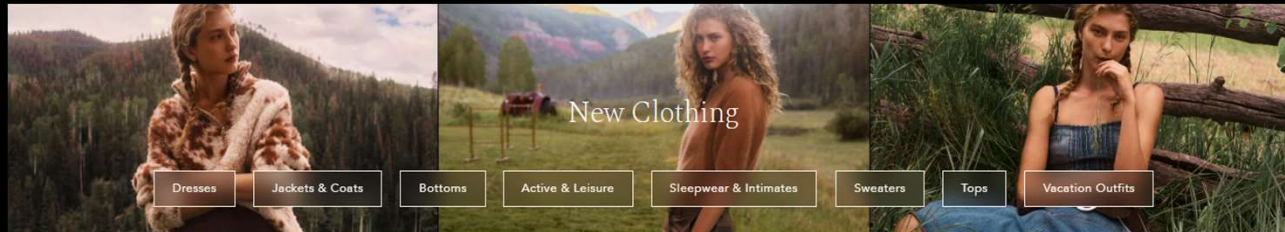


USA+4 More DMAs – W25-64 who Shopped at ANTHROPOLOGIE in the past 3 months!

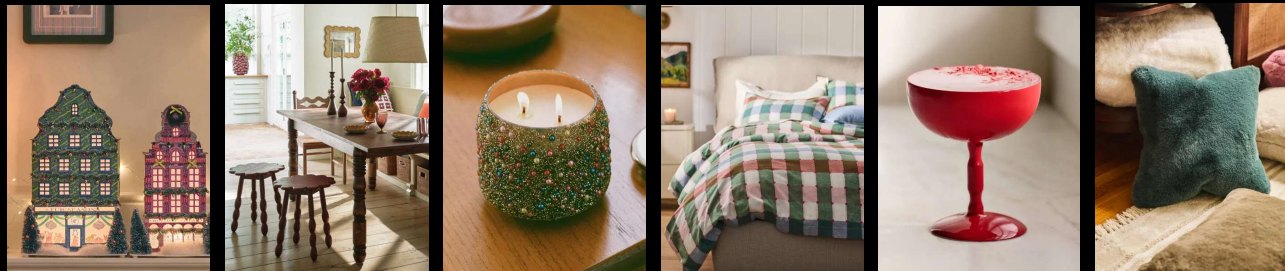
Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of USA, MINNEAPOLIS-ST. PAUL, ST. LOUIS, CINCINNATI, and WEST PALM BEACH DMA W25-64 who Shopped at ANTHROPOLOGIE in the past 3 months as of March 31, 2026.



ANTHROPOLOGIE



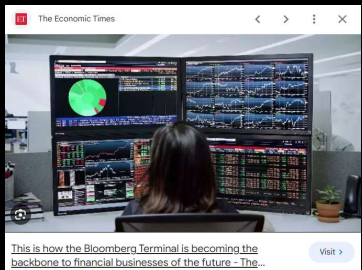
Vanguard BlackRock

W25-64

Hubbard
media that connects

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

Clothing stores shopped past 3 months: Anthropologie





6.4% or 5,699,756 of USA DMA Women 25 - 64 Shopped at ANTHROPOLOGIE in the past 3 months. Typical Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months are 38.4 years old (14.3% younger than average) and have a \$183,175 (59.8% higher than average) annual household income.



Percent of Market: Women 25 - 64



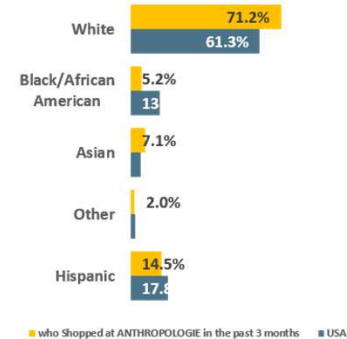
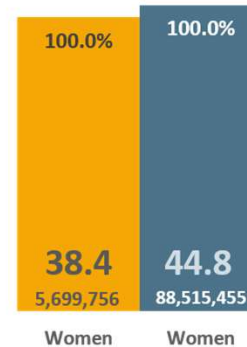
Gender of Target vs. Market: Women 25 - 64

Ethnicity of Target vs. Market:



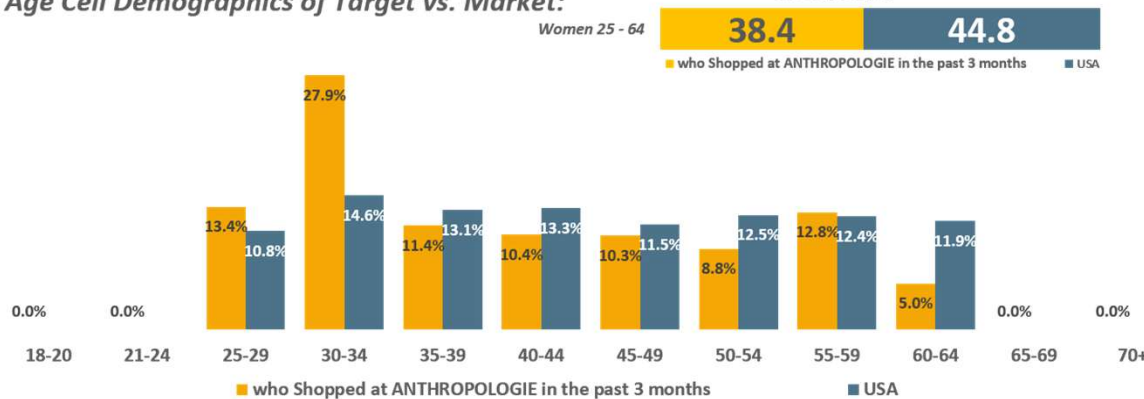
%M vs. %F:

Average Age: 0.0
Persons: 0.0%

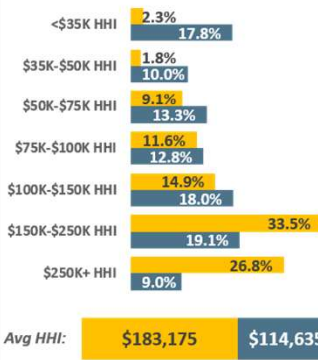


Age Cell Demographics of Target vs. Market:

Average Age:



HHI of Target vs. Market:



Avg HHI: \$183,175 (Target) / \$114,635 (Market)



6.1% or 74,909 of MSP DMA Women 25 - 64 Shopped at ANTHROPOLOGIE in the past 3 months.
Typical Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months are 40.3 years old (10.5% younger than average) and have a \$203,488 (74.8% higher than average) annual household income.

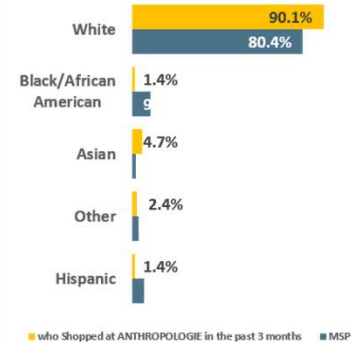


Percent of Market: Women 25 - 64



Gender of Target vs. Market: Women 25 - 64

Ethnicity of Target vs. Market:

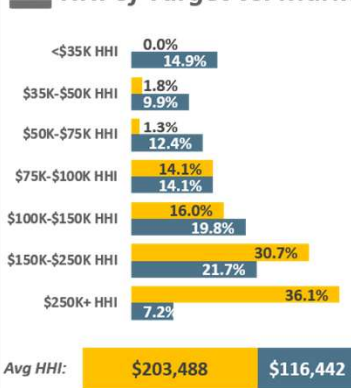


Age Cell Demographics of Target vs. Market:

Average Age:



HHI of Target vs. Market:

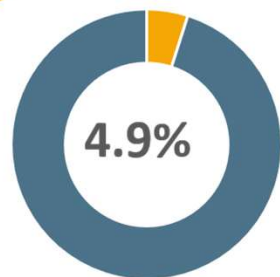




4.9% or 39,871 of STL DMA Women 25 - 64 Shopped at ANTHROPOLOGIE in the past 3 months.
 Typical Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months are 37. years old (17.9% younger than average) and have a \$161,185 (62.6% higher than average) annual household income.



Percent of Market: Women 25 - 64



■ who Shopped at ANTHROPOLOGIE in the past 3 months
 ■ Remainder of STL DMA

Total Persons:



Gender of Target vs. Market: Women 25 - 64

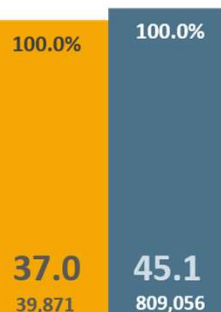
Average Age: 0.0
 # Persons: 0.0%

0.0

Men

0.0

Men



Women

Women

Age Cell Demographics of Target vs. Market:

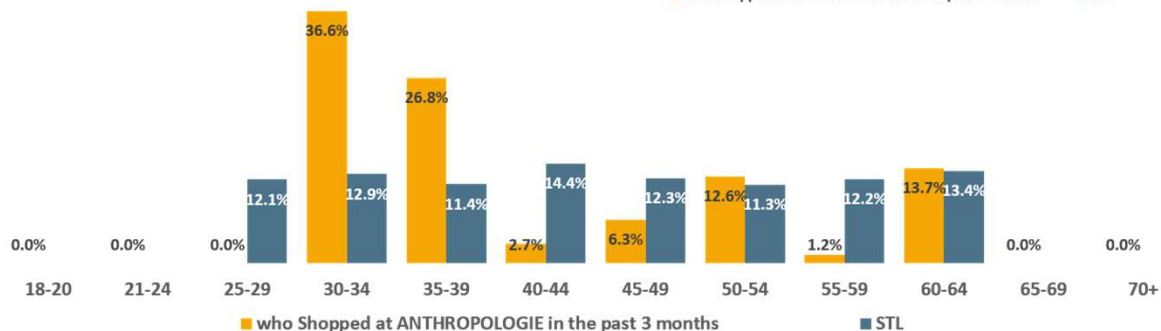
Women 25 - 64

Average Age:

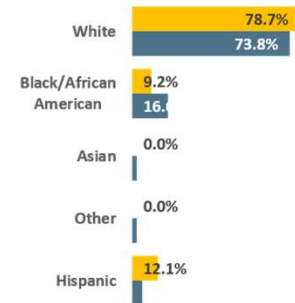
37.0

45.1

■ who Shopped at ANTHROPOLOGIE in the past 3 months ■ STL



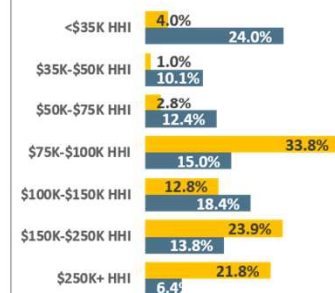
Ethnicity of Target vs. Market:



■ who Shopped at ANTHROPOLOGIE in the past 3 months ■ STL



HHI of Target vs. Market:



Avg HHI:

\$161,185

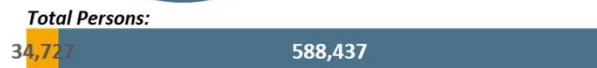
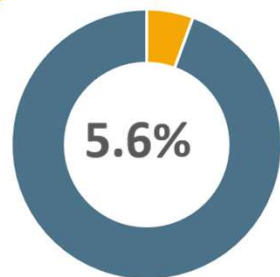
\$99,104



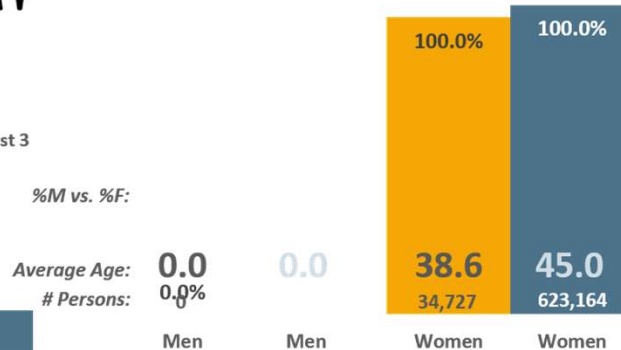
5.6% or 34,727 of CIN DMA Women 25 - 64 Shopped at ANTHROPOLOGIE in the past 3 months.
 Typical Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months are 38.6 years old (14.2% younger than average) and have a \$152,613 (60.4% higher than average) annual household income.



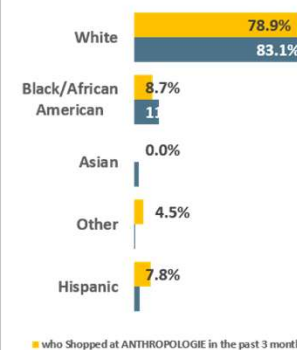
Percent of Market: Women 25 - 64



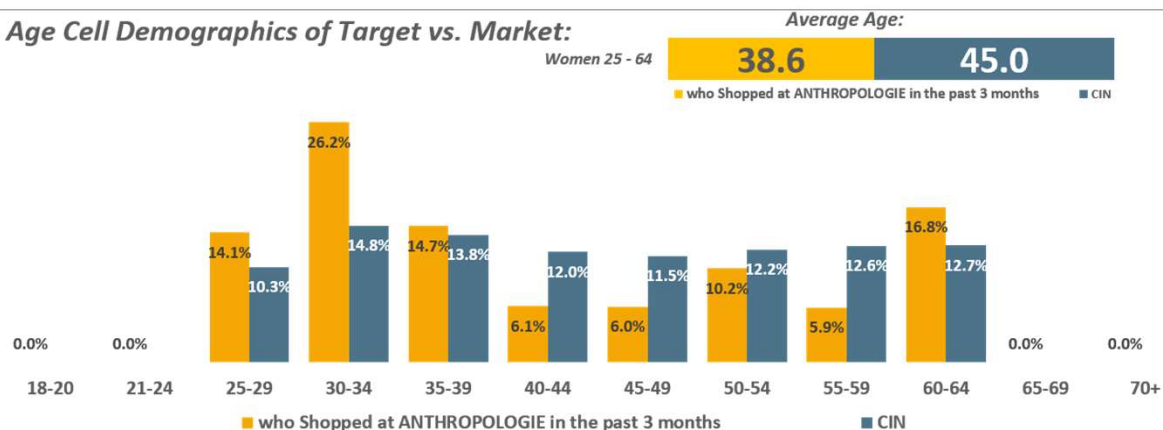
Gender of Target vs. Market: Women 25 - 64



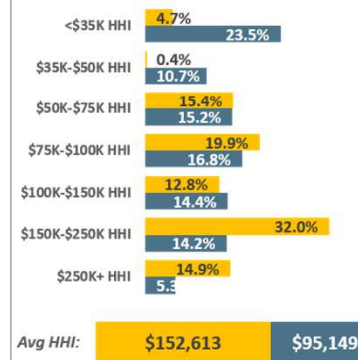
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:





5.1% or 27,872 of WPB DMA Women 25 - 64 Shopped at ANTHROPOLOGIE in the past 3 months. Typical Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months are 44.6 years old (3.5% younger than average) and have a \$161,536 (60.7% higher than average) annual household income.



Percent of Market: Women 25 - 64



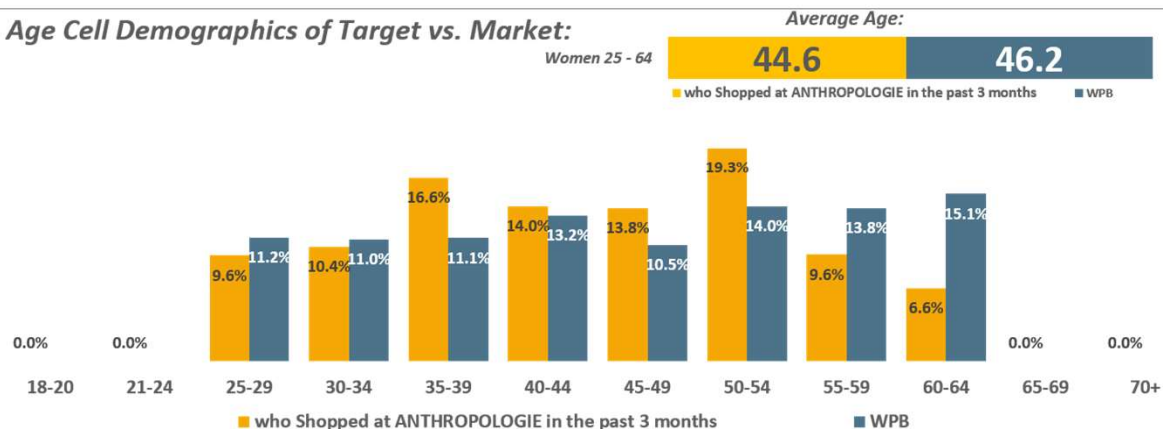
■ who Shopped at ANTHROPOLOGIE in the past 3 months
■ Remainder of WPB DMA



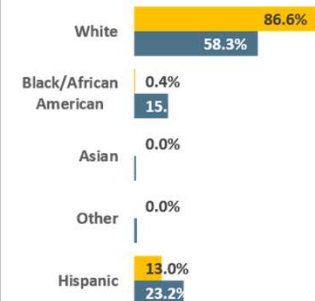
Gender of Target vs. Market: Women 25 - 64



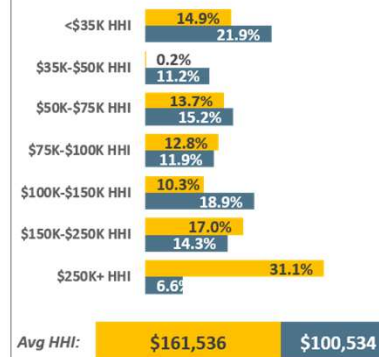
Age Cell Demographics of Target vs. Market:



Ethnicity of Target vs. Market:



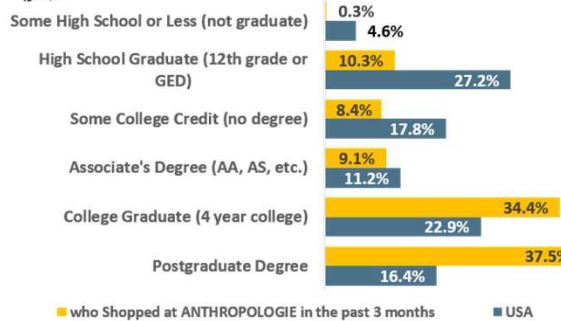
HHI of Target vs. Market:



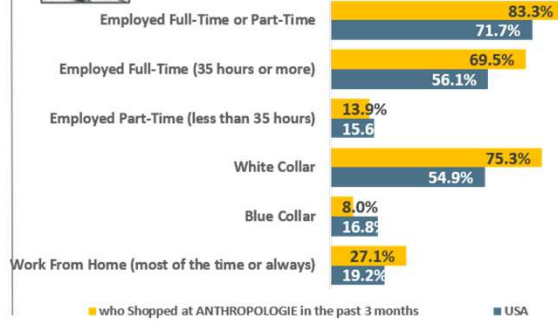


6.4% or 5,699,756 of USA DMA Women 25 - 64 Shopped at ANTHROPOLOGIE in the past 3 months. Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months are 83.2% more likely to be a college graduate, 23.9% more likely to work full-time, 22.5% more likely to be married, 21.1% less likely to be a parent of 1 or more children under 18.

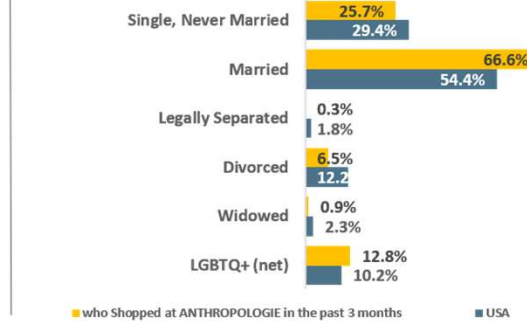
Education Levels: Women 25 - 64



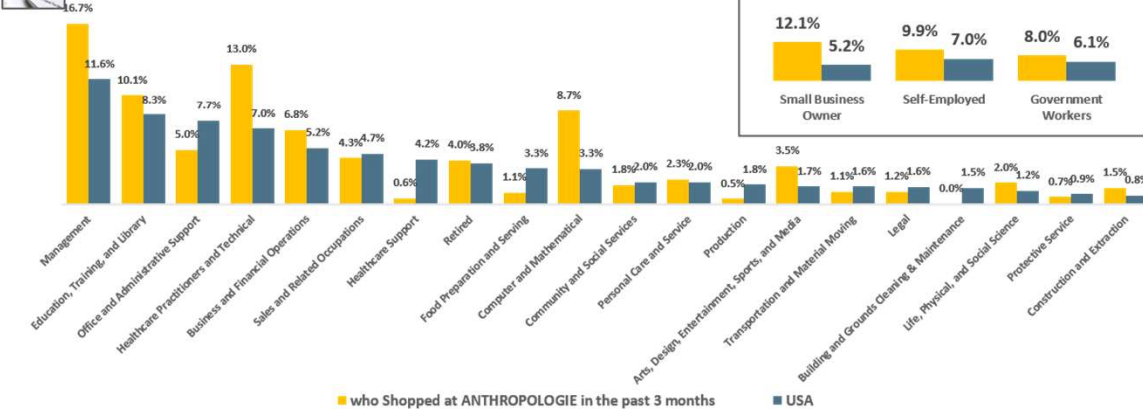
Employment: Women 25 - 64



Marital Status: Women 25 - 64



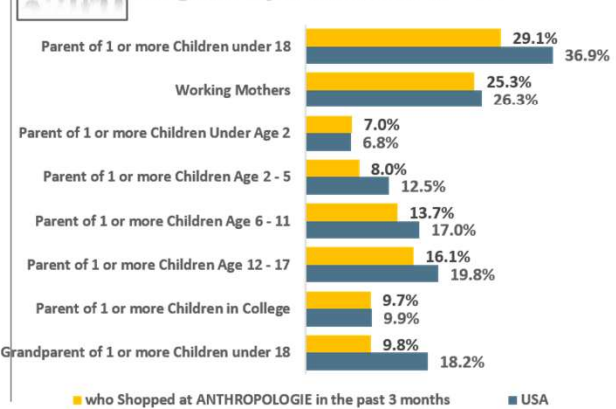
Top-20 Occupations: Women 25 - 64



Entrepreneurs/Government Workers



Stage in Life: Women 25 - 64

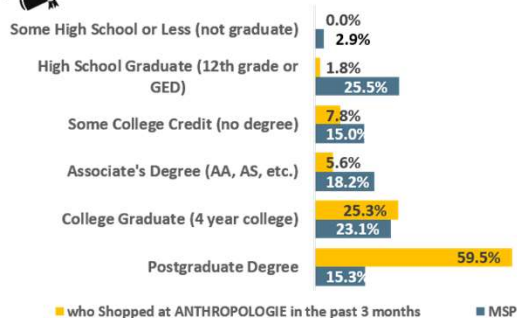


USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 1,086
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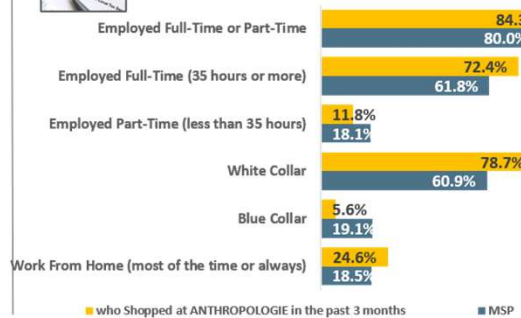


6.1% or 74,909 of MSP DMA Women 25 - 64 Shopped at ANTHROPOLOGIE in the past 3 months. Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months are 120.8% more likely to be a college graduate, 17.2% more likely to work full-time, 27.5% more likely to be married, 14.4% less likely to be a parent of 1 or more children under 18.

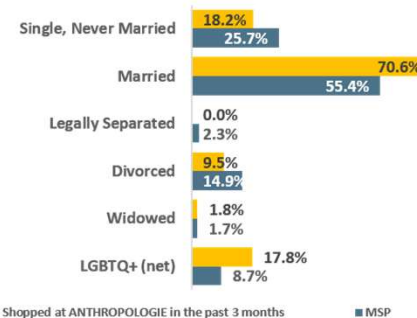
Education Levels: Women 25 - 64



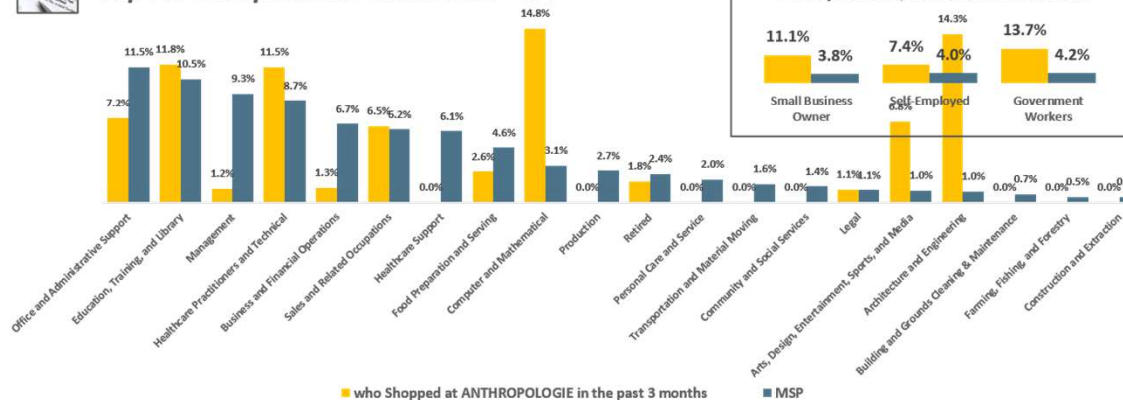
Employment: Women 25 - 64



Marital Status: Women 25 - 64



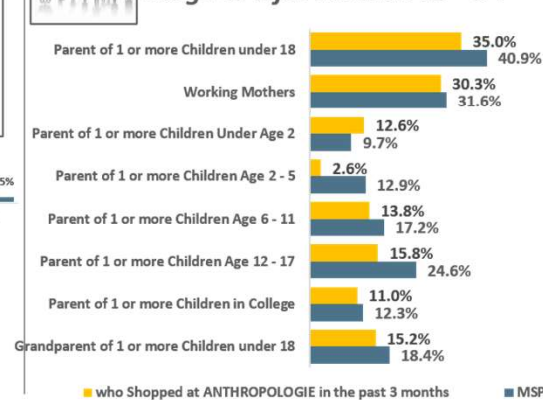
Top-20 Occupations: Women 25 - 64



Entrepreneurs/Government Workers



Stage in Life: Women 25 - 64

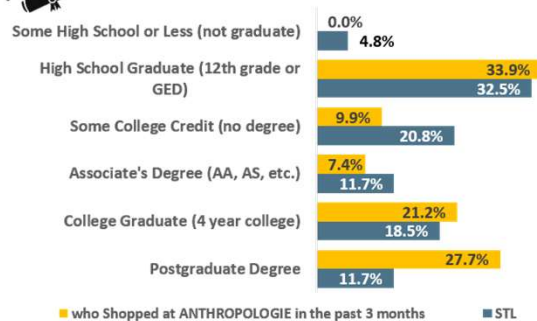




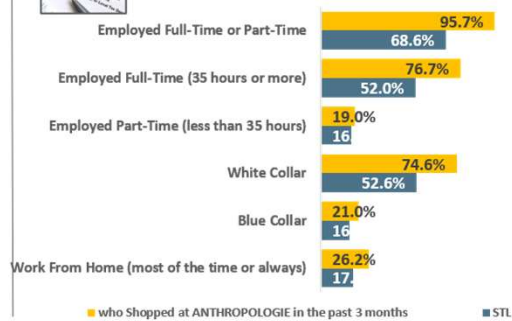
4.9% or 39,871 of STL DMA Women 25 - 64 Shopped at ANTHROPOLOGIE in the past 3 months. Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months are 61.8% more likely to be a college graduate, 47.6% more likely to work full-time, 50.% more likely to be married, 45.6% more likely to be a parent of 1 or more children under 18.



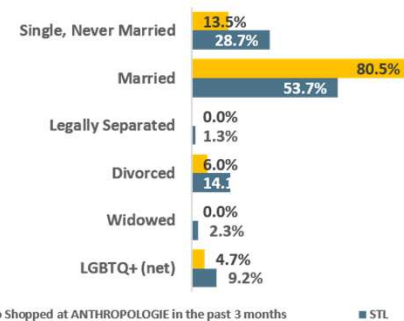
Education Levels: Women 25 - 64



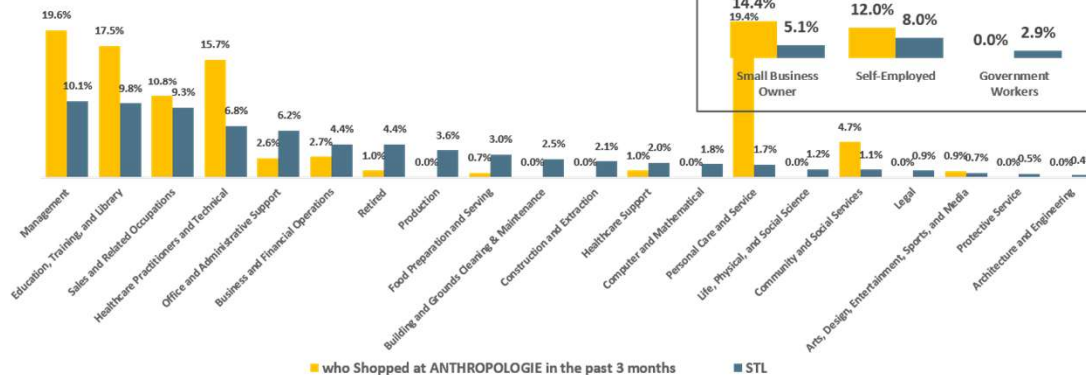
Employment: Women 25 - 64



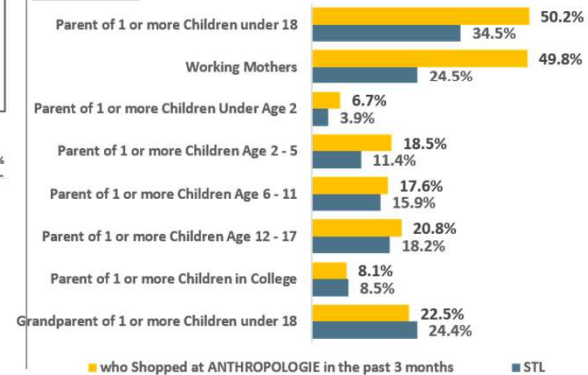
Marital Status: Women 25 - 64



Top-20 Occupations: Women 25 - 64



Stage in Life: Women 25 - 64

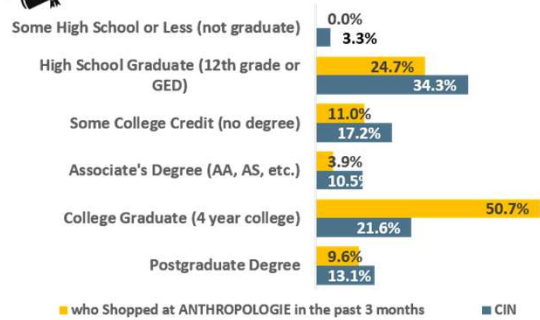




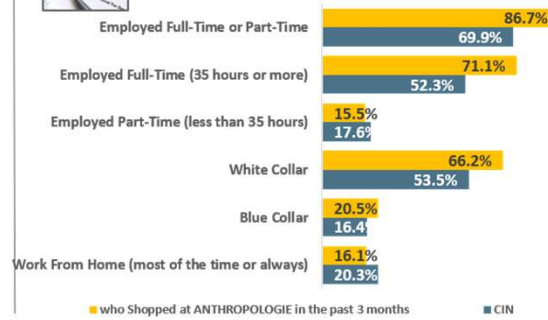
5.6% or 34,727 of CIN DMA Women 25 - 64 Shopped at ANTHROPOLOGIE in the past 3 months. Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months are 74.% more likely to be a college graduate, 36.% more likely to work full-time, 26.9% more likely to be married, 43.9% less likely to be a parent of 1 or more children under 18.



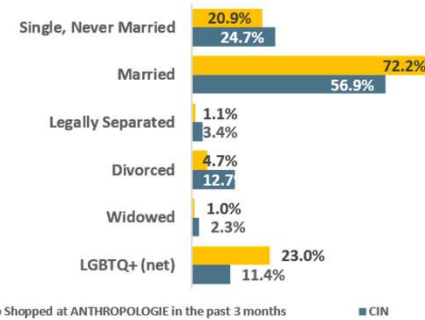
Education Levels: Women 25 - 64



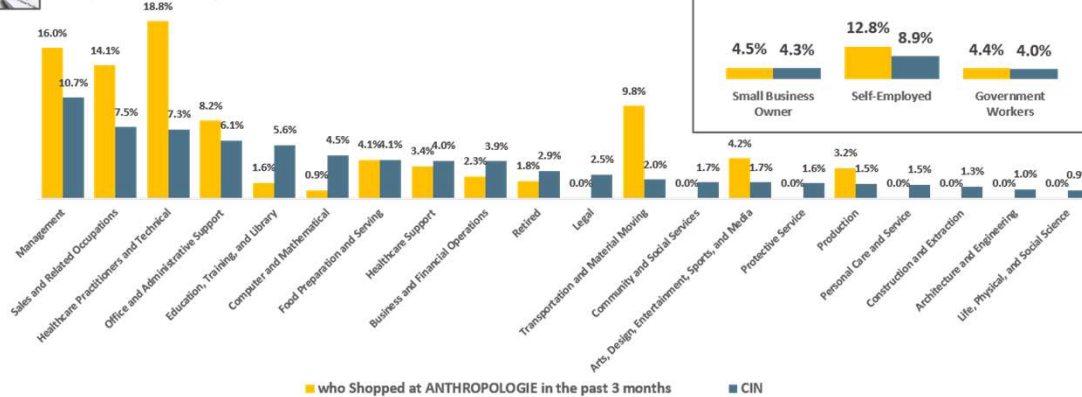
Employment: Women 25 - 64



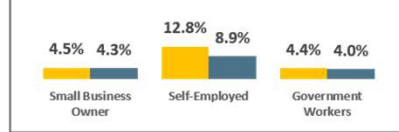
Marital Status: Women 25 - 64



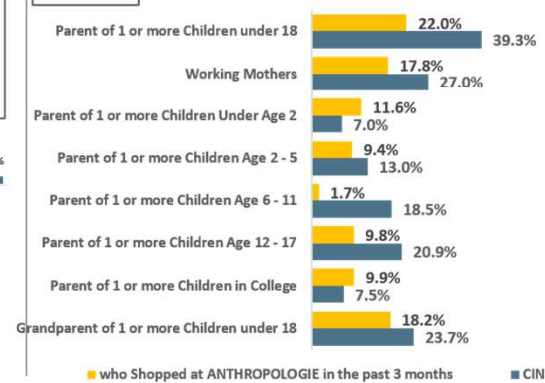
Top-20 Occupations: Women 25 - 64



Entrepreneurs/Government Workers



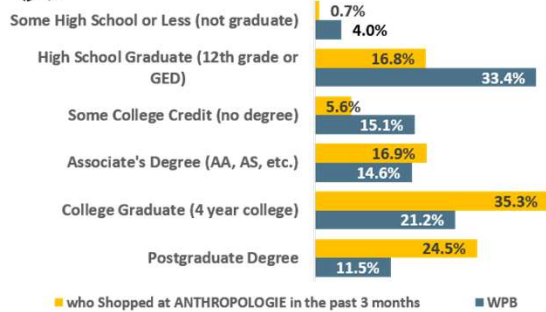
Stage in Life: Women 25 - 64



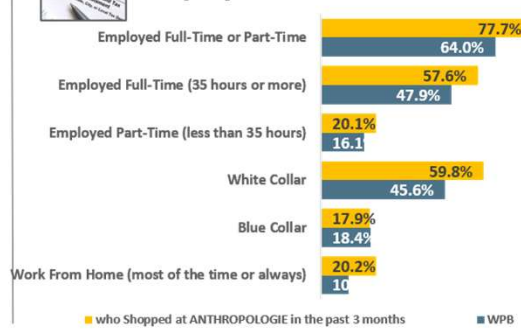


5.1% or 27,872 of WPB DMA Women 25 - 64 Shopped at ANTHROPOLOGIE in the past 3 months. Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months are 82.7% more likely to be a college graduate, 20.2% more likely to work full-time, 28.5% more likely to be married, 6.9% less likely to be a parent of 1 or more children under 18.

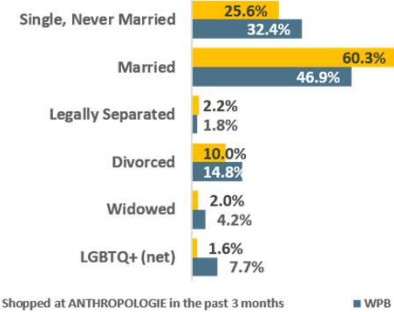
Education Levels: Women 25 - 64



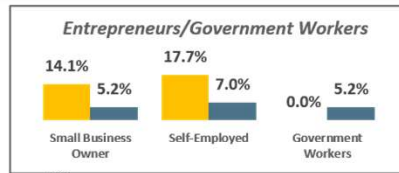
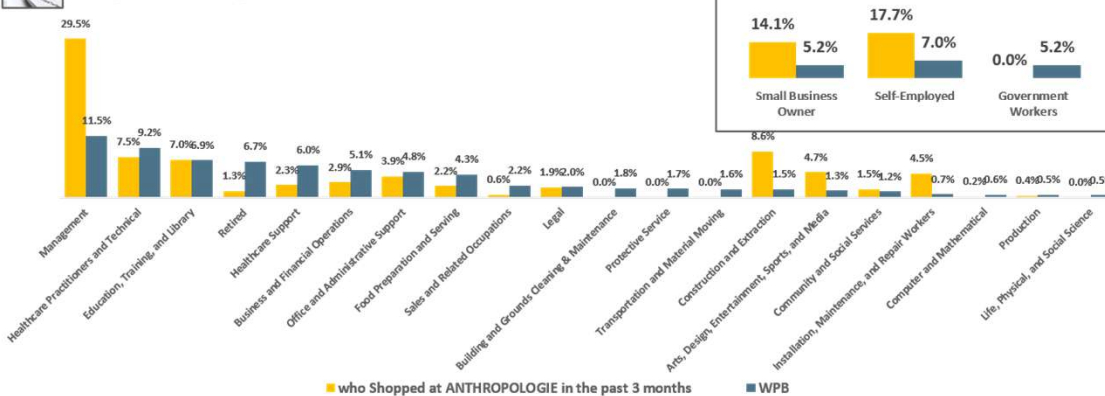
Employment: Women 25 - 64



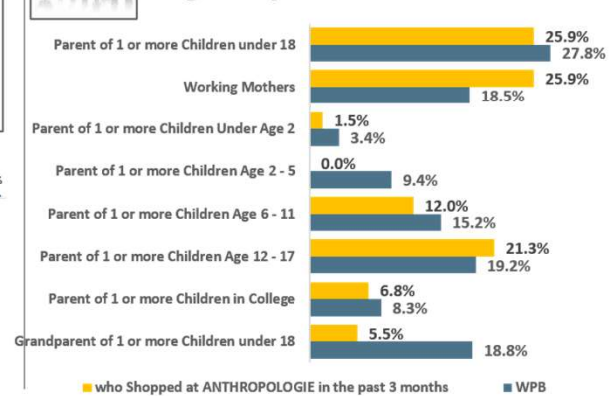
Marital Status: Women 25 - 64



Top-20 Occupations: Women 25 - 64



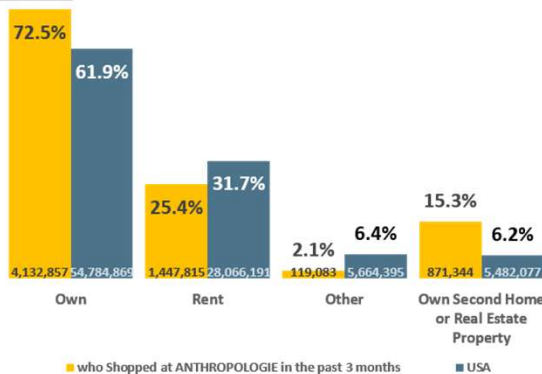
Stage in Life: Women 25 - 64



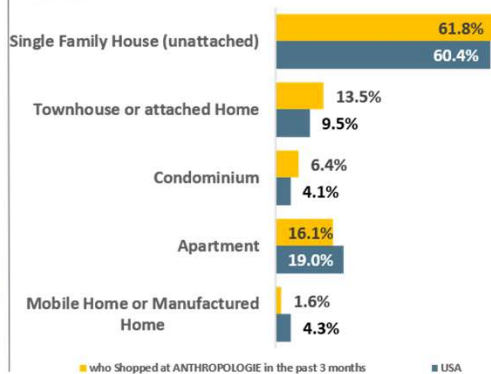


6.4% or 5,699,756 of USA DMA Women 25 - 64 Shopped at ANTHROPOLOGIE in the past 3 months. Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months are 17.2% more likely to own their home, 39.3% more likely to own a higher valued home, 2.4% more likely to have a single-family home, 6% more likely to have a dog.

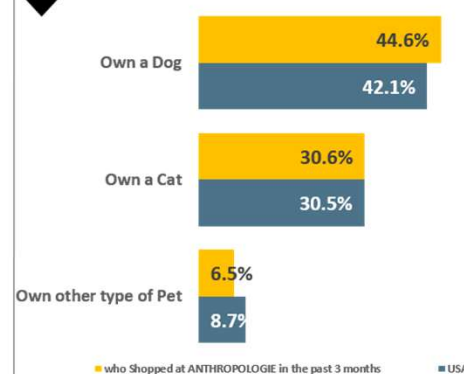
Own/Rent/Other: Women 25 - 64



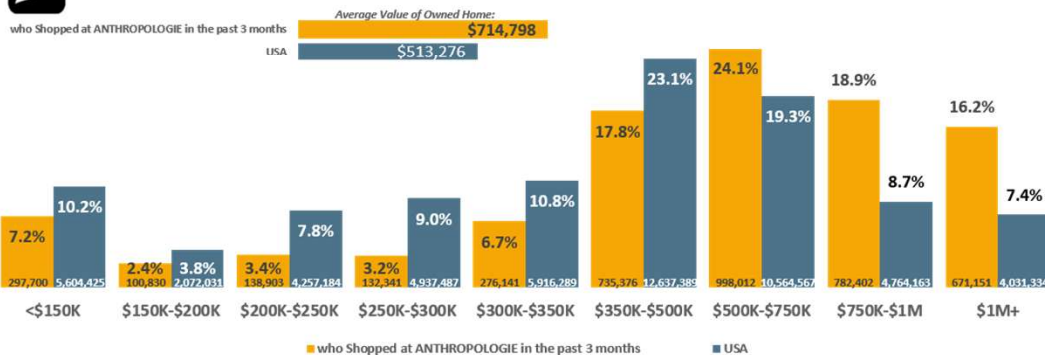
Type of Home: Women 25 - 64



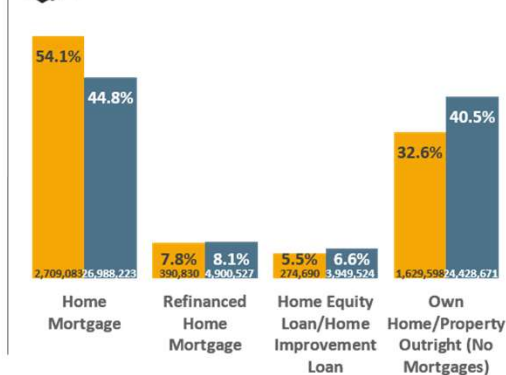
Pets in Home: Women 25 - 64



Value of Owned Home: Women 25 - 64



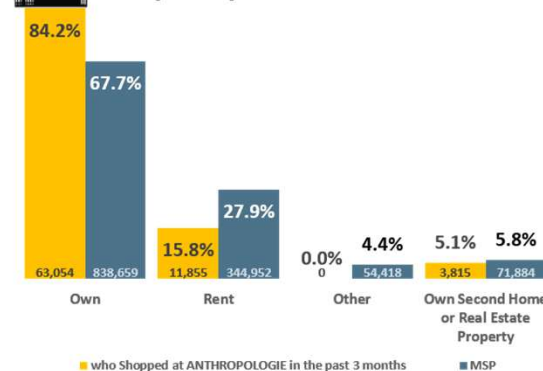
Home Loans: Women 25 - 64



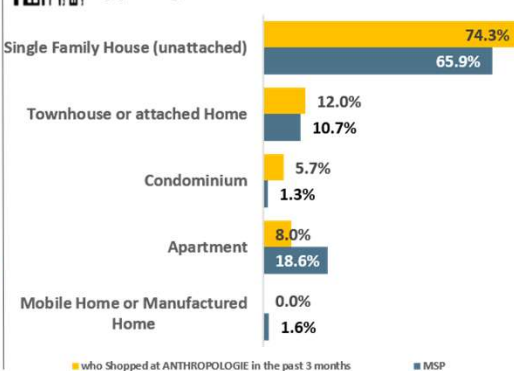


6.1% or 74,909 of MSP DMA Women 25 - 64 Shopped at ANTHROPOLOGIE in the past 3 months. Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months are 24.3% more likely to own their home, 57.% more likely to own a higher valued home, 12.7% more likely to have a single-family home, 17.4% more likely to have a dog.

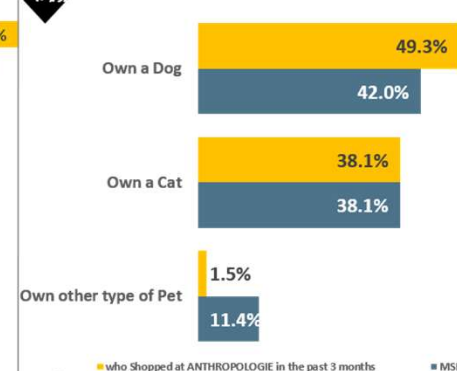
Own/Rent/Other: Women 25 - 64



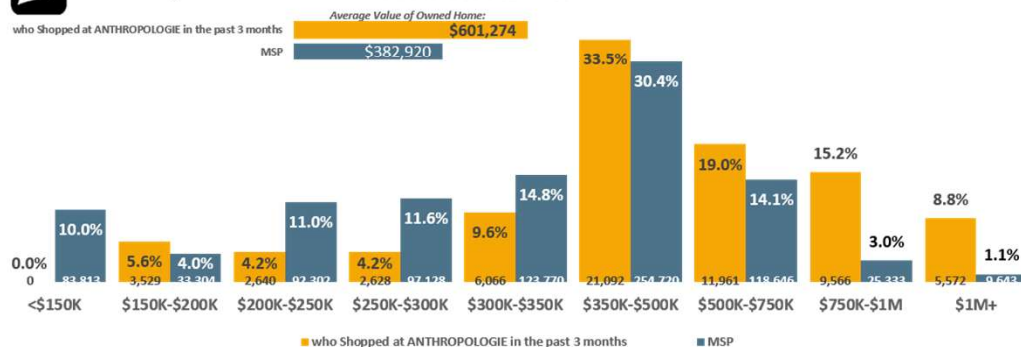
Type of Home: Women 25 - 64



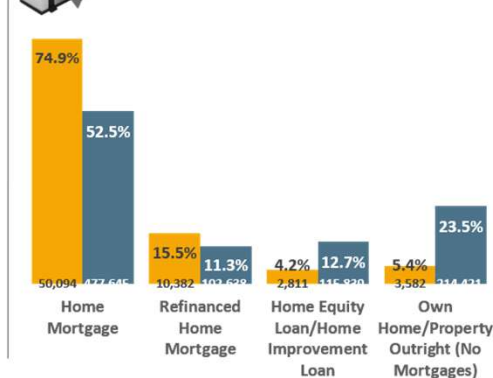
Pets in Home: Women 25 - 64



Value of Owned Home: Women 25 - 64



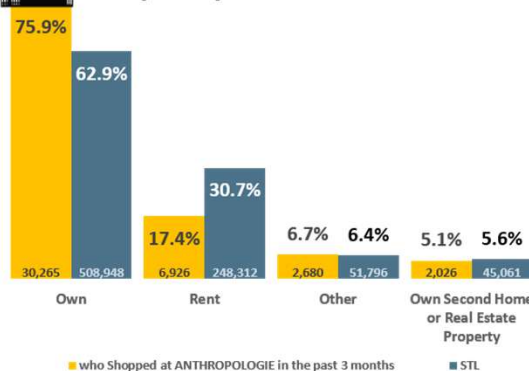
Home Loans: Women 25 - 64



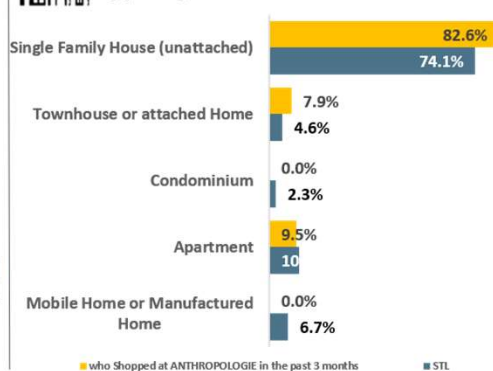


4.9% or 39,871 of STL DMA Women 25 - 64 Shopped at ANTHROPOLOGIE in the past 3 months. Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months are 20.7% more likely to own their home, 56.5% more likely to own a higher valued home, 11.5% more likely to have a single-family home, 12.8% less likely to have a dog.

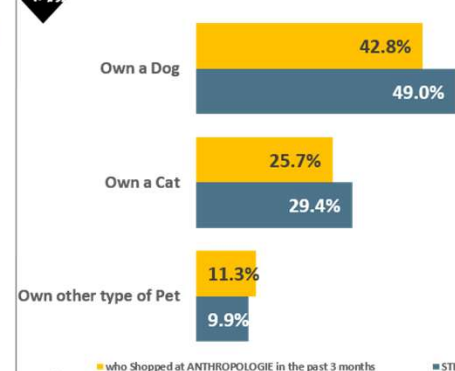
Own/Rent/Other: Women 25 - 64



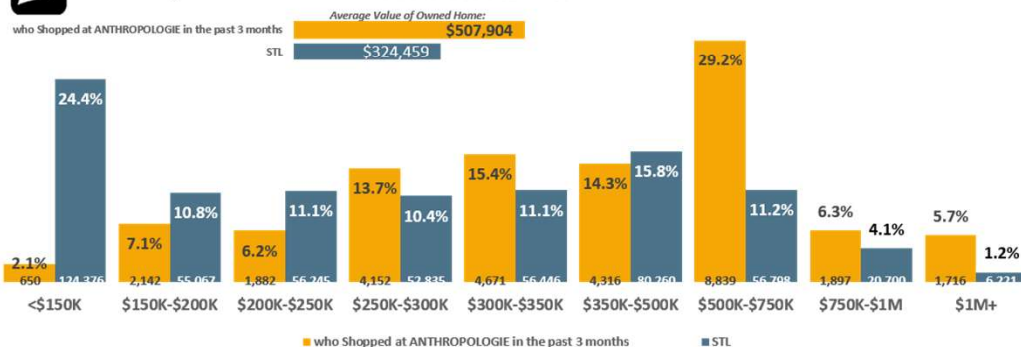
Type of Home: Women 25 - 64



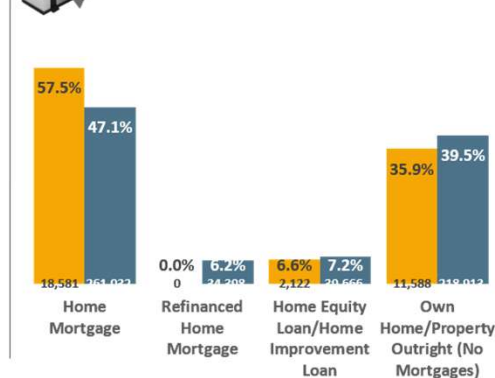
Pets in Home: Women 25 - 64



Value of Owned Home: Women 25 - 64



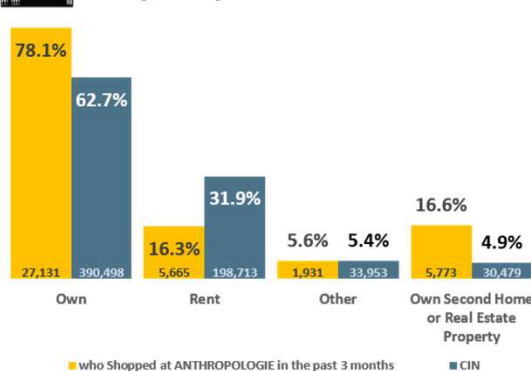
Home Loans: Women 25 - 64



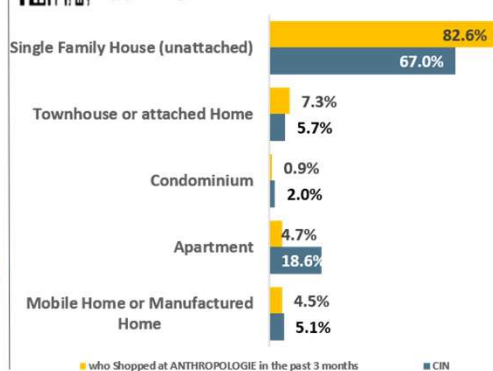


5.6% or 34,727 of CIN DMA Women 25 - 64 Shopped at ANTHROPOLOGIE in the past 3 months. Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months are 24.7% more likely to own their home, 10.6% more likely to own a higher valued home, 23.3% more likely to have a single-family home, 25.1% more likely to have a dog.

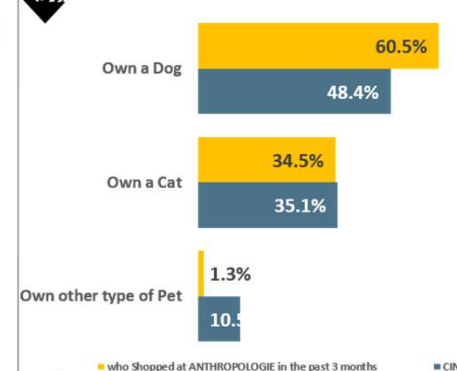
Own/Rent/Other: Women 25 - 64



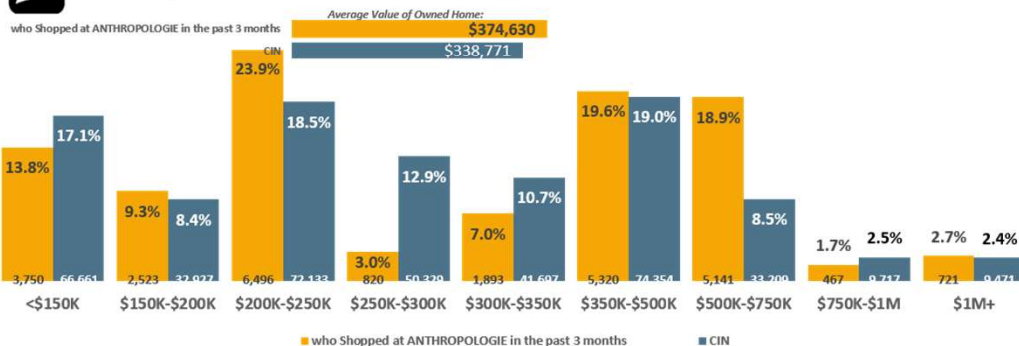
Type of Home: Women 25 - 64



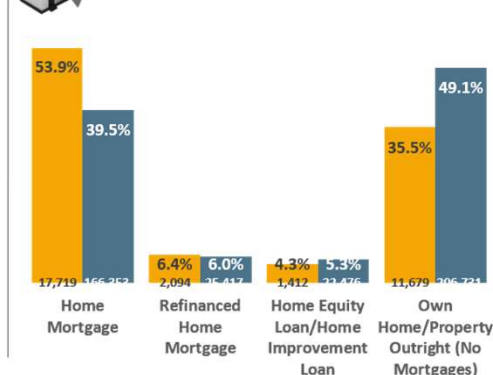
Pets in Home: Women 25 - 64



Value of Owned Home: Women 25 - 64



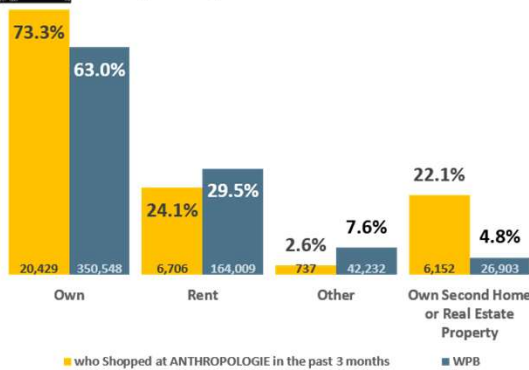
Home Loans: Women 25 - 64



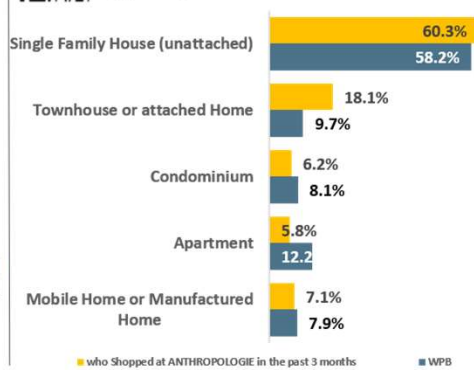


5.1% or 27,872 of WPB DMA Women 25 - 64 Shopped at ANTHROPOLOGIE in the past 3 months. Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months are 16.4% more likely to own their home, 49.1% more likely to own a higher valued home, 3.6% more likely to have a single-family home, 8.8% more likely to have a dog.

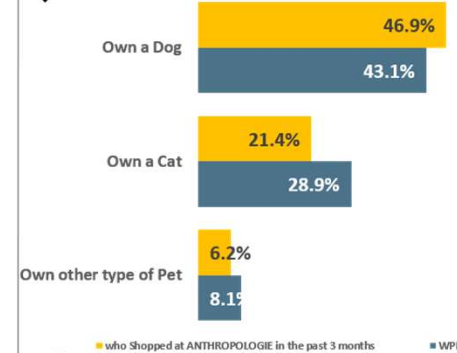
Own/Rent/Other: Women 25 - 64



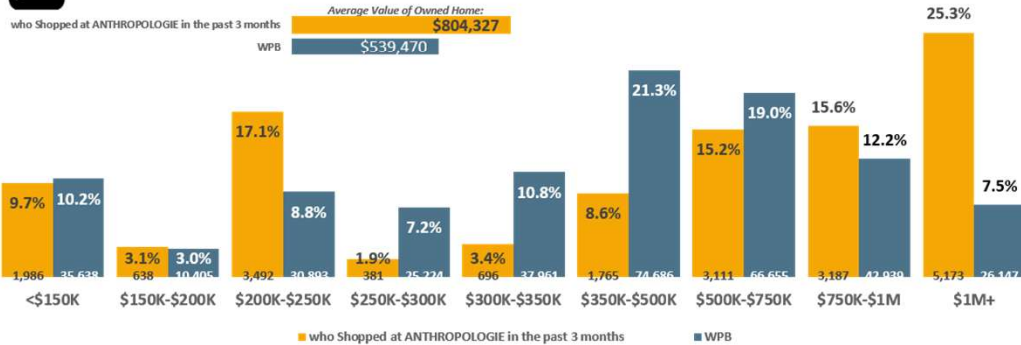
Type of Home: Women 25 - 64



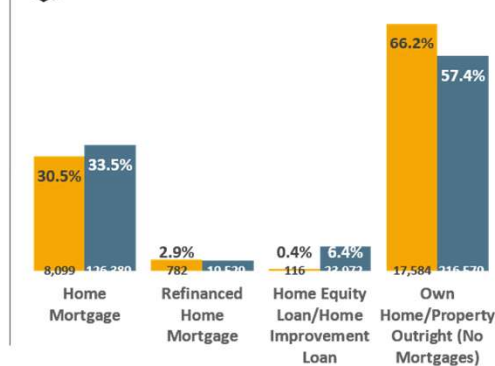
Pets in Home: Women 25 - 64



Value of Owned Home: Women 25 - 64



Home Loans: Women 25 - 64

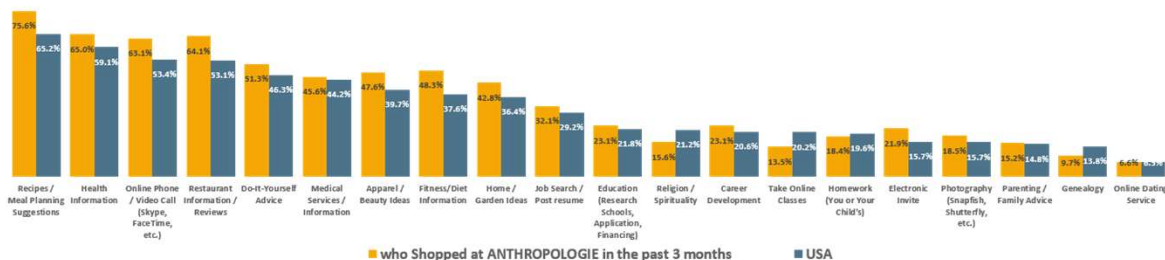




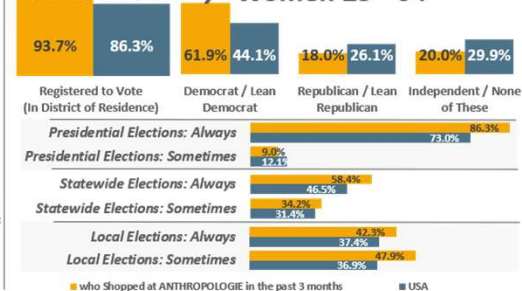
6.4% or 5,699,756 of USA DMA Women 25 - 64 Shopped at ANTHROPOLOGIE in the past 3 months. Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months are 11.% more likely to look up D-I-Y advice online, 13.2% more likely to always vote in local elections, 120.3% more likely to belong to a gym, 48.3% more likely to fly domestic past yr.



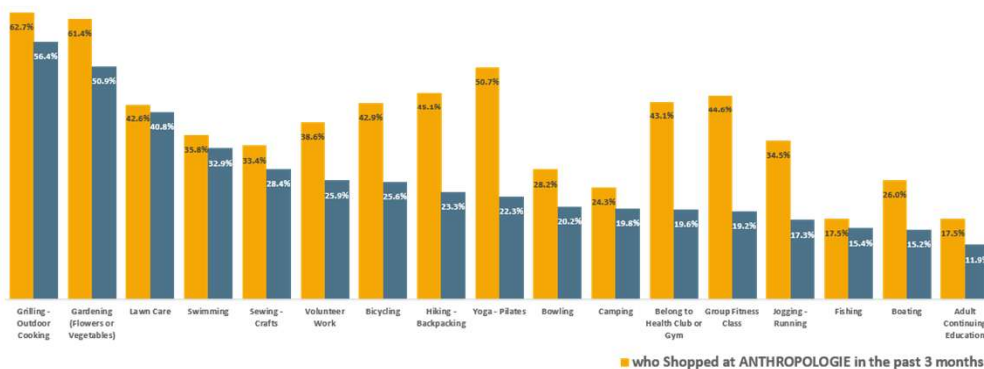
Top-20 past 30-days Online Lifestyle Activities: Women 25 - 64



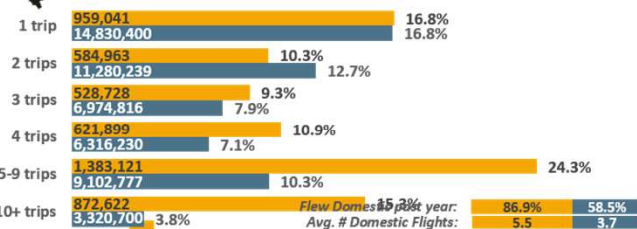
Political Activity: Women 25 - 64



Top-30 past 12-months Active Lifestyle Activities: Women 25 - 64



Past 12-months Domestic Airline Trips: Women 25 - 64

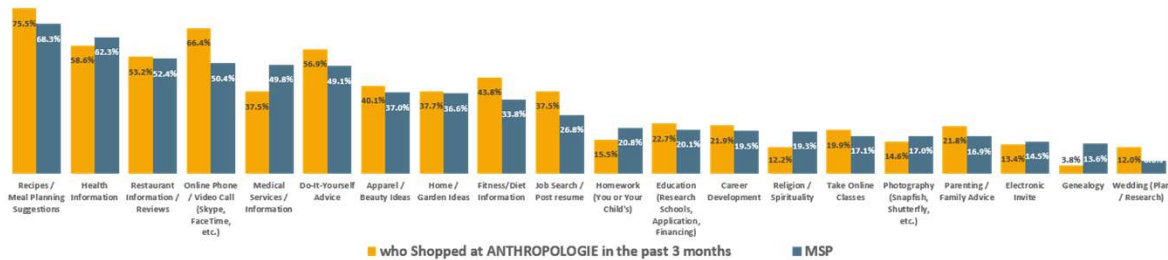




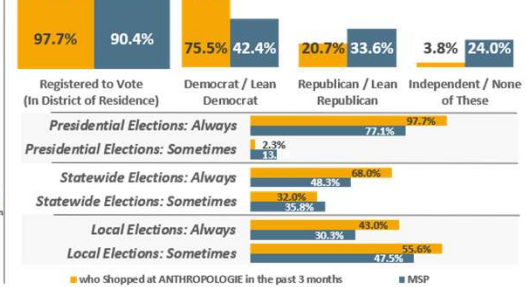
6.1% or 74,909 of MSP DMA Women 25 - 64 Shopped at ANTHROPOLOGIE in the past 3 months. Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months are 15.9% more likely to look up D-I-Y advice online, 42.% more likely to always vote in local elections, 124.3% more likely to belong to a gym, 69.2% more likely to fly domestic past yr.



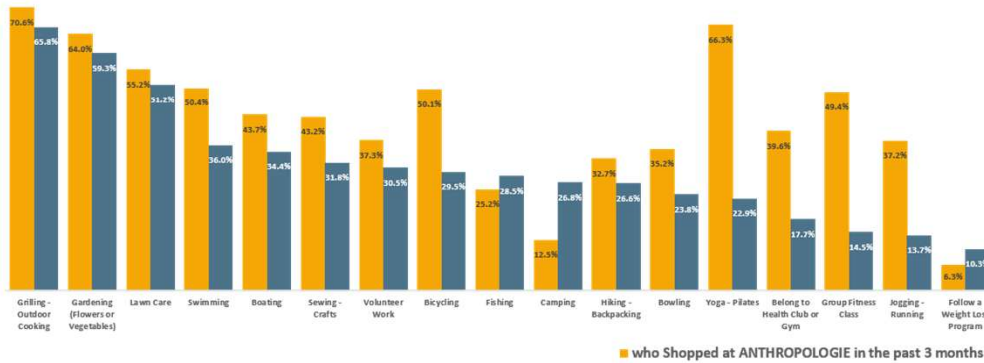
Top-20 past 30-days Online Lifestyle Activities: Women 25 - 64



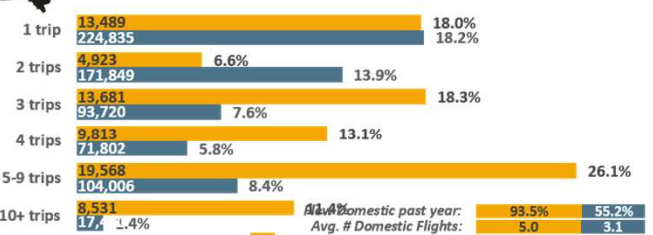
Political Activity: Women 25 - 64



Top-30 past 12-months Active Lifestyle Activities: Women 25 - 64



Past 12-months Domestic Airline Trips: Women 25 - 64



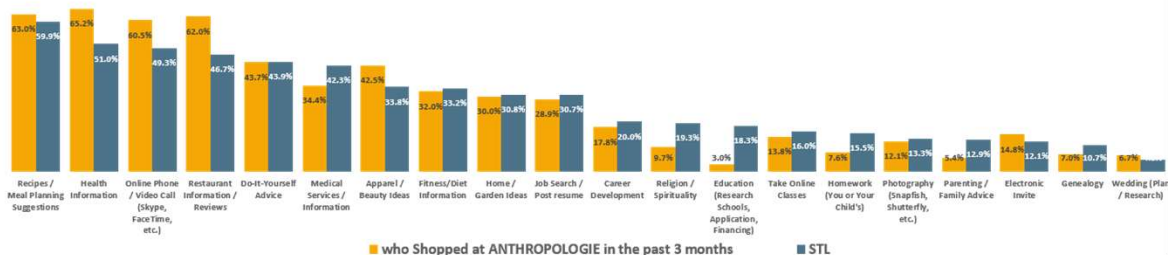
Domestic past year: 93.5%
Avg. # Domestic Flights: 5.0



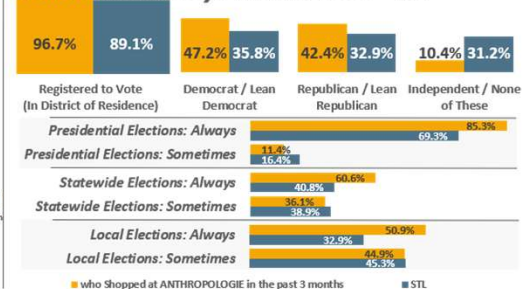
4.9% or 39,871 of STL DMA Women 25 - 64 Shopped at ANTHROPOLOGIE in the past 3 months. Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months are .4% less likely to look up D-I-Y advice online, 54.6% more likely to always vote in local elections, 19.6% more likely to belong to a gym, 59.9% more likely to fly domestic past yr.



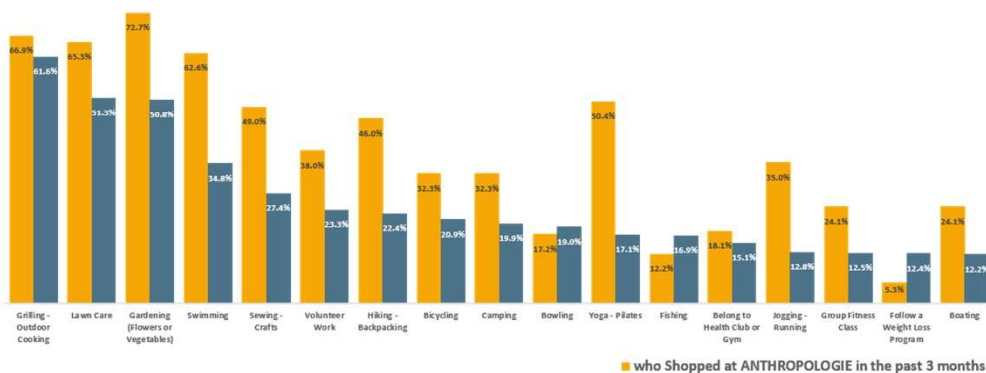
Top-20 past 30-days Online Lifestyle Activities: Women 25 - 64



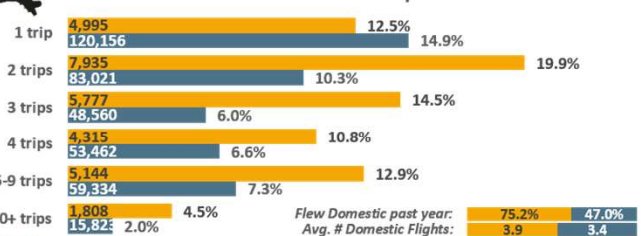
Political Activity: Women 25 - 64



Top-30 past 12-months Active Lifestyle Activities: Women 25 - 64



Past 12-months Domestic Airline Trips: Women 25 - 64

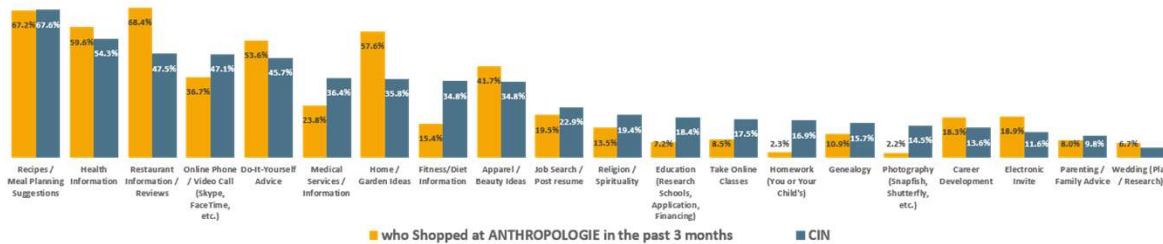




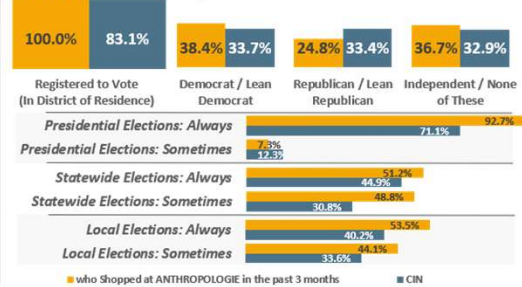
5.6% or 34,727 of CIN DMA Women 25 - 64 Shopped at ANTHROPOLOGIE in the past 3 months. Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months are 17.4% more likely to look up D-I-Y advice online, 33.% more likely to always vote in local elections, 137.4% more likely to belong to a gym, 46.% more likely to fly domestic past yr.



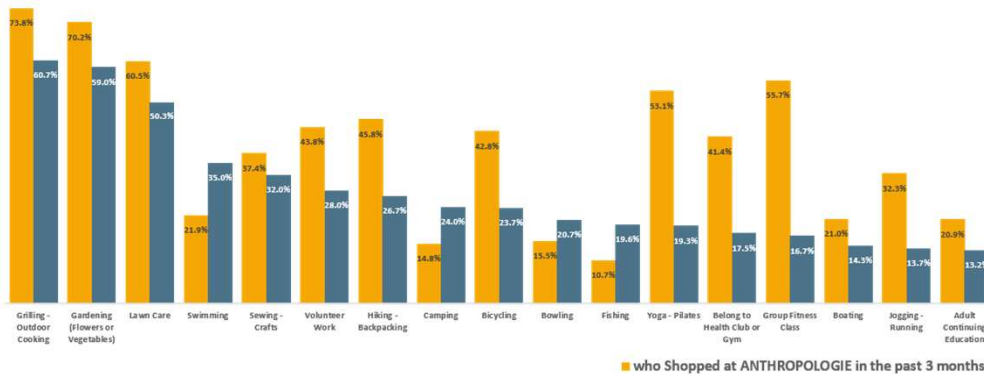
Top-20 past 30-days Online Lifestyle Activities: Women 25 - 64



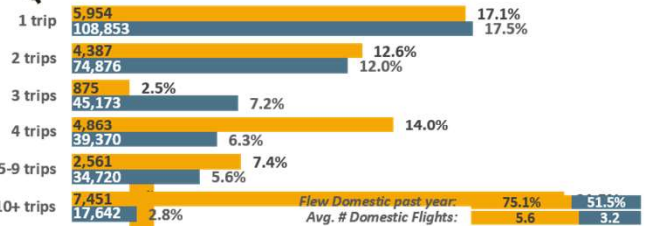
Political Activity: Women 25 - 64



Top-30 past 12-months Active Lifestyle Activities: Women 25 - 64



Past 12-months Domestic Airline Trips: Women 25 - 64

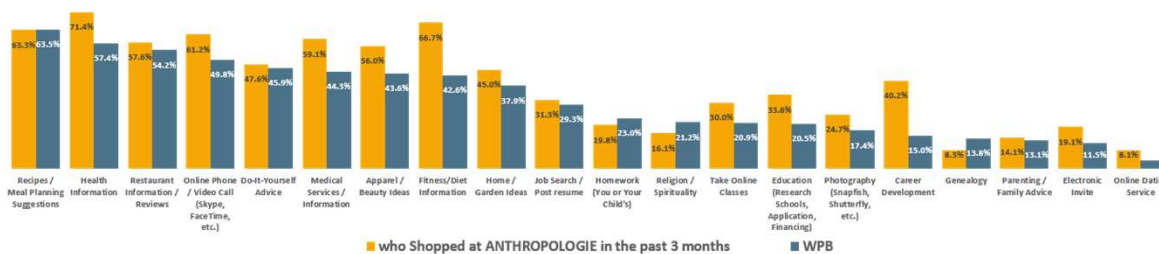




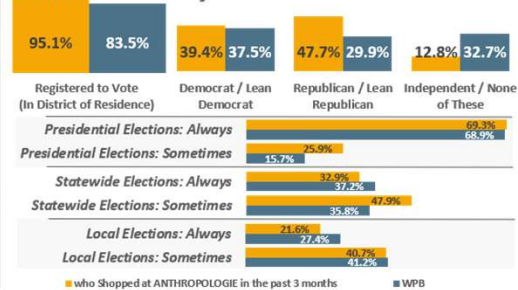
5.1% or 27,872 of WPB DMA Women 25 - 64 Shopped at ANTHROPOLOGIE in the past 3 months. Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months are 3.6% more likely to look up D-I-Y advice online, 21.1% less likely to always vote in local elections, 162.9% more likely to belong to a gym, 54.9% more likely to fly domestic past yr.



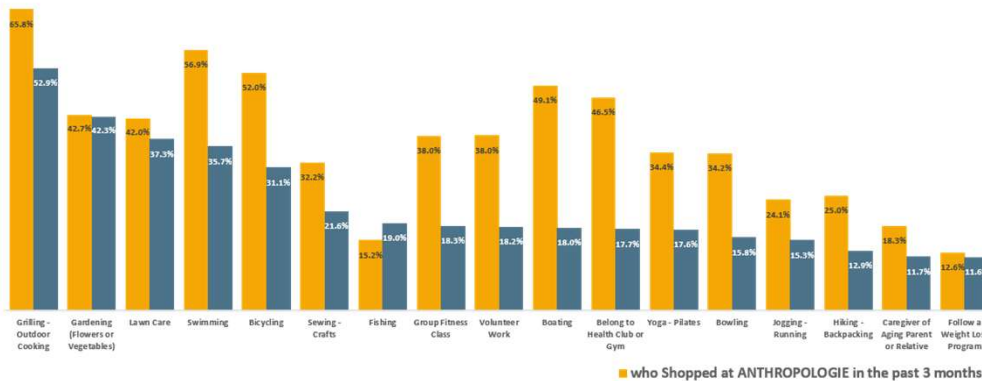
Top-20 past 30-days Online Lifestyle Activities: Women 25 - 64



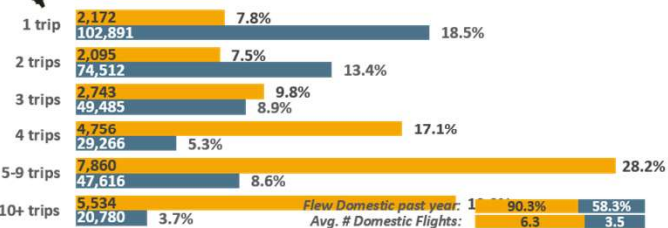
Political Activity: Women 25 - 64



Top-30 past 12-months Active Lifestyle Activities: Women 25 - 64



Past 12-months Domestic Airline Trips: Women 25 - 64

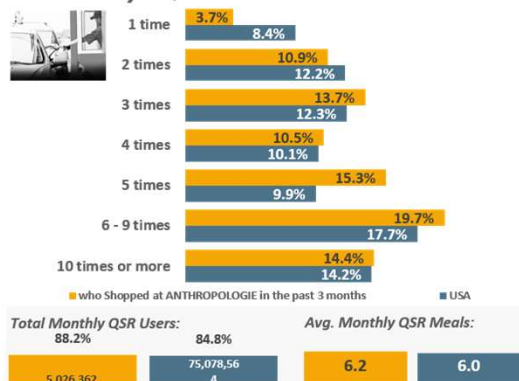


Flew Domestic past year: 100.0%
Avg. # Domestic Flights: 6.3

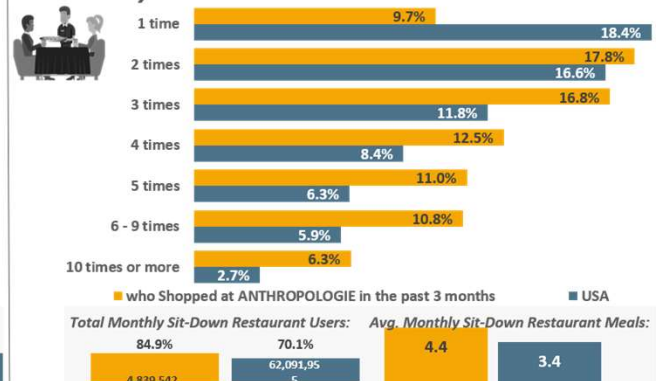


6.4% or 5,699,756 of USA DMA Women 25 - 64 Shopped at ANTHROPOLOGIE in the past 3 months. Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months are 4.% more likely to use QSRs past mo., 21.% more likely to use Sit-Down Restaurants past mo., 4.1% less likely to use Casinos past yr., 63.5% less likely to smoke cigarettes.

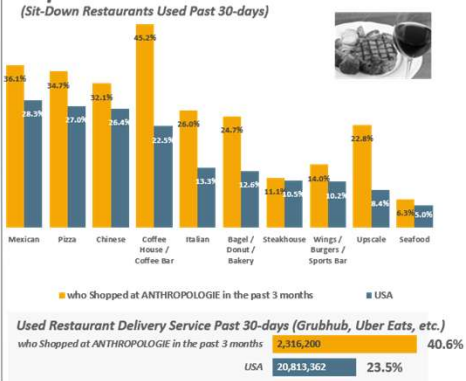
Past 30-days QSR Users: Women 25 - 64



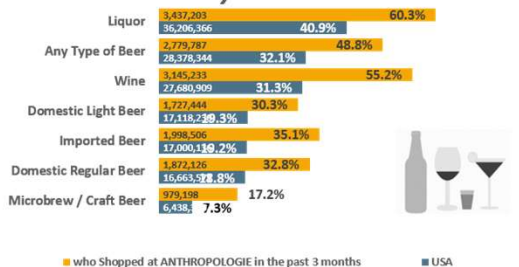
Past 30-days Sit-Down Restaurant Users: Women 25 - 64



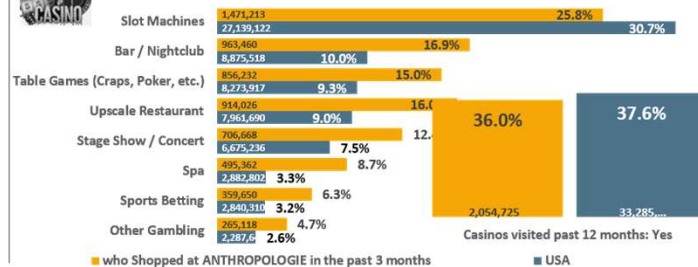
Top-10 Cuisines: Women 25 - 64



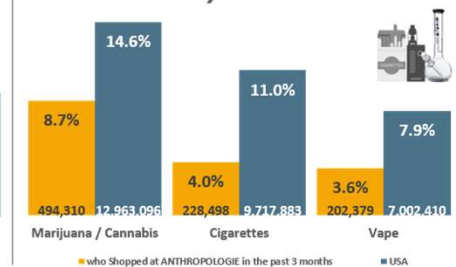
Drank Past 30-days: Women 25 - 64



Past 12 months Casino Activities: Women 25 - 64



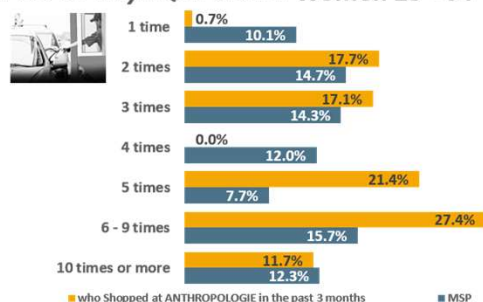
Used Past 30-days: Women 25 - 64



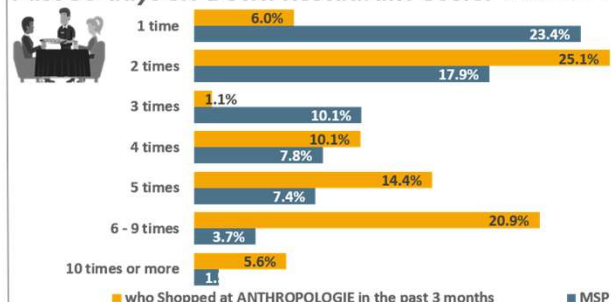


6.1% or 74,909 of MSP DMA Women 25 - 64 Shopped at ANTHROPOLOGIE in the past 3 months. Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months are 10.7% more likely to use QSRs past mo., 16.1% more likely to use Sit-Down Restaurants past mo., 49.3% less likely to use Casinos past yr., 94.% less likely to smoke cigarettes.

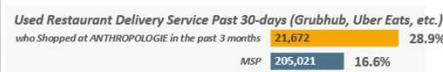
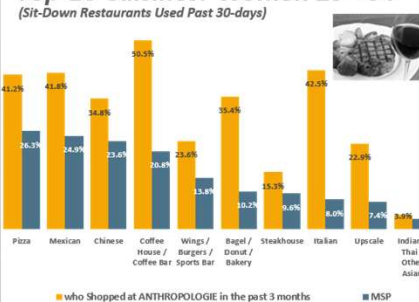
Past 30-days QSR Users: Women 25 - 64



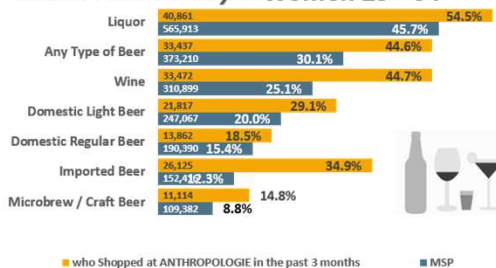
Past 30-days Sit-Down Restaurant Users: Women 25 - 64



Top-10 Cuisines: Women 25 - 64



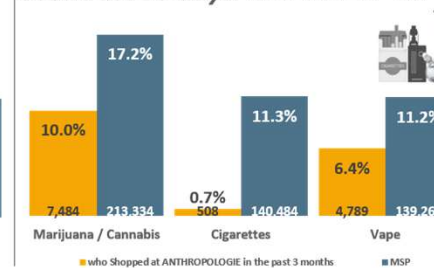
Drank Past 30-days: Women 25 - 64



Past 12 months Casino Activities: Women 25 - 64



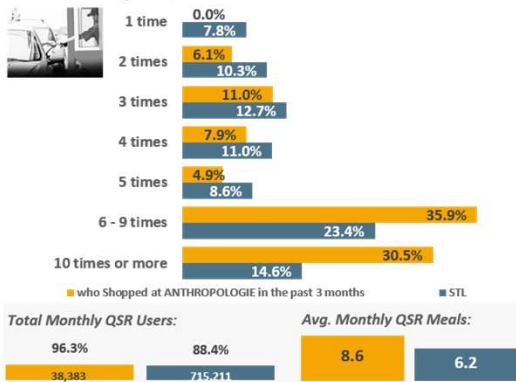
Used Past 30-days: Women 25 - 64



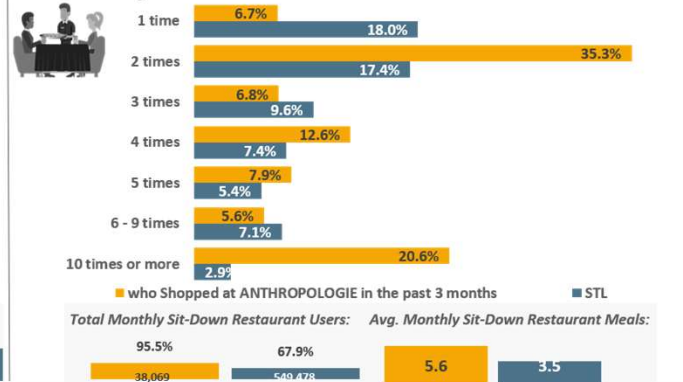


4.9% or 39,871 of STL DMA Women 25 - 64 Shopped at ANTHROPOLOGIE in the past 3 months. Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months are 8.9% more likely to use QSRs past mo., 40.6% more likely to use Sit-Down Restaurants past mo., 17.6% more likely to use Casinos past yr., 65.% less likely to smoke cigarettes.

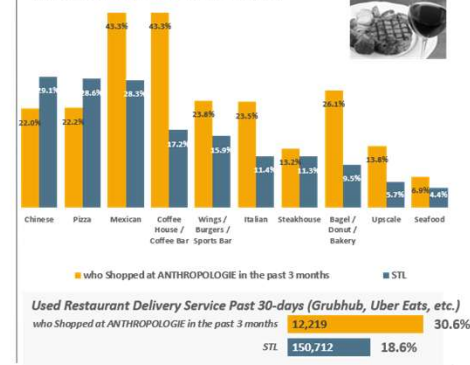
Past 30-days QSR Users: Women 25 - 64



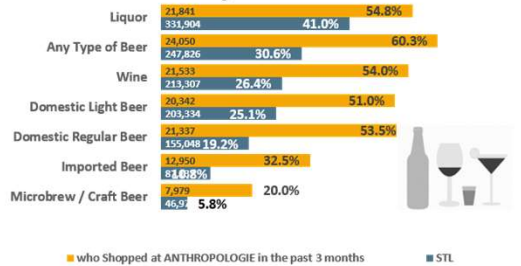
Past 30-days Sit-Down Restaurant Users: Women 25 - 64



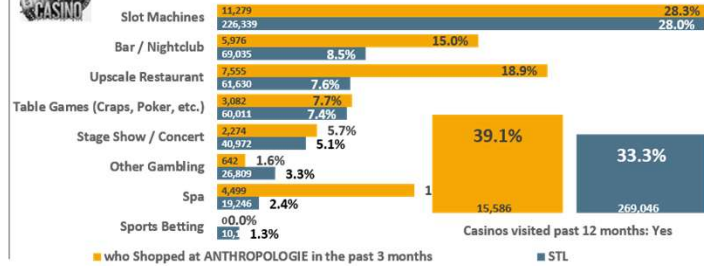
Top-10 Cuisines: Women 25 - 64 (Sit-Down Restaurants Used Past 30-days)



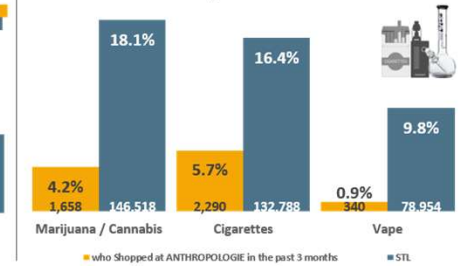
Drank Past 30-days: Women 25 - 64



Past 12 months Casino Activities: Women 25 - 64



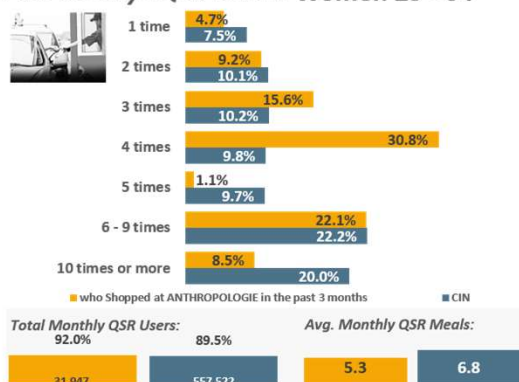
Used Past 30-days: Women 25 - 64



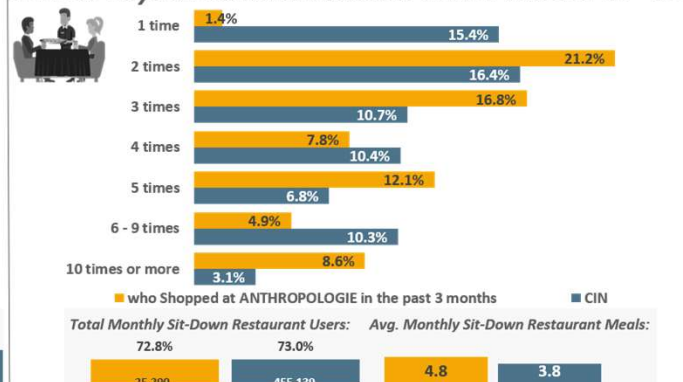


5.6% or 34,727 of CIN DMA Women 25 - 64 Shopped at ANTHROPOLOGIE in the past 3 months.
 Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months are 2.8% more likely to use QSRs past mo., .3% less likely to use Sit-Down Restaurants past mo., 68.8% more likely to use Casinos past yr., 64.2% less likely to smoke cigarettes.

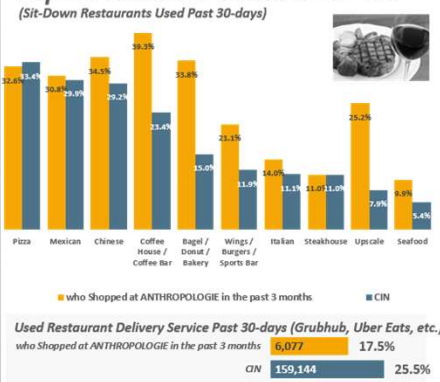
Past 30-days QSR Users: Women 25 - 64



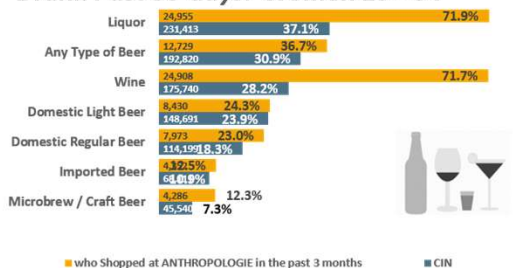
Past 30-days Sit-Down Restaurant Users: Women 25 - 64



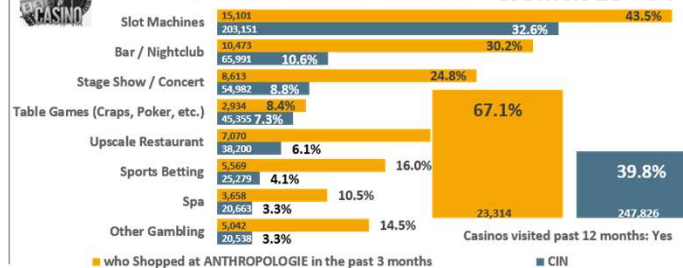
Top-10 Cuisines: Women 25 - 64



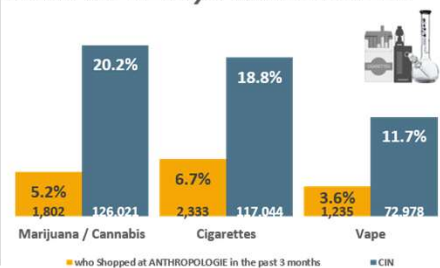
Drank Past 30-days: Women 25 - 64



Past 12 months Casino Activities: Women 25 - 64



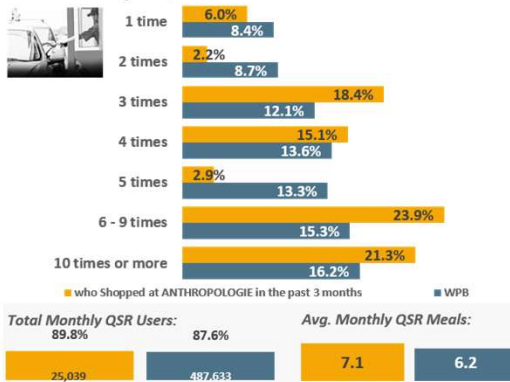
Used Past 30-days: Women 25 - 64



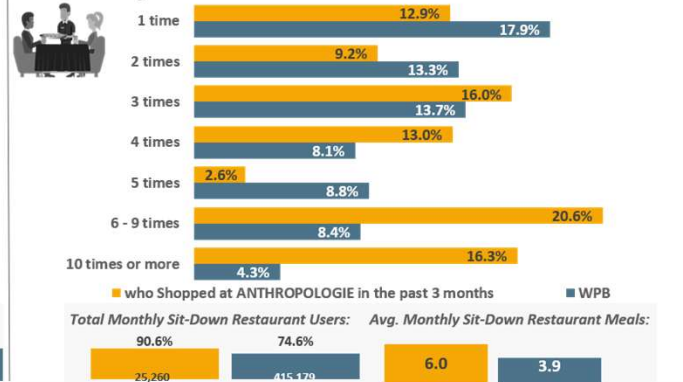


5.5% or 27,872 of WPB DMA Women 25 - 64 Shopped at ANTHROPOLOGIE in the past 3 months.
 Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months are 2.6% more likely to use QSRs past mo., 21.5% more likely to use Sit-Down Restaurants past mo., 72.3% more likely to use Casinos past yr., 82.7% less likely to smoke cigarettes.

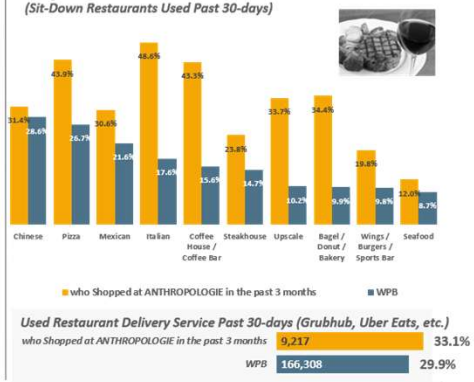
Past 30-days QSR Users: Women 25 - 64



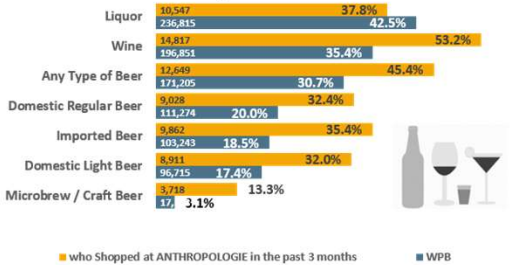
Past 30-days Sit-Down Restaurant Users: Women 25 - 64



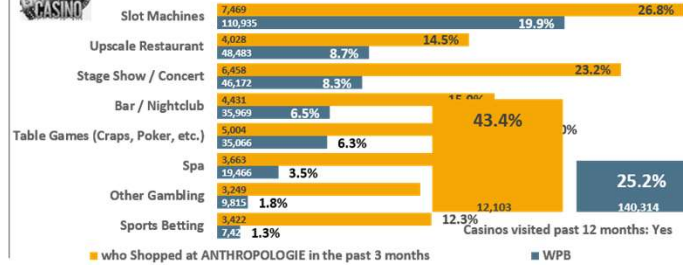
Top-10 Cuisines: Women 25 - 64



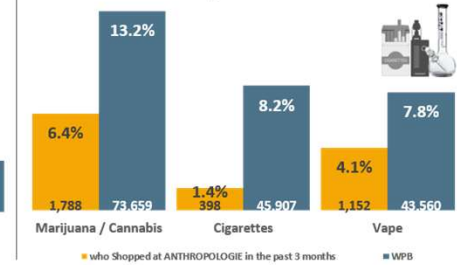
Drank Past 30-days: Women 25 - 64



Past 12 months Casino Activities: Women 25 - 64

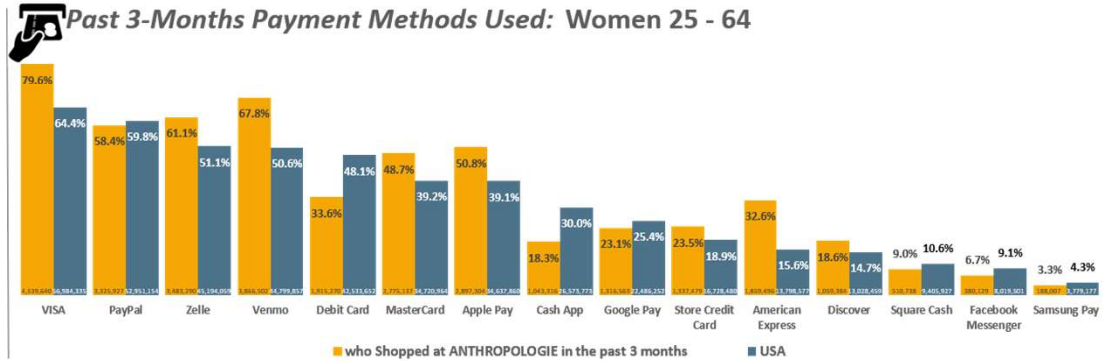
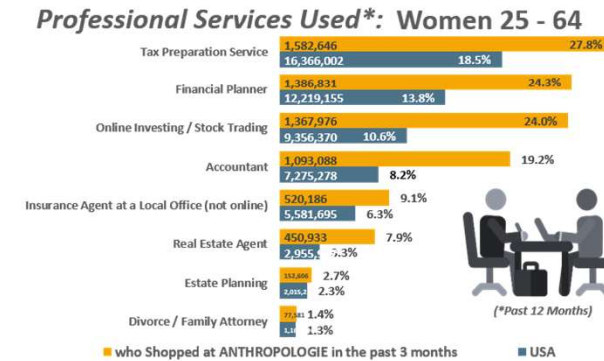
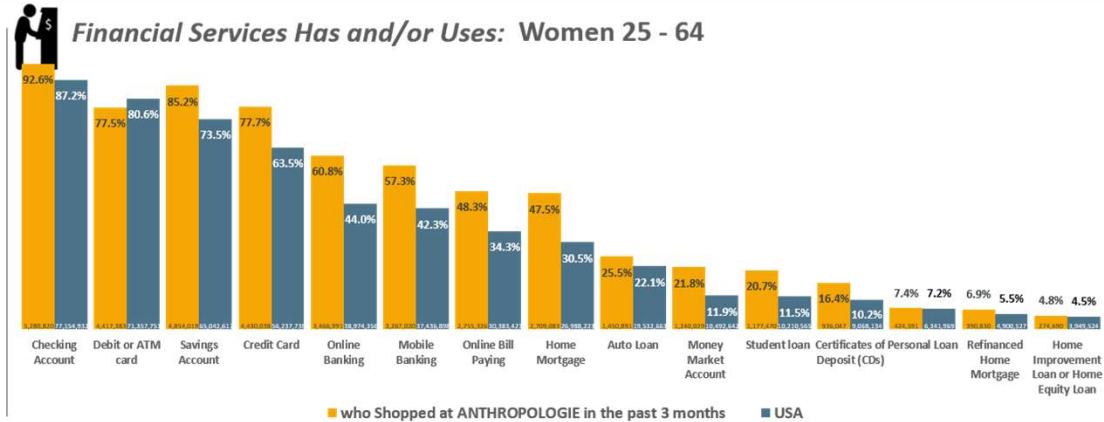
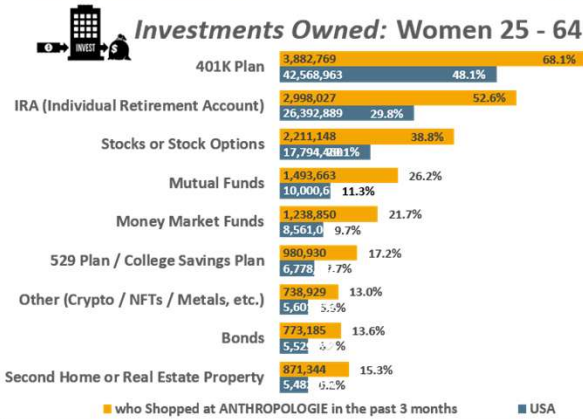


Used Past 30-days: Women 25 - 64





6.4% or 5,699,756 of USA DMA Women 25 - 64 Shopped at ANTHROPOLOGIE in the past 3 months. Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months are 41.6% more likely to have a 401K, 15.4% more likely to have an Auto Loan, 127.1% more likely to Invest/Trade Stocks Online, 30.1% less likely to pay with their Debit Card.

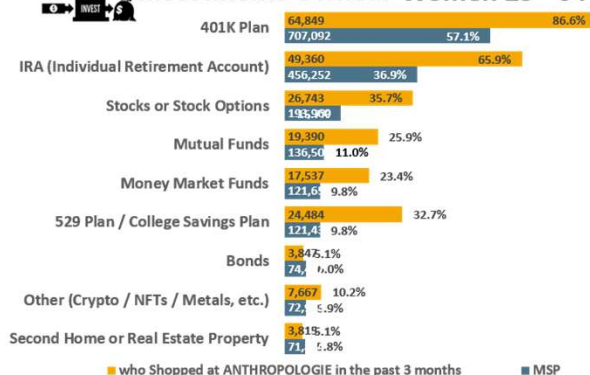




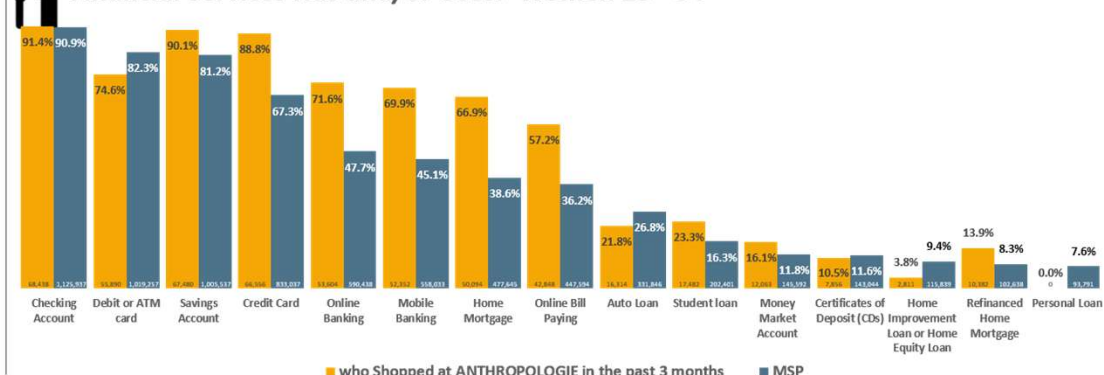
6.1% or 74,909 of MSP DMA Women 25 - 64 Shopped at ANTHROPOLOGIE in the past 3 months. Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months are 51.6% more likely to have a 401K, 18.8% less likely to have an Auto Loan, 241.2% more likely to Invest/Trade Stocks Online, 32.6% less likely to pay with their Debit Card.



Investments Owned: Women 25 - 64



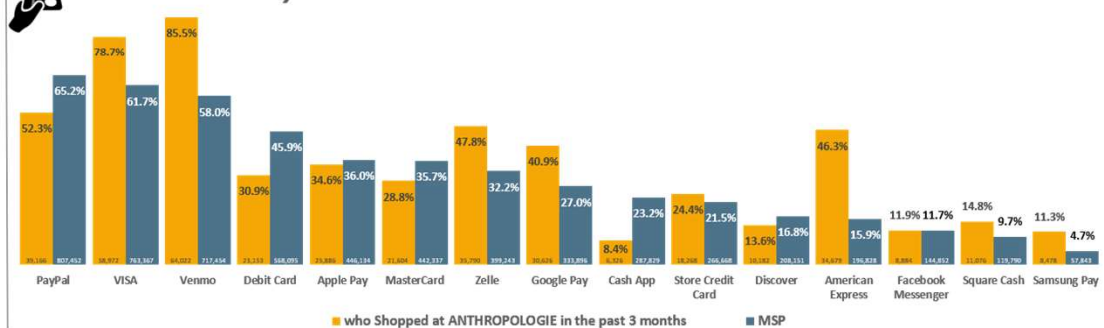
Financial Services Has and/or Uses: Women 25 - 64



Professional Services Used*: Women 25 - 64



Past 3-Months Payment Methods Used: Women 25 - 64





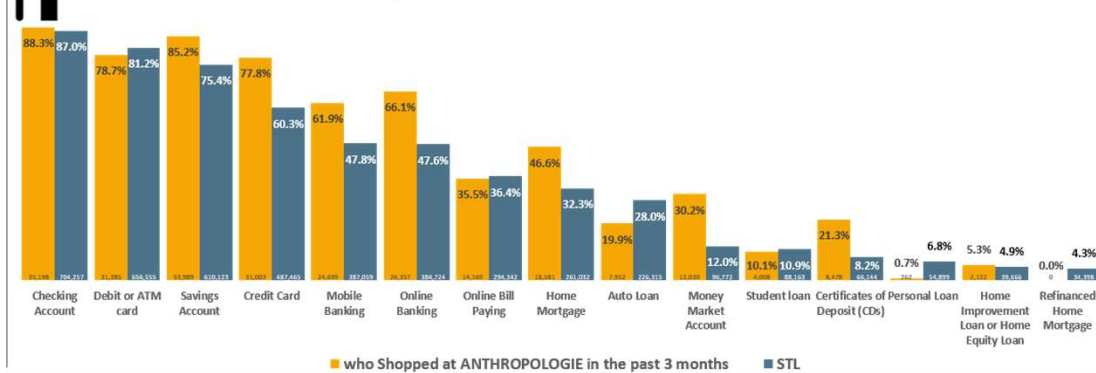
4.9% or 39,871 of STL DMA Women 25 - 64 Shopped at ANTHROPOLOGIE in the past 3 months. Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months are 32.6% more likely to have a 401K, 28.7% less likely to have an Auto Loan, 81.9% more likely to Invest/Trade Stocks Online, 48.8% less likely to pay with their Debit Card.



Investments Owned: Women 25 - 64



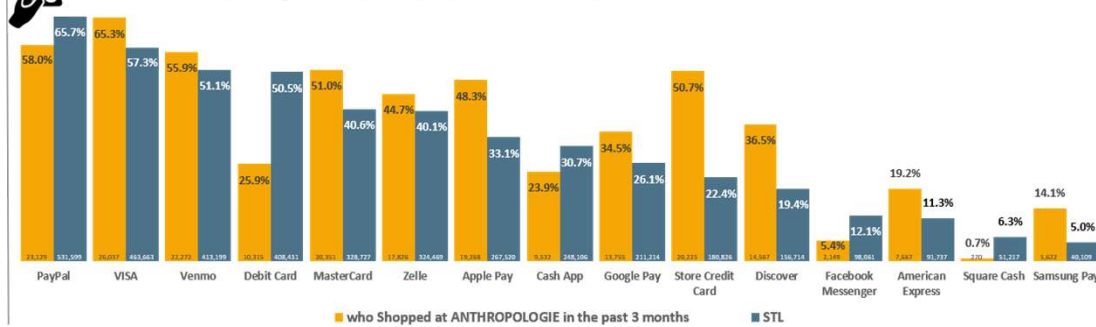
Financial Services Has and/or Uses: Women 25 - 64



Professional Services Used*: Women 25 - 64



Past 3-Months Payment Methods Used: Women 25 - 64





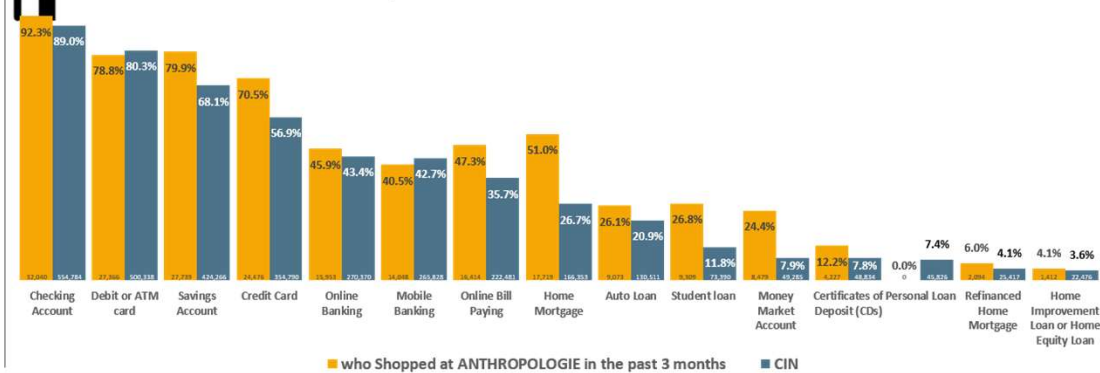
5.6% or 34,727 of CIN DMA Women 25 - 64 Shopped at ANTHROPOLOGIE in the past 3 months. Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months are 26.9% more likely to have a 401K, 24.7% more likely to have an Auto Loan, 29.% more likely to Invest/Trade Stocks Online, 42.4% less likely to pay with their Debit Card.



Investments Owned: Women 25 - 64



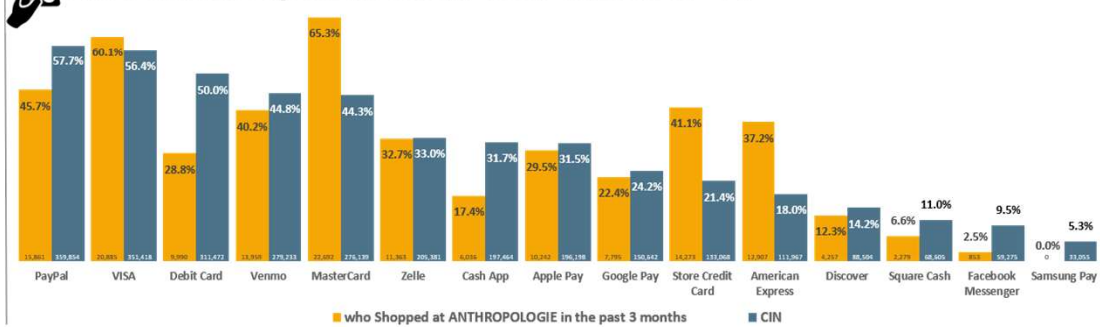
Financial Services Has and/or Uses: Women 25 - 64



Professional Services Used*: Women 25 - 64



Past 3-Months Payment Methods Used: Women 25 - 64





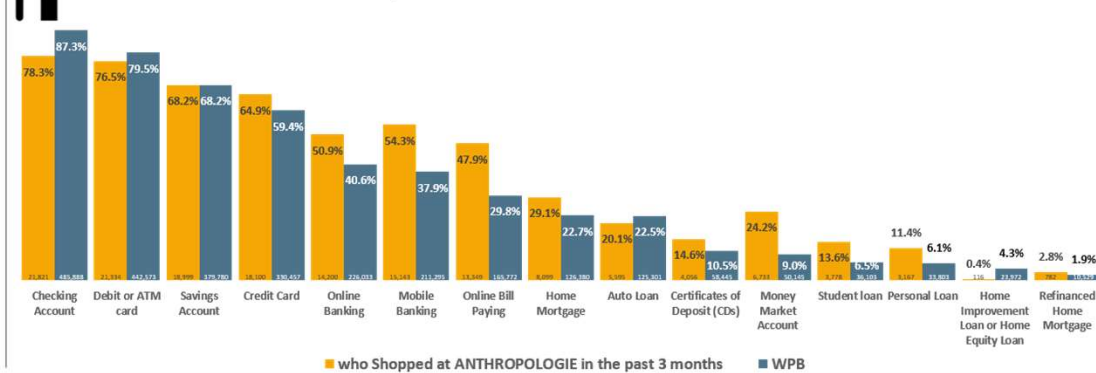
5.1% or 27,872 of WPB DMA Women 25 - 64 Shopped at ANTHROPOLOGIE in the past 3 months. Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months are 65.6% more likely to have a 401K, 10.8% less likely to have an Auto Loan, 37.9% more likely to Invest/Trade Stocks Online, 2.3% less likely to pay with their Debit Card.



Investments Owned: Women 25 - 64



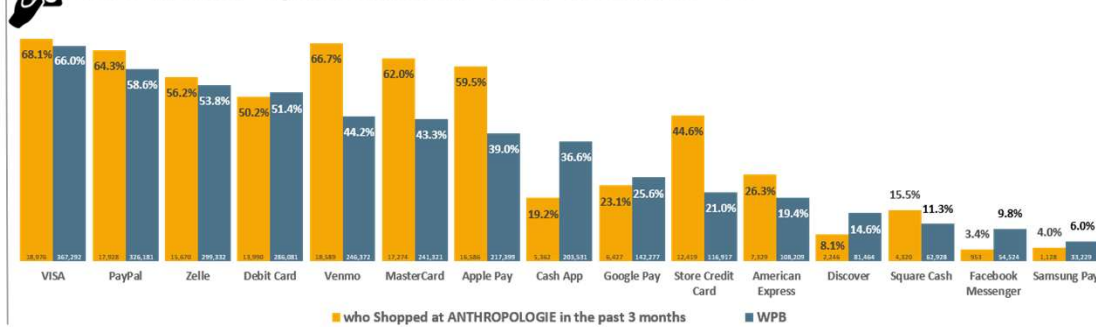
Financial Services Has and/or Uses: Women 25 - 64



Professional Services Used*: Women 25 - 64



Past 3-Months Payment Methods Used: Women 25 - 64

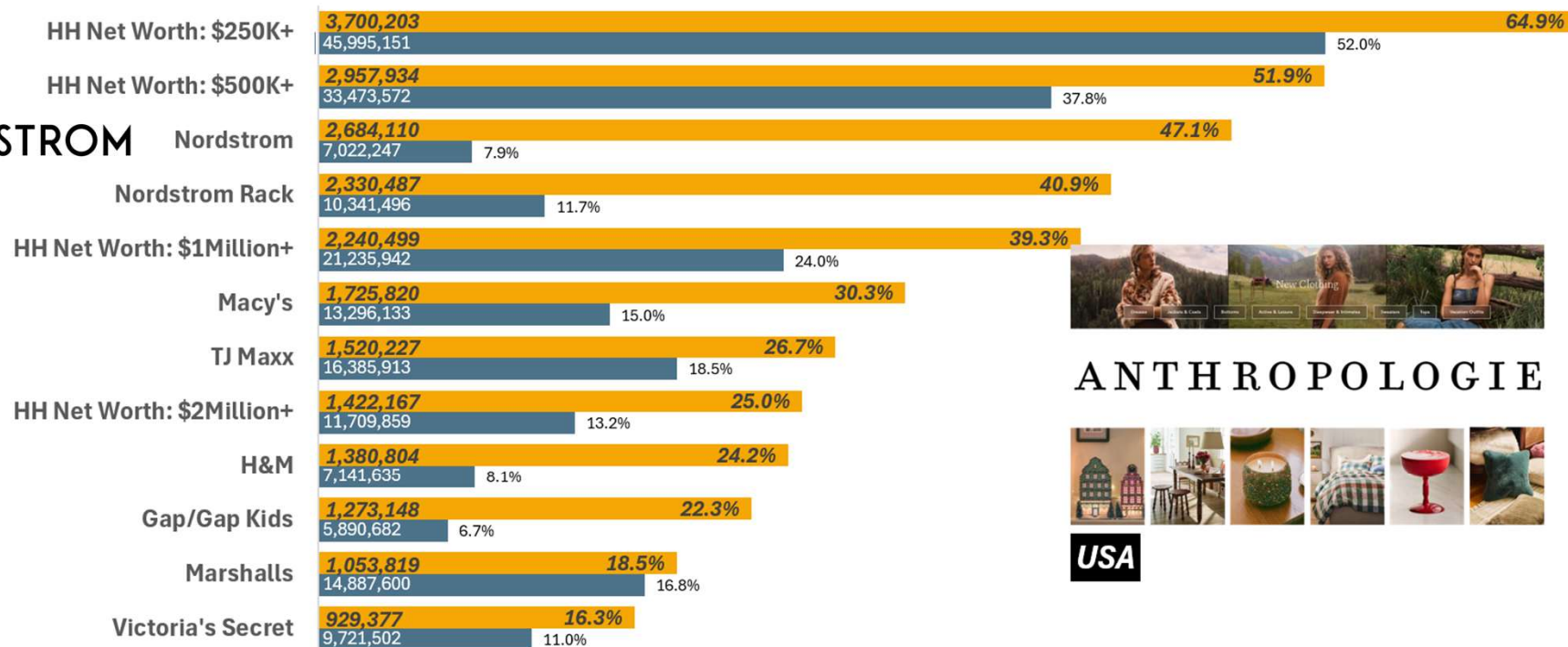




"HH Net Worth/Other Stores Shopped"

W25-64 who Shopped at ANTHROPOLOGIE in the past 3 months (Household Net Worth/Other Stores Shopped past 3 months)

NORDSTROM



ANTHROPOLOGIE



USA

■ W25-64 who Shopped at ANTHROPOLOGIE in the past 3 months (Household Net Worth/Other Stores Shopped past 3 months)

■ W25-64 USA (Household Net Worth/Other Stores Shopped past 3 months)

USA DMA Scarborough R1 2026: Jan25-Mar26 Qual Intab: 586
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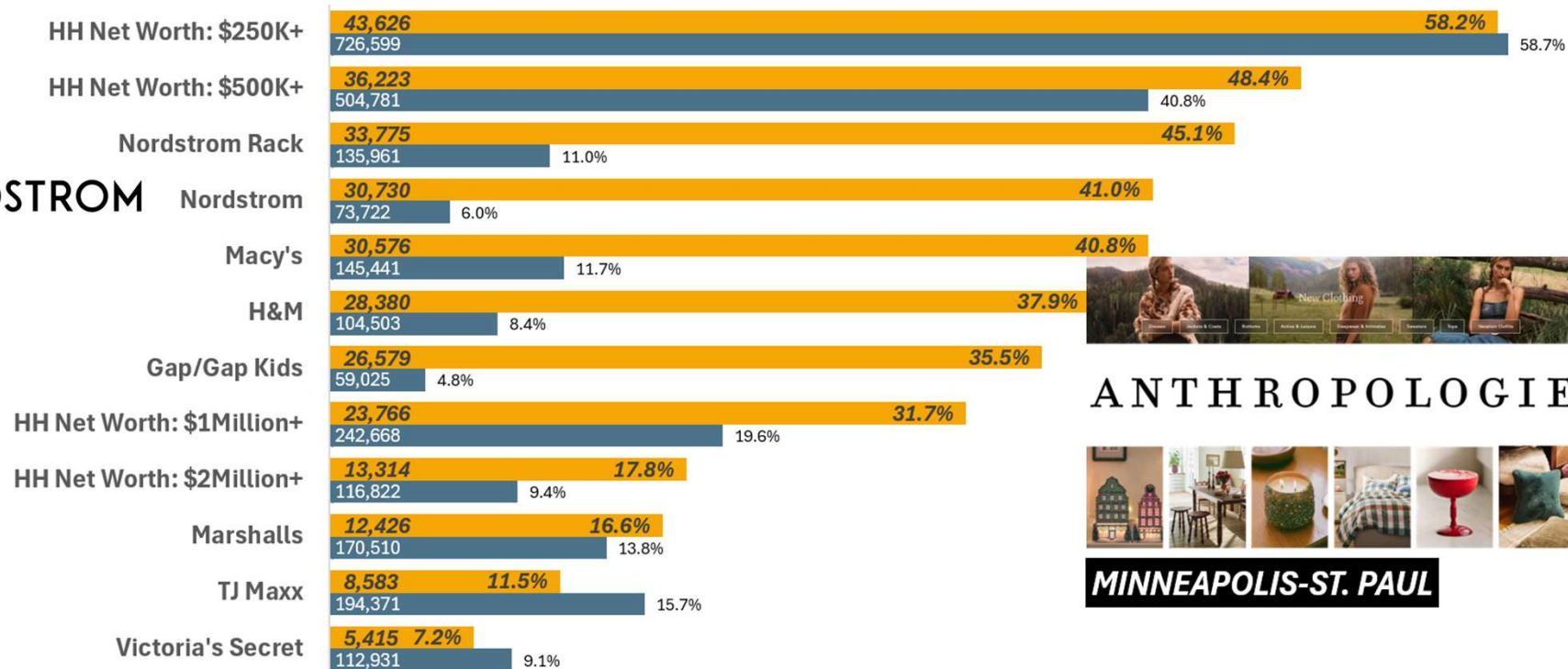
Clothing stores shopped past 3 months: Anthropologie



"HH Net Worth/Other Stores Shopped"

W25-64 who Shopped at ANTHROPOLOGIE in the past 3 months (Household Net Worth/Other Stores Shopped past 3 months)

NORDSTROM



ANTHROPOLOGIE



MINNEAPOLIS-ST. PAUL

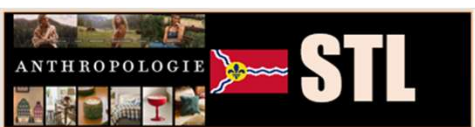
■ W25-64 who Shopped at ANTHROPOLOGIE in the past 3 months (Household Net Worth/Other Stores Shopped past 3 months)

■ W25-64 MINNEAPOLIS-ST. PAUL (Household Net Worth/Other Stores Shopped past 3 months)

MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 34
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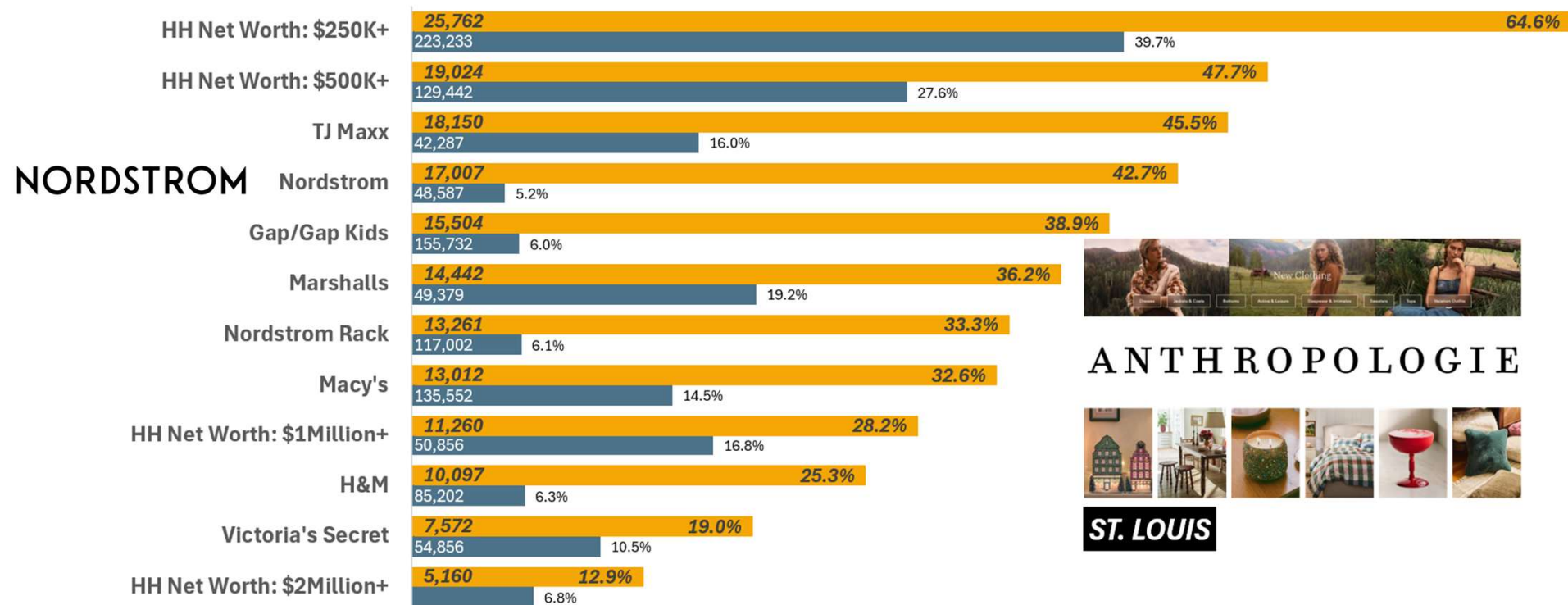
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Clothing stores shopped past 3 months: Anthropologie



"HH Net Worth/Other Stores Shopped"

W25-64 who Shopped at ANTHROPOLOGIE in the past 3 months (Household Net Worth/Other Stores Shopped past 3 months)



ANTHROPOLOGIE



ST. LOUIS

■ W25-64 who Shopped at ANTHROPOLOGIE in the past 3 months (Household Net Worth/Other Stores Shopped past 3 months)

■ W25-64 ST. LOUIS (Household Net Worth/Other Stores Shopped past 3 months)

ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 35

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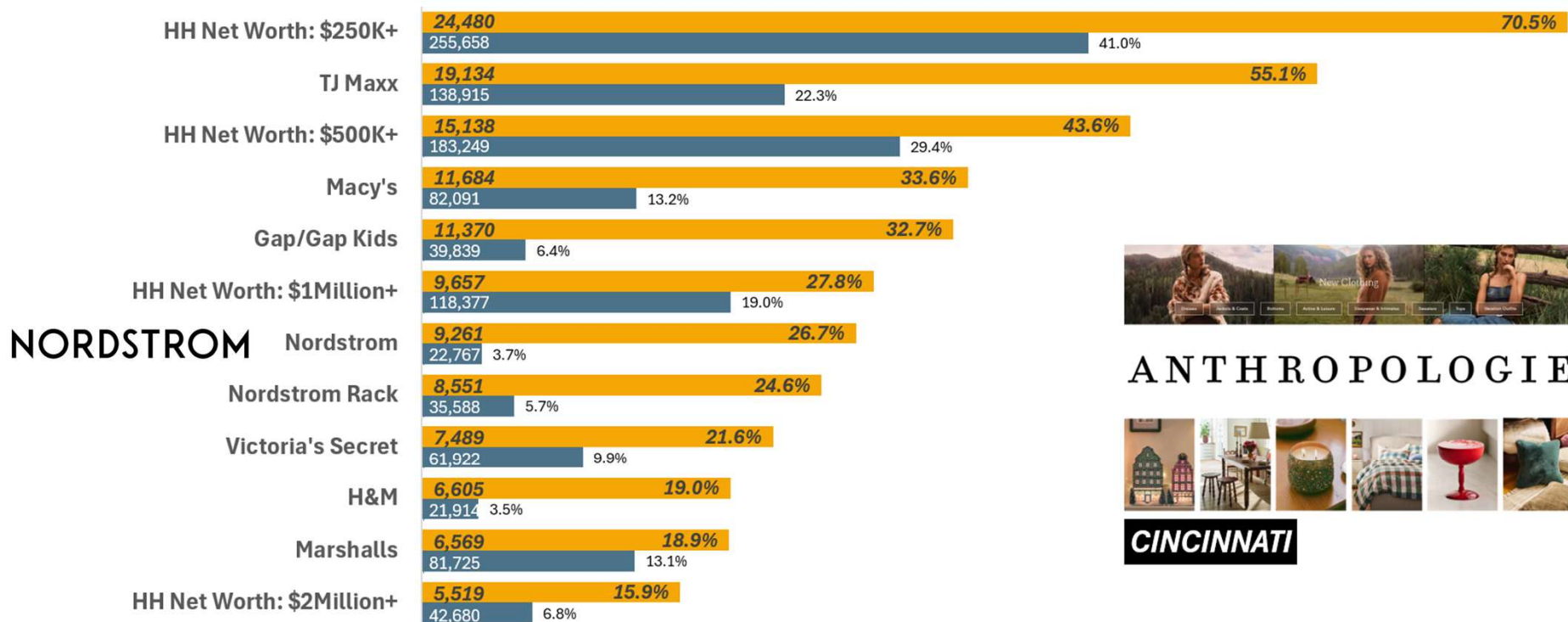
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Clothing stores shopped past 3 months: Anthropologie



"HH Net Worth/Other Stores Shopped"

W25-64 who Shopped at ANTHROPOLOGIE in the past 3 months (Household Net Worth/Other Stores Shopped past 3 months)



ANTHROPOLOGIE



CINCINNATI

■ W25-64 who Shopped at ANTHROPOLOGIE in the past 3 months (Household Net Worth/Other Stores Shopped past 3 months)

■ W25-64 CINCINNATI (Household Net Worth/Other Stores Shopped past 3 months)

CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 34
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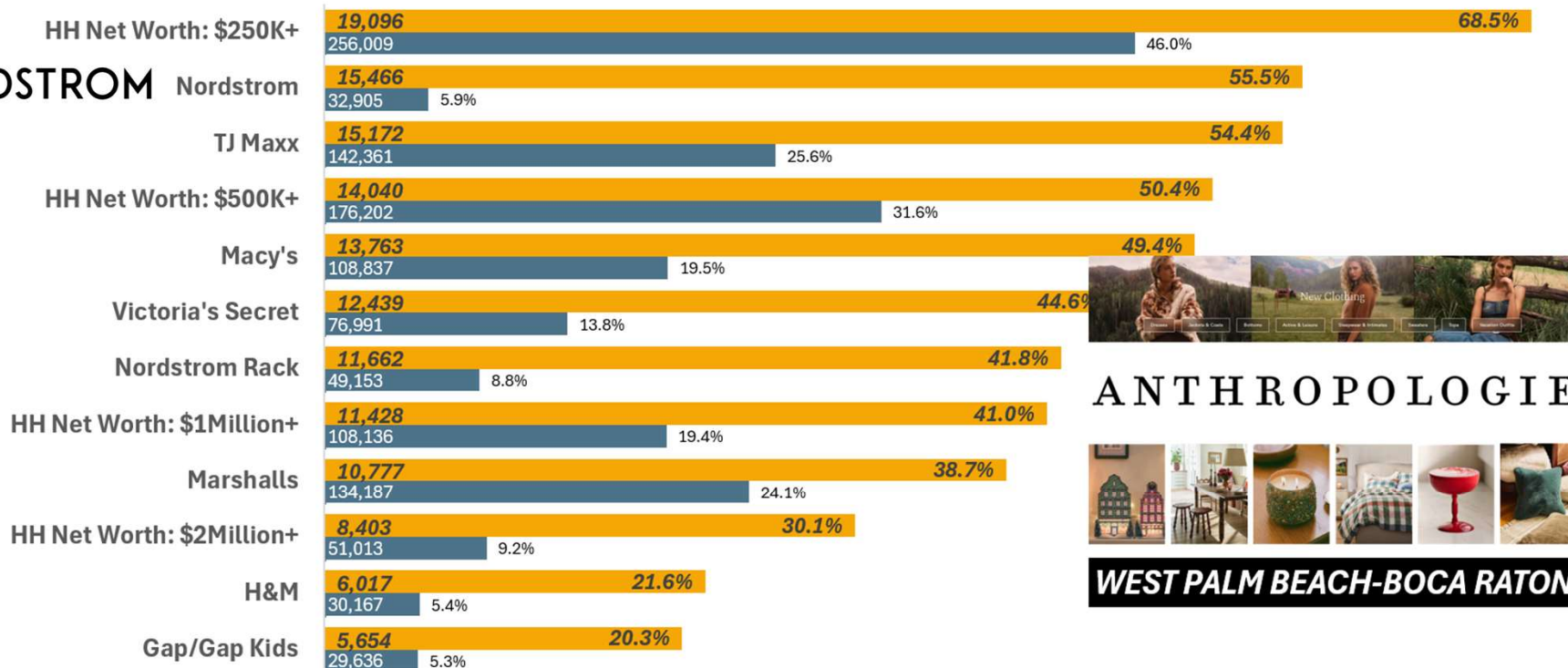
Clothing stores shopped past 3 months: Anthropologie



"HH Net Worth/Other Stores Shopped"

W25-64 who Shopped at ANTHROPOLOGIE in the past 3 months (Household Net Worth/Other Stores Shopped past 3 months)

NORDSTROM



ANTHROPOLOGIE



WEST PALM BEACH-BOCA RATON

■ W25-64 who Shopped at ANTHROPOLOGIE in the past 3 months (Household Net Worth/Other Stores Shopped past 3 months)

■ W25-64 WEST PALM BEACH-BOCA RATON (Household Net Worth/Other Stores Shopped past 3 months)

WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab: 50

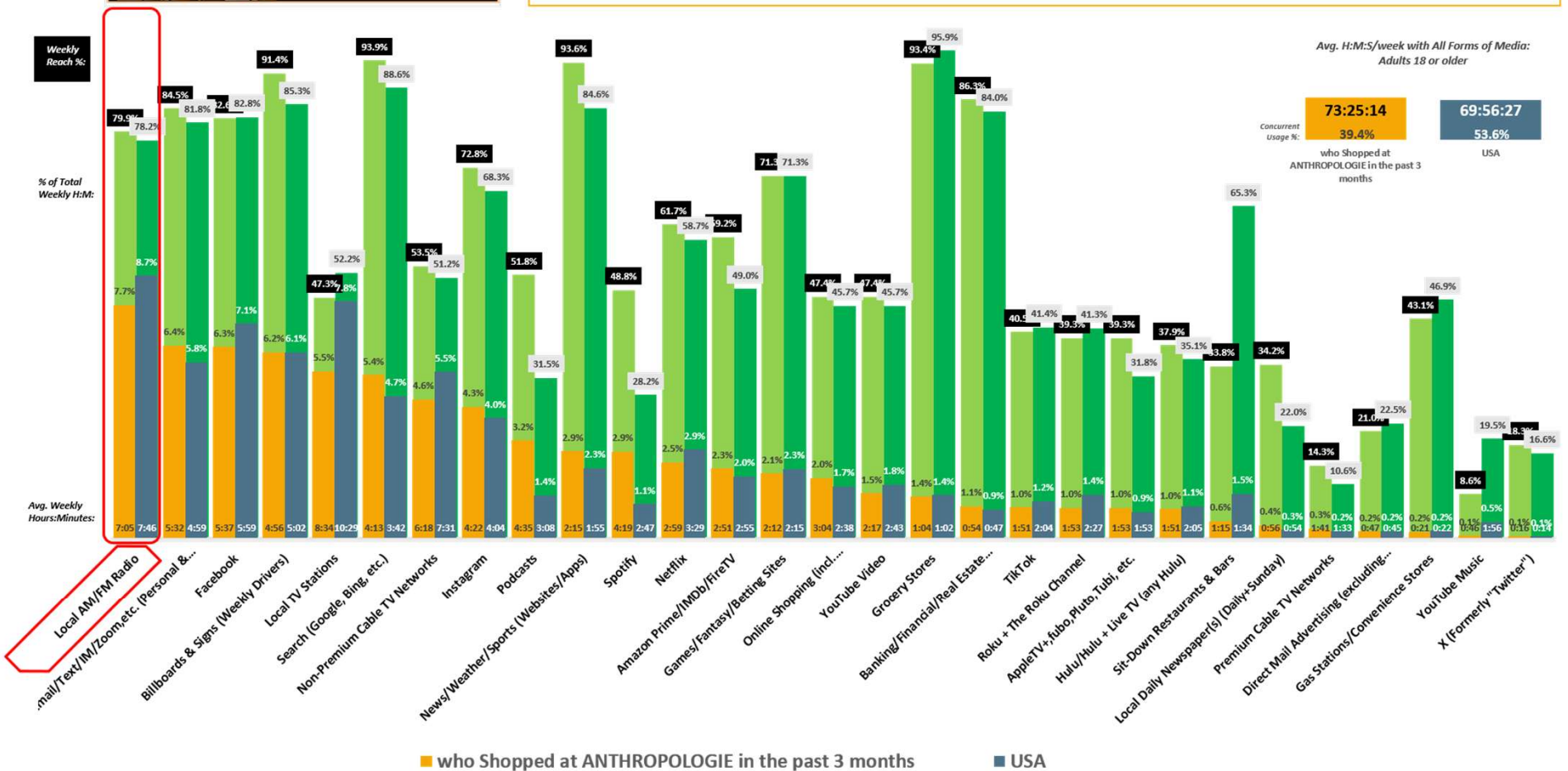
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Clothing stores shopped past 3 months: Anthropologie

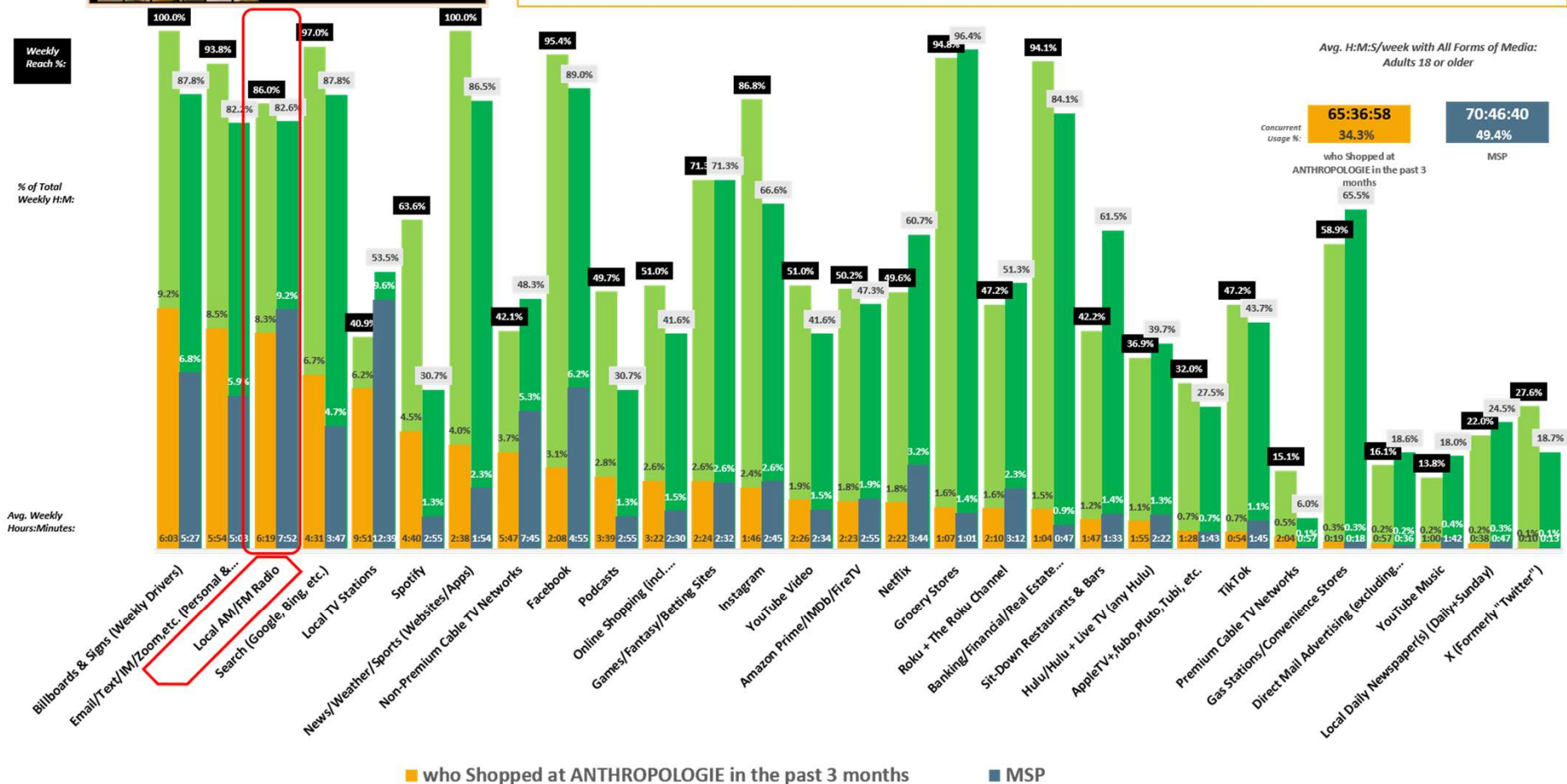


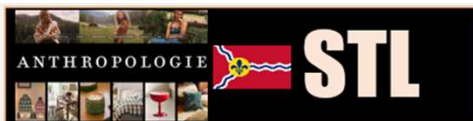
Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months spend an average of 3 days, 1 hours, 25 minutes and 14 seconds each week with All Forms of Media.
 79.9% of Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months spend an avg. of 7 hours and 5 minutes each week listening to All Local AM/FM Radio, representing 7.7% of total time spent with all forms of Media.



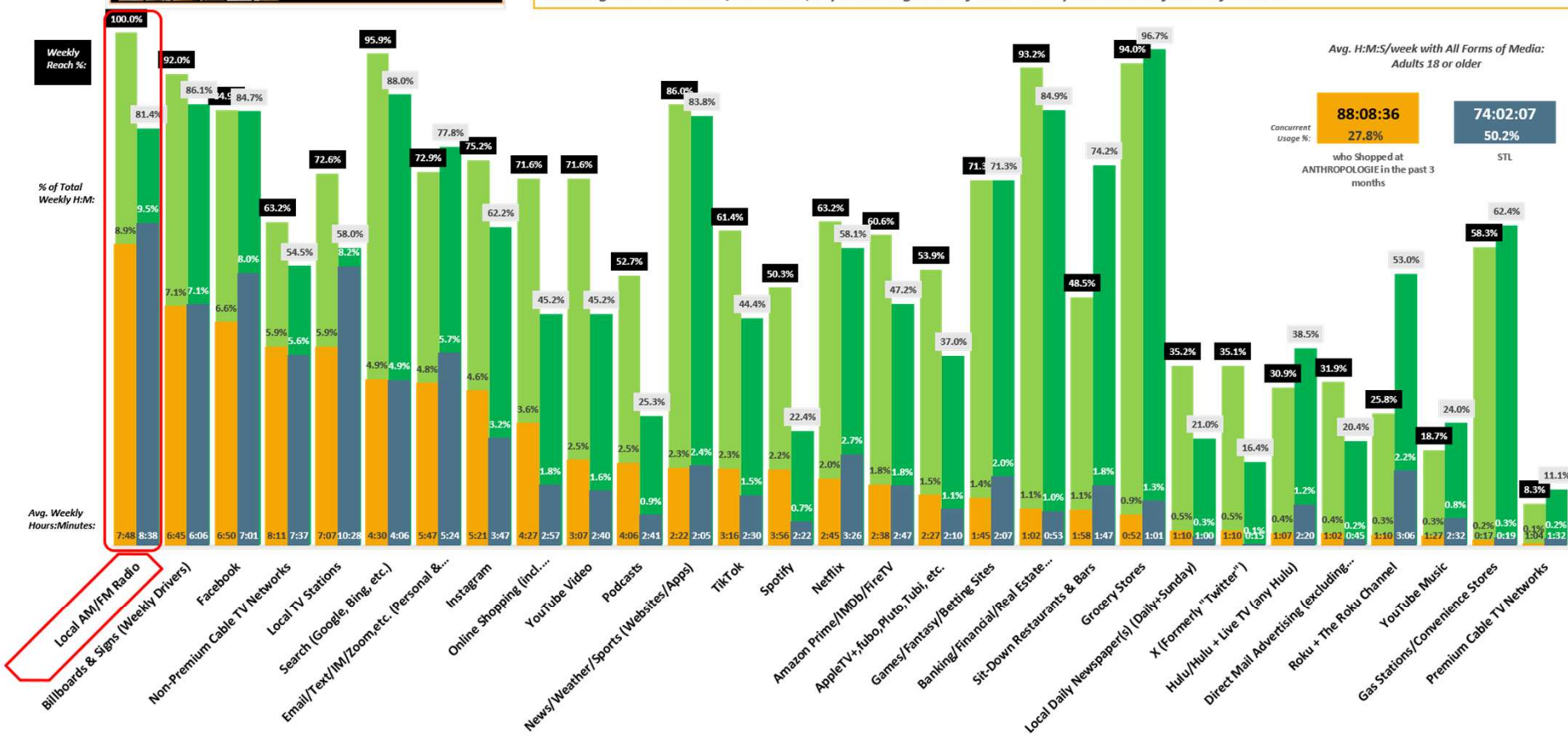


Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months spend an average of 2 days, 17 hours, 36 minutes and 58 seconds each week with All Forms of Media.
86.% of Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months spend an avg. of 6 hours and 19 minutes each week listening to All Local AM/FM Radio, representing 8.3% of total time spent with all forms of Media.





Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months spend an average of 3 days, 16 hours, 8 minutes and 36 seconds each week with All Forms of Media.
 100.% of Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months spend an avg. of 7 hours and 48 minutes each week listening to All Local AM/FM Radio, representing 8.9% of total time spent with all forms of Media.



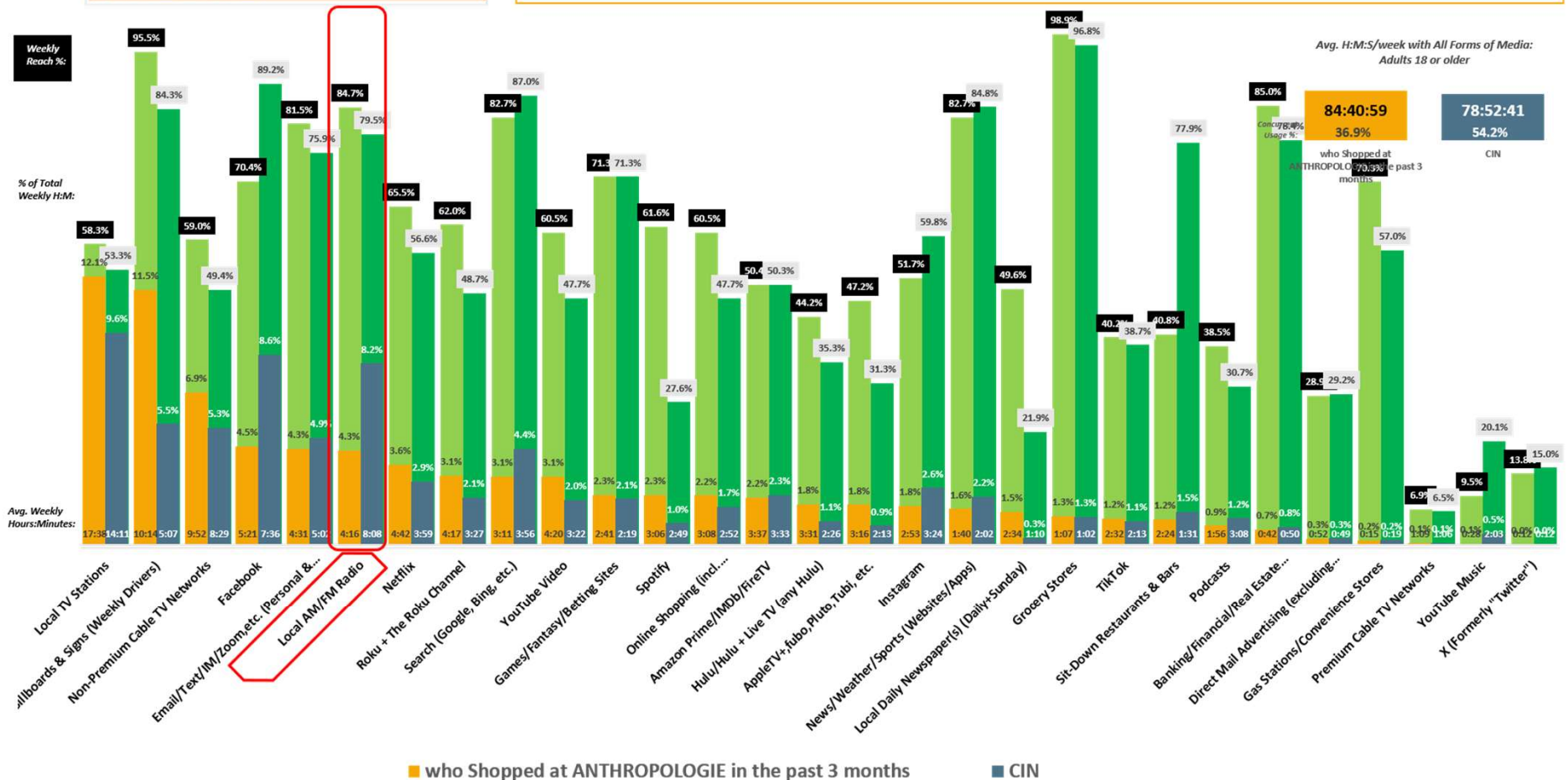
Avg. H:M:S/week with All Forms of Media: Adults 18 or older

88:08:36
27.8%
who Shopped at ANTHROPOLOGIE in the past 3 months

74:02:07
50.2%
STL

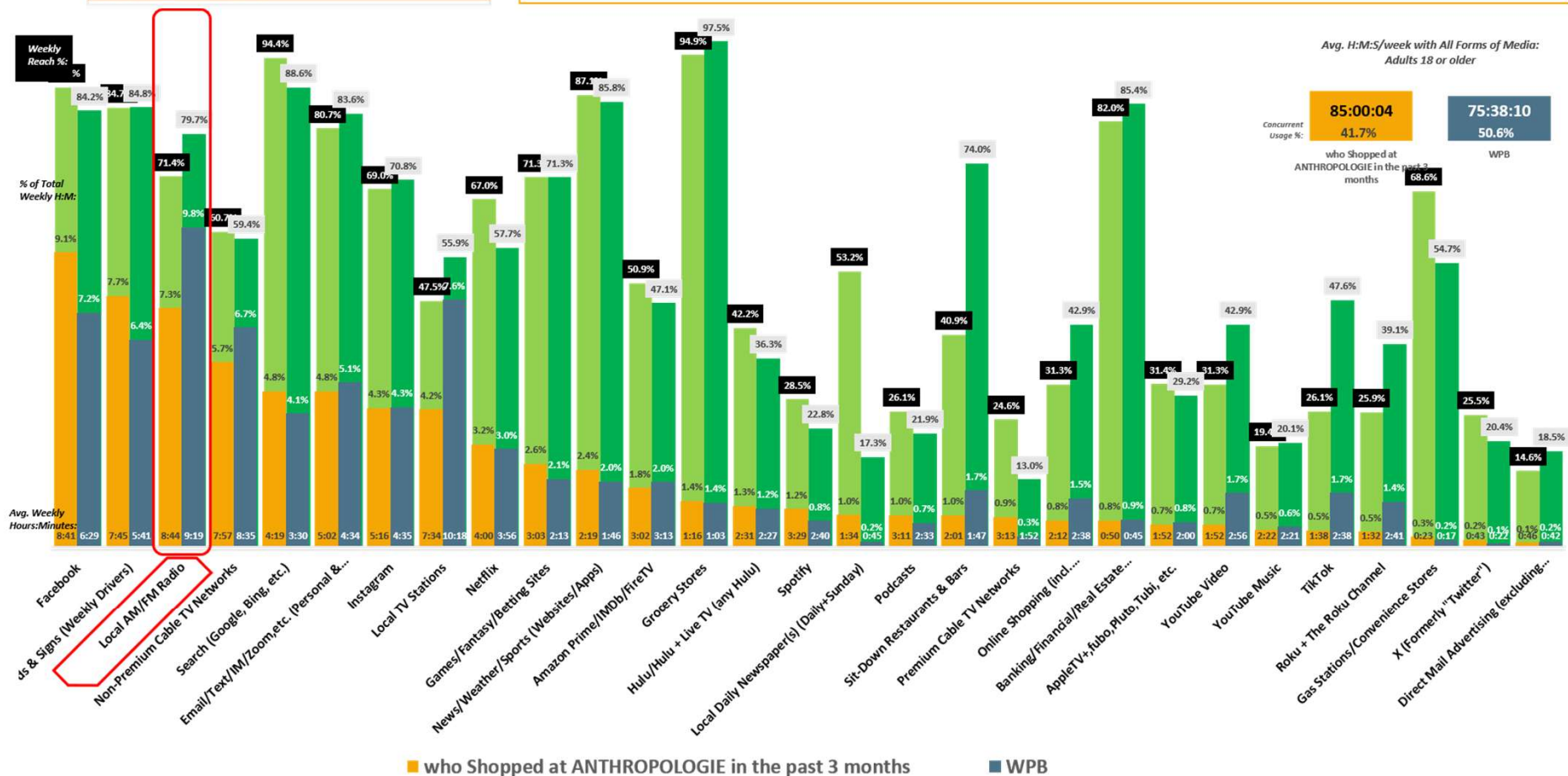


Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months spend an average of 3 days, 12 hours, 40 minutes and 59 seconds each week with All Forms of Media.
 84.7% of Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months spend an avg. of 4 hours and 16 minutes each week listening to All Local AM/FM Radio, representing 4.3% of total time spent with all forms of Media.



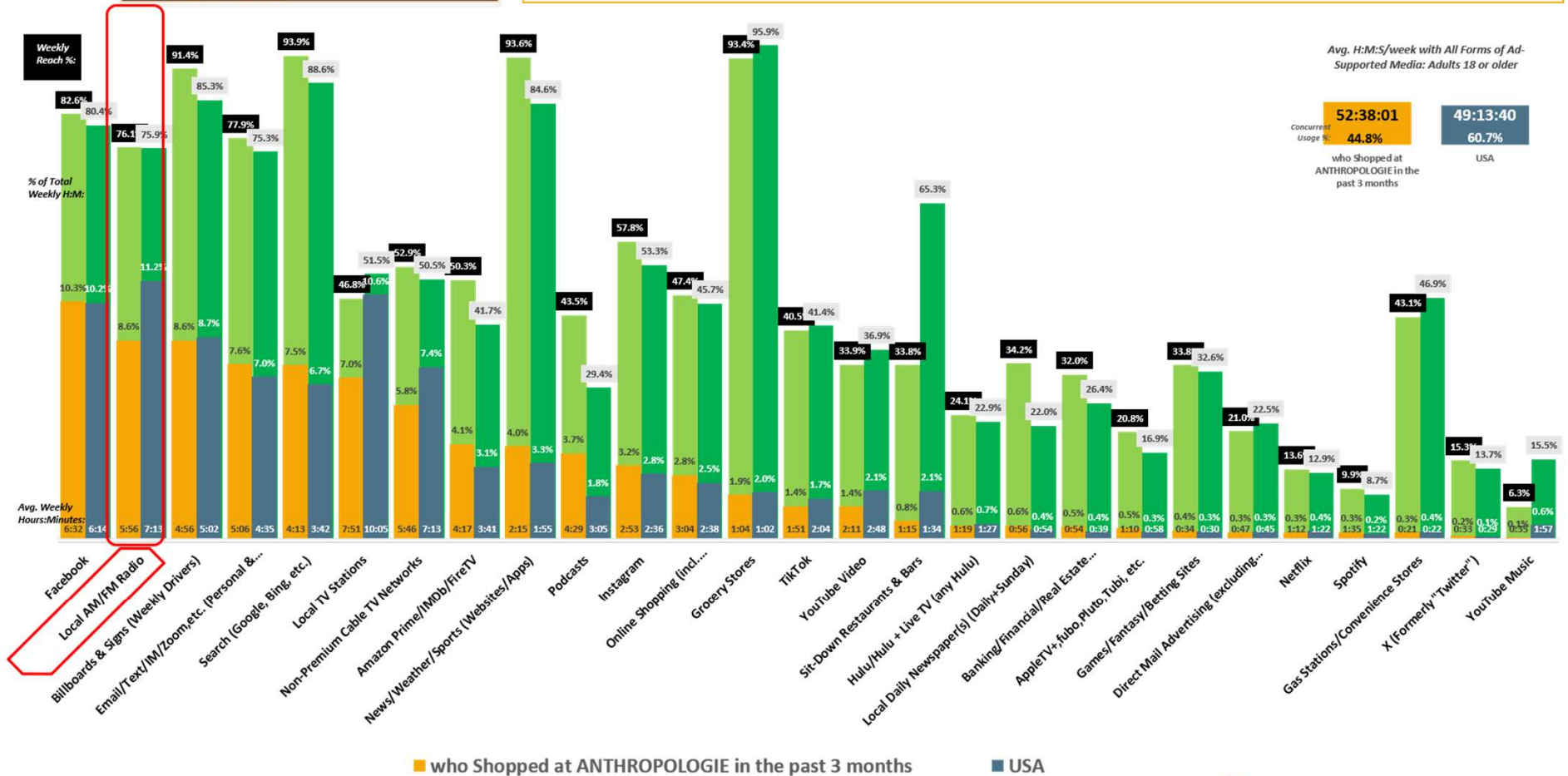


Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months spend an average of 3 days, 13 hours, 0 minutes and 4 seconds each week with All Forms of Media.
 71.4% of Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months spend an avg. of 8 hours and 44 minutes each week listening to All Local AM/FM Radio, representing 7.3% of total time spent with all forms of Media.



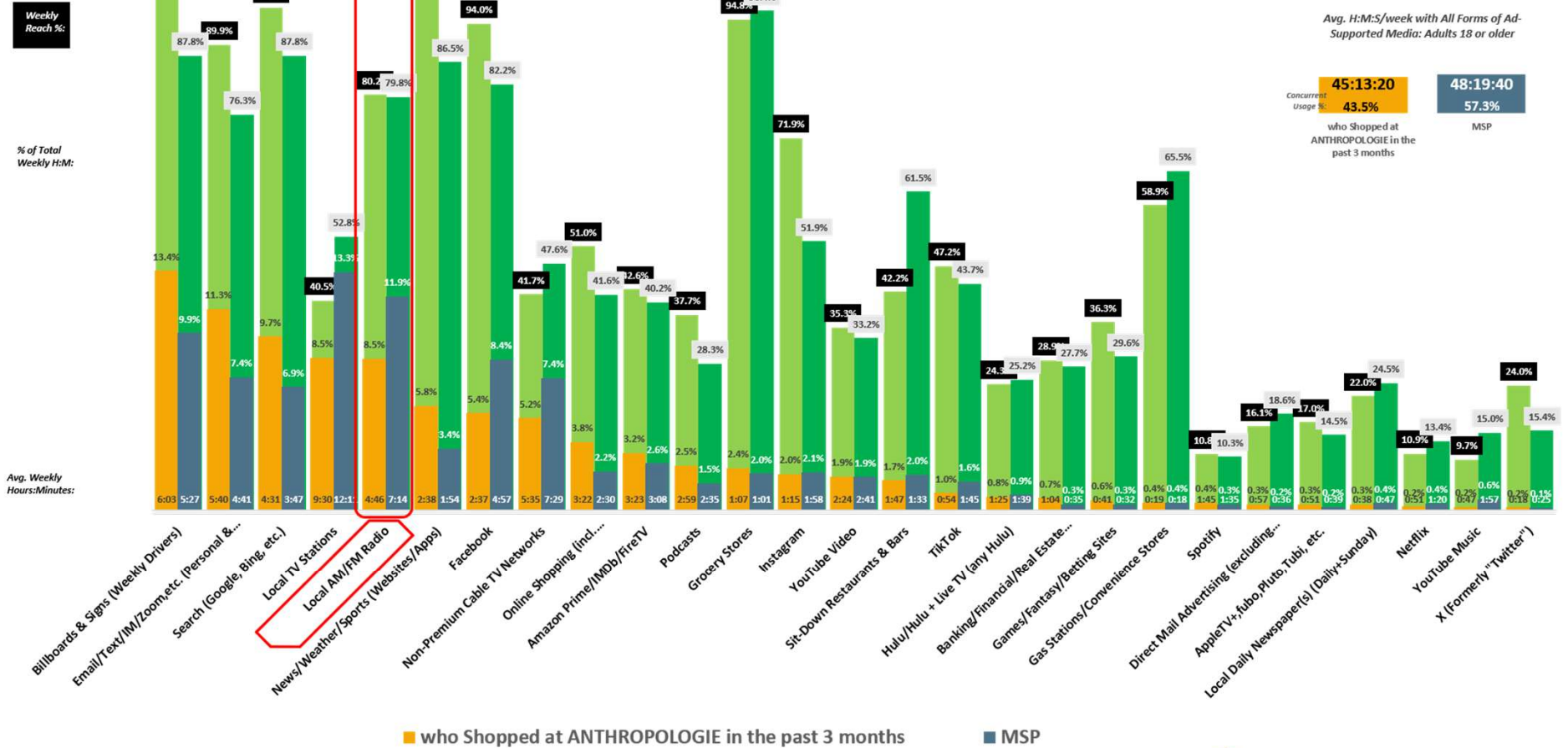


Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months spend an average of 2 days, 4 hours, 38 minutes and 1 seconds each week with All Forms of Ad-Supported Media.
 76.1% of Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months spend an avg. of 5 hours and 56 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 8.6% of total time spent with all forms of Ad-Supported Media.



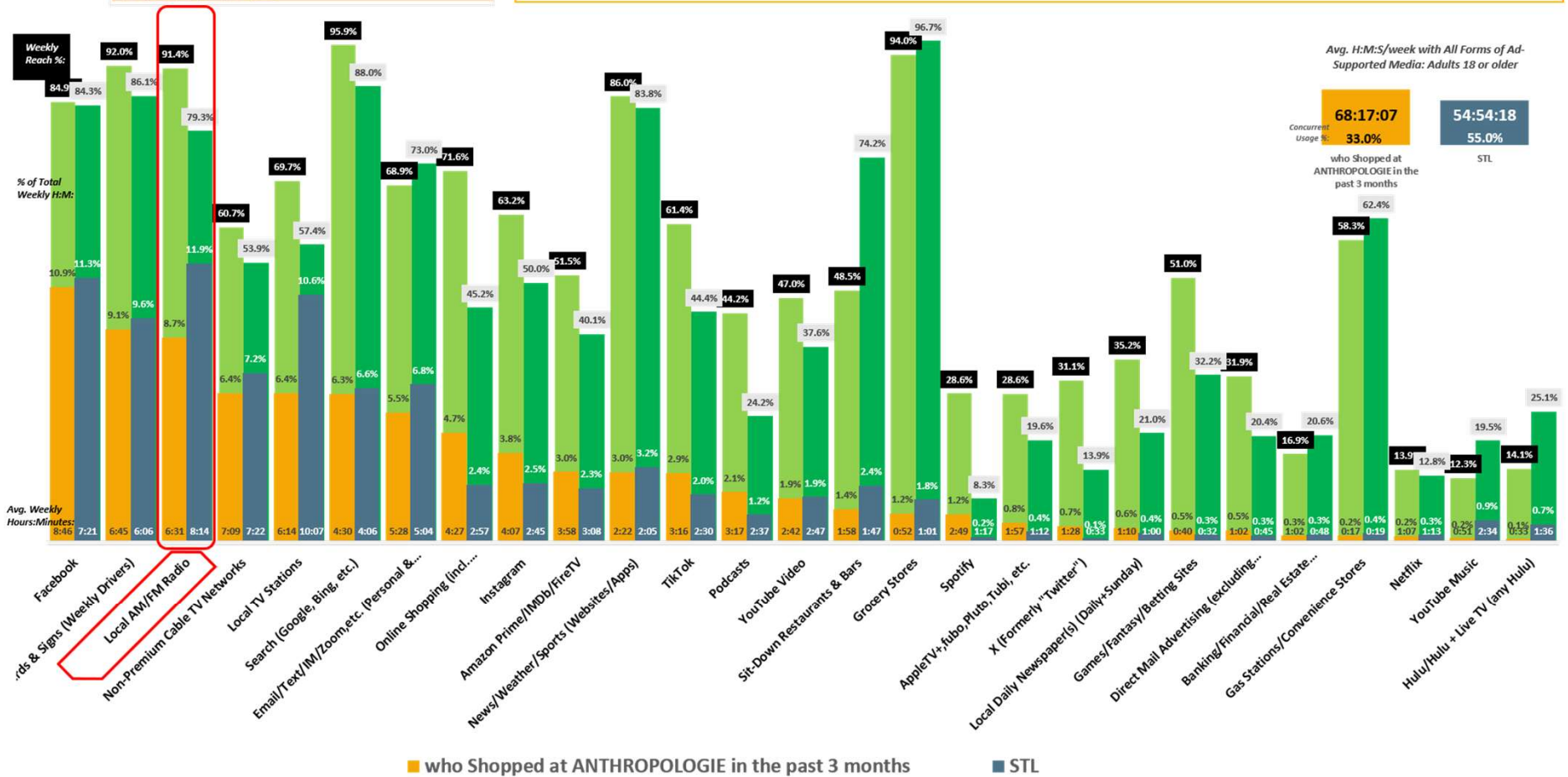


Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months spend an average of 1 days, 21 hours, 13 minutes and 20 seconds each week with All Forms of Ad-Supported Media.
 80.2% of Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months spend an avg. of 4 hours and 46 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 8.5% of total time spent with all forms of Ad-Supported Media.





Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months spend an average of 2 days, 20 hours, 17 minutes and 7 seconds each week with All Forms of Ad-Supported Media.
 91.4% of Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months spend an avg. of 6 hours and 31 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 8.7% of total time spent with all forms of Ad-Supported Media.



Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older
 Concurrent Usage %: 68:17:07 (33.0%)
 STL: 54:54:18 (55.0%)

who Shopped at ANTHROPOLOGIE in the past 3 months

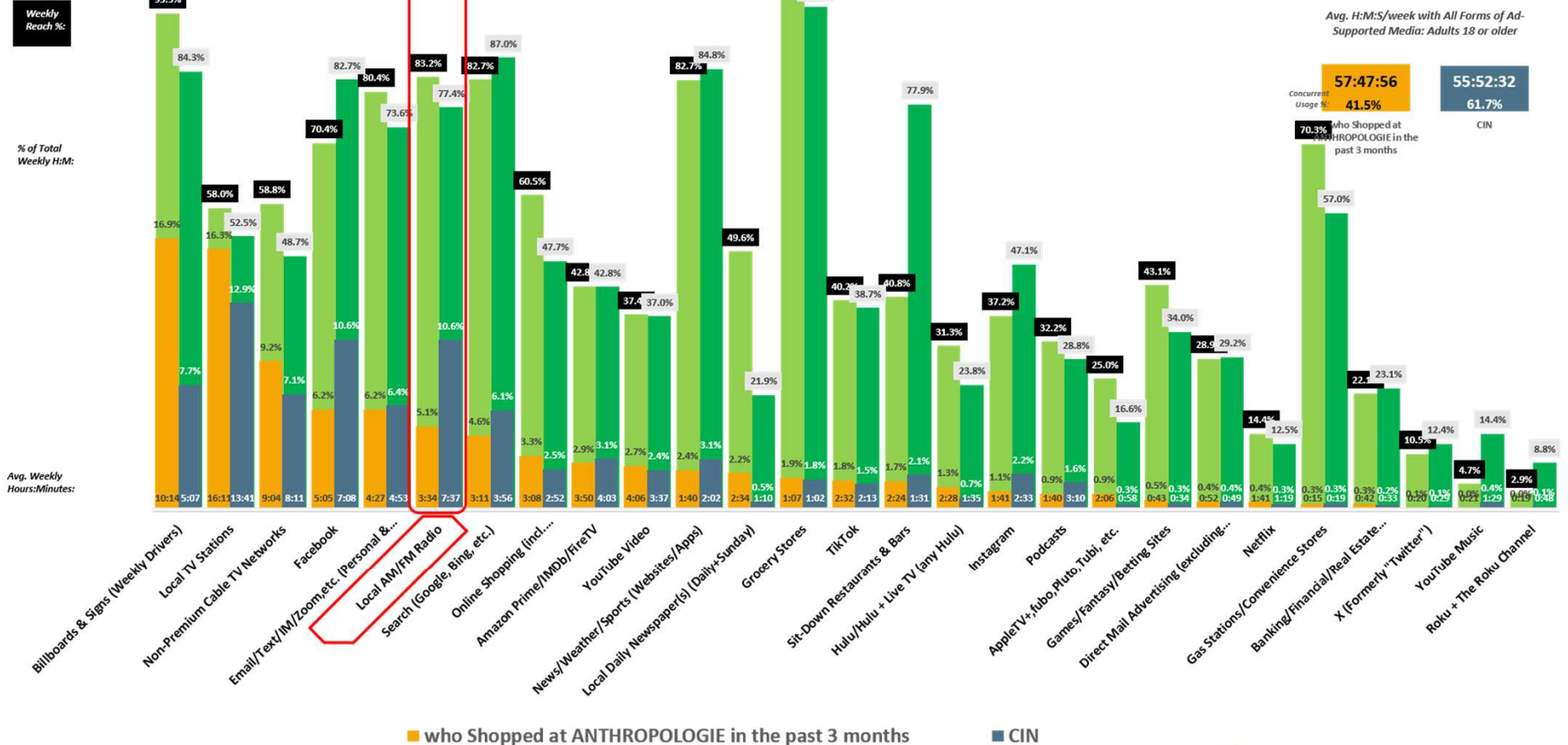
STL





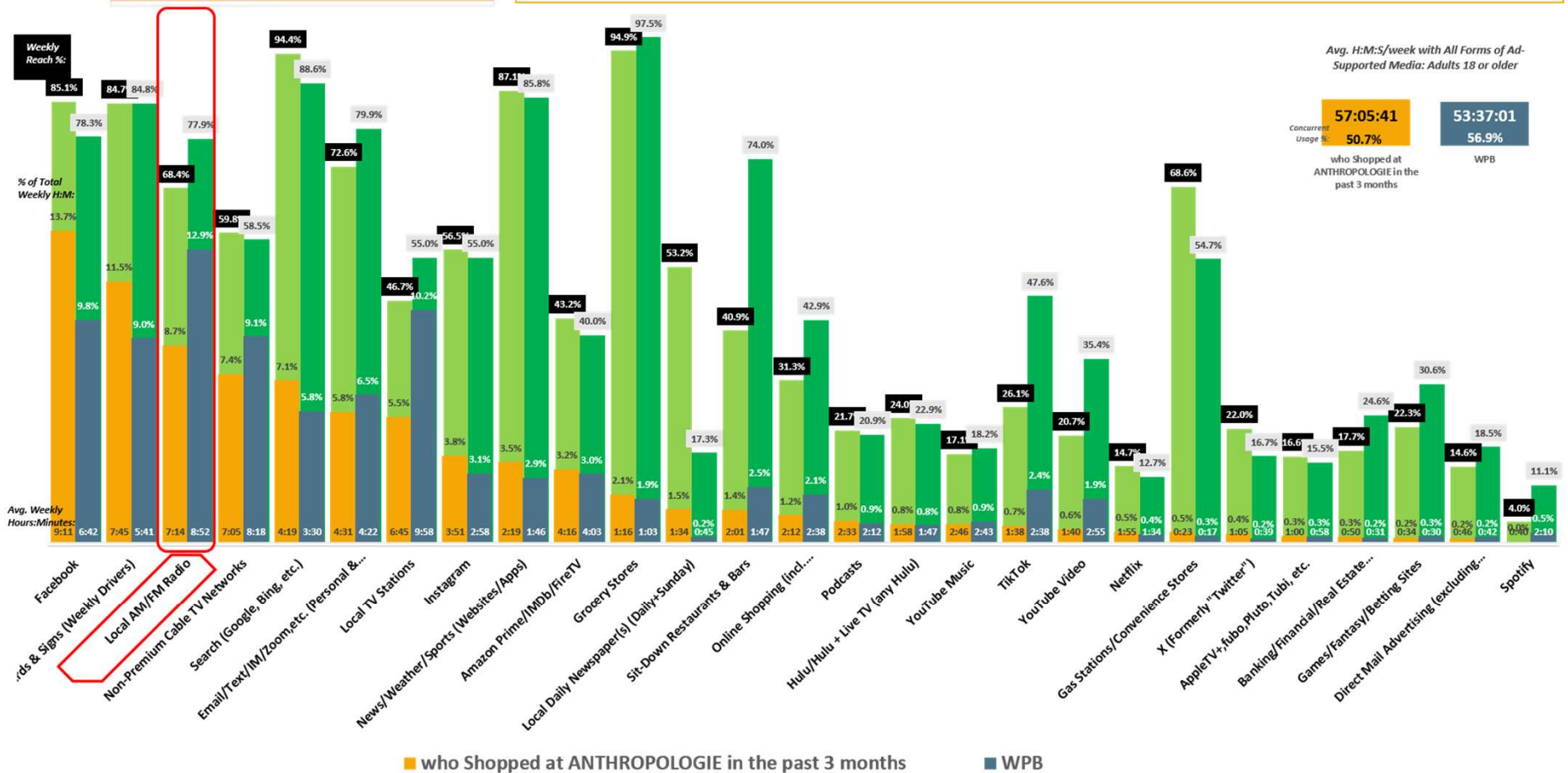
Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months spend an average of 2 days, 9 hours, 47 minutes and 56 seconds each week with All Forms of Ad-Supported Media.

83.2% of Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months spend an avg. of 3 hours and 34 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 5.1% of total time spent with all forms of Ad-Supported Media.





Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months spend an average of 2 days, 9 hours, 5 minutes and 41 seconds each week with All Forms of Ad-Supported Media.
 68.4% of Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months spend an avg. of 7 hours and 14 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 8.7% of total time spent with all forms of Ad-Supported Media.

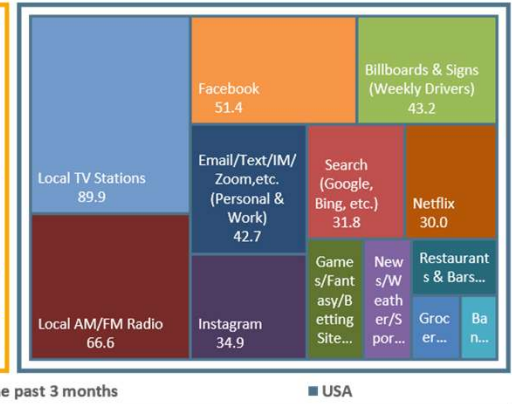
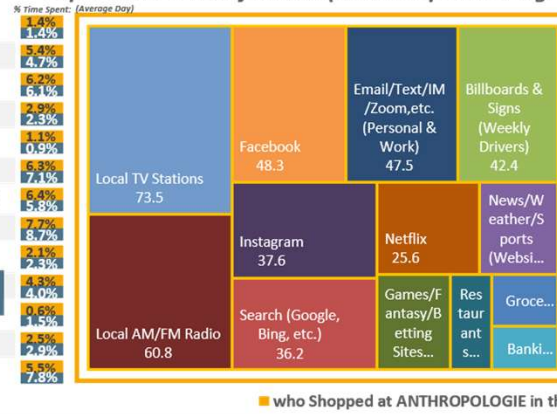
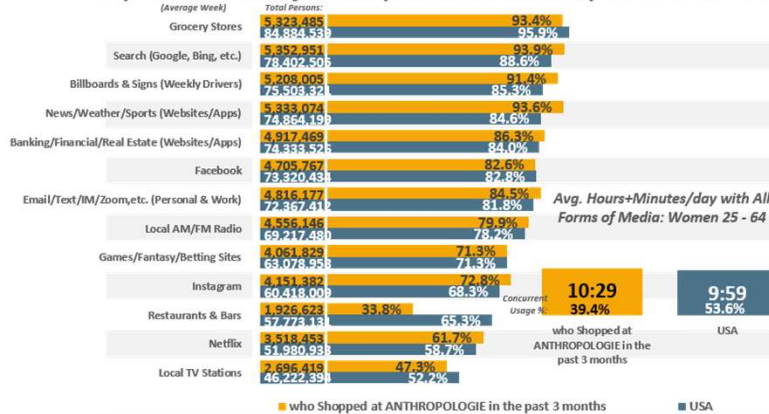




Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months spend an average of 7 hours and 31 minutes each day with All Forms of Ad-Supported Media. 76.1% listen to Local AM/FM Radio for an avg. of 51. minutes/day. *(Local Radio delivers 8.6% of Time with Ad-Supported Media.)*

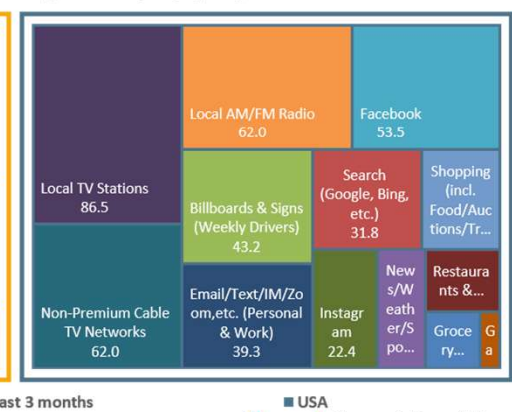
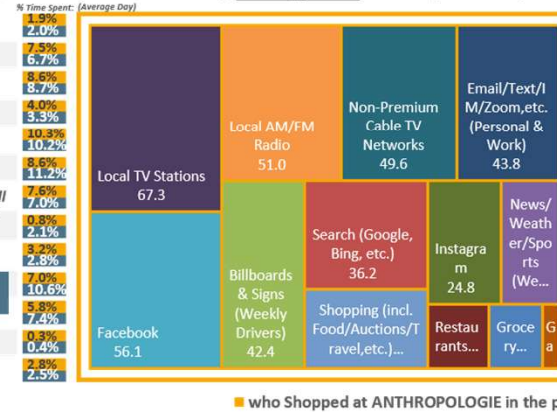
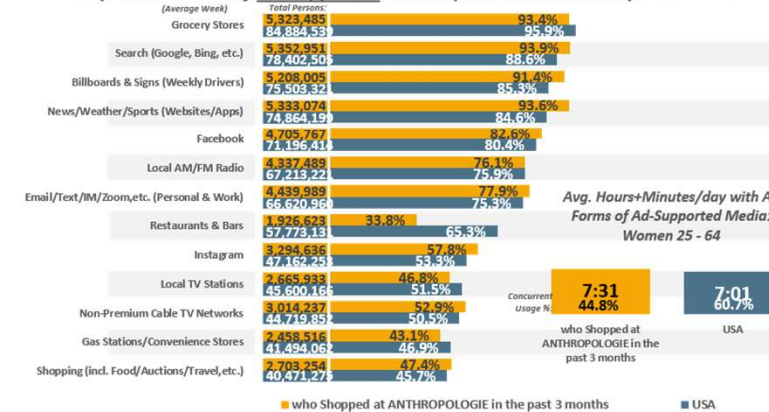
Top-13 All Forms of Media (Persons & % Reach): Women 25 - 64

Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Women 25 - 64

Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 1,086
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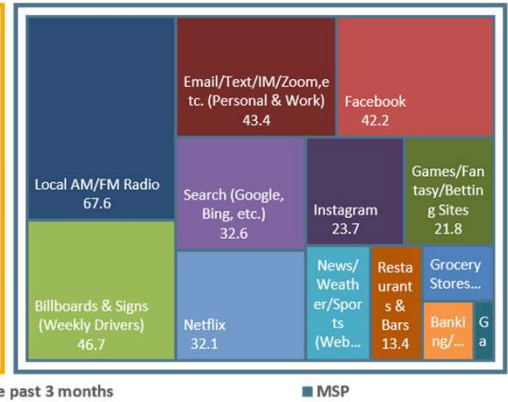
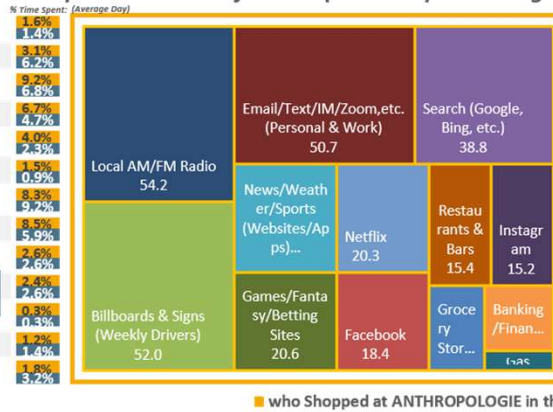
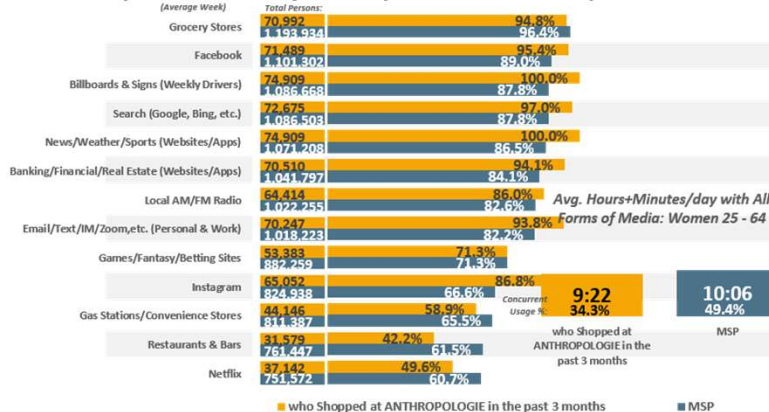
Clothing stores shopped past 3 months: Anthropologie



Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months spend an average of 6 hours and 27 minutes each day with All Forms of Ad-Supported Media. 80.2% listen to Local AM/FM Radio for an avg. of 40.9 minutes/day. (Local Radio delivers 8.5% of Time with Ad-Supported Media.)

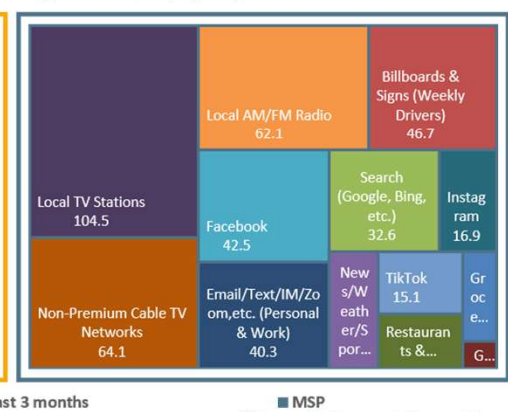
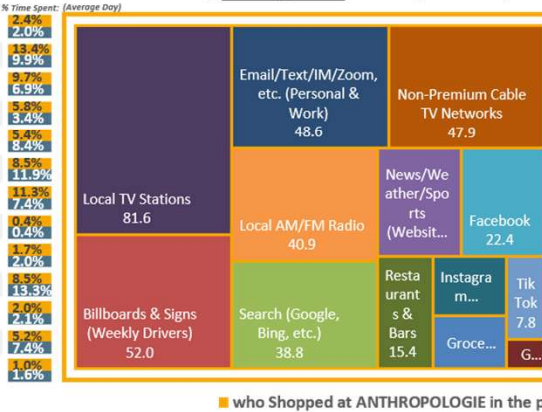
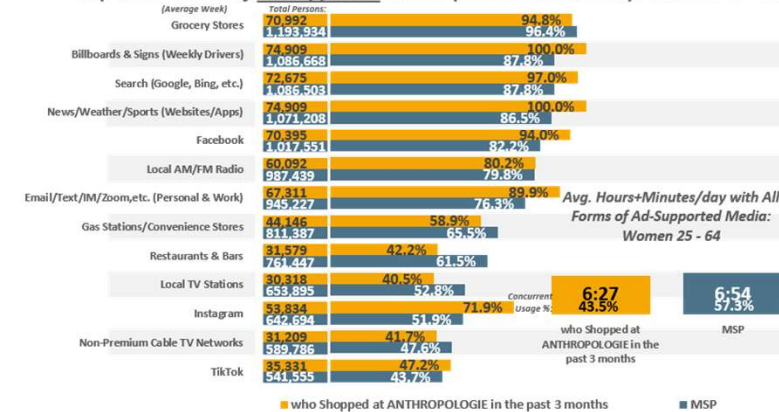
Top-13 All Forms of Media (Persons & % Reach): Women 25 - 64

Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Women 25 - 64

Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 60
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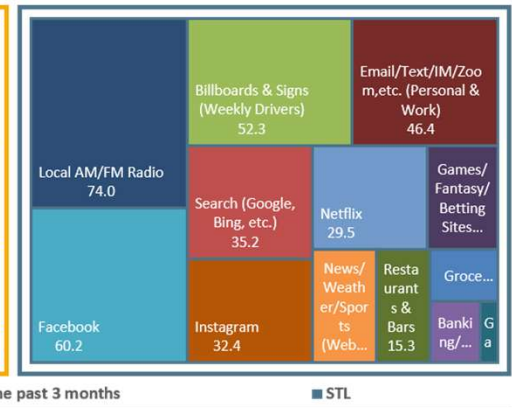
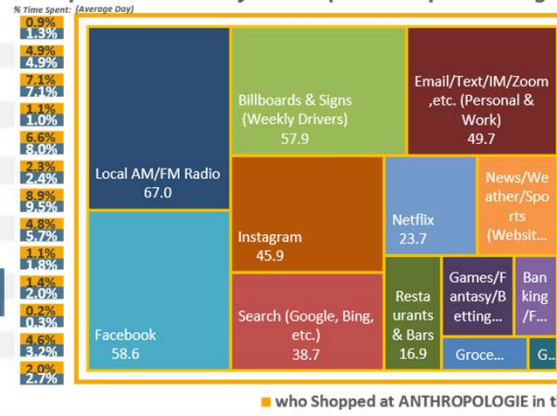
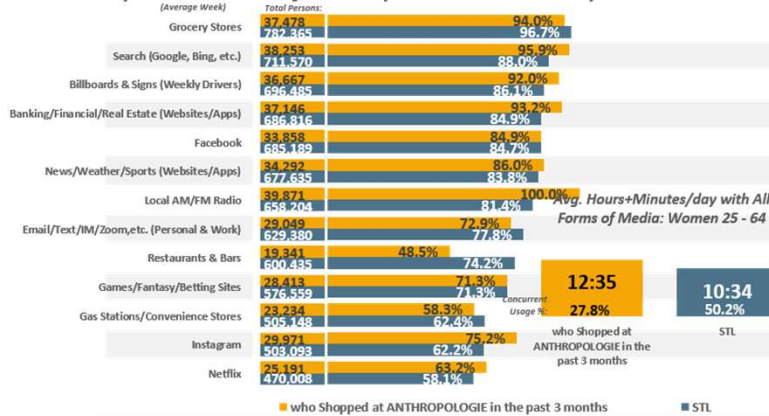
Clothing stores shopped past 3 months: Anthropologie



Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months spend an average of 9 hours and 45 minutes each day with All Forms of Ad-Supported Media. 91.4% listen to Local AM/FM Radio for an avg. of 56. minutes/day. (Local Radio delivers 8.7% of Time with Ad-Supported Media.)

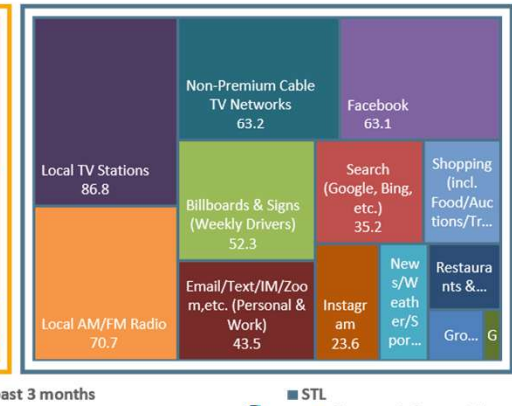
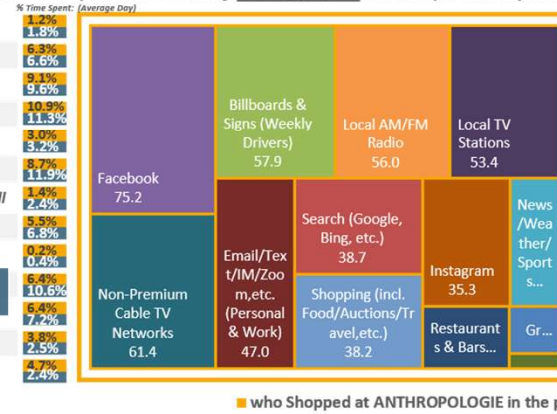
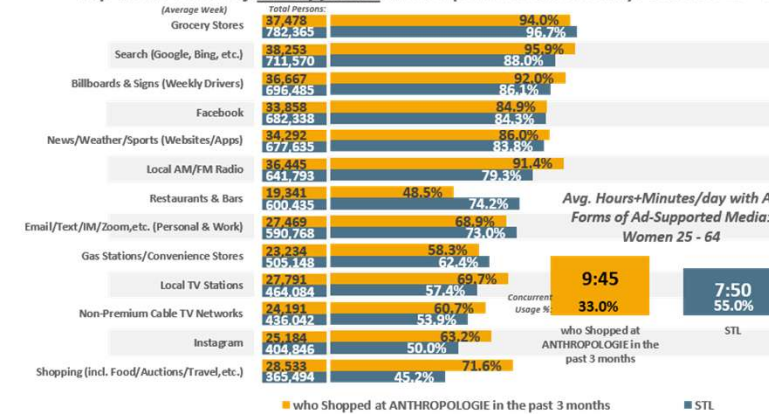
Top-13 All Forms of Media (Persons & % Reach): Women 25 - 64

Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Women 25 - 64

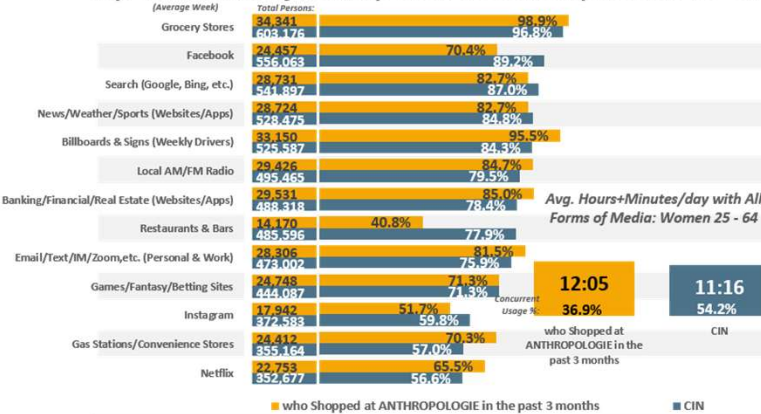
Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



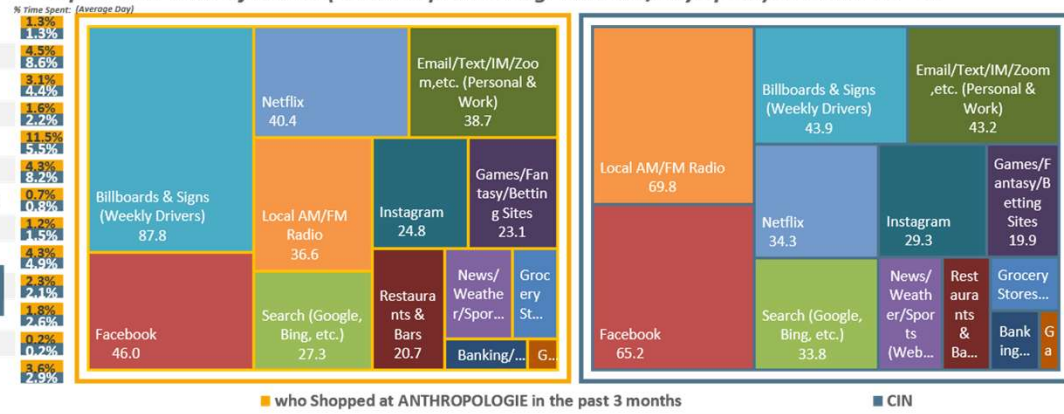


Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months spend an average of 8 hours and 15 minutes each day with All Forms of Ad-Supported Media. 83.2% listen to Local AM/FM Radio for an avg. of 30.6 minutes/day. (Local Radio delivers 5.1% of Time with Ad-Supported Media.)

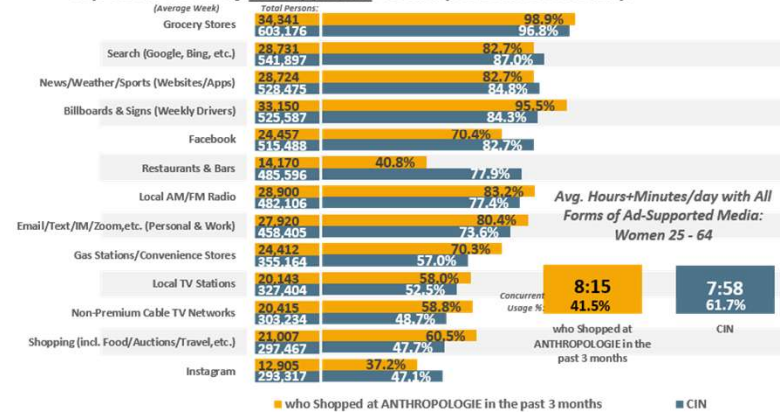
Top-13 All Forms of Media (Persons & % Reach): Women 25 - 64



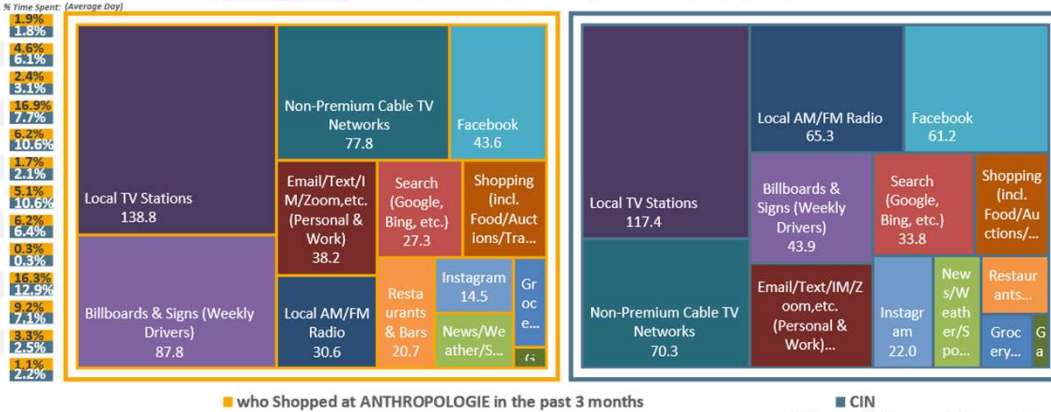
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Women 25 - 64



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64

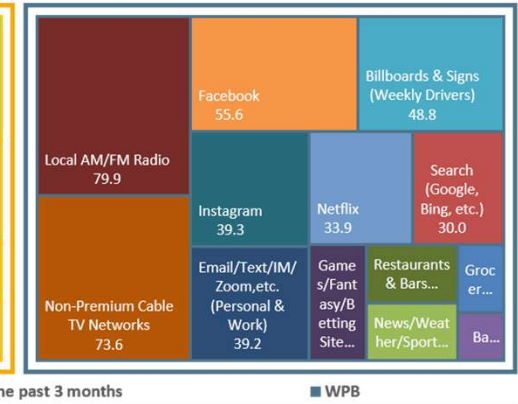
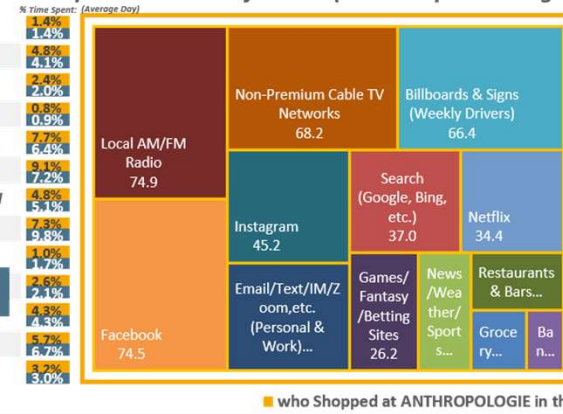
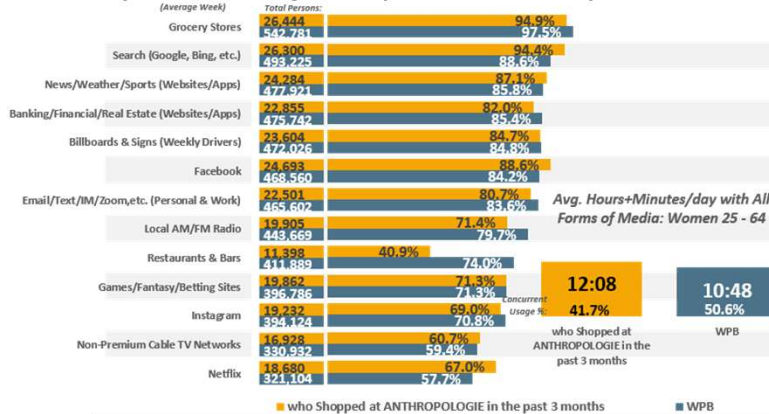




Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months spend an average of 8 hours and 9 minutes each day with All Forms of Ad-Supported Media. 68.4% listen to Local AM/FM Radio for an avg. of 62.1 minutes/day. (Local Radio delivers 8.7% of Time with Ad-Supported Media.)

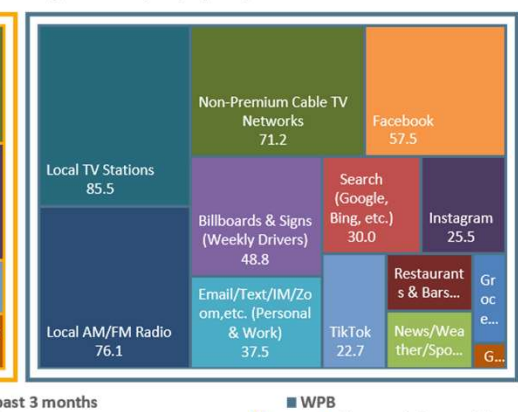
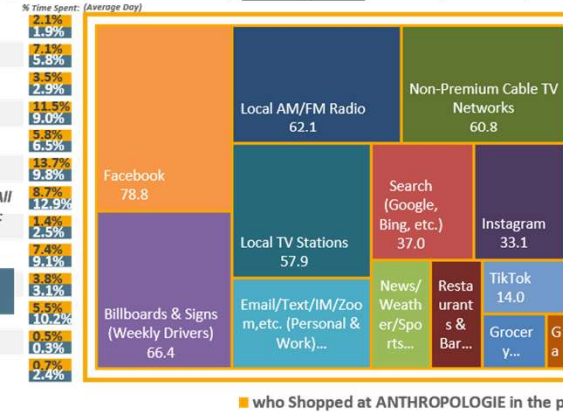
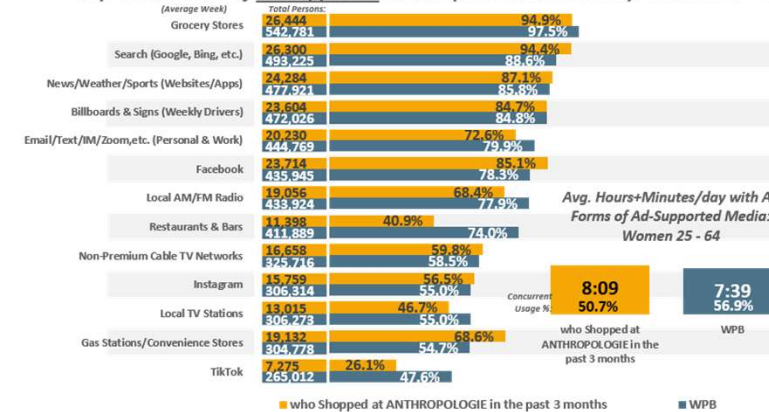
Top-13 All Forms of Media (Persons & % Reach): Women 25 - 64

Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Women 25 - 64

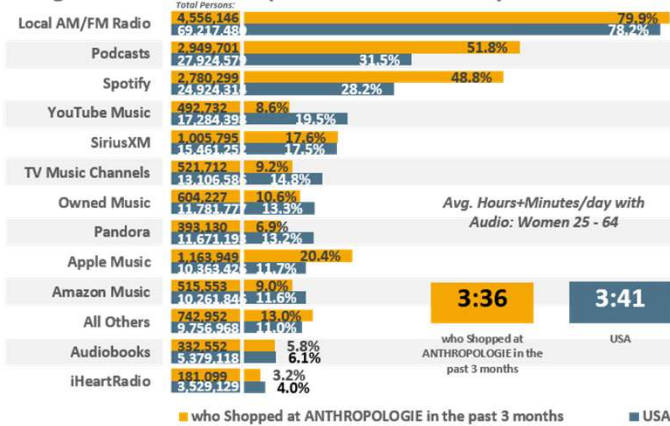
Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



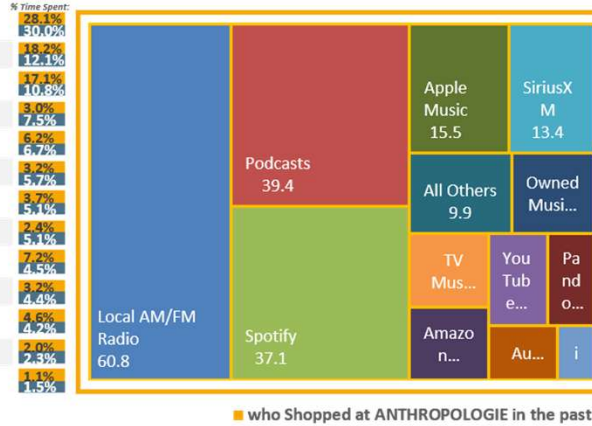


4,337,489 or 76.1% of Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 51. minutes every day representing 37.1% of all time spent daily with Ad-Supported Audio.

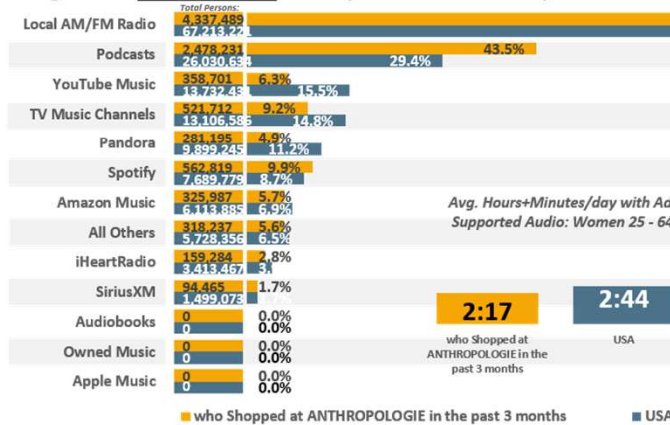
Avg. Week All Audio (Persons & % Reach): Women 25 - 64



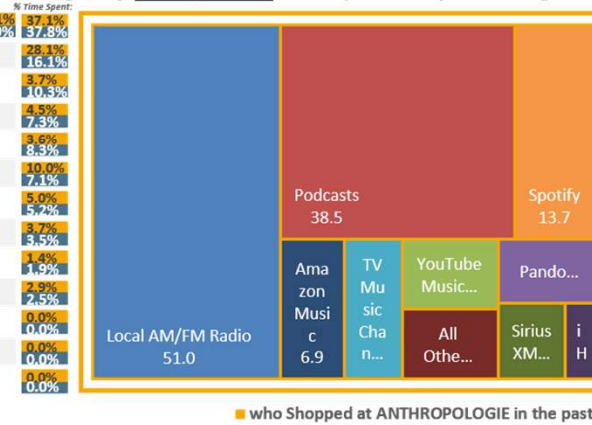
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



Avg. Week Ad-Supported Audio (Persons & % Reach): Women 25 - 64



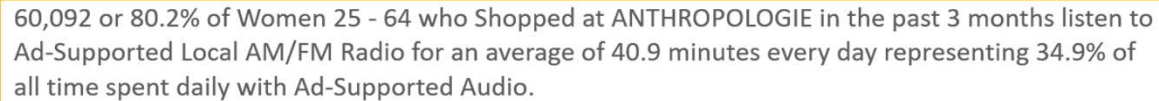
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



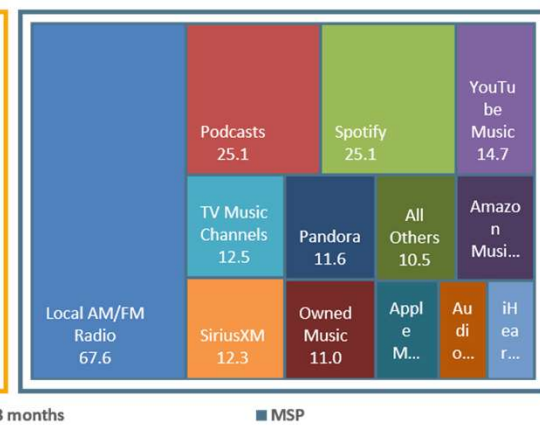
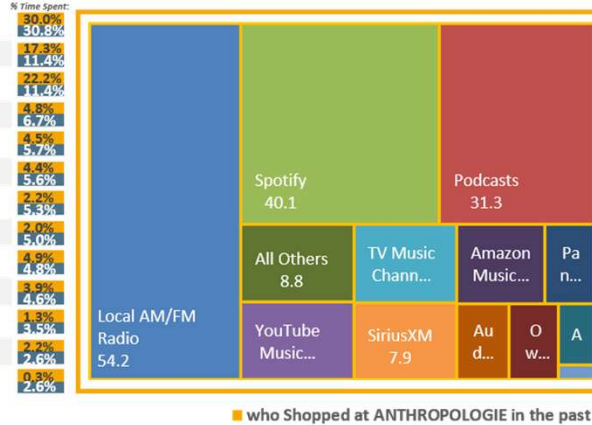
USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 1,086
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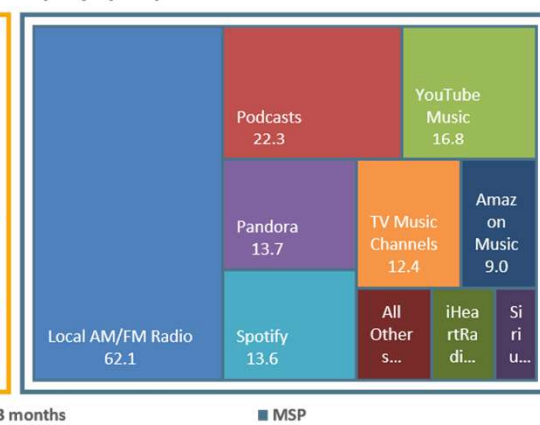
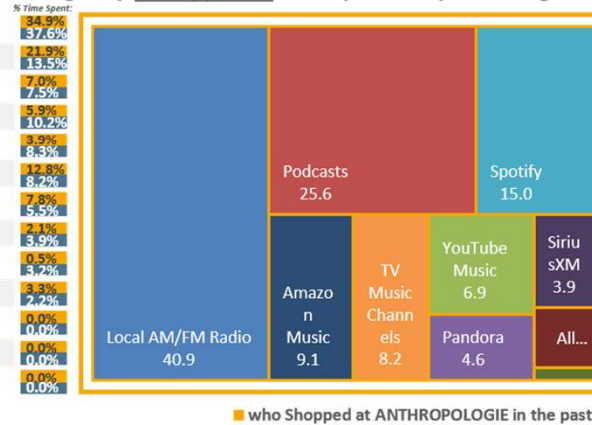
Clothing stores shopped past 3 months: Anthropologie



Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64

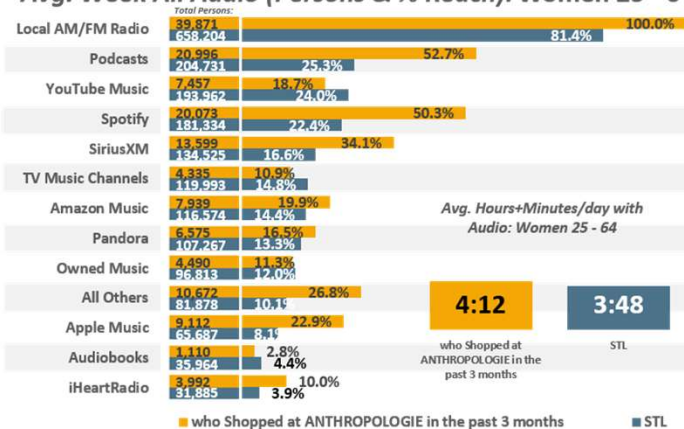


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for Anything.

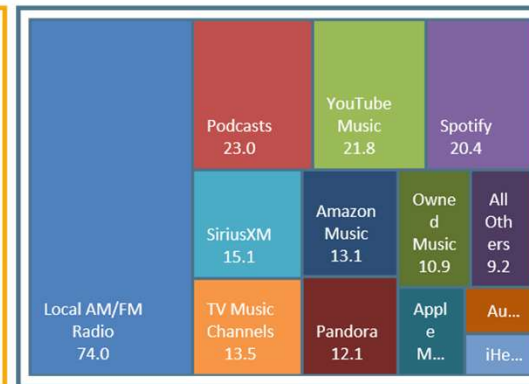
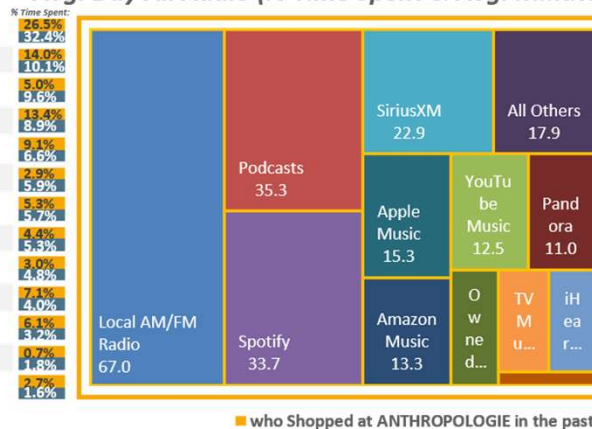


36,445 or 91.4% of Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 56. minutes every day representing 29.7% of all time spent daily with Ad-Supported Audio.

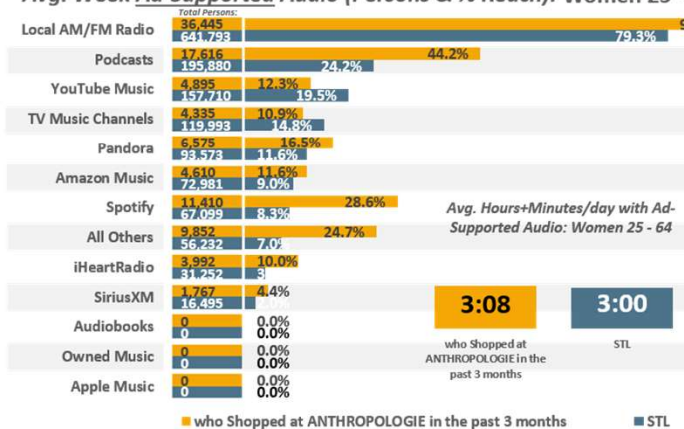
Avg. Week All Audio (Persons & % Reach): Women 25 - 64



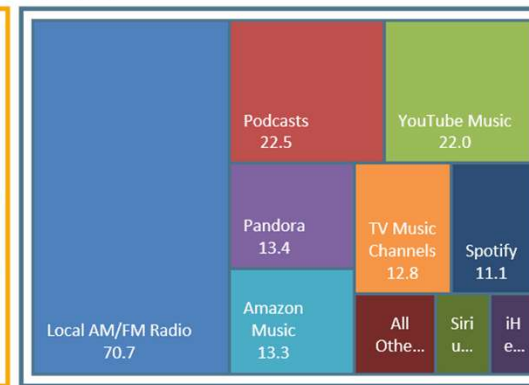
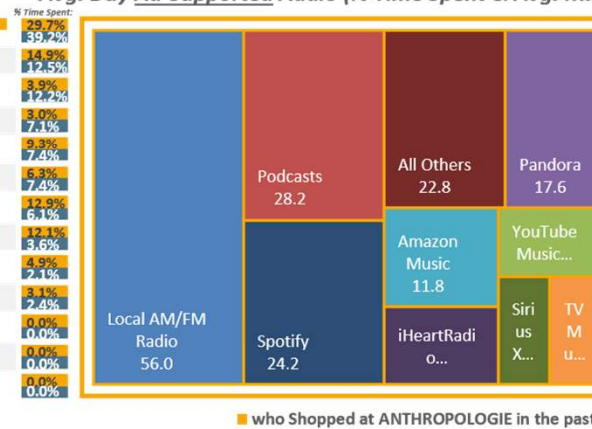
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



Avg. Week Ad-Supported Audio (Persons & % Reach): Women 25 - 64



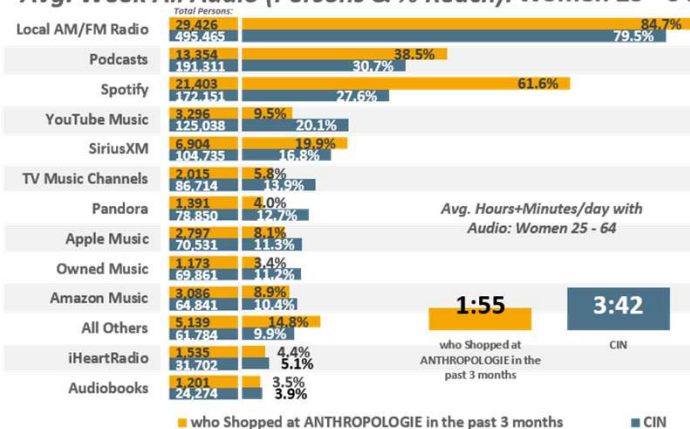
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



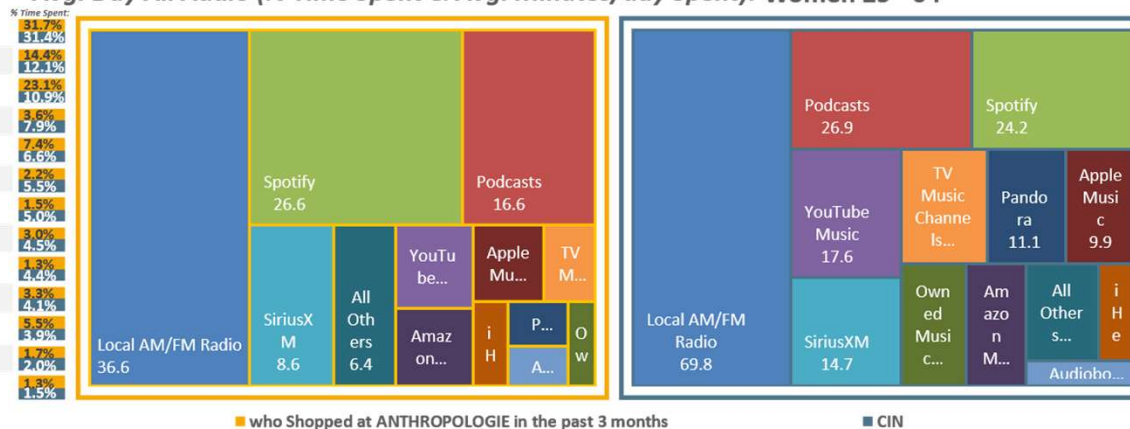


28,900 or 83.2% of Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 30.6 minutes every day representing 47.8% of all time spent daily with Ad-Supported Audio.

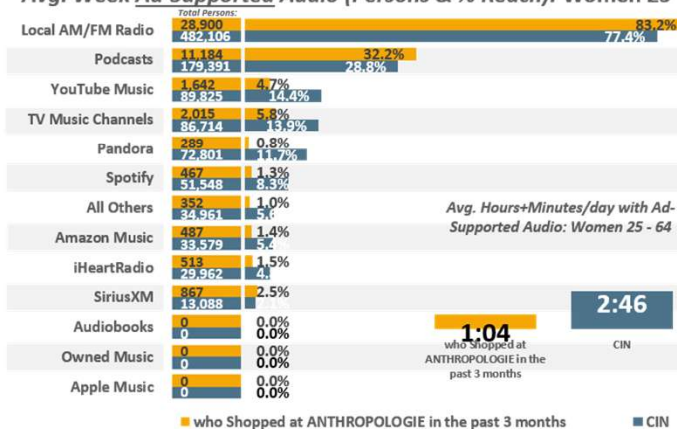
Avg. Week All Audio (Persons & % Reach): Women 25 - 64



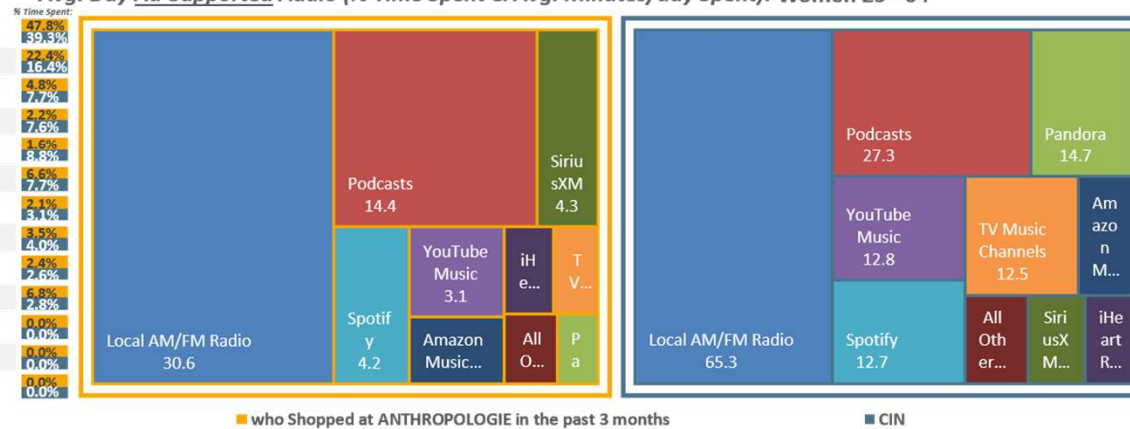
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



Avg. Week Ad-Supported Audio (Persons & % Reach): Women 25 - 64



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 64
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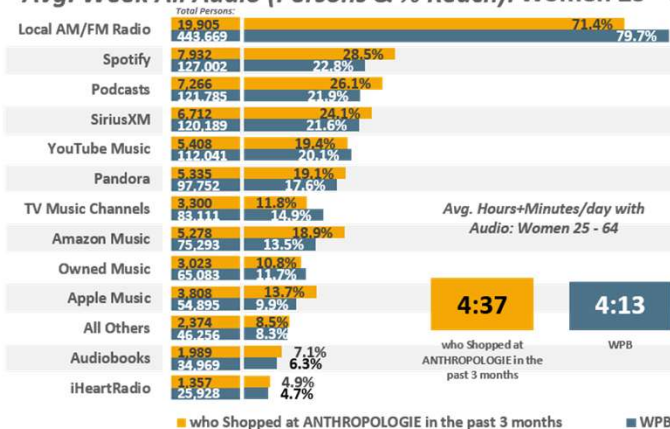
soefa.ai Share of Everything for Anything

Clothing stores shopped past 3 months: Anthropologie

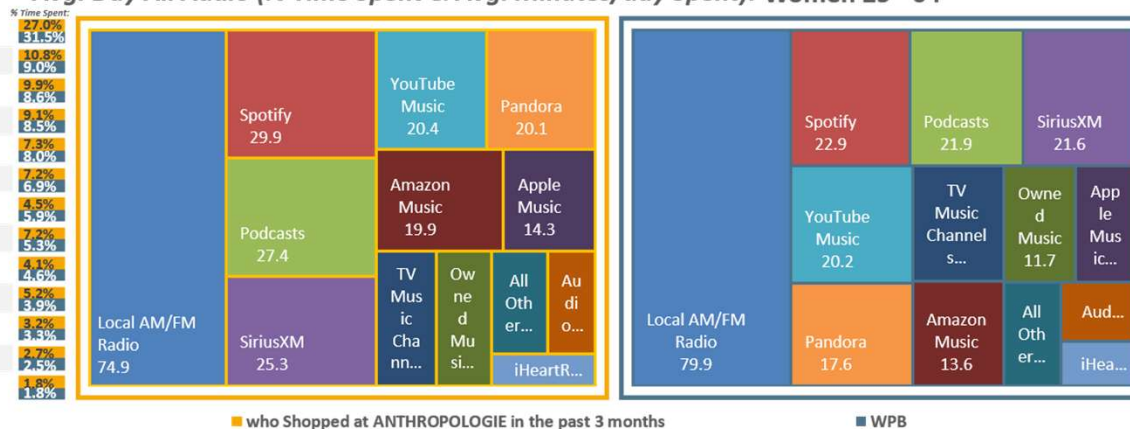


19,056 or 68.4% of Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 62.1 minutes every day representing 32.4% of all time spent daily with Ad-Supported Audio.

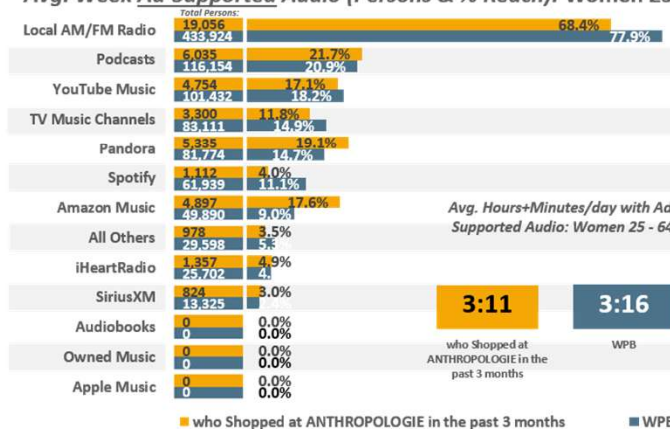
Avg. Week All Audio (Persons & % Reach): Women 25 - 64



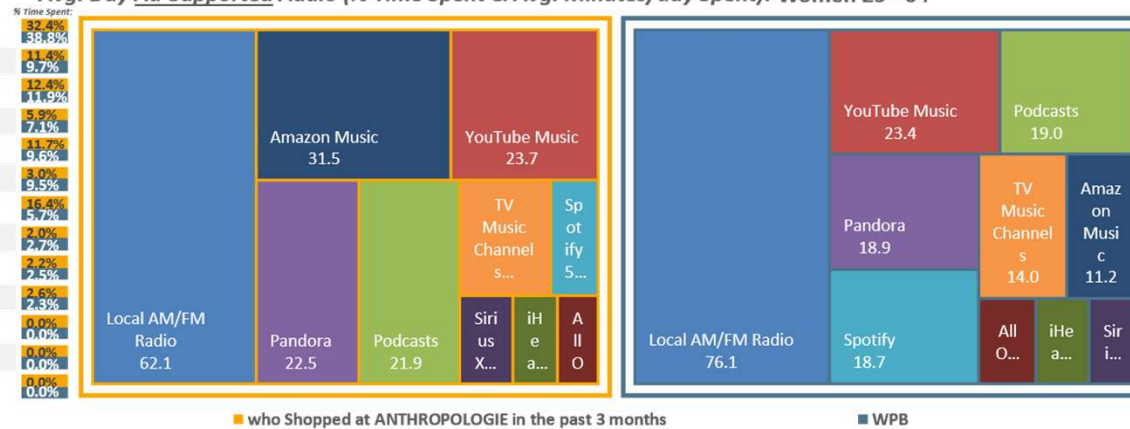
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



Avg. Week Ad-Supported Audio (Persons & % Reach): Women 25 - 64

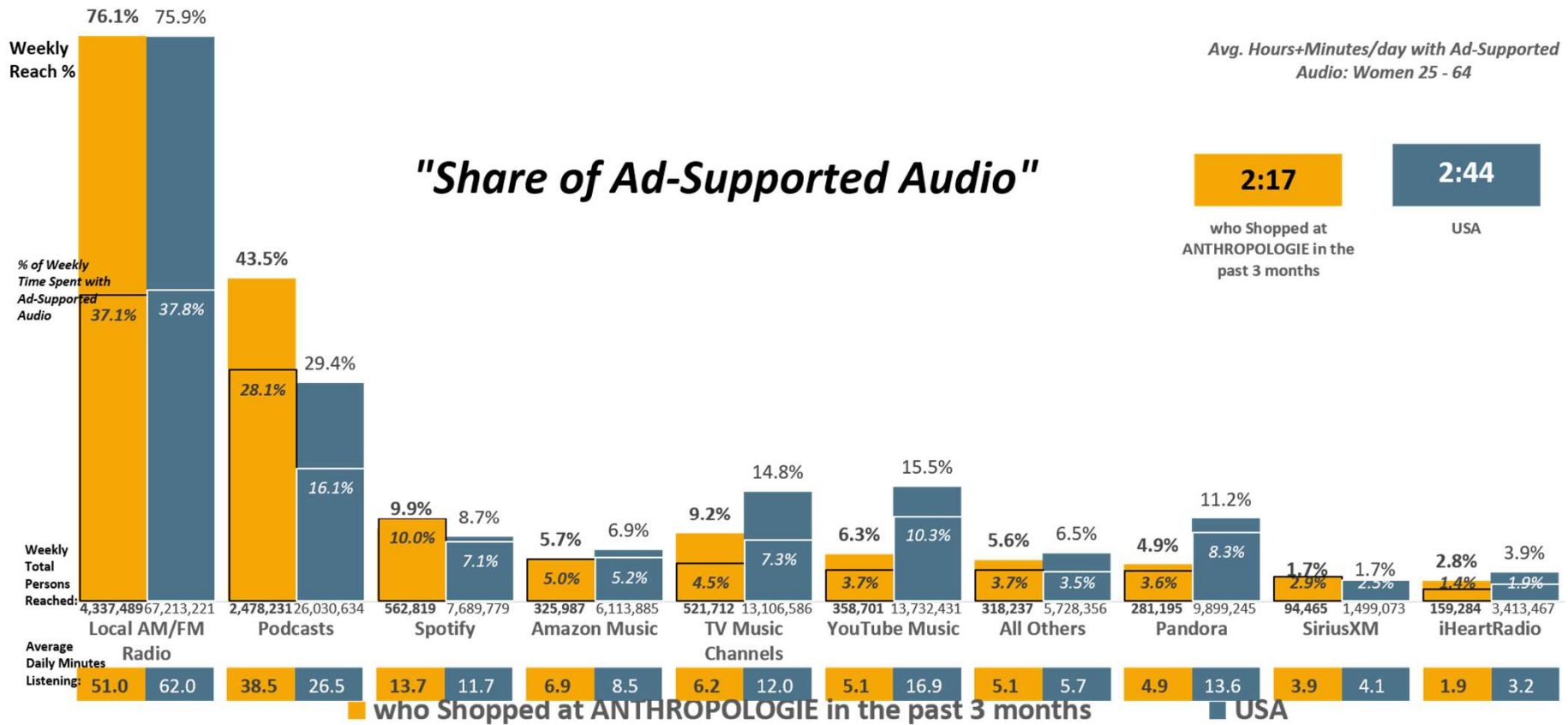


Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



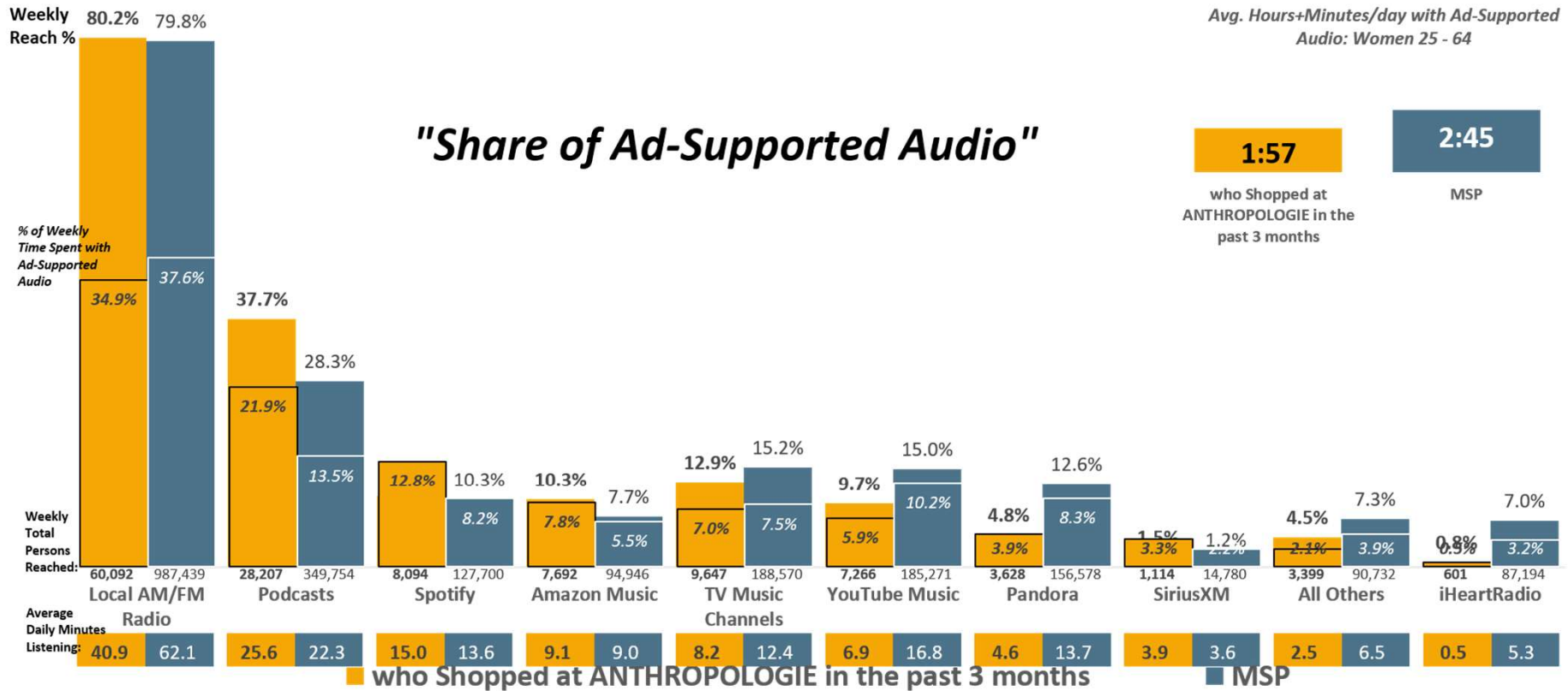


4,337,489 or 76.1% of Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 51. minutes every day representing 37.1% of all time spent daily with Ad-Supported Audio.



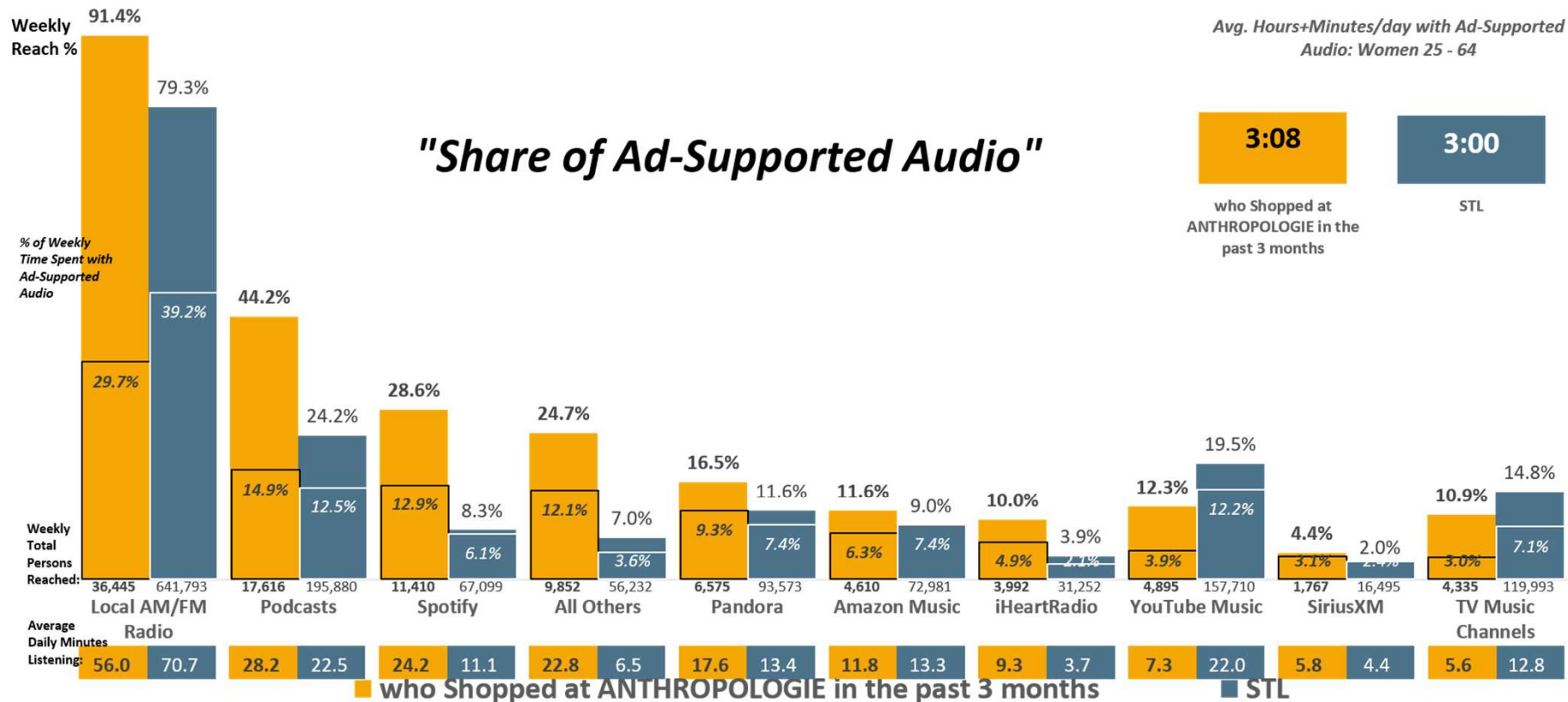


60,092 or 80.2% of Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 40.9 minutes every day representing 34.9% of all time spent daily with Ad-Supported Audio.



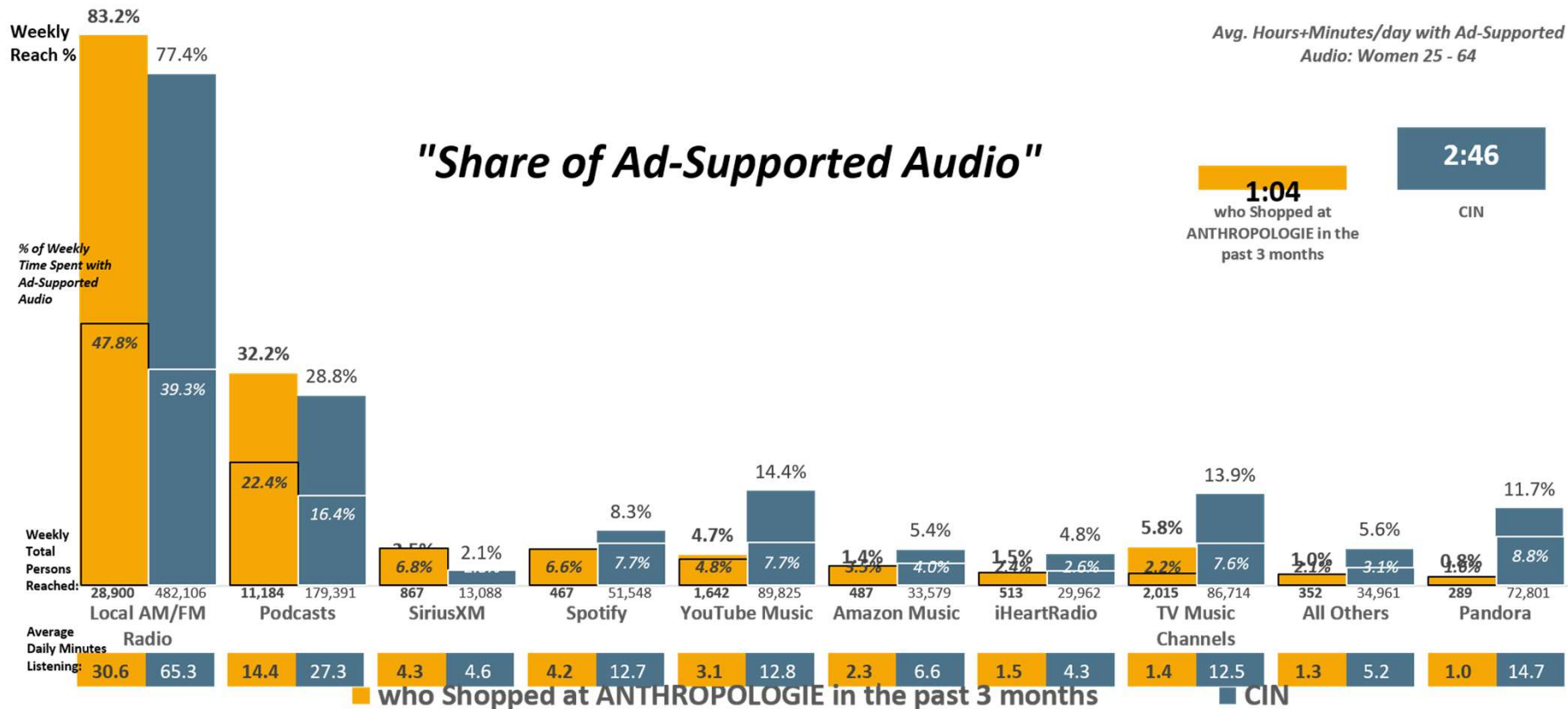


36,445 or 91.4% of Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 56. minutes every day representing 29.7% of all time spent daily with Ad-Supported Audio.



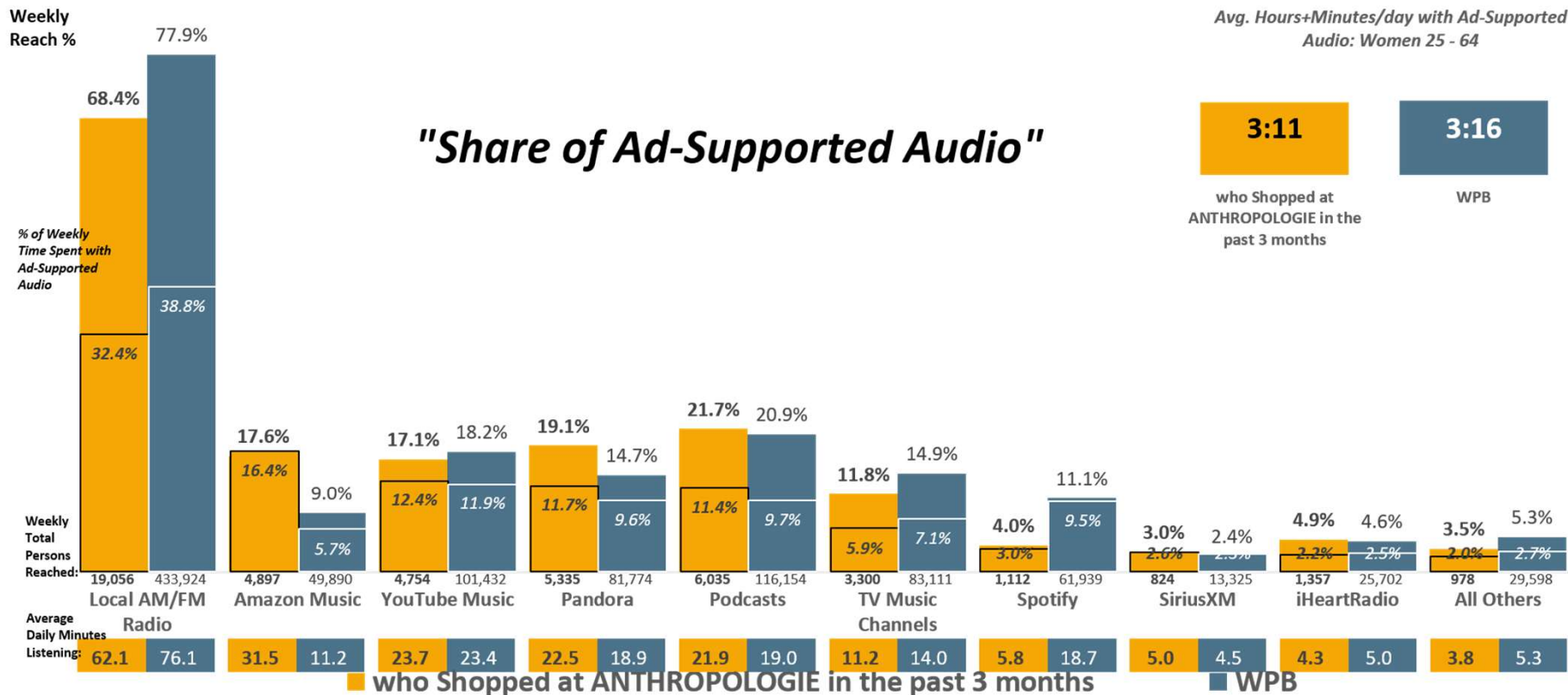


28,900 or 83.2% of Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 30.6 minutes every day representing 47.8% of all time spent daily with Ad-Supported Audio.





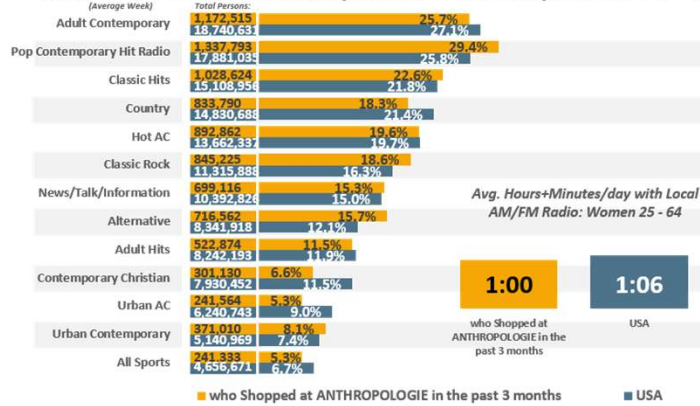
19,056 or 68.4% of Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 62.1 minutes every day representing 32.4% of all time spent daily with Ad-Supported Audio.



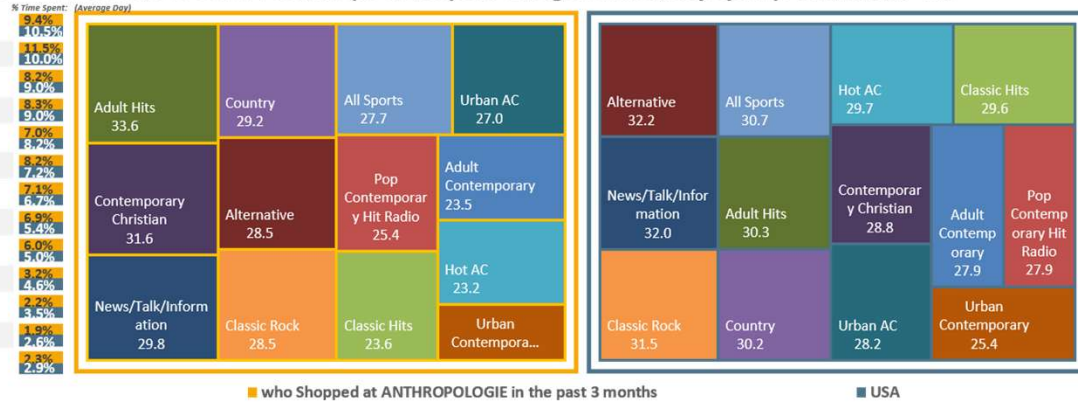


4,337,489 or 76.1% of Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Adult Contemporary, Classic Hits, Hot AC, and Classic Rock.

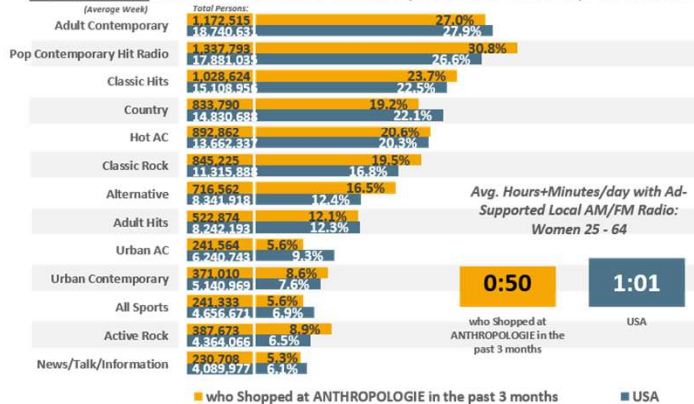
Local AM/FM Radio Formats (Persons & % Reach): Women 25 - 64



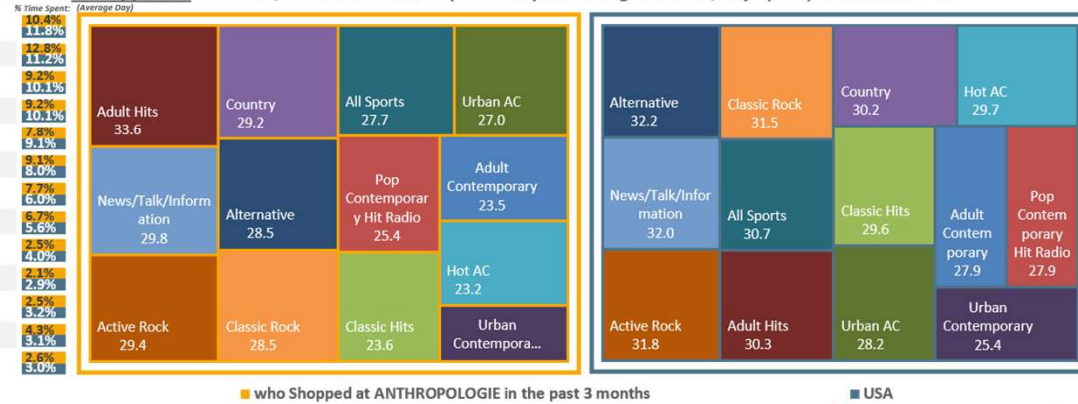
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Women 25 - 64



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



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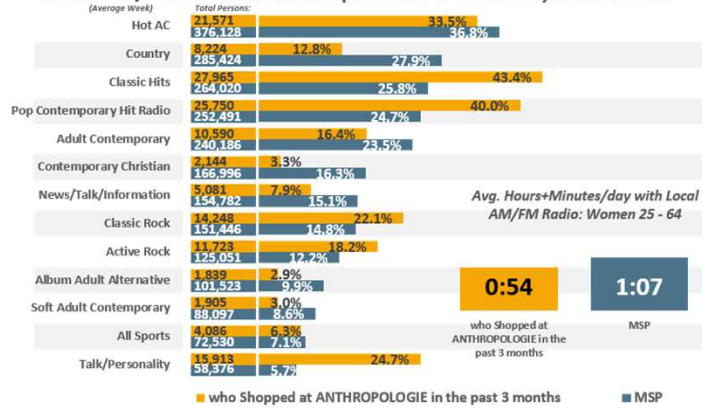
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Clothing stores shopped past 3 months: Anthropologie

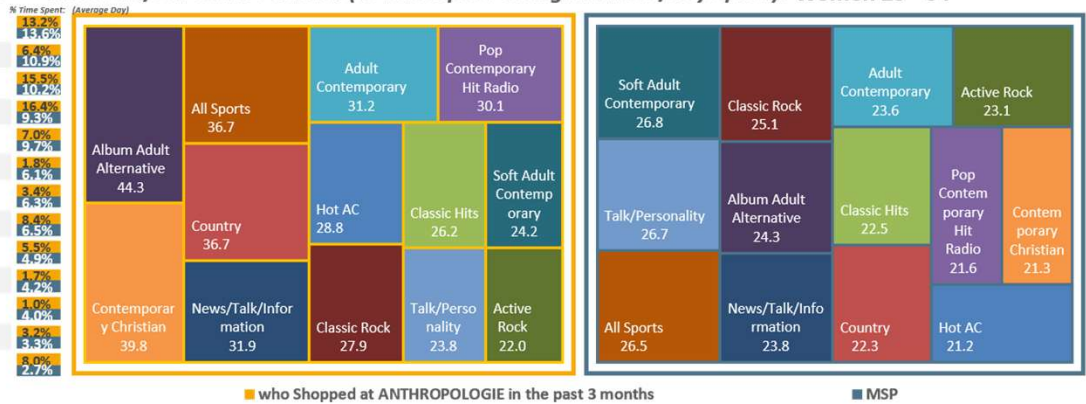


60,092 or 80.2% of Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Pop Contemporary Hit Radio, Hot AC, Talk/Personality, and Classic Rock.

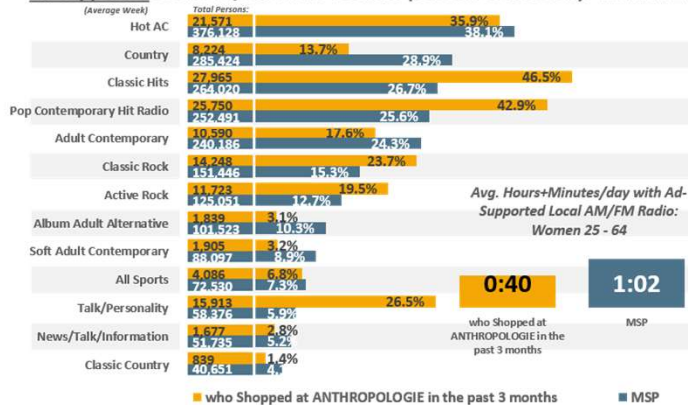
Local AM/FM Radio Formats (Persons & % Reach): Women 25 - 64



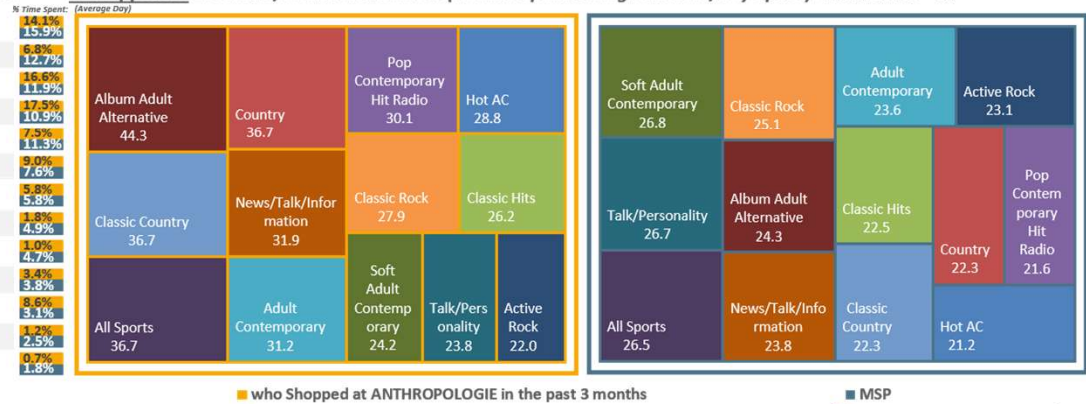
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Women 25 - 64



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



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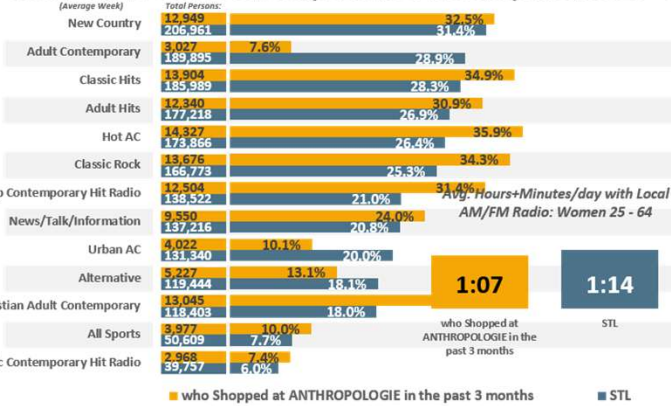
soefa.ai Share of Everything for Anything

Clothing stores shopped past 3 months: Anthropologie

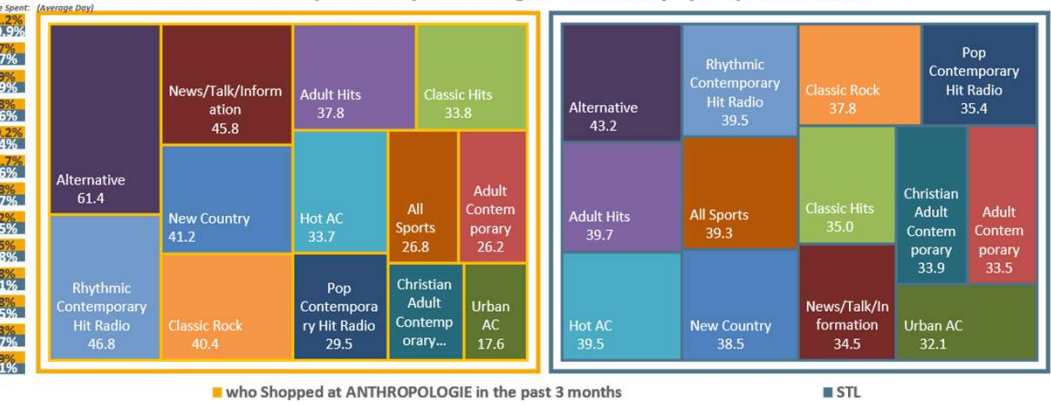


36,445 or 91.4% of Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Hot AC, Classic Hits, Classic Rock, New Country, and Pop Contemporary Hit Radio.

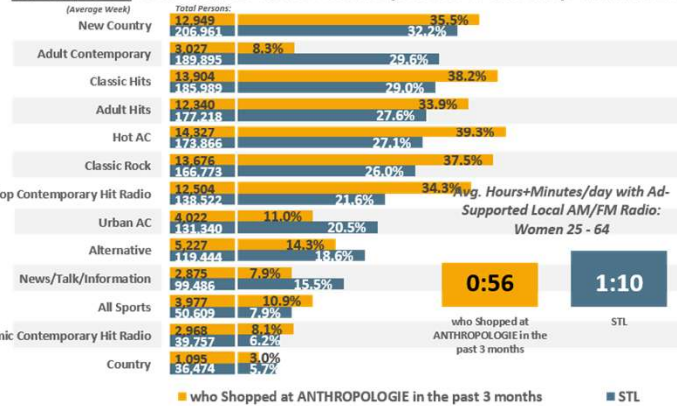
Local AM/FM Radio Formats (Persons & % Reach): Women 25 - 64



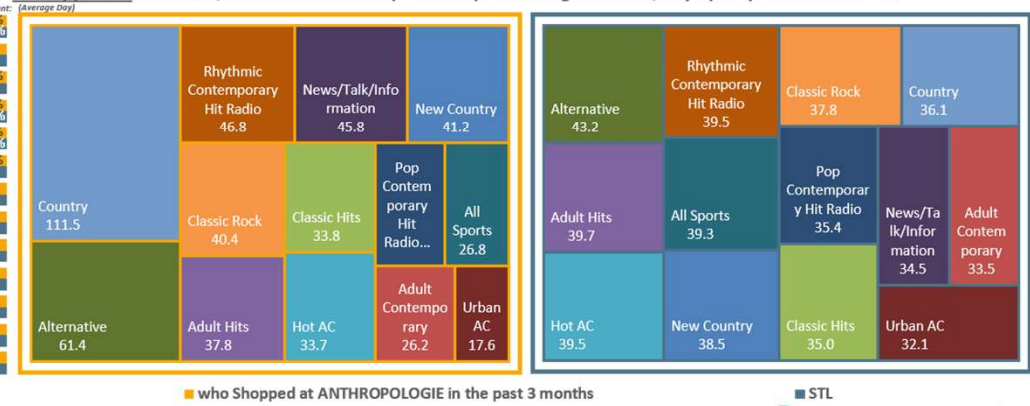
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Women 25 - 64



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 67
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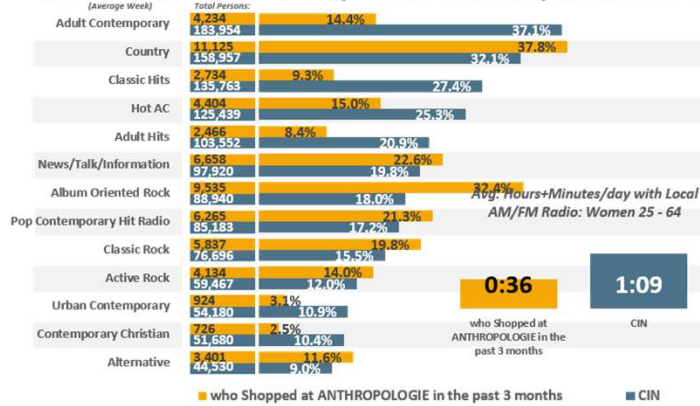
soefa.ai Share of Everything for Anything

Clothing stores shopped past 3 months: Anthropologie

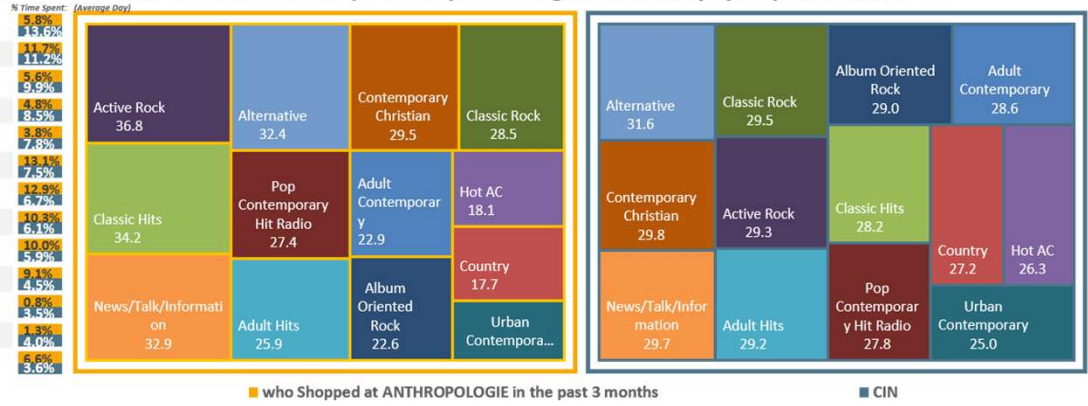


28,900 or 83.2% of Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Album Oriented Rock, Pop Contemporary Hit Radio, Classic Rock, and Hot AC.

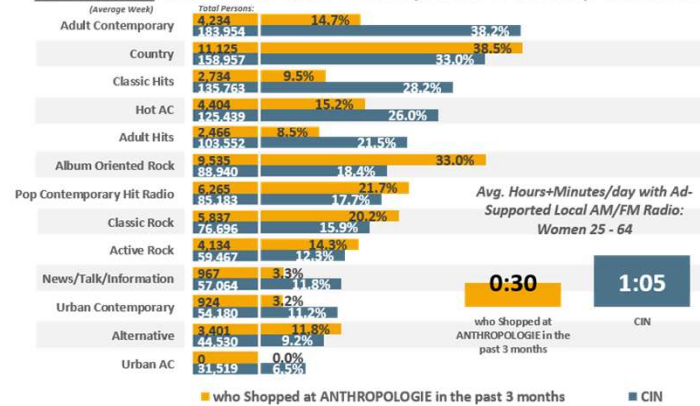
Local AM/FM Radio Formats (Persons & % Reach): Women 25 - 64



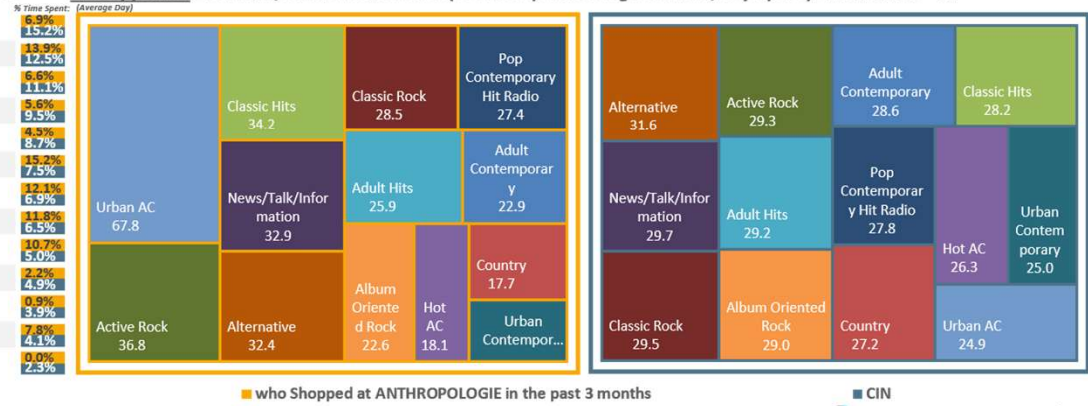
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Women 25 - 64



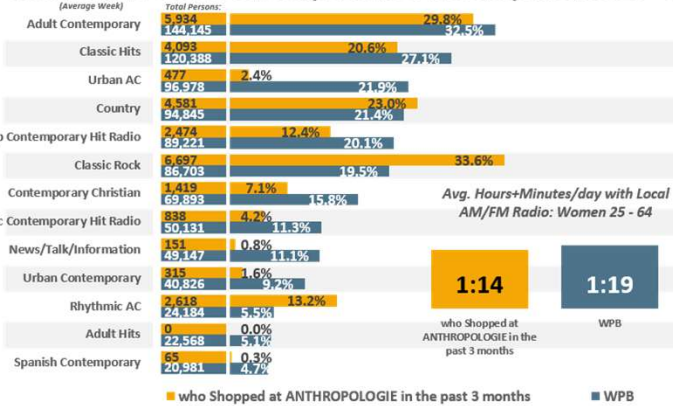
Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



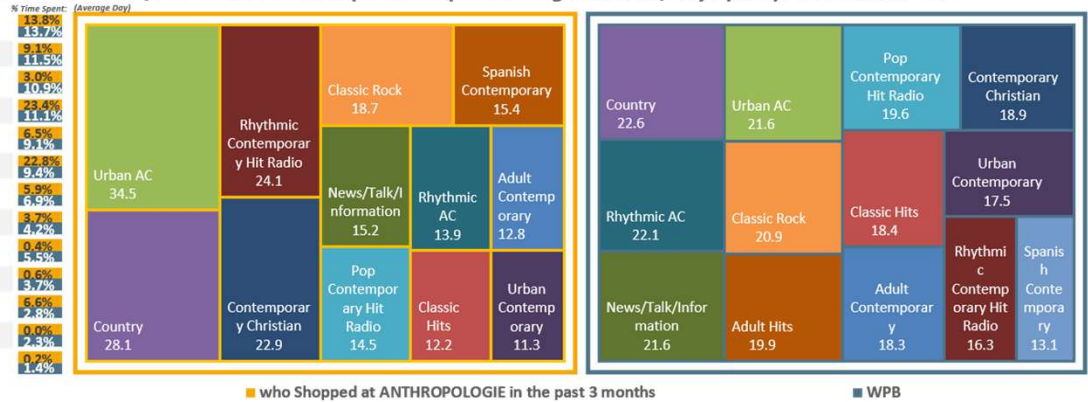


19,056 or 68.4% of Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Rock, Adult Contemporary, Country, Classic Hits, and Rhythmic AC.

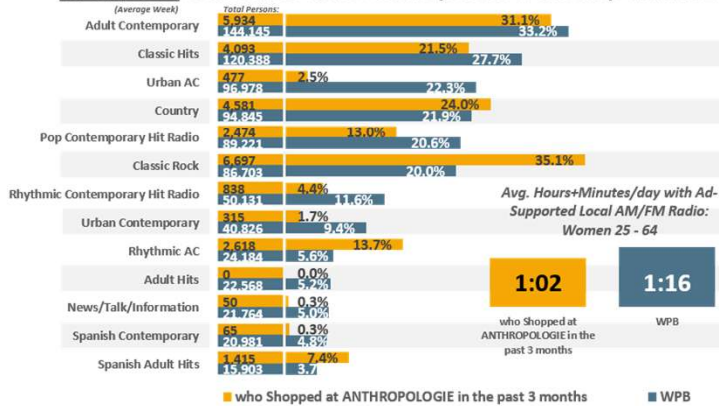
Local AM/FM Radio Formats (Persons & % Reach): Women 25 - 64



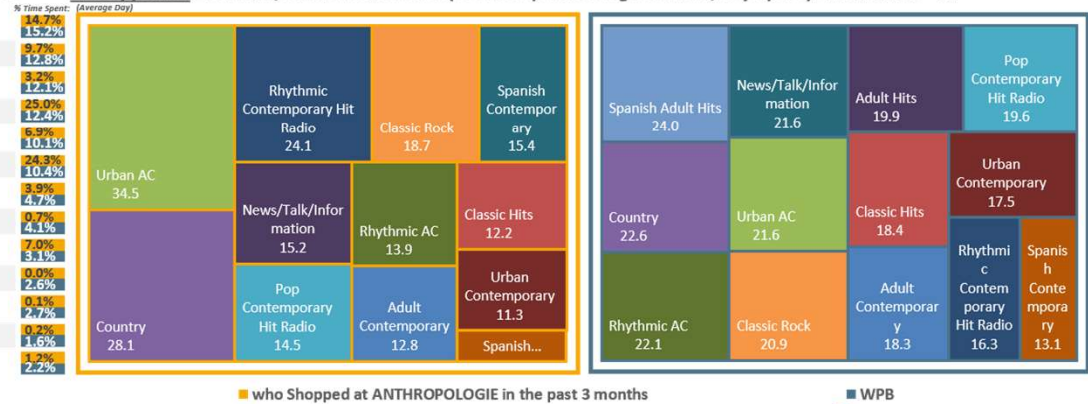
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Women 25 - 64



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 92
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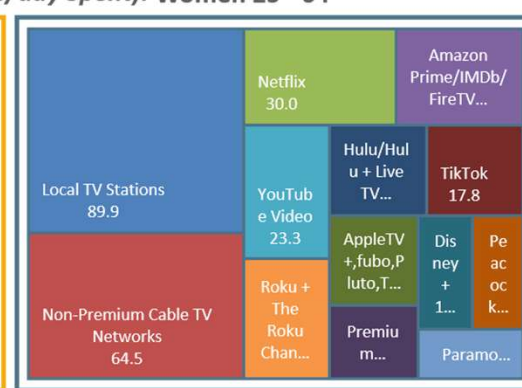
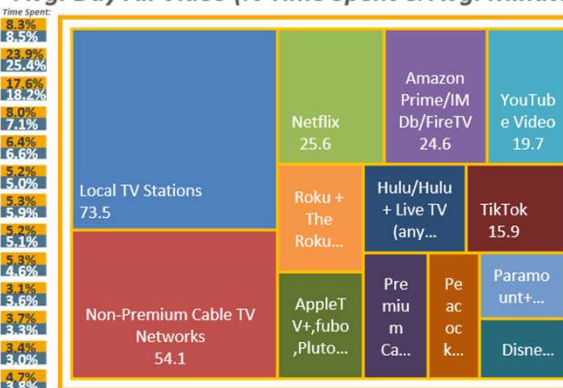
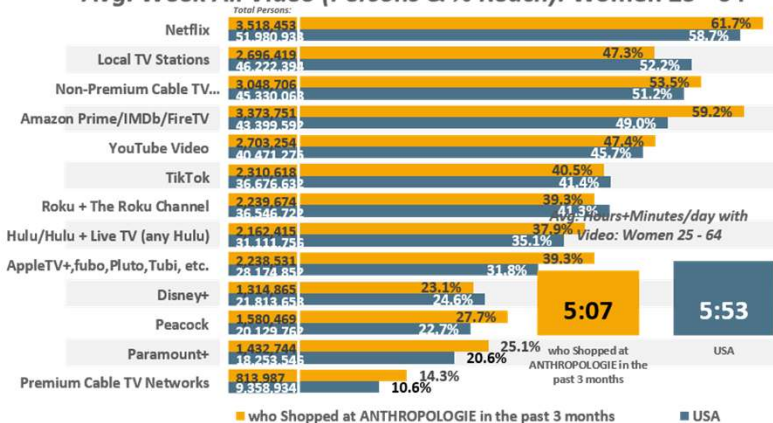
Clothing stores shopped past 3 months: Anthropologie



2,665,933 or 46.8% of Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months watch Ad-Supported Local TV Stations for an average of 67.3 minutes every day representing 28.2% of all time spent daily with Ad-Supported Video.

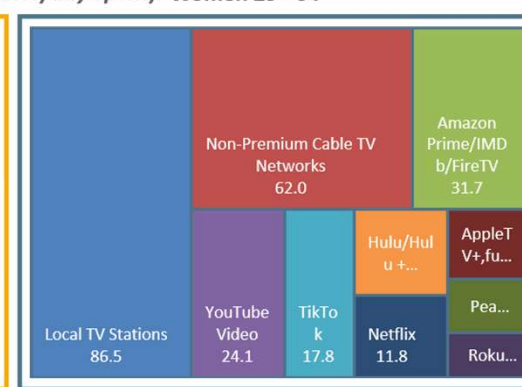
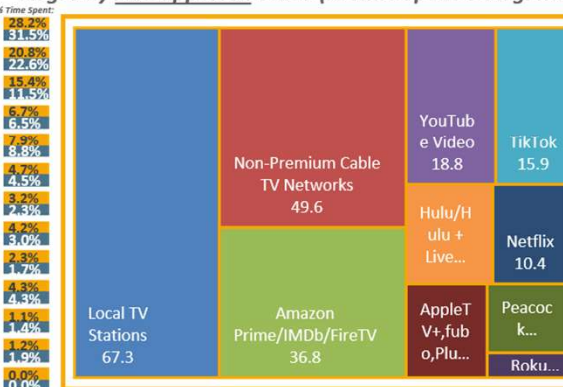
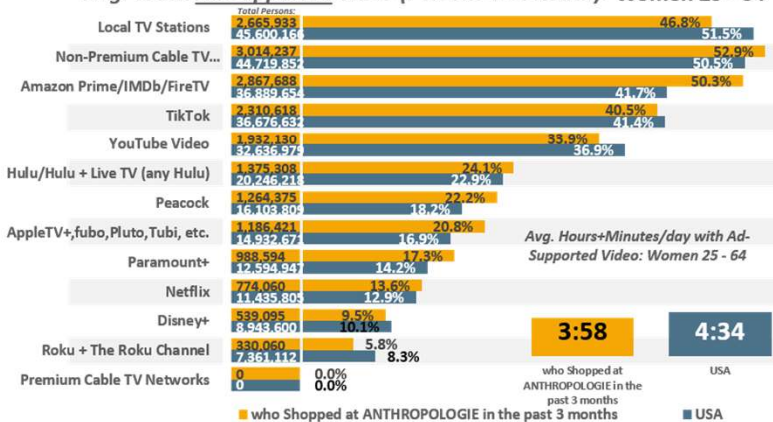
Avg. Week All Video (Persons & % Reach): Women 25 - 64

Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



Avg. Week Ad-Supported Video (Persons & % Reach): Women 25 - 64

Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



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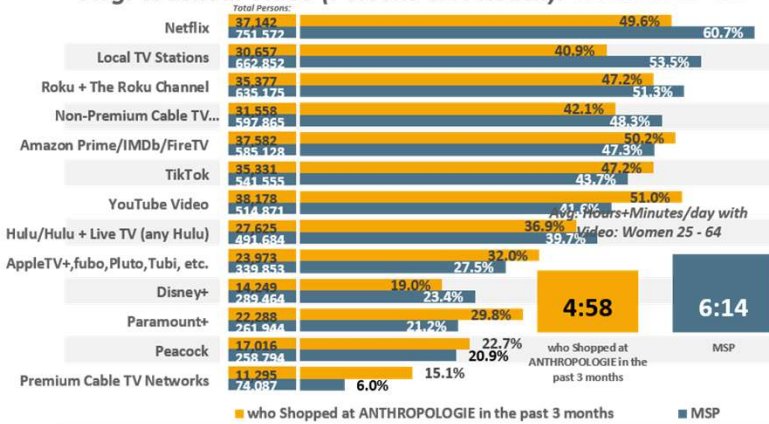
soefa.ai Share of Everything for Anything

Clothing stores shopped past 3 months: Anthropologie

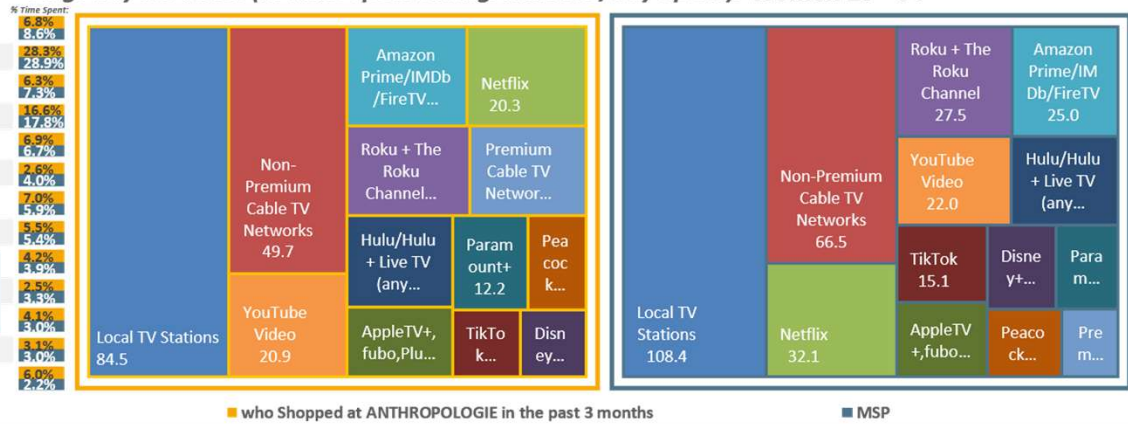


30,318 or 40.5% of Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months watch Ad-Supported Local TV Stations for an average of 81.6 minutes every day representing 35.2% of all time spent daily with Ad-Supported Video.

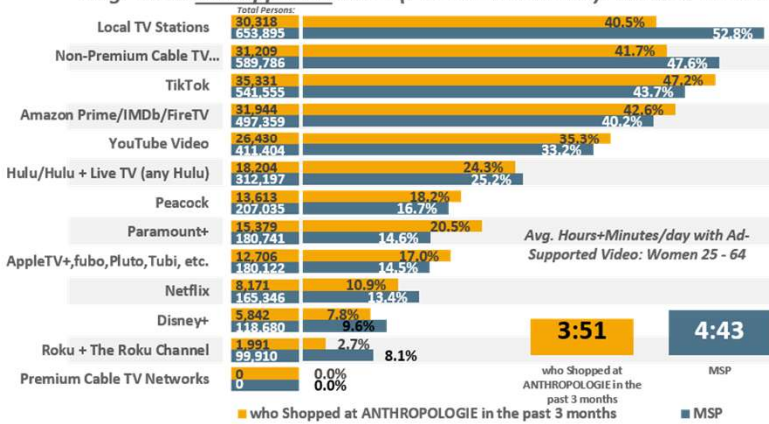
Avg. Week All Video (Persons & % Reach): Women 25 - 64



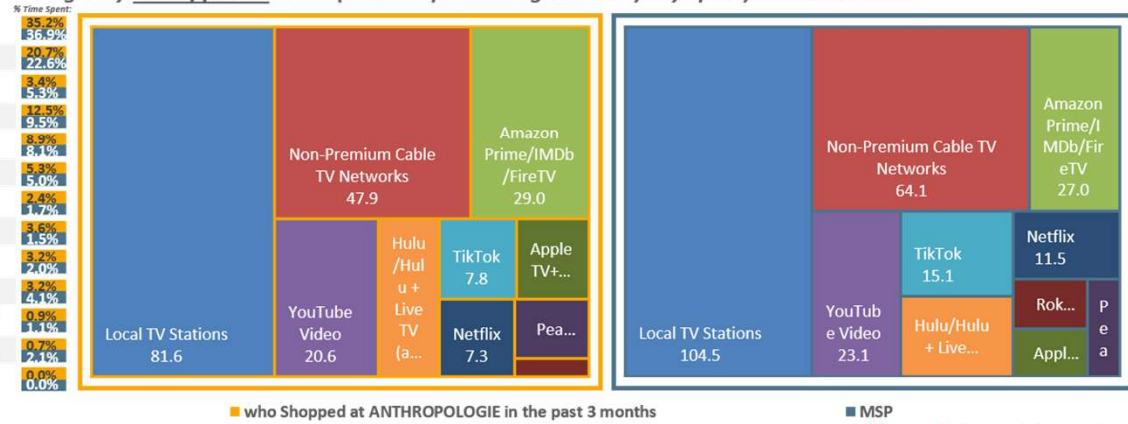
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



Avg. Week Ad-Supported Video (Persons & % Reach): Women 25 - 64



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 60
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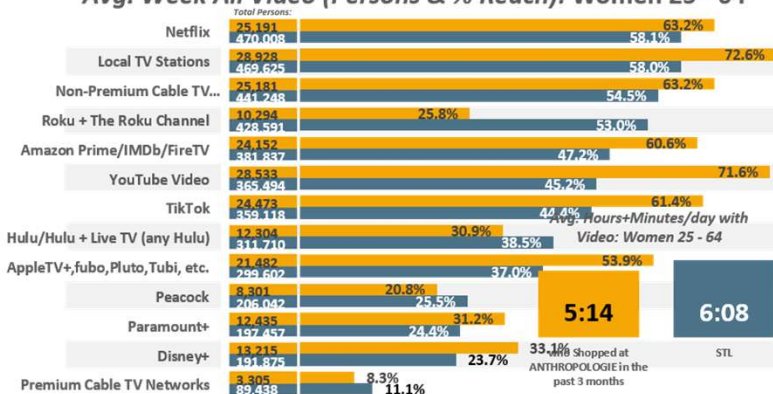
soefa.ai Share of Everything for Anything

Clothing stores shopped past 3 months: Anthropologie

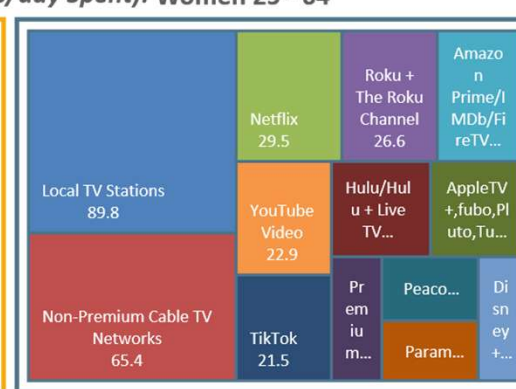
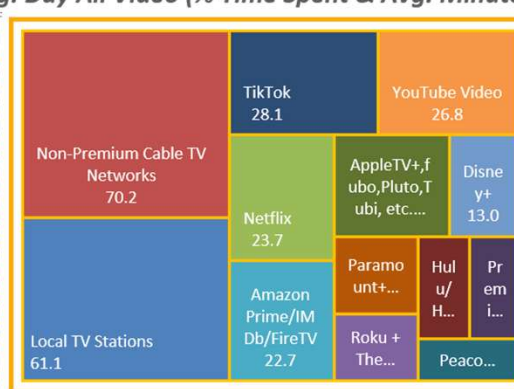


27,791 or 69.7% of Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months watch Ad-Supported Local TV Stations for an average of 53.4 minutes every day representing 21.3% of all time spent daily with Ad-Supported Video.

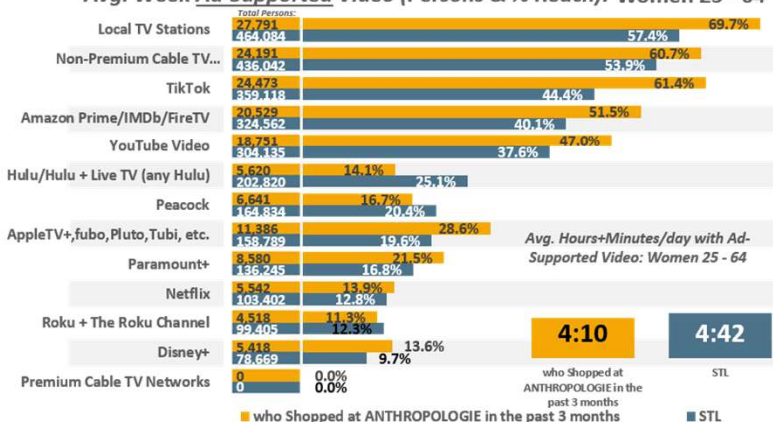
Avg. Week All Video (Persons & % Reach): Women 25 - 64



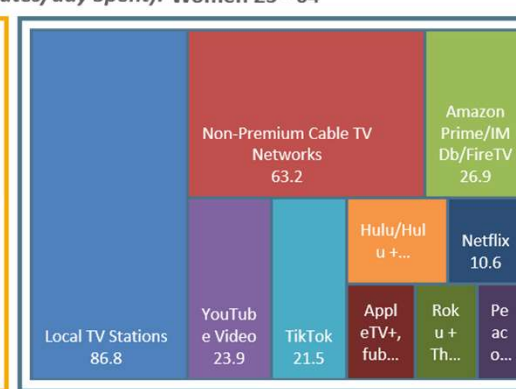
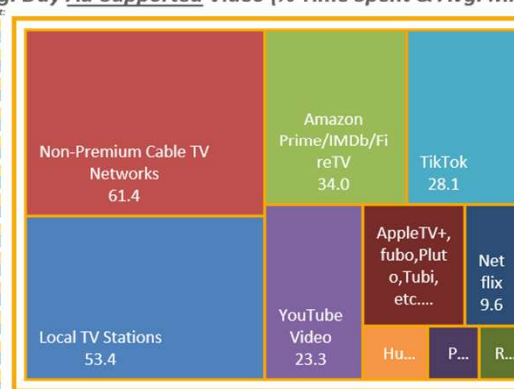
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



Avg. Week Ad-Supported Video (Persons & % Reach): Women 25 - 64



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64

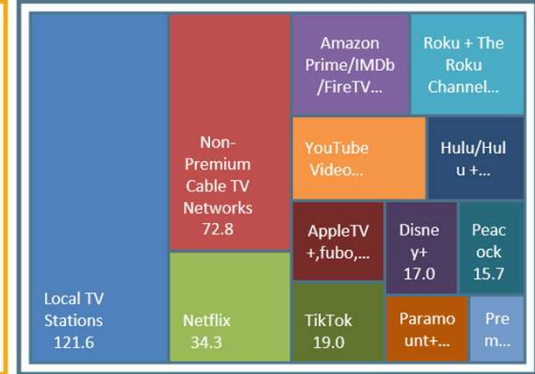
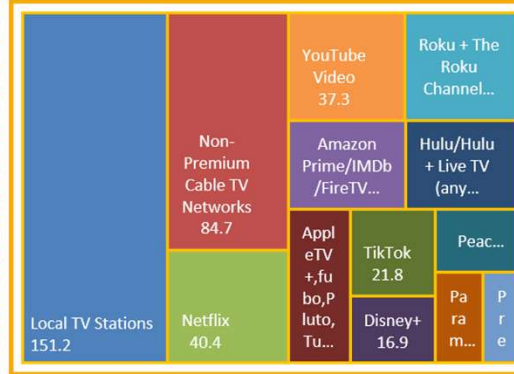
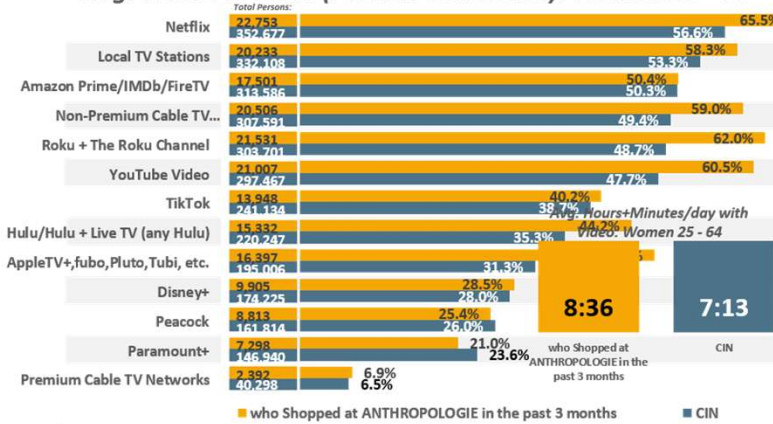




20,143 or 58.% of Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months watch Ad-Supported Local TV Stations for an average of 138.8 minutes every day representing 36.5% of all time spent daily with Ad-Supported Video.

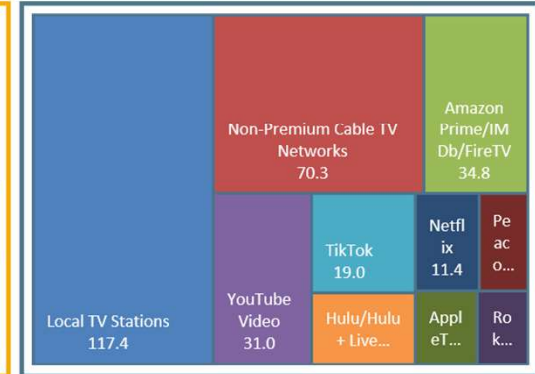
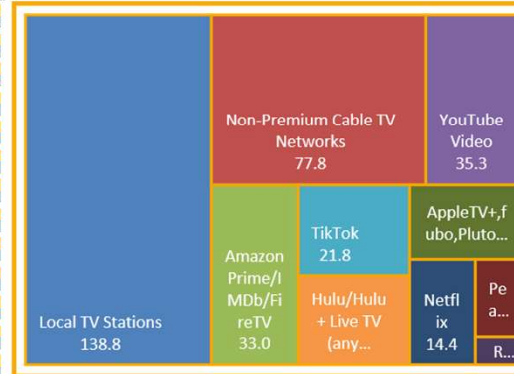
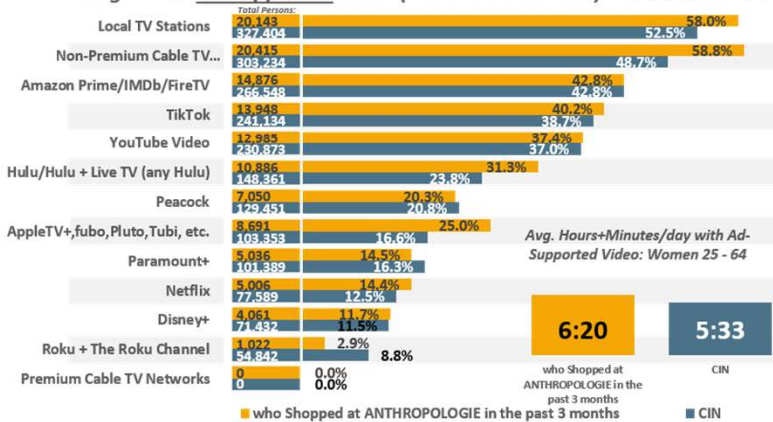
Avg. Week All Video (Persons & % Reach): Women 25 - 64

Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



Avg. Week Ad-Supported Video (Persons & % Reach): Women 25 - 64

Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64

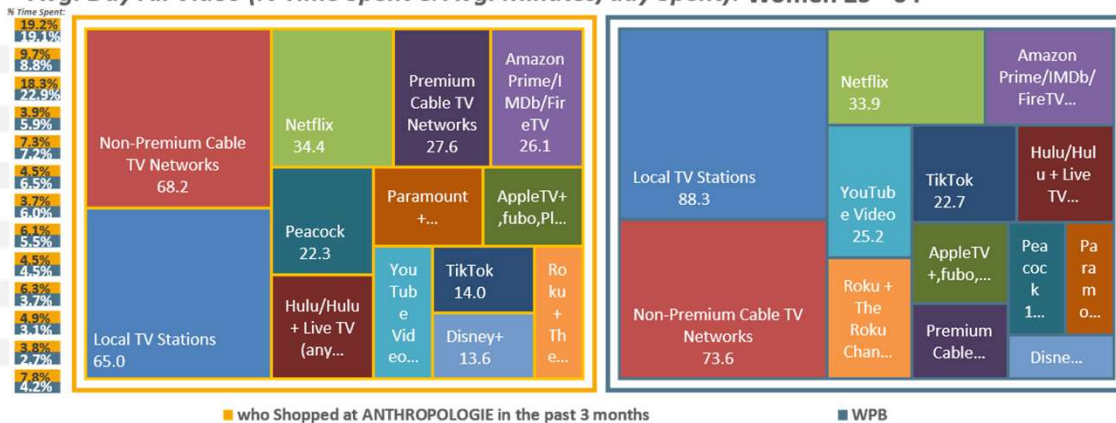
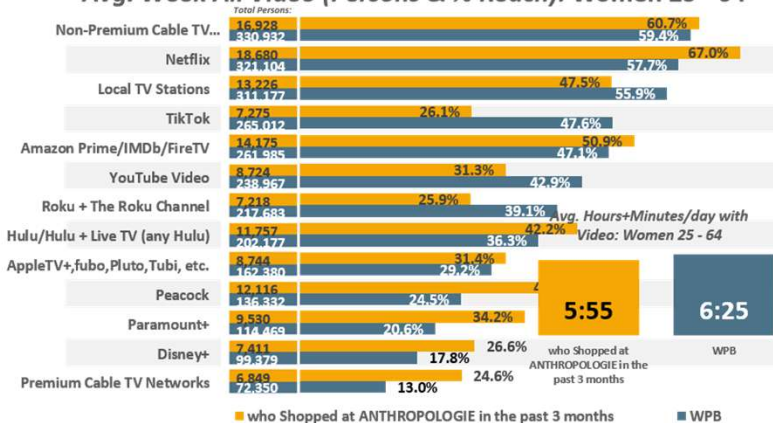




13,015 or 46.7% of Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months watch Ad-Supported Local TV Stations for an average of 57.9 minutes every day representing 21.5% of all time spent daily with Ad-Supported Video.

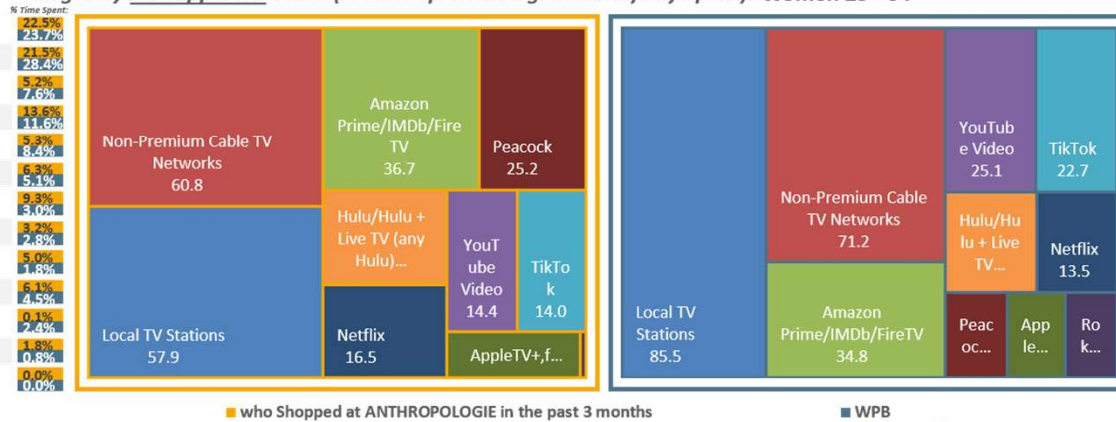
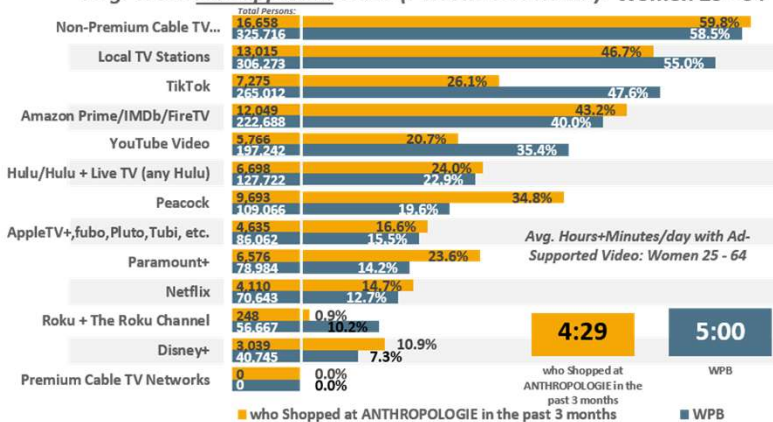
Avg. Week All Video (Persons & % Reach): Women 25 - 64

Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



Avg. Week Ad-Supported Video (Persons & % Reach): Women 25 - 64

Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



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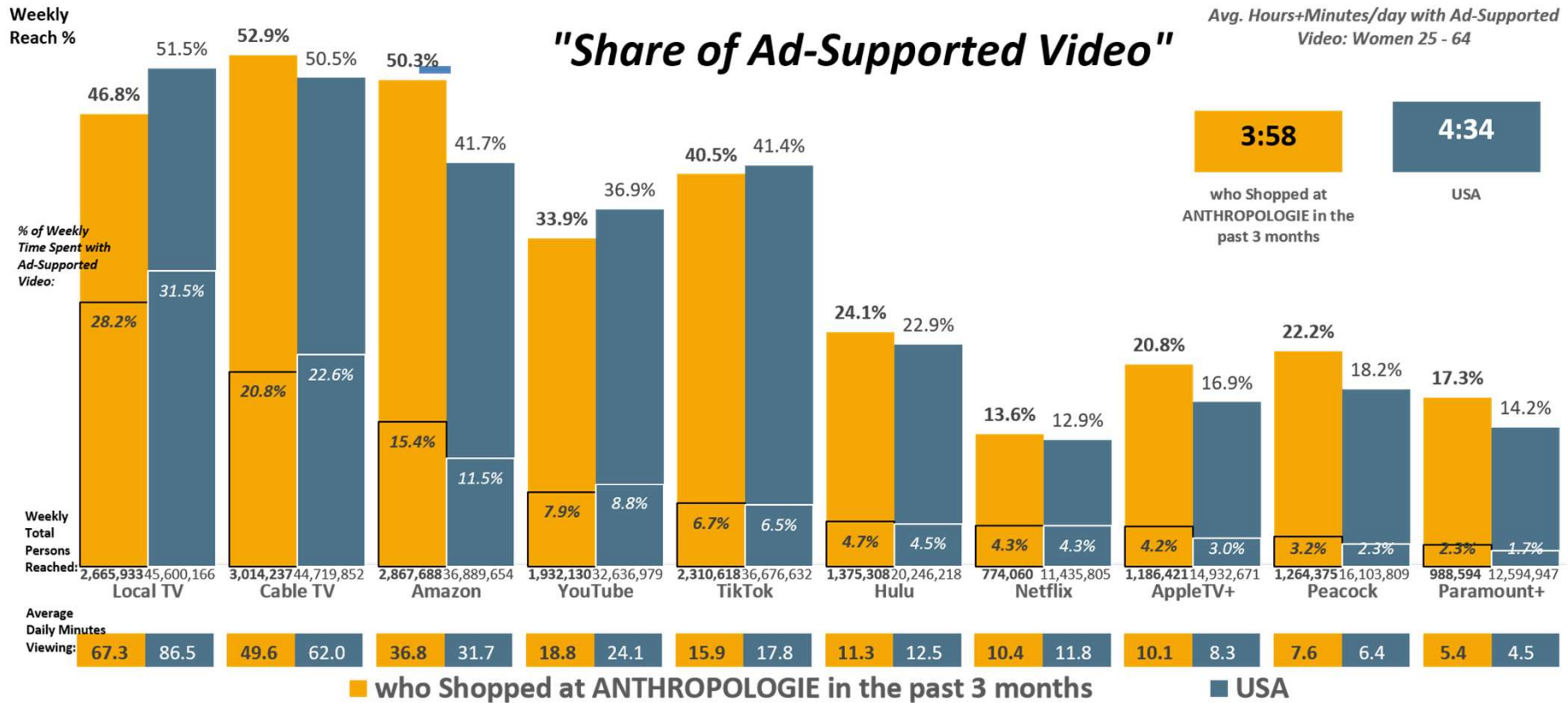
soefa.ai Share of Everything for Anything

Clothing stores shopped past 3 months: Anthropologie



2,665,933 or 46.8% of Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months watch Ad-Supported Local TV Stations for an average of 67.3 minutes every day representing 28.2% of all time spent daily with Ad-Supported Video.

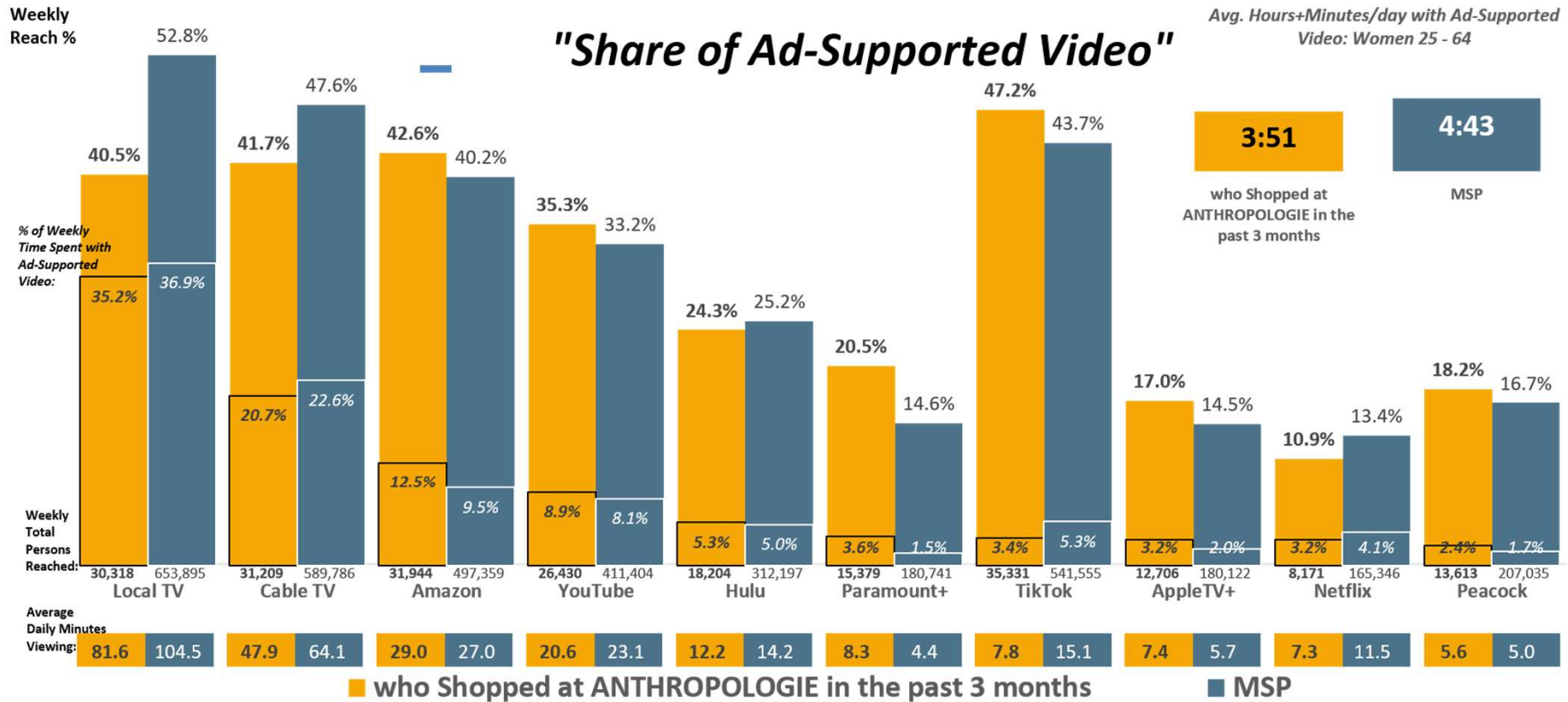
"Share of Ad-Supported Video"

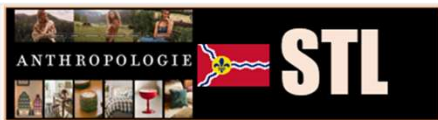




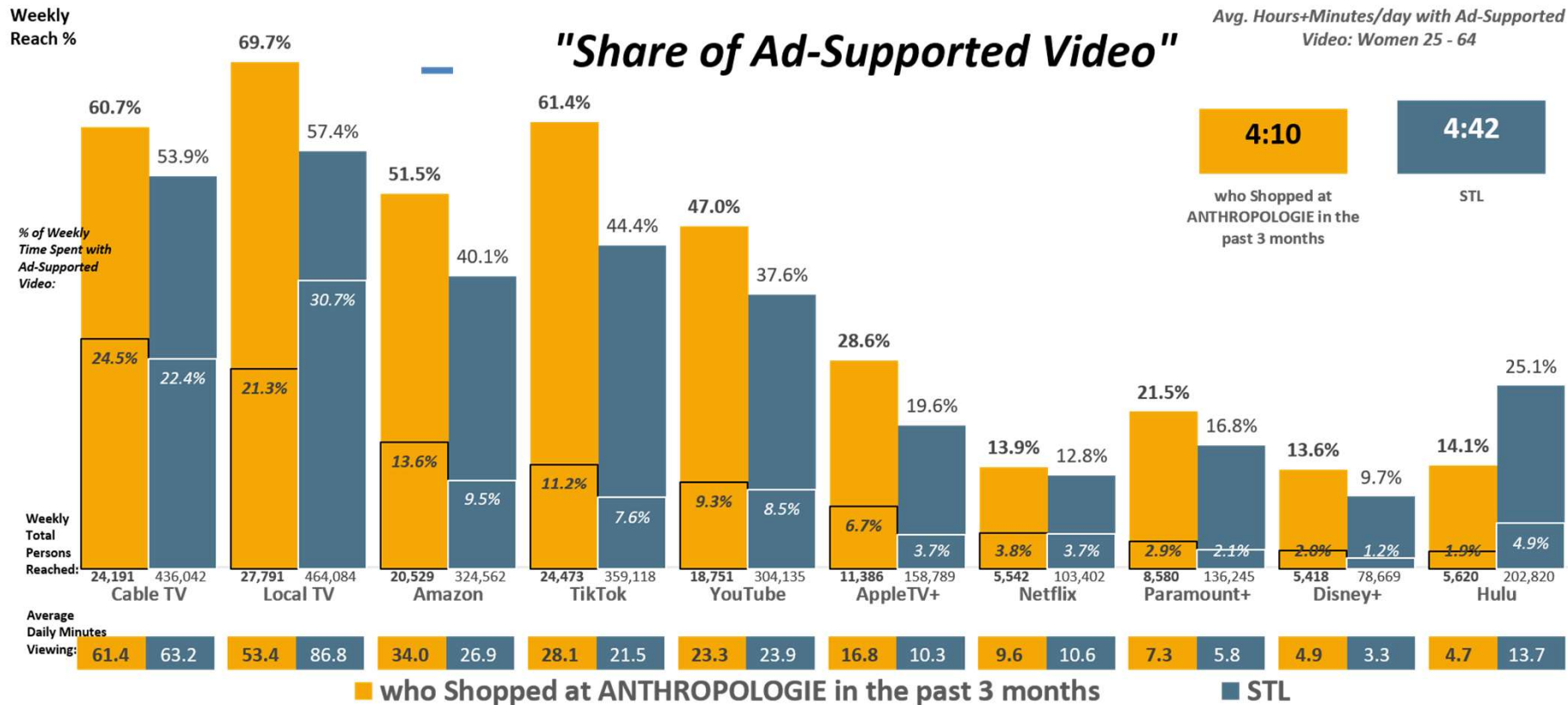
30,318 or 40.5% of Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months watch Ad-Supported Local TV Stations for an average of 81.6 minutes every day representing 35.2% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"





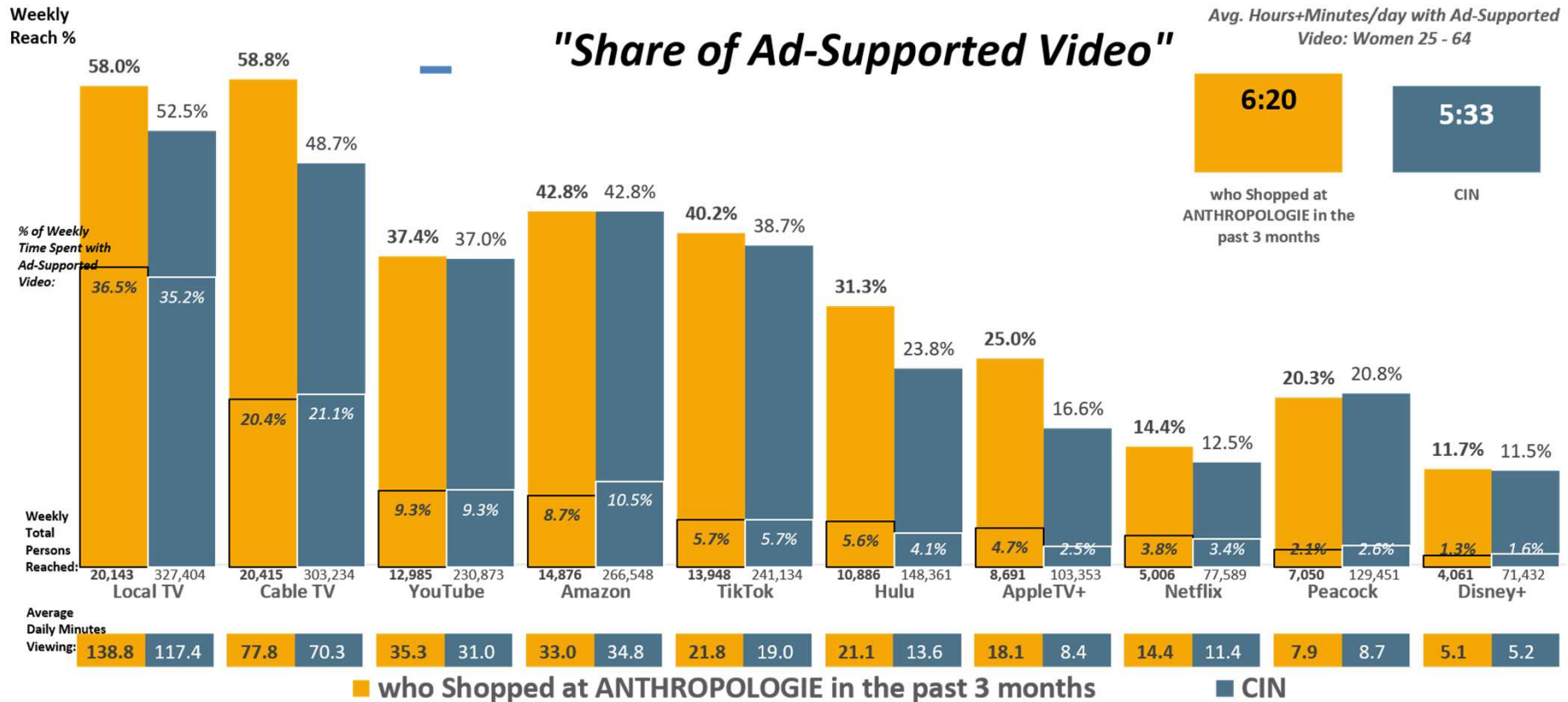
27,791 or 69.7% of Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months watch Ad-Supported Local TV Stations for an average of 53.4 minutes every day representing 21.3% of all time spent daily with Ad-Supported Video.





20,143 or 58.0% of Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months watch Ad-Supported Local TV Stations for an average of 138.8 minutes every day representing 36.5% of all time spent daily with Ad-Supported Video.

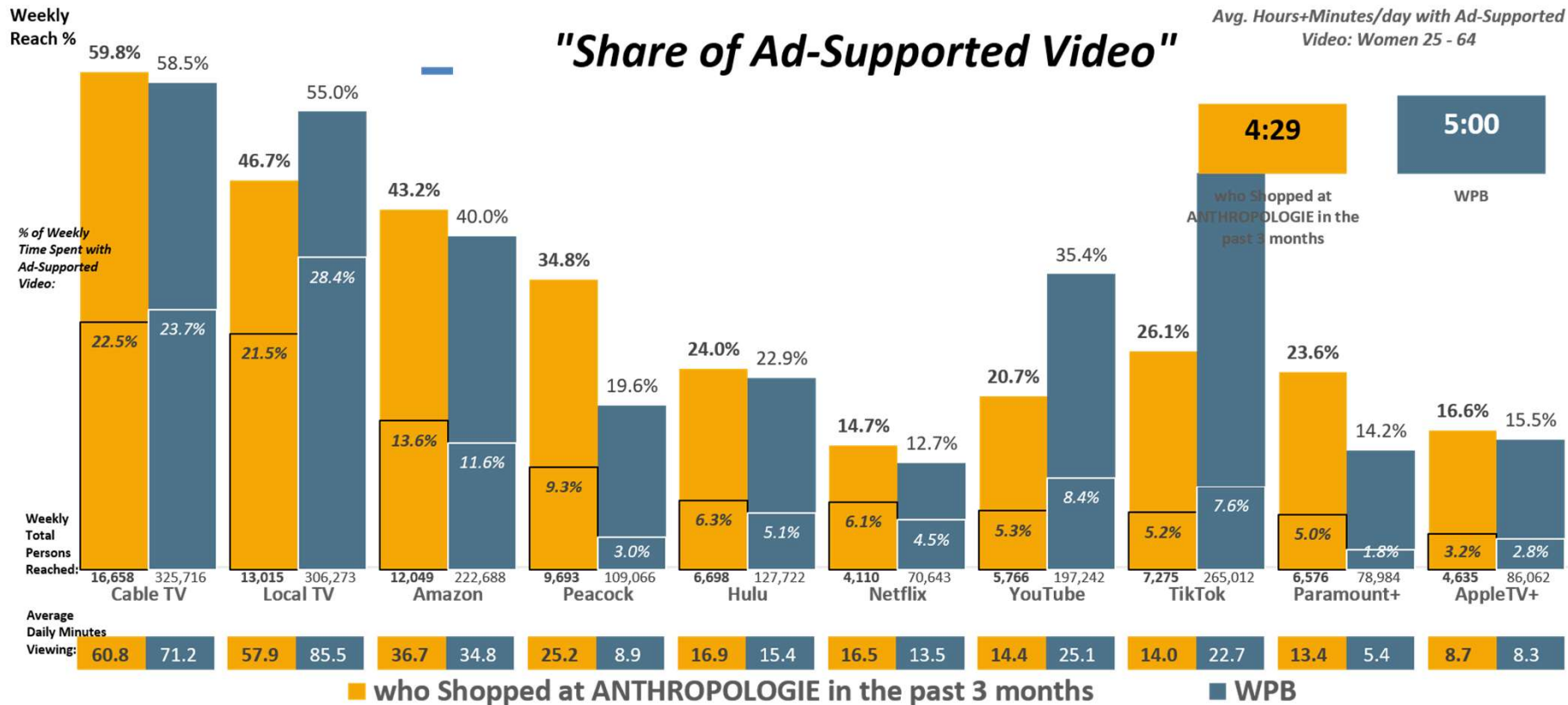
"Share of Ad-Supported Video"





13,015 or 46.7% of Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months watch Ad-Supported Local TV Stations for an average of 57.9 minutes every day representing 21.5% of all time spent daily with Ad-Supported Video.

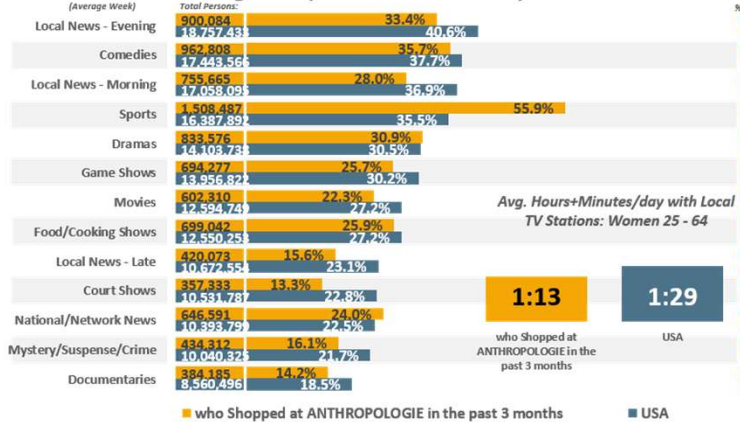
"Share of Ad-Supported Video"



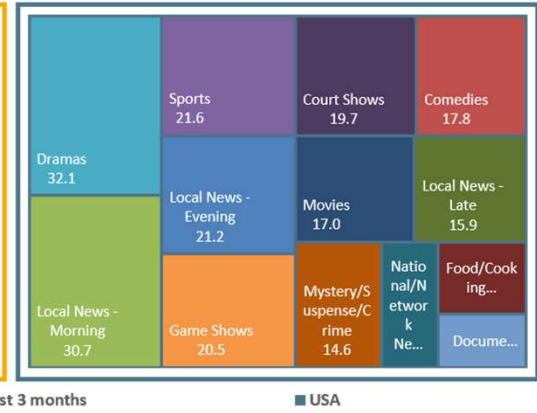
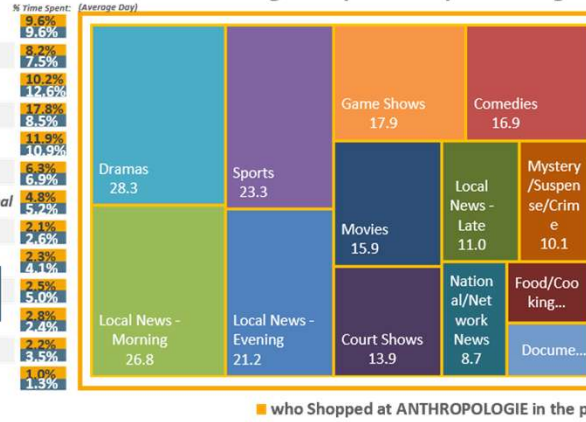


2,665,933 or 46.8% of Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Local News - Evening, Dramas, Local News - Morning, and Game Shows.

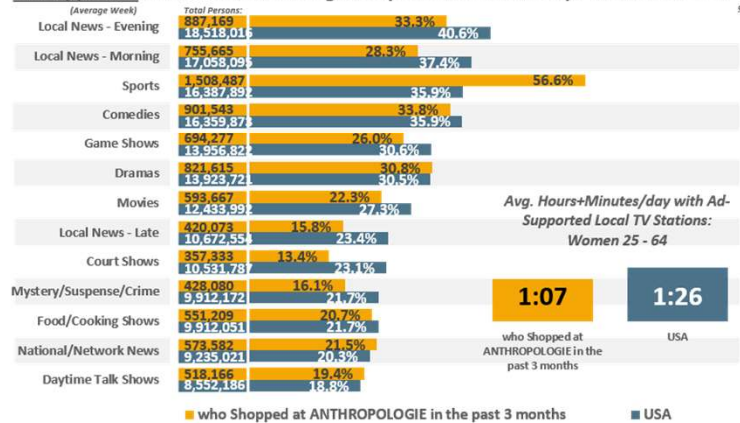
Local TV Station Programs (Persons & % Reach): Women 25 - 64



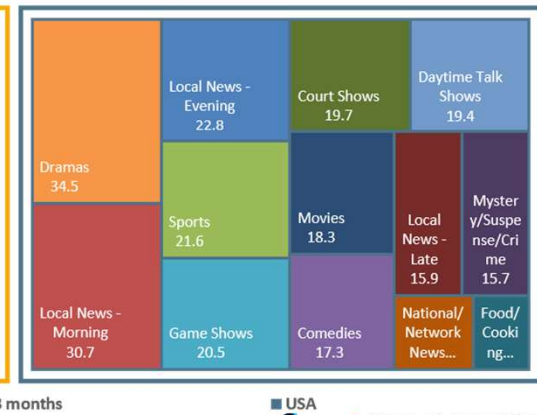
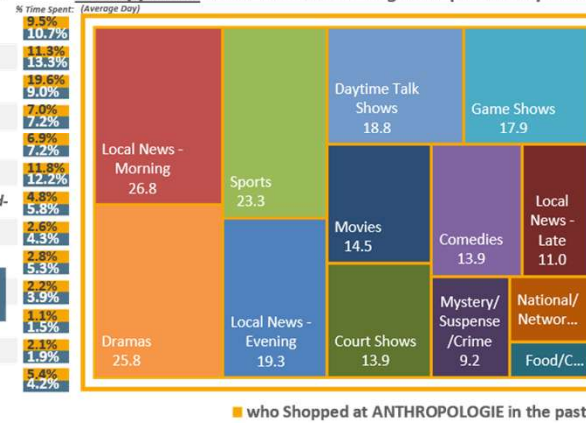
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



Ad-Supported Local TV Station Programs (Persons & % Reach): Women 25 - 64



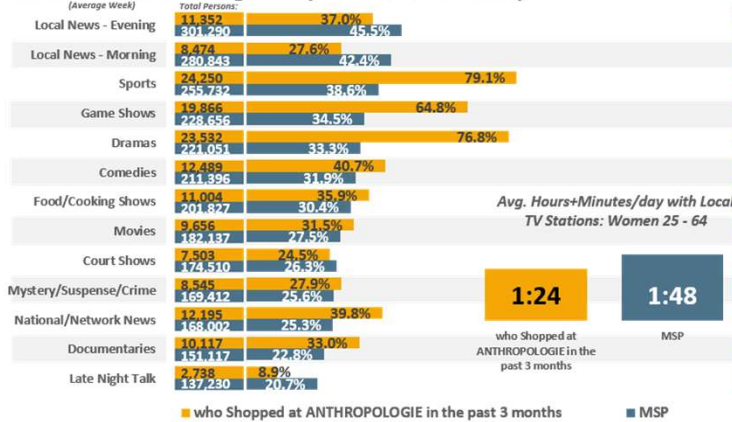
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



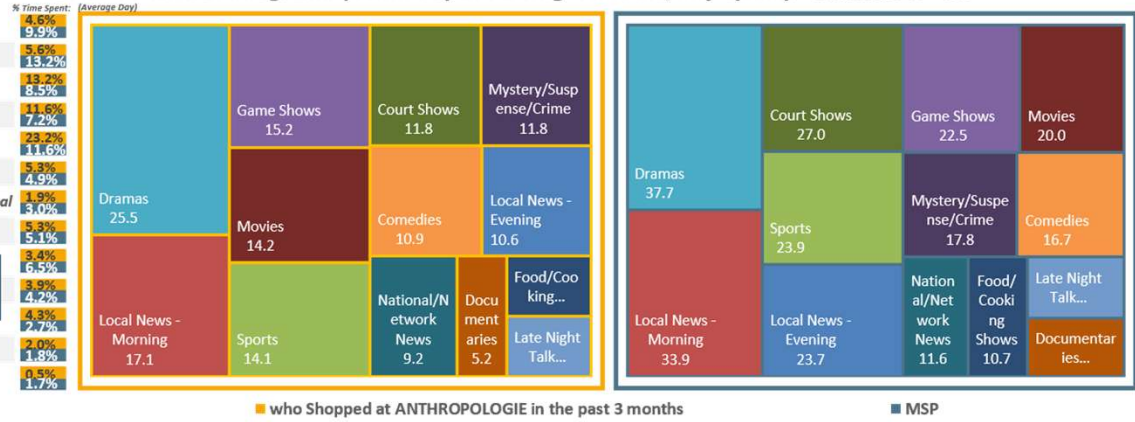


30,318 or 40.5% of Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Dramas, Game Shows, Reality - Dating, Comedies, and Local News - Evening.

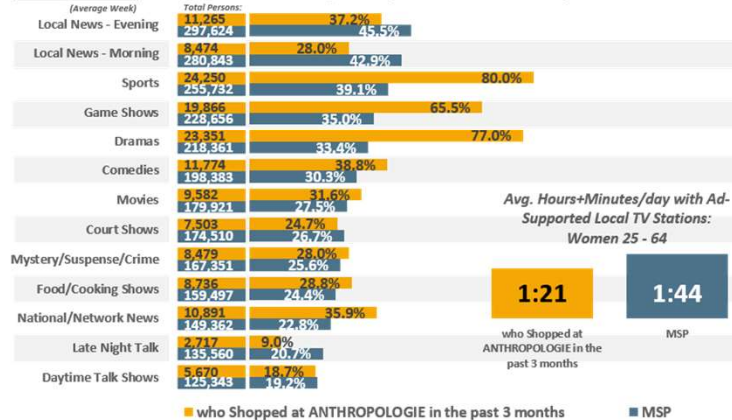
Local TV Station Programs (Persons & % Reach): Women 25 - 64



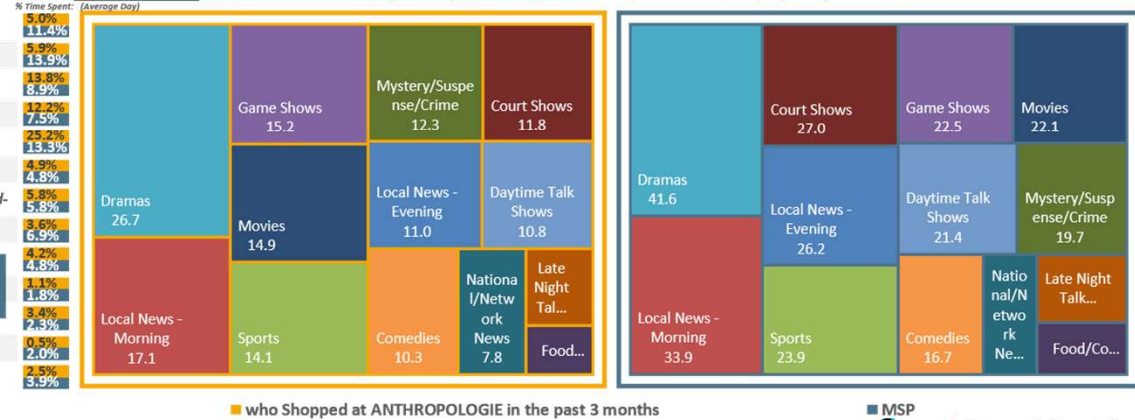
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



Ad-Supported Local TV Station Programs (Persons & % Reach): Women 25 - 64



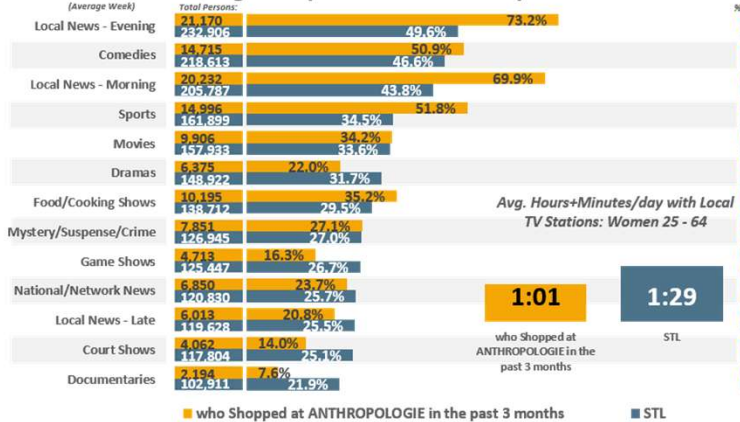
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



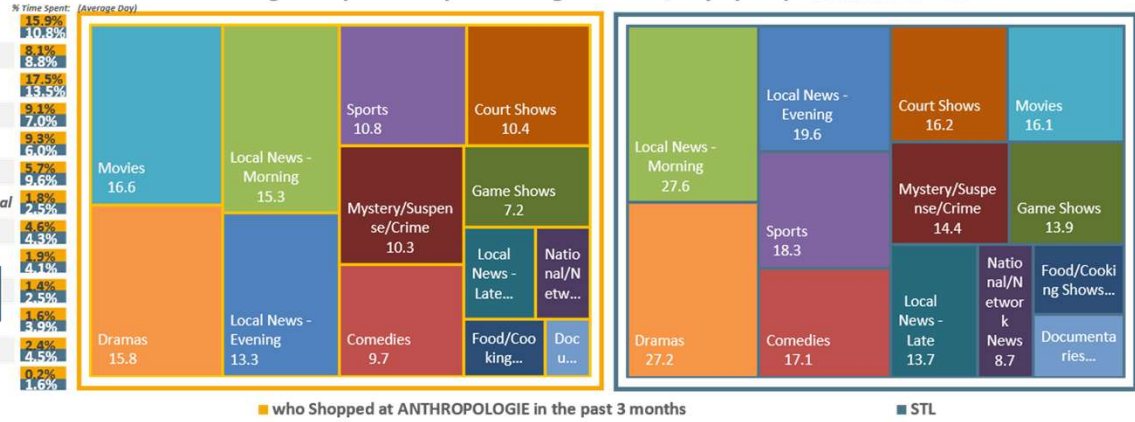


27,791 or 69.7% of Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Local News - Morning, Sports, Comedies, Daytime Talk Shows, and Movies.

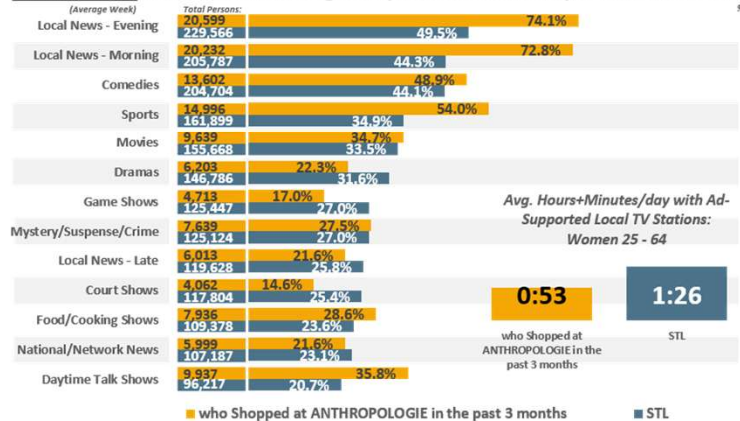
Local TV Station Programs (Persons & % Reach): Women 25 - 64



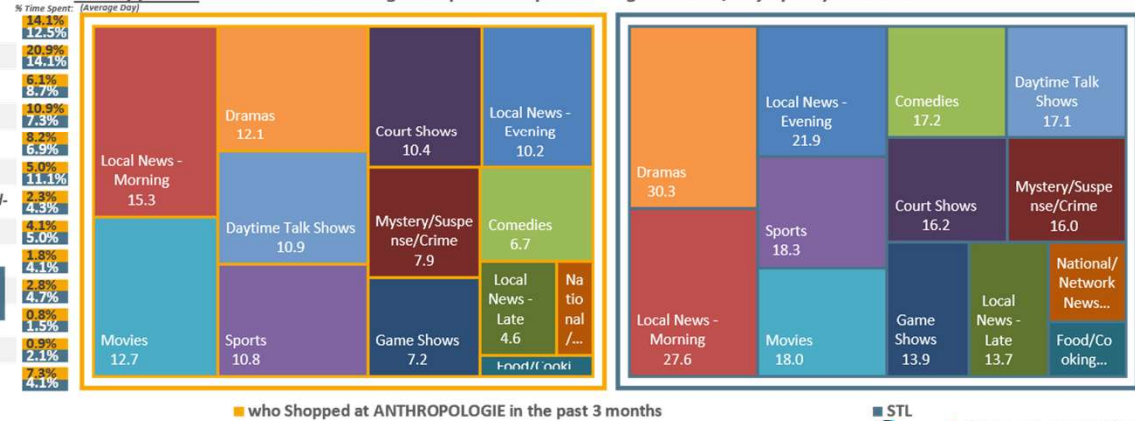
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



Ad-Supported Local TV Station Programs (Persons & % Reach): Women 25 - 64



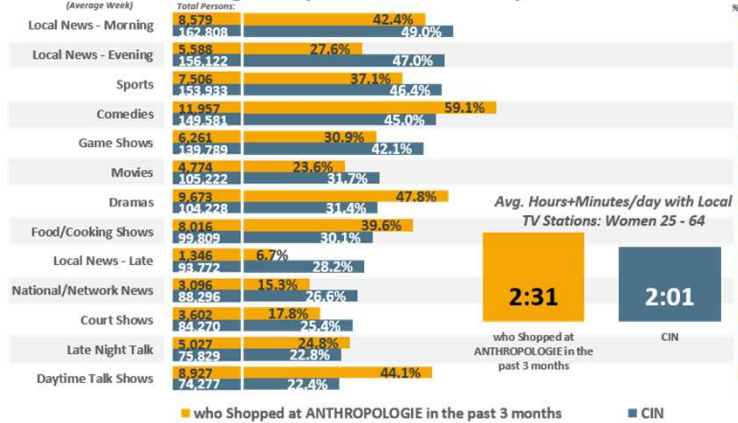
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



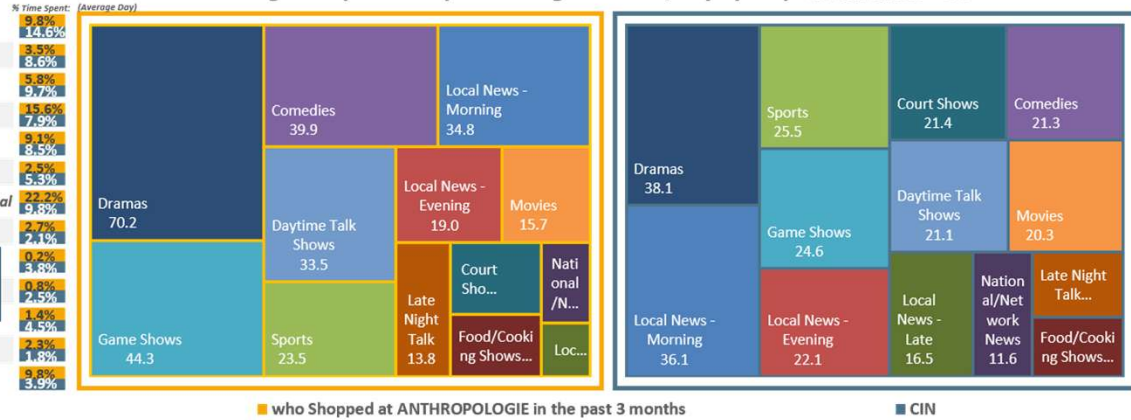


20,143 or 58.% of Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Dramas, Daytime Talk Shows, Local News - Morning, Sports, and Food/Cooking Shows.

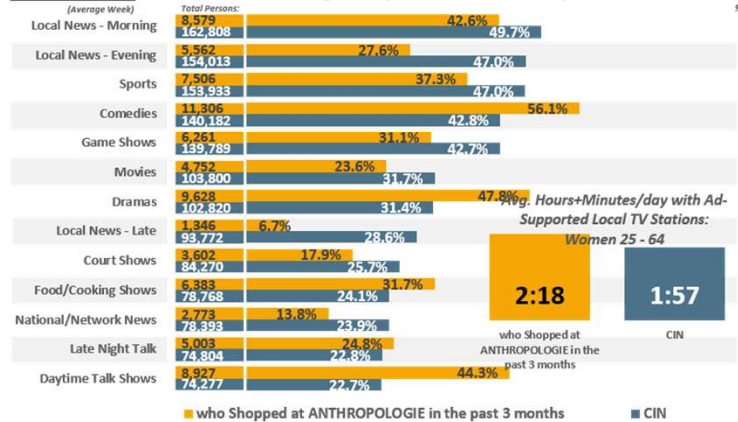
Local TV Station Programs (Persons & % Reach): Women 25 - 64



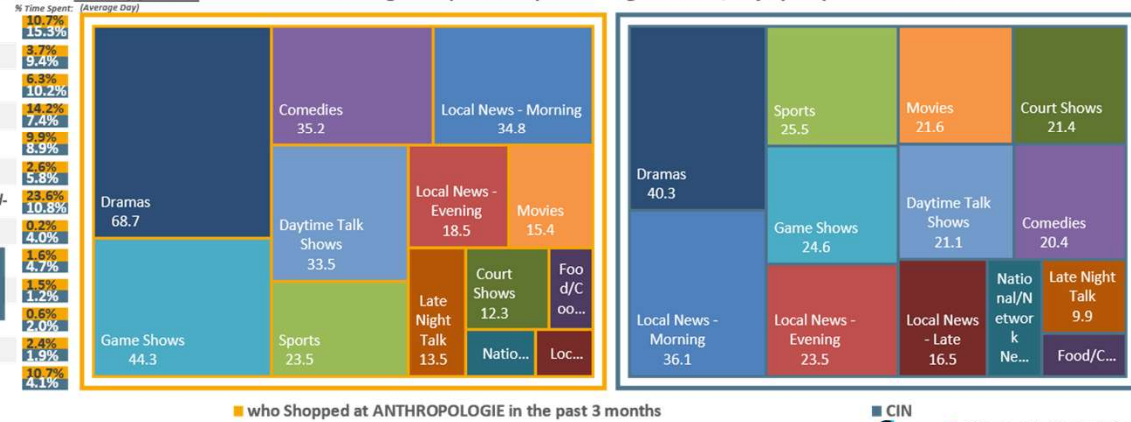
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



Ad-Supported Local TV Station Programs (Persons & % Reach): Women 25 - 64



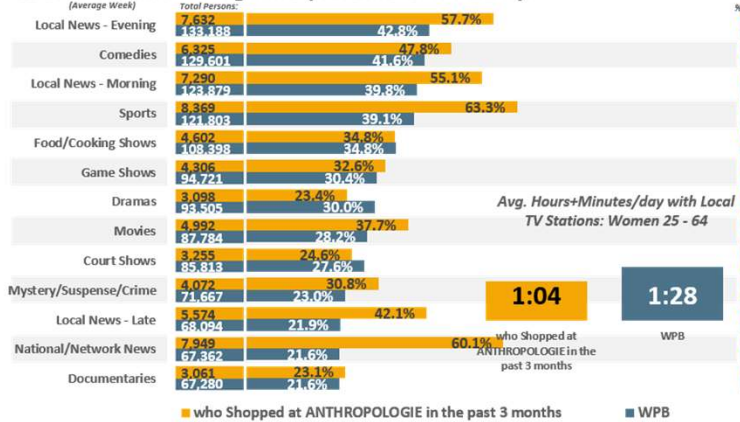
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



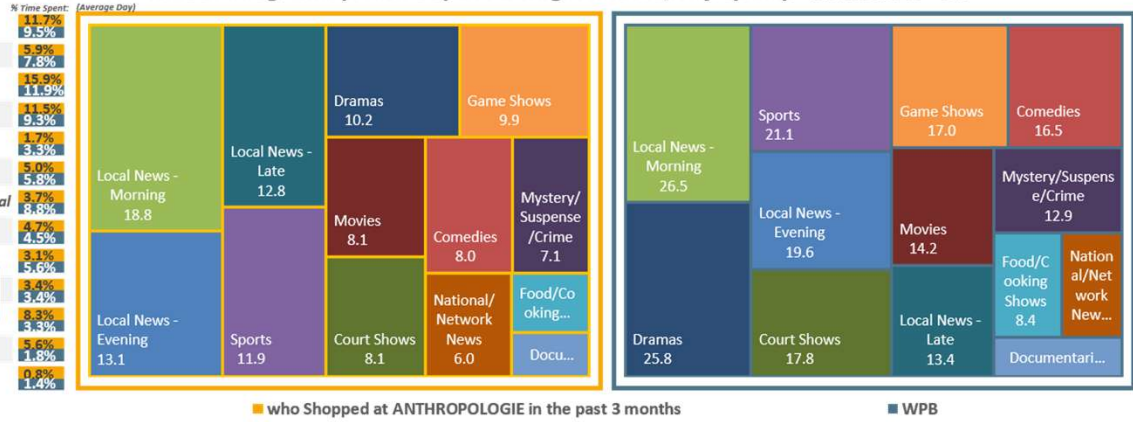


13,015 or 46.7% of Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, National/Network News, Comedies, and Local News - Late.

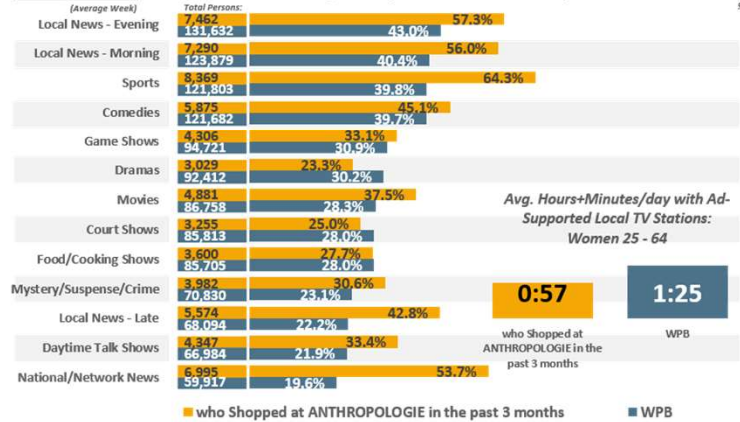
Local TV Station Programs (Persons & % Reach): Women 25 - 64



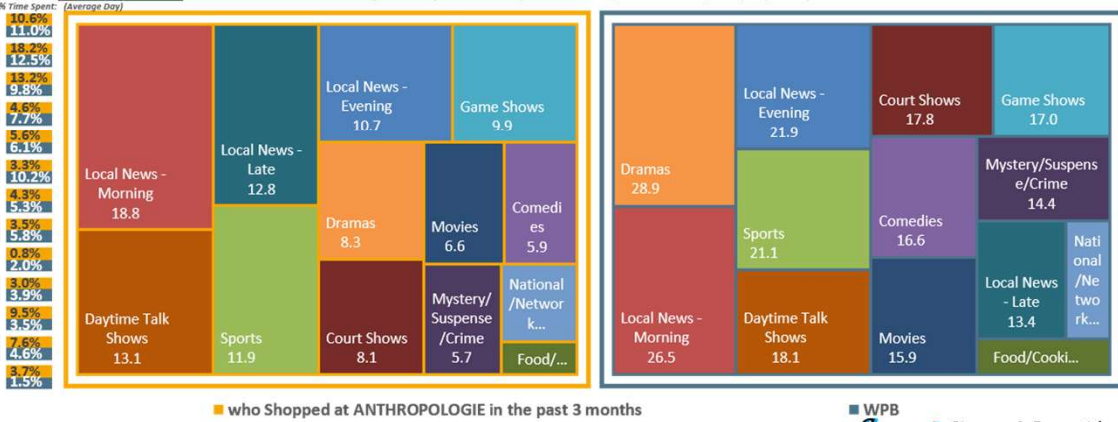
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



Ad-Supported Local TV Station Programs (Persons & % Reach): Women 25 - 64



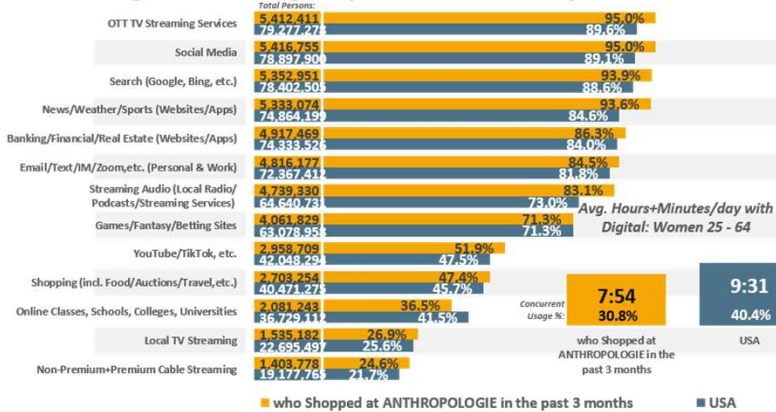
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



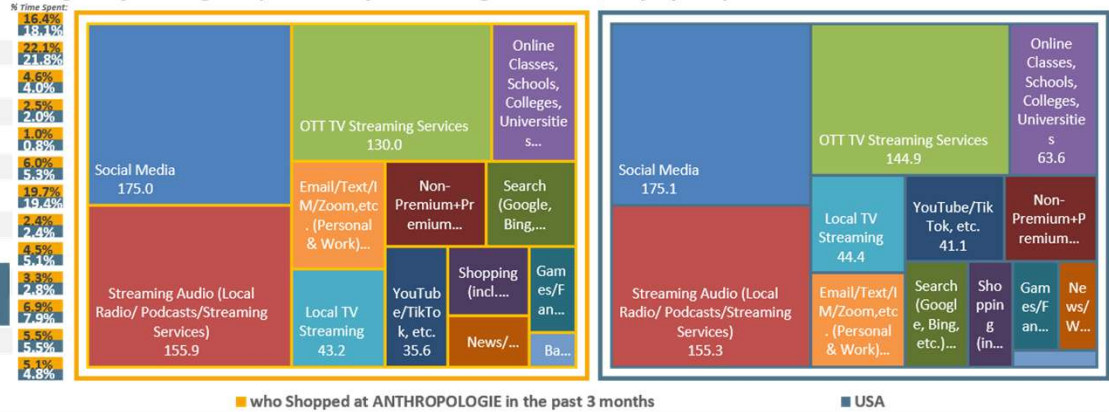


4,969,566 or 87.2% of Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months use Ad-Supported Social Media for an average of 161. minutes every day representing 28.3% of all time spent daily with Ad-Supported Digital Media.

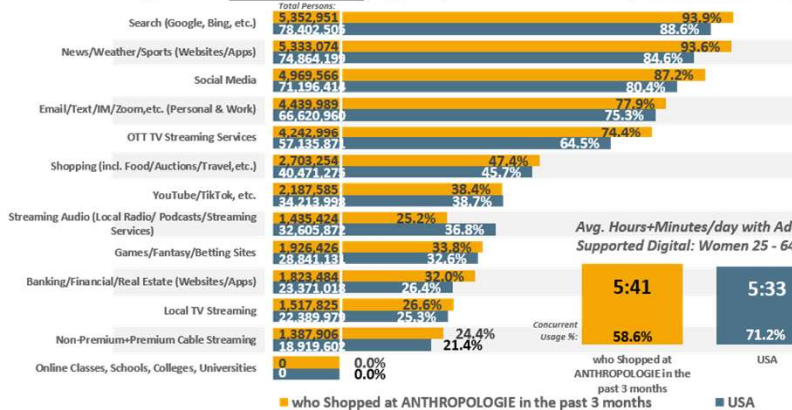
Avg. Week All Digital (Persons & % Reach): Women 25 - 64



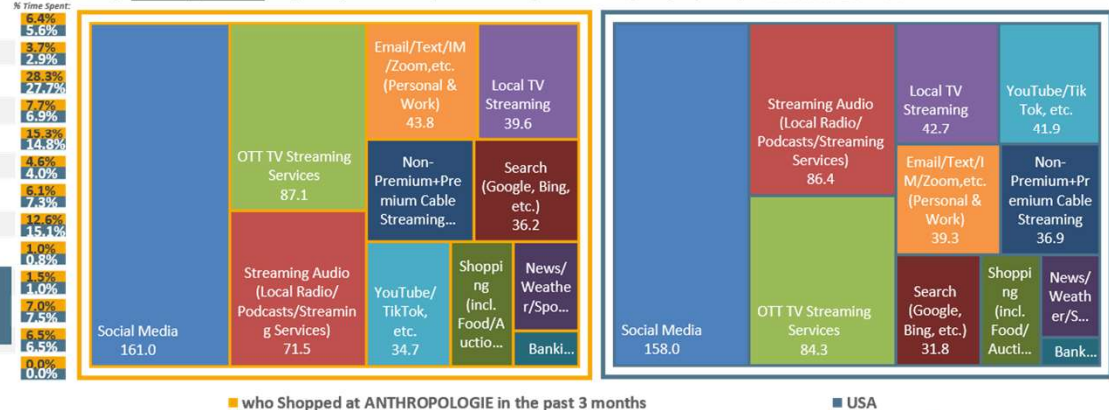
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



Avg. Week Ad-Supported Digital (Persons & % Reach): Women 25 - 64



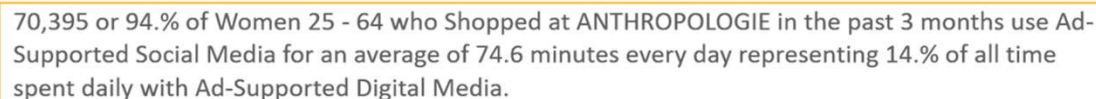
Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



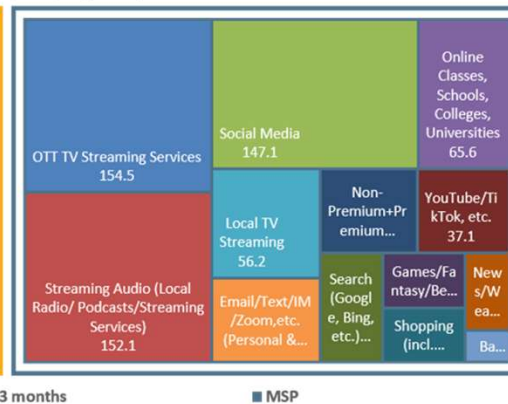
USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 1,086
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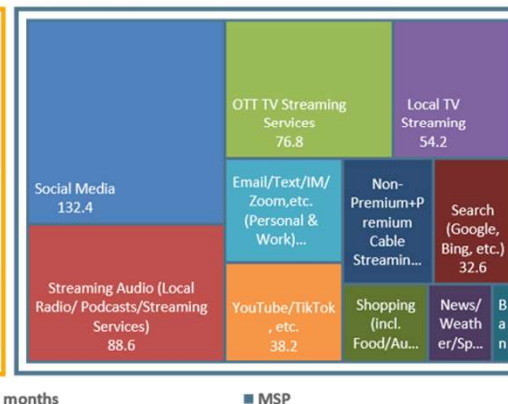
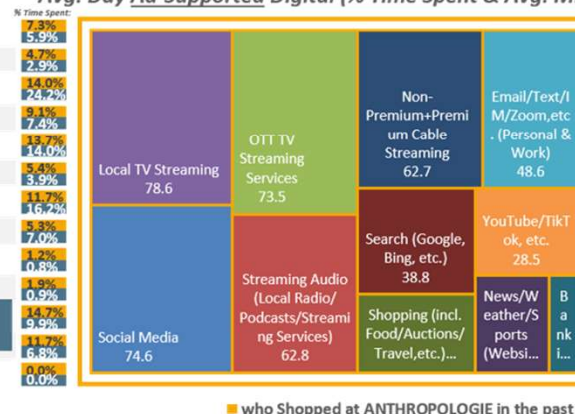
Clothing stores shopped past 3 months: Anthropologie



Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64

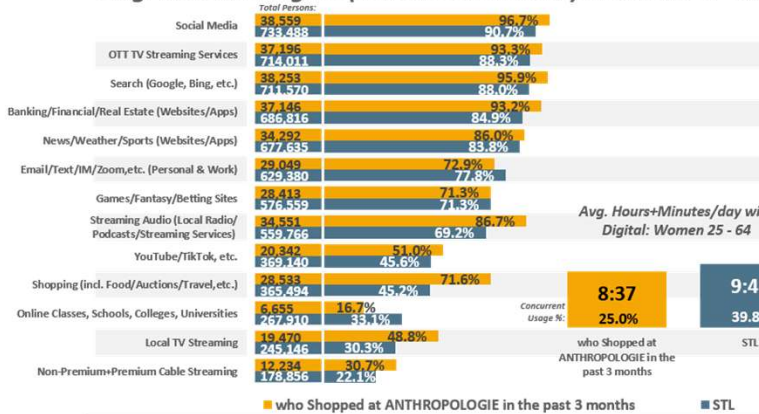


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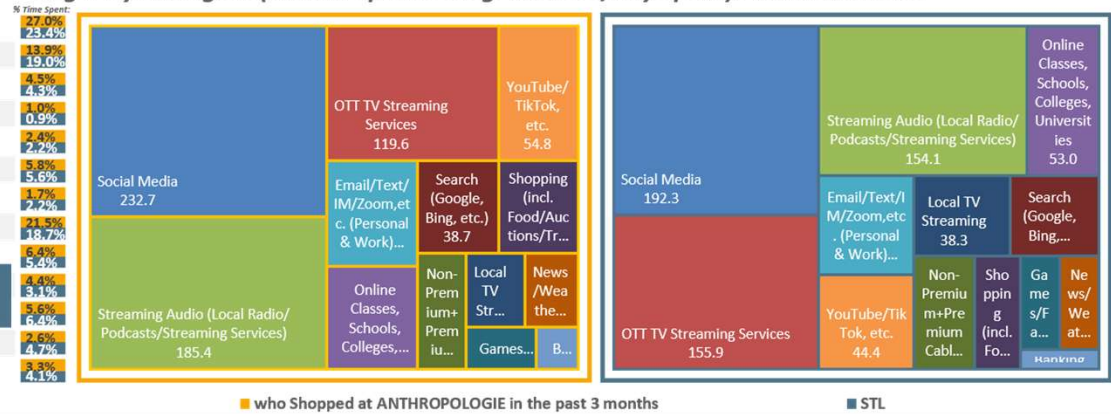


37,456 or 93.9% of Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months use Ad-Supported Social Media for an average of 214.1 minutes every day representing 31.8% of all time spent daily with Ad-Supported Digital Media.

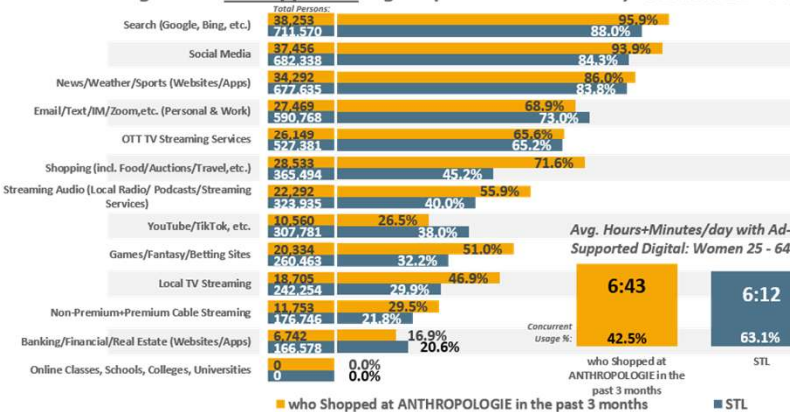
Avg. Week All Digital (Persons & % Reach): Women 25 - 64



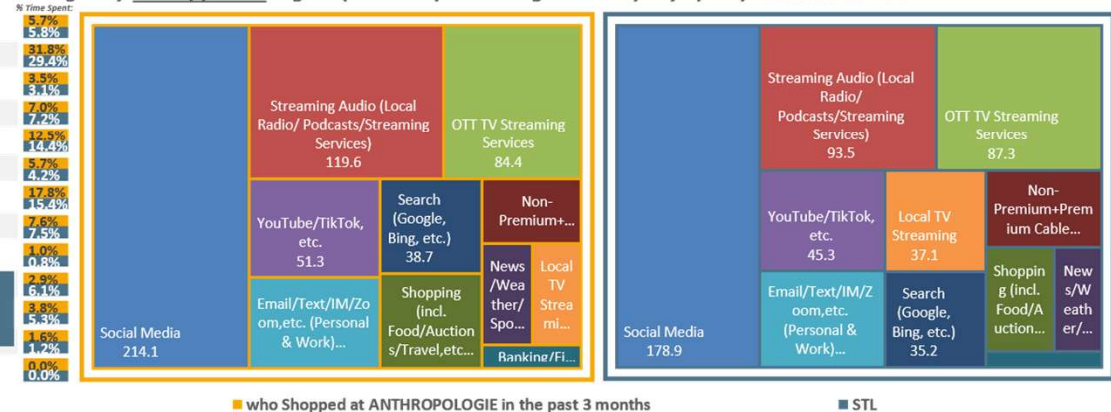
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



Avg. Week Ad-Supported Digital (Persons & % Reach): Women 25 - 64



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 67
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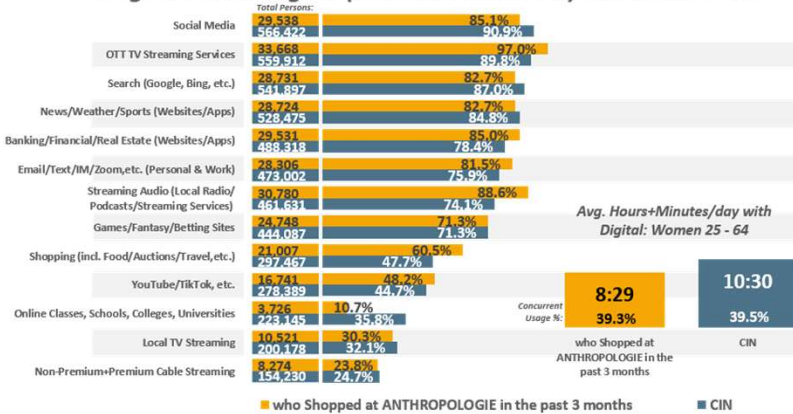
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Clothing stores shopped past 3 months: Anthropologie

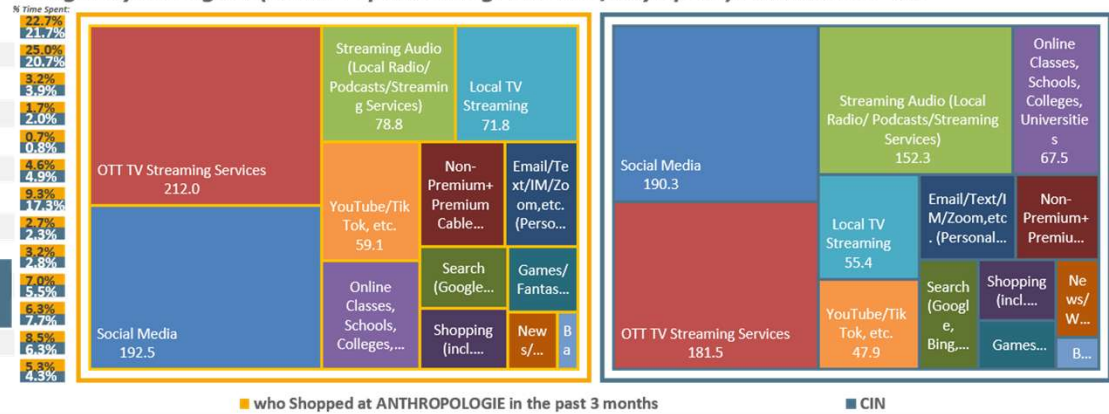


24,560 or 70.7% of Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months use Ad-Supported Social Media for an average of 177.1 minutes every day representing 30.% of all time spent daily with Ad-Supported Digital Media.

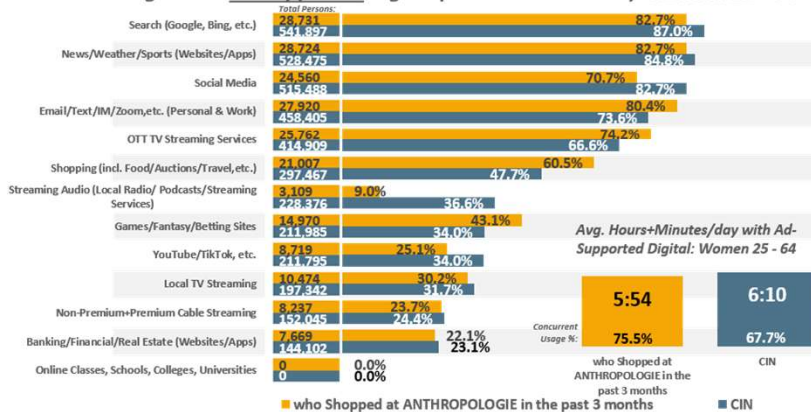
Avg. Week All Digital (Persons & % Reach): Women 25 - 64



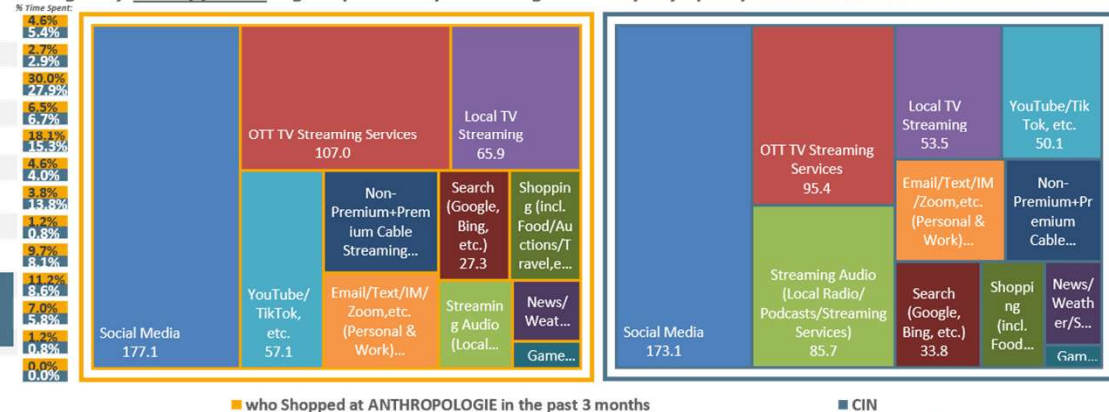
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64

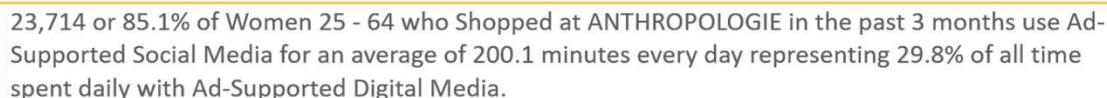


Avg. Week Ad-Supported Digital (Persons & % Reach): Women 25 - 64

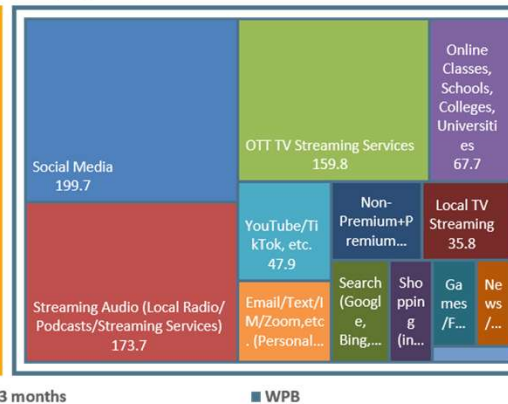
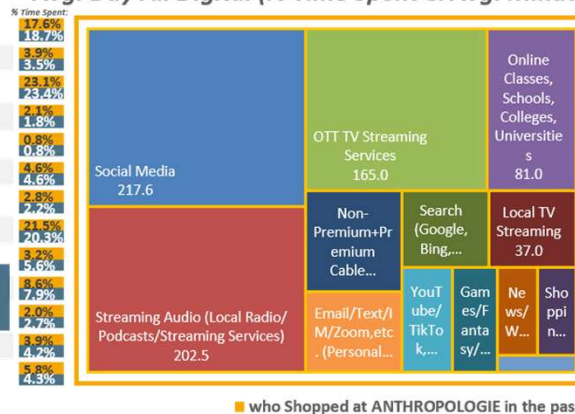


Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64

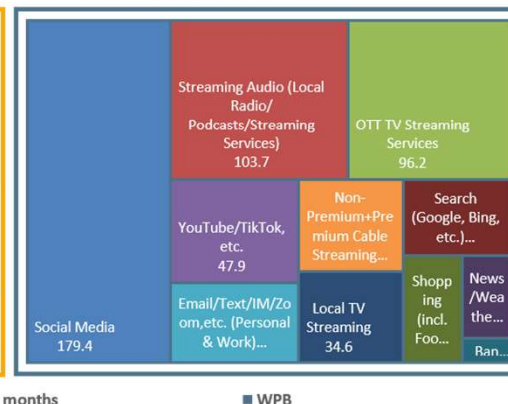
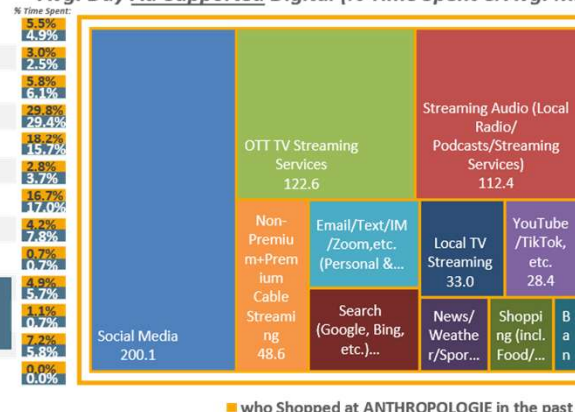




Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64

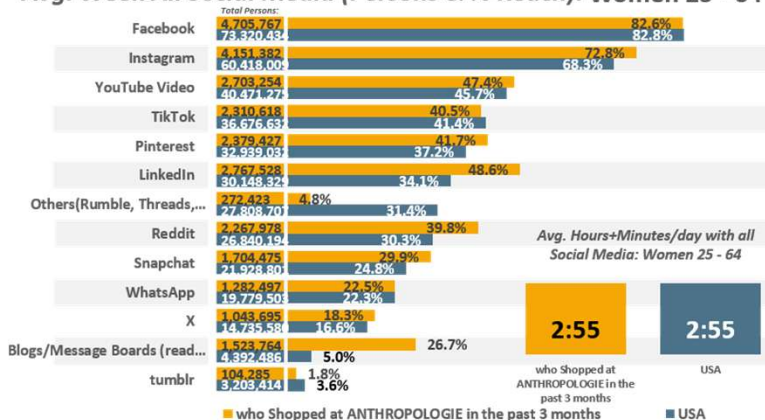


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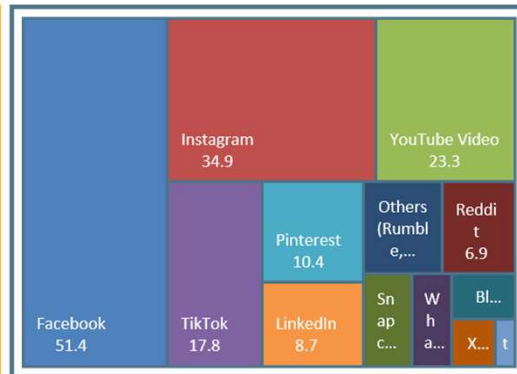
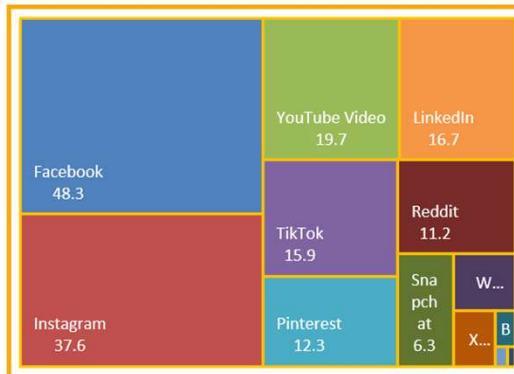


4,705,767 or 82.6% of Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months use Ad-Supported Facebook for an average of 56.1 minutes every day representing 35.0% of all time spent daily with Ad-Supported Social Media.

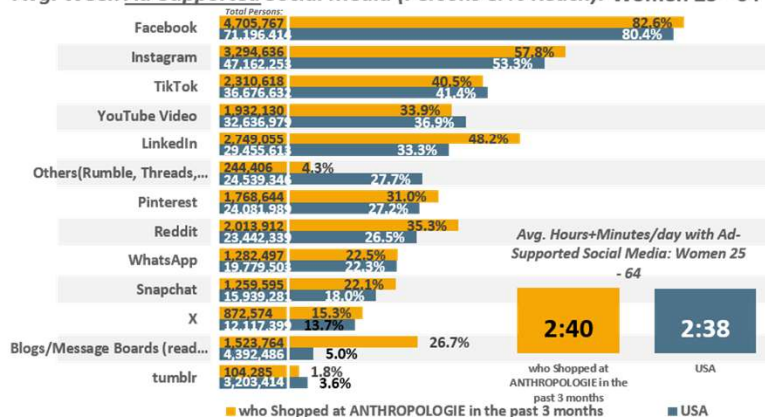
Avg. Week All Social Media (Persons & % Reach): Women 25 - 64



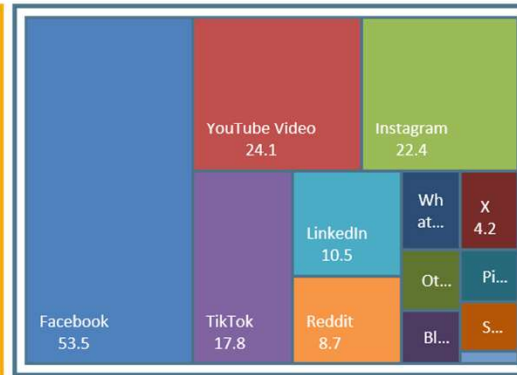
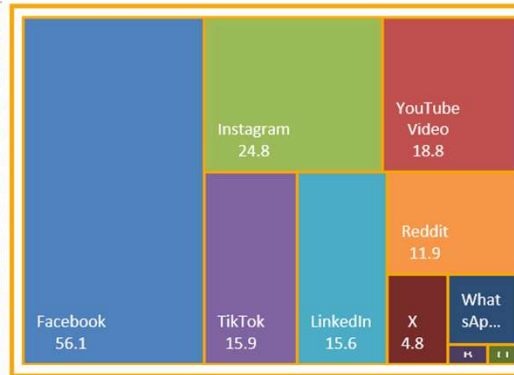
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



Avg. Week Ad-Supported Social Media (Persons & % Reach): Women 25 - 64



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



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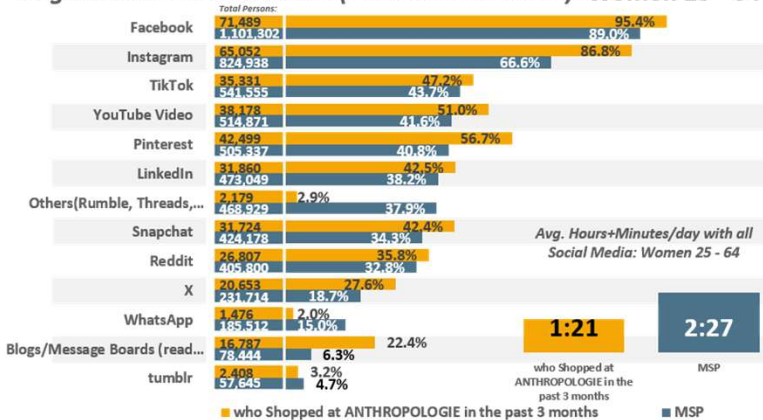
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Clothing stores shopped past 3 months: Anthropologie

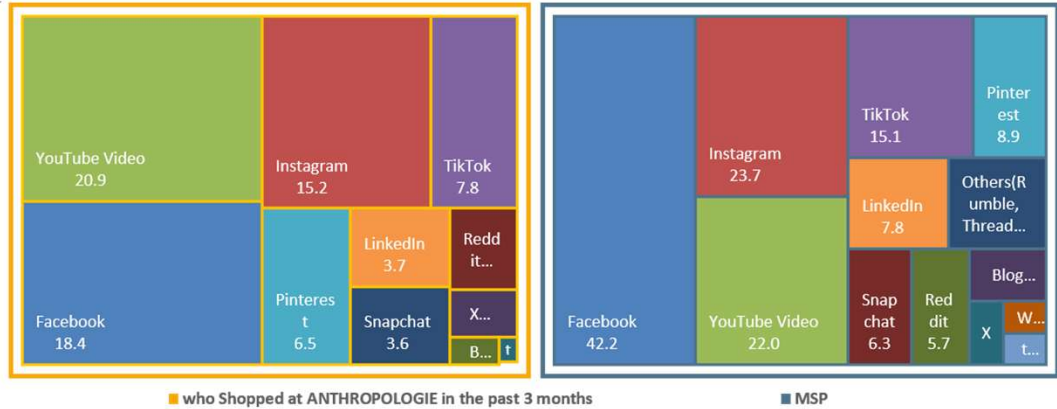


70,395 or 94.% of Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months use Ad-Supported Facebook for an average of 22.4 minutes every day representing 28.9% of all time spent daily with Ad-Supported Social Media.

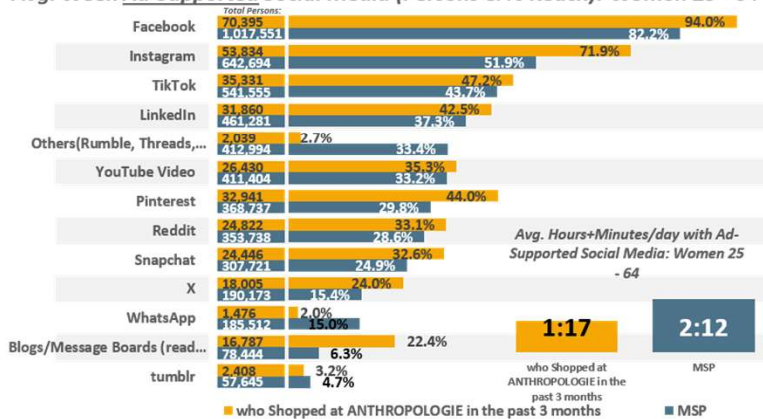
Avg. Week All Social Media (Persons & % Reach): Women 25 - 64



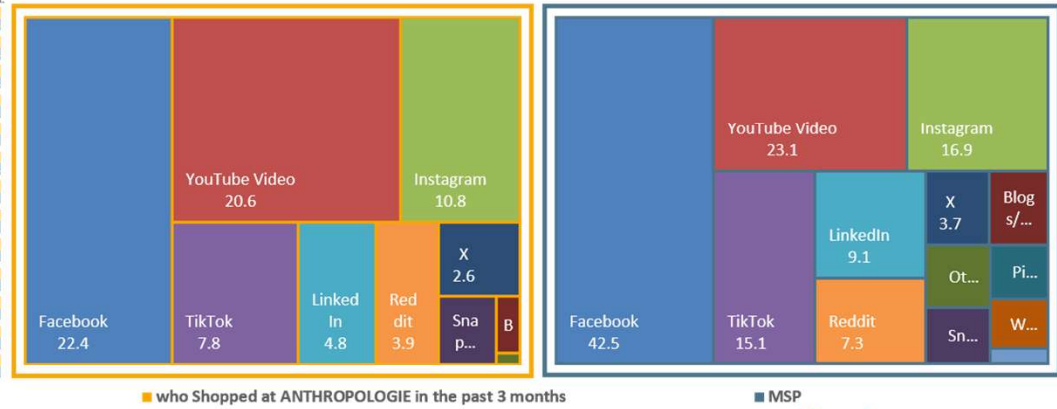
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



Avg. Week Ad-Supported Social Media (Persons & % Reach): Women 25 - 64



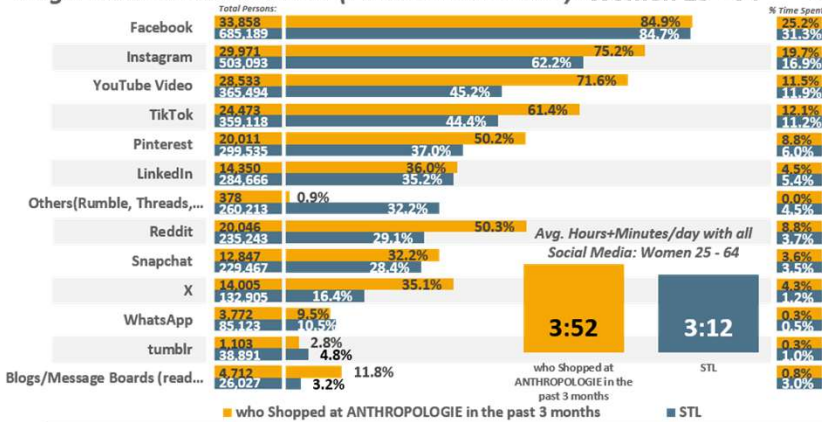
Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



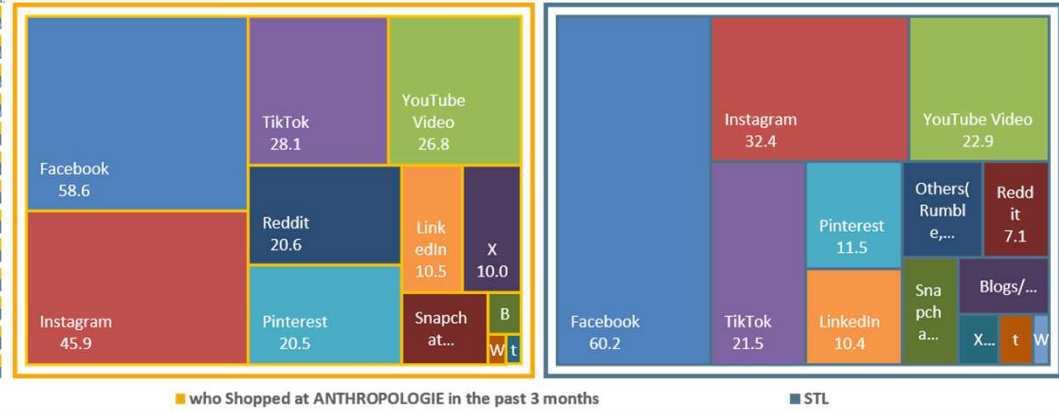


33,858 or 84.9% of Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months use Ad-Supported Facebook for an average of 75.2 minutes every day representing 33.3% of all time spent daily with Ad-Supported Social Media.

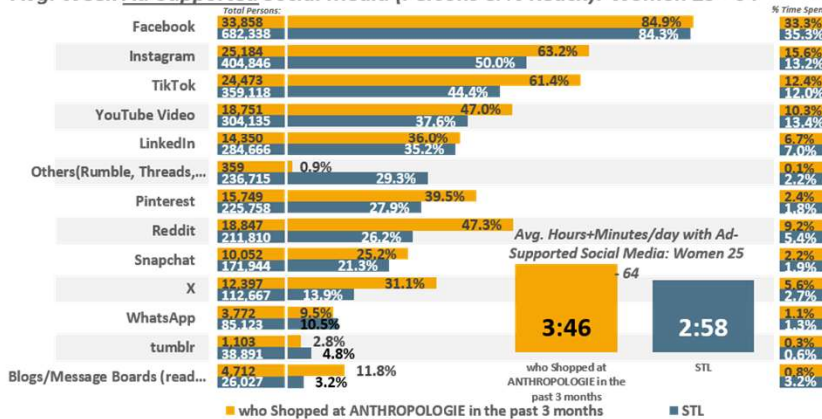
Avg. Week All Social Media (Persons & % Reach): Women 25 - 64



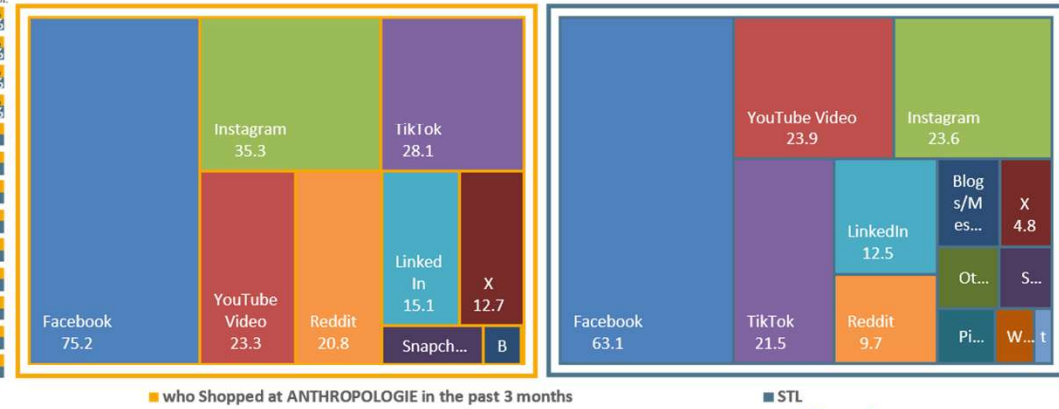
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



Avg. Week Ad-Supported Social Media (Persons & % Reach): Women 25 - 64



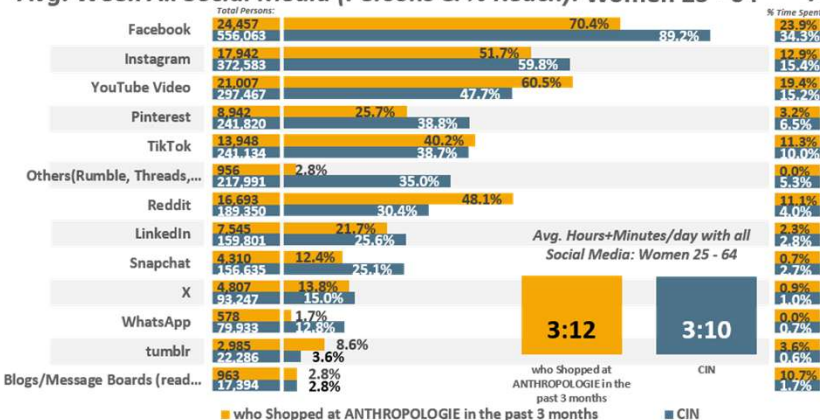
Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



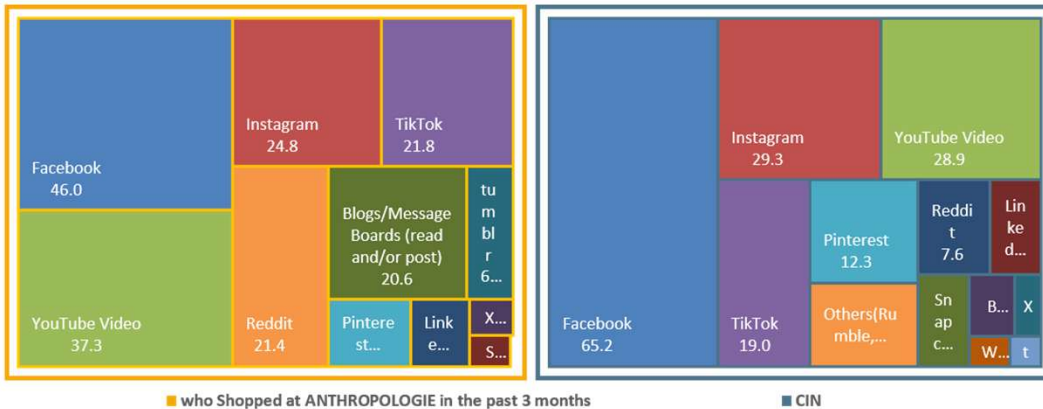


24,457 or 70.4% of Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months use Ad-Supported Facebook for an average of 43.6 minutes every day representing 27.3% of all time spent daily with Ad-Supported Social Media.

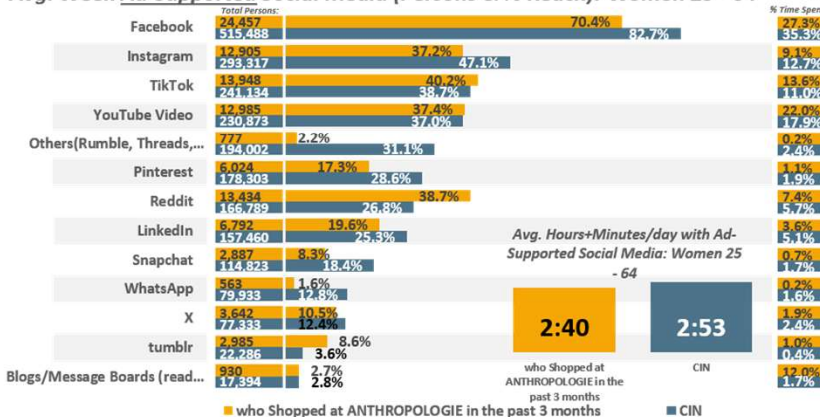
Avg. Week All Social Media (Persons & % Reach): Women 25 - 64



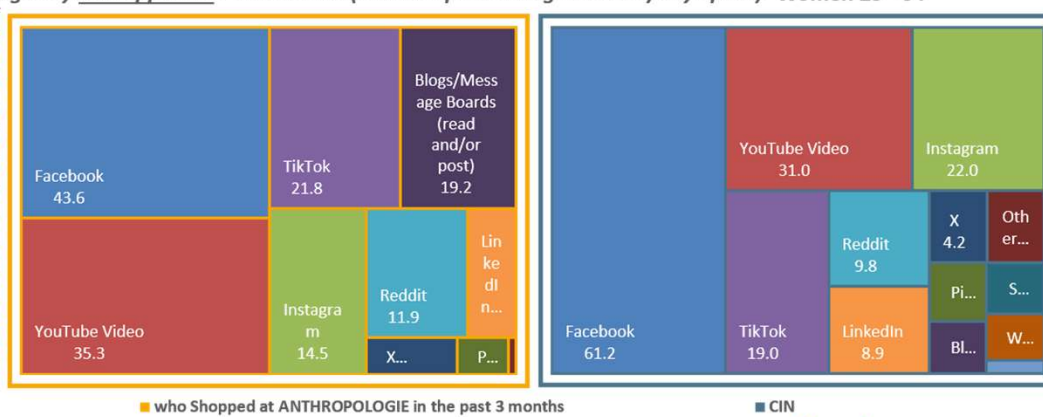
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



Avg. Week Ad-Supported Social Media (Persons & % Reach): Women 25 - 64



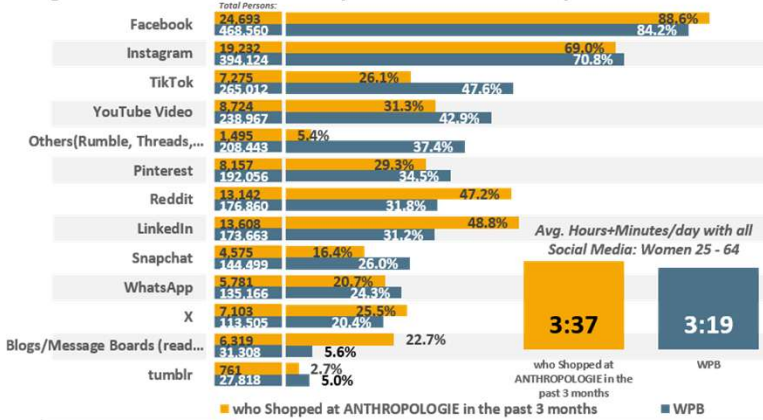
Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



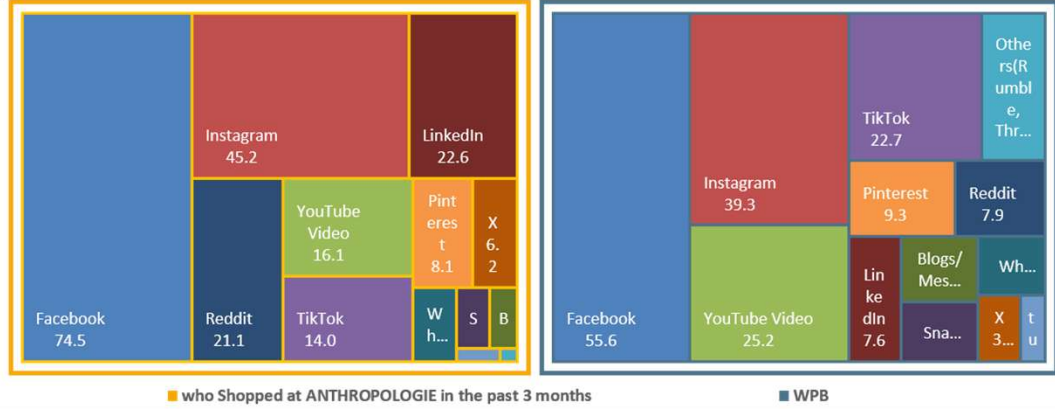


23,714 or 85.1% of Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months use Ad-Supported Facebook for an average of 78.8 minutes every day representing 38.3% of all time spent daily with Ad-Supported Social Media.

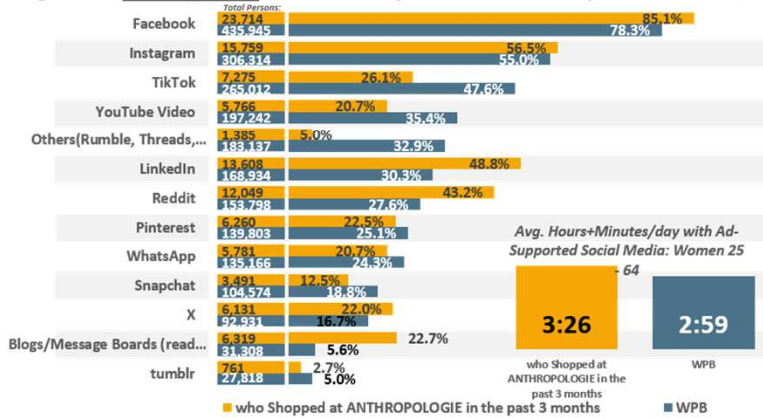
Avg. Week All Social Media (Persons & % Reach): Women 25 - 64



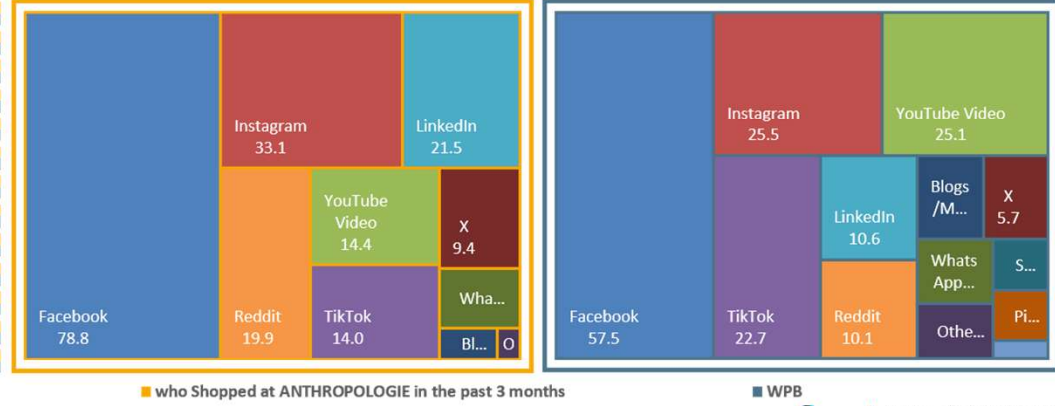
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



Avg. Week Ad-Supported Social Media (Persons & % Reach): Women 25 - 64



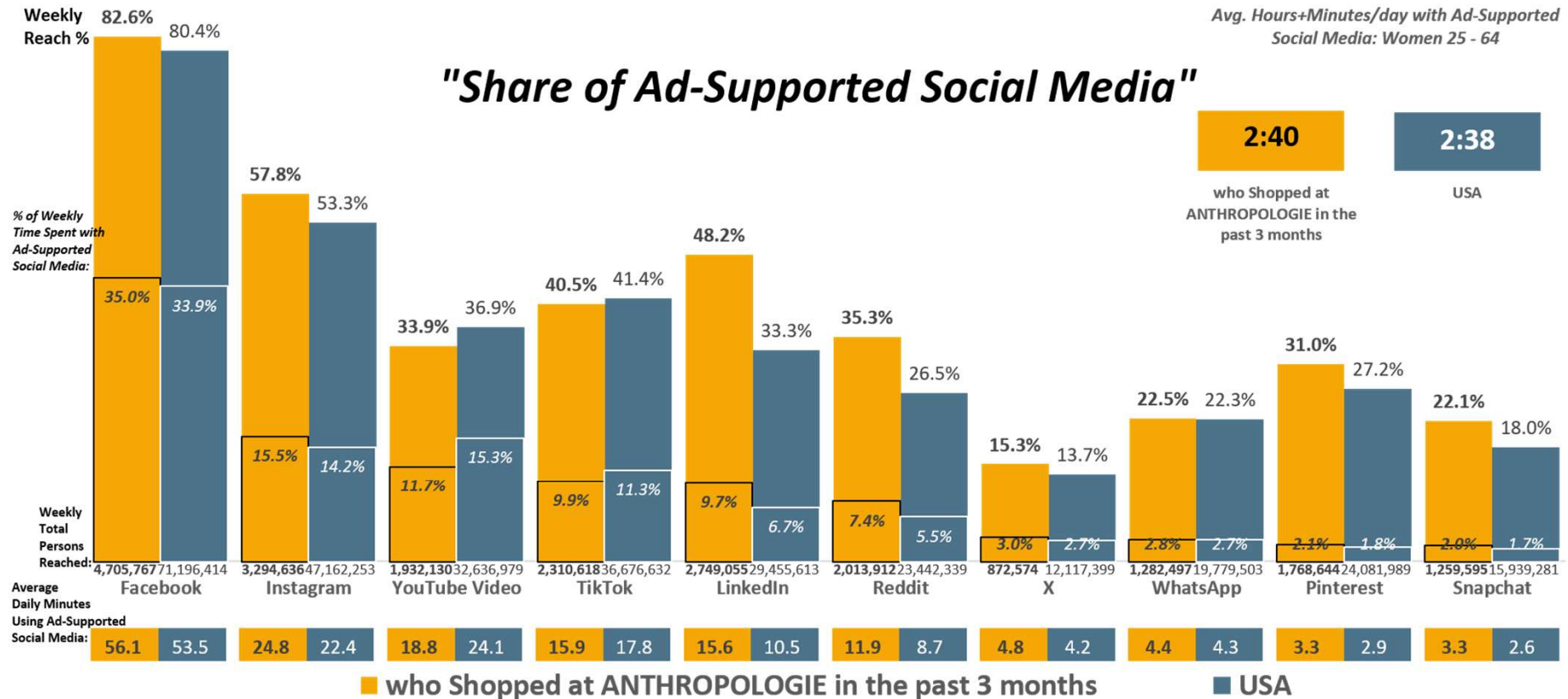
Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64





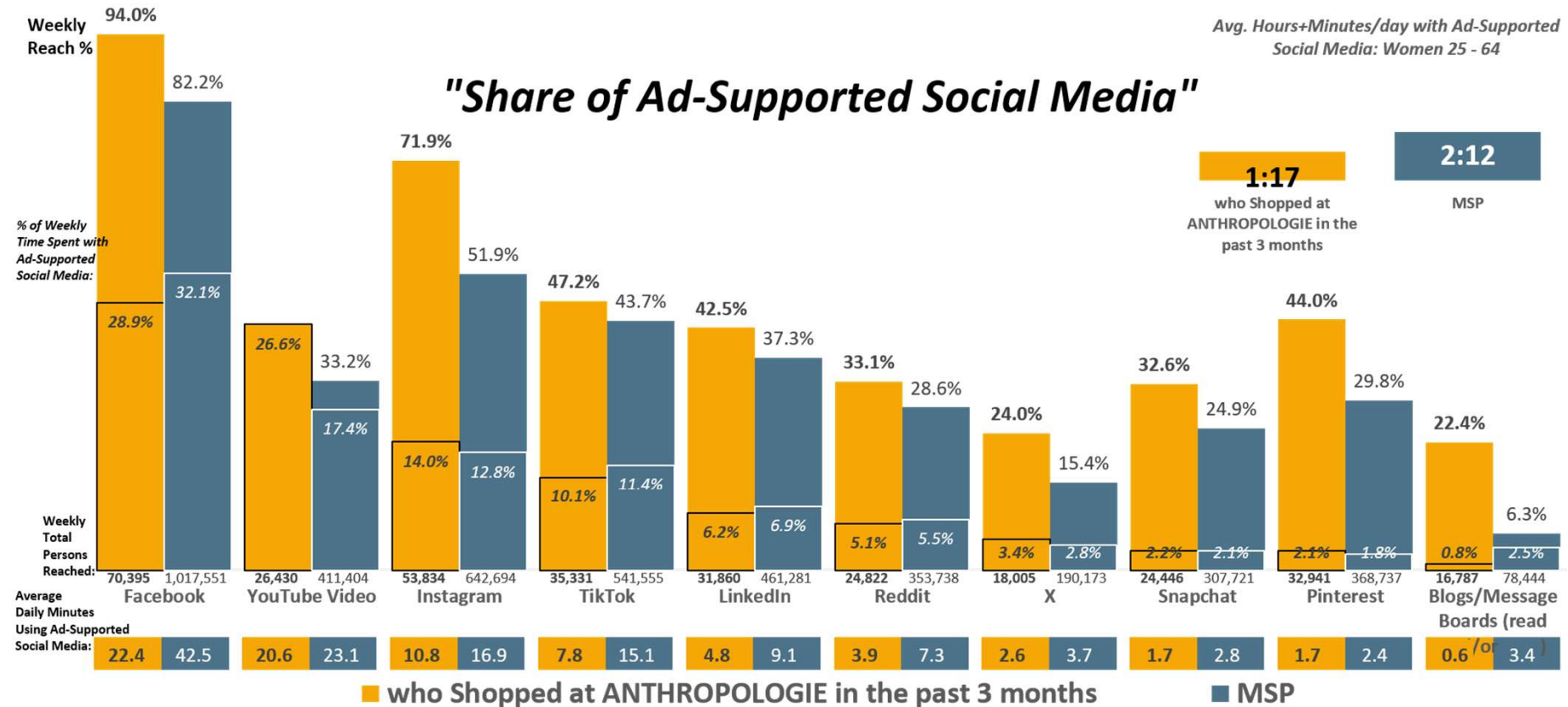
4,705,767 or 82.6% of Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months use Ad-Supported Facebook for an average of 56.1 minutes every day representing 35.0% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"





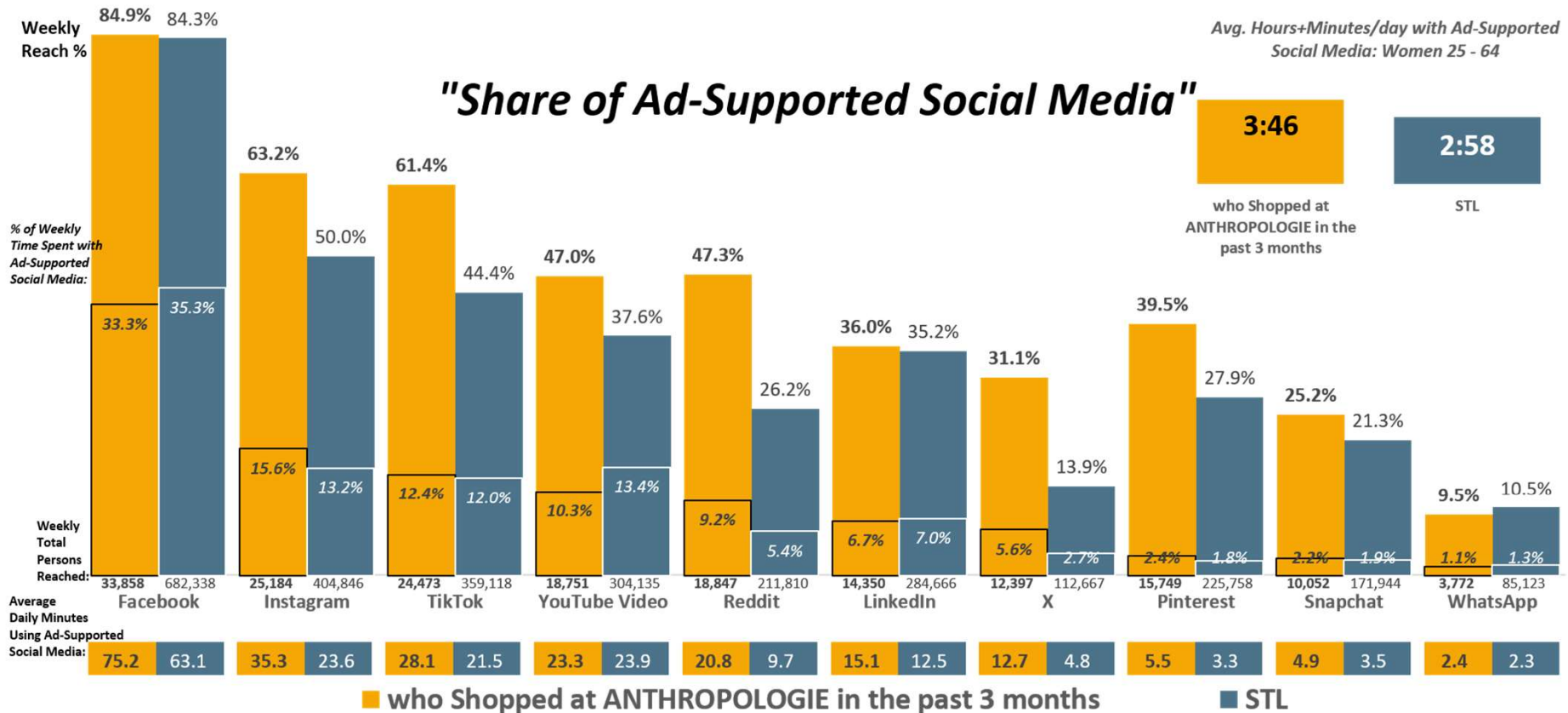
70,395 or 94.% of Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months use Ad-Supported Facebook for an average of 22.4 minutes every day representing 28.9% of all time spent daily with Ad-Supported Social Media.





33,858 or 84.9% of Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months use Ad-Supported Facebook for an average of 75.2 minutes every day representing 33.3% of all time spent daily with Ad-Supported Social Media.

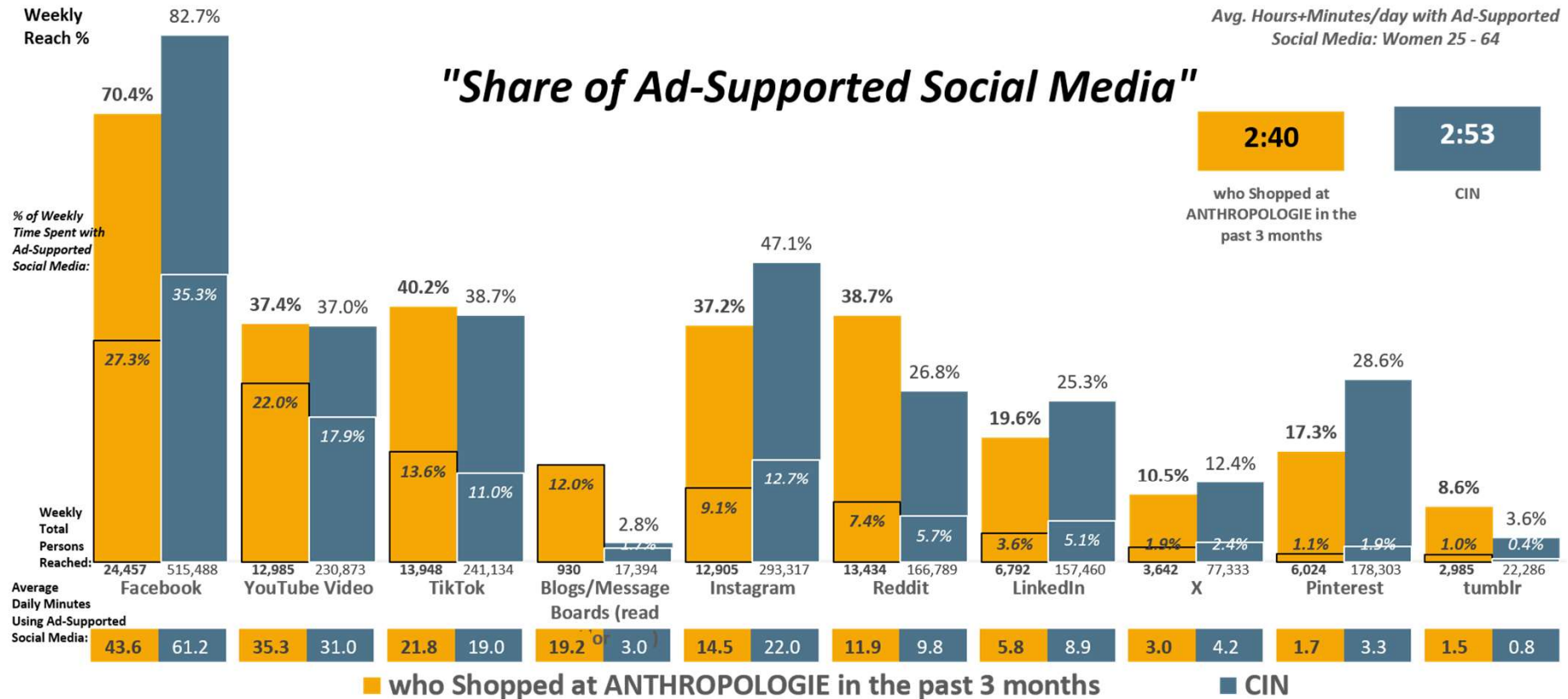
"Share of Ad-Supported Social Media"





24,457 or 70.4% of Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months use Ad-Supported Facebook for an average of 43.6 minutes every day representing 27.3% of all time spent daily with Ad-Supported Social Media.

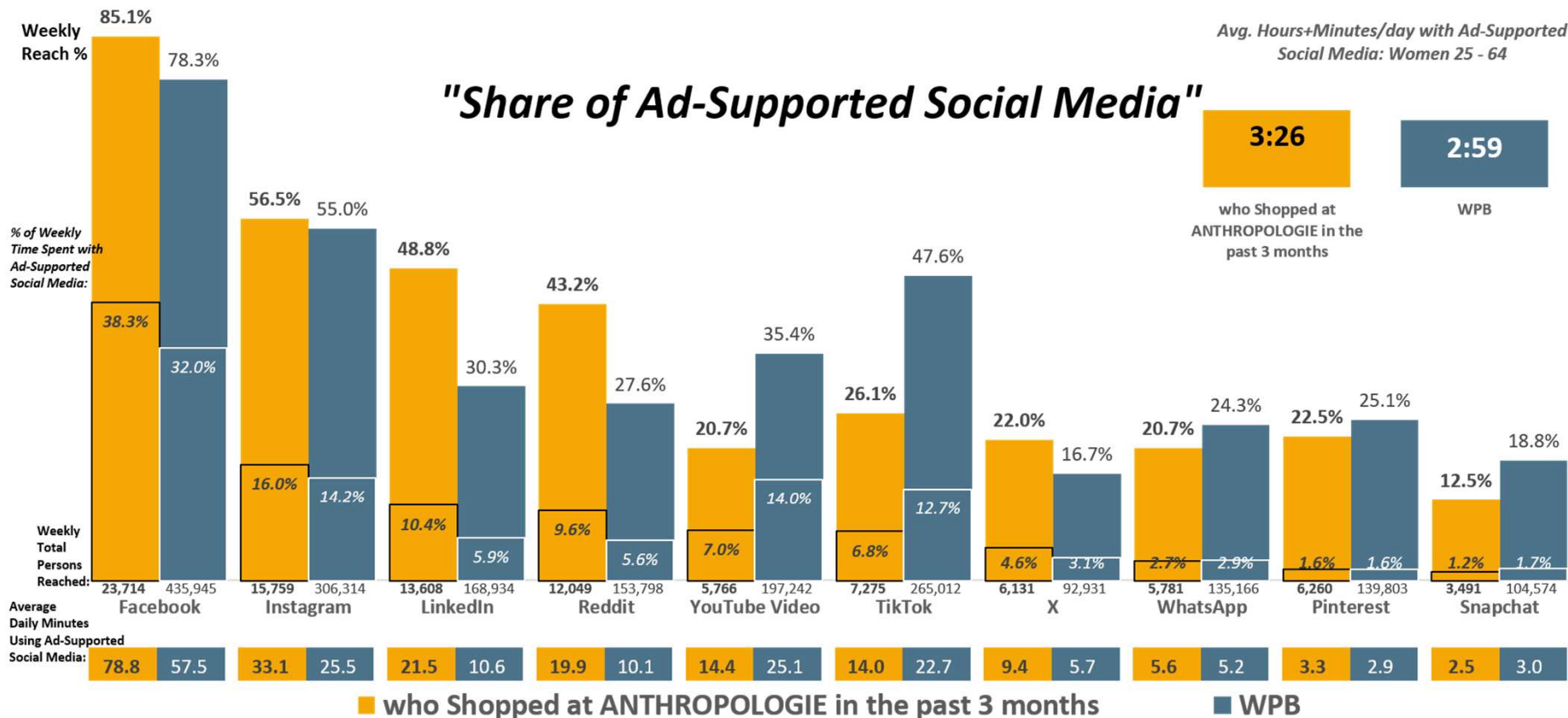
"Share of Ad-Supported Social Media"





23,714 or 85.1% of Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months use Ad-Supported Facebook for an average of 78.8 minutes every day representing 38.3% of all time spent daily with Ad-Supported Social Media.

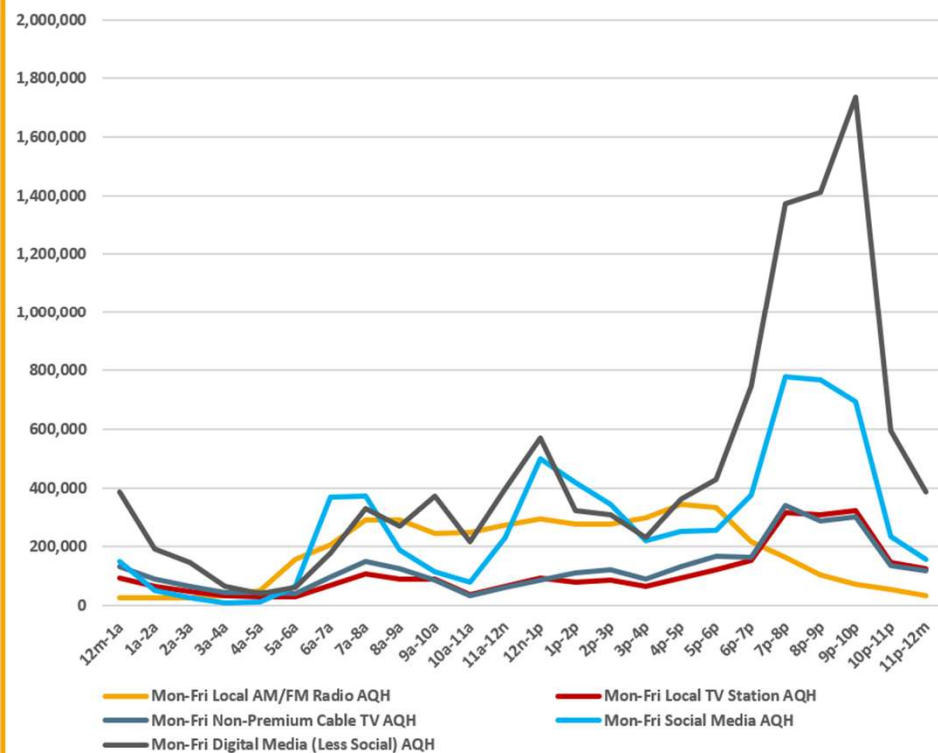
"Share of Ad-Supported Social Media"



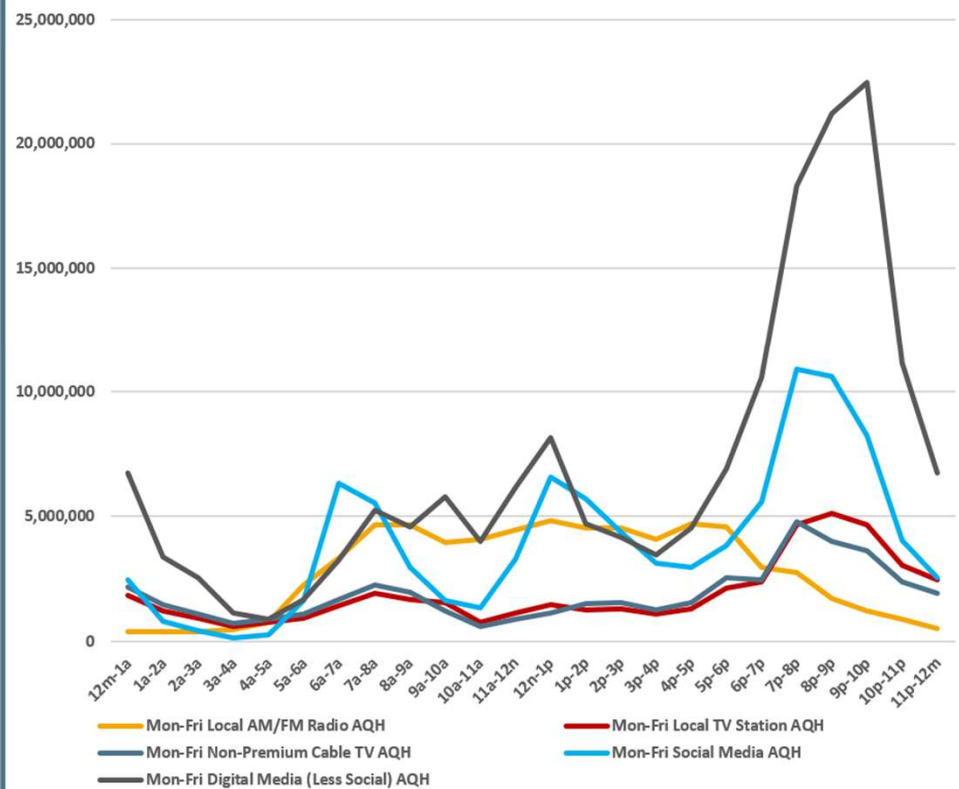


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 363,734; Social Media: 285,846; Local Radio: 276,586; Non-Prem. Cable: 109,006; Local TV: 88,323 reaching Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Women 25 - 64 who Shopped at ANTHROPOLOGIE in the
past 3 months



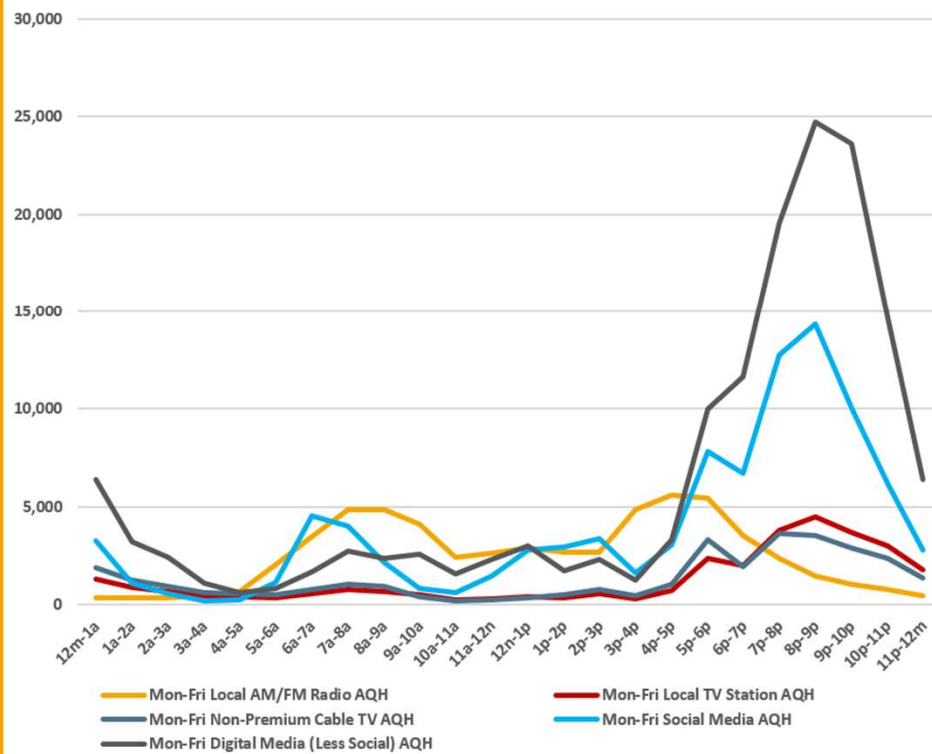
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA Metro Area Women 25 - 64



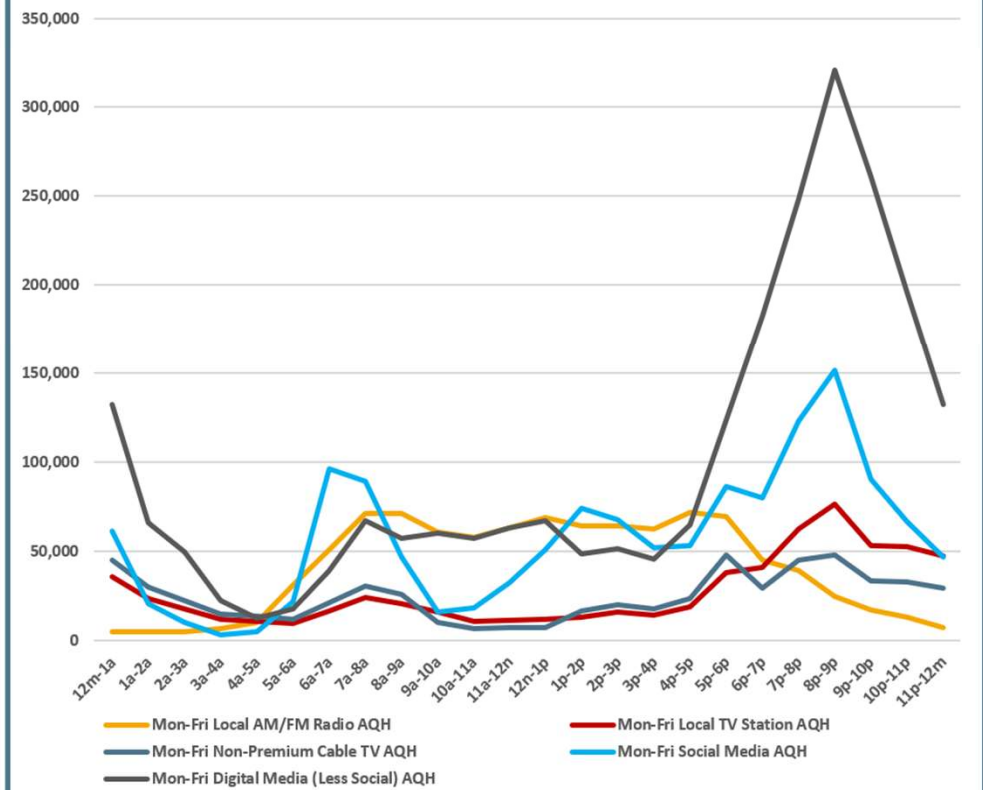


M-F 6a-7p Avg. Available Impressions per 15-min. are... Local Radio: 3,839; All Other Digital Media: 3,569; Social Media: 3,214; Non-Prem. Cable: 911; Local TV: 741 reaching Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Women 25 - 64 who Shopped at ANTHROPOLOGIE in the
past 3 months



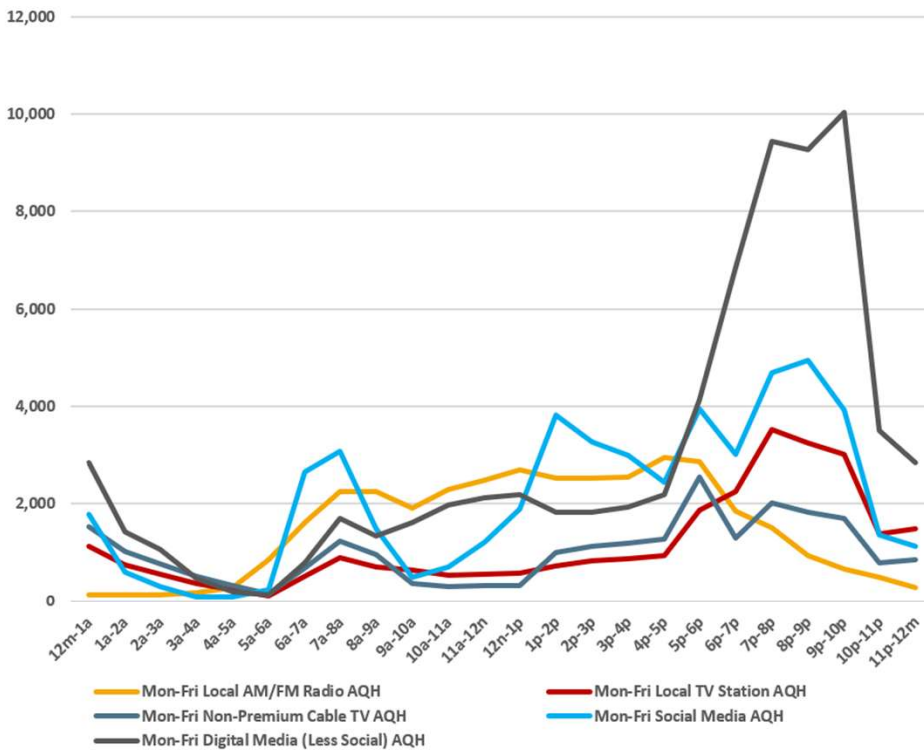
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
MSP Metro Area Women 25 - 64



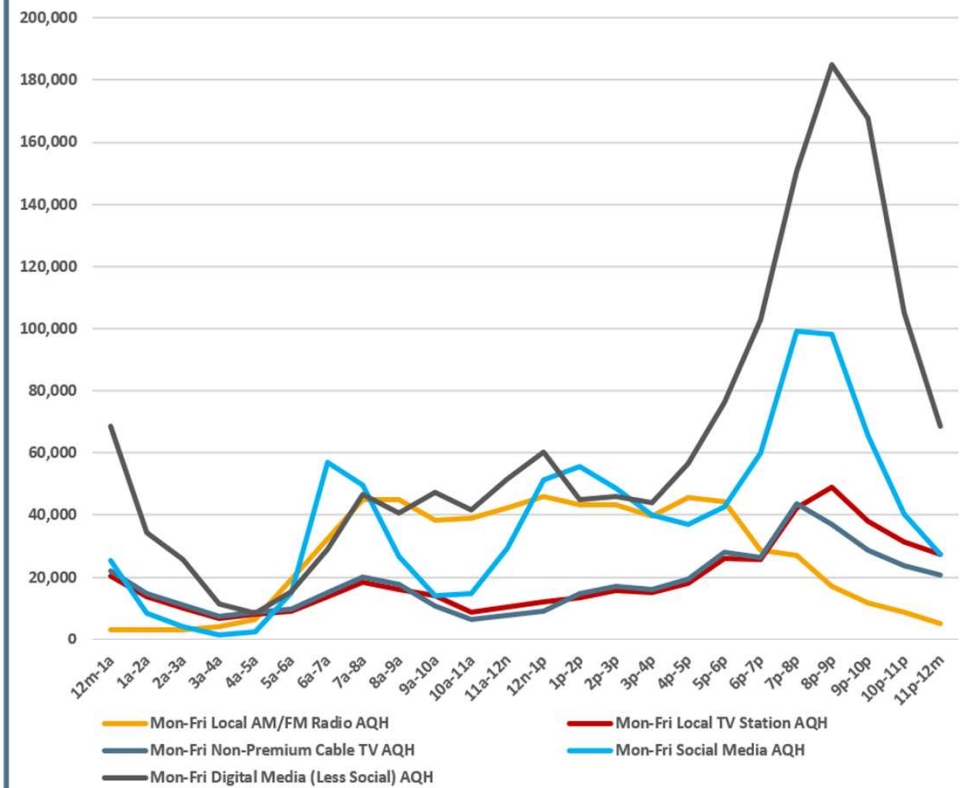


M-F 6a-7p Avg. Available Impressions per 15-min. are... Social Media: 2,387; Local Radio: 2,371; All Other Digital Media: 2,350; Non-Prem. Cable: 974; Local TV: 918 reaching Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months.

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Women 25 - 64 who Shopped at ANTHROPOLOGIE in the
past 3 months**



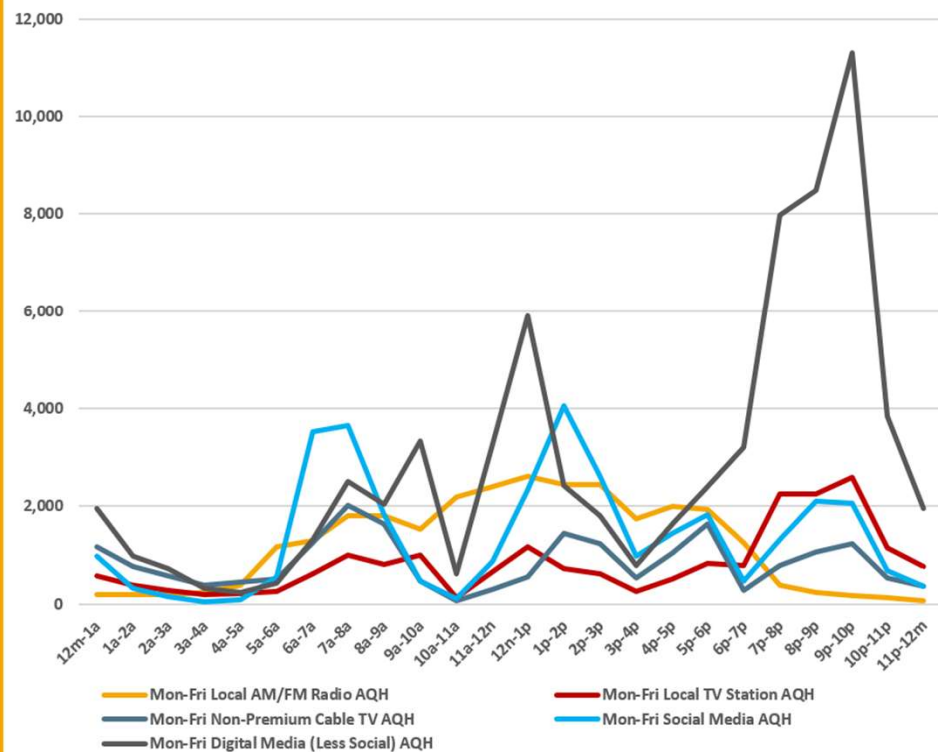
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
STL Metro Area Women 25 - 64**



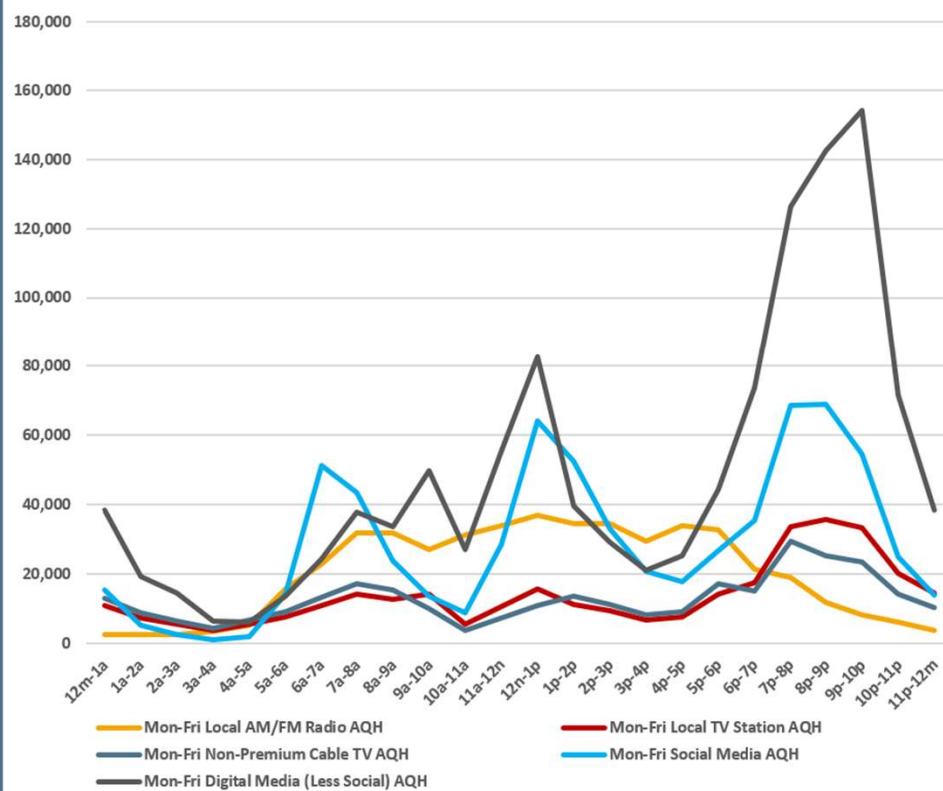


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 2,406; Local Radio: 1,961; Social Media: 1,861; Non-Prem. Cable: 964; Local TV: 706 reaching Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Women 25 - 64 who Shopped at ANTHROPOLOGIE in the
past 3 months



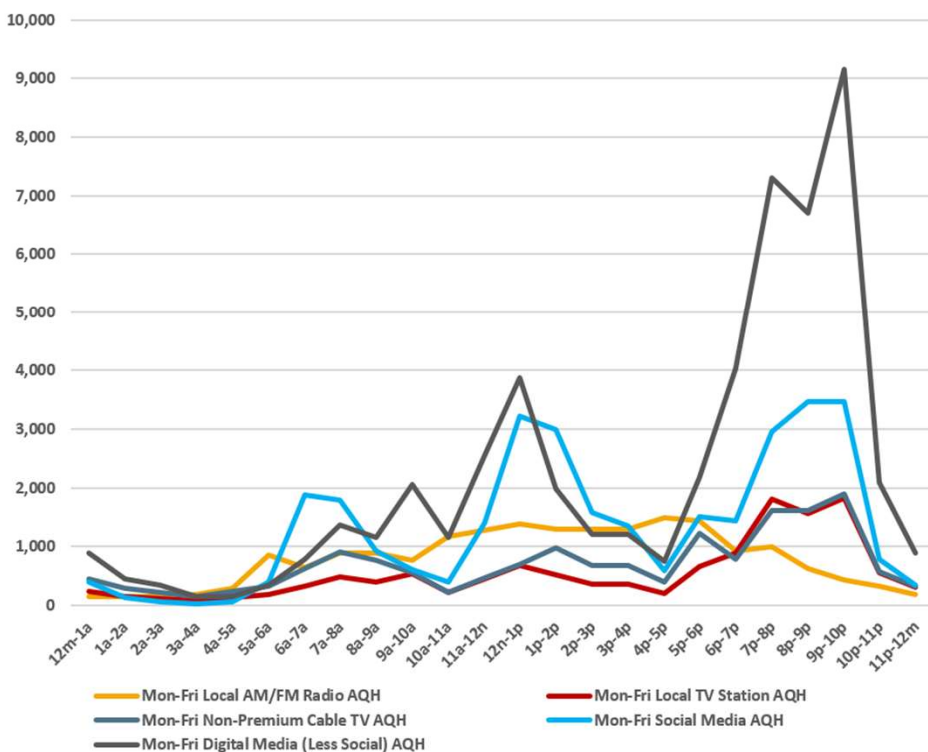
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
CIN Metro Area Women 25 - 64



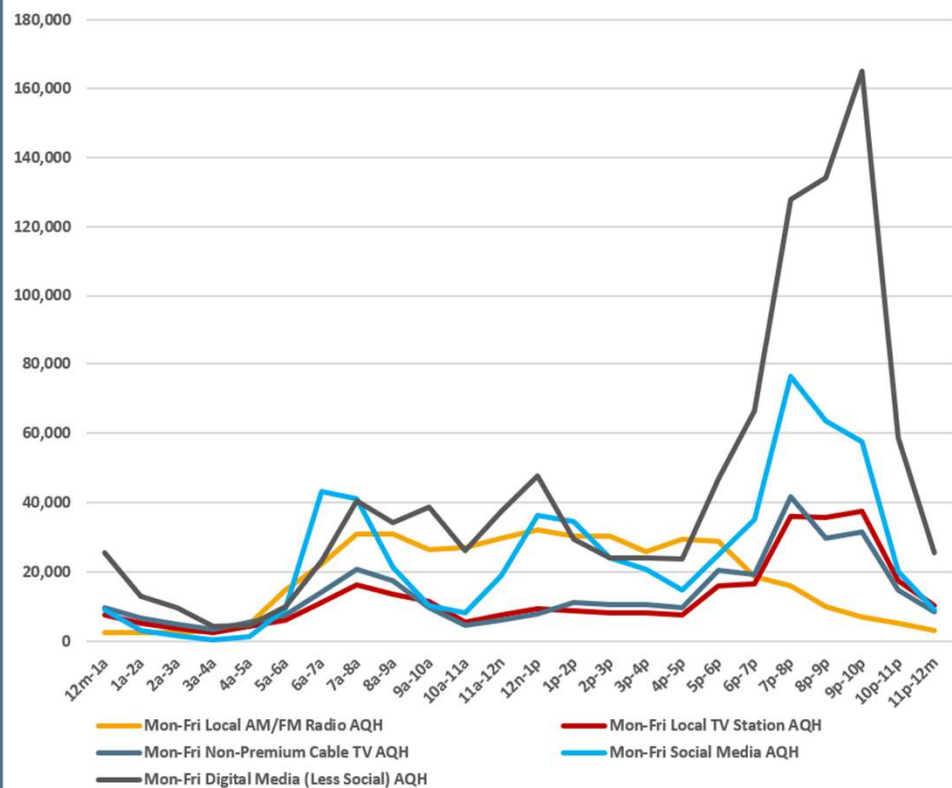


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 1,867;
Social Media: 1,514; Local Radio: 1,135; Non-Prem. Cable: 690; Local TV: 467 reaching
Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Women 25 - 64 who Shopped at ANTHROPOLOGIE in the
past 3 months



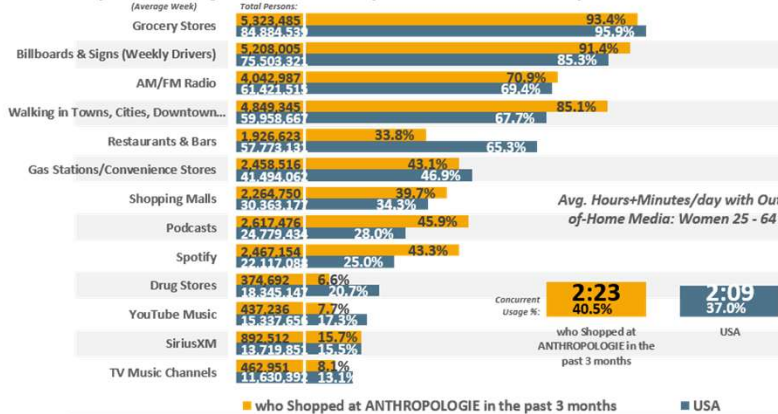
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
WPB Metro Area Women 25 - 64



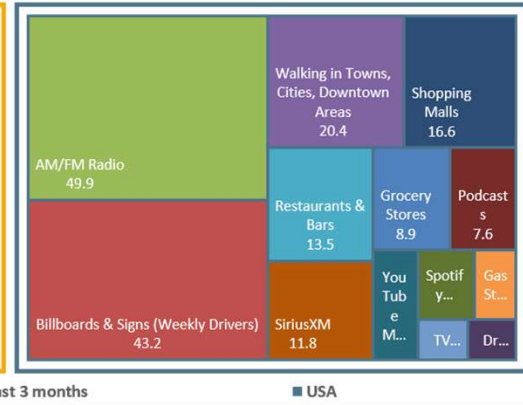
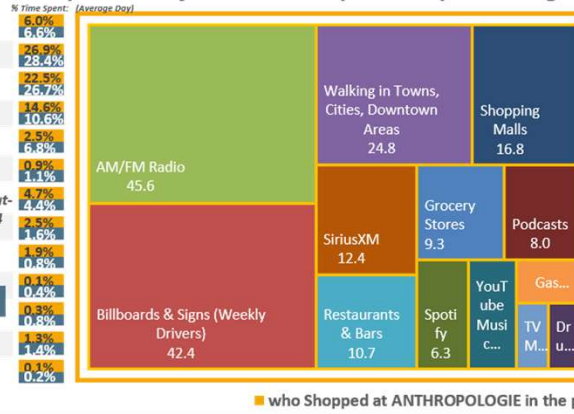


5,208,005 or 91.4% of Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months spend an average of 42.4 minutes per day driving, seeing Billboards and Signs. 67.5% Listen to Local Radio Stations Out-of-Home for an average of 38.2 minutes/day.

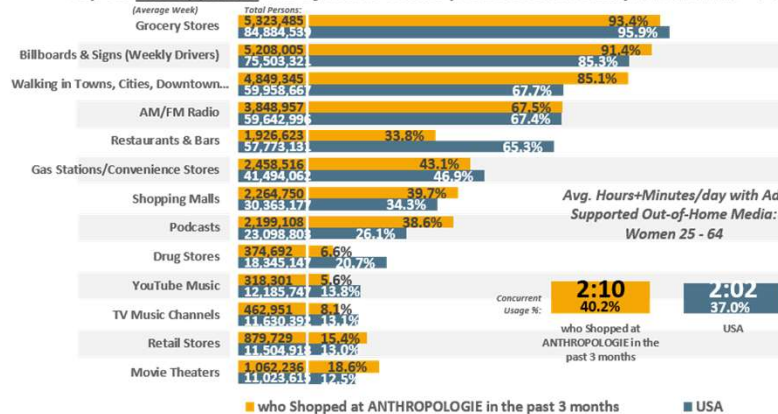
Top-13 Out-of-Home Media (Persons & % Reach): Women 25 - 64



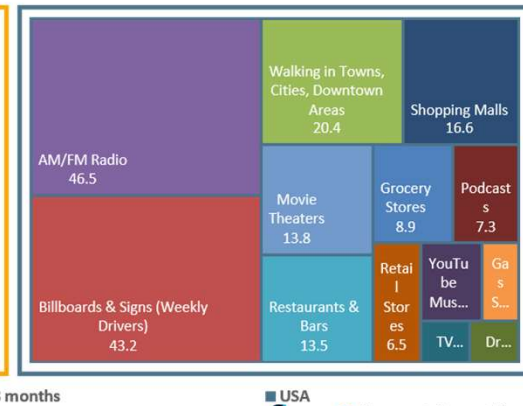
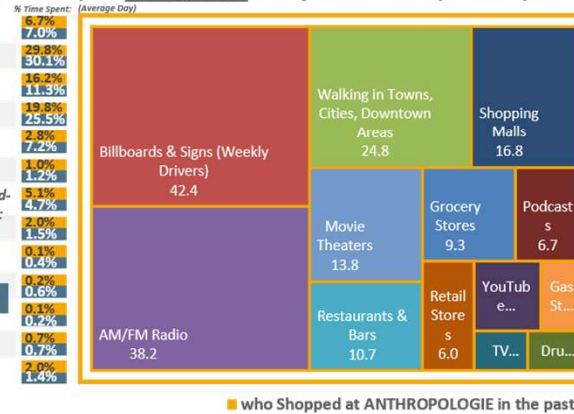
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Women 25 - 64



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 1,086
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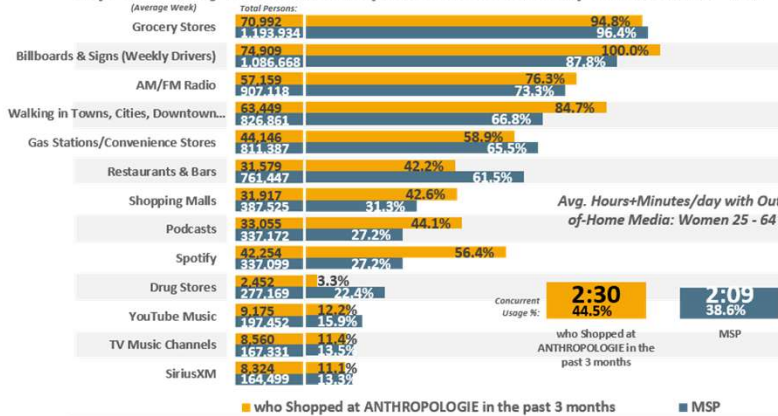
soefa.ai Share of Everything for Anything

Clothing stores shopped past 3 months: Anthropologie

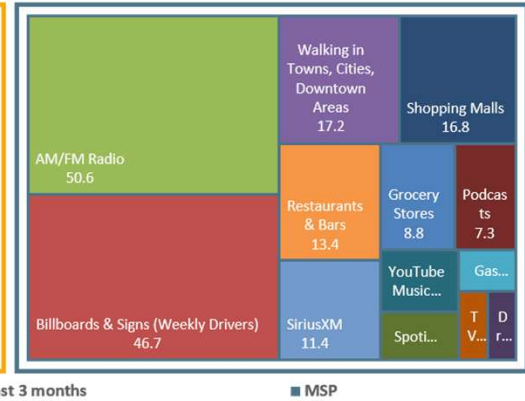
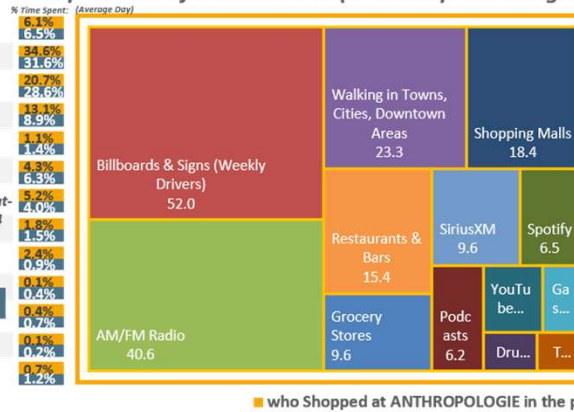


74,909 or 100.% of Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months spend an average of 52. minutes per day driving, seeing Billboards and Signs. 71.2% Listen to Local Radio Stations Out-of-Home for an average of 30.7 minutes/day.

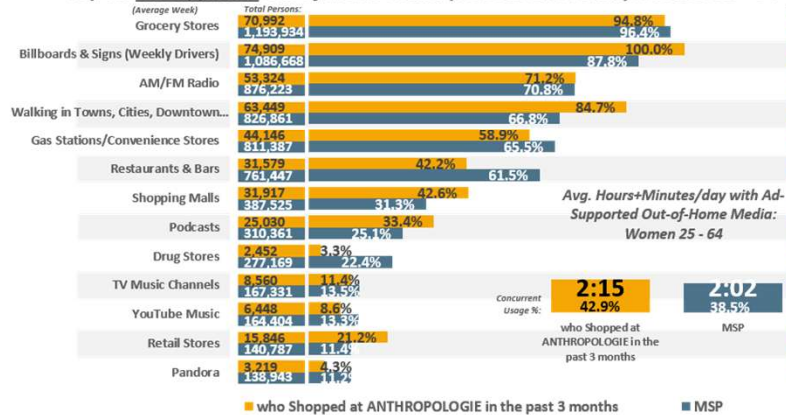
Top-13 Out-of-Home Media (Persons & % Reach): Women 25 - 64



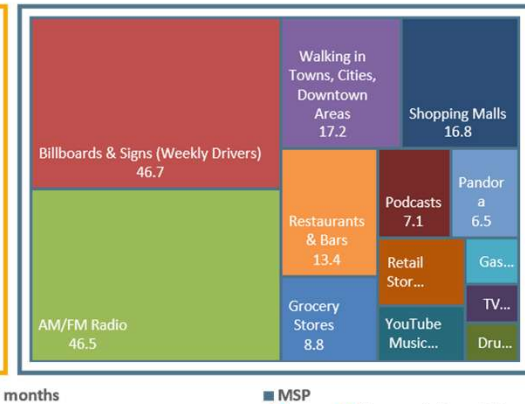
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Women 25 - 64



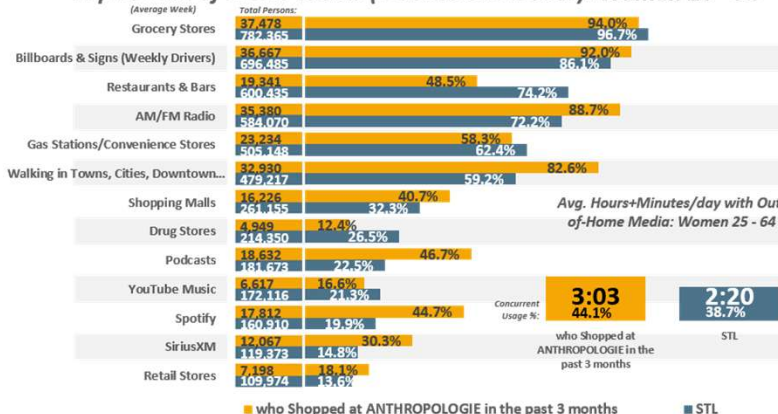
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



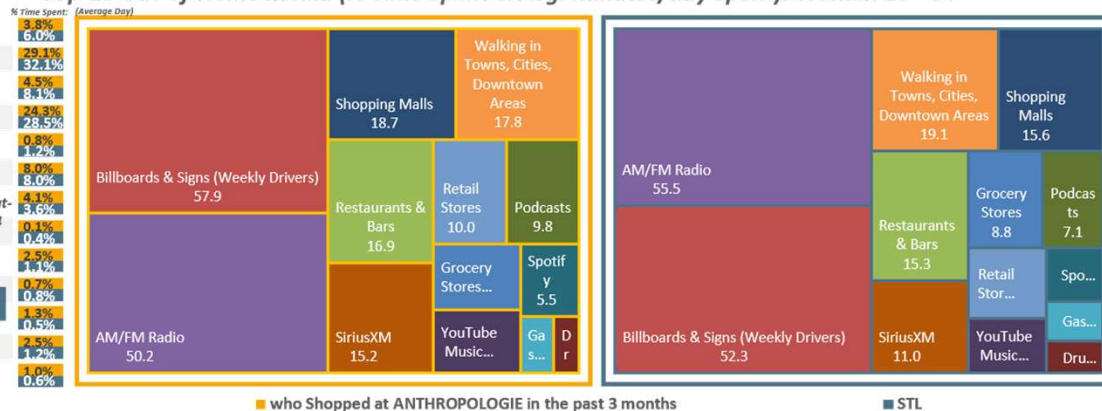


36,667 or 92.% of Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months spend an average of 57.9 minutes per day driving, seeing Billboards and Signs. 81.1% Listen to Local Radio Stations Out-of-Home for an average of 42. minutes/day.

Top-13 Out-of-Home Media (Persons & % Reach): Women 25 - 64



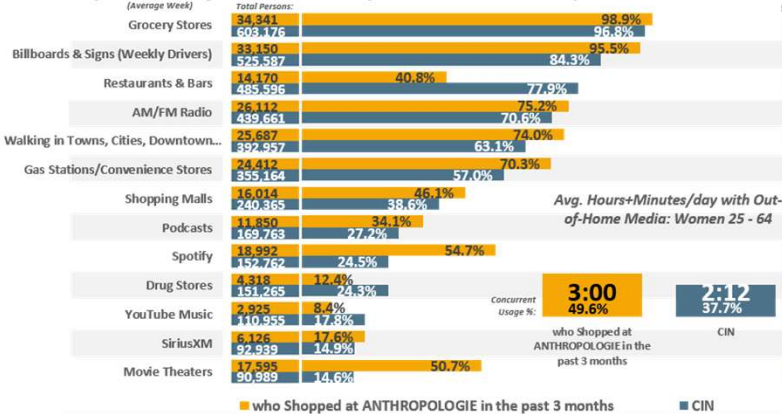
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



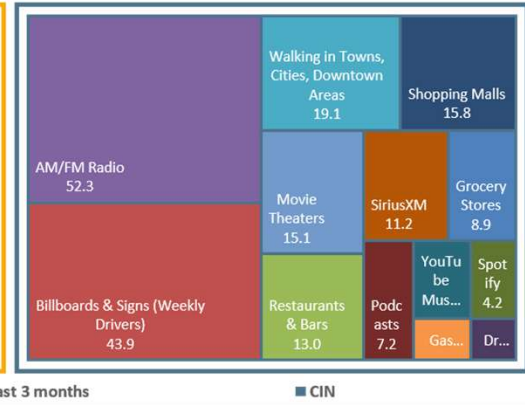
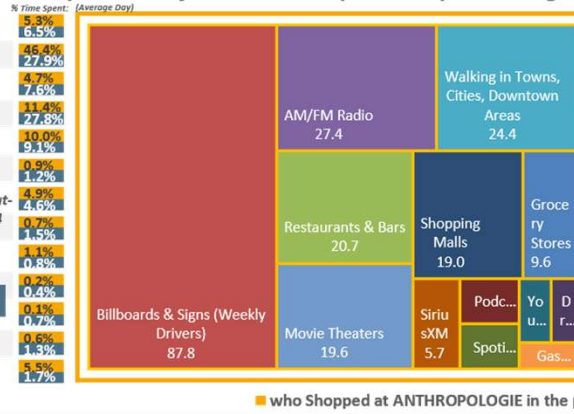


33,150 or 95.5% of Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months spend an average of 87.8 minutes per day driving, seeing Billboards and Signs. 73.8% Listen to Local Radio Stations Out-of-Home for an average of 23. minutes/day.

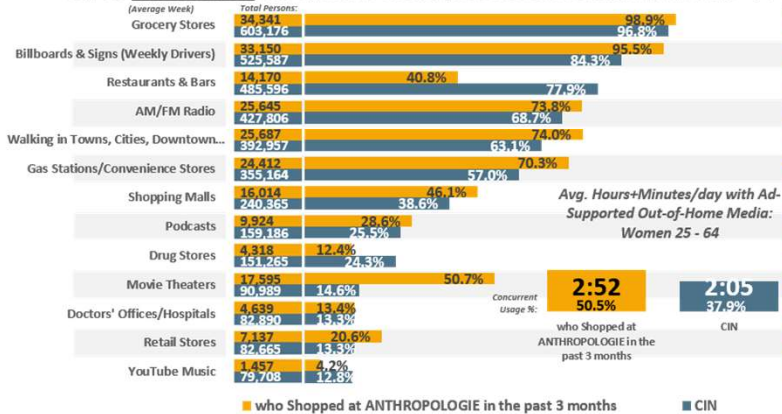
Top-13 Out-of-Home Media (Persons & % Reach): Women 25 - 64



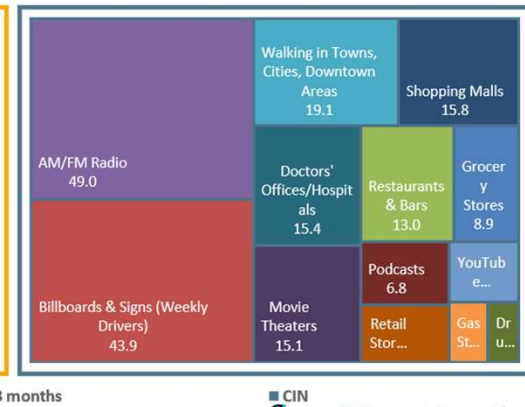
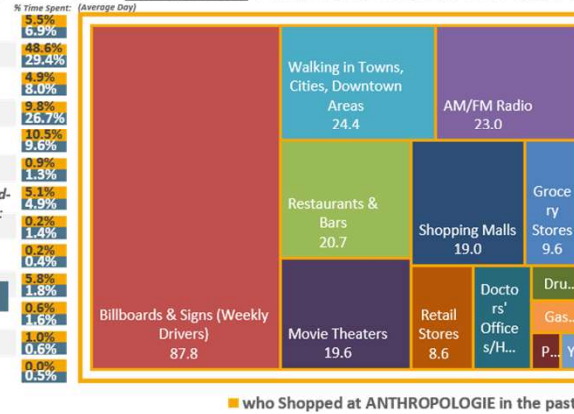
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Women 25 - 64



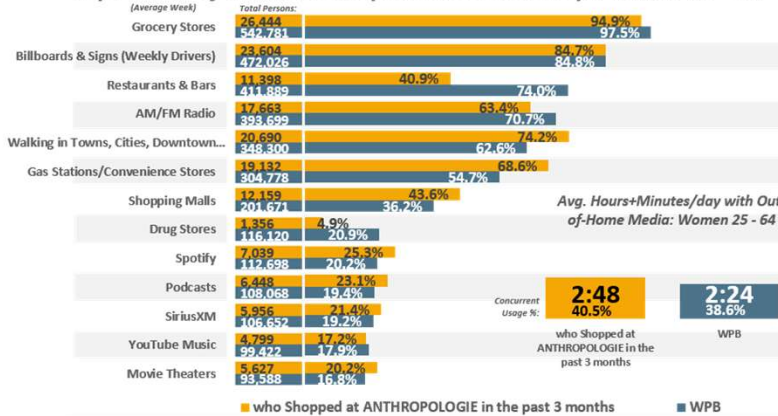
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



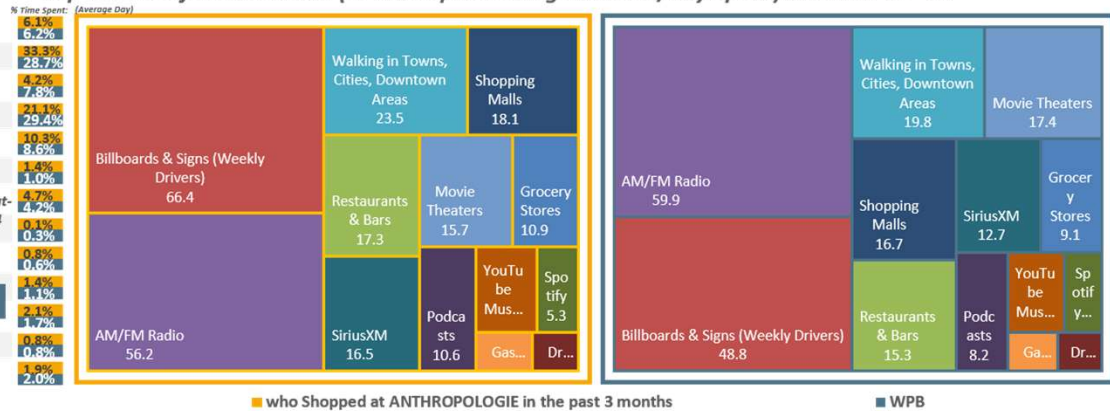


23,604 or 84.7% of Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months spend an average of 66.4 minutes per day driving, seeing Billboards and Signs. 60.7% Listen to Local Radio Stations Out-of-Home for an average of 46.6 minutes/day.

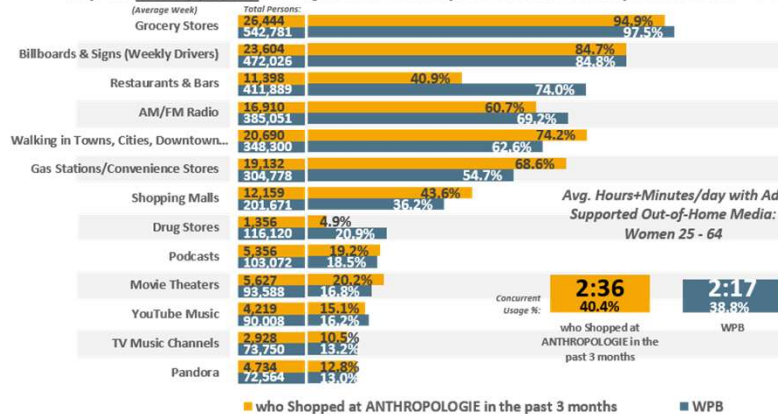
Top-13 Out-of-Home Media (Persons & % Reach): Women 25 - 64



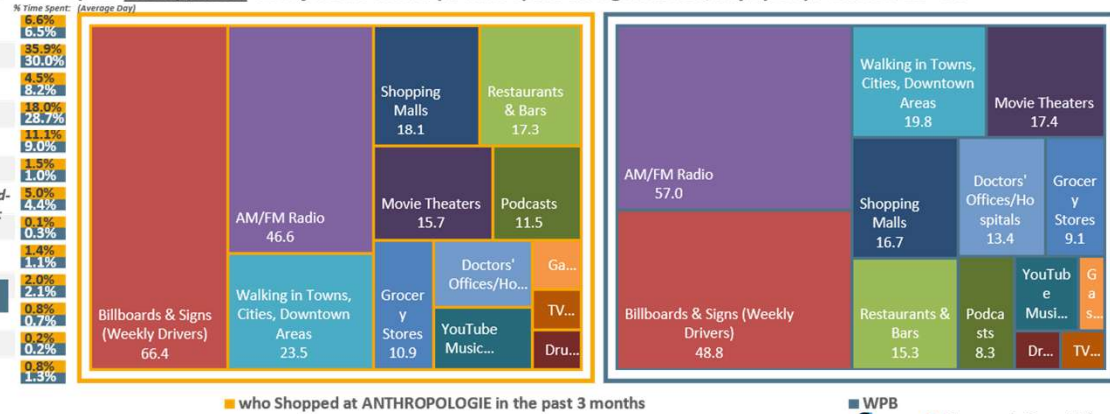
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Women 25 - 64



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



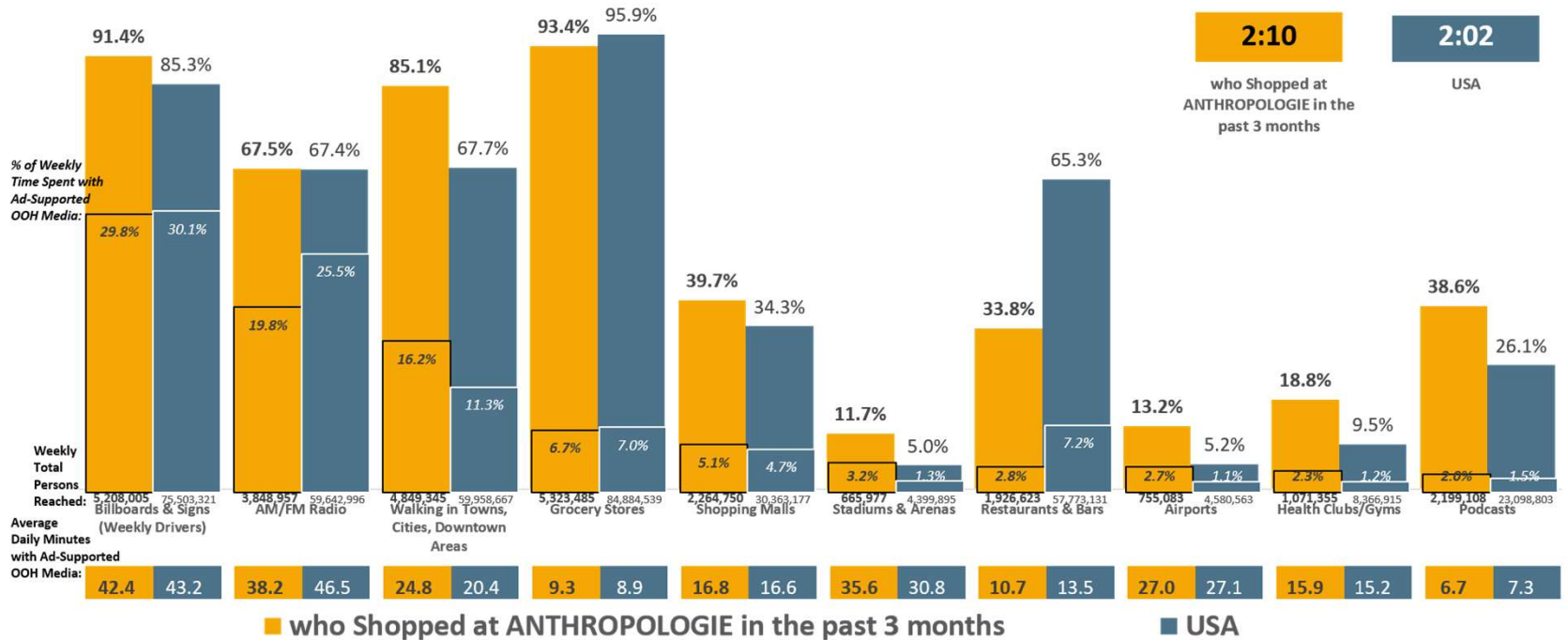


5,208,005 or 91.4% of Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months spend an average of 42.4 minutes per day driving, seeing Billboards and Signs representing 29.8% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Women 25 - 64

Weekly Reach %

"Share of Ad-Supported OOH Media"



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 1,086 Scarborough R1 2026: Jan25-Mar26 USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 24,338
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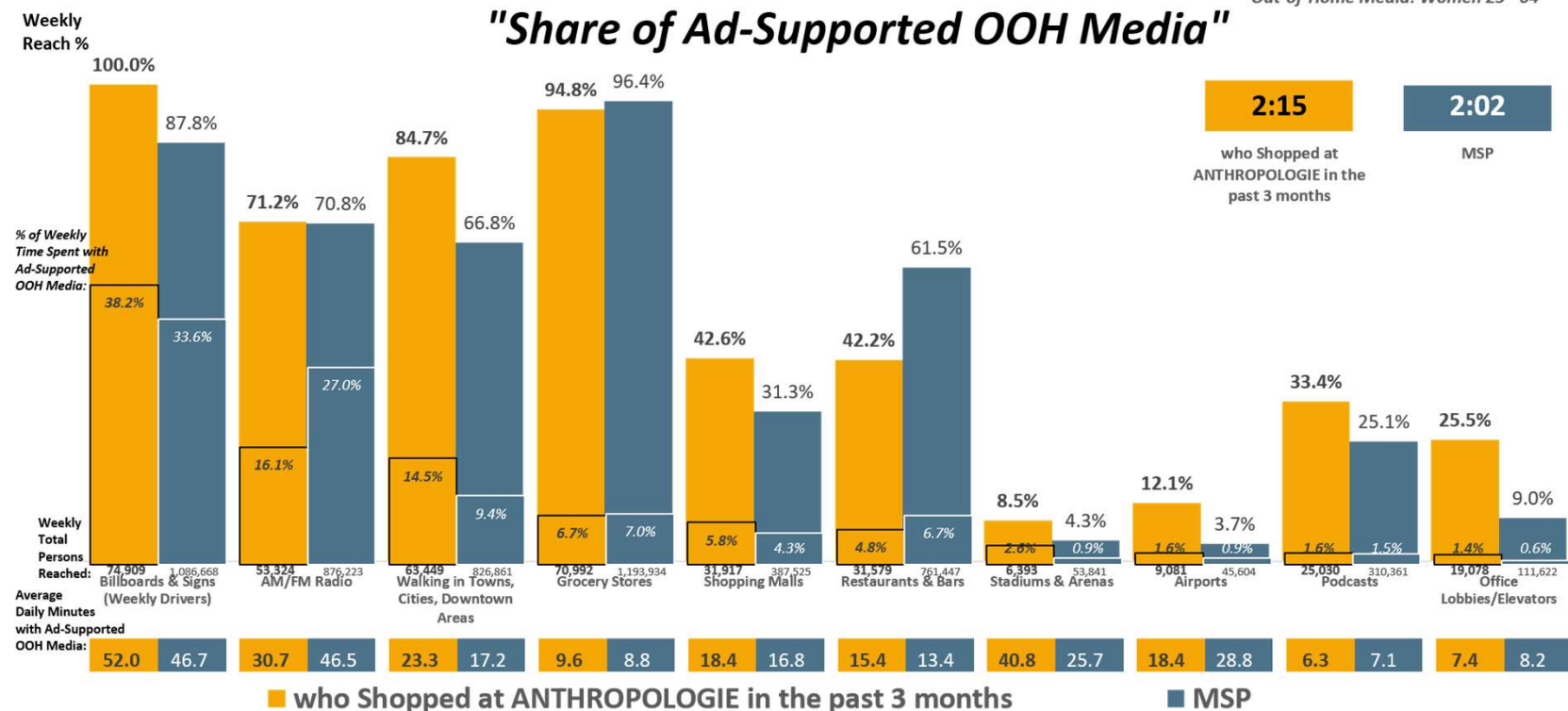
soefa.ai Share of Everything for Anything

Clothing stores shopped past 3 months: Anthropologie



74,909 or 100.0% of Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months spend an average of 52. minutes per day driving, seeing Billboards and Signs representing 38.2% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Women 25 - 64



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 60 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,934
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soefa.ai Share of Everything for Anything ®

Clothing stores shopped past 3 months: Anthropologie

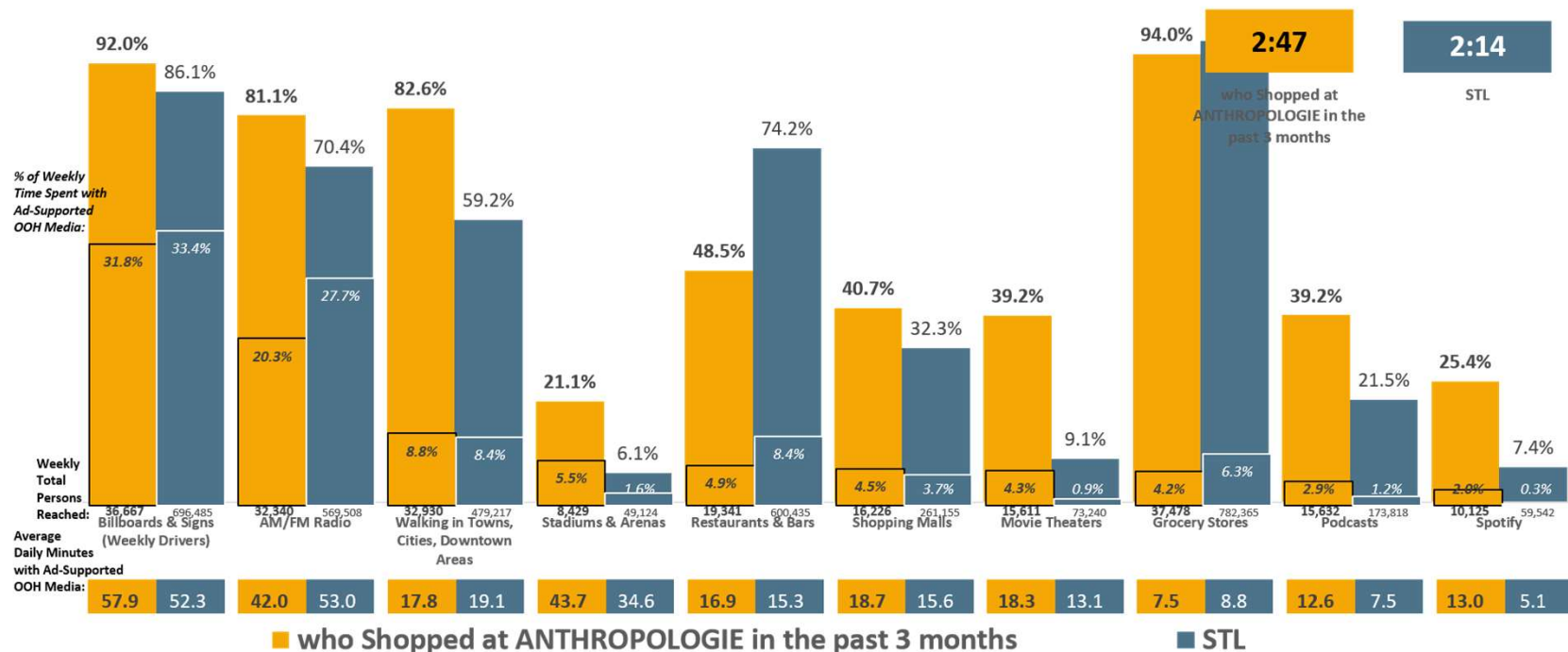


36,667 or 92.% of Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months spend an average of 57.9 minutes per day driving, seeing Billboards and Signs representing 31.8% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Women 25 - 64

Weekly Reach %

"Share of Ad-Supported OOH Media"



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 67
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ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,956

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Clothing stores shopped past 3 months: Anthropologie

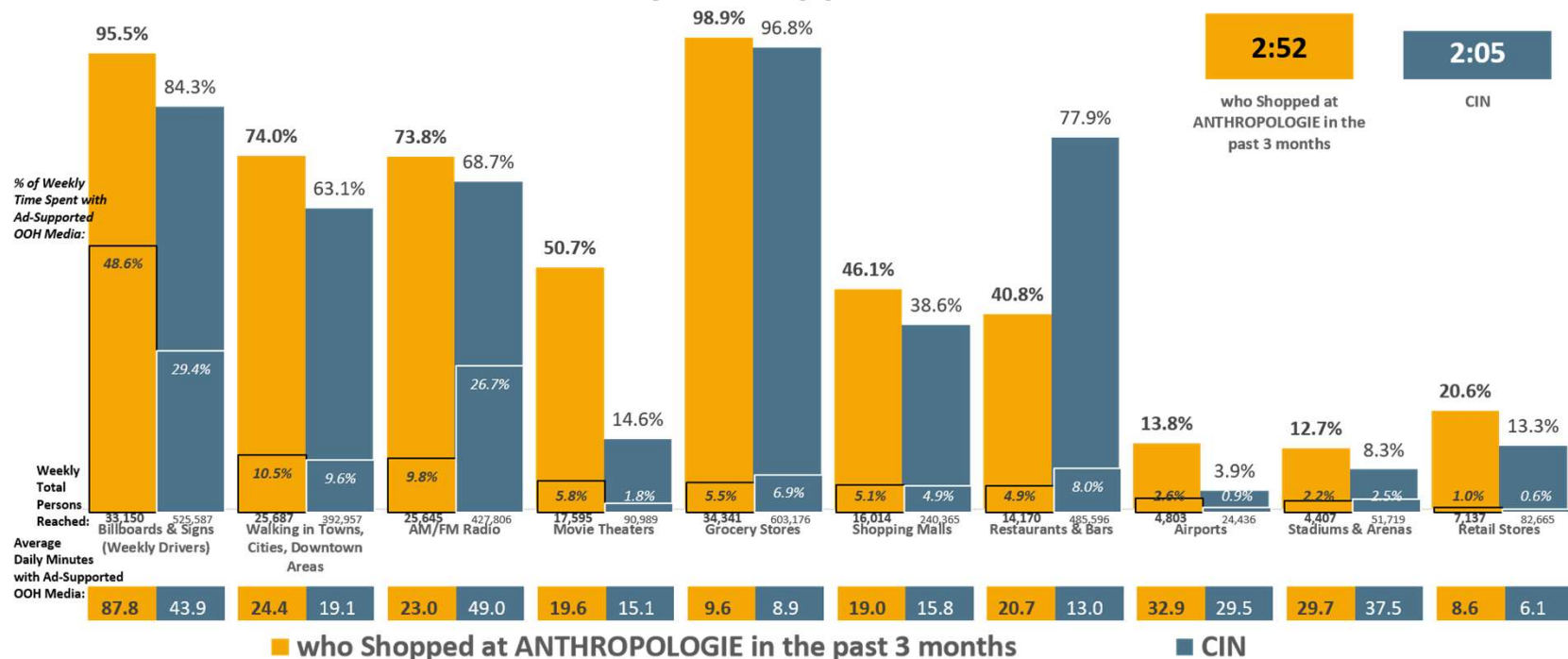


33,150 or 95.5% of Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months spend an average of 87.8 minutes per day driving, seeing Billboards and Signs representing 48.6% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Women 25 - 64

Weekly Reach %

"Share of Ad-Supported OOH Media"



CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 64
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CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,900

soefa.ai Share of Everything for Anything

Clothing stores shopped past 3 months: Anthropologie

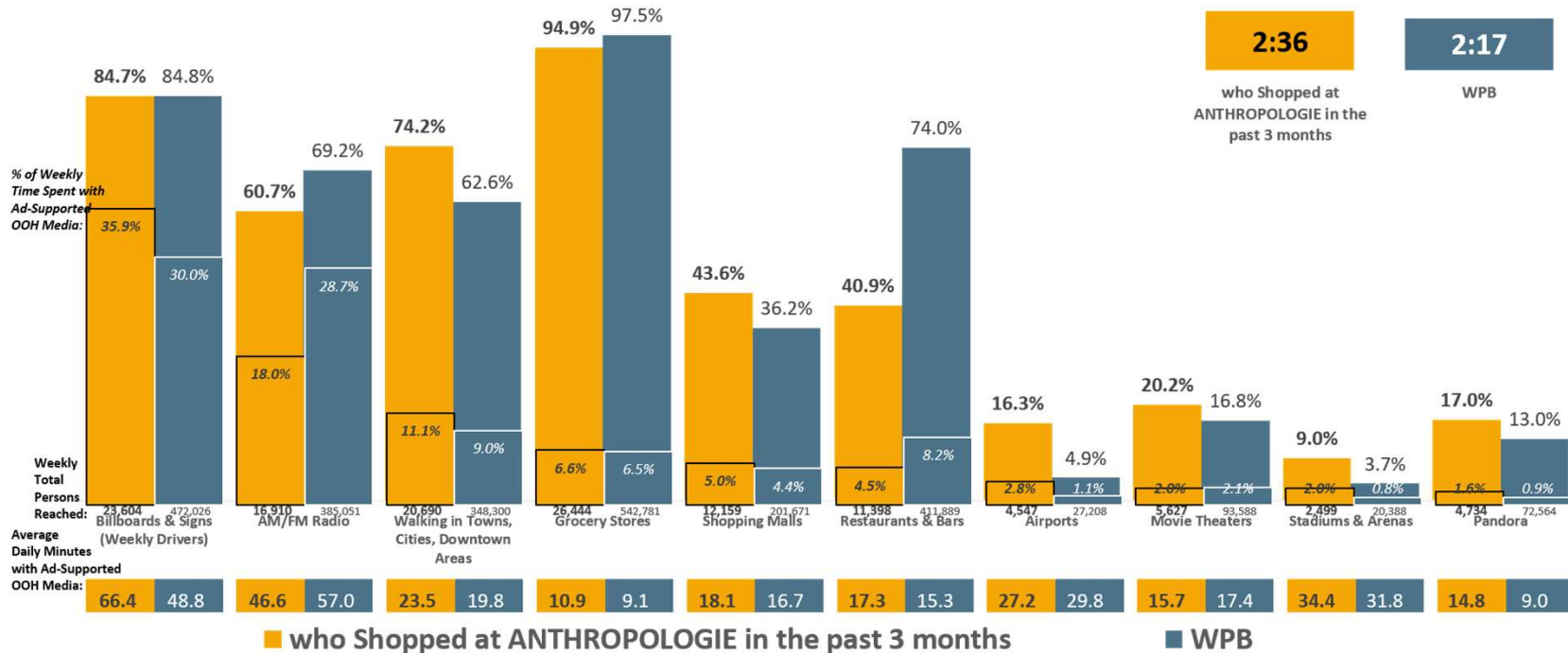


23,604 or 84.7% of Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months spend an average of 66.4 minutes per day driving, seeing Billboards and Signs representing 35.9% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Women 25 - 64

Weekly Reach %

"Share of Ad-Supported OOH Media"



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 92 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 2,551
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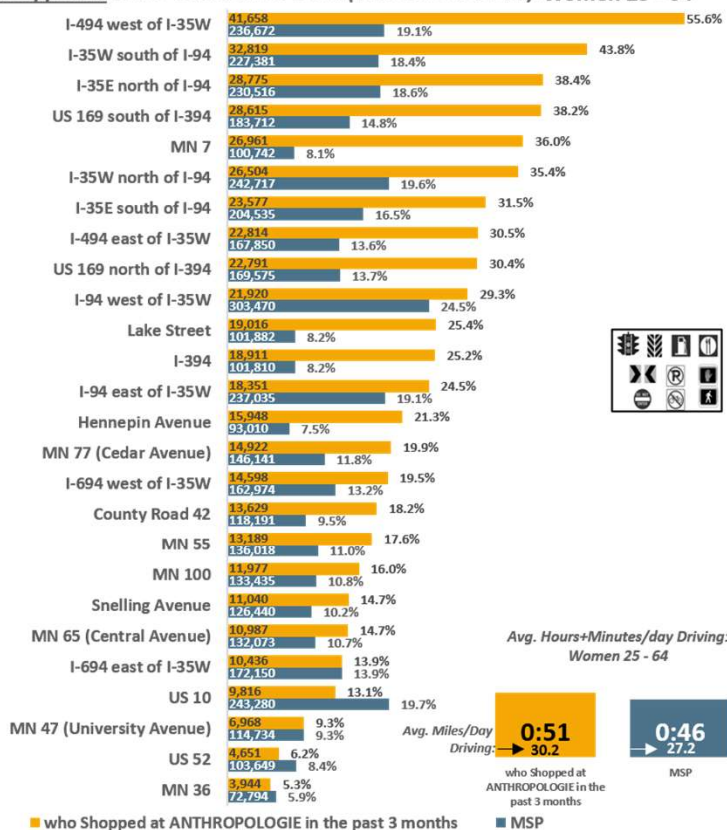
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Clothing stores shopped past 3 months: Anthropologie

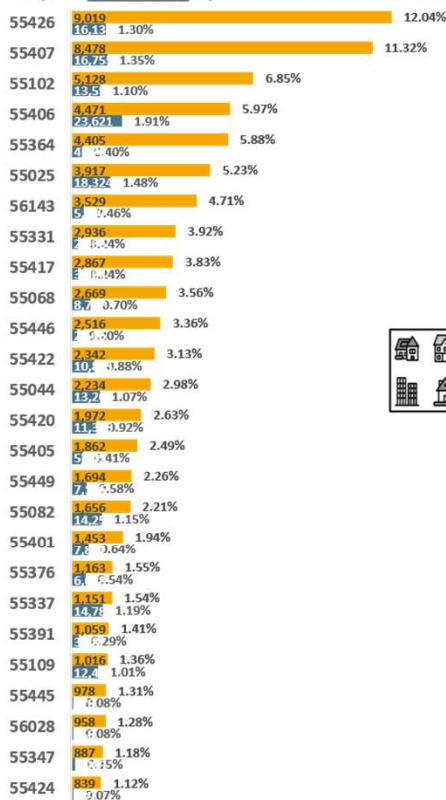


74,909 or 100.% of Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months spend an average of 52. minutes per day driving an average of 30.2 miles each day and are 342.3% more likely to use MN 7 than the Metro average.

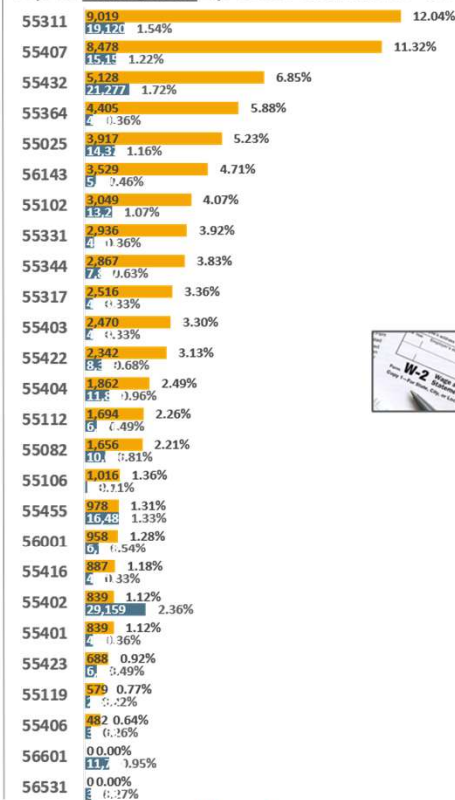
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Women 25 - 64



Top-26 Residential Zip Codes: Women 25 - 64



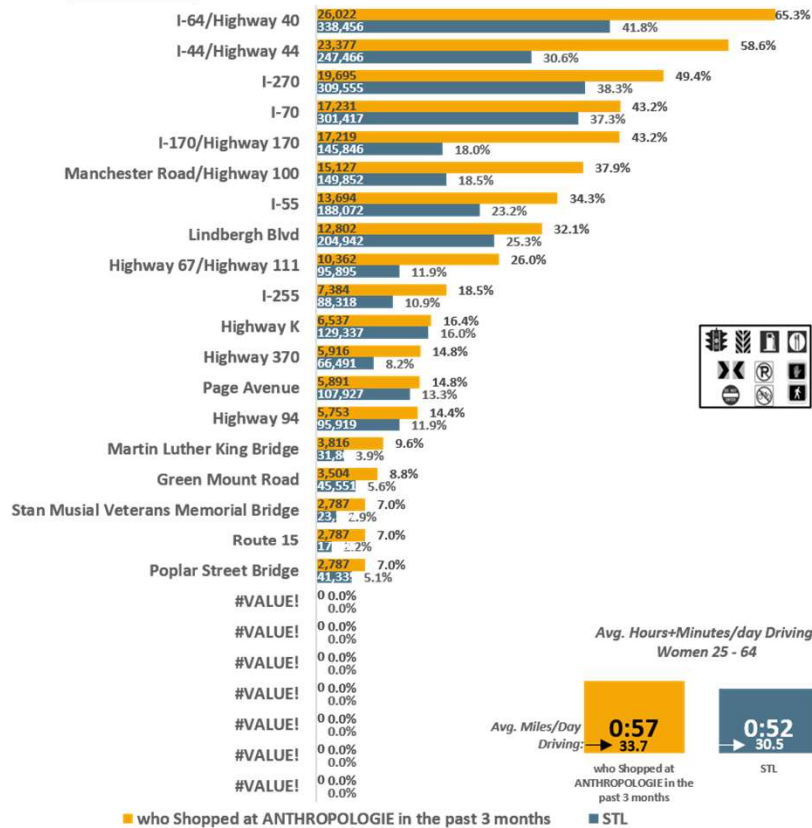
Top-26 Employment Zip Codes: Women 25 - 64



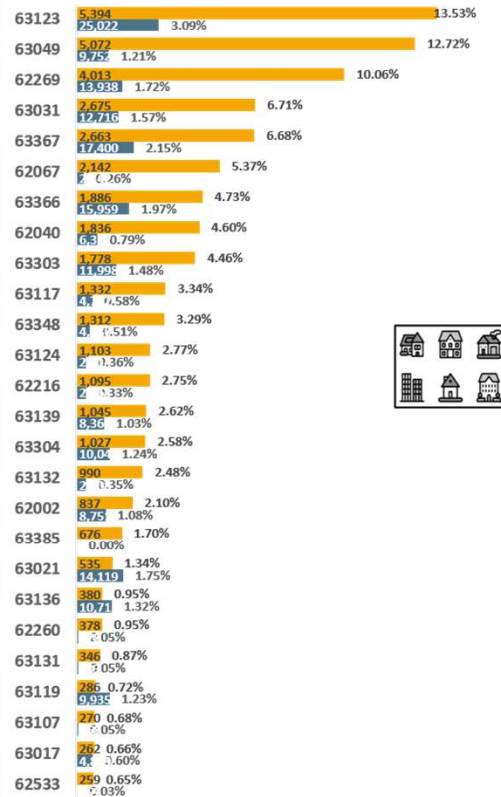


36,667 or 92.% of Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months spend an average of 57.9 minutes per day driving an average of 33.7 miles each day and are 217.7% more likely to use Route 15 than the Metro average.

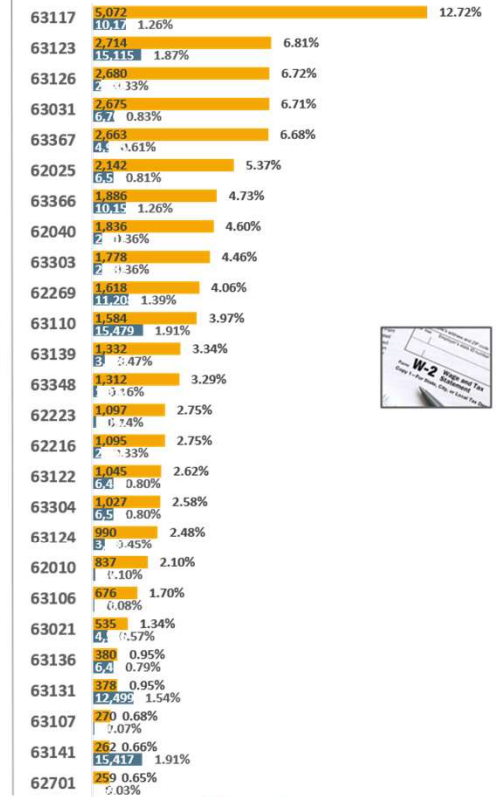
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Women 25 - 64



Top-26 Residential Zip Codes: Women 25 - 64



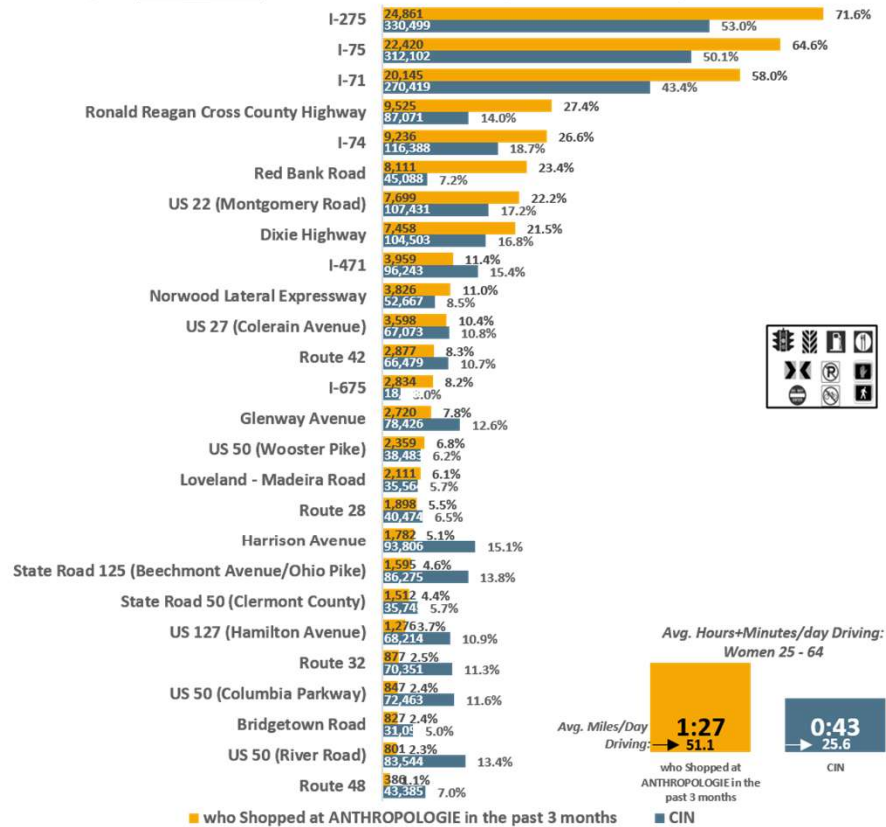
Top-26 Employment Zip Codes: Women 25 - 64



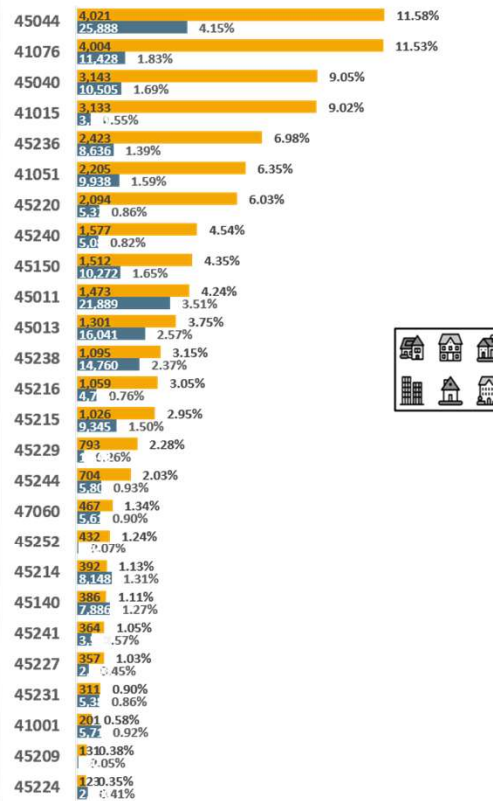


33,150 or 95.5% of Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months spend an average of 87.8 minutes per day driving an average of 51.1 miles each day and are 222.8% more likely to use Red Bank Road than the Metro average.

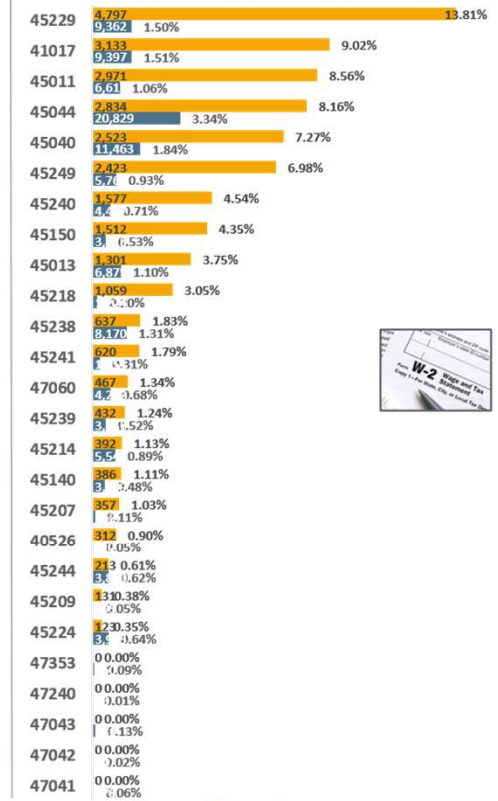
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Women 25 - 64



Top-26 Residential Zip Codes: Women 25 - 64



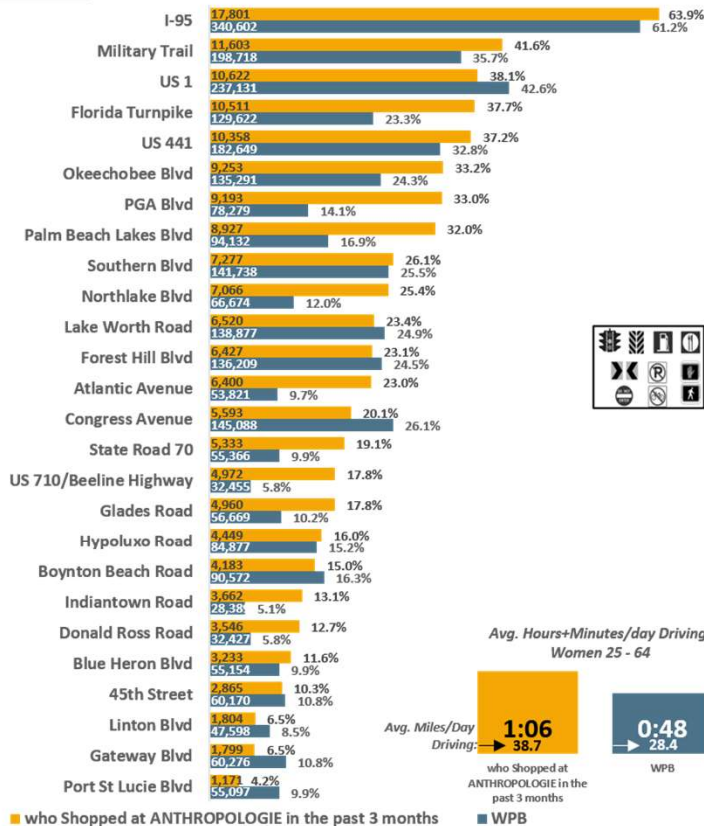
Top-26 Employment Zip Codes: Women 25 - 64



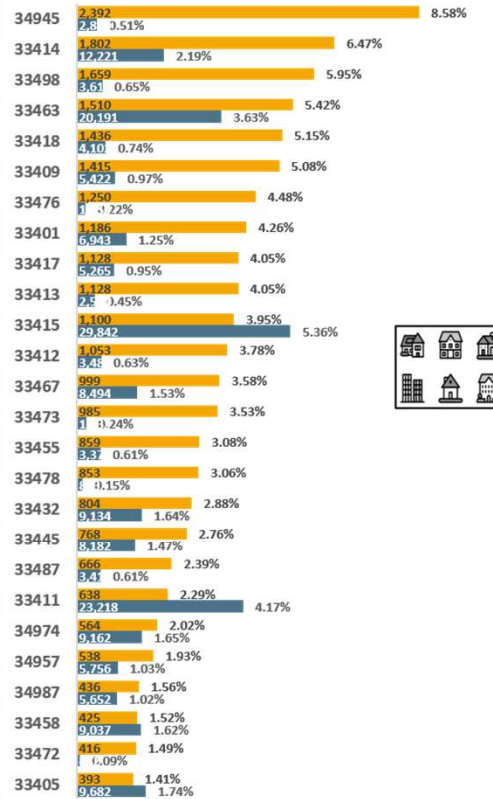


23,604 or 84.7% of Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months spend an average of 66.4 minutes per day driving an average of 38.7 miles each day and are 206.% more likely to use US 710/Beeline Highway than the Metro average.

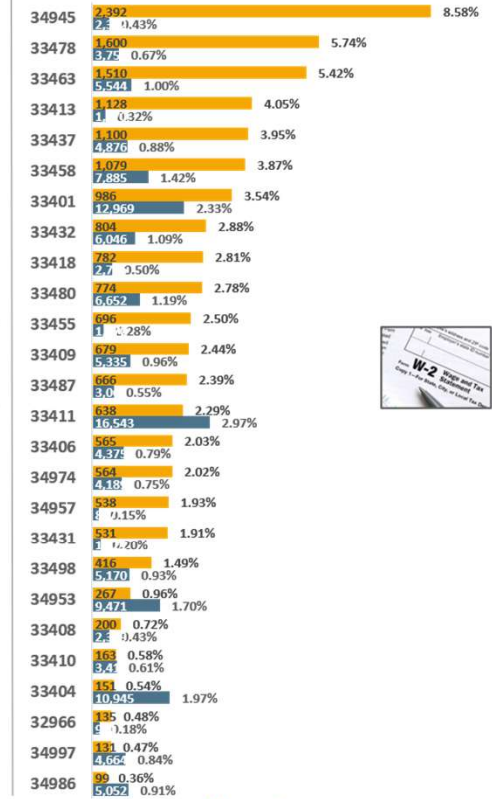
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Women 25 - 64



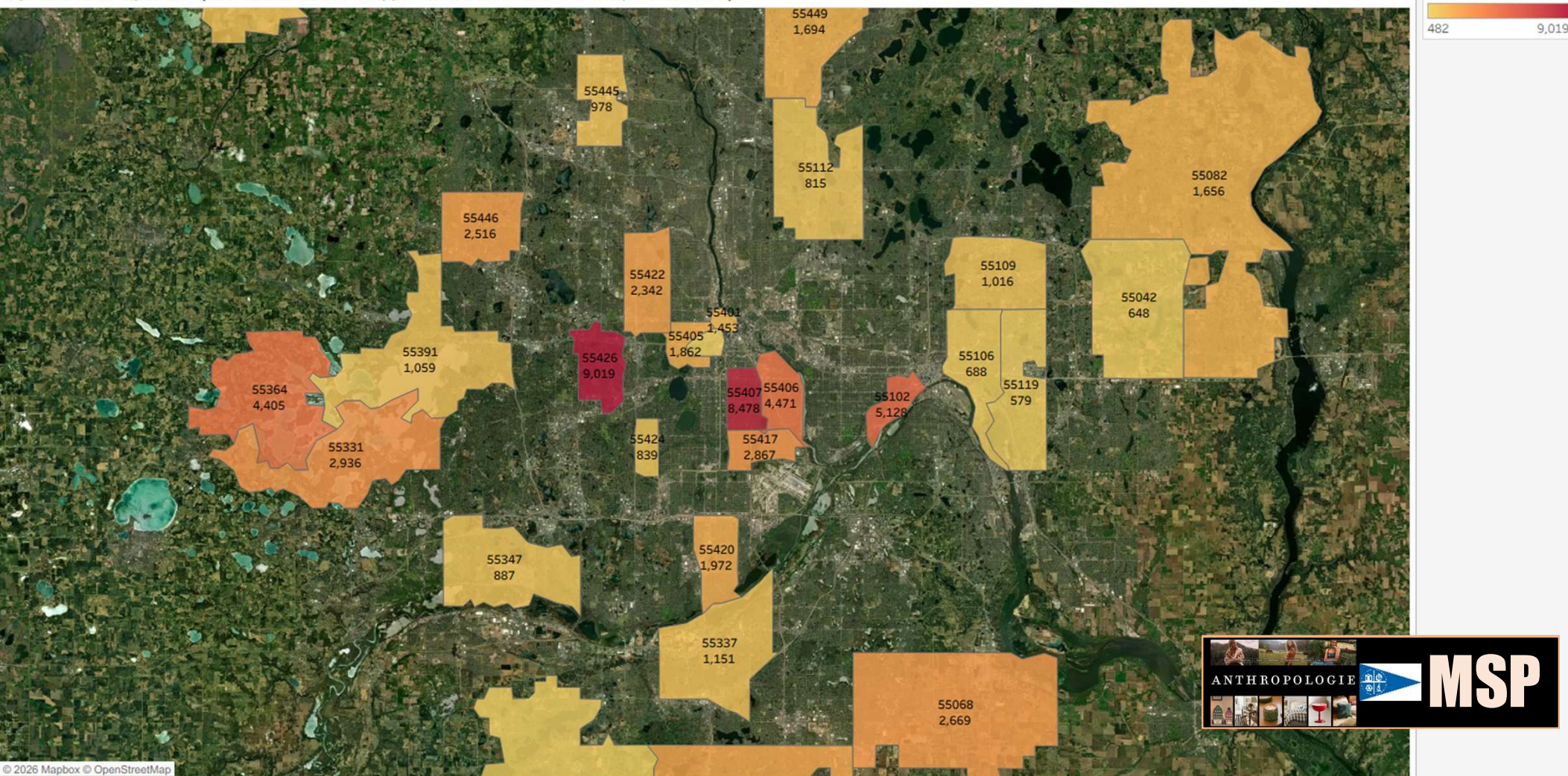
Top-26 Residential Zip Codes: Women 25 - 64



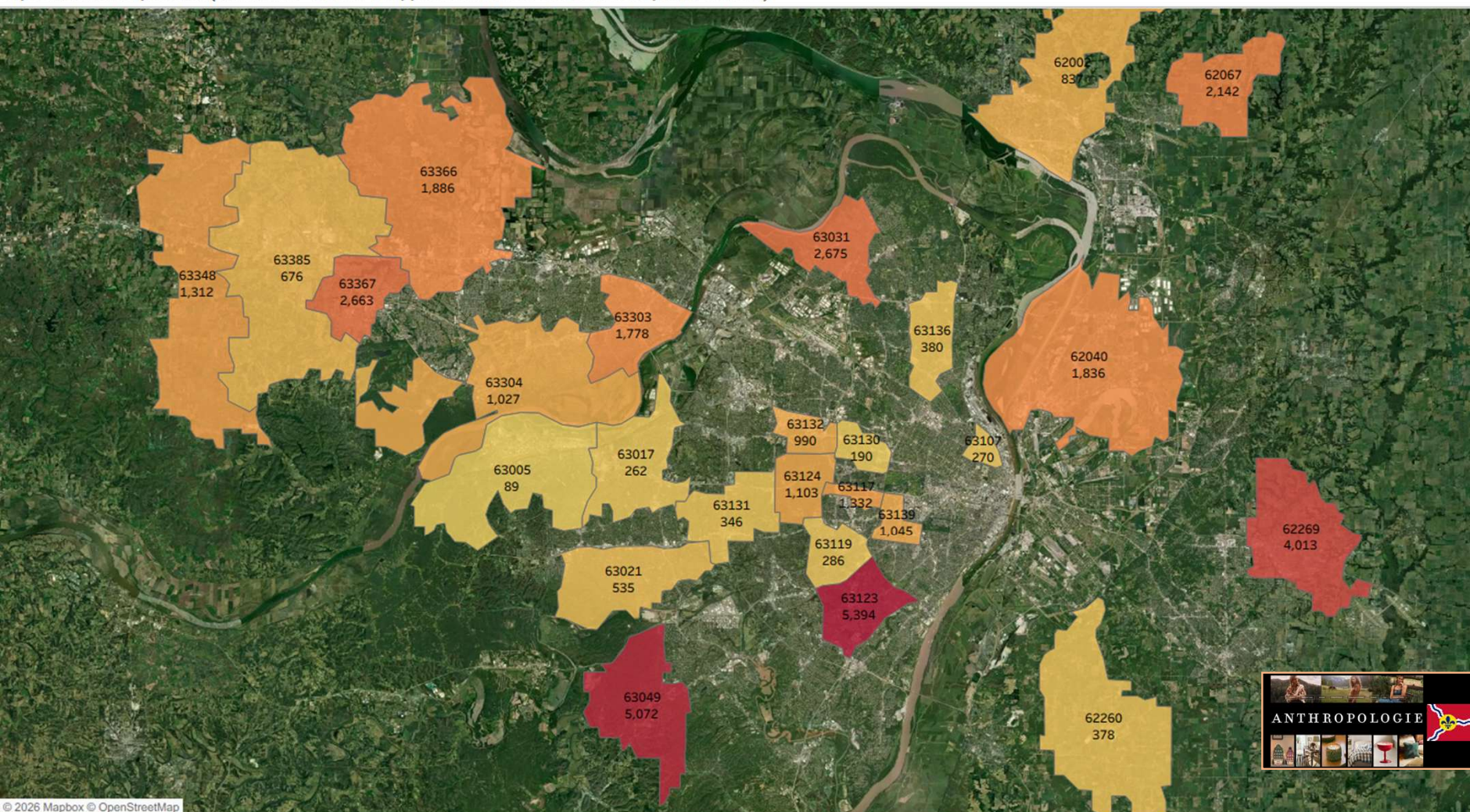
Top-26 Employment Zip Codes: Women 25 - 64



Top Residential Zip Codes: (Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months)



Top Residential Zip Codes: (Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months)



SUM(Women 25 - 64 w...



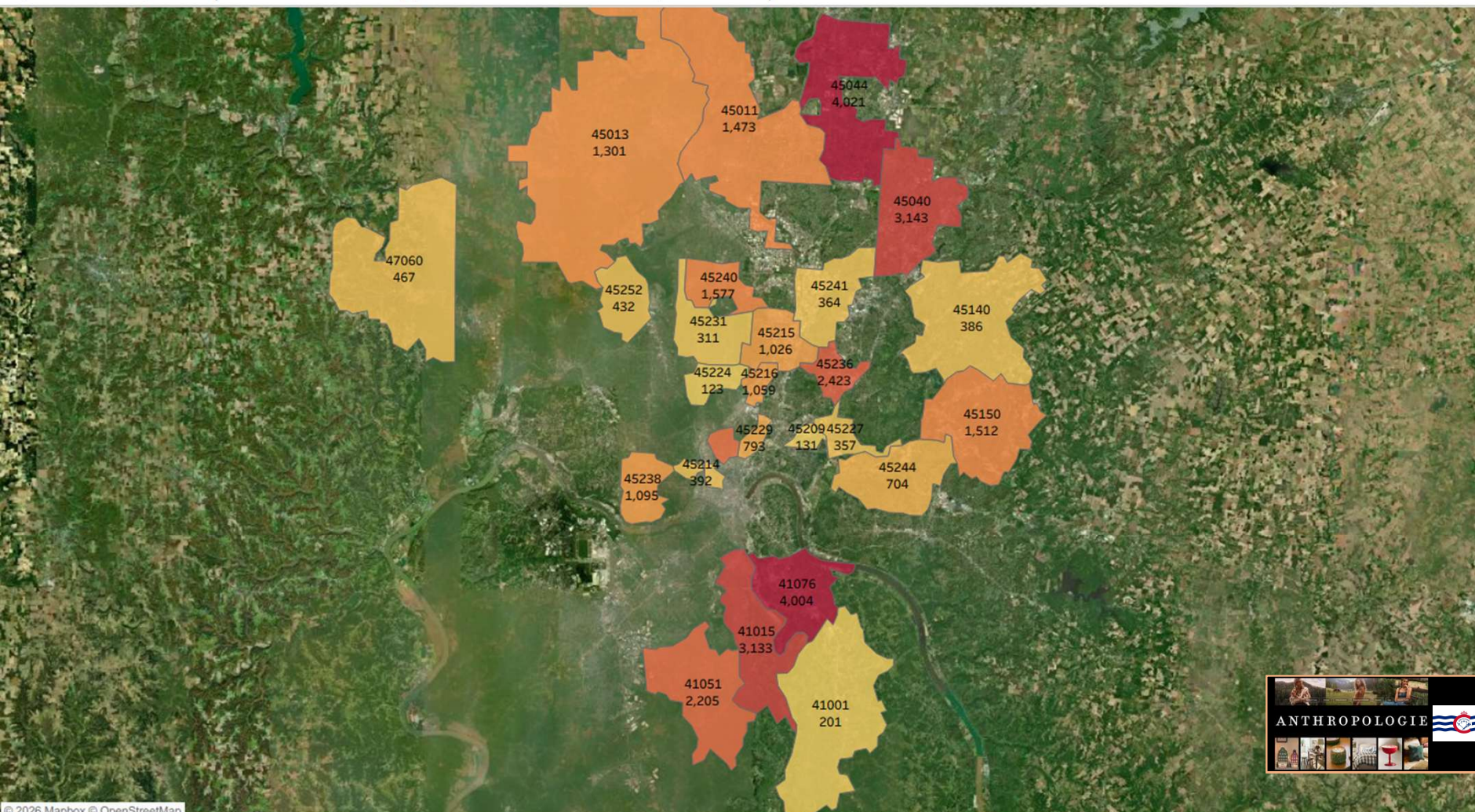
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STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 67
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Clothing stores shopped past 3 months: Anthropologie

Top Residential Zip Codes: (Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months)



SUM(Women 25 - 64 w...
123 4,021



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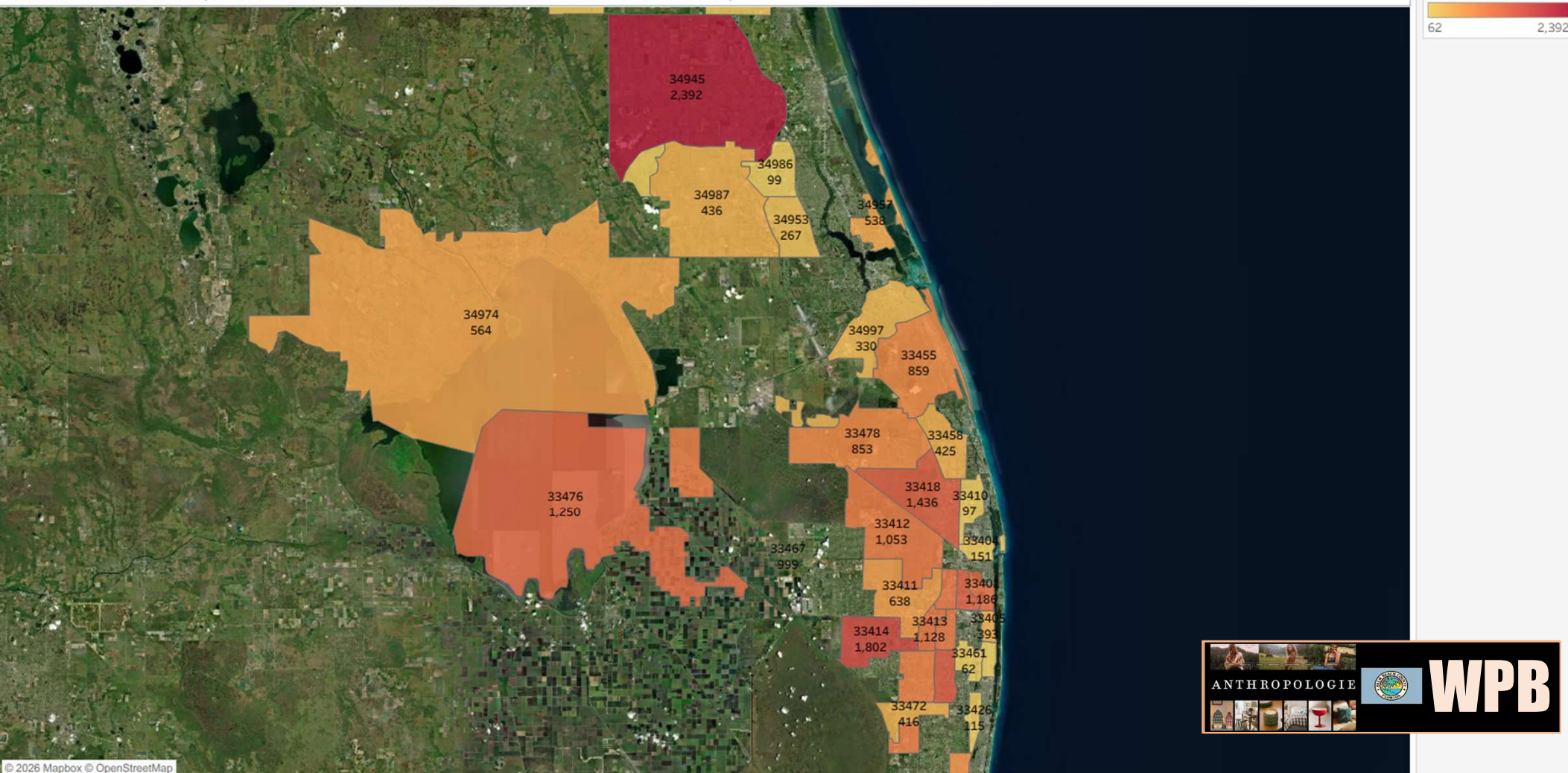
CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 64

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Clothing stores shopped past 3 months: Anthropologie

Top Residential Zip Codes: (Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months)



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 92

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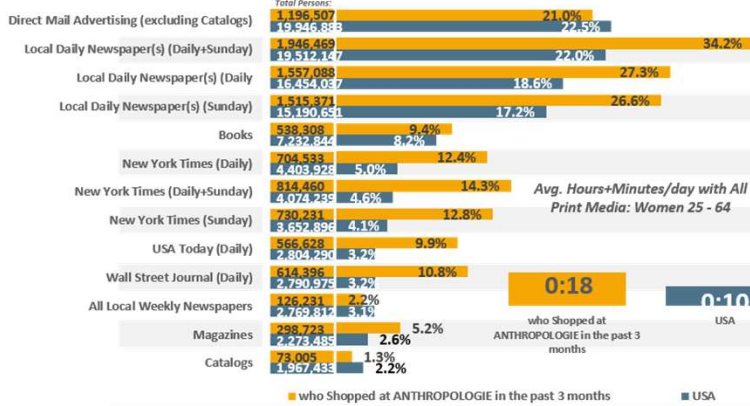
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Clothing stores shopped past 3 months: Anthropologie

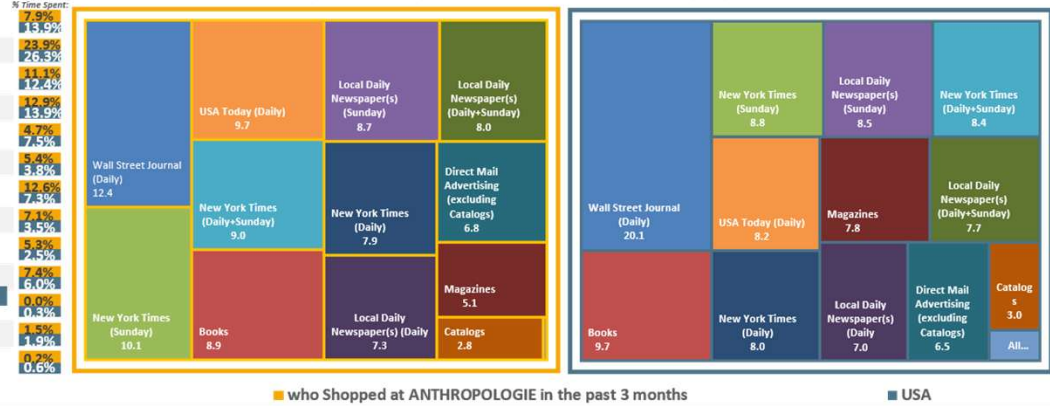


1,946,469 or 34.2% of Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8. minutes every day representing 25.1% of all time spent daily with All forms of Print Media.

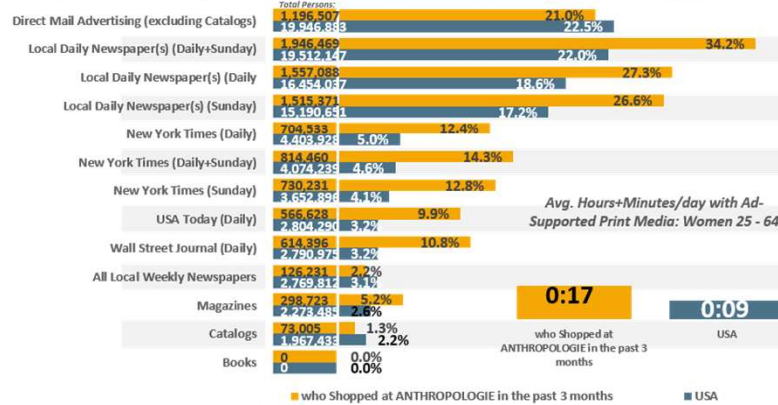
Avg. Week All Print Media (Persons & % Reach): Women 25 - 64



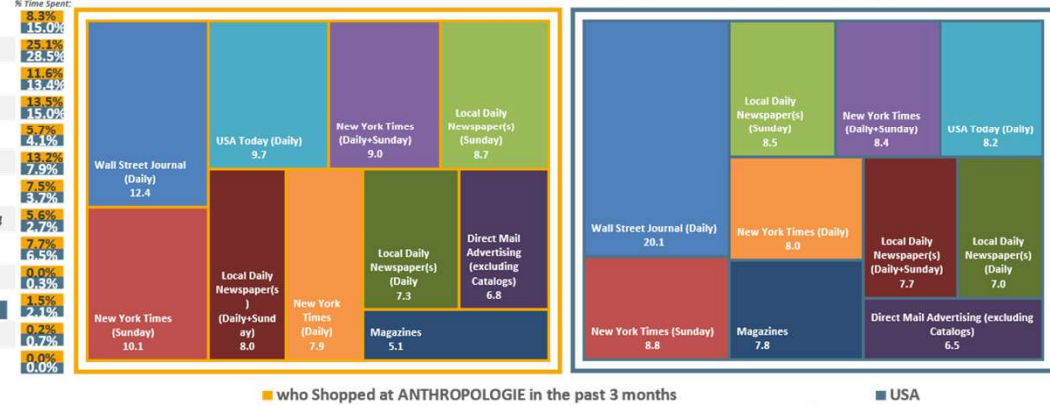
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Women 25 - 64



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 1,086
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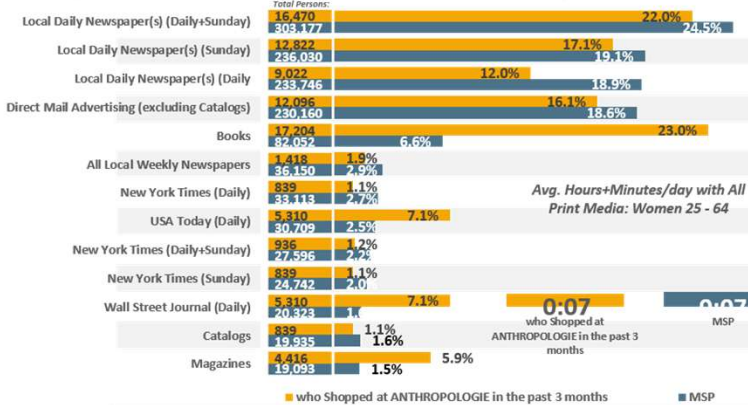
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Clothing stores shopped past 3 months: Anthropologie

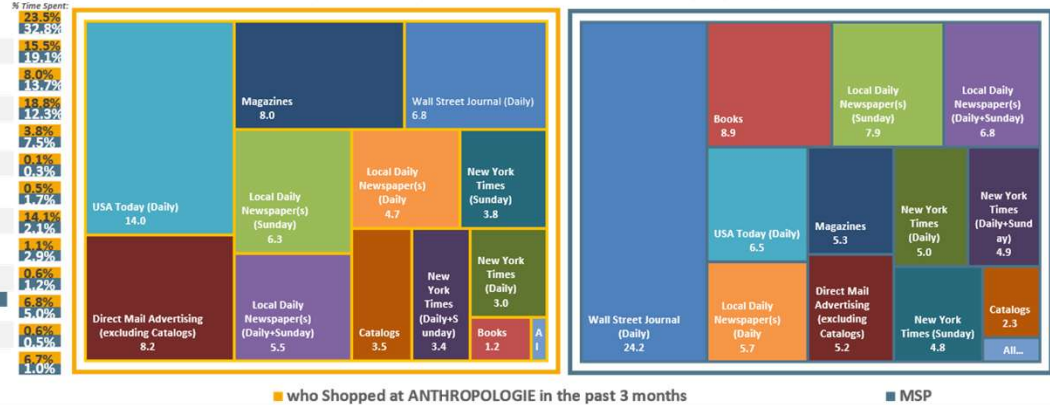


16,470 or 22.% of Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 5.5 minutes every day representing 24.4% of all time spent daily with All forms of Print Media.

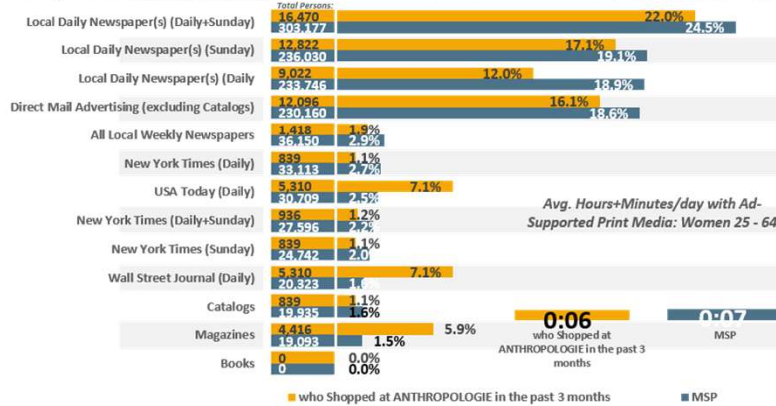
Avg. Week All Print Media (Persons & % Reach): Women 25 - 64



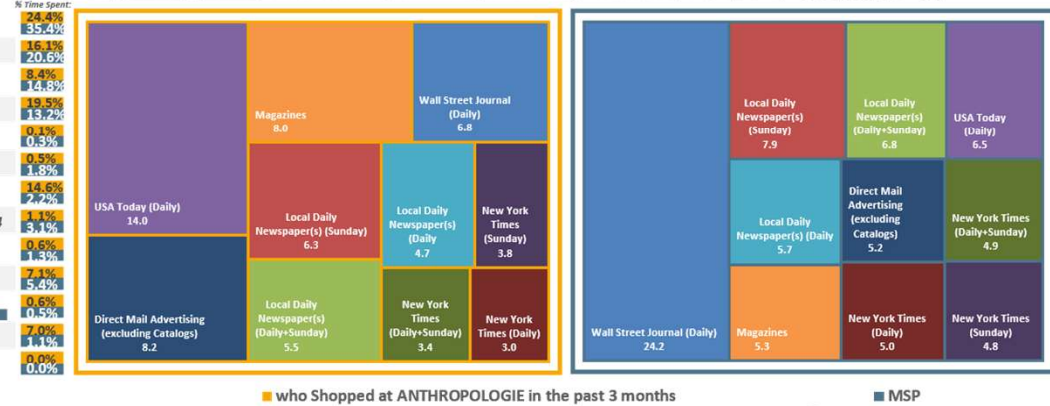
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Women 25 - 64



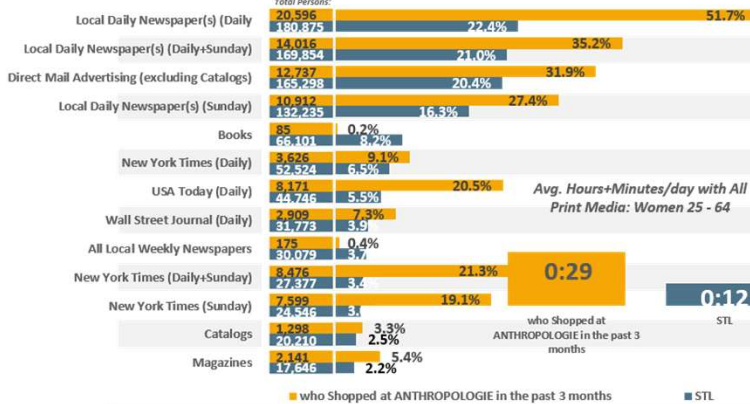
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



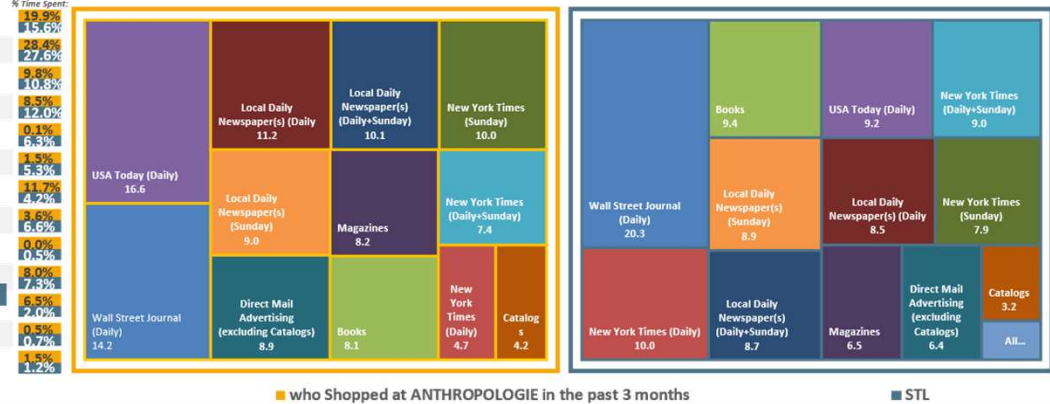


14,016 or 35.2% of Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.1 minutes every day representing 28.4% of all time spent daily with All forms of Print Media.

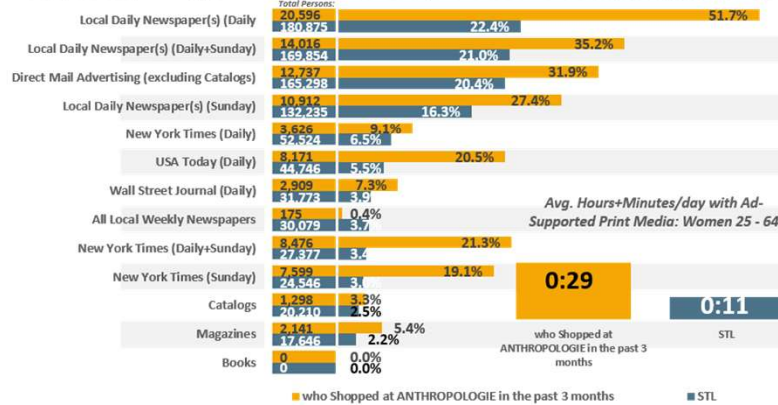
Avg. Week All Print Media (Persons & % Reach): Women 25 - 64



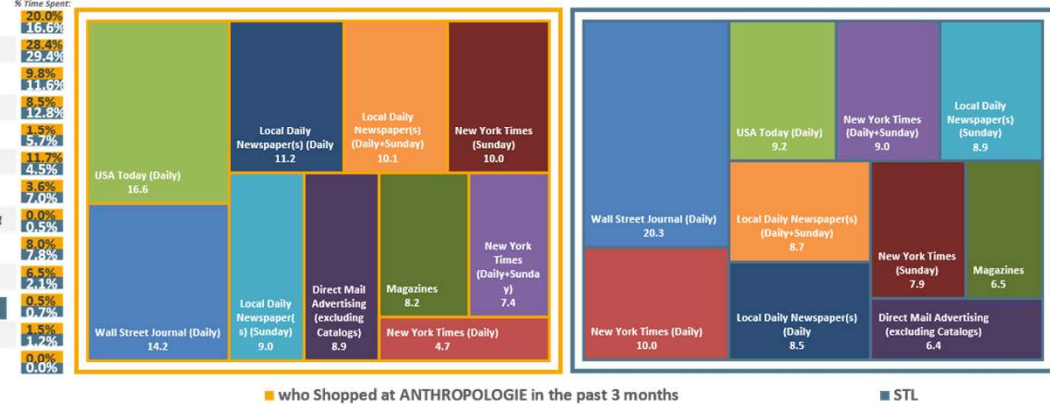
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Women 25 - 64



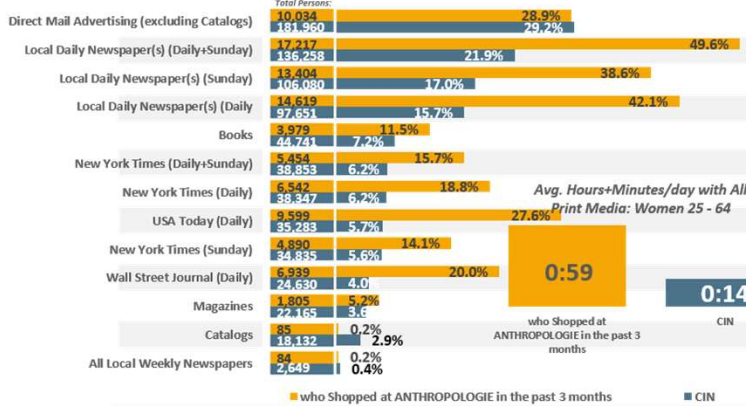
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



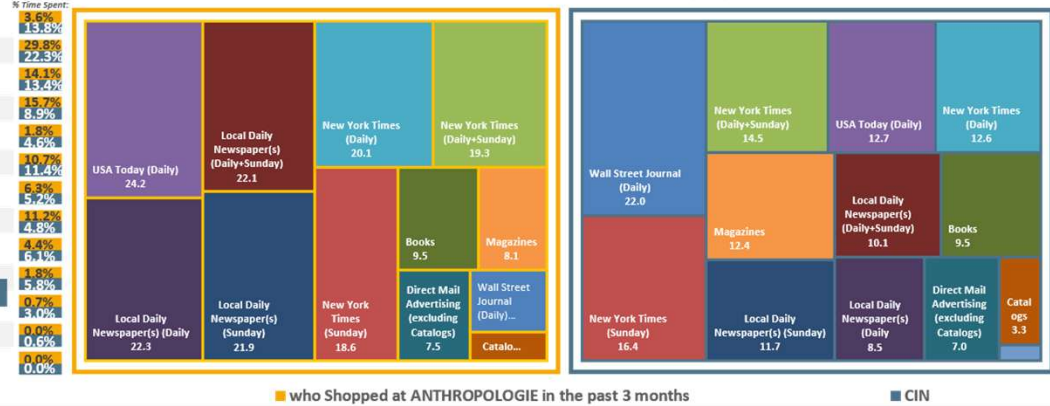


17,217 or 49.6% of Women 25 - 64 who Shopped at ANTHROPOLOGIE in the past 3 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 22.1 minutes every day representing 30.3% of all time spent daily with All forms of Print Media.

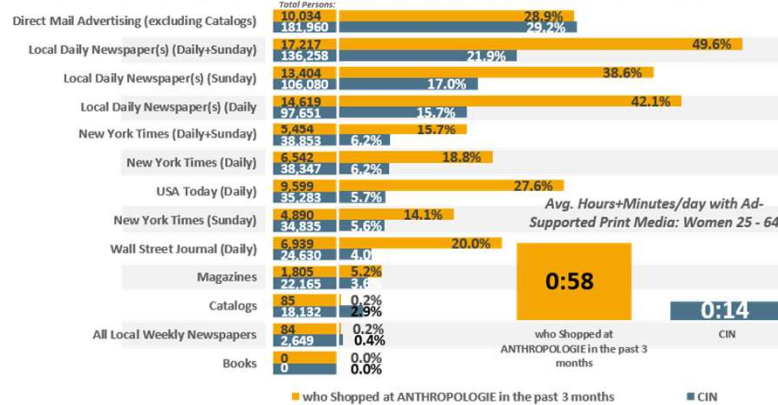
Avg. Week All Print Media (Persons & % Reach): Women 25 - 64



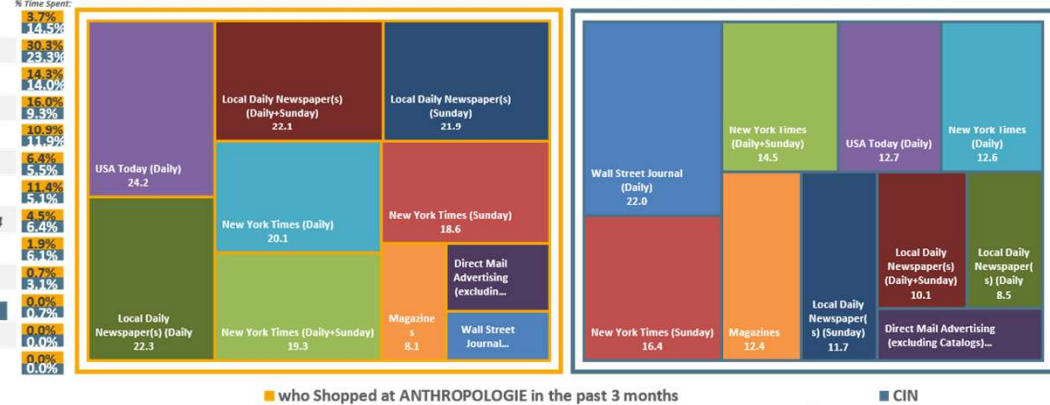
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64

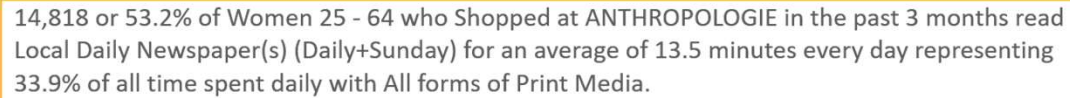


Avg. Week Ad-Supported All Print Media (Persons & % Reach): Women 25 - 64

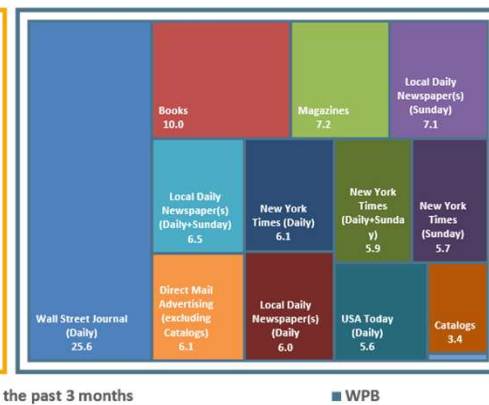
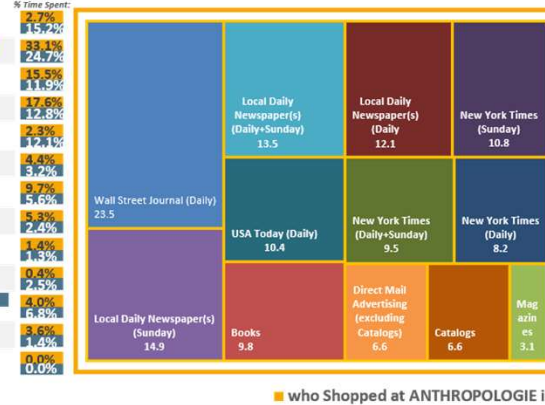


Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64

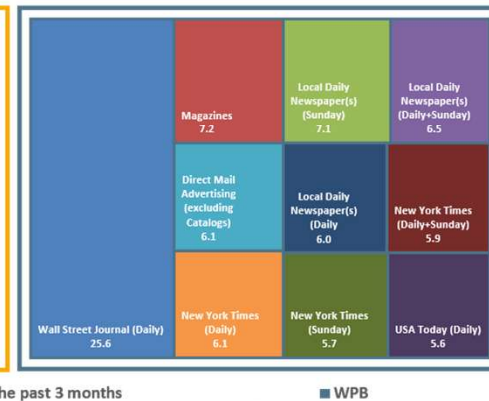
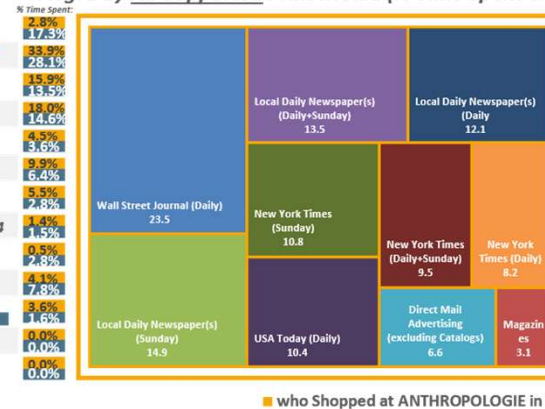




Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



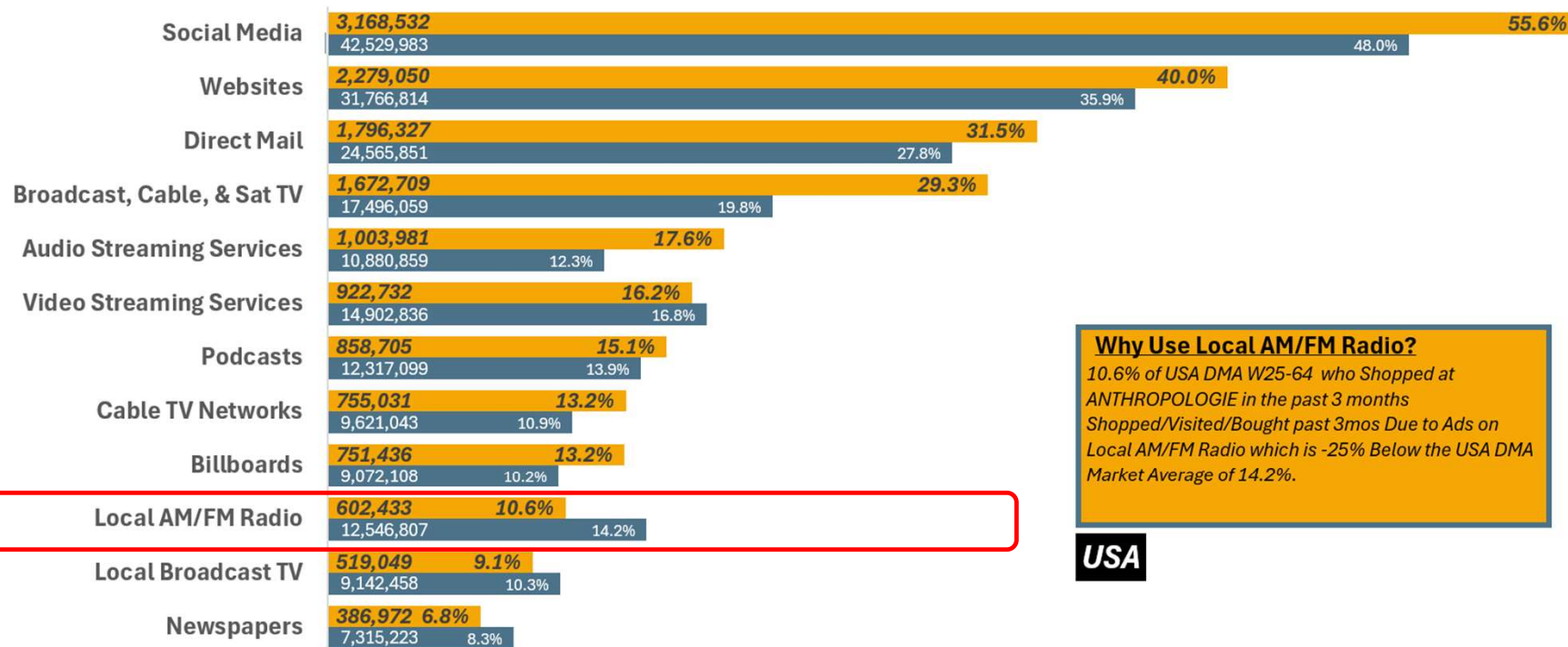
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64





"Advertising Actions"

W25-64 who Shopped at ANTHROPOLOGIE in the past 3 months
(Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

10.6% of USA DMA W25-64 who Shopped at ANTHROPOLOGIE in the past 3 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -25% Below the USA DMA Market Average of 14.2%.

USA

■ W25-64 who Shopped at ANTHROPOLOGIE in the past 3 months (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ W25-64 USA AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

USA DMA Scarborough R1 2026: Jan25-Mar26 Qual Intab: 586
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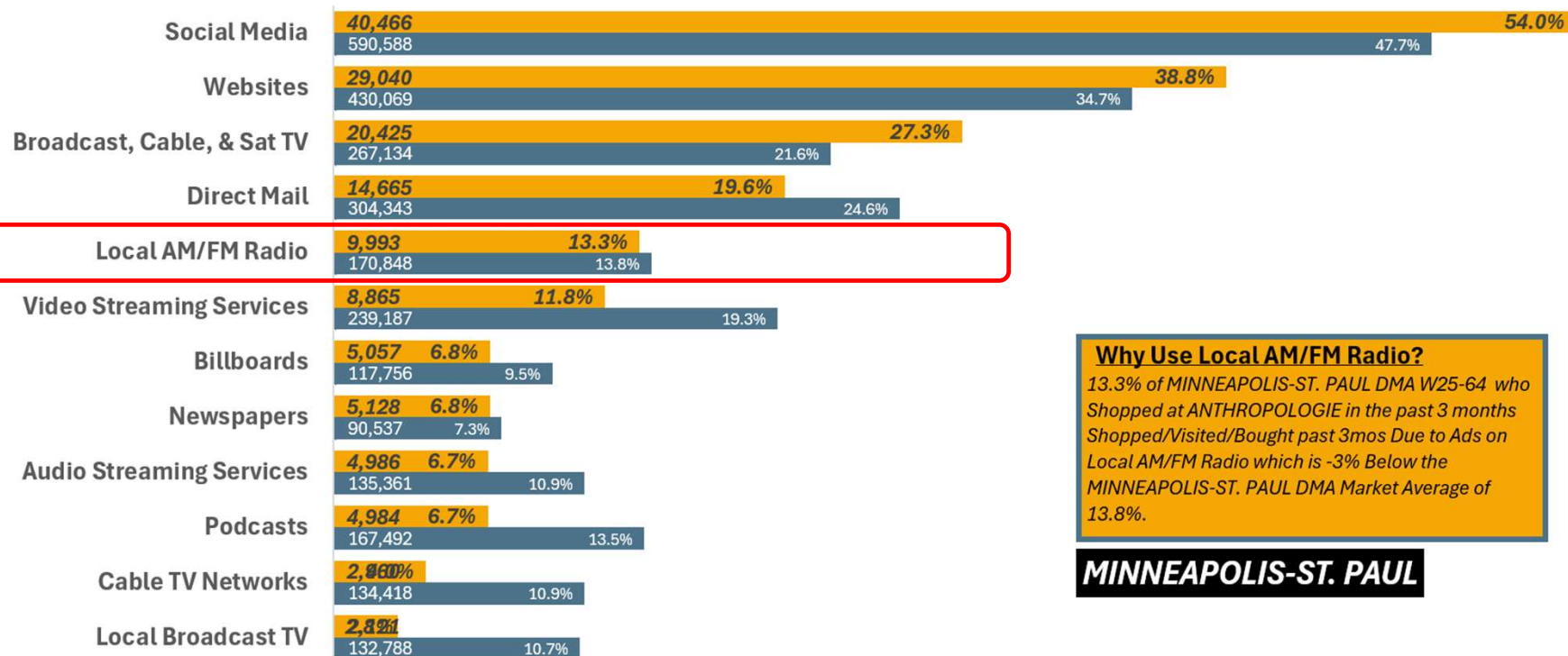
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Clothing stores shopped past 3 months: Anthropologie



"Advertising Actions"

W25-64 who Shopped at ANTHROPOLOGIE in the past 3 months
(Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

13.3% of MINNEAPOLIS-ST. PAUL DMA W25-64 who Shopped at ANTHROPOLOGIE in the past 3 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -3% Below the MINNEAPOLIS-ST. PAUL DMA Market Average of 13.8%.

MINNEAPOLIS-ST. PAUL

■ W25-64 who Shopped at ANTHROPOLOGIE in the past 3 months (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ W25-64 MINNEAPOLIS-ST. PAUL AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 34
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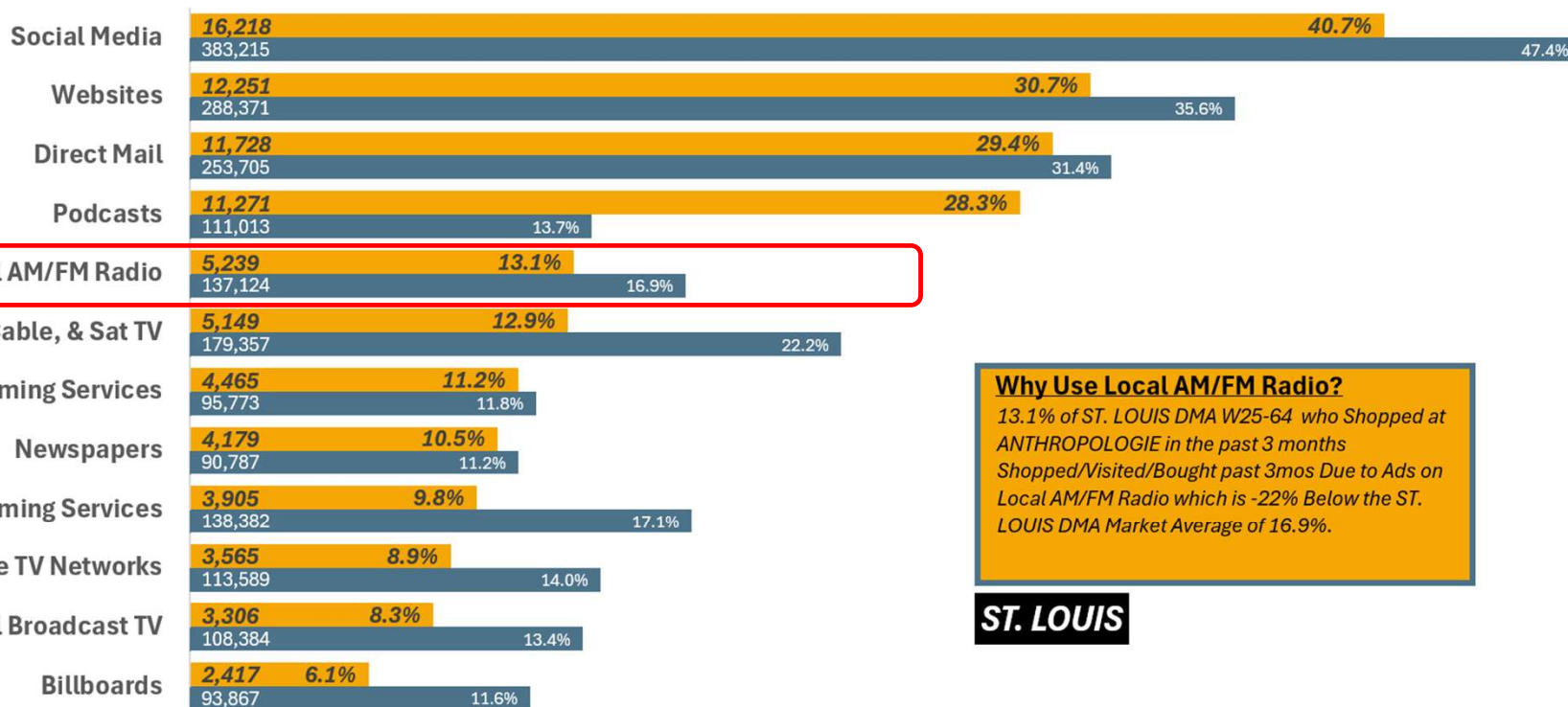
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Clothing stores shopped past 3 months: Anthropologie



"Advertising Actions"

W25-64 who Shopped at ANTHROPOLOGIE in the past 3 months
(Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

13.1% of ST. LOUIS DMA W25-64 who Shopped at ANTHROPOLOGIE in the past 3 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -22% Below the ST. LOUIS DMA Market Average of 16.9%.

ST. LOUIS

■ W25-64 who Shopped at ANTHROPOLOGIE in the past 3 months (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ W25-64 ST. LOUIS AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 35
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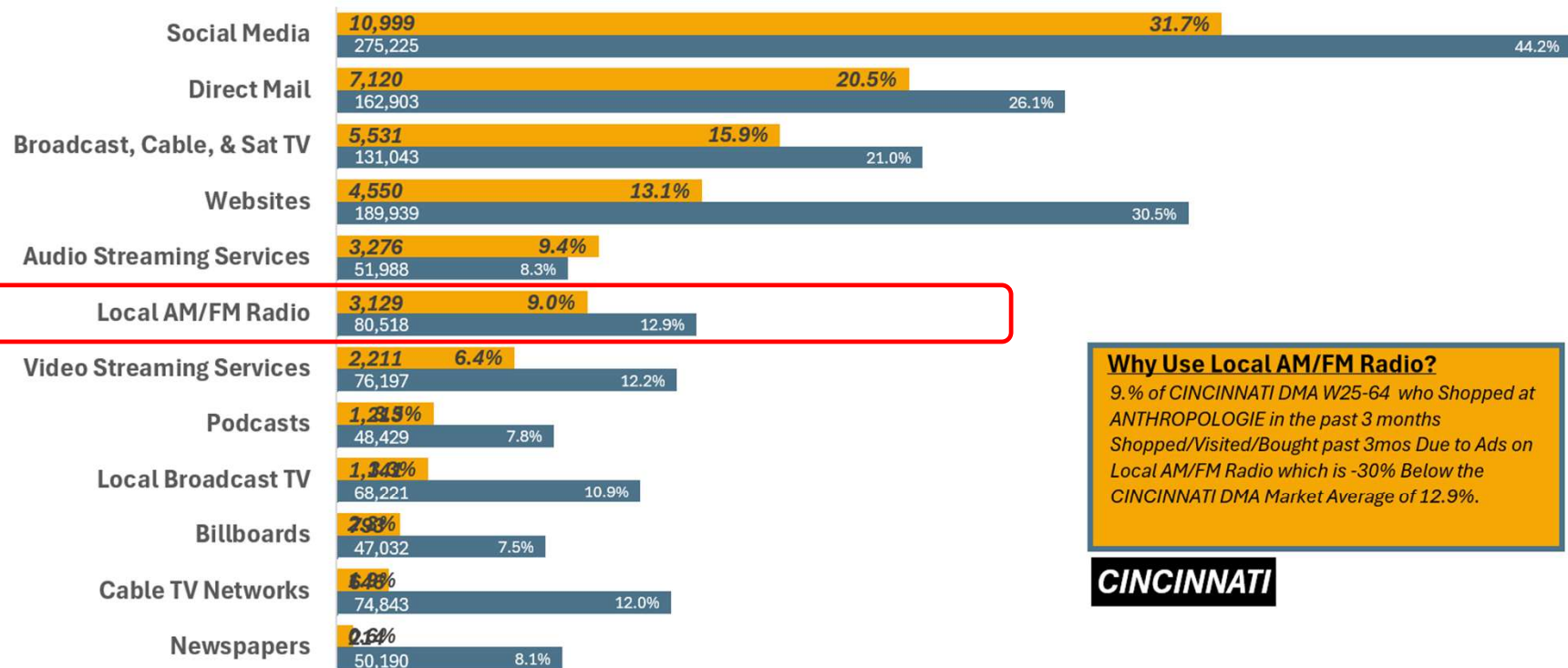
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Clothing stores shopped past 3 months: Anthropologie



"Advertising Actions"

W25-64 who Shopped at ANTHROPOLOGIE in the past 3 months
(Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

9.0% of CINCINNATI DMA W25-64 who Shopped at ANTHROPOLOGIE in the past 3 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -30% Below the CINCINNATI DMA Market Average of 12.9%.

CINCINNATI

■ W25-64 who Shopped at ANTHROPOLOGIE in the past 3 months (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ W25-64 CINCINNATI AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 34

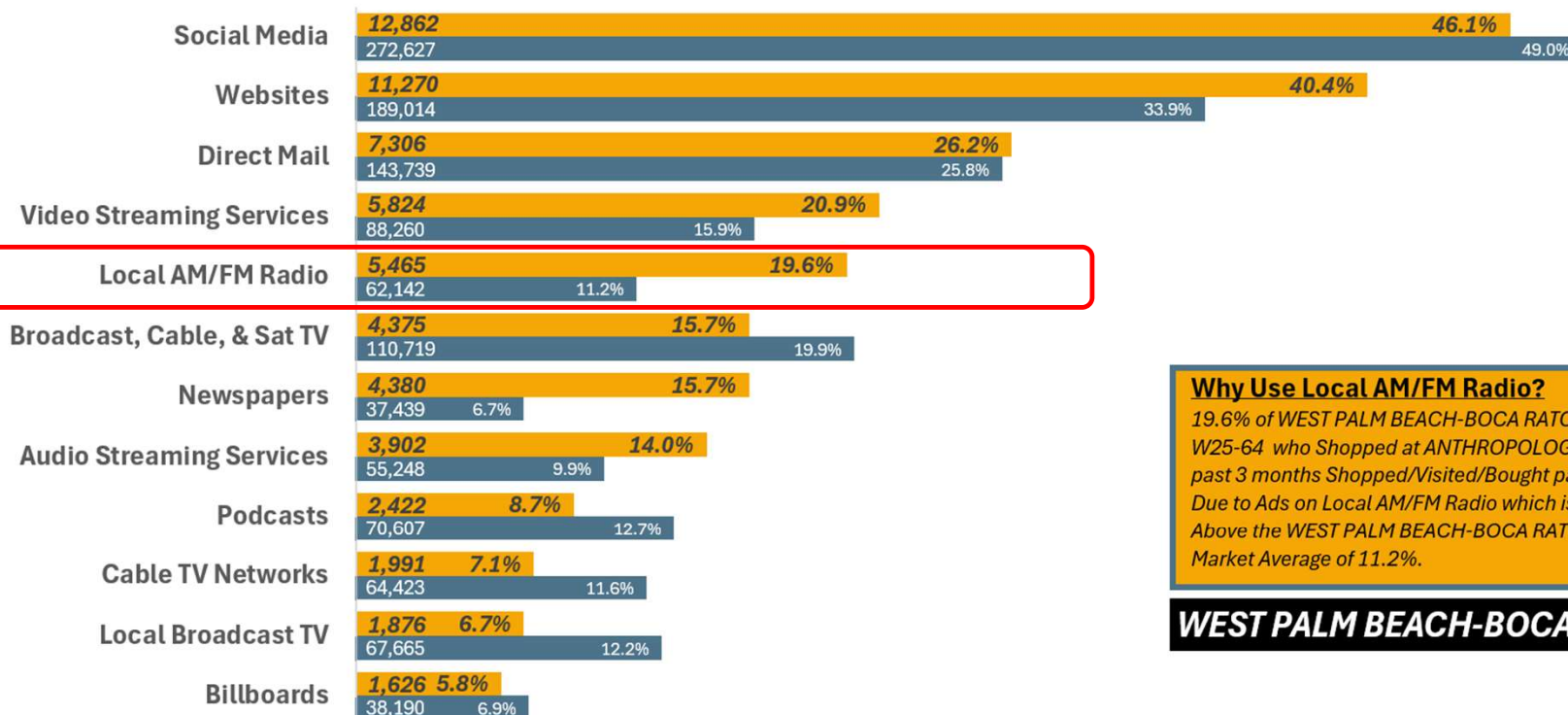
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"Advertising Actions"

W25-64 who Shopped at ANTHROPOLOGIE in the past 3 months
(Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

19.6% of WEST PALM BEACH-BOCA RATON DMA W25-64 who Shopped at ANTHROPOLOGIE in the past 3 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 76% Above the WEST PALM BEACH-BOCA RATON DMA Market Average of 11.2%.

WEST PALM BEACH-BOCA RATON

■ W25-64 who Shopped at ANTHROPOLOGIE in the past 3 months (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ W25-64 WEST PALM BEACH-BOCA RATON AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab: 50
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Clothing stores shopped past 3 months: Anthropologie