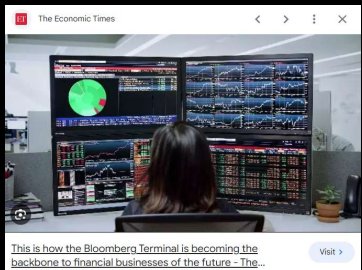


USA+4 More DMAs – P18+ who Bought Clothing Items at GAP/GAP KIDS in the past 3 months!

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** P18+ who Bought Clothing Items at GAP/GAP KIDS in the past 3 months as of March 31, 2026.



P18+

Vanguard® BlackRock

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

Clothing stores bought past 3 months: Gap/Gap Kids





2.4% or 6,478,292 of USA DMA Adults 18 or older Bought Clothing Items at GAP/GAP KIDS in the past 3mos.
Typical Adults 18 or older who Bought Clothing Items at GAP/GAP KIDS in the past 3mos are 43.3 years old
(11.4% younger than average) and have a \$153,247 (30.7% higher than average) annual household income.

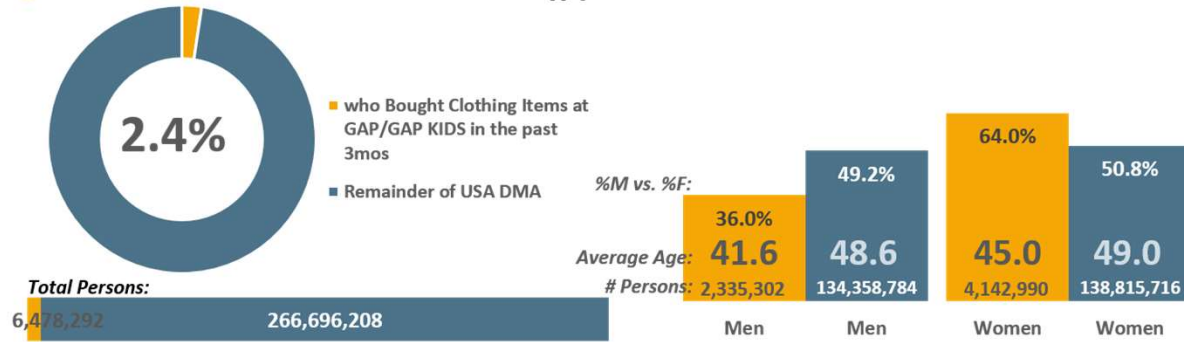


Percent of Market: Adults 18 or older

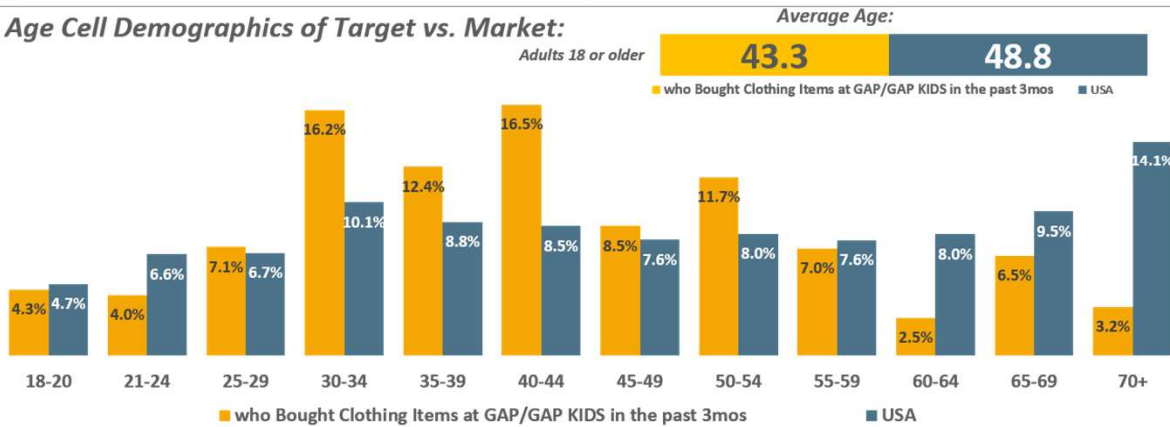


Gender of Target vs. Market: Adults 18 or older

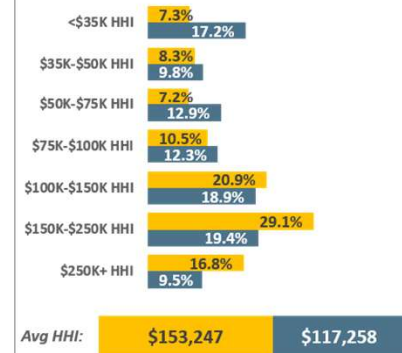
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:





1.7% or 65,975 of MSP DMA Adults 18 or older Bought Clothing Items at GAP/GAP KIDS in the past 3mos.
 Typical Adults 18 or older who Bought Clothing Items at GAP/GAP KIDS in the past 3mos are 39.5 years old
 (19.2% younger than average) and have a \$189,767 (65.8% higher than average) annual household income.



Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



- who Bought Clothing Items at GAP/GAP KIDS in the past 3mos
- Remainder of MSP DMA

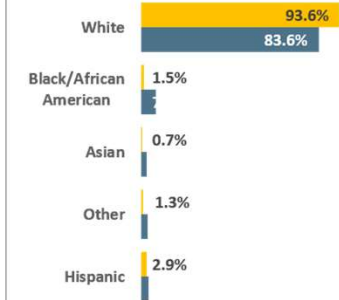
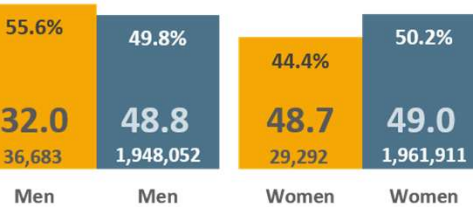
Total Persons:

65,975 3,843,988

%M vs. %F:

Average Age:

Persons:



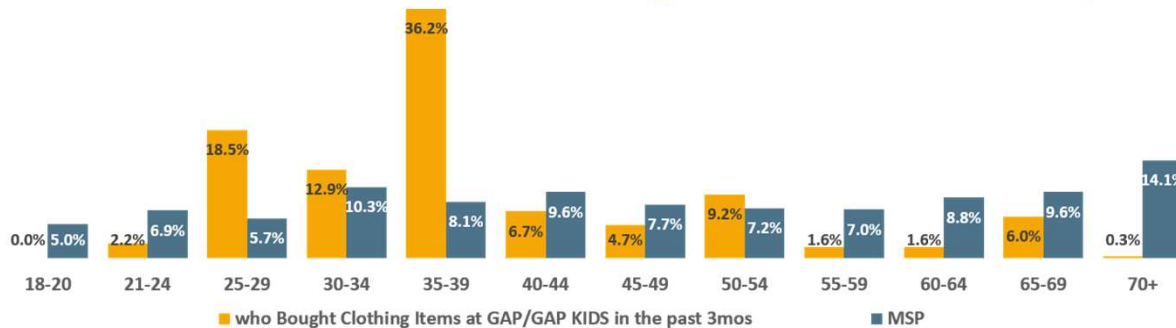
who Bought Clothing Items at GAP/GAP KIDS in the past 3mos MSP

Age Cell Demographics of Target vs. Market:

Average Age:

Adults 18 or older

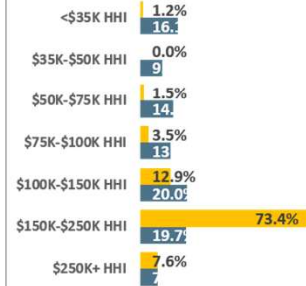
who Bought Clothing Items at GAP/GAP KIDS in the past 3mos MSP



who Bought Clothing Items at GAP/GAP KIDS in the past 3mos

MSP

HHI of Target vs. Market:



Avg HHI: \$189,767 \$114,452



1.4% or 36,469 of STL DMA Adults 18 or older Bought Clothing Items at GAP/GAP KIDS in the past 3mos.
 Typical Adults 18 or older who Bought Clothing Items at GAP/GAP KIDS in the past 3mos are 42.4 years old
 (14.3% younger than average) and have a \$129,603 (24.7% higher than average) annual household income.

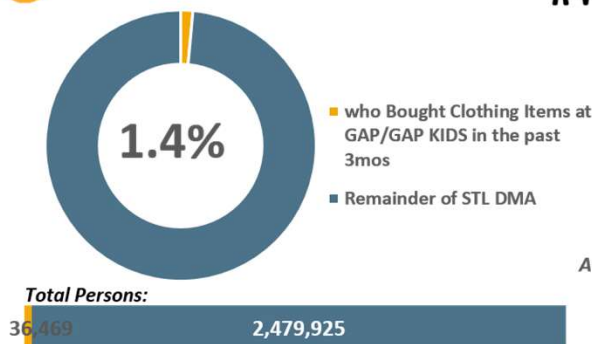


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

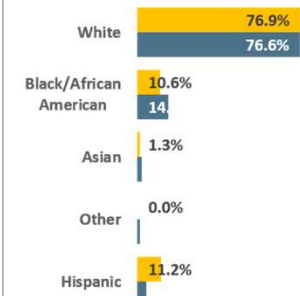
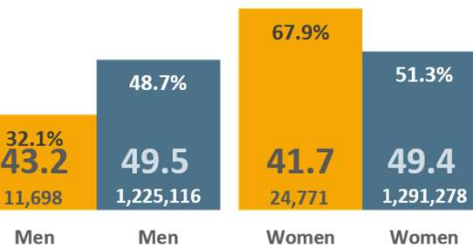
Ethnicity of Target vs. Market:



%M vs. %F:

Average Age:

Persons:



who Bought Clothing Items at GAP/GAP KIDS in the past 3mos STL

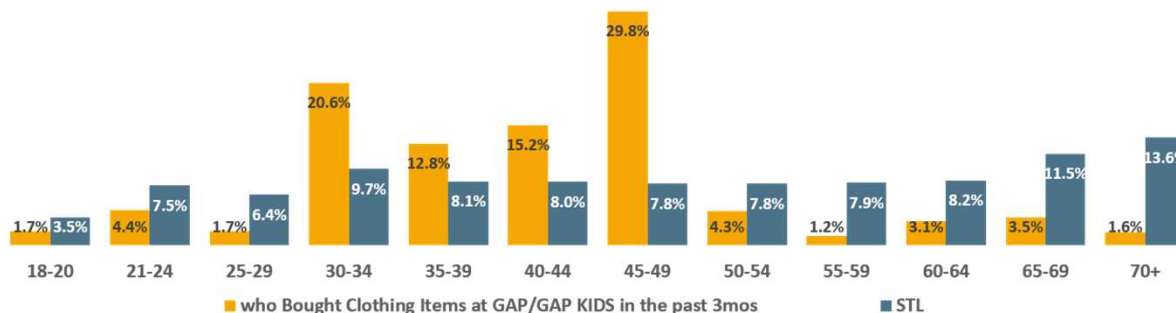
Age Cell Demographics of Target vs. Market:

Average Age:

Adults 18 or older



who Bought Clothing Items at GAP/GAP KIDS in the past 3mos STL

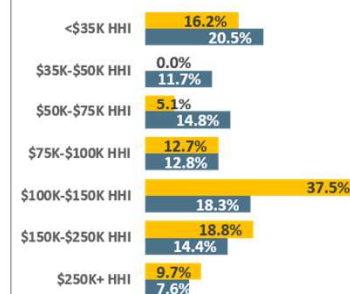


who Bought Clothing Items at GAP/GAP KIDS in the past 3mos

STL



HHI of Target vs. Market:



Avg HHI: \$129,603 (Target) vs \$103,944 (Market)



2.0% or 38,968 of CIN DMA Adults 18 or older Bought Clothing Items at GAP/GAP KIDS in the past 3mos.
 Typical Adults 18 or older who Bought Clothing Items at GAP/GAP KIDS in the past 3mos are 39.5 years old
 (18.8% younger than average) and have a \$133,482 (29.% higher than average) annual household income.

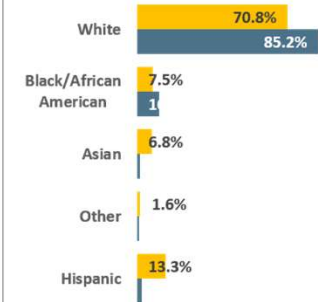
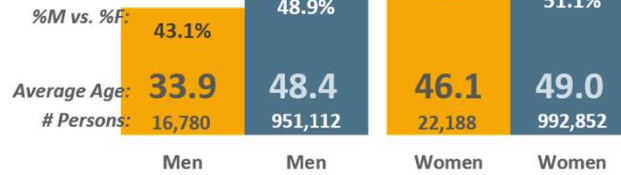
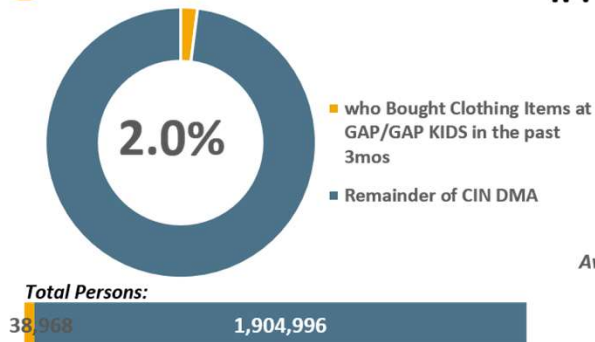


Percent of Market: Adults 18 or older



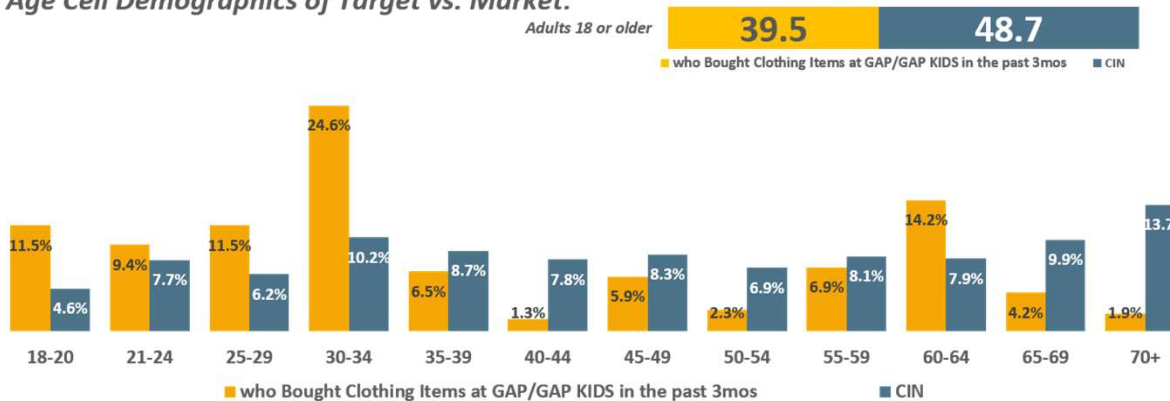
Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:

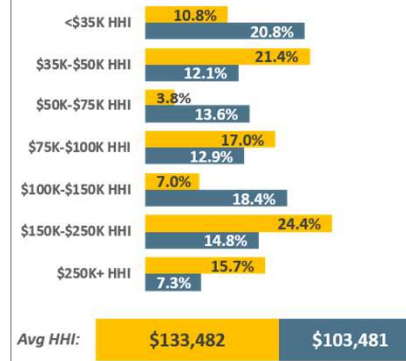


Age Cell Demographics of Target vs. Market:

Average Age:



HHI of Target vs. Market:





1.8% or 35,260 of WPB DMA Adults 18 or older Bought Clothing Items at GAP/GAP KIDS in the past 3mos.
 Typical Adults 18 or older who Bought Clothing Items at GAP/GAP KIDS in the past 3mos are 49.8 years old
 (6.4% younger than average) and have a \$140,960 (33.7% higher than average) annual household income.



Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



- who Bought Clothing Items at GAP/GAP KIDS in the past 3mos
- Remainder of WPB DMA

Total Persons:

35,260 1,908,738

%M vs. %F:

Average Age:

Persons:

34.1%

49.1

12,034

Men

48.5%

53.0

941,910

Men

65.9%

50.6

23,226

Women

51.5%

53.5

1,002,088

Women

Age Cell Demographics of Target vs. Market:

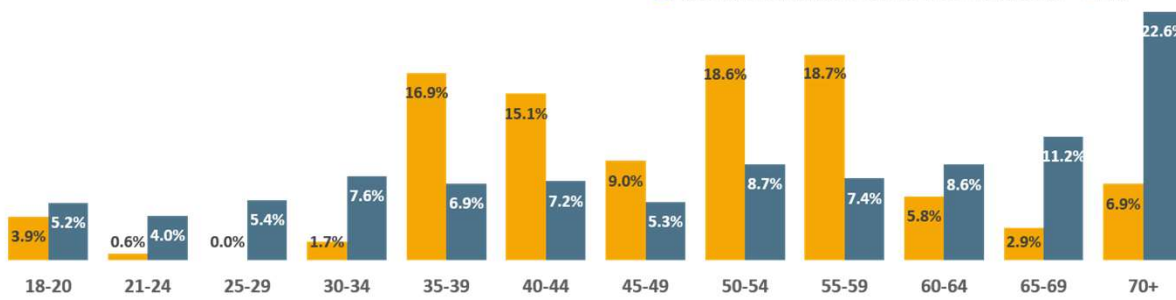
Average Age:

Adults 18 or older

49.8

53.2

- who Bought Clothing Items at GAP/GAP KIDS in the past 3mos
- WPB

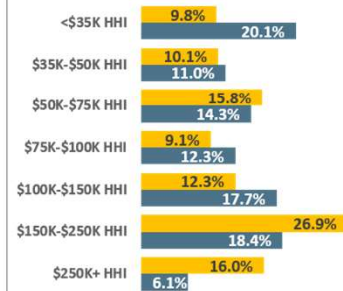


who Bought Clothing Items at GAP/GAP KIDS in the past 3mos

WPB



HHI of Target vs. Market:



Avg HHI:

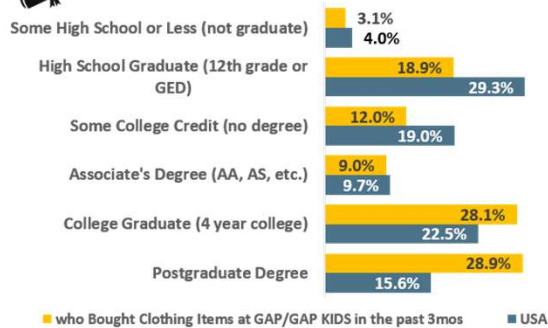
\$140,960 \$105,392



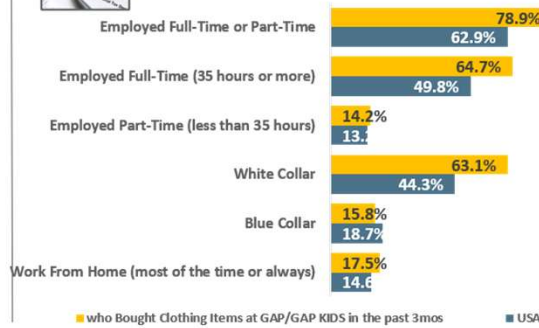
2.4% or 6,478,292 of USA DMA Adults 18 or older Bought Clothing Items at GAP/GAP KIDS in the past 3mos
Adults 18 or older who Bought Clothing Items at GAP/GAP KIDS in the past 3mos are 49.8% more likely to be a college graduate, 30.1% more likely to work full-time, 30.9% more likely to be married, 111.8% more likely to be a parent of 1 or more children und



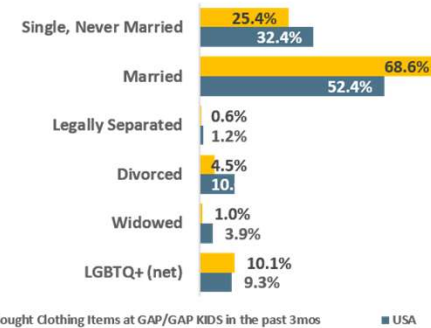
Education Levels: Adults 18 or older



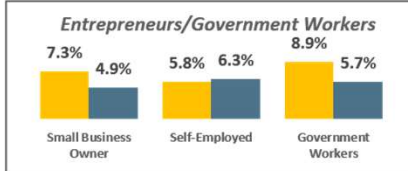
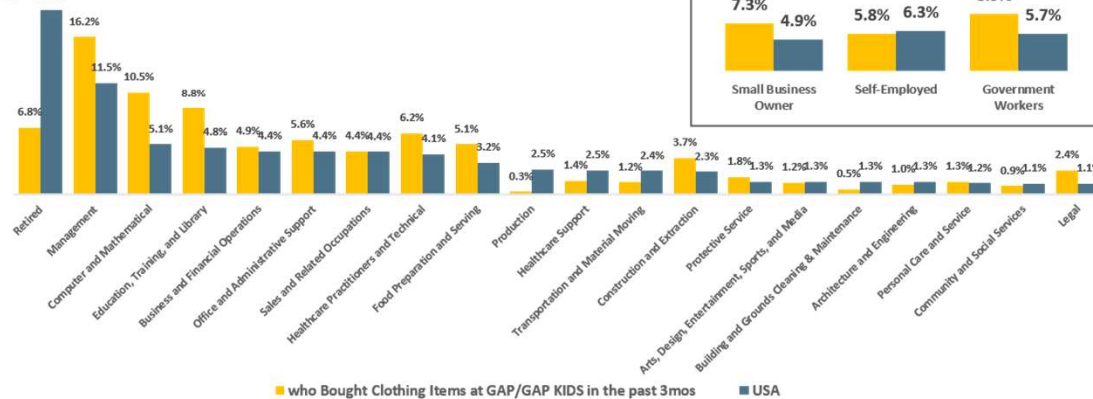
Employment: Adults 18 or older



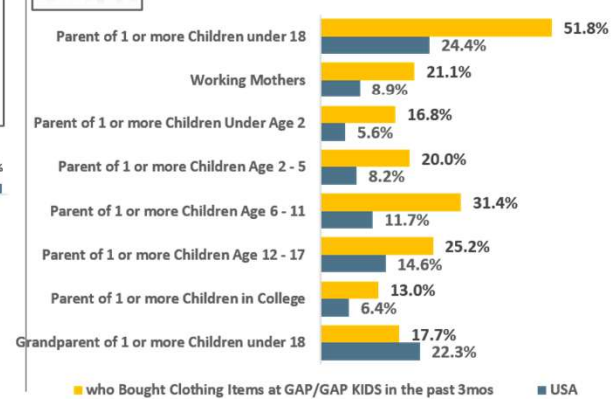
Marital Status: Adults 18 or older



Top-20 Occupations: Adults 18 or older



Stage in Life: Adults 18 or older

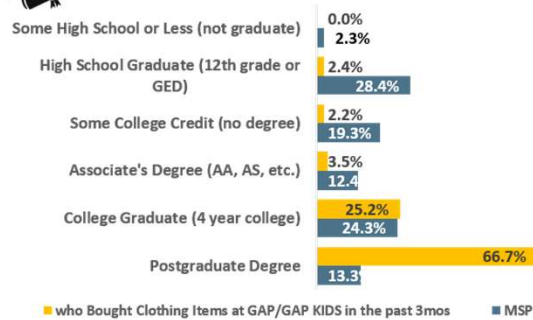




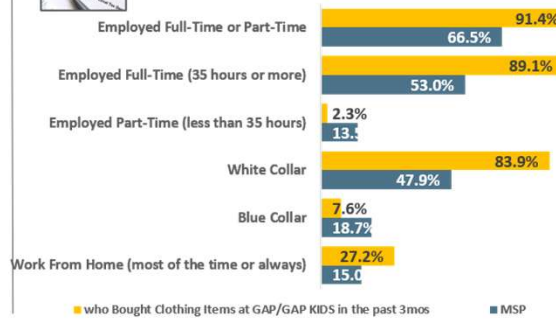
1.7% or 65,975 of MSP DMA Adults 18 or older Bought Clothing Items at GAP/GAP KIDS in the past 3mos. Adults 18 or older who Bought Clothing Items at GAP/GAP KIDS in the past 3mos are 144.3% more likely to be a college graduate, 68.1% more likely to work full-time, 66.4% more likely to be married, 139.5% more likely to be a parent of 1 or more children un



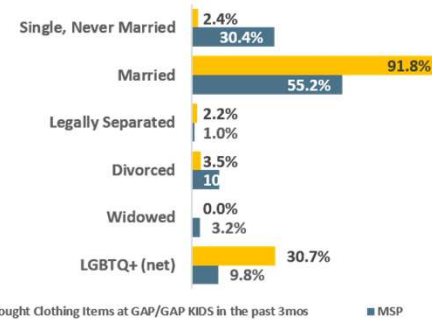
Education Levels: Adults 18 or older



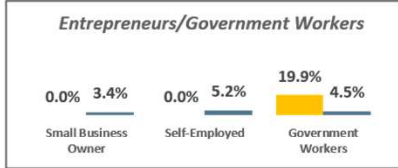
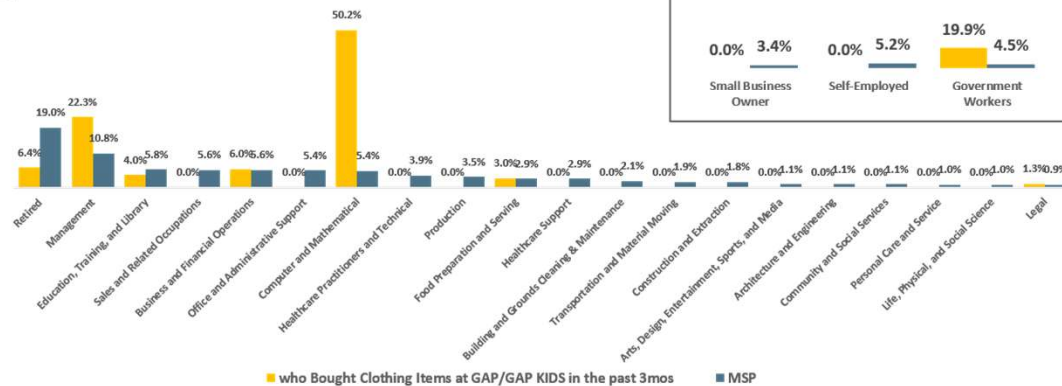
Employment: Adults 18 or older



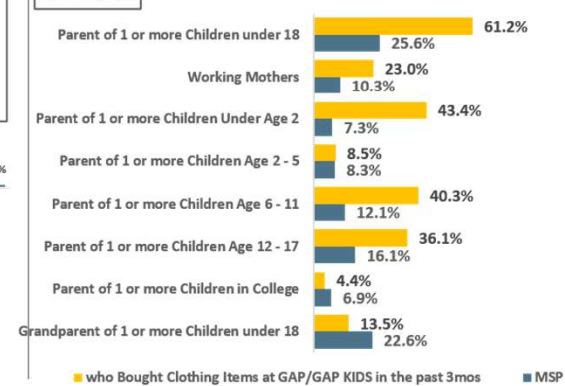
Marital Status: Adults 18 or older



Top-20 Occupations: Adults 18 or older



Stage in Life: Adults 18 or older

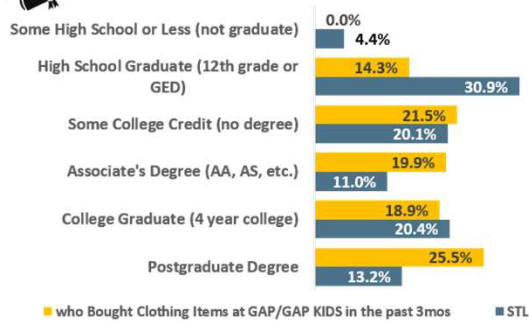




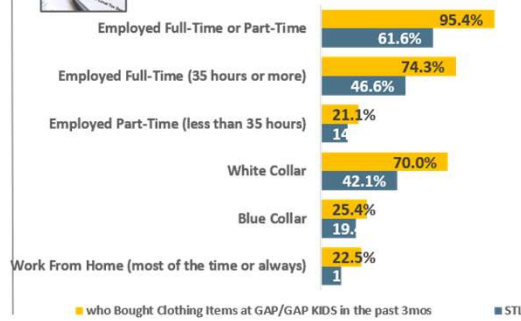
1.4% or 36,469 of STL DMA Adults 18 or older Bought Clothing Items at GAP/GAP KIDS in the past 3mos. Adults 18 or older who Bought Clothing Items at GAP/GAP KIDS in the past 3mos are 32.% more likely to be a college graduate, 59.4% more likely to work full-time, 30.% more likely to be married, 238.2% more likely to be a parent of 1 or more children under



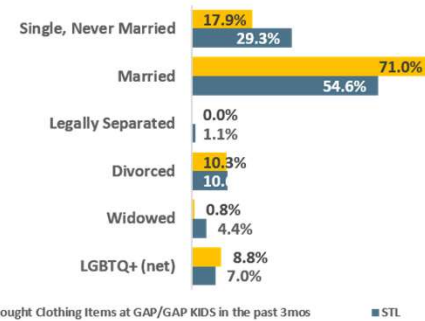
Education Levels: Adults 18 or older



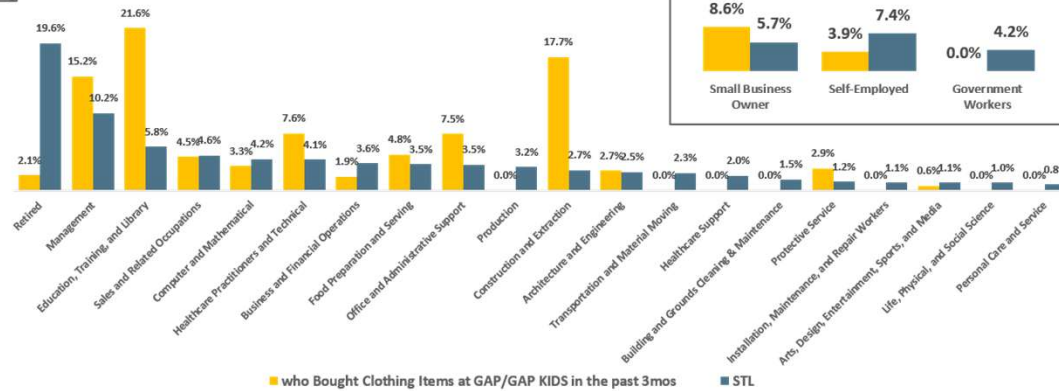
Employment: Adults 18 or older



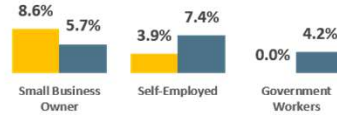
Marital Status: Adults 18 or older



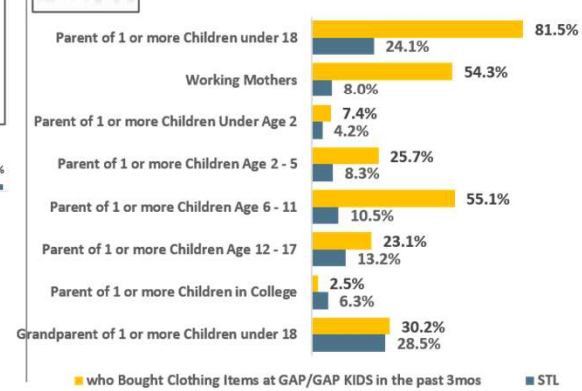
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

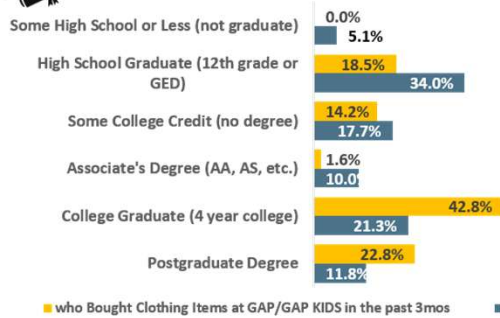




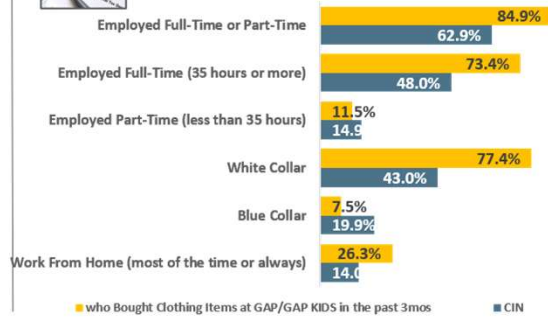
2.2% or 38,968 of CIN DMA Adults 18 or older Bought Clothing Items at GAP/GAP KIDS in the past 3mos. Adults 18 or older who Bought Clothing Items at GAP/GAP KIDS in the past 3mos are 98.1% more likely to be a college graduate, 52.7% more likely to work full-time, 14.7% less likely to be married, 47.7% more likely to be a parent of 1 or more children under



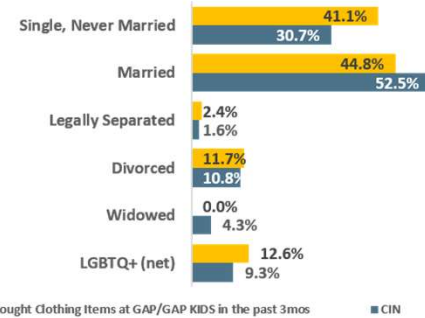
Education Levels: Adults 18 or older



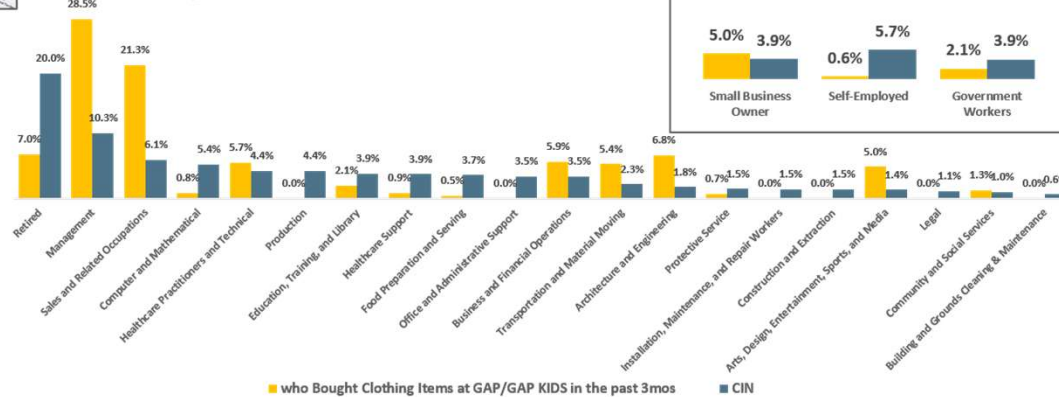
Employment: Adults 18 or older



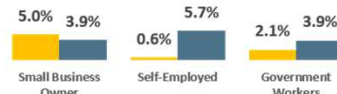
Marital Status: Adults 18 or older



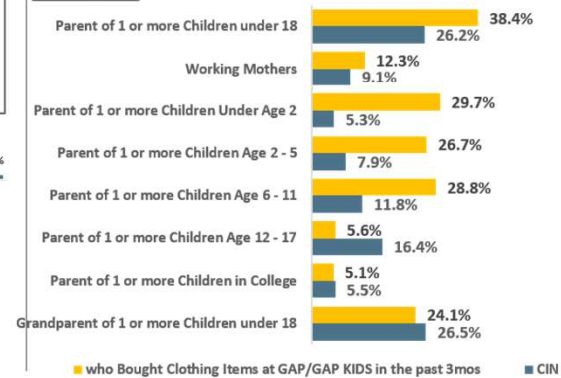
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

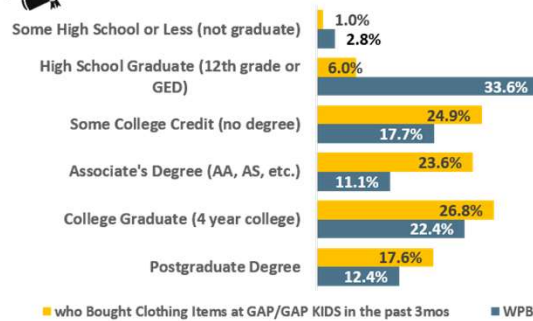




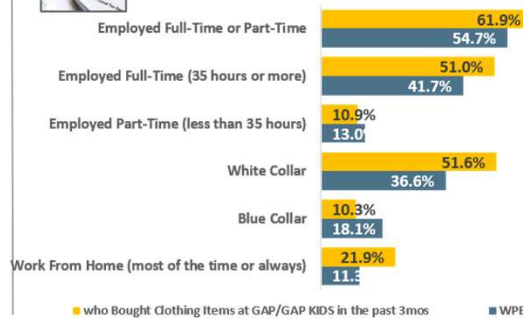
1.8% or 35,260 of WPB DMA Adults 18 or older Bought Clothing Items at GAP/GAP KIDS in the past 3mos. Adults 18 or older who Bought Clothing Items at GAP/GAP KIDS in the past 3mos are 27.6% more likely to be a college graduate, 22.1% more likely to work full-time, 5.8% less likely to be married, 79.% more likely to be a parent of 1 or more children under



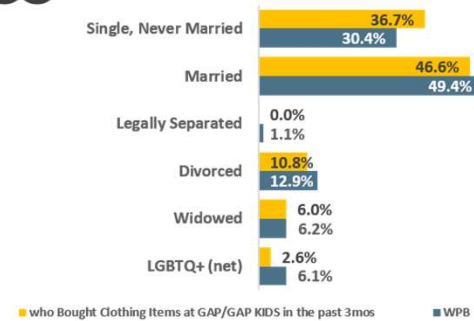
Education Levels: Adults 18 or older



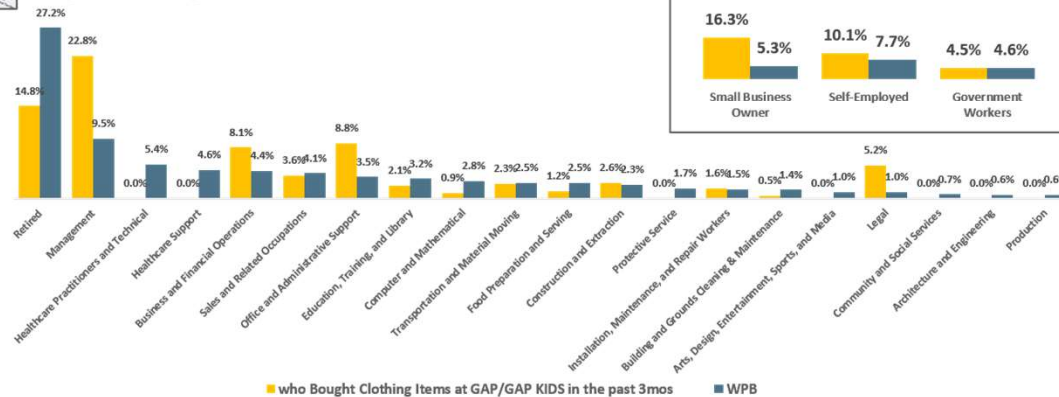
Employment: Adults 18 or older



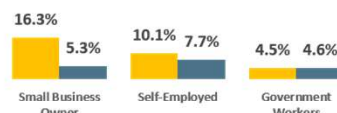
Marital Status: Adults 18 or older



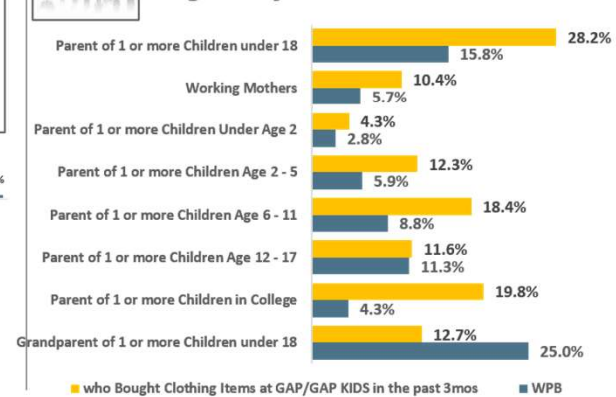
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

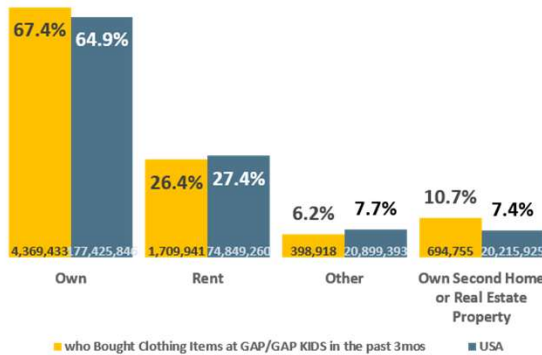




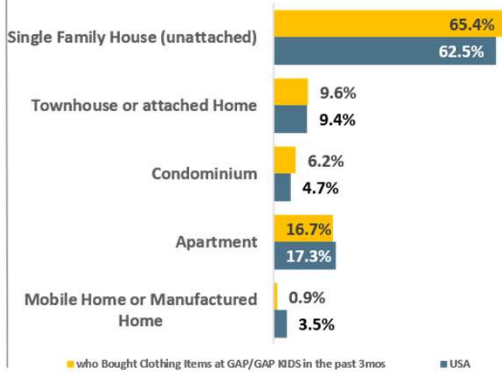
2.4% or 6,478,292 of USA DMA Adults 18 or older Bought Clothing Items at GAP/GAP KIDS in the past 3mos. Adults 18 or older who Bought Clothing Items at GAP/GAP KIDS in the past 3mos are 3.8% more likely to own their home, 21.9% more likely to own a higher valued home, 4.7% more likely to have a single-family home, 10.8% more likely to have a dog.



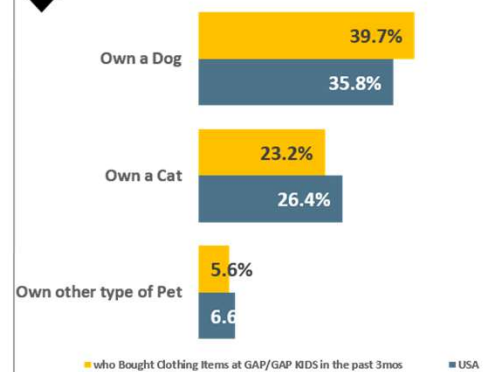
Own/Rent/Other: Adults 18 or older



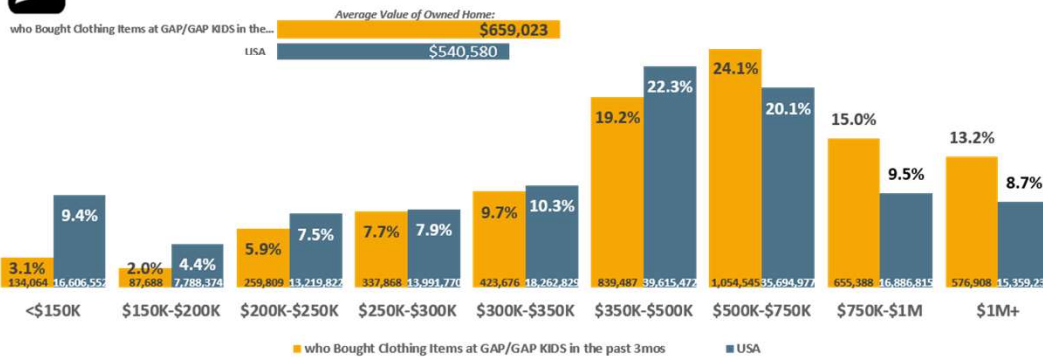
Type of Home: Adults 18 or older



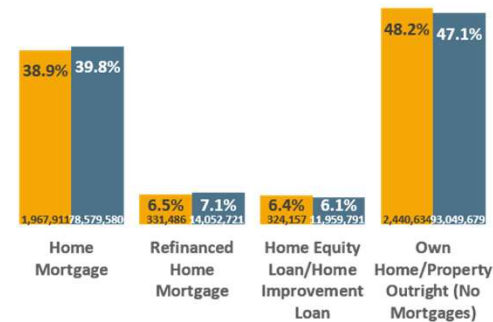
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



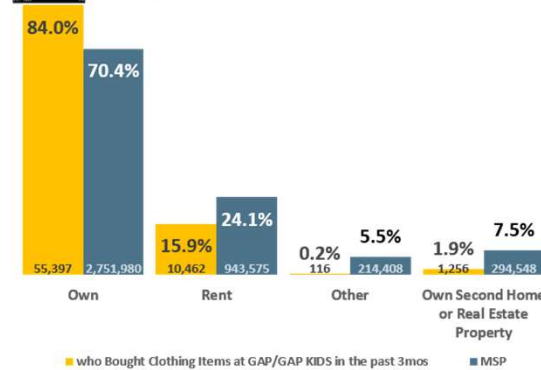
Home Loans: Adults 18 or older



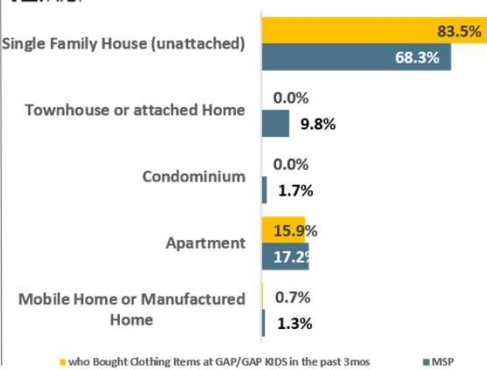


1.7% or 65,975 of MSP DMA Adults 18 or older Bought Clothing Items at GAP/GAP KIDS in the past 3mos. Adults 18 or older who Bought Clothing Items at GAP/GAP KIDS in the past 3mos are 19.3% more likely to own their home, 106.3% more likely to own a higher valued home, 22.2% more likely to have a single-family home, 29.8% more likely to have a dog.

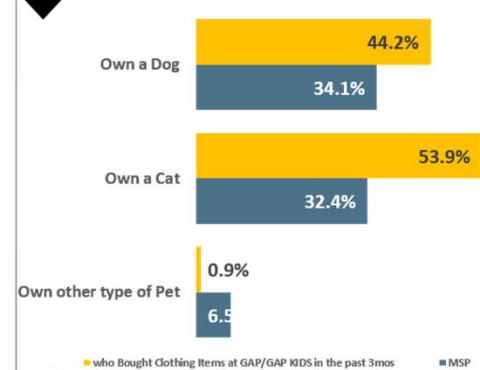
Own/Rent/Other: Adults 18 or older



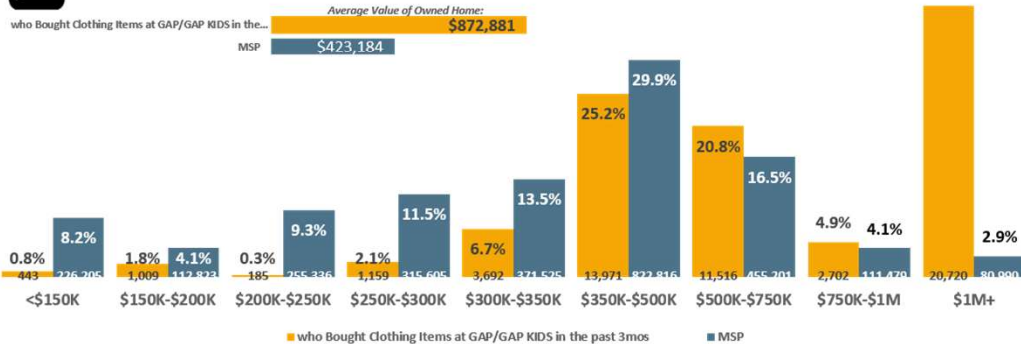
Type of Home: Adults 18 or older



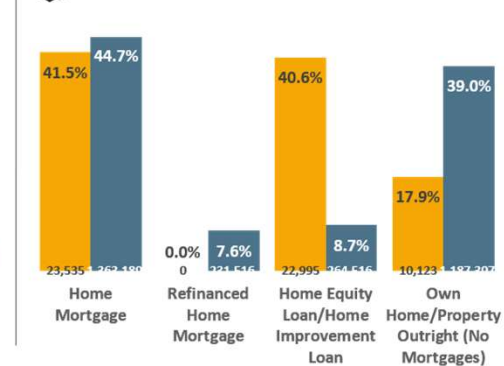
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

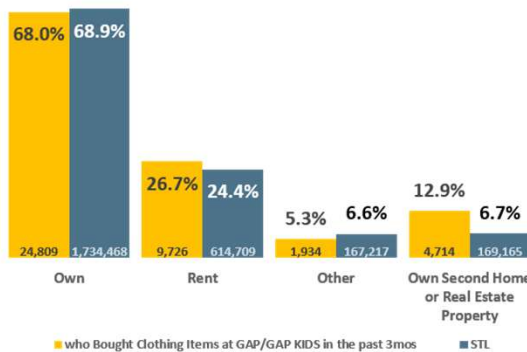




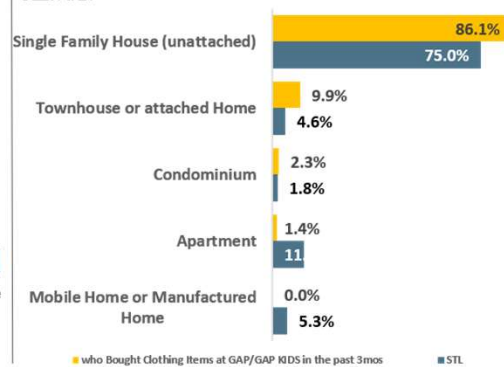
1.4% or 36,469 of STL DMA Adults 18 or older Bought Clothing Items at GAP/GAP KIDS in the past 3mos. Adults 18 or older who Bought Clothing Items at GAP/GAP KIDS in the past 3mos are 1.3% less likely to own their home, 22.9% more likely to own a higher valued home, 14.8% more likely to have a single-family home, 45.6% more likely to have a dog.



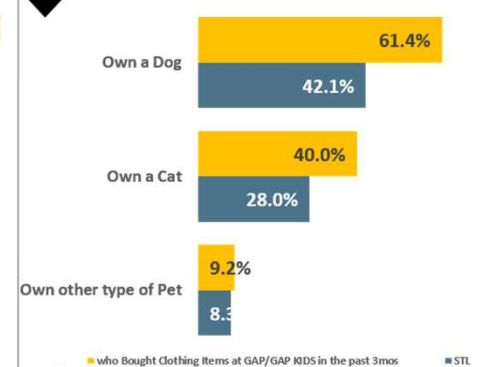
Own/Rent/Other: Adults 18 or older



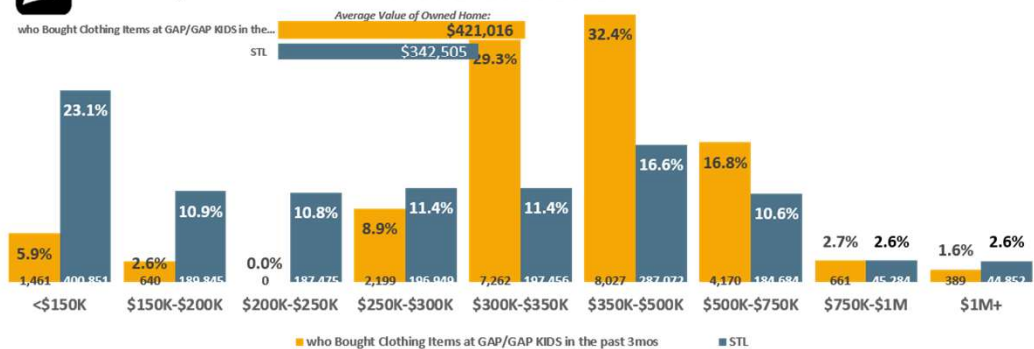
Type of Home: Adults 18 or older



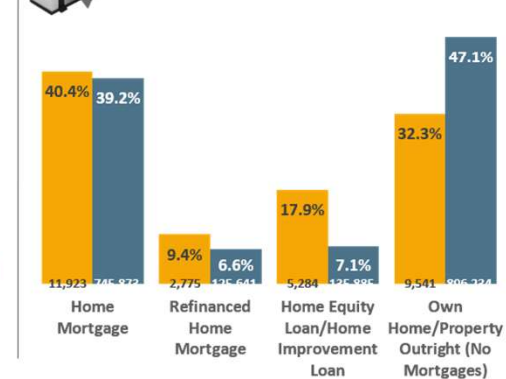
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

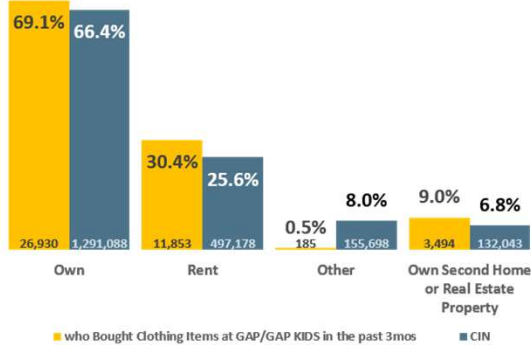




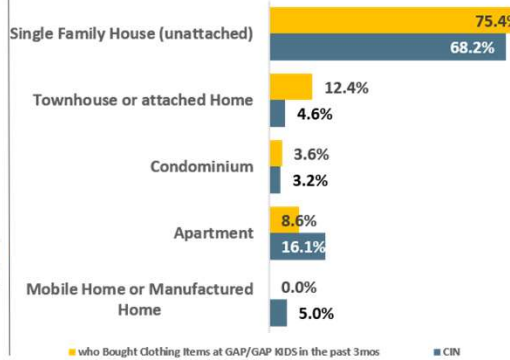
2.2% or 38,968 of CIN DMA Adults 18 or older Bought Clothing Items at GAP/GAP KIDS in the past 3mos. Adults 18 or older who Bought Clothing Items at GAP/GAP KIDS in the past 3mos are 4.1% more likely to own their home, 14.1% more likely to own a higher valued home, 10.6% more likely to have a single-family home, 18.3% less likely to have a dog.



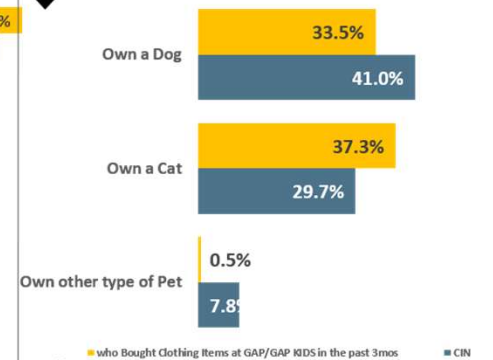
Own/Rent/Other: Adults 18 or older



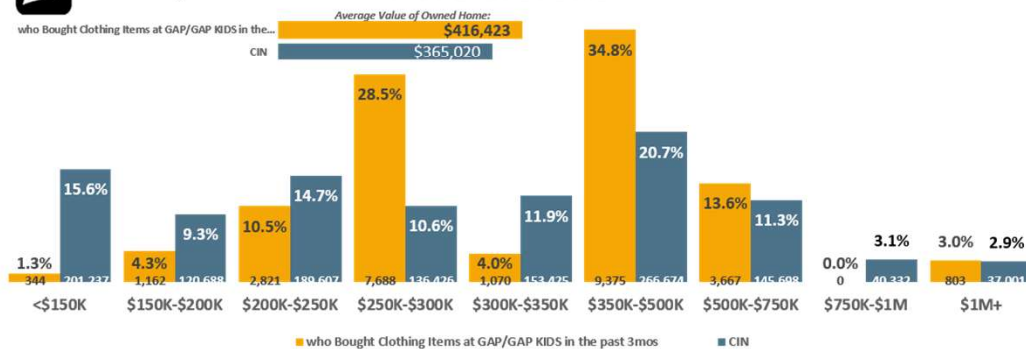
Type of Home: Adults 18 or older



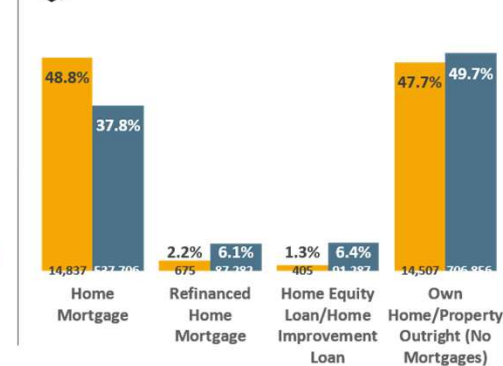
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



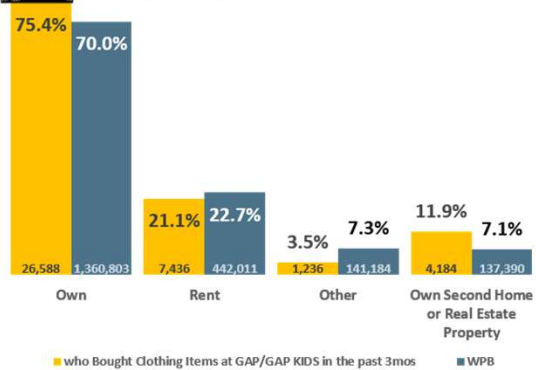
Home Loans: Adults 18 or older



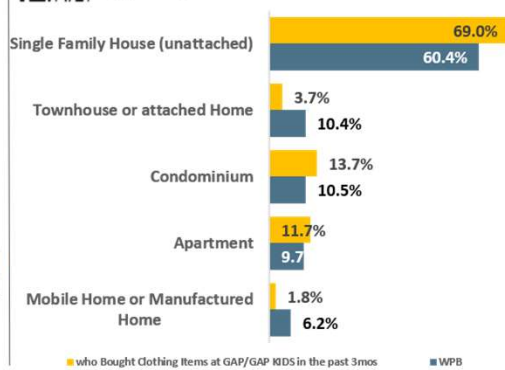


1.8% or 35,260 of WPB DMA Adults 18 or older Bought Clothing Items at GAP/GAP KIDS in the past 3mos. Adults 18 or older who Bought Clothing Items at GAP/GAP KIDS in the past 3mos are 7.7% more likely to own their home, 32.2% more likely to own a higher valued home, 14.3% more likely to have a single-family home, 3.6% more likely to have a dog.

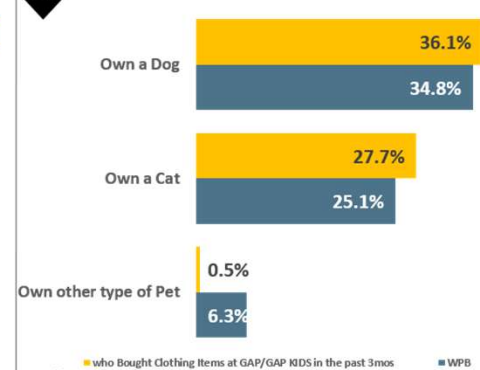
Own/Rent/Other: Adults 18 or older



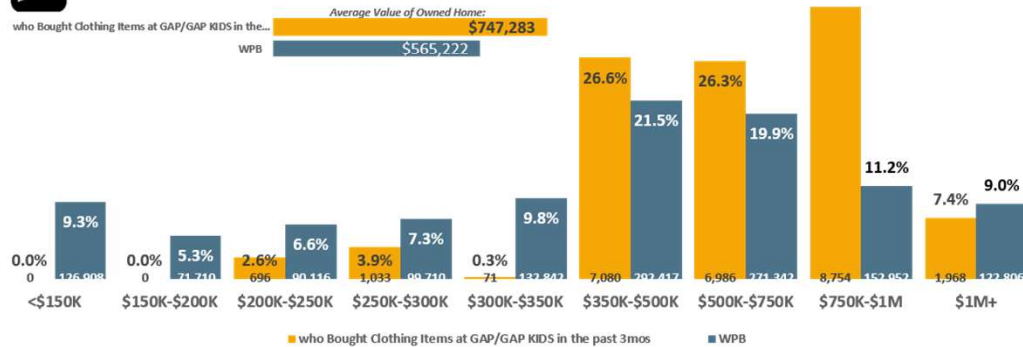
Type of Home: Adults 18 or older



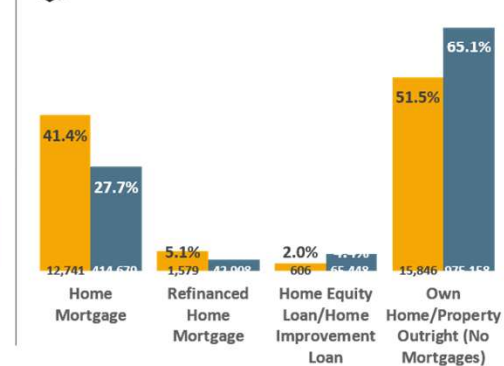
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

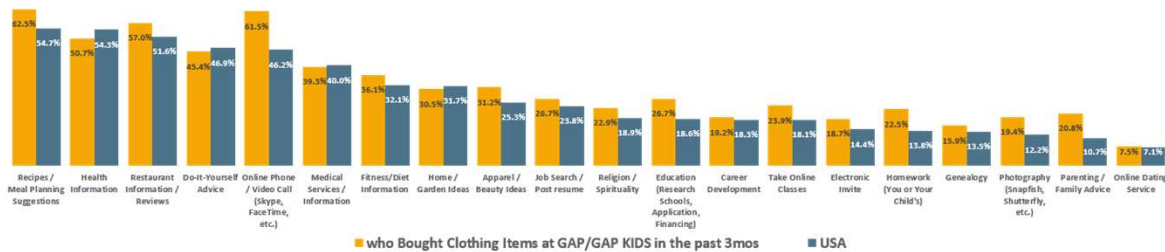




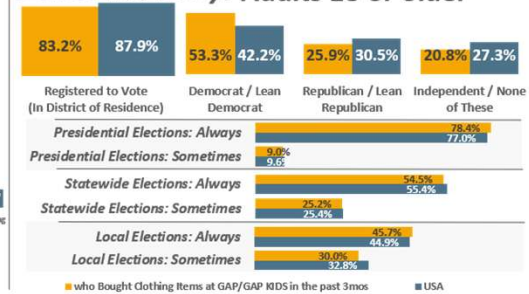
2.4% or 6,478,292 of USA DMA Adults 18 or older Bought Clothing Items at GAP/GAP KIDS in the past 3mos. Adults 18 or older who Bought Clothing Items at GAP/GAP KIDS in the past 3mos are 3.2% less likely to look up D-I-Y advice online, 1.7% more likely to always vote in local elections, 42.2% more likely to belong to a gym, 39.5% more likely to fly domestic



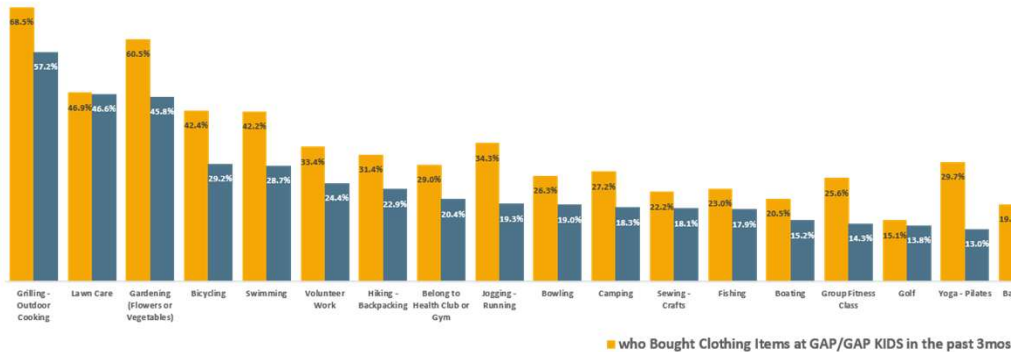
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



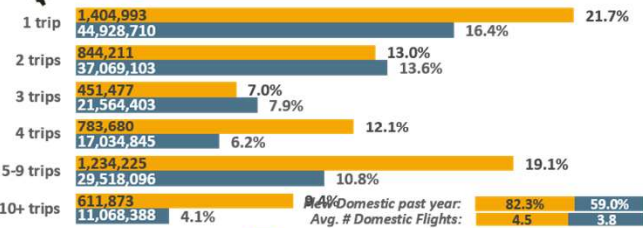
Political Activity: Adults 18 or older



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



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



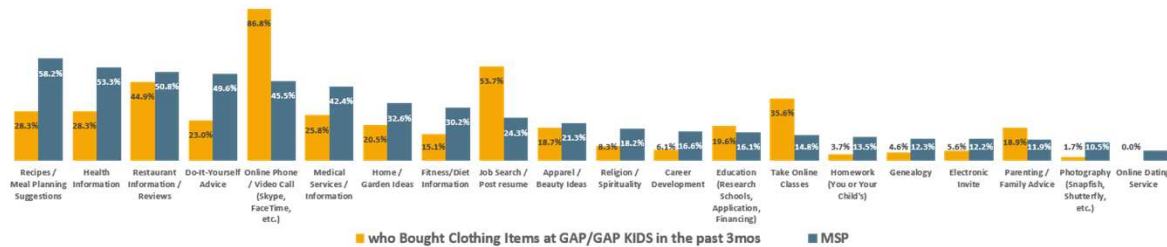
Domestic past year: 82.3%
Avg. # Domestic Flights: 4.5



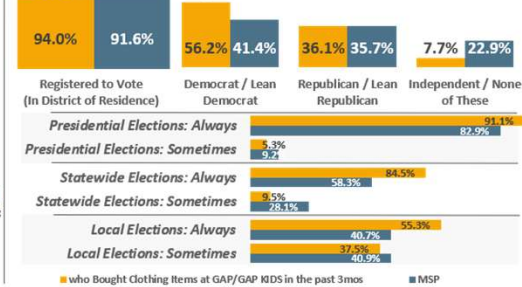
1.7% or 65,975 of MSP DMA Adults 18 or older Bought Clothing Items at GAP/GAP KIDS in the past 3mos. Adults 18 or older who Bought Clothing Items at GAP/GAP KIDS in the past 3mos are 53.6% less likely to look up D-I-Y advice online, 35.7% more likely to always vote in local elections, 120.3% more likely to belong to a gym, 75.5% more likely to fly domestic



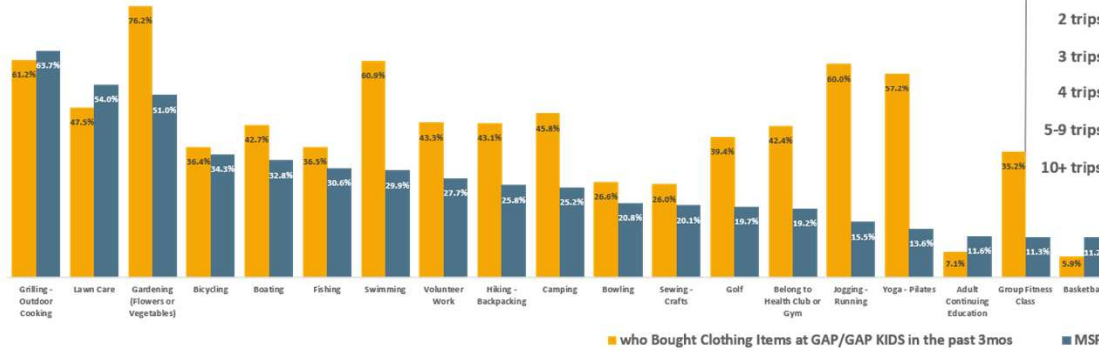
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



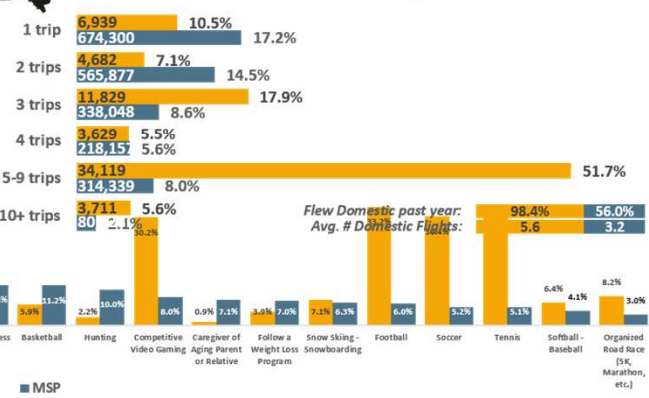
Political Activity: Adults 18 or older



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



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

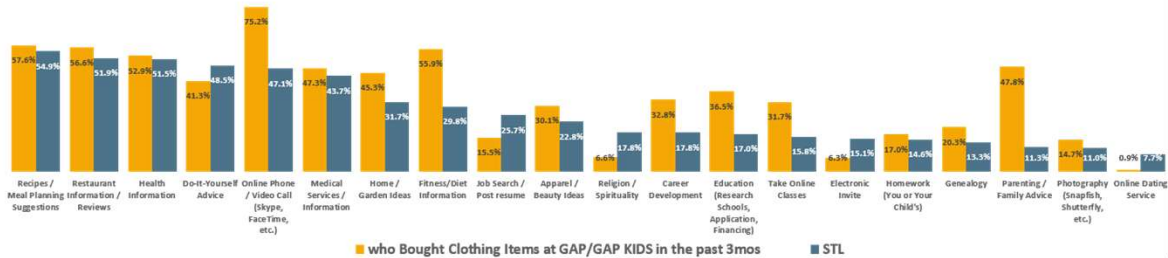




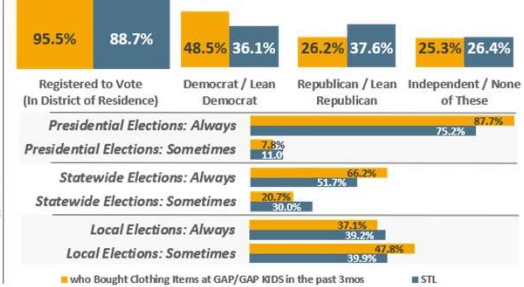
1.4% or 36,469 of STL DMA Adults 18 or older Bought Clothing Items at GAP/GAP KIDS in the past 3mos. Adults 18 or older who Bought Clothing Items at GAP/GAP KIDS in the past 3mos are 15.% less likely to look up D-I-Y advice online, 5.5% less likely to always vote in local elections, 121.9% more likely to belong to a gym, 71.9% more likely to fly domestic



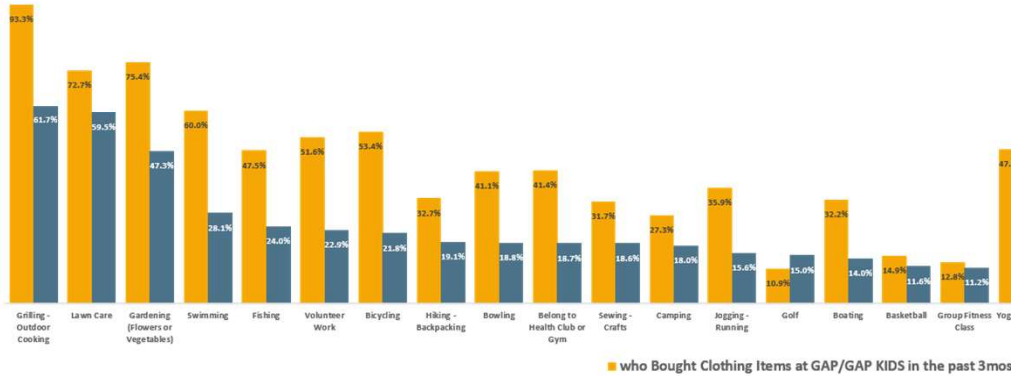
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



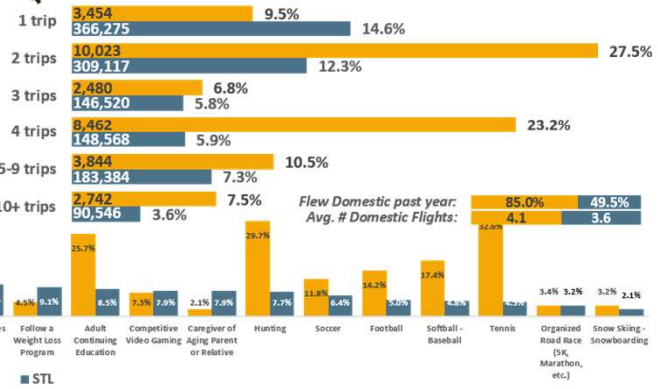
Political Activity: Adults 18 or older



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



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

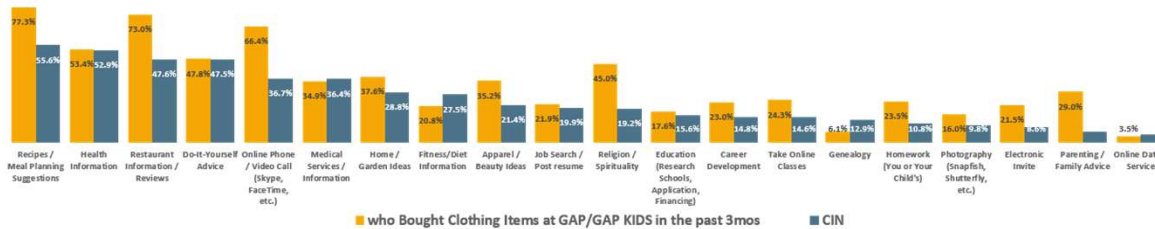




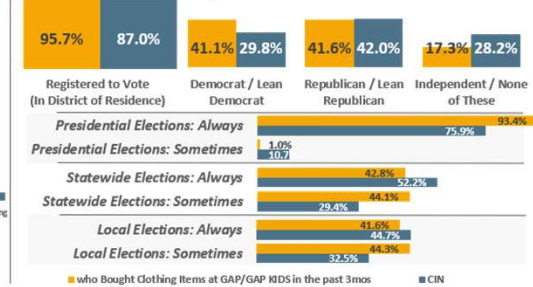
2.2% or 38,968 of CIN DMA Adults 18 or older Bought Clothing Items at GAP/GAP KIDS in the past 3mos. Adults 18 or older who Bought Clothing Items at GAP/GAP KIDS in the past 3mos are .7% more likely to look up D-I-Y advice online, 6.9% less likely to always vote in local elections, 133.3% more likely to belong to a gym, 84.3% more likely to fly domestic p



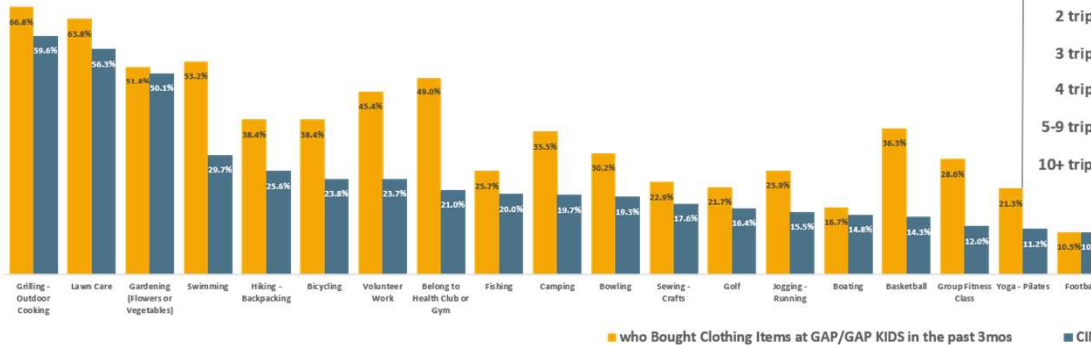
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



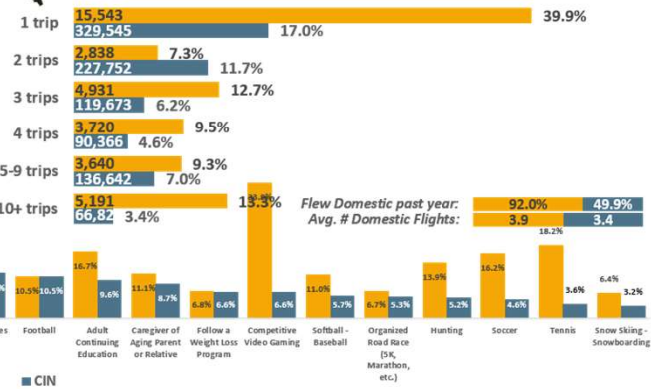
Political Activity: Adults 18 or older



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



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

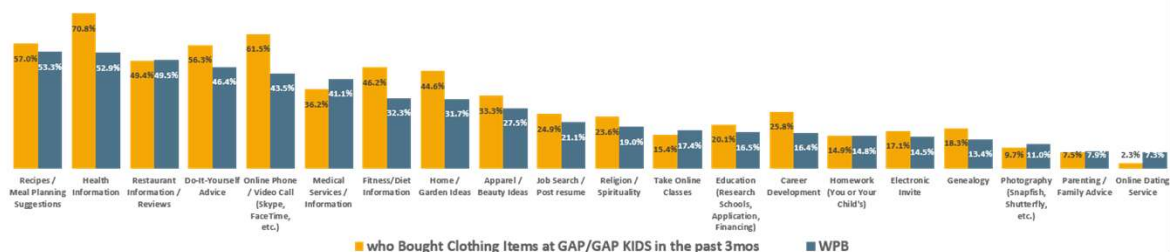




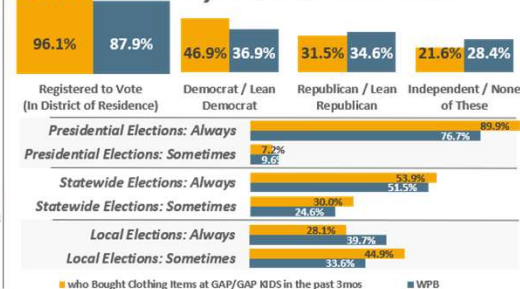
1.8% or 35,260 of WPB DMA Adults 18 or older Bought Clothing Items at GAP/GAP KIDS in the past 3mos. Adults 18 or older who Bought Clothing Items at GAP/GAP KIDS in the past 3mos are 21.4% more likely to look up D-I-Y advice online, 29.2% less likely to always vote in local elections, 83.9% more likely to belong to a gym, 39.8% more likely to fly domestic



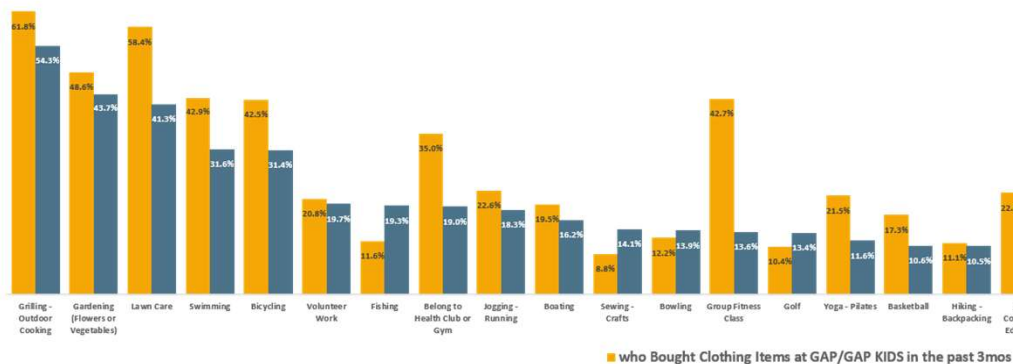
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



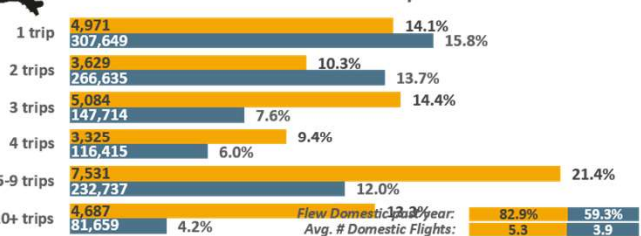
Political Activity: Adults 18 or older



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



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

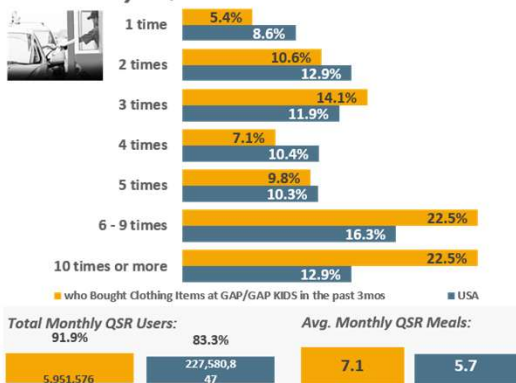


Flew Domestic 12 months: 82.9%
Avg. # Domestic Flights: 5.3

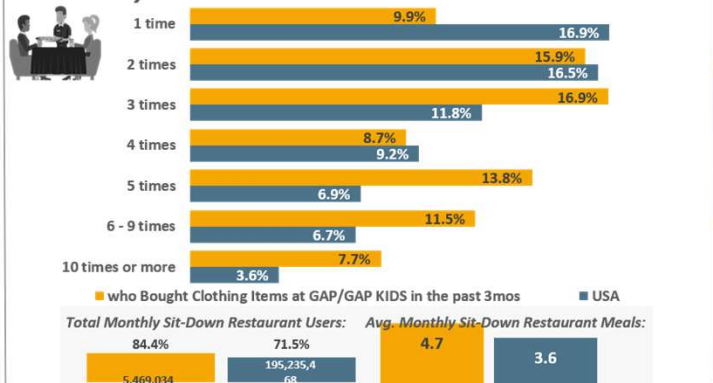


2.4% or 6,478,292 of USA DMA Adults 18 or older Bought Clothing Items at GAP/GAP KIDS in the past 3mos. Adults 18 or older who Bought Clothing Items at GAP/GAP KIDS in the past 3mos are 10.3% more likely to use QSRs past mo., 18.1% more likely to use Sit-Down Restaurants past mo., 9.8% more likely to use Casinos past yr., 10.3% more likely to smoke cigarett

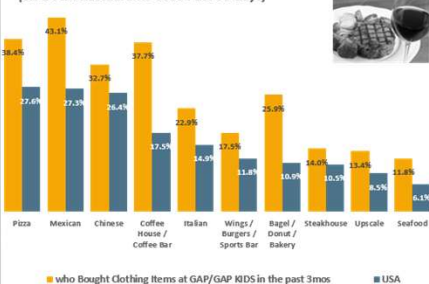
Past 30-days QSR Users: Adults 18 or older



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

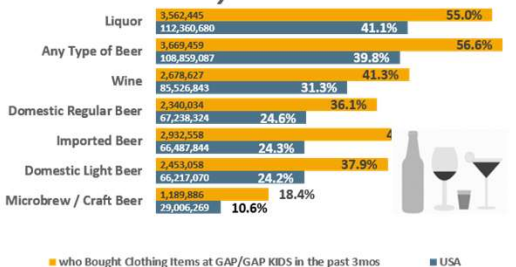


Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)

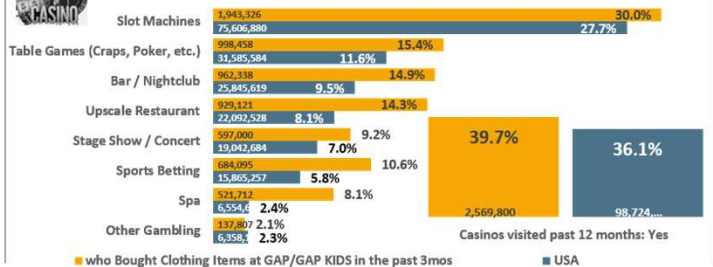


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
 who Bought Clothing Items at GAP/GAP KIDS in the... 1,775,828 27.4%
 USA 54,331,216 19.9%

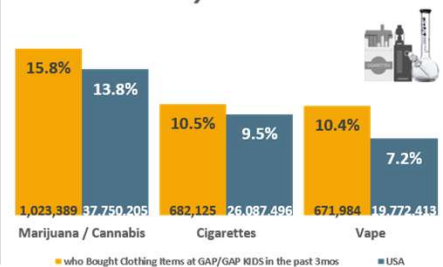
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



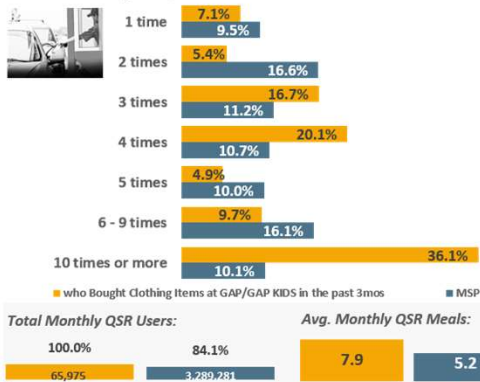
Used Past 30-days: Adults 18 or older



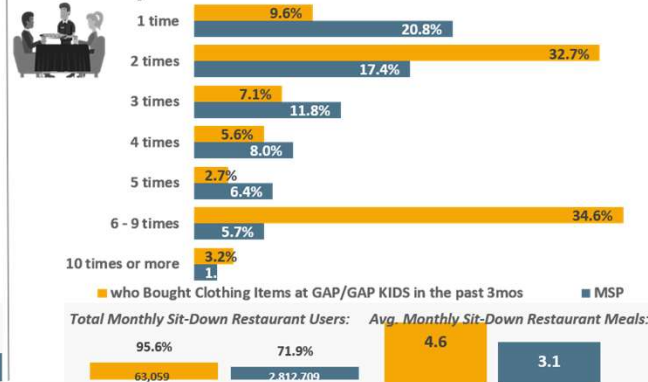


1.7% or 65,975 of MSP DMA Adults 18 or older Bought Clothing Items at GAP/GAP KIDS in the past 3mos. Adults 18 or older who Bought Clothing Items at GAP/GAP KIDS in the past 3mos are 18.9% more likely to use QSRs past mo., 32.9% more likely to use Sit-Down Restaurants past mo., 22.5% more likely to use Casinos past yr., 240.9% more likely to smoke cigare

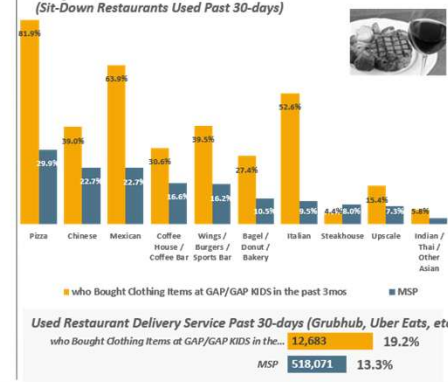
Past 30-days QSR Users: Adults 18 or older



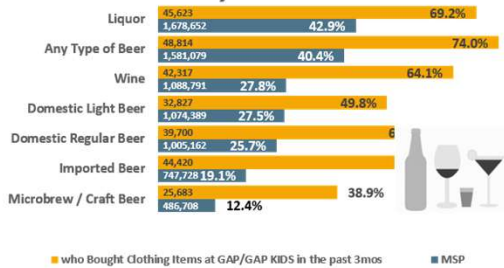
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



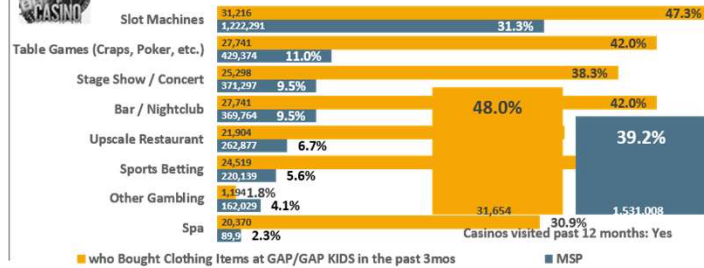
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



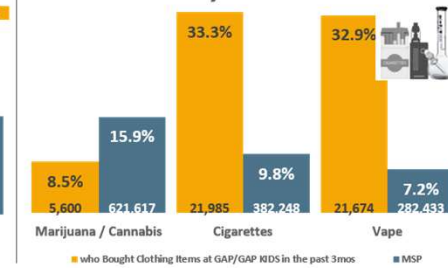
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



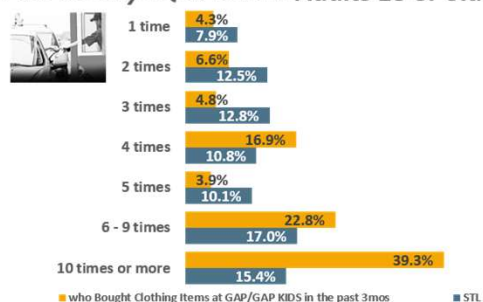
Used Past 30-days: Adults 18 or older



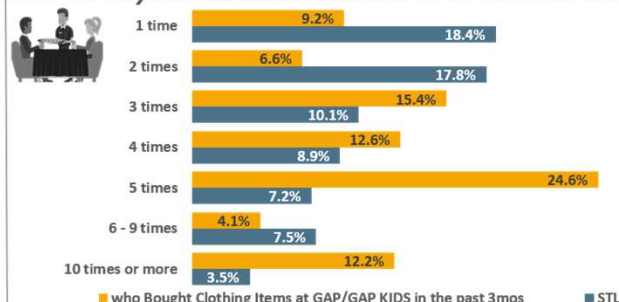


1.4% or 36,469 of STL DMA Adults 18 or older Bought Clothing Items at GAP/GAP KIDS in the past 3mos. Adults 18 or older who Bought Clothing Items at GAP/GAP KIDS in the past 3mos are 13.9% more likely to use QSRs past mo., 15.6% more likely to use Sit-Down Restaurants past mo., 31.3% more likely to use Casinos past yr., 58.9% more likely to smoke cigaret

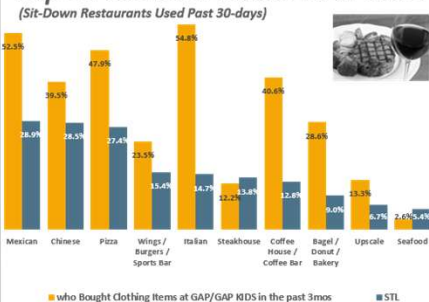
Past 30-days QSR Users: Adults 18 or older



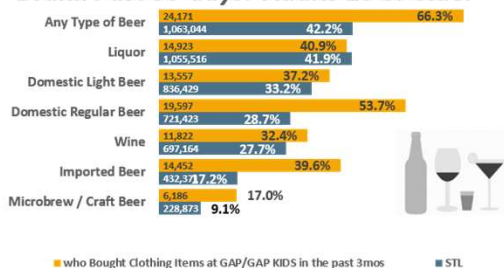
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



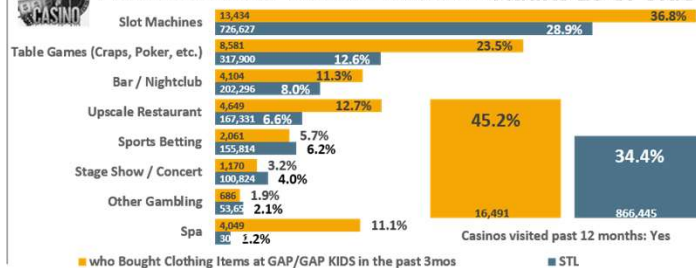
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



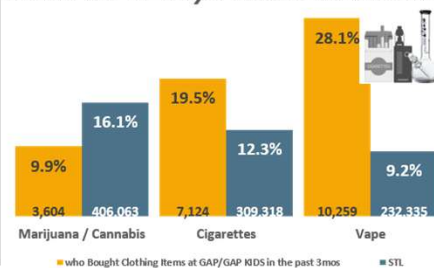
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



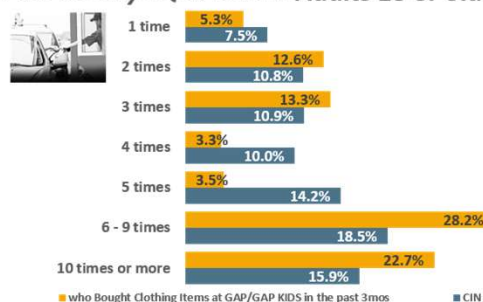
Used Past 30-days: Adults 18 or older





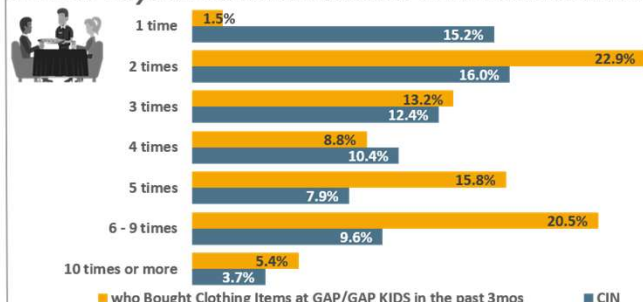
2.2% or 38,968 of CIN DMA Adults 18 or older Bought Clothing Items at GAP/GAP KIDS in the past 3mos.
Adults 18 or older who Bought Clothing Items at GAP/GAP KIDS in the past 3mos are 1.3% more likely to use QSRs past mo., 16.9% more likely to use Sit-Down Restaurants past mo., 58.8% more likely to use Casinos past yr., 88.2% less likely to smoke cigarett

Past 30-days QSR Users: Adults 18 or older



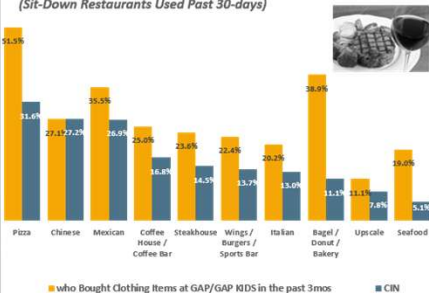
Total Monthly QSR Users: 88.9% (34,641) vs 87.7% (1,705,878)
Avg. Monthly QSR Meals: 7.4 vs 6.3

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



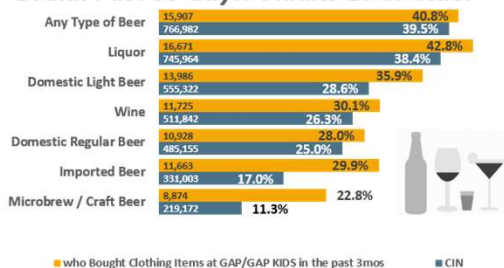
Total Monthly Sit-Down Restaurant Users: 88.0% (34,287) vs 75.2% (1,462,672)
Avg. Monthly Sit-Down Restaurant Meals: 4.9 vs 3.9

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

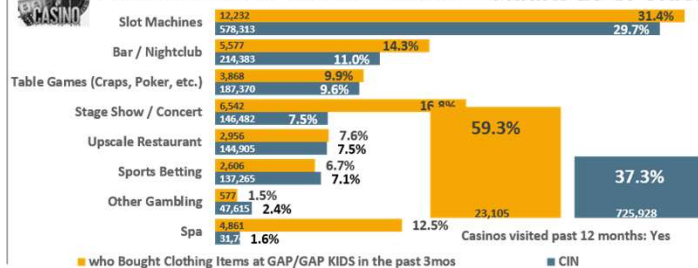


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who Bought Clothing Items at GAP/GAP KIDS in the... 12,158 (31.2%) vs CIN 412,644 (21.2%)

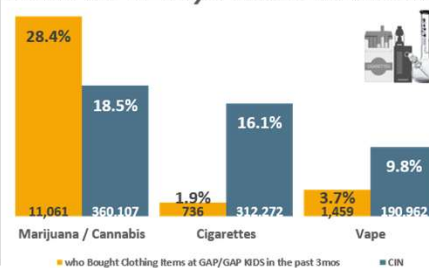
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



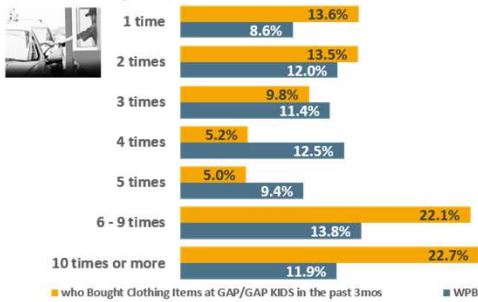
Used Past 30-days: Adults 18 or older



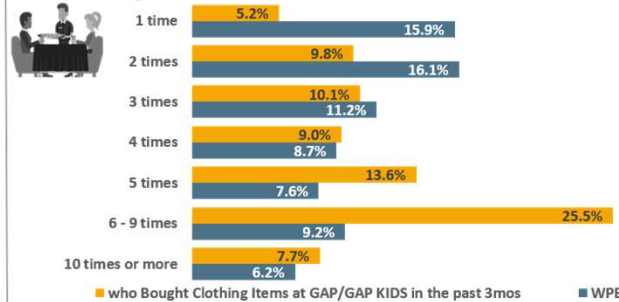


1.8% or 35,260 of WPB DMA Adults 18 or older Bought Clothing Items at GAP/GAP KIDS in the past 3mos. Adults 18 or older who Bought Clothing Items at GAP/GAP KIDS in the past 3mos are 15.6% more likely to use QSRs past mo., 7.8% more likely to use Sit-Down Restaurants past mo., 55.1% more likely to use Casinos past yr., 3.2% more likely to smoke cigarette

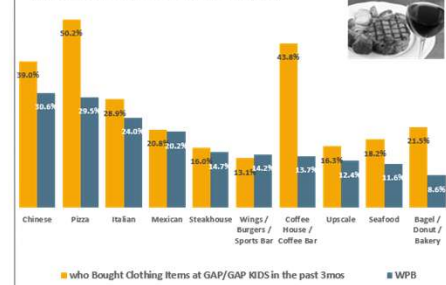
Past 30-days QSR Users: Adults 18 or older



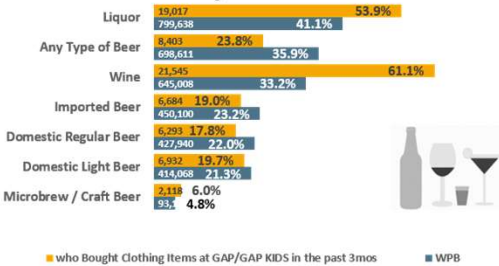
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



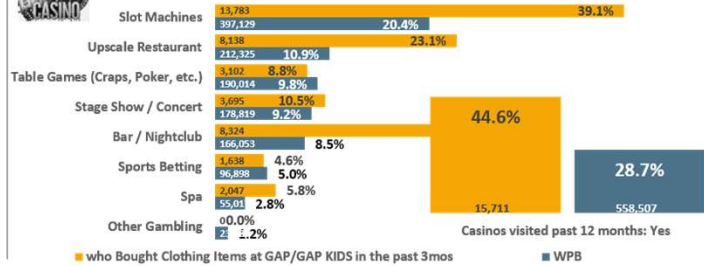
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



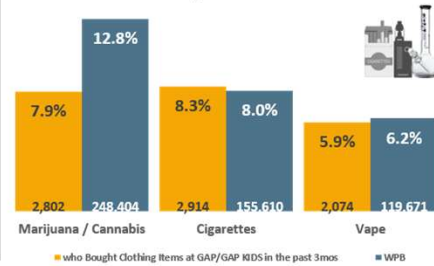
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



Used Past 30-days: Adults 18 or older

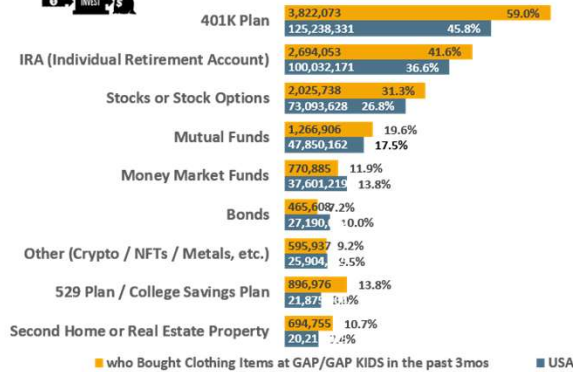




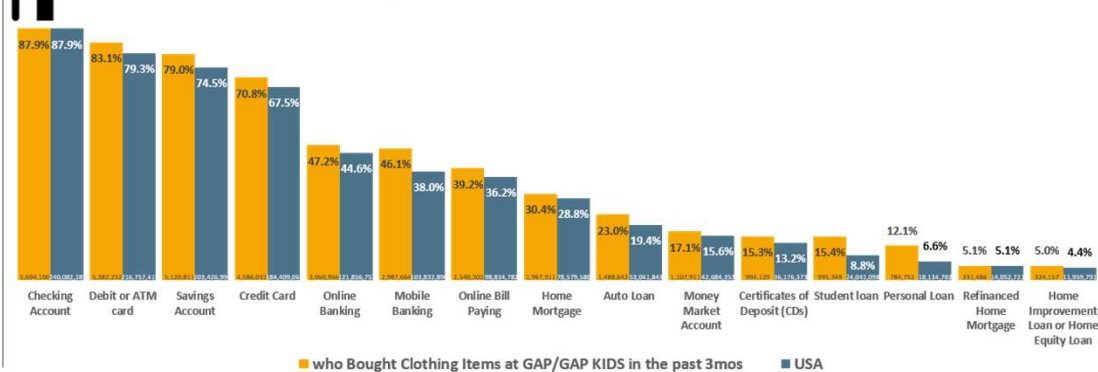
2.4% or 6,478,292 of USA DMA Adults 18 or older Bought Clothing Items at GAP/GAP KIDS in the past 3mos. Adults 18 or older who Bought Clothing Items at GAP/GAP KIDS in the past 3mos are 28.7% more likely to have a 401K, 18.3% more likely to have an Auto Loan, 6.5% more likely to Invest/Trade Stocks Online, 2.5% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



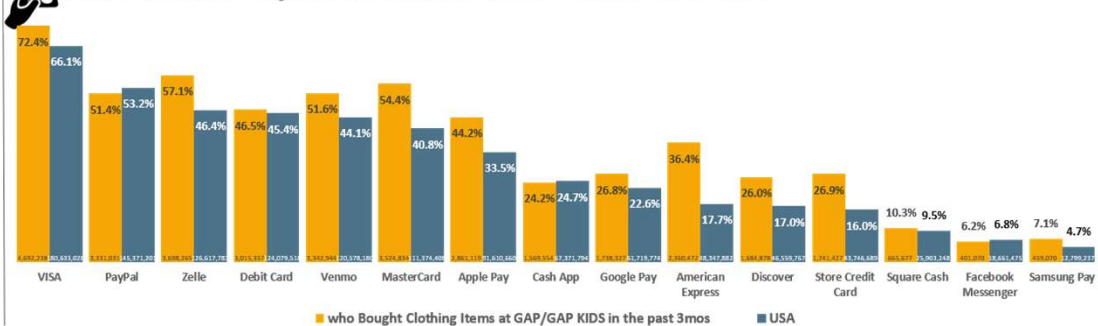
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

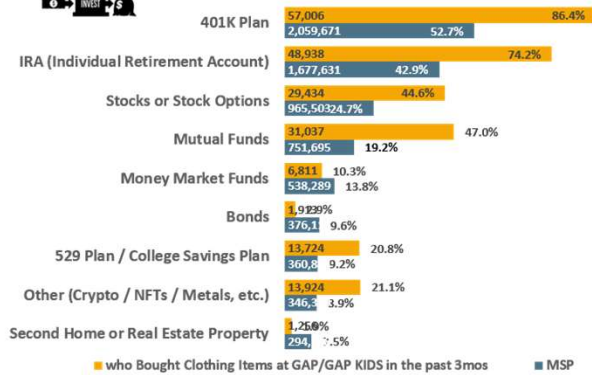




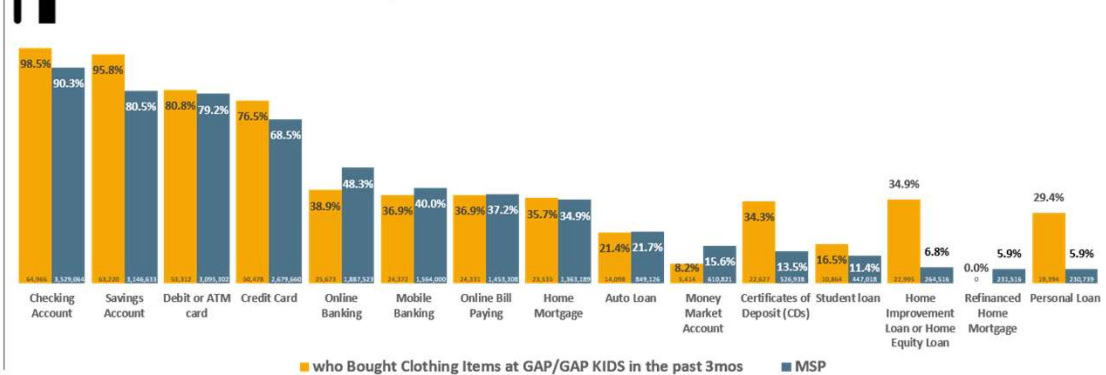
1.7% or 65,975 of MSP DMA Adults 18 or older Bought Clothing Items at GAP/GAP KIDS in the past 3mos. Adults 18 or older who Bought Clothing Items at GAP/GAP KIDS in the past 3mos are 64.% more likely to have a 401K, 1.6% less likely to have an Auto Loan, 255.5% more likely to Invest/Trade Stocks Online, 2.7% more likely to pay with their Debit Card.



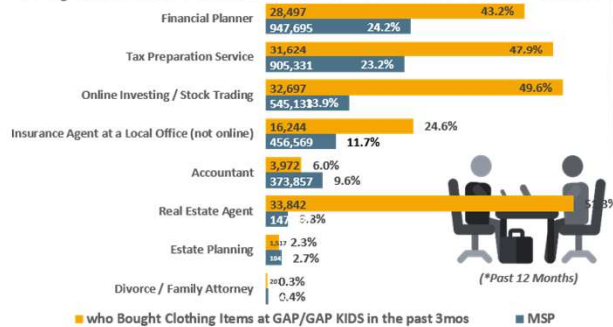
Investments Owned: Adults 18 or older



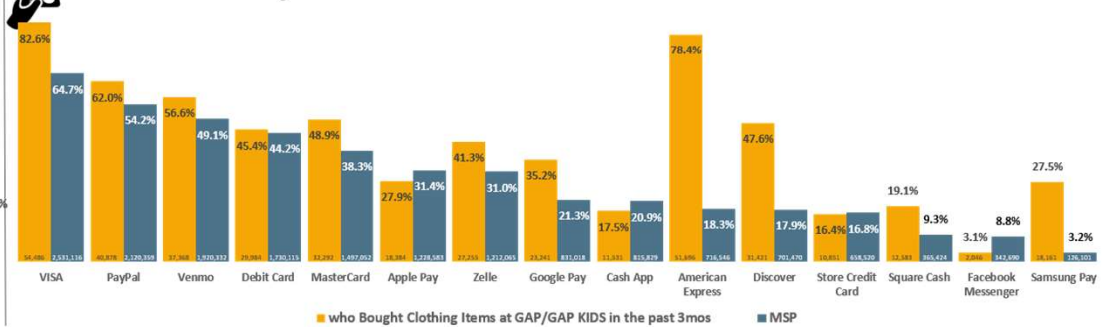
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

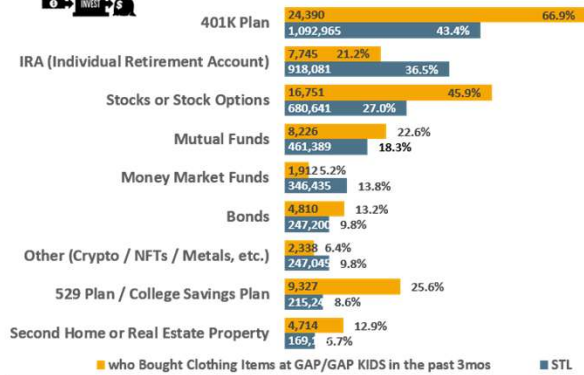




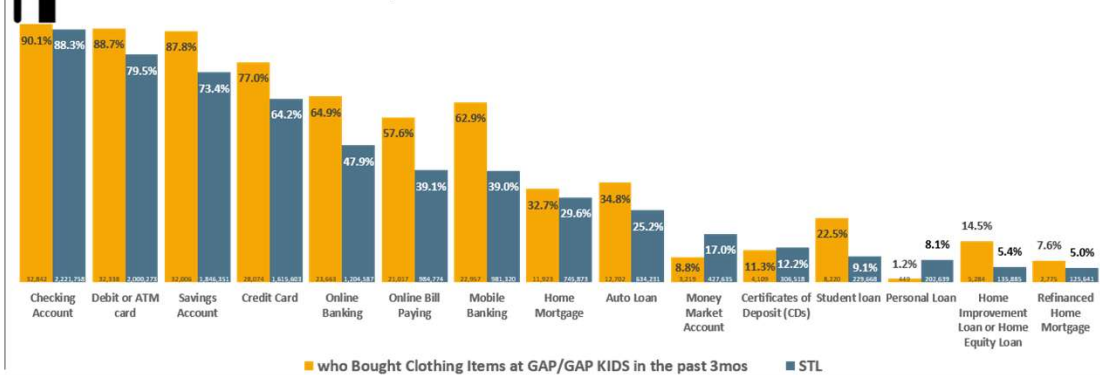
1.4% or 36,469 of STL DMA Adults 18 or older Bought Clothing Items at GAP/GAP KIDS in the past 3mos. Adults 18 or older who Bought Clothing Items at GAP/GAP KIDS in the past 3mos are 54.% more likely to have a 401K, 38.2% more likely to have an Auto Loan, 165.7% more likely to Invest/Trade Stocks Online, 39.7% more likely to pay with their Debit Card.



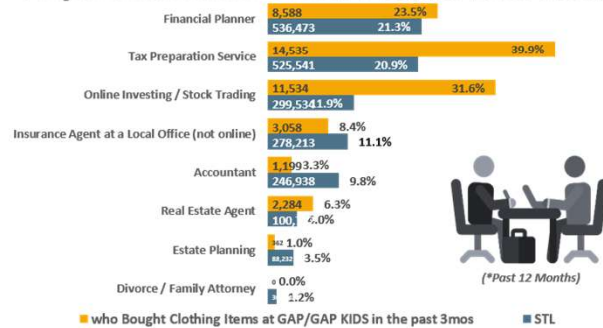
Investments Owned: Adults 18 or older



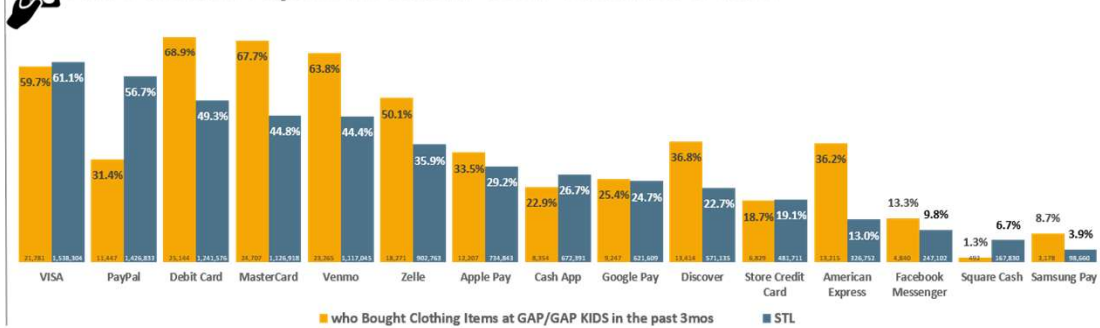
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

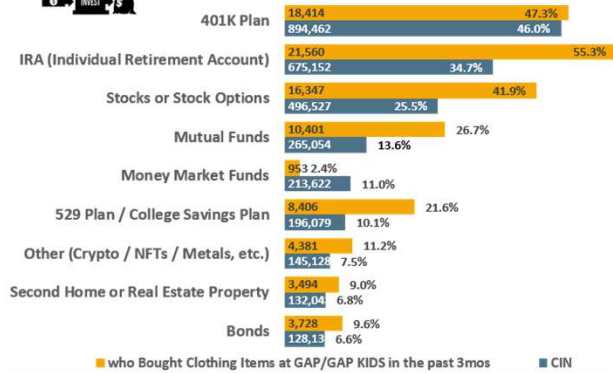




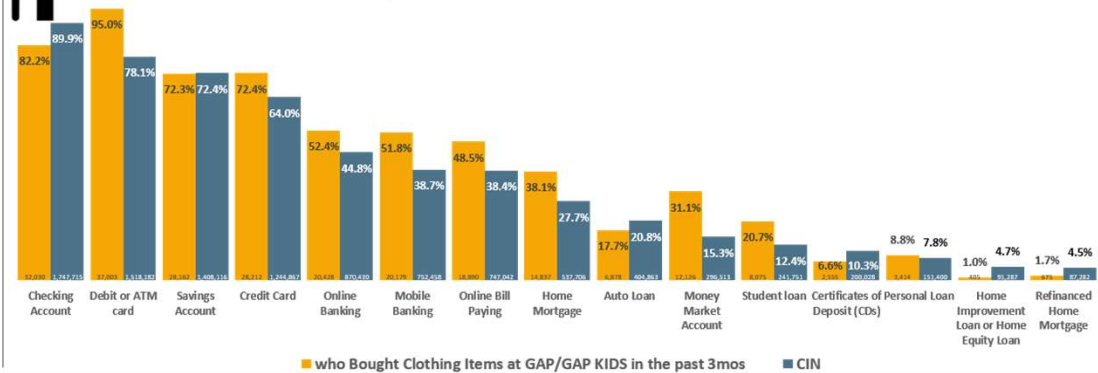
2.1% or 38,968 of CIN DMA Adults 18 or older Bought Clothing Items at GAP/GAP KIDS in the past 3mos. Adults 18 or older who Bought Clothing Items at GAP/GAP KIDS in the past 3mos are 2.7% more likely to have a 401K, 15.3% less likely to have an Auto Loan, 68.3% more likely to Invest/Trade Stocks Online, 35.% more likely to pay with their Debit Card.



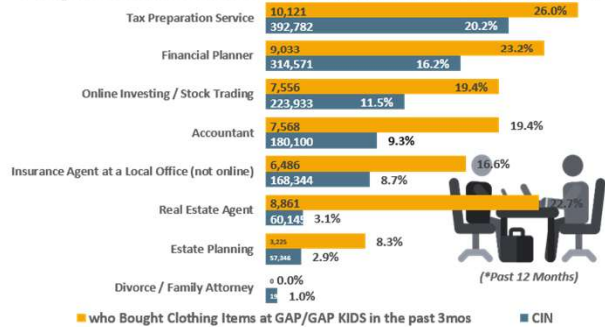
Investments Owned: Adults 18 or older



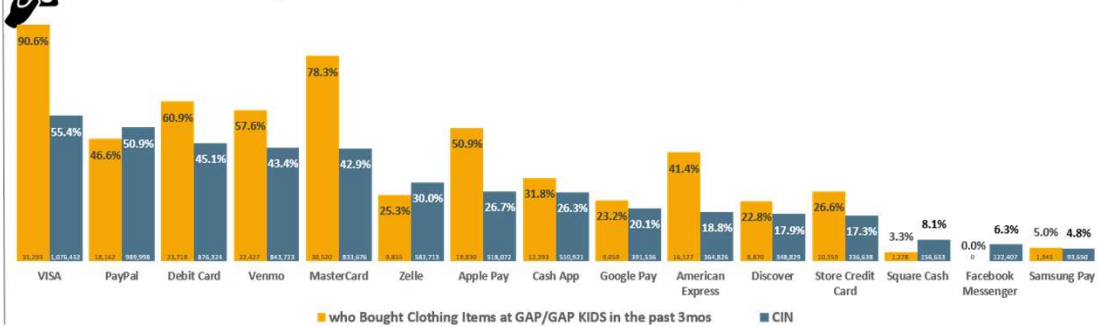
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

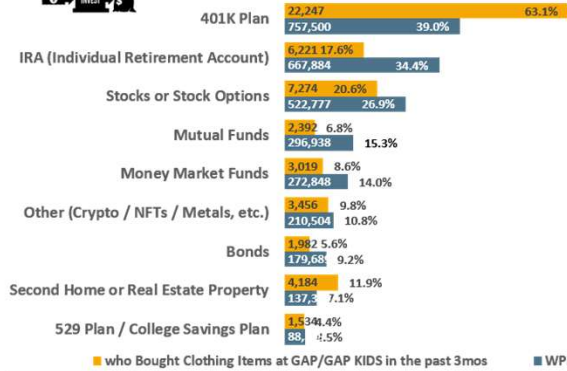




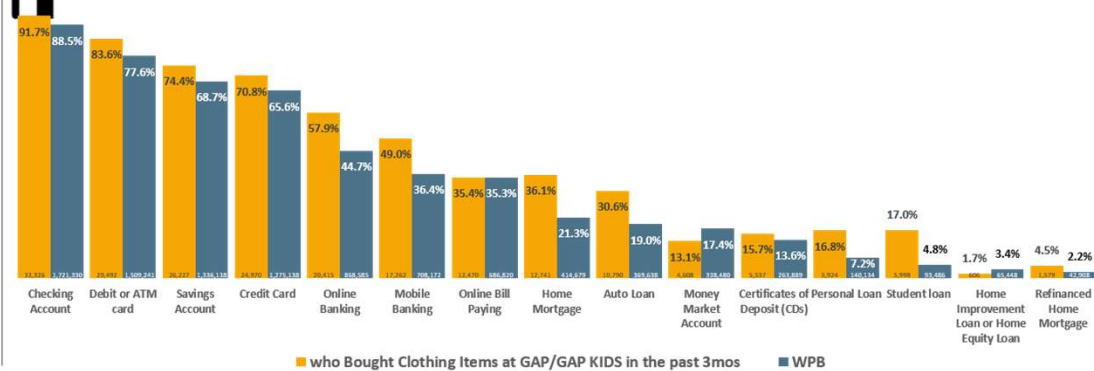
1.8% or 35,260 of WPB DMA Adults 18 or older Bought Clothing Items at GAP/GAP KIDS in the past 3mos. Adults 18 or older who Bought Clothing Items at GAP/GAP KIDS in the past 3mos are 61.9% more likely to have a 401K, 60.9% more likely to have an Auto Loan, 12.6% more likely to Invest/Trade Stocks Online, 14.1% less likely to pay with their Debit Card.



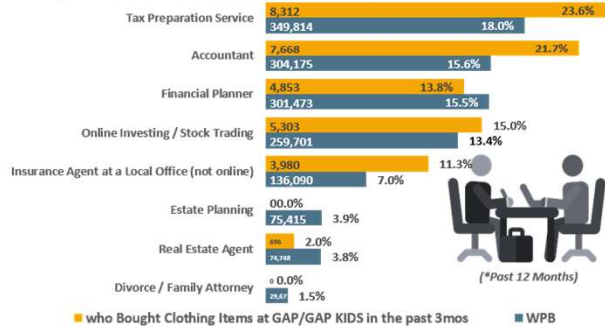
Investments Owned: Adults 18 or older



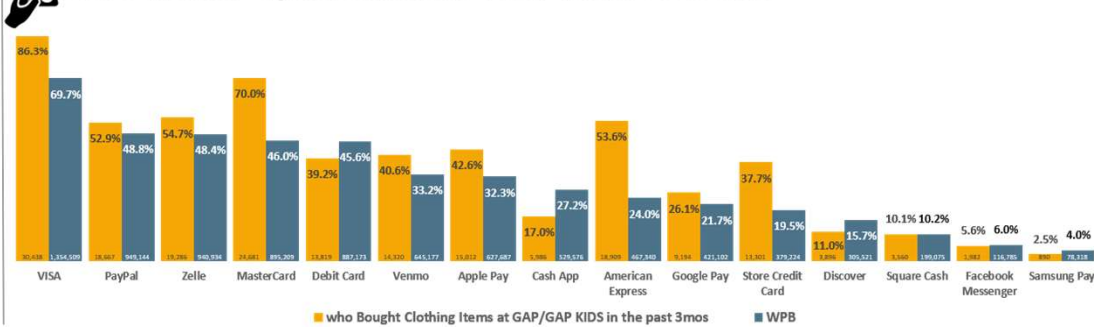
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older

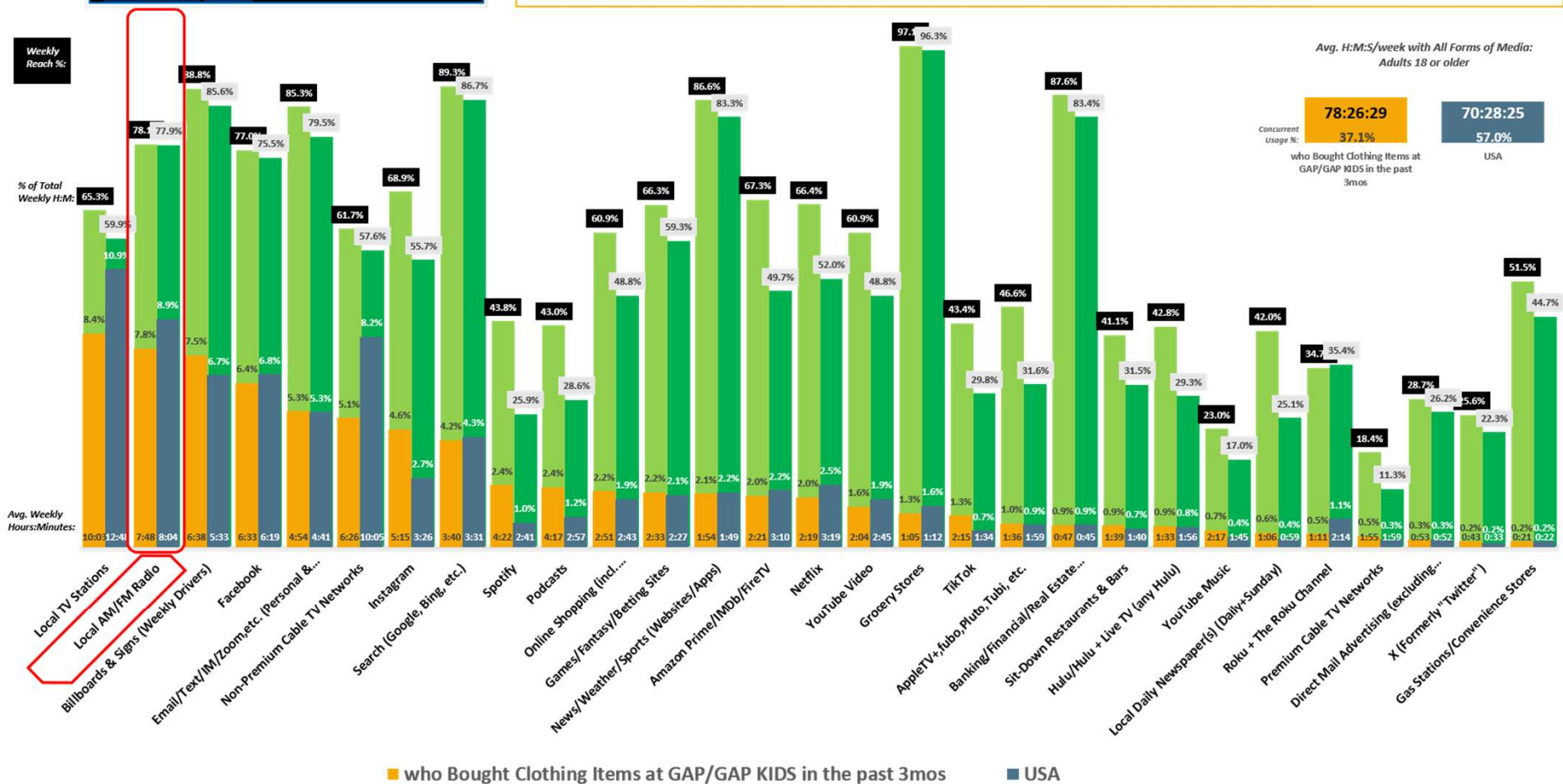


Past 3-Months Payment Methods Used: Adults 18 or older



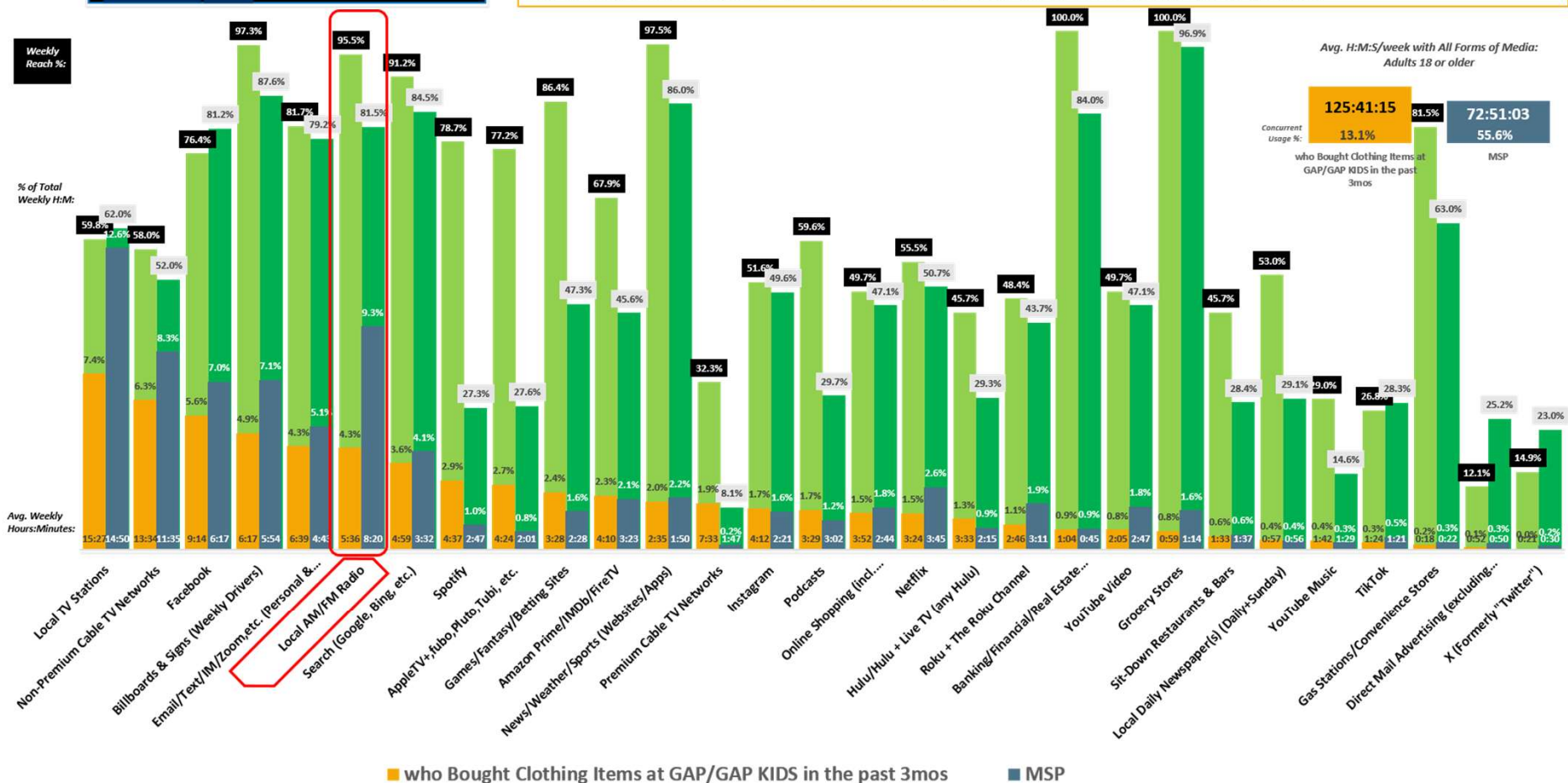


Adults 18 or older who Bought Clothing Items at GAP/GAP KIDS in the past 3mos spend an average of 3 days, 6 hours, 26 minutes and 29 seconds each week with All Forms of Media.
 78.1% of Adults 18 or older who Bought Clothing Items at GAP/GAP KIDS in the past 3mos spend an avg. of 7 hours and 48 minutes each week listening to All Local AM/FM Radio, representing 7.8% of total time spent with all forms of Media.



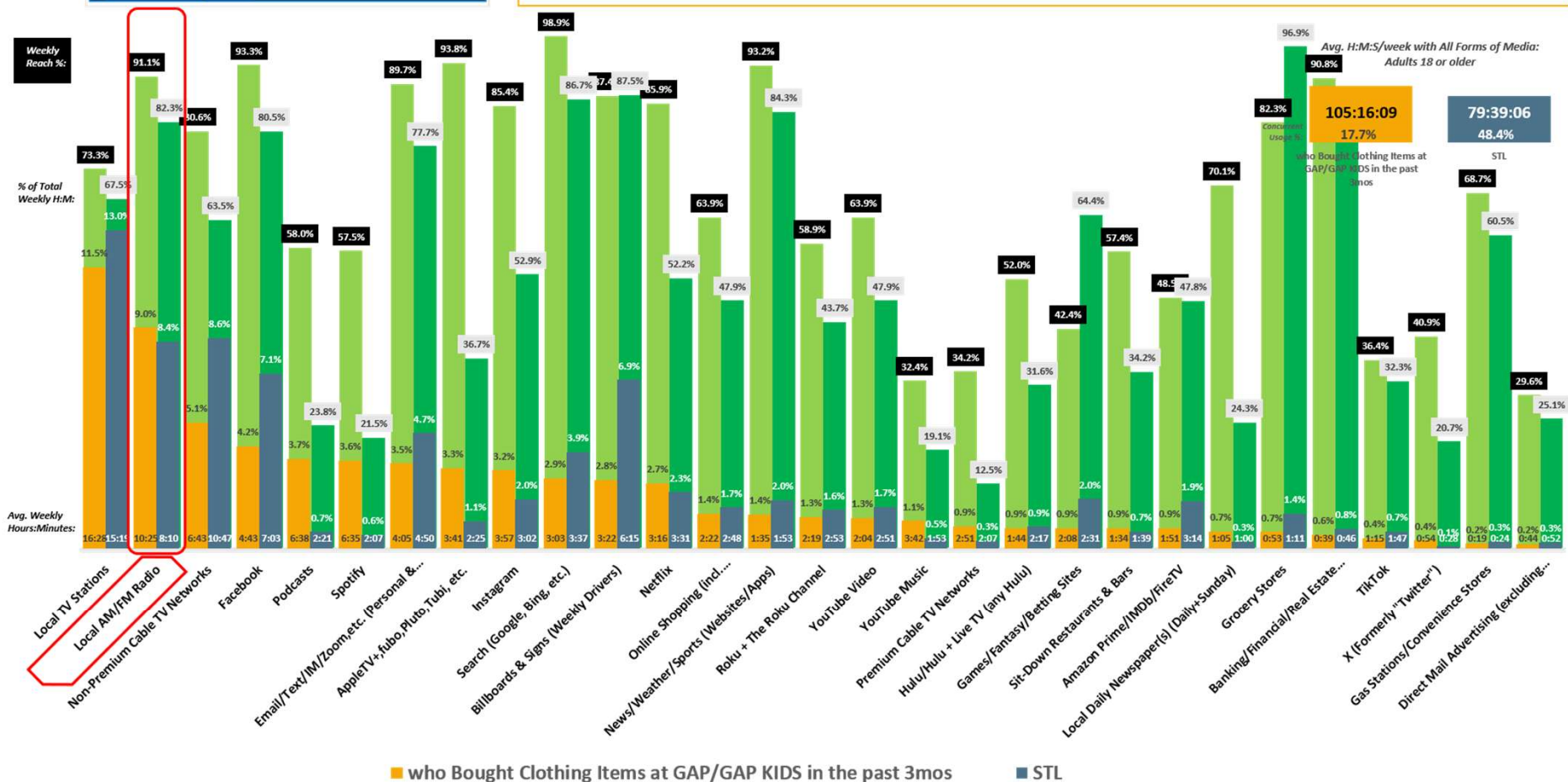


Adults 18 or older who Bought Clothing Items at GAP/GAP KIDS in the past 3mos spend an average of 5 days, 5 hours, 41 minutes and 15 seconds each week with All Forms of Media.
 95.5% of Adults 18 or older who Bought Clothing Items at GAP/GAP KIDS in the past 3mos spend an avg. of 5 hours and 36 minutes each week listening to All Local AM/FM Radio, representing 4.3% of total time spent with all forms of Media.





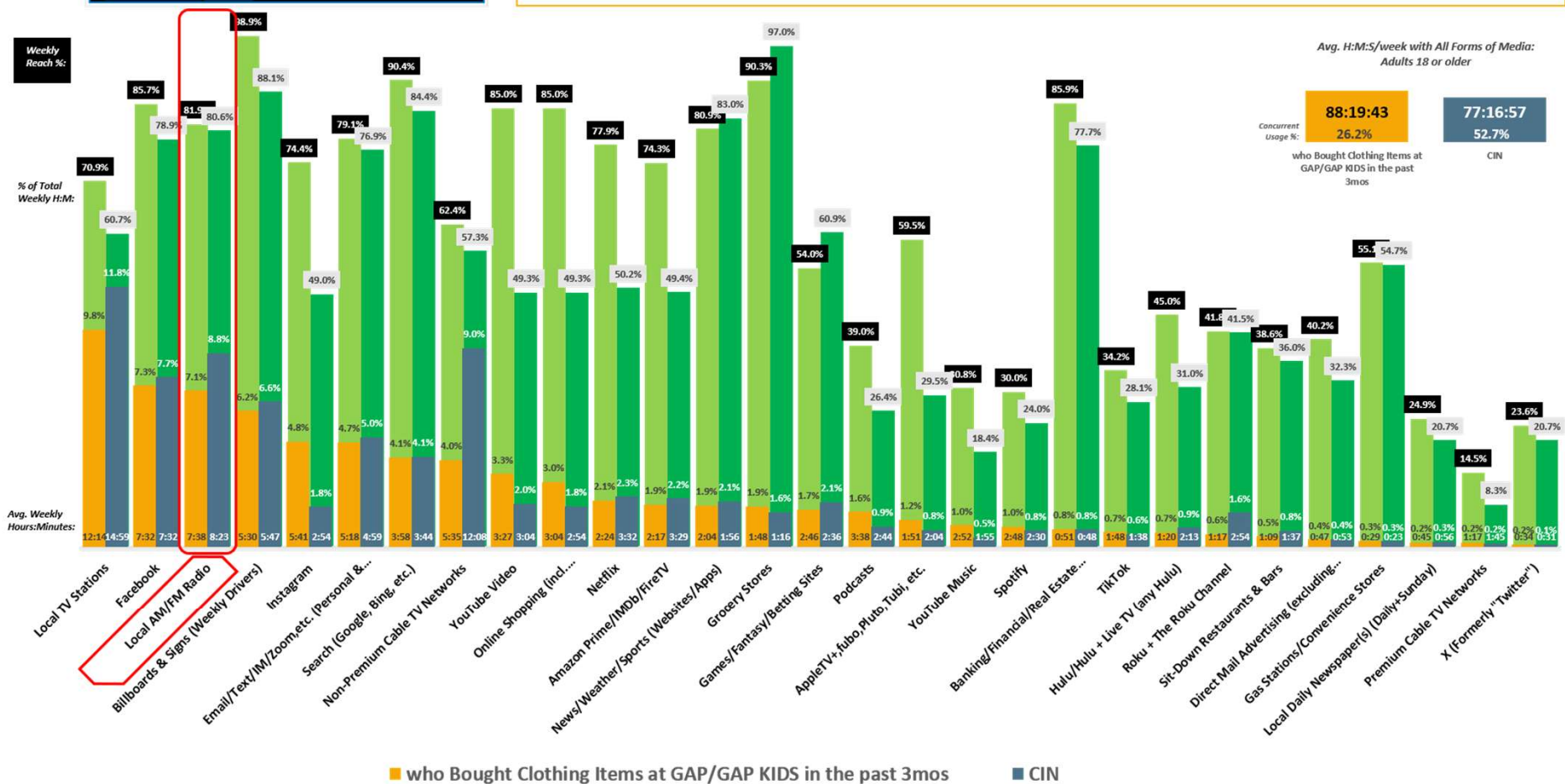
Adults 18 or older who Bought Clothing Items at GAP/GAP KIDS in the past 3mos spend an average of 4 days, 9 hours, 16 minutes and 9 seconds each week with All Forms of Media.
 91.1% of Adults 18 or older who Bought Clothing Items at GAP/GAP KIDS in the past 3mos spend an avg. of 10 hours and 25 minutes each week listening to All Local AM/FM Radio, representing 9.% of total time spent with all forms of Media.





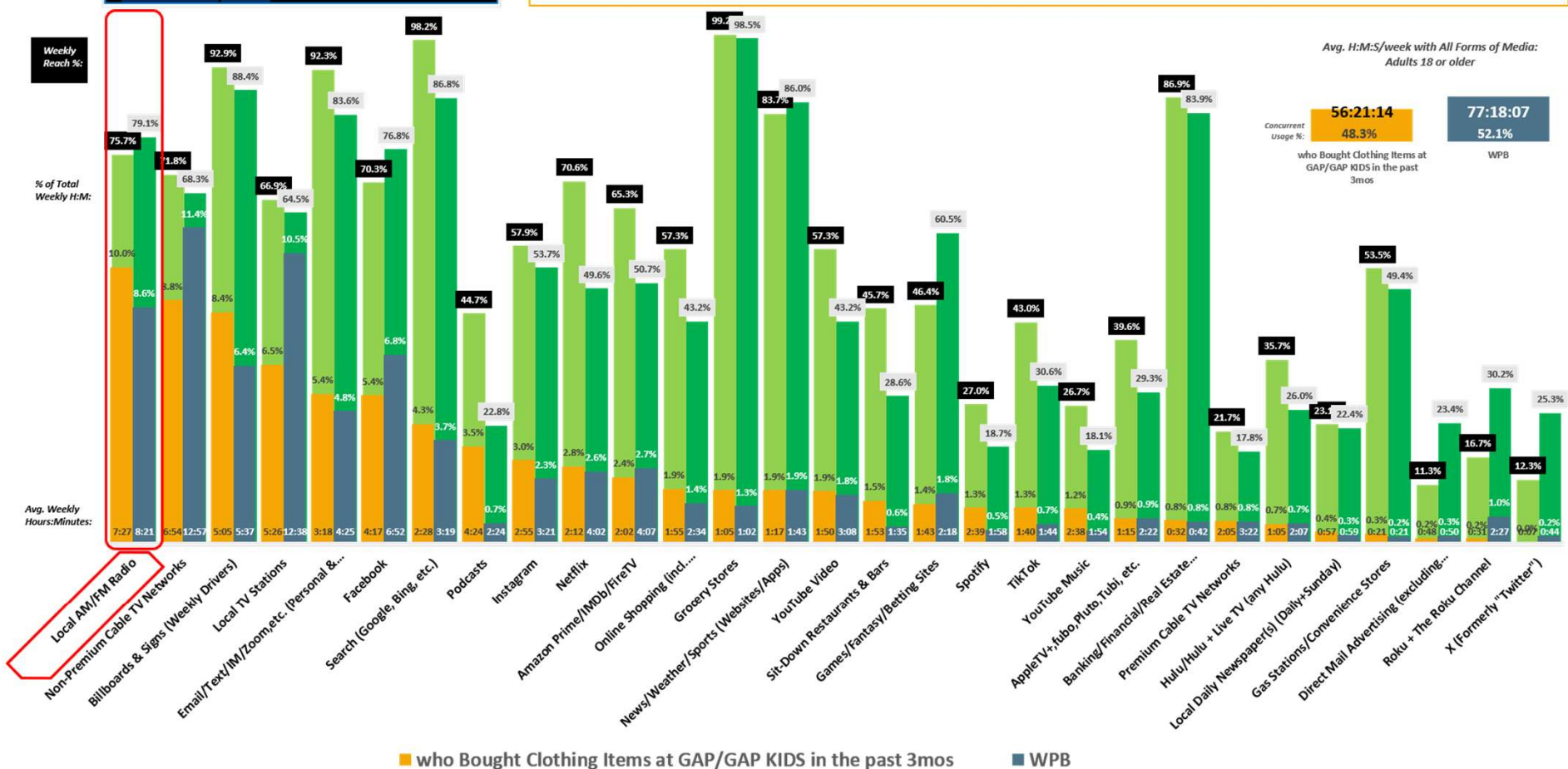
Adults 18 or older who Bought Clothing Items at GAP/GAP KIDS in the past 3mos spend an average of 3 days, 16 hours, 19 minutes and 43 seconds each week with All Forms of Media.

81.9% of Adults 18 or older who Bought Clothing Items at GAP/GAP KIDS in the past 3mos spend an avg. of 7 hours and 38 minutes each week listening to All Local AM/FM Radio, representing 7.1% of total time spent with all forms of Media.



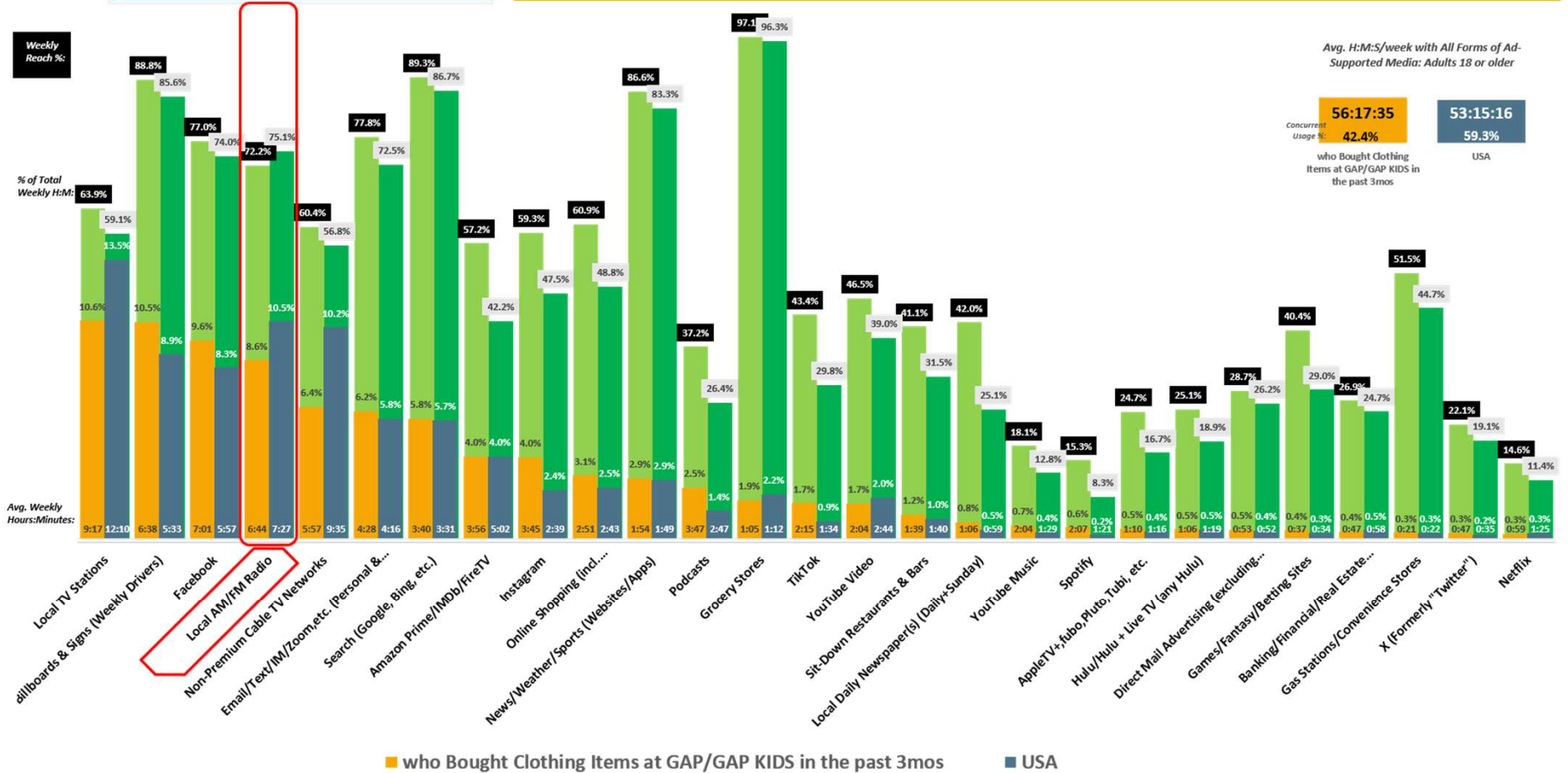


Adults 18 or older who Bought Clothing Items at GAP/GAP KIDS in the past 3mos spend an average of 2 days, 8 hours, 21 minutes and 14 seconds each week with All Forms of Media.
 75.7% of Adults 18 or older who Bought Clothing Items at GAP/GAP KIDS in the past 3mos spend an avg. of 7 hours and 27 minutes each week listening to All Local AM/FM Radio, representing 10.0% of total time spent with all forms of Media.



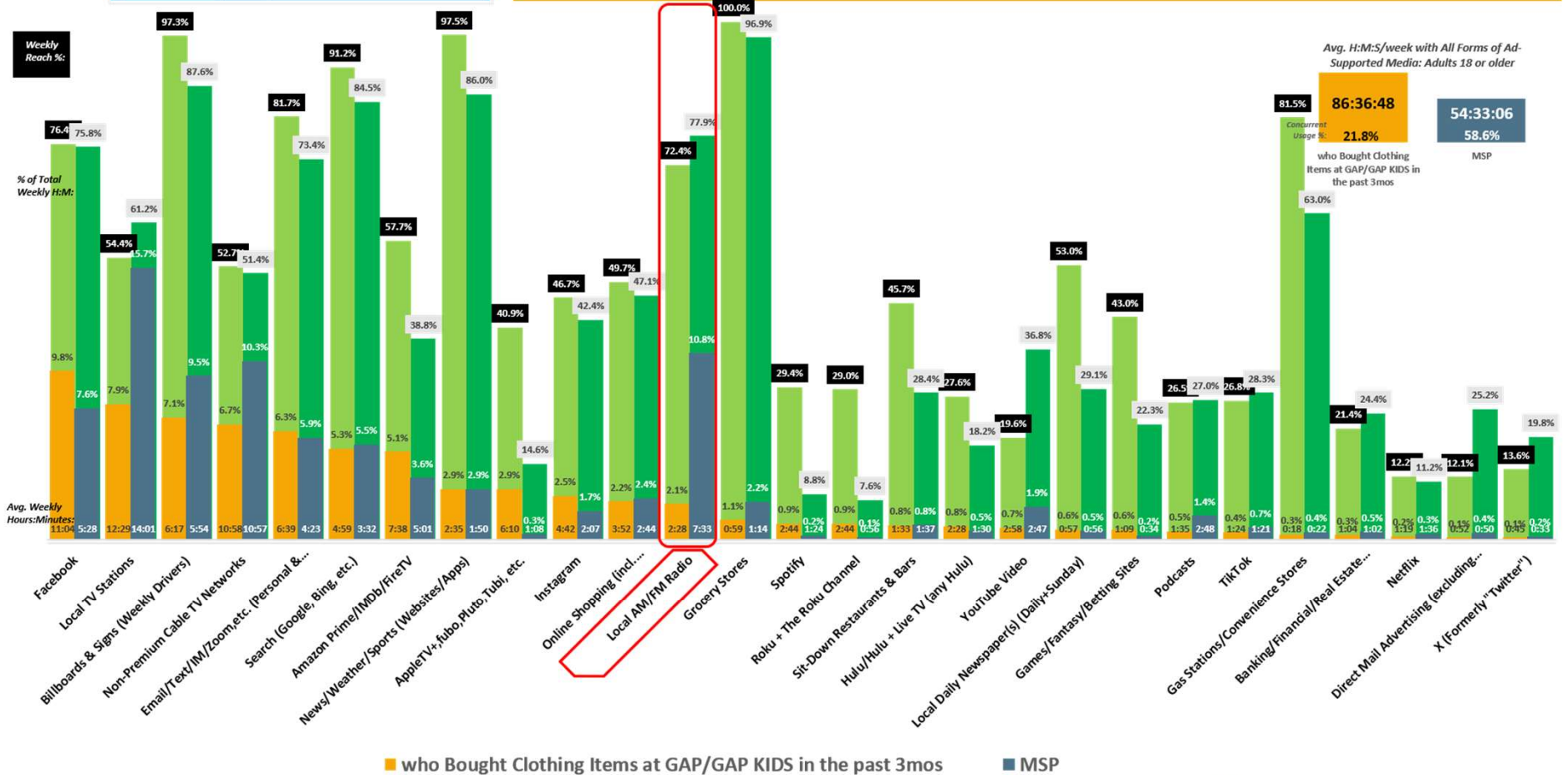


Adults 18 or older who Bought Clothing Items at GAP/GAP KIDS in the past 3mos spend an average of 2 days, 8 hours, 17 minutes and 35 seconds each week with All Forms of Ad-Supported Media.
72.2% of Adults 18 or older who Bought Clothing Items at GAP/GAP KIDS in the past 3mos spend an avg. of 6 hours and 44 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 8.6% of total time spent with all forms of Ad-Supported Medi





Adults 18 or older who Bought Clothing Items at GAP/GAP KIDS in the past 3mos spend an average of 3 days, 14 hours, 36 minutes and 48 seconds each week with All Forms of Ad-Supported Media.
 72.4% of Adults 18 or older who Bought Clothing Items at GAP/GAP KIDS in the past 3mos spend an avg. of 2 hours and 28 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 2.1% 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

86:36:48

21.8%

54:33:06

58.6%

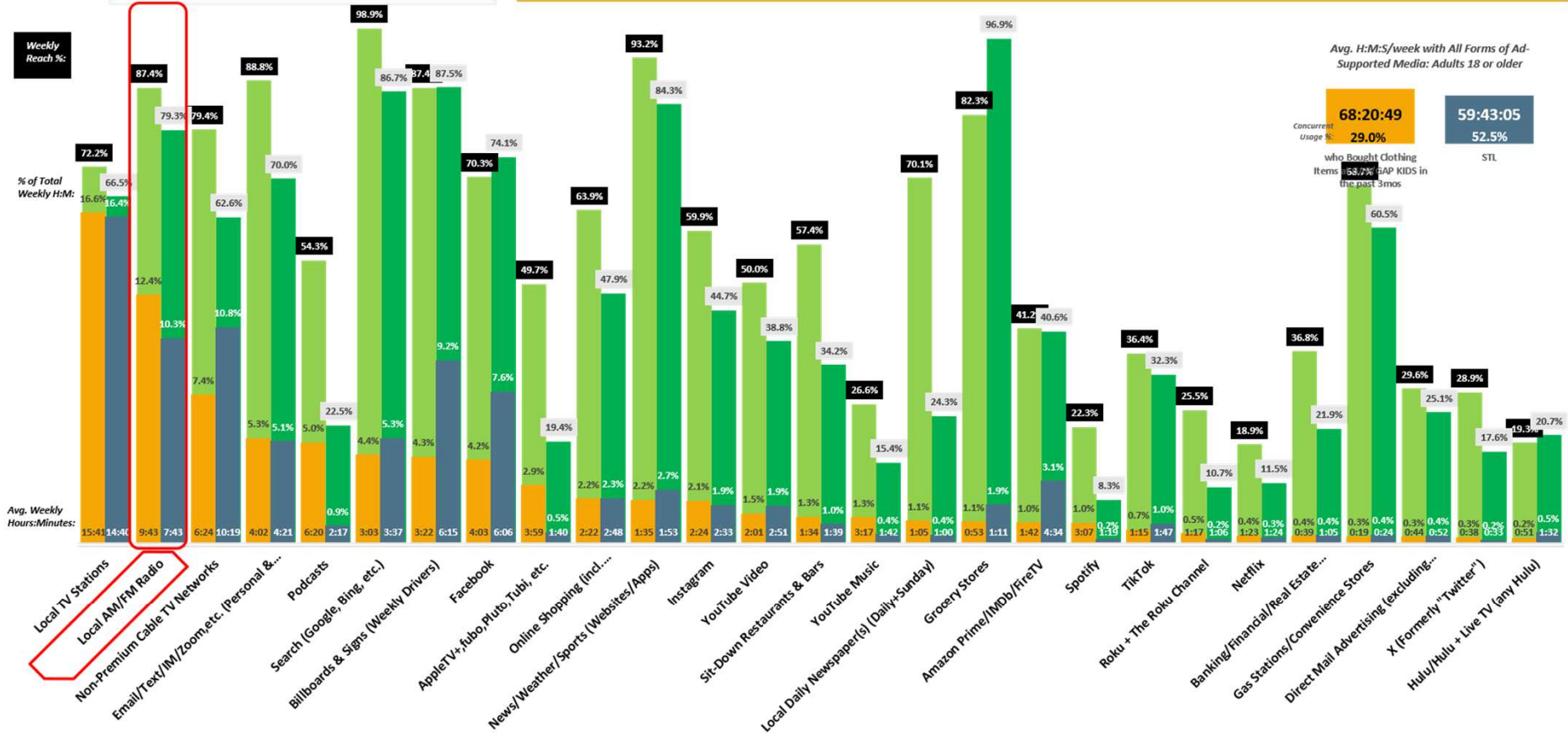
MSP

who Bought Clothing Items at GAP/GAP KIDS in the past 3mos





Adults 18 or older who Bought Clothing Items at GAP/GAP KIDS in the past 3mos spend an average of 2 days, 20 hours, 20 minutes and 49 seconds each week with All Forms of Ad-Supported Media.
87.4% of Adults 18 or older who Bought Clothing Items at GAP/GAP KIDS in the past 3mos spend an avg. of 9 hours and 43 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.4% of total time spent with all forms of Ad-Supported Med



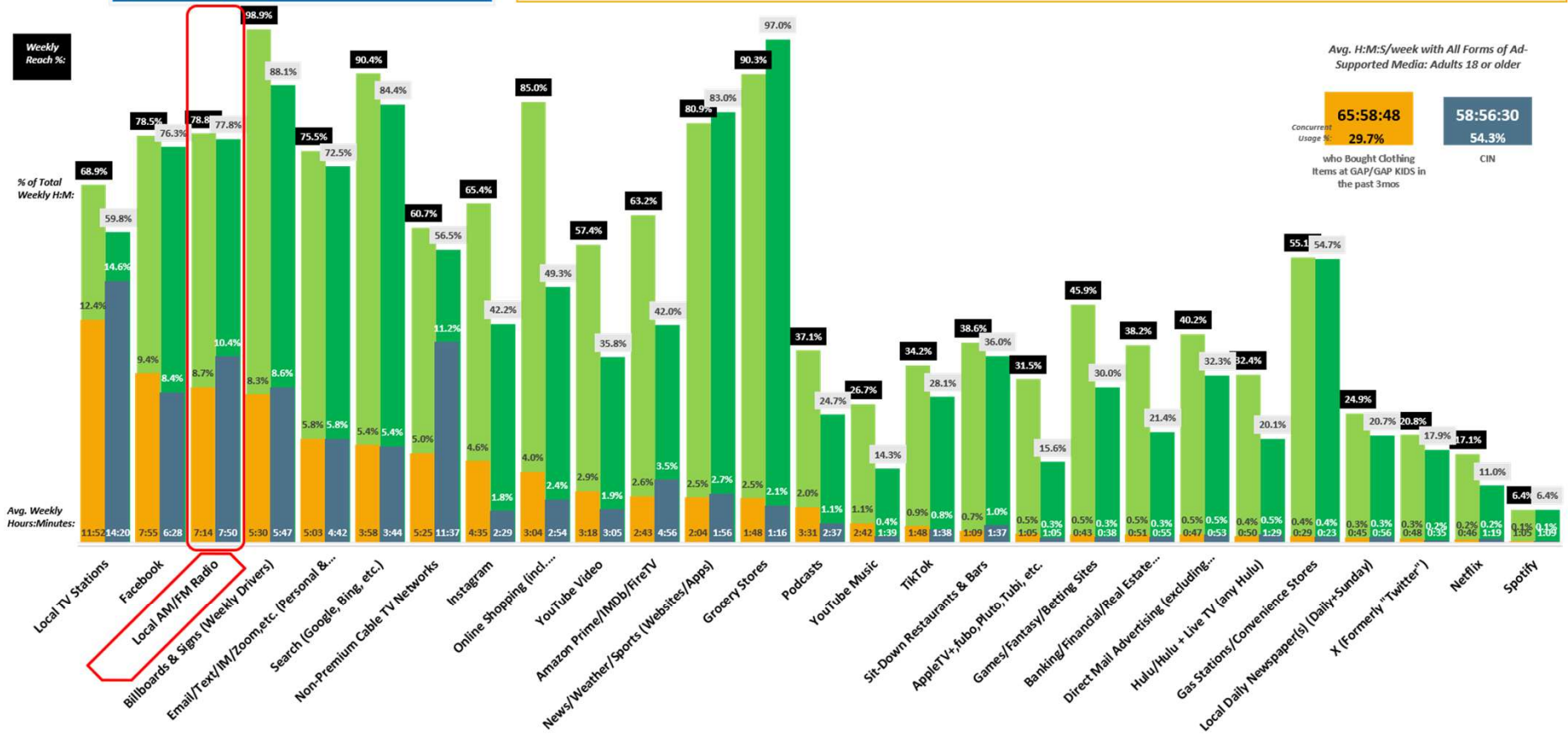
Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older

Concurrent Usage %: 29.0%
who Bought Clothing Items at GAP/GAP KIDS in the past 3mos: 68:20:49
STL: 59:43:05

who Bought Clothing Items at GAP/GAP KIDS in the past 3mos STL



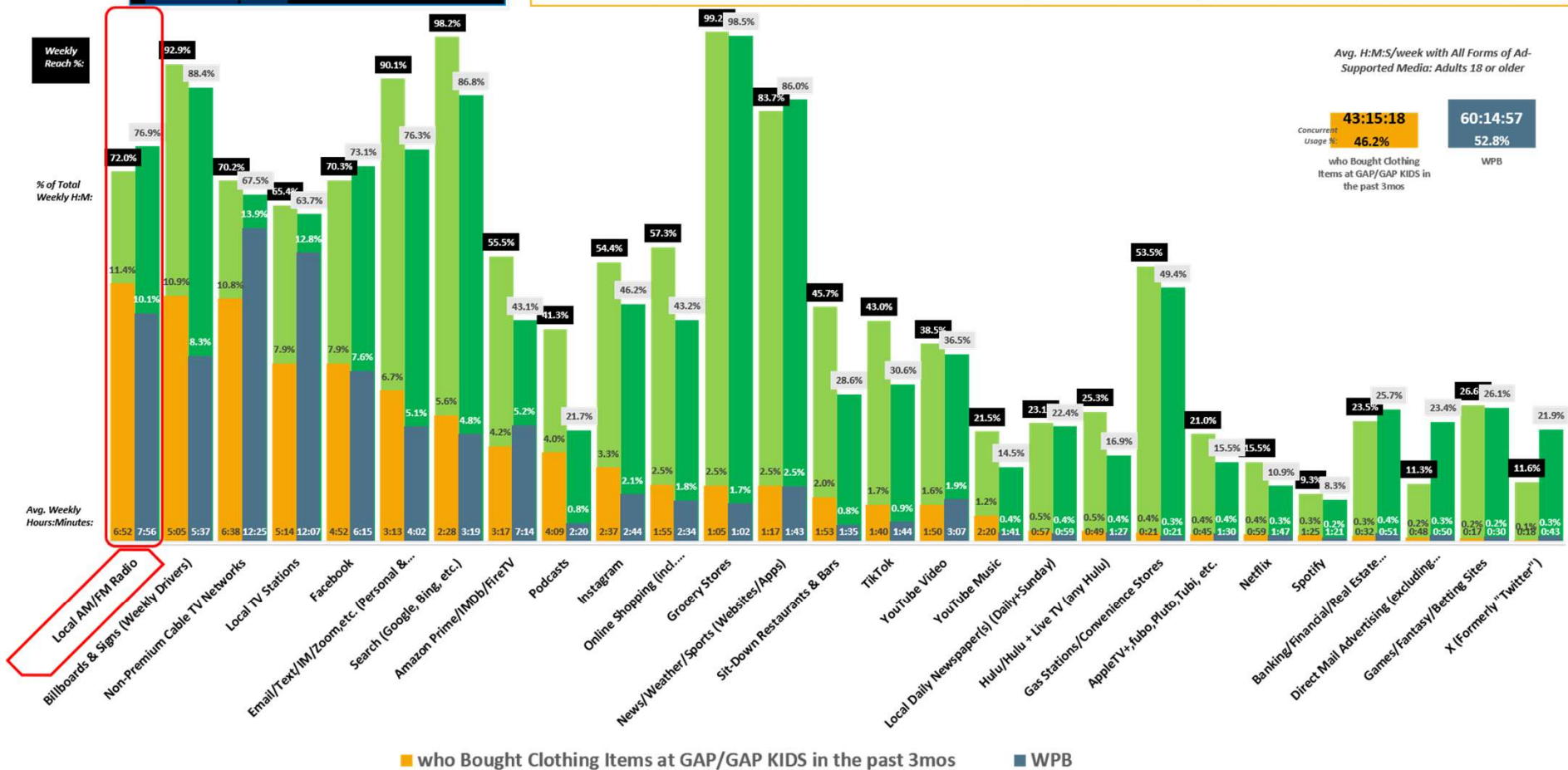
Adults 18 or older who Bought Clothing Items at GAP/GAP KIDS in the past 3mos spend an average of 2 days, 17 hours, 58 minutes and 48 seconds each week with All Forms of Ad-Supported Media.
 78.8% of Adults 18 or older who Bought Clothing Items at GAP/GAP KIDS in the past 3mos spend an avg. of 7 hours 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 Medi



who Bought Clothing Items at GAP/GAP KIDS in the past 3mos CIN



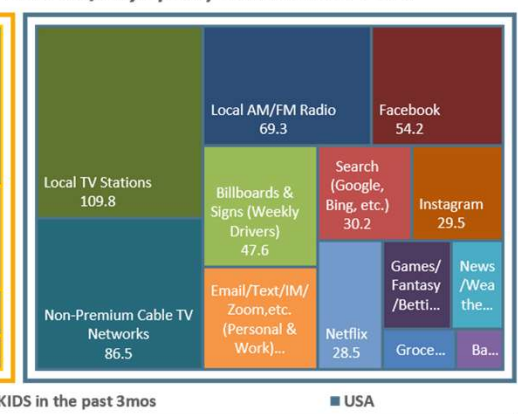
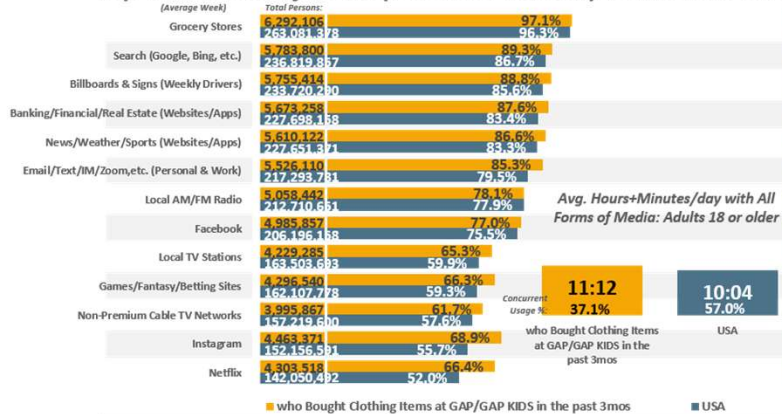
Adults 18 or older who Bought Clothing Items at GAP/GAP KIDS in the past 3mos spend an average of 1 days, 19 hours, 15 minutes and 18 seconds each week with All Forms of Ad-Supported Media.
72.% of Adults 18 or older who Bought Clothing Items at GAP/GAP KIDS in the past 3mos spend an avg. of 6 hours and 52 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.4% of total time spent with all forms of Ad-Supported Medi



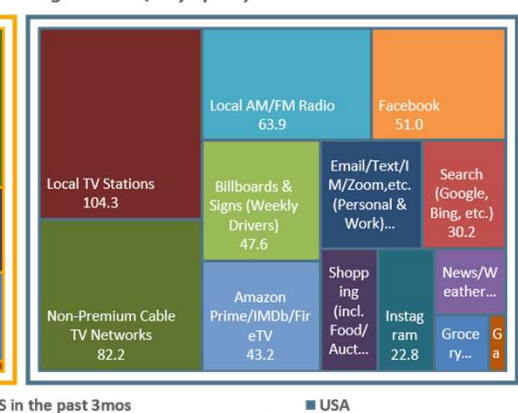
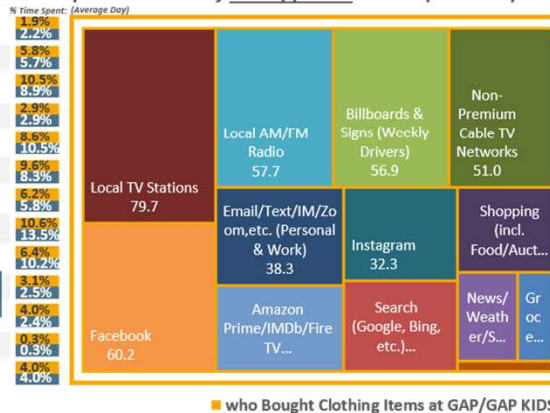
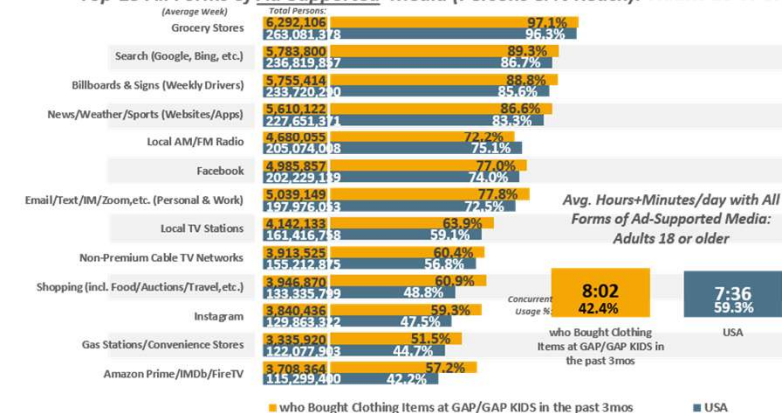


Adults 18 or older who Bought Clothing Items at GAP/GAP KIDS in the past 3mos spend an average of 8 hours and 2 minutes each day with All Forms of Ad-Supported Media. 72.2% listen to Local AM/FM Radio for an avg. of 57.7 minutes/day. (Local Radio delivers 8.6% of Time with Ad-Supported Media.)

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



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 641
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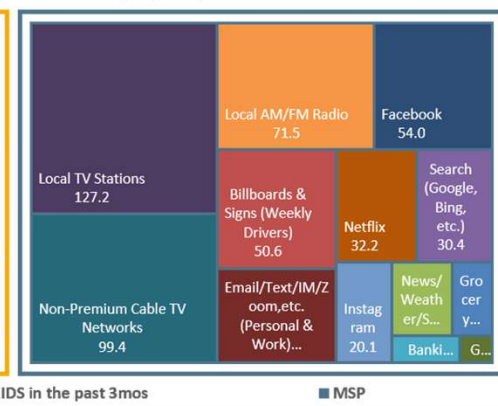
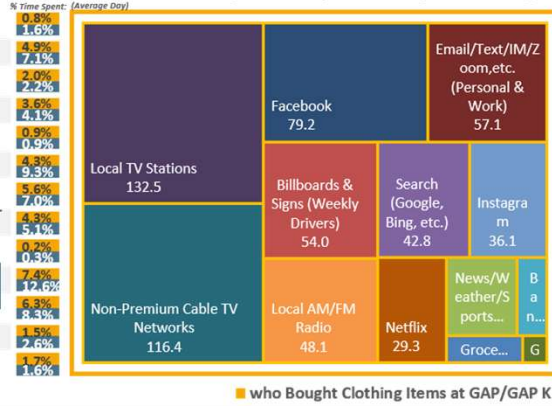
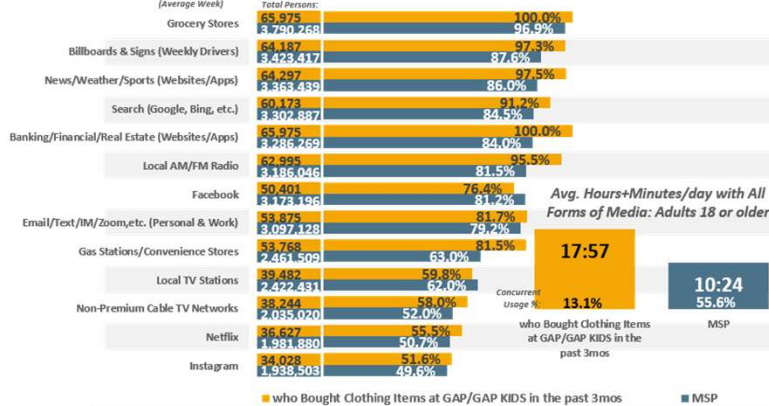
Clothing stores bought past 3 months: Gap/Gap Kids



Adults 18 or older who Bought Clothing Items at GAP/GAP KIDS in the past 3mos spend an average of 12 hours and 22 minutes each day with All Forms of Ad-Supported Media. 72.4% listen to Local AM/FM Radio for an avg. of 21.2 minutes/day. (Local Radio delivers 2.1% of Time with Ad-Supported Media.)

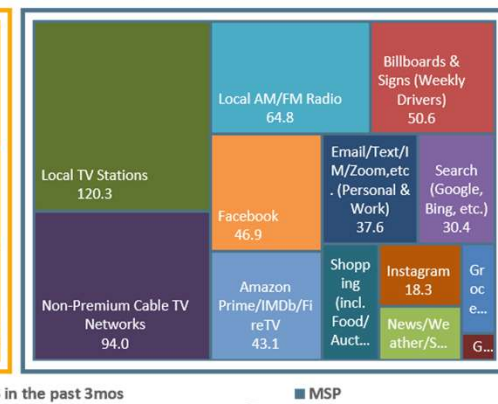
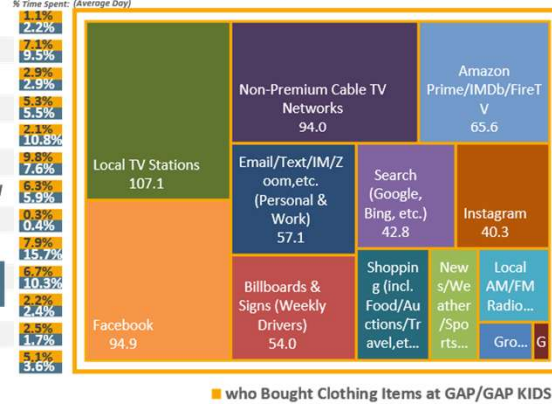
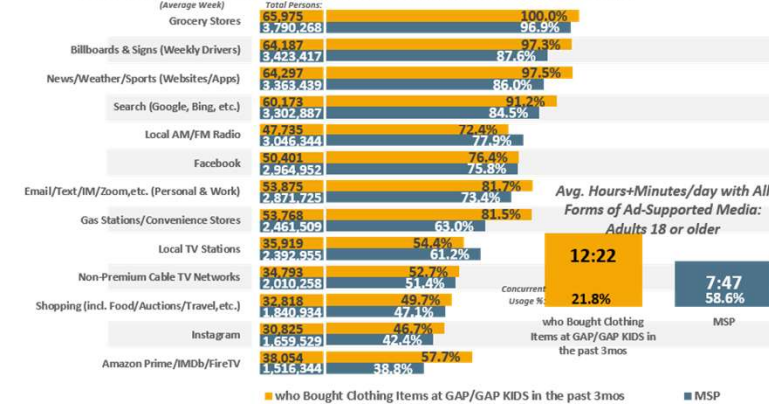
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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



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

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



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 31
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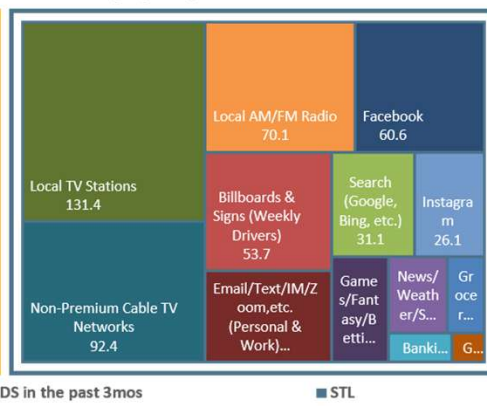
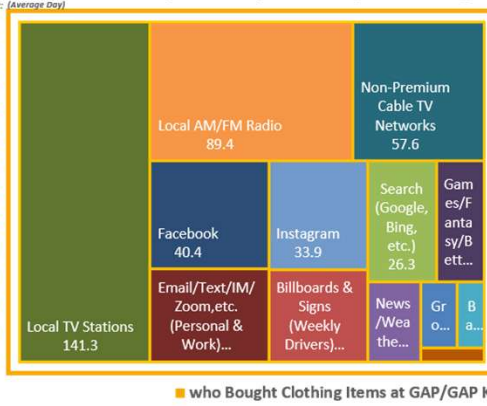
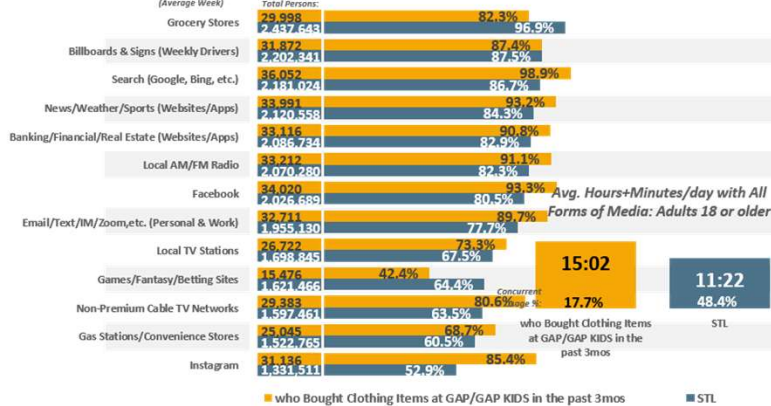
Clothing stores bought past 3 months: Gap/Gap Kids



Adults 18 or older who Bought Clothing Items at GAP/GAP KIDS in the past 3mos spend an average of 9 hours and 45 minutes each day with All Forms of Ad-Supported Media. 87.4% listen to Local AM/FM Radio for an avg. of 83.4 minutes/day. (Local Radio delivers 12.4% of Time with Ad-Supported Media.)

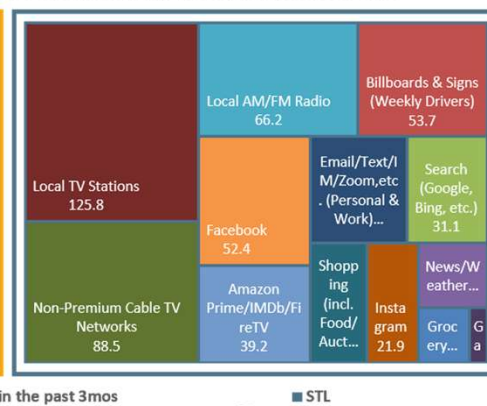
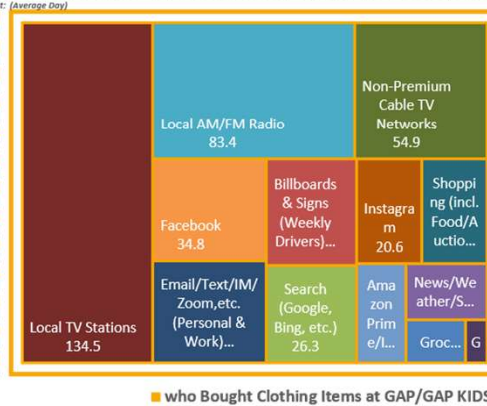
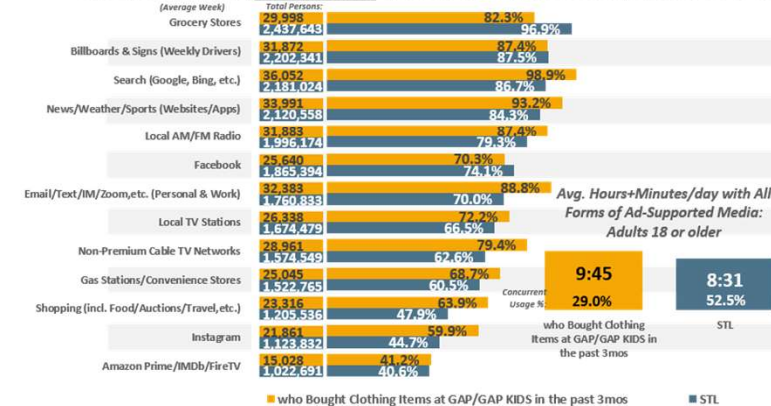
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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



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

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

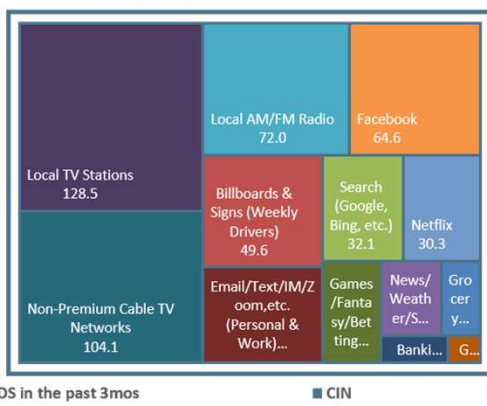
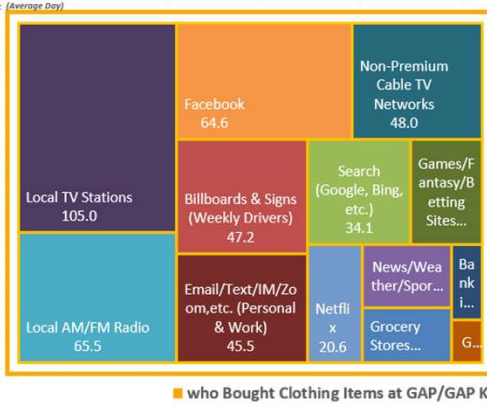
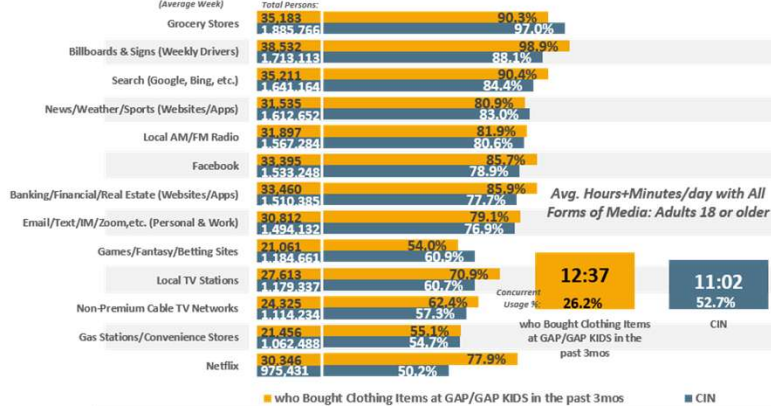




Adults 18 or older who Bought Clothing Items at GAP/GAP KIDS in the past 3mos spend an average of 9 hours and 25 minutes each day with All Forms of Ad-Supported Media. 78.8% listen to Local AM/FM Radio for an avg. of 62.1 minutes/day. (Local Radio delivers 8.7% of Time with Ad-Supported Media.)

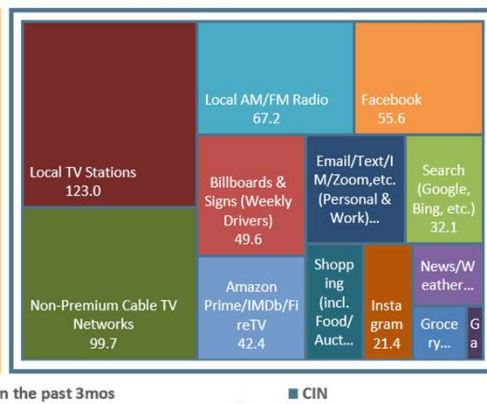
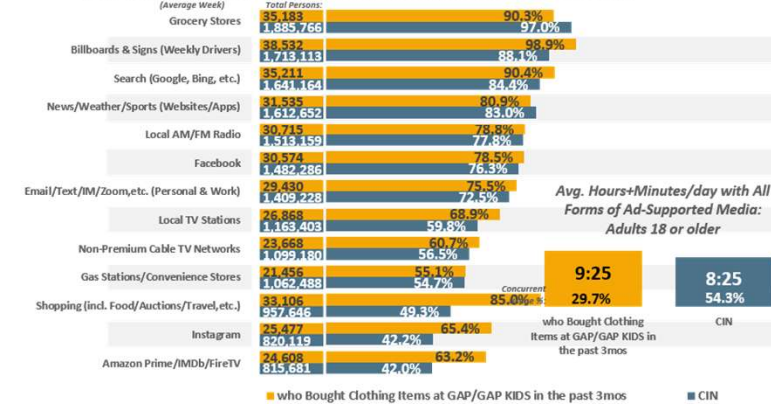
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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



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

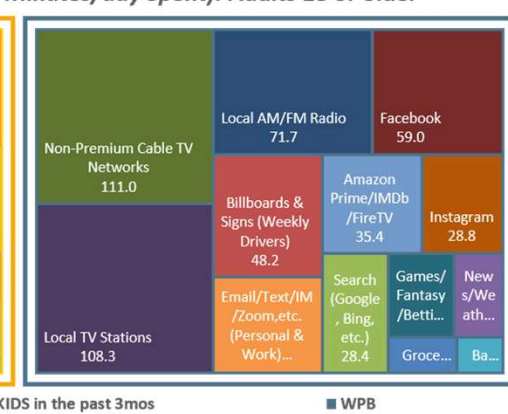
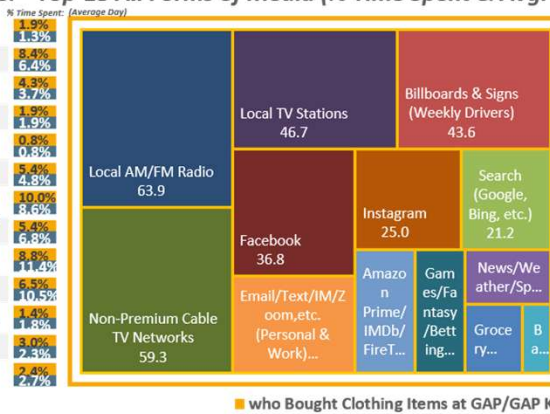
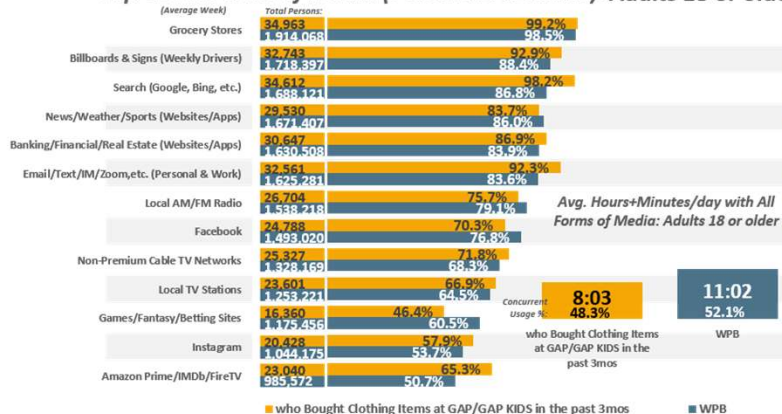
Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



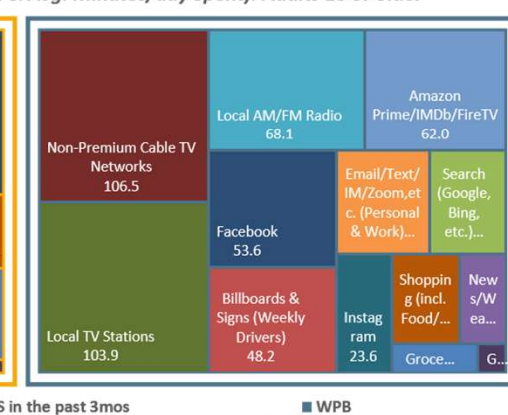
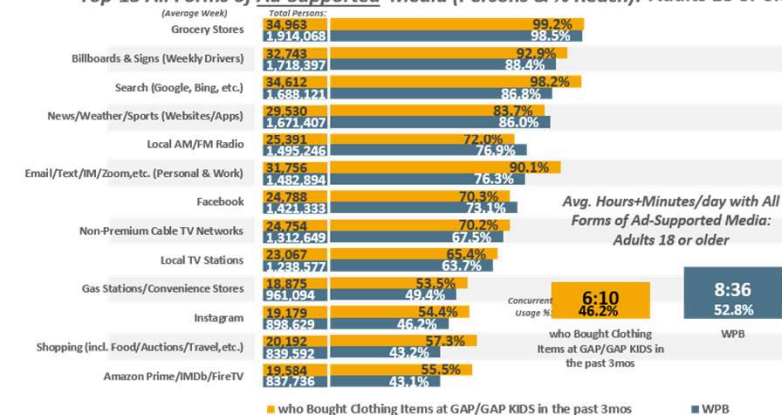


Adults 18 or older who Bought Clothing Items at GAP/GAP KIDS in the past 3mos spend an average of 6 hours and 10 minutes each day with All Forms of Ad-Supported Media. 72.% listen to Local AM/FM Radio for an avg. of 58.9 minutes/day. (Local Radio delivers 11.4% of Time with Ad-Supported Media.)

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



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



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 57
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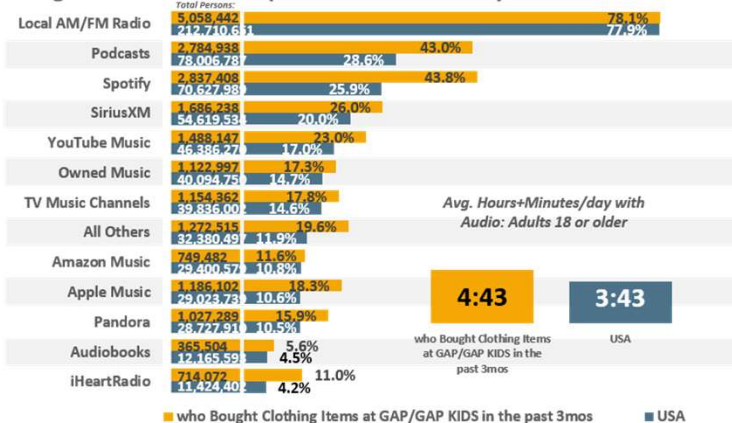
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Clothing stores bought past 3 months: Gap/Gap Kids

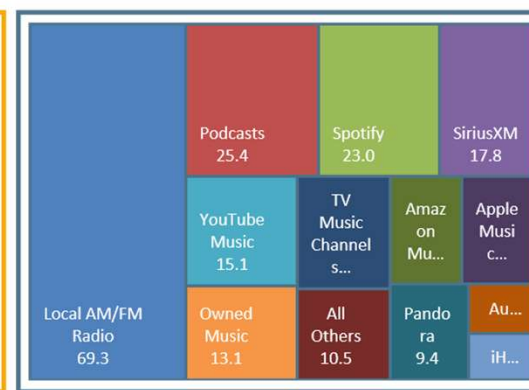
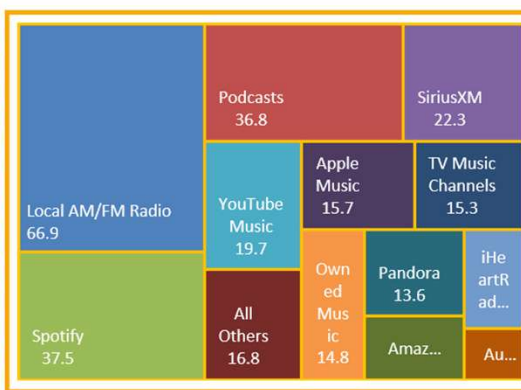


4,680,055 or 72.2% of Adults 18 or older who Bought Clothing Items at GAP/GAP KIDS in the past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 57.7 minutes every day representing 31.2% of all time spent daily with Ad-Supported Audio.

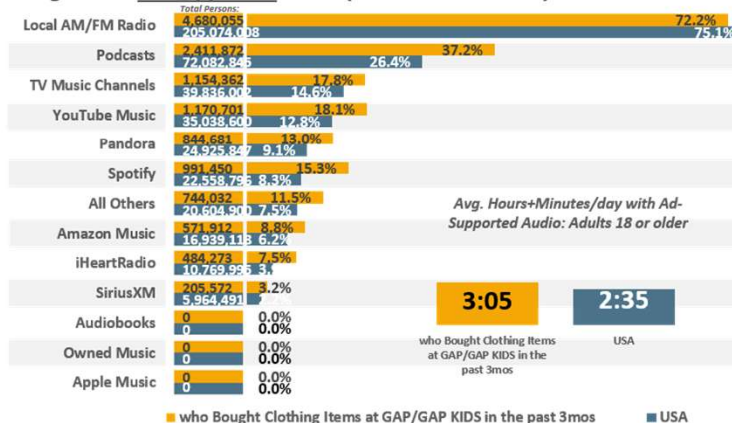
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



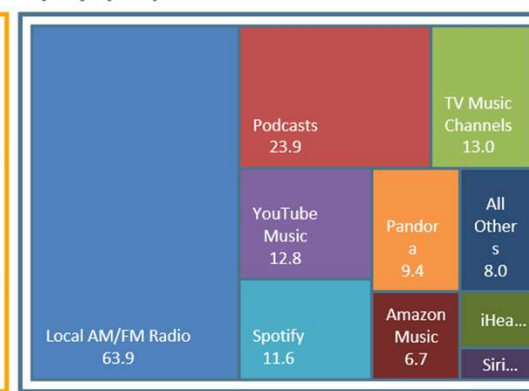
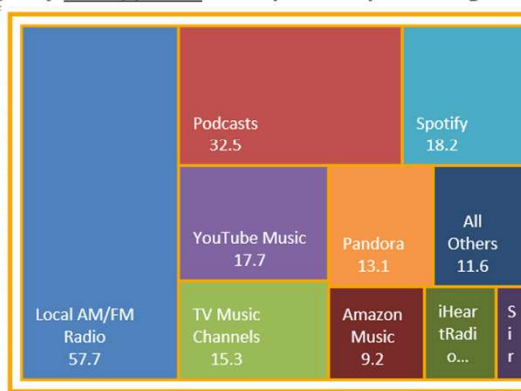
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



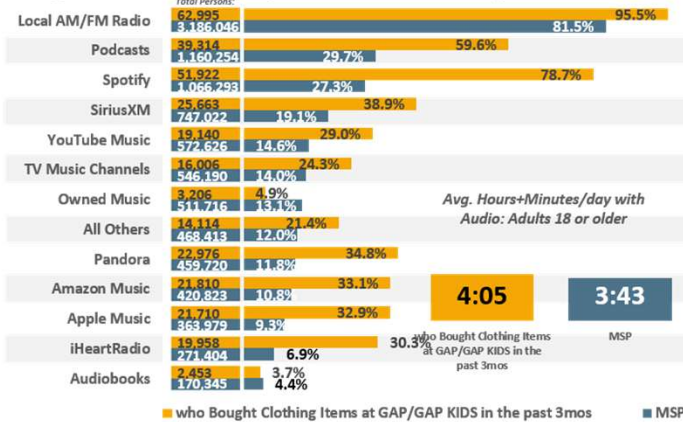
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



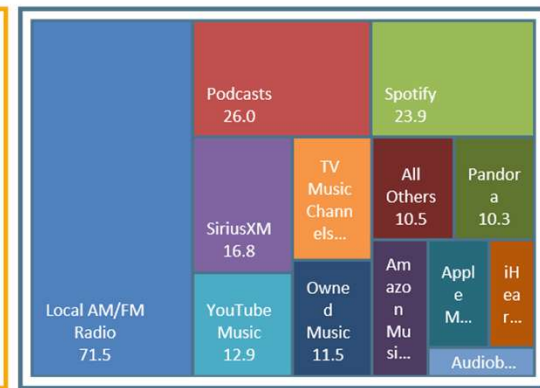
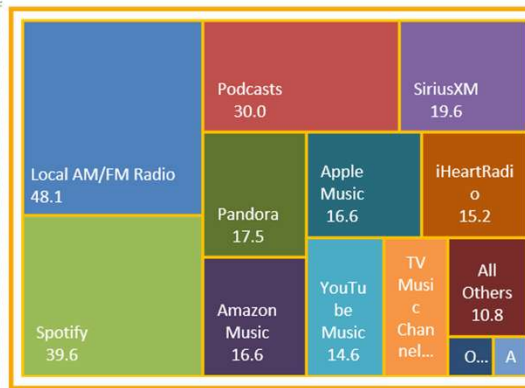


47,735 or 72.4% of Adults 18 or older who Bought Clothing Items at GAP/GAP KIDS in the past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 21.2 minutes every day representing 16.3% of all time spent daily with Ad-Supported Audio.

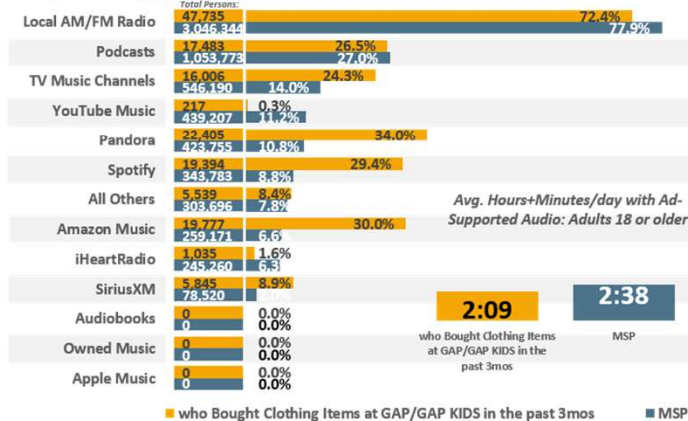
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



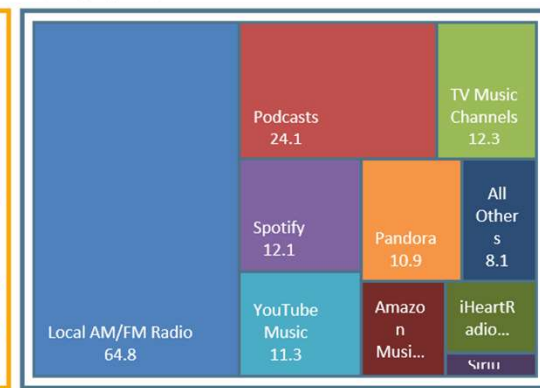
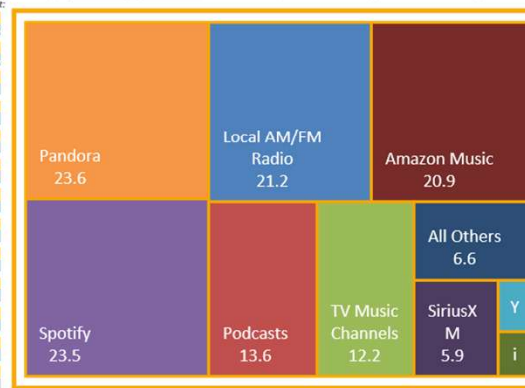
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



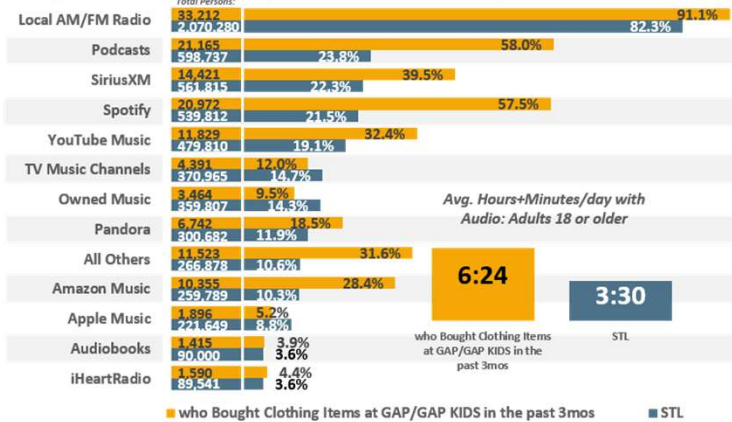
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



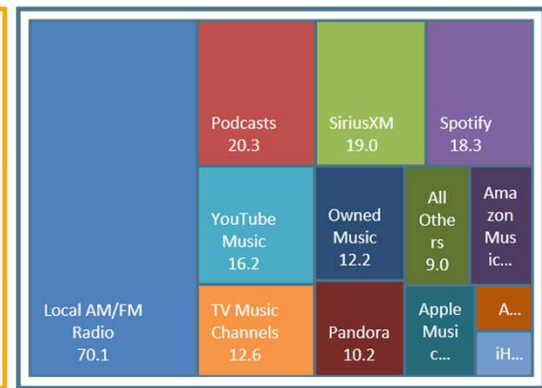
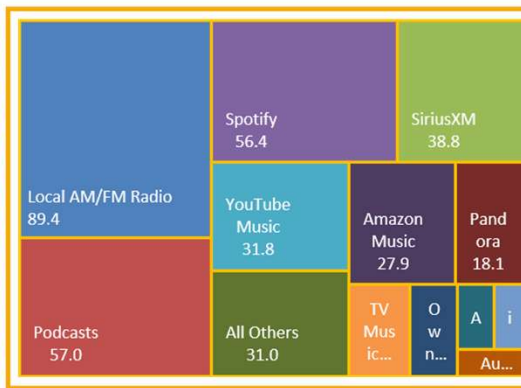


31,883 or 87.4% of Adults 18 or older who Bought Clothing Items at GAP/GAP KIDS in the past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 83.4 minutes every day representing 29.1% of all time spent daily with Ad-Supported Audio.

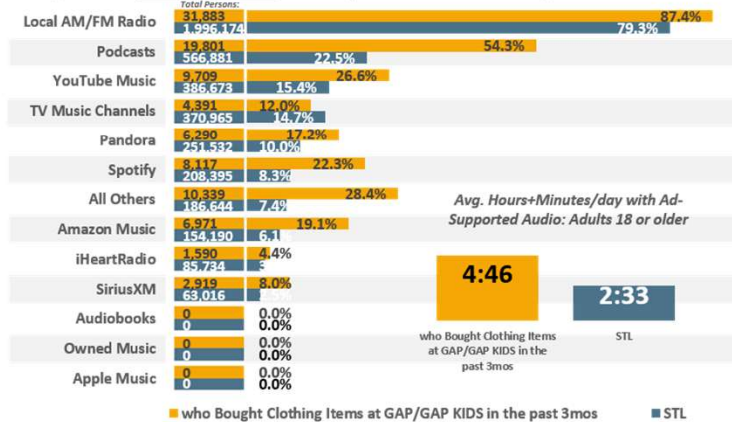
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



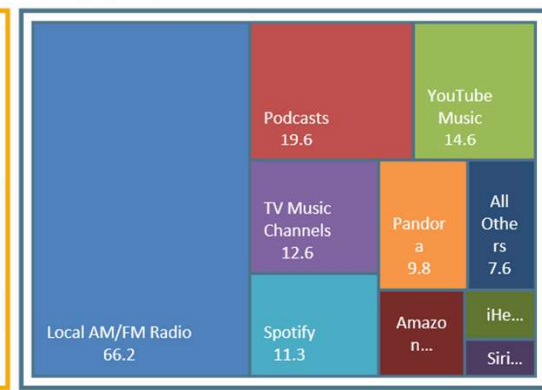
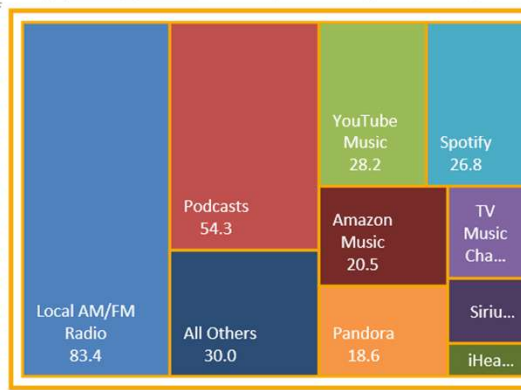
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



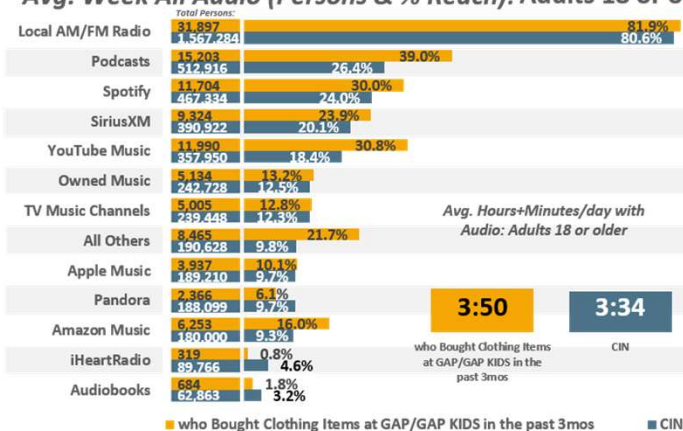
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



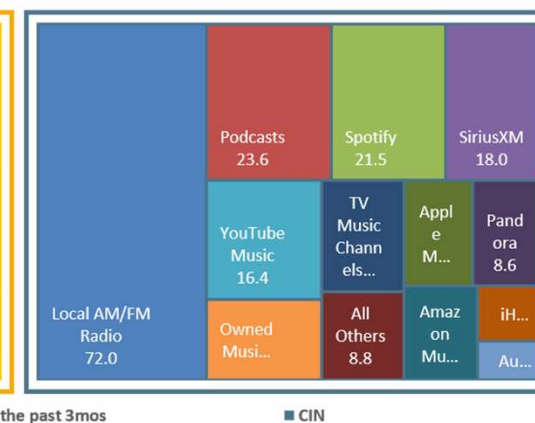
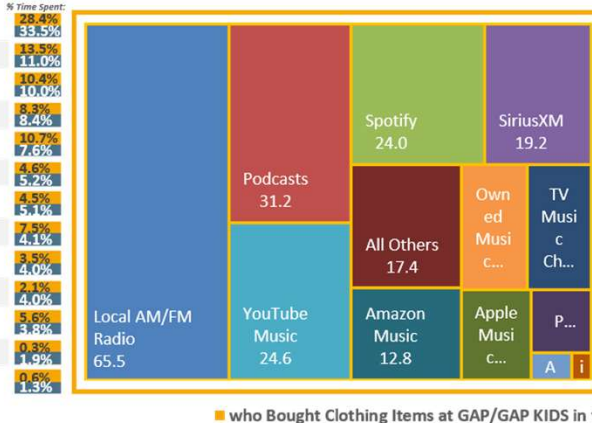


30,715 or 78.8% of Adults 18 or older who Bought Clothing Items at GAP/GAP KIDS in the past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 62.1 minutes every day representing 35.9% of all time spent daily with Ad-Supported Audio.

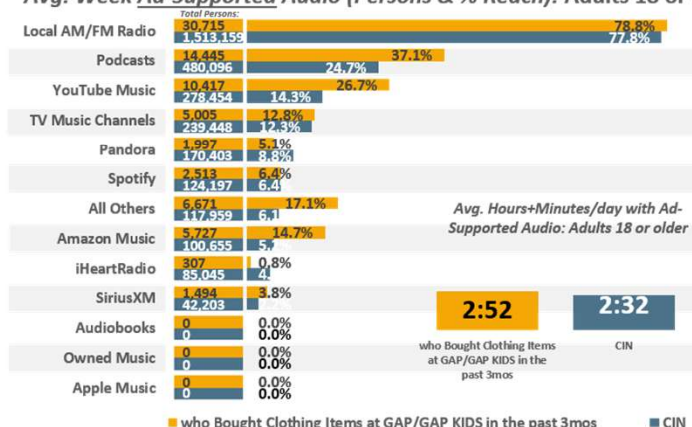
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



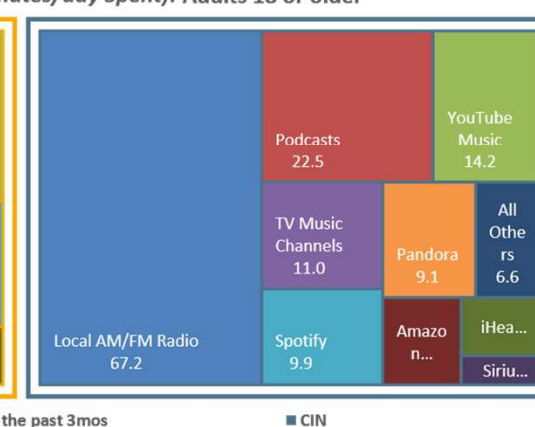
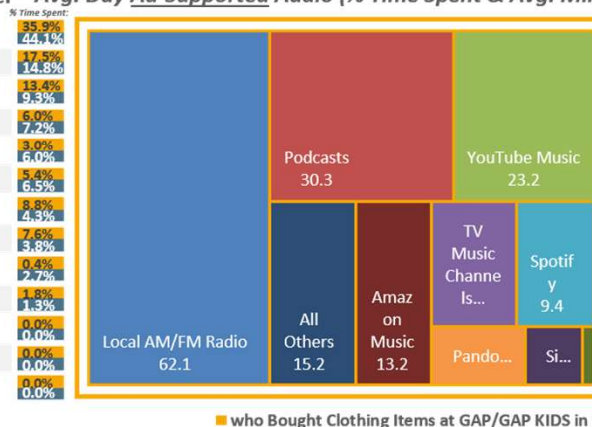
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



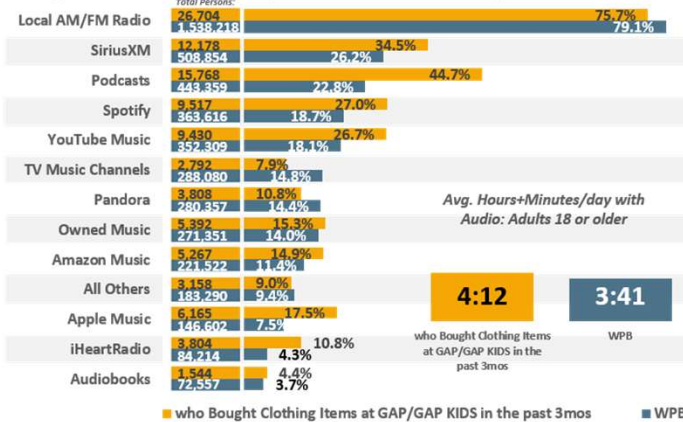
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



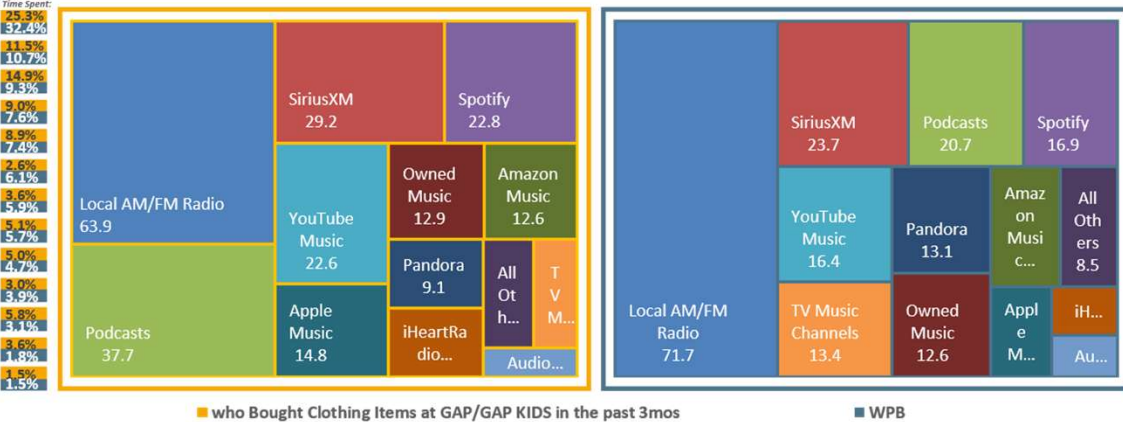


25,391 or 72.2% of Adults 18 or older who Bought Clothing Items at GAP/GAP KIDS in the past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 58.9 minutes every day representing 35.2% of all time spent daily with Ad-Supported Audio.

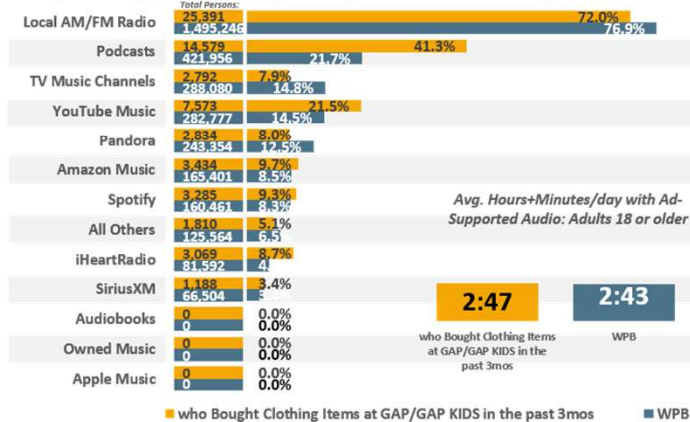
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



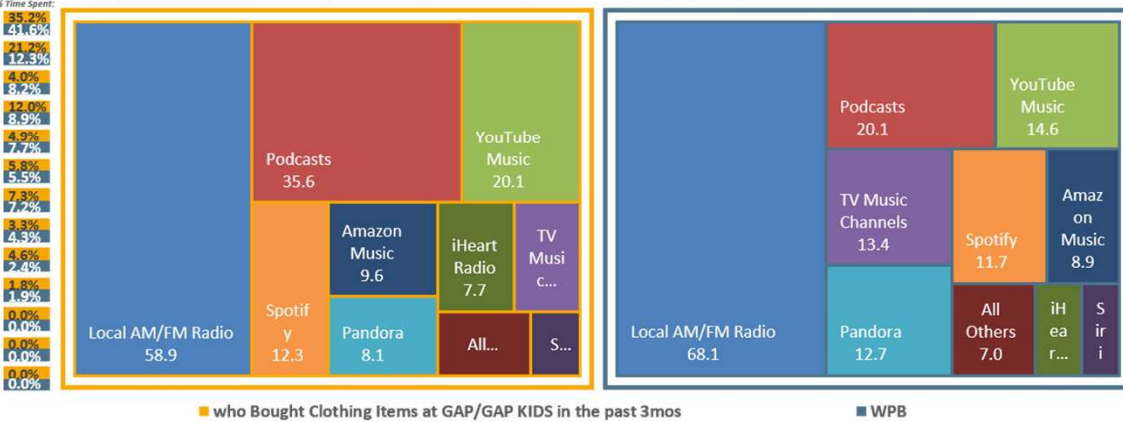
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

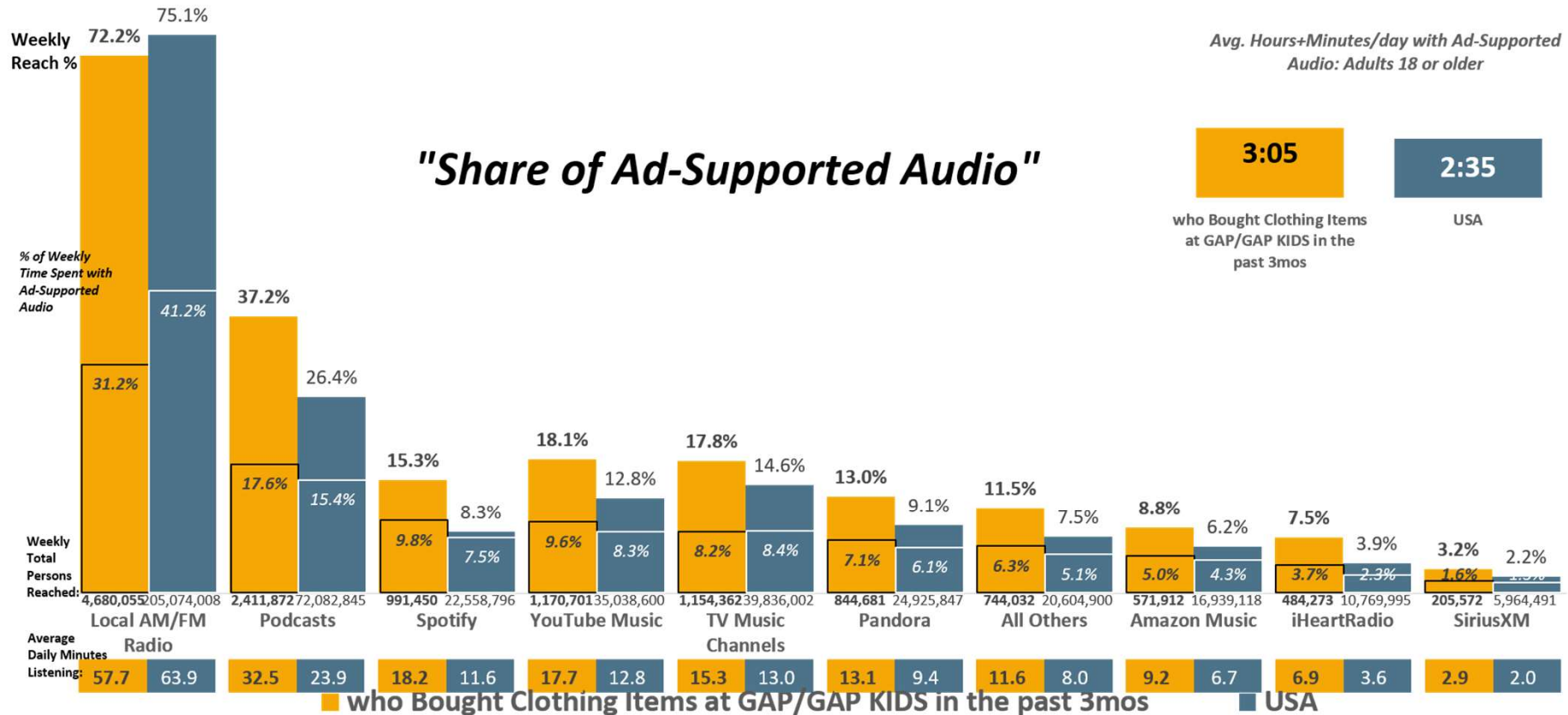


Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





4,680,055 or 72.2% of Adults 18 or older who Bought Clothing Items at GAP/GAP KIDS in the past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 57.7 minutes every day representing 31.2% of all time spent daily with Ad-Supported Audio.





47,735 or 72.4% of Adults 18 or older who Bought Clothing Items at GAP/GAP KIDS in the past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 21.2 minutes every day representing 16.3% of all time spent daily with Ad-Supported Audio.

Weekly
Reach %

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

"Share of Ad-Supported Audio"

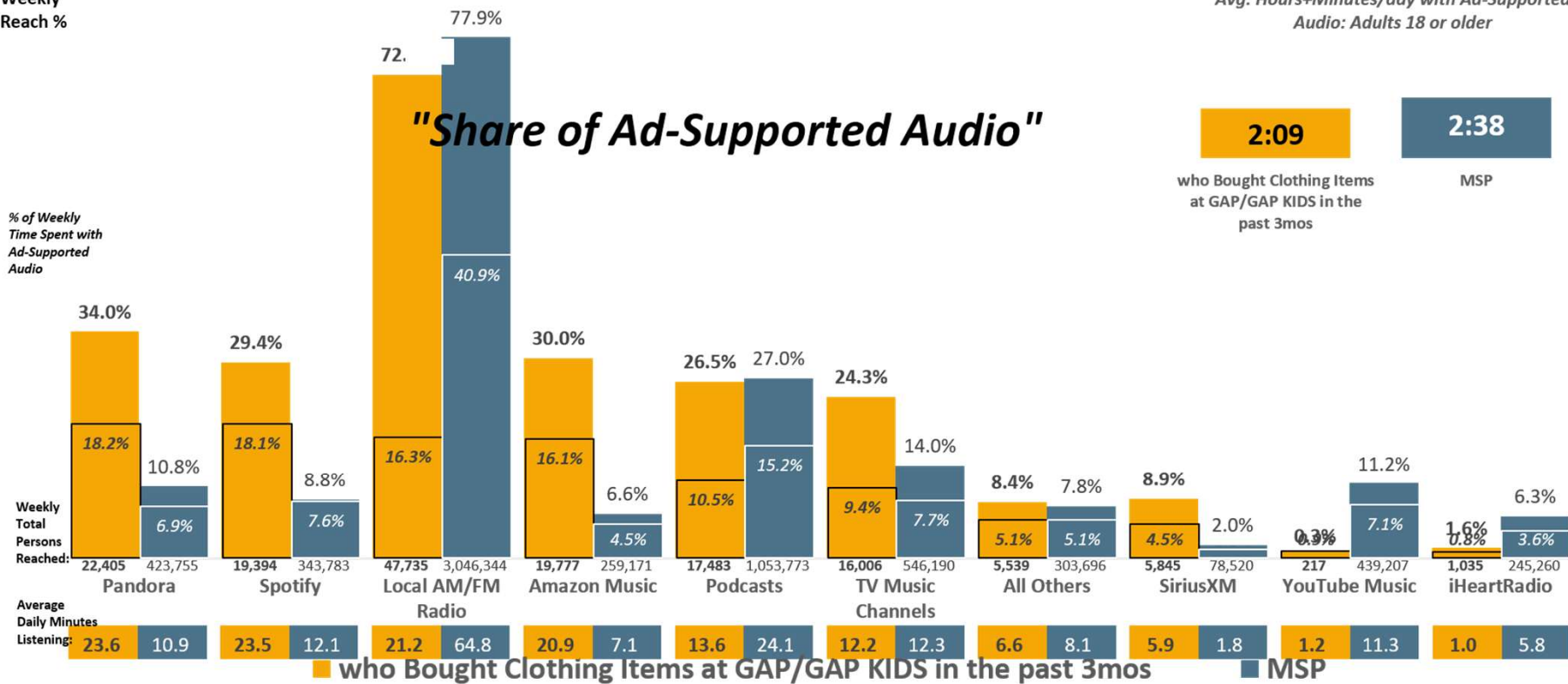
% of Weekly
Time Spent with
Ad-Supported
Audio

Weekly
Total
Persons
Reached:

Average
Daily Minutes
Listening:

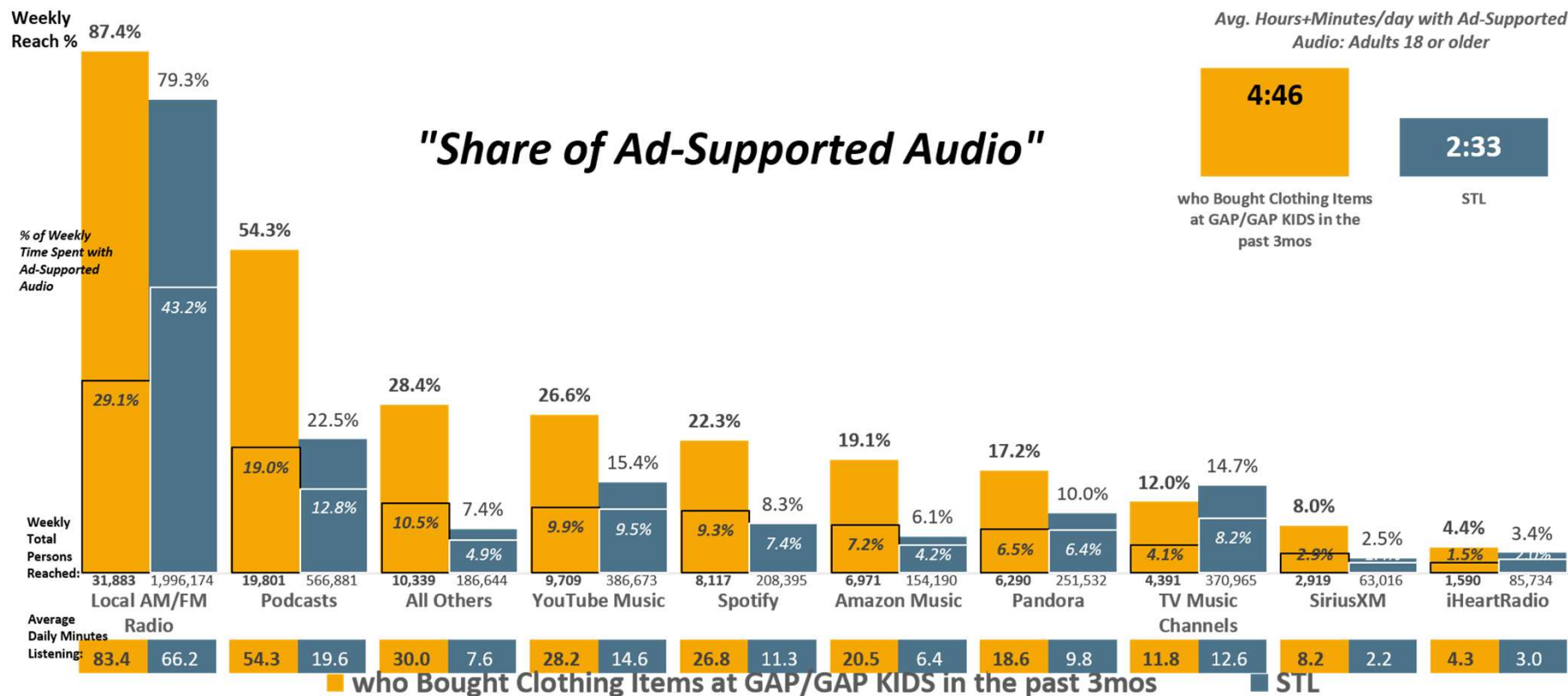
2:09
who Bought Clothing Items
at GAP/GAP KIDS in the
past 3mos

2:38
MSP



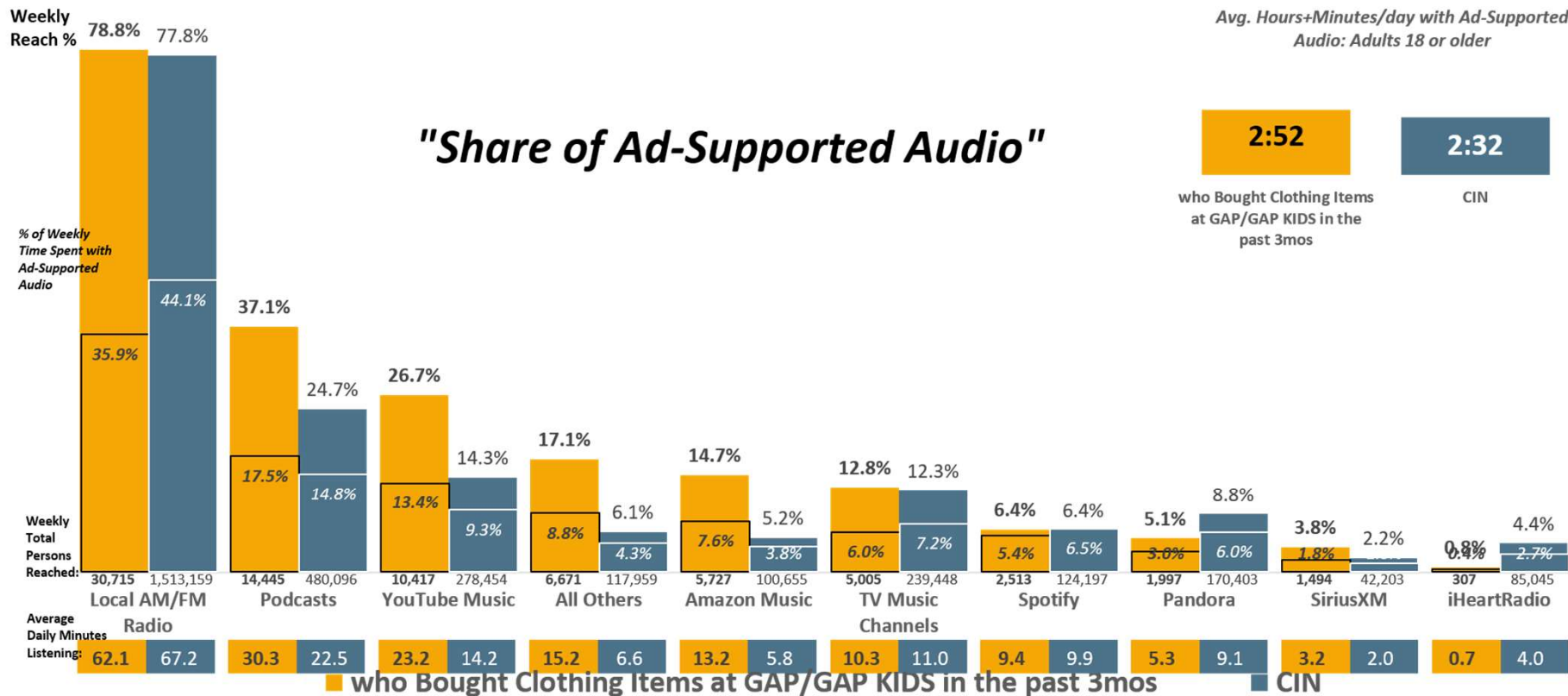


31,883 or 87.4% of Adults 18 or older who Bought Clothing Items at GAP/GAP KIDS in the past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 83.4 minutes every day representing 29.1% of all time spent daily with Ad-Supported Audio.



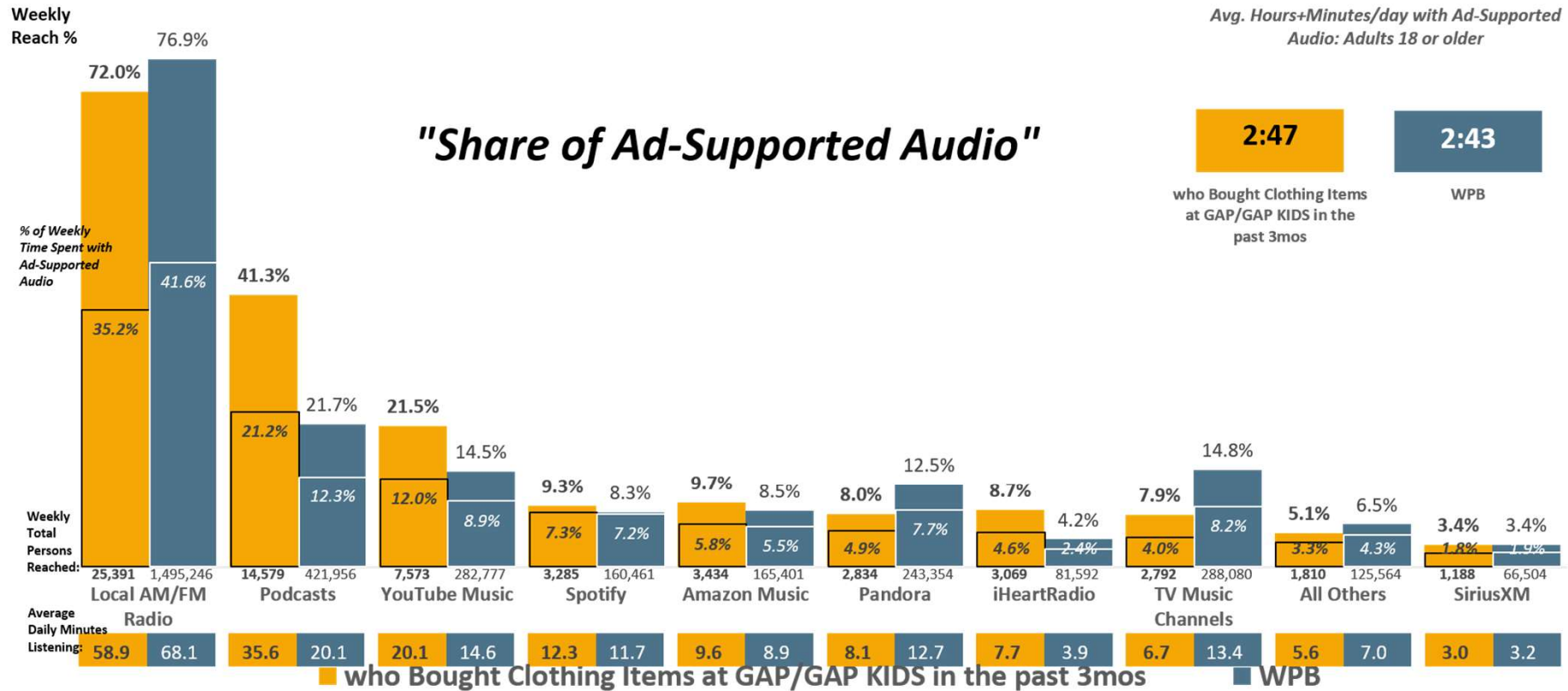


30,715 or 78.8% of Adults 18 or older who Bought Clothing Items at GAP/GAP KIDS in the past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 62.1 minutes every day representing 35.9% of all time spent daily with Ad-Supported Audio.





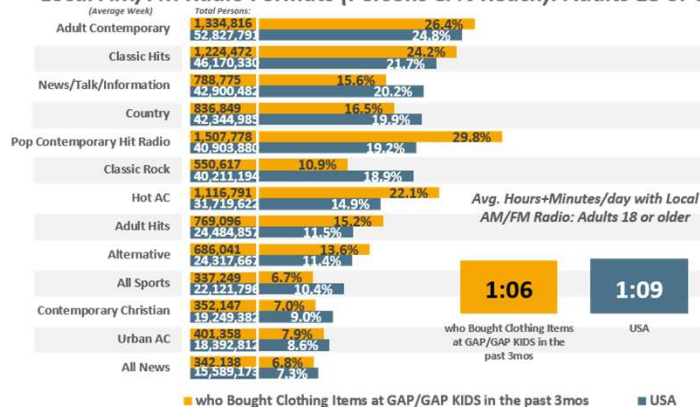
25,391 or 72.% of Adults 18 or older who Bought Clothing Items at GAP/GAP KIDS in the past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 58.9 minutes every day representing 35.2% of all time spent daily with Ad-Supported Audio.



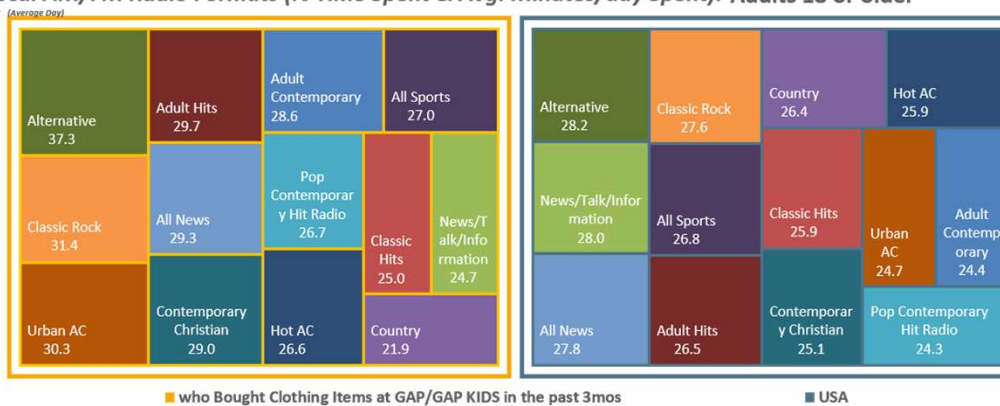


4,680,055 or 72.2% of Adults 18 or older who Bought Clothing Items at GAP/GAP KIDS in the past 3mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Adult Contemporary, Classic Hits, Hot AC, and Country.

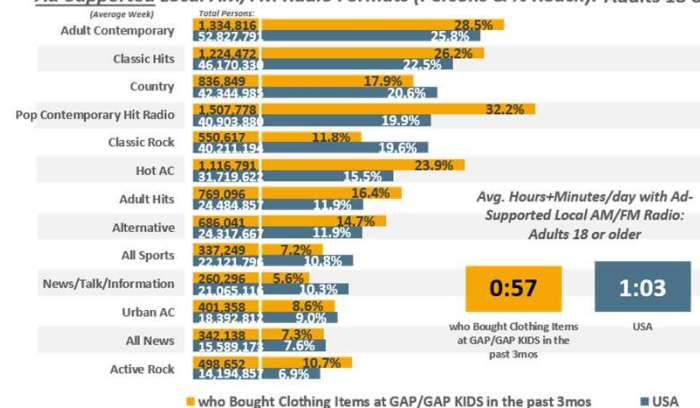
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



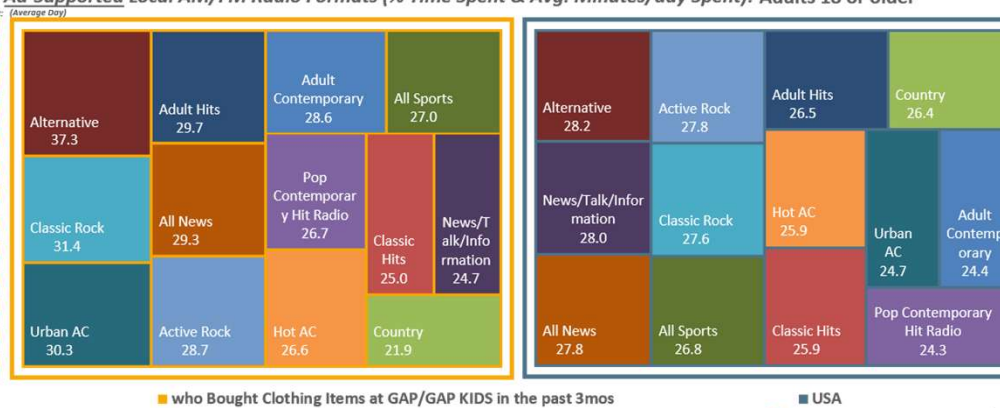
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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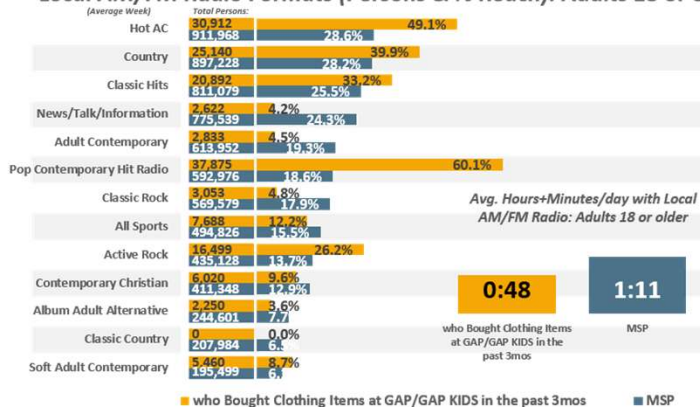
soefa.ai Share of Everything for Anything

Clothing stores bought past 3 months: Gap/Gap Kids

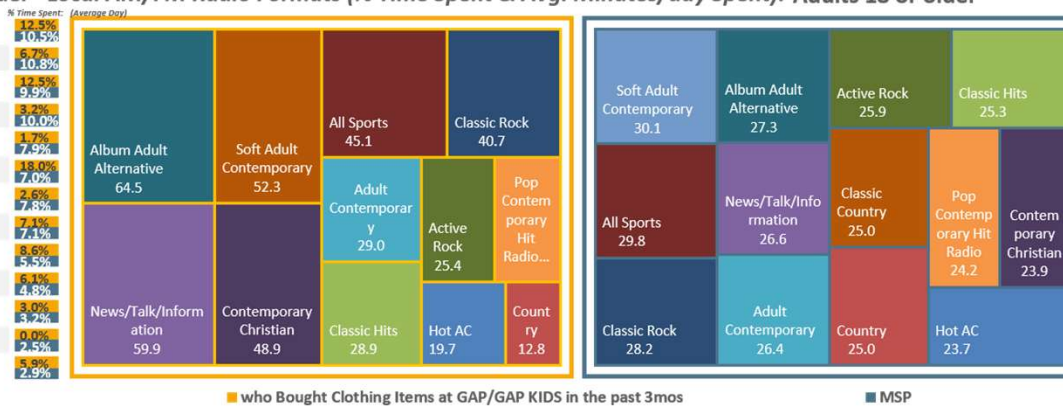


47,735 or 72.4% of Adults 18 or older who Bought Clothing Items at GAP/GAP KIDS in the past 3mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Hot AC, Country, Classic Hits, and Active Rock.

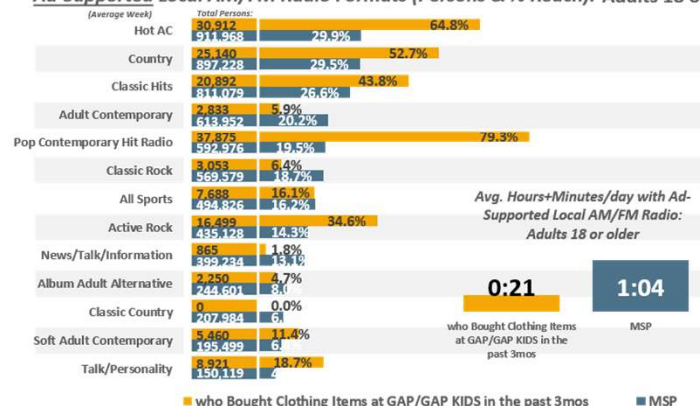
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



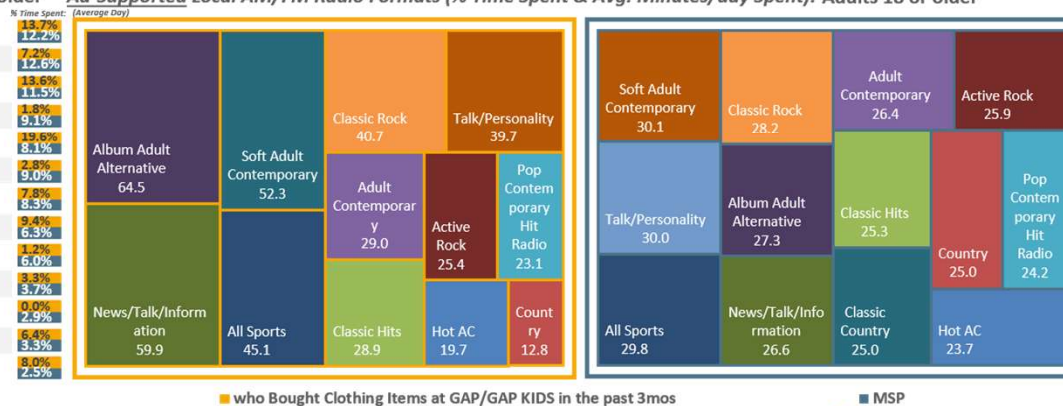
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



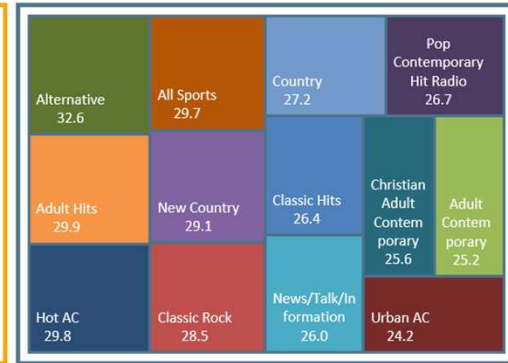
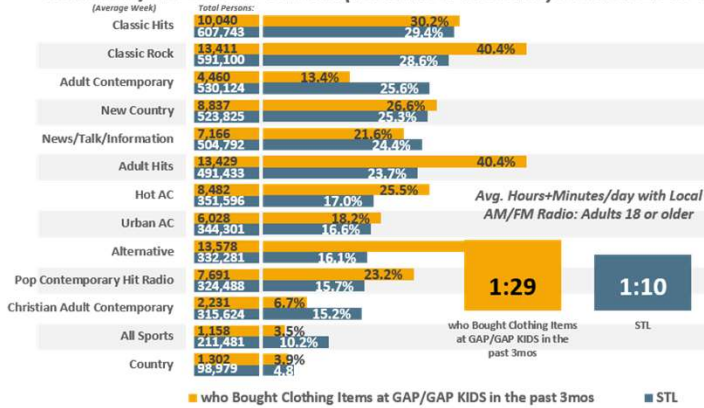
Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



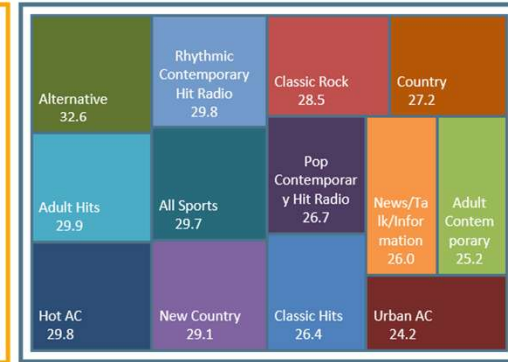
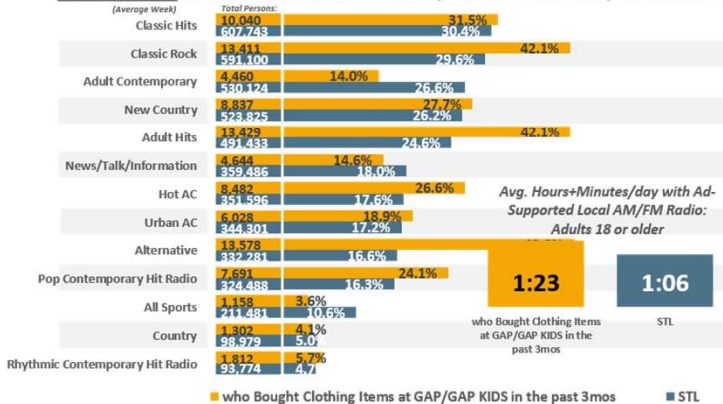


31,883 or 87.4% of Adults 18 or older who Bought Clothing Items at GAP/GAP KIDS in the past 3mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Alternative, Adult Hits, Classic Rock, Classic Hits, and New Country.

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



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



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 45
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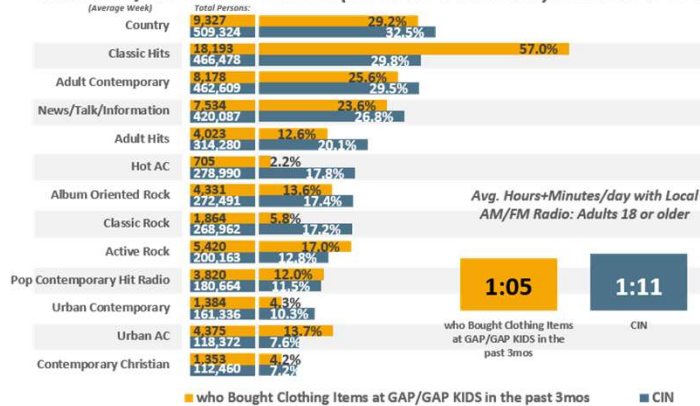
soefa.ai Share of Everything for Anything

Clothing stores bought past 3 months: Gap/Gap Kids

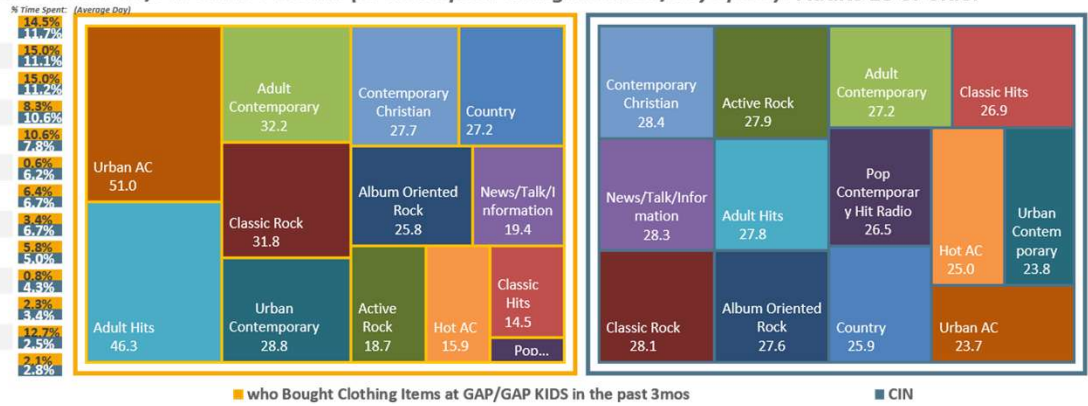


30,715 or 78.8% of Adults 18 or older who Bought Clothing Items at GAP/GAP KIDS in the past 3mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Country, Adult Contemporary, Active Rock, and News/Talk/Information.

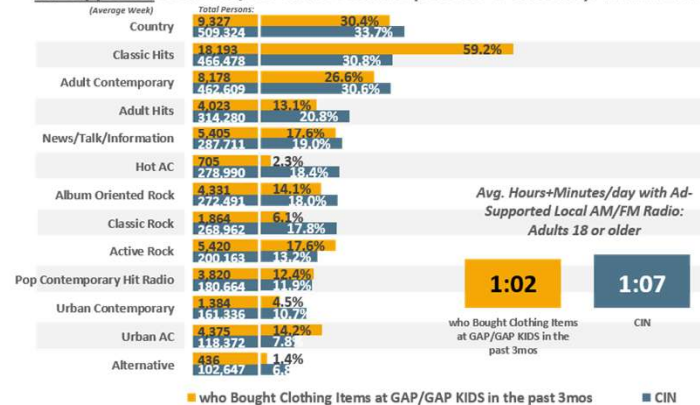
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



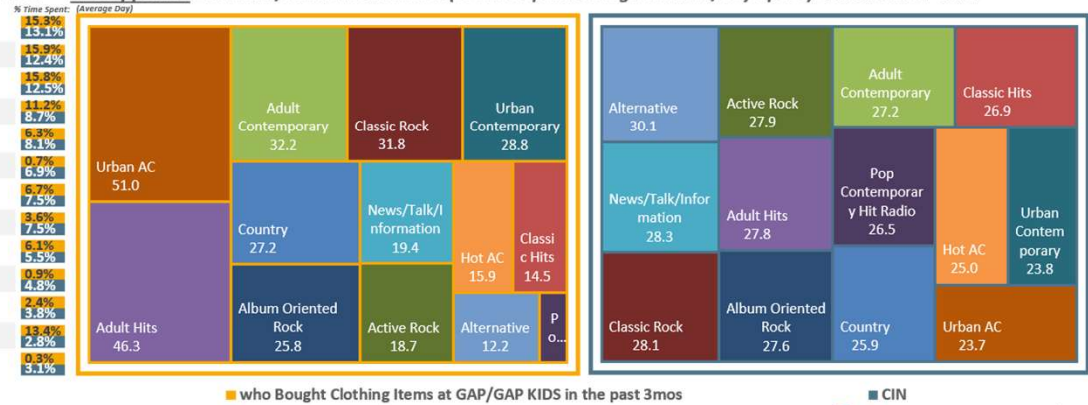
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 43
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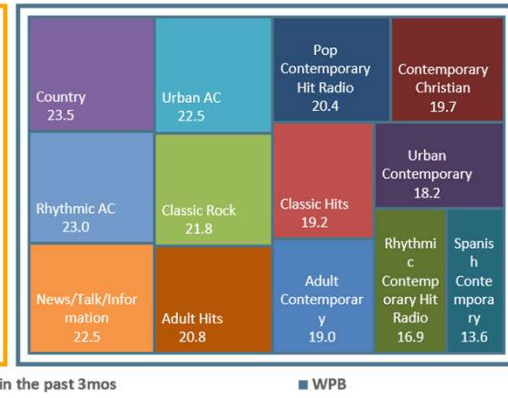
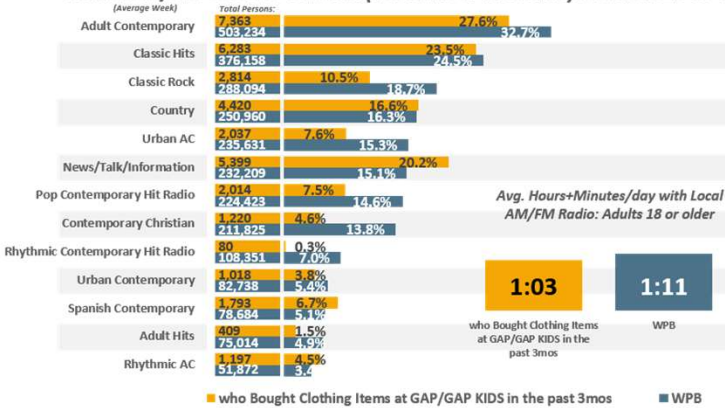
soefa.ai Share of Everything for Anything

Clothing stores bought past 3 months: Gap/Gap Kids

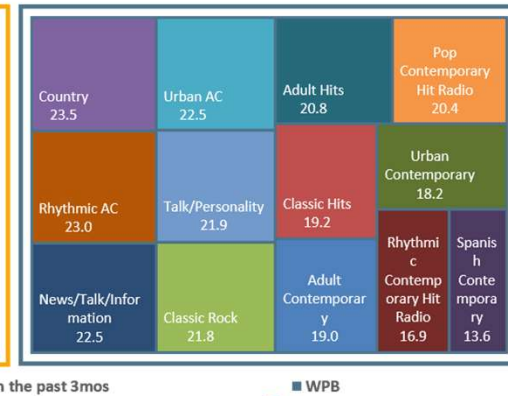
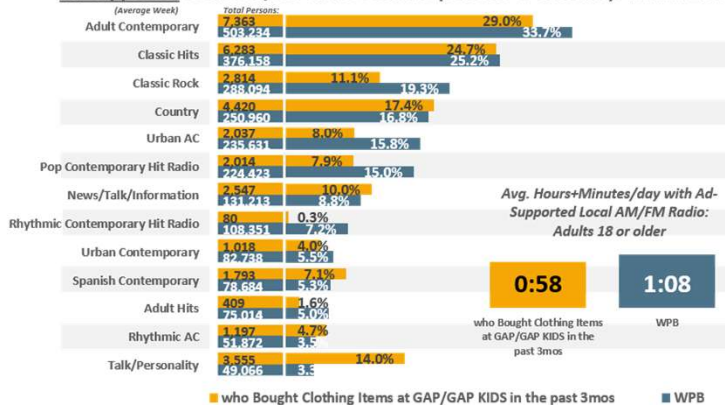


25,391 or 72.2% of Adults 18 or older who Bought Clothing Items at GAP/GAP KIDS in the past 3mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Country, Talk/Personality, and Classic Rock.

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



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

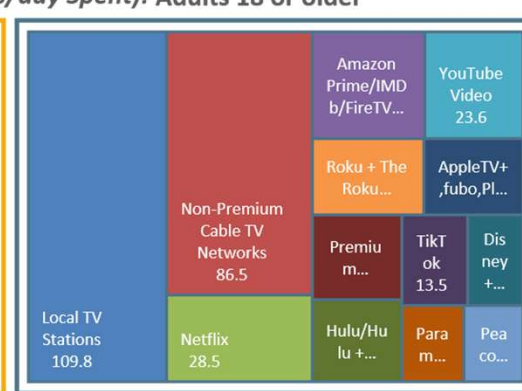
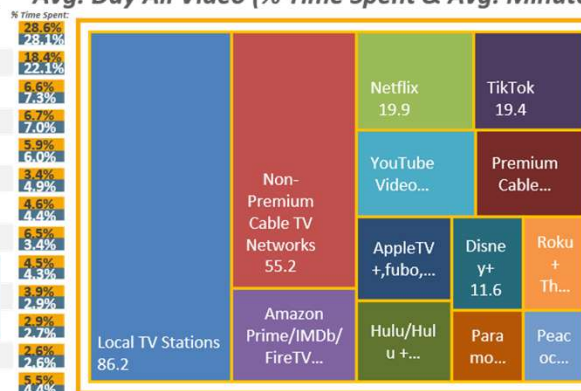
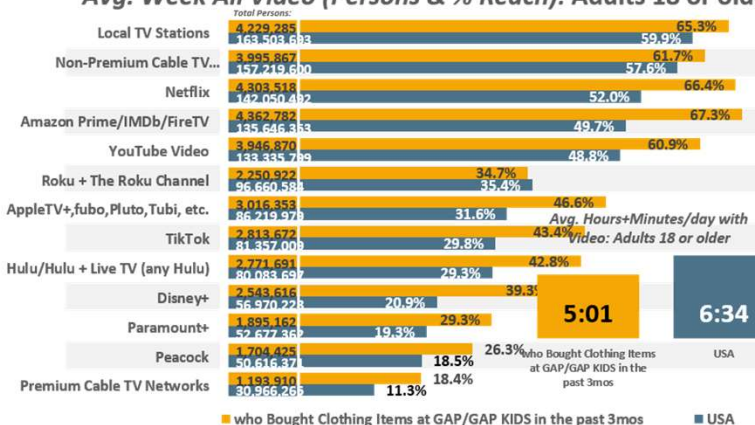




4,142,133 or 63.9% of Adults 18 or older who Bought Clothing Items at GAP/GAP KIDS in the past 3mos watch Ad-Supported Local TV Stations for an average of 79.7 minutes every day representing 32.0% of all time spent daily with Ad-Supported Video.

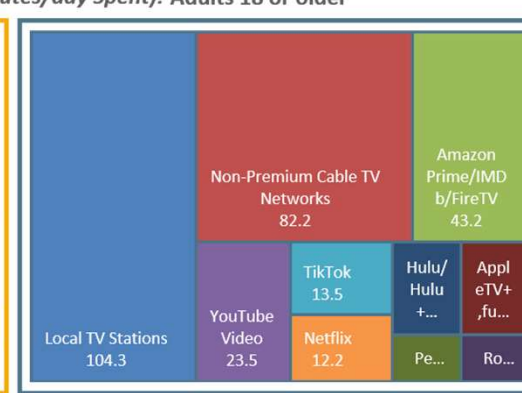
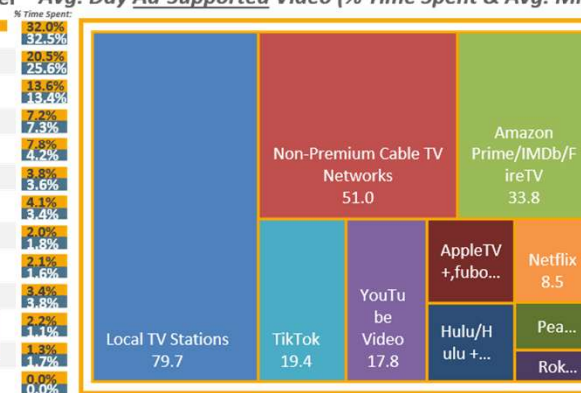
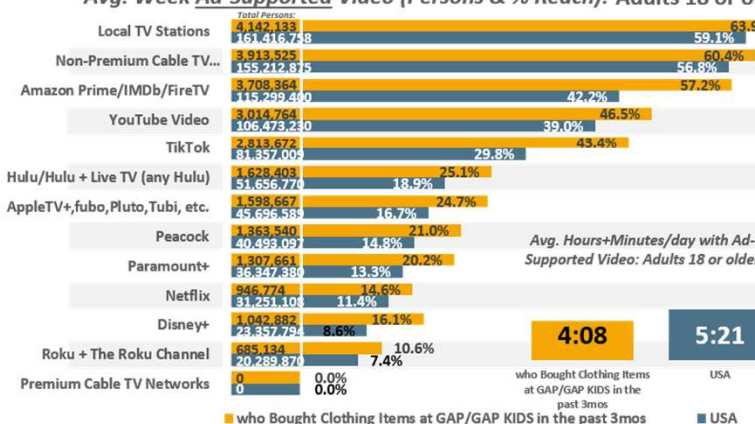
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



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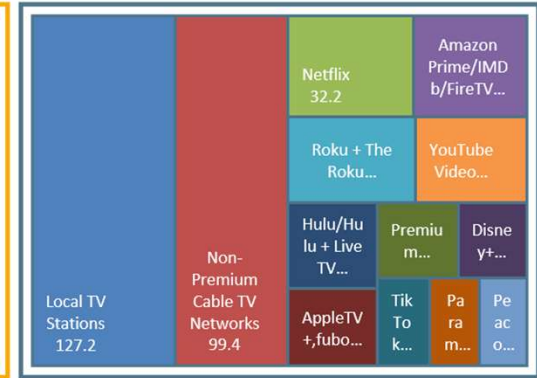
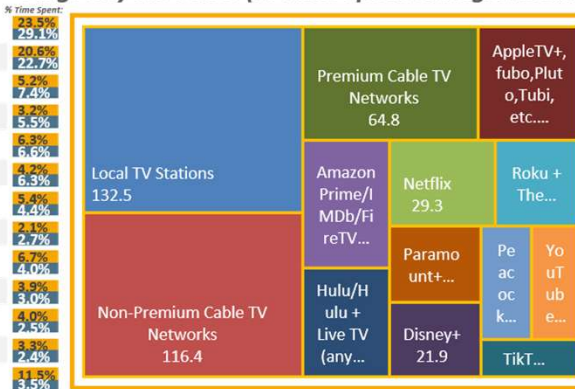
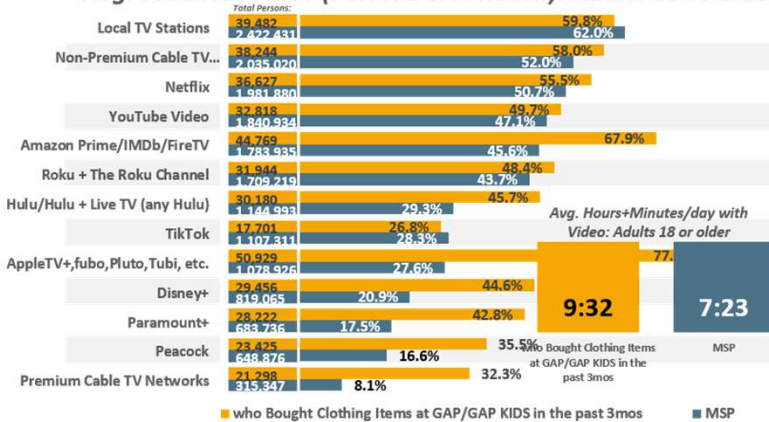
Clothing stores bought past 3 months: Gap/Gap Kids



35,919 or 54.4% of Adults 18 or older who Bought Clothing Items at GAP/GAP KIDS in the past 3mos watch Ad-Supported Local TV Stations for an average of 107.1 minutes every day representing 23.3% of all time spent daily with Ad-Supported Video.

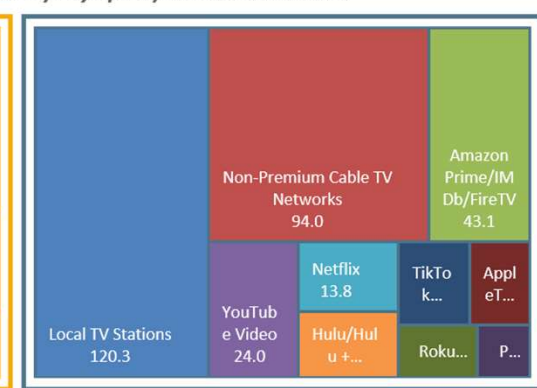
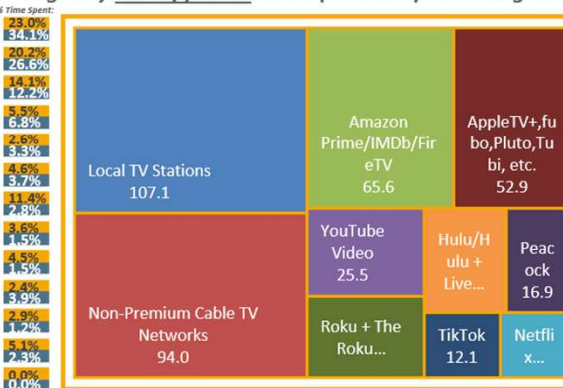
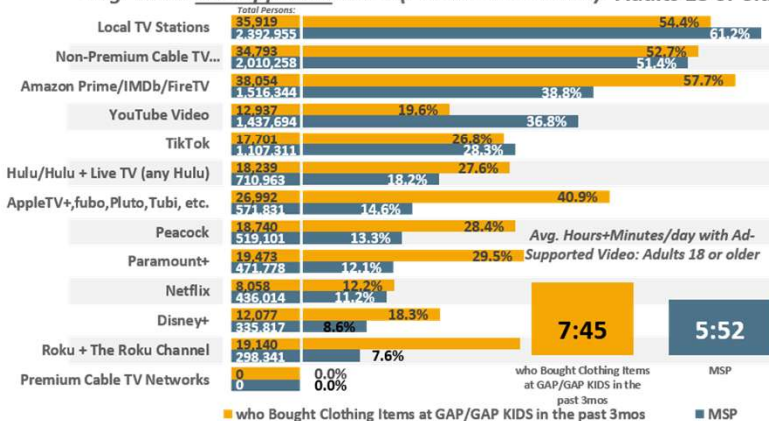
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 31
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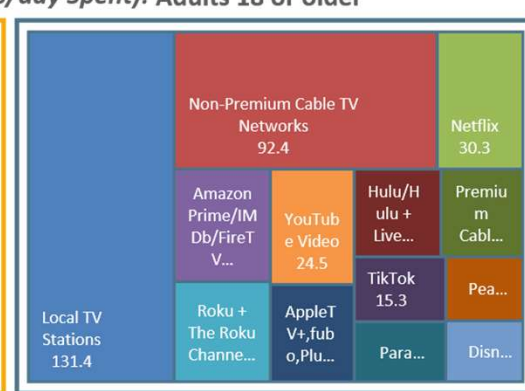
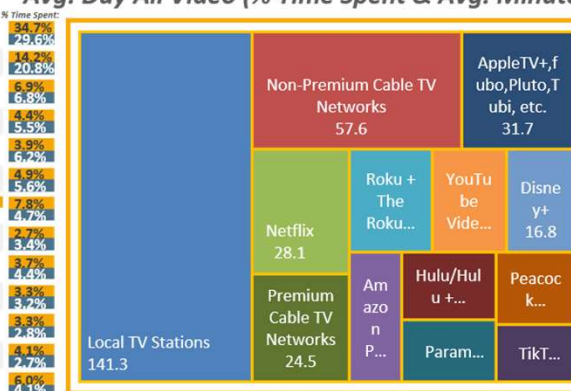
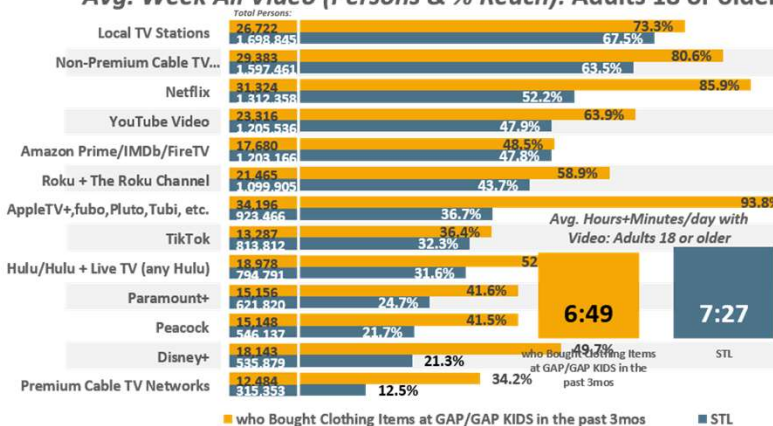
Clothing stores bought past 3 months: Gap/Gap Kids



26,338 or 72.2% of Adults 18 or older who Bought Clothing Items at GAP/GAP KIDS in the past 3mos watch Ad-Supported Local TV Stations for an average of 134.5 minutes every day representing 41.6% of all time spent daily with Ad-Supported Video.

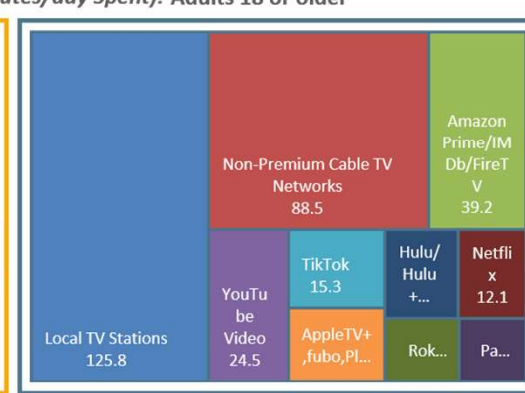
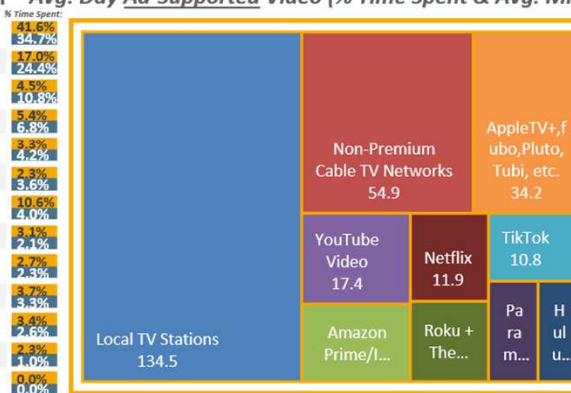
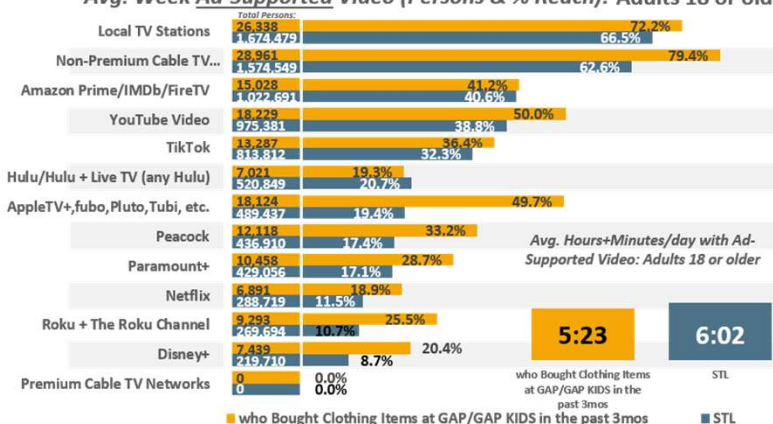
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 45
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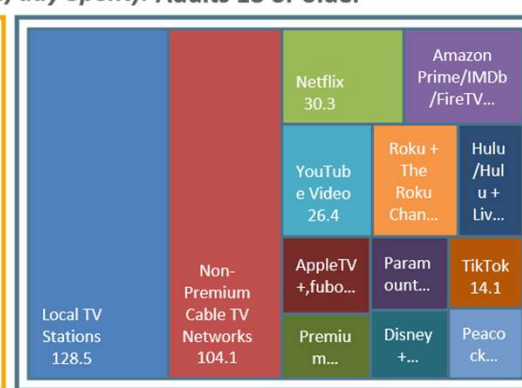
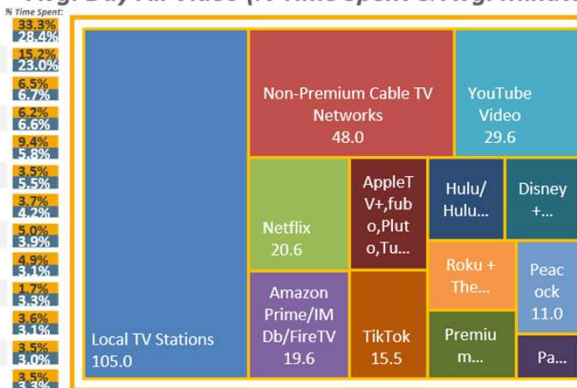
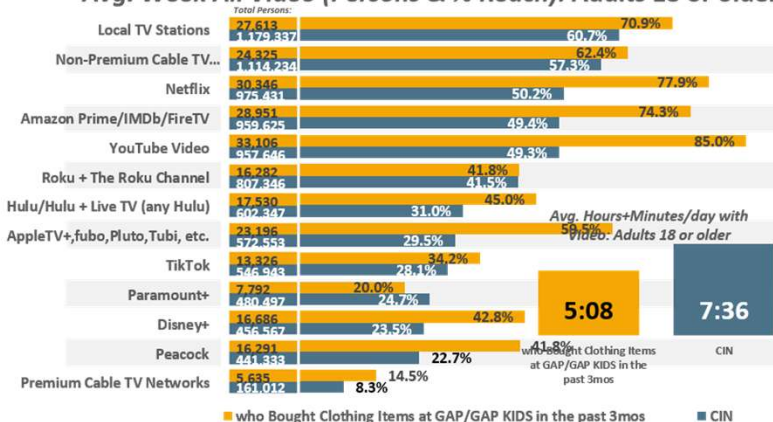
Clothing stores bought past 3 months: Gap/Gap Kids



26,868 or 68.9% of Adults 18 or older who Bought Clothing Items at GAP/GAP KIDS in the past 3mos watch Ad-Supported Local TV Stations for an average of 101.7 minutes every day representing 40.4% of all time spent daily with Ad-Supported Video.

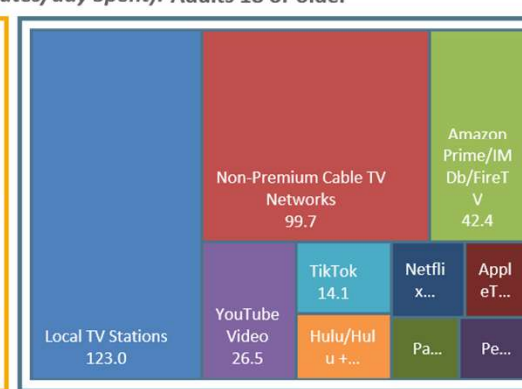
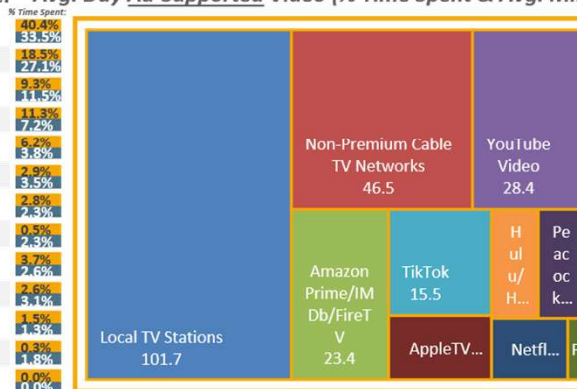
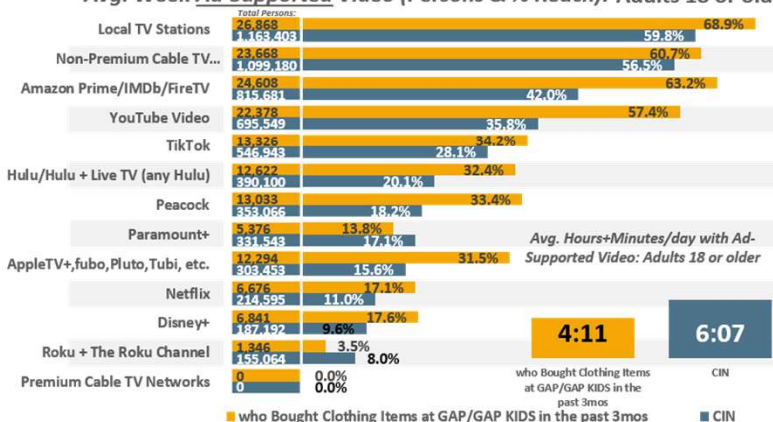
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 43
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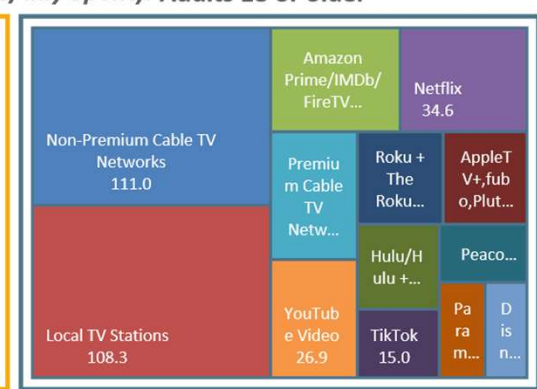
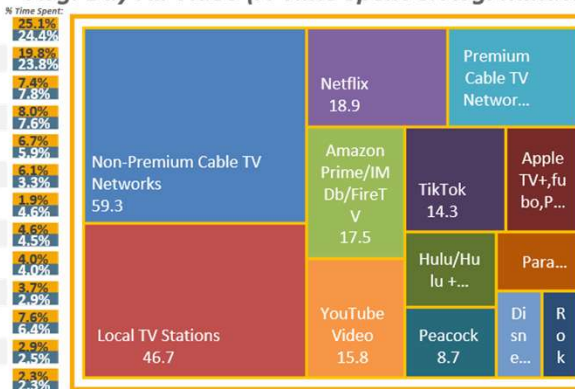
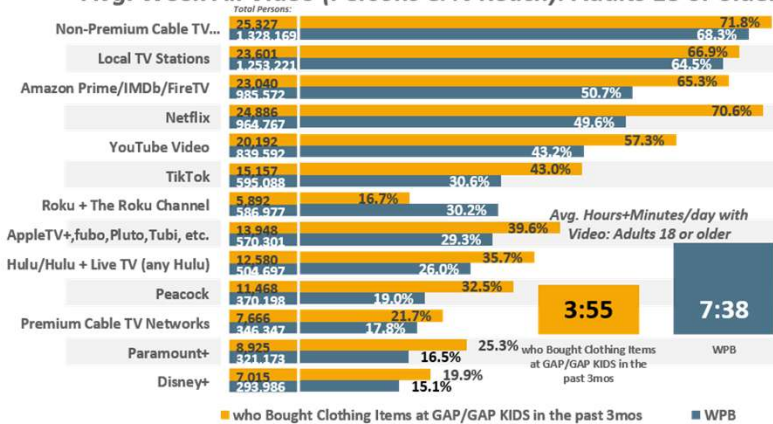
Clothing stores bought past 3 months: Gap/Gap Kids



23,067 or 65.4% of Adults 18 or older who Bought Clothing Items at GAP/GAP KIDS in the past 3mos watch Ad-Supported Local TV Stations for an average of 44.9 minutes every day representing 23.1% of all time spent daily with Ad-Supported Video.

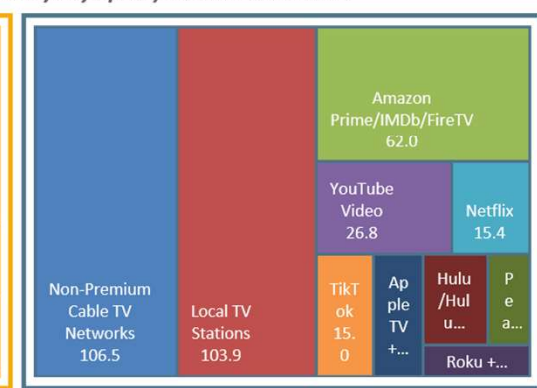
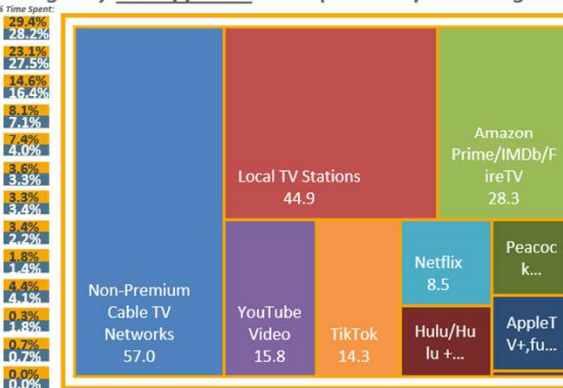
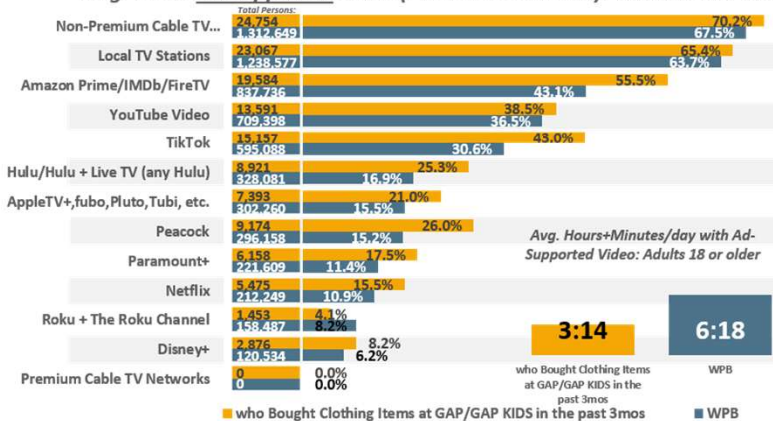
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 57
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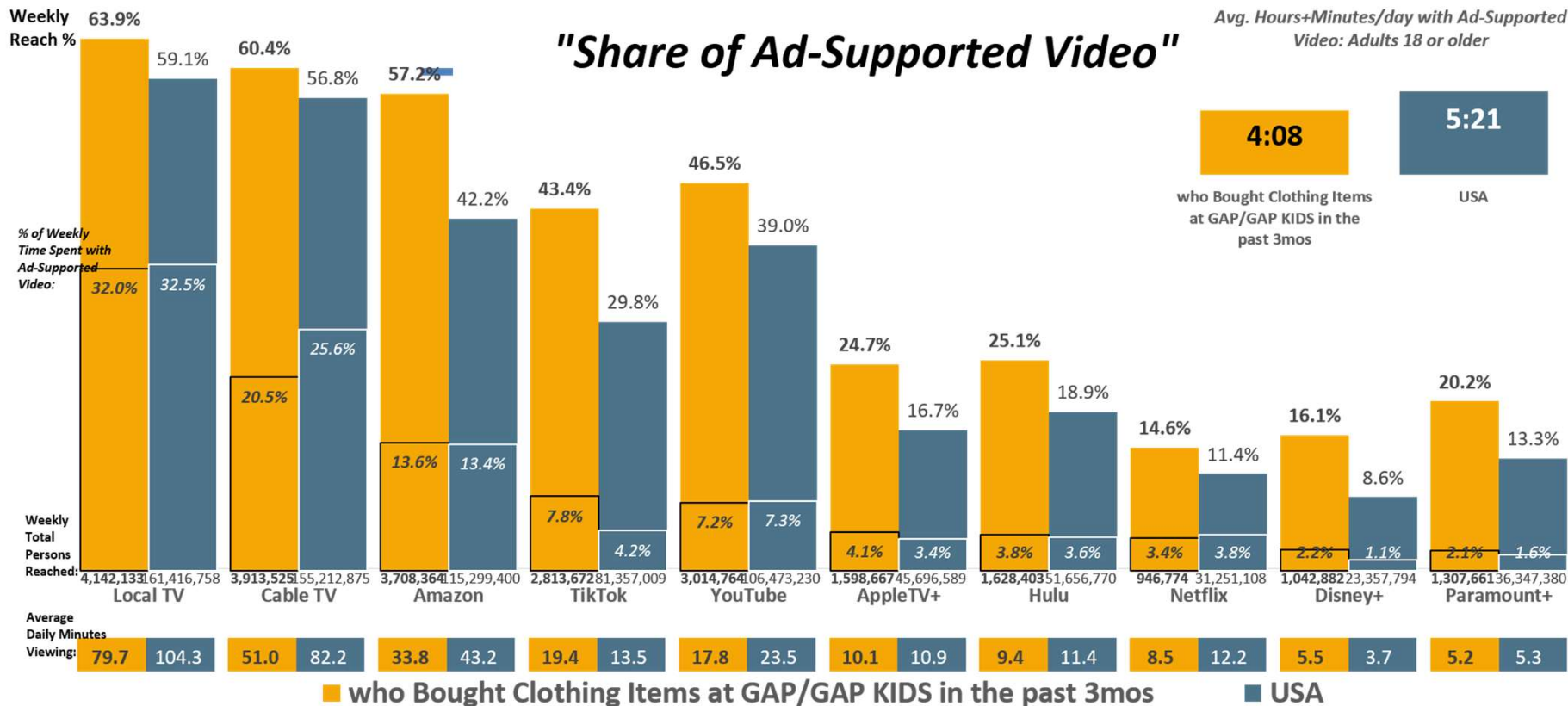
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Clothing stores bought past 3 months: Gap/Gap Kids



4,142,133 or 63.9% of Adults 18 or older who Bought Clothing Items at GAP/GAP KIDS in the past 3mos watch Ad-Supported Local TV Stations for an average of 79.7 minutes every day representing 32.0% of all time spent daily with Ad-Supported Video.

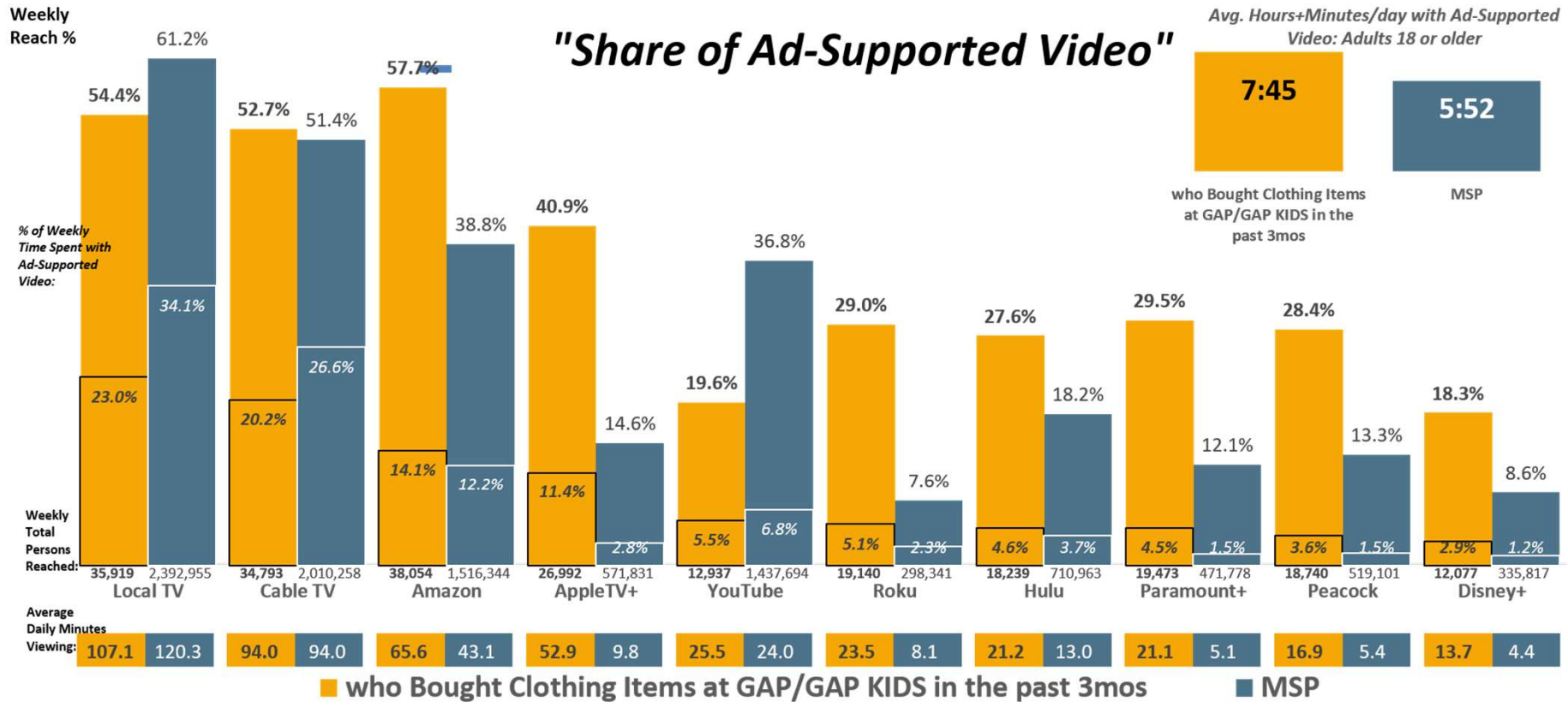
"Share of Ad-Supported Video"



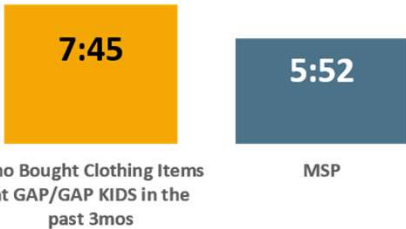


35,919 or 54.4% of Adults 18 or older who Bought Clothing Items at GAP/GAP KIDS in the past 3mos watch Ad-Supported Local TV Stations for an average of 107.1 minutes every day representing 23.0% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"



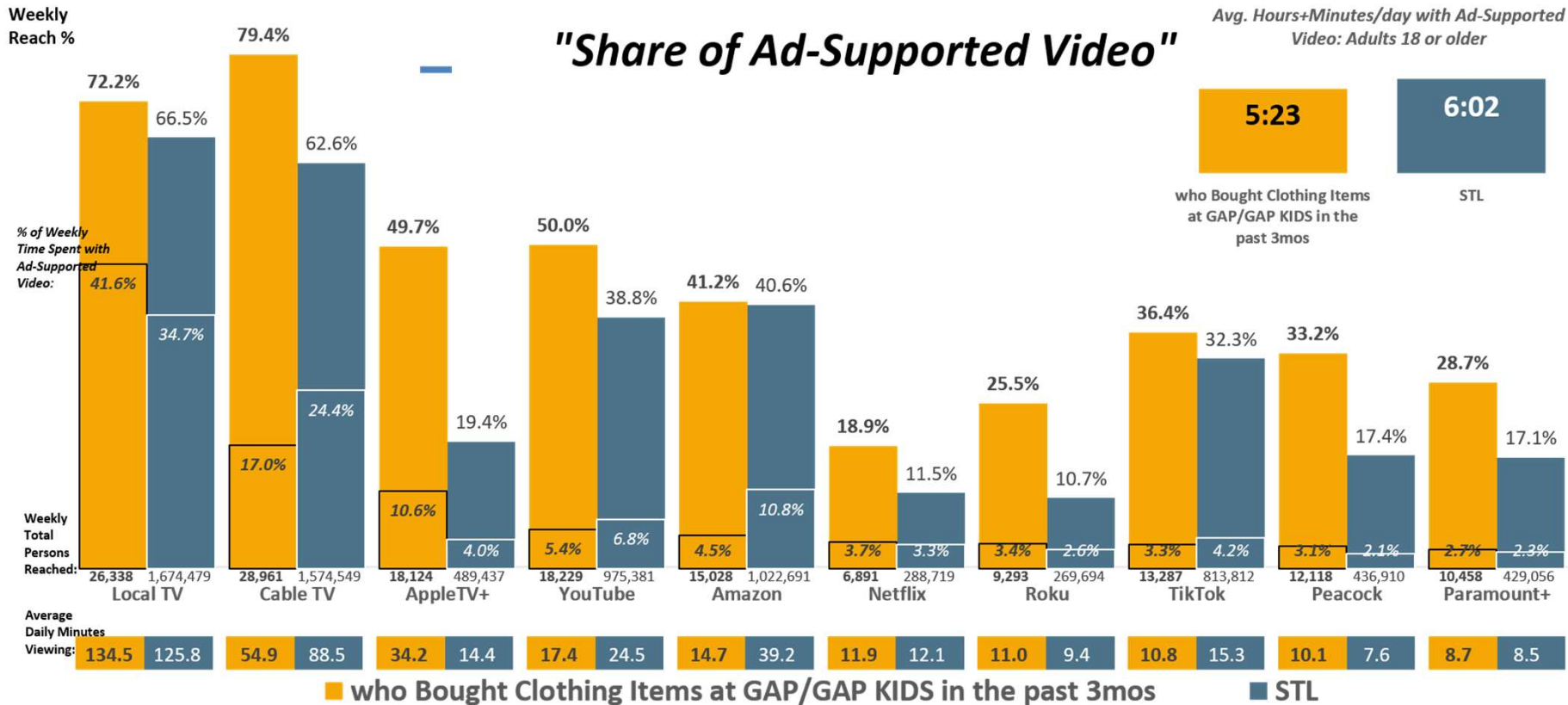
Avg. Hours+Minutes/day with Ad-Supported Video: Adults 18 or older





26,338 or 72.2% of Adults 18 or older who Bought Clothing Items at GAP/GAP KIDS in the past 3mos watch Ad-Supported Local TV Stations for an average of 134.5 minutes every day representing 41.6% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"



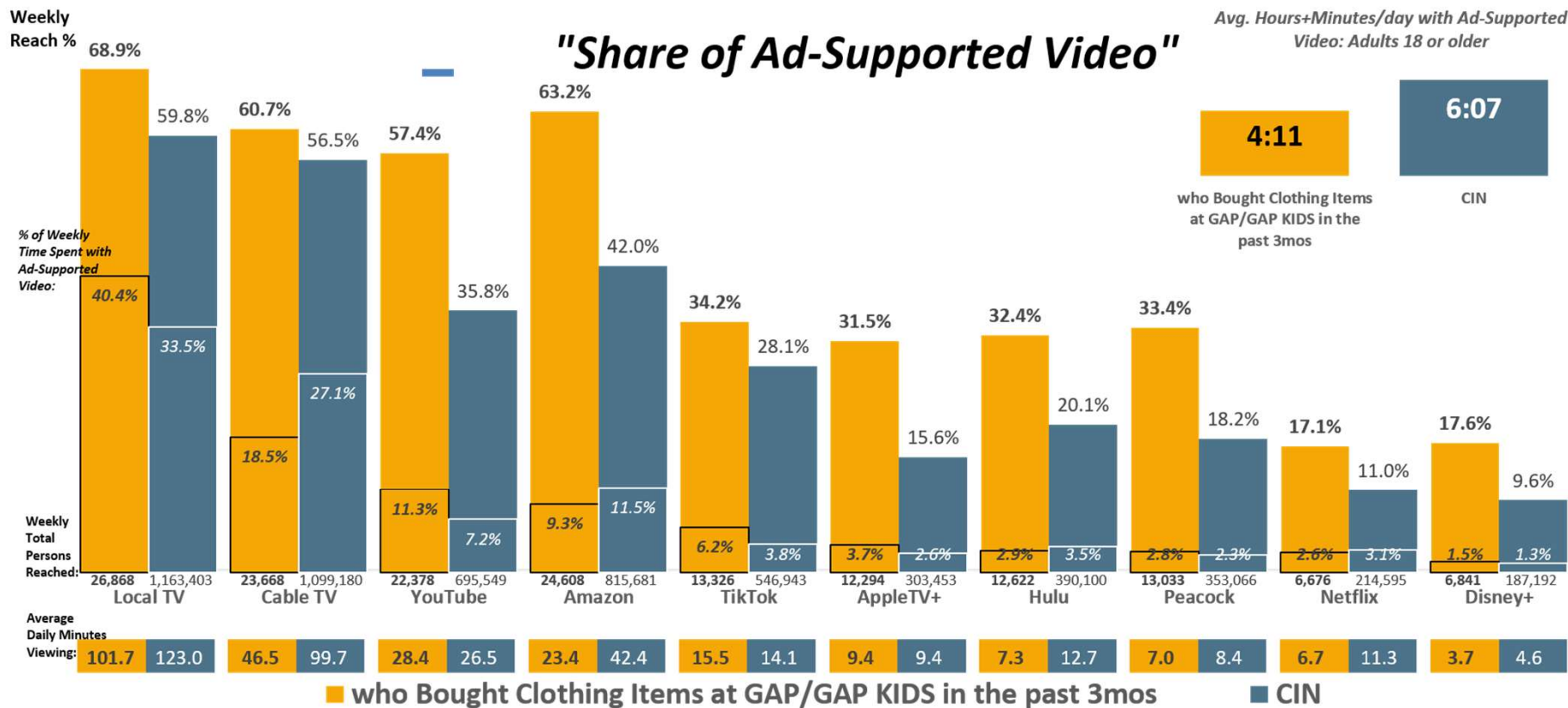
Avg. Hours+Minutes/day with Ad-Supported Video: Adults 18 or older

5:23
who Bought Clothing Items at GAP/GAP KIDS in the past 3mos

6:02
STL



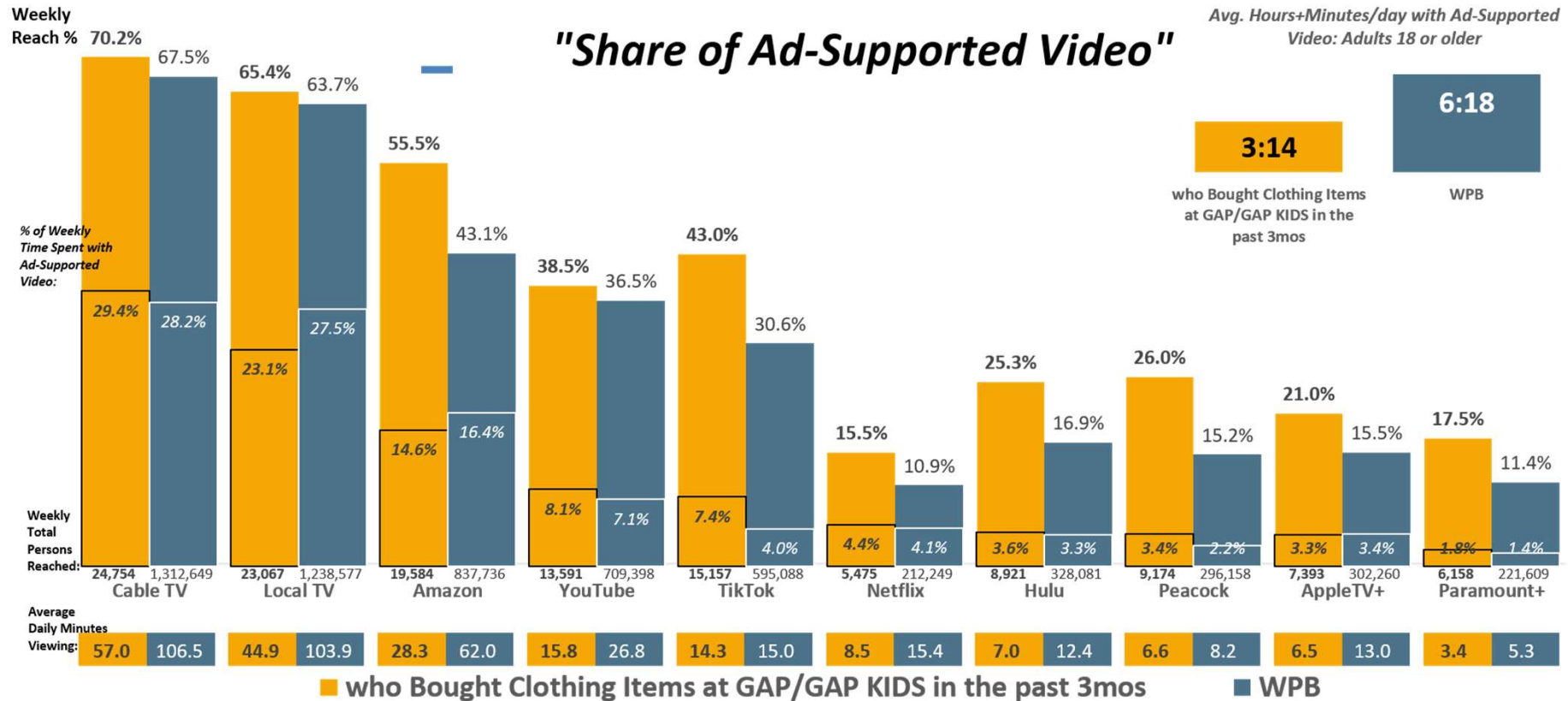
26,868 or 68.9% of Adults 18 or older who Bought Clothing Items at GAP/GAP KIDS in the past 3mos watch Ad-Supported Local TV Stations for an average of 101.7 minutes every day representing 40.4% of all time spent daily with Ad-Supported Video.





23,067 or 65.4% of Adults 18 or older who Bought Clothing Items at GAP/GAP KIDS in the past 3mos watch Ad-Supported Local TV Stations for an average of 44.9 minutes every day representing 23.1% of all time spent daily with Ad-Supported Video.

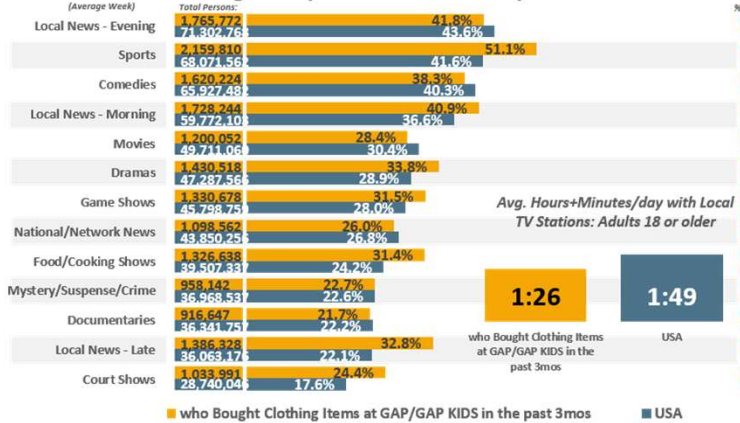
"Share of Ad-Supported Video"



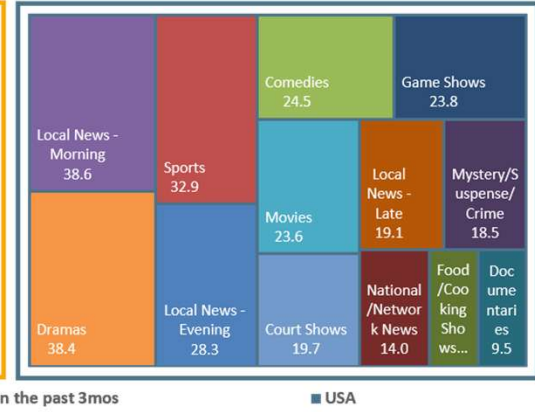


4,142,133 or 63.9% of Adults 18 or older who Bought Clothing Items at GAP/GAP KIDS in the past 3mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, Dramas, and Local News - Late.

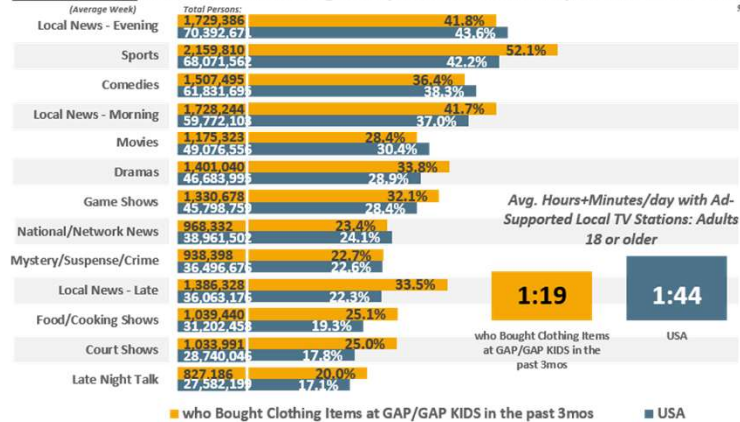
Local TV Station Programs (Persons & % Reach): Adults 18 or older



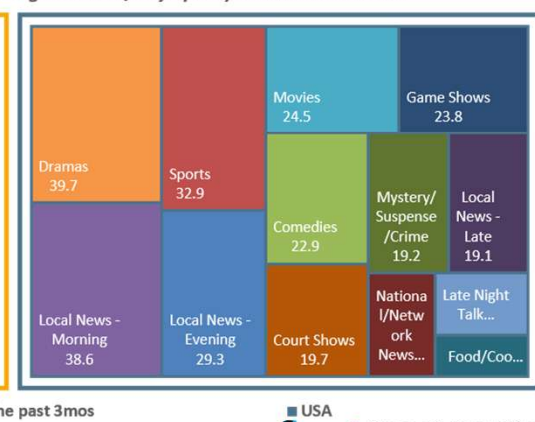
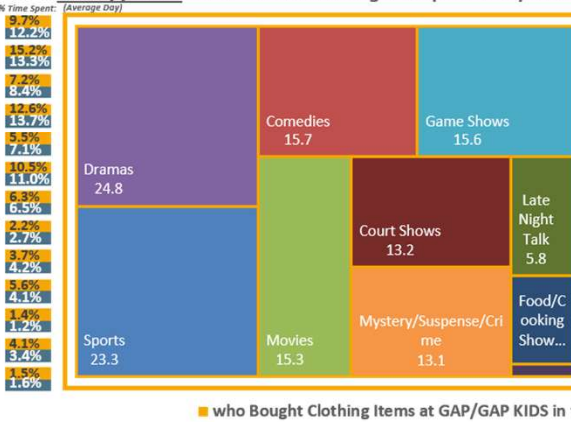
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



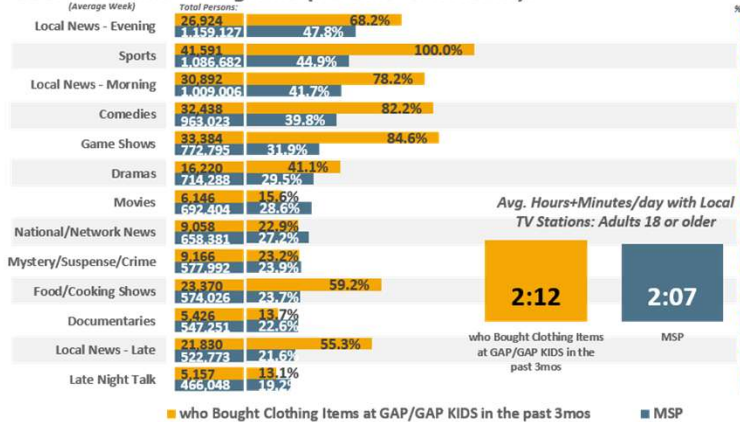
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



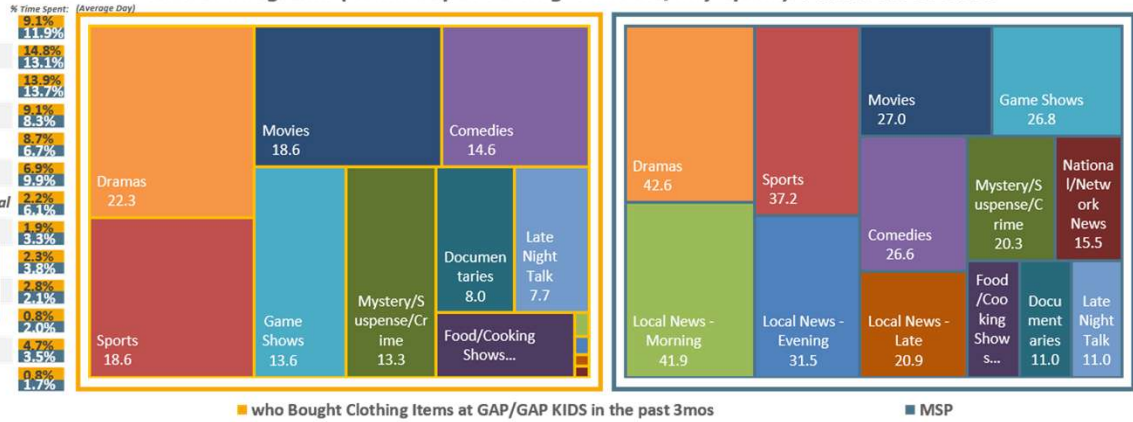


35,919 or 54.4% of Adults 18 or older who Bought Clothing Items at GAP/GAP KIDS in the past 3mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Game Shows, Local News - Morning, Comedies, Reality - Dating, and Local News - Evening.

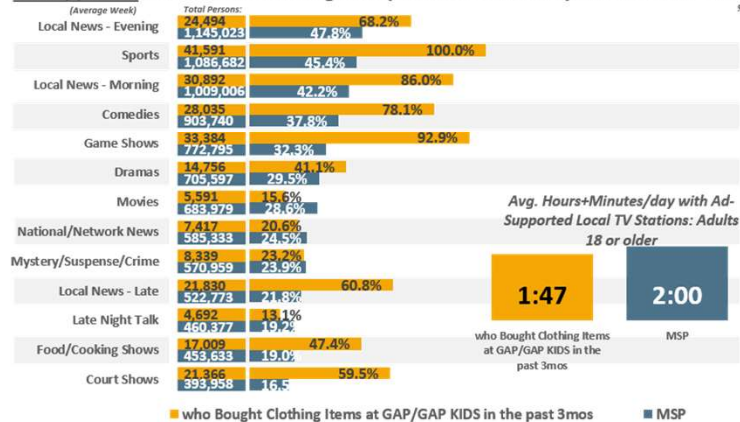
Local TV Station Programs (Persons & % Reach): Adults 18 or older



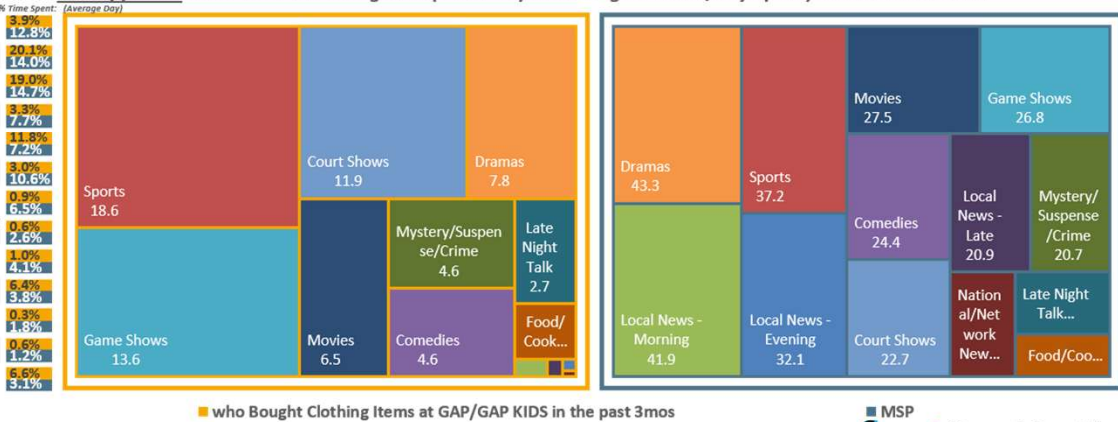
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



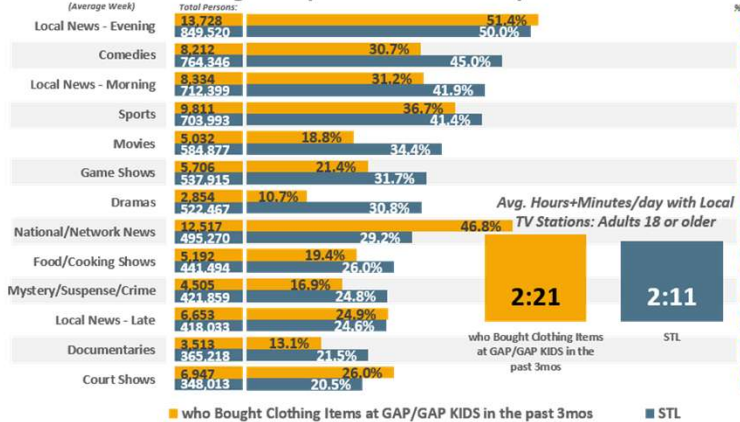
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



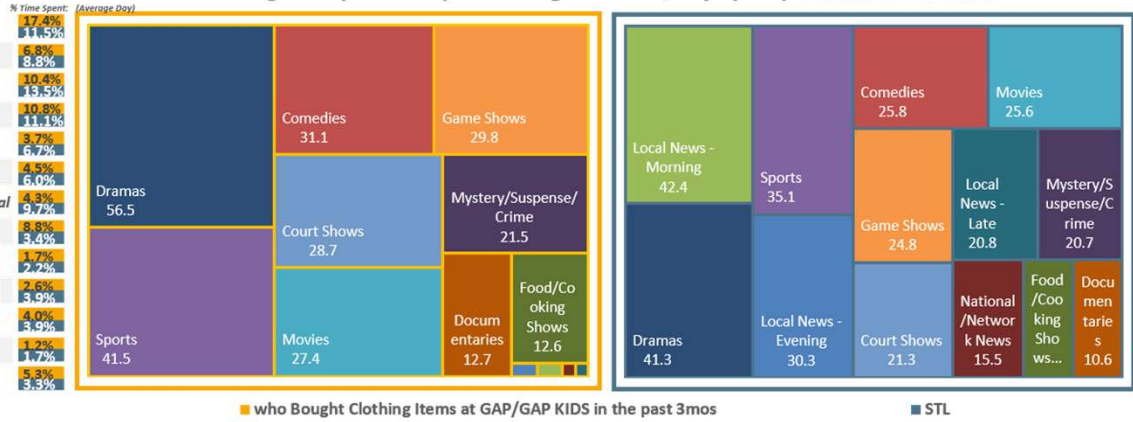


26,338 or 72.2% of Adults 18 or older who Bought Clothing Items at GAP/GAP KIDS in the past 3mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, National/Network News, Sports, Local News - Morning, Comedies, and Court Sh

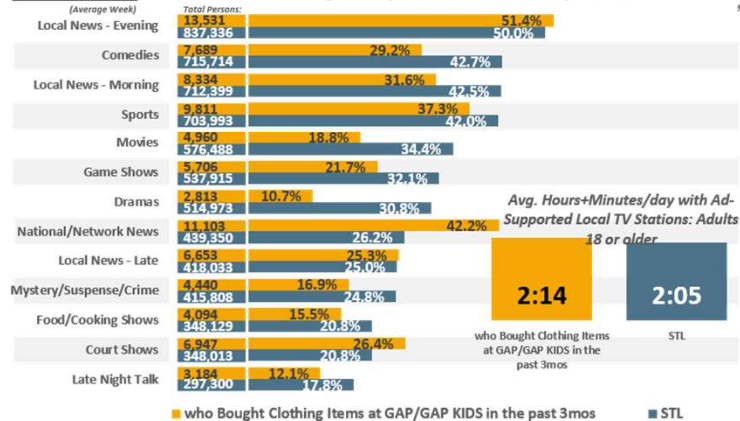
Local TV Station Programs (Persons & % Reach): Adults 18 or older



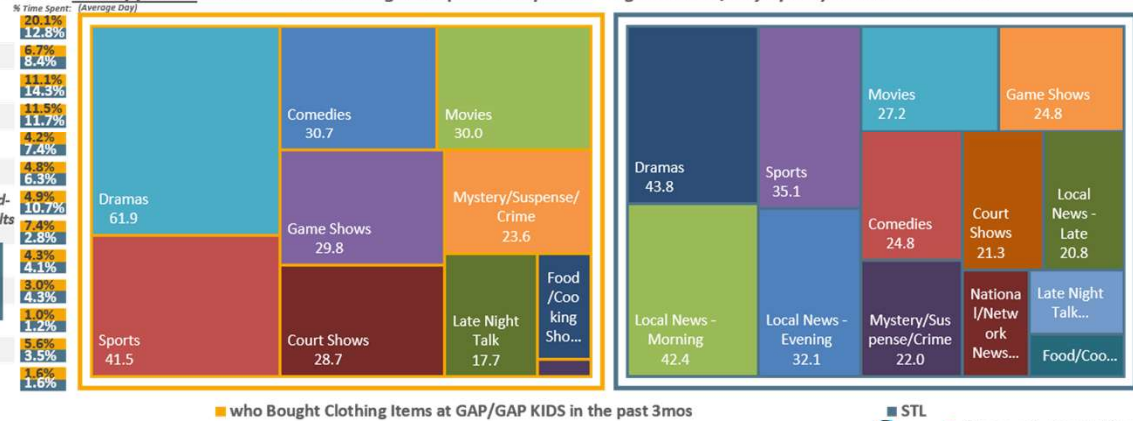
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

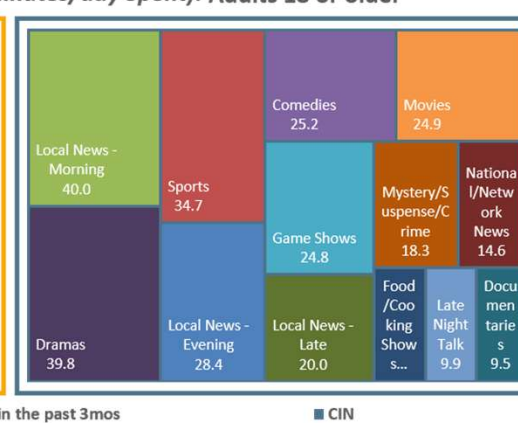
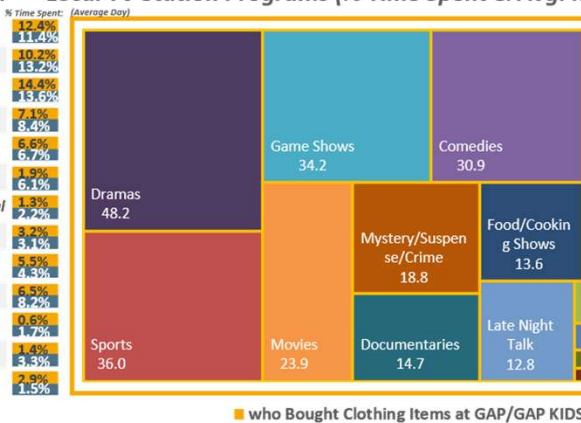


Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

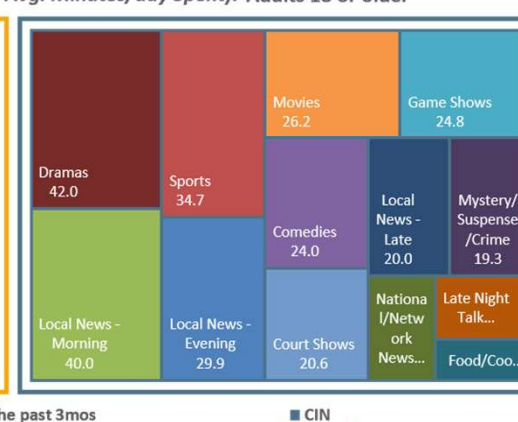




Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

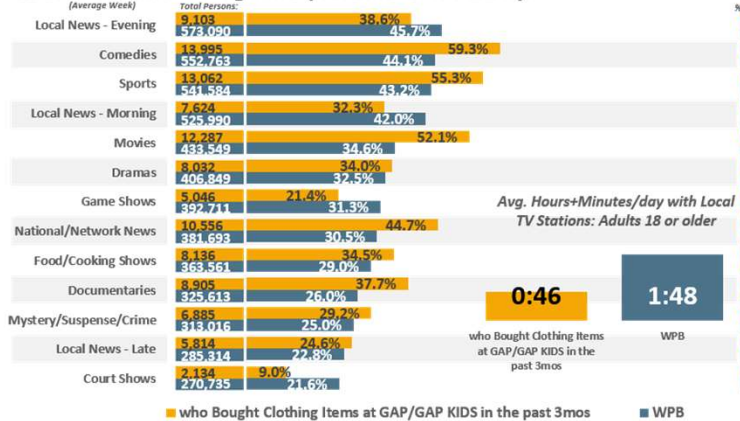


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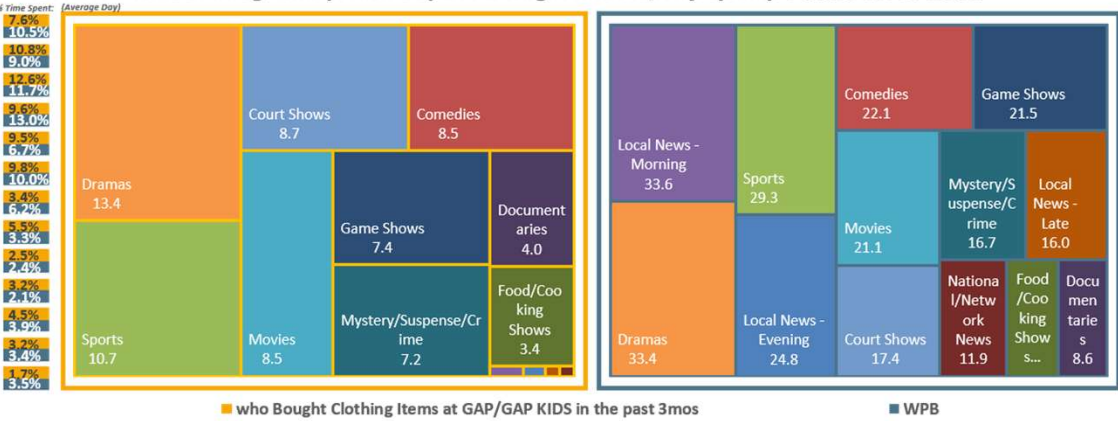


23,067 or 65.4% of Adults 18 or older who Bought Clothing Items at GAP/GAP KIDS in the past 3mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Movies, National/Network News, Local News - Evening, and Dramas.

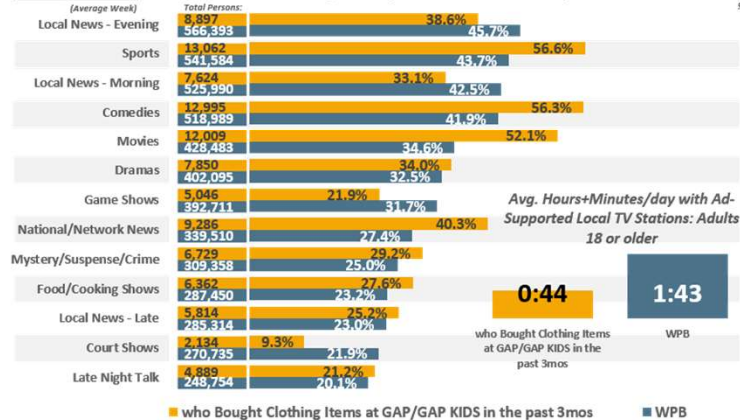
Local TV Station Programs (Persons & % Reach): Adults 18 or older



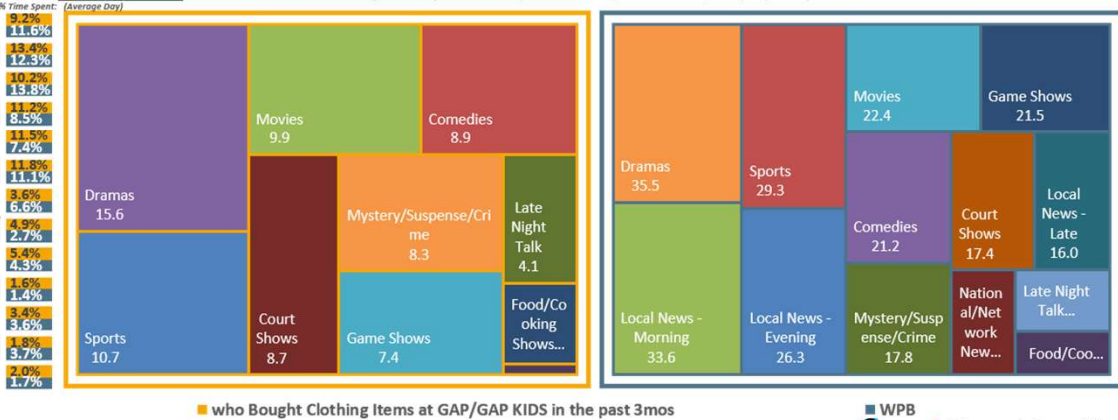
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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

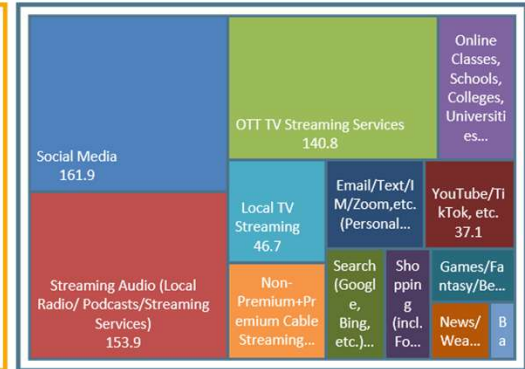
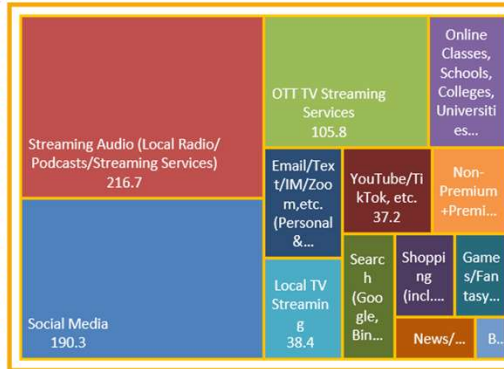
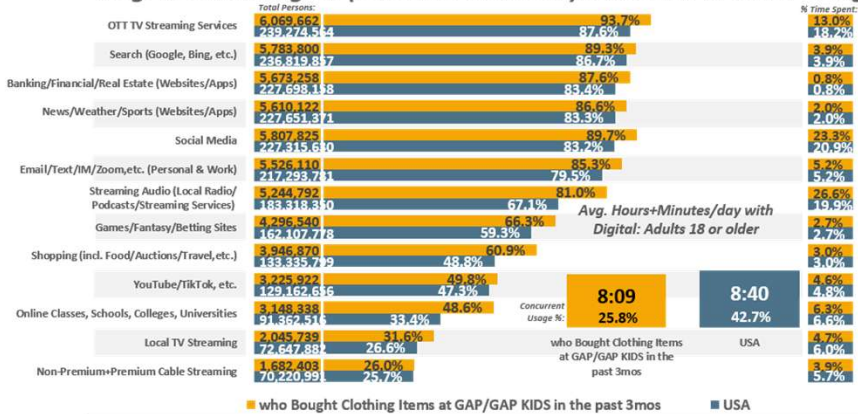




5,208,945 or 80.4% of Adults 18 or older who Bought Clothing Items at GAP/GAP KIDS in the past 3mos use Ad-Supported Social Media for an average of 170.7 minutes every day representing 28.5% of all time spent daily with Ad-Supported Digital Media.

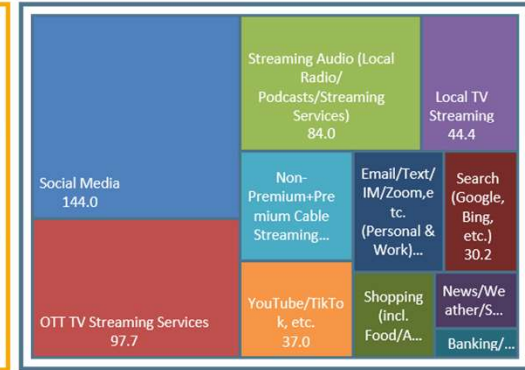
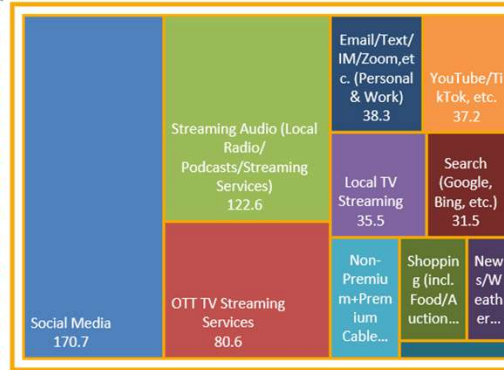
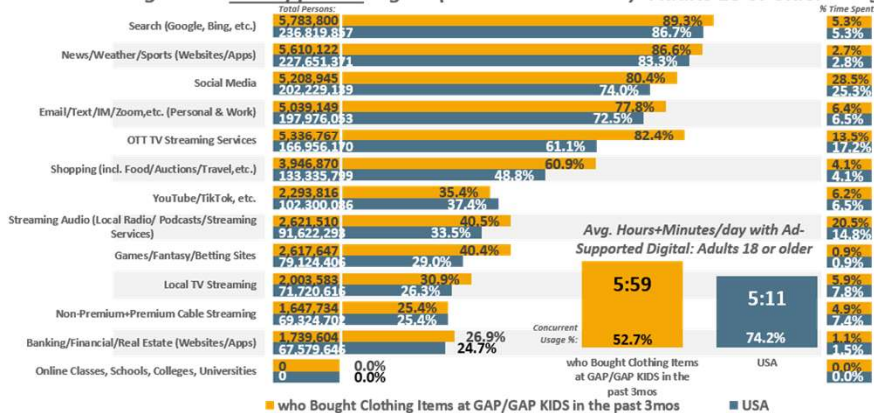
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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

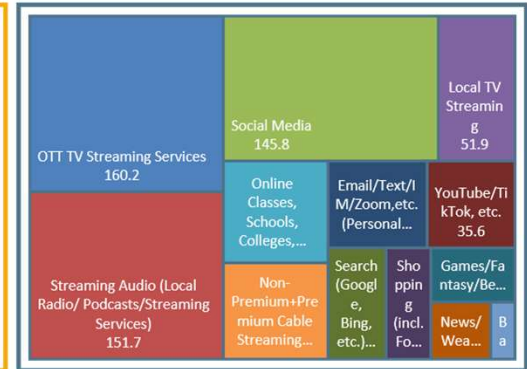
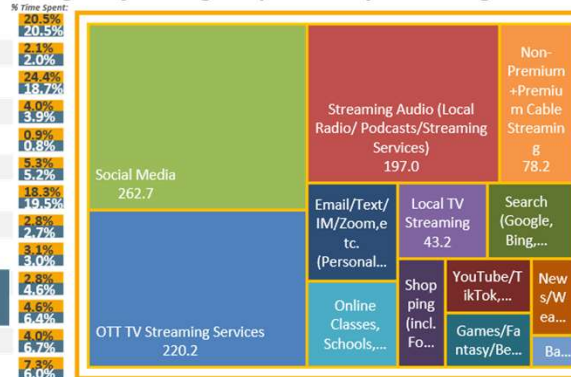
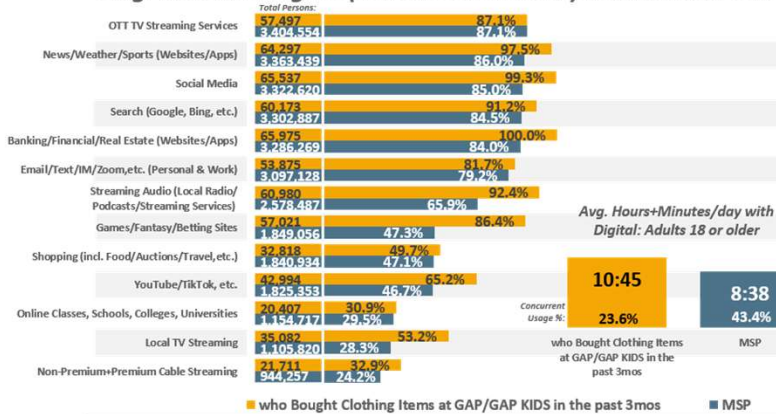




61,883 or 93.8% of Adults 18 or older who Bought Clothing Items at GAP/GAP KIDS in the past 3mos use Ad-Supported Social Media for an average of 248.1 minutes every day representing 27.8% of all time spent daily with Ad-Supported Digital Media.

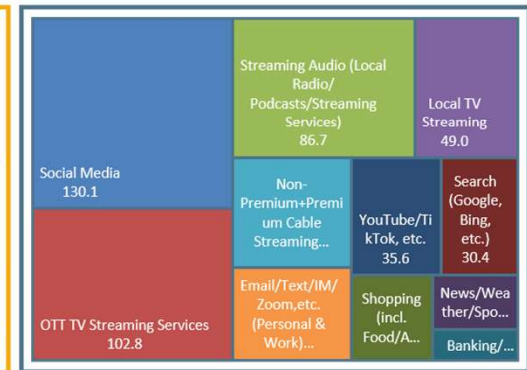
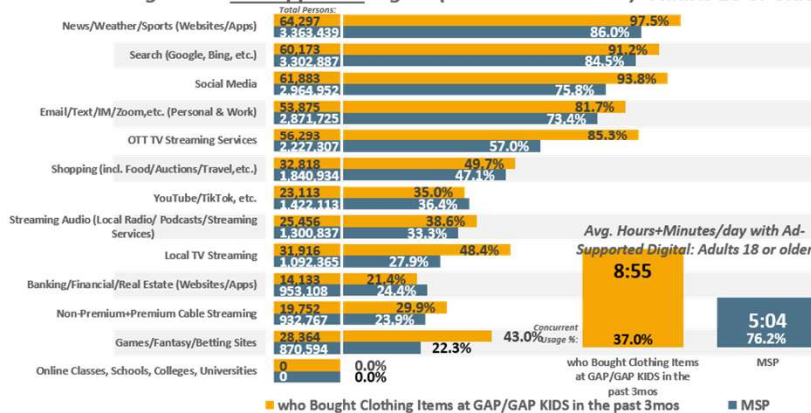
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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



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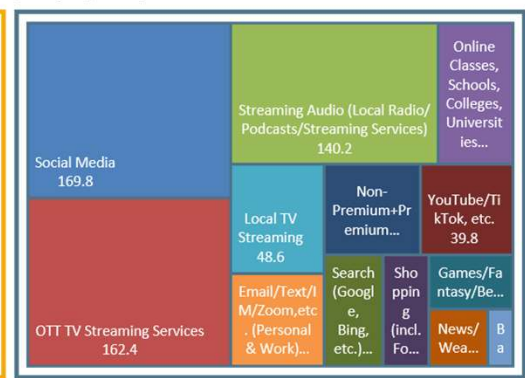
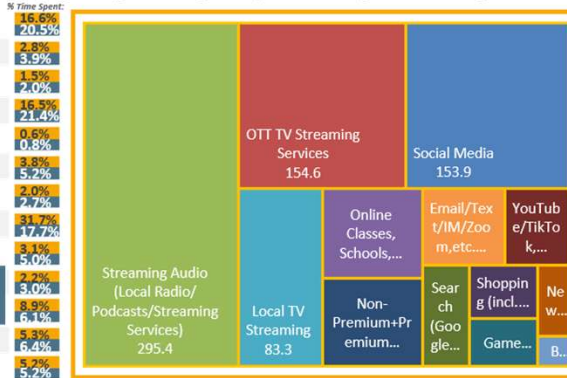
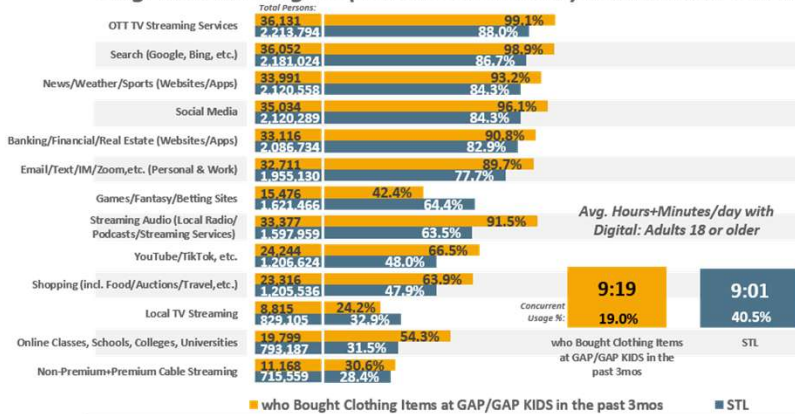
Clothing stores bought past 3 months: Gap/Gap Kids



25,640 or 70.3% of Adults 18 or older who Bought Clothing Items at GAP/GAP KIDS in the past 3mos use Ad-Supported Social Media for an average of 112.6 minutes every day representing 16.7% of all time spent daily with Ad-Supported Digital Media.

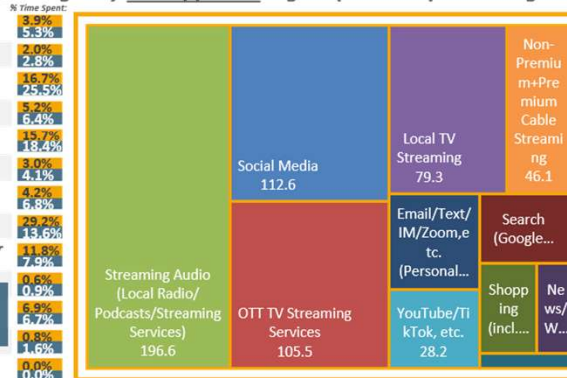
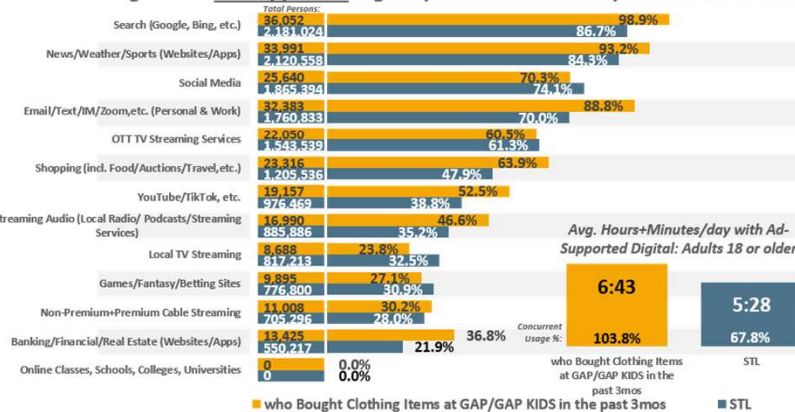
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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

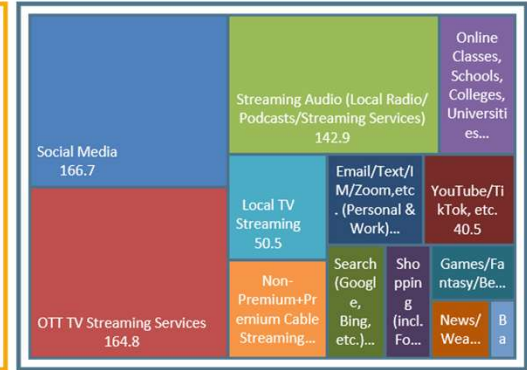
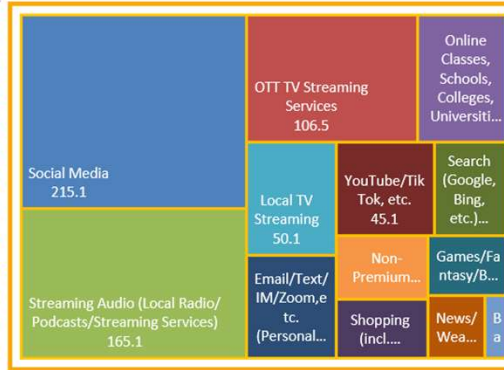
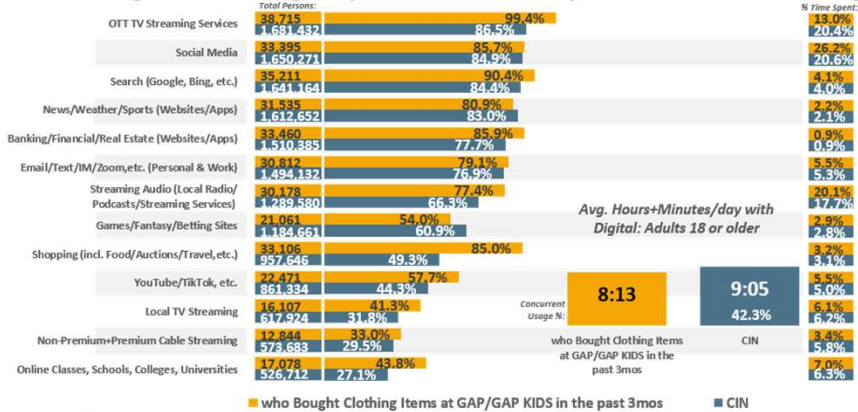




30,574 or 78.5% of Adults 18 or older who Bought Clothing Items at GAP/GAP KIDS in the past 3mos use Ad-Supported Social Media for an average of 197. minutes every day representing 32.% of all time spent daily with Ad-Supported Digital Media.

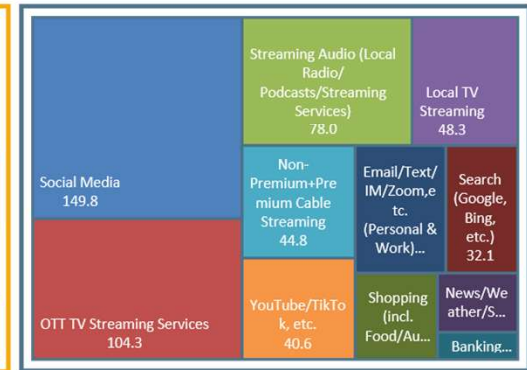
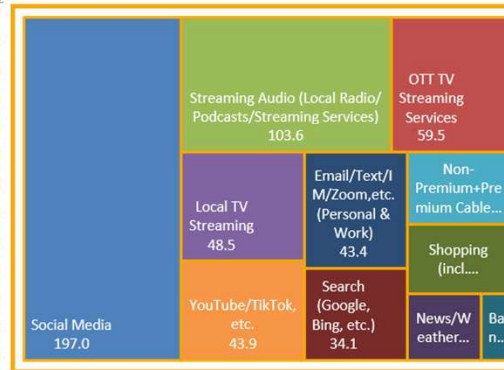
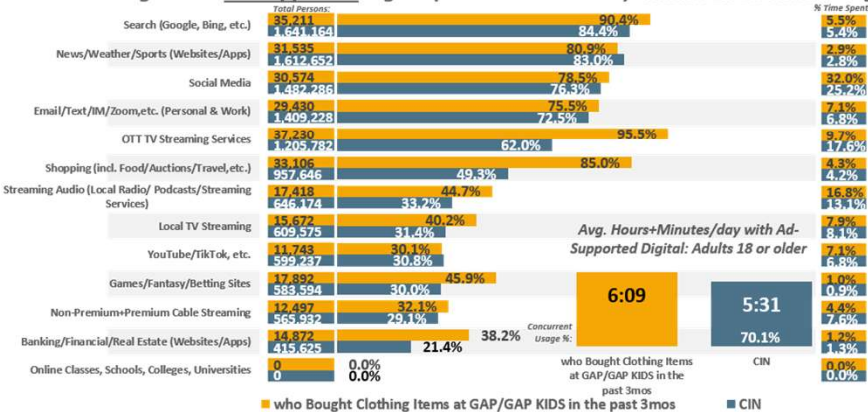
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

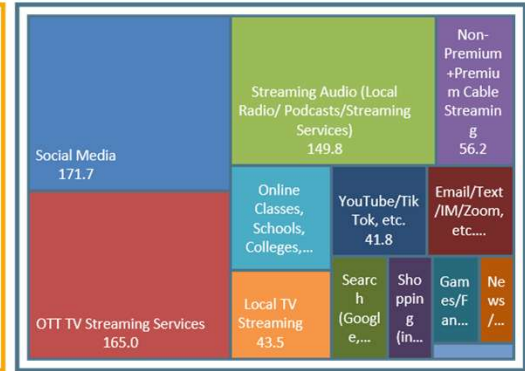
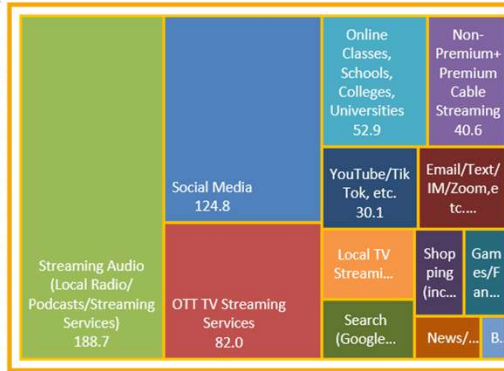
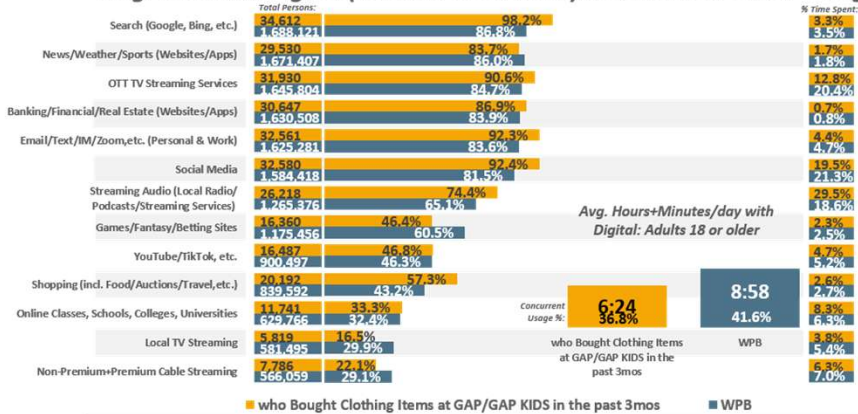
Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



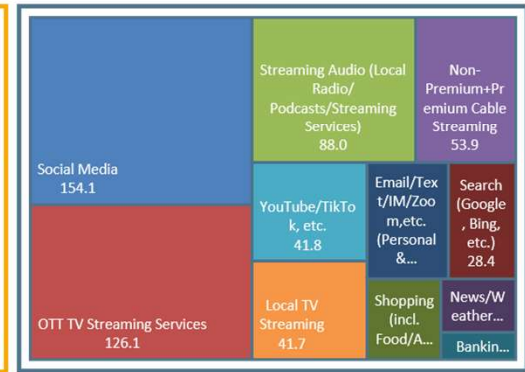
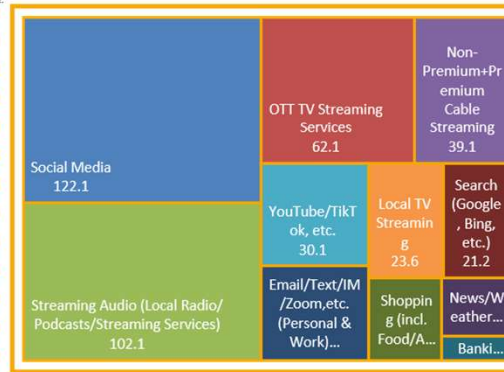
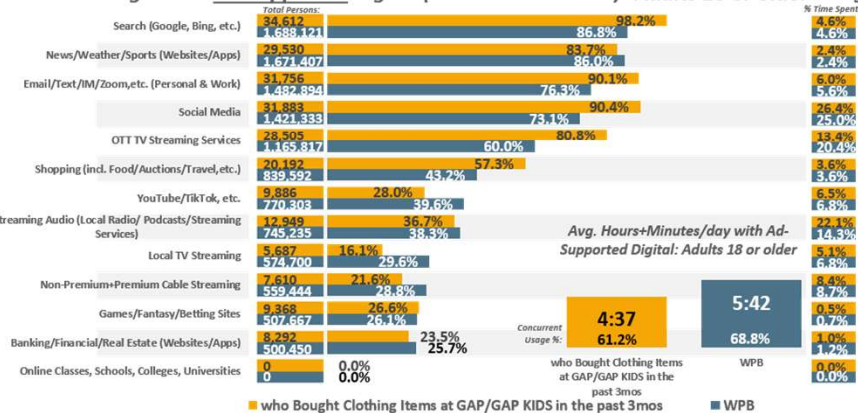


31,883 or 90.4% of Adults 18 or older who Bought Clothing Items at GAP/GAP KIDS in the past 3mos use Ad-Supported Social Media for an average of 122.1 minutes every day representing 26.4% of all time spent daily with Ad-Supported Digital Media.

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



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



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 57
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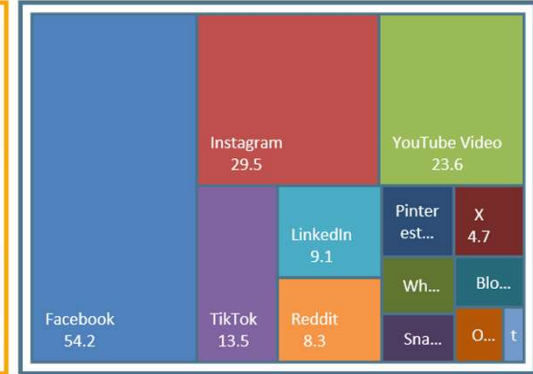
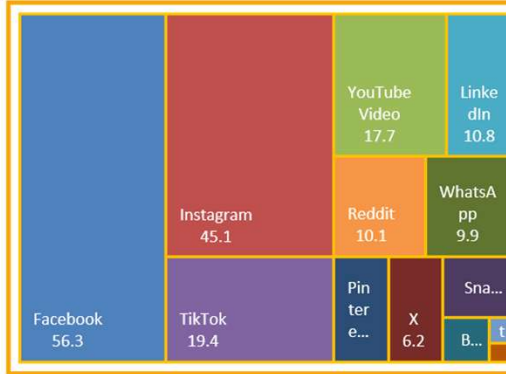
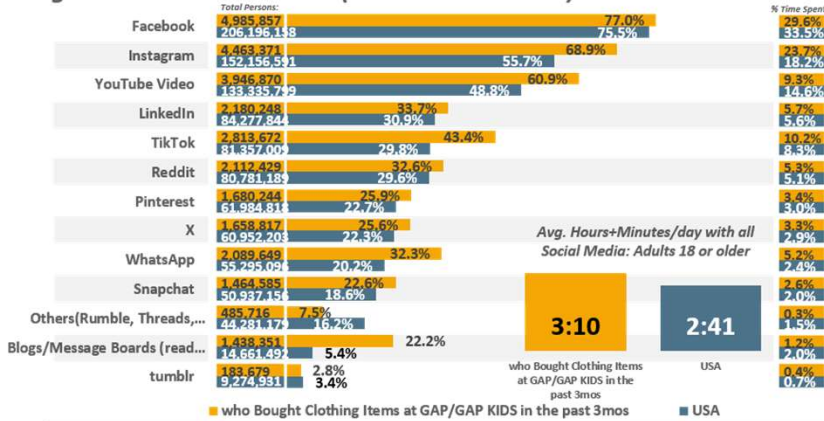
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Clothing stores bought past 3 months: Gap/Gap Kids

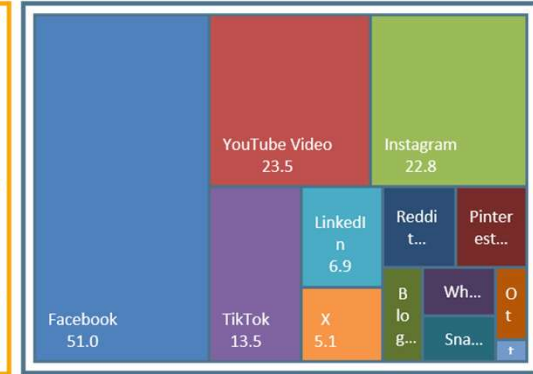
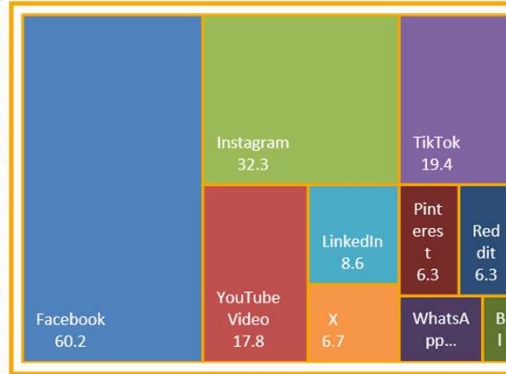
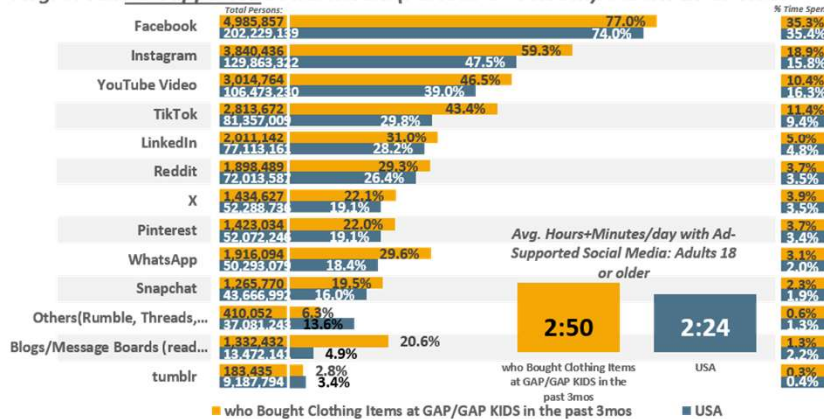


4,985,857 or 77.% of Adults 18 or older who Bought Clothing Items at GAP/GAP KIDS in the past 3mos use Ad-Supported Facebook for an average of 60.2 minutes every day representing 35.3% of all time spent daily with Ad-Supported Social Media.

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



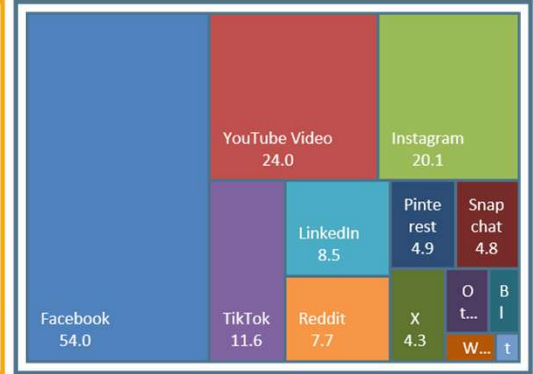
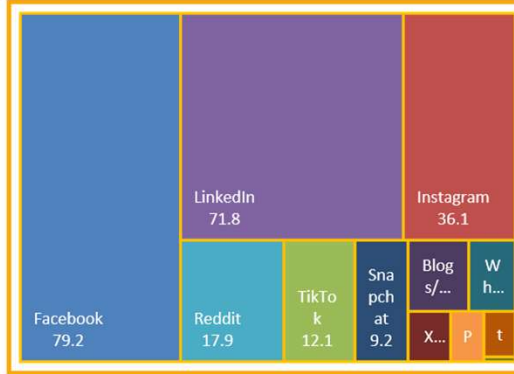
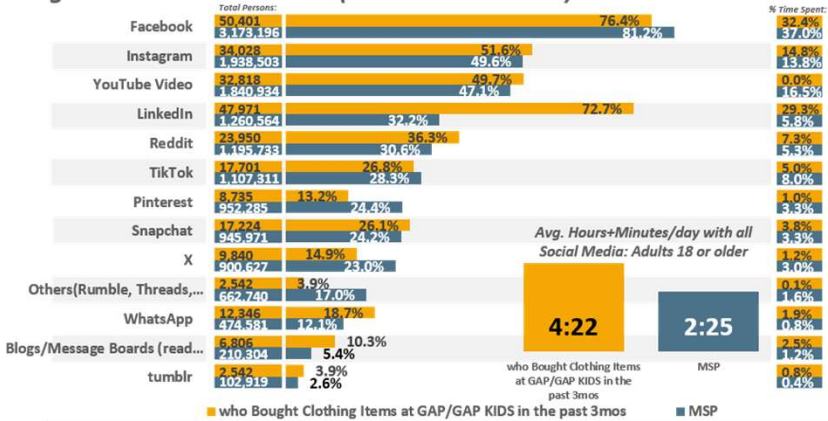
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



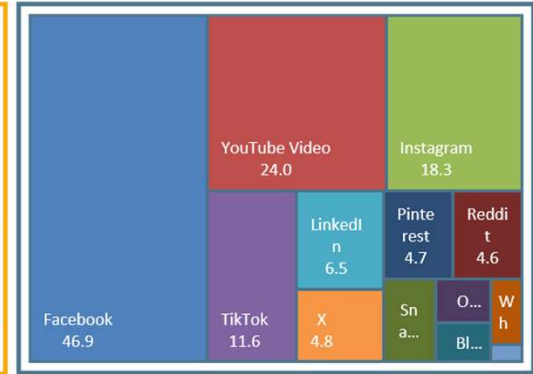
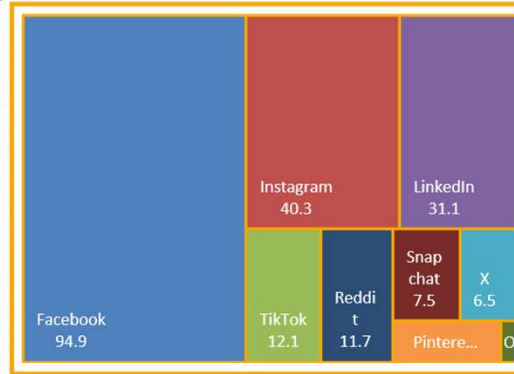
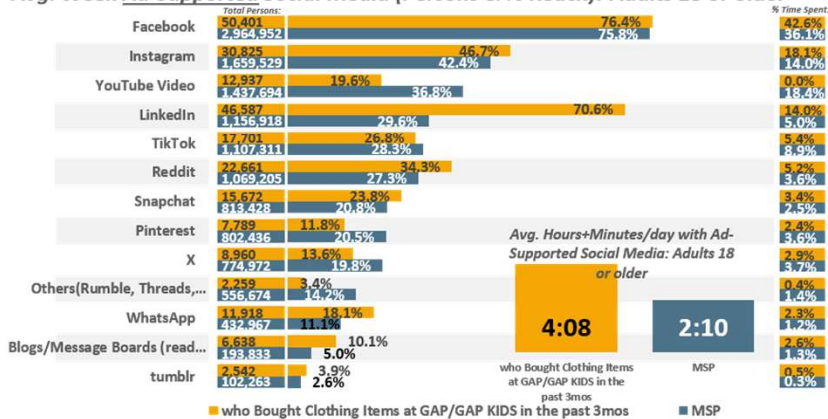


50,401 or 76.4% of Adults 18 or older who Bought Clothing Items at GAP/GAP KIDS in the past 3mos use Ad-Supported Facebook for an average of 94.9 minutes every day representing 42.6% of all time spent daily with Ad-Supported Social Media.

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



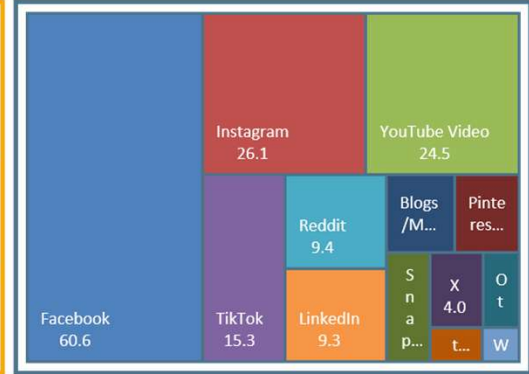
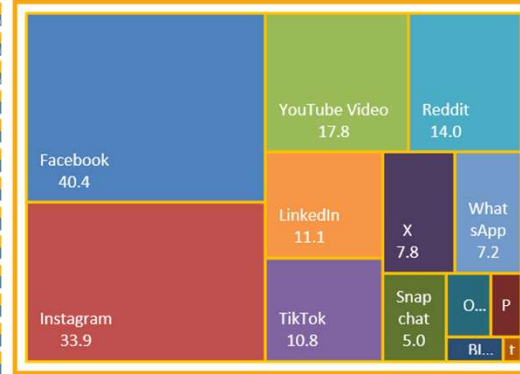
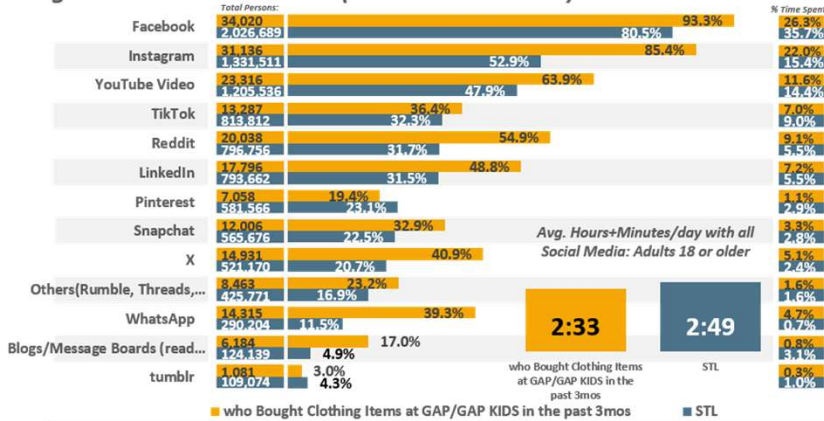
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



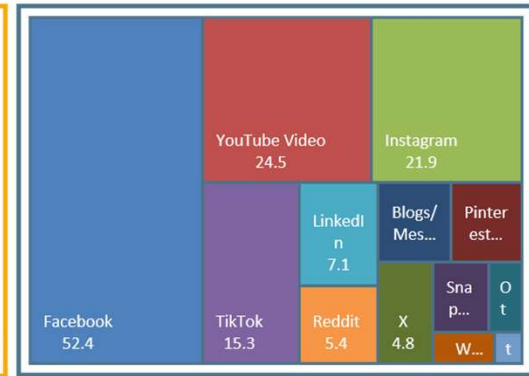
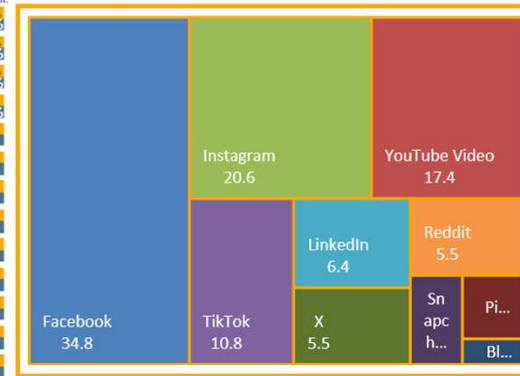
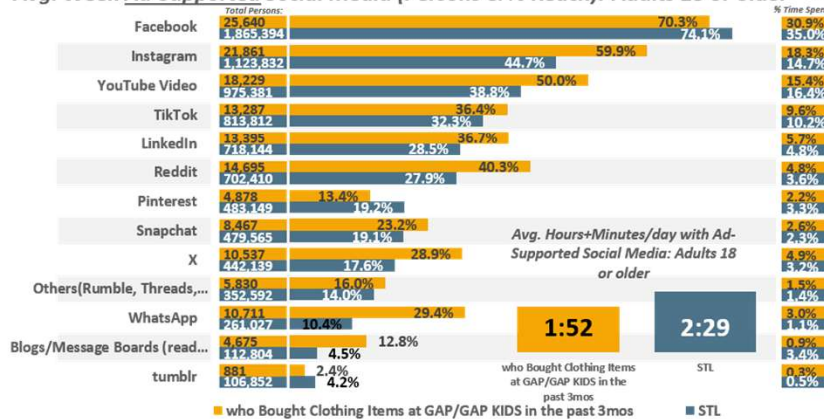


25,640 or 70.3% of Adults 18 or older who Bought Clothing Items at GAP/GAP KIDS in the past 3mos use Ad-Supported Facebook for an average of 34.8 minutes every day representing 30.9% of all time spent daily with Ad-Supported Social Media.

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



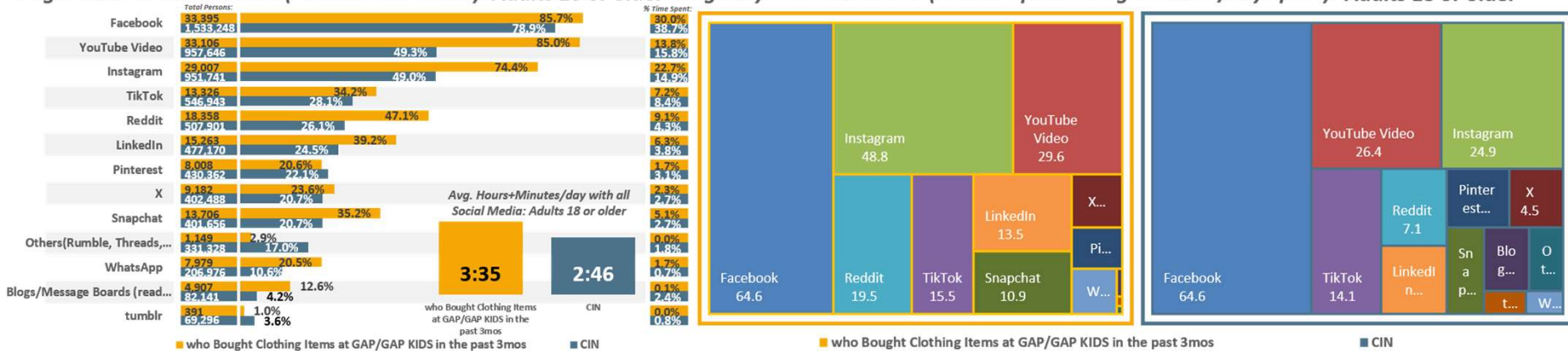
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



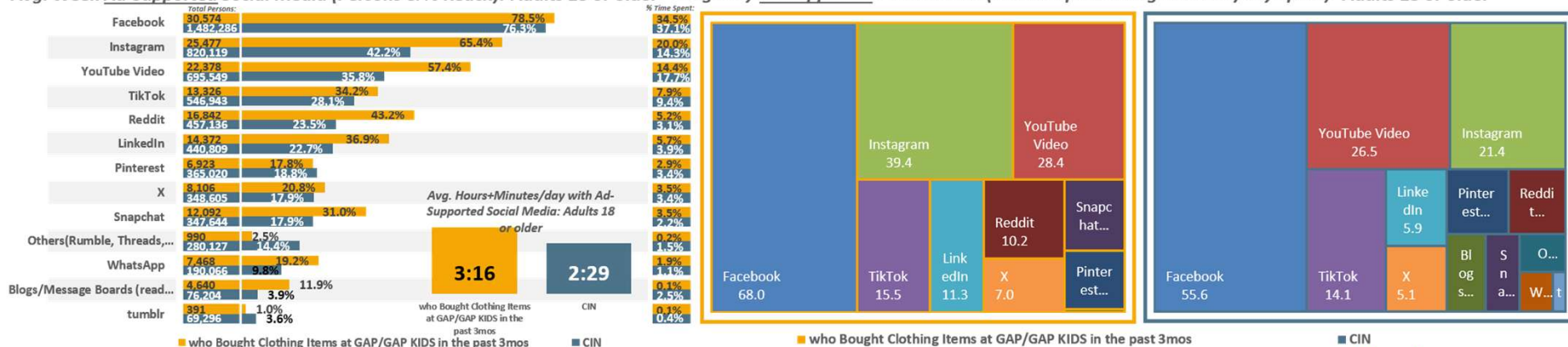


30,574 or 78.5% of Adults 18 or older who Bought Clothing Items at GAP/GAP KIDS in the past 3mos use Ad-Supported Facebook for an average of 68. minutes every day representing 34.5% of all time spent daily with Ad-Supported Social Media.

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



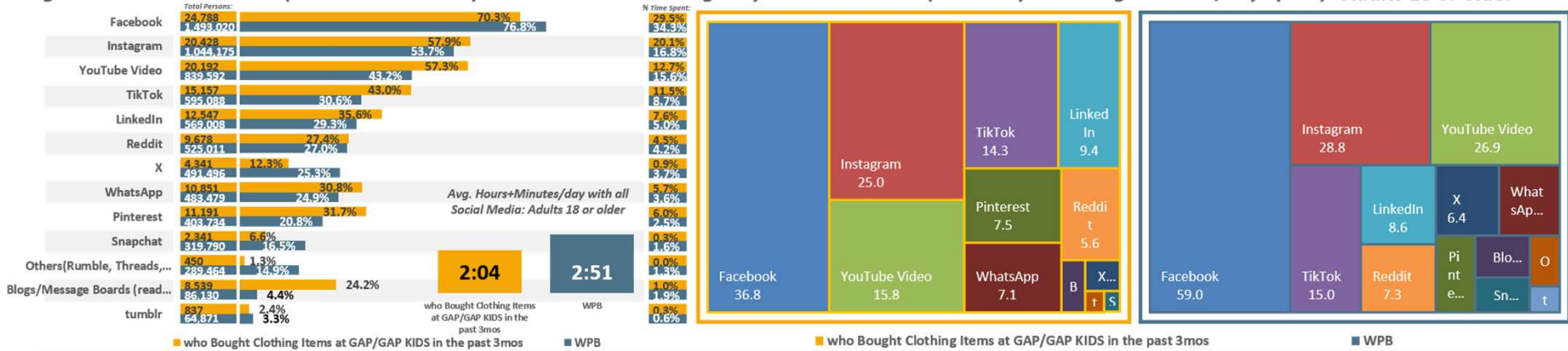
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



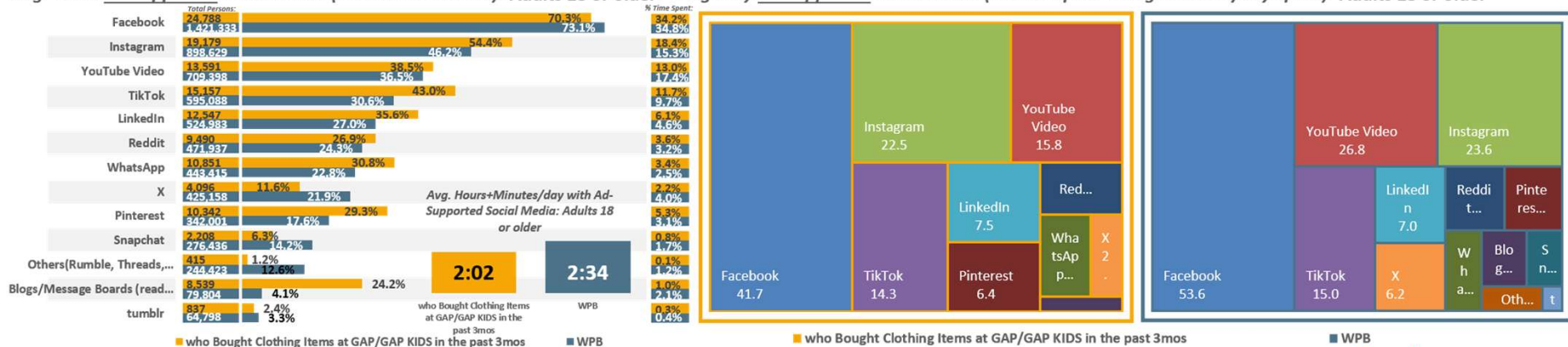


24,788 or 70.3% of Adults 18 or older who Bought Clothing Items at GAP/GAP KIDS in the past 3mos use Ad-Supported Facebook for an average of 41.7 minutes every day representing 34.2% of all time spent daily with Ad-Supported Social Media.

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



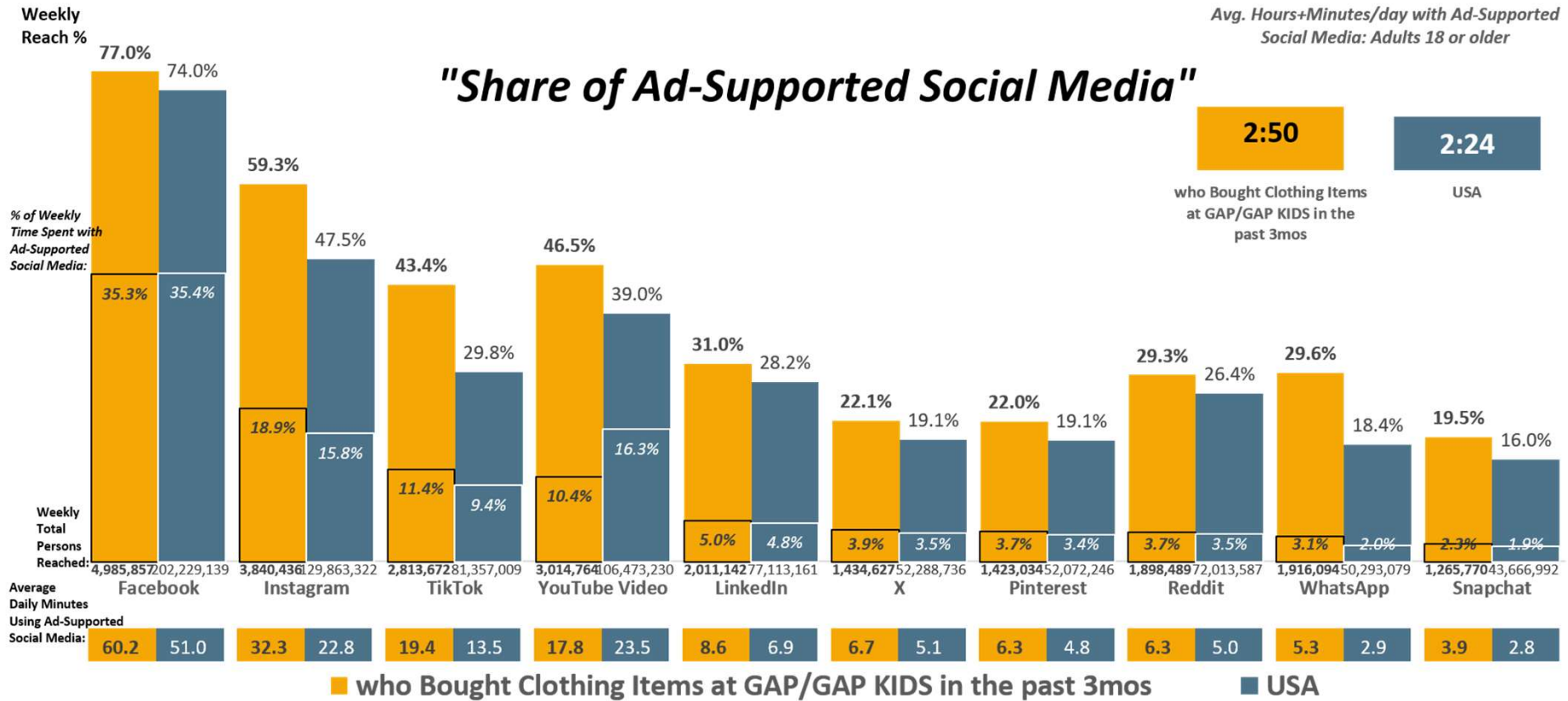
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





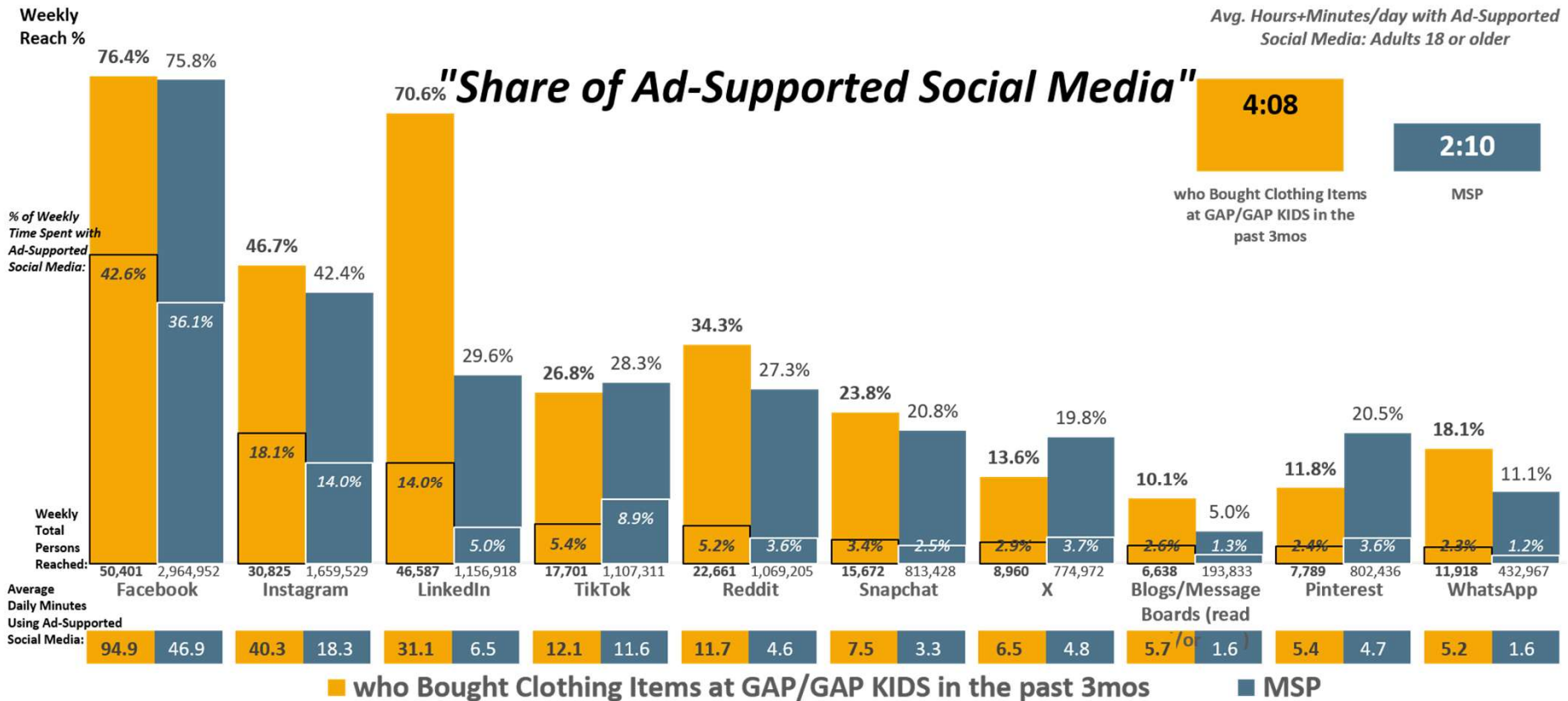
4,985,857 or 77.0% of Adults 18 or older who Bought Clothing Items at GAP/GAP KIDS in the past 3mos use Ad-Supported Facebook for an average of 60.2 minutes every day representing 35.3% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"





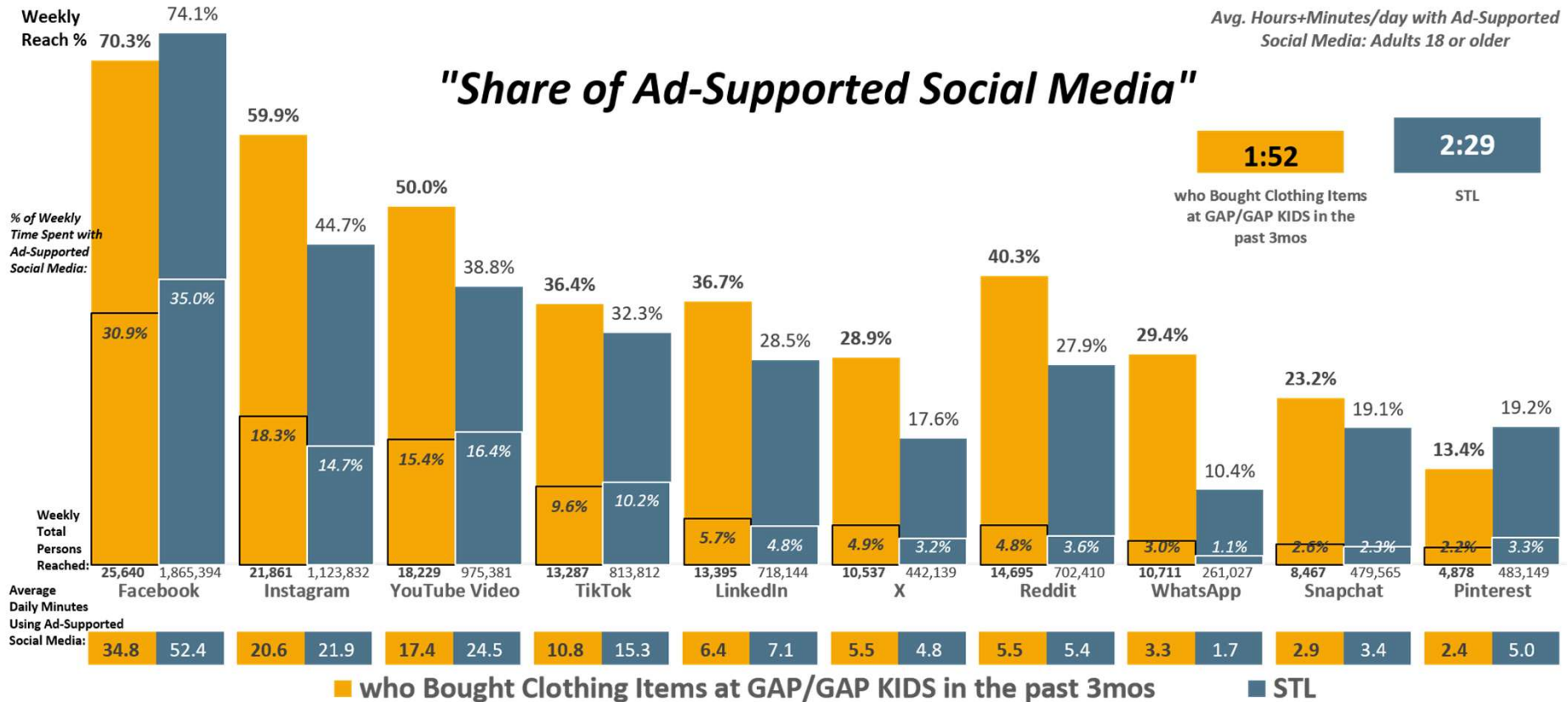
50,401 or 76.4% of Adults 18 or older who Bought Clothing Items at GAP/GAP KIDS in the past 3mos use Ad-Supported Facebook for an average of 94.9 minutes every day representing 42.6% of all time spent daily with Ad-Supported Social Media.





25,640 or 70.3% of Adults 18 or older who Bought Clothing Items at GAP/GAP KIDS in the past 3mos use Ad-Supported Facebook for an average of 34.8 minutes every day representing 30.9% of all time spent daily with Ad-Supported Social Media.

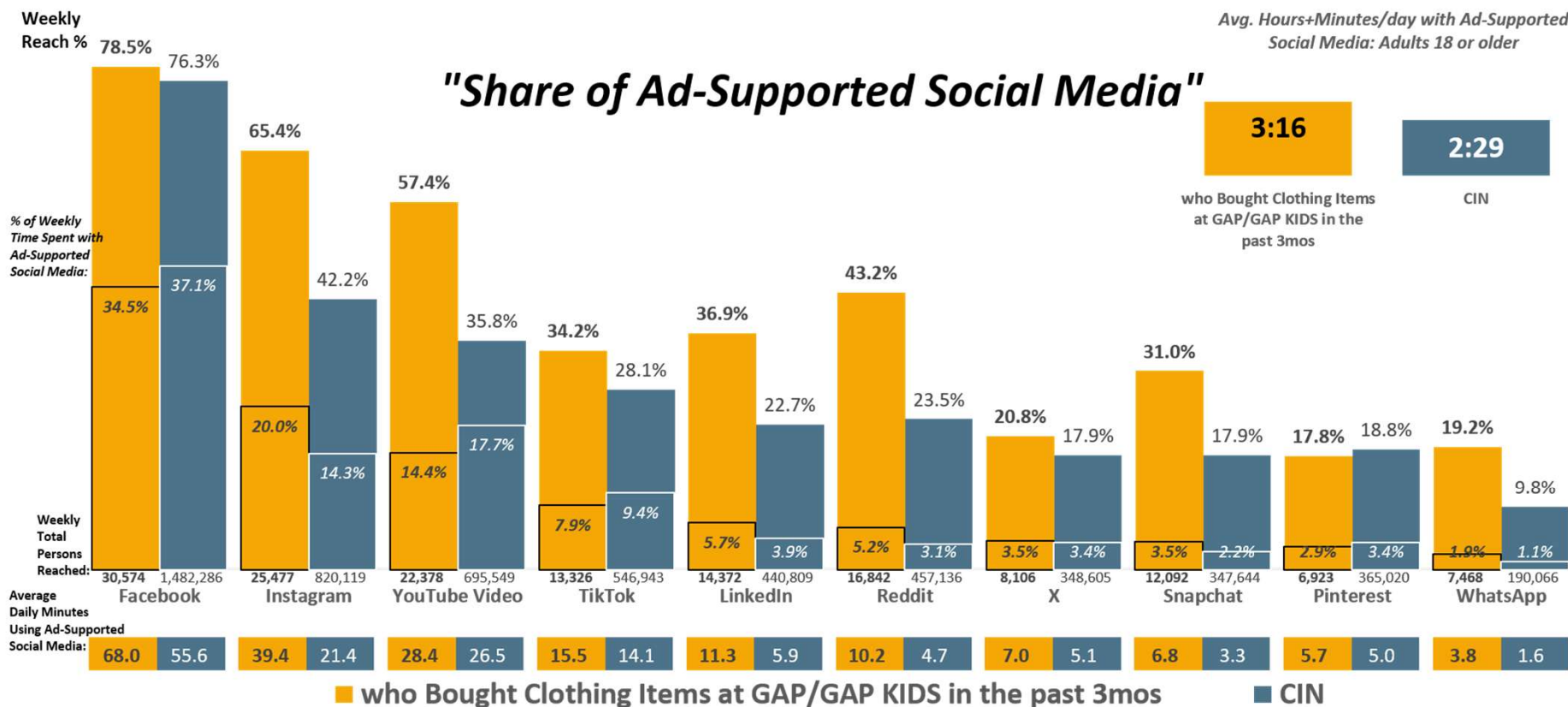
"Share of Ad-Supported Social Media"





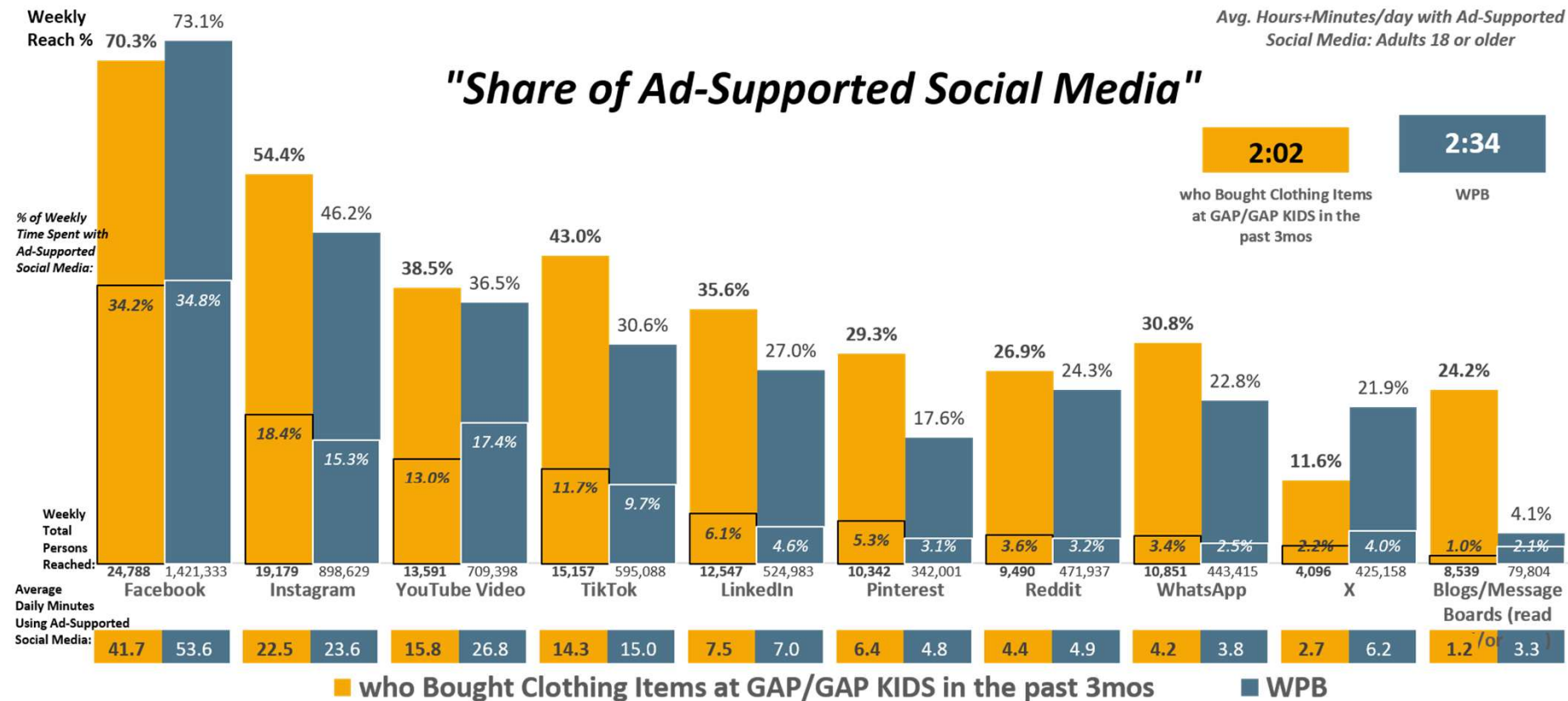
30,574 or 78.5% of Adults 18 or older who Bought Clothing Items at GAP/GAP KIDS in the past 3mos use Ad-Supported Facebook for an average of 68. minutes every day representing 34.5% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"





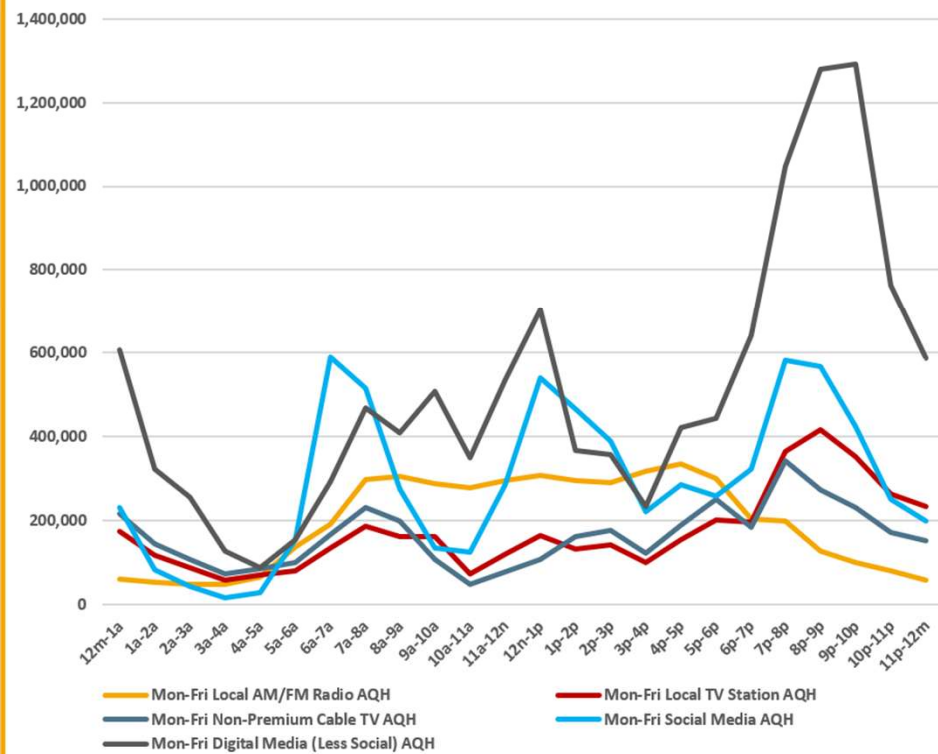
24,788 or 70.3% of Adults 18 or older who Bought Clothing Items at GAP/GAP KIDS in the past 3mos use Ad-Supported Facebook for an average of 41.7 minutes every day representing 34.2% of all time spent daily with Ad-Supported Social Media.



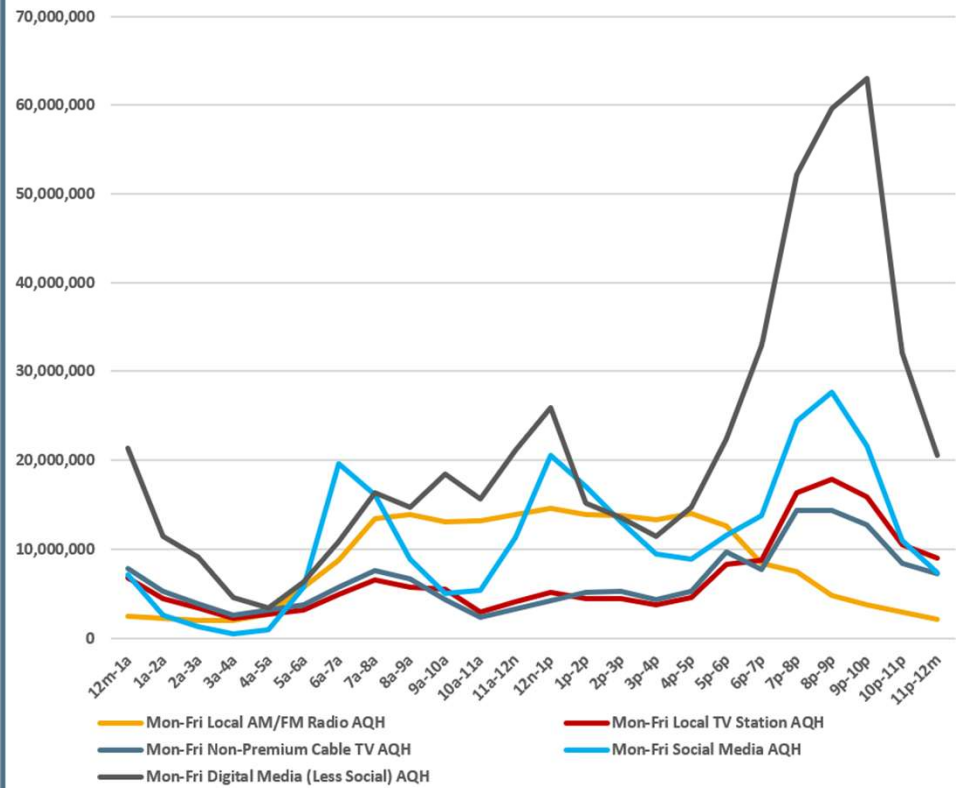


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 440,673;
Social Media: 338,844; Local Radio: 285,294; Non-Prem. Cable: 155,270; Local TV: 148,088
reaching Adults 18 or older who Bought Clothing Items at GAP/GAP KIDS in

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Bought Clothing Items at GAP/GAP
KIDS in the past 3mos**



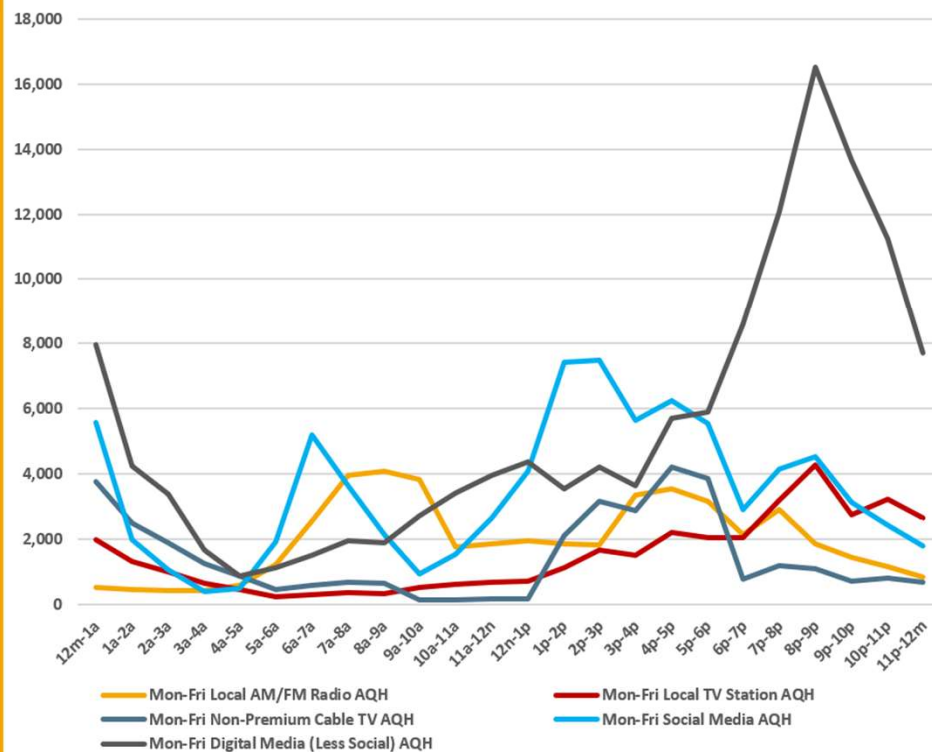
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA Metro Area Adults 18 or older**



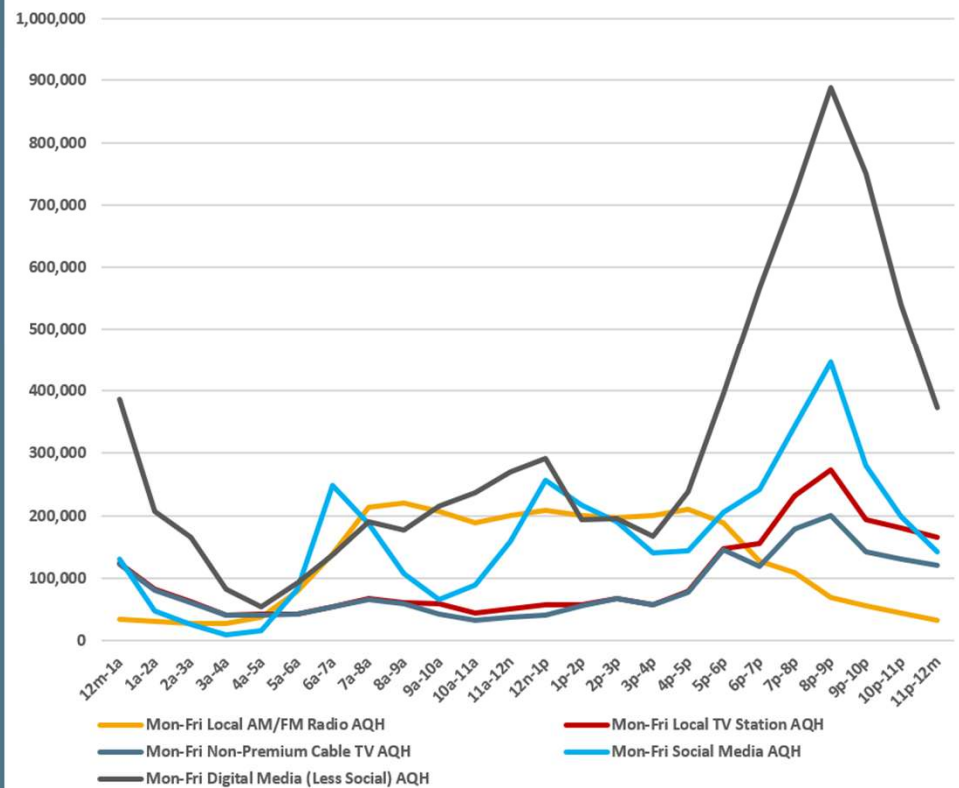


M-F 6a-7p Avg. Available Impressions per 15-min. are... Social Media: 4,268; All Other Digital Media: 3,959; Local Radio: 2,762; Non-Prem. Cable: 1,505; Local TV: 1,089 reaching Adults 18 or older who Bought Clothing Items at GAP/GAP KIDS in the past

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Bought Clothing Items at GAP/GAP KIDS in the past 3mos



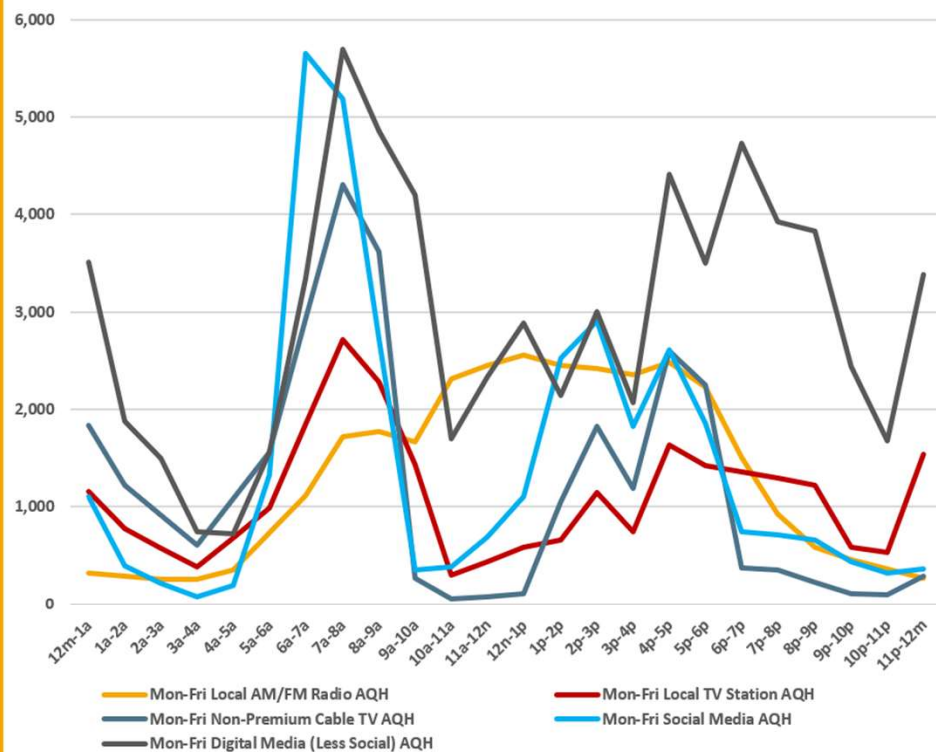
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
MSP Metro Area Adults 18 or older



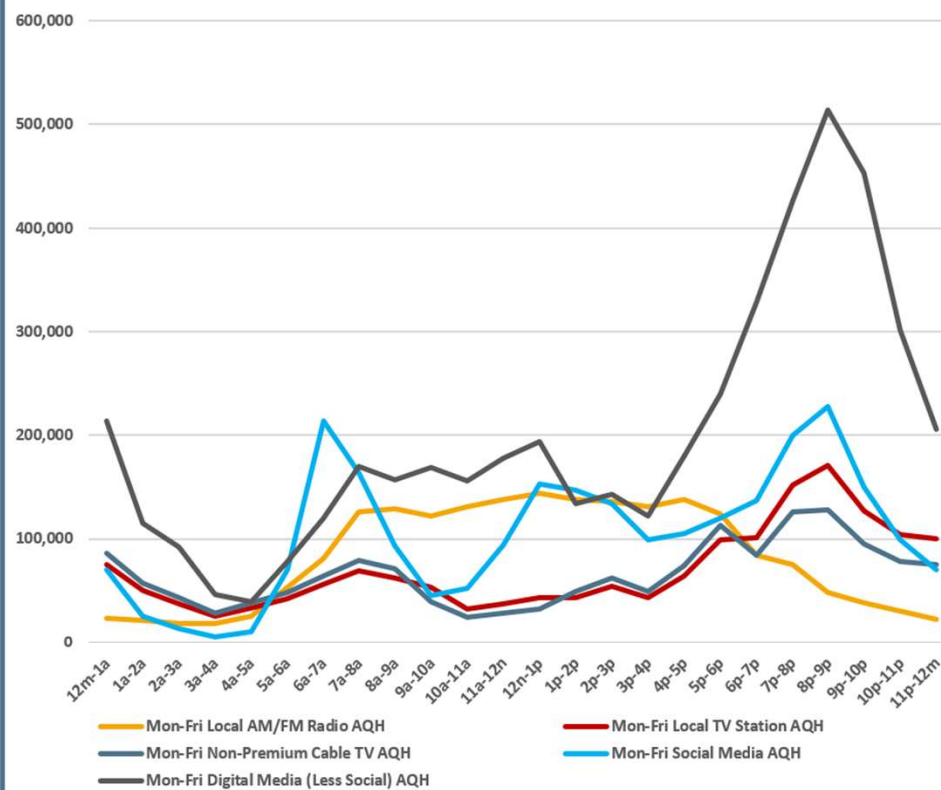


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 3,454;
Social Media: 2,197; Local Radio: 2,082; Non-Prem. Cable: 1,589; Local TV: 1,277 reaching
Adults 18 or older who Bought Clothing Items at GAP/GAP KIDS in the past

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Bought Clothing Items at GAP/GAP
KIDS in the past 3mos



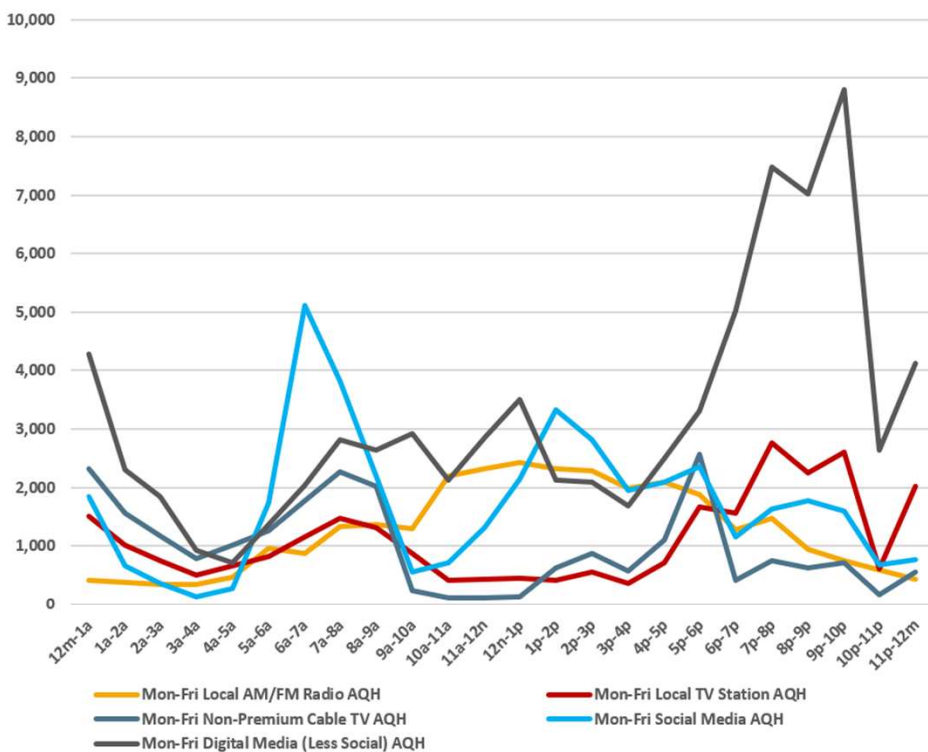
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
STL Metro Area Adults 18 or older



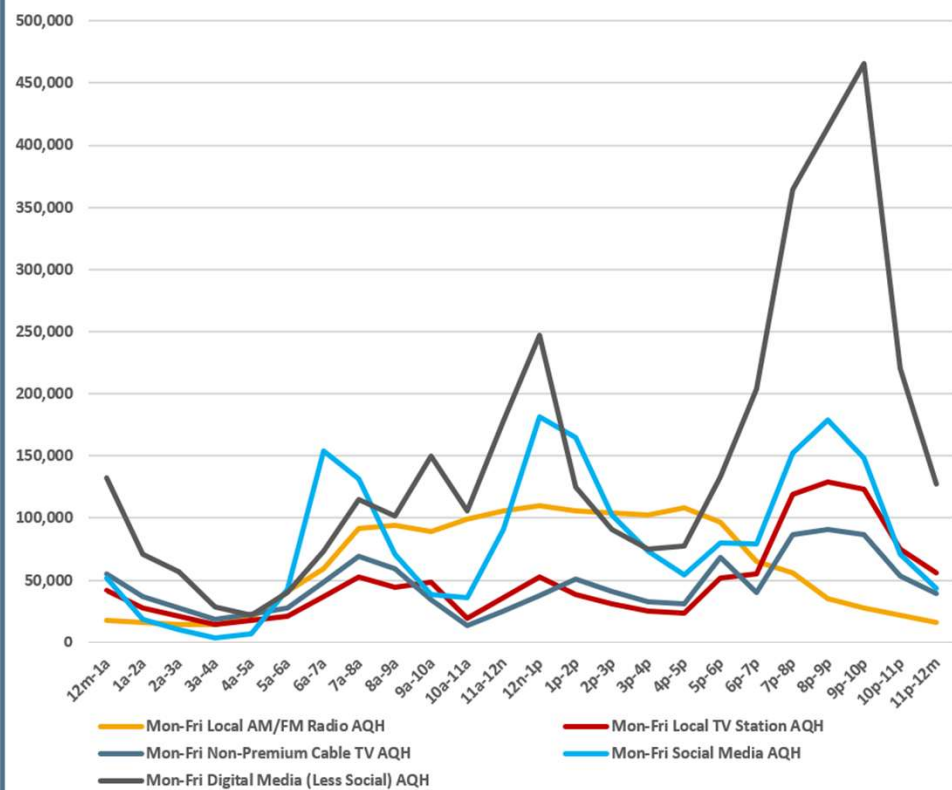


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 2,739;
Social Media: 2,270; Local Radio: 1,819; Non-Prem. Cable: 983; Local TV: 874 reaching
Adults 18 or older who Bought Clothing Items at GAP/GAP KIDS in the past 3mos

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Bought Clothing Items at GAP/GAP
KIDS in the past 3mos



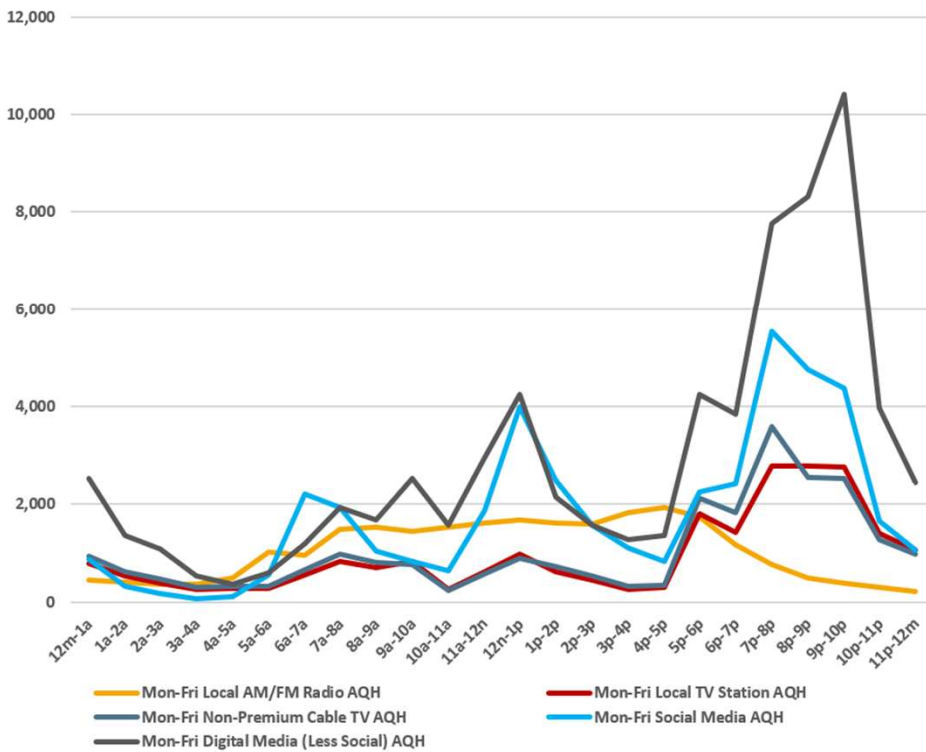
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
CIN Metro Area Adults 18 or older



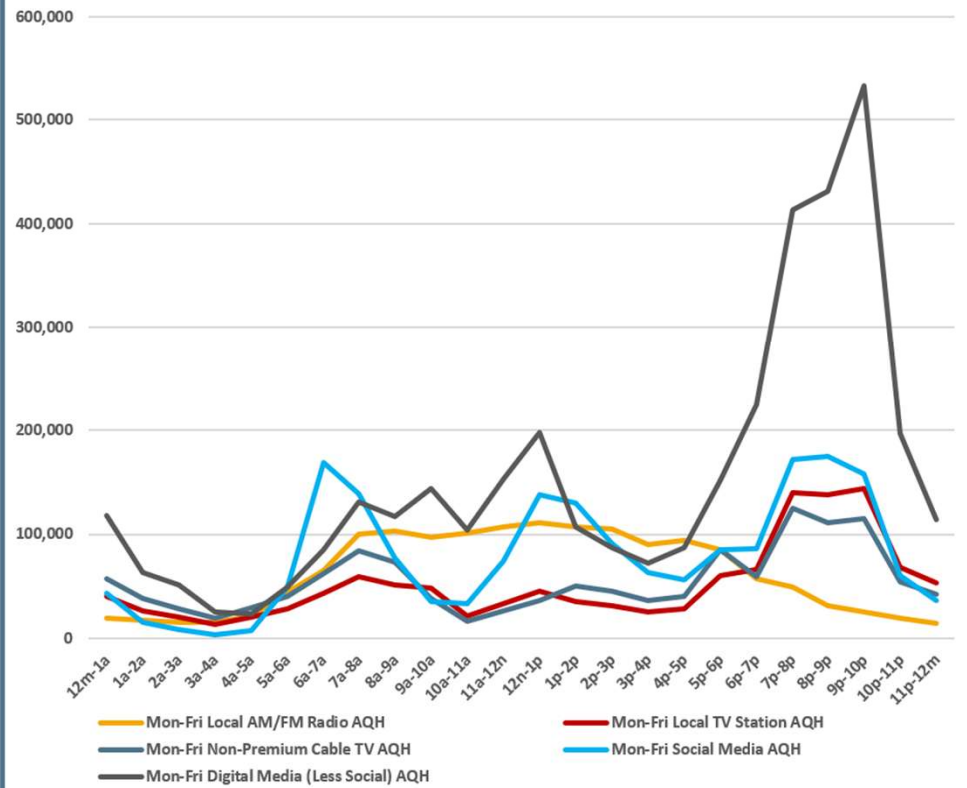


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 2,351;
Social Media: 1,786; Local Radio: 1,548; Non-Prem. Cable: 834; Local TV: 746 reaching
Adults 18 or older who Bought Clothing Items at GAP/GAP KIDS in the past 3mos

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Bought Clothing Items at GAP/GAP
KIDS in the past 3mos



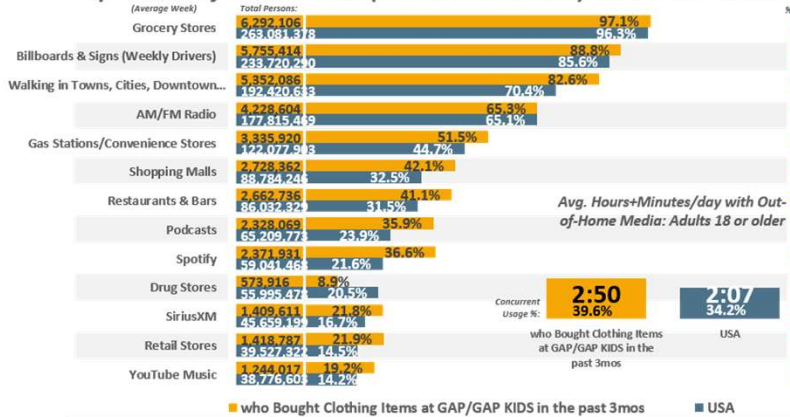
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
WPB Metro Area Adults 18 or older



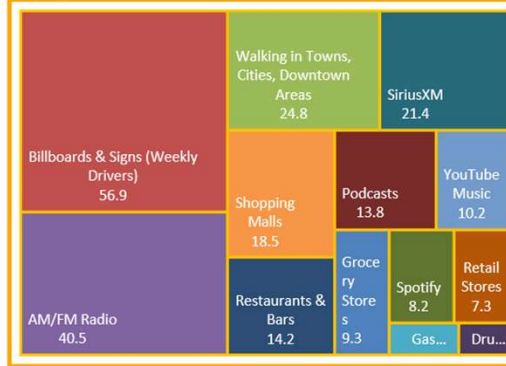


5,755,414 or 88.8% of Adults 18 or older who Bought Clothing Items at GAP/GAP KIDS in the past 3mos spend an average of 56.9 minutes per day driving, seeing Billboards and Signs. 60.4% Listen to Local Radio Stations Out-of-Home for an average of 35. minut

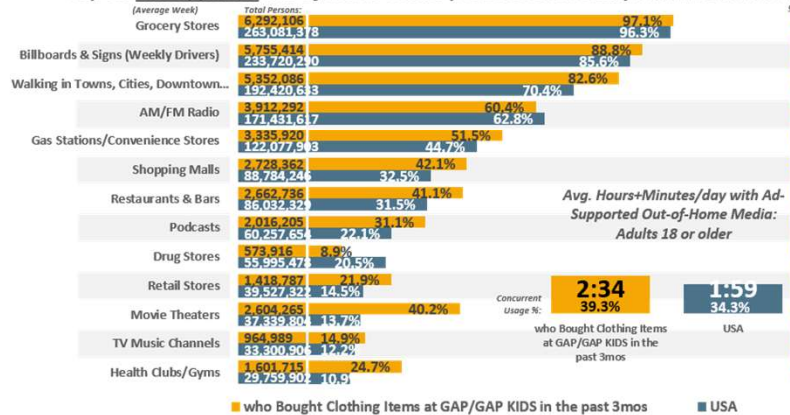
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



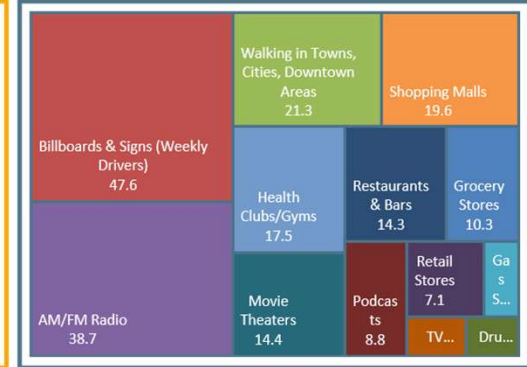
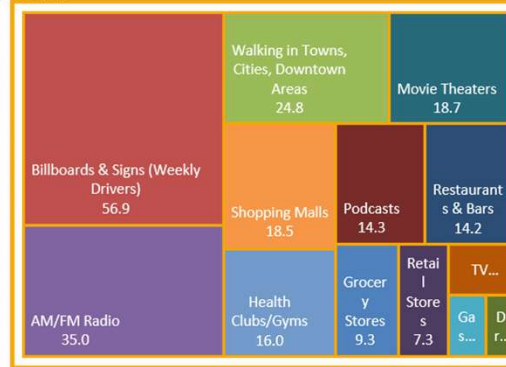
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



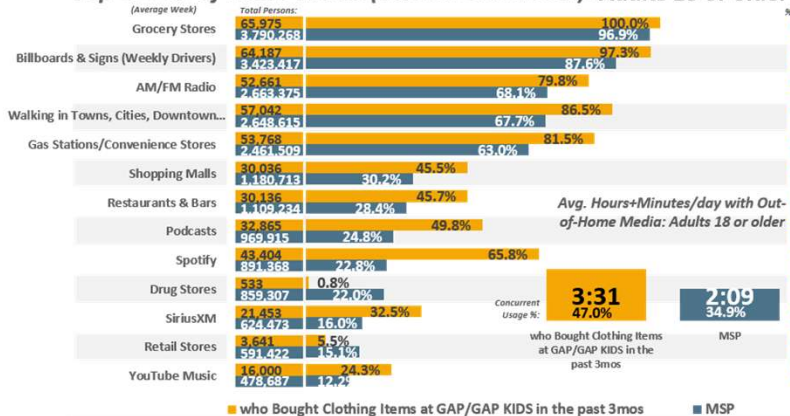
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



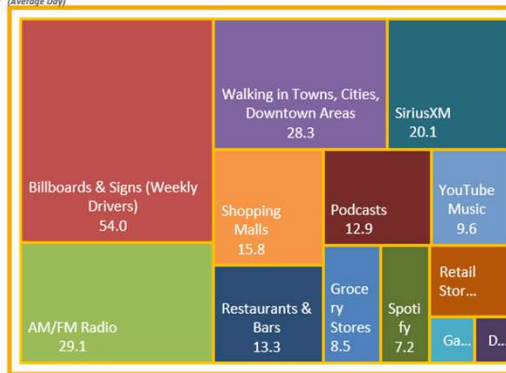


64,187 or 97.3% of Adults 18 or older who Bought Clothing Items at GAP/GAP KIDS in the past 3mos spend an average of 54. minutes per day driving, seeing Billboards and Signs. 60.5% Listen to Local Radio Stations Out-of-Home for an average of 12.8 minutes/

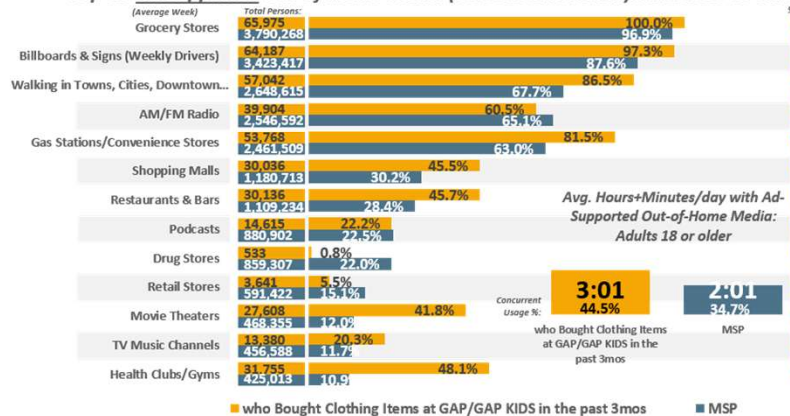
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



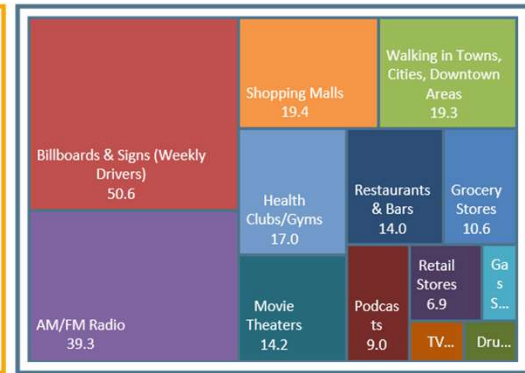
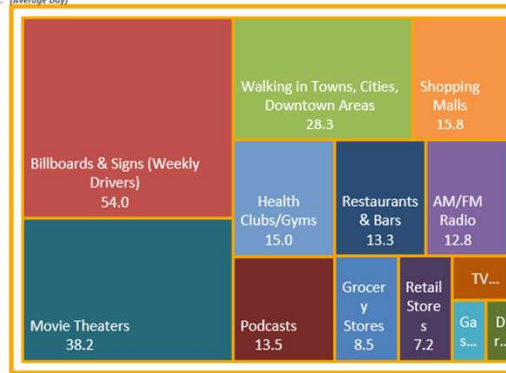
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



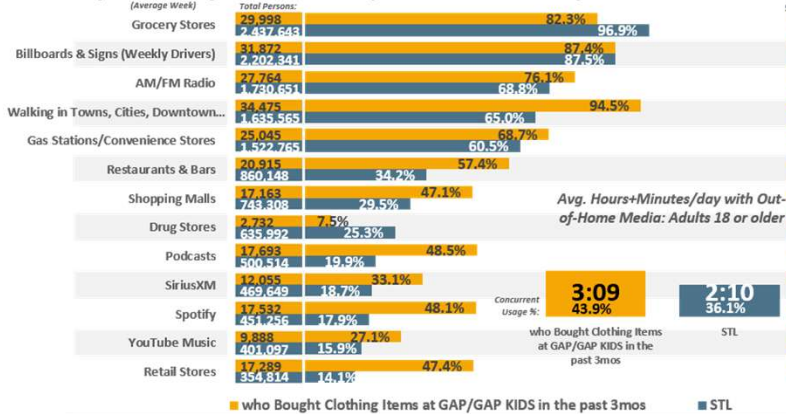
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



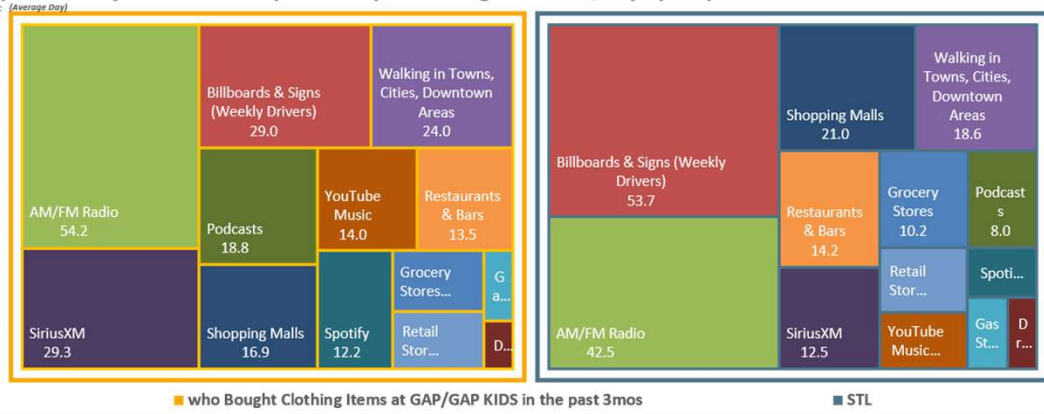


31,872 or 87.4% of Adults 18 or older who Bought Clothing Items at GAP/GAP KIDS in the past 3mos spend an average of 29. minutes per day driving, seeing Billboards and Signs. 73.1% Listen to Local Radio Stations Out-of-Home for an average of 50.5 minutes/

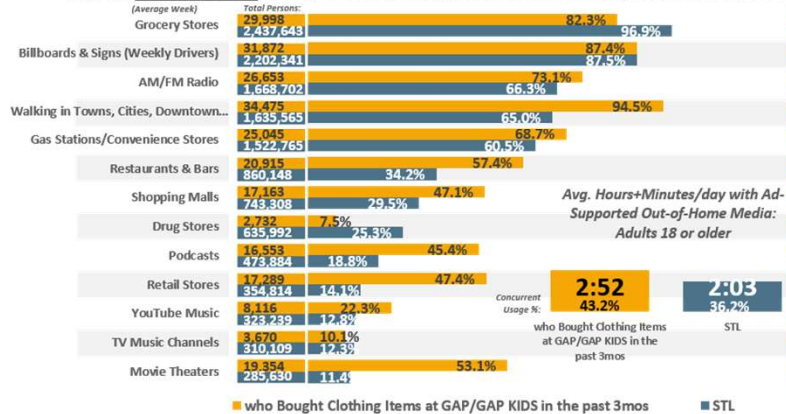
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



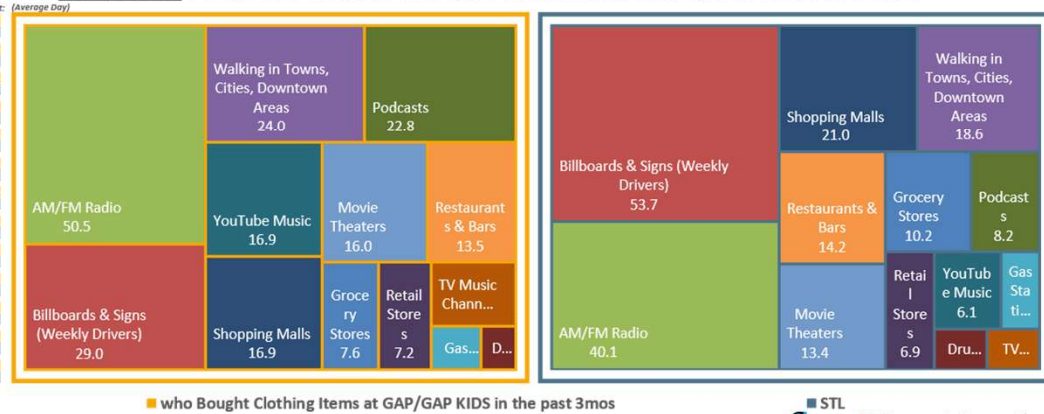
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



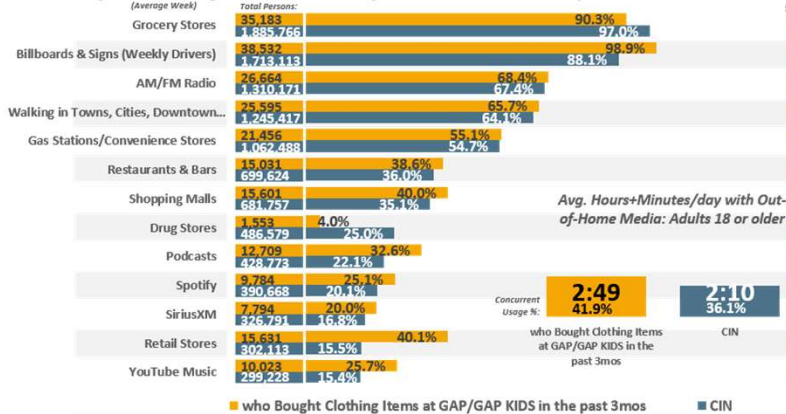
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



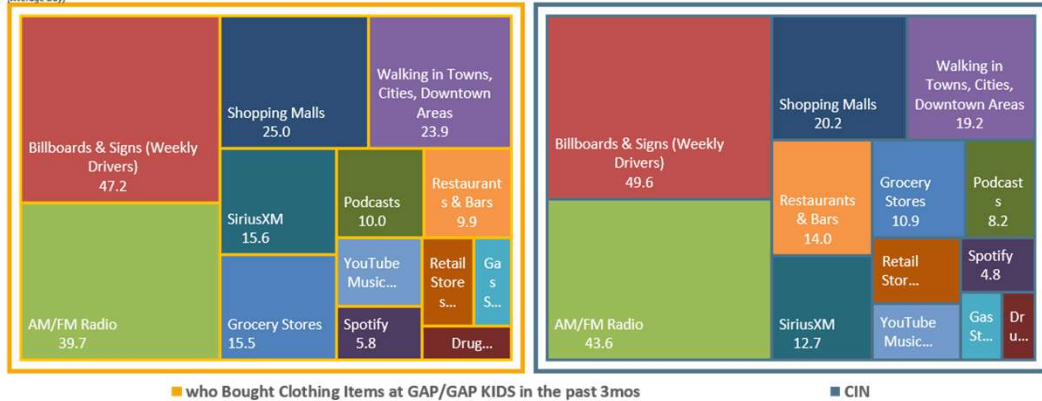


38,532 or 98.9% of Adults 18 or older who Bought Clothing Items at GAP/GAP KIDS in the past 3mos spend an average of 47.2 minutes per day driving, seeing Billboards and Signs. 65.9% Listen to Local Radio Stations Out-of-Home for an average of 37.6 minutes

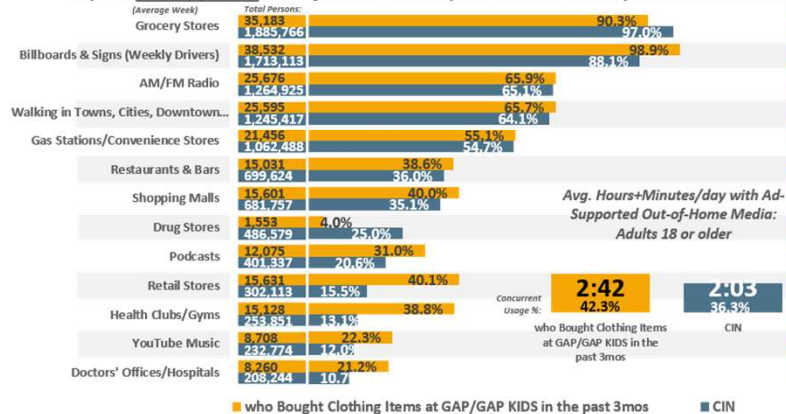
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



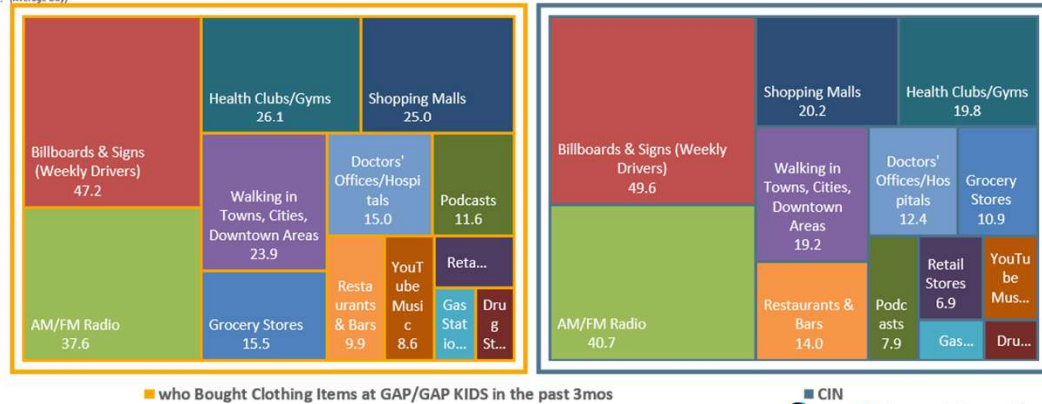
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 43
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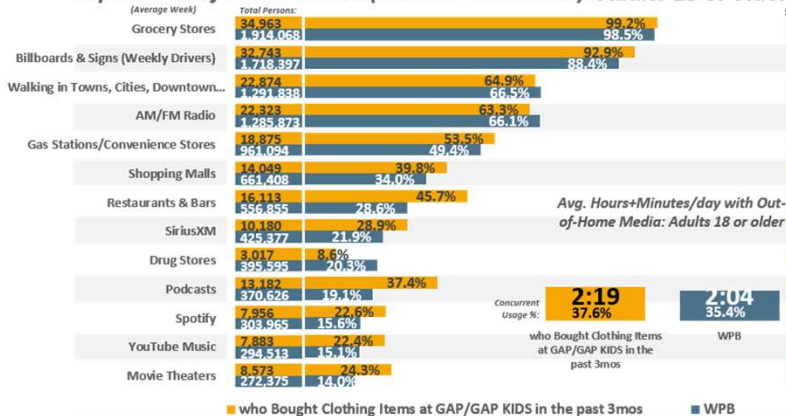
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Clothing stores bought past 3 months: Gap/Gap Kids

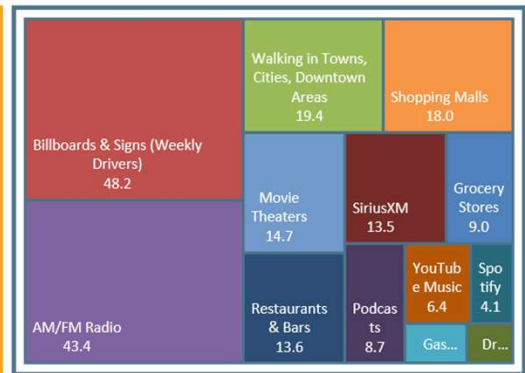
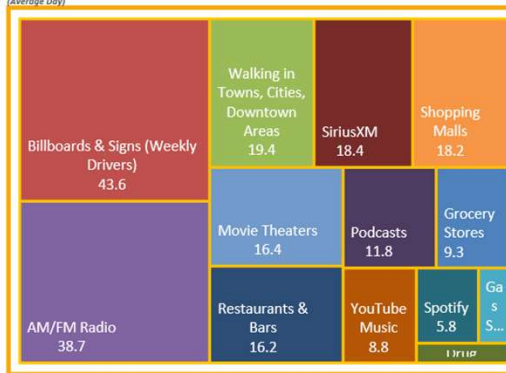


32,743 or 92.9% of Adults 18 or older who Bought Clothing Items at GAP/GAP KIDS in the past 3mos spend an average of 43.6 minutes per day driving, seeing Billboards and Signs. 60.2% Listen to Local Radio Stations Out-of-Home for an average of 35.7 minutes

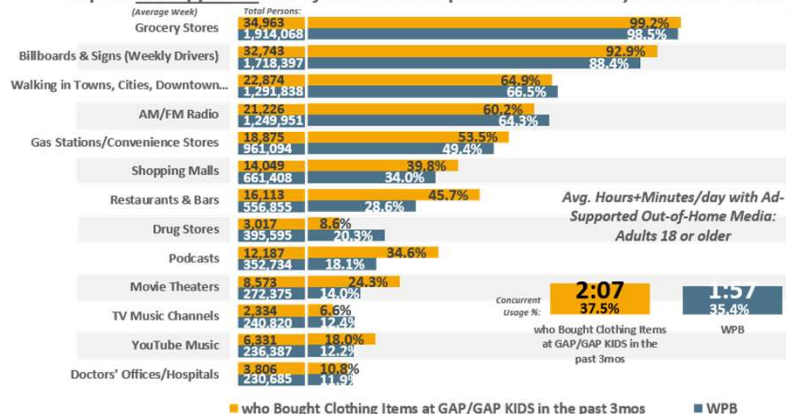
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



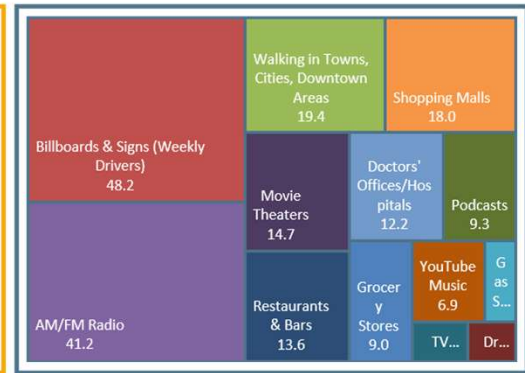
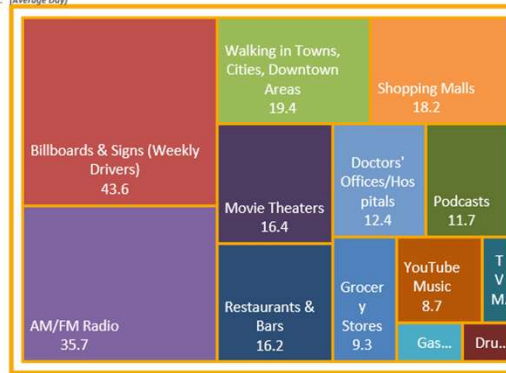
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



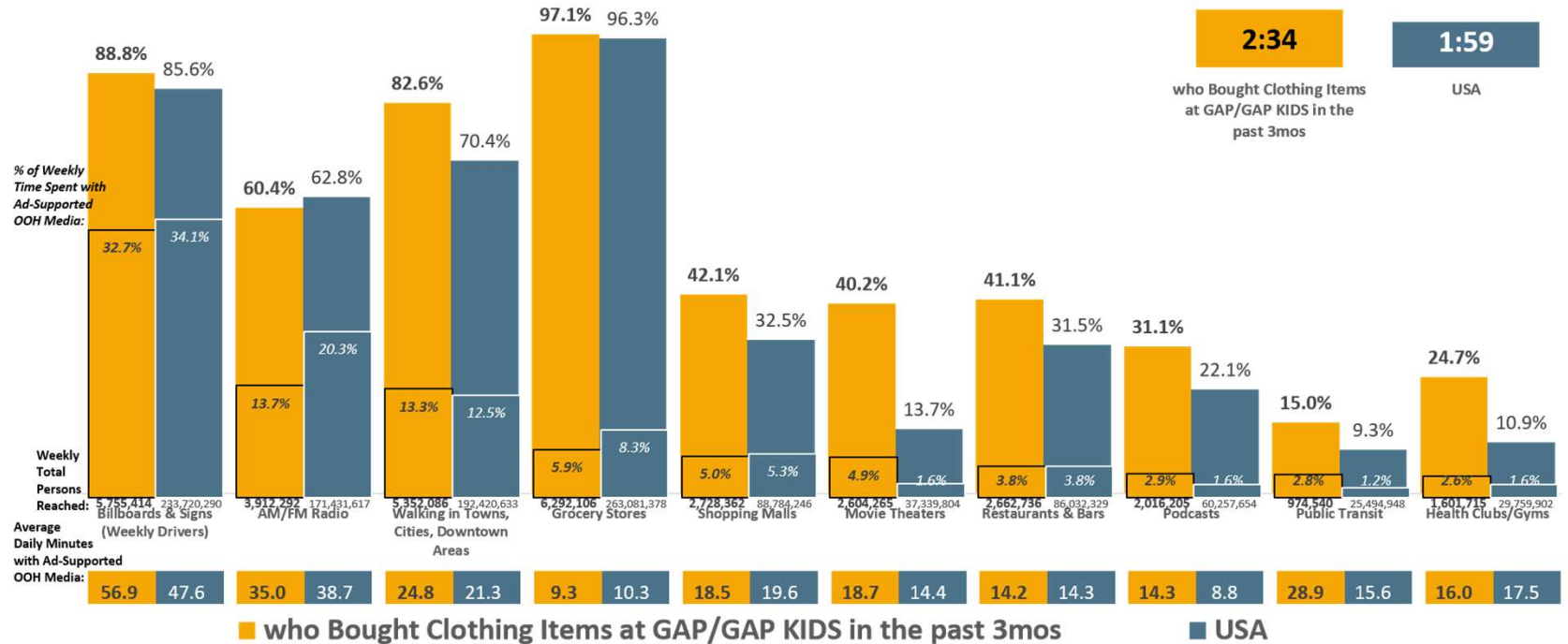


5,755,414 or 88.8% of Adults 18 or older who Bought Clothing Items at GAP/GAP KIDS in the past 3mos spend an average of 56.9 minutes per day driving, seeing Billboards and Signs representing 32.7% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 641 Scarborough R1 2026: Jan25-Mar26 USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 24,338

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Clothing stores bought past 3 months: Gap/Gap Kids

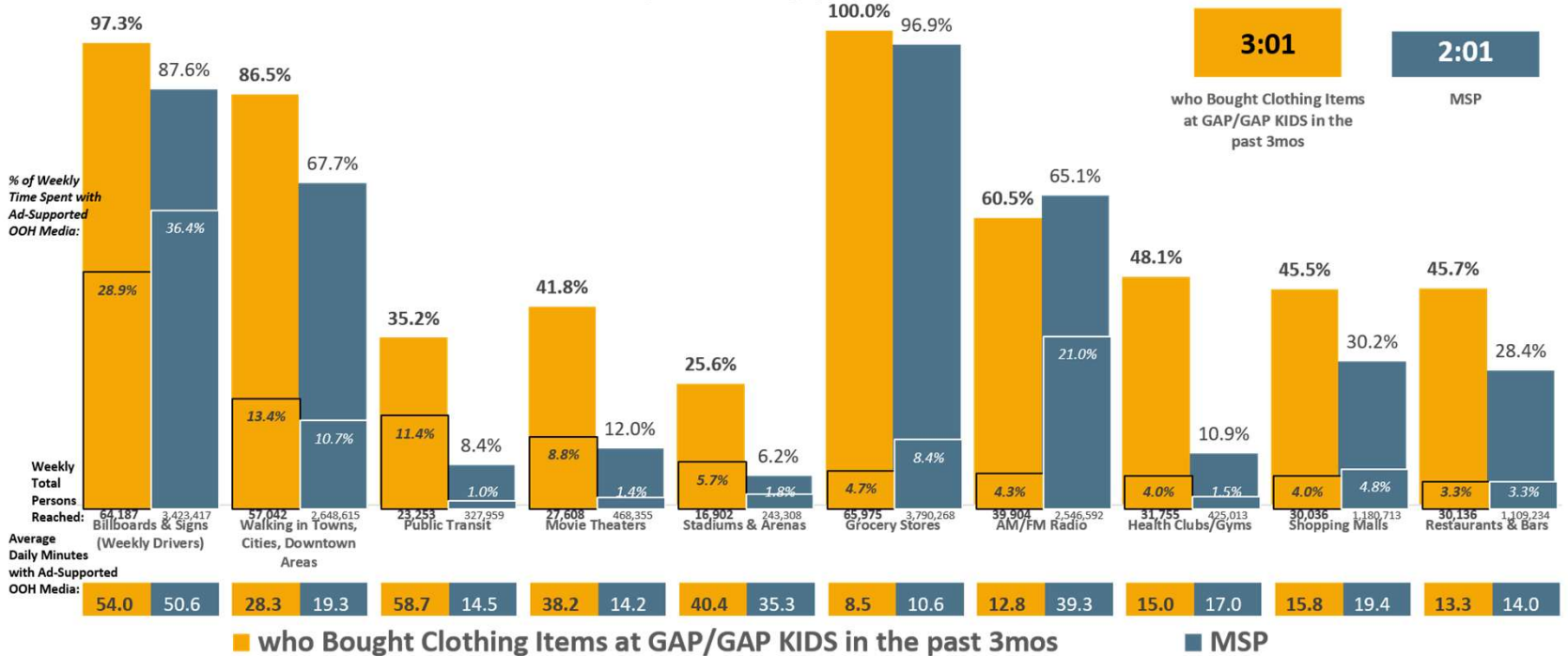


64,187 or 97.3% of Adults 18 or older who Bought Clothing Items at GAP/GAP KIDS in the past 3mos spend an average of 54. minutes per day driving, seeing Billboards and Signs representing 28.9% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



3:01

who Bought Clothing Items at GAP/GAP KIDS in the past 3mos

2:01

MSP

MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 31 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,934

soefa.ai Share of Everything for Anything

Clothing stores bought past 3 months: Gap/Gap Kids

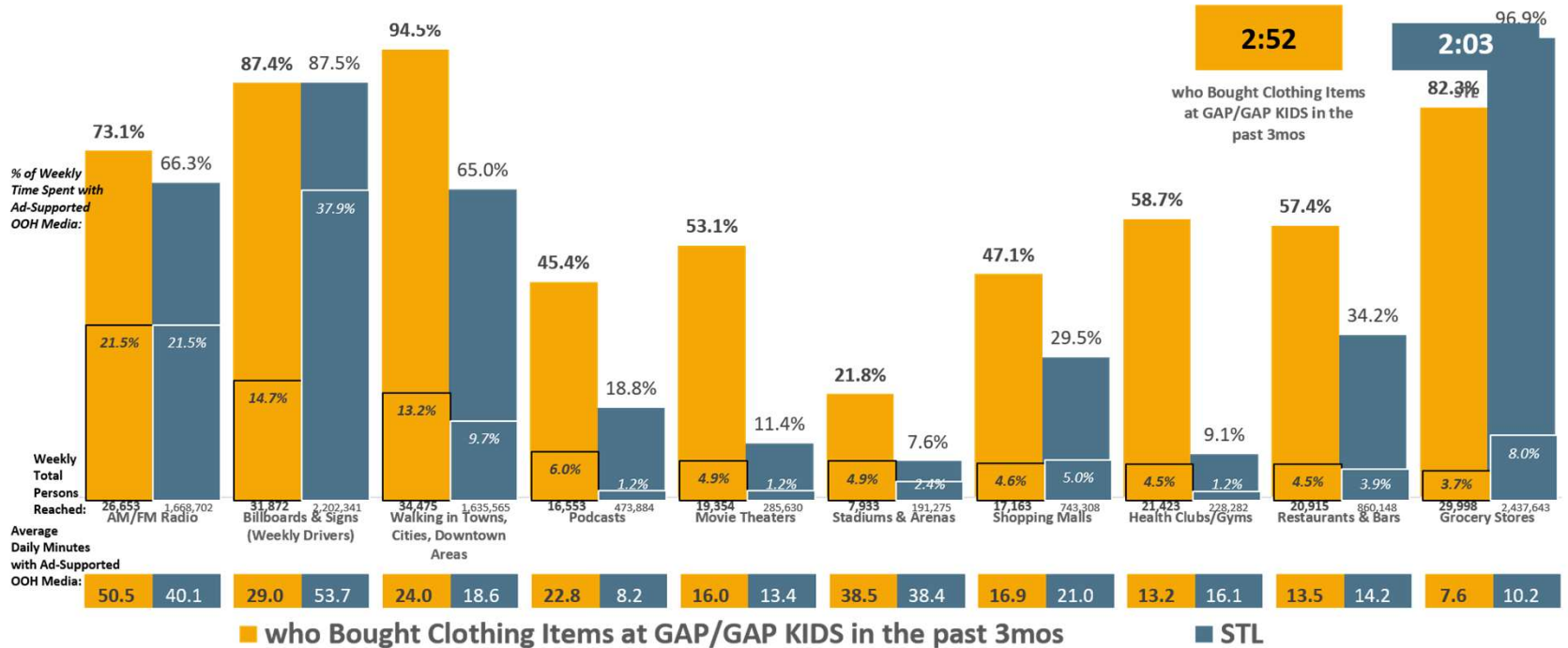


31,872 or 87.4% of Adults 18 or older who Bought Clothing Items at GAP/GAP KIDS in the past 3mos spend an average of 29. minutes per day driving, seeing Billboards and Signs representing 14.7% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 45
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ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,956

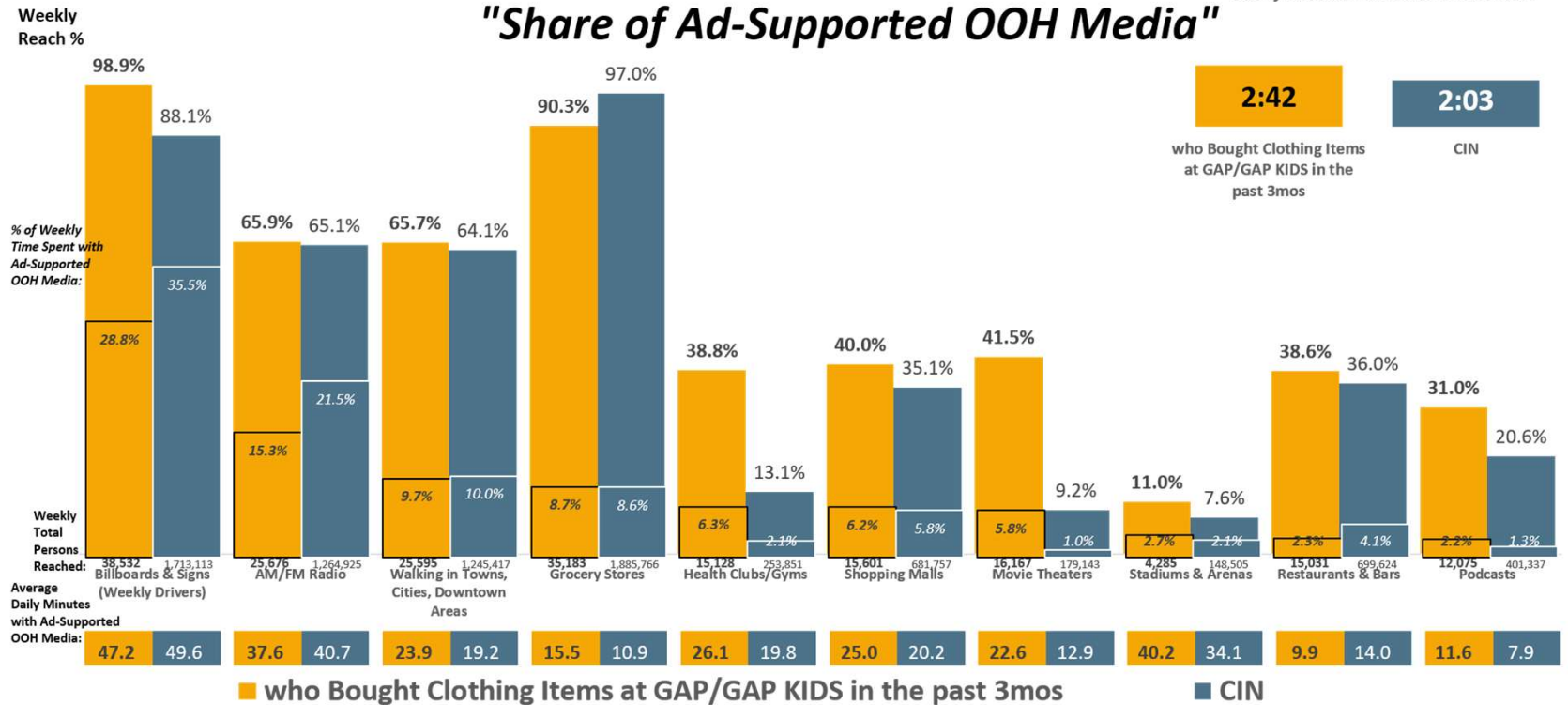
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Clothing stores bought past 3 months: Gap/Gap Kids



38,532 or 98.9% of Adults 18 or older who Bought Clothing Items at GAP/GAP KIDS in the past 3mos spend an average of 47.2 minutes per day driving, seeing Billboards and Signs representing 28.8% of all Time Spent with Ad-Supported Out-of-Home Media.

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



CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 43
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CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,900

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Clothing stores bought past 3 months: Gap/Gap Kids

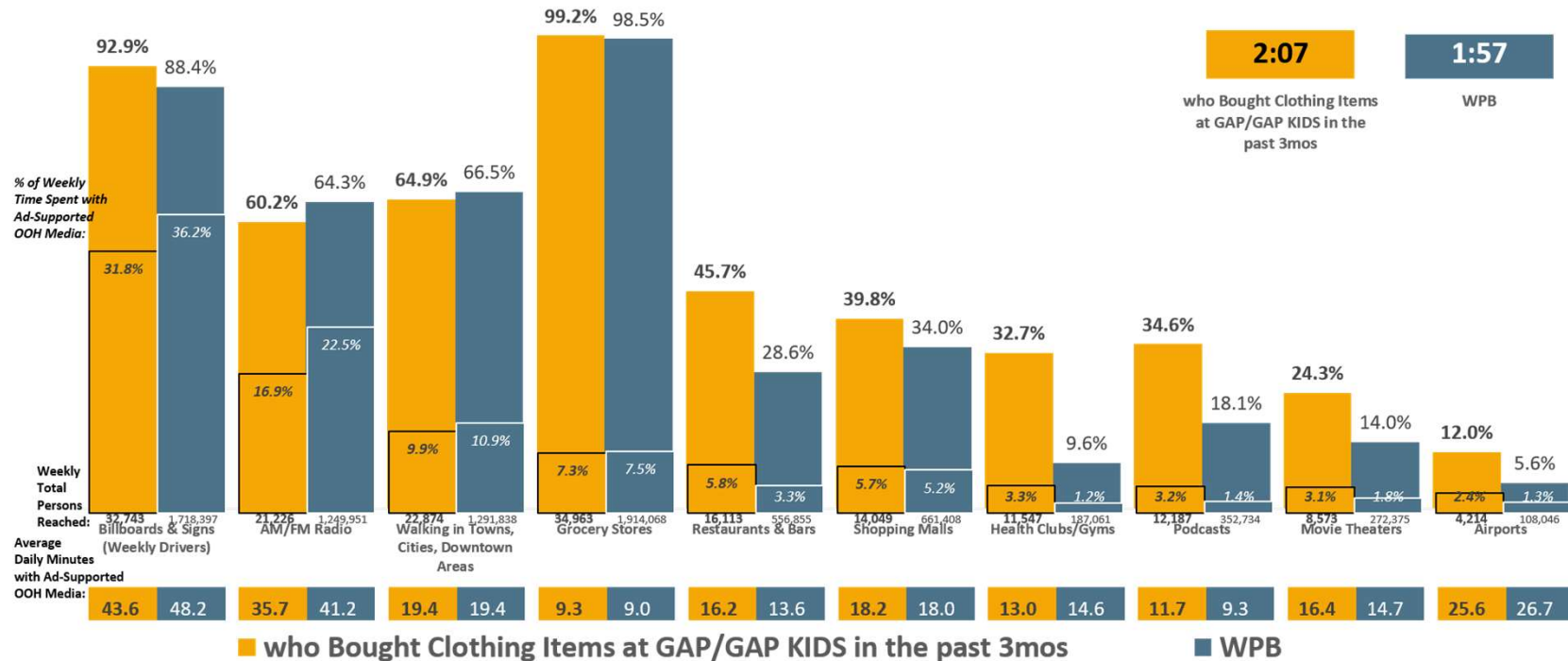


32,743 or 92.9% of Adults 18 or older who Bought Clothing Items at GAP/GAP KIDS in the past 3mos spend an average of 43.6 minutes per day driving, seeing Billboards and Signs representing 31.8% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 57 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 2,551
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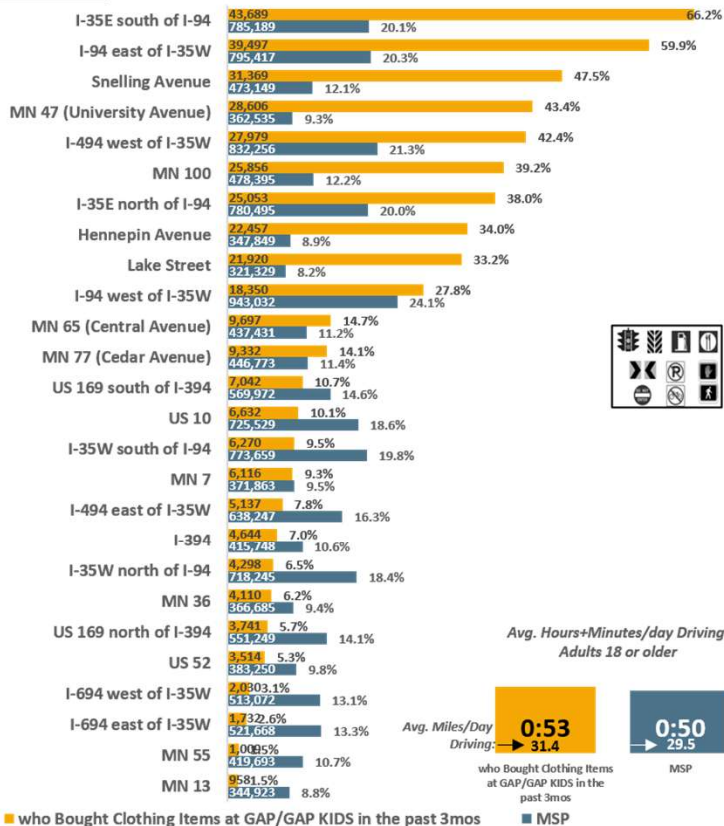
soefa.ai Share of Everything for Anything

Clothing stores bought past 3 months: Gap/Gap Kids

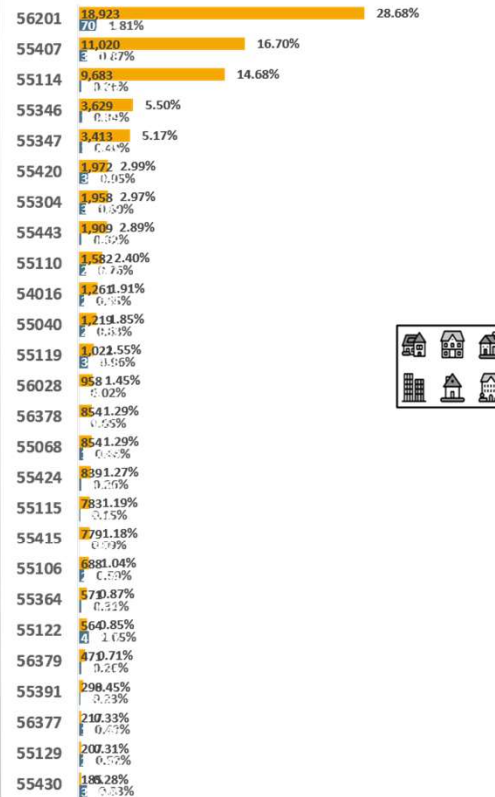


64,187 or 97.3% of Adults 18 or older who Bought Clothing Items at GAP/GAP KIDS in the past 3mos spend an average of 54. minutes per day driving an average of 31.4 miles each day and are 367.6% more likely to use MN 47 (University Avenue) than the Metro a

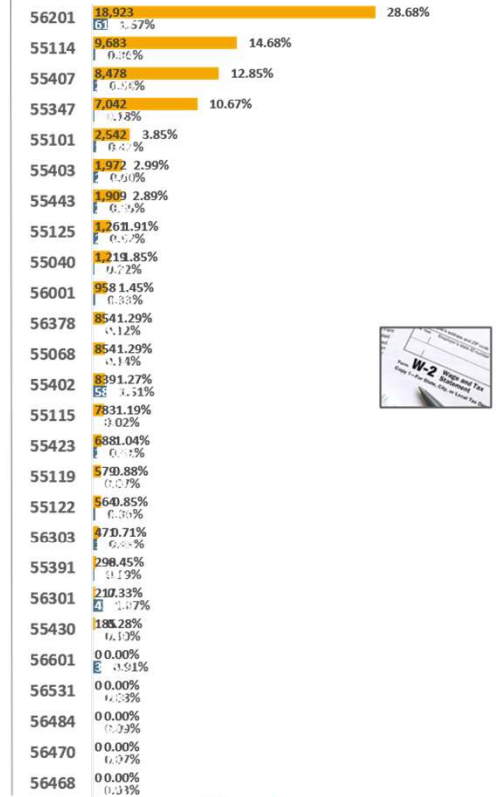
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



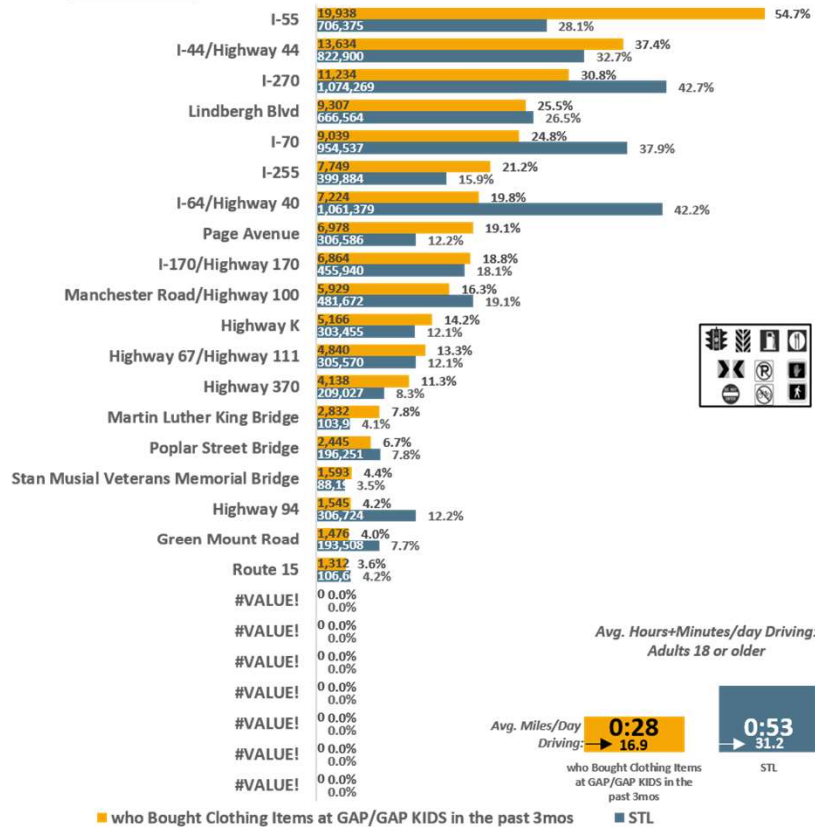
Top-26 Employment Zip Codes: Adults 18 or older



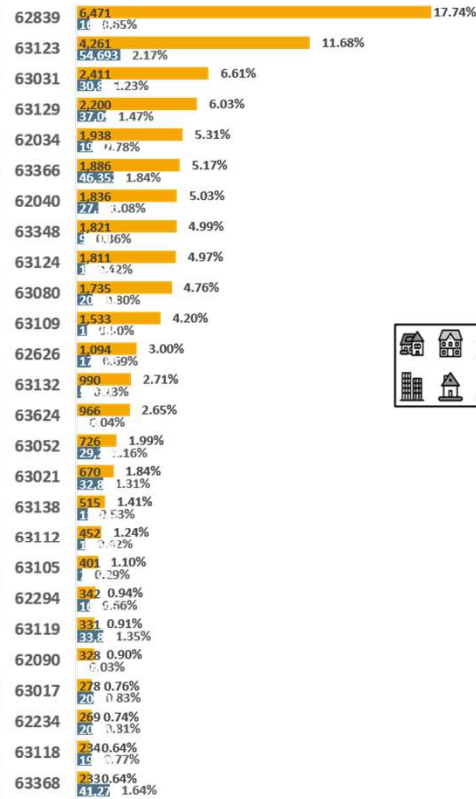


31,872 or 87.4% of Adults 18 or older who Bought Clothing Items at GAP/GAP KIDS in the past 3mos spend an average of 29. minutes per day driving an average of 16.9 miles each day and are 94.8% more likely to use I-55 than the Metro average.

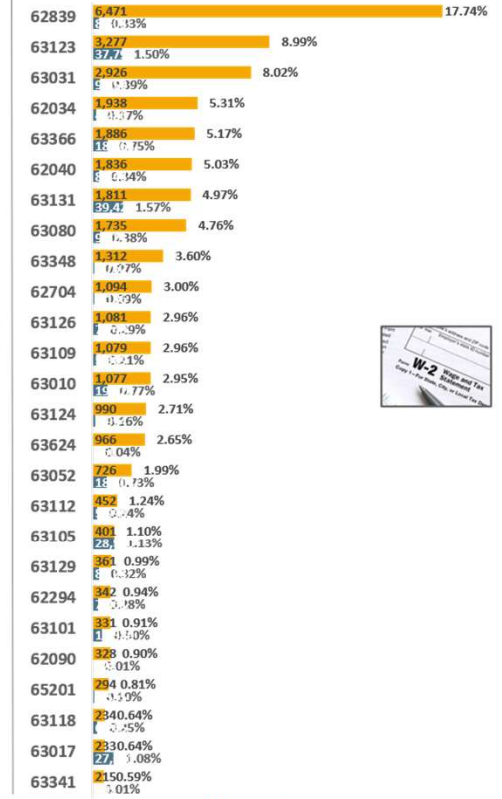
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



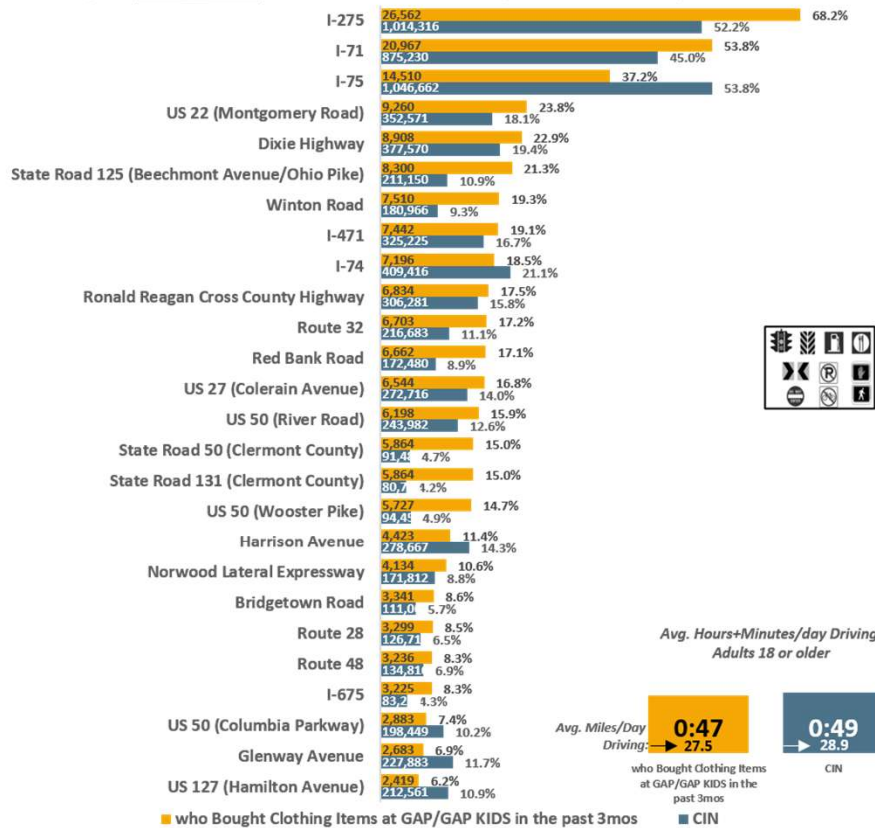
Top-26 Employment Zip Codes: Adults 18 or older





38,532 or 98.9% of Adults 18 or older who Bought Clothing Items at GAP/GAP KIDS in the past 3mos spend an average of 47.2 minutes per day driving an average of 27.5 miles each day and are 262.2% more likely to use State Road 131 (Clermont County) than the

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

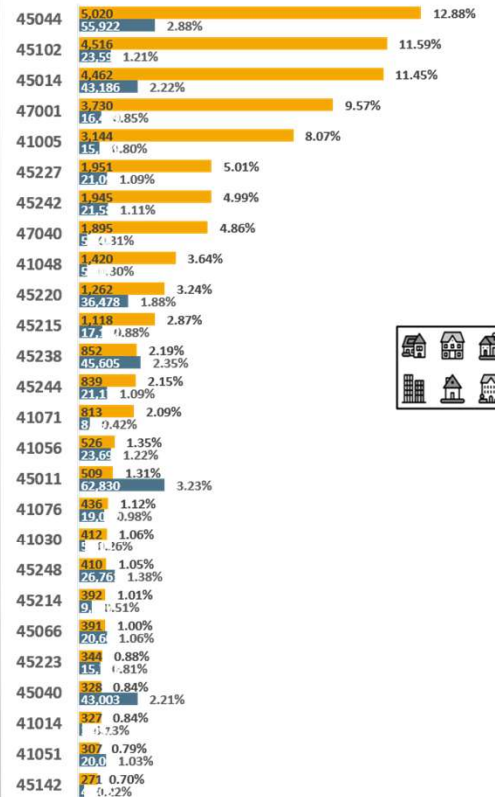


Avg. Hours+Minutes/day Driving:
Adults 18 or older

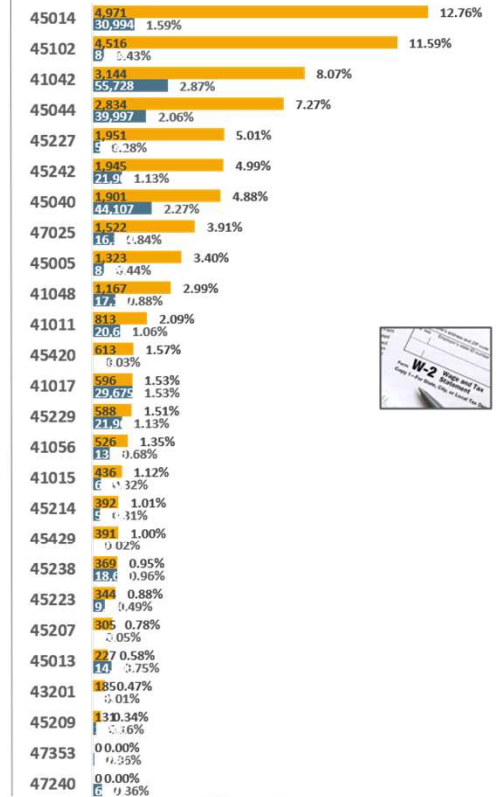
Avg. Miles/Day
Driving:



Top-26 Residential Zip Codes: Adults 18 or older



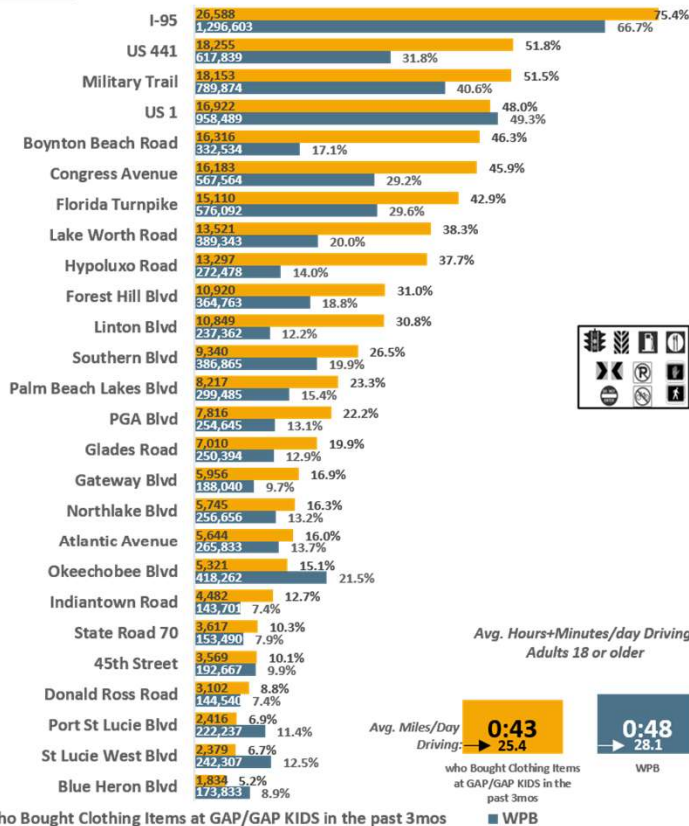
Top-26 Employment Zip Codes: Adults 18 or older



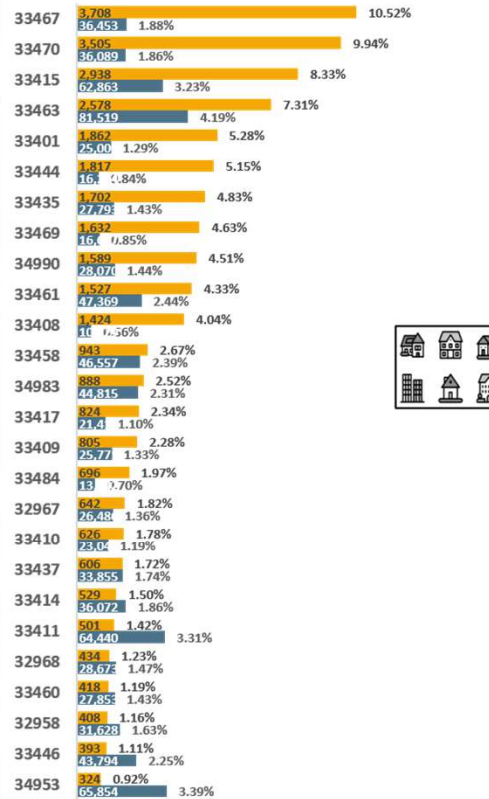


32,743 or 92.9% of Adults 18 or older who Bought Clothing Items at GAP/GAP KIDS in the past 3mos spend an average of 43.6 minutes per day driving an average of 25.4 miles each day and are 170.5% more likely to use Boynton Beach Road than the Metro average

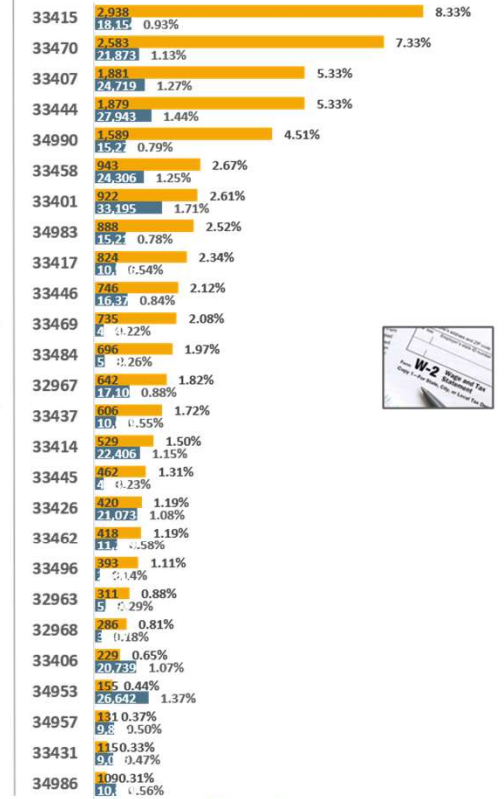
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



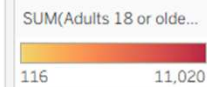
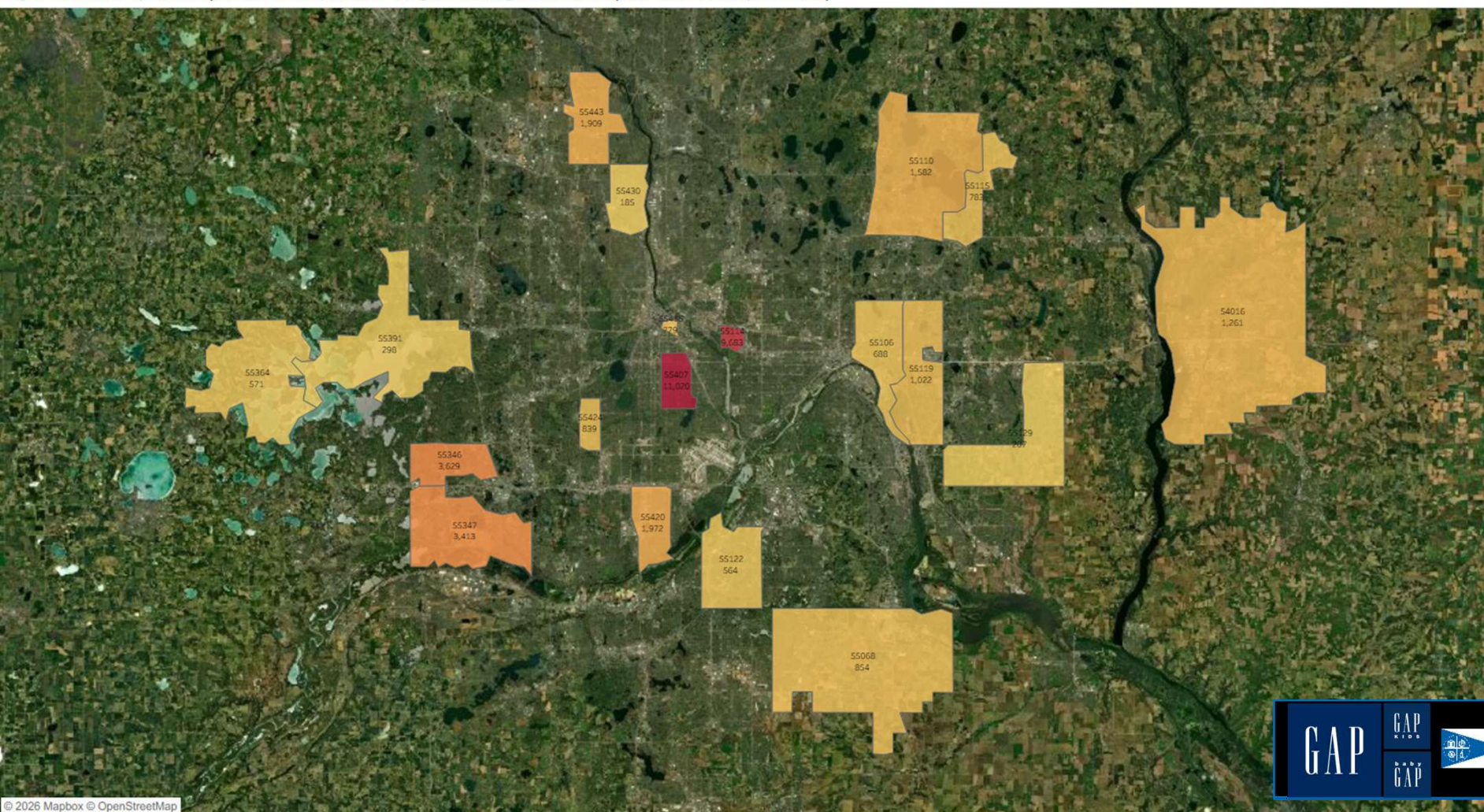
Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



Top Residential Zip Codes: (Adults 18 or older who Bought Clothing Items at GAP/GAP KIDS in the past 3mos)



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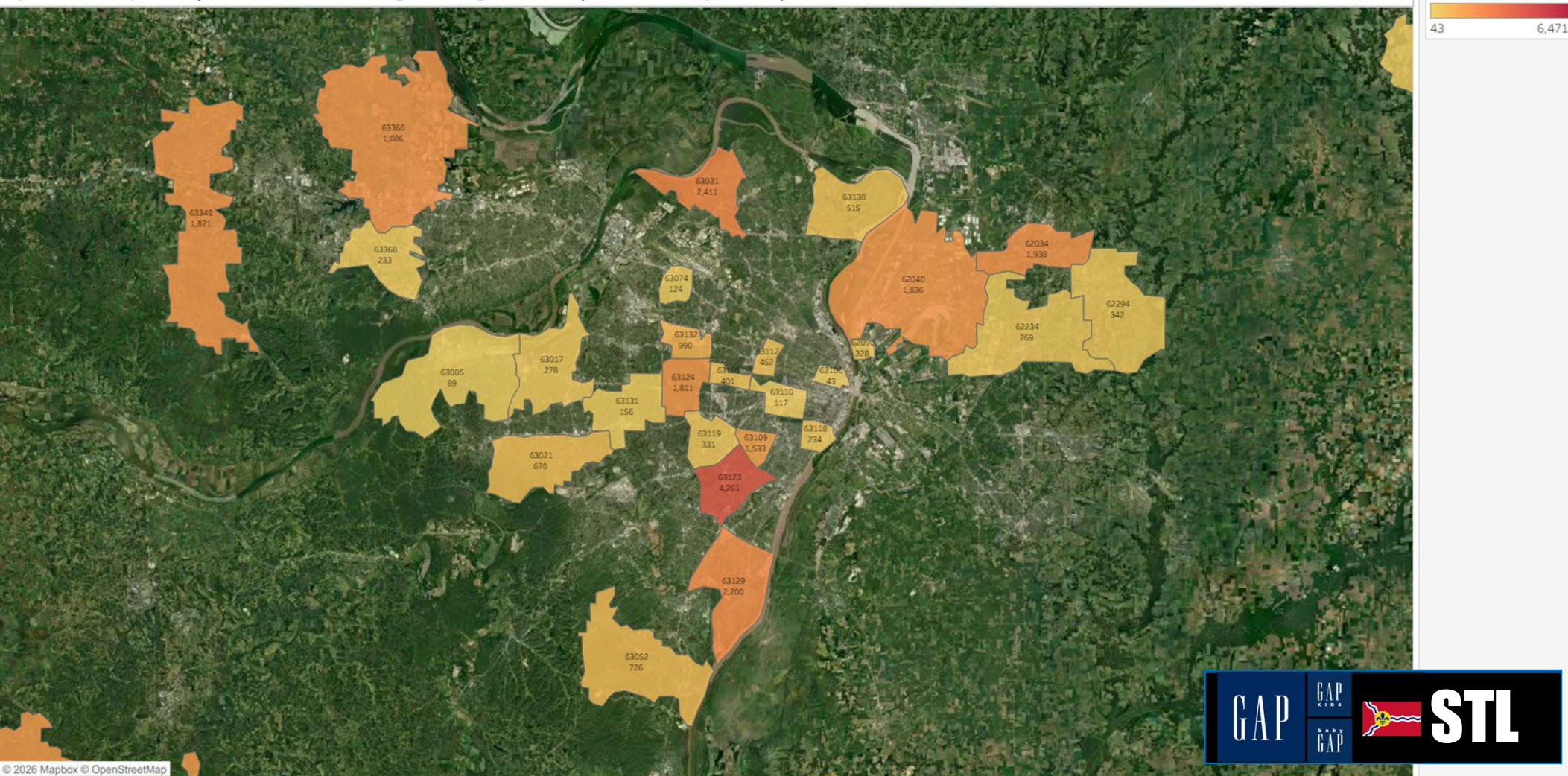
MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 31

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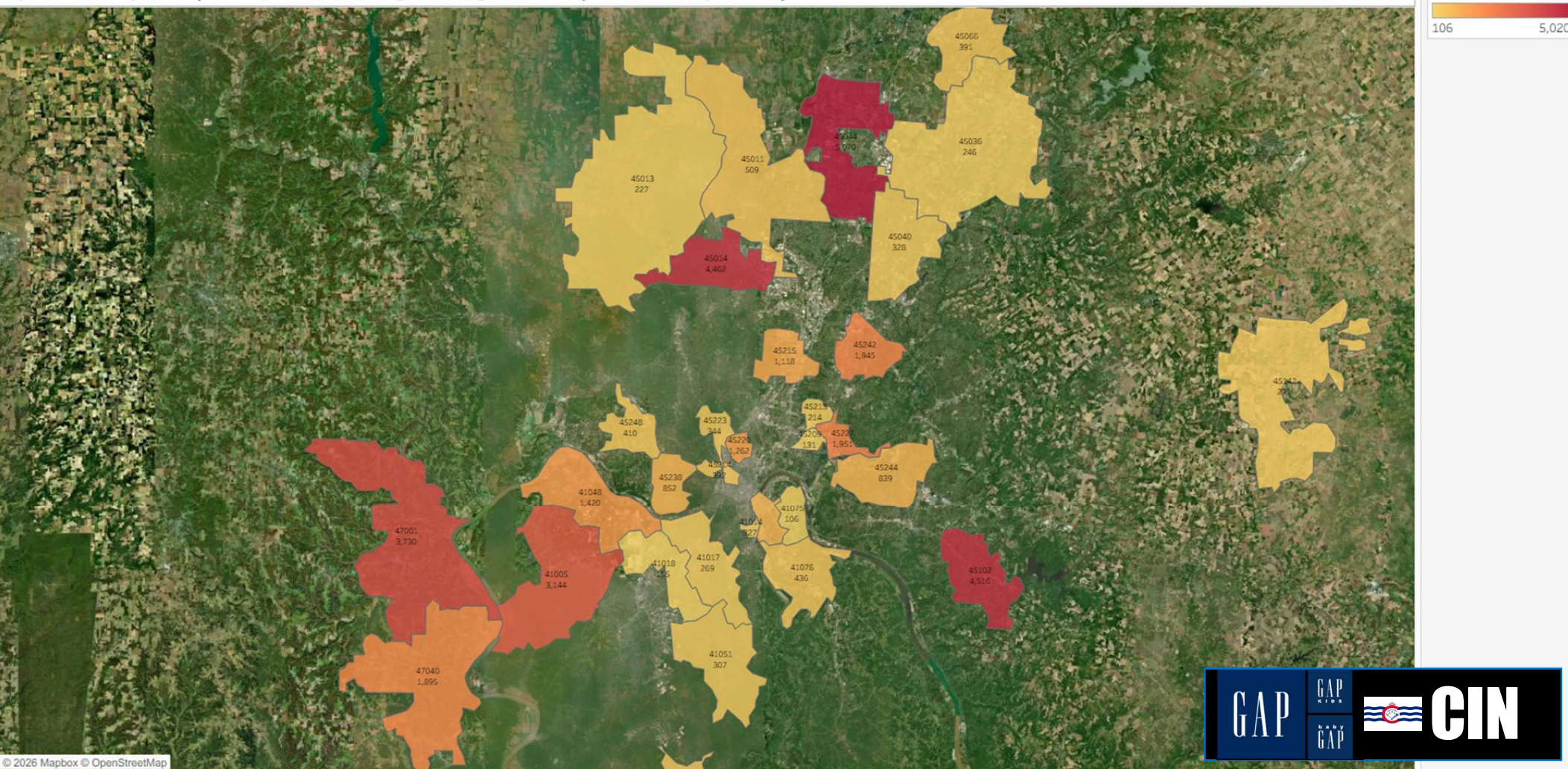
soefa.ai Share of Everything for Anything

Clothing stores bought past 3 months: Gap/Gap Kids

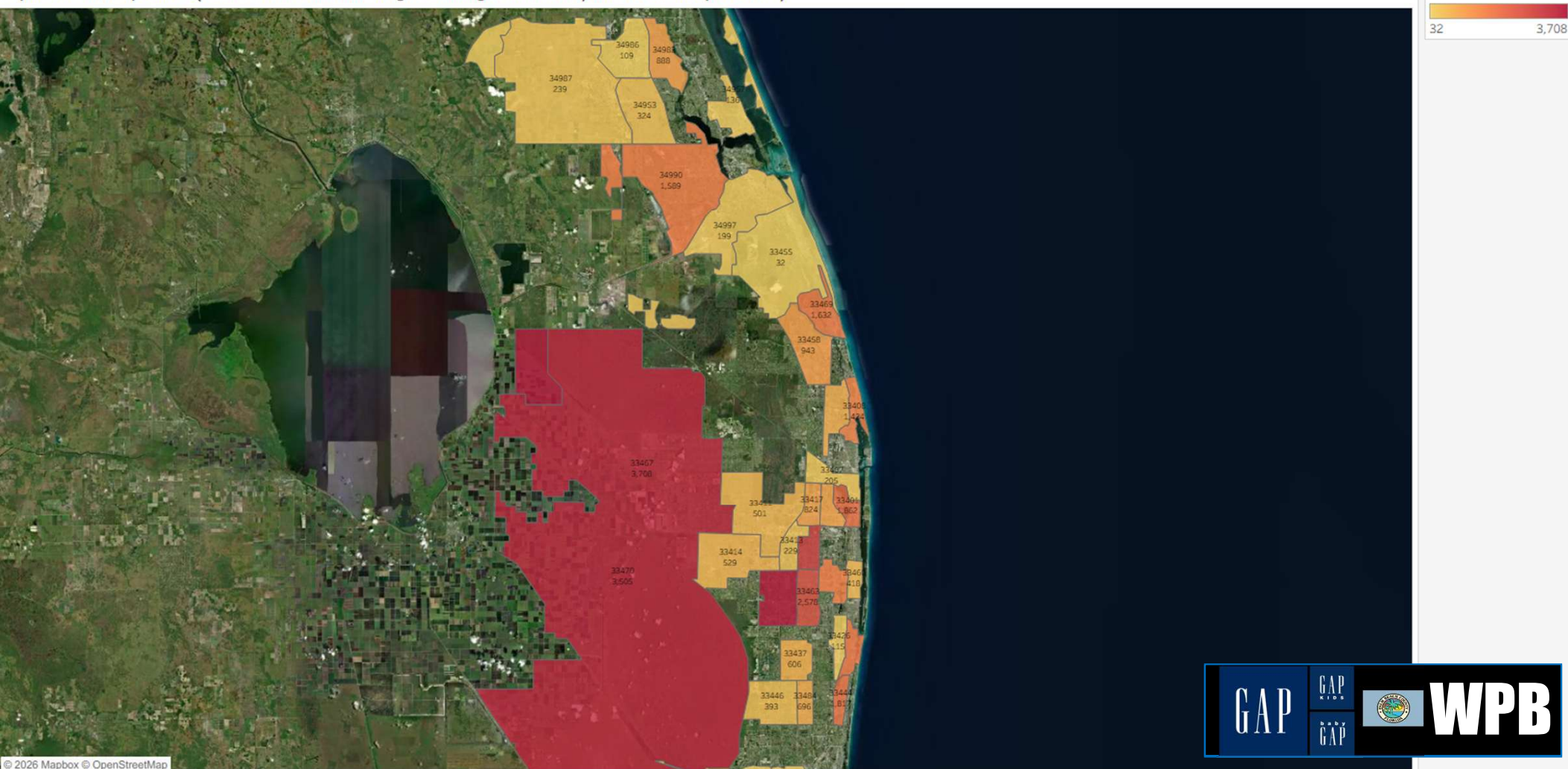
Top Residential Zip Codes: (Adults 18 or older who Bought Clothing Items at GAP/GAP KIDS in the past 3mos)



Top Residential Zip Codes: (Adults 18 or older who Bought Clothing Items at GAP/GAP KIDS in the past 3mos)



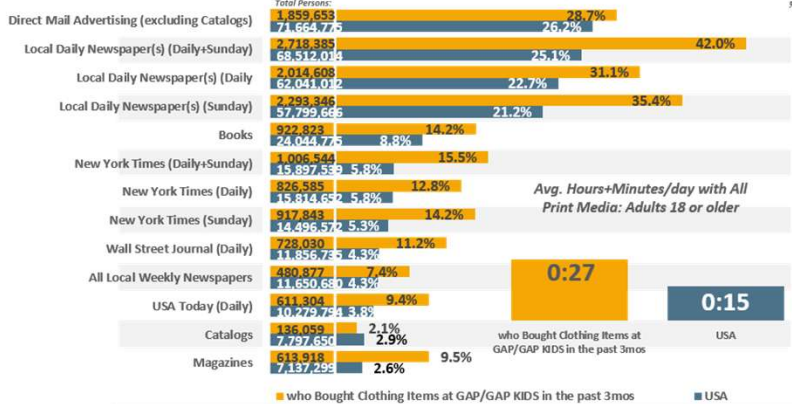
Top Residential Zip Codes: (Adults 18 or older who Bought Clothing Items at GAP/GAP KIDS in the past 3mos)





2,718,385 or 42.% of Adults 18 or older who Bought Clothing Items at GAP/GAP KIDS in the past 3mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.5 minutes every day representing 28.7% of all time spent daily with All forms of Print Med

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

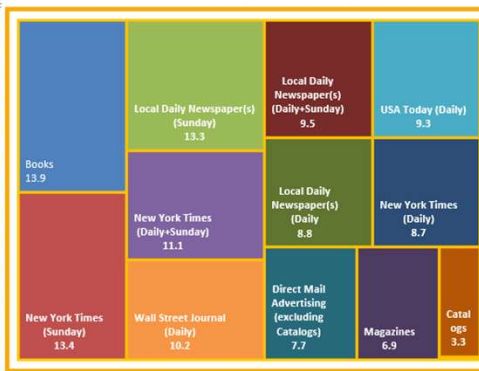


Avg. Hours+Minutes/day with All Print Media: Adults 18 or older

0:27

USA

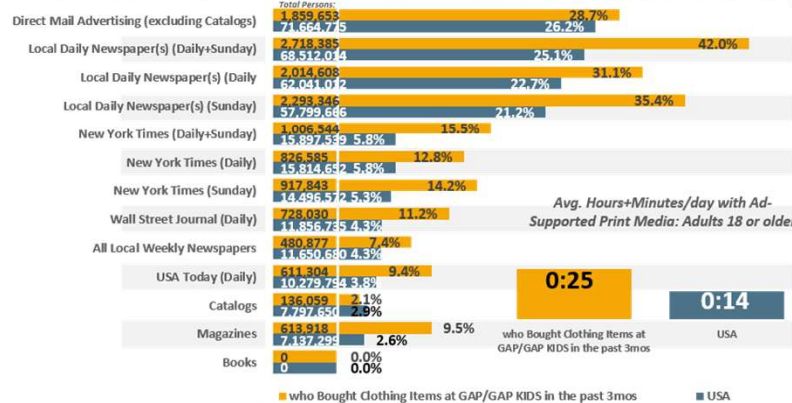
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



who Bought Clothing Items at GAP/GAP KIDS in the past 3mos

USA

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

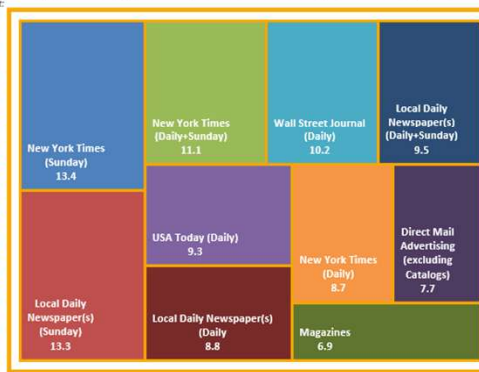


Avg. Hours+Minutes/day with Ad-Supported Print Media: Adults 18 or older

0:25

USA

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



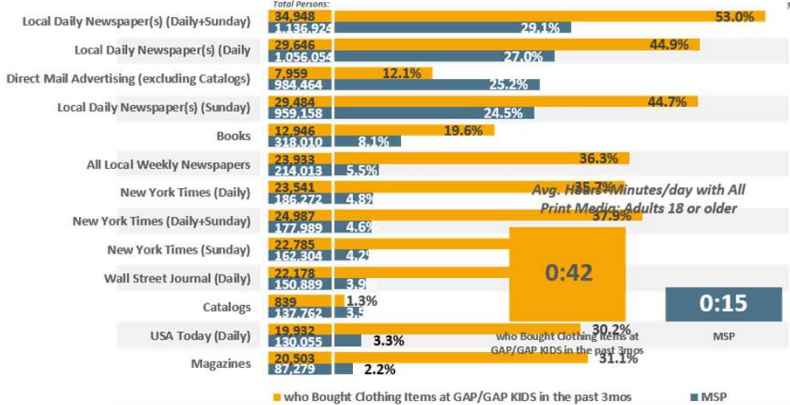
who Bought Clothing Items at GAP/GAP KIDS in the past 3mos

USA

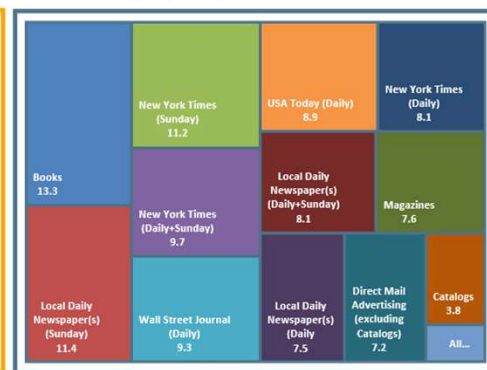
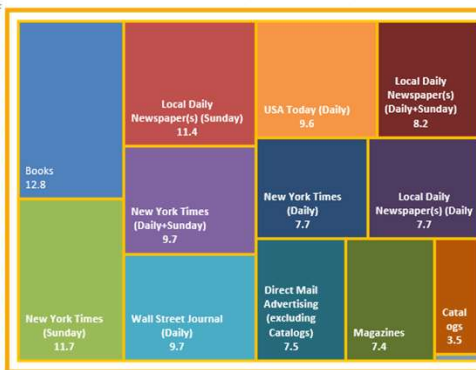


34,948 or 53.% of Adults 18 or older who Bought Clothing Items at GAP/GAP KIDS in the past 3mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.2 minutes every day representing 21.3% of all time spent daily with All forms of Print Media.

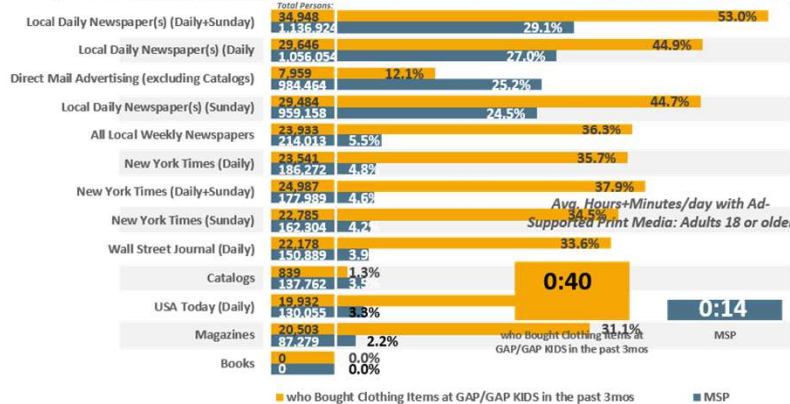
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



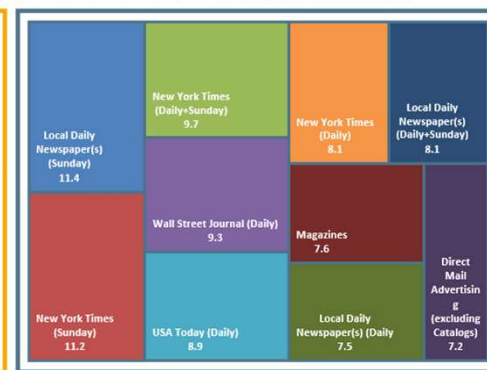
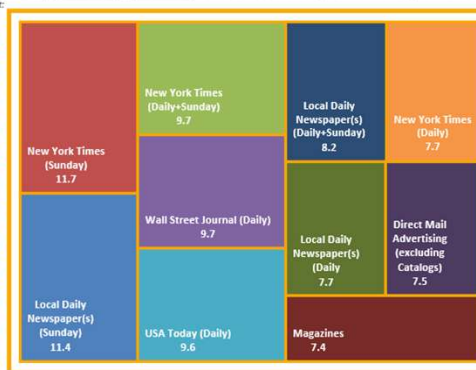
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

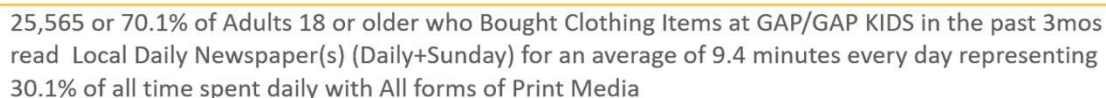


Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



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



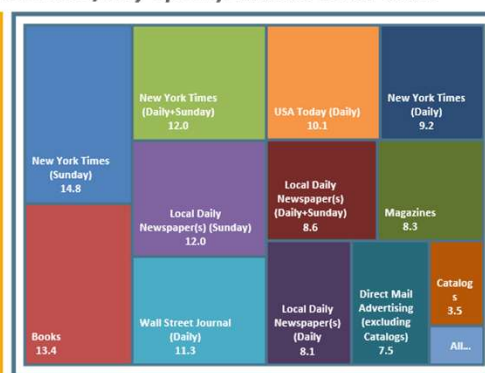


Category	Total Persons	% Time Spent	% of Total
Direct Mail Advertising (excluding Catalogs)	10,809	29.6%	4.4%
Local Daily Newspaper(s) (Daily+Sunday)	531,072	25.1%	14.6%
Local Daily Newspaper(s) (Daily+Sunday)	25,565	70.1%	29.3%
Local Daily Newspaper(s) (Daily)	612,284	24.3%	26.9%
Local Daily Newspaper(s) (Daily)	19,936	54.7%	11.0%
Local Daily Newspaper(s) (Daily)	311,319	24.3%	11.0%
Local Daily Newspaper(s) (Sunday)	21,568	59.1%	18.3%
Local Daily Newspaper(s) (Sunday)	2,676	20.5%	13.0%
Books	267,091	7.3%	2.5%
Books	3,604	9.9%	7.5%
New York Times (Daily)	172,618	6.2%	3.0%
USA Today (Daily)	11,681	32.0%	3.8%
Wall Street Journal (Daily)	145,355	6.2%	7.3%
Wall Street Journal (Daily)	4,987	5.9%	4.6%
New York Times (Daily+Sunday)	147,677	16.4%	4.0%
New York Times (Daily+Sunday)	5,107	14.0%	9.8%
New York Times (Daily+Sunday)	146,158	5.8%	8.6%
New York Times (Sunday)	4,657	12.8%	6.8%
New York Times (Sunday)	133,773	5.1%	4.3%
All Local Weekly Newspapers	396	0.9%	0.0%
All Local Weekly Newspapers	88,255	3.1%	0.6%
Magazines	3,652	10.0%	1.9%
Magazines	70,480	2.8%	1.4%
Catalogs	3,371	9.2%	1.6%
Catalogs	97,367	2.7%	0.6%

0:42 who Bought Clothing Items at GAP/GAP KIDS in the past 3mos

0:16 STL

■ who Bought Clothing Items at GAP/GAP KIDS in the past 3mos ■ STL

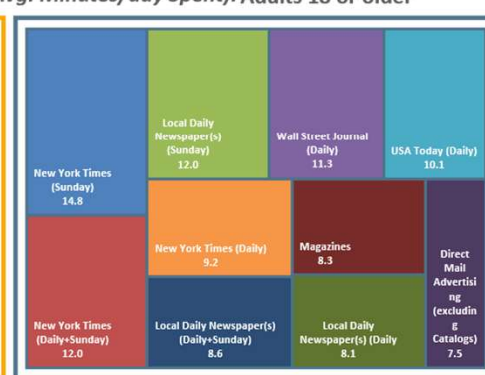


Media Type	who Bought Clothing Items at GAP/GAP KIDS in the past 3mos (%)	STL (%)
Direct Mail Advertising (excluding Catalogs)	29.6%	4.5%
Local Daily Newspaper(s) (Daily+Sunday)	70.1%	38.4%
Local Daily Newspaper(s) (Daily)	54.7%	11.3%
Local Daily Newspaper(s) (Sunday)	59.1%	18.8%
New York Times (Daily)	9.3%	3.8%
USA Today (Daily)	32.0%	4.1%
Wall Street Journal (Daily)	16.4%	4.8%
New York Times (Daily+Sunday)	14.0%	6.3%
New York Times (Sunday)	12.8%	7.0%
All Local Weekly Newspapers	10.9%	0.6%
Magazines	2.8%	1.5%
Catalogs	2.7%	1.0%
Books	0.0%	0.0%

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

0:41 (who Bought Clothing Items at GAP/GAP KIDS in the past 3mos)

0:15 (STL)



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for Anything .

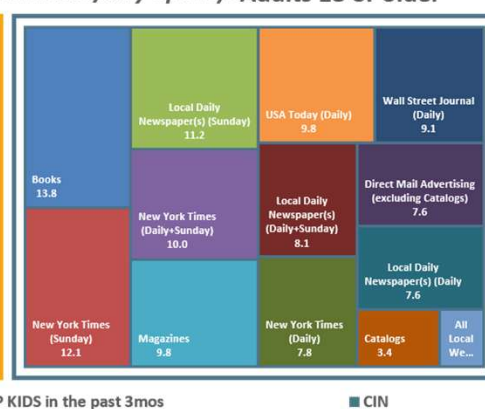


Category	Total Persons	Who Bought Clothing Items at GAP/GAP KIDS in the past 3 mos	CIN
Direct Mail Advertising (excluding Catalogs)	15,688	40.2%	
Local Daily Newspaper(s) (Daily+Sunday)	9,704	24.9%	
Local Daily Newspaper(s) (Daily)	8,213	21.1%	
Local Daily Newspaper(s) (Sunday)	8,187	21.0%	
Books	4,799	12.3%	
USA Today (Daily)	2,608	6.7%	
New York Times (Daily)	7,445	19.1%	
New York Times (Daily+Sunday)	9,411	14.3%	
New York Times (Sunday)	5,064	13.0%	
Wall Street Journal (Daily)	2,852	7.3%	
Catalogs	5,150	8.5%	
Magazines	1,005	2.6%	
All Local Weekly Newspapers	54,973	2.8%	

Avg. Hours+Minutes/day with All Print Media: Adults 18 or older

0:18 (Who Bought Clothing Items at GAP/GAP KIDS in the past 3 mos)

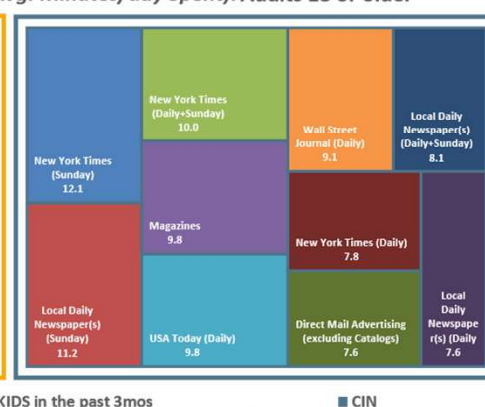
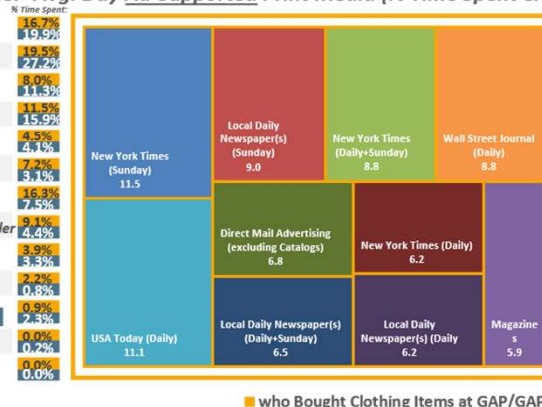
0:13 (CIN)



Print Media Category	CIN (%)	GAP/GAP KIDS (%)
Direct Mail Advertising (excluding Catalogs)	40.2%	37.4%
Local Daily Newspaper(s) (Daily+Sunday)	24.9%	20.7%
Local Daily Newspaper(s) (Daily)	21.1%	18.3%
Local Daily Newspaper(s) (Sunday)	21.0%	17.4%
USA Today (Daily)	5.7%	5.1%
New York Times (Daily)	19.1%	4.5%
New York Times (Daily+Sunday)	14.3%	4.9%
New York Times (Sunday)	13.0%	4.4%
Wall Street Journal (Daily)	7.3%	4.5%
Catalogs	8.5%	7.4%
Magazines	2.8%	2.4%
All Local Weekly Newspapers	1.5%	2.8%
Books	0.0%	0.0%

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

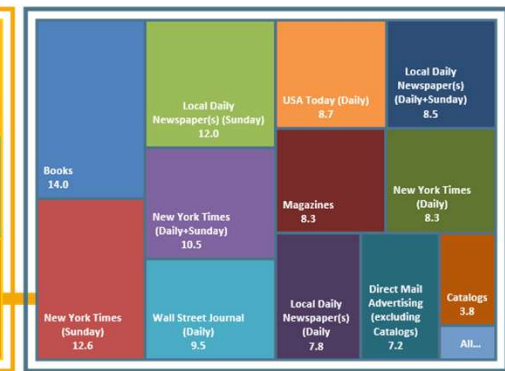
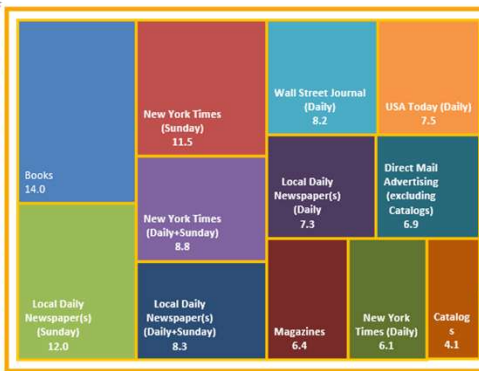
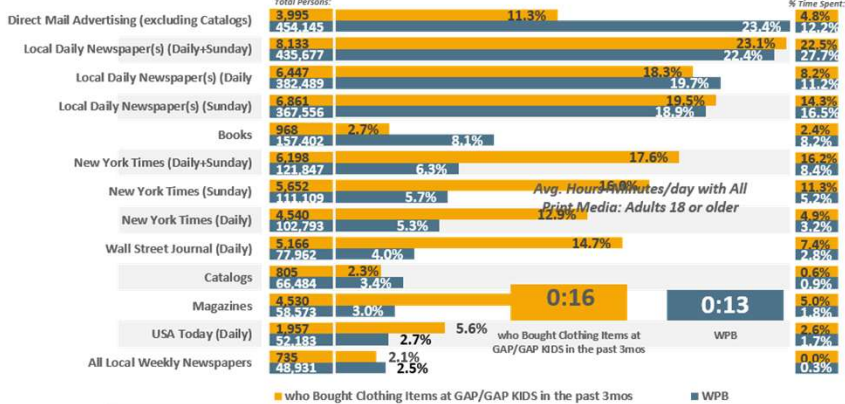
Group	Avg. Hours+Minutes/day
CIN	0:16
GAP/GAP KIDS in the past 3mos	0:12



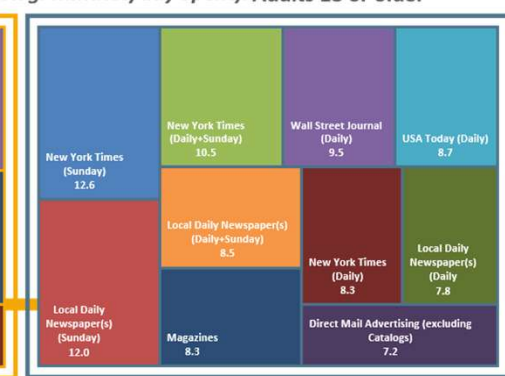
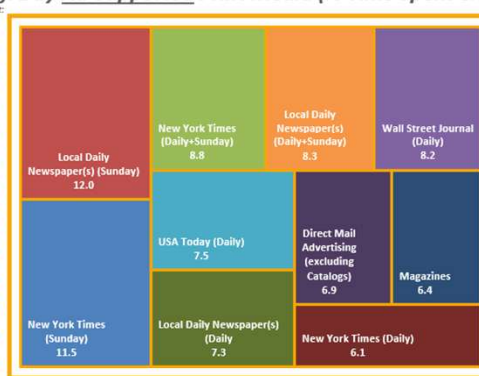
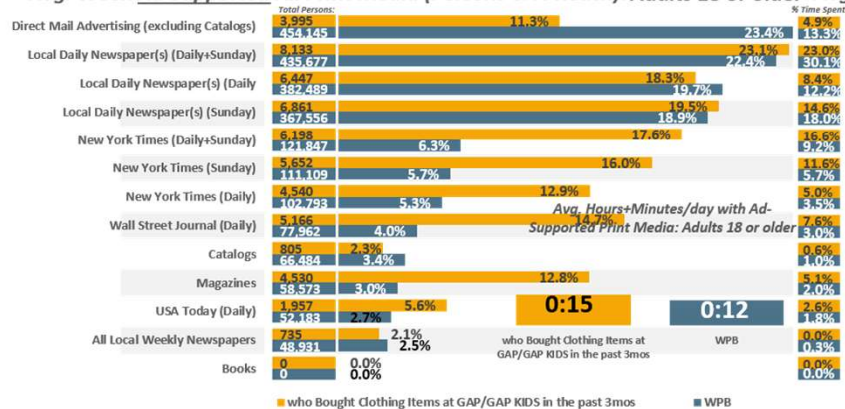


8,133 or 23.1% of Adults 18 or older who Bought Clothing Items at GAP/GAP KIDS in the past 3mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.3 minutes every day representing 23.3% of all time spent daily with All forms of Print Media.

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



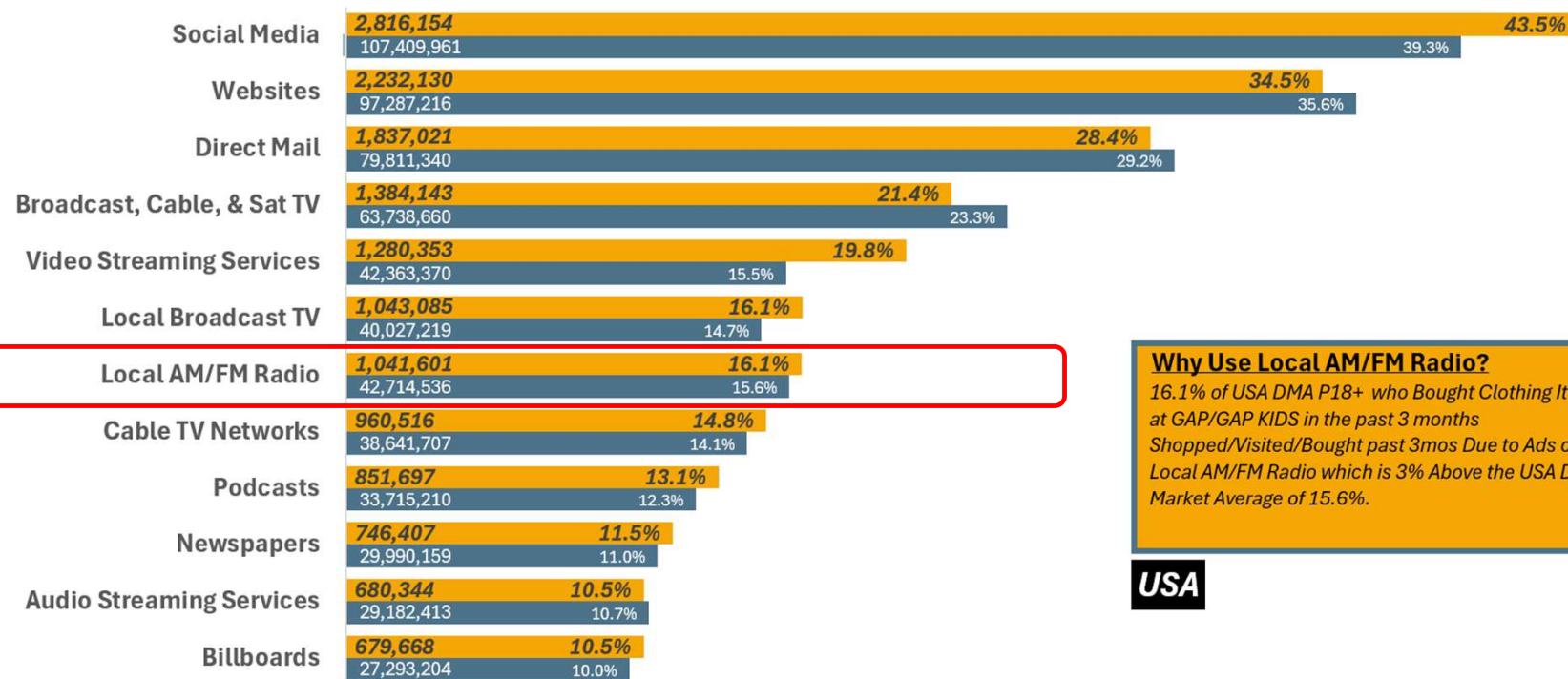
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





"Advertising Actions"

P18+ who Bought Clothing Items at GAP/GAP KIDS in the past 3 months
(Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

16.1% of USA DMA P18+ who Bought Clothing Items at GAP/GAP KIDS in the past 3 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 3% Above the USA DMA Market Average of 15.6%.

USA

■ P18+ who Bought Clothing Items at GAP/GAP KIDS in the past 3 months (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

USA DMA Scarborough R1 2026: Jan25-Mar26 Qual Intab: 641
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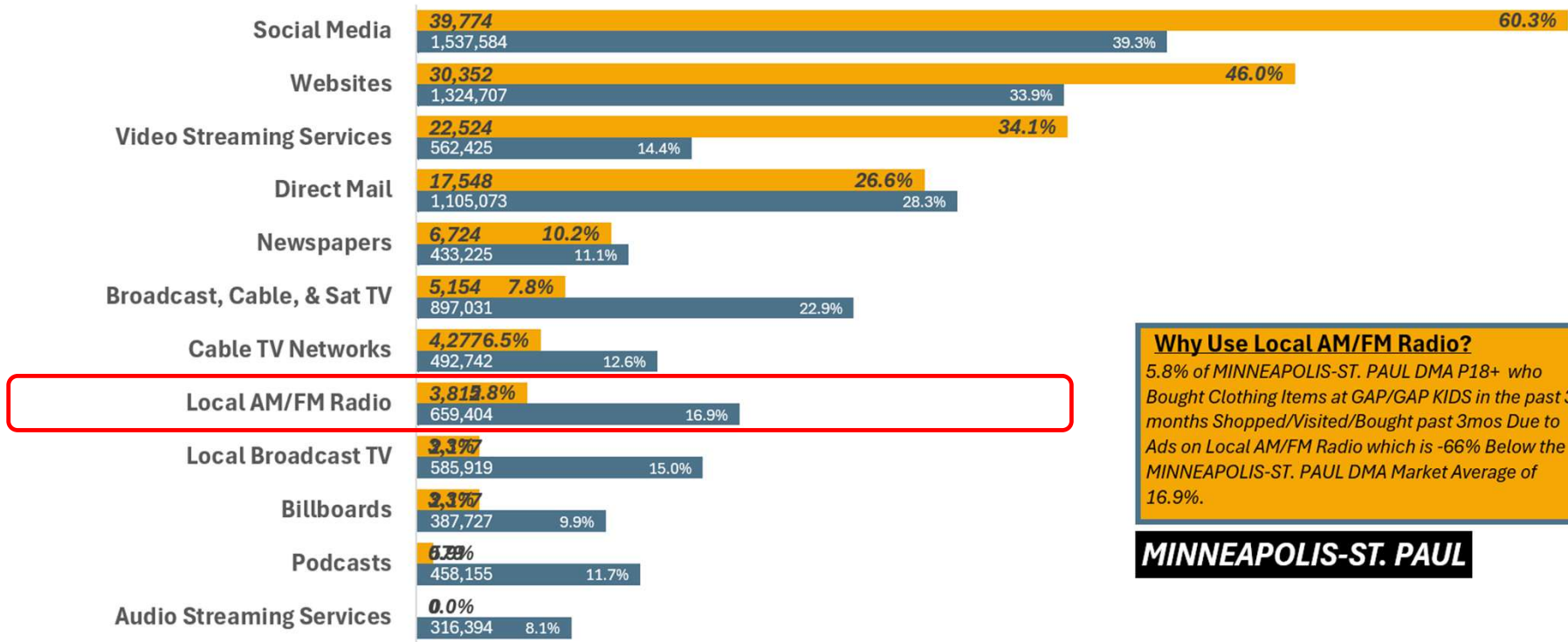
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Clothing stores bought past 3 months: Gap/Gap Kids



"Advertising Actions"

P18+ who Bought Clothing Items at GAP/GAP KIDS in the past 3 months
(Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?
5.8% of MINNEAPOLIS-ST. PAUL DMA P18+ who Bought Clothing Items at GAP/GAP KIDS in the past 3 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -66% Below the MINNEAPOLIS-ST. PAUL DMA Market Average of 16.9%.

MINNEAPOLIS-ST. PAUL

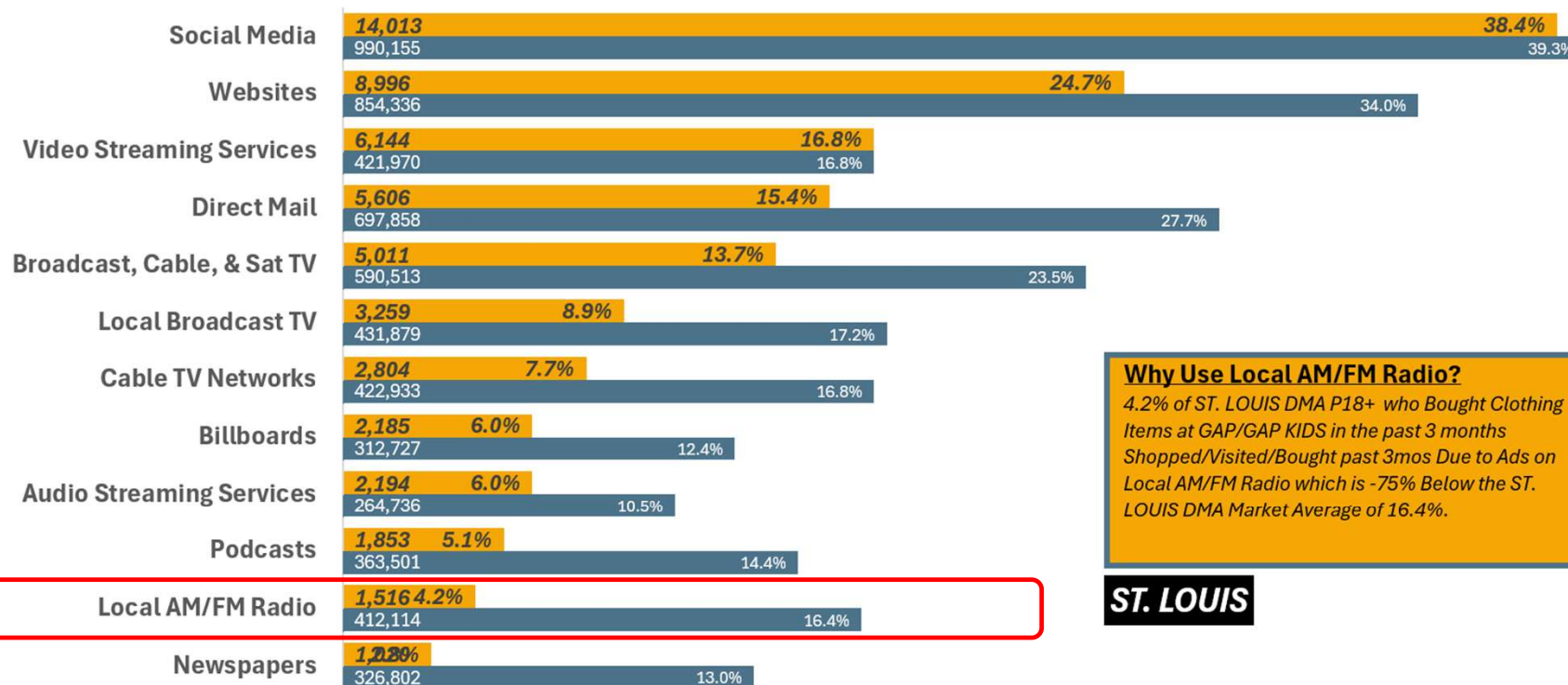
■ P18+ who Bought Clothing Items at GAP/GAP KIDS in the past 3 months (Shopped/Visited/Bought past 3mos Due to Ads on %)
■ P18+ MINNEAPOLIS-ST. PAUL AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 31
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"Advertising Actions"

P18+ who Bought Clothing Items at GAP/GAP KIDS in the past 3 months
(Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

4.2% of ST. LOUIS DMA P18+ who Bought Clothing Items at GAP/GAP KIDS in the past 3 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -75% Below the ST. LOUIS DMA Market Average of 16.4%.

ST. LOUIS

■ P18+ who Bought Clothing Items at GAP/GAP KIDS in the past 3 months (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 45
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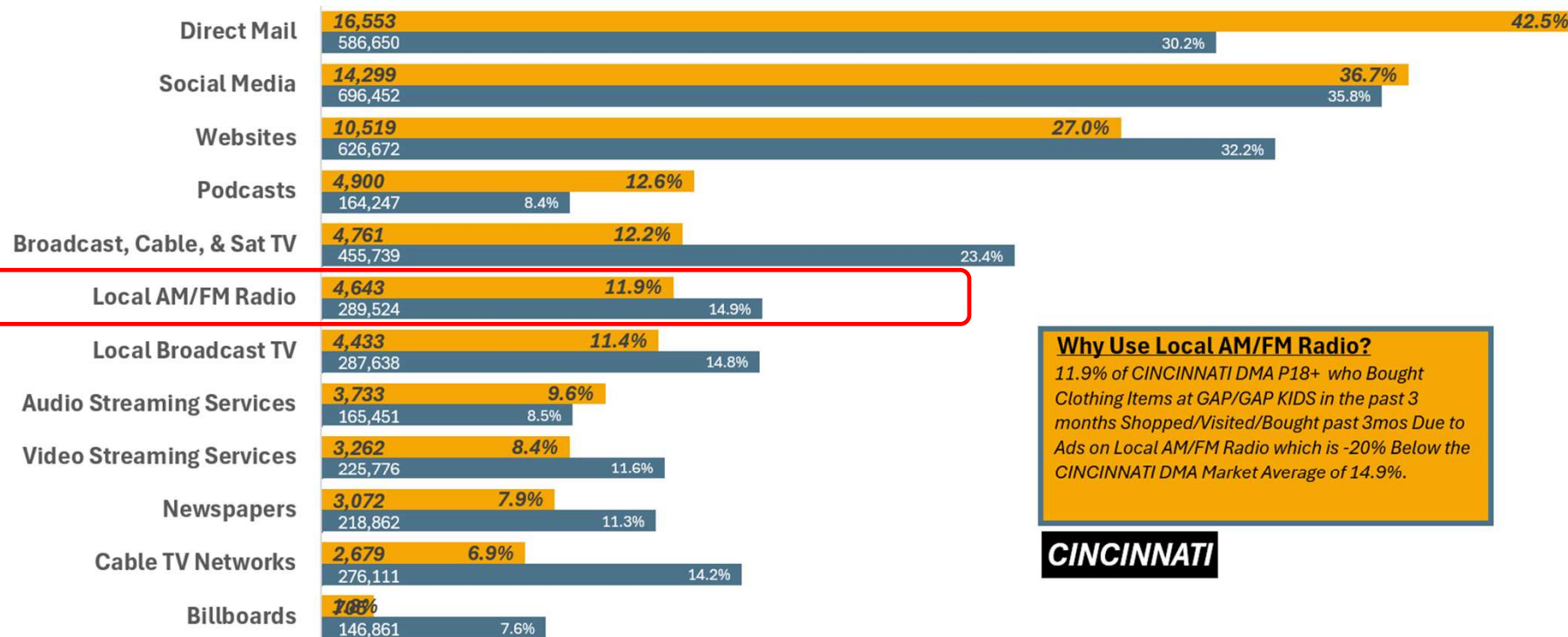
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Clothing stores bought past 3 months: Gap/Gap Kids



"Advertising Actions"

**P18+ who Bought Clothing Items at GAP/GAP KIDS in the past 3 months
(Shopped/Visited/Bought past 3mos Due to Ads on %)**



Why Use Local AM/FM Radio?

11.9% of CINCINNATI DMA P18+ who Bought Clothing Items at GAP/GAP KIDS in the past 3 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -20% Below the CINCINNATI DMA Market Average of 14.9%.

CINCINNATI

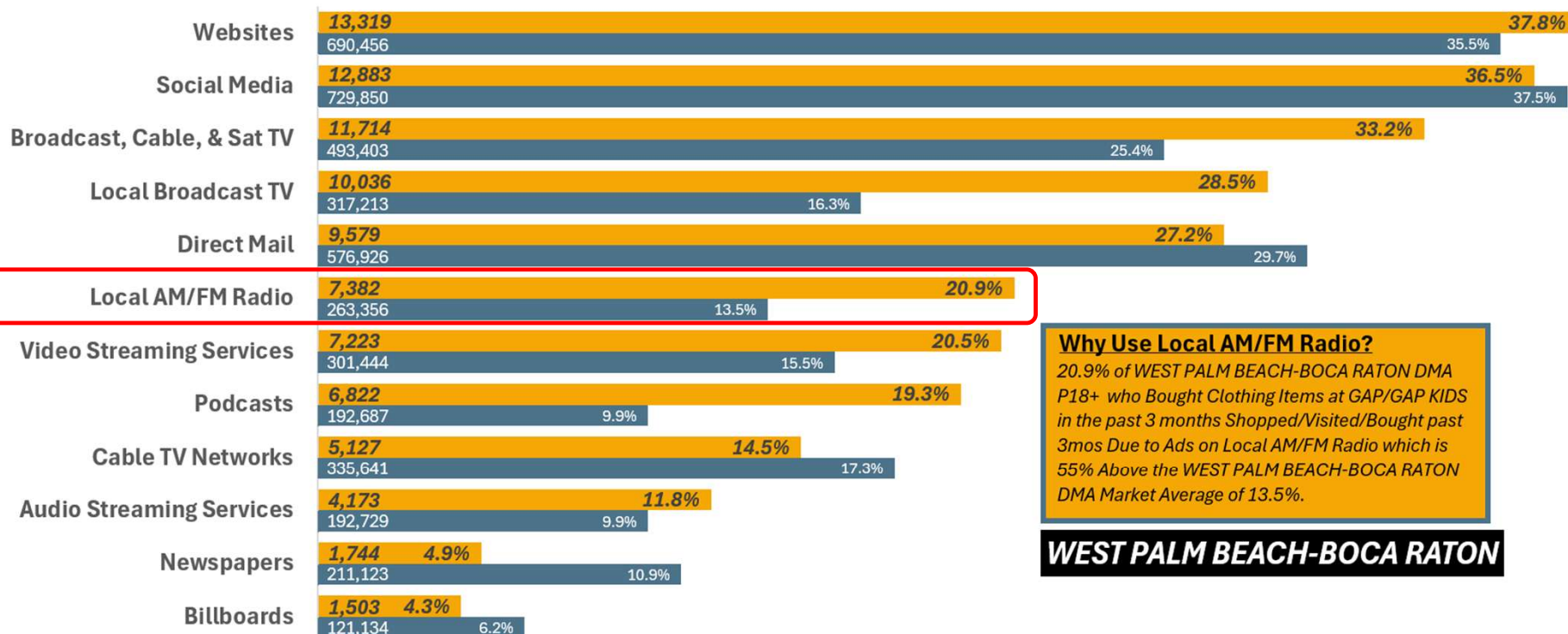
■ P18+ who Bought Clothing Items at GAP/GAP KIDS in the past 3 months (Shopped/Visited/Bought past 3mos Due to Ads on %)

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



"Advertising Actions"

**P18+ who Bought Clothing Items at GAP/GAP KIDS in the past 3 months
(Shopped/Visited/Bought past 3mos Due to Ads on %)**



Why Use Local AM/FM Radio?

20.9% of WEST PALM BEACH-BOCA RATON DMA P18+ who Bought Clothing Items at GAP/GAP KIDS in the past 3 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 55% Above the WEST PALM BEACH-BOCA RATON DMA Market Average of 13.5%.

WEST PALM BEACH-BOCA RATON

■ P18+ who Bought Clothing Items at GAP/GAP KIDS in the past 3 months (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P18+ 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: 57
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Clothing stores bought past 3 months: Gap/Gap Kids