



Insights exchange for the model-driven economy

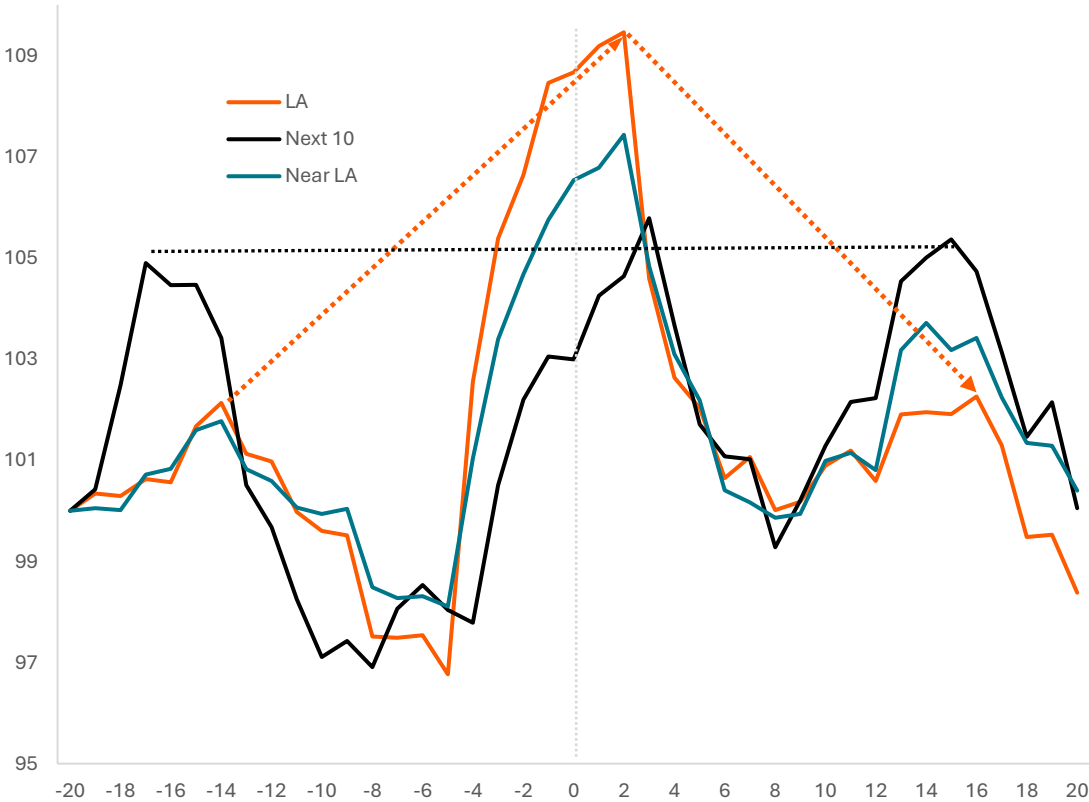
The Grammys Shifts Local Economics with Signals Across Card Spend, Geographic Movement, and Secondary Market Ticket Activity

1. **Grammy Week delivers a measurable local lift:** Credit card spend and foot traffic rise more in the Los Angeles CBSA than in other major U.S. metros during Grammy week.
2. **Consumer behavior skews premium, not just higher:** Restaurant spend shifts further away from QSR toward fine dining around the Grammys, indicating mix effects, not just volume effects.
3. **Cultural demand does not simply grow, it shifts:** Performing arts ticket activity outperforms other events during Grammy week, with one notable exception...the Lakers.
4. **Economic activity rebalances geographically within LA:** ZIP-level POS data shows meaningful redistribution of transactions and spend across the metro during Grammy week.
5. **Listening attention responds differently by cycle stage:** 2025 nominations drove alignment before the winner broke away, while 2026 shows peers lifting first and the favorite separating later.

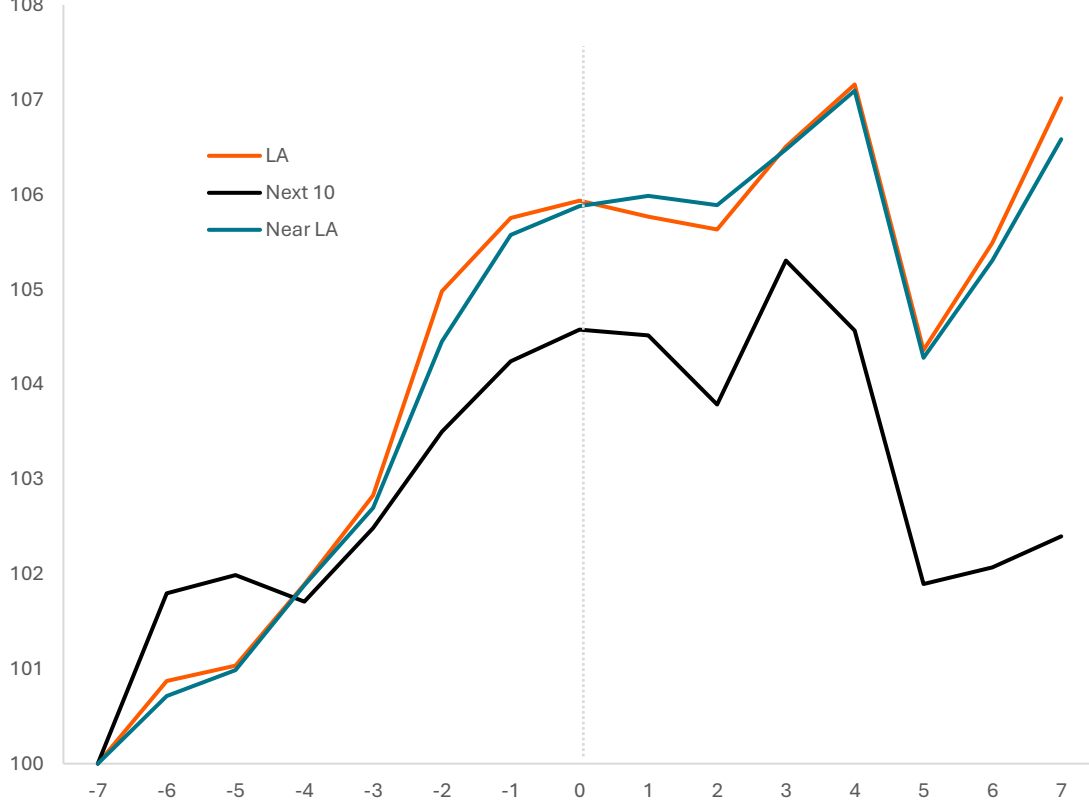
Grammy Week Lifts Card Spend and Foot Traffic in LA and Surrounding Areas

Compared to the ten next largest core-based statistical areas (CBSA), credit card spend and foot traffic both rise noticeably more in and around the Los Angeles area during the week of the Grammy Awards.

7-day rolling credit card spend (left) and retailer foot traffic (right) centered around the 2025 Grammys (Day 0) for CBSA's of Los Angeles, the ten next most populated CBSA's, and three CBSA's nearest to LA (San Diego, Riverside, Oxnard-Thousand Oaks)



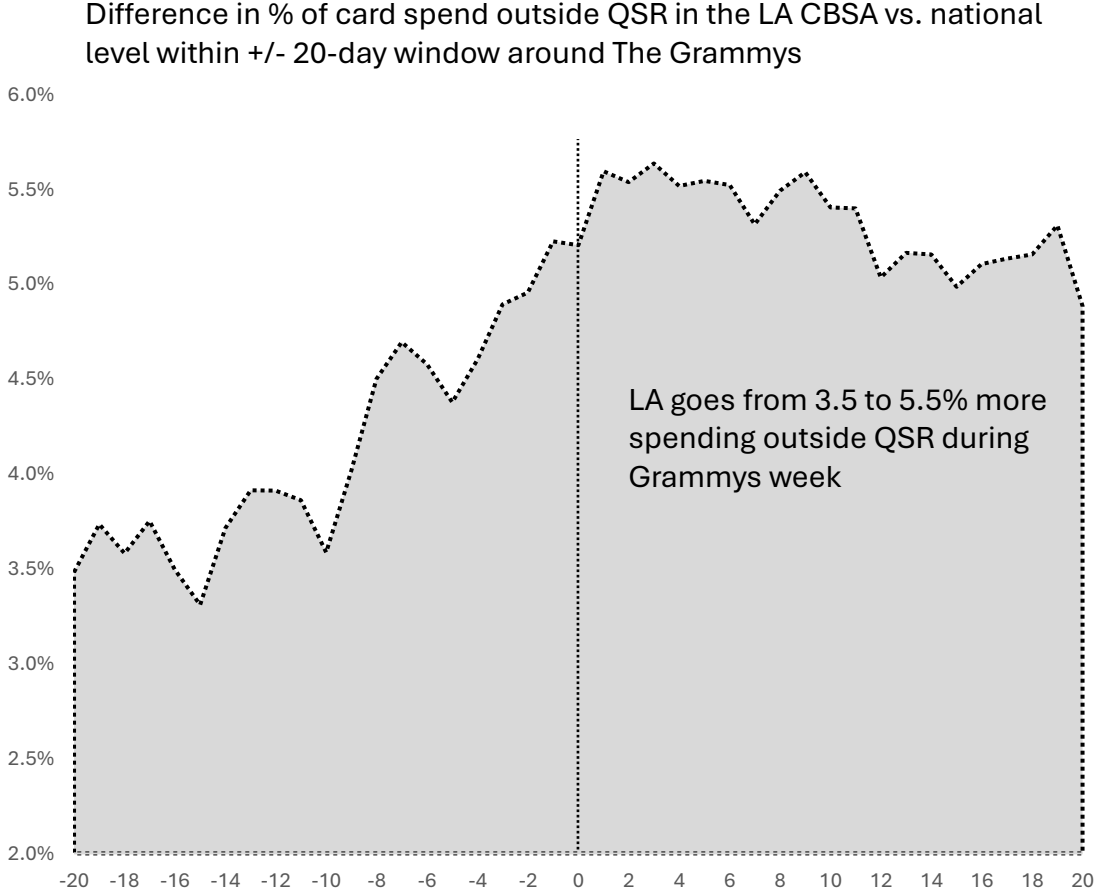
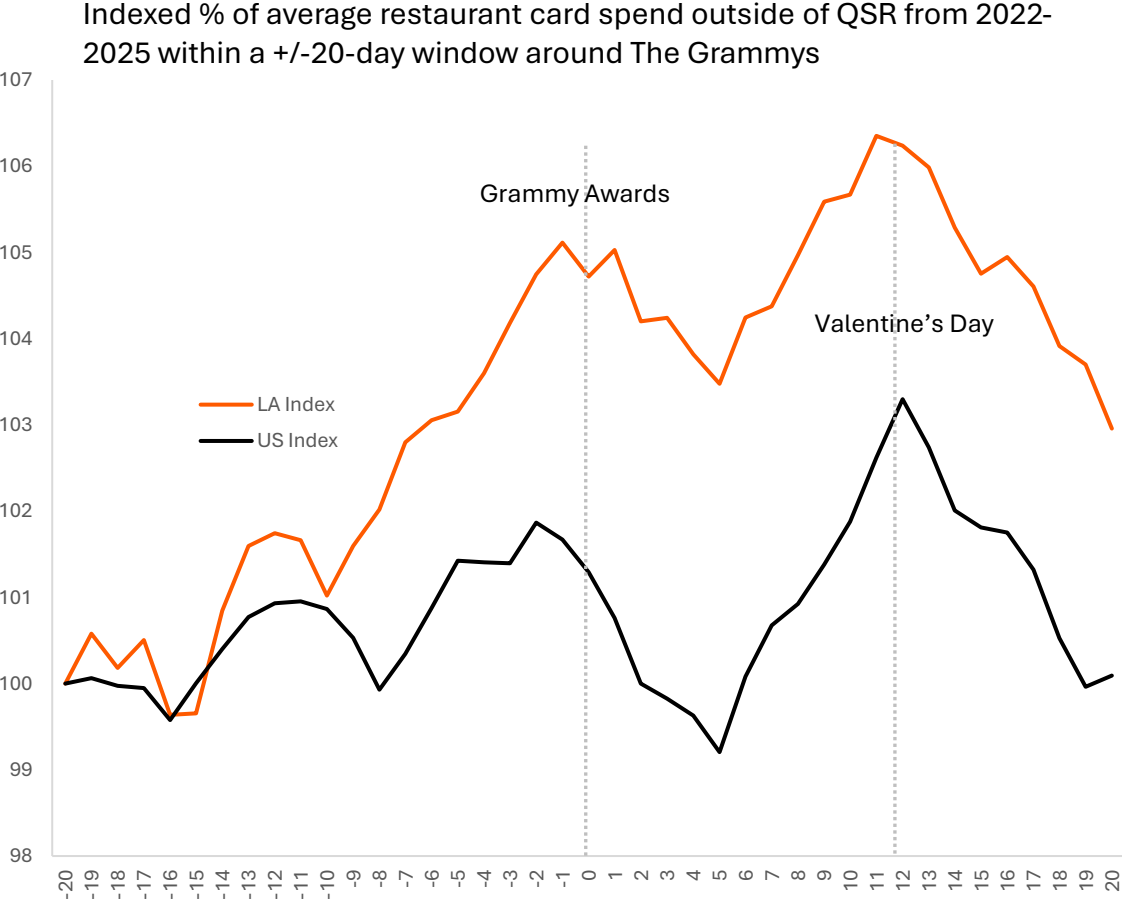
Source: Carbon Arc Credit Card – US Complete Panel CA0056
Price: 4.99 tokens



Source: Carbon Arc Foot Traffic – CA0060
Price: requires row-level bulk data access, available on request

Restaurant Mix Shifts Toward Fine Dining During Grammy Awards Week

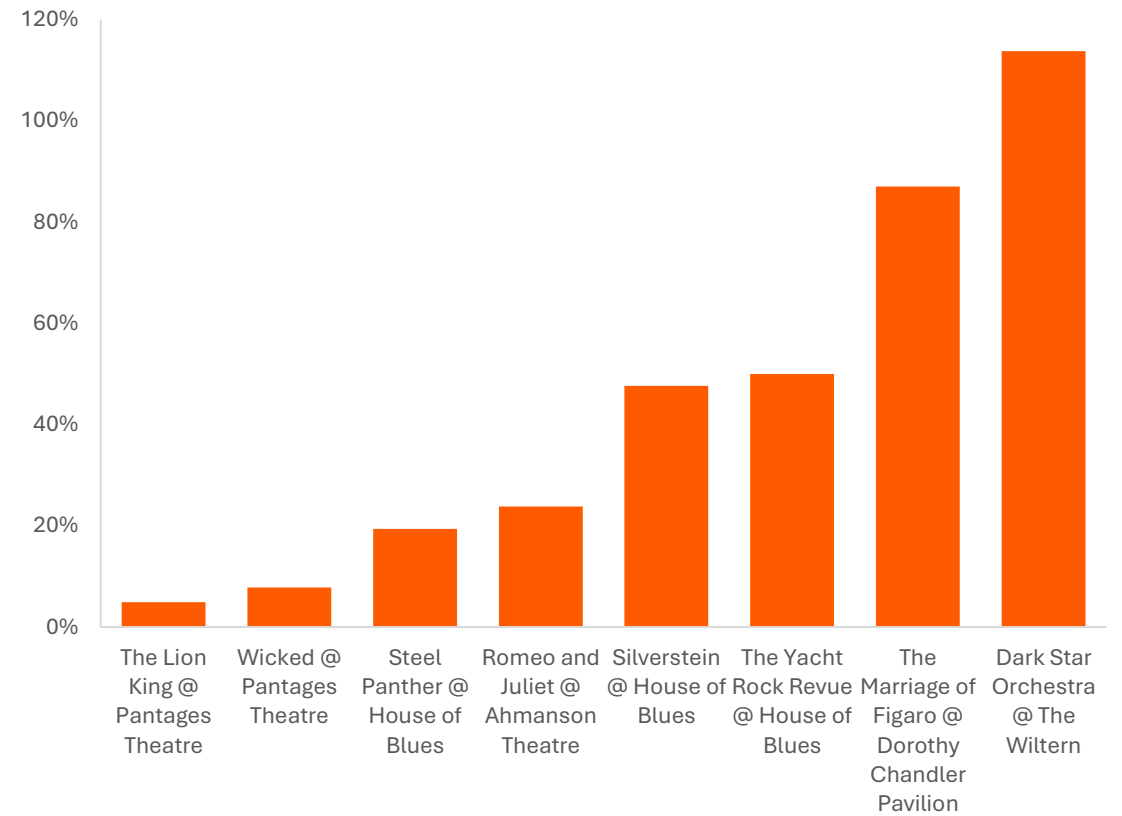
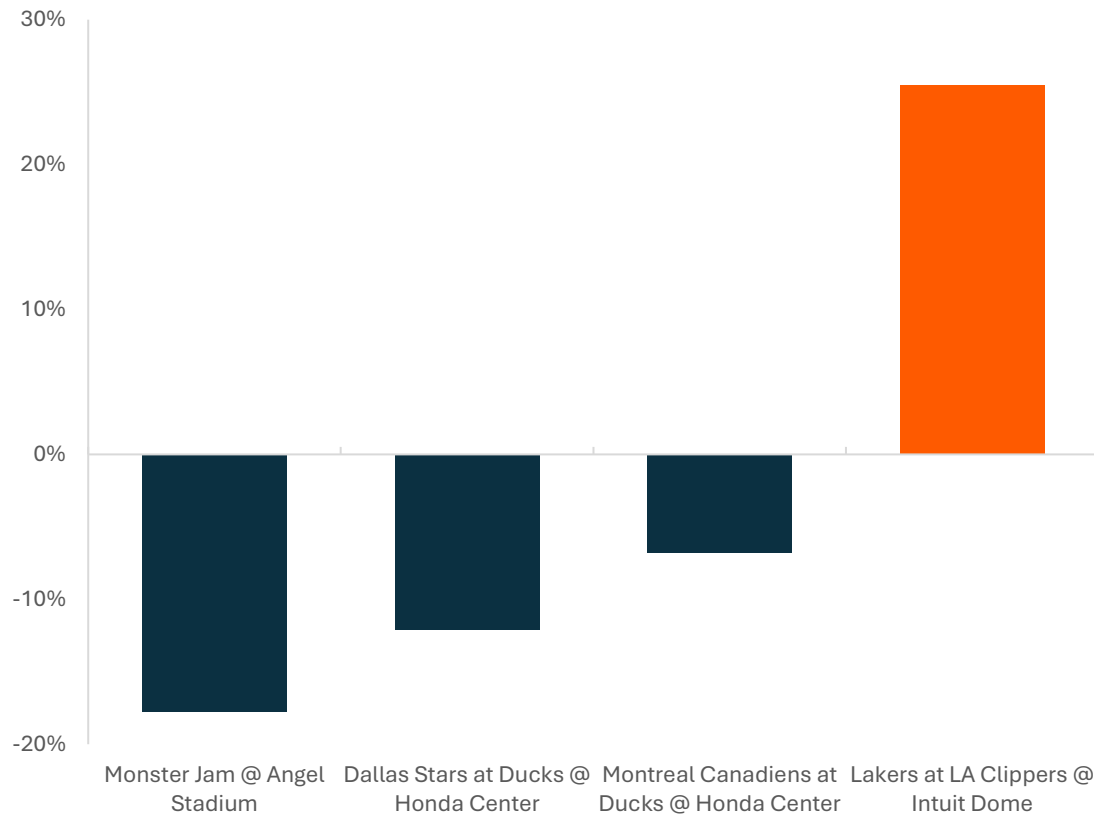
Diners in and around Los Angeles, who normally spend a higher proportion outside of QSR, lift the level of restaurant credit card spend away from QSR even more around the time of The Grammys. Valentine’s Day, however, causes a larger and more universal shift toward finer dining options.



Grammy Week Ticket Activity Shows Favor for Performing Arts, or the “Lake Show”

Over the last three years, ticket activity for the same events, same teams, same venue show greater interest in performing arts during The Grammys week, with the exception being tickets for Lakers vs. Clippers.

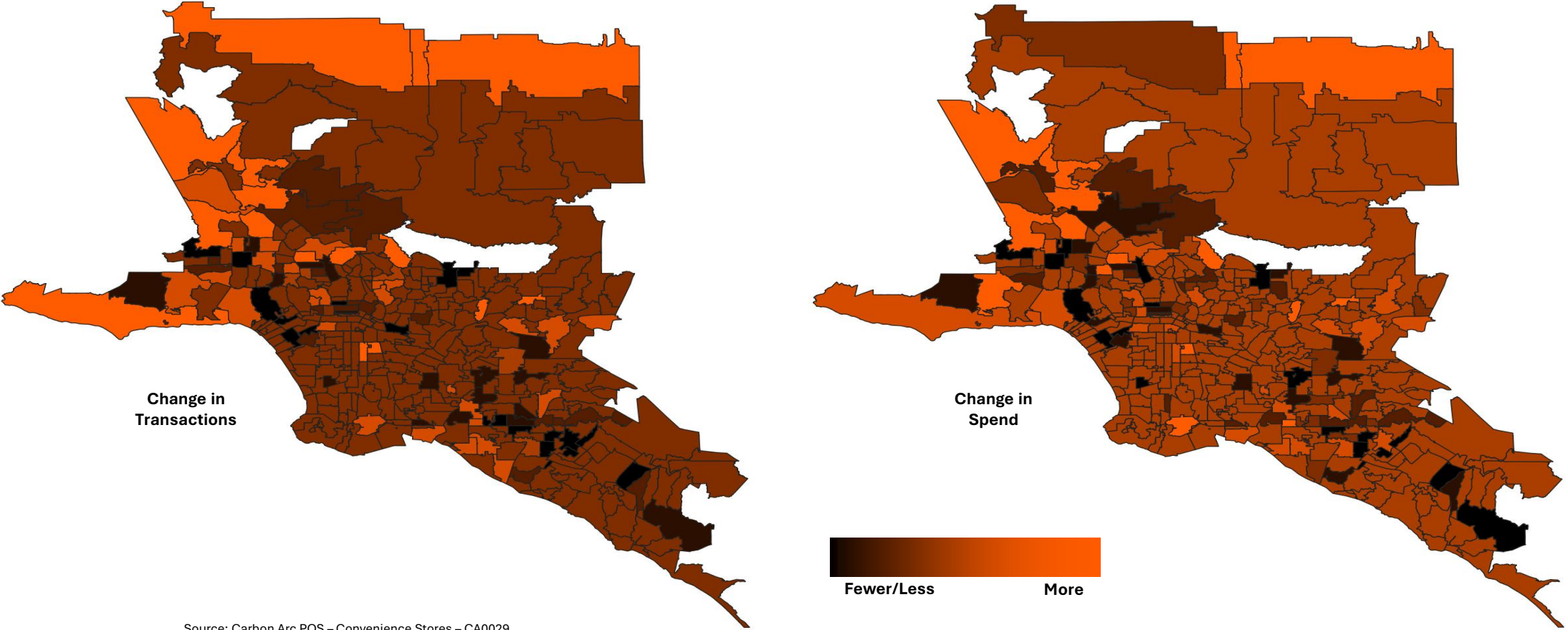
Change in number of secondary market tickets sold per event for non-performing arts (left) vs. performing arts events (right) in the LA Area during Grammys week vs. non-Grammys times, 2023-2025



Geographic Shifts in Transactions & Spend Evident Across Los Angeles CBSA

Compared to the week prior, there were notable changes in point-of-sale transactions and spending within convenience stores at the zip code level across the Los Angeles CBSA during the week centered around the Grammys.

Change in POS transaction volume (left) and spend (right) in the Los Angeles CBSA during the week centered around The Grammys compared to the week prior. Darker zip codes experienced fewer transactions or less spending during the week centered around The Grammys, lighter zips had more.



Listening Trends Differ Post-Nomination, but Favorites Show Similar Late Moves

Post-nominations 2025, streams of Beyonce (betting favorite and Best Album winner) on YouTube moved in-line with other nominees before separating two weeks pre-event. In 2026, Bad Bunny (current favorite) lagged as other nominees drew more attention, but a similar pre-event separation has appeared.

7-day rolling indexed artist streams on YouTube for the 2025 (left) and 2026 (right) Best Album nominees and betting favorites. Values are indexed to 100 on nomination dates each year.

