

**USA+4 DMAs – P18+ who Bought a TATTOO and/or BODY PIERCING in the past 3 months!**

# Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of **USA, CHICAGO, WASHINGTON, DC, SEATTLE-TACOMA and PHOENIX DMA P18+ who Bought a TATTOO and/or BODY PIERCING in the past 3 months as of March 31, 2026.**



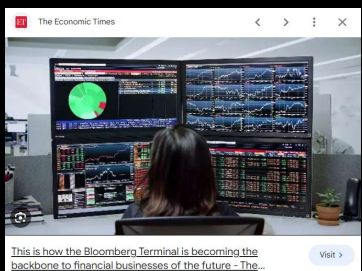
**P18+**

BISHOP TATTOO SUPPLY (Private) - Founder & CEO: Franco Vescovi



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

Other stores bought past 3 months: Any tattoo/body piercing shop





2.8% or 7,571,915 of USA DMA Adults 18 or older Bought a TATTOO and/or BODY PIERCING in the past 3mos. Typical Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos are 37.4 years old (23.4% younger than average) and have a \$121,751 (3.8% higher than average) annual household income.

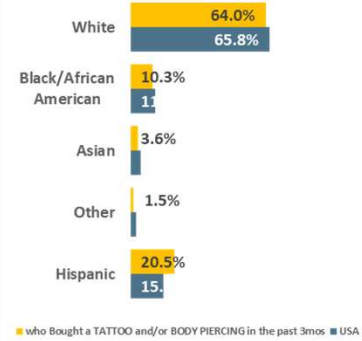
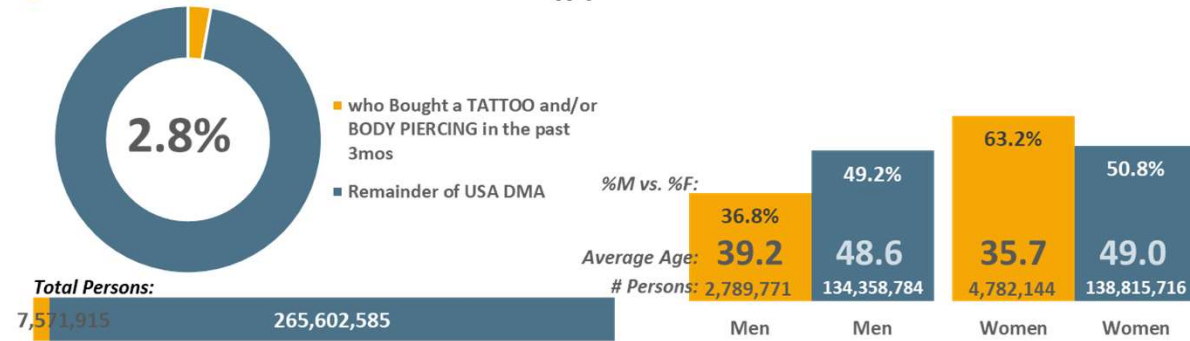


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:

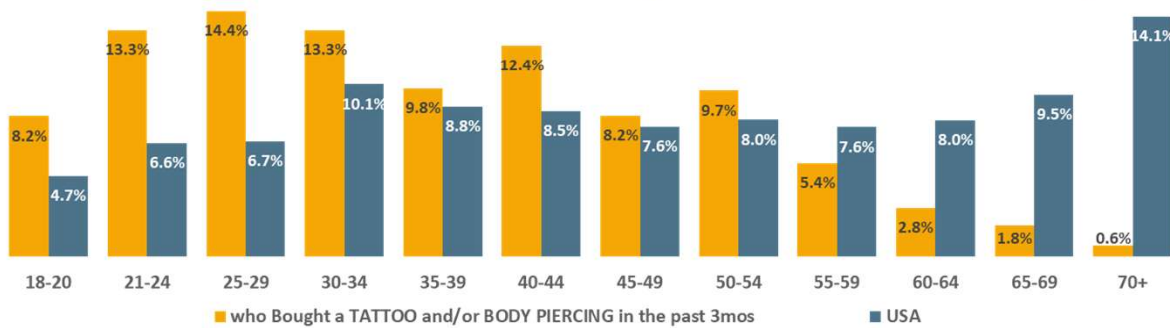
Average Age:

Adults 18 or older

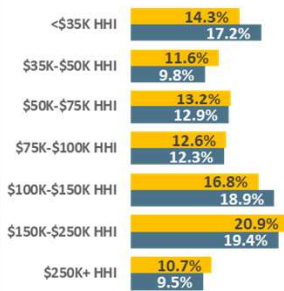
37.4

48.8

■ who Bought a TATTOO and/or BODY PIERCING in the past 3mos ■ USA



HHI of Target vs. Market:



Avg HHI: \$121,751 (Target) vs. \$117,258 (USA)

USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 725  
All Graphs and HBI AI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Other stores bought past 3 months: Any tattoo/body piercing shop





2.6% or 198,122 of CHI DMA Adults 18 or older Bought a TATTOO and/or BODY PIERCING in the past 3mos. Typical Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos are 36.9 years old (23.7% younger than average) and have a \$105,822 (5.9% lower than average) annual household income.

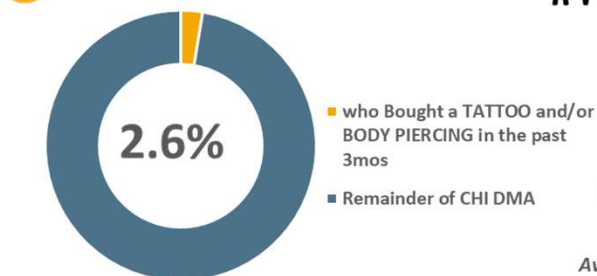


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

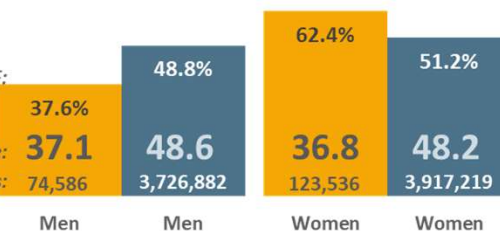
Ethnicity of Target vs. Market:



Total Persons:  
198,122 7,445,979

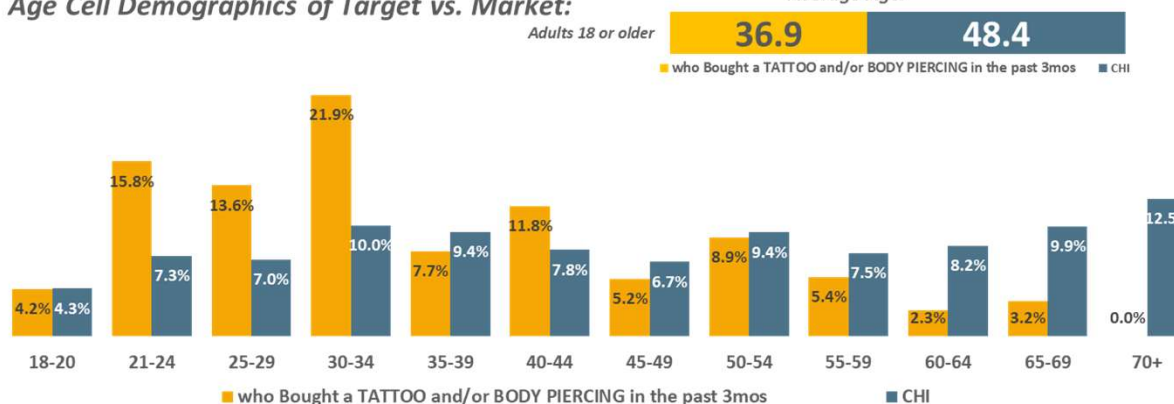
%M vs. %F:

Average Age:  
# Persons:

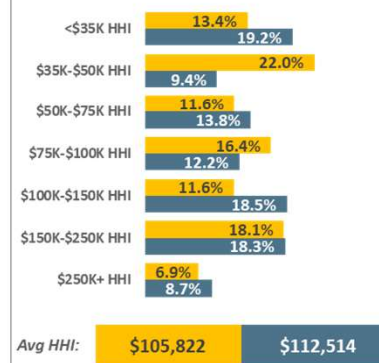


Age Cell Demographics of Target vs. Market:

Average Age:



HHI of Target vs. Market:





2.3% or 133,424 of WDC DMA Adults 18 or older Bought a TATTOO and/or BODY PIERCING in the past 3mos. Typical Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos are 35. years old (27.% younger than average) and have a \$132,236 (5.1% lower than average) annual household income.

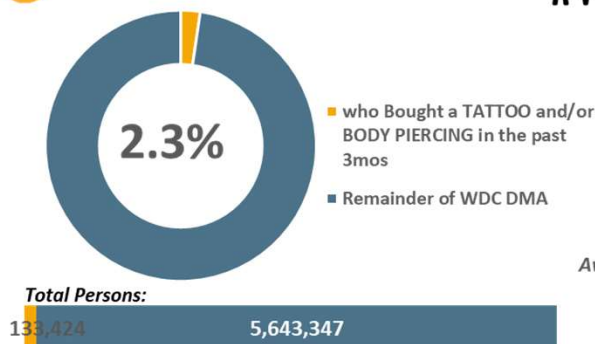


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

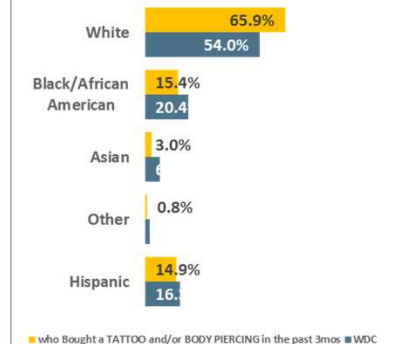
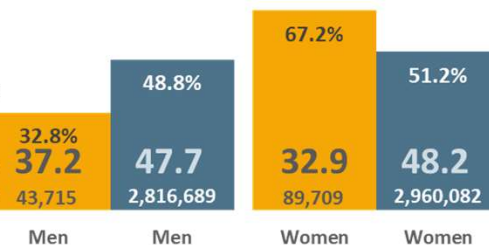
Ethnicity of Target vs. Market:



%M vs. %F:

Average Age:

# Persons:



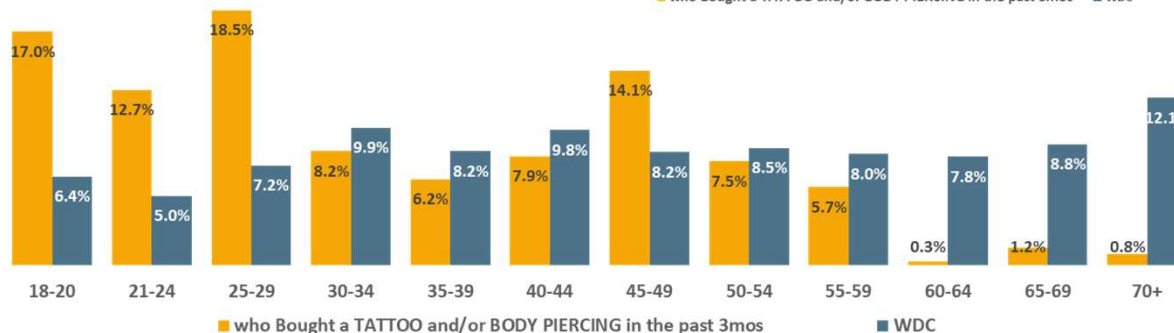
Age Cell Demographics of Target vs. Market:

Average Age:

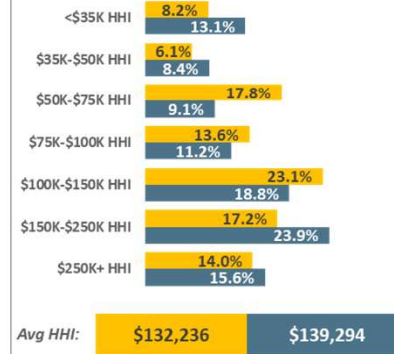
Adults 18 or older

who Bought a TATTOO and/or BODY PIERCING in the past 3mos

WDC



HHI of Target vs. Market:





3.6% or 162,795 of SEA DMA Adults 18 or older Bought a TATTOO and/or BODY PIERCING in the past 3mos. Typical Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos are 37.8 years old (21.7% younger than average) and have a \$158,366 (23.1% higher than average) annual household income.

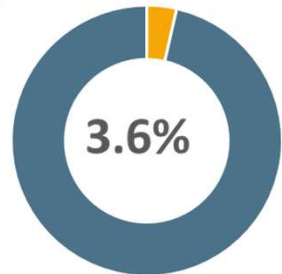


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



■ who Bought a TATTOO and/or BODY PIERCING in the past 3mos  
■ Remainder of SEA DMA

Total Persons:

162,795

4,417,719

%M vs. %F:

Average Age:

# Persons:

45.8%

39.6

74,519

50.2%

47.9

2,300,274

54.2%

36.0

88,276

49.8%

48.6

2,280,240

Men

Men

Women

Women

Age Cell Demographics of Target vs. Market:

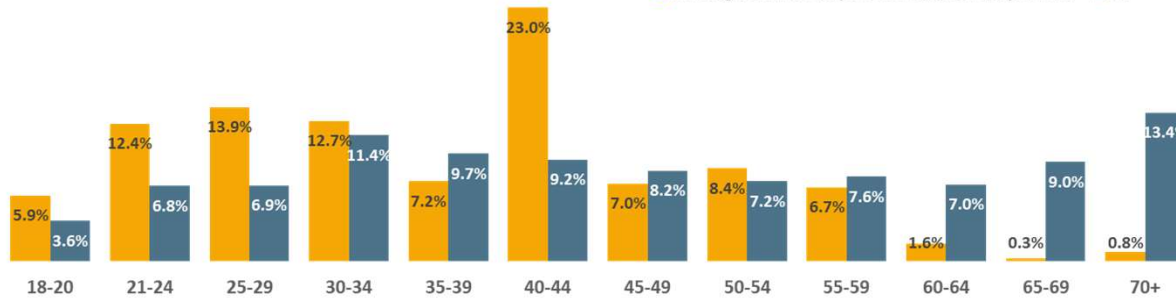
Average Age:

Adults 18 or older

37.8

48.2

■ who Bought a TATTOO and/or BODY PIERCING in the past 3mos  
■ SEA

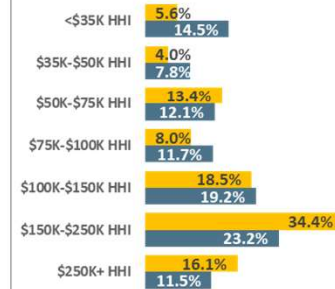


■ who Bought a TATTOO and/or BODY PIERCING in the past 3mos

■ SEA



HHI of Target vs. Market:



Avg HHI:

\$158,366

\$128,694





3.2% or 153,026 of PHX DMA Adults 18 or older Bought a TATTOO and/or BODY PIERCING in the past 3mos. Typical Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos are 40.6 years old (17.2% younger than average) and have a \$128,743 (20.2% higher than average) annual household income.

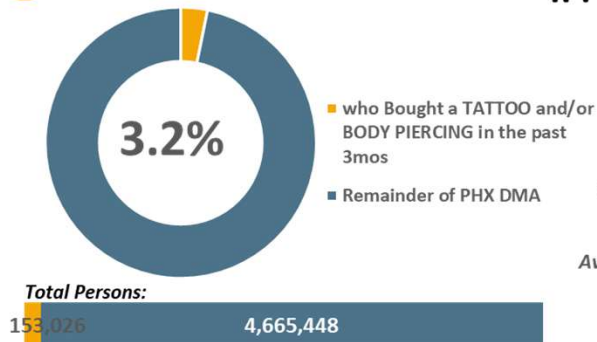


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

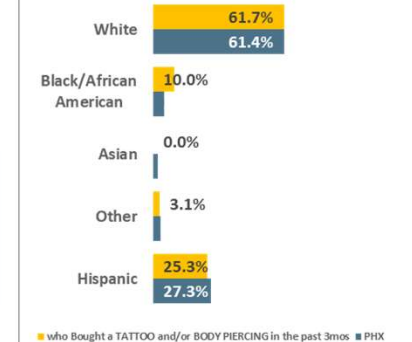
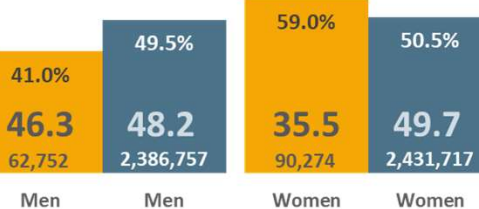
Ethnicity of Target vs. Market:



%M vs. %F:

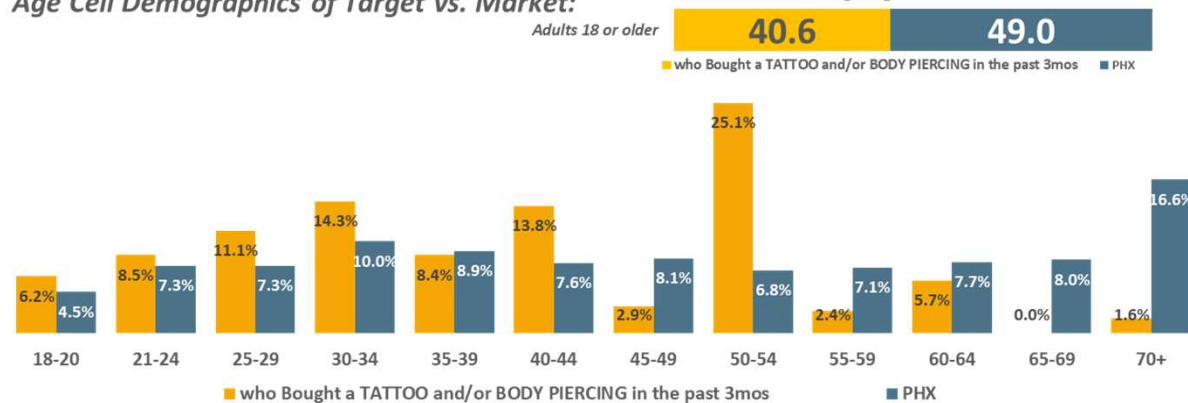
Average Age:

# Persons:

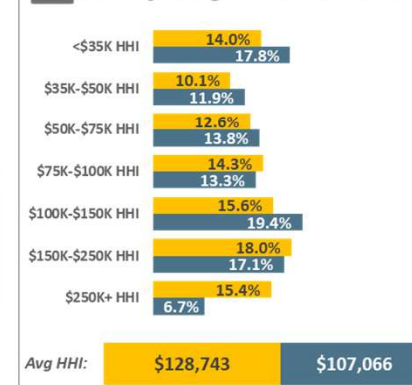


Age Cell Demographics of Target vs. Market:

Average Age:



HHI of Target vs. Market:

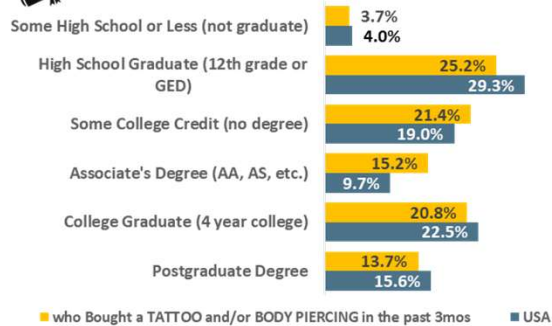




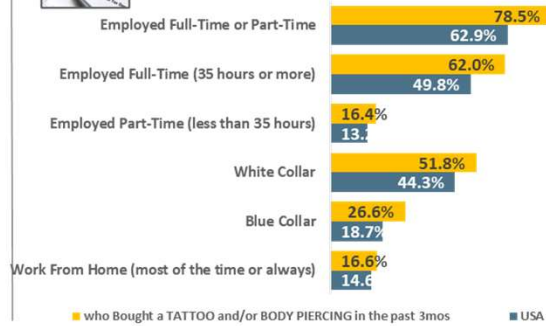
2.8% or 7,571,915 of USA DMA Adults 18 or older Bought a TATTOO and/or BODY PIERCING in the past 3mos. Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos are 9.3% less likely to be a college graduate, 24.7% more likely to work full-time, 20.2% less likely to be married, 35.3% more likely to be a parent of 1 or more children under



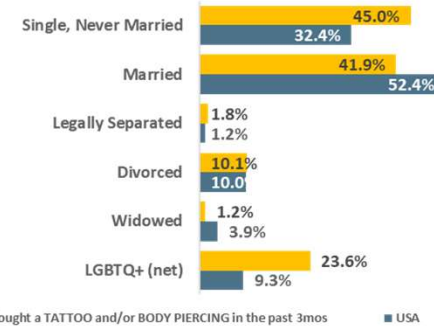
### Education Levels: Adults 18 or older



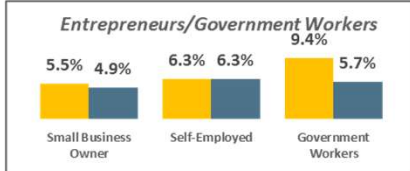
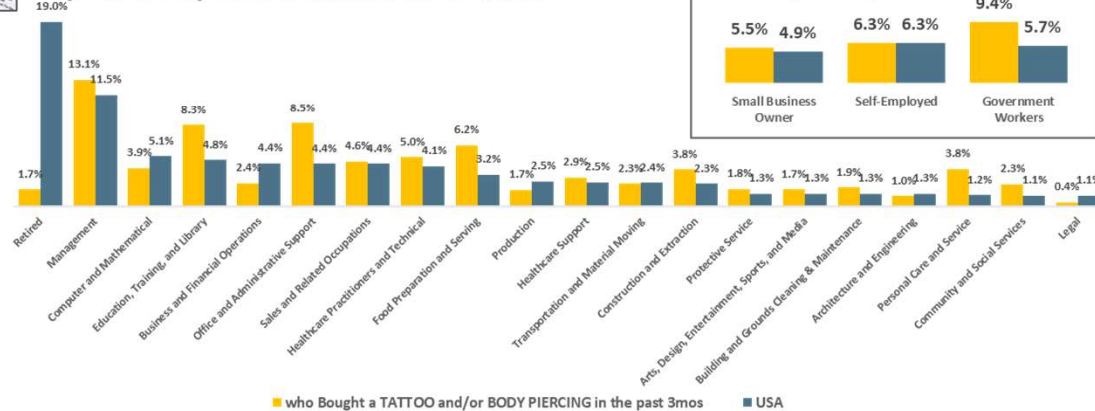
### Employment: Adults 18 or older



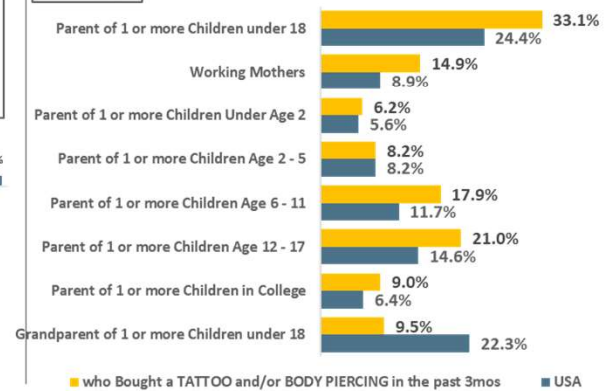
### Marital Status: Adults 18 or older



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



### Stage in Life: Adults 18 or older

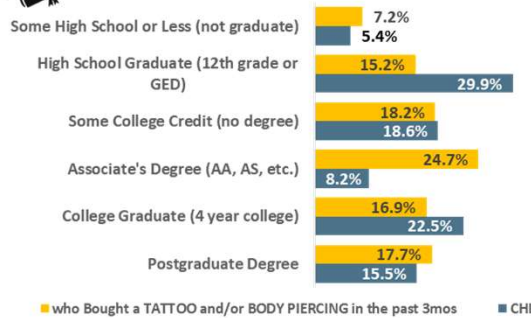




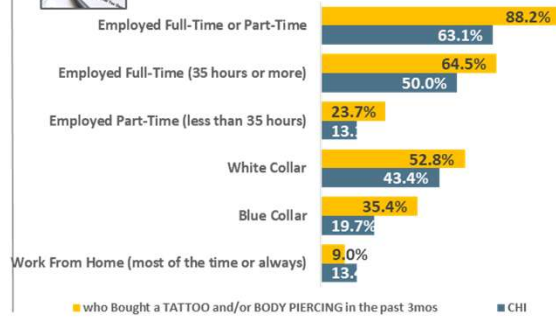
2.6% or 198,122 of CHI DMA Adults 18 or older Bought a TATTOO and/or BODY PIERCING in the past 3mos. Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos are 8.8% less likely to be a college graduate, 29.1% more likely to work full-time, 19.3% less likely to be married, 69.9% more likely to be a parent of 1 or more children under



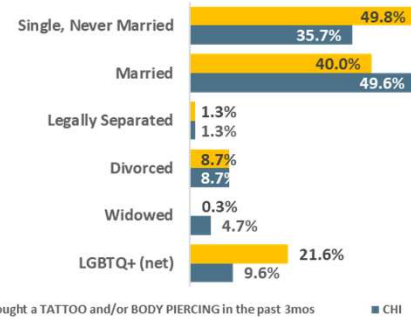
### Education Levels: Adults 18 or older



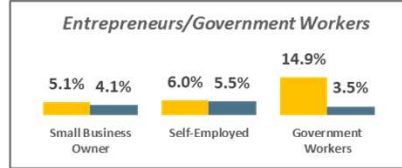
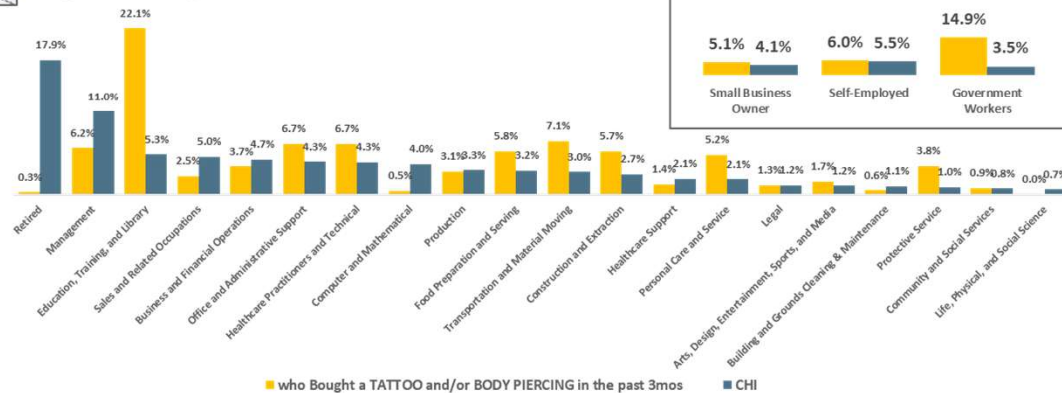
### Employment: Adults 18 or older



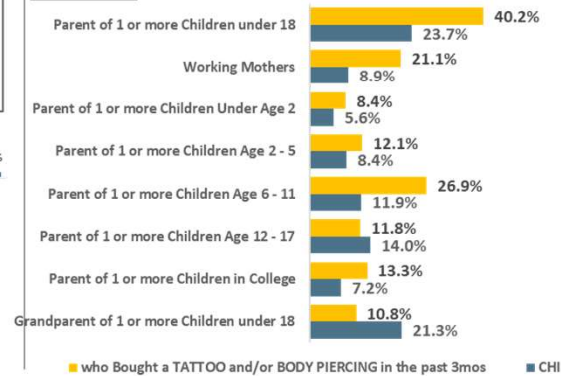
### Marital Status: Adults 18 or older



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



### Stage in Life: Adults 18 or older

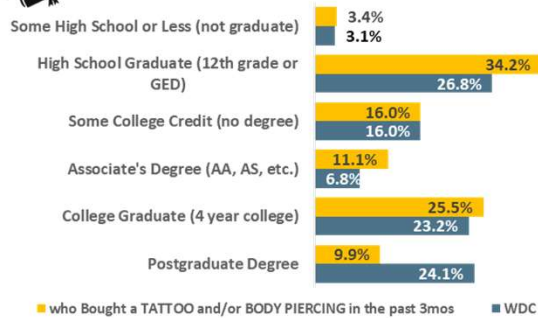




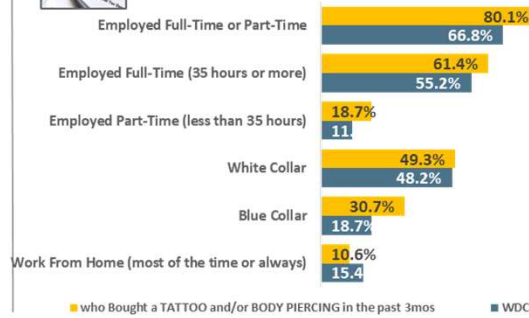


2.3% or 133,424 of WDC DMA Adults 18 or older Bought a TATTOO and/or BODY PIERCING in the past 3mos. Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos are 25.3% less likely to be a college graduate, 11.2% more likely to work full-time, 29.8% less likely to be married, 40.5% less likely to be a parent of 1 or more children under

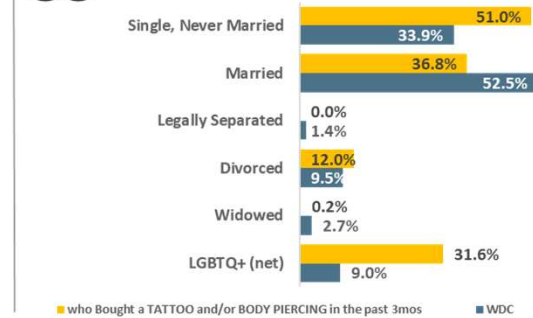
### Education Levels: Adults 18 or older



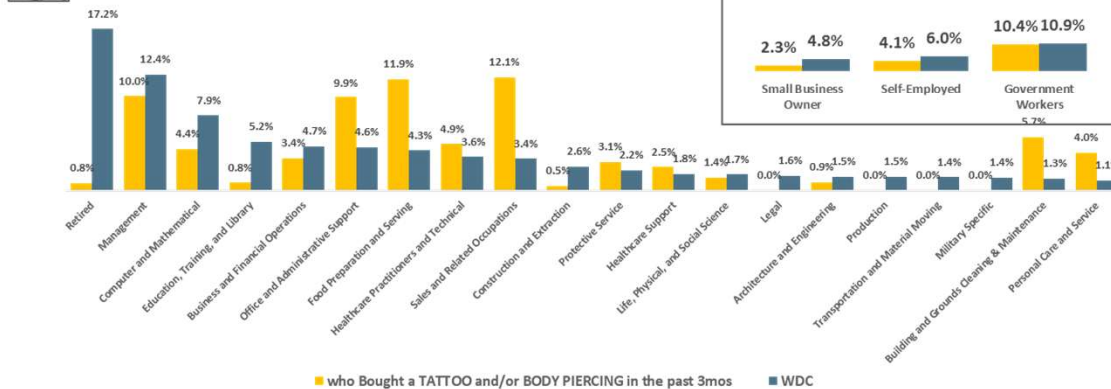
### Employment: Adults 18 or older



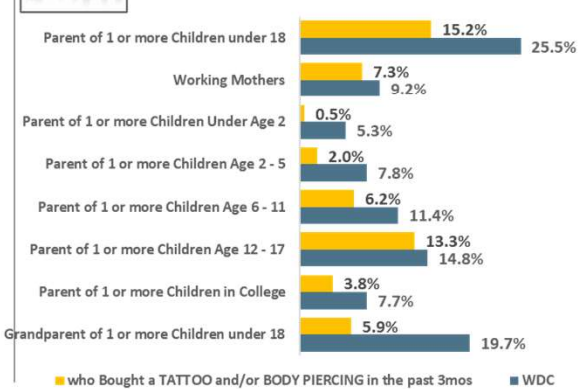
### Marital Status: Adults 18 or older



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



### Stage in Life: Adults 18 or older

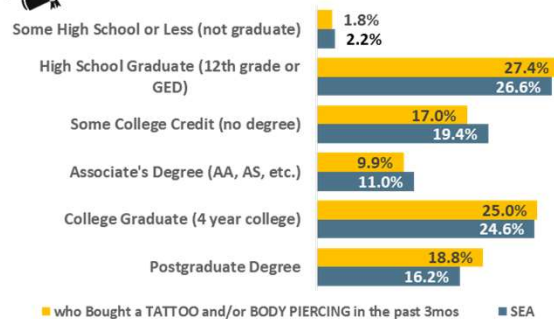




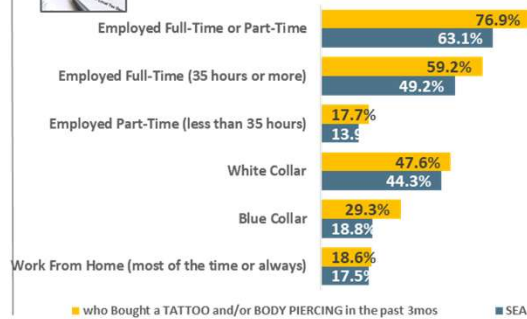
3.6% or 162,795 of SEA DMA Adults 18 or older Bought a TATTOO and/or BODY PIERCING in the past 3mos. Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos are 7.3% more likely to be a college graduate, 20.3% more likely to work full-time, 21.1% less likely to be married, 45.2% more likely to be a parent of 1 or more children under



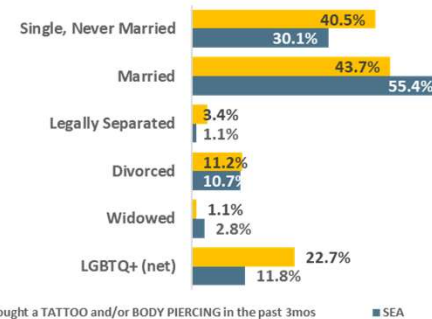
### Education Levels: Adults 18 or older



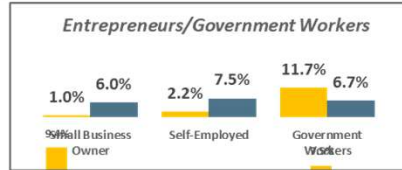
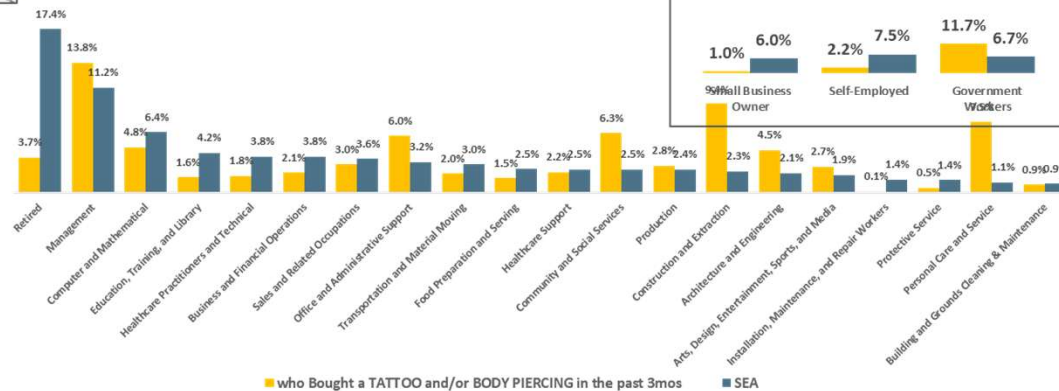
### Employment: Adults 18 or older



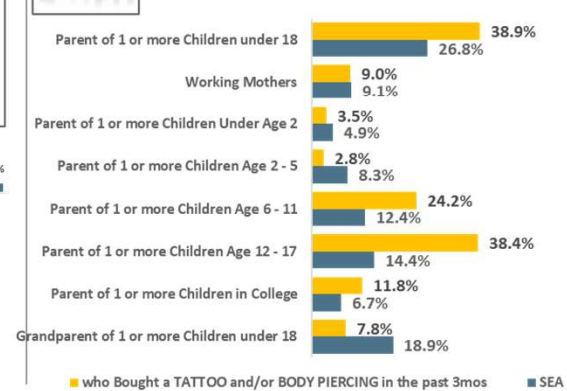
### Marital Status: Adults 18 or older



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



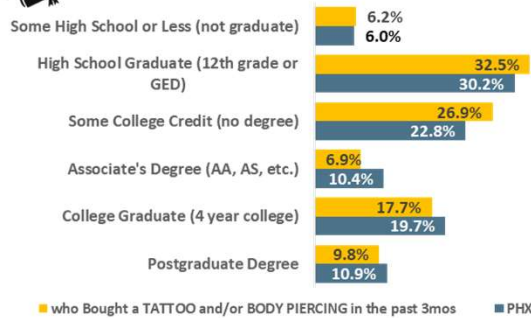
### Stage in Life: Adults 18 or older



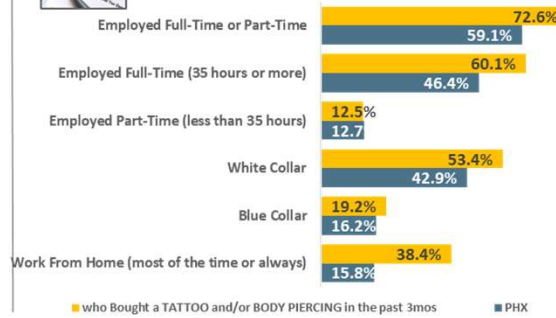


3.2% or 153,026 of PHX DMA Adults 18 or older Bought a TATTOO and/or BODY PIERCING in the past 3mos. Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos are 10.2% less likely to be a college graduate, 29.5% more likely to work full-time, 8.6% less likely to be married, 33.3% more likely to be a parent of 1 or more children under

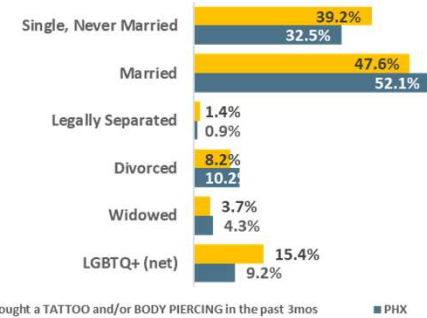
## Education Levels: Adults 18 or older



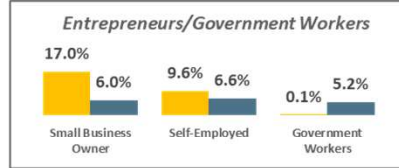
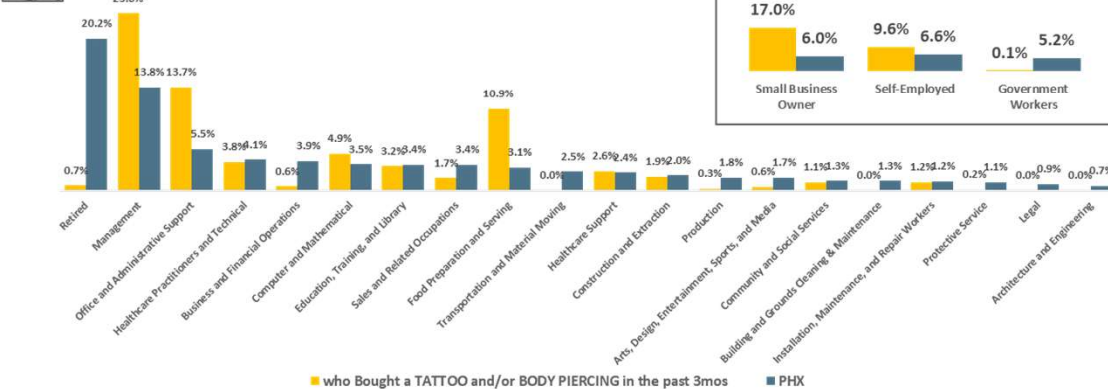
## Employment: Adults 18 or older



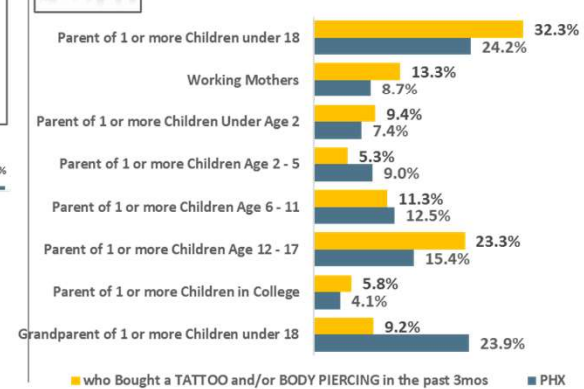
## Marital Status: Adults 18 or older



## Top-20 Occupations: Adults 18 or older



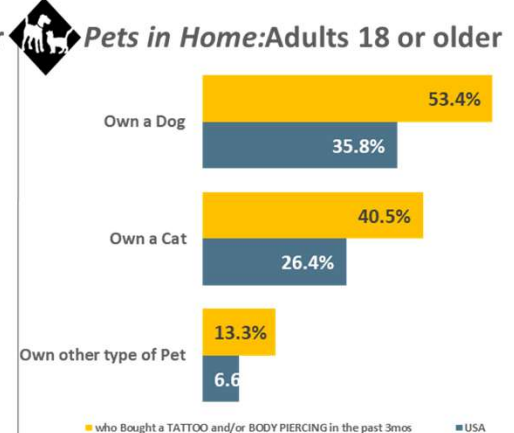
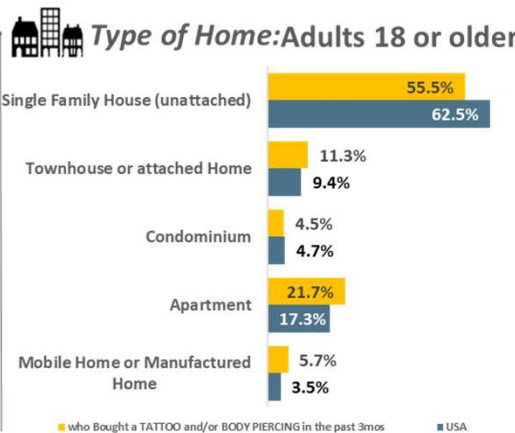
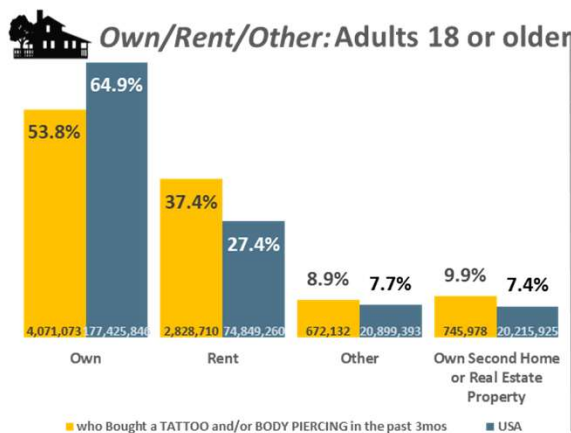
## Stage in Life: Adults 18 or older



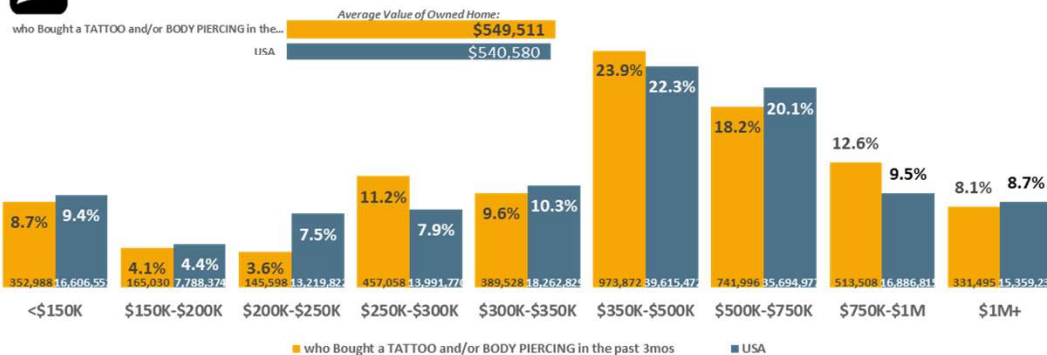




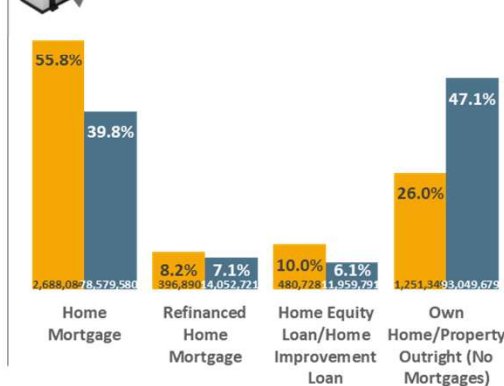
2.8% or 7,571,915 of USA DMA Adults 18 or older Bought a TATTOO and/or BODY PIERCING in the past 3mos. Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos are 17.2% less likely to own their home, 1.7% more likely to own a higher valued home, 11.2% less likely to have a single-family home, 48.9% more likely to have a dog.



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



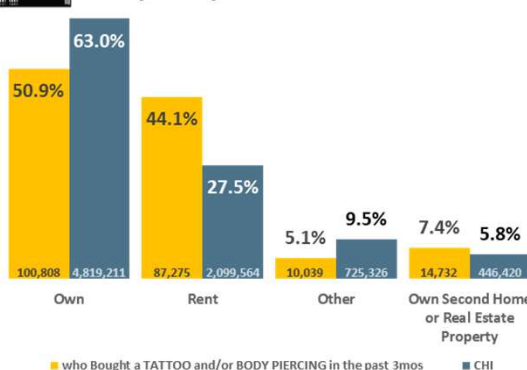
### Home Loans: Adults 18 or older



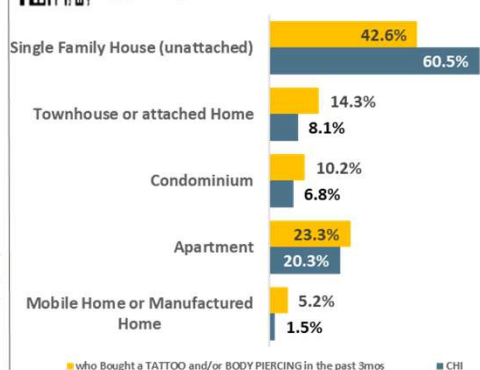


2.6% or 198,122 of CHI DMA Adults 18 or older Bought a TATTOO and/or BODY PIERCING in the past 3mos. Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos are 19.3% less likely to own their home, 1.1% more likely to own a lower valued home, 29.6% less likely to have a single-family home, 21.5% more likely to have a dog.

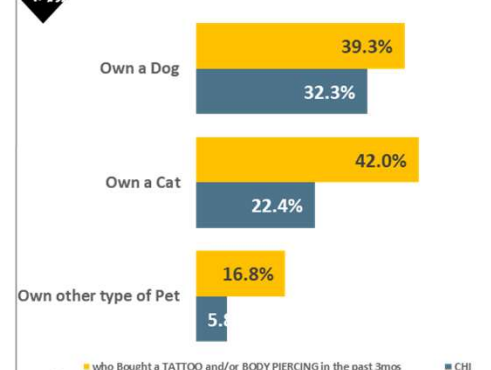
### Own/Rent/Other: Adults 18 or older



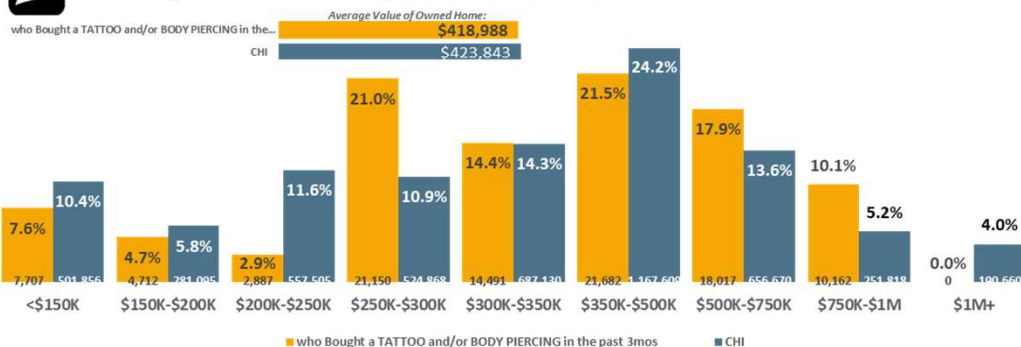
### Type of Home: Adults 18 or older



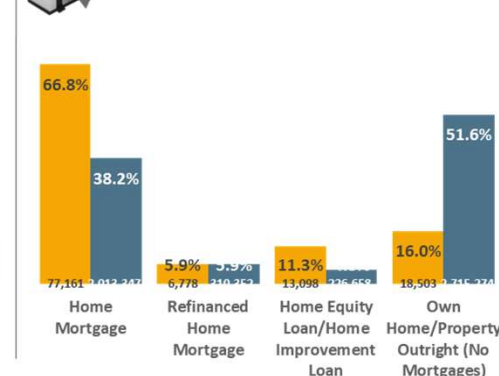
### Pets in Home: Adults 18 or older



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



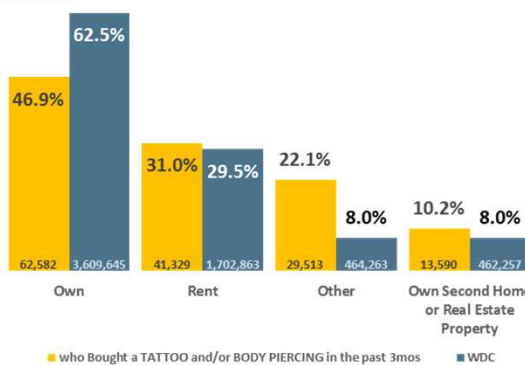
### Home Loans: Adults 18 or older



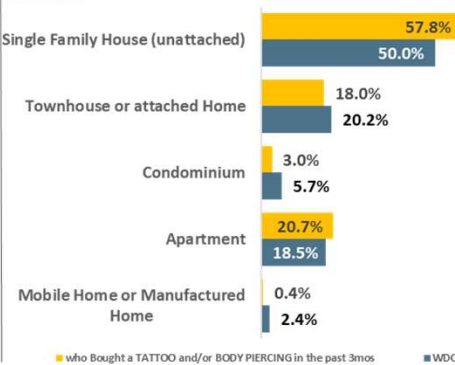


2.3% or 133,424 of WDC DMA Adults 18 or older Bought a TATTOO and/or BODY PIERCING in the past 3mos. Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos are 24.9% less likely to own their home, 3.4% more likely to own a higher valued home, 15.6% more likely to have a single-family home, 65.9% more likely to have a dog.

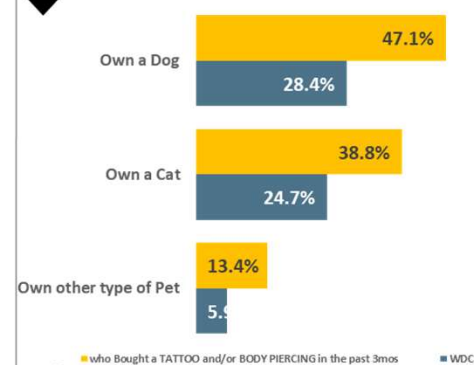
### Own/Rent/Other: Adults 18 or older



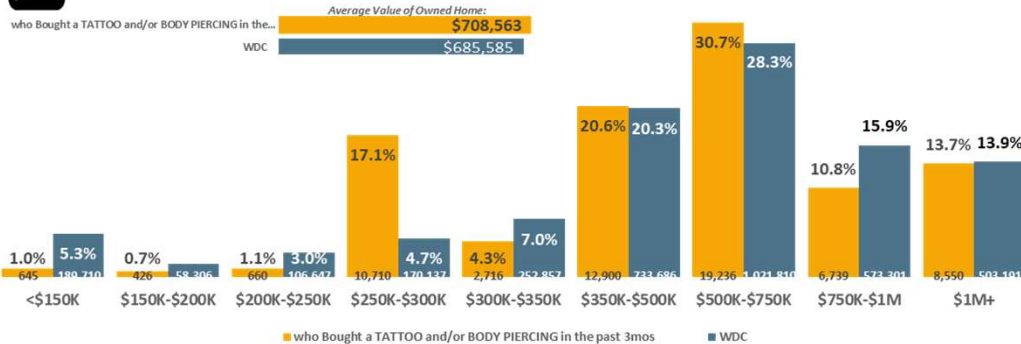
### Type of Home: Adults 18 or older



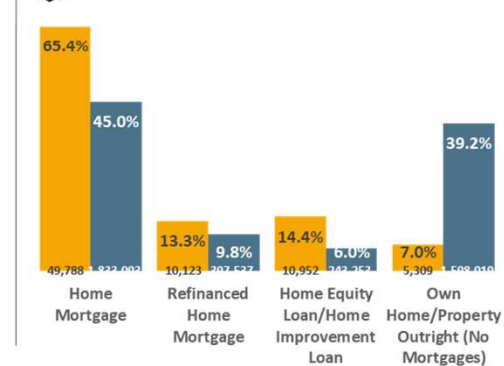
### Pets in Home: Adults 18 or older



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



### Home Loans: Adults 18 or older



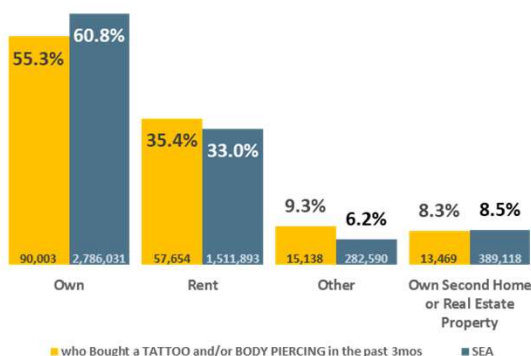




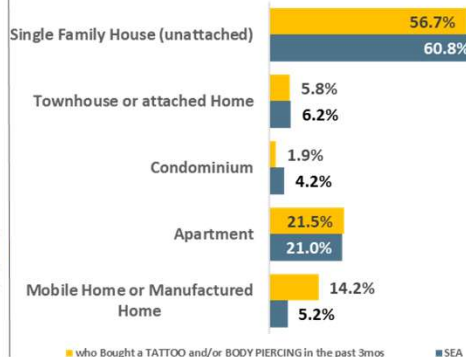
3.6% or 162,795 of SEA DMA Adults 18 or older Bought a TATTOO and/or BODY PIERCING in the past 3mos. Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos are 9.1% less likely to own their home, 1.7% more likely to own a lower valued home, 6.7% less likely to have a single-family home, 65.3% more likely to have a dog.



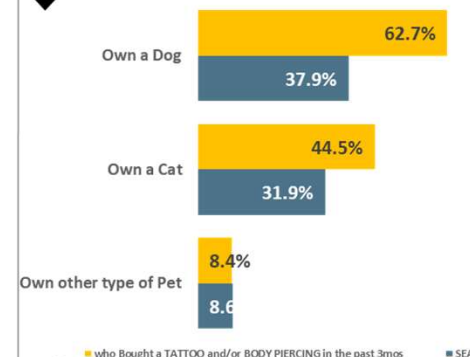
### Own/Rent/Other: Adults 18 or older



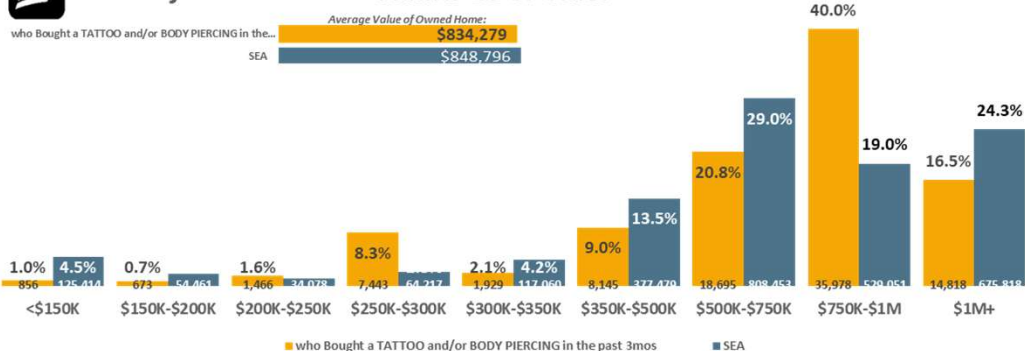
### Type of Home: Adults 18 or older



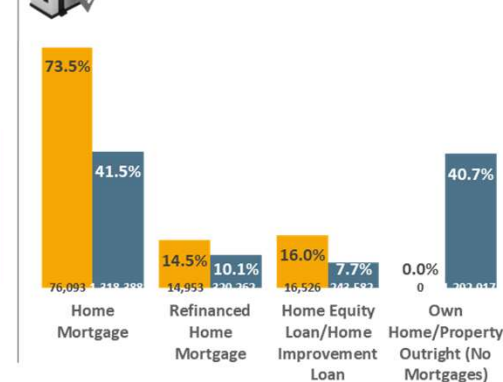
### Pets in Home: Adults 18 or older

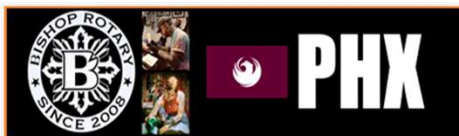


### Value of Owned Home: Adults 18 or older



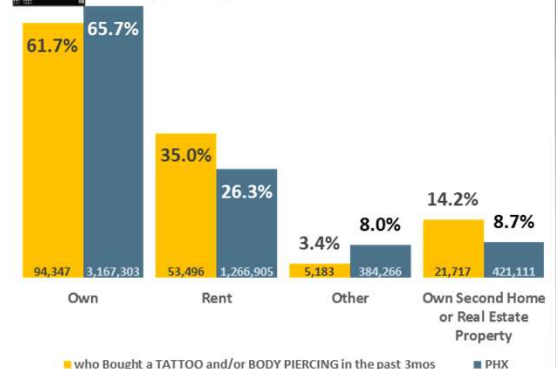
### Home Loans: Adults 18 or older



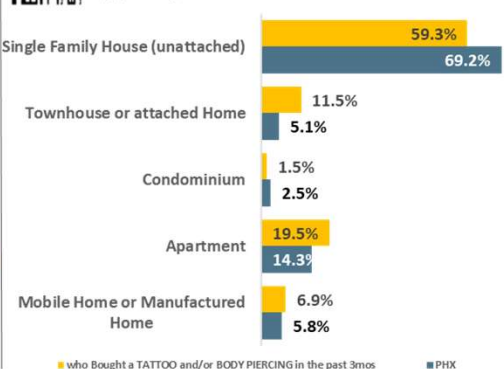


3.2% or 153,026 of PHX DMA Adults 18 or older Bought a TATTOO and/or BODY PIERCING in the past 3mos. Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos are 6.2% less likely to own their home, .5% more likely to own a higher valued home, 14.3% less likely to have a single-family home, 44.9% more likely to have a dog.

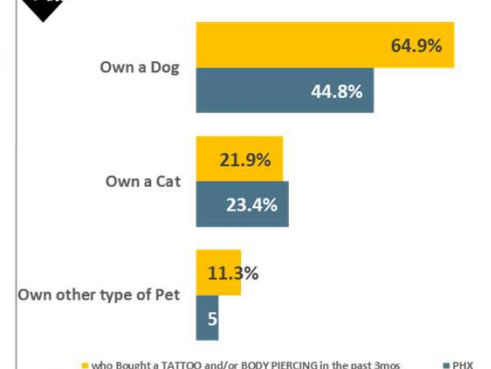
### Own/Rent/Other: Adults 18 or older



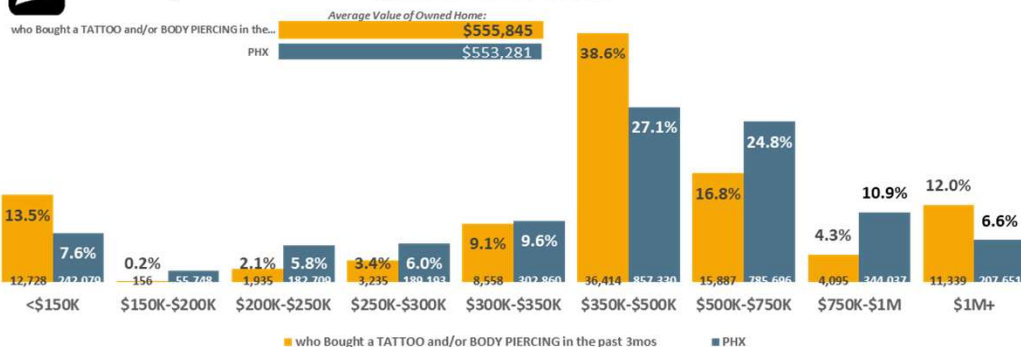
### Type of Home: Adults 18 or older



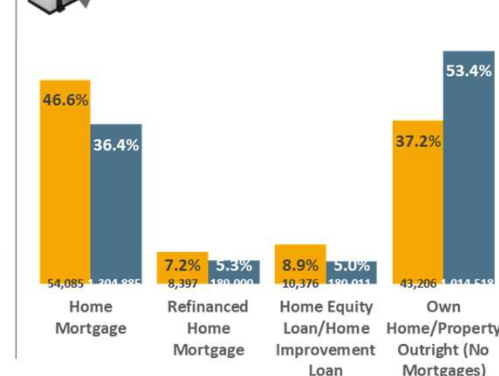
### Pets in Home: Adults 18 or older



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



### Home Loans: Adults 18 or older

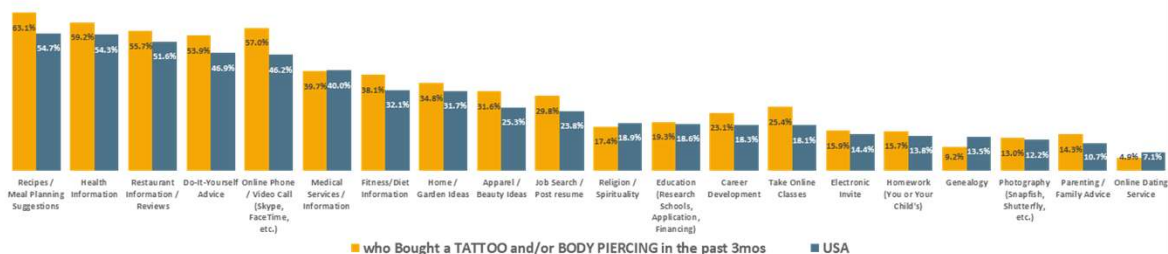




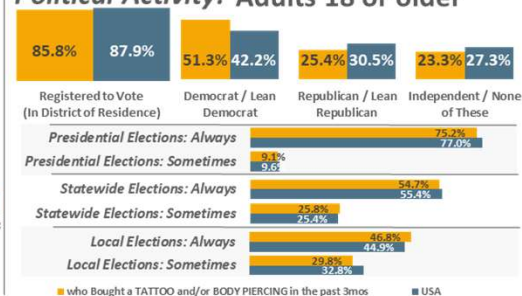
2.8% or 7,571,915 of USA DMA Adults 18 or older Bought a TATTOO and/or BODY PIERCING in the past 3mos. Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos are 14.9% more likely to look up D-I-Y advice online, 4.2% more likely to always vote in local elections, 32.2% more likely to belong to a gym, 22.6% more likely to fly domestic



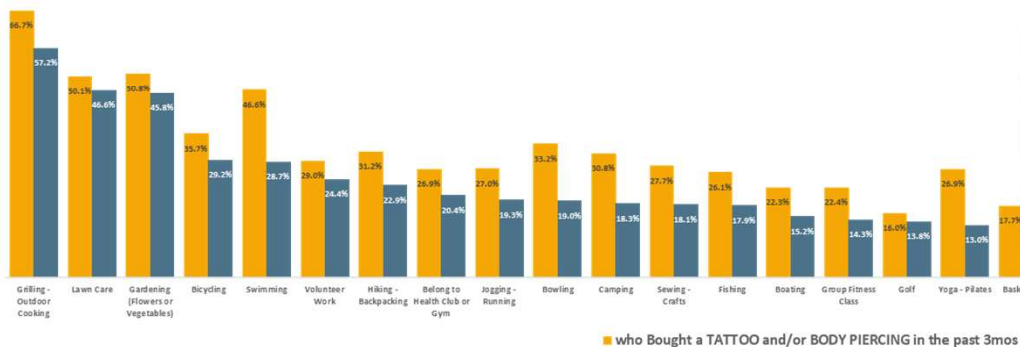
### Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



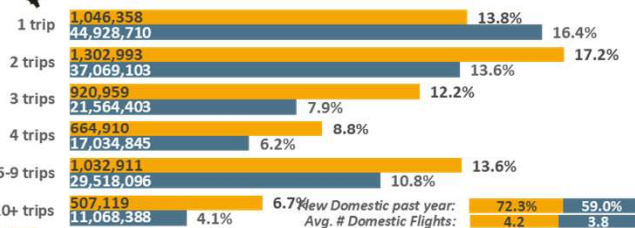
### Political Activity: Adults 18 or older



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



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



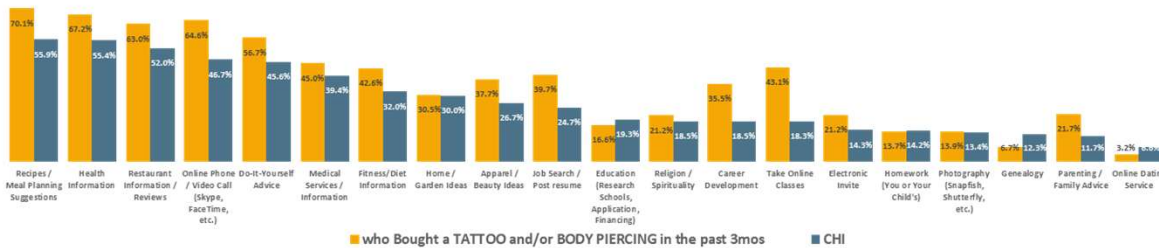
New Domestic past year: 6.7%  
Avg. # Domestic Flights: 4.2



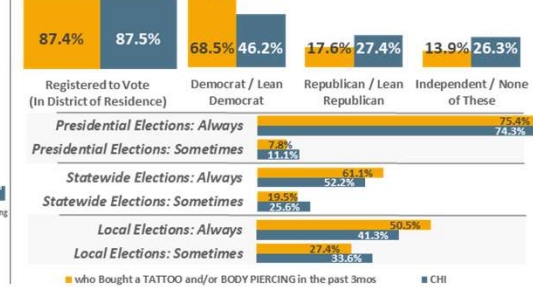
2.6% or 198,122 of CHI DMA Adults 18 or older Bought a TATTOO and/or BODY PIERCING in the past 3mos. Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos are 24.3% more likely to look up D-I-Y advice online, 22.2% more likely to always vote in local elections, 85.1% more likely to belong to a gym, 32.2% more likely to fly domestic



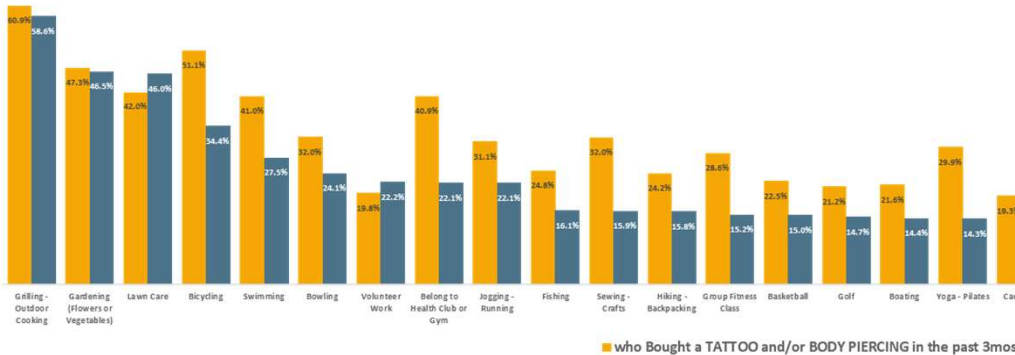
### Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



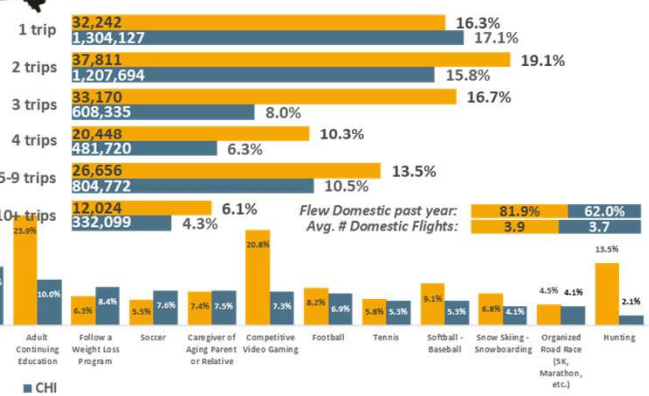
### Political Activity: Adults 18 or older



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



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



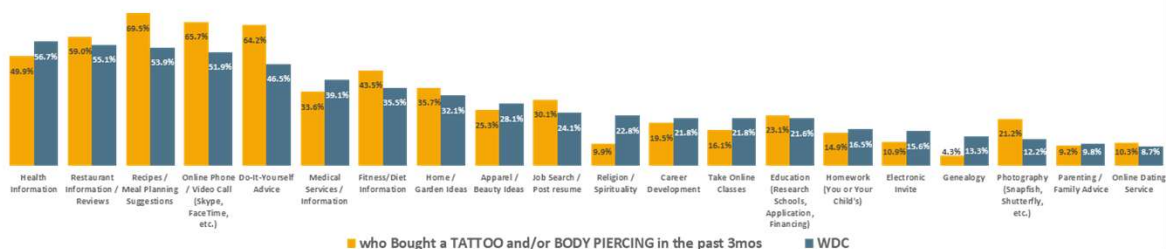




2.3% or 133,424 of WDC DMA Adults 18 or older Bought a TATTOO and/or BODY PIERCING in the past 3mos. Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos are 38.2% more likely to look up D-I-Y advice online, 5% more likely to always vote in local elections, 11.6% less likely to belong to a gym, 13.2% more likely to fly domestic p



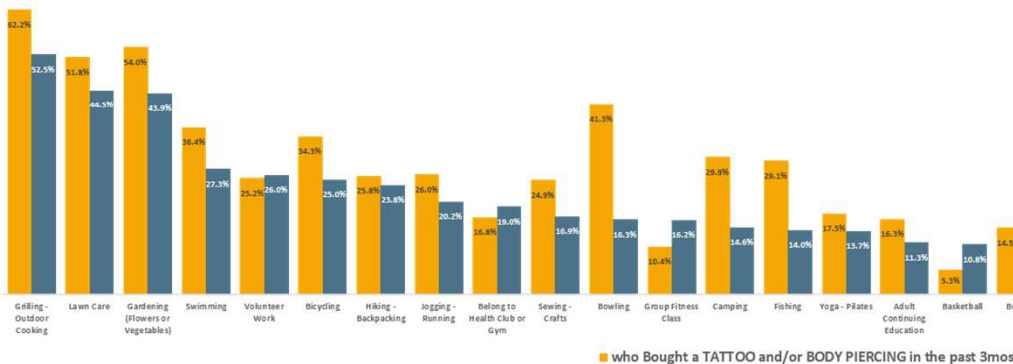
### Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



■ who Bought a TATTOO and/or BODY PIERCING in the past 3mos ■ WDC



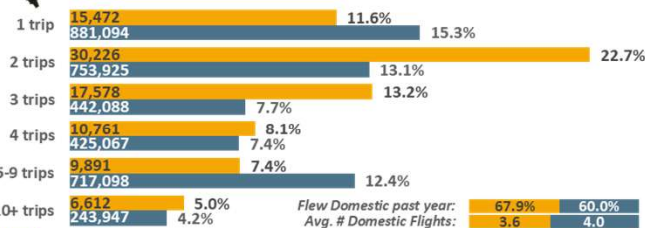
### Top-30 past 12-months Active Lifestyle Activities: Adults 18 or older



■ who Bought a TATTOO and/or BODY PIERCING in the past 3mos ■ WDC



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



Flew Domestic past year: 67.9% vs 60.0%  
Avg. # Domestic Flights: 3.6 vs 4.0

WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 157

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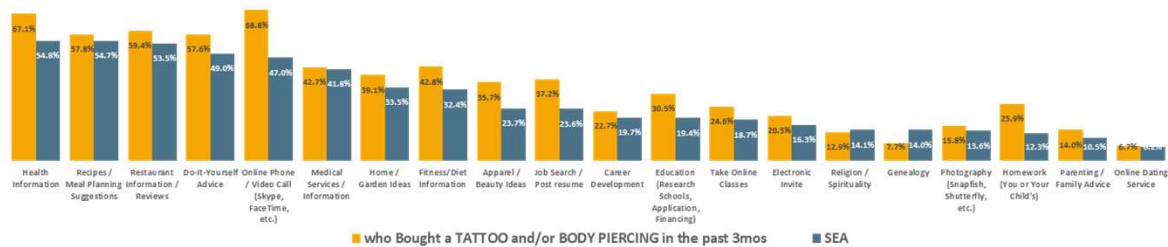
Other stores bought past 3 months: Any tattoo/body piercing shop



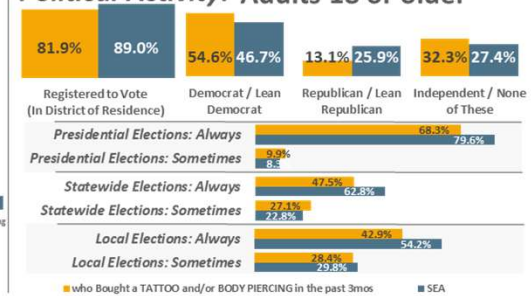
3.6% or 162,795 of SEA DMA Adults 18 or older Bought a TATTOO and/or BODY PIERCING in the past 3mos. Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos are 17.6% more likely to look up D-I-Y advice online, 20.8% less likely to always vote in local elections, 51.2% more likely to belong to a gym, 30.4% more likely to fly domestic



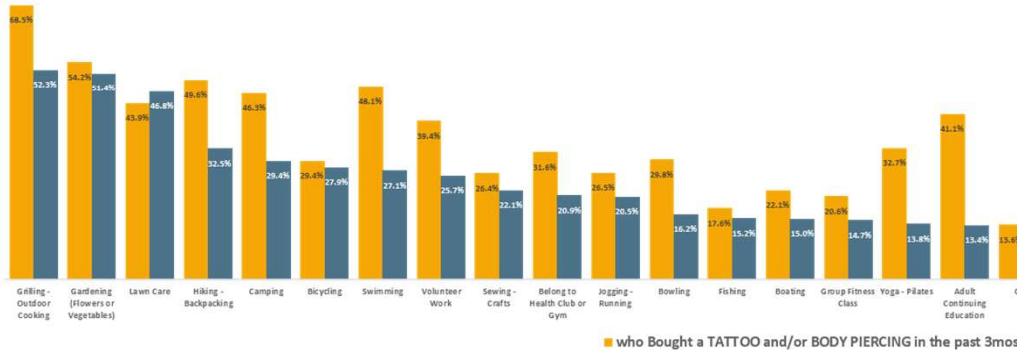
### Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



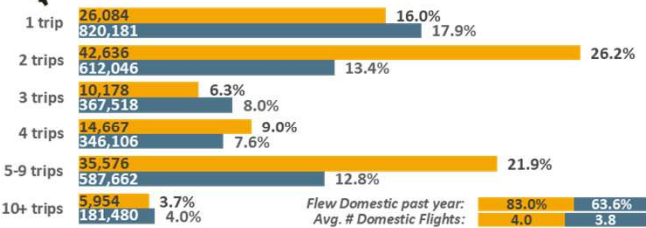
### Political Activity: Adults 18 or older

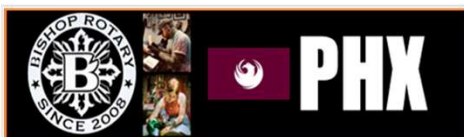


### Top-30 past 12-months Active Lifestyle Activities: Adults 18 or older



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

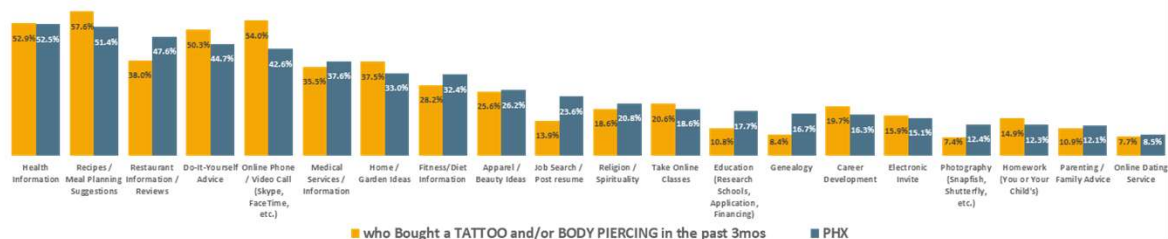




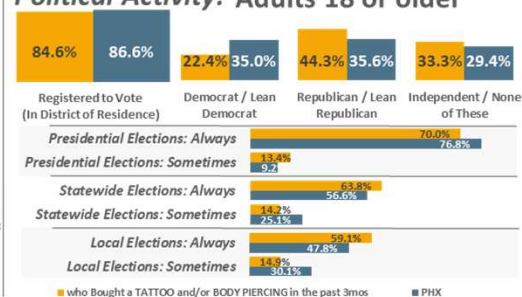
3.2% or 153,026 of PHX DMA Adults 18 or older Bought a TATTOO and/or BODY PIERCING in the past 3mos. Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos are 12.5% more likely to look up D-I-Y advice online, 23.6% more likely to always vote in local elections, 18.8% less likely to belong to a gym, 20.6% more likely to fly domestic



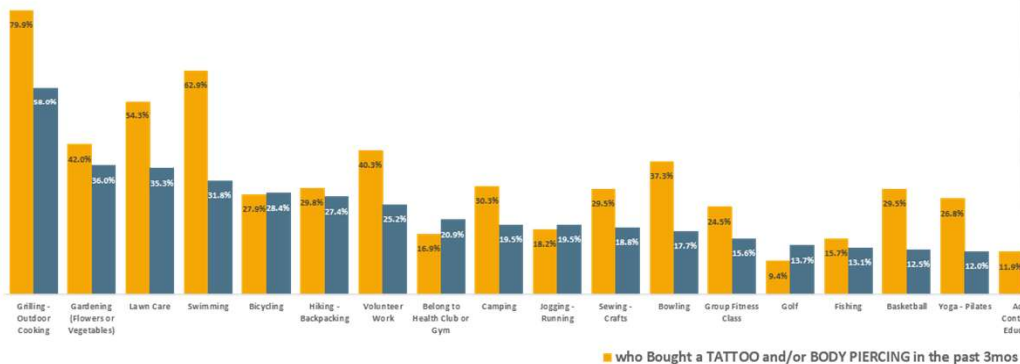
### Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



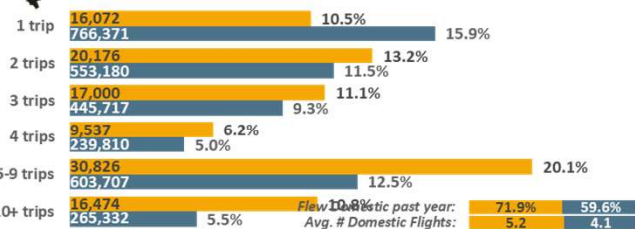
### Political Activity: Adults 18 or older



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



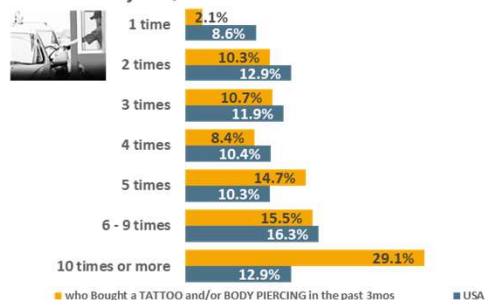
### Past 12-months Domestic Airline Trips: Adults 18 or older



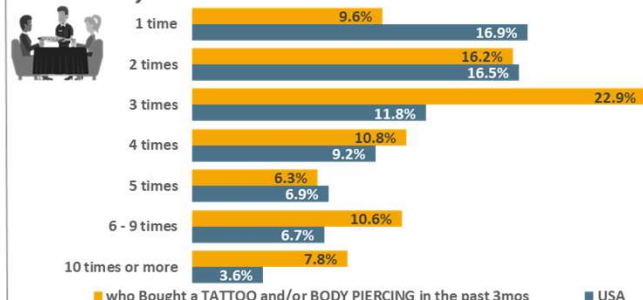


2.8% or 7,571,915 of USA DMA Adults 18 or older Bought a TATTOO and/or BODY PIERCING in the past 3mos. Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos are 9.9% more likely to use QSRs past mo., 17.7% more likely to use Sit-Down Restaurants past mo., 26.6% more likely to use Casinos past yr., 93.4% more likely to smoke cigarettes.

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

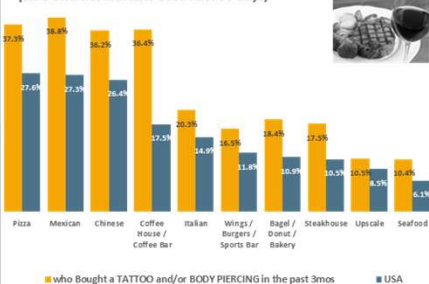


### Past 30-days Sit-Down Restaurant Users: Adults 18 or older

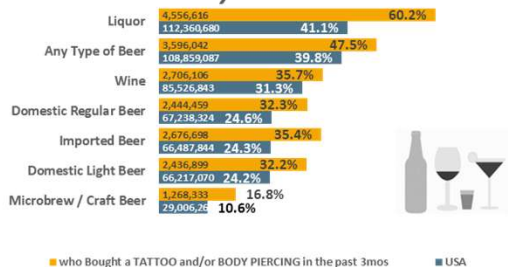


### Top-10 Cuisines: Adults 18 or older

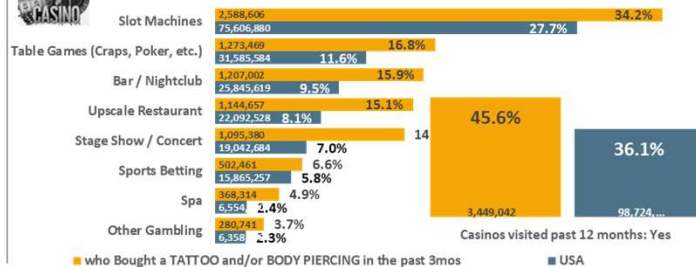
(Sit-Down Restaurants Used Past 30-days)



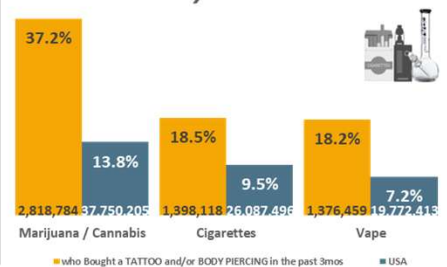
### Drank Past 30-days: Adults 18 or older



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



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

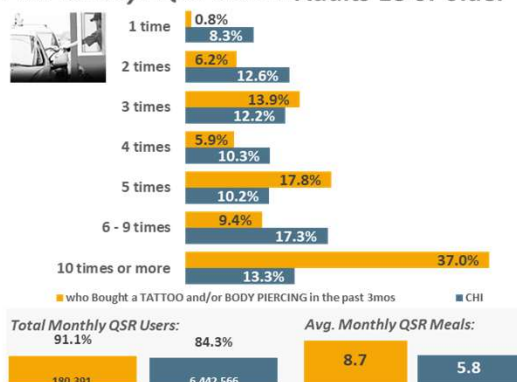




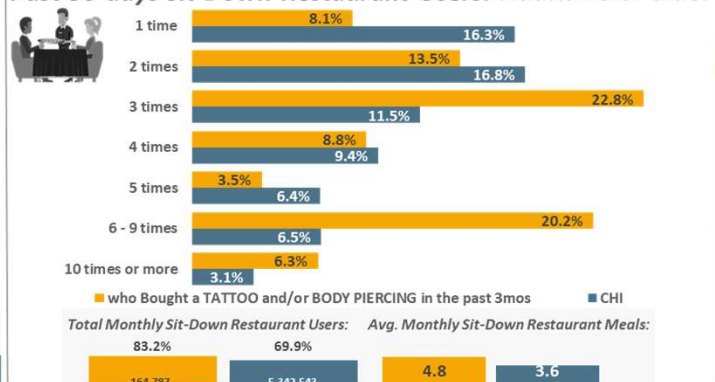


2.6% or 198,122 of CHI DMA Adults 18 or older Bought a TATTOO and/or BODY PIERCING in the past 3mos. Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos are 8% more likely to use QSRs past mo., 19.% more likely to use Sit-Down Restaurants past mo., 15.9% less likely to use Casinos past yr., 151.4% more likely to smoke cigarettes

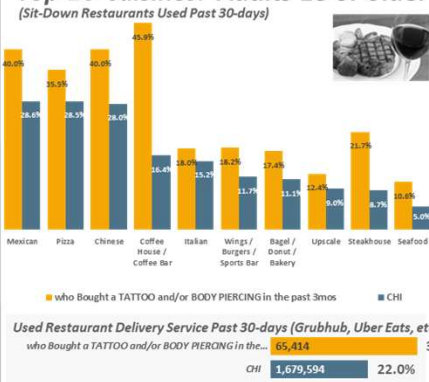
### Past 30-days QSR Users: Adults 18 or older



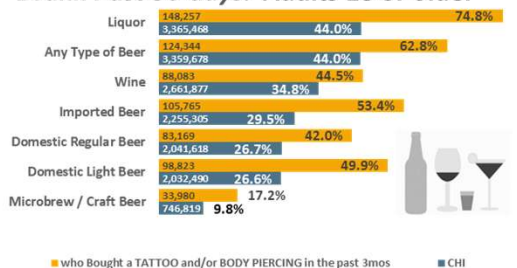
### Past 30-days Sit-Down Restaurant Users: Adults 18 or older



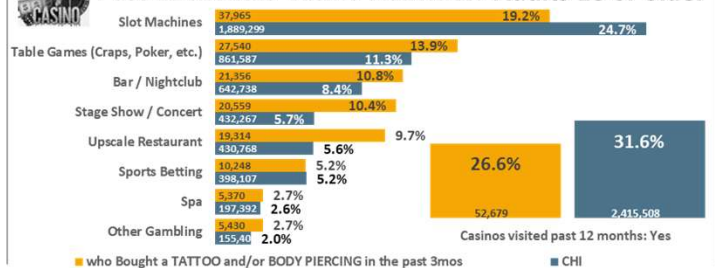
### Top-10 Cuisines: Adults 18 or older



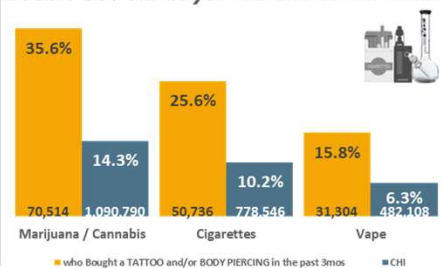
### Drank Past 30-days: Adults 18 or older



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



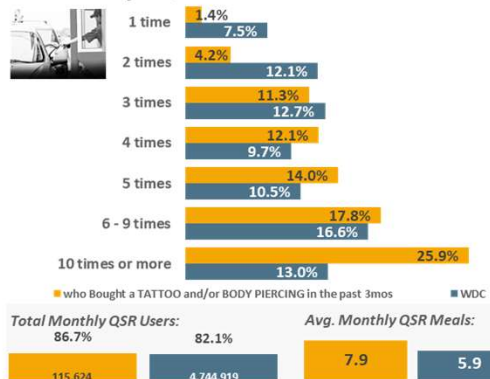
### Used Past 30-days: Adults 18 or older



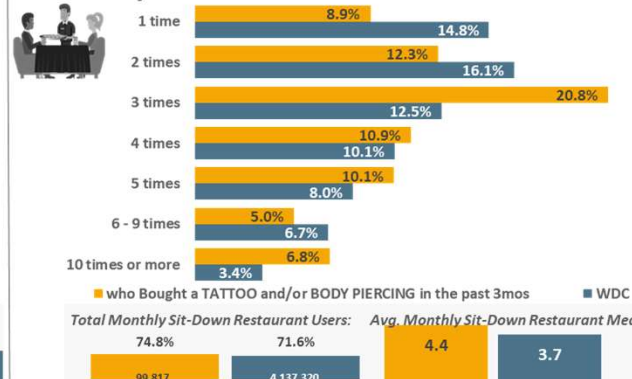


2.3% or 133,424 of WDC DMA Adults 18 or older Bought a TATTOO and/or BODY PIERCING in the past 3mos. Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos are 5.5% more likely to use QSRs past mo., 4.5% more likely to use Sit-Down Restaurants past mo., 4.1% less likely to use Casinos past yr., 211.8% more likely to smoke cigarettes

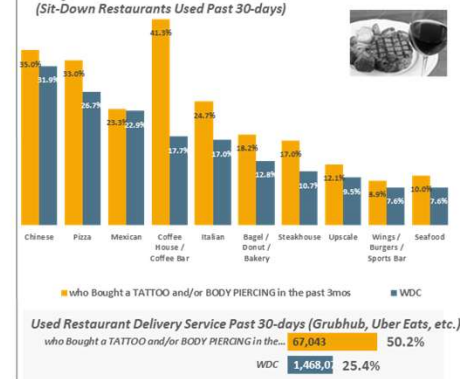
### Past 30-days QSR Users: Adults 18 or older



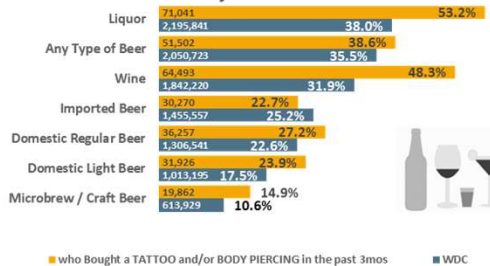
### Past 30-days Sit-Down Restaurant Users: Adults 18 or older



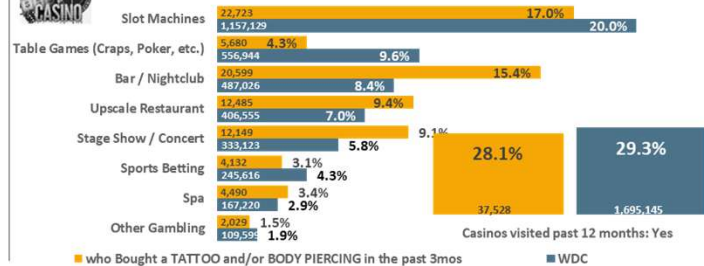
### Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



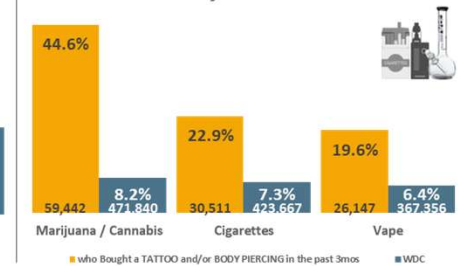
### Drank Past 30-days: Adults 18 or older



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



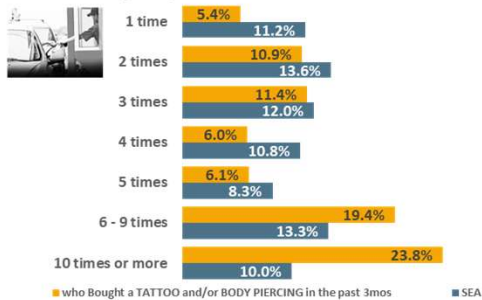
### Used Past 30-days: Adults 18 or older



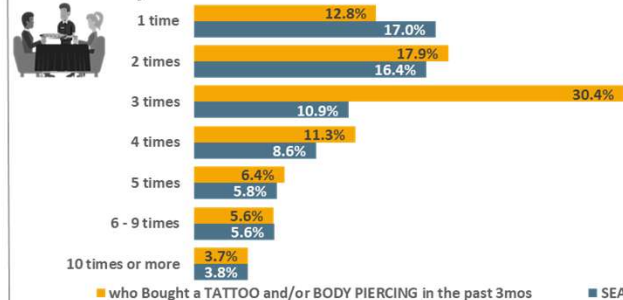


3.6% or 162,795 of SEA DMA Adults 18 or older Bought a TATTOO and/or BODY PIERCING in the past 3mos. Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos are 4.7% more likely to use QSRs past mo., 29.5% more likely to use Sit-Down Restaurants past mo., 45.1% more likely to use Casinos past yr., 42.1% more likely to smoke cigarette

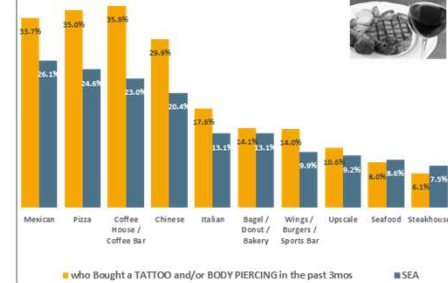
### Past 30-days QSR Users: Adults 18 or older



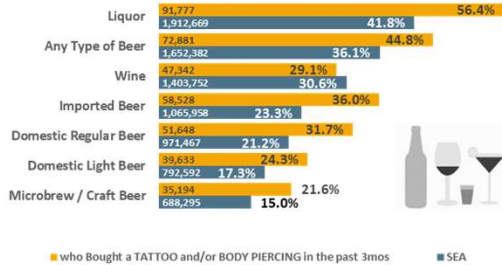
### Past 30-days Sit-Down Restaurant Users: Adults 18 or older



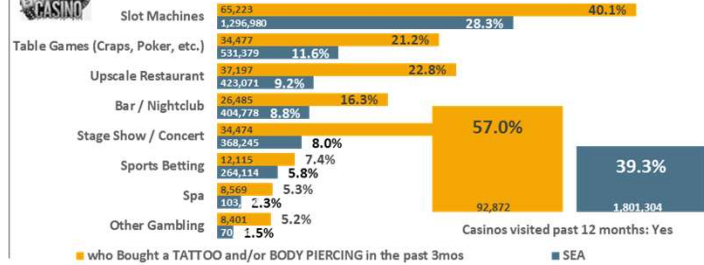
### Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



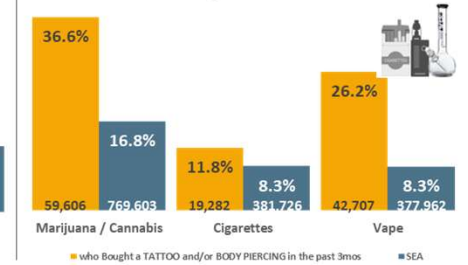
### Drank Past 30-days: Adults 18 or older

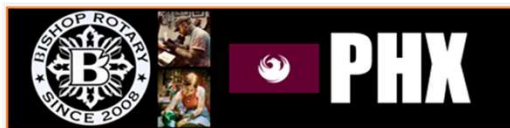


### Past 12 months Casino Activities: Adults 18 or older



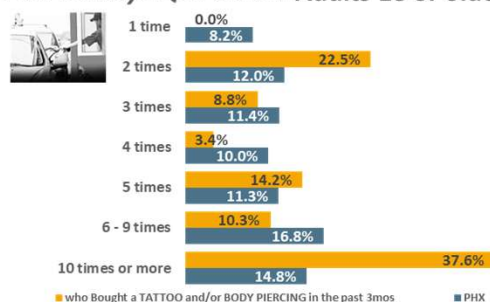
### Used Past 30-days: Adults 18 or older



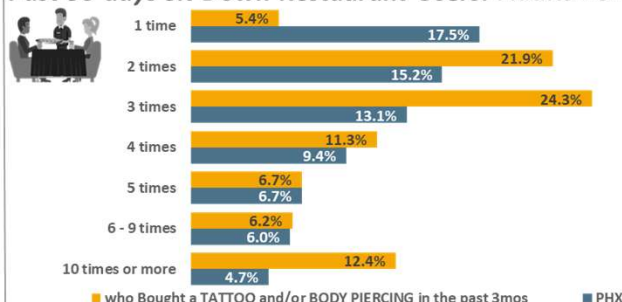


3.2% or 153,026 of PHX DMA Adults 18 or older Bought a TATTOO and/or BODY PIERCING in the past 3mos. Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos are 14.7% more likely to use QSRs past mo., 21.3% more likely to use Sit-Down Restaurants past mo., 22.5% more likely to use Casinos past yr., 28.9% more likely to smoke cigarett

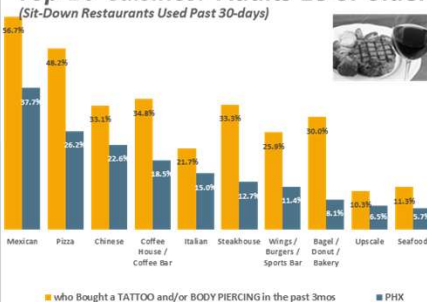
### Past 30-days QSR Users: Adults 18 or older



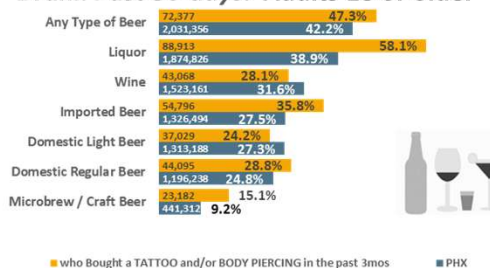
### Past 30-days Sit-Down Restaurant Users: Adults 18 or older



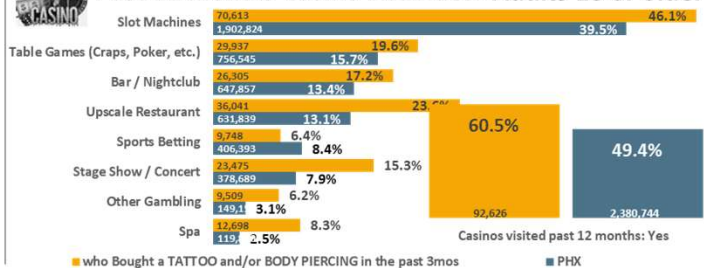
### Top-10 Cuisines: Adults 18 or older



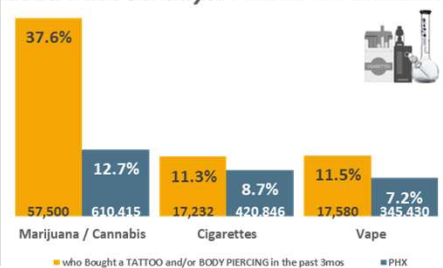
### Drank Past 30-days: Adults 18 or older



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



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



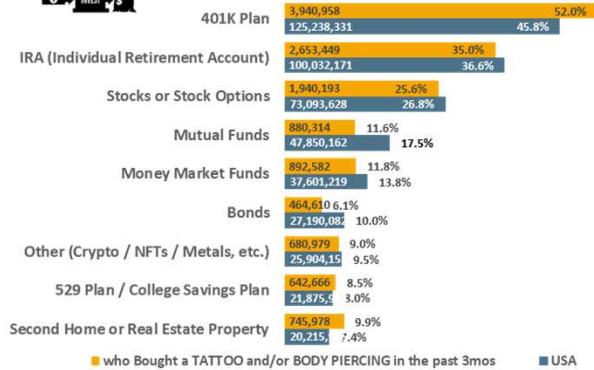




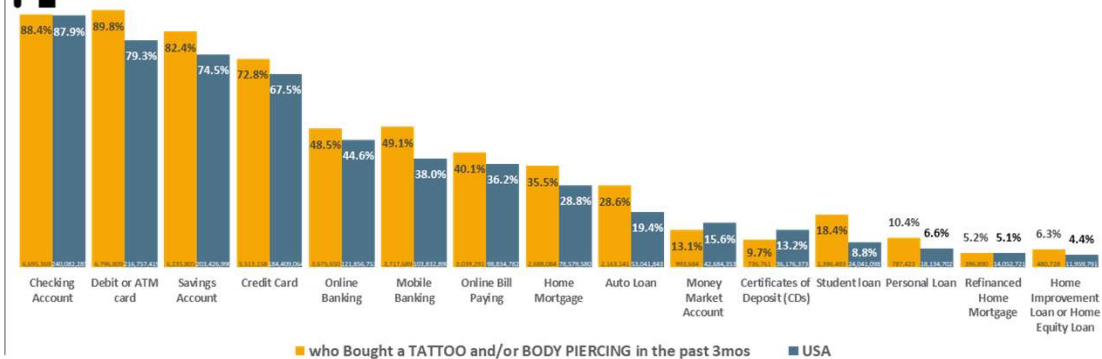
2.8% or 7,571,915 of USA DMA Adults 18 or older Bought a TATTOO and/or BODY PIERCING in the past 3mos. Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos are 13.5% more likely to have a 401K, 47.1% more likely to have an Auto Loan, 13.% less likely to Invest/Trade Stocks Online, 14.9% more likely to pay with their Debit Card.



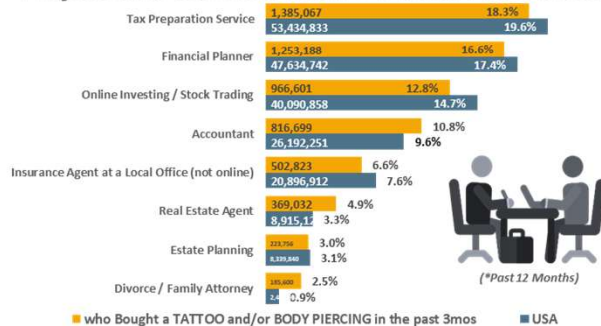
### Investments Owned: Adults 18 or older



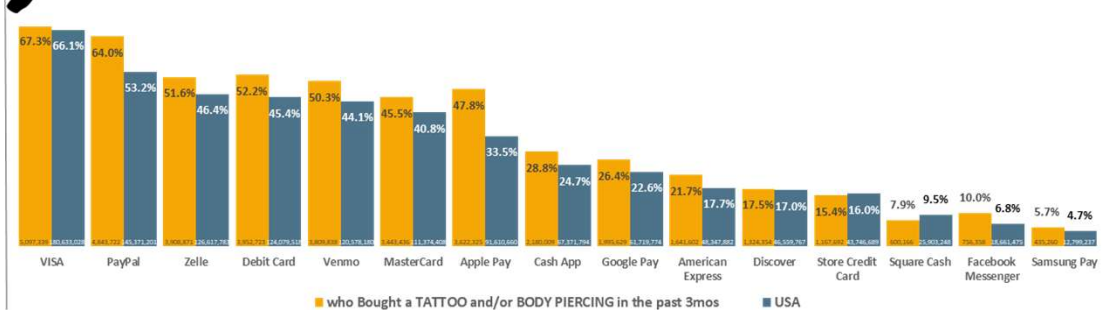
### Financial Services Has and/or Uses: Adults 18 or older



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



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





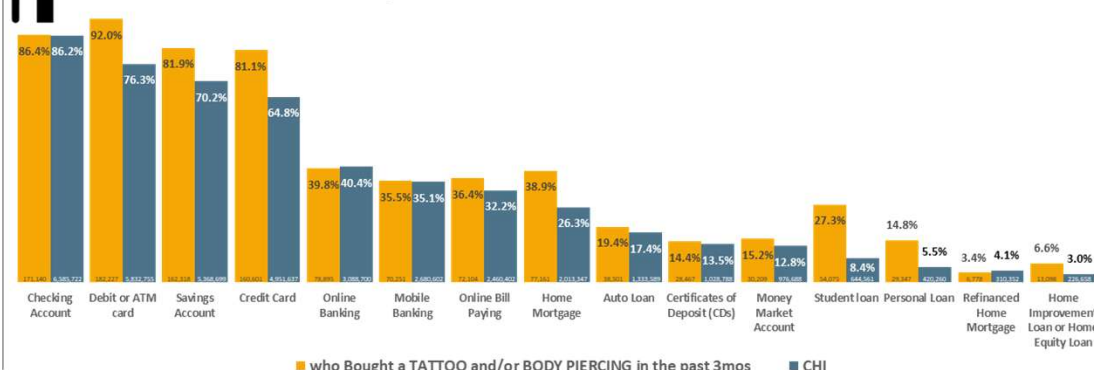
2.6% or 198,122 of CHI DMA Adults 18 or older Bought a TATTOO and/or BODY PIERCING in the past 3mos. Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos are 2.5% less likely to have a 401K, 11.4% more likely to have an Auto Loan, 45.6% less likely to Invest/Trade Stocks Online, 1.1% more likely to pay with their Debit Card.



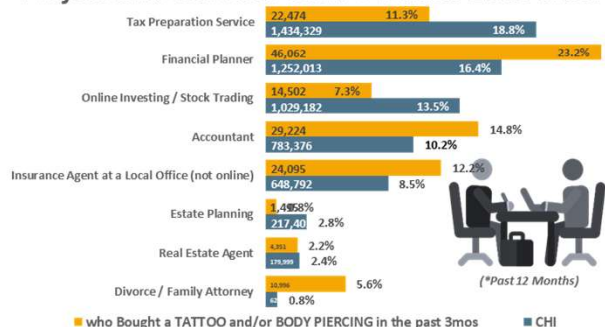
### Investments Owned: Adults 18 or older



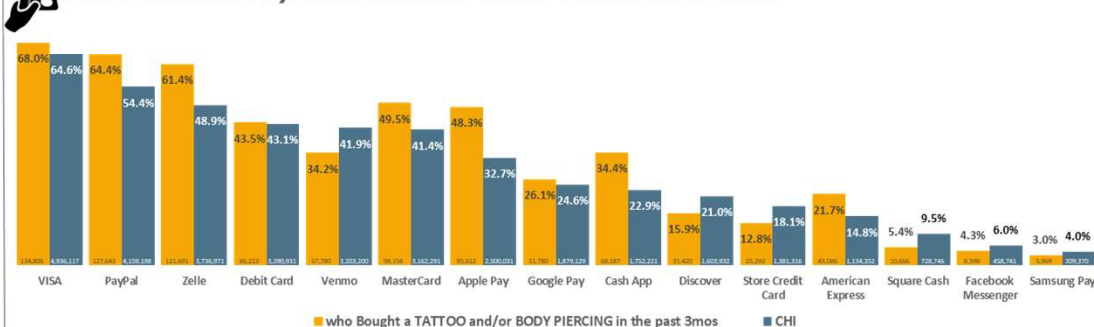
### Financial Services Has and/or Uses: Adults 18 or older



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



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





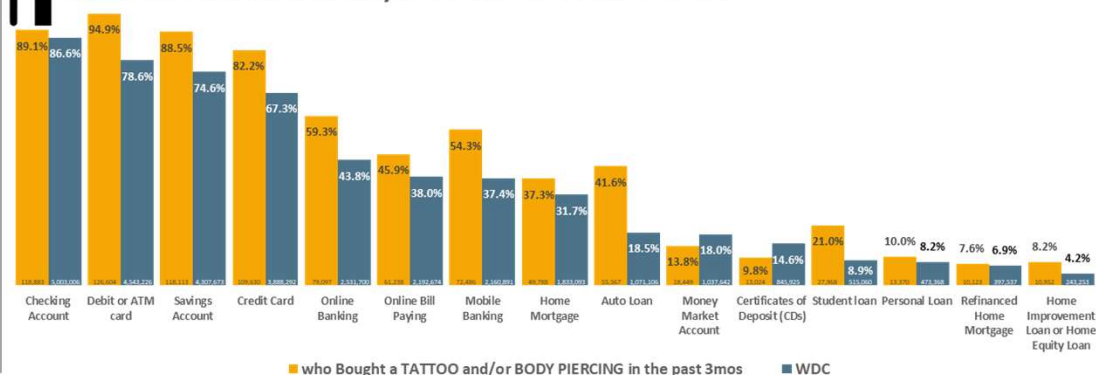
2.3% or 133,424 of WDC DMA Adults 18 or older Bought a TATTOO and/or BODY PIERCING in the past 3mos. Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos are 18.% more likely to have a 401K, 124.6% more likely to have an Auto Loan, 27.8% less likely to Invest/Trade Stocks Online, 20.2% more likely to pay with their Debit Card.



### Investments Owned: Adults 18 or older



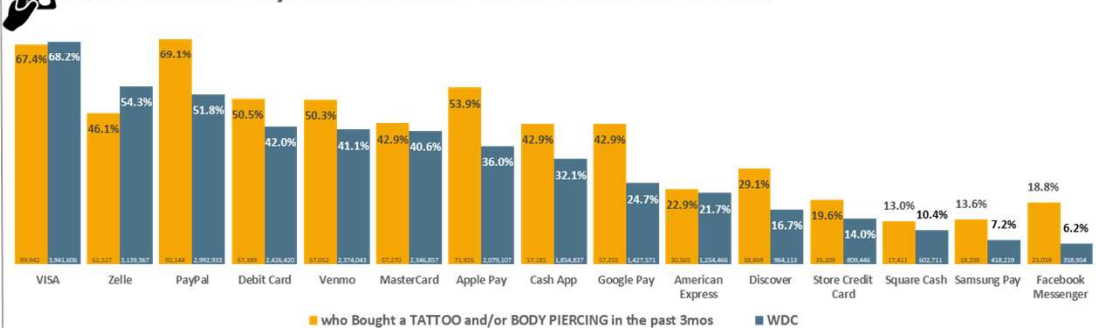
### Financial Services Has and/or Uses: Adults 18 or older



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



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

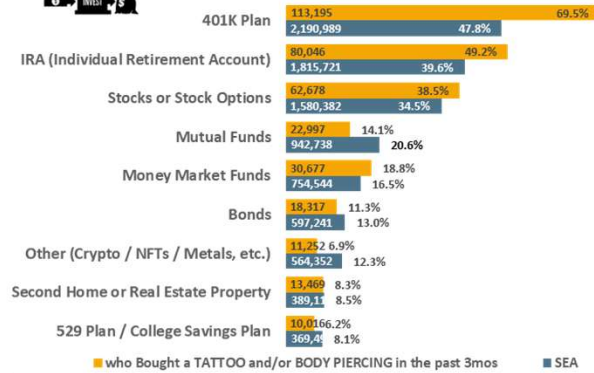




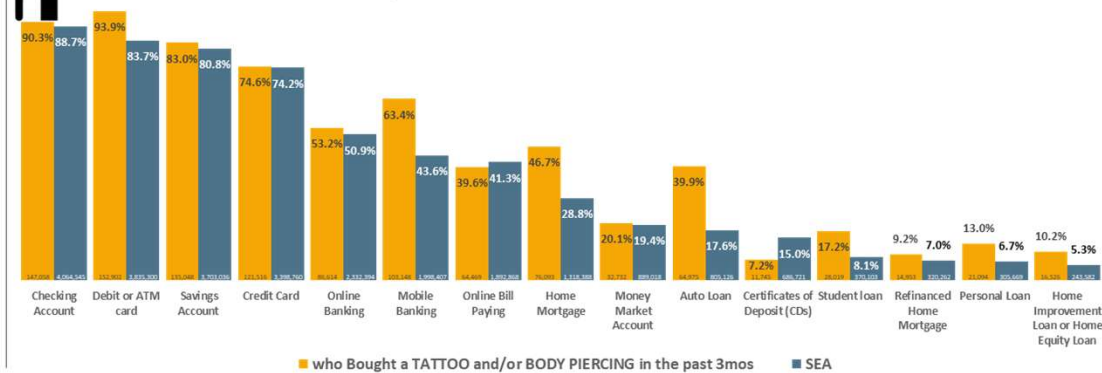
3.6% or 162,795 of SEA DMA Adults 18 or older Bought a TATTOO and/or BODY PIERCING in the past 3mos. Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos are 45.4% more likely to have a 401K, 127.1% more likely to have an Auto Loan, 2.1% more likely to Invest/Trade Stocks Online, 21.8% more likely to pay with their Debit Card.



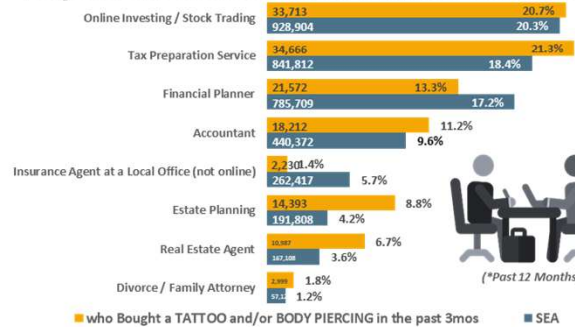
### Investments Owned: Adults 18 or older



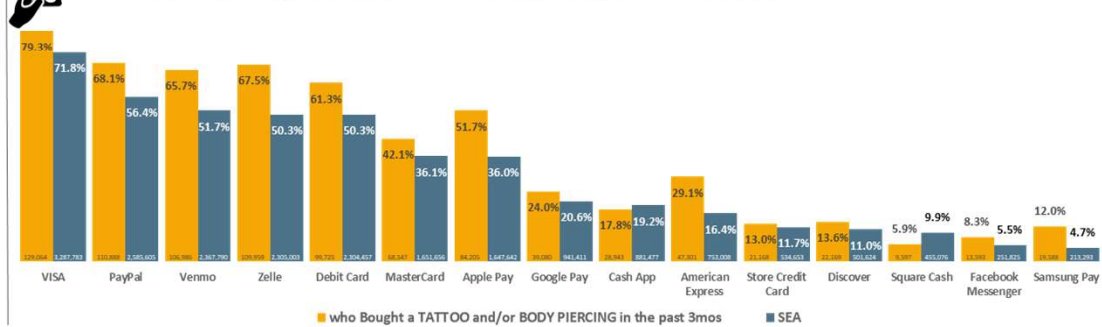
### Financial Services Has and/or Uses: Adults 18 or older



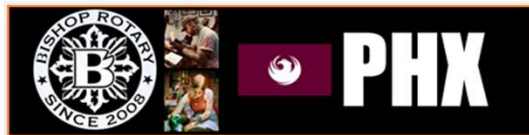
### Professional Services Used\*: Adults 18 or older



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



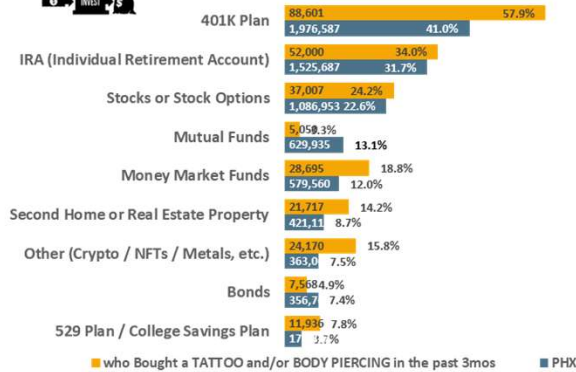




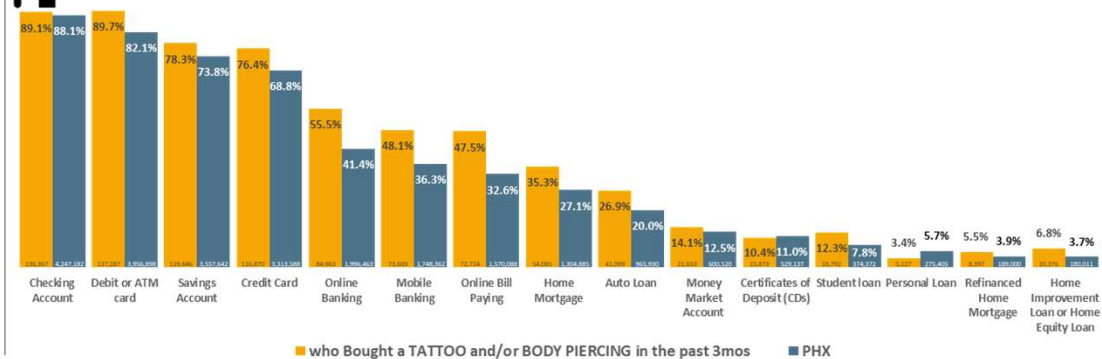
3.2% or 153,026 of PHX DMA Adults 18 or older Bought a TATTOO and/or BODY PIERCING in the past 3mos. Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos are 41.1% more likely to have a 401K, 34.% more likely to have an Auto Loan, 32.1% more likely to Invest/Trade Stocks Online, 18.7% more likely to pay with their Debit Card.



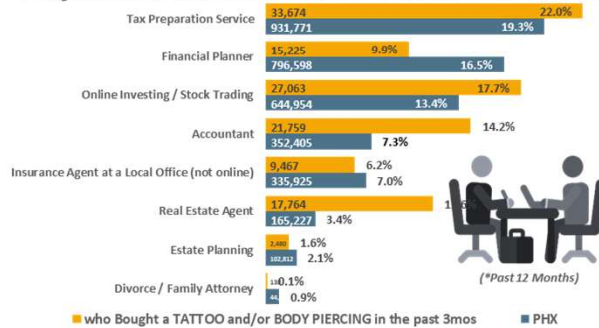
### Investments Owned: Adults 18 or older



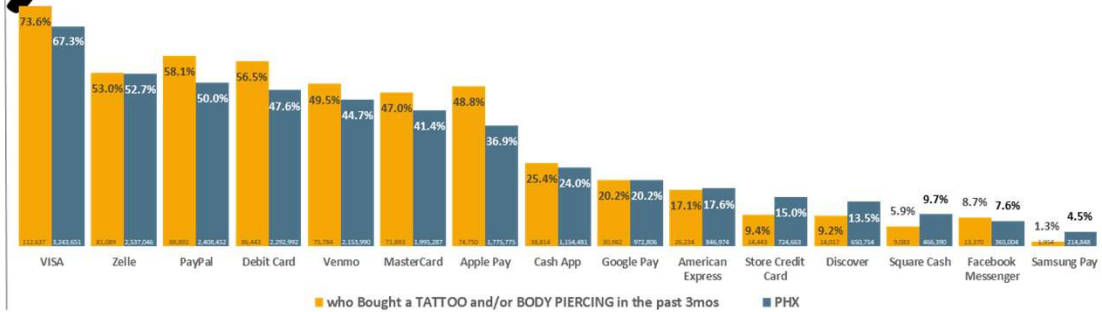
### Financial Services Has and/or Uses: Adults 18 or older



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

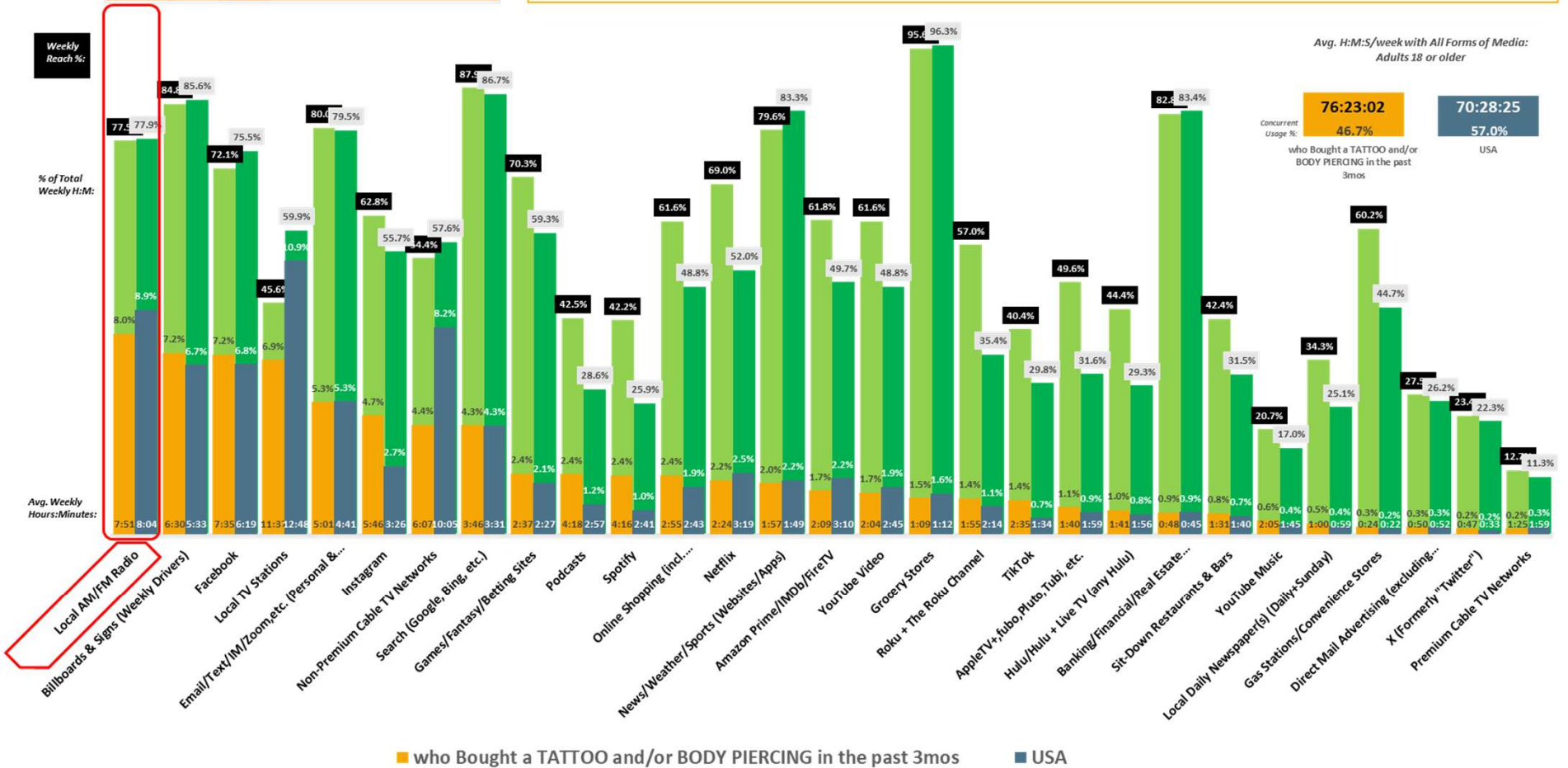


### Past 3-Months Payment Methods Used: Adults 18 or older



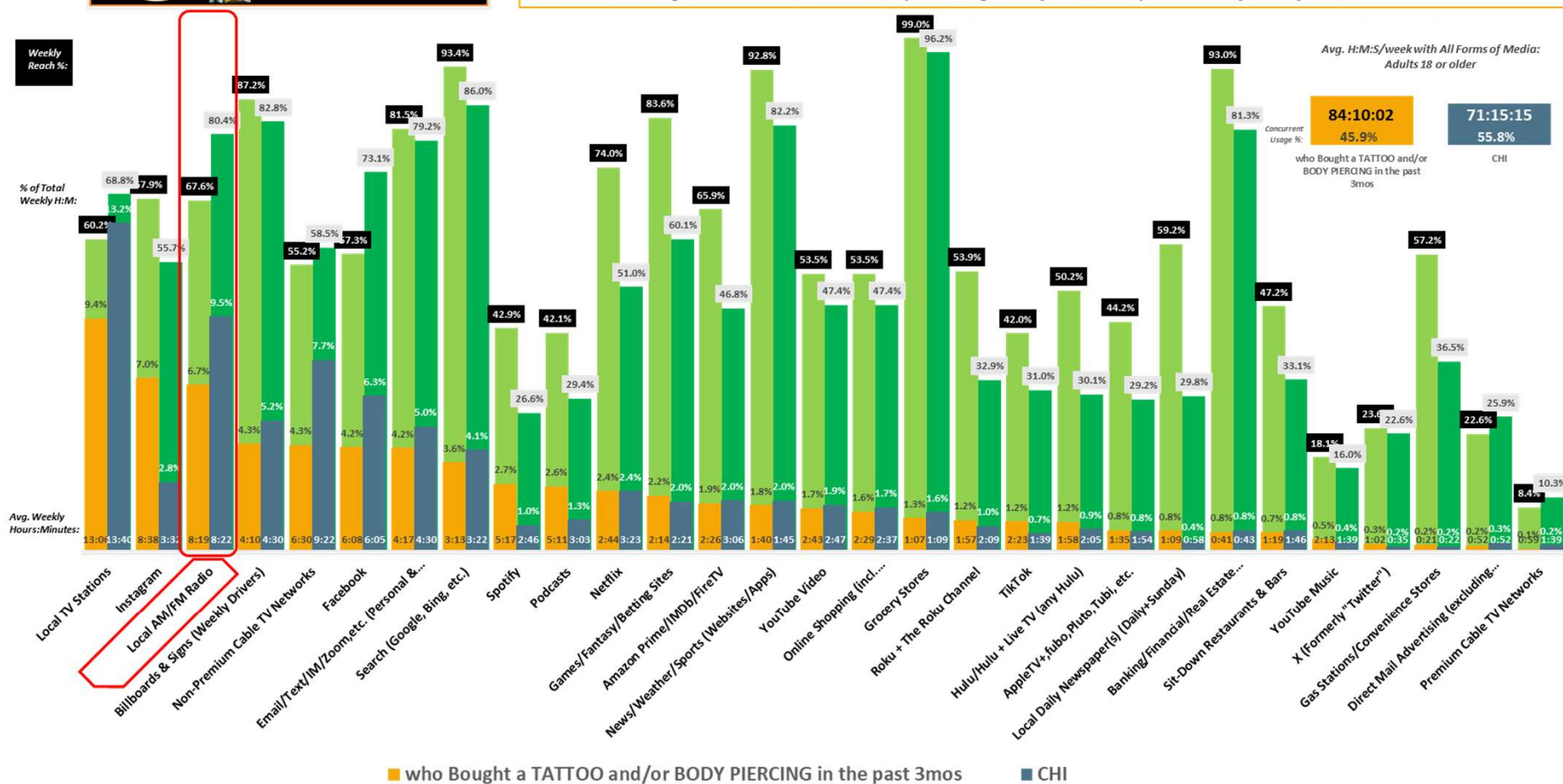


Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos spend an average of 3 days, 4 hours, 23 minutes and 2 seconds each week with All Forms of Media.  
 77.5% of Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos spend an avg. of 7 hours and 51 minutes each week listening to All Local AM/FM Radio, representing 8.% of total time spent with all forms of Media.



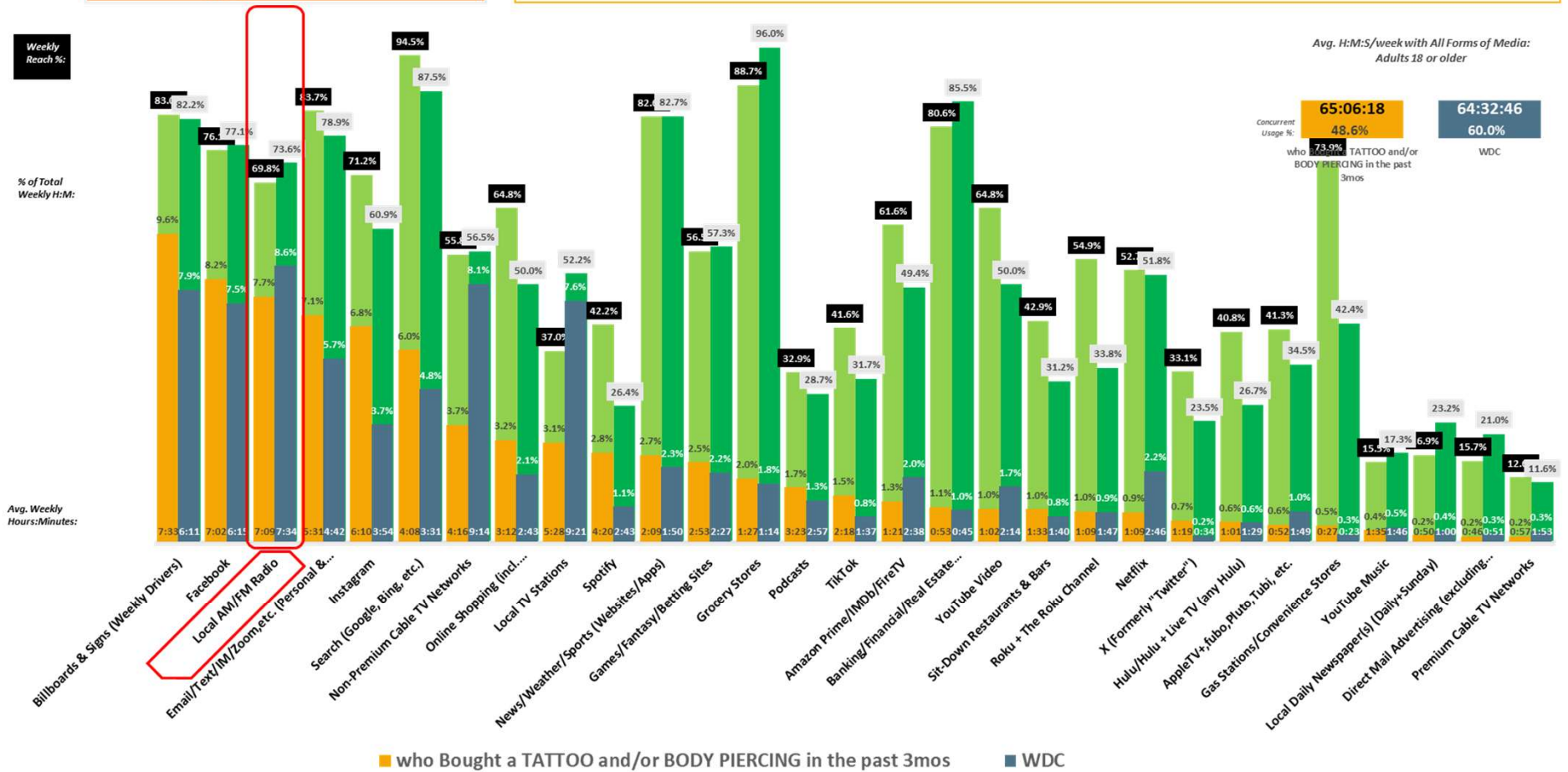


Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos spend an average of 3 days, 12 hours, 10 minutes and 2 seconds each week with All Forms of Media.  
 67.6% of Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos spend an avg. of 8 hours and 19 minutes each week listening to All Local AM/FM Radio, representing 6.7% of total time spent with all forms of Media.





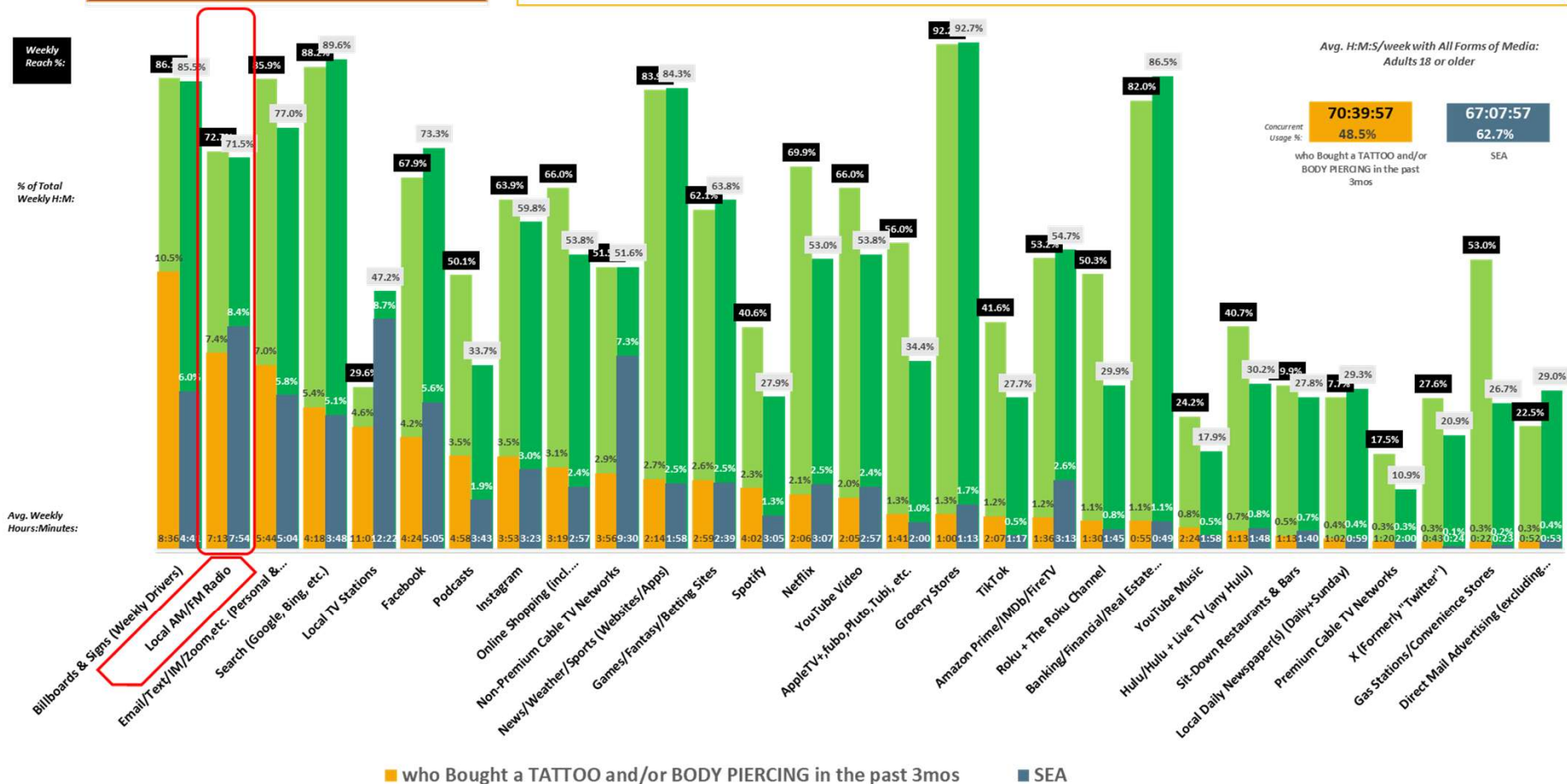
Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos spend an average of 2 days, 17 hours, 6 minutes and 18 seconds each week with All Forms of Media.  
 69.8% of Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos spend an avg. of 7 hours and 9 minutes each week listening to All Local AM/FM Radio, representing 7.7% of total time spent with all forms of Media.

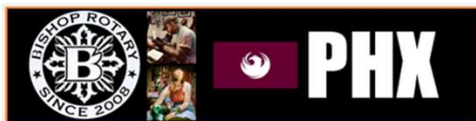




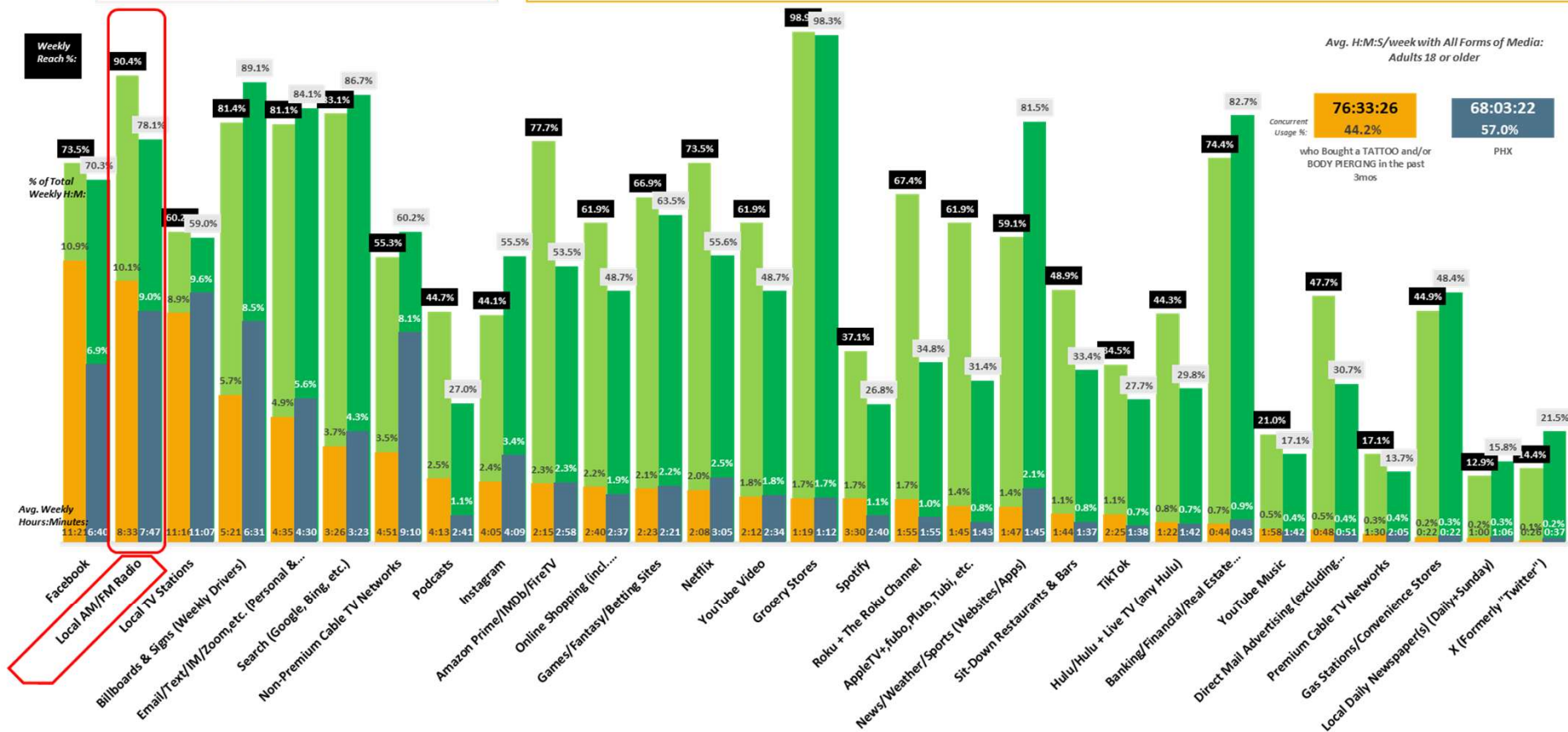


Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos spend an average of 2 days, 22 hours, 39 minutes and 57 seconds each week with All Forms of Media.  
 72.7% of Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos spend an avg. of 7 hours and 13 minutes each week listening to All Local AM/FM Radio, representing 7.4% of total time spent with all forms of Media.





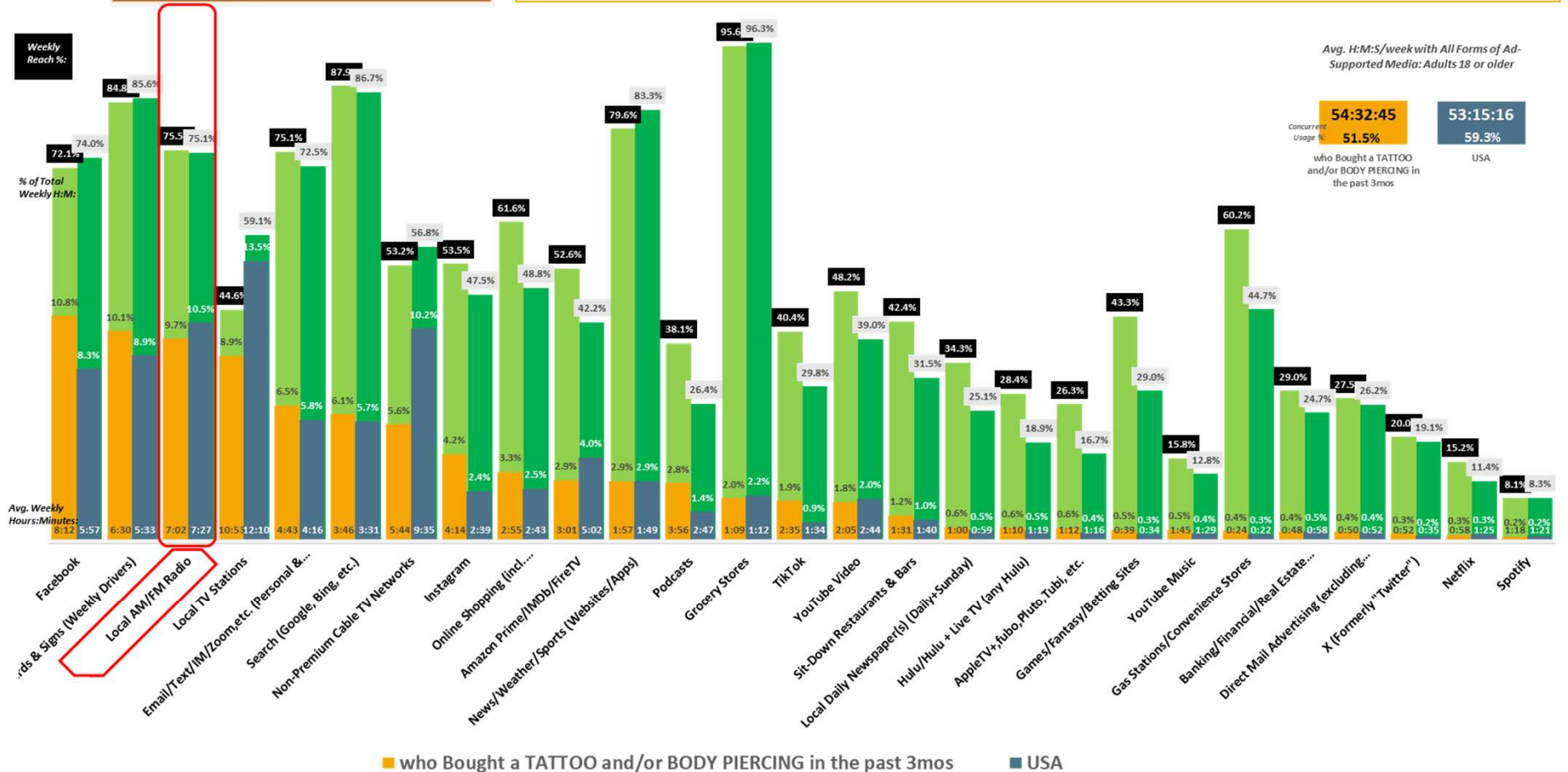
Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos spend an average of 3 days, 4 hours, 33 minutes and 26 seconds each week with All Forms of Media.  
 90.4% of Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos spend an avg. of 8 hours and 33 minutes each week listening to All Local AM/FM Radio, representing 10.1% of total time spent with all forms of Media.



who Bought a TATTOO and/or BODY PIERCING in the past 3mos PHX

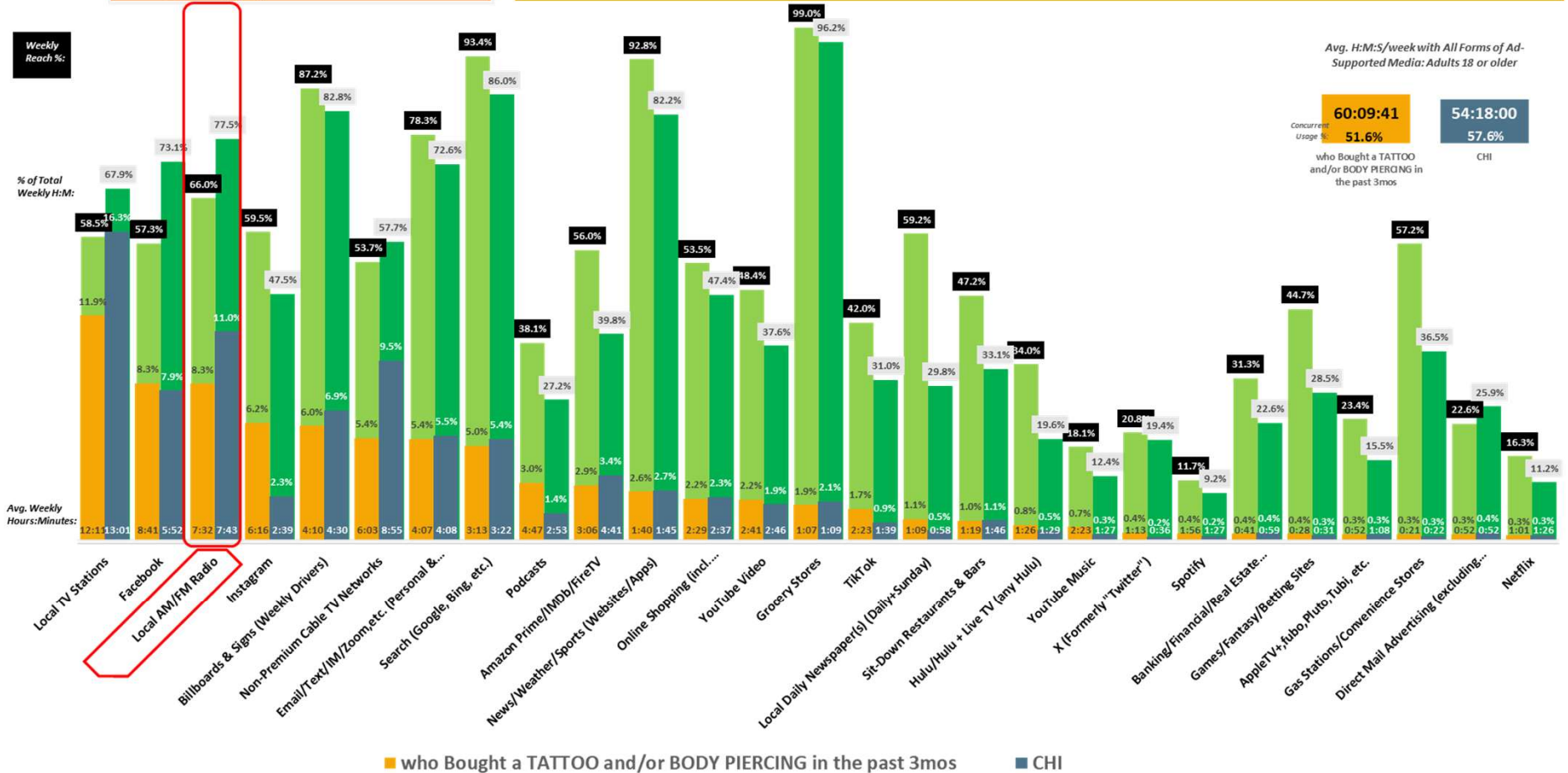


Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos spend an average of 2 days, 6 hours, 32 minutes and 45 seconds each week with All Forms of Ad-Supported Media.  
 75.5% of Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos spend an avg. of 7 hours and 2 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.7% of total time spent with all forms of Ad-Supported Media.





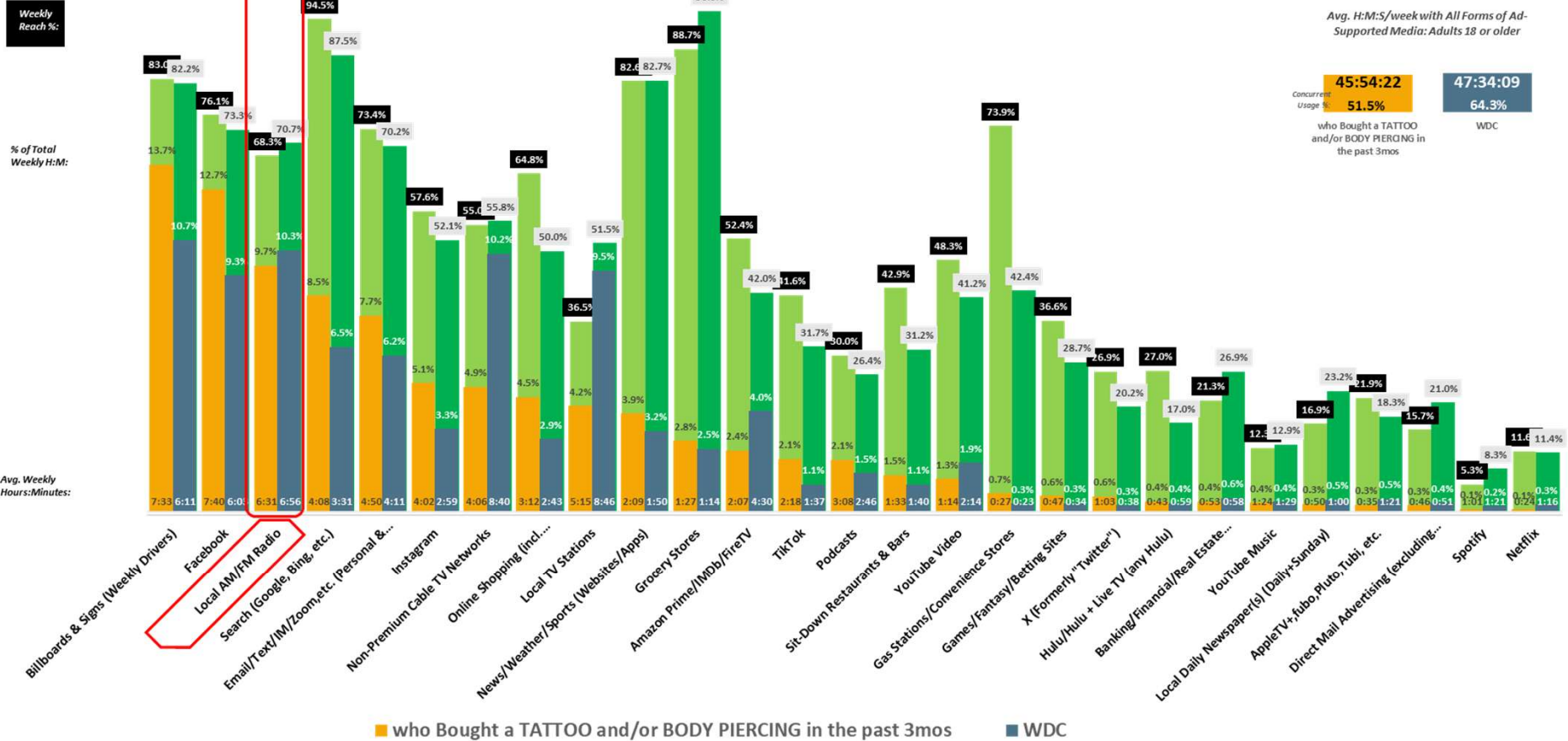
Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos spend an average of 2 days, 12 hours, 9 minutes and 41 seconds each week with All Forms of Ad-Supported Media.  
 66.% of Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos spend an avg. of 7 hours and 32 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 8.3% of total time spent with all forms of Ad-Supported Media.





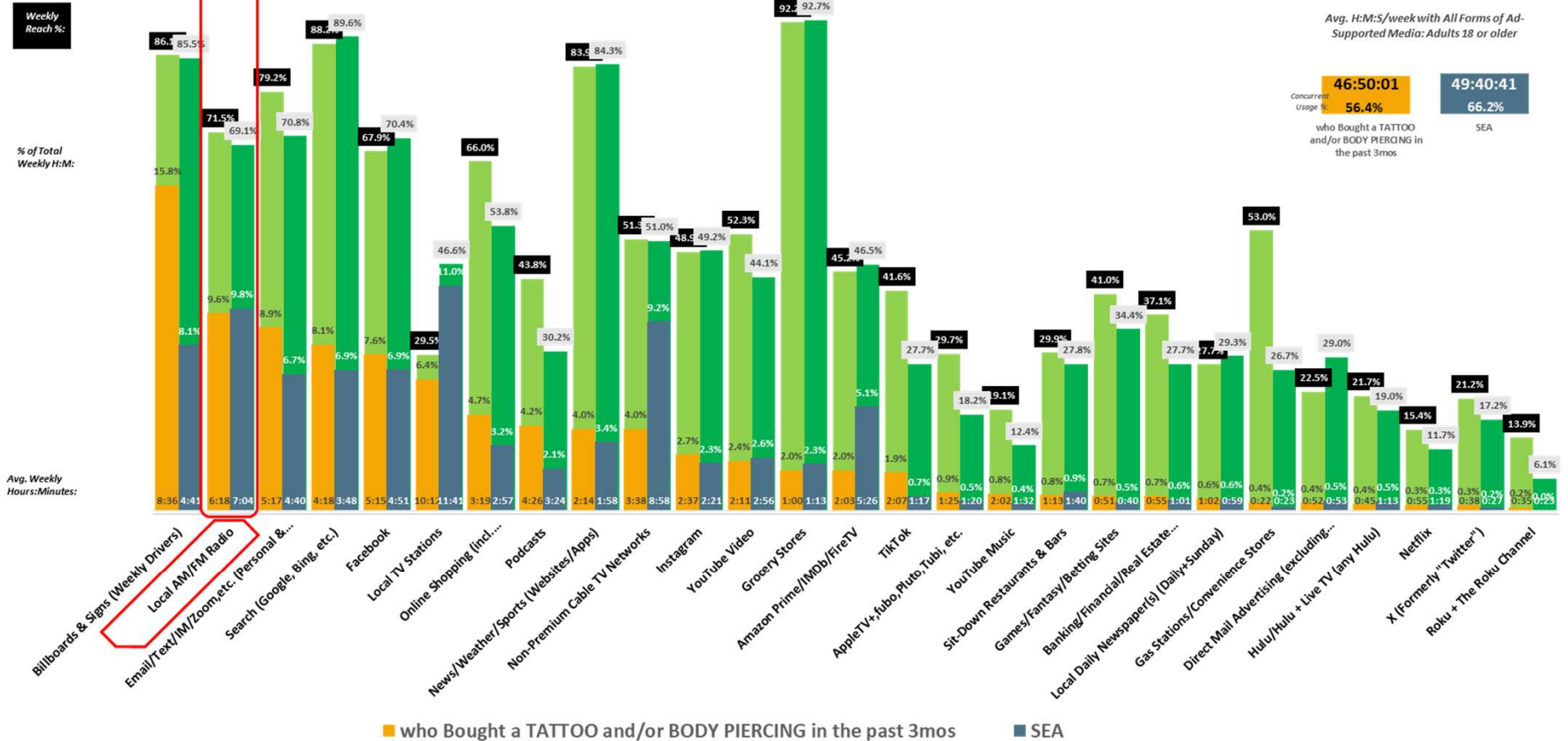


Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos spend an average of 1 days, 21 hours, 54 minutes and 22 seconds each week with All Forms of Ad-Supported Media.  
 68.3% of Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos spend an avg. of 6 hours and 31 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.7% of total time spent with all forms of Ad-Supported Media



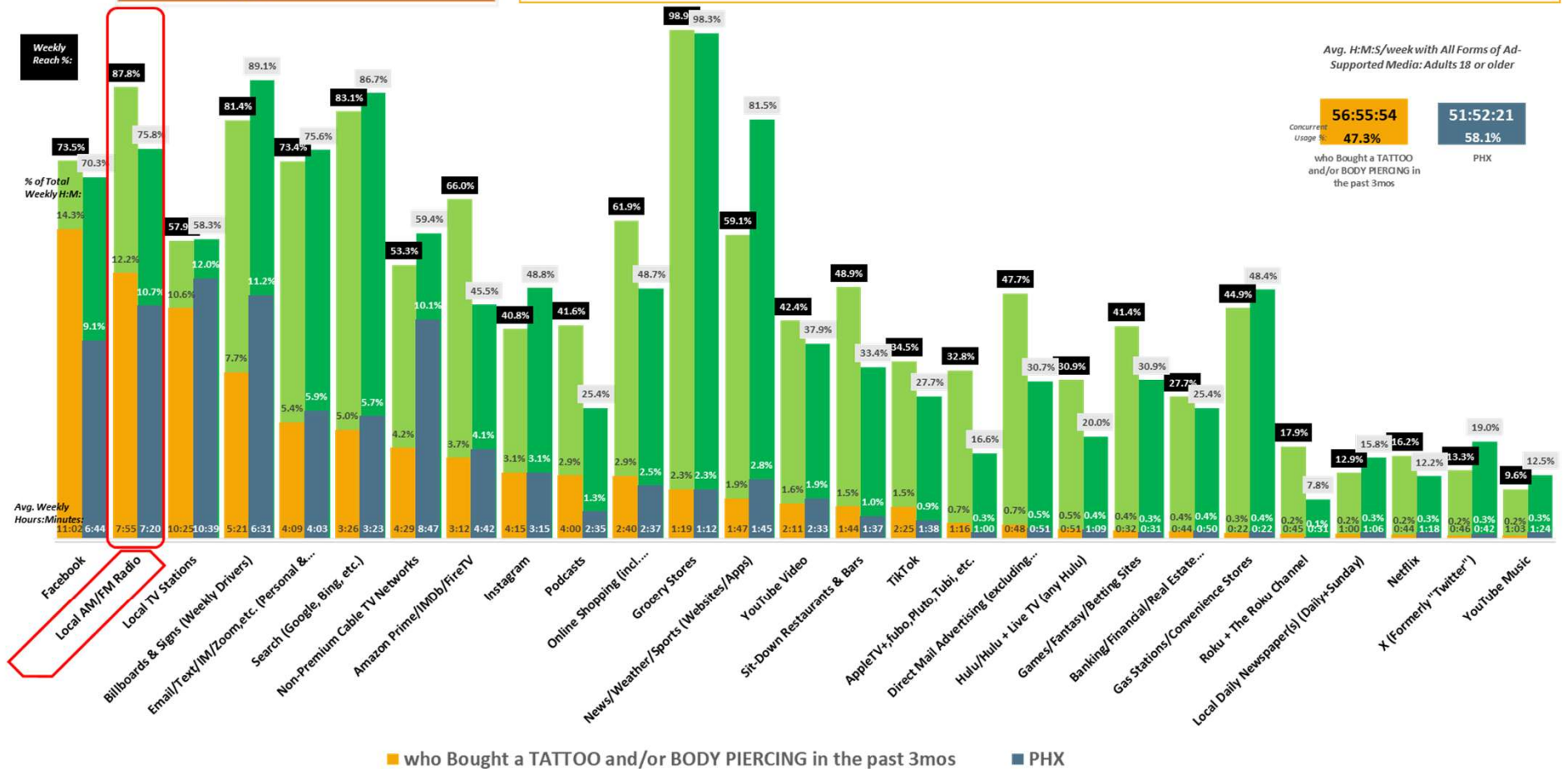


Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos spend an average of 1 days, 22 hours, 50 minutes and 1 seconds each week with All Forms of Ad-Supported Media.  
 71.5% of Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos spend an avg. of 6 hours and 18 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.6% of total time spent with all forms of Ad-Supported Media





Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos spend an average of 2 days, 8 hours, 55 minutes and 54 seconds each week with All Forms of Ad-Supported Media.  
 87.8% of Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos spend an avg. of 7 hours and 55 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.2% of total time spent with all forms of Ad-Supported Medi



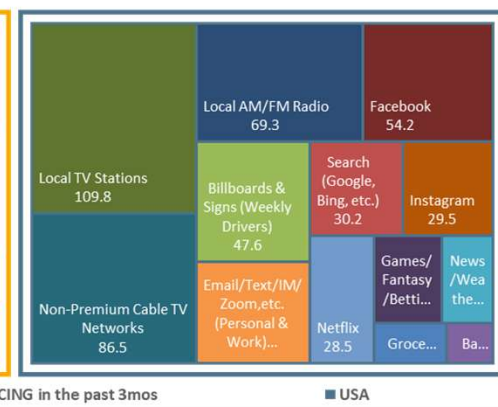
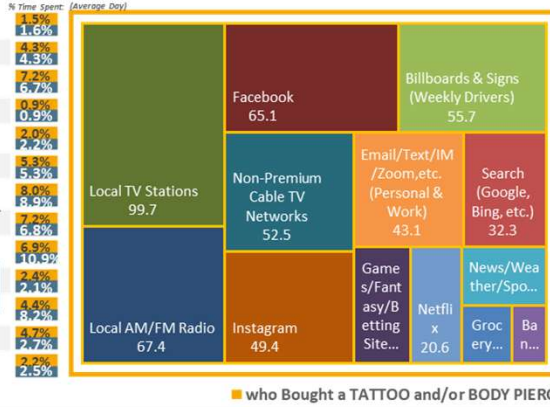
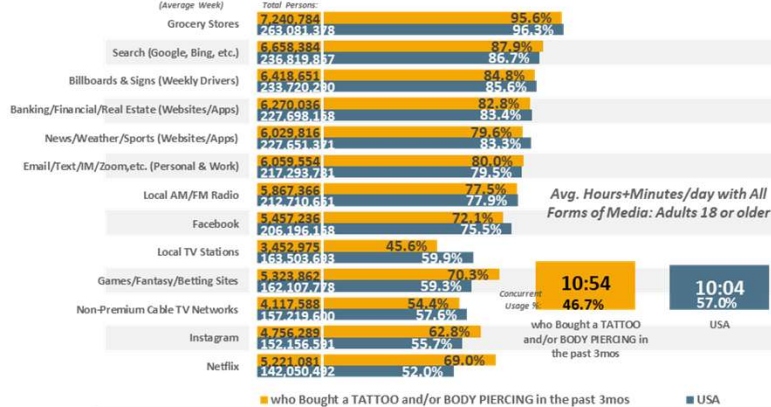




Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos spend an average of 7 hours and 47 minutes each day with All Forms of Ad-Supported Media. 75.5% listen to Local AM/FM Radio for an avg. of 60.3 minutes/day. (Local Radio delivers 9.7% of Time with Ad-Supported Media.)

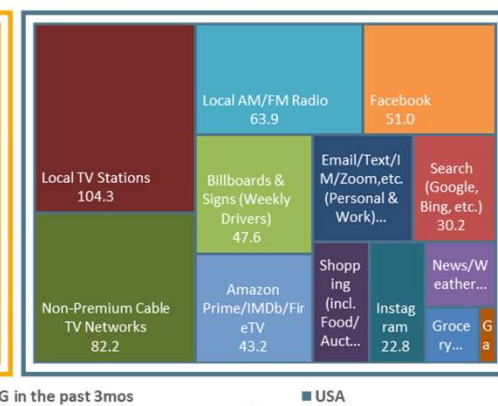
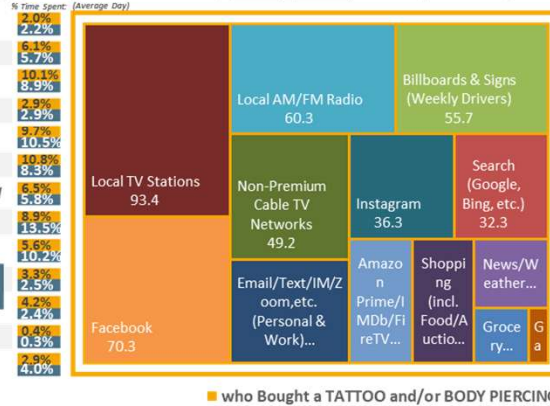
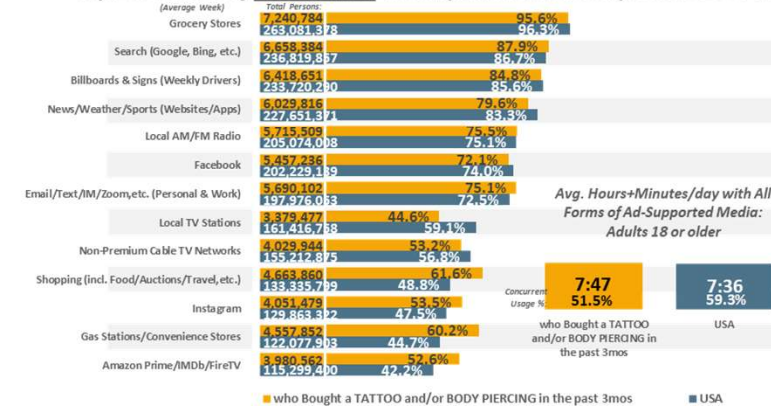
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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



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

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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 725  
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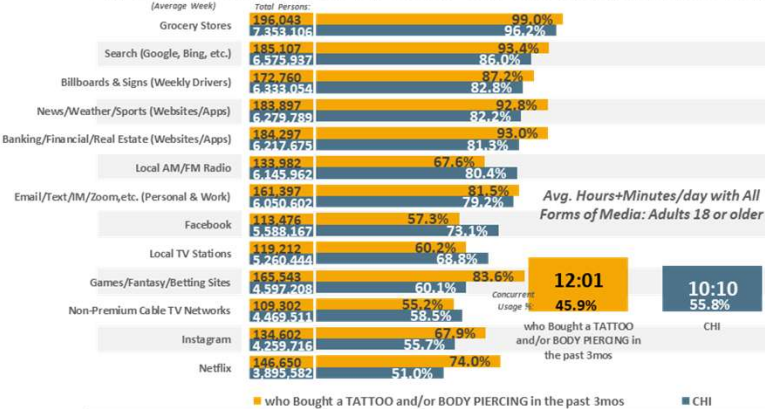
Other stores bought past 3 months: Any tattoo/body piercing shop



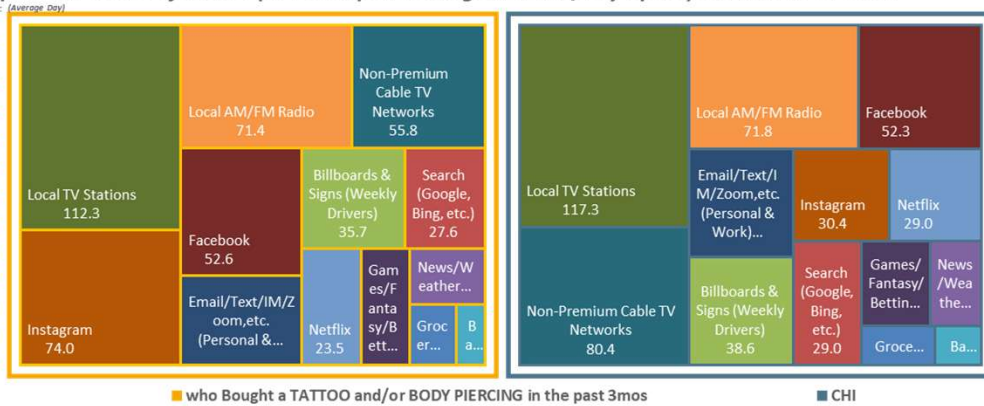


Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos spend an average of 8 hours and 35 minutes each day with All Forms of Ad-Supported Media. 66.% listen to Local AM/FM Radio for an avg. of 64.6 minutes/day. (Local Radio delivers 8.3% of Time with Ad-Supported Media.)

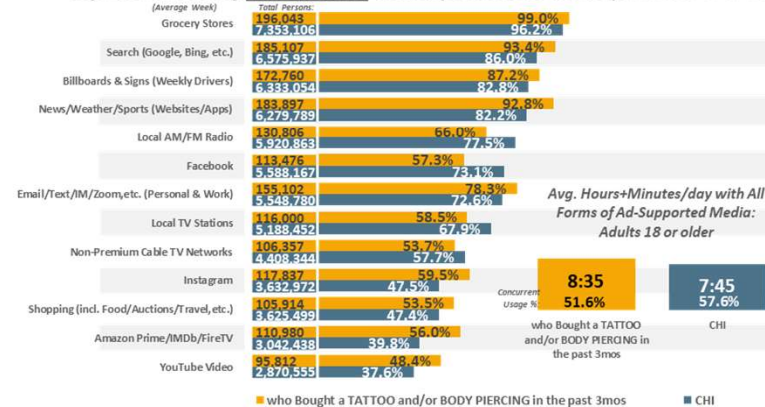
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



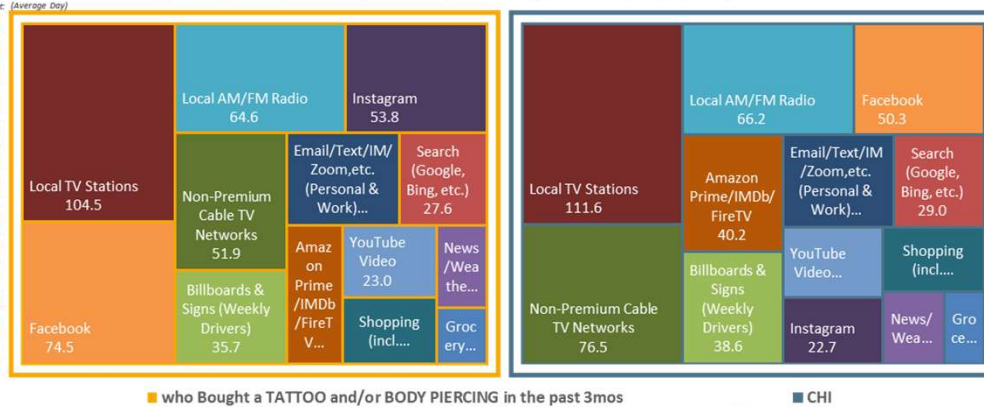
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 99  
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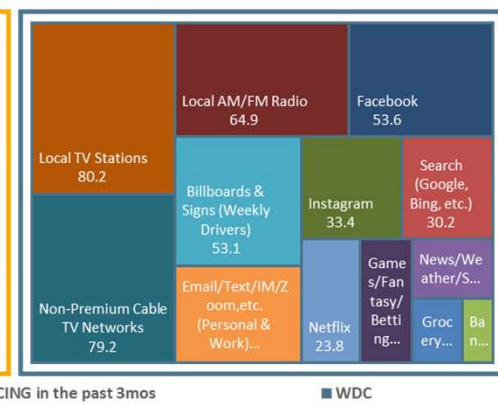
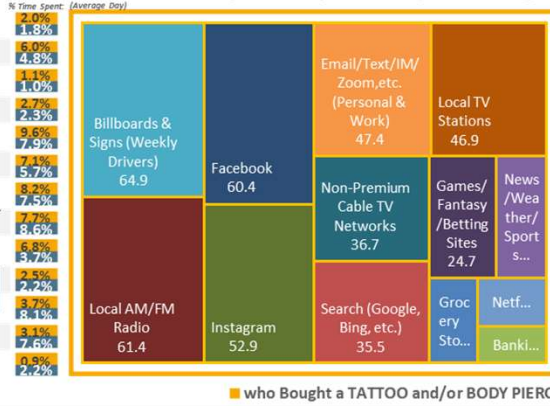
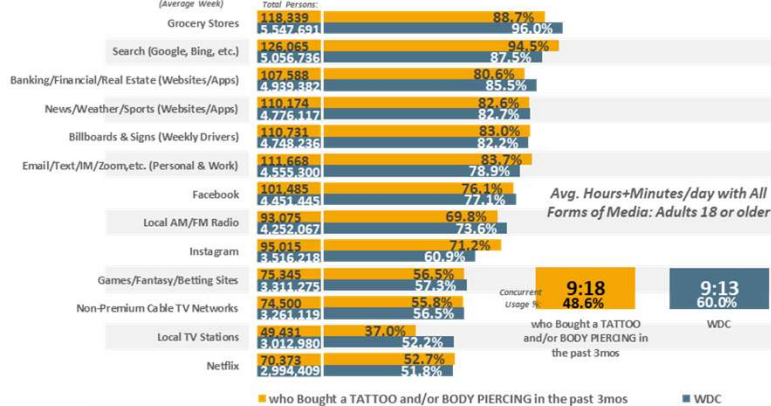
Other stores bought past 3 months: Any tattoo/body piercing shop



Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos spend an average of 6 hours and 33 minutes each day with All Forms of Ad-Supported Media. 68.3% listen to Local AM/FM Radio for an avg. of 55.9 minutes/day. (Local Radio delivers 9.7% of Time with Ad-Supported Media.)

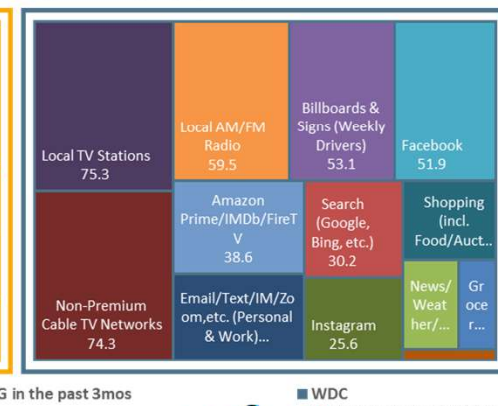
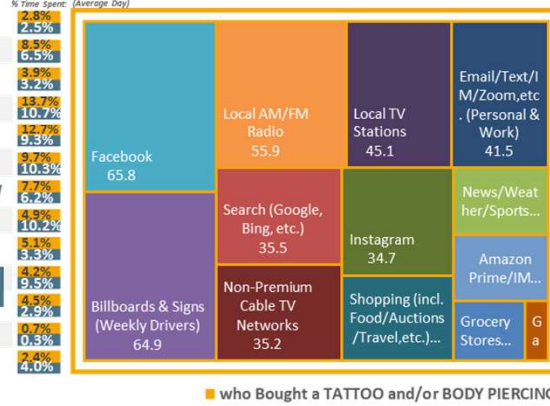
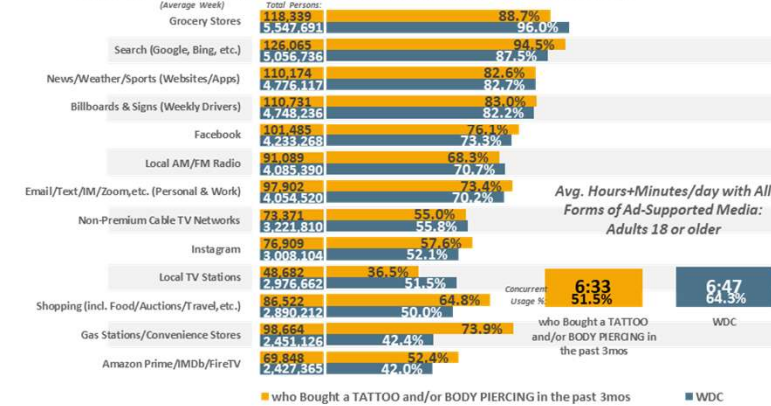
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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



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

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

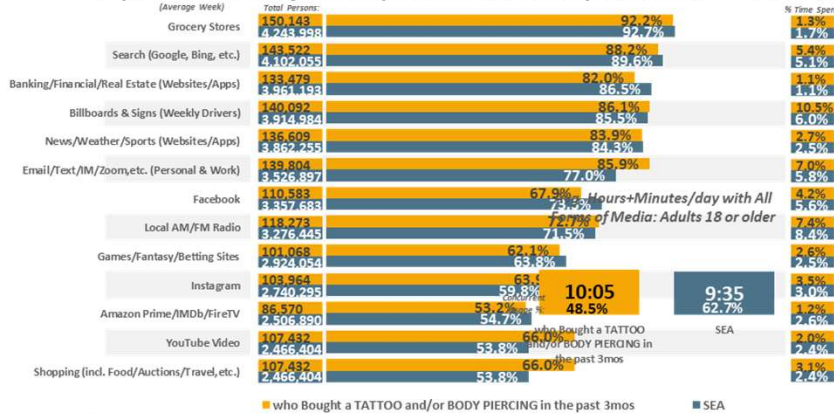




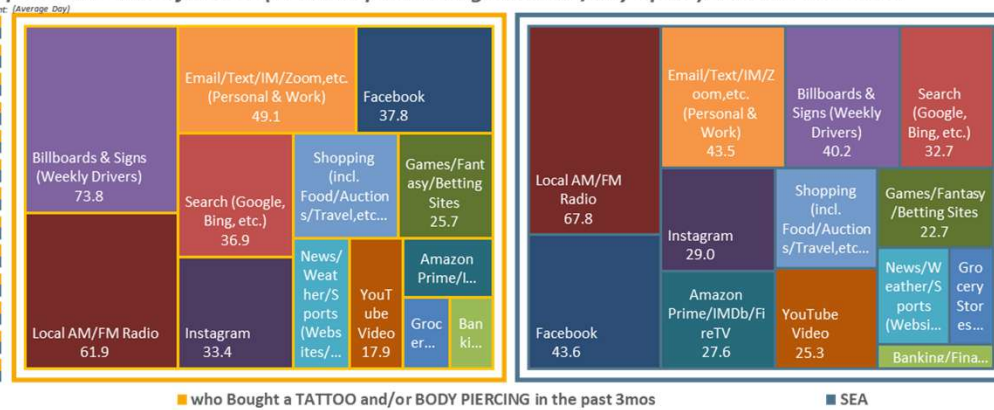


Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos spend an average of 6 hours and 41 minutes each day with All Forms of Ad-Supported Media. 71.5% listen to Local AM/FM Radio for an avg. of 54. minutes/day. (Local Radio delivers 9.6% of Time with Ad-Supported Media.)

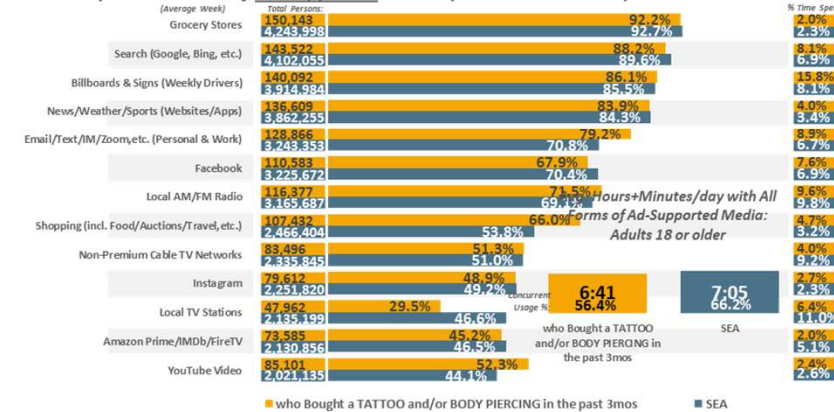
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



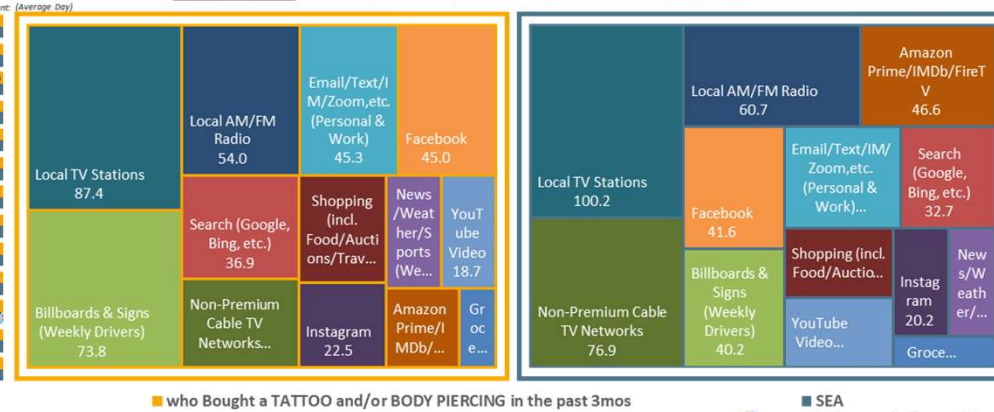
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 131  
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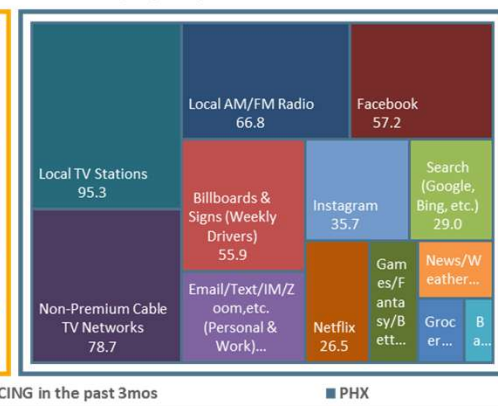
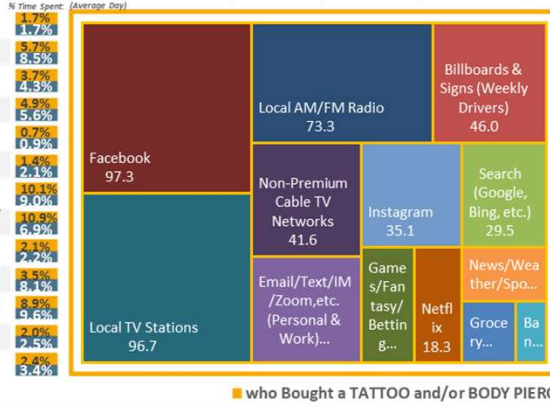
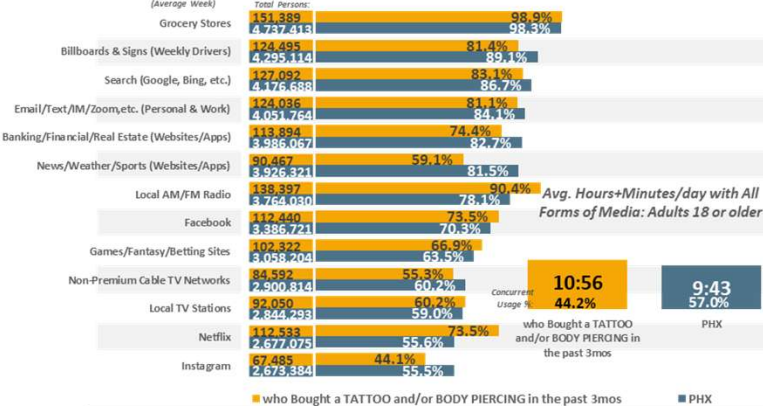
Other stores bought past 3 months: Any tattoo/body piercing shop



Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos spend an average of 8 hours and 7 minutes each day with All Forms of Ad-Supported Media. 87.8% listen to Local AM/FM Radio for an avg. of 67.9 minutes/day. (Local Radio delivers 12.2% of Time with Ad-Supported Media.)

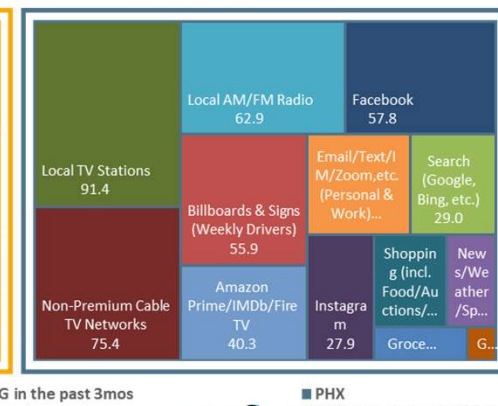
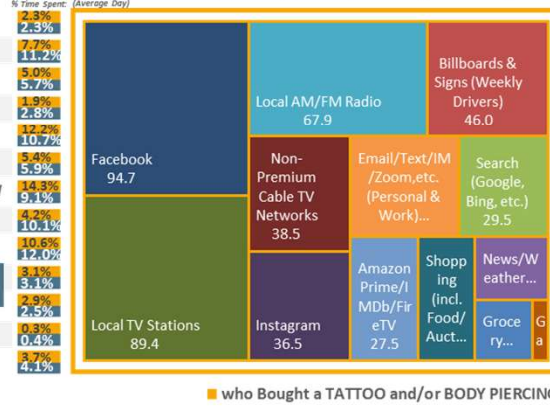
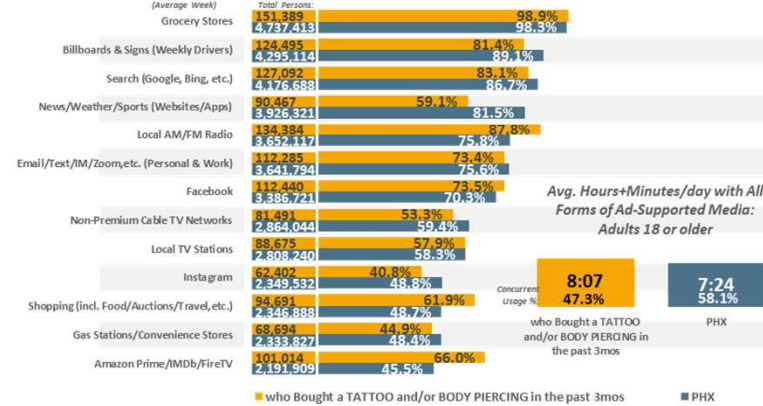
### Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

### 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



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 92  
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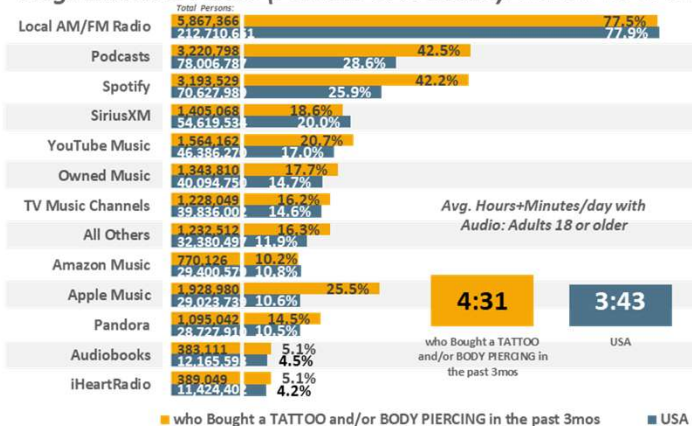
Other stores bought past 3 months: Any tattoo/body piercing shop



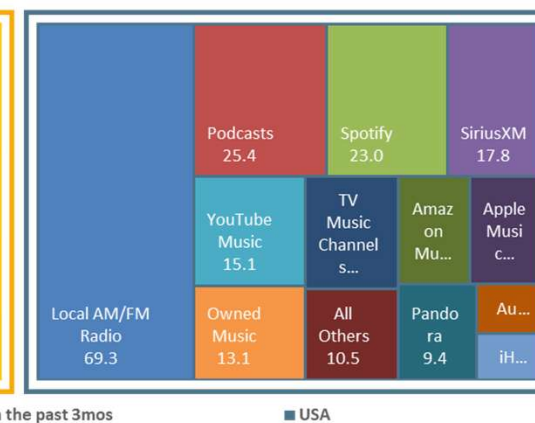
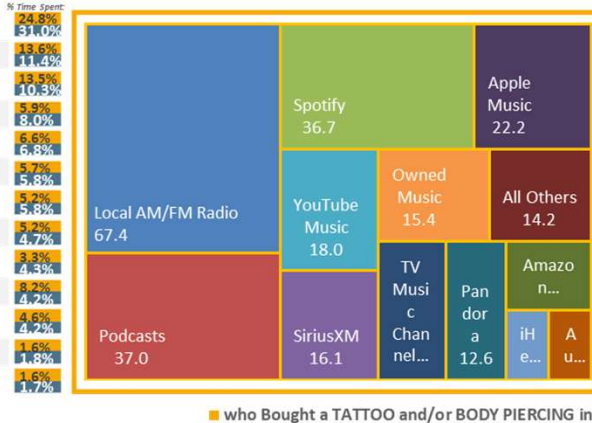


5,715,509 or 75.5% of Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 60.3 minutes every day representing 36.4% of all time spent daily with Ad-Supported Audio.

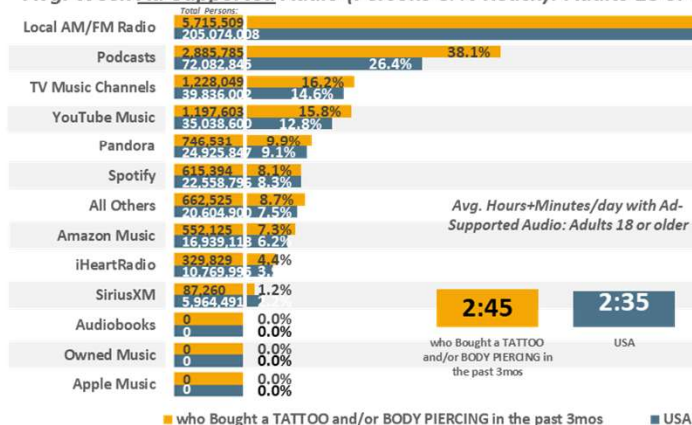
### Avg. Week All Audio (Persons & % Reach): Adults 18 or older



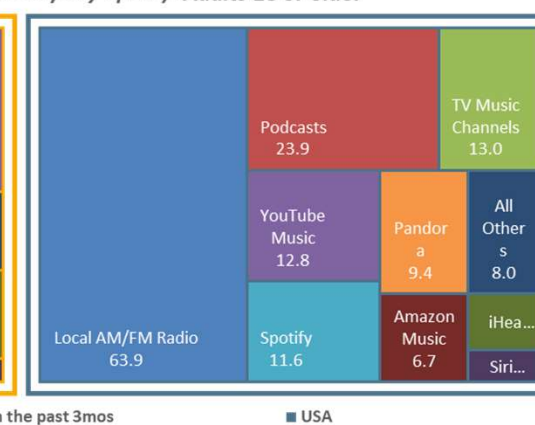
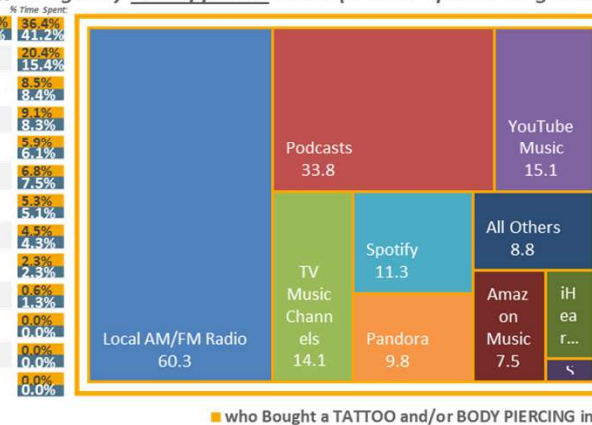
### Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



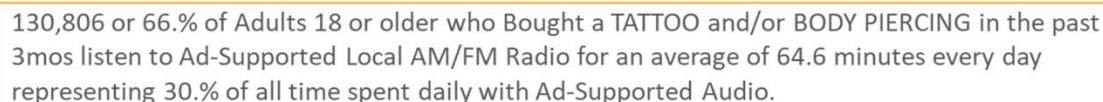
### Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



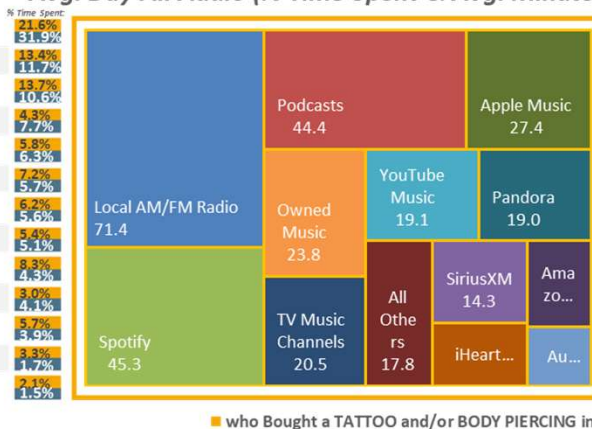
USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 725  
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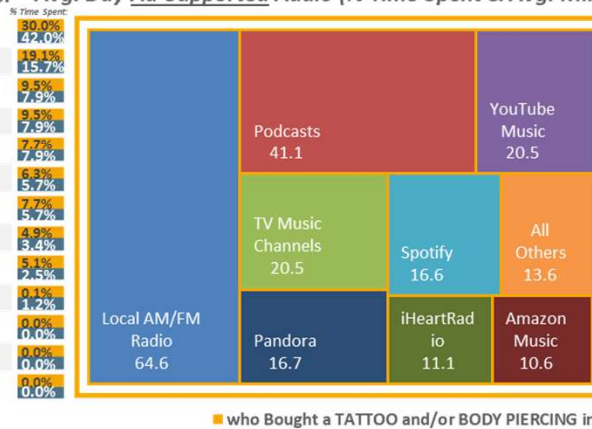
Other stores bought past 3 months: Any tattoo/body piercing shop



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



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



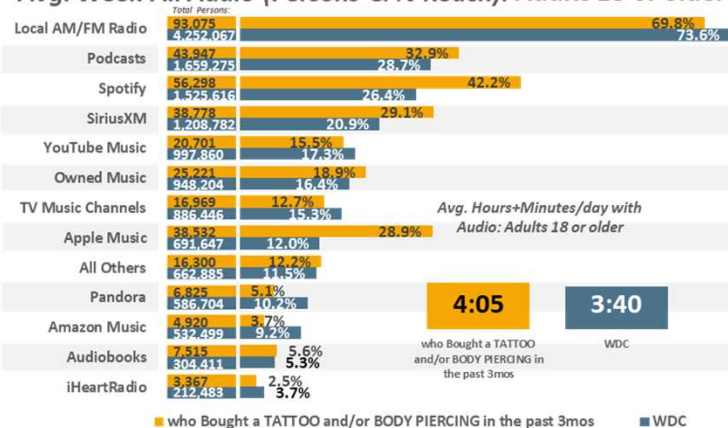
**soefa.ai** Share of Everything  
for Anything

Other stores bought past 3 months: Any tattoo/body piercing shop

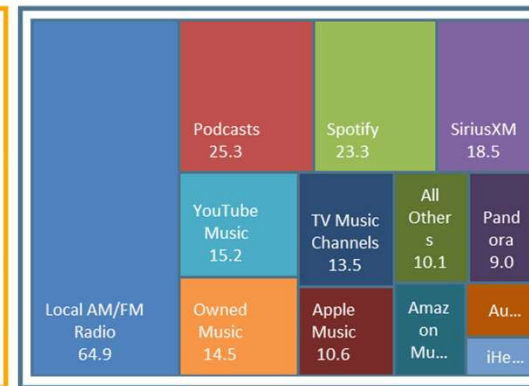
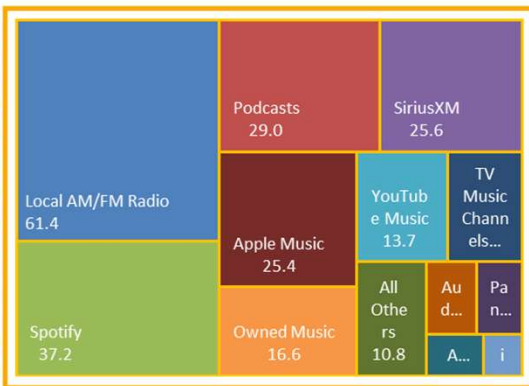


91,089 or 68.3% of Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 55.9 minutes every day representing 42.2% of all time spent daily with Ad-Supported Audio.

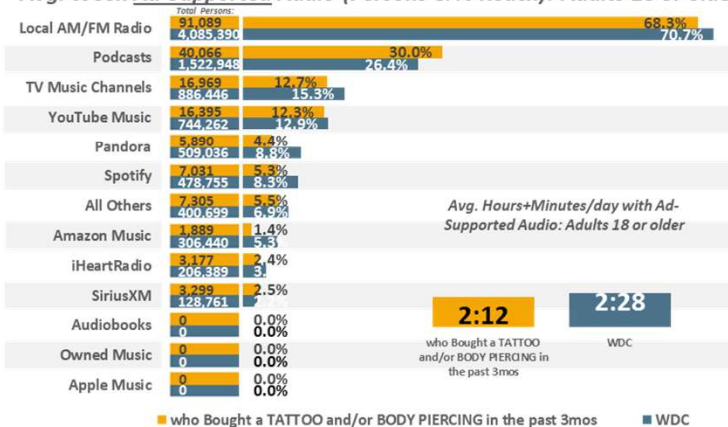
**Avg. Week All Audio (Persons & % Reach): Adults 18 or older**



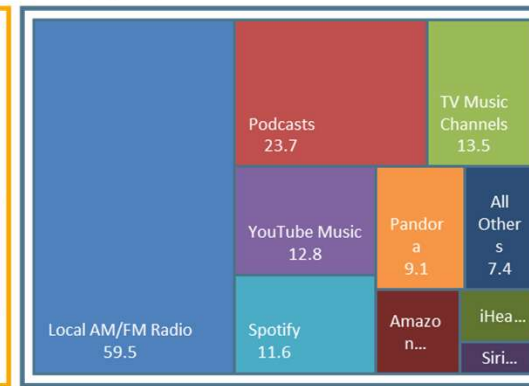
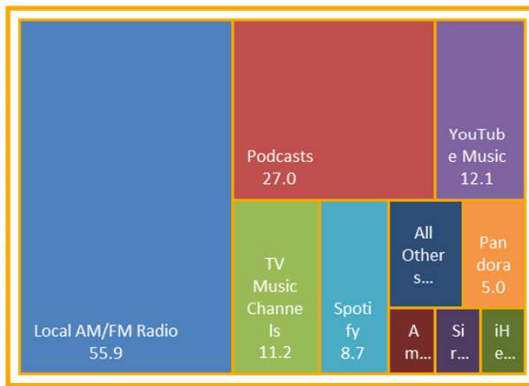
**Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



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



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

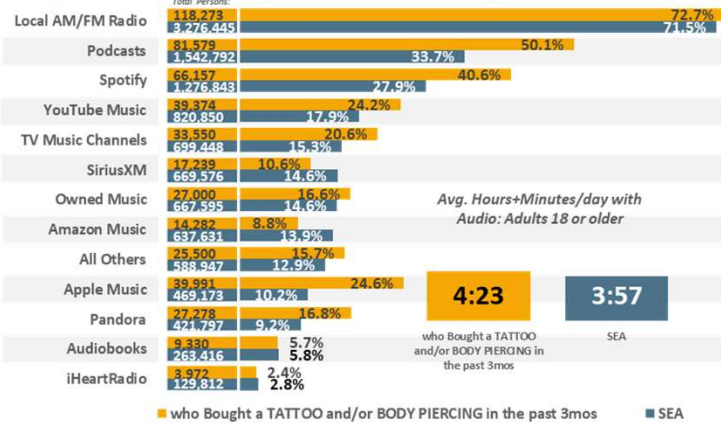




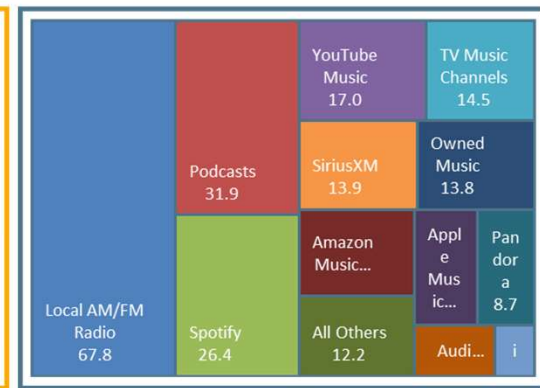
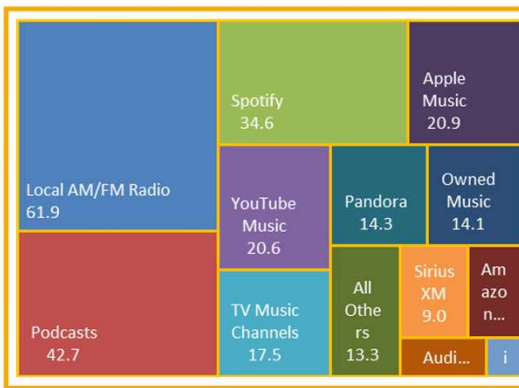


116,377 or 71.5% of Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 54. minutes every day representing 33.1% of all time spent daily with Ad-Supported Audio.

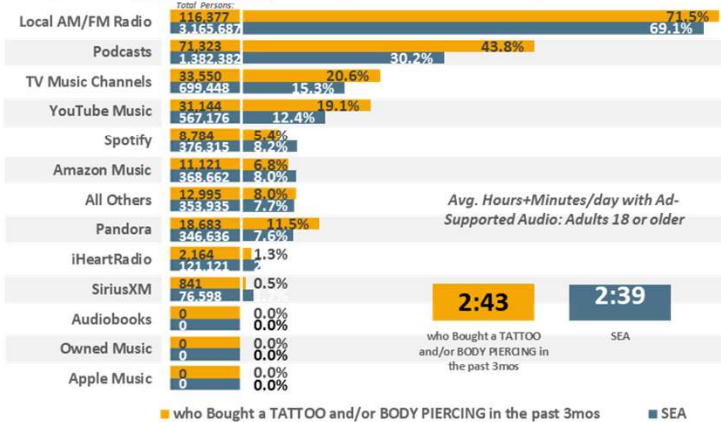
**Avg. Week All Audio (Persons & % Reach): Adults 18 or older**



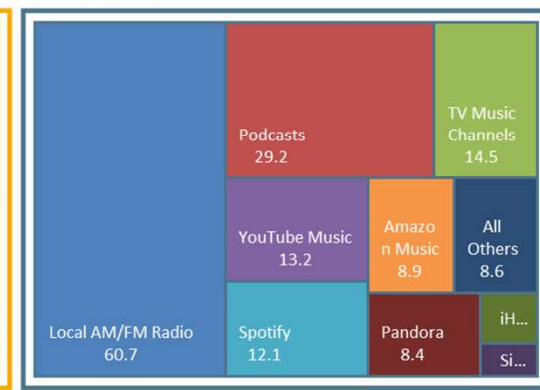
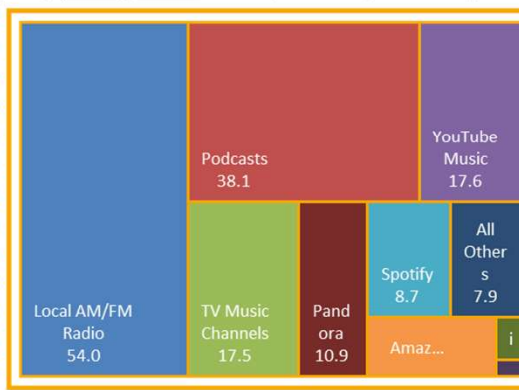
**Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



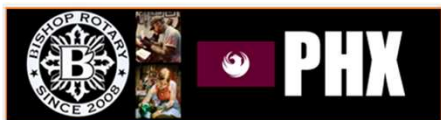
**Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older**



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

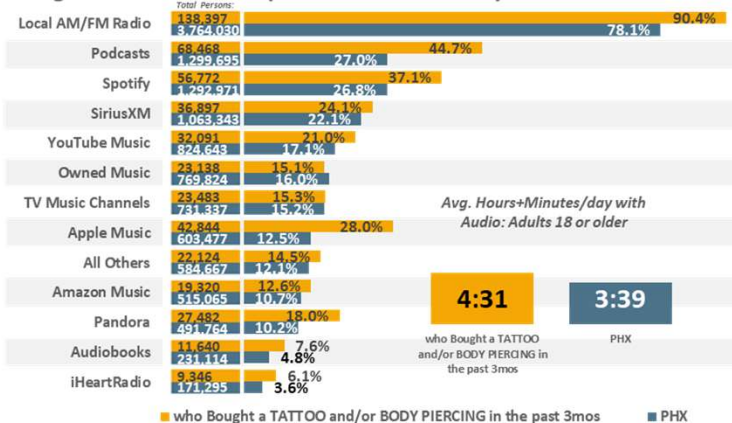




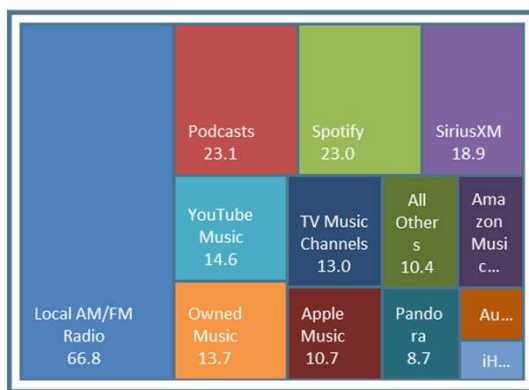
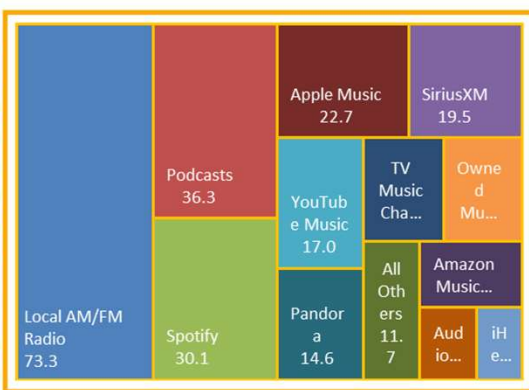


134,384 or 87.8% of Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 67.9 minutes every day representing 42.% of all time spent daily with Ad-Supported Audio.

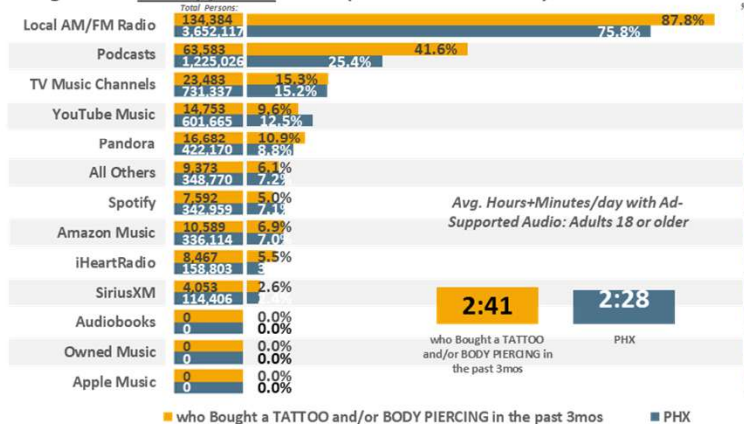
**Avg. Week All Audio (Persons & % Reach): Adults 18 or older**



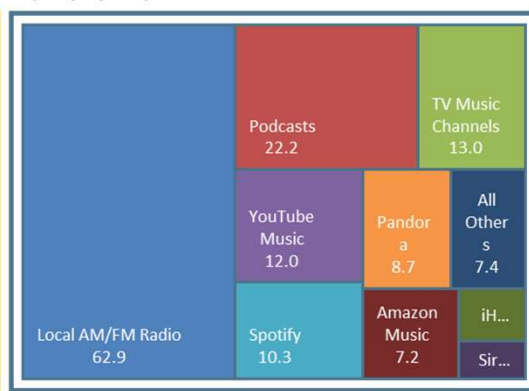
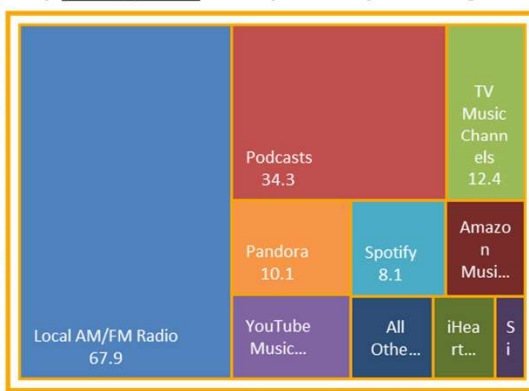
**Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



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

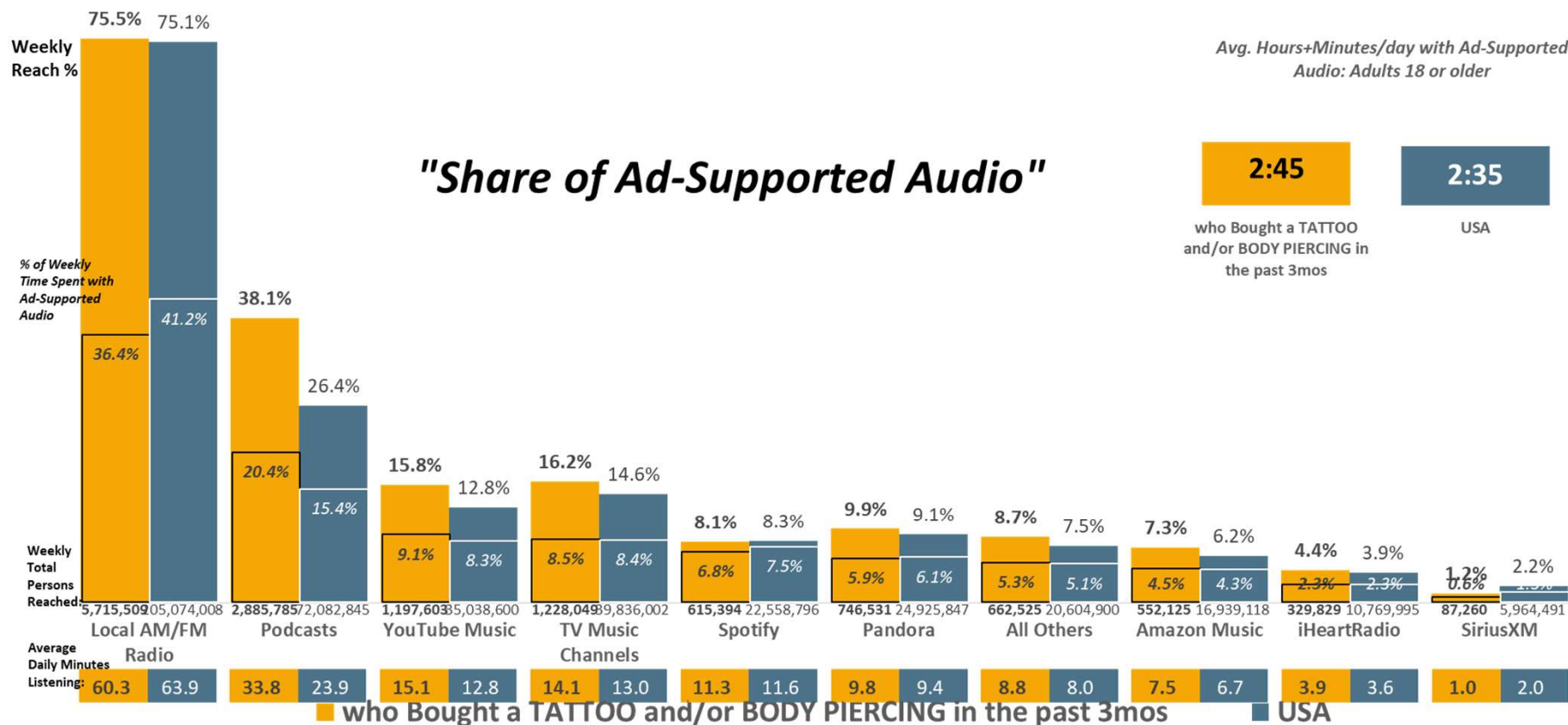


**Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



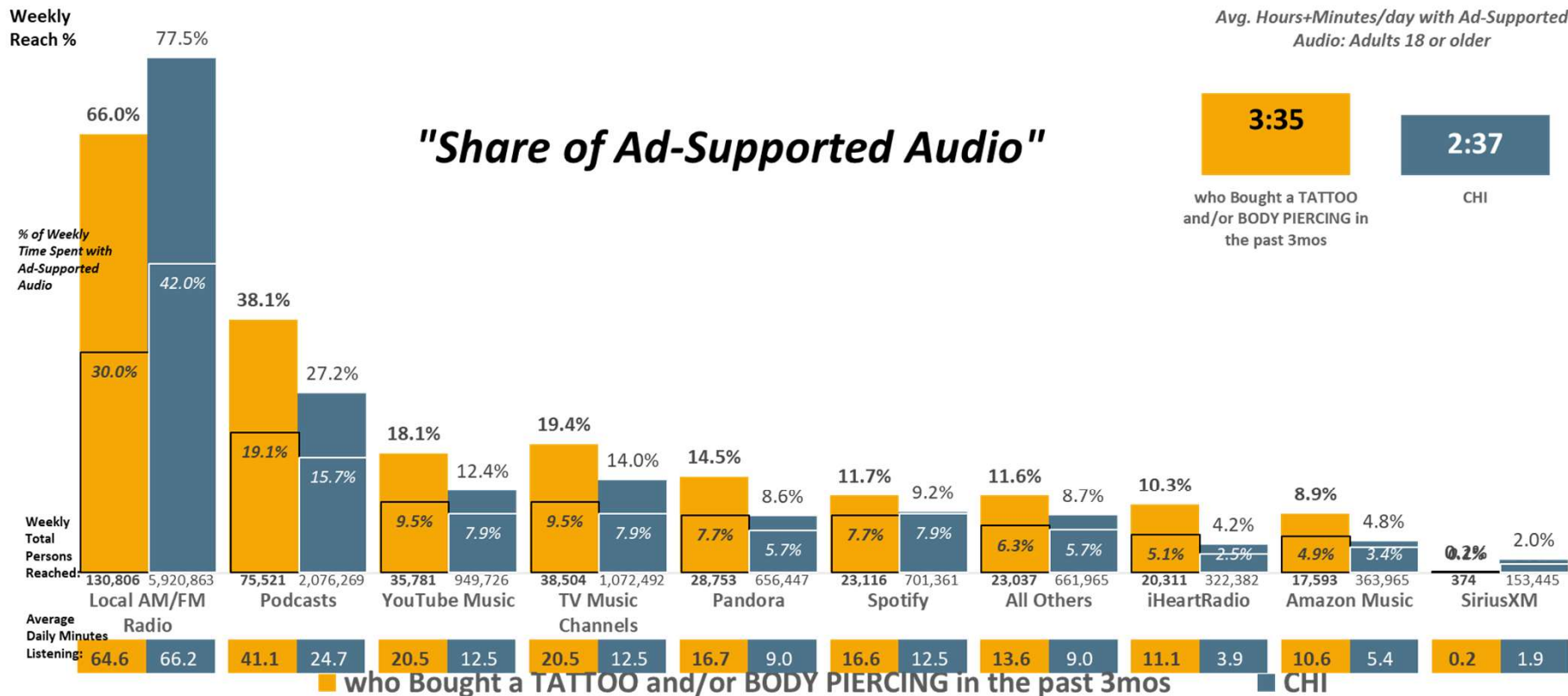


5,715,509 or 75.5% of Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 60.3 minutes every day representing 36.4% of all time spent daily with Ad-Supported Audio.



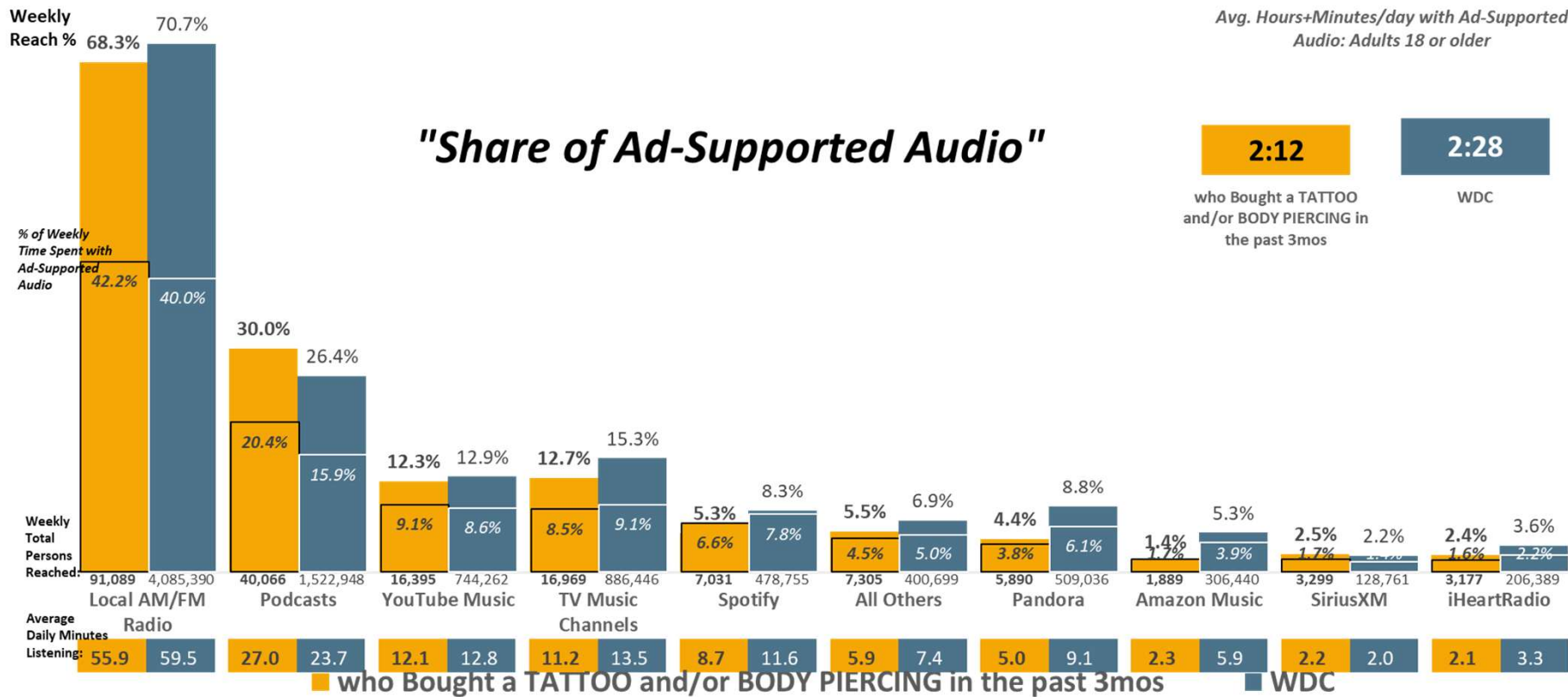


130,806 or 66.% of Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 64.6 minutes every day representing 30.% of all time spent daily with Ad-Supported Audio.





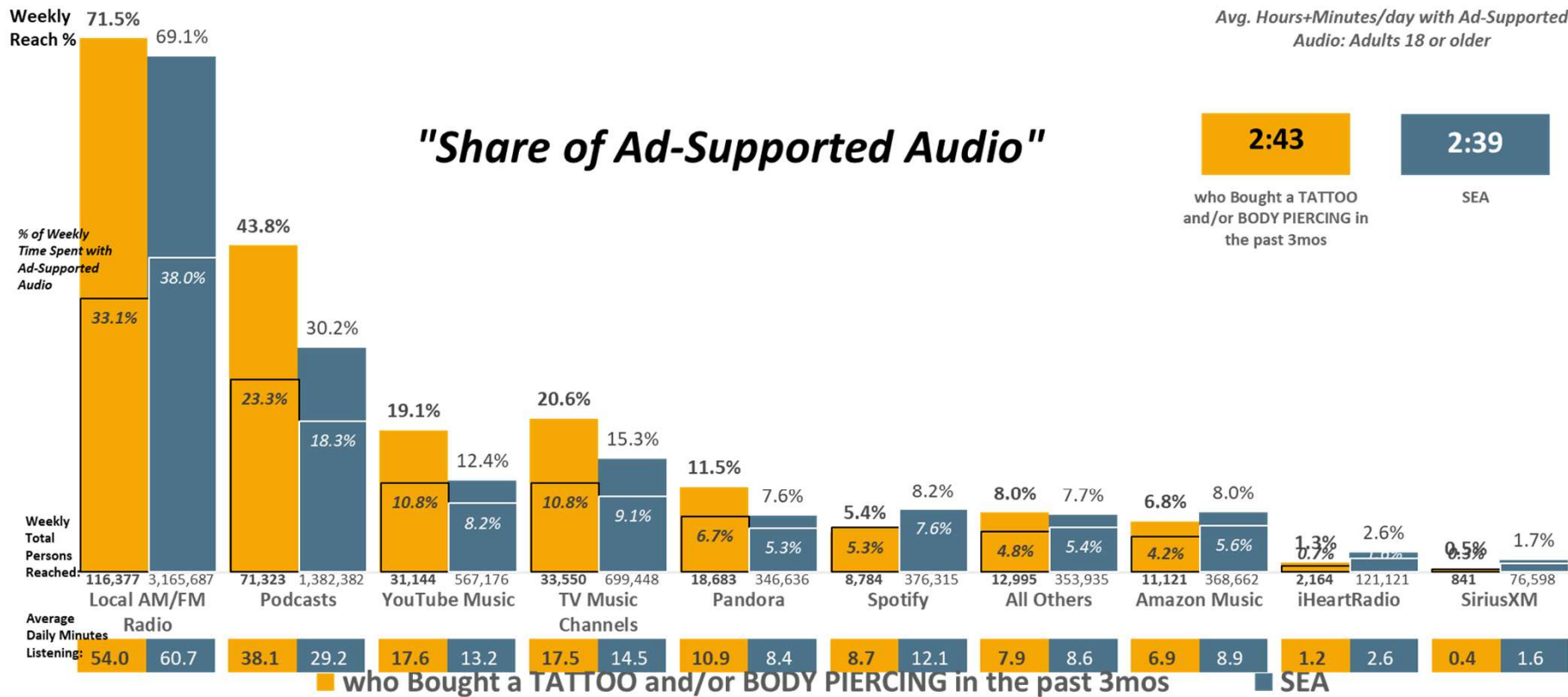
91,089 or 68.3% of Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 55.9 minutes every day representing 42.2% of all time spent daily with Ad-Supported Audio.

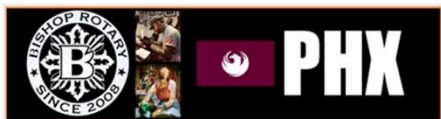




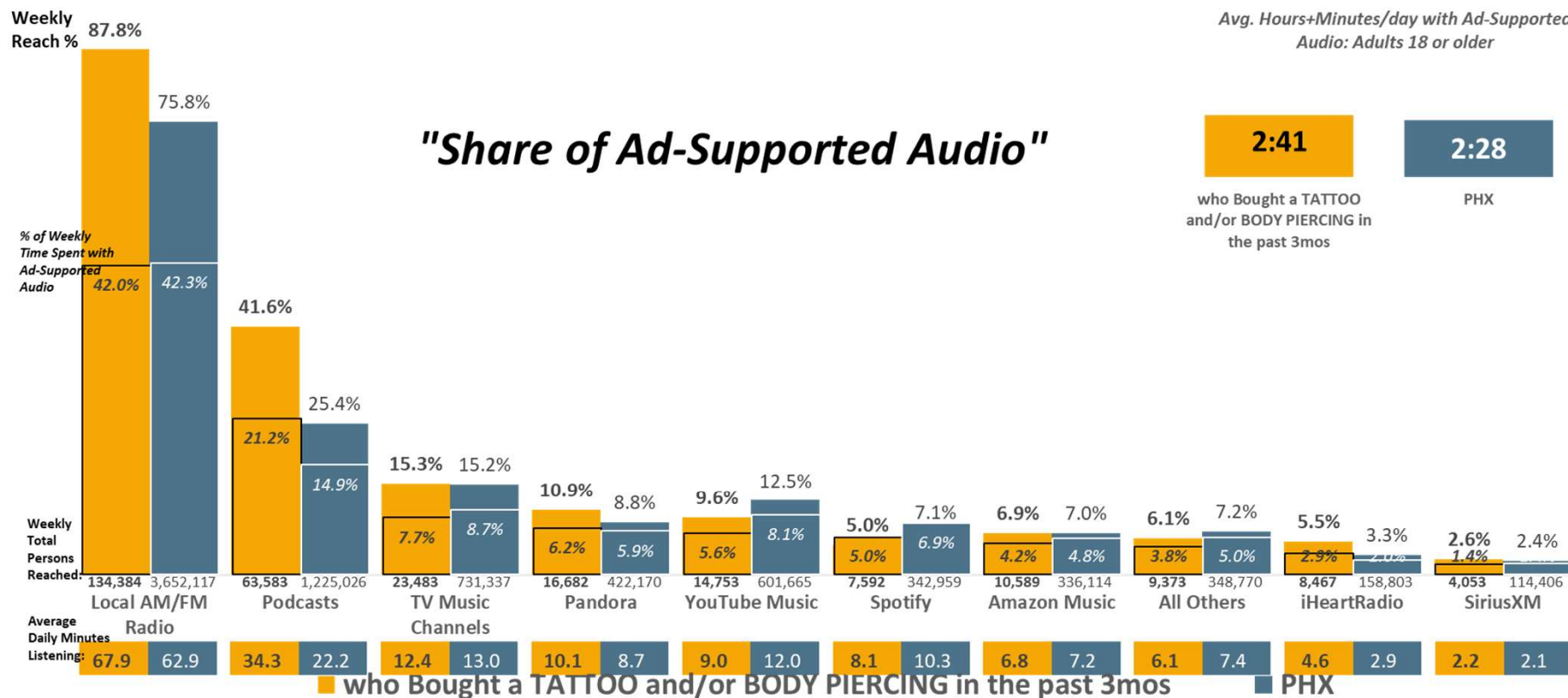


116,377 or 71.5% of Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 54. minutes every day representing 33.1% of all time spent daily with Ad-Supported Audio.





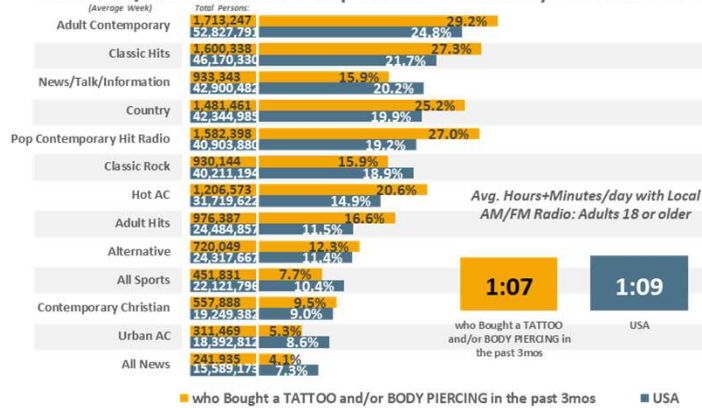
134,384 or 87.8% of Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 67.9 minutes every day representing 42.% of all time spent daily with Ad-Supported Audio.



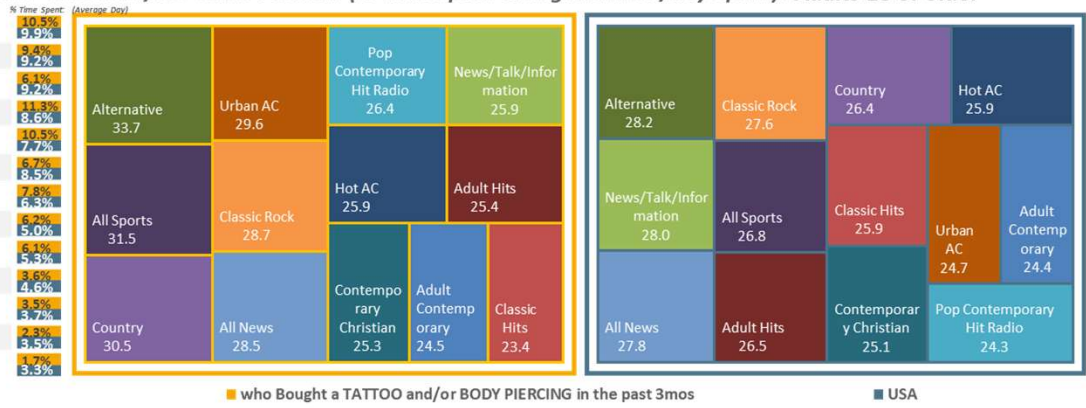


5,715,509 or 75.5% of Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Pop Contemporary Hit Radio, Country, and Hot AC.

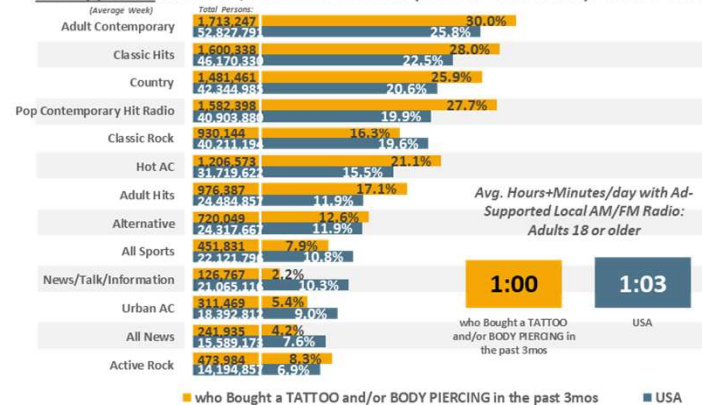
### Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



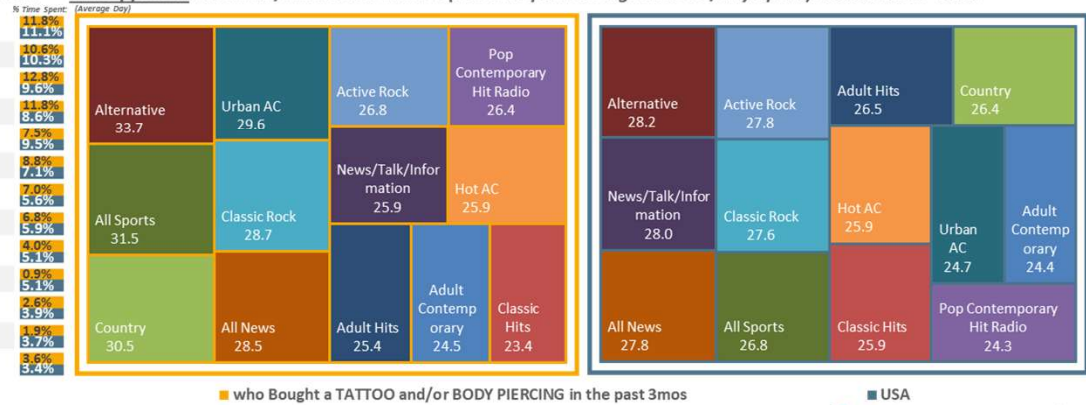
### Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



### 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

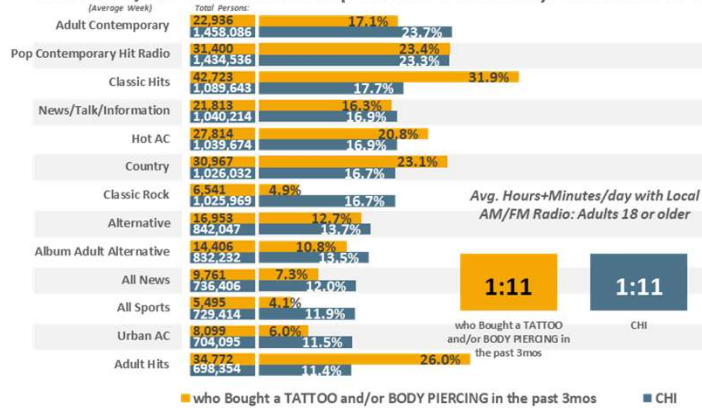




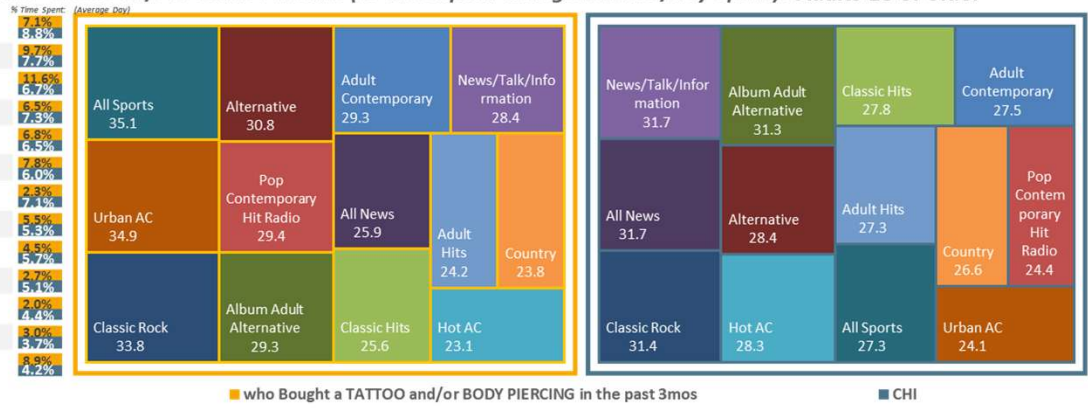


130,806 or 66.% of Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Adult Hits, Pop Contemporary Hit Radio, Country, and Spanish Contemporary.

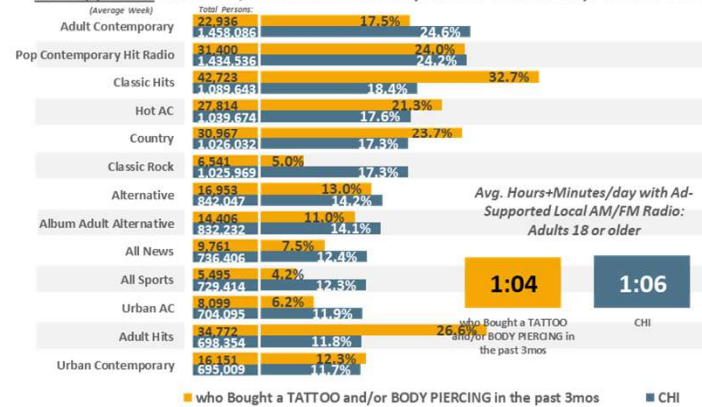
### Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



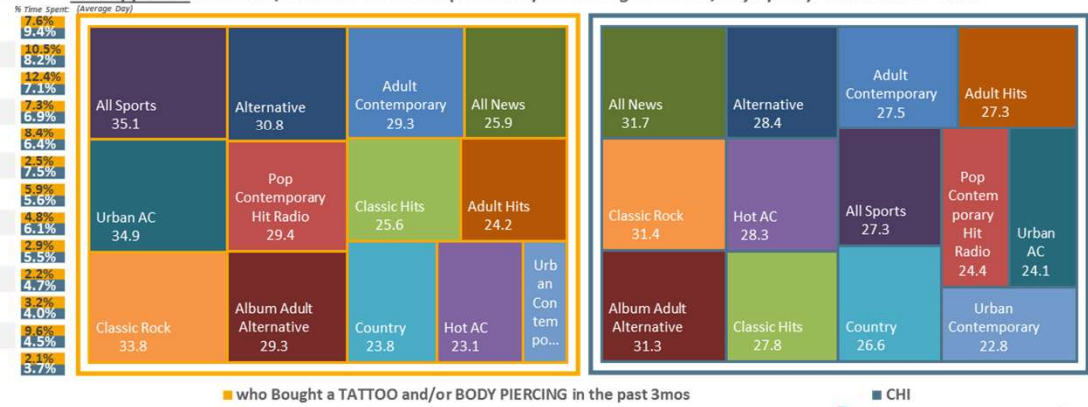
### Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



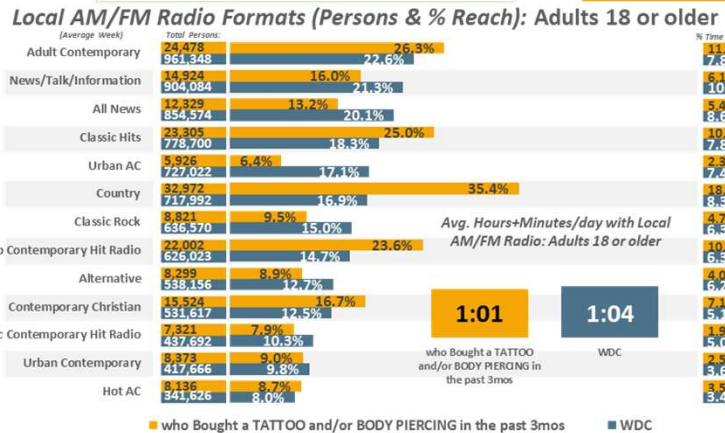
### Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



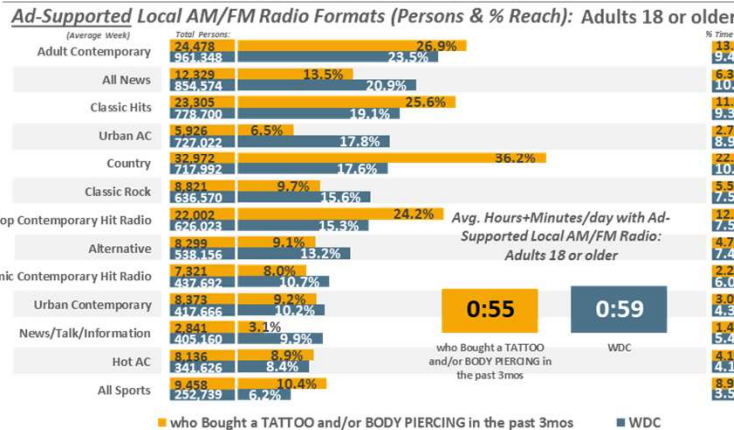
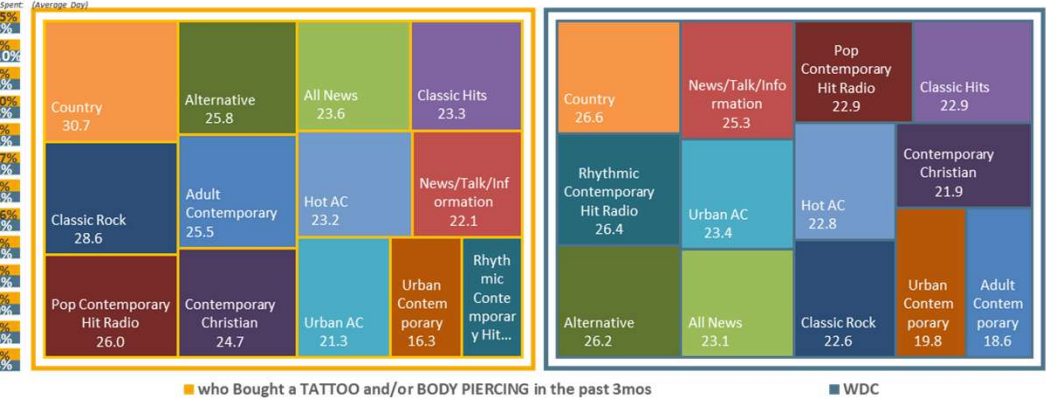




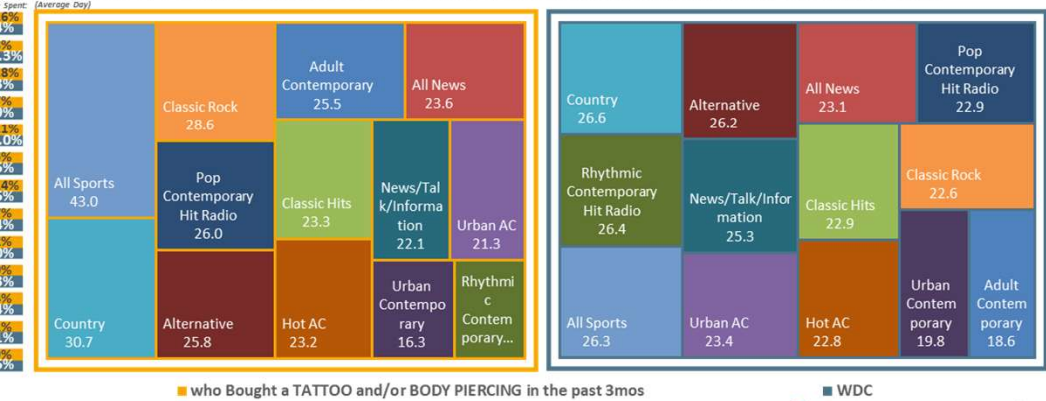
91,089 or 68.3% of Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Adult Contemporary, Classic Hits, Pop Contemporary Hit Radio, and All News.



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



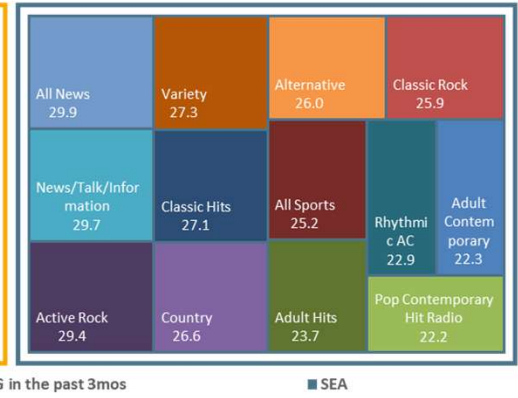
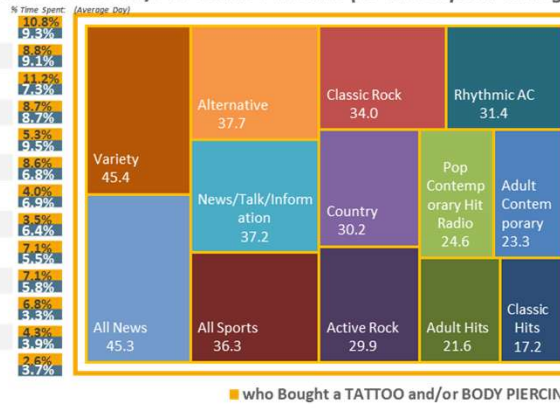
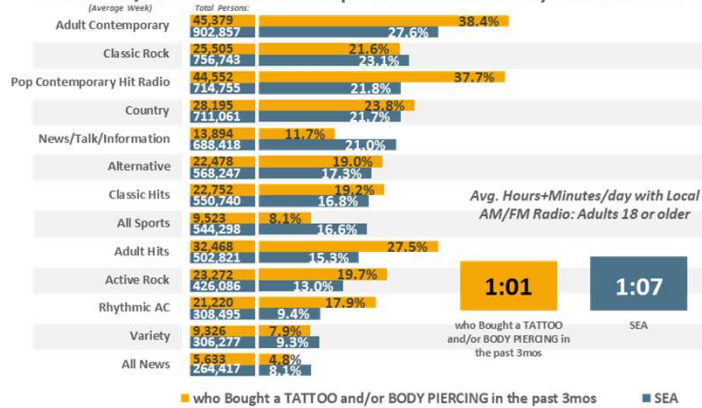
**Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



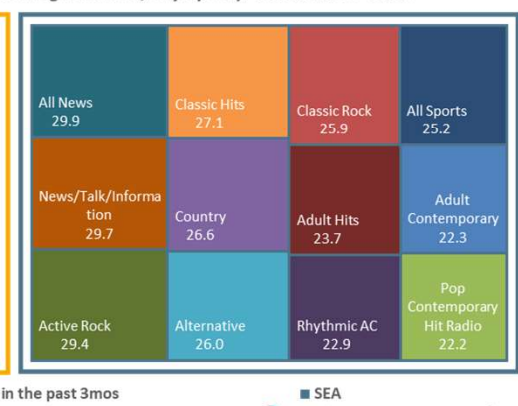
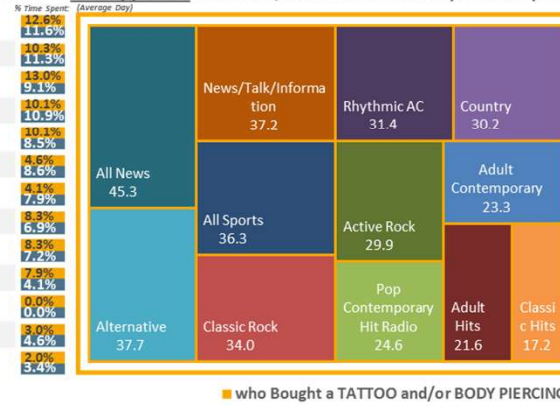
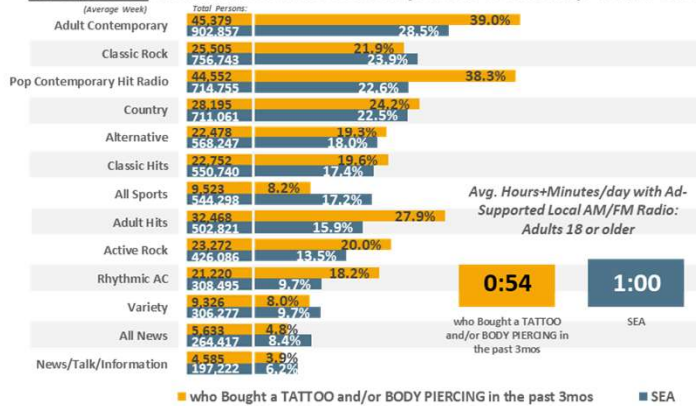


116,377 or 71.5% of Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Adult Hits, Country, and Classic Rock.

**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**



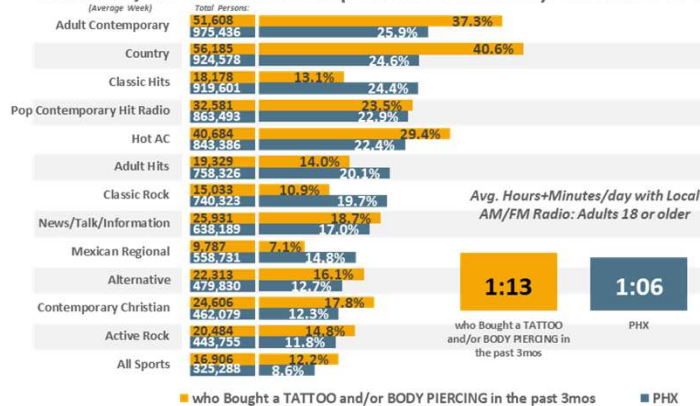
**Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older** **Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





134,384 or 87.8% of Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Adult Contemporary, Hot AC, Pop Contemporary Hit Radio, and Alternative.

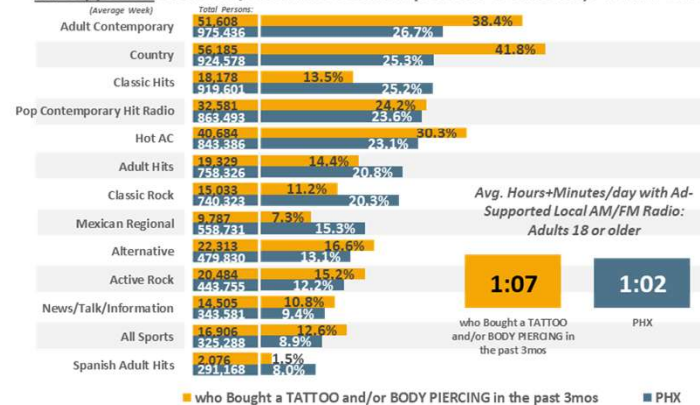
### Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



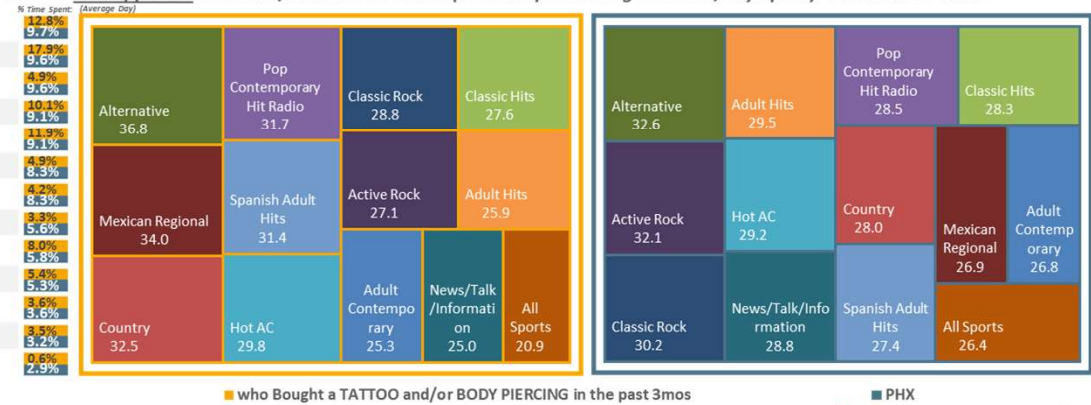
### Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



### 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



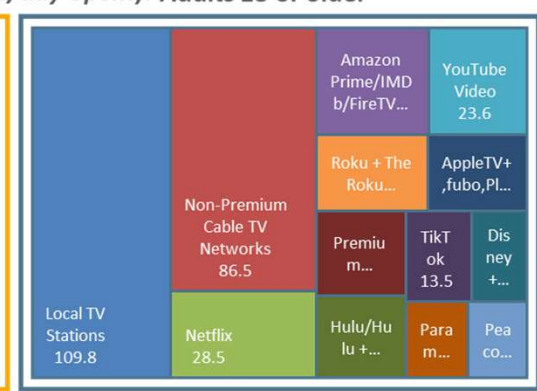
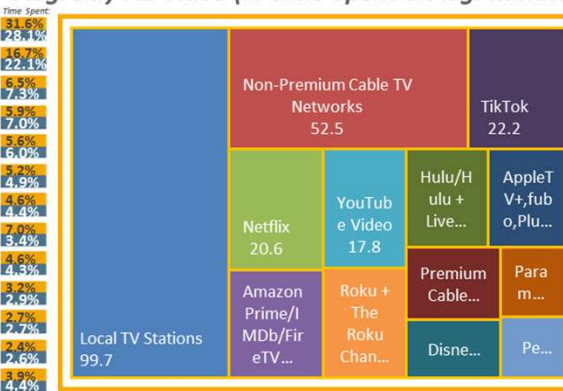
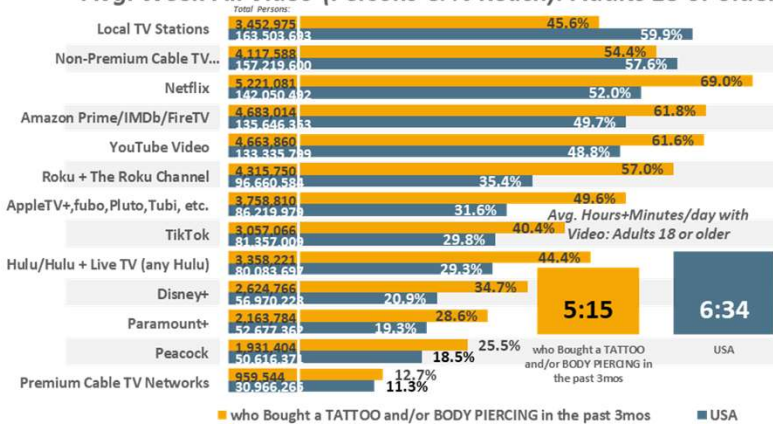




3,379,477 or 44.6% of Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos watch Ad-Supported Local TV Stations for an average of 93.4 minutes every day representing 36.6% of all time spent daily with Ad-Supported Video.

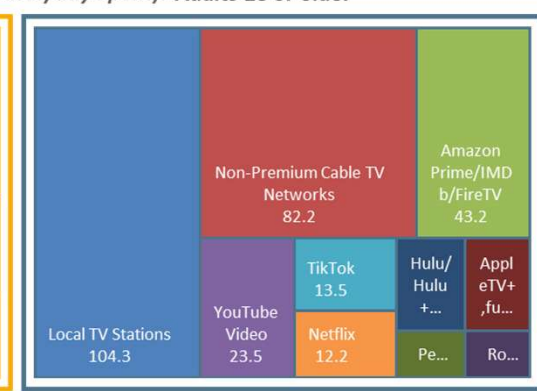
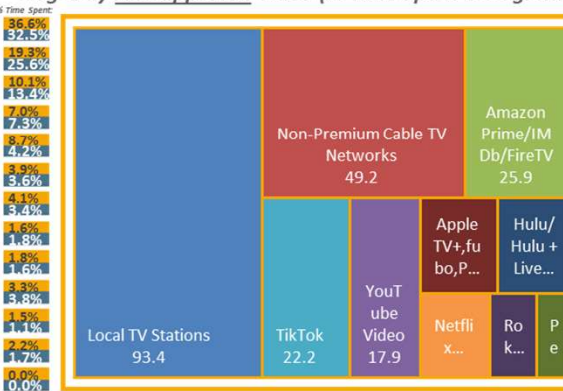
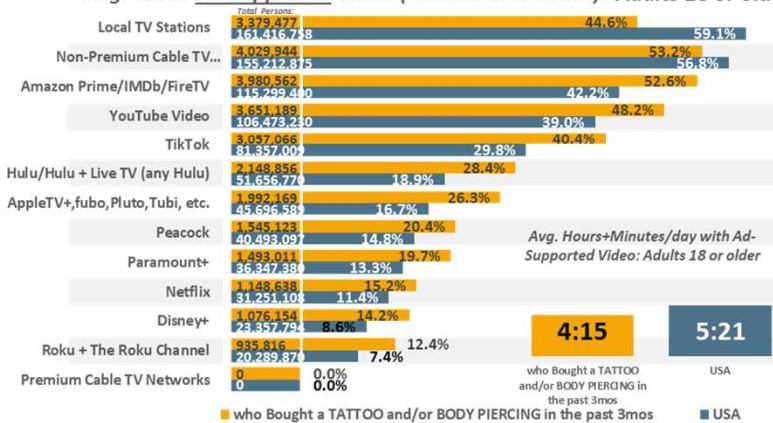
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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

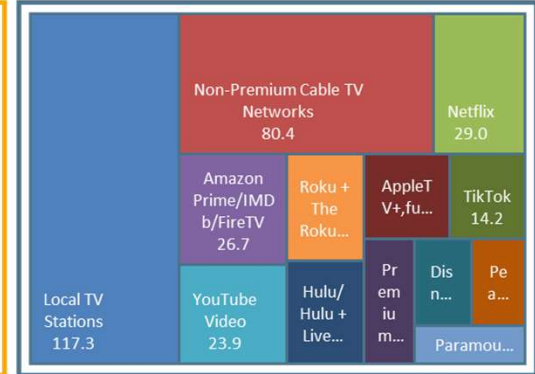
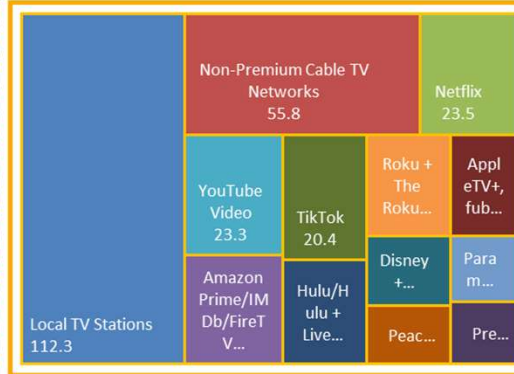
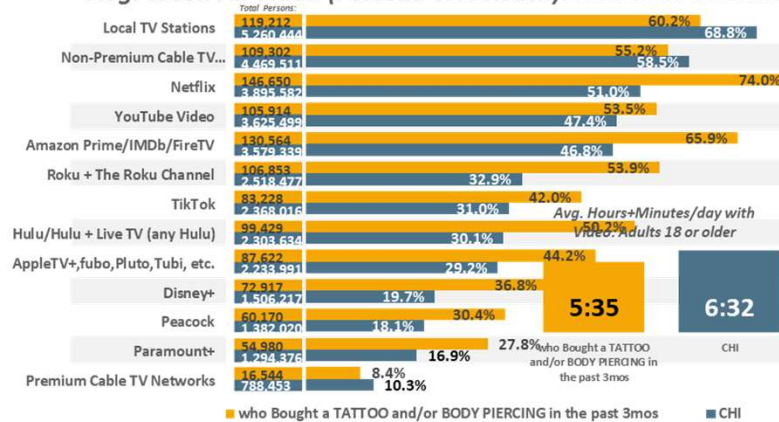




116,000 or 58.5% of Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos watch Ad-Supported Local TV Stations for an average of 104.5 minutes every day representing 38.2% of all time spent daily with Ad-Supported Video.

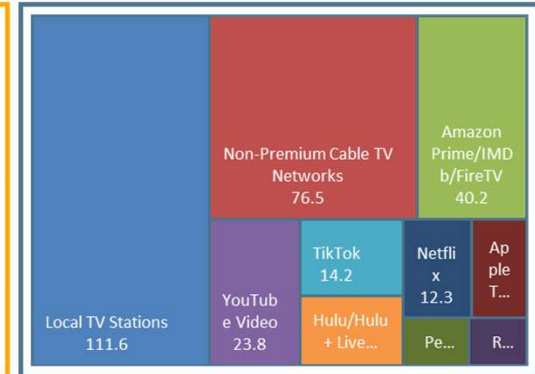
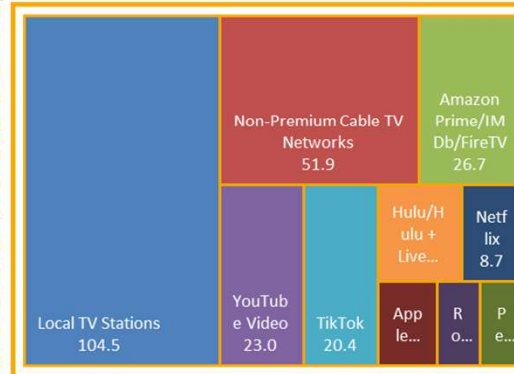
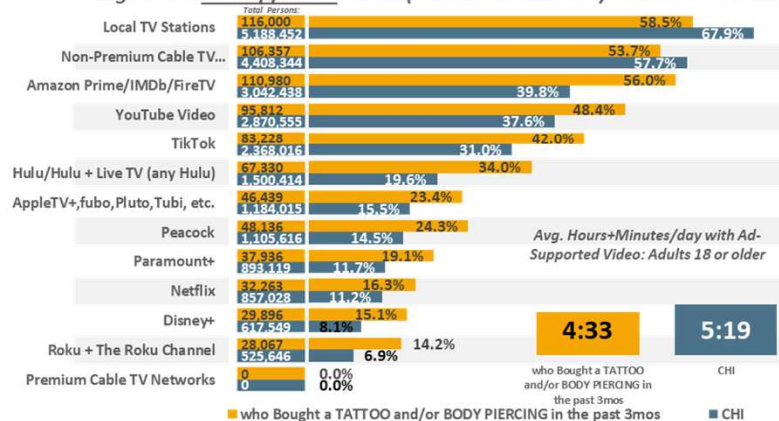
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 99  
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Other stores bought past 3 months: Any tattoo/body piercing shop

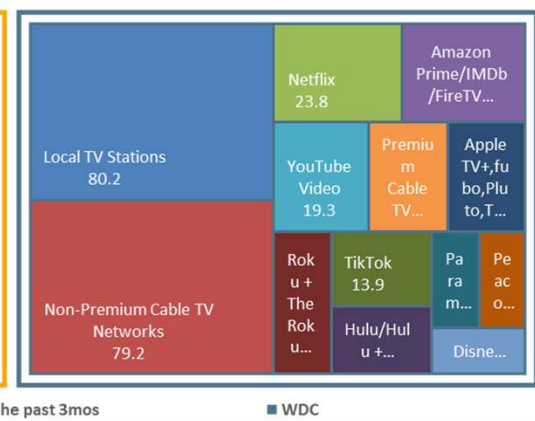
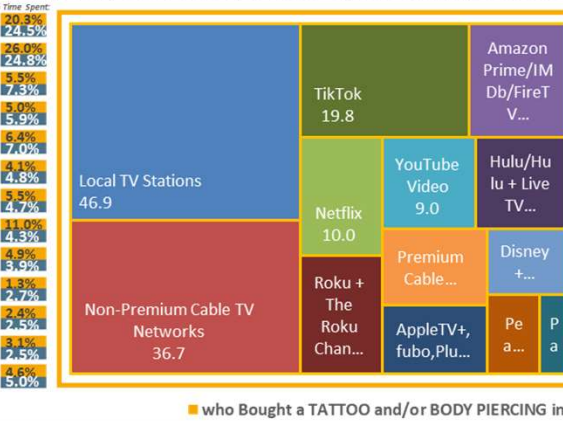
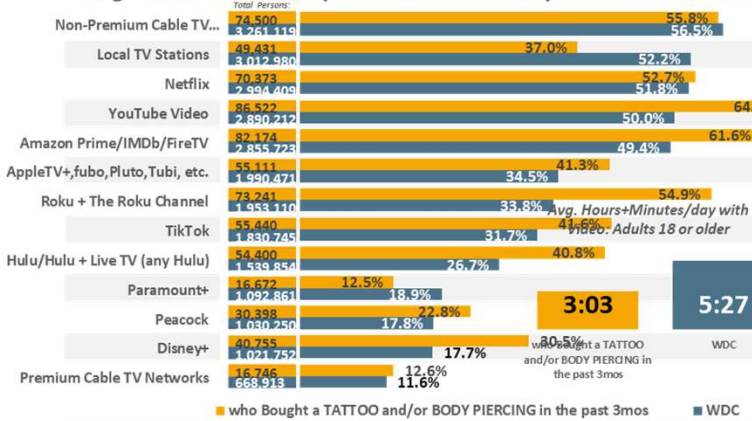




48,682 or 36.5% of Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos watch Ad-Supported Local TV Stations for an average of 45.1 minutes every day representing 29.9% of all time spent daily with Ad-Supported Video.

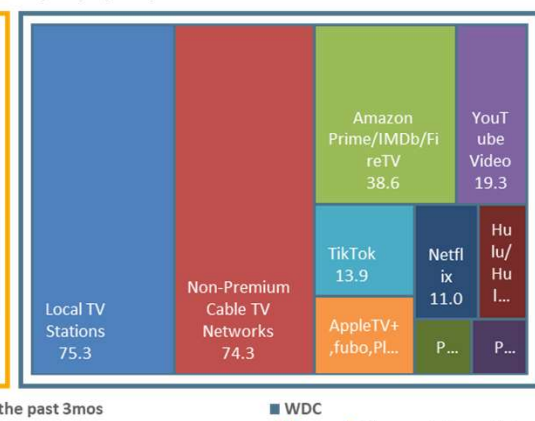
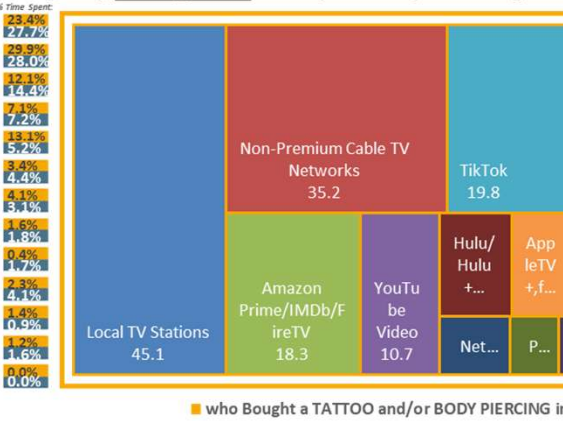
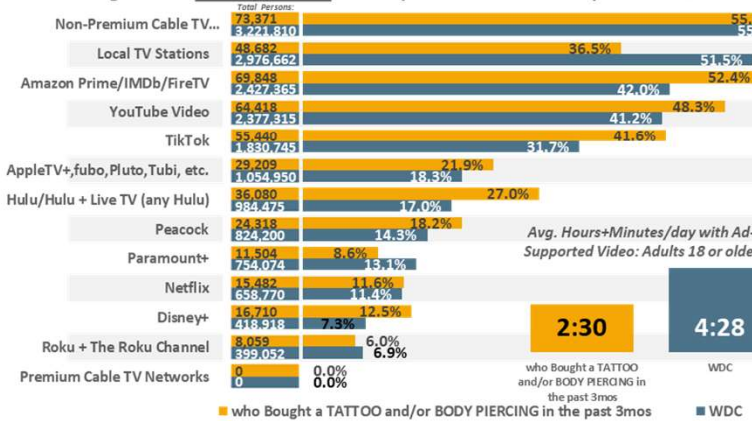
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



WDC DMA Scarborough R1 2026: Mar25-Mar26 157  
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Other stores bought past 3 months: Any tattoo/body piercing shop

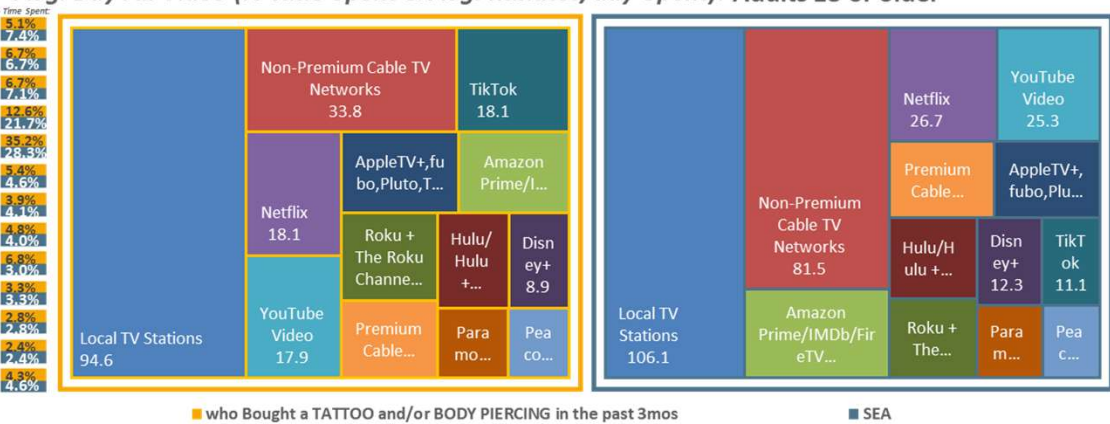
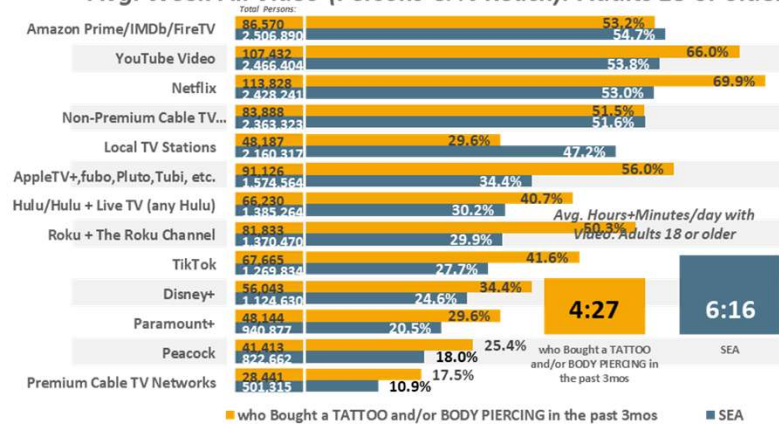




47,962 or 29.5% of Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos watch Ad-Supported Local TV Stations for an average of 87.4 minutes every day representing 40.4% of all time spent daily with Ad-Supported Video.

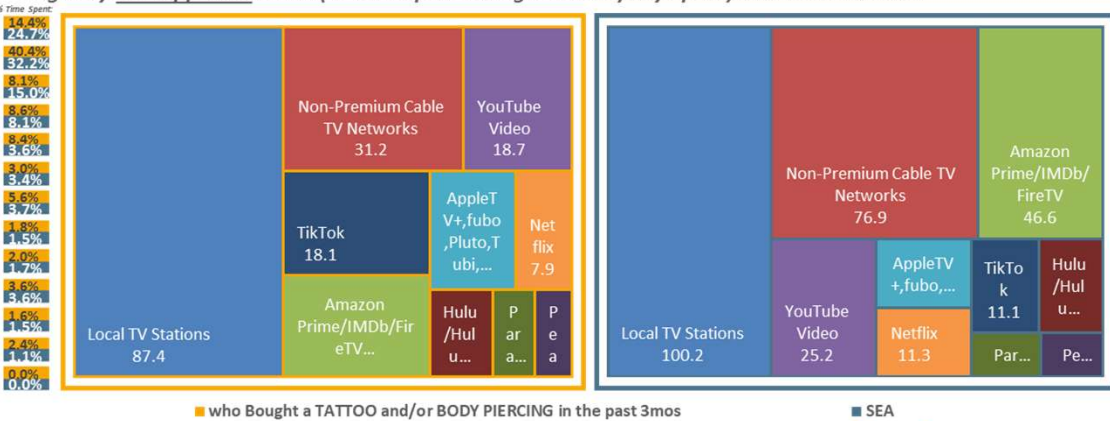
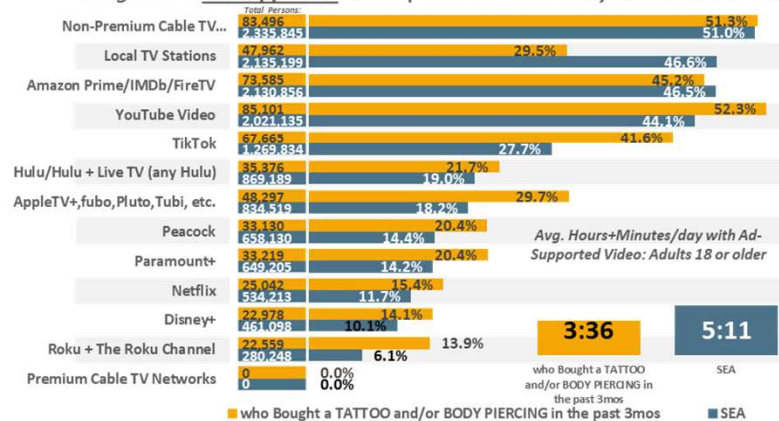
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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

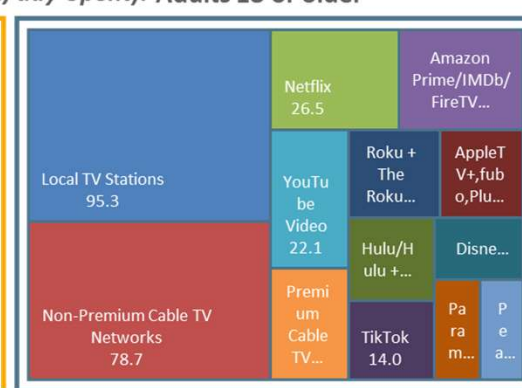
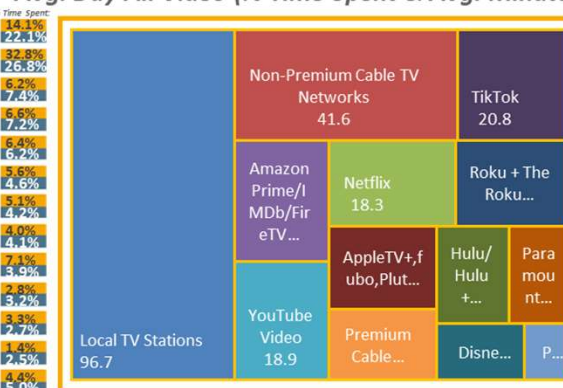
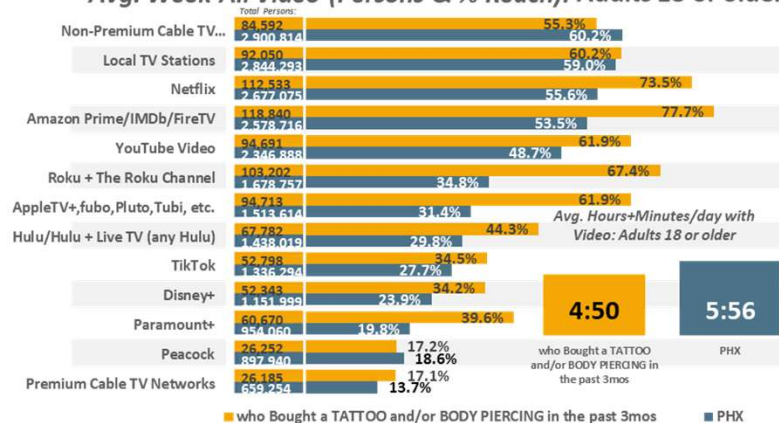




88,675 or 57.9% of Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos watch Ad-Supported Local TV Stations for an average of 89.4 minutes every day representing 37.9% of all time spent daily with Ad-Supported Video.

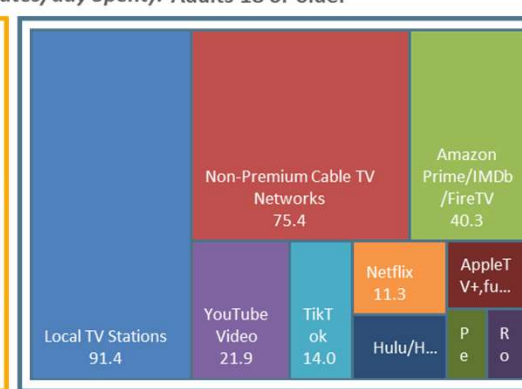
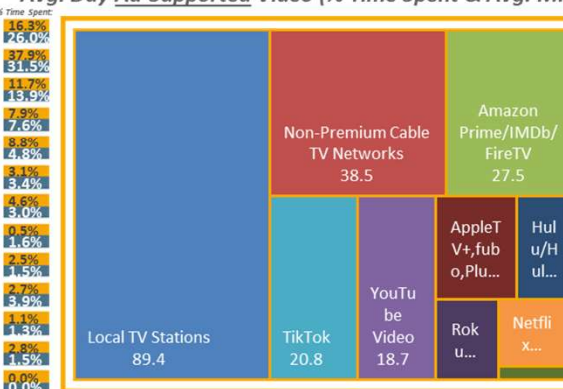
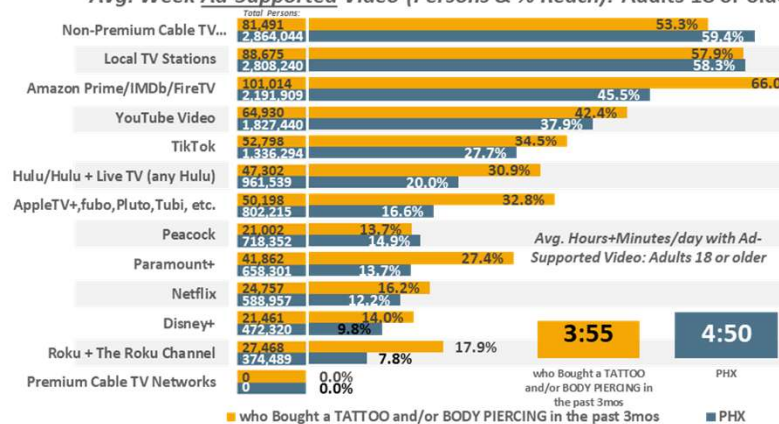
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



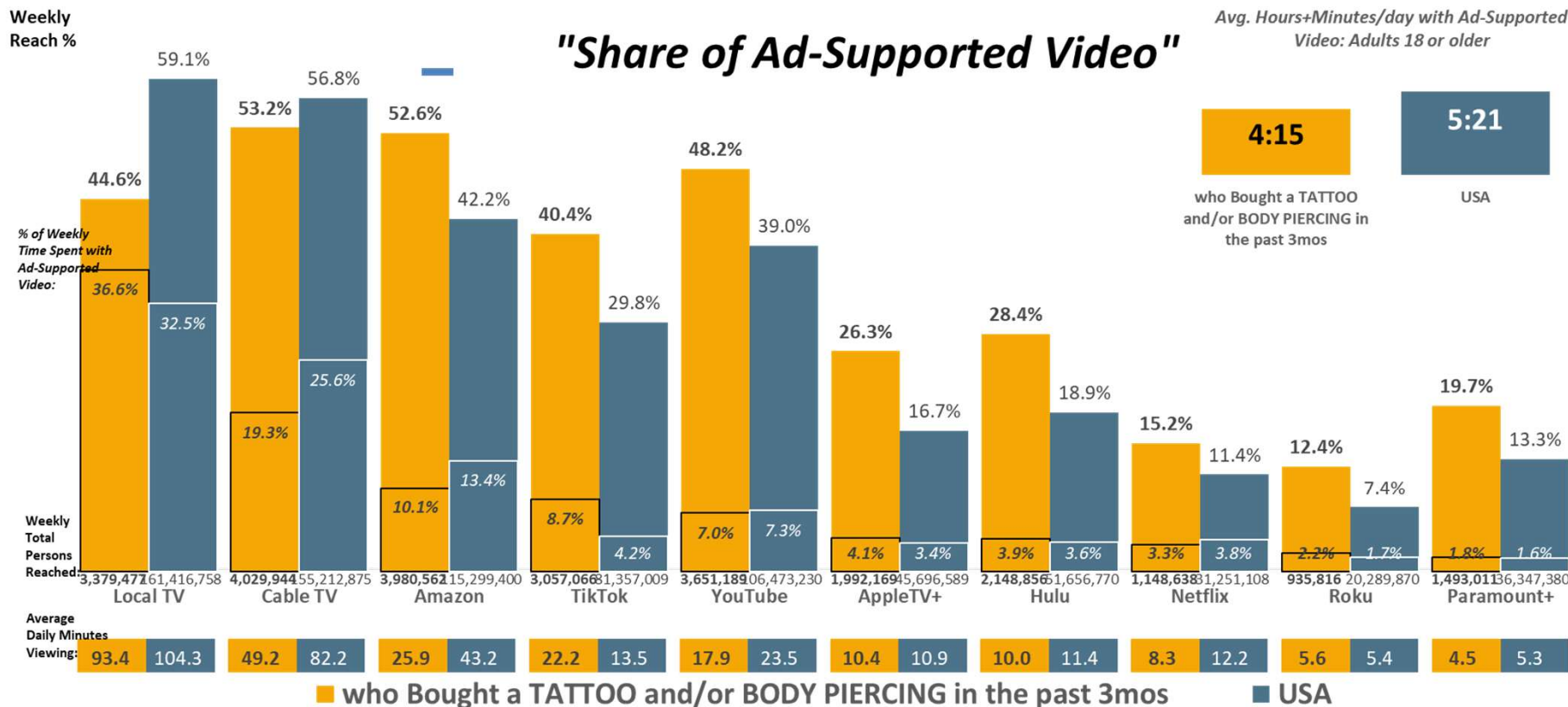
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Other stores bought past 3 months: Any tattoo/body piercing shop



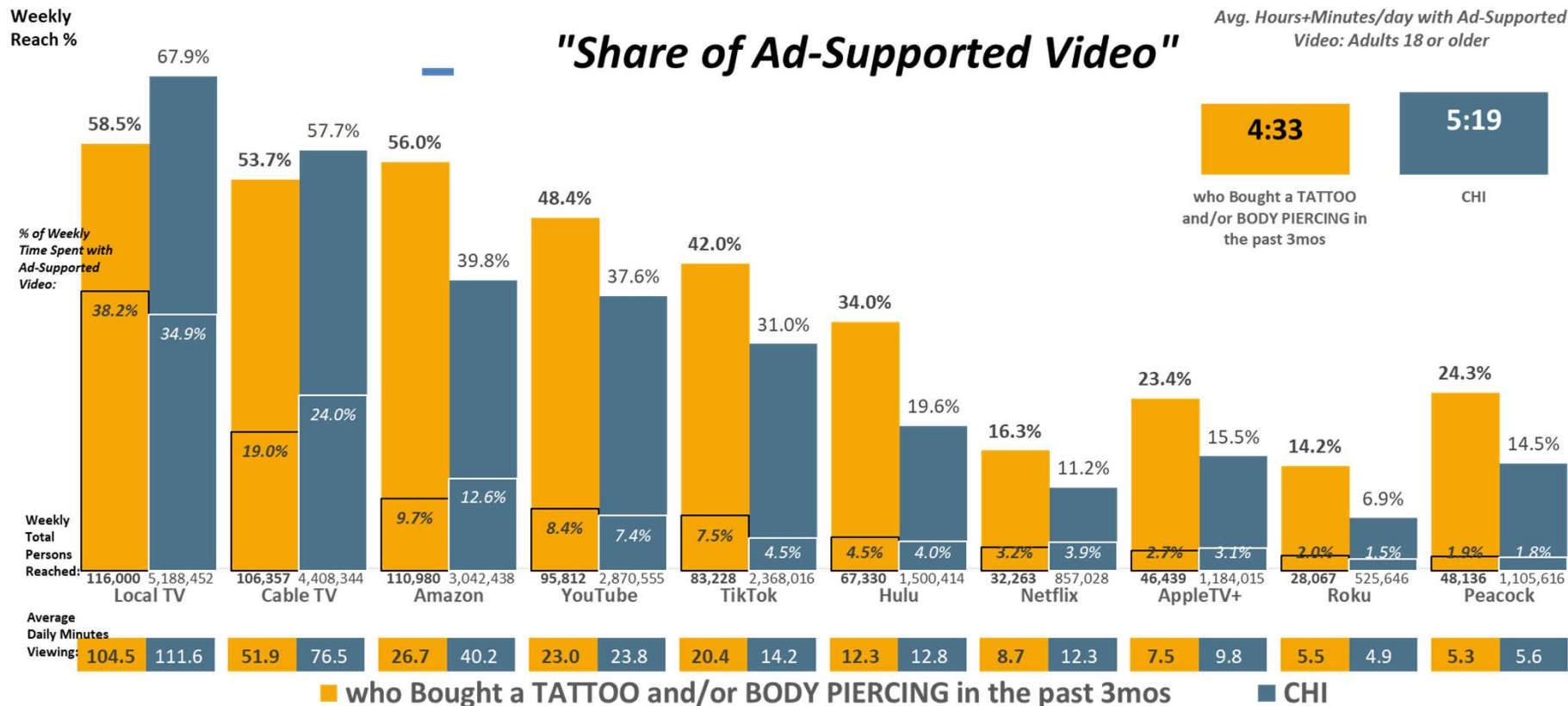
3,379,477 or 44.6% of Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos watch Ad-Supported Local TV Stations for an average of 93.4 minutes every day representing 36.6% of all time spent daily with Ad-Supported Video.





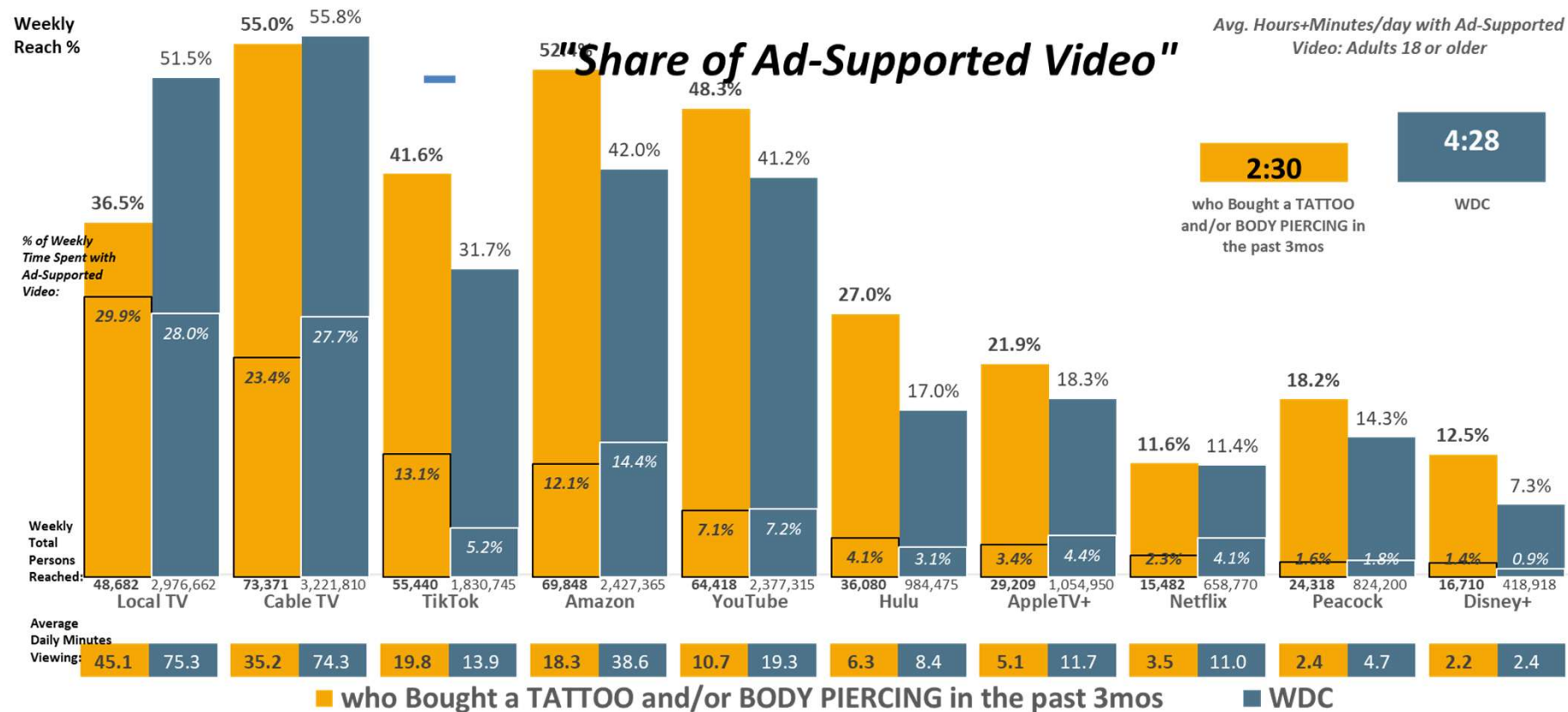


116,000 or 58.5% of Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos watch Ad-Supported Local TV Stations for an average of 104.5 minutes every day representing 38.2% of all time spent daily with Ad-Supported Video.



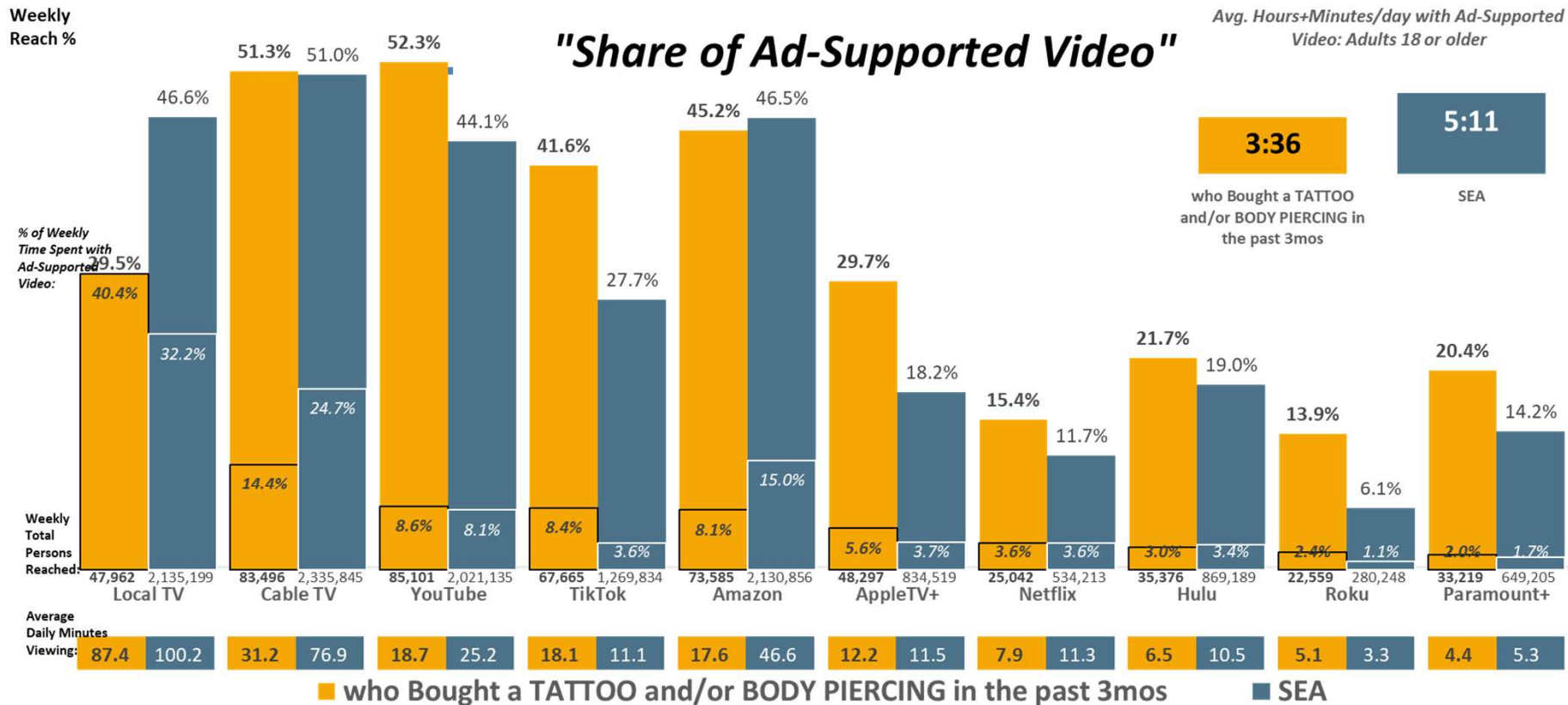


48,682 or 36.5% of Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos watch Ad-Supported Local TV Stations for an average of 45.1 minutes every day representing 29.9% of all time spent daily with Ad-Supported Video.

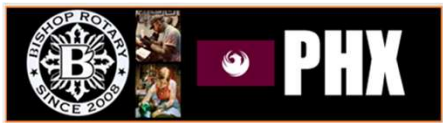




47,962 or 29.5% of Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos watch Ad-Supported Local TV Stations for an average of 87.4 minutes every day representing 40.4% of all time spent daily with Ad-Supported Video.

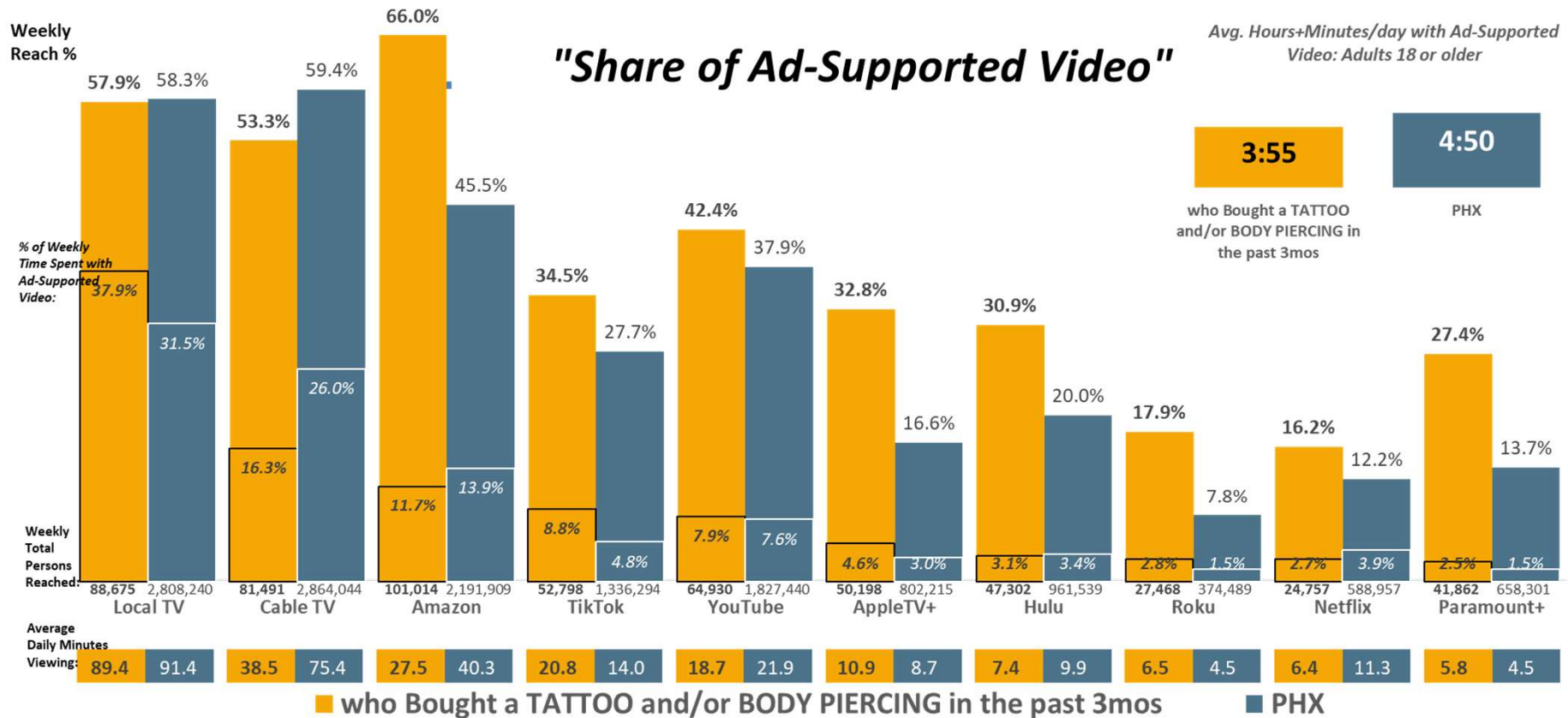






88,675 or 57.9% of Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos watch Ad-Supported Local TV Stations for an average of 89.4 minutes every day representing 37.9% of all time spent daily with Ad-Supported Video.

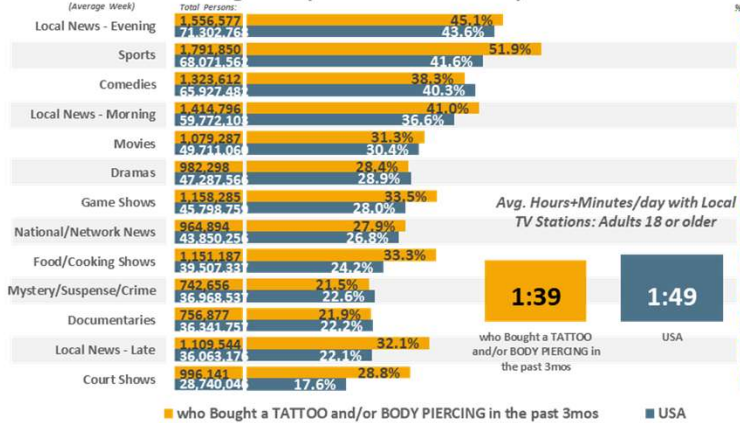
## "Share of Ad-Supported Video"



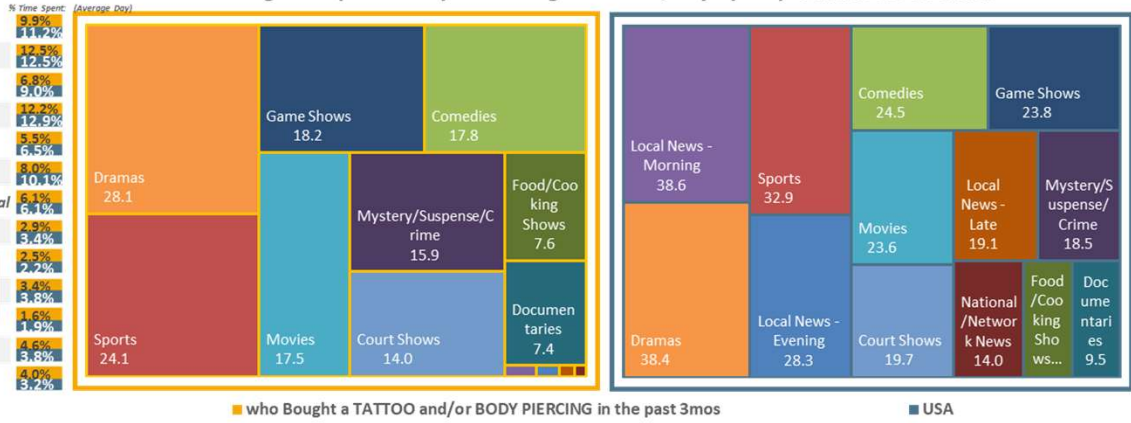


3,379,477 or 44.6% of Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, Game Shows, and Local News - Late

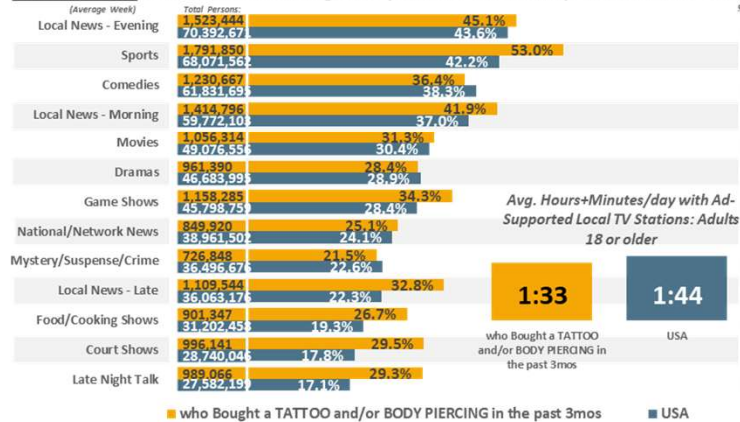
**Local TV Station Programs (Persons & % Reach): Adults 18 or older**



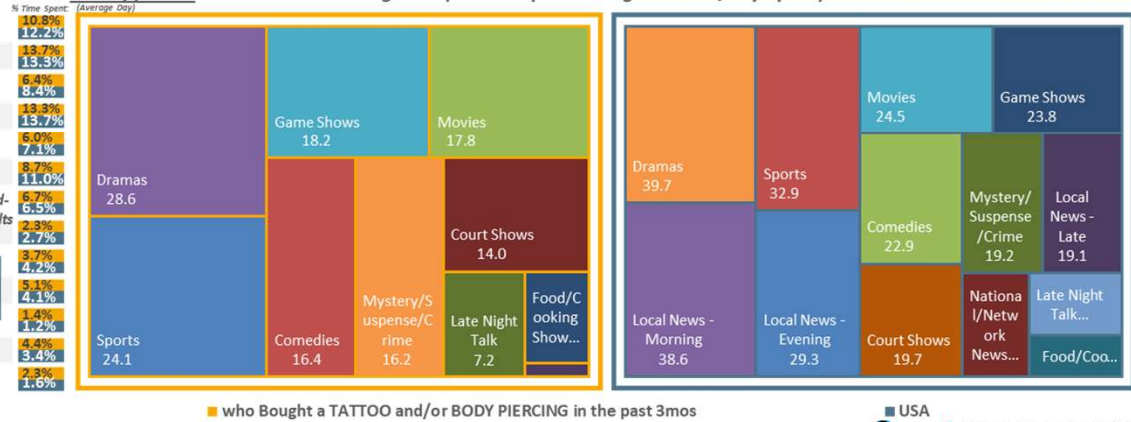
**Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



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



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



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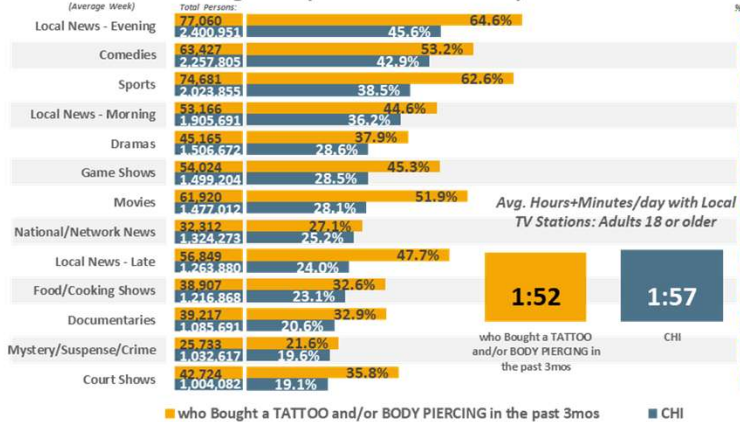
soefa.ai Share of Everything for Anything

Other stores bought past 3 months: Any tattoo/body piercing shop

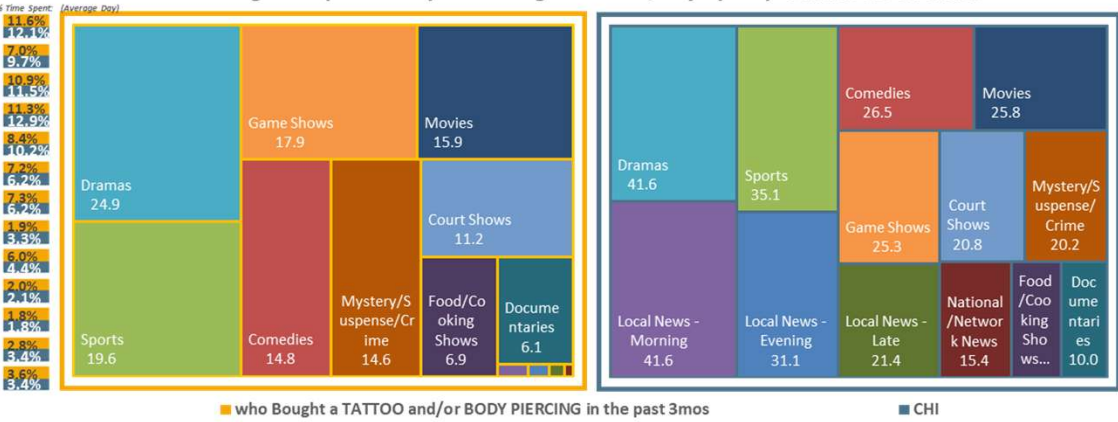


116,000 or 58.5% of Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Movies, Comedies, Local News - Late, and Game Shows.

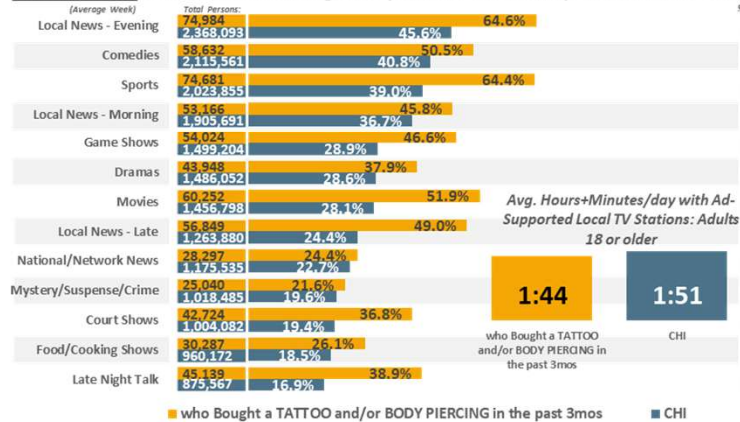
### Local TV Station Programs (Persons & % Reach): Adults 18 or older



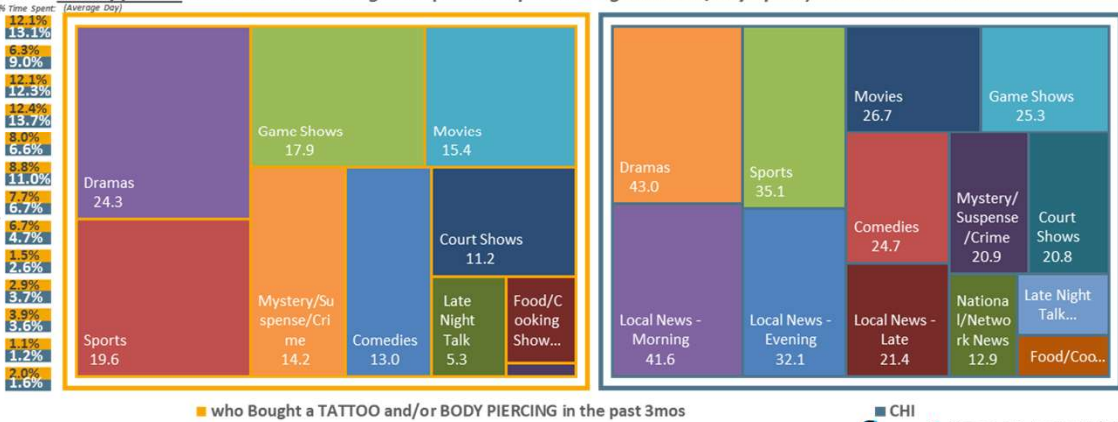
### Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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

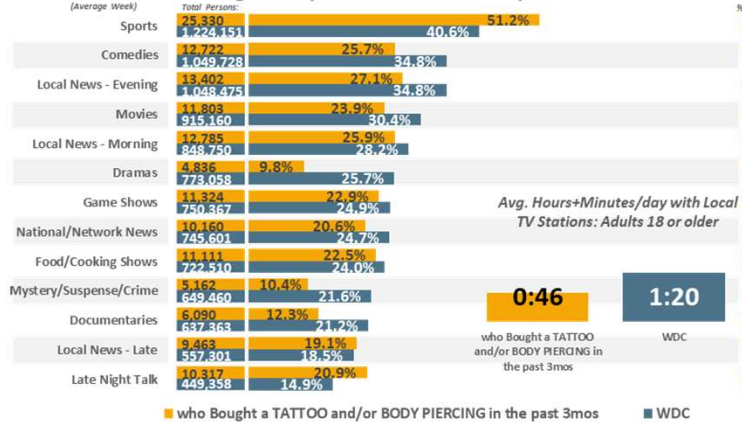




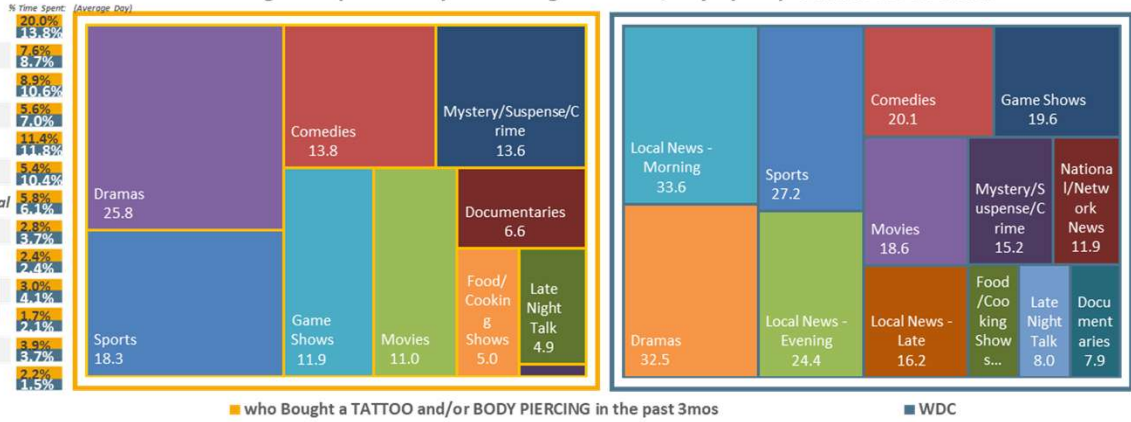


48,682 or 36.5% of Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, Movies, and Game Shows.

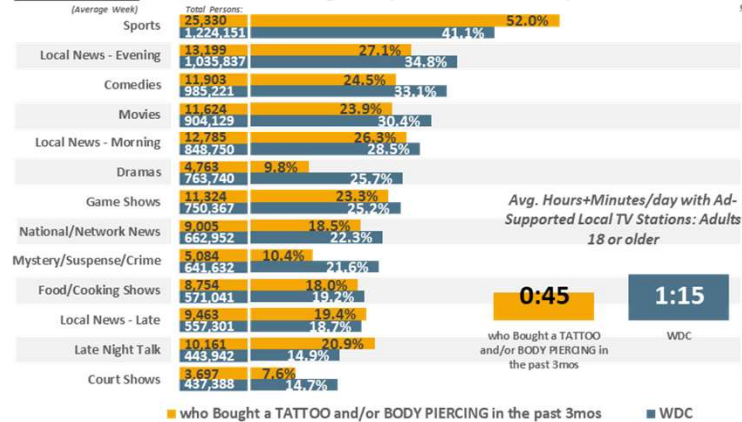
### Local TV Station Programs (Persons & % Reach): Adults 18 or older



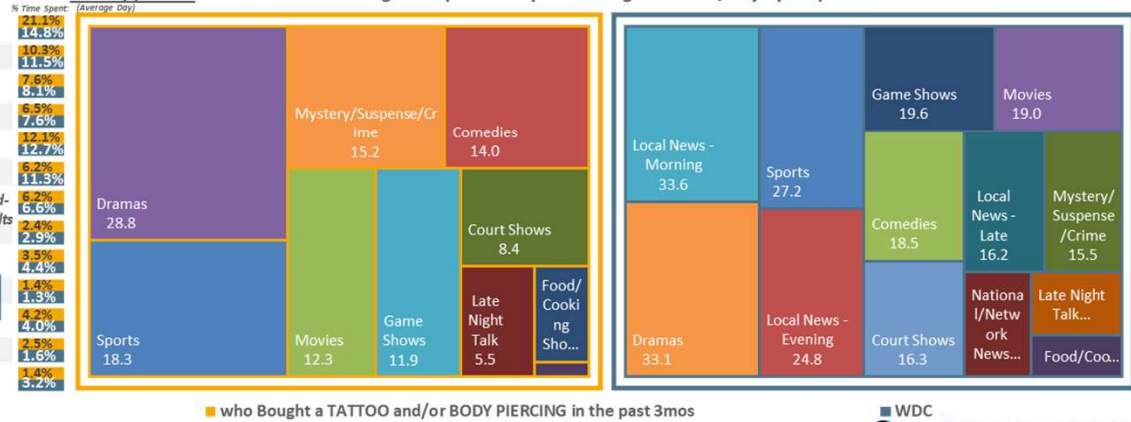
### Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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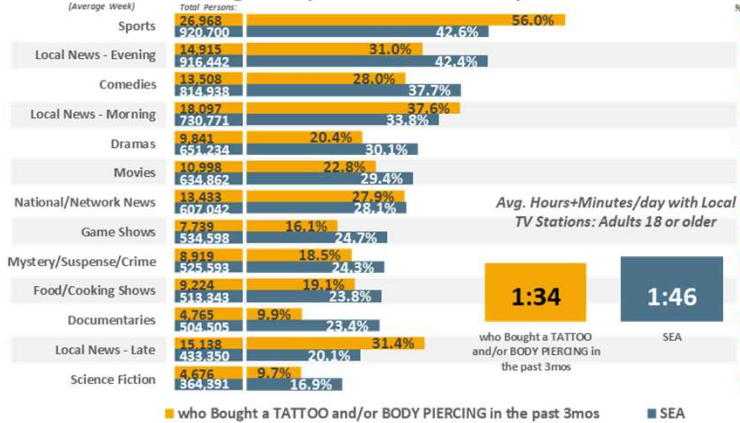
soefa.ai Share of Everything for Anything

Other stores bought past 3 months: Any tattoo/body piercing shop

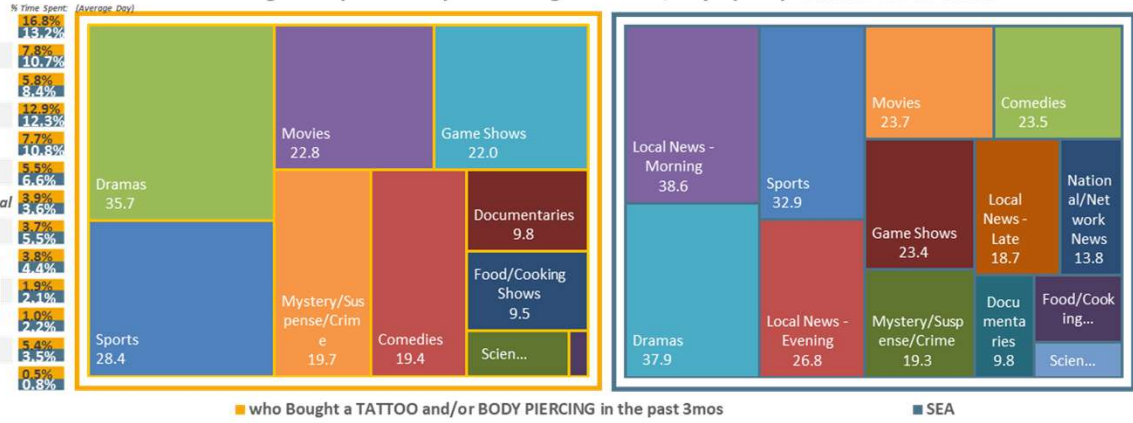


47,962 or 29.5% of Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Morning, Local News - Late, Local News - Evening, Comedies, and National/Netw

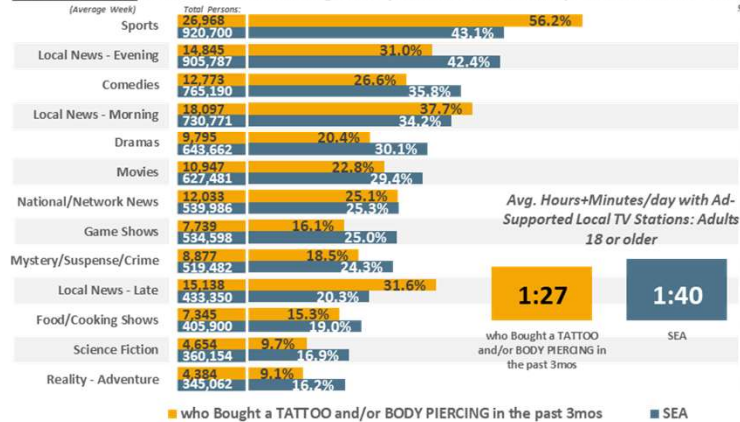
### Local TV Station Programs (Persons & % Reach): Adults 18 or older



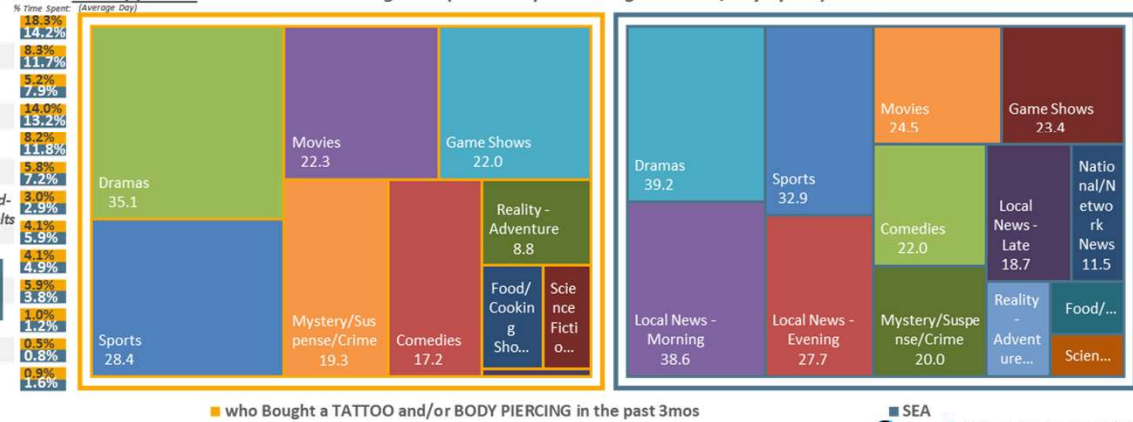
### Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



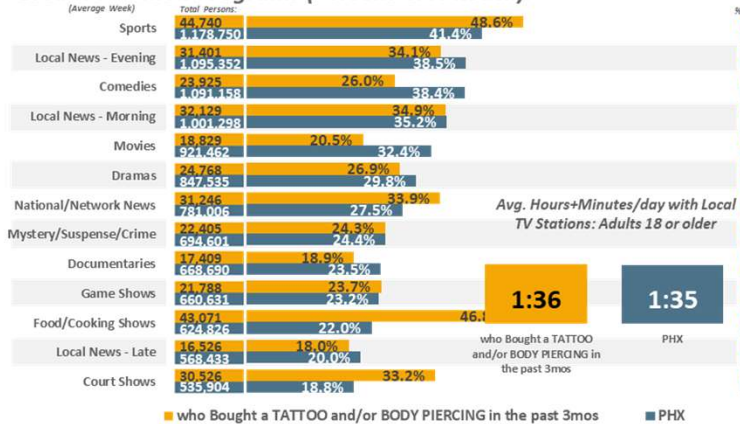
### Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



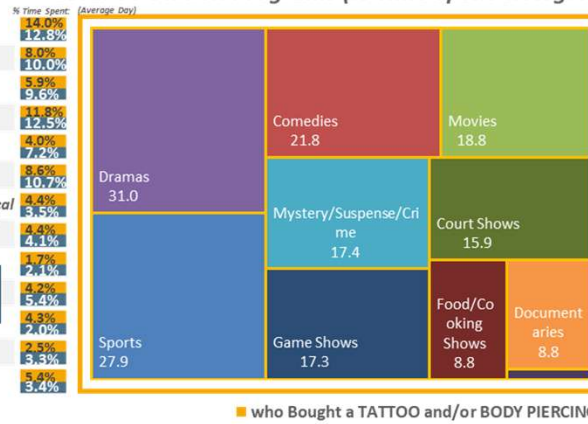


88,675 or 57.9% of Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Food/Cooking Shows, Local News - Morning, Late Night Talk, Court Shows, and Local News - E

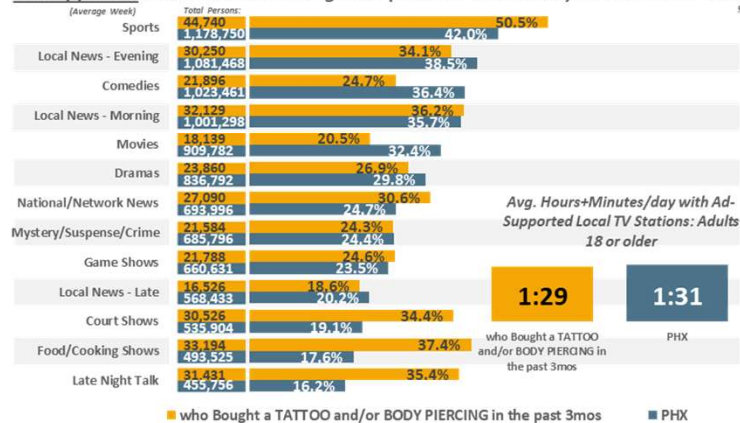
**Local TV Station Programs (Persons & % Reach): Adults 18 or older**



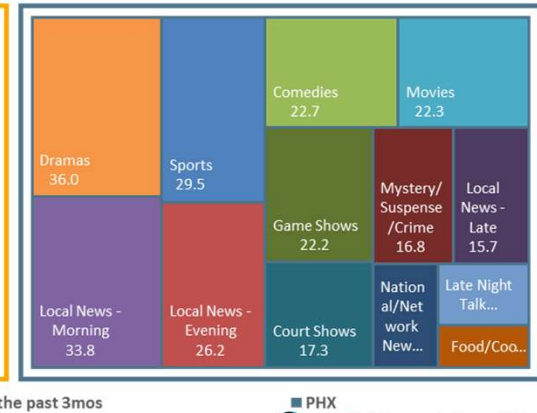
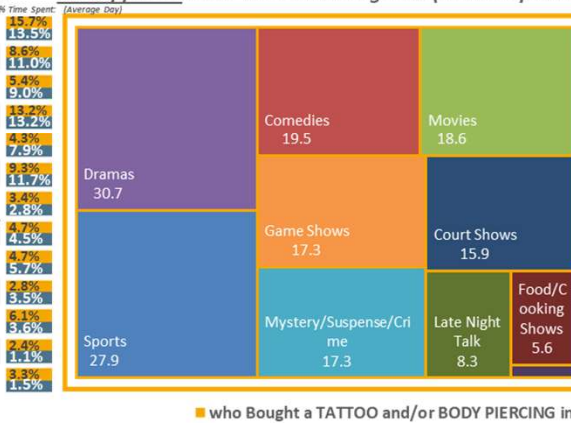
**Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



**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**



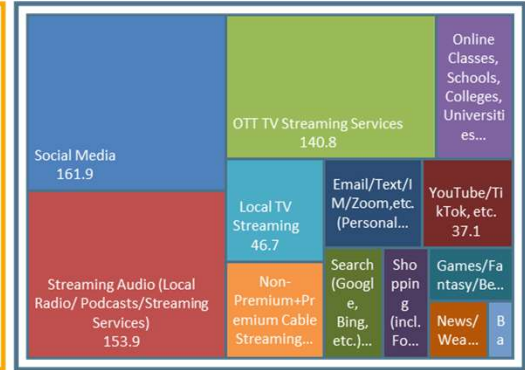
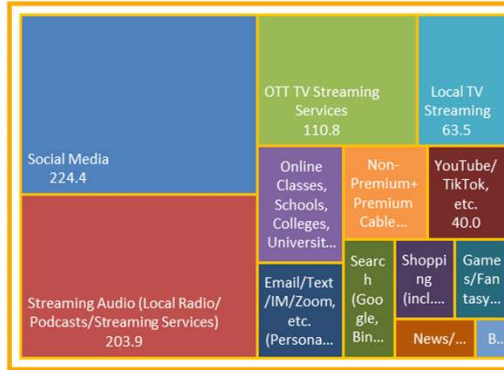
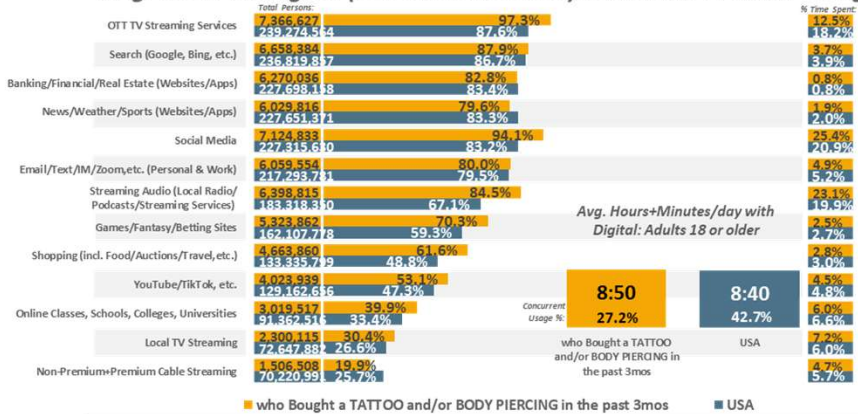




6,326,139 or 83.5% of Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos use Ad-Supported Social Media for an average of 199.2 minutes every day representing 31.4% of all time spent daily with Ad-Supported Digital Media.

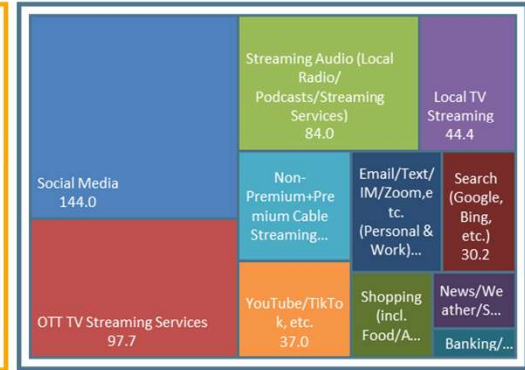
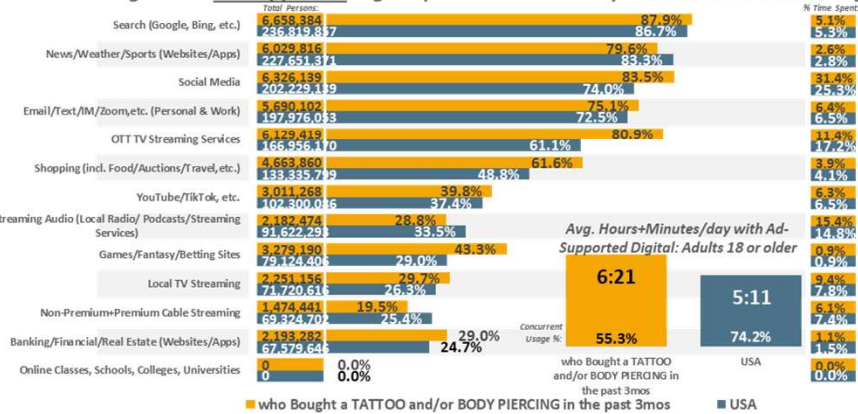
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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



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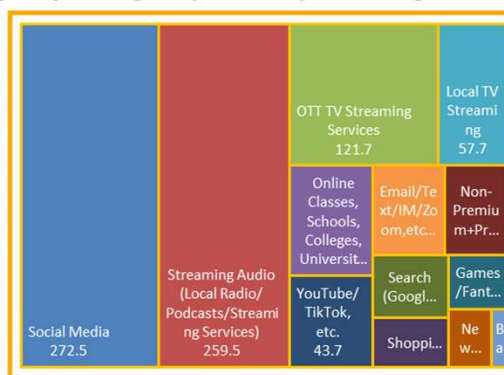
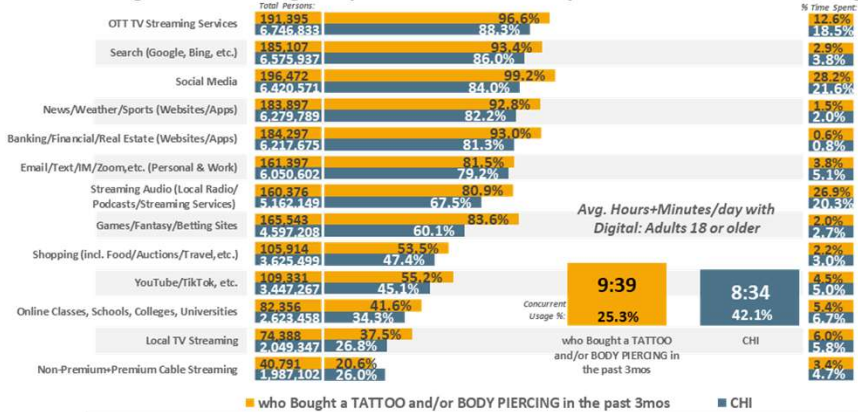
Other stores bought past 3 months: Any tattoo/body piercing shop



179,288 or 90.5% of Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos use Ad-Supported Social Media for an average of 248.7 minutes every day representing 35.4% of all time spent daily with Ad-Supported Digital Media.

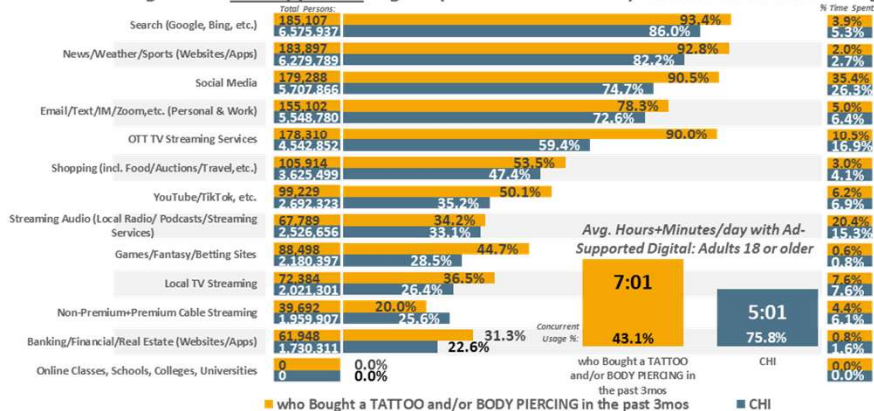
**Avg. Week All Digital (Persons & % Reach): Adults 18 or older**

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



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

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



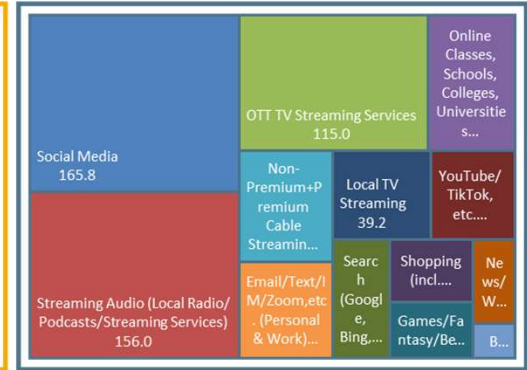
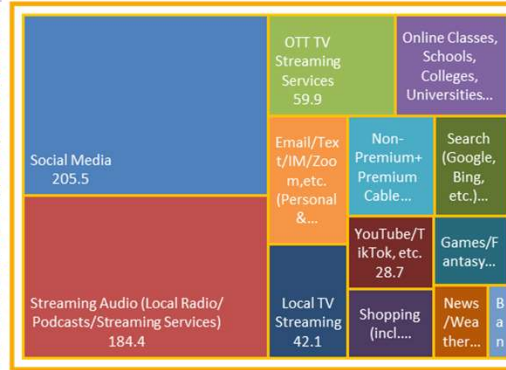
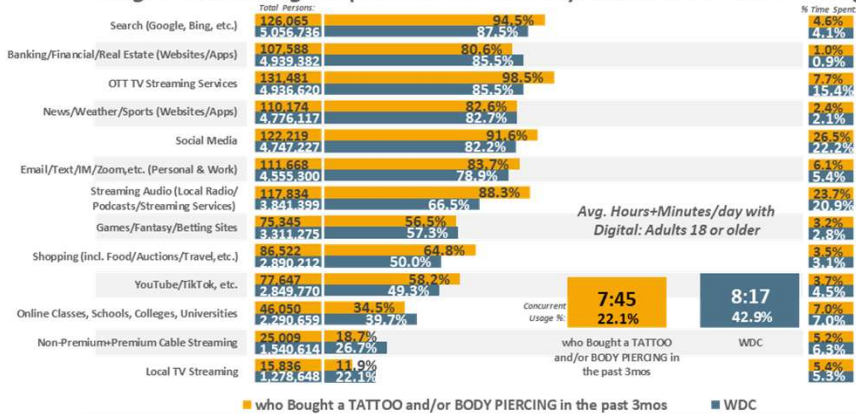




103,120 or 77.3% of Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos use Ad-Supported Social Media for an average of 173.4 minutes every day representing 32.8% of all time spent daily with Ad-Supported Digital Media.

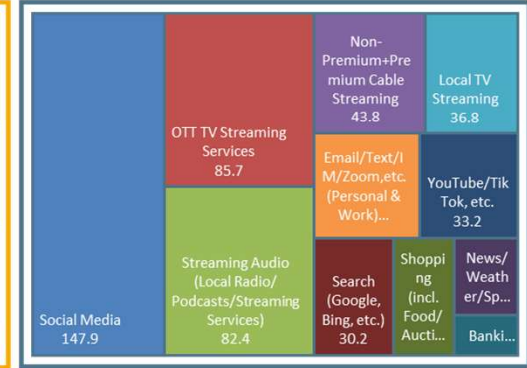
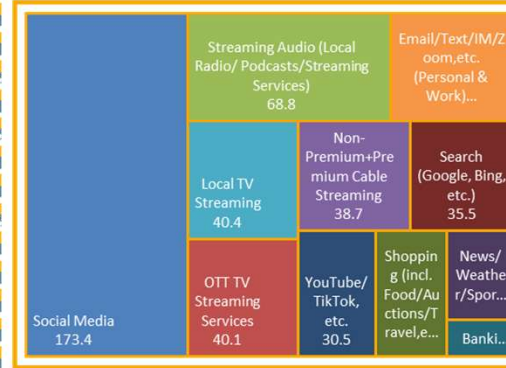
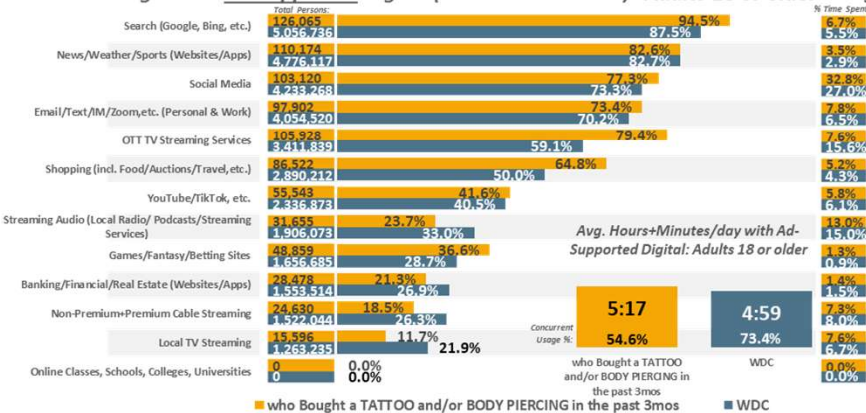
**Avg. Week All Digital (Persons & % Reach): Adults 18 or older**

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



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

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

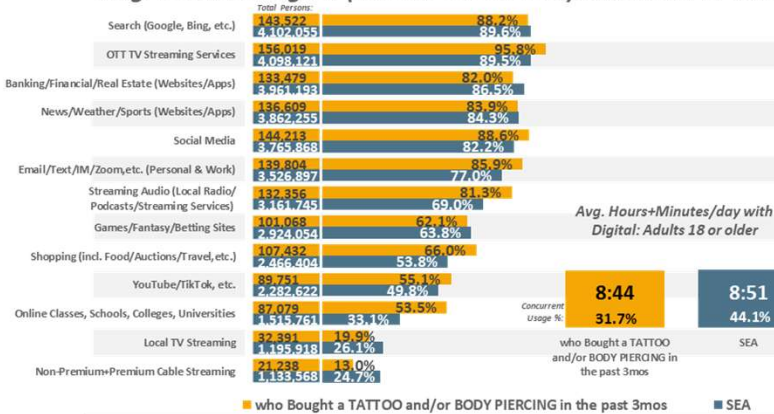




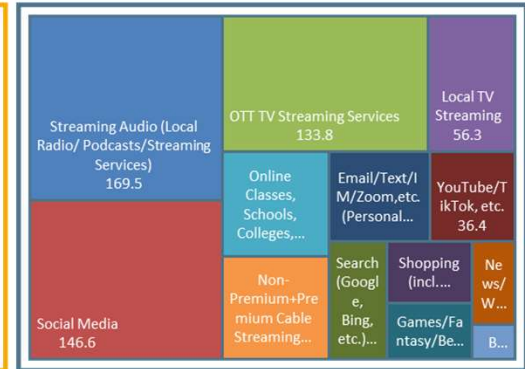
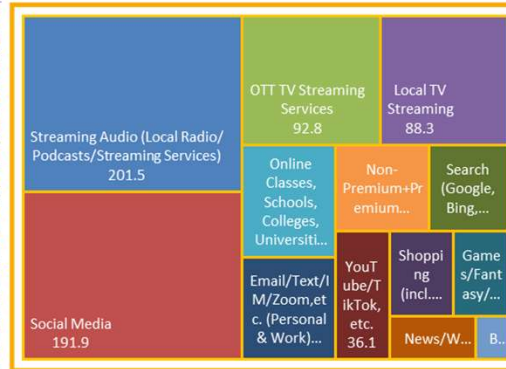


115,111 or 70.7% of Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos use Ad-Supported Social Media for an average of 153.2 minutes every day representing 24.8% of all time spent daily with Ad-Supported Digital Media.

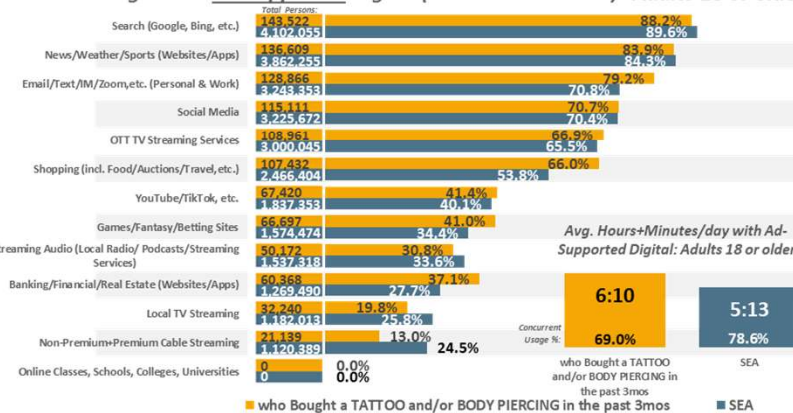
### Avg. Week All Digital (Persons & % Reach): Adults 18 or older



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



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



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

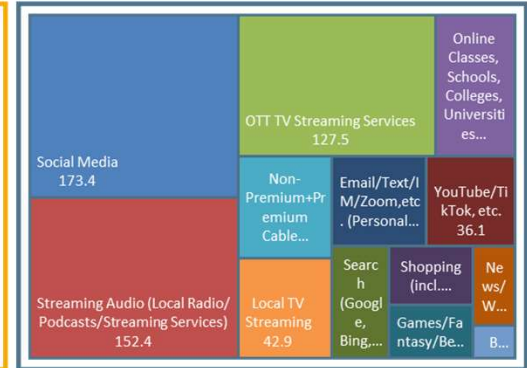
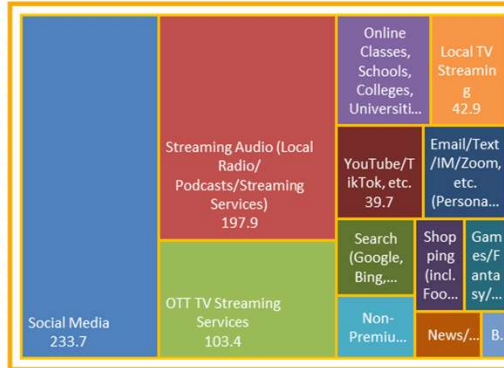
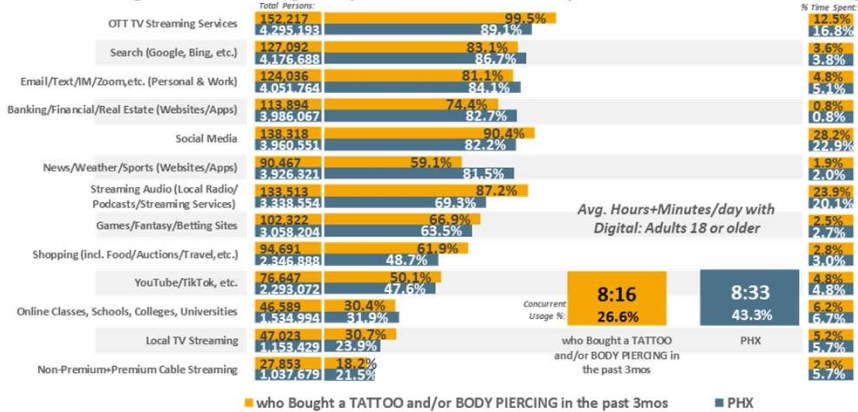




133,317 or 87.1% of Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos use Ad-Supported Social Media for an average of 225.3 minutes every day representing 37.8% of all time spent daily with Ad-Supported Digital Media.

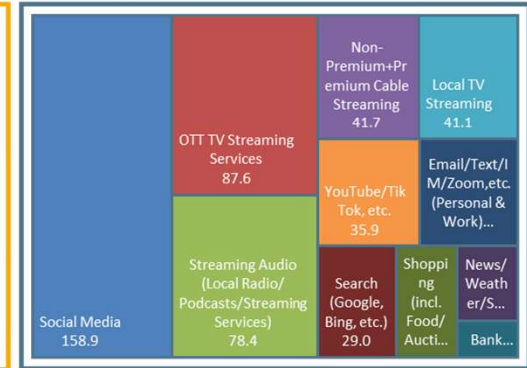
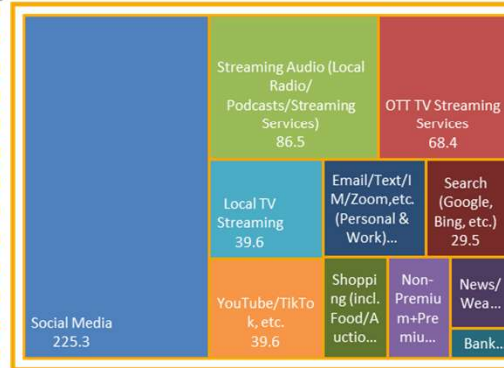
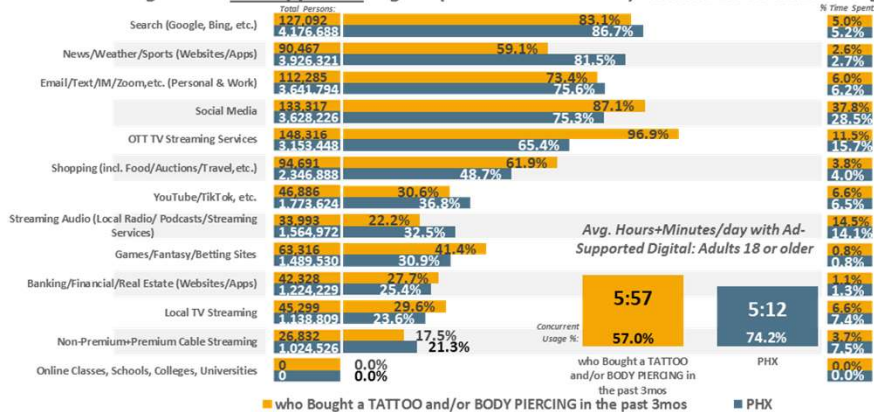
**Avg. Week All Digital (Persons & % Reach): Adults 18 or older**

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



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

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



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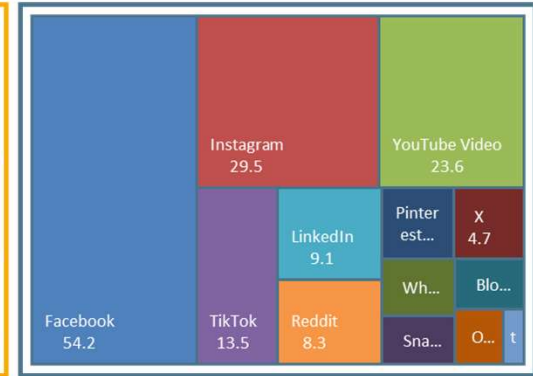
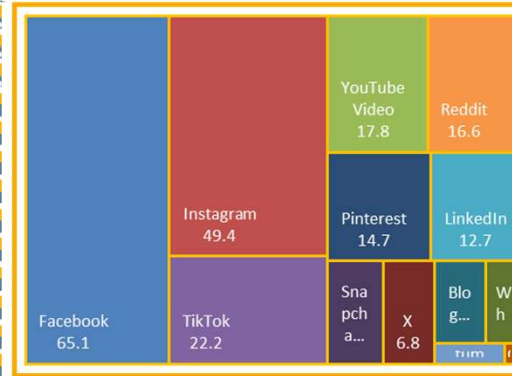
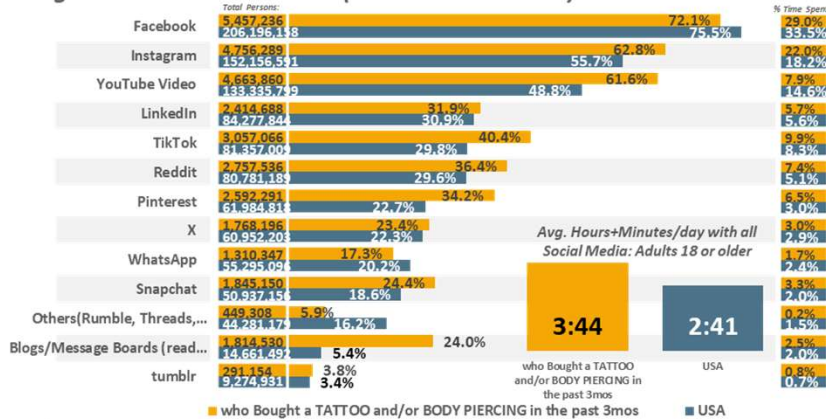
Other stores bought past 3 months: Any tattoo/body piercing shop



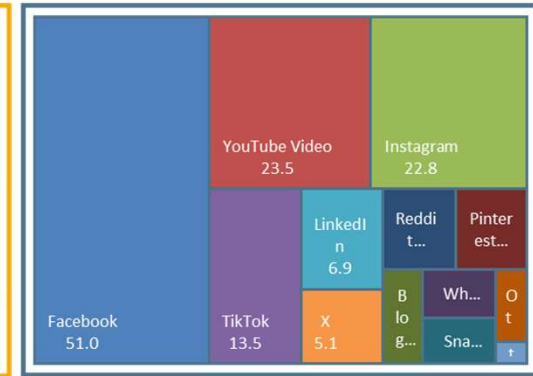
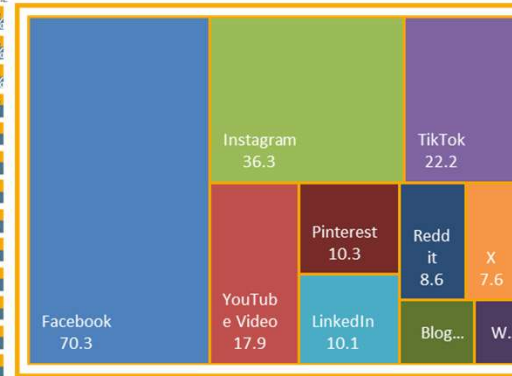
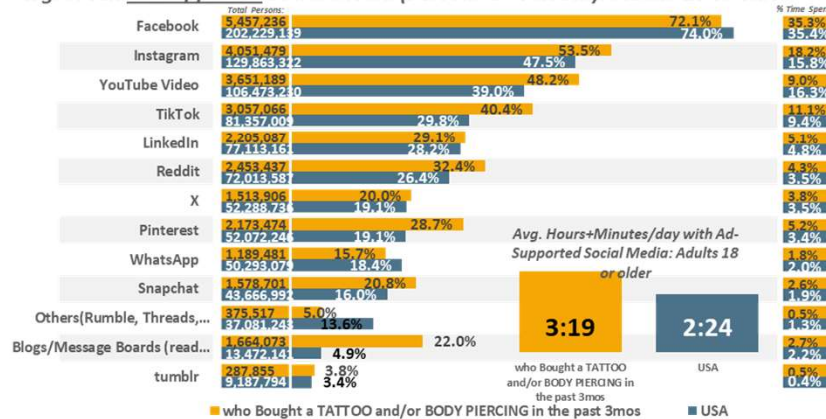


5,457,236 or 72.1% of Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos use Ad-Supported Facebook for an average of 70.3 minutes every day representing 35.3% of all time spent daily with Ad-Supported Social Media.

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



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

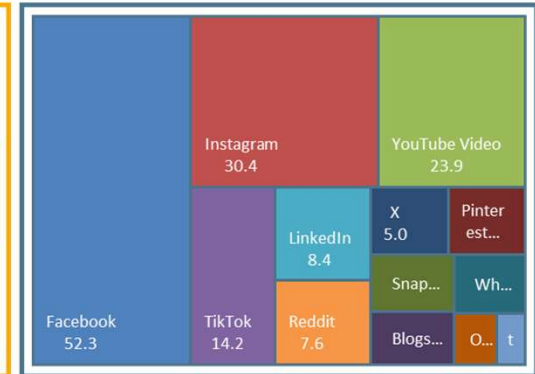
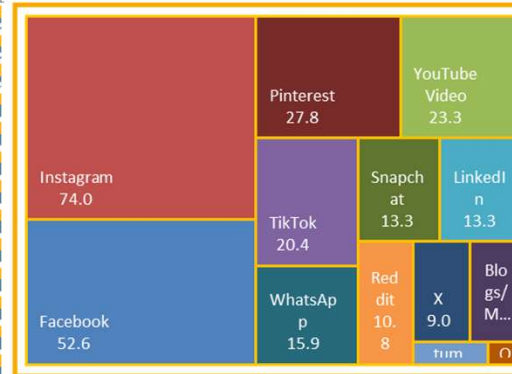
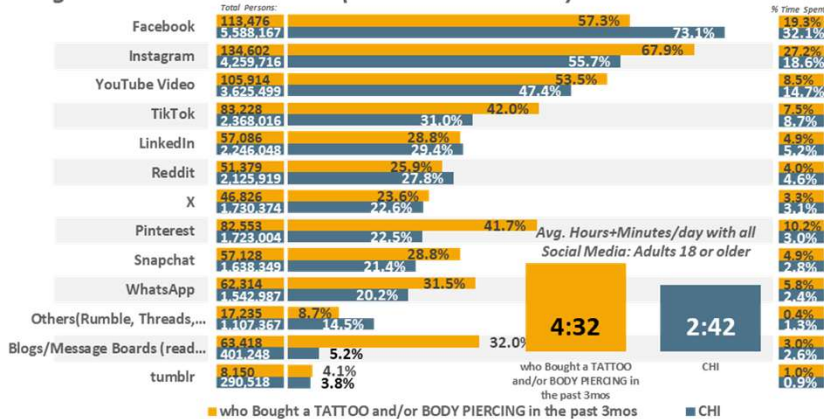




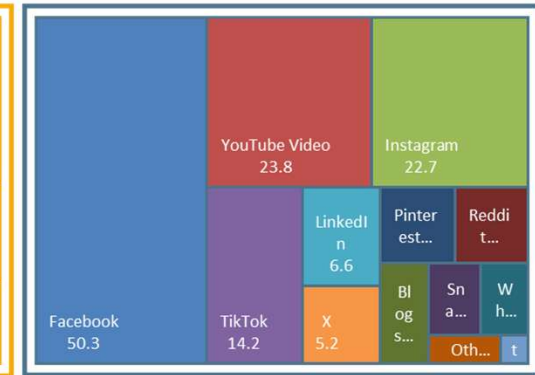
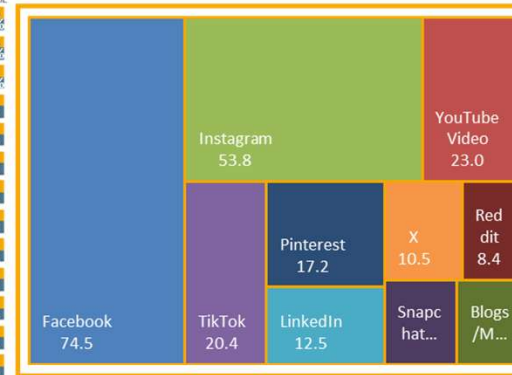
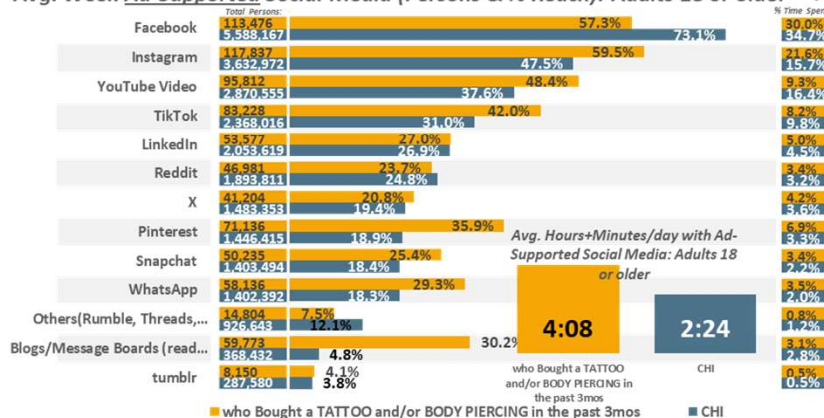


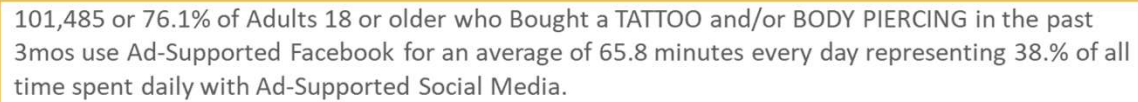
113,476 or 57.3% of Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos use Ad-Supported Facebook for an average of 74.5 minutes every day representing 30.0% of all time spent daily with Ad-Supported Social Media.

**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**



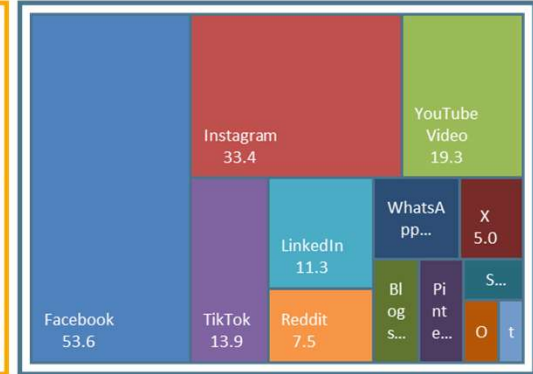


**Total Persons:**

Platform	who Bought a TATTOO and/or BODY PIERCING in the past 3mos (%)	WDC (%)
Facebook	76.1%	77.4%
Instagram	71.2%	60.9%
YouTube Video	64.8%	50.0%
LinkedIn	35.3%	33.0%
TikTok	41.6%	31.7%
Reddit	47.8%	28.9%
WhatsApp	27.4%	10.0%
X	33.1%	23.5%
Pinterest	28.8%	27.5%
Snapchat	23.5%	16.2%
Others (Rumble, Threads,...	5.7%	7.6%
Blogs/Message Boards (read...	7.2%	4.1%
tumblr	1.6%	2.8%

**Avg. Hours+Minutes/day with all Social Media: Adults 18 or older**

- who Bought a TATTOO and/or BODY PIERCING in the past 3mos: 3:25
- WDC: 2:45



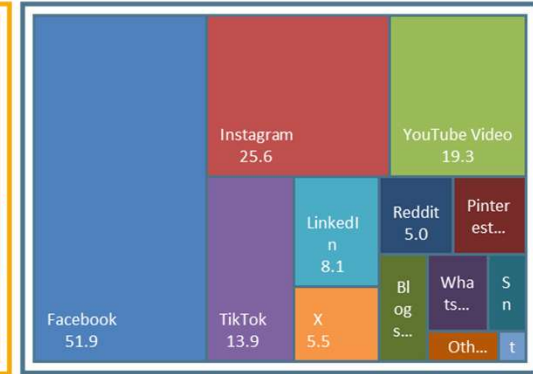
Platform	who Bought a TATTOO and/or BODY PIERCING in the past 3mos (%)	WDC (%)
Facebook	76.1%	74.9%
Instagram	57.6%	52.1%
YouTube Video	48.3%	41.7%
LinkedIn	28.7%	37.4%
TikTok	41.6%	31.7%
Reddit	40.4%	25.8%
WhatsApp	8.6%	25.0%
X	25.9%	20.7%
Pinterest	23.0%	18.8%
Snapchat	19.1%	13.9%
Others[Rumble, Threads,...]	4.5%	12.9%
Blogs/Message Boards (read...)	28.5%	6.6%
tumblr	1.5%	4.1%

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

who Bought a TATTOO and/or BODY PIERCING in the past 3mos: 2:53

WDC: 2:27

Legend:   
■ who Bought a TATTOO and/or BODY PIERCING in the past 3mos   
■ WDC

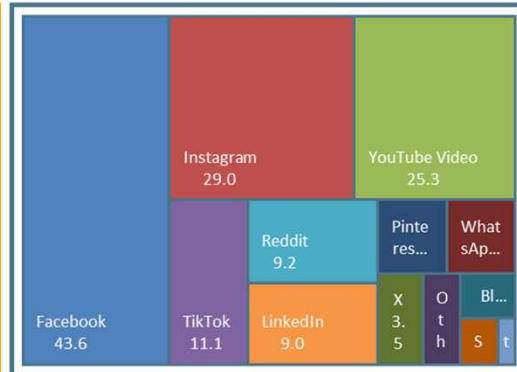
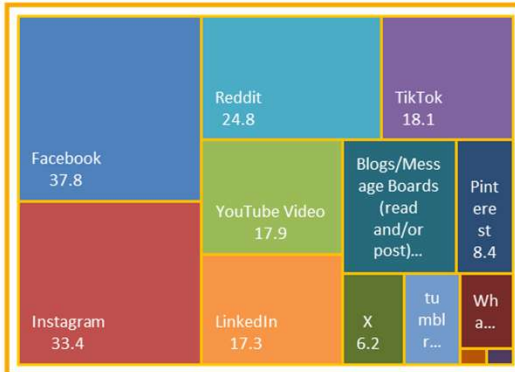
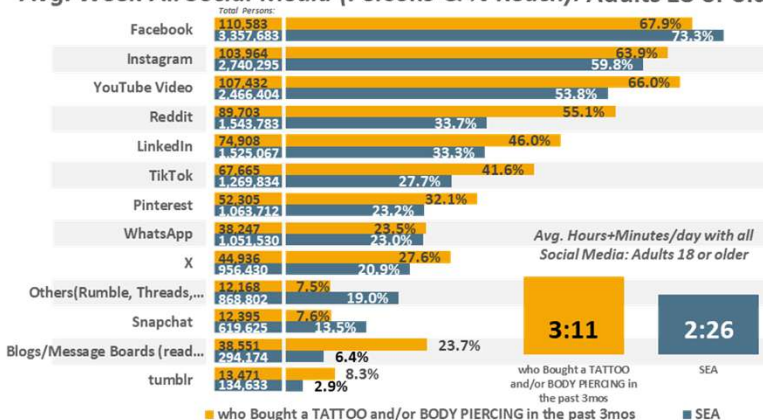


Other stores bought past 3 months: Any tattoo/body piercing shop

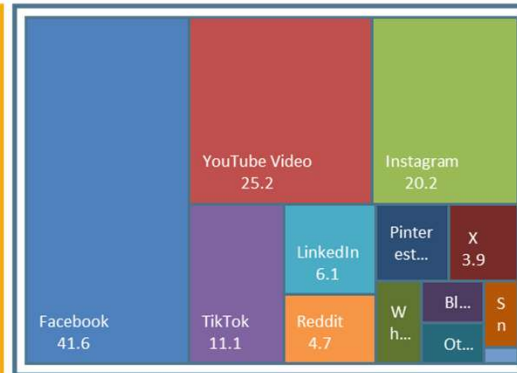
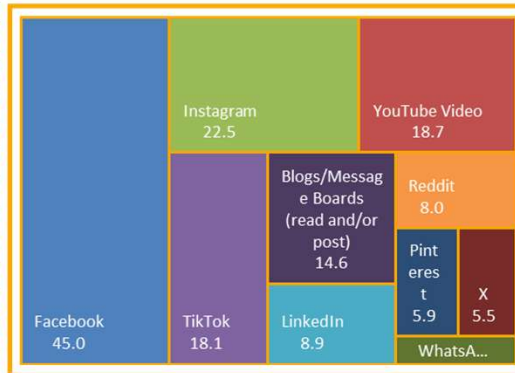
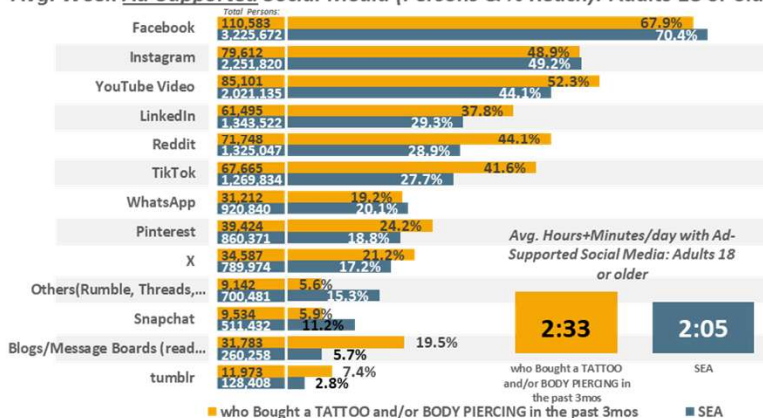


110,583 or 67.9% of Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos use Ad-Supported Facebook for an average of 45. minutes every day representing 29.4% of all time spent daily with Ad-Supported Social Media.

**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**

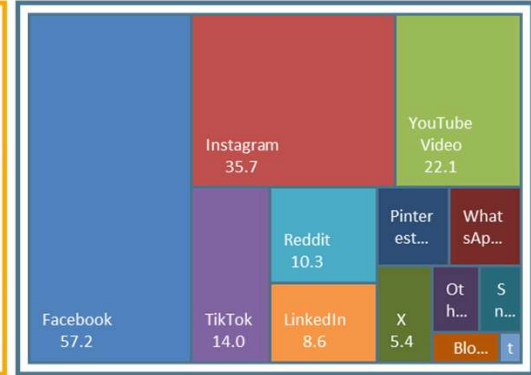
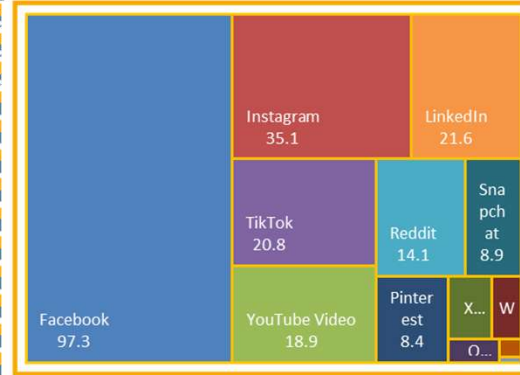
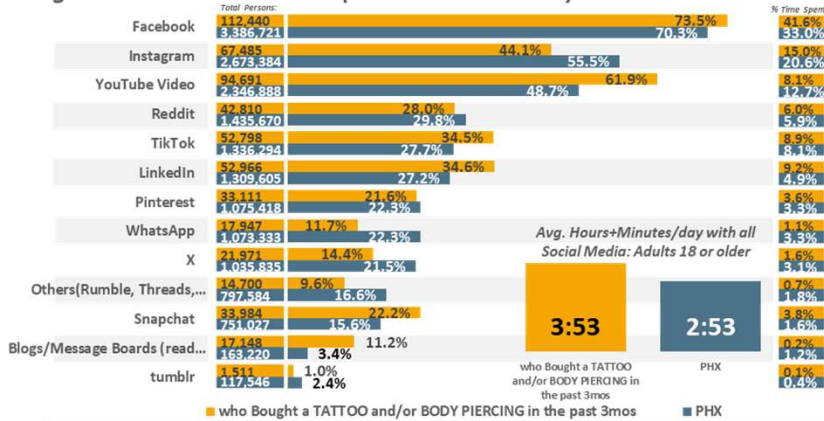




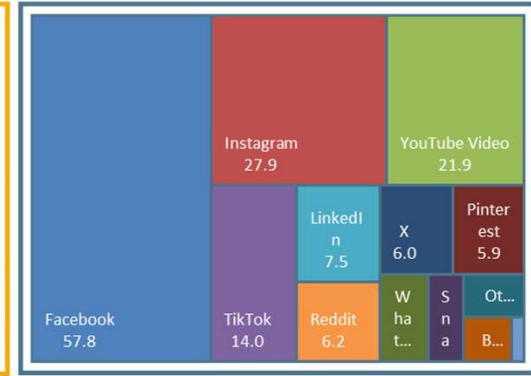
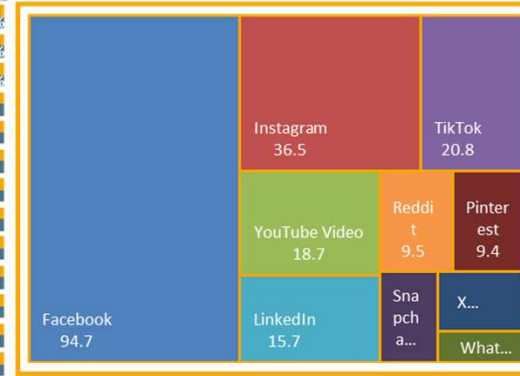
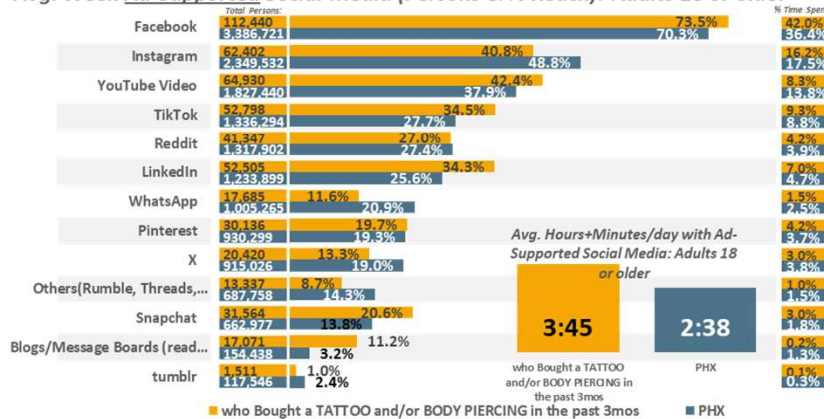


112,440 or 73.5% of Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos use Ad-Supported Facebook for an average of 94.7 minutes every day representing 42.% of all time spent daily with Ad-Supported Social Media.

**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**



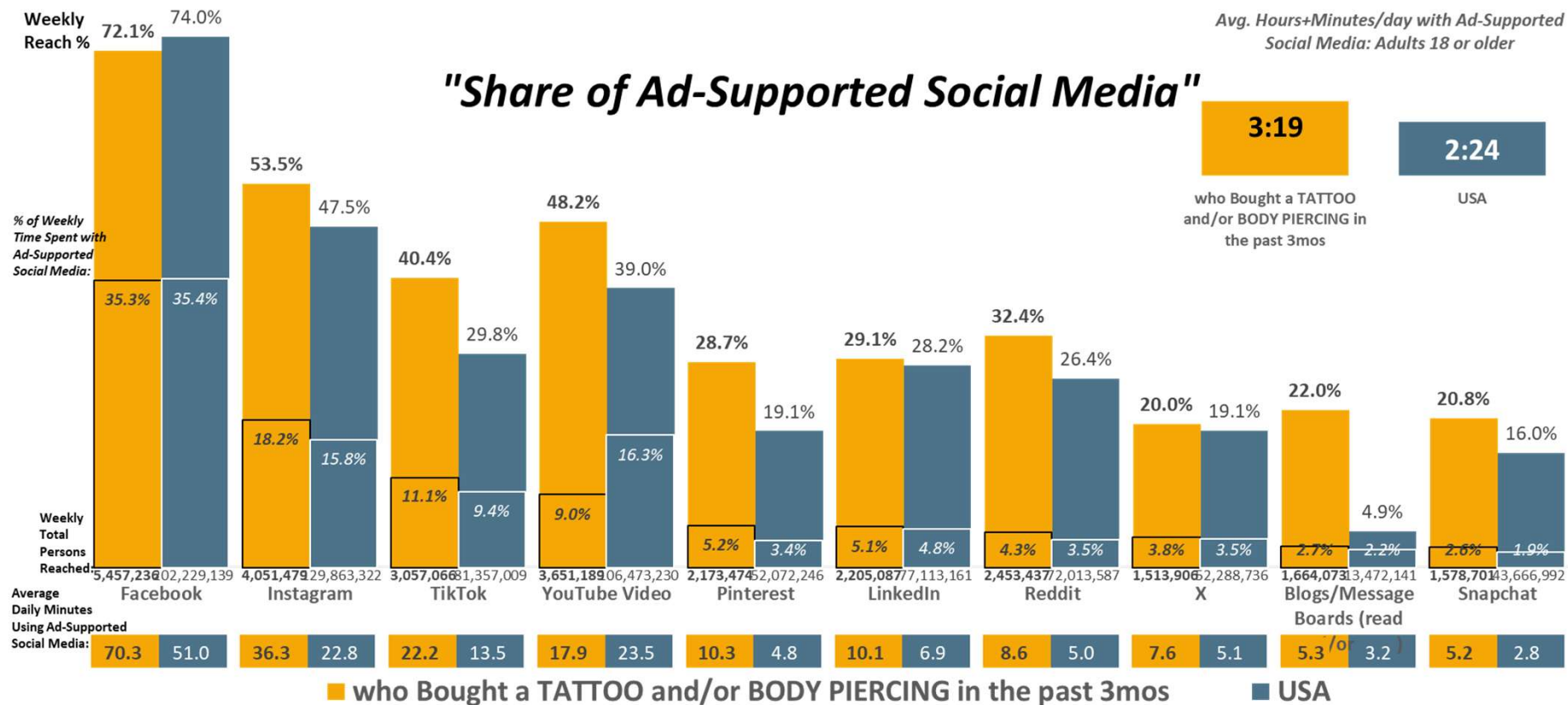
**Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older**      **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





5,457,236 or 72.1% of Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos use Ad-Supported Facebook for an average of 70.3 minutes every day representing 35.3% of all time spent daily with Ad-Supported Social Media.

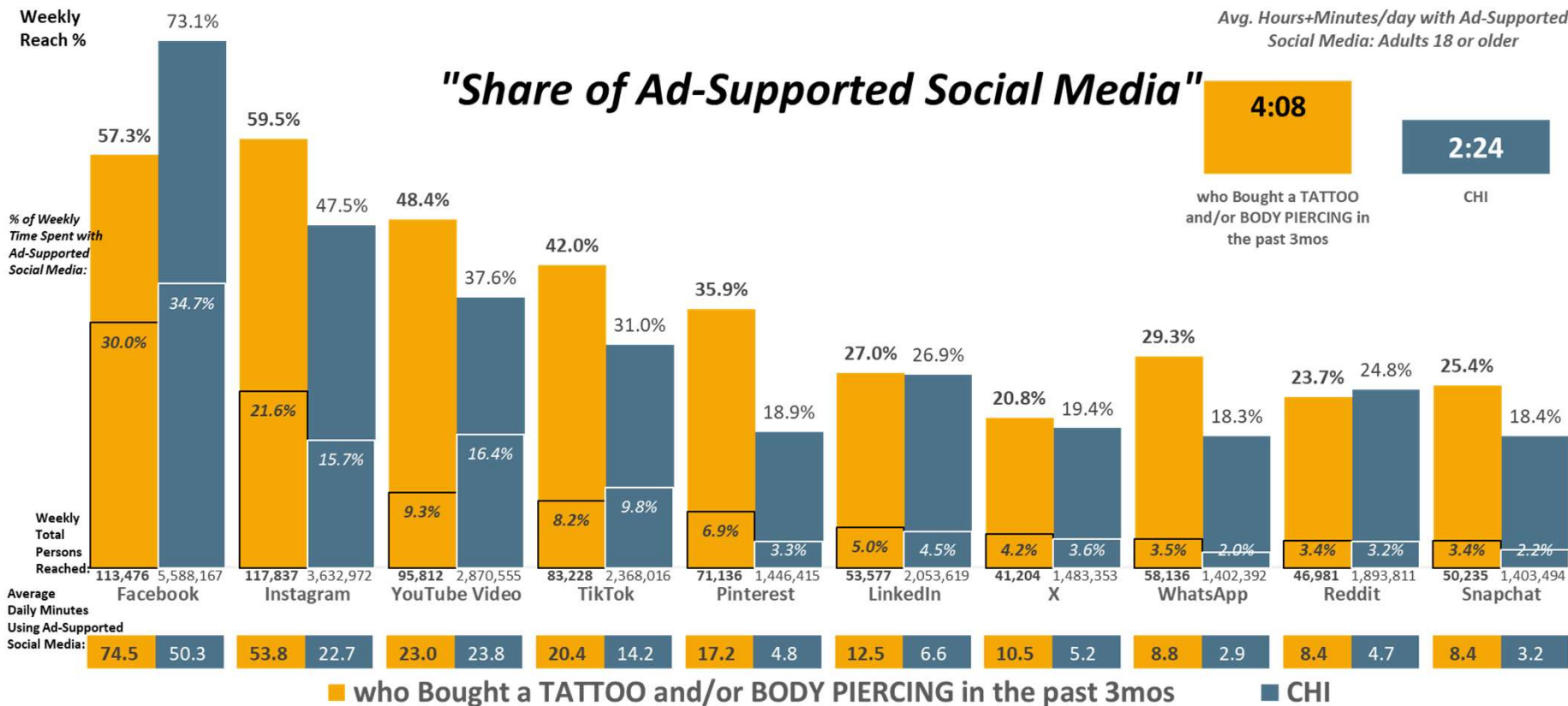
## "Share of Ad-Supported Social Media"





113,476 or 57.3% of Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos use Ad-Supported Facebook for an average of 74.5 minutes every day representing 30.0% of all time spent daily with Ad-Supported Social Media.

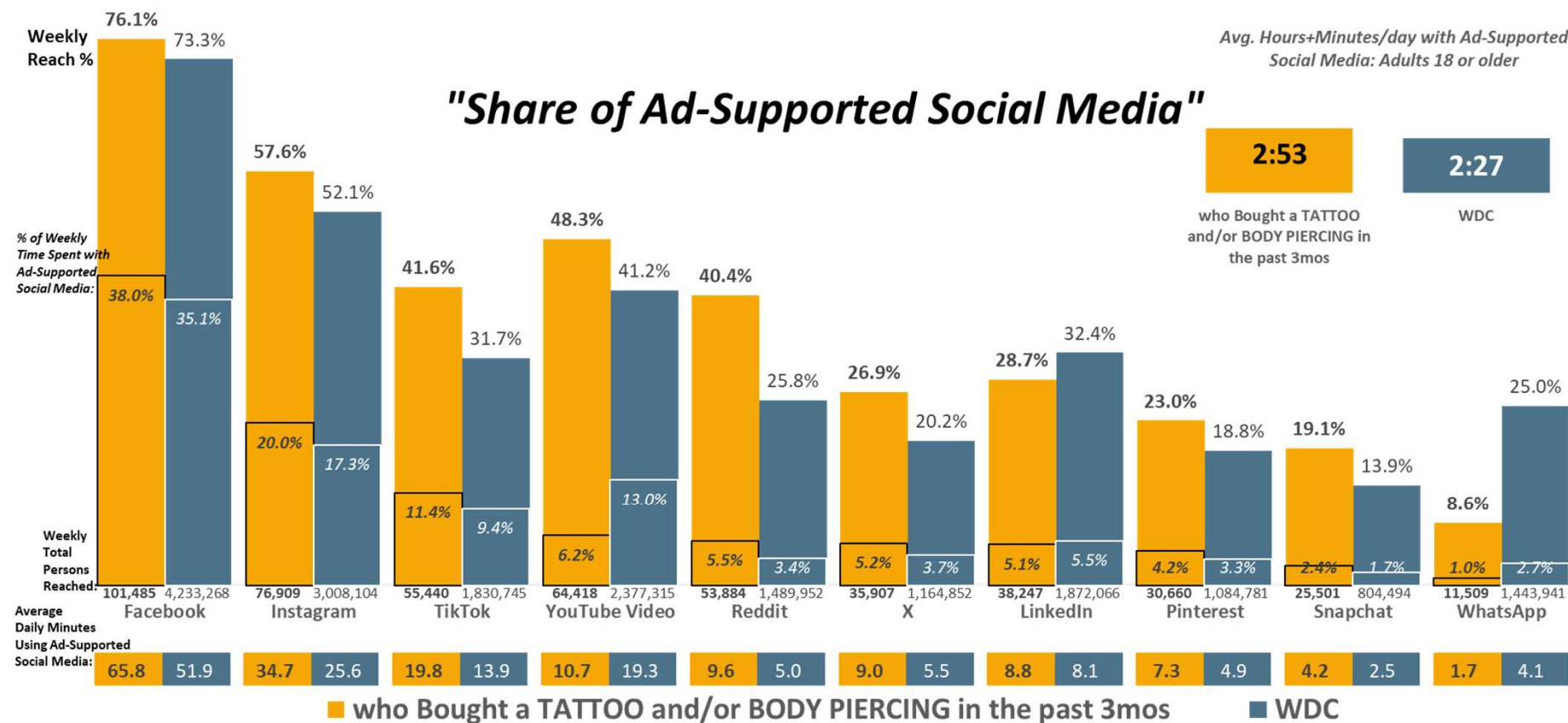
## "Share of Ad-Supported Social Media"

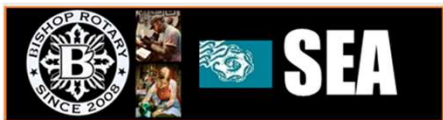






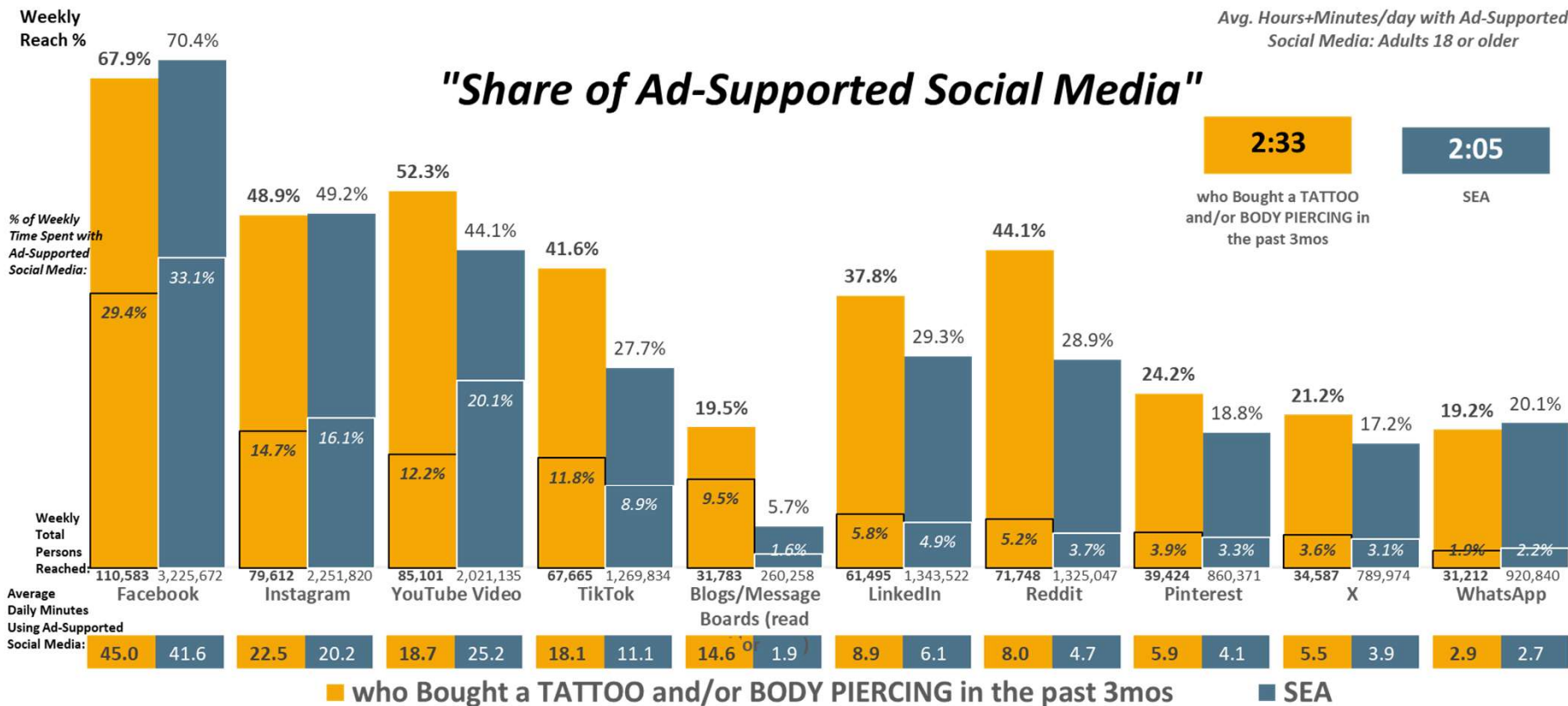
101,485 or 76.1% of Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos use Ad-Supported Facebook for an average of 65.8 minutes every day representing 38.% of all time spent daily with Ad-Supported Social Media.





110,583 or 67.9% of Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos use Ad-Supported Facebook for an average of 45. minutes every day representing 29.4% of all time spent daily with Ad-Supported Social Media.

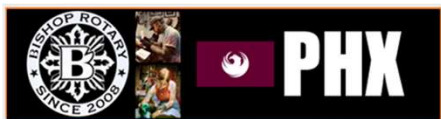
## "Share of Ad-Supported Social Media"



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 131 SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 3,887  
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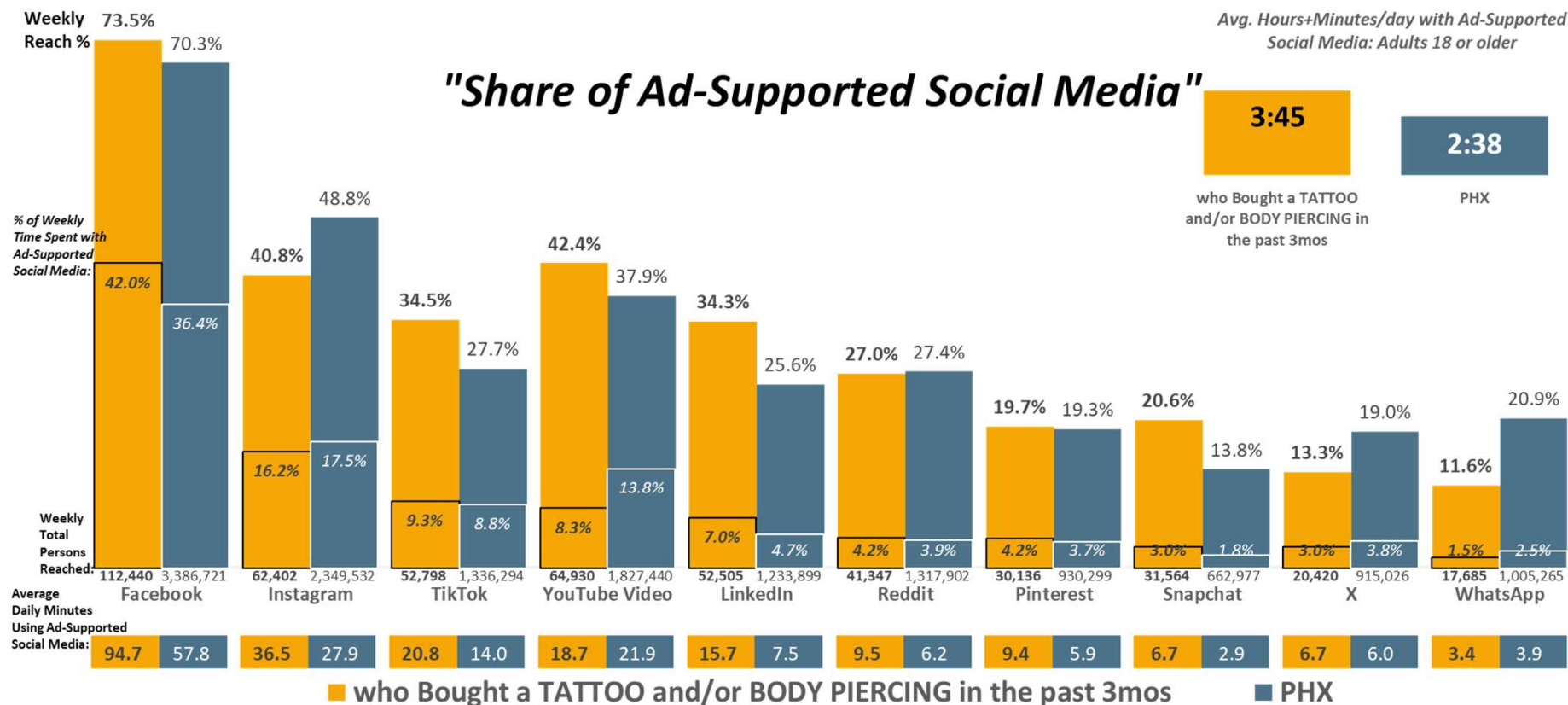
**soefa.ai** Share of Everything for Anything ©

Other stores bought past 3 months: Any tattoo/body piercing shop



112,440 or 73.5% of Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos use Ad-Supported Facebook for an average of 94.7 minutes every day representing 42.% of all time spent daily with Ad-Supported Social Media.

## "Share of Ad-Supported Social Media"

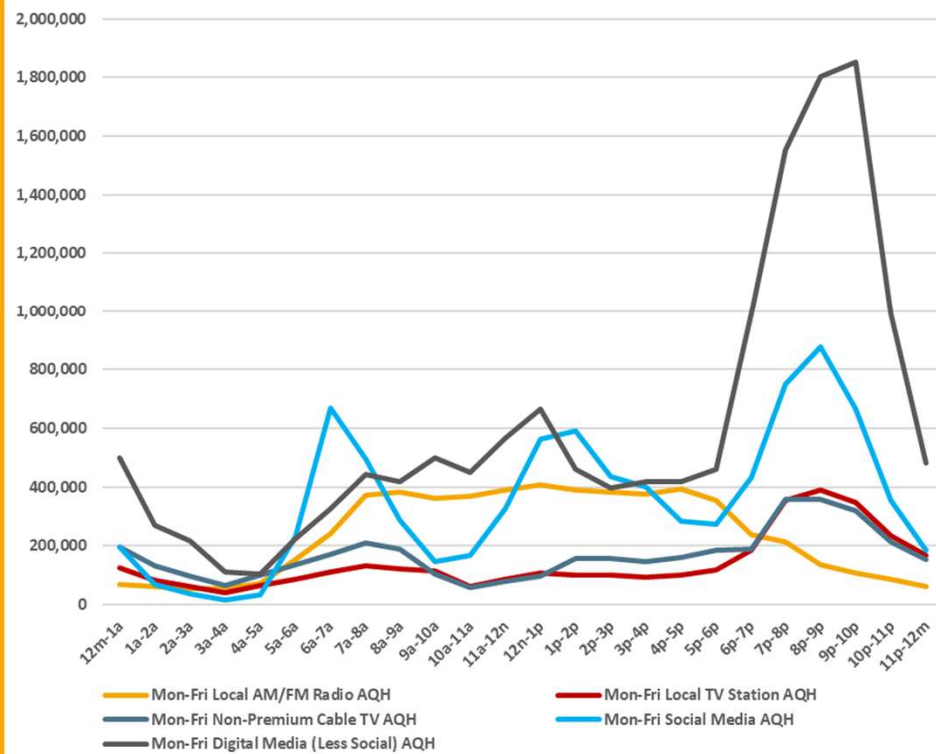




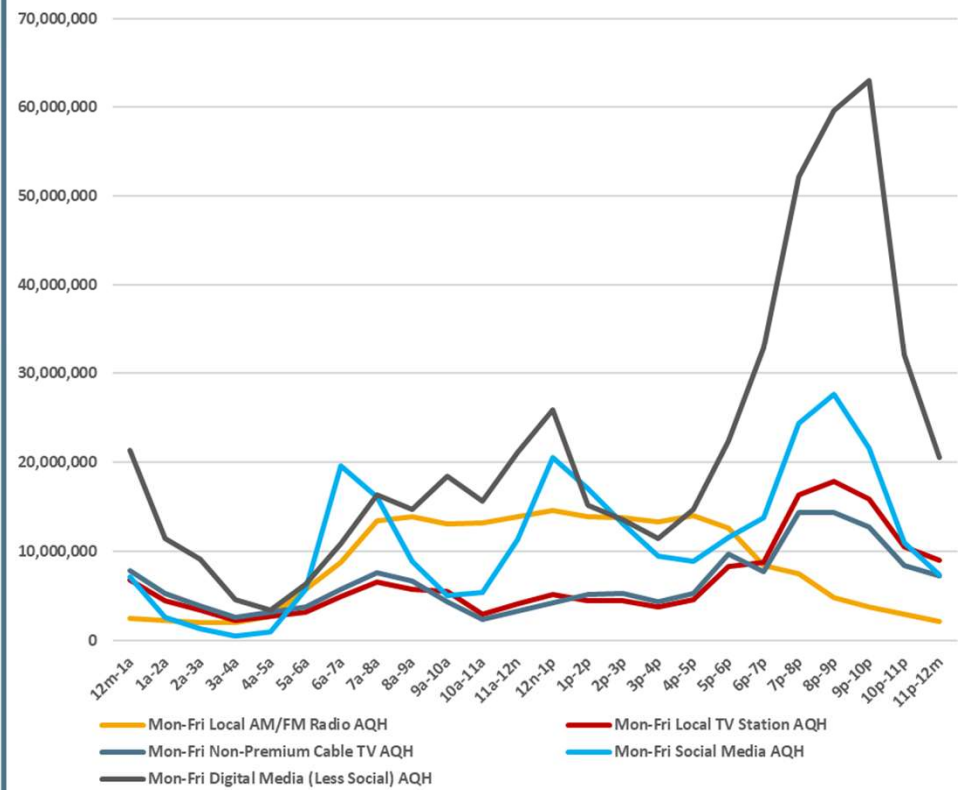


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 500,226;  
Social Media: 389,741; Local Radio: 357,915; Non-Prem. Cable: 146,053; Local TV: 109,689  
reaching Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in

*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
Adults 18 or older who Bought a TATTOO and/or BODY  
PIERCING in the past 3mos*



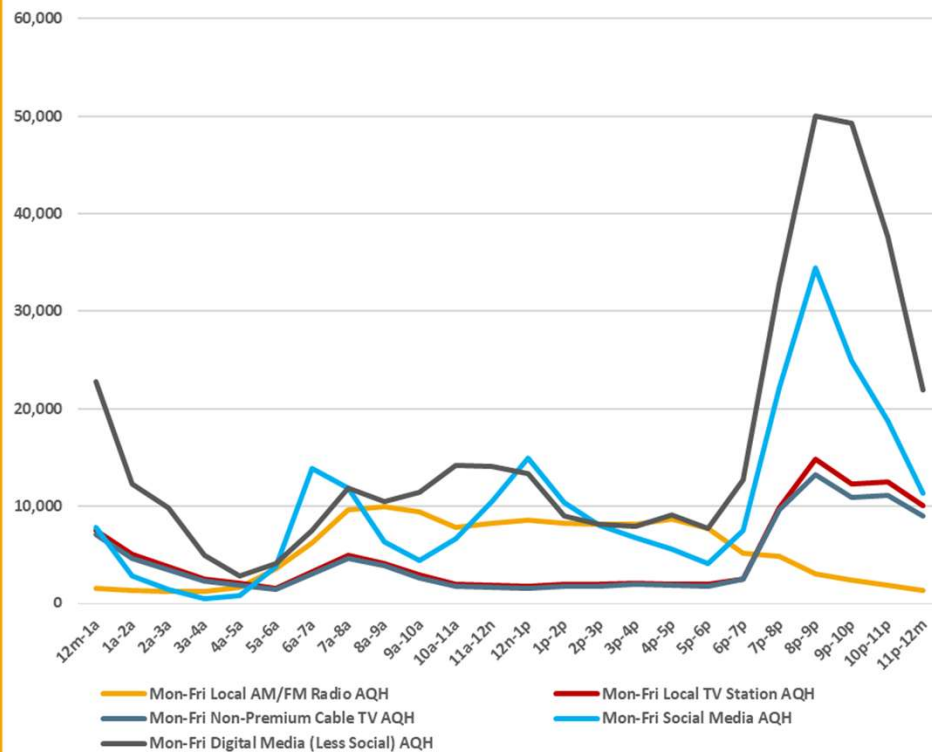
*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
USA Metro Area Adults 18 or older*



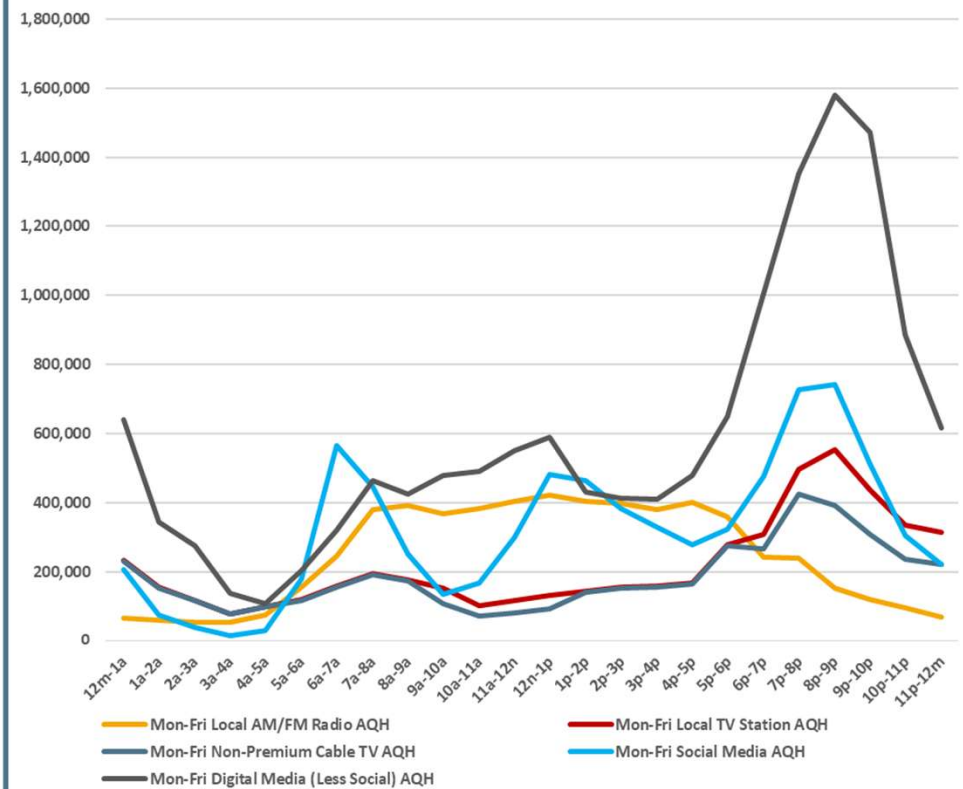


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 10,596;  
 Social Media: 8,554; Local Radio: 8,182; Local TV: 2,601; Non-Prem. Cable: 2,406 reaching  
 Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past

*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
 Adults 18 or older who Bought a TATTOO and/or BODY  
 PIERCING in the past 3mos*



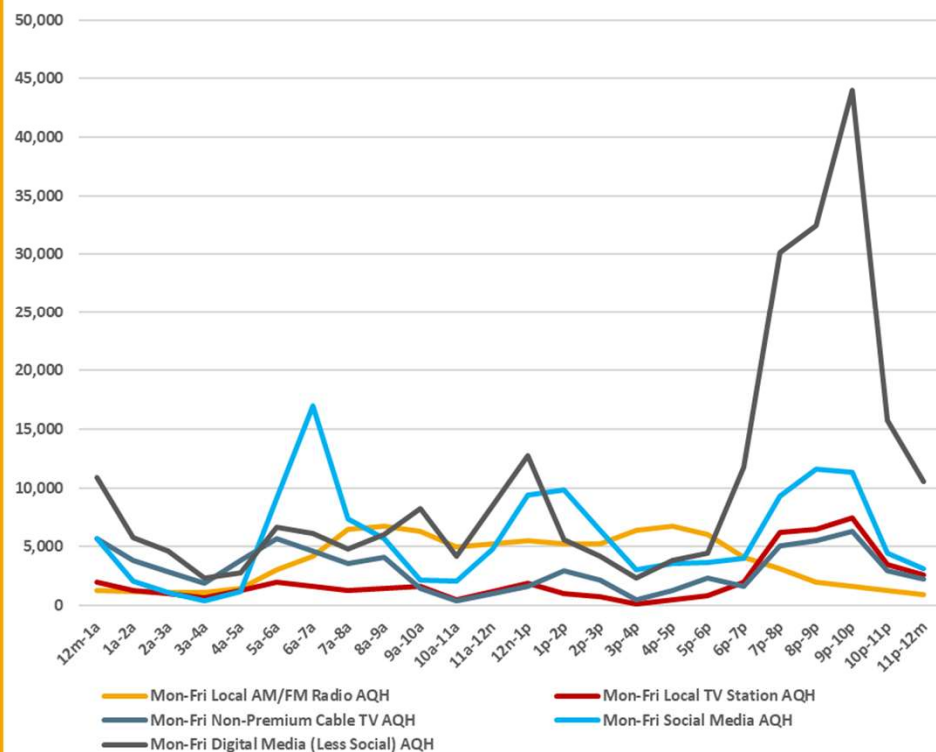
*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
 CHI Metro Area Adults 18 or older*



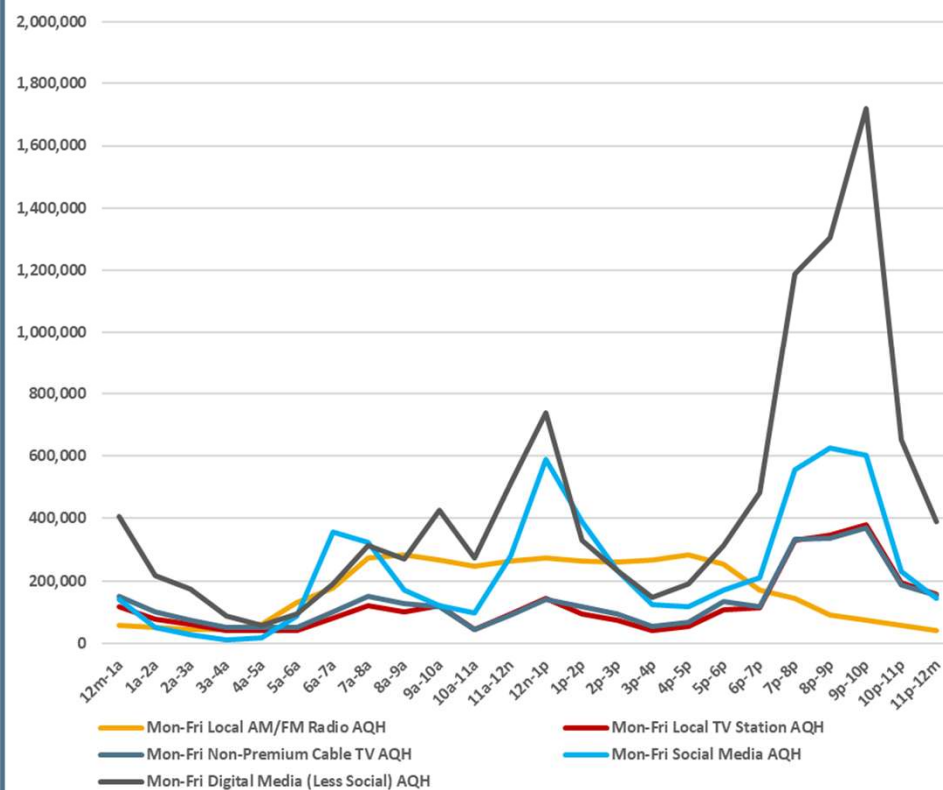


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 6,374;  
Social Media: 6,060; Local Radio: 5,625; Non-Prem. Cable: 2,121; Local TV: 1,114 reaching  
Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)**  
**Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos**



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

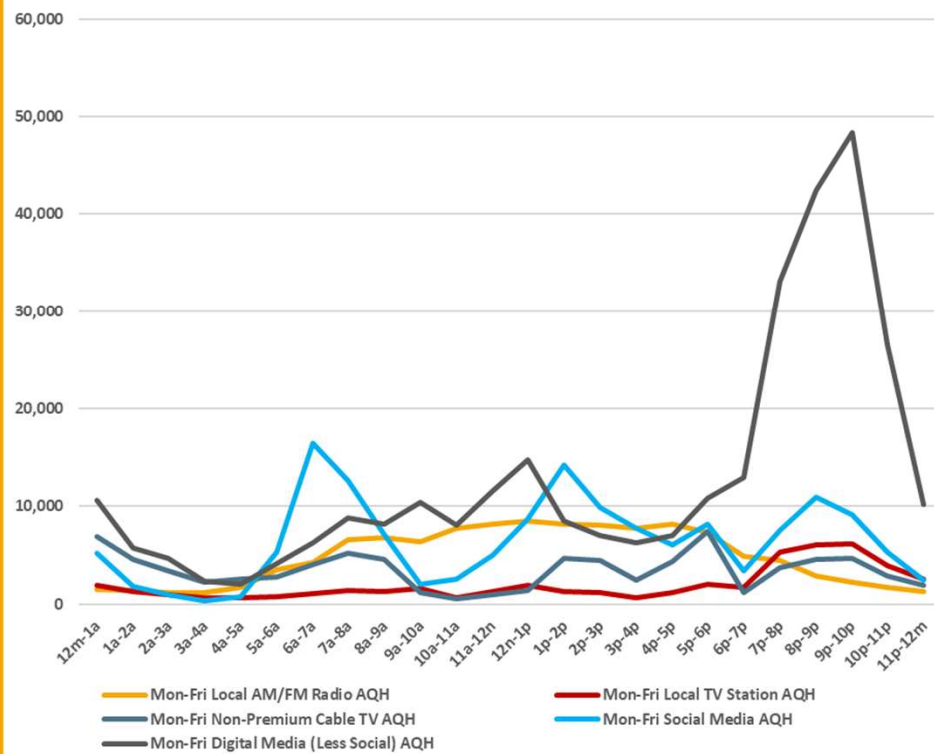




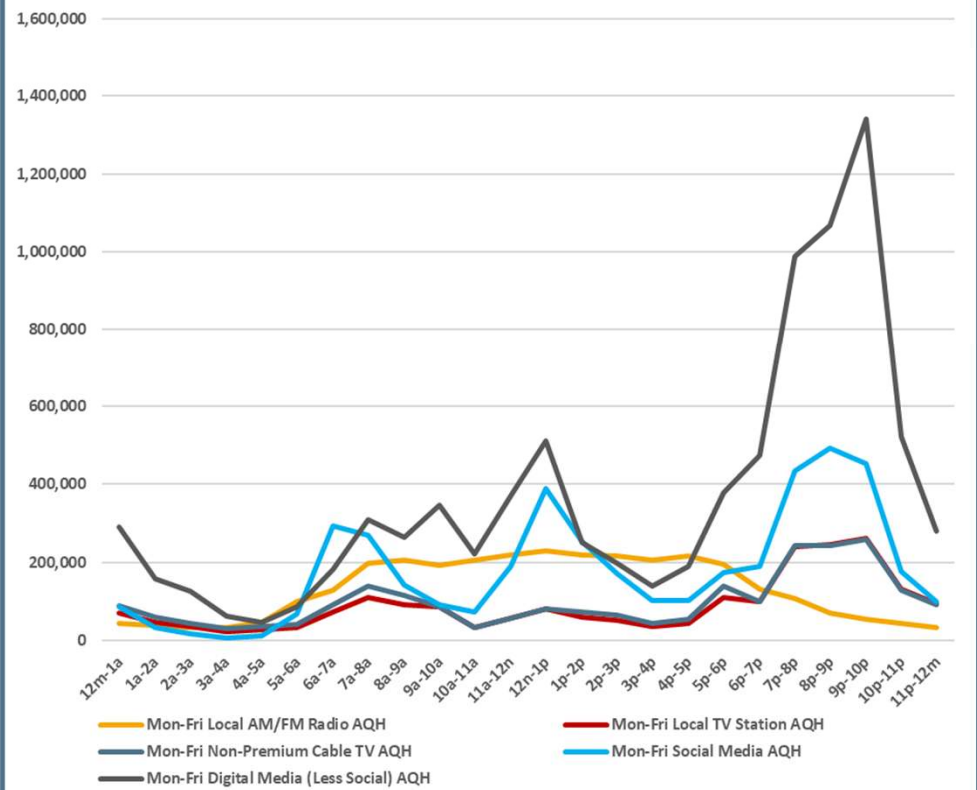


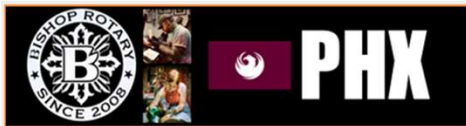
M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 9,315;  
 Social Media: 8,012; Local Radio: 7,155; Non-Prem. Cable: 3,296; Local TV: 1,354 reaching  
 Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)**  
**Adults 18 or older who Bought a TATTOO and/or BODY**  
**PIERCING in the past 3mos**



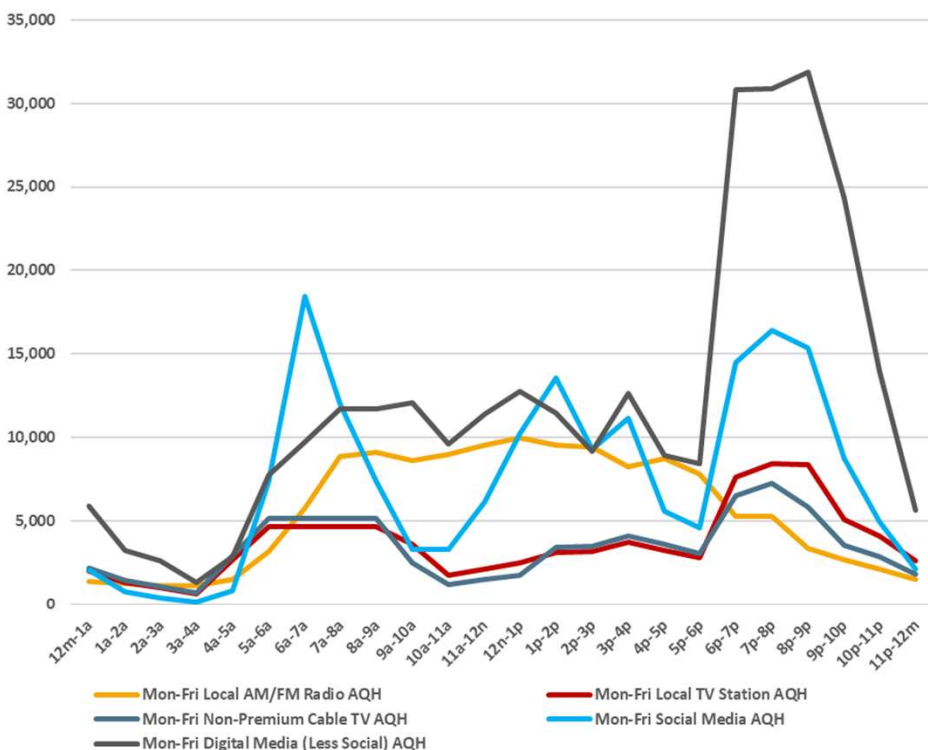
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)**  
**SEA Metro Area Adults 18 or older**



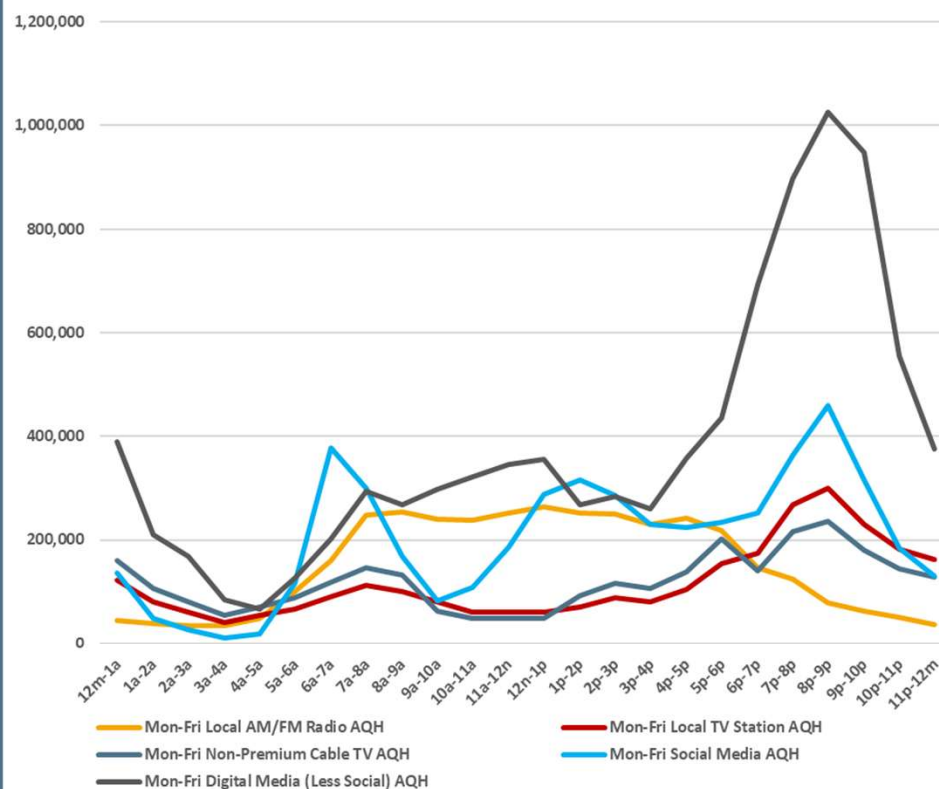


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 12,349;  
Social Media: 9,188; Local Radio: 8,458; Local TV: 3,674; Non-Prem. Cable: 3,588 reaching  
Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past

*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
Adults 18 or older who Bought a TATTOO and/or BODY  
PIERCING in the past 3mos*



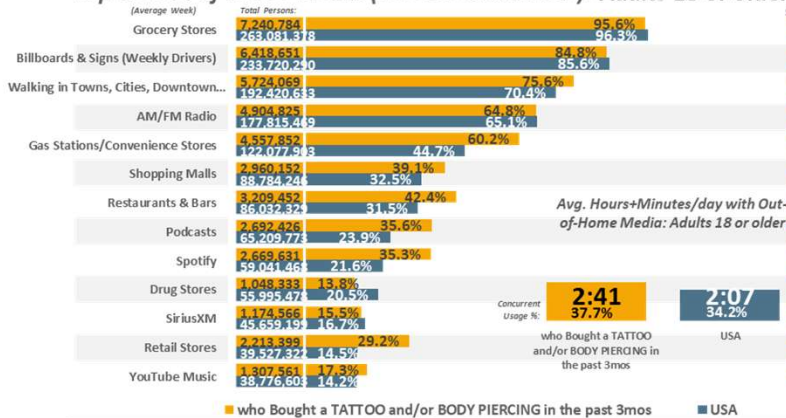
*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
PHX Metro Area Adults 18 or older*



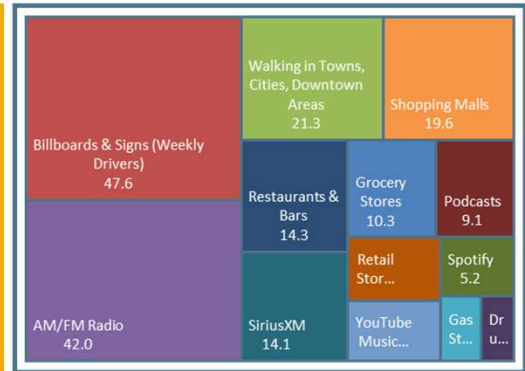
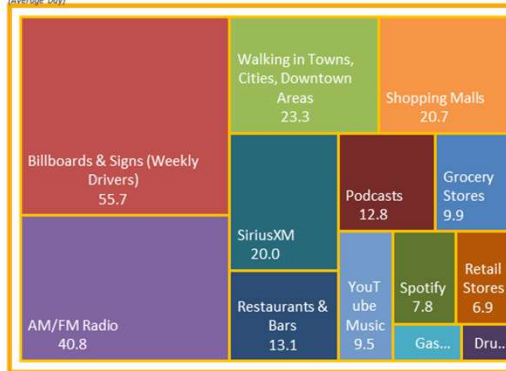


6,418,651 or 84.8% of Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos spend an average of 55.7 minutes per day driving, seeing Billboards and Signs. 63.1% Listen to Local Radio Stations Out-of-Home for an average of 36.5 minut

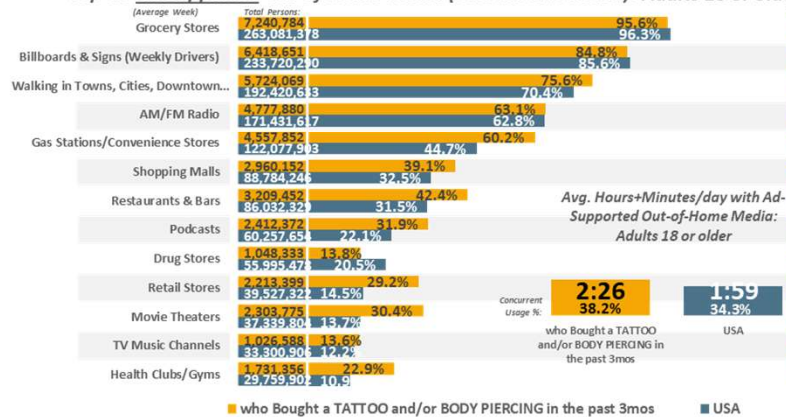
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



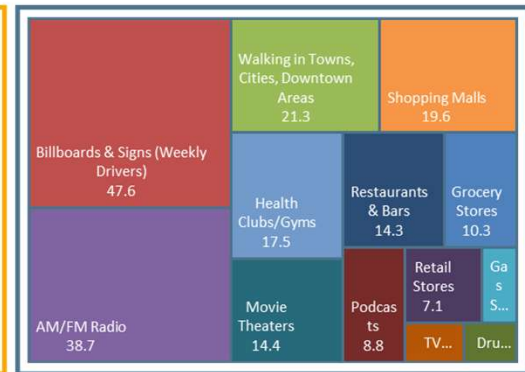
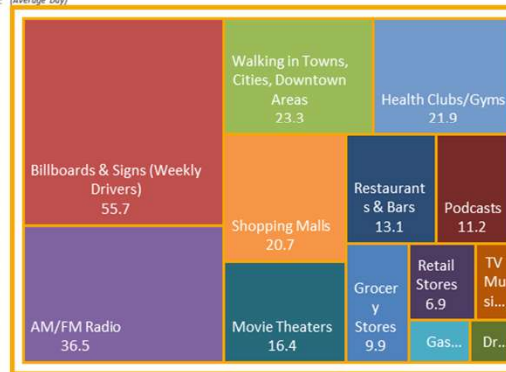
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 725  
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soefa.ai Share of Everything for Anything

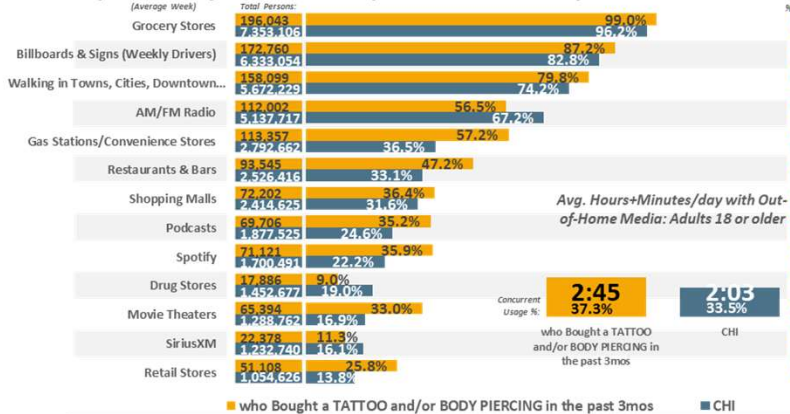
Other stores bought past 3 months: Any tattoo/body piercing shop



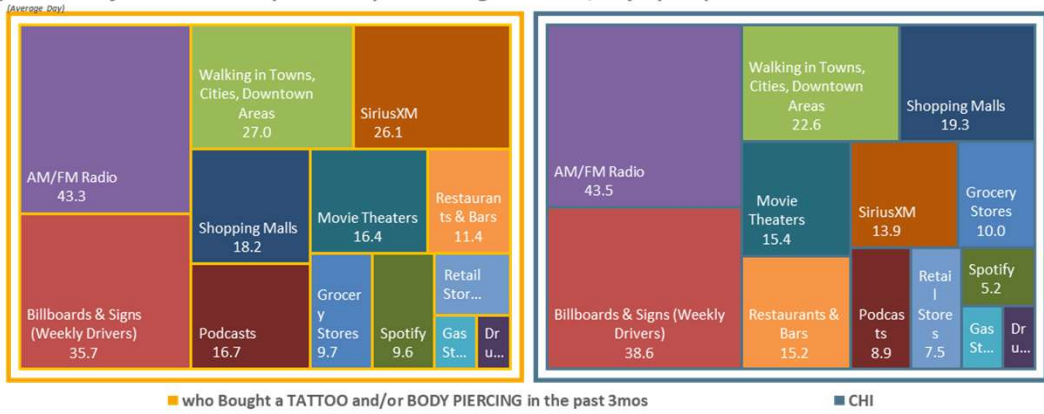


172,760 or 87.2% of Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos spend an average of 35.7 minutes per day driving, seeing Billboards and Signs. 55.2% Listen to Local Radio Stations Out-of-Home for an average of 39.1 minutes

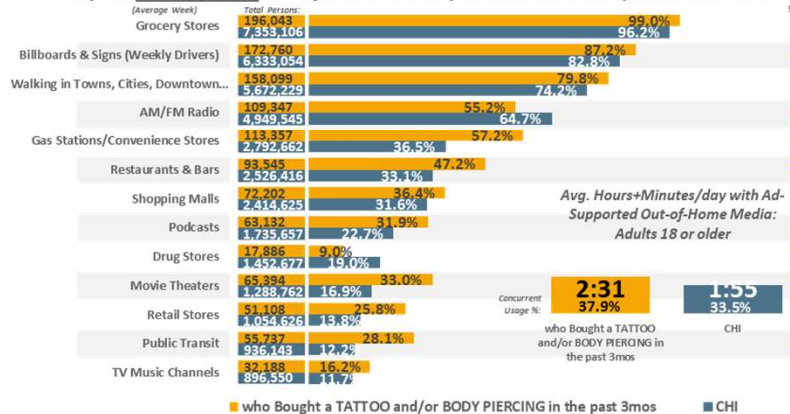
### Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



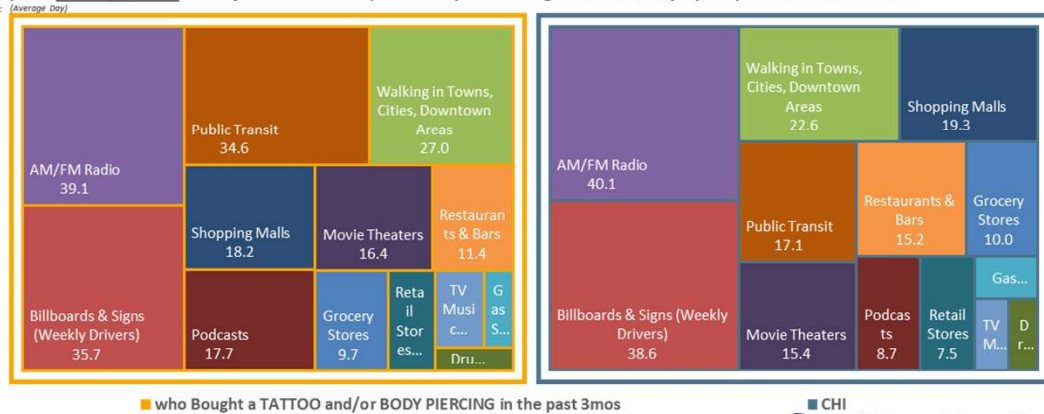
### Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



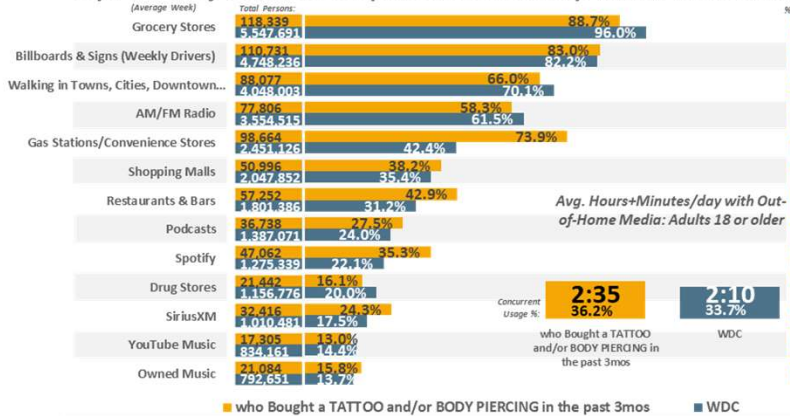
### Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



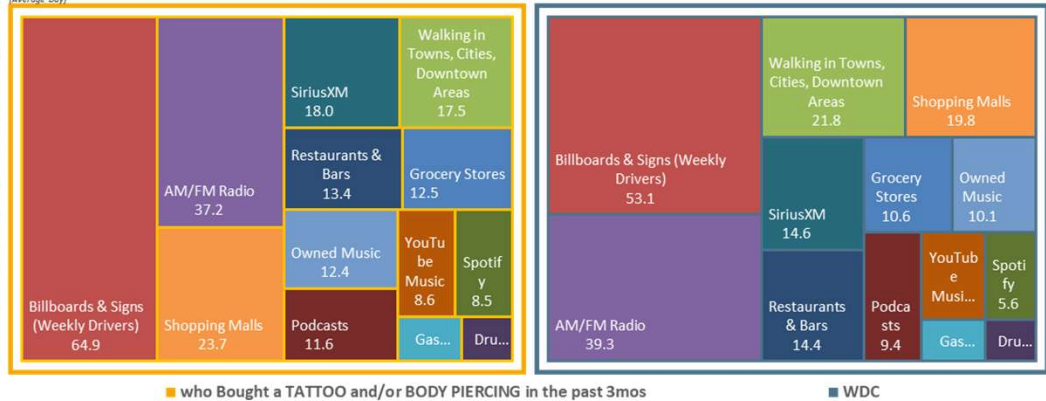


110,731 or 83.% of Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos spend an average of 64.9 minutes per day driving, seeing Billboards and Signs. 57.1% Listen to Local Radio Stations Out-of-Home for an average of 33.9 minutes/

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



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

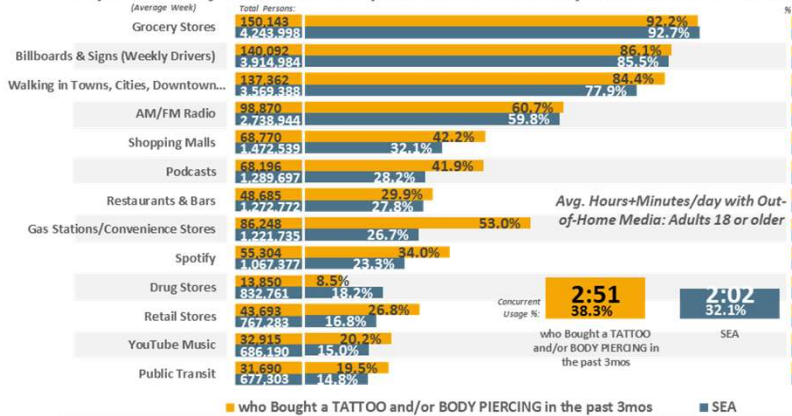




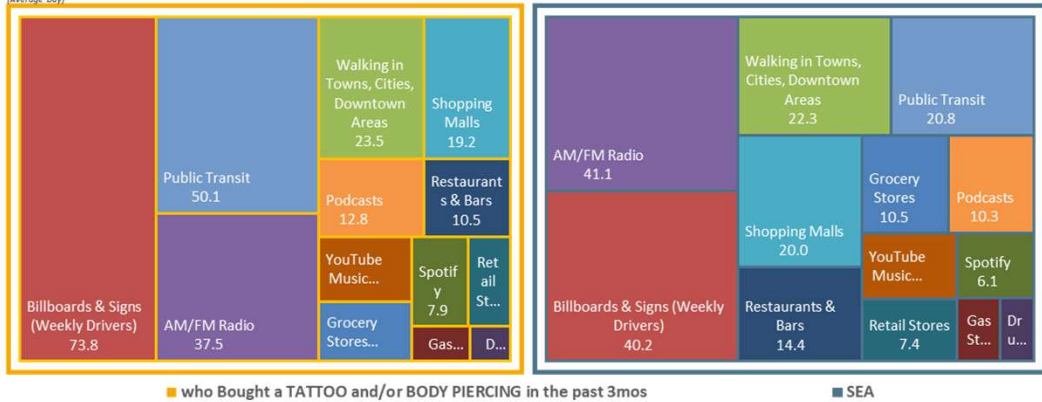


140,092 or 86.1% of Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos spend an average of 73.8 minutes per day driving, seeing Billboards and Signs. 59.8% Listen to Local Radio Stations Out-of-Home for an average of 32.7 minutes

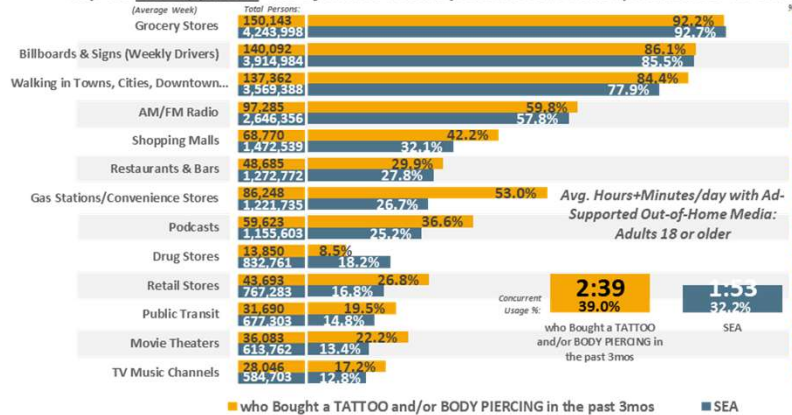
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



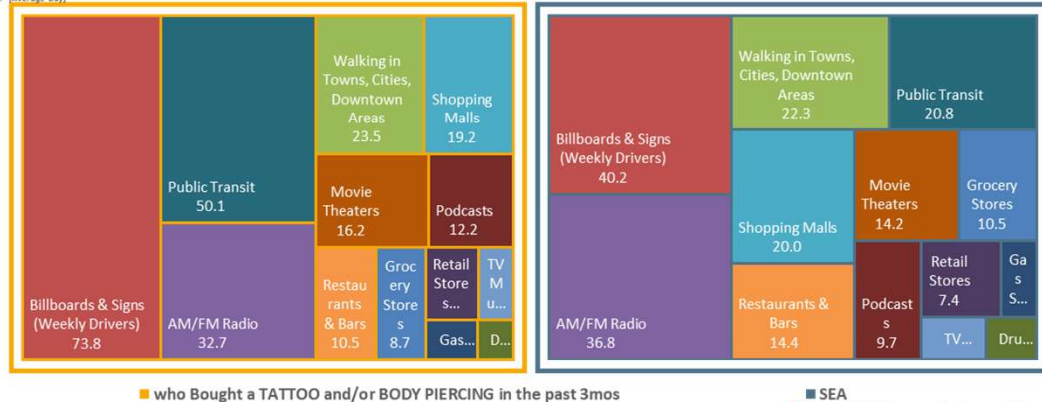
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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

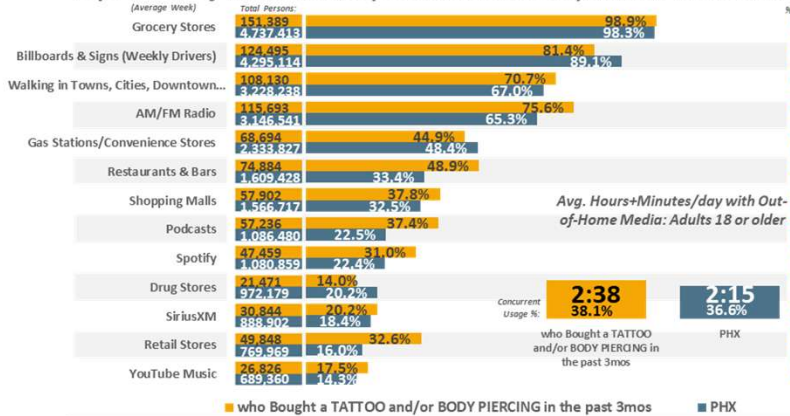




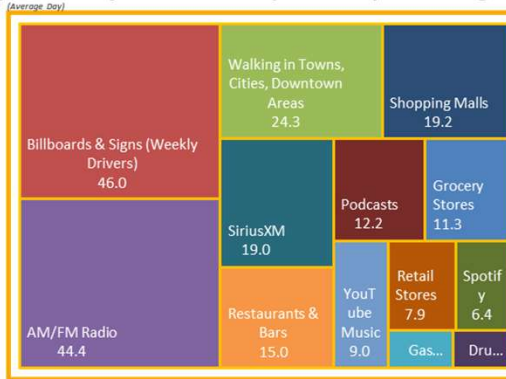


124,495 or 81.4% of Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos spend an average of 46. minutes per day driving, seeing Billboards and Signs. 73.4% Listen to Local Radio Stations Out-of-Home for an average of 41.2 minutes/

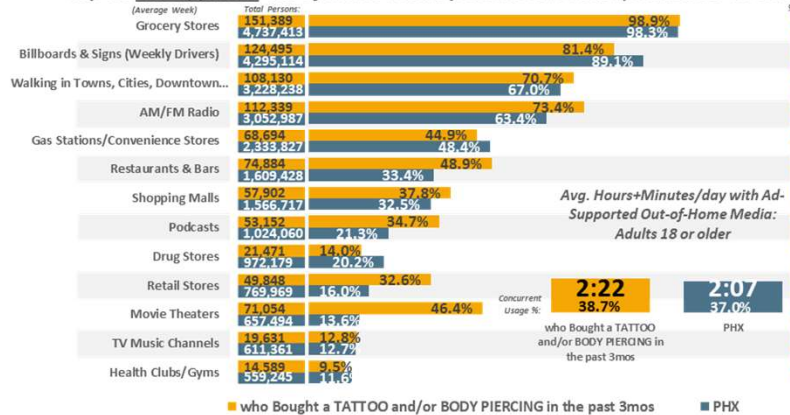
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



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



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



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



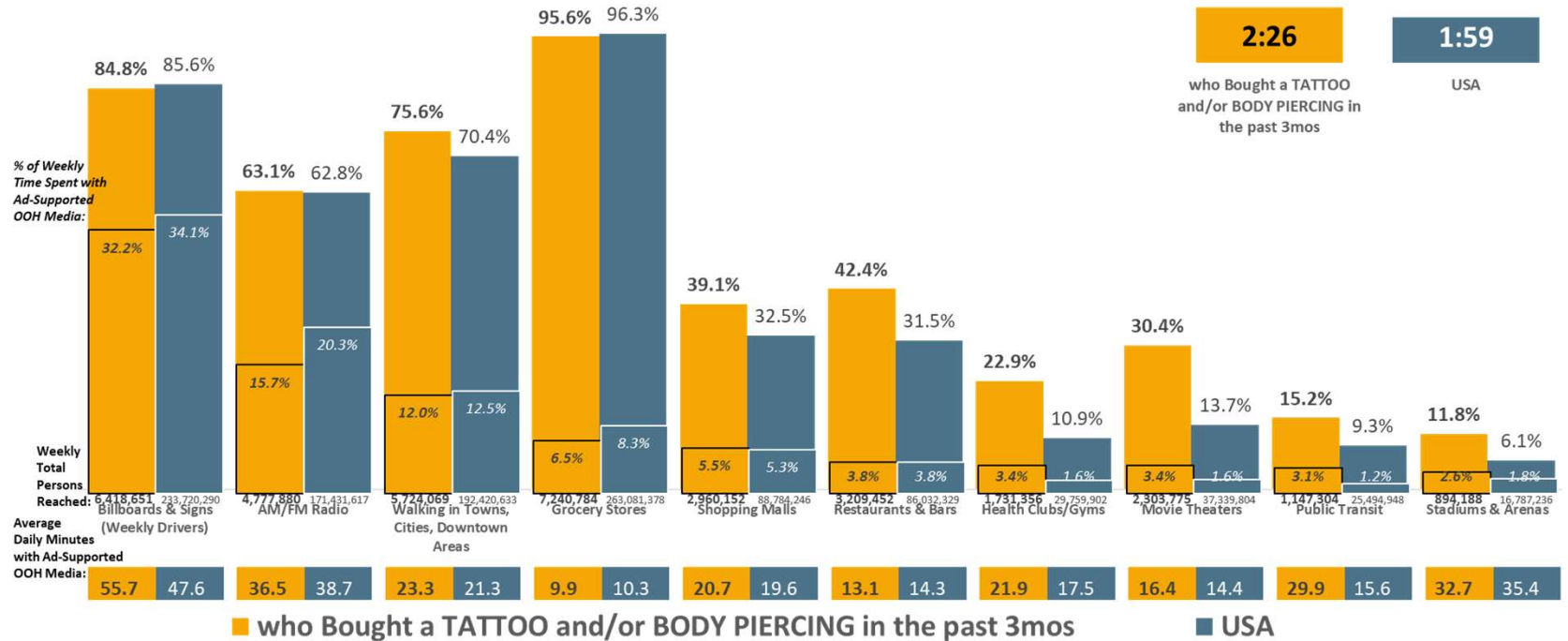


6,418,651 or 84.8% of Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos spend an average of 55.7 minutes per day driving, seeing Billboards and Signs representing 32.2% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

## "Share of Ad-Supported OOH Media"



2:26  
who Bought a TATTOO and/or BODY PIERCING in the past 3mos

1:59  
USA

USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 725 Scarborough R1 2026: Jan25-Mar26 USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 24,338  
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Other stores bought past 3 months: Any tattoo/body piercing shop

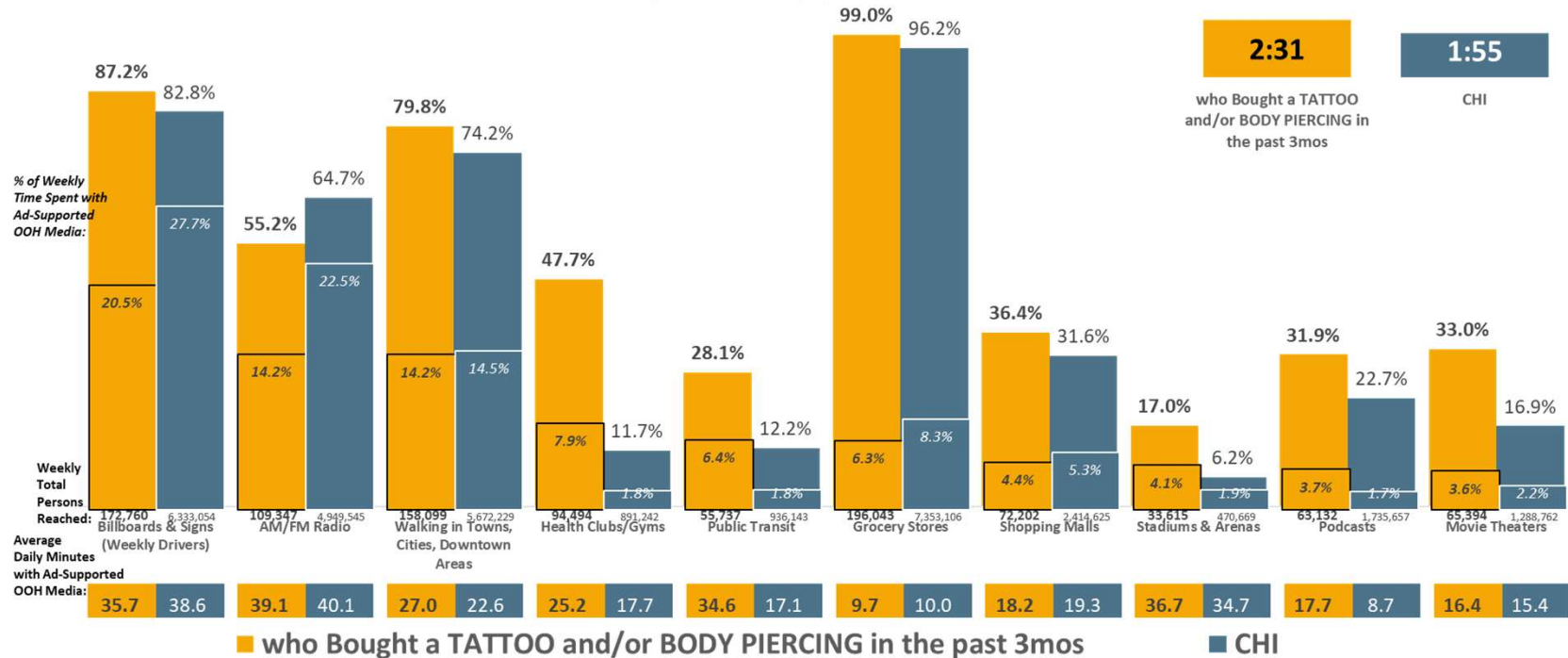


172,760 or 87.2% of Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos spend an average of 35.7 minutes per day driving, seeing Billboards and Signs representing 20.5% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

# "Share of Ad-Supported OOH Media"





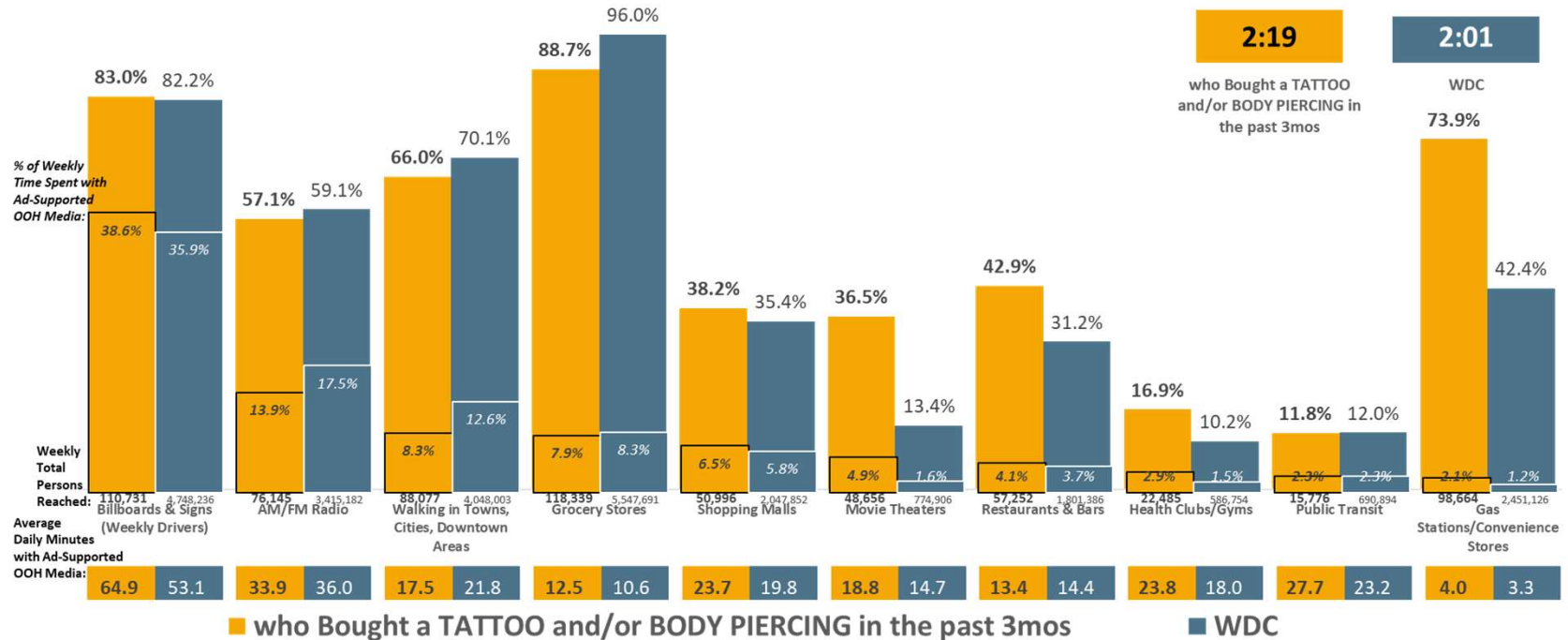


110,731 or 83.% of Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos spend an average of 64.9 minutes per day driving, seeing Billboards and Signs representing 38.6% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

## "Share of Ad-Supported OOH Media"



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 157 WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 5,703

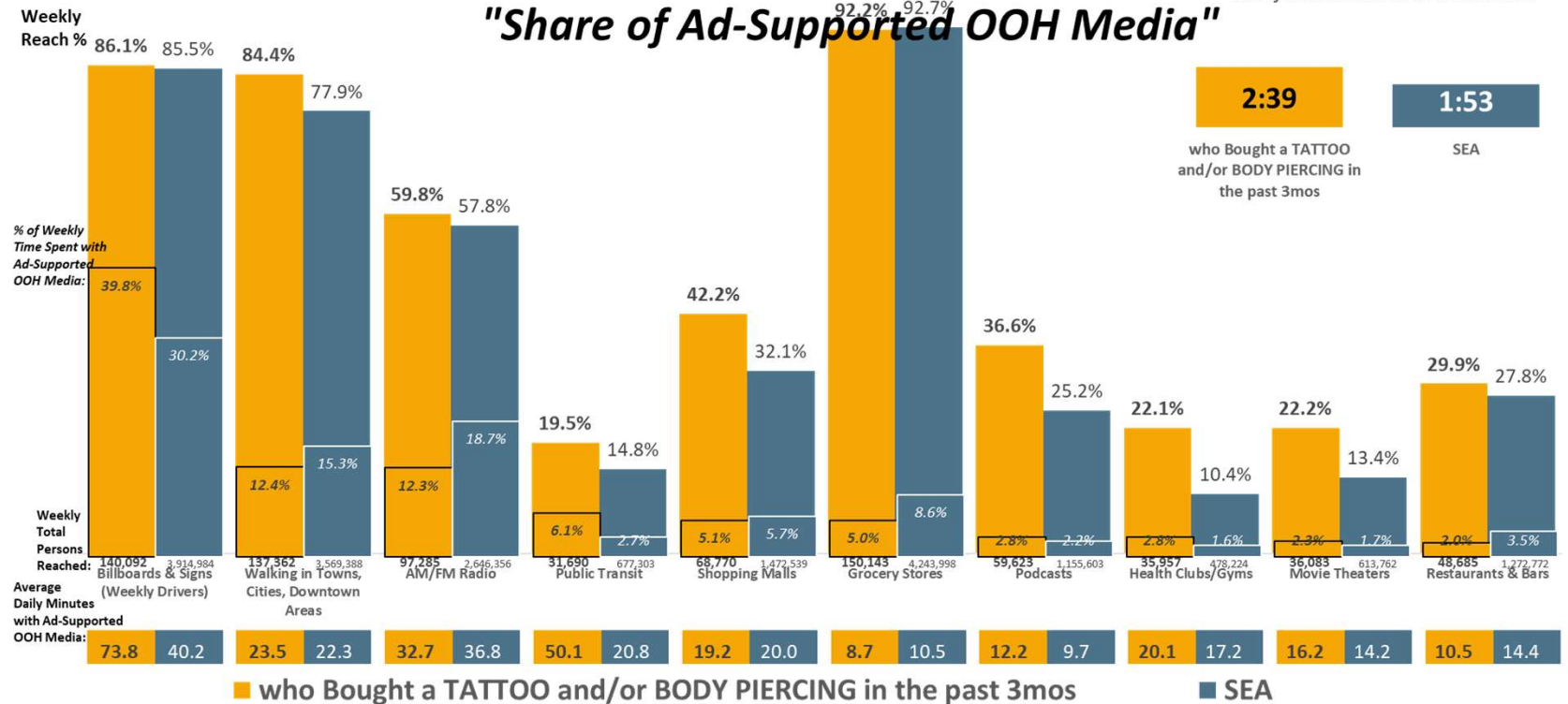
soefa.ai Share of Everything for Anything

Other stores bought past 3 months: Any tattoo/body piercing shop



140,092 or 86.1% of Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos spend an average of 73.8 minutes per day driving, seeing Billboards and Signs representing 39.8% of all Time Spent with Ad-Supported Out-of-Home Media.

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



**2:39**  
 who Bought a TATTOO and/or BODY PIERCING in the past 3mos  
**1:53**  
 SEA

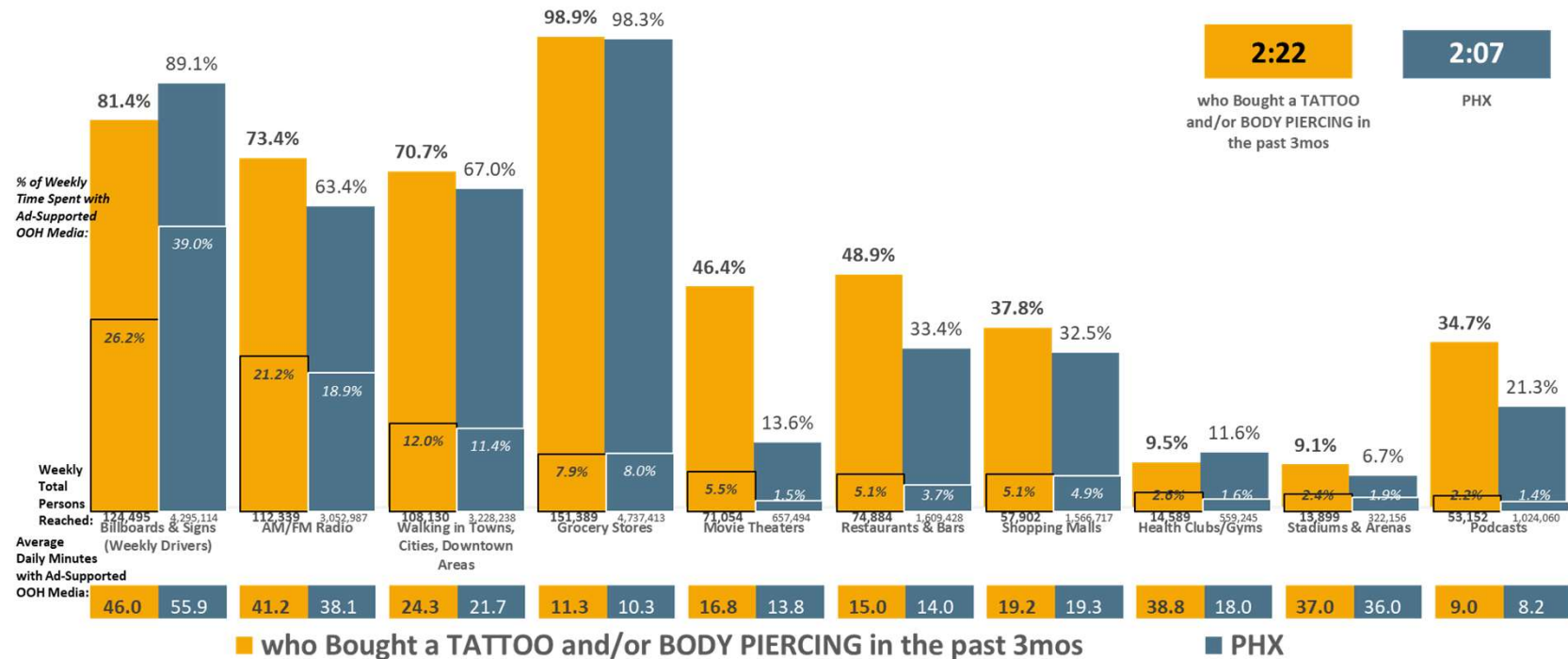


124,495 or 81.4% of Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos spend an average of 46. minutes per day driving, seeing Billboards and Signs representing 26.2% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

## "Share of Ad-Supported OOH Media"



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 92  
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PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 2,406

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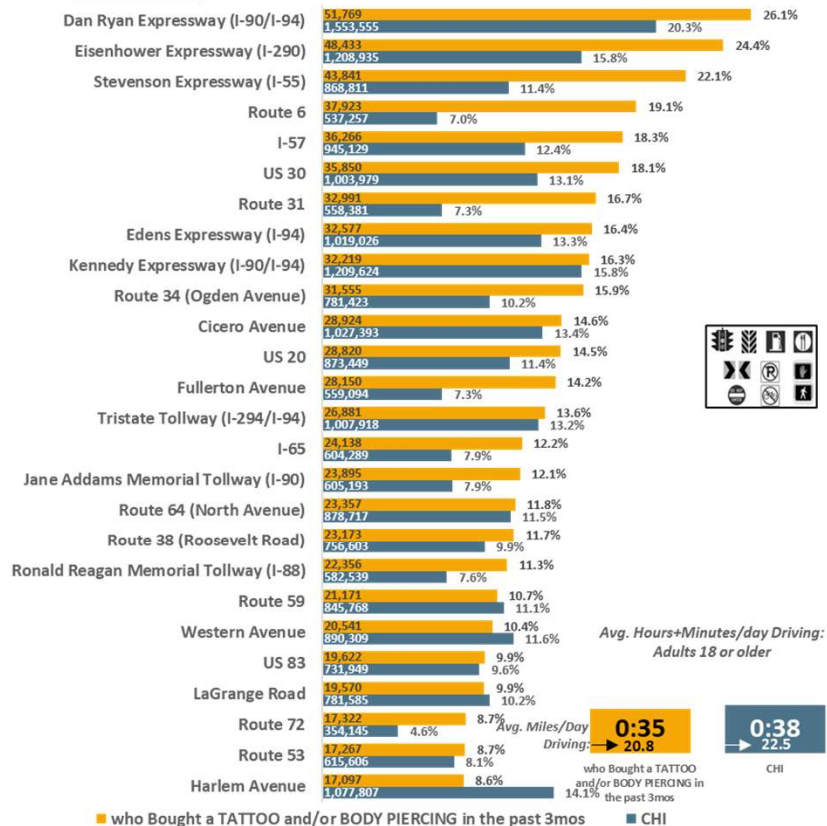
Other stores bought past 3 months: Any tattoo/body piercing shop



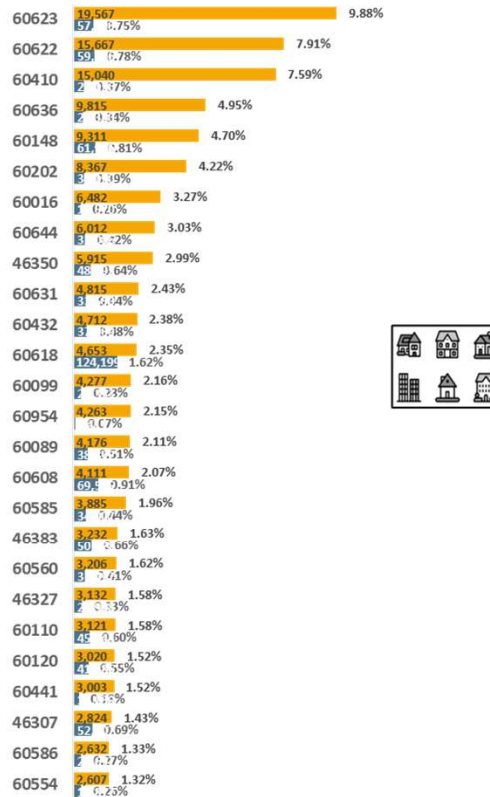


172,760 or 87.2% of Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos spend an average of 35.7 minutes per day driving an average of 20.8 miles each day and are 172.3% more likely to use Route 6 than the Metro average.

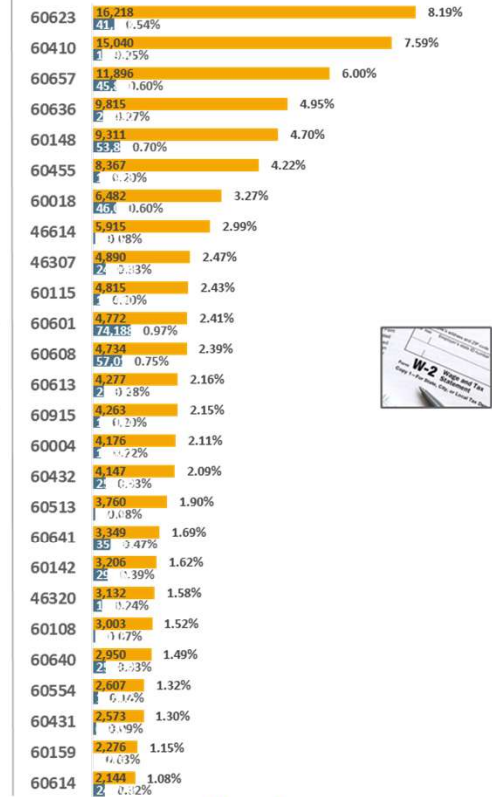
#### Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



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



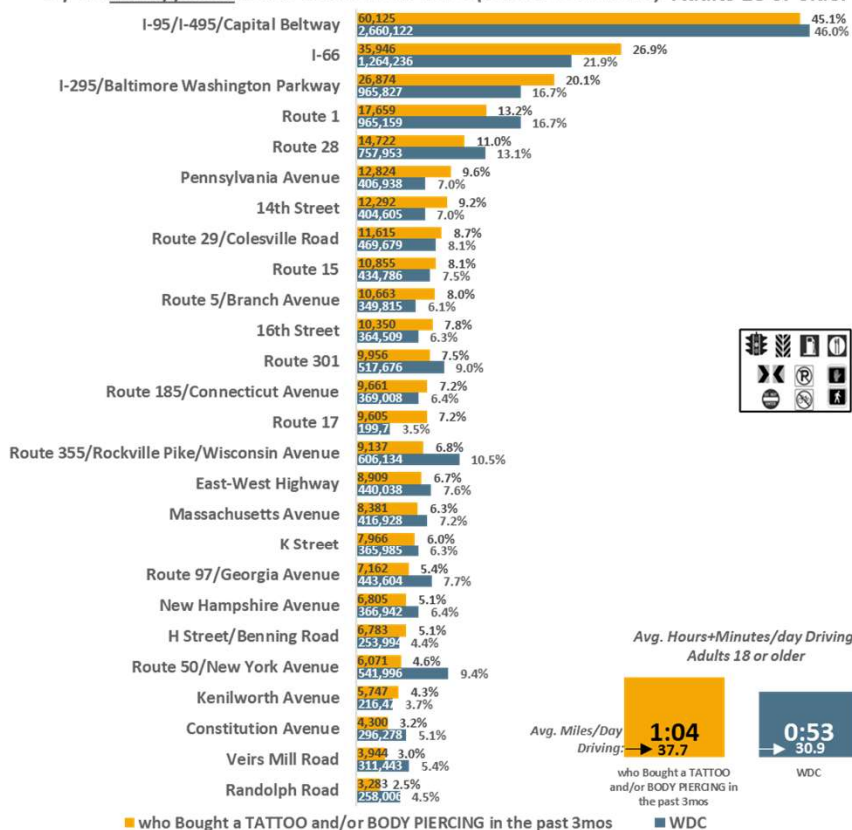
#### Top-26 Employment Zip Codes: Adults 18 or older





110,731 or 83.% of Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos spend an average of 64.9 minutes per day driving an average of 37.7 miles each day and are 108.2% more likely to use Route 17 than the Metro average.

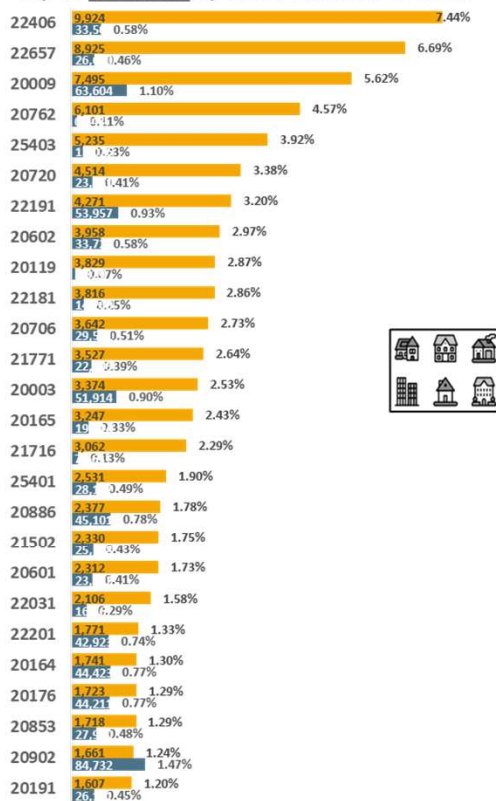
### Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



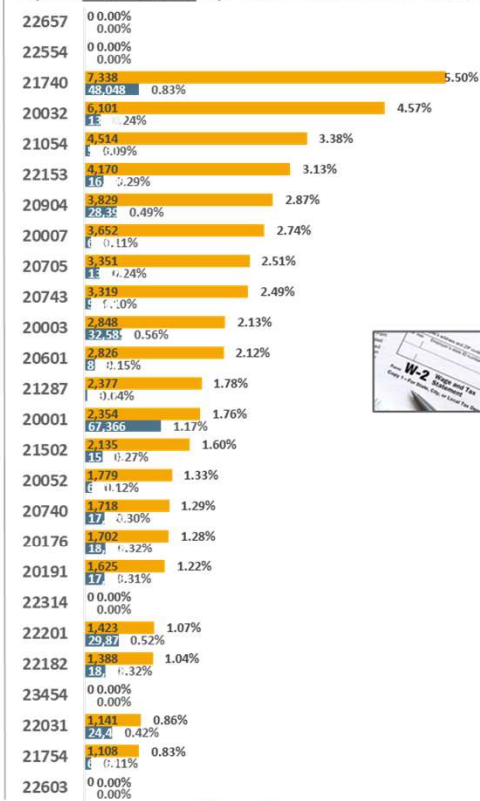
Avg. Hours+Minutes/day Driving:  
Adults 18 or older



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



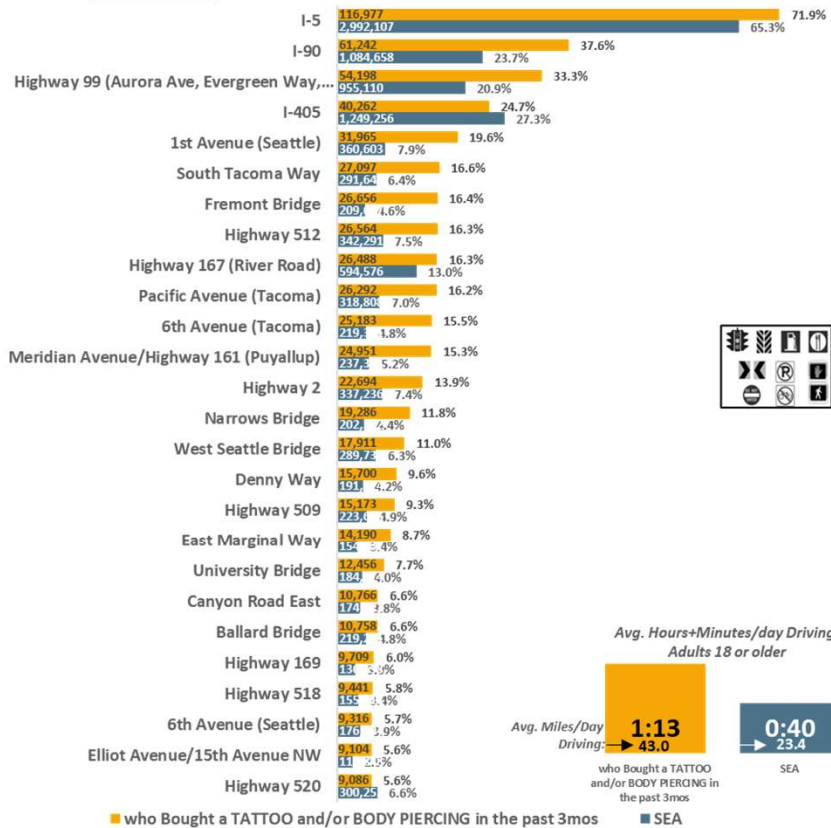
### Top-26 Employment Zip Codes: Adults 18 or older



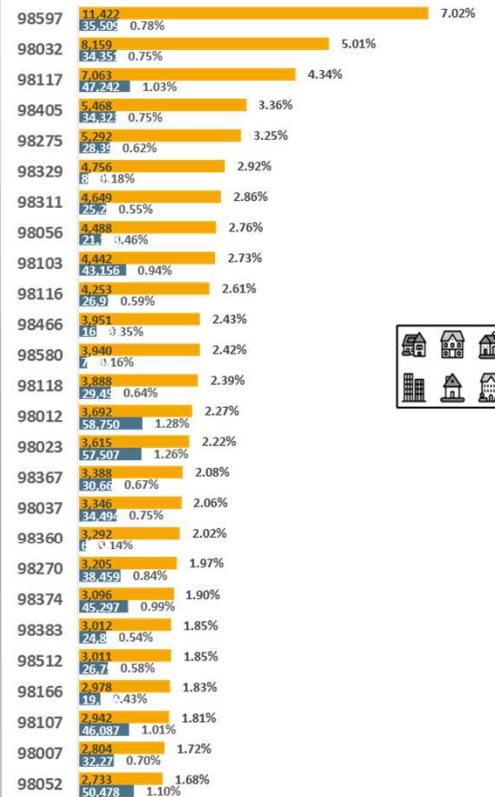


140,092 or 86.1% of Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos spend an average of 73.8 minutes per day driving an average of 43. miles each day and are 257.7% more likely to use Fremont Bridge than the Metro average.

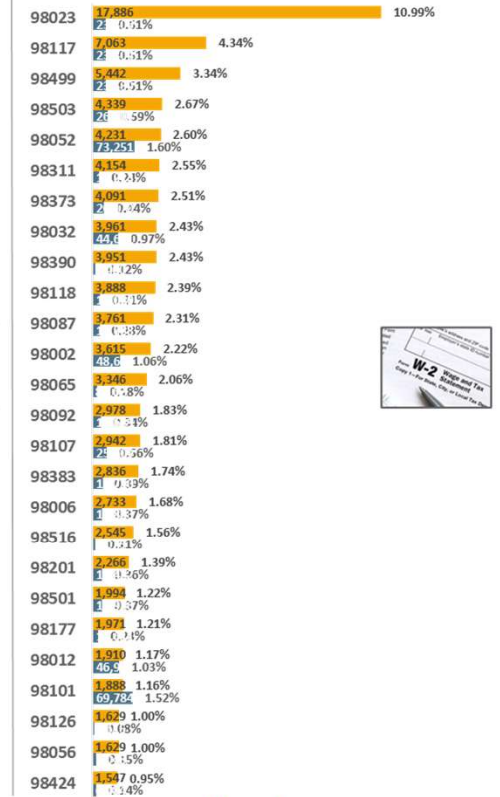
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older

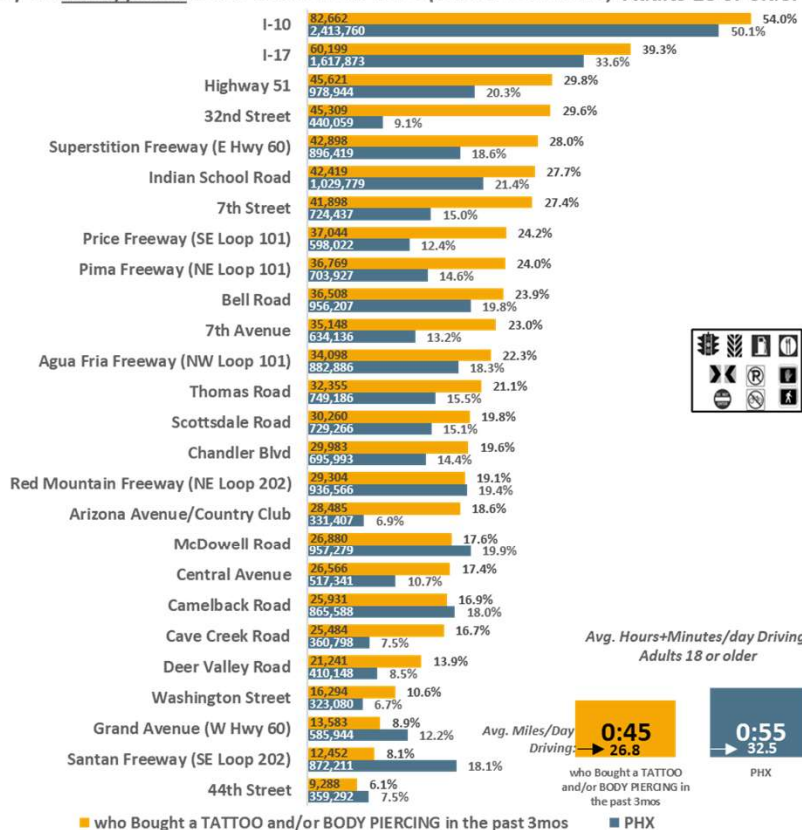




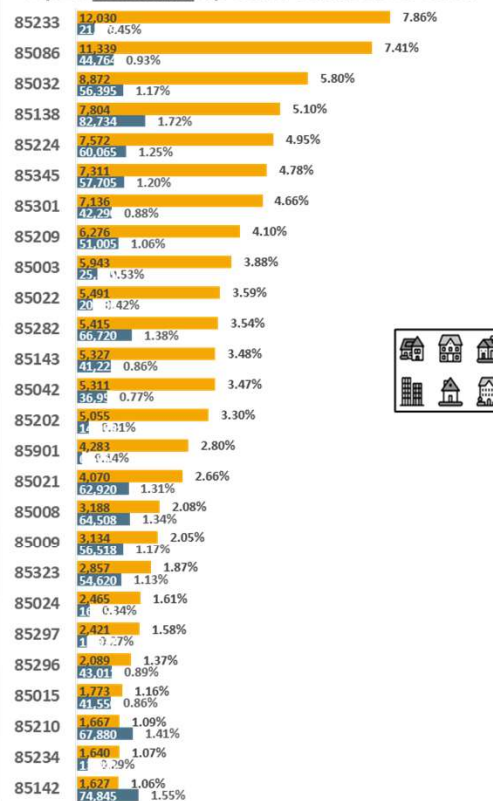


124,495 or 81.4% of Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos spend an average of 46. minutes per day driving an average of 26.8 miles each day and are 224.2% more likely to use 32nd Street than the Metro average.

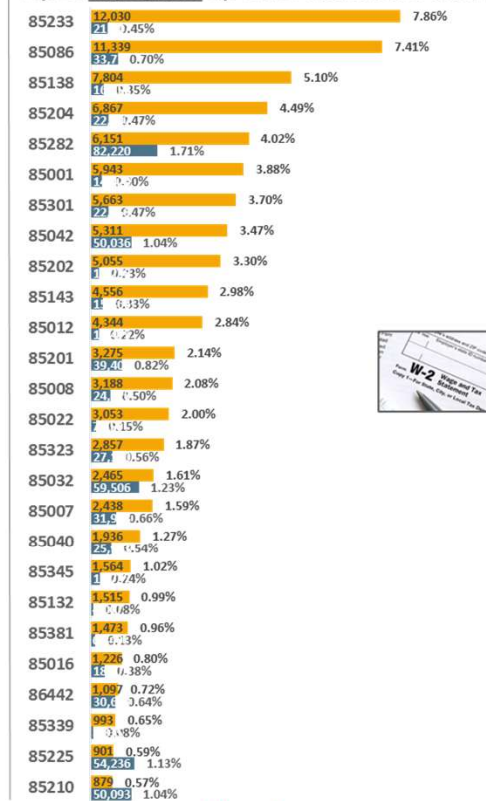
### Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



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



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



▼ SUM(Adults 18 or olde...

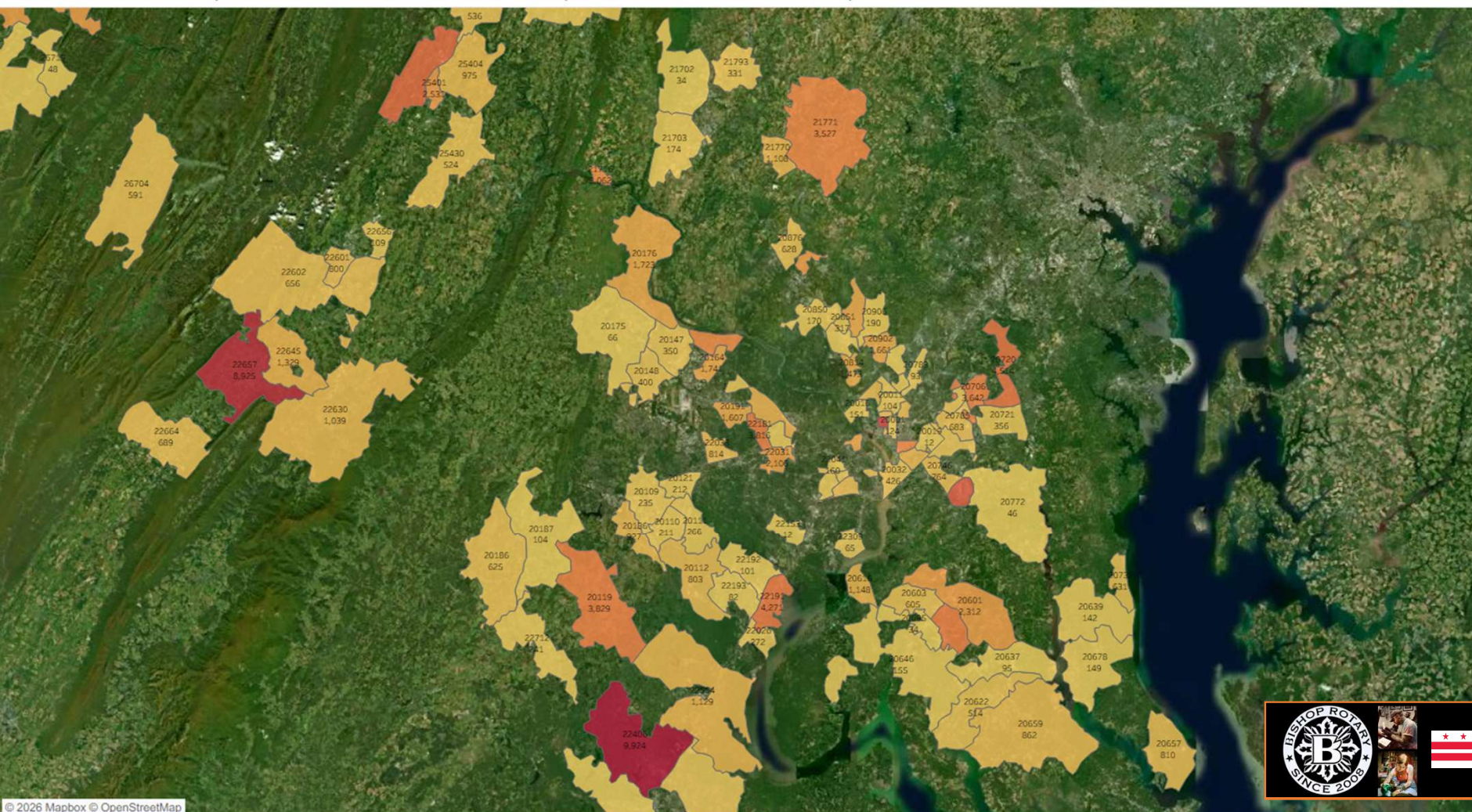


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Other stores bought past 3 months: Any tattoo/body piercing shop



Top Residential Zip Codes: (Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos)



SUM(Adults 18 or olde...  
12 9,924

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WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 157

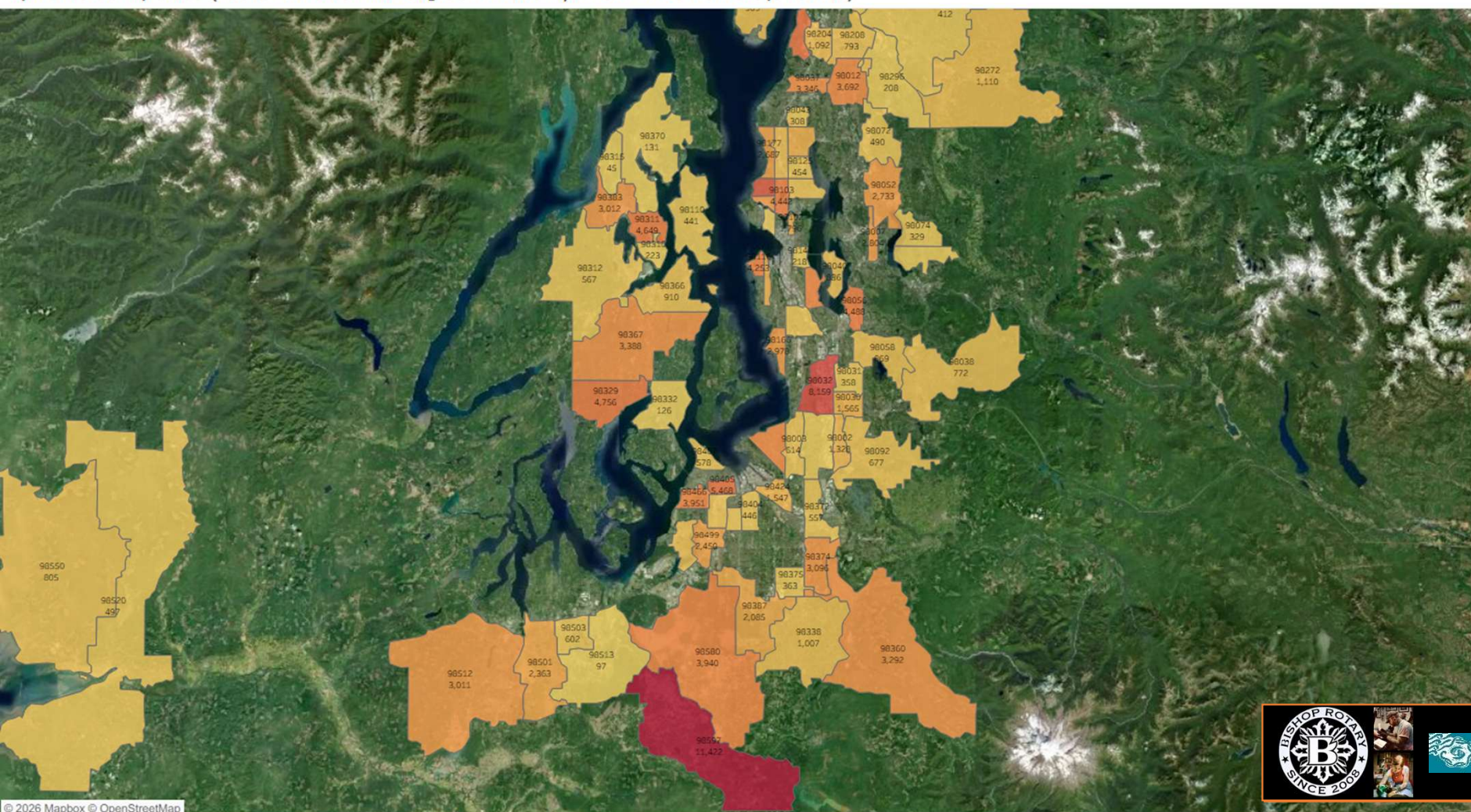
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Other stores bought past 3 months: Any tattoo/body piercing shop



Top Residential Zip Codes: (Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos)



SUM(Adults 18 or olde...



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SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 131

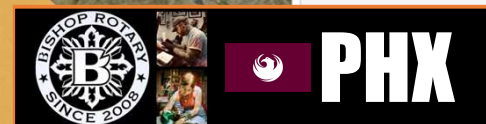
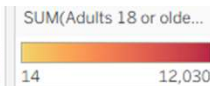
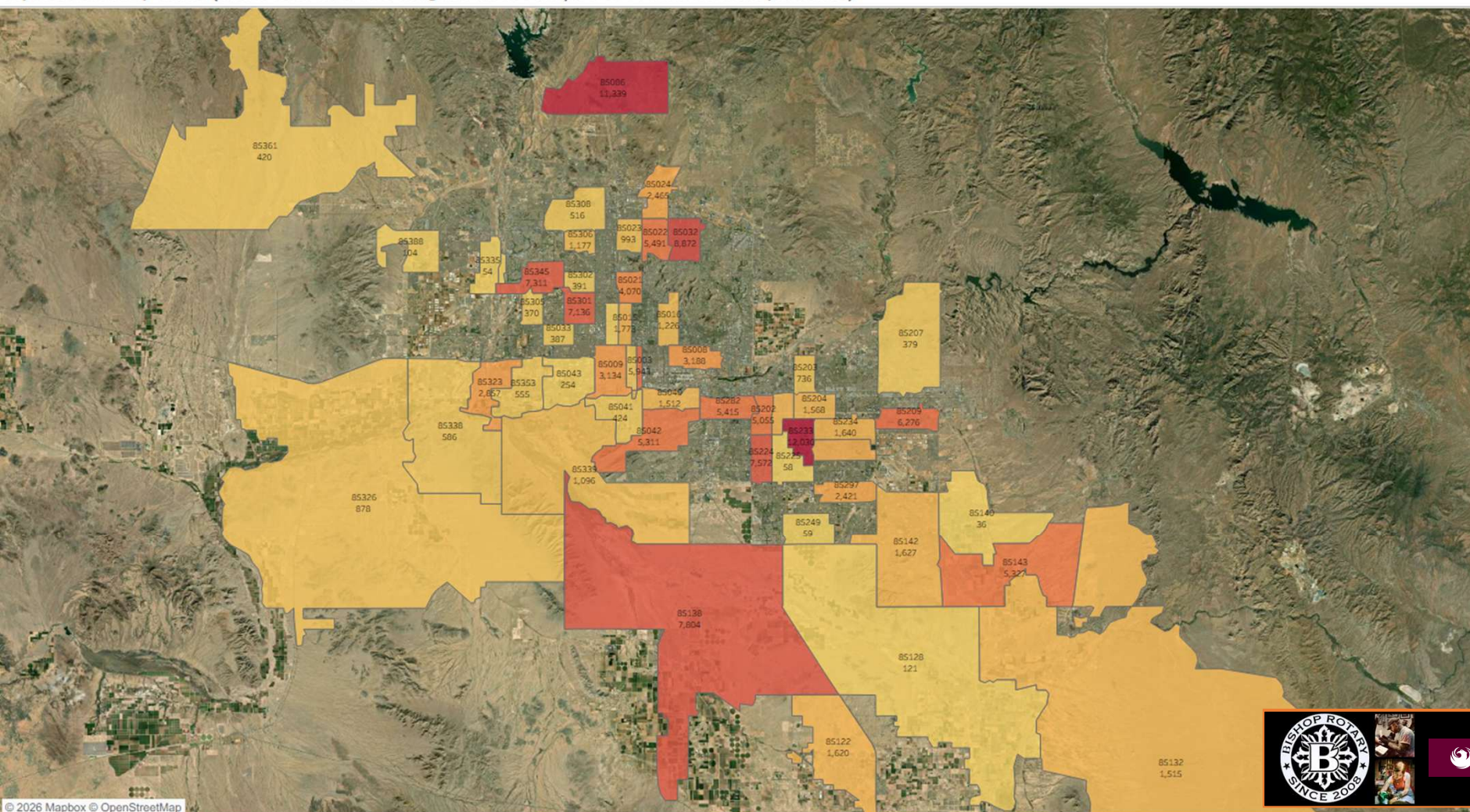
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Other stores bought past 3 months: Any tattoo/body piercing shop



Top Residential Zip Codes: (Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos)



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PHX DMA Scarborough R1 2025: Feb25-Feb26 Qual Intab 92

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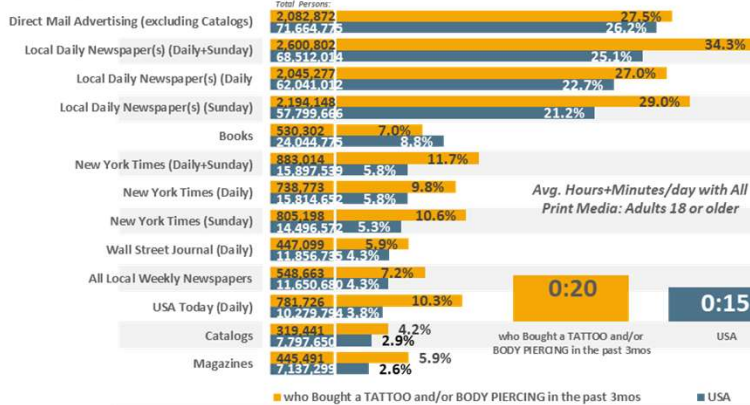
Other stores bought past 3 months: Any tattoo/body piercing shop





2,600,802 or 34.3% of Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.6 minutes every day representing 28.4% of all time spent daily with All forms of Print Med

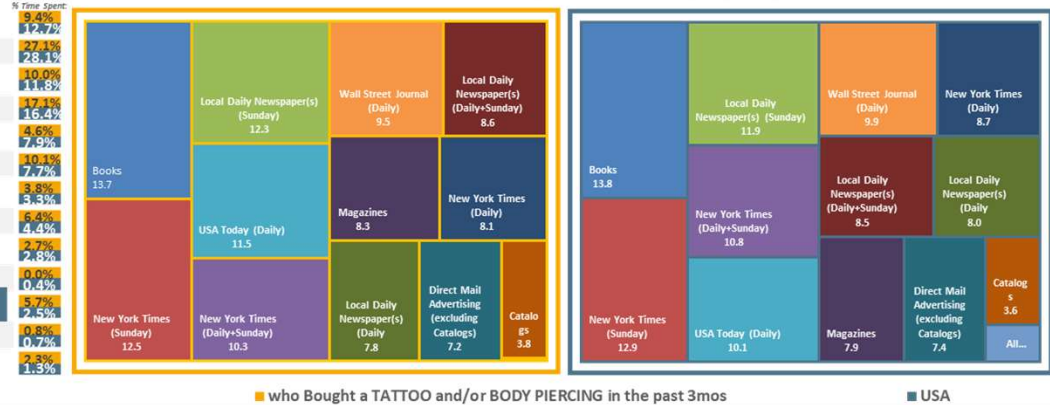
**Avg. Week All Print Media (Persons & % Reach): Adults 18 or older**



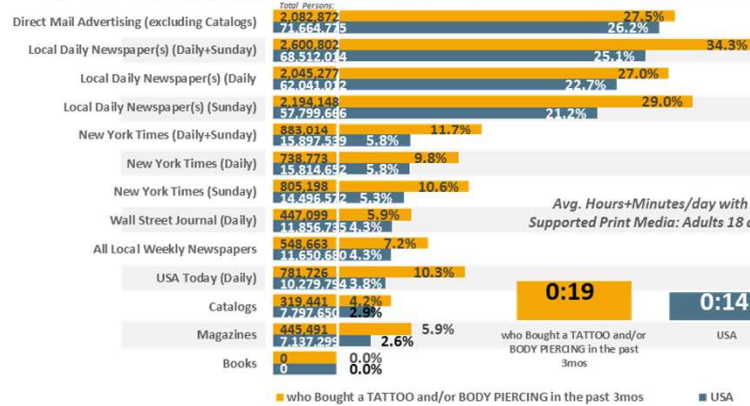
Avg. Hours+Minutes/day with All Print Media: Adults 18 or older

0:20 0:15

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



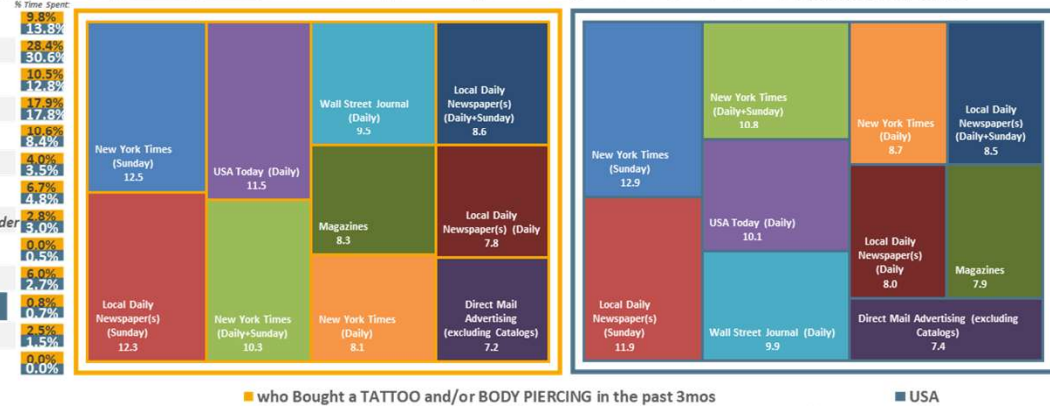
**Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older**



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

0:19 0:14

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

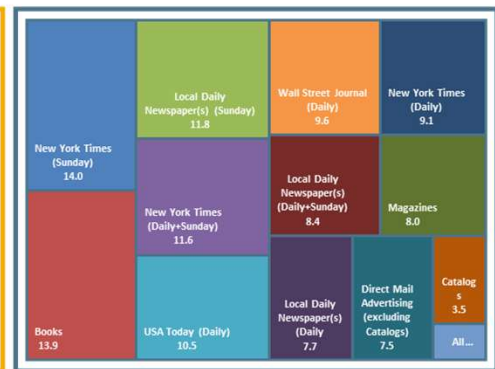
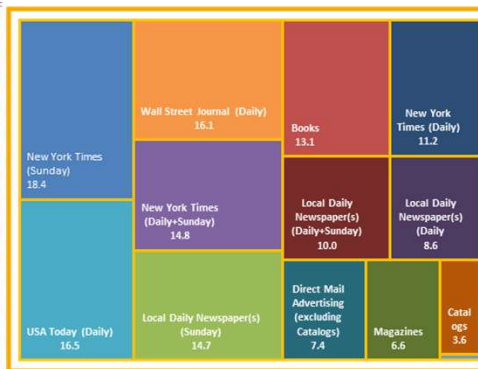
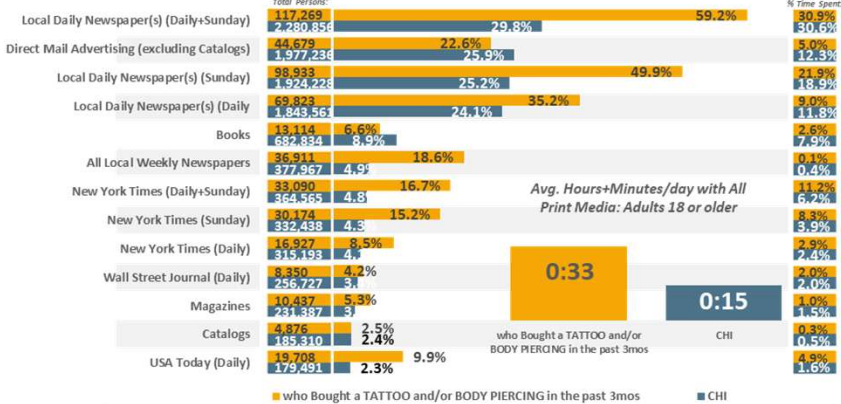




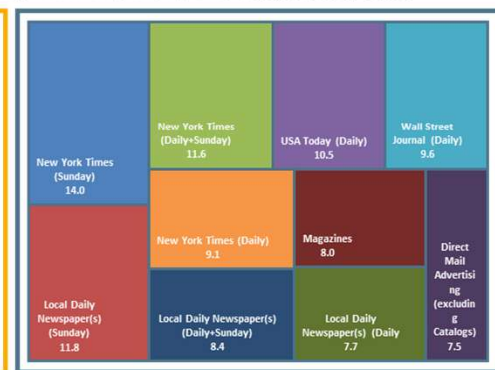
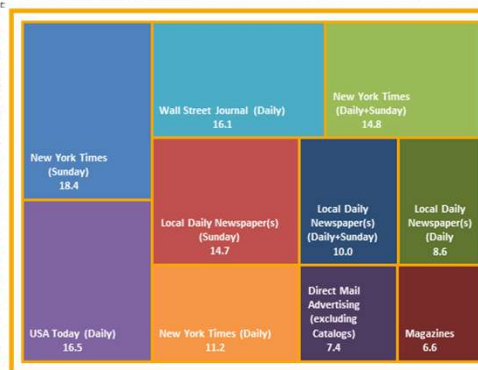
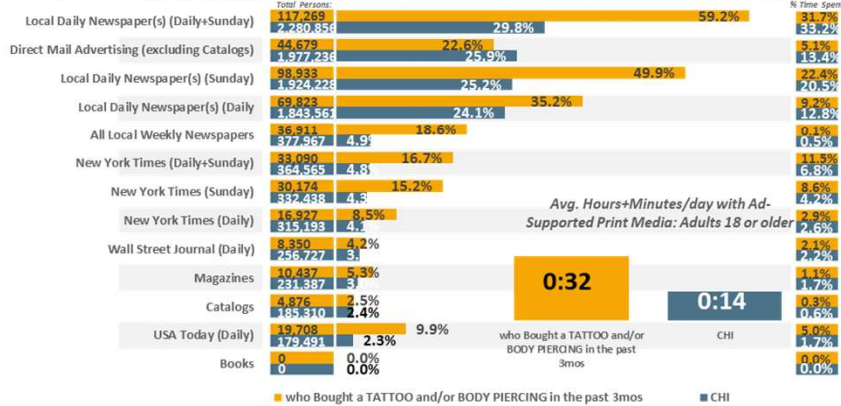


117,269 or 59.2% of Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10. minutes every day representing 31.7% of all time spent daily with All forms of Print Media

**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**

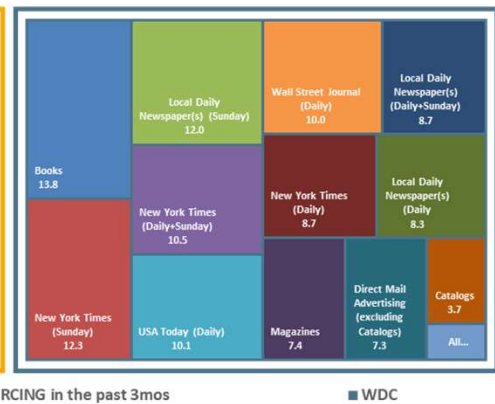
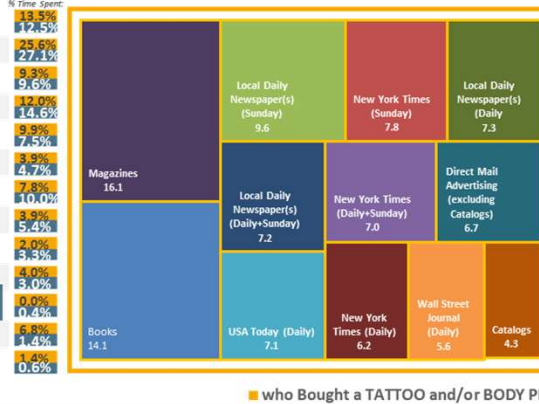
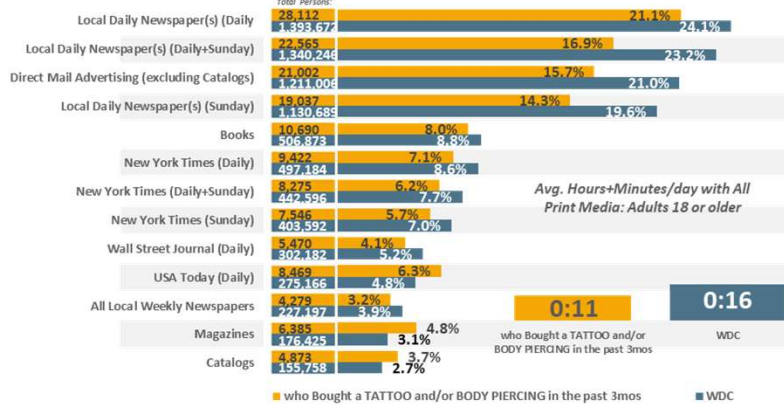


Other stores bought past 3 months: Any tattoo/body piercing shop

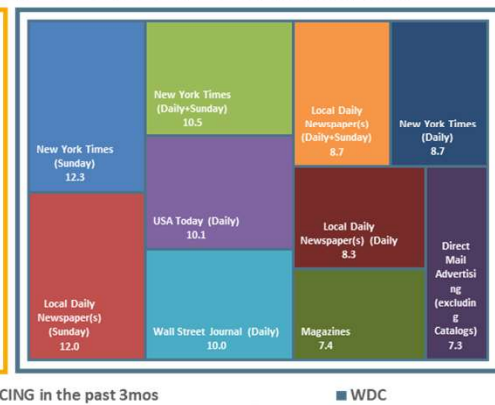
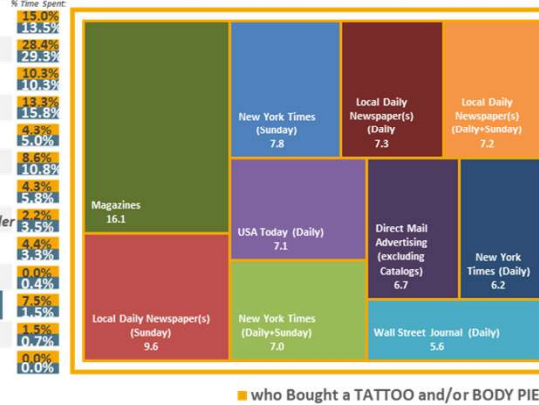
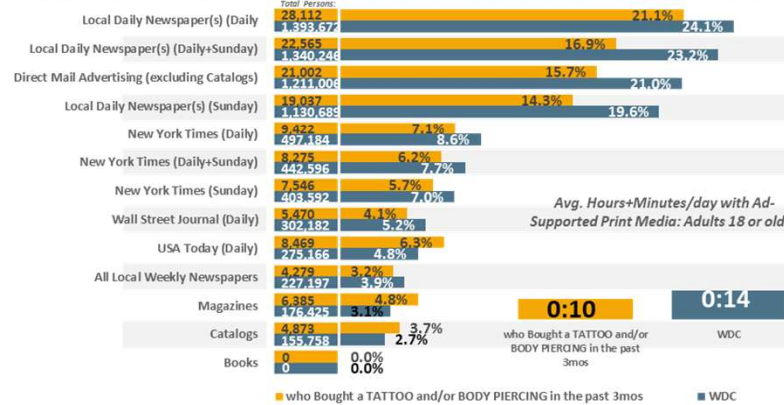


22,565 or 16.9% of Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.2 minutes every day representing 28.4% of all time spent daily with All forms of Print Media.

**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**

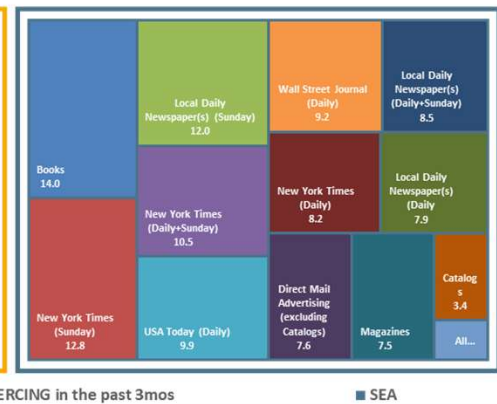
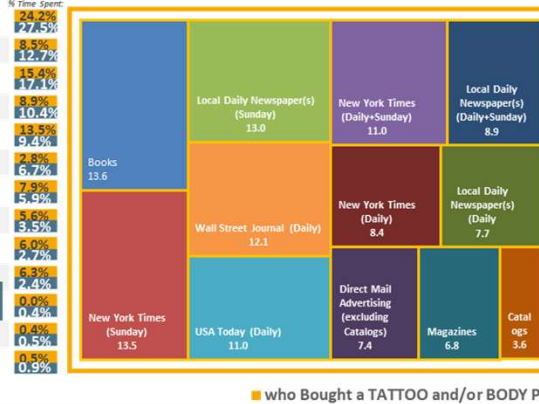
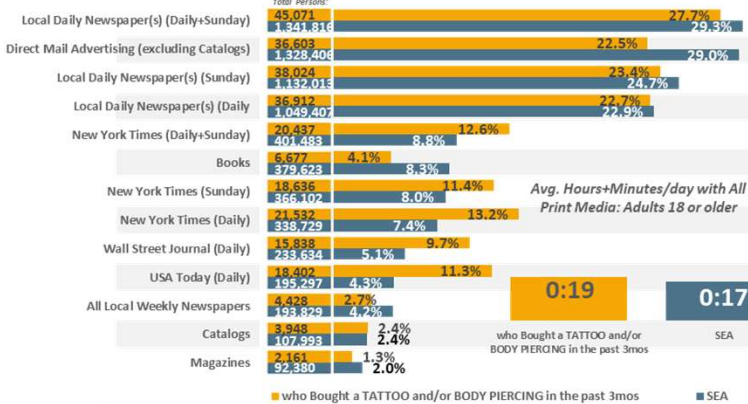


Other stores bought past 3 months: Any tattoo/body piercing shop

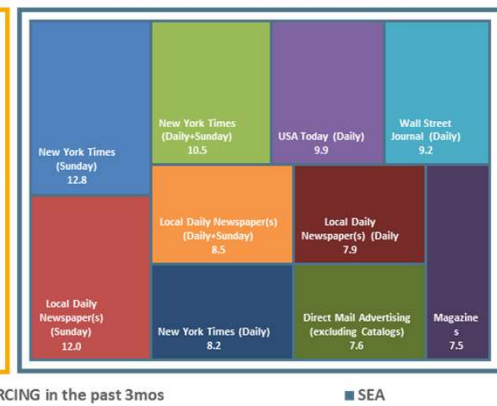
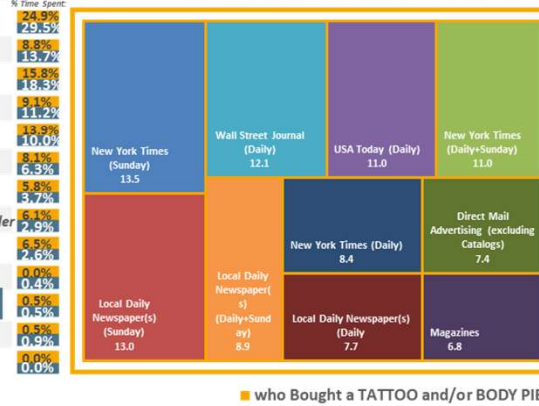
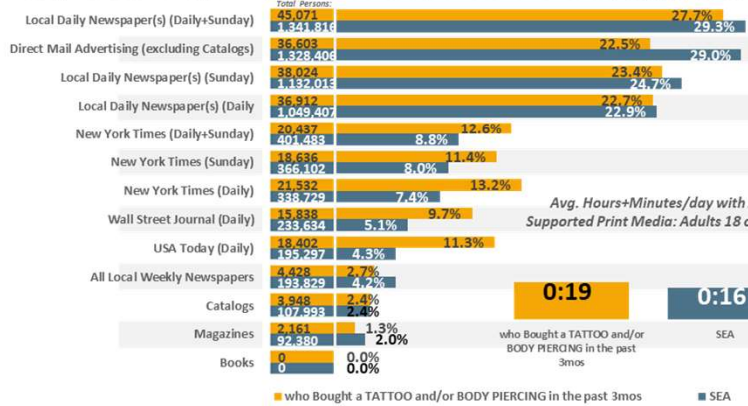


45,071 or 27.7% of Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.9 minutes every day representing 24.9% of all time spent daily with All forms of Print Media.

**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**

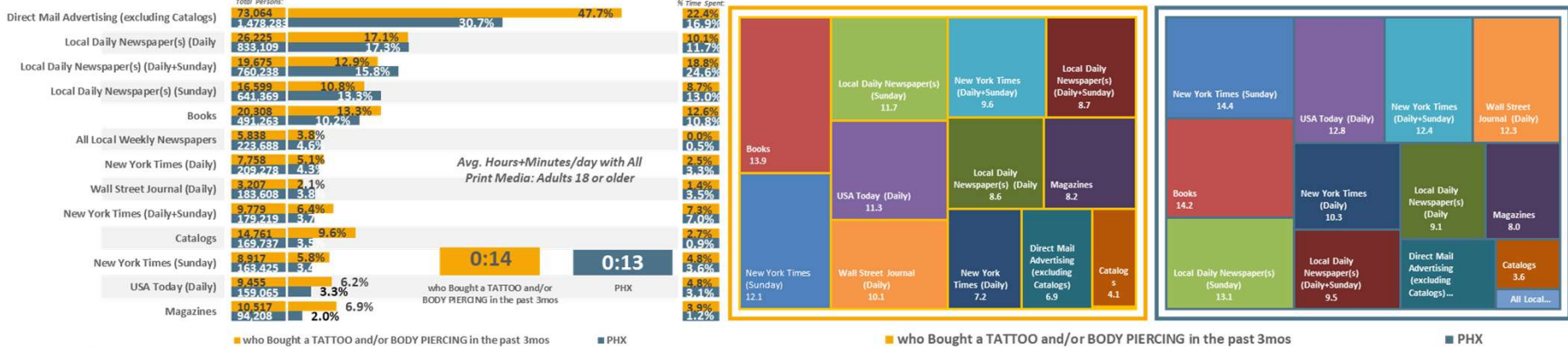






73,064 or 47.7% of Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos read Direct Mail Advertising (excluding Catalogs) for an average of 6.9 minutes every day representing 25.6% of all time spent daily with All forms of Print M

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



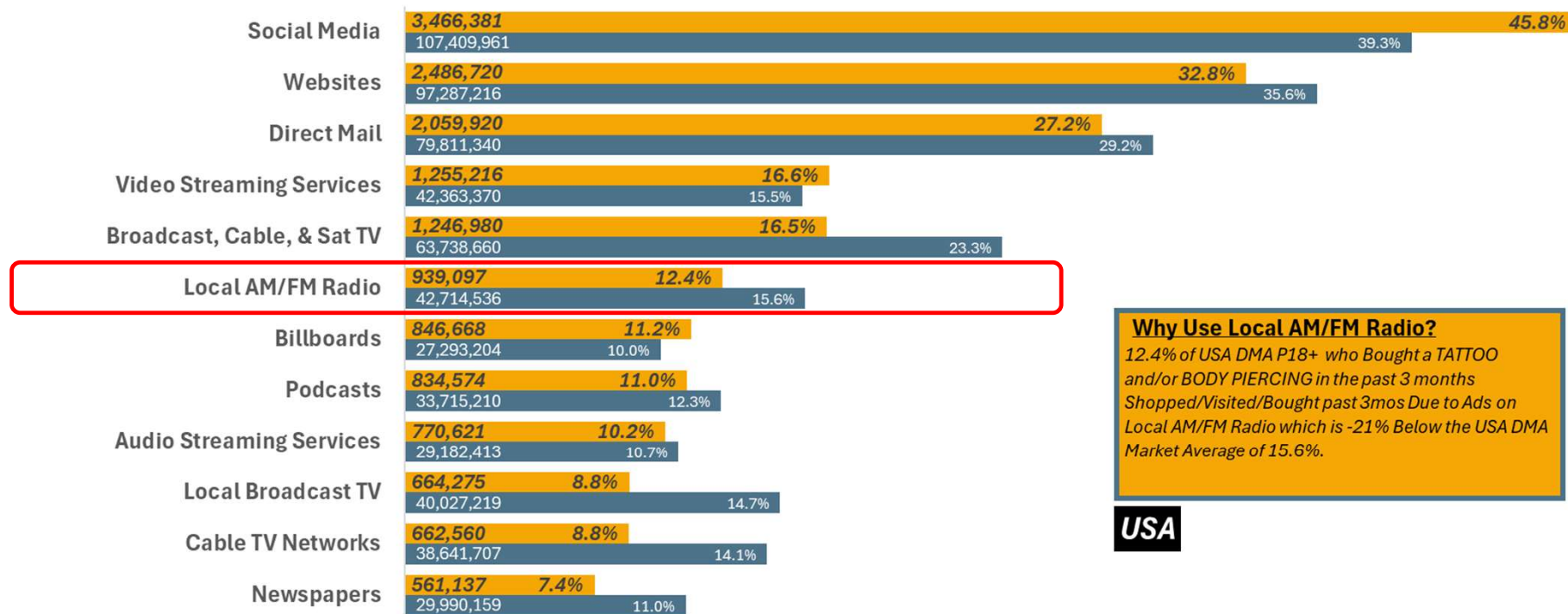
**Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older** **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





## "Advertising Actions"

**P18+ who Bought a TATTOO and/or BODY PIERCING in the past 3 months  
(Shopped/Visited/Bought past 3mos Due to Ads on %)**



### Why Use Local AM/FM Radio?

12.4% of USA DMA P18+ who Bought a TATTOO and/or BODY PIERCING in the past 3 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -21% Below the USA DMA Market Average of 15.6%.

**USA**

■ P18+ who Bought a TATTOO and/or BODY PIERCING in the past 3 months (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

USA DMA ScarboroughR1 2026: Jan25-Mar26 Qual Intab: 725  
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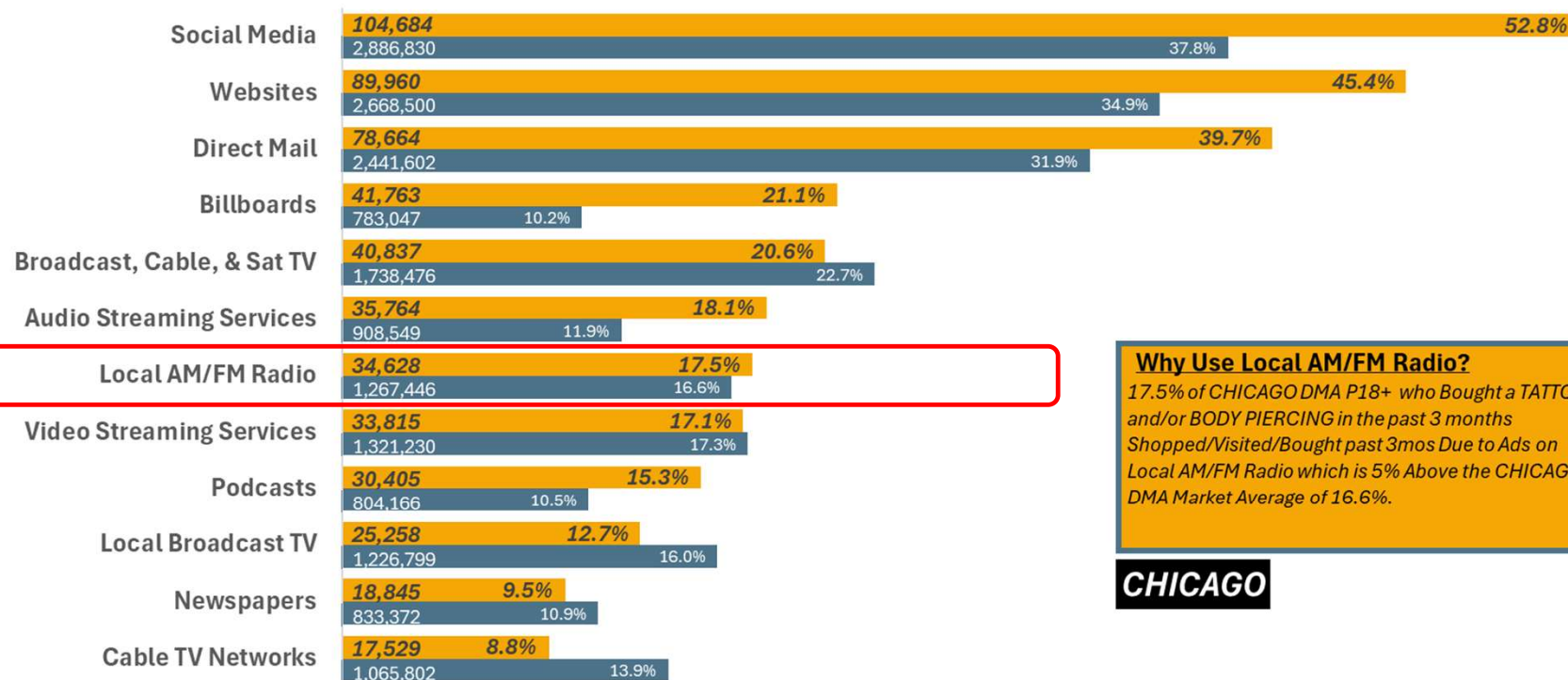
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for Anything ®

Other stores bought past 3 months: Any tattoo/body piercing shop



## "Advertising Actions"

**P18+ who Bought a TATTOO and/or BODY PIERCING in the past 3 months  
(Shopped/Visited/Bought past 3mos Due to Ads on %)**



### Why Use Local AM/FM Radio?

17.5% of CHICAGO DMA P18+ who Bought a TATTOO and/or BODY PIERCING in the past 3 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 5% Above the CHICAGO DMA Market Average of 16.6%.

**CHICAGO**

■ P18+ who Bought a TATTOO and/or BODY PIERCING in the past 3 months (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 99  
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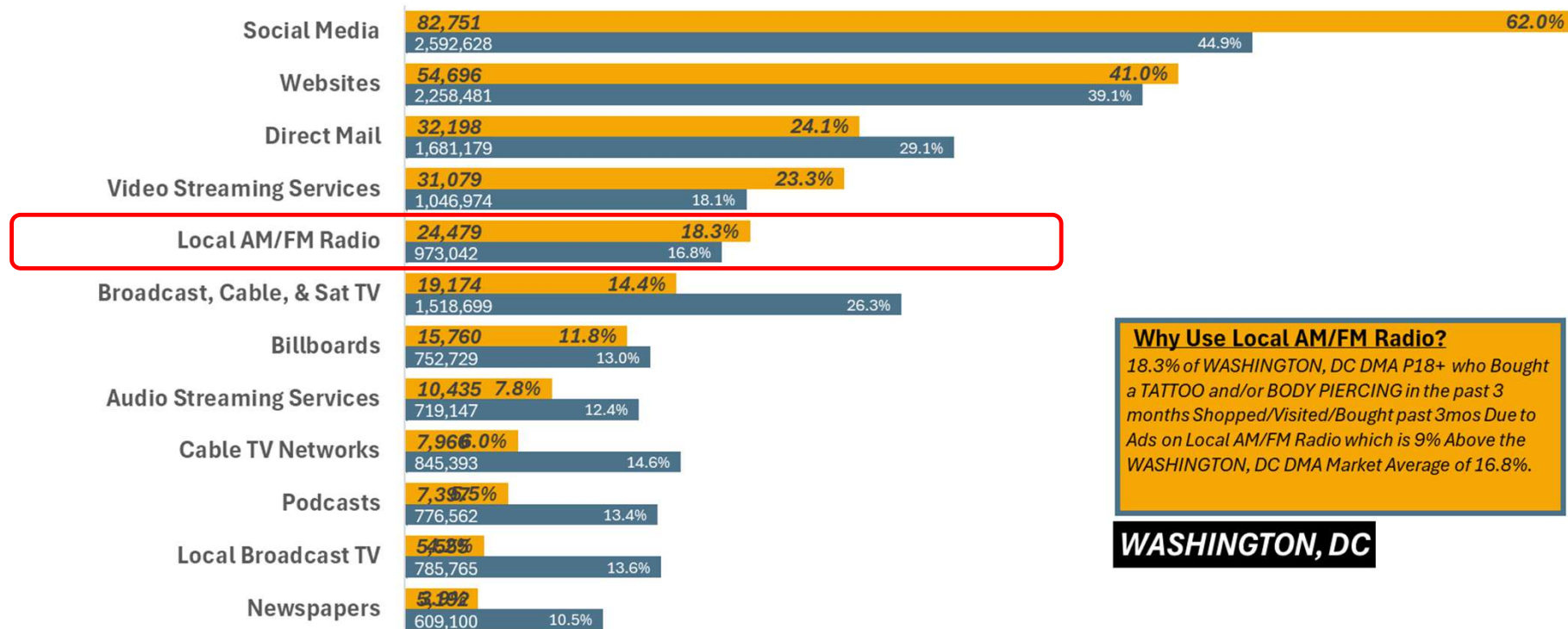
Other stores bought past 3 months: Any tattoo/body piercing shop





## "Advertising Actions"

**P18+ who Bought a TATTOO and/or BODY PIERCING in the past 3 months  
(Shopped/Visited/Bought past 3mos Due to Ads on %)**



**Why Use Local AM/FM Radio?**  
 18.3% of WASHINGTON, DC DMA P18+ who Bought a TATTOO and/or BODY PIERCING in the past 3 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 9% Above the WASHINGTON, DC DMA Market Average of 16.8%.

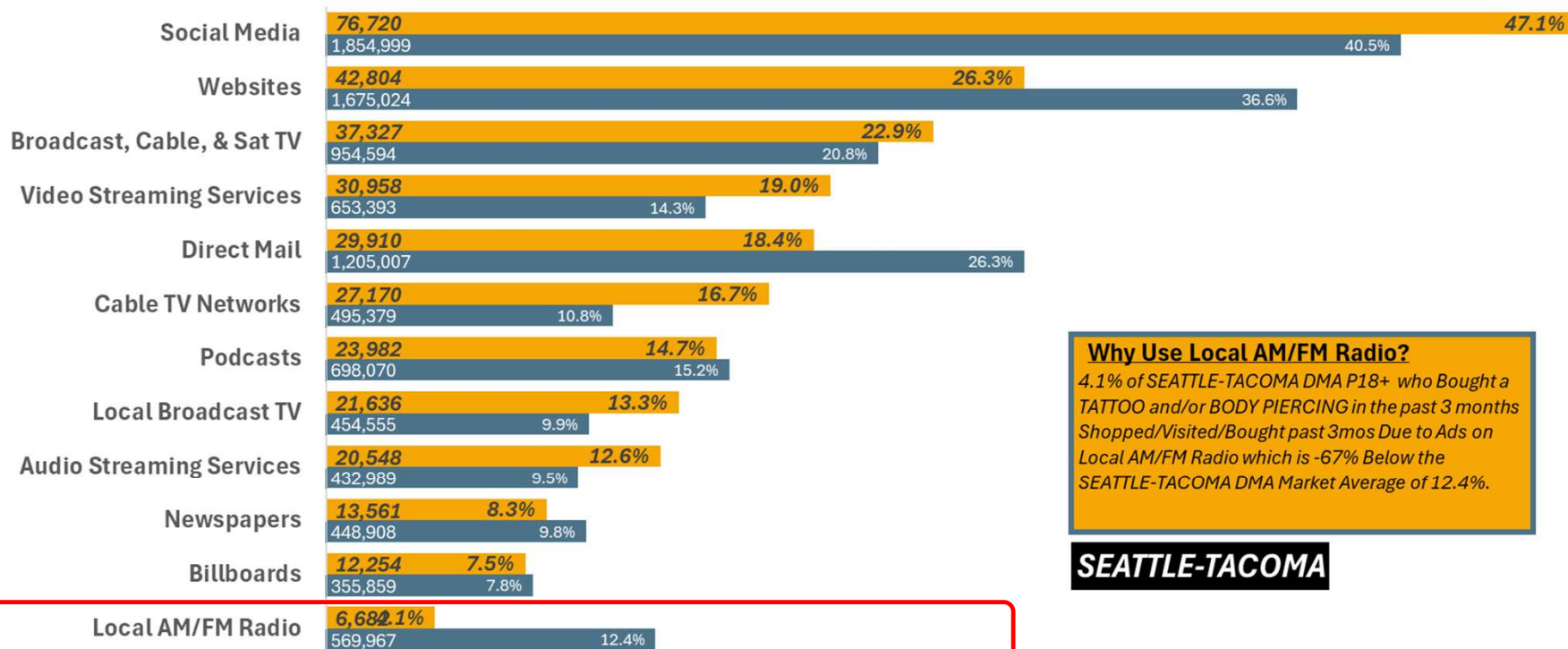
**WASHINGTON, DC**

■ P18+ who Bought a TATTOO and/or BODY PIERCING in the past 3 months (Shopped/Visited/Bought past 3mos Due to Ads on %)  
 ■ P18+ WASHINGTON, DC AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)



## "Advertising Actions"

**P18+ who Bought a TATTOO and/or BODY PIERCING in the past 3 months  
(Shopped/Visited/Bought past 3mos Due to Ads on %)**



### Why Use Local AM/FM Radio?

4.1% of SEATTLE-TACOMA DMA P18+ who Bought a TATTOO and/or BODY PIERCING in the past 3 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -67% Below the SEATTLE-TACOMA DMA Market Average of 12.4%.

**SEATTLE-TACOMA**

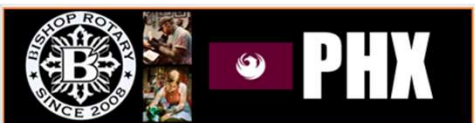
■ P18+ who Bought a TATTOO and/or BODY PIERCING in the past 3 months (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab: 131  
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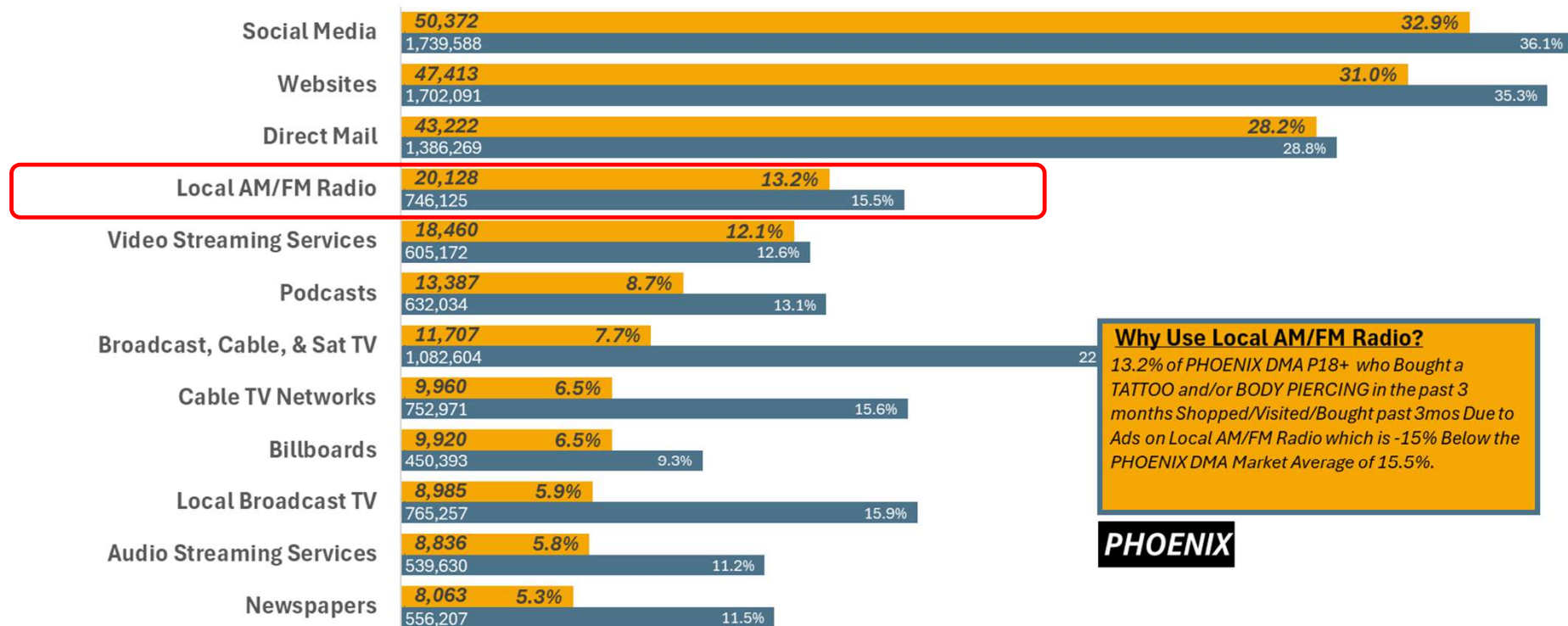
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for Anything ®

Other stores bought past 3 months: Any tattoo/body piercing shop



## "Advertising Actions"

**P18+ who Bought a TATTOO and/or BODY PIERCING in the past 3 months  
(Shopped/Visited/Bought past 3mos Due to Ads on %)**



**Why Use Local AM/FM Radio?**  
13.2% of PHOENIX DMA P18+ who Bought a TATTOO and/or BODY PIERCING in the past 3 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -15% Below the PHOENIX DMA Market Average of 15.5%.

**PHOENIX**

■ P18+ who Bought a TATTOO and/or BODY PIERCING in the past 3 months (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 92  
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Other stores bought past 3 months: Any tattoo/body piercing shop