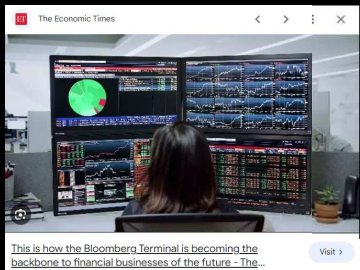


USA+4 DMAs – P18+ who Plan to Buy a SMARTWATCH in the next 12 months!

Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of **USA, CHICAGO, WASHINGTON, DC, SEATTLE-TACOMA and PHOENIX DMA P18+ who Plan to Buy a SMARTWATCH in the next 12 months as of March 31, 2026.**



P18+

Vanguard BlackRock

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

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

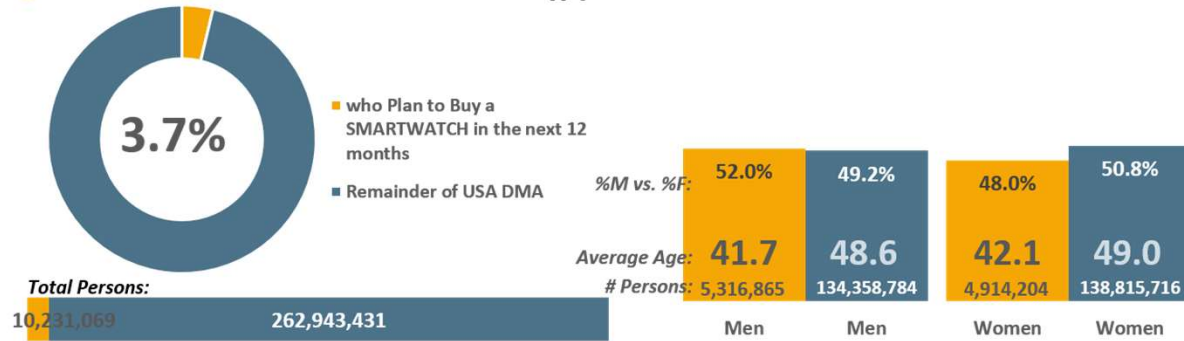




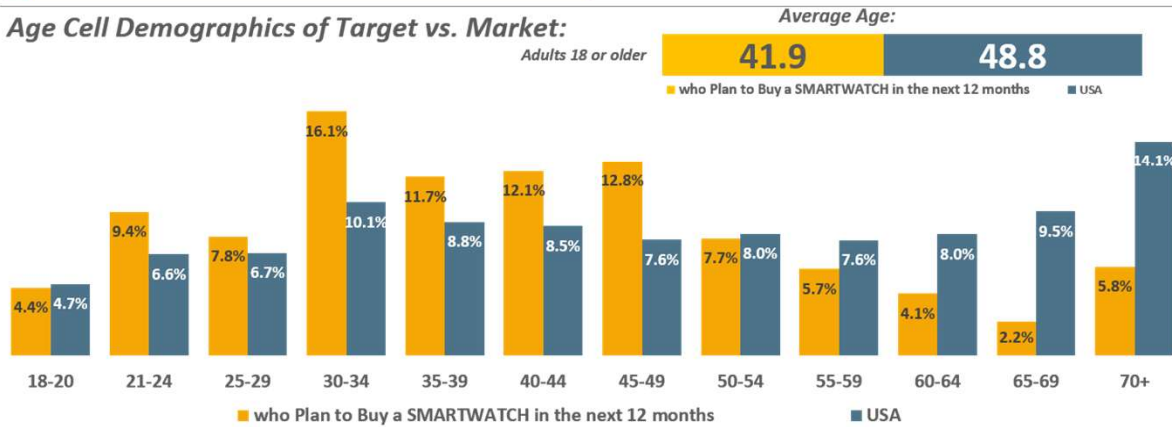
3.7% or 10,231,069 of USA DMA Adults 18 or older Plan to Buy a SMARTWATCH in the next 12 months. Typical Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months are 41.9 years old (14.2% younger than average) and have a \$115,715 (1.3% lower than average) annual household income.



Percent of Market: Adults 18 or older Gender of Target vs. Market: Adults 18 or older

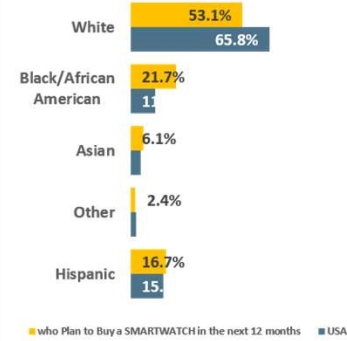


Age Cell Demographics of Target vs. Market:

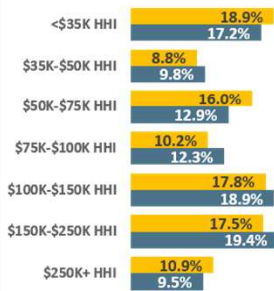


USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 879
All Graphs and HBIAI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Ethnicity of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: \$115,715 (Target) vs \$117,258 (Market)



4.3% or 324,992 of CHICAGO DMA Adults 18 or older Plan to Buy a SMARTWATCH in the next 12 months. Typical Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months are 42.6 years old (11.9% younger than average) and have a \$120,115 (6.8% higher than average) annual household income.

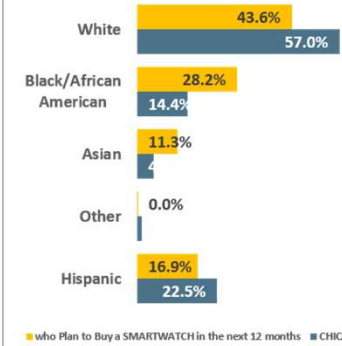
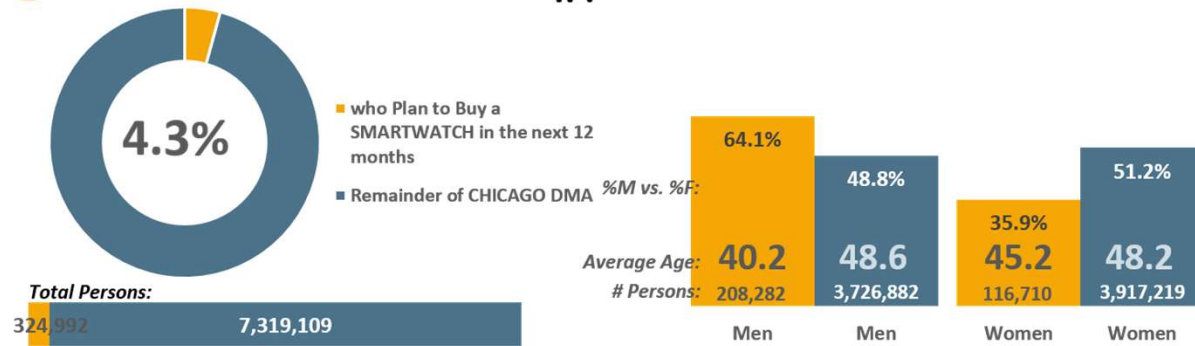


Percent of Market: Adults 18 or older



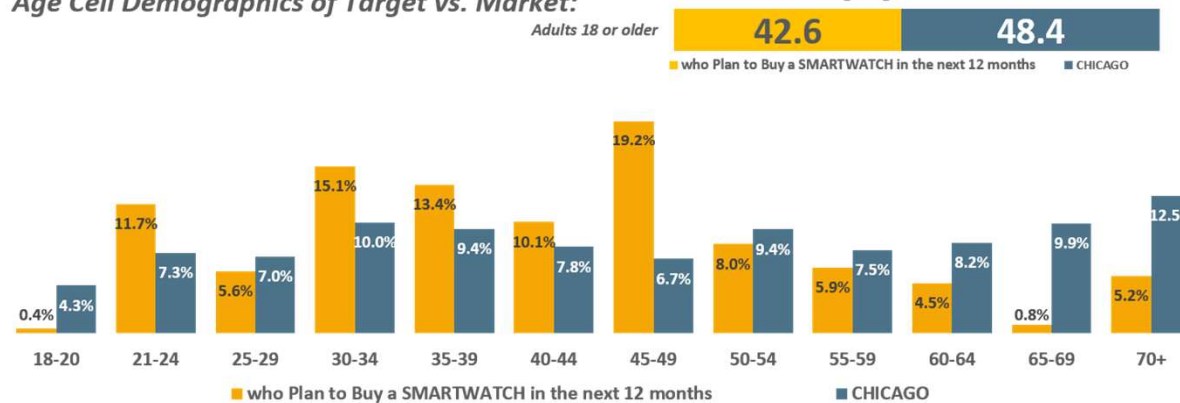
Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:

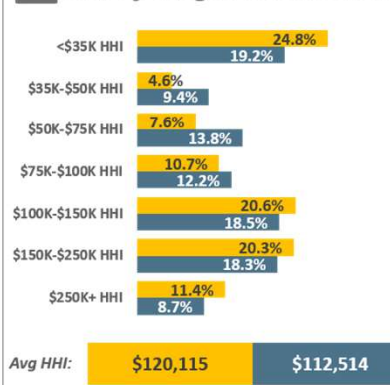


Age Cell Demographics of Target vs. Market:

Average Age:



HHI of Target vs. Market:





2.5% or 145,942 of WASHINGTON, DC DMA Adults 18 or older Plan to Buy a SMARTWATCH in the next 12 months. Typical Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months are 44.8 years old (6.6% younger than average) and have a \$148,338 (6.5% higher than average) annual household income.

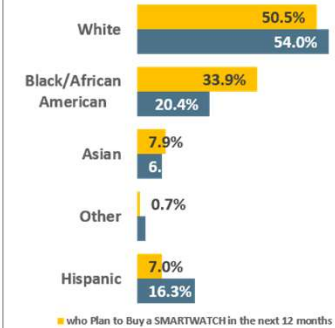
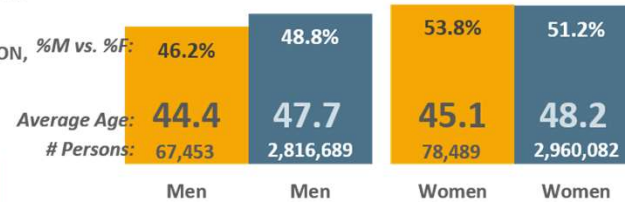
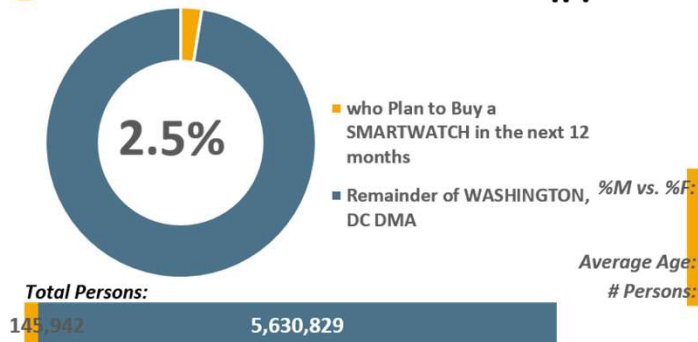


Percent of Market: Adults 18 or older

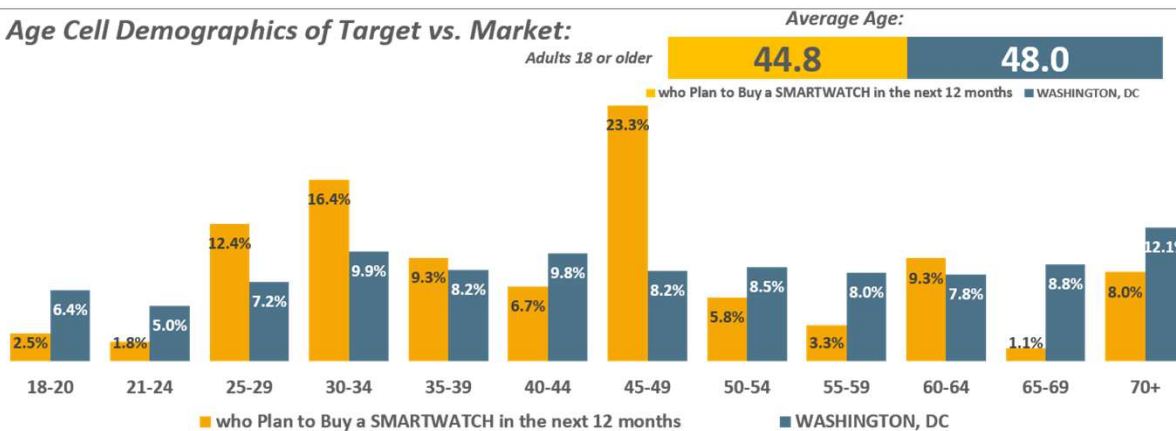


Gender of Target vs. Market: Adults 18 or older

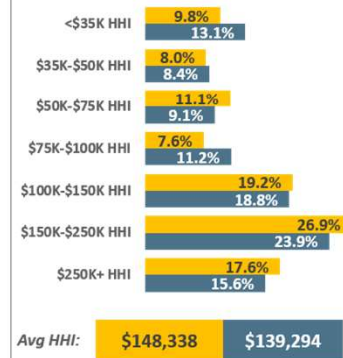
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:





4.2% or 192,662 of SEATTLE-TACOMA DMA Adults 18 or older Plan to Buy a SMARTWATCH in the next 12 months. Typical Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months are 42. years old (12.9% younger than average) and have a \$130,625 (1.5% higher than average) annual household income.

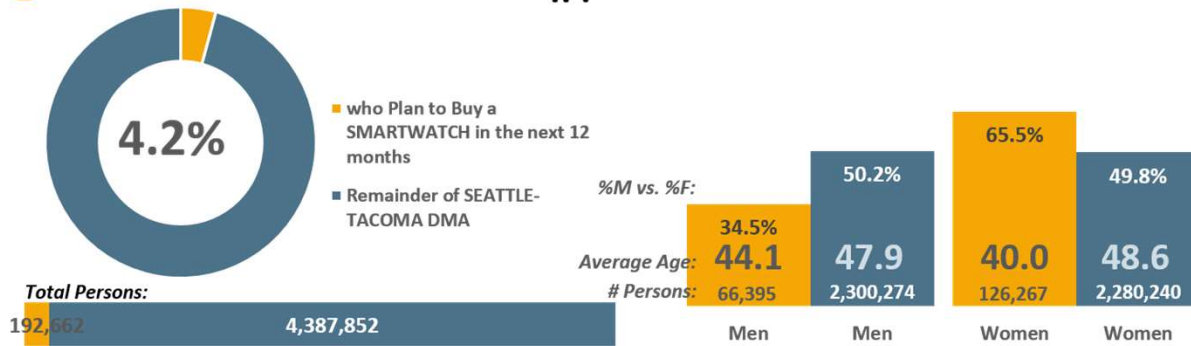


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



%M vs. %F:

Average Age:

Persons:

34.5%

44.1

66,395

50.2%

47.9

2,300,274

65.5%

40.0

126,267

49.8%

48.6

2,280,240

Men

Men

Women

Women

Age Cell Demographics of Target vs. Market:

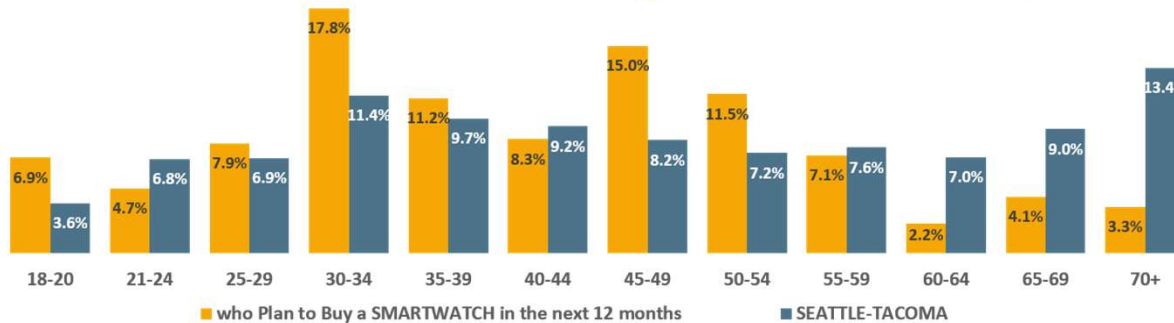
Average Age:

Adults 18 or older

42.0

48.2

who Plan to Buy a SMARTWATCH in the next 12 months SEATTLE-TACOMA

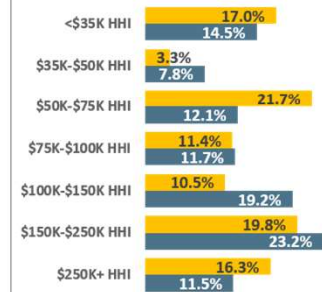


who Plan to Buy a SMARTWATCH in the next 12 months

SEATTLE-TACOMA

SEATTLE-TACOMA

HHI of Target vs. Market:



Avg HHI:

\$130,625

\$128,694



4.6% or 220,889 of PHOENIX DMA Adults 18 or older Plan to Buy a SMARTWATCH in the next 12 months. Typical Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months are 39.4 years old (19.5% younger than average) and have a \$84,564 (21.% lower than average) annual household income.

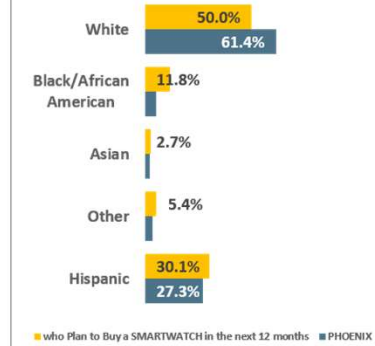
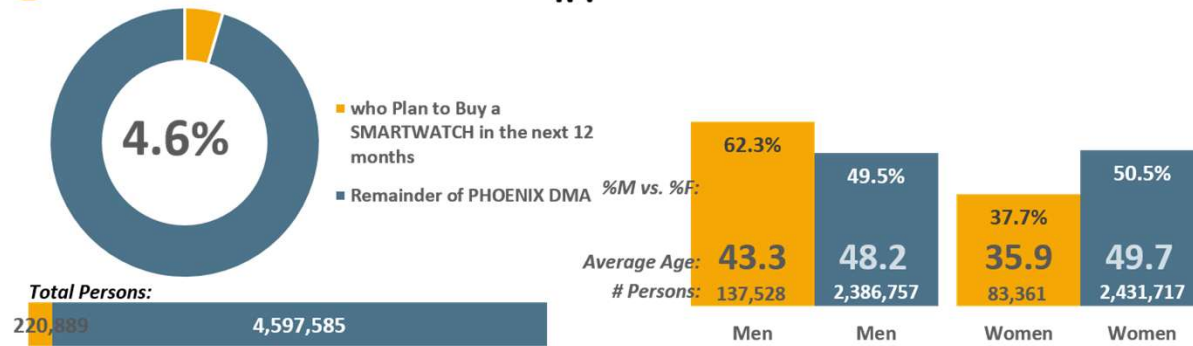


Percent of Market: Adults 18 or older

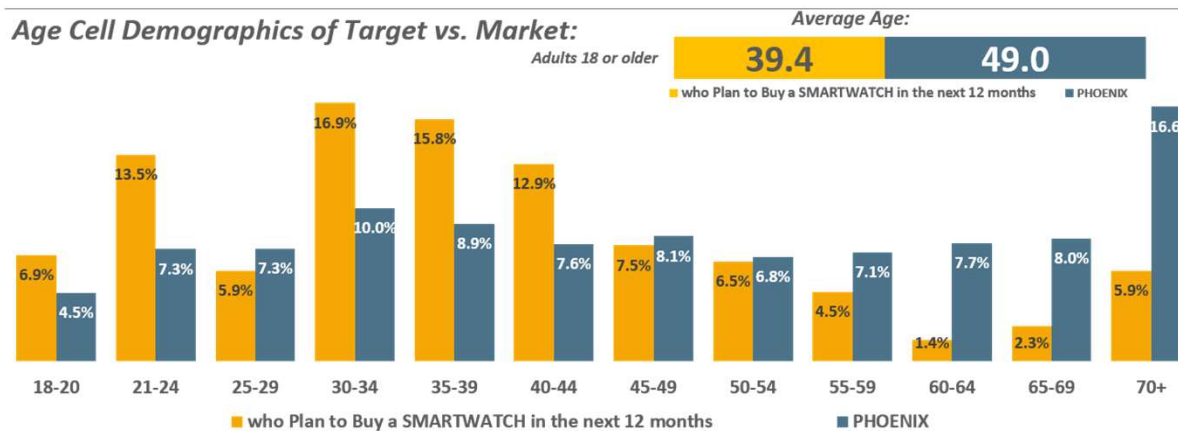


Gender of Target vs. Market: Adults 18 or older

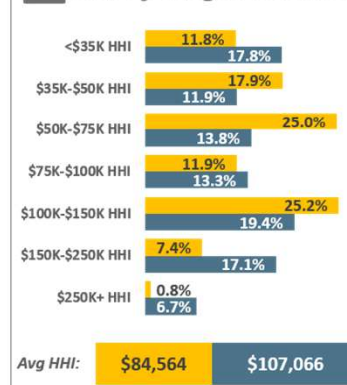
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:

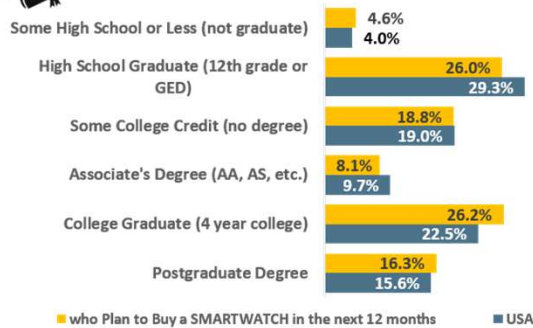




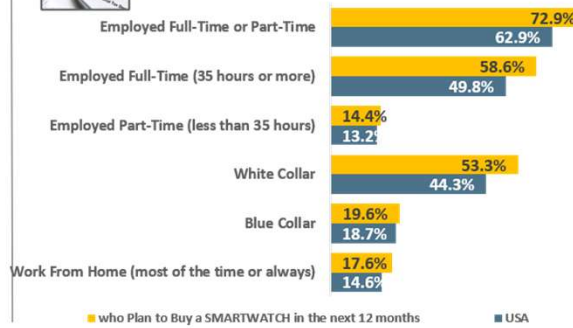
3.7% or 10,231,069 of USA DMA Adults 18 or older Plan to Buy a SMARTWATCH in the next 12 months. Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months are 11.6% more likely to be a college graduate, 17.7% more likely to work full-time, 15.1% less likely to be married, 54.3% more likely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



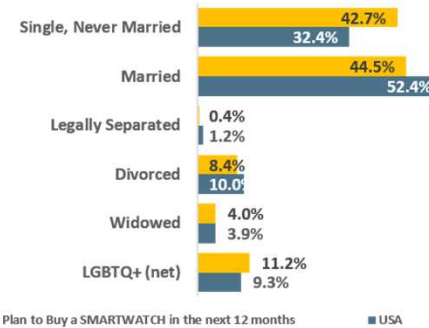
Education Levels: Adults 18 or older



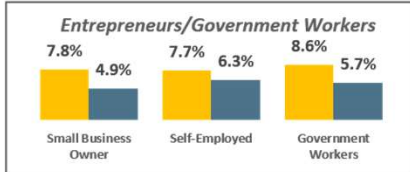
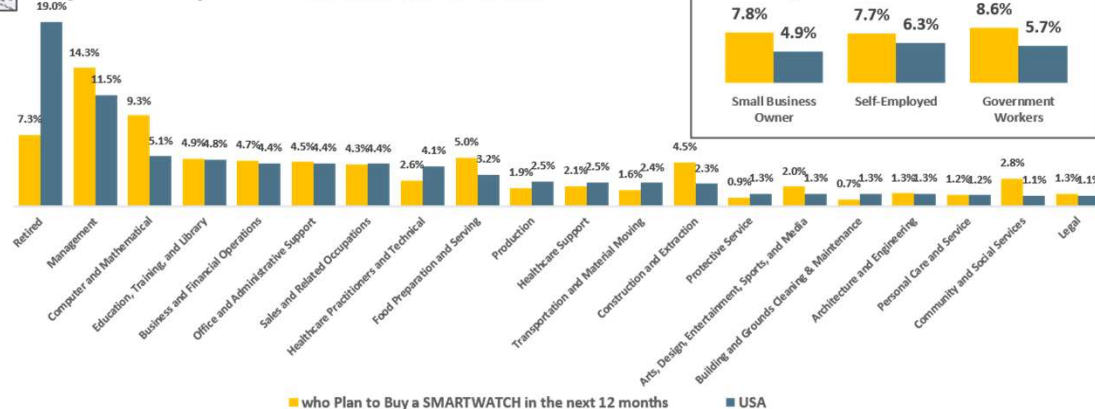
Employment: Adults 18 or older



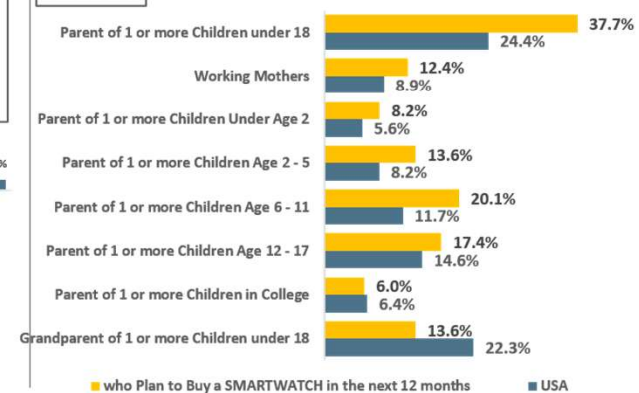
Marital Status: Adults 18 or older



Top-20 Occupations: Adults 18 or older



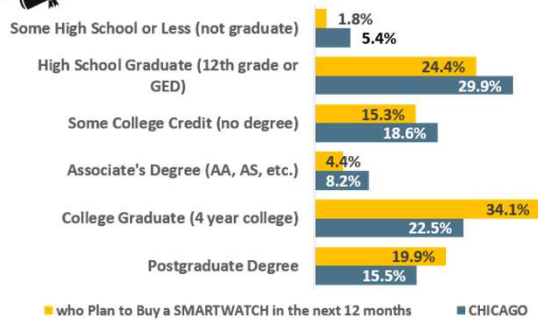
Stage in Life: Adults 18 or older



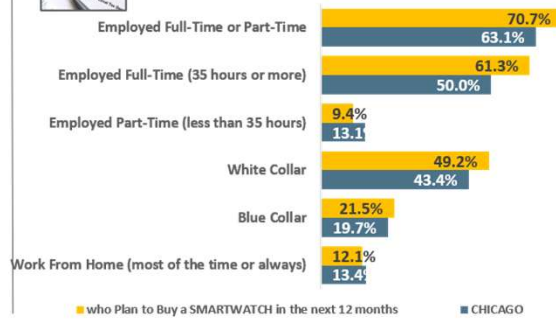


4.3% or 324,992 of CHICAGO DMA Adults 18 or older Plan to Buy a SMARTWATCH in the next 12 months. Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months are 42.5% more likely to be a college graduate, 22.7% more likely to work full-time, 2.1% more likely to be married, 71.8% more likely to be a parent of 1 or more children under 18.

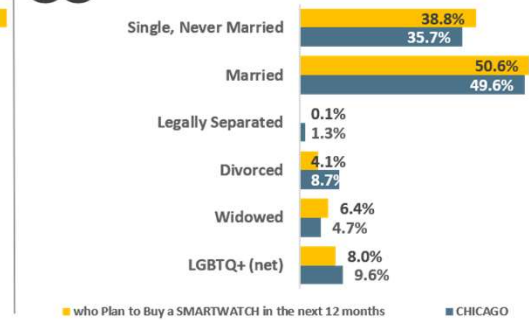
Education Levels: Adults 18 or older



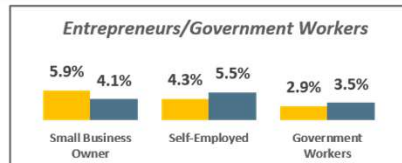
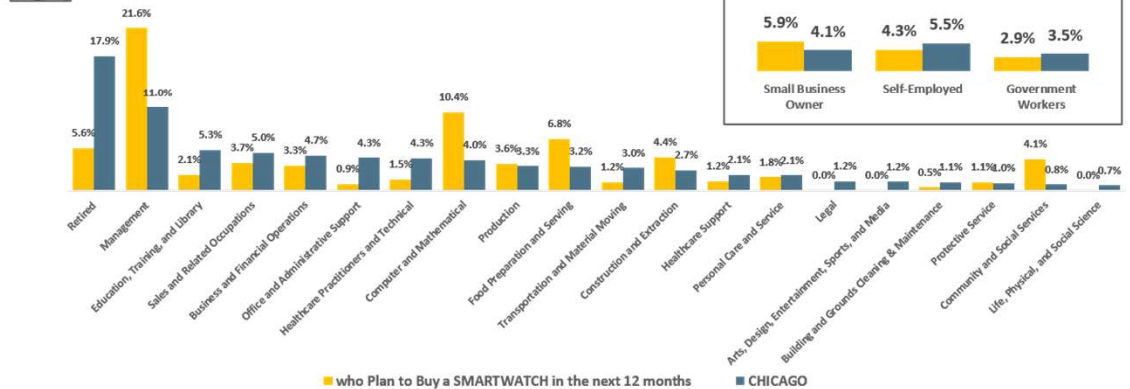
Employment: Adults 18 or older



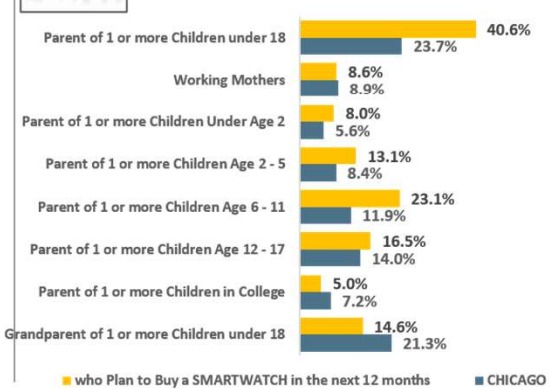
Marital Status: Adults 18 or older



Top-20 Occupations: Adults 18 or older



Stage in Life: Adults 18 or older

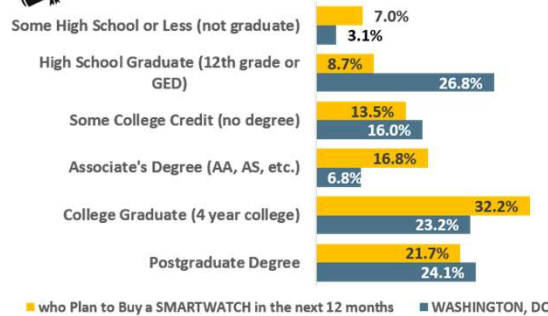




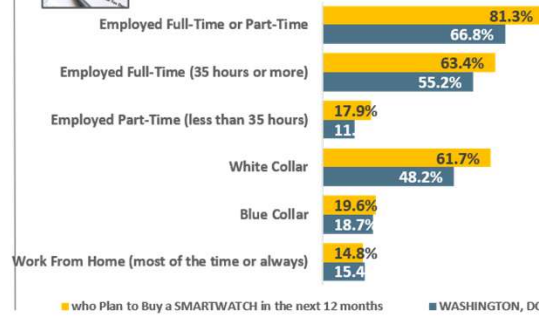
2.5% or 145,942 of WASHINGTON, DC DMA Adults 18 or older Plan to Buy a SMARTWATCH in the next 12... Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months are 13.9% more likely to be a college graduate, 14.8% more likely to work full-time, 6% less likely to be married, 20.5% more likely to be a parent of 1 or more children under 18.



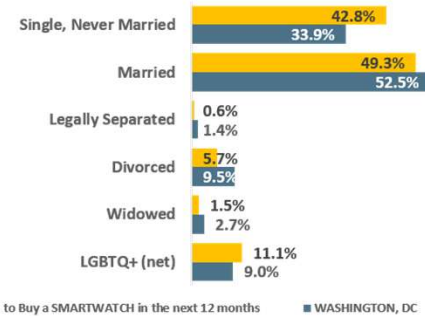
Education Levels: Adults 18 or older



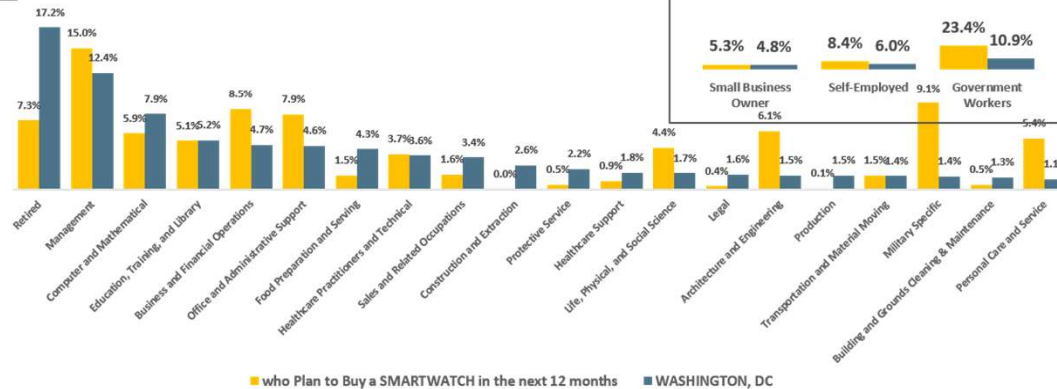
Employment: Adults 18 or older



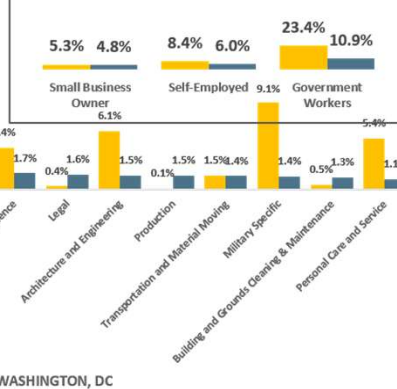
Marital Status: Adults 18 or older



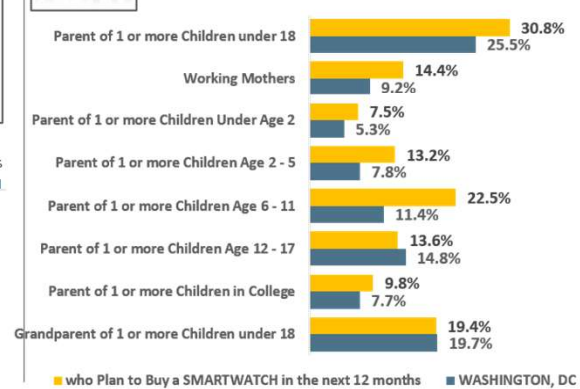
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

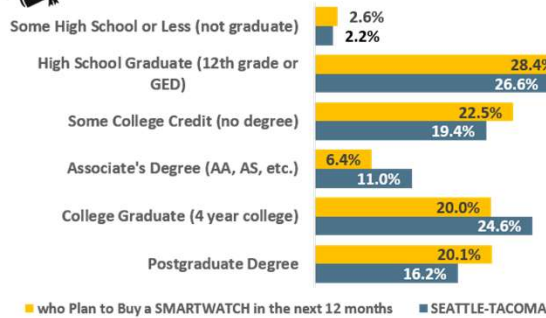




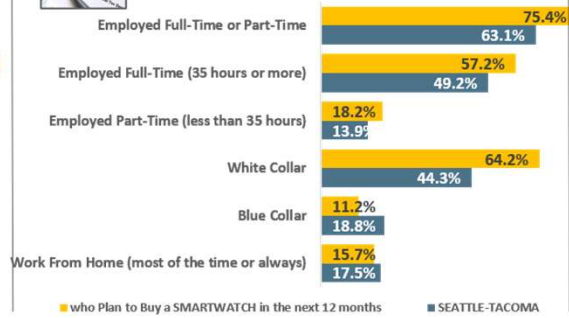
4.2% or 192,662 of SEATTLE-TACOMA DMA Adults 18 or older Plan to Buy a SMARTWATCH in the next 12...
 Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months are 1.9% less likely to be a college graduate, 16.4% more likely to work full-time, 7.0% more likely to be married, 74.7% more likely to be a parent of 1 or more children under 18.



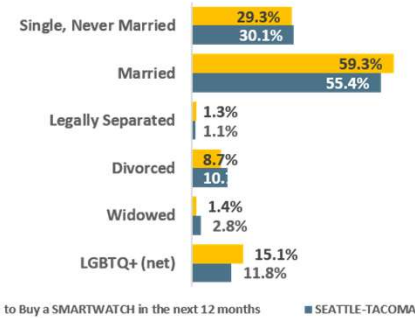
Education Levels: Adults 18 or older



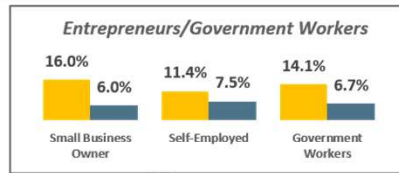
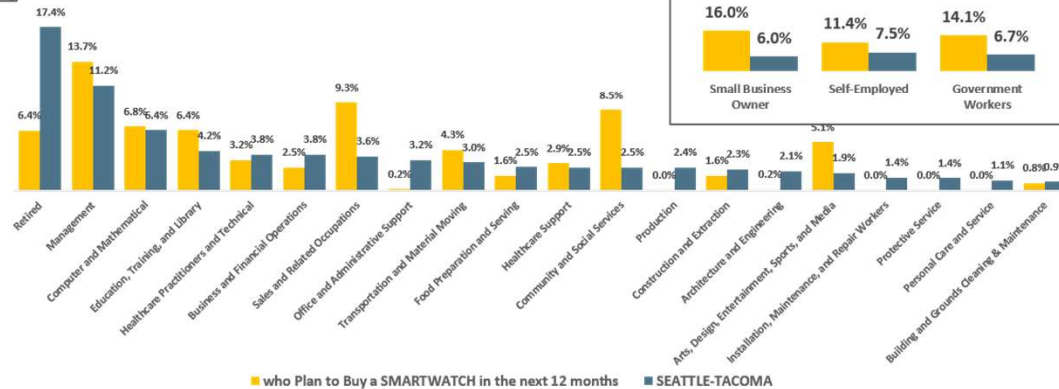
Employment: Adults 18 or older



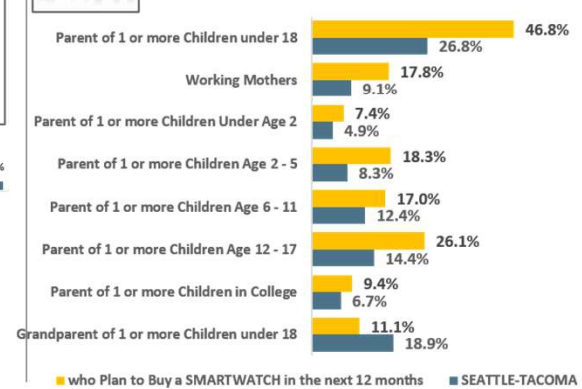
Marital Status: Adults 18 or older



Top-20 Occupations: Adults 18 or older



Stage in Life: Adults 18 or older

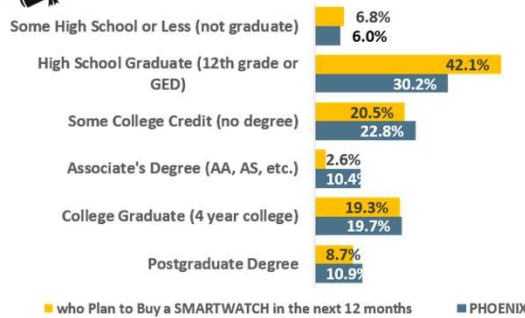




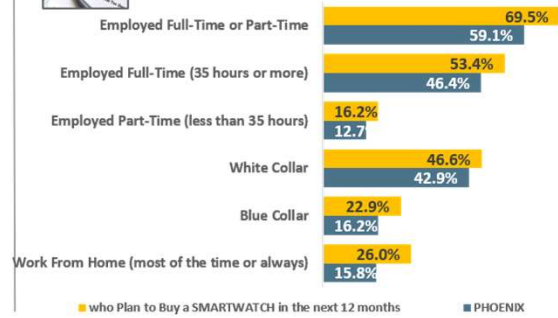
4.6% or 220,889 of PHOENIX DMA Adults 18 or older Plan to Buy a SMARTWATCH in the next 12 months. Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months are 8.6% less likely to be a college graduate, 14.9% more likely to work full-time, 48.6% less likely to be married, 39.7% more likely to be a parent of 1 or more children under 18.



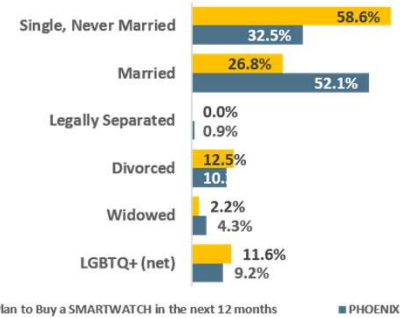
Education Levels: Adults 18 or older



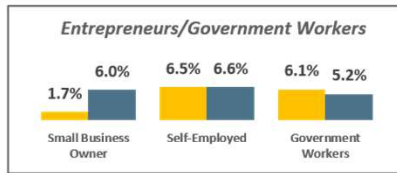
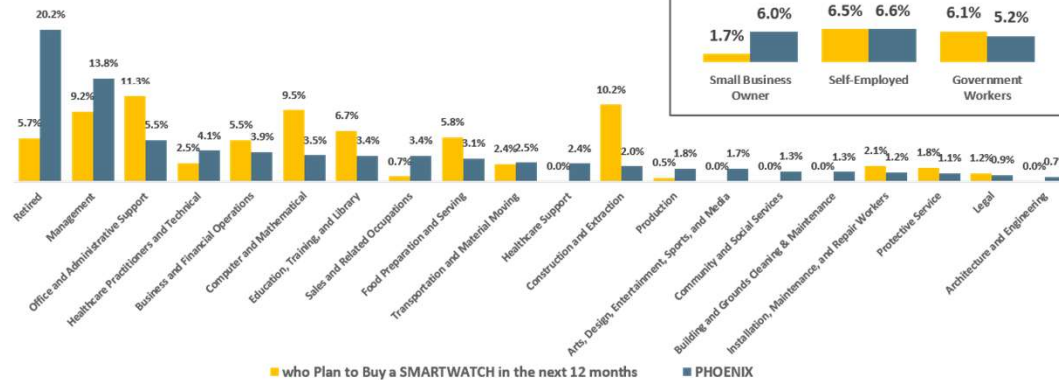
Employment: Adults 18 or older



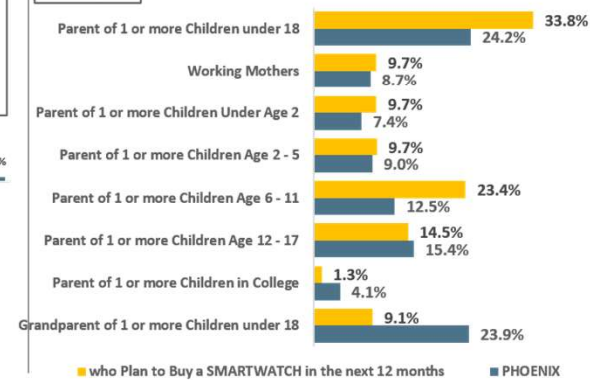
Marital Status: Adults 18 or older



Top-20 Occupations: Adults 18 or older

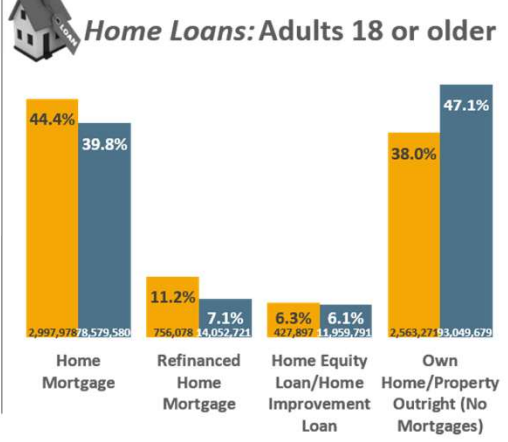
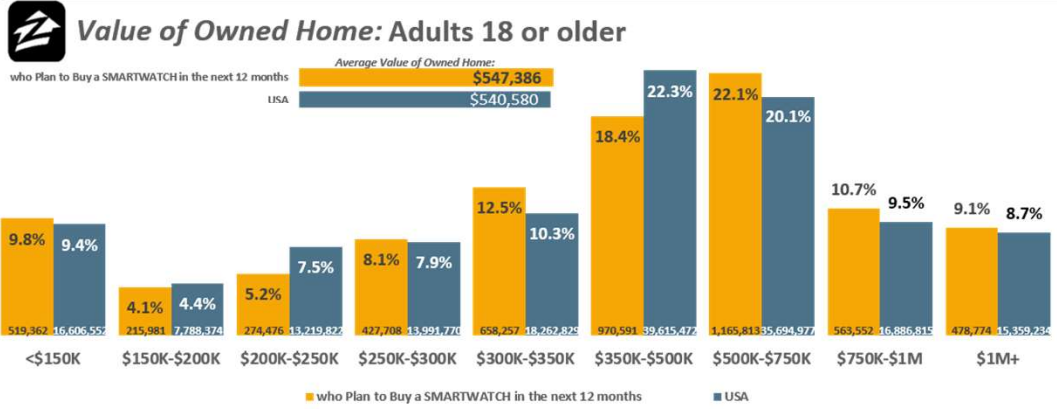
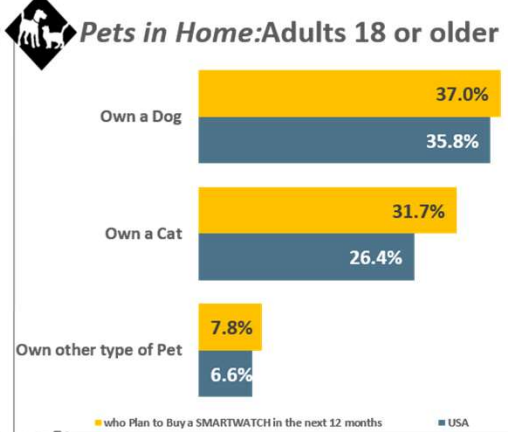
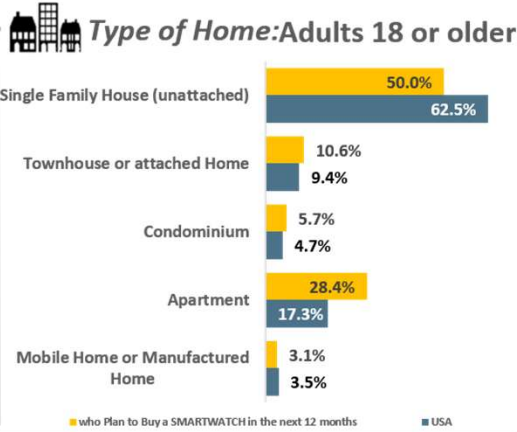
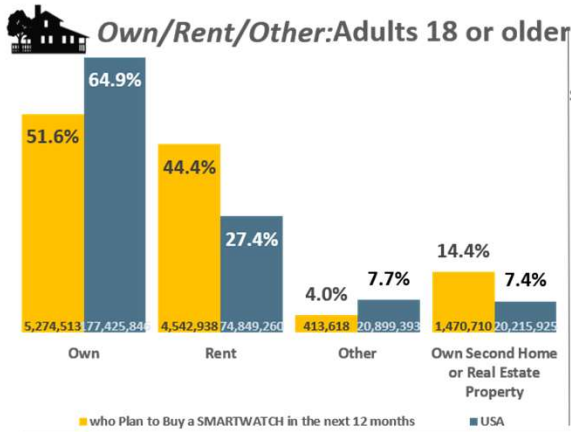


Stage in Life: Adults 18 or older





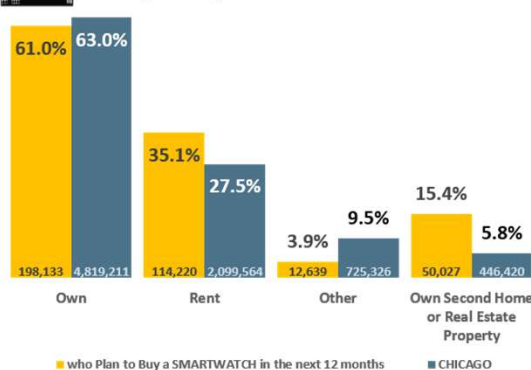
3.7% or 10,231,069 of USA DMA Adults 18 or older Plan to Buy a SMARTWATCH in the next 12 months. Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months are 20.6% less likely to own their home, 1.3% more likely to own a higher valued home, 19.9% less likely to have a single-family home,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



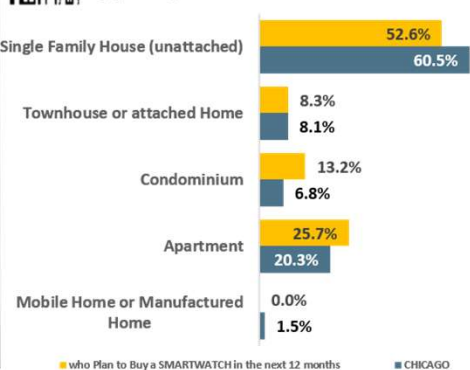


4.3% or 324,992 of CHICAGO DMA Adults 18 or older Plan to Buy a SMARTWATCH in the next 12 months. Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months are 3.3% less likely to own their home, 15.% more likely to own a higher valued home, 13.1% less likely to have a single-family home, 18.9% more likely to have a dog.

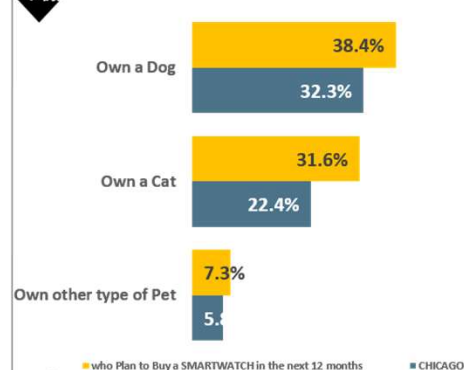
Own/Rent/Other: Adults 18 or older



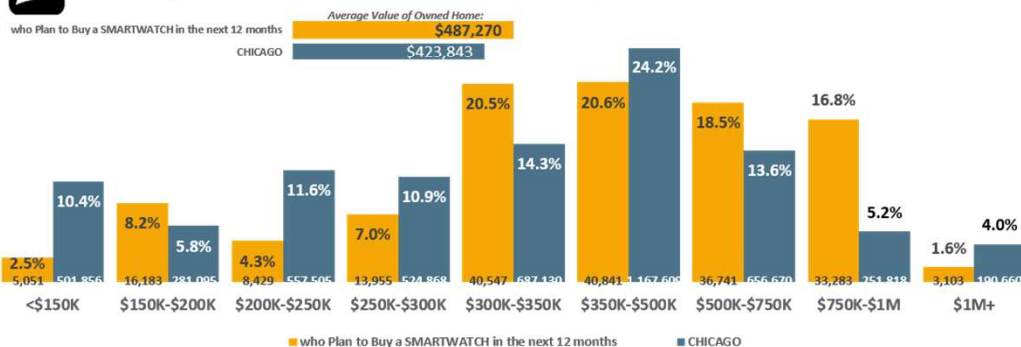
Type of Home: Adults 18 or older



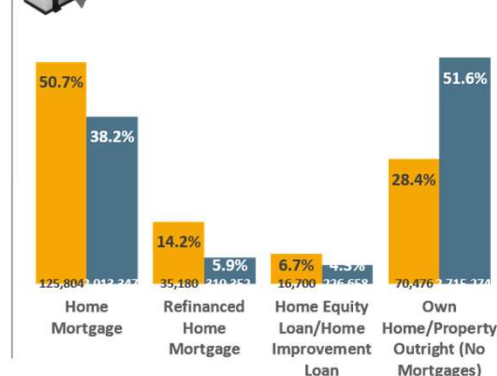
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



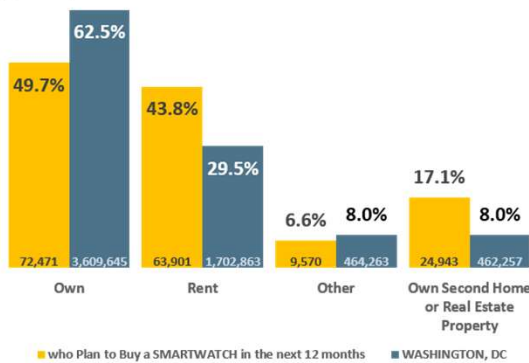
Home Loans: Adults 18 or older



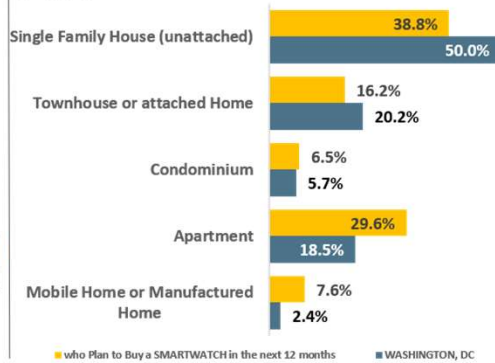


2.5% or 145,942 of WASHINGTON, DC DMA Adults 18 or older Plan to Buy a SMARTWATCH in the next 12...
 Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months are 20.5% less likely to own
 their home, 4.3% more likely to own a higher valued home, 22.4% less likely to have a single-family home,
 6.2% less likely to have a dog.

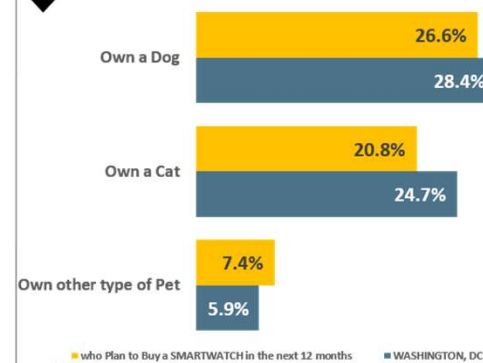
Own/Rent/Other: Adults 18 or older



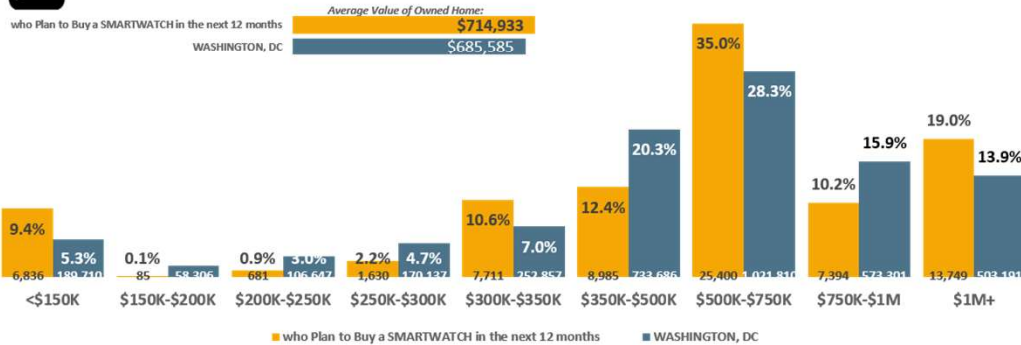
Type of Home: Adults 18 or older



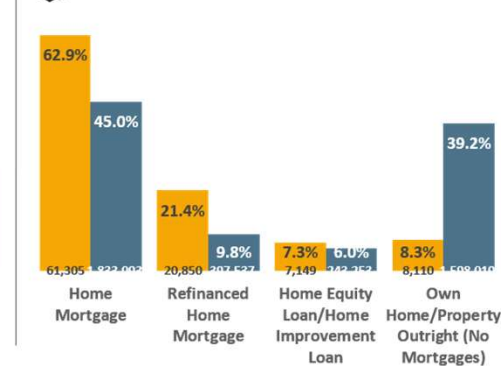
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

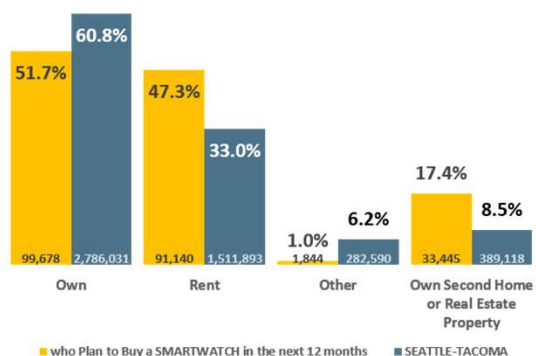




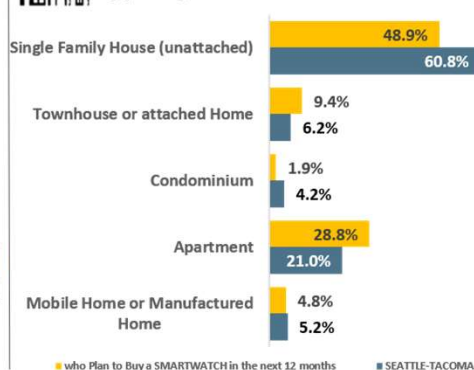
4.2% or 192,662 of SEATTLE-TACOMA DMA Adults 18 or older Plan to Buy a SMARTWATCH in the next 12...
 Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months are 14.9% less likely to own their home, 3.% more likely to own a lower valued home, 19.6% less likely to have a single-family home, .8% less likely to have a dog.



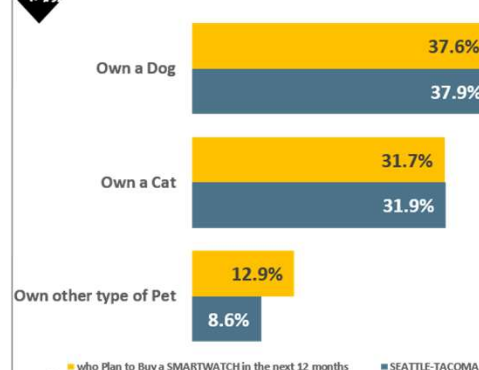
Own/Rent/Other: Adults 18 or older



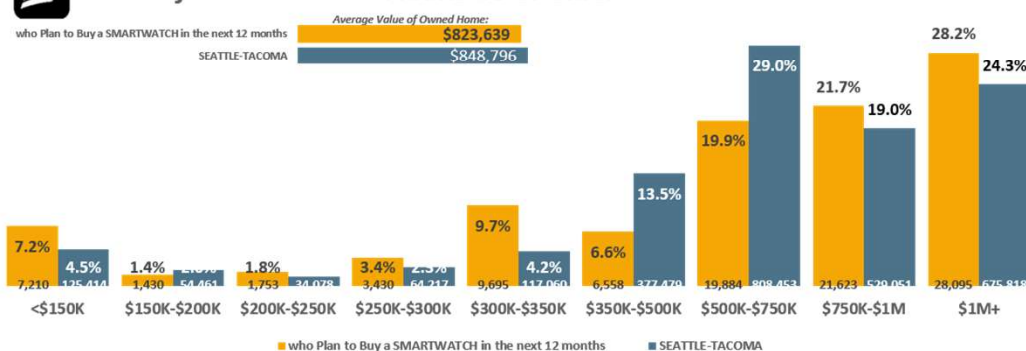
Type of Home: Adults 18 or older



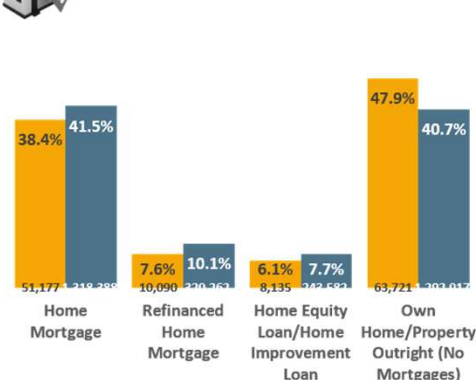
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



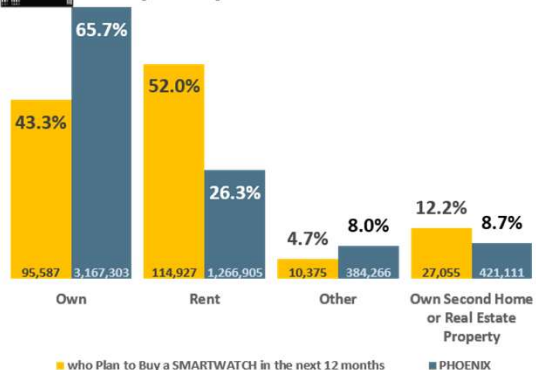
Home Loans: Adults 18 or older



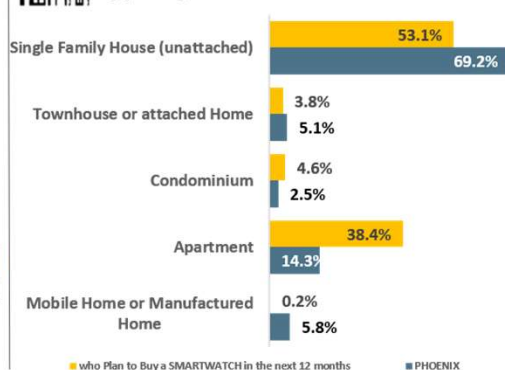


4.6% or 220,889 of PHOENIX DMA Adults 18 or older Plan to Buy a SMARTWATCH in the next 12 months. Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months are 34.2% less likely to own their home, 31.5% more likely to own a lower valued home, 23.3% less likely to have a single-family home, 3.0% less likely to have a dog.

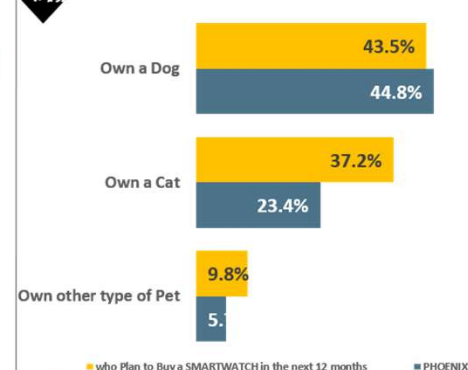
Own/Rent/Other: Adults 18 or older



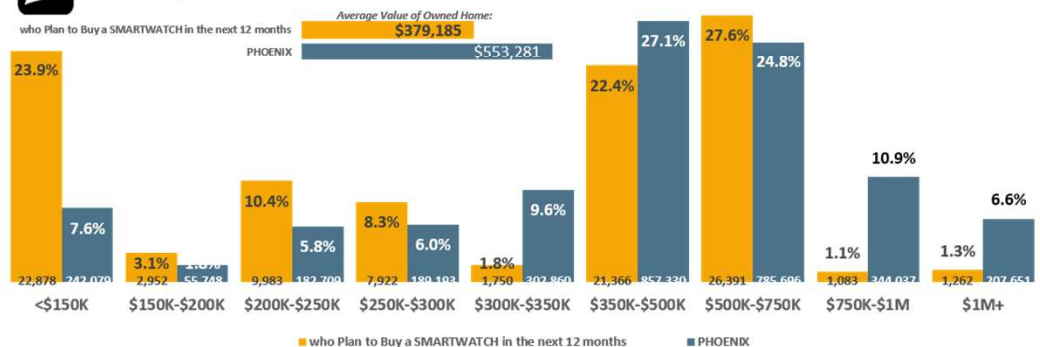
Type of Home: Adults 18 or older



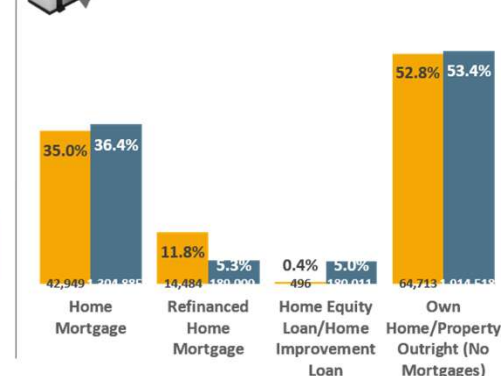
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

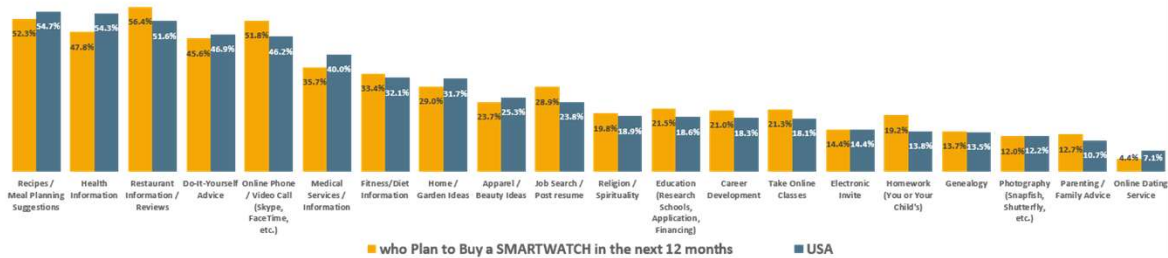




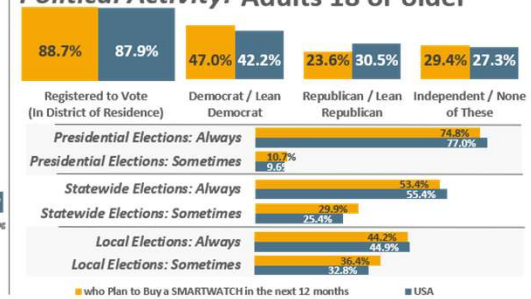
3.7% or 10,231,069 of USA DMA Adults 18 or older Plan to Buy a SMARTWATCH in the next 12 months. Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months are 2.8% less likely to look up D-I-Y advice online, 1.4% less likely to always vote in local elections, 56.4% more likely to belong to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



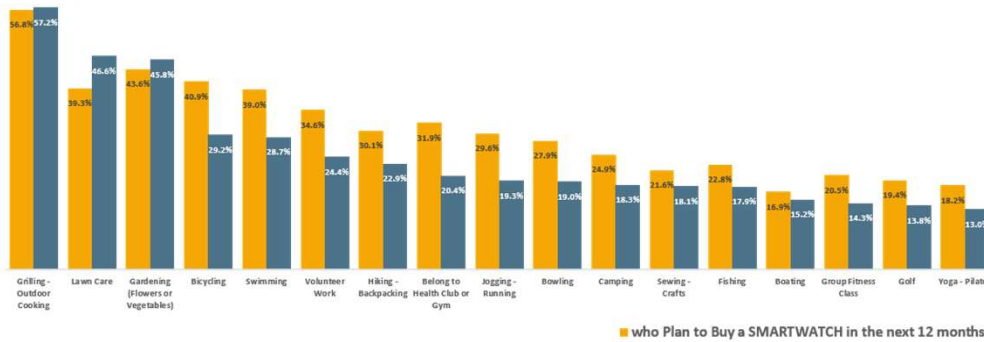
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



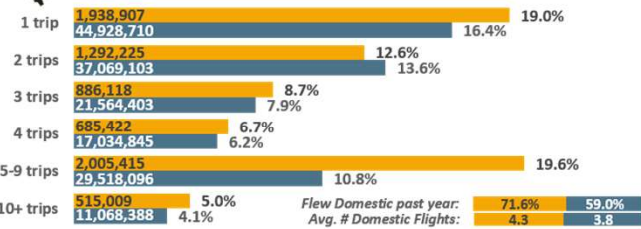
Political Activity: Adults 18 or older



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



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



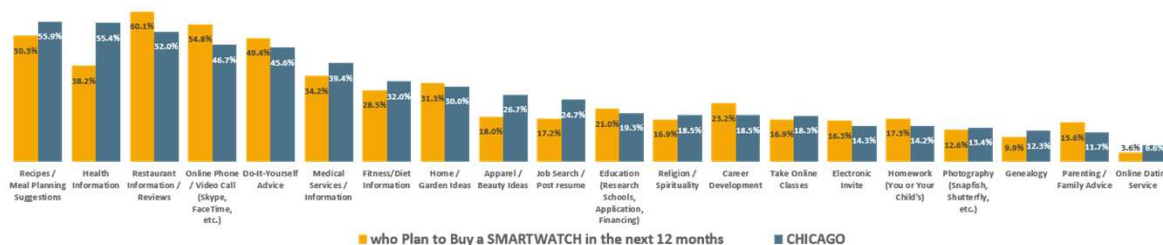
Flew Domestic past year: 71.6%
Avg. # Domestic Flights: 4.3



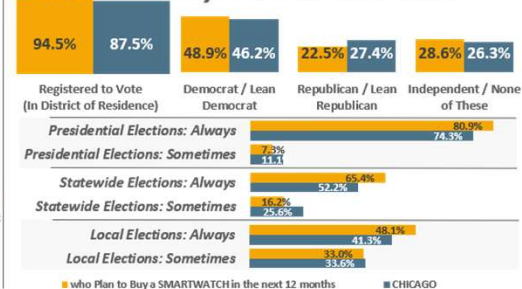
4.3% or 324,992 of CHICAGO DMA Adults 18 or older Plan to Buy a SMARTWATCH in the next 12 months. Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months are 8.3% more likely to look up D-I-Y advice online, 16.5% more likely to always vote in local elections, 80.7% more likely to belong to a gym, 28.6% more likely to fly domestic past yr



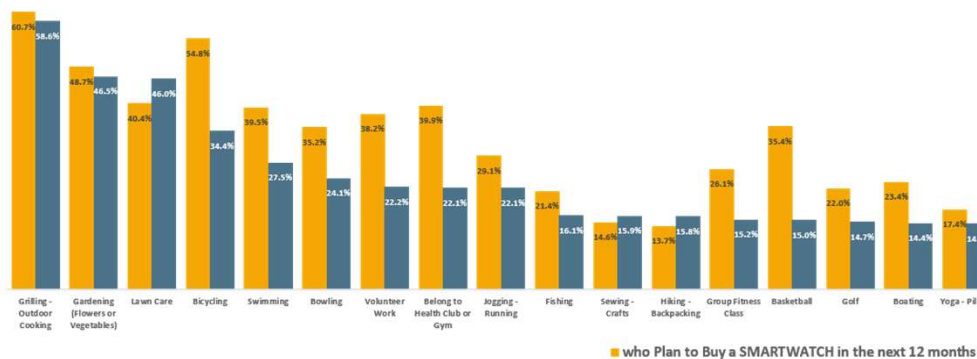
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



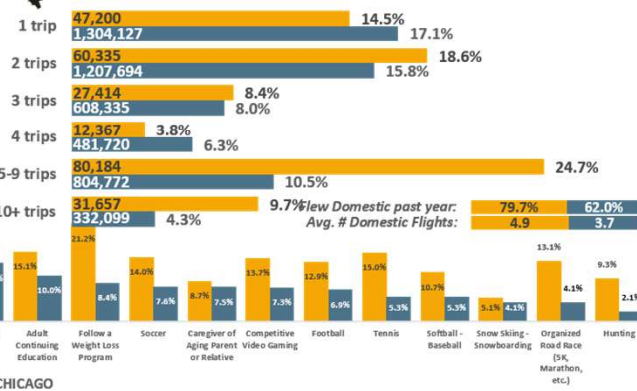
Political Activity: Adults 18 or older



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



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





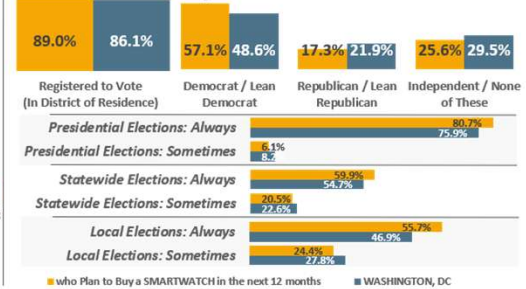
2.5% or 145,942 of WASHINGTON, DC DMA Adults 18 or older Plan to Buy a SMARTWATCH in the next 12... Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months are 1.4% more likely to look up D-I-Y advice online, 18.8% more likely to always vote in local elections, 119.3% more likely to belong to a gym, 19.1% more likely to fly domestic past y



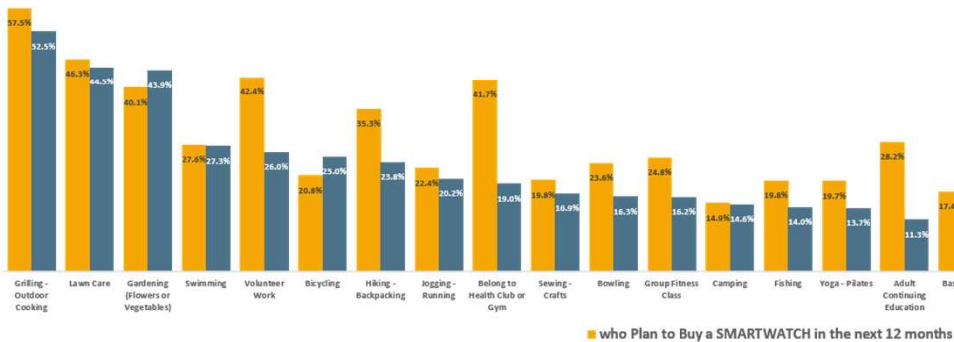
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



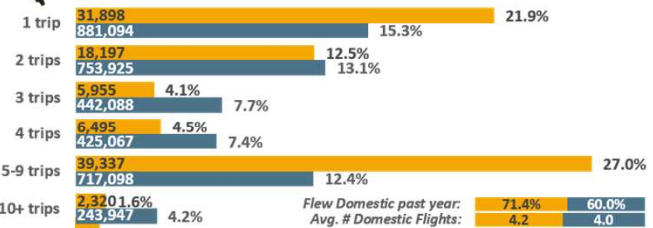
Political Activity: Adults 18 or older



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



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



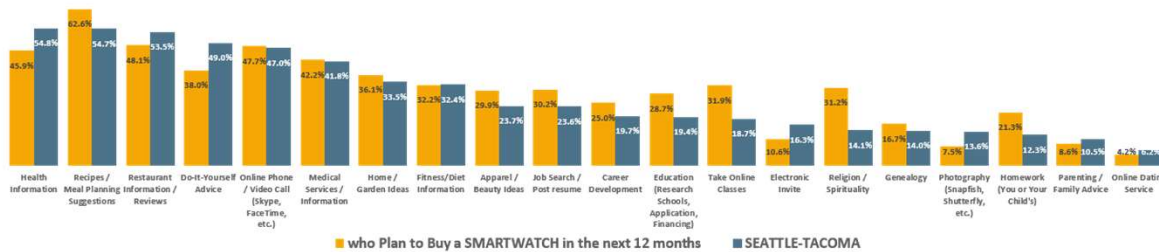
Flew Domestic past year: 71.4%
Avg. # Domestic Flights: 4.2



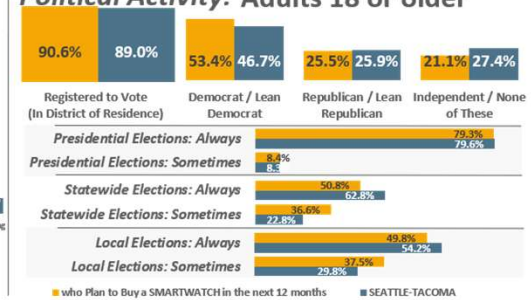
4.2% or 192,662 of SEATTLE-TACOMA DMA Adults 18 or older Plan to Buy a SMARTWATCH in the next 12...
 Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months are 22.4% less likely to look up D-I-Y advice online, 8.1% less likely to always vote in local elections, 51.8% more likely to belong to a gym, 10.7% more likely to fly domestic past yr



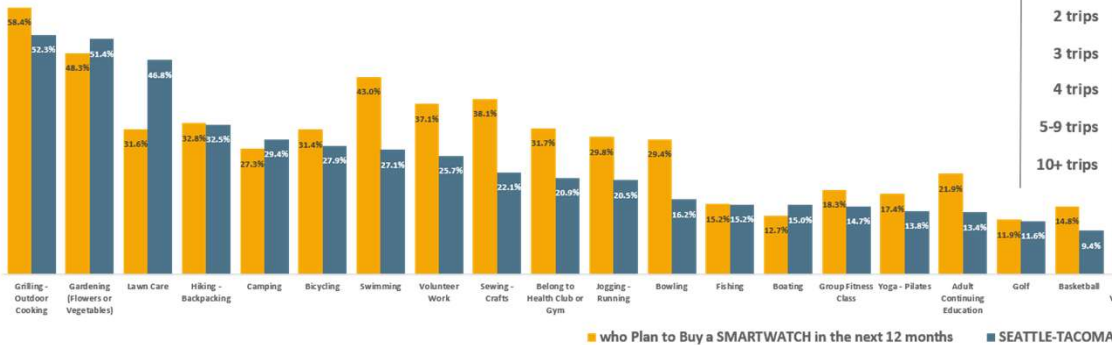
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



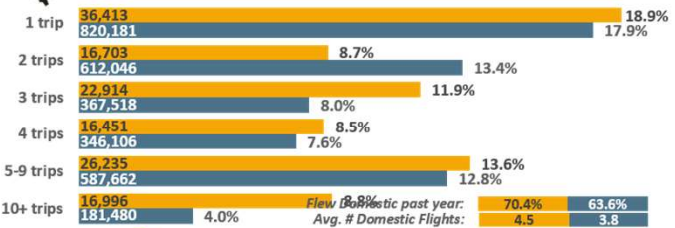
Political Activity: Adults 18 or older



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



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



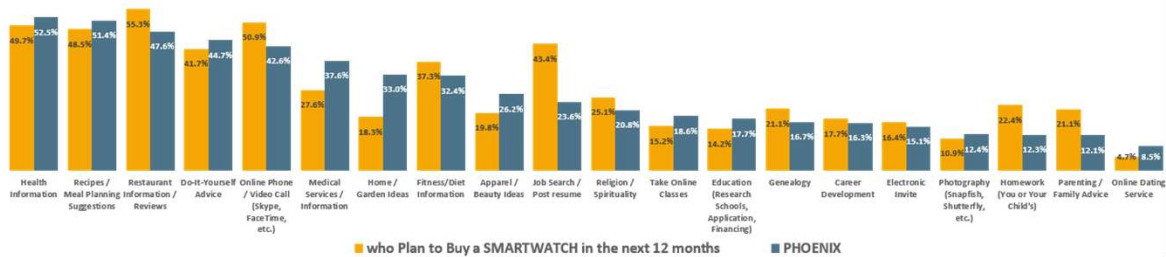
Flew Domestic past year: 70.4%
 Avg. # Domestic Flights: 4.5



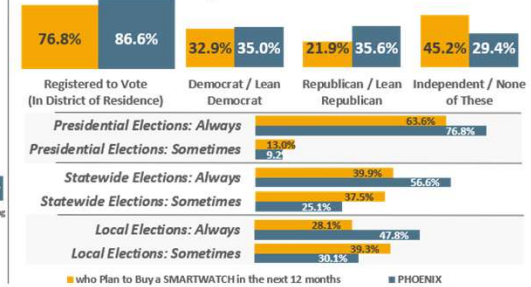
4.6% or 220,889 of PHOENIX DMA Adults 18 or older Plan to Buy a SMARTWATCH in the next 12 months. Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months are 6.6% less likely to look up D-I-Y advice online, 41.1% less likely to always vote in local elections, 3.% more likely to belong to a gym, 14.4% more likely to fly domestic past yr.



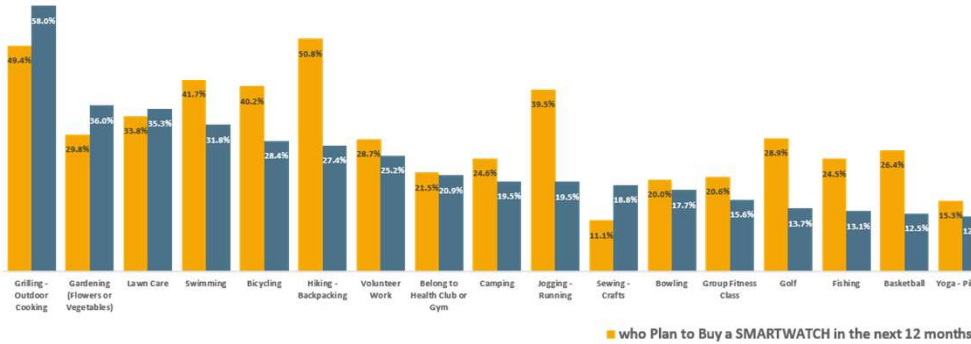
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



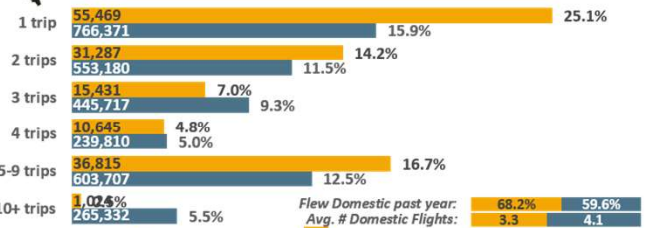
Political Activity: Adults 18 or older



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



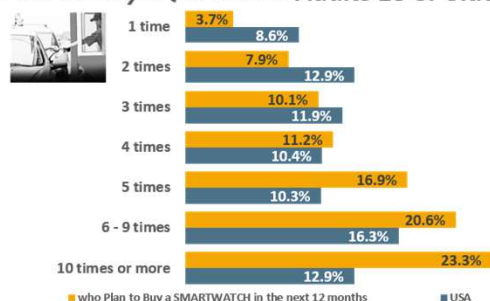
Past 12-months Domestic Airline Trips: Adults 18 or older



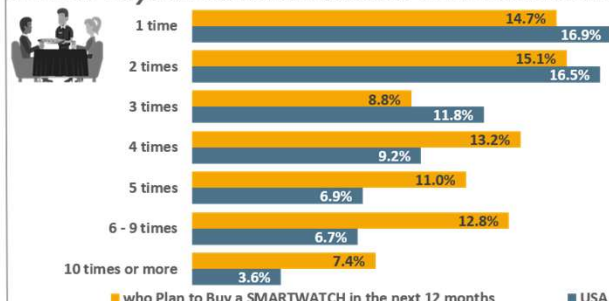


3.7% or 10,231,069 of USA DMA Adults 18 or older Plan to Buy a SMARTWATCH in the next 12 months. Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months are 12.5% more likely to use QSRs past mo., 16.2% more likely to use Sit-Down Restaurants past mo., 36.% more likely to use Casinos past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

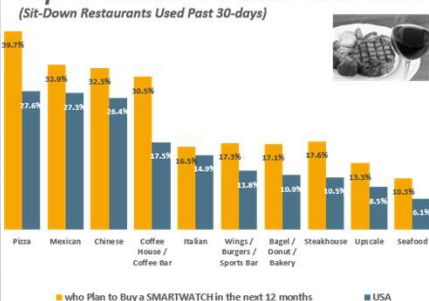
Past 30-days QSR Users: Adults 18 or older



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



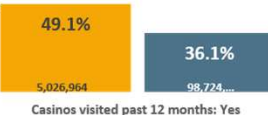
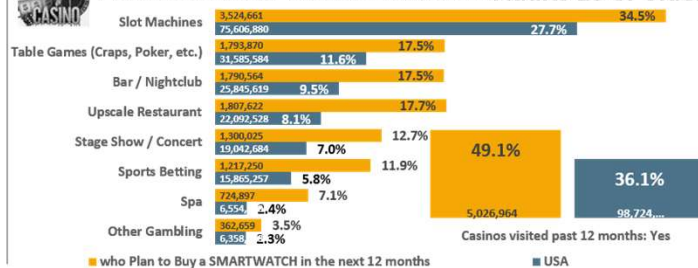
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



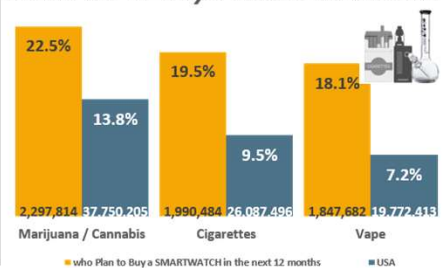
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



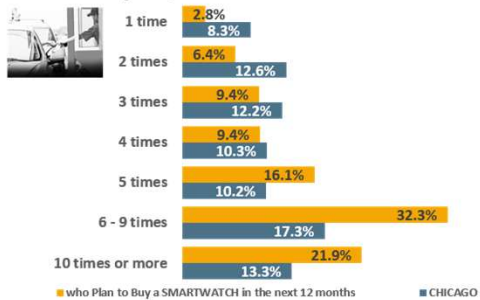
Used Past 30-days: Adults 18 or older



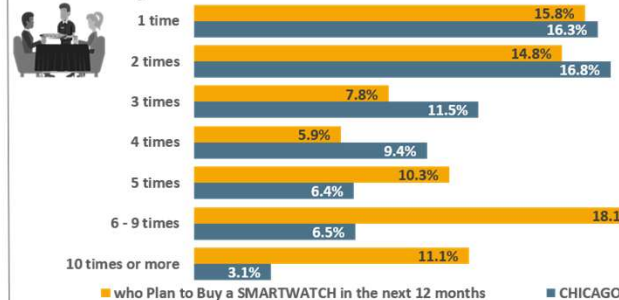


4.3% or 324,992 of CHICAGO DMA Adults 18 or older Plan to Buy a SMARTWATCH in the next 12 months. Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months are 16.6% more likely to use QSRs past mo., 19.9% more likely to use Sit-Down Restaurants past mo., 27.5% more likely to use Casinos past yr., 145.2% more likely to smoke cigarettes.

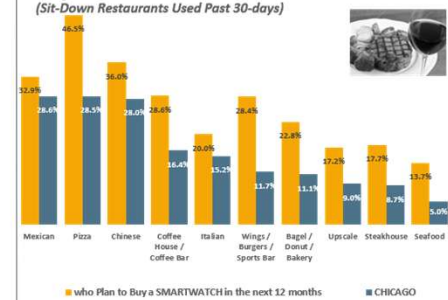
Past 30-days QSR Users: Adults 18 or older



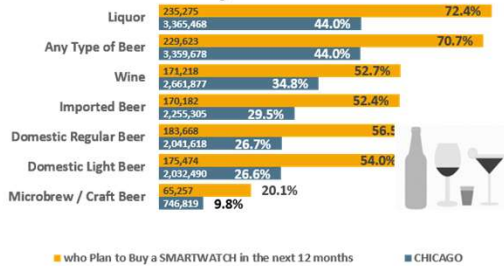
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



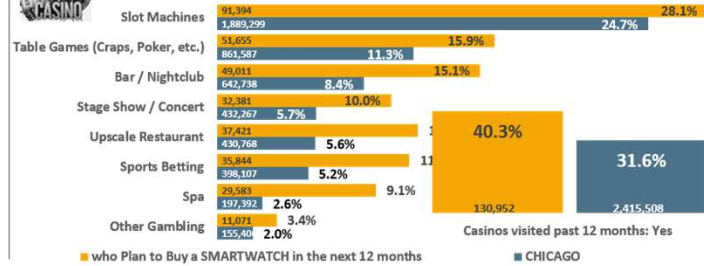
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



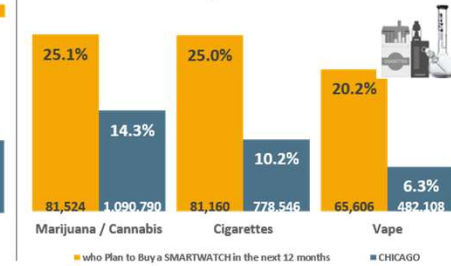
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



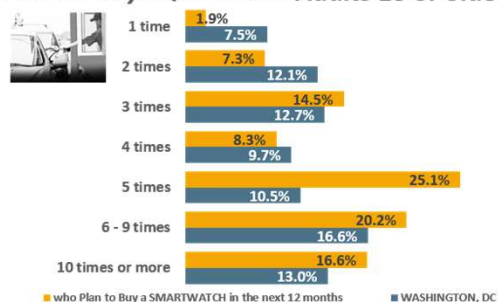
Used Past 30-days: Adults 18 or older





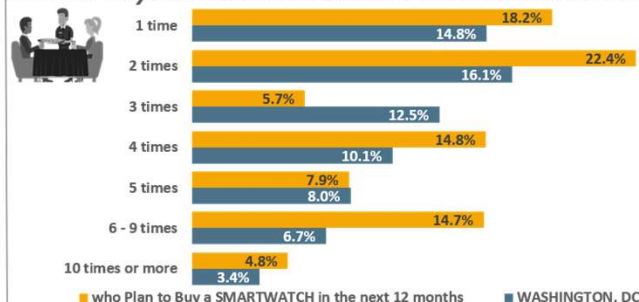
2.5% or 145,942 of WASHINGTON, DC DMA Adults 18 or older Plan to Buy a SMARTWATCH in the next 12 months. Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months are 14.2% more likely to use QSRs past mo., 23.5% more likely to use Sit-Down Restaurants past mo., 64.6% more likely to use Casinos past yr., 41.4% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



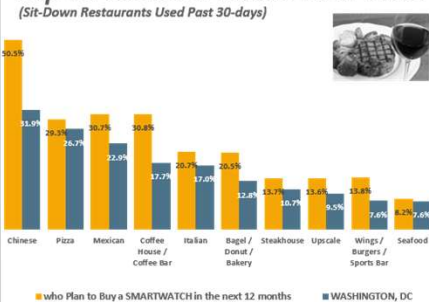
Total Monthly QSR Users: 93.8%
Avg. Monthly QSR Meals: 6.6

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



Total Monthly Sit-Down Restaurant Users: 88.4%
Avg. Monthly Sit-Down Restaurant Meals: 4.1

Top-10 Cuisines: Adults 18 or older



Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
 who Plan to Buy a SMARTWATCH in the next 12 months: 72,080 (49.4%)
 WASHINGTON, DC: 1,468,025 (25.4%)

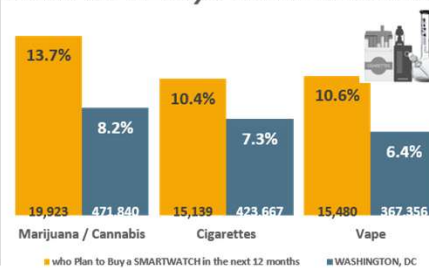
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



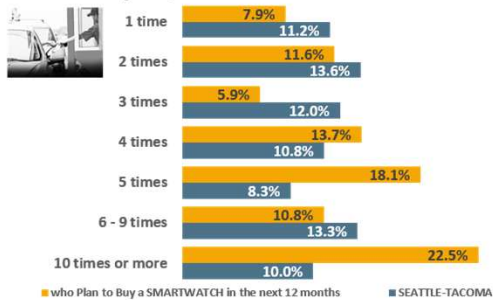
Used Past 30-days: Adults 18 or older



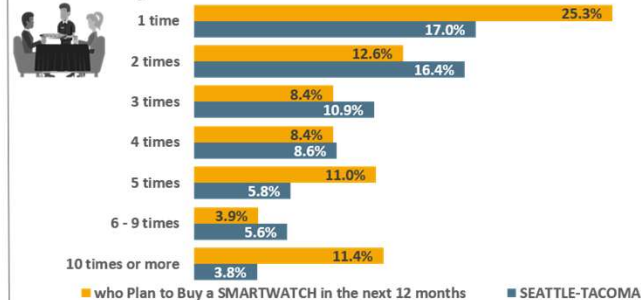


4.2% or 192,662 of SEATTLE-TACOMA DMA Adults 18 or older Plan to Buy a SMARTWATCH in the next 12 months. Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months are 14.3% more likely to use QSRs past mo., 18.9% more likely to use Sit-Down Restaurants past mo., 40.2% more likely to use Casinos past yr., 166.5% more likely to smoke cigarettes.

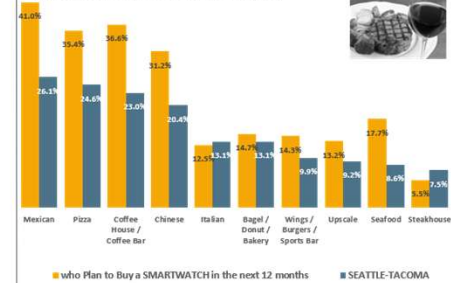
Past 30-days QSR Users: Adults 18 or older



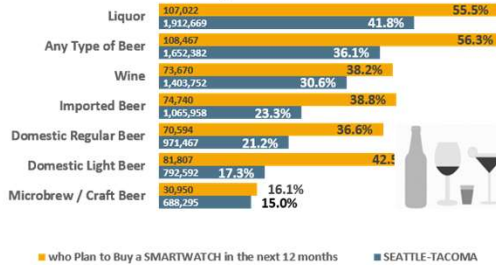
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



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



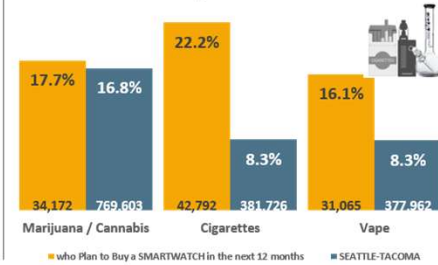
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



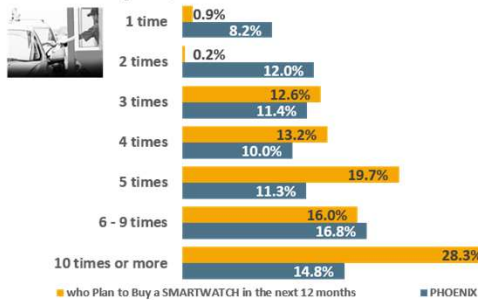
Used Past 30-days: Adults 18 or older





4.6% or 220,889 of PHOENIX DMA Adults 18 or older Plan to Buy a SMARTWATCH in the next 12 months. Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months are 7.7% more likely to use QSRs past mo., 5% more likely to use Sit-Down Restaurants past mo., 5.2% more likely to use Casinos past yr., 147.9% more likely to smoke cigarettes.

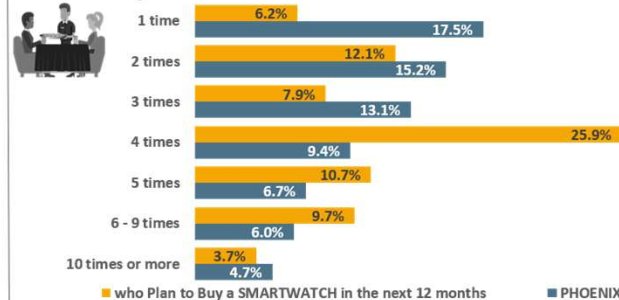
Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 91.0%
201,067

Avg. Monthly QSR Meals: 8.1
4,071,899

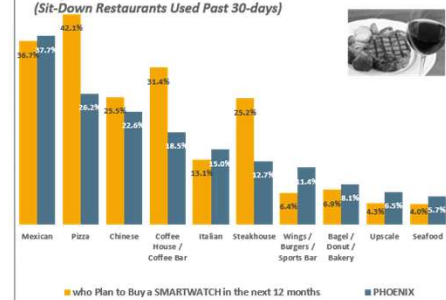
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users: 76.3%
168,482

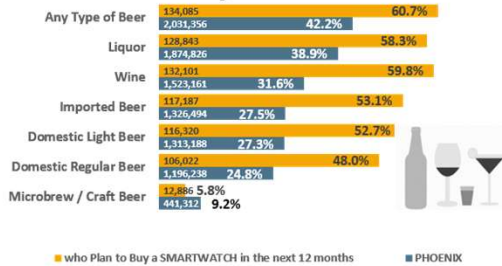
Avg. Monthly Sit-Down Restaurant Meals: 4.5
3,501,810

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

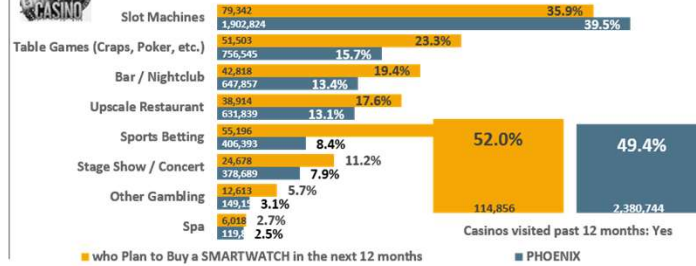


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who Plan to Buy a SMARTWATCH in the next 12 months: 73,372 (33.2%)
PHOENIX: 837,313 (17.4%)

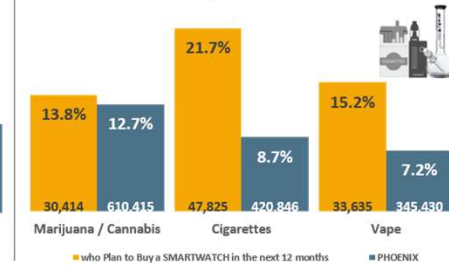
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



Used Past 30-days: Adults 18 or older





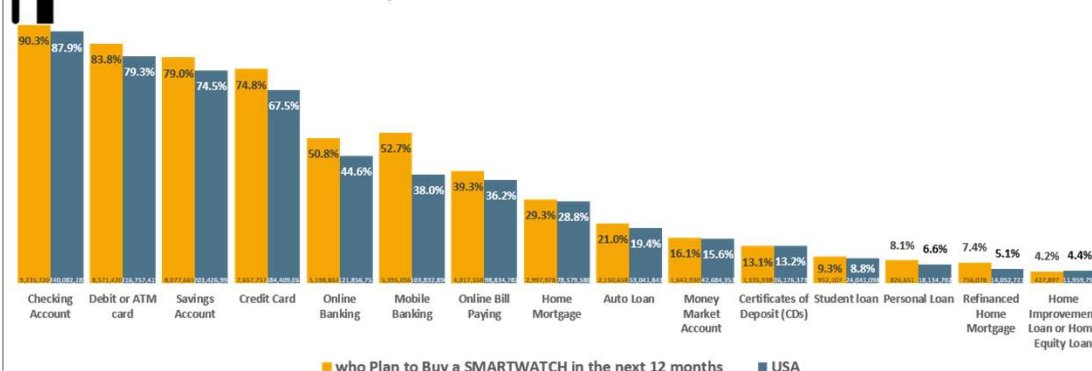
3.7% or 10,231,069 of USA DMA Adults 18 or older Plan to Buy a SMARTWATCH in the next 12 months. Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months are 17.2% more likely to have a 401K, 8.3% more likely to have an Auto Loan, 37.9% more likely to Invest/Trade Stocks Online, 8.1% more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



Investments Owned: Adults 18 or older



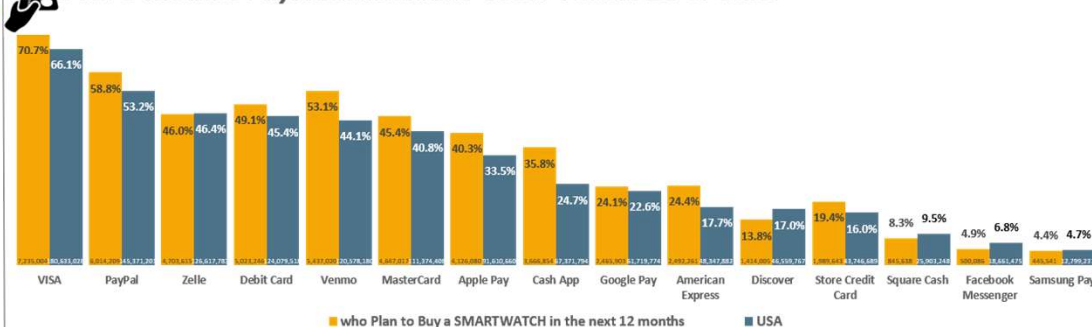
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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





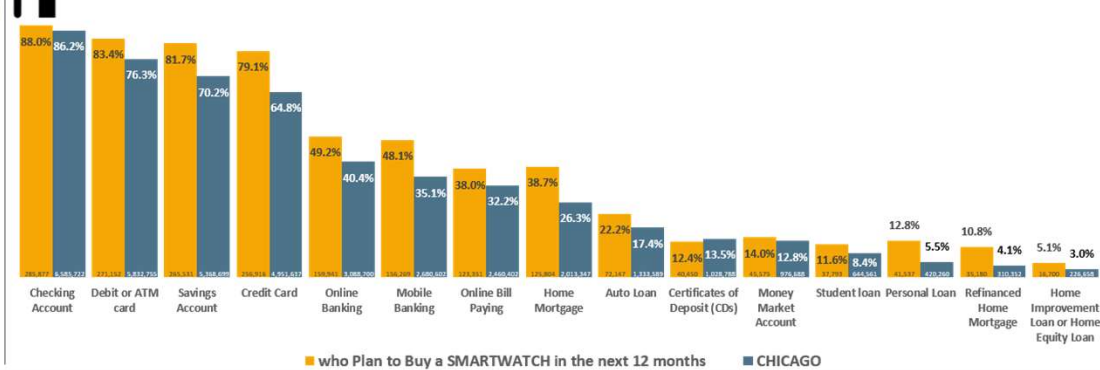
4.3% or 324,992 of CHICAGO DMA Adults 18 or older Plan to Buy a SMARTWATCH in the next 12 months. Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months are 24.8% more likely to have a 401K, 27.2% more likely to have an Auto Loan, 71.5% more likely to Invest/Trade Stocks Online, 20.2% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



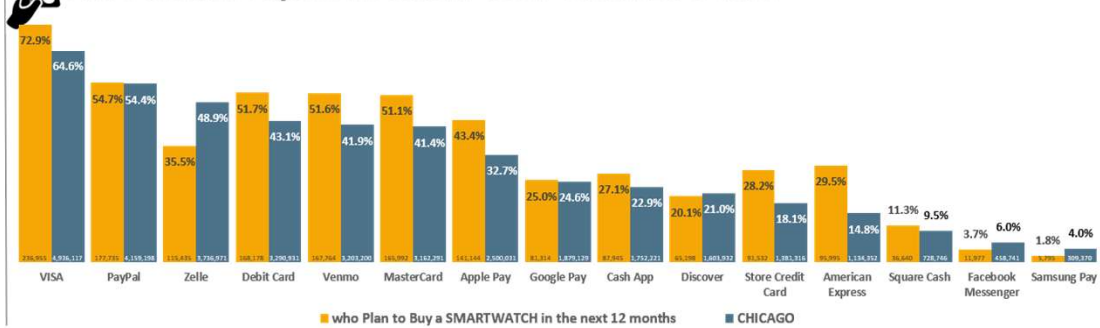
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

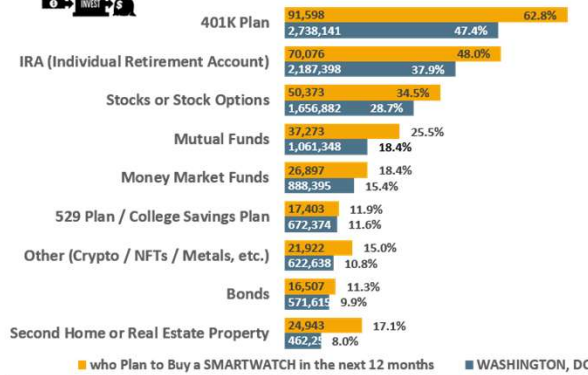




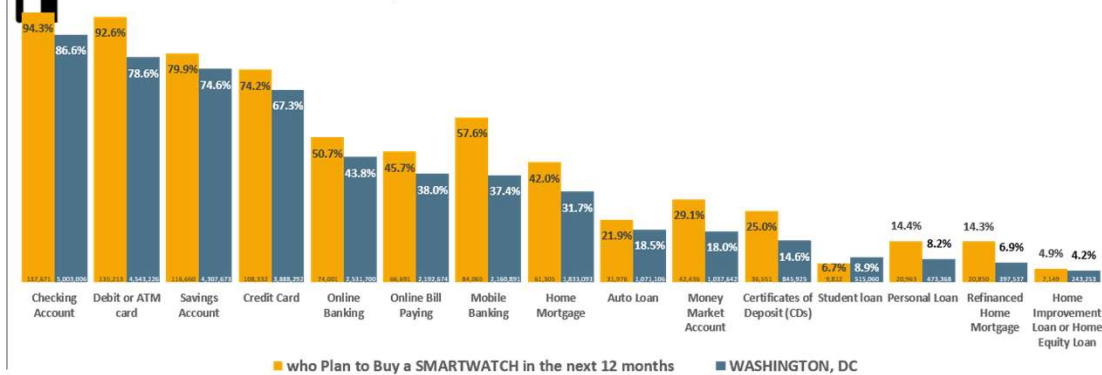
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Investments Owned: Adults 18 or older



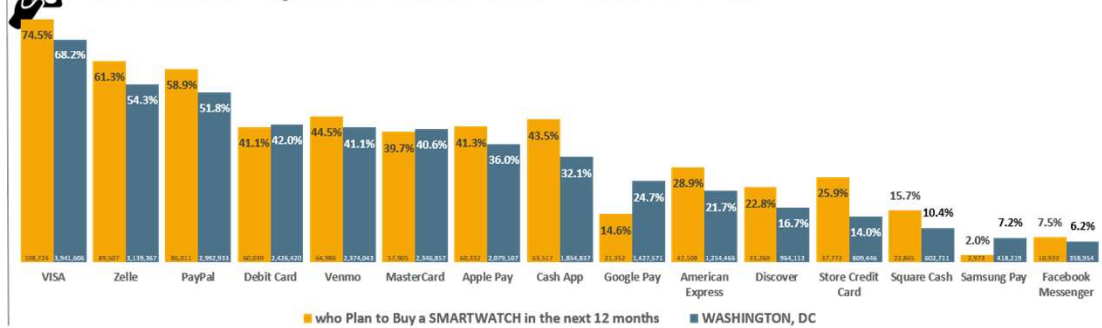
Financial Services Has and/or Uses: Adults 18 or older



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

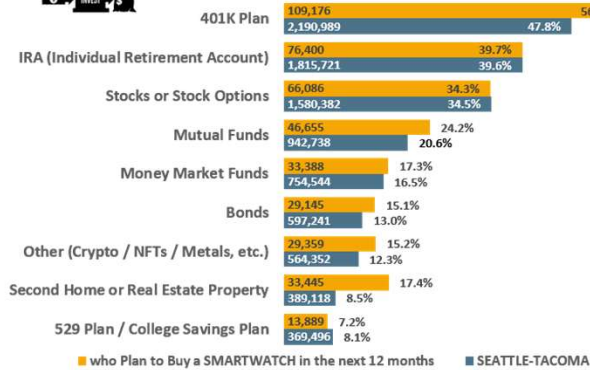




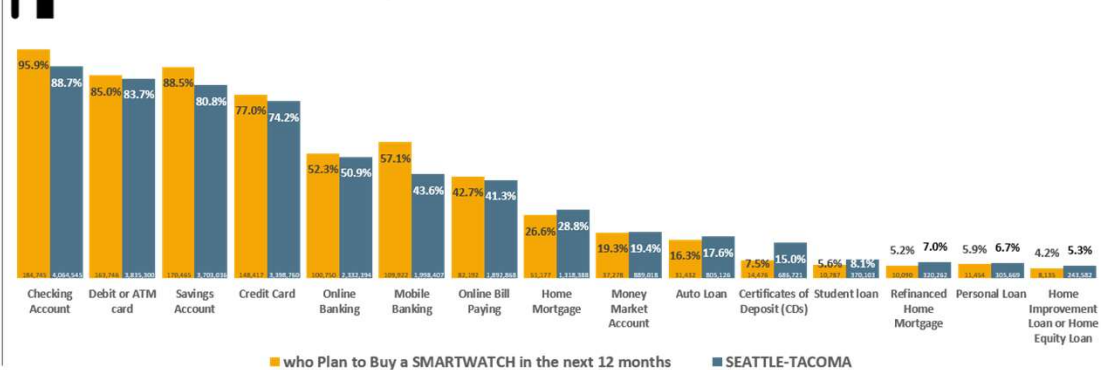
4.2% or 192,662 of SEATTLE-TACOMA DMA Adults 18 or older Plan to Buy a SMARTWATCH in the next 12...
 Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months are 18.5% more likely to have a 401K, 7.2% less likely to have an Auto Loan, 9.7% more likely to Invest/Trade Stocks Online, 22.7% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



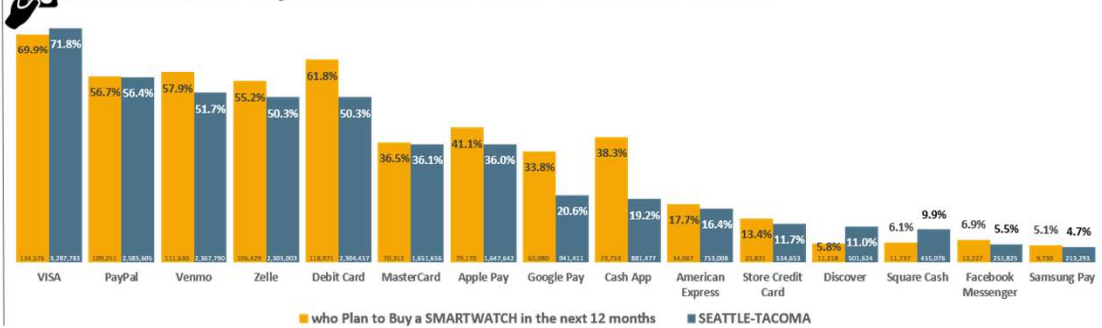
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

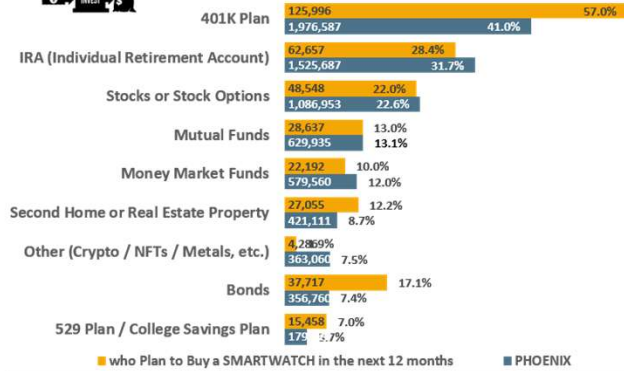




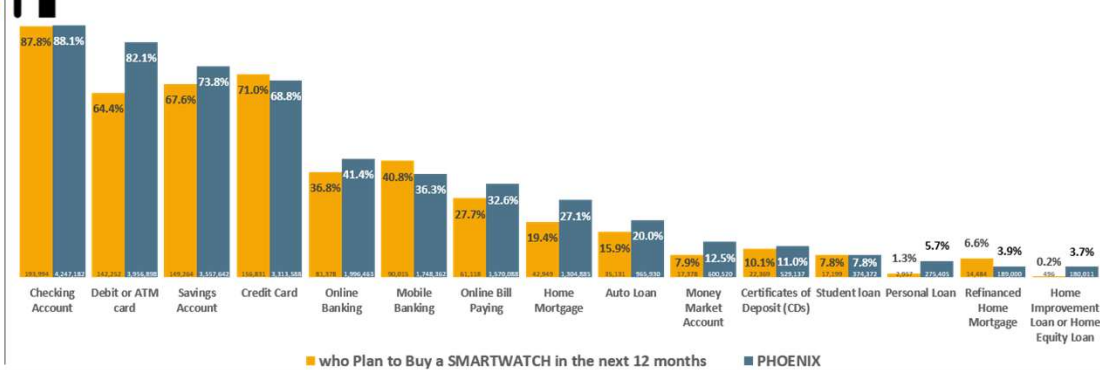
4.6% or 220,889 of PHOENIX DMA Adults 18 or older Plan to Buy a SMARTWATCH in the next 12 months. Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months are 39.1% more likely to have a 401K, 20.7% less likely to have an Auto Loan, 23.% less likely to Invest/Trade Stocks Online, 18.3% less likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



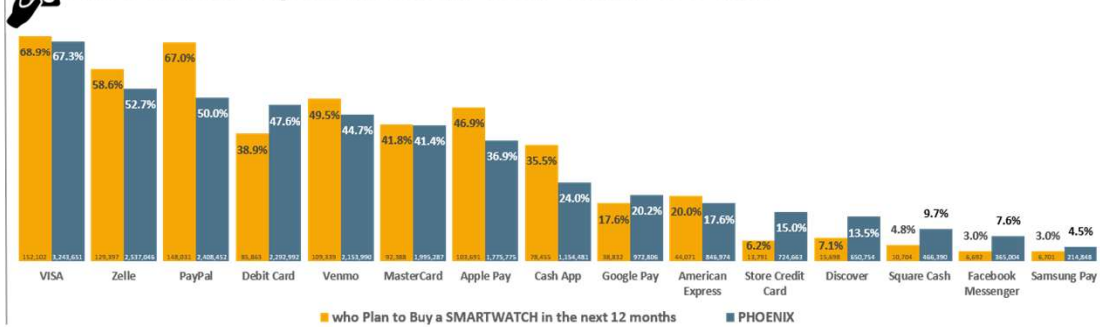
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older

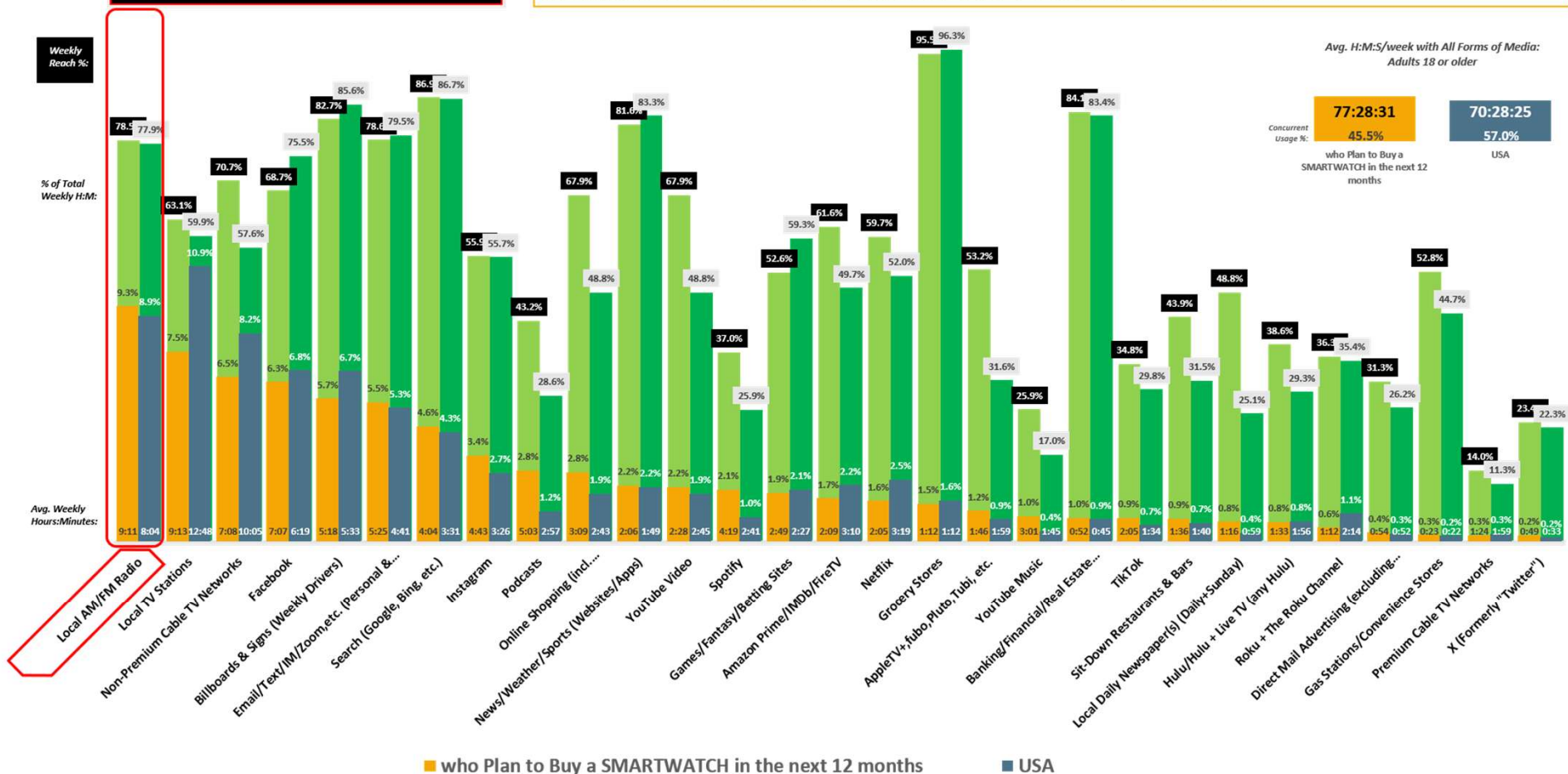


Past 3-Months Payment Methods Used: Adults 18 or older





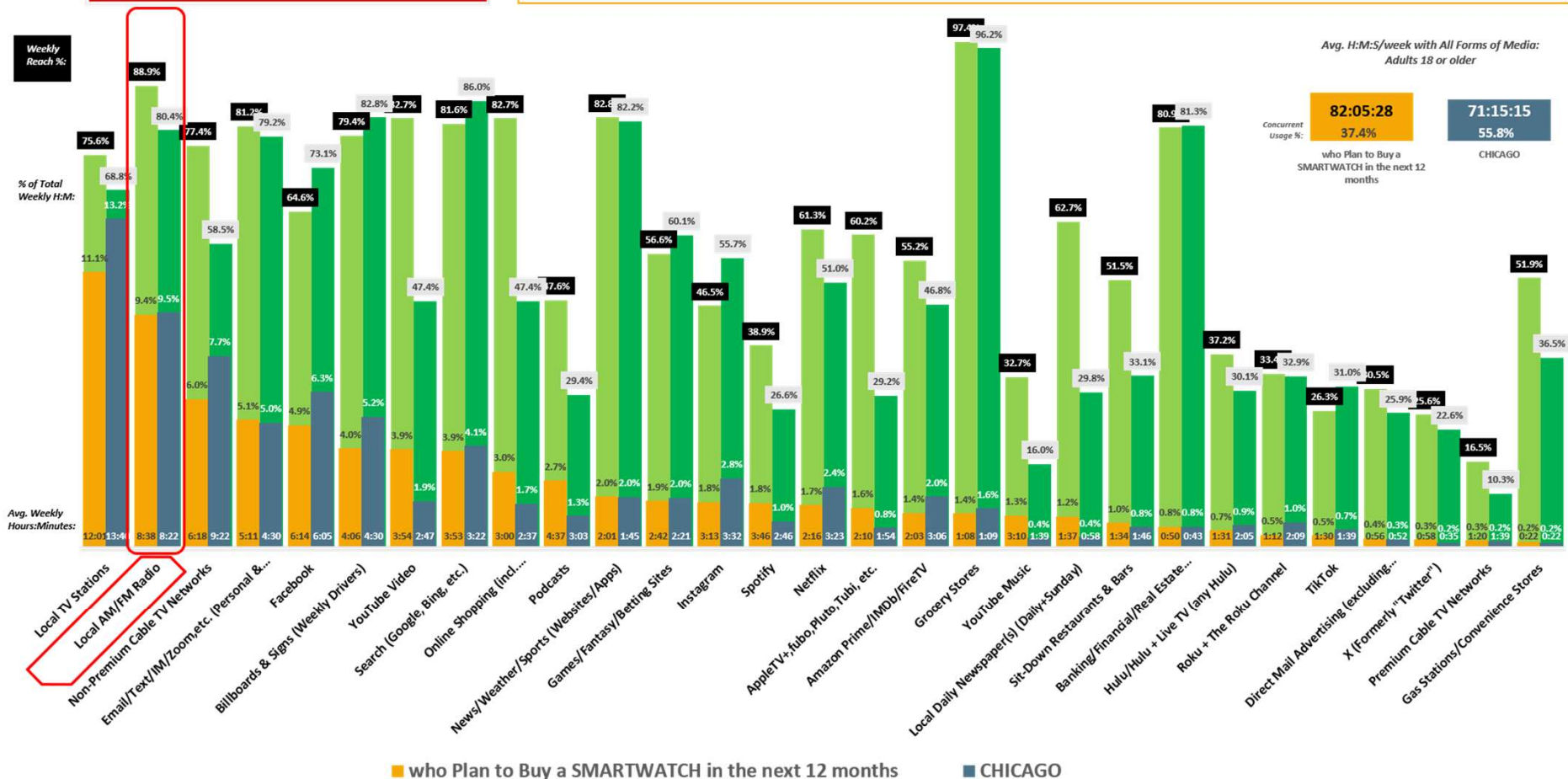
Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months spend an average of 3 days, 5 hours, 28 minutes and 31 seconds each week with All Forms of Media.
 78.5% of Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months spend an avg. of 9 hours and 11 minutes each week listening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



Share of Everything
for Anything.

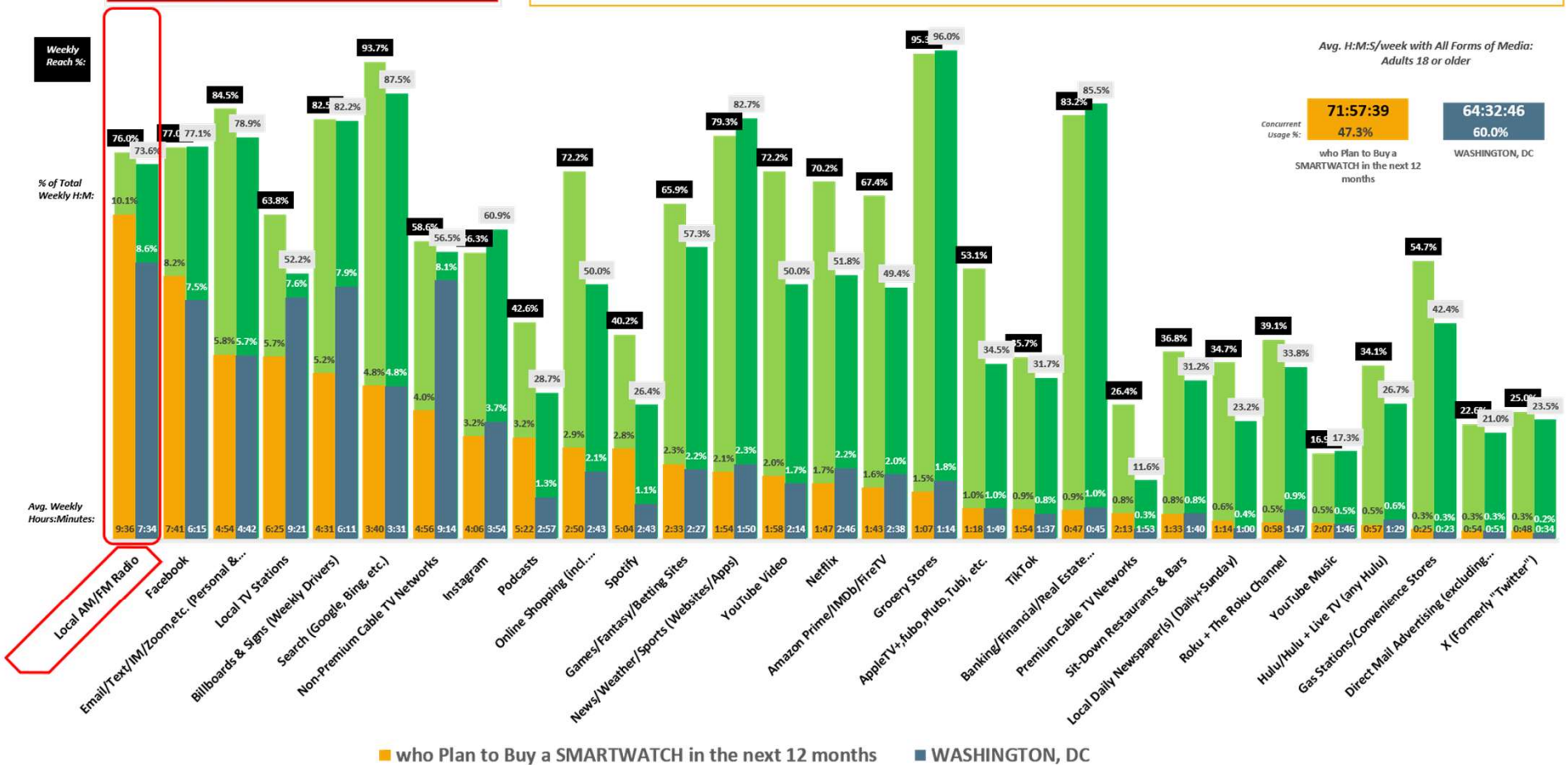


Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months spend an average of 3 days, 10 hours, 5 minutes and 28 seconds each week with All Forms of Media.
 88.9% of Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months spend an avg. of 8 hours and 38 minutes each week listening to All Local AM/FM Radio, representing 9.4% of total time spent with all forms of Media.



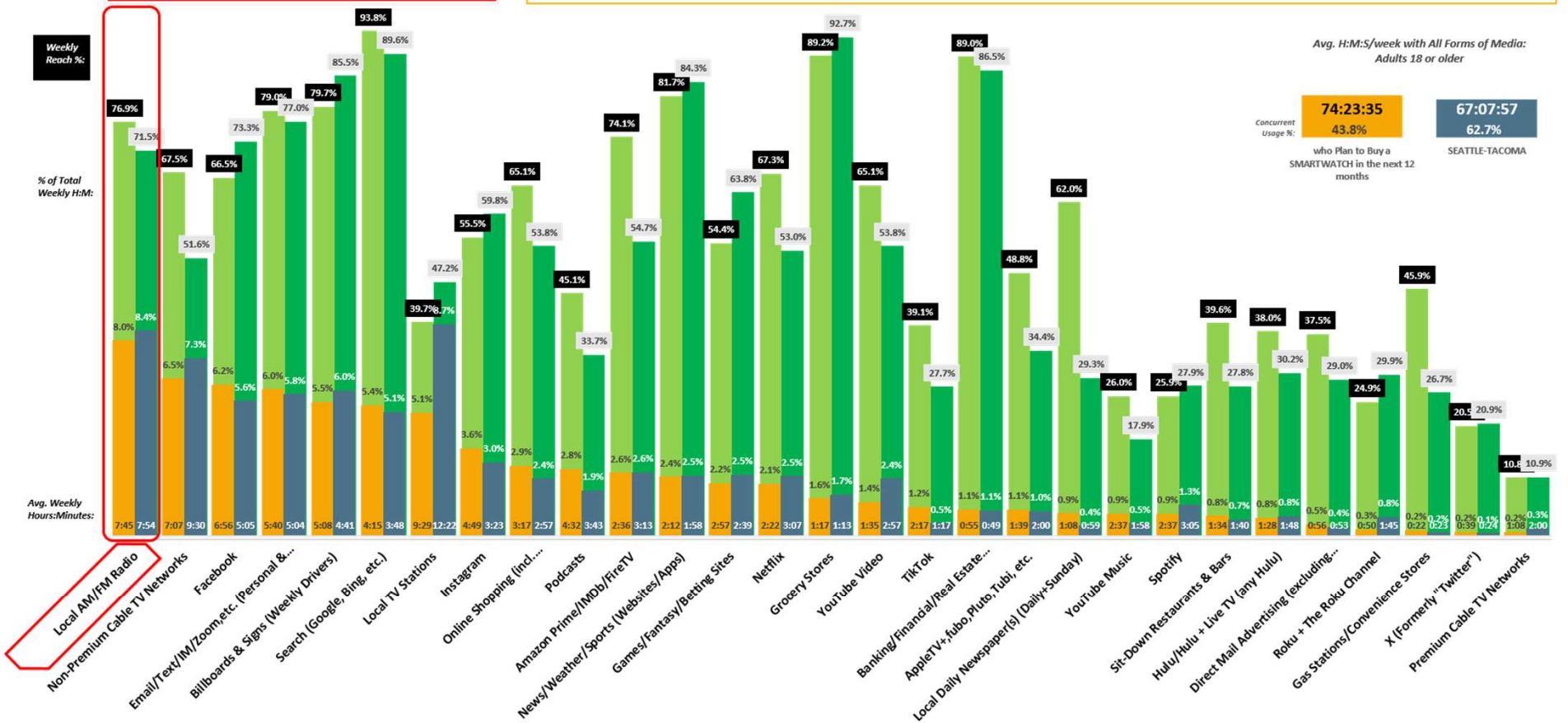


Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months spend an average of 2 days, 23 hours, 57 minutes and 39 seconds each week with All Forms of Media.
 76.% of Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months spend an avg. of 9 hours and 36 minutes each week listening to All Local AM/FM Radio, representing 10.1% of total time spent with all forms of Media.



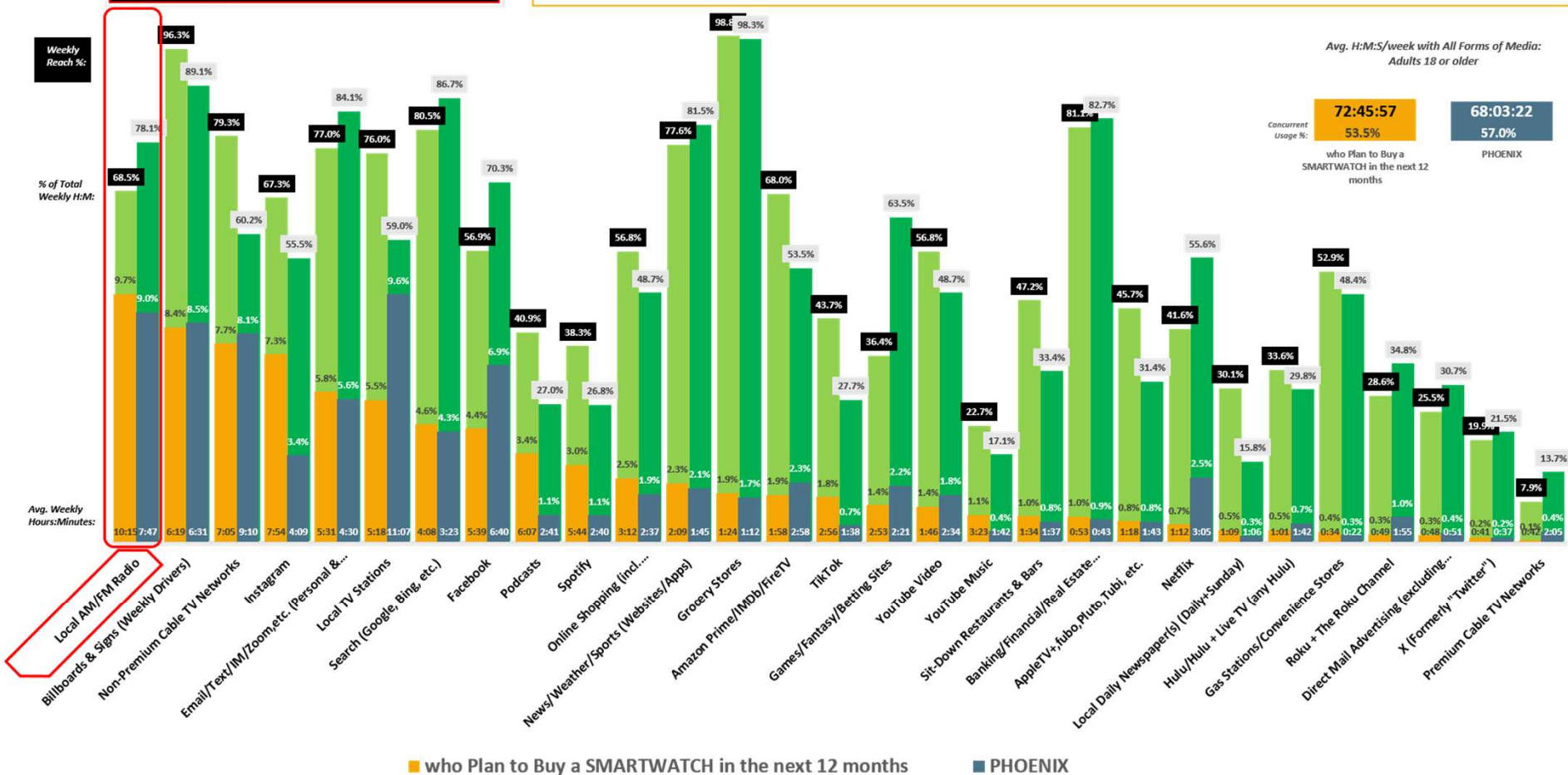


Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months spend an average of 3 days, 2 hours, 23 minutes and 35 seconds each week with All Forms of Media.
 76.9% of Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months spend an avg. of 7 hours and 45 minutes each week listening to All Local AM/FM Radio, representing 8.% of total time spent with all forms of Media.





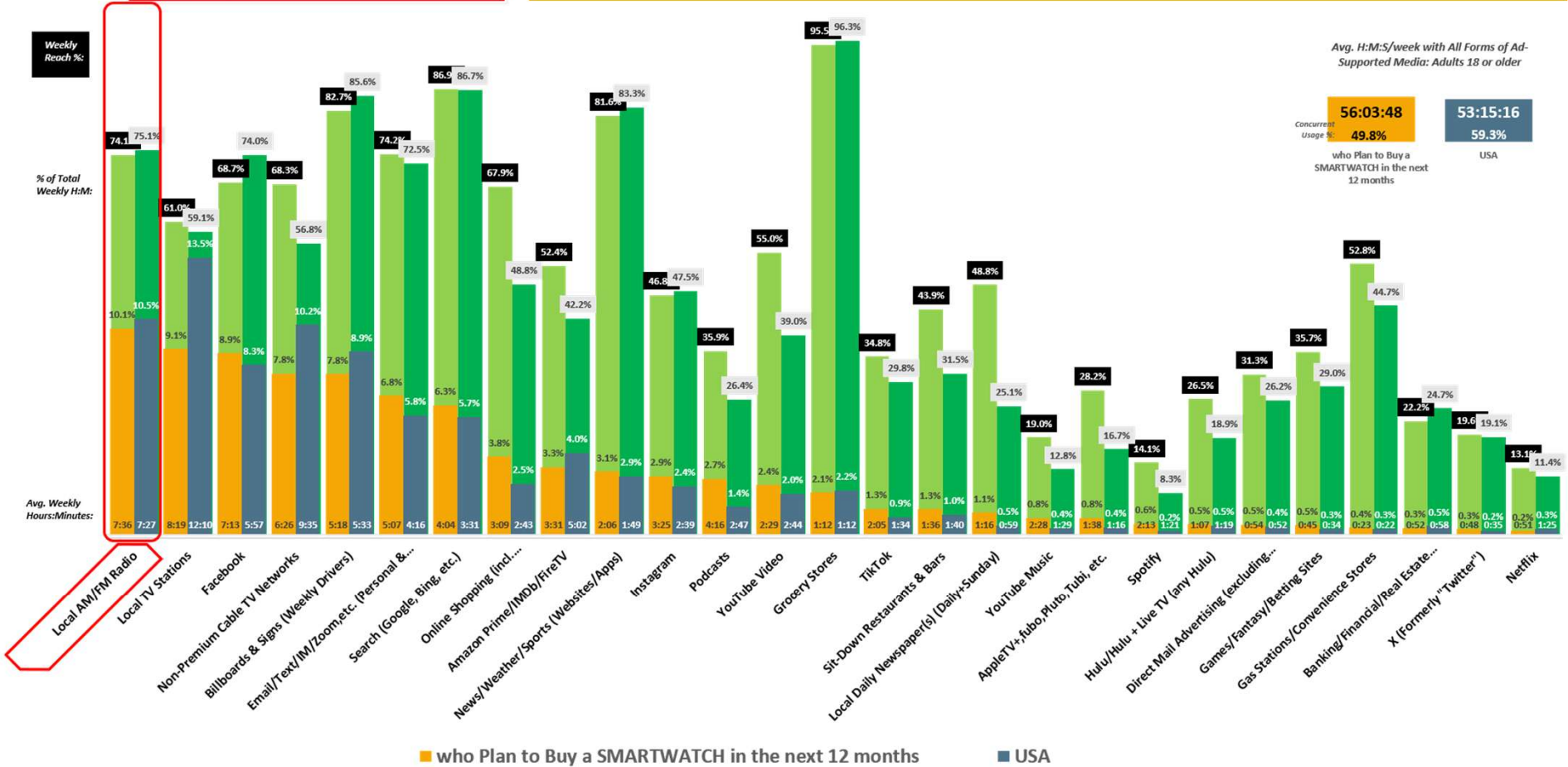
Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months spend an average of 3 days, 0 hours, 45 minutes and 57 seconds each week with All Forms of Media.
68.5% of Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months spend an avg. of 10 hours and 15 minutes each week listening to All Local AM/FM Radio, representing 9.7% of total time spent with all forms of Media.





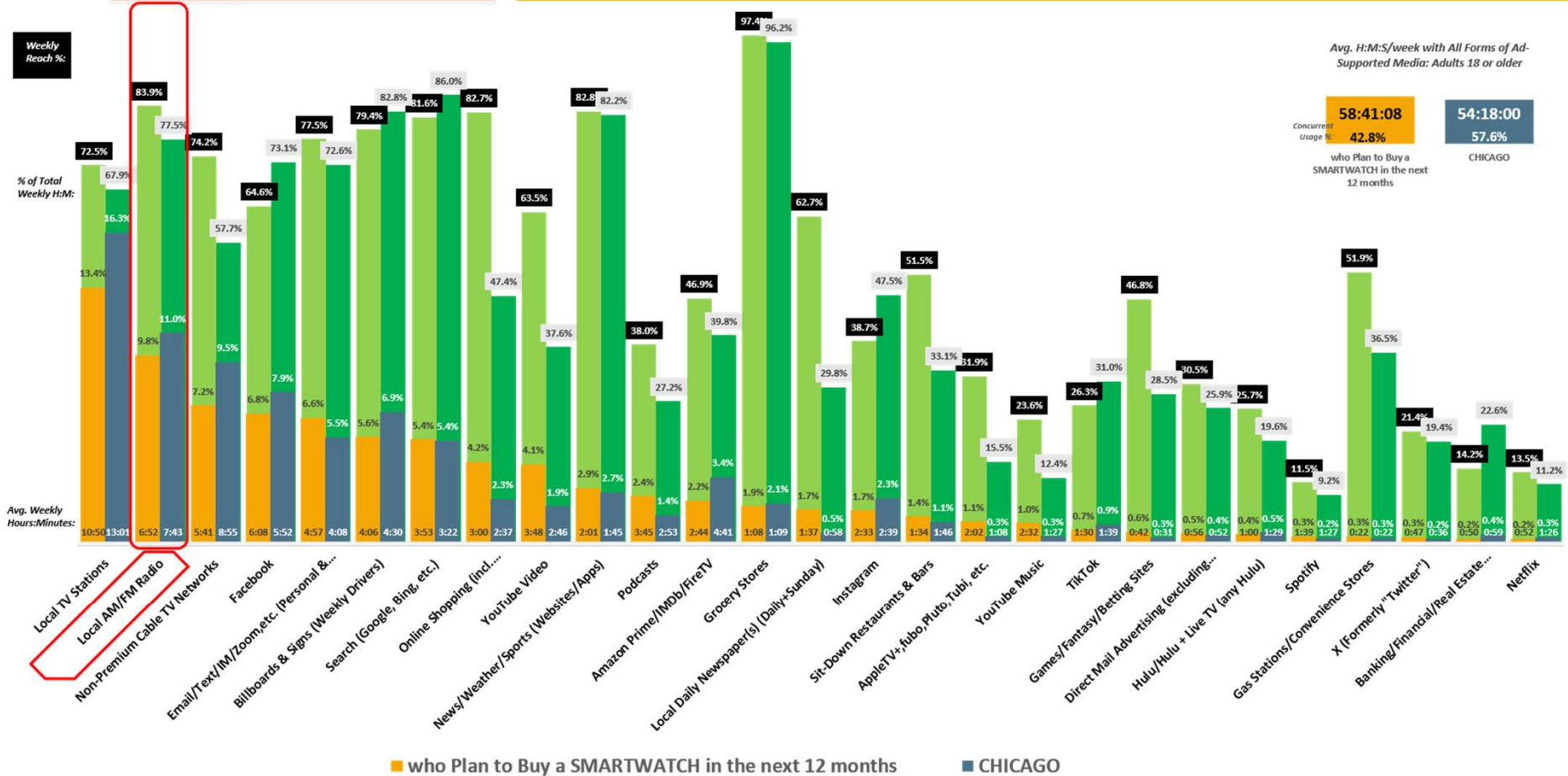
Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months spend an average of 2 days, 8 hours, 3 minutes and 48 seconds each week with All Forms of Ad-Supported Media.

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



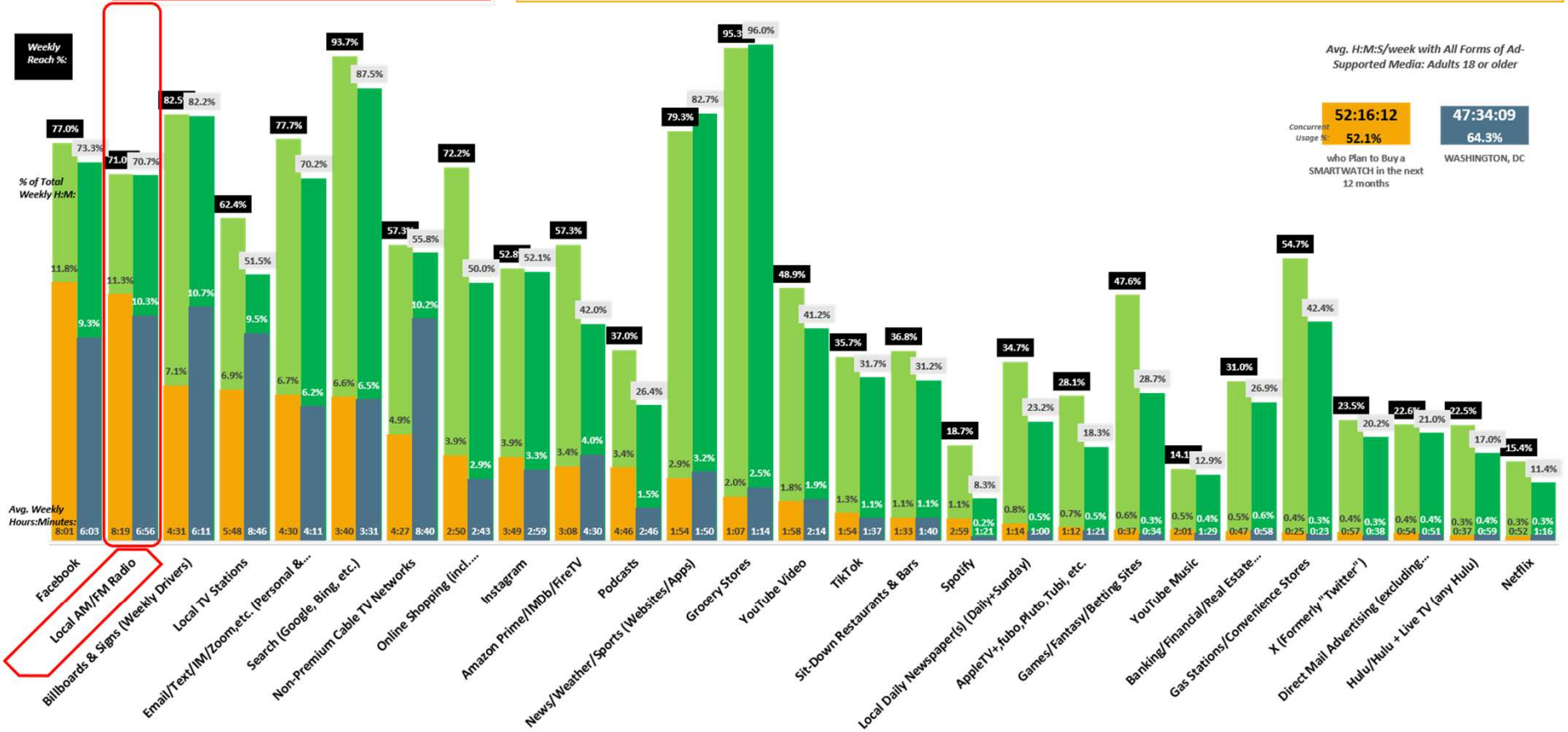


Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months spend an average of 2 days, 10 hours, 41 minutes and 8 seconds each week with All Forms of Ad-Supported Media.
83.9% of Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months spend an avg. of 6 hours and 52 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.8% of total time spent with all forms of Ad-Supported Media.





Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months spend an average of 2 days, 4 hours, 16 minutes and 12 seconds each week with All Forms of Ad-Supported Media.
 71.% of Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months spend an avg. of 8 hours and 19 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.3% of total time spent with all forms of Ad-Supported Media.



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

Concurrent Usage %: 52.1%

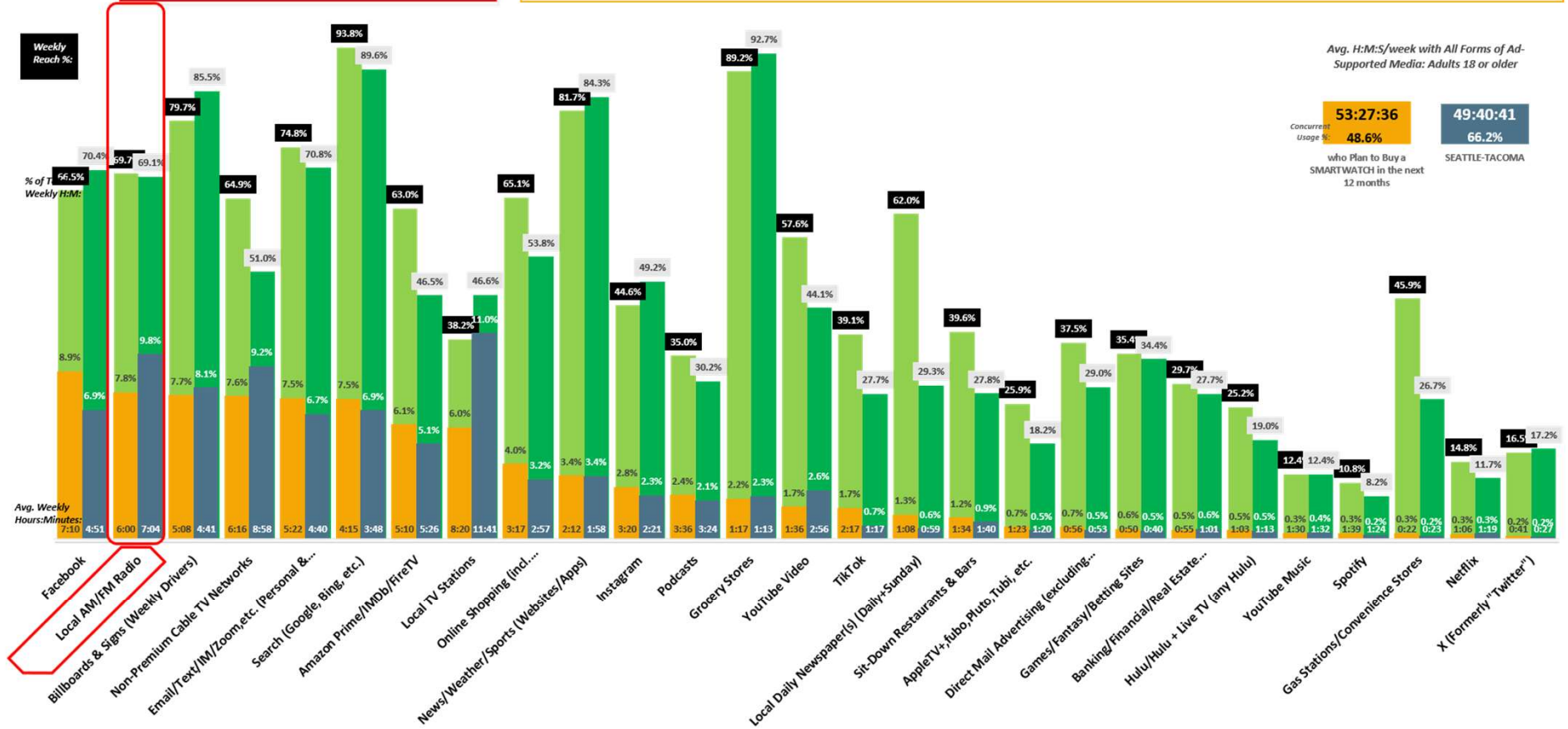
who Plan to Buy a SMARTWATCH in the next 12 months

WASHINGTON, DC

who Plan to Buy a SMARTWATCH in the next 12 months WASHINGTON, DC



Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months spend an average of 2 days, 5 hours, 27 minutes and 36 seconds each week with All Forms of Ad-Supported Media.
 69.7% of Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months spend an avg. of 6 hours and 0 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 7.8% of total time spent with all forms of Ad-Supported Media.



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

SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 141
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SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 141

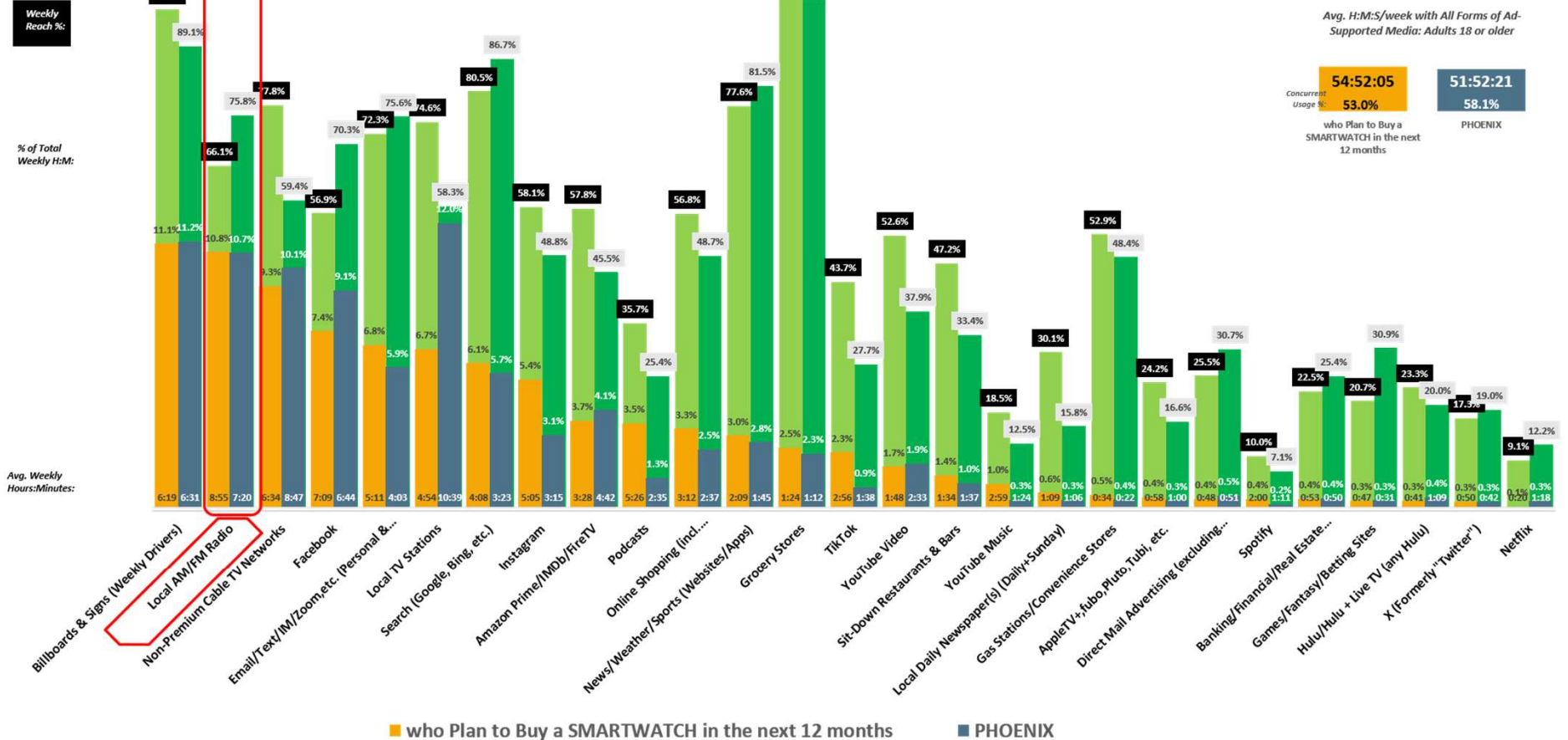


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Items/services HHLD plans to buy in next 12 months (HHLD): Smartwatch



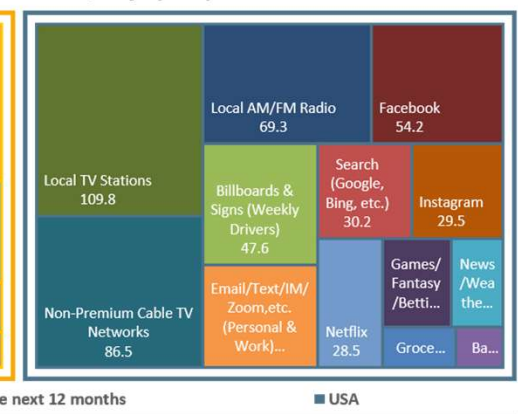
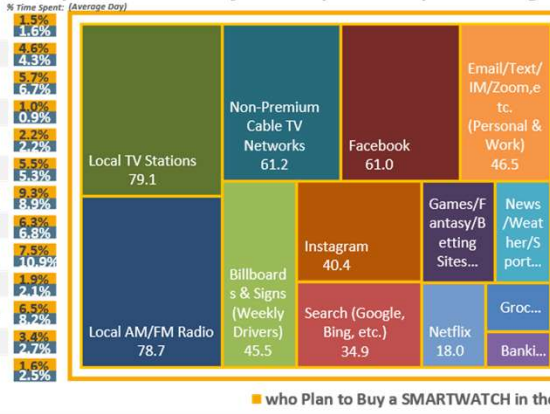
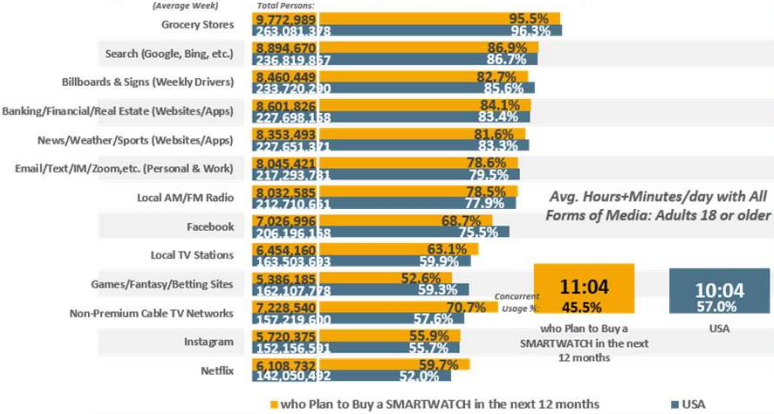
Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months spend an average of 2 days, 6 hours, 52 minutes and 5 seconds each week with All Forms of Ad-Supported Media.
 66.1% of Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months spend an avg. of 8 hours and 55 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.8% of total time spent with all forms of Ad-Supported Media.



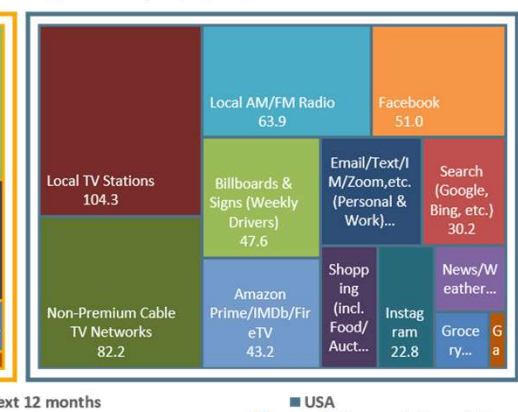
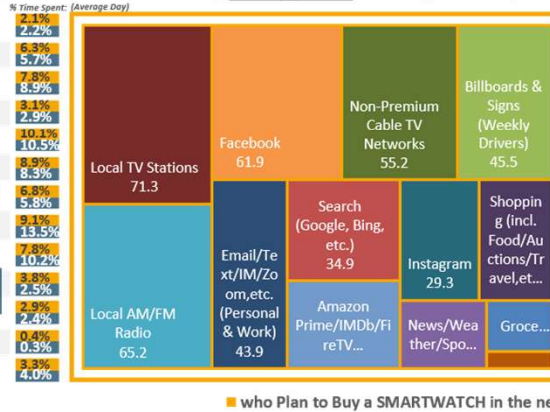
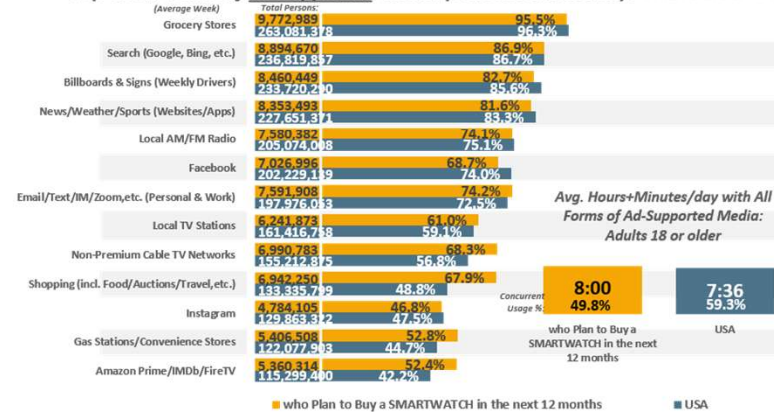


Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months spend an average of 8 hours and 0 minutes each day with All Forms of Ad-Supported Media. 74.1% listen to Local AM/FM Radio for an avg. of 65.2 minutes/day. (Local Radio delivers 10.1% of Time with Ad-Supported Media.)

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



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



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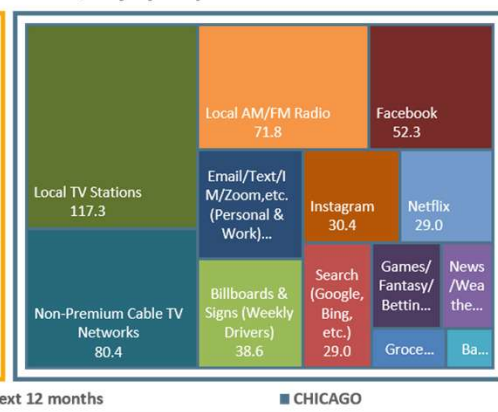
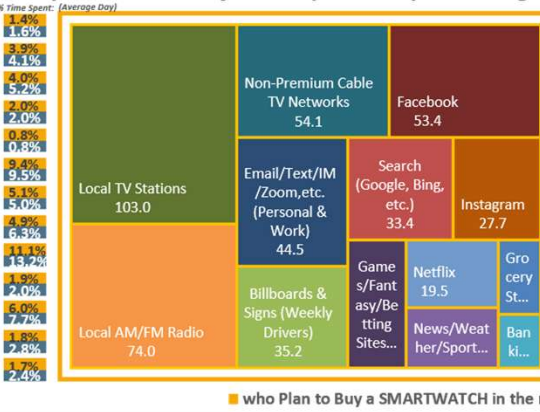
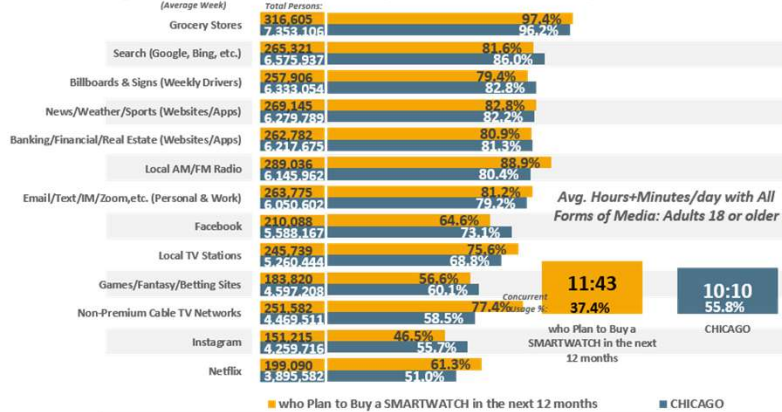
Items/services HHLD plans to buy in next 12 months (HHLD): Smartwatch



Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months spend an average of 8 hours and 23 minutes each day with All Forms of Ad-Supported Media. 83.9% listen to Local AM/FM Radio for an avg. of 58.9 minutes/day. (Local Radio delivers 9.8% of Time with Ad-Supported Media.)

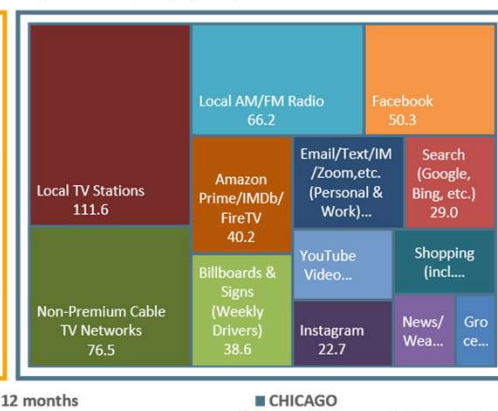
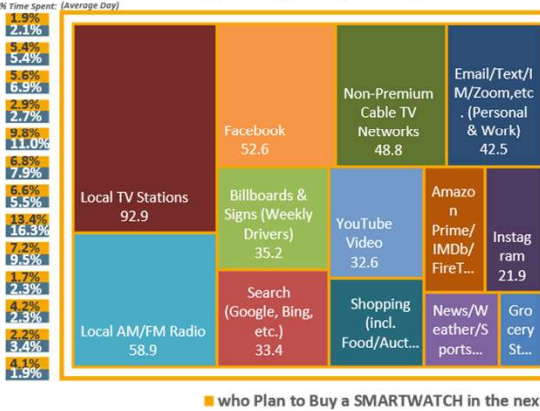
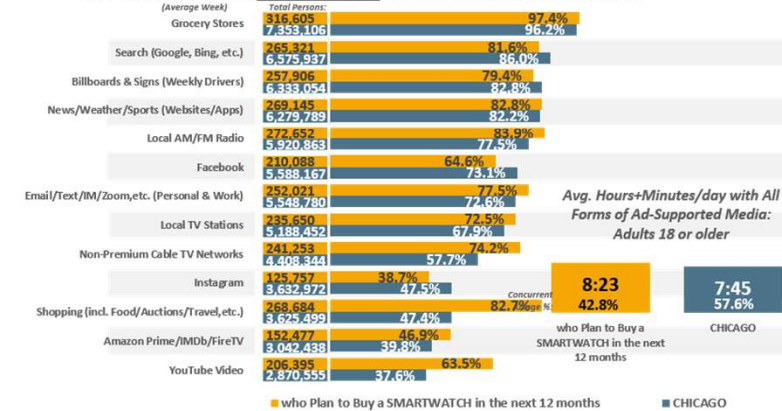
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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



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

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



CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 174
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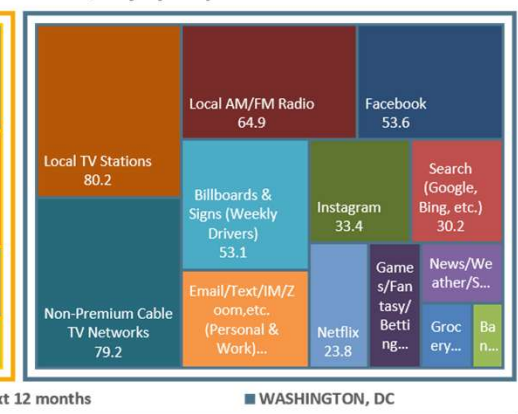
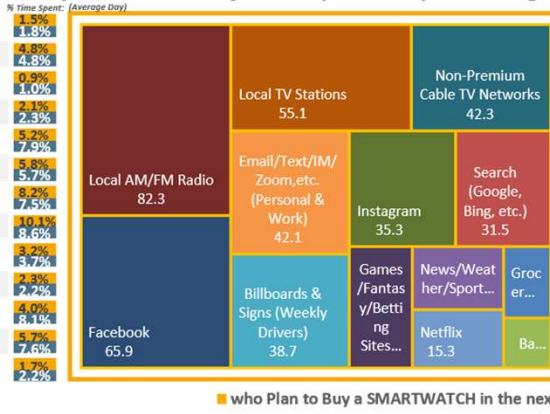
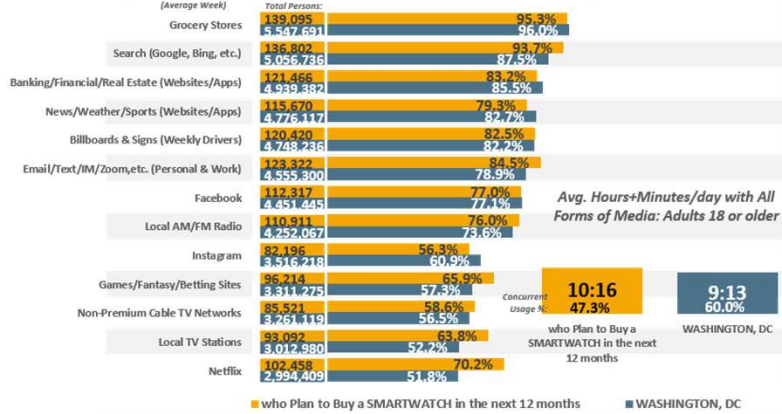
soefa.ai Share of Everything for Anything

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

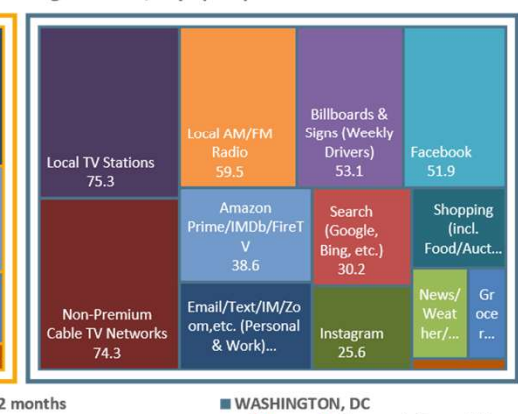
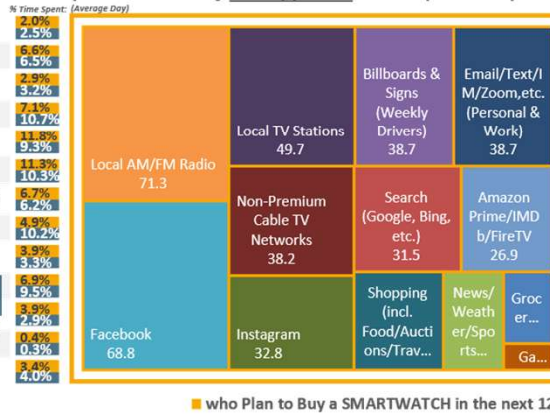
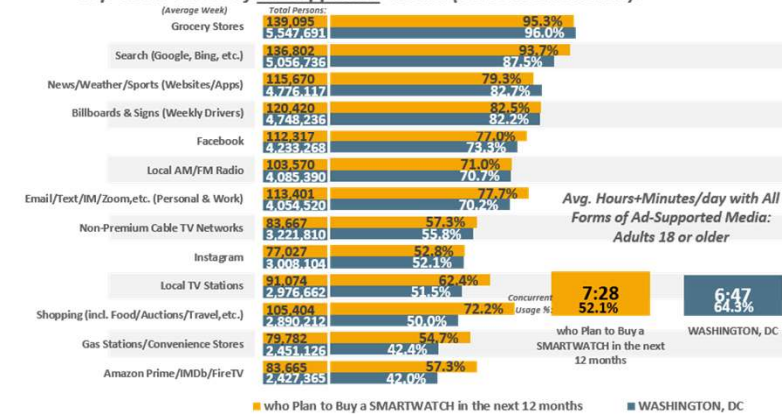


Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months spend an average of 7 hours and 28 minutes each day with All Forms of Ad-Supported Media. 71.% listen to Local AM/FM Radio for an avg. of 71.3 minutes/day. (Local Radio delivers 11.3% of Time with Ad-Supported Media.)

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**



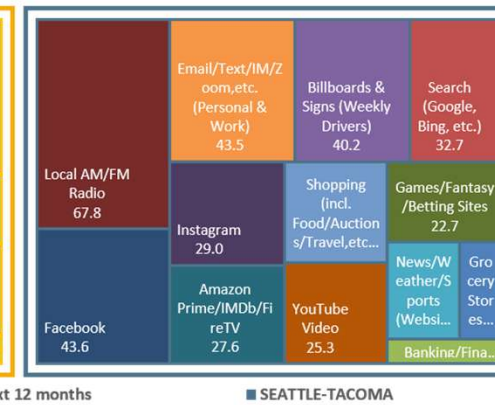
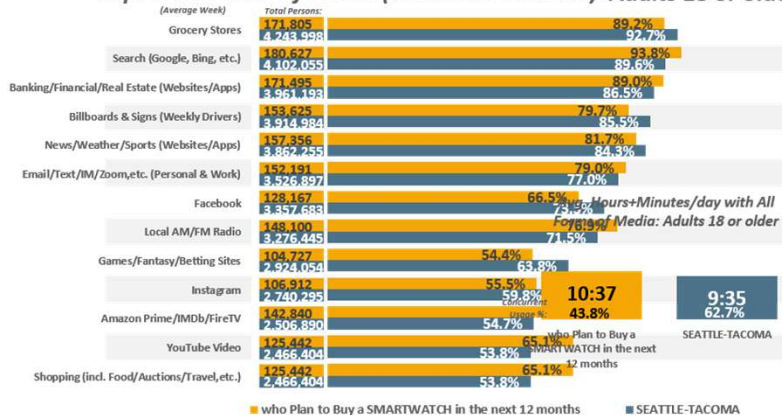
Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older **Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



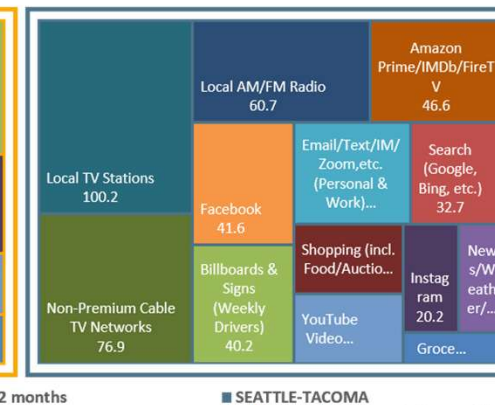
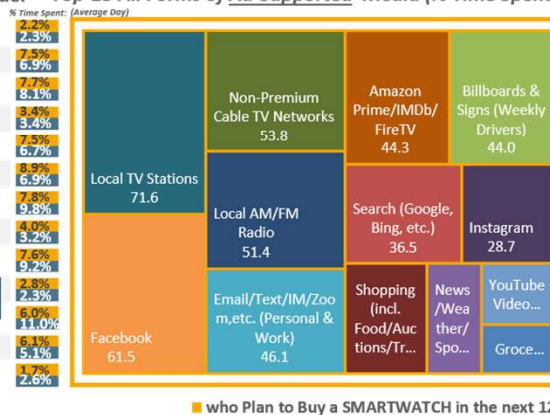
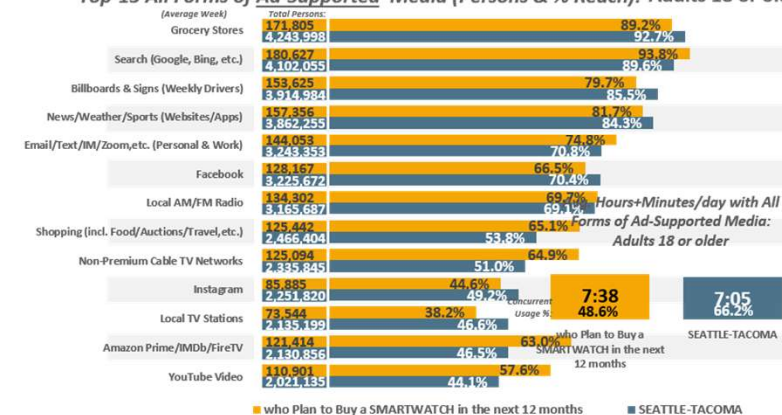


Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months spend an average of 7 hours and 38 minutes each day with All Forms of Ad-Supported Media. 69.7% listen to Local AM/FM Radio for an avg. of 51.4 minutes/day. (Local Radio delivers 7.8% of Time with Ad-Supported Media.)

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



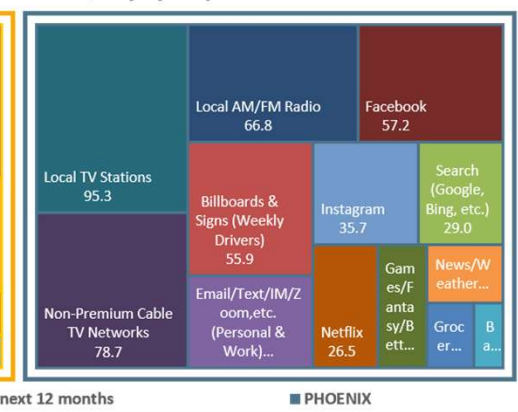
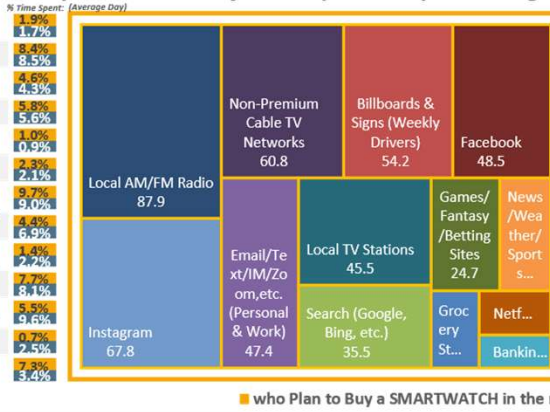
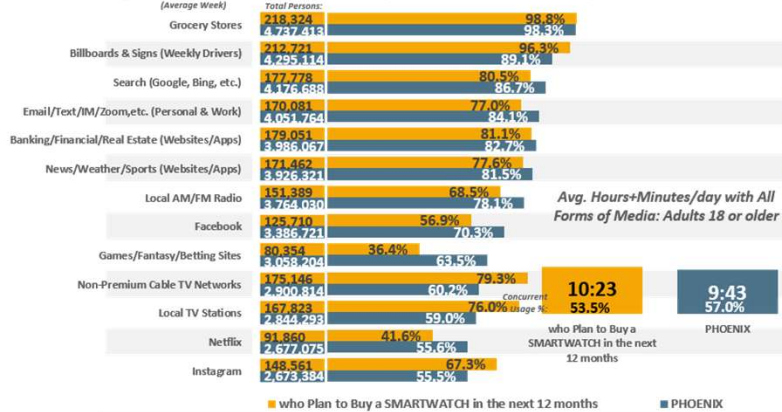
Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



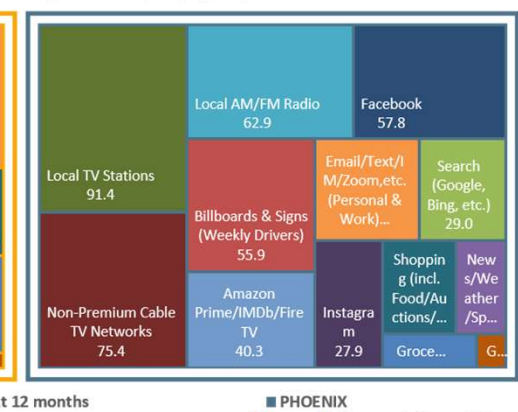
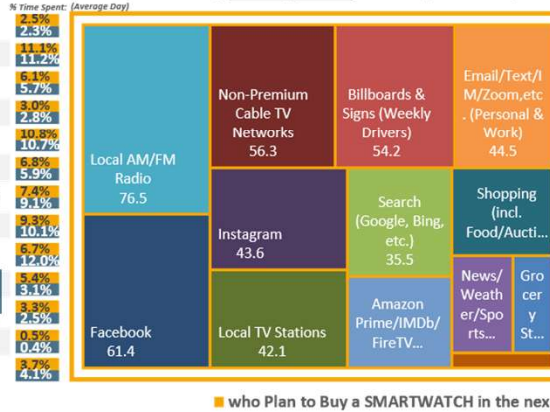
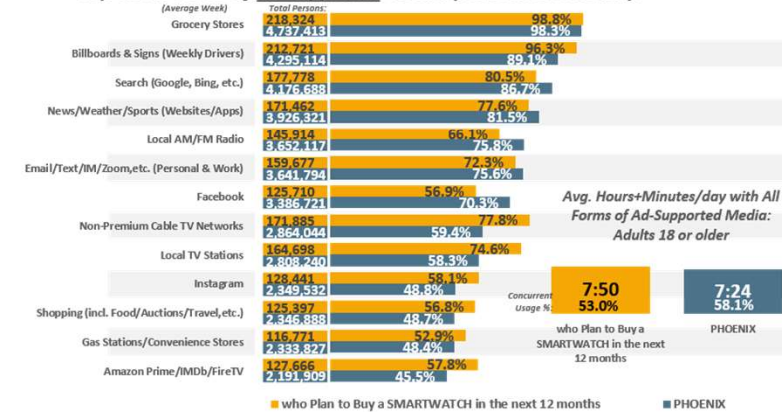


Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months spend an average of 7 hours and 50 minutes each day with All Forms of Ad-Supported Media. 66.1% listen to Local AM/FM Radio for an avg. of 76.5 minutes/day. (Local Radio delivers 10.8% of Time with Ad-Supported Media.)

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



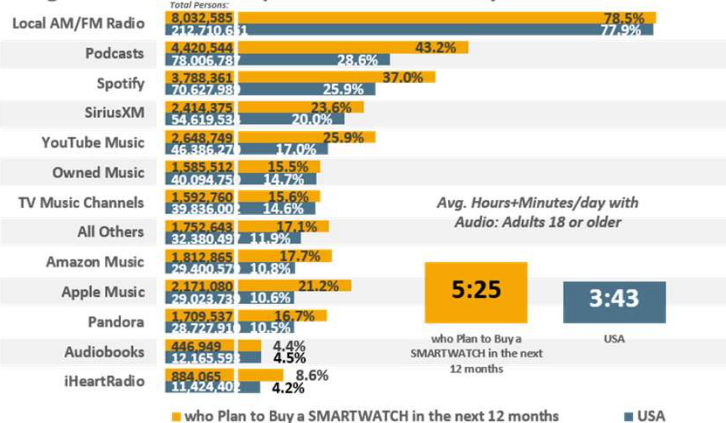
Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



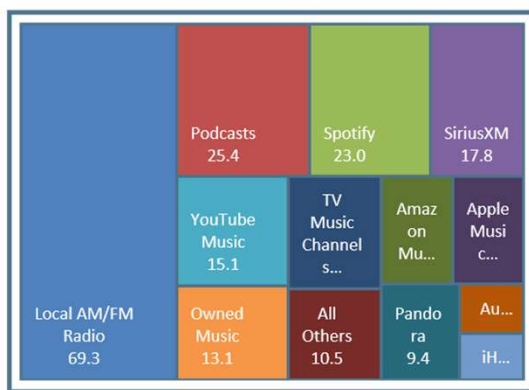
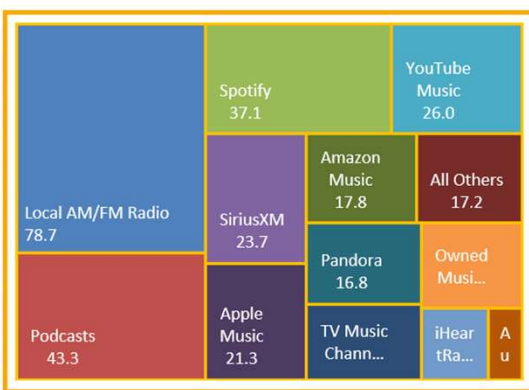


7,580,382 or 74.1% of Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months listen to Ad-Supported Local AM/FM Radio for an average of 65.2 minutes every day representing 31.6% of all time spent daily with Ad-Supported Audio.

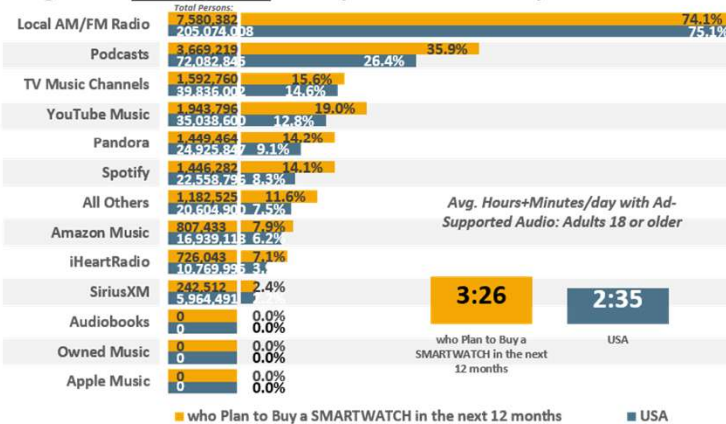
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



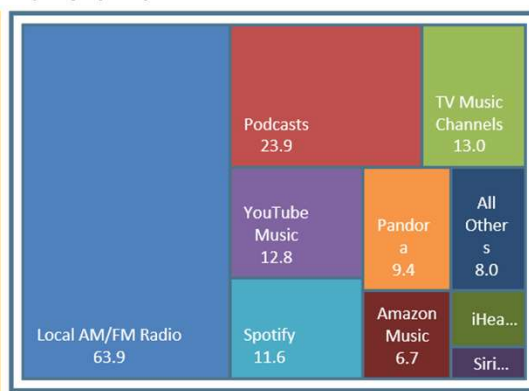
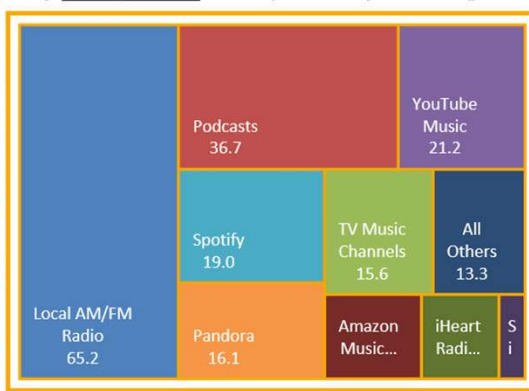
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



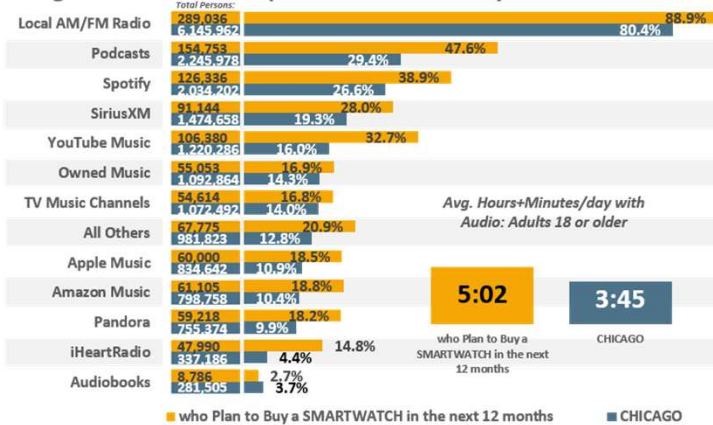
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



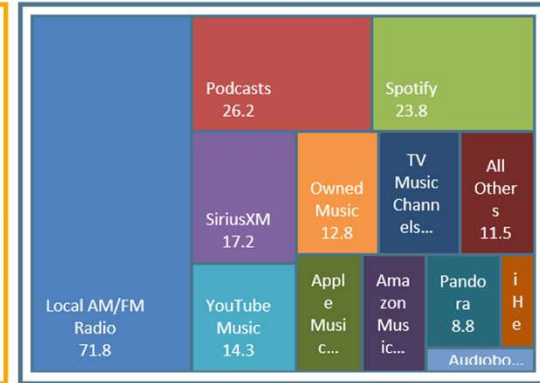
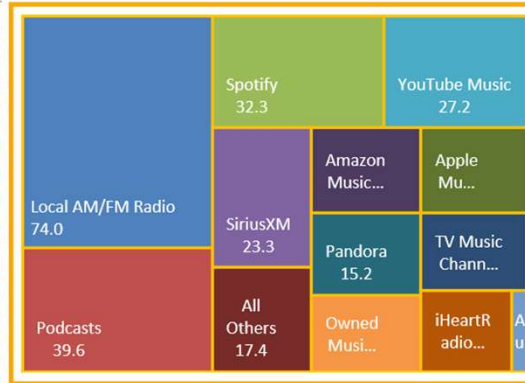


272,652 or 83.9% of Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months listen to Ad-Supported Local AM/FM Radio for an average of 58.9 minutes every day representing 30.9% of all time spent daily with Ad-Supported Audio.

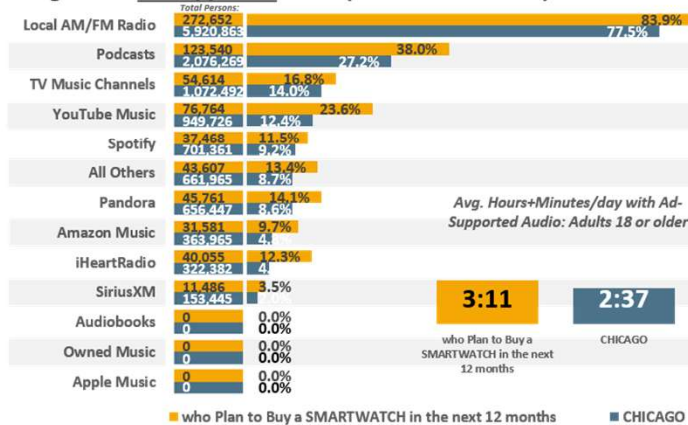
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



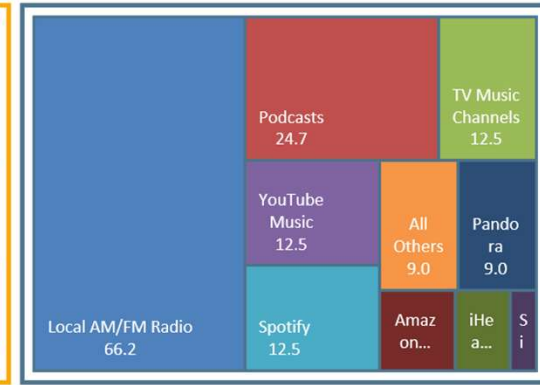
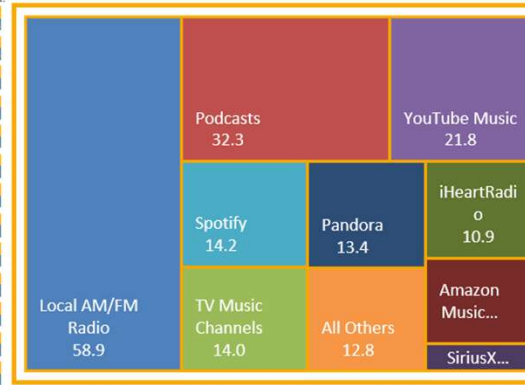
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



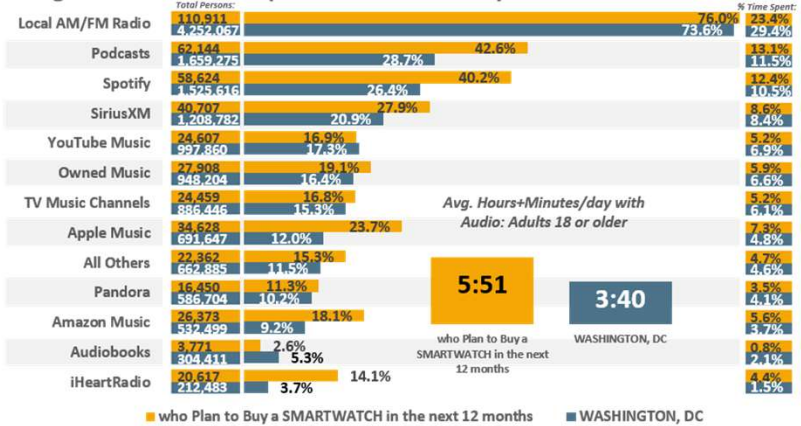
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



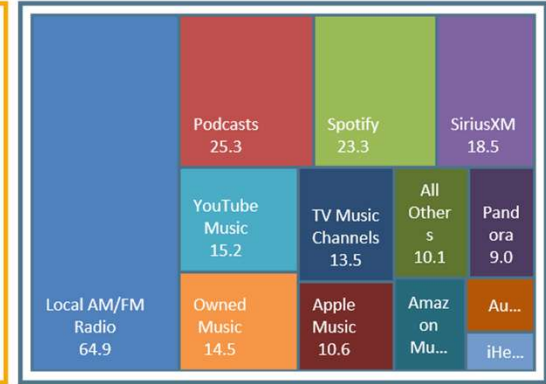
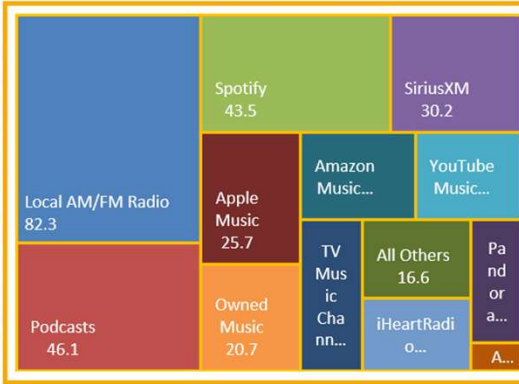


103,570 or 71.% of Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months listen to Ad-Supported Local AM/FM Radio for an average of 71.3 minutes every day representing 32.% of all time spent daily with Ad-Supported Audio.

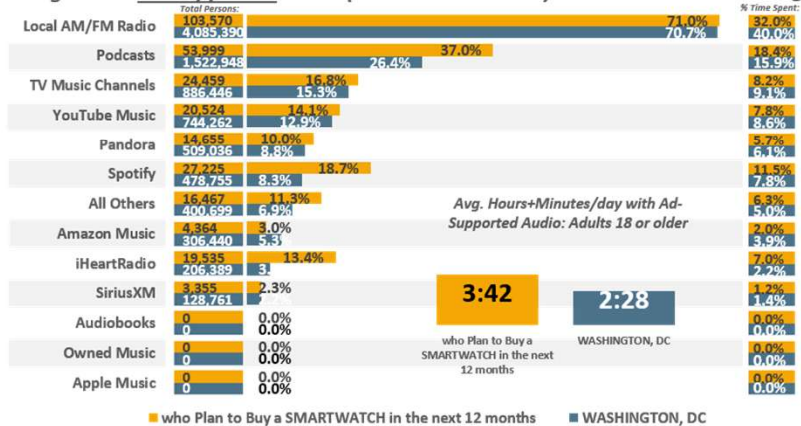
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



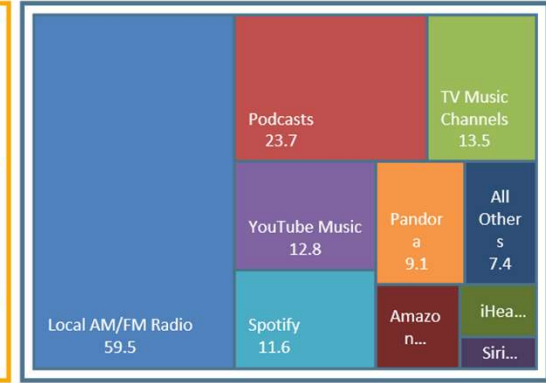
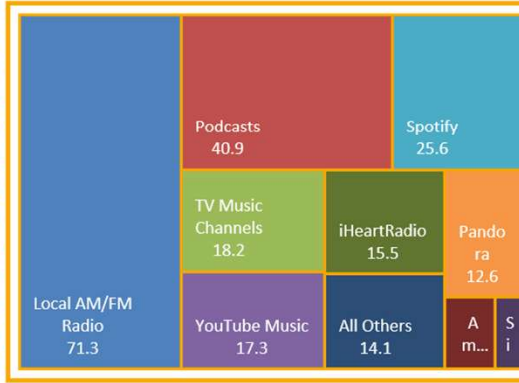
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



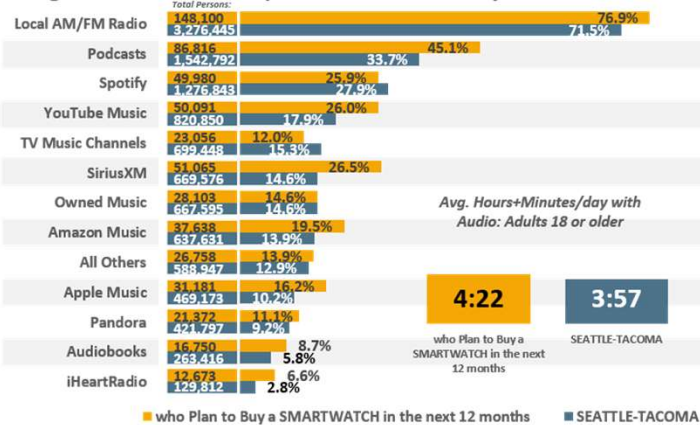
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



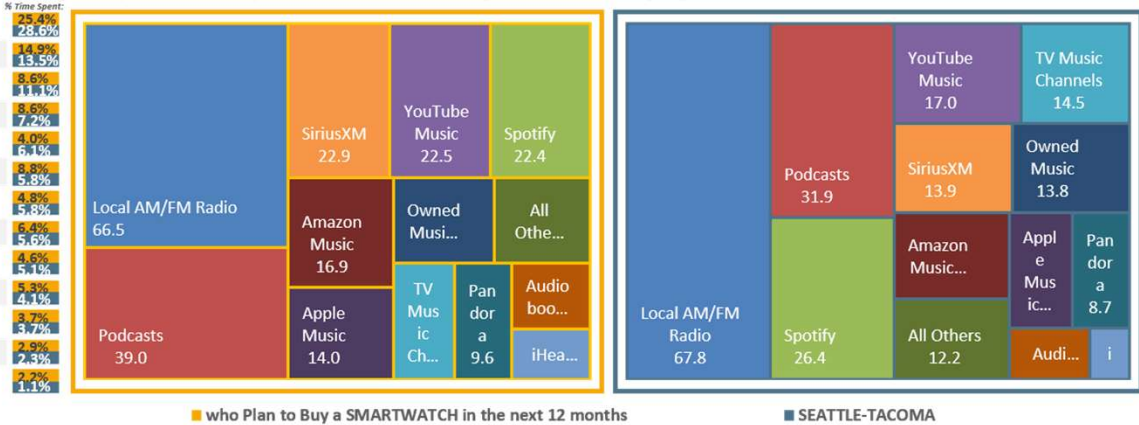


134,302 or 69.7% of Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months listen to Ad-Supported Local AM/FM Radio for an average of 51.4 minutes every day representing 32.7% of all time spent daily with Ad-Supported Audio.

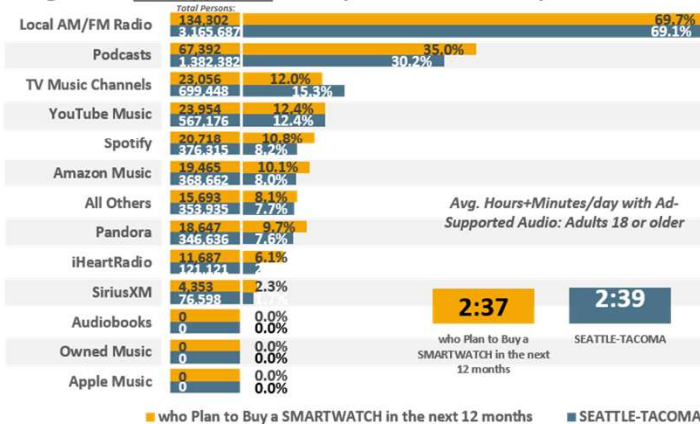
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



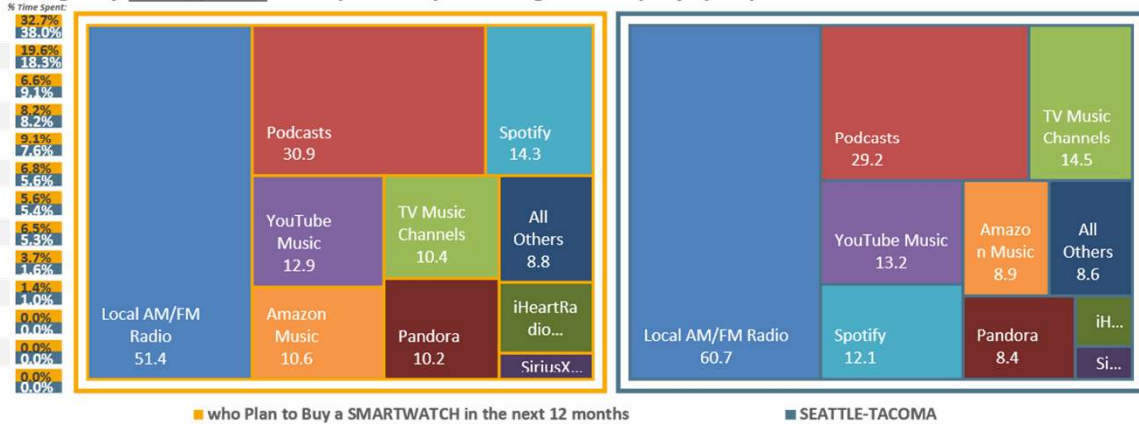
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



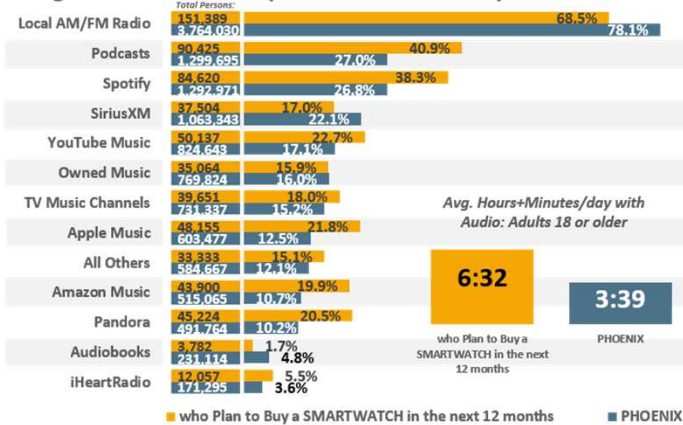
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



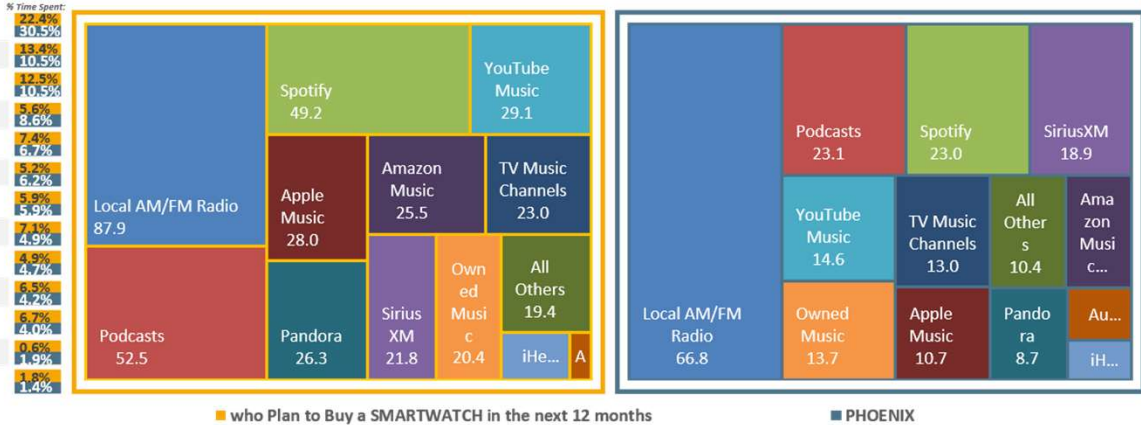


145,914 or 66.1% of Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months listen to Ad-Supported Local AM/FM Radio for an average of 76.5 minutes every day representing 32.2% of all time spent daily with Ad-Supported Audio.

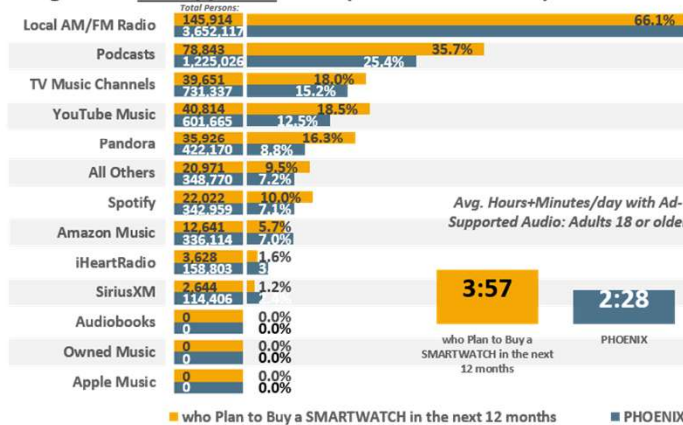
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



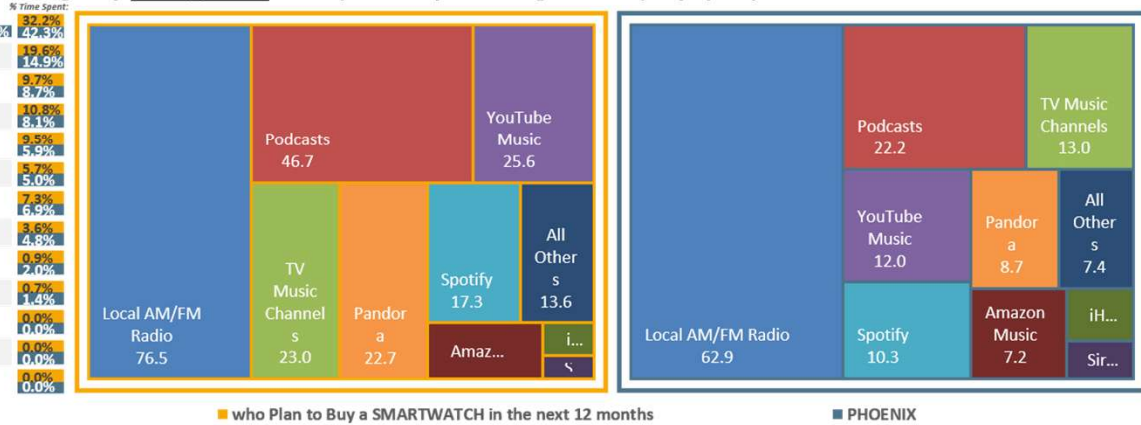
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

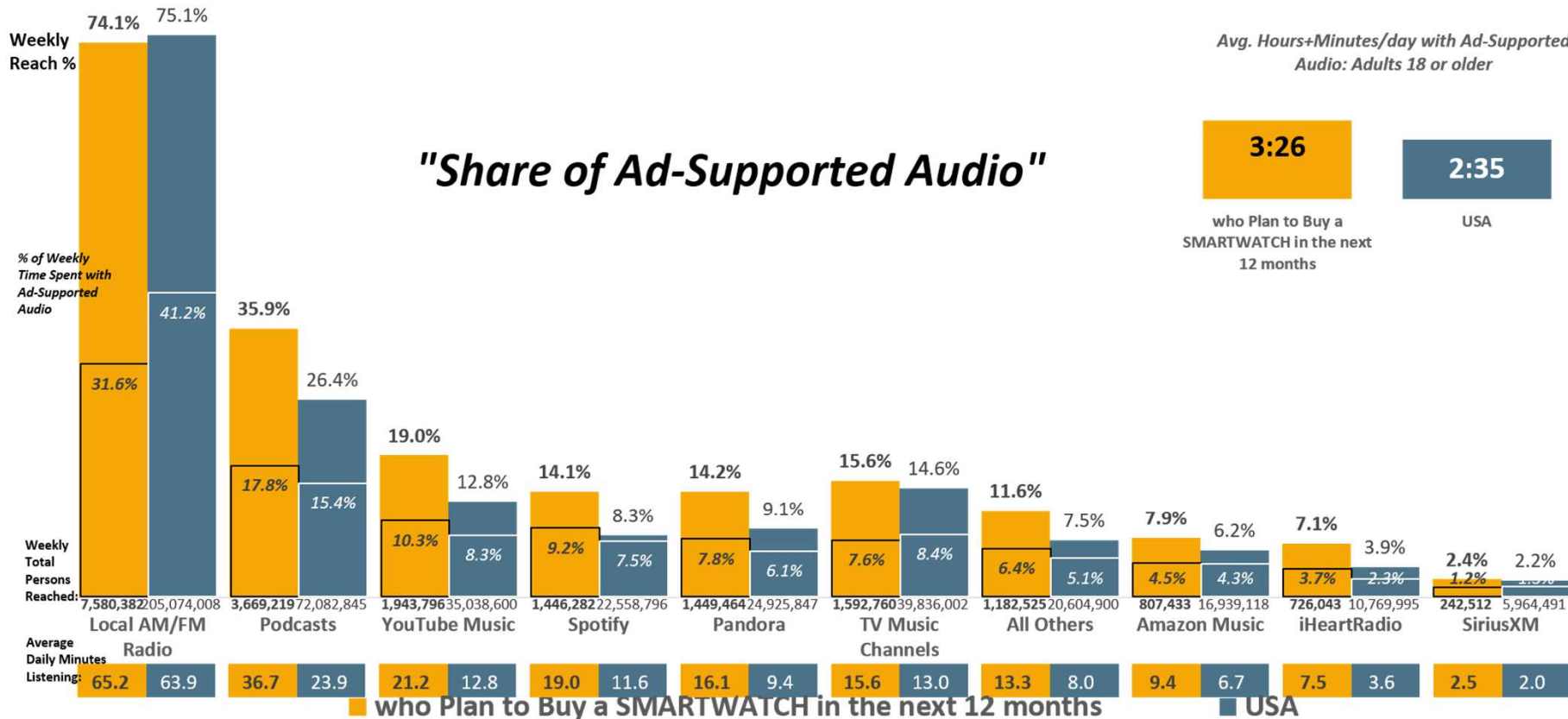


Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



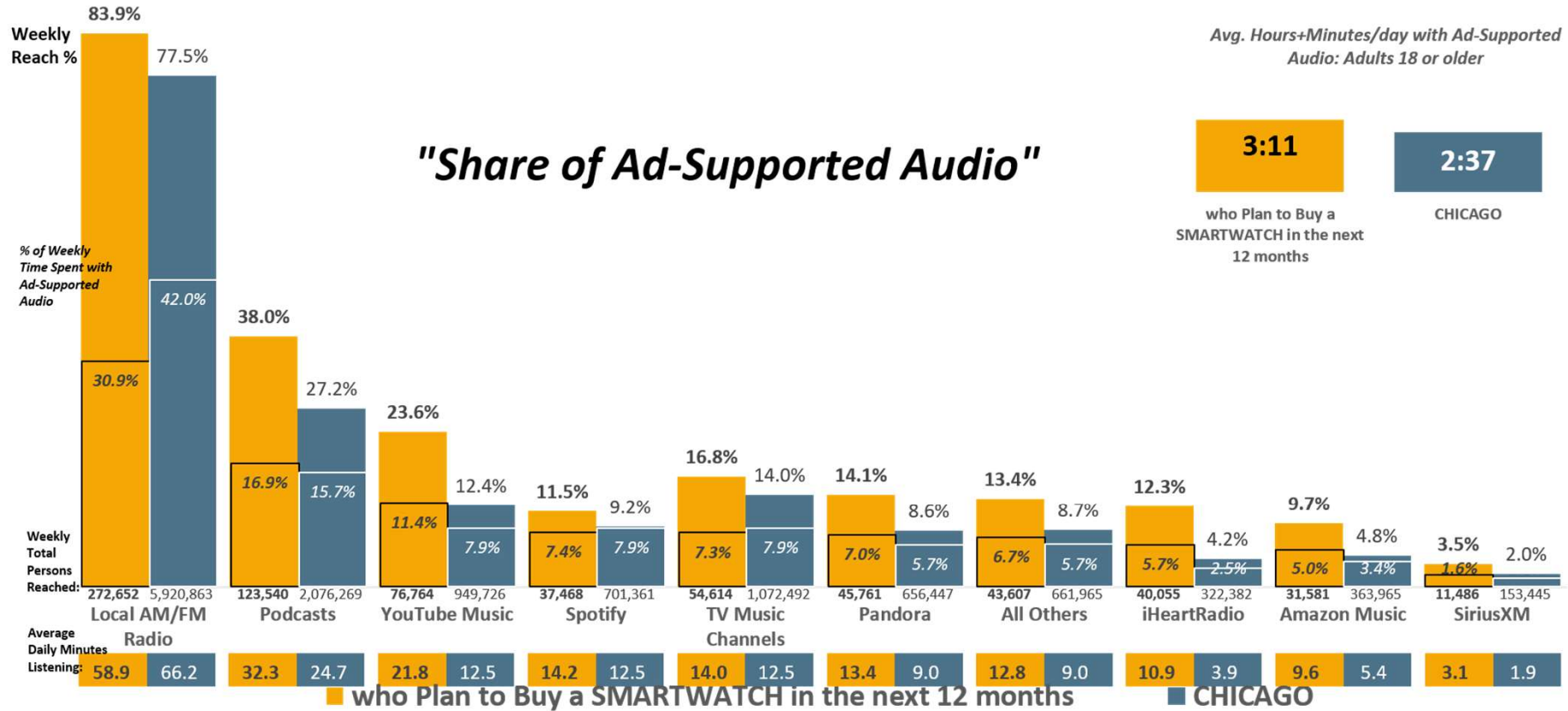


7,580,382 or 74.1% of Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months listen to Ad-Supported Local AM/FM Radio for an average of 65.2 minutes every day representing 31.6% of all time spent daily with Ad-Supported Audio.



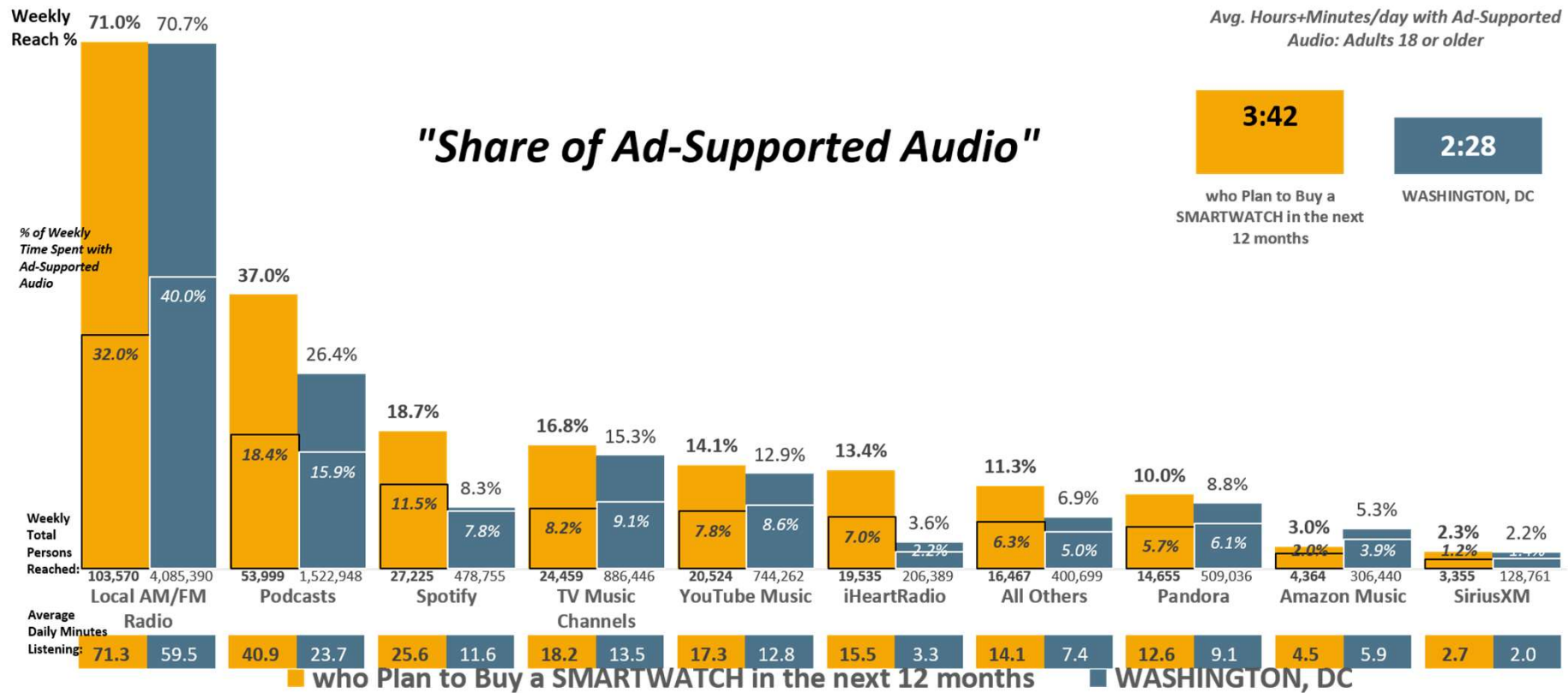


272,652 or 83.9% of Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months listen to Ad-Supported Local AM/FM Radio for an average of 58.9 minutes every day representing 30.9% of all time spent daily with Ad-Supported Audio.



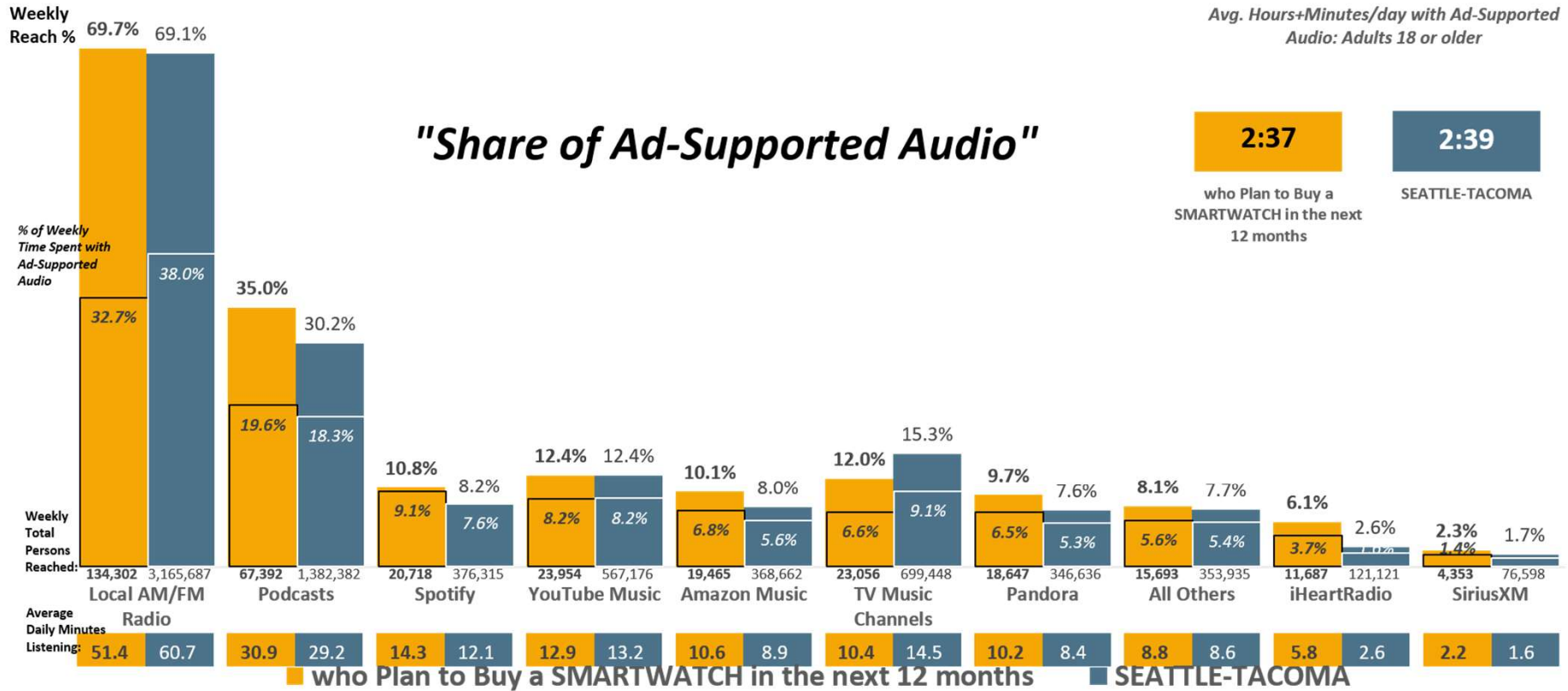


103,570 or 71.% of Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months listen to Ad-Supported Local AM/FM Radio for an average of 71.3 minutes every day representing 32.% of all time spent daily with Ad-Supported Audio.



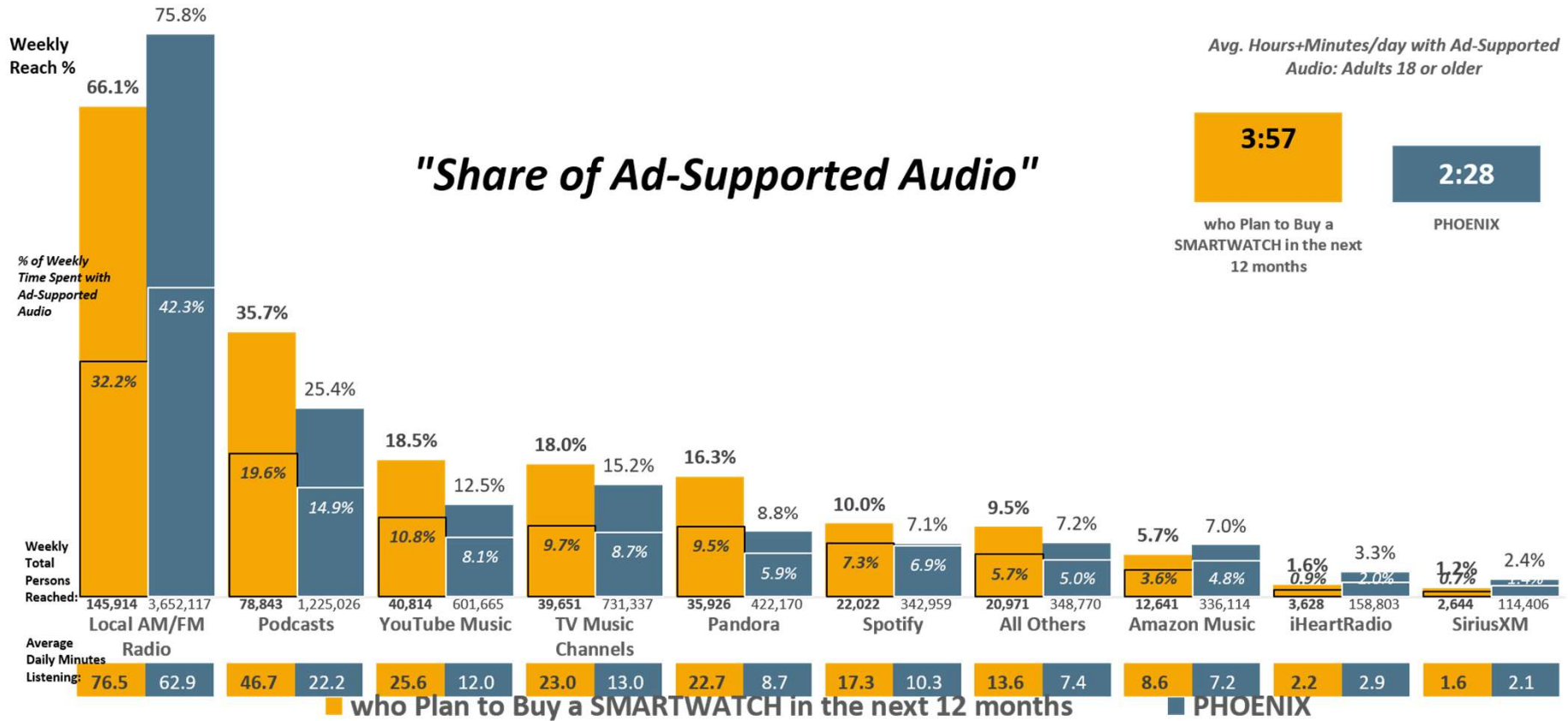


134,302 or 69.7% of Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months listen to Ad-Supported Local AM/FM Radio for an average of 51.4 minutes every day representing 32.7% of all time spent daily with Ad-Supported Audio.





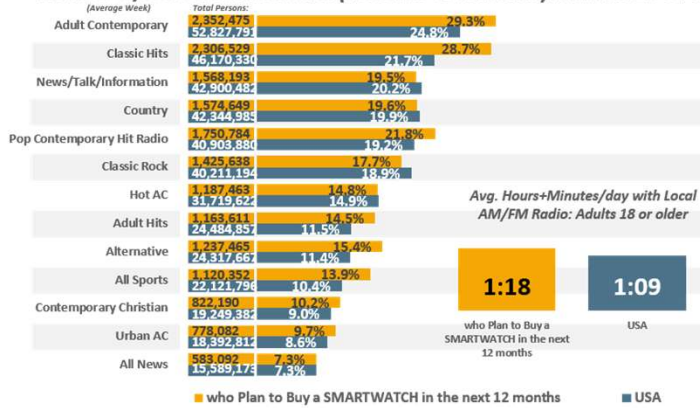
145,914 or 66.1% of Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months listen to Ad-Supported Local AM/FM Radio for an average of 76.5 minutes every day representing 32.2% of all time spent daily with Ad-Supported Audio.





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

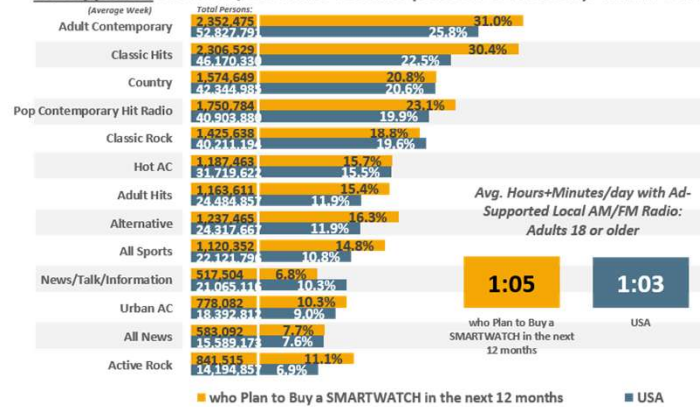
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



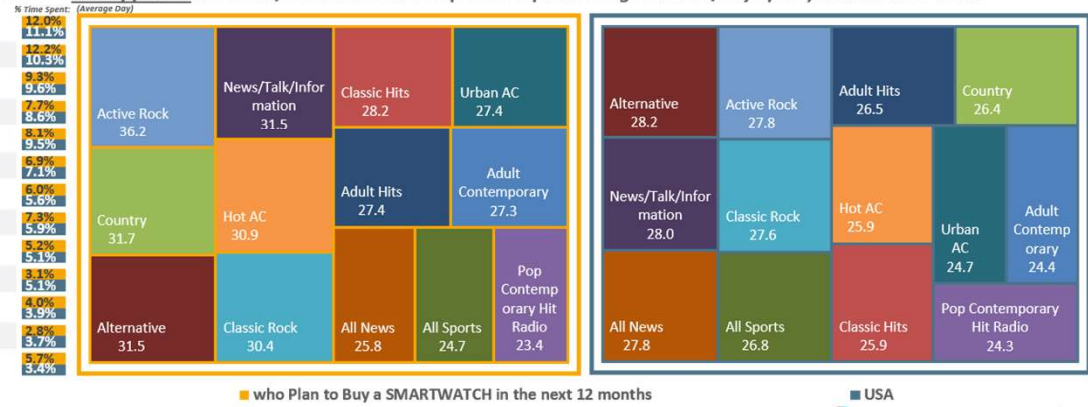
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



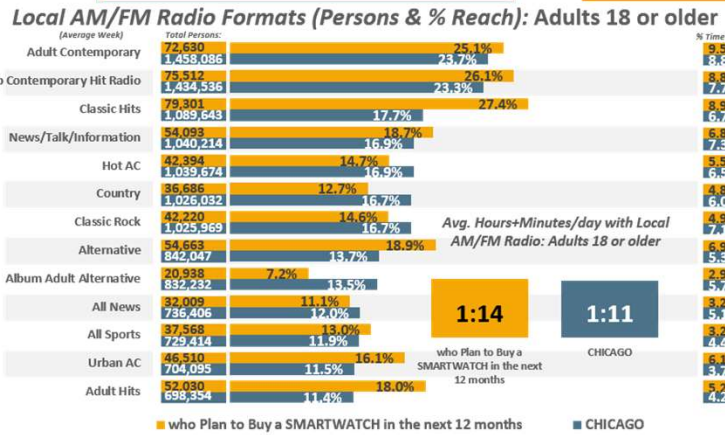
USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 879
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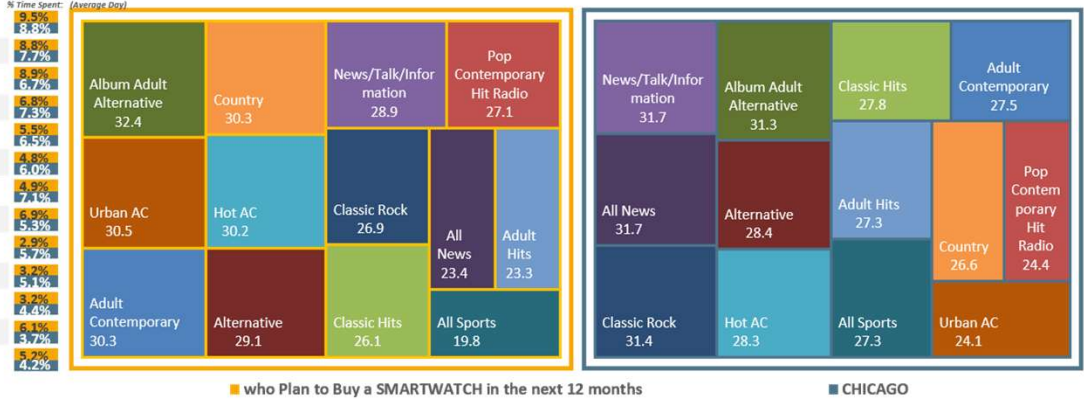
Items/services HHLD plans to buy in next 12 months (HHLD): Smartwatch



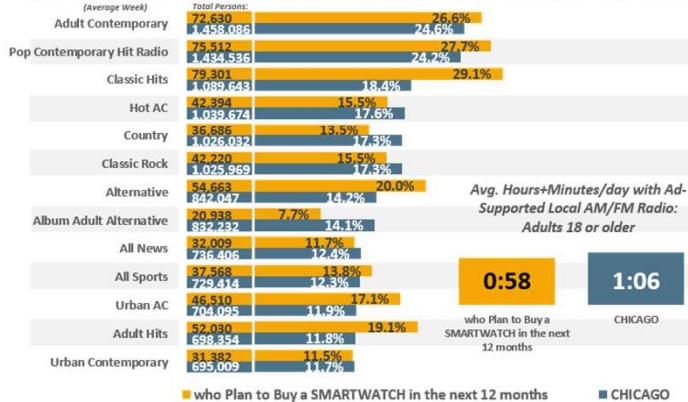
272,652 or 83.9% of Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Pop Contemporary Hit Radio, Adult Contemporary, Alternative, and Adult Hits.



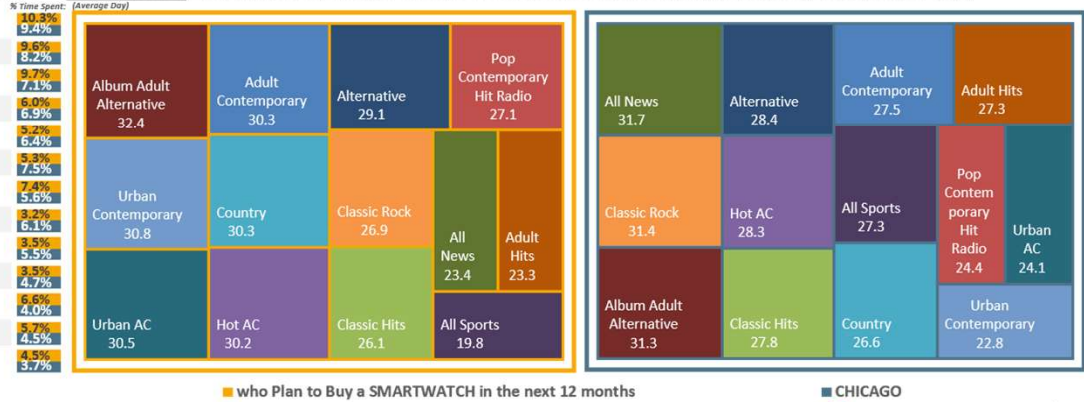
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



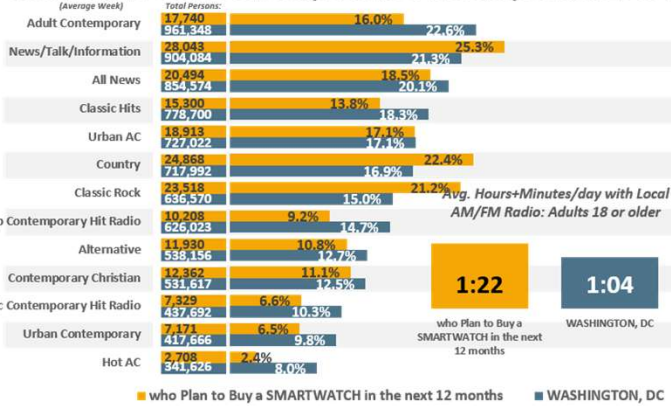
Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



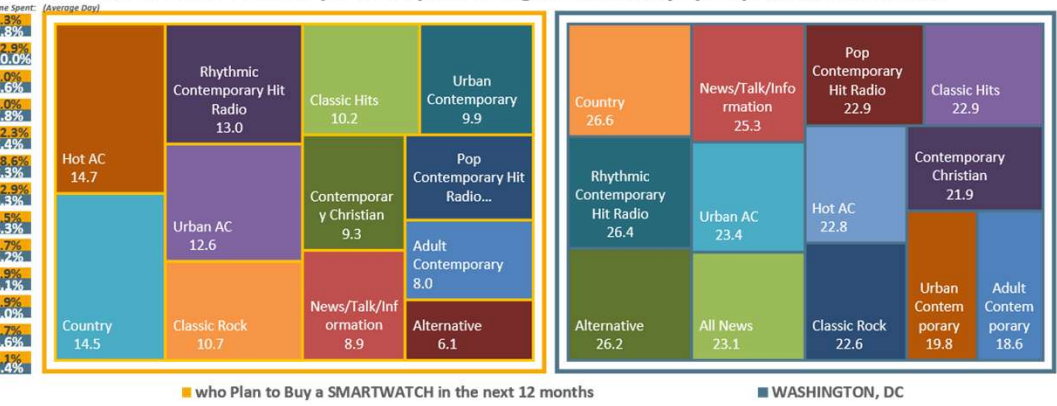


103,570 or 71.% of Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Classic Rock, All News, Urban AC, and Adult Contemporary.

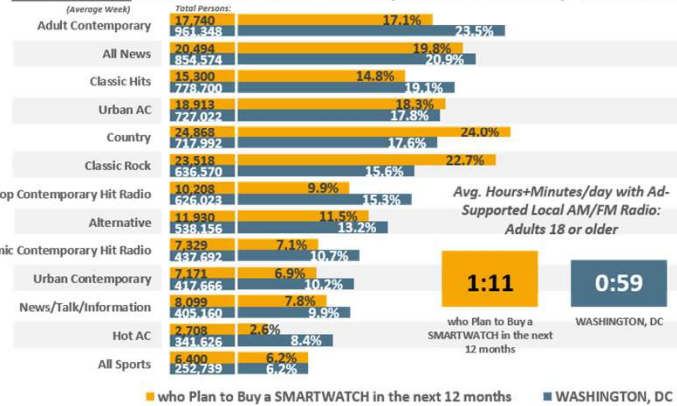
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



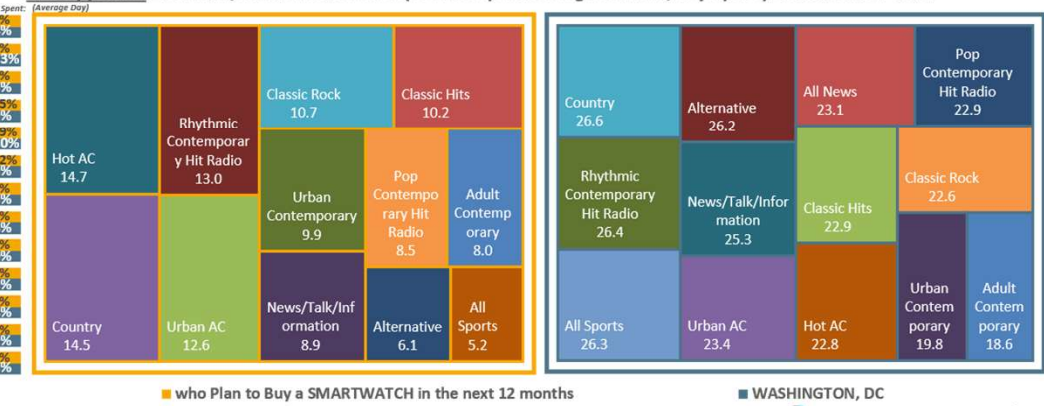
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



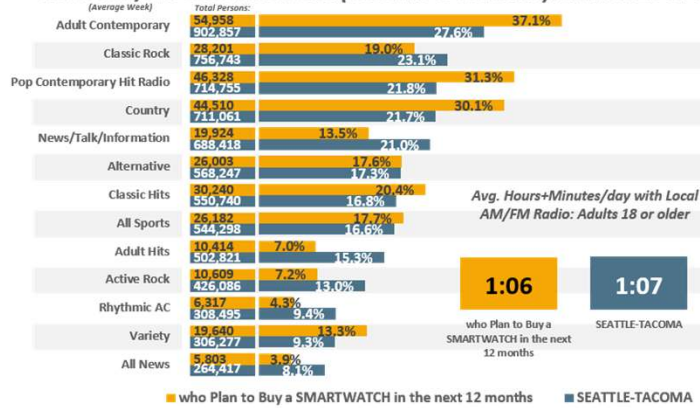
Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



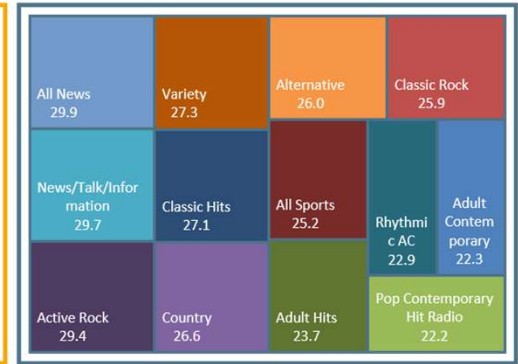
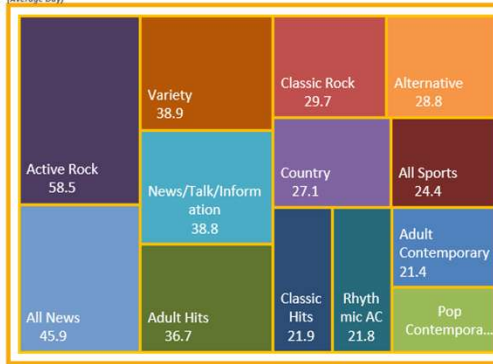


134,302 or 69.7% of Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Country, Classic Hits, and Classic Rock.

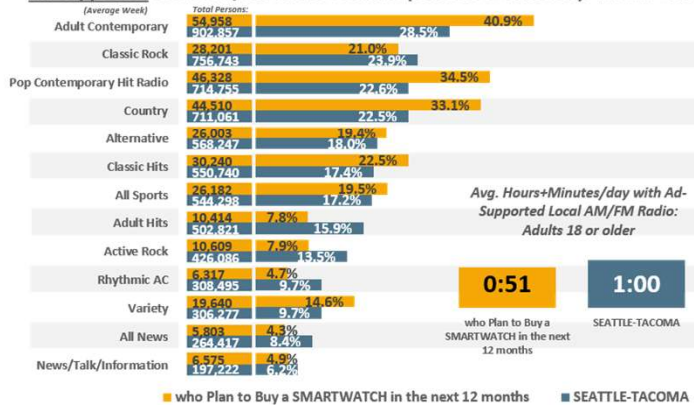
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



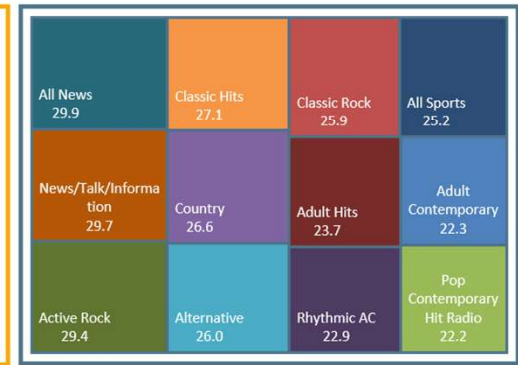
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



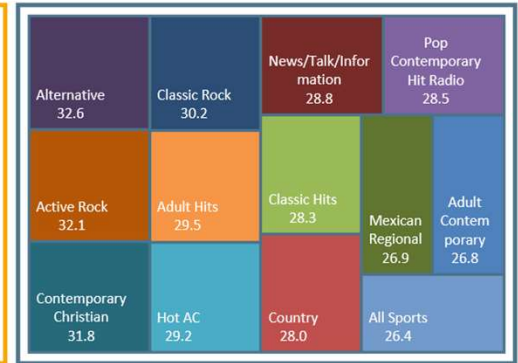
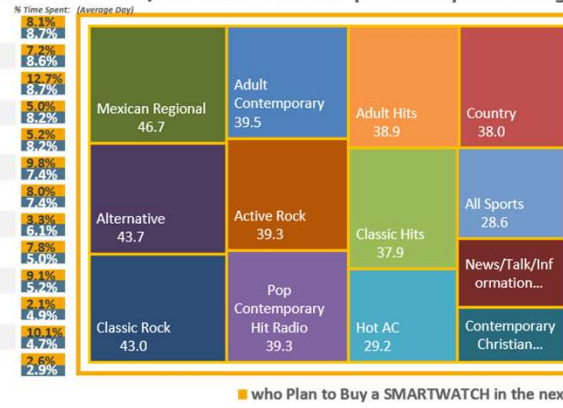
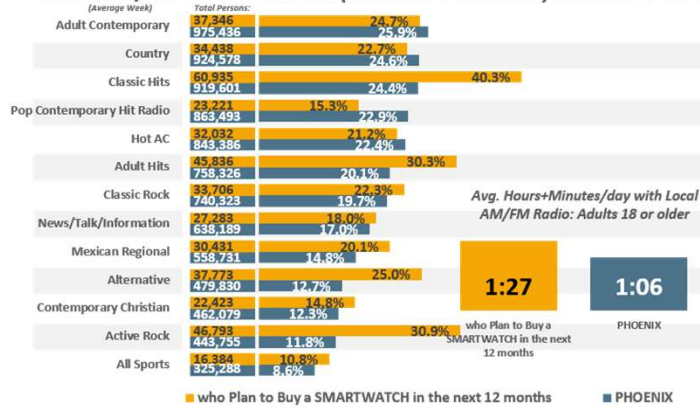
Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



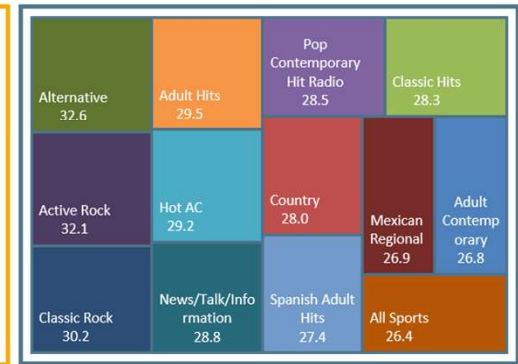
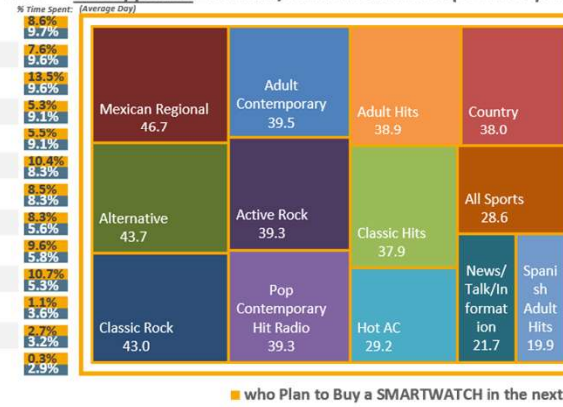
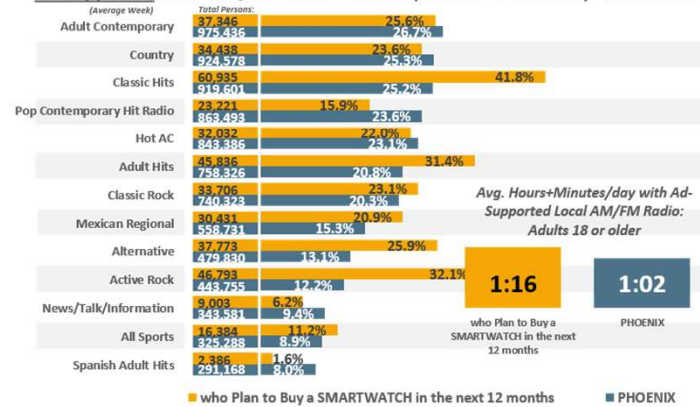


145,914 or 66.1% of Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Active Rock, Adult Hits, Alternative, and Adult Contemporary.

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**

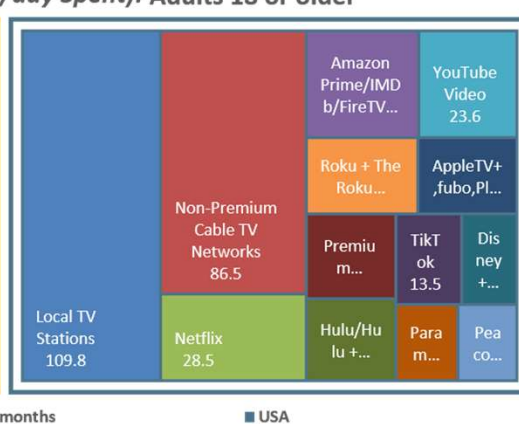
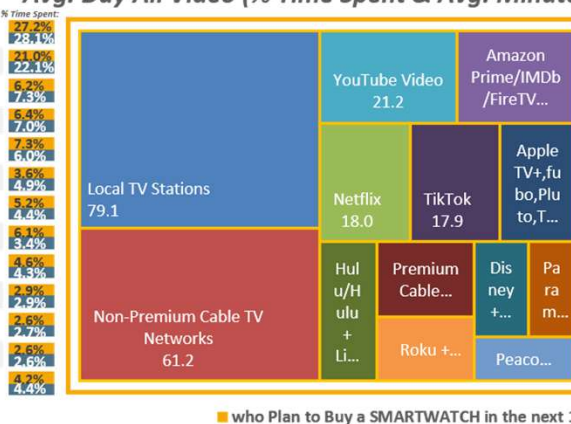
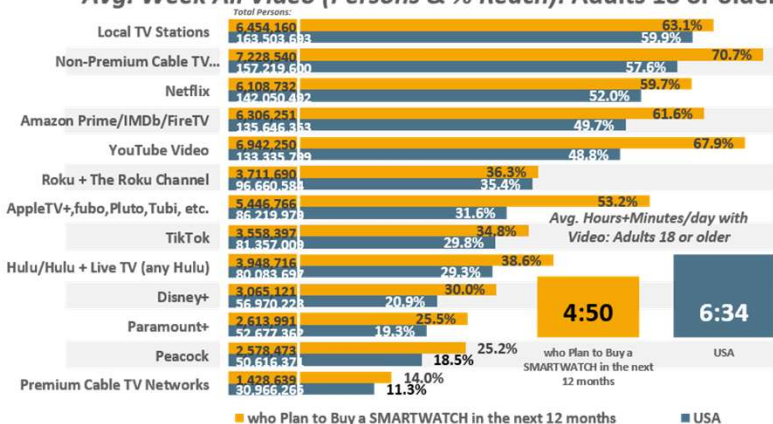




6,241,873 or 61.% of Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months watch Ad-Supported Local TV Stations for an average of 71.3 minutes every day representing 29.4% of all time spent daily with Ad-Supported Video.

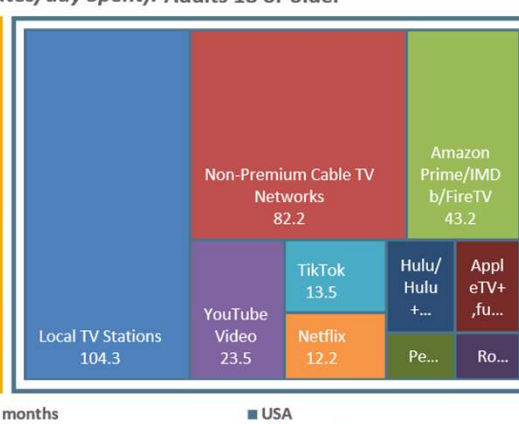
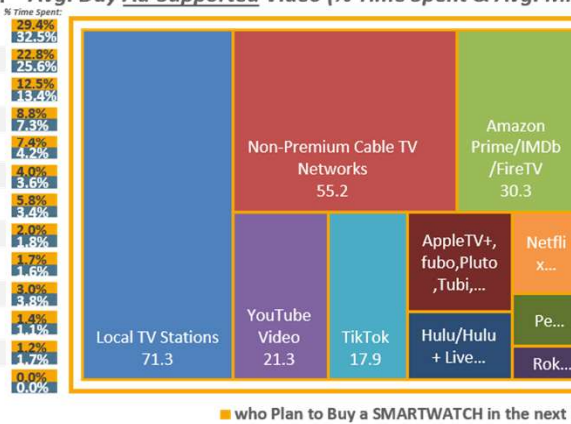
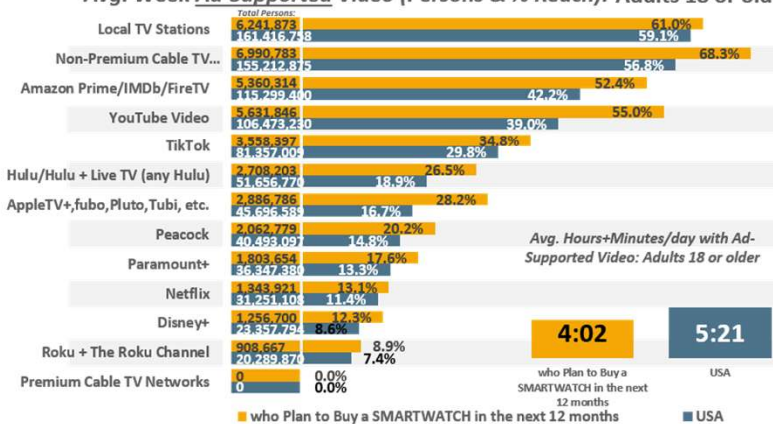
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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

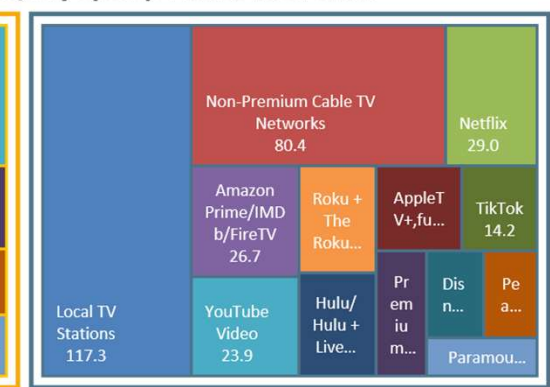
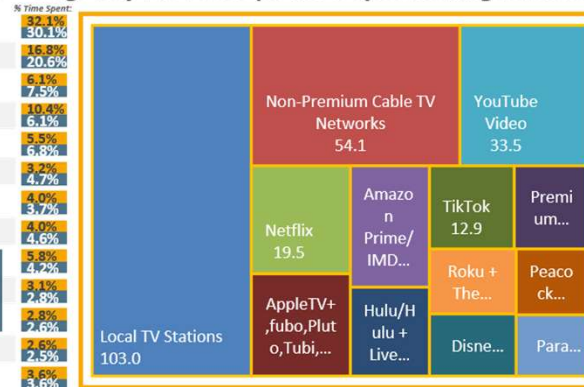
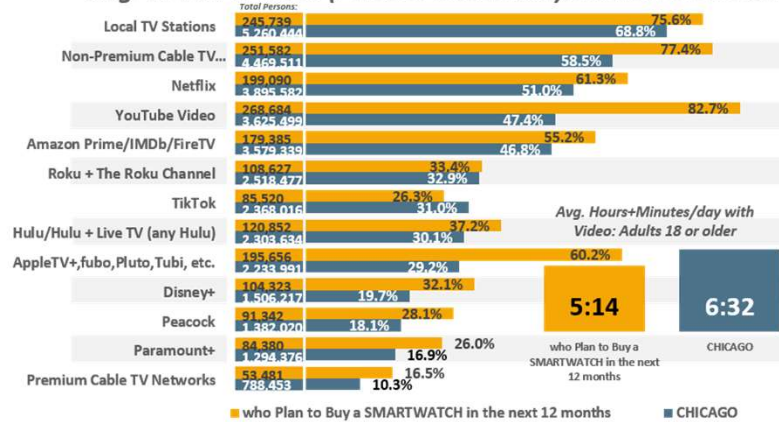




235,650 or 72.5% of Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months watch Ad-Supported Local TV Stations for an average of 92.9 minutes every day representing 35.5% of all time spent daily with Ad-Supported Video.

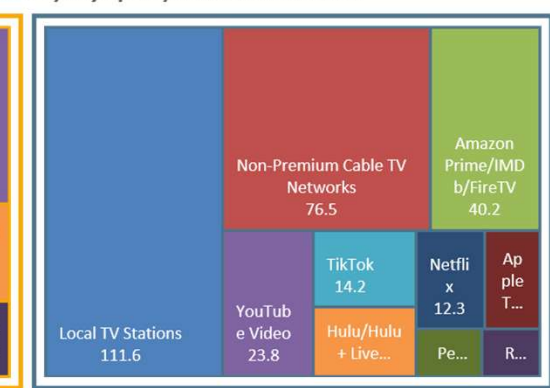
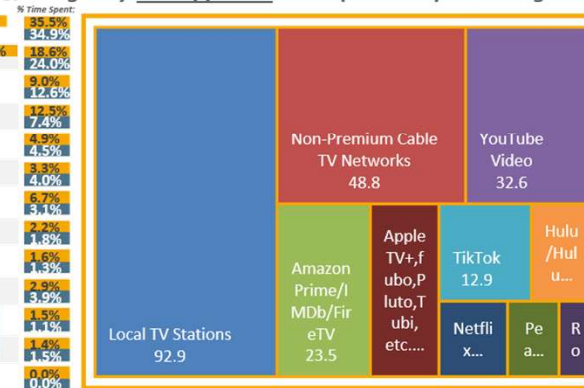
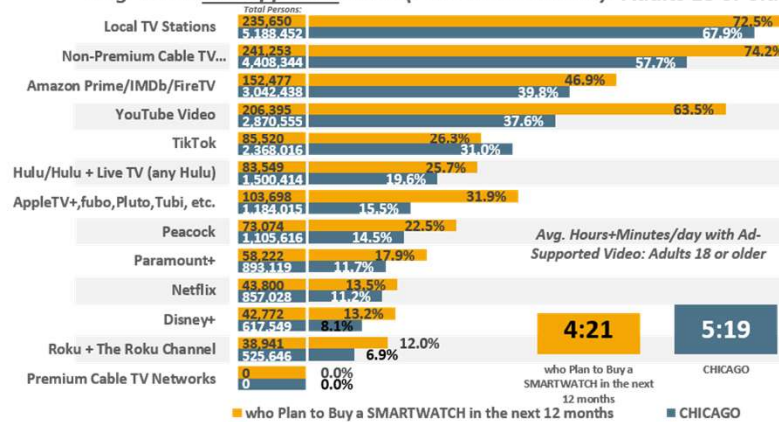
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



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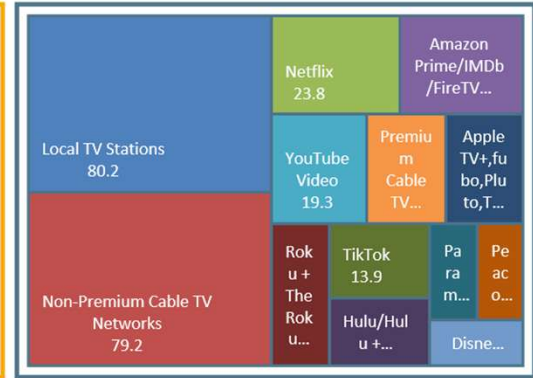
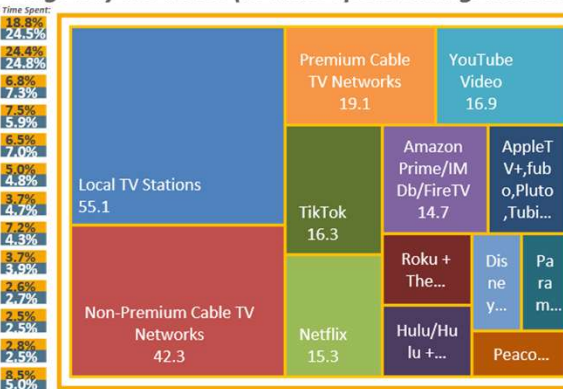
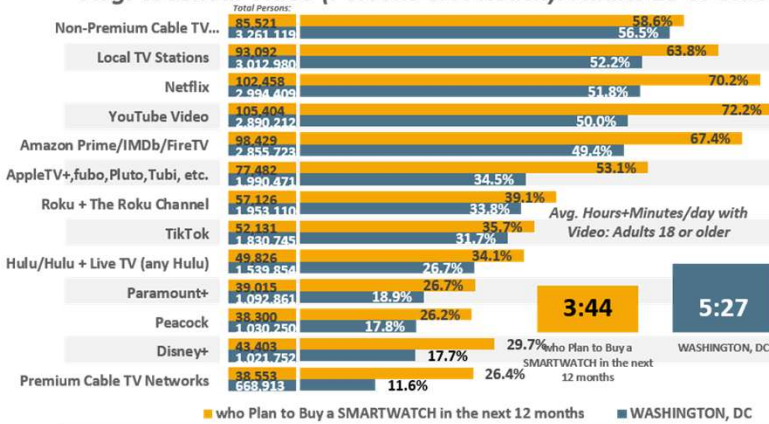
Items/services HHLD plans to buy in next 12 months (HHLD): Smartwatch



91,074 or 62.4% of Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months watch Ad-Supported Local TV Stations for an average of 49.7 minutes every day representing 27.1% of all time spent daily with Ad-Supported Video.

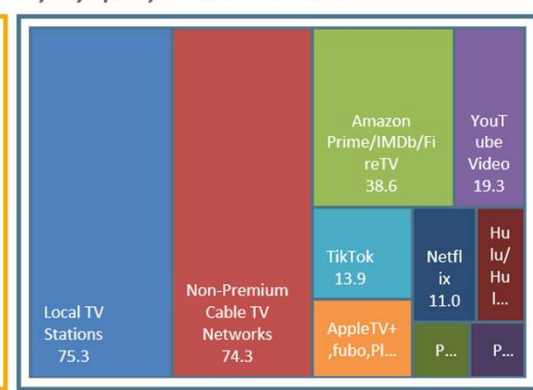
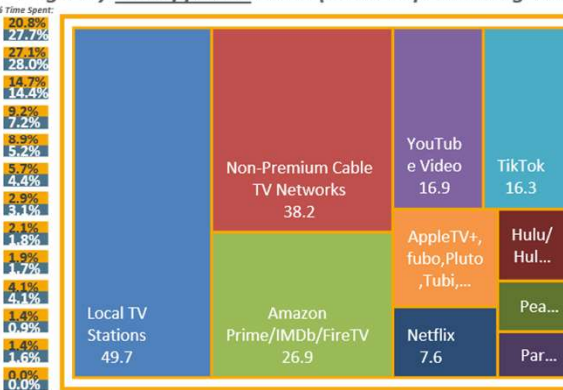
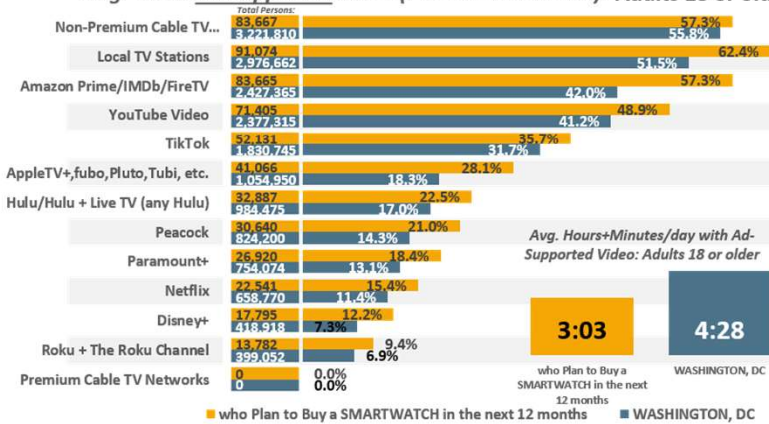
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



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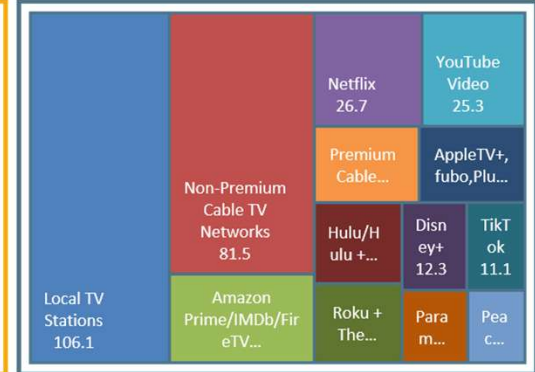
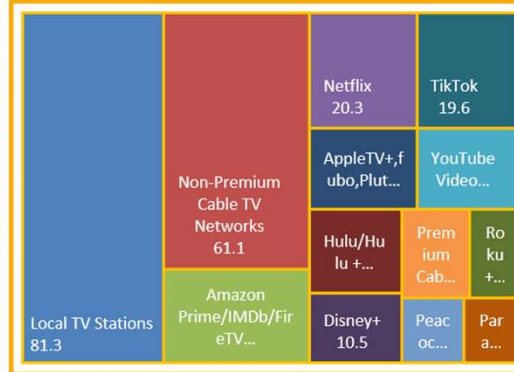
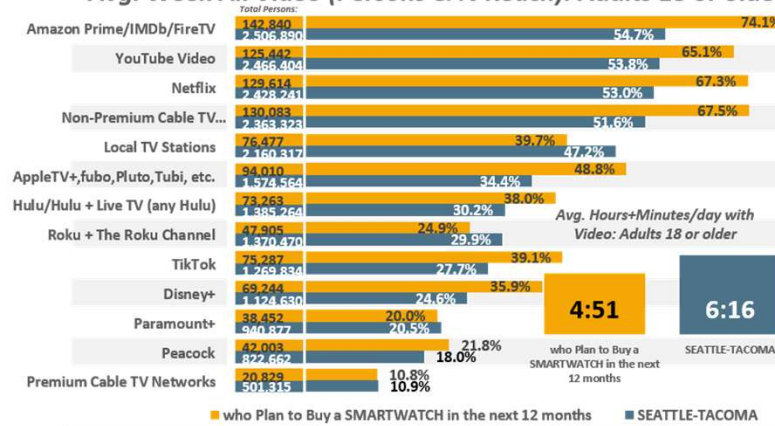
Items/services HHLD plans to buy in next 12 months (HHLD): Smartwatch



73,544 or 38.2% of Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months watch Ad-Supported Local TV Stations for an average of 71.6 minutes every day representing 29.1% of all time spent daily with Ad-Supported Video.

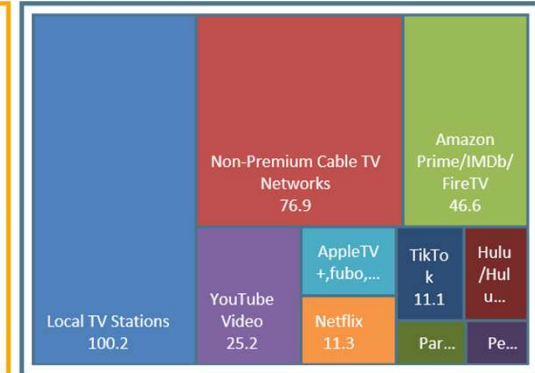
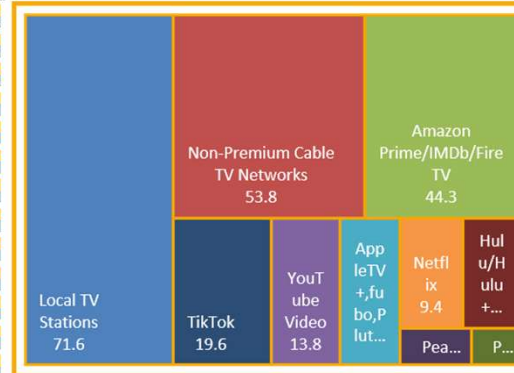
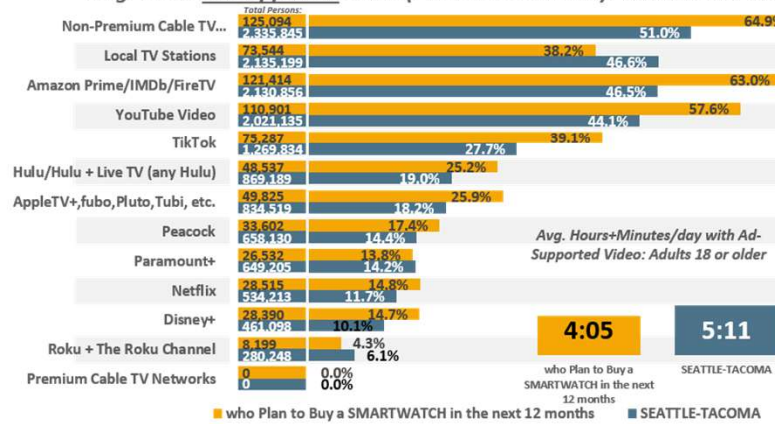
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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

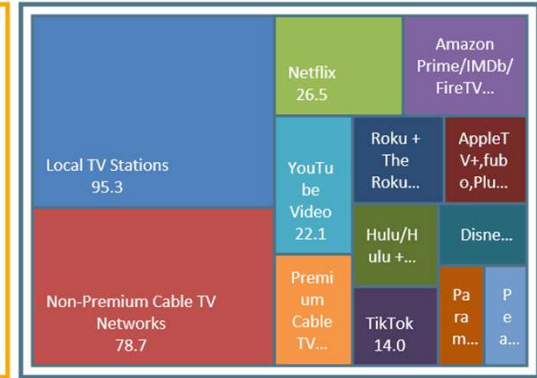
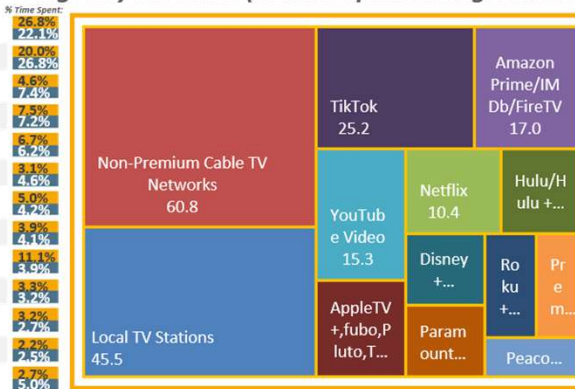
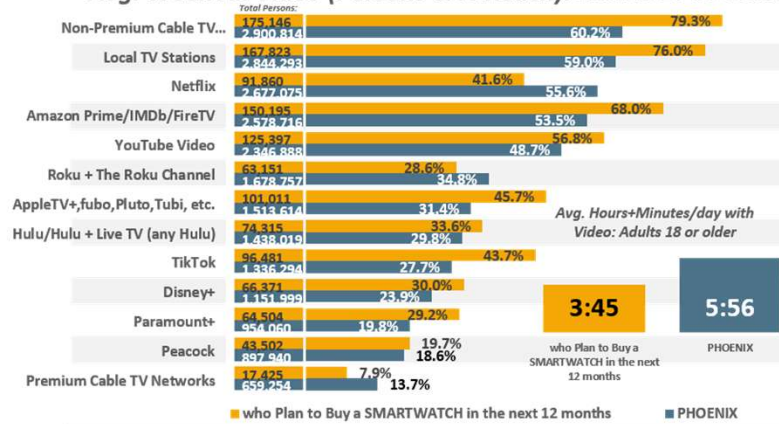




164,698 or 74.6% of Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months watch Ad-Supported Local TV Stations for an average of 42.1 minutes every day representing 21.4% of all time spent daily with Ad-Supported Video.

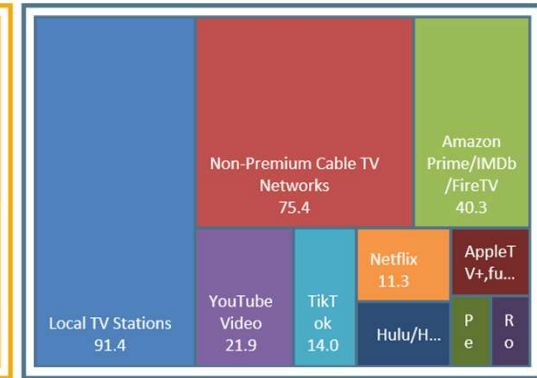
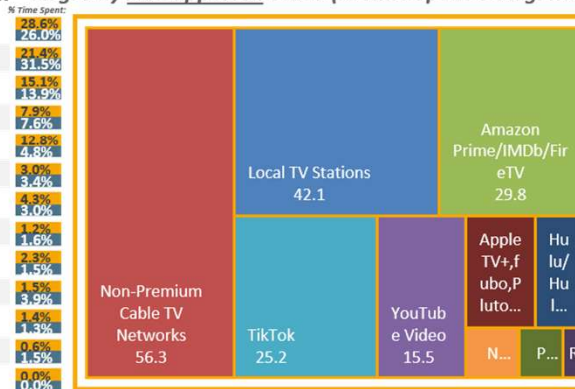
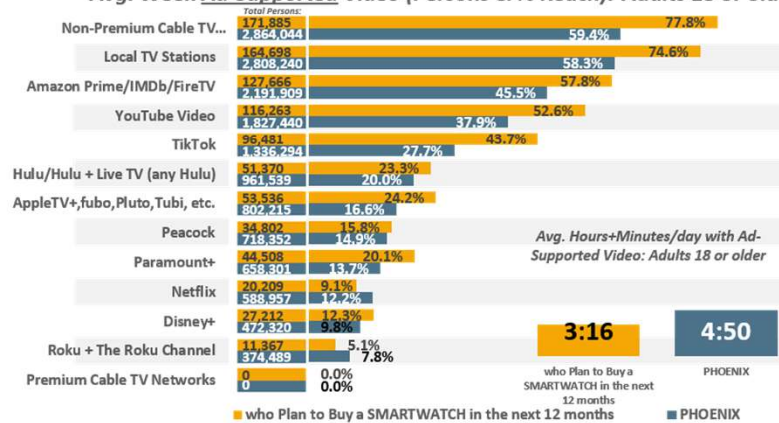
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 104
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soefa.ai Share of Everything for Anything

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

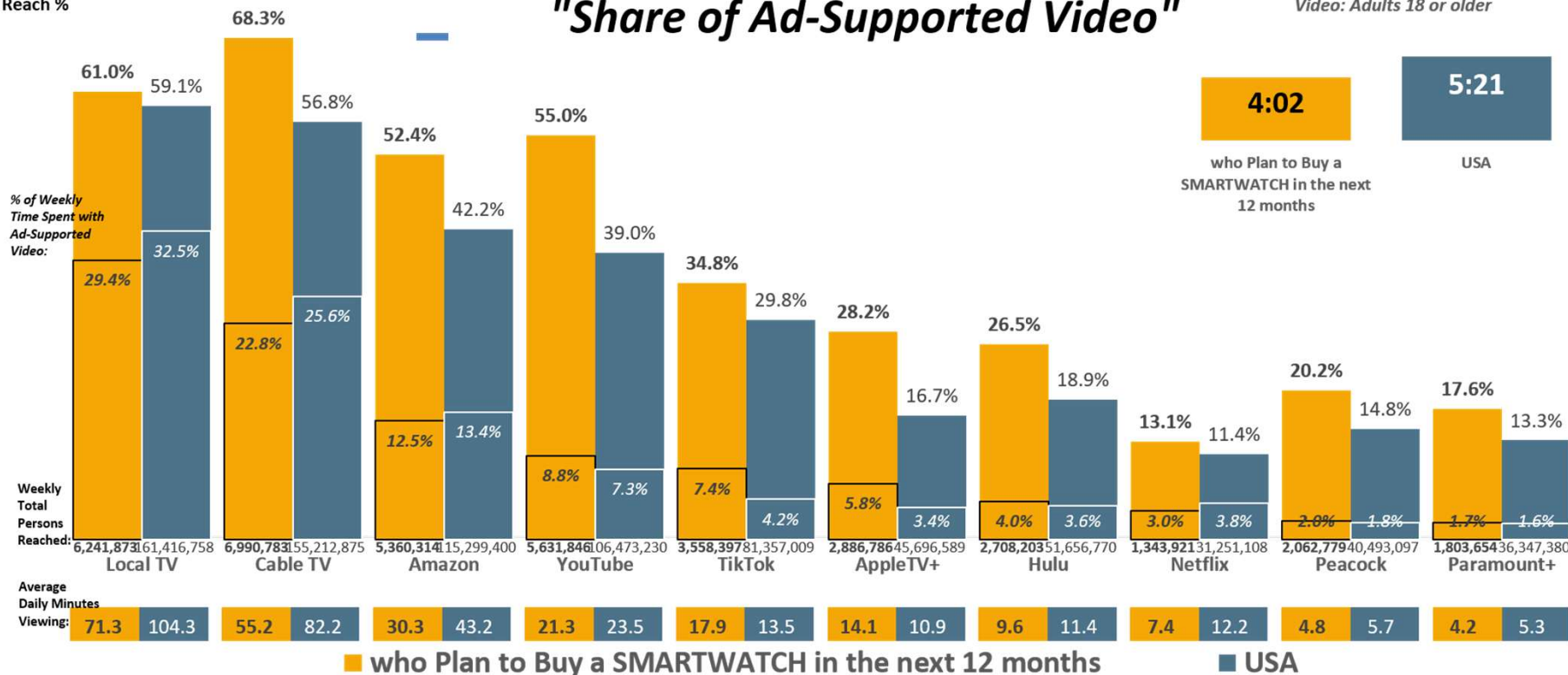


6,241,873 or 61.0% of Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months watch Ad-Supported Local TV Stations for an average of 71.3 minutes every day representing 29.4% of all time spent daily with Ad-Supported Video.

Weekly
Reach %

"Share of Ad-Supported Video"

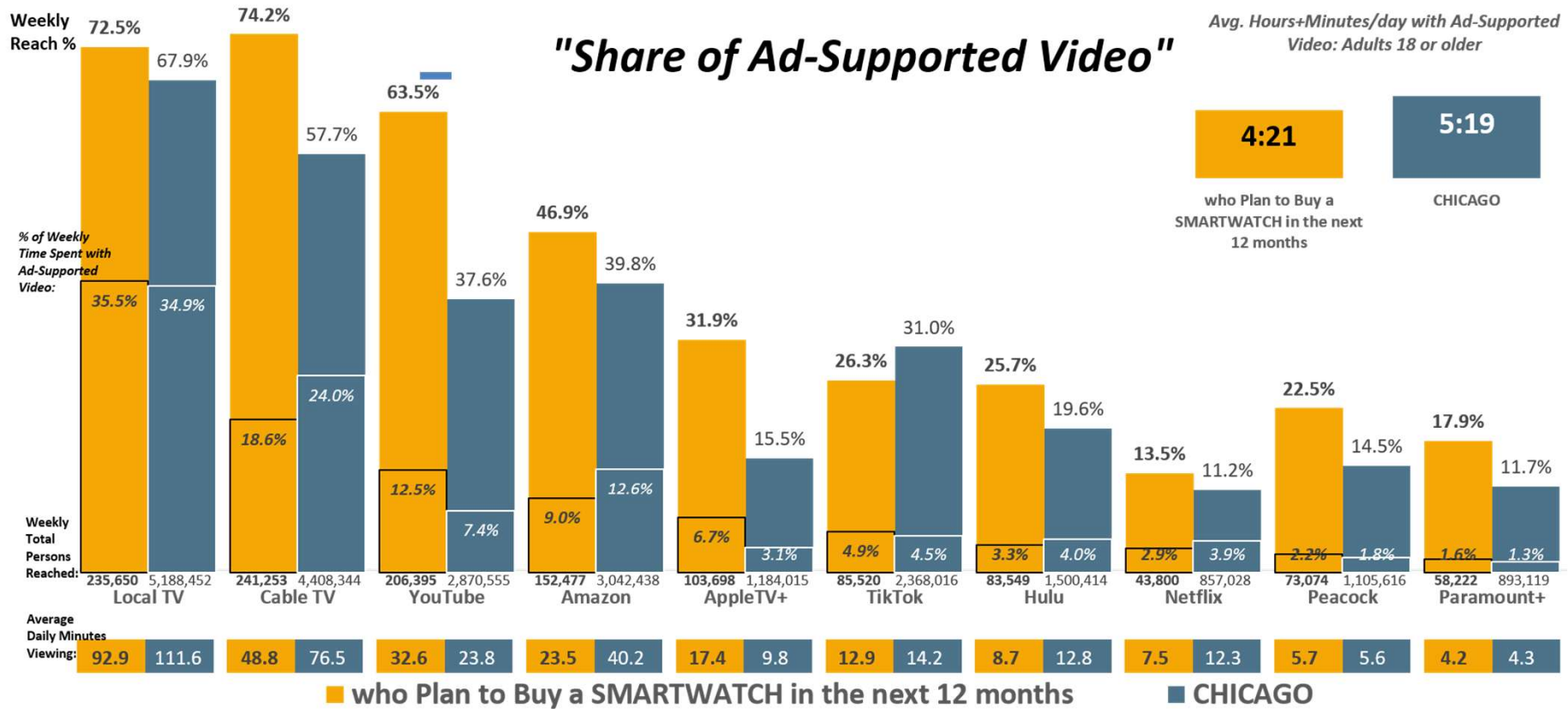
Avg. Hours+Minutes/day with Ad-Supported
Video: Adults 18 or older





235,650 or 72.5% of Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months watch Ad-Supported Local TV Stations for an average of 92.9 minutes every day representing 35.5% of all time spent daily with Ad-Supported Video.

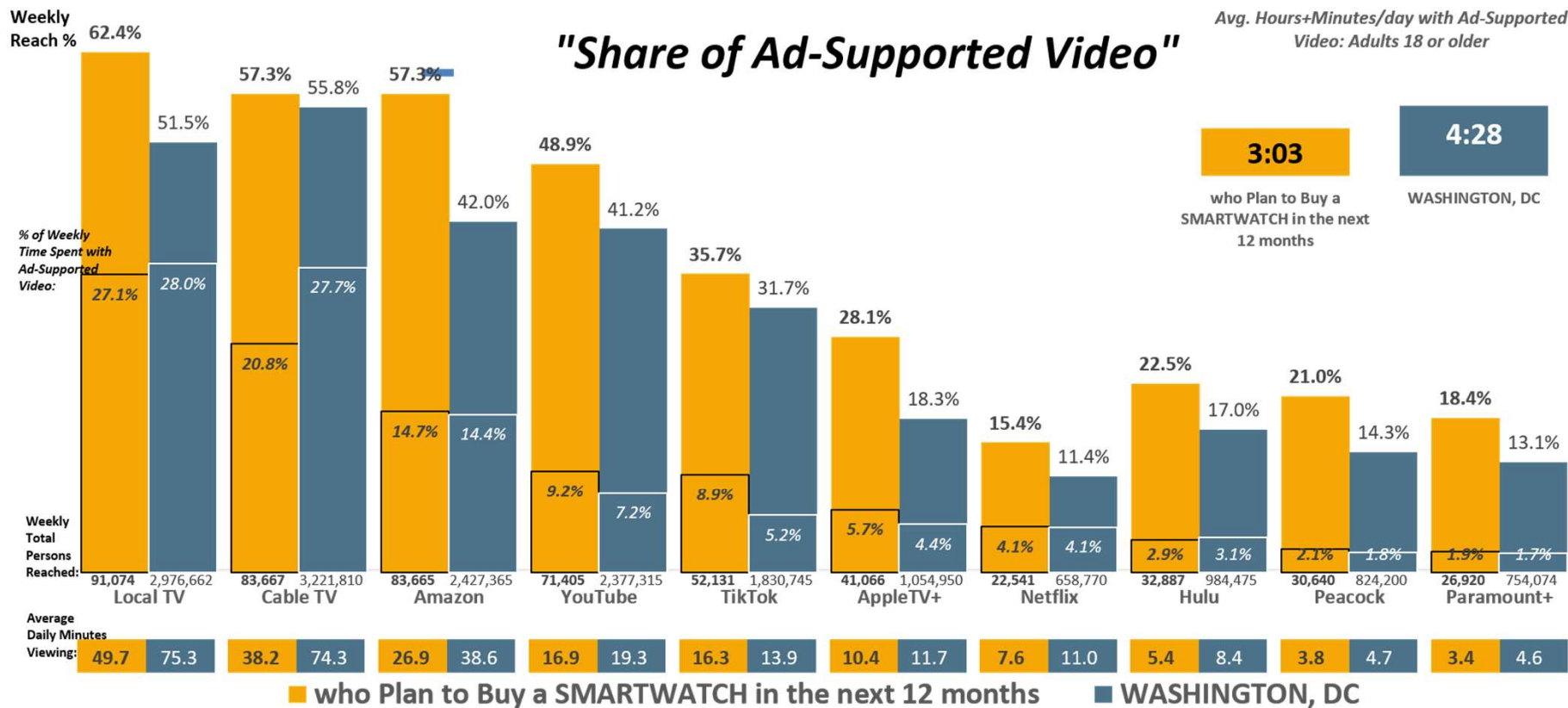
"Share of Ad-Supported Video"





91,074 or 62.4% of Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months watch Ad-Supported Local TV Stations for an average of 49.7 minutes every day representing 27.1% of all time spent daily with Ad-Supported Video.

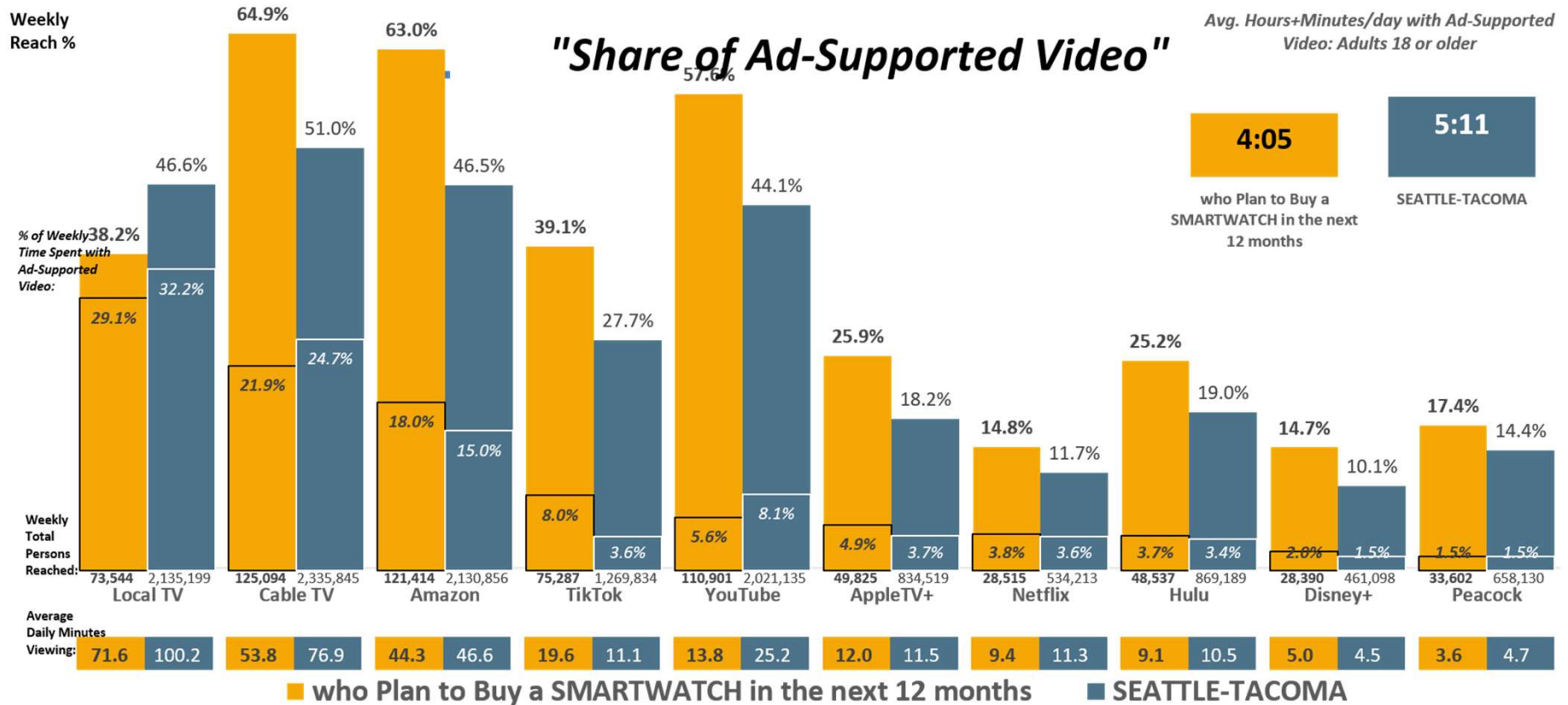
"Share of Ad-Supported Video"





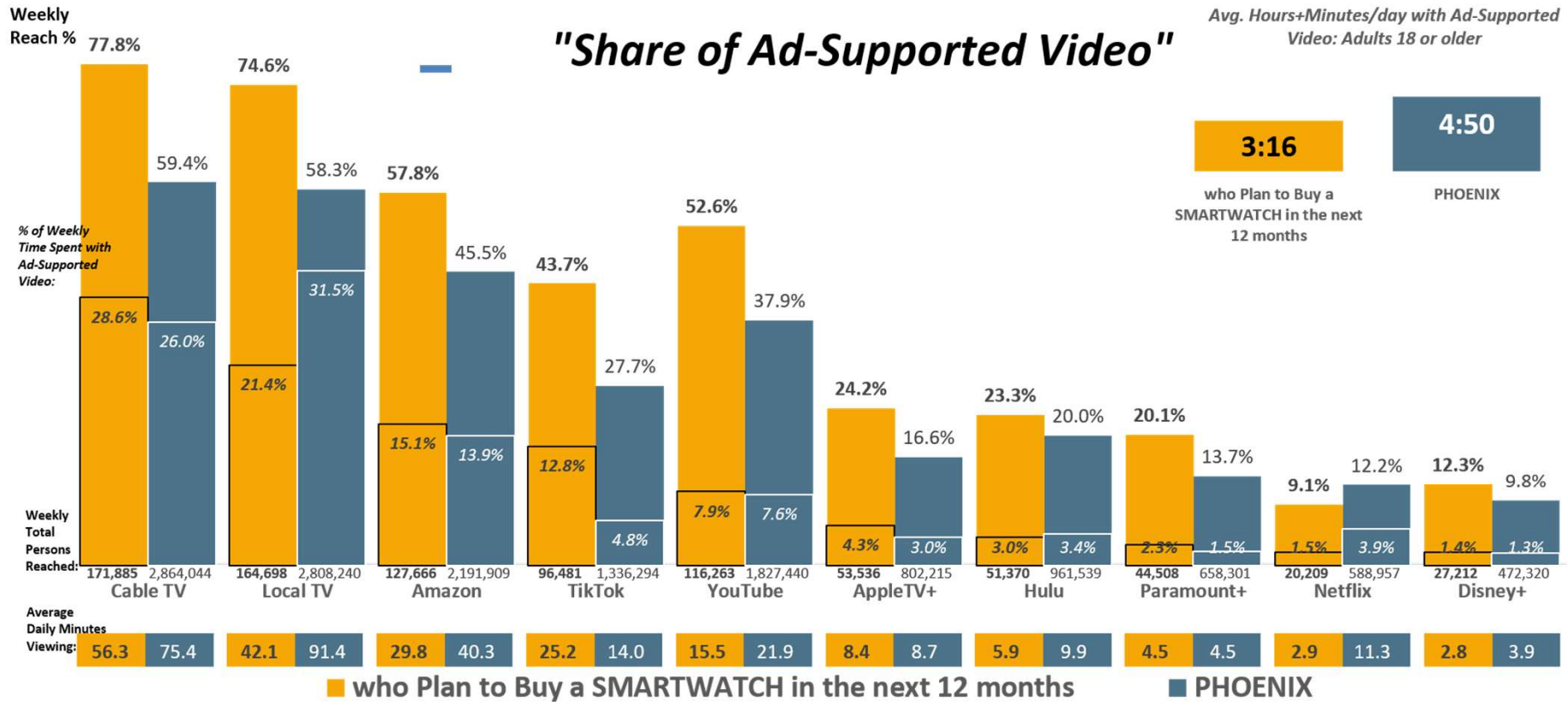
73,544 or 38.2% of Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months watch Ad-Supported Local TV Stations for an average of 71.6 minutes every day representing 29.1% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"





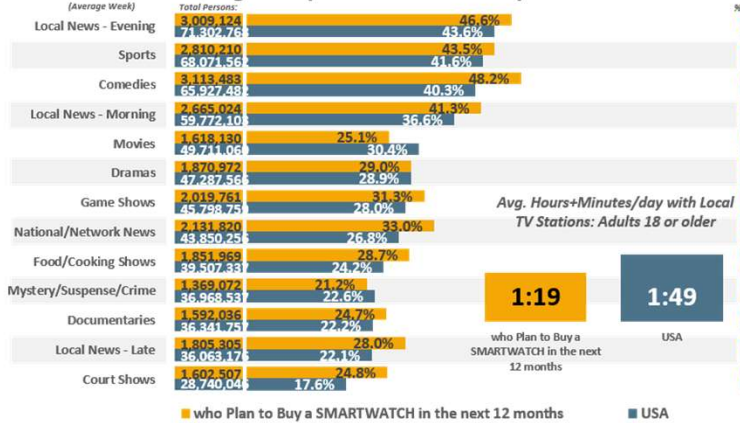
164,698 or 74.6% of Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months watch Ad-Supported Local TV Stations for an average of 42.1 minutes every day representing 21.4% of all time spent daily with Ad-Supported Video.



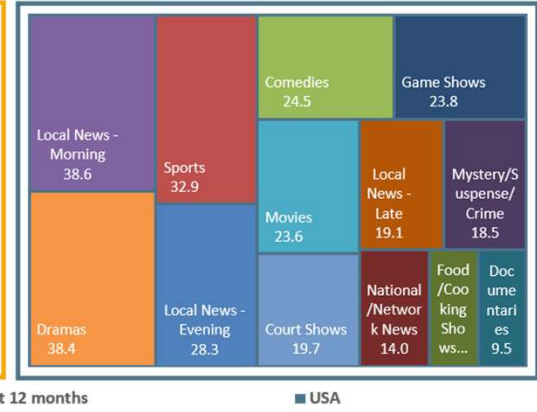
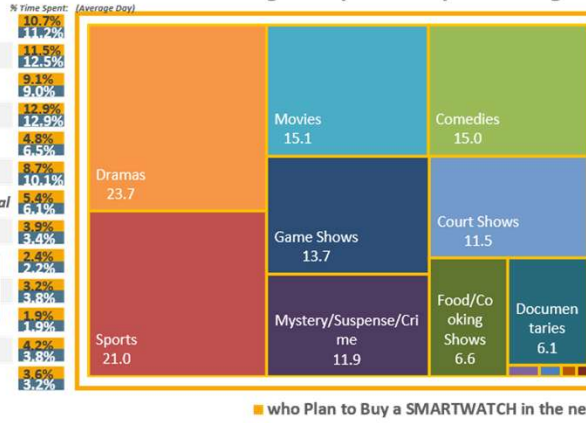


6,241,873 or 61.% of Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Comedies, Sports, Local News - Morning, Game Shows, and National/Network News.

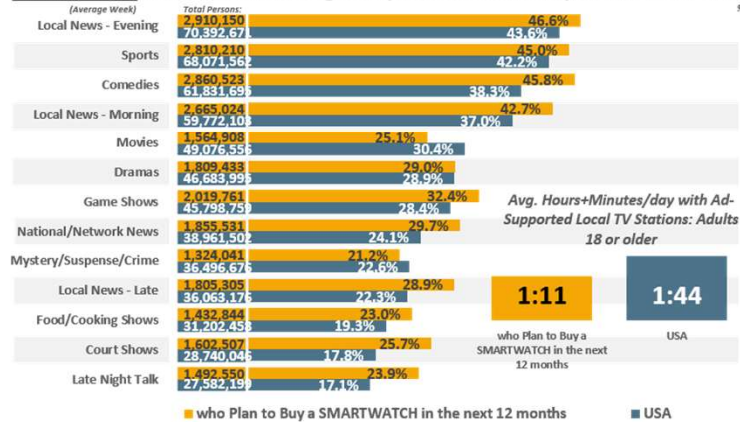
Local TV Station Programs (Persons & % Reach): Adults 18 or older



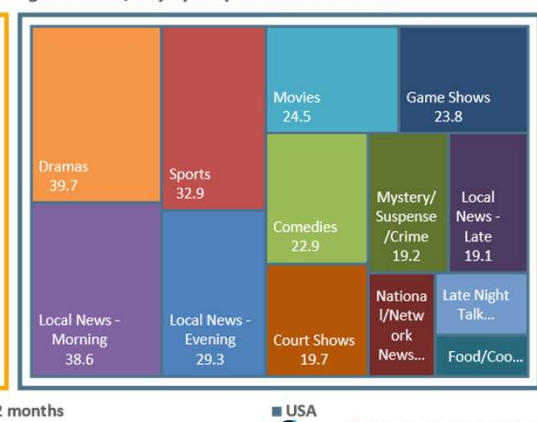
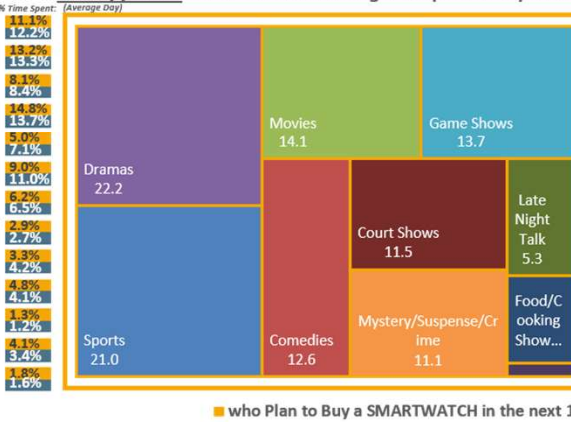
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



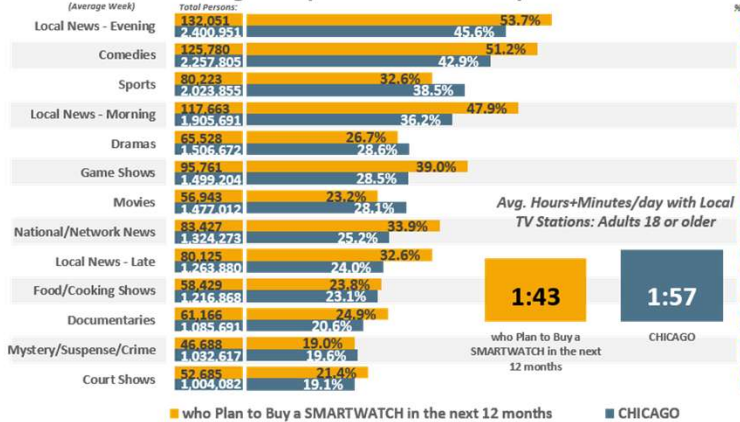
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



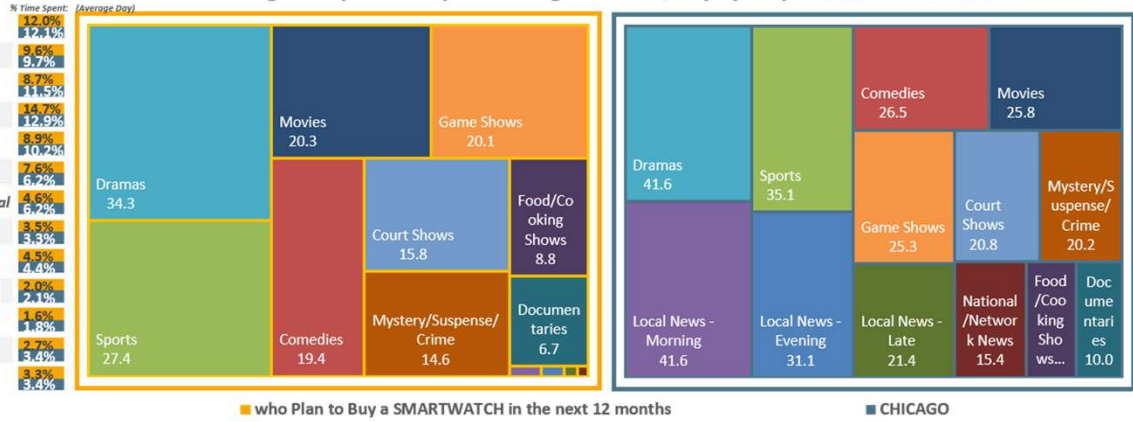


235,650 or 72.5% of Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Local News - Morning, Comedies, Game Shows, Daytime Talk Shows, and Sports.

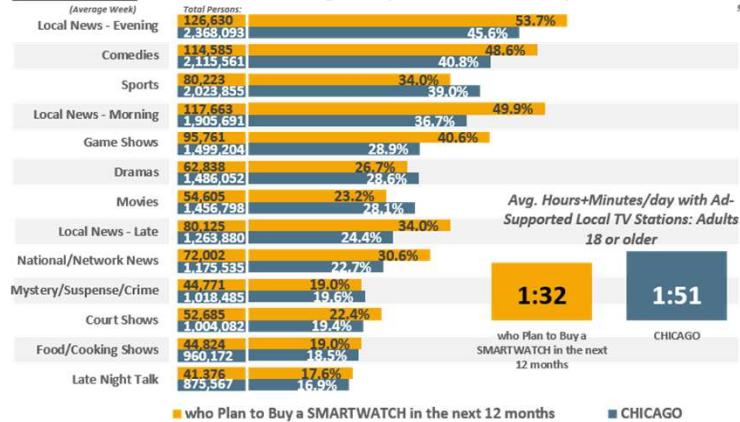
Local TV Station Programs (Persons & % Reach): Adults 18 or older



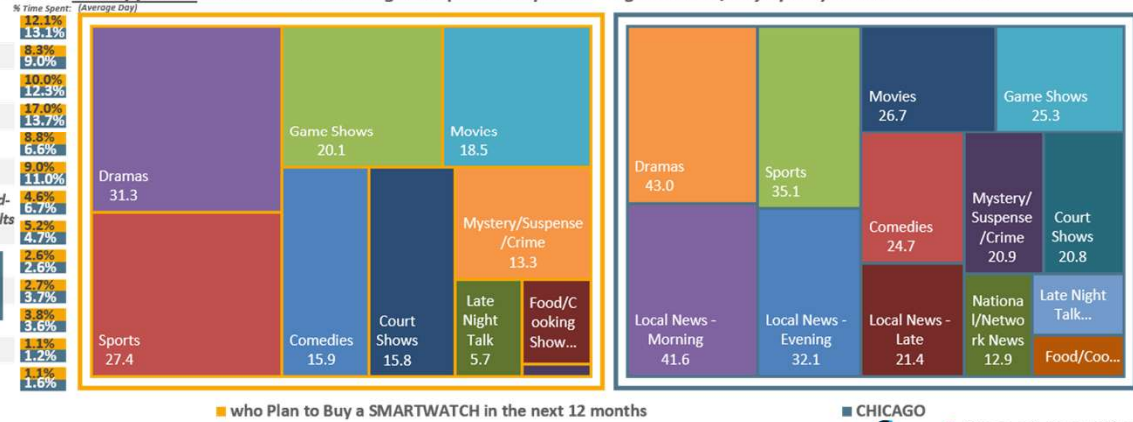
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



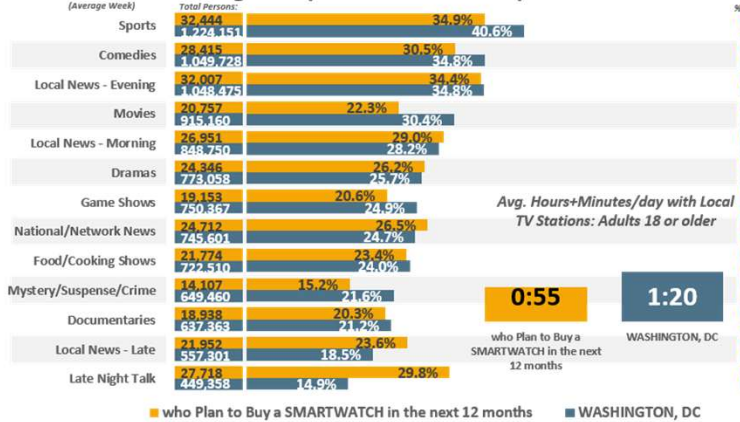
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



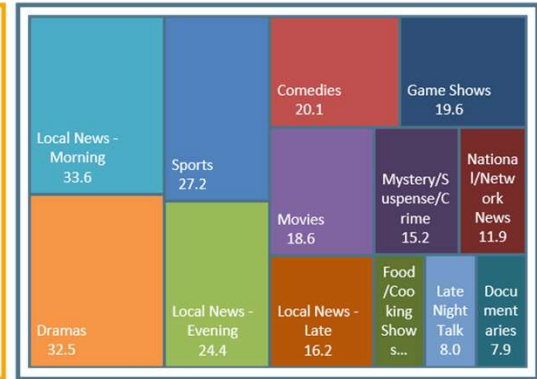
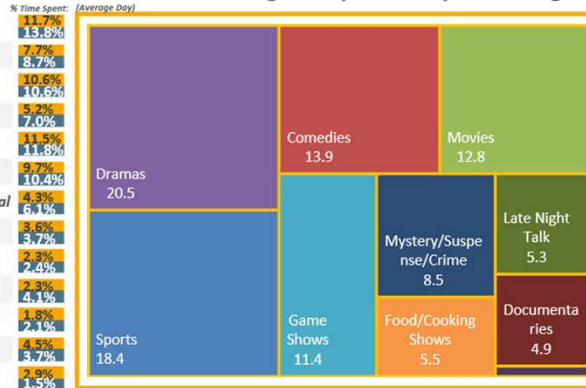


91,074 or 62.4% of Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Late Night Talk, Local News - Morning, Comedies, and Court Shows.

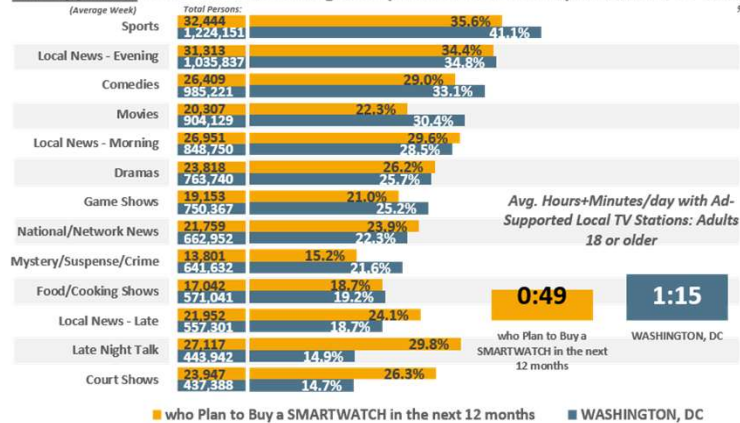
Local TV Station Programs (Persons & % Reach): Adults 18 or older



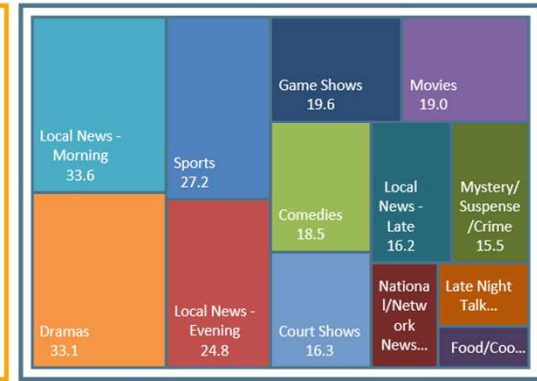
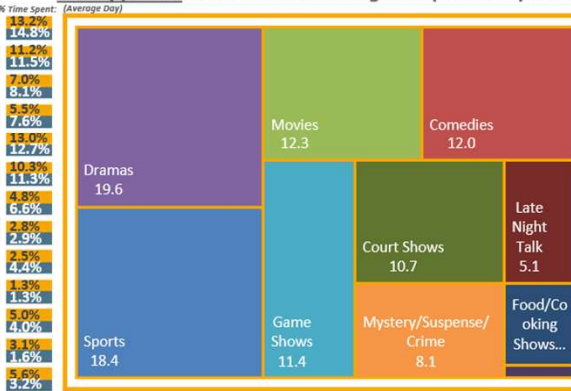
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



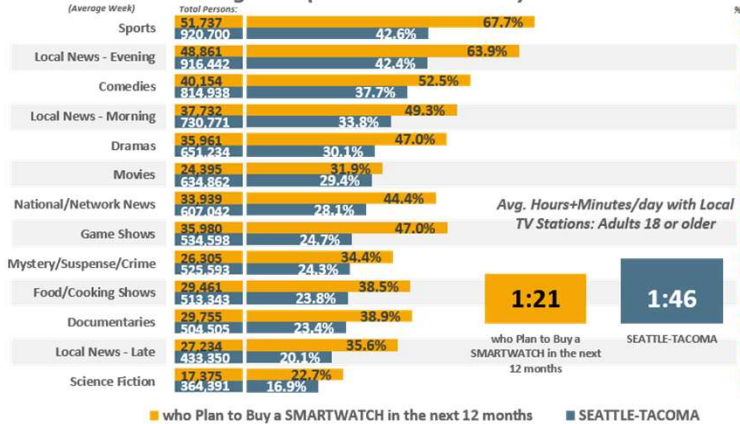
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



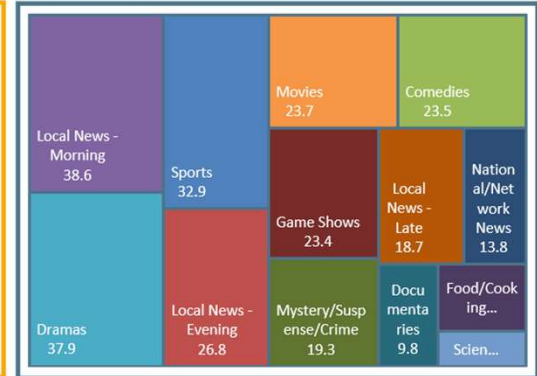
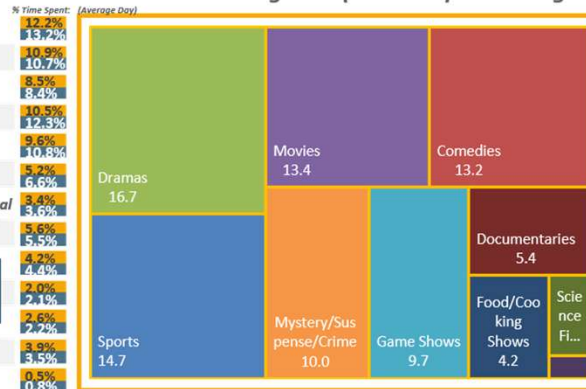


73,544 or 38.2% of Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, Game Shows, and Dramas.

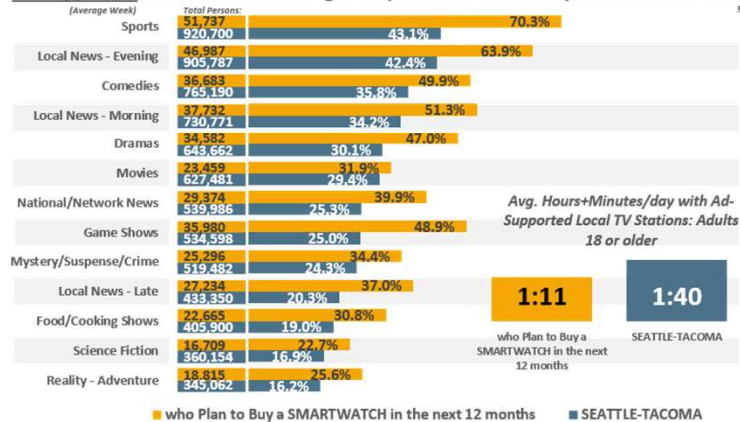
Local TV Station Programs (Persons & % Reach): Adults 18 or older



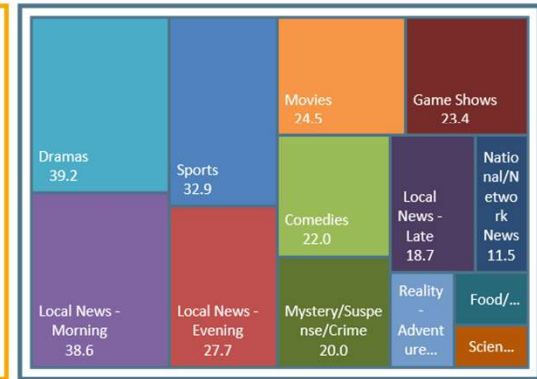
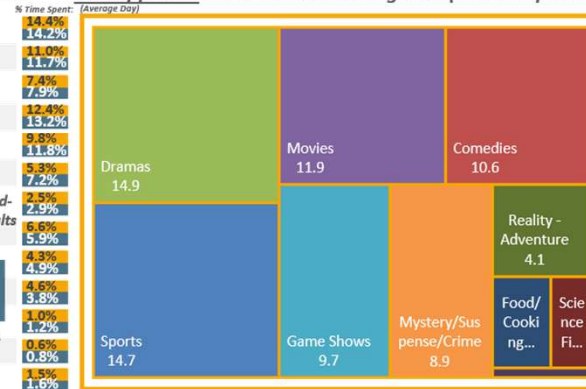
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



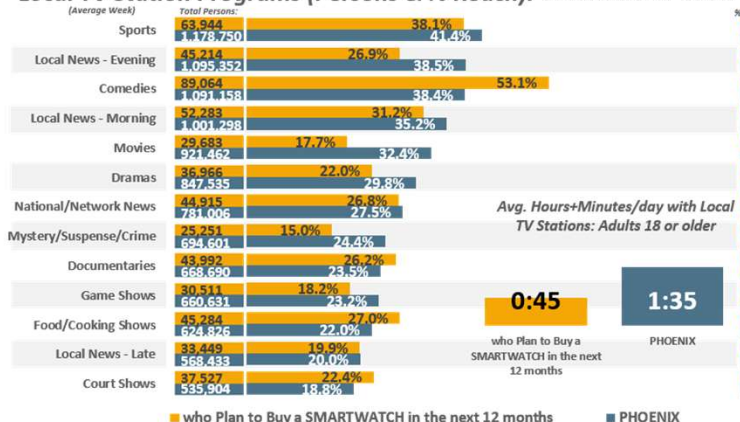
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



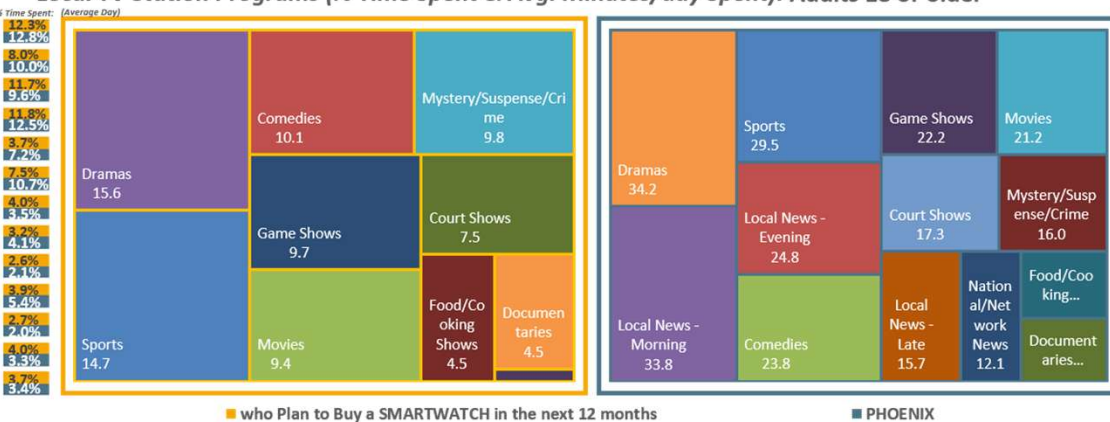


164,698 or 74.6% of Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Sports, Local News - Morning, Local News - Evening, Late Night Talk, and National/Network News

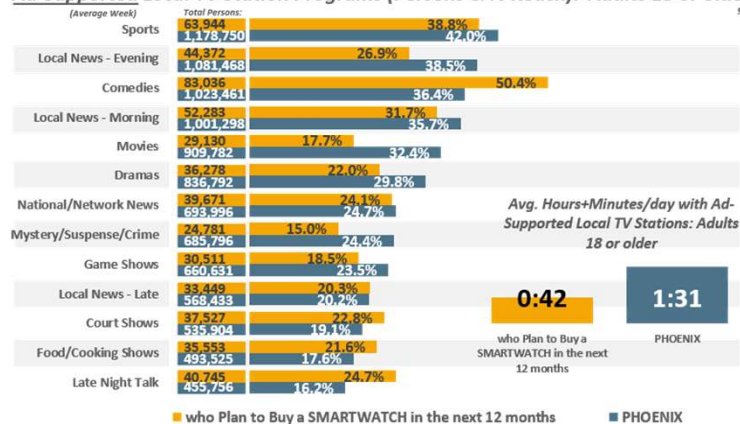
Local TV Station Programs (Persons & % Reach): Adults 18 or older



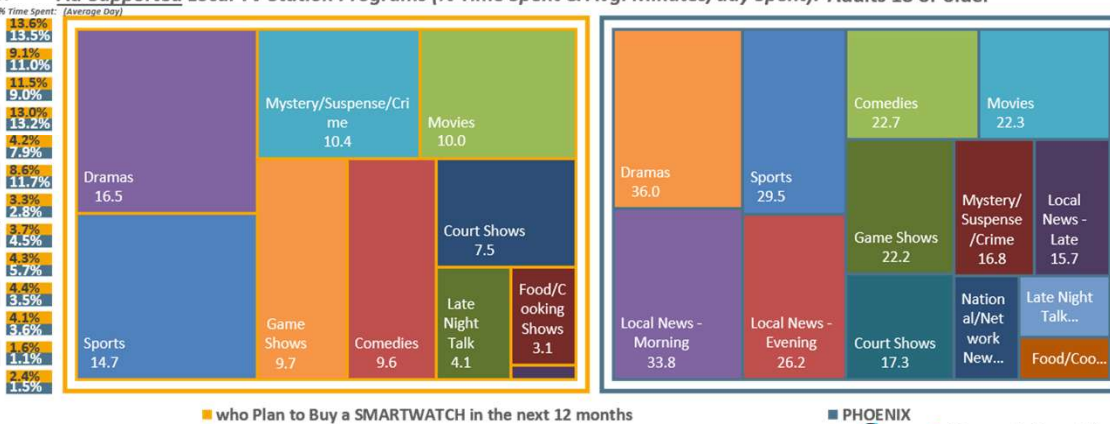
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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

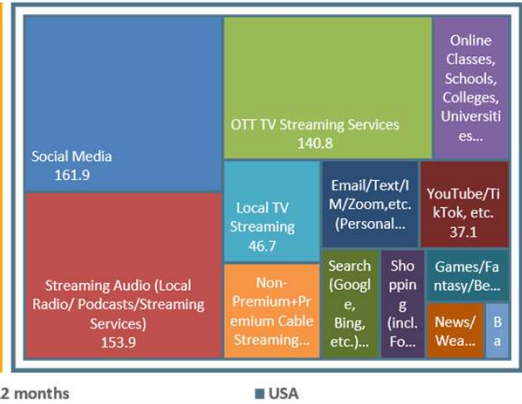
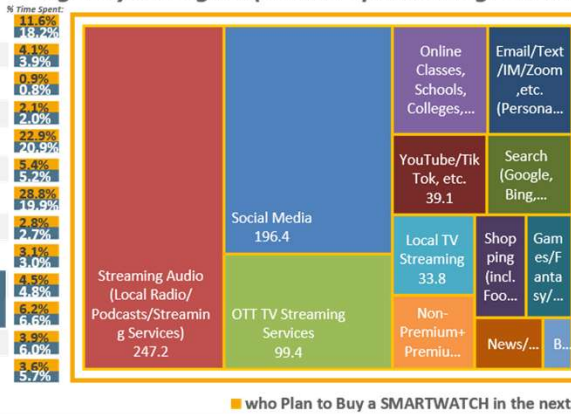
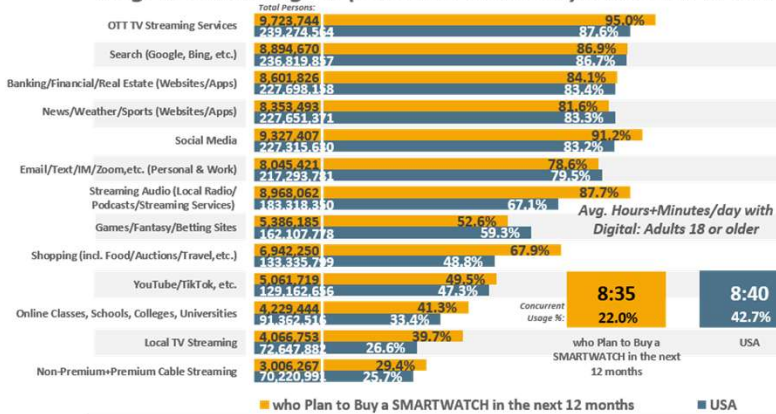




8,131,222 or 79.5% of Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months use Ad-Supported Social Media for an average of 171.3 minutes every day representing 27.6% of all time spent daily with Ad-Supported Digital Media.

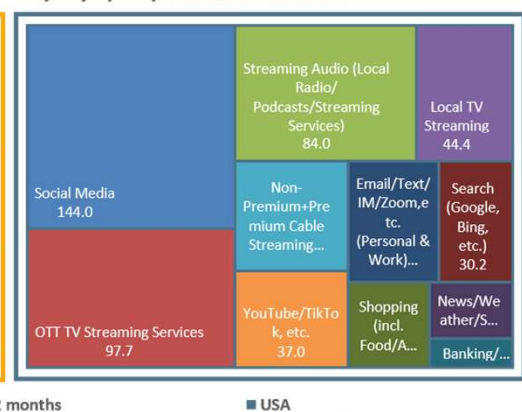
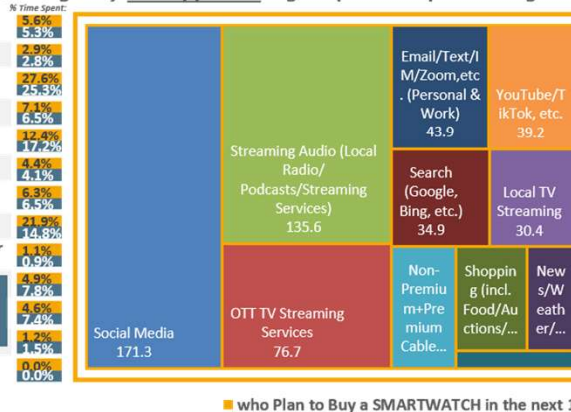
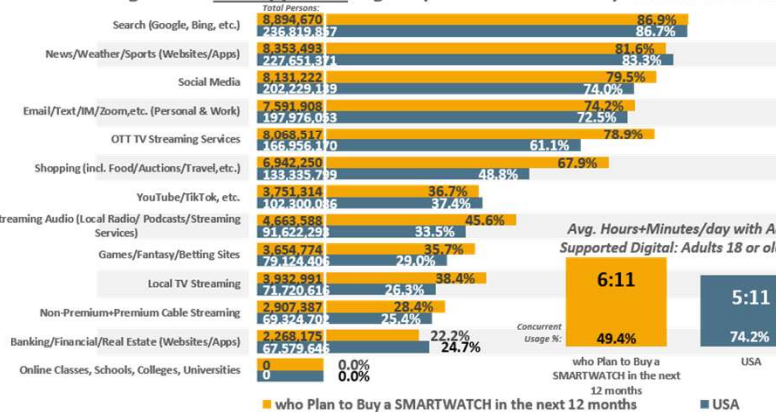
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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



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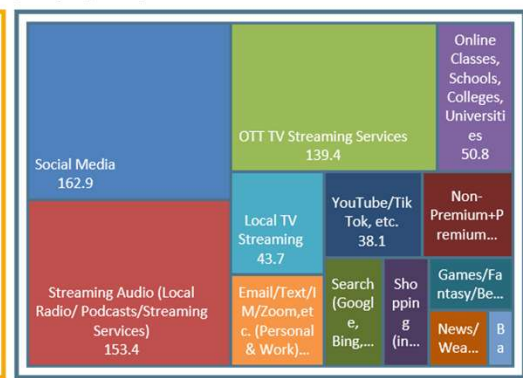
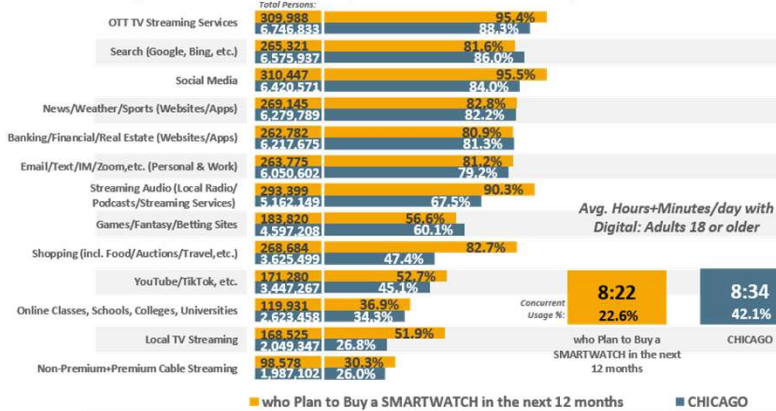
Items/services HHLD plans to buy in next 12 months (HHLD): Smartwatch



269,118 or 82.8% of Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months use Ad-Supported Social Media for an average of 158.2 minutes every day representing 26.4% of all time spent daily with Ad-Supported Digital Media.

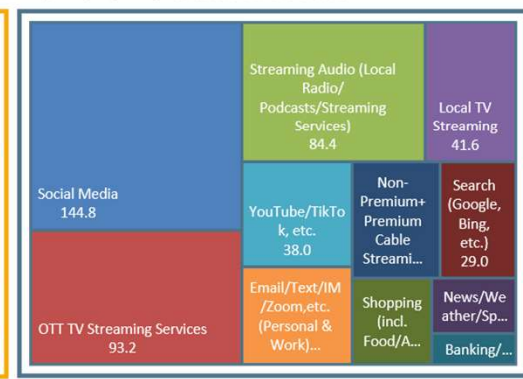
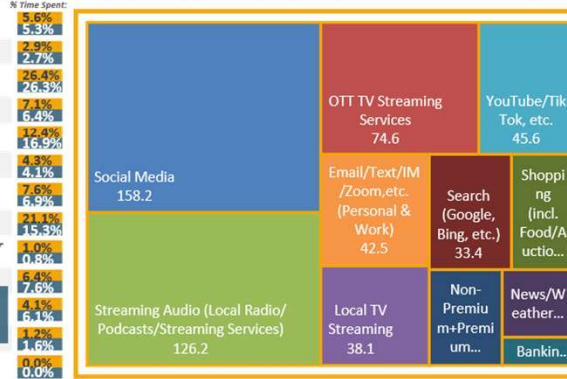
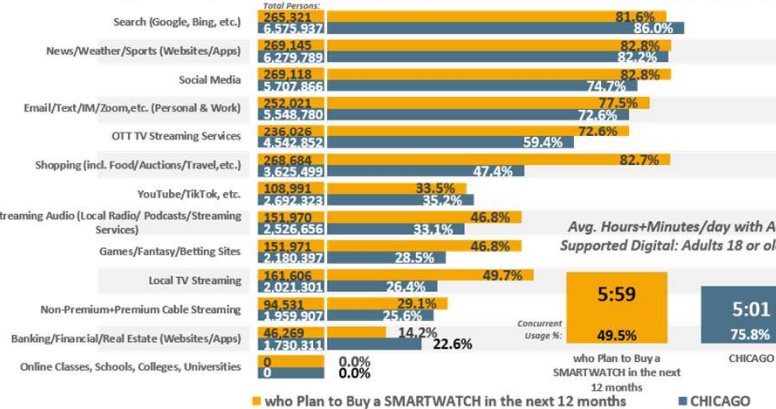
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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

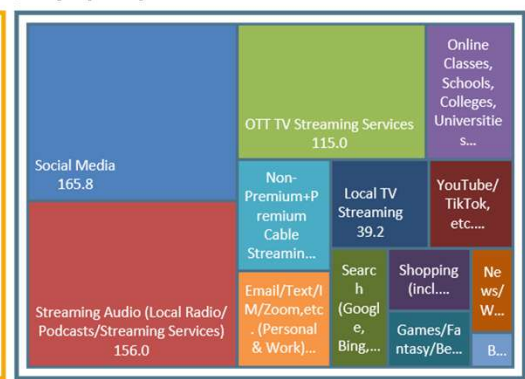
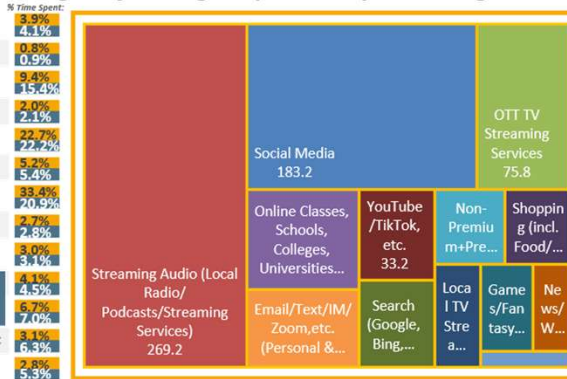
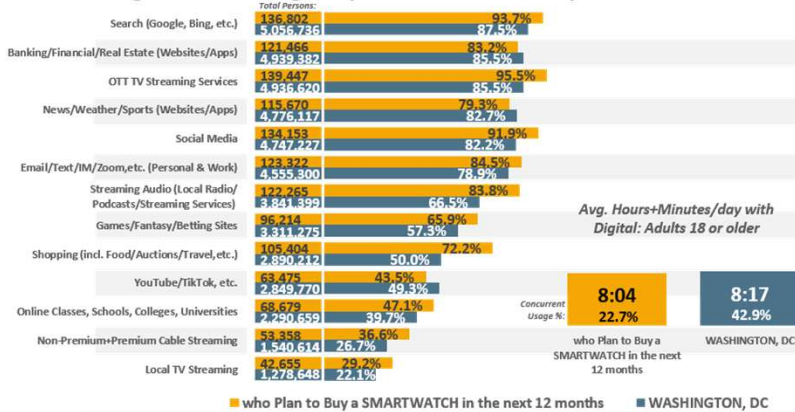




131,042 or 89.8% of Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months use Ad-Supported Social Media for an average of 179. minutes every day representing 30.4% of all time spent daily with Ad-Supported Digital Media.

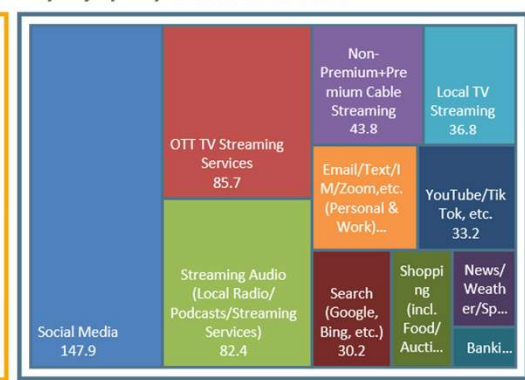
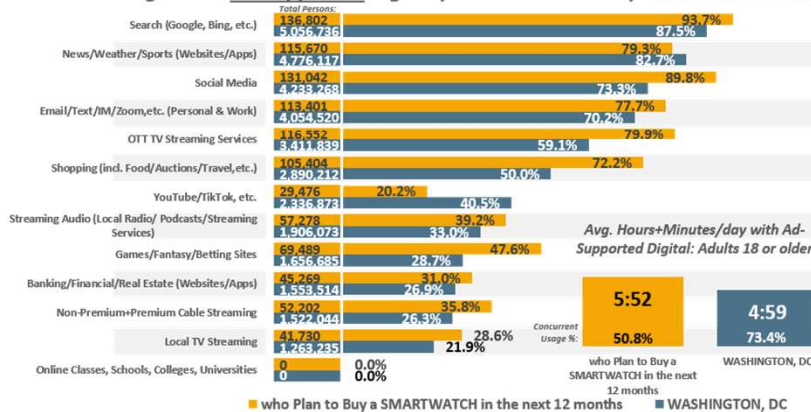
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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

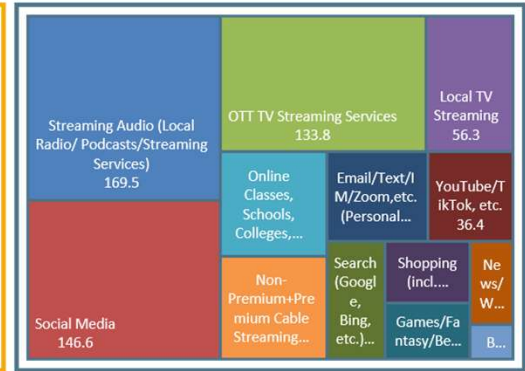
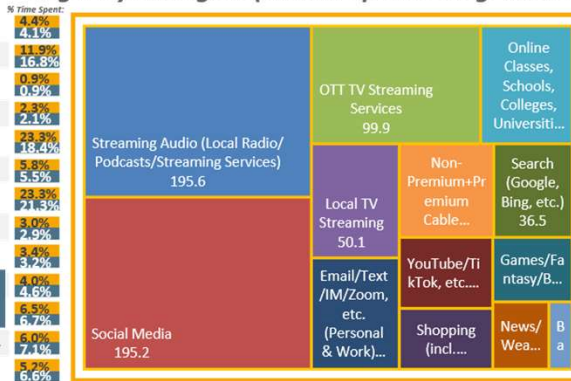
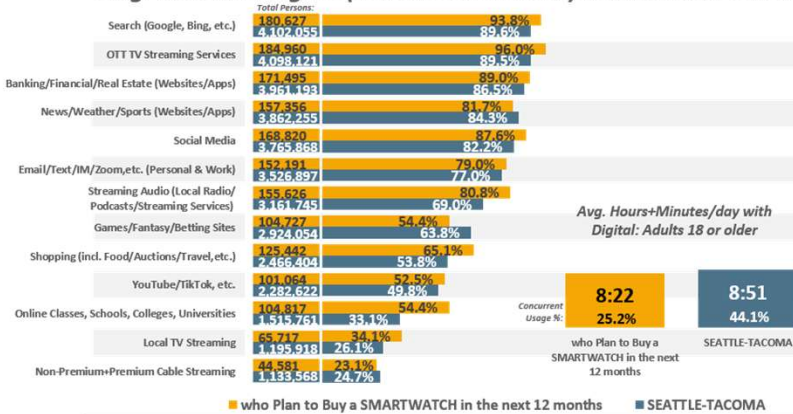




141,363 or 73.4% of Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months use Ad-Supported Social Media for an average of 163.4 minutes every day representing 26.7% of all time spent daily with Ad-Supported Digital Media.

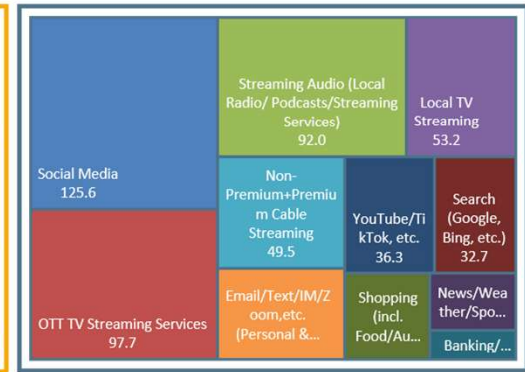
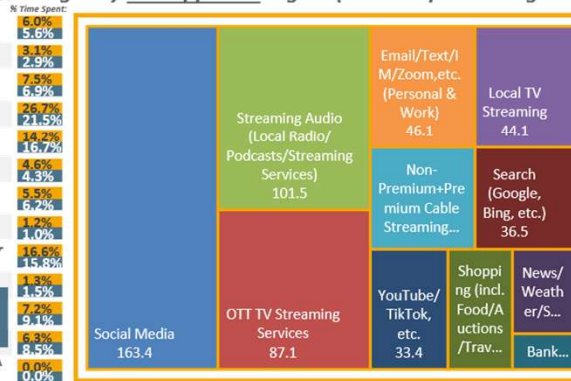
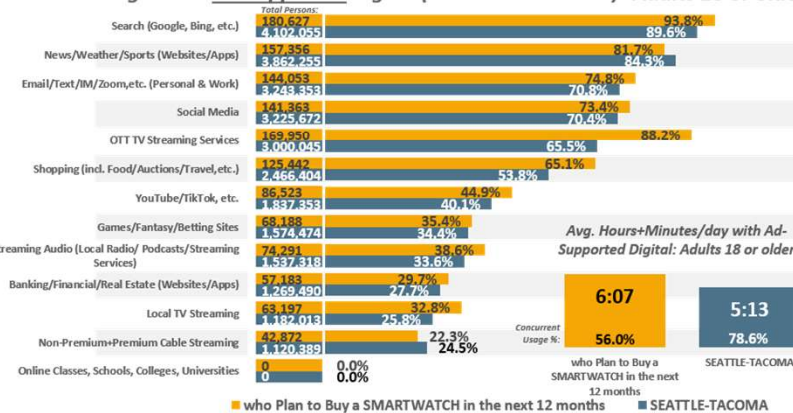
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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

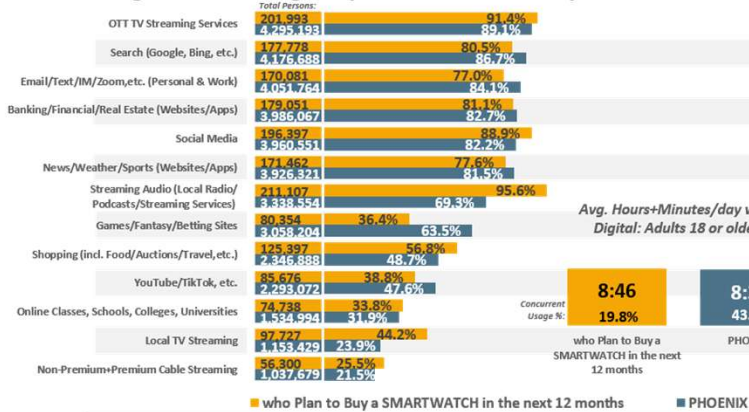




176,991 or 80.1% of Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months use Ad-Supported Social Media for an average of 190.2 minutes every day representing 30.9% of all time spent daily with Ad-Supported Digital Media.

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

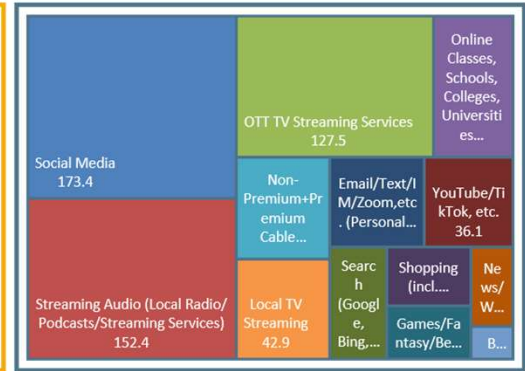
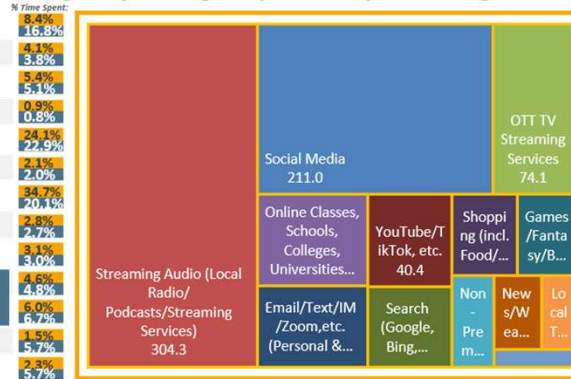
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

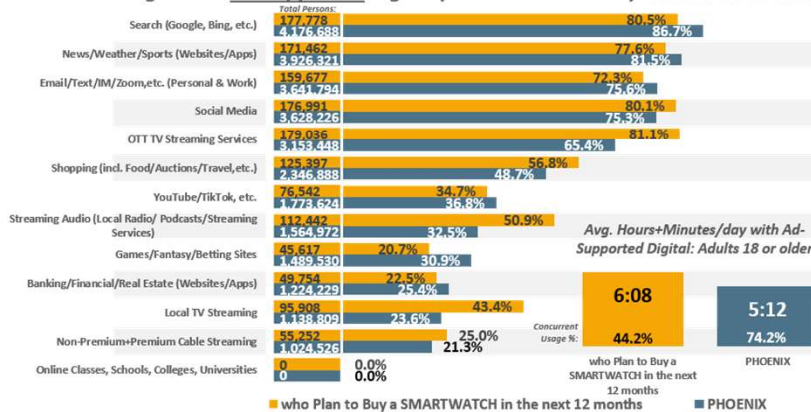
8:46
19.8%
who Plan to Buy a SMARTWATCH in the next 12 months

8:33
43.3%
PHOENIX



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

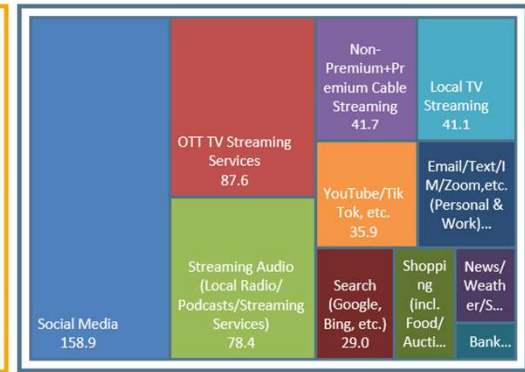
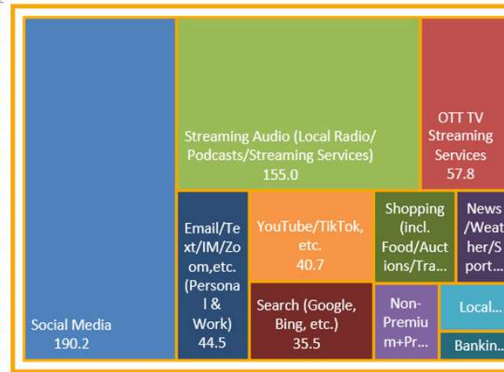
Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

6:08
44.2%
who Plan to Buy a SMARTWATCH in the next 12 months

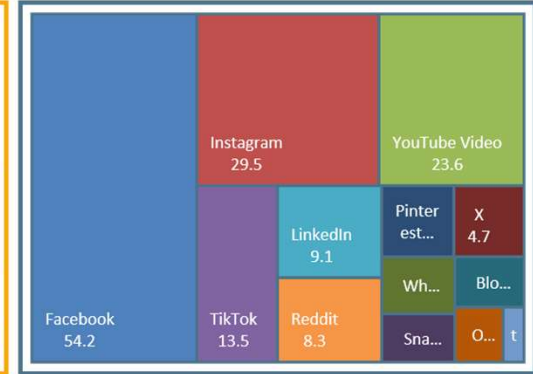
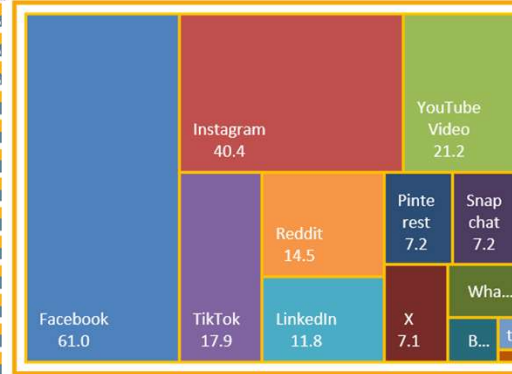
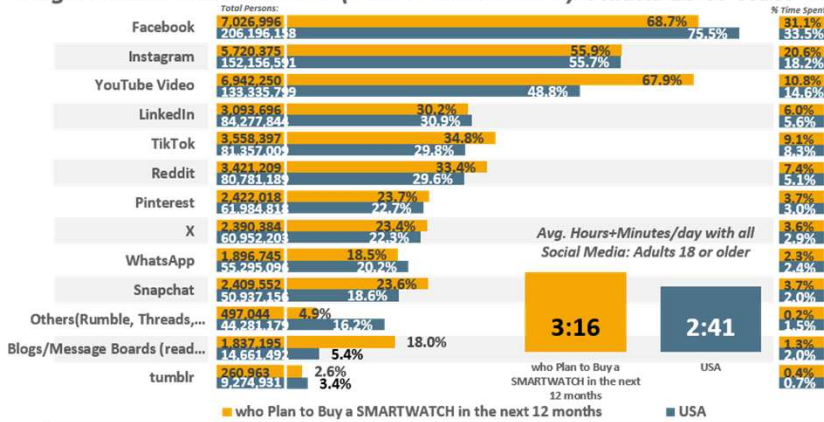
5:12
74.2%
PHOENIX



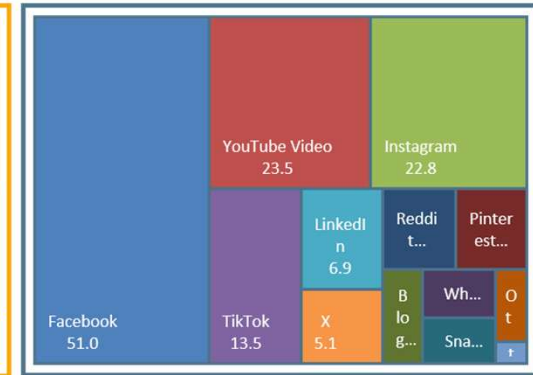
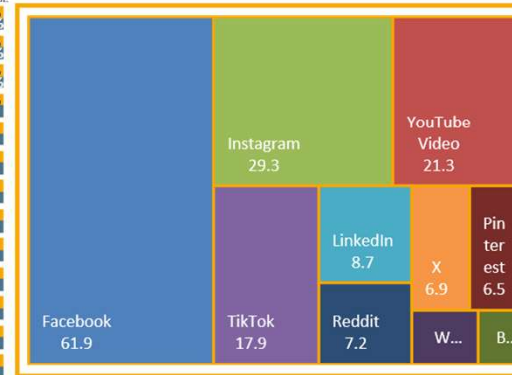
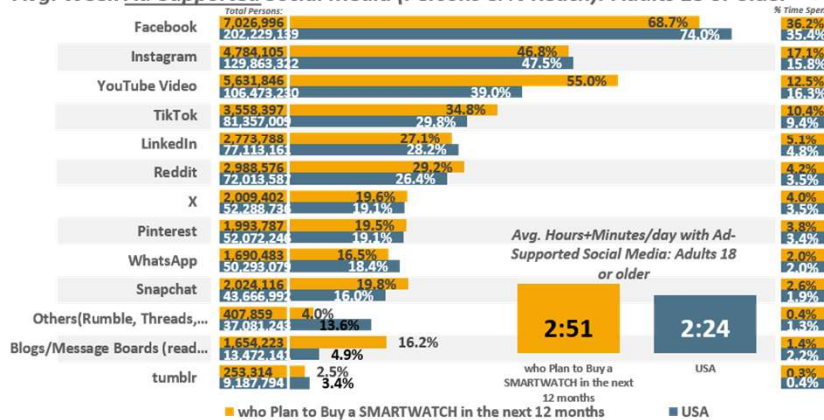


7,026,996 or 68.7% of Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months use Ad-Supported Facebook for an average of 61.9 minutes every day representing 36.2% of all time spent daily with Ad-Supported Social Media.

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



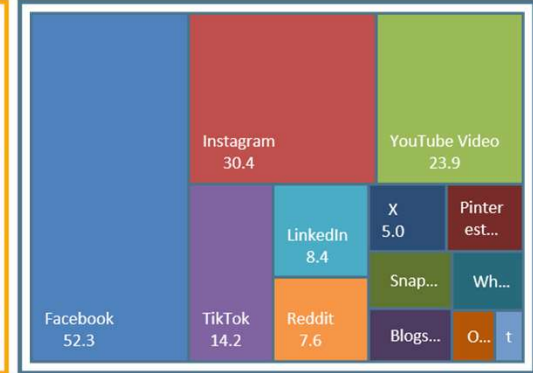
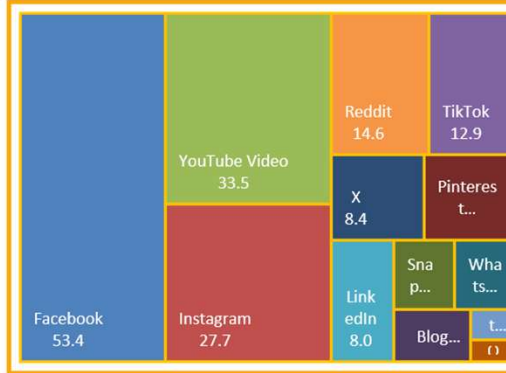
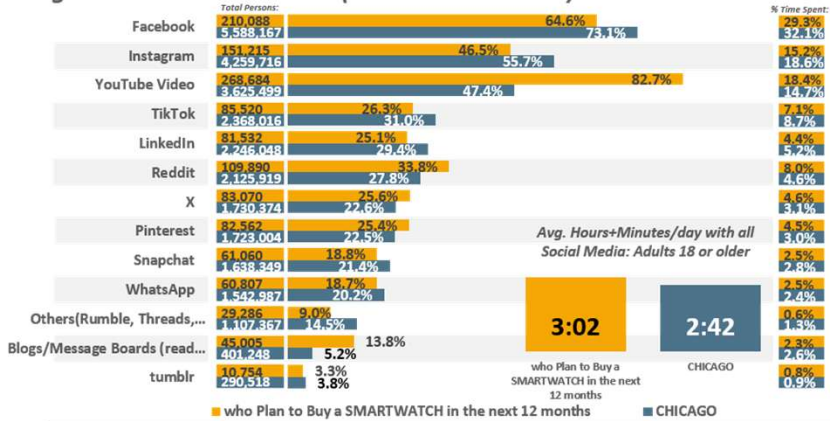
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



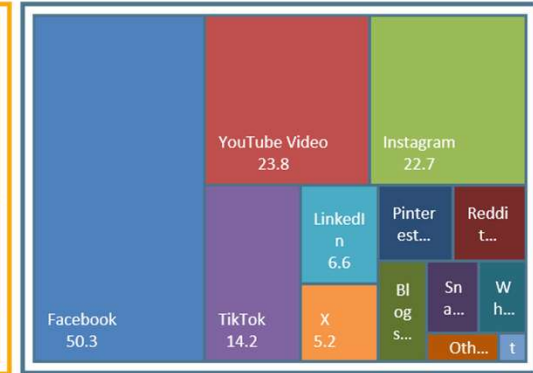
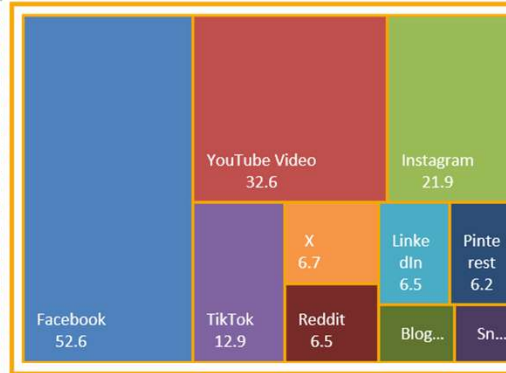
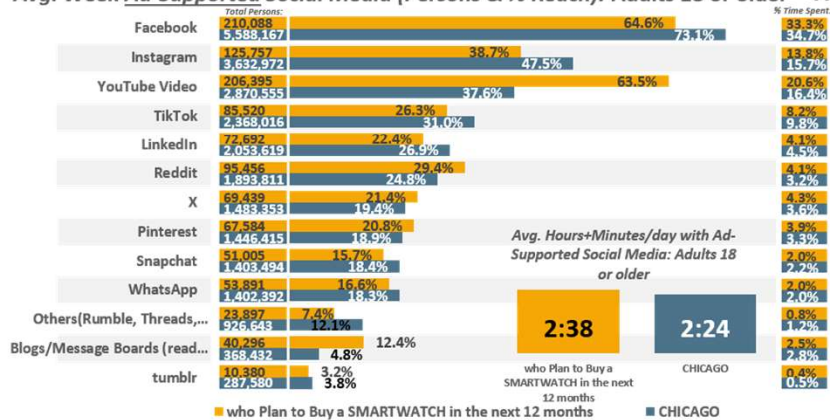


210,088 or 64.6% of Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months use Ad-Supported Facebook for an average of 52.6 minutes every day representing 33.3% of all time spent daily with Ad-Supported Social Media.

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**



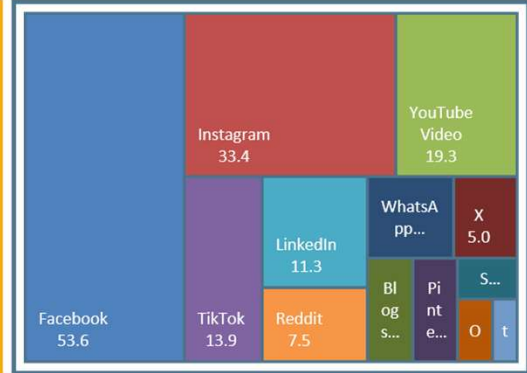
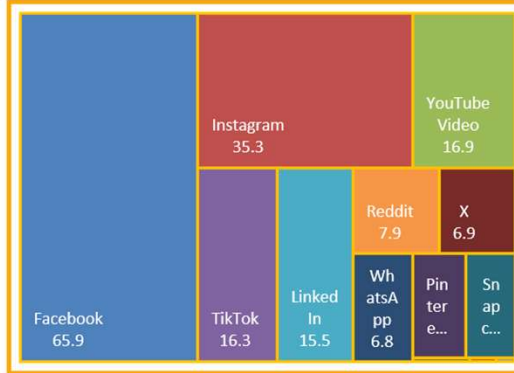
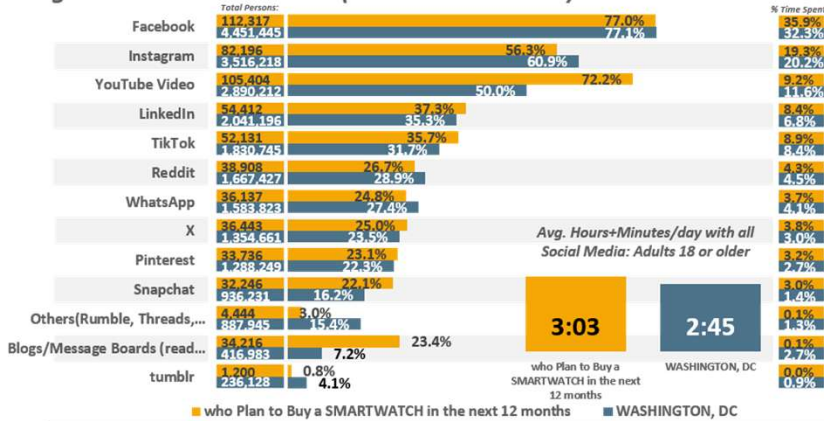
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



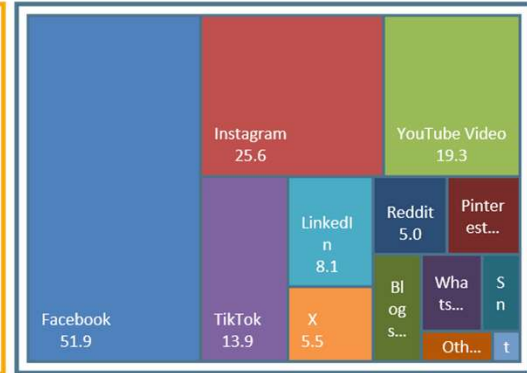
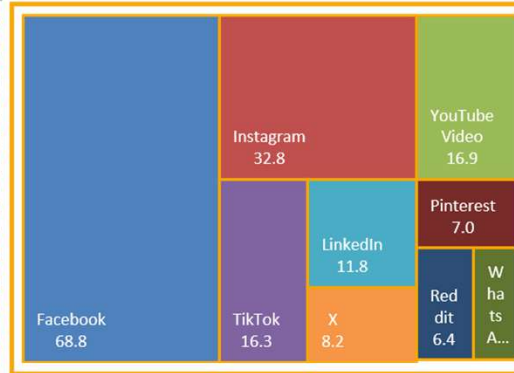
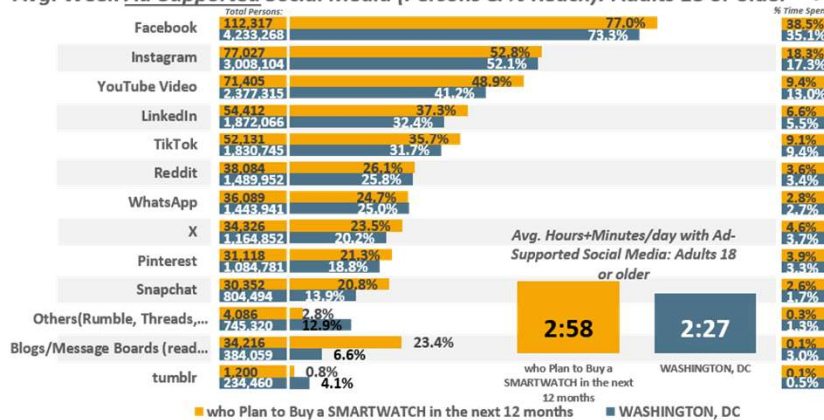


112,317 or 77.% of Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months use Ad-Supported Facebook for an average of 68.8 minutes every day representing 38.5% of all time spent daily with Ad-Supported Social Media.

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



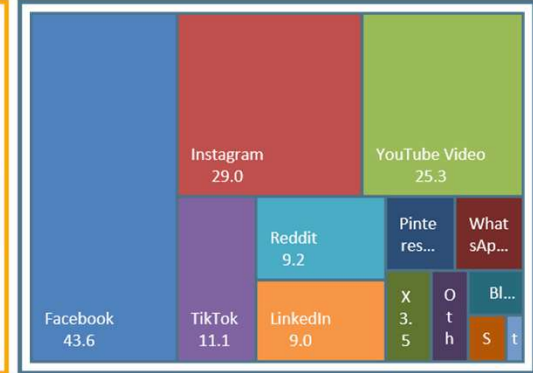
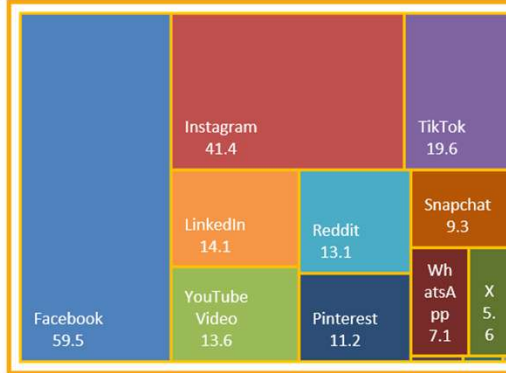
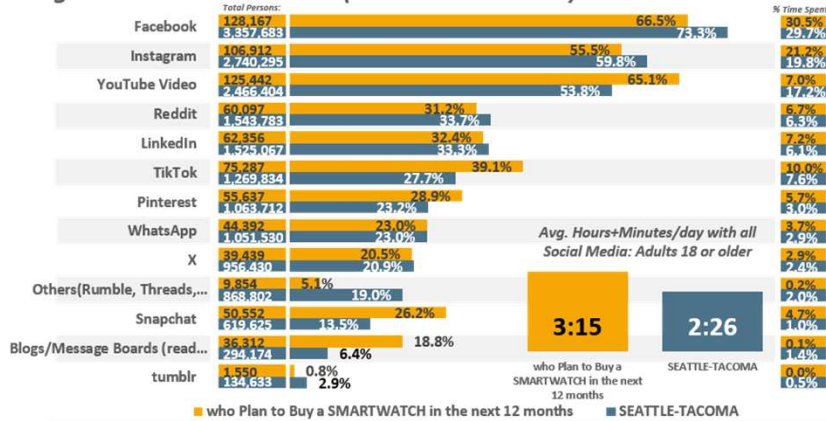
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



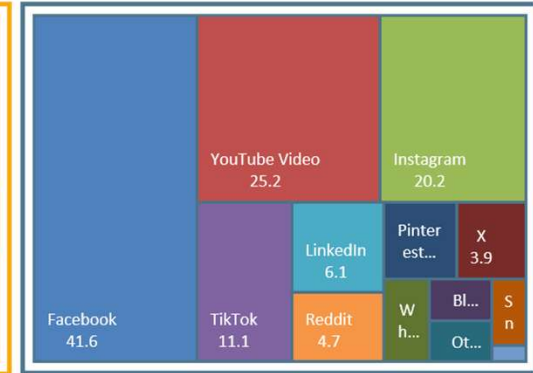
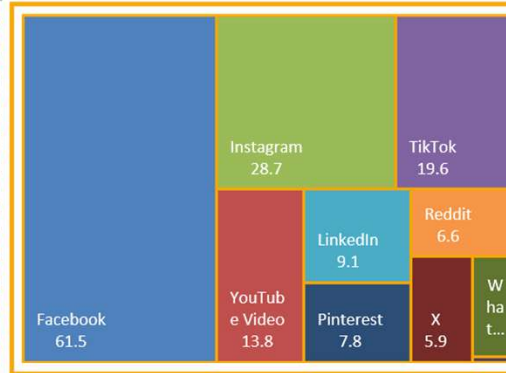
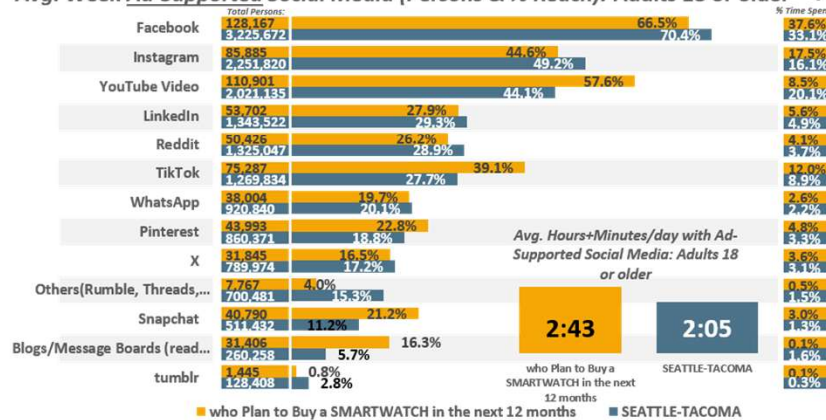


128,167 or 66.5% of Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months use Ad-Supported Facebook for an average of 61.5 minutes every day representing 37.6% of all time spent daily with Ad-Supported Social Media.

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



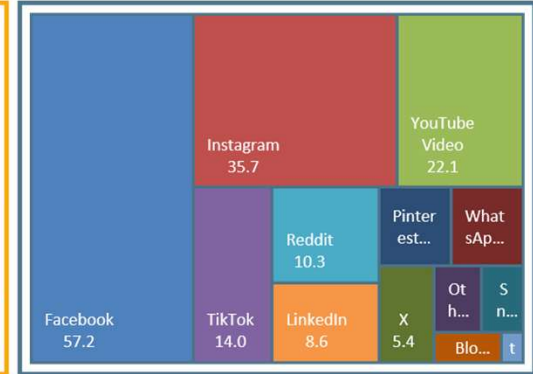
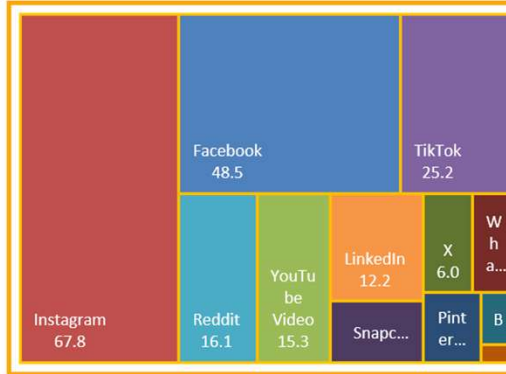
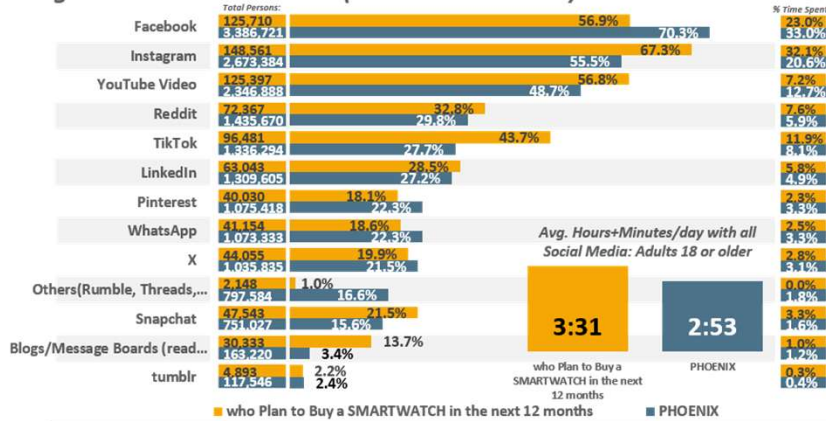
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



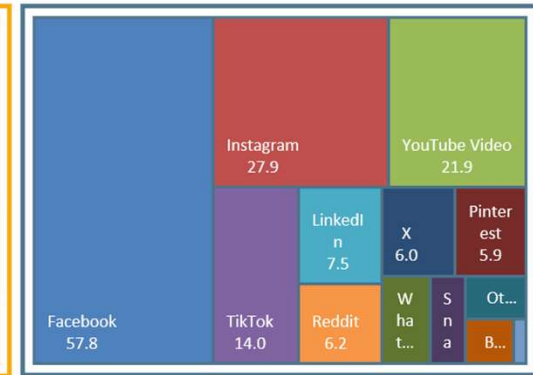
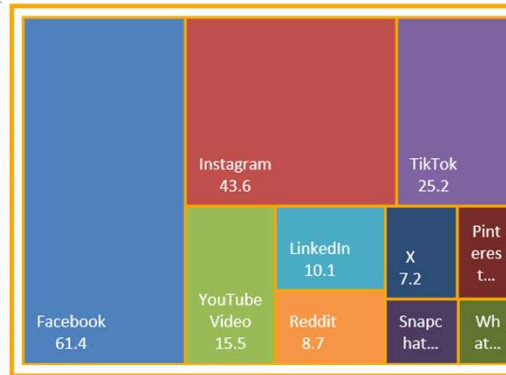
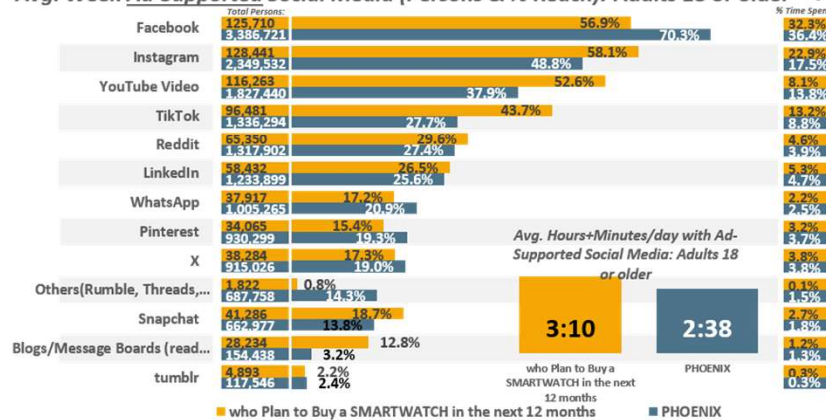


125,710 or 56.9% of Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months use Ad-Supported Facebook for an average of 61.4 minutes every day representing 32.3% of all time spent daily with Ad-Supported Social Media.

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**



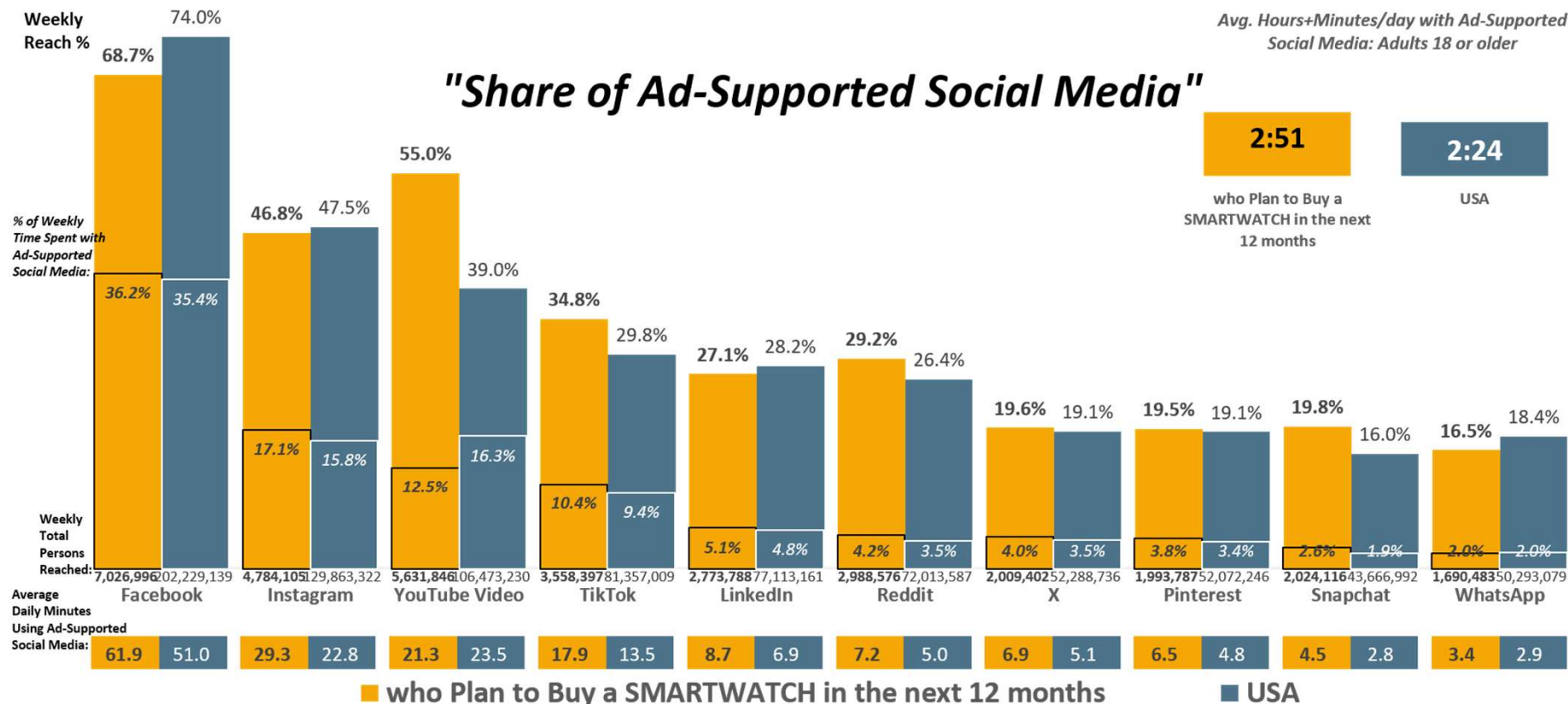
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





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

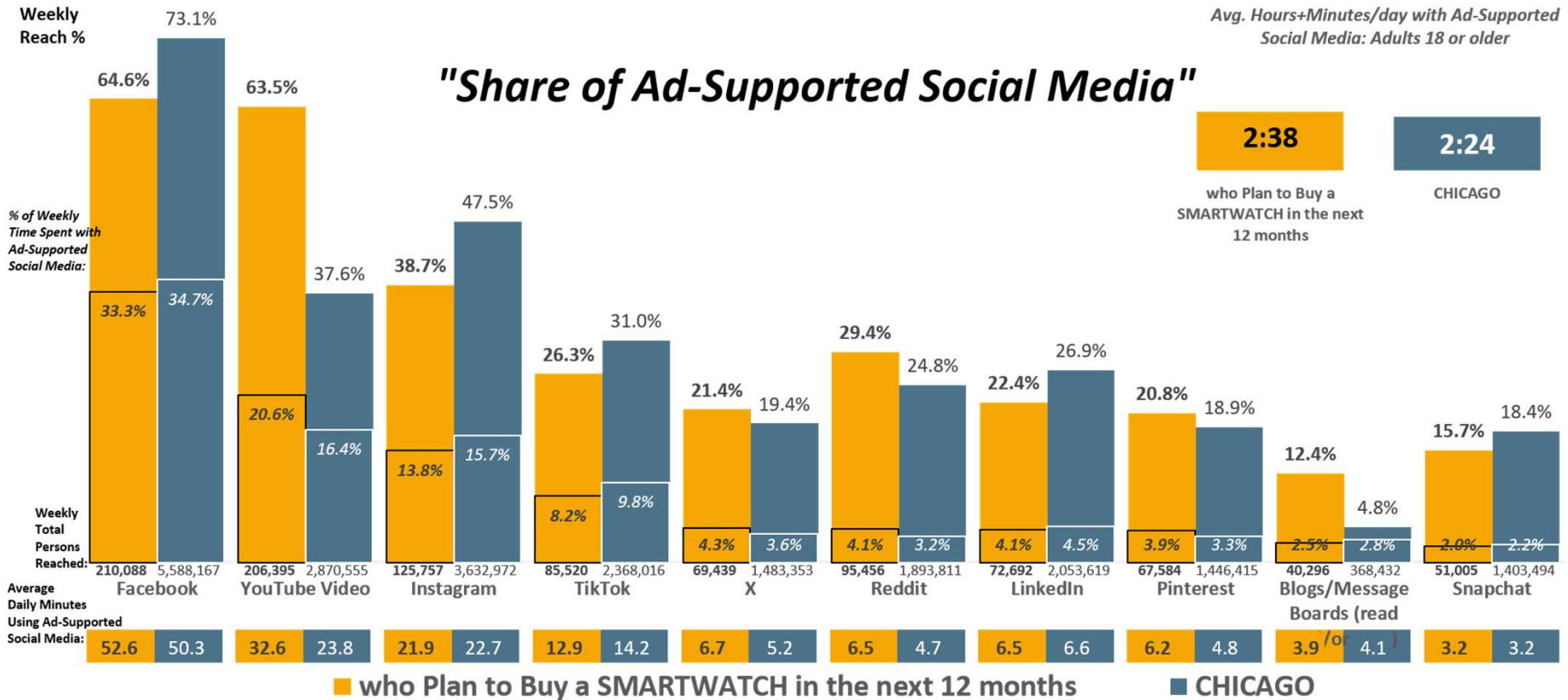
"Share of Ad-Supported Social Media"





210,088 or 64.6% of Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months use Ad-Supported Facebook for an average of 52.6 minutes every day representing 33.3% of all time spent daily with Ad-Supported Social Media.

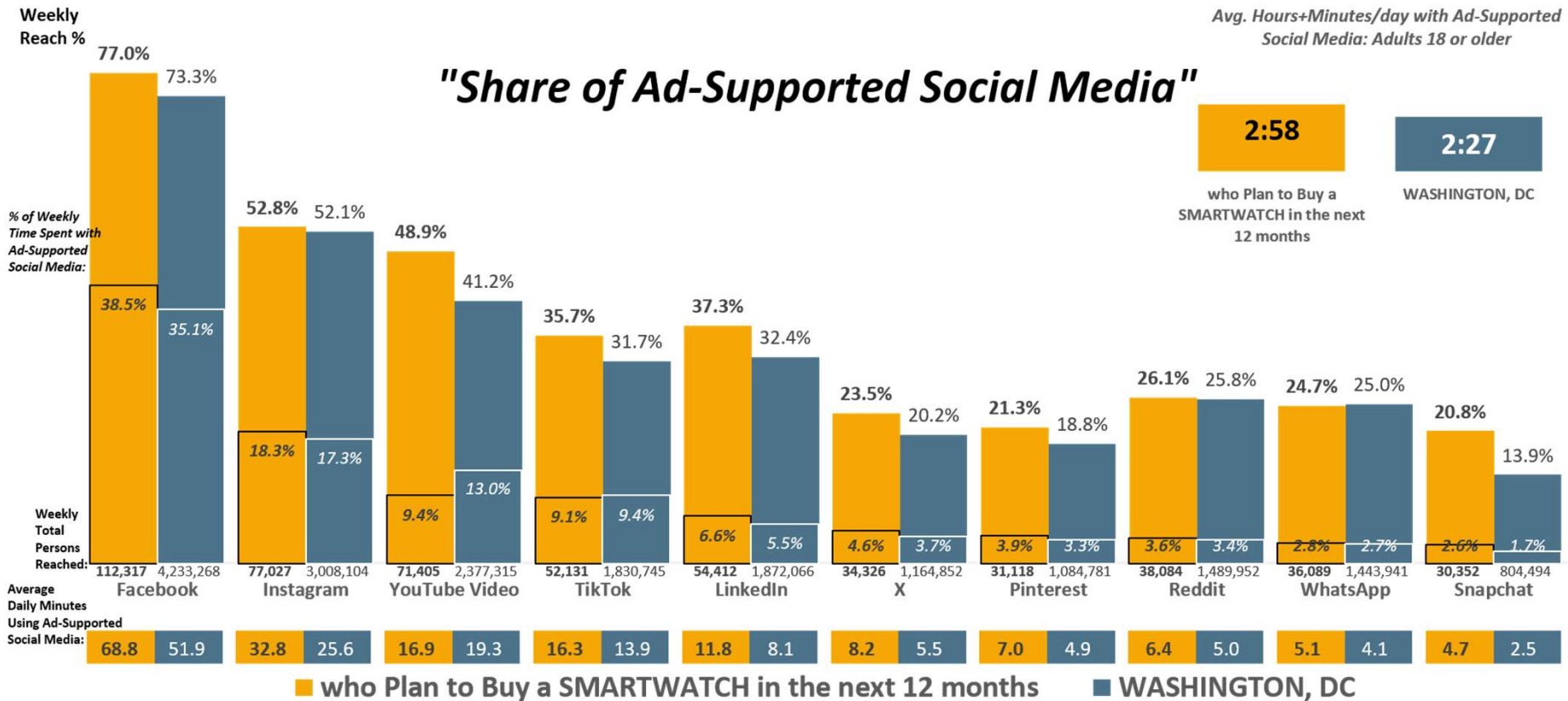
"Share of Ad-Supported Social Media"





112,317 or 77.% of Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months use Ad-Supported Facebook for an average of 68.8 minutes every day representing 38.5% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



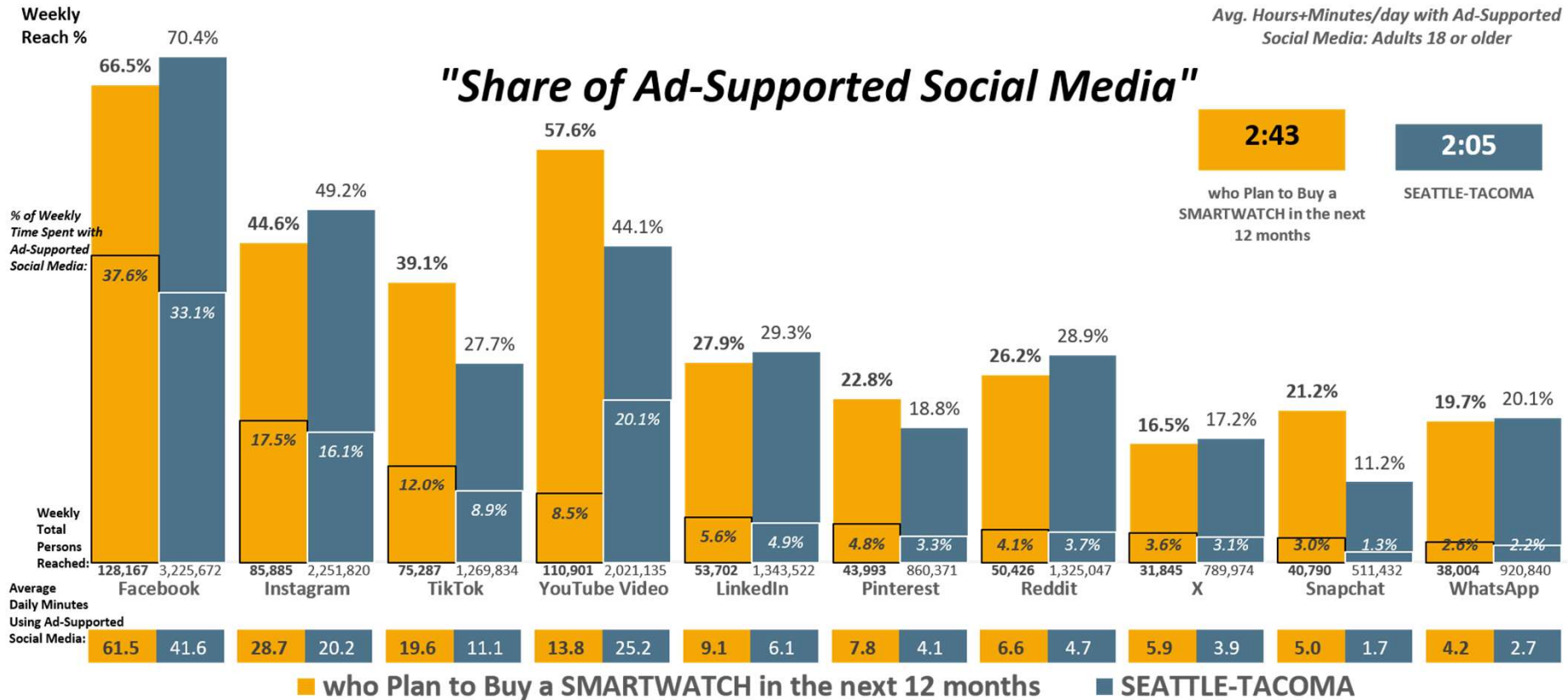
WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 179 WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 5,703
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Items/services HHLD plans to buy in next 12 months (HHLD): Smartwatch

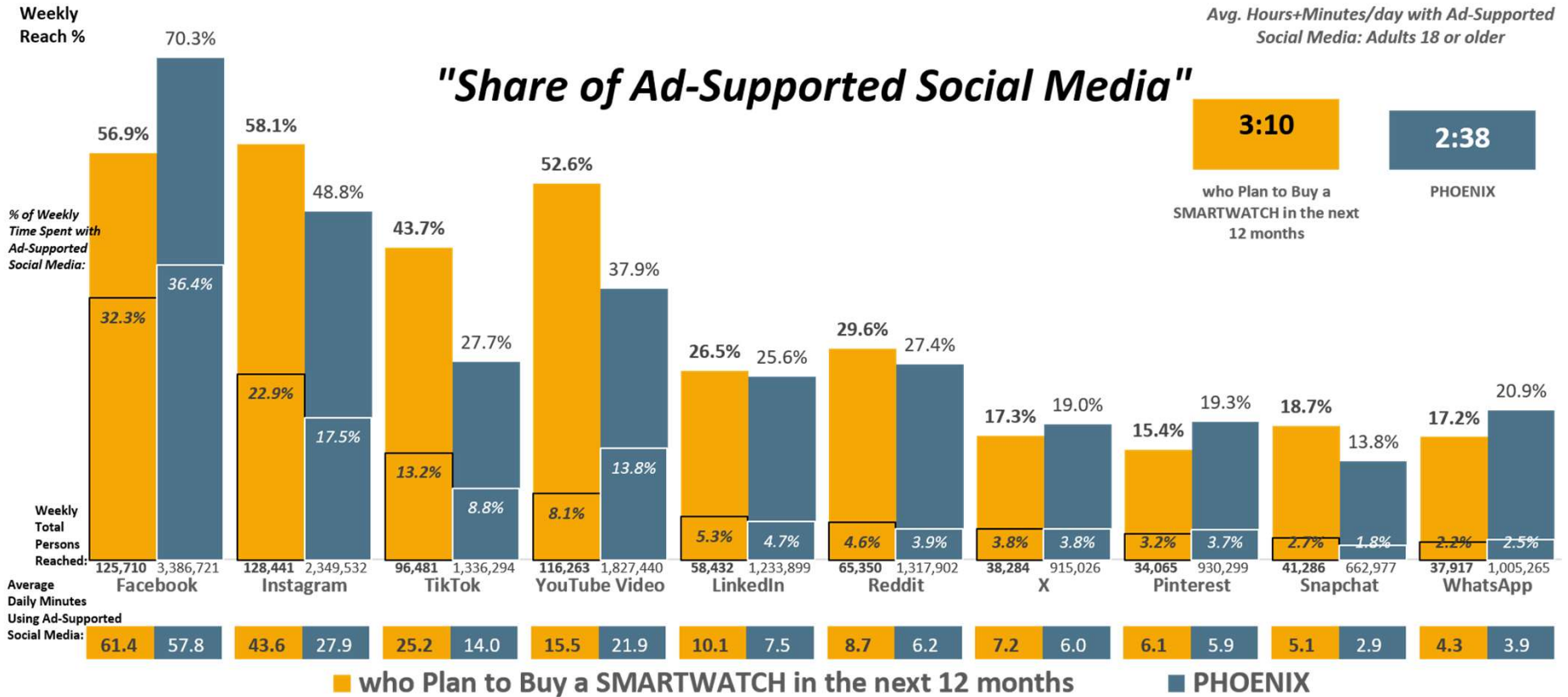


128,167 or 66.5% of Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months use Ad-Supported Facebook for an average of 61.5 minutes every day representing 37.6% of all time spent daily with Ad-Supported Social Media.





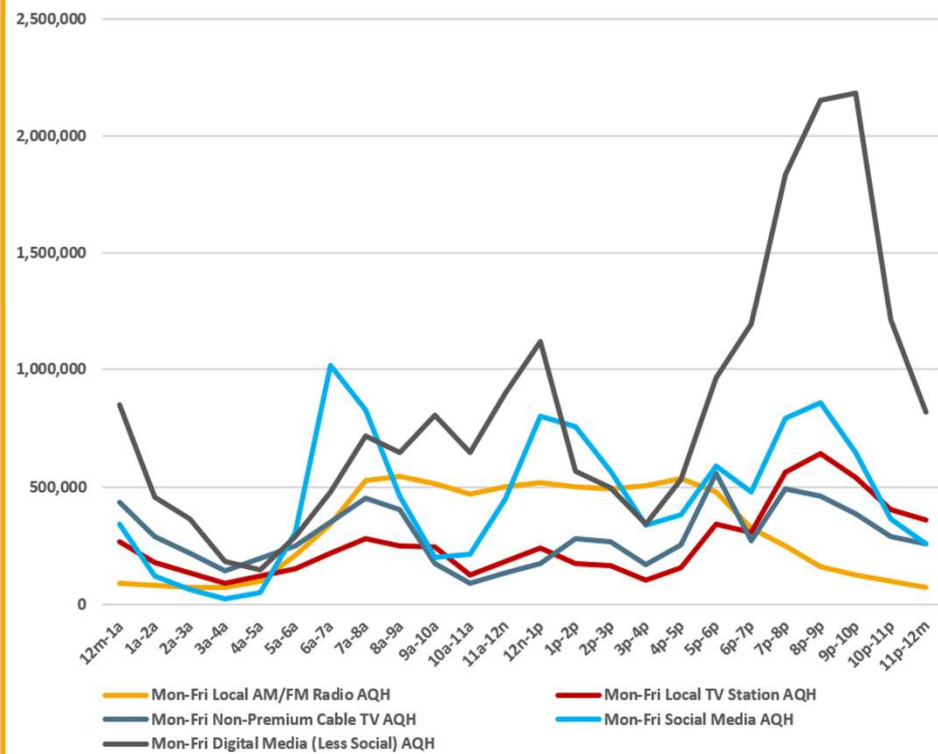
125,710 or 56.9% of Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months use Ad-Supported Facebook for an average of 61.4 minutes every day representing 32.3% of all time spent daily with Ad-Supported Social Media.



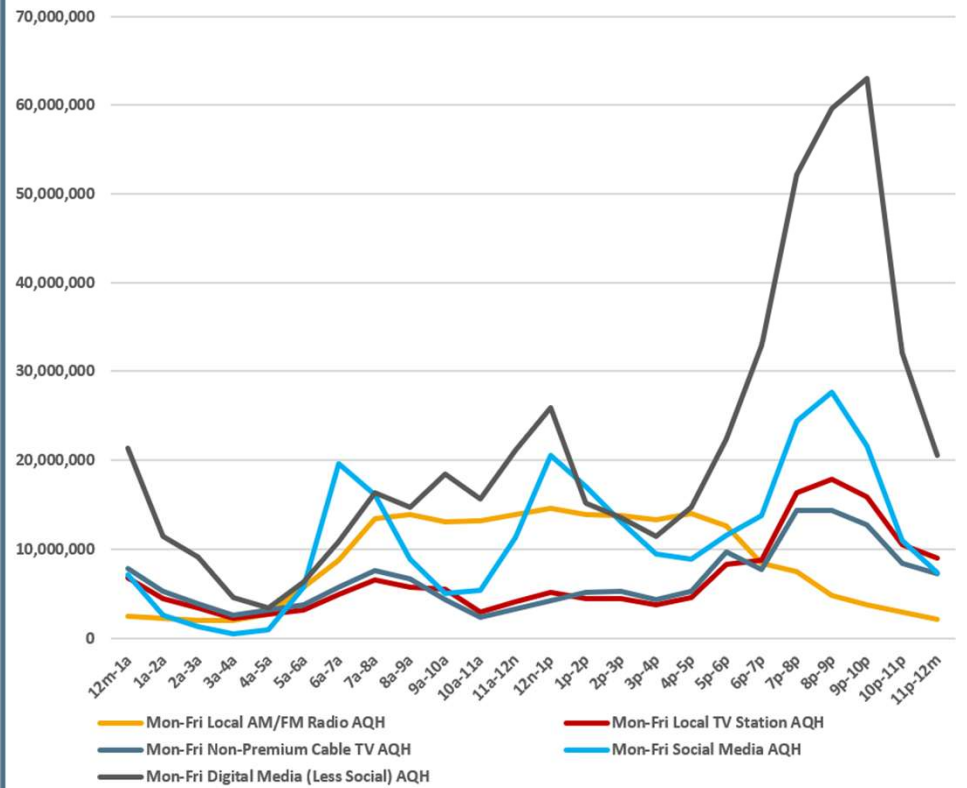


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 723,404;
Social Media: 544,095; Local Radio: 480,783; Non-Prem. Cable: 275,066; Local TV: 214,832
reaching Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12

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



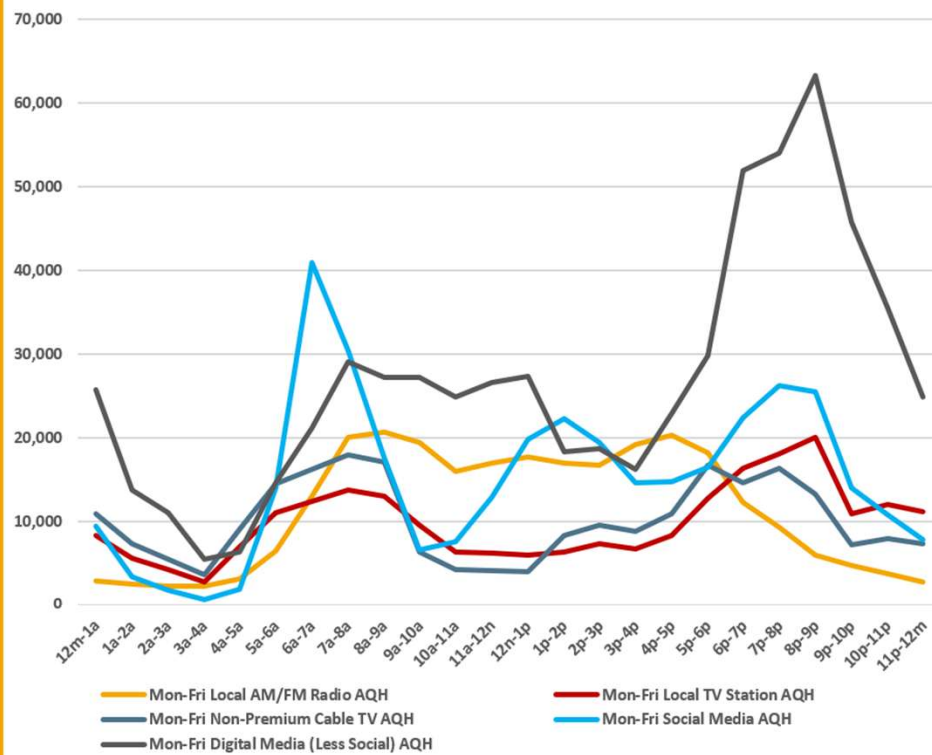
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA Metro Area Adults 18 or older



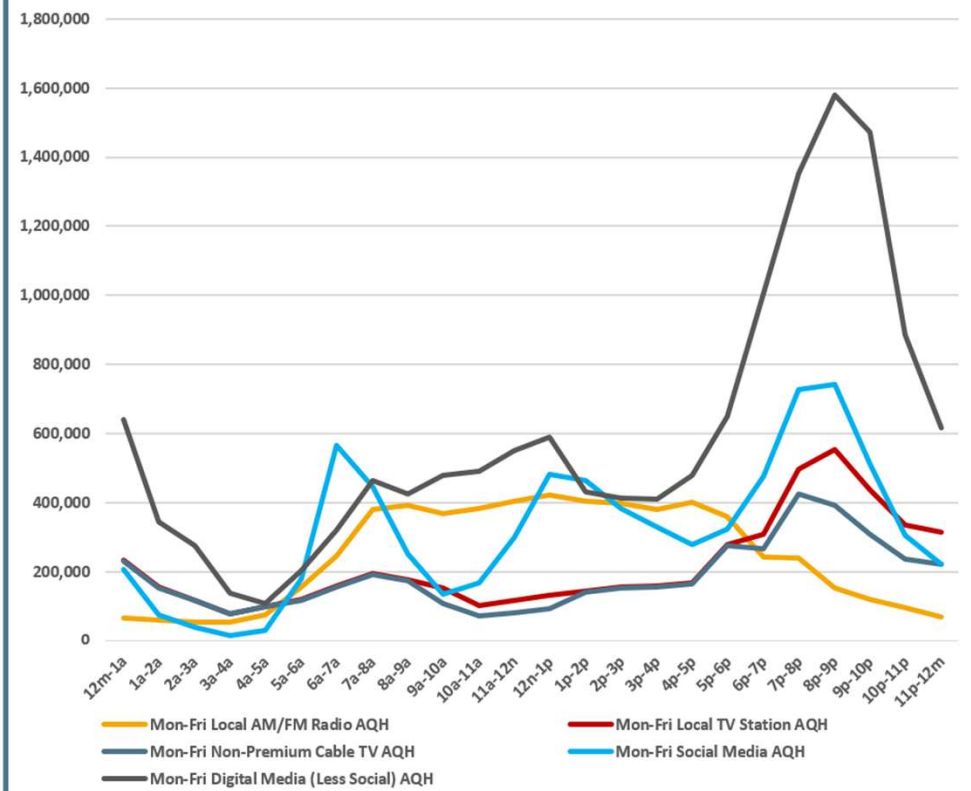


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 26,254;
Social Media: 18,870; Local Radio: 17,474; Non-Prem. Cable: 10,657; Local TV: 9,592
reaching Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months

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



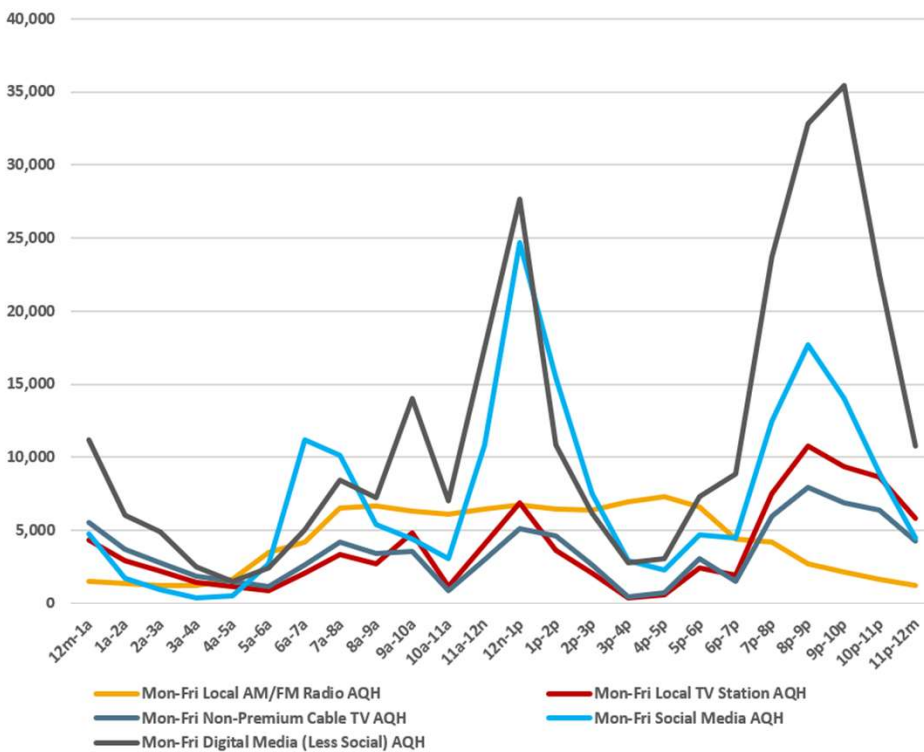
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
CHICAGO Metro Area Adults 18 or older



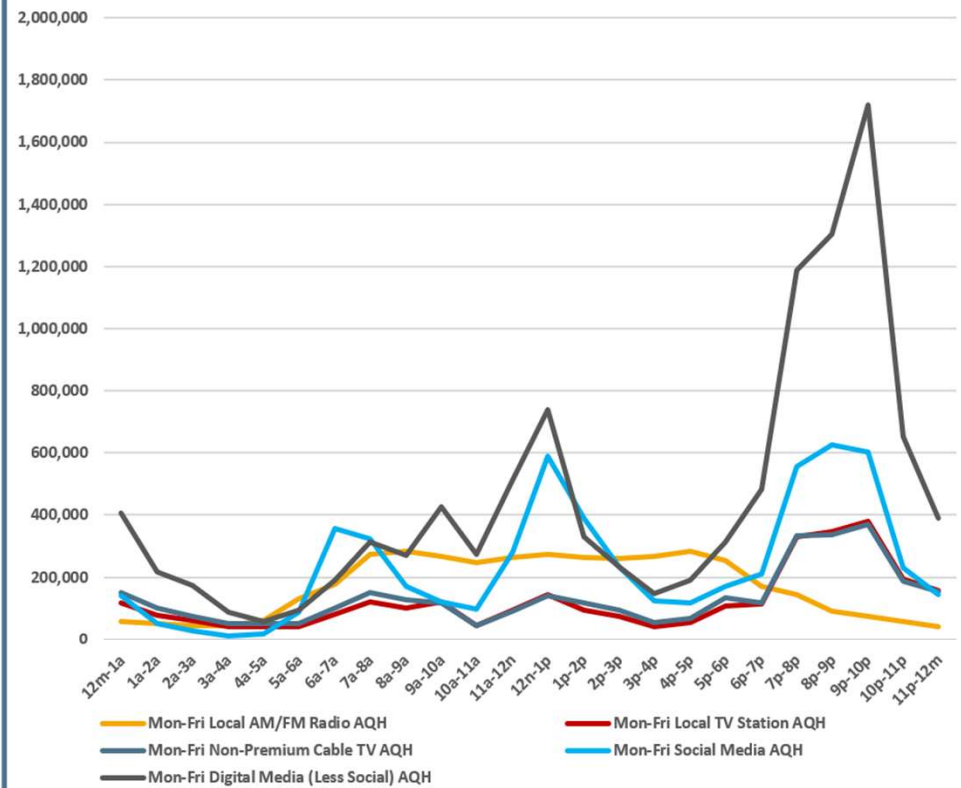


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 9,680;
Social Media: 8,238; Local Radio: 6,243; Local TV: 2,771; Non-Prem. Cable: 2,752 reaching
Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months.

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



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



WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 179
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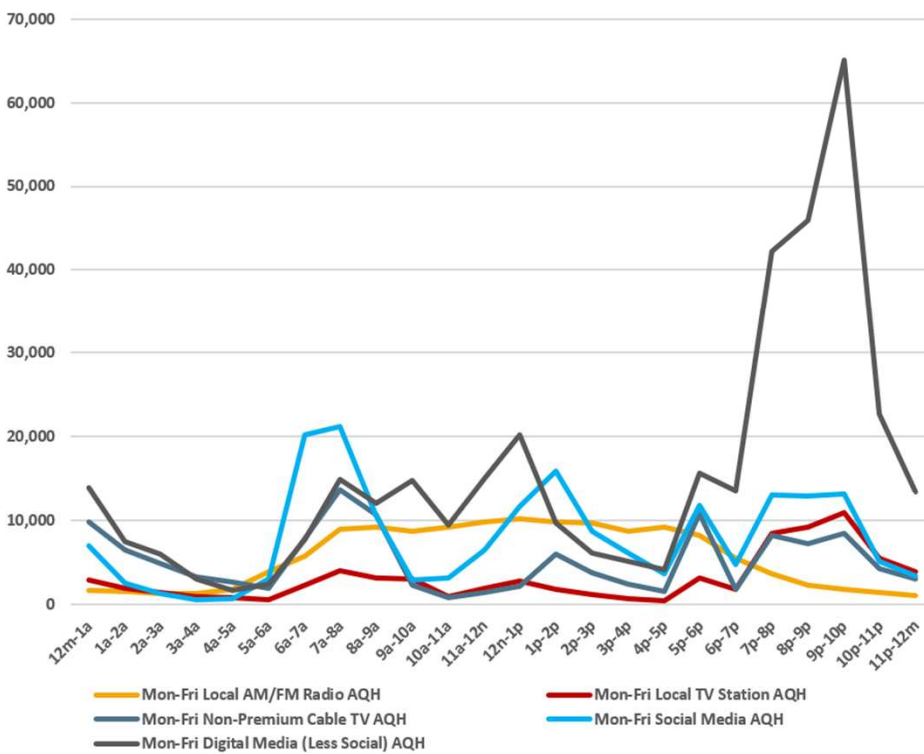
soefa.ai Share of Everything
for Anything.

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

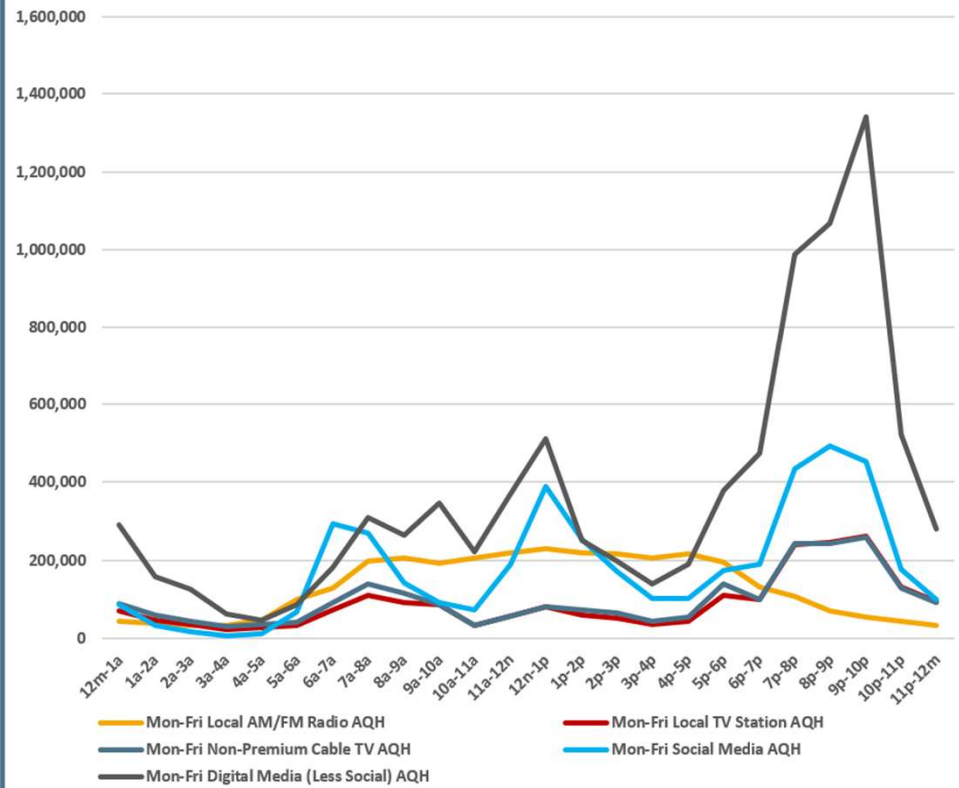


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 11,381;
Social Media: 9,768; Local Radio: 8,658; Non-Prem. Cable: 5,006; Local TV: 2,088 reaching
Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months.

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



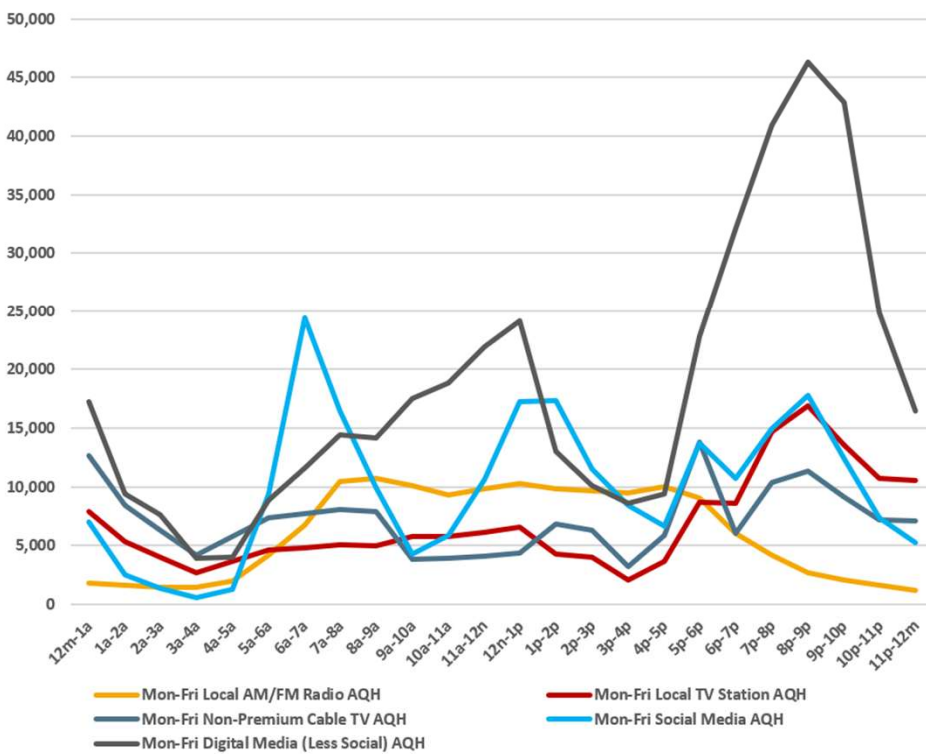
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
SEATTLE-TACOMA Metro Area Adults 18 or older



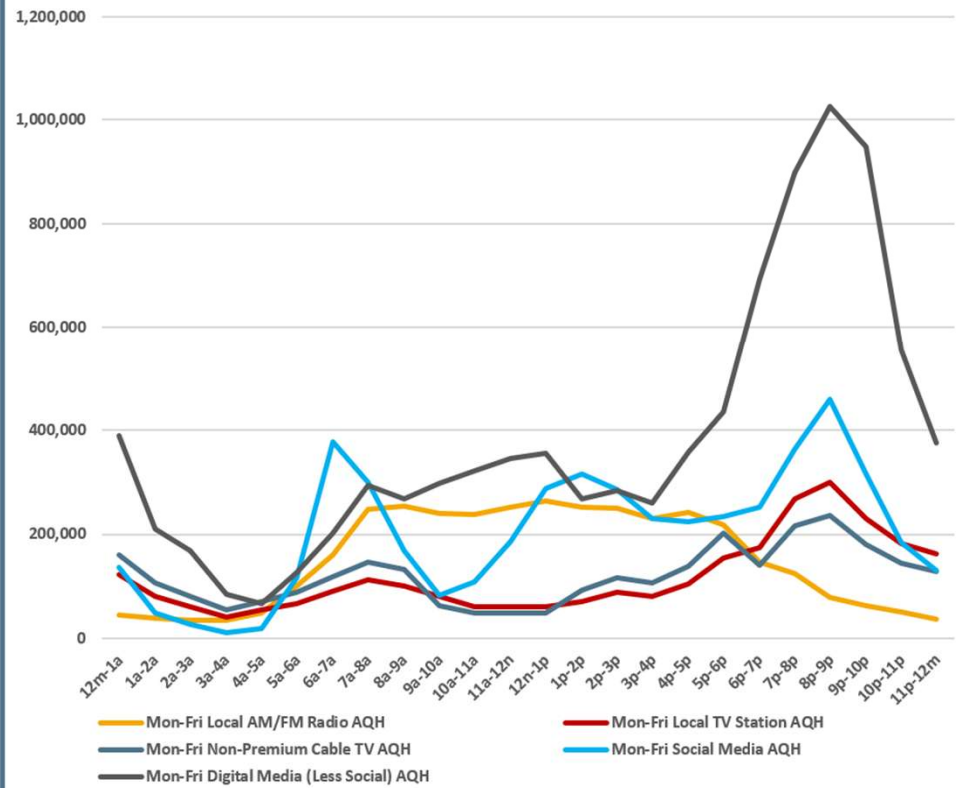


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 16,802;
Social Media: 12,100; Local Radio: 9,348; Non-Prem. Cable: 6,307; Local TV: 5,400
reaching Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months.

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



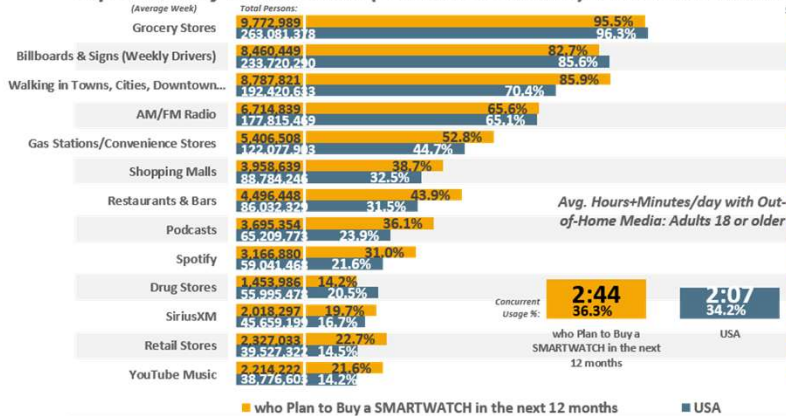
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
PHOENIX Metro Area Adults 18 or older



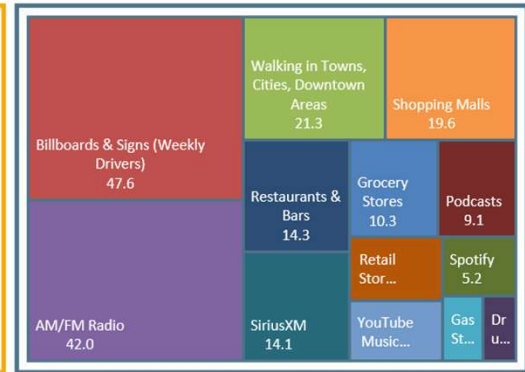
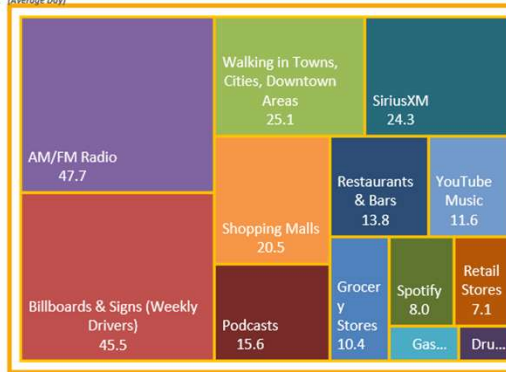


8,460,449 or 82.7% of Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months spend an average of 45.5 minutes per day driving, seeing Billboards and Signs. 61.9% Listen to Local Radio Stations Out-of-Home for an average of 39.5 minutes/day.

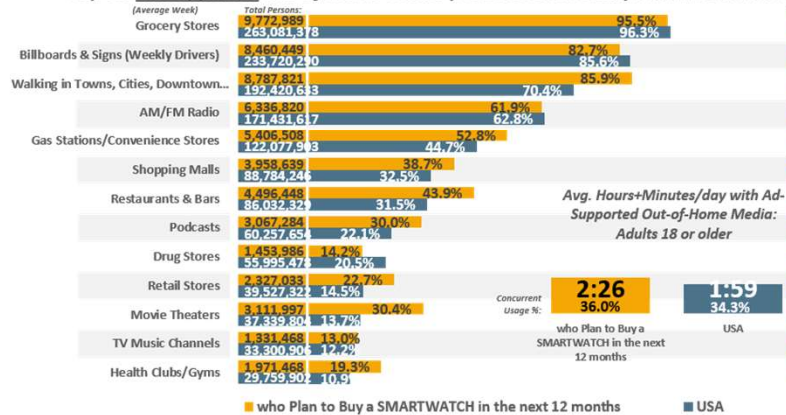
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



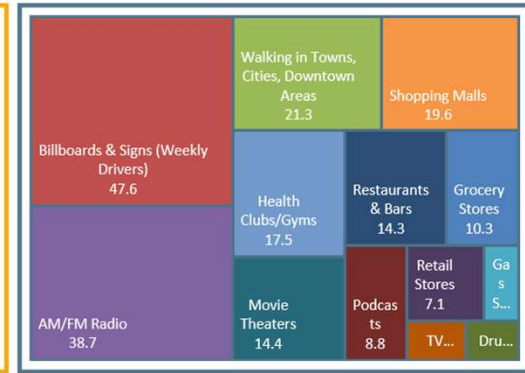
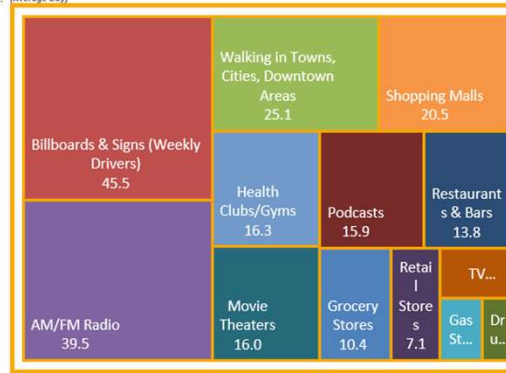
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 879
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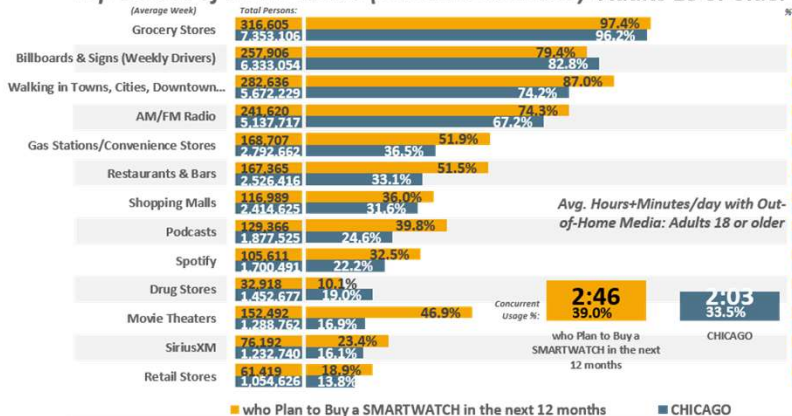
soefa.ai Share of Everything for Anything

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

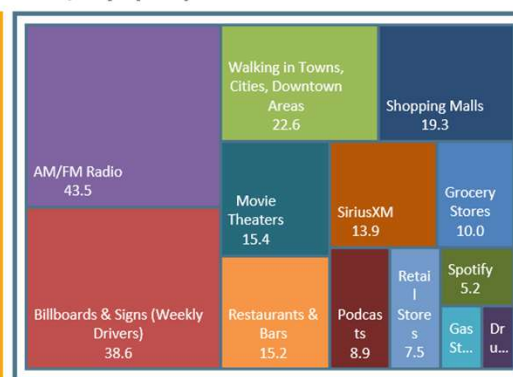


257,906 or 79.4% of Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months spend an average of 35.2 minutes per day driving, seeing Billboards and Signs. 70.1% Listen to Local Radio Stations Out-of-Home for an average of 35.7 minutes/day.

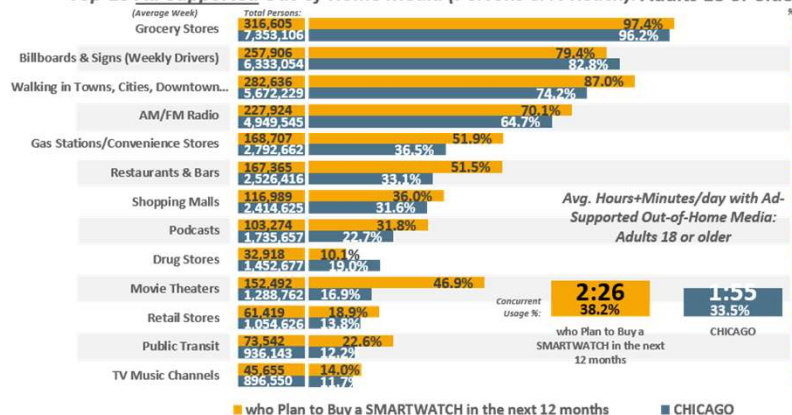
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



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



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



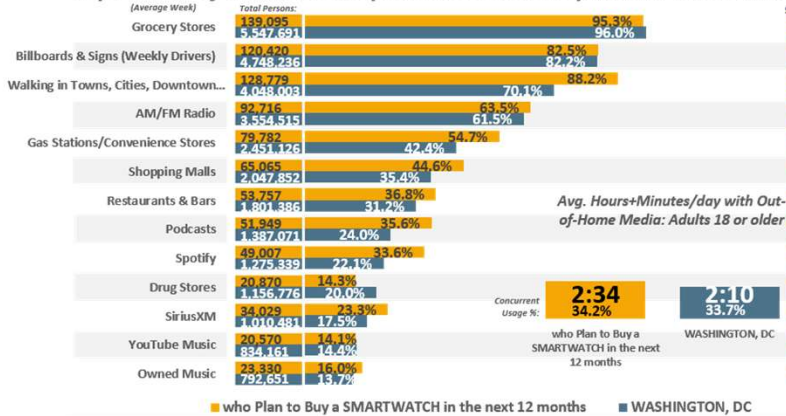
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



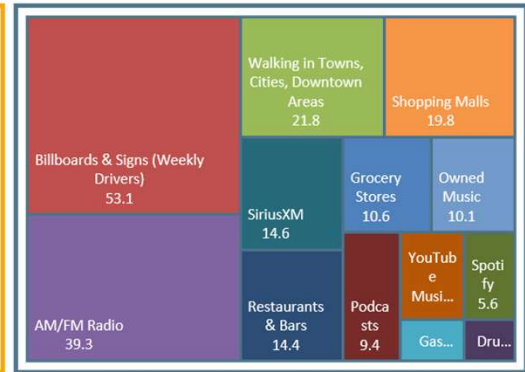
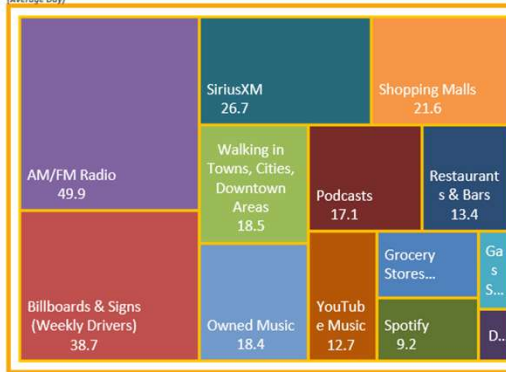


120,420 or 82.5% of Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months spend an average of 38.7 minutes per day driving, seeing Billboards and Signs. 59.3% Listen to Local Radio Stations Out-of-Home for an average of 43.2 minutes/day.

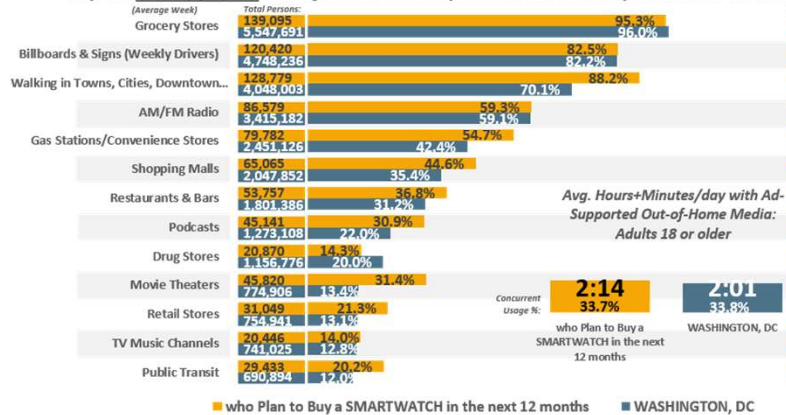
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



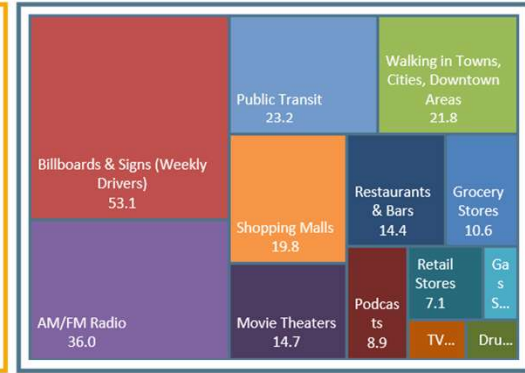
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



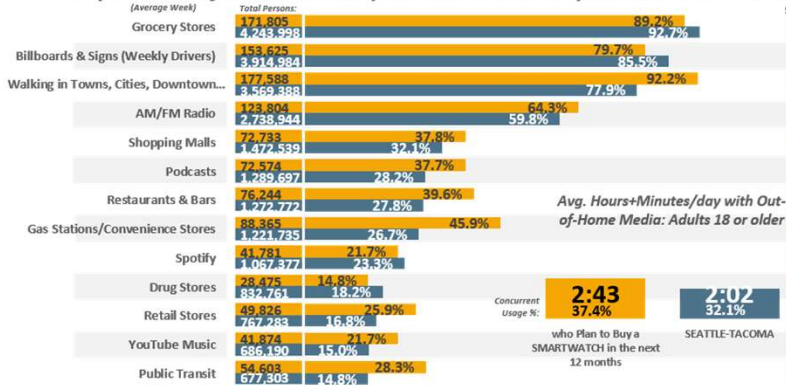
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



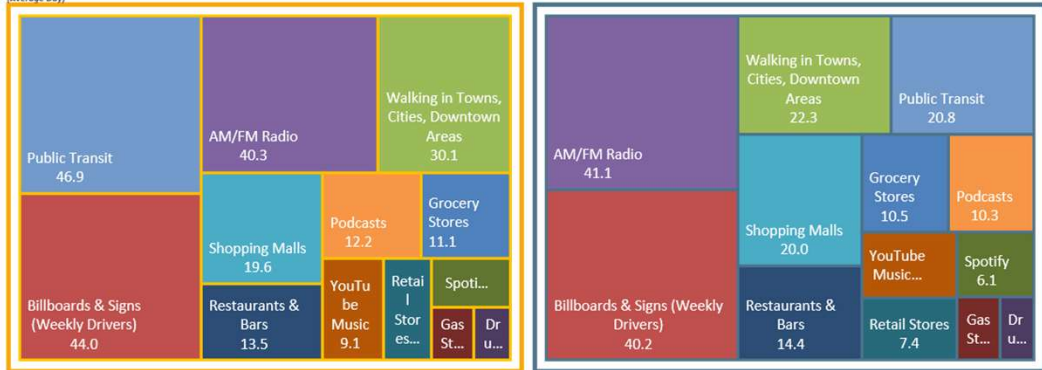


153,625 or 79.7% of Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months spend an average of 44. minutes per day driving, seeing Billboards and Signs. 58.3% Listen to Local Radio Stations Out-of-Home for an average of 31.2 minutes/day.

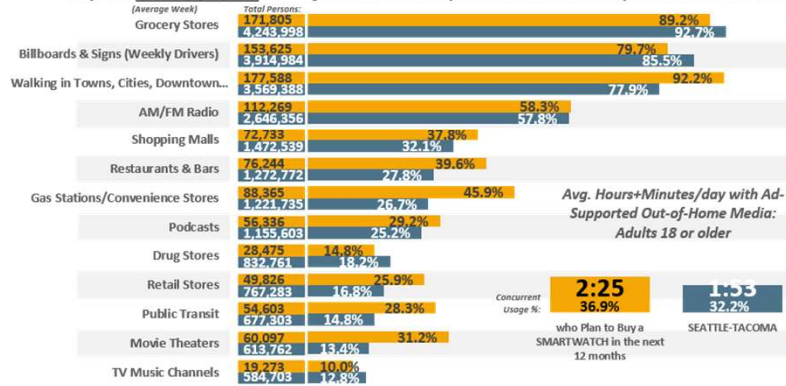
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



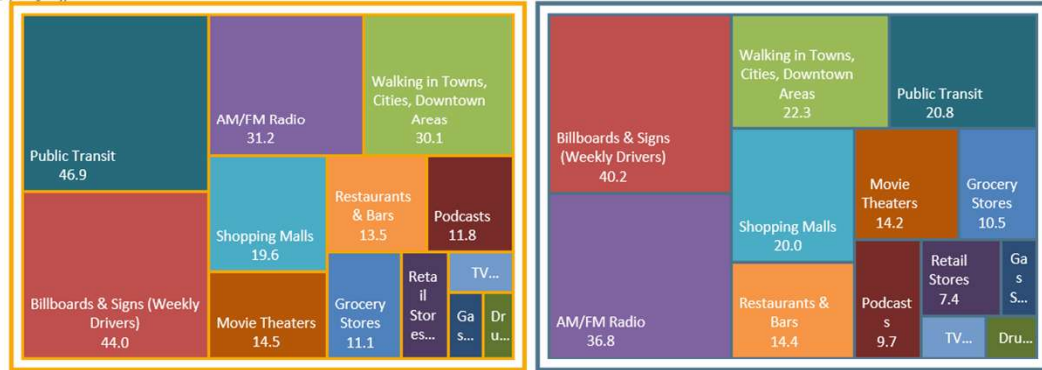
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



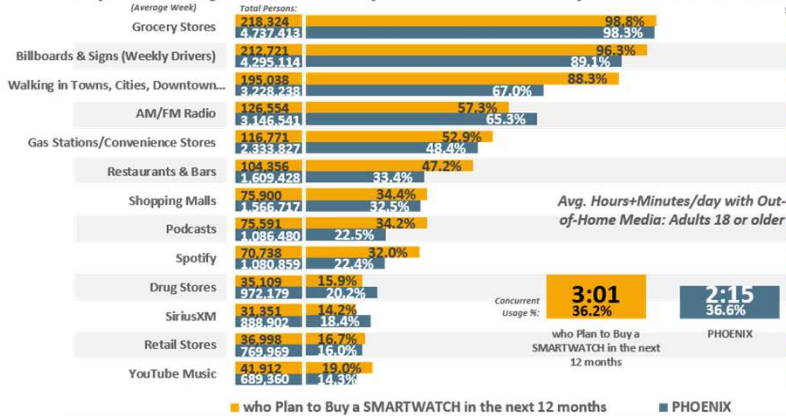
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



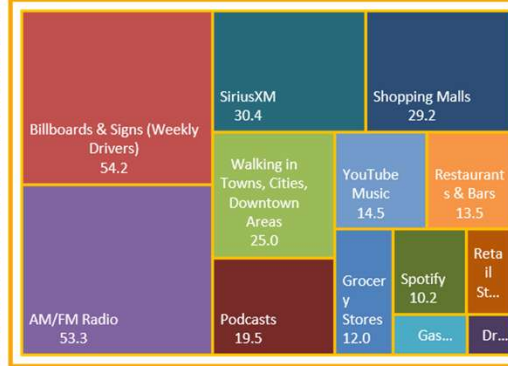


212,721 or 96.3% of Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months spend an average of 54.2 minutes per day driving, seeing Billboards and Signs. 55.2% Listen to Local Radio Stations Out-of-Home for an average of 46.4 minutes/day.

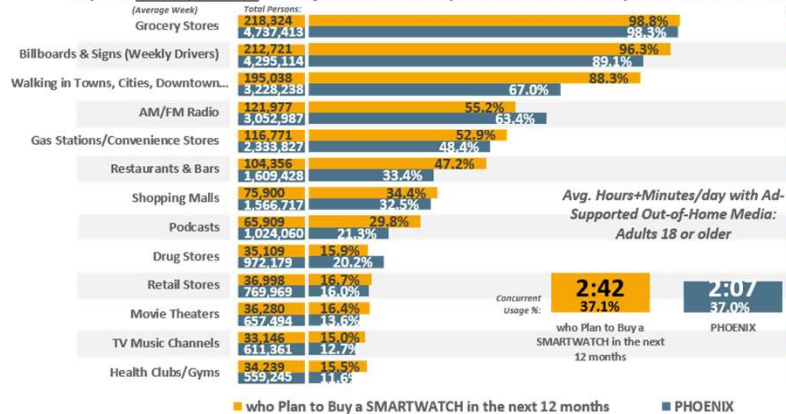
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



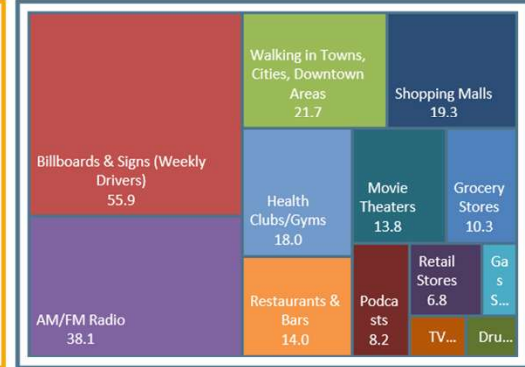
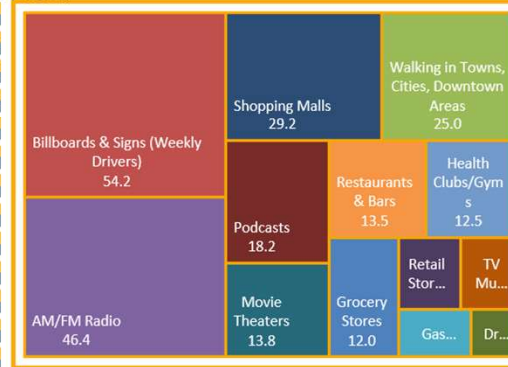
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



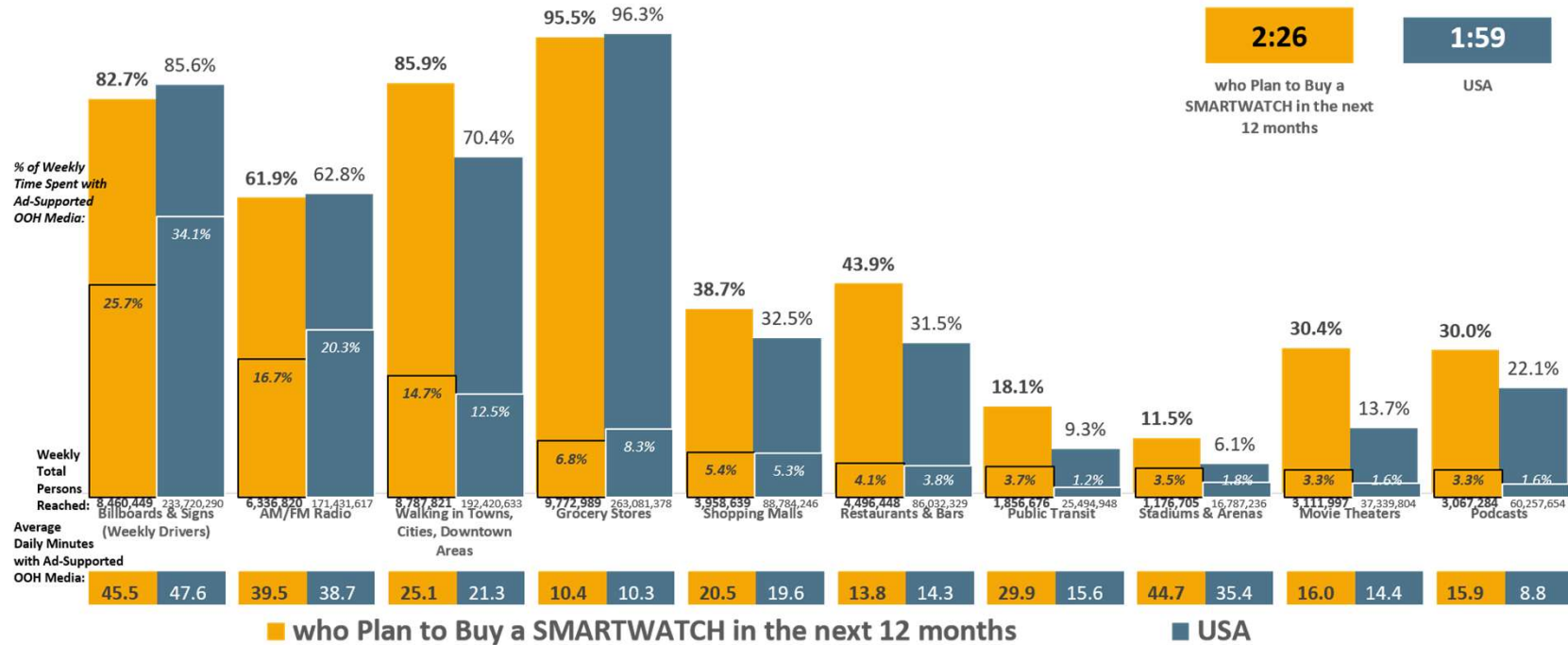


8,460,449 or 82.7% of Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months spend an average of 45.5 minutes per day driving, seeing Billboards and Signs representing 25.7% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



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

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

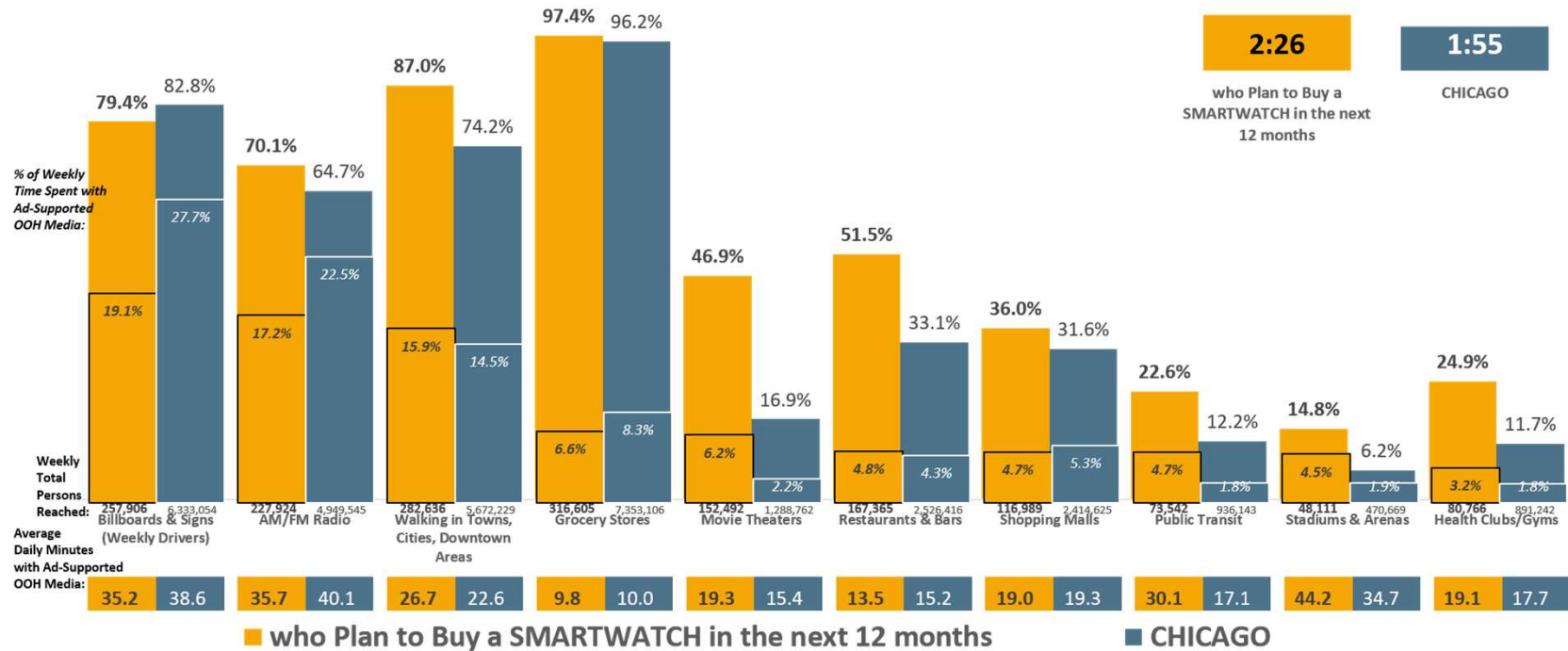


257,906 or 79.4% of Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months spend an average of 35.2 minutes per day driving, seeing Billboards and Signs representing 19.1% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 174
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CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 4,001

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

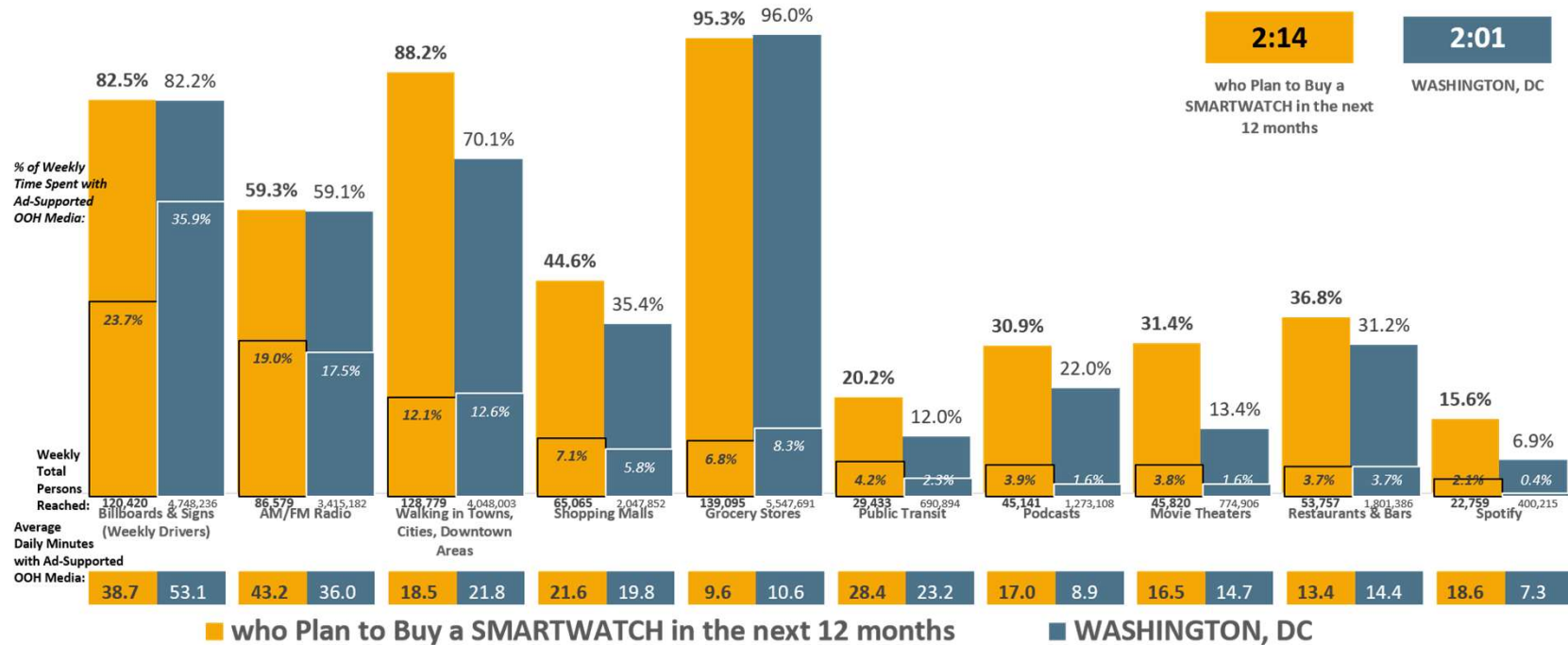


120,420 or 82.5% of Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months spend an average of 38.7 minutes per day driving, seeing Billboards and Signs representing 23.7% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 179
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WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 5,703

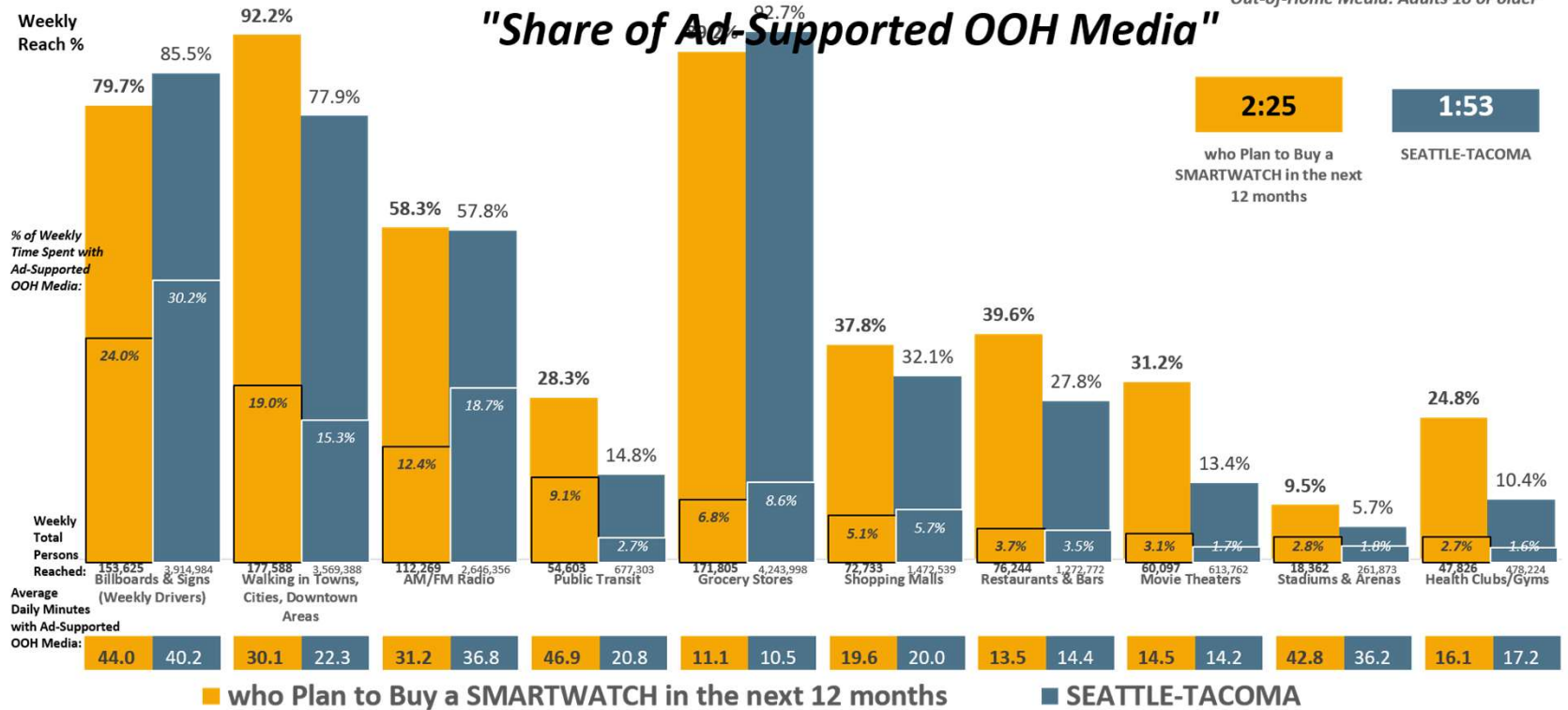
soefa.ai Share of Everything for Anything

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



153,625 or 79.7% of Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months spend an average of 44. minutes per day driving, seeing Billboards and Signs representing 24.% 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



SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 141 SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 3,887
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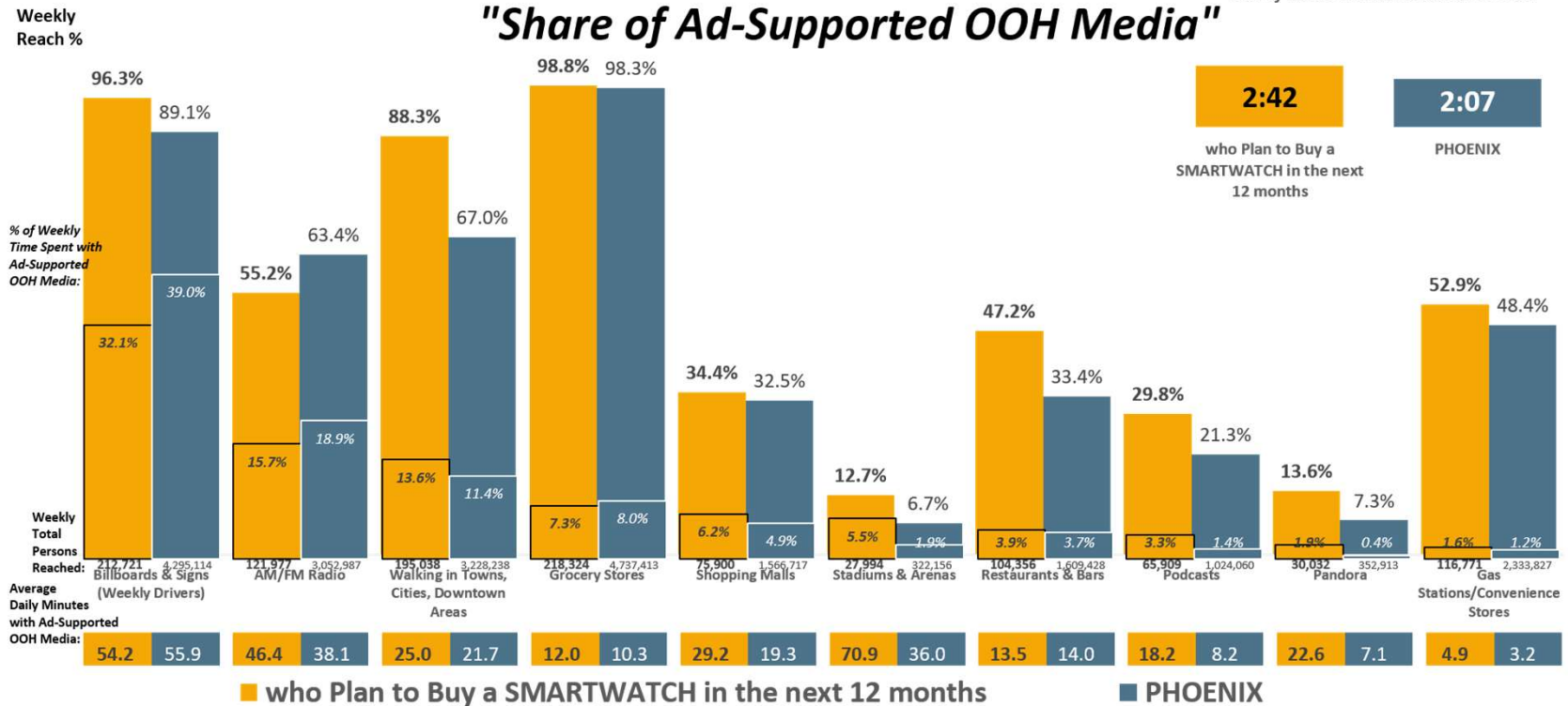
soefa.ai Share of Everything for Anything

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



212,721 or 96.3% of Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months spend an average of 54.2 minutes per day driving, seeing Billboards and Signs representing 32.1% 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



PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 104
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PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 2,406

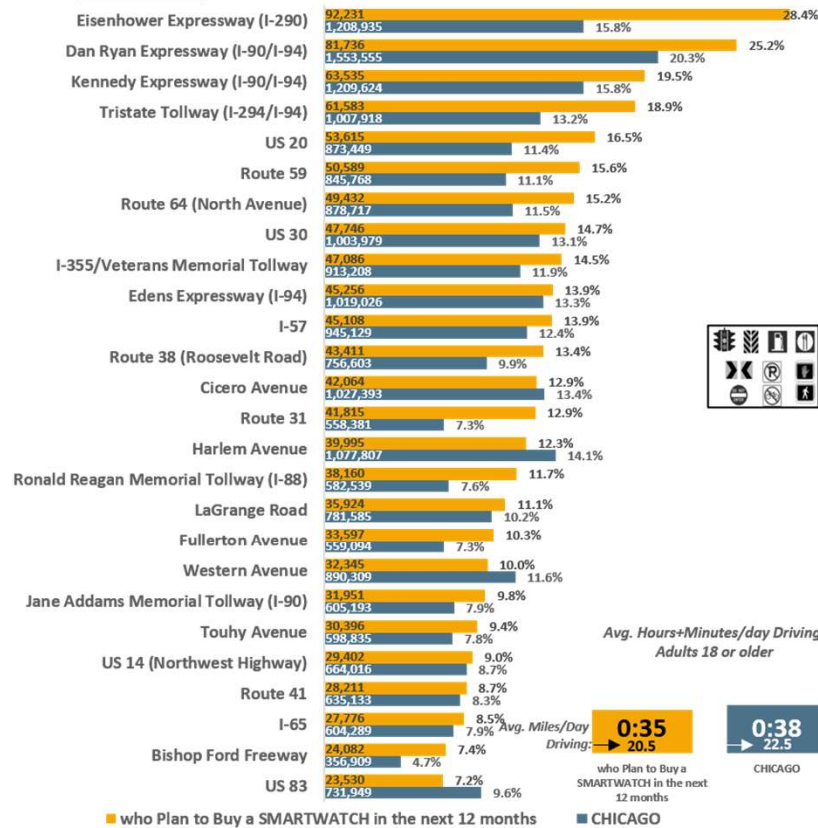
soefa.ai Share of Everything for Anything

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

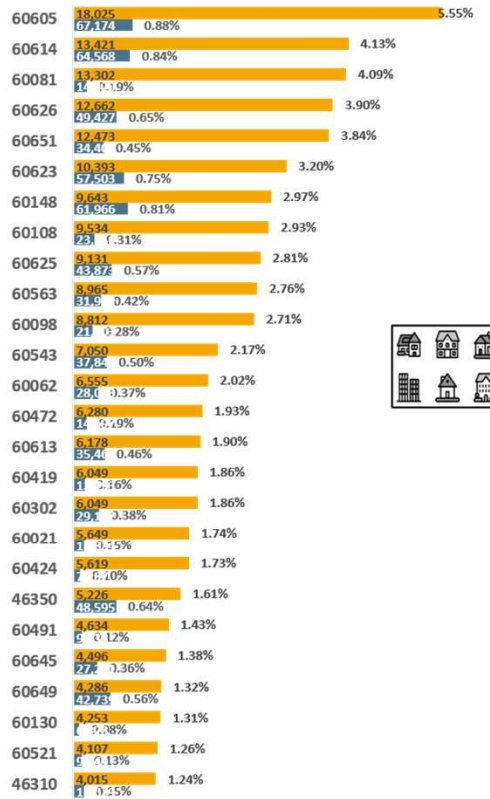


257,906 or 79.4% of Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months
spend an average of 35.2 minutes per day driving an average of 20.5 miles each day and are 79.4%
more likely to use Eisenhower Expressway (I-290) than the Metro aver

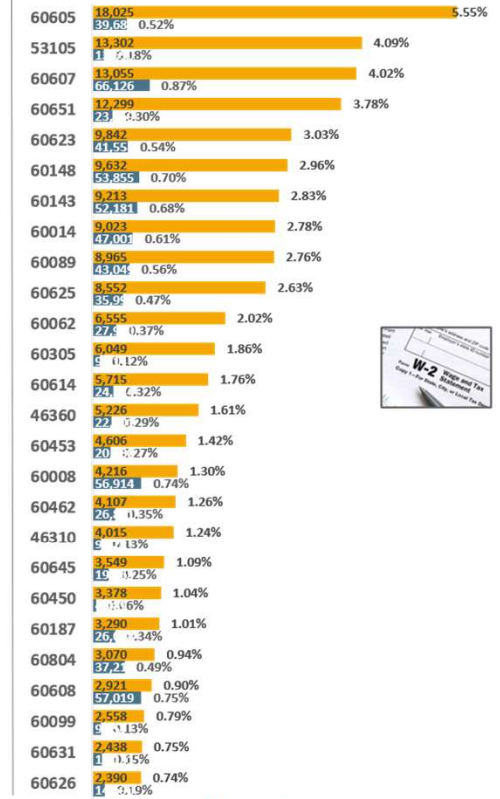
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



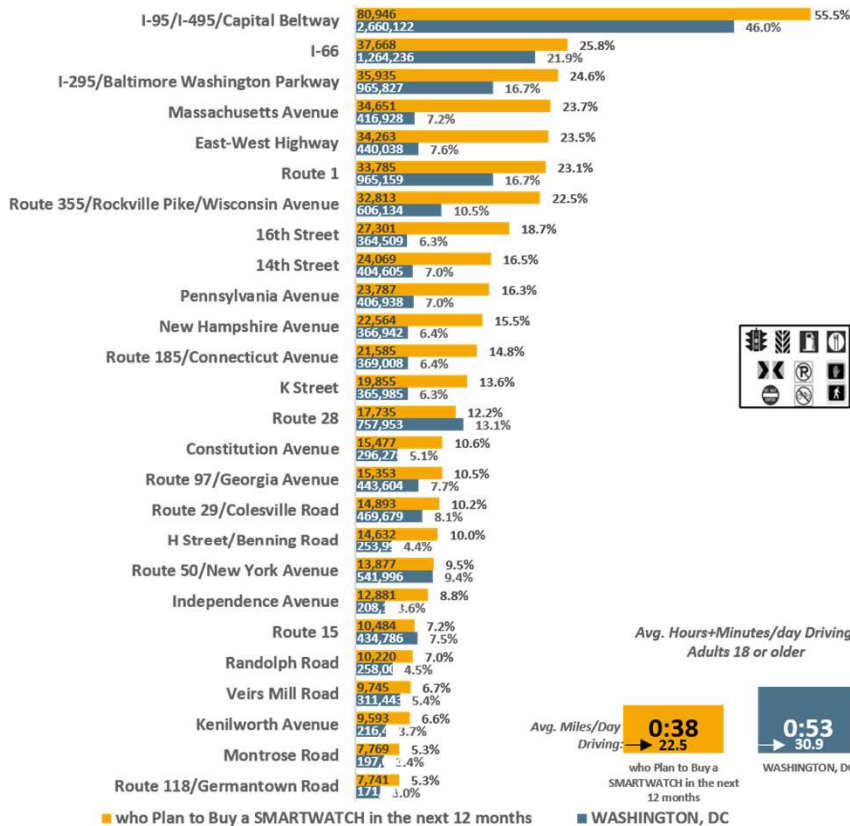
Top-26 Employment Zip Codes: Adults 18 or older



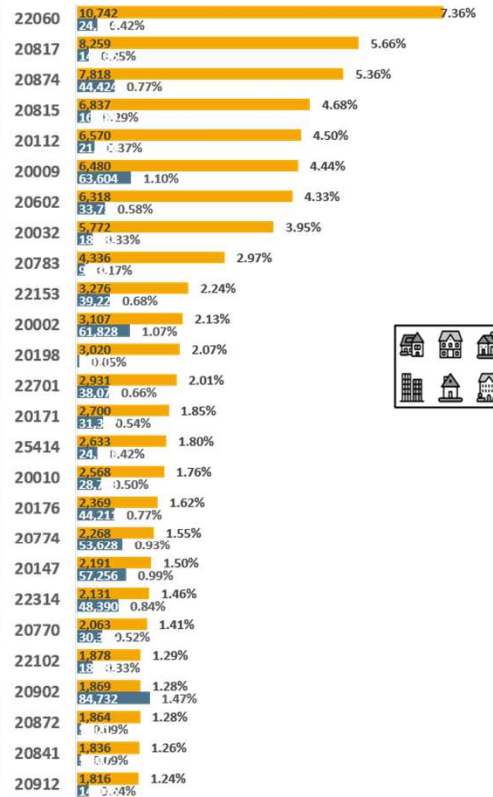


120,420 or 82.5% of Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months spend an average of 38.7 minutes per day driving an average of 22.5 miles each day and are 229.% more likely to use Massachusetts Avenue than the Metro average.

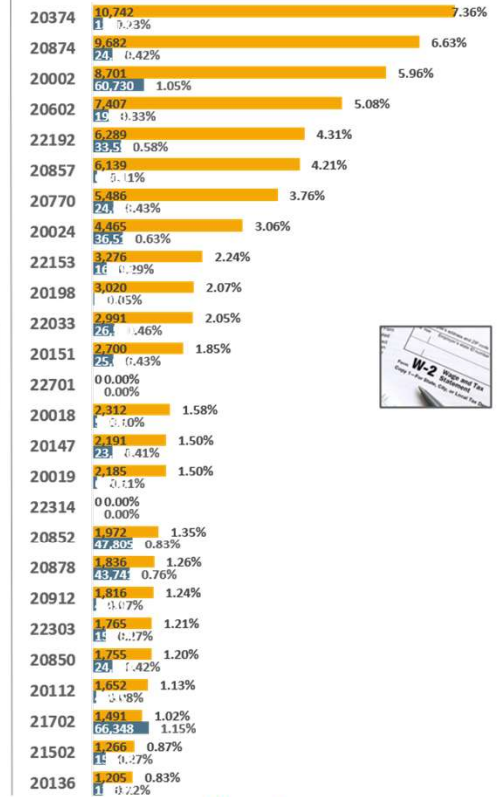
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



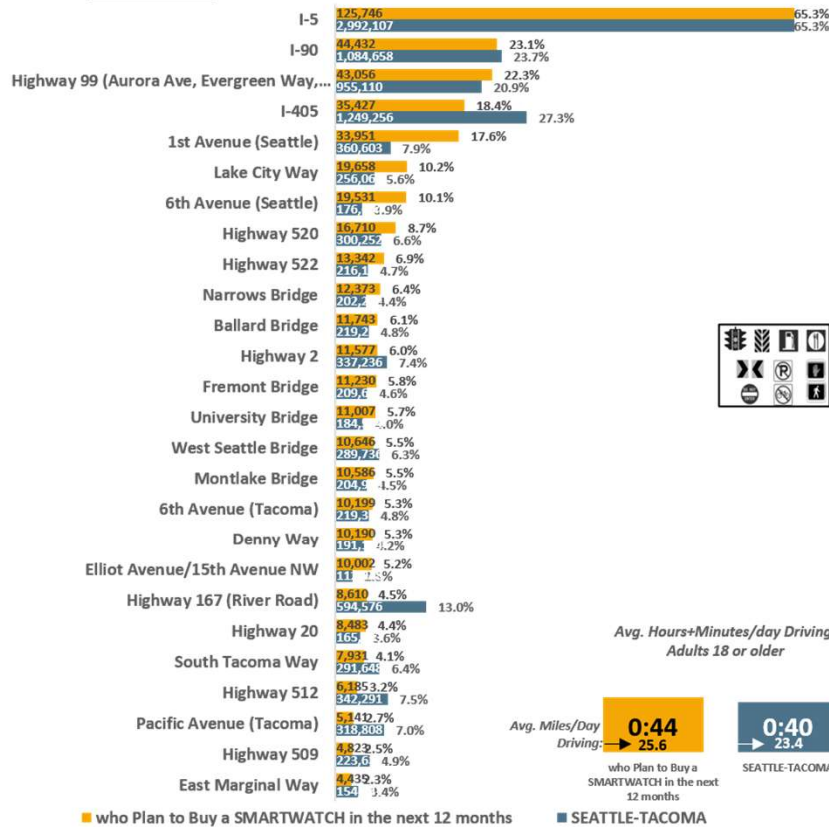
Top-26 Employment Zip Codes: Adults 18 or older



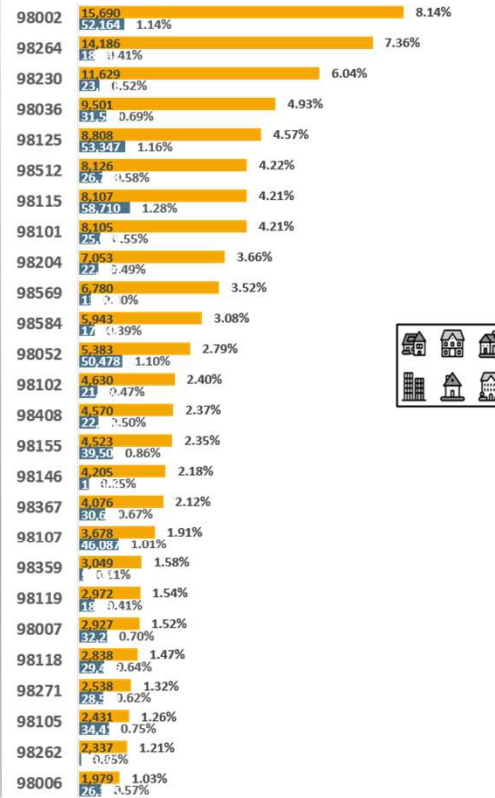


153,625 or 79.7% of Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months
spend an average of 44. minutes per day driving an average of 25.6 miles each day and are 162.9%
more likely to use 6th Avenue (Seattle) than the Metro average.

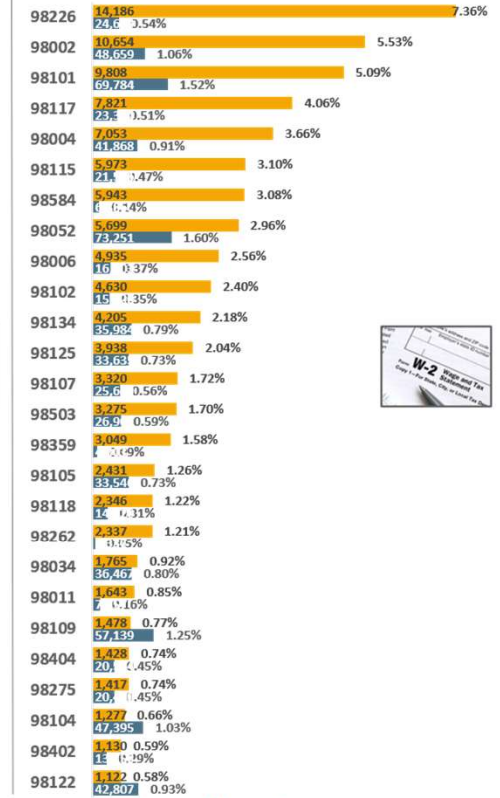
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



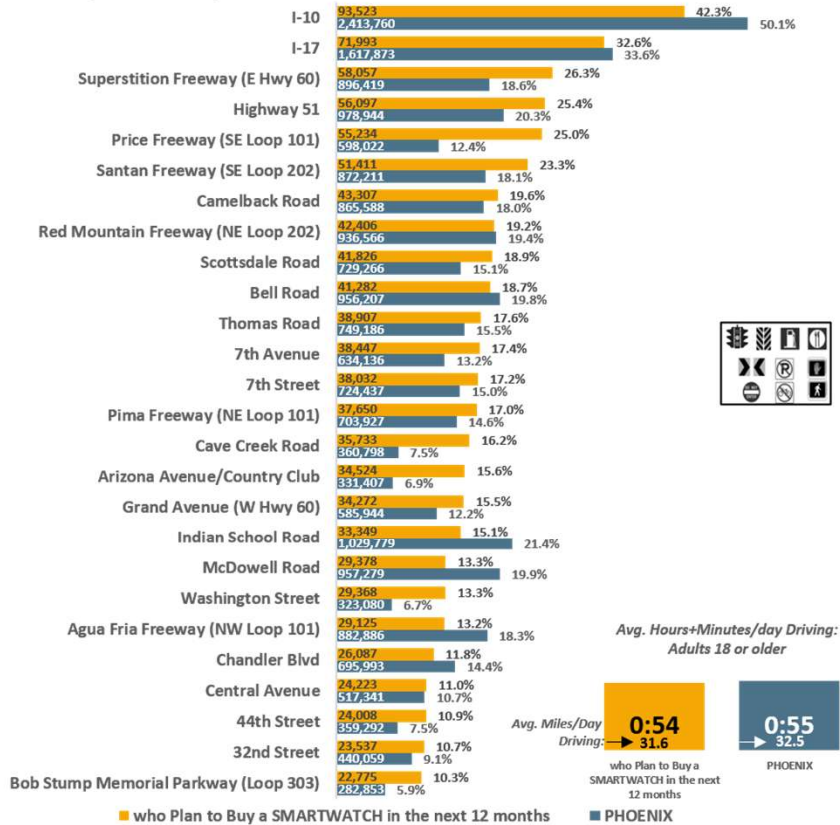
Top-26 Employment Zip Codes: Adults 18 or older



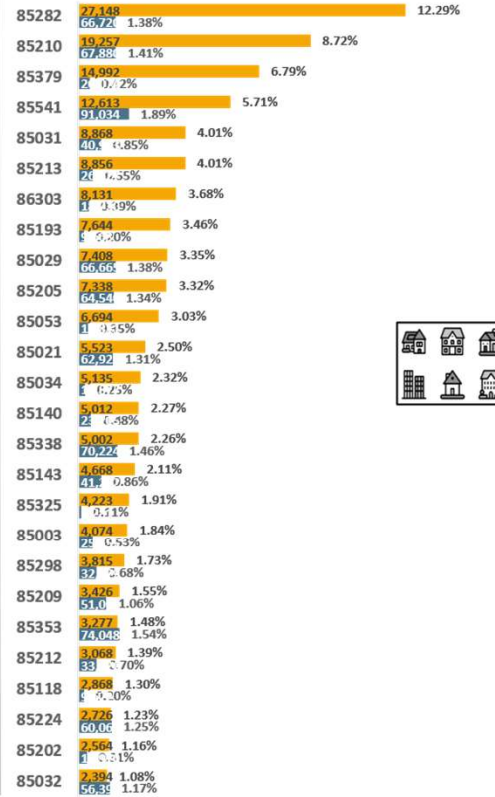


212,721 or 96.3% of Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months spend an average of 54.2 minutes per day driving an average of 31.6 miles each day and are 127.2% more likely to use Arizona Avenue/Country Club than the Metro area

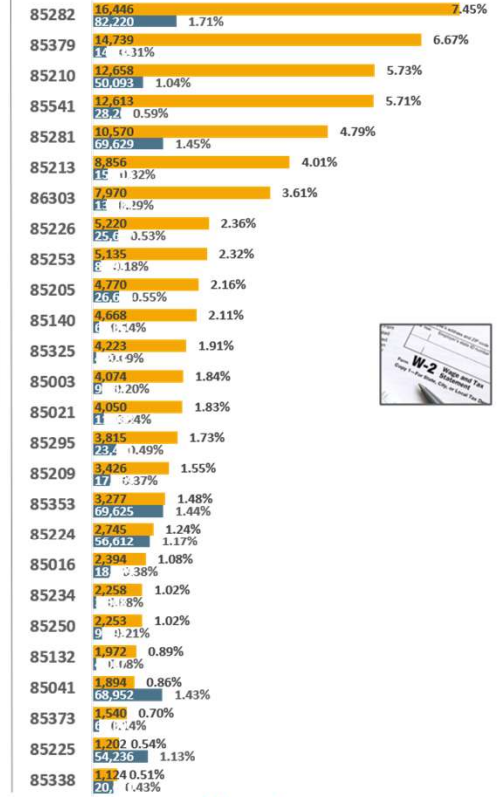
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older

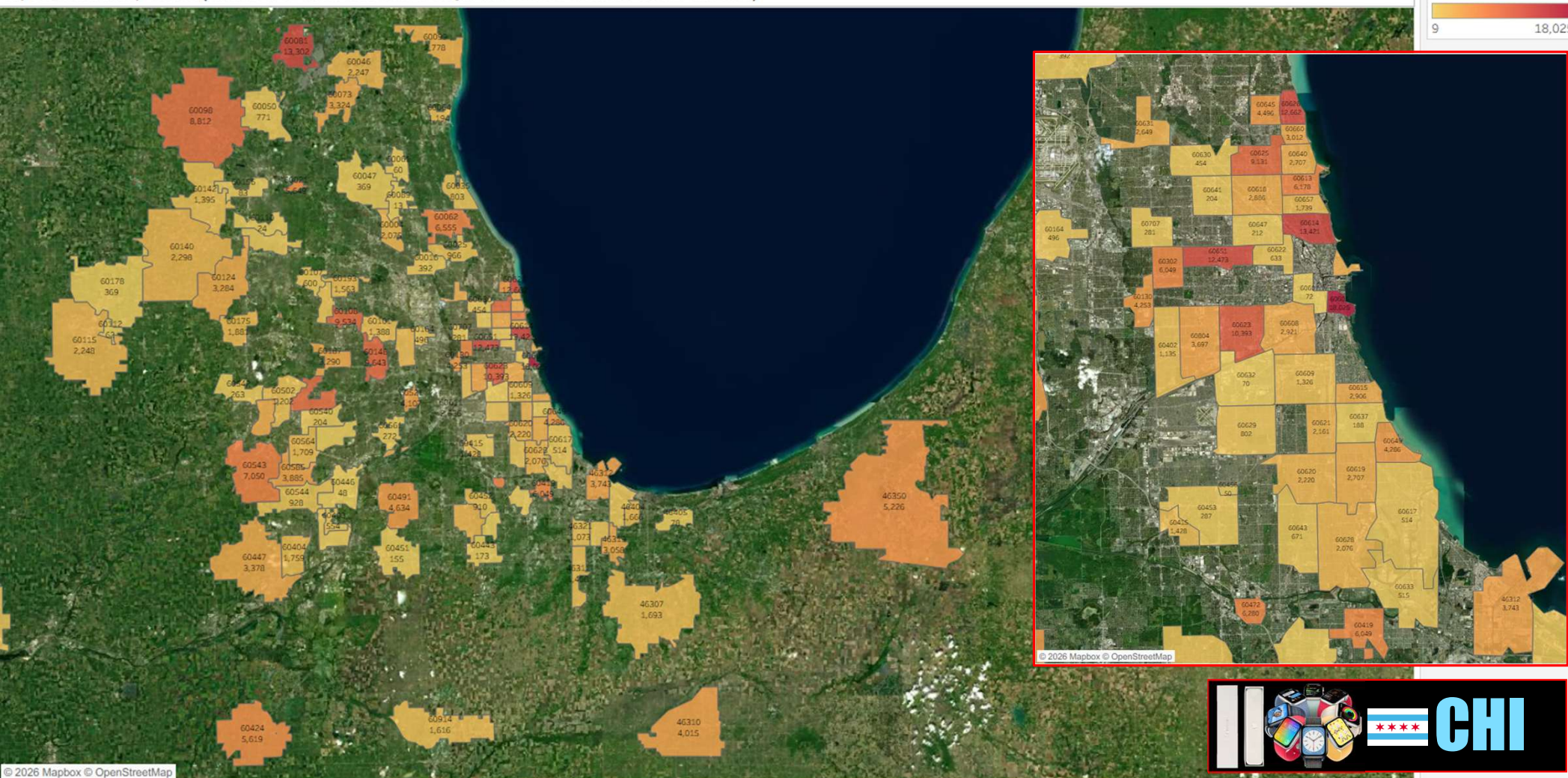


Top-26 Employment Zip Codes: Adults 18 or older

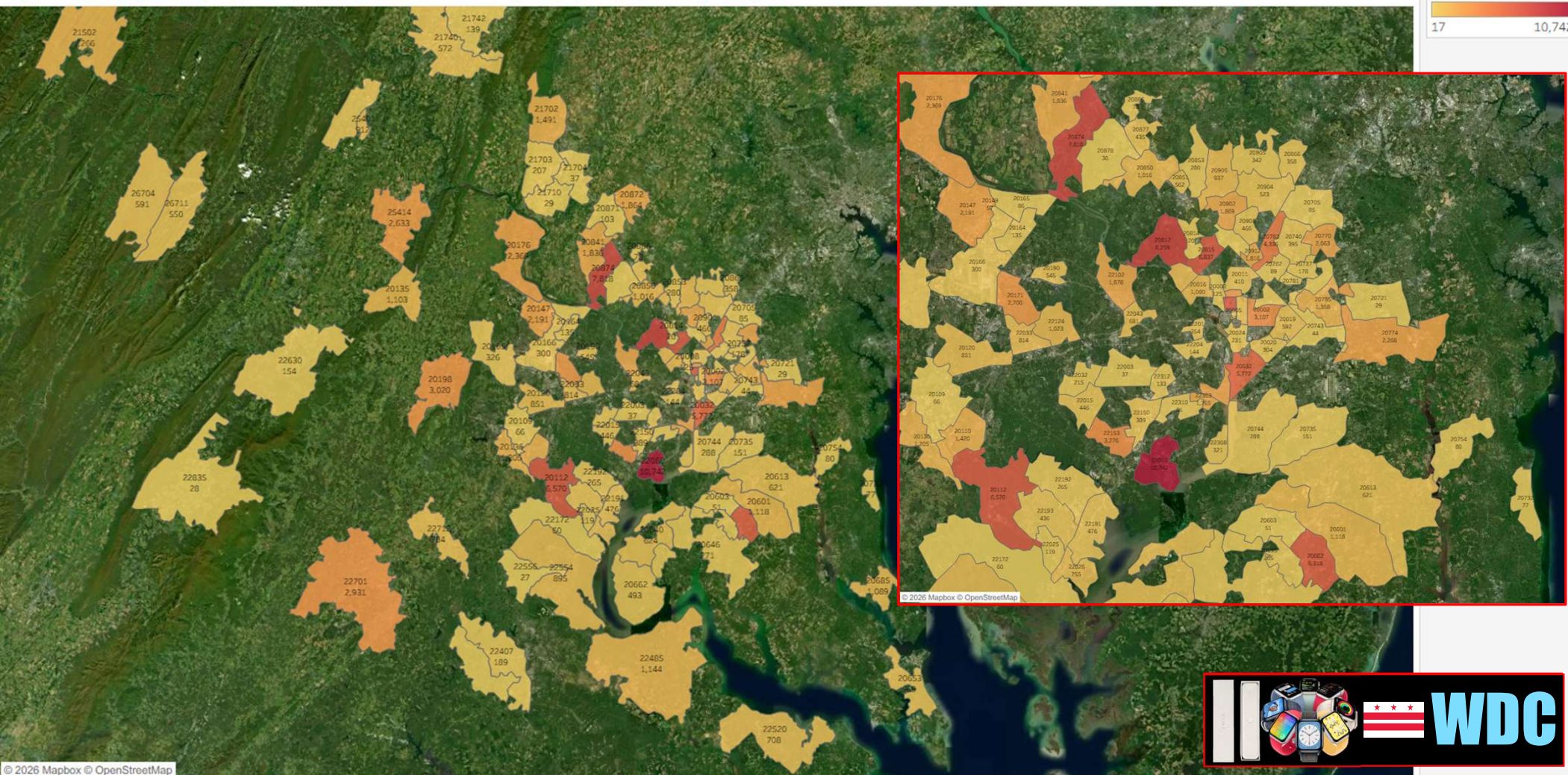


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Top Residential Zip Codes: (Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months)



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



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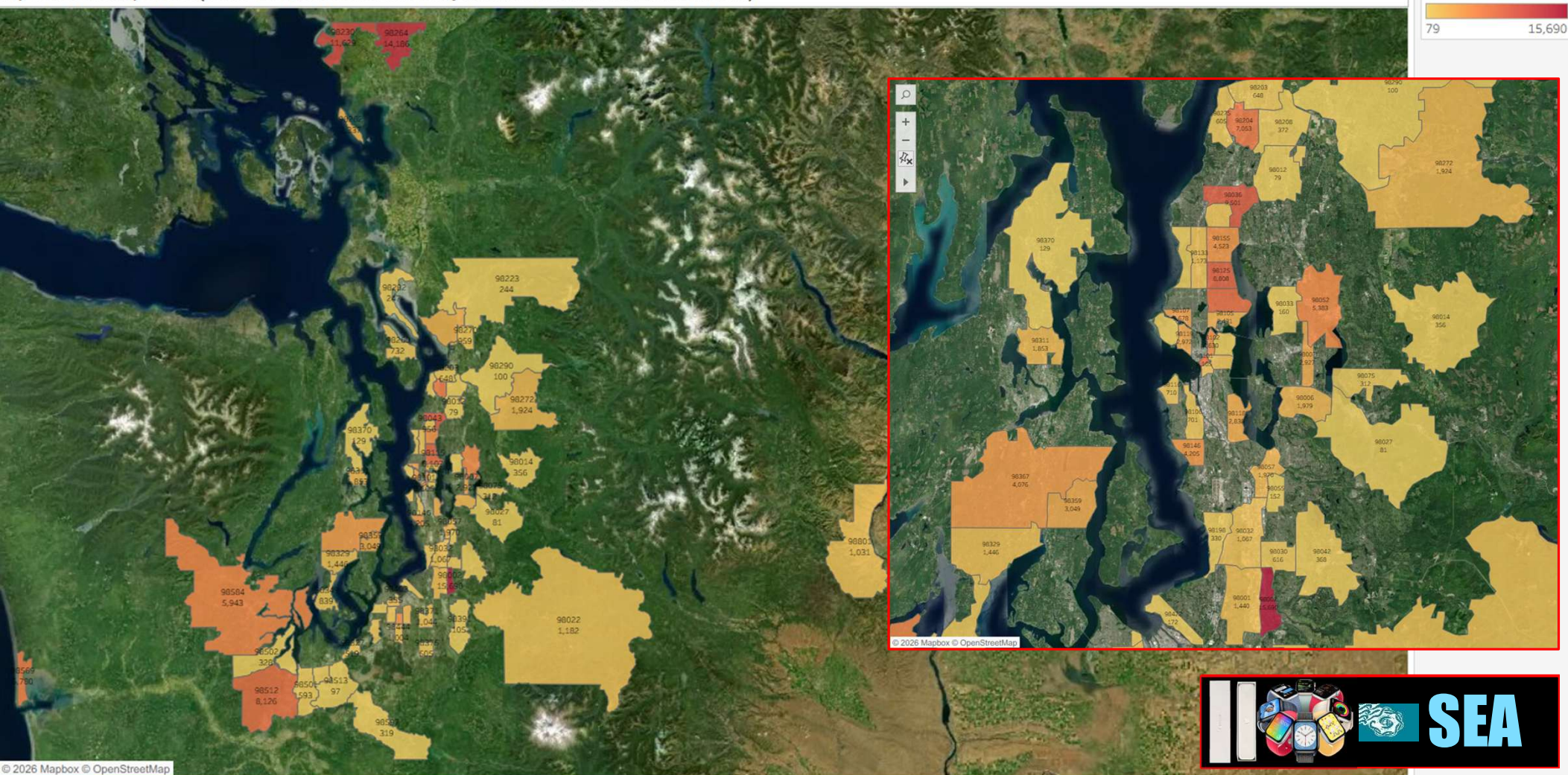
WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 179

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

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



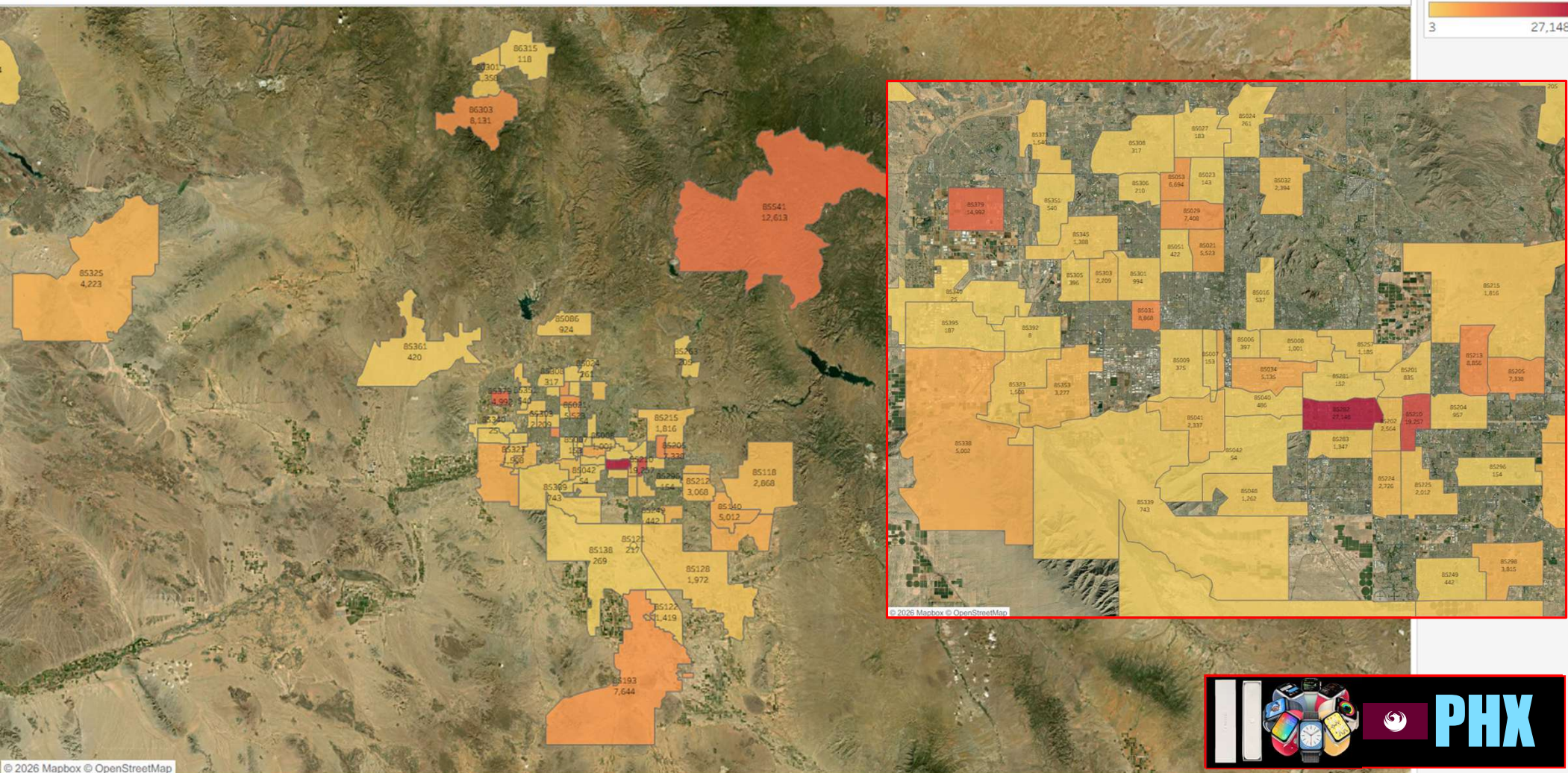
SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 141

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

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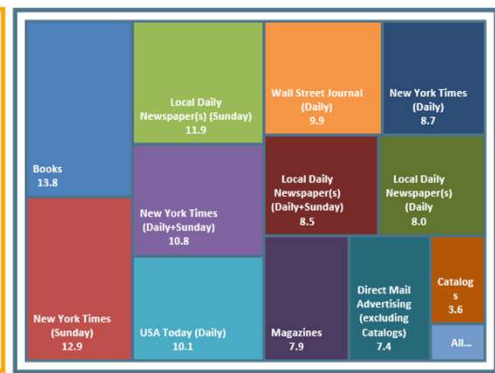
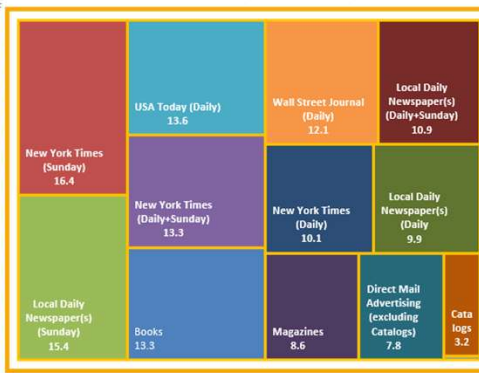
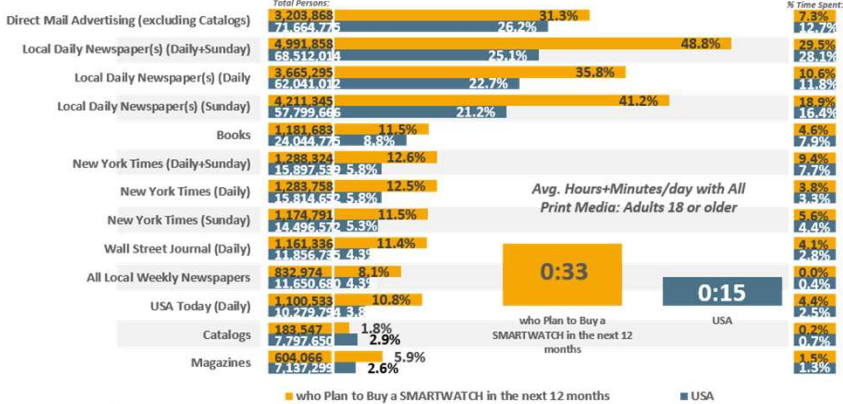
Top Residential Zip Codes: (Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months)



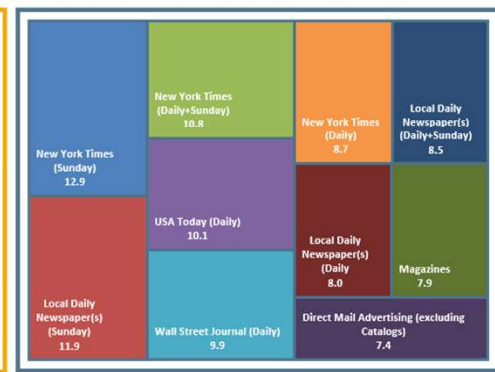
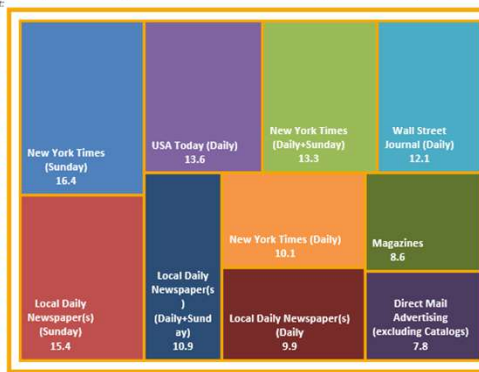
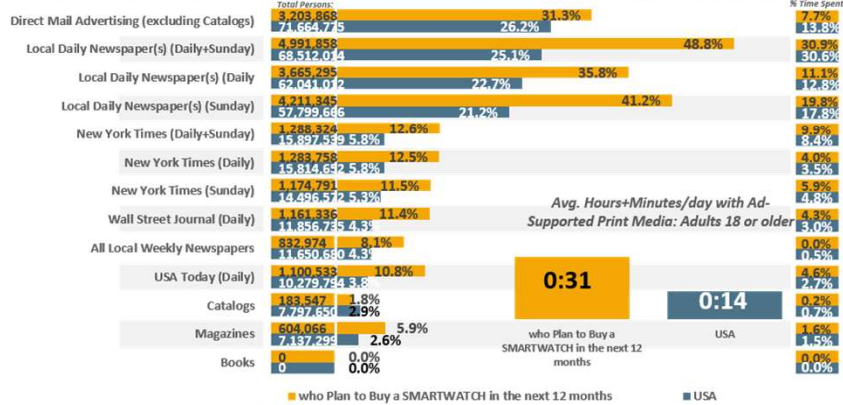


4,991,858 or 48.8% of Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.9 minutes every day representing 30.9% of all time spent daily with All forms of Print Media.

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



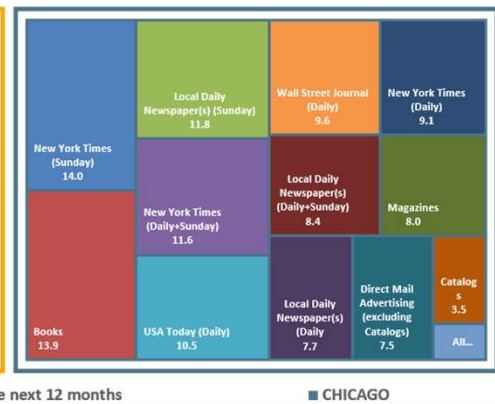
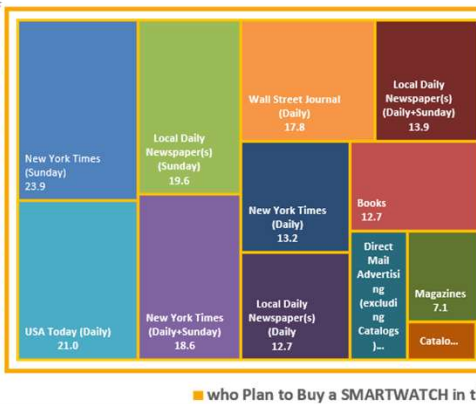
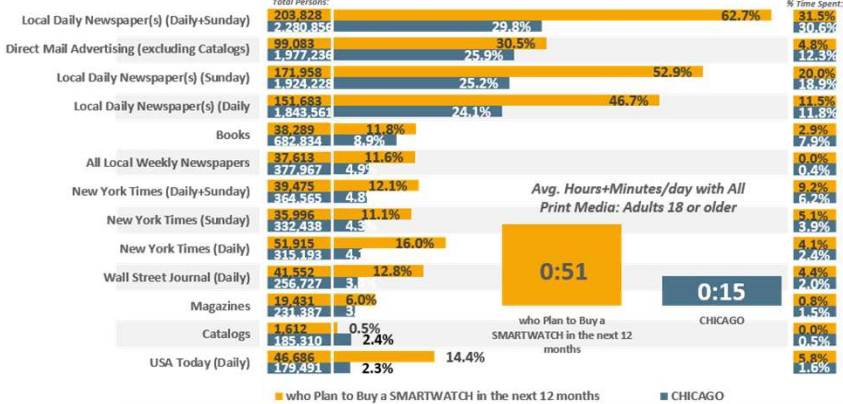
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



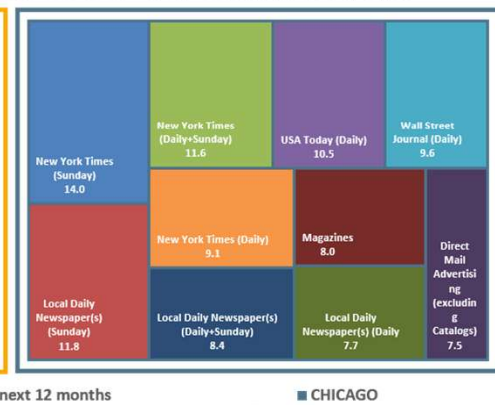
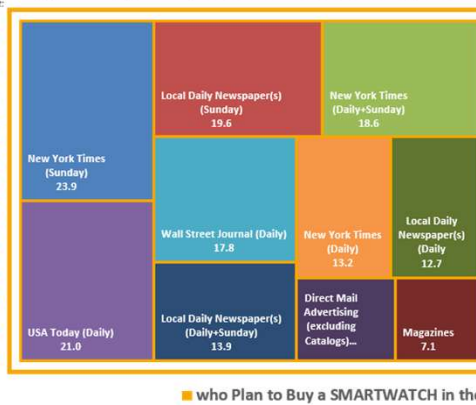
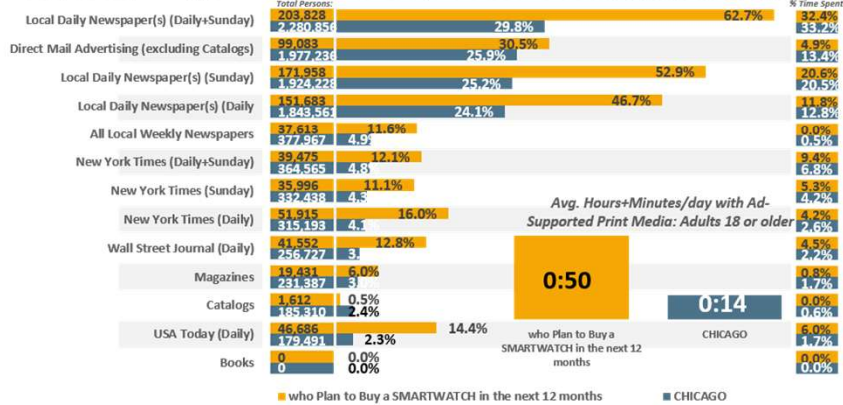


203,828 or 62.7% of Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 13.9 minutes every day representing 32.4% of all time spent daily with All forms of Print Media.

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**



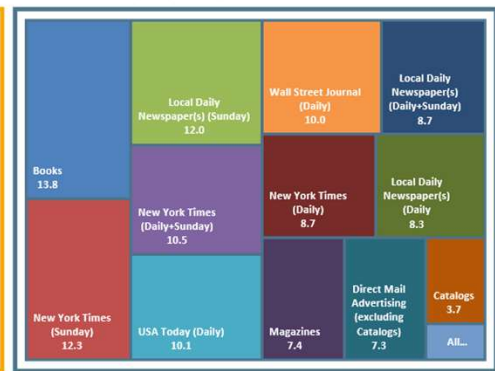
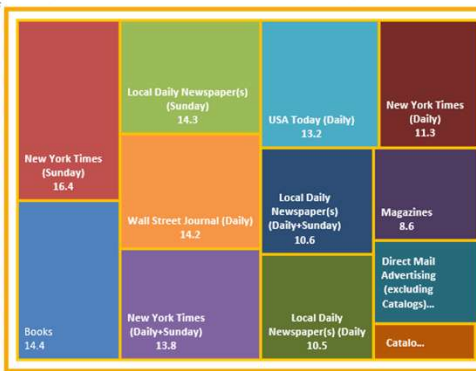
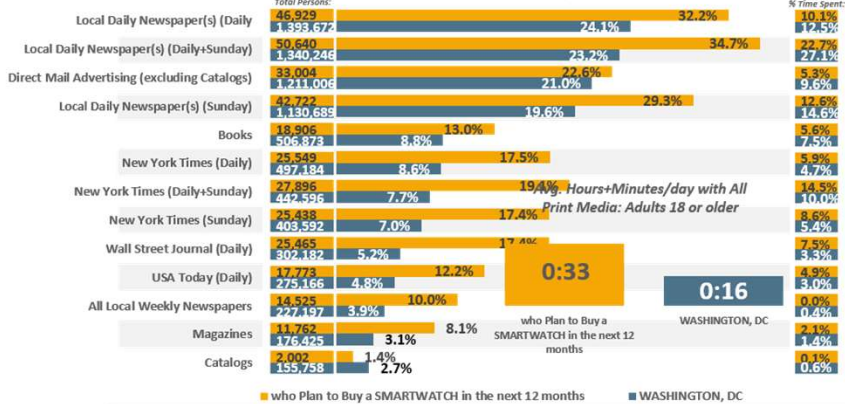
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



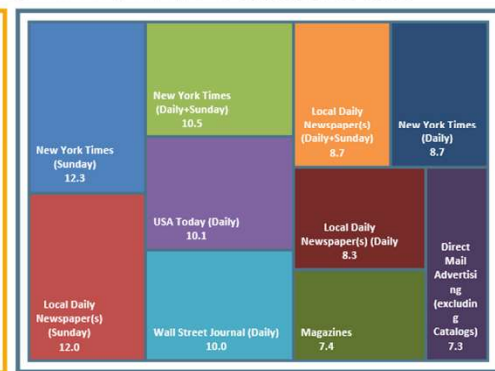
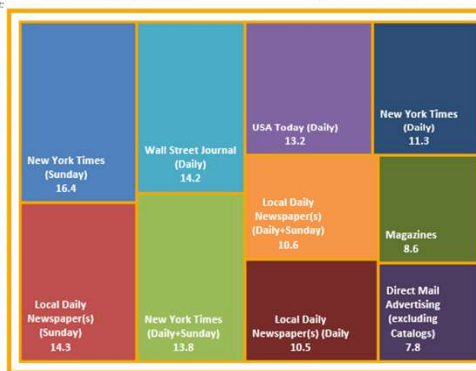
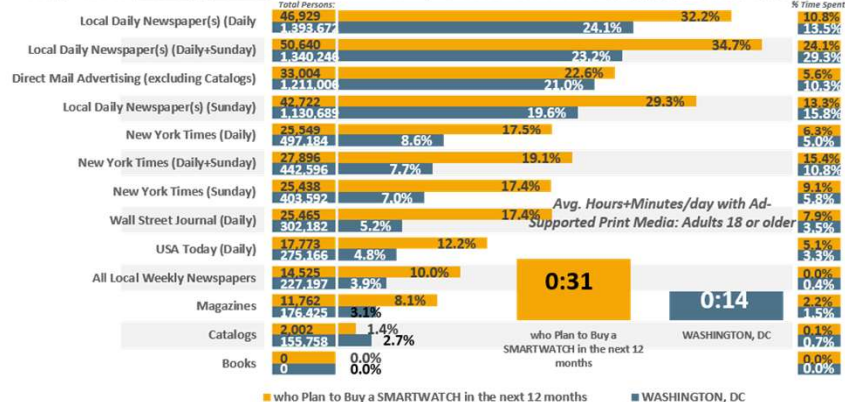


50,640 or 34.7% of Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.6 minutes every day representing 24.1% of all time spent daily with All forms of Print Media.

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



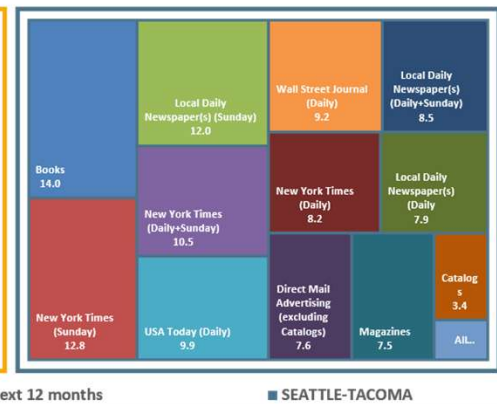
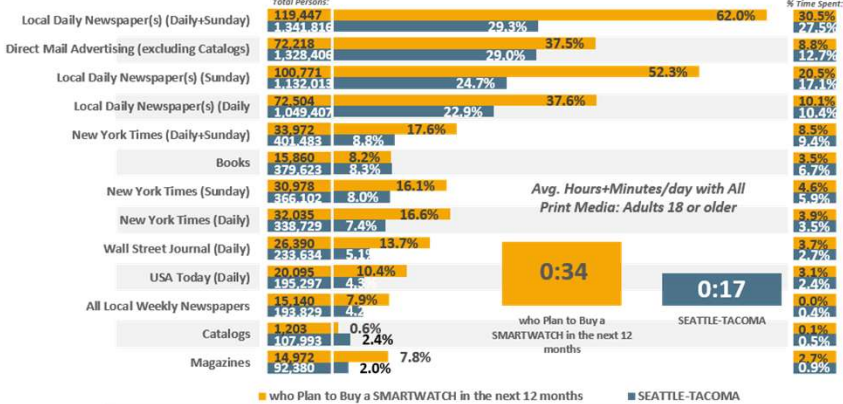
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



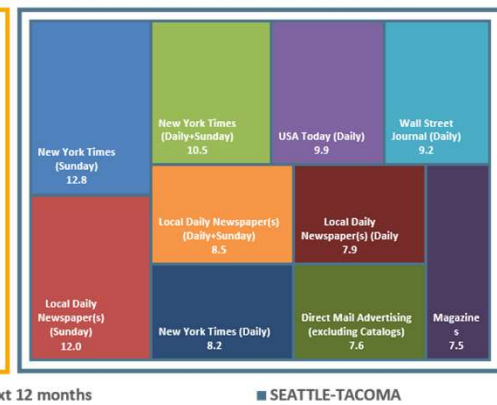
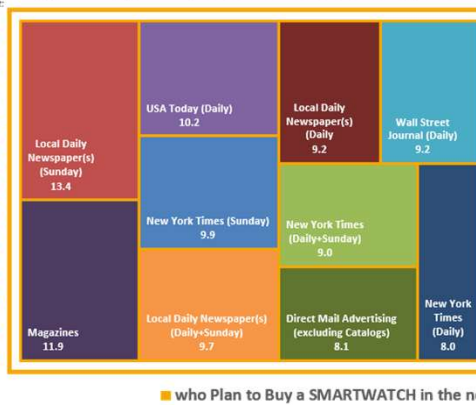
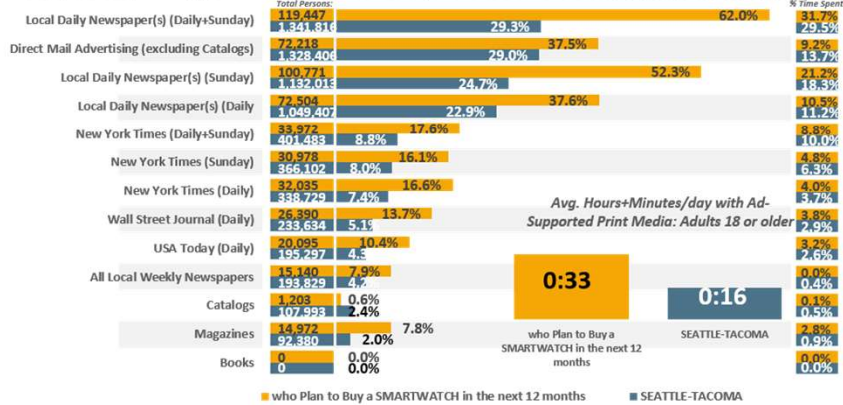


119,447 or 62.% of Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.7 minutes every day representing 31.7% of all time spent daily with All forms of Print Media.

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**



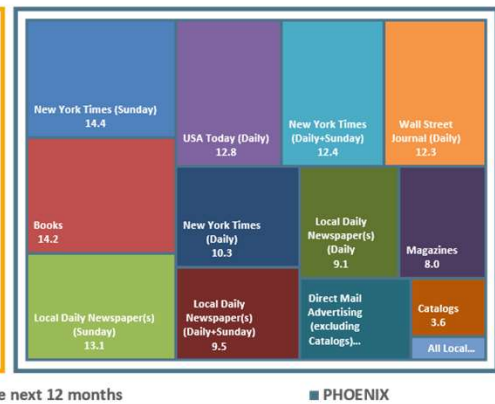
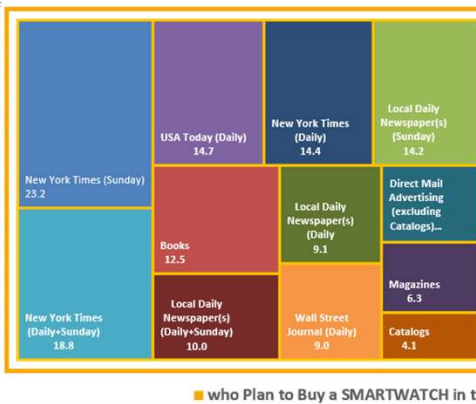
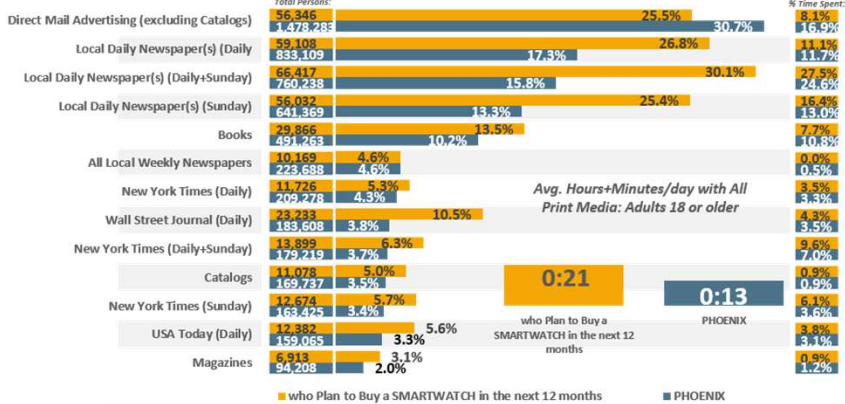
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



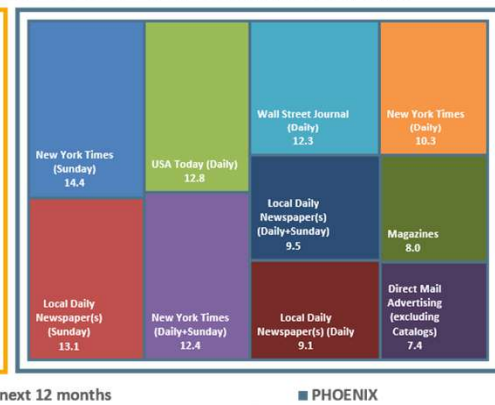
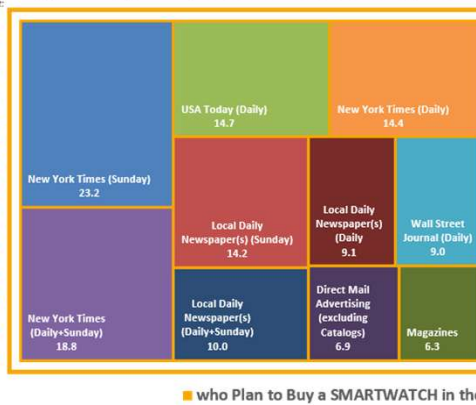
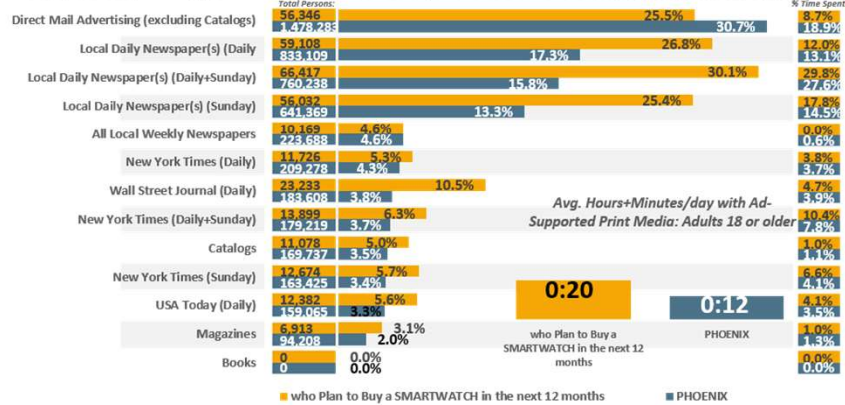


66,417 or 30.1% of Adults 18 or older who Plan to Buy a SMARTWATCH in the next 12 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10. minutes every day representing 29.8% of all time spent daily with All forms of Print Media.

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



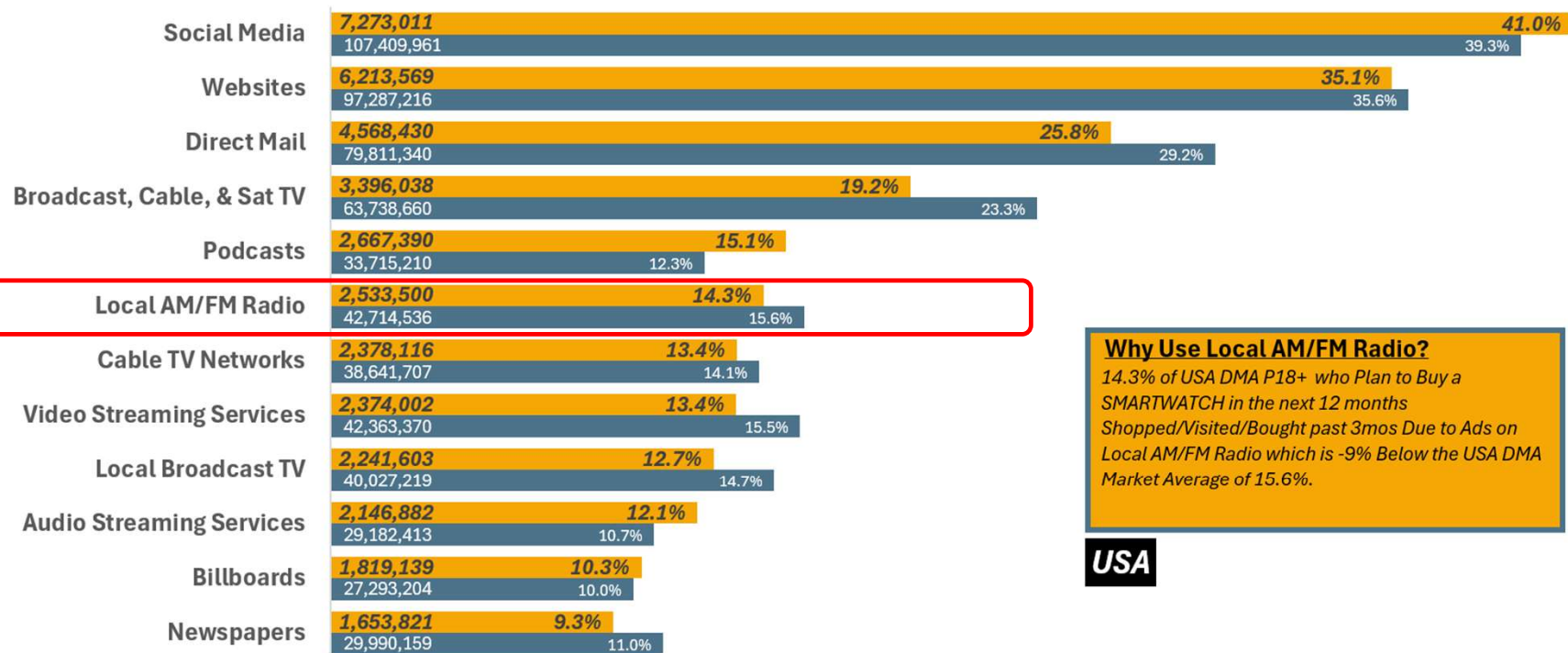
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





"Advertising Actions"

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



Why Use Local AM/FM Radio?

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

USA

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

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

USA DMA Scarborough R1 2026: Jan25-Mar26 Qual Intab: 1316
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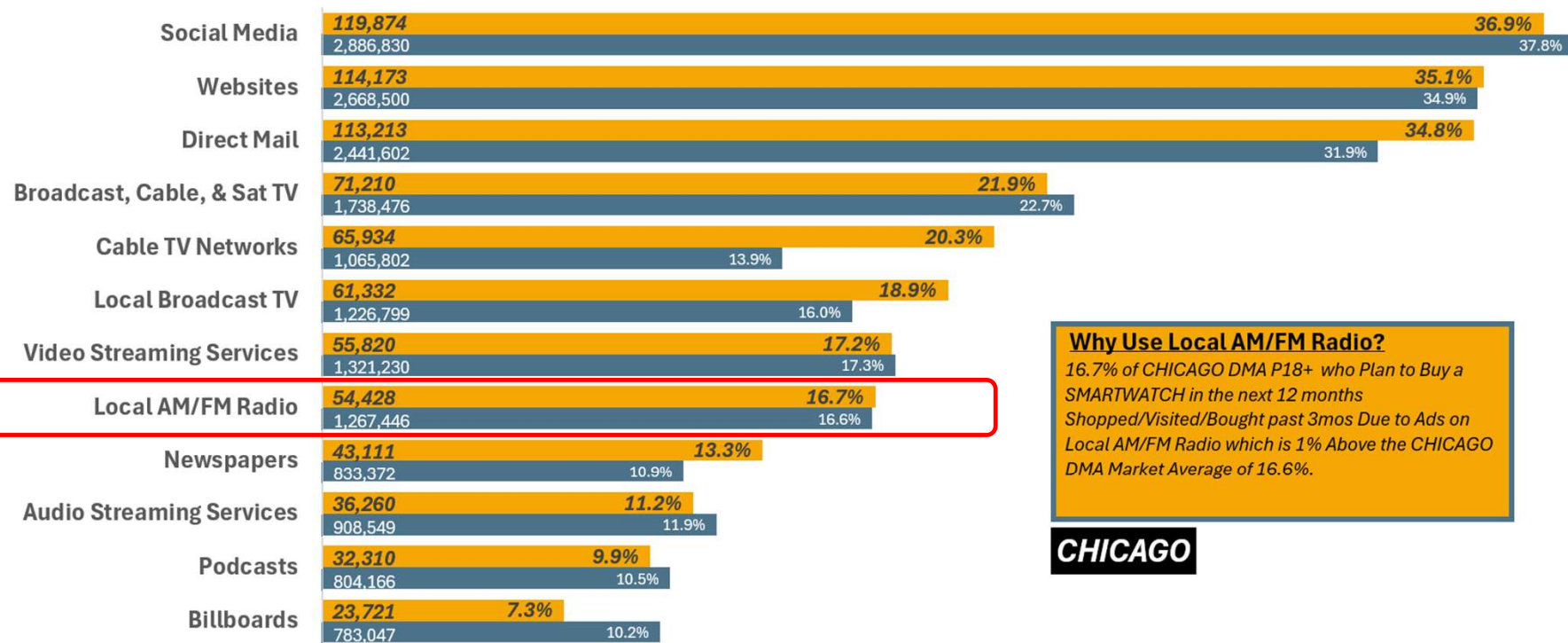
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Items/services HHLD plans to buy in next 12 months (HHLD): Smartwatch



"Advertising Actions"

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



Why Use Local AM/FM Radio?

16.7% of CHICAGO DMA P18+ who Plan to Buy a SMARTWATCH in the next 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 1% Above the CHICAGO DMA Market Average of 16.6%.

CHICAGO

■ P18+ who Plan to Buy a SMARTWATCH in the next 12 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: 174
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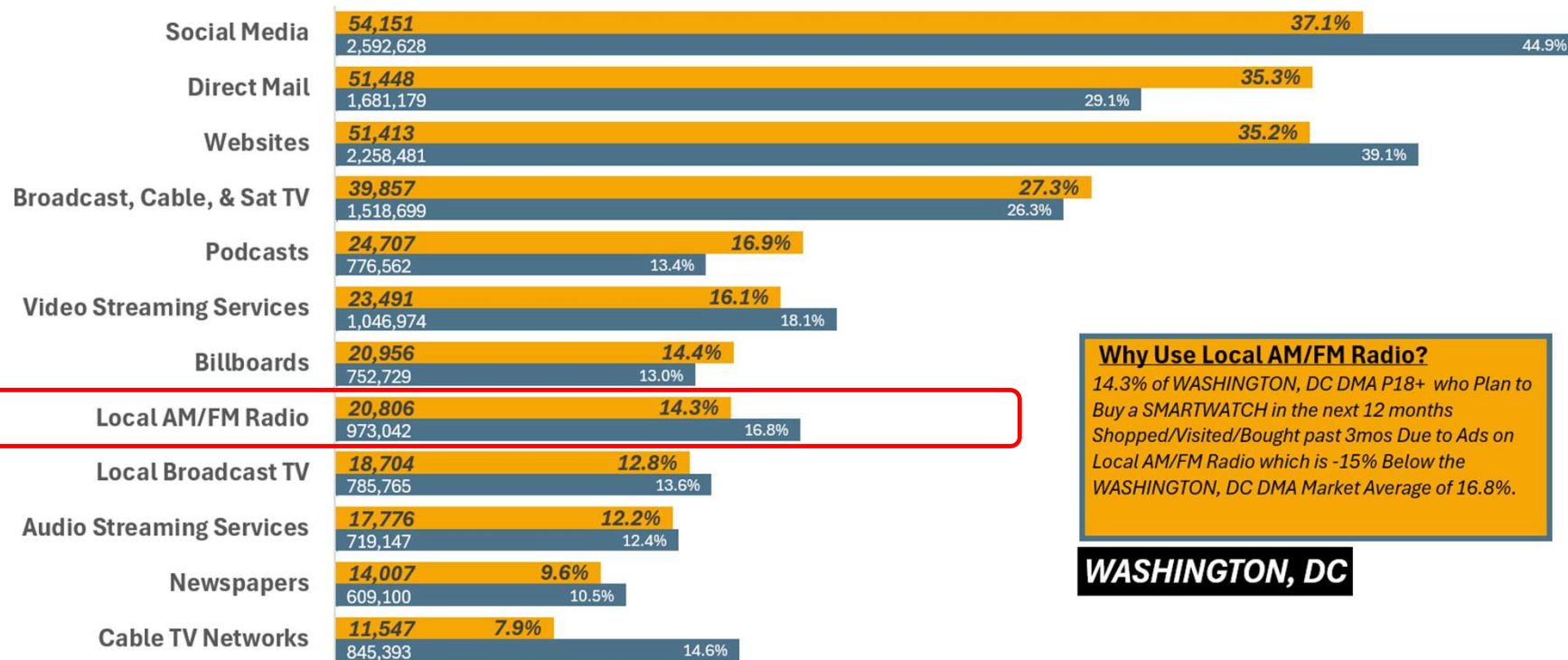
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Items/services HHLD plans to buy in next 12 months (HHLD): Smartwatch



"Advertising Actions"

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



Why Use Local AM/FM Radio?

14.3% of WASHINGTON, DC DMA P18+ who Plan to Buy a SMARTWATCH in the next 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -15% Below the WASHINGTON, DC DMA Market Average of 16.8%.

WASHINGTON, DC

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

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

WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab: 179
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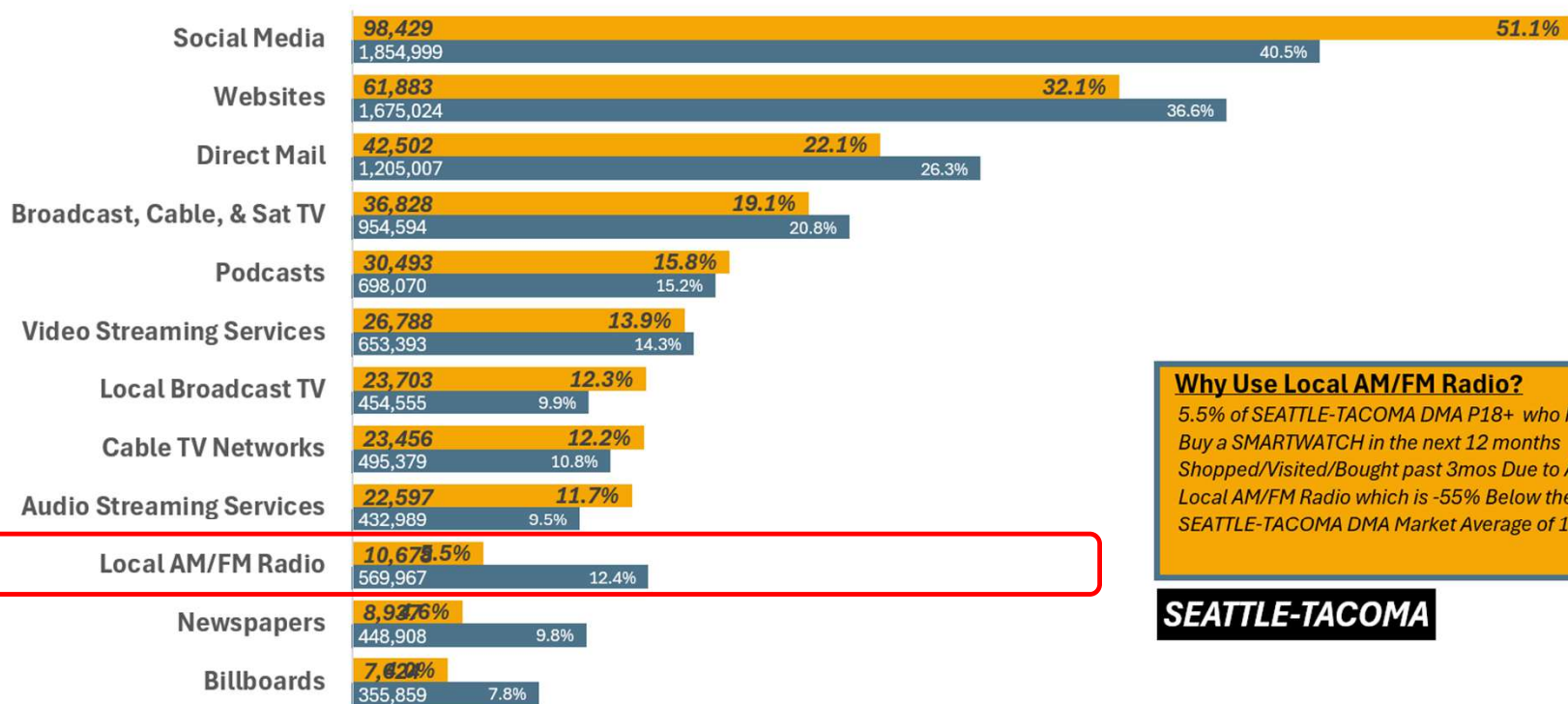
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Items/services HHLD plans to buy in next 12 months (HHLD): Smartwatch



"Advertising Actions"

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



Why Use Local AM/FM Radio?

5.5% of SEATTLE-TACOMA DMA P18+ who Plan to Buy a SMARTWATCH in the next 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -55% Below the SEATTLE-TACOMA DMA Market Average of 12.4%.

SEATTLE-TACOMA

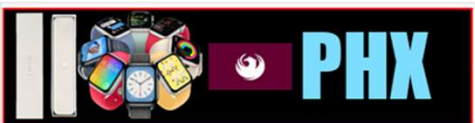
■ P18+ who Plan to Buy a SMARTWATCH in the next 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab: 141
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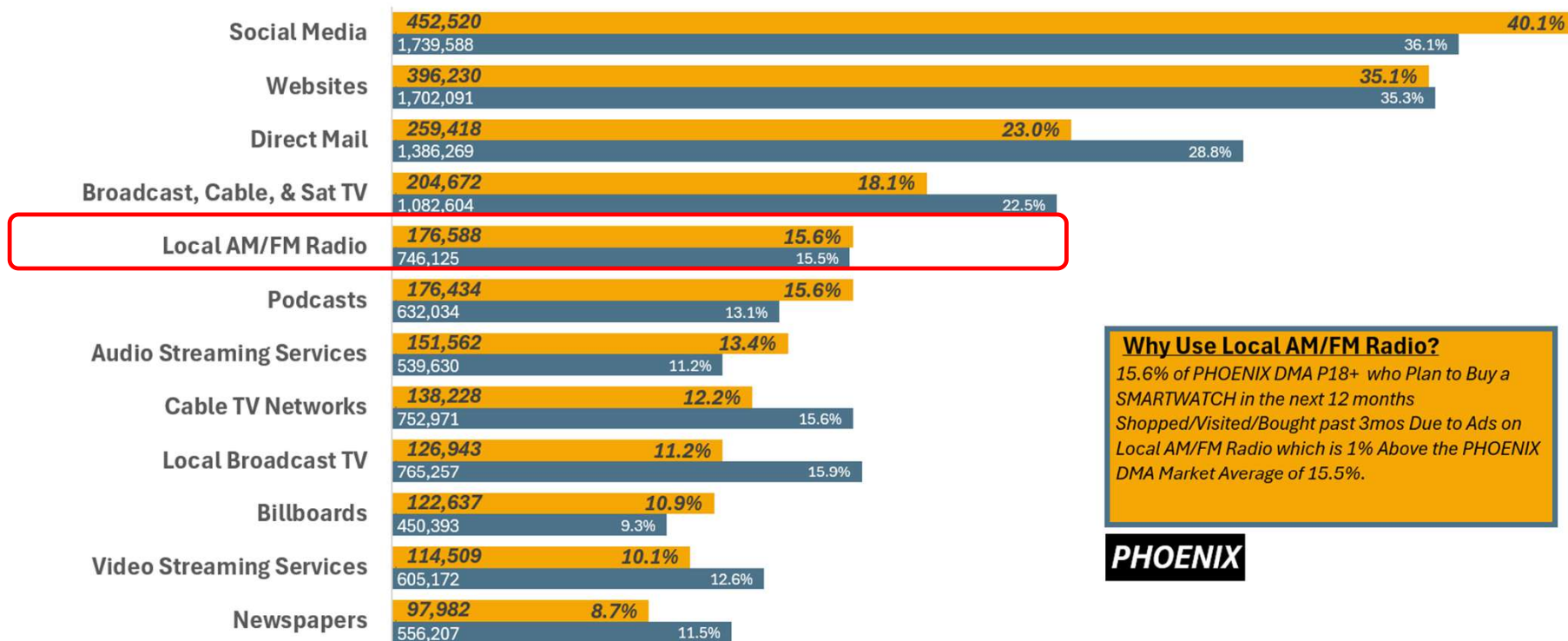
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Items/services HHLD plans to buy in next 12 months (HHLD): Smartwatch



"Advertising Actions"

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



Why Use Local AM/FM Radio?

15.6% of PHOENIX DMA P18+ who Plan to Buy a SMARTWATCH in the next 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 1% Above the PHOENIX DMA Market Average of 15.5%.

PHOENIX

■ P18+ who Plan to Buy a SMARTWATCH in the next 12 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: 541
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Items/services HHLD plans to buy in next 12 months (HHLD): Smartwatch