USA+4 DMAs – P18+ who Purchased New GLASSES or CONTACTS from EssilorLuxottica Brands in the past 12 months!

Complete Demographic & Media Use Profiles

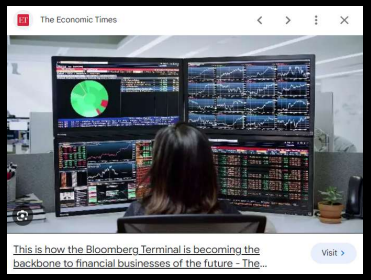


LensCrafters ❤ Pearle Vision Optical — USA | CHI | WDC | SEA | PHX

Target Optical®

P18+

Complete Demographic, Psychographic, and Total Media Usage Profiles of **USA, CHICAGO, WASHINGTON, DC, SEATTLE-TACOMA and PHOENIX DMA P18+ who Purchased New Glasses or Contacts from LensCrafters or Pearle Vision, or Target Optical in the past 12 months as of March 31, 2025.**



EssilorLuxottica Société anonyme (ESLOF)

DELFIN Vanguard BlackRock STATE STREET

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

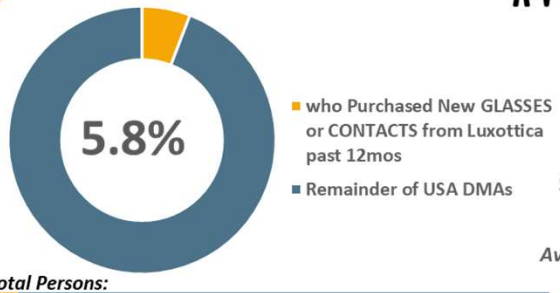
HUBBARD BROADCASTING INC. HB

(Stores bought glasses/contacts for self past 12 months: LensCrafters OR Stores bought glasses/contacts for self past 12 months: Pearle Vision OR Stores bought glasses/contacts for self past 12 months: Target Optical)

LensCrafters · Pearle Vision · Target Optical · USA

5.8% or 15,305,767 of USA Adults 18 or older Purchased New GLASSES or CONTACTS from Luxottica past 12mos. Typical Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos are 47.9 years old (1.8% younger than average) and have a $104,208 (11.3% higher than average) annual...

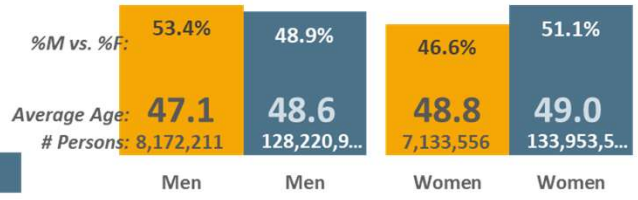
Percent of Market: Adults 18 or older



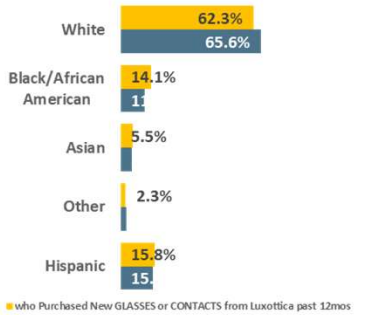
Total Persons:

15,305,767 | 246,868,733

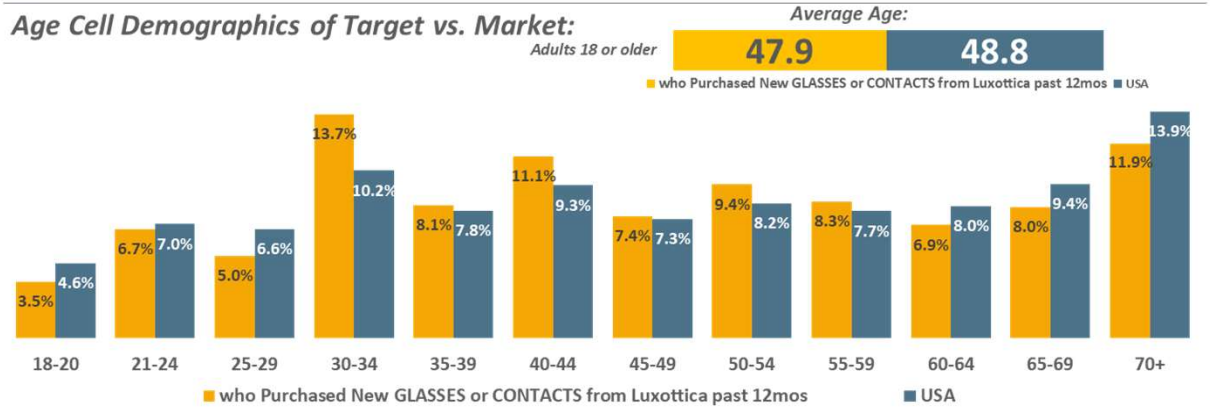
Gender of Target vs. Market: Adults 18 or older



Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA | USA Projection | Scarborough R1 2025: Feb24-Mar25 | Qual Intab | 1,523

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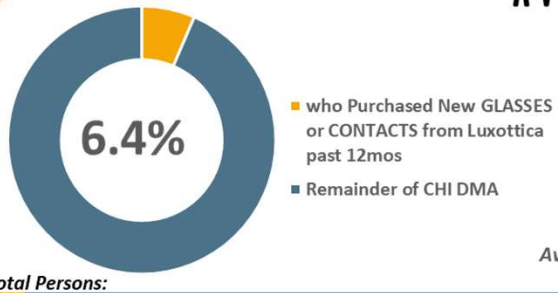
USA Projection | Scarborough R1 2025: Feb24-Mar25 | Qual Intab | 24,890

(Stores bought glasses/contacts for self past 12 months: LensCrafters OR Stores bought glasses/contacts for self past 12 months: Pearle Vision OR Stores bought glasses/contacts for self past 12 months: Target Optical)

LensCrafters · Pearle Vision · Target Optical · CHI

6.4% or 485,420 of CHI DMA Adults 18 or older Purchased New GLASSES or CONTACTS from Luxottica past 12mos. Typical Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos are 50.4 years old (4.1% older than average) and have a $118,673 (11.8% higher than average) annual household…

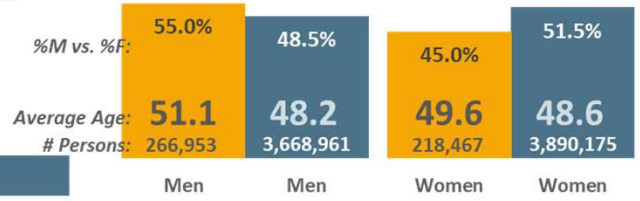
Percent of Market: Adults 18 or older



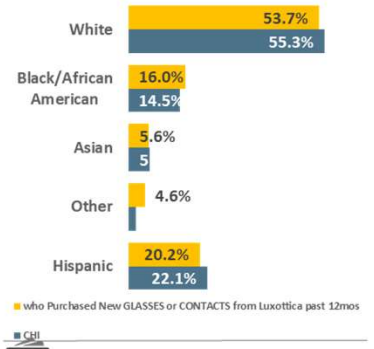
Total Persons:

485,420 | 7,073,716

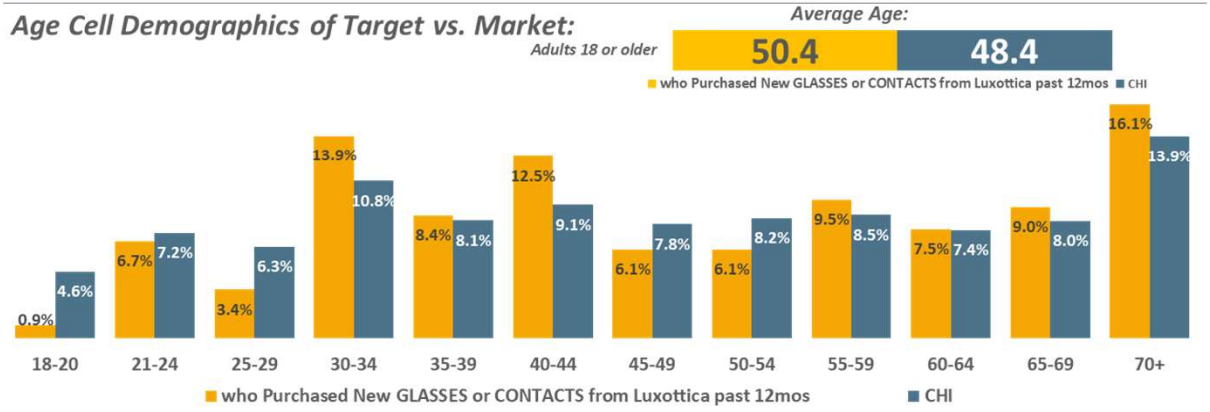
Gender of Target vs. Market: Adults 18 or older



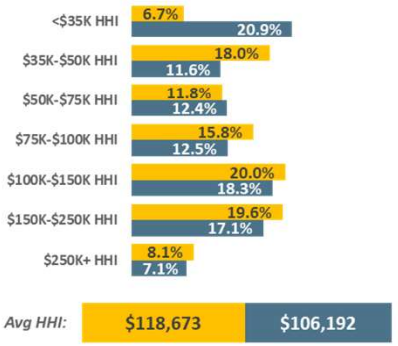
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $118,673 | $106,192

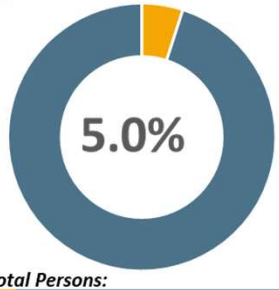
CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 297

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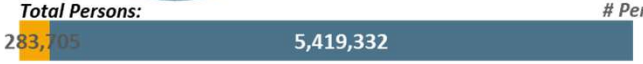
(Stores bought glasses/contacts for self past 12 months: LensCrafters OR Stores bought glasses/contacts for self past 12 months: Pearle Vision OR Stores bought glasses/contacts for self past 12 months: Target Optical)

5.% or 283,705 of WDC DMA Adults 18 or older Purchased New GLASSES or CONTACTS from Luxottica past 12mos. Typical Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos are 45.2 years old (5.2% younger than average) and have a $138,511 (2.5% higher than average) annual household …

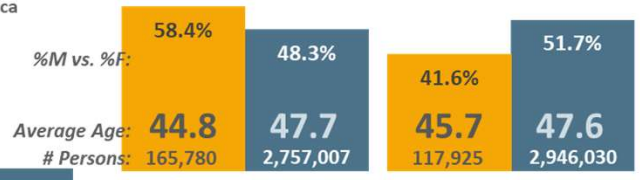
Percent of Market: Adults 18 or older



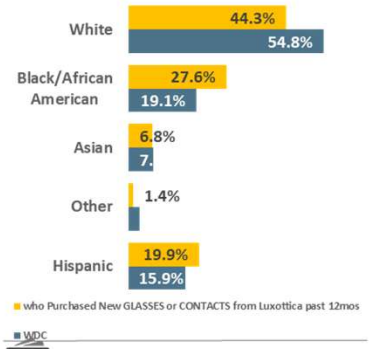
Total Persons:



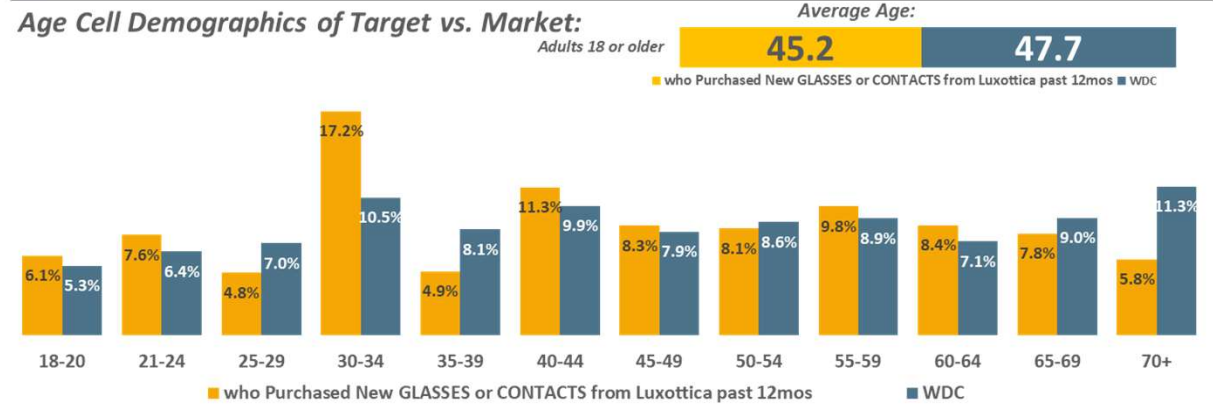
Gender of Target vs. Market: Adults 18 or older



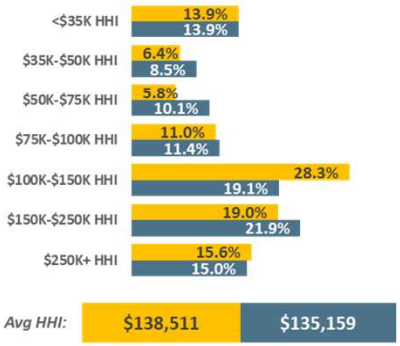
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 305

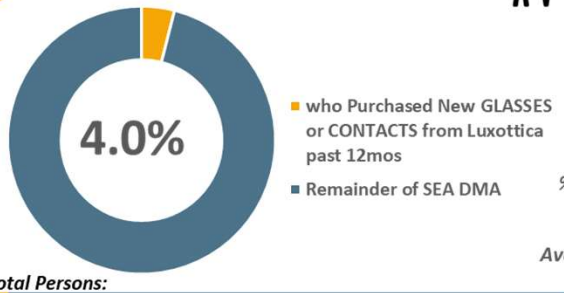
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(Stores bought glasses/contacts for self past 12 months: LensCrafters OR Stores bought glasses/contacts for self past 12 months: Pearle Vision OR Stores bought glasses/contacts for self past 12 months: Target Optical)

LensCrafters · Pearle Vision · Target Optical · SEA

4.% or 179,092 of SEA DMA Adults 18 or older Purchased New GLASSES or CONTACTS from Luxottica past 12mos. Typical Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos are 44.1 years old (9.% younger than average) and have a $134,059 (8.5% higher than average) annual household …

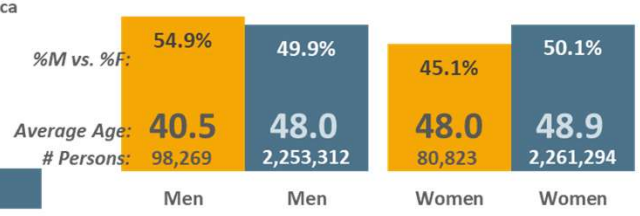
Percent of Market: Adults 18 or older



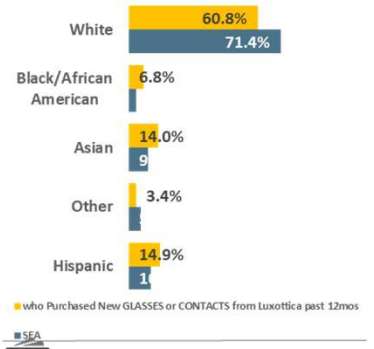
Total Persons:

who Purchased New GLASSES or CONTACTS from Luxottica past 12mos	Remainder of SEA DMA
179,092	4,335,514

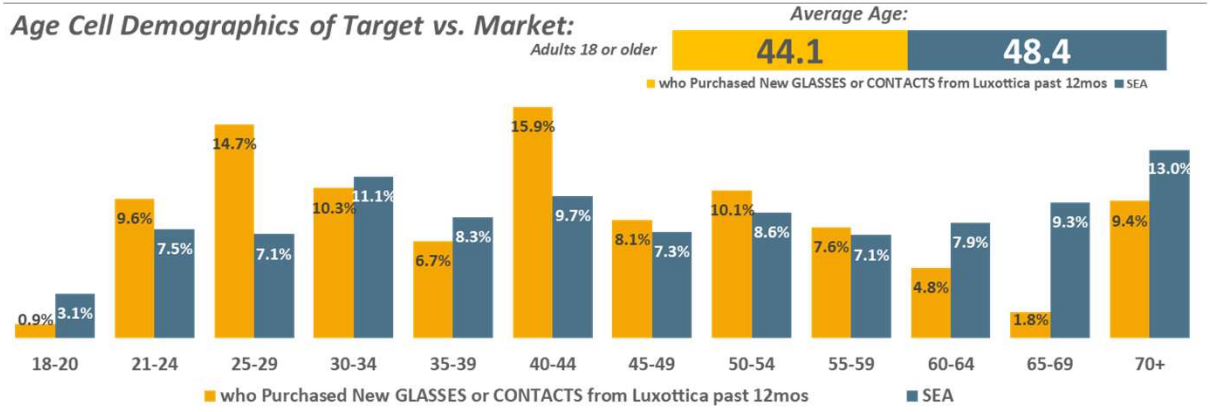
Gender of Target vs. Market: Adults 18 or older



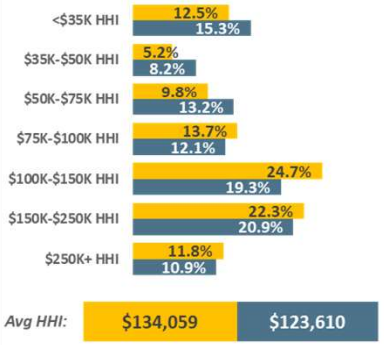
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 181

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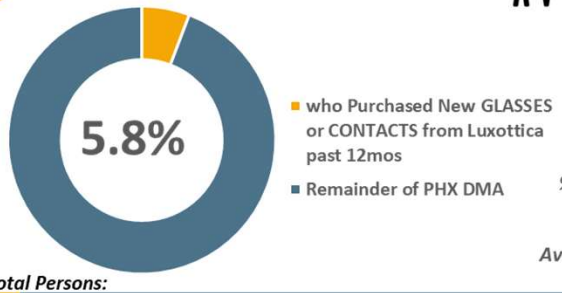
(Stores bought glasses/contacts for self past 12 months: LensCrafters OR Stores bought glasses/contacts for self past 12 months: Pearle Vision OR Stores bought glasses/contacts for self past 12 months: Target Optical)

LensCrafters · Pearle Vision · Target Optical · EssilorLuxottica

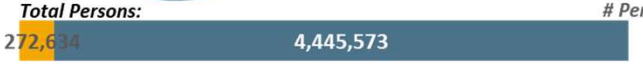
PHX

5.8% or 272,634 of PHX DMA Adults 18 or older Purchased New GLASSES or CONTACTS from Luxottica past 12mos. Typical Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos are 49.9 years old (1.8% older than average) and have a $109,838 (8.% higher than average) annual household…

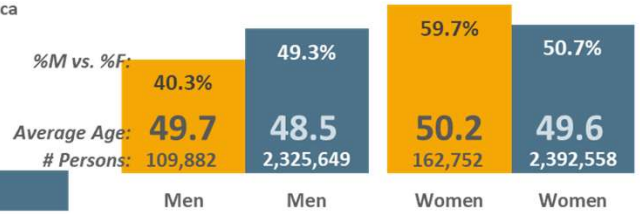
Percent of Market: Adults 18 or older



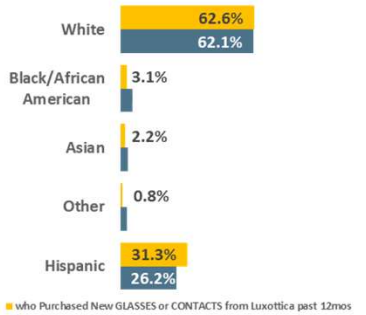
Total Persons:



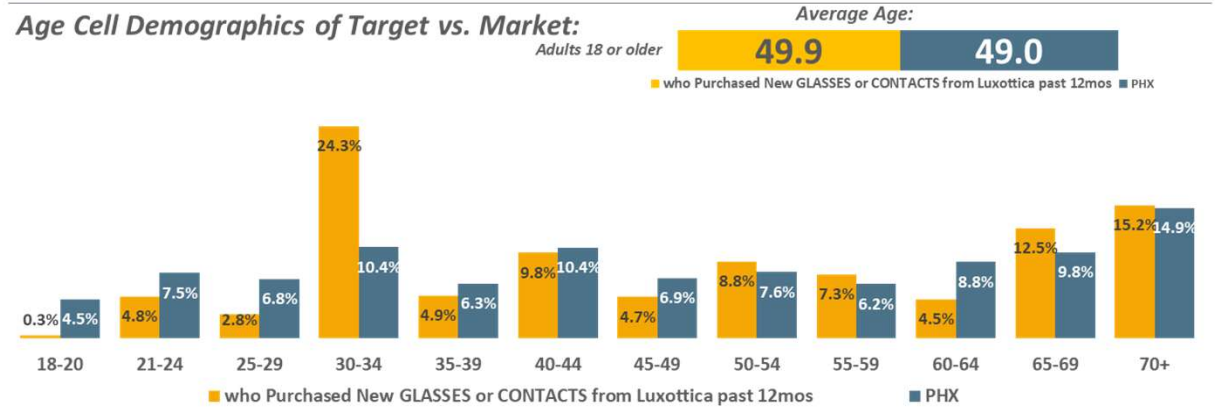
Gender of Target vs. Market: Adults 18 or older



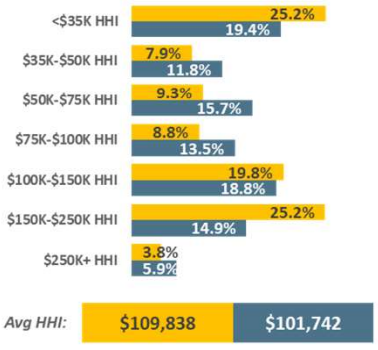
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 151

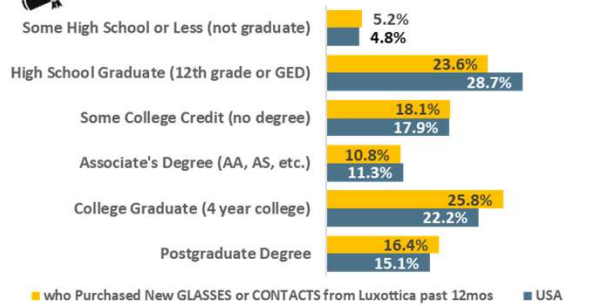
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(Stores bought glasses/contacts for self past 12 months: LensCrafters OR Stores bought glasses/contacts for self past 12 months: Pearle Vision OR Stores bought glasses/contacts for self past 12 months: Target Optical)

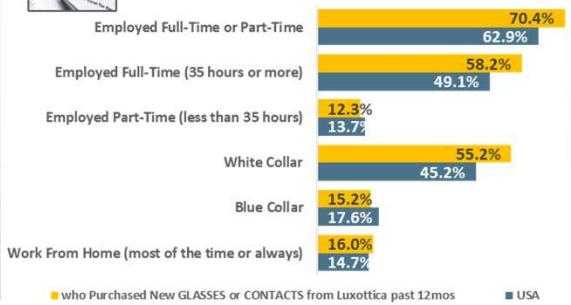
LensCrafters · Pearle Vision · Target Optical · EssilorLuxottica — USA

5.8% or 15,305,767 of USA Adults 18 or older Purchased New GLASSES or CONTACTS from Luxottica past 12mos. Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos are 13.1% more likely to be a college graduate, 18.3% more likely to work full-time, 12.4% more likely to be married, 40.6% more likely to be a parent of 1 or more children

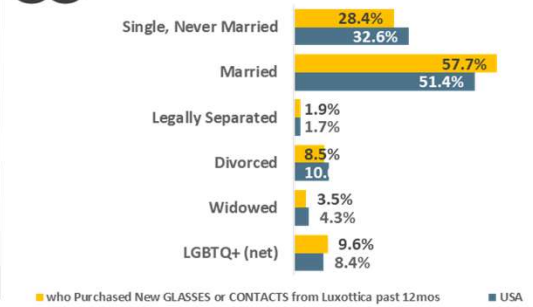
Education Levels: Adults 18 or older



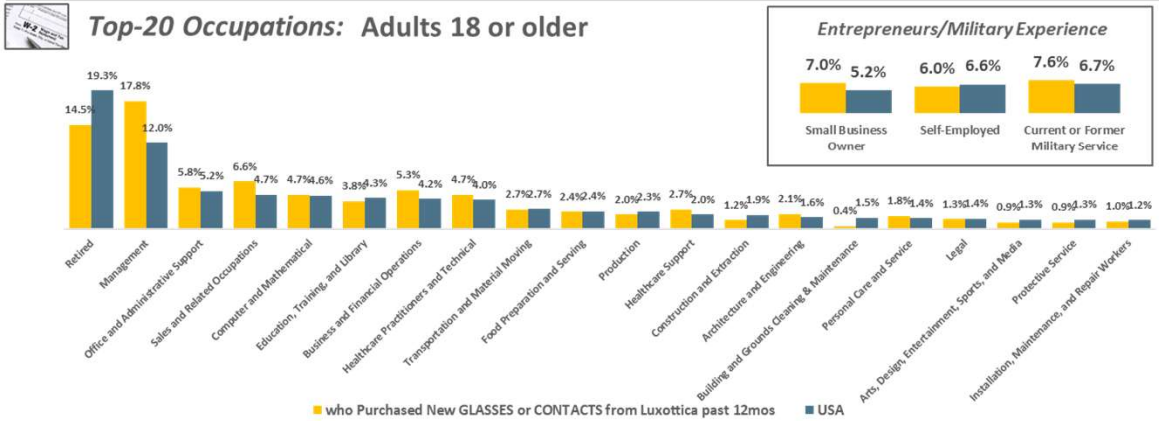
Employment: Adults 18 or older



Marital Status: Adults 18 or older

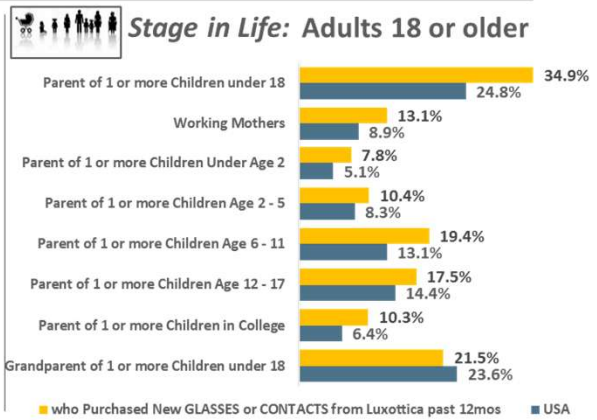


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 1,523

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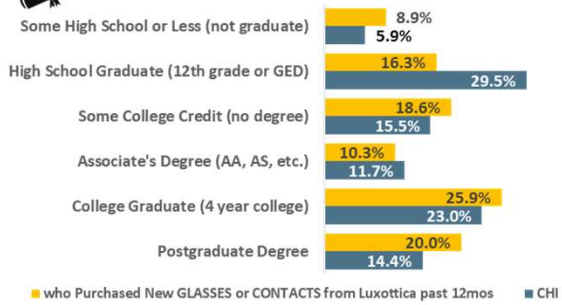
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

(Stores bought glasses/contacts for self past 12 months: LensCrafters OR Stores bought glasses/contacts for self past 12 months: Pearle Vision OR Stores bought glasses/contacts for self past 12 months: Target Optical)

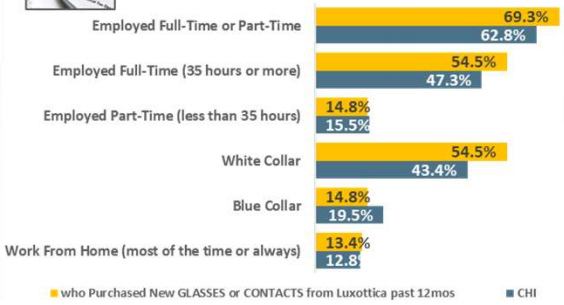
LensCrafters | Pearle Vision | Target Optical — EssilorLuxottica — CHI

6.4% or 485,420 of CHI DMA Adults 18 or older Purchased New GLASSES or CONTACTS from Luxottica past 12mos. Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos are 22.7% more likely to be a college graduate, 15.1% more likely to work full-time, 9.3% more likely to be married, 33.1% more likely to be a parent of 1 or more children

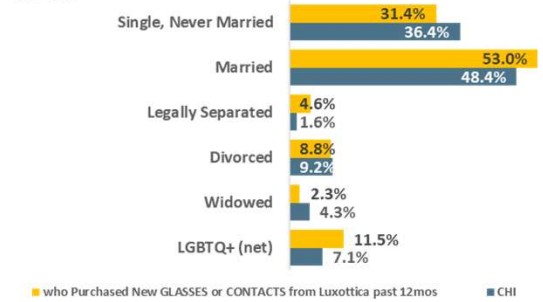
Education Levels: Adults 18 or older



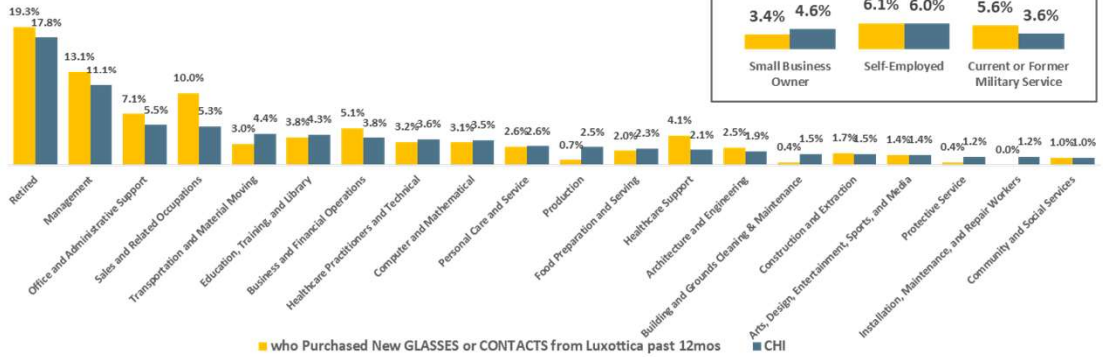
Employment: Adults 18 or older



Marital Status: Adults 18 or older

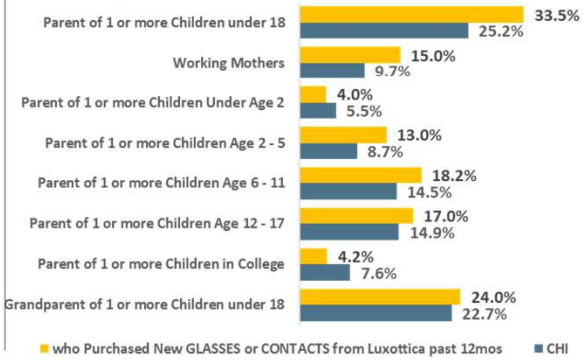


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 297

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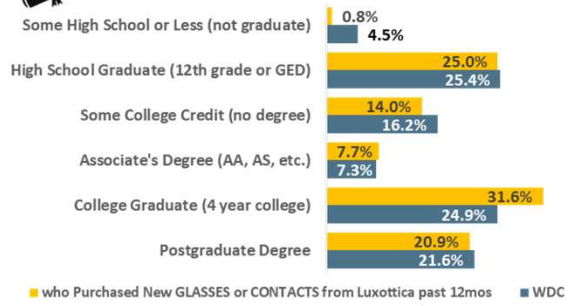
(Stores bought glasses/contacts for self past 12 months: LensCrafters OR Stores bought glasses/contacts for self past 12 months: Pearle Vision OR Stores bought glasses/contacts for self past 12 months: Target Optical)

LensCrafters · Pearle Vision · Target Optical · EssilorLuxottica

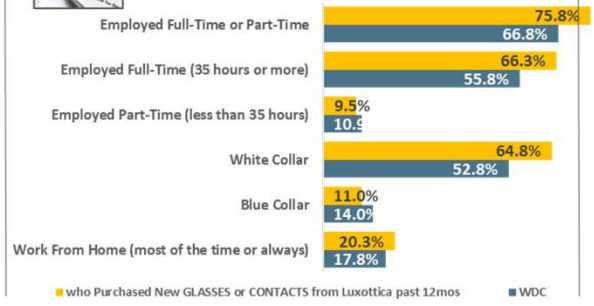
WDC

5.% or 283,705 of WDC DMA Adults 18 or older Purchased New GLASSES or CONTACTS from Luxottica past… Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos are 12.9% more likely to be a college graduate, 18.8% more likely to work full-time, 16.9% more likely to be married, 49.4% more likely to be a parent of 1 or more children

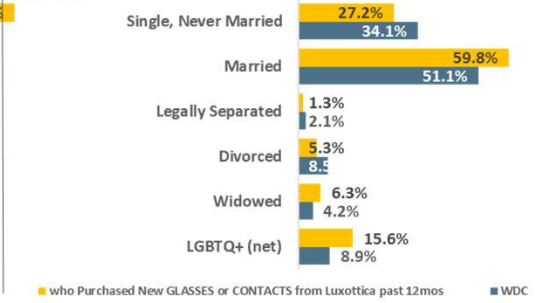
Education Levels: Adults 18 or older



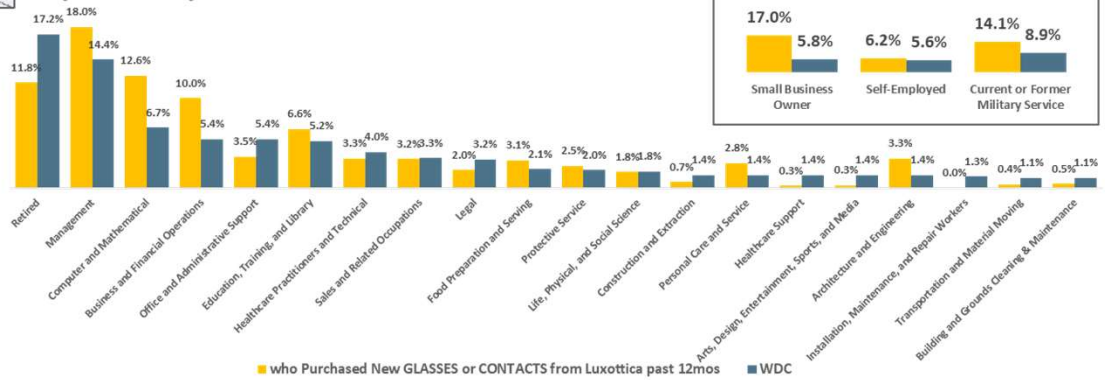
Employment: Adults 18 or older



Marital Status: Adults 18 or older

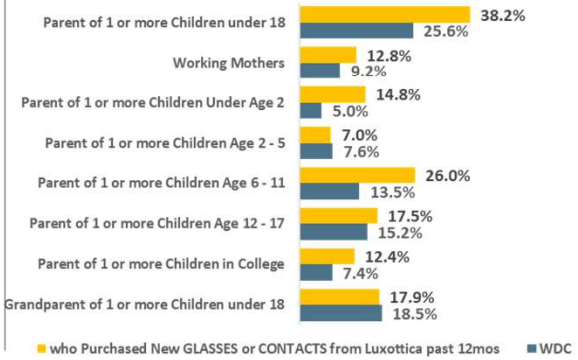


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 305

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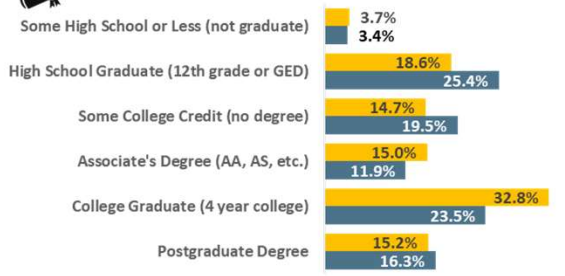
(Stores bought glasses/contacts for self past 12 months: LensCrafters OR Stores bought glasses/contacts for self past 12 months: Pearle Vision OR Stores bought glasses/contacts for self past 12 months: Target Optical)

LensCrafters · Pearle Vision · Target Optical · EssilorLuxottica

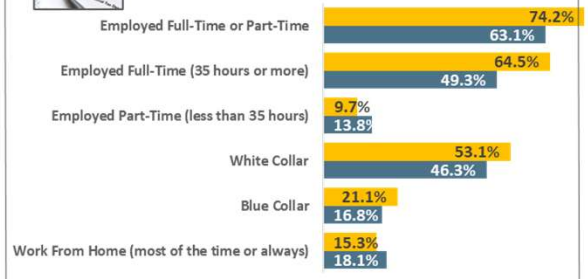
SEA

4.% or 179,092 of SEA DMA Adults 18 or older Purchased New GLASSES or CONTACTS from Luxottica past 12mos. Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos are 20.6% more likely to be a college graduate, 30.7% more likely to work full-time, 21.1% more likely to be married, 55.3% more likely to be a parent of 1 or more children

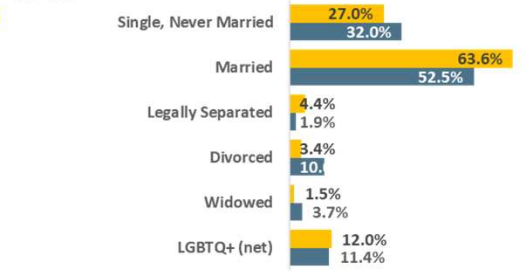
Education Levels: Adults 18 or older



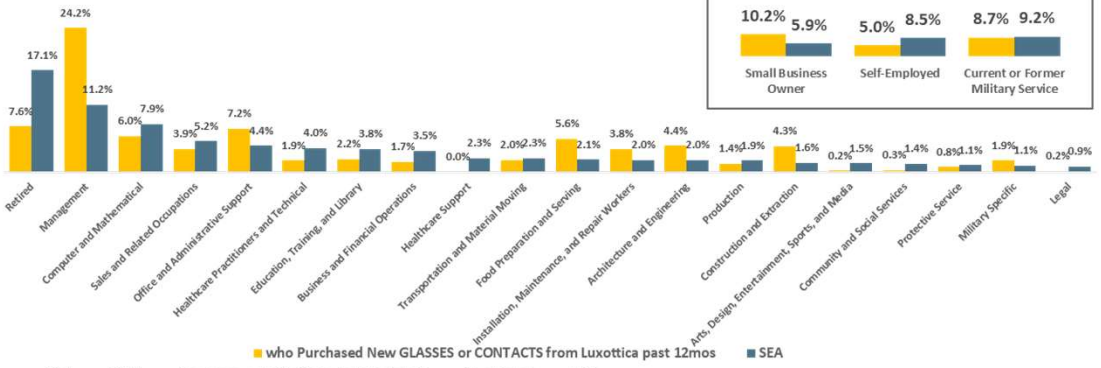
Employment: Adults 18 or older



Marital Status: Adults 18 or older

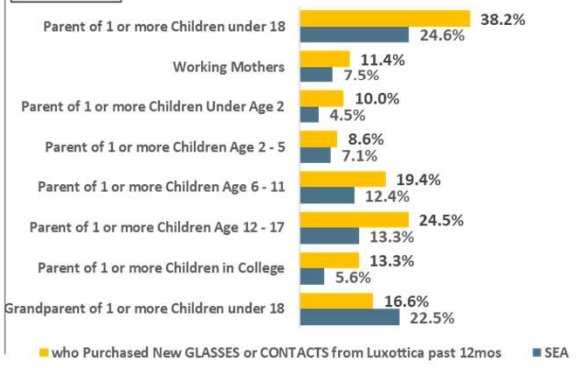


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 181

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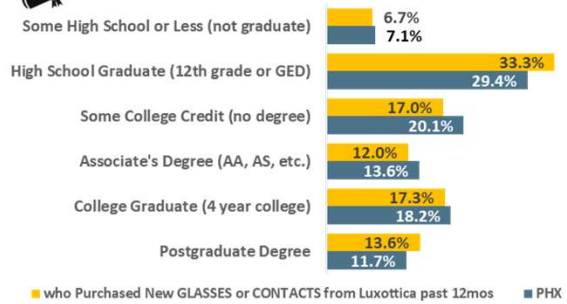
(Stores bought glasses/contacts for self past 12 months: LensCrafters OR Stores bought glasses/contacts for self past 12 months: Pearle Vision OR Stores bought glasses/contacts for self past 12 months: Target Optical)

LensCrafters · Pearle Vision · Target Optical · EssilorLuxottica

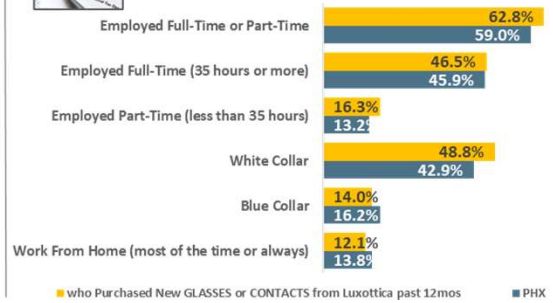
PHX

5.8% or 272,634 of PHX DMA Adults 18 or older Purchased New GLASSES or CONTACTS from Luxottica past… Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos are 3.7% more likely to be a college graduate, 1.3% more likely to work full-time, 7.% more likely to be married, 66.4% more likely to be a parent of 1 or more children und

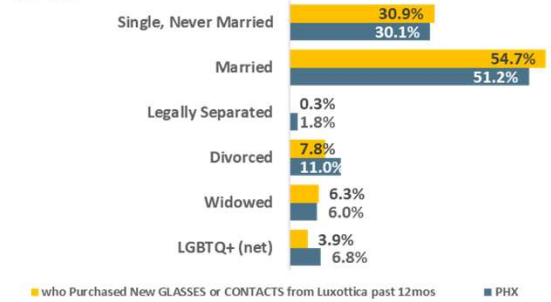
Education Levels: Adults 18 or older



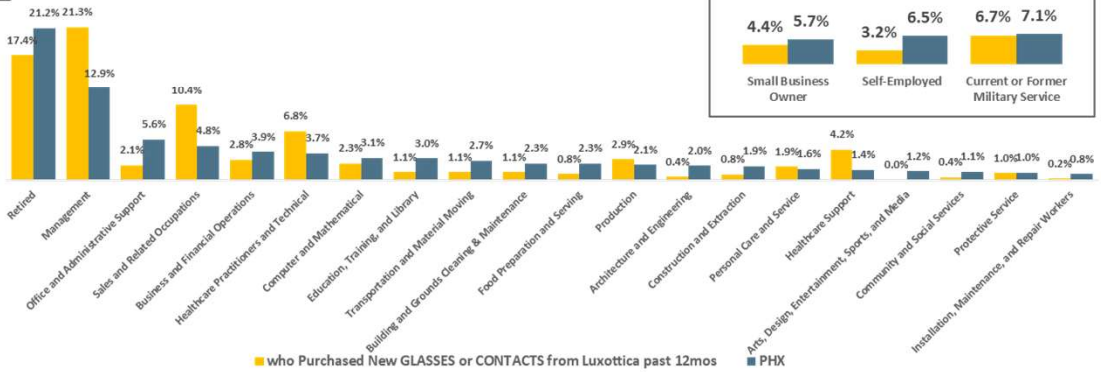
Employment: Adults 18 or older



Marital Status: Adults 18 or older

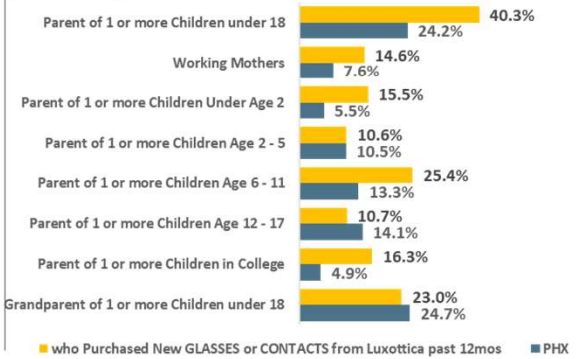


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 151

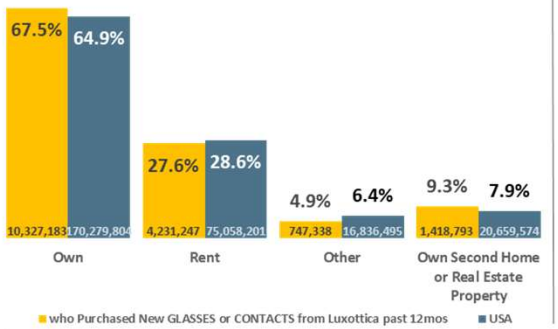
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(Stores bought glasses/contacts for self past 12 months: LensCrafters OR Stores bought glasses/contacts for self past 12 months: Pearle Vision OR Stores bought glasses/contacts for self past 12 months: Target Optical)

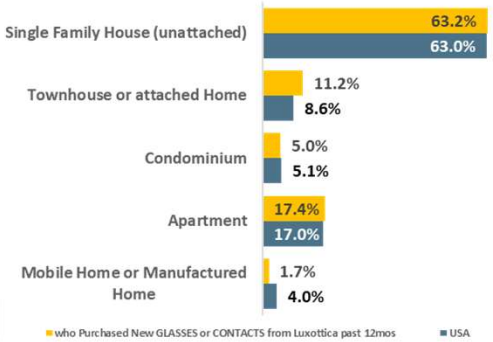
LensCrafters | Pearle Vision | Target Optical | EssilorLuxottica — **USA**

5.8% or 15,305,767 of USA Adults 18 or older Purchased New GLASSES or CONTACTS from Luxottica past 12mos. Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos are 3.9% more likely to own their home, 20.1% more likely to own a higher valued home, .3% more likely to have a single-family home, 10.5% more likely to have a dog.

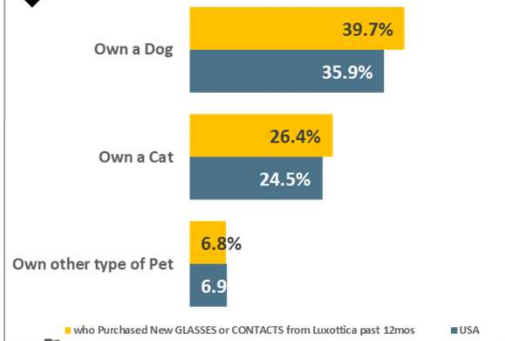
Own/Rent/Other: Adults 18 or older



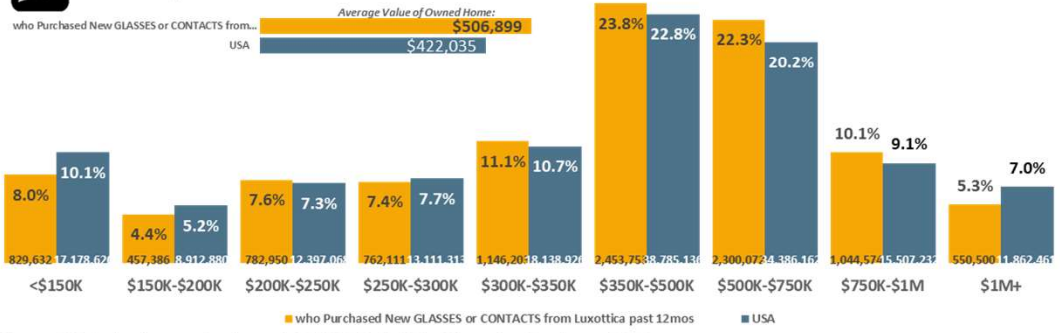
Type of Home: Adults 18 or older



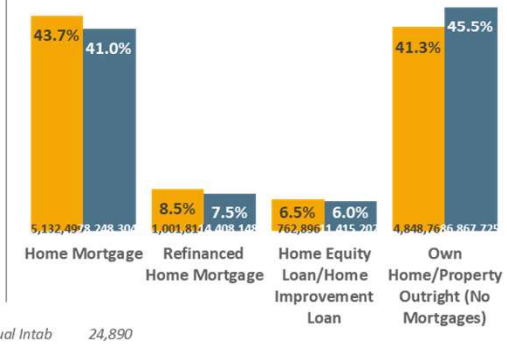
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R1 2025: Feb24-Mar25* *Qual Intab* *1,523*

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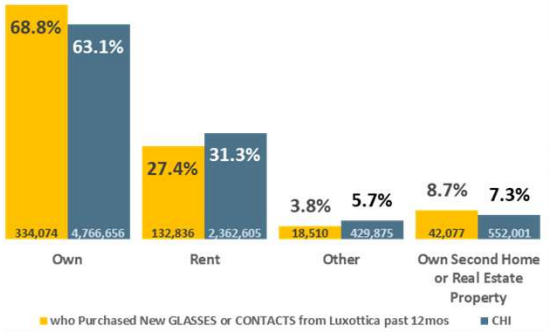
USA Projection *Scarborough R1 2025: Feb24-Mar25* *Qual Intab* *24,890*

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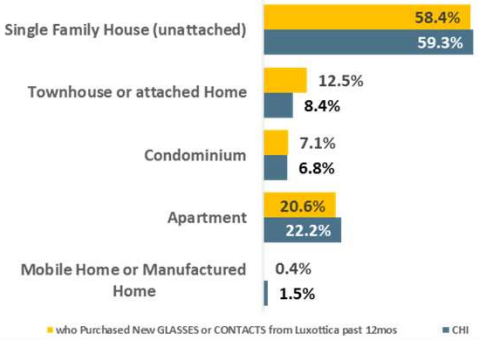
LensCrafters · Pearle Vision · Target Optical · EssilorLuxottica — CHI

6.4% or 485,420 of CHI DMA Adults 18 or older Purchased New GLASSES or CONTACTS from Luxottica past 12mos. Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos are 9.1% more likely to own their home, 9.7% more likely to own a higher valued home, 1.4% less likely to have a single-family home, 8.8% more likely to have a dog.

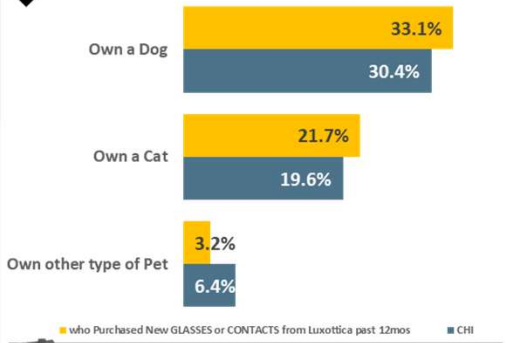
Own/Rent/Other: Adults 18 or older



Type of Home: Adults 18 or older



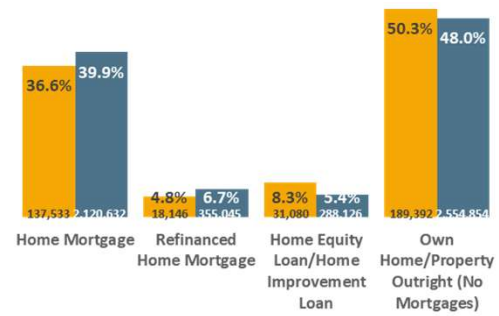
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 297

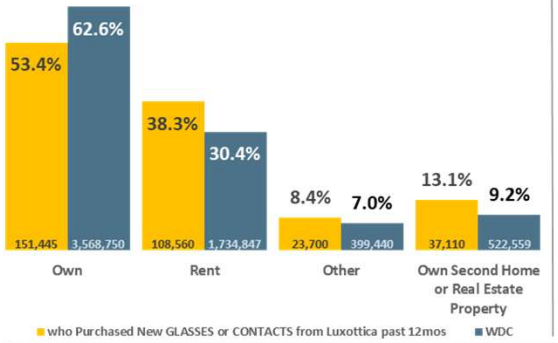
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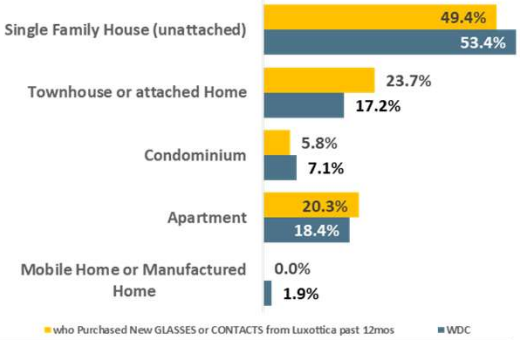
LensCrafters | Pearle Vision | Target Optical | WDC

5.% or 283,705 of WDC DMA Adults 18 or older Purchased New GLASSES or CONTACTS from Luxottica past 12mos. Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos are 14.7% less likely to own their home, 3.6% more likely to own a higher valued home, 7.6% less likely to have a single-family home, 26.% more likely to have a dog.

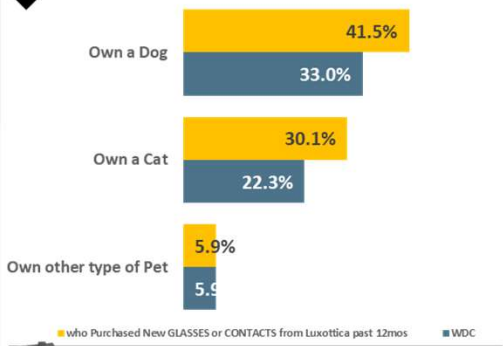
Own/Rent/Other: Adults 18 or older



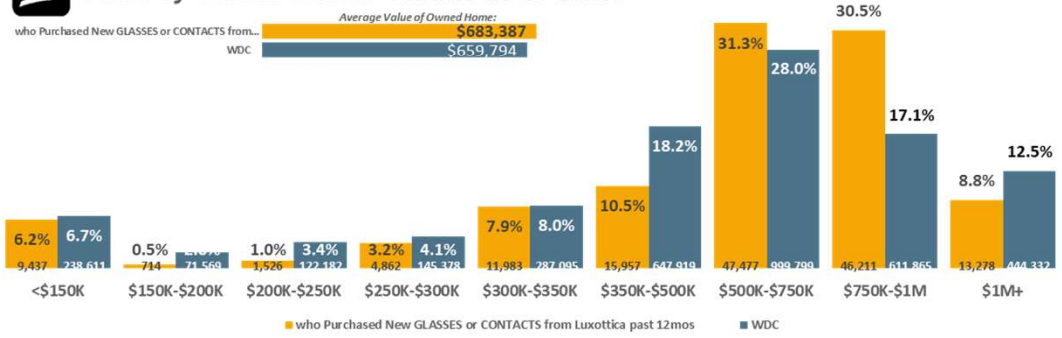
Type of Home: Adults 18 or older



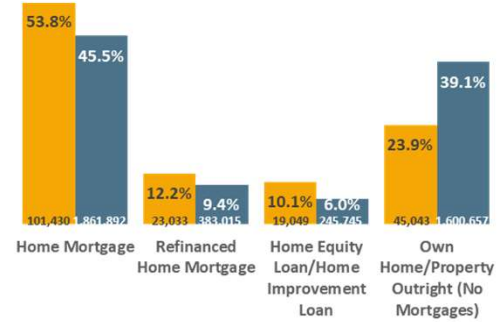
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 305

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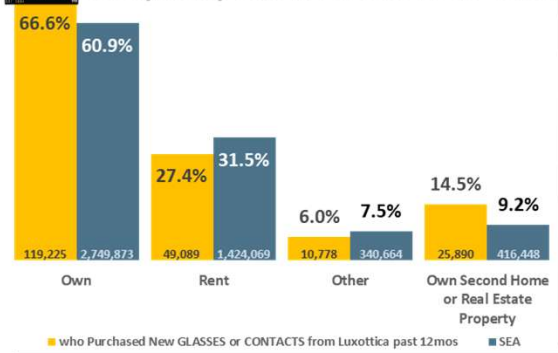
(Stores bought glasses/contacts for self past 12 months: LensCrafters OR Stores bought glasses/contacts for self past 12 months: Pearle Vision OR Stores bought glasses/contacts for self past 12 months: Target Optical)

LensCrafters · Pearle Vision · Target Optical · EssilorLuxottica

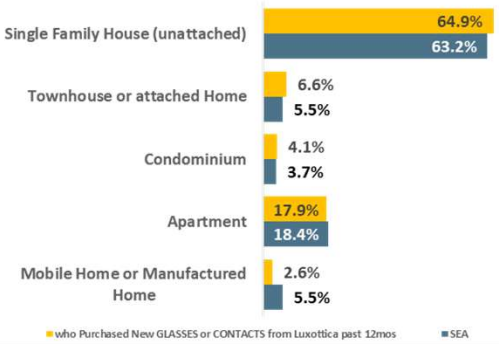
SEA

4.% or 179,092 of SEA DMA Adults 18 or older Purchased New GLASSES or CONTACTS from Luxottica past 12mos. Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos are 9.3% more likely to own their home, 6.8% more likely to own a higher valued home, 2.8% more likely to have a single-family home, 13.2% more likely to have a dog.

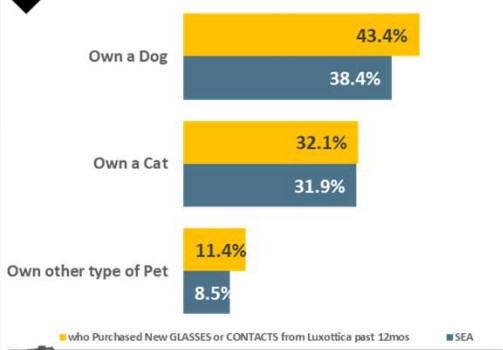
Own/Rent/Other: Adults 18 or older



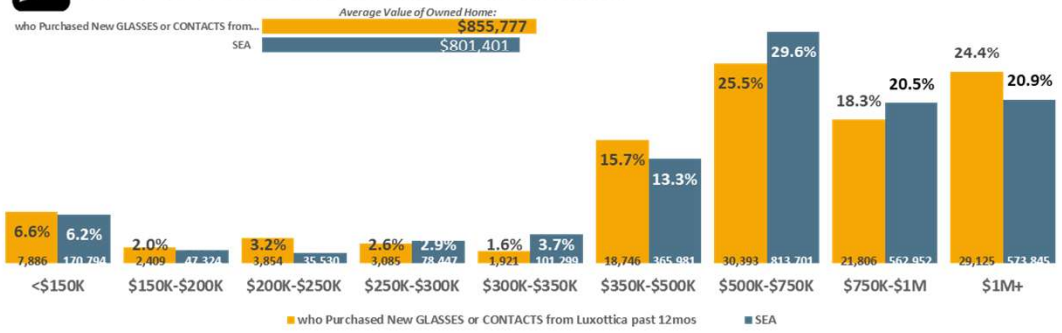
Type of Home: Adults 18 or older



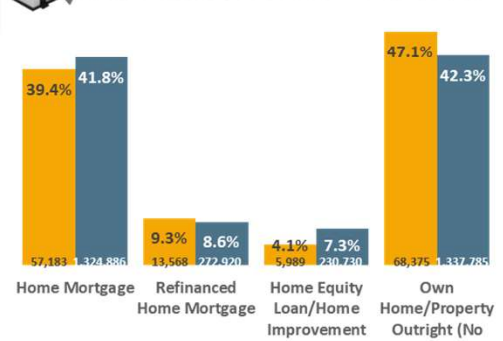
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 181

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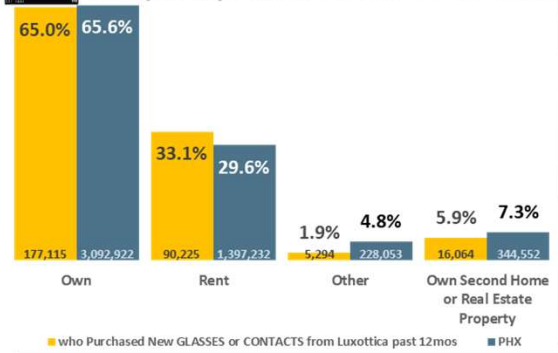
(Stores bought glasses/contacts for self past 12 months: LensCrafters OR Stores bought glasses/contacts for self past 12 months: Pearle Vision OR Stores bought glasses/contacts for self past 12 months: Target Optical)

LensCrafters · Pearle Vision · Target Optical · EssilorLuxottica

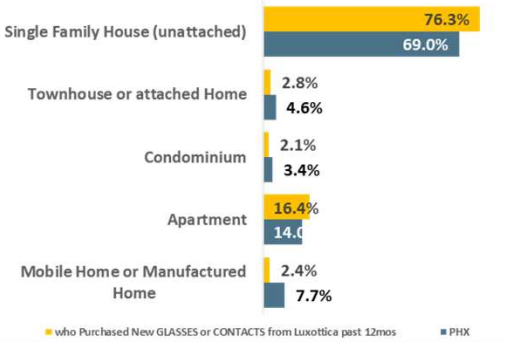
PHX

5.8% or 272,634 of PHX DMA Adults 18 or older Purchased New GLASSES or CONTACTS from Luxottica past 12mos. Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos are .9% less likely to own their home, 3.1% more likely to own a higher valued home, 10.7% more likely to have a single-family home, 18.9% more likely to have a dog.

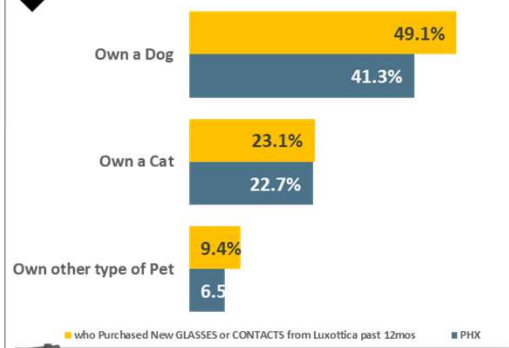
Own/Rent/Other: Adults 18 or older



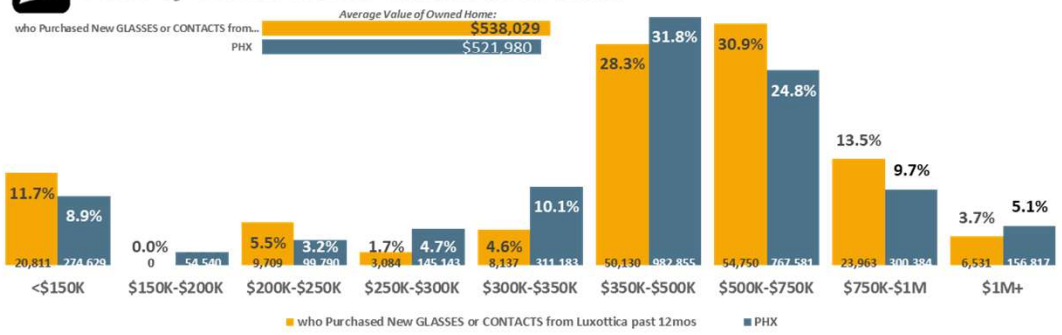
Type of Home: Adults 18 or older



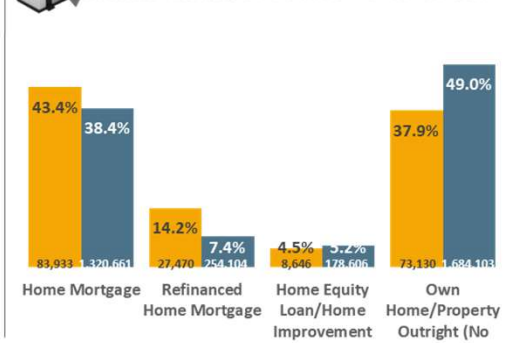
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 151

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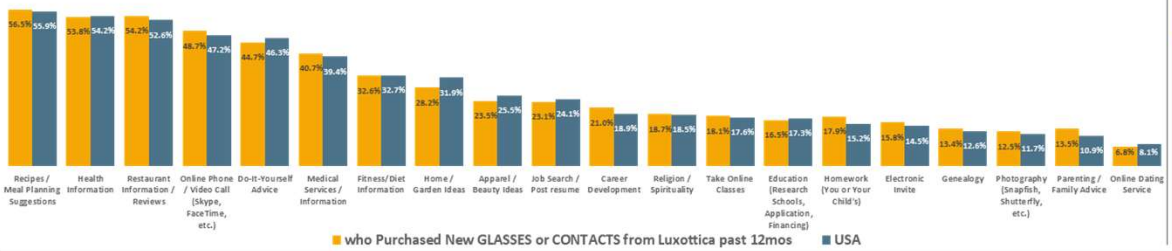
(Stores bought glasses/contacts for self past 12 months: LensCrafters OR Stores bought glasses/contacts for self past 12 months: Pearle Vision OR Stores bought glasses/contacts for self past 12 months: Target Optical)

LensCrafters · Pearle Vision · Target Optical · EssilorLuxottica

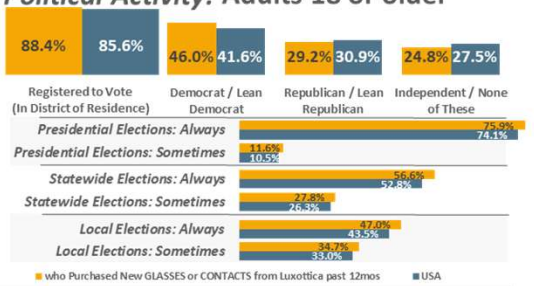
USA

5.8% or 15,305,767 of USA Adults 18 or older Purchased New GLASSES or CONTACTS from Luxottica past… Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos are 3.6% less likely to look up D-I-Y advice online, 8.% more likely to always vote in local elections, 20.6% more likely to belong to a gym, 15.8% more likely to fly domes

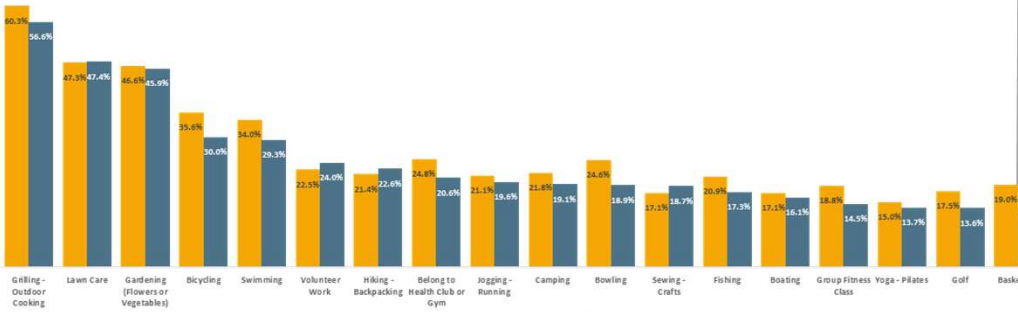
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



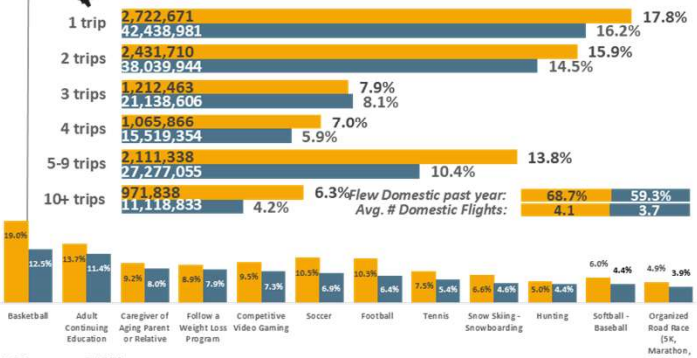
Political Activity: Adults 18 or older



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



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



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 1,523

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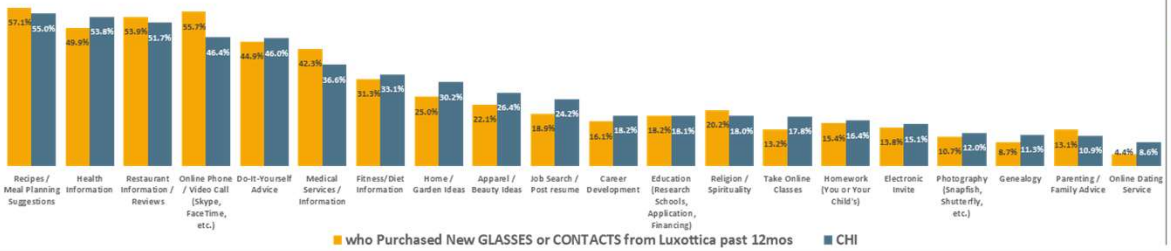
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

(Stores bought glasses/contacts for self past 12 months: LensCrafters OR Stores bought glasses/contacts for self past 12 months: Pearle Vision OR Stores bought glasses/contacts for self past 12 months: Target Optical)

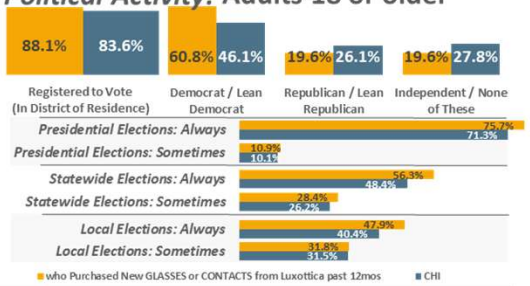
LensCrafters · Pearle Vision · Target Optical · EssilorLuxottica — CHI

6.4% or 485,420 of CHI DMA Adults 18 or older Purchased New GLASSES or CONTACTS from Luxottica past… Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos are 2.5% less likely to look up D-I-Y advice online, 18.3% more likely to always vote in local elections, 24.% more likely to belong to a gym, 8.7% more likely to fly domes

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



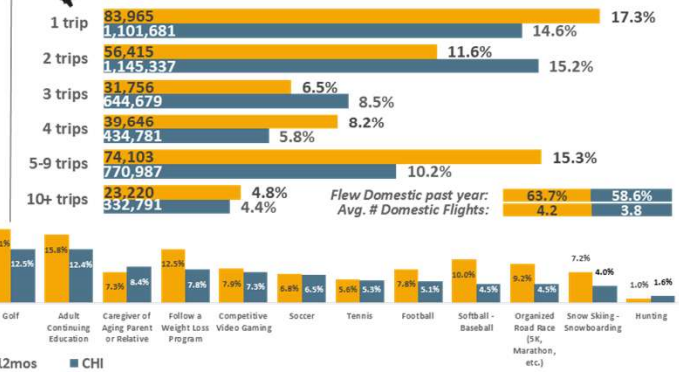
Political Activity: Adults 18 or older



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



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



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 297

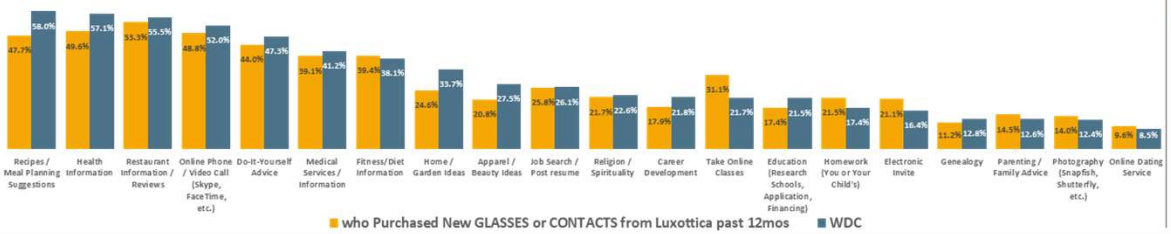
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(Stores bought glasses/contacts for self past 12 months: LensCrafters OR Stores bought glasses/contacts for self past 12 months: Pearle Vision OR Stores bought glasses/contacts for self past 12 months: Target Optical)

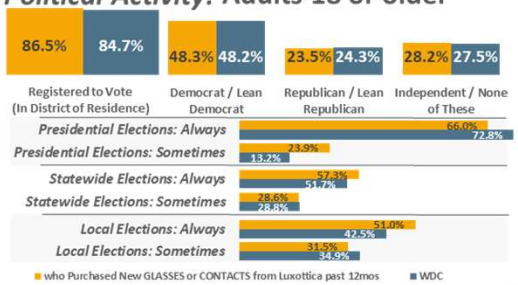
LensCrafters · Pearle Vision · Target Optical · EssilorLuxottica — WDC

5.% or 283,705 of WDC DMA Adults 18 or older Purchased New GLASSES or CONTACTS from Luxottica past… Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos are 7.1% less likely to look up D-I-Y advice online, 20.% more likely to always vote in local elections, 53.% more likely to belong to a gym, 27.4% more likely to fly domes

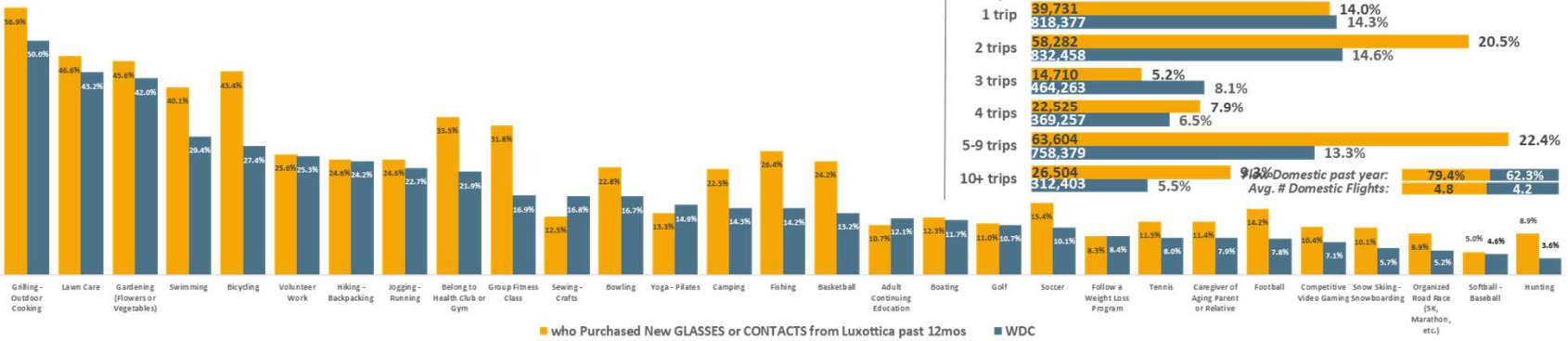
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 305

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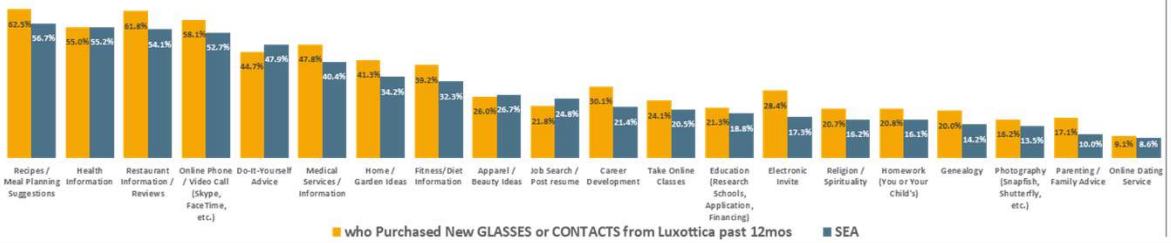
(Stores bought glasses/contacts for self past 12 months: LensCrafters OR Stores bought glasses/contacts for self past 12 months: Pearle Vision OR Stores bought glasses/contacts for self past 12 months: Target Optical)

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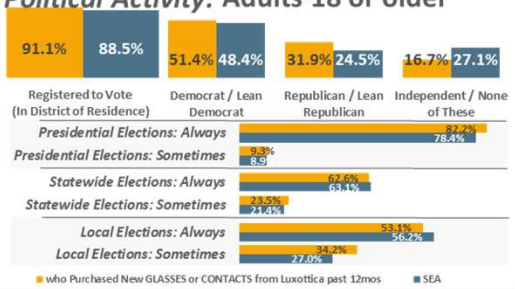
SEA

4.% or 179,092 of SEA DMA Adults 18 or older Purchased New GLASSES or CONTACTS from Luxottica past… Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos are 6.6% less likely to look up D-I-Y advice online, 5.5% less likely to always vote in local elections, 19.2% more likely to belong to a gym, 19.1% more likely to fly dome

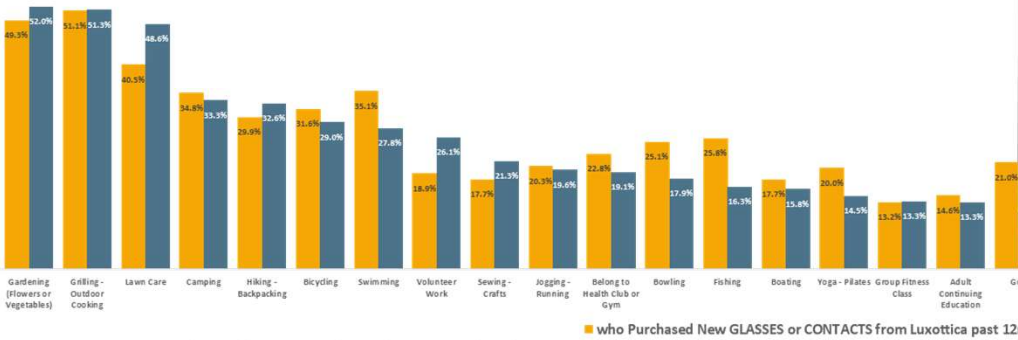
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



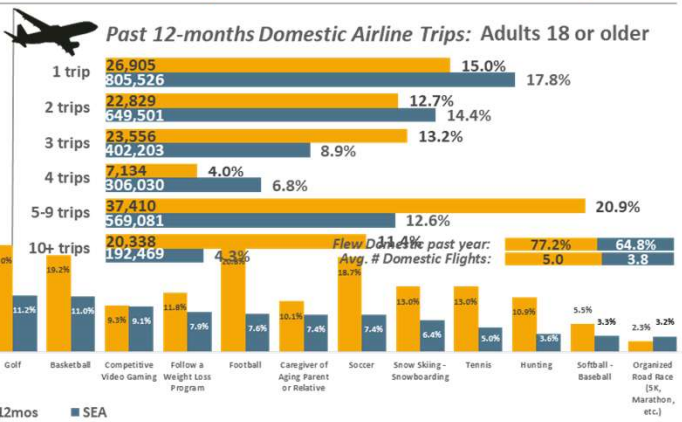
Political Activity: Adults 18 or older



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



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



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 181

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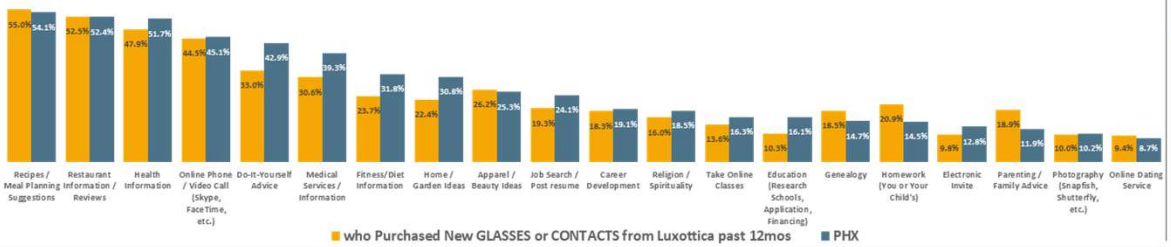
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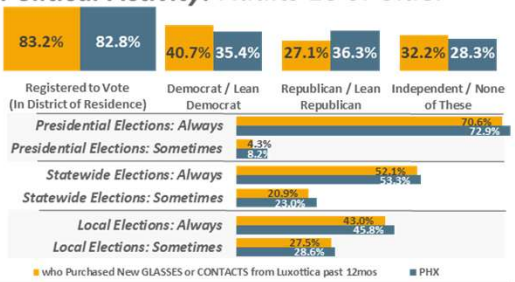
PHX

5.8% or 272,634 of PHX DMA Adults 18 or older Purchased New GLASSES or CONTACTS from Luxottica past... Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos are 23.% less likely to look up D-I-Y advice online, 6.1% less likely to always vote in local elections, 2.4% more likely to belong to a gym, 5.4% more likely to fly domest

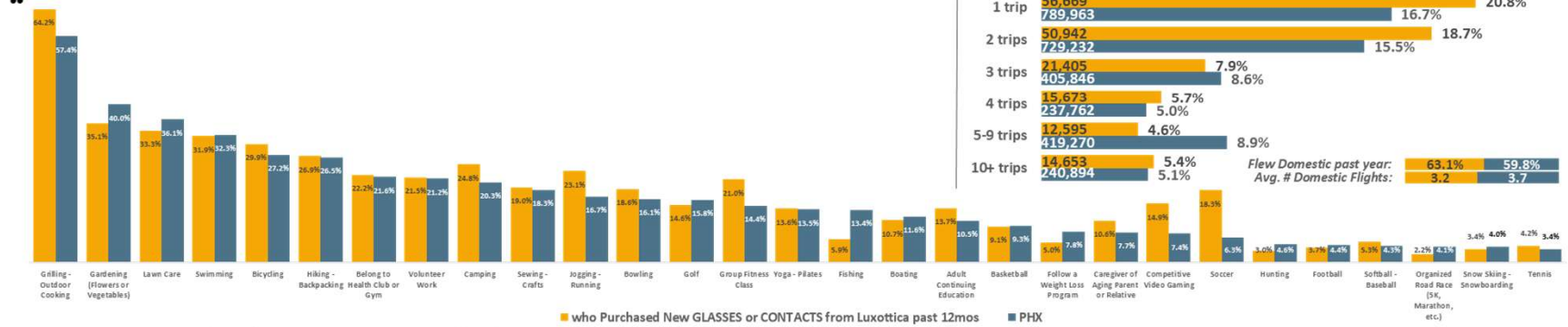
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 151

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LensCrafters · Pearle Vision · Target Optical · EssilorLuxottica — **USA**

5.8% or 15,305,767 of USA Adults 18 or older Purchased New GLASSES or CONTACTS from Luxottica past 12mos. Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos are 7.% more likely to use QSRs past mo., 14.3% more likely to use Sit-Down Restaurants past mo., 30.7% more likely to use Casinos past yr., 12.6% more likely to smoke ciga

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 90.7% 84.8% — 13,889,44 0 — 222,309,9 22

Avg. Monthly QSR Meals: 7.1 — 6.1

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



Total Monthly Sit-Down Restaurant Users: 82.8% 72.4% — 12,668,77 8 — 189,924,0 98

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

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

who Purchased New GLASSES or CONTACTS from... 3,790,623 — 24.8%

USA — 19.8%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



Used Past 30-days: Adults 18 or older



USA *USA Projection* *Scarborough R1 2025: Feb24-Mar25* *Qual Intab* *1,523*

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USA Projection *Scarborough R1 2025: Feb24-Mar25* *Qual Intab* *24,890*

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LensCrafters | Pearle Vision | Target Optical | EssilorLuxottica — CHI

6.4% or 485,420 of CHI DMA Adults 18 or older Purchased New GLASSES or CONTACTS from Luxottica past 12mos. Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos are 8.7% more likely to use QSRs past mo., 21.6% more likely to use Sit-Down Restaurants past mo., 32.1% more likely to use Casinos past yr., 28.4% less likely to smoke cig

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 94.4% 458,141 | 86.9% 6,566,264

Avg. Monthly QSR Meals: 6.4 | 6.5

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



Total Monthly Sit-Down Restaurant Users: 87.6% 425,024 | 72.0% 5,441,044

Avg. Monthly Sit-Down Restaurant Meals: 5.0 | 4.0

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

who Purchased New GLASSES or CONTACTS from... 136,778 28.2%

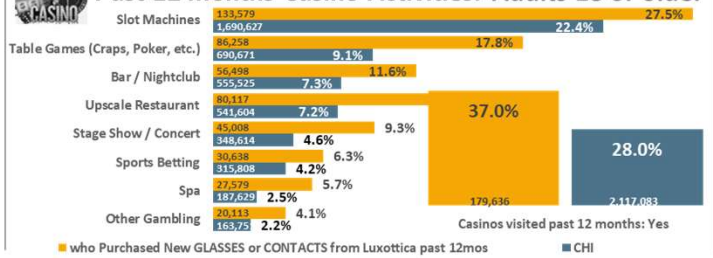
CHI 1,687,560 22.3%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 297

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LensCrafters | Pearle Vision | Target Optical | EssilorLuxottica — WDC

5.% or 283,705 of WDC DMA Adults 18 or older Purchased New GLASSES or CONTACTS from Luxottica past 12mos. Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos are 10.4% more likely to use QSRs past mo., 14.1% more likely to use Sit-Down Restaurants past mo., 50.8% more likely to use Casinos past yr., 6.7% more likely to smoke cig

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 93.3% 264,555 | 84.4% 4,815,920

Avg. Monthly QSR Meals: 7.1 | 5.8

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



Total Monthly Sit-Down Restaurant Users: 83.4% 236,723 | 73.1% 4,169,540

Avg. Monthly Sit-Down Restaurant Meals: 4.7 | 3.8

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

who Purchased New GLASSES or CONTACTS from... 105,952 37.3%

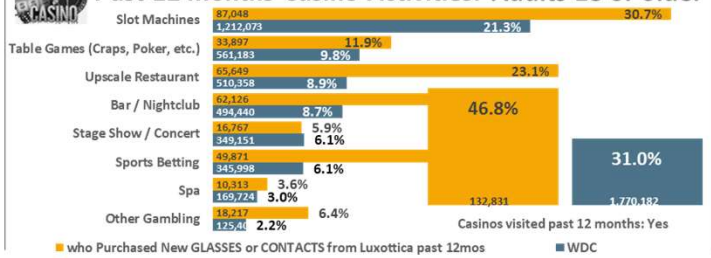
WDC 1,433,053 25.1%

Drank Past 30-days: Adults 18 or older



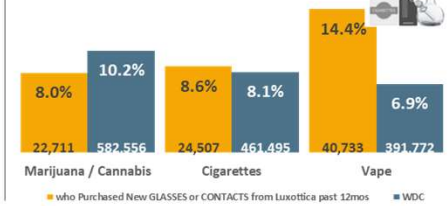
Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older





WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 305

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SEA

4.% or 179,092 of SEA DMA Adults 18 or older Purchased New GLASSES or CONTACTS from Luxottica past 12mos. Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos are 7.9% more likely to use QSRs past mo., 20.3% more likely to use Sit-Down Restaurants past mo., 39.6% more likely to use Casinos past yr., 100.2% more likely to smoke ci

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 87.5% 156,660 | 81.1% 3,661,363

Avg. Monthly QSR Meals: 6.6 | 5.4

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



Total Monthly Sit-Down Restaurant Users: 84.0% 150,419 | 69.8% 3,151,841

Avg. Monthly Sit-Down Restaurant Meals: 4.3 | 3.7

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

who Purchased New GLASSES or CONTACTS from... 65,418 36.5%

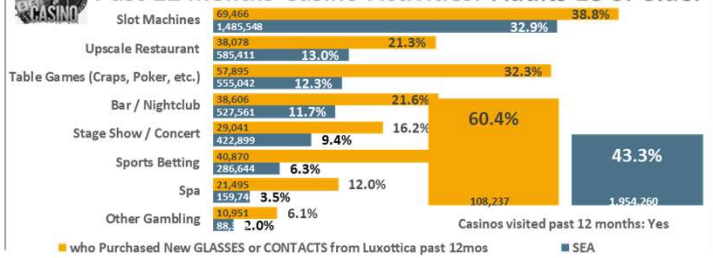
SEA 910,190 20.2%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 181

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PHX

5.8% or 272,634 of PHX DMA Adults 18 or older Purchased New GLASSES or CONTACTS from Luxottica past 12mos. Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos are 4.1% more likely to use QSRs past mo., 7.2% more likely to use Sit-Down Restaurants past mo., 35.1% more likely to use Casinos past yr., .4% less likely to smoke cigare

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 90.0% 86.4% 245,235 4,078,176

Avg. Monthly QSR Meals: 9.8

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



Total Monthly Sit-Down Restaurant Users: 78.7% 73.4% 214,587 3,463,510

Avg. Monthly Sit-Down Restaurant Meals: 4.9 4.1

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

who Purchased New GLASSES or CONTACTS from... 46,902 17.2%

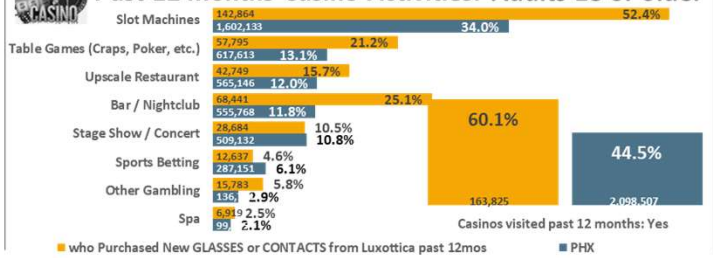
PHX 860,876 18.2%

Drank Past 30-days: Adults 18 or older



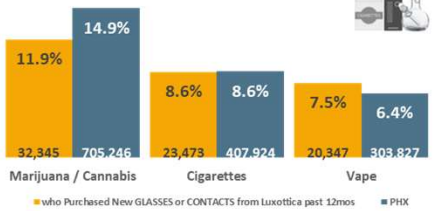
Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older





PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 151

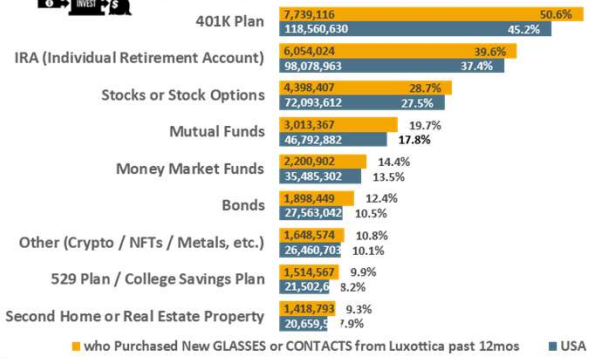
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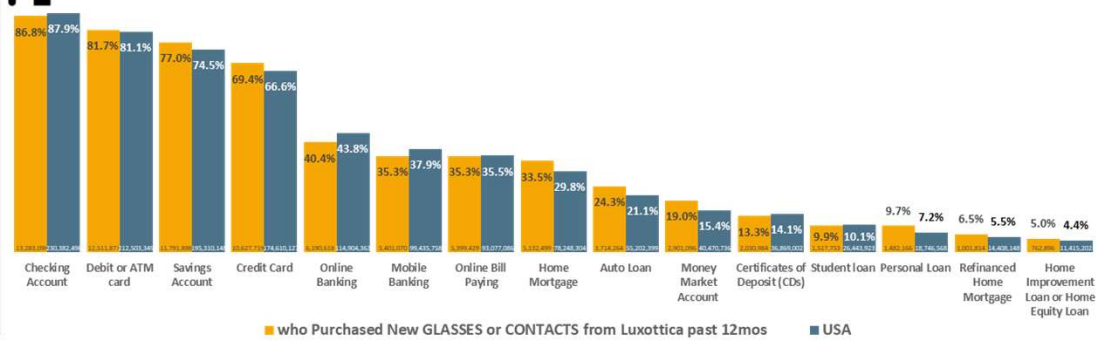
LensCrafters | Pearle Vision | Target Optical | EssilorLuxottica — USA

5.8% or 15,305,767 of USA Adults 18 or older Purchased New GLASSES or CONTACTS from Luxottica past… Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos are 11.8% more likely to have a 401K, 15.3% more likely to have an Auto Loan, 3.2% more likely to Invest/Trade Stocks Online, 3.8% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



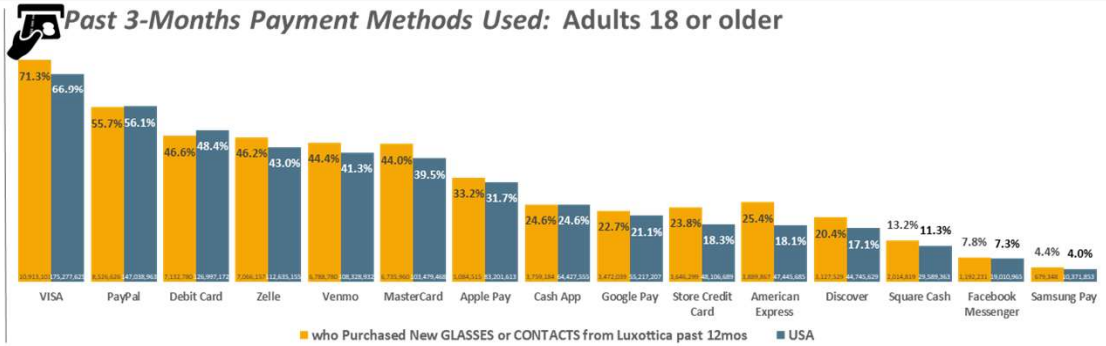
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 1,523

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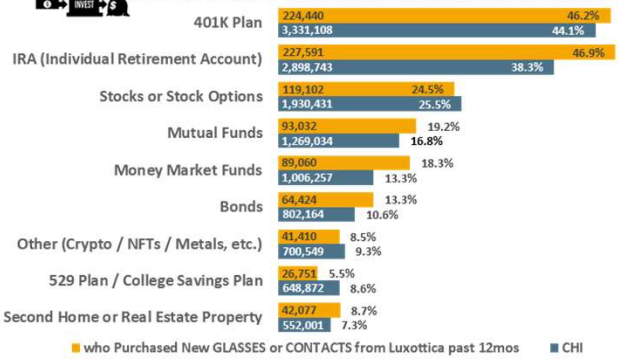
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

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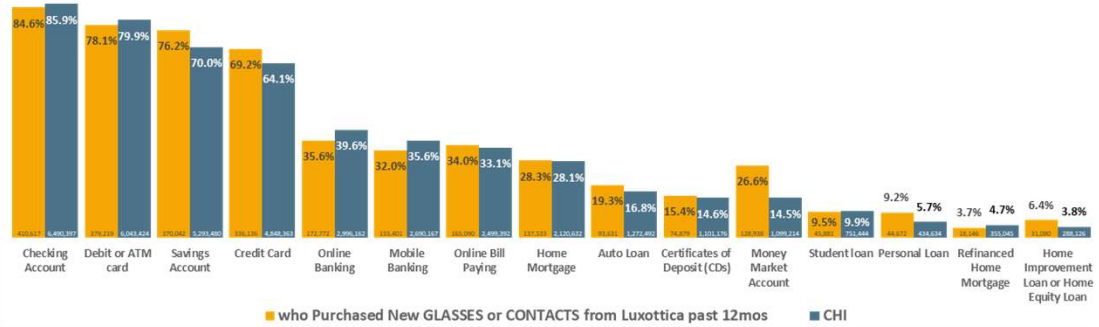
LensCrafters · Pearle Vision · Target Optical · EssilorLuxottica — CHI

6.4% or 485,420 of CHI DMA Adults 18 or older Purchased New GLASSES or CONTACTS from Luxottica past… Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos are 4.9% more likely to have a 401K, 14.6% more likely to have an Auto Loan, 22.6% less likely to Invest/Trade Stocks Online, 16.% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



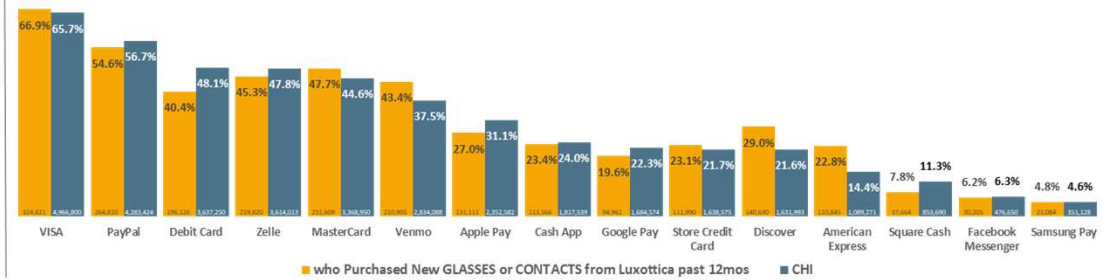
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 297

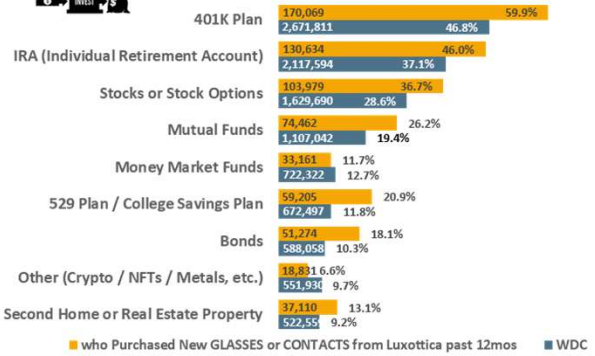
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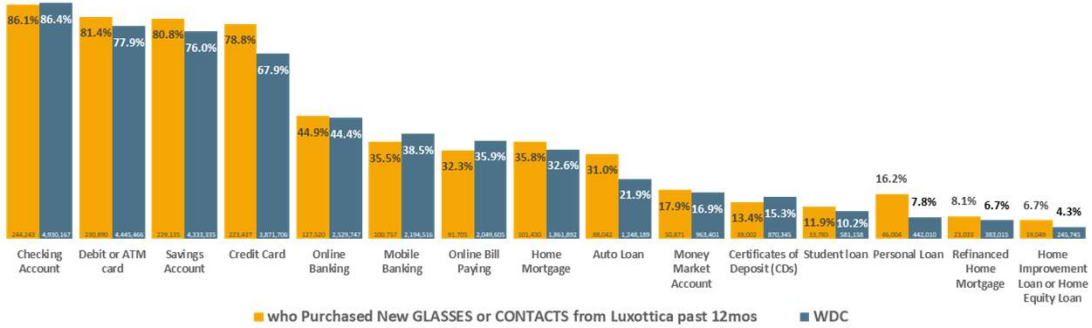
LensCrafters · Pearle Vision · Target Optical · EssilorLuxottica — WDC

5.% or 283,705 of WDC DMA Adults 18 or older Purchased New GLASSES or CONTACTS from Luxottica past… Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos are 28.% more likely to have a 401K, 41.8% more likely to have an Auto Loan, 54.9% more likely to Invest/Trade Stocks Online, 4.1% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



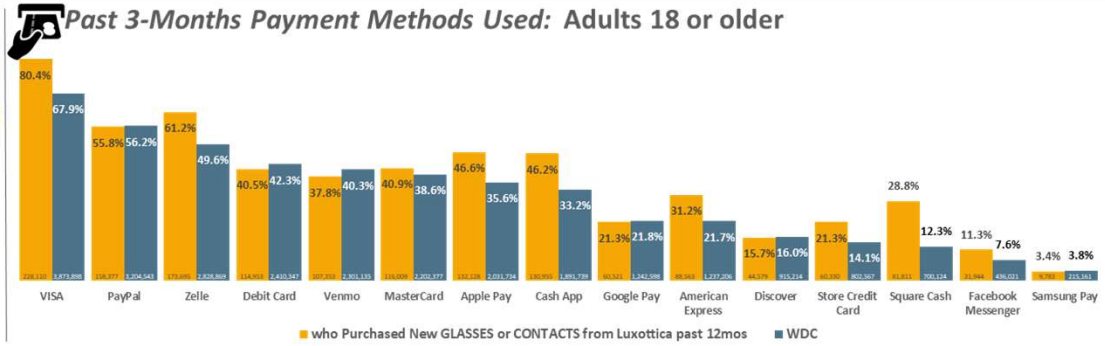
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 305

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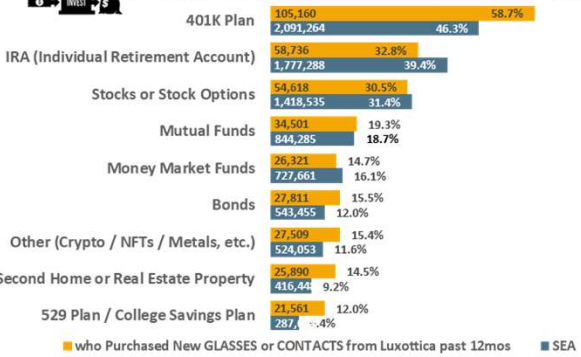
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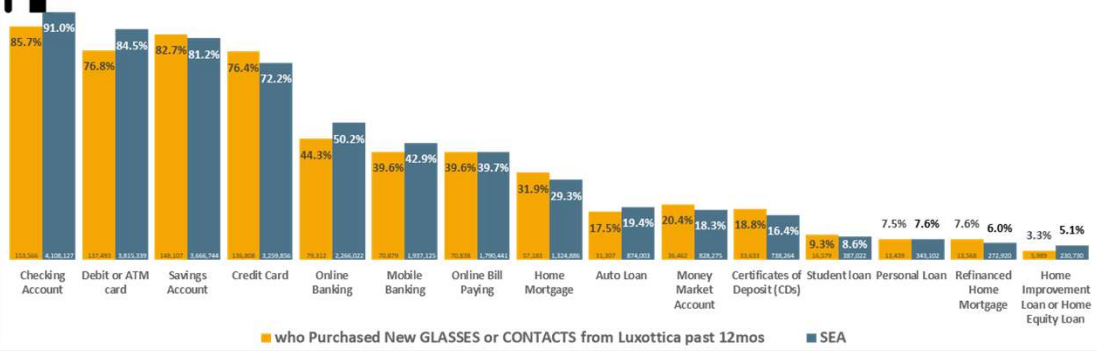
SEA

4.% or 179,092 of SEA DMA Adults 18 or older Purchased New GLASSES or CONTACTS from Luxottica past… Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos are 26.8% more likely to have a 401K, 9.7% less likely to have an Auto Loan, .2% less likely to Invest/Trade Stocks Online, 17.8% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



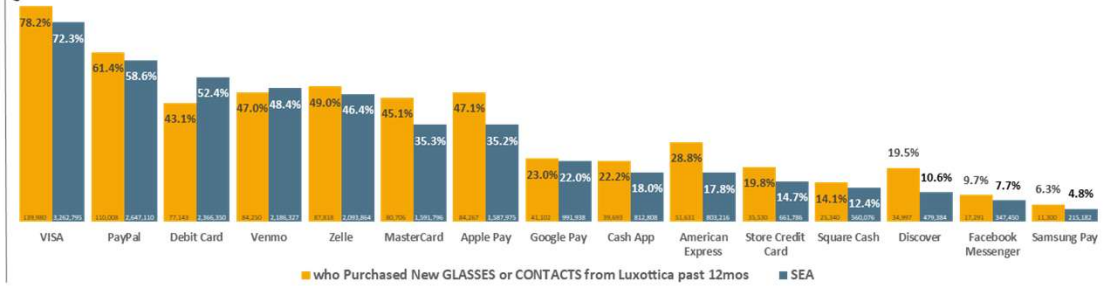
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 181

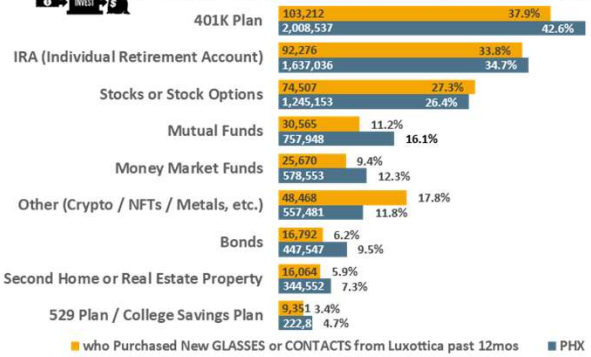
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(Stores bought glasses/contacts for self past 12 months: LensCrafters OR Stores bought glasses/contacts for self past 12 months: Pearle Vision OR Stores bought glasses/contacts for self past 12 months: Target Optical)

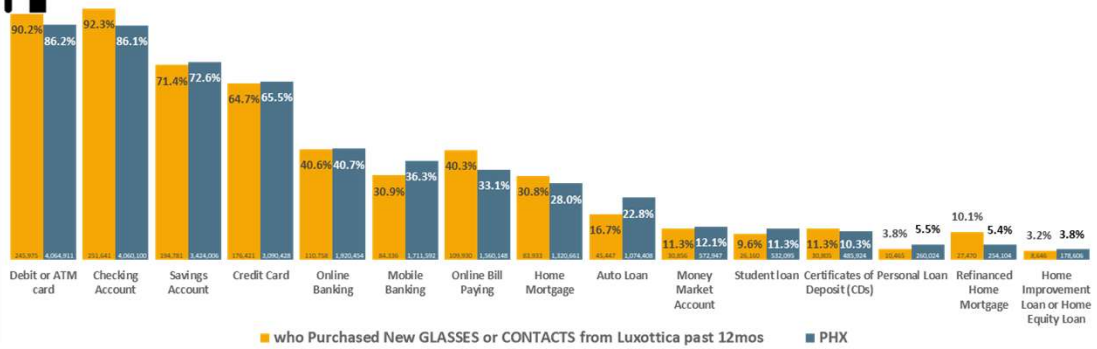
LensCrafters · Pearle Vision · Target Optical · EssilorLuxottica — **PHX**

5.8% or 272,634 of PHX DMA Adults 18 or older Purchased New GLASSES or CONTACTS from Luxottica past... Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos are 11.1% less likely to have a 401K, 26.8% less likely to have an Auto Loan, 4.8% less likely to Invest/Trade Stocks Online, 4.7% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



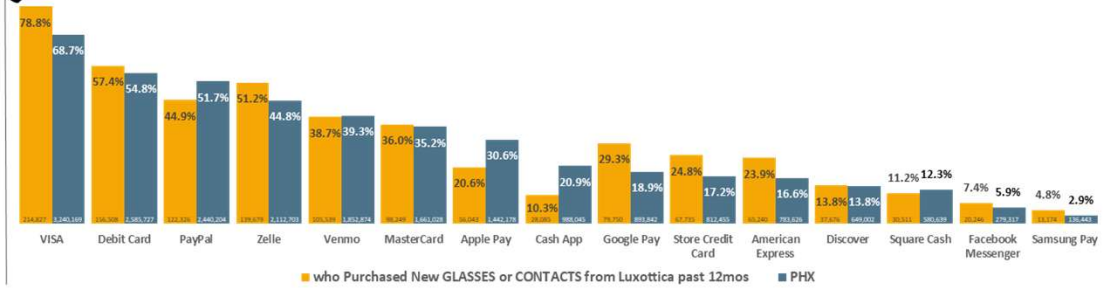
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 151

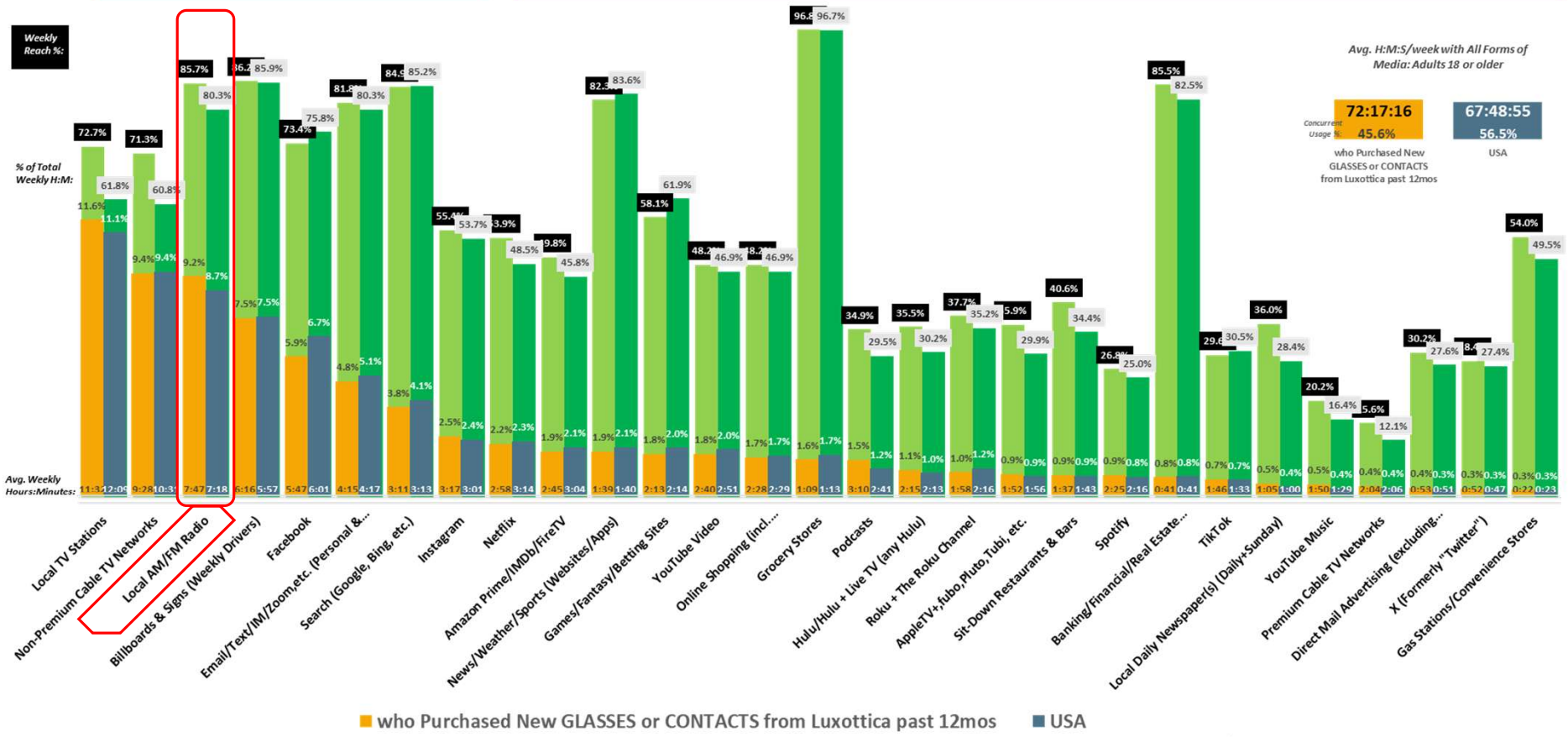
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LensCrafters · Pearle Vision · Target Optical · EssilorLuxottica — USA

Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos spend an average of 3 days, 0 hours, 17 minutes and 16 seconds each week with All Forms of Media.

85.7% of Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos spend an avg. of 7 hours and 47 minutes each week listening to All Local AM/FM Radio, representing 9.2% of total time spent with all forms of Media.



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 1,523 USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

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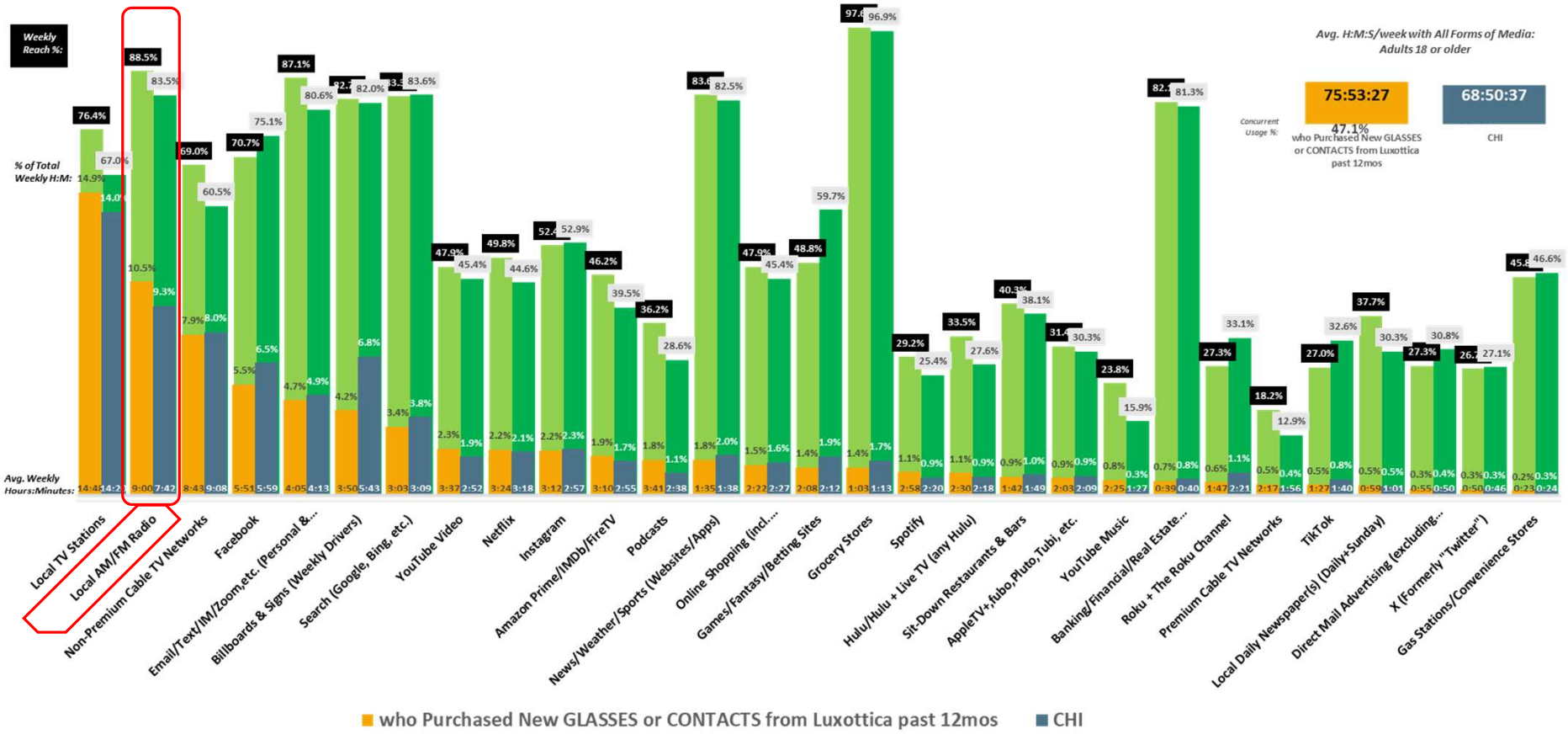
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(Stores bought glasses/contacts for self past 12 months: LensCrafters OR Stores bought glasses/contacts for self past 12 months: Pearle Vision OR Stores bought glasses/contacts for self past 12 months: Target Optical)

LensCrafters · Pearle Vision · Target Optical · EssilorLuxottica — CHI

Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos spend an average of 3 days, 3 hours, 53 minutes and 27 seconds each week with All Forms of Media.

88.5% of Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos spend an avg. of 9 hours and 0 minutes each week listening to All Local AM/FM Radio, representing 10.5% of total time spent with all forms of Media.

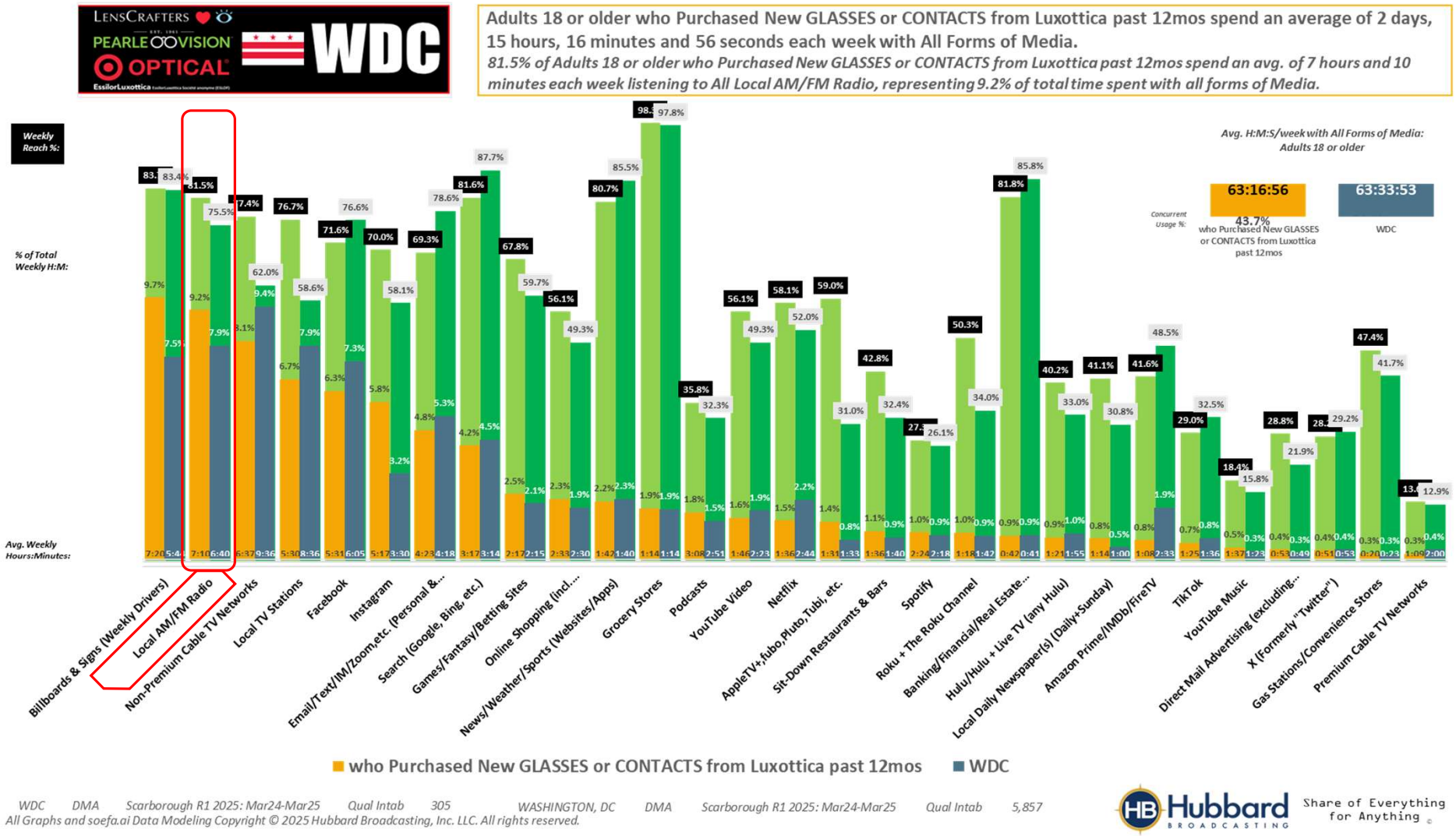


CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 297 CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,846

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(Stores bought glasses/contacts for self past 12 months: LensCrafters OR Stores bought glasses/contacts for self past 12 months: Pearle Vision OR Stores bought glasses/contacts for self past 12 months: Target Optical)



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 305 WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 5,857

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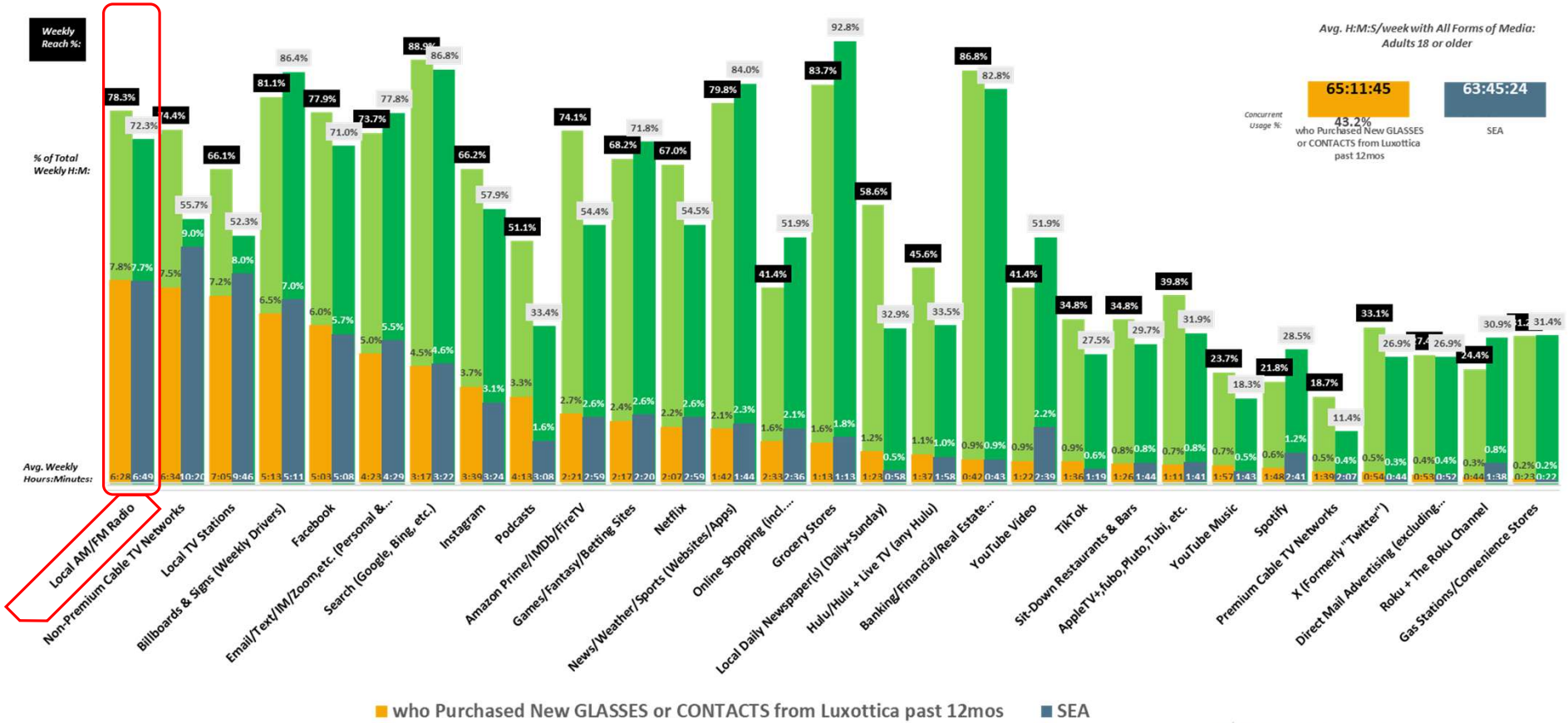
(Stores bought glasses/contacts for self past 12 months: LensCrafters OR Stores bought glasses/contacts for self past 12 months: Pearle Vision OR Stores bought glasses/contacts for self past 12 months: Target Optical)

LensCrafters · Pearle Vision · Target Optical · EssilorLuxottica

SEA

Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos spend an average of 2 days, 17 hours, 11 minutes and 45 seconds each week with All Forms of Media.

78.3% of Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos spend an avg. of 6 hours and 28 minutes each week listening to All Local AM/FM Radio, representing 7.8% of total time spent with all forms of Media.



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 181 SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,920

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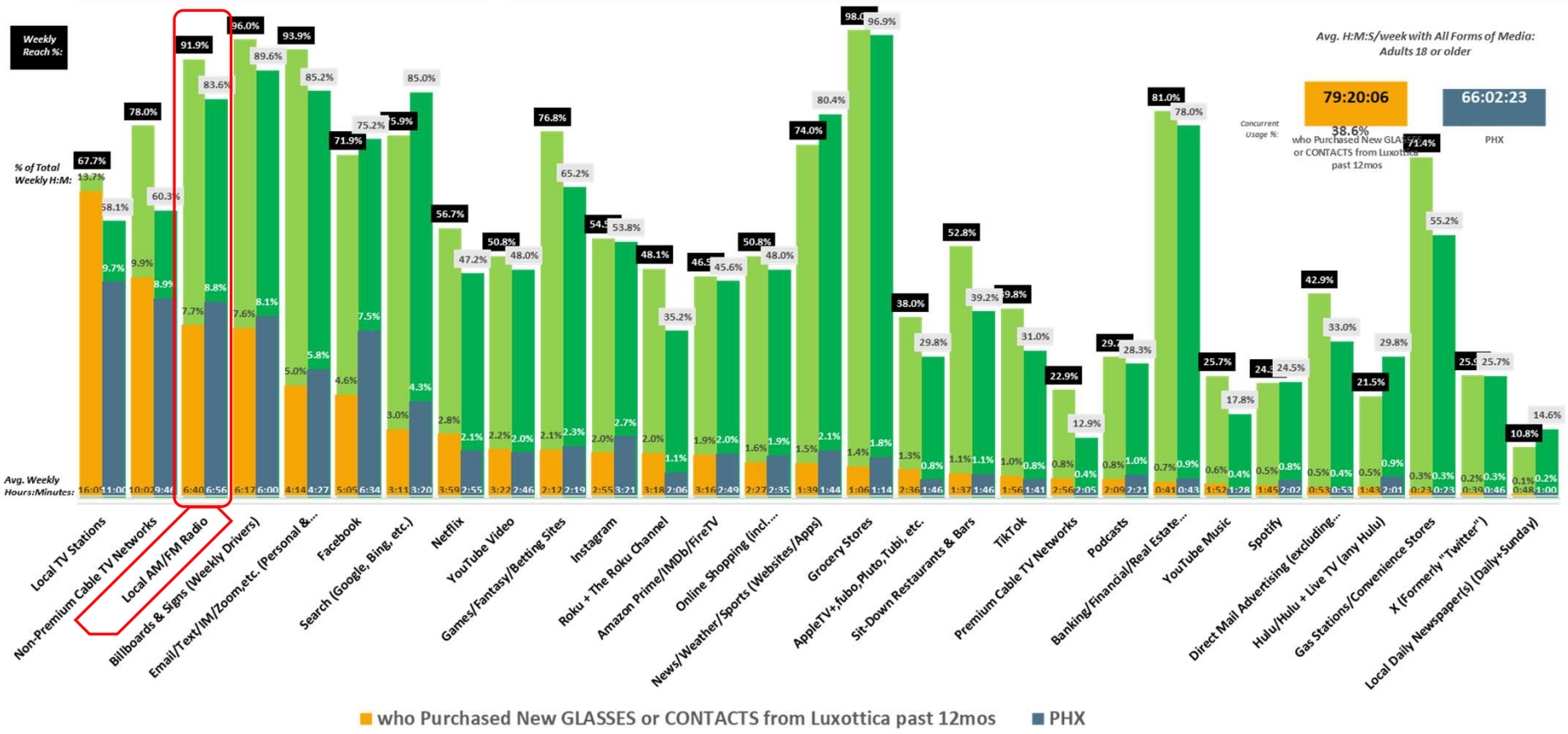
(Stores bought glasses/contacts for self past 12 months: LensCrafters OR Stores bought glasses/contacts for self past 12 months: Pearle Vision OR Stores bought glasses/contacts for self past 12 months: Target Optical)

LensCrafters · Pearle Vision · Target Optical · EssilorLuxottica

PHX

Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos spend an average of 3 days, 7 hours, 20 minutes and 6 seconds each week with All Forms of Media.

91.9% of Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos spend an avg. of 6 hours and 40 minutes each week listening to All Local AM/FM Radio, representing 7.7% of total time spent with all forms of Media.



PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 151 PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 2,461

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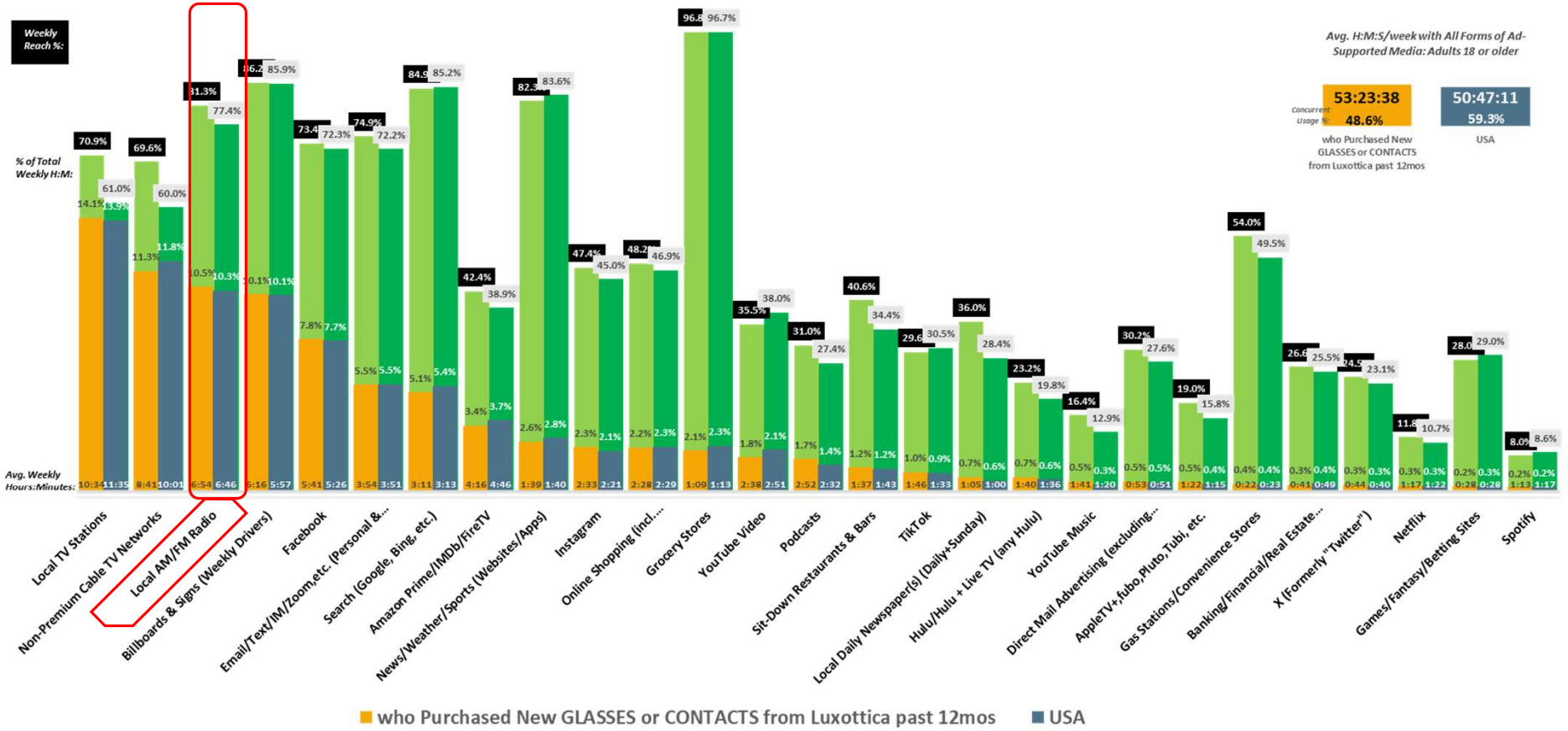
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Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos spend an average of 2 days, 5 hours, 23 minutes and 38 seconds each week with All Forms of Ad-Supported Media.

81.3% of Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos spend an avg. of 6 hours and 54 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.5% of total time spent with all forms of Ad-Supporte

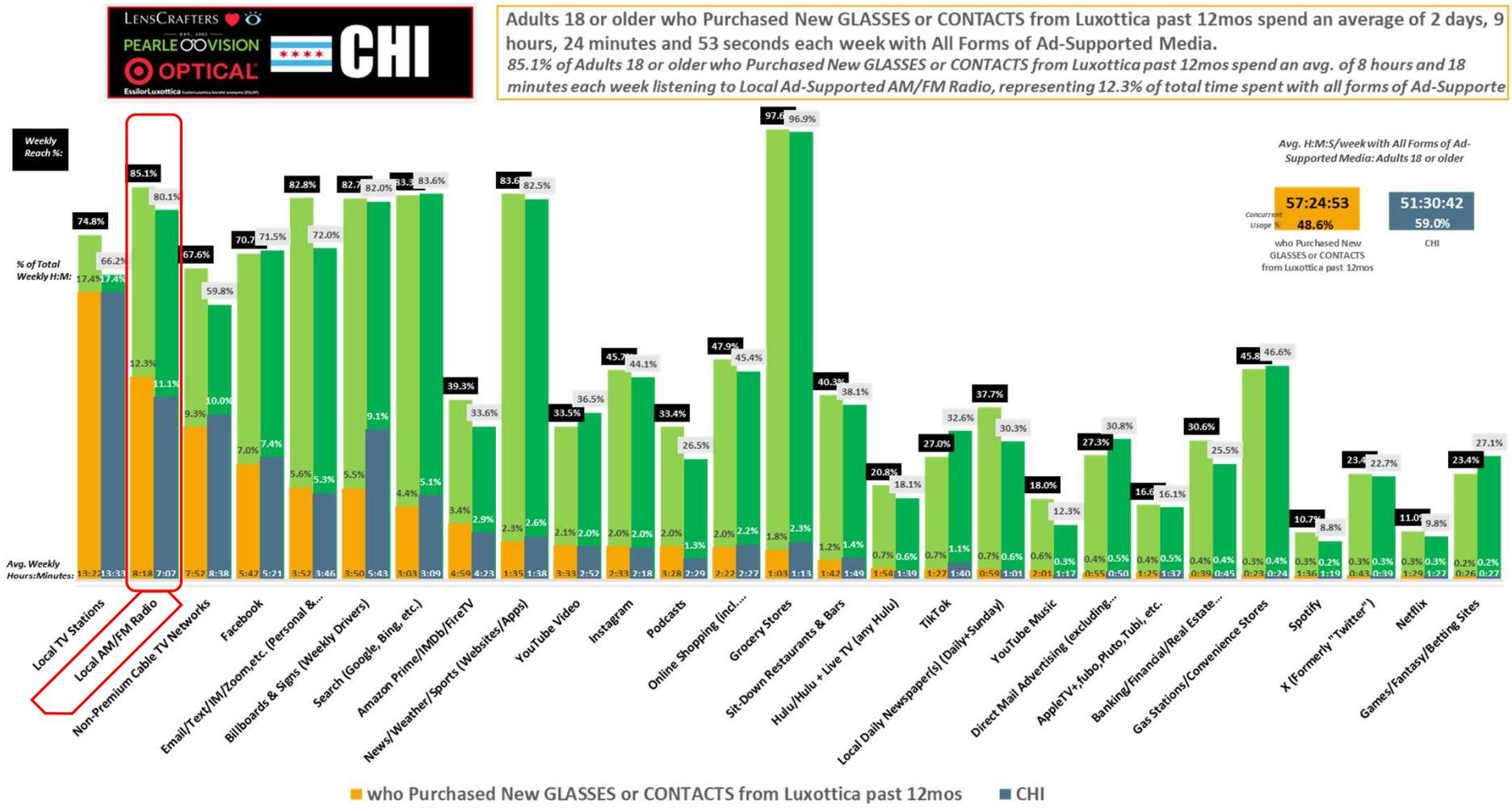


USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 1,523 USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

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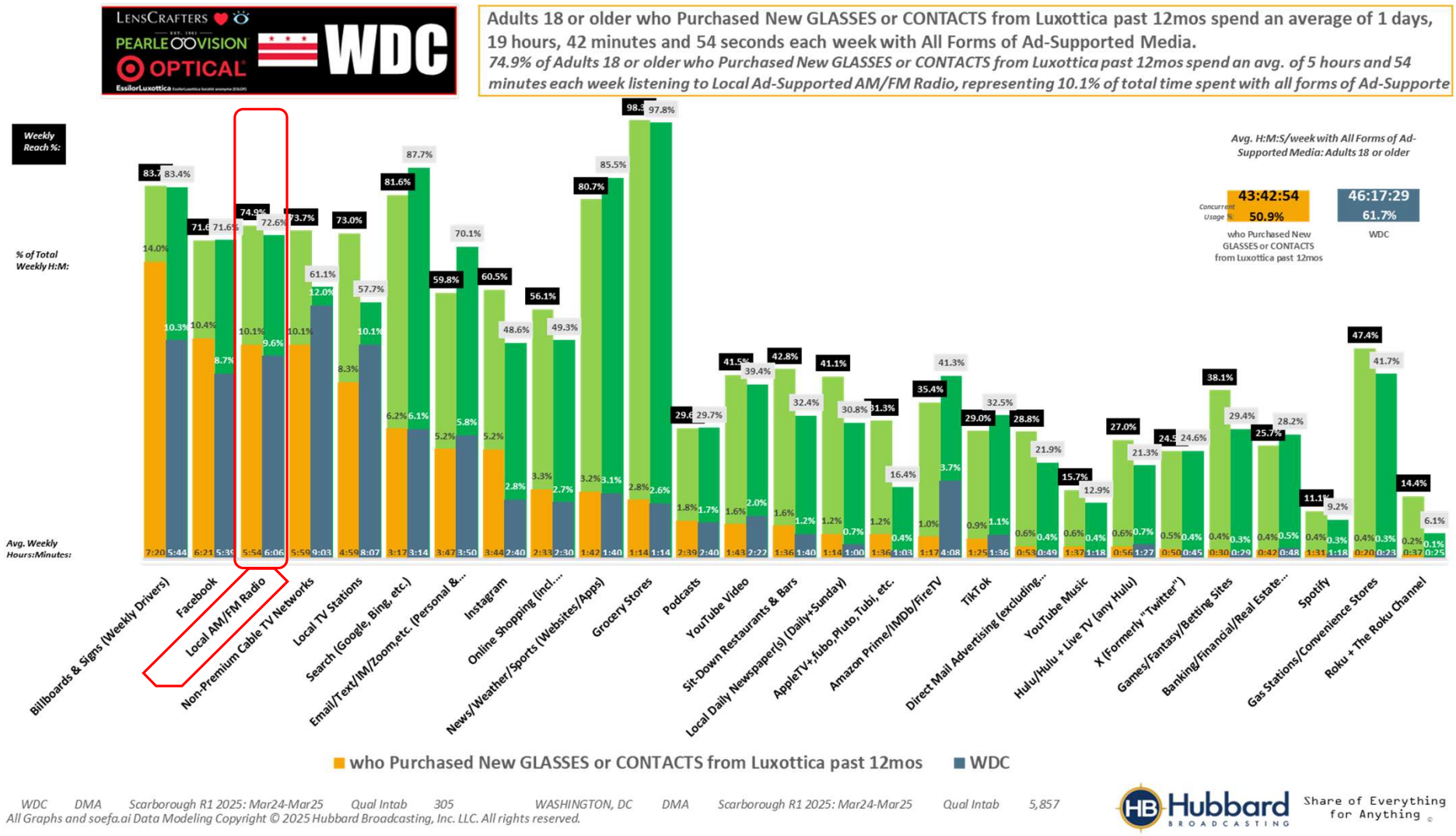


CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 297 CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,846

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WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 305 WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 5,857

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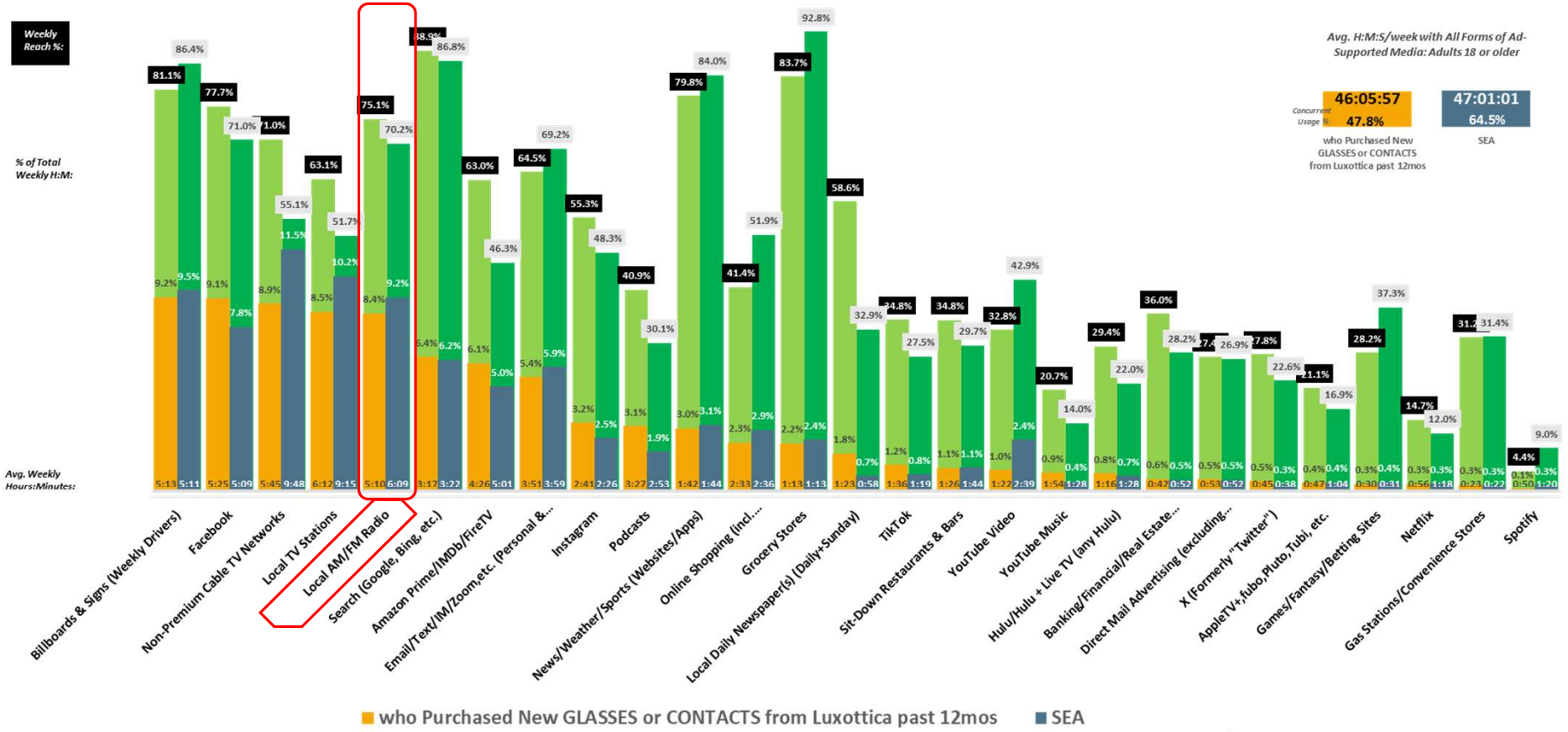
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LensCrafters · Pearle Vision · Target Optical · EssilorLuxottica — **SEA**

Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos spend an average of 1 days, 22 hours, 5 minutes and 57 seconds each week with All Forms of Ad-Supported Media.

75.1% of Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos spend an avg. of 5 hours and 10 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 8.4% of total time spent with all forms of Ad-Supported

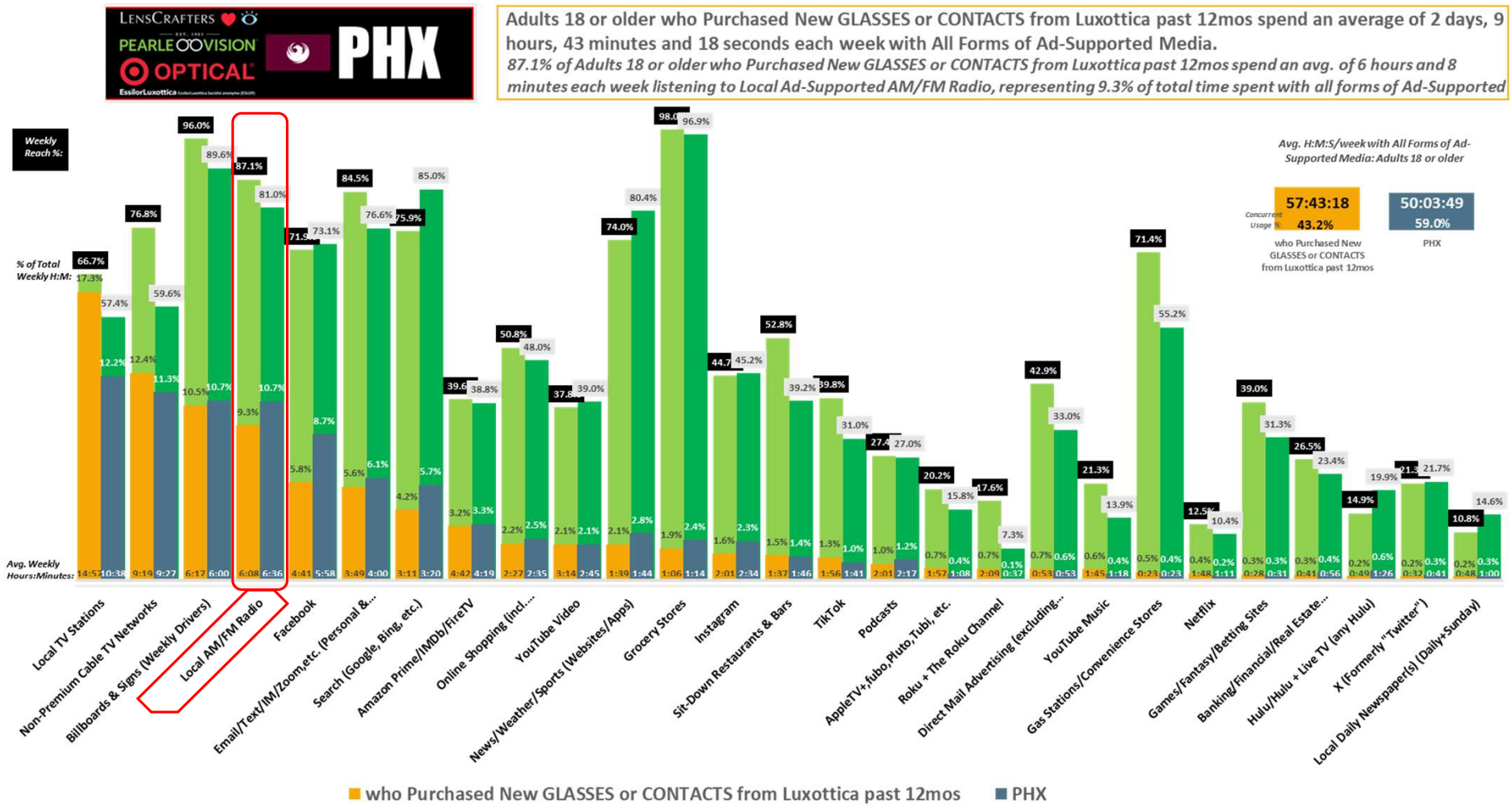


SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 181 SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,920

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PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 151 PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 2,461

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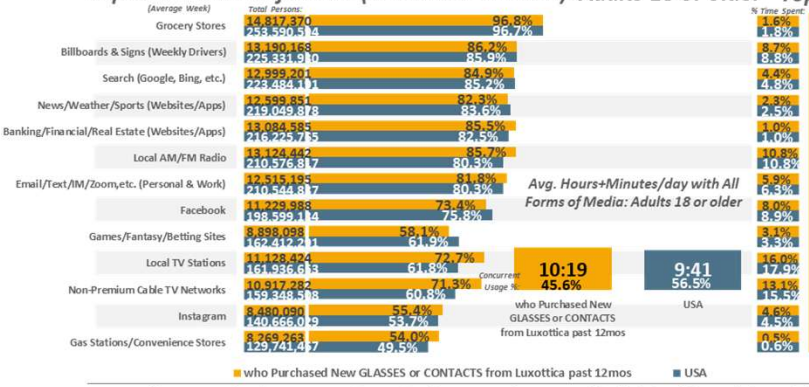
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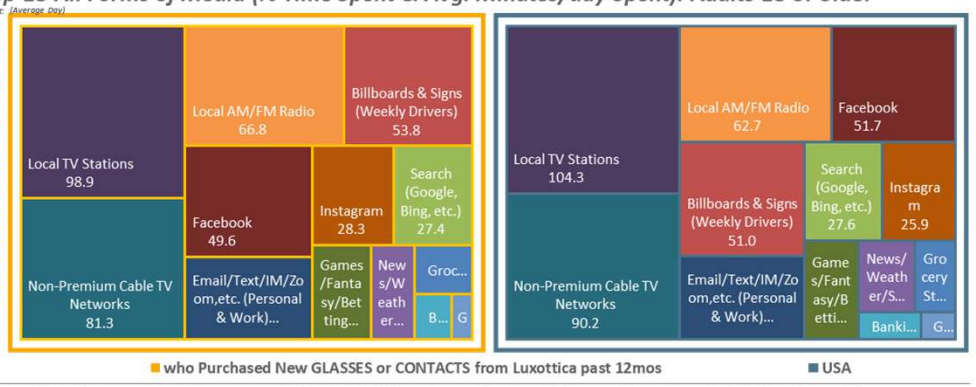
(Stores bought glasses/contacts for self past 12 months: LensCrafters OR Stores bought glasses/contacts for self past 12 months: Pearle Vision OR Stores bought glasses/contacts for self past 12 months: Target Optical)

LensCrafters · Pearle Vision · Target Optical · USA

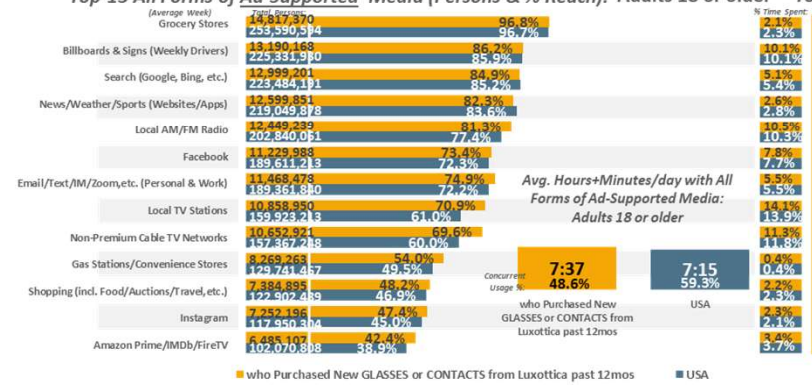
Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos spend an average of 7 hours and 37 minutes each day with All Forms of Ad-Supported Media. 81.3% listen to Local AM/FM Radio for an avg. of 59.2 minutes/day. *(Local Radio delivers 10.5% of Time with Ad-Supported Media.)*

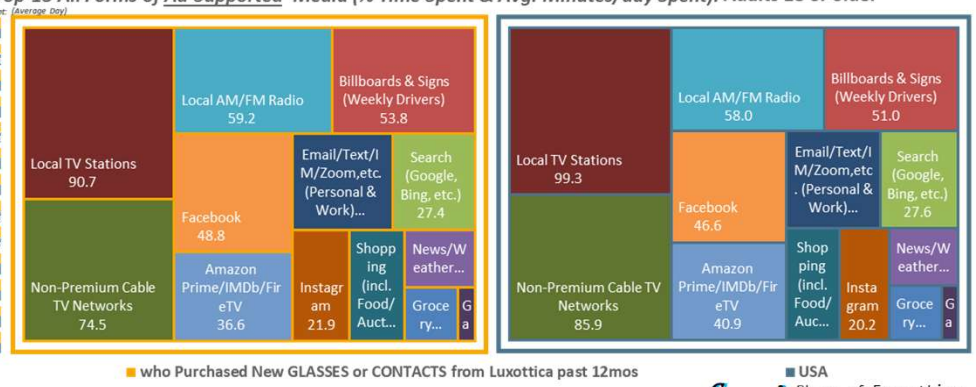
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older





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





USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 1,523

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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

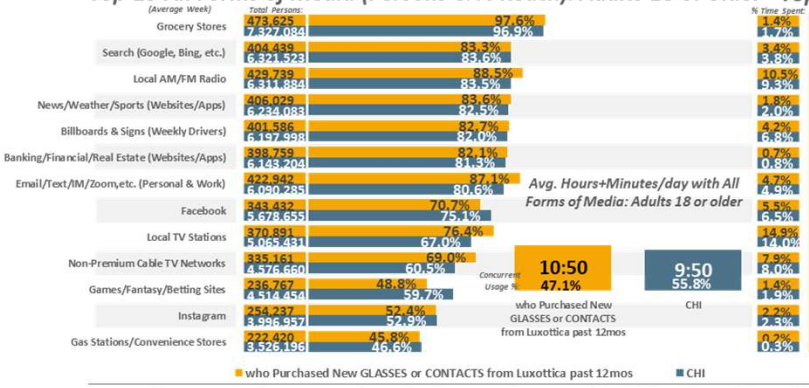
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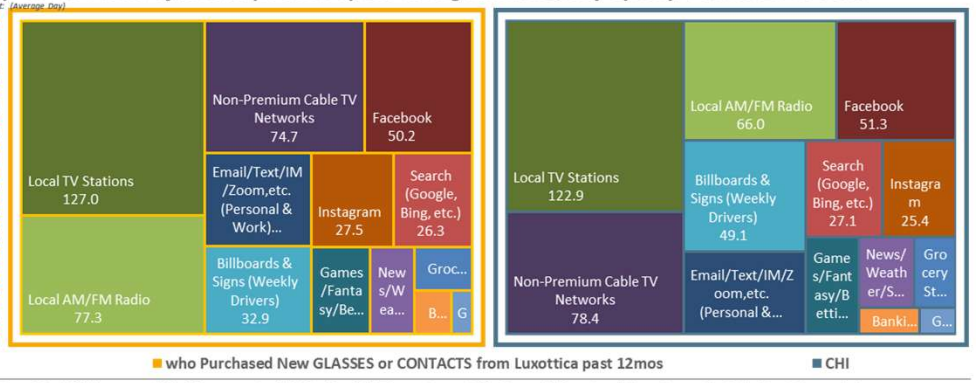
LensCrafters · Pearle Vision · Target Optical — CHI

Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos spend an average of 8 hours and 12 minutes each day with All Forms of Ad-Supported Media. 85.1% listen to Local AM/FM Radio for an avg. of 71.2 minutes/day. *(Local Radio delivers 12.3% of Time with Ad-Supported Media.)*

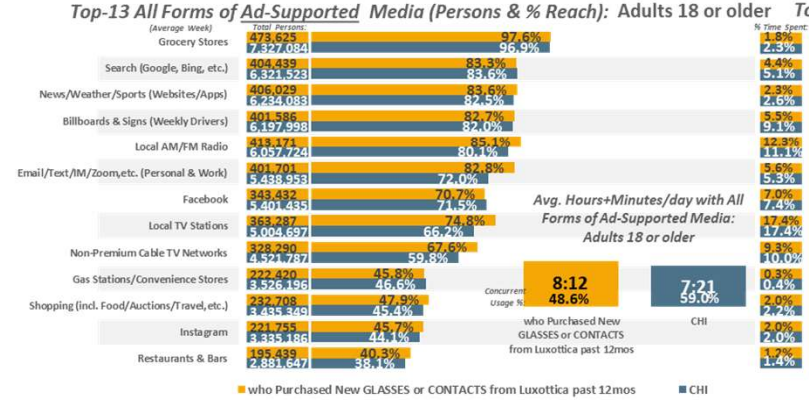
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



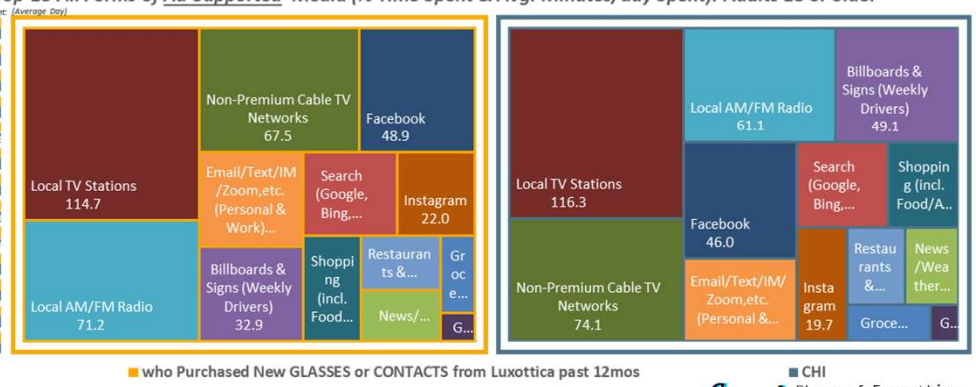
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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



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



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 297

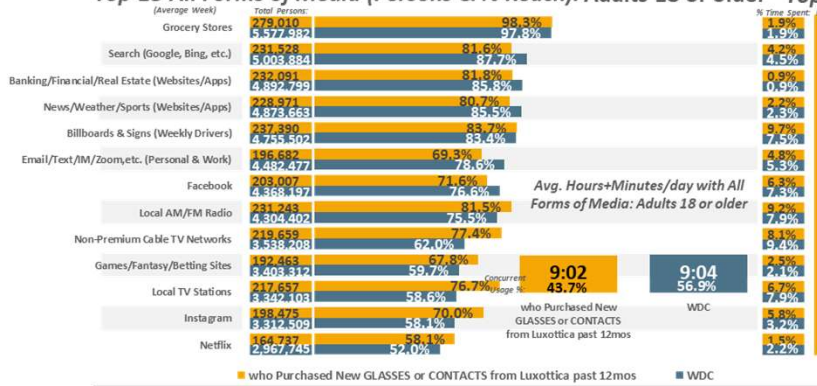
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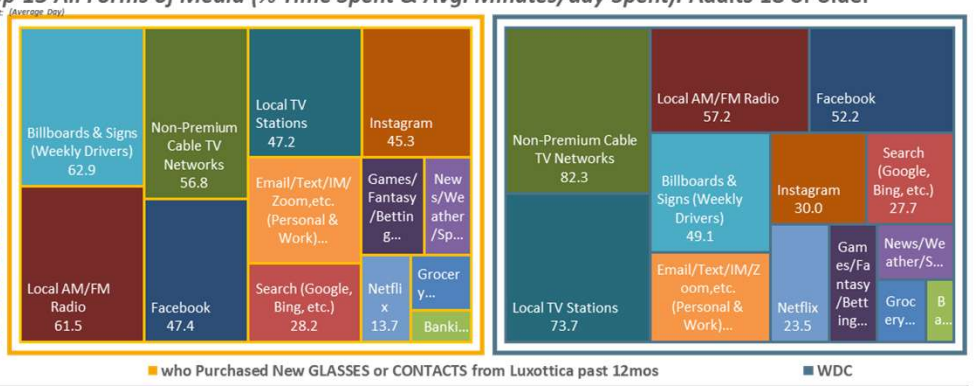
(Stores bought glasses/contacts for self past 12 months: LensCrafters OR Stores bought glasses/contacts for self past 12 months: Pearle Vision OR Stores bought glasses/contacts for self past 12 months: Target Optical)

Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos spend an average of 6 hours and 14 minutes each day with All Forms of Ad-Supported Media. 74.9% listen to Local AM/FM Radio for an avg. of 50.7 minutes/day. *(Local Radio delivers 10.1% of Time with Ad-Supported Media.)*

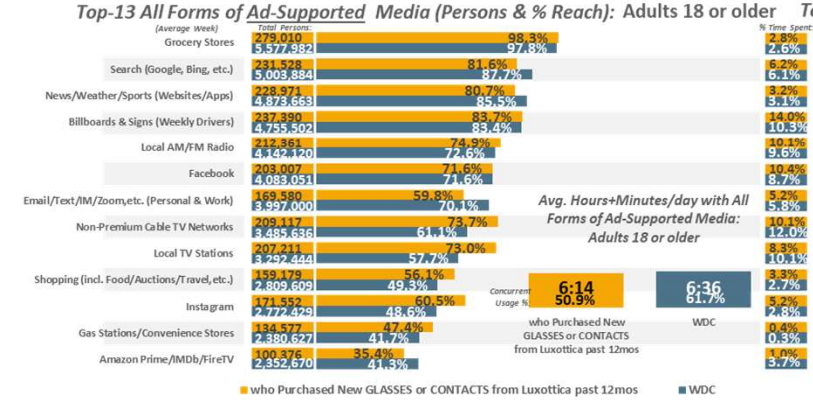
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



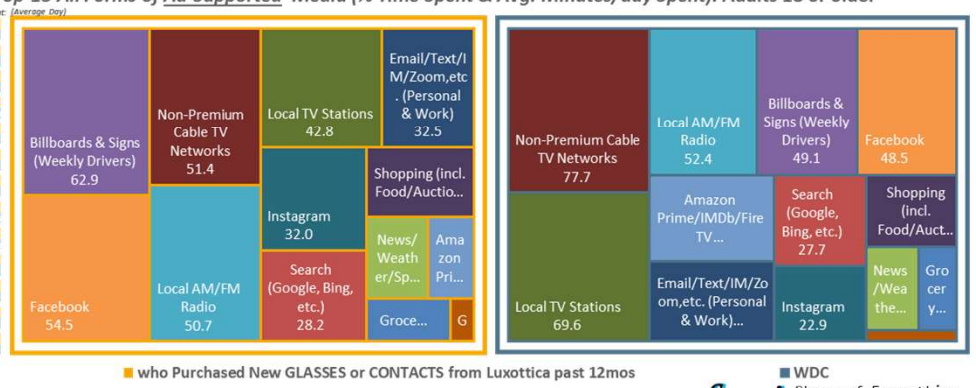
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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



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



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 305

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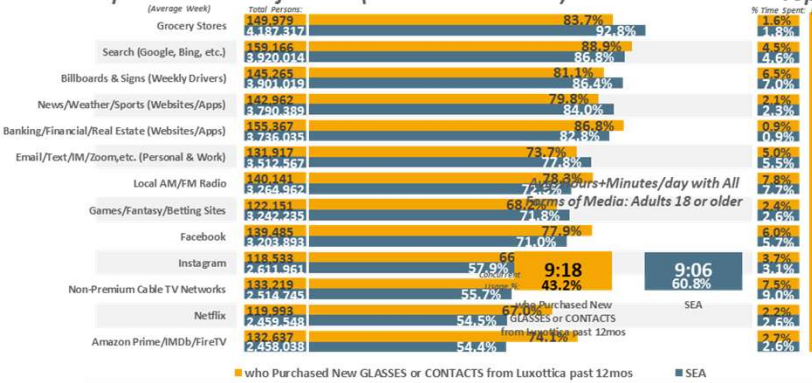
(Stores bought glasses/contacts for self past 12 months: LensCrafters OR Stores bought glasses/contacts for self past 12 months: Pearle Vision OR Stores bought glasses/contacts for self past 12 months: Target Optical)

LensCrafters · Pearle Vision · Target Optical · EssilorLuxottica

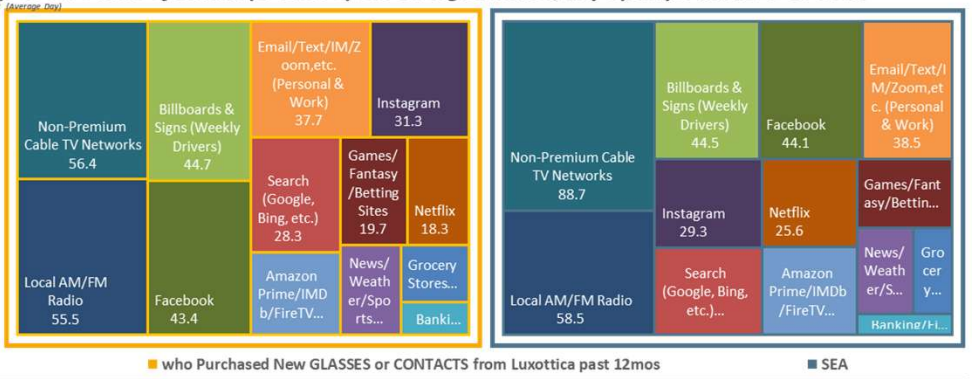
SEA

Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos spend an average of 6 hours and 35 minutes each day with All Forms of Ad-Supported Media. 75.1% listen to Local AM/FM Radio for an avg. of 44.3 minutes/day. *(Local Radio delivers 8.4% of Time with Ad-Supported Media.)*

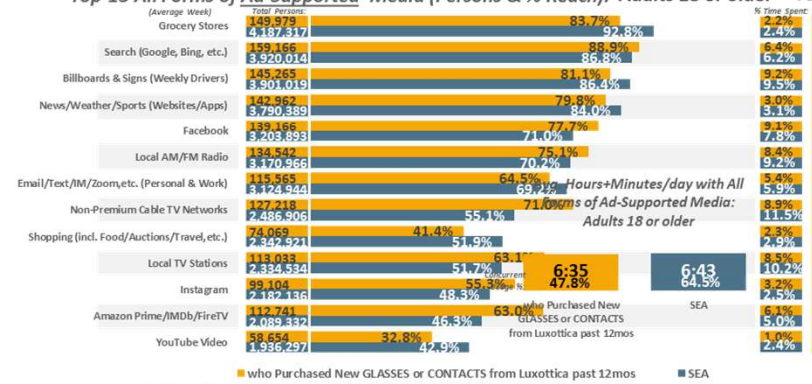
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



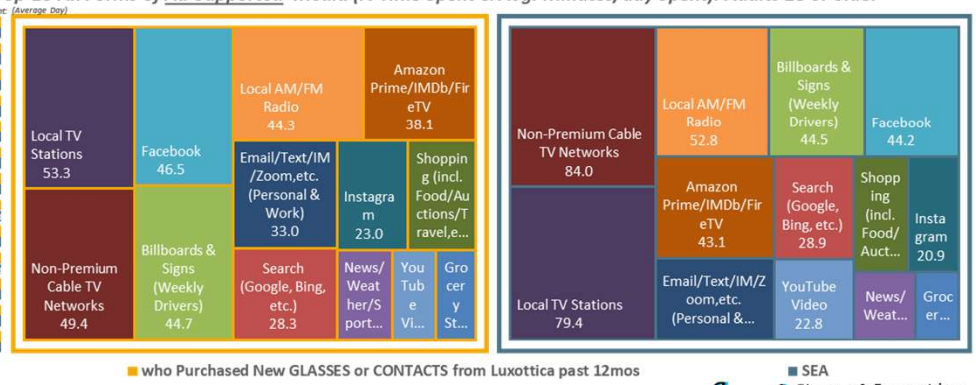
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 181

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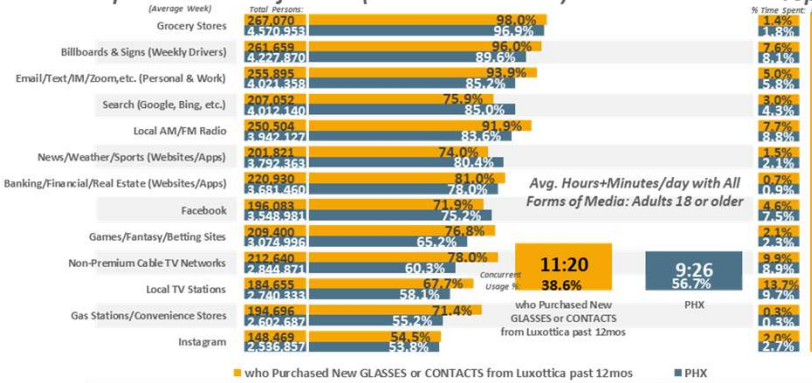
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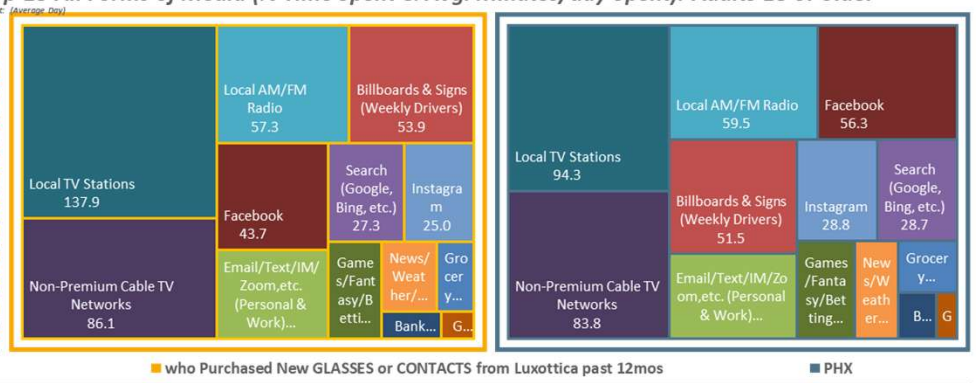
(Stores bought glasses/contacts for self past 12 months: LensCrafters OR Stores bought glasses/contacts for self past 12 months: Pearle Vision OR Stores bought glasses/contacts for self past 12 months: Target Optical)

LensCrafters · Pearle Vision · Target Optical · Essilor Luxottica — **PHX**

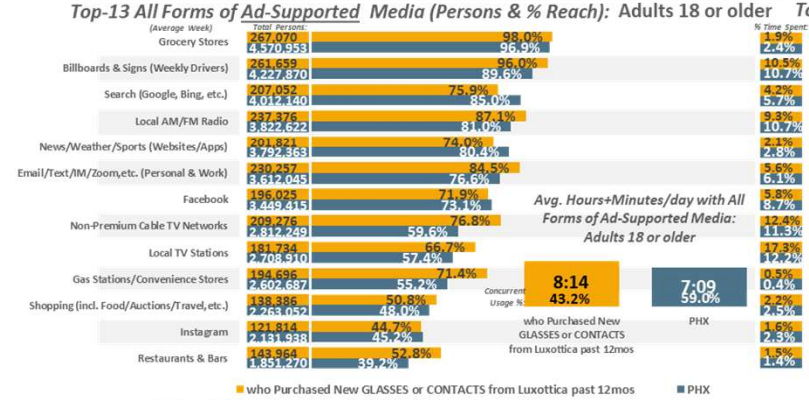
Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos spend an average of 8 hours and 14 minutes each day with All Forms of Ad-Supported Media. 87.1% listen to Local AM/FM Radio for an avg. of 52.6 minutes/day. *(Local Radio delivers 9.3% of Time with Ad-Supported Media.)*

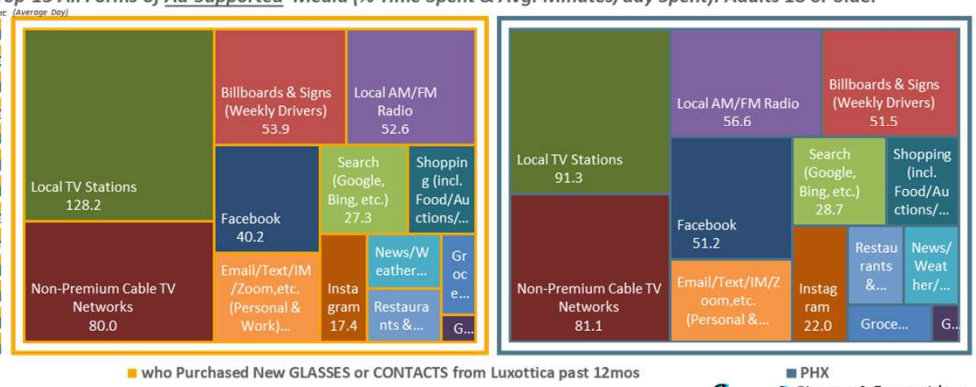
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older





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





PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 151

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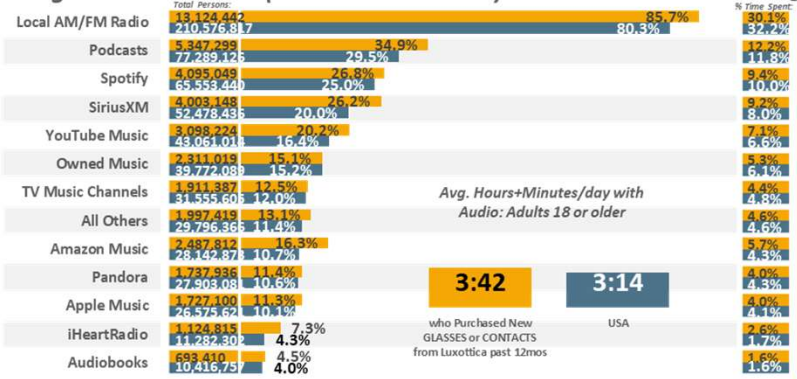
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(Stores bought glasses/contacts for self past 12 months: LensCrafters OR Stores bought glasses/contacts for self past 12 months: Pearle Vision OR Stores bought glasses/contacts for self past 12 months: Target Optical)

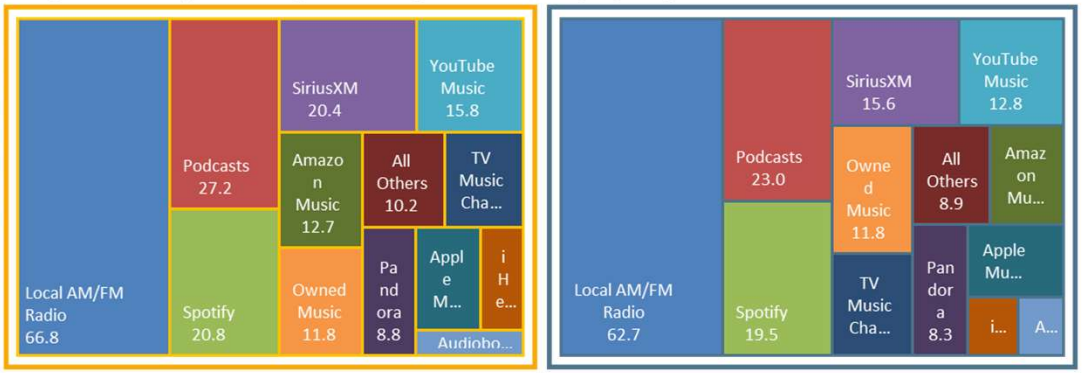
LensCrafters · Pearle Vision · Target Optical · USA

12,449,239 or 81.3% of Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 59.2 minutes every day representing 38.7% of all time spent daily with Ad-Supported Audio.

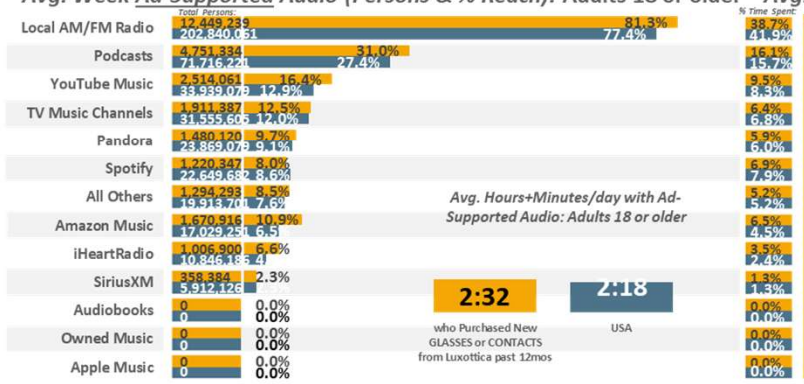
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



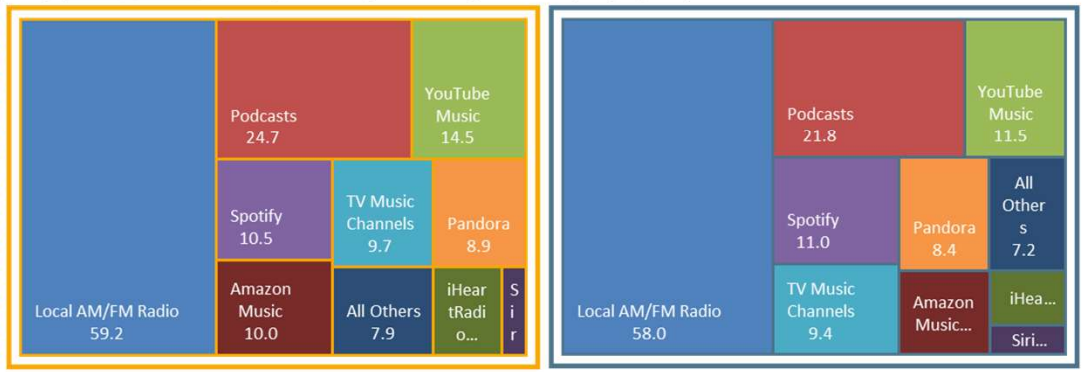
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 1,523

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Scarborough R1 2025: Feb24-Mar25 USA Projection

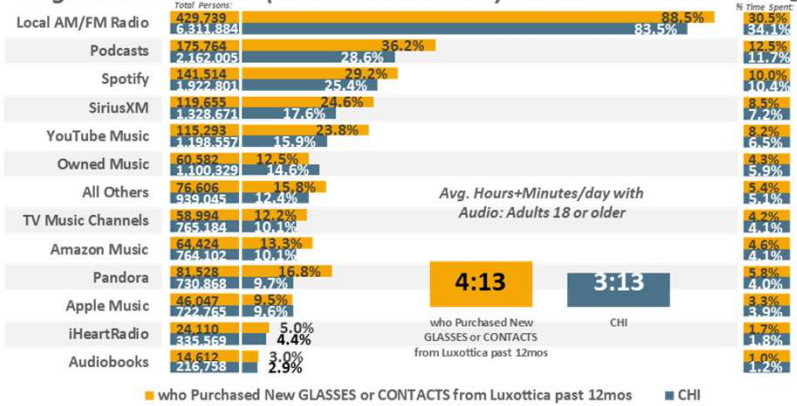
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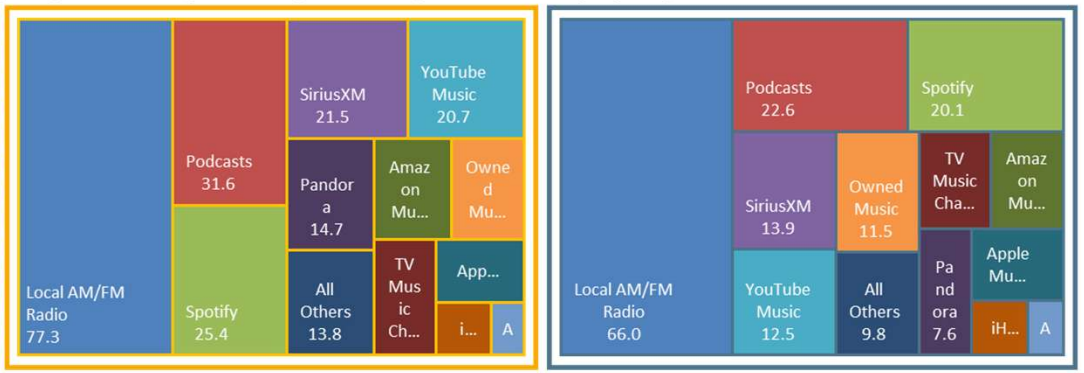
LensCrafters · Pearle Vision · Target Optical · CHI

413,171 or 85.1% of Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 71.2 minutes every day representing 38.5% of all time spent daily with Ad-Supported Audio.

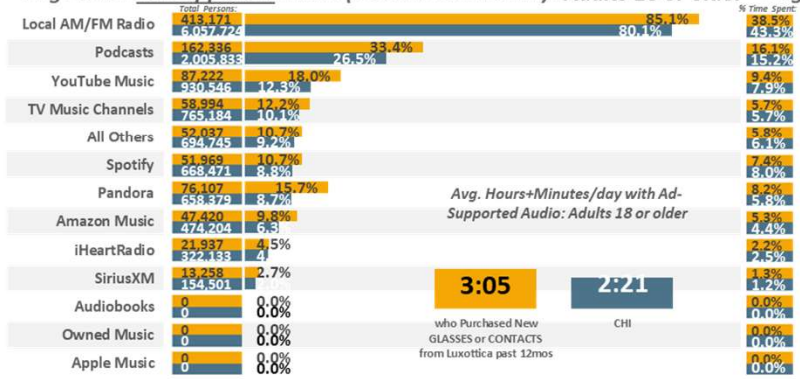
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



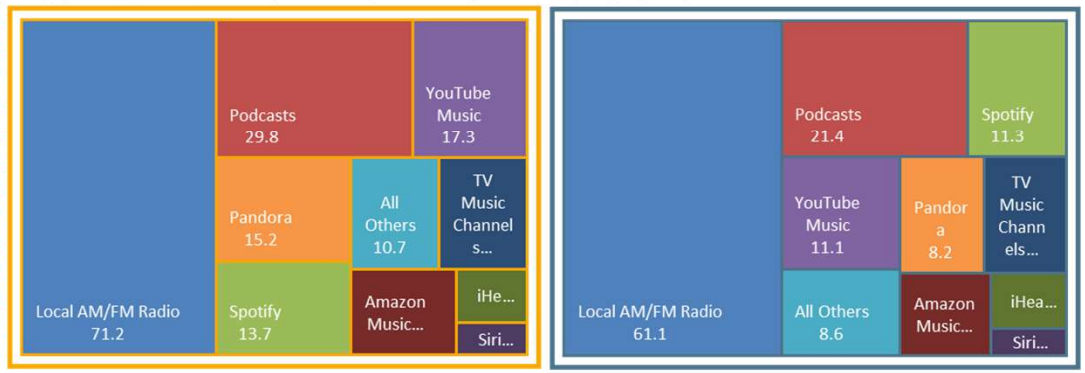
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 297

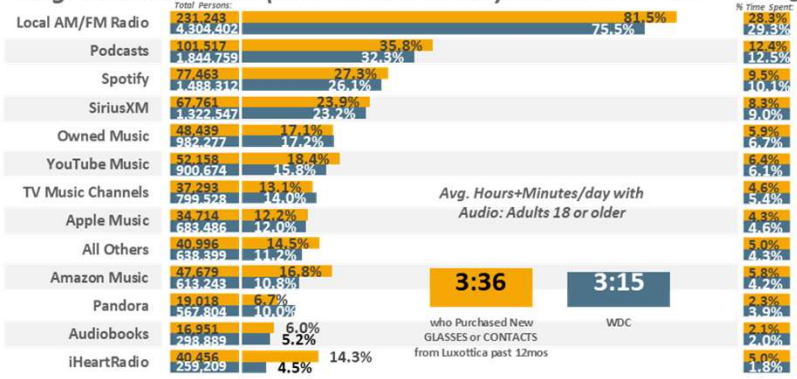
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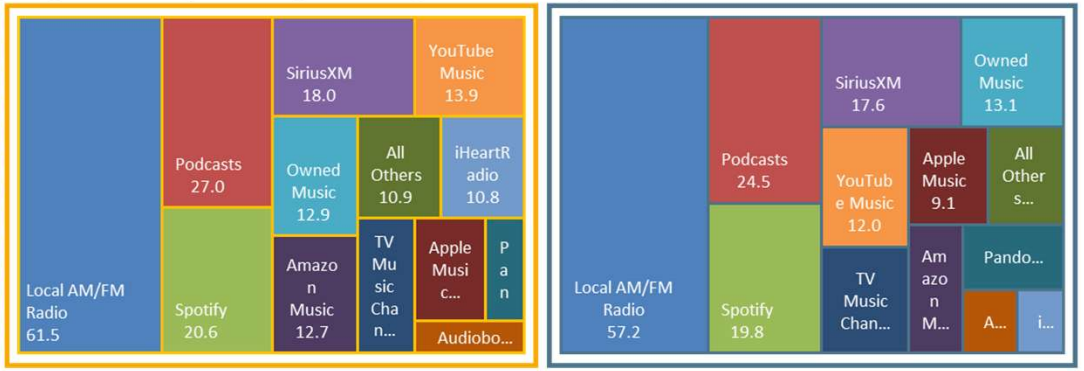
(Stores bought glasses/contacts for self past 12 months: LensCrafters OR Stores bought glasses/contacts for self past 12 months: Pearle Vision OR Stores bought glasses/contacts for self past 12 months: Target Optical)

212,361 or 74.9% of Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 50.7 minutes every day representing 34.9% of all time spent daily with Ad-Supported Audio.

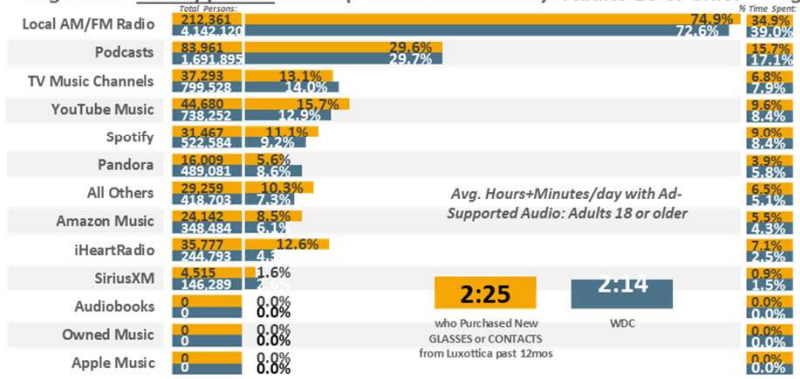
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



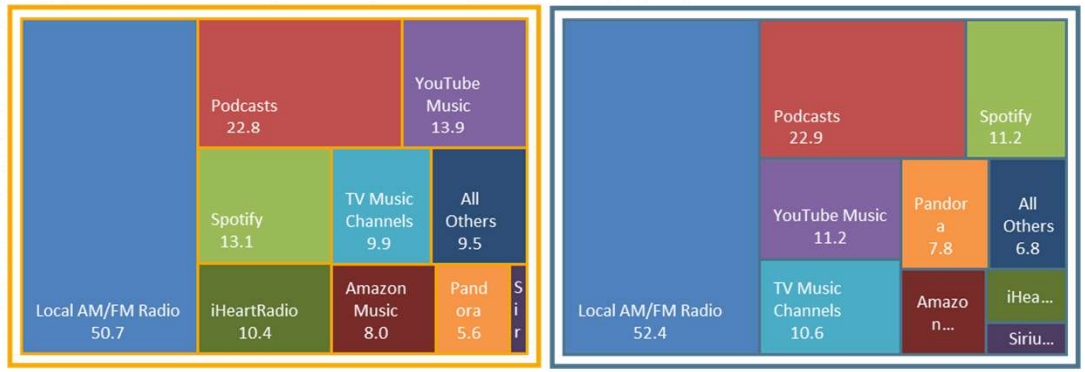
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 305

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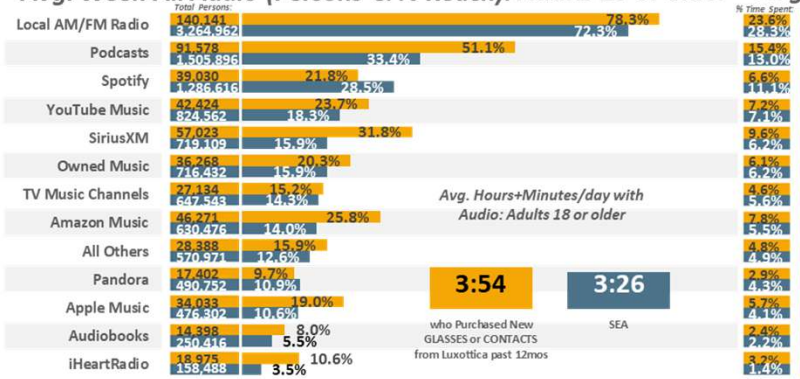
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(Stores bought glasses/contacts for self past 12 months: LensCrafters OR Stores bought glasses/contacts for self past 12 months: Pearle Vision OR Stores bought glasses/contacts for self past 12 months: Target Optical)

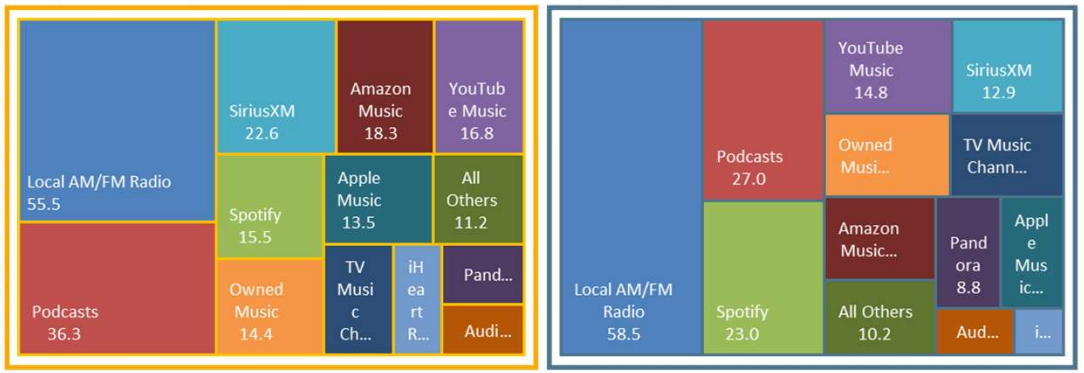
LensCrafters · Pearle Vision · Target Optical · EssilorLuxottica — **SEA**

134,542 or 75.1% of Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 44.3 minutes every day representing 30.8% of all time spent daily with Ad-Supported Audio.

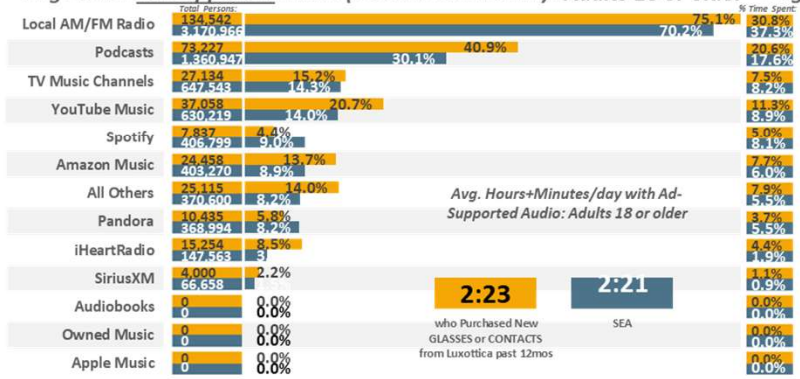
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



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



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



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



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 181

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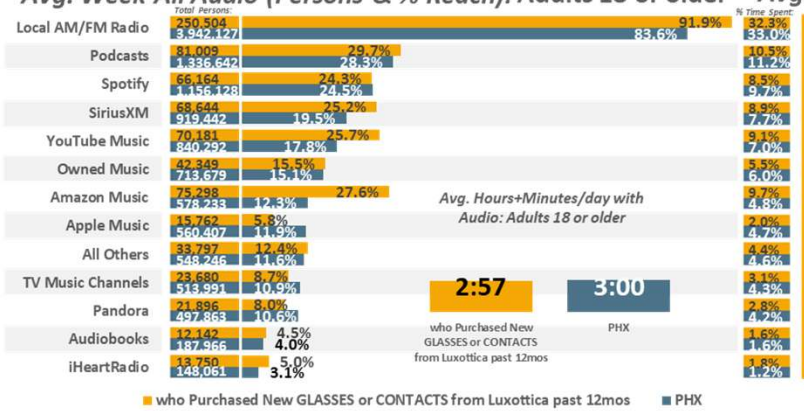
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(Stores bought glasses/contacts for self past 12 months: LensCrafters OR Stores bought glasses/contacts for self past 12 months: Pearle Vision OR Stores bought glasses/contacts for self past 12 months: Target Optical)

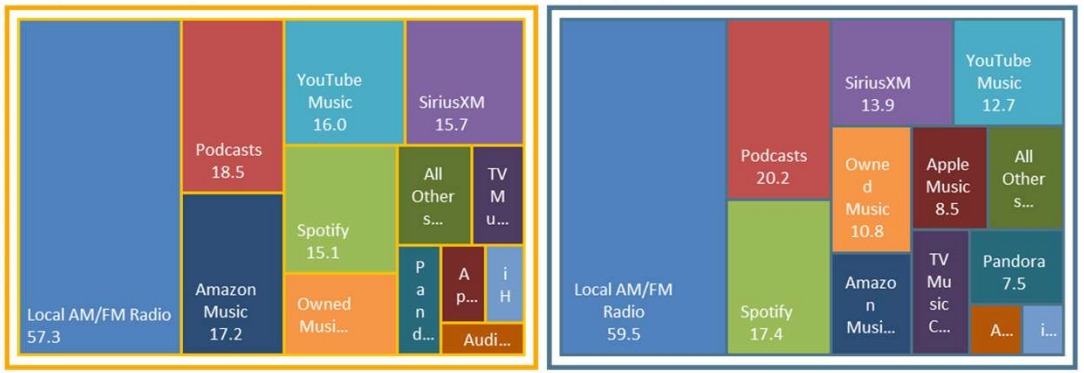
LensCrafters · Pearle Vision · Target Optical · EssilorLuxottica — PHX

237,376 or 87.1% of Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 52.6 minutes every day representing 40.4% of all time spent daily with Ad-Supported Audio.

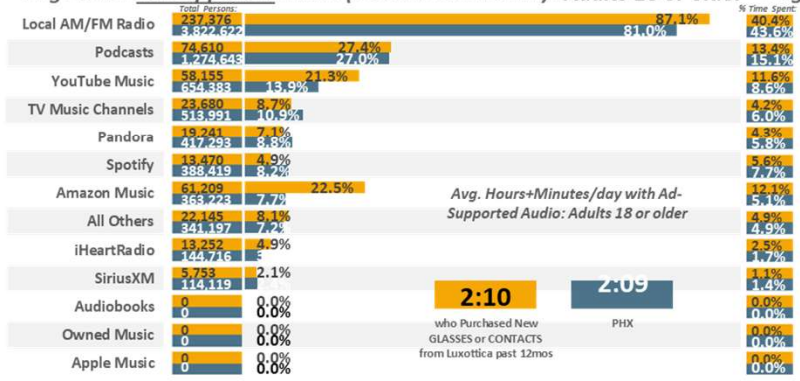
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



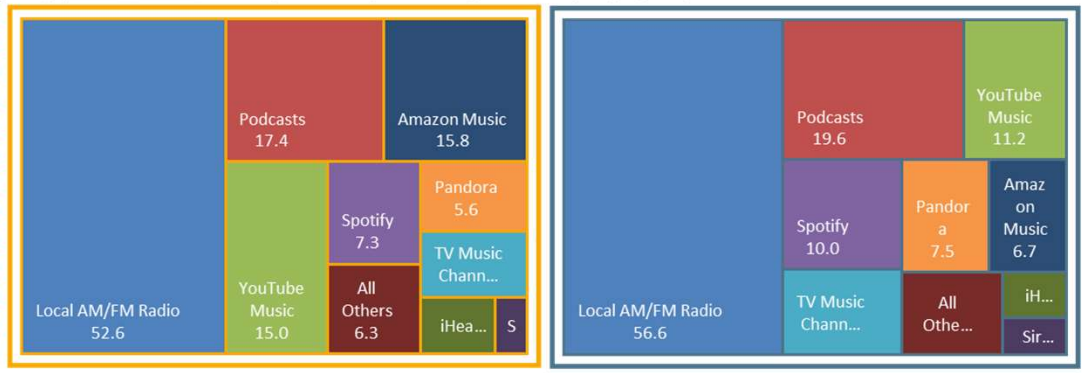
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 151

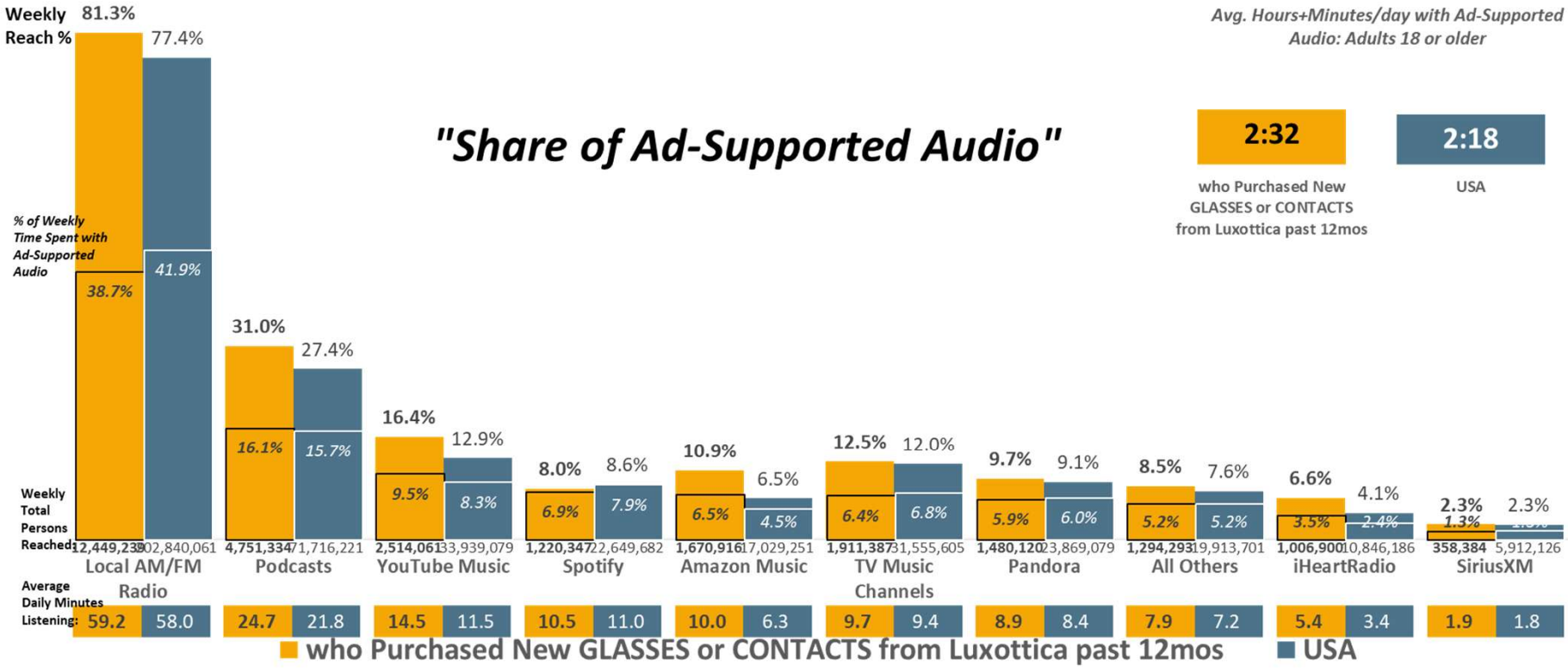
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(Stores bought glasses/contacts for self past 12 months: LensCrafters OR Stores bought glasses/contacts for self past 12 months: Pearle Vision OR Stores bought glasses/contacts for self past 12 months: Target Optical)

LensCrafters · Pearle Vision · Target Optical · EssilorLuxottica — USA

12,449,239 or 81.3% of Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 59.2 minutes every day representing 38.7% of all time spent daily with Ad-Supported Audio.



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 1,523

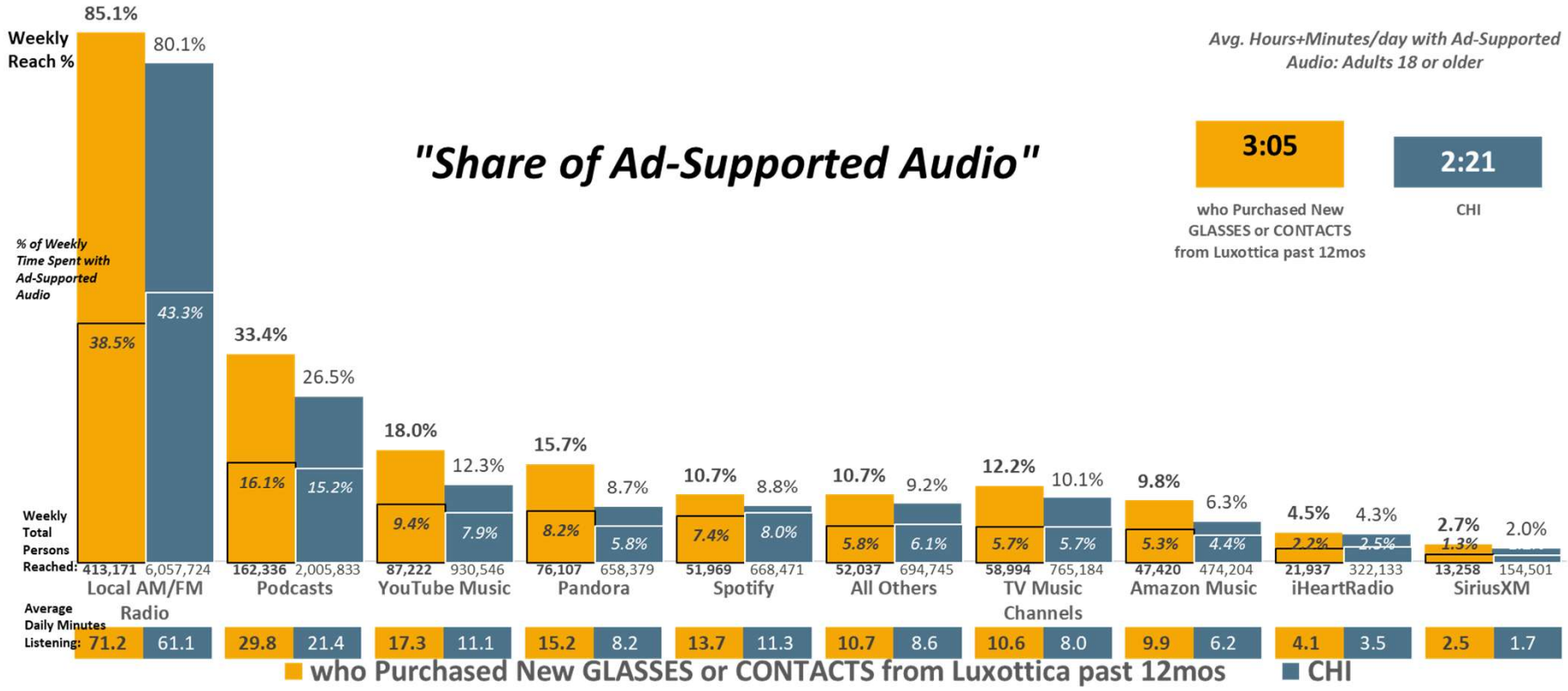
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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

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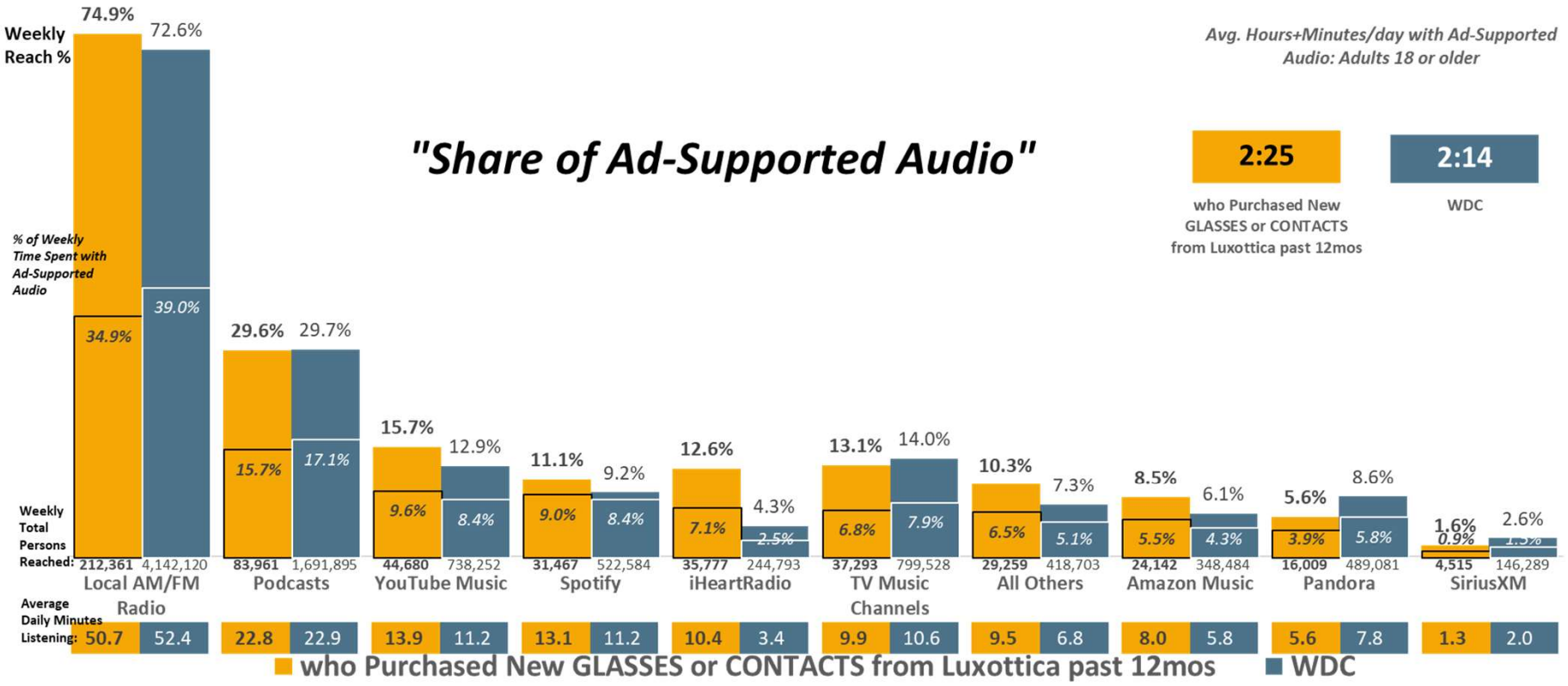
CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 297 CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,846

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WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 305 WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 5,857

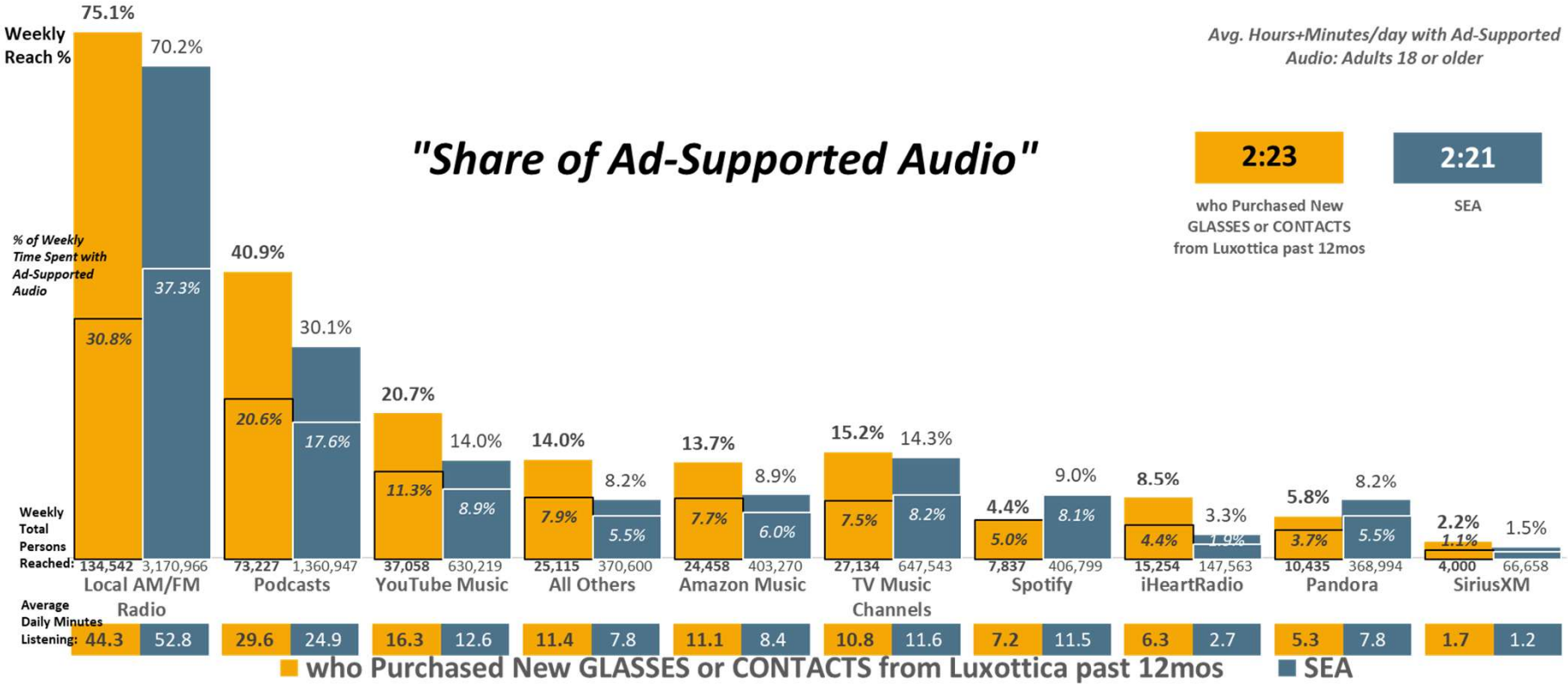
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LensCrafters · Pearle Vision · Target Optical · EssilorLuxottica — SEA

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SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 181 SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,920

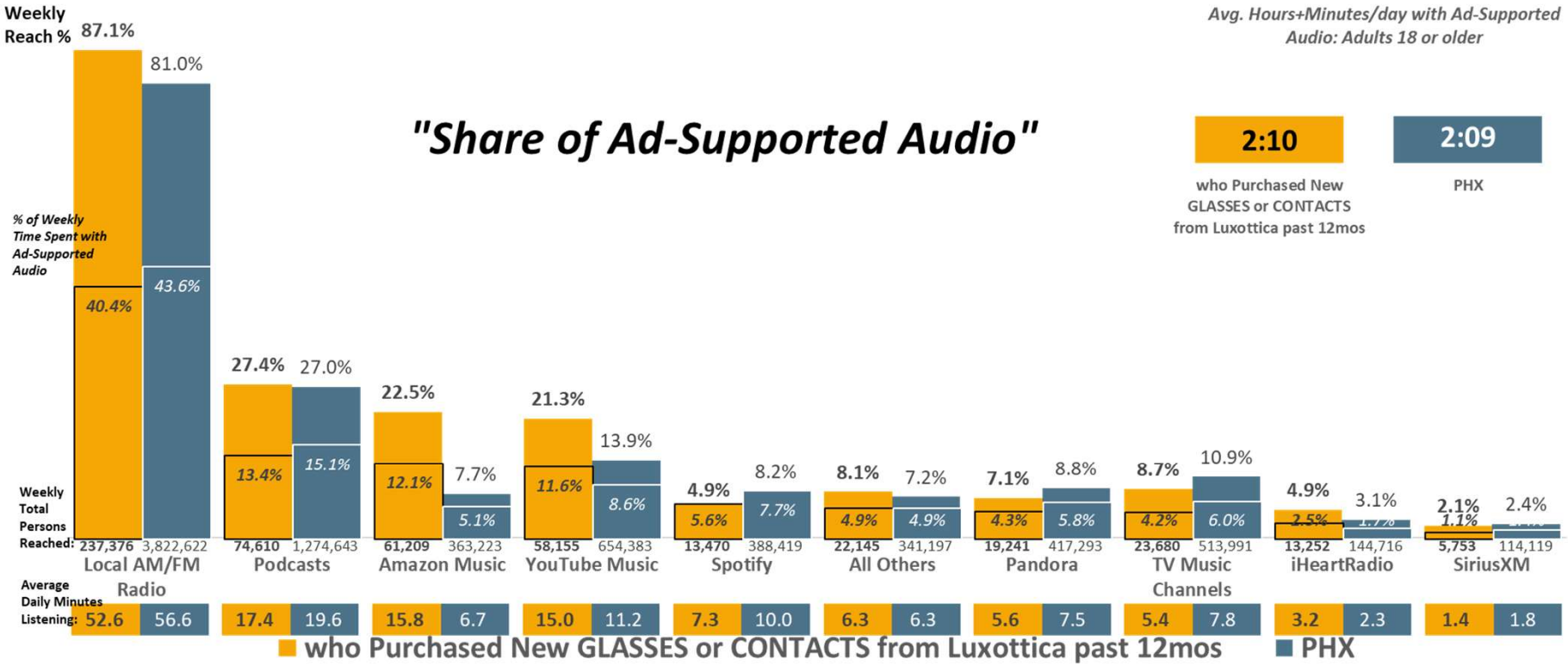
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LensCrafters · Pearle Vision · Target Optical · EssilorLuxottica — PHX

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PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 151 PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 2,461

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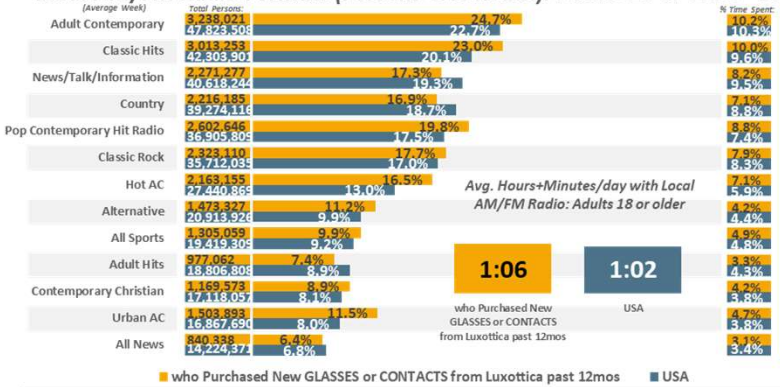
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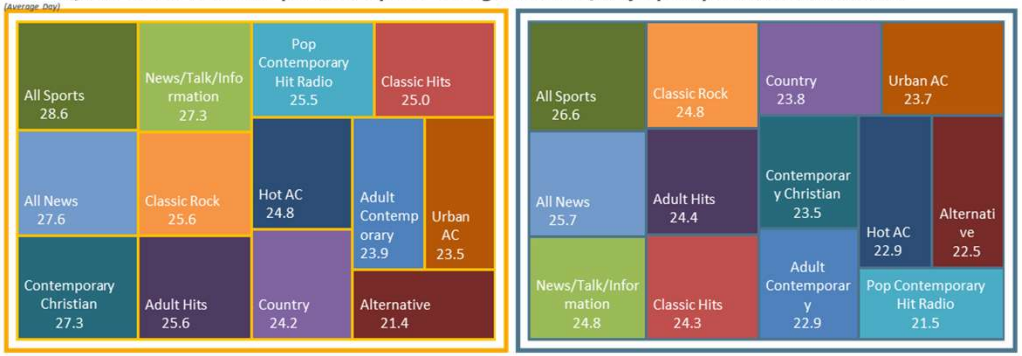
LensCrafters · Pearle Vision · Target Optical · EssilorLuxottica — USA

12,449,239 or 81.3% of Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Pop Contemporary Hit Radio, Classic Rock, and Count

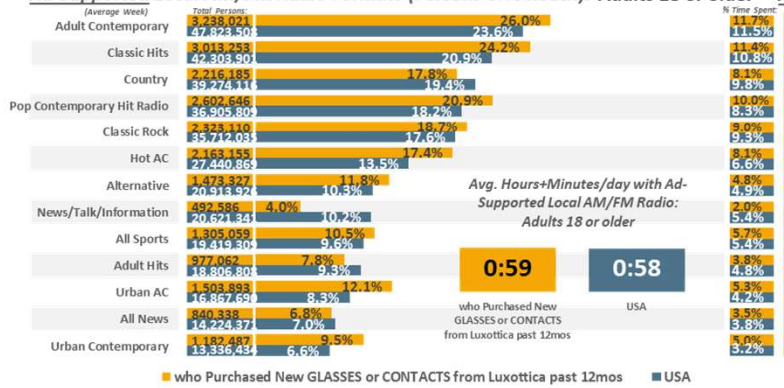
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



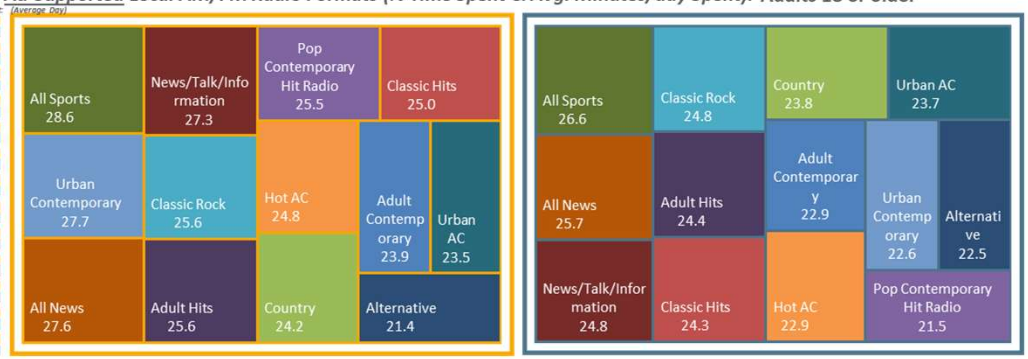
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 1,523

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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

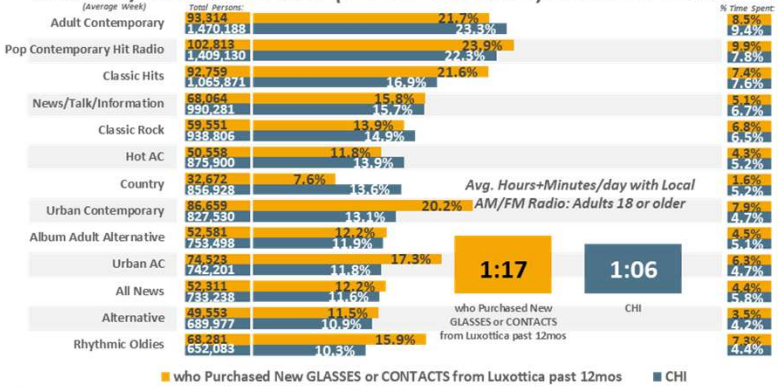
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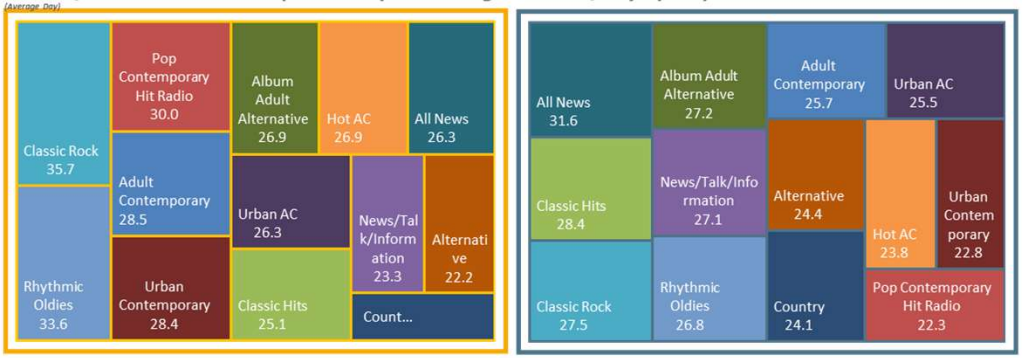
LensCrafters Pearle Vision Target Optical — CHI

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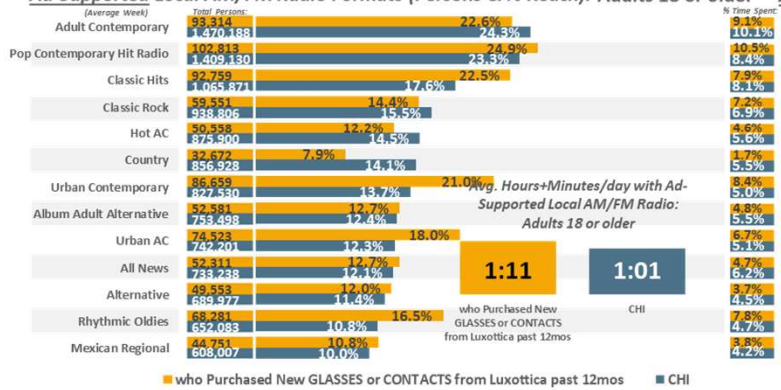
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



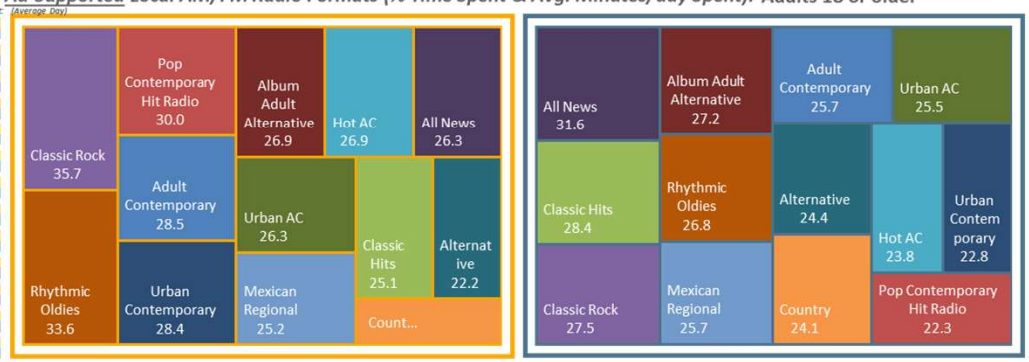
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 297

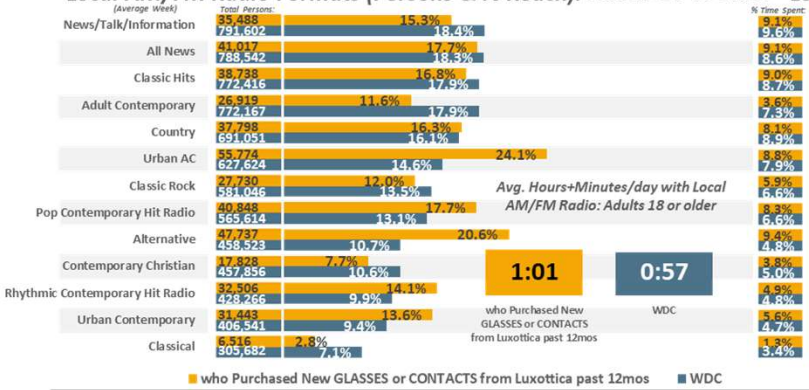
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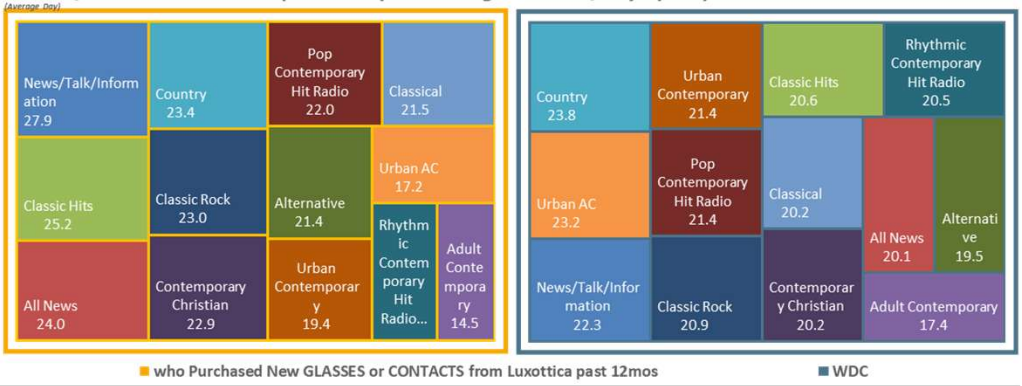
(Stores bought glasses/contacts for self past 12 months: LensCrafters OR Stores bought glasses/contacts for self past 12 months: Pearle Vision OR Stores bought glasses/contacts for self past 12 months: Target Optical)

212,361 or 74.9% of Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Urban AC, Alternative, All News, Pop Contemporary Hit Radio, and Classic Hits.

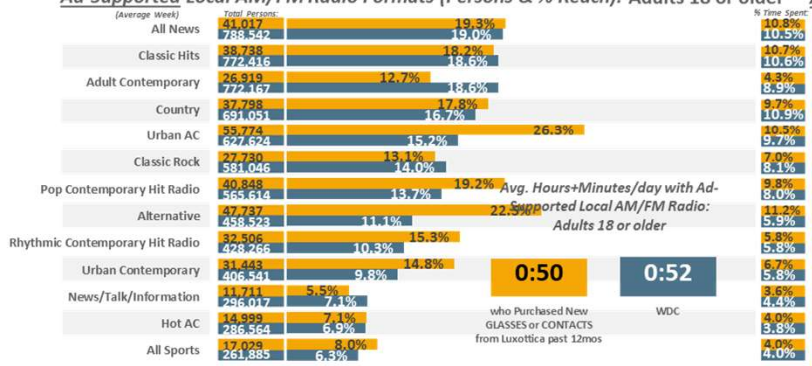
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



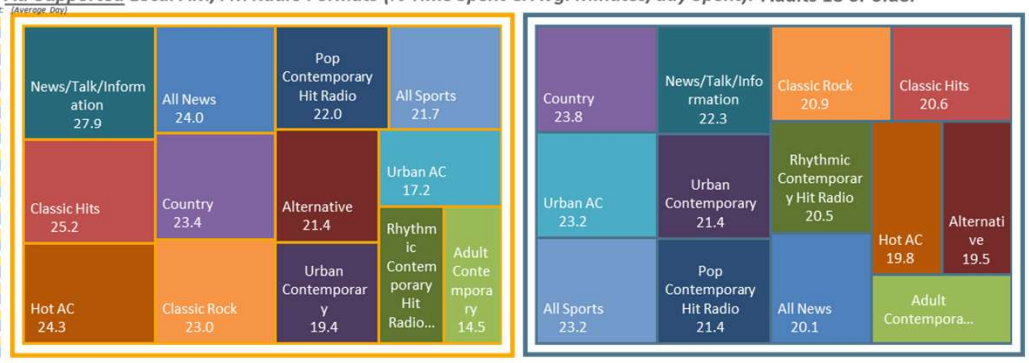
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 305

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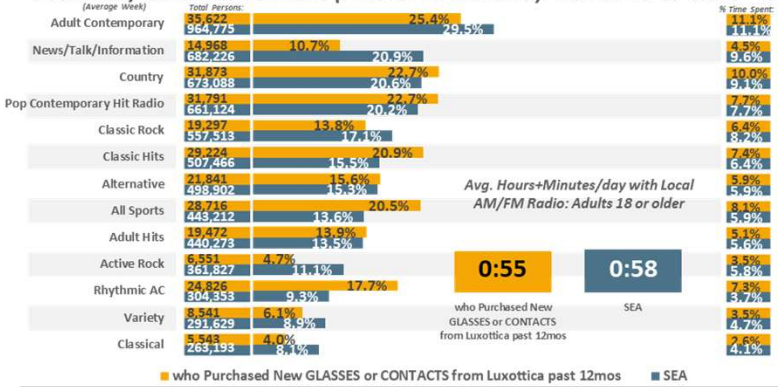
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(Stores bought glasses/contacts for self past 12 months: LensCrafters OR Stores bought glasses/contacts for self past 12 months: Pearle Vision OR Stores bought glasses/contacts for self past 12 months: Target Optical)

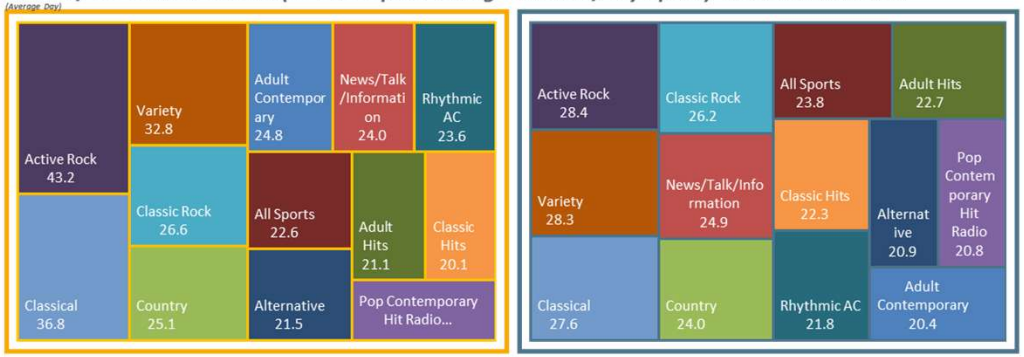
LensCrafters · Pearle Vision · Target Optical · EssilorLuxottica — **SEA**

134,542 or 75.1% of Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Country, Pop Contemporary Hit Radio, Classic Hits, and All Sports.

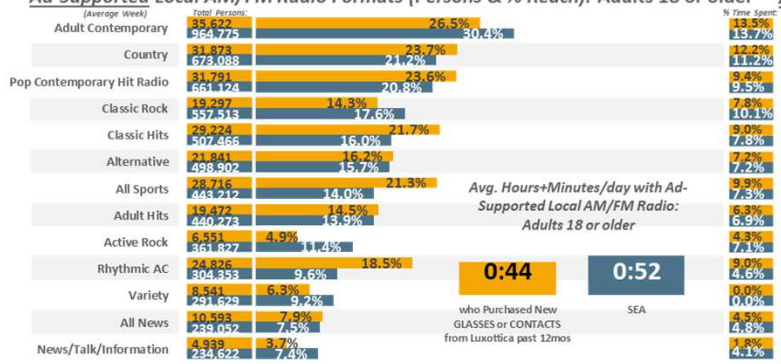
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



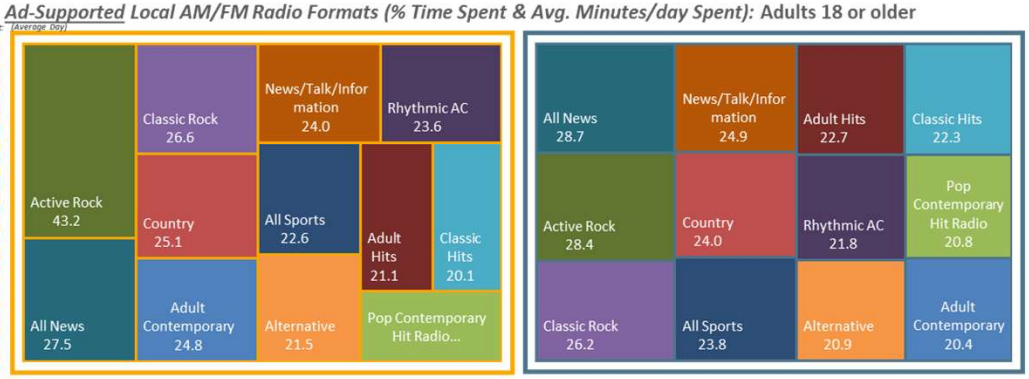
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 181

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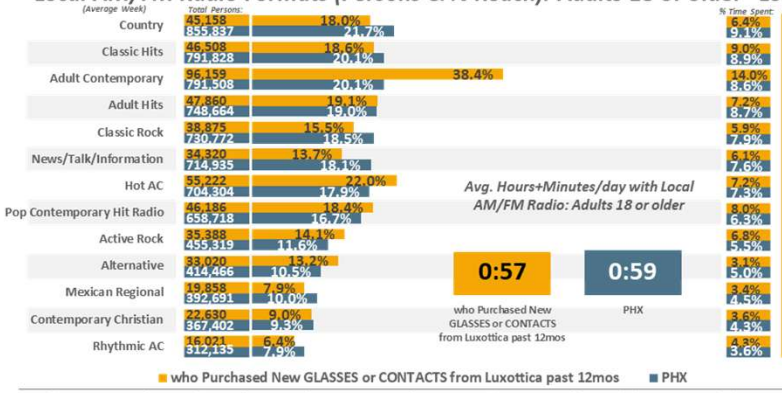
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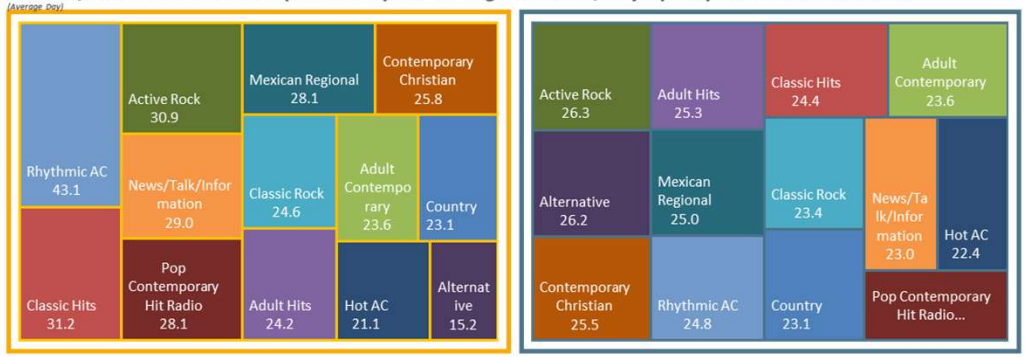
LensCrafters · Pearle Vision · Target Optical · PHX

237,376 or 87.1% of Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Hot AC, Adult Hits, Classic Hits, and Pop Contemporary Hit Radio.

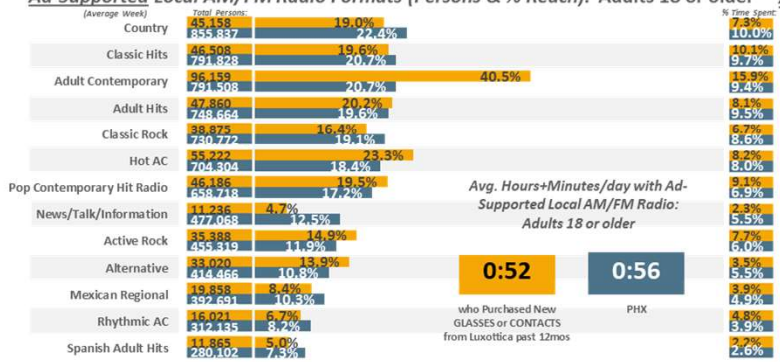
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



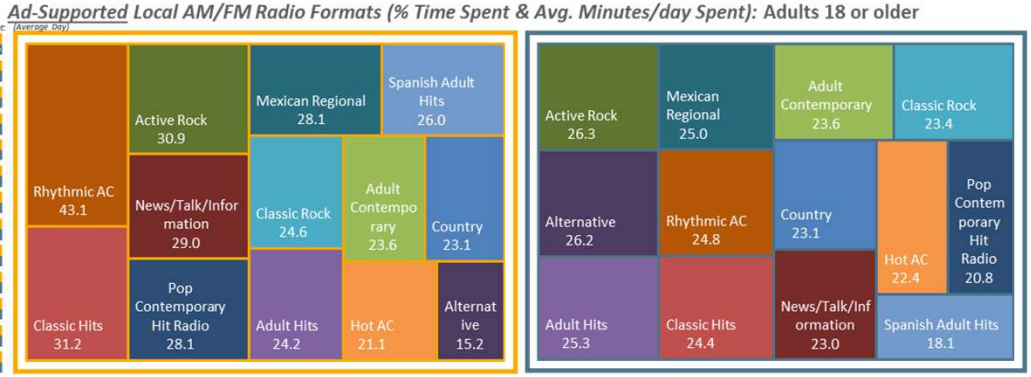
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 151

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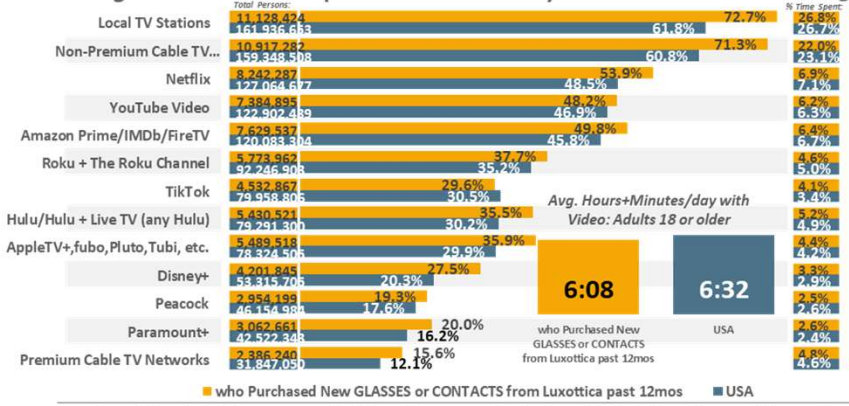
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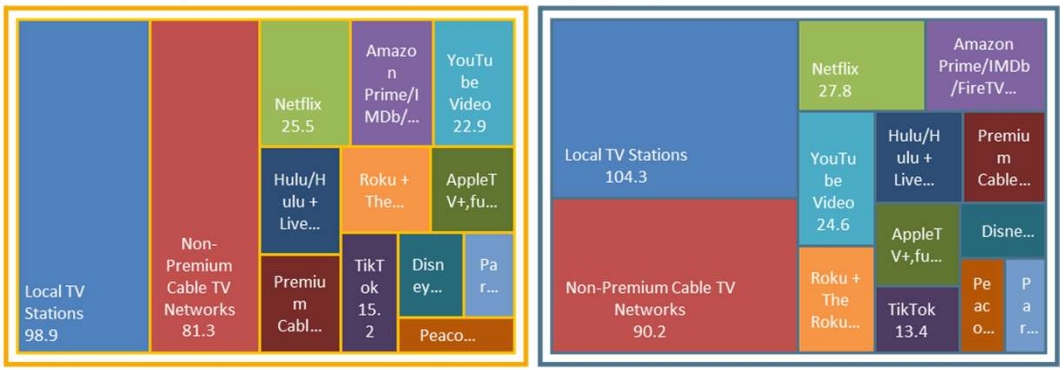
LensCrafters · Pearle Vision · Target Optical · USA

10,858,950 or 70.9% of Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos watch Ad-Supported Local TV Stations for an average of 90.7 minutes every day representing 30.5% of all time spent daily with Ad-Supported Video.

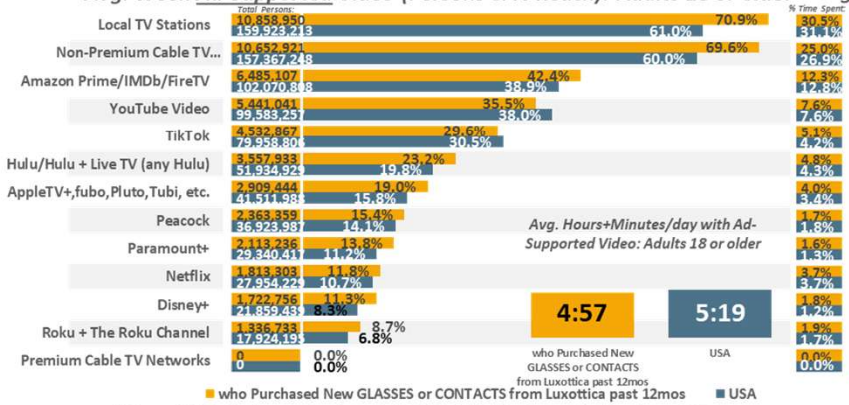
Avg. Week All Video (Persons & % Reach): Adults 18 or older



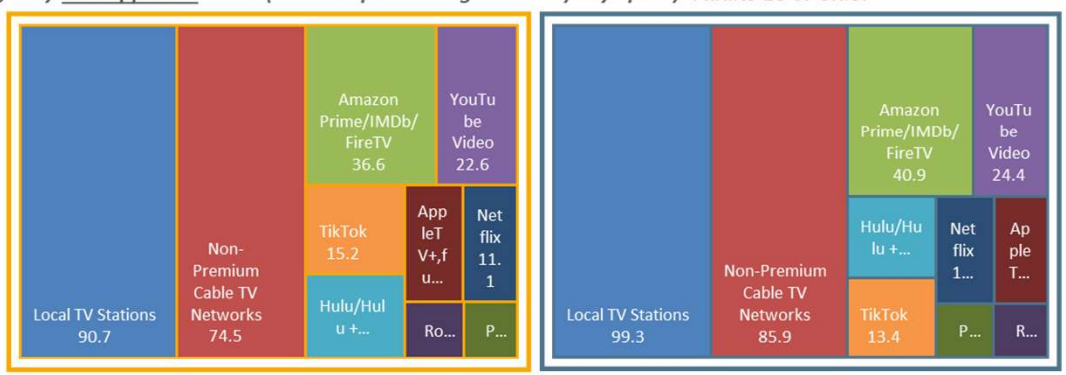
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 1,523

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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

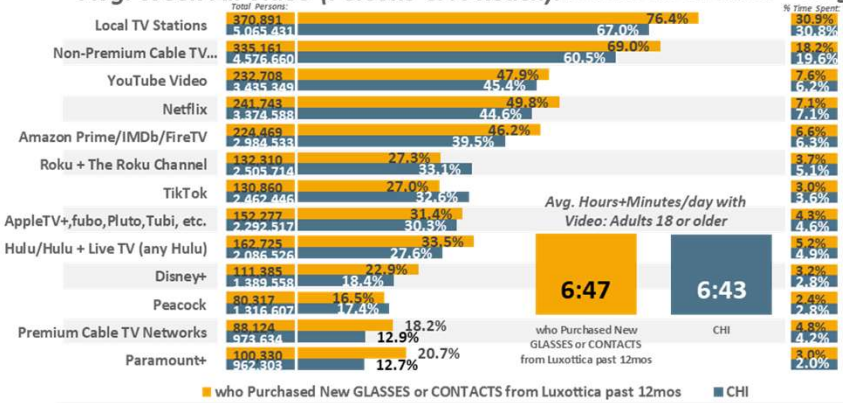
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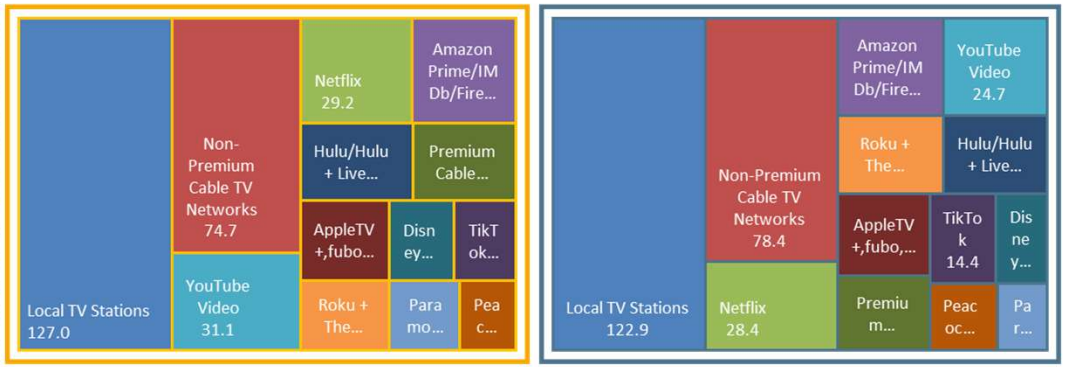
LensCrafters · Pearle Vision · Target Optical · CHI

363,287 or 74.8% of Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos watch Ad-Supported Local TV Stations for an average of 114.7 minutes every day representing 34.8% of all time spent daily with Ad-Supported Video.

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

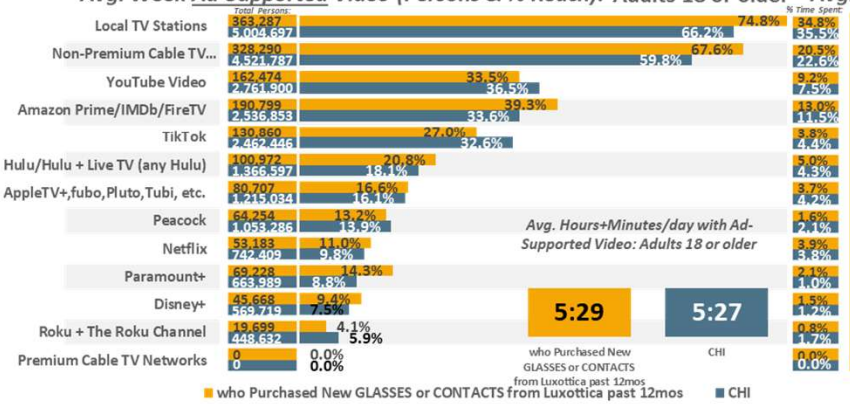


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

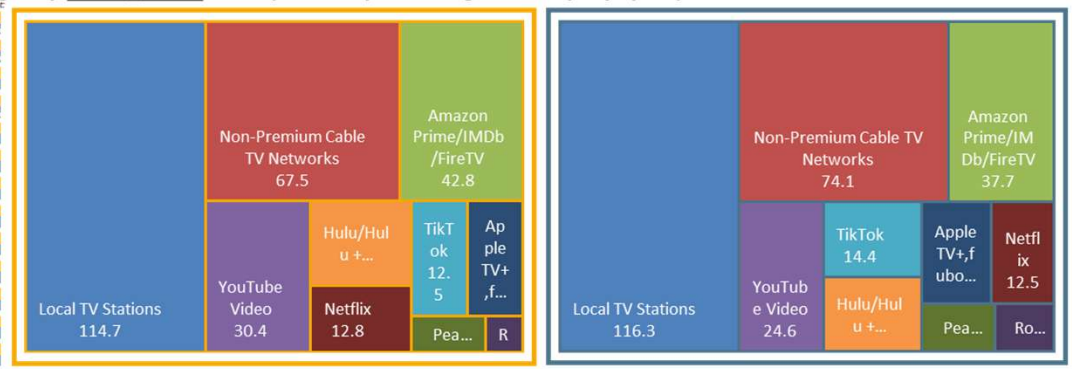


who Purchased New GLASSES or CONTACTS from Luxottica past 12mos ■ CHI

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



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



who Purchased New GLASSES or CONTACTS from Luxottica past 12mos ■ CHI

CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 297

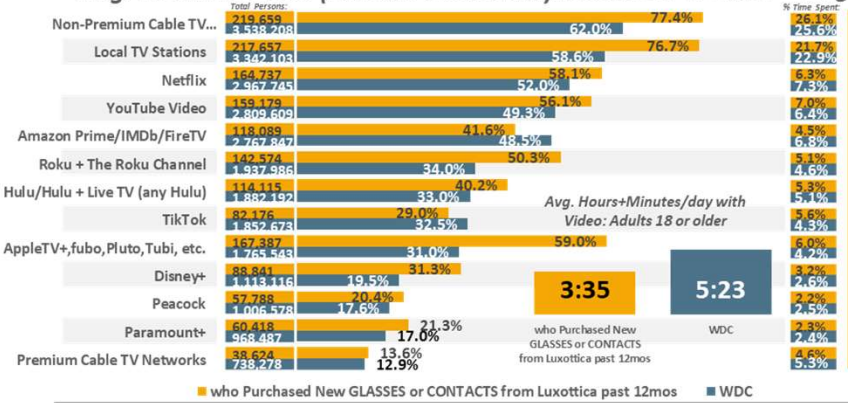
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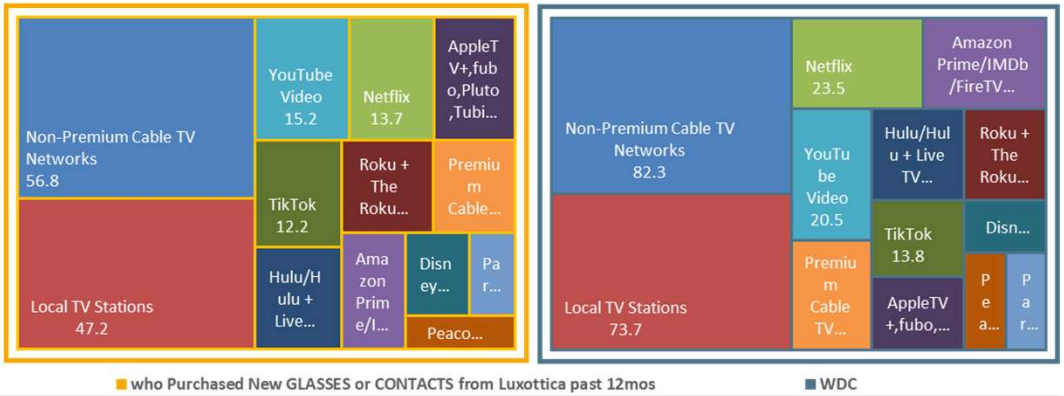
(Stores bought glasses/contacts for self past 12 months: LensCrafters OR Stores bought glasses/contacts for self past 12 months: Pearle Vision OR Stores bought glasses/contacts for self past 12 months: Target Optical)

207,211 or 73.% of Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos watch Ad-Supported Local TV Stations for an average of 42.8 minutes every day representing 24.7% of all time spent daily with Ad-Supported Video.

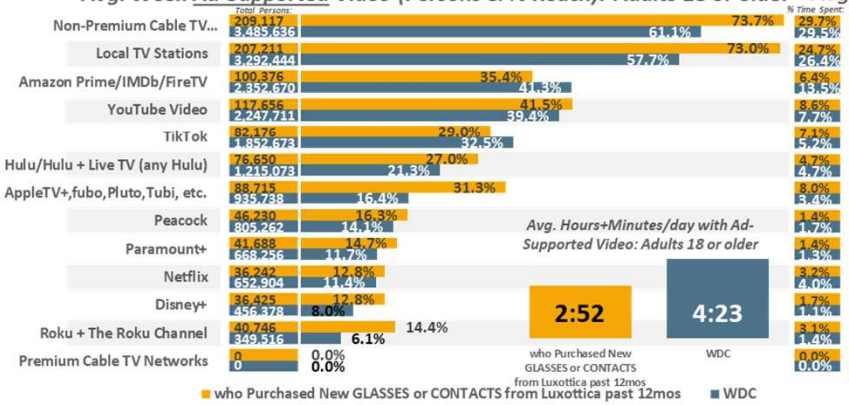
Avg. Week All Video (Persons & % Reach): Adults 18 or older



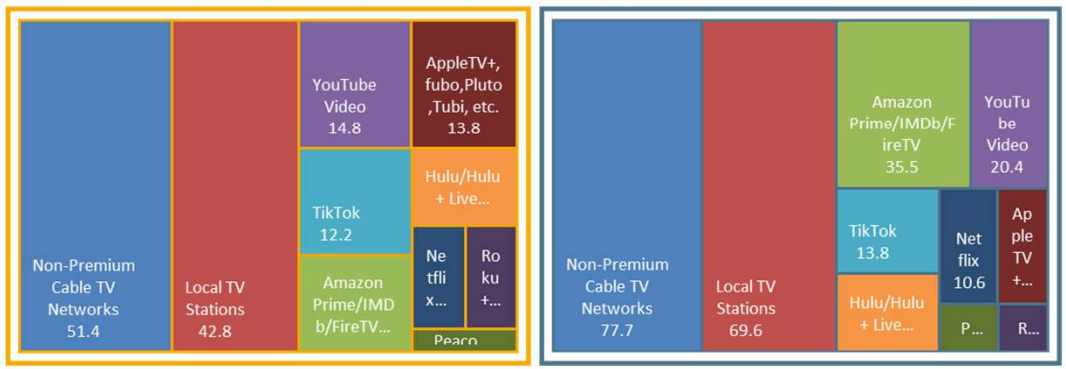
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 305

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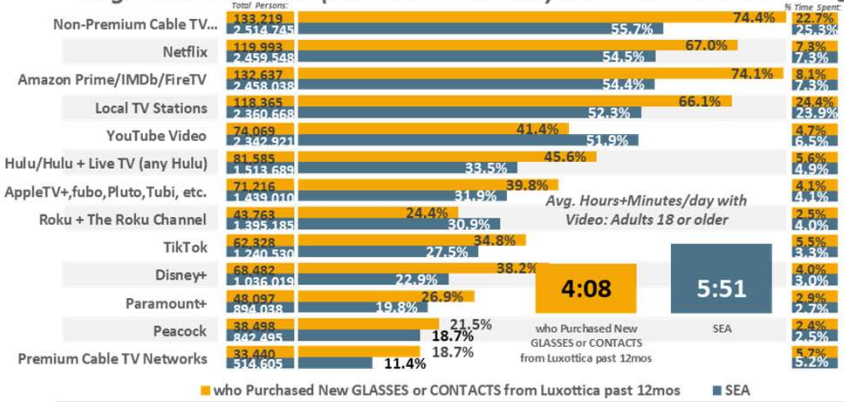
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(Stores bought glasses/contacts for self past 12 months: LensCrafters OR Stores bought glasses/contacts for self past 12 months: Pearle Vision OR Stores bought glasses/contacts for self past 12 months: Target Optical)

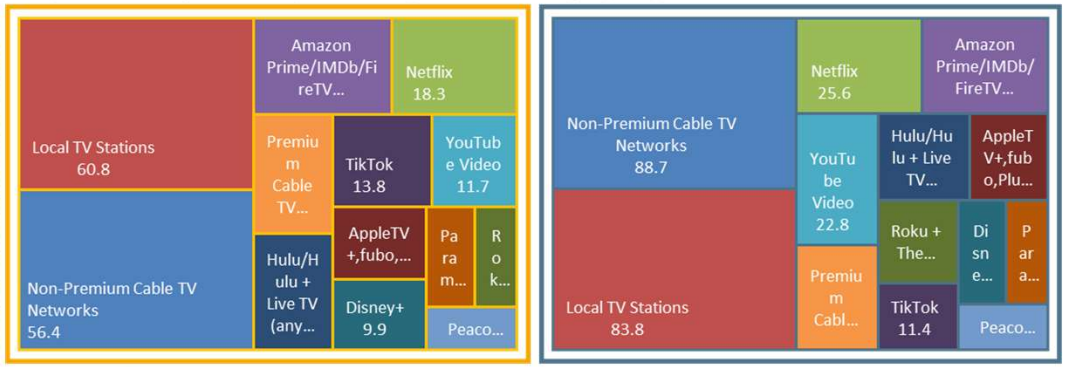
LensCrafters · Pearle Vision · Target Optical · EssilorLuxottica — **SEA**

113,033 or 63.1% of Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos watch Ad-Supported Local TV Stations for an average of 53.3 minutes every day representing 26.% of all time spent daily with Ad-Supported Video.

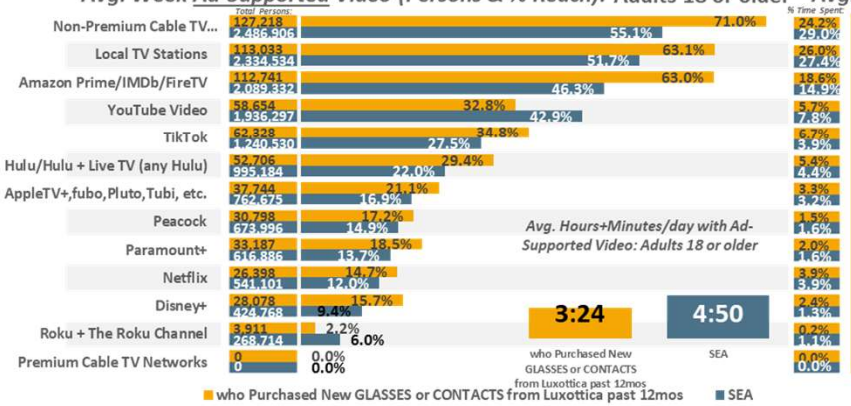
Avg. Week All Video (Persons & % Reach): Adults 18 or older



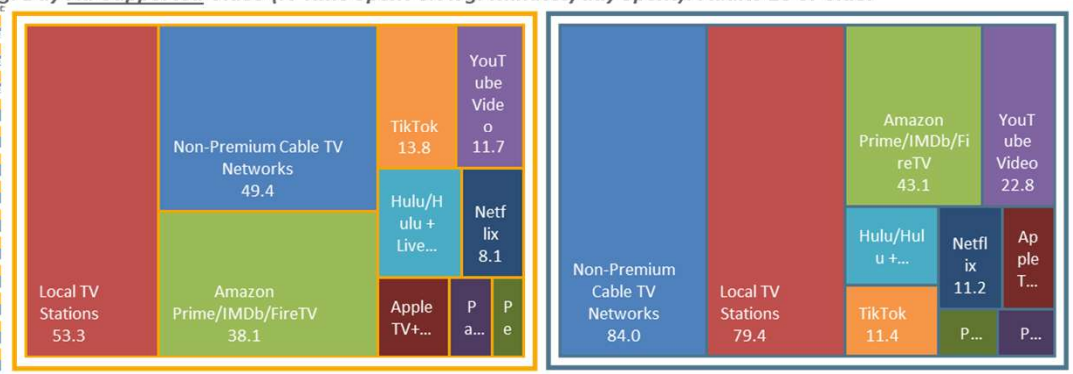
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 181

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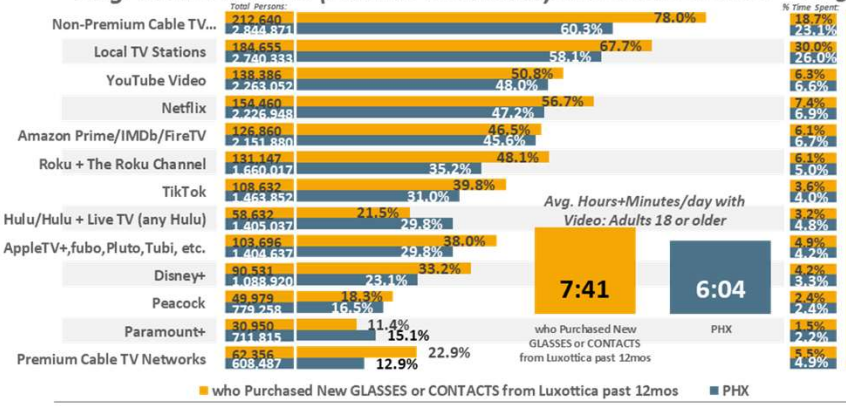
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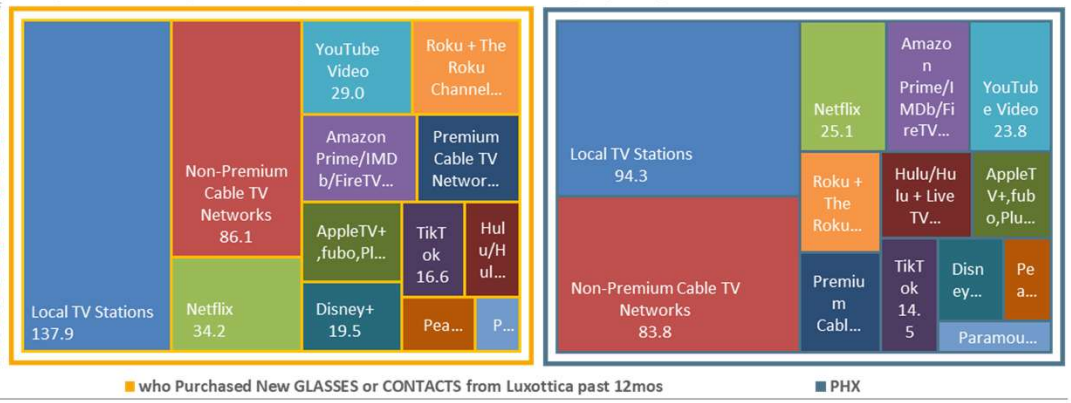
LensCrafters · Pearle Vision · Target Optical · EssilorLuxottica — PHX

181,734 or 66.7% of Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos watch Ad-Supported Local TV Stations for an average of 128.2 minutes every day representing 34.8% of all time spent daily with Ad-Supported Video.

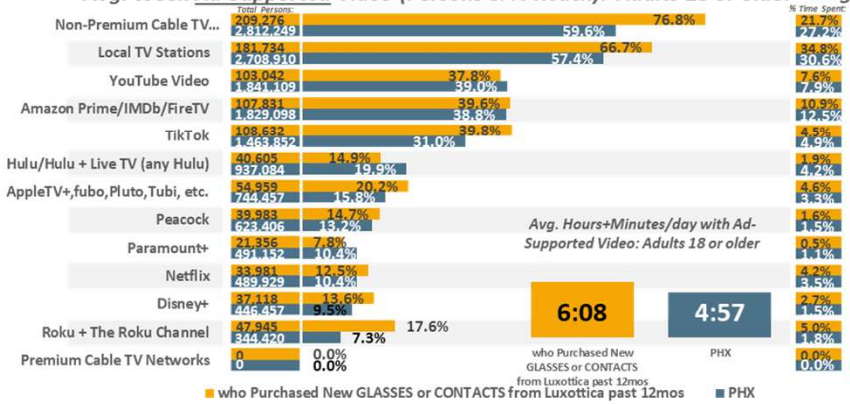
Avg. Week All Video (Persons & % Reach): Adults 18 or older



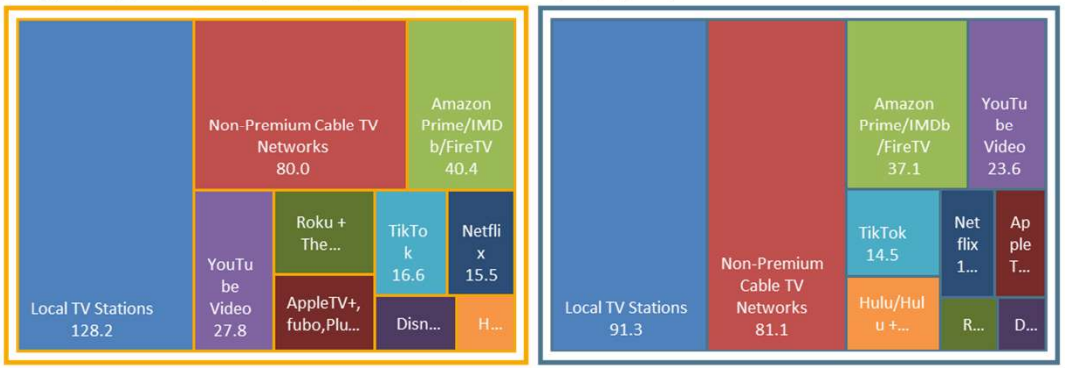
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 151

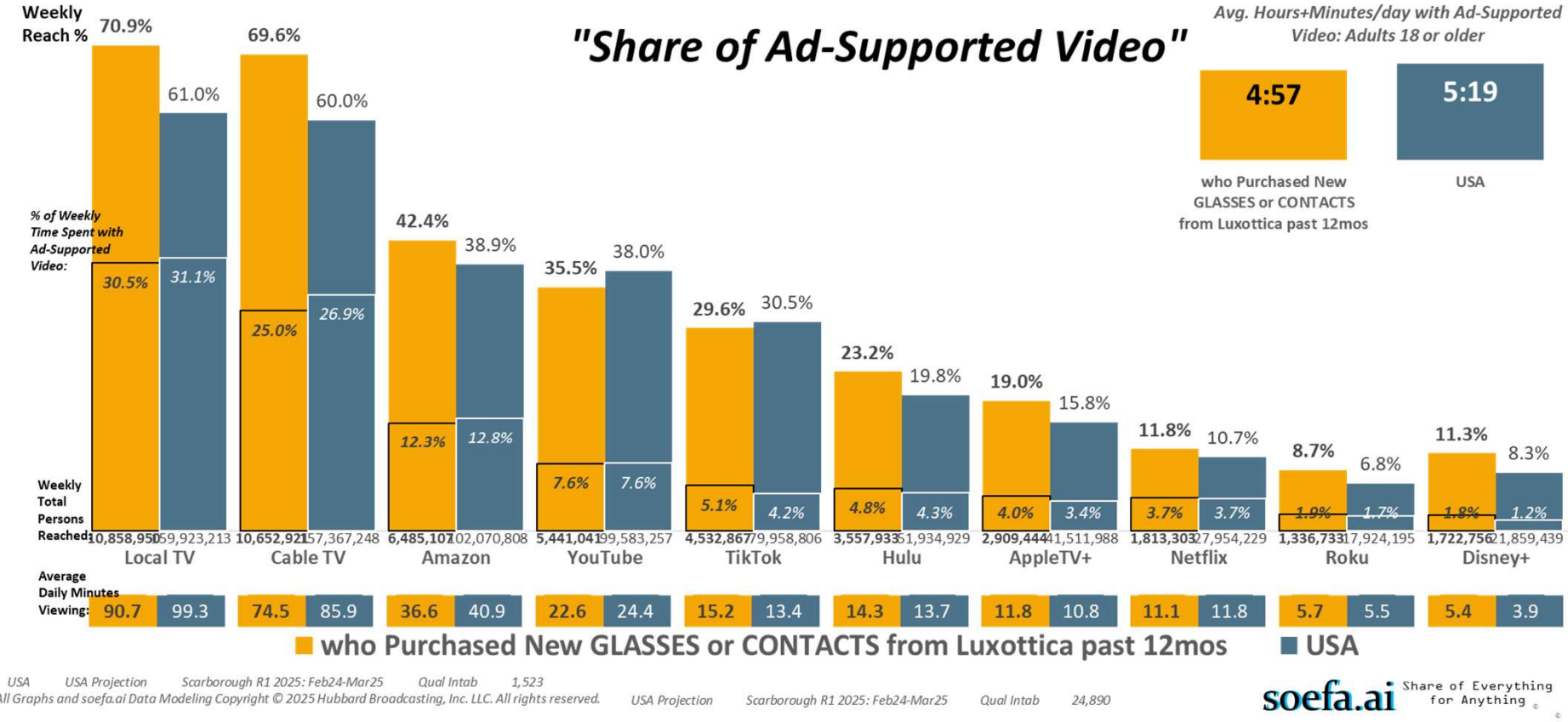
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LensCrafters · Pearle Vision · Target Optical · USA

10,858,950 or 70.9% of Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos watch Ad-Supported Local TV Stations for an average of 90.7 minutes every day representing 30.5% of all time spent daily with Ad-Supported Video.



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 1,523

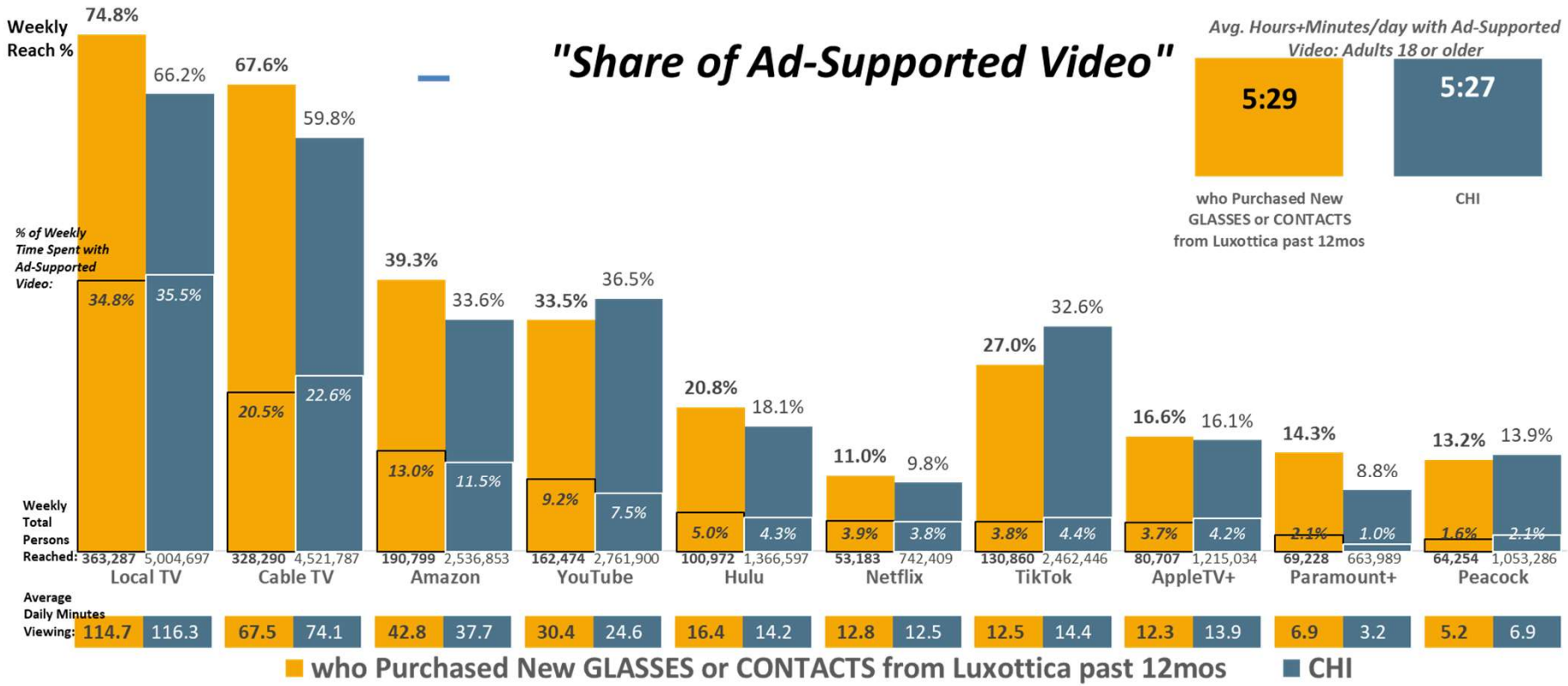
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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

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363,287 or 74.8% of Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos watch Ad-Supported Local TV Stations for an average of 114.7 minutes every day representing 34.8% of all time spent daily with Ad-Supported Video.



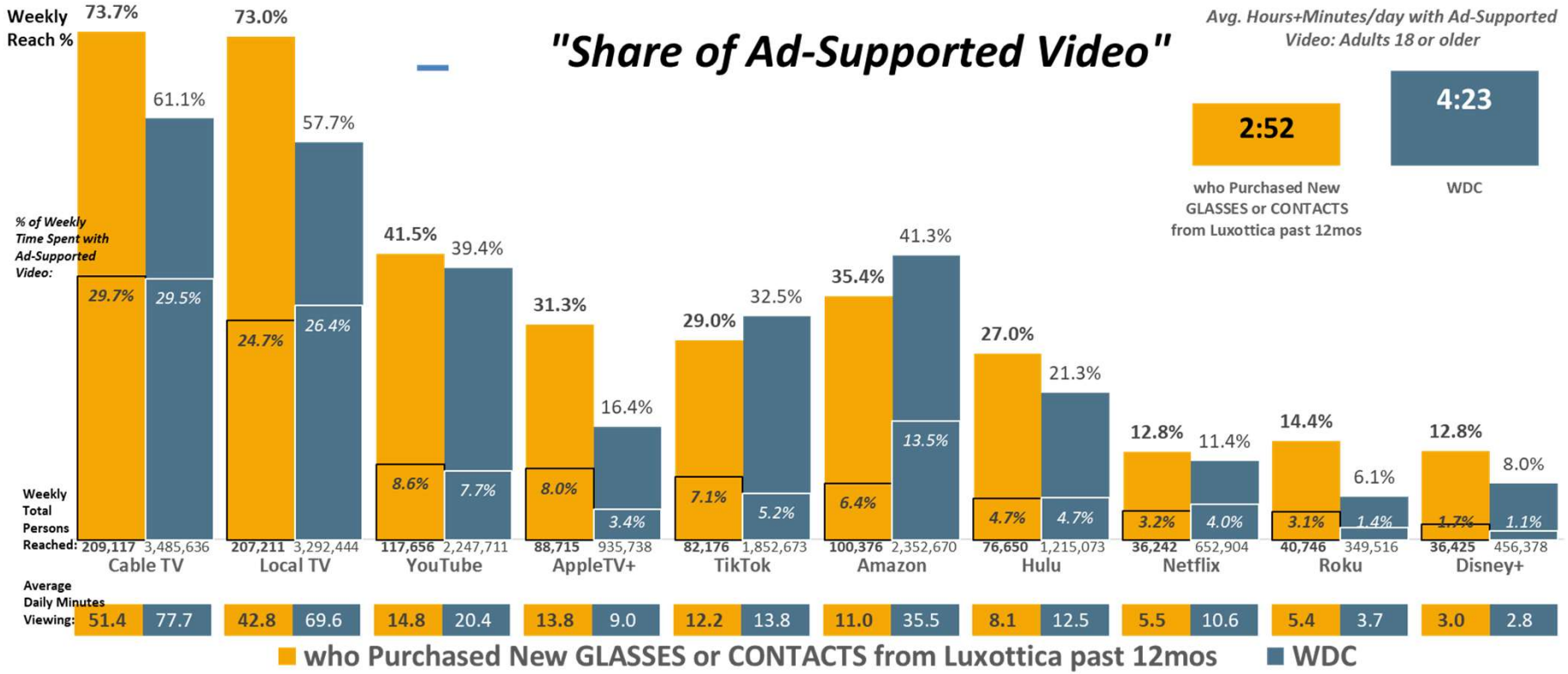
CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 297 CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,846

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207,211 or 73.% of Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos watch Ad-Supported Local TV Stations for an average of 42.8 minutes every day representing 24.7% of all time spent daily with Ad-Supported Video.



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 305 WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 5,857

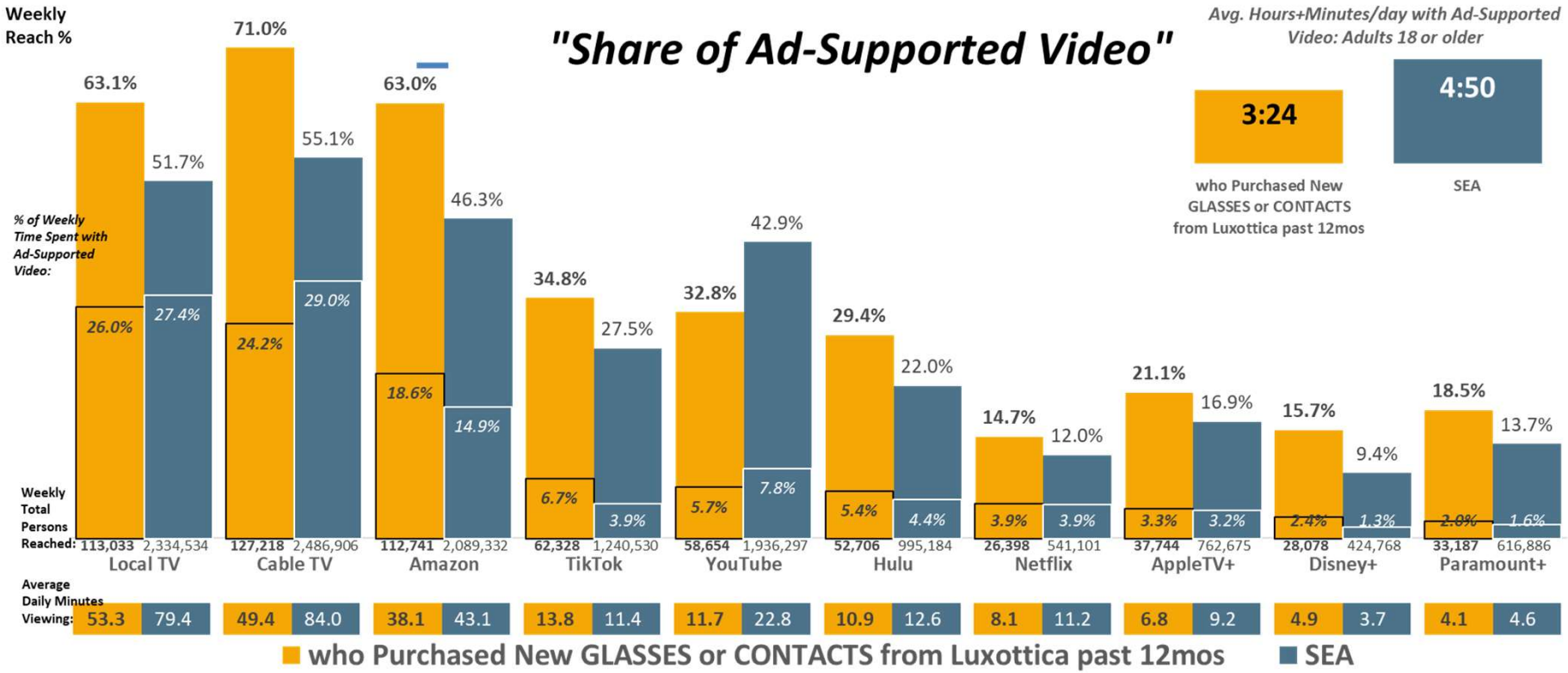
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LensCrafters · Pearle Vision · Target Optical · EssilorLuxottica — SEA

113,033 or 63.1% of Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos watch Ad-Supported Local TV Stations for an average of 53.3 minutes every day representing 26.% of all time spent daily with Ad-Supported Video.



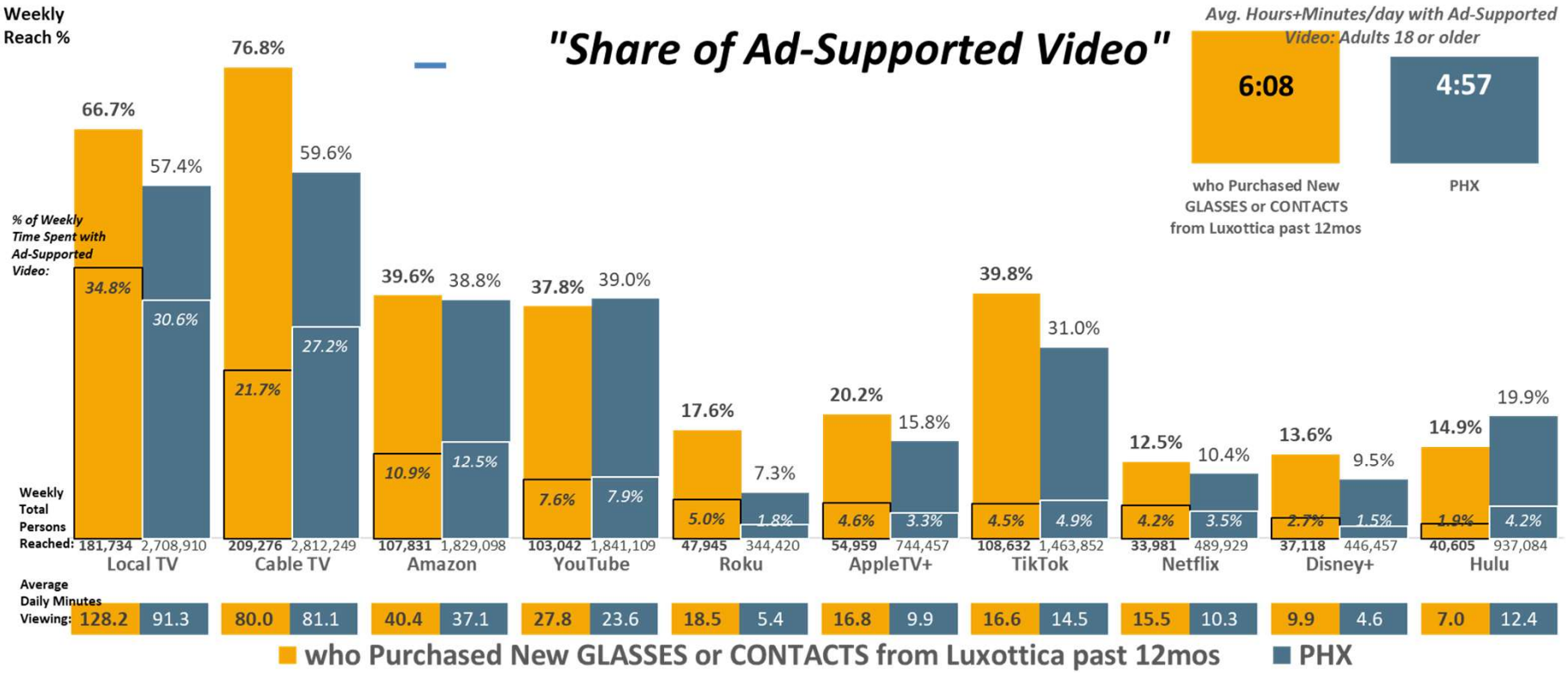
SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 181 SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,920

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181,734 or 66.7% of Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos watch Ad-Supported Local TV Stations for an average of 128.2 minutes every day representing 34.8% of all time spent daily with Ad-Supported Video.



PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 151 PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 2,461

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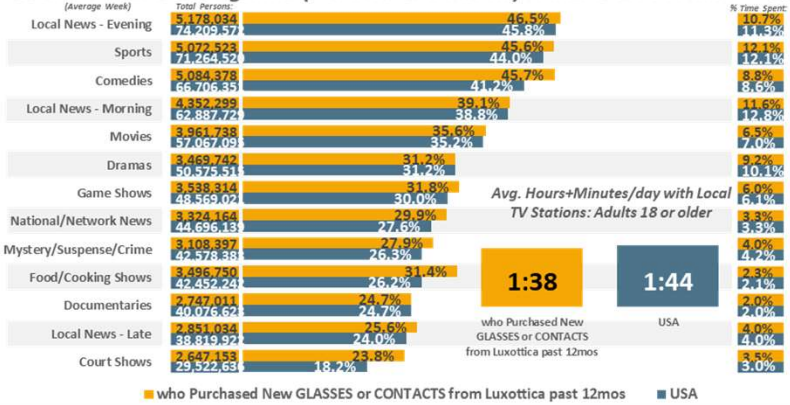
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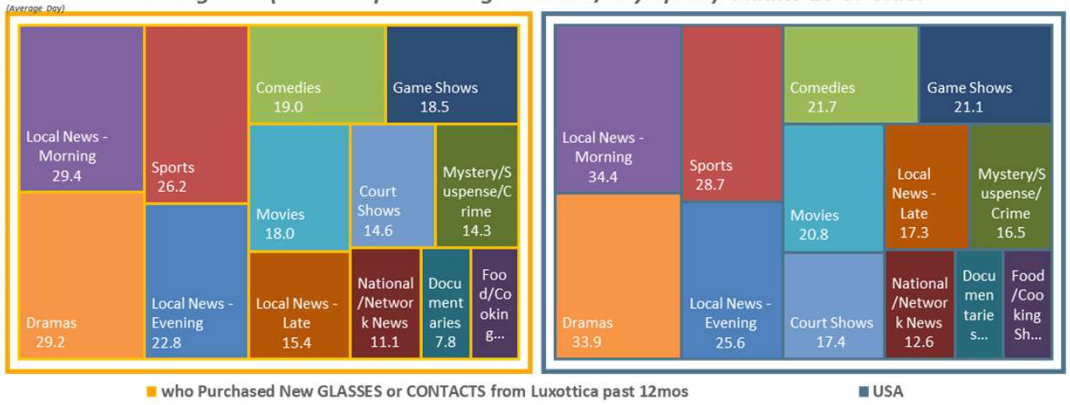
LensCrafters | Pearle Vision | Target Optical | EssilorLuxottica — USA

10,858,950 or 70.9% of Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Morning, Movies, and Game Shows.

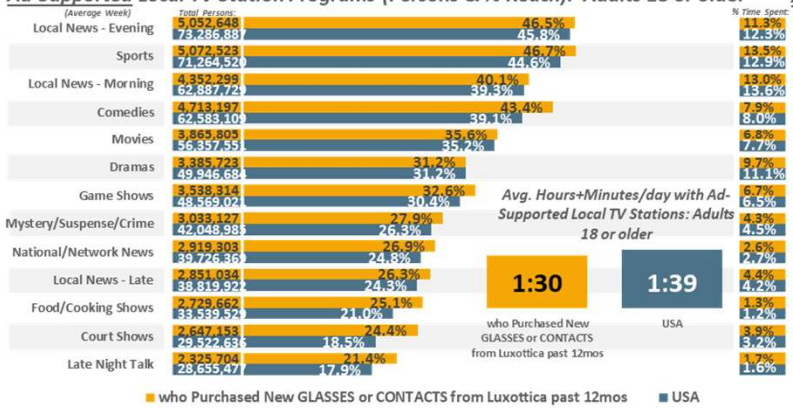
Local TV Station Programs (Persons & % Reach): Adults 18 or older



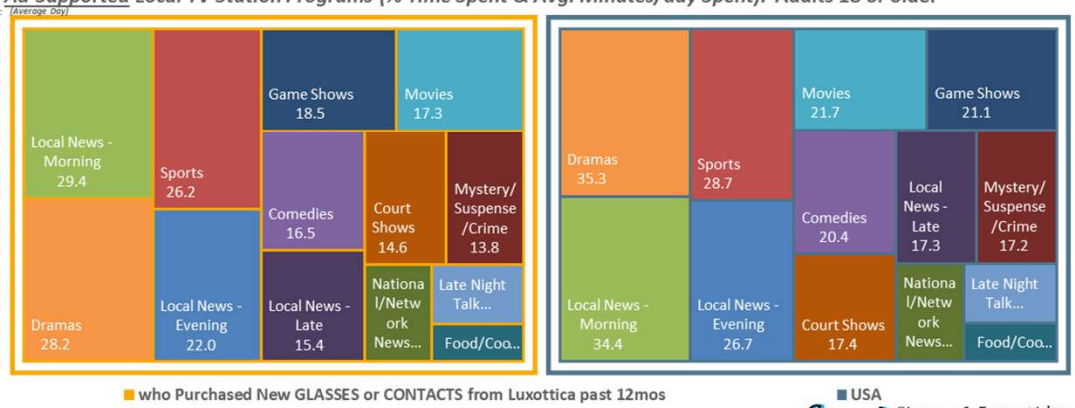
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 1,523

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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

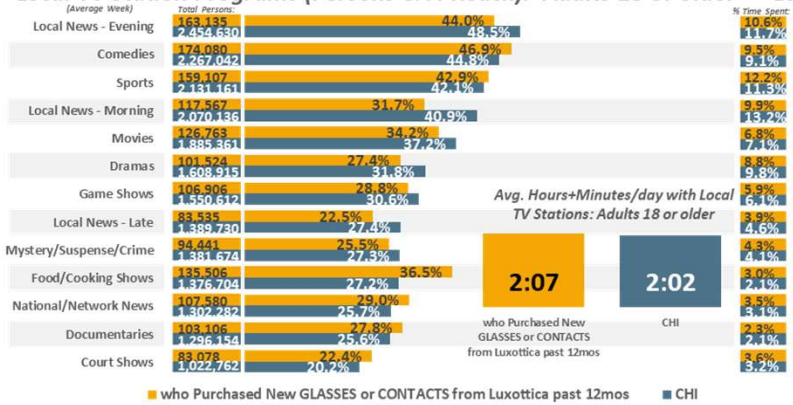
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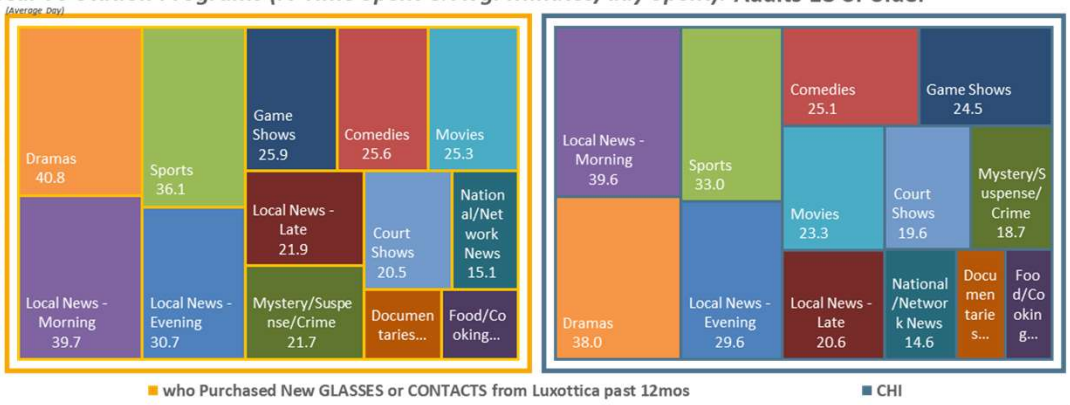
LensCrafters · Pearle Vision · Target Optical · EssilorLuxottica — CHI

363,287 or 74.8% of Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Local News - Evening, Sports, Movies, Local News - Morning, and Game Shows.

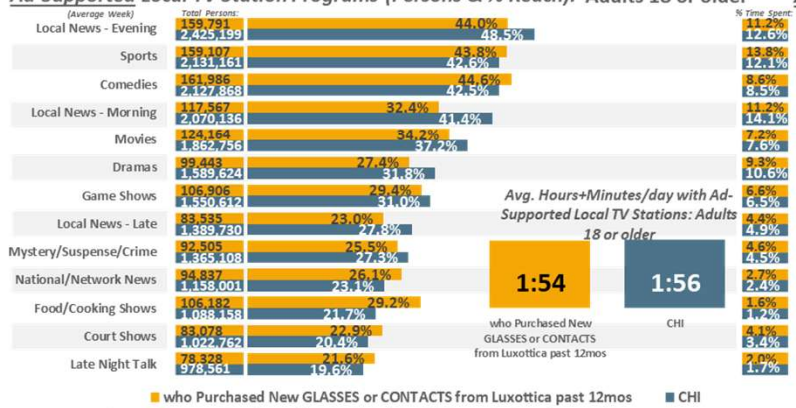
Local TV Station Programs (Persons & % Reach): Adults 18 or older



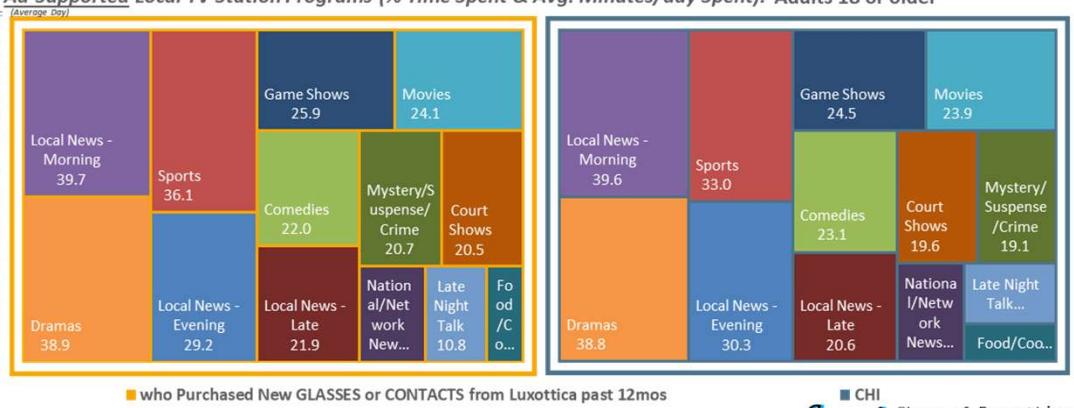
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 297

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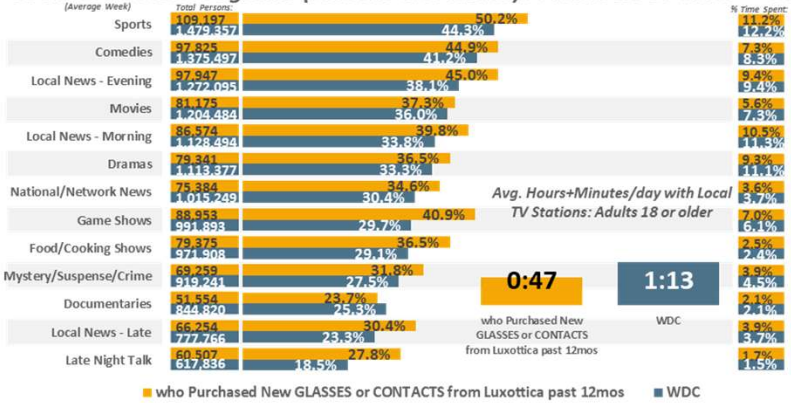
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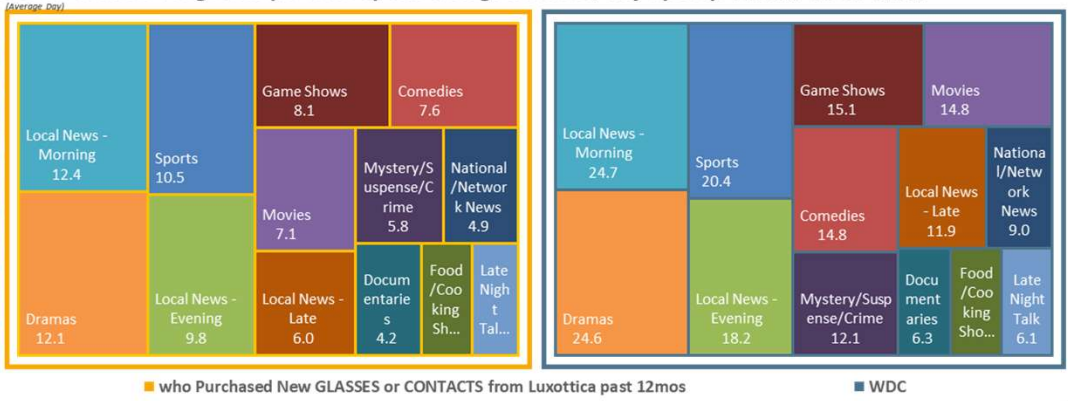
LensCrafters · Pearle Vision · Target Optical · EssilorLuxottica — WDC

207,211 or 73.% of Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Game Shows, Comedies, Local News - Morning, and Movies.

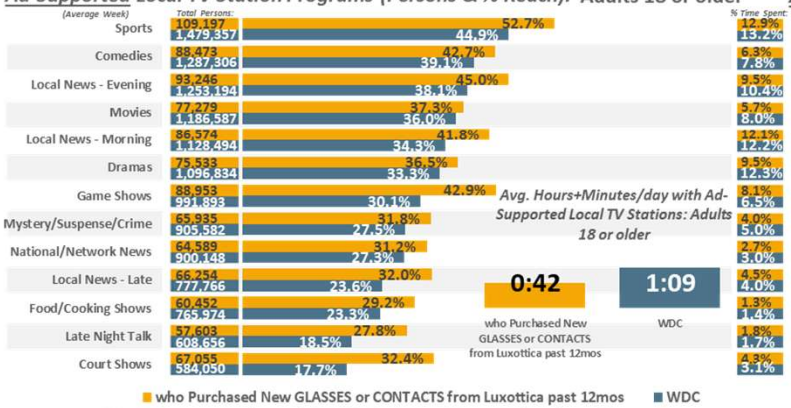
Local TV Station Programs (Persons & % Reach): Adults 18 or older



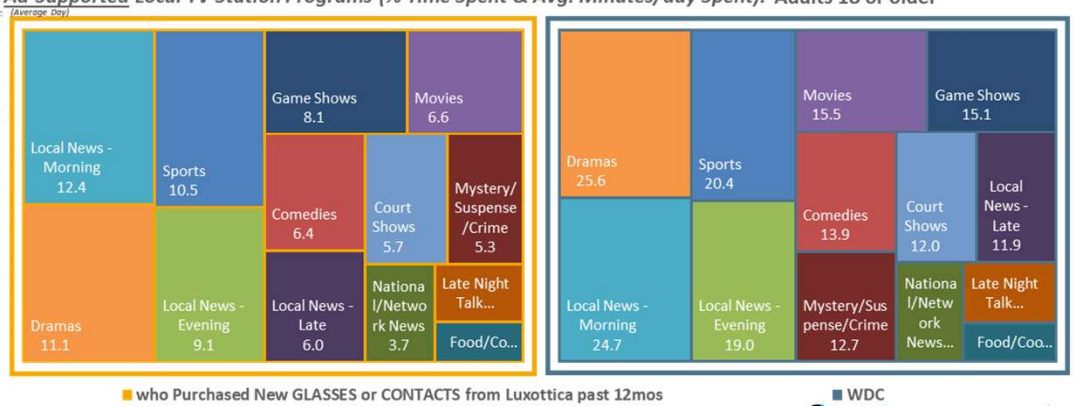
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 305

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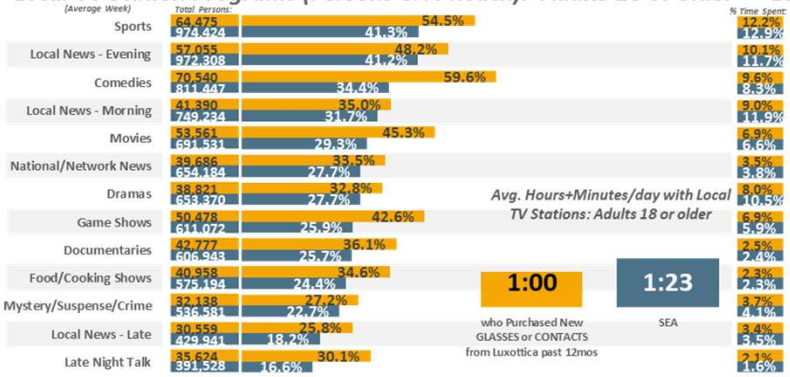
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(Stores bought glasses/contacts for self past 12 months: LensCrafters OR Stores bought glasses/contacts for self past 12 months: Pearle Vision OR Stores bought glasses/contacts for self past 12 months: Target Optical)

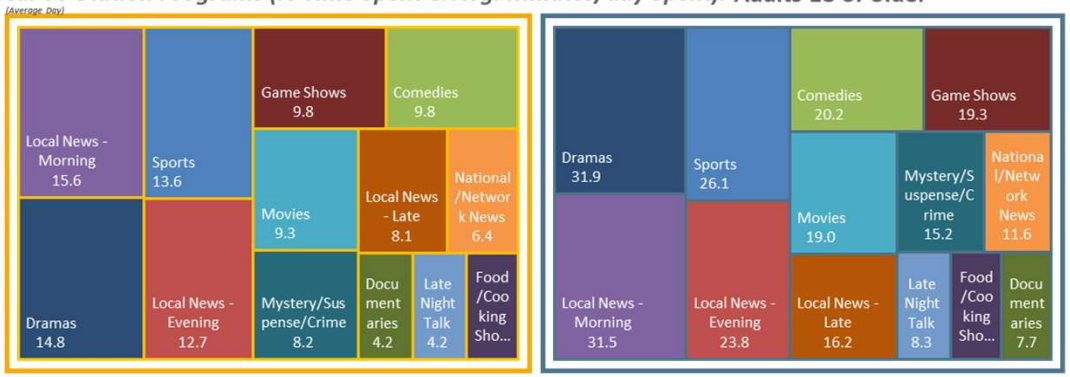
LensCrafters | Pearle Vision | Target Optical | EssilorLuxottica | SEA

113,033 or 63.1% of Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Local News - Evening, Movies, Game Shows, and Local News - Morning.

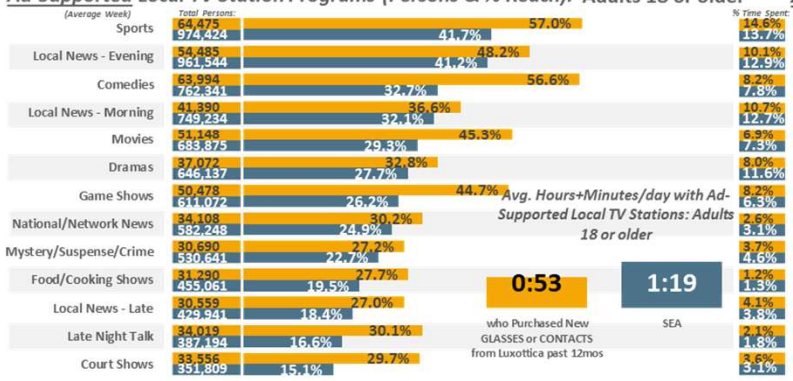
Local TV Station Programs (Persons & % Reach): Adults 18 or older



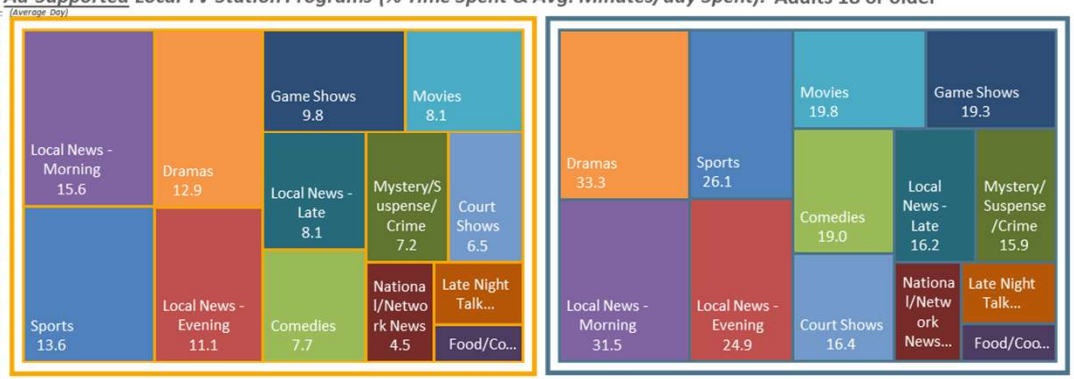
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 181

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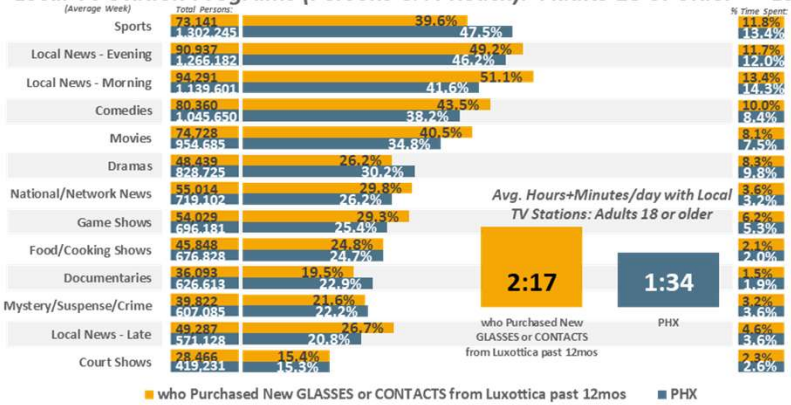
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(Stores bought glasses/contacts for self past 12 months: LensCrafters OR Stores bought glasses/contacts for self past 12 months: Pearle Vision OR Stores bought glasses/contacts for self past 12 months: Target Optical)

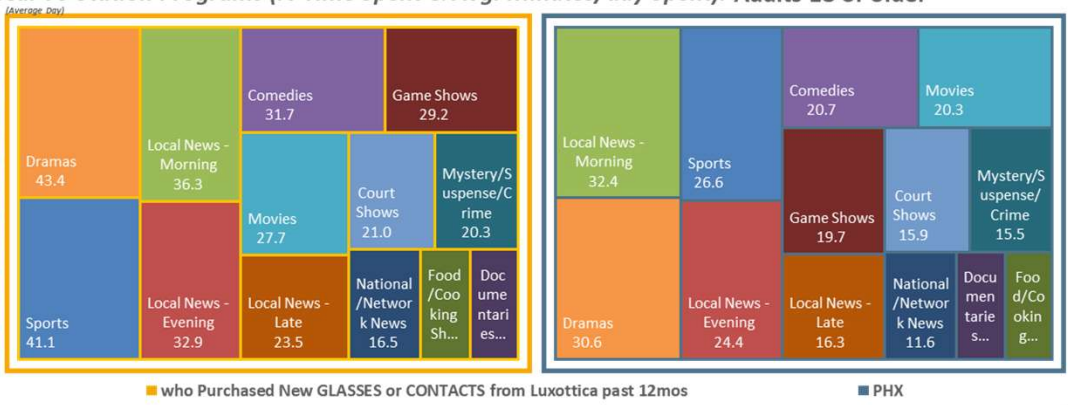
LensCrafters · Pearle Vision · Target Optical · EssilorLuxottica — PHX

181,734 or 66.7% of Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Morning, Local News - Evening, Comedies, Movies, Sports, and Science Fiction.

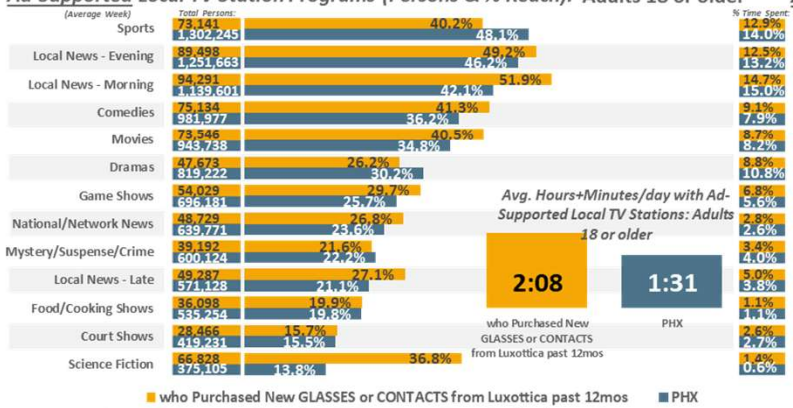
Local TV Station Programs (Persons & % Reach): Adults 18 or older



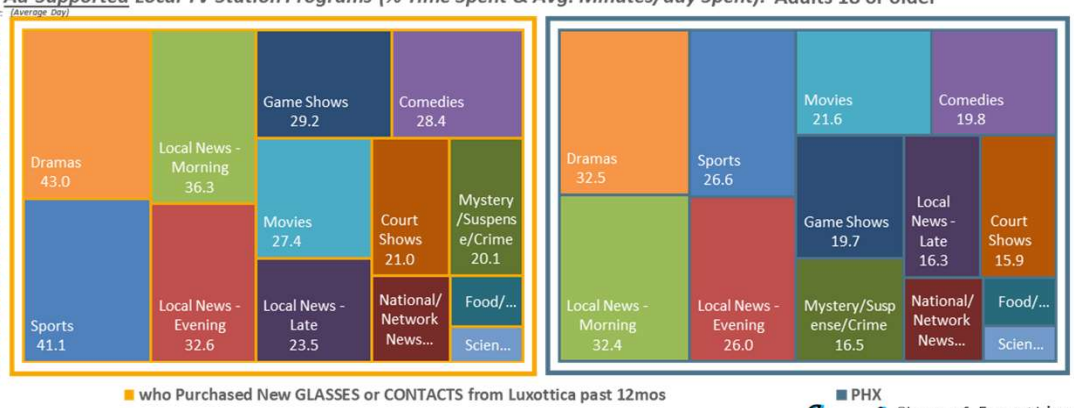
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 151

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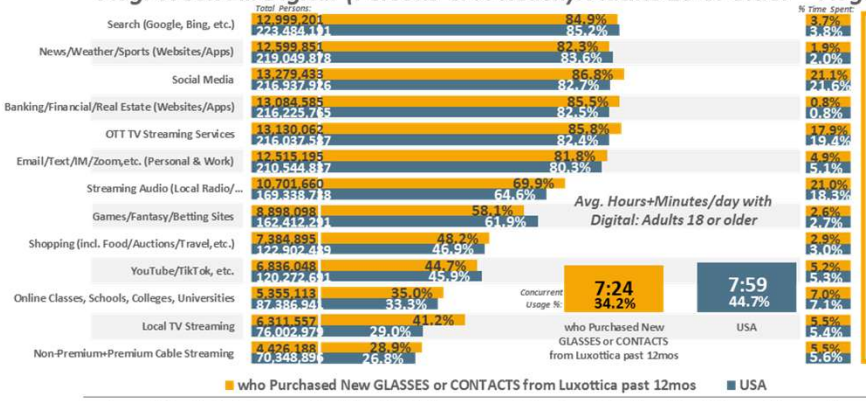
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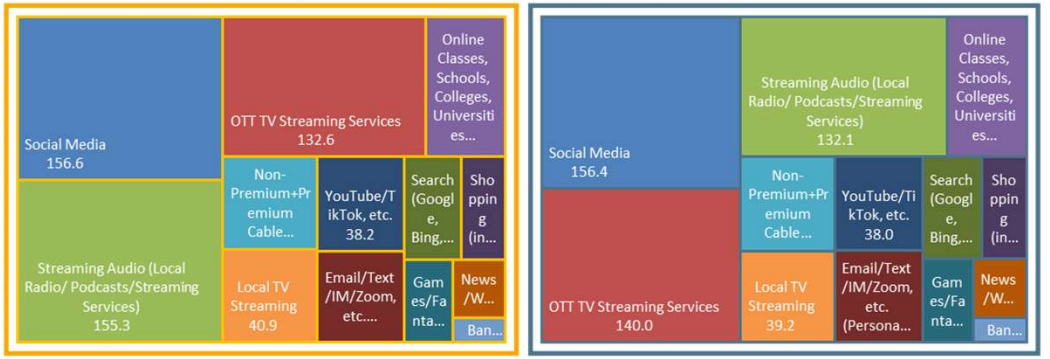
LensCrafters · Pearle Vision · Target Optical · EssilorLuxottica — USA

11,837,699 or 77.3% of Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos use Ad-Supported Social Media for an average of 139.6 minutes every day representing 25.8% of all time spent daily with Ad-Supported Digital Media.

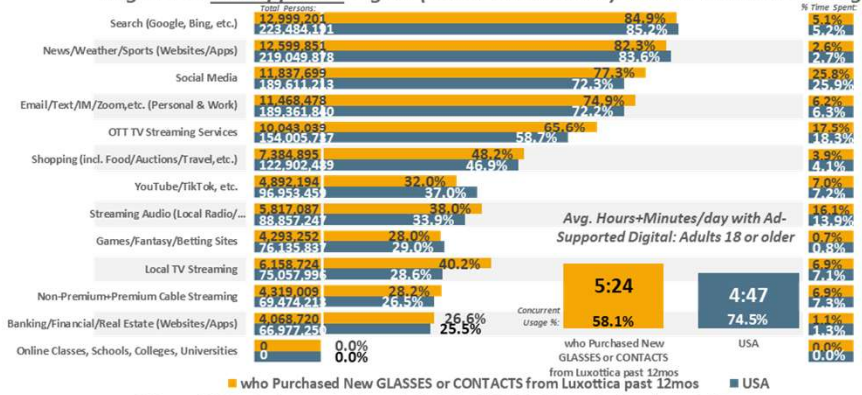
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



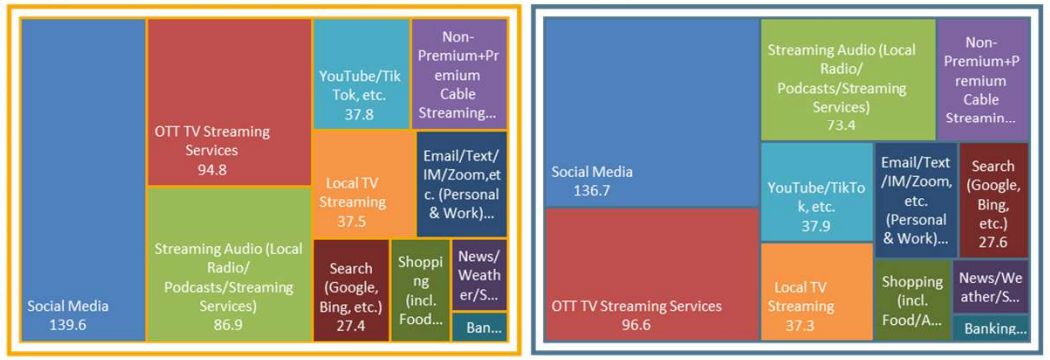
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 1,523

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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

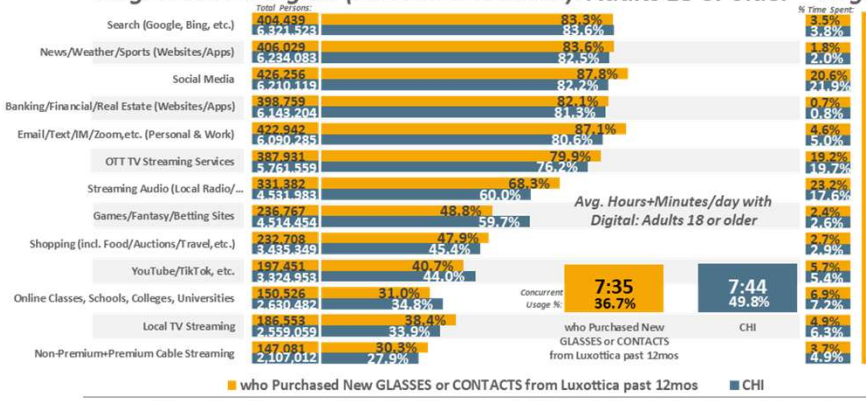
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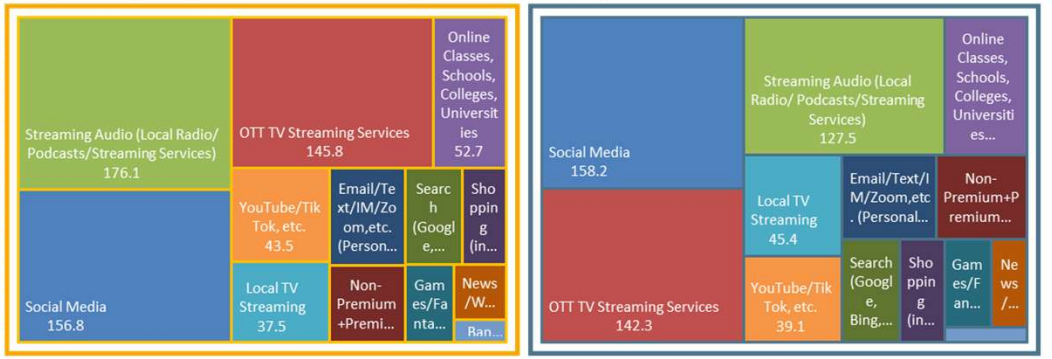
LensCrafters · Pearle Vision · Target Optical · EssilorLuxottica — CHI

387,547 or 79.8% of Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos use Ad-Supported Social Media for an average of 142.5 minutes every day representing 25.5% of all time spent daily with Ad-Supported Digital Media.

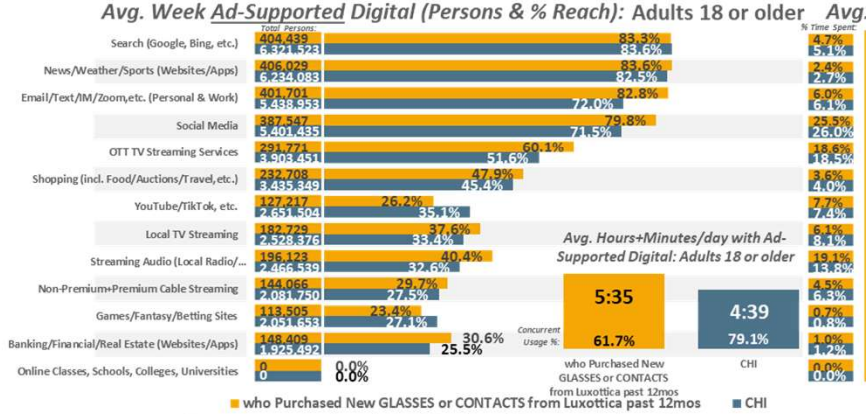
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



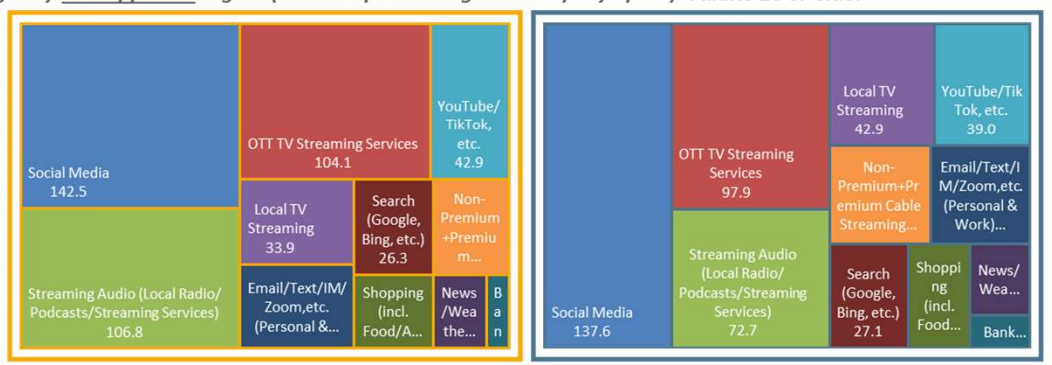
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 297

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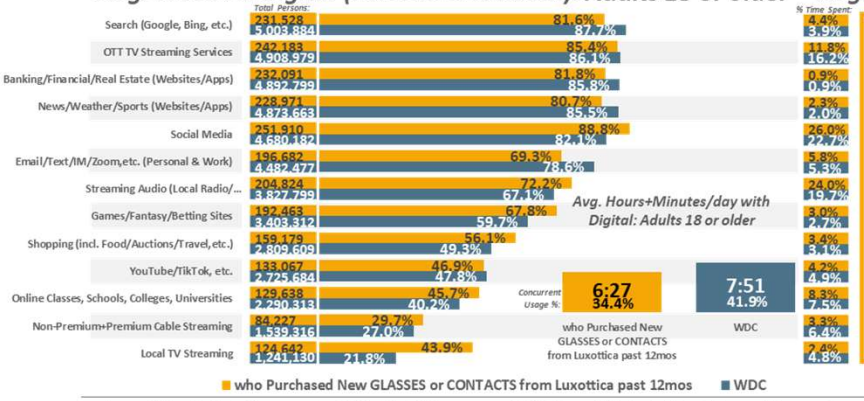
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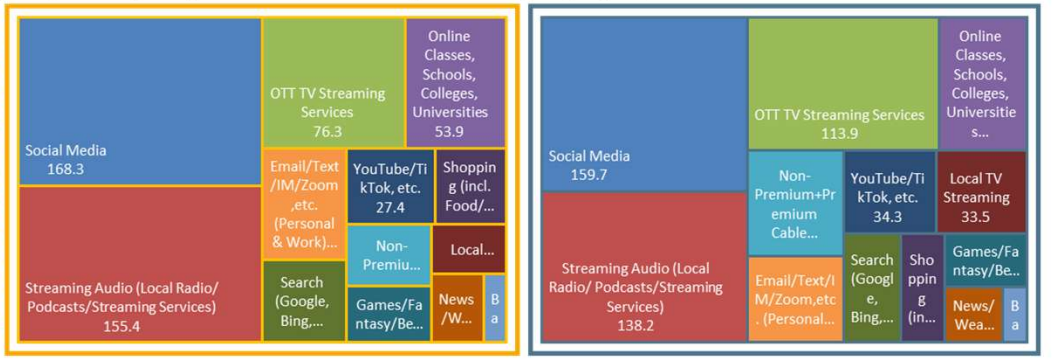
LensCrafters | Pearle Vision | Target Optical | EssilorLuxottica | WDC

226,962 or 80.% of Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos use Ad-Supported Social Media for an average of 151.6 minutes every day representing 33.% of all time spent daily with Ad-Supported Digital Media.

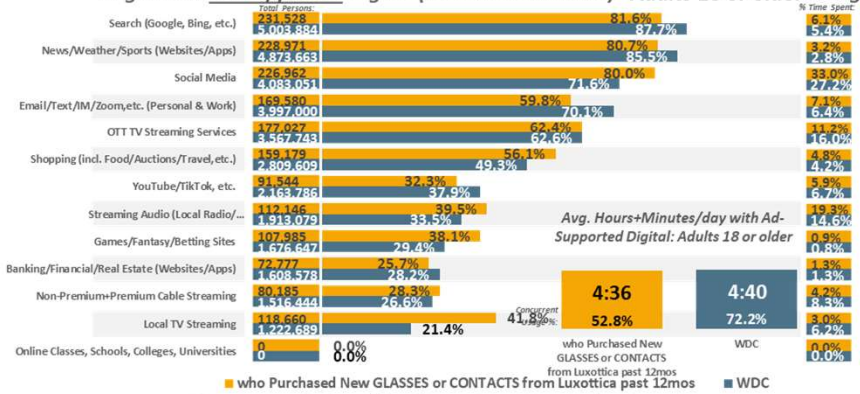
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



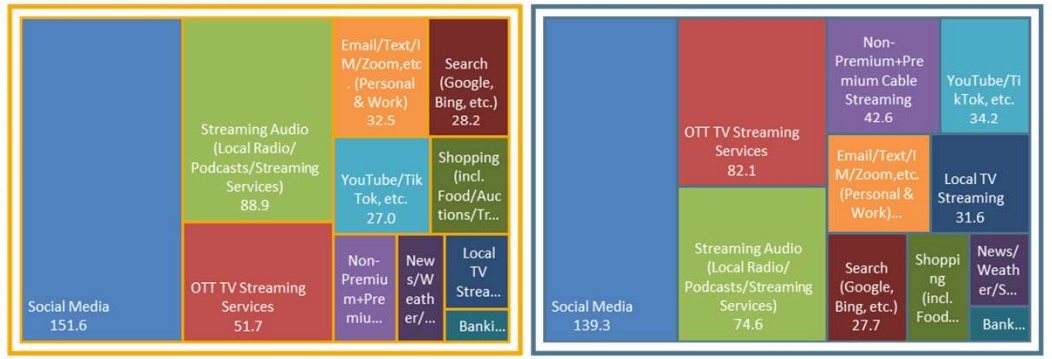
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 305

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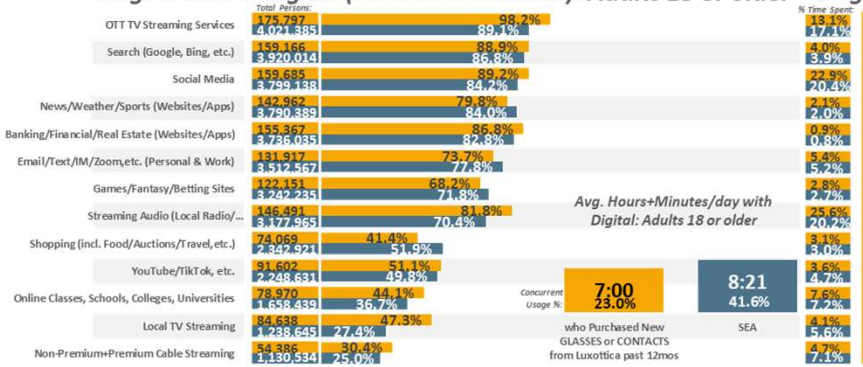
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(Stores bought glasses/contacts for self past 12 months: LensCrafters OR Stores bought glasses/contacts for self past 12 months: Pearle Vision OR Stores bought glasses/contacts for self past 12 months: Target Optical)

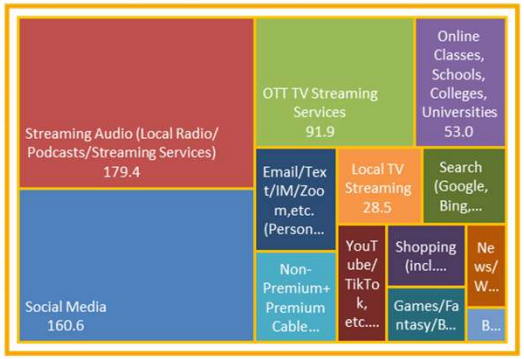
LENSCRAFTERS
PEARLE VISION
OPTICAL
EssilorLuxottica
SEA

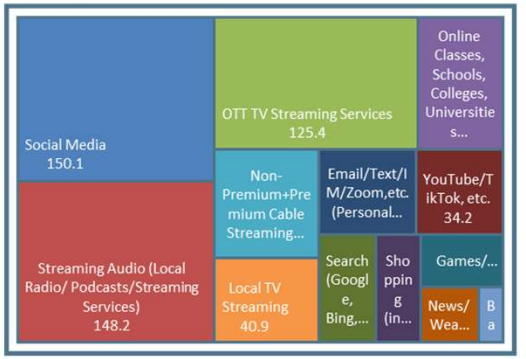
139,166 or 77.7% of Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos use Ad-Supported Social Media for an average of 140. minutes every day representing 28.2% of all time spent daily with Ad-Supported Digital Media.

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



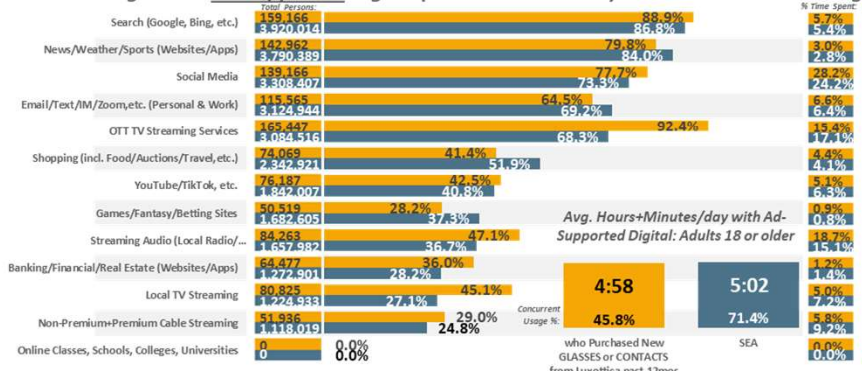
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



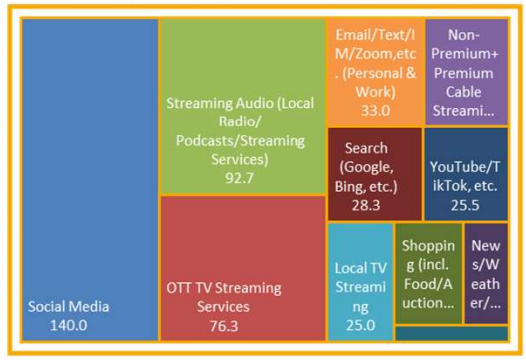


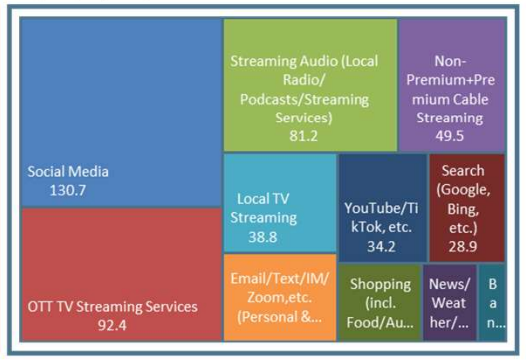
who Purchased New GLASSES or CONTACTS from Luxottica past 12mos ■ SEA

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



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





who Purchased New GLASSES or CONTACTS from Luxottica past 12mos ■ SEA

SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 181

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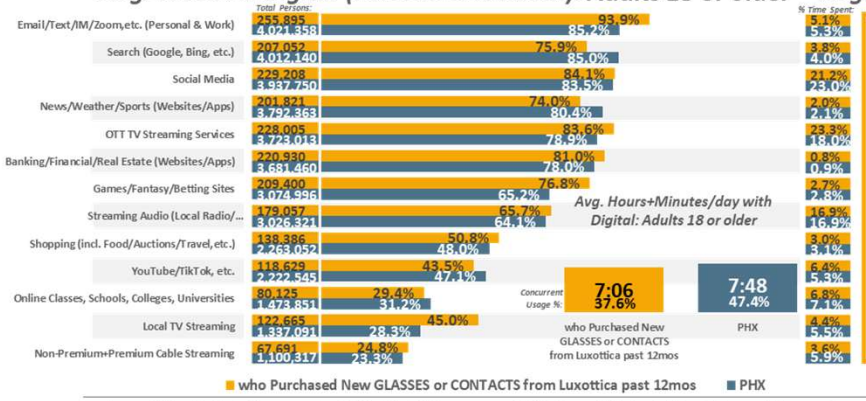
(Stores bought glasses/contacts for self past 12 months: LensCrafters OR Stores bought glasses/contacts for self past 12 months: Pearle Vision OR Stores bought glasses/contacts for self past 12 months: Target Optical)

LensCrafters · Pearle Vision · Target Optical · EssilorLuxottica

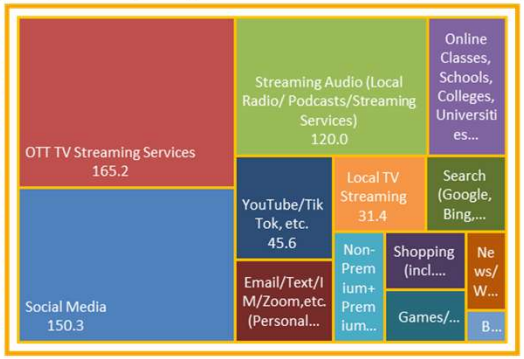
PHX

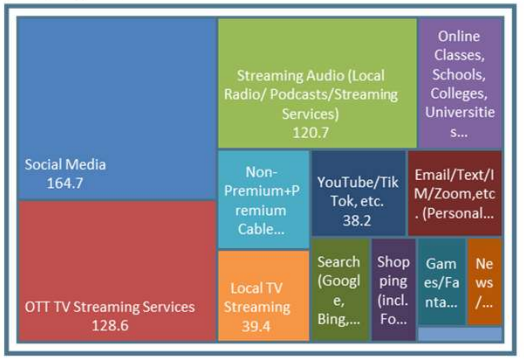
196,025 or 71.9% of Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos use Ad-Supported Social Media for an average of 128.5 minutes every day representing 24.8% of all time spent daily with Ad-Supported Digital Media.

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

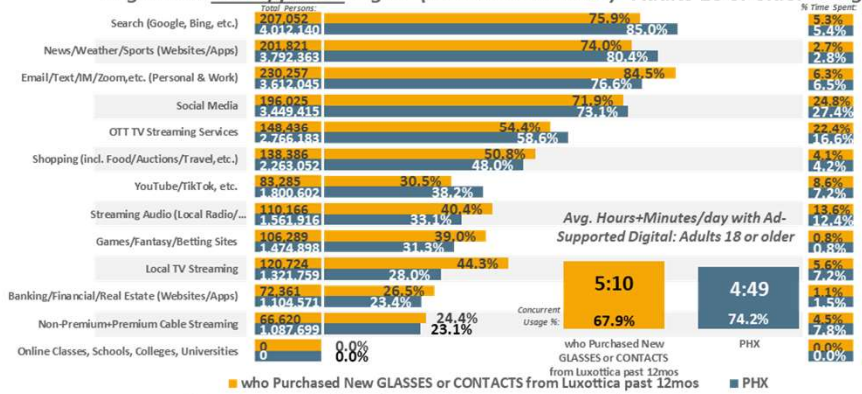


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



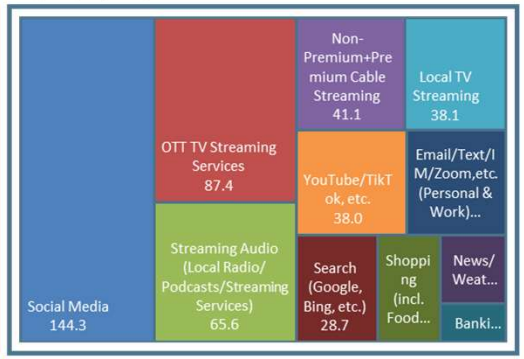


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 151

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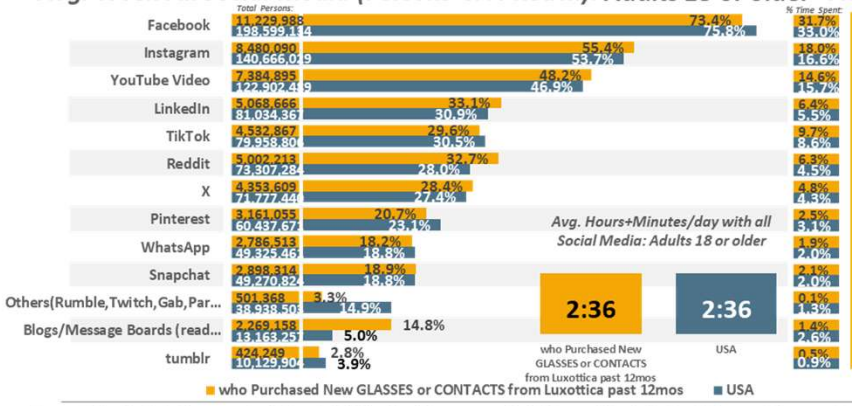
soefa.ai Share of Everything for Anything ©

(Stores bought glasses/contacts for self past 12 months: LensCrafters OR Stores bought glasses/contacts for self past 12 months: Pearle Vision OR Stores bought glasses/contacts for self past 12 months: Target Optical)

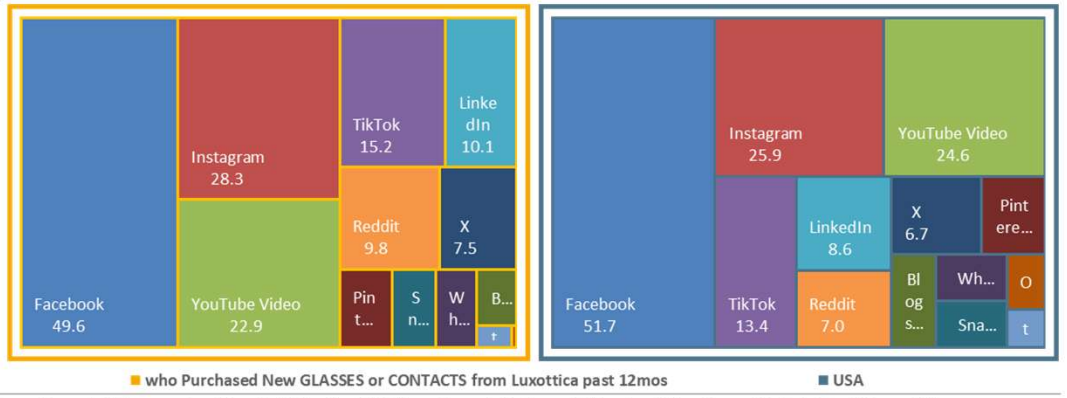
LensCrafters · Pearle Vision · Target Optical · Essilor Luxottica — USA

11,229,988 or 73.4% of Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos use Ad-Supported Facebook for an average of 48.8 minutes every day representing 34.9% of all time spent daily with Ad-Supported Social Media.

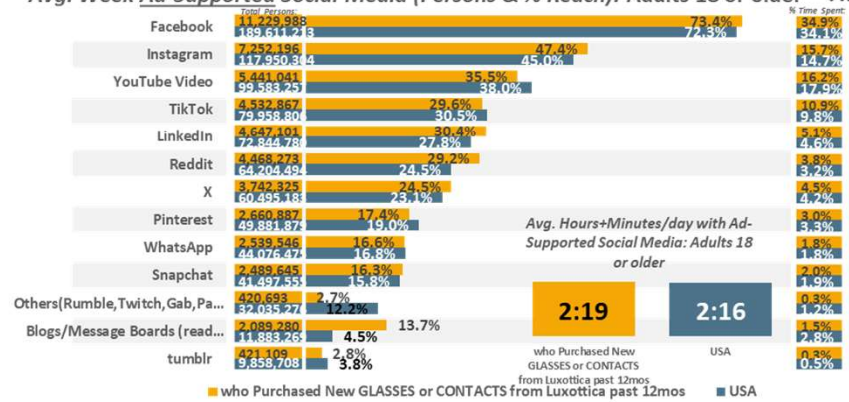
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



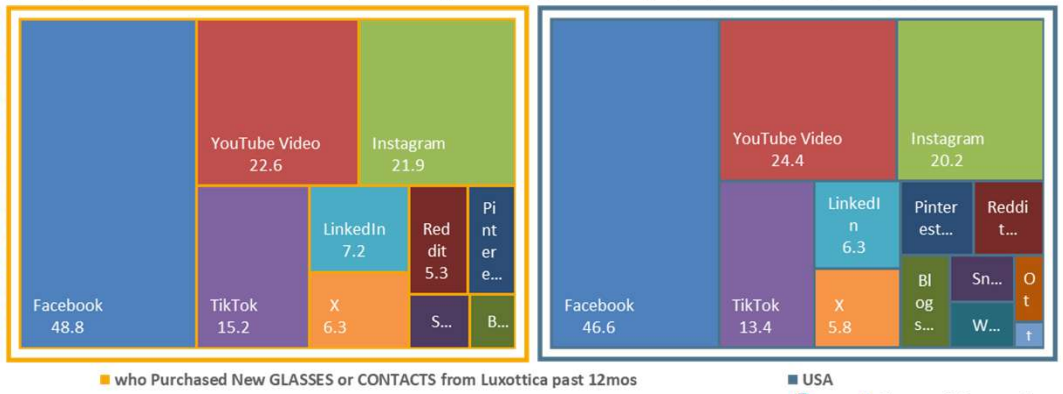
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 1,523

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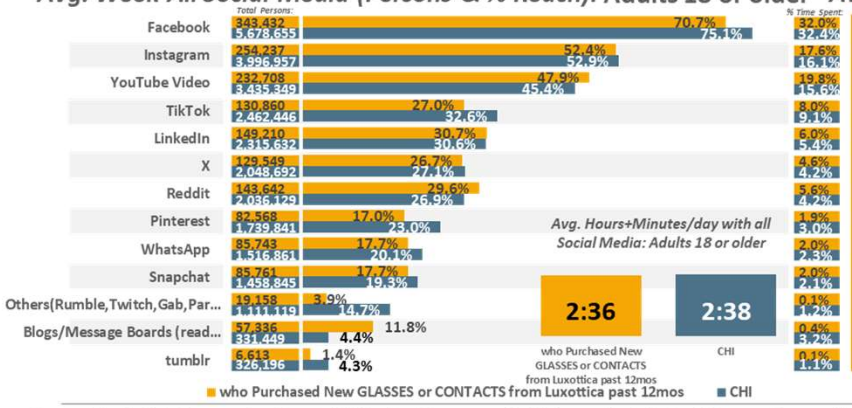
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

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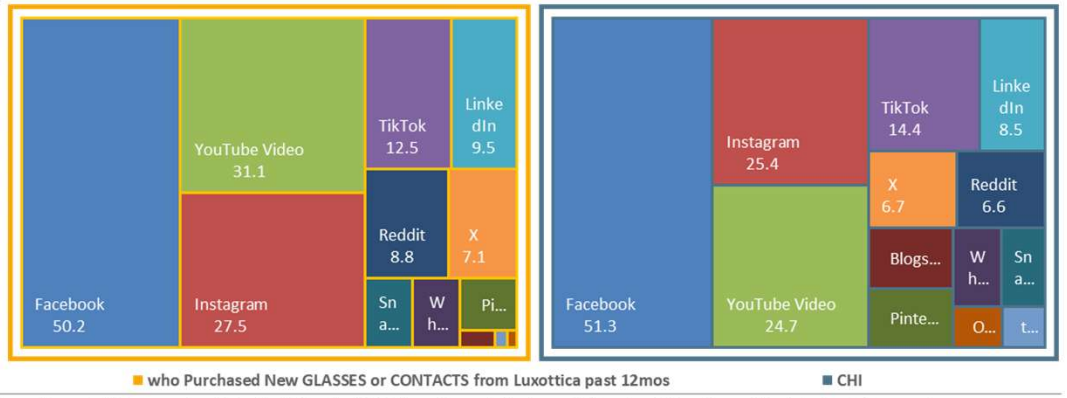
(Stores bought glasses/contacts for self past 12 months: LensCrafters OR Stores bought glasses/contacts for self past 12 months: Pearle Vision OR Stores bought glasses/contacts for self past 12 months: Target Optical)

343,432 or 70.7% of Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos use Ad-Supported Facebook for an average of 48.9 minutes every day representing 34.3% of all time spent daily with Ad-Supported Social Media.

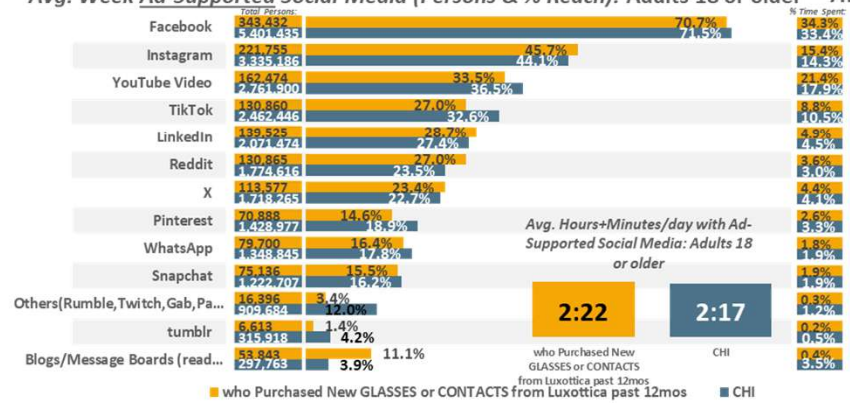
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



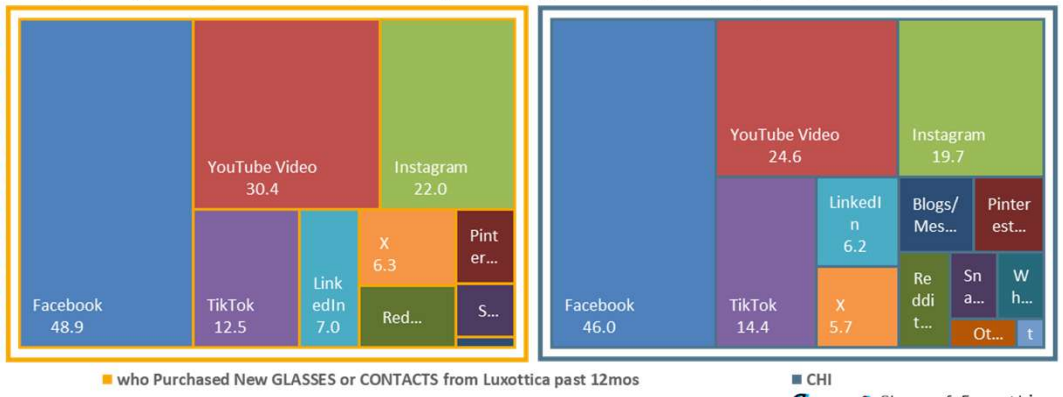
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 297

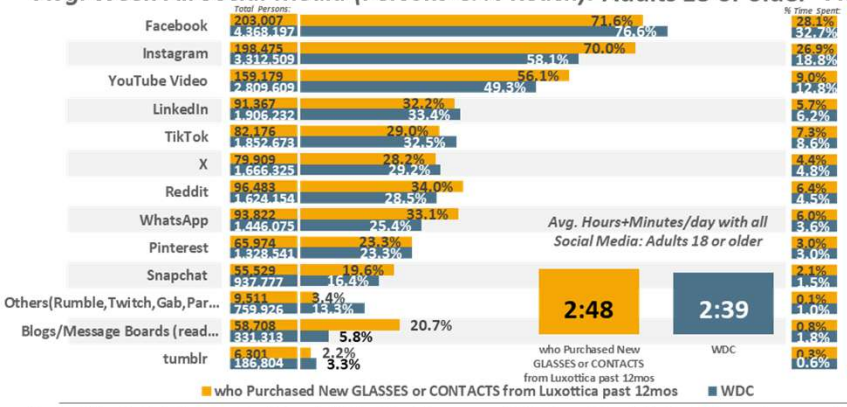
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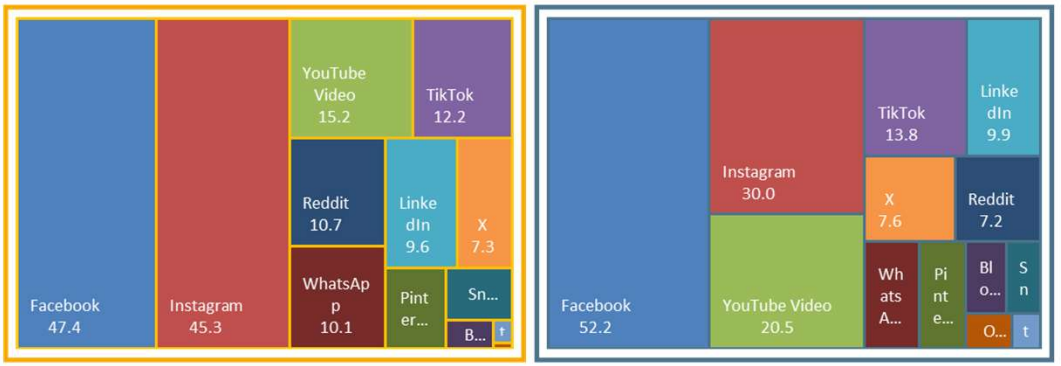
(Stores bought glasses/contacts for self past 12 months: LensCrafters OR Stores bought glasses/contacts for self past 12 months: Pearle Vision OR Stores bought glasses/contacts for self past 12 months: Target Optical)

203,007 or 71.6% of Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos use Ad-Supported Facebook for an average of 54.5 minutes every day representing 36.% of all time spent daily with Ad-Supported Social Media.

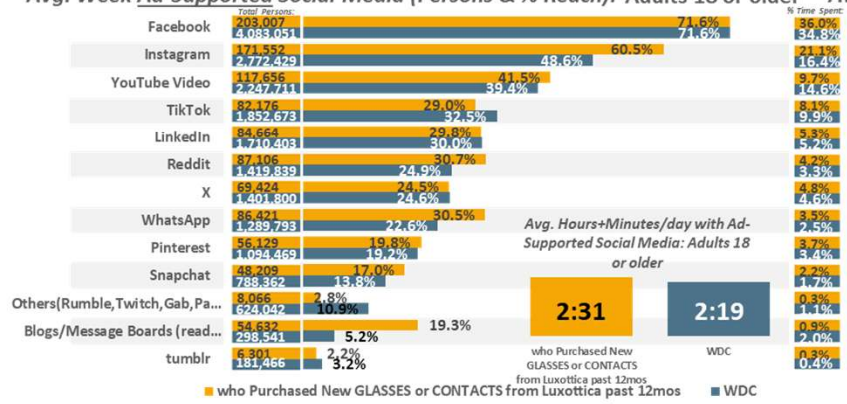
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



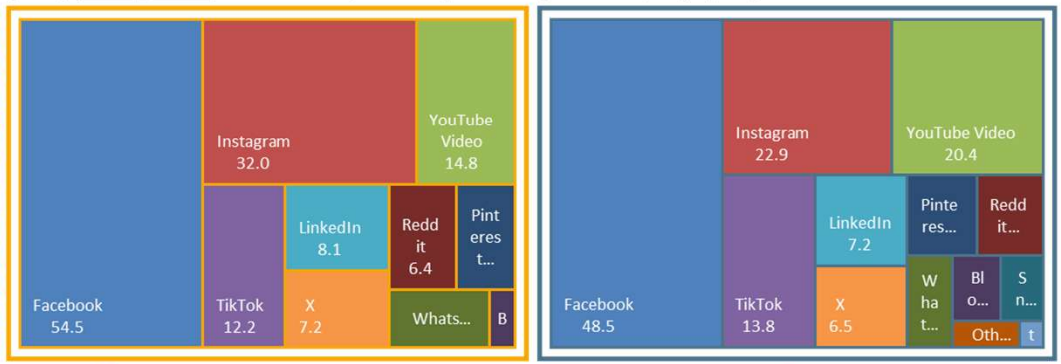
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 305

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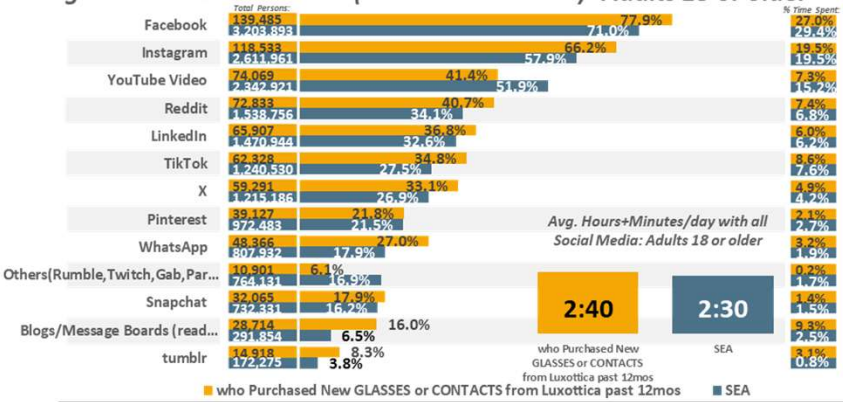
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(Stores bought glasses/contacts for self past 12 months: LensCrafters OR Stores bought glasses/contacts for self past 12 months: Pearle Vision OR Stores bought glasses/contacts for self past 12 months: Target Optical)

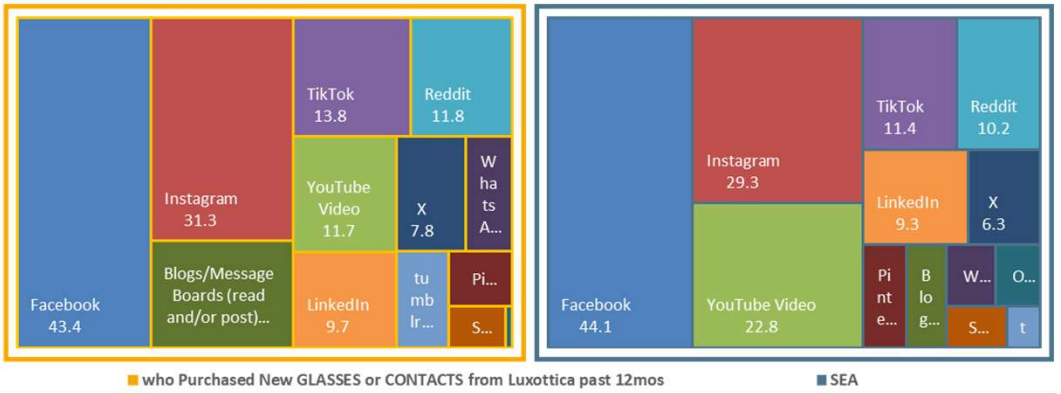
LensCrafters · Pearle Vision · Target Optical · EssilorLuxottica — **SEA**

139,166 or 77.7% of Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos use Ad-Supported Facebook for an average of 46.5 minutes every day representing 33.2% of all time spent daily with Ad-Supported Social Media.

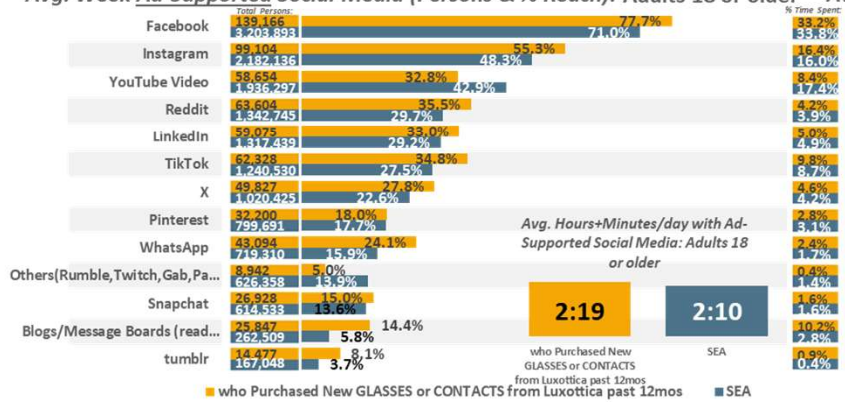
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



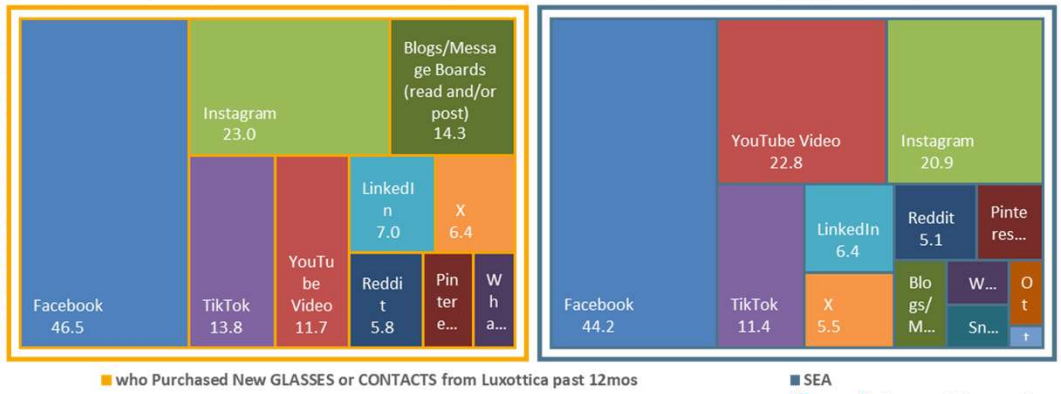
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 181

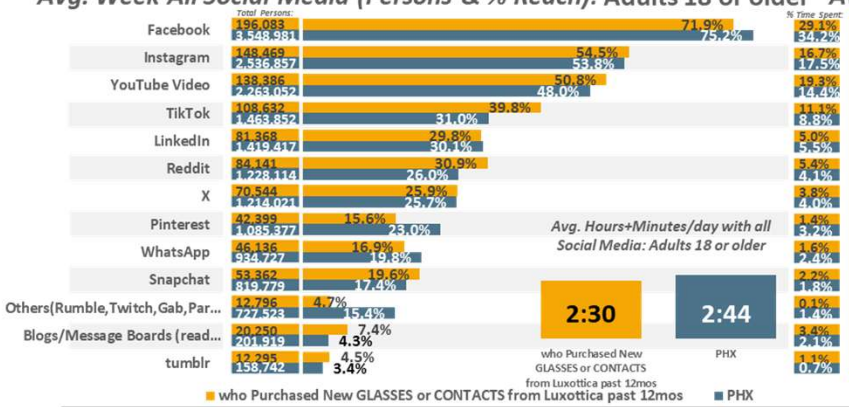
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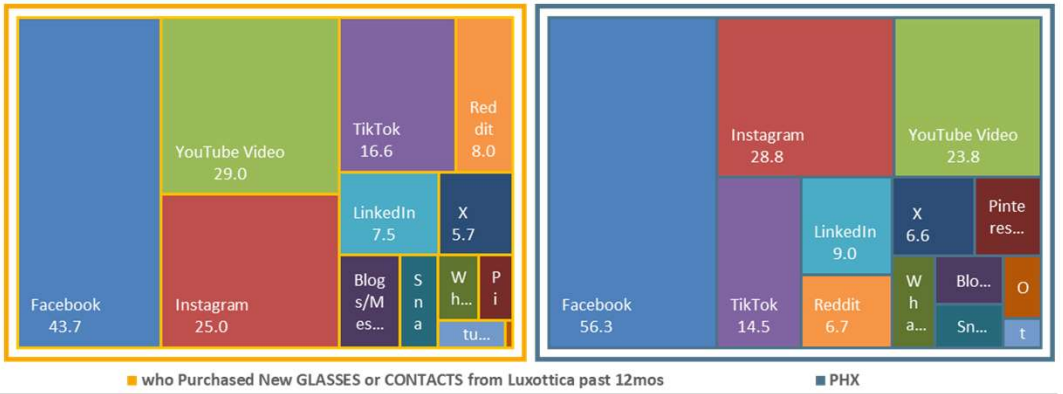
(Stores bought glasses/contacts for self past 12 months: LensCrafters OR Stores bought glasses/contacts for self past 12 months: Pearle Vision OR Stores bought glasses/contacts for self past 12 months: Target Optical)

196,025 or 71.9% of Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos use Ad-Supported Facebook for an average of 40.2 minutes every day representing 31.3% of all time spent daily with Ad-Supported Social Media.

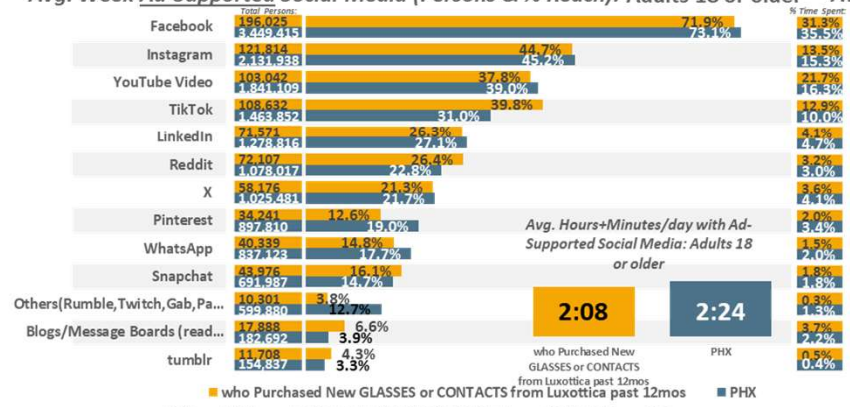
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



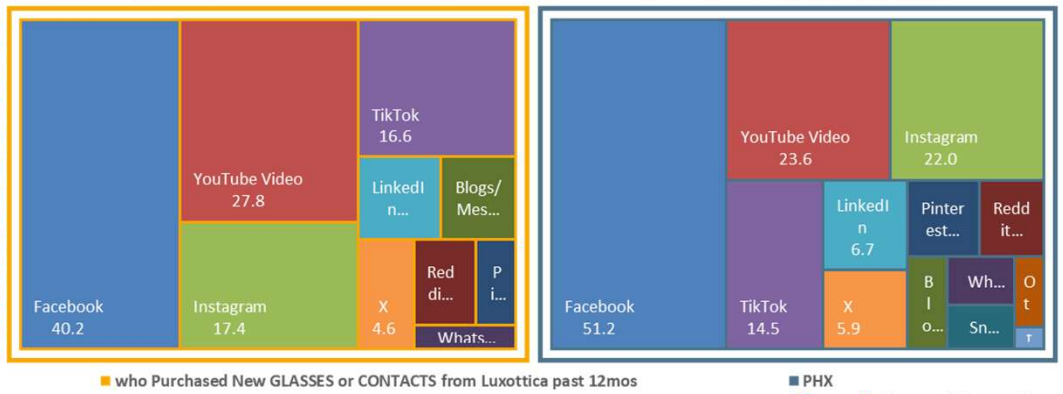
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 151

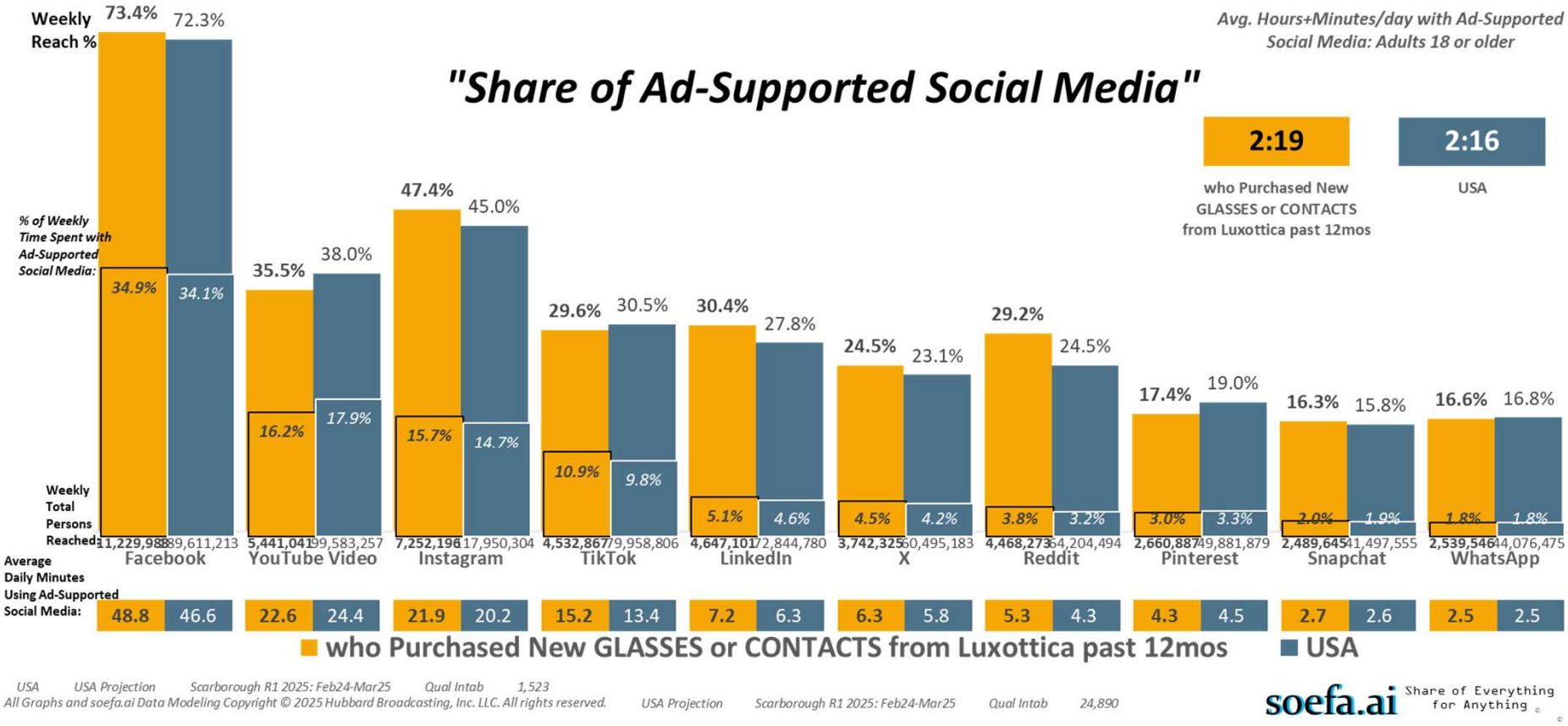
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(Stores bought glasses/contacts for self past 12 months: LensCrafters OR Stores bought glasses/contacts for self past 12 months: Pearle Vision OR Stores bought glasses/contacts for self past 12 months: Target Optical)

LensCrafters · Pearle Vision · Target Optical · EssilorLuxottica — USA

11,229,988 or 73.4% of Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos use Ad-Supported Facebook for an average of 48.8 minutes every day representing 34.9% of all time spent daily with Ad-Supported Social Media.



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 1,523

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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

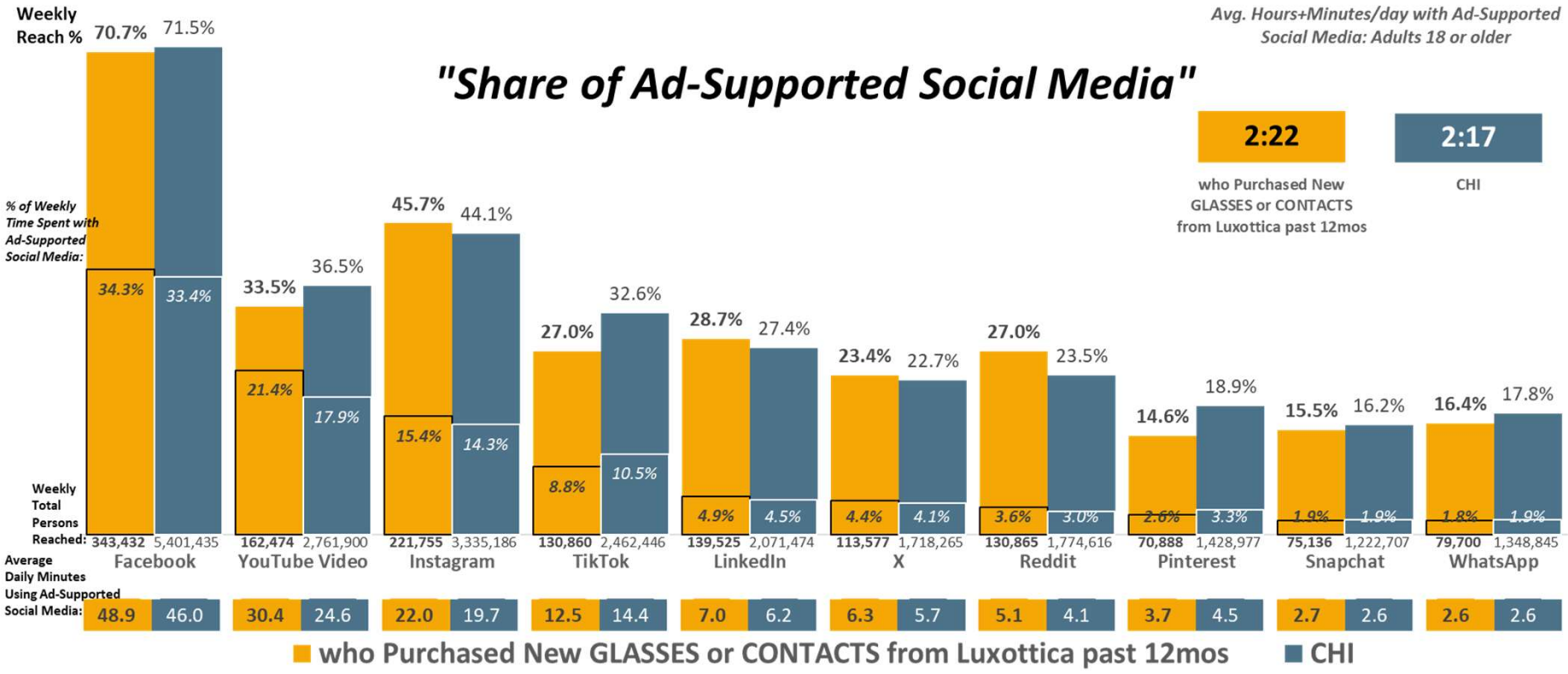
soefa.ai Share of Everything for Anything

(Stores bought glasses/contacts for self past 12 months: LensCrafters OR Stores bought glasses/contacts for self past 12 months: Pearle Vision OR Stores bought glasses/contacts for self past 12 months: Target Optical)

343,432 or 70.7% of Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos use Ad-Supported Facebook for an average of 48.9 minutes every day representing 34.3% of all time spent daily with Ad-Supported Social Media.

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

"Share of Ad-Supported Social Media"



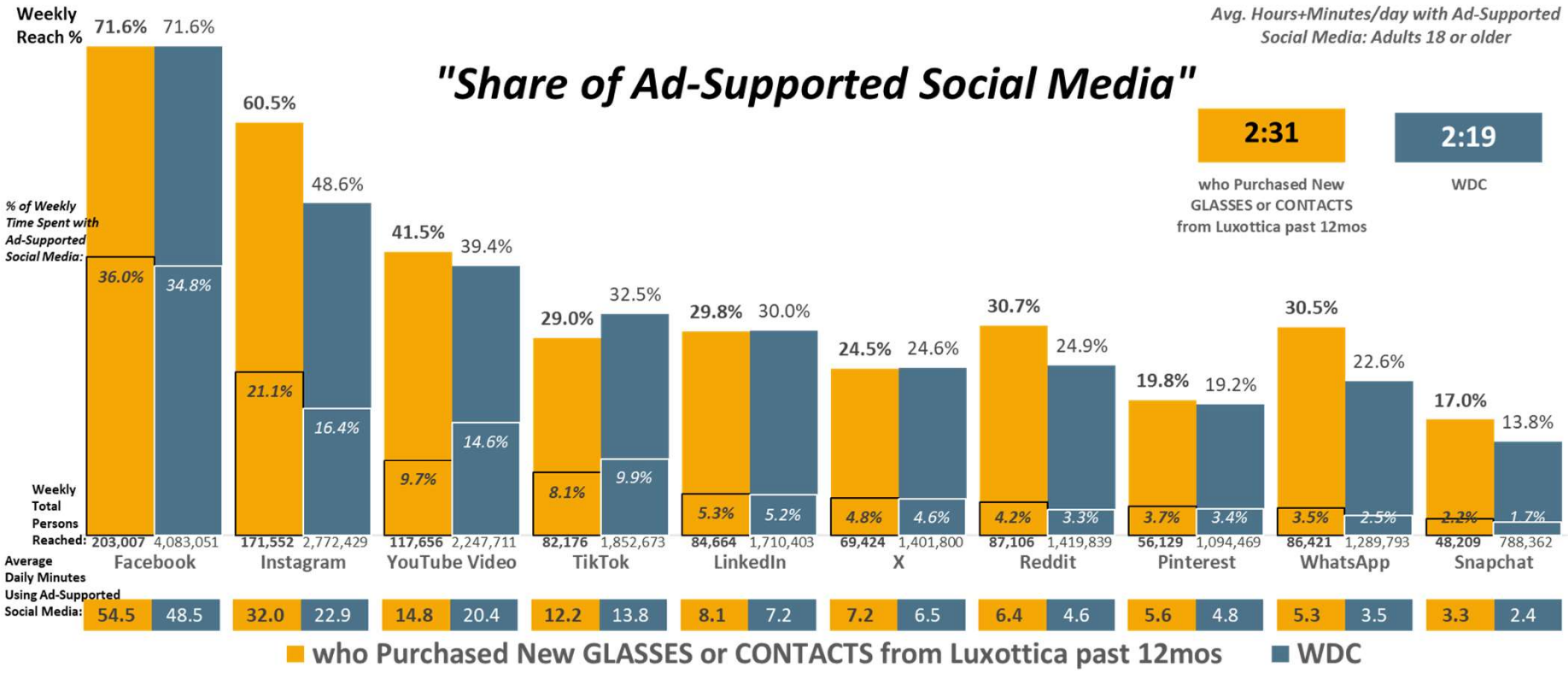
CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 297 CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,846

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(Stores bought glasses/contacts for self past 12 months: LensCrafters OR Stores bought glasses/contacts for self past 12 months: Pearle Vision OR Stores bought glasses/contacts for self past 12 months: Target Optical)

203,007 or 71.6% of Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos use Ad-Supported Facebook for an average of 54.5 minutes every day representing 36.% of all time spent daily with Ad-Supported Social Media.



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 305 WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 5,857

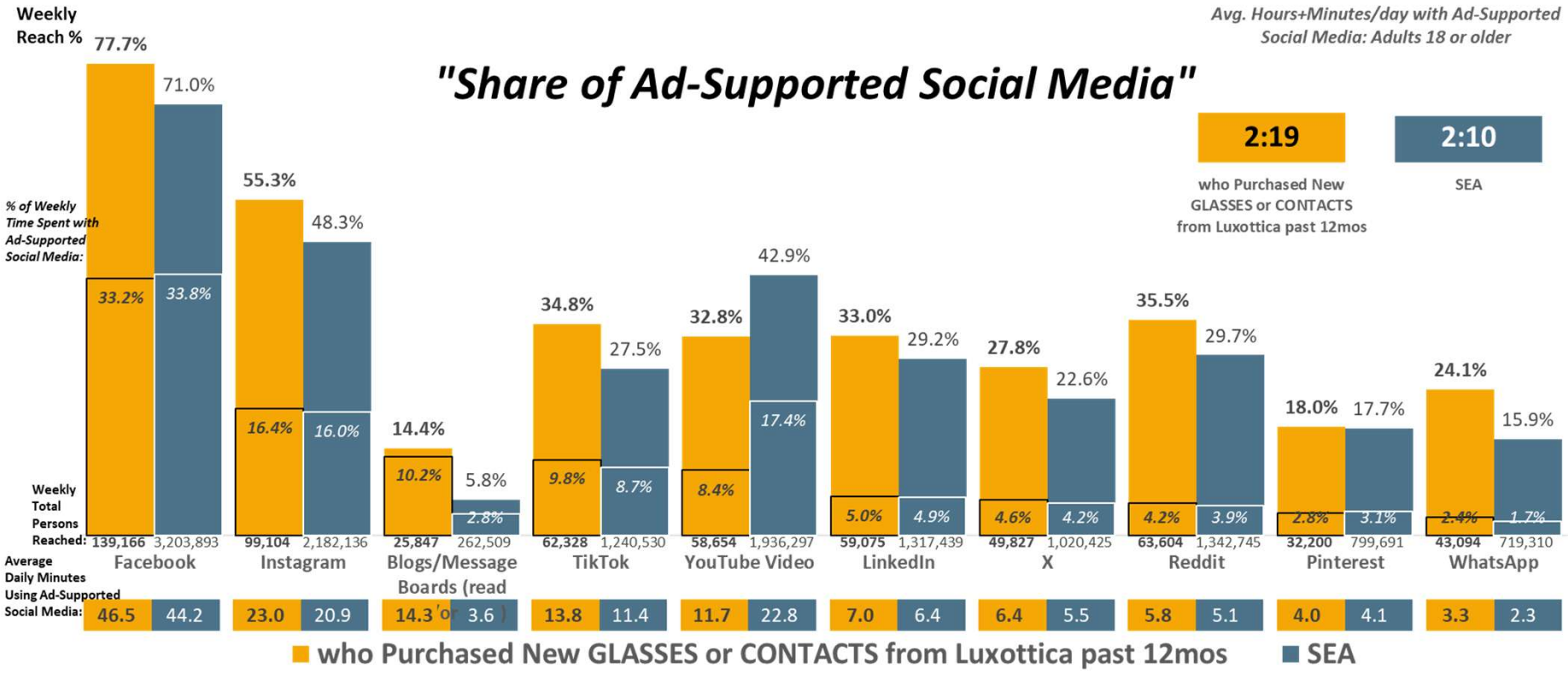
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(Stores bought glasses/contacts for self past 12 months: LensCrafters OR Stores bought glasses/contacts for self past 12 months: Pearle Vision OR Stores bought glasses/contacts for self past 12 months: Target Optical)

LensCrafters · Pearle Vision · Target Optical · EssilorLuxottica — SEA

139,166 or 77.7% of Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos use Ad-Supported Facebook for an average of 46.5 minutes every day representing 33.2% of all time spent daily with Ad-Supported Social Media.



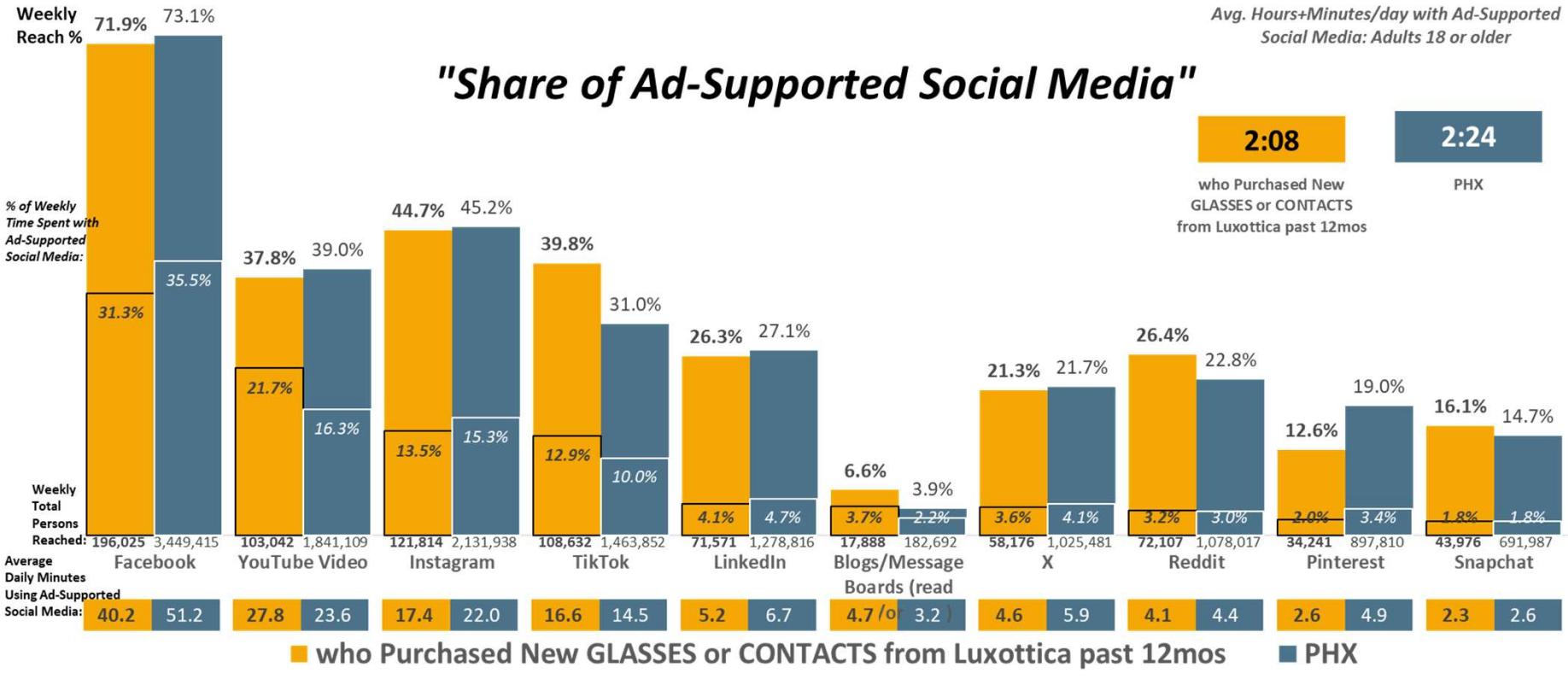
SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 181 SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,920

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(Stores bought glasses/contacts for self past 12 months: LensCrafters OR Stores bought glasses/contacts for self past 12 months: Pearle Vision OR Stores bought glasses/contacts for self past 12 months: Target Optical)

196,025 or 71.9% of Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos use Ad-Supported Facebook for an average of 40.2 minutes every day representing 31.3% of all time spent daily with Ad-Supported Social Media.



PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 151 PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 2,461

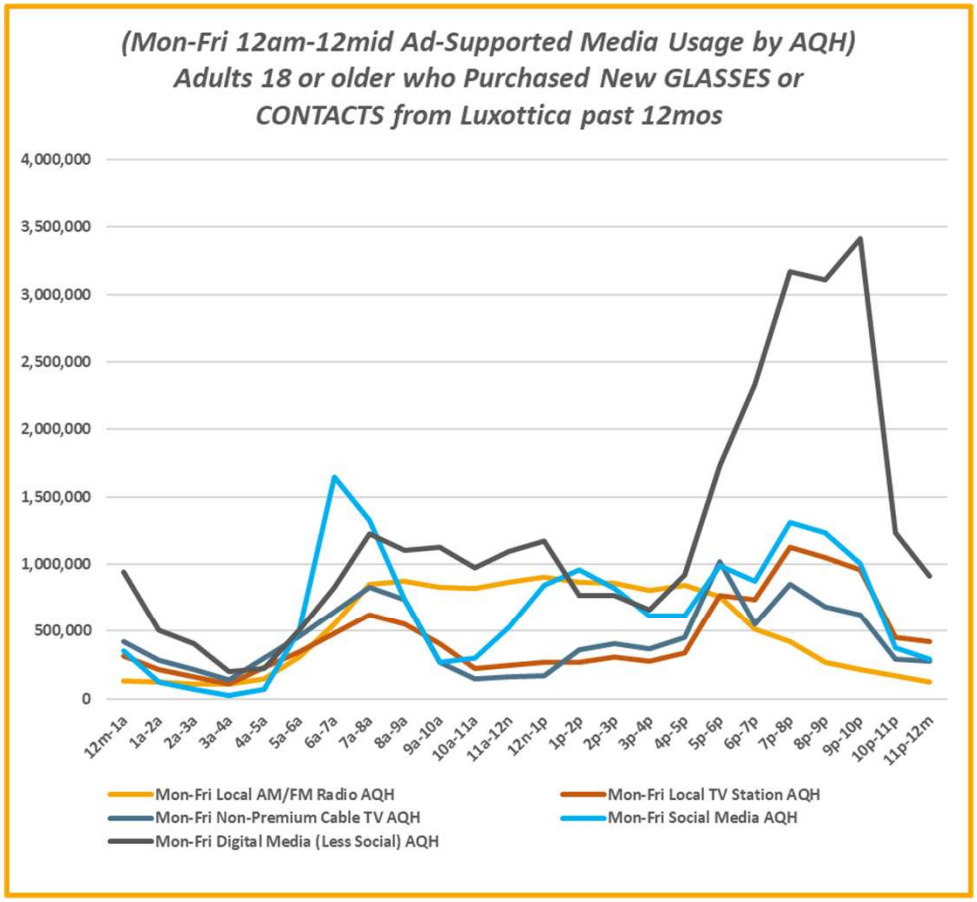
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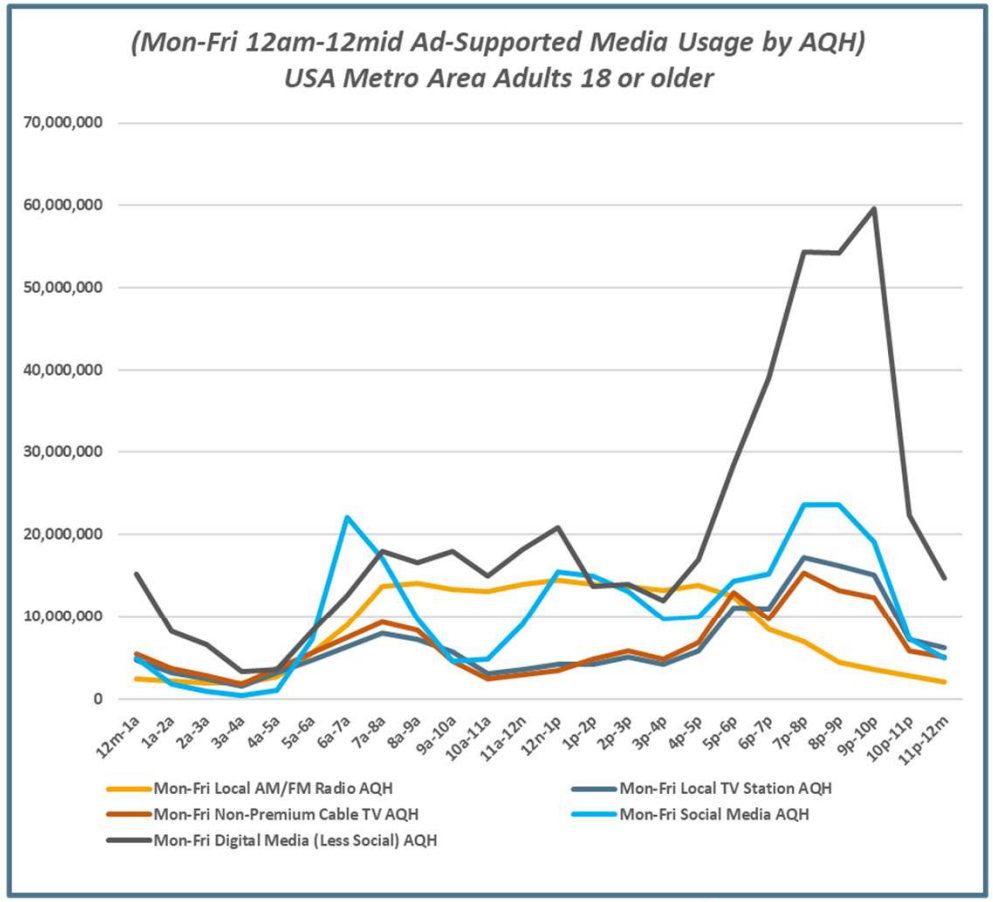
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(Stores bought glasses/contacts for self past 12 months: LensCrafters OR Stores bought glasses/contacts for self past 12 months: Pearle Vision OR Stores bought glasses/contacts for self past 12 months: Target Optical)

LensCrafters · Pearle Vision · Target Optical · EssilorLuxottica — USA

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 1,132,362; Social Media: 808,313; Local Radio: 794,750; Non-Prem. Cable: 469,821; Local TV: 421,814 reaching Adults 18 or older who Purchased New GLASSES or CONTACTS from





USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 1,523

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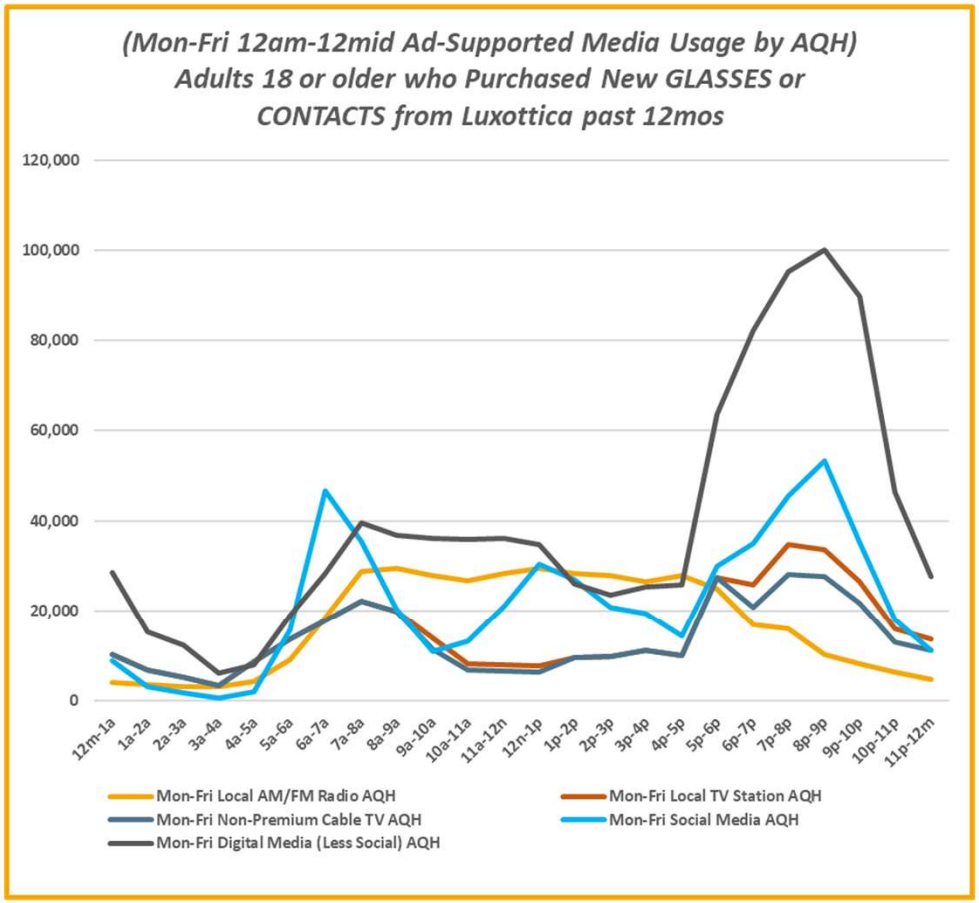
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

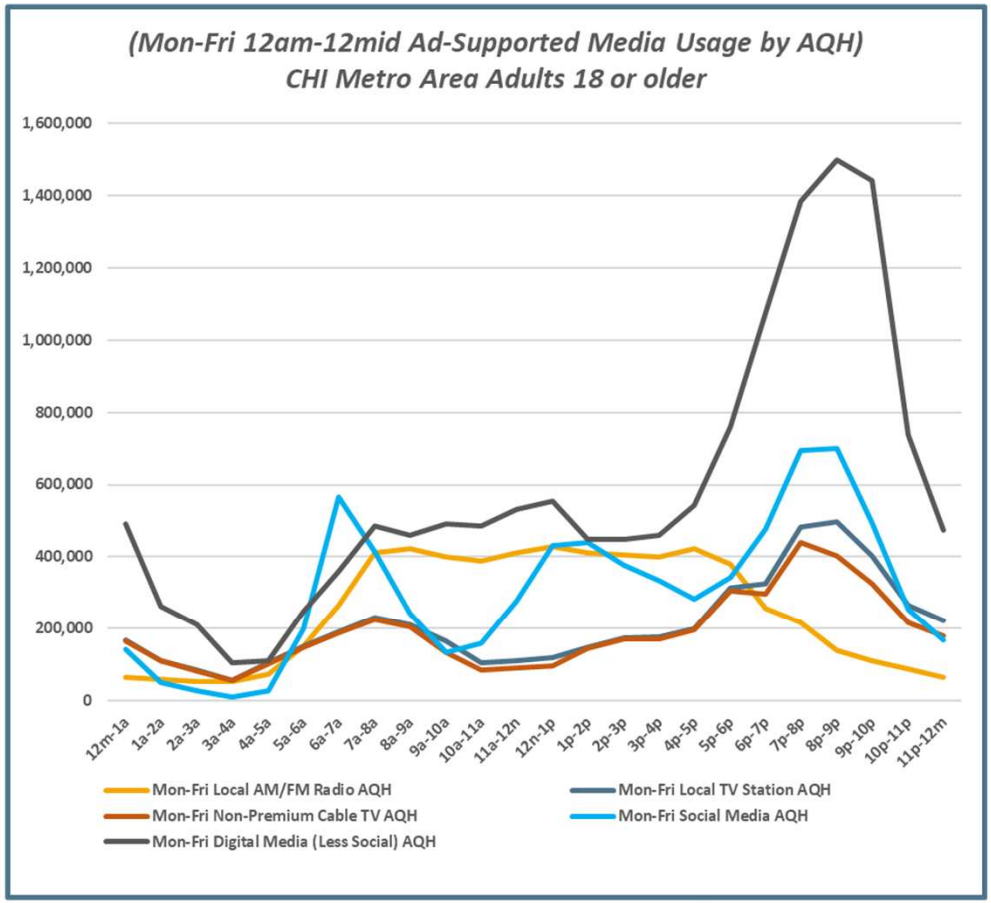
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(Stores bought glasses/contacts for self past 12 months: LensCrafters OR Stores bought glasses/contacts for self past 12 months: Pearle Vision OR Stores bought glasses/contacts for self past 12 months: Target Optical)

LensCrafters · Pearle Vision · Target Optical · EssilorLuxottica — CHI

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 37,985; Local Radio: 26,236; Social Media: 24,949; Local TV: 14,699; Non-Prem. Cable: 13,785 reaching Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxott





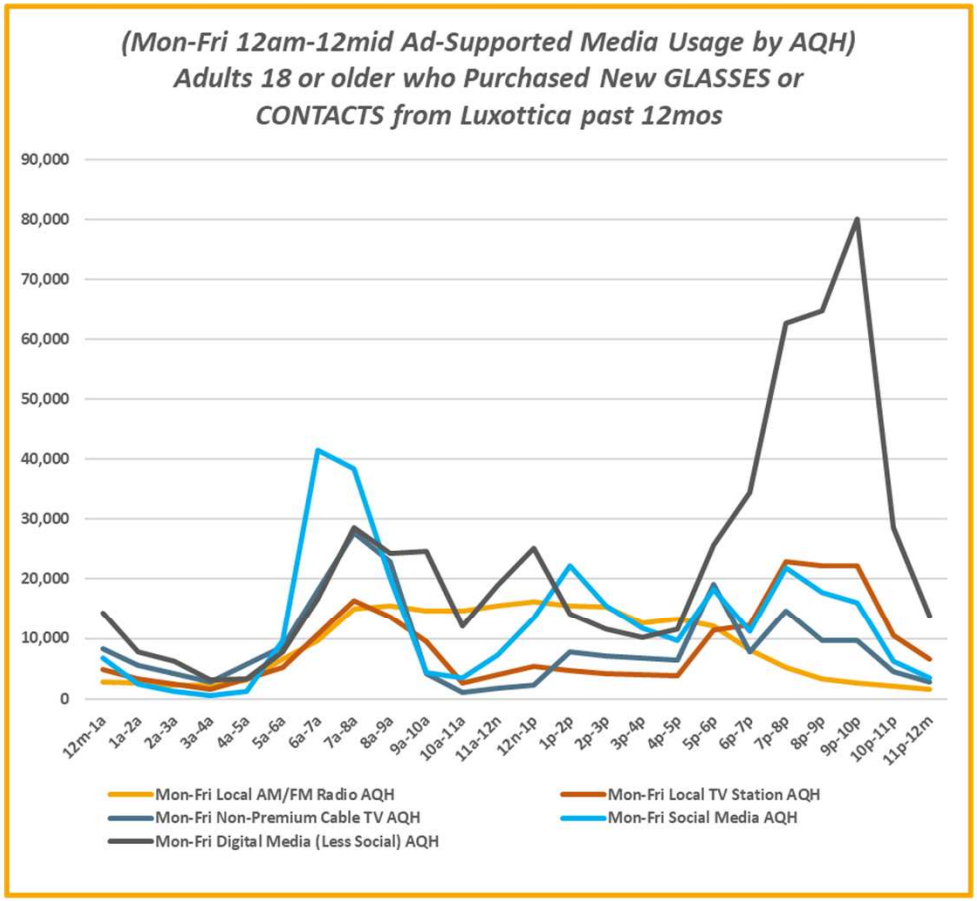
CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 297

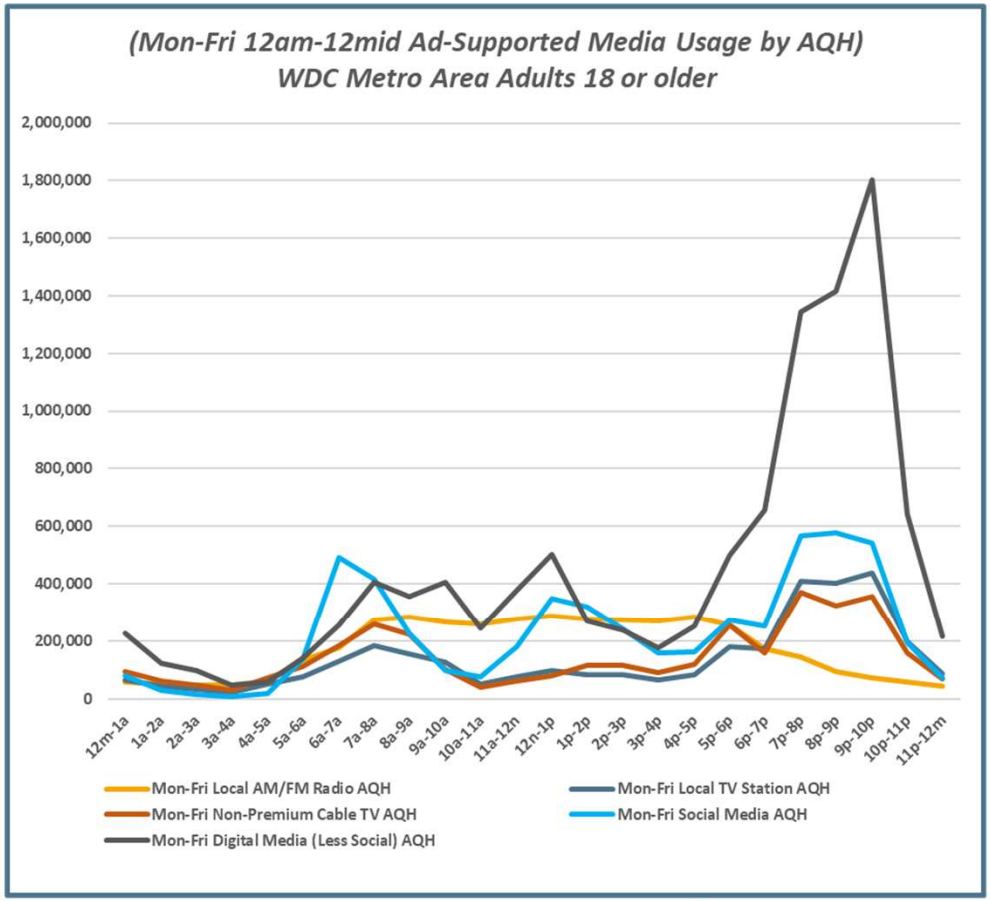
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(Stores bought glasses/contacts for self past 12 months: LensCrafters OR Stores bought glasses/contacts for self past 12 months: Pearle Vision OR Stores bought glasses/contacts for self past 12 months: Target Optical)

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 19,861; Social Media: 16,700; Local Radio: 13,700; Non-Prem. Cable: 10,226; Local TV: 7,852 reaching Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxotti





WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 305

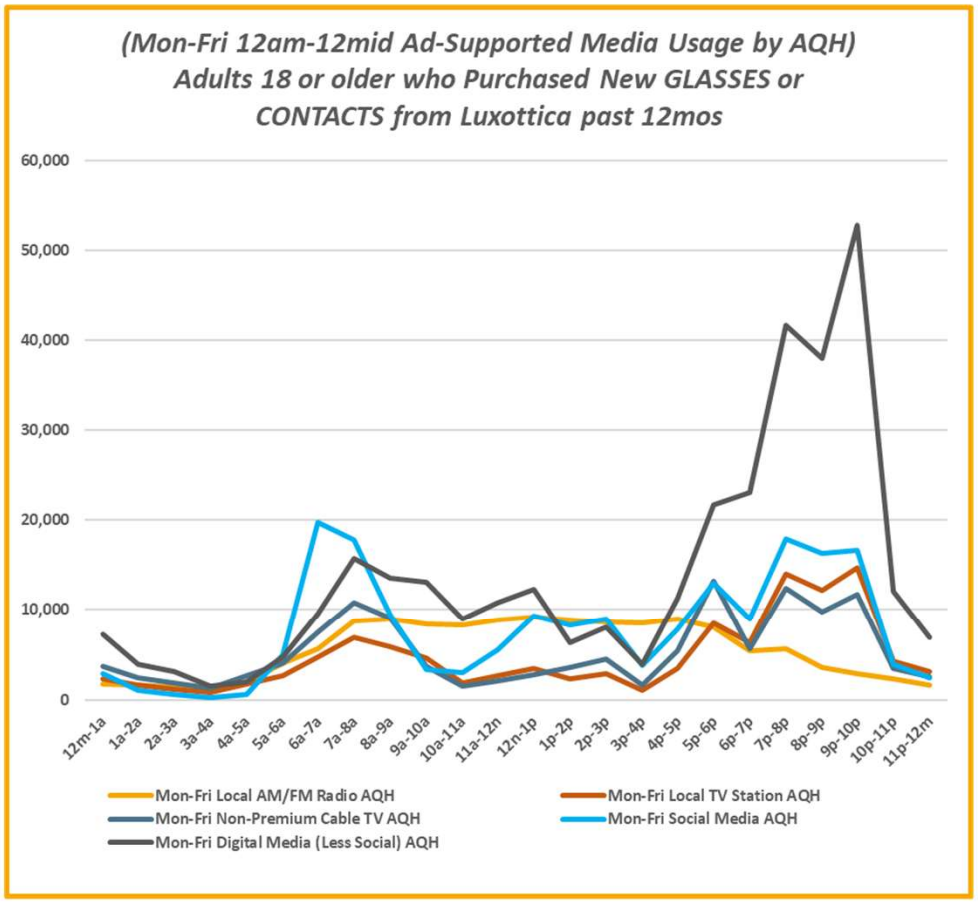
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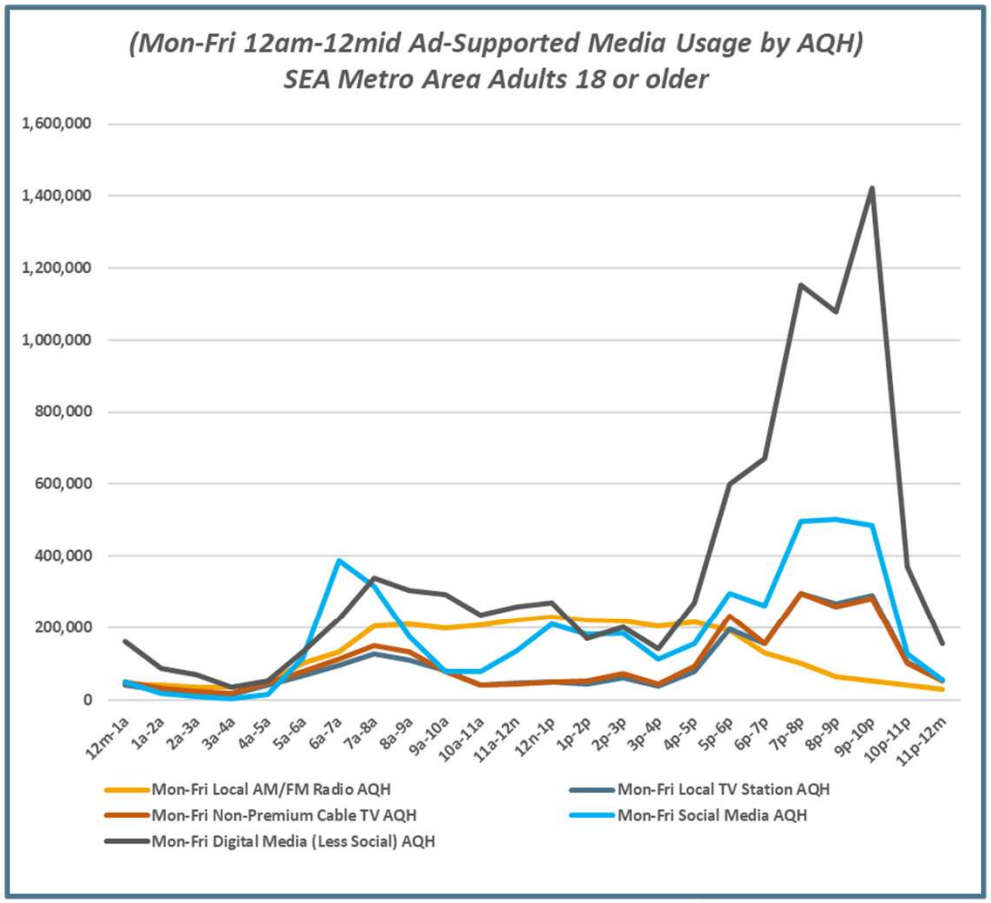
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LensCrafters · Pearle Vision · Target Optical · EssilorLuxottica — SEA

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 12,189; Social Media: 9,163; Local Radio: 8,190; Non-Prem. Cable: 5,488; Local TV: 4,198 reaching Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica





SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 181

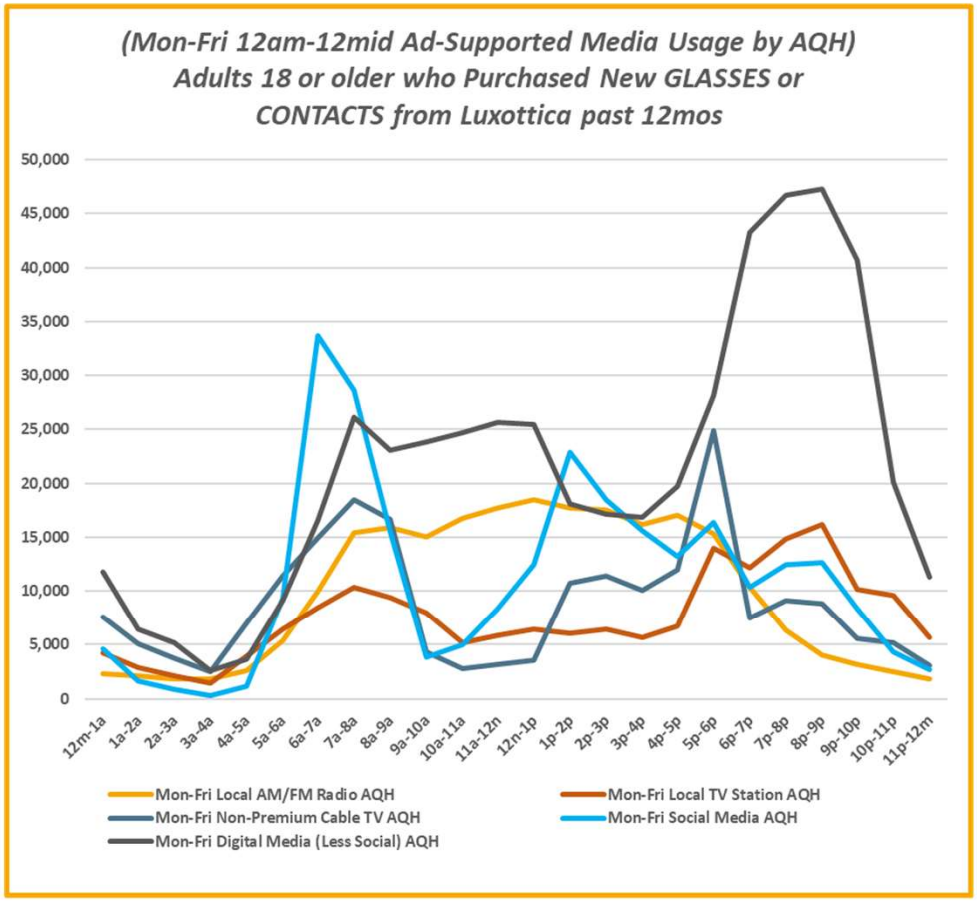
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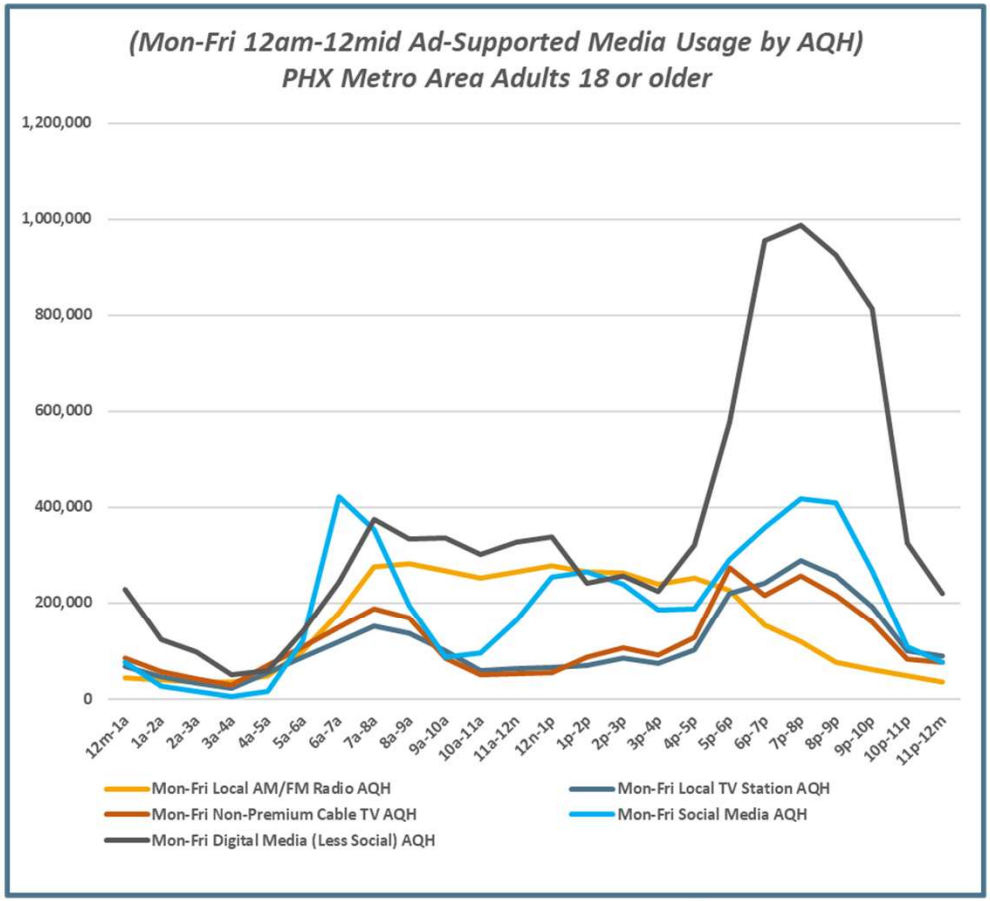
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LensCrafters Pearle Vision Target Optical — EssilorLuxottica — PHX

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 23,745; Social Media: 15,720; Local Radio: 15,648; Non-Prem. Cable: 10,791; Local TV: 8,032 reaching Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxotti





PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 151

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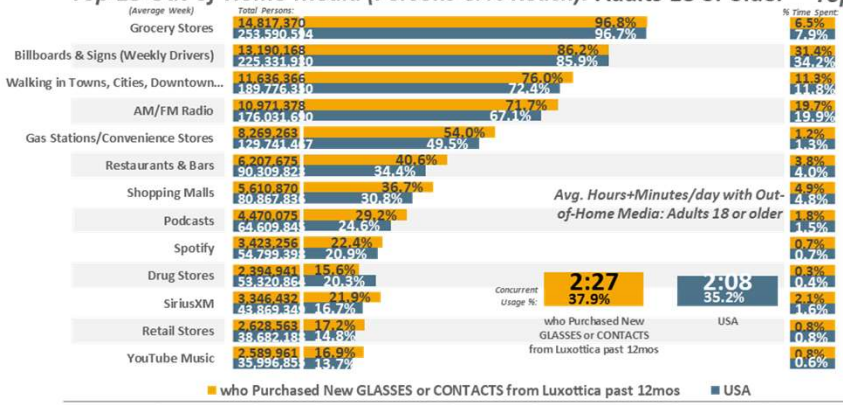
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(Stores bought glasses/contacts for self past 12 months: LensCrafters OR Stores bought glasses/contacts for self past 12 months: Pearle Vision OR Stores bought glasses/contacts for self past 12 months: Target Optical)

LensCrafters · Pearle Vision · Target Optical · EssilorLuxottica — **USA**

13,190,168 or 86.2% of Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos spend an average of 53.8 minutes per day driving, seeing Billboards and Signs. 68.% Listen to Local Radio Stations Out-of-Home for an average of 35.9

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

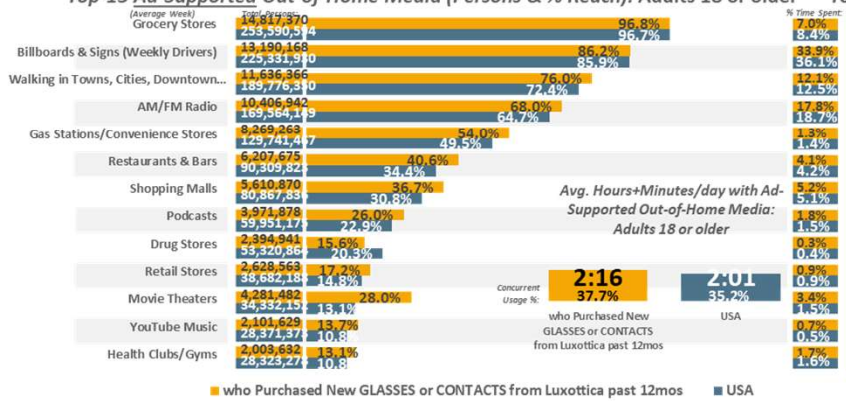


Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

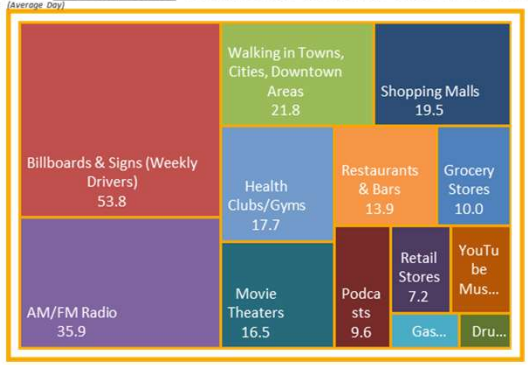


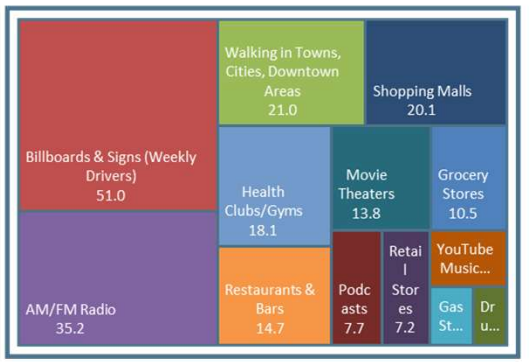


Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 18 or older



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





USA *USA Projection* *Scarborough R1 2025: Feb24-Mar25* *Qual Intab* *1,523*

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USA Projection *Scarborough R1 2025: Feb24-Mar25* *Qual Intab* *24,890*

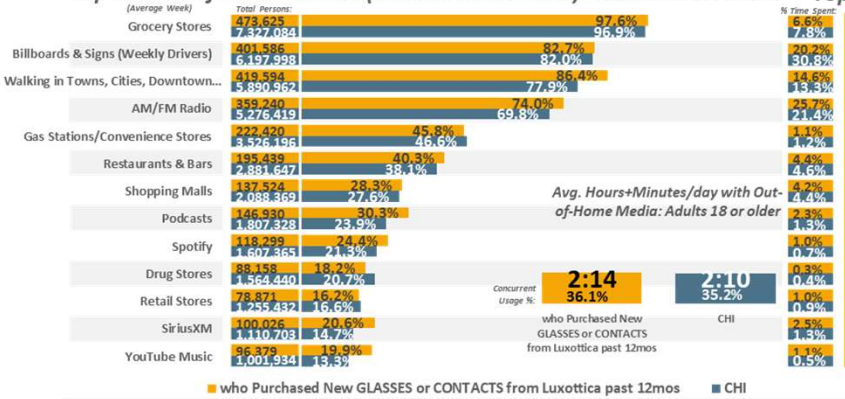
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(Stores bought glasses/contacts for self past 12 months: LensCrafters OR Stores bought glasses/contacts for self past 12 months: Pearle Vision OR Stores bought glasses/contacts for self past 12 months: Target Optical)

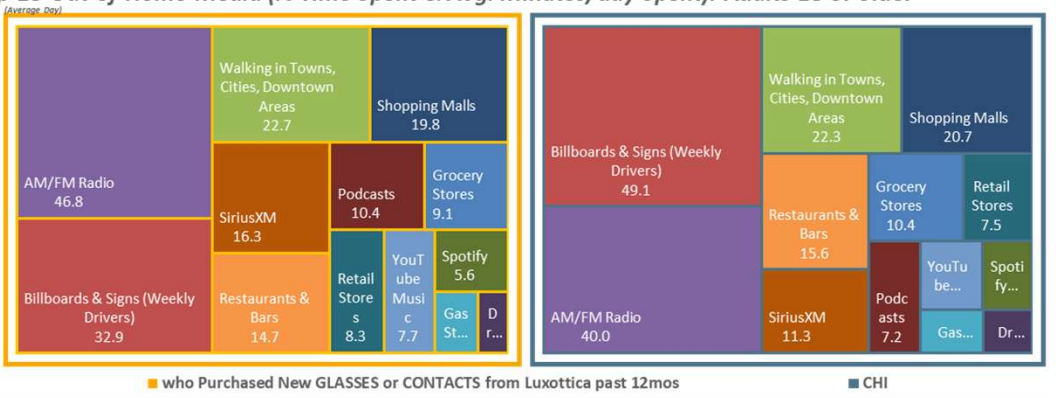
LensCrafters · Pearle Vision · Target Optical · EssilorLuxottica — CHI

401,586 or 82.7% of Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos spend an average of 32.9 minutes per day driving, seeing Billboards and Signs. 71.2% Listen to Local Radio Stations Out-of-Home for an average of 43.1 m

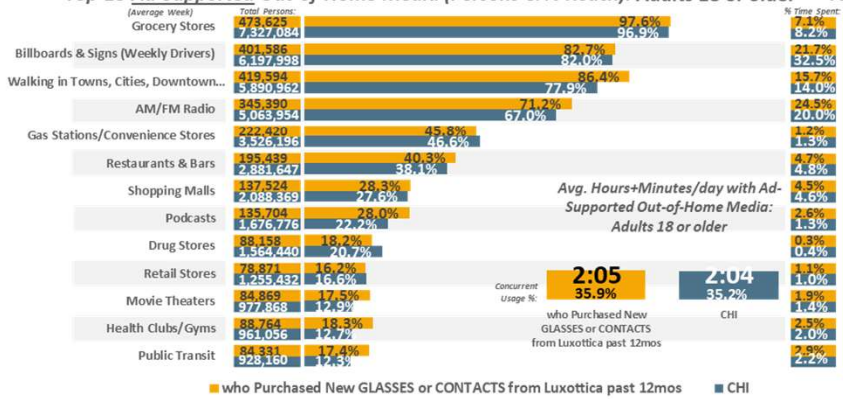
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



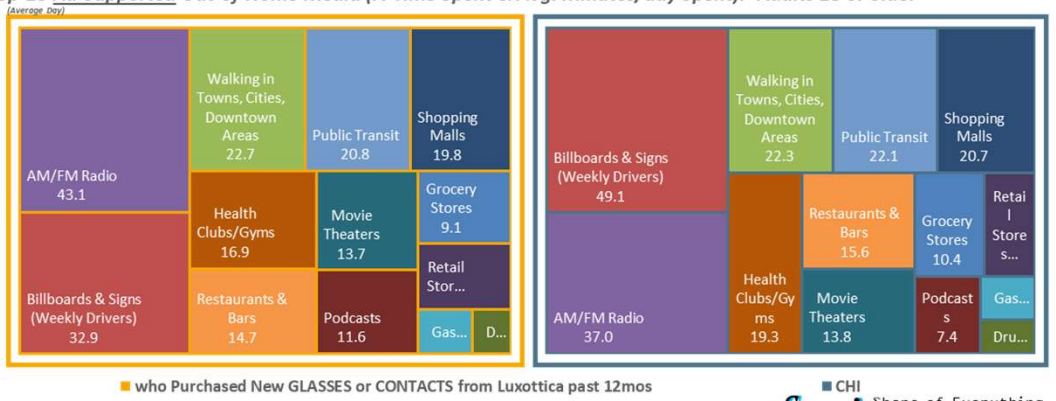
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 297

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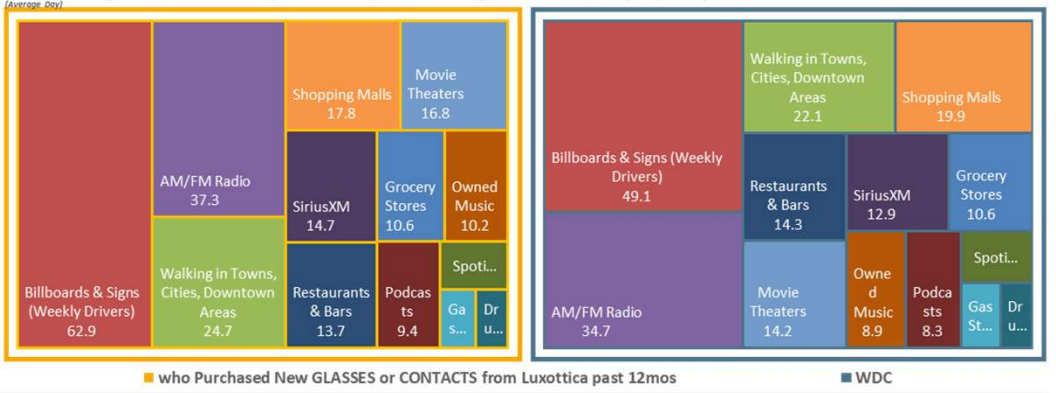
LensCrafters · Pearle Vision · Target Optical · EssilorLuxottica · WDC

237,390 or 83.7% of Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos spend an average of 62.9 minutes per day driving, seeing Billboards and Signs. 62.6% Listen to Local Radio Stations Out-of-Home for an average of 30.7 m

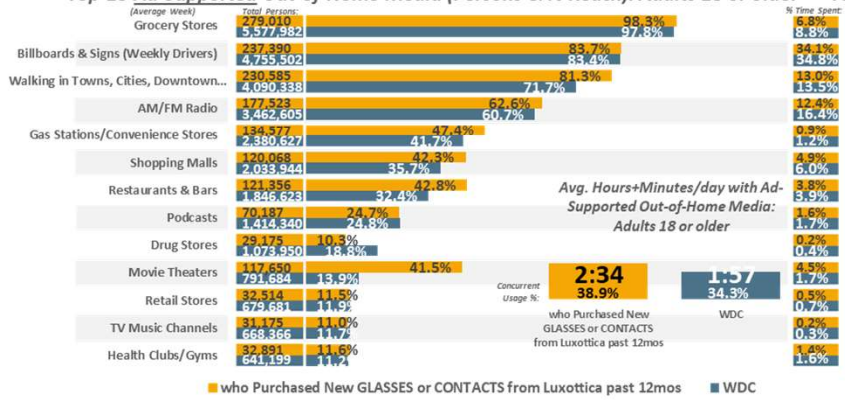
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



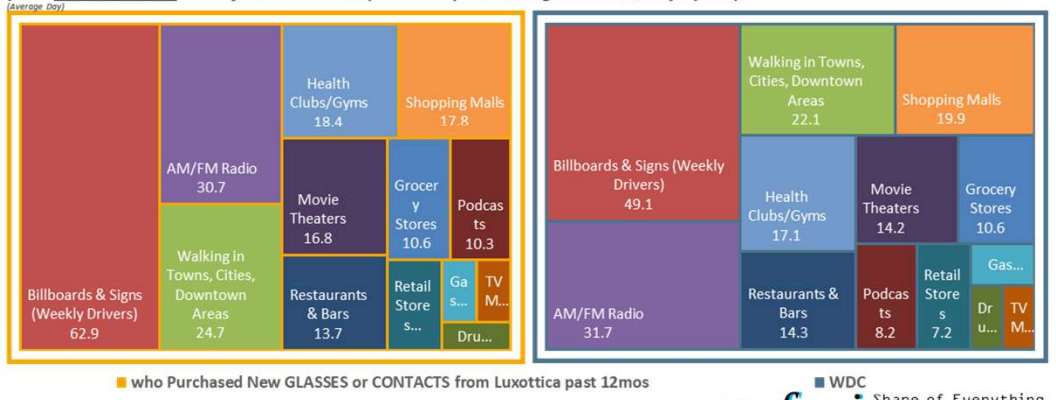
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 305

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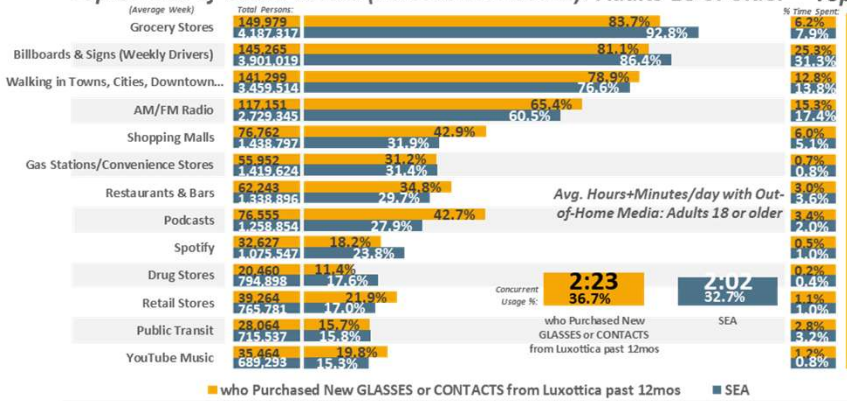
(Stores bought glasses/contacts for self past 12 months: LensCrafters OR Stores bought glasses/contacts for self past 12 months: Pearle Vision OR Stores bought glasses/contacts for self past 12 months: Target Optical)

LensCrafters · Pearle Vision · Target Optical · EssilorLuxottica

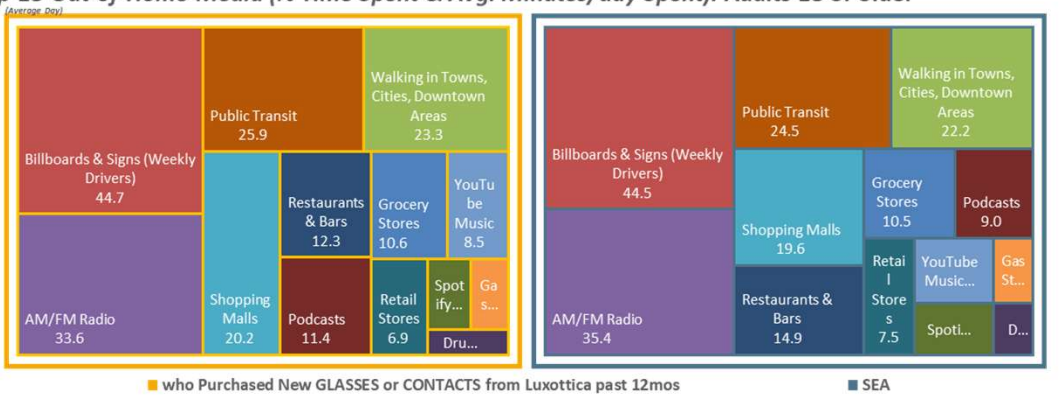
SEA

145,265 or 81.1% of Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos spend an average of 44.7 minutes per day driving, seeing Billboards and Signs. 62.8% Listen to Local Radio Stations Out-of-Home for an average of 26.9 m

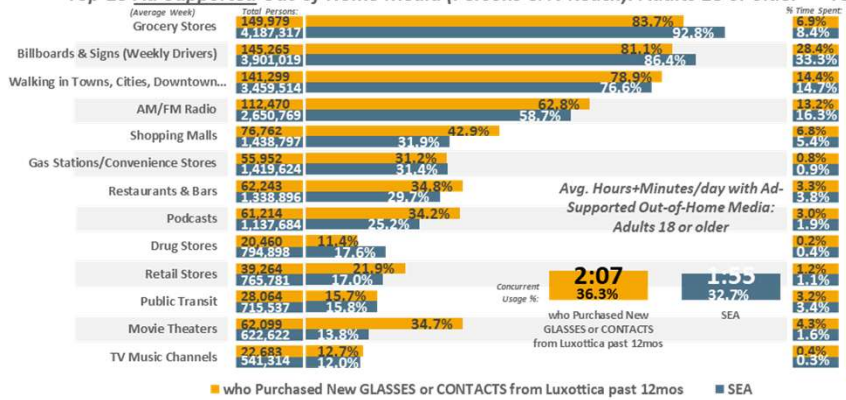
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



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



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



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



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 181

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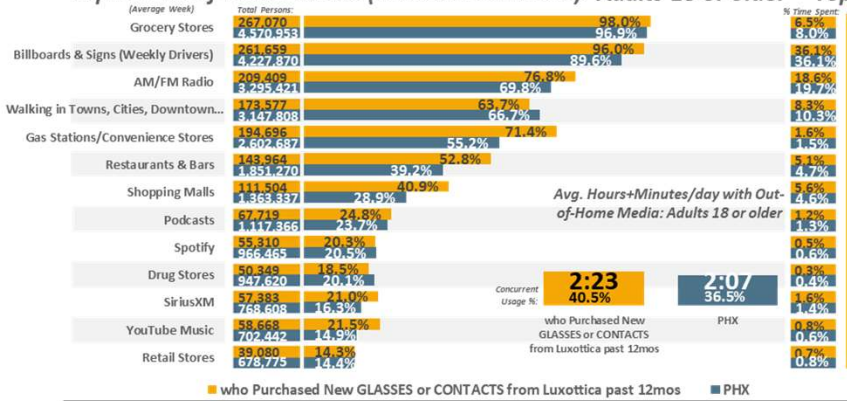
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LensCrafters · Pearle Vision · Target Optical · EssilorLuxottica — **PHX**

261,659 or 96.% of Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos spend an average of 53.9 minutes per day driving, seeing Billboards and Signs. 72.8% Listen to Local Radio Stations Out-of-Home for an average of 31.9 mi

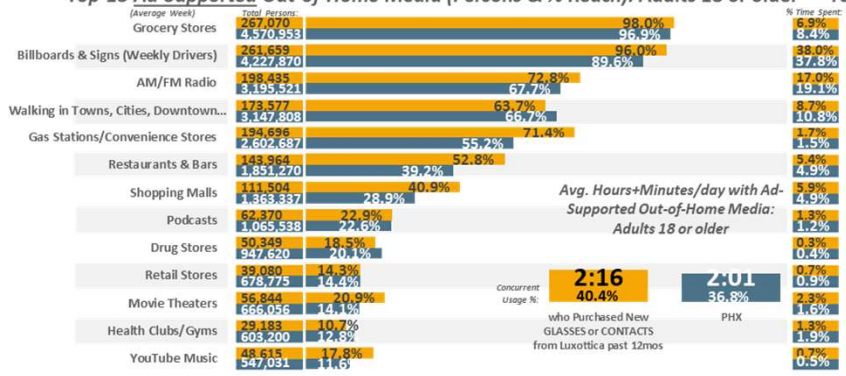
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



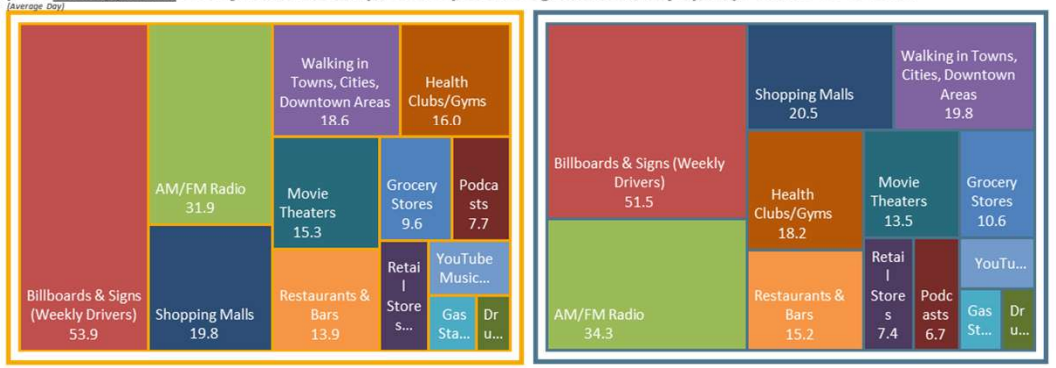
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 151

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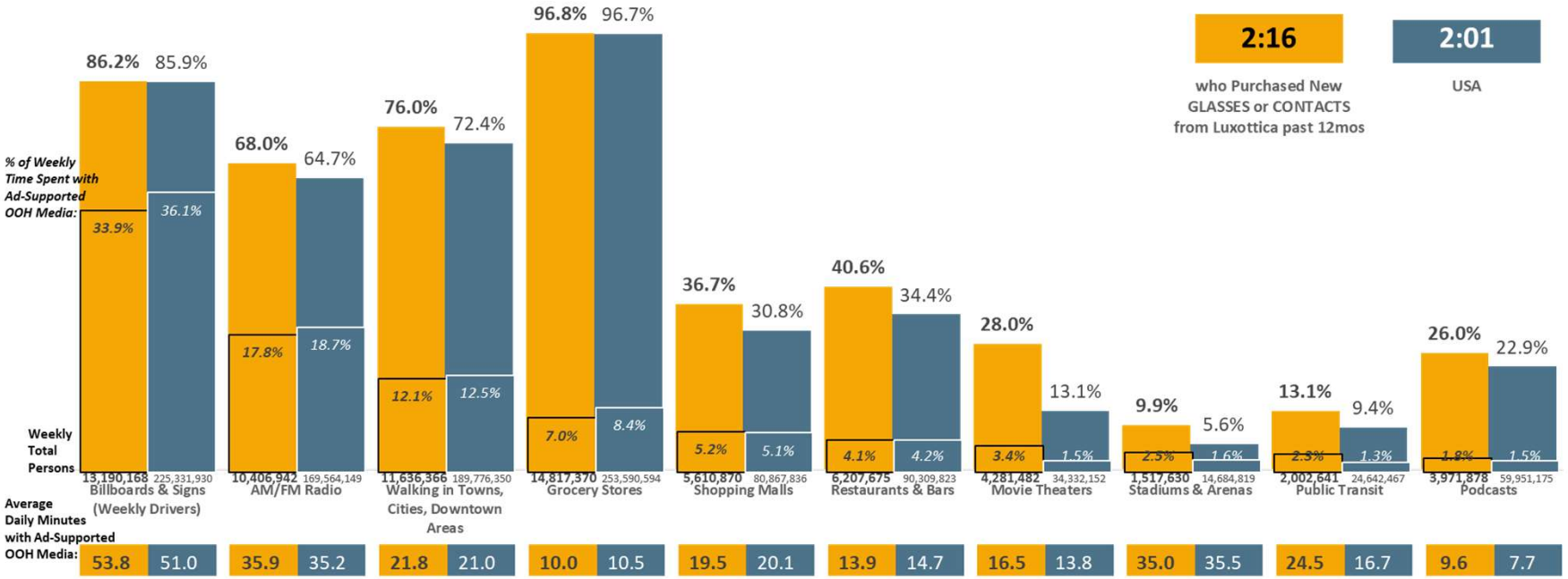
(Stores bought glasses/contacts for self past 12 months: LensCrafters OR Stores bought glasses/contacts for self past 12 months: Pearle Vision OR Stores bought glasses/contacts for self past 12 months: Target Optical)

LensCrafters · Pearle Vision · Optical · USA

13,190,168 or 86.2% of Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos spend an average of 53.8 minutes per day driving, seeing Billboards and Signs representing 33.9% of all Time Spent with Ad-Supported Out-of-Home Medi

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

"Share of Ad-Supported OOH Media"



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 1,523

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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

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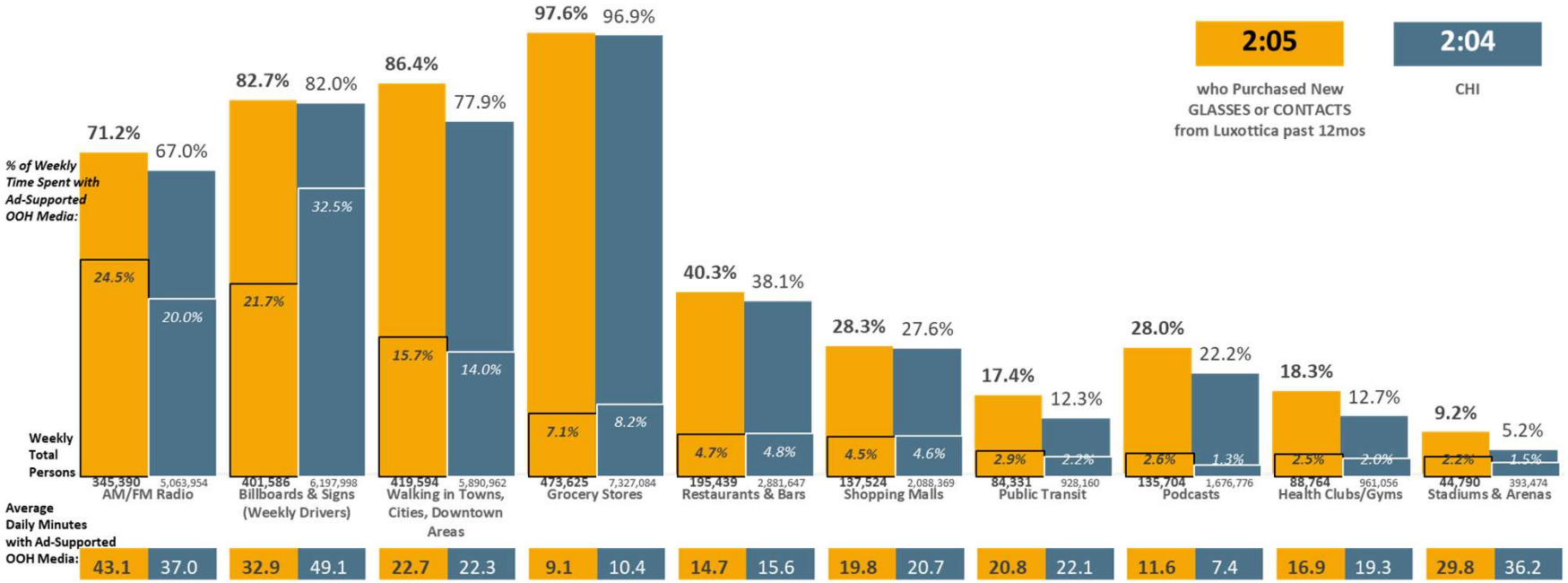
(Stores bought glasses/contacts for self past 12 months: LensCrafters OR Stores bought glasses/contacts for self past 12 months: Pearle Vision OR Stores bought glasses/contacts for self past 12 months: Target Optical)

LensCrafters Pearle Vision Optical EssilorLuxottica — CHI

401,586 or 82.7% of Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos spend an average of 32.9 minutes per day driving, seeing Billboards and Signs representing 21.7% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 297 CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,846

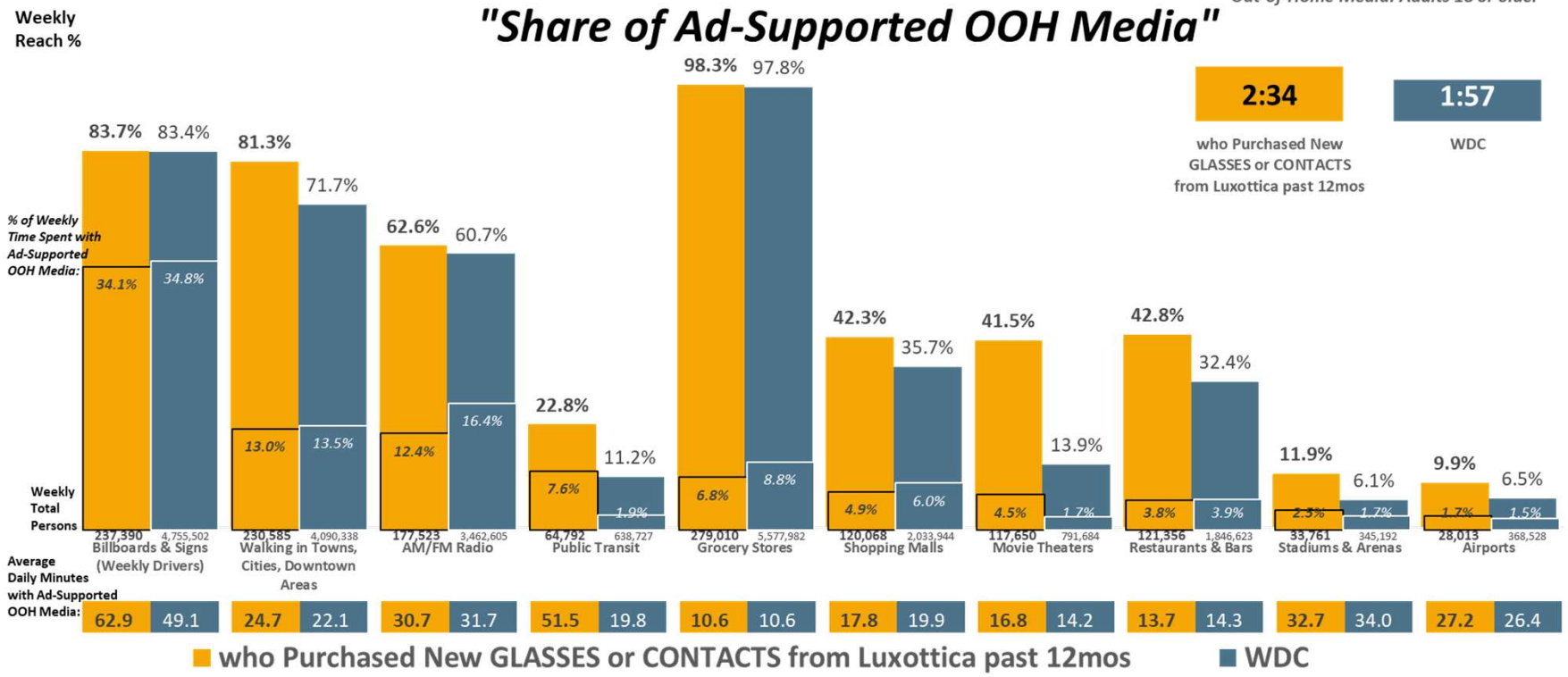
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237,390 or 83.7% of Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos spend an average of 62.9 minutes per day driving, seeing Billboards and Signs representing 34.1% of all Time Spent with Ad-Supported Out-of-Home Media.

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



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 305 WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 5,857

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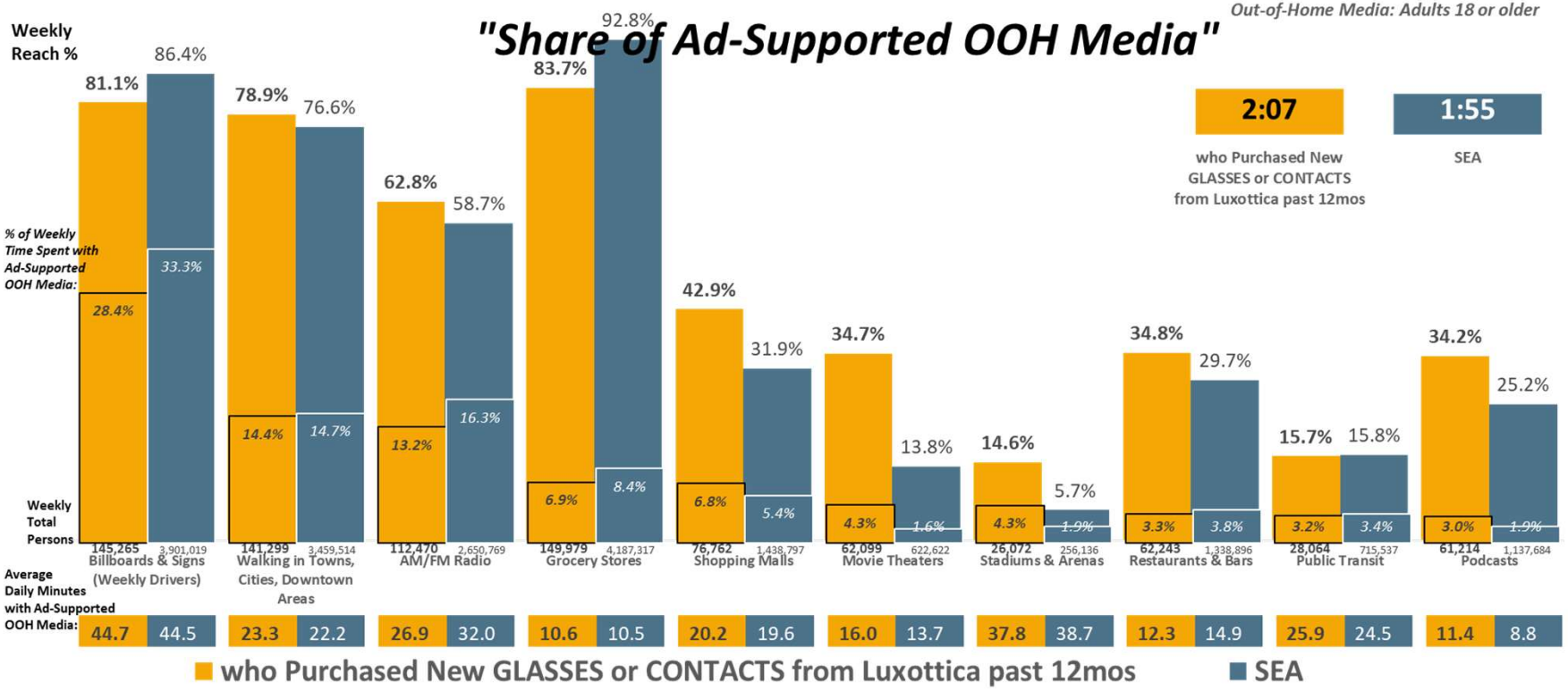
(Stores bought glasses/contacts for self past 12 months: LensCrafters OR Stores bought glasses/contacts for self past 12 months: Pearle Vision OR Stores bought glasses/contacts for self past 12 months: Target Optical)

LensCrafters · Pearle Vision · Target Optical · EssilorLuxottica — SEA

145,265 or 81.1% of Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos spend an average of 44.7 minutes per day driving, seeing Billboards and Signs representing 28.4% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 181 SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,920

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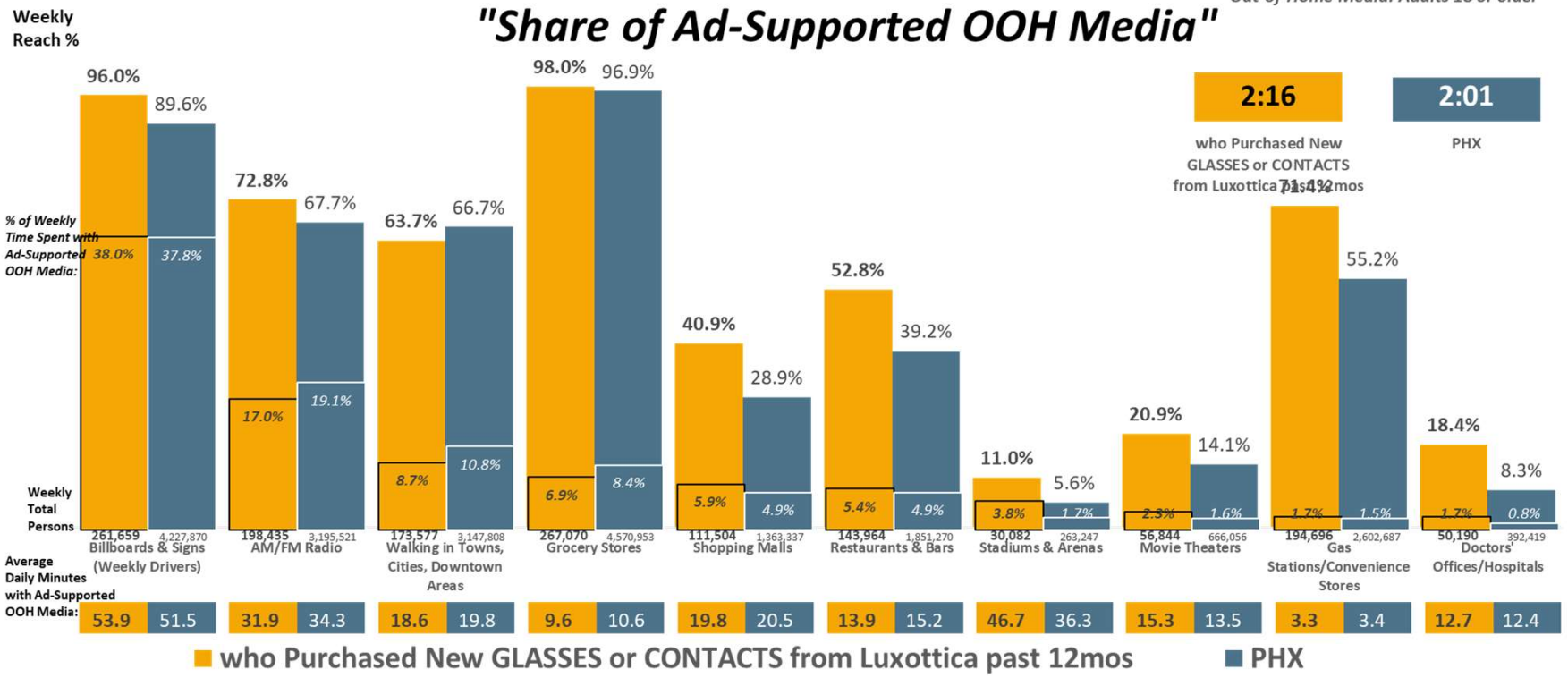
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(Stores bought glasses/contacts for self past 12 months: LensCrafters OR Stores bought glasses/contacts for self past 12 months: Pearle Vision OR Stores bought glasses/contacts for self past 12 months: Target Optical)

261,659 or 96.% of Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos spend an average of 53.9 minutes per day driving, seeing Billboards and Signs representing 38.% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 151 PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 2,461

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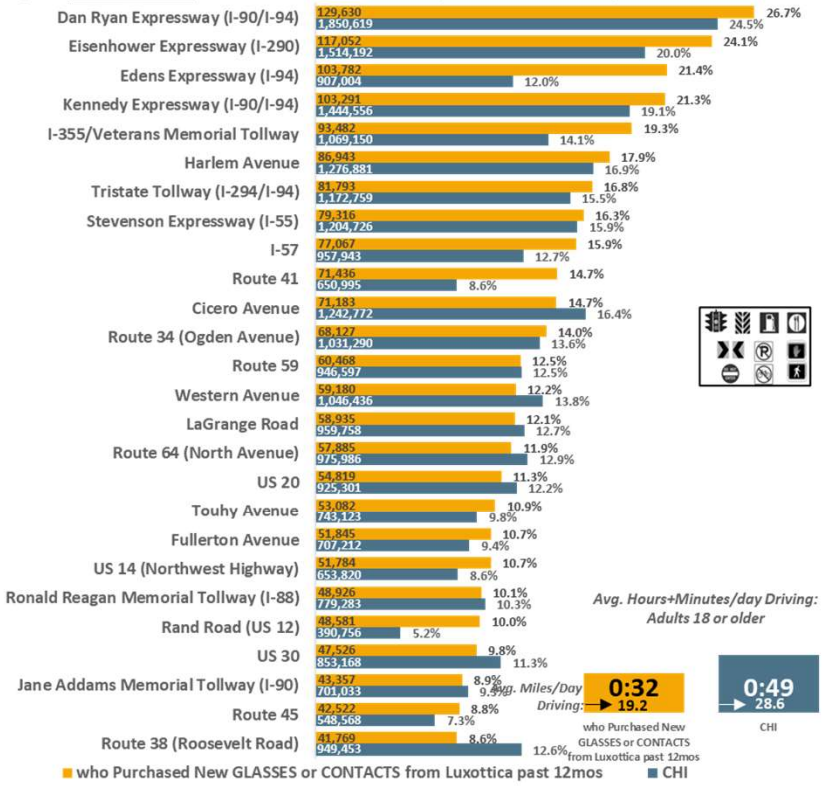
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LensCrafters · Pearle Vision · Target Optical · EssilorLuxottica — CHI

401,586 or 82.7% of Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos spend an average of 32.9 minutes per day driving an average of 19.2 miles each day and are 78.2% more likely to use Edens Expressway (I-94) than the Met

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



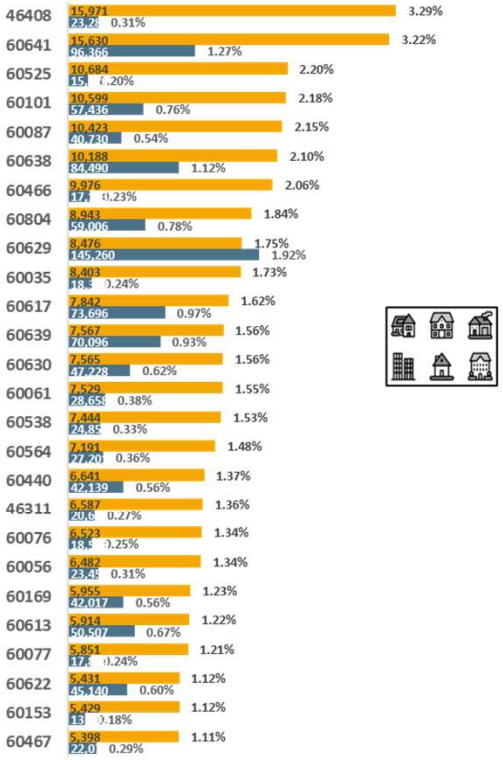
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving: 19.2

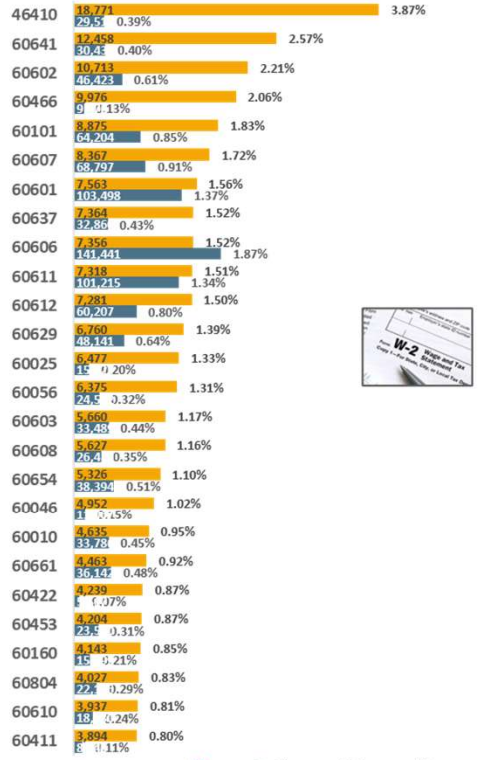
0:32 who Purchased New GLASSES or CONTACTS from Luxottica past 12mos

0:49 28.6 CHI

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 297

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(Stores bought glasses/contacts for self past 12 months: LensCrafters OR Stores bought glasses/contacts for self past 12 months: Pearle Vision OR Stores bought glasses/contacts for self past 12 months: Target Optical)

LensCrafters · Pearle Vision · Target Optical · EssilorLuxottica · WDC

237,390 or 83.7% of Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos spend an average of 62.9 minutes per day driving an average of 36.6 miles each day and are 207.7% more likely to use Independence Avenue than the Metro

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

	who Purchased New GLASSES or CONTACTS from Luxottica past 12mos		WDC	
I-95/I-495/Capital Beltway	158,553	55.9%	2,745,698	48.1%
I-66	103,322	36.4%	1,294,121	22.7%
I-295/Baltimore Washington Parkway	60,302	21.3%	1,130,949	19.8%
Route 301	46,833	16.5%	494,966	8.7%
Route 1	45,218	15.9%	967,299	17.0%
Veirs Mill Road	42,120	14.8%	397,201	7.0%
Randolph Road	41,912	14.8%	366,986	6.4%
Route 28	39,982	14.1%	693,713	12.2%
Independence Avenue	35,913	12.7%	234,6	4.1%
East-West Highway	32,969	11.6%	486,110	8.5%
Route 185/Connecticut Avenue	28,622	10.1%	376,370	6.6%
Route 29/Colesville Road	27,867	9.8%	457,622	8.0%
Route 97/Georgia Avenue	27,046	9.5%	486,222	8.5%
Route 355/Rockville Pike/Wisconsin Avenue	24,633	8.7%	581,024	10.2%
Pennsylvania Avenue	24,316	8.6%	526,368	9.2%
Route 17	23,954	8.4%	186,	3.3%
Route 15	22,351	7.9%	464,293	8.1%
K Street	21,964	7.7%	361,404	6.3%
Massachusetts Avenue	20,489	7.2%	367,848	6.5%
Route 50/New York Avenue	19,796	7.0%	537,118	9.4%
Route 5/Branch Avenue	17,239	6.1%	347,841	6.1%
Route 118/Germantown Road	16,969	6.0%	240,27	4.4%
14th Street	16,863	5.9%	392,843	6.9%
16th Street	16,141	5.7%	359,431	6.3%
Constitution Avenue	15,703	5.5%	312,654	5.5%
New Hampshire Avenue	13,387	4.7%	336,028	5.9%

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

Avg. Miles/Day Driving: 1:02 → 36.6 (who Purchased New GLASSES or CONTACTS from Luxottica past 12mos)

0:49 → 28.6 (WDC)

Top-26 Residential Zip Codes: Adults 18 or older

20170	26,503	9.34%
20876	11,885	4.19%
20721	10,369	3.65%
20852	8,465	2.98%
20155	8,369	2.95%
22551	7,677	2.71%
20175	6,473	2.28%
20785	6,098	2.15%
20186	6,006	2.12%
20147	5,467	1.93%
20817	5,014	1.77%
20902	4,985	1.76%
20877	4,594	1.62%
22485	4,052	1.43%
22554	3,970	1.40%
20110	3,938	1.39%
22209	3,877	1.37%
20886	3,648	1.29%
20878	3,564	1.26%
20112	3,528	1.24%
20169	3,526	1.24%
22031	3,522	1.24%
20176	3,427	1.21%
22309	3,396	1.20%
20180	3,174	1.12%
22408	3,109	1.10%

Top-26 Employment Zip Codes: Adults 18 or older

20170	26,503	9.34%
20876	10,218	3.60%
20186	6,006	2.12%
20166	4,809	1.70%
20110	4,456	1.57%
20001	4,326	1.52%
20164	3,804	1.34%
20175	3,271	1.15%
20136	3,017	1.06%
20181	3,016	1.06%
20006	2,650	0.93%
20036	2,444	0.86%
20603	2,237	0.79%
20169	2,228	0.79%
20037	2,000	0.70%
20190	1,920	0.68%
20147	1,904	0.67%
20653	1,826	0.64%
20035	1,813	0.64%
20151	1,615	0.57%
20120	1,418	0.50%
20009	1,399	0.49%
20011	1,301	0.46%
20636	1,187	0.42%
20613	1,019	0.36%
20176	997	0.35%

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WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 305

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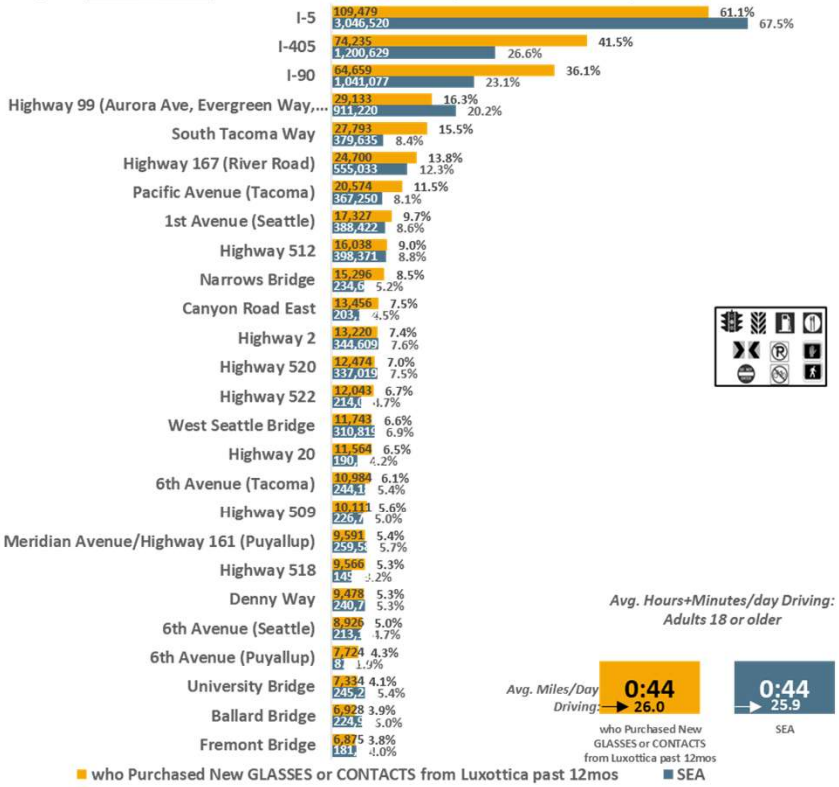
(Stores bought glasses/contacts for self past 12 months: LensCrafters OR Stores bought glasses/contacts for self past 12 months: Pearle Vision OR Stores bought glasses/contacts for self past 12 months: Target Optical)

LensCrafters · Pearle Vision · Target Optical · EssilorLuxottica

SEA

145,265 or 81.1% of Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos spend an average of 44.7 minutes per day driving an average of 26. miles each day and are 84.5% more likely to use South Tacoma Way than the Metro avera

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



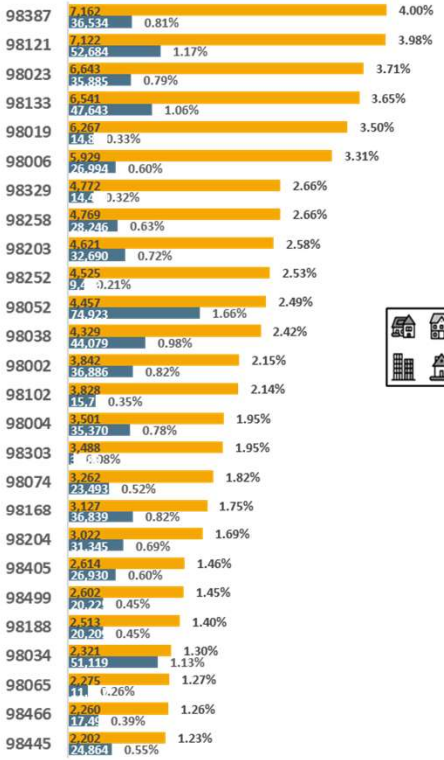
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving: 26.0

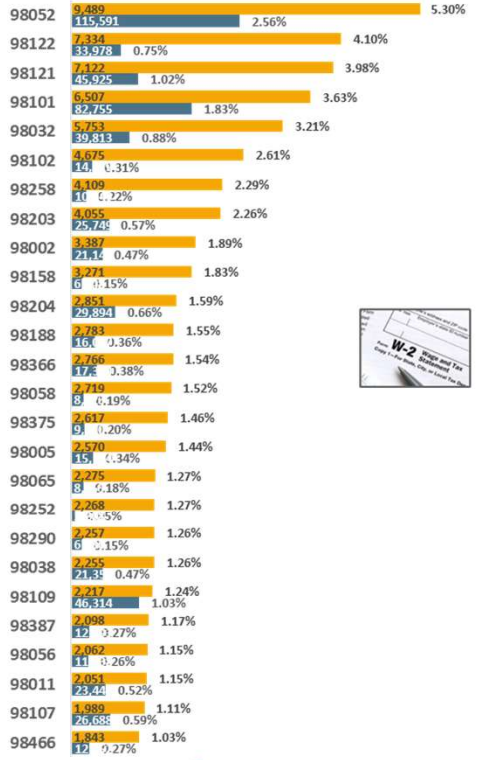
0:44 who Purchased New GLASSES or CONTACTS from Luxottica past 12mos

0:44 25.9 SEA

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 181

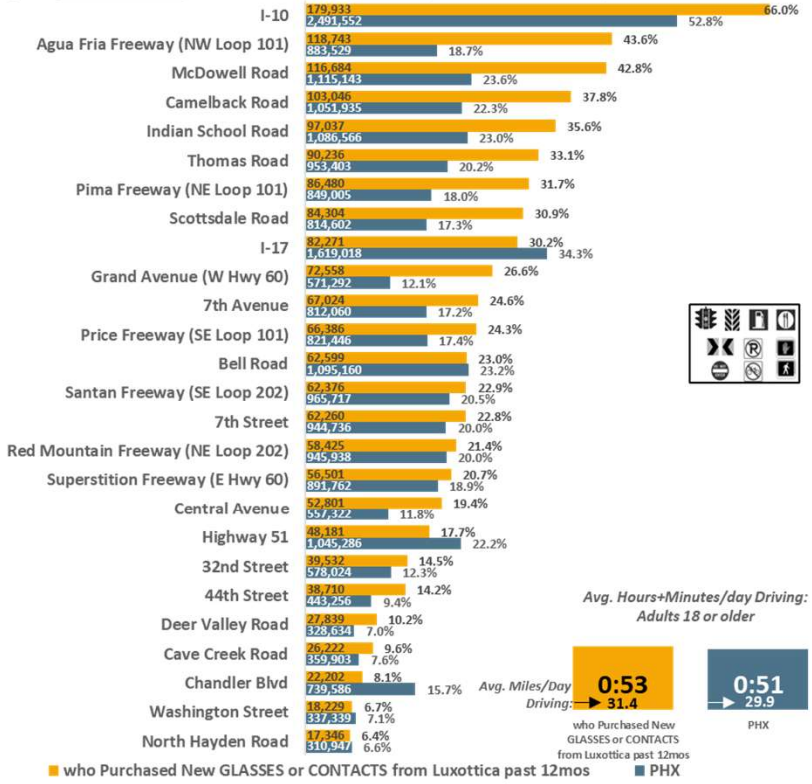
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LensCrafters · Pearle Vision · Target Optical · EssilorLuxottica — PHX

261,659 or 96.% of Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos spend an average of 53.9 minutes per day driving an average of 31.4 miles each day and are 132.6% more likely to use Agua Fria Freeway (NW Loop 101) than

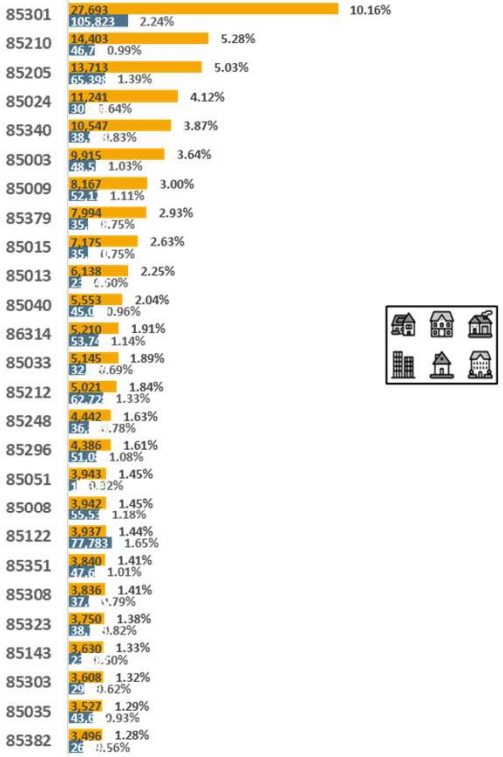
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



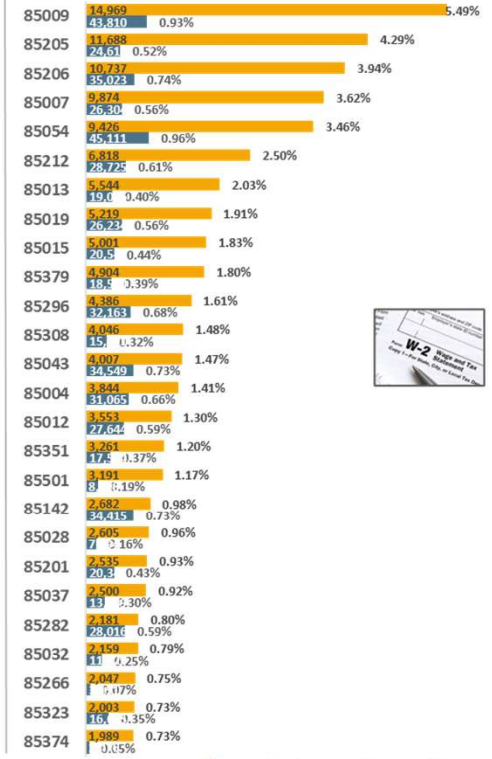
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving:

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



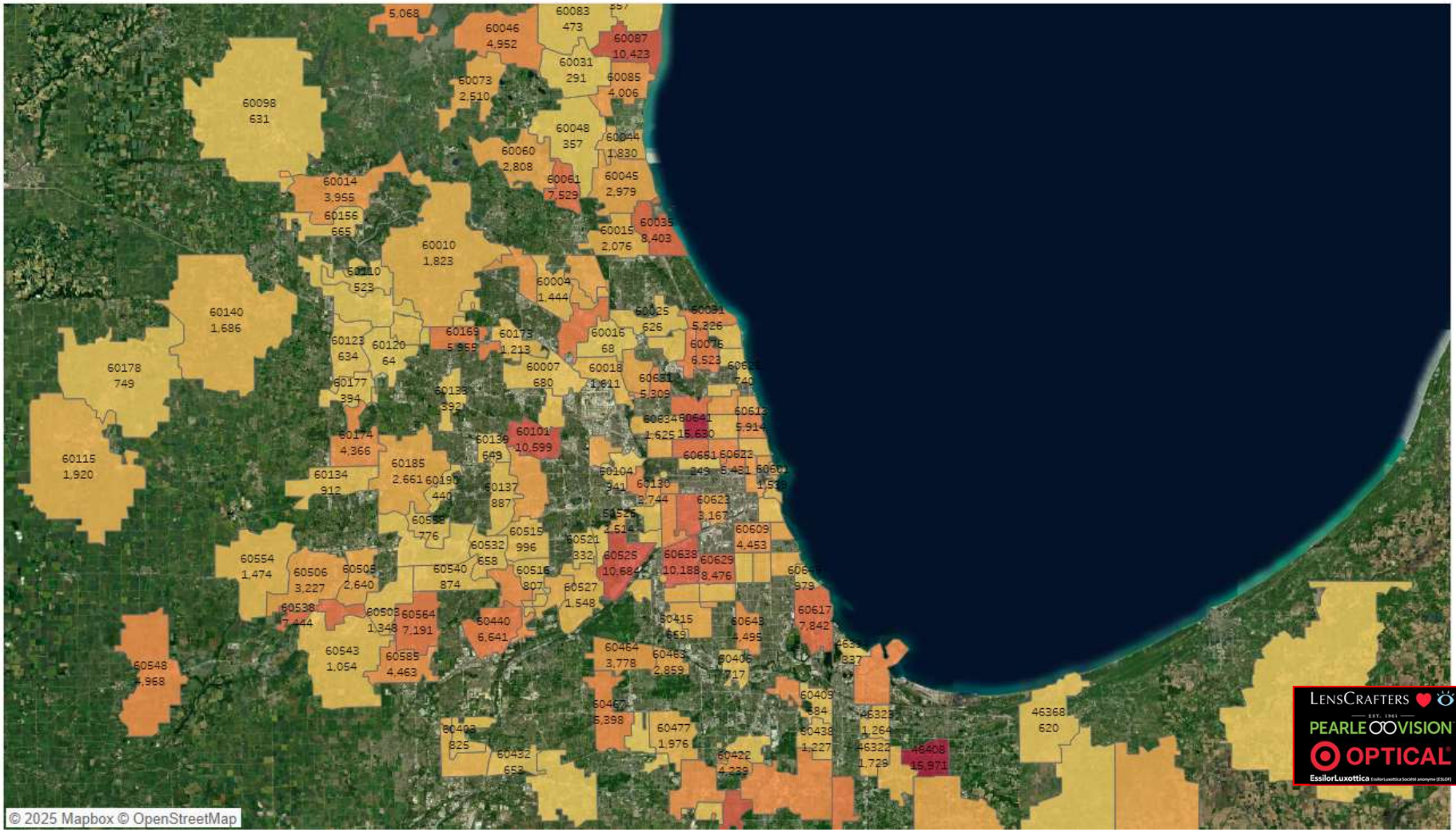
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PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 151

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Top Residential Zip Codes: (Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos)



LensCrafters · Pearle Vision · Target Optical · EssilorLuxottica

CHI

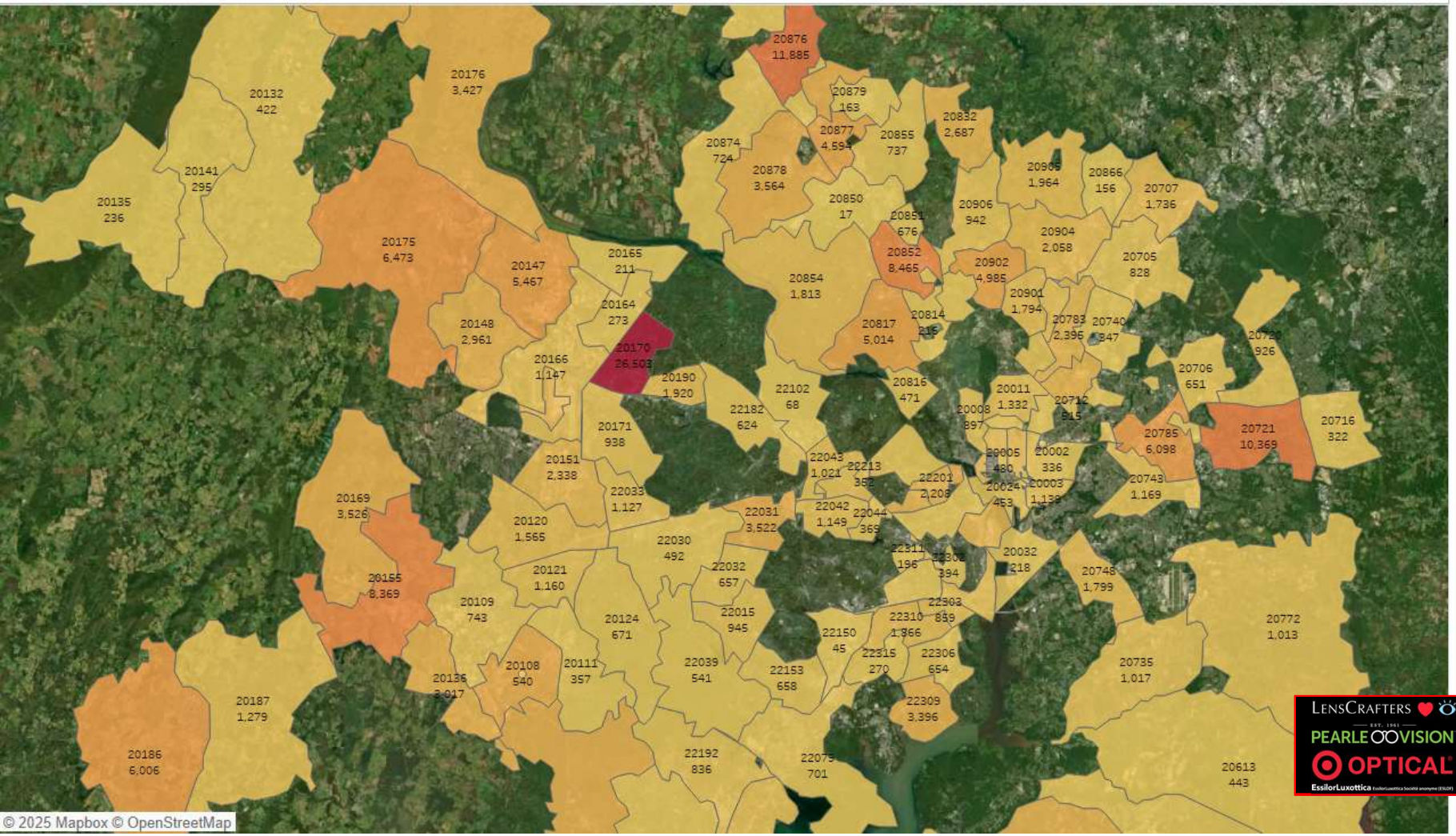
CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 297

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Top Residential Zip Codes: (Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos)



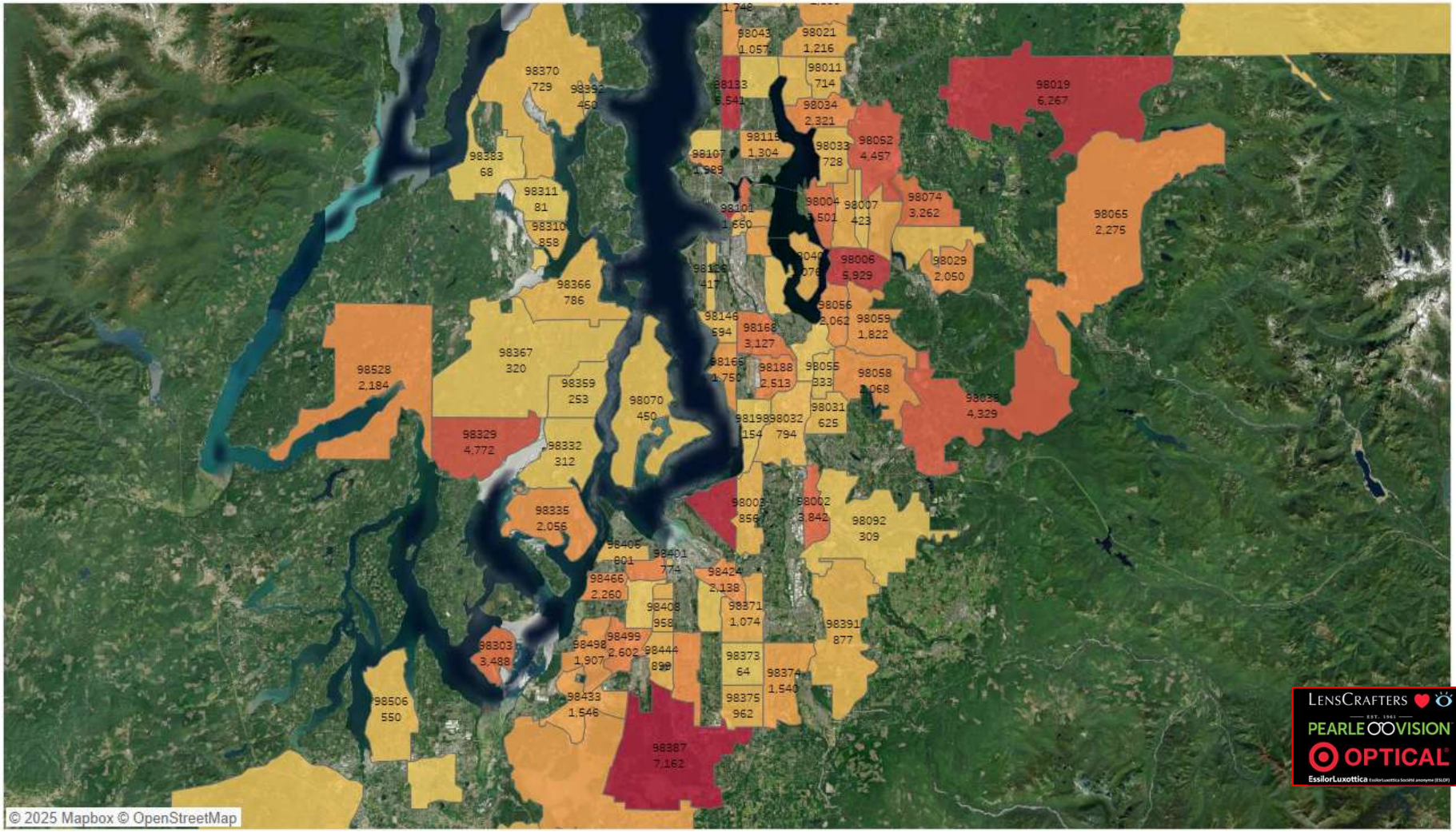
WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 305

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Top Residential Zip Codes: (Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos)



LensCrafters · Pearle Vision · Target Optical · EssilorLuxottica

SEA

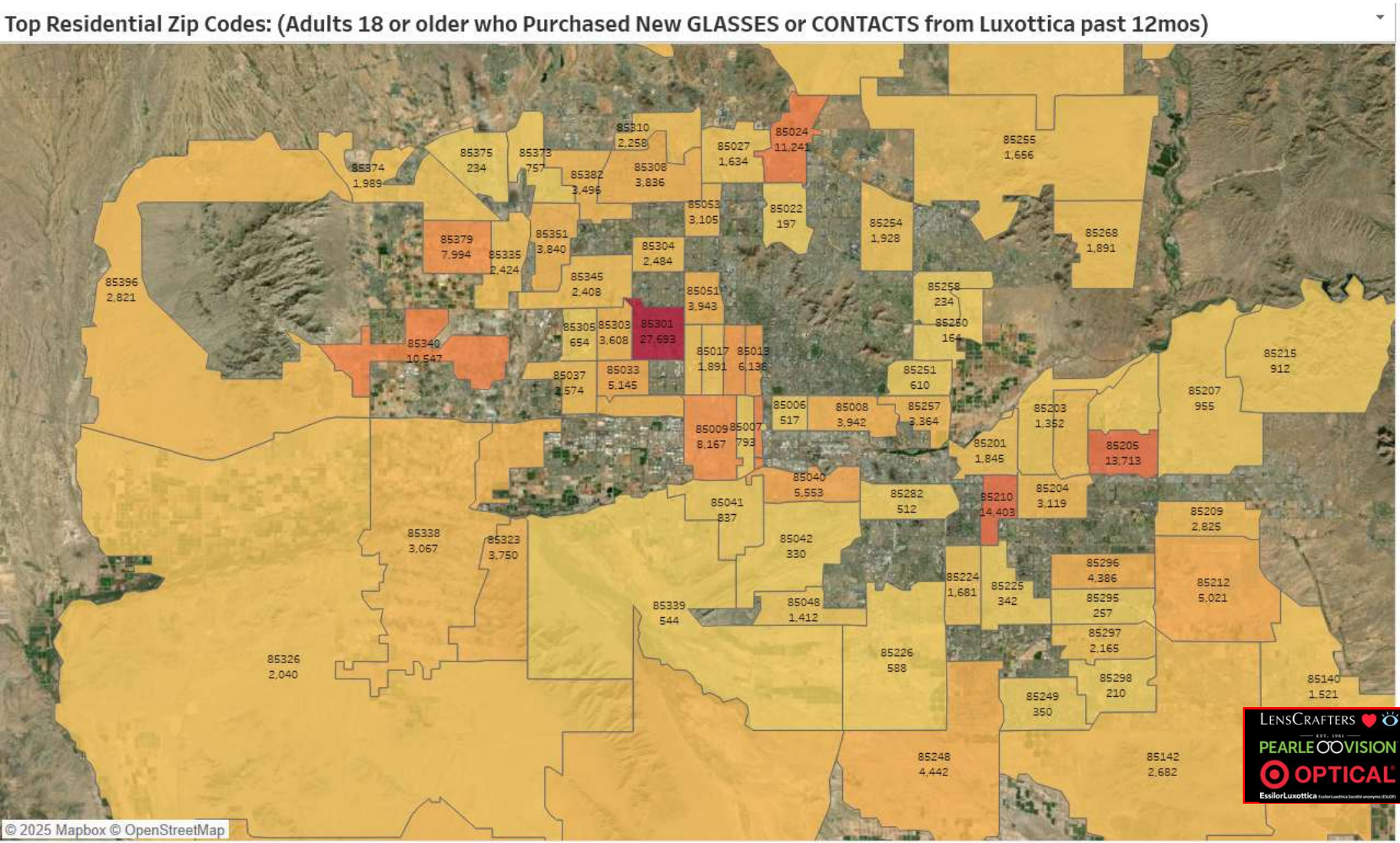
SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 181

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Top Residential Zip Codes: (Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos)



PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 151

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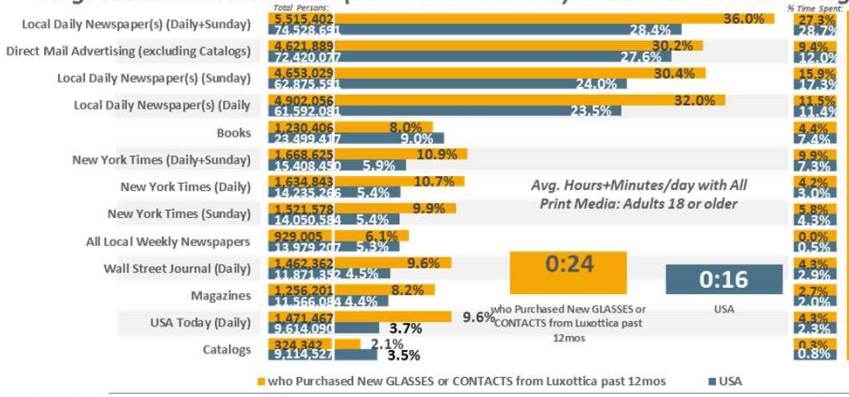
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LensCrafters · Pearle Vision · Target Optical · USA

5,515,402 or 36.% of Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.3 minutes every day representing 28.6% of all time spent daily with All forms of Prin

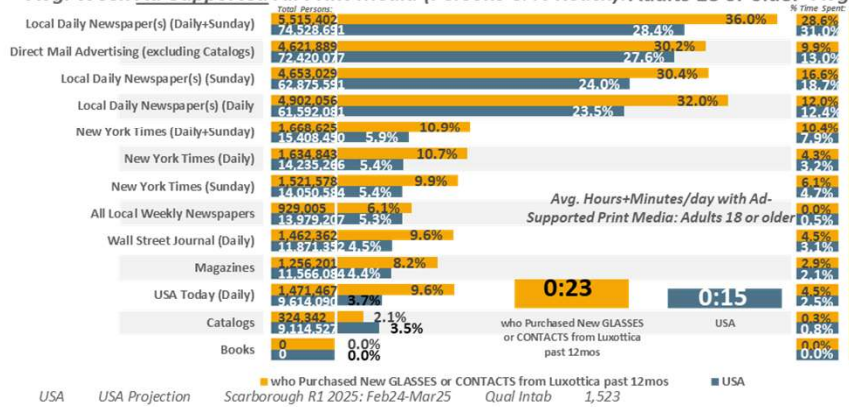
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



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



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



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 1,523

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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

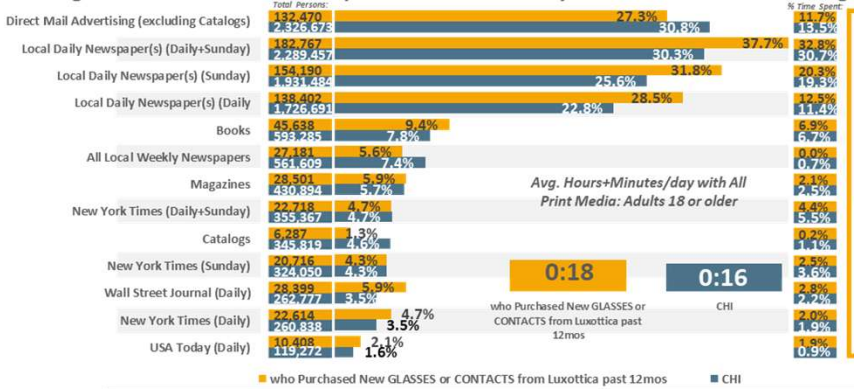
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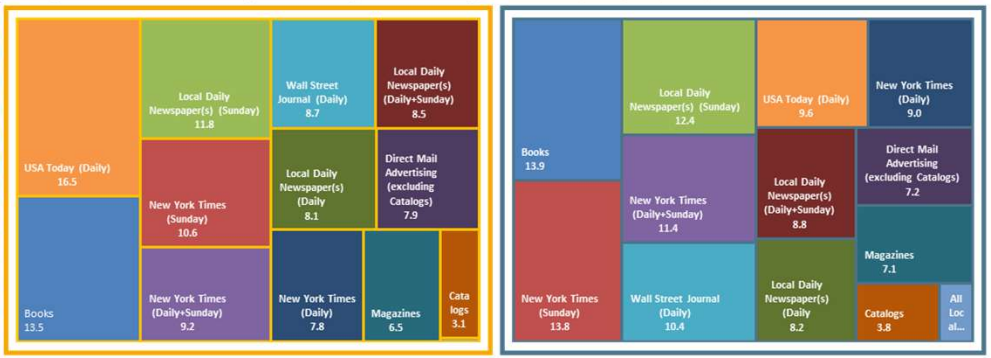
LensCrafters · Pearle Vision · Target Optical · EssilorLuxottica — CHI

182,767 or 37.7% of Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.5 minutes every day representing 35.2% of all time spent daily with All forms of Print

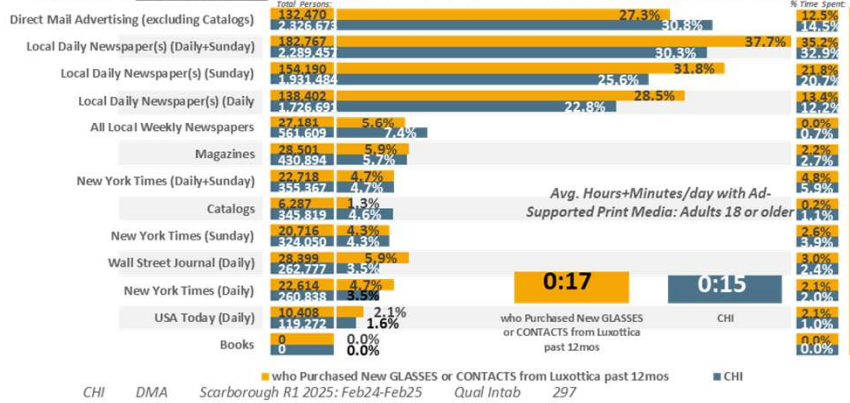
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



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



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



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 297

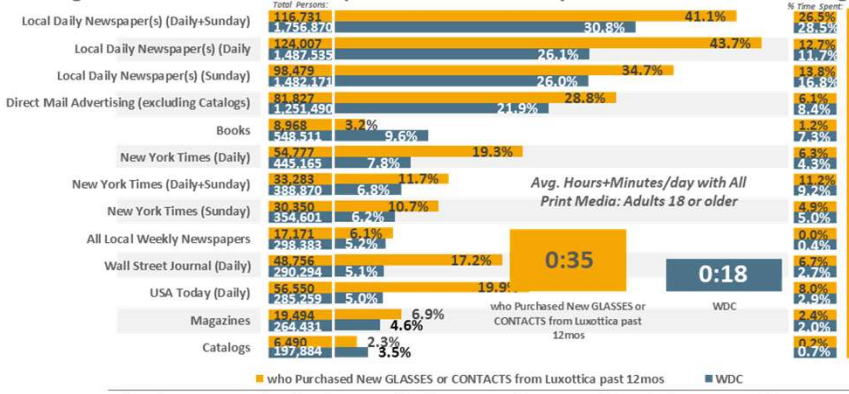
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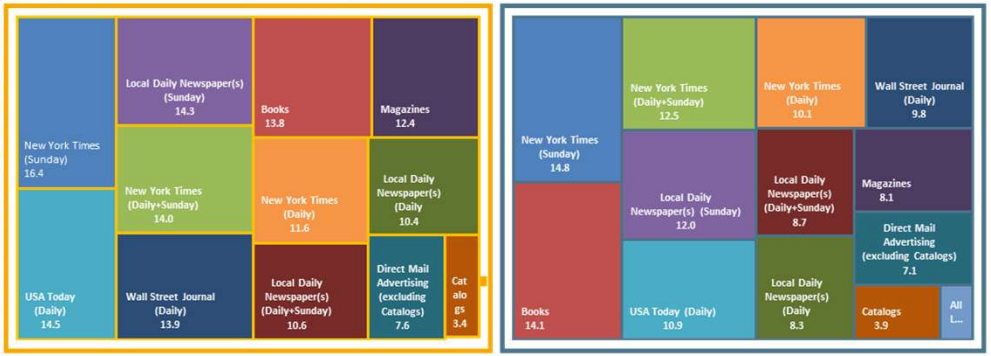
(Stores bought glasses/contacts for self past 12 months: LensCrafters OR Stores bought glasses/contacts for self past 12 months: Pearle Vision OR Stores bought glasses/contacts for self past 12 months: Target Optical)

116,731 or 41.1% of Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.6 minutes every day representing 26.8% of all time spent daily with All forms of Prin

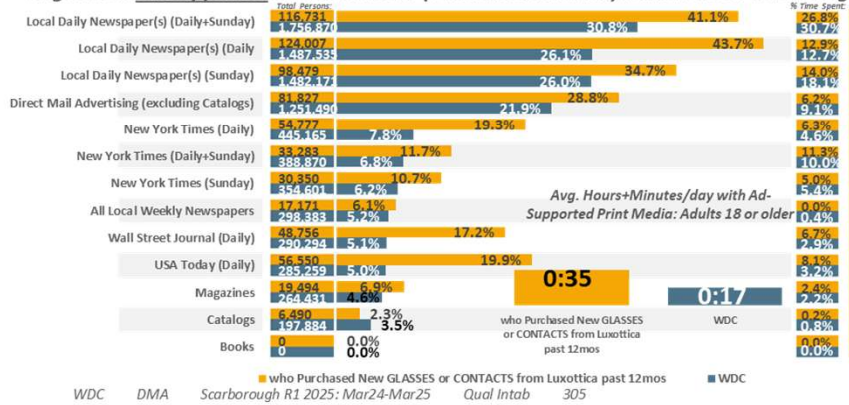
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



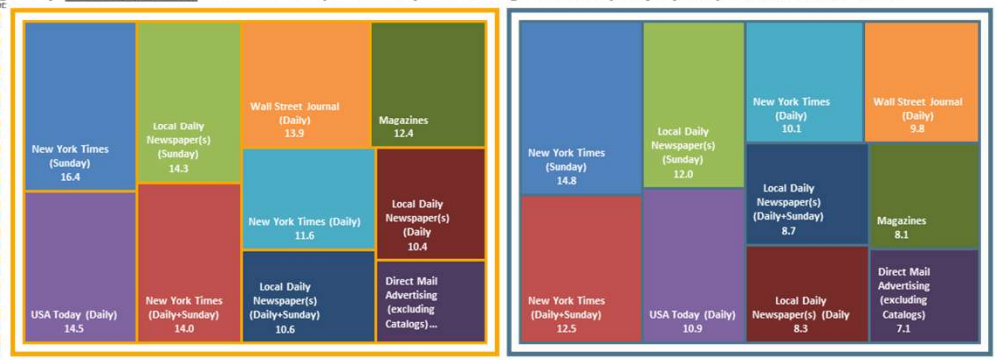
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 305

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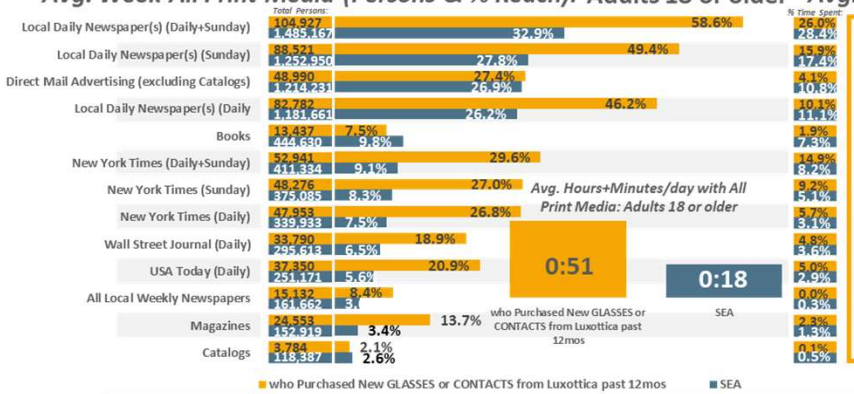
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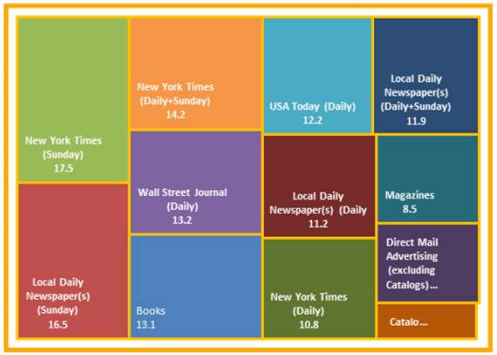
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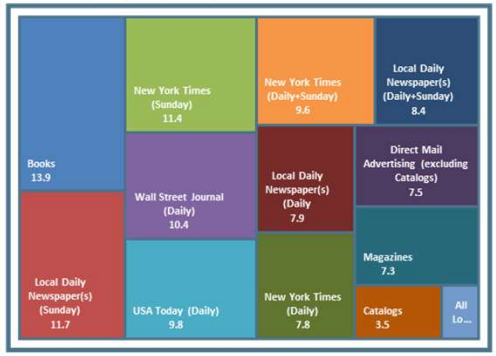
LensCrafters · Pearle Vision · Target Optical · EssilorLuxottica — **SEA**

104,927 or 58.6% of Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.9 minutes every day representing 26.5% of all time spent daily with All forms of Prin

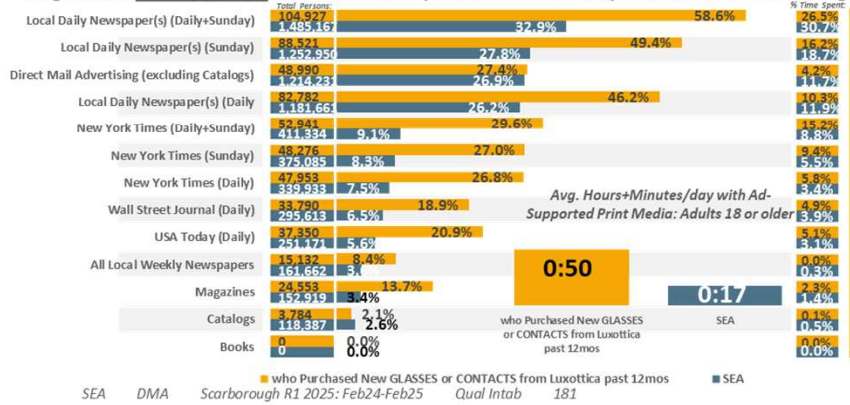
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older

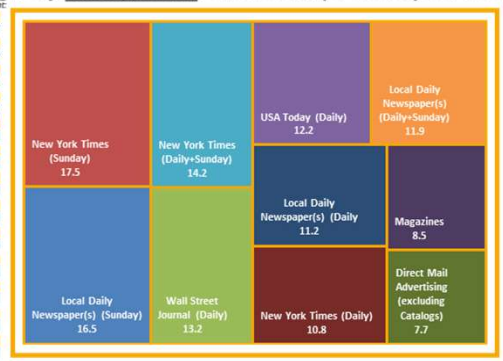






Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older







SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 181

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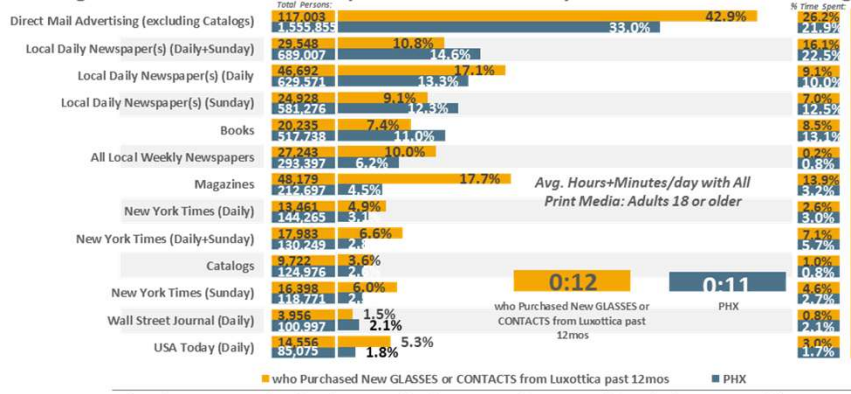
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117,003 or 42.9% of Adults 18 or older who Purchased New GLASSES or CONTACTS from Luxottica past 12mos read Direct Mail Advertising (excluding Catalogs) for an average of 7.6 minutes every day representing 28.6% of all time spent daily with All forms of

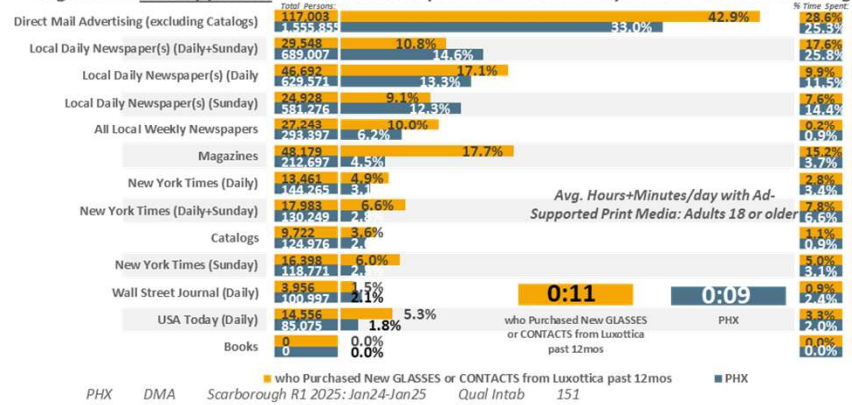
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



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



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



PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 151

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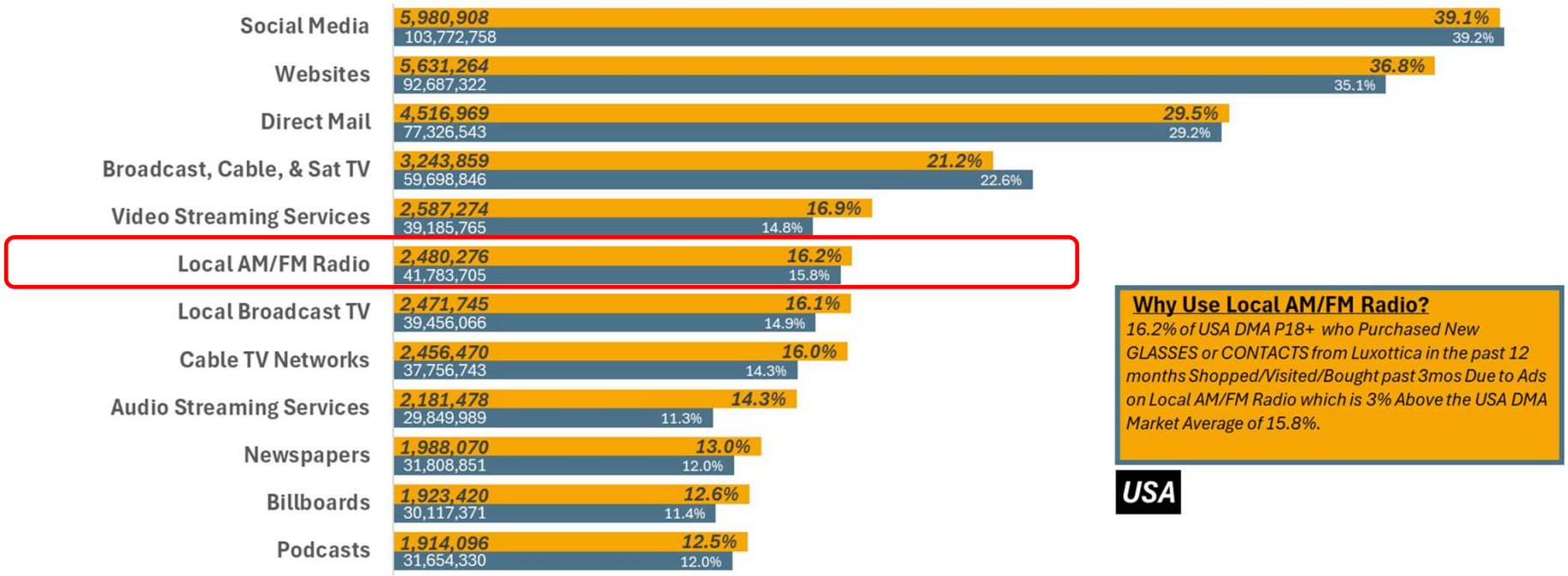
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(Stores bought glasses/contacts for self past 12 months: LensCrafters OR Stores bought glasses/contacts for self past 12 months: Pearle Vision OR Stores bought glasses/contacts for self past 12 months: Target Optical)

LensCrafters · Pearle Vision · Target Optical · EssilorLuxottica — USA

"Advertising Actions"

P18+ who Purchased New GLASSES or CONTACTS from Luxottica in the past 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

16.2% of USA DMA P18+ who Purchased New GLASSES or CONTACTS from Luxottica in the past 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 3% Above the USA DMA Market Average of 15.8%.

USA

USA DMA Scarborough R1 2025: Feb24-Mar25 Qual Intab: 1523

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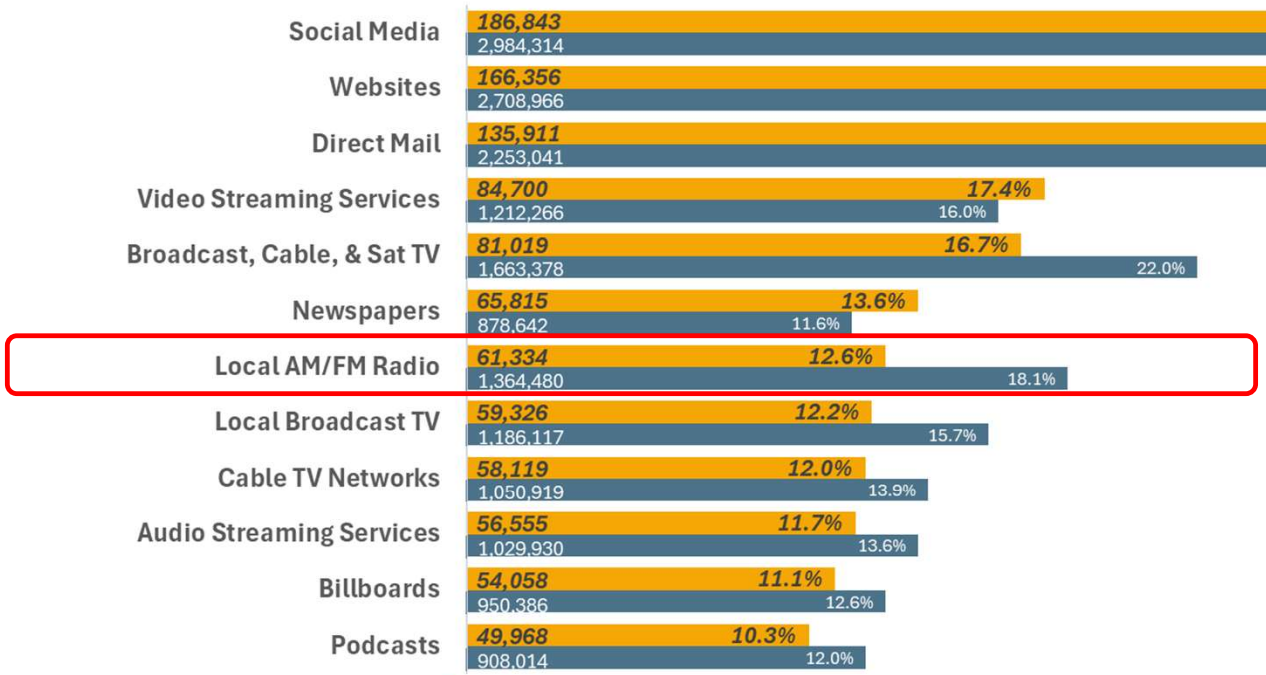
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(Stores bought glasses/contacts for self past 12 months: LensCrafters OR Stores bought glasses/contacts for self past 12 months: Pearle Vision OR Stores bought glasses/contacts for self past 12 months: Target Optical)

LensCrafters · Pearle Vision · Target Optical · EssilorLuxottica · CHI

"Advertising Actions"

P18+ who Purchased New GLASSES or CONTACTS from Luxottica in the past 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

12.6% of CHICAGO DMA P18+ who Purchased New GLASSES or CONTACTS from Luxottica in the past 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -30% Below the CHICAGO DMA Market Average of 18.1%.

CHICAGO

CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab: 297

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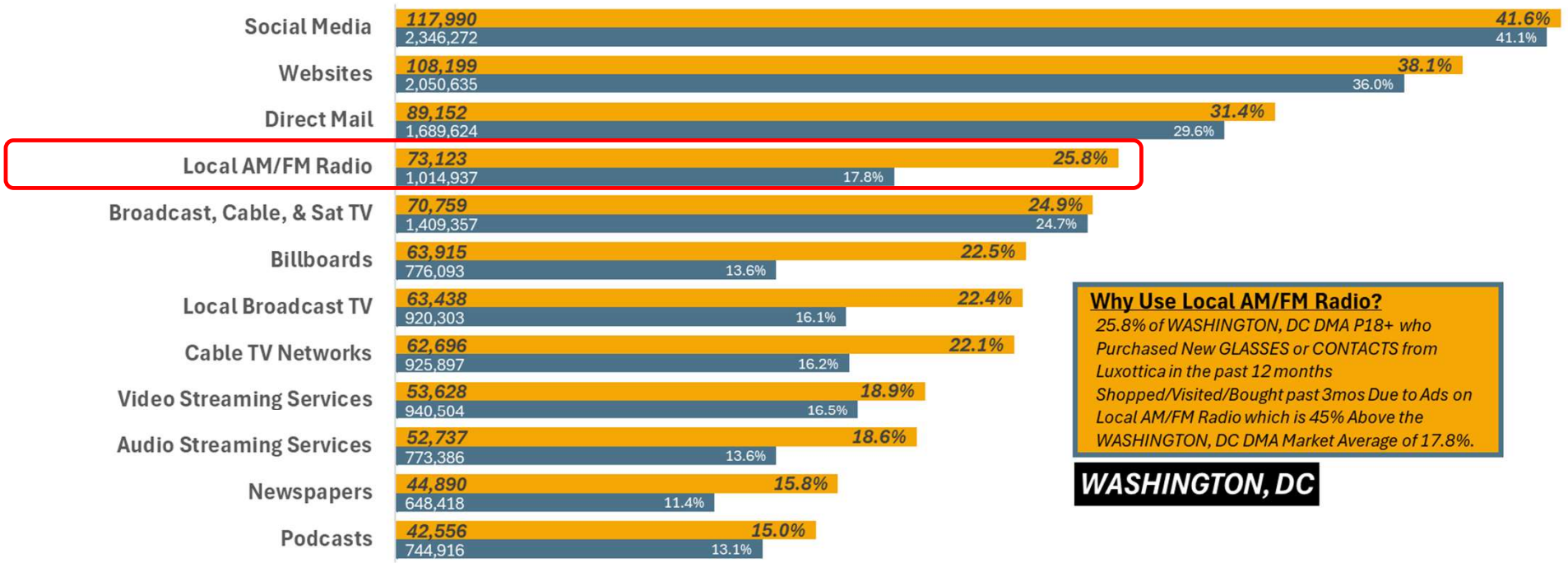
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LensCrafters · Pearle Vision · Target Optical · EssilorLuxottica · WDC

"Advertising Actions"

P18+ who Purchased New GLASSES or CONTACTS from Luxottica in the past 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

25.8% of WASHINGTON, DC DMA P18+ who Purchased New GLASSES or CONTACTS from Luxottica in the past 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 45% Above the WASHINGTON, DC DMA Market Average of 17.8%.

WASHINGTON, DC

WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab: 305

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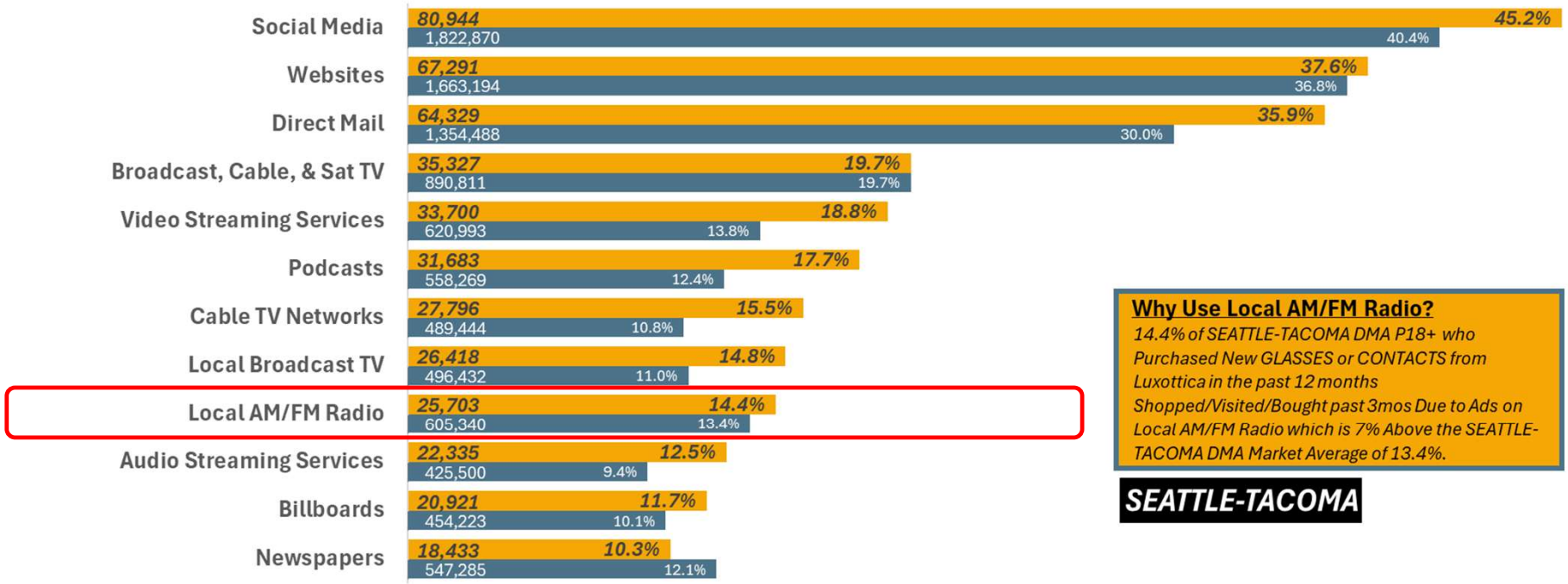
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LensCrafters · Pearle Vision · Target Optical · EssilorLuxottica · SEA

"Advertising Actions"

P18+ who Purchased New GLASSES or CONTACTS from Luxottica in the past 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

14.4% of SEATTLE-TACOMA DMA P18+ who Purchased New GLASSES or CONTACTS from Luxottica in the past 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 7% Above the SEATTLE-TACOMA DMA Market Average of 13.4%.

SEATTLE-TACOMA

SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab: 181

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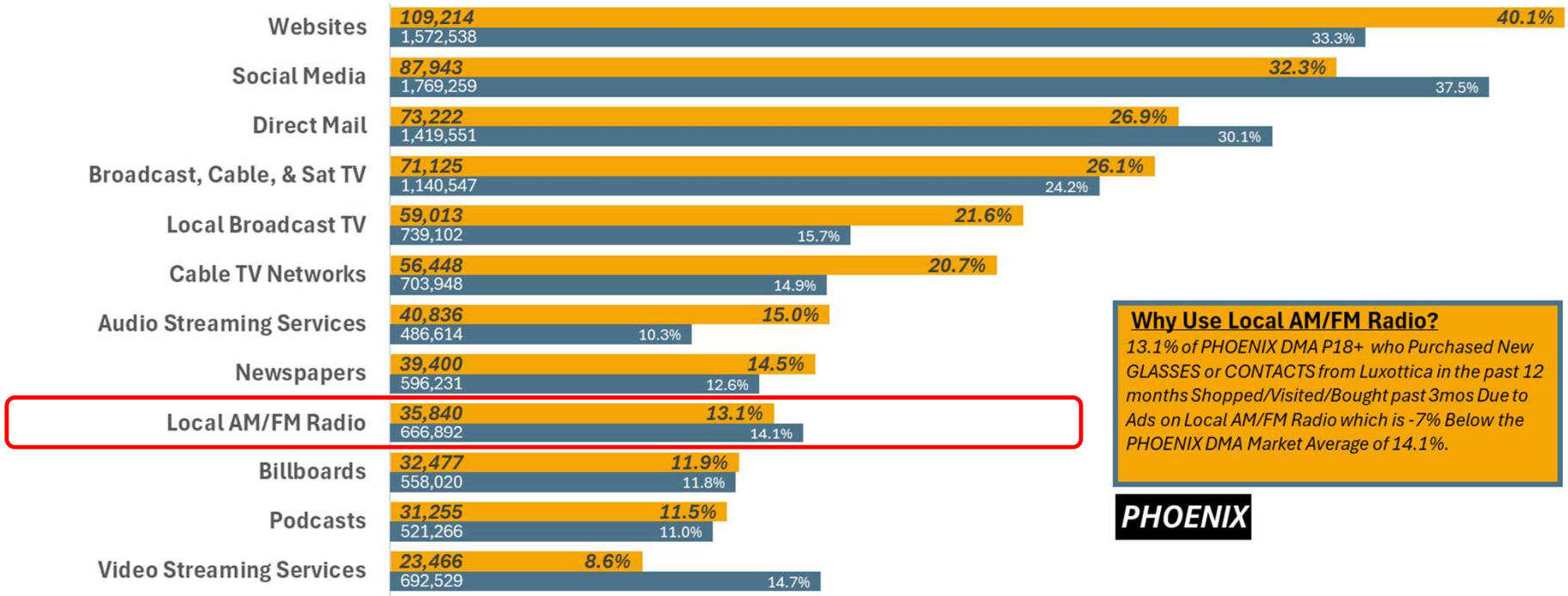
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LensCrafters · Pearle Vision · Target Optical · EssilorLuxottica — PHX

"Advertising Actions"

P18+ who Purchased New GLASSES or CONTACTS from Luxottica in the past 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

13.1% of PHOENIX DMA P18+ who Purchased New GLASSES or CONTACTS from Luxottica in the past 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -7% Below the PHOENIX DMA Market Average of 14.1%.

PHOENIX

PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab: 151

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