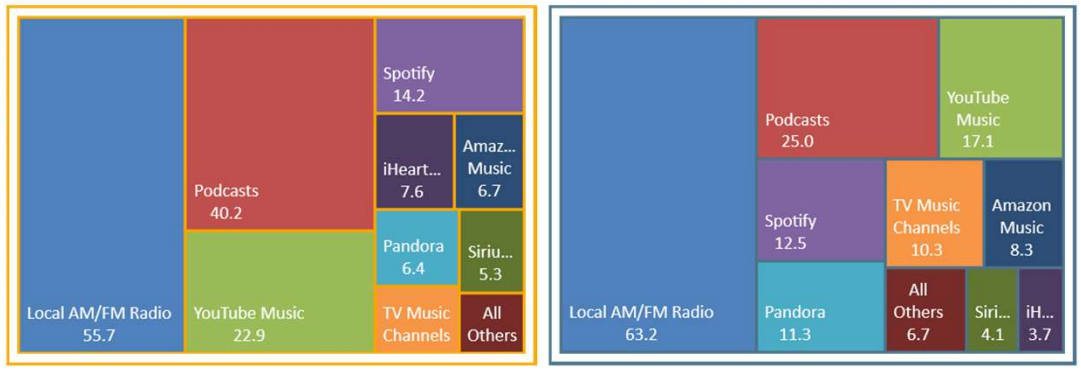
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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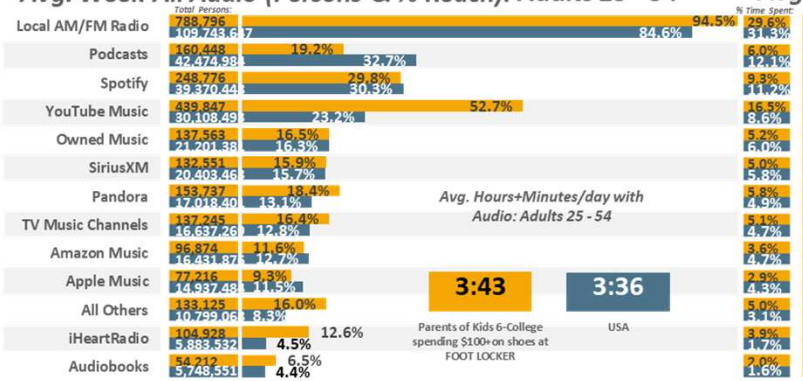
[((((Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more) AND Parent of child under 18: Yes) AND (Presence of children by age (HHLD): Age 6 - 17 OR Lifestyle characteristics: Have child in college)) AND Age summaries: Adults 25 - 54)] AND... Stores/services bought past 3 months: DSW

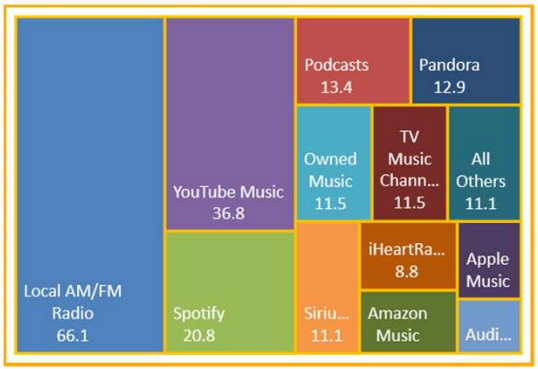


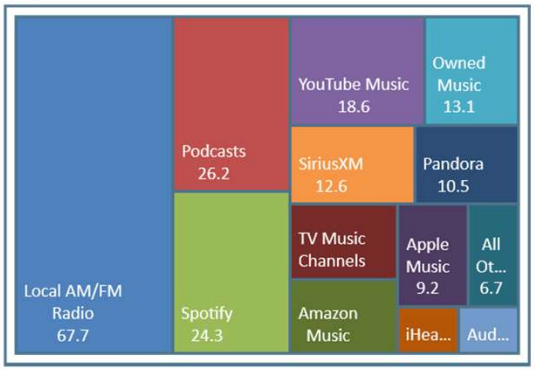
774,909 or 92.8% of Adults 25 - 54 Parents of Kids 6-College spending $100+on shoes at FOOT LOCKER listen to Ad-Supported Local AM/FM Radio for an average of 65.9 minutes every day representing 34.3% of all time spent daily with Ad-Supported Audio.

Avg. Week All Audio (Persons & % Reach): Adults 25 - 54

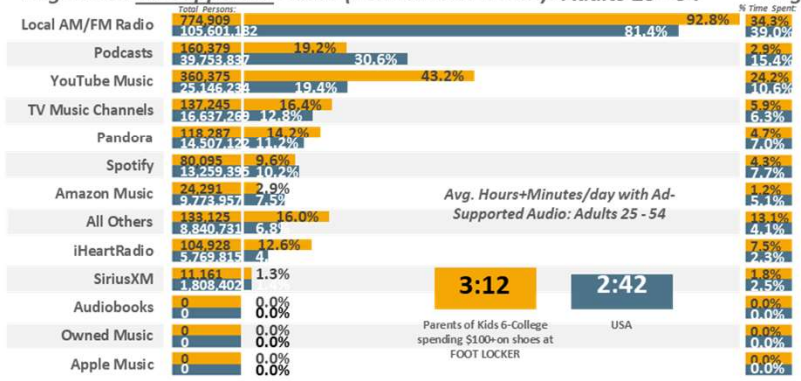


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54

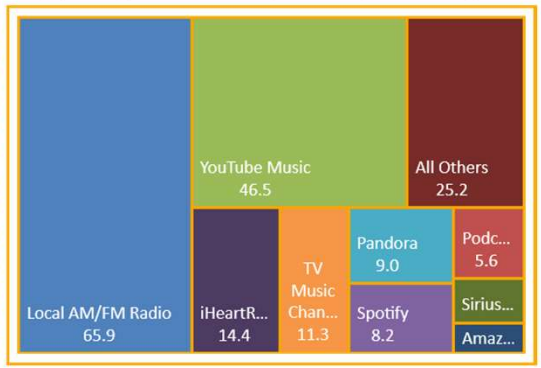


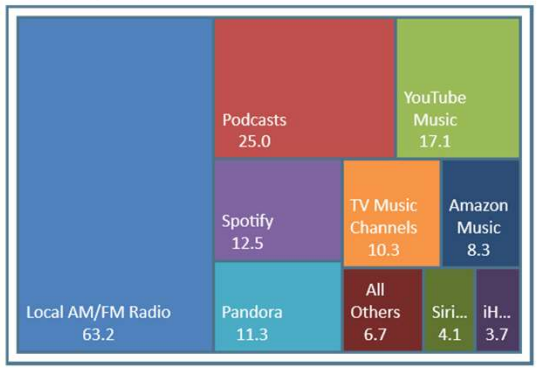


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54





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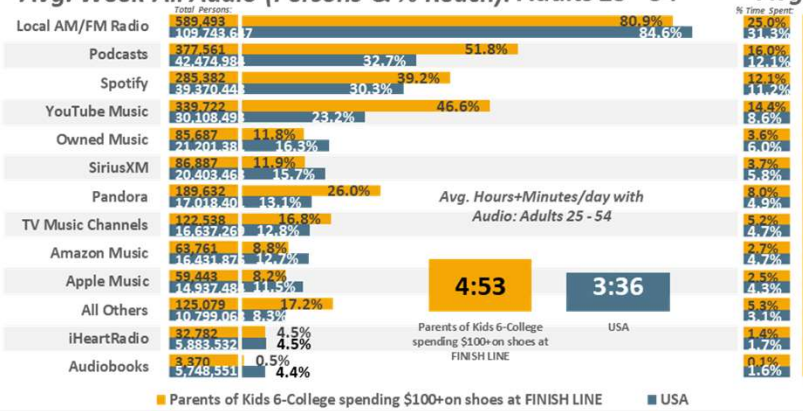
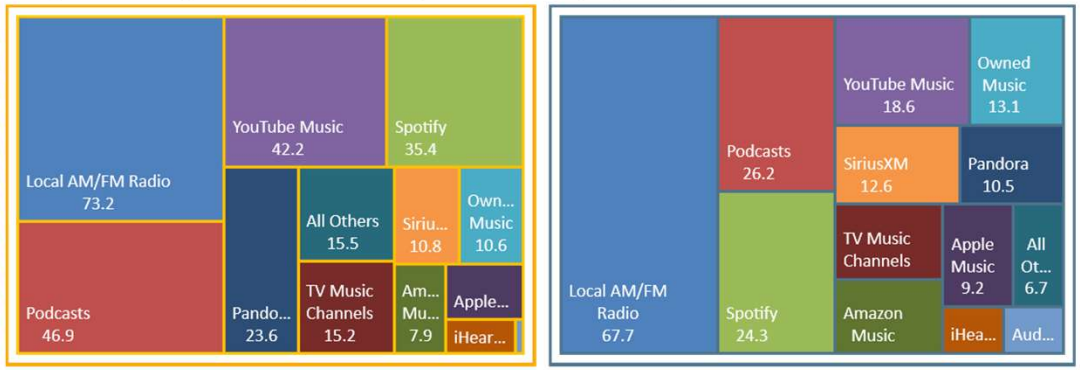
581,126 or 79.8% of Adults 25 - 54 Parents of Kids 6-College spending $100+on shoes at FINISH LINE listen to Ad-Supported Local AM/FM Radio for an average of 72.6 minutes every day representing 26.6% of all time spent daily with Ad-Supported Audio.

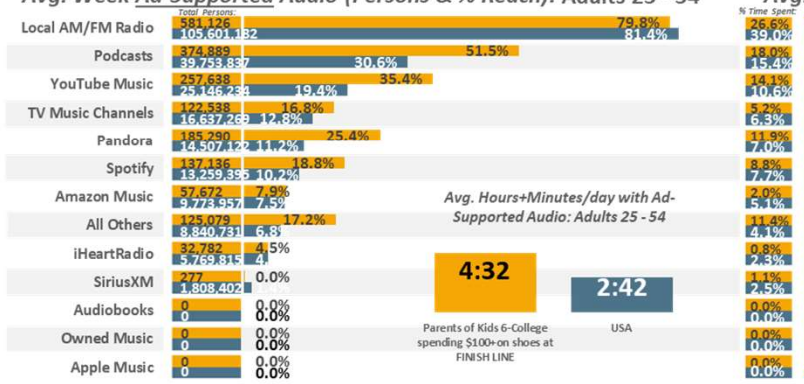
Avg. Week All Audio (Persons & % Reach): Adults 25 - 54



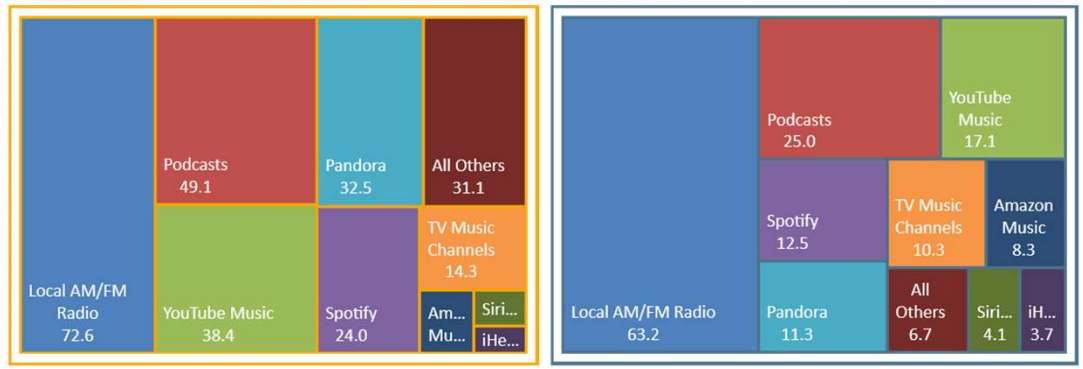
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,198

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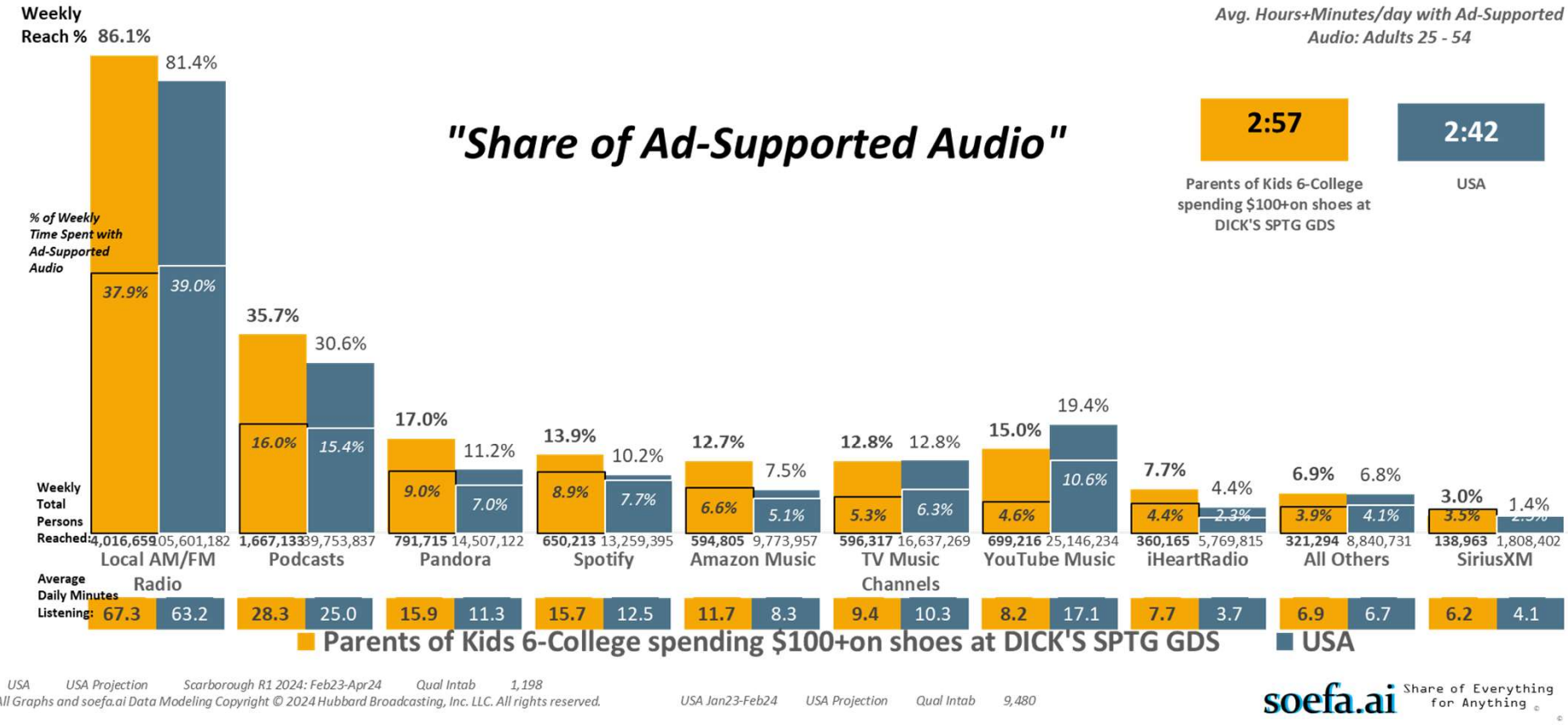
[((((Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more) AND Parent of child under 18: Yes) AND (Presence of children by age (HHLD): Age 6 - 17 OR Lifestyle characteristics: Have child in college)) AND Age summaries: Adults 25 - 54)] AND... Stores/services bought past 3 months: Finish Line



4,016,659 or 86.1% of Adults 25 - 54 Parents of Kids 6-College spending $100+on shoes at DICK'S SPTG GDS listen to Ad-Supported Local AM/FM Radio for an average of 67.3 minutes every day representing 37.9% of all time spent daily with Ad-Supported Audio.



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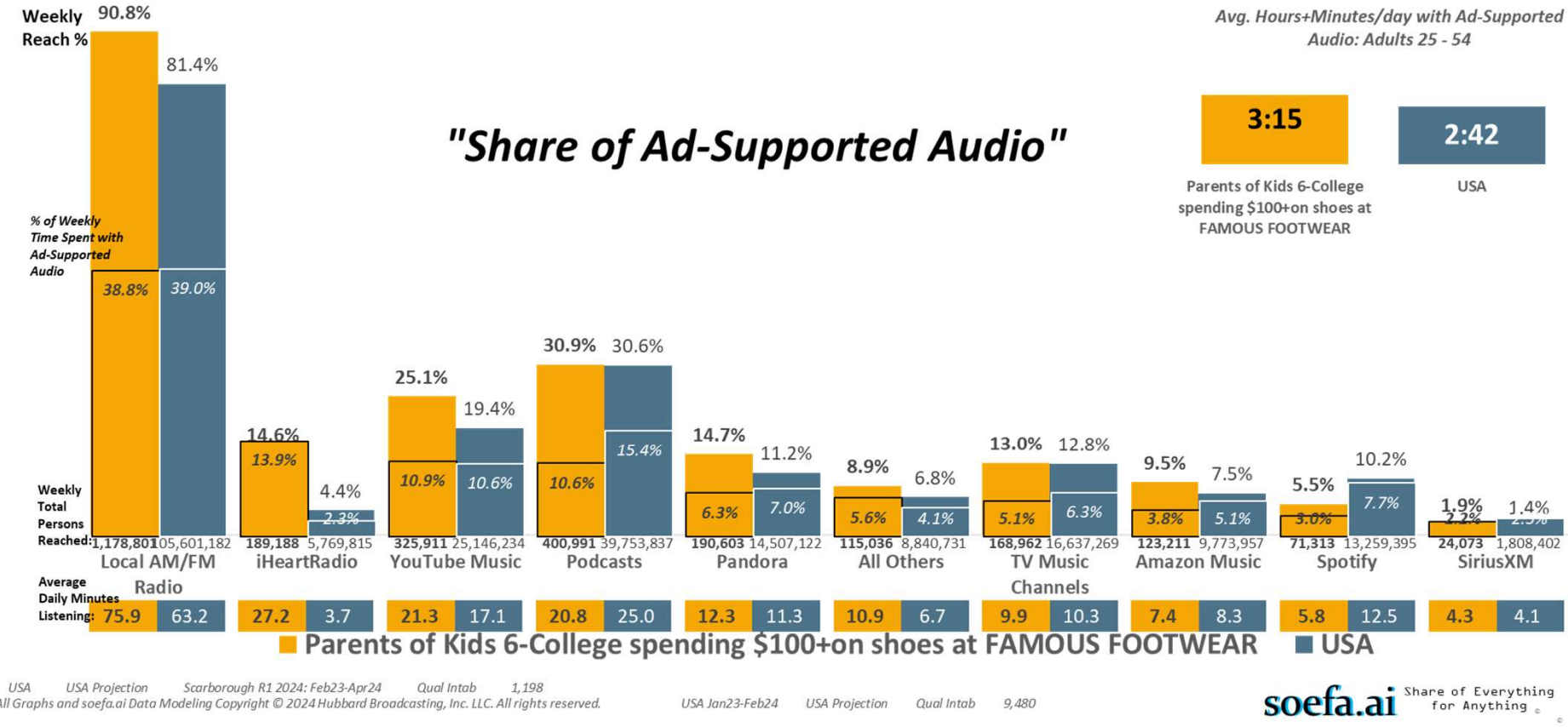
1,178,801 or 90.8% of Adults 25 - 54 Parents of Kids 6-College spending $100+on shoes at FAMOUS FOOTWEAR listen to Ad-Supported Local AM/FM Radio for an average of 75.9 minutes every day representing 38.8% of all time spent daily with Ad-Supported Audio.



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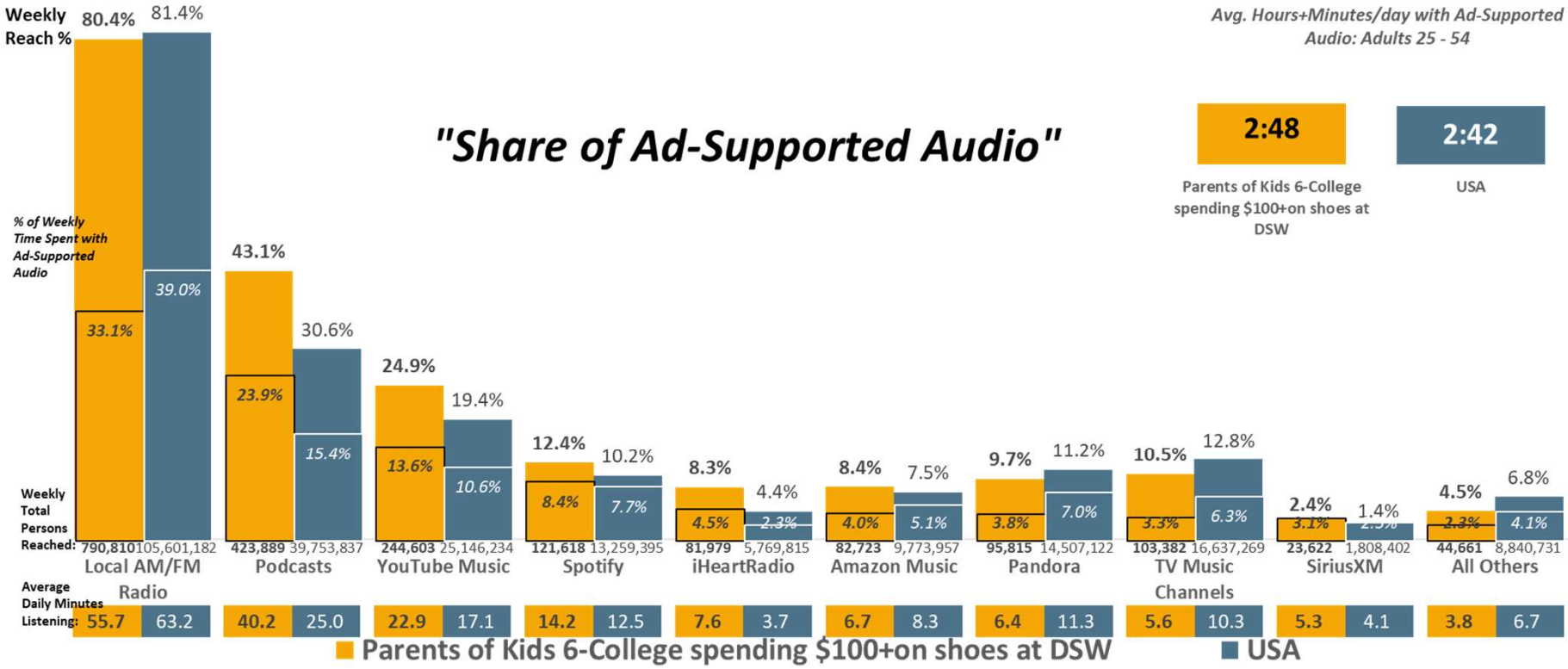
[((((Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more) AND Parent of child under 18: Yes) AND (Presence of children by age (HHLD): Age 6 - 17 OR Lifestyle characteristics: Have child in college)) AND Age summaries: Adults 25 - 54)] AND... Stores/services bought past 3 months: Famous Footwear



790,810 or 80.4% of Adults 25 - 54 Parents of Kids 6-College spending $100+on shoes at DSW listen to Ad-Supported Local AM/FM Radio for an average of 55.7 minutes every day representing 33.1% of all time spent daily with Ad-Supported Audio.



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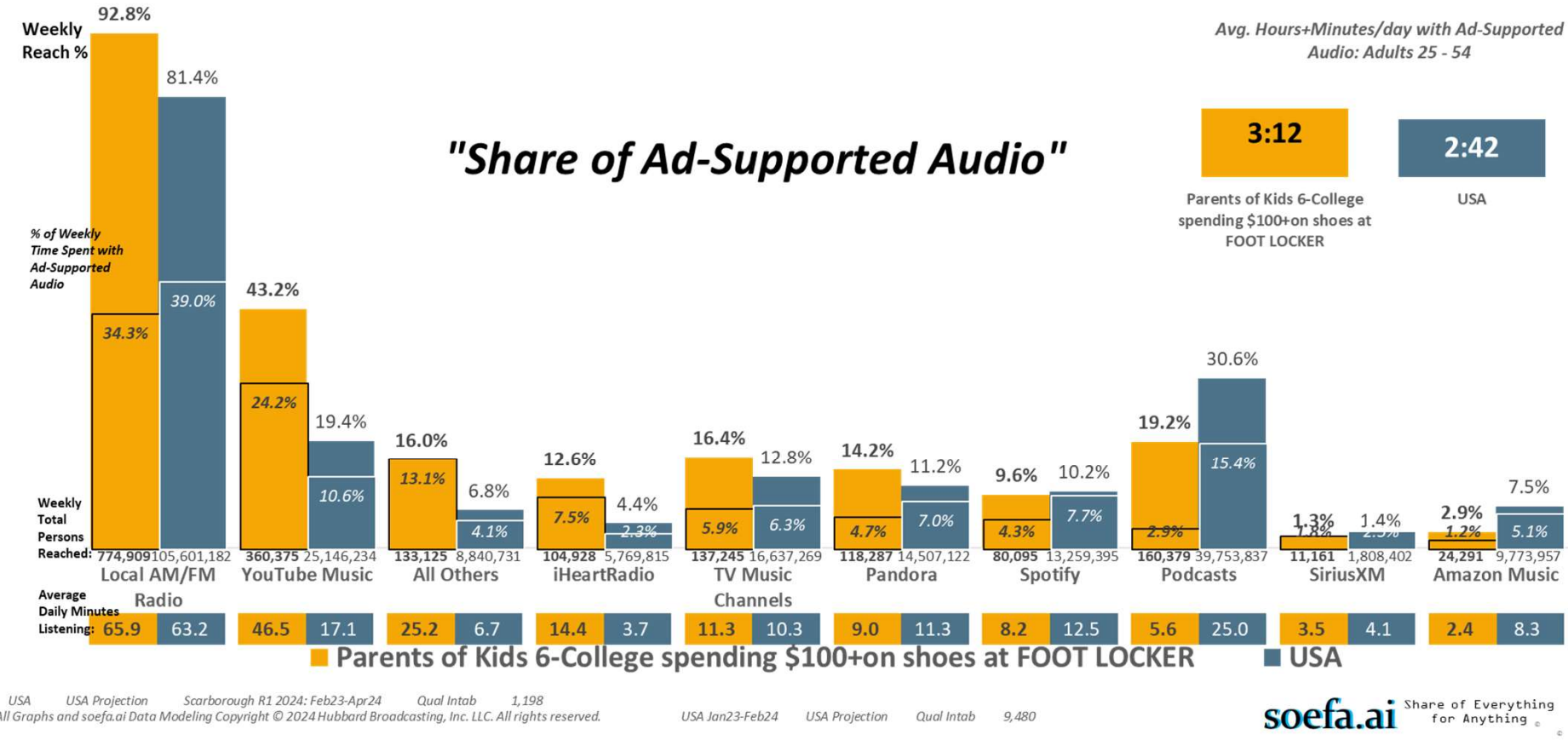
774,909 or 92.8% of Adults 25 - 54 Parents of Kids 6-College spending $100+on shoes at FOOT LOCKER listen to Ad-Supported Local AM/FM Radio for an average of 65.9 minutes every day representing 34.3% of all time spent daily with Ad-Supported Audio.



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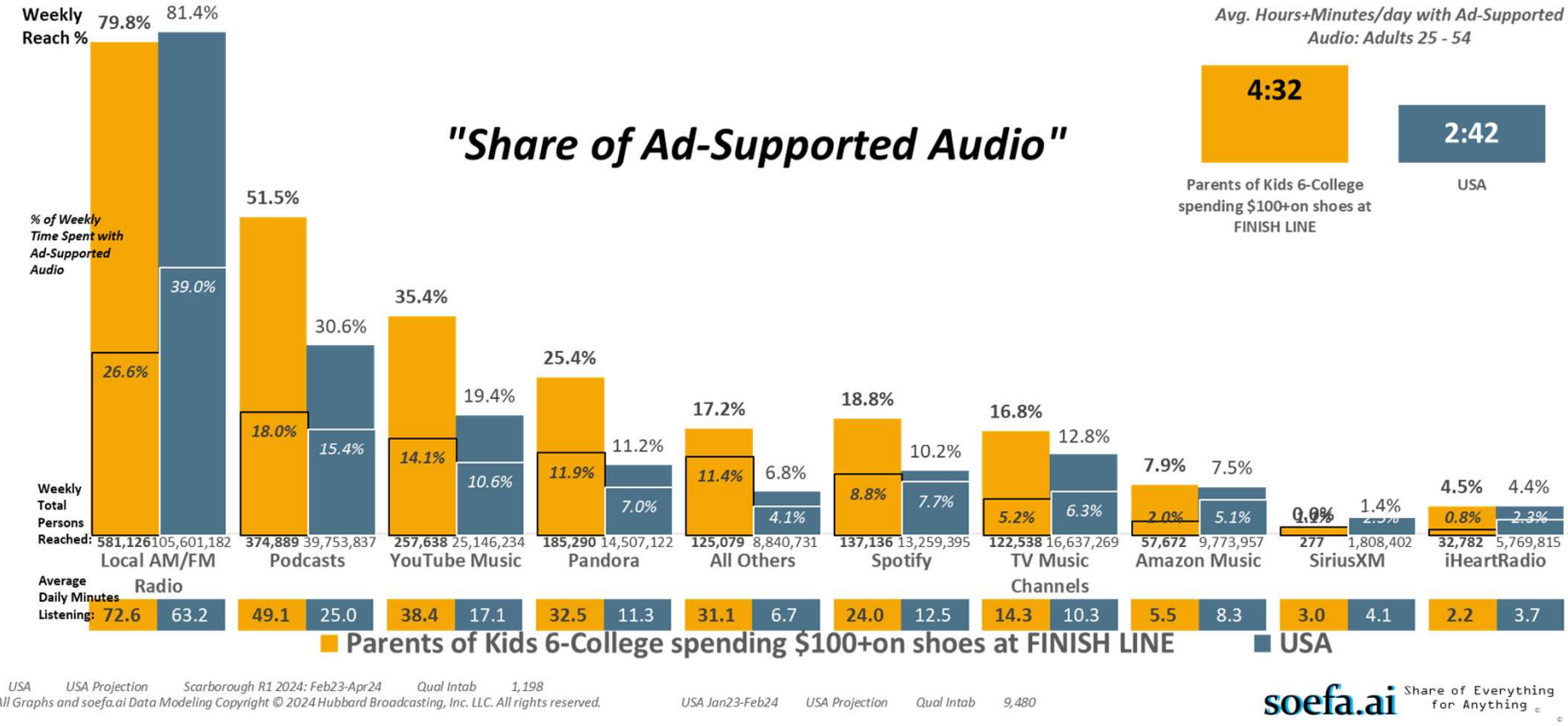
581,126 or 79.8% of Adults 25 - 54 Parents of Kids 6-College spending $100+on shoes at FINISH LINE listen to Ad-Supported Local AM/FM Radio for an average of 72.6 minutes every day representing 26.6% of all time spent daily with Ad-Supported Audio.



Avg. Hours+Minutes/day with Ad-Supported Audio: Adults 25 - 54

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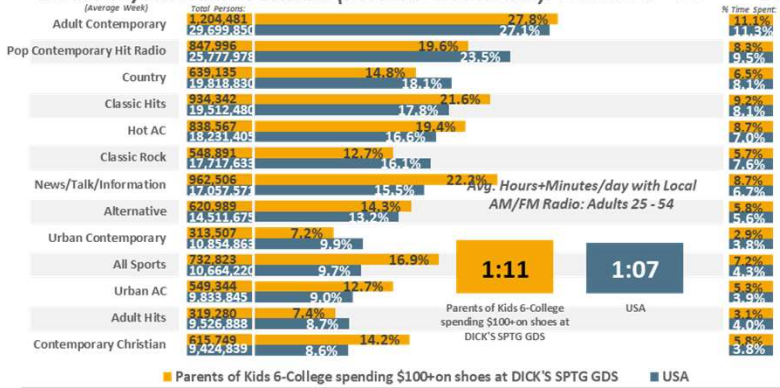
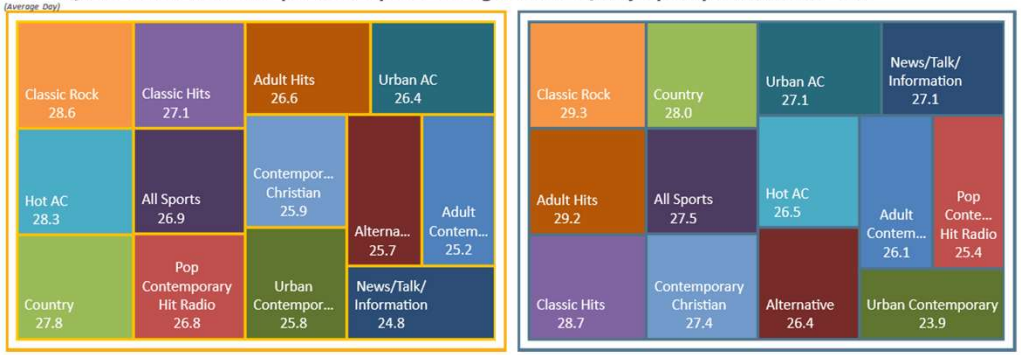
4,016,659 or 86.1% of Adults 25 - 54 Parents of Kids 6-College spending $100+on shoes at DICK'S SPTG GDS listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Pop Contemporary Hit Radio, Hot AC, and All Sports.

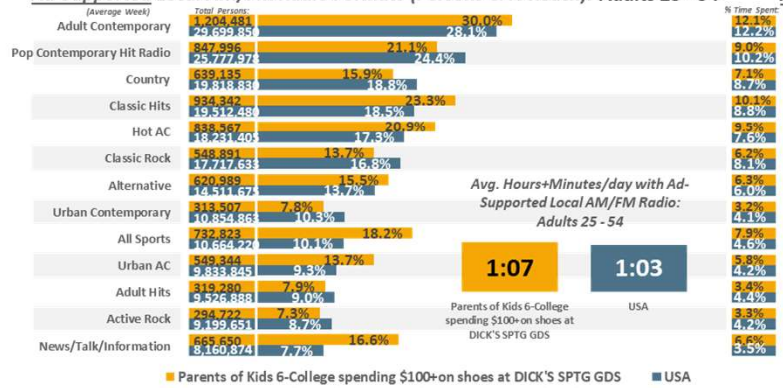
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 54



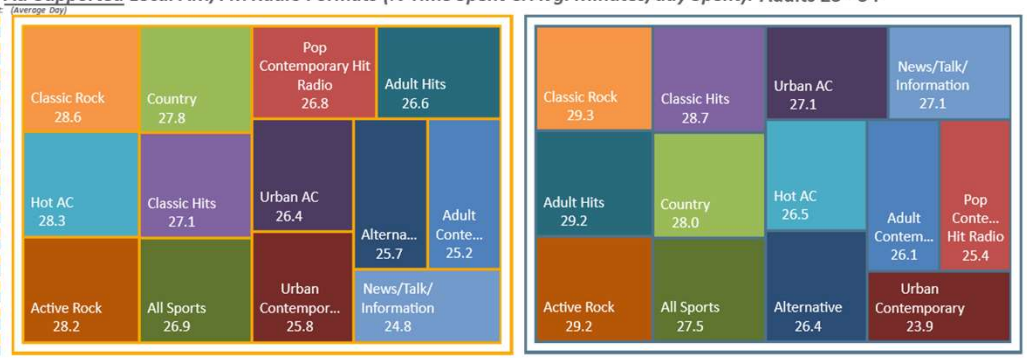
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 54



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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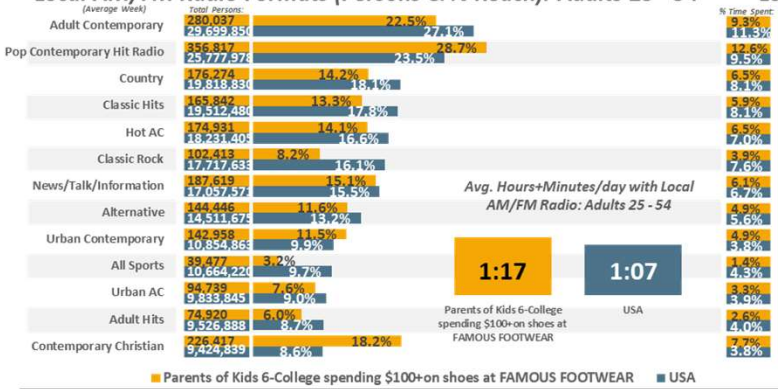
1,178,801 or 90.8% of Adults 25 - 54 Parents of Kids 6-College spending $100+on shoes at FAMOUS FOOTWEAR listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Adult Contemporary, Mexican Regional, Spanish Contemporary

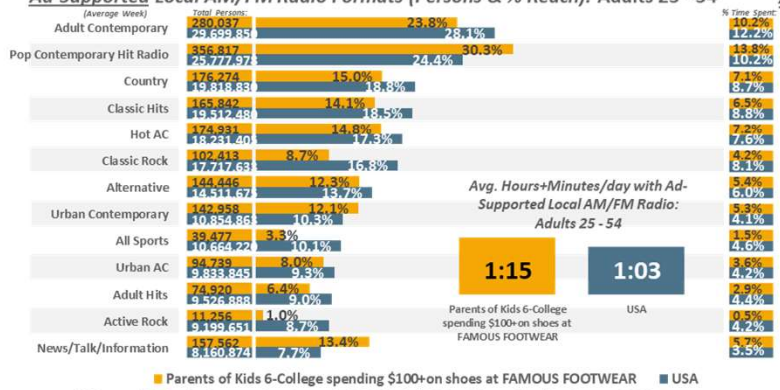
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 54



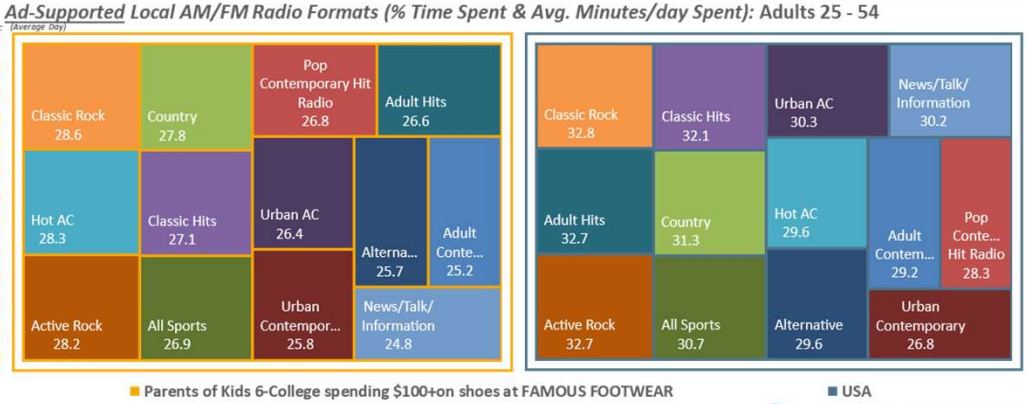
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 54



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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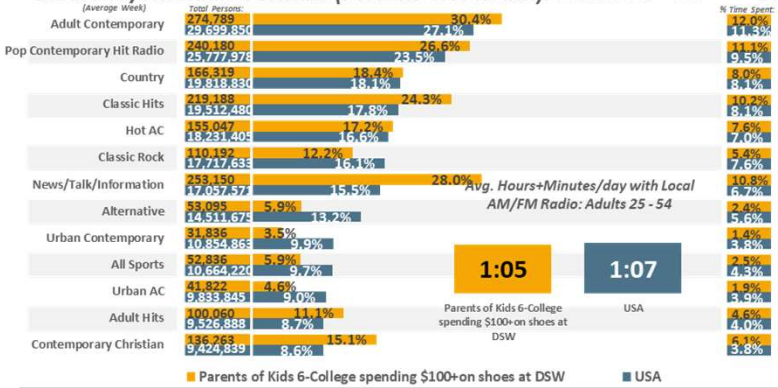
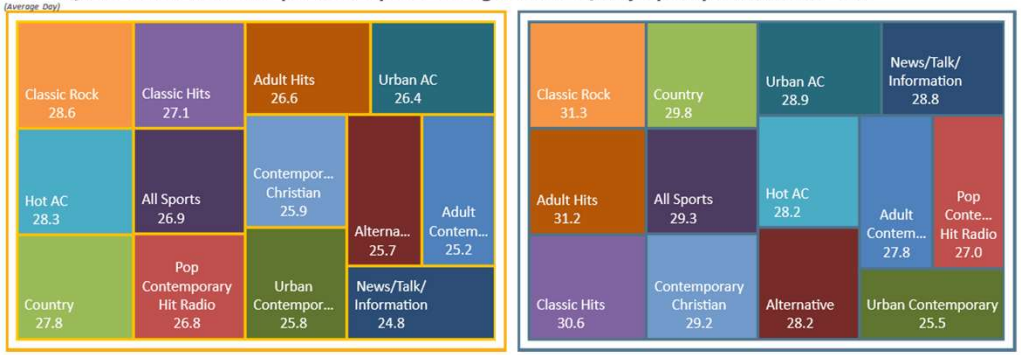
790,810 or 80.4% of Adults 25 - 54 Parents of Kids 6-College spending $100+on shoes at DSW listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Classic Hits, Country, and Hot AC.

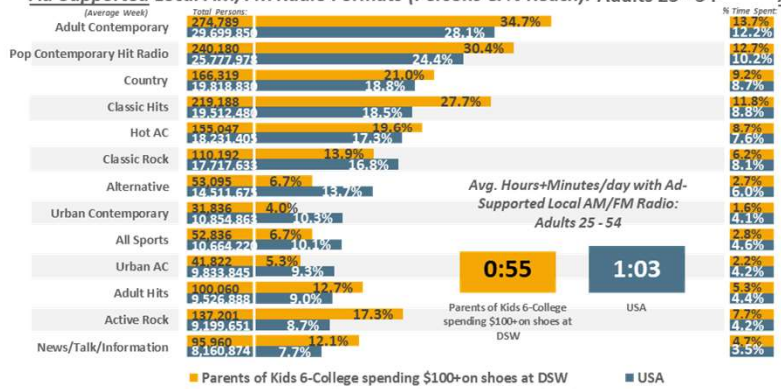
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 54



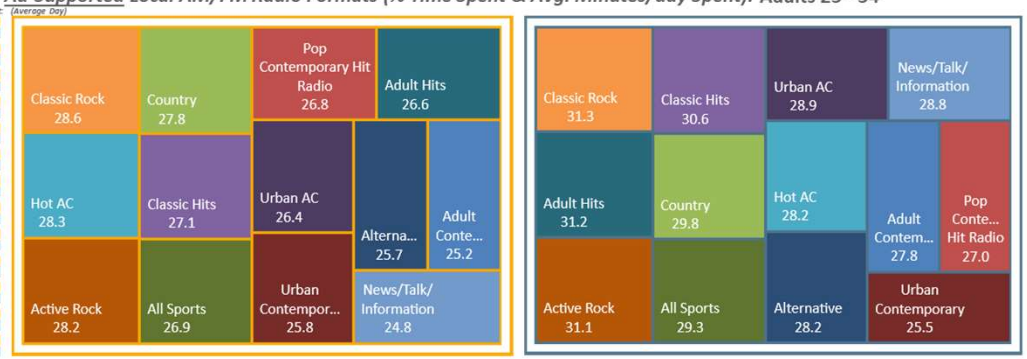
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 54



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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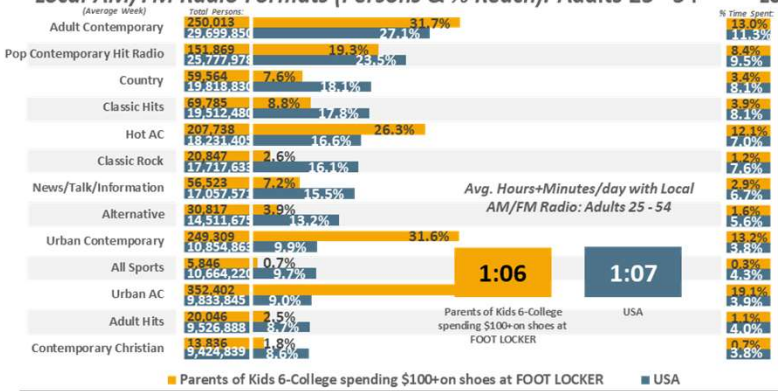
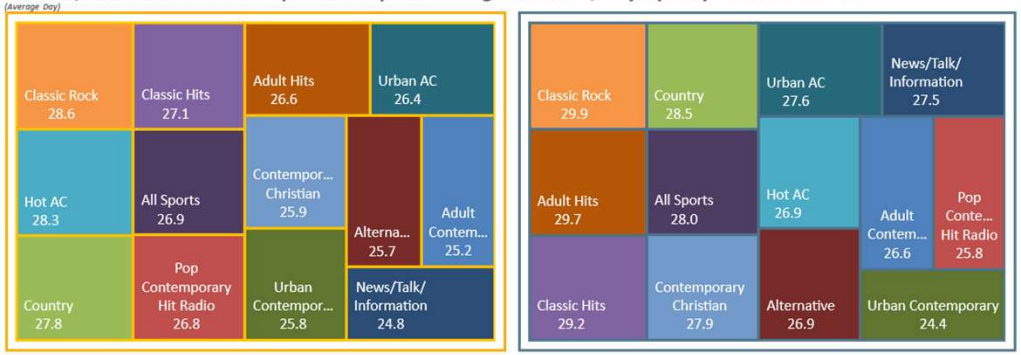
774,909 or 92.8% of Adults 25 - 54 Parents of Kids 6-College spending $100+on shoes at FOOT LOCKER listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Urban AC, Adult Contemporary, Urban Contemporary, Hot AC, and Pop Contemporary Hit Radio.

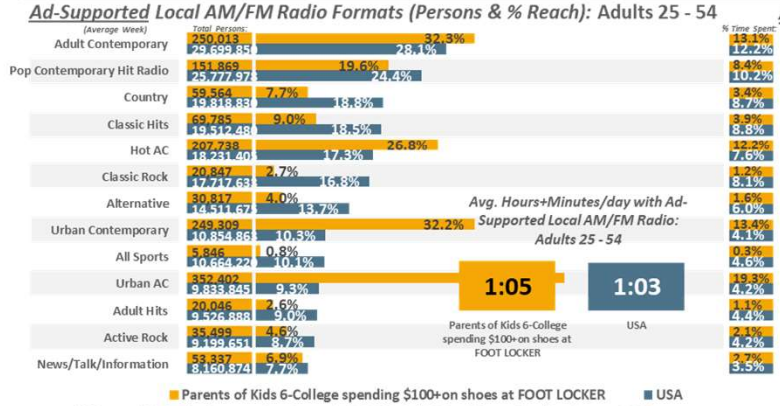
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 54



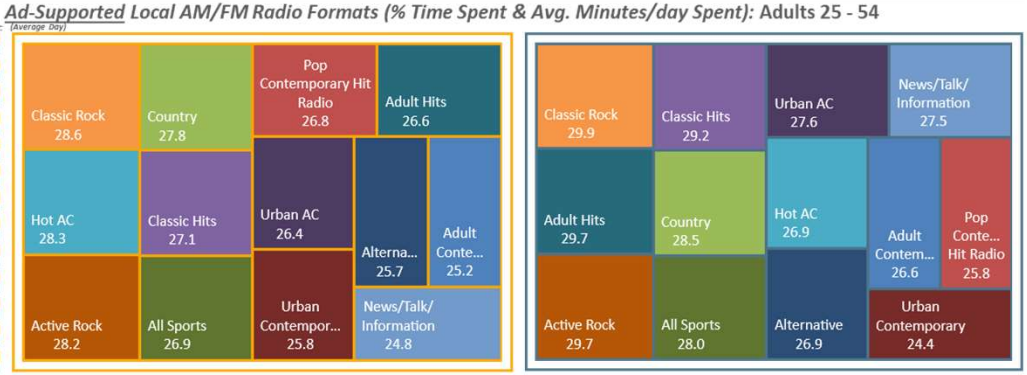
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 54



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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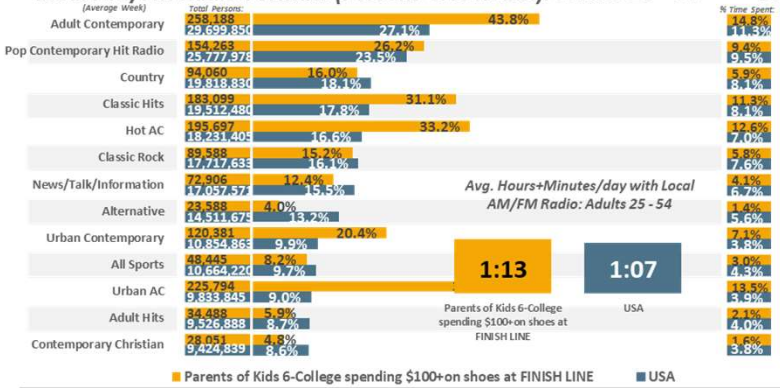
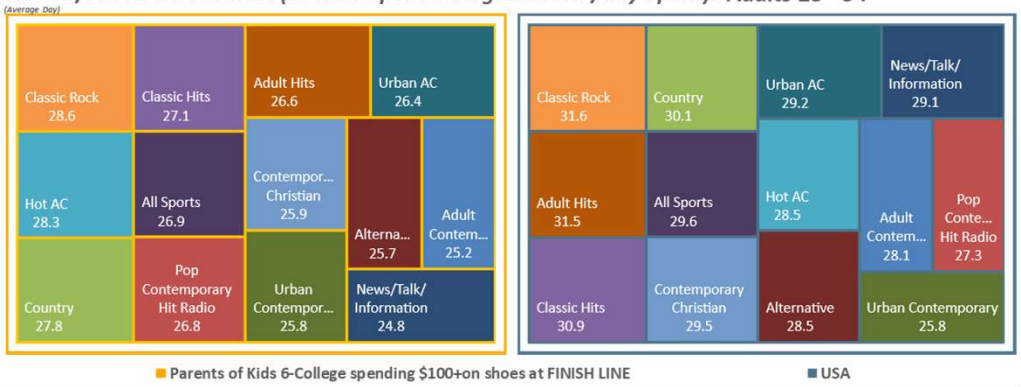
581,126 or 79.8% of Adults 25 - 54 Parents of Kids 6-College spending $100+on shoes at FINISH LINE listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Urban AC, Hot AC, Classic Hits, and Pop Contemporary Hit Radio.

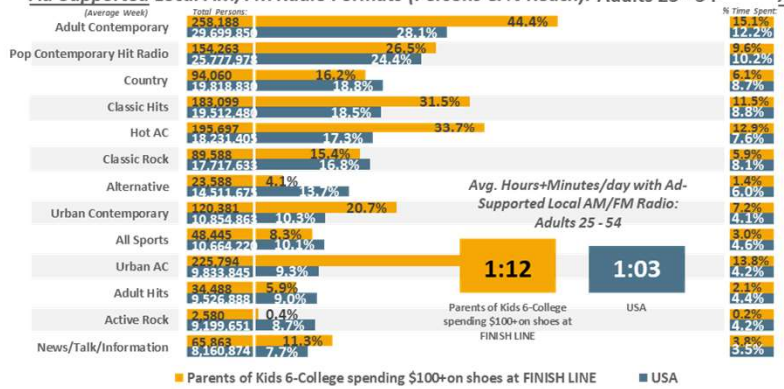
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 54



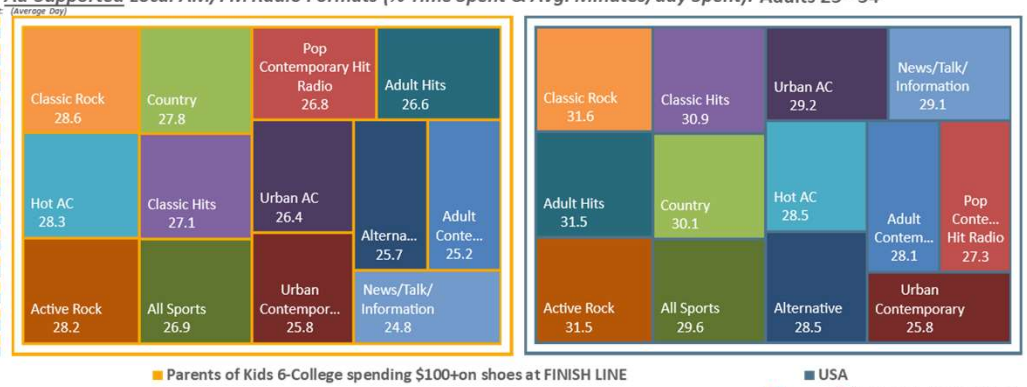
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 54



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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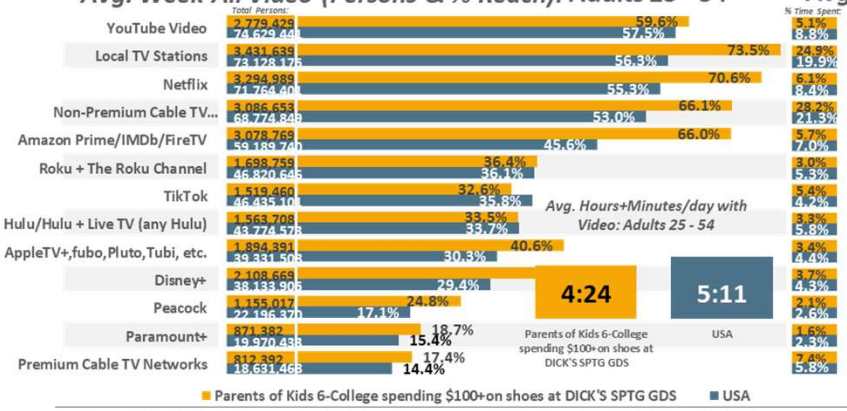
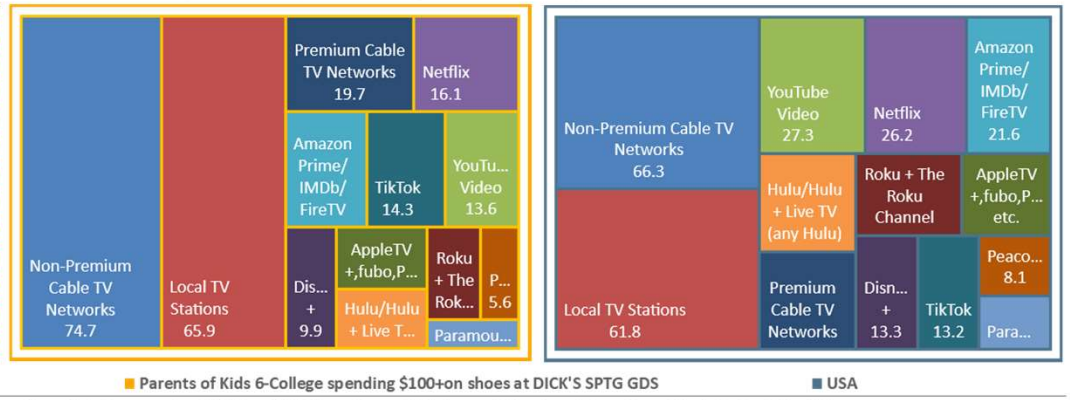
3,395,910 or 72.8% of Adults 25 - 54 Parents of Kids 6-College spending $100+on shoes at DICK'S SPTG GDS watch Ad-Supported Local TV Stations for an average of 63.8 minutes every day representing 28.5% of all time spent daily with Ad-Supported Video.

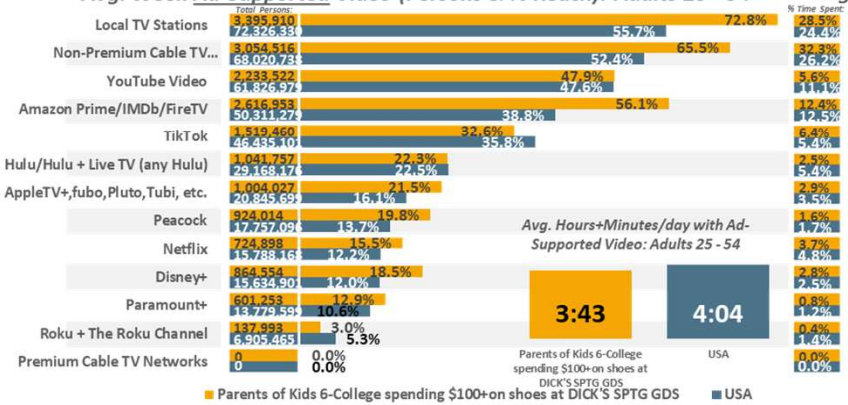
Avg. Week All Video (Persons & % Reach): Adults 25 - 54



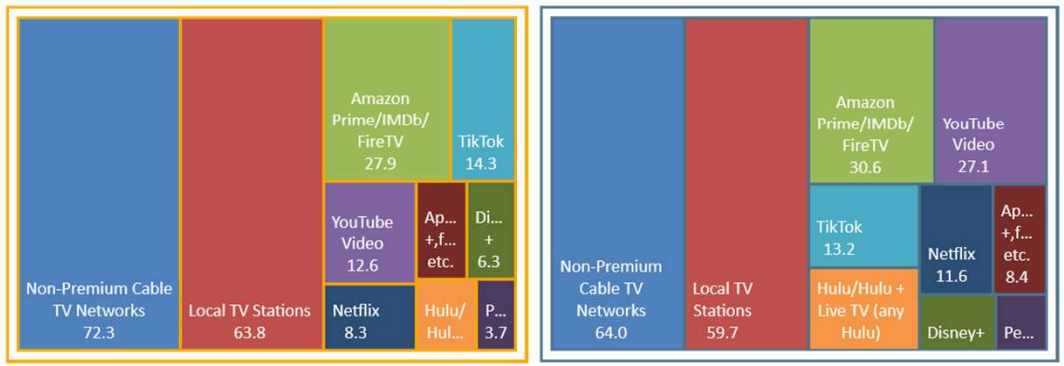
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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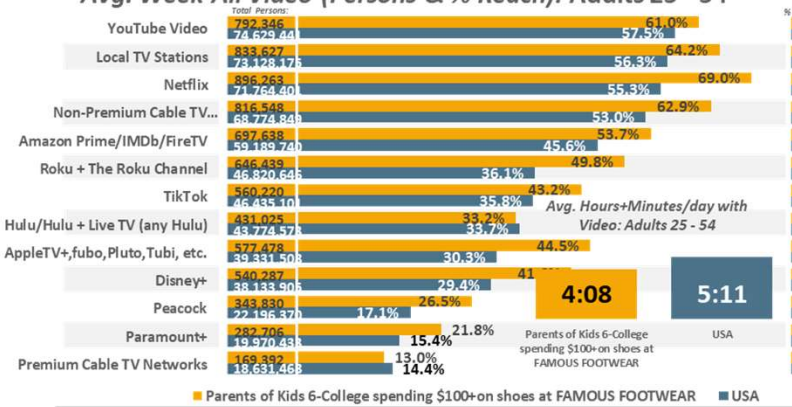
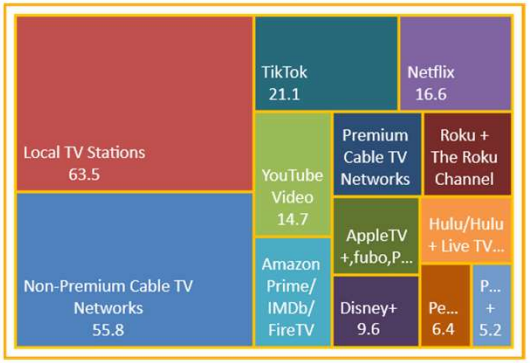
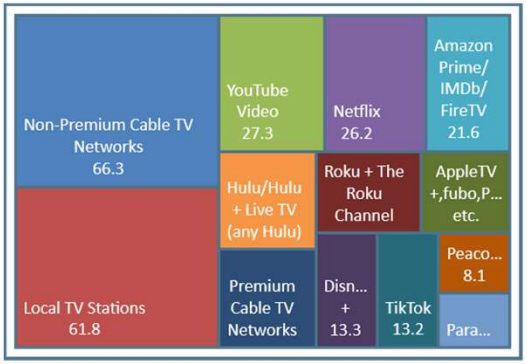
808,292 or 62.3% of Adults 25 - 54 Parents of Kids 6-College spending $100+on shoes at FAMOUS FOOTWEAR watch Ad-Supported Local TV Stations for an average of 60.4 minutes every day representing 29.4% of all time spent daily with Ad-Supported Video.

Avg. Week All Video (Persons & % Reach): Adults 25 - 54

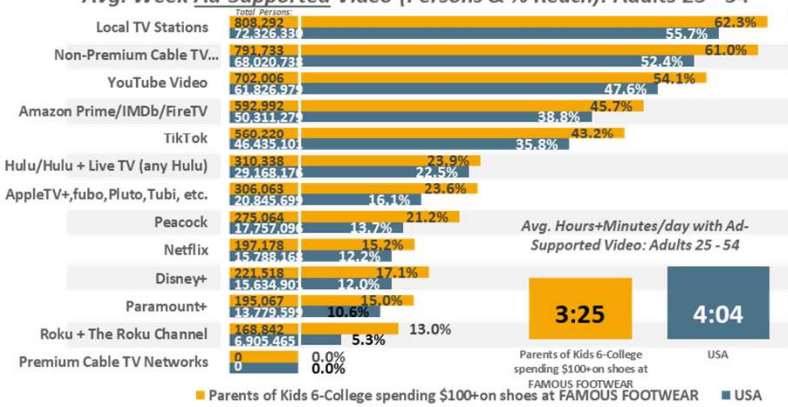


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54

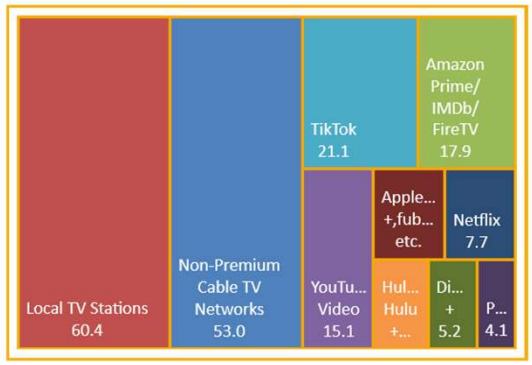


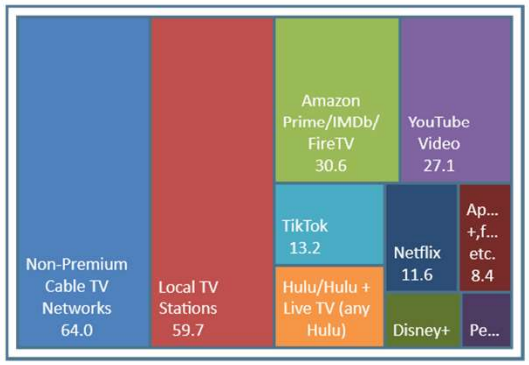


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54





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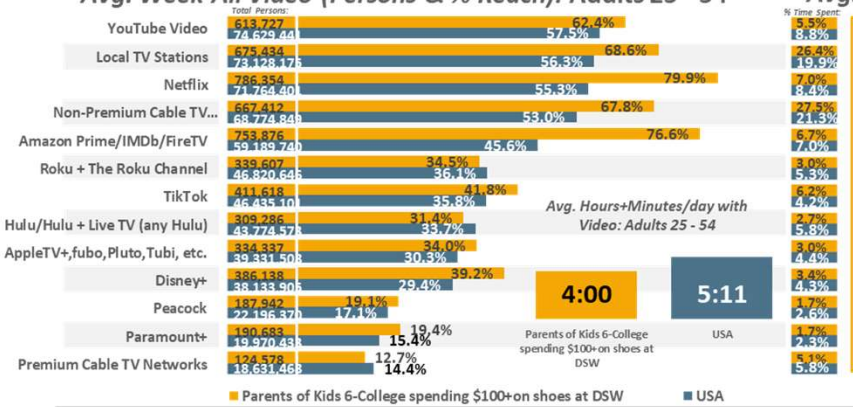
[(((Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more) AND Parent of child under 18: Yes) AND (Presence of children by age (HHLD): Age 6 - 17 OR Lifestyle characteristics: Have child in college)) AND Age summaries: Adults 25 - 54)] AND... Stores/services bought past 3 months: Famous Footwear

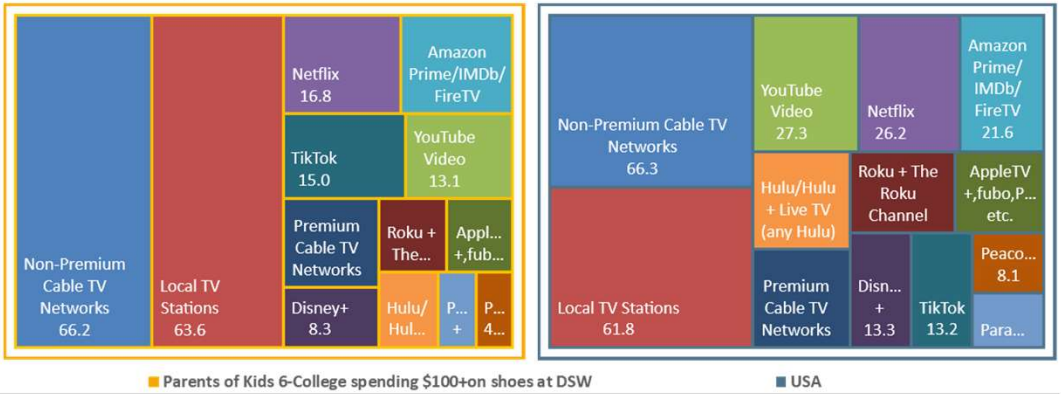


657,502 or 66.8% of Adults 25 - 54 Parents of Kids 6-College spending $100+on shoes at DSW watch Ad-Supported Local TV Stations for an average of 60. minutes every day representing 29.5% of all time spent daily with Ad-Supported Video.

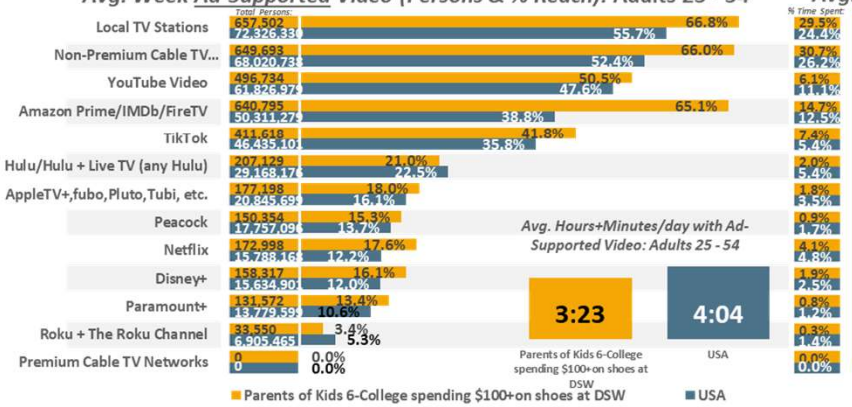
Avg. Week All Video (Persons & % Reach): Adults 25 - 54



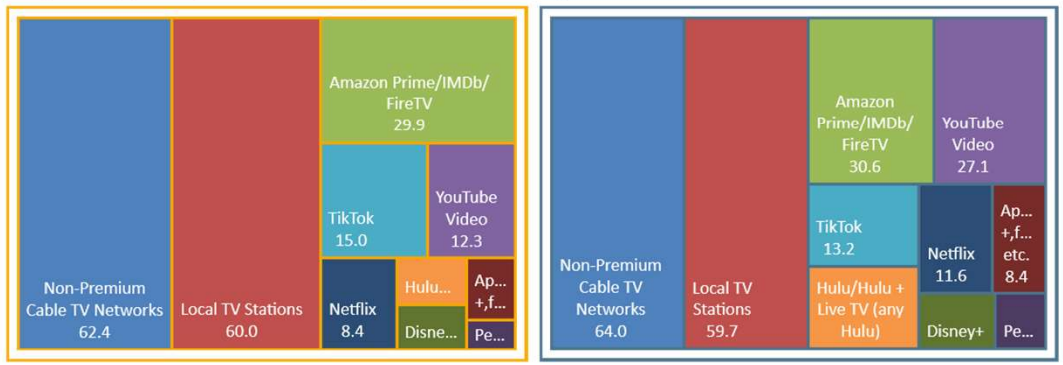
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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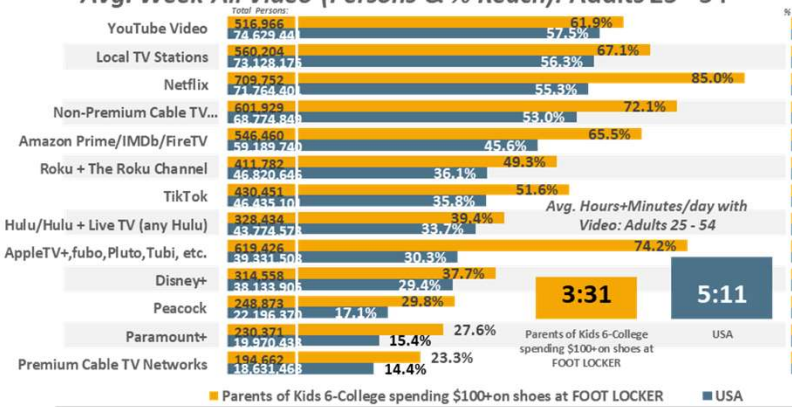
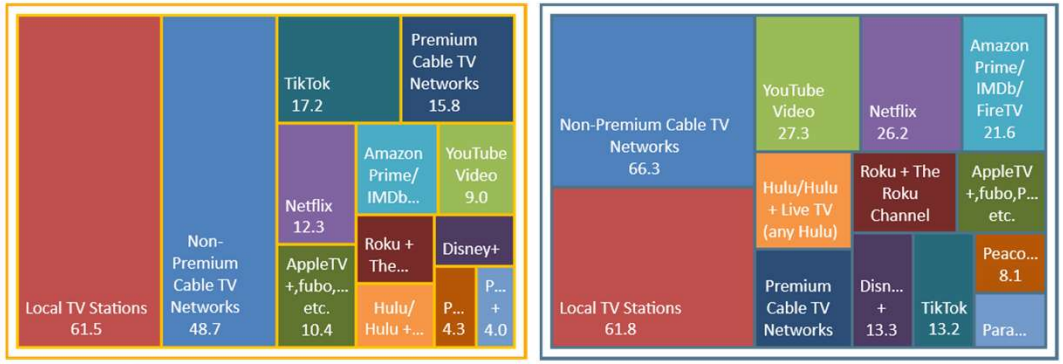
552,643 or 66.2% of Adults 25 - 54 Parents of Kids 6-College spending $100+on shoes at FOOT LOCKER watch Ad-Supported Local TV Stations for an average of 61.3 minutes every day representing 34.% of all time spent daily with Ad-Supported Video.

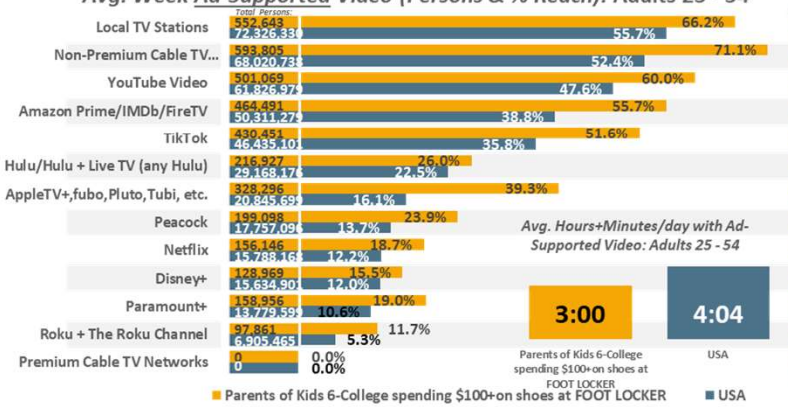
Avg. Week All Video (Persons & % Reach): Adults 25 - 54



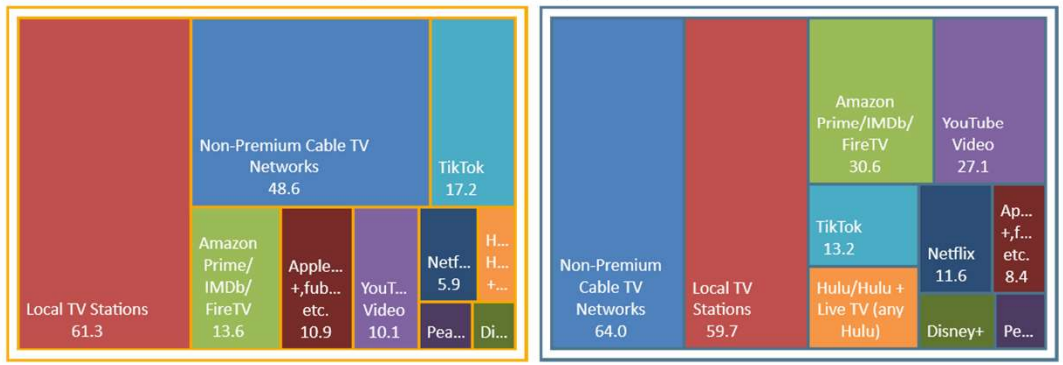
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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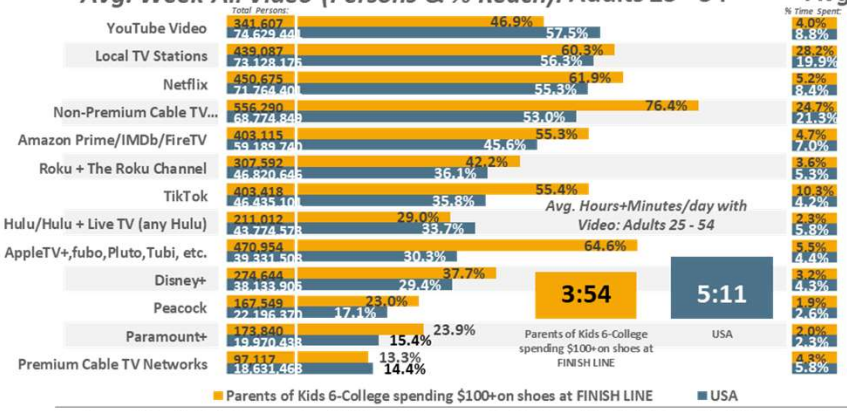
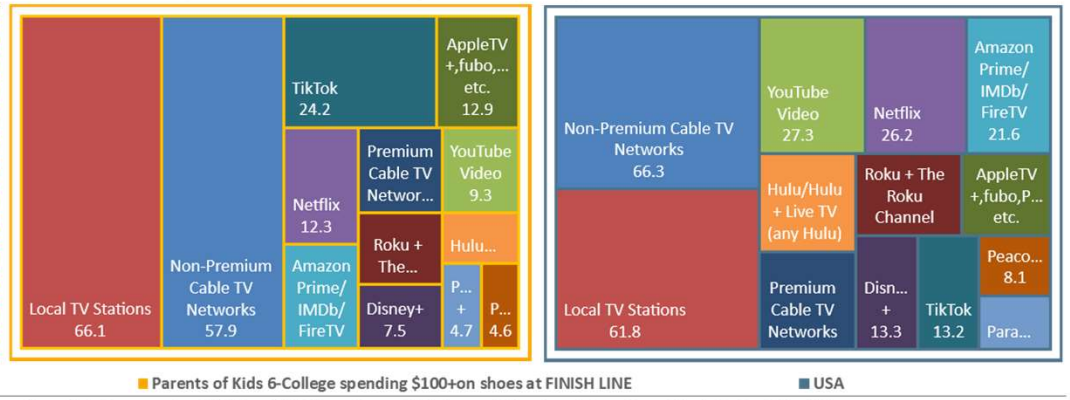
431,995 or 59.3% of Adults 25 - 54 Parents of Kids 6-College spending $100+on shoes at FINISH LINE watch Ad-Supported Local TV Stations for an average of 66. minutes every day representing 33.3% of all time spent daily with Ad-Supported Video.

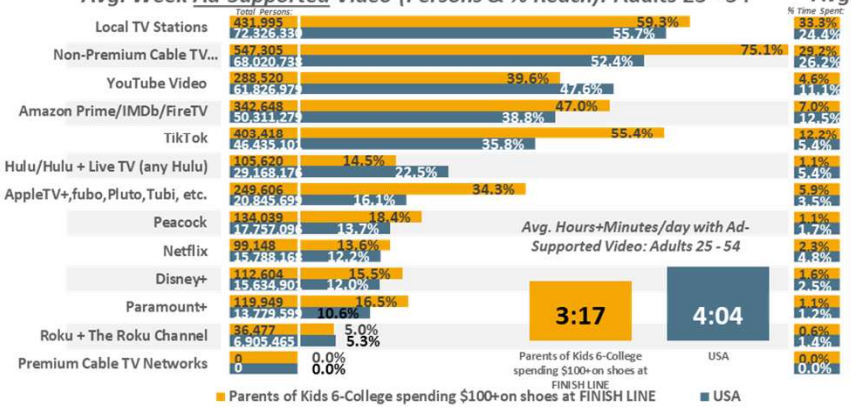
Avg. Week All Video (Persons & % Reach): Adults 25 - 54



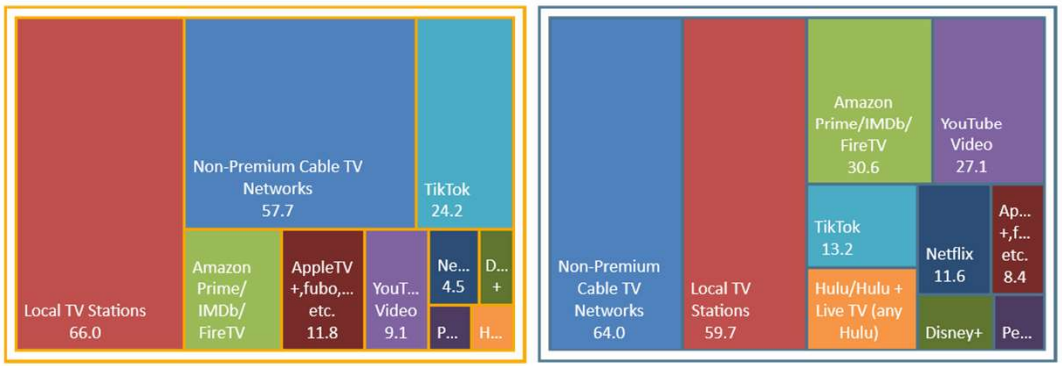
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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3,395,910 or 72.8% of Adults 25 - 54 Parents of Kids 6-College spending $100+on shoes at DICK'S SPTG GDS watch Ad-Supported Local TV Stations for an average of 63.8 minutes every day representing 28.5% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"

Avg. Hours+Minutes/day with Ad-Supported Video: Adults 25 - 54

Parents of Kids 6-College spending $100+on shoes at DICK'S SPTG GDS	USA
3:43	4:04

	Cable TV	Local TV	Amazon	TikTok	YouTube	Netflix	AppleTV+	Disney+	Hulu	Peacock
Weekly Reach %	65.5% / 52.4%	72.8% / 55.7%	56.1% / 38.8%	32.6% / 35.8%	47.9% / 47.6%	15.5% / 12.2%	21.5% / 16.1%	18.5% / 12.0%	22.3% / 22.5%	19.8% / 13.7%
% of Weekly Time Spent with Ad-Supported Video	32.3% / 26.2%	28.5% / 24.4%	12.4% / 12.5%	6.4% / 5.4%	5.6% / 11.1%	3.7% / 4.8%	2.9% / 3.5%	2.8% / 2.5%	2.5% / 5.4%	1.6% / 1.7%
Weekly Total Persons Reached:	3,054,516 / 68,020,738	3,395,910 / 72,326,330	2,616,953 / 60,311,279	1,519,460 / 46,435,101	2,233,522 / 61,826,979	724,898 / 15,788,168	1,004,027 / 20,845,699	864,554 / 15,634,901	1,041,757 / 29,168,176	924,014 / 17,757,096
Average Daily Minutes Viewing:	72.3 / 64.0	63.8 / 59.7	27.9 / 30.6	14.3 / 13.2	12.6 / 27.1	8.3 / 11.6	6.6 / 8.4	6.3 / 6.1	5.6 / 13.1	3.7 / 4.1

Parents of Kids 6-College spending $100+on shoes at DICK'S SPTG GDS ■ USA

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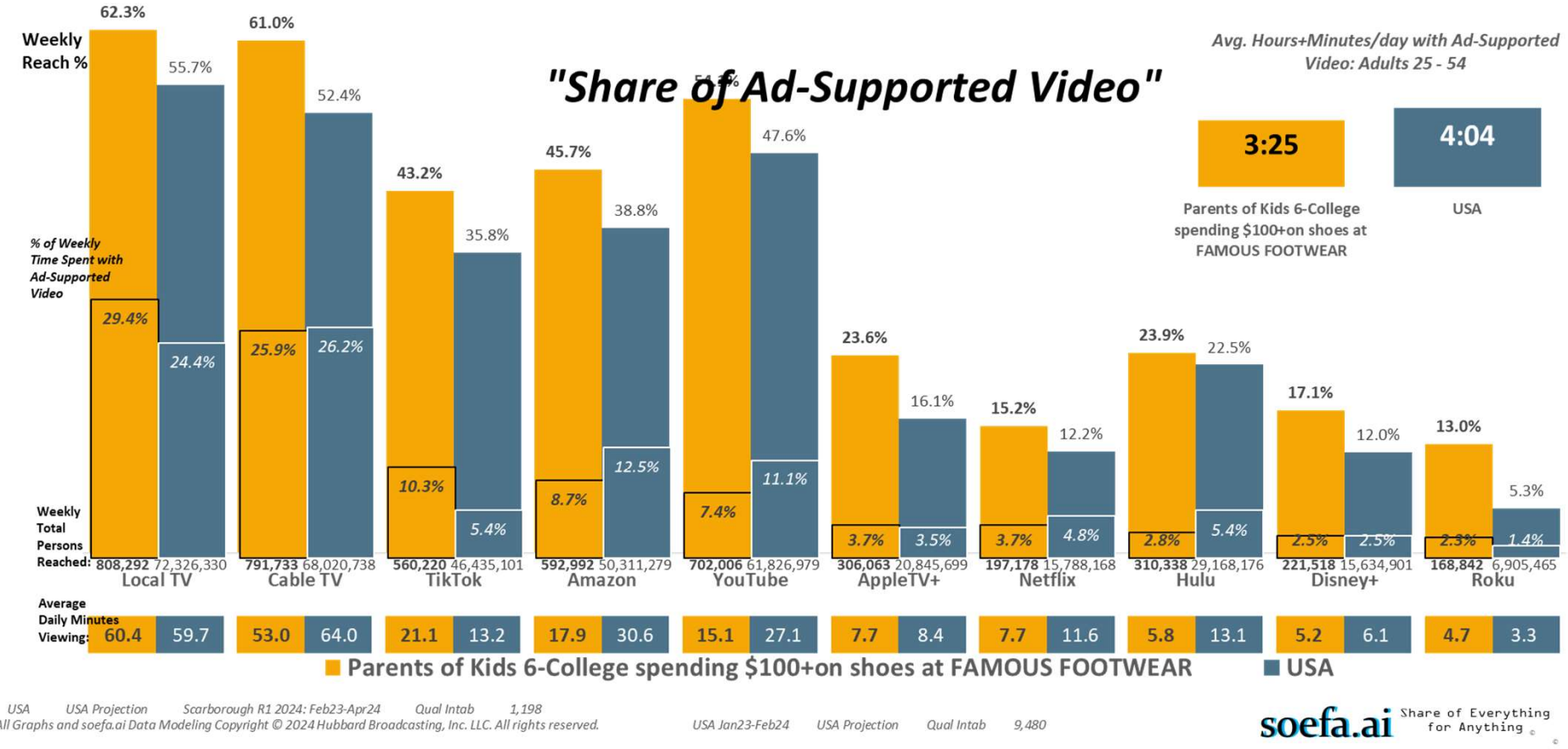
808,292 or 62.3% of Adults 25 - 54 Parents of Kids 6-College spending $100+on shoes at FAMOUS FOOTWEAR watch Ad-Supported Local TV Stations for an average of 60.4 minutes every day representing 29.4% of all time spent daily with Ad-Supported Video.



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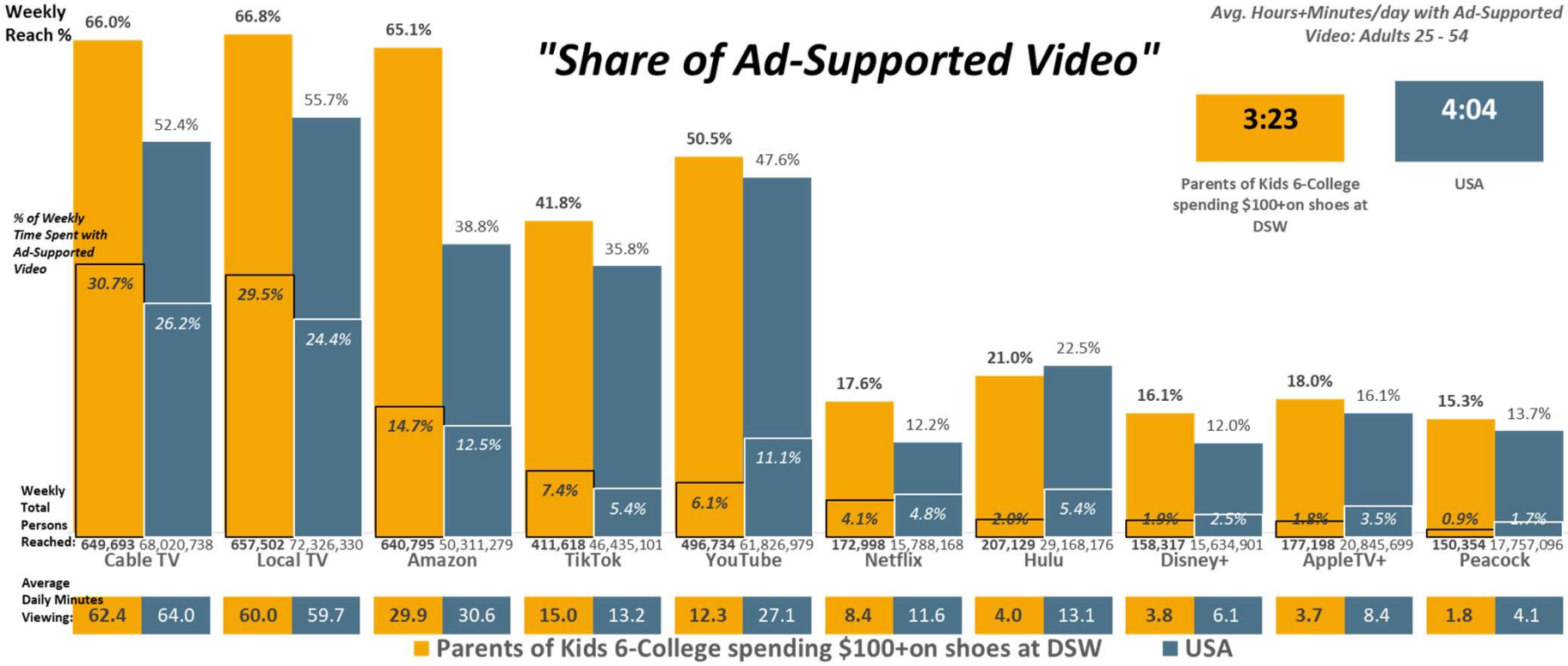
657,502 or 66.8% of Adults 25 - 54 Parents of Kids 6-College spending $100+on shoes at DSW watch Ad-Supported Local TV Stations for an average of 60. minutes every day representing 29.5% of all time spent daily with Ad-Supported Video.



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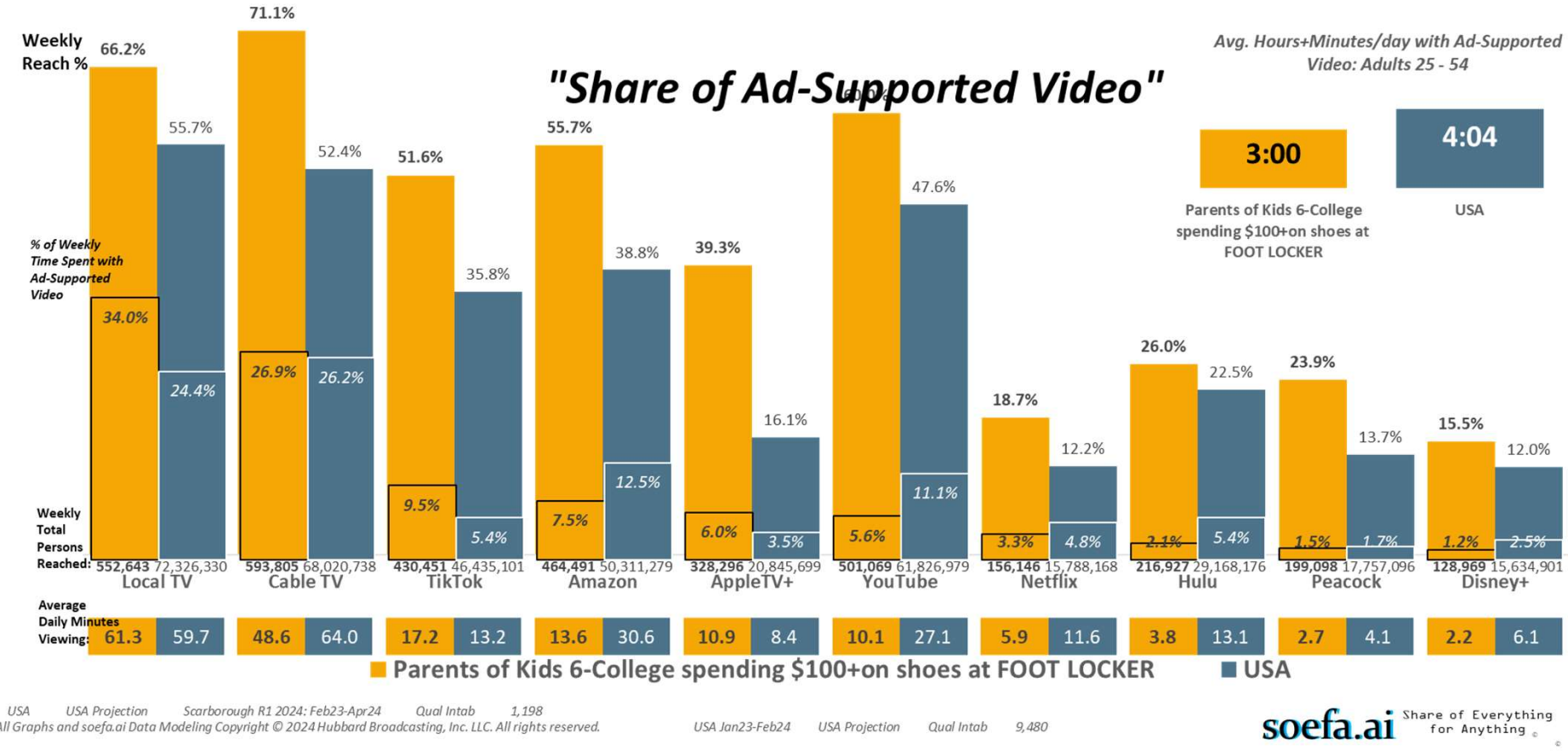
552,643 or 66.2% of Adults 25 - 54 Parents of Kids 6-College spending $100+on shoes at FOOT LOCKER watch Ad-Supported Local TV Stations for an average of 61.3 minutes every day representing 34.% of all time spent daily with Ad-Supported Video.



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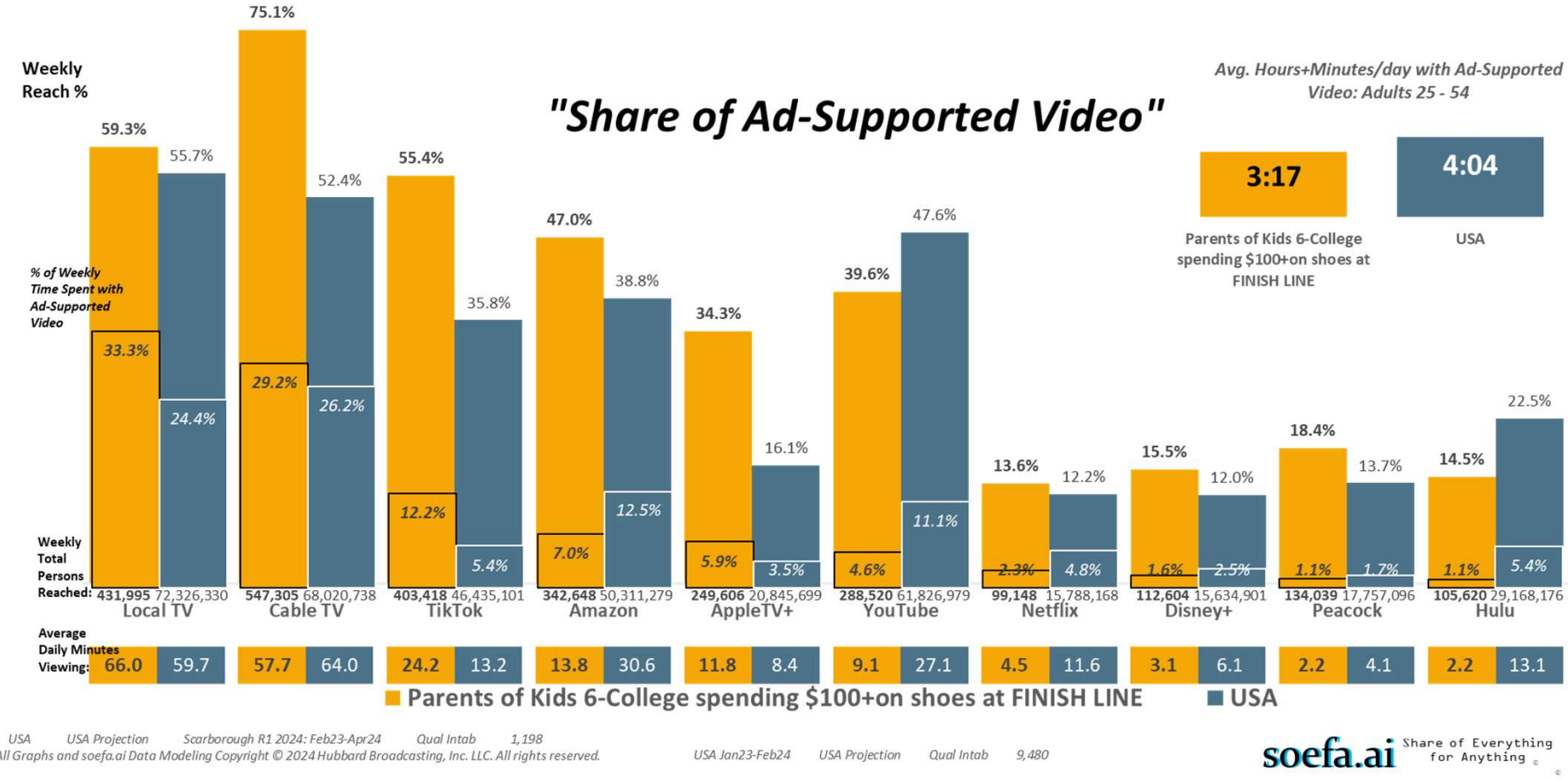

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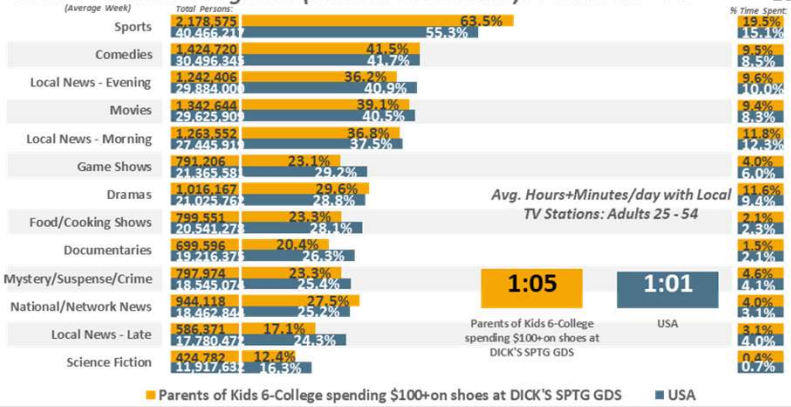
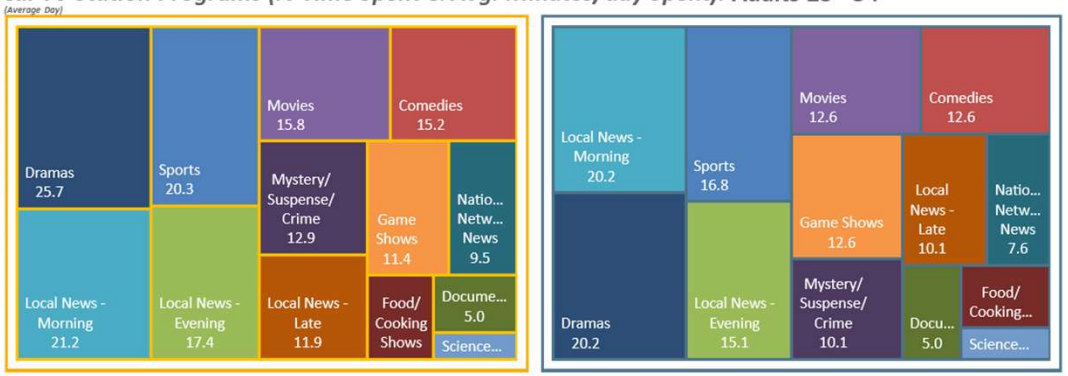
3,395,910 or 72.8% of Adults 25 - 54 Parents of Kids 6-College spending $100+on shoes at DICK'S SPTG GDS watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Movies, Local News - Morning, Local News - Evening, and Dramas.

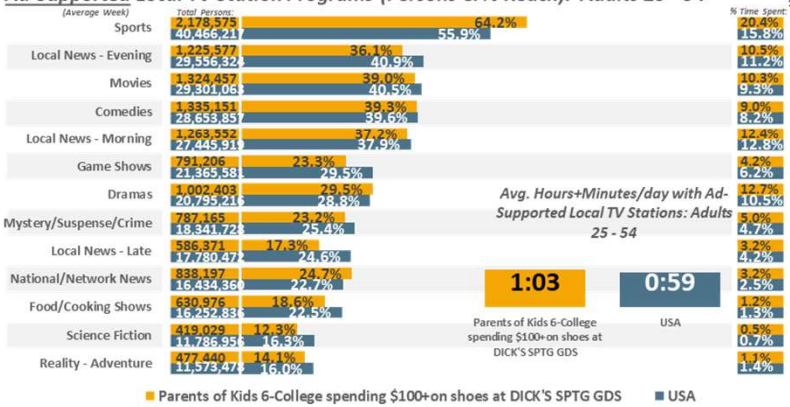
Local TV Station Programs (Persons & % Reach): Adults 25 - 54



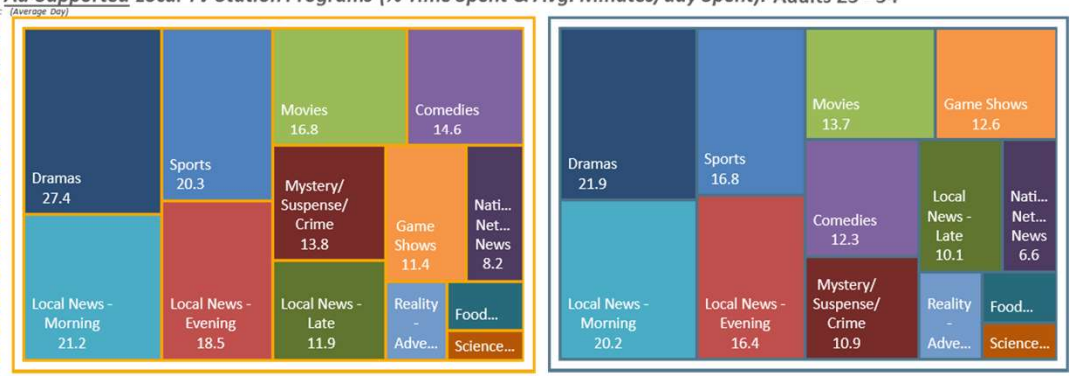
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 25 - 54



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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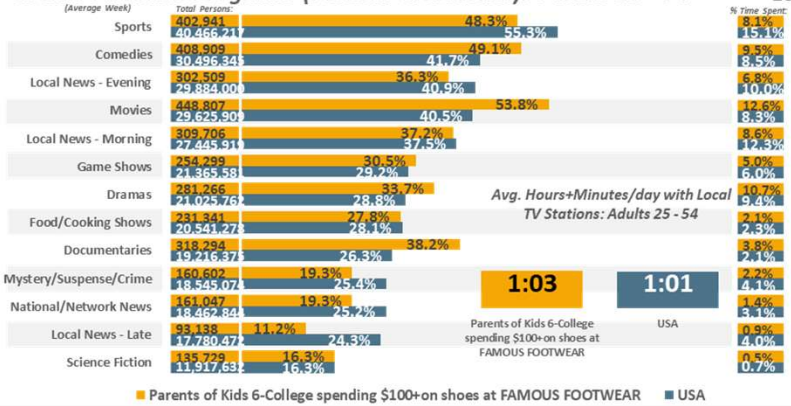
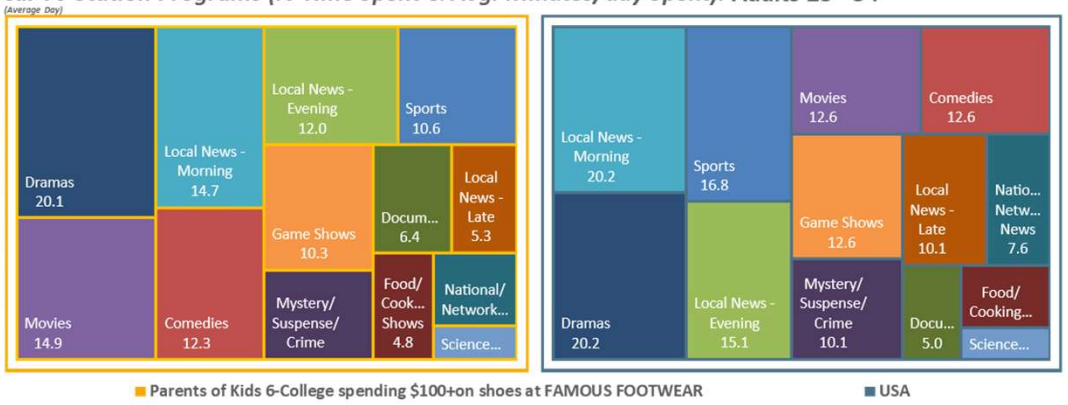
808,292 or 62.3% of Adults 25 - 54 Parents of Kids 6-College spending $100+on shoes at FAMOUS FOOTWEAR watch Ad-Supported Local TV Stations. The Top 6-Programs are Movies, Sports, Comedies, Local News - Morning, Local News - Evening, and Daytime Talk Show

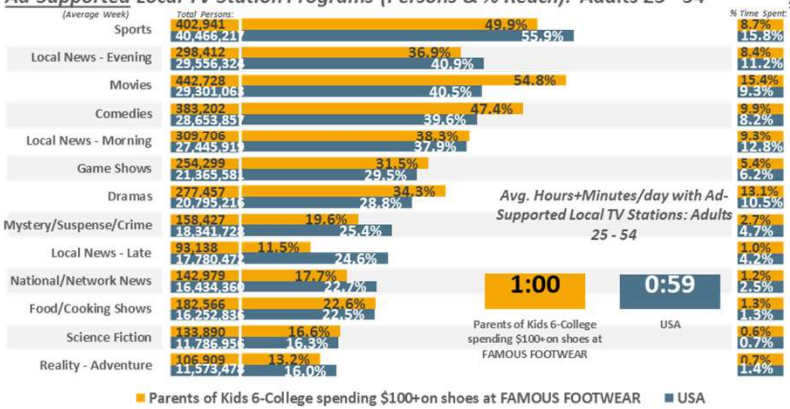
Local TV Station Programs (Persons & % Reach): Adults 25 - 54



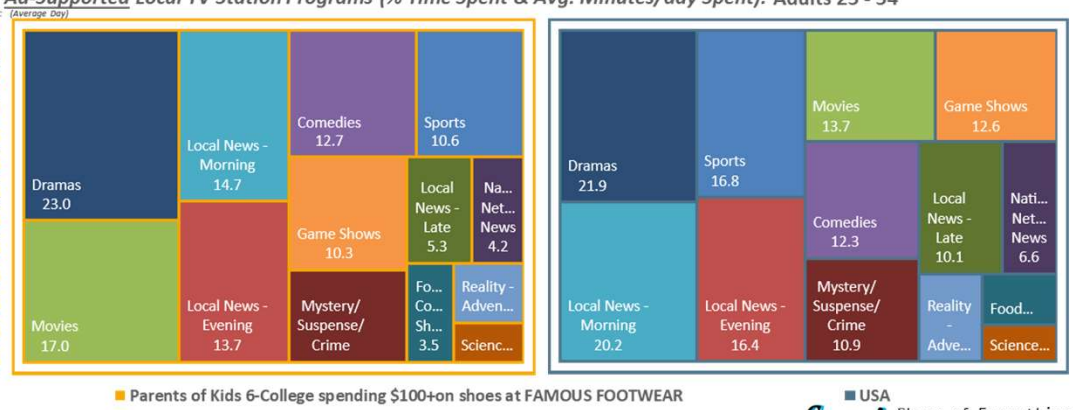
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 25 - 54



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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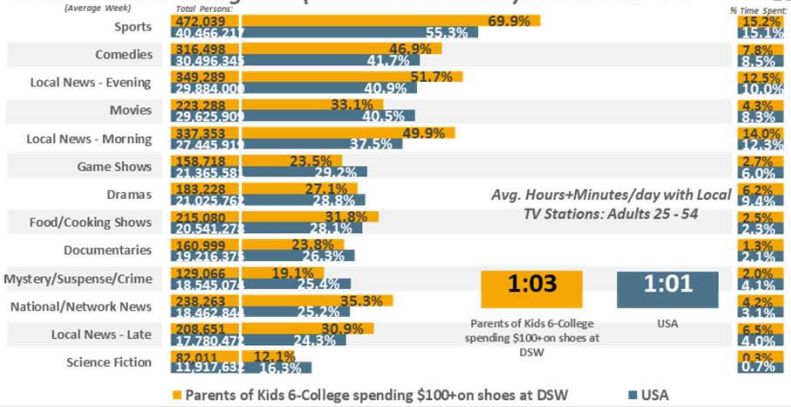
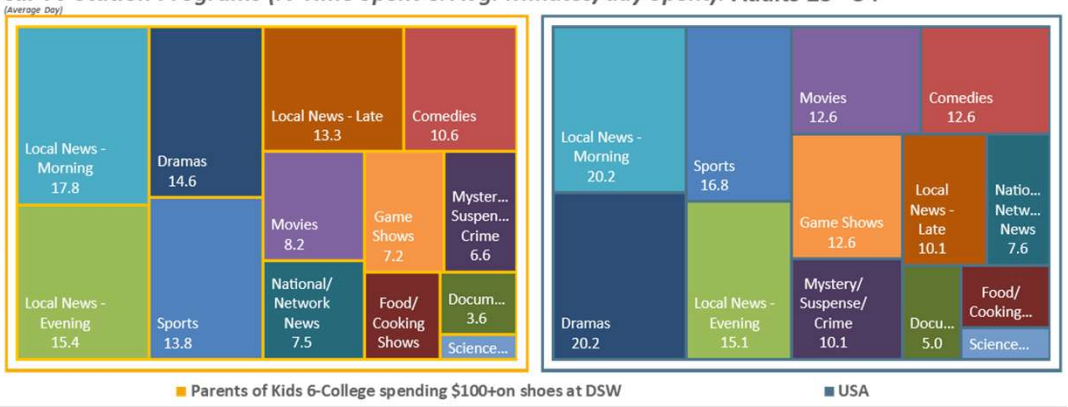
657,502 or 66.8% of Adults 25 - 54 Parents of Kids 6-College spending $100+on shoes at DSW watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, Movies, and National/Network News.

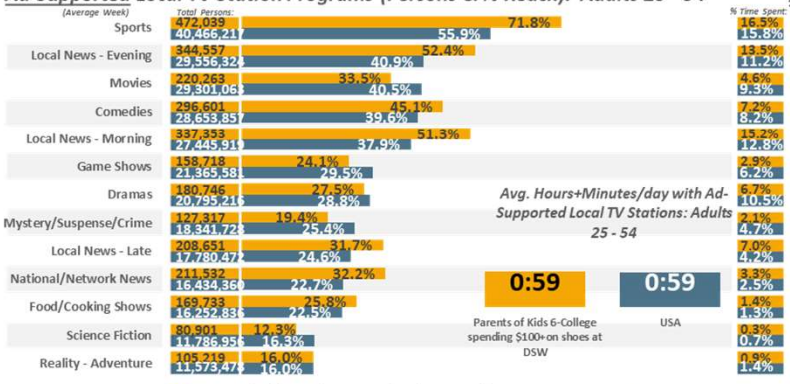
Local TV Station Programs (Persons & % Reach): Adults 25 - 54



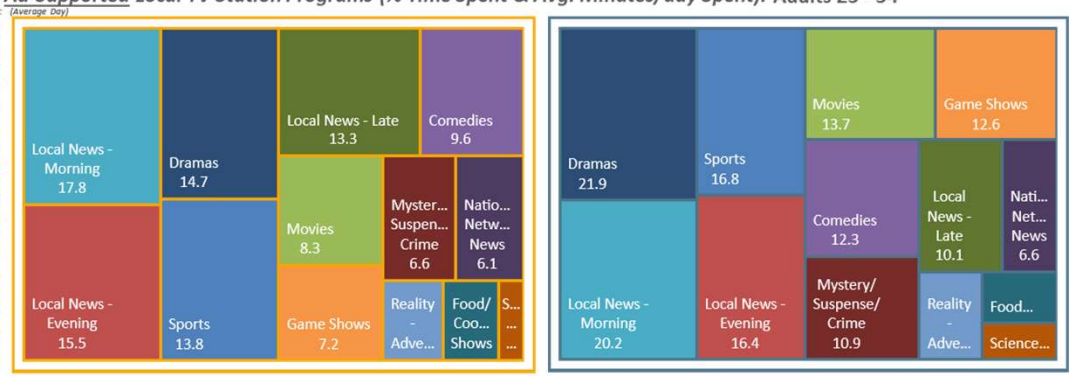
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 25 - 54



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,198

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USA Jan23-Feb24 USA Projection Qual Intab 9,480

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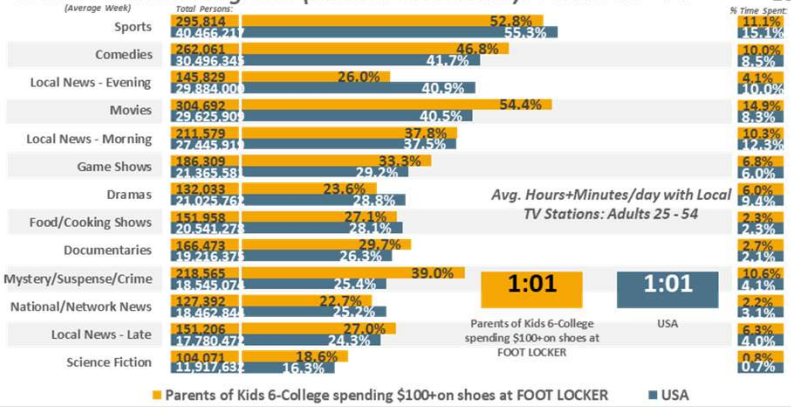
[(((Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more) AND Parent of child under 18: Yes) AND (Presence of children by age (HHLD): Age 6 - 17 OR Lifestyle characteristics: Have child in college)) AND Age summaries: Adults 25 - 54)] AND... Stores/services bought past 3 months: DSW

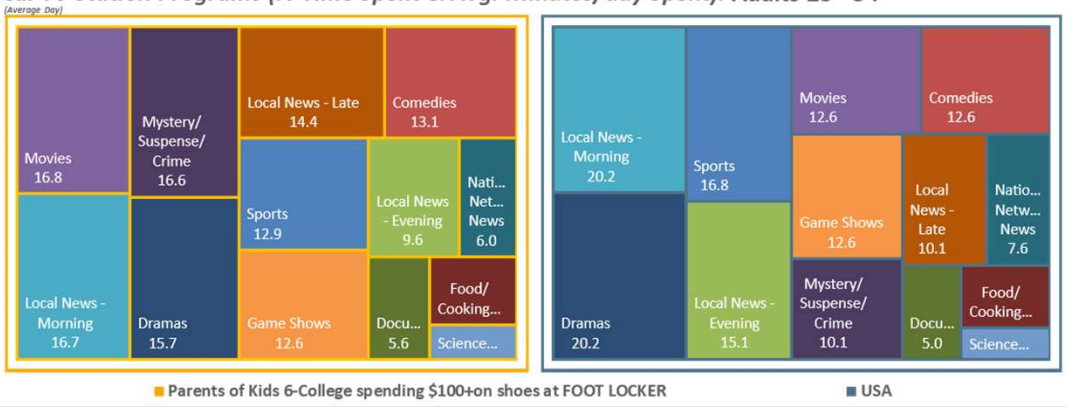


552,643 or 66.2% of Adults 25 - 54 Parents of Kids 6-College spending $100+on shoes at FOOT LOCKER watch Ad-Supported Local TV Stations. The Top 6-Programs are Movies, Sports, Comedies, Mystery/Suspense/Crime, Local News - Morning, and Game Shows.

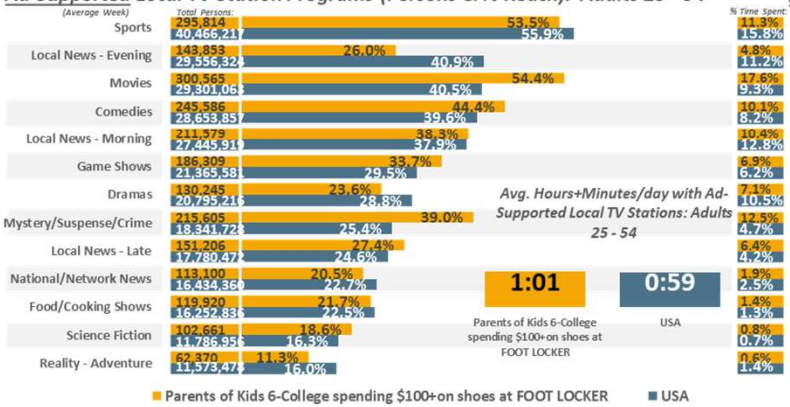
Local TV Station Programs (Persons & % Reach): Adults 25 - 54



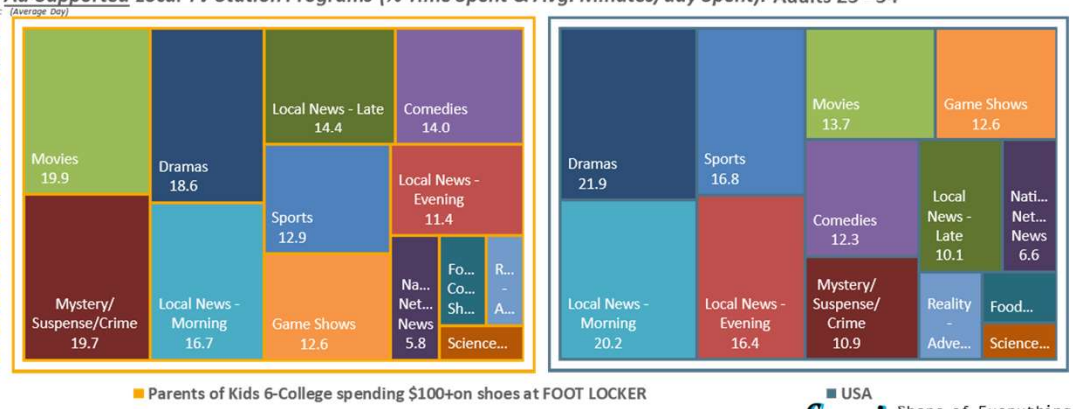
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 25 - 54



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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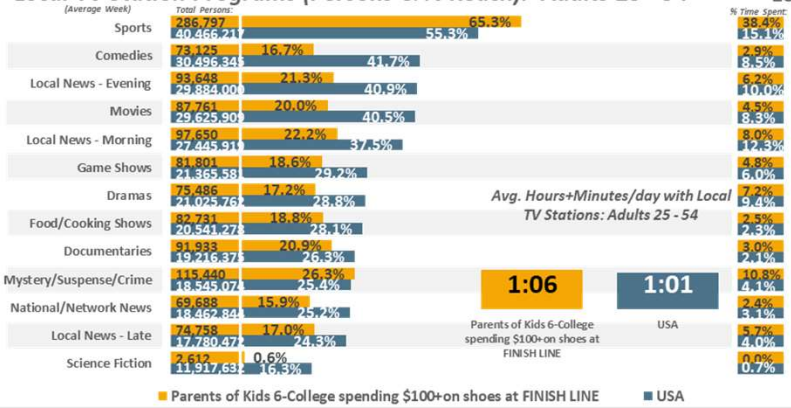
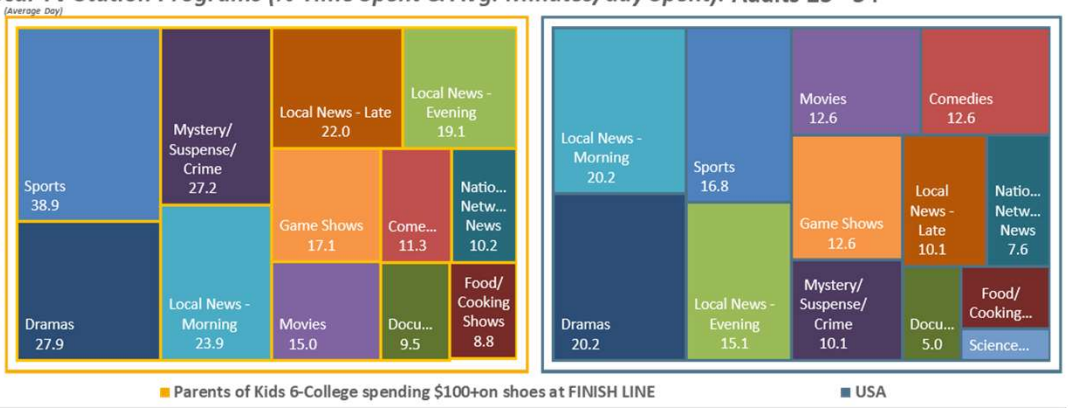
431,995 or 59.3% of Adults 25 - 54 Parents of Kids 6-College spending $100+on shoes at FINISH LINE watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Mystery/Suspense/Crime, Local News - Morning, Local News - Evening, Movies, and Game Sh

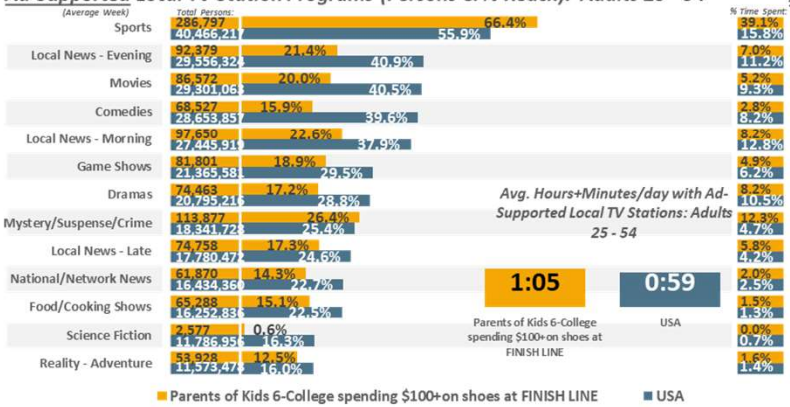
Local TV Station Programs (Persons & % Reach): Adults 25 - 54



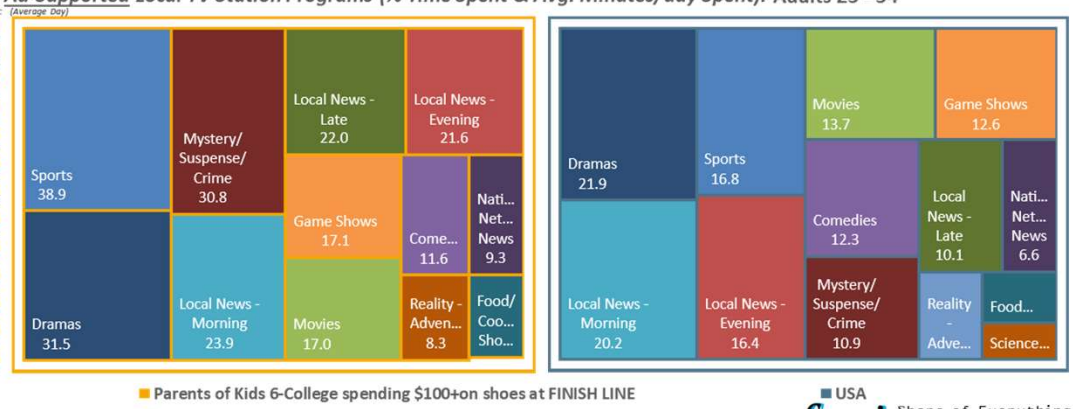
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 25 - 54



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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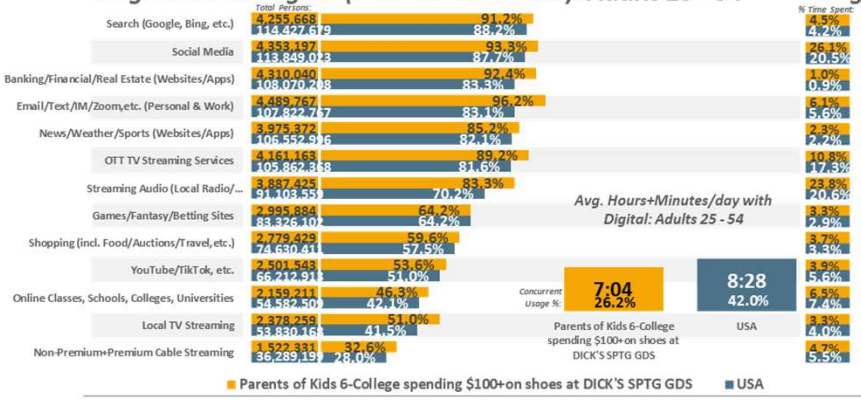
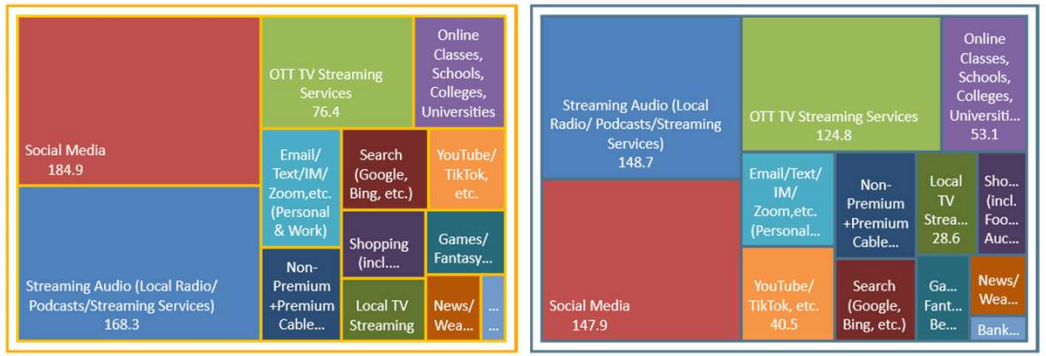
4,072,181 or 87.3% of Adults 25 - 54 Parents of Kids 6-College spending $100+on shoes at DICK'S SPTG GDS use Ad-Supported Social Media for an average of 170.1 minutes every day representing 31.4% of all time spent daily with Ad-Supported Digital Media.

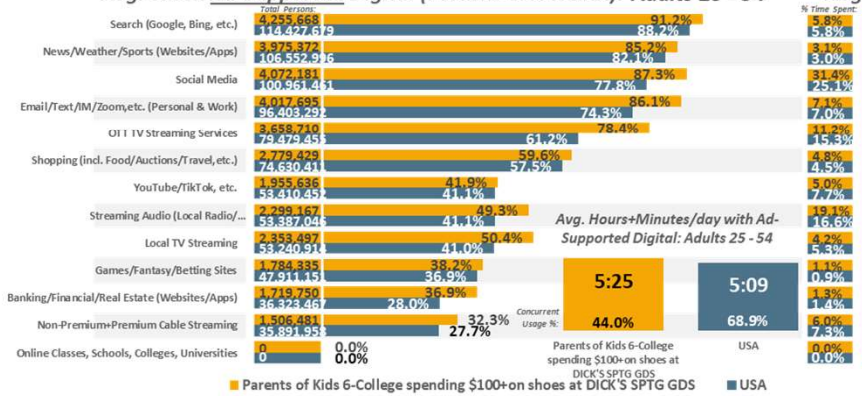
Avg. Week All Digital (Persons & % Reach): Adults 25 - 54



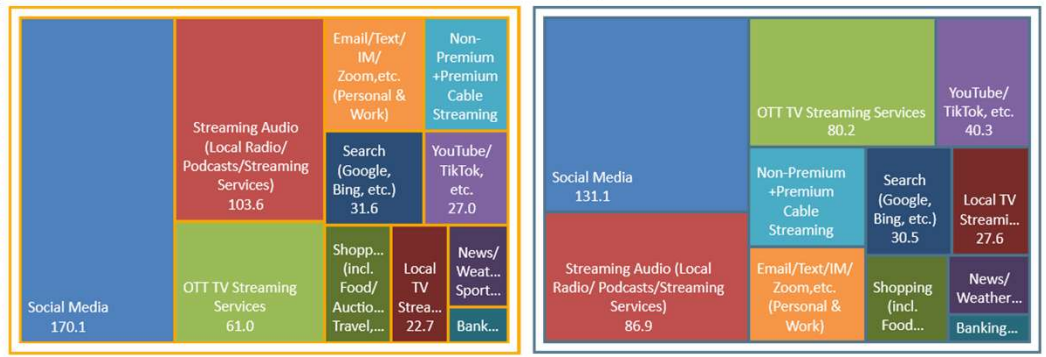
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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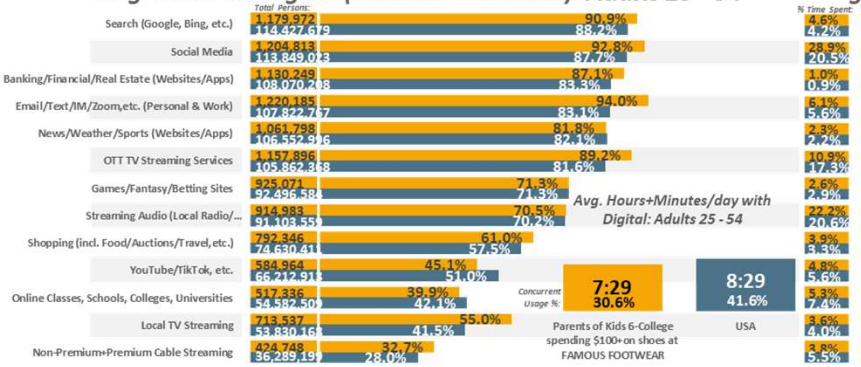
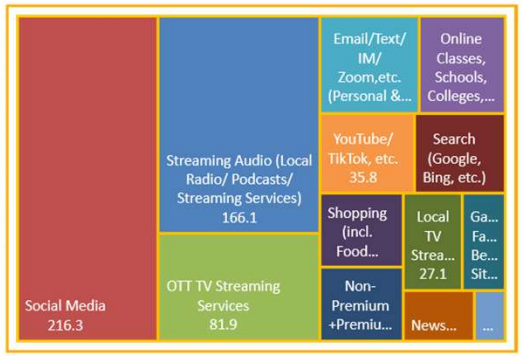
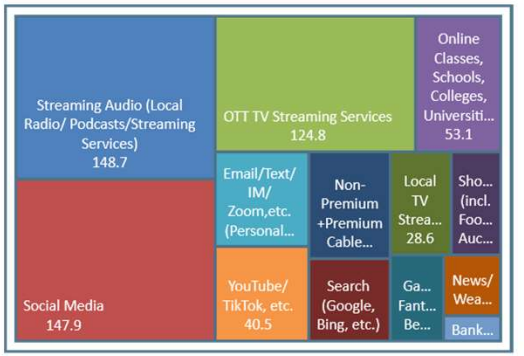
1,121,718 or 86.4% of Adults 25 - 54 Parents of Kids 6-College spending $100+on shoes at FAMOUS FOOTWEAR use Ad-Supported Social Media for an average of 199. minutes every day representing 33.8% of all time spent daily with Ad-Supported Digital Media.

Avg. Week All Digital (Persons & % Reach): Adults 25 - 54



Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54

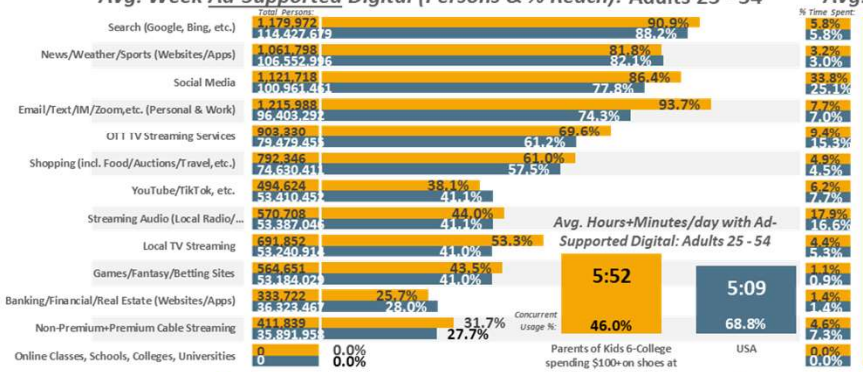




Parents of Kids 6-College spending $100+on shoes at FAMOUS FOOTWEAR ■ USA

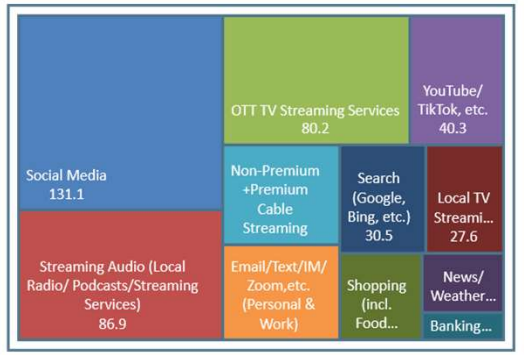
Parents of Kids 6-College spending $100+on shoes at FAMOUS FOOTWEAR ■ USA

Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54





Parents of Kids 6-College spending $100+on shoes at FAMOUS FOOTWEAR ■ USA

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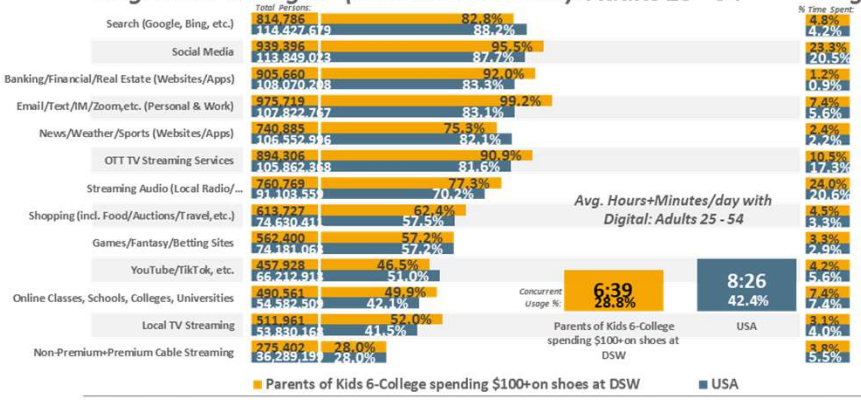
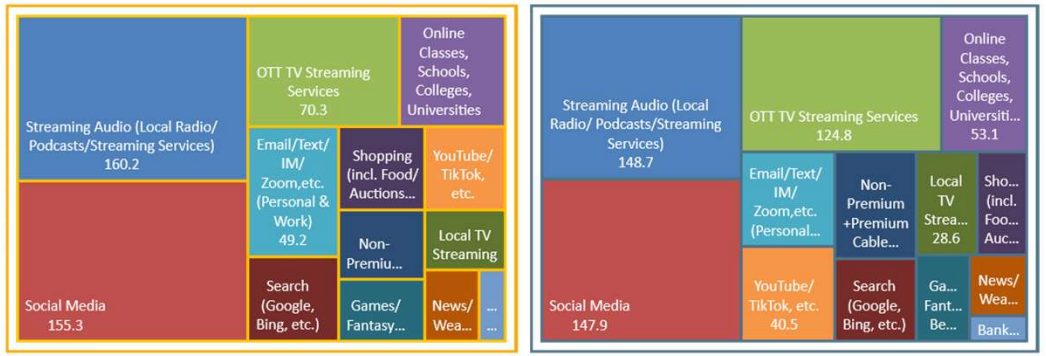
876,387 or 89.1% of Adults 25 - 54 Parents of Kids 6-College spending $100+on shoes at DSW use Ad-Supported Social Media for an average of 142.9 minutes every day representing 28.2% of all time spent daily with Ad-Supported Digital Media.

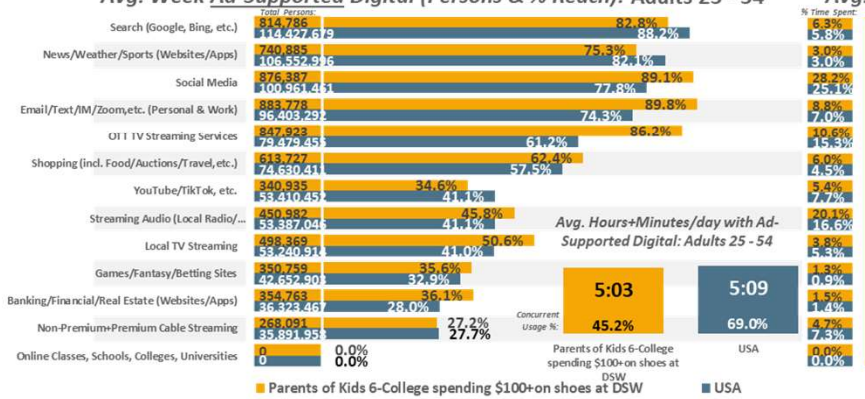
Avg. Week All Digital (Persons & % Reach): Adults 25 - 54



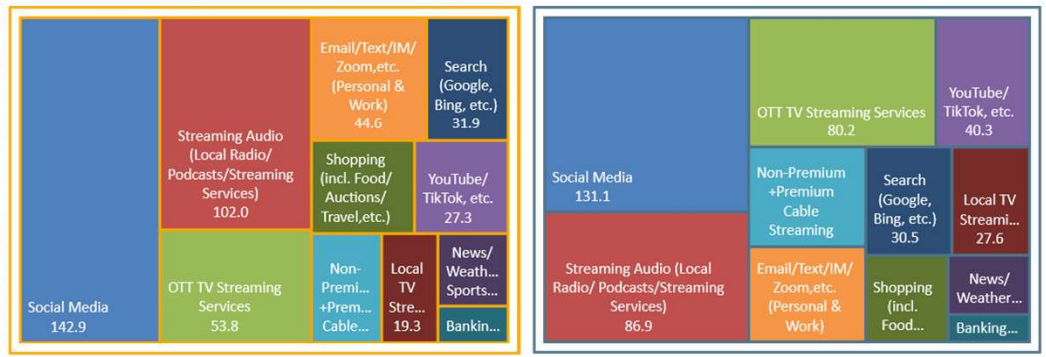
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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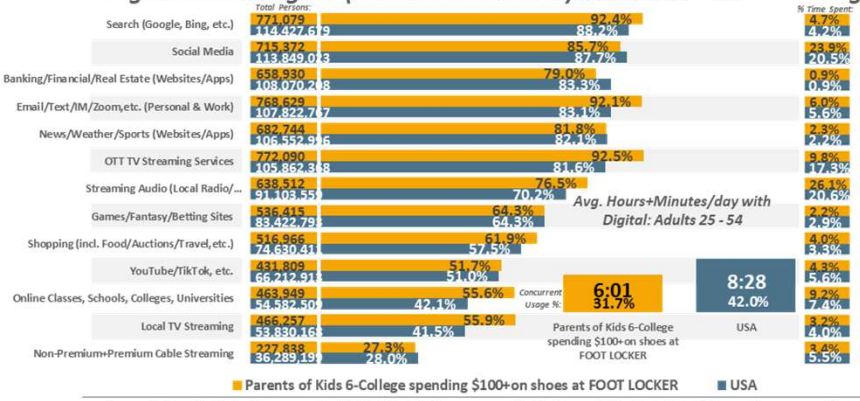
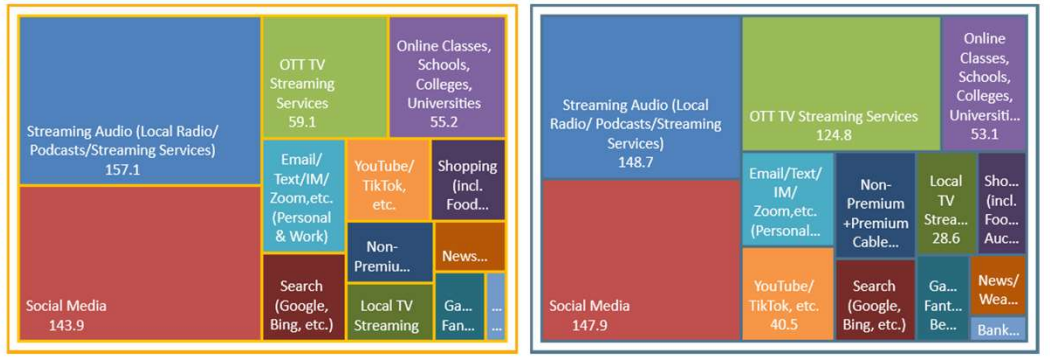
625,735 or 75.% of Adults 25 - 54 Parents of Kids 6-College spending $100+on shoes at FOOT LOCKER use Ad-Supported Social Media for an average of 132.4 minutes every day representing 29.5% of all time spent daily with Ad-Supported Digital Media.

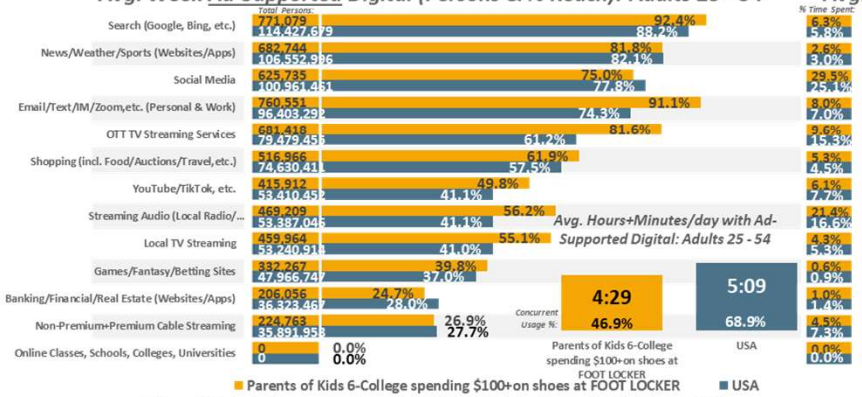
Avg. Week All Digital (Persons & % Reach): Adults 25 - 54



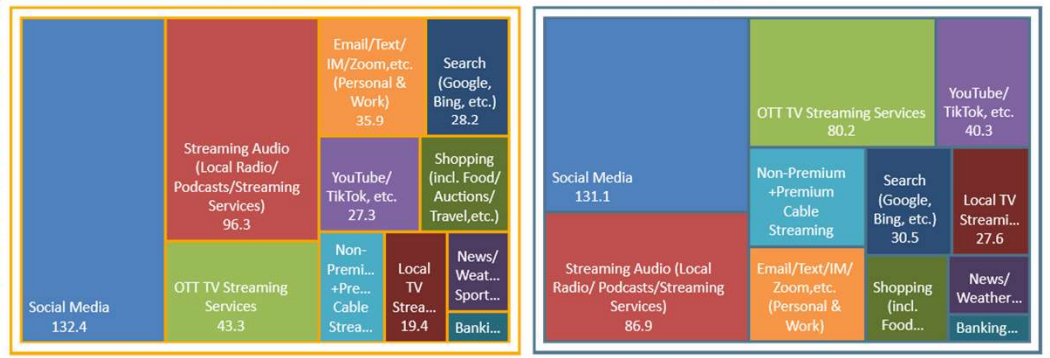
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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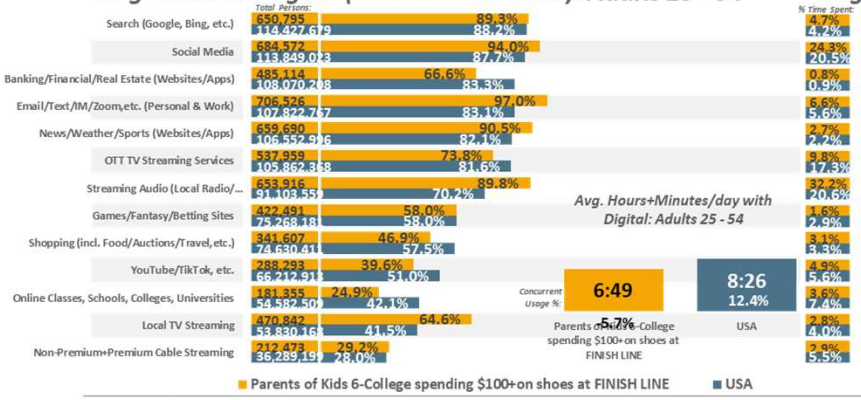
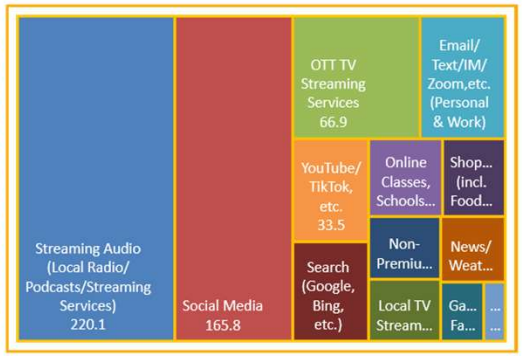
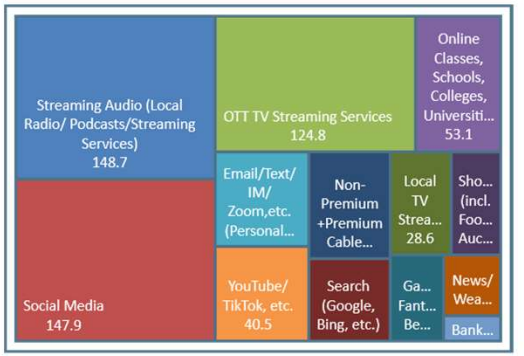
659,011 or 90.5% of Adults 25 - 54 Parents of Kids 6-College spending $100+on shoes at FINISH LINE use Ad-Supported Social Media for an average of 159.6 minutes every day representing 28.6% of all time spent daily with Ad-Supported Digital Media.

Avg. Week All Digital (Persons & % Reach): Adults 25 - 54

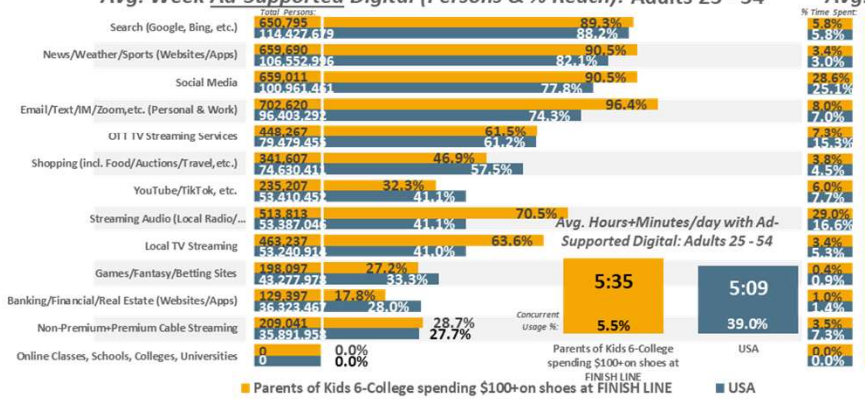


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54

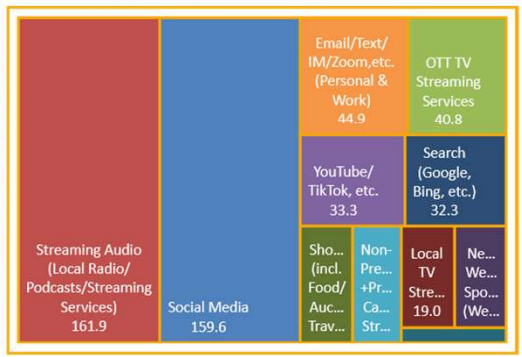


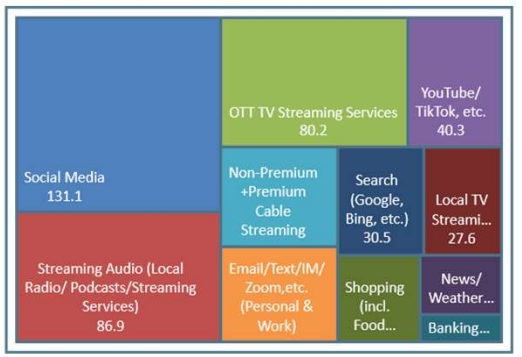


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54





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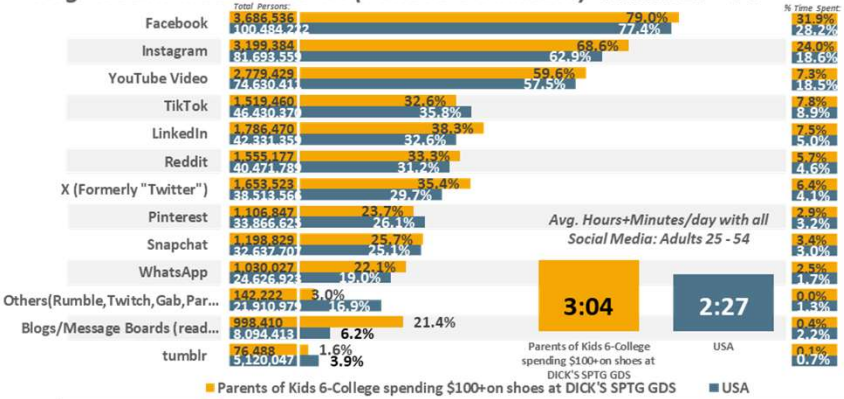
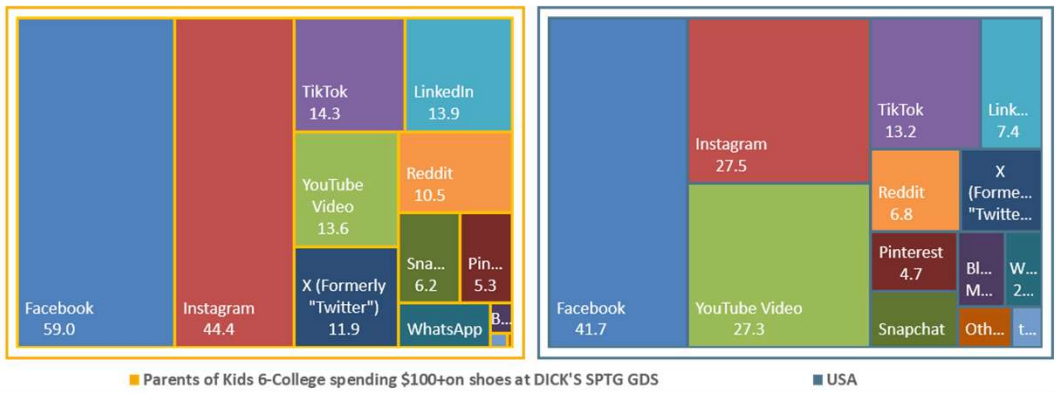
3,686,536 or 79.% of Adults 25 - 54 Parents of Kids 6-College spending $100+on shoes at DICK'S SPTG GDS use Ad-Supported Facebook for an average of 64.9 minutes every day representing 37.5% of all time spent daily with Ad-Supported Social Media.

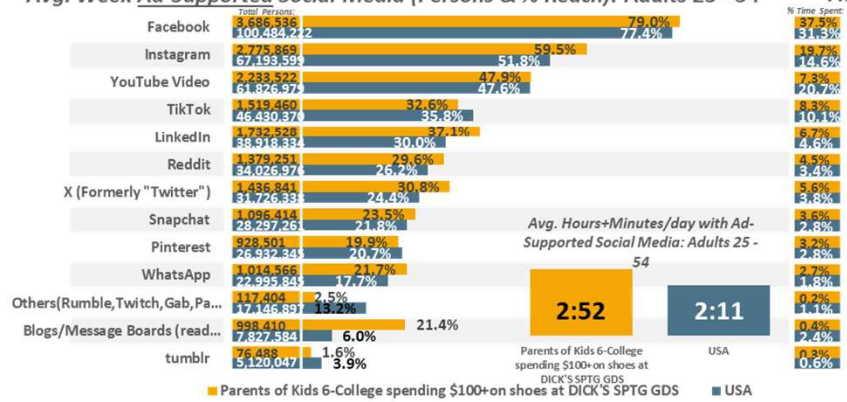
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 54



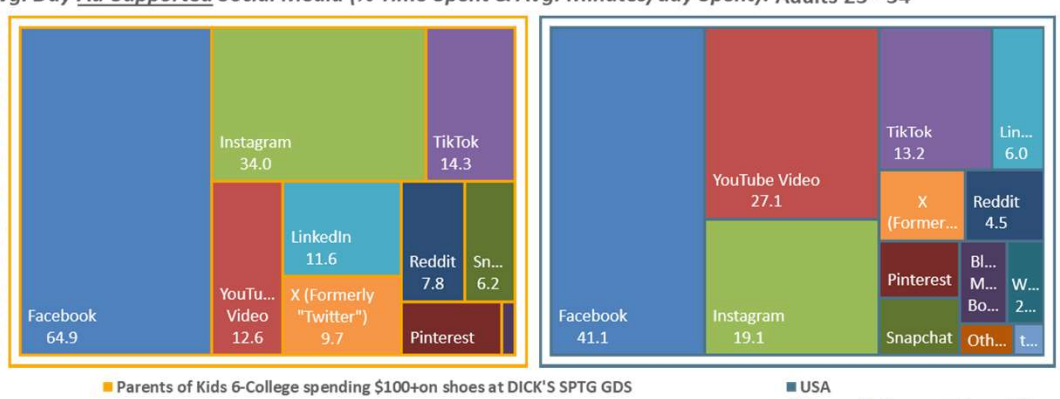
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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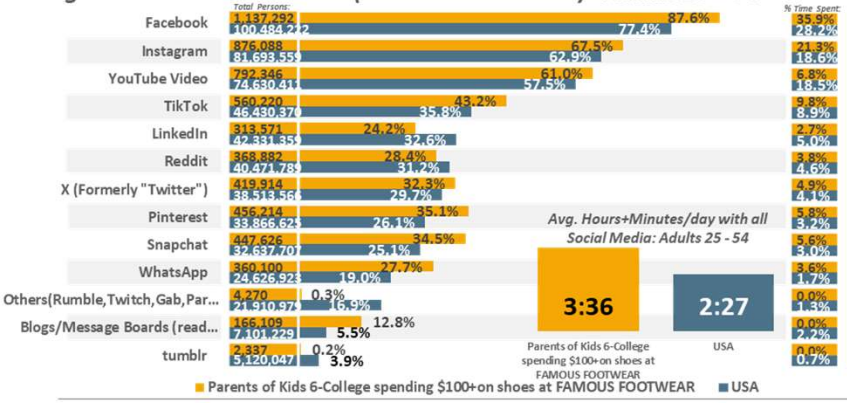
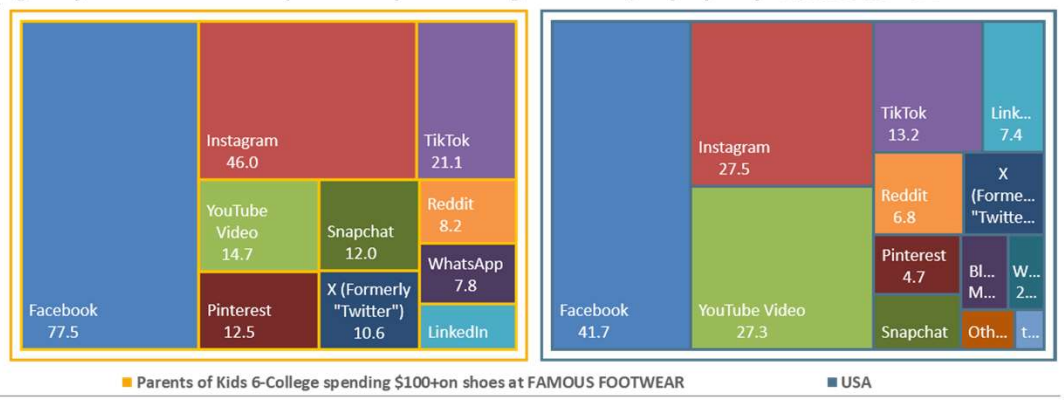
1,121,718 or 86.4% of Adults 25 - 54 Parents of Kids 6-College spending $100+on shoes at FAMOUS FOOTWEAR use Ad-Supported Facebook for an average of 81.3 minutes every day representing 40.4% of all time spent daily with Ad-Supported Social Media.

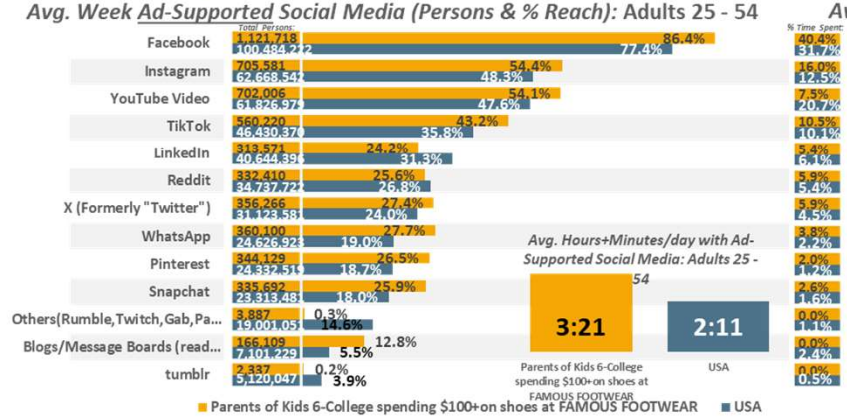
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 54



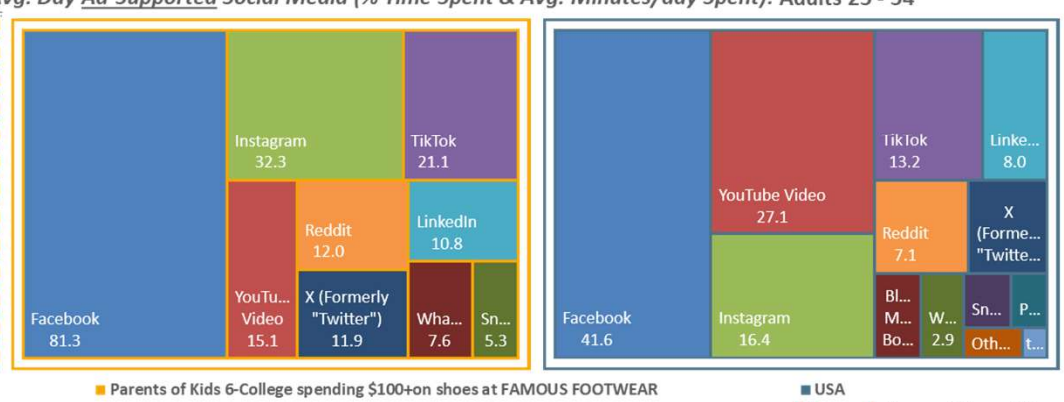
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,198

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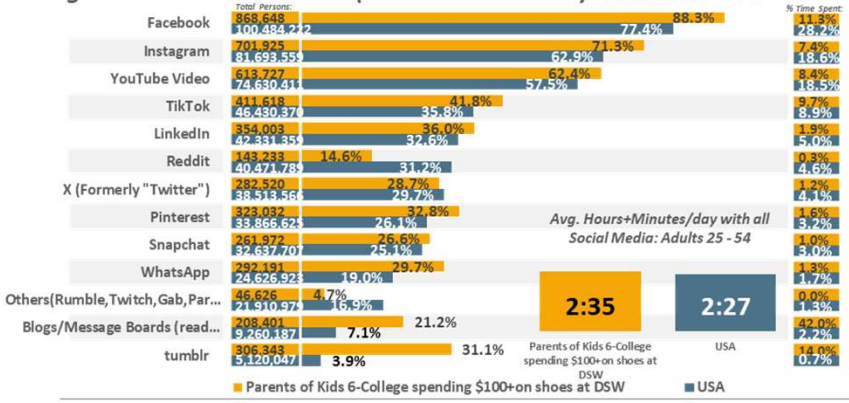
[(((Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more) AND Parent of child under 18: Yes) AND (Presence of children by age (HHLD): Age 6 - 17 OR Lifestyle characteristics: Have child in college)) AND Age summaries: Adults 25 - 54)] AND... Stores/services bought past 3 months: Famous Footwear

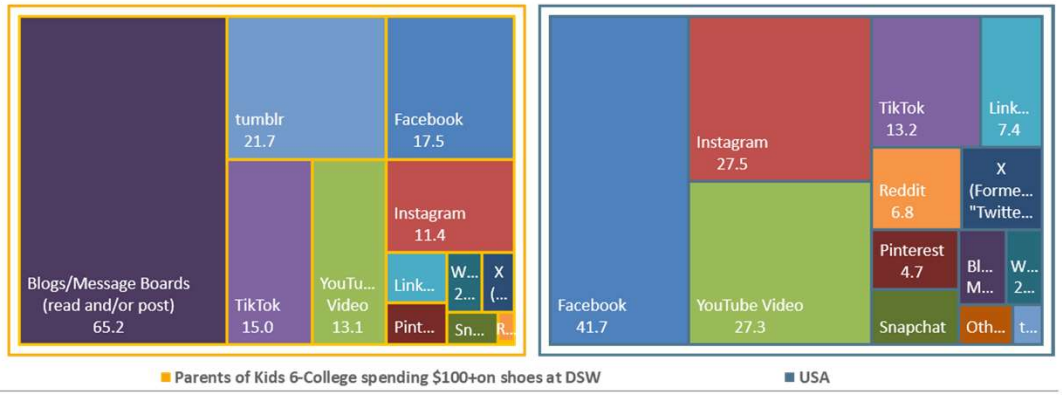


208,401 or 21.2% of Adults 25 - 54 Parents of Kids 6-College spending $100+on shoes at DSW use Ad-Supported Blogs/Message Boards (read and/or post) for an average of 71.6 minutes every day representing 49.4% of all time spent daily with Ad-Supported Socia

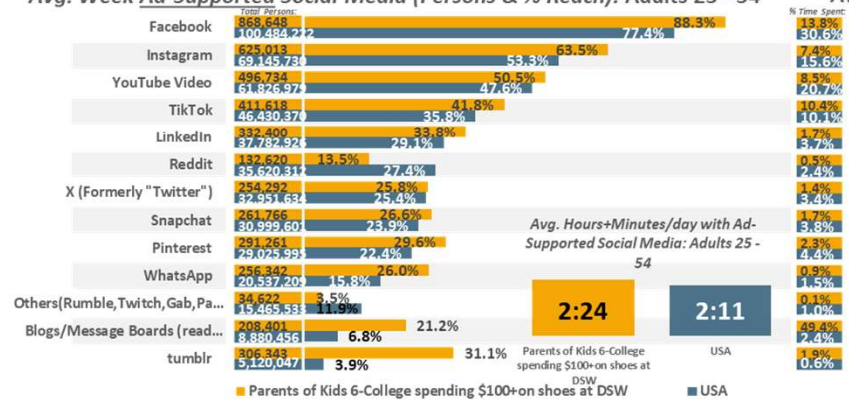
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 54



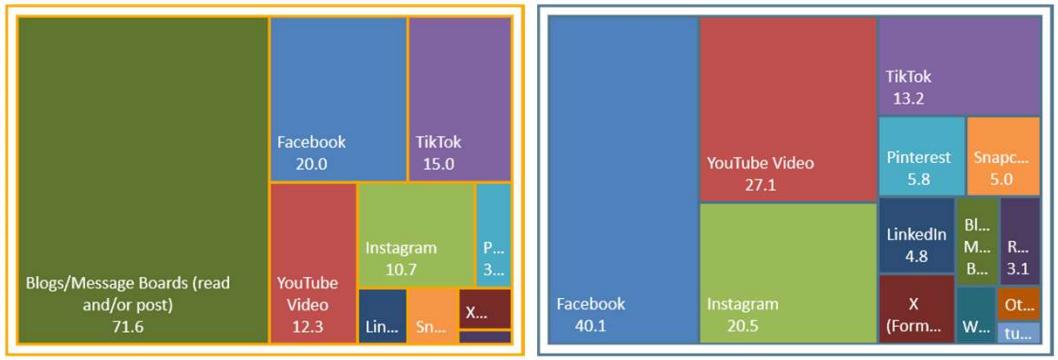
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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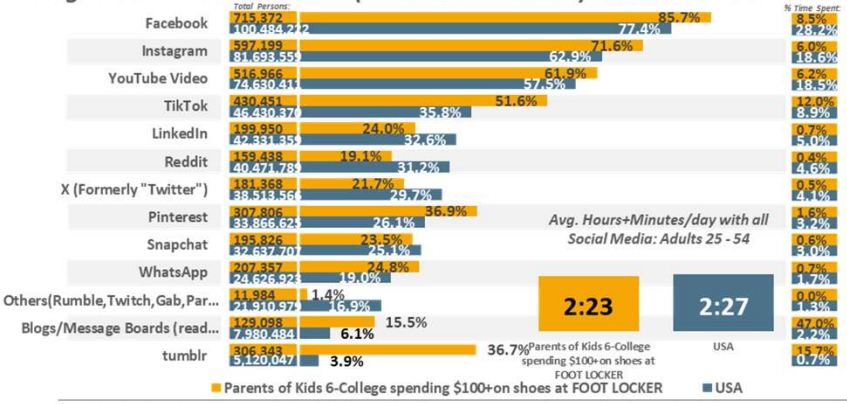
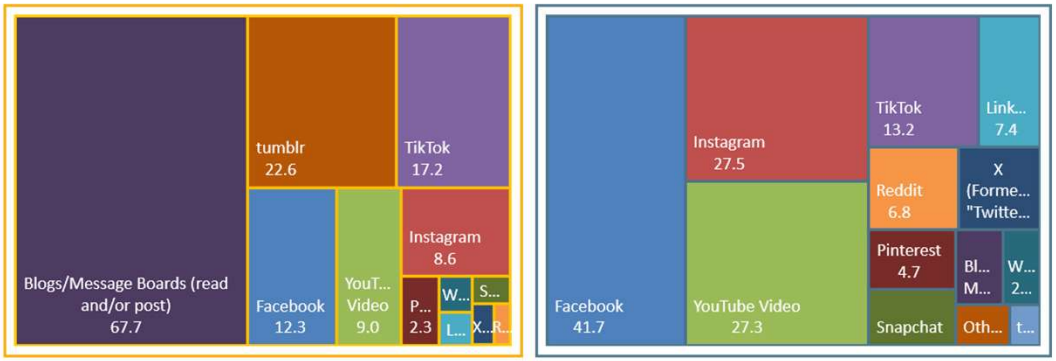
120,985 or 14.5% of Adults 25 - 54 Parents of Kids 6-College spending $100+on shoes at FOOT LOCKER use Ad-Supported Blogs/Message Boards (read and/or post) for an average of 61.7 minutes every day representing 52.8% of all time spent daily with Ad-Support

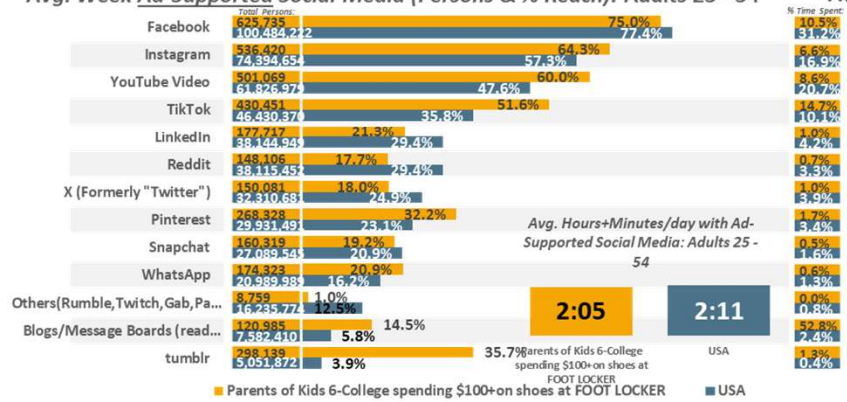
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 54



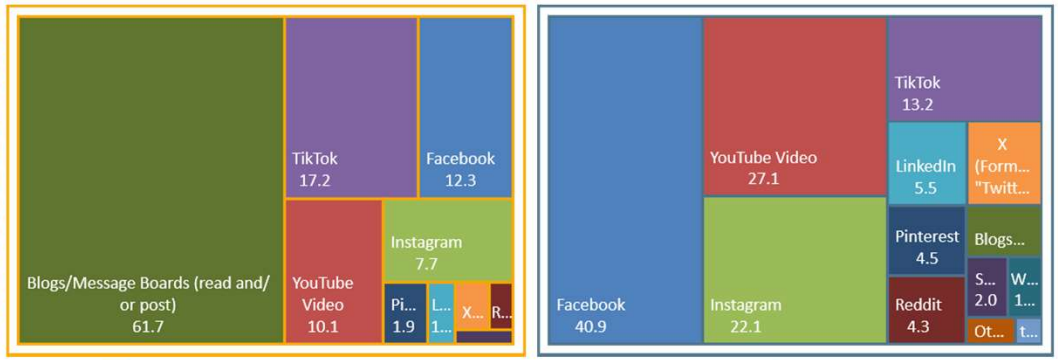
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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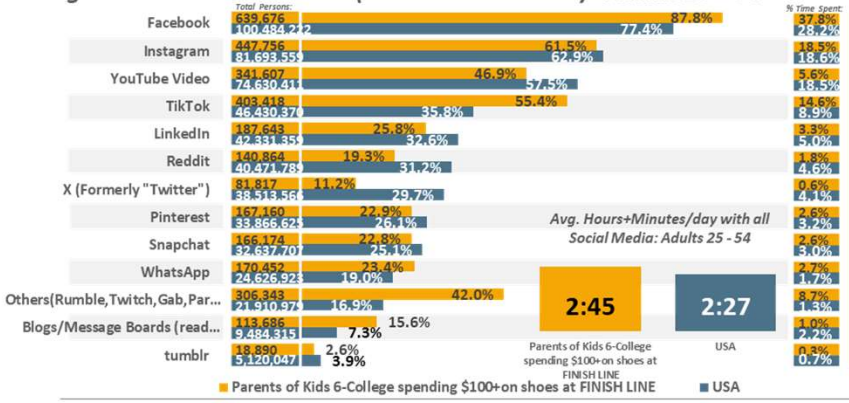
[[[[(Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more) AND Parent of child under 18: Yes) AND (Presence of children by age (HHLD): Age 6 - 17 OR Lifestyle characteristics: Have child in college)) AND Age summaries: Adults 25 - 54)] AND... Stores/services bought past 3 months: Foot Locker

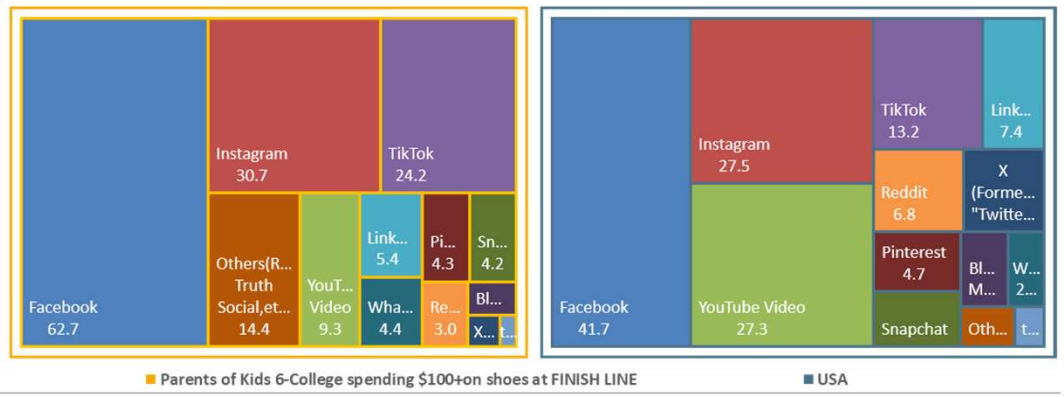


639,676 or 87.8% of Adults 25 - 54 Parents of Kids 6-College spending $100+on shoes at FINISH LINE use Ad-Supported Facebook for an average of 82.5 minutes every day representing 51.7% of all time spent daily with Ad-Supported Social Media.

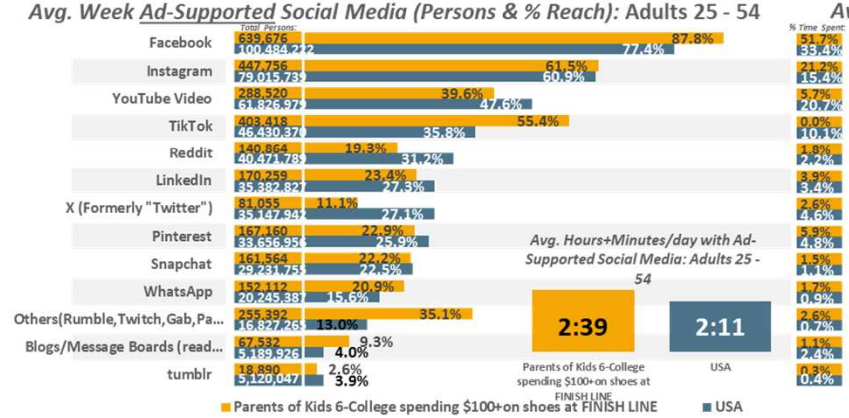
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 54



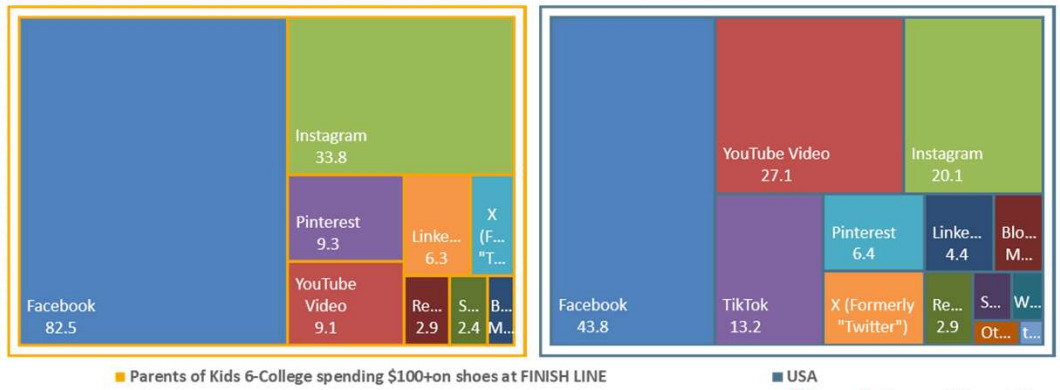
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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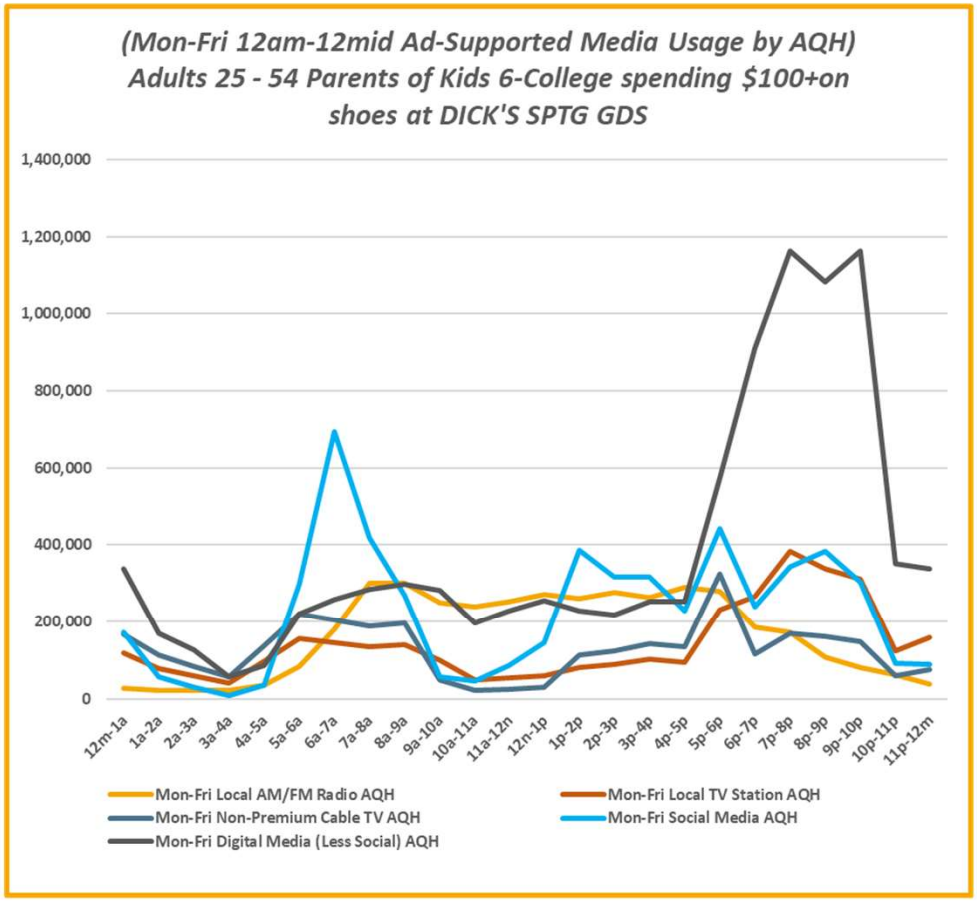
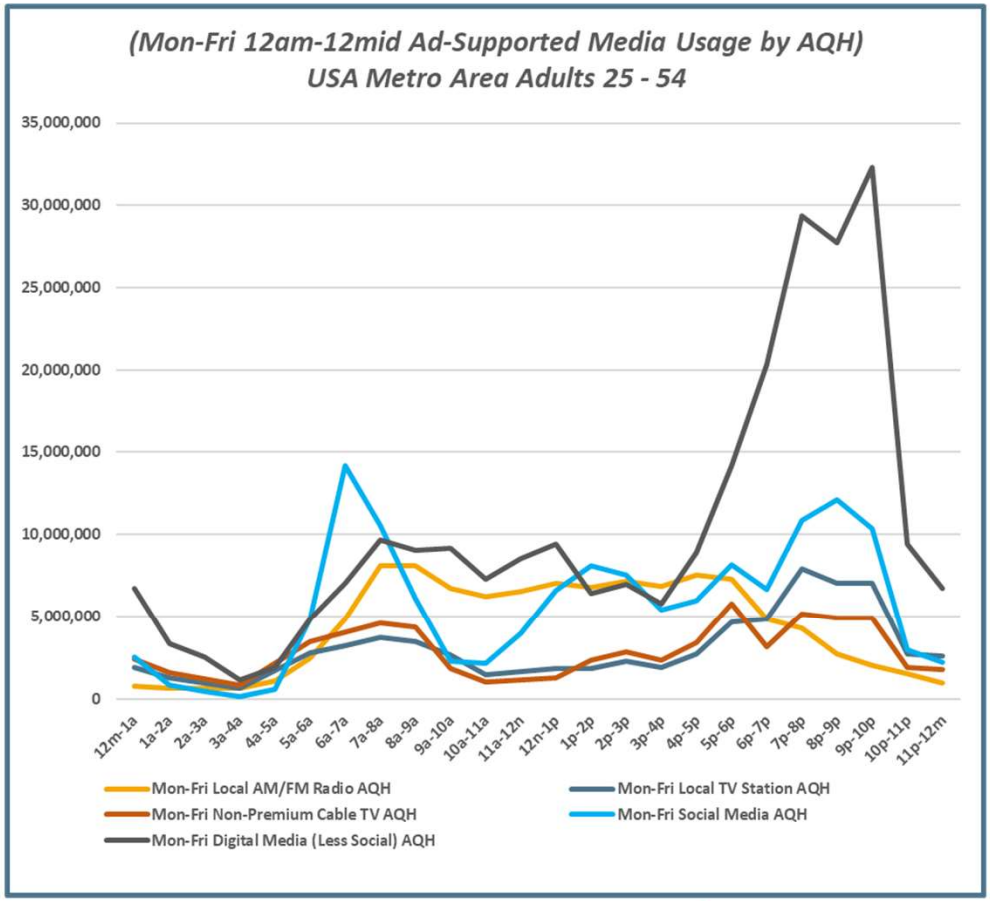
M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 325,966; Social Media: 280,311; Local Radio: 257,182; Non-Prem. Cable: 128,294; Local TV: 118,108 reaching Adults 25 - 54 Parents of Kids 6-College spending $100+on shoes





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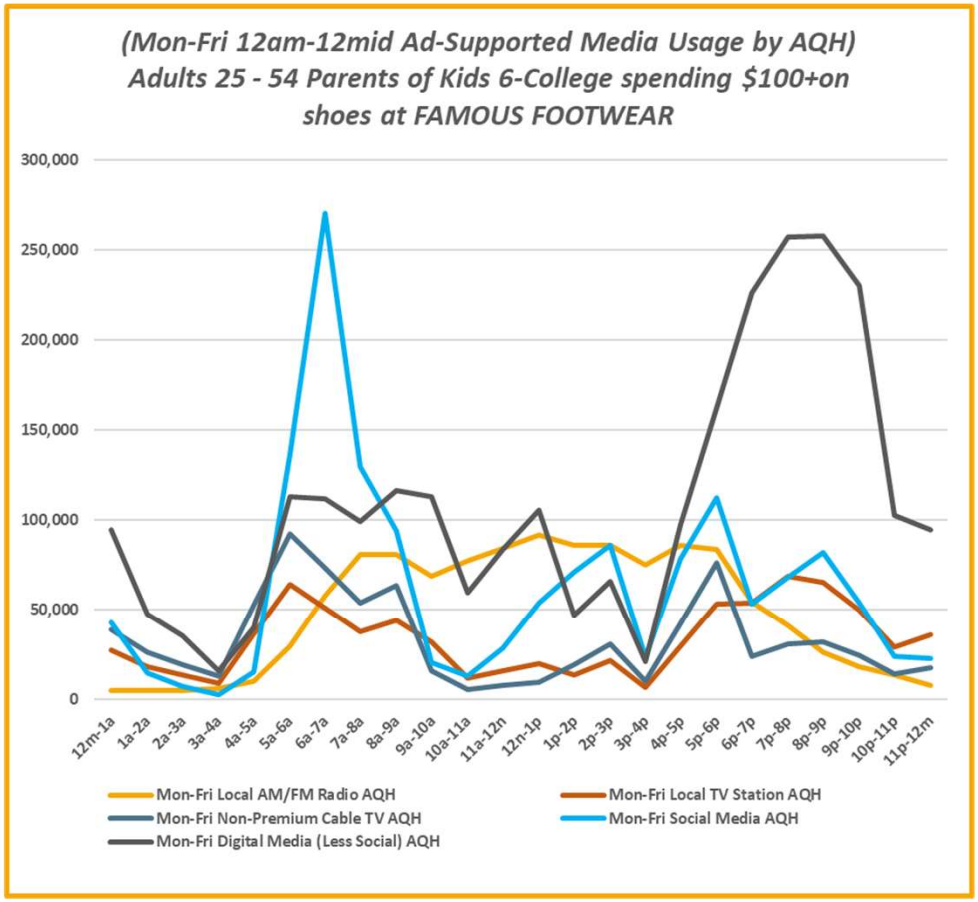
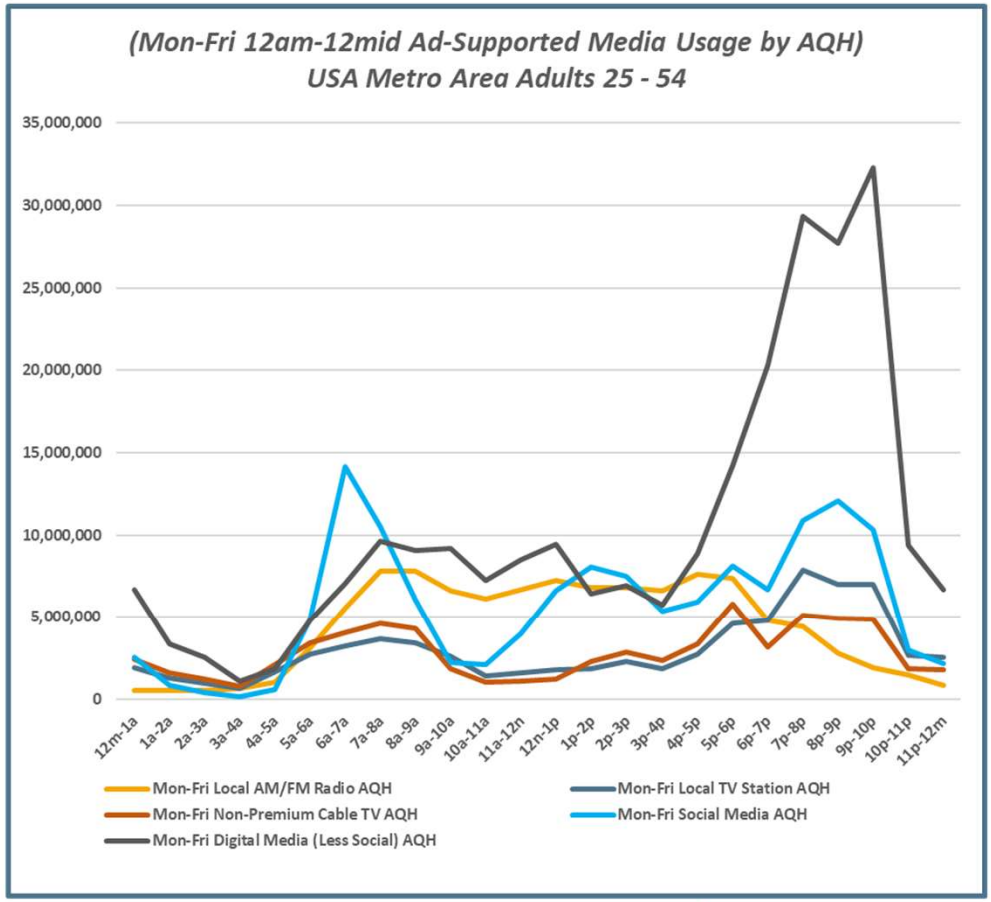
[{{{{Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more) AND Parent of child under 18: Yes) AND (Presence of children by age (HHLD): Age 6 - 17 OR Lifestyle characteristics: Have child in college)} AND Age summaries: Adults 25 - 54)] AND... Stores/services bought past 3 months: DICK'S Sporting Goods



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 100,576; Social Media: 79,555; Local Radio: 77,782; Non-Prem. Cable: 33,197; Local TV: 30,029 reaching Adults 25 - 54 Parents of Kids 6-College spending $100+on shoes at





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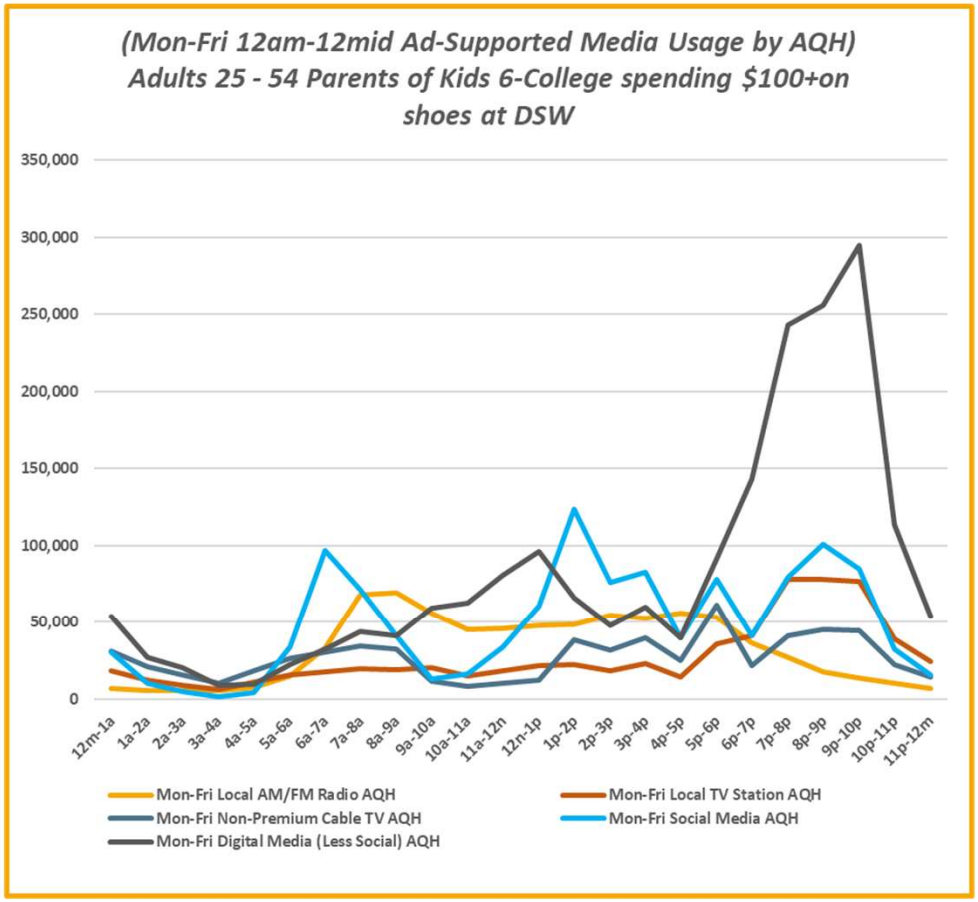
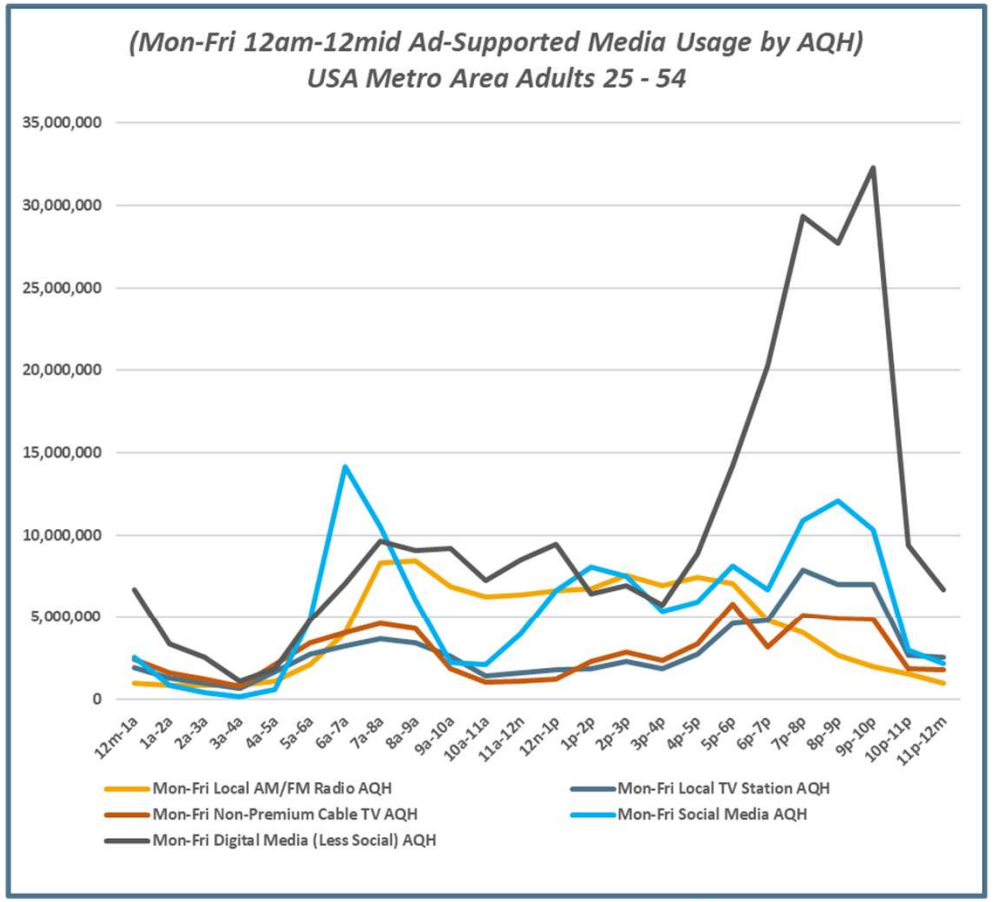
[{{{{Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more) AND Parent of child under 18: Yes) AND (Presence of children by age (HHLD): Age 6 - 17 OR Lifestyle characteristics: Have child in college)) AND Age summaries: Adults 25 - 54)] AND... Stores/services bought past 3 months: Famous Footwear



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 66,520; Social Media: 59,685; Local Radio: 51,370; Non-Prem. Cable: 27,588; Local TV: 22,186 reaching Adults 25 - 54 Parents of Kids 6-College spending $100+on shoes at D





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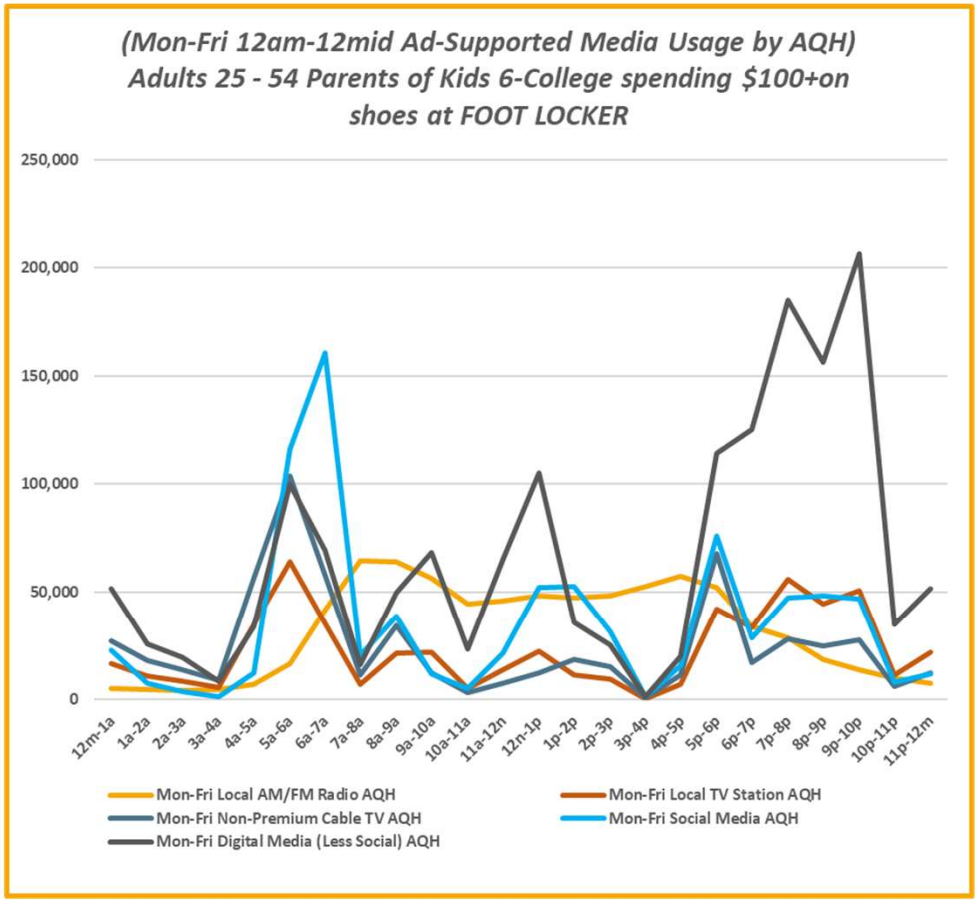
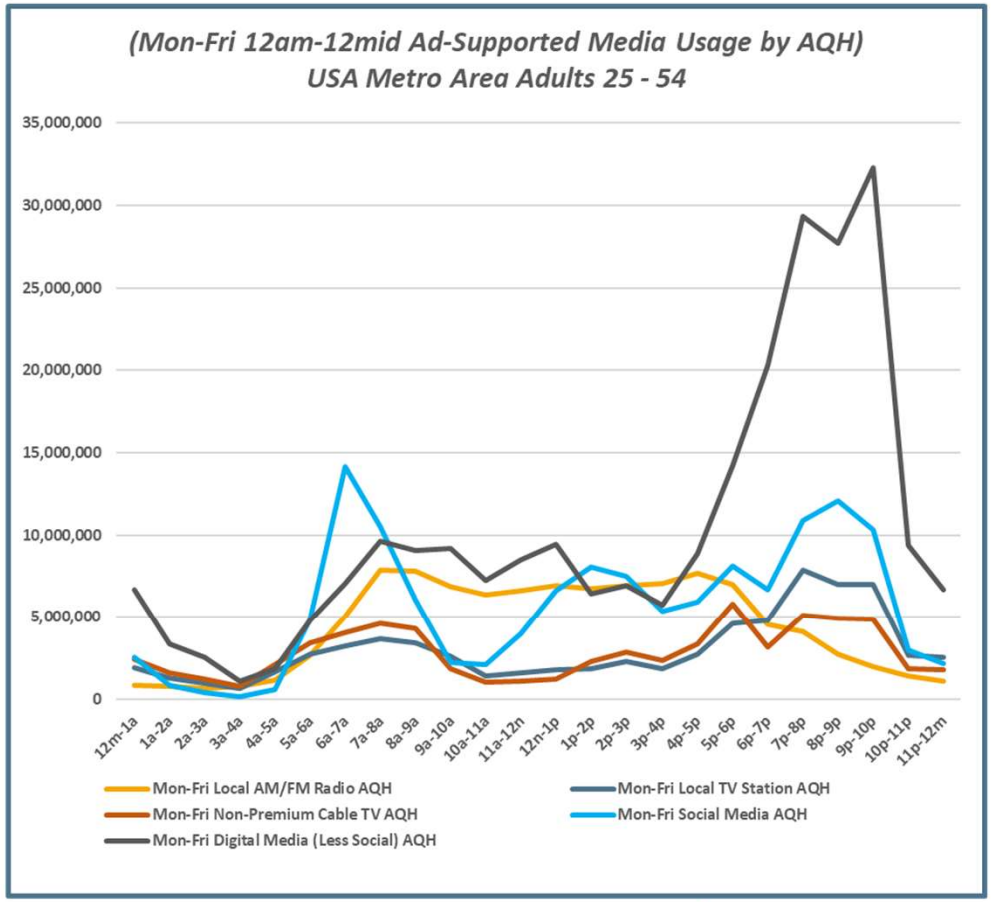
[{{{{Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more) AND Parent of child under 18: Yes) AND (Presence of children by age (HHLD): Age 6 - 17 OR Lifestyle characteristics: Have child in college)) AND Age summaries: Adults 25 - 54)] AND... Stores/services bought past 3 months: DSW



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 55,216; Local Radio: 50,377; Social Media: 39,536; Non-Prem. Cable: 20,613; Local TV: 17,652 reaching Adults 25 - 54 Parents of Kids 6-College spending $100+on shoes at F





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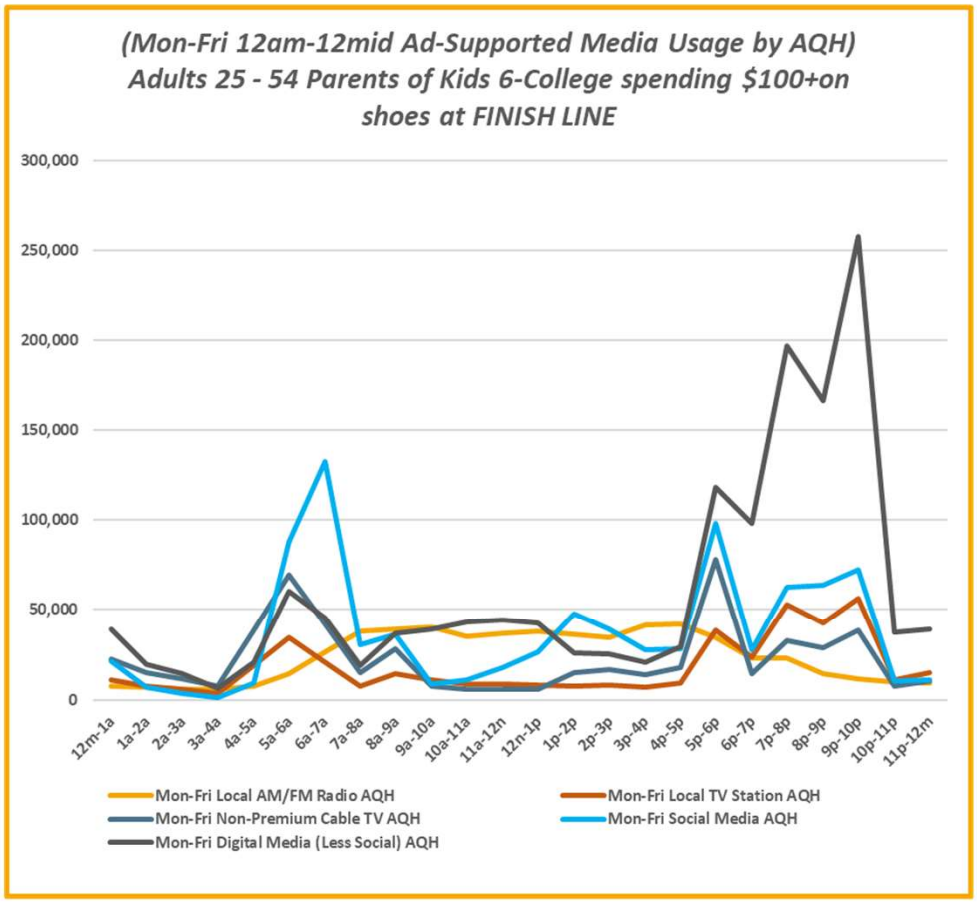
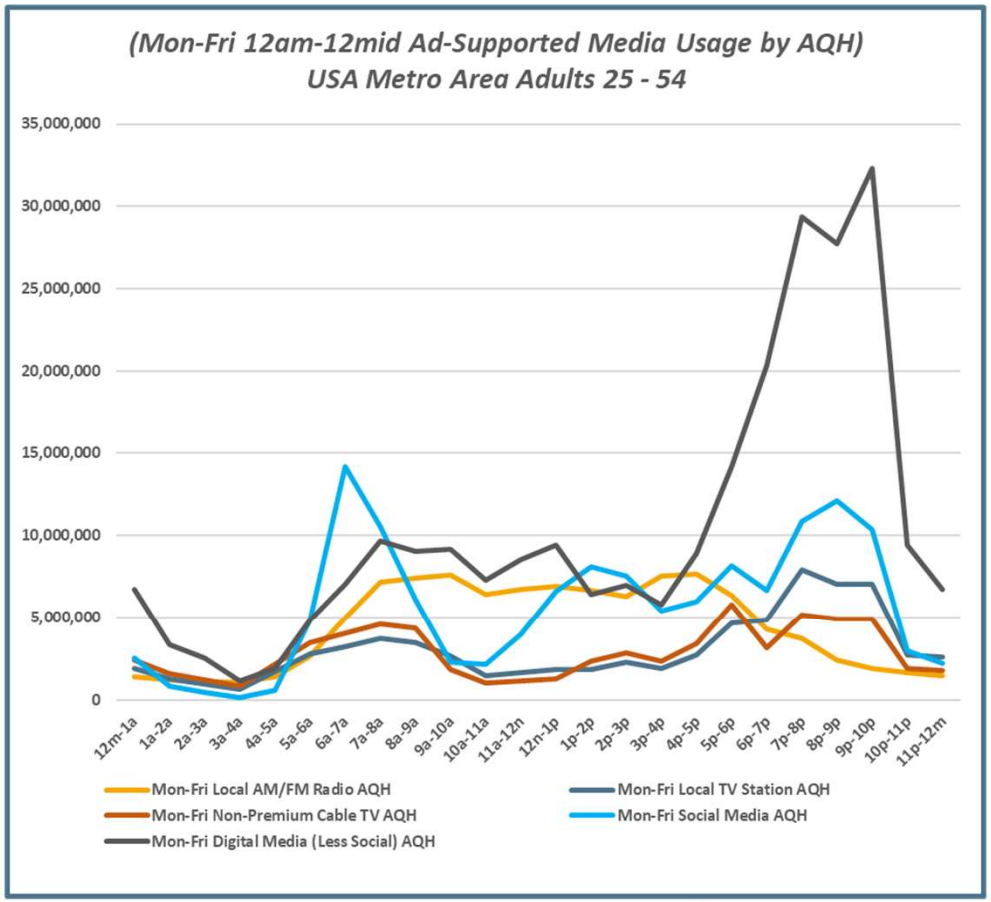
M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 45,274; Social Media: 40,932; Local Radio: 35,753; Non-Prem. Cable: 20,427; Local TV: 13,272 reaching Adults 25 - 54 Parents of Kids 6-College spending $100+on shoes at F





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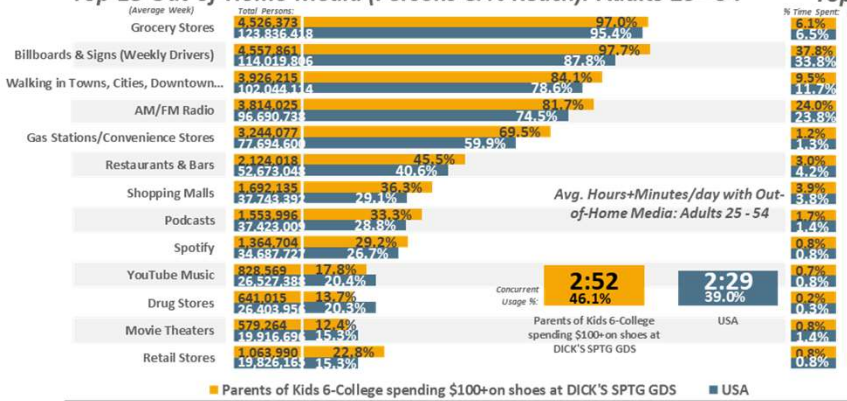
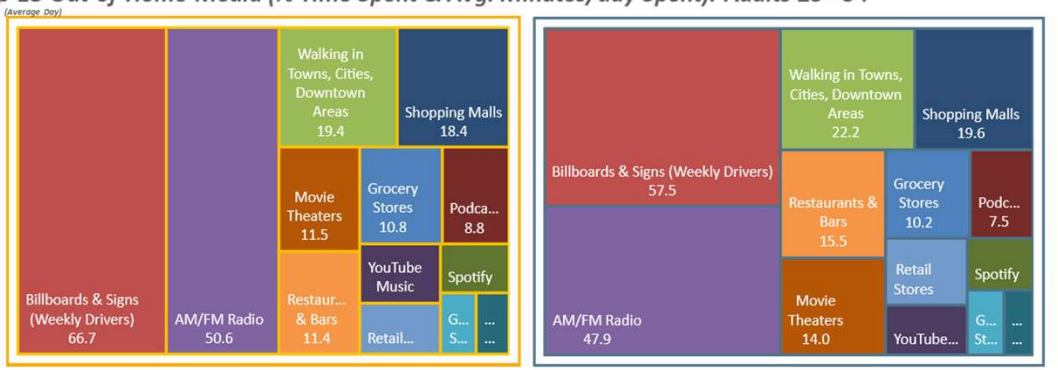
4,557,861 or 97.7% of Adults 25 - 54 Parents of Kids 6-College spending $100+on shoes at DICK'S SPTG GDS spend an average of 66.7 minutes per day driving, seeing Billboards and Signs. 75.8% Listen to Local Radio Stations Out-of-Home for an average of 47.6

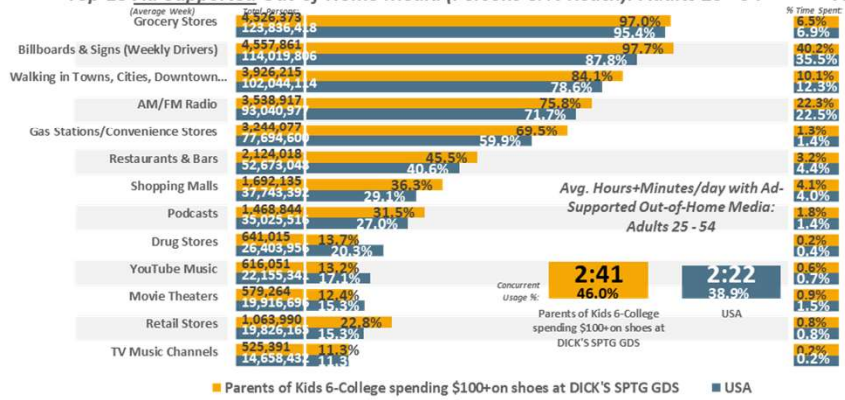
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 54



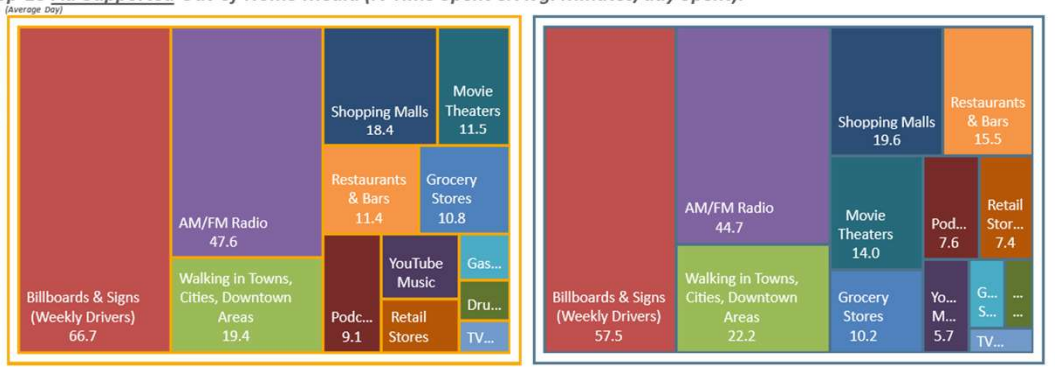
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 25 - 54



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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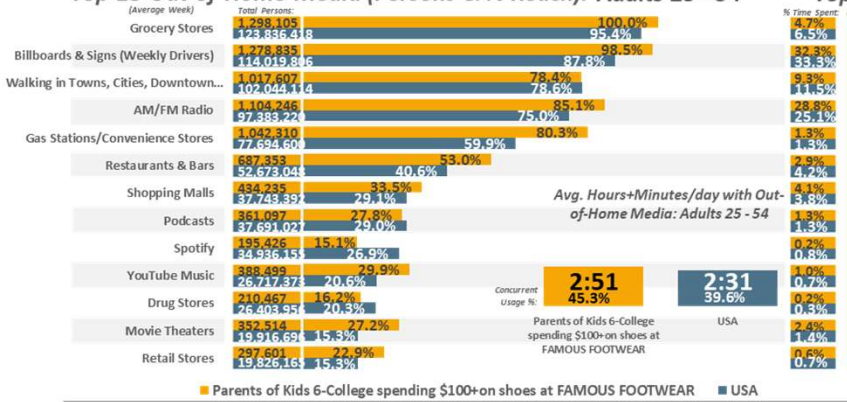
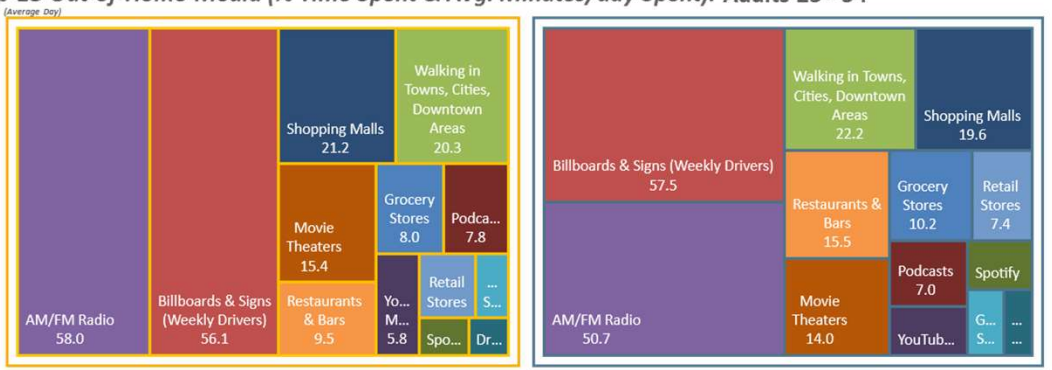
1,278,835 or 98.5% of Adults 25 - 54 Parents of Kids 6-College spending $100+on shoes at FAMOUS FOOTWEAR spend an average of 56.1 minutes per day driving, seeing Billboards and Signs. 80.6% Listen to Local Radio Stations Out-of-Home for an average of 56.9

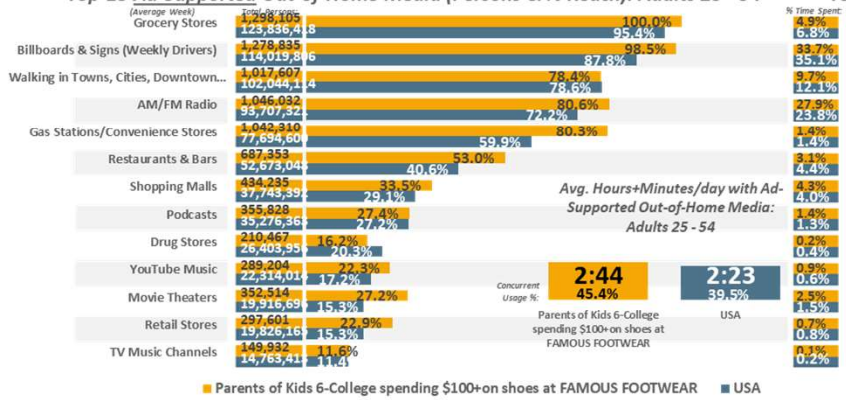
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 54



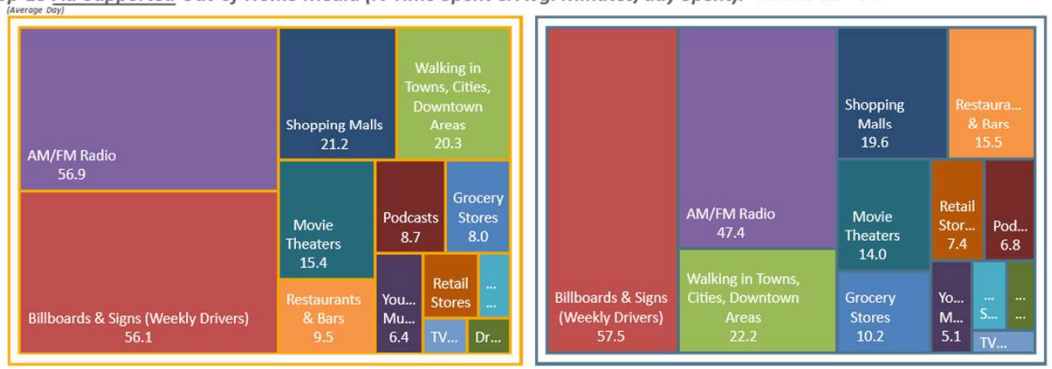
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 25 - 54



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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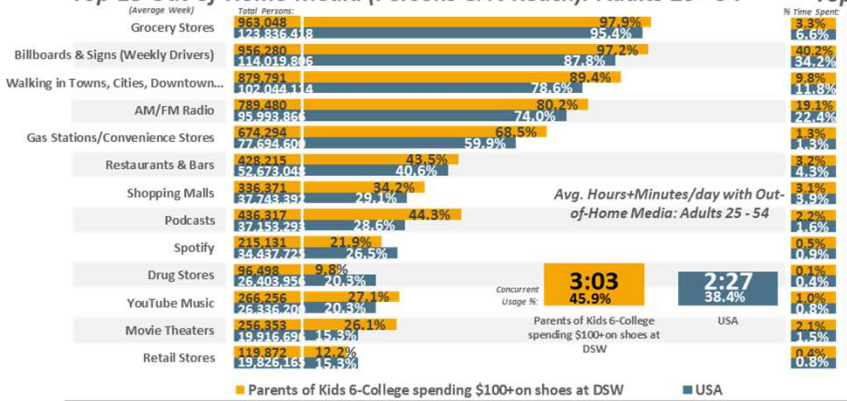
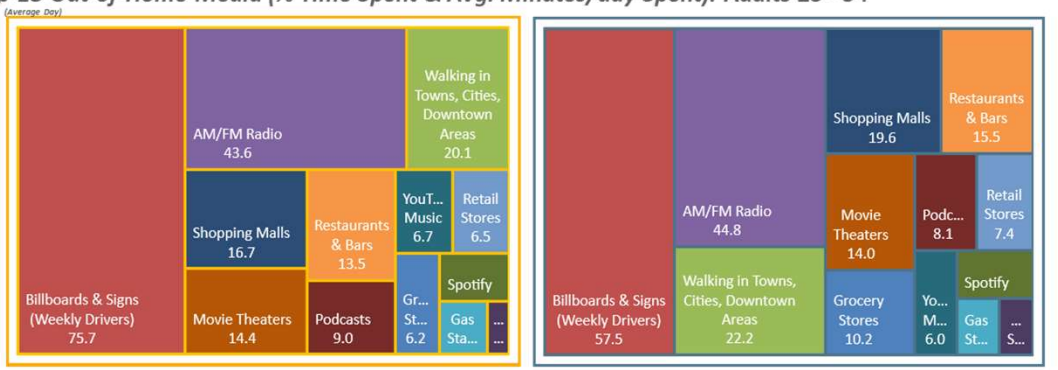
956,280 or 97.2% of Adults 25 - 54 Parents of Kids 6-College spending $100+on shoes at DSW spend an average of 75.7 minutes per day driving, seeing Billboards and Signs. 70.3% Listen to Local Radio Stations Out-of-Home for an average of 36.9 minutes/day.

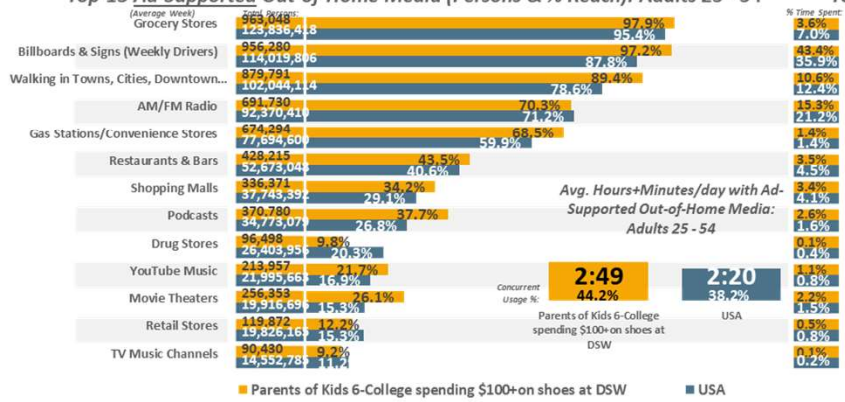
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 54



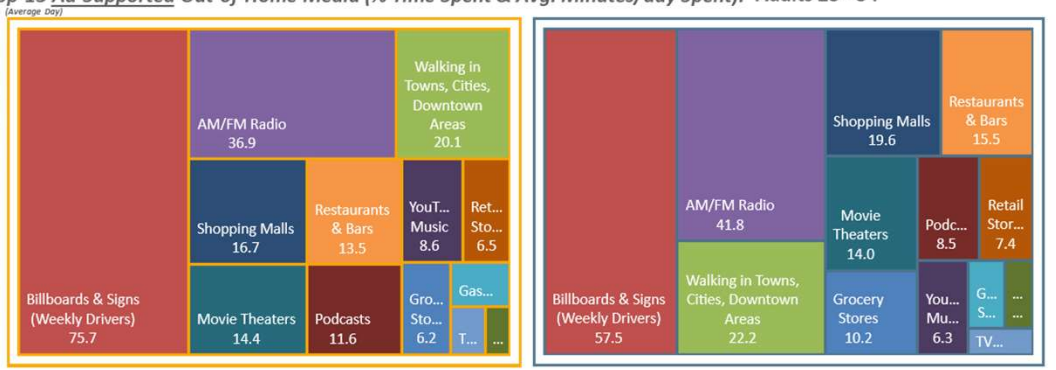
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 25 - 54



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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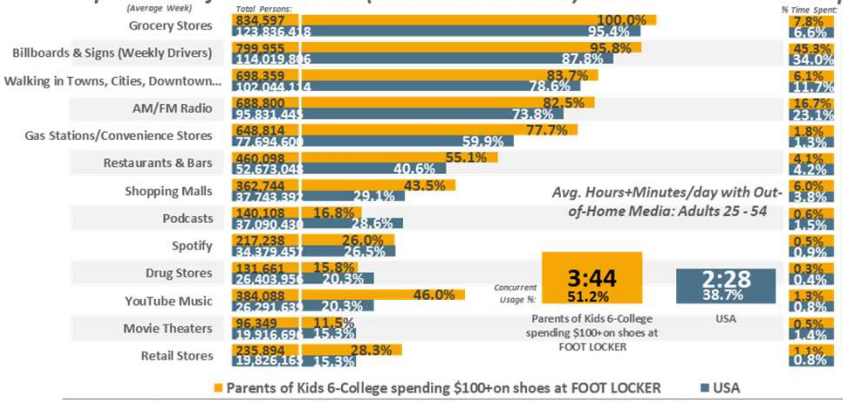
[(((Items bought past 12 months (amount spent): Athletic shoes:$100 - $499 OR Items bought past 12 months (amount spent): Athletic shoes:$500 or more) AND Parent of child under 18: Yes) AND (Presence of children by age (HHLD): Age 6 - 17 OR Lifestyle characteristics: Have child in college)) AND Age summaries: Adults 25 - 54)] AND... Stores/services bought past 3 months: DSW

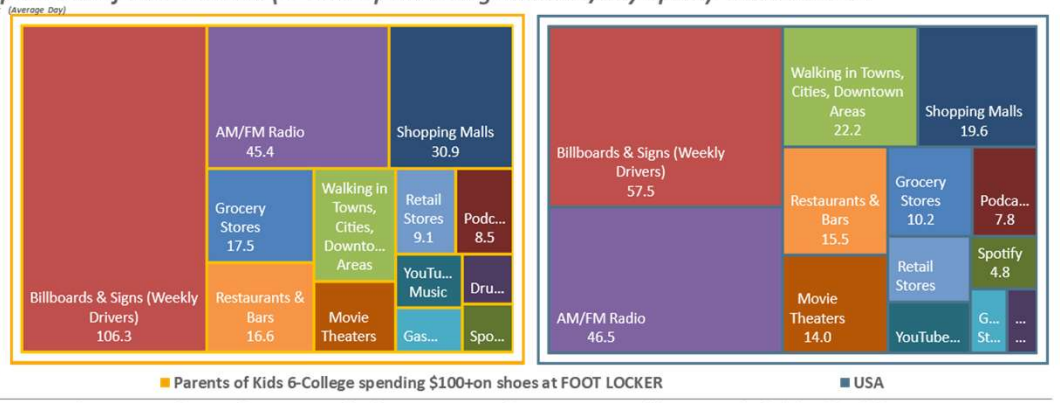


799,955 or 95.8% of Adults 25 - 54 Parents of Kids 6-College spending $100+on shoes at FOOT LOCKER spend an average of 106.3 minutes per day driving, seeing Billboards and Signs. 81.1% Listen to Local Radio Stations Out-of-Home for an average of 45.3 minu

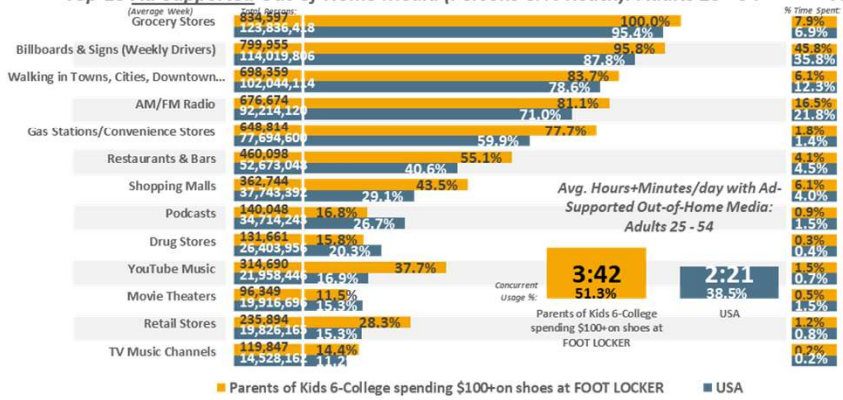
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 54



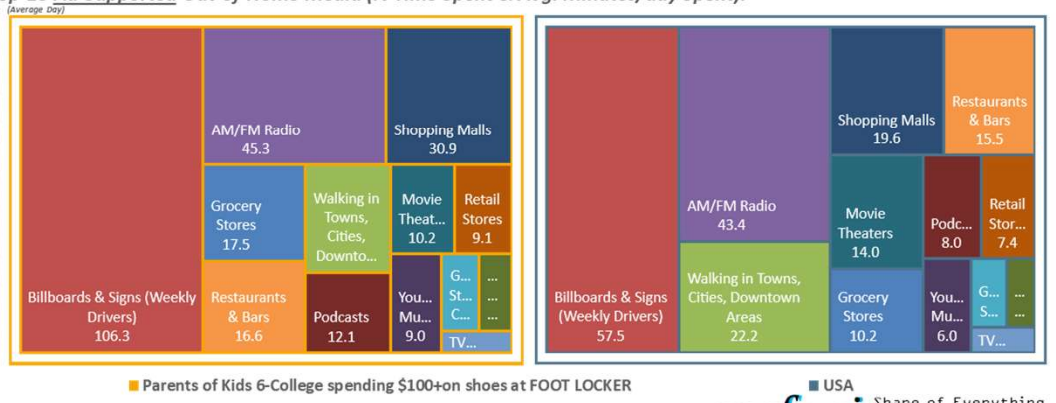
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 25 - 54



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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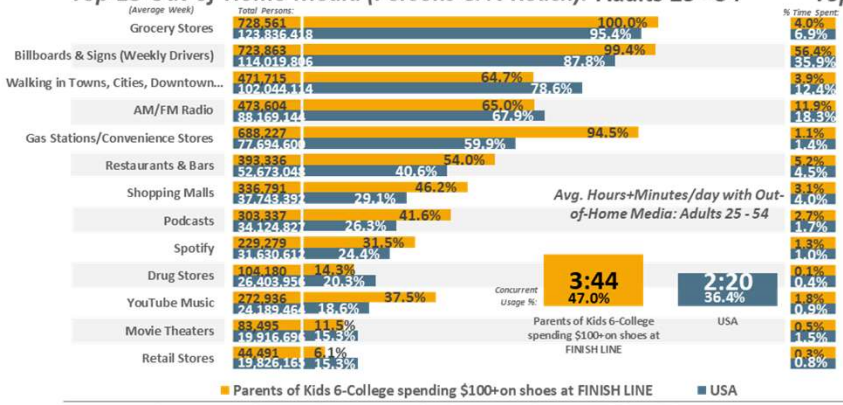
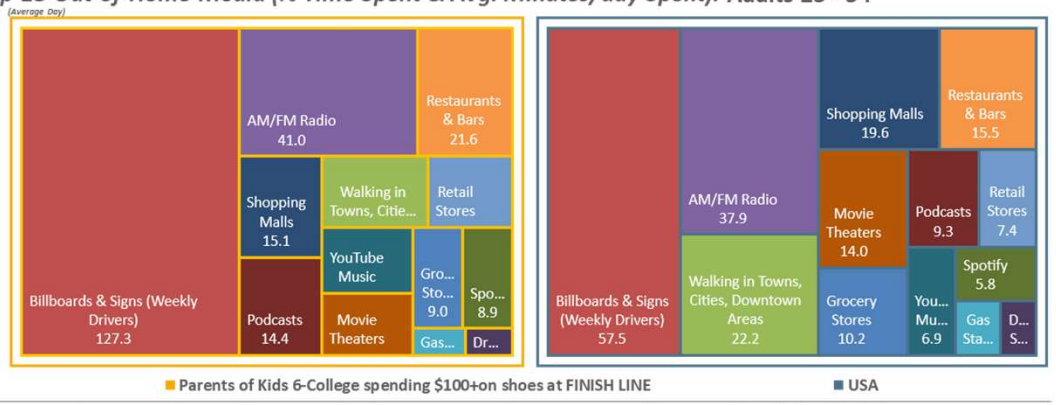
723,863 or 99.4% of Adults 25 - 54 Parents of Kids 6-College spending $100+on shoes at FINISH LINE spend an average of 127.3 minutes per day driving, seeing Billboards and Signs. 64.1% Listen to Local Radio Stations Out-of-Home for an average of 40.6 minu

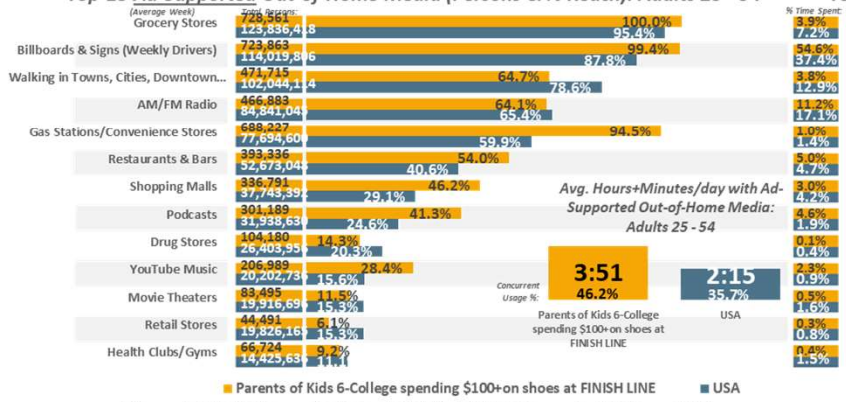
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 54



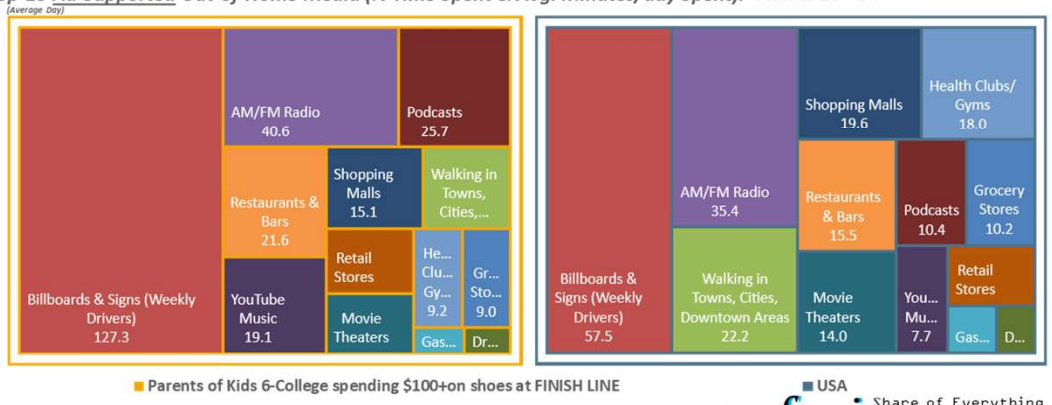
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 25 - 54



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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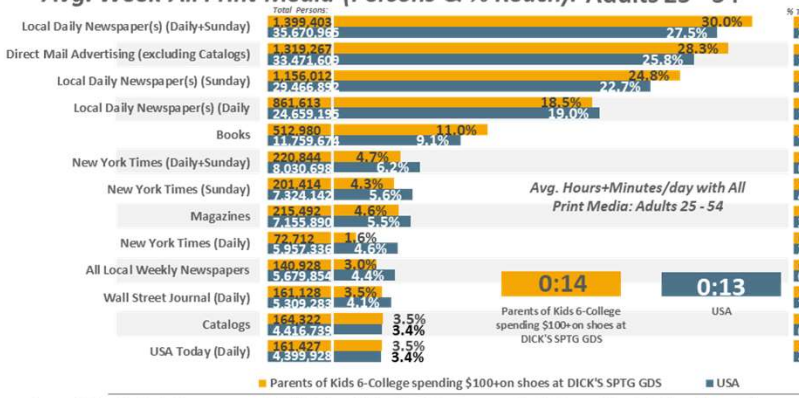
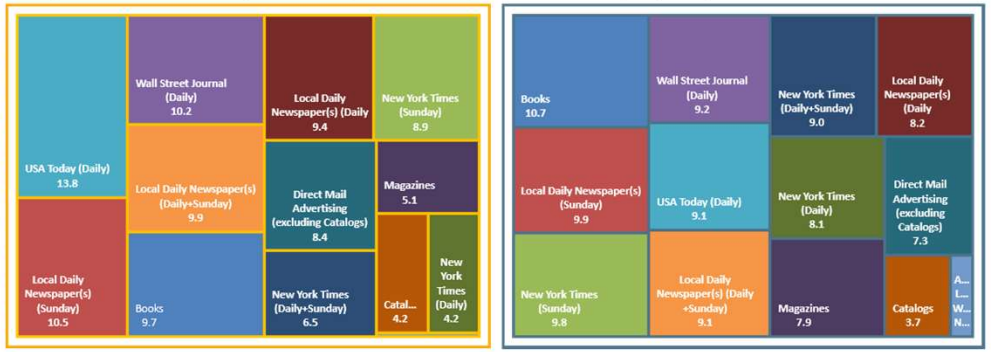
1,399,403 or 30.% of Adults 25 - 54 Parents of Kids 6-College spending $100+on shoes at DICK'S SPTG GDS read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.9 minutes every day representing 32.9% of all time spent daily with All forms of Prin

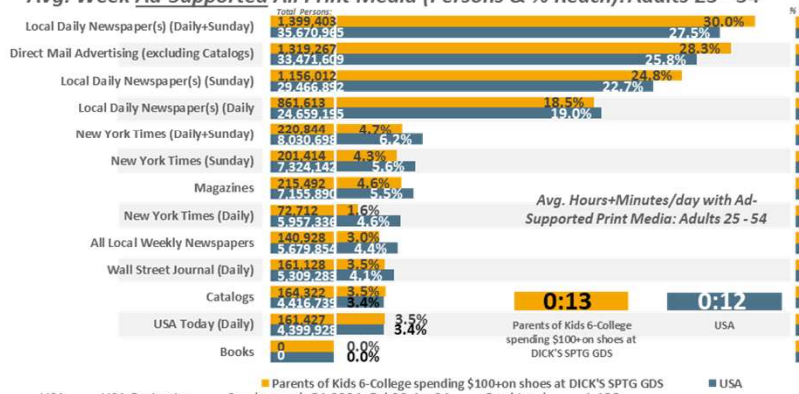
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 54



Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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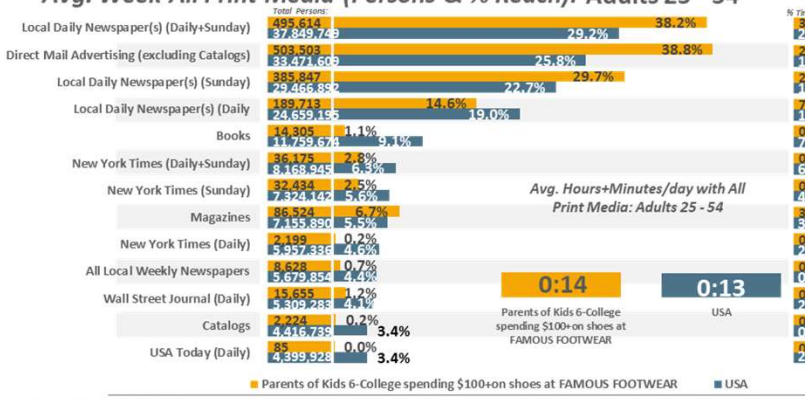
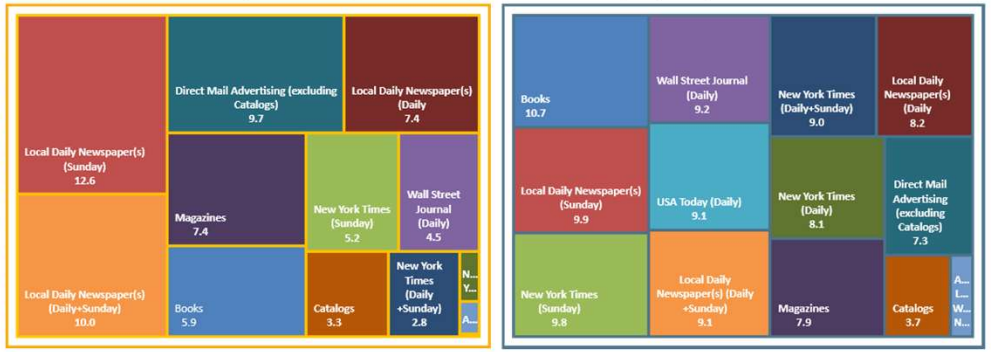
495,614 or 38.2% of Adults 25 - 54 Parents of Kids 6-College spending $100+on shoes at FAMOUS FOOTWEAR read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10. minutes every day representing 33.9% of all time spent daily with All forms of Print

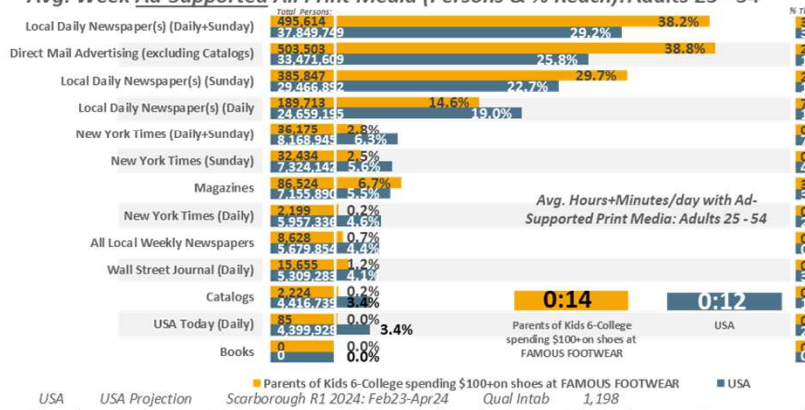
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 54



Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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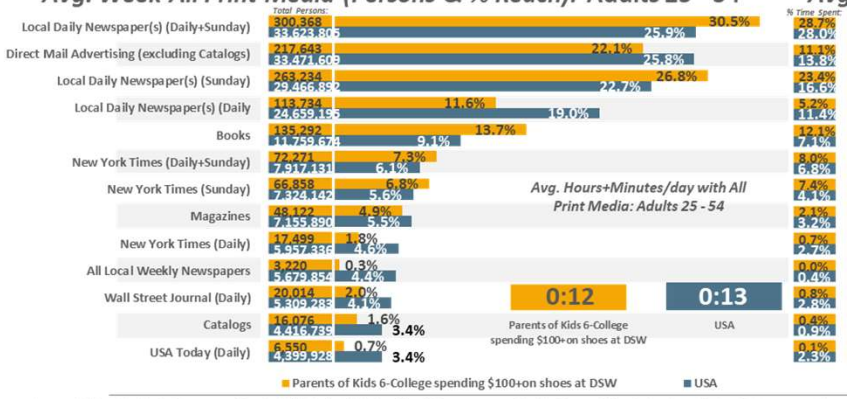
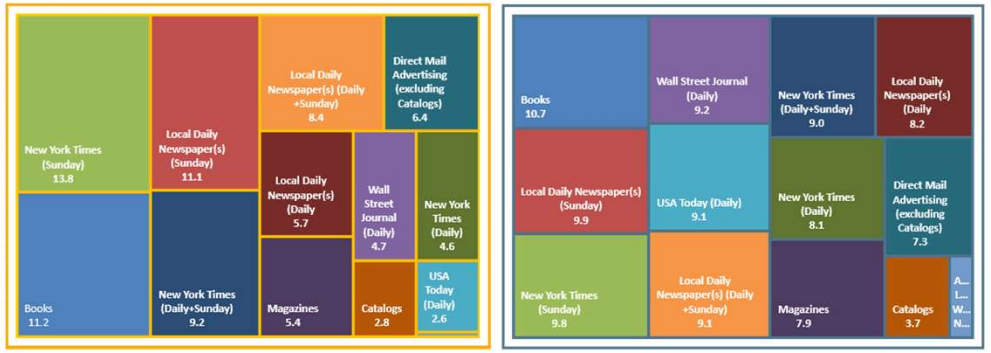
300,368 or 30.5% of Adults 25 - 54 Parents of Kids 6-College spending $100+on shoes at DSW read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.4 minutes every day representing 32.6% of all time spent daily with All forms of Print Media.

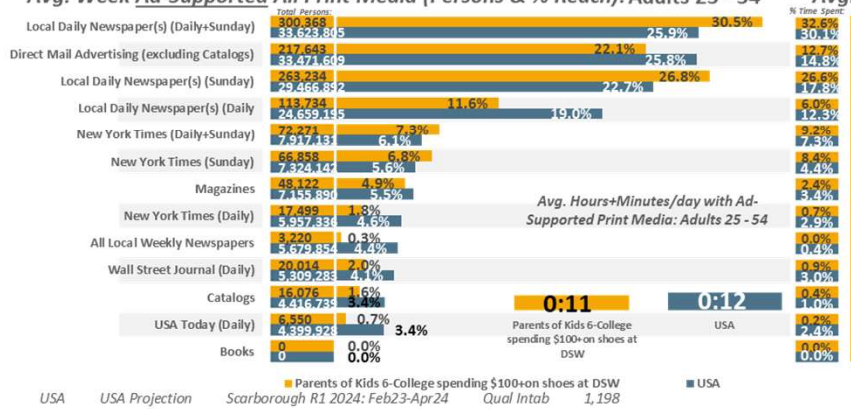
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 54



Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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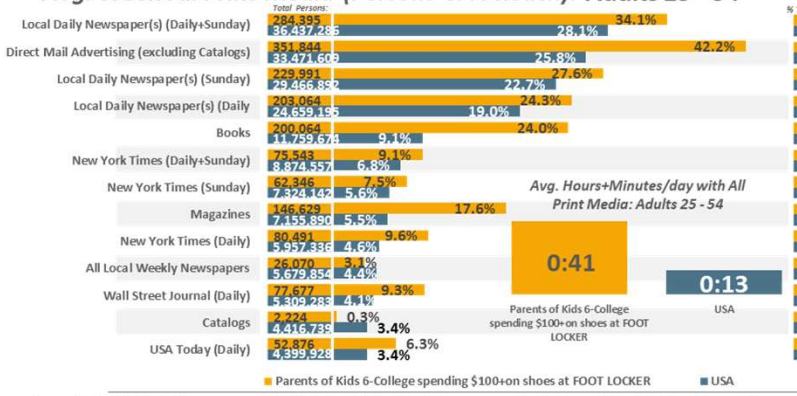
284,395 or 34.1% of Adults 25 - 54 Parents of Kids 6-College spending $100+on shoes at FOOT LOCKER read Local Daily Newspaper(s) (Daily+Sunday) for an average of 14.7 minutes every day representing 20.5% of all time spent daily with All forms of Print Me

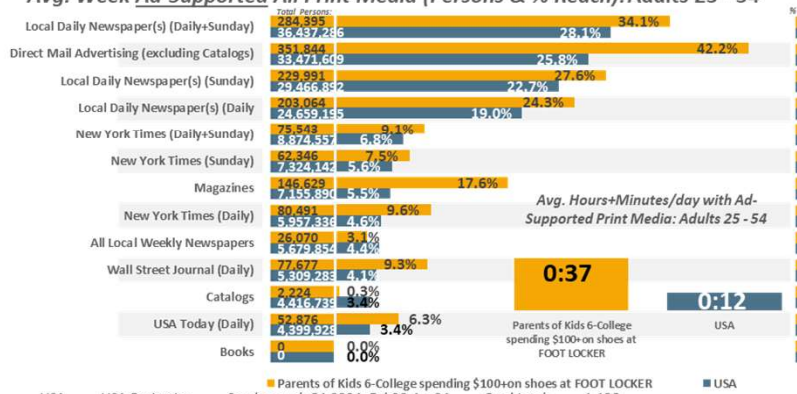
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 54



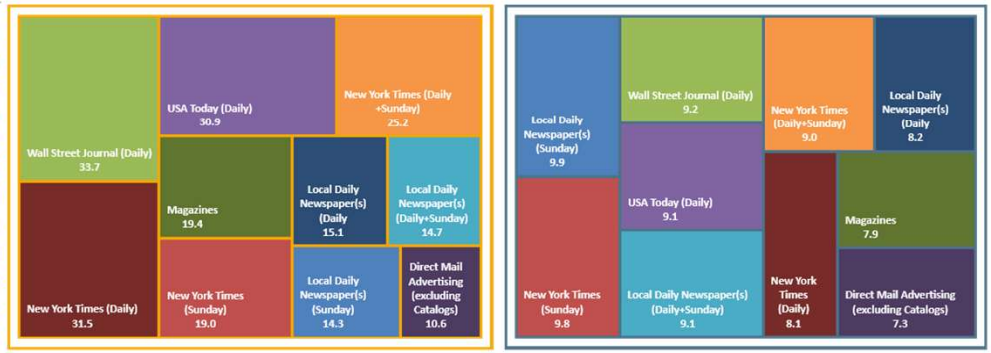
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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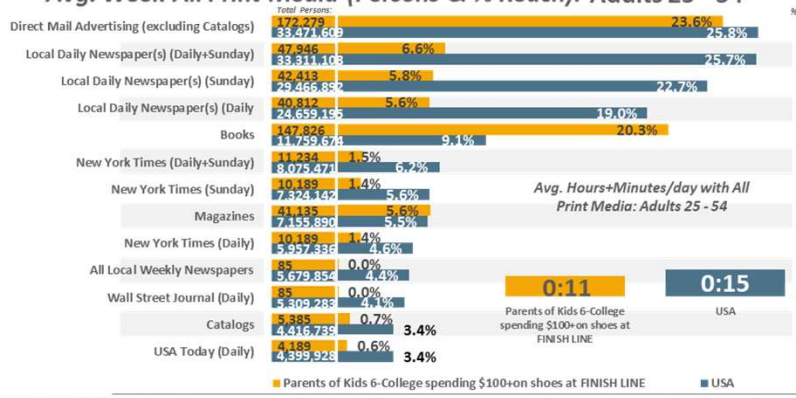
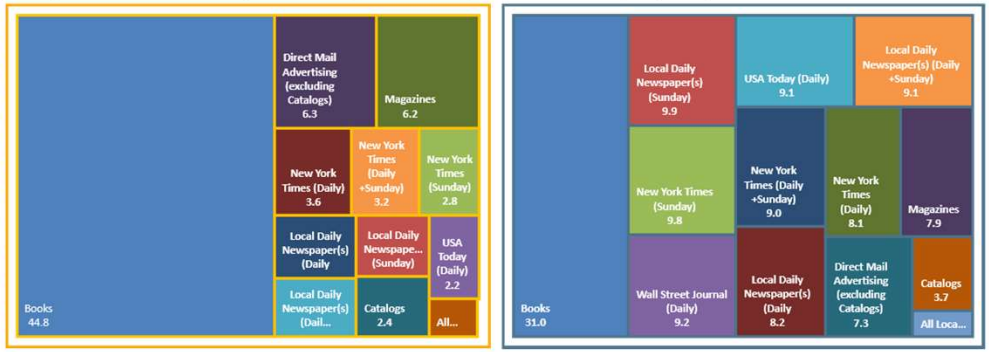
172,279 or 23.6% of Adults 25 - 54 Parents of Kids 6-College spending $100+on shoes at FINISH LINE read Direct Mail Advertising (excluding Catalogs) for an average of 6.3 minutes every day representing 56.2% of all time spent daily with All forms of Prin

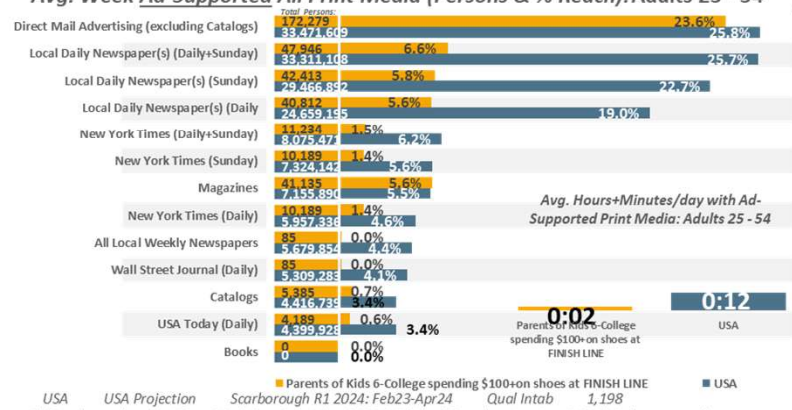
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 54



Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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