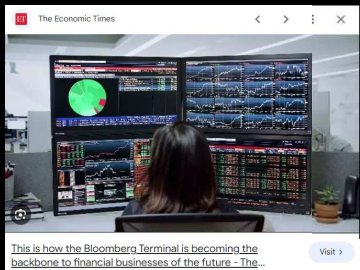


# USA+4 More DMAs – P18+ who Plan to Buy a SMARTWATCH in the next 12 months!

## 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 Plan to Buy a SMARTWATCH** in the next 12 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!**

Items/services HHLD plans to buy in next 12 months (HHLD): Smartwatch







3.7% or 10,231,069 of USA DMA Adults 18 or older Plan to Buy a SMARTWATCH in the next 12 months. Typical Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months are 41.9 years old (14.2% younger than average) and have a \$115,715 (1.3% lower than average) annual household income.

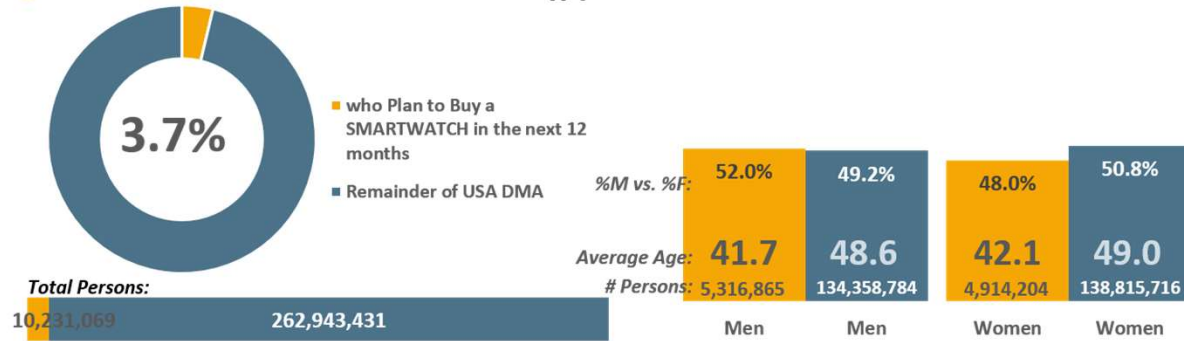


Percent of Market: Adults 18 or older

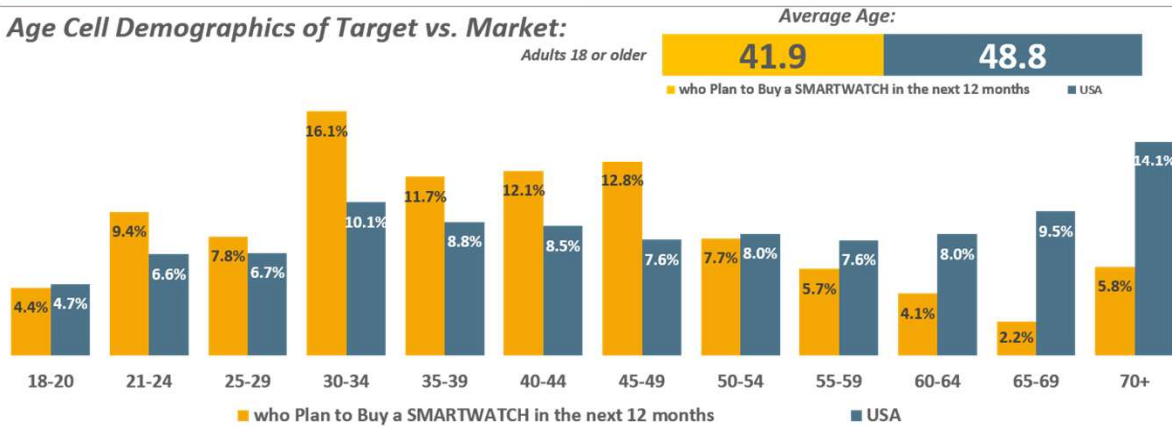


Gender of Target vs. Market: Adults 18 or older

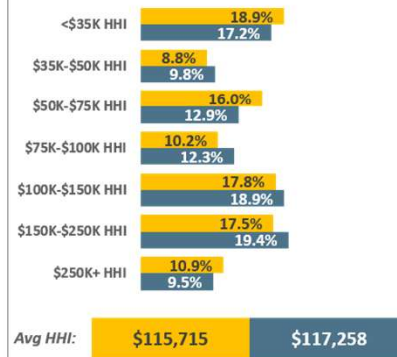
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 879  
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Items/services HHLD plans to buy in next 12 months (HHLD): Smartwatch





3.6% or 139,252 of MINNEAPOLIS DMA Adults 18 or older Plan to Buy a SMARTWATCH in the next 12 months. Typical Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months are 39.7 years old (18.9% younger than average) and have a \$94,847 (17.1% lower than average) annual household income.

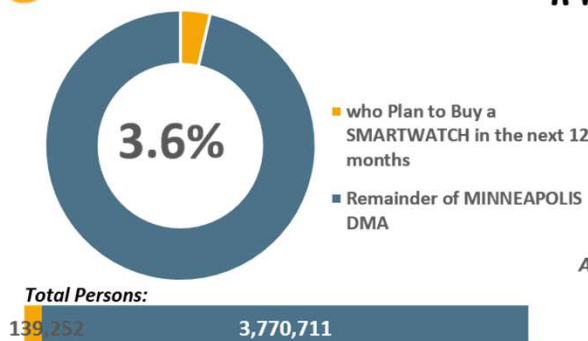


Percent of Market: Adults 18 or older



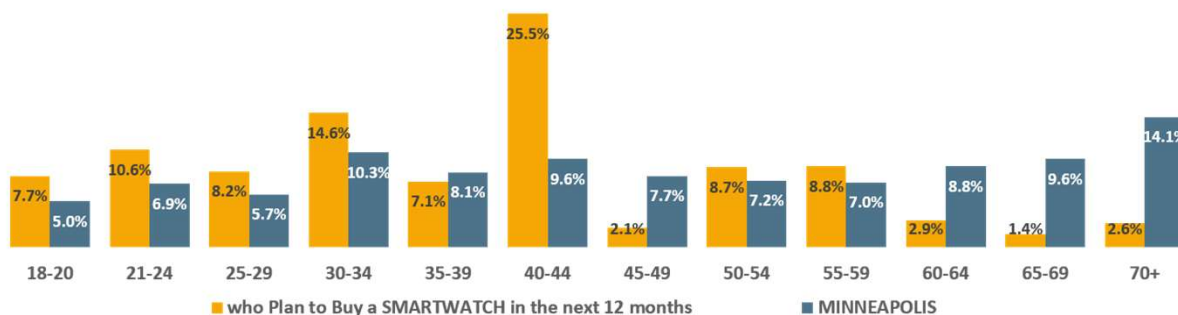
Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



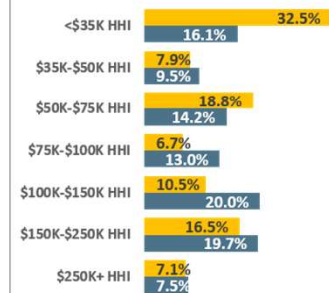
	Men	Men	Women	Women
%M vs. %F	51.6%	49.8%	48.4%	50.2%
Average Age:	36.3	48.8	43.3	49.0
# Persons:	71,846	1,948,052	67,406	1,961,911

Age Cell Demographics of Target vs. Market:



MINNEAPOLIS

HHI of Target vs. Market:



**Avg HHI:** \$94,847 (Target) vs \$114,452 (Market)





3.4% or 85,455 of ST. LOUIS DMA Adults 18 or older Plan to Buy a SMARTWATCH in the next 12 months. Typical Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months are 40.7 years old (17.7% younger than average) and have a \$121,446 (16.8% higher than average) annual household income.

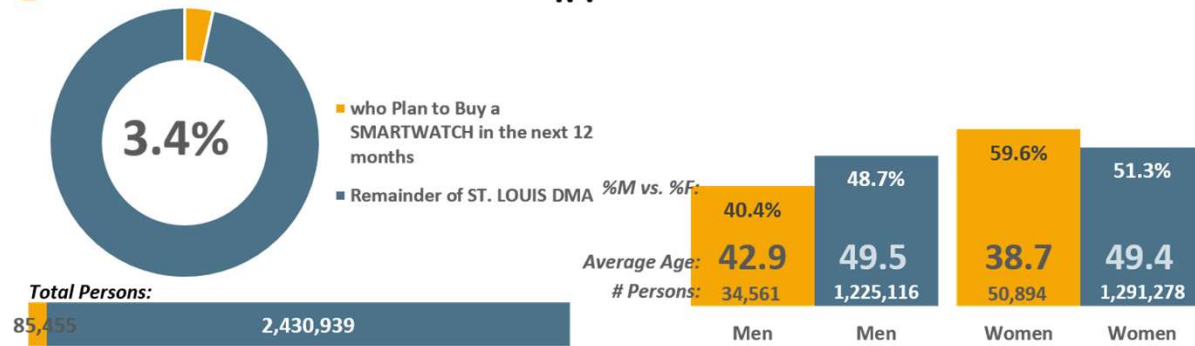


Percent of Market: Adults 18 or older

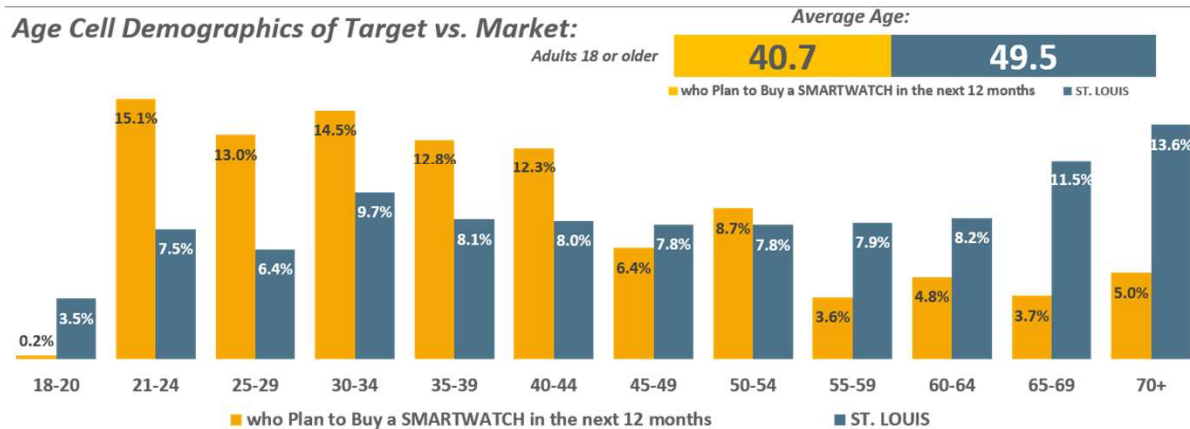


Gender of Target vs. Market: Adults 18 or older

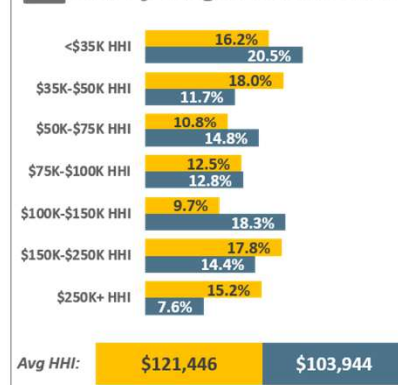
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 75  
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Items/services HHLD plans to buy in next 12 months (HHLD): Smartwatch





3.6% or 69,412 of CINCINNATI DMA Adults 18 or older Plan to Buy a SMARTWATCH in the next 12 months. Typical Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months are 40.8 years old (16.1% younger than average) and have a \$115,239 (11.4% 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 Plan to Buy a SMARTWATCH in the next 12 months  
■ Remainder of CINCINNATI DMA

Total Persons:

69,412 1,874,552

%M vs. %F:

Average Age:

# Persons:

45.0%

37.1

31,211

48.9%

48.4

951,112

55.0%

44.9

38,201

51.1%

49.0

992,852

Men

Men

Women

Women

Age Cell Demographics of Target vs. Market:

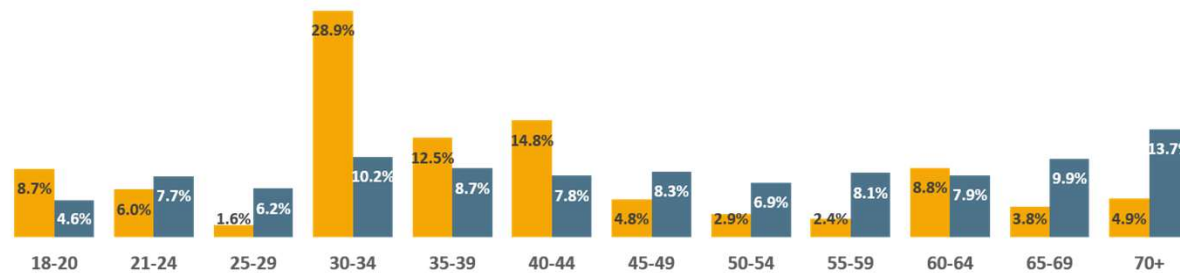
Average Age:

Adults 18 or older

40.8

48.7

■ who Plan to Buy a SMARTWATCH in the next 12 months ■ CINCINNATI



■ who Plan to Buy a SMARTWATCH in the next 12 months

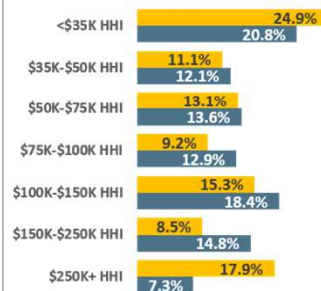
■ CINCINNATI

CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 65

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HHI of Target vs. Market:



Avg HHI:

\$115,239

\$103,481

Items/services HHLD plans to buy in next 12 months (HHLD): Smartwatch





3.2% or 62,354 of WEST PALM BEACH DMA Adults 18 or older Plan to Buy a SMARTWATCH in the next 12 months. Typical Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months are 47.2 years old (11.3% younger than average) and have a \$119,982 (13.8% higher than average) annual household income.

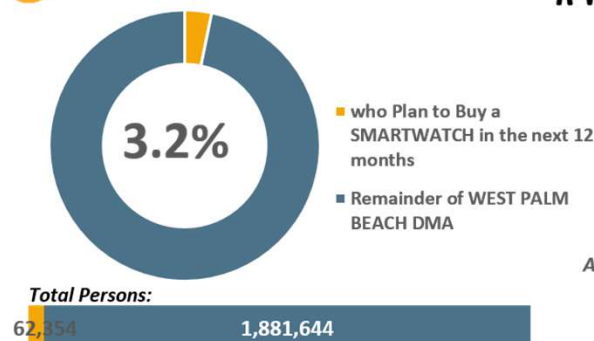


Percent of Market: Adults 18 or older



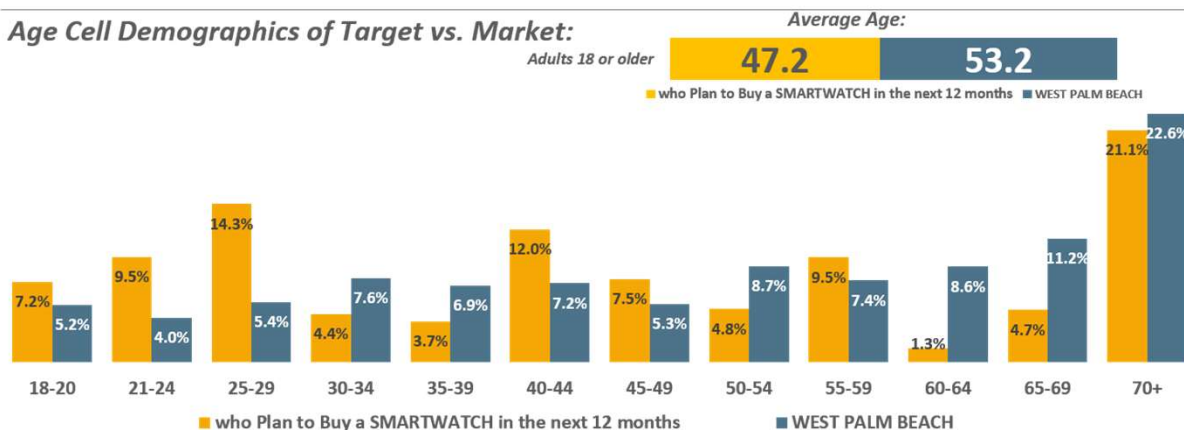
Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



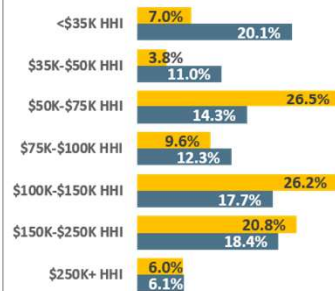
	%M vs. %F	Average Age	# Persons
Men	44.3%	48.9	27,623
Men	48.5%	53.0	941,910
Women	55.7%	45.6	34,731
Women	51.5%	53.5	1,002,088

Age Cell Demographics of Target vs. Market:



WEST PALM BEACH

HHI of Target vs. Market:



**Avg HHI:** \$119,982 (Target) vs \$105,392 (Market)

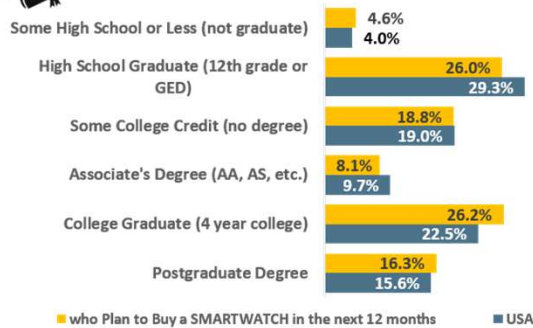




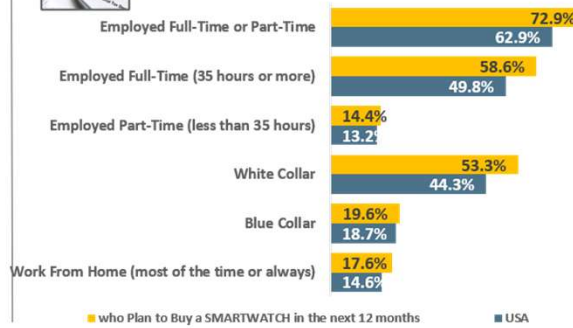
3.7% or 10,231,069 of USA DMA Adults 18 or older Plan to Buy a SMARTWATCH in the next 12 months. Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months are 11.6% more likely to be a college graduate, 17.7% more likely to work full-time, 15.1% less likely to be married, 54.3% more likely to be a parent of 1 or more children under 18.



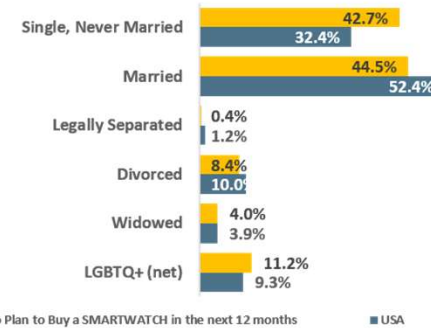
### Education Levels: Adults 18 or older



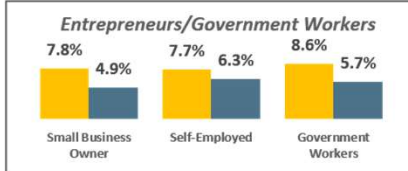
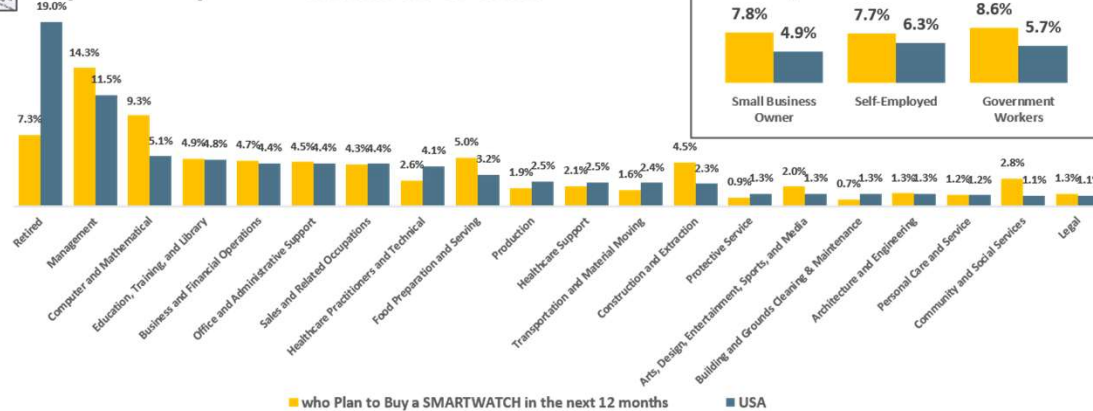
### Employment: Adults 18 or older



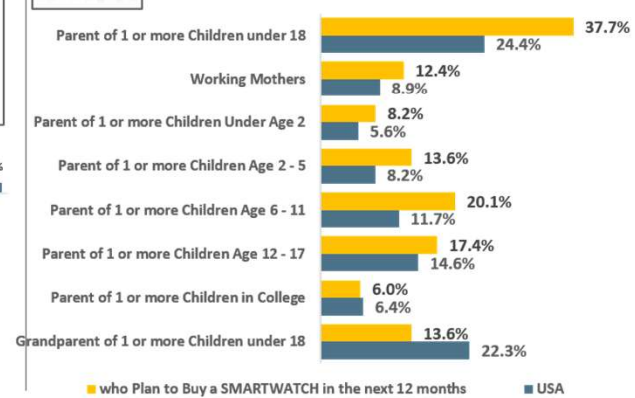
### Marital Status: Adults 18 or older



### Top-20 Occupations: Adults 18 or older



### Stage in Life: Adults 18 or older

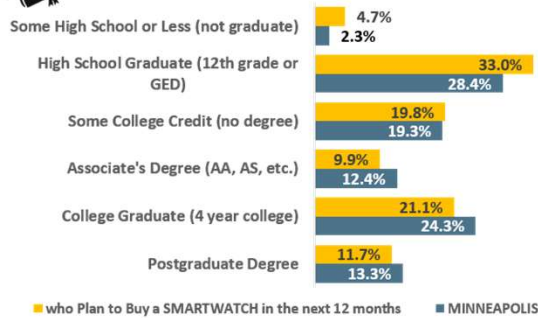




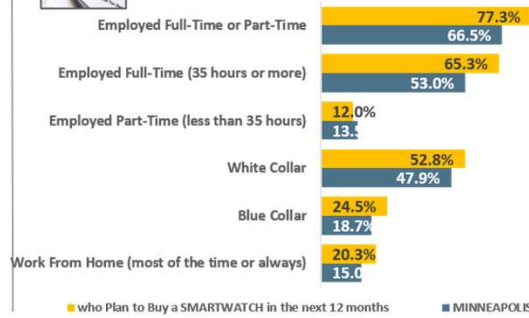


3.6% or 139,252 of MINNEAPOLIS DMA Adults 18 or older Plan to Buy a SMARTWATCH in the next 12 months. Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months are 13.% less likely to be a college graduate, 23.2% more likely to work full-time, 24.4% less likely to be married, 39.8% more likely to be a parent of 1 or more children under 18.

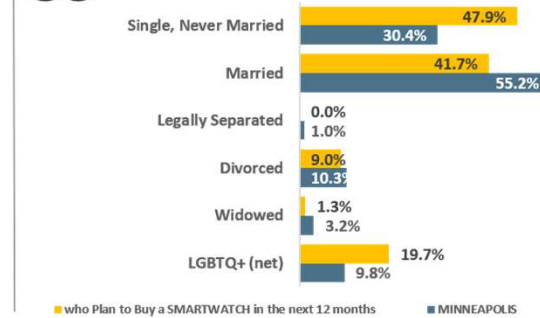
### Education Levels: Adults 18 or older



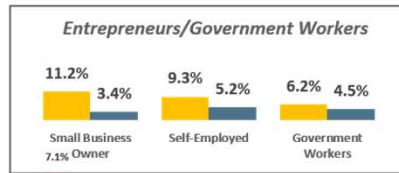
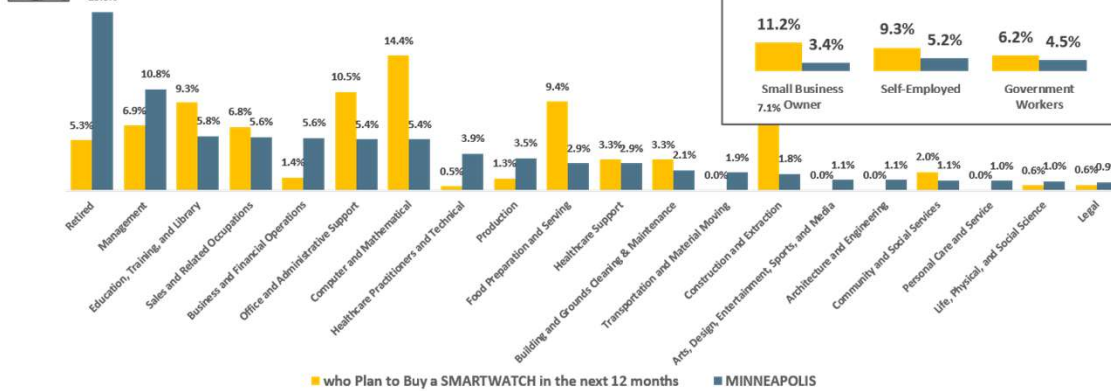
### Employment: Adults 18 or older



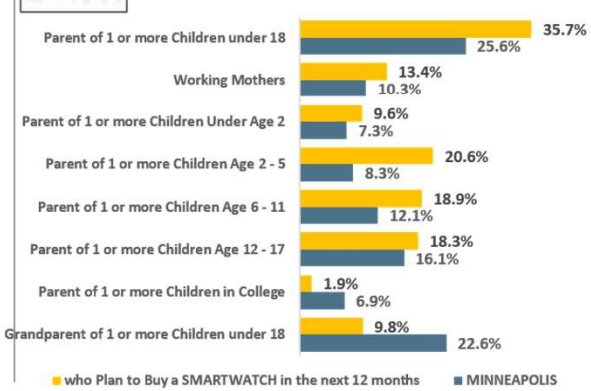
### Marital Status: Adults 18 or older



### Top-20 Occupations: Adults 18 or older



### Stage in Life: Adults 18 or older



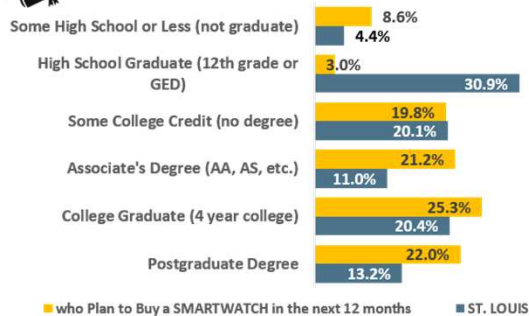




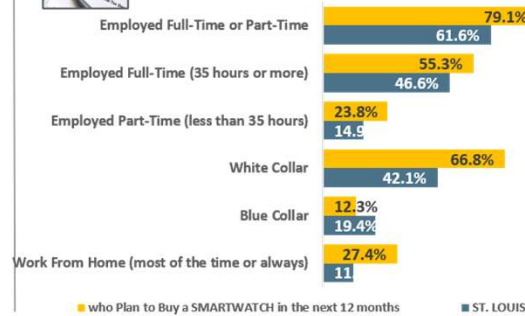
3.4% or 85,455 of ST. LOUIS DMA Adults 18 or older Plan to Buy a SMARTWATCH in the next 12 months. Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months are 40.8% more likely to be a college graduate, 18.7% more likely to work full-time, 35.7% less likely to be married, 18.% more likely to be a parent of 1 or more children under 18.



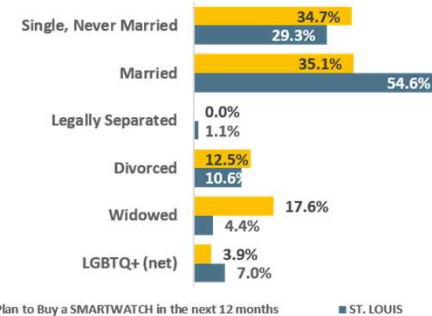
### Education Levels: Adults 18 or older



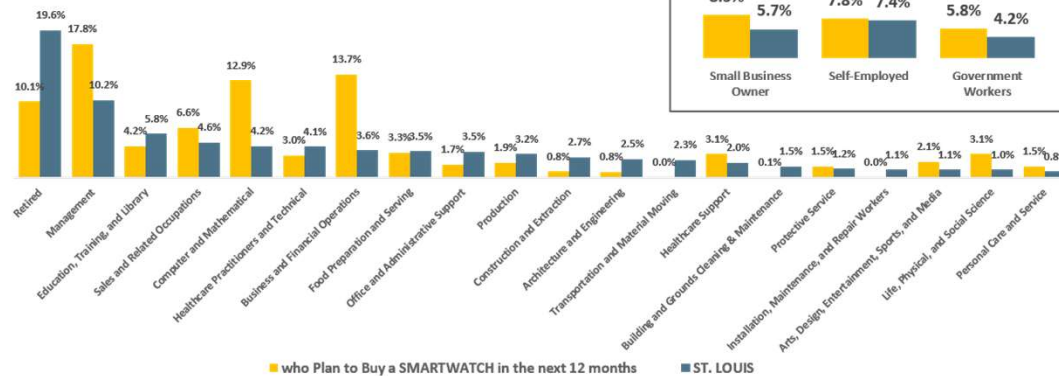
### Employment: Adults 18 or older



### Marital Status: Adults 18 or older



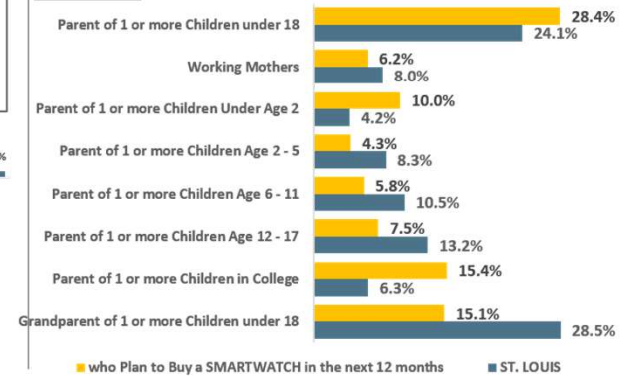
### Top-20 Occupations: Adults 18 or older



### Entrepreneurs/Government Workers



### Stage in Life: Adults 18 or older



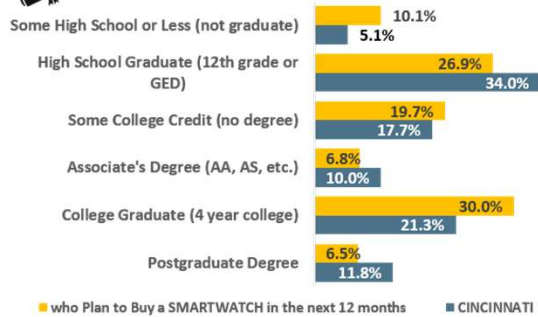




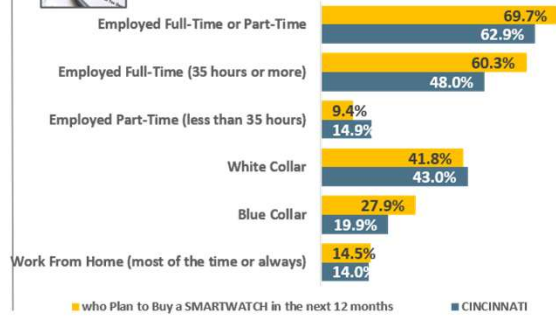
3.6% or 69,412 of CINCINNATI DMA Adults 18 or older Plan to Buy a SMARTWATCH in the next 12 months. Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months are 10.3% more likely to be a college graduate, 25.4% more likely to work full-time, 13.4% less likely to be married, 81.4% more likely to be a parent of 1 or more children under 18.



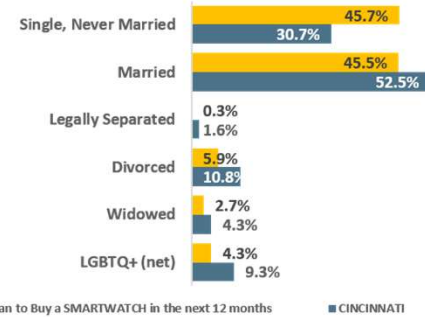
### Education Levels: Adults 18 or older



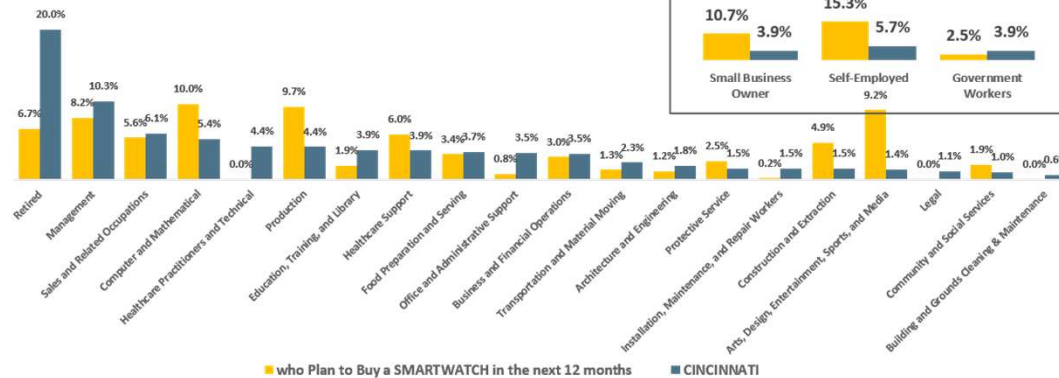
### Employment: Adults 18 or older



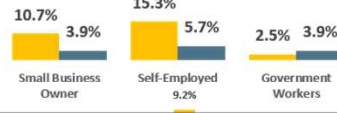
### Marital Status: Adults 18 or older



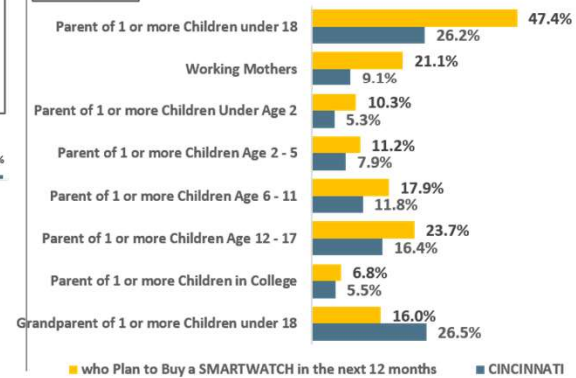
### Top-20 Occupations: Adults 18 or older



### Entrepreneurs/Government Workers



### Stage in Life: Adults 18 or older



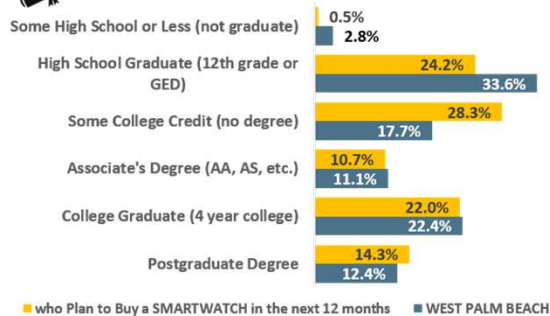




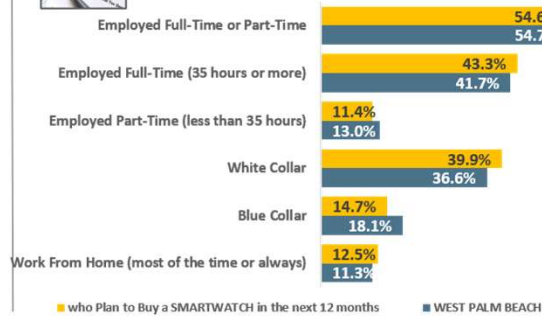
3.2% or 62,354 of WEST PALM BEACH DMA Adults 18 or older Plan to Buy a SMARTWATCH in the next 12... Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months are 4.3% more likely to be a college graduate, 3.6% more likely to work full-time, 23.8% less likely to be married, 93.8% more likely to be a parent of 1 or more children under 18.



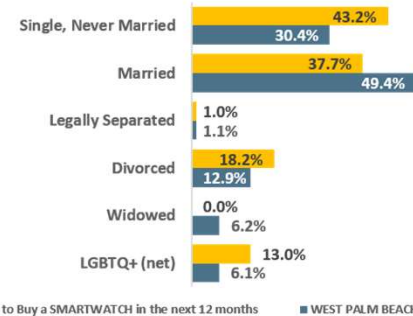
### Education Levels: Adults 18 or older



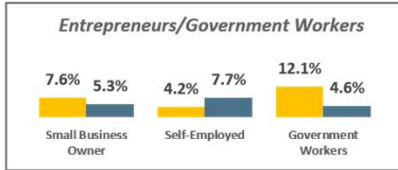
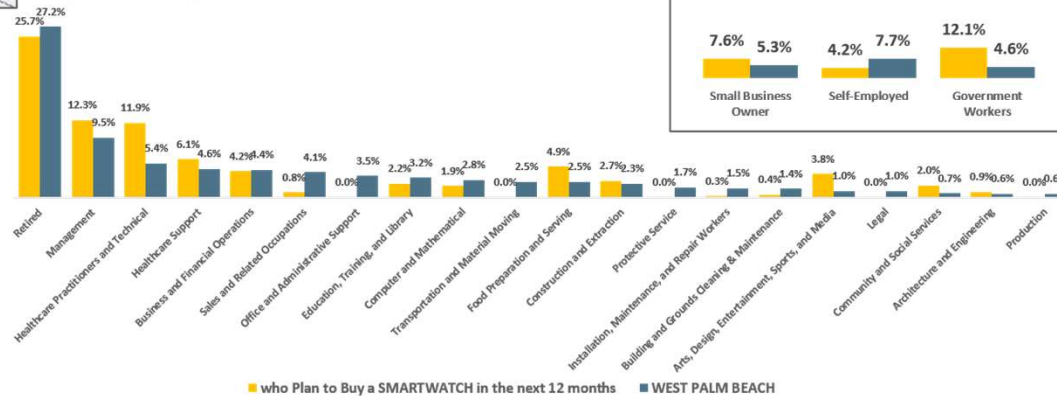
### Employment: Adults 18 or older



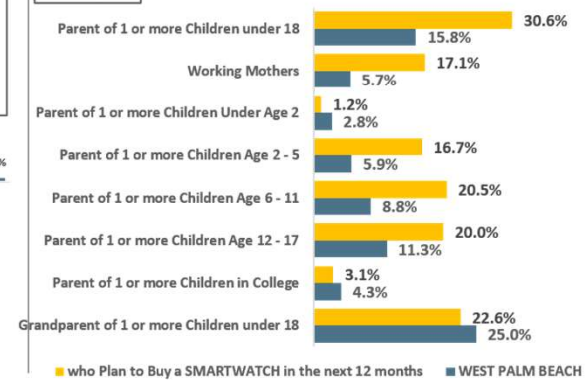
### Marital Status: Adults 18 or older



### Top-20 Occupations: Adults 18 or older



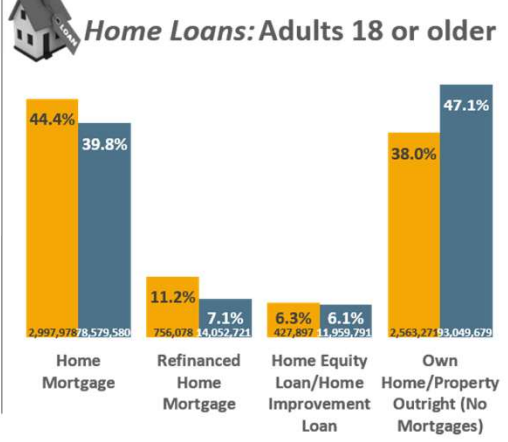
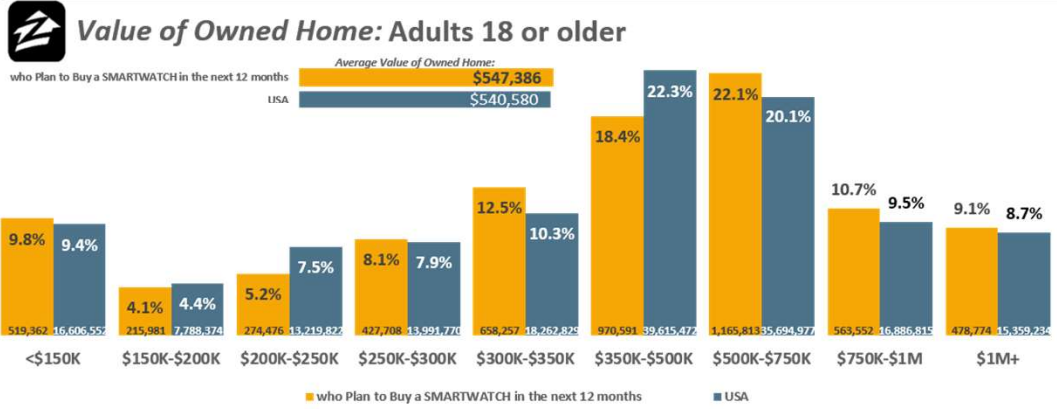
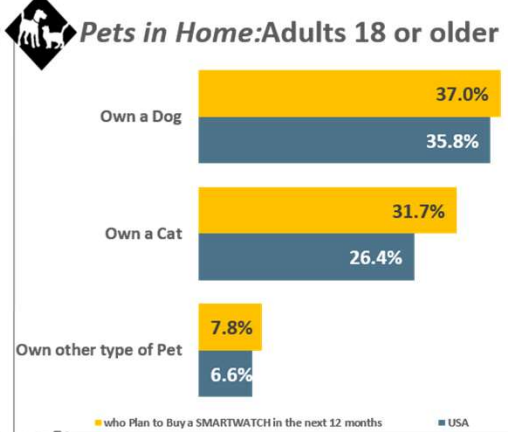
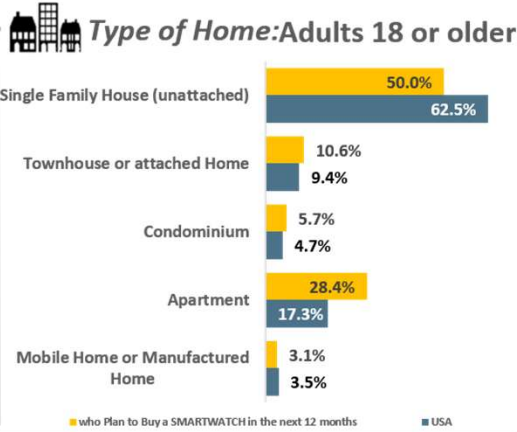
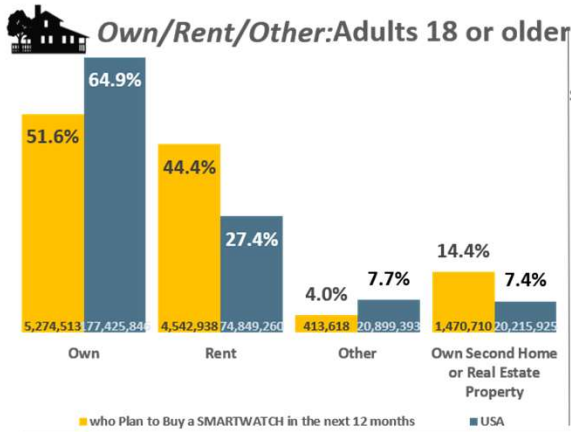
### Stage in Life: Adults 18 or older







3.7% or 10,231,069 of USA DMA Adults 18 or older Plan to Buy a SMARTWATCH in the next 12 months. Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months are 20.6% less likely to own their home, 1.3% more likely to own a higher valued home, 19.9% less likely to have a single-family home, 3.4% more likely to have a dog.



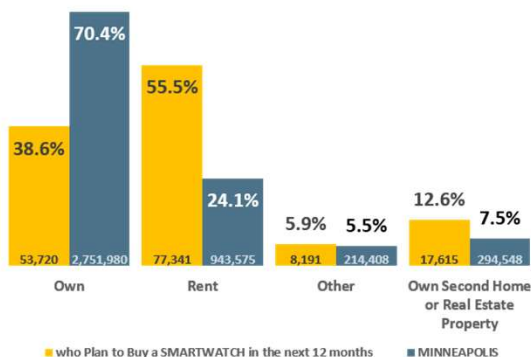




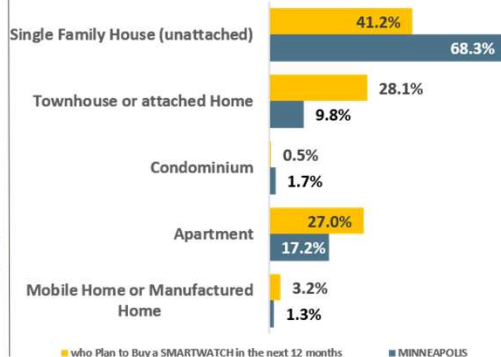
3.6% or 139,252 of MINNEAPOLIS DMA Adults 18 or older Plan to Buy a SMARTWATCH in the next 12 months. Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months are 45.2% less likely to own their home, 14.2% more likely to own a lower valued home, 39.7% less likely to have a single-family home, 21.3% less likely to have a dog.



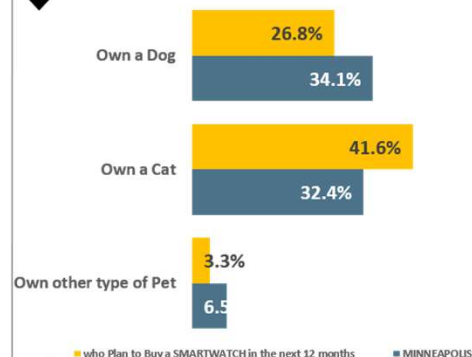
### Own/Rent/Other: Adults 18 or older



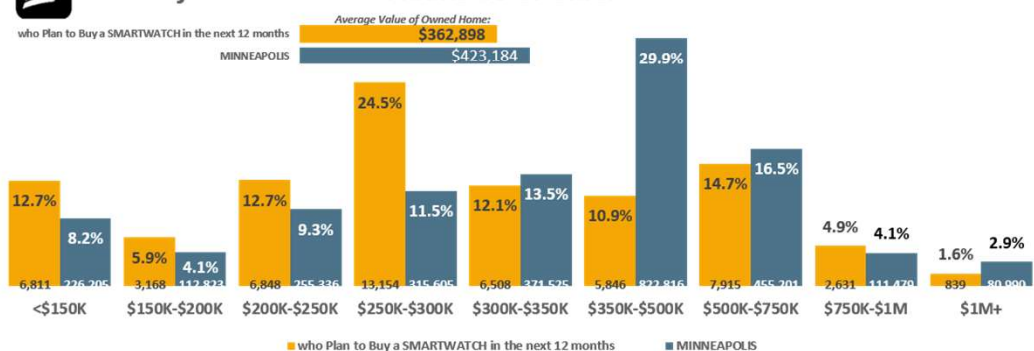
### Type of Home: Adults 18 or older



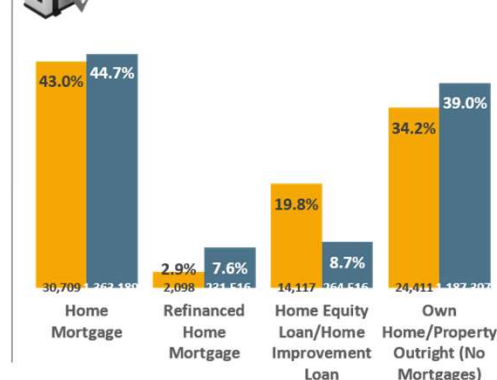
### Pets in Home: Adults 18 or older



### Value of Owned Home: Adults 18 or older



### Home Loans: Adults 18 or older



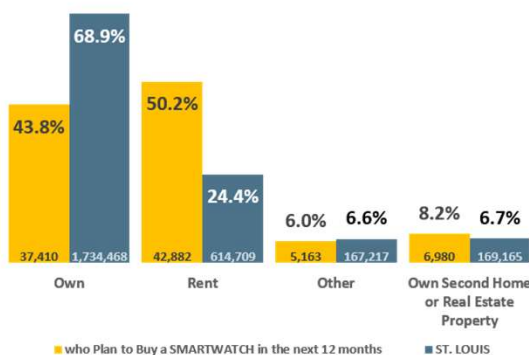




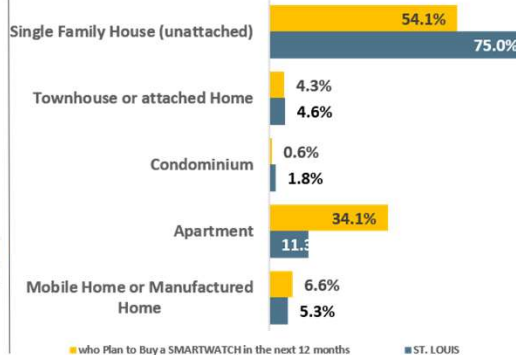
3.4% or 85,455 of ST. LOUIS DMA Adults 18 or older Plan to Buy a SMARTWATCH in the next 12 months. Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months are 36.5% less likely to own their home, 22.7% more likely to own a higher valued home, 27.8% less likely to have a single-family home, .3% less likely to have a dog.



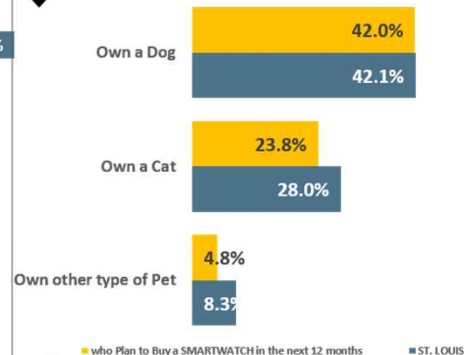
### Own/Rent/Other: Adults 18 or older



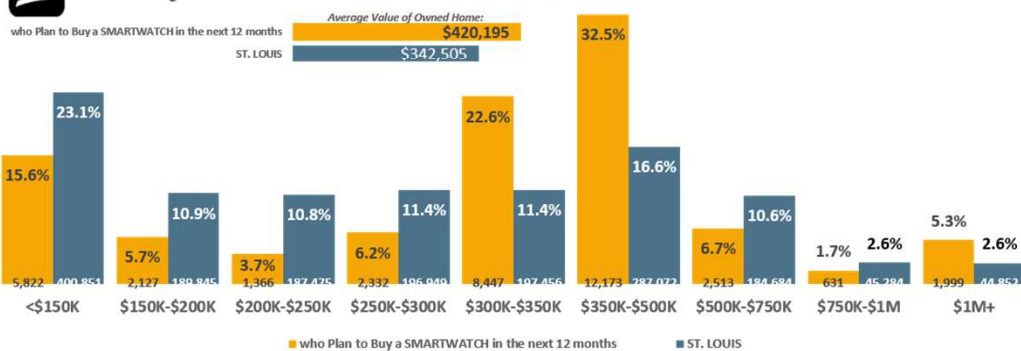
### Type of Home: Adults 18 or older



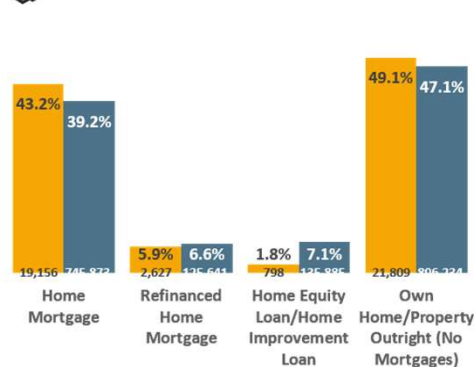
### Pets in Home: Adults 18 or older



### Value of Owned Home: Adults 18 or older



### Home Loans: Adults 18 or older

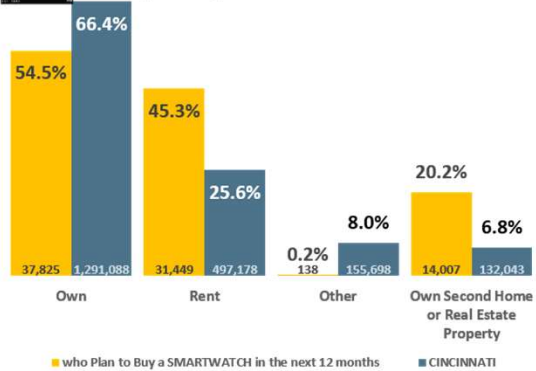




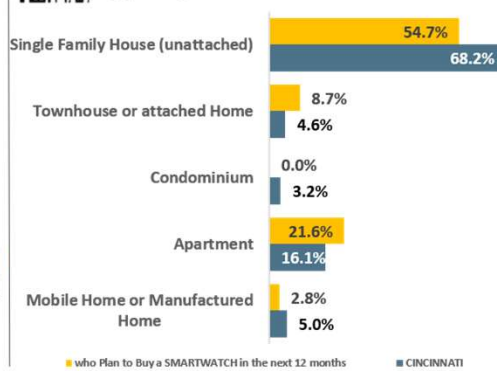


3.6% or 69,412 of CINCINNATI DMA Adults 18 or older Plan to Buy a SMARTWATCH in the next 12 months. Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months are 18.% less likely to own their home, 40.6% more likely to own a higher valued home, 19.7% less likely to have a single-family home, 1.6% more likely to have a dog.

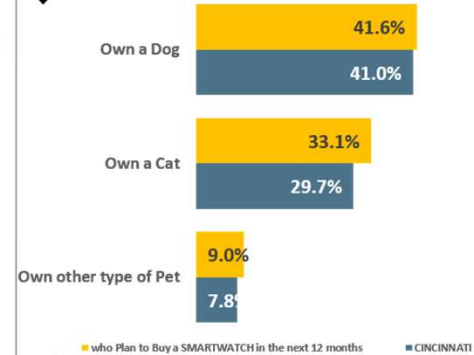
### Own/Rent/Other: Adults 18 or older



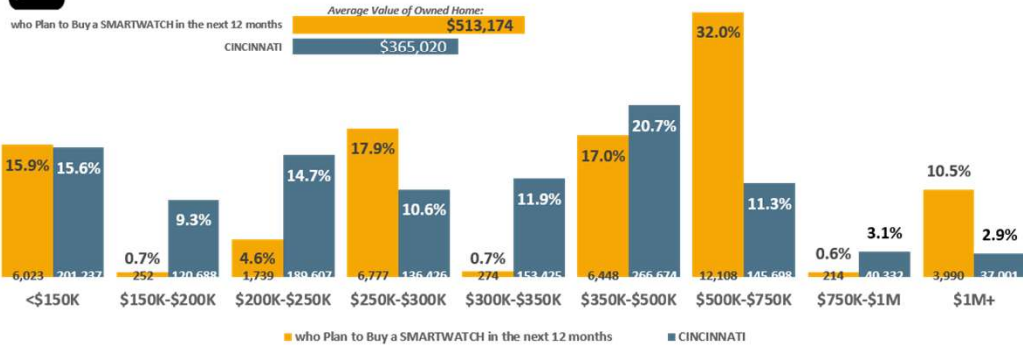
### Type of Home: Adults 18 or older



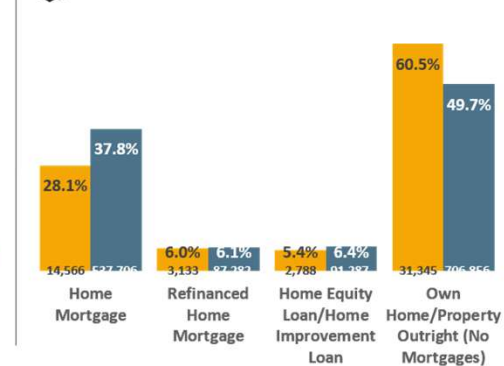
### Pets in Home: Adults 18 or older



### Value of Owned Home: Adults 18 or older



### Home Loans: Adults 18 or older



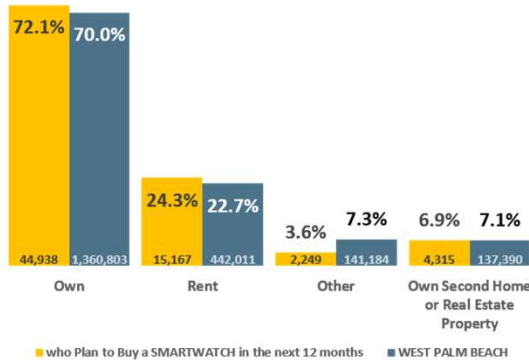




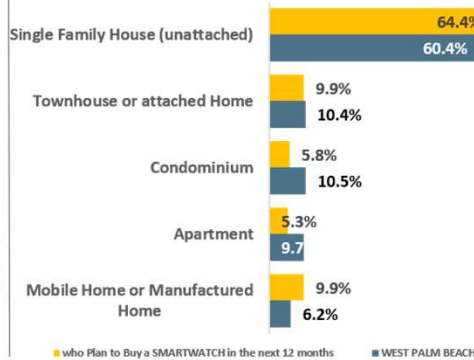
3.2% or 62,354 of WEST PALM BEACH DMA Adults 18 or older Plan to Buy a SMARTWATCH in the next 12... Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months are 3.% more likely to own their home, 13.7% more likely to own a higher valued home, 6.6% more likely to have a single-family home, 16.7% more likely to have a dog.



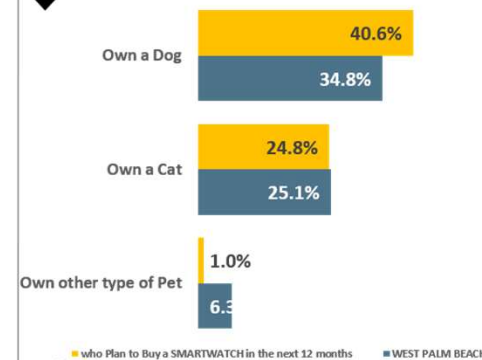
### Own/Rent/Other: Adults 18 or older



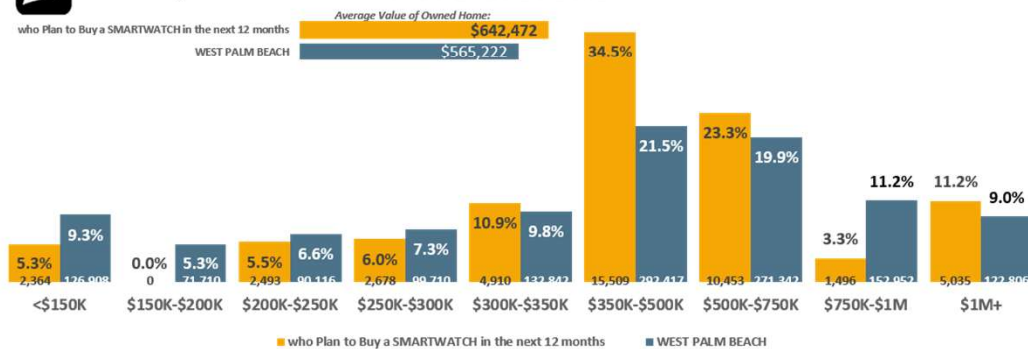
### Type of Home: Adults 18 or older



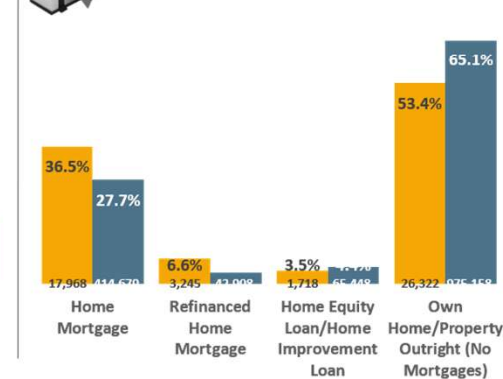
### Pets in Home: Adults 18 or older



### Value of Owned Home: Adults 18 or older



### Home Loans: Adults 18 or older



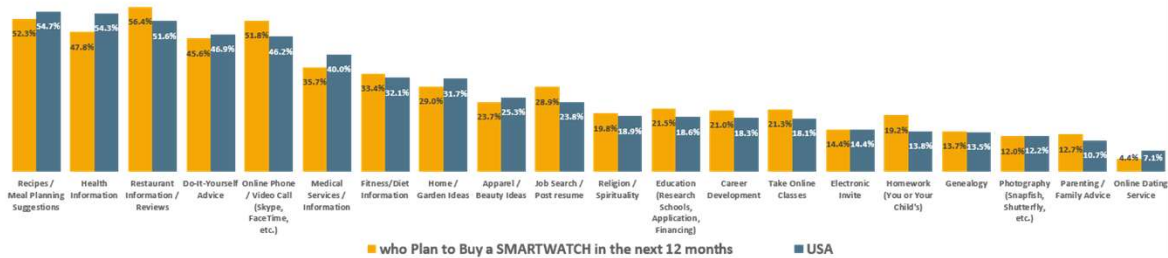




3.7% or 10,231,069 of USA DMA Adults 18 or older Plan to Buy a SMARTWATCH in the next 12 months. Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months are 2.8% less likely to look up D-I-Y advice online, 1.4% less likely to always vote in local elections, 56.4% more likely to belong to a gym, 21.3% more likely to fly domestic past yr.

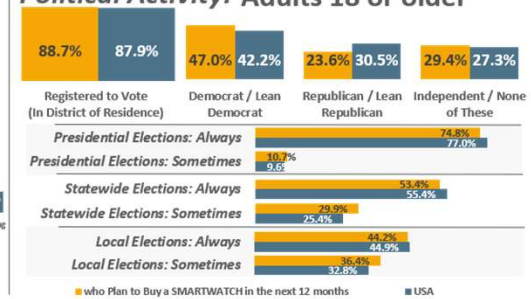


### Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



■ who Plan to Buy a SMARTWATCH in the next 12 months ■ USA

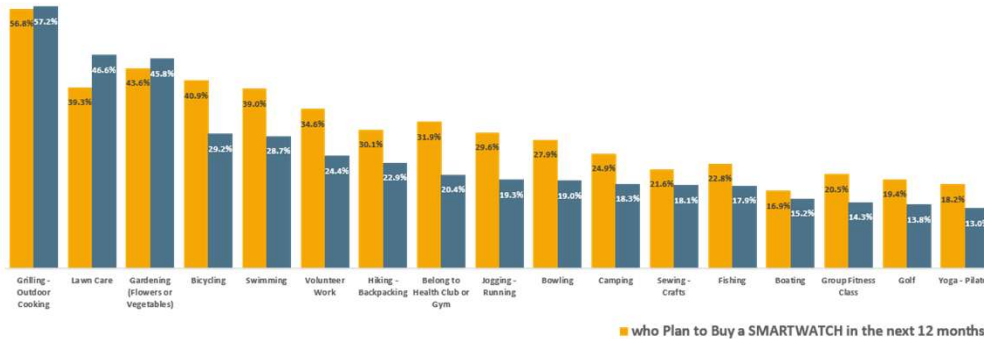
### Political Activity: Adults 18 or older



■ who Plan to Buy a SMARTWATCH in the next 12 months ■ USA



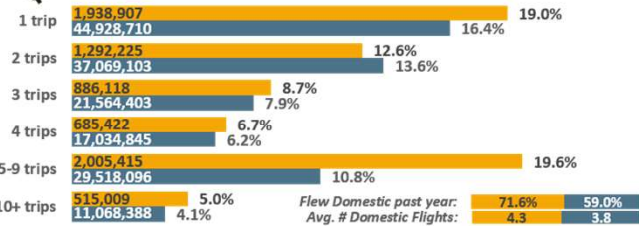
### Top-30 past 12-months Active Lifestyle Activities: Adults 18 or older



■ who Plan to Buy a SMARTWATCH in the next 12 months ■ USA



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



Flew Domestic past year: 71.6%  
Avg. # Domestic Flights: 4.3

USA Projection 59.0%  
Avg. # Domestic Flights: 3.8

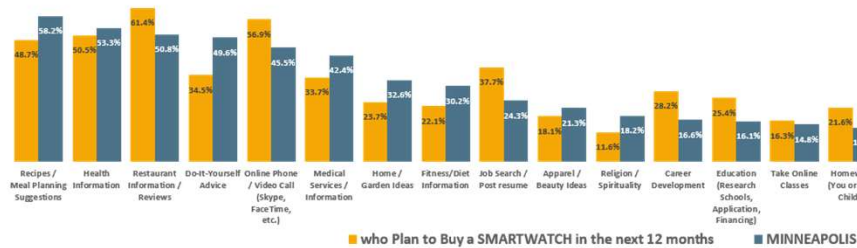




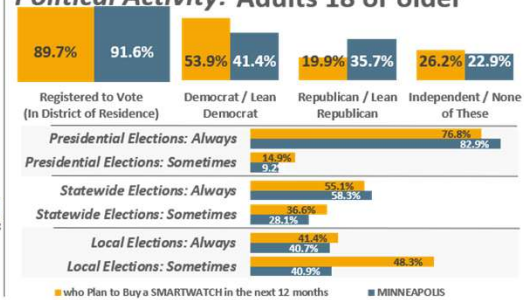
3.6% or 139,252 of MINNEAPOLIS DMA Adults 18 or older Plan to Buy a SMARTWATCH in the next 12 months. Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months are 30.4% less likely to look up D-I-Y advice online, 1.6% more likely to always vote in local elections, .9% less likely to belong to a gym, 8.4% more likely to fly domestic past yr.



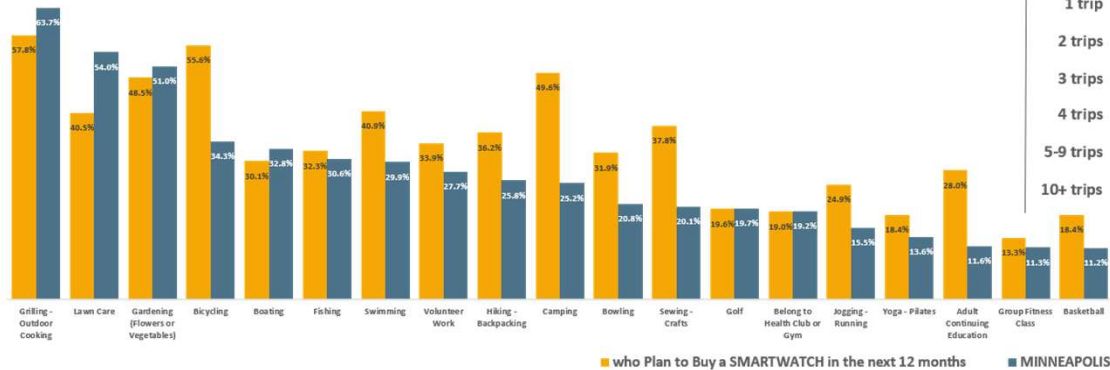
### Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



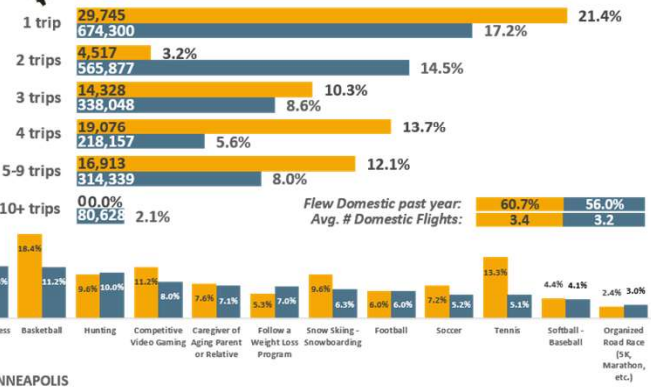
### Political Activity: Adults 18 or older



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



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



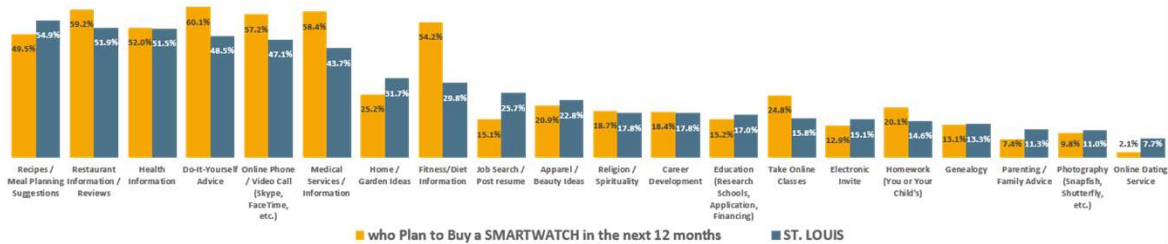




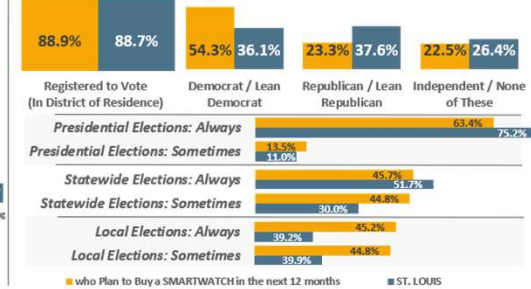
3.4% or 85,455 of ST. LOUIS DMA Adults 18 or older Plan to Buy a SMARTWATCH in the next 12 months. Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months are 23.9% more likely to look up D-I-Y advice online, 15.3% more likely to always vote in local elections, 65.7% more likely to belong to a gym, 58.9% more likely to fly domestic past y



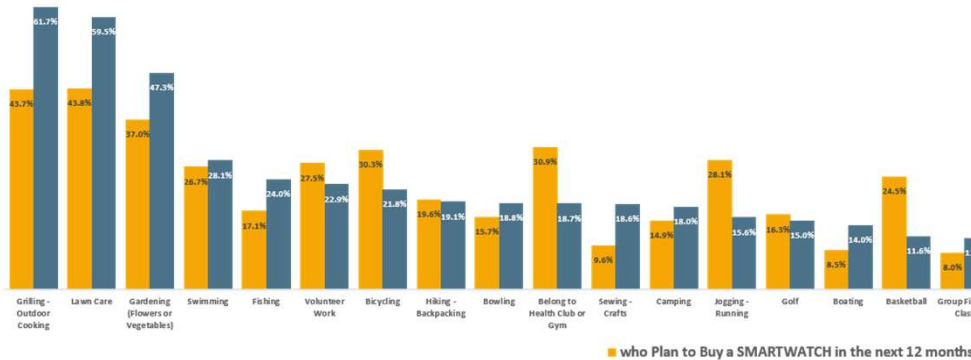
### Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



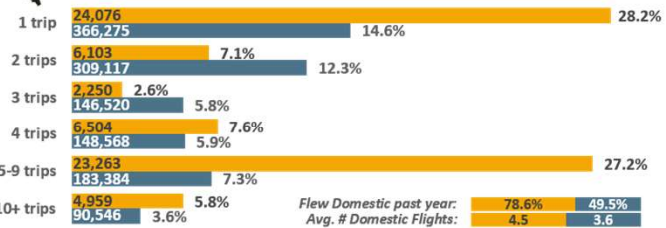
### Political Activity: Adults 18 or older



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



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



Flew Domestic past year: 78.6%  
Avg. # Domestic Flights: 4.5

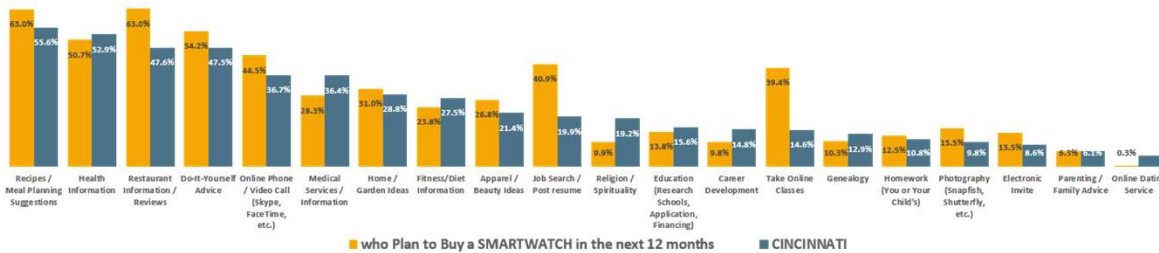




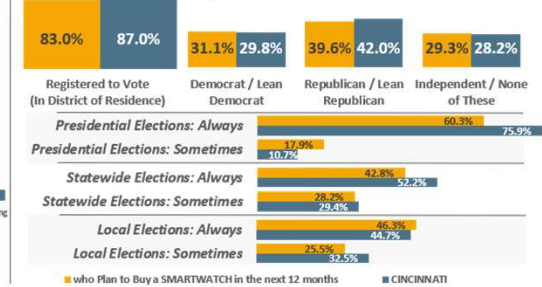
3.6% or 69,412 of CINCINNATI DMA Adults 18 or older Plan to Buy a SMARTWATCH in the next 12 months. Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months are 14.2% more likely to look up D-I-Y advice online, 3.7% more likely to always vote in local elections, 81.8% more likely to belong to a gym, 19.% more likely to fly domestic past yr.



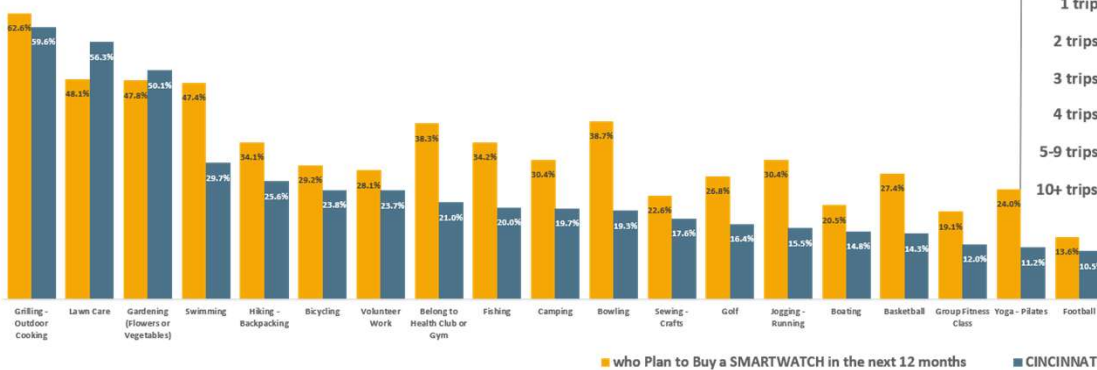
### Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



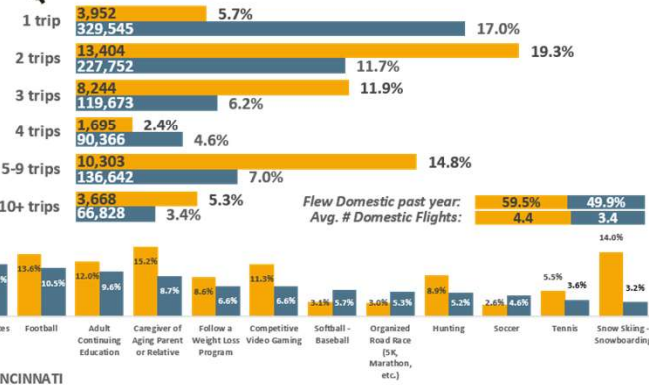
### Political Activity: Adults 18 or older



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



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



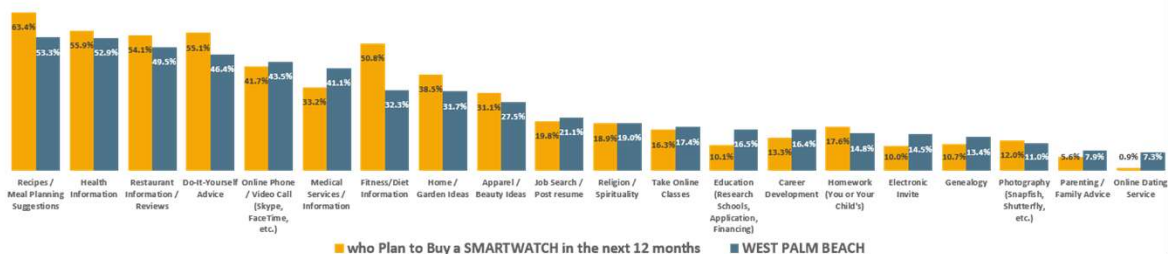




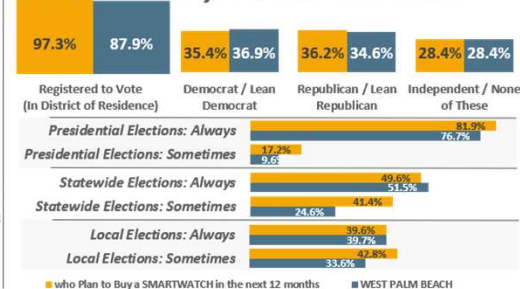
3.2% or 62,354 of WEST PALM BEACH DMA Adults 18 or older Plan to Buy a SMARTWATCH in the next 12...  
 Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months are 18.7% more likely to look up D-I-Y advice online, .4% less likely to always vote in local elections, 39.8% more likely to belong to a gym, 23.% more likely to fly domestic past yr.



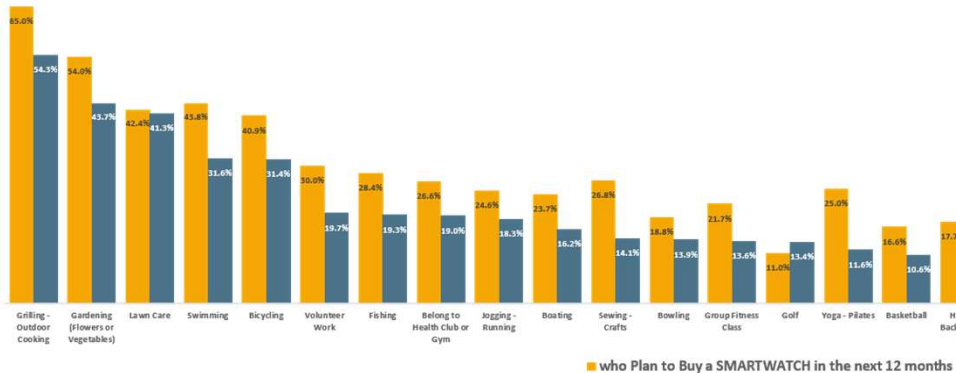
### Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



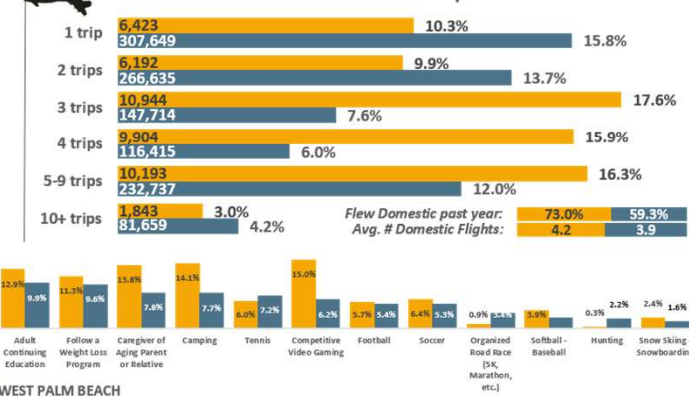
### Political Activity: Adults 18 or older



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



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

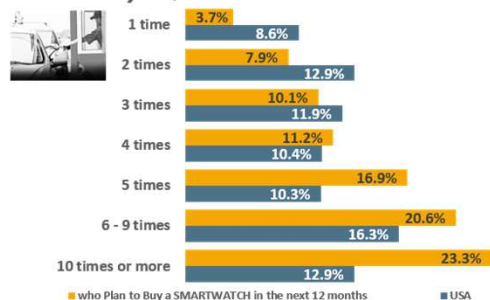




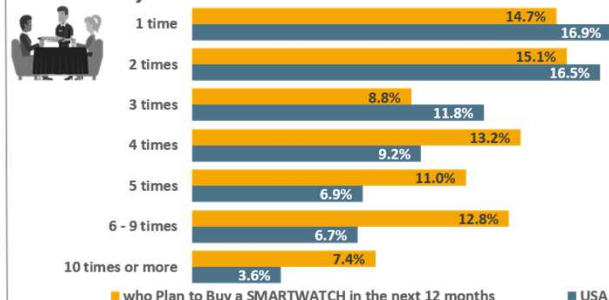


3.7% or 10,231,069 of USA DMA Adults 18 or older Plan to Buy a SMARTWATCH in the next 12 months. Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months are 12.5% more likely to use QSRs past mo., 16.2% more likely to use Sit-Down Restaurants past mo., 36.% more likely to use Casinos past yr., 103.7% more likely to smoke cigarettes.

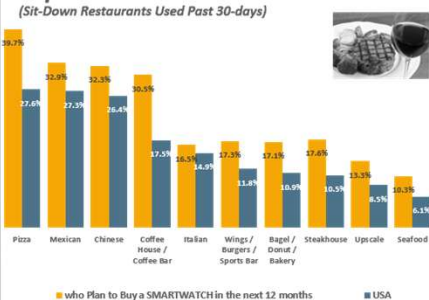
### Past 30-days QSR Users: Adults 18 or older



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



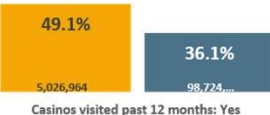
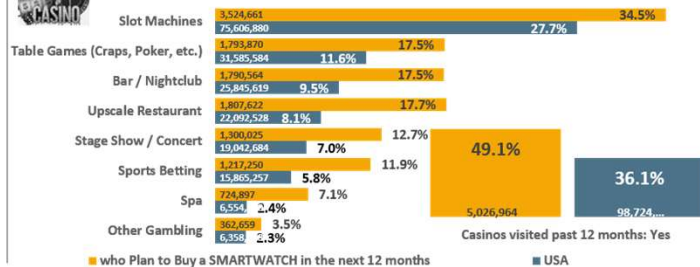
### Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



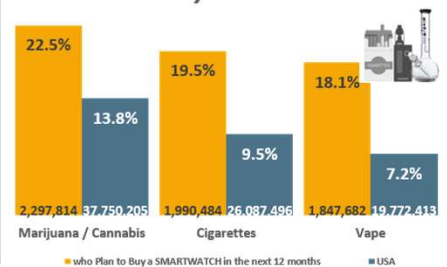
### Drank Past 30-days: Adults 18 or older



### Past 12 months Casino Activities: Adults 18 or older



### Used Past 30-days: Adults 18 or older

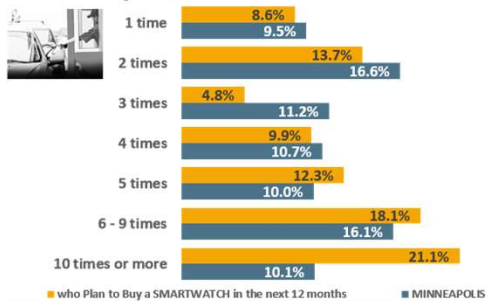






3.6% or 139,252 of MINNEAPOLIS DMA Adults 18 or older Plan to Buy a SMARTWATCH in the next 12 months. Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months are 5.3% more likely to use QSRs past mo., 21.2% more likely to use Sit-Down Restaurants past mo., 29.1% more likely to use Casinos past yr., 63.% more likely to smoke cigarettes.

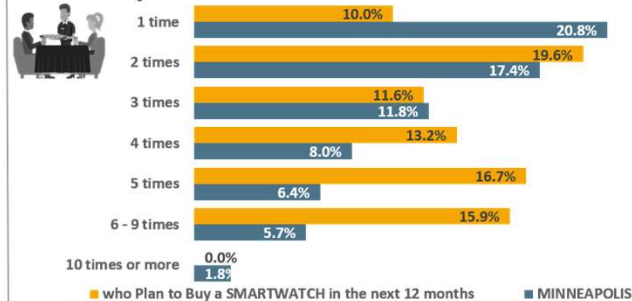
### Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 88.6%  
Avg. Monthly QSR Meals: 6.8

who Plan to Buy a SMARTWATCH in the next 12 months: 123,323  
MINNEAPOLIS: 3,289,281

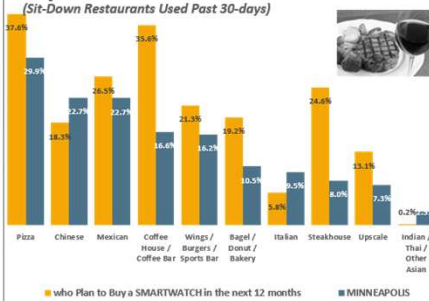
### Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users: 87.2%  
Avg. Monthly Sit-Down Restaurant Meals: 3.9

who Plan to Buy a SMARTWATCH in the next 12 months: 121,405  
MINNEAPOLIS: 2,812,709

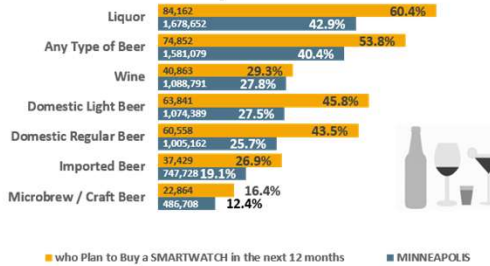
### Top-10 Cuisines: Adults 18 or older



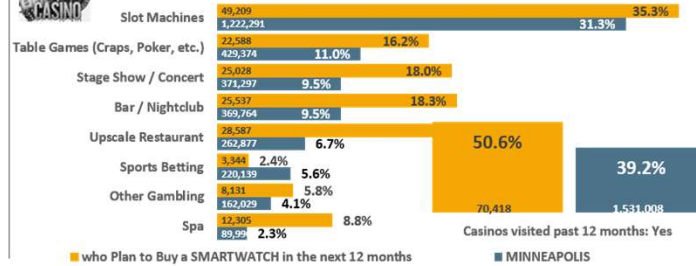
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)  
who Plan to Buy a SMARTWATCH in the next 12 months: 39,677  
MINNEAPOLIS: 518,071

who Plan to Buy a SMARTWATCH in the next 12 months: 28.5%  
MINNEAPOLIS: 13.3%

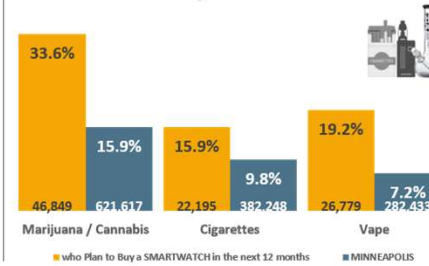
### Drank Past 30-days: Adults 18 or older



### Past 12 months Casino Activities: Adults 18 or older



### Used Past 30-days: Adults 18 or older

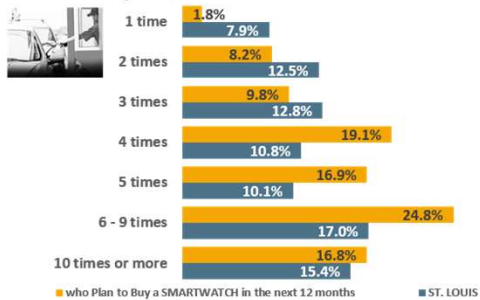




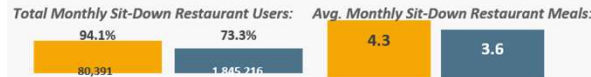
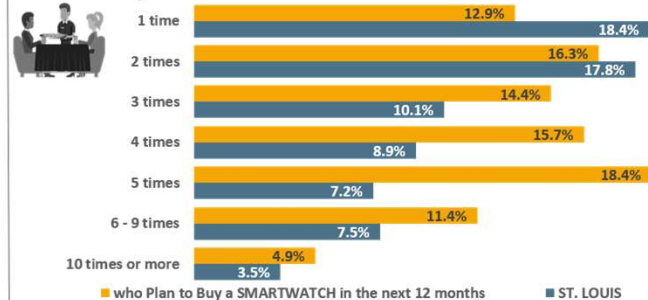


3.4% or 85,455 of ST. LOUIS DMA Adults 18 or older Plan to Buy a SMARTWATCH in the next 12 months. Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months are 12.4% more likely to use QSRs past mo., 28.3% more likely to use Sit-Down Restaurants past mo., 71.9% more likely to use Casinos past yr., 3.9% more likely to smoke cigarettes.

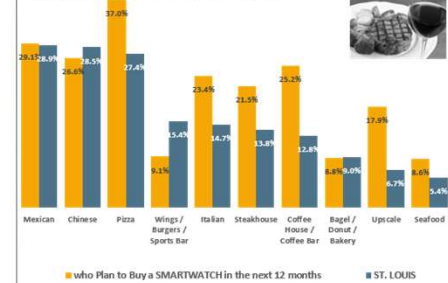
### Past 30-days QSR Users: Adults 18 or older



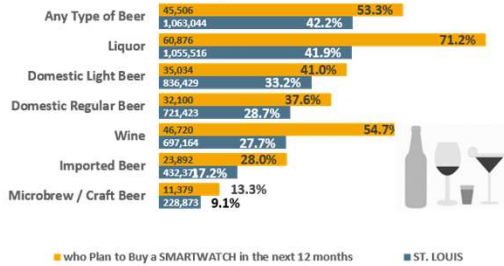
### Past 30-days Sit-Down Restaurant Users: Adults 18 or older



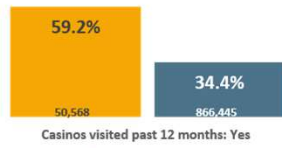
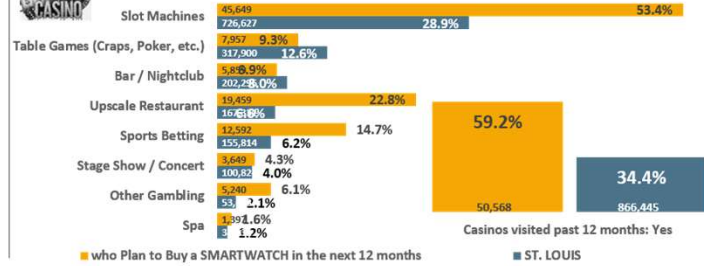
### Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



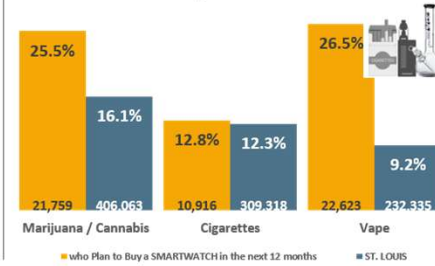
### Drank Past 30-days: Adults 18 or older



### Past 12 months Casino Activities: Adults 18 or older



### Used Past 30-days: Adults 18 or older

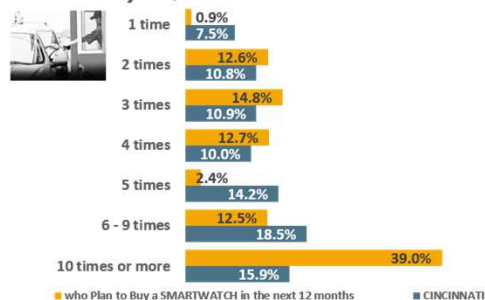




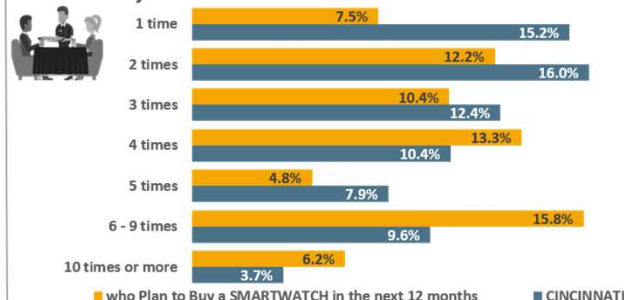


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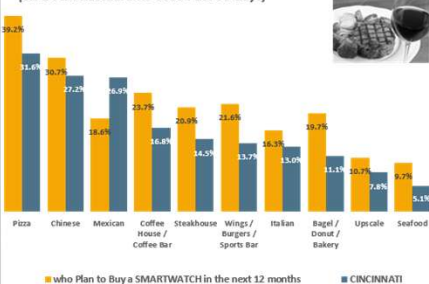
### Past 30-days QSR Users: Adults 18 or older



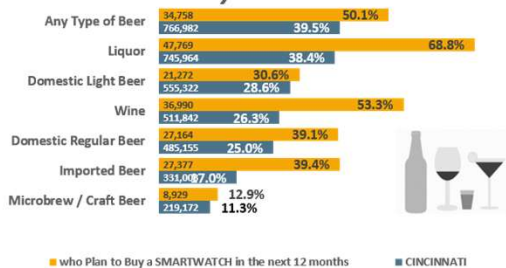
### Past 30-days Sit-Down Restaurant Users: Adults 18 or older



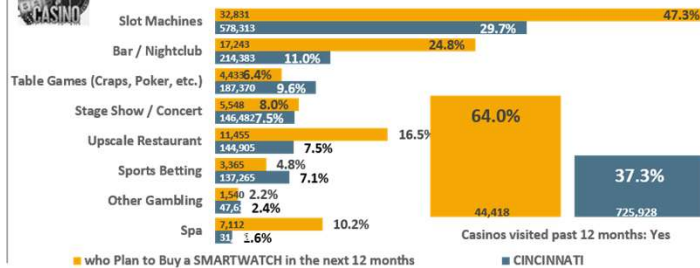
### Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



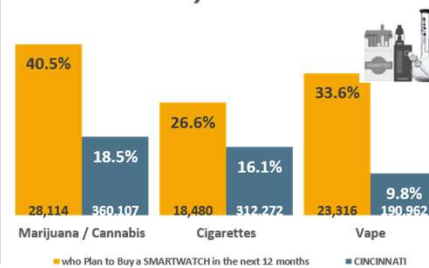
### Drank Past 30-days: Adults 18 or older



### Past 12 months Casino Activities: Adults 18 or older



### Used Past 30-days: Adults 18 or older

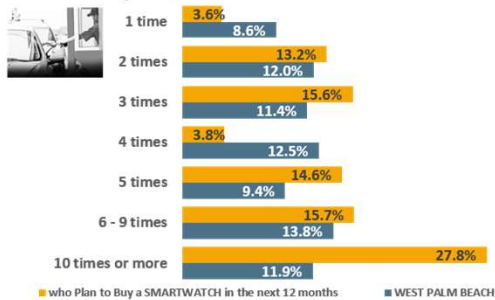




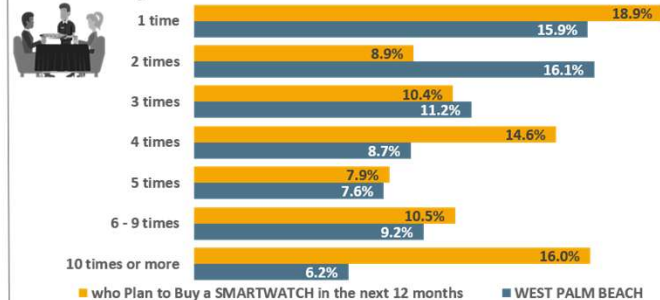


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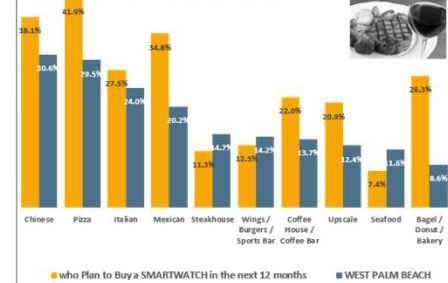
### Past 30-days QSR Users: Adults 18 or older



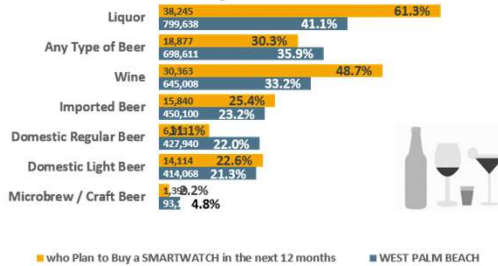
### Past 30-days Sit-Down Restaurant Users: Adults 18 or older



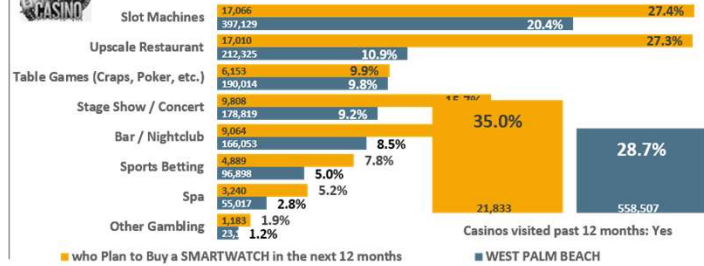
### Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



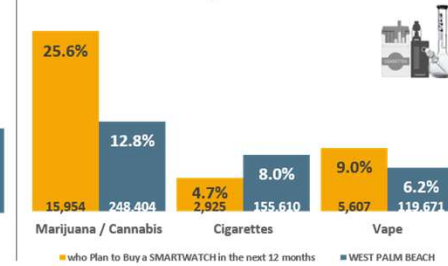
### Drank Past 30-days: Adults 18 or older



### Past 12 months Casino Activities: Adults 18 or older



### Used Past 30-days: Adults 18 or older







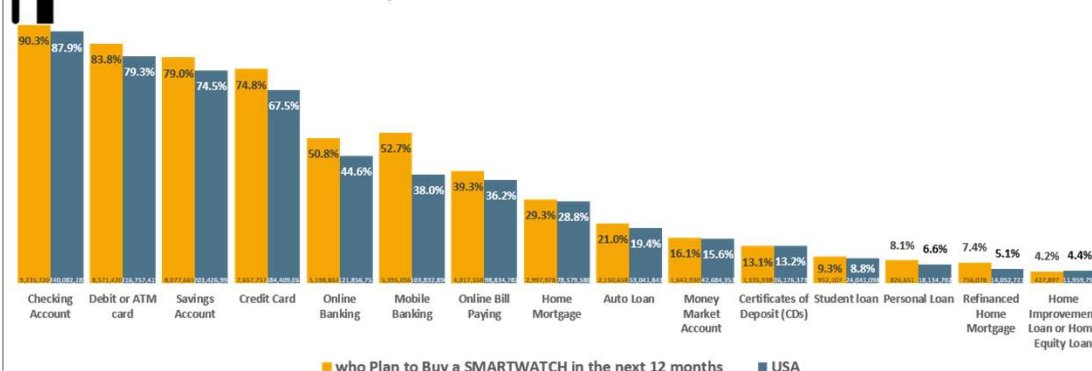
3.7% or 10,231,069 of USA DMA Adults 18 or older Plan to Buy a SMARTWATCH in the next 12 months. Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months are 17.2% more likely to have a 401K, 8.3% more likely to have an Auto Loan, 37.9% more likely to Invest/Trade Stocks Online, 8.1% more likely to pay with their Debit Card.



### Investments Owned: Adults 18 or older



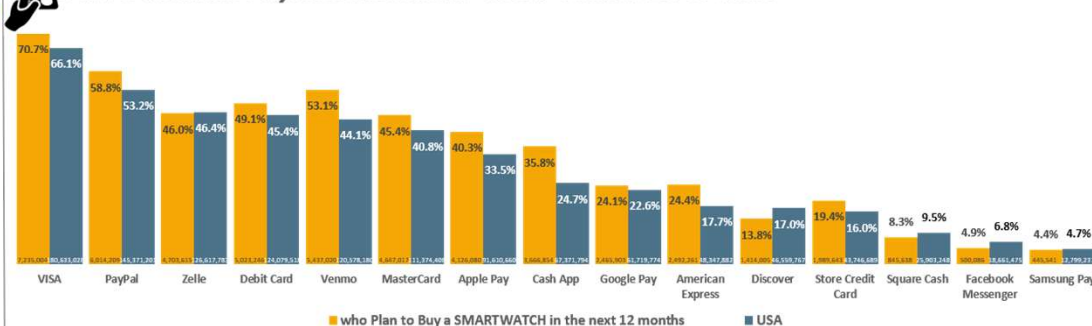
### Financial Services Has and/or Uses: Adults 18 or older



### Professional Services Used\*: Adults 18 or older



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



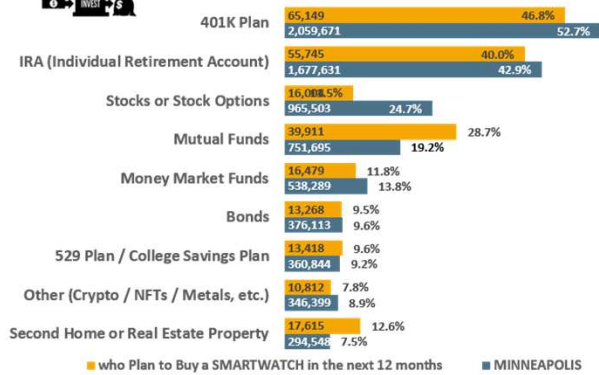




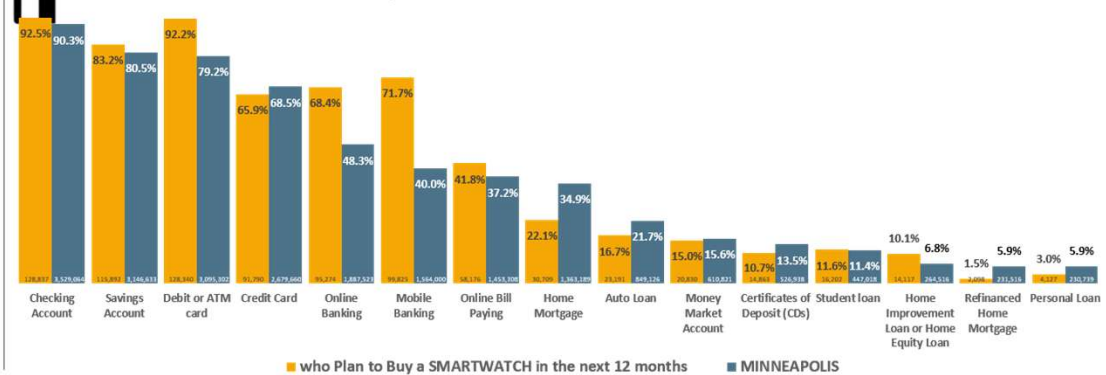
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### Investments Owned: Adults 18 or older



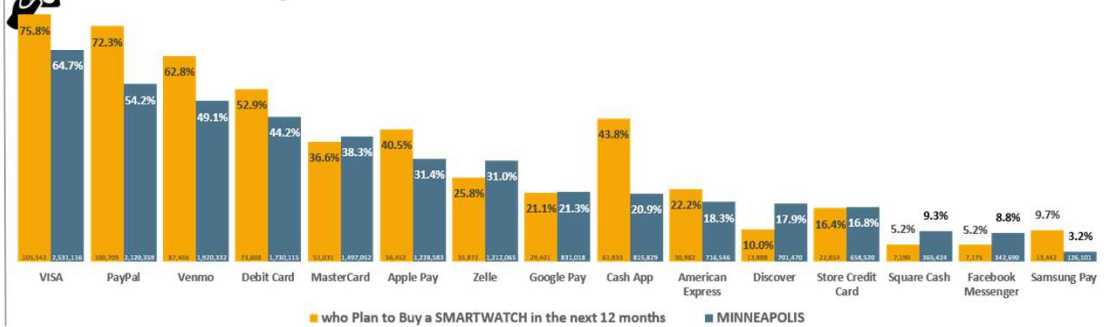
### Financial Services Has and/or Uses: Adults 18 or older



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







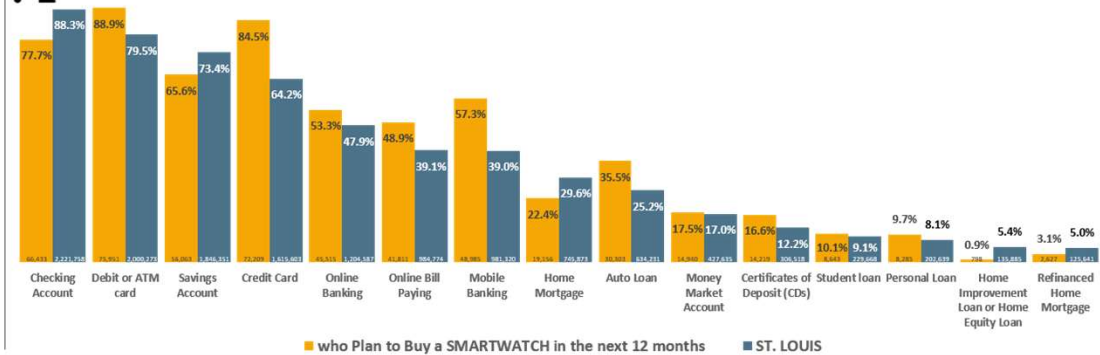
3.4% or 85,455 of ST. LOUIS DMA Adults 18 or older Plan to Buy a SMARTWATCH in the next 12 months. Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months are 5.1% less likely to have a 401K, 40.7% more likely to have an Auto Loan, 100.2% more likely to Invest/Trade Stocks Online, 12.6% less likely to pay with their Debit Card.



### Investments Owned: Adults 18 or older



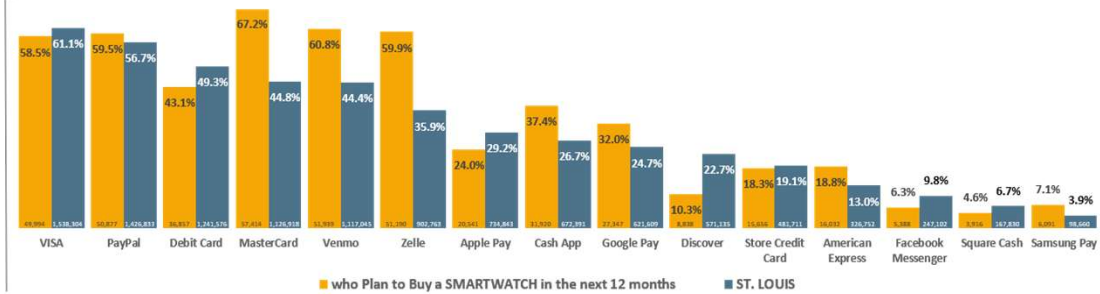
### Financial Services Has and/or Uses: Adults 18 or older



### Professional Services Used\*: Adults 18 or older



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







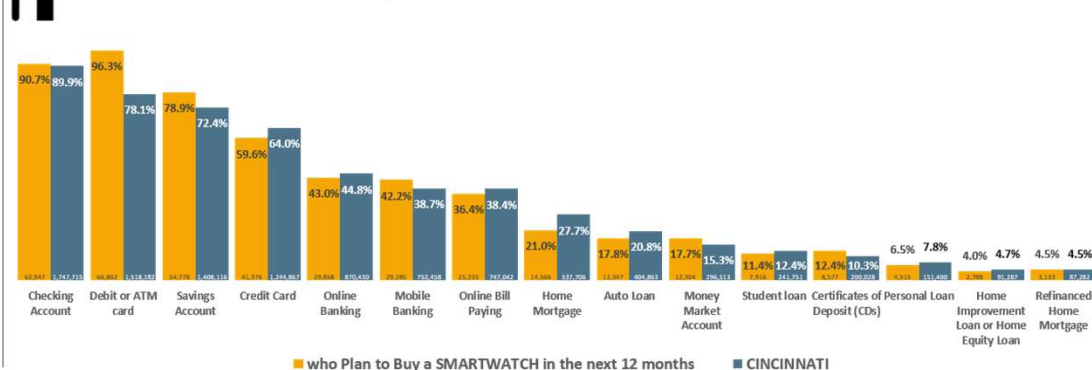
3.6% or 69,412 of CINCINNATI DMA Adults 18 or older Plan to Buy a SMARTWATCH in the next 12 months. Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months are 1.1% less likely to have a 401K, 14.6% less likely to have an Auto Loan, 124.2% more likely to Invest/Trade Stocks Online, 18.1% more likely to pay with their Debit Card.



### Investments Owned: Adults 18 or older



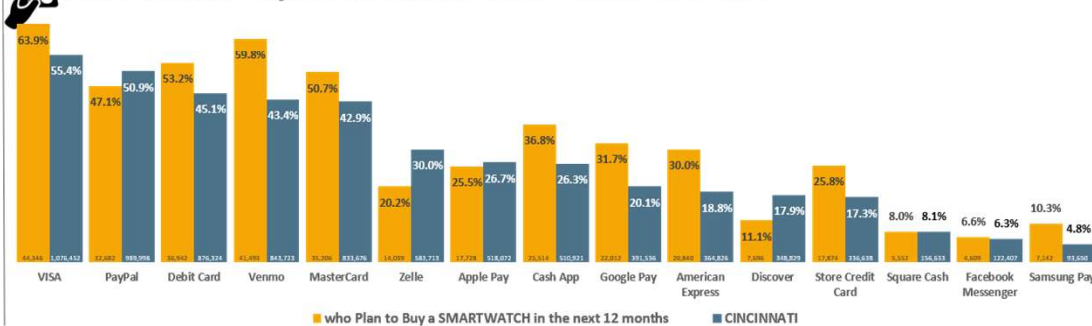
### Financial Services Has and/or Uses: Adults 18 or older



### Professional Services Used\*: Adults 18 or older



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



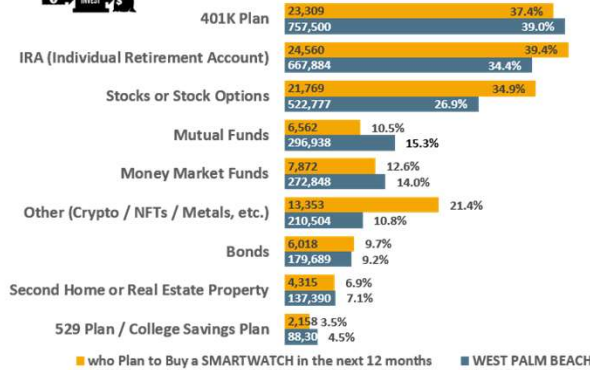




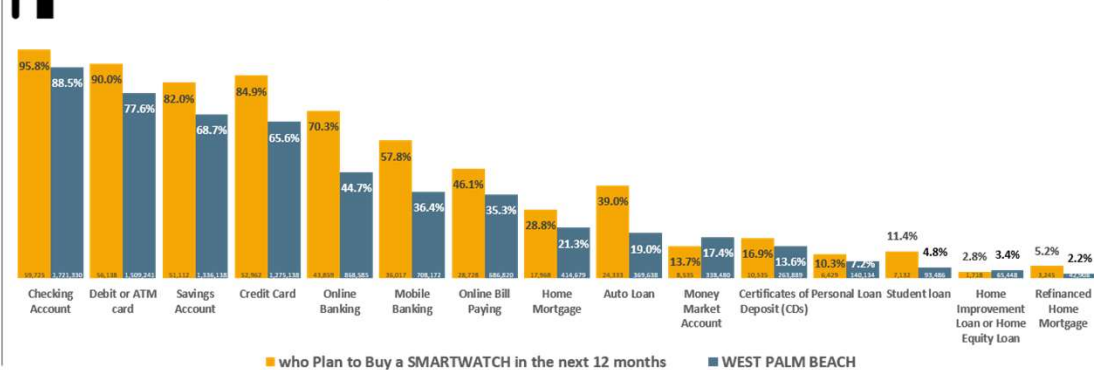
3.2% or 62,354 of WEST PALM BEACH DMA Adults 18 or older Plan to Buy a SMARTWATCH in the next 12... Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months are 4.1% less likely to have a 401K, 105.2% more likely to have an Auto Loan, 18.4% more likely to Invest/Trade Stocks Online, 1.3% more likely to pay with their Debit Card.



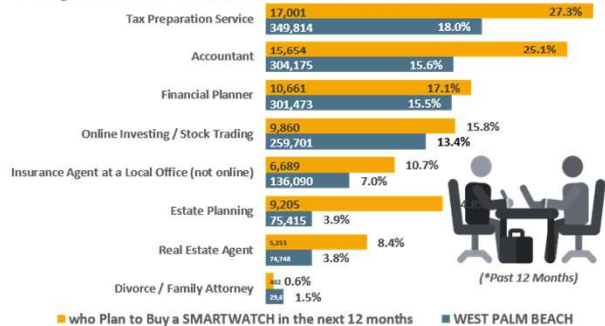
### Investments Owned: Adults 18 or older



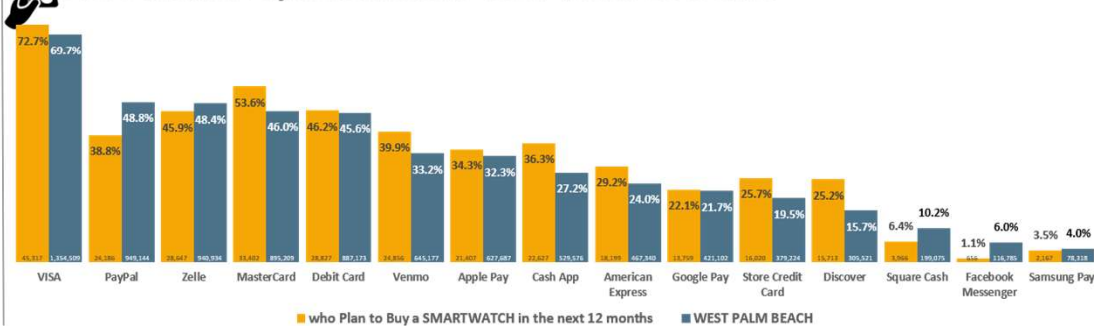
### Financial Services Has and/or Uses: Adults 18 or older



### Professional Services Used\*: Adults 18 or older



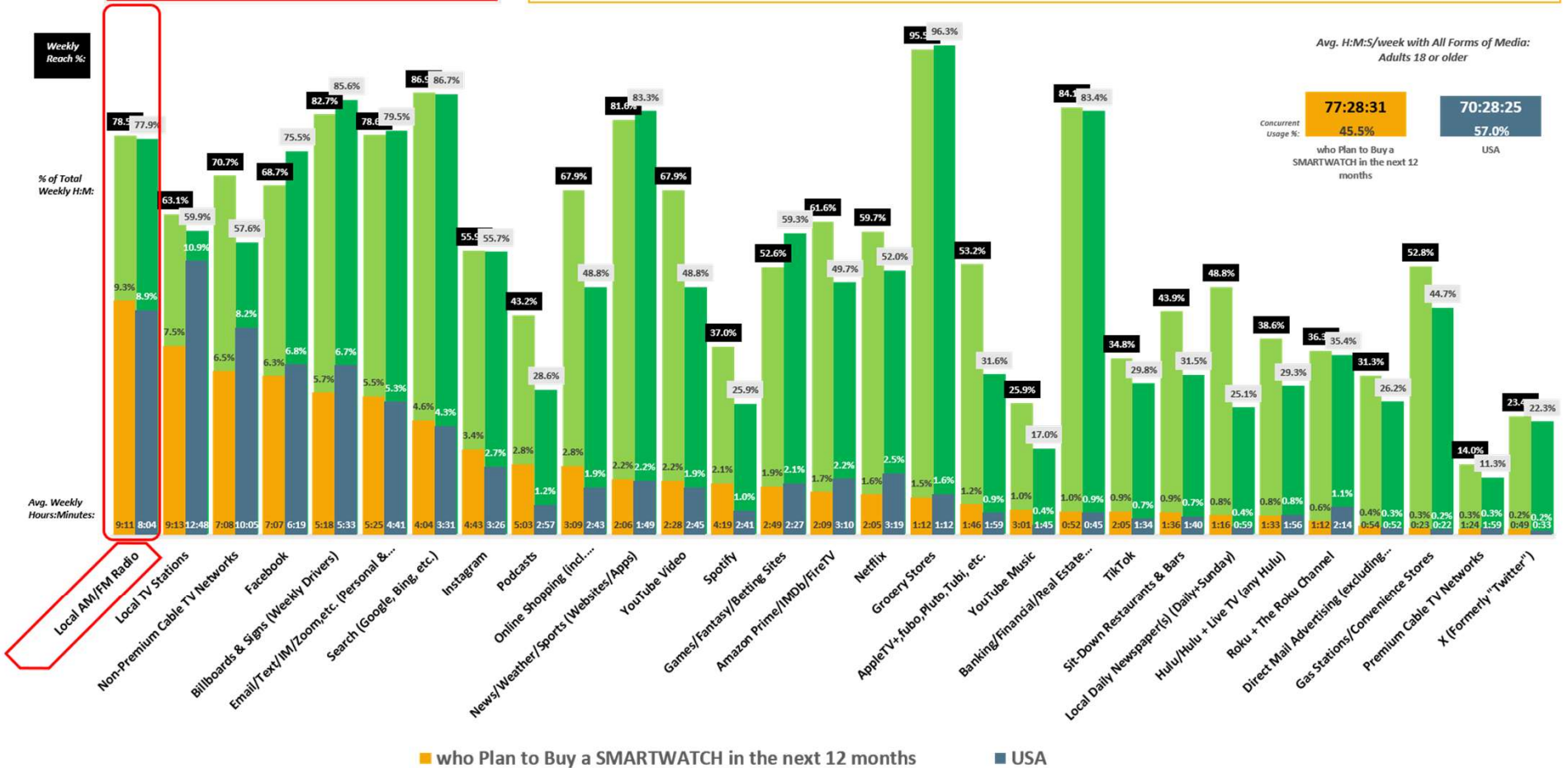
### Past 3-Months Payment Methods Used: Adults 18 or older







Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months spend an average of 3 days, 5 hours, 28 minutes and 31 seconds each week with All Forms of Media.  
 78.5% of Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months spend an avg. of 9 hours and 11 minutes each week listening to All Local AM/FM Radio, representing 9.3% of total time spent with all forms of Media.

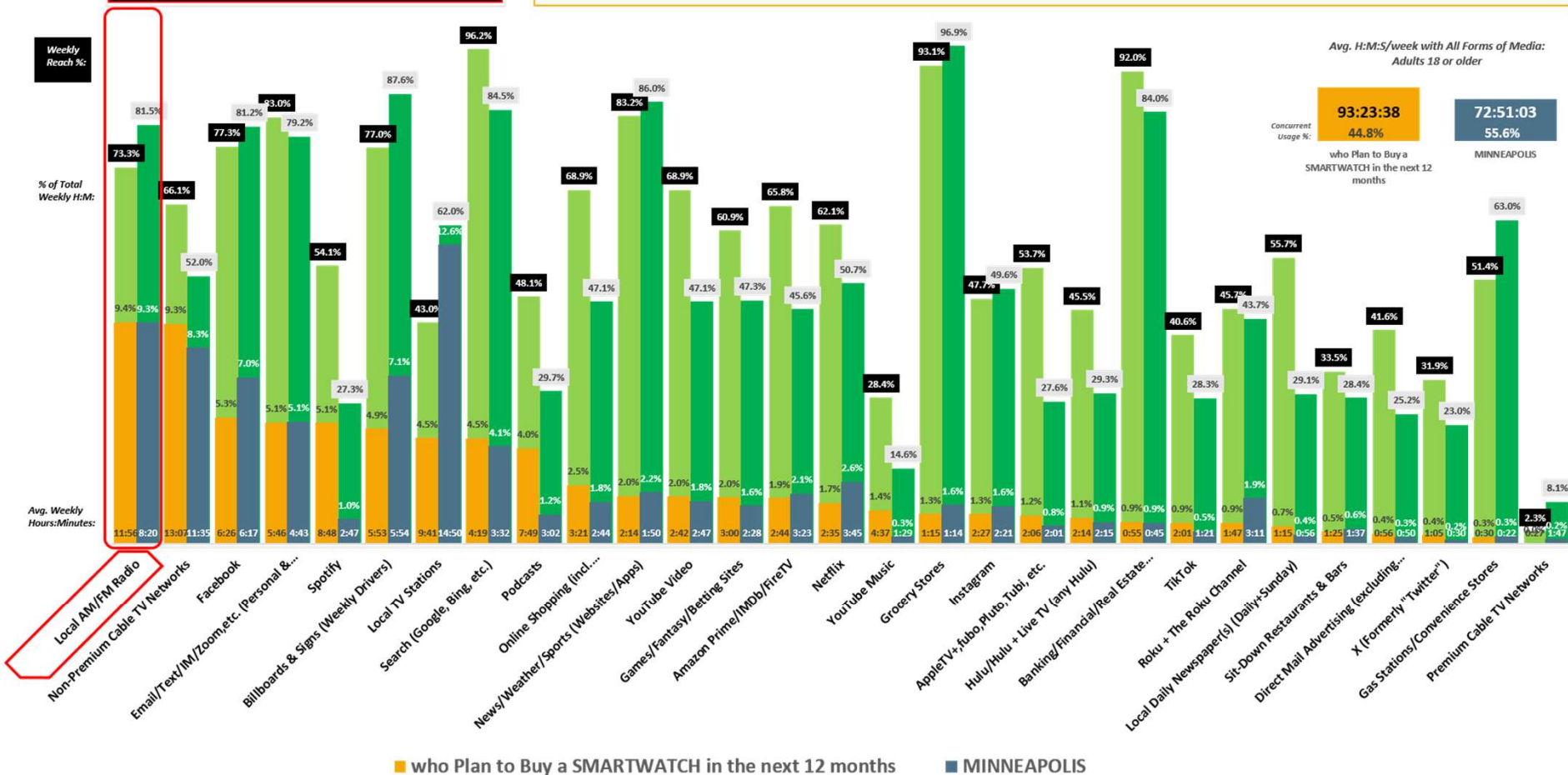






Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months spend an average of 3 days, 21 hours, 23 minutes and 38 seconds each week with All Forms of Media.

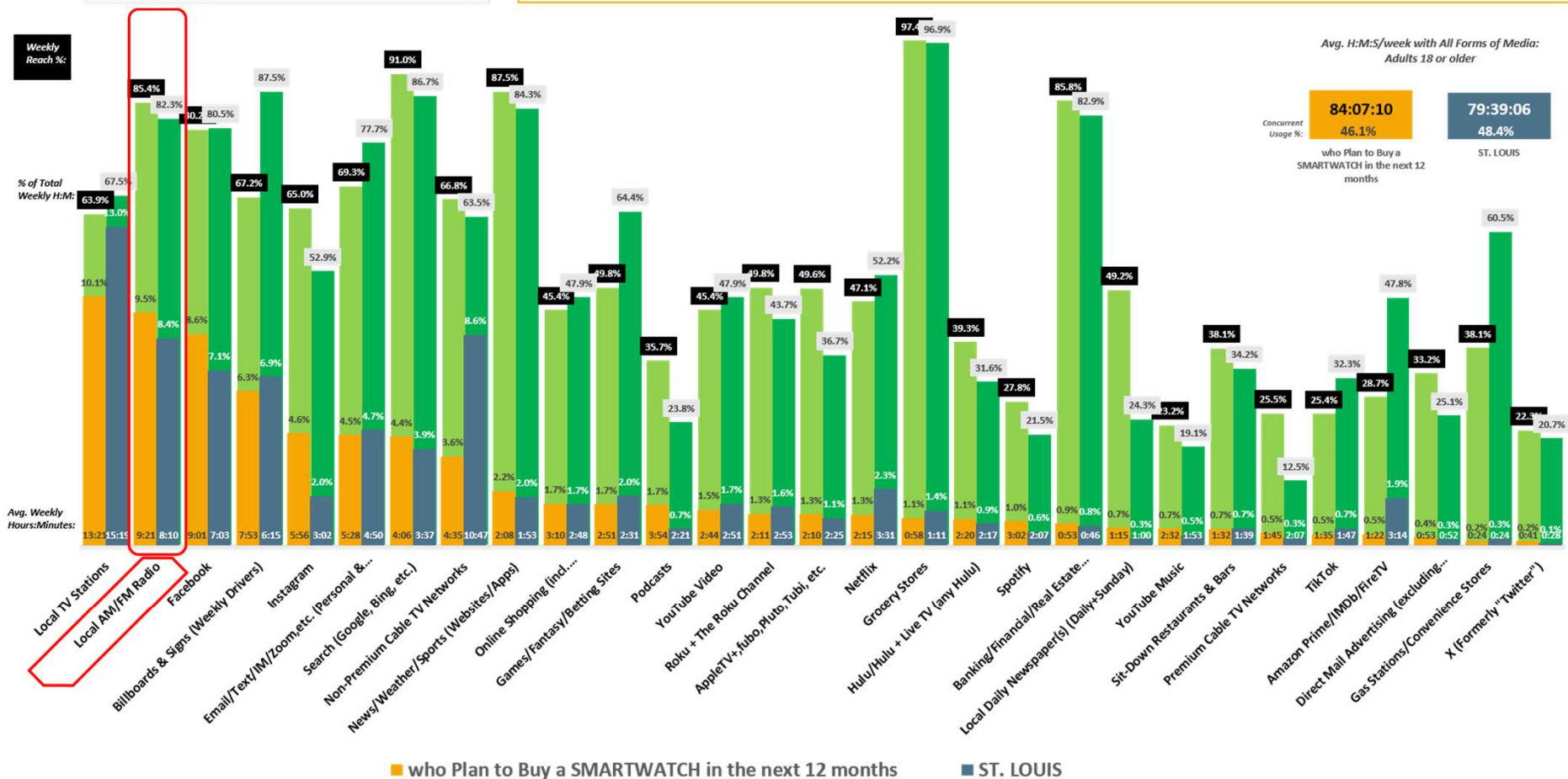
73.3% of Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months spend an avg. of 11 hours and 56 minutes each week listening to All Local AM/FM Radio, representing 9.4% of total time spent with all forms of Media.







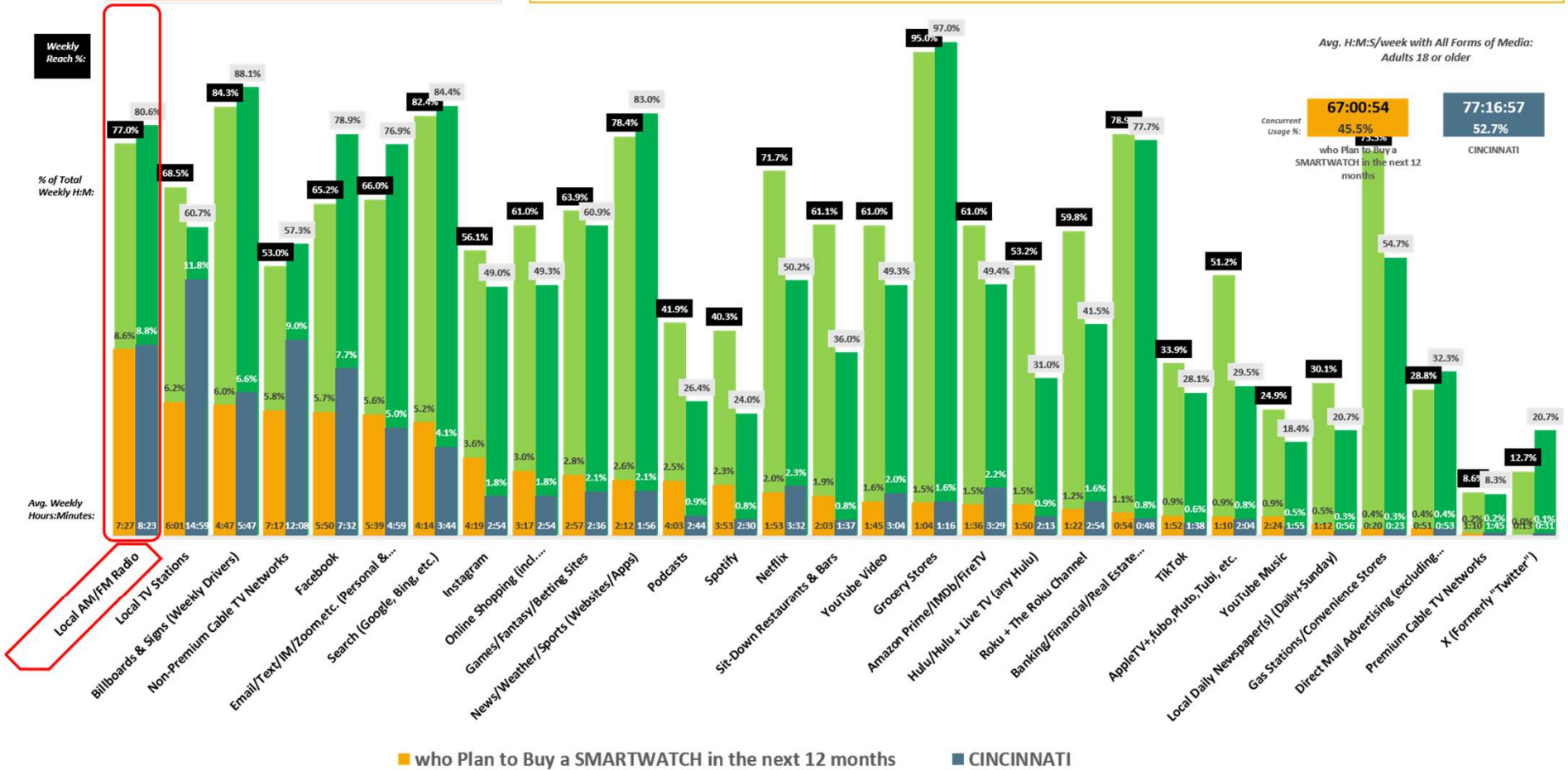
Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months spend an average of 3 days, 12 hours, 7 minutes and 10 seconds each week with All Forms of Media.  
 85.4% of Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months spend an avg. of 9 hours and 21 minutes each week listening to All Local AM/FM Radio, representing 9.5% of total time spent with all forms of Media.







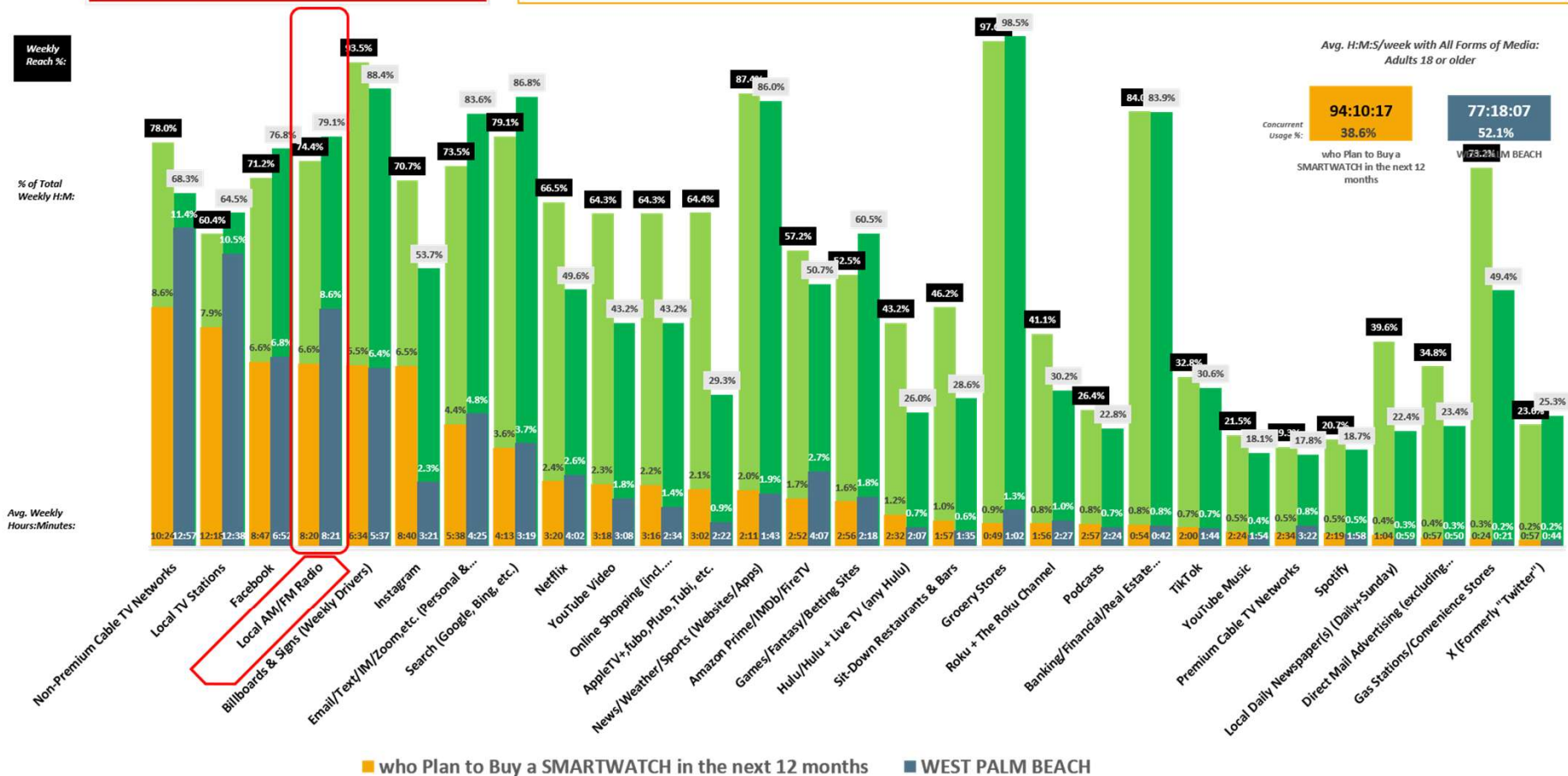
Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months spend an average of 2 days, 19 hours, 0 minutes and 54 seconds each week with All Forms of Media.  
 77.7% of Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months spend an avg. of 7 hours and 27 minutes each week listening to All Local AM/FM Radio, representing 8.6% of total time spent with all forms of Media.







Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months spend an average of 3 days, 22 hours, 10 minutes and 17 seconds each week with All Forms of Media.  
 74.4% of Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months spend an avg. of 8 hours and 20 minutes each week listening to All Local AM/FM Radio, representing 6.6% of total time spent with all forms of Media.

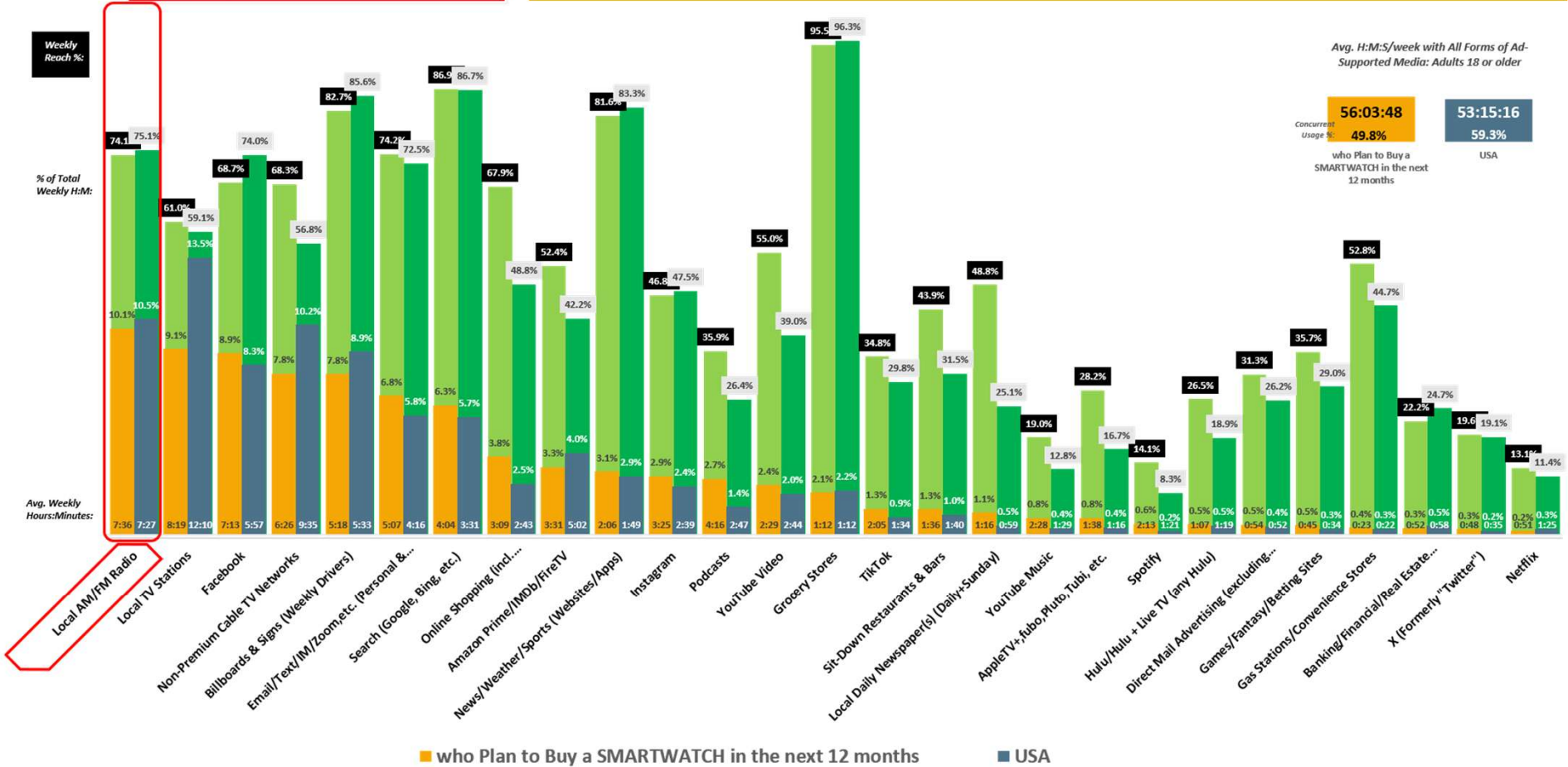






Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months spend an average of 2 days, 8 hours, 3 minutes and 48 seconds each week with All Forms of Ad-Supported Media.

74.1% of Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months spend an avg. of 7 hours and 36 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.1% of total time spent with all forms of Ad-Supported Media.

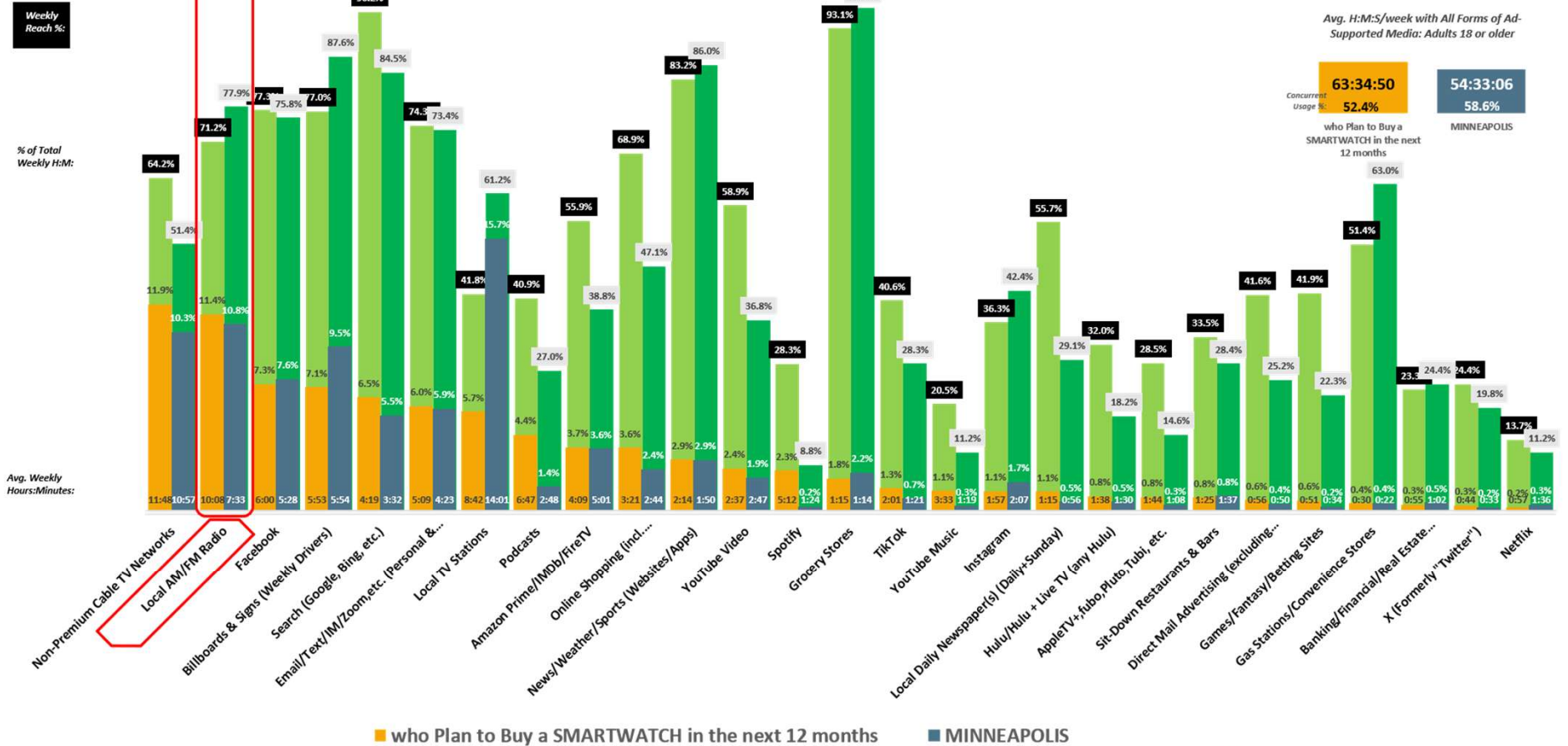






Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months spend an average of 2 days, 15 hours, 34 minutes and 50 seconds each week with All Forms of Ad-Supported Media.

71.2% of Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months spend an avg. of 10 hours and 8 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.4% of total time spent with all forms of Ad-Supported Media.

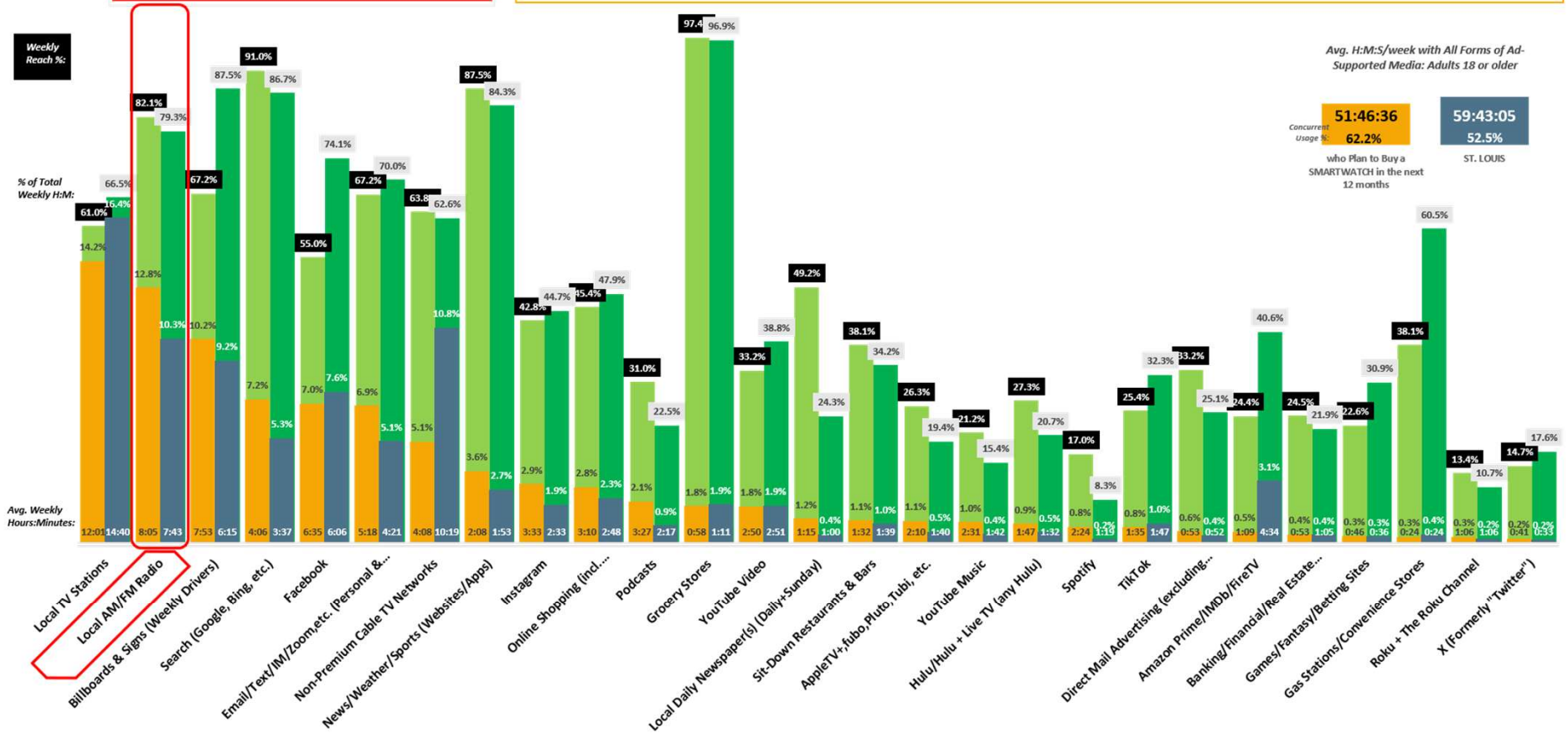






Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months spend an average of 2 days, 3 hours, 46 minutes and 36 seconds each week with All Forms of Ad-Supported Media.

82.1% of Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months spend an avg. of 8 hours and 5 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.8% of total time spent with all forms of Ad-Supported Media.

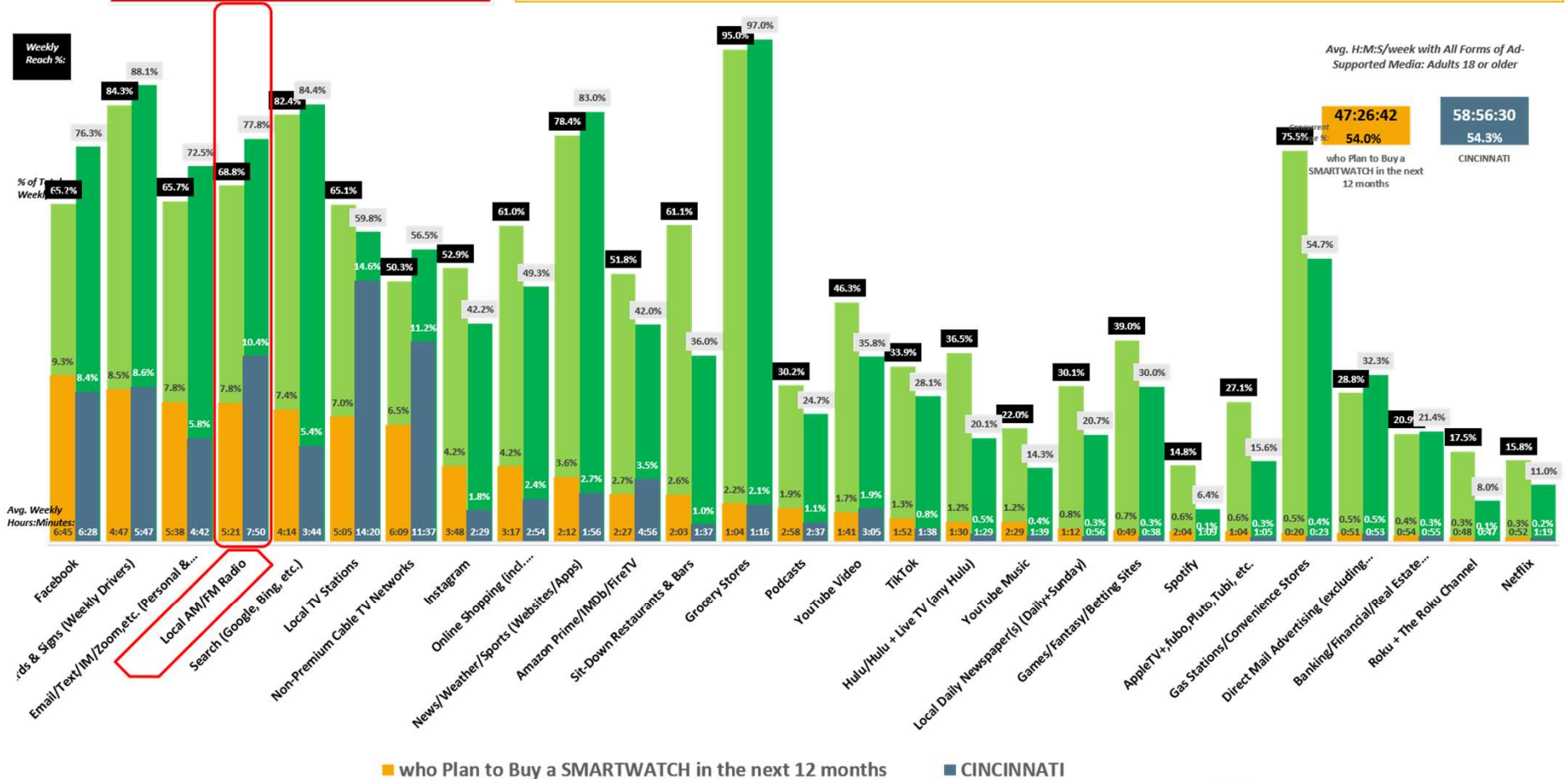


■ who Plan to Buy a SMARTWATCH in the next 12 months ■ ST. LOUIS





Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months spend an average of 1 days, 23 hours, 26 minutes and 42 seconds each week with All Forms of Ad-Supported Media.  
 68.8% of Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months spend an avg. of 5 hours and 21 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 7.8% of total time spent with all forms of Ad-Supported Media.







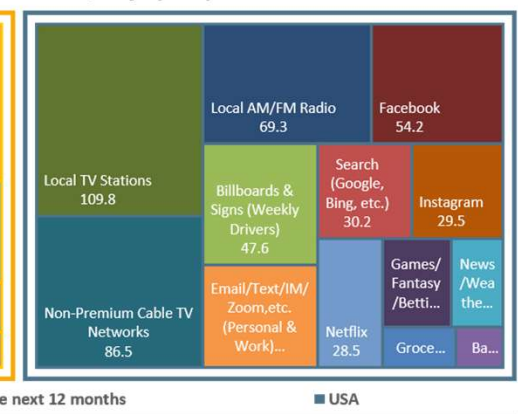
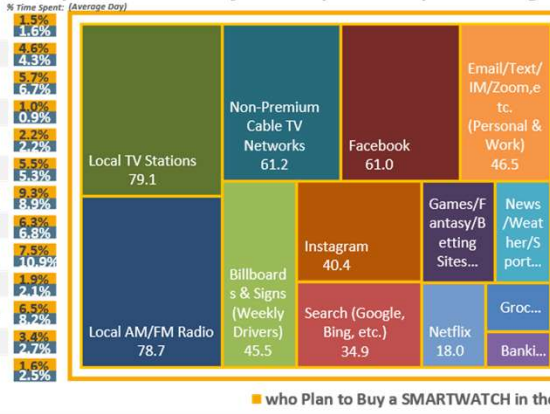
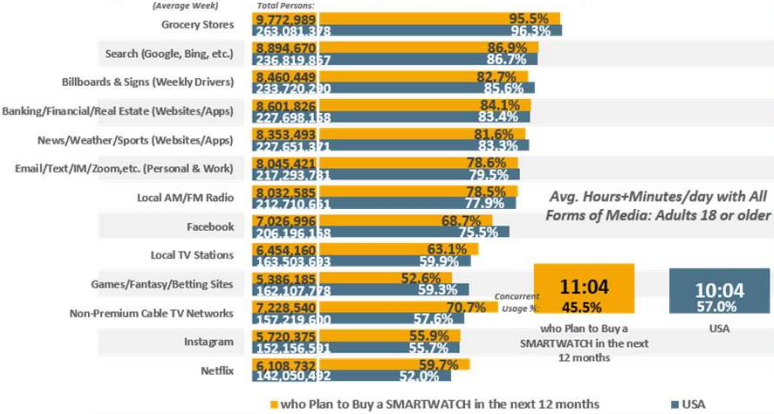
Items/services HHLd plans to buy in next 12 months (HHLd): Smartwatch



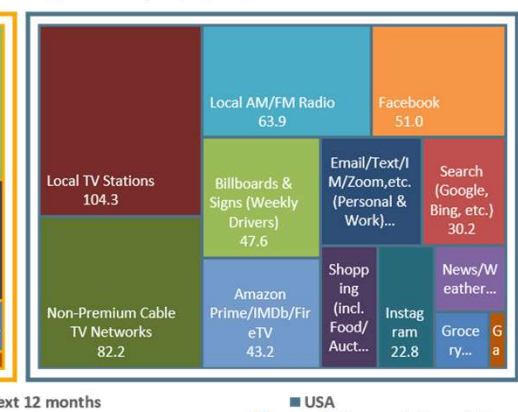
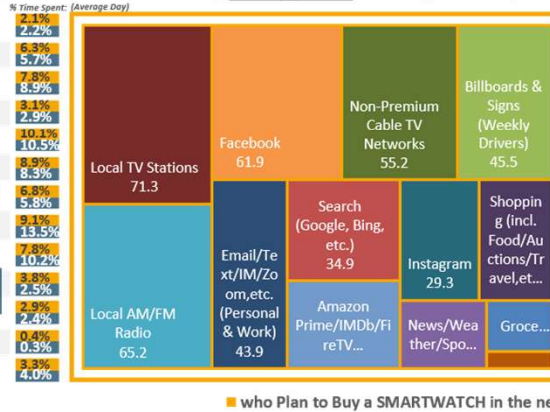
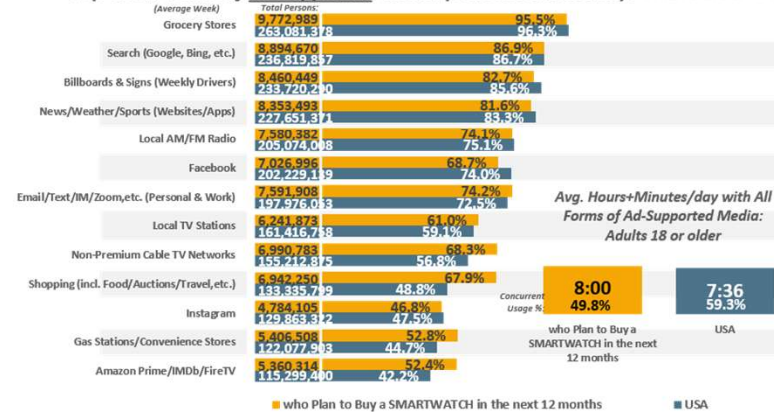


Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months spend an average of 8 hours and 0 minutes each day with All Forms of Ad-Supported Media. 74.1% listen to Local AM/FM Radio for an avg. of 65.2 minutes/day. (Local Radio delivers 10.1% of Time with Ad-Supported Media.)

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



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 879  
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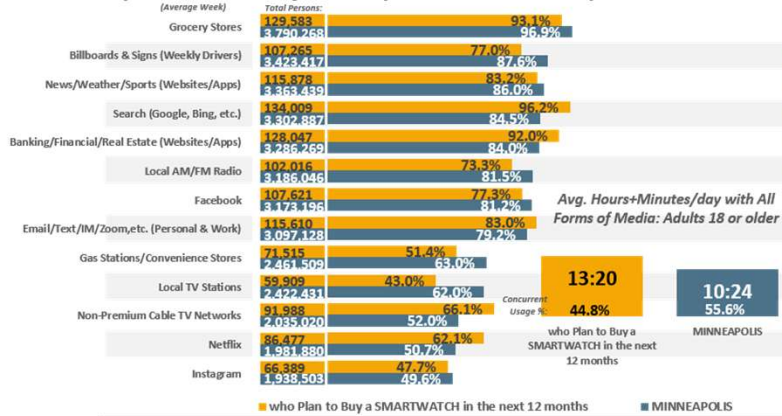
Items/services HHLD plans to buy in next 12 months (HHLD): Smartwatch



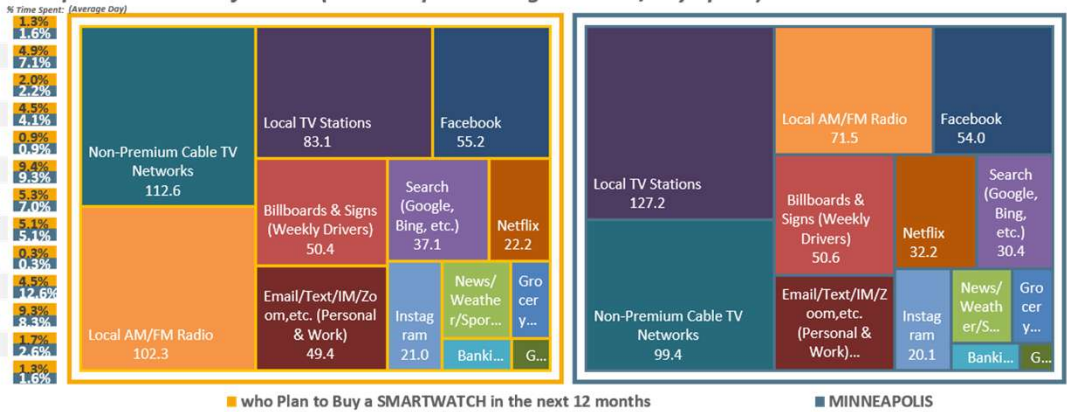


Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months spend an average of 9 hours and 4 minutes each day with All Forms of Ad-Supported Media. 71.2% listen to Local AM/FM Radio for an avg. of 87. minutes/day. (Local Radio delivers 11.4% of Time with Ad-Supported Media.)

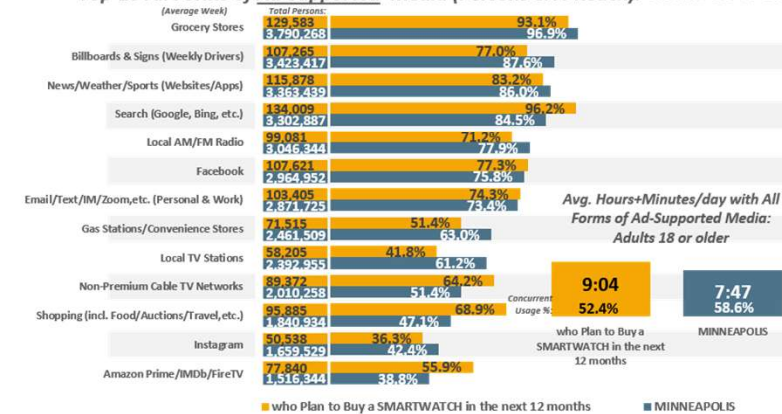
### Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



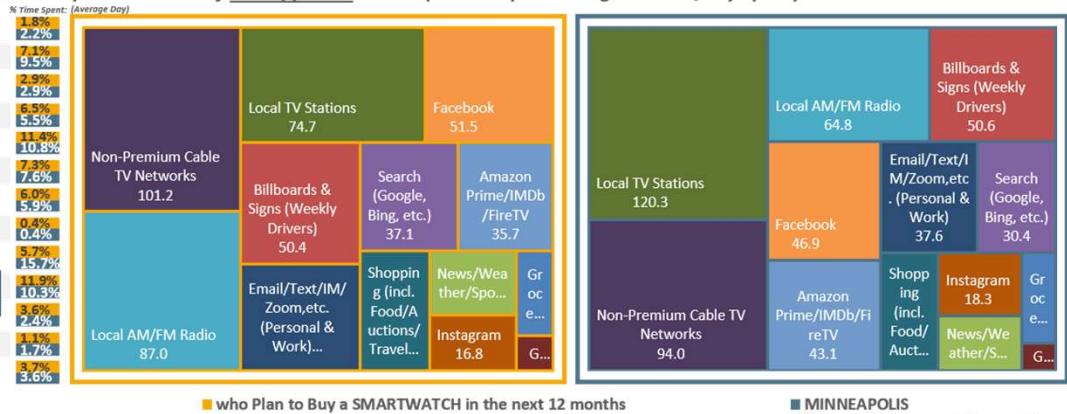
### Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



### 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



MINNEAPOLIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 61  
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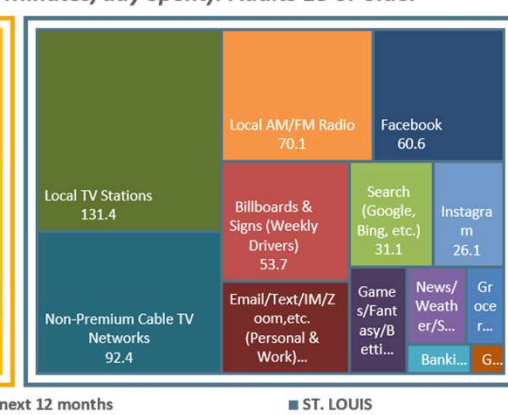
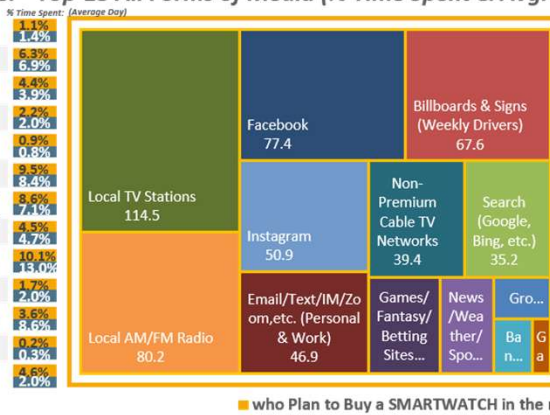
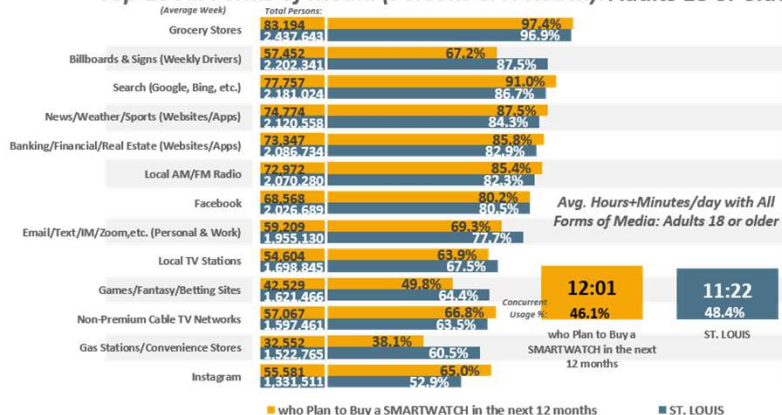
Items/services HHLD plans to buy in next 12 months (HHLD): Smartwatch



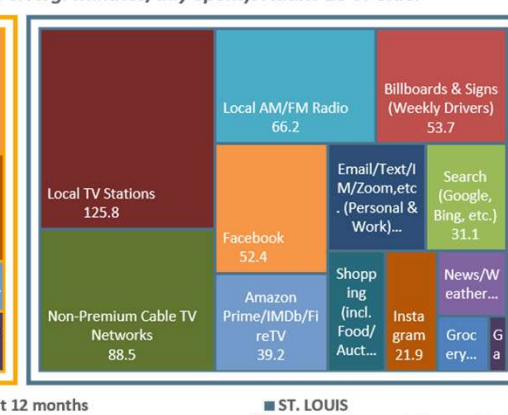
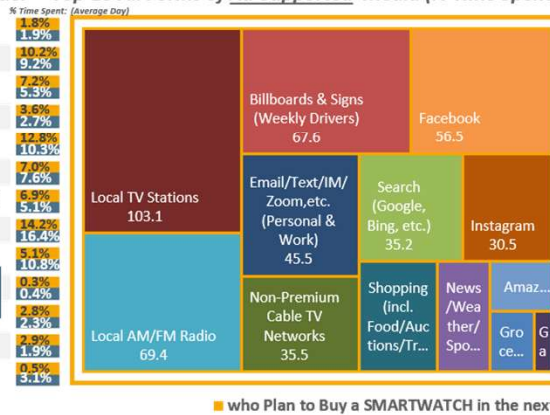
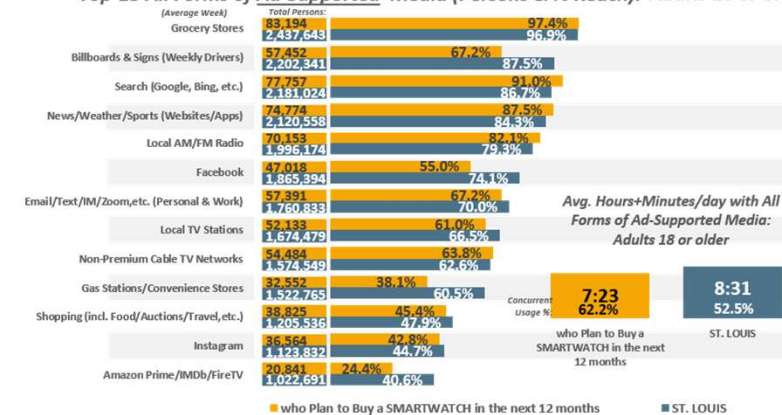


Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months spend an average of 7 hours and 23 minutes each day with All Forms of Ad-Supported Media. 82.1% listen to Local AM/FM Radio for an avg. of 69.4 minutes/day. (Local Radio delivers 12.8% of Time with Ad-Supported Media.)

**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**



ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 75  
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Items/services HHLD plans to buy in next 12 months (HHLD): Smartwatch

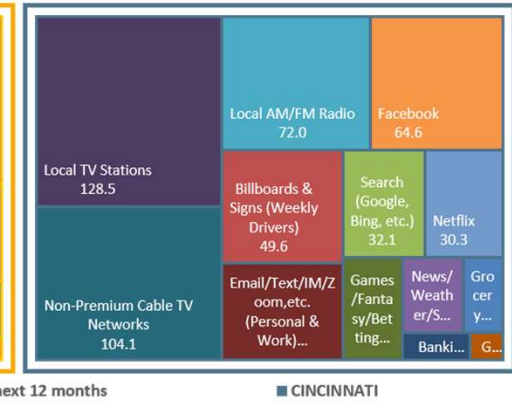
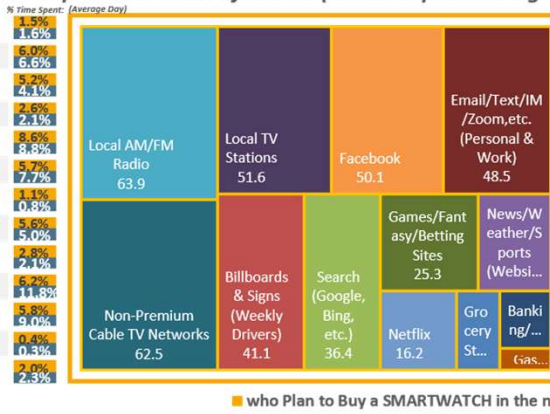
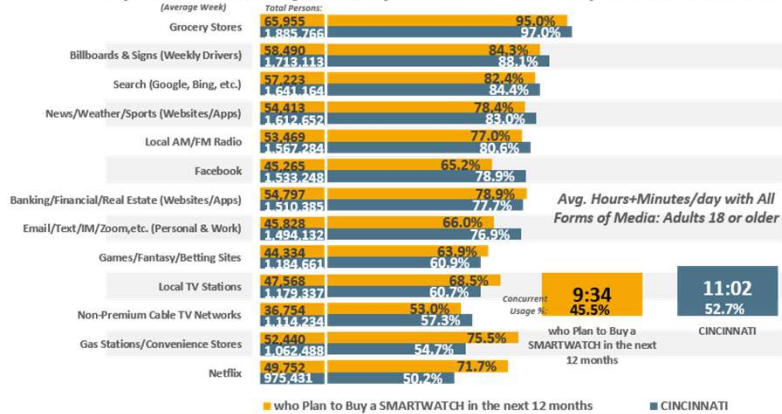




Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months spend an average of 6 hours and 46 minutes each day with All Forms of Ad-Supported Media. 68.8% listen to Local AM/FM Radio for an avg. of 45.9 minutes/day. (Local Radio delivers 7.8% of Time with Ad-Supported Media.)

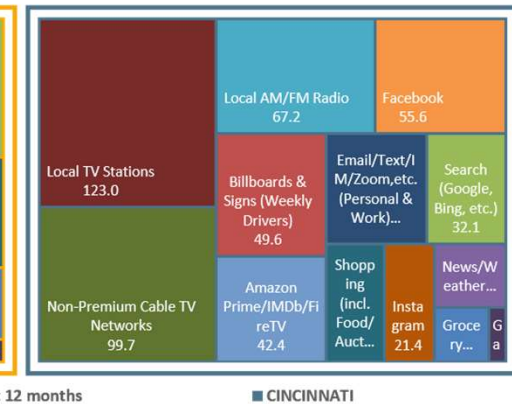
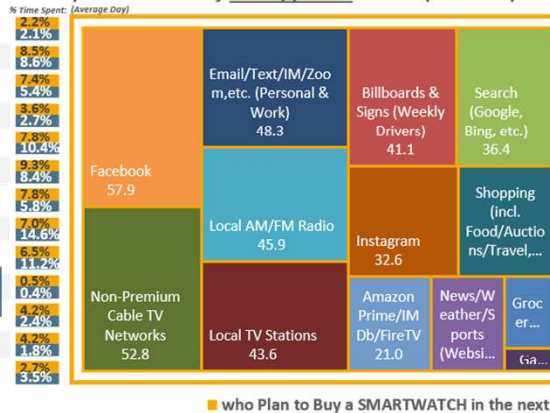
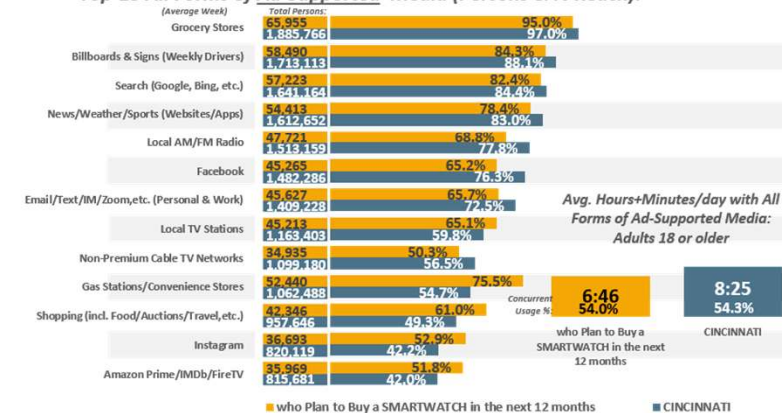
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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



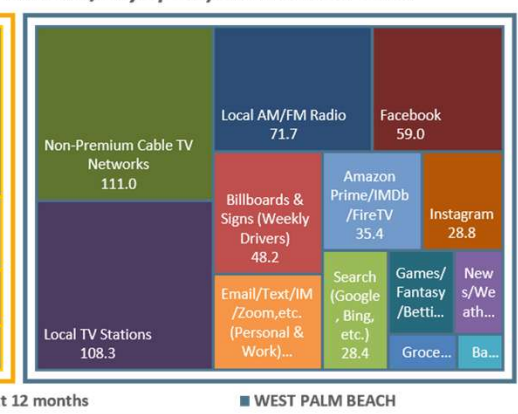
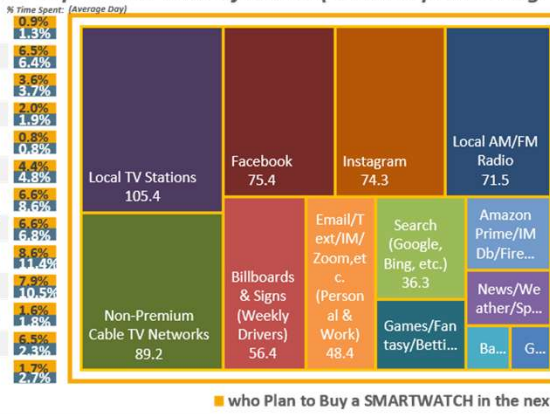
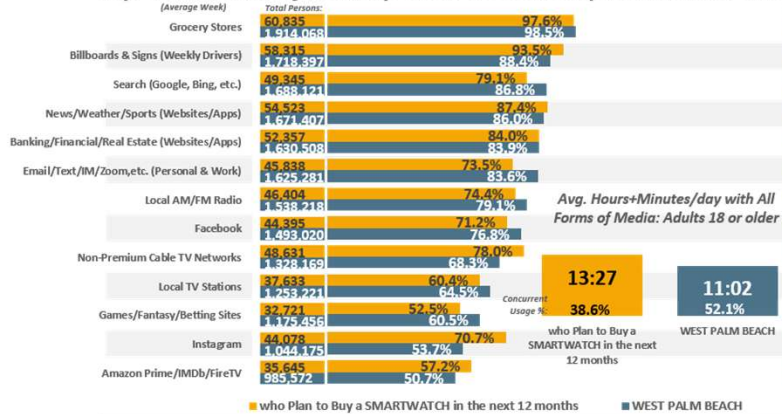




Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months spend an average of 10 hours and 32 minutes each day with All Forms of Ad-Supported Media. 71.5% listen to Local AM/FM Radio for an avg. of 67.2 minutes/day. (Local Radio delivers 7.6% of Time with Ad-Supported Media.)

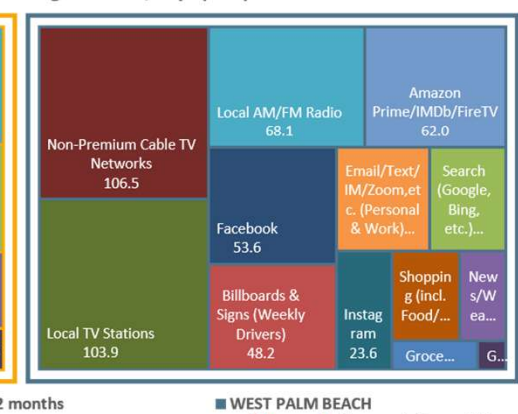
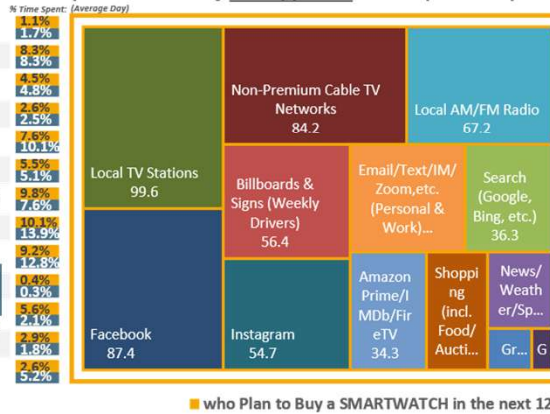
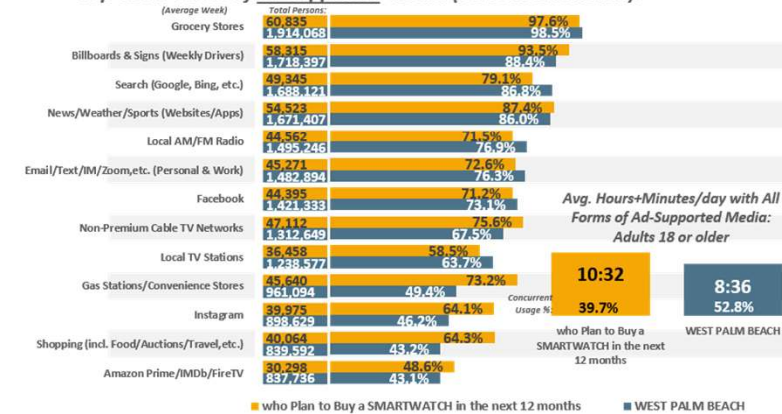
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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



WEST PALM BEACH DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 80  
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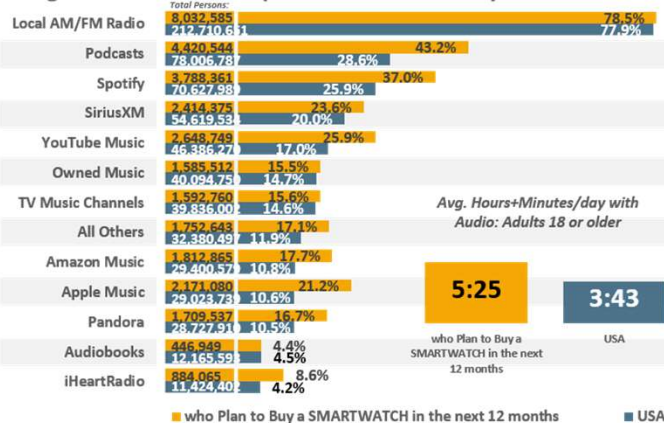
Items/services HHLD plans to buy in next 12 months (HHLD): Smartwatch



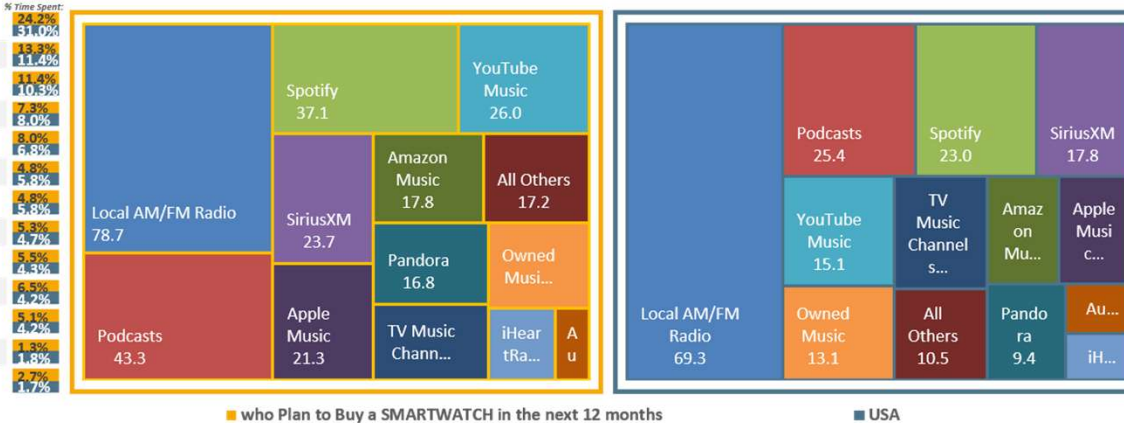


7,580,382 or 74.1% of Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months listen to Ad-Supported Local AM/FM Radio for an average of 65.2 minutes every day representing 31.6% of all time spent daily with Ad-Supported Audio.

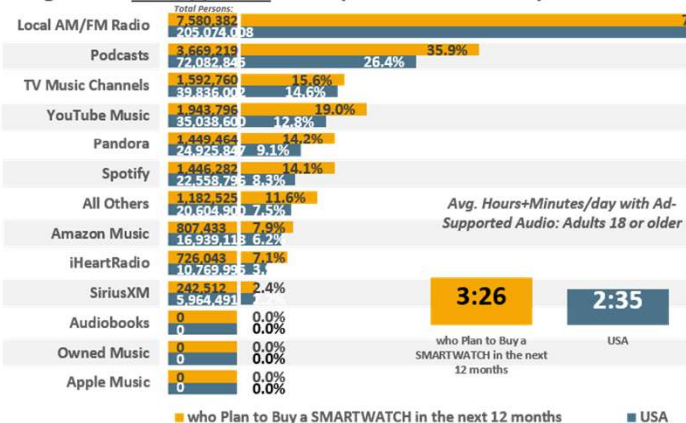
### Avg. Week All Audio (Persons & % Reach): Adults 18 or older



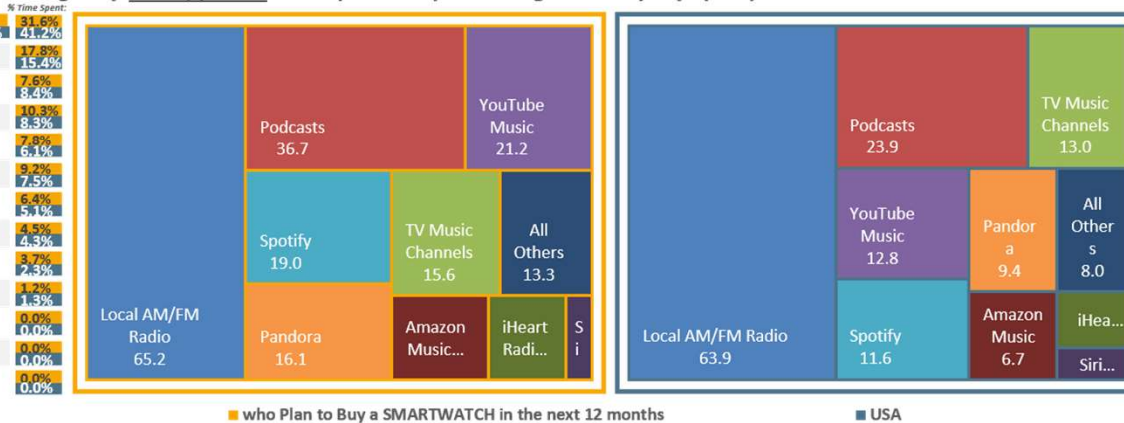
### Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



### 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

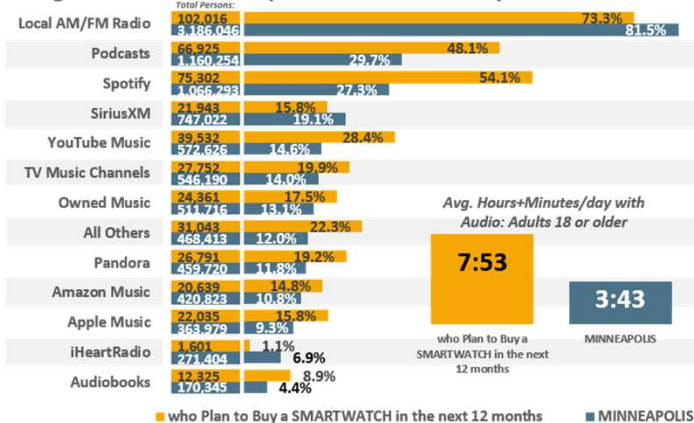




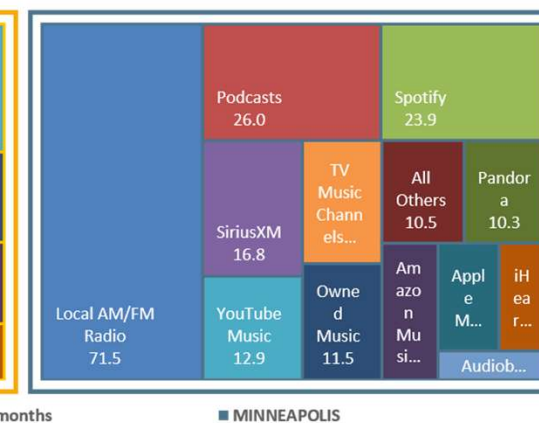
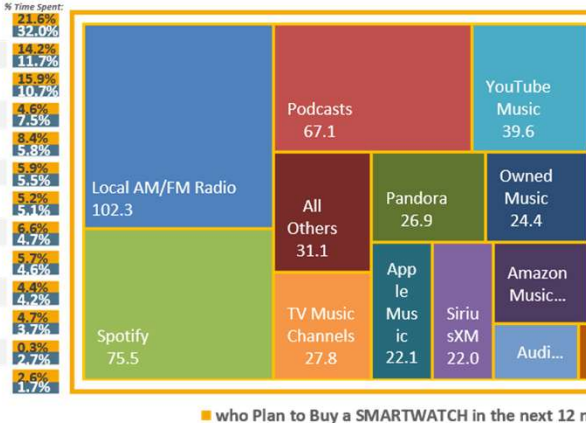


99,081 or 71.2% of Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months listen to Ad-Supported Local AM/FM Radio for an average of 87. minutes every day representing 27.7% of all time spent daily with Ad-Supported Audio.

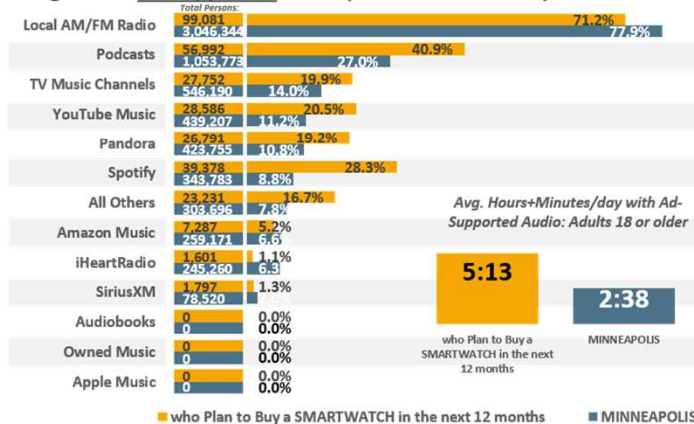
**Avg. Week All Audio (Persons & % Reach): Adults 18 or older**



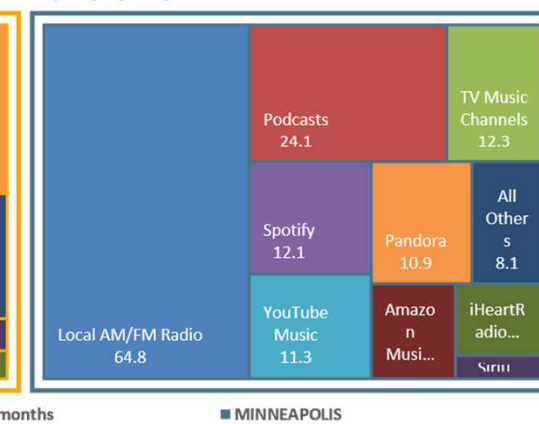
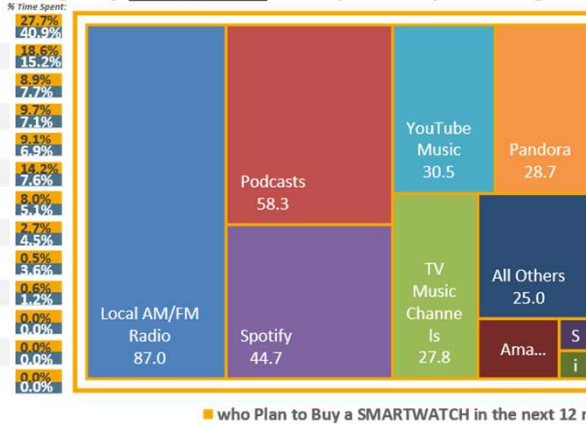
**Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



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



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

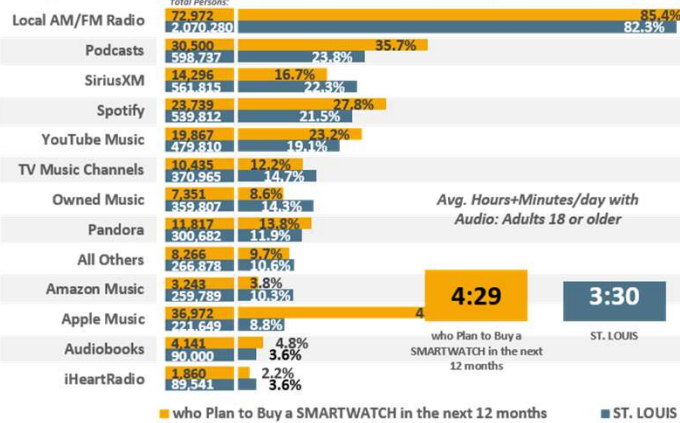




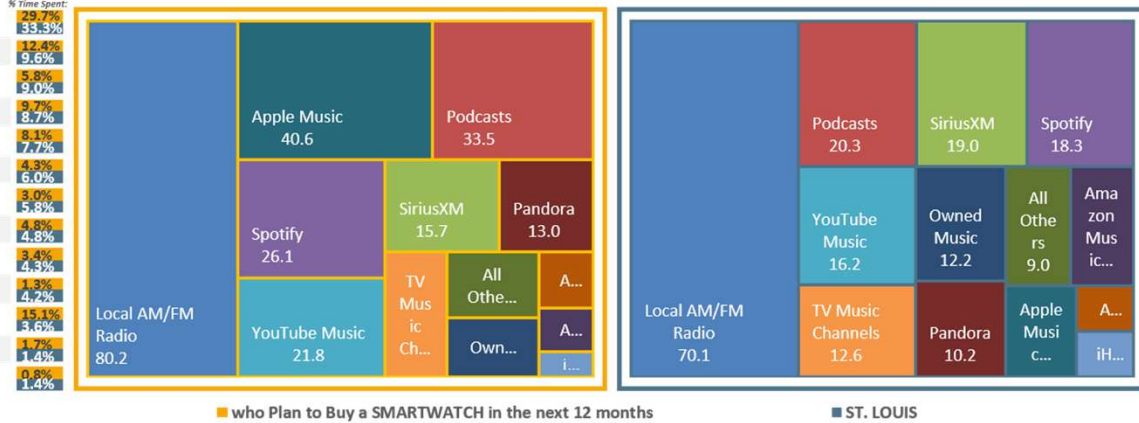


70,153 or 82.1% of Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months listen to Ad-Supported Local AM/FM Radio for an average of 69.4 minutes every day representing 37.6% of all time spent daily with Ad-Supported Audio.

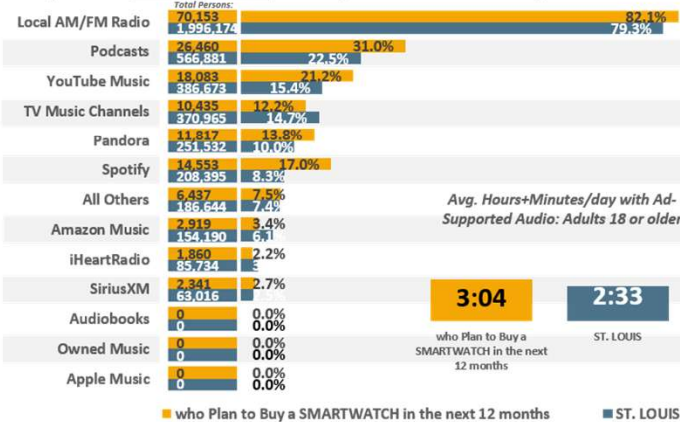
#### Avg. Week All Audio (Persons & % Reach): Adults 18 or older



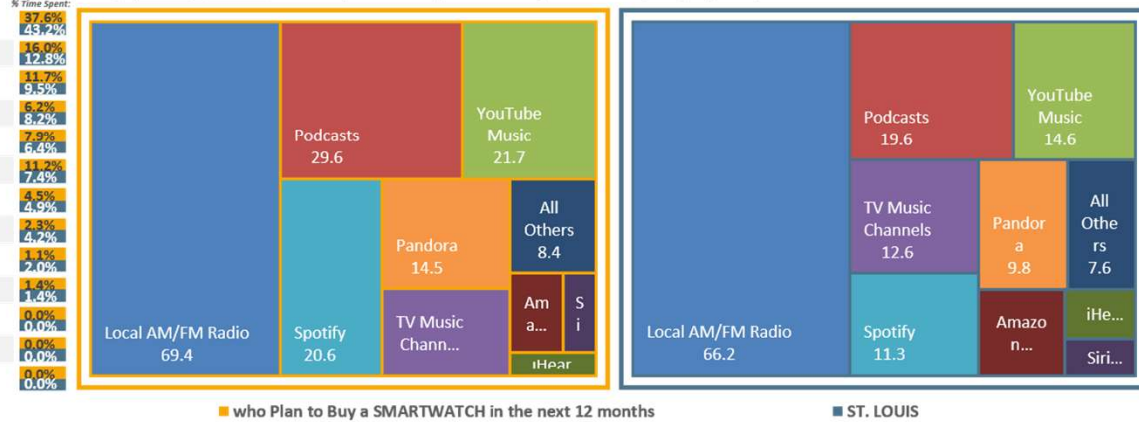
#### Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



#### 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

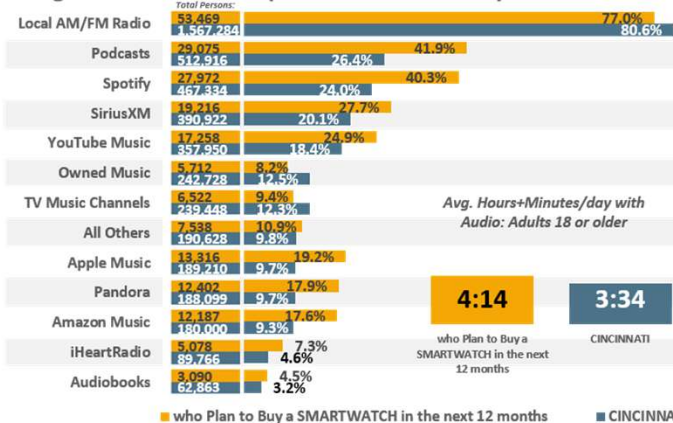




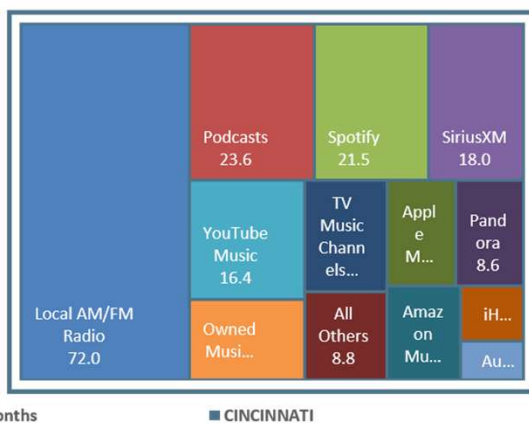
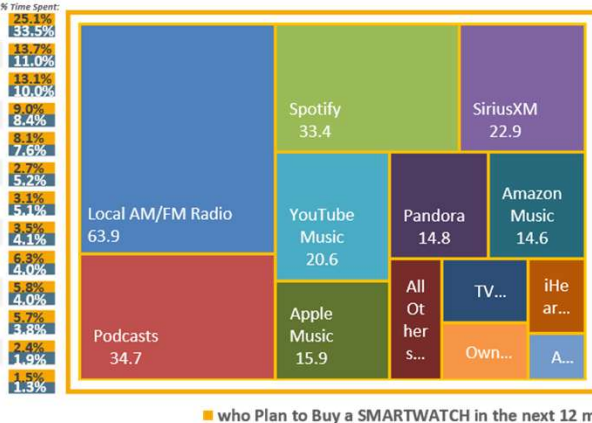


47,721 or 68.8% of Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months listen to Ad-Supported Local AM/FM Radio for an average of 45.9 minutes every day representing 28.9% of all time spent daily with Ad-Supported Audio.

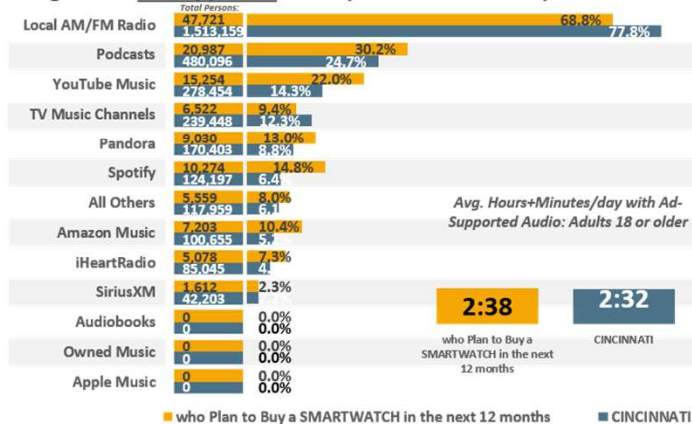
#### Avg. Week All Audio (Persons & % Reach): Adults 18 or older



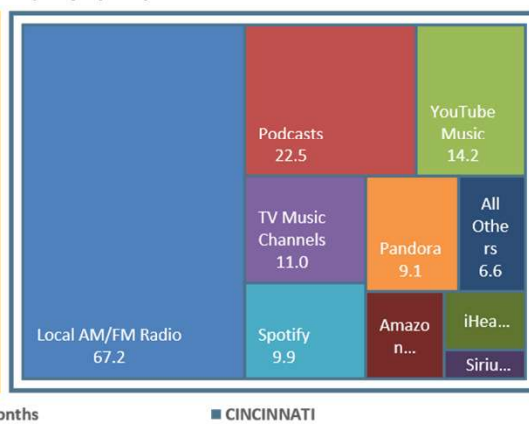
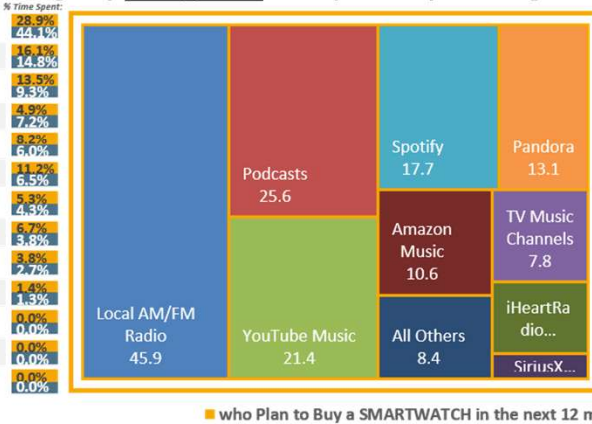
#### Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



#### 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

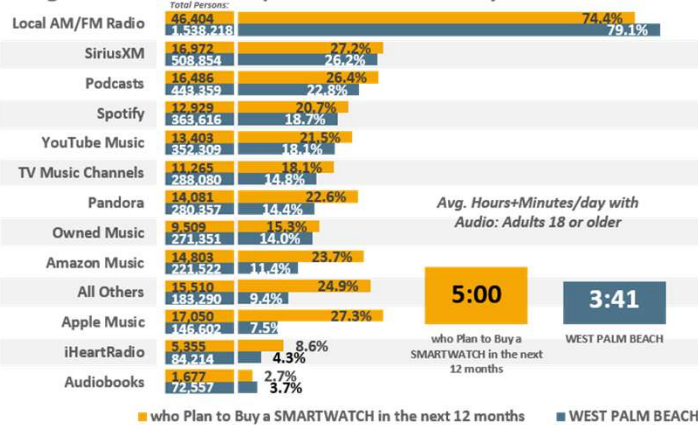




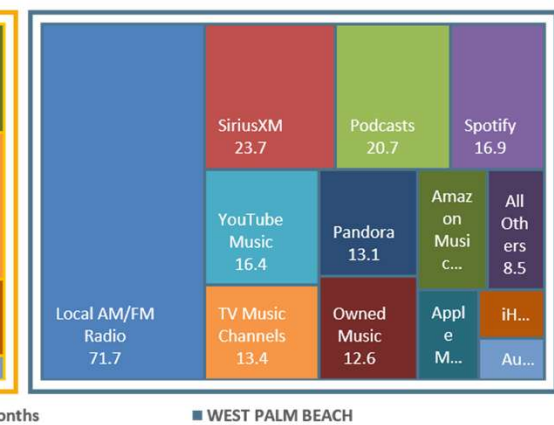
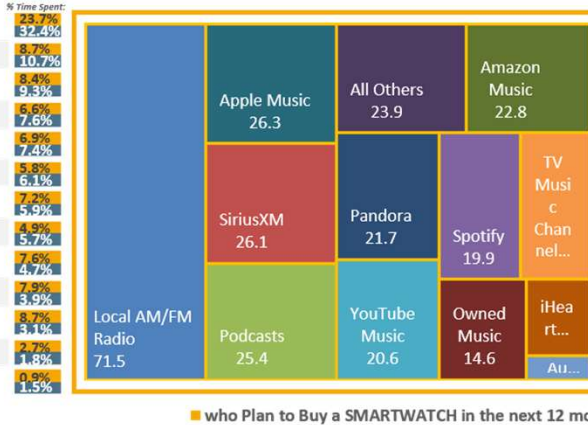


44,562 or 71.5% of Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months listen to Ad-Supported Local AM/FM Radio for an average of 67.2 minutes every day representing 31.7% of all time spent daily with Ad-Supported Audio.

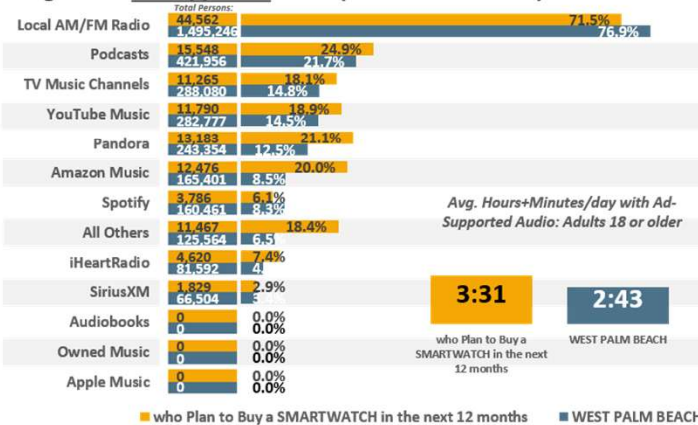
**Avg. Week All Audio (Persons & % Reach): Adults 18 or older**



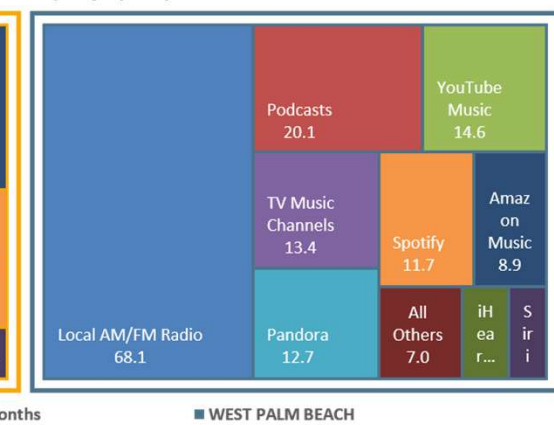
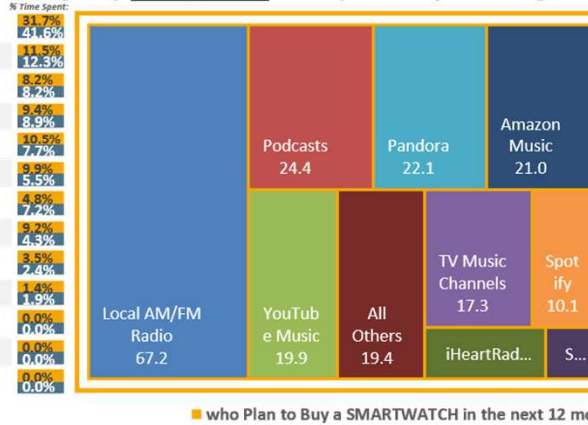
**Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



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



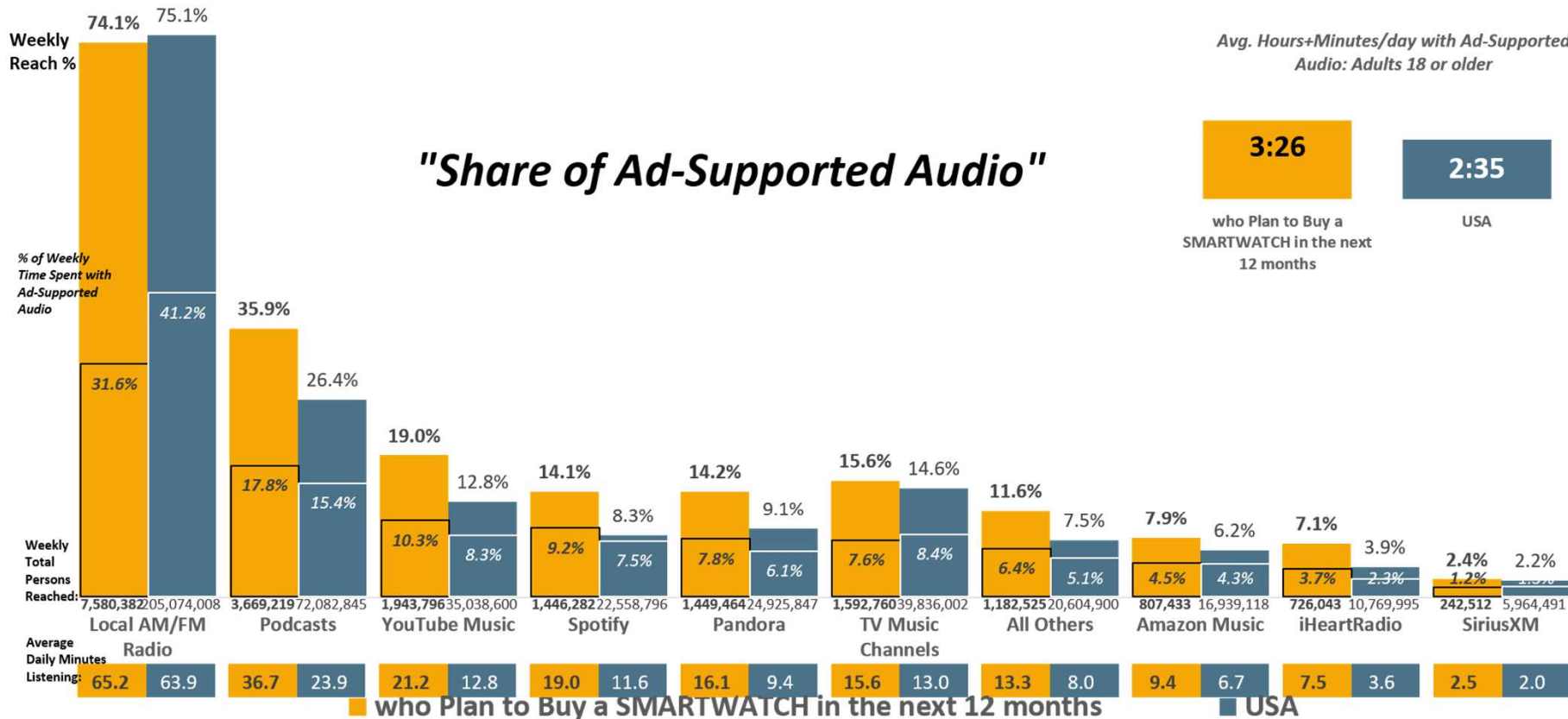
**Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**







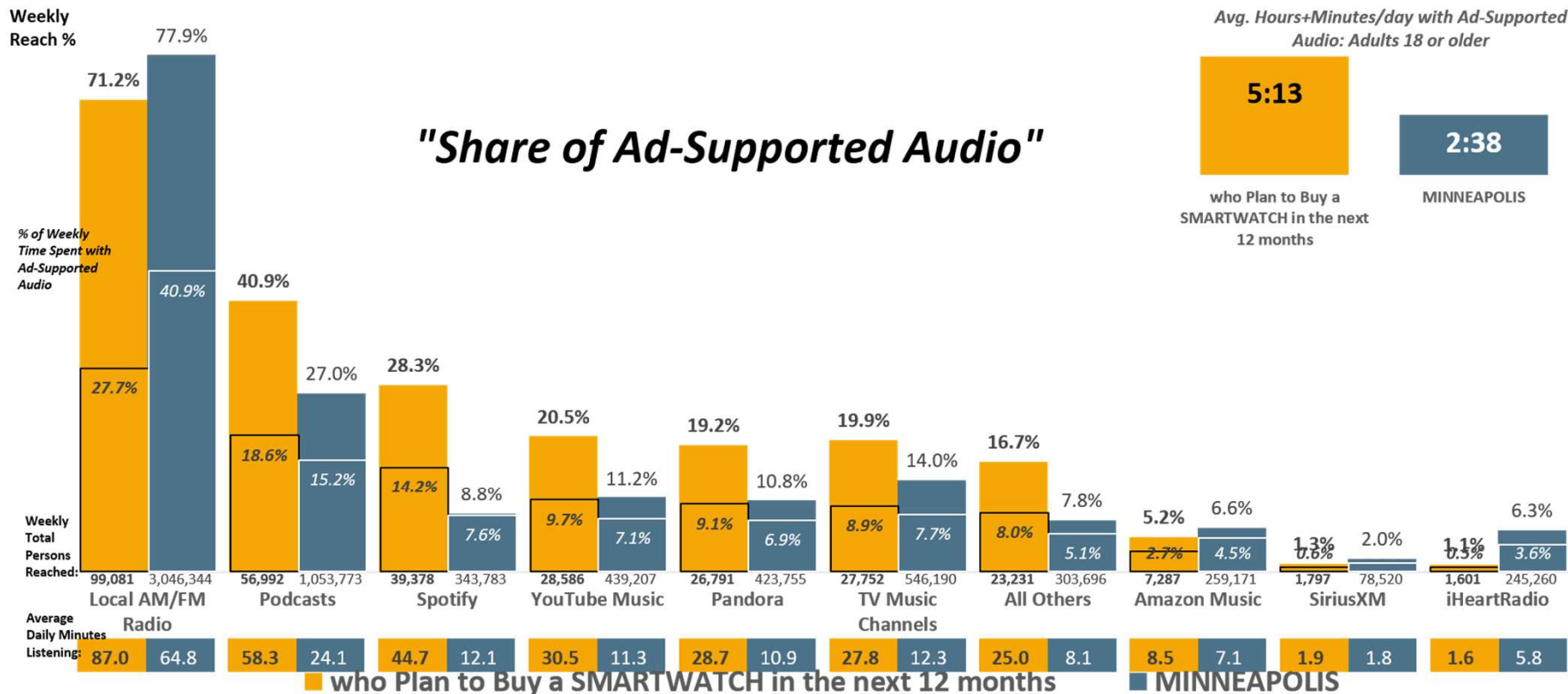
7,580,382 or 74.1% of Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months listen to Ad-Supported Local AM/FM Radio for an average of 65.2 minutes every day representing 31.6% of all time spent daily with Ad-Supported Audio.







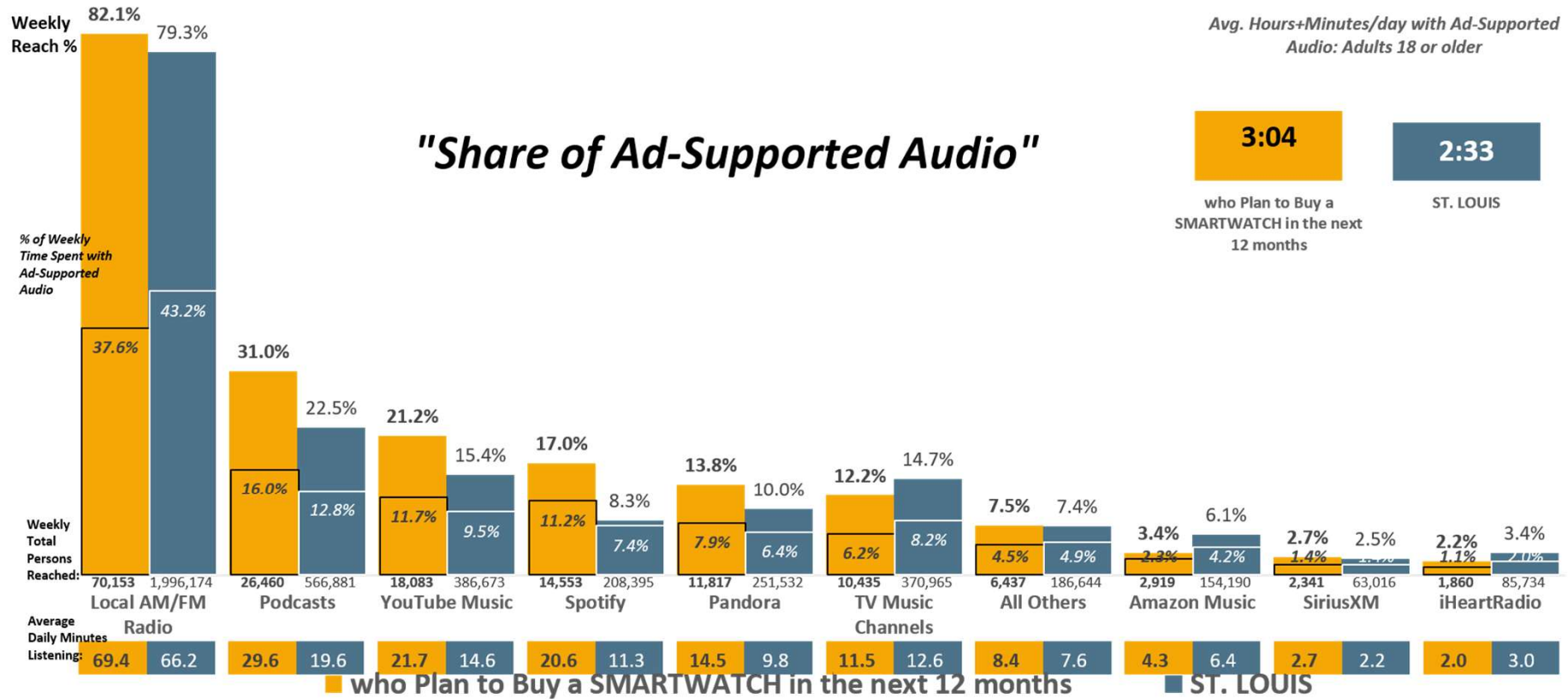
99,081 or 71.2% of Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months listen to Ad-Supported Local AM/FM Radio for an average of 87. minutes every day representing 27.7% of all time spent daily with Ad-Supported Audio.







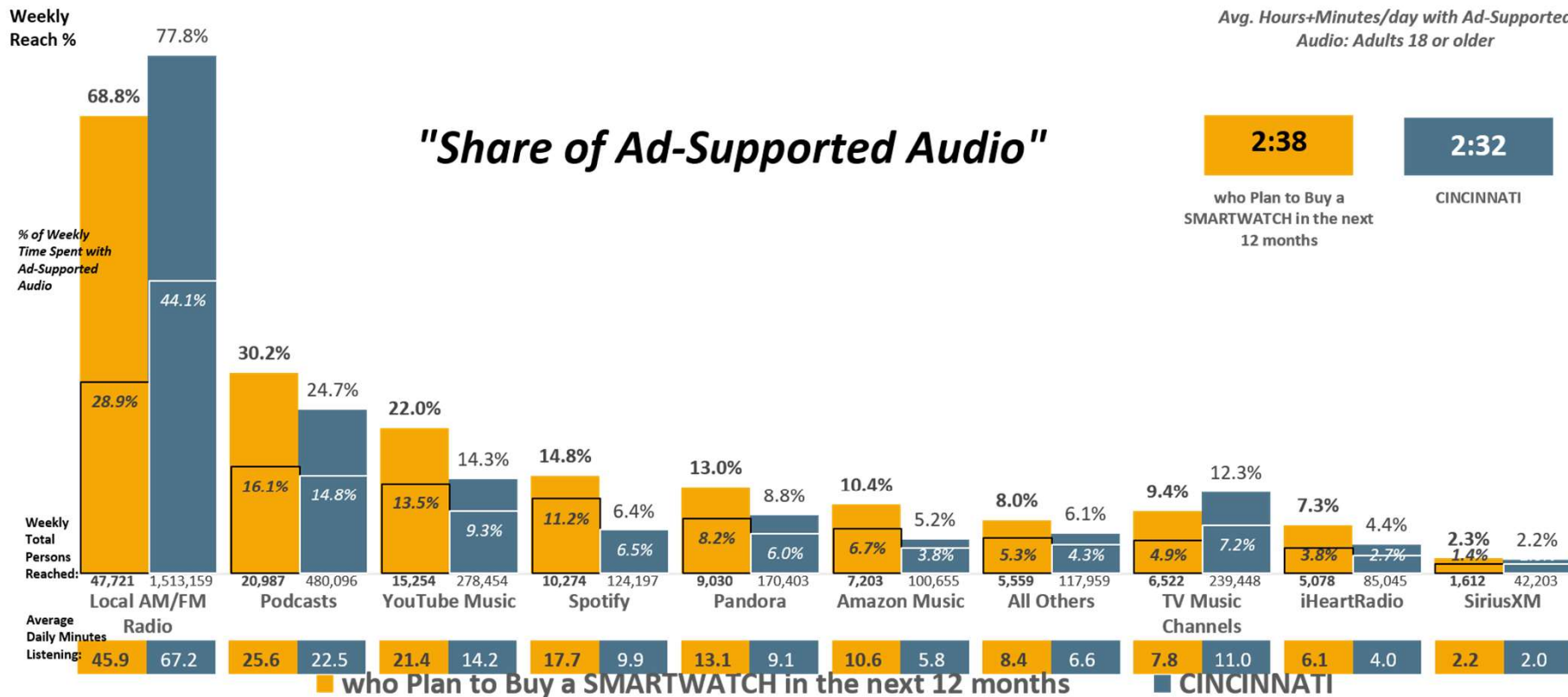
70,153 or 82.1% of Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months listen to Ad-Supported Local AM/FM Radio for an average of 69.4 minutes every day representing 37.6% of all time spent daily with Ad-Supported Audio.







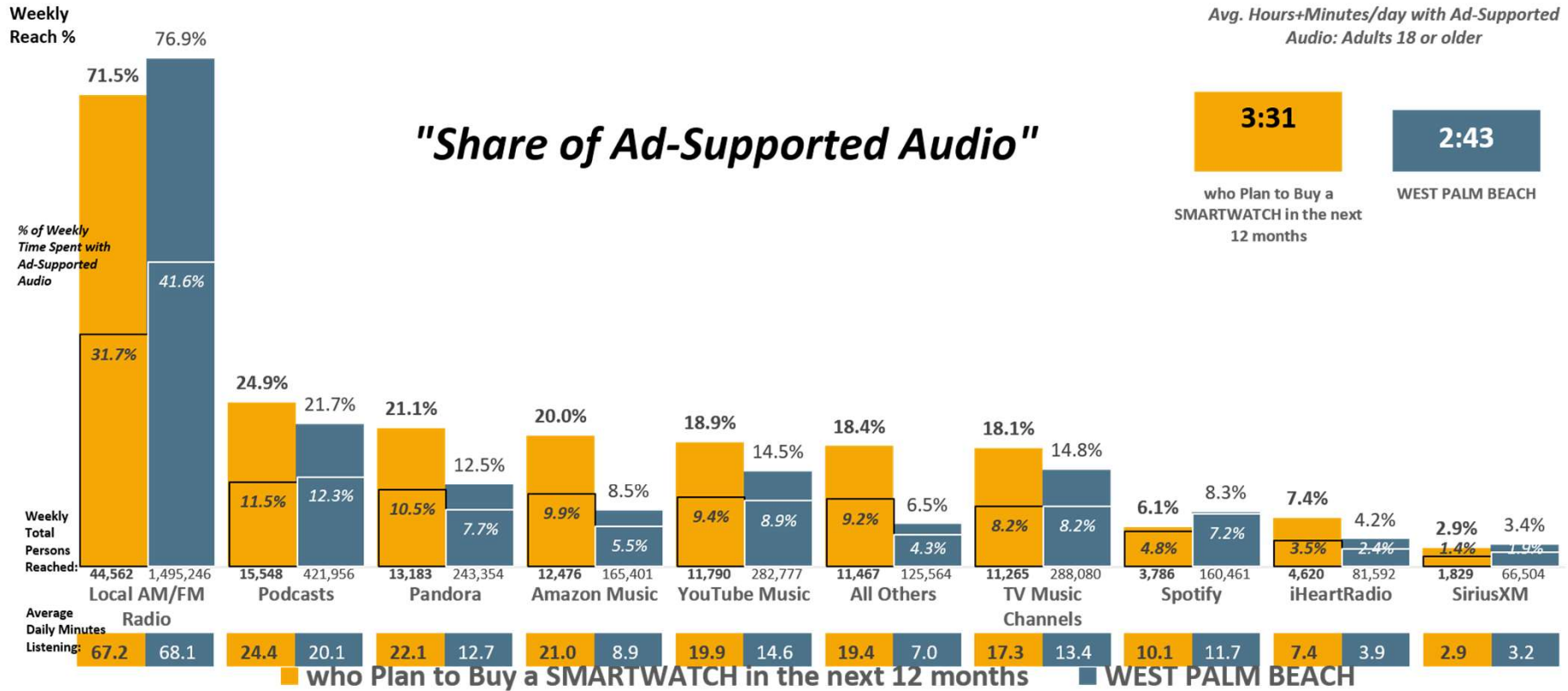
47,721 or 68.8% of Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months listen to Ad-Supported Local AM/FM Radio for an average of 45.9 minutes every day representing 28.9% of all time spent daily with Ad-Supported Audio.







44,562 or 71.5% of Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months listen to Ad-Supported Local AM/FM Radio for an average of 67.2 minutes every day representing 31.7% of all time spent daily with Ad-Supported Audio.

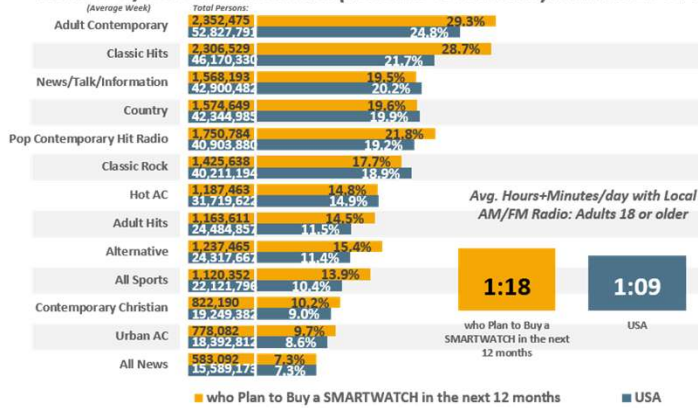




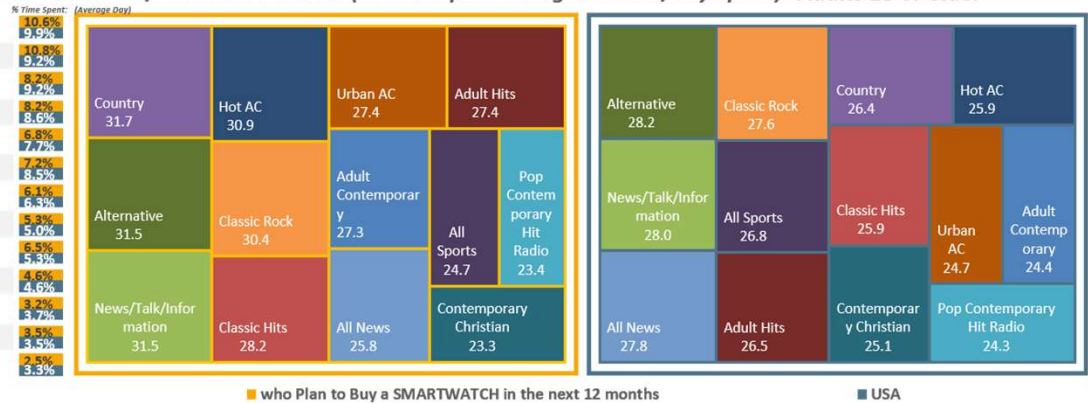


7,580,382 or 74.1% of Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Pop Contemporary Hit Radio, Country, and Classic Rock.

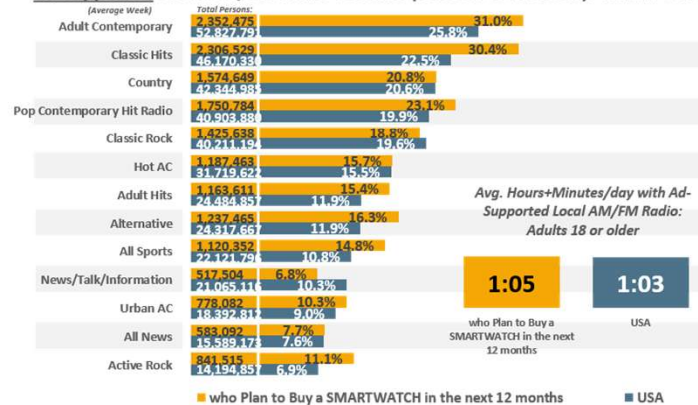
### Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



### 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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 879  
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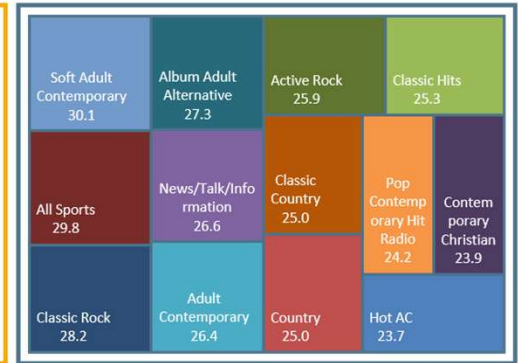
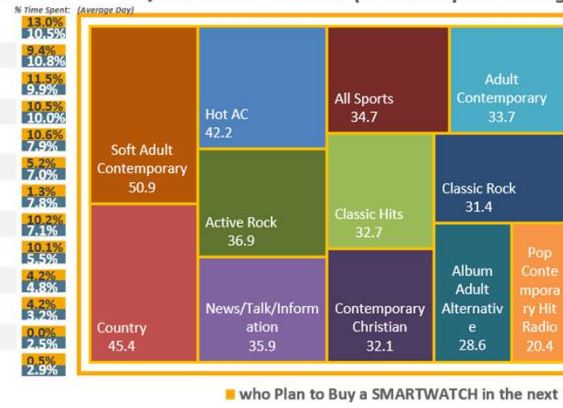
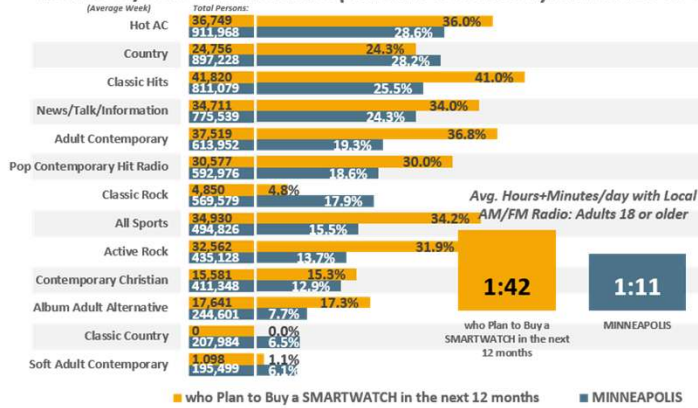
Items/services HHLD plans to buy in next 12 months (HHLD): Smartwatch



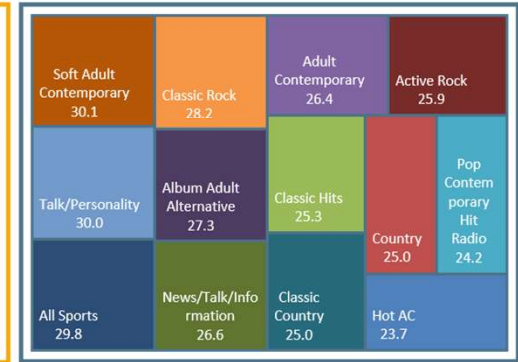
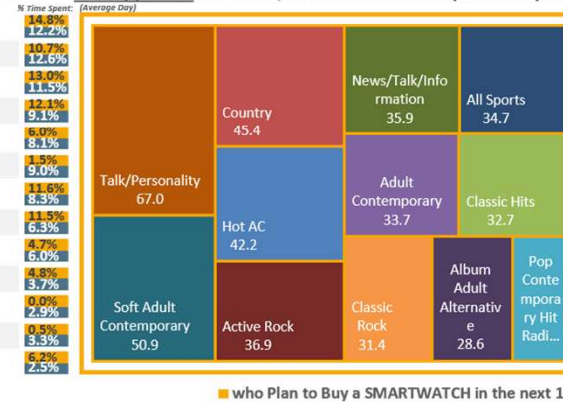
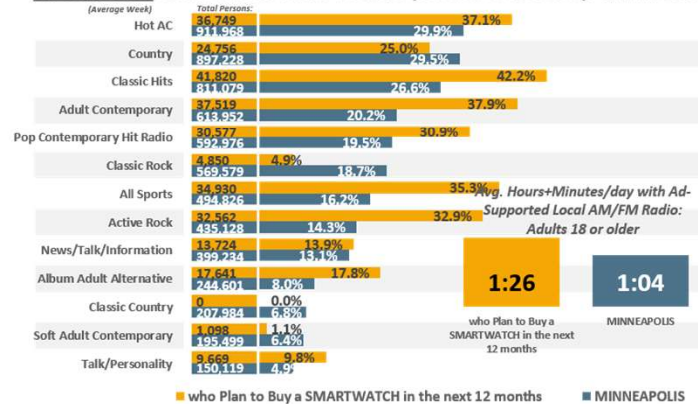


99,081 or 71.2% of Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Adult Contemporary, Hot AC, All Sports, and Active Rock.

**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**

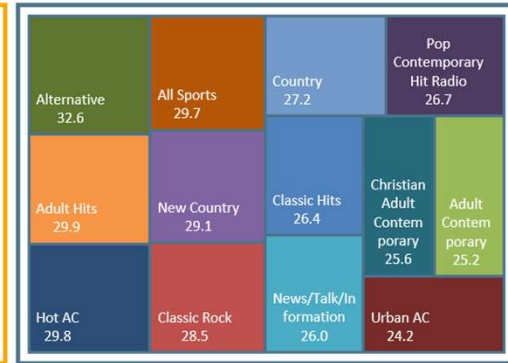
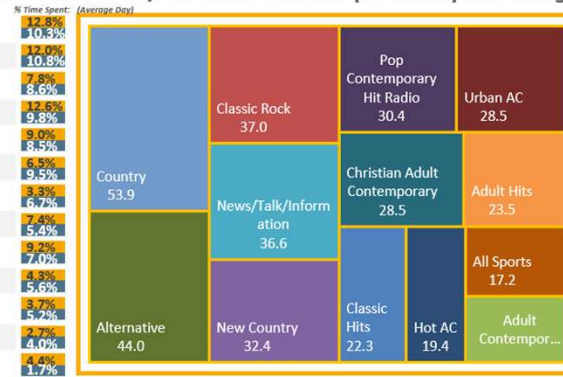
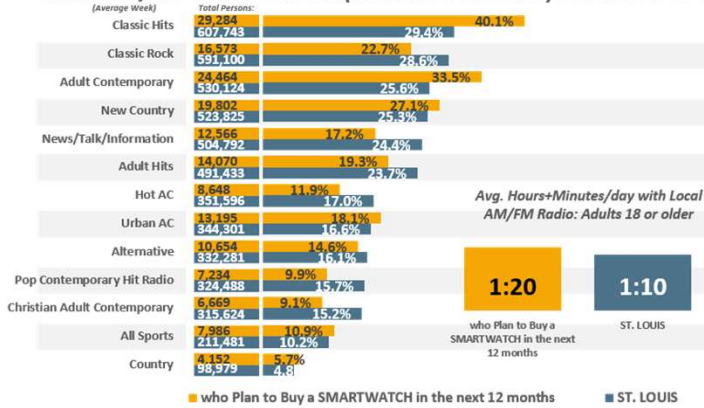




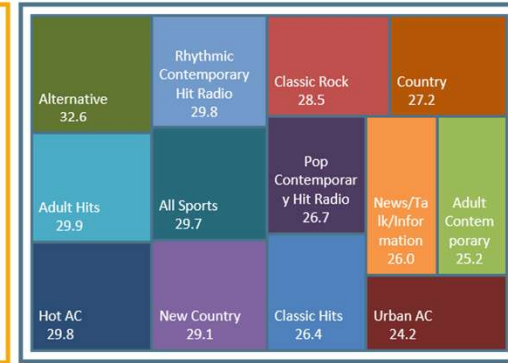
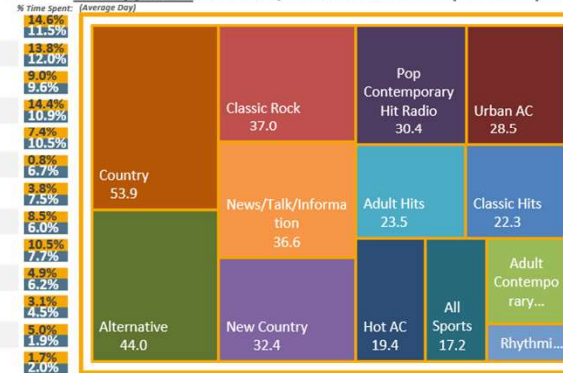
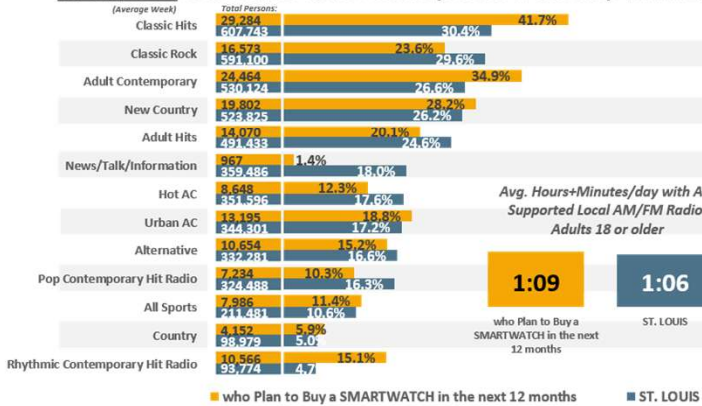


70,153 or 82.1% of Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Adult Contemporary, New Country, Classic Rock, and Adult Hits.

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



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



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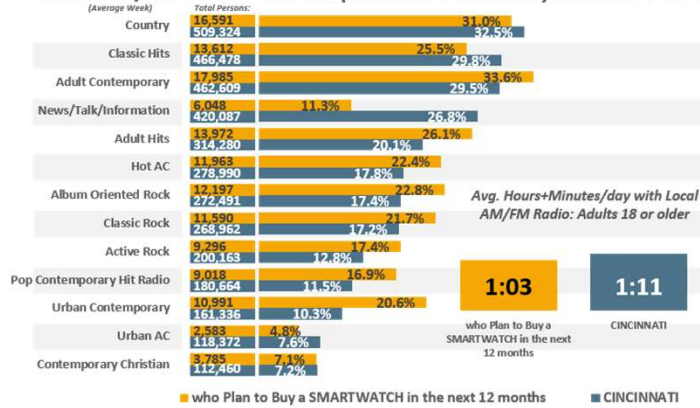
Items/services HHLD plans to buy in next 12 months (HHLD): Smartwatch



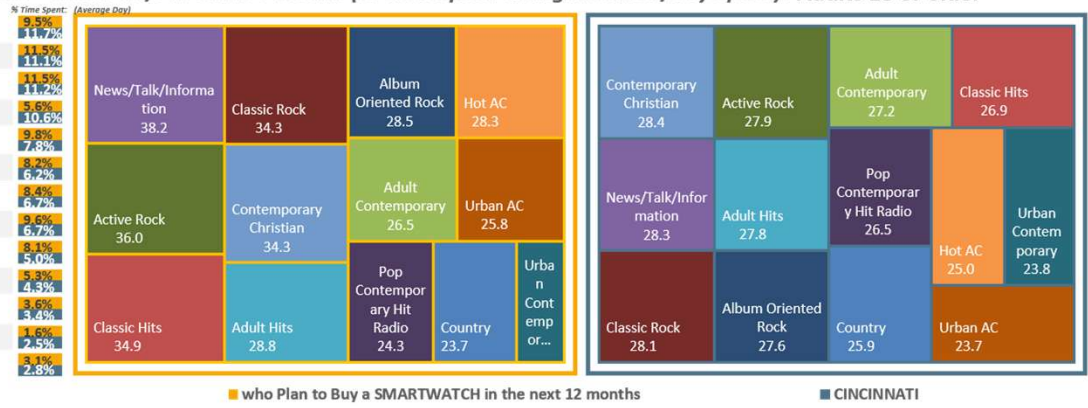


47,721 or 68.8% of Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Country, Adult Hits, Classic Hits, and Album Oriented Rock.

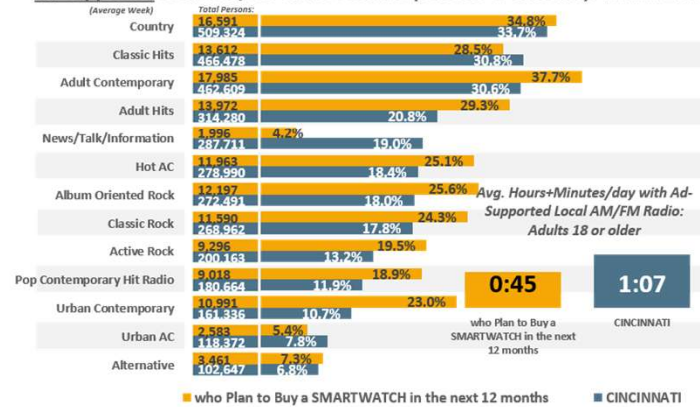
### Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



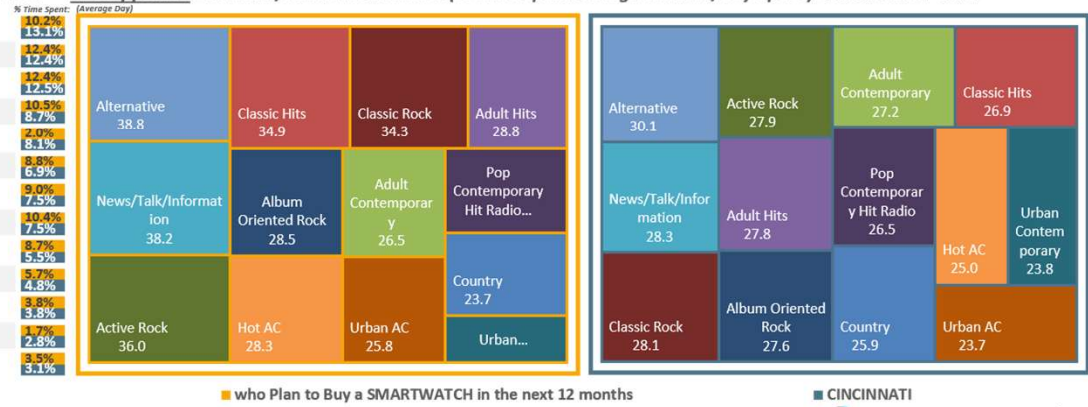
### Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



### 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



CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 65  
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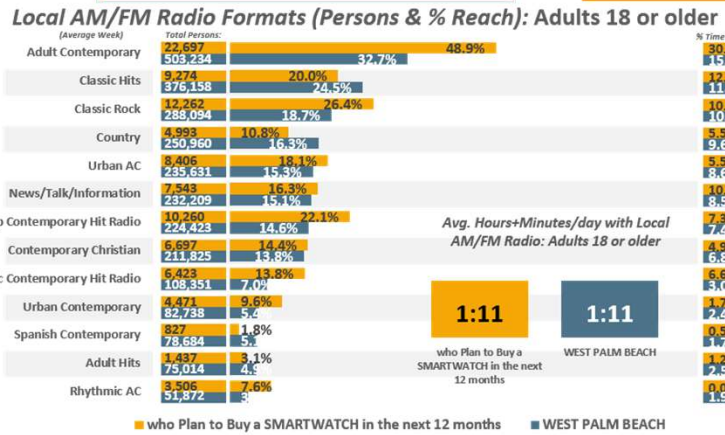
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Items/services HHLD plans to buy in next 12 months (HHLD): Smartwatch

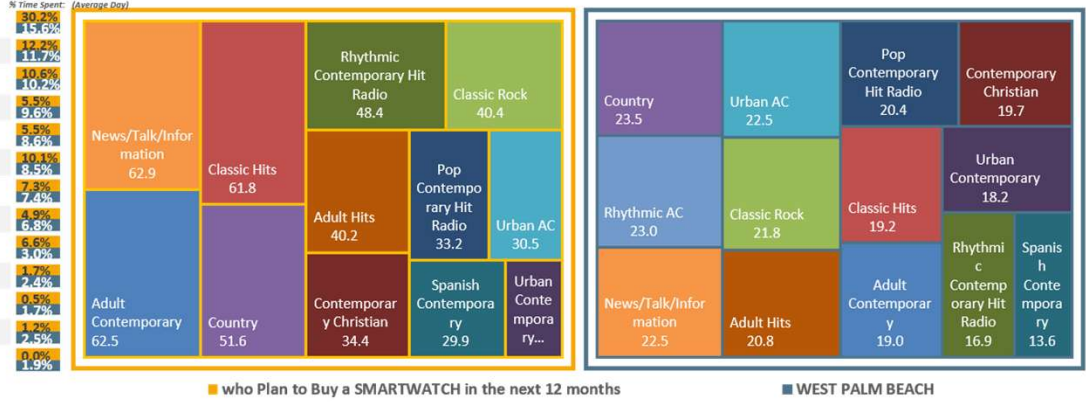




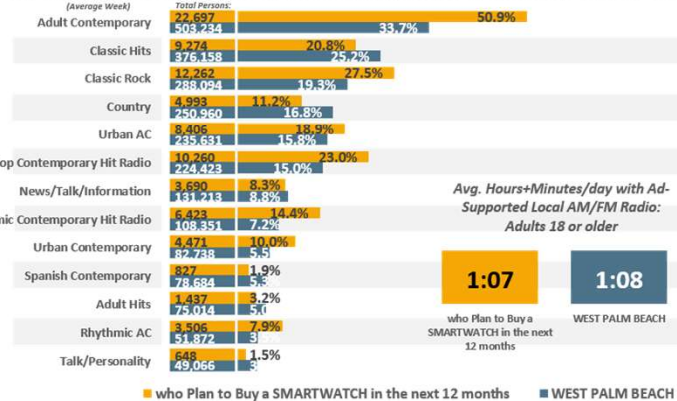
44,562 or 71.5% of Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Rock, Pop Contemporary Hit Radio, Classic Hits, and Urban AC.



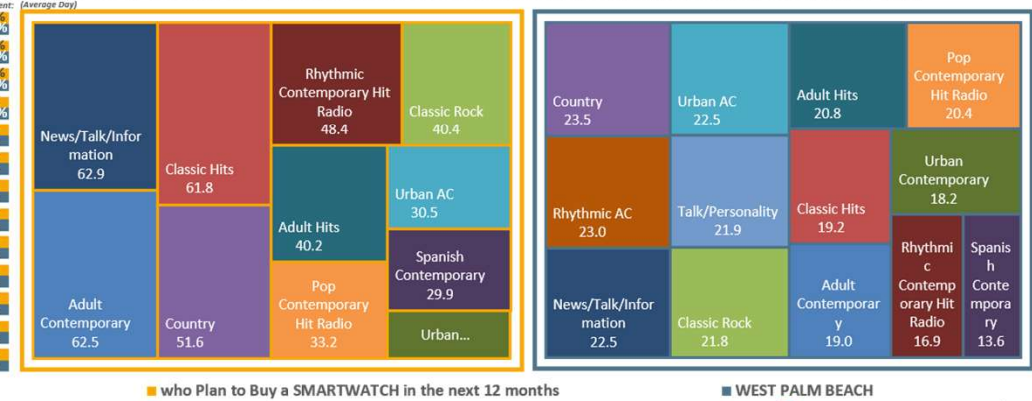
**Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



**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**



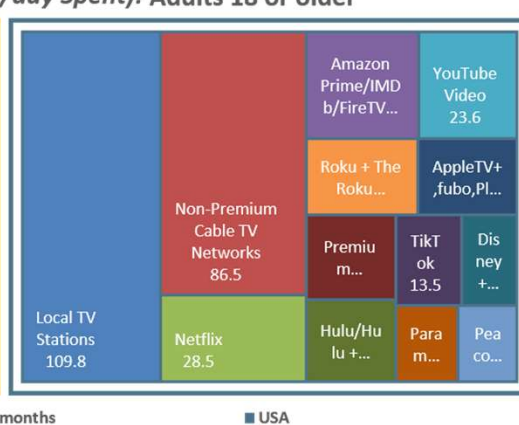
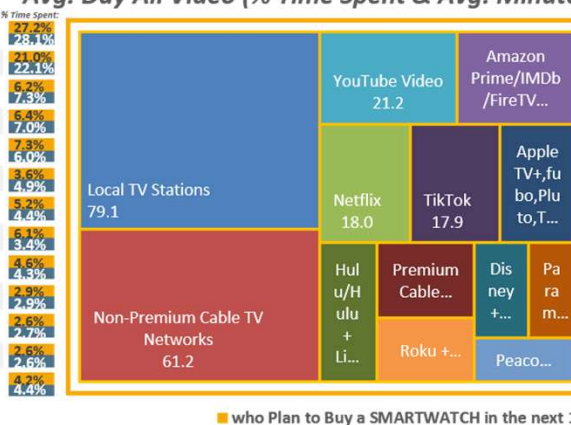
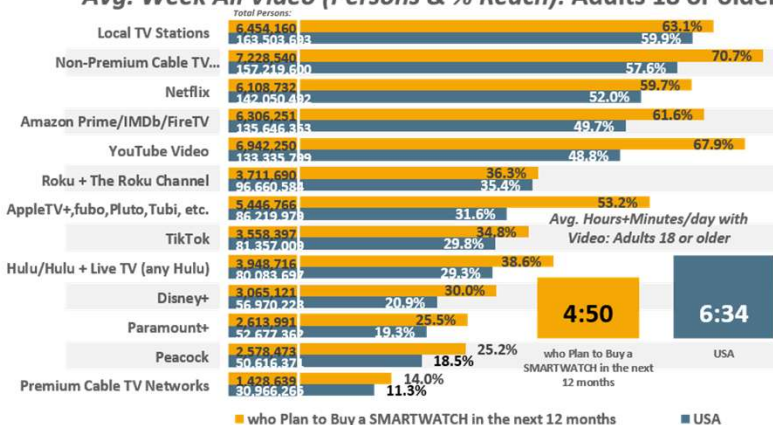




6,241,873 or 61.% of Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months watch Ad-Supported Local TV Stations for an average of 71.3 minutes every day representing 29.4% of all time spent daily with Ad-Supported Video.

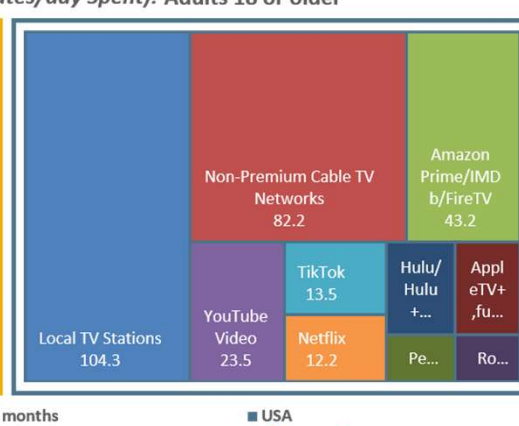
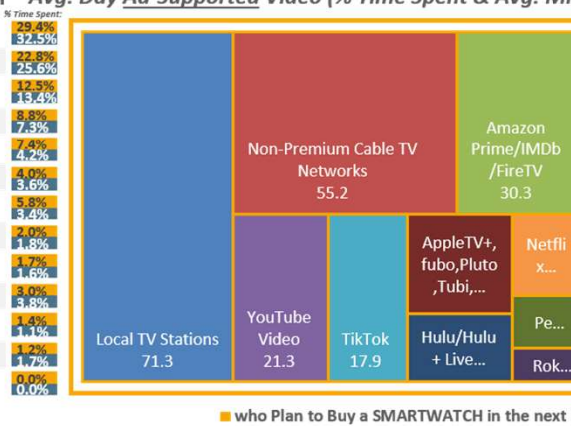
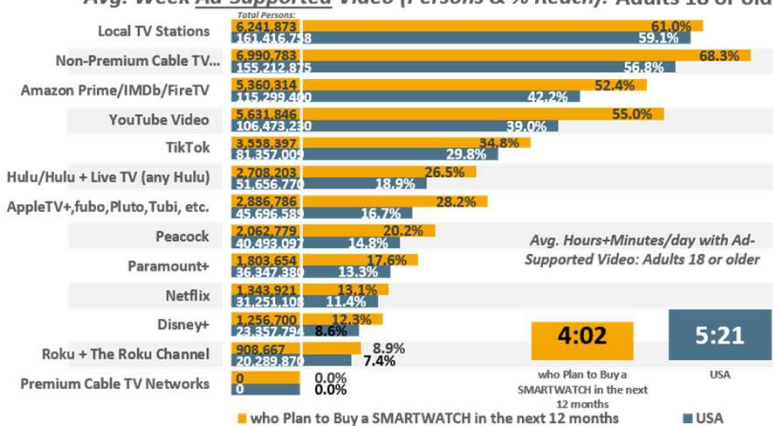
**Avg. Week All Video (Persons & % Reach): Adults 18 or older**

**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**



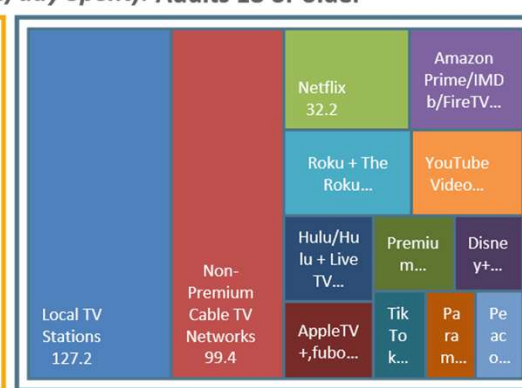
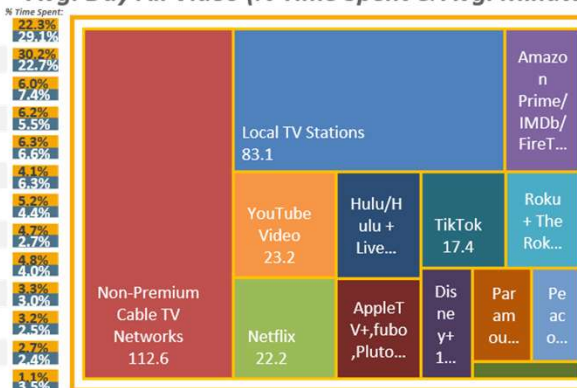
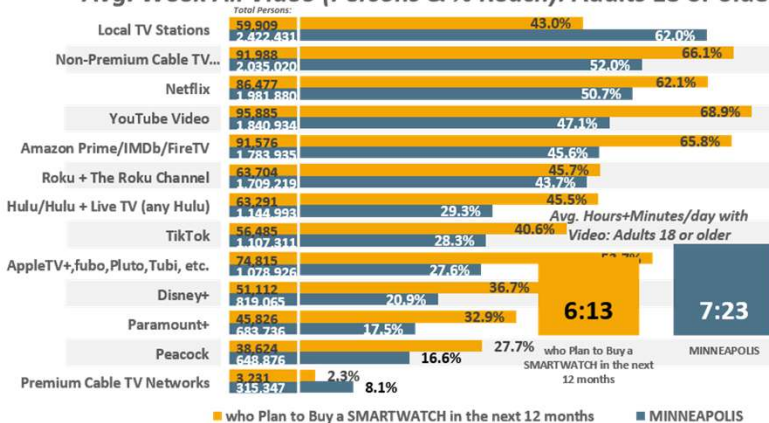




58,205 or 41.8% of Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months watch Ad-Supported Local TV Stations for an average of 74.7 minutes every day representing 24.1% of all time spent daily with Ad-Supported Video.

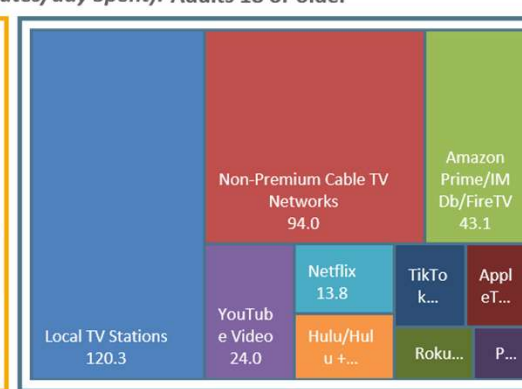
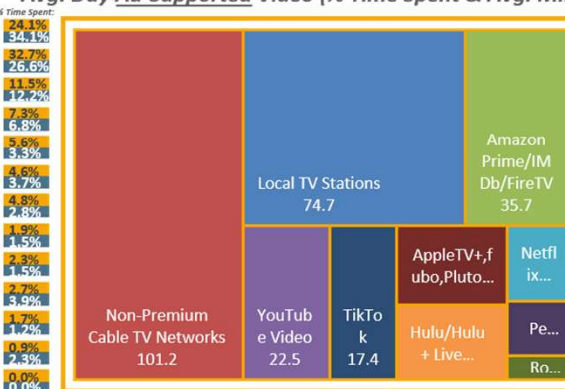
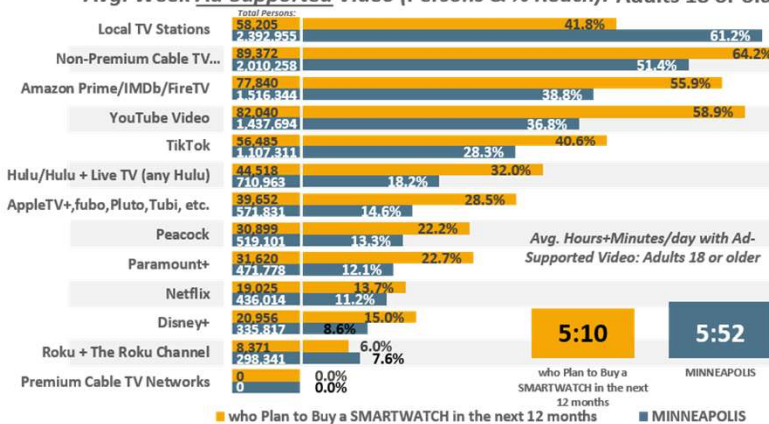
**Avg. Week All Video (Persons & % Reach): Adults 18 or older**

**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**



MINNEAPOLIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 61  
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Items/services HHLD plans to buy in next 12 months (HHLD): Smartwatch

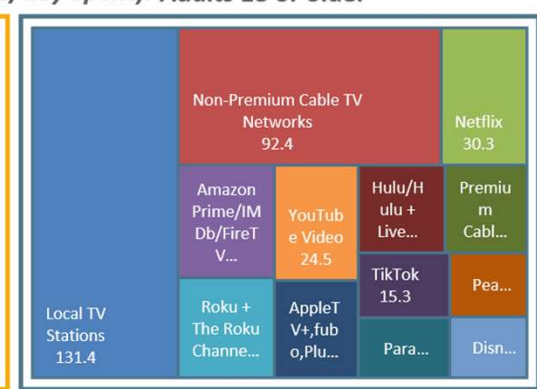
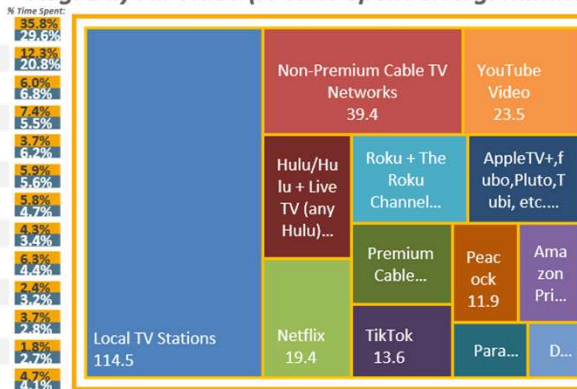
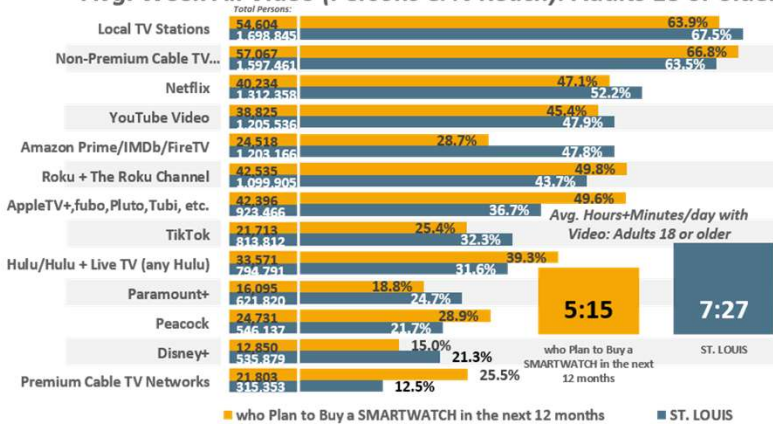




52,133 or 61.% of Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months watch Ad-Supported Local TV Stations for an average of 103.1 minutes every day representing 41.% of all time spent daily with Ad-Supported Video.

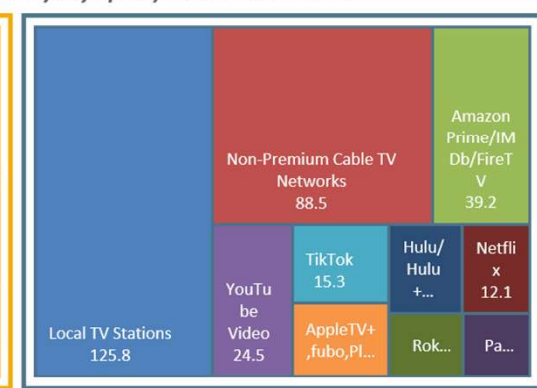
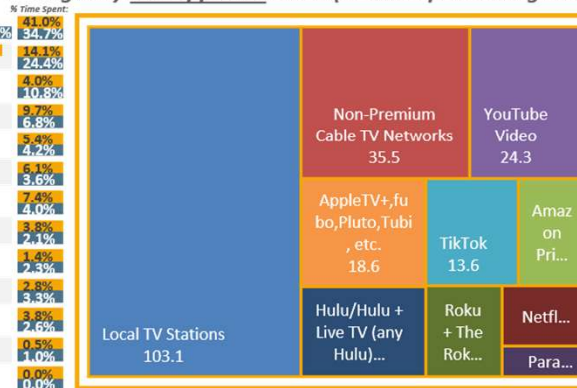
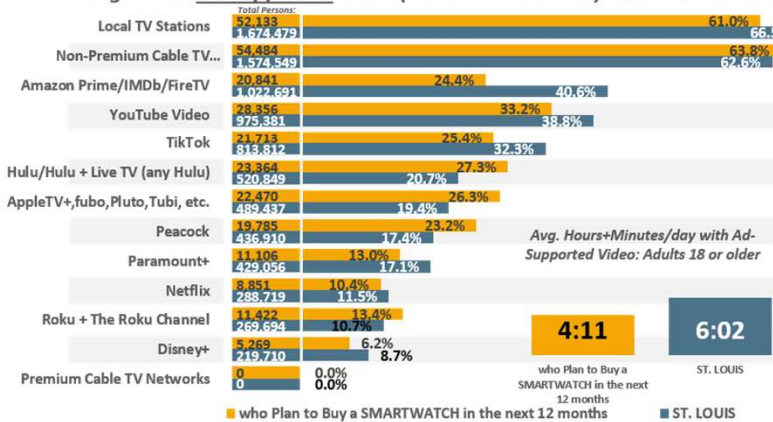
**Avg. Week All Video (Persons & % Reach): Adults 18 or older**

**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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Items/services HHLD plans to buy in next 12 months (HHLD): Smartwatch

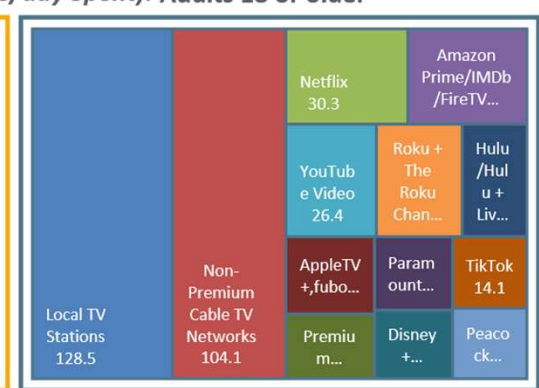
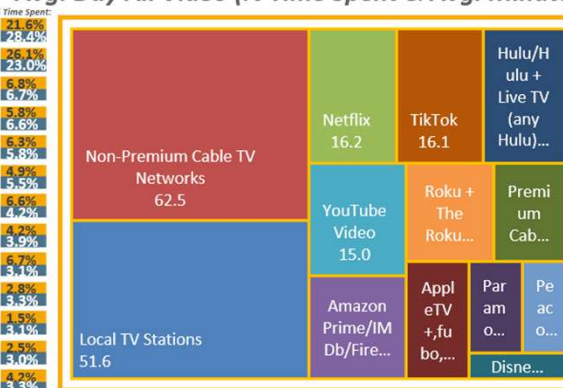
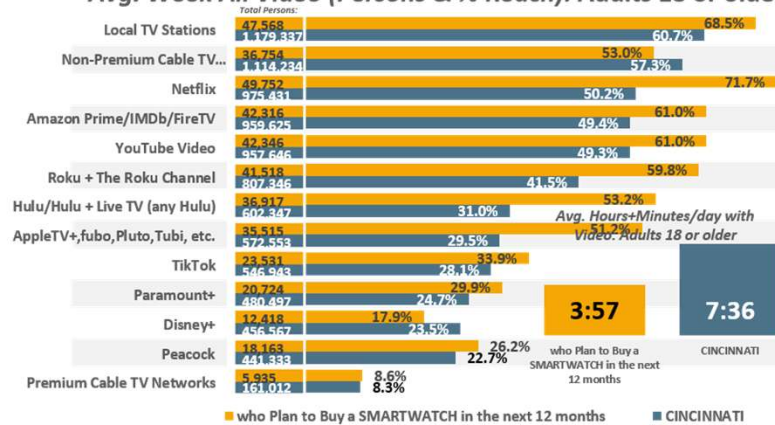




45,213 or 65.1% of Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months watch Ad-Supported Local TV Stations for an average of 43.6 minutes every day representing 22.5% of all time spent daily with Ad-Supported Video.

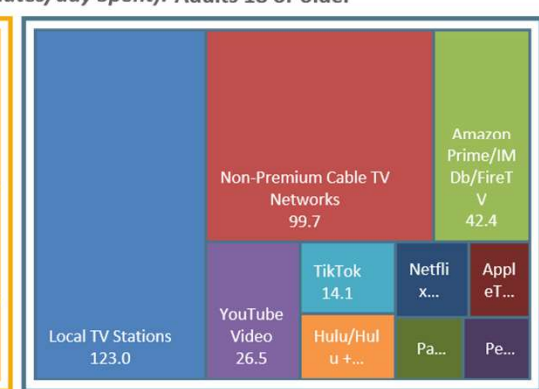
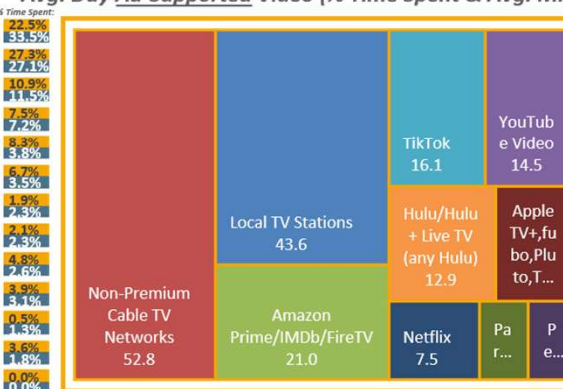
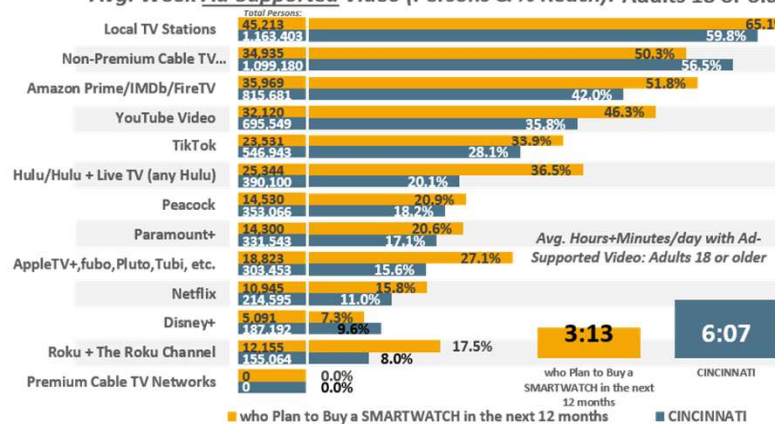
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



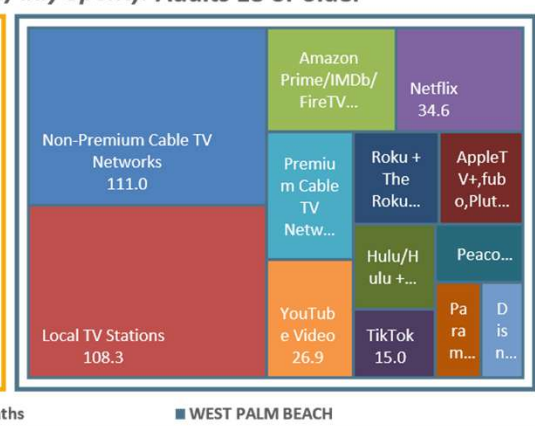
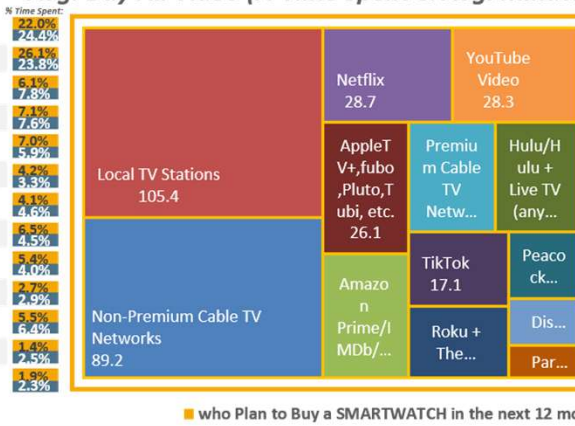
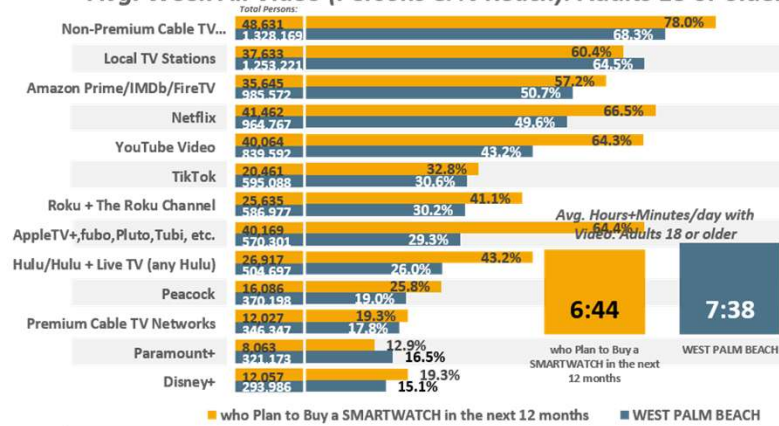




36,458 or 58.5% of Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months watch Ad-Supported Local TV Stations for an average of 99.6 minutes every day representing 29.9% of all time spent daily with Ad-Supported Video.

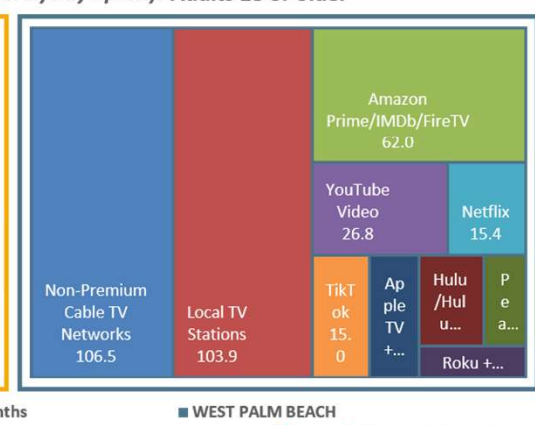
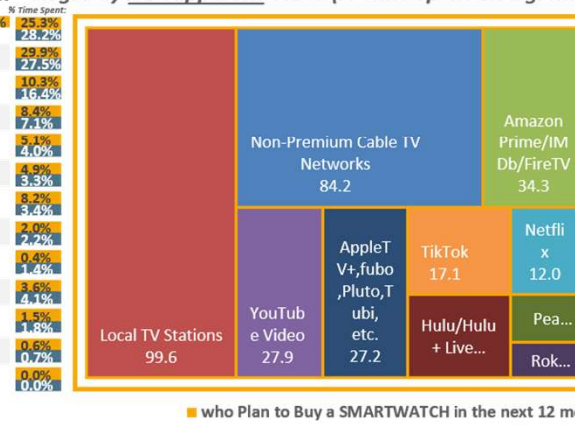
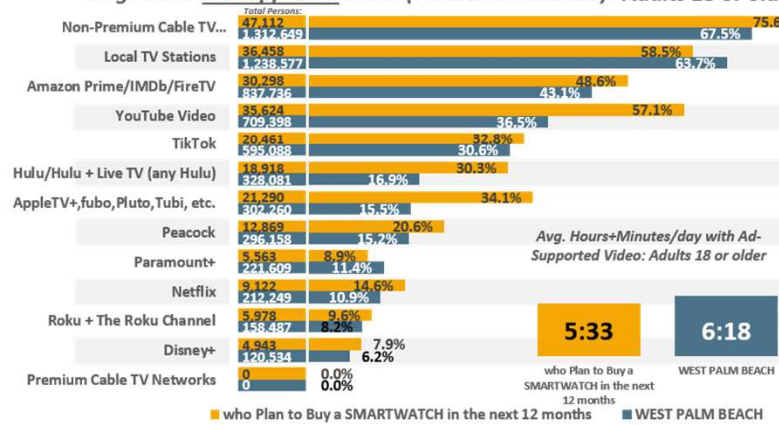
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



WEST PALM BEACH DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 80  
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Items/services HHLD plans to buy in next 12 months (HHLD): Smartwatch



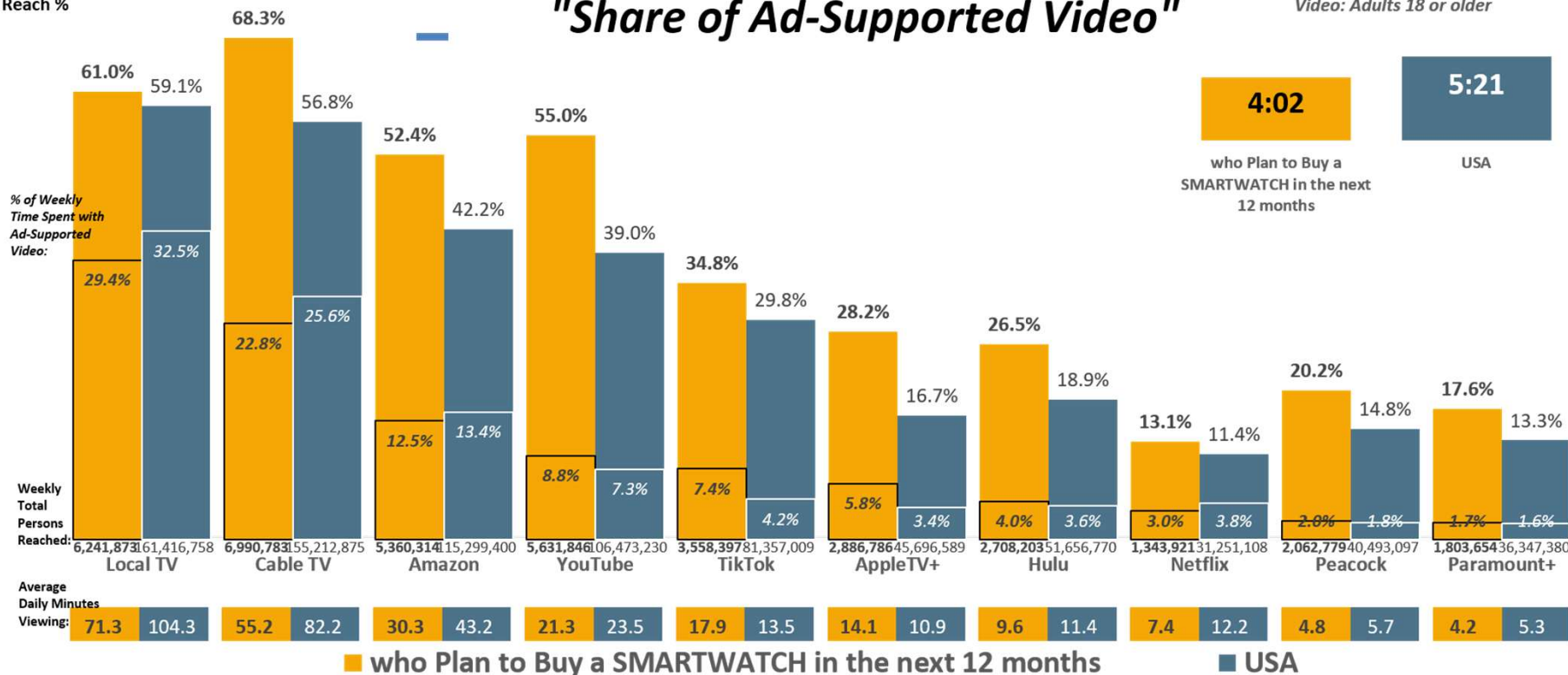


6,241,873 or 61.0% of Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months watch Ad-Supported Local TV Stations for an average of 71.3 minutes every day representing 29.4% of all time spent daily with Ad-Supported Video.

Weekly  
Reach %

## "Share of Ad-Supported Video"

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



4:02

who Plan to Buy a  
SMARTWATCH in the next  
12 months

5:21

USA

■ who Plan to Buy a SMARTWATCH in the next 12 months

■ USA

USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 879 Scarborough R1 2026: Jan25-Mar26  
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R1 2026: Jan25-Mar26

Qual Intab 24,338

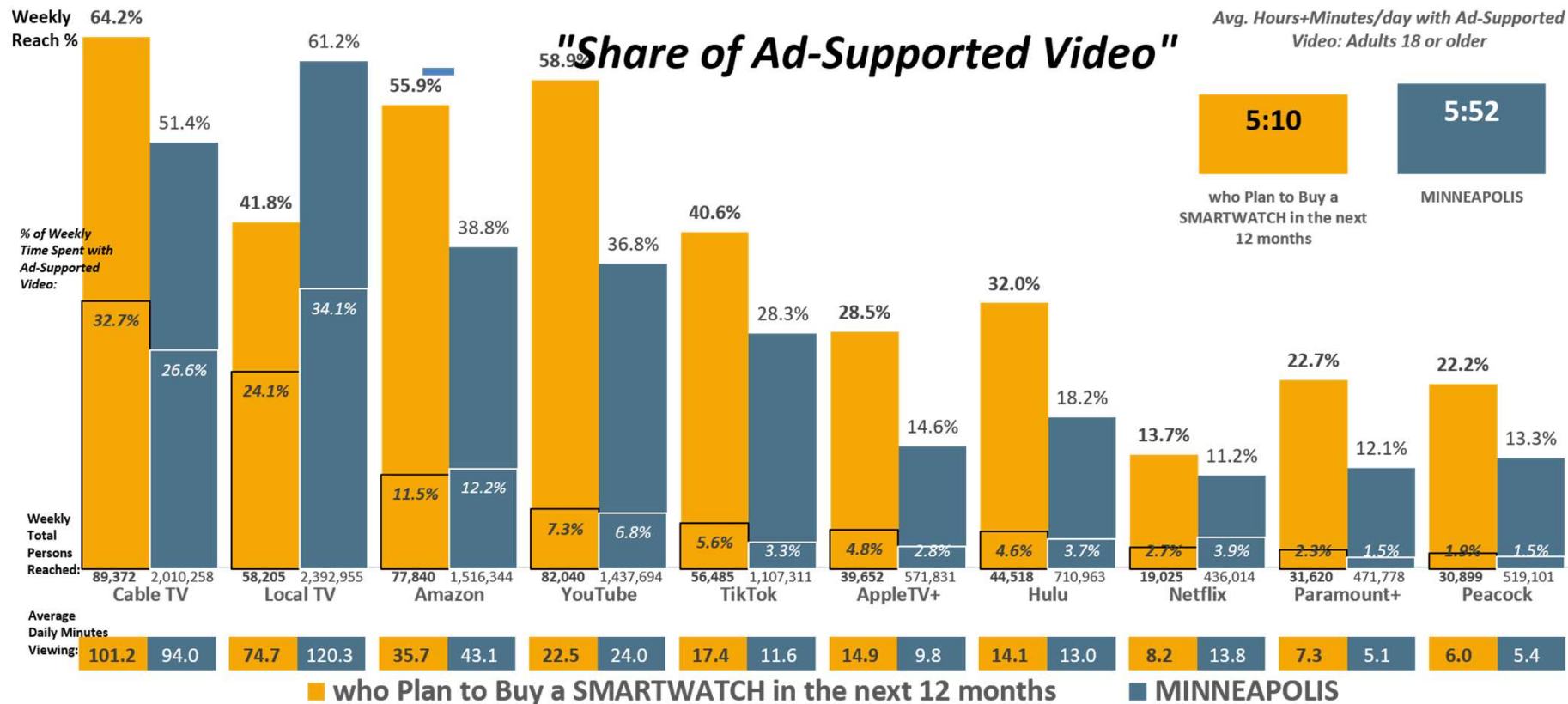
soefa.ai Share of Everything  
for Anything

Items/services HHLD plans to buy in next 12 months (HHLD): Smartwatch





58,205 or 41.8% of Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months watch Ad-Supported Local TV Stations for an average of 74.7 minutes every day representing 24.1% of all time spent daily with Ad-Supported Video.

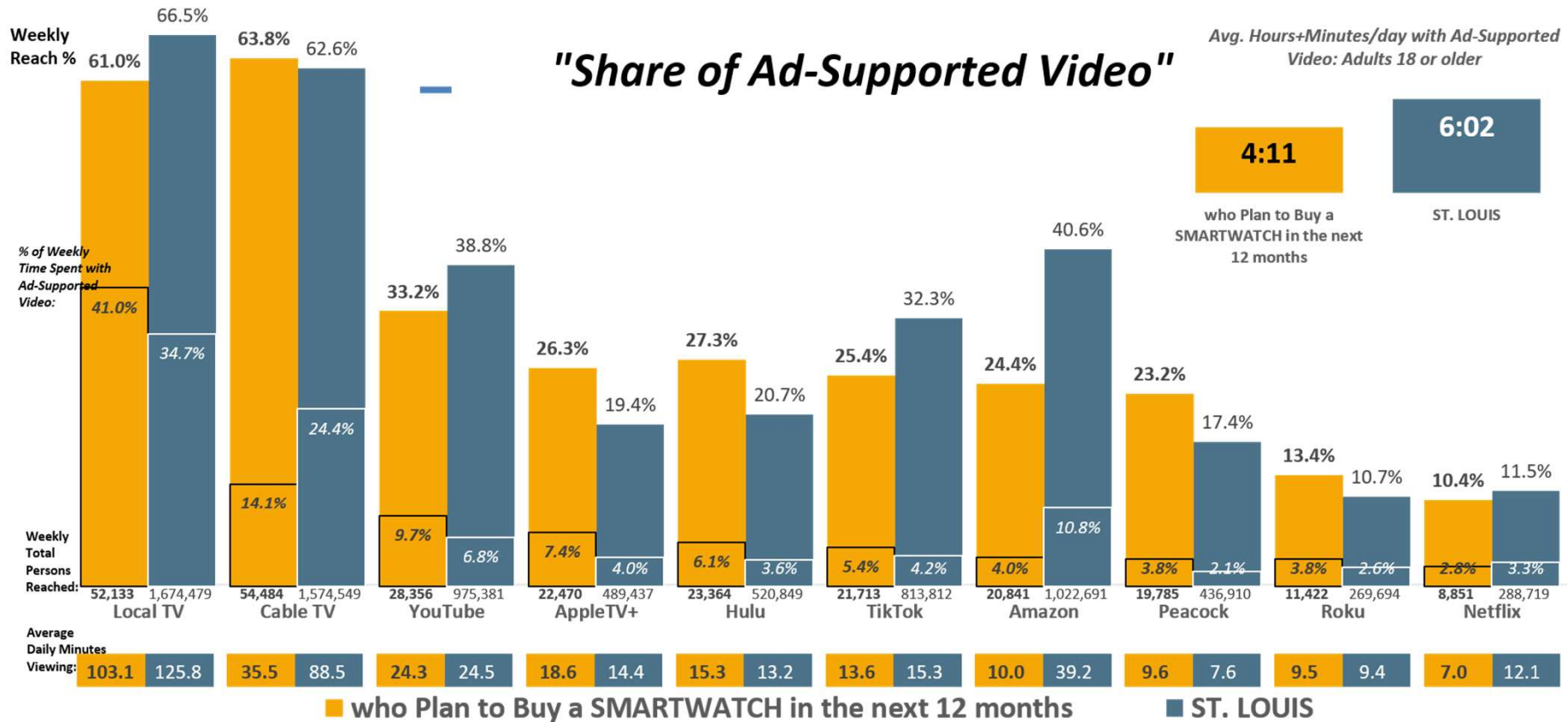




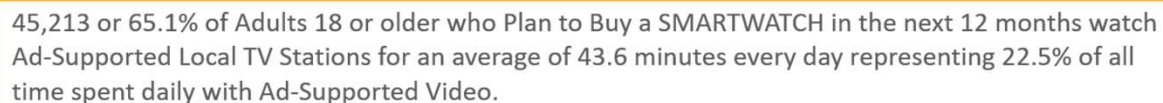


52,133 or 61.1% of Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months watch Ad-Supported Local TV Stations for an average of 103.1 minutes every day representing 41.0% of all time spent daily with Ad-Supported Video.

## "Share of Ad-Supported Video"





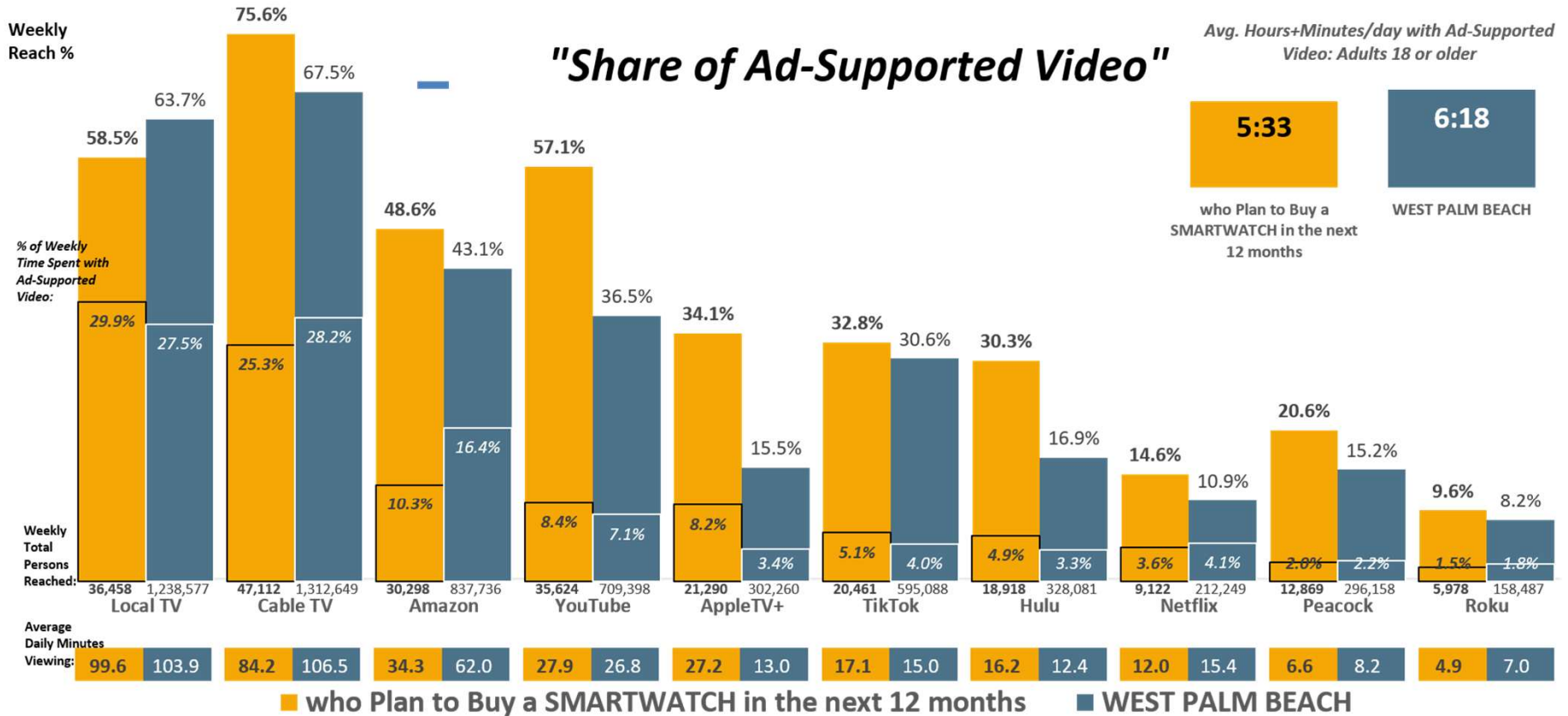






36,458 or 58.5% of Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months watch Ad-Supported Local TV Stations for an average of 99.6 minutes every day representing 29.9% of all time spent daily with Ad-Supported Video.

## "Share of Ad-Supported Video"

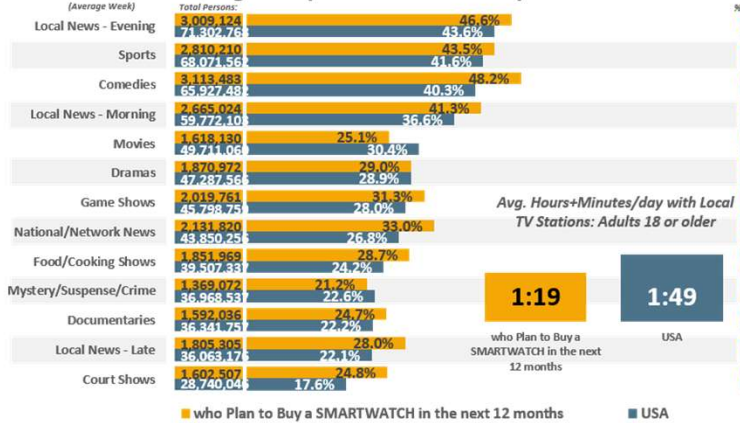




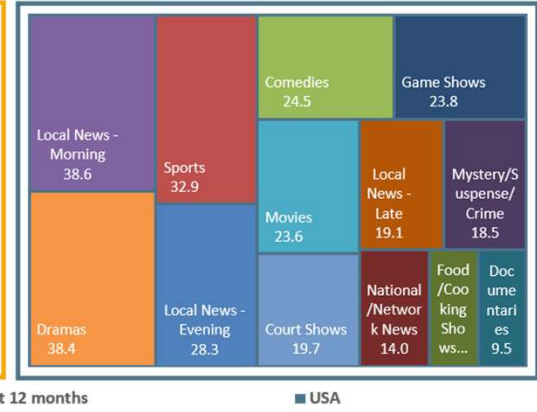
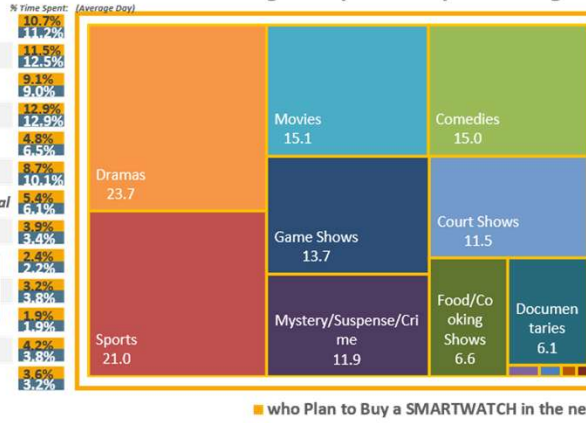


6,241,873 or 61.% of Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Comedies, Sports, Local News - Morning, Game Shows, and National/Network News.

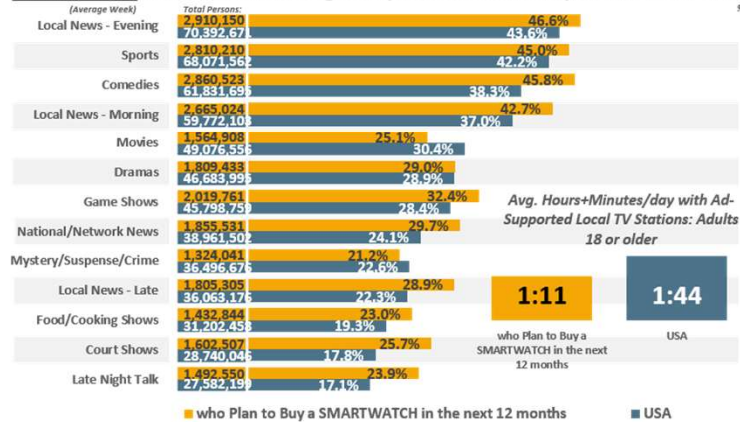
Local TV Station Programs (Persons & % Reach): Adults 18 or older



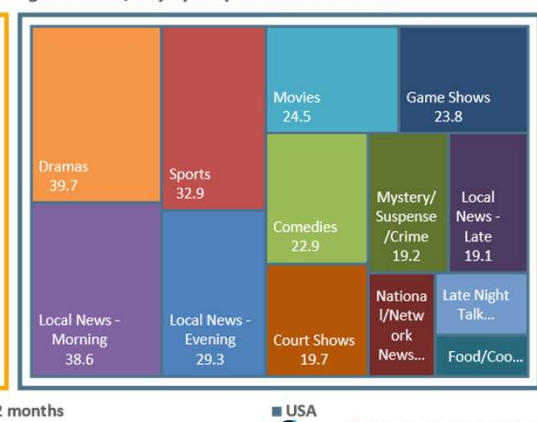
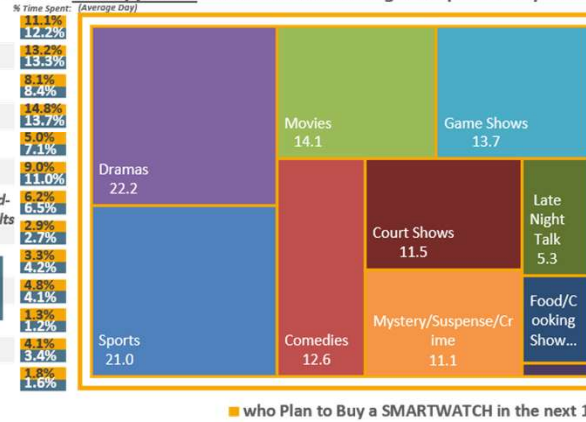
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

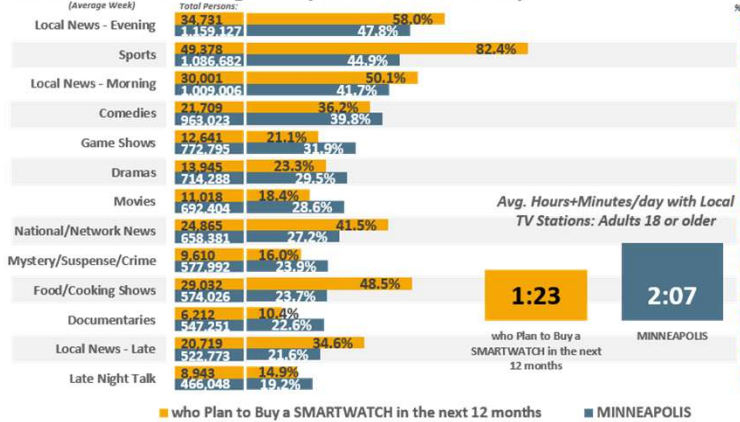




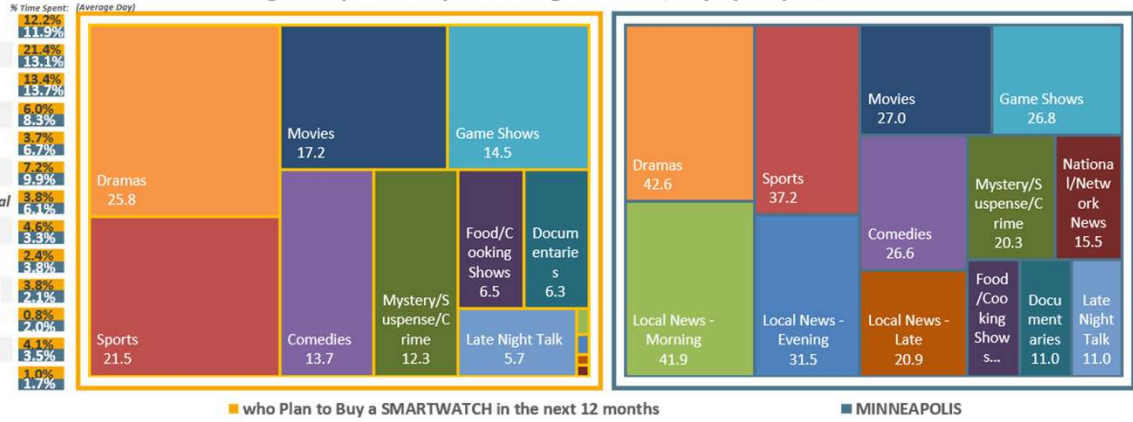


58,205 or 41.8% of Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Food/Cooking Shows, National/Network News, and Local

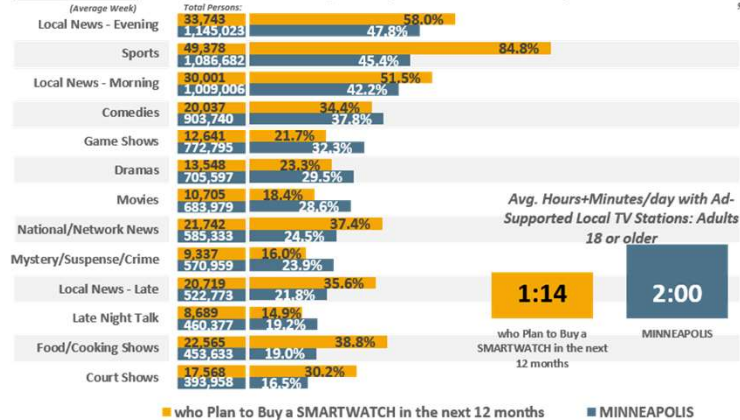
### Local TV Station Programs (Persons & % Reach): Adults 18 or older



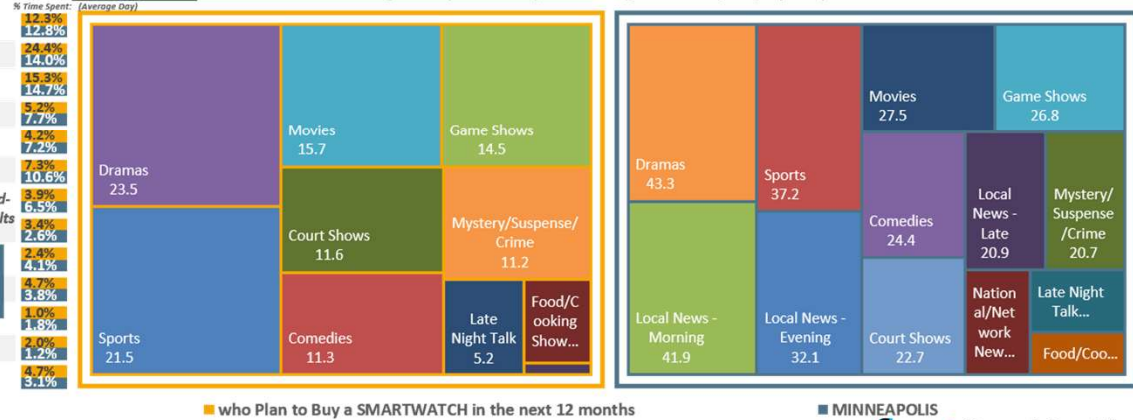
### Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



### 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

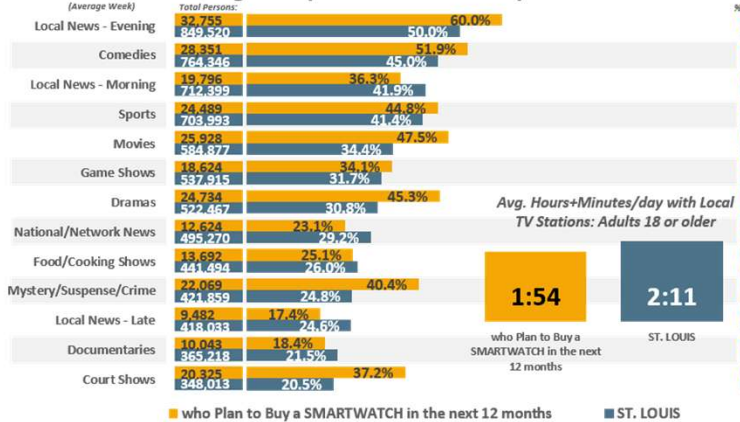




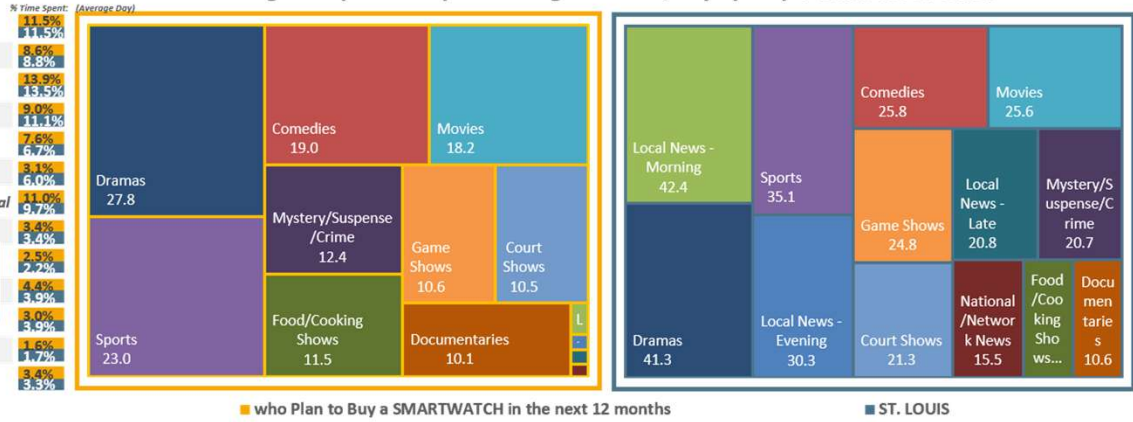


52,133 or 61.% of Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Comedies, Movies, Sports, Dramas, and Mystery/Suspense/Crime.

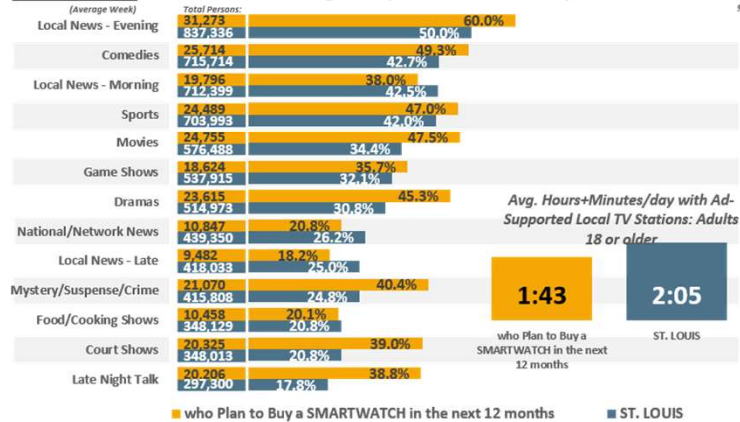
**Local TV Station Programs (Persons & % Reach): Adults 18 or older**



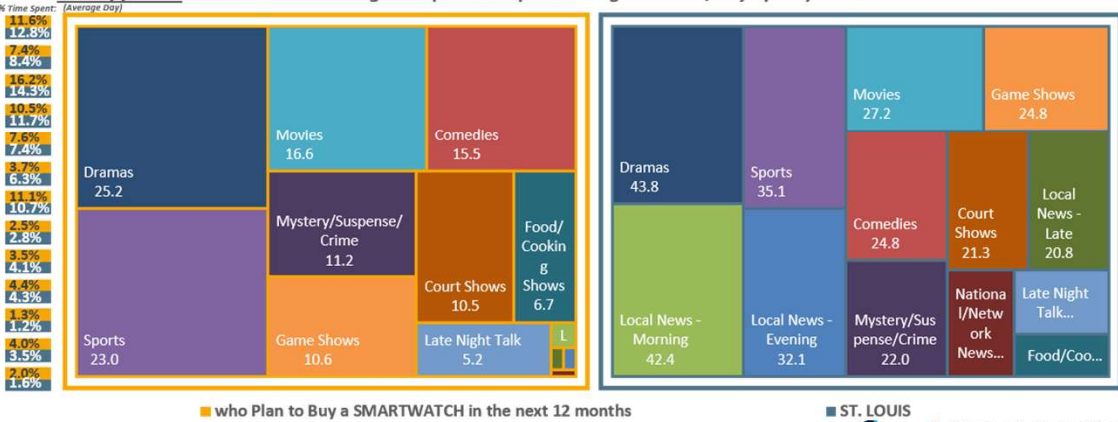
**Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



**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**

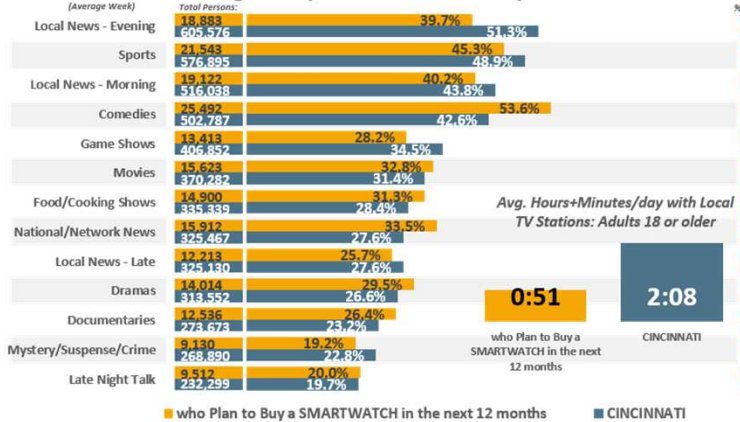




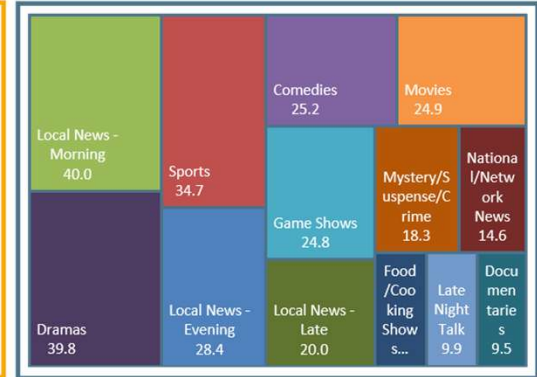
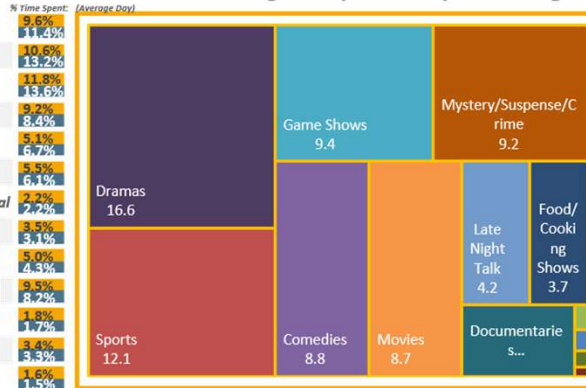


45,213 or 65.1% of Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Sports, Local News - Morning, Local News - Evening, Movies, and Daytime Talk Shows.

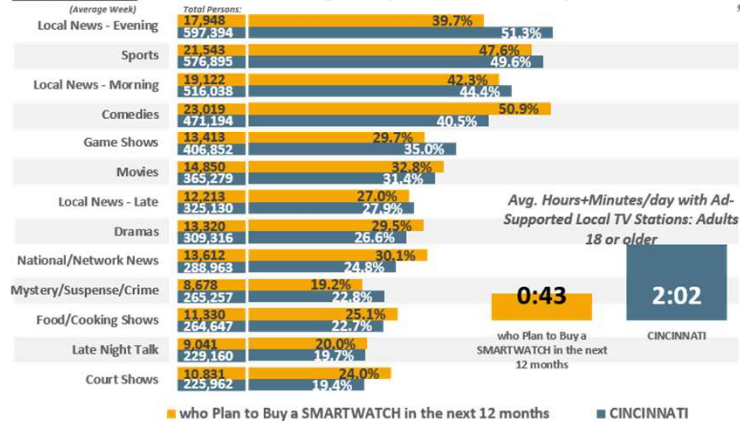
### Local TV Station Programs (Persons & % Reach): Adults 18 or older



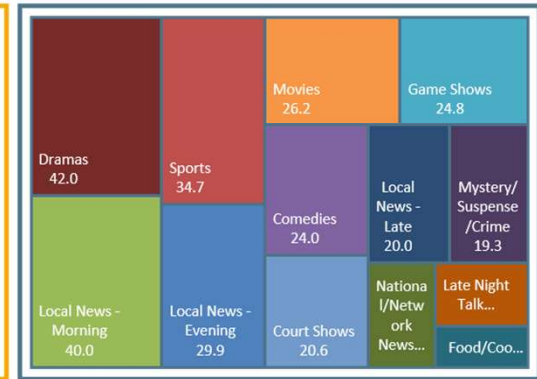
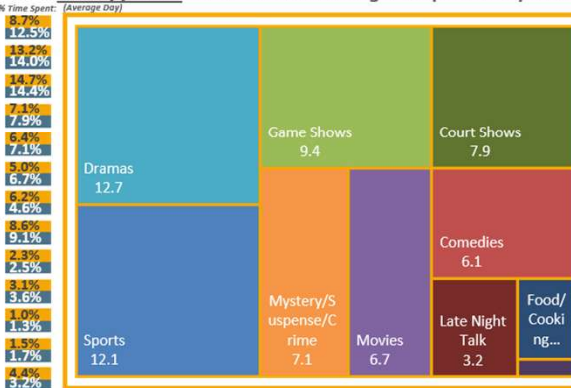
### Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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

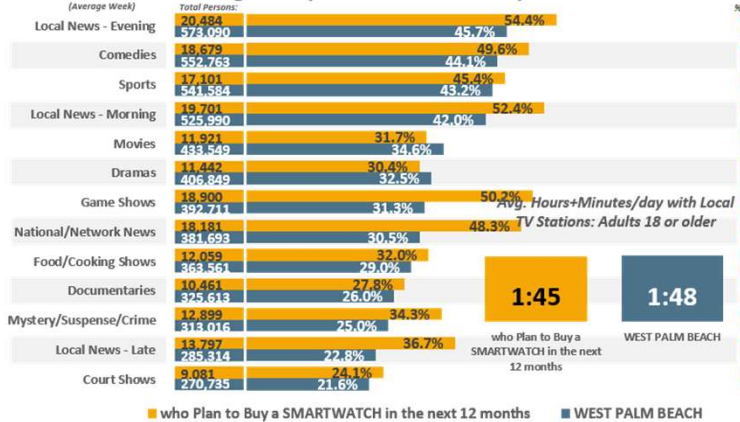




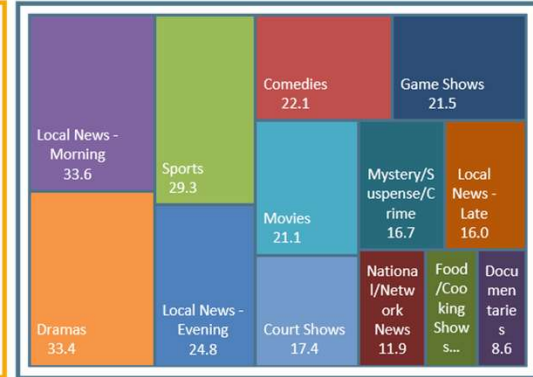
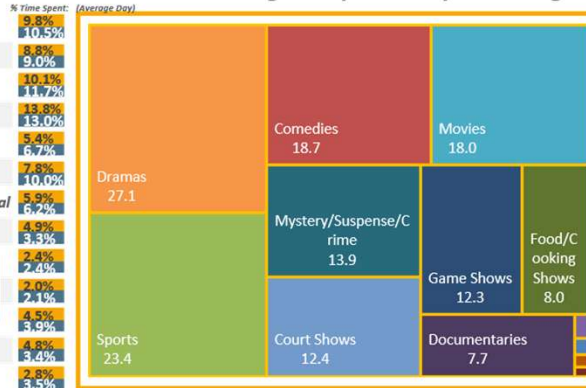


36,458 or 58.5% of Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Local News - Morning, Game Shows, Comedies, Sports, and National/Network News.

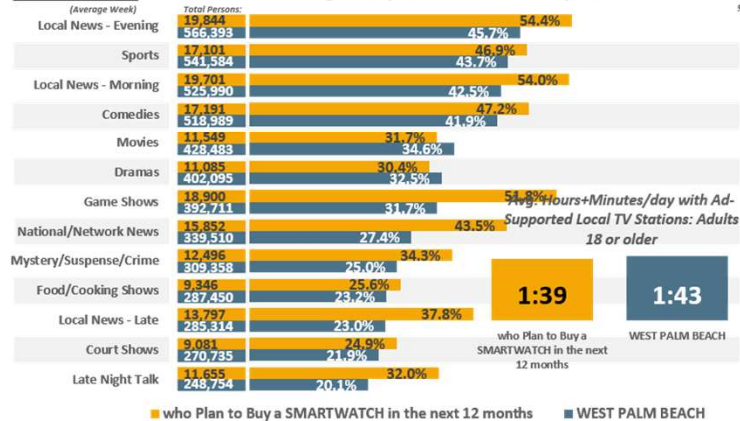
### Local TV Station Programs (Persons & % Reach): Adults 18 or older



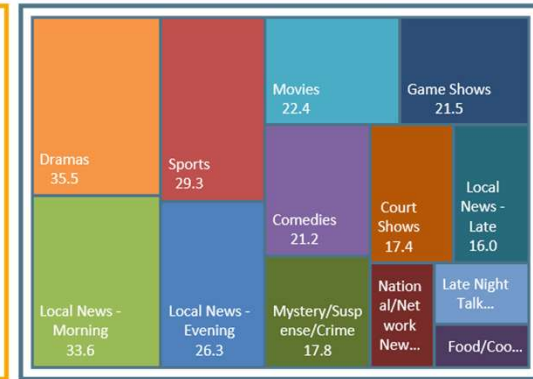
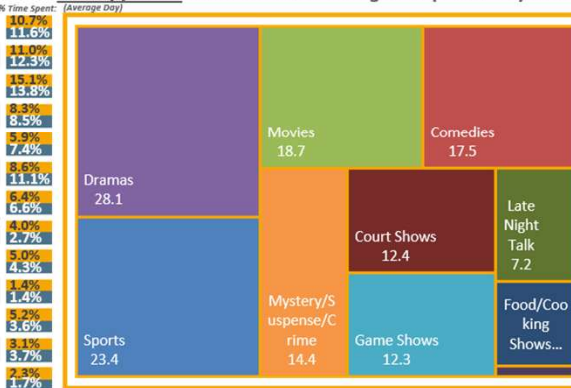
### Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



### 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



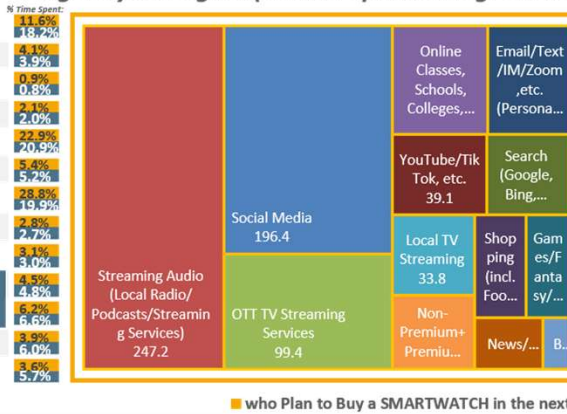
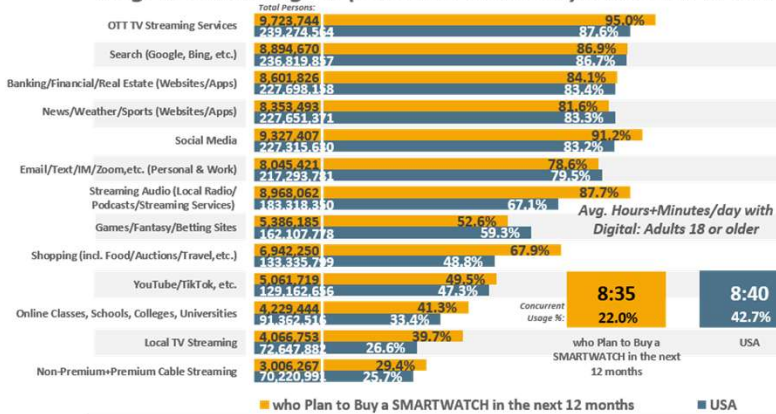




8,131,222 or 79.5% of Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months use Ad-Supported Social Media for an average of 171.3 minutes every day representing 27.6% of all time spent daily with Ad-Supported Digital Media.

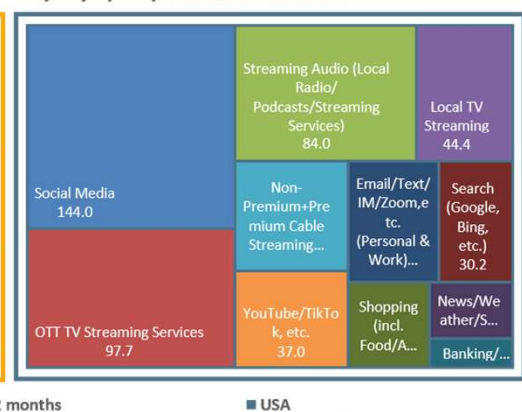
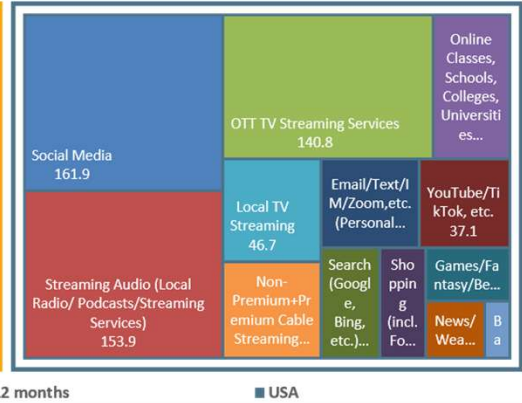
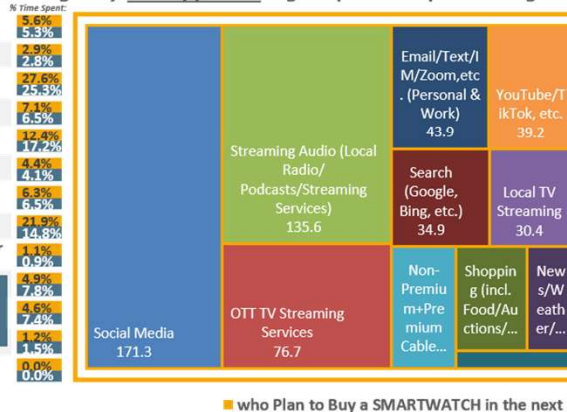
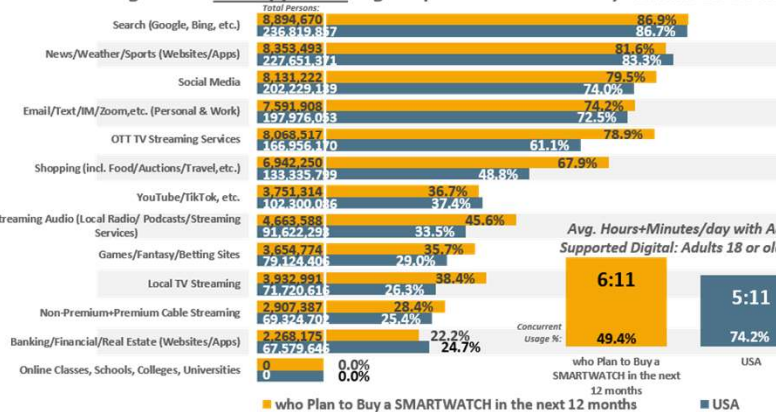
### Avg. Week All Digital (Persons & % Reach): Adults 18 or older

### 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



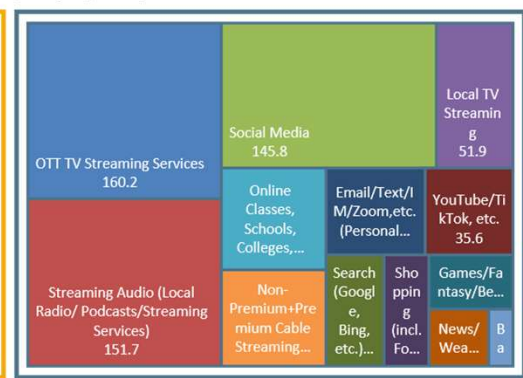
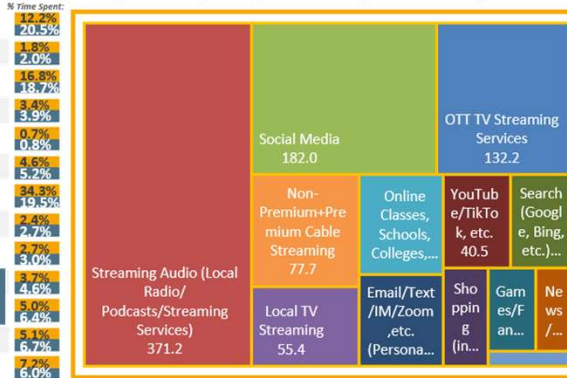
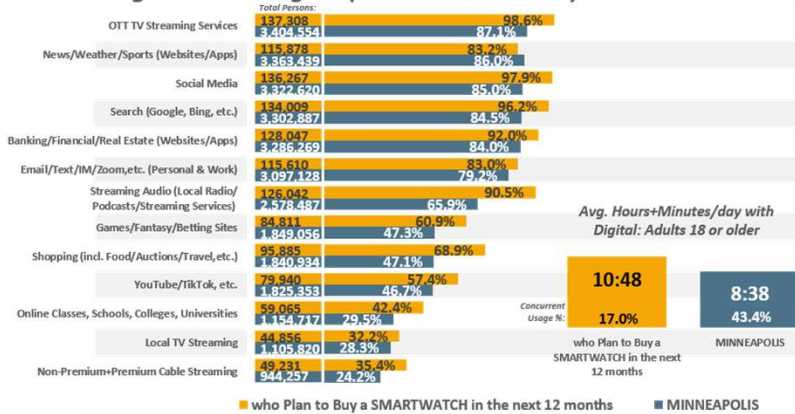




108,126 or 77.6% of Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months use Ad-Supported Social Media for an average of 144.4 minutes every day representing 18.9% of all time spent daily with Ad-Supported Digital Media.

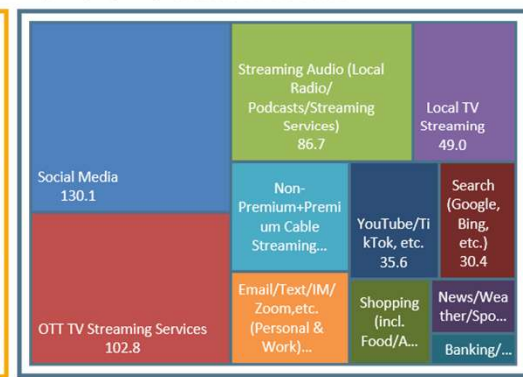
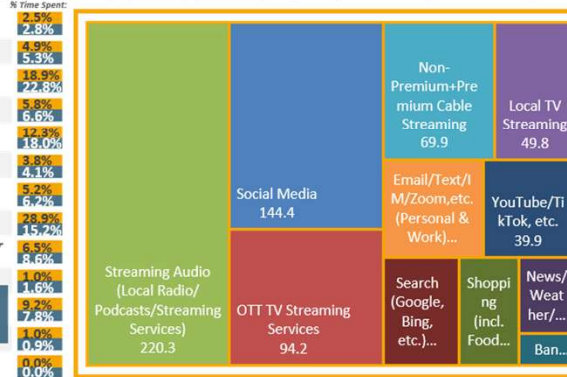
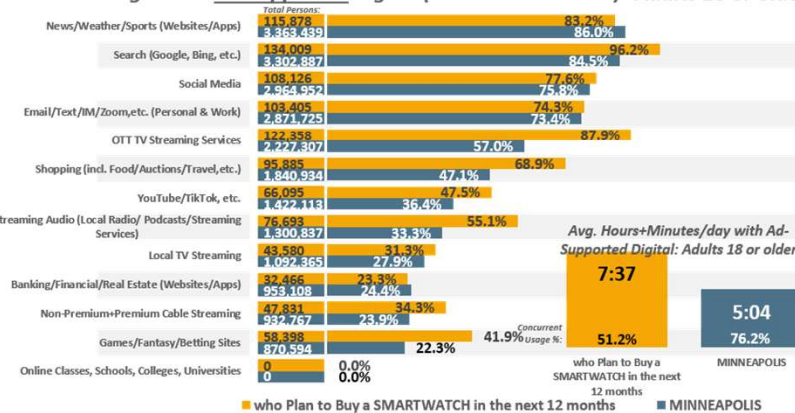
### Avg. Week All Digital (Persons & % Reach): Adults 18 or older

### 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



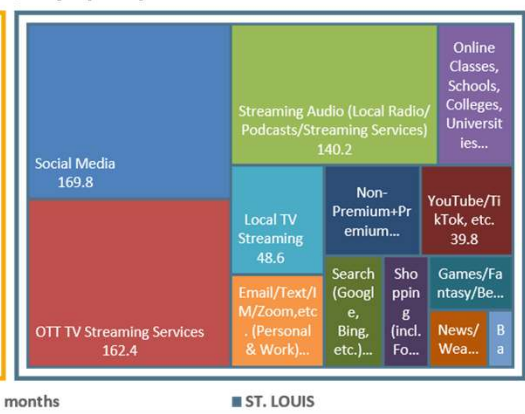
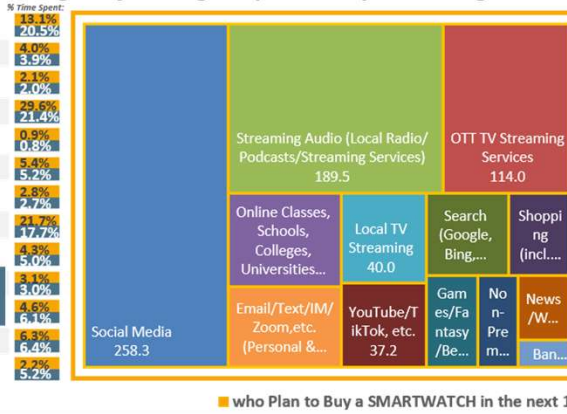
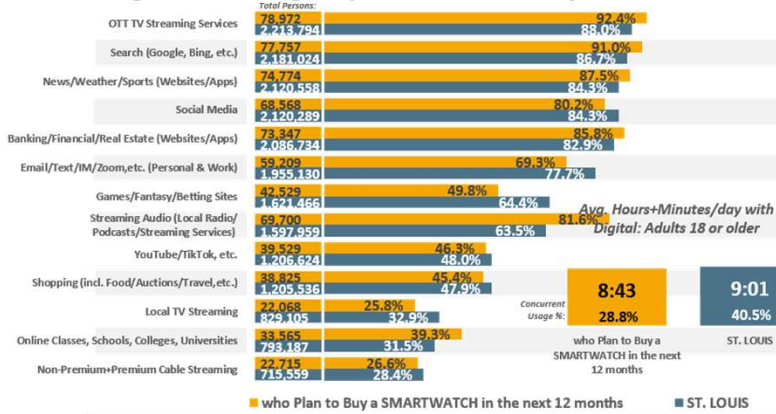




47,018 or 55.0% of Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months use Ad-Supported Social Media for an average of 177.1 minutes every day representing 29.9% of all time spent daily with Ad-Supported Digital Media.

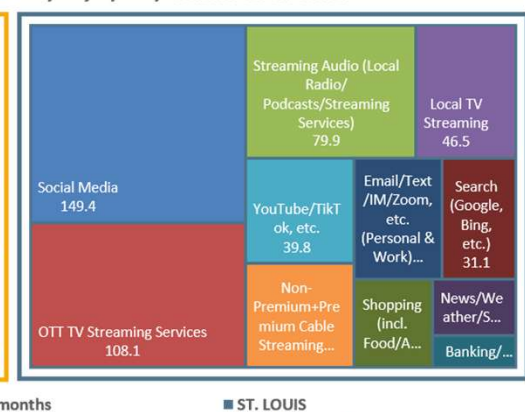
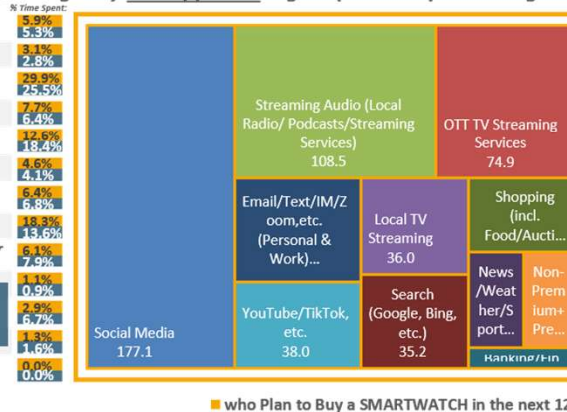
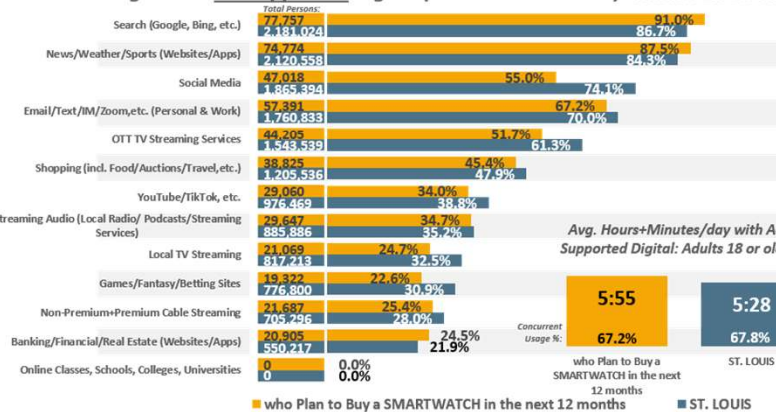
### Avg. Week All Digital (Persons & % Reach): Adults 18 or older

### 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



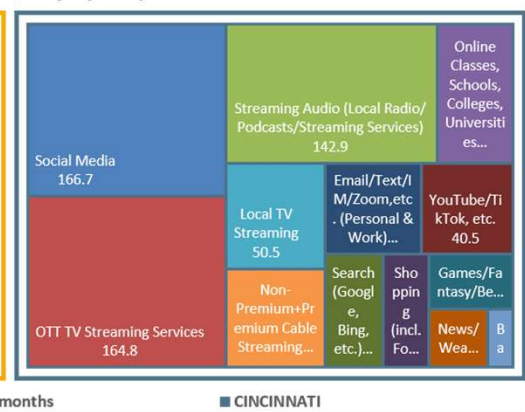
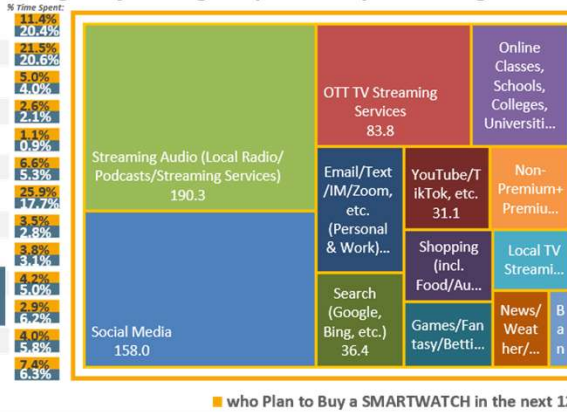
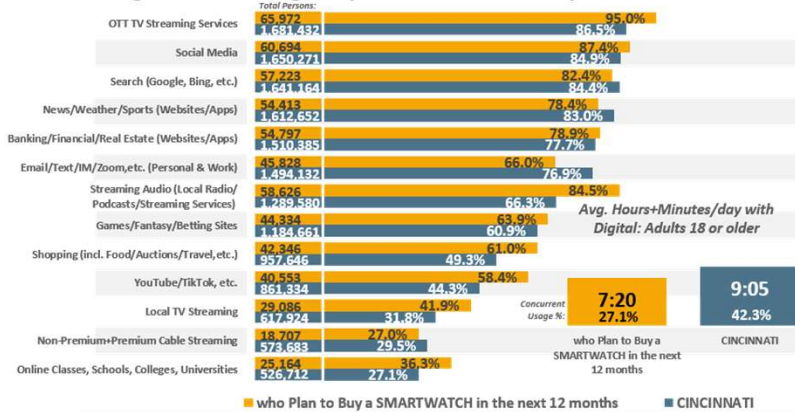




59,660 or 86.% of Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months use Ad-Supported Social Media for an average of 155.3 minutes every day representing 28.2% of all time spent daily with Ad-Supported Digital Media.

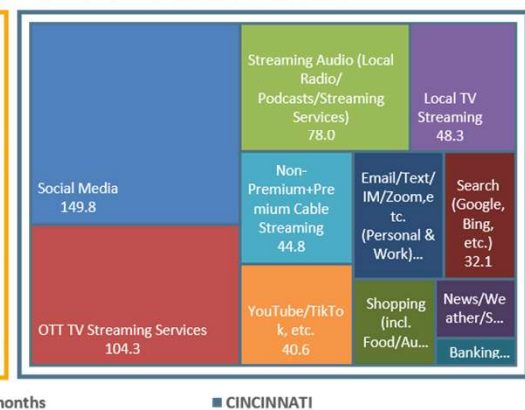
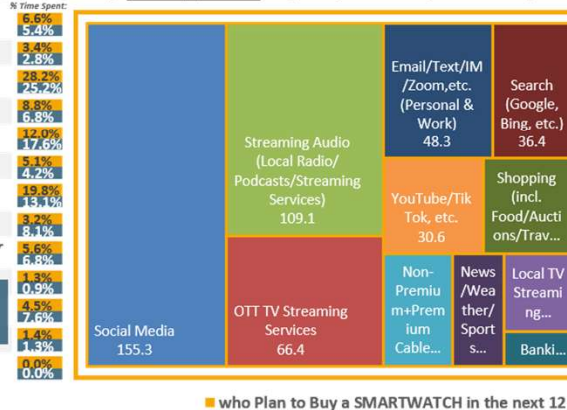
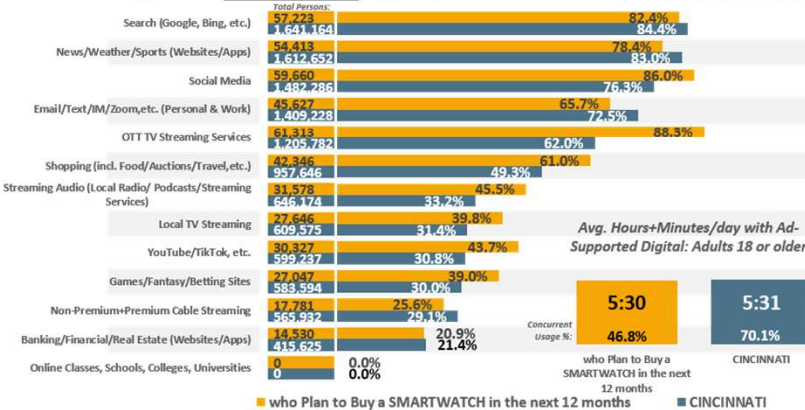
### Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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

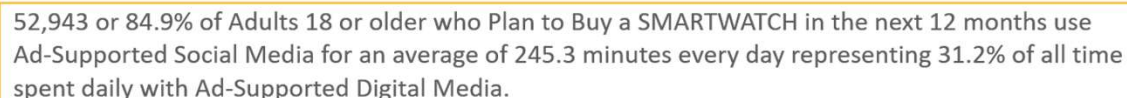


### Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older

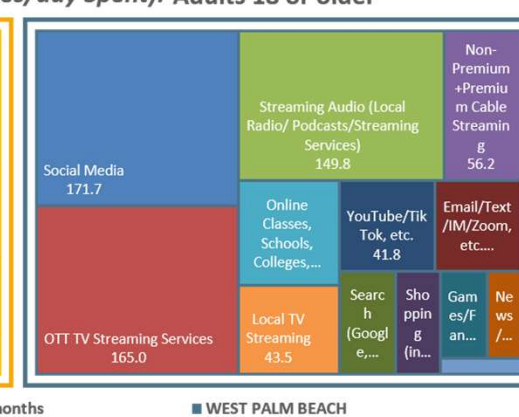
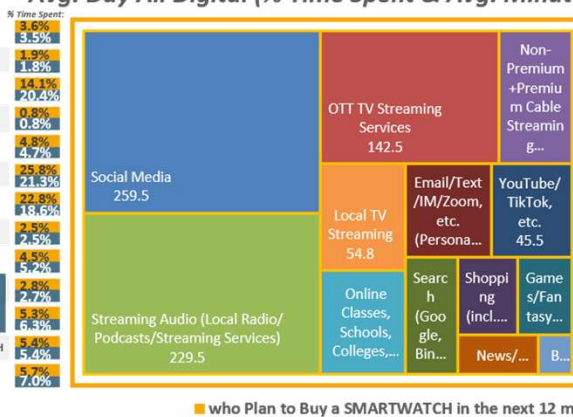
### Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



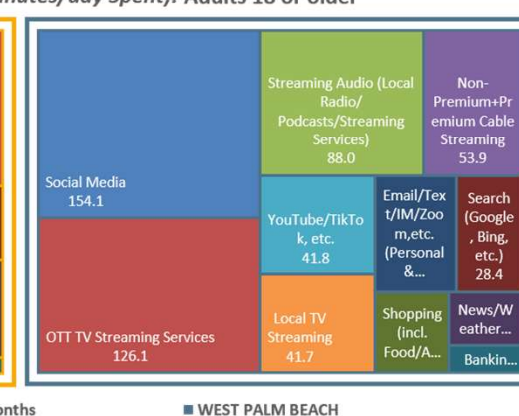
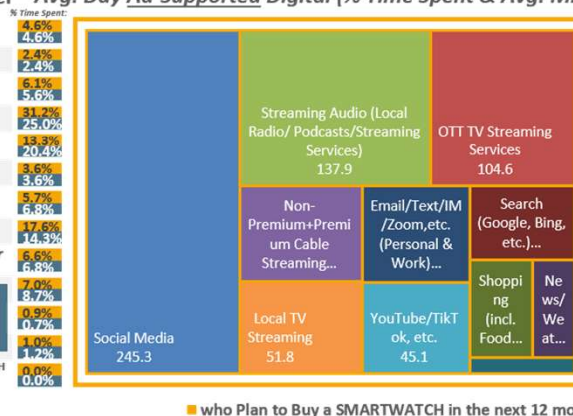




**Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



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



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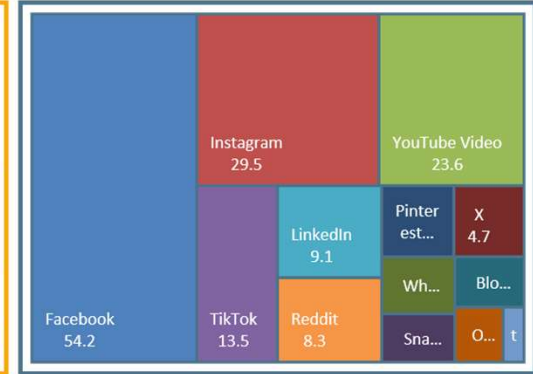
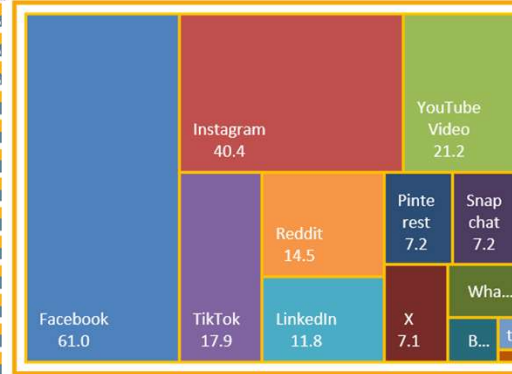
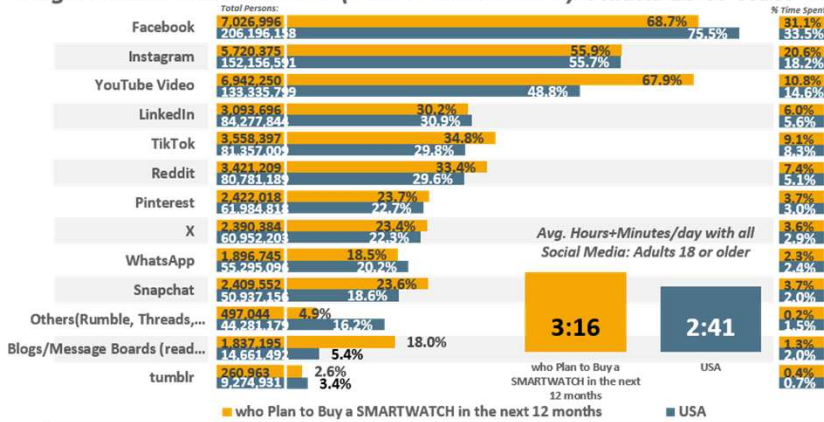
Items/services HHLD plans to buy in next 12 months (HHLD): Smartwatch



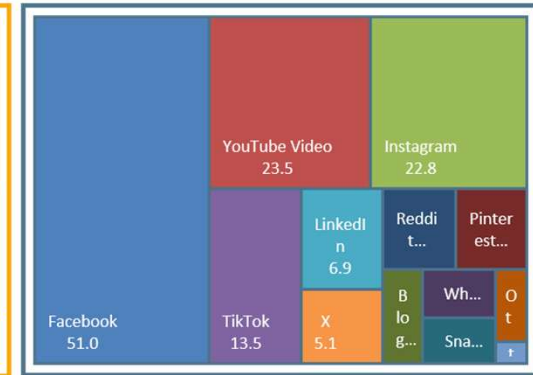
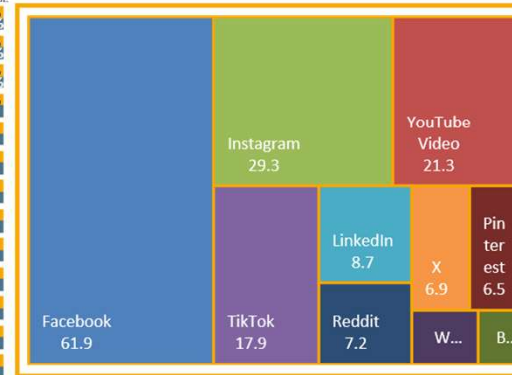
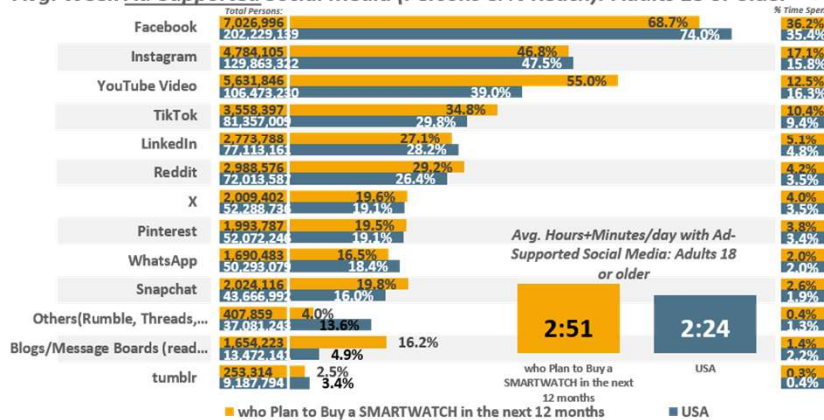


7,026,996 or 68.7% of Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months use Ad-Supported Facebook for an average of 61.9 minutes every day representing 36.2% of all time spent daily with Ad-Supported Social Media.

**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**

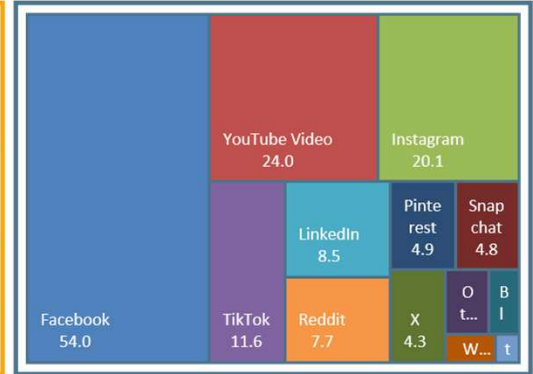
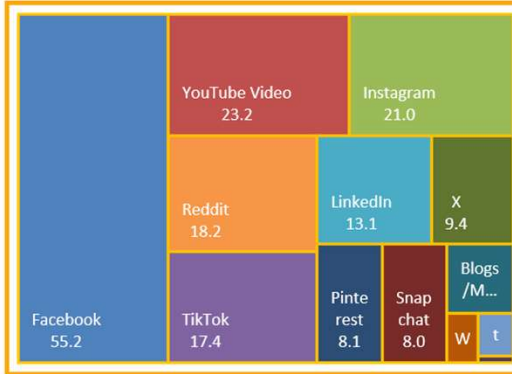
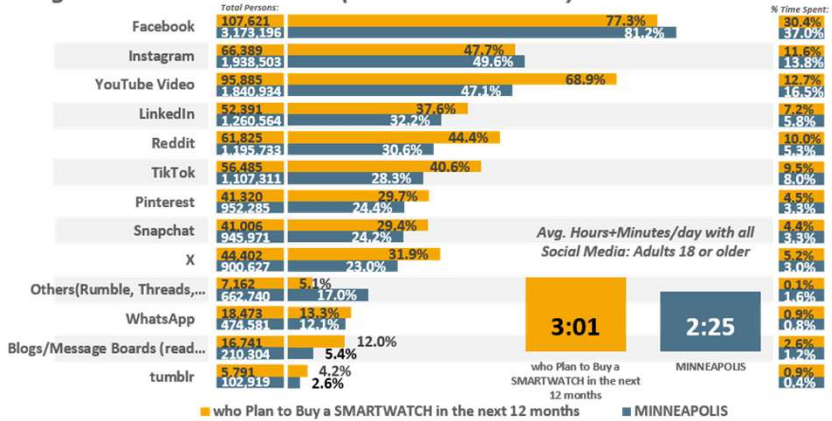




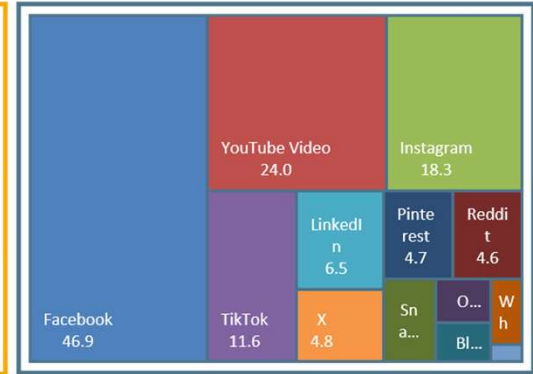
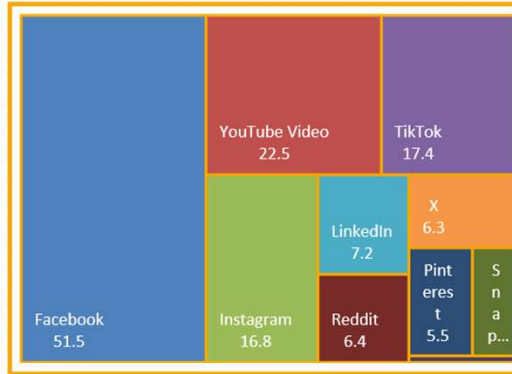
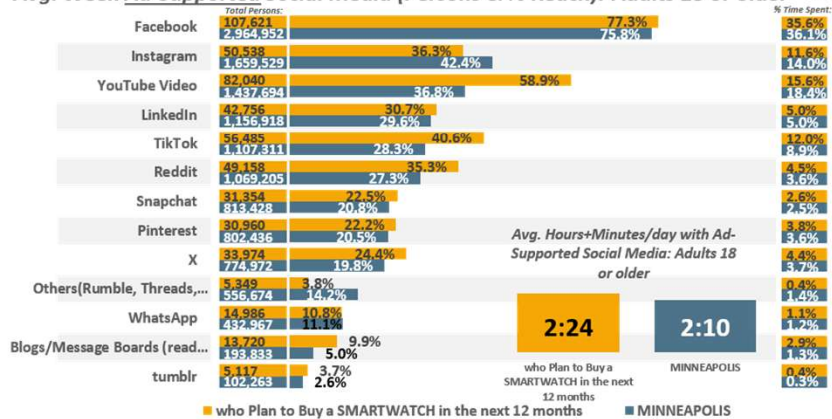


107,621 or 77.3% of Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months use Ad-Supported Facebook for an average of 51.5 minutes every day representing 35.6% of all time spent daily with Ad-Supported Social Media.

**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**

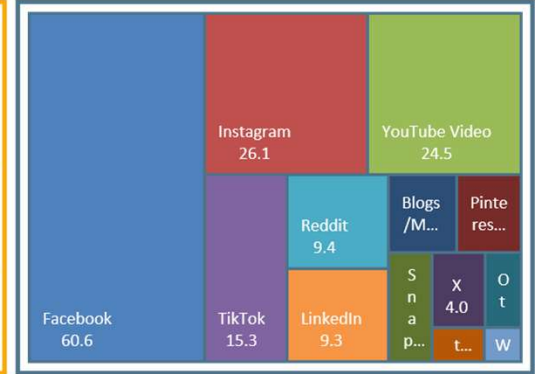
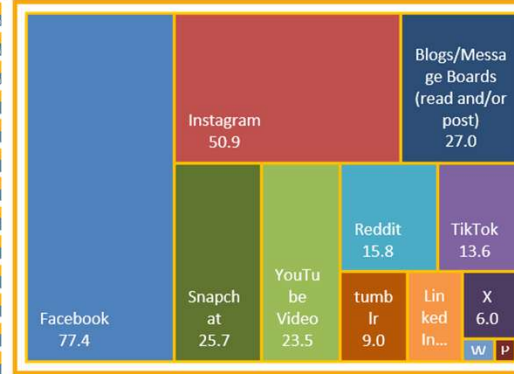
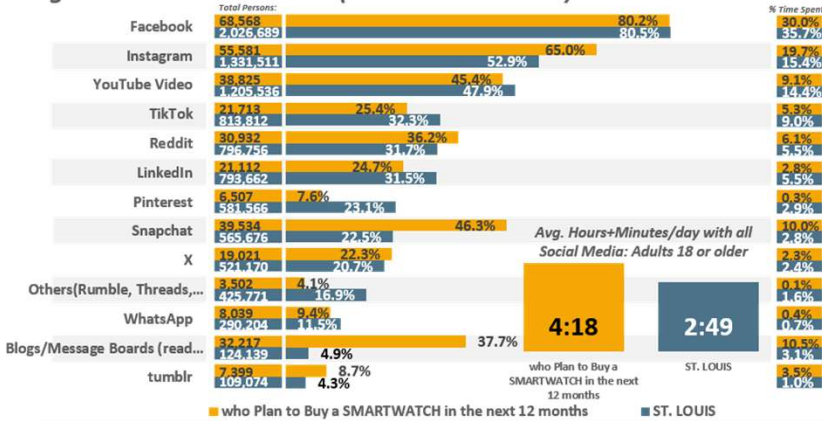




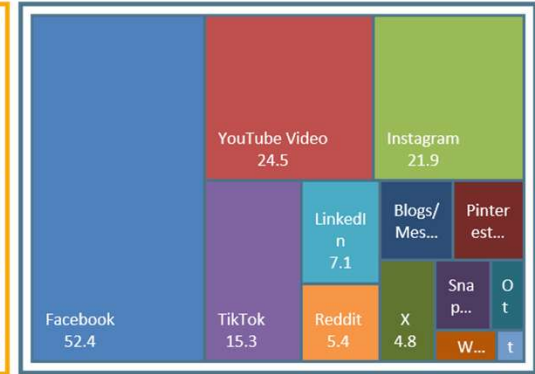
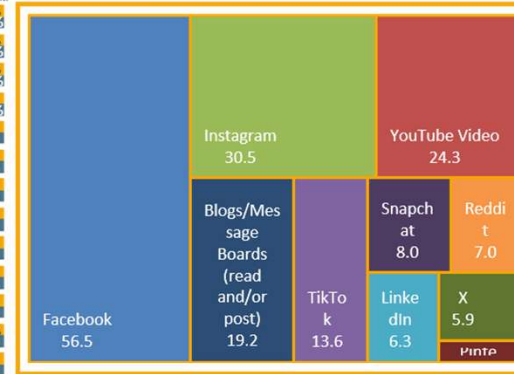
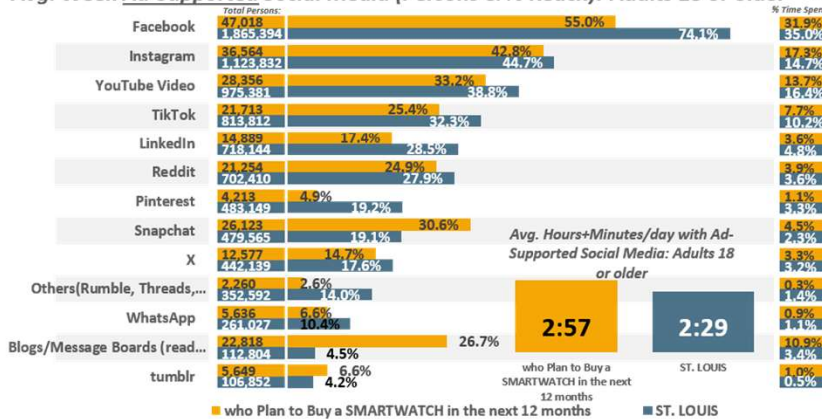


47,018 or 55.0% of Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months use Ad-Supported Facebook for an average of 56.5 minutes every day representing 31.9% of all time spent daily with Ad-Supported Social Media.

**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**

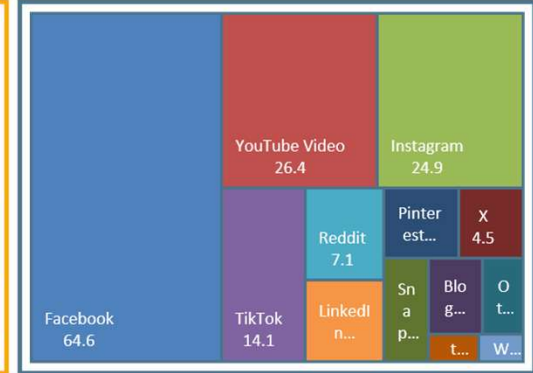
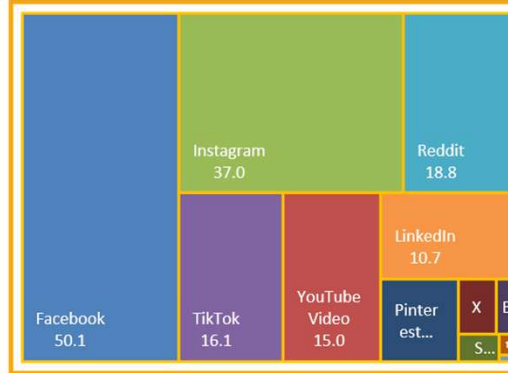
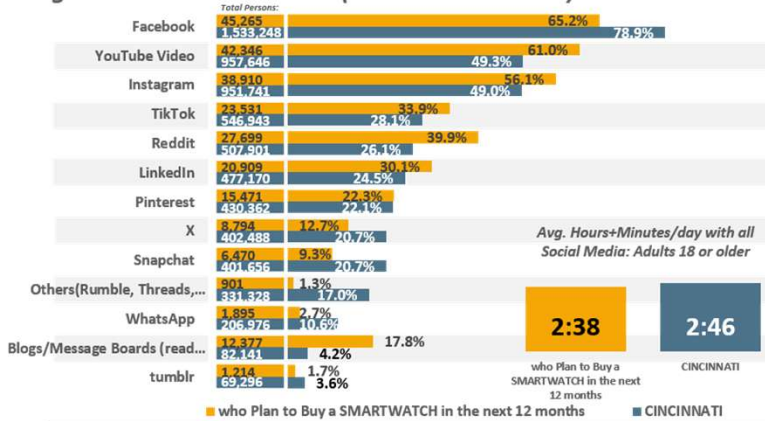




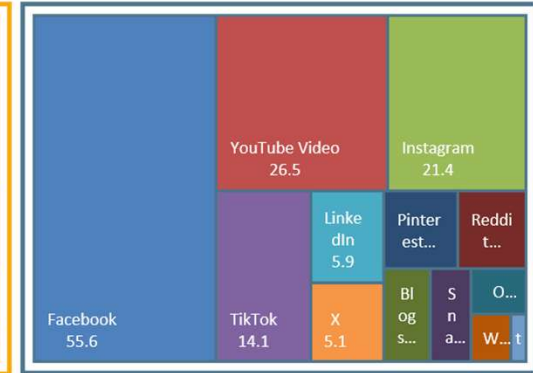
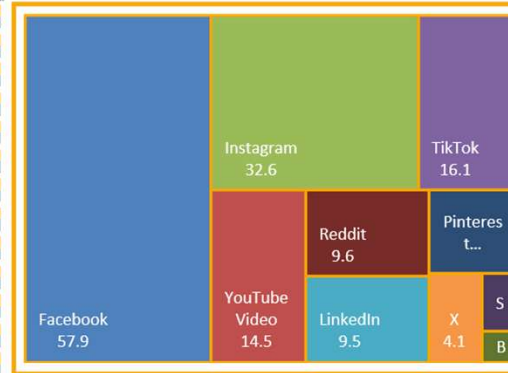
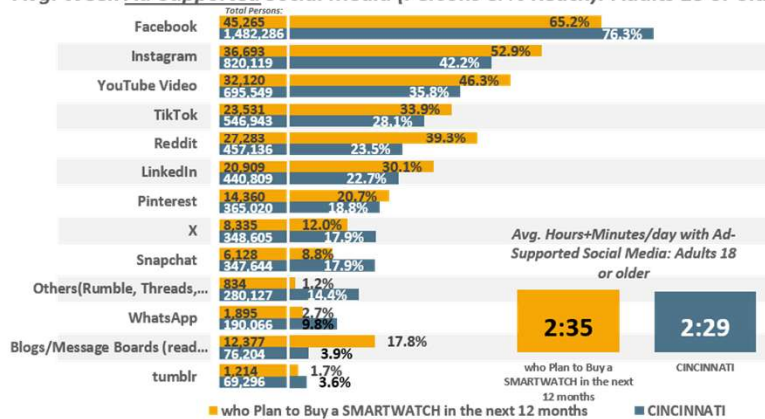


45,265 or 65.2% of Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months use Ad-Supported Facebook for an average of 57.9 minutes every day representing 37.3% of all time spent daily with Ad-Supported Social Media.

**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**

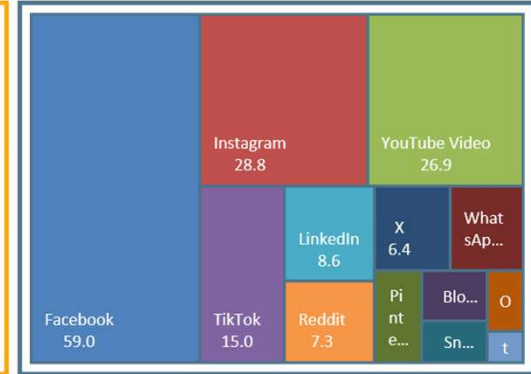
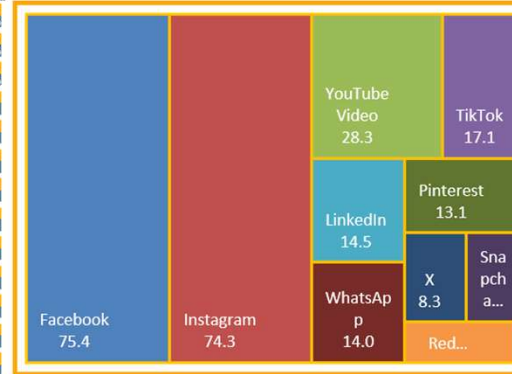
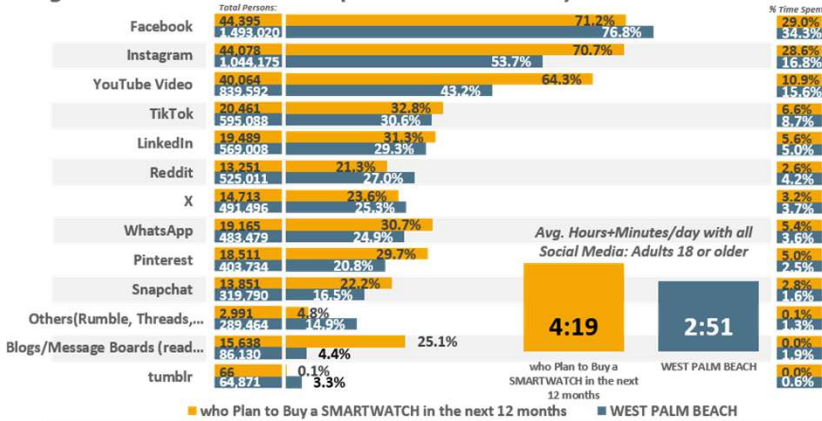




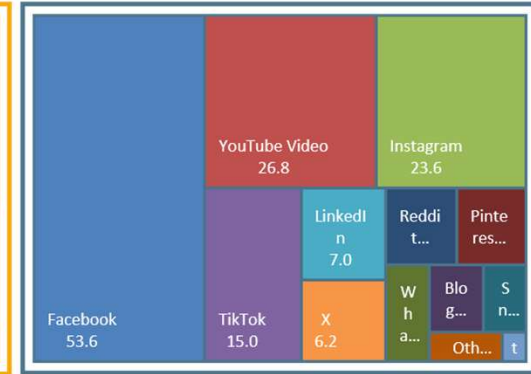
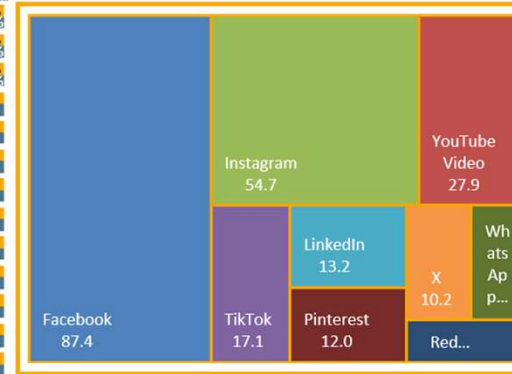
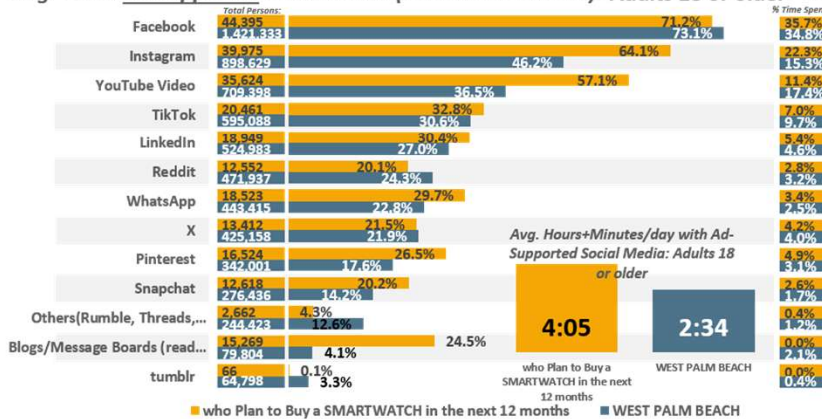


44,395 or 71.2% of Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months use Ad-Supported Facebook for an average of 87.4 minutes every day representing 35.7% of all time spent daily with Ad-Supported Social Media.

**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**

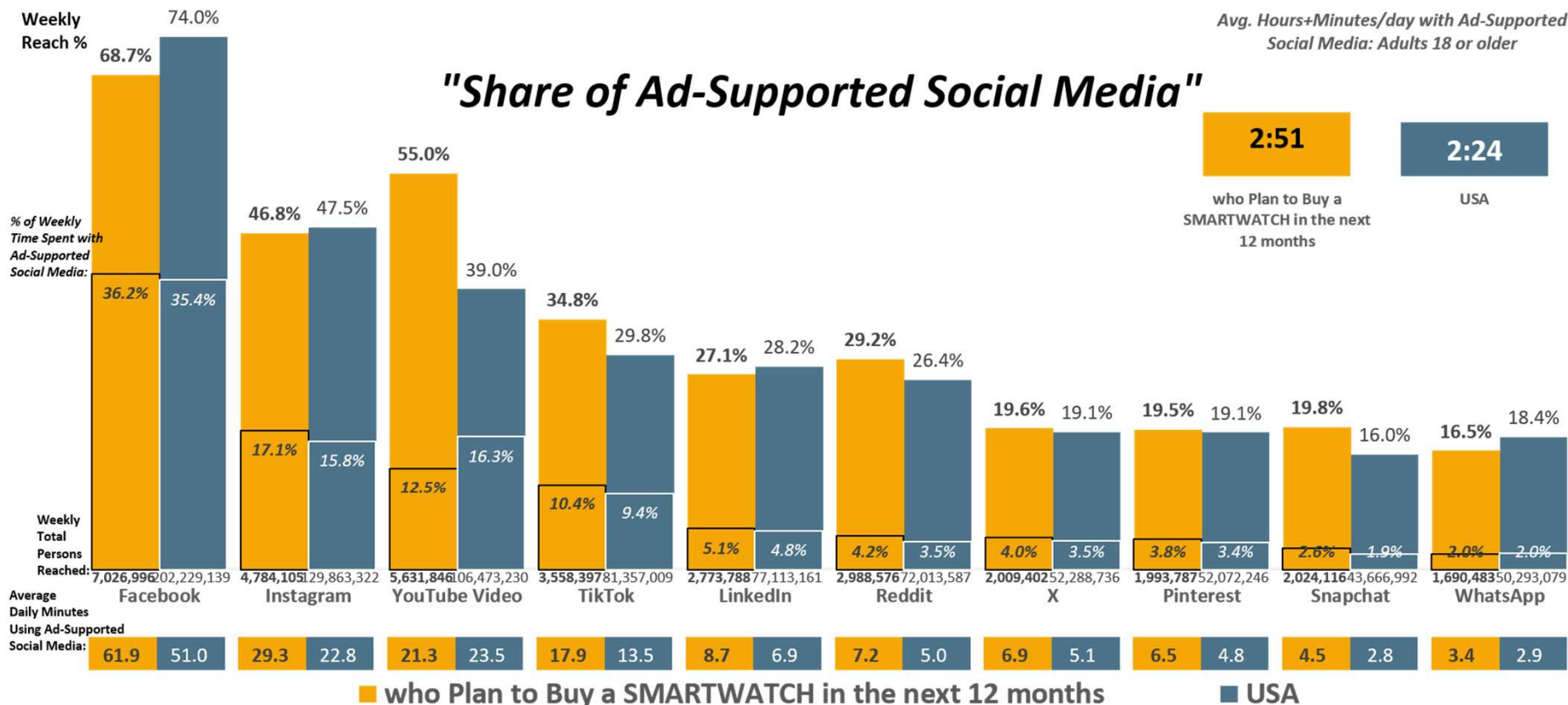






7,026,996 or 68.7% of Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months use Ad-Supported Facebook for an average of 61.9 minutes every day representing 36.2% of all time spent daily with Ad-Supported Social Media.

## "Share of Ad-Supported Social Media"

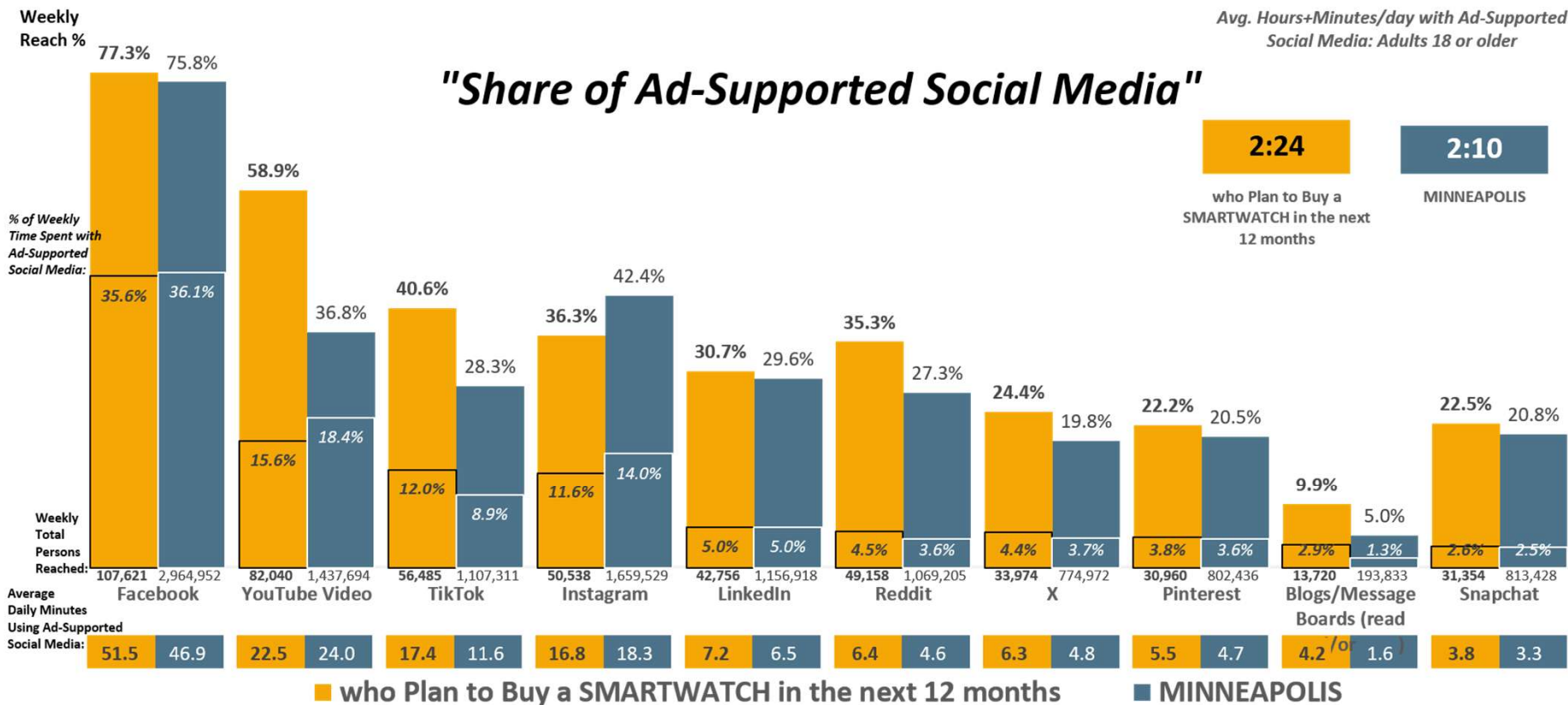






107,621 or 77.3% of Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months use Ad-Supported Facebook for an average of 51.5 minutes every day representing 35.6% of all time spent daily with Ad-Supported Social Media.

## "Share of Ad-Supported Social Media"

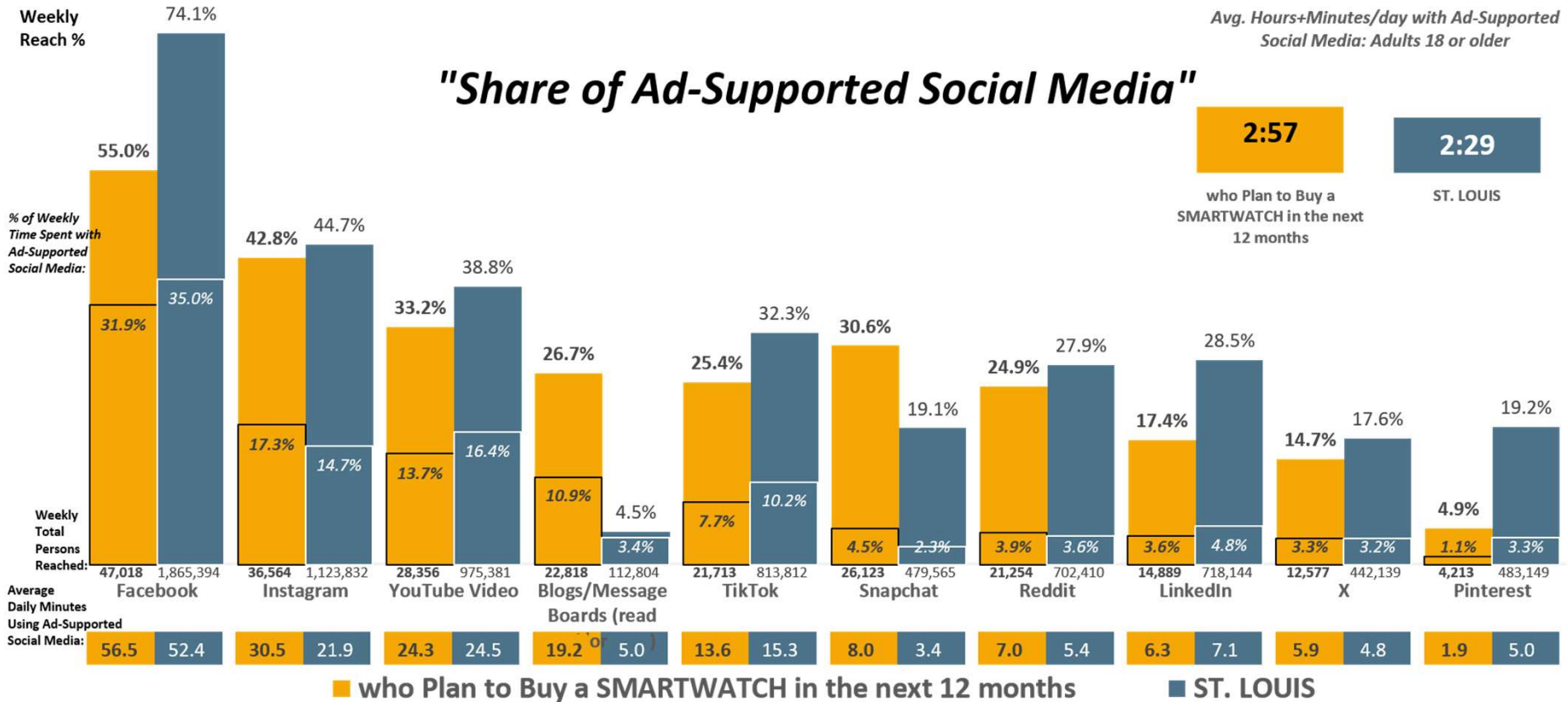






47,018 or 55.0% of Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months use Ad-Supported Facebook for an average of 56.5 minutes every day representing 31.9% of all time spent daily with Ad-Supported Social Media.

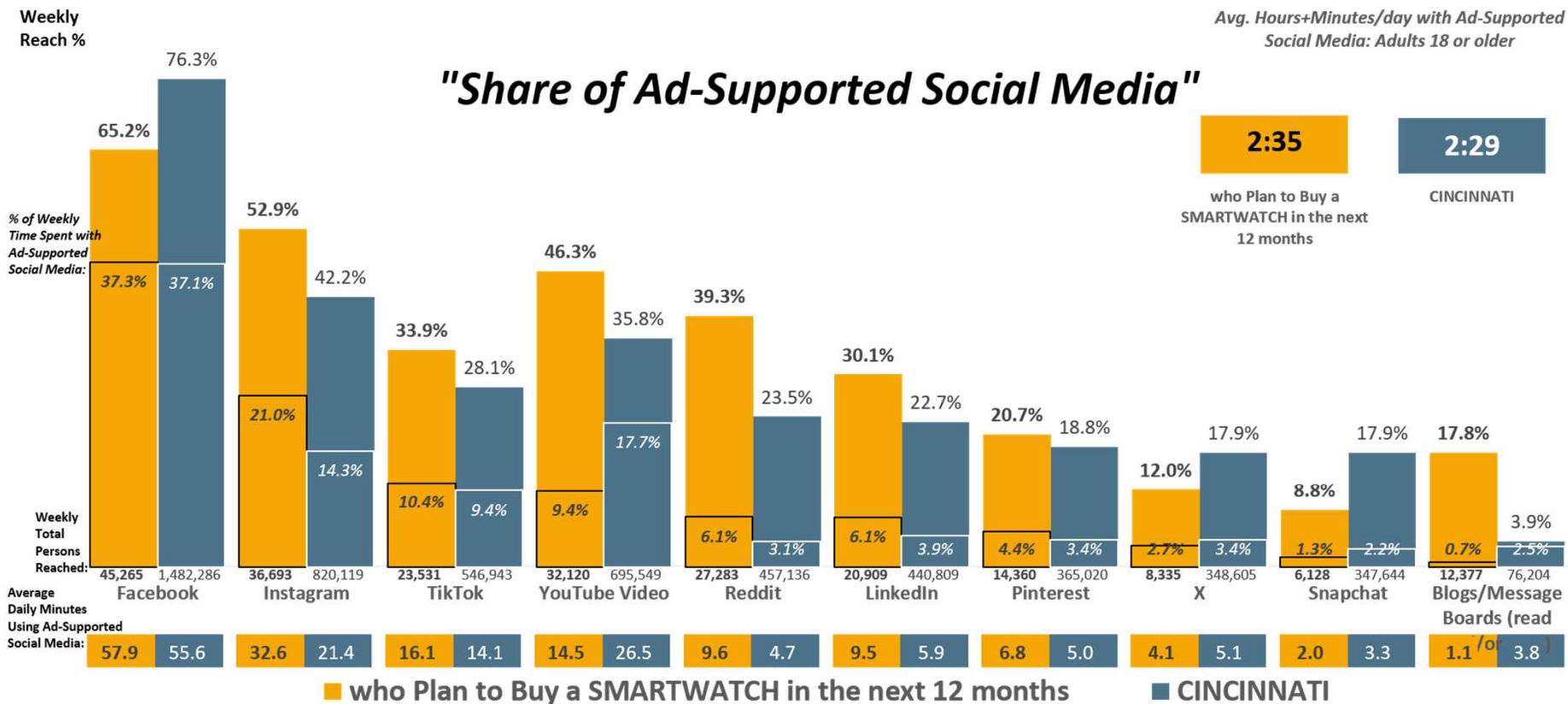
## "Share of Ad-Supported Social Media"







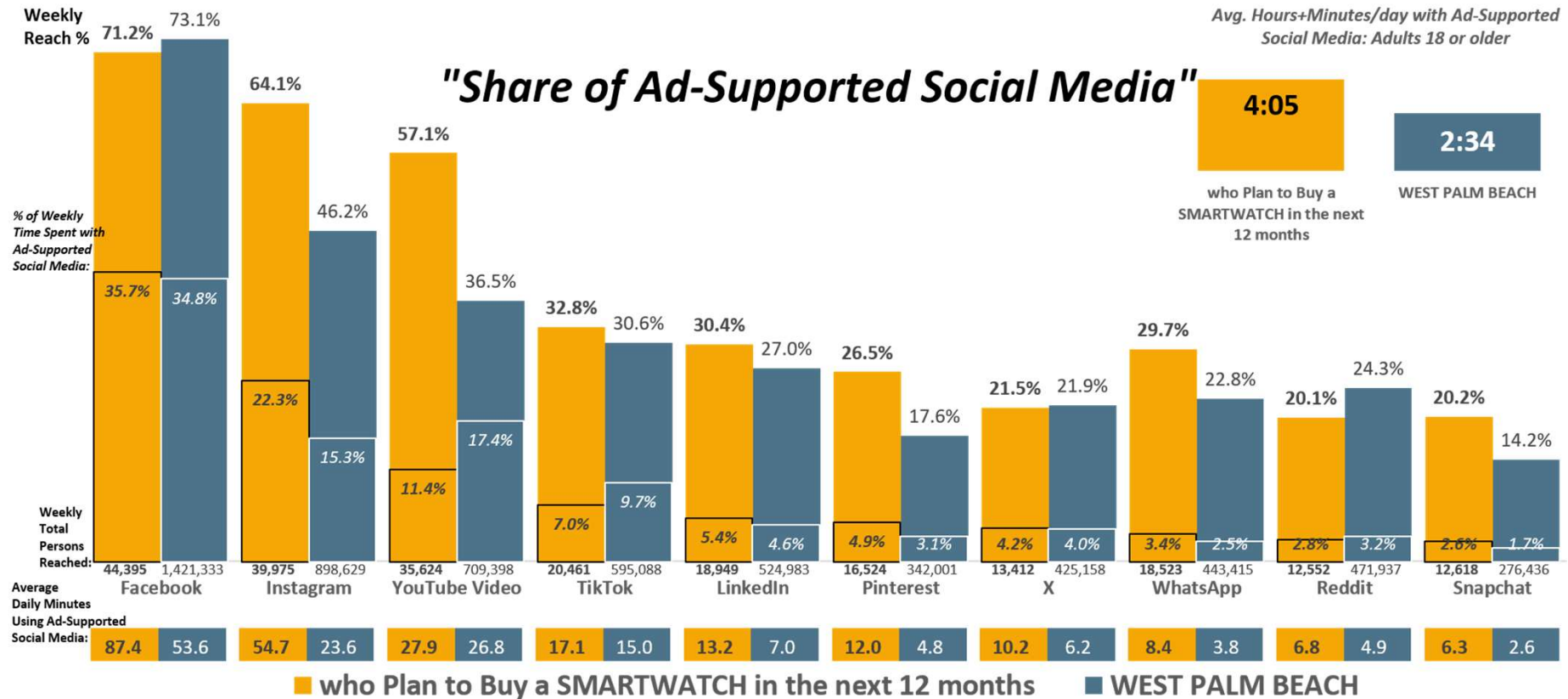
45,265 or 65.2% of Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months use Ad-Supported Facebook for an average of 57.9 minutes every day representing 37.3% of all time spent daily with Ad-Supported Social Media.







44,395 or 71.2% of Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months use Ad-Supported Facebook for an average of 87.4 minutes every day representing 35.7% of all time spent daily with Ad-Supported Social Media.

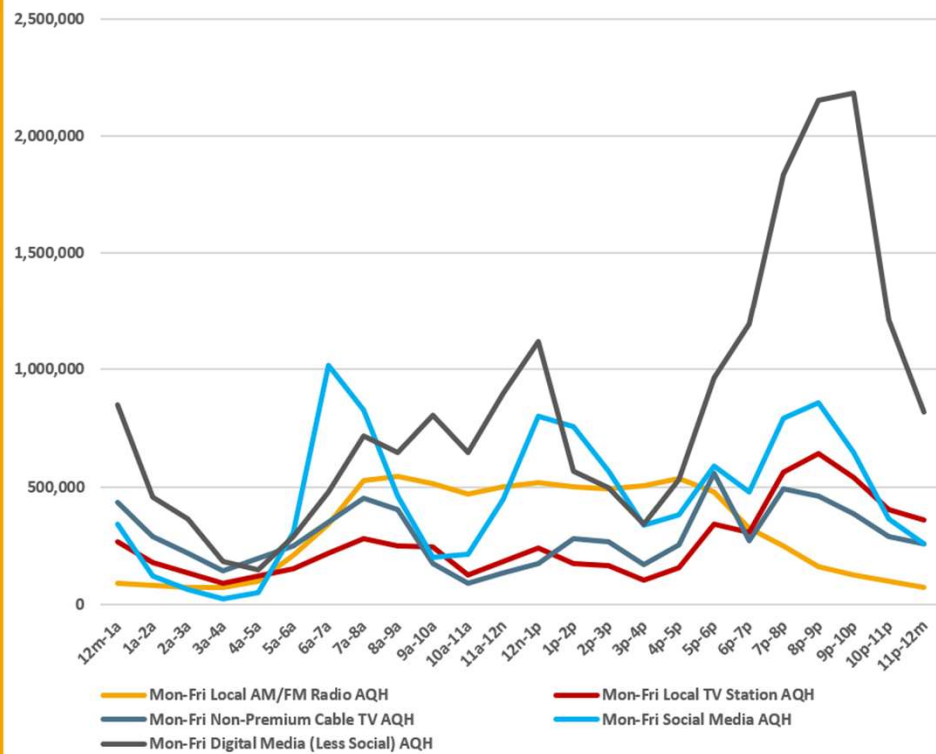




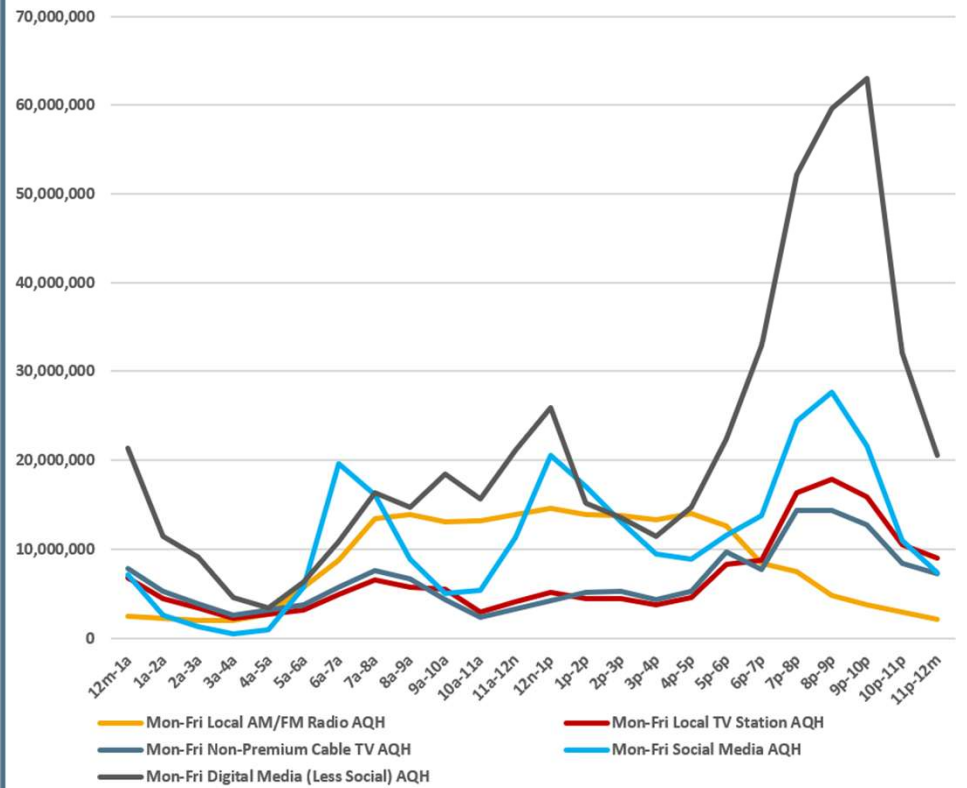


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 723,404;  
Social Media: 544,095; Local Radio: 480,783; Non-Prem. Cable: 275,066; Local TV: 214,832  
reaching Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)**  
**Adults 18 or older who Plan to Buy a SMARTWATCH in the**  
**next 12 months**



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

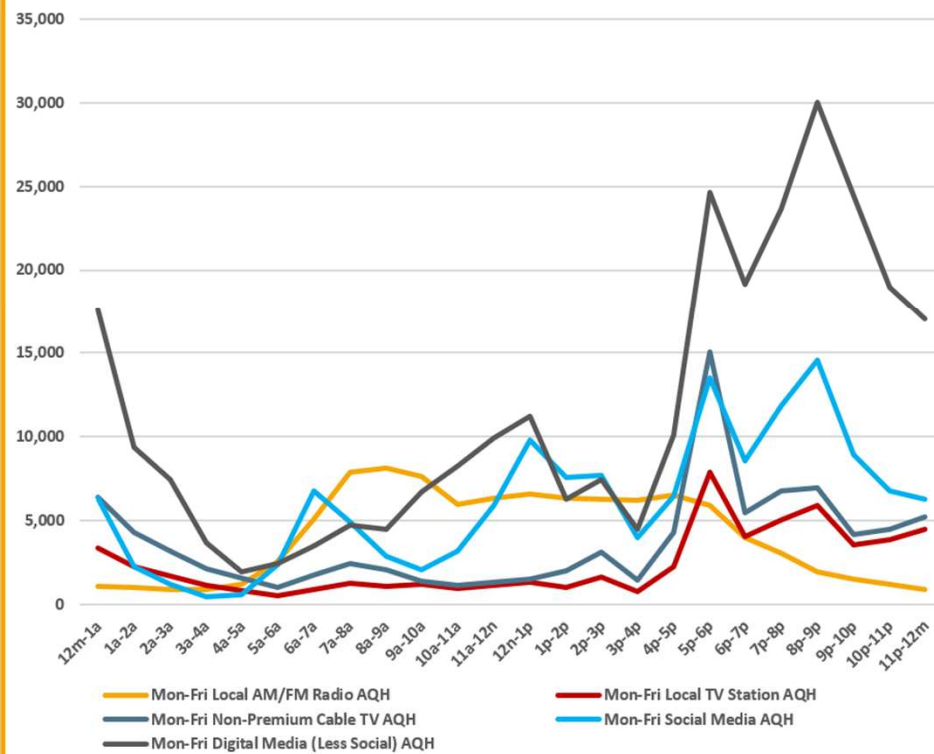




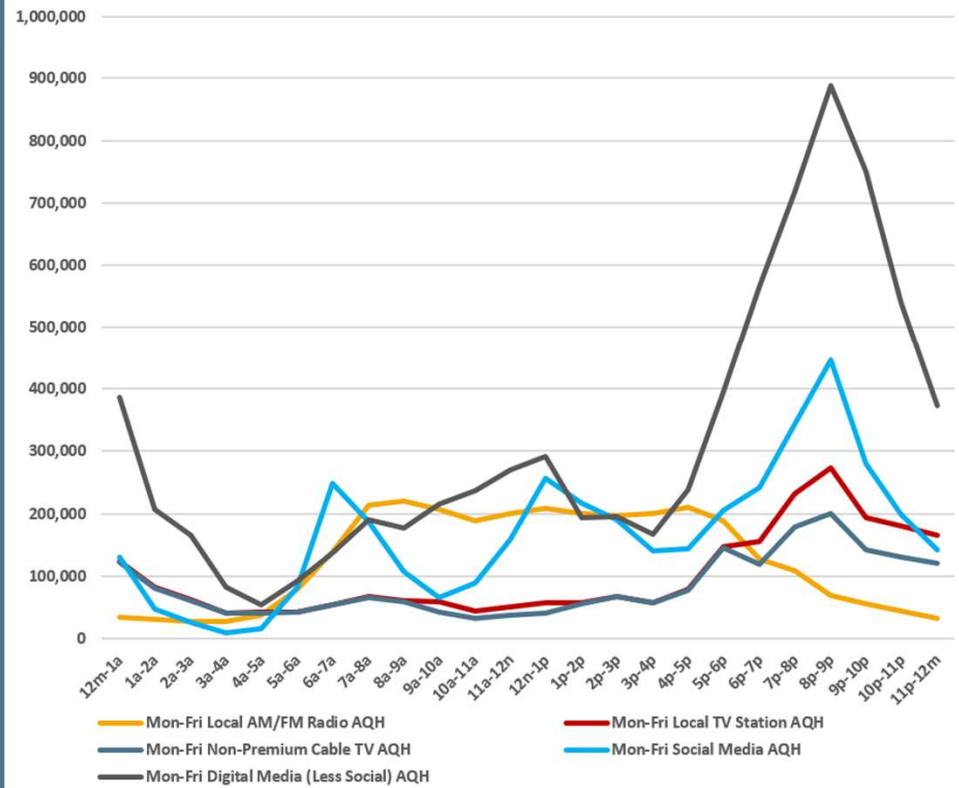


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 9,305;  
Social Media: 6,415; Local Radio: 6,373; Non-Prem. Cable: 3,318; Local TV: 1,970 reaching  
Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months.

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)**  
**Adults 18 or older who Plan to Buy a SMARTWATCH in the**  
**next 12 months**



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

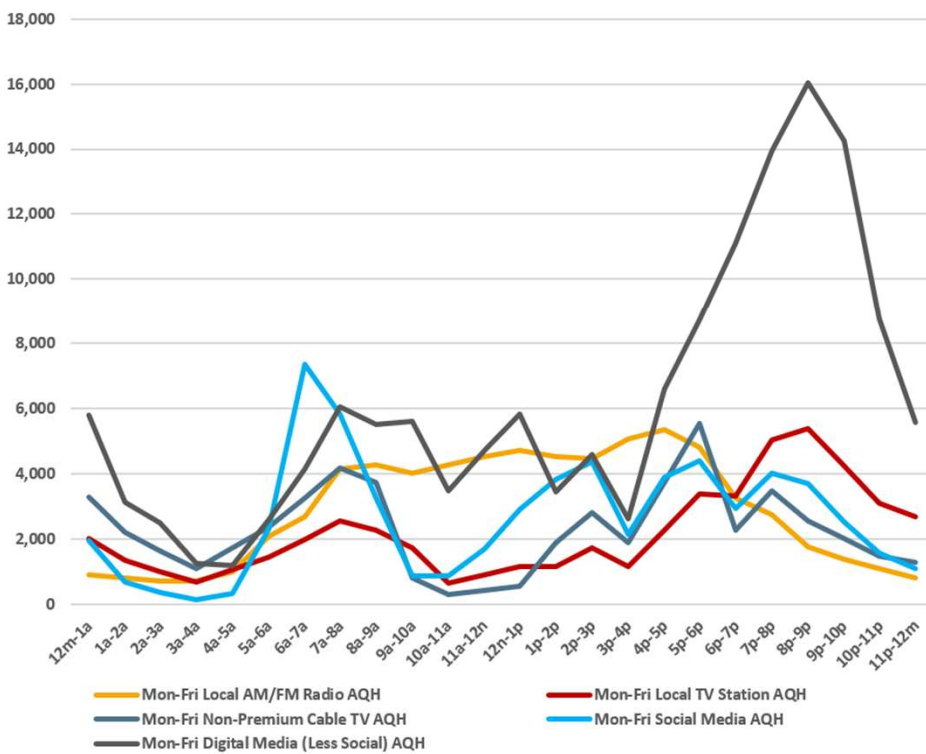




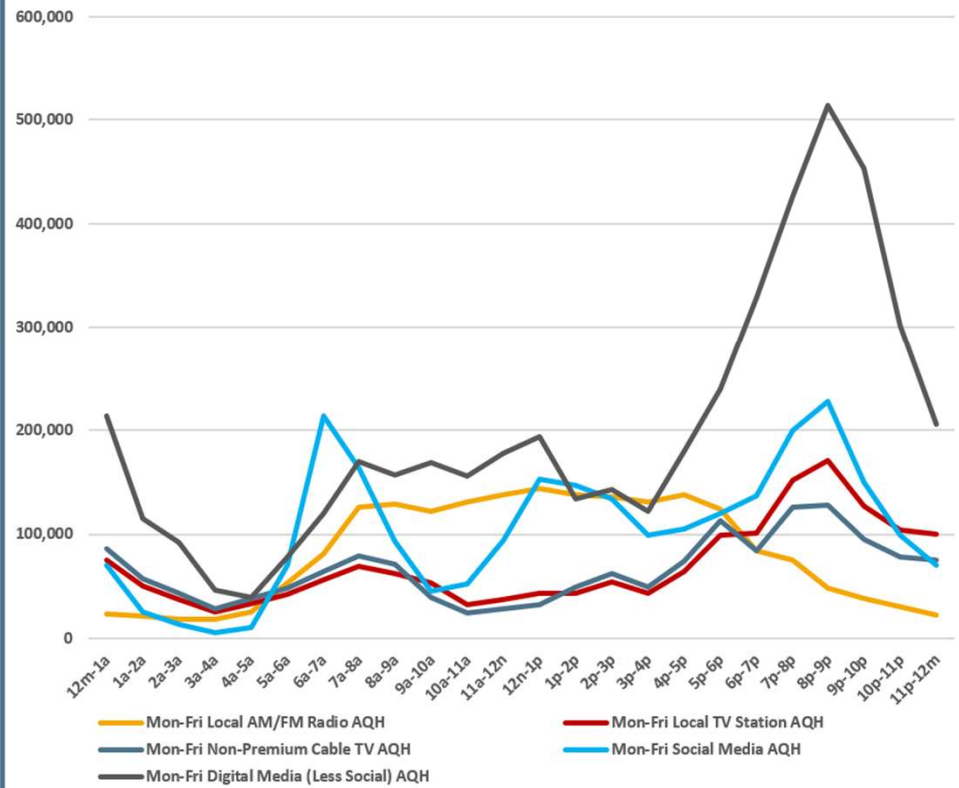


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 5,567; Local Radio: 4,315; Social Media: 3,413; Non-Prem. Cable: 2,414; Local TV: 1,862 reaching Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months.

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)**  
**Adults 18 or older who Plan to Buy a SMARTWATCH in the**  
**next 12 months**



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

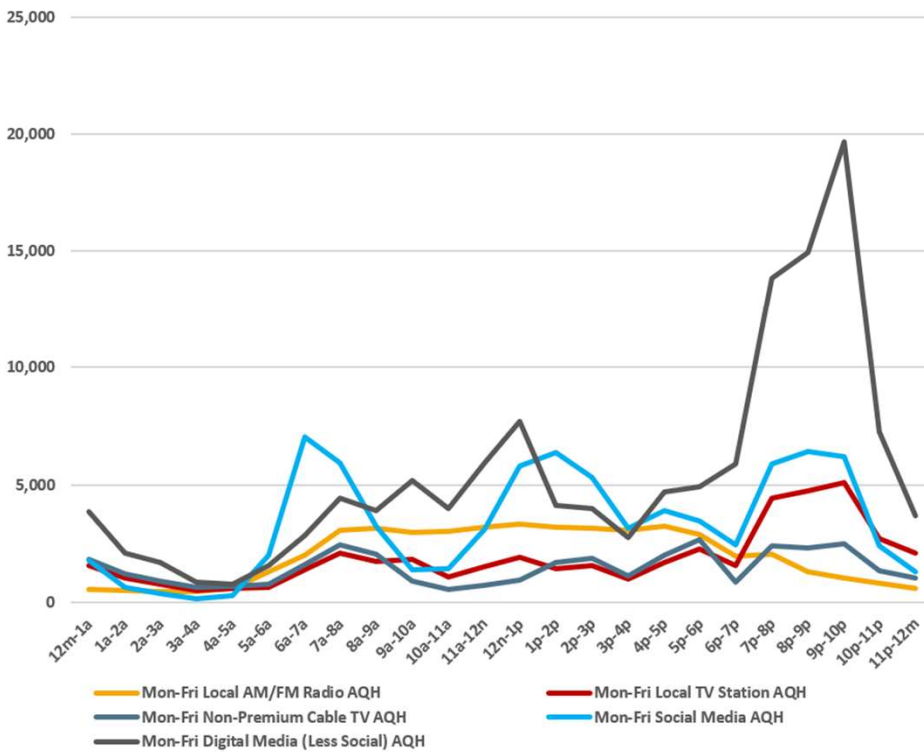




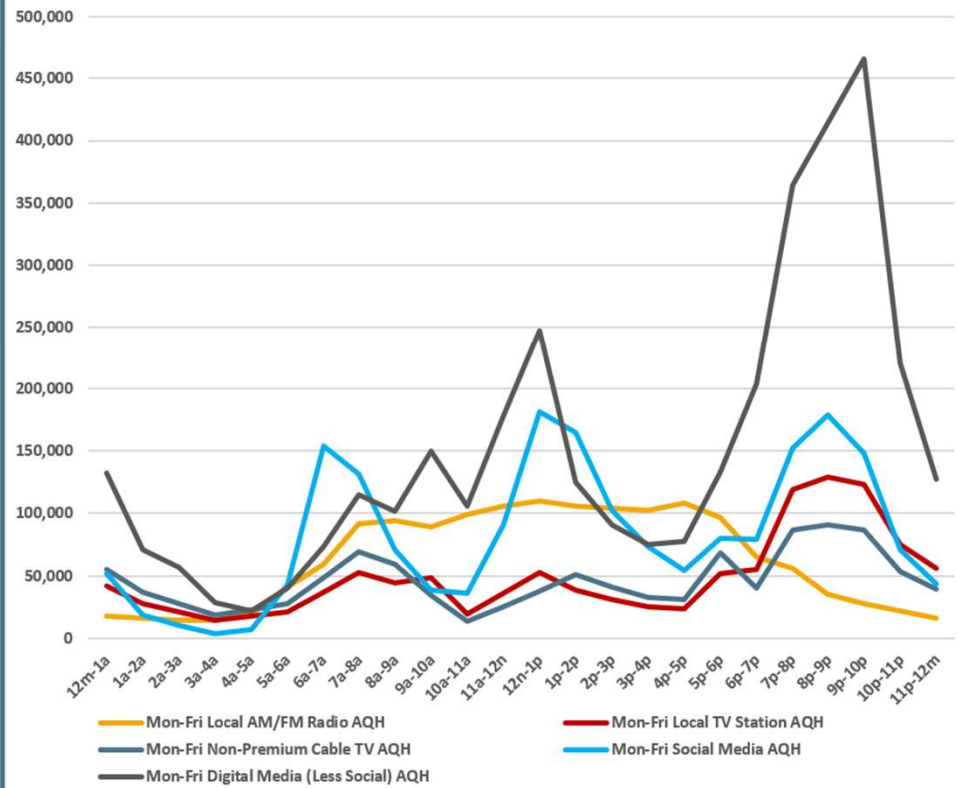


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 4,646;  
Social Media: 4,041; Local Radio: 2,935; Local TV: 1,615; Non-Prem. Cable: 1,489 reaching  
Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months.

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)**  
**Adults 18 or older who Plan to Buy a SMARTWATCH in the**  
**next 12 months**



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

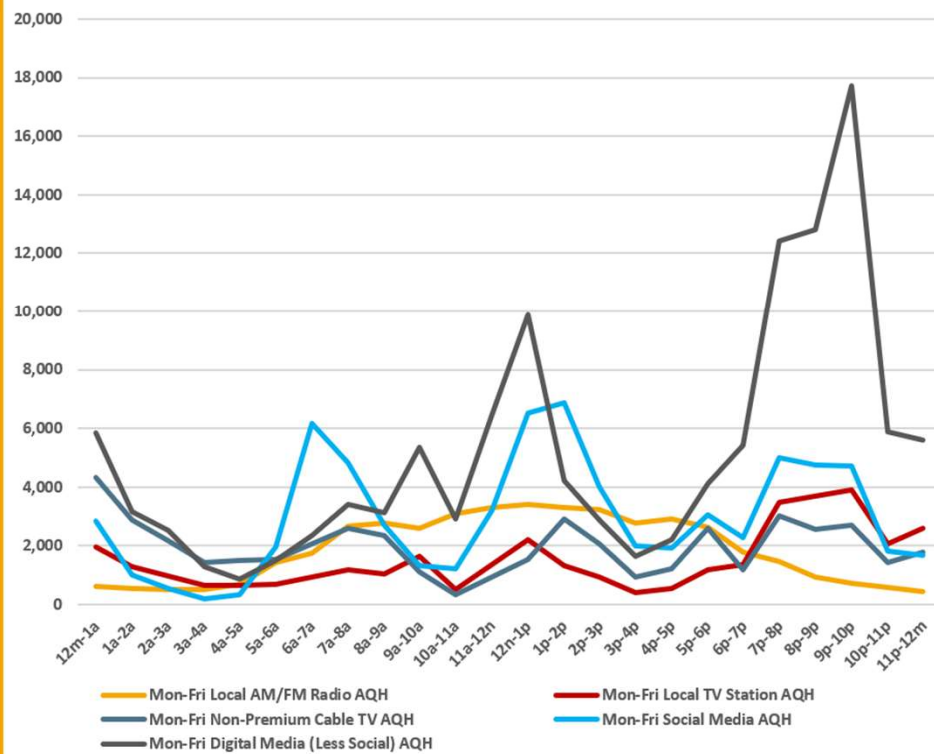




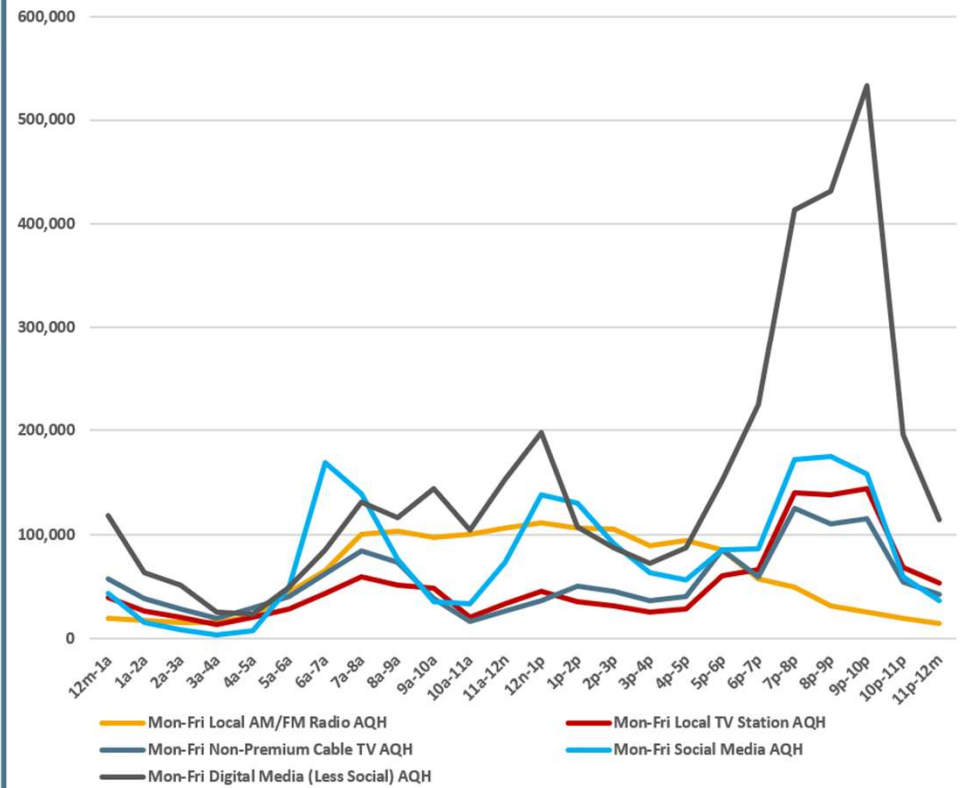


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 4,152;  
Social Media: 3,543; Local Radio: 2,783; Non-Prem. Cable: 1,677; Local TV: 1,119 reaching  
Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months.

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)**  
**Adults 18 or older who Plan to Buy a SMARTWATCH in the**  
**next 12 months**



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

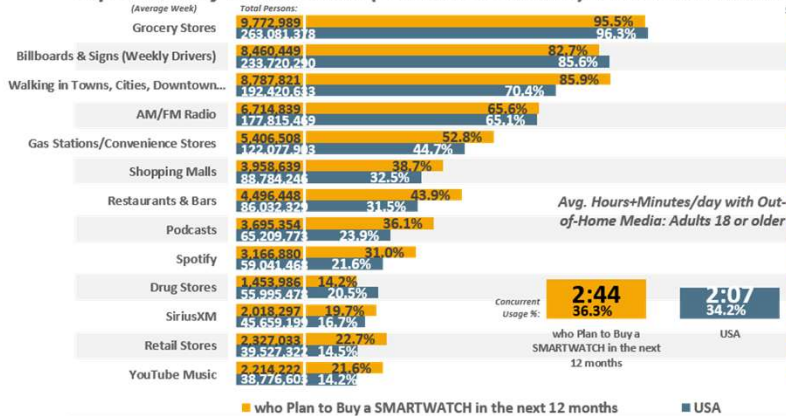




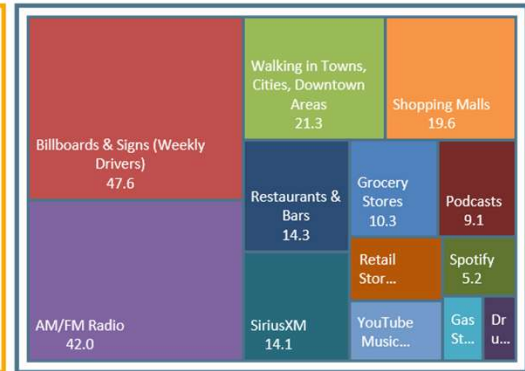
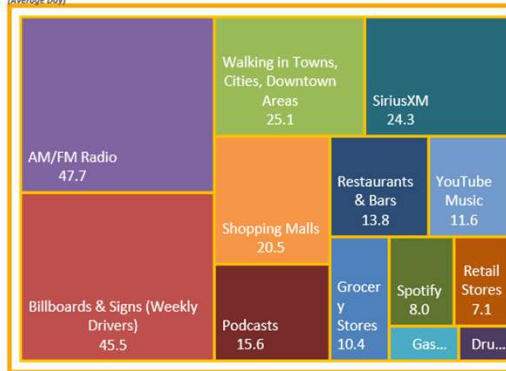


8,460,449 or 82.7% of Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months spend an average of 45.5 minutes per day driving, seeing Billboards and Signs. 61.9% Listen to Local Radio Stations Out-of-Home for an average of 39.5 minutes/day.

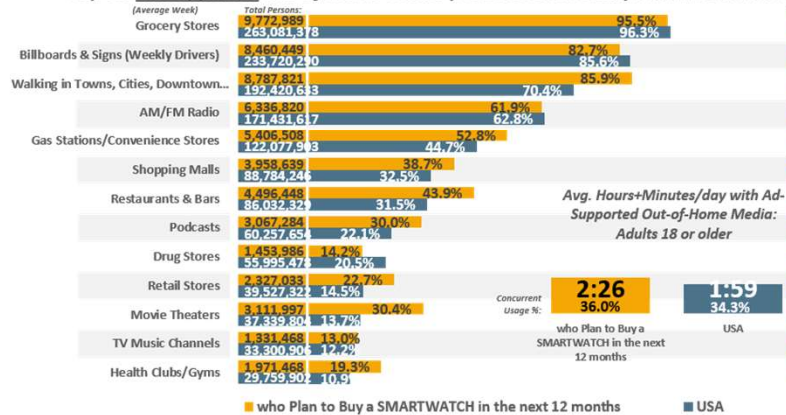
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



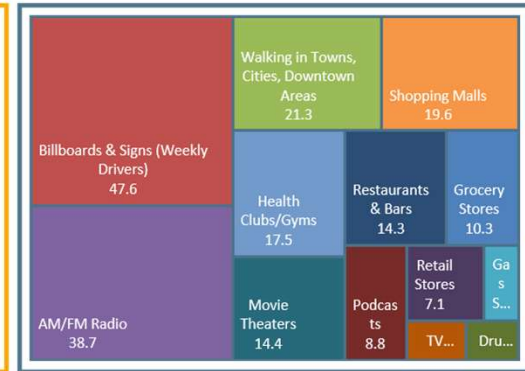
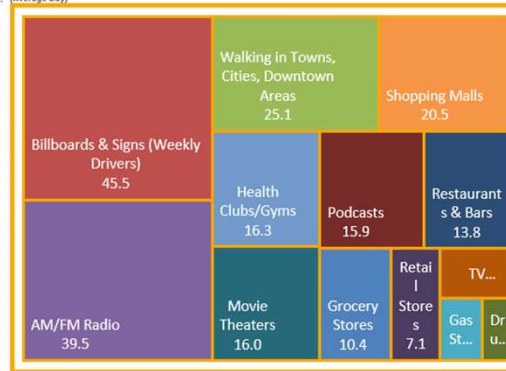
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 879  
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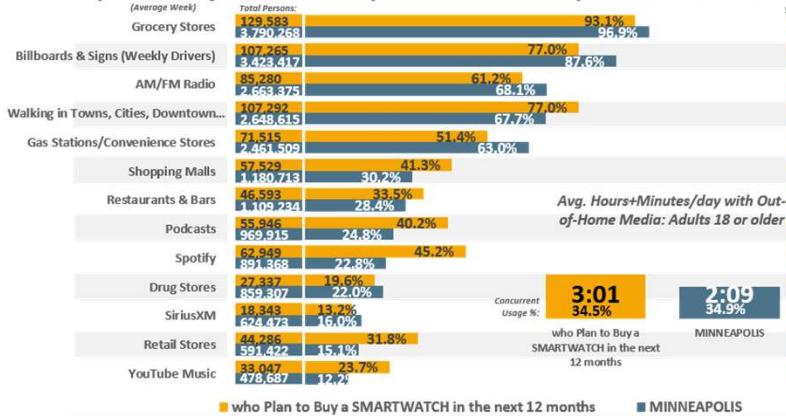
Items/services HHLD plans to buy in next 12 months (HHLD): Smartwatch



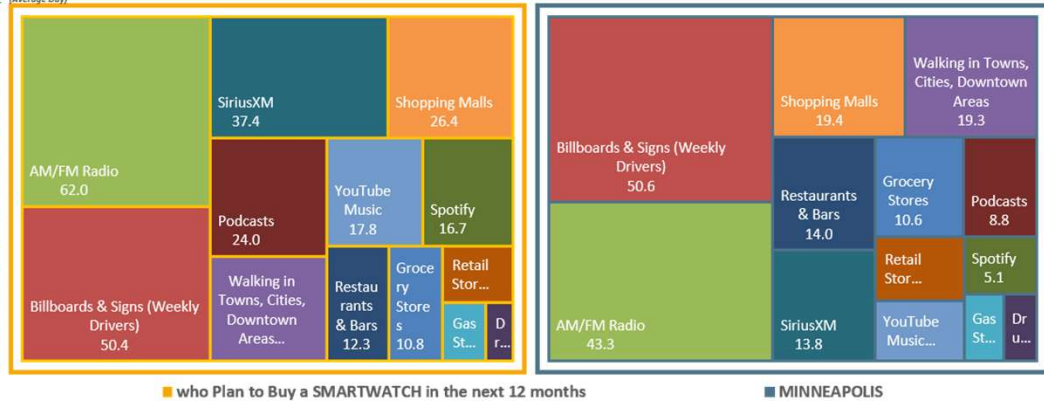


107,265 or 77.% of Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months spend an average of 50.4 minutes per day driving, seeing Billboards and Signs. 59.5% Listen to Local Radio Stations Out-of-Home for an average of 52.7 minutes/day.

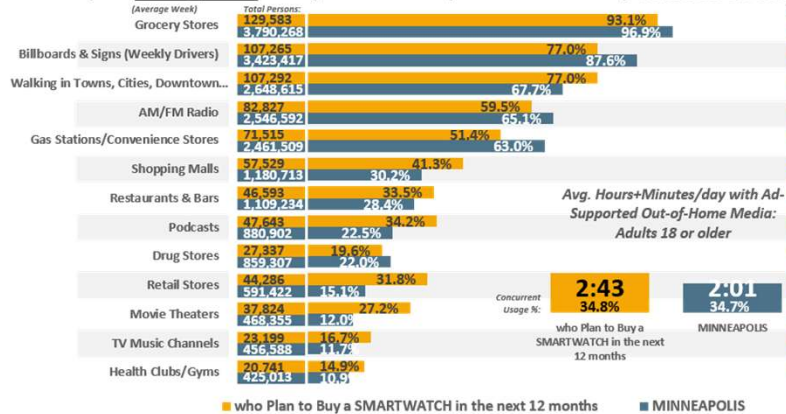
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



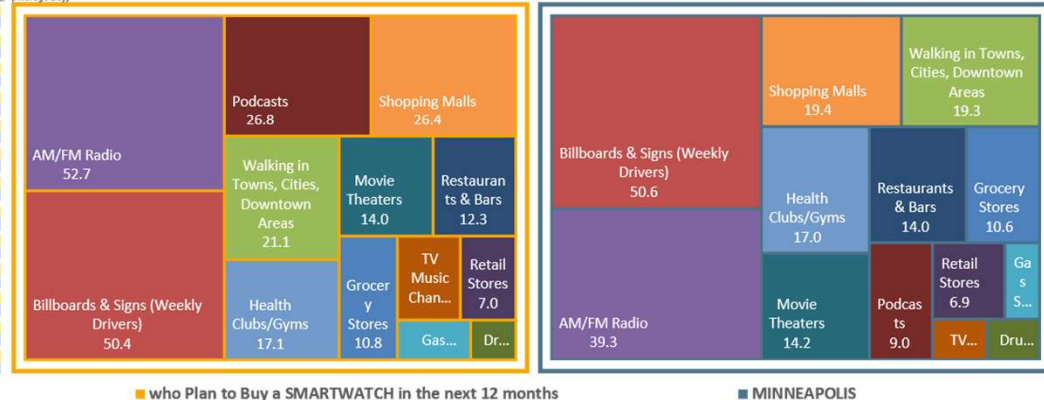
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

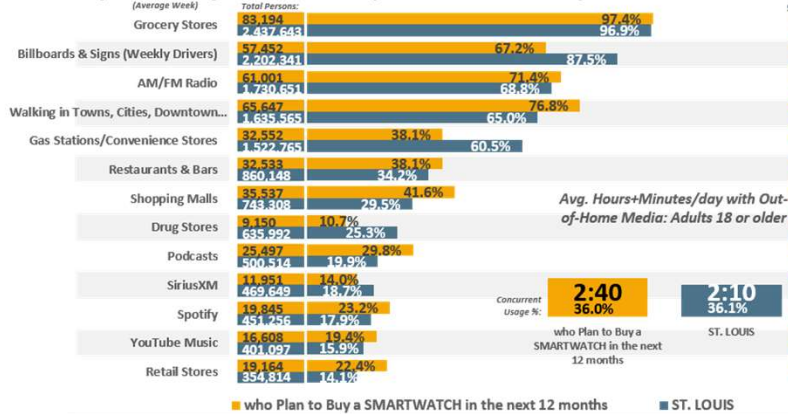




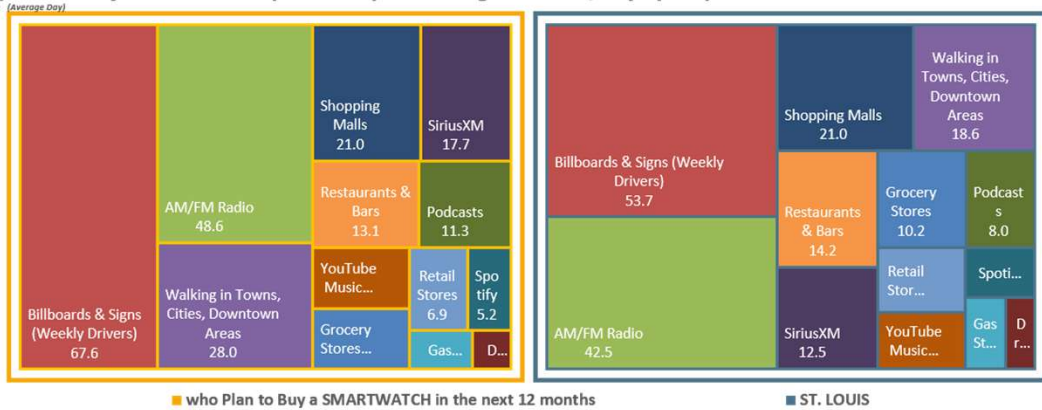


57,452 or 67.2% of Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months spend an average of 67.6 minutes per day driving, seeing Billboards and Signs. 68.6% Listen to Local Radio Stations Out-of-Home for an average of 42.1 minutes/day.

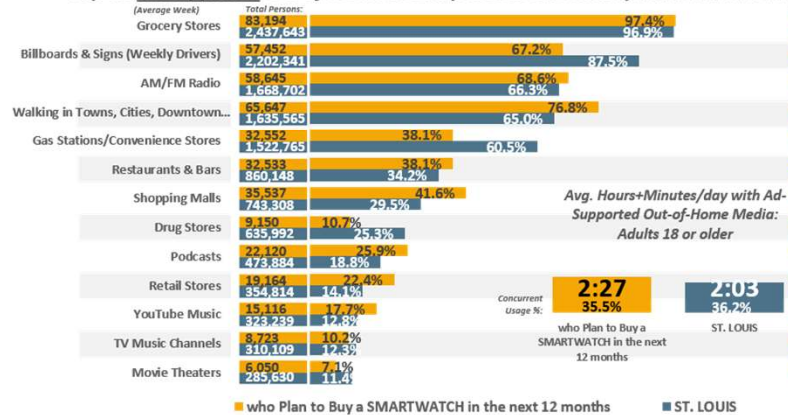
**Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older**



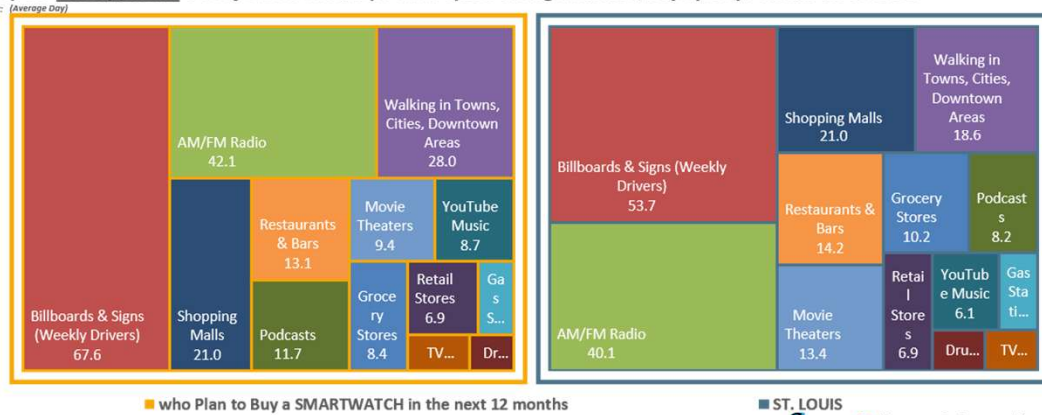
**Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



**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**



ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 75  
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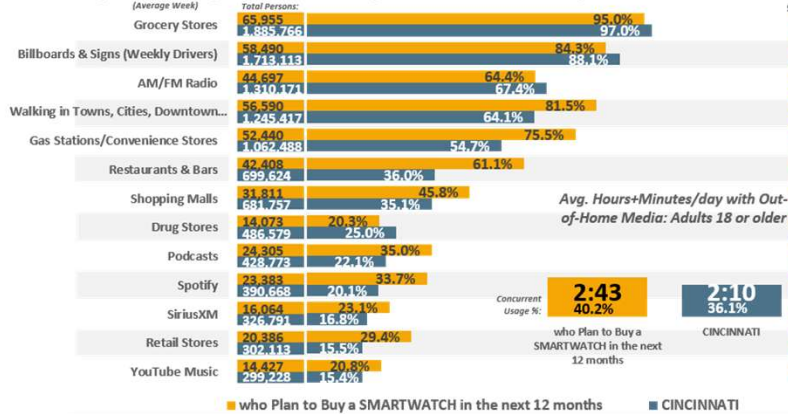
Items/services HHLD plans to buy in next 12 months (HHLD): Smartwatch



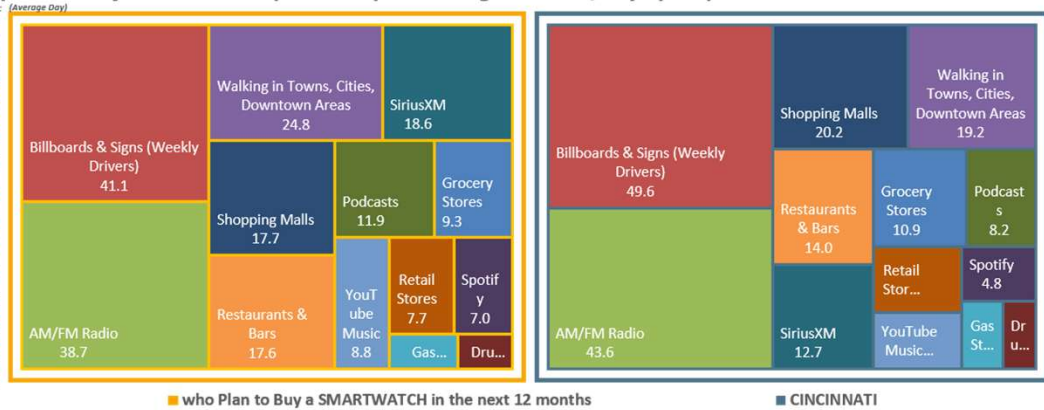


58,490 or 84.3% of Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months spend an average of 41.1 minutes per day driving, seeing Billboards and Signs. 57.5% Listen to Local Radio Stations Out-of-Home for an average of 27.8 minutes/day.

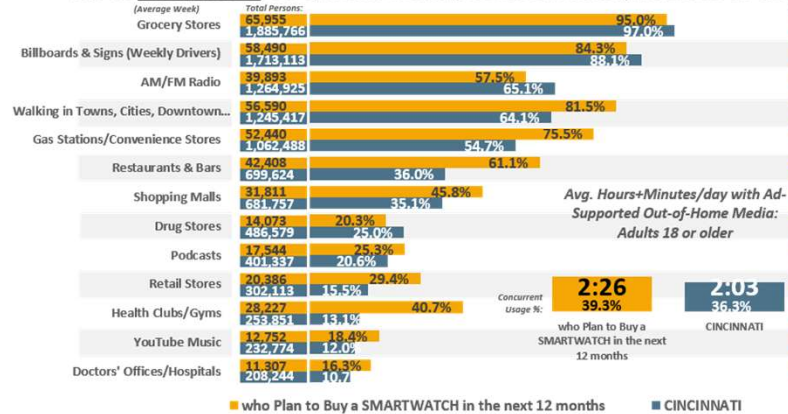
### Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



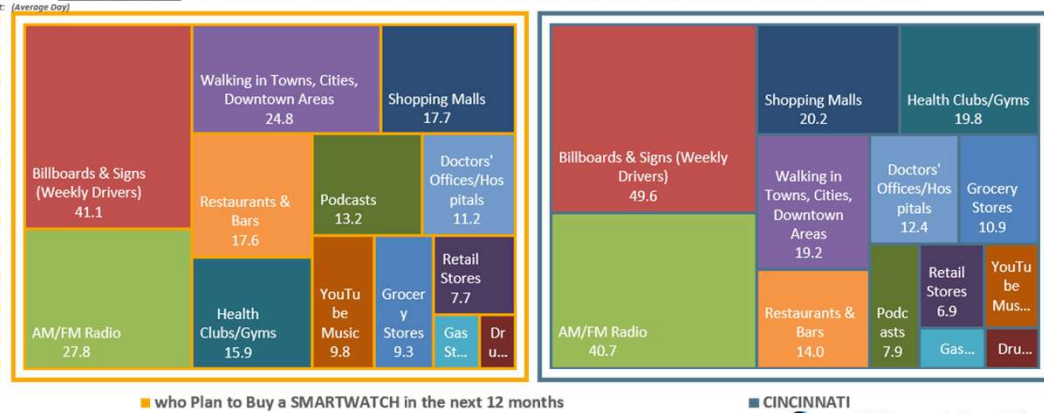
### Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



### 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



CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 65  
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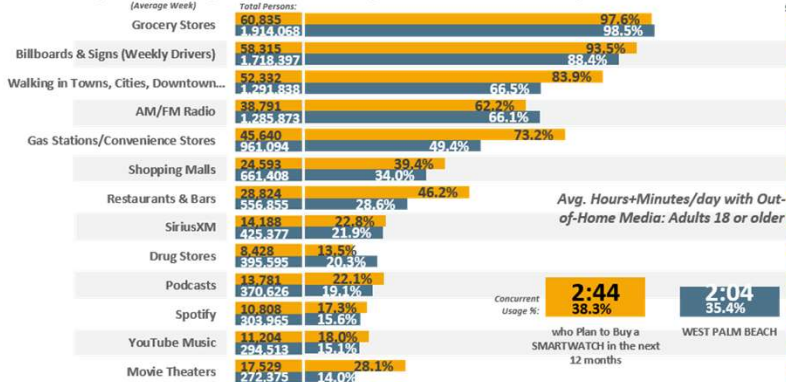
Items/services HHLD plans to buy in next 12 months (HHLD): Smartwatch



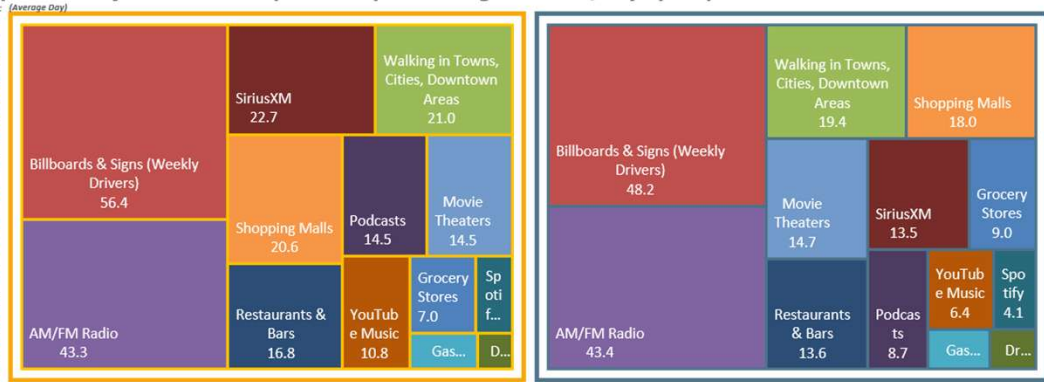


58,315 or 93.5% of Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months spend an average of 56.4 minutes per day driving, seeing Billboards and Signs. 59.7% Listen to Local Radio Stations Out-of-Home for an average of 40.7 minutes/day.

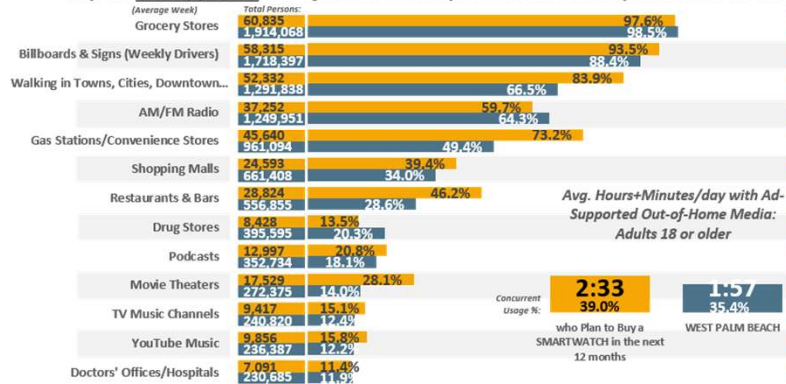
### Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



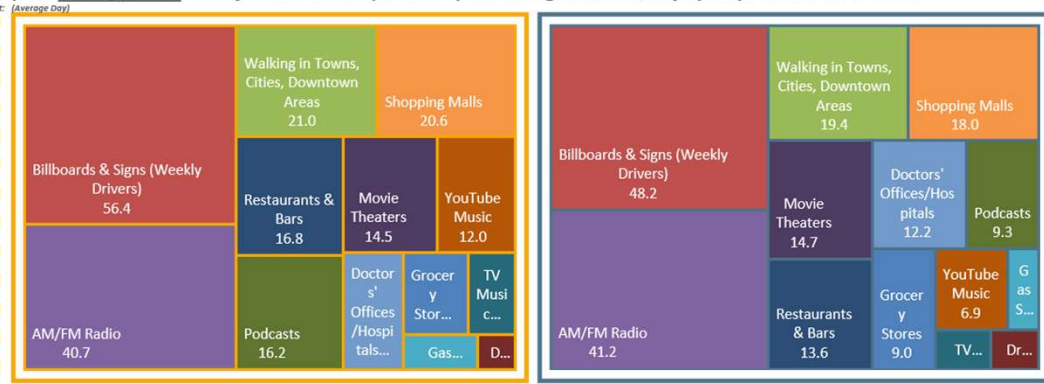
### Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



### 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





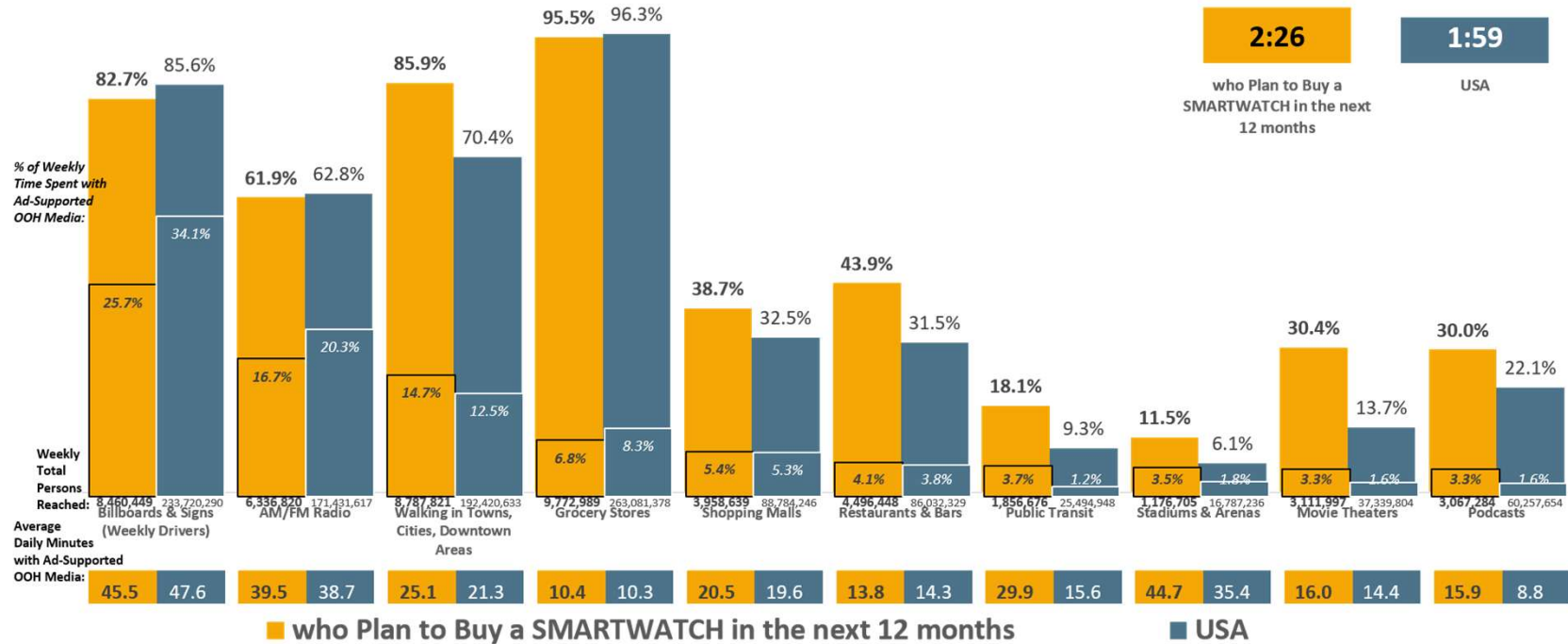


8,460,449 or 82.7% of Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months spend an average of 45.5 minutes per day driving, seeing Billboards and Signs representing 25.7% of all Time Spent with Ad-Supported Out-of-Home Media.

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

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Items/services HHLD plans to buy in next 12 months (HHLD): Smartwatch



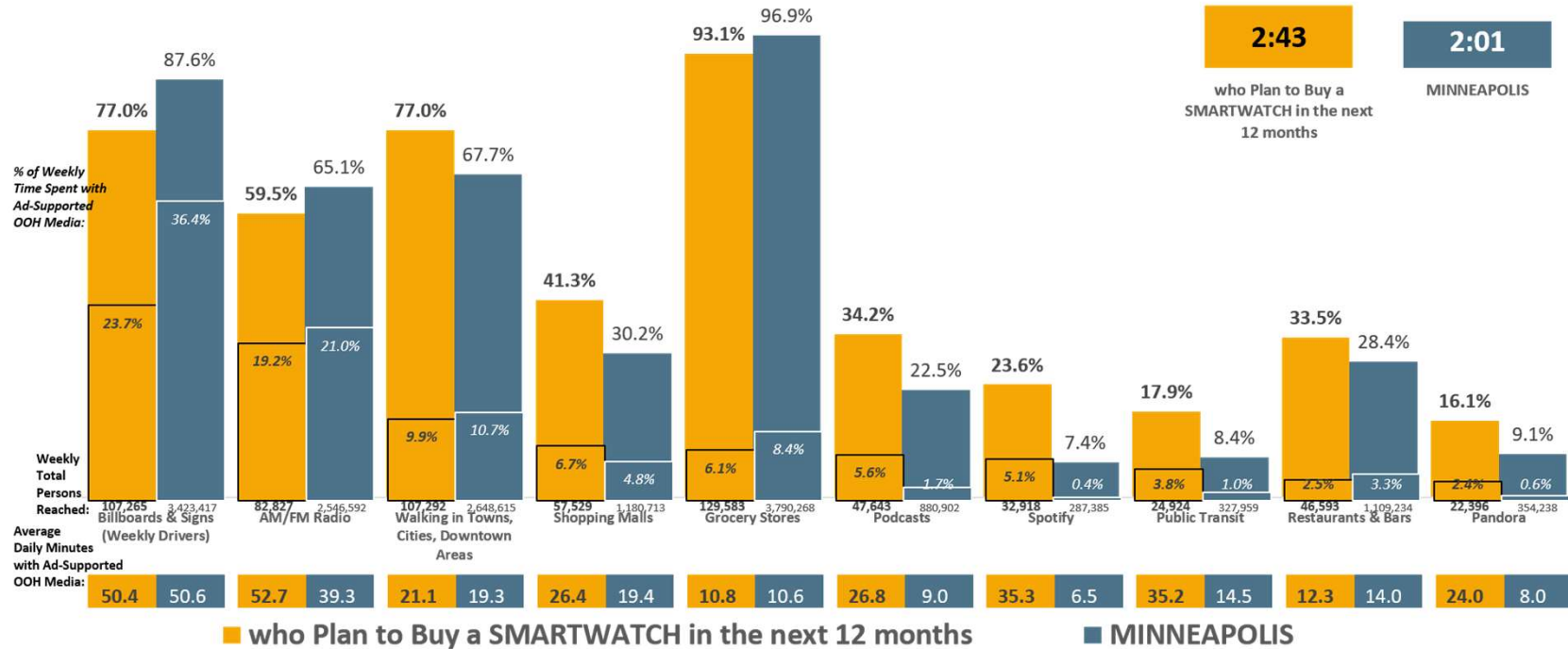


107,265 or 77.0% of Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months spend an average of 50.4 minutes per day driving, seeing Billboards and Signs representing 23.7% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

## "Share of Ad-Supported OOH Media"



MINNEAPOLIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 61 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,934  
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Items/services HHLD plans to buy in next 12 months (HHLD): Smartwatch



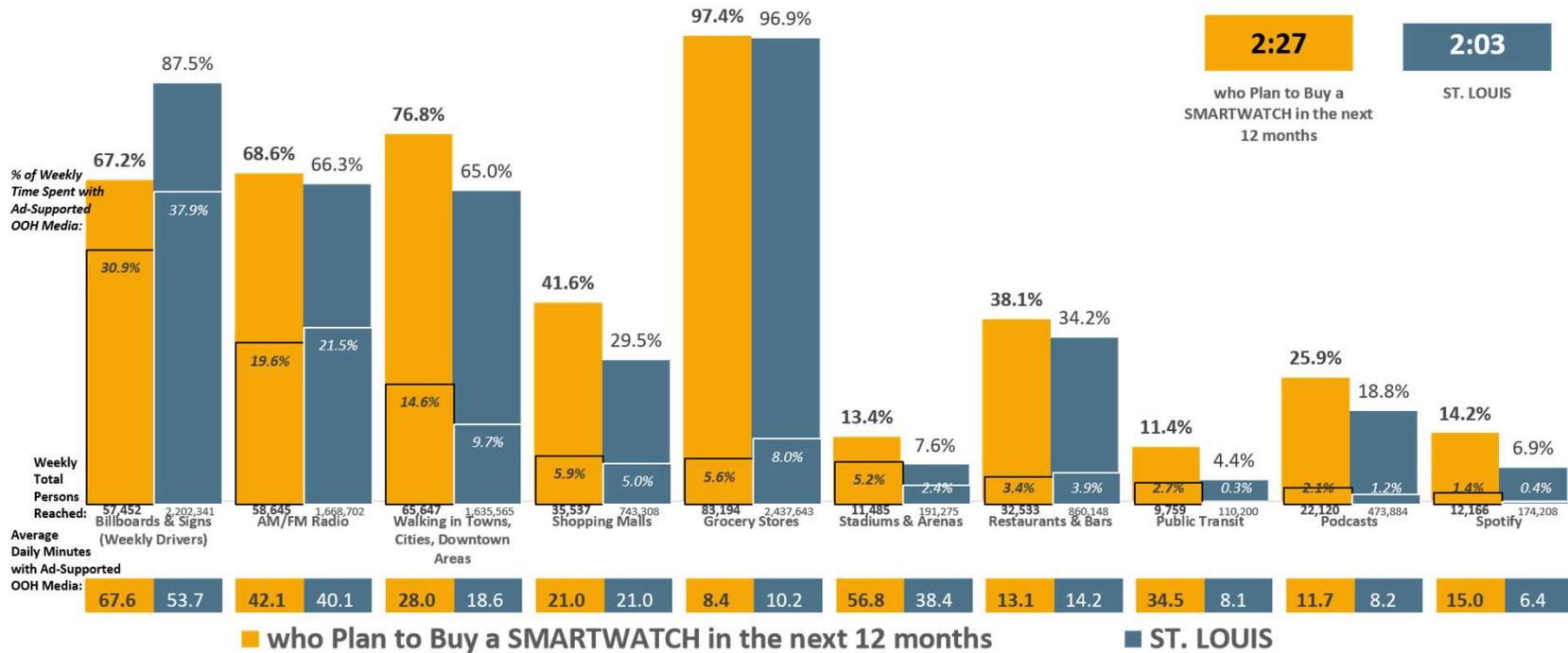


57,452 or 67.2% of Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months spend an average of 67.6 minutes per day driving, seeing Billboards and Signs representing 30.9% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

## "Share of Ad-Supported OOH Media"



ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 75  
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ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,956

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Items/services HHLD plans to buy in next 12 months (HHLD): Smartwatch



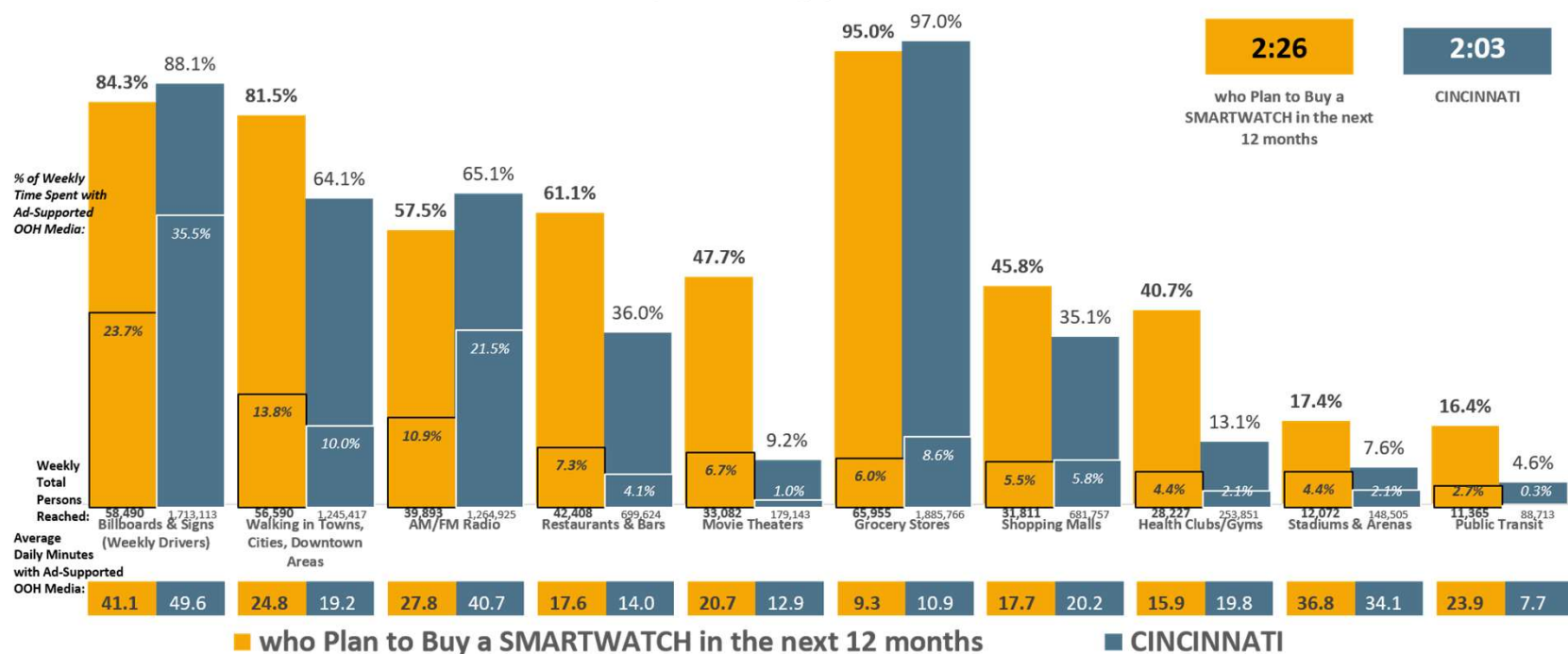


58,490 or 84.3% of Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months spend an average of 41.1 minutes per day driving, seeing Billboards and Signs representing 23.7% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

## "Share of Ad-Supported OOH Media"



CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 65  
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CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,900

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Items/services HHLD plans to buy in next 12 months (HHLD): Smartwatch



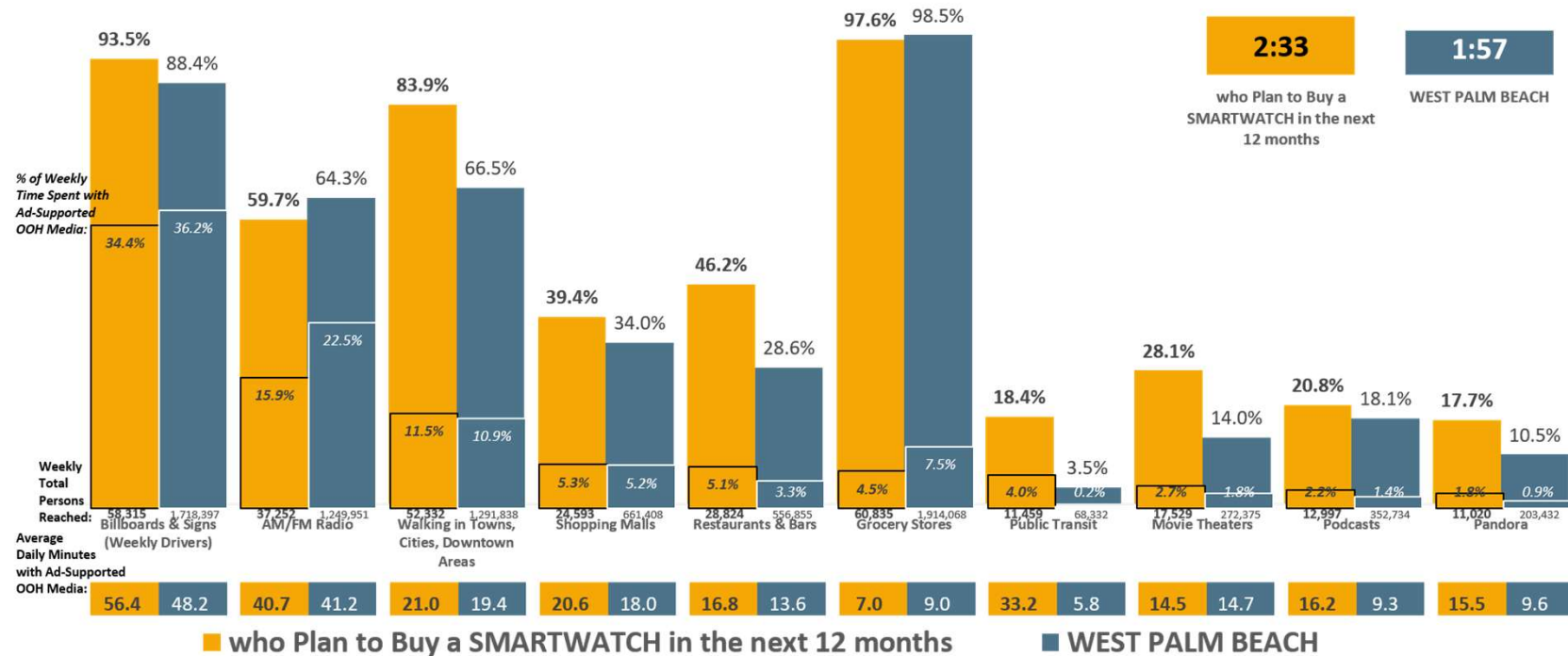


58,315 or 93.5% of Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months spend an average of 56.4 minutes per day driving, seeing Billboards and Signs representing 34.4% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

## "Share of Ad-Supported OOH Media"



WEST PALM BEACH DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 80 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 2,551  
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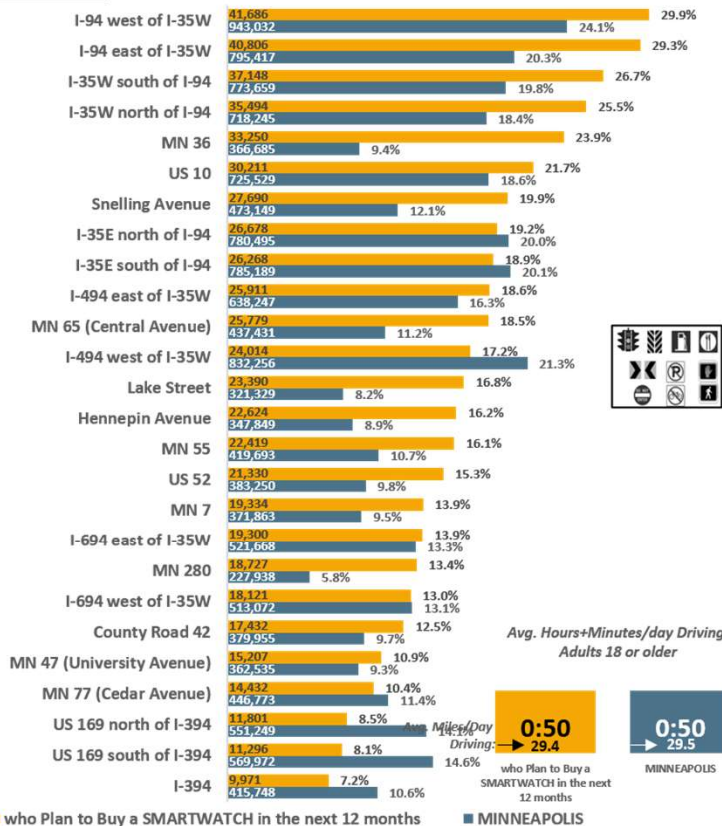
Items/services HHLD plans to buy in next 12 months (HHLD): Smartwatch



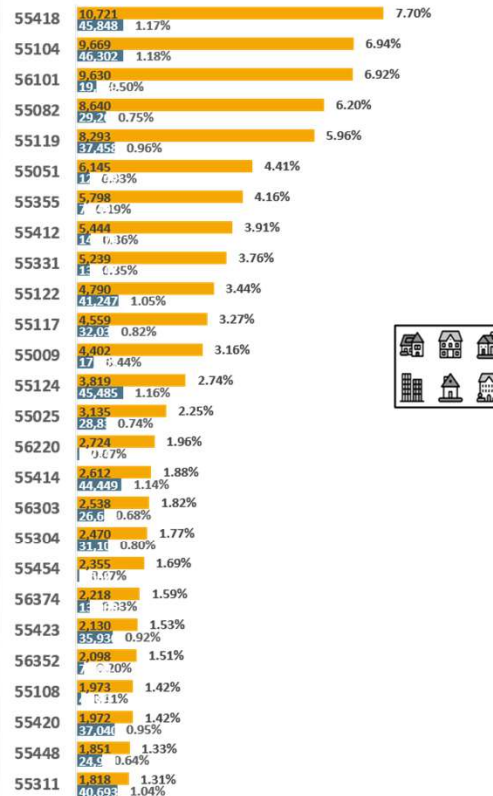


107,265 or 77.7% of Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months spend an average of 50.4 minutes per day driving an average of 29.4 miles each day and are 154.6% more likely to use MN 36 than the Metro average.

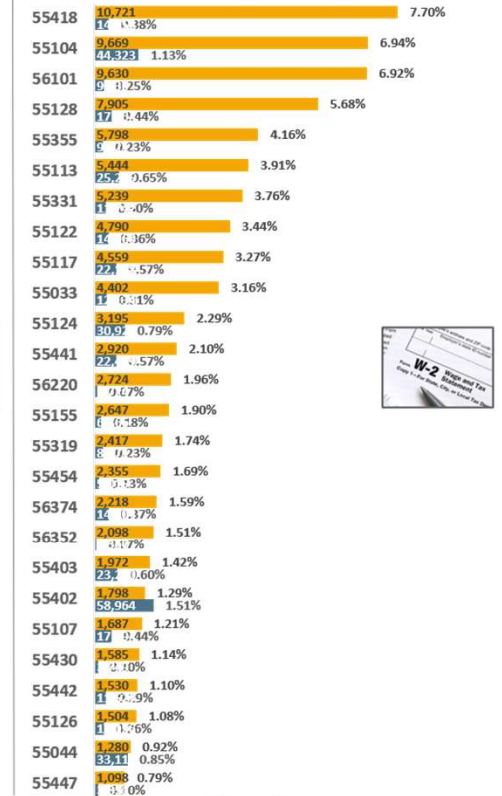
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older

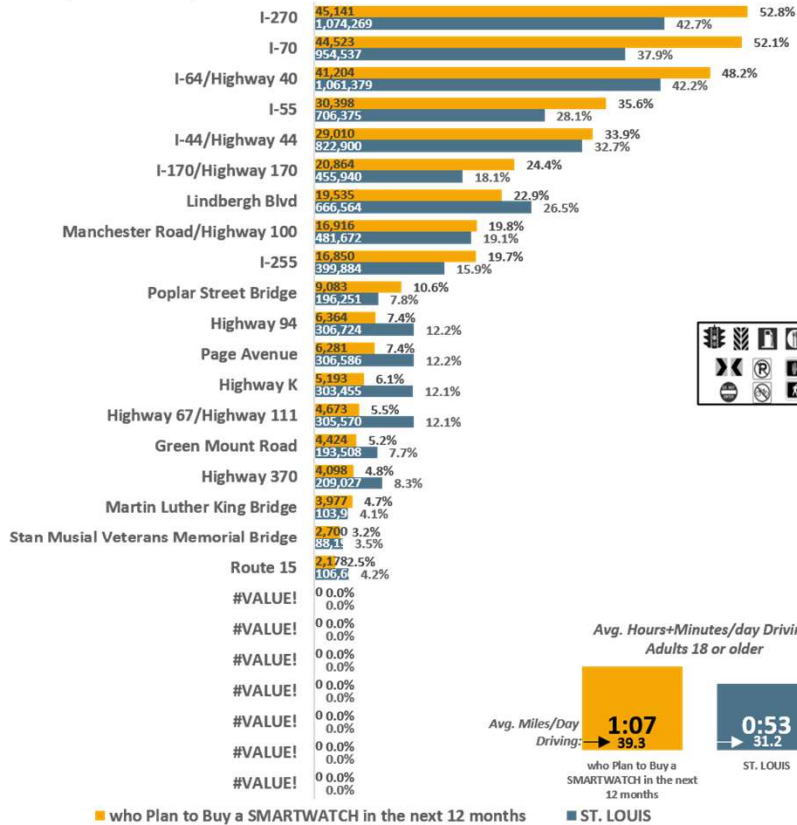




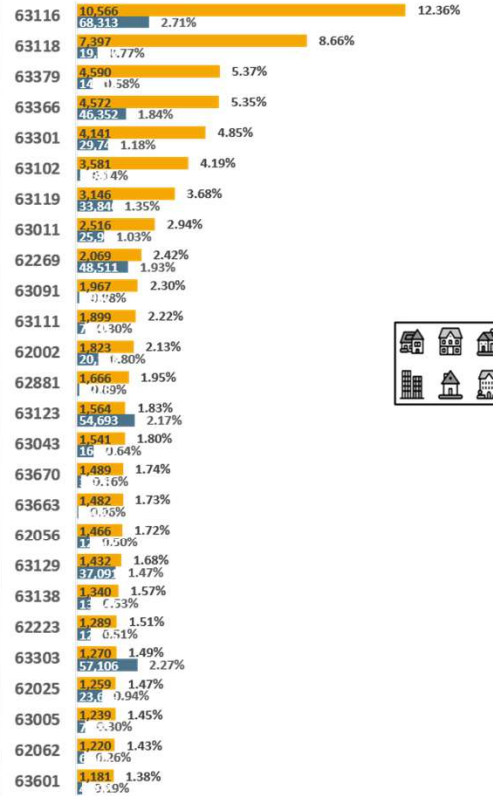


57,452 or 67.2% of Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months spend an average of 67.6 minutes per day driving an average of 39.3 miles each day and are 37.4% more likely to use I-70 than the Metro average.

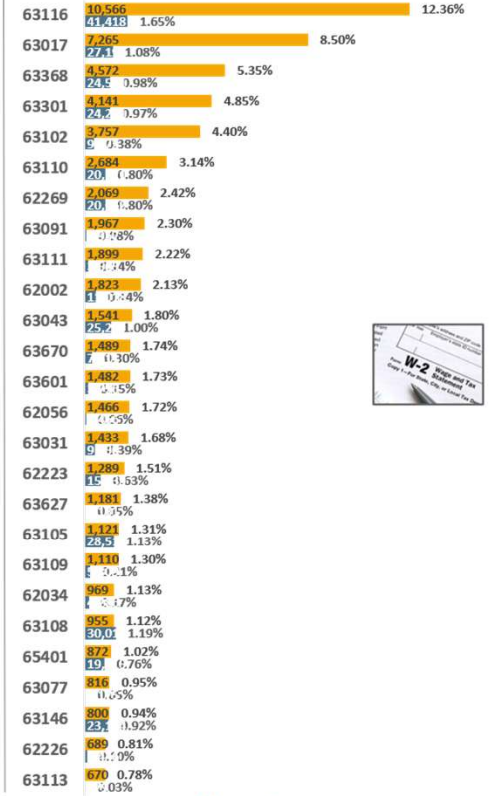
#### Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



#### Top-26 Residential Zip Codes: Adults 18 or older



#### Top-26 Employment Zip Codes: Adults 18 or older

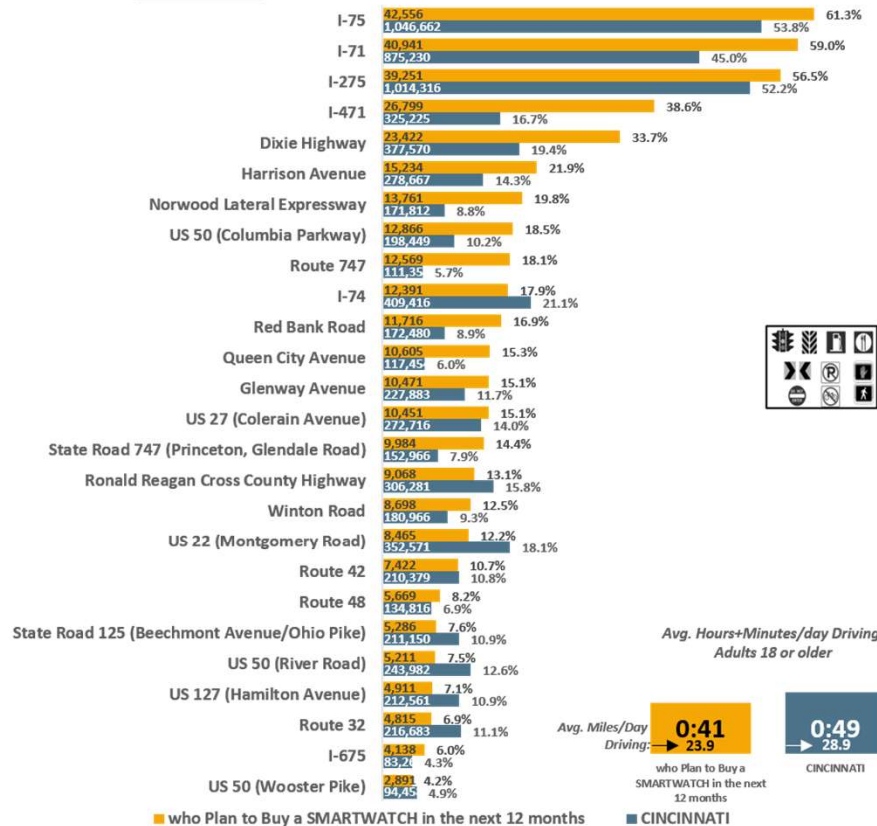




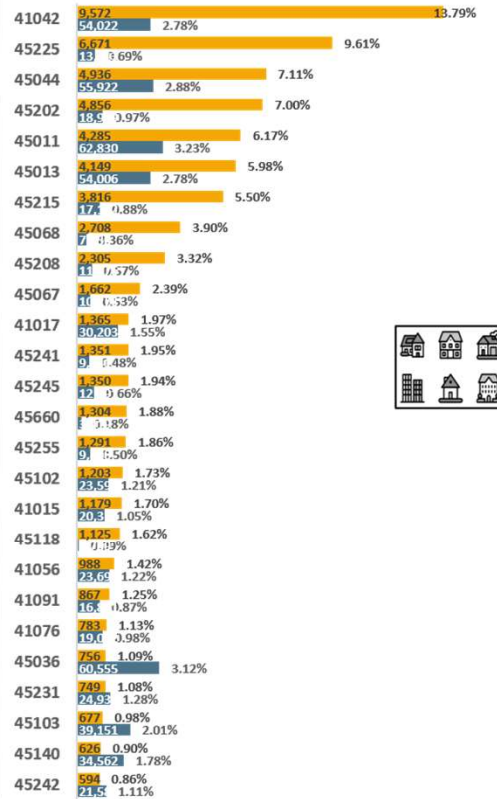


58,490 or 84.3% of Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months spend an average of 41.1 minutes per day driving an average of 23.9 miles each day and are 216.1% more likely to use Route 747 than the Metro average.

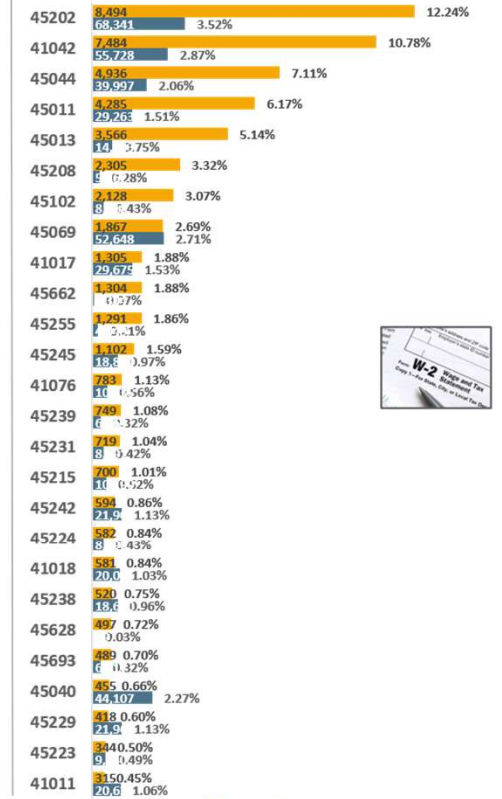
#### Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



#### Top-26 Residential Zip Codes: Adults 18 or older



#### Top-26 Employment Zip Codes: Adults 18 or older

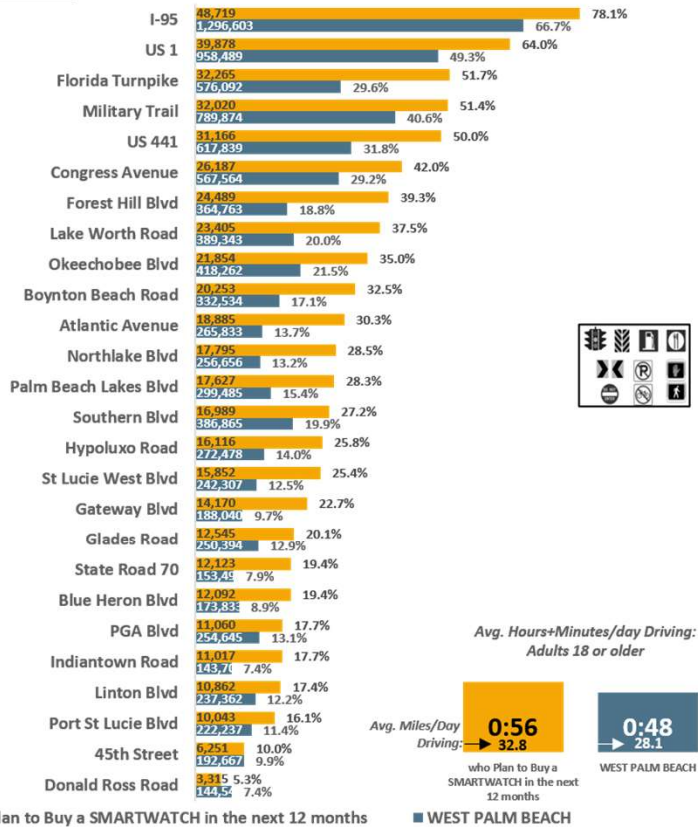




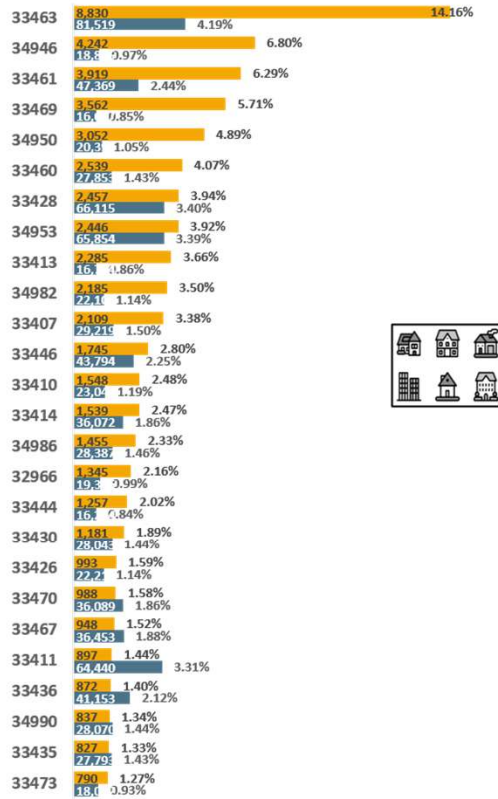


58,315 or 93.5% of Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months spend an average of 56.4 minutes per day driving an average of 32.8 miles each day and are 146.2% more likely to use State Road 70 than the Metro average.

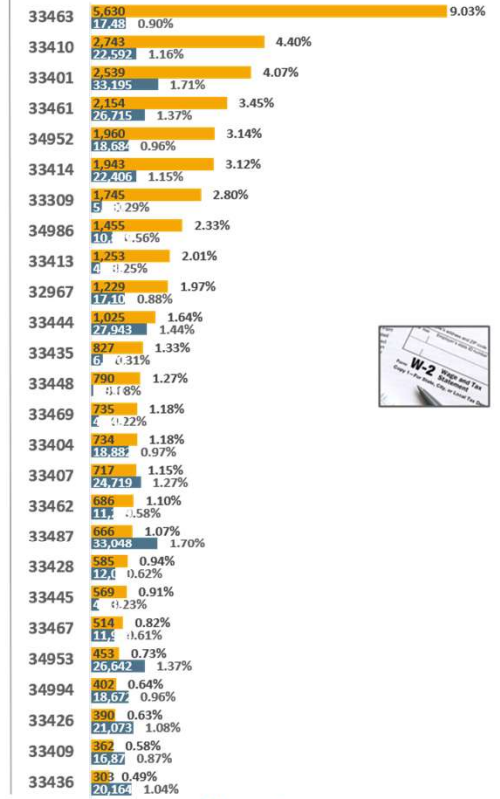
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older

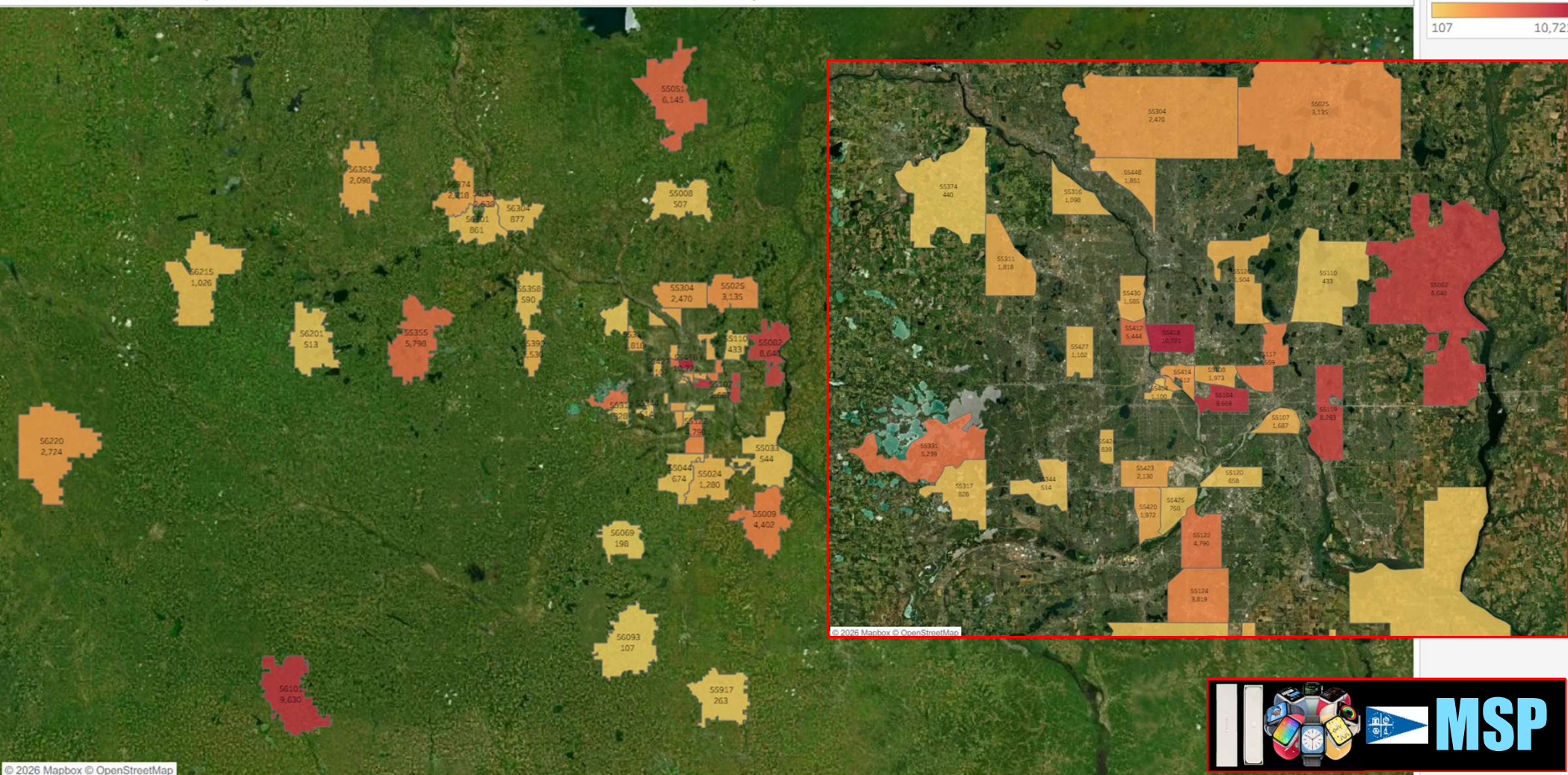


Top-26 Employment Zip Codes: Adults 18 or older



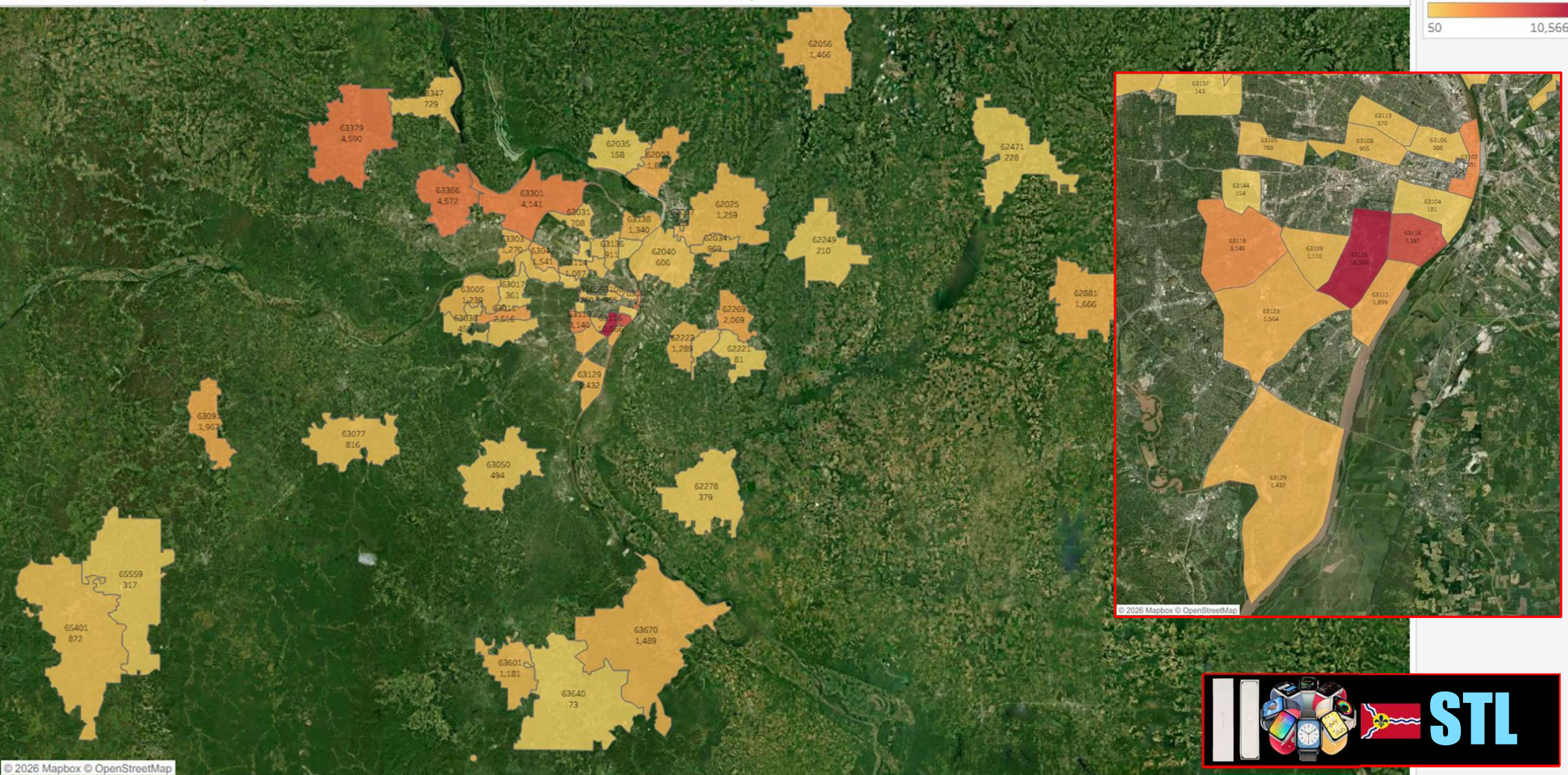


# Top Residential Zip Codes: (Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months)



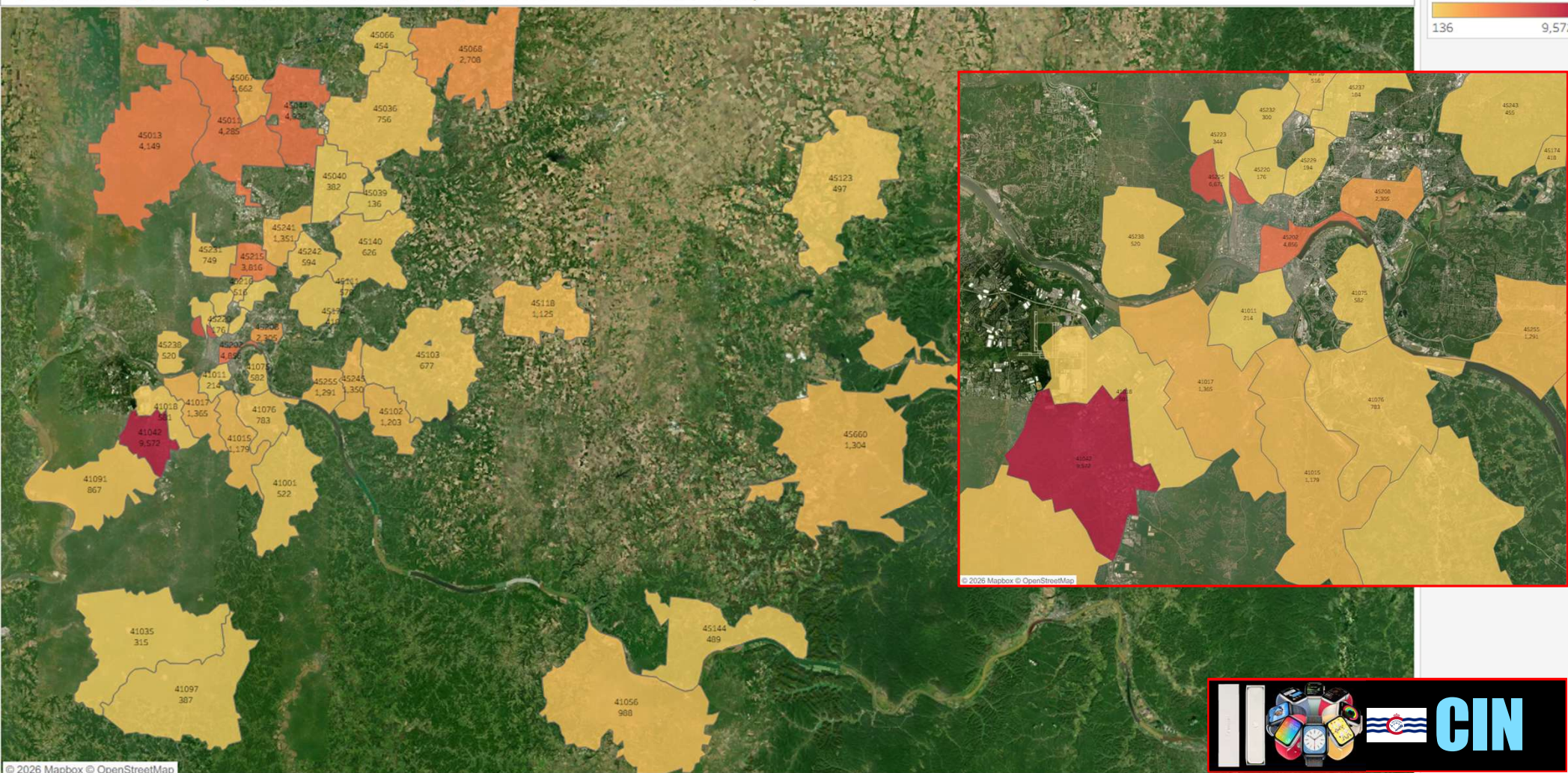


Top Residential Zip Codes: (Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months)





Top Residential Zip Codes: (Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months)



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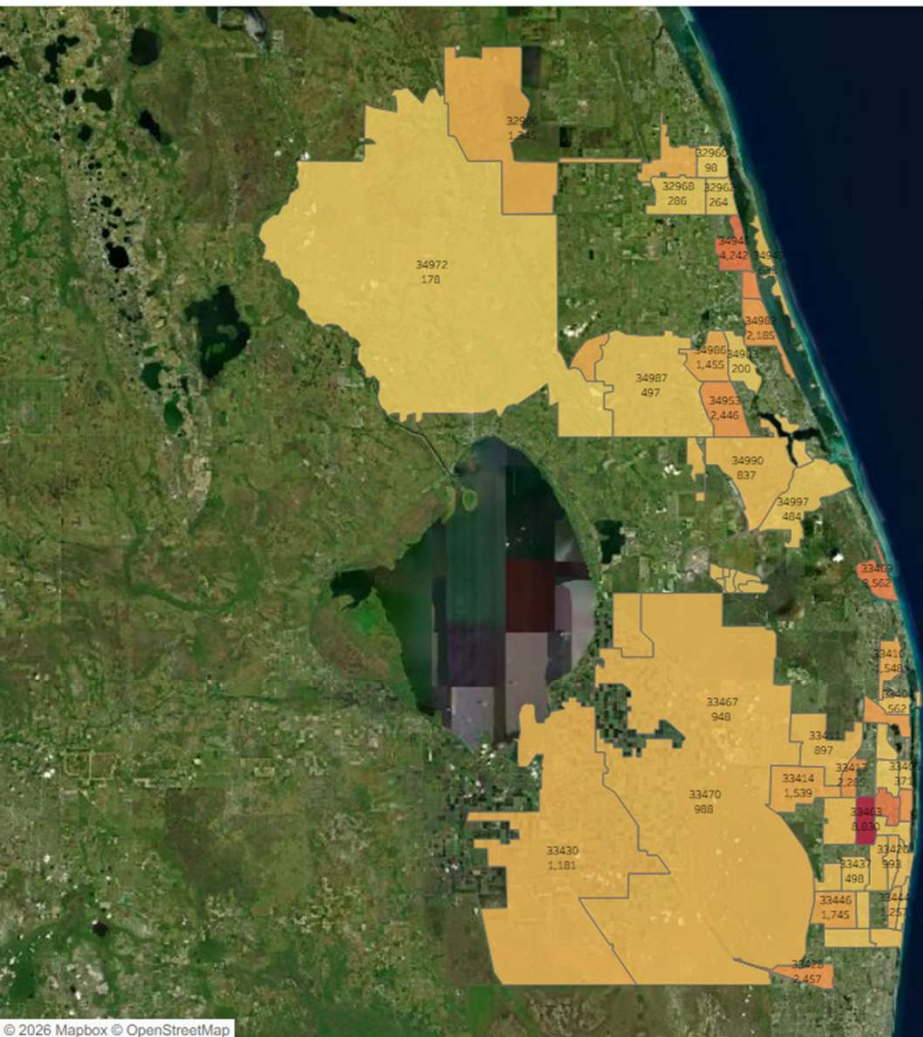
CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 65  
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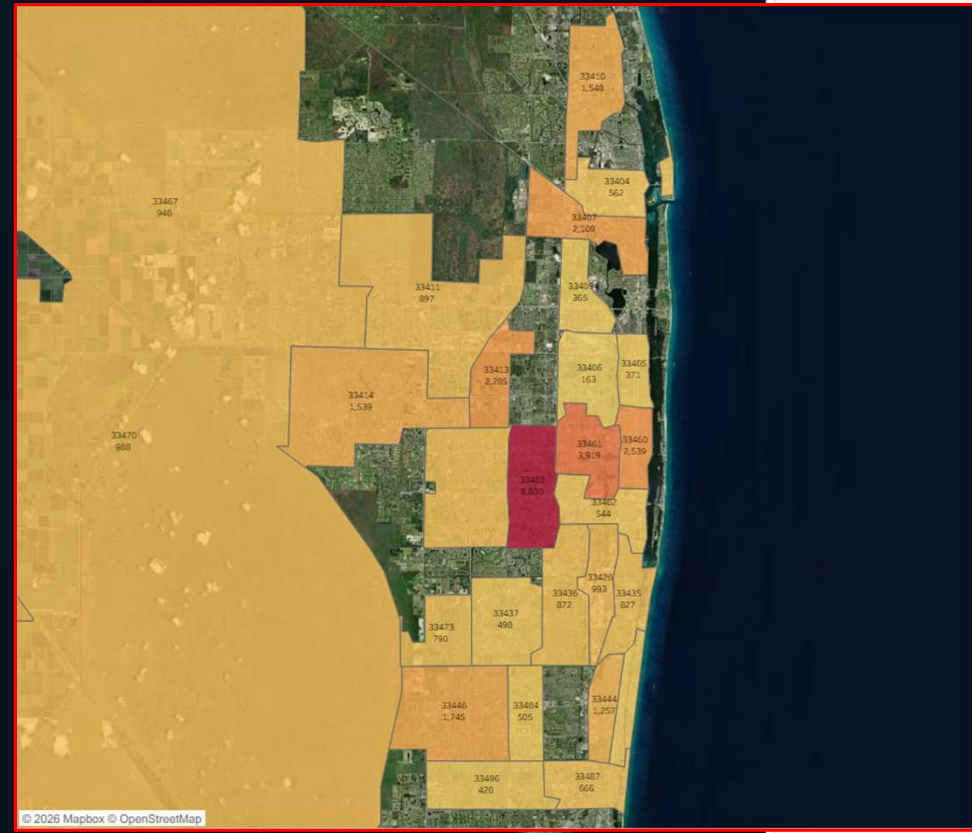
Items/services HHLD plans to buy in next 12 months (HHLD): Smartwatch



Top Residential Zip Codes: (Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months)



SUM(Adults 18 or olde...  
98 8,830



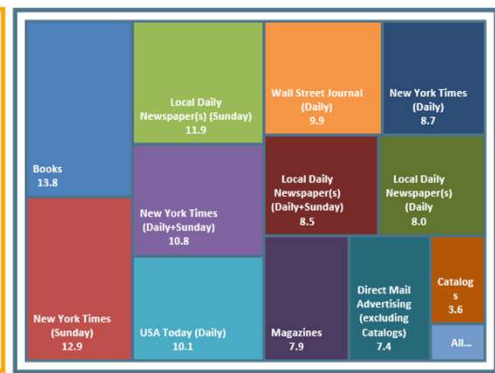
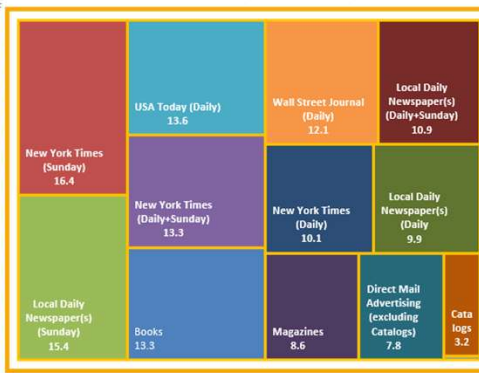
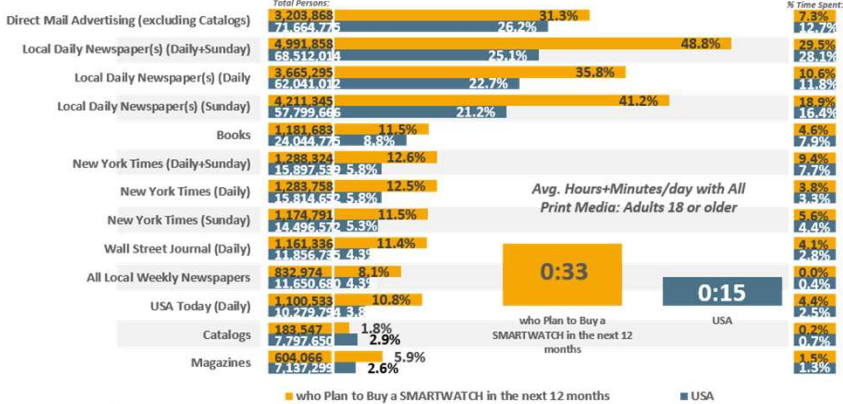
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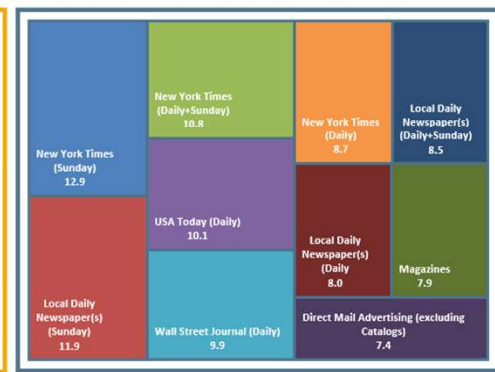
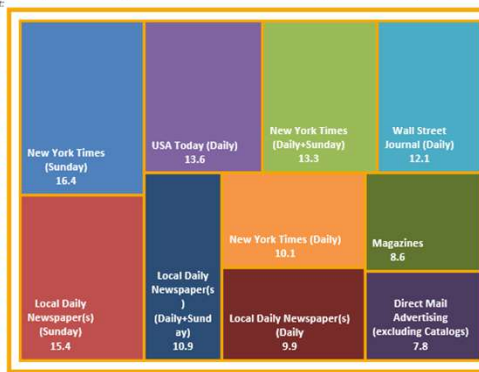
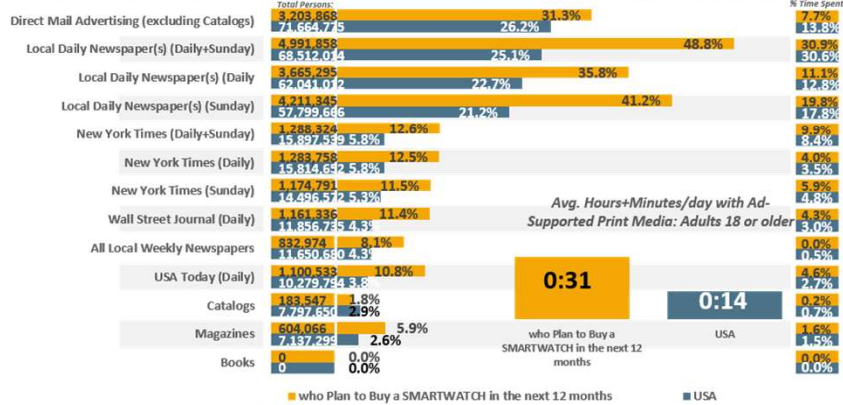


4,991,858 or 48.8% of Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.9 minutes every day representing 30.9% of all time spent daily with All forms of Print Media.

**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**

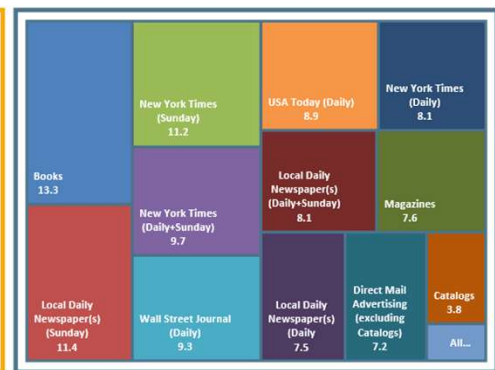
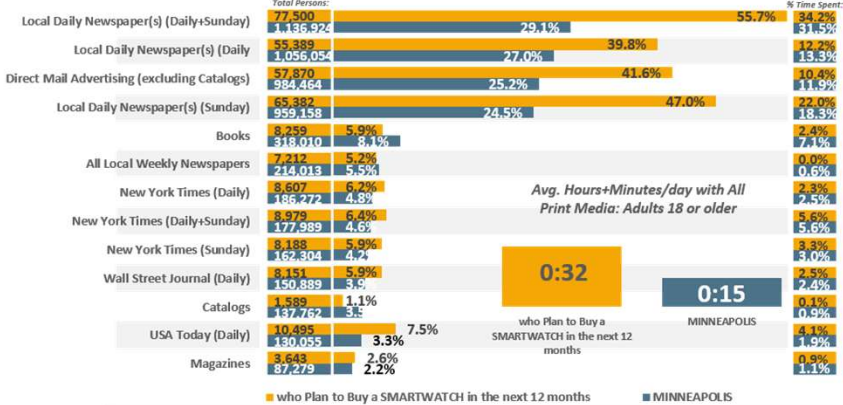




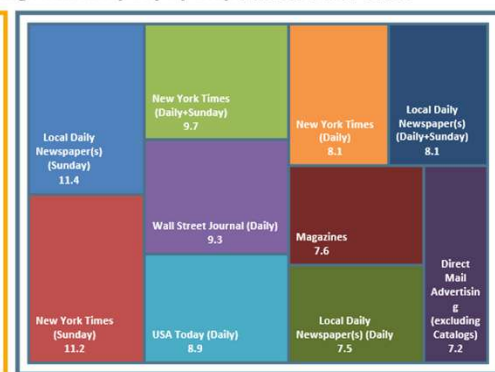
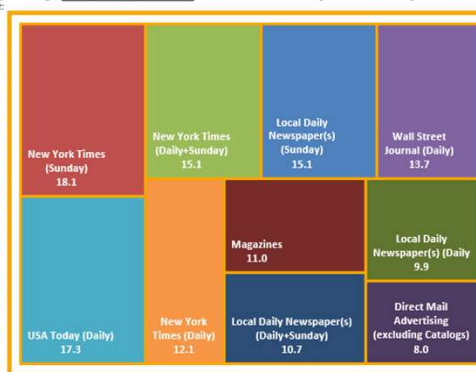
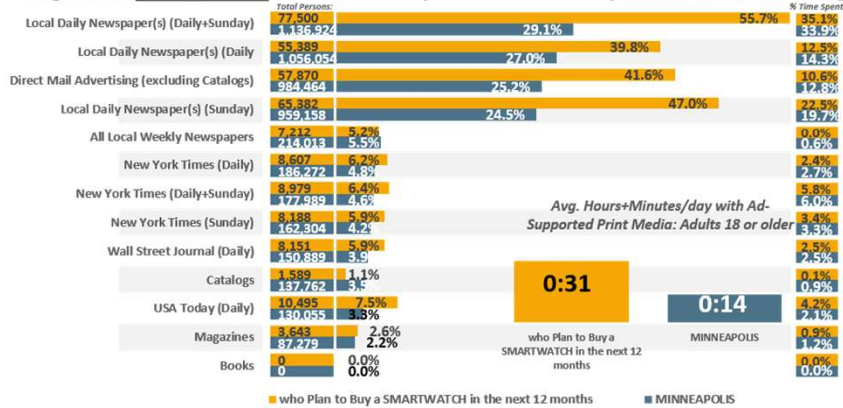


77,500 or 55.7% of Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.7 minutes every day representing 35.1% of all time spent daily with All forms of Print Media.

**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**

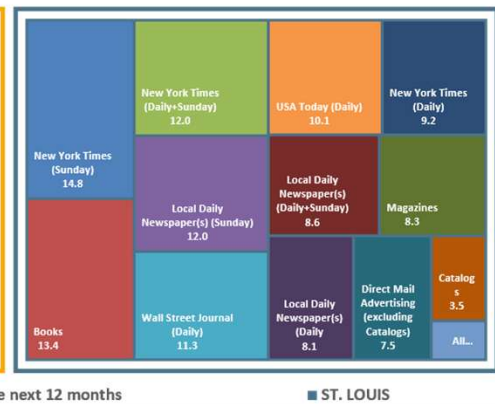
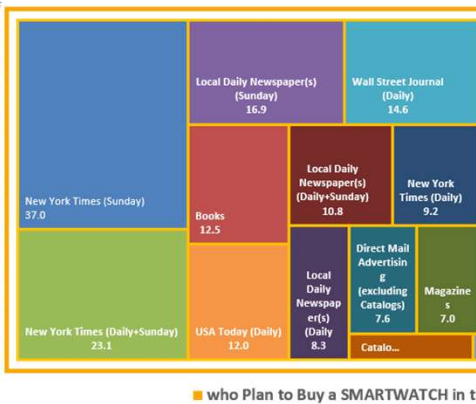
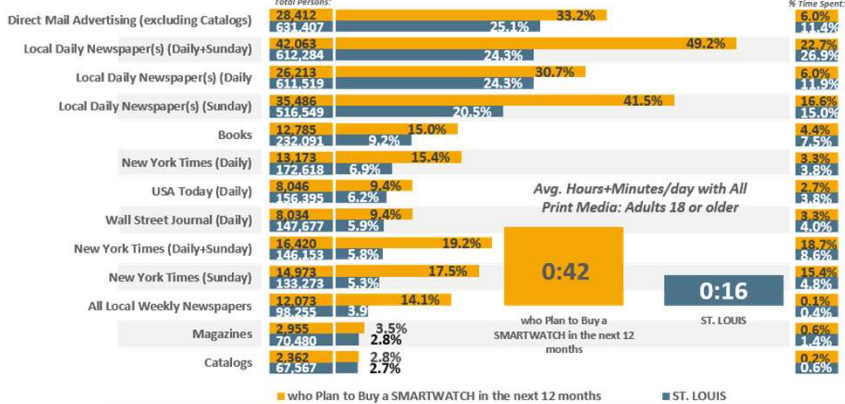




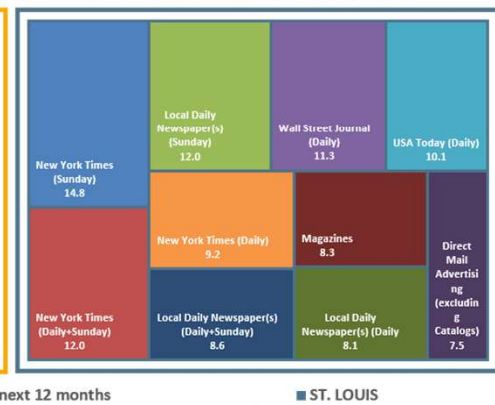
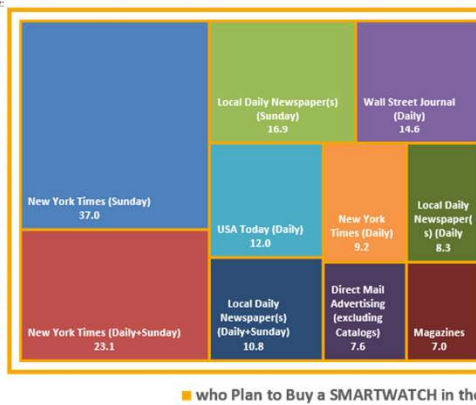
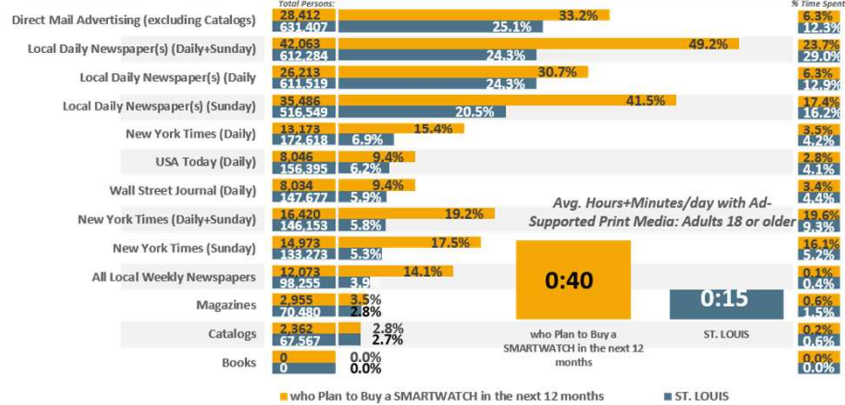


42,063 or 49.2% of Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.8 minutes every day representing 23.7% of all time spent daily with All forms of Print Media.

**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**

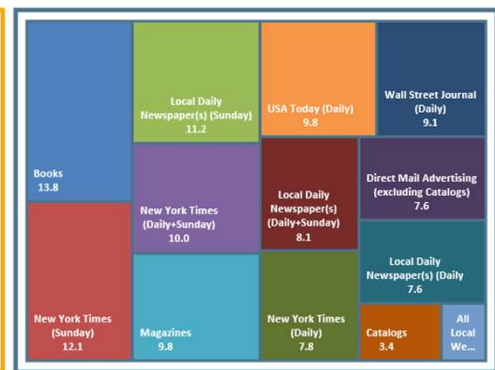
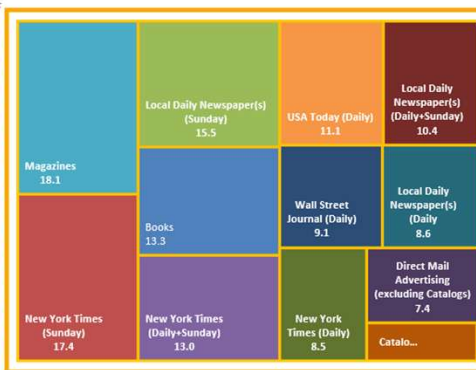
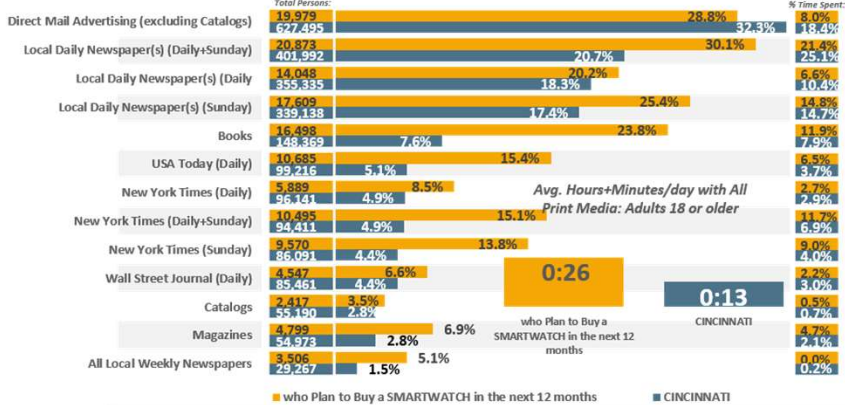




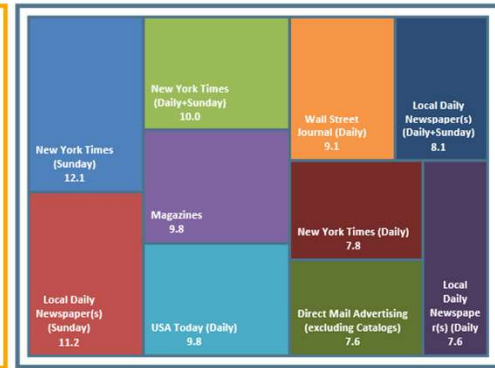
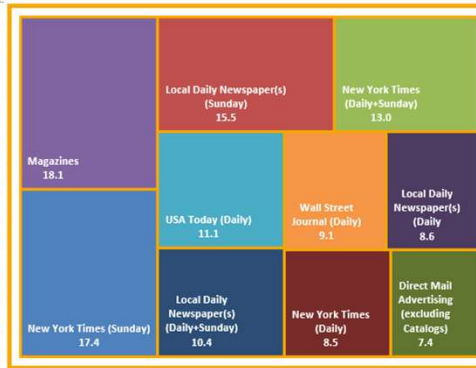
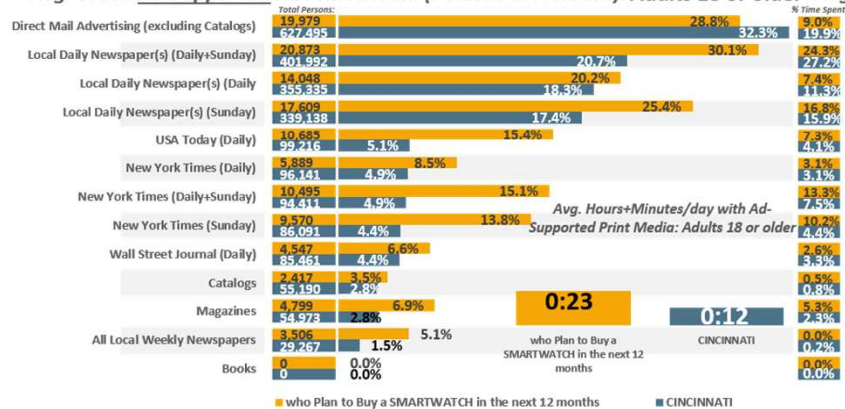


20,873 or 30.1% of Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.4 minutes every day representing 24.3% of all time spent daily with All forms of Print Media.

**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**

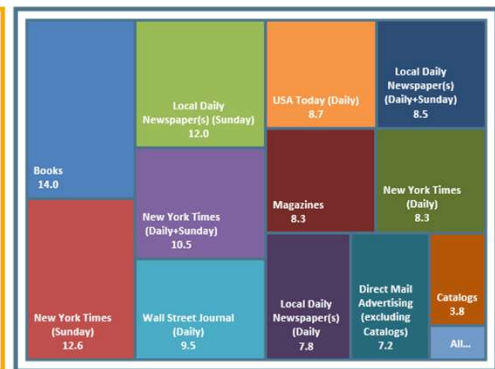
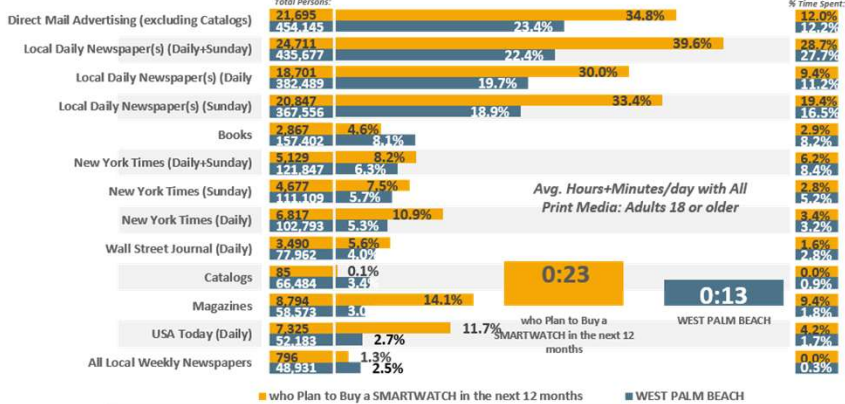




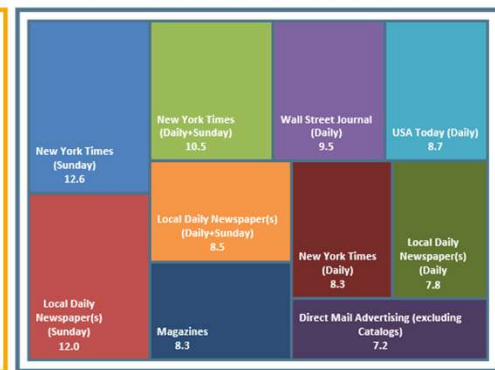
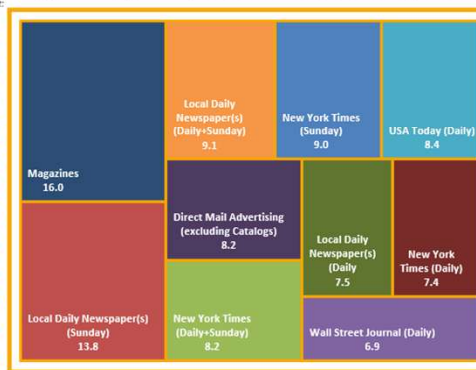
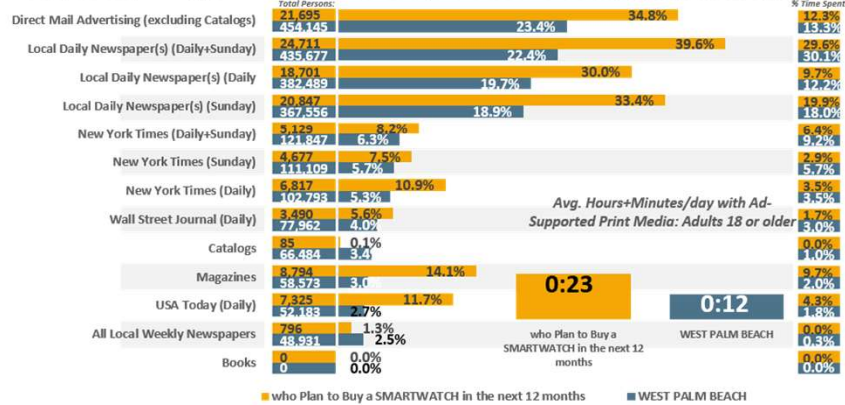


24,711 or 39.6% of Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.1 minutes every day representing 29.6% of all time spent daily with All forms of Print Media.

**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**

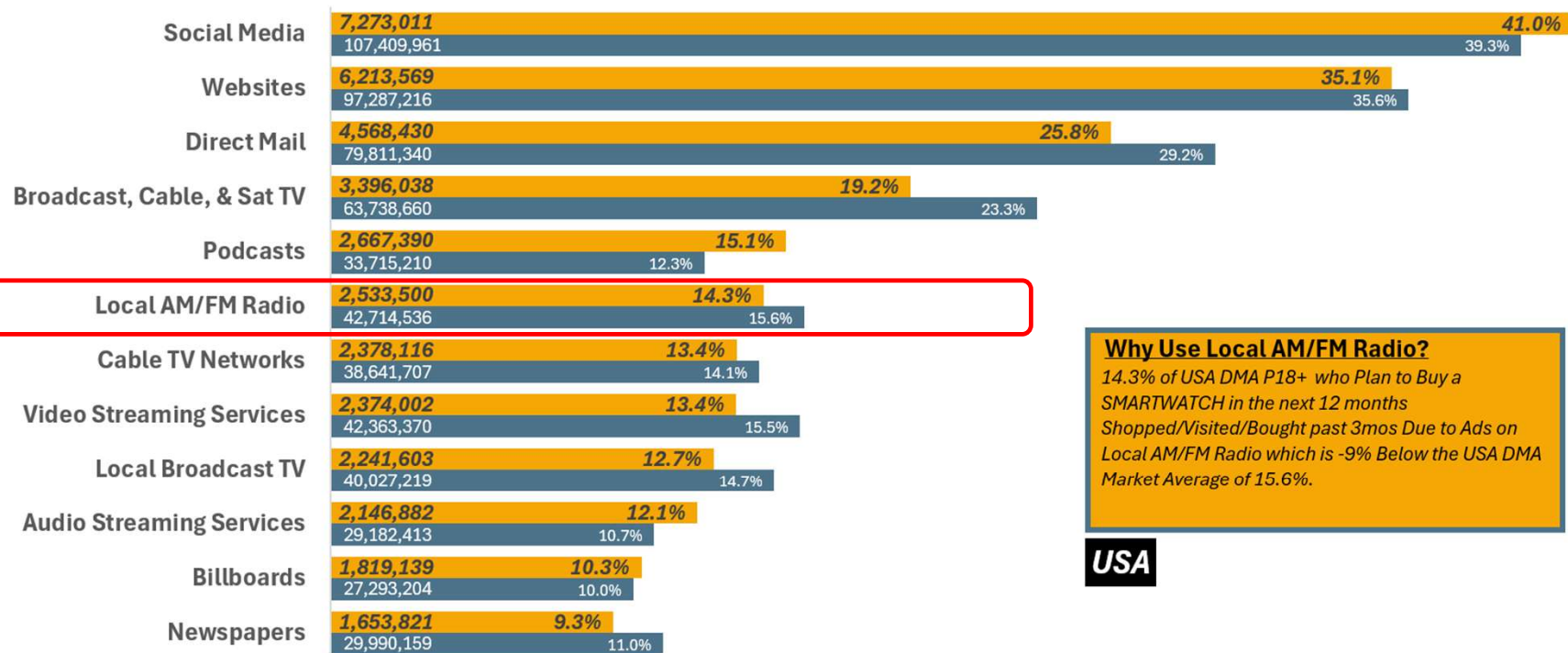






## "Advertising Actions"

P18+ who Plan to Buy a SMARTWATCH in the next 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)



### Why Use Local AM/FM Radio?

14.3% of USA DMA P18+ who Plan to Buy a SMARTWATCH in the next 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -9% Below the USA DMA Market Average of 15.6%.

USA

■ P18+ who Plan to Buy a SMARTWATCH in the next 12 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: 1316  
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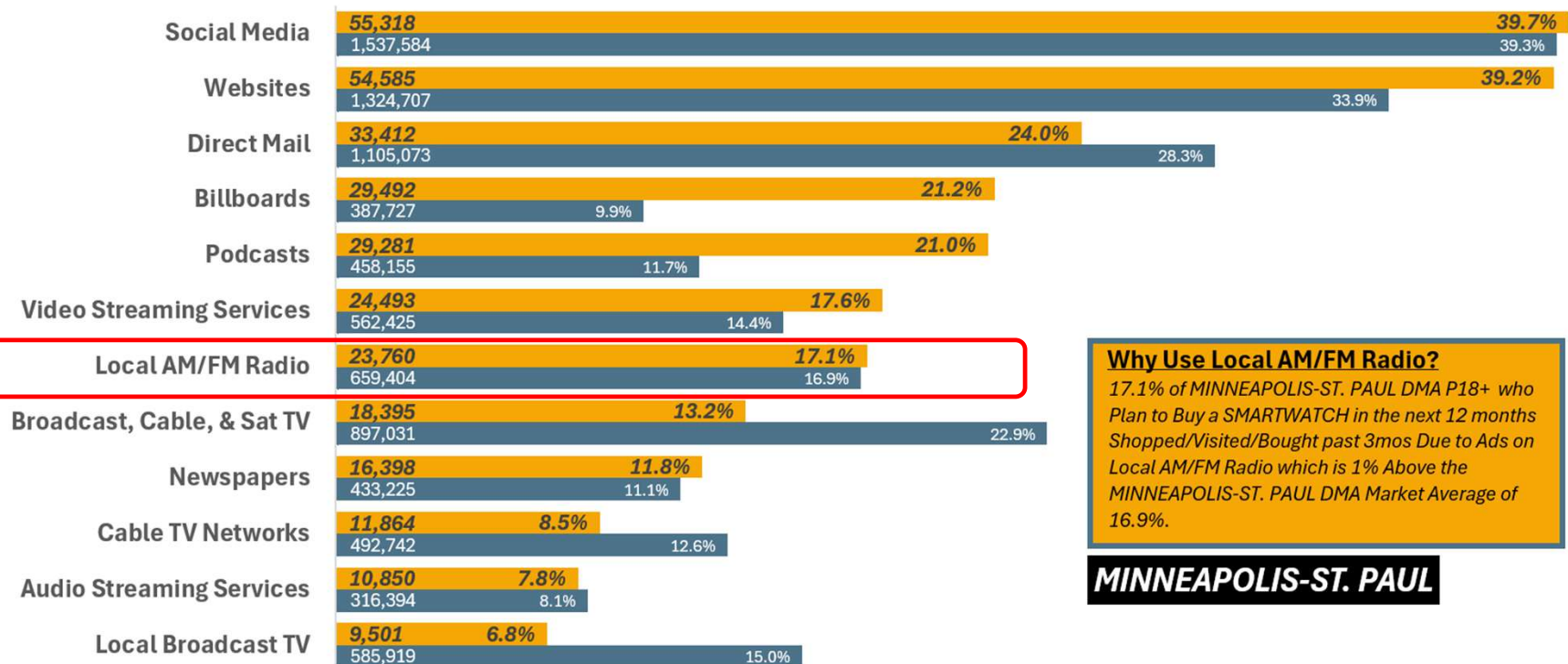
Items/services HHLD plans to buy in next 12 months (HHLD): Smartwatch





## "Advertising Actions"

P18+ who Plan to Buy a SMARTWATCH in the next 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)



### Why Use Local AM/FM Radio?

17.1% of MINNEAPOLIS-ST. PAUL DMA P18+ who Plan to Buy a SMARTWATCH in the next 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 1% Above the MINNEAPOLIS-ST. PAUL DMA Market Average of 16.9%.

**MINNEAPOLIS-ST. PAUL**

■ P18+ who Plan to Buy a SMARTWATCH in the next 12 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: 61  
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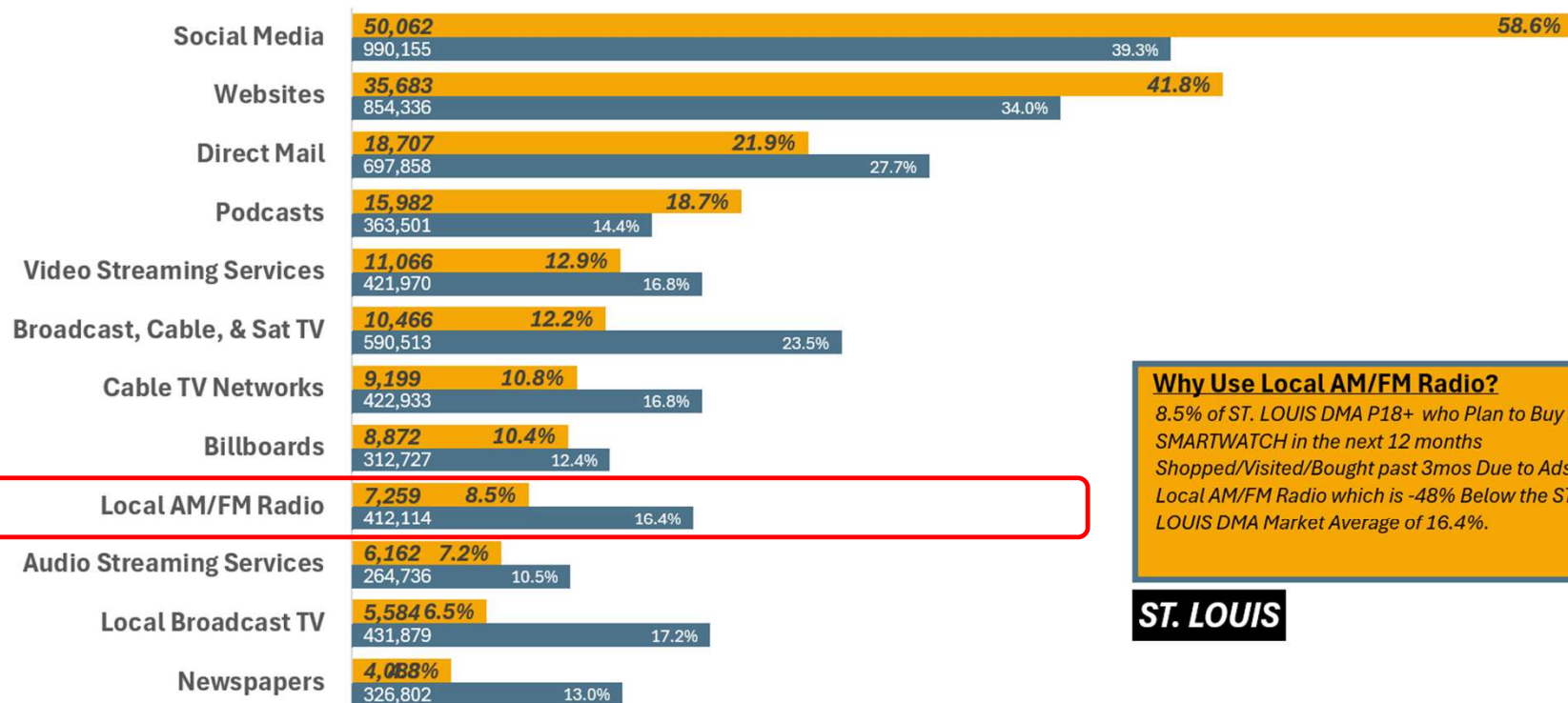
Items/services HHLD plans to buy in next 12 months (HHLD): Smartwatch





## "Advertising Actions"

P18+ who Plan to Buy a SMARTWATCH in the next 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)



### Why Use Local AM/FM Radio?

8.5% of ST. LOUIS DMA P18+ who Plan to Buy a SMARTWATCH in the next 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -48% Below the ST. LOUIS DMA Market Average of 16.4%.

**ST. LOUIS**

■ P18+ who Plan to Buy a SMARTWATCH in the next 12 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: 75  
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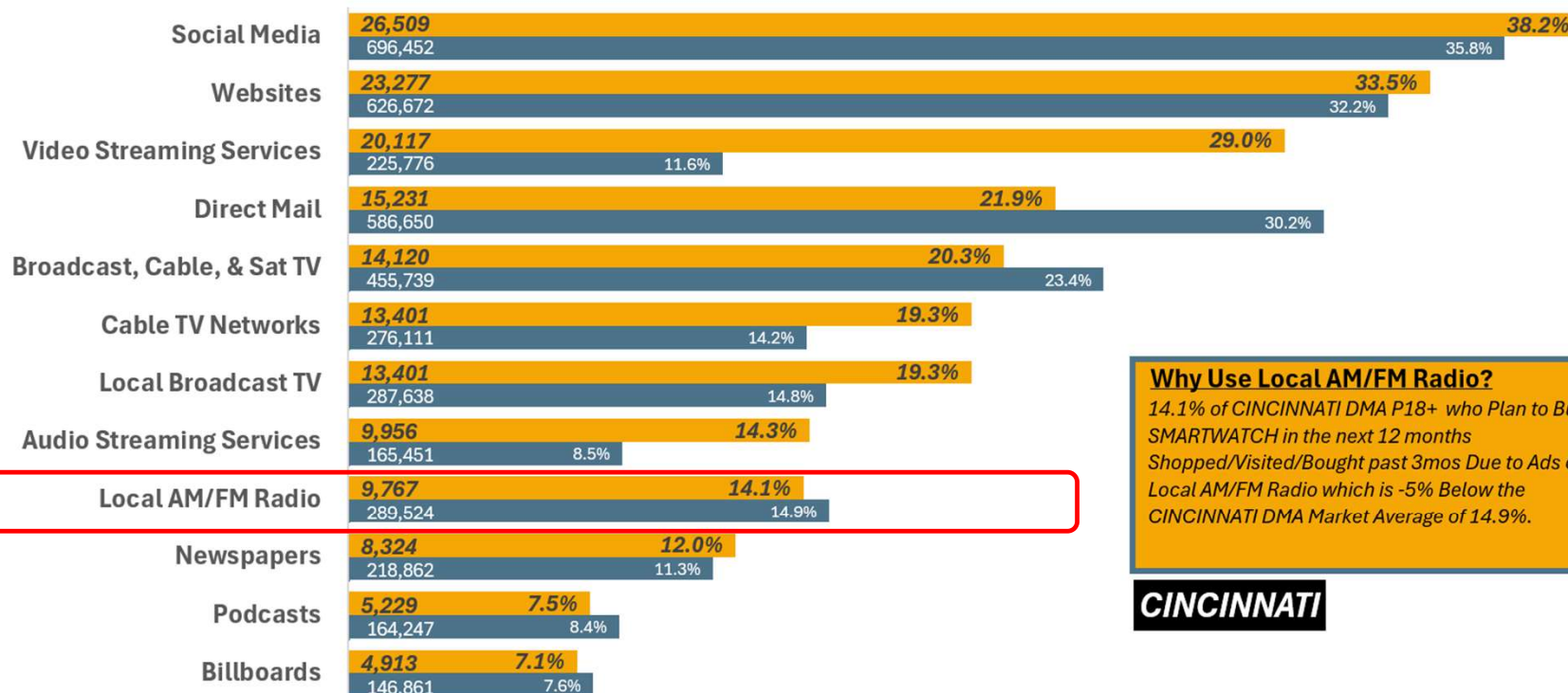
Items/services HHLD plans to buy in next 12 months (HHLD): Smartwatch





## "Advertising Actions"

P18+ who Plan to Buy a SMARTWATCH in the next 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)



### Why Use Local AM/FM Radio?

14.1% of CINCINNATI DMA P18+ who Plan to Buy a SMARTWATCH in the next 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -5% Below the CINCINNATI DMA Market Average of 14.9%.

CINCINNATI

■ P18+ who Plan to Buy a SMARTWATCH in the next 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 65  
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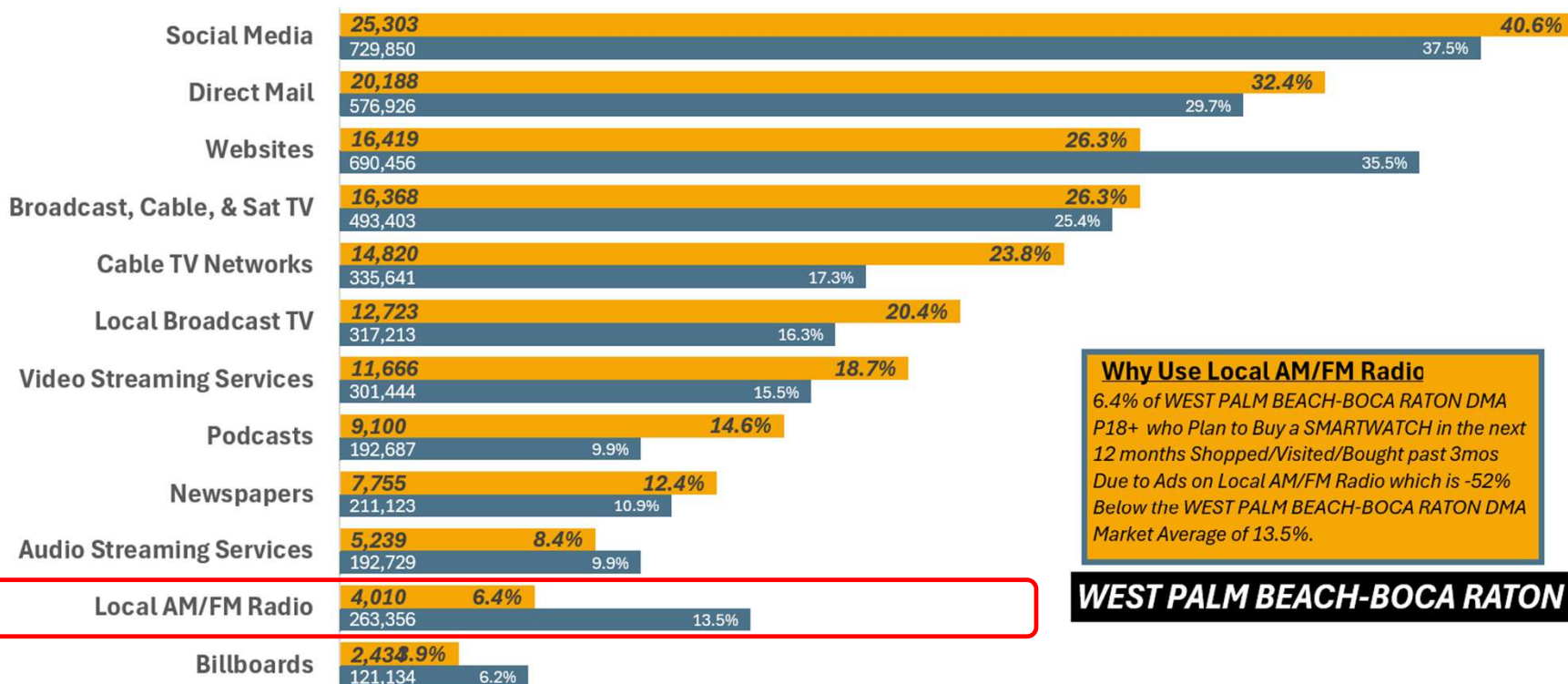
Items/services HHLD plans to buy in next 12 months (HHLD): Smartwatch





## "Advertising Actions"

**P18+ who Plan to Buy a SMARTWATCH in the next 12 months  
(Shopped/Visited/Bought past 3mos Due to Ads on %)**



### Why Use Local AM/FM Radio

6.4% of WEST PALM BEACH-BOCA RATON DMA  
P18+ who Plan to Buy a SMARTWATCH in the next  
12 months Shopped/Visited/Bought past 3mos  
Due to Ads on Local AM/FM Radio which is -52%  
Below the WEST PALM BEACH-BOCA RATON DMA  
Market Average of 13.5%.

**WEST PALM BEACH-BOCA RATON**

■ P18+ who Plan to Buy a SMARTWATCH in the next 12 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 RI 2026: Jan25-Jan26 Qual Intab: 80

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Items/services HHLD plans to buy in next 12 months (HHLD): Smartwatch