

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

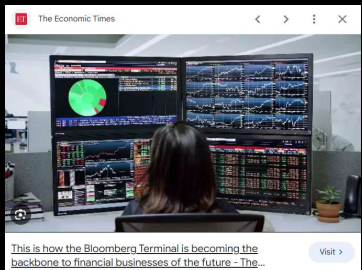
# Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of USA, MINNEAPOLIS-ST. PAUL, ST. LOUIS, CINCINNATI, and WEST PALM BEACH DMA P18+ who Bought a TATTOO and/or BODY PIERCING in the past 3 months as of March 31, 2026.



**P18+**



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



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

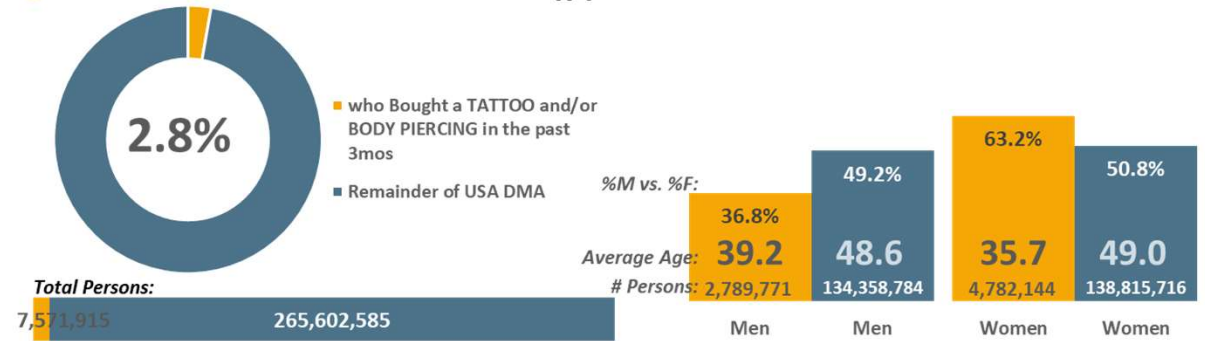
Other stores bought past 3 months: Any tattoo/body piercing shop



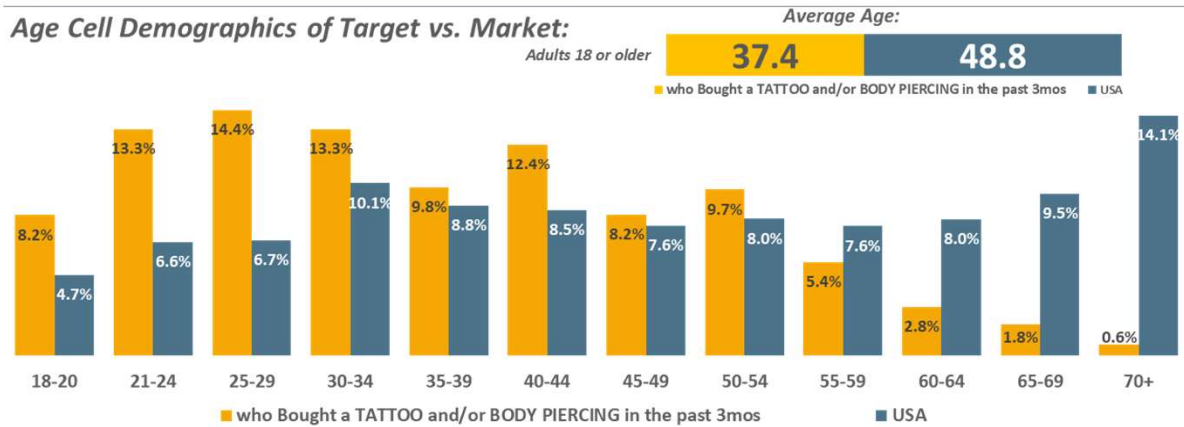


2.8% or 7,571,915 of USA DMA Adults 18 or older Bought a TATTOO and/or BODY PIERCING in the past 3mos. Typical Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos are 37.4 years old (23.4% younger than average) and have a \$121,751 (3.8% higher than average) annual household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

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

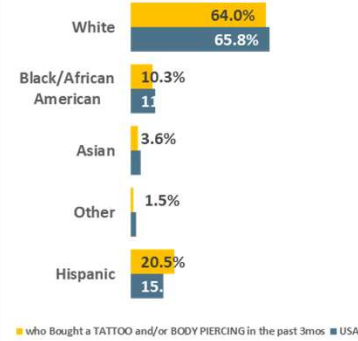


**Age Cell Demographics of Target vs. Market:**

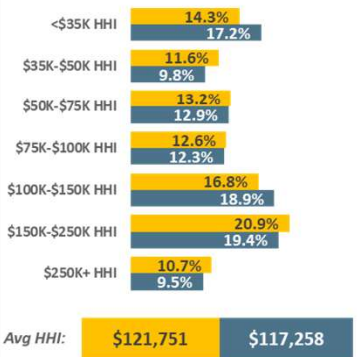


USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 725  
All Graphs and HBI AI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

**Ethnicity of Target vs. Market:**



**HHI of Target vs. Market:**



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





2.5% or 96,558 of MSP DMA Adults 18 or older Bought a TATTOO and/or BODY PIERCING in the past 3mos. Typical Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos are 37.1 years old (24.2% younger than average) and have a \$104,859 (8.4% lower than average) annual household income.

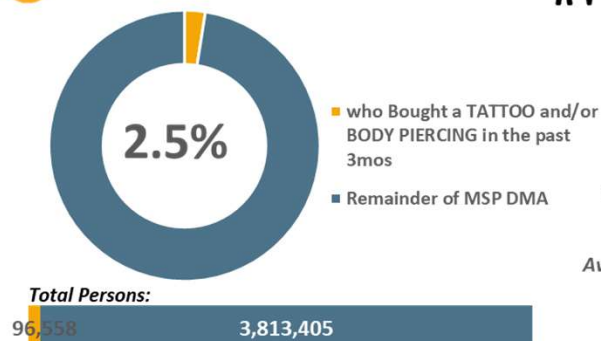


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

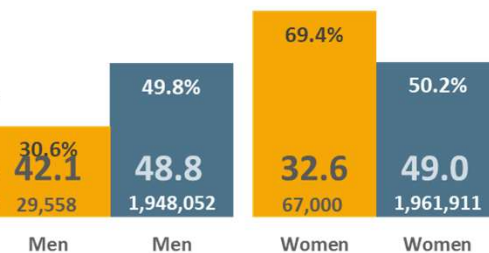
Ethnicity of Target vs. Market:



%M vs. %F:

Average Age:

# Persons:

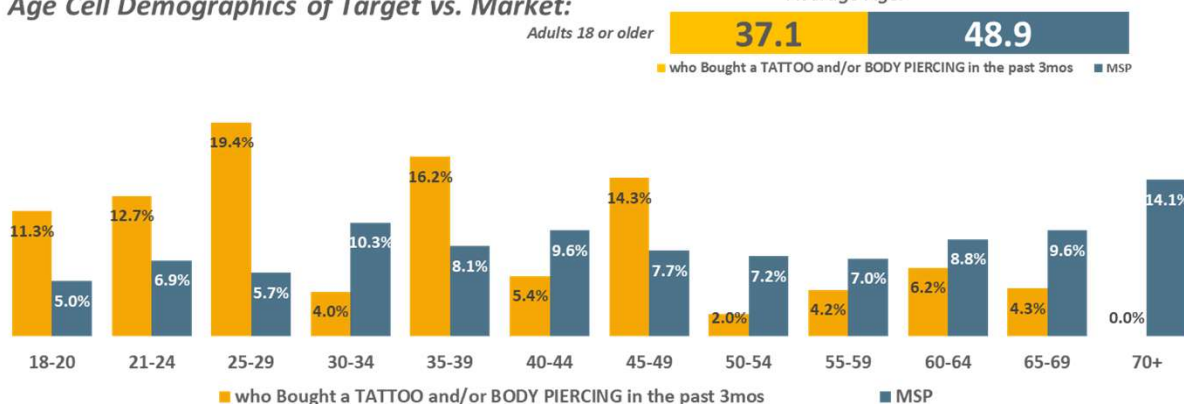


Age Cell Demographics of Target vs. Market:

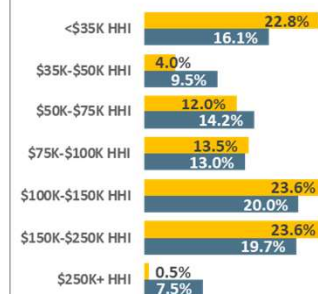
Average Age:

Adults 18 or older

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



HHI of Target vs. Market:



Avg HHI:

\$104,859 (Target) vs \$114,452 (Market)



2.9% or 73,952 of STL DMA Adults 18 or older Bought a TATTOO and/or BODY PIERCING in the past 3mos.  
 Typical Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos are 39.2 years old  
 (20.9% younger than average) and have a \$99,435 (4.3% lower than average) annual household income.

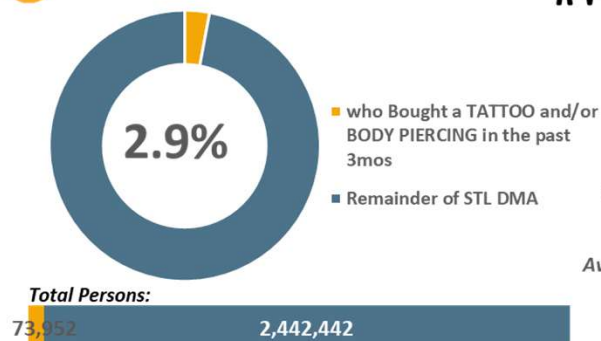


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

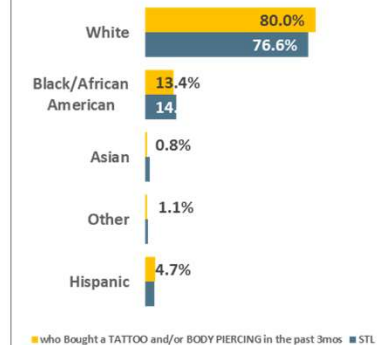
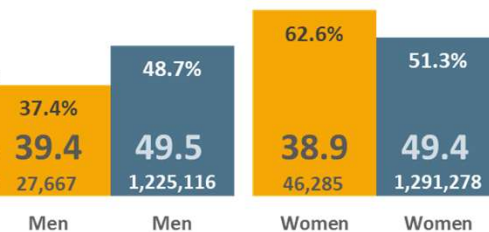
Ethnicity of Target vs. Market:



%M vs. %F:

Average Age:

# Persons:

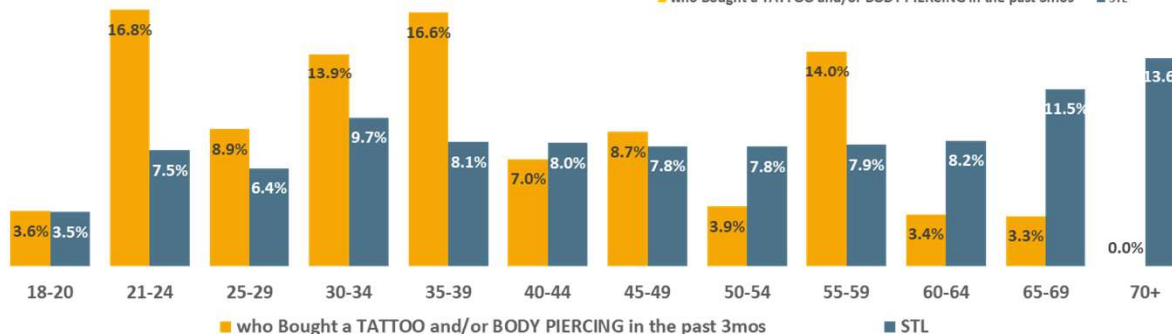


Age Cell Demographics of Target vs. Market:

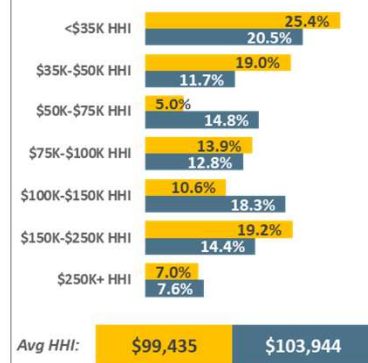
Average Age:

Adults 18 or older

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



HHI of Target vs. Market:





2.8% or 54,701 of CIN DMA Adults 18 or older Bought a TATTOO and/or BODY PIERCING in the past 3mos. Typical Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos are 35.4 years old (27.2% younger than average) and have a \$106,826 (3.2% higher than average) annual household income.

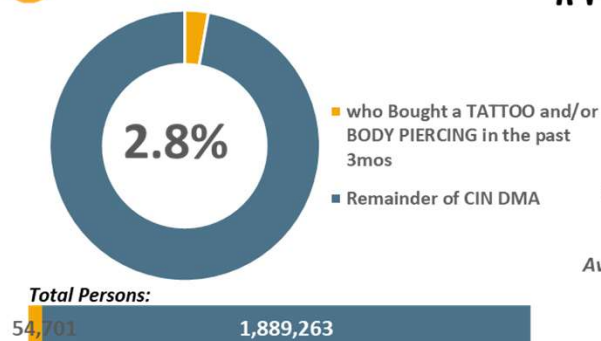


### Percent of Market: Adults 18 or older



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

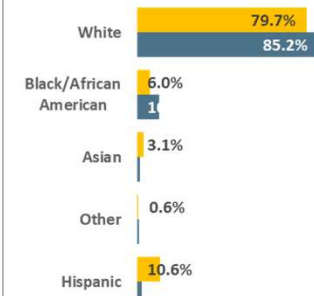
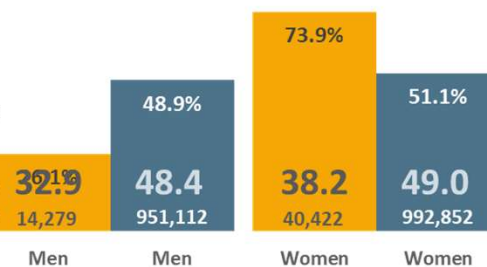
### Ethnicity of Target vs. Market:



%M vs. %F:

Average Age:

# Persons:



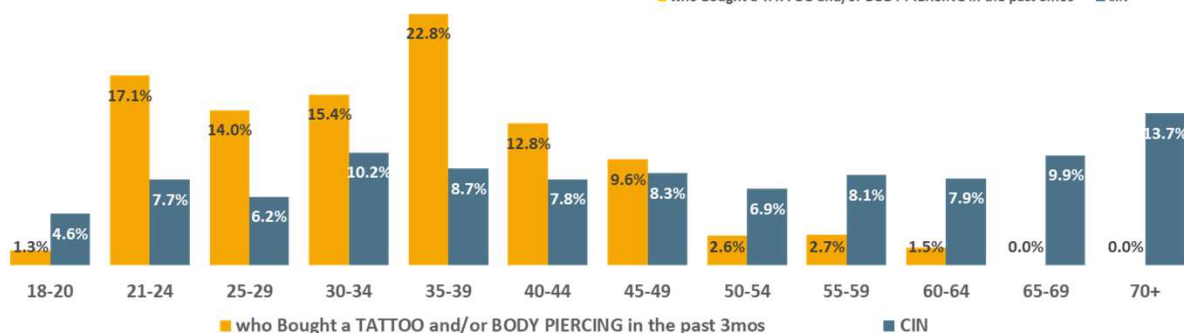
who Bought a TATTOO and/or BODY PIERCING in the past 3mos CIN

### Age Cell Demographics of Target vs. Market:

Average Age:

Adults 18 or older

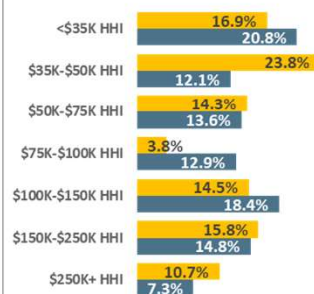
who Bought a TATTOO and/or BODY PIERCING in the past 3mos CIN



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

CIN

### HHI of Target vs. Market:



Avg HHI: \$106,826 (Target) vs \$103,481 (Market)





2.4% or 45,843 of WPB DMA Adults 18 or older Bought a TATTOO and/or BODY PIERCING in the past 3mos. Typical Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos are 34.4 years old (35.5% younger than average) and have a \$96,108 (8.8% lower than average) annual household income.

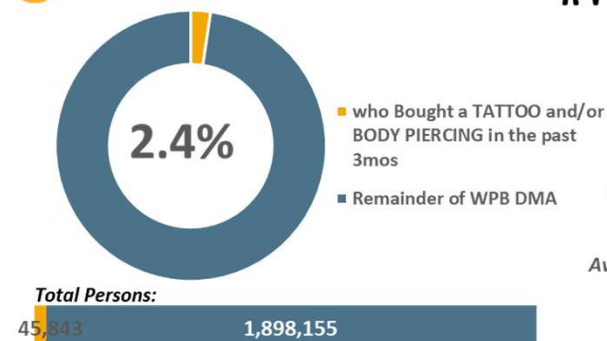


## Percent of Market: Adults 18 or older



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

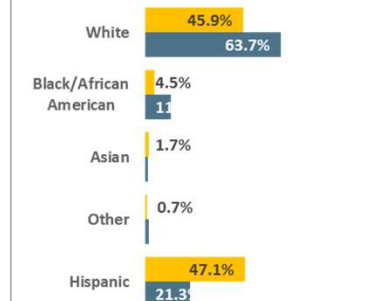
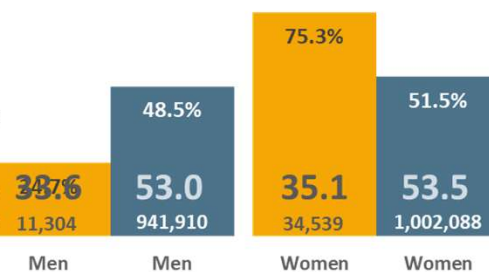
## Ethnicity of Target vs. Market:



%M vs. %F:

Average Age:

# Persons:



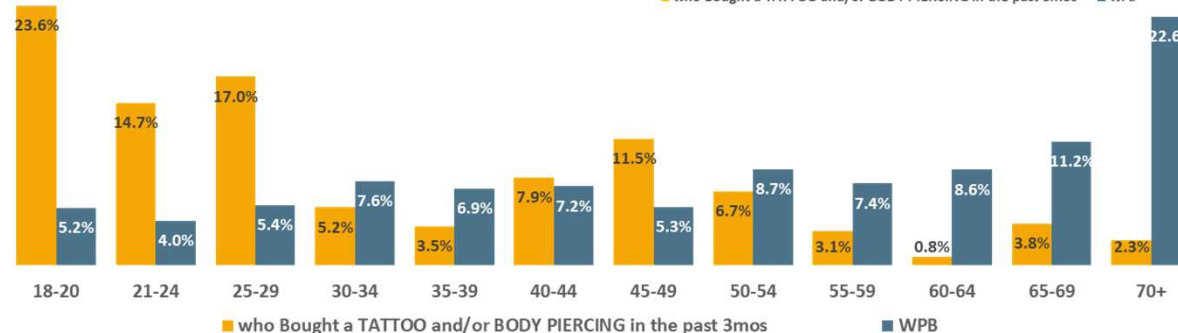
who Bought a TATTOO and/or BODY PIERCING in the past 3mos WPB

## Age Cell Demographics of Target vs. Market:

Average Age:

Adults 18 or older

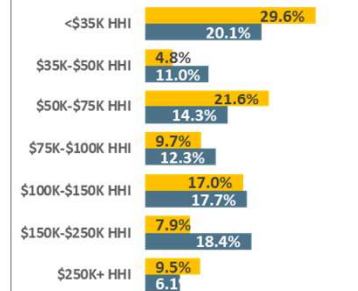
who Bought a TATTOO and/or BODY PIERCING in the past 3mos WPB



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

WPB

## HHI of Target vs. Market:



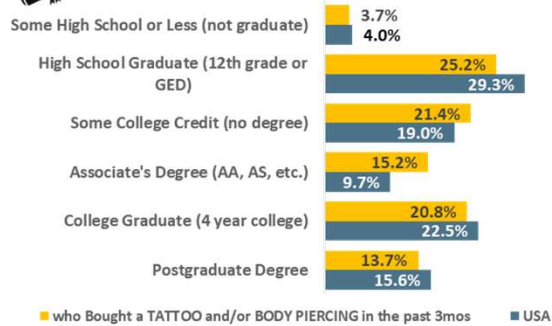
Avg HHI: \$96,108 (Target) vs \$105,392 (Market)



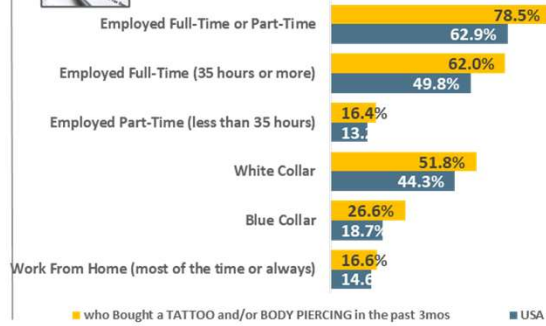
2.8% or 7,571,915 of USA DMA Adults 18 or older Bought a TATTOO and/or BODY PIERCING in the past 3mos. Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos are 9.3% less likely to be a college graduate, 24.7% more likely to work full-time, 20.2% less likely to be married, 35.3%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



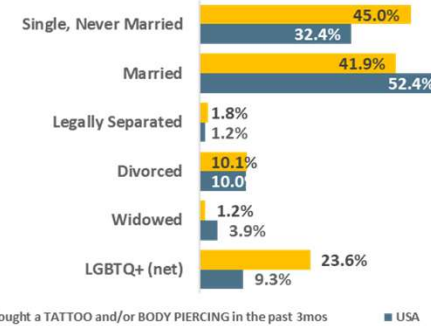
### Education Levels: Adults 18 or older



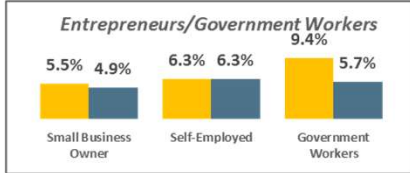
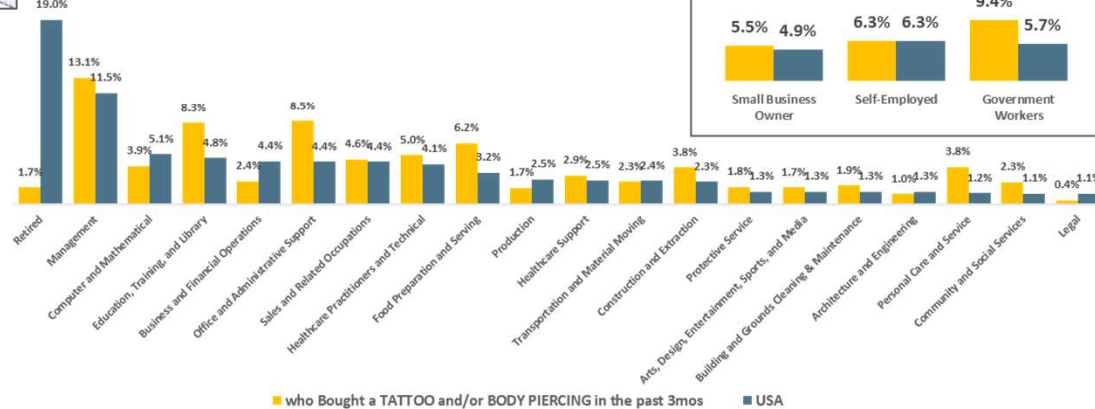
### Employment: Adults 18 or older



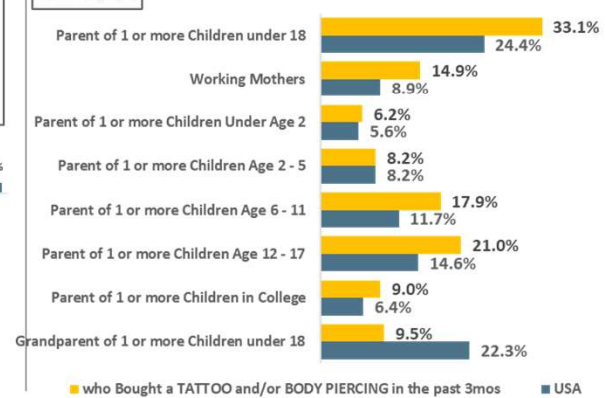
### Marital Status: Adults 18 or older



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



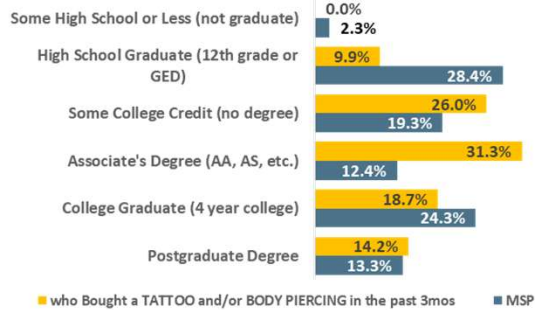
### Stage in Life: Adults 18 or older



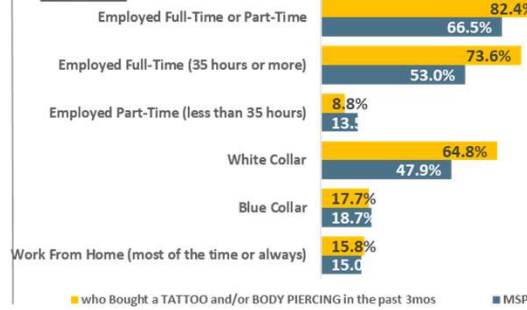


2.5% or 96,558 of MSP DMA Adults 18 or older Bought a TATTOO and/or BODY PIERCING in the past 3mos. Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos are 12.8% less likely to be a college graduate, 38.8% more likely to work full-time, 16.6% less likely to be married, 16.5% more likely to be a parent of 1 or more children under

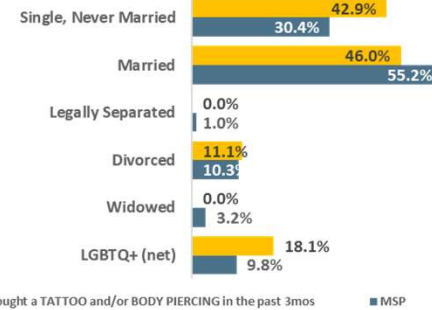
### Education Levels: Adults 18 or older



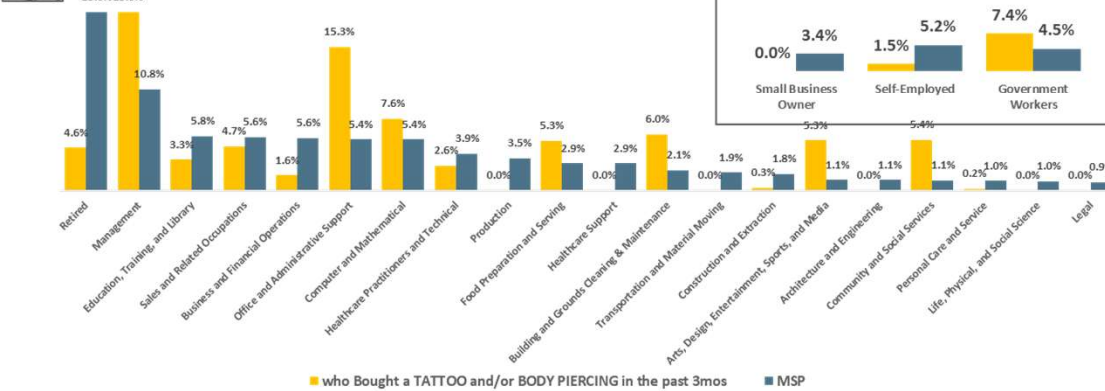
### Employment: Adults 18 or older



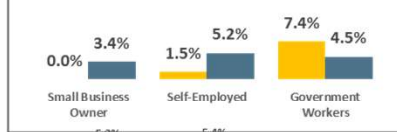
### Marital Status: Adults 18 or older



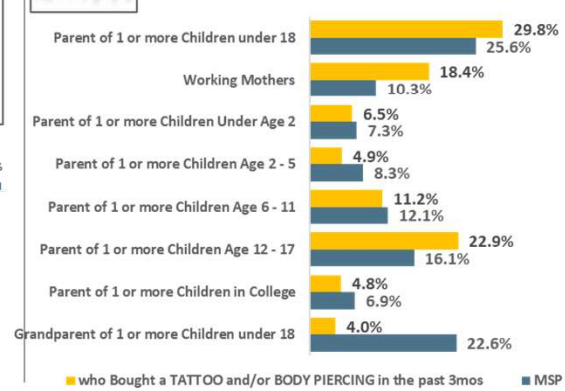
### Top-20 Occupations: Adults 18 or older



### Entrepreneurs/Government Workers



### Stage in Life: Adults 18 or older



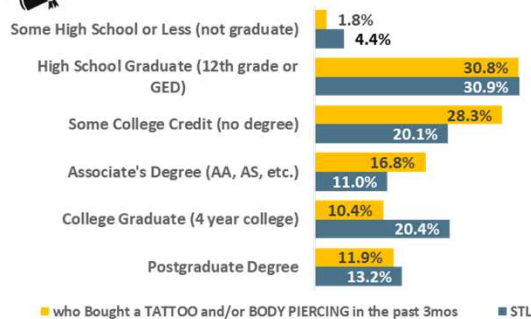




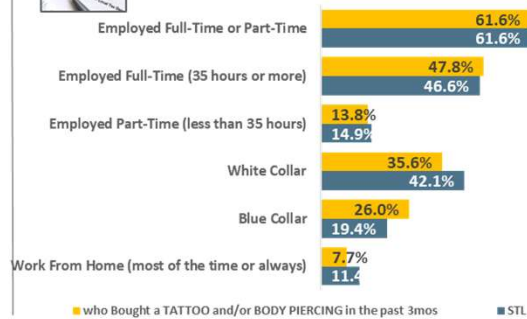
2.9% or 73,952 of STL DMA Adults 18 or older Bought a TATTOO and/or BODY PIERCING in the past 3mos. Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos are 33.6% less likely to be a college graduate, 2.5% more likely to work full-time, 31.1% less likely to be married, 57.9% more likely to be a parent of 1 or more children under 1



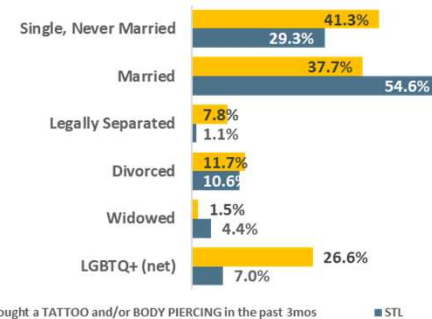
### Education Levels: Adults 18 or older



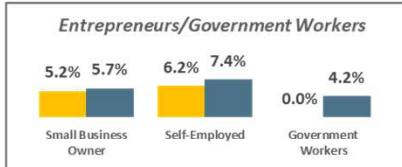
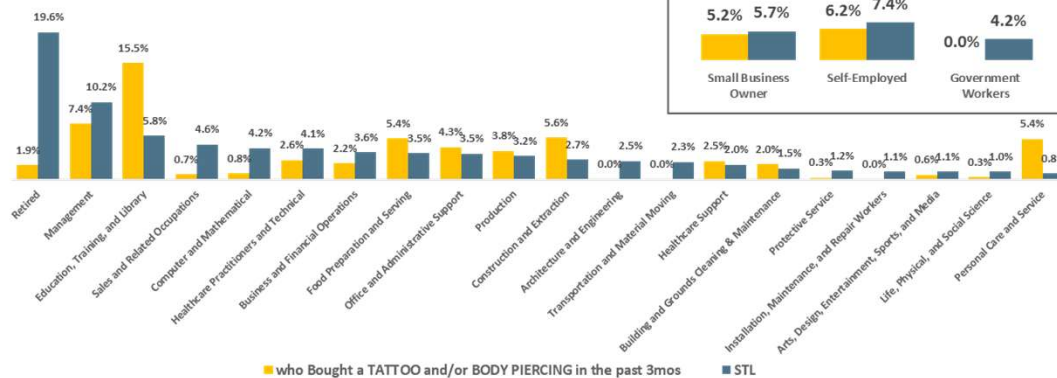
### Employment: Adults 18 or older



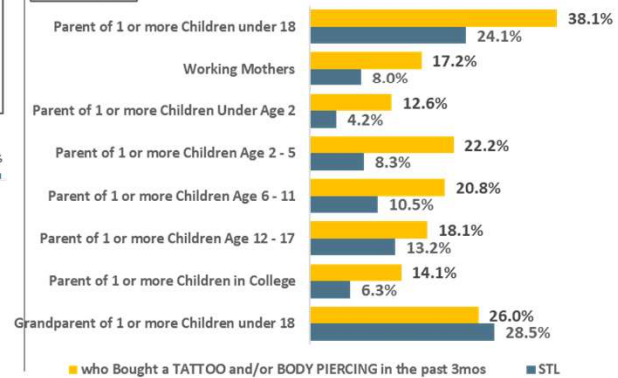
### Marital Status: Adults 18 or older



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



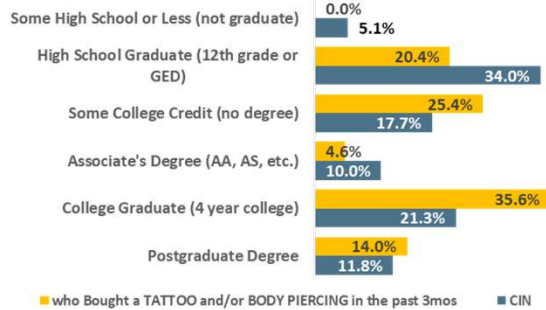
### Stage in Life: Adults 18 or older



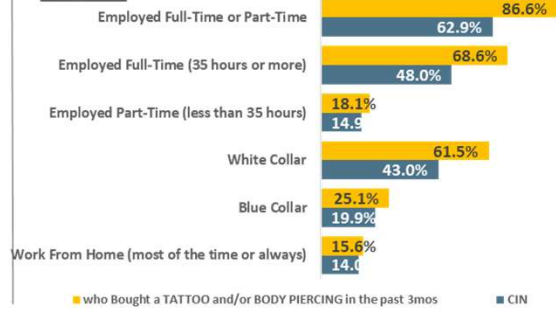


2.8% or 54,701 of CIN DMA Adults 18 or older Bought a TATTOO and/or BODY PIERCING in the past 3mos. Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos are 49.5% more likely to be a college graduate, 42.7% more likely to work full-time, 10.9% less likely to be married, 40.9% more likely to be a parent of 1 or more children under

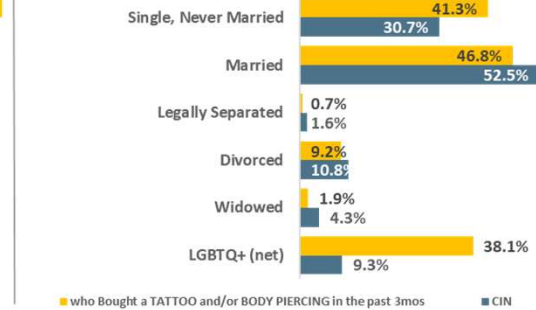
## Education Levels: Adults 18 or older



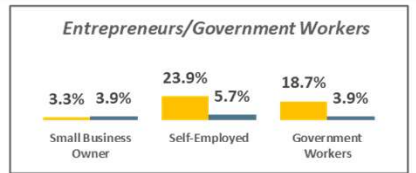
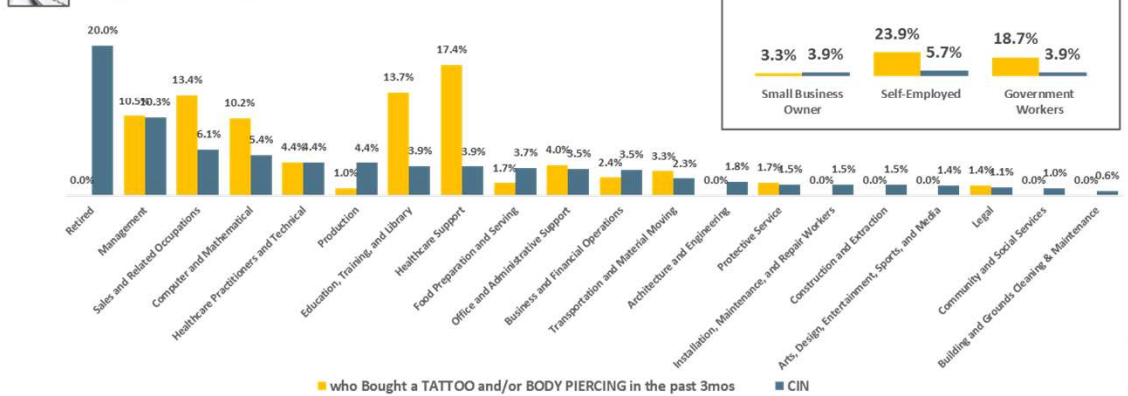
## Employment: Adults 18 or older



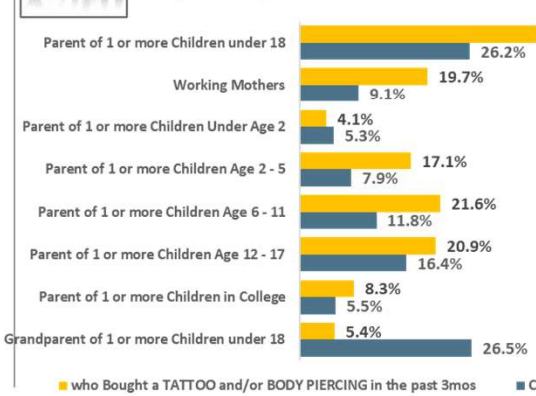
## Marital Status: Adults 18 or older



## Top-20 Occupations: Adults 18 or older



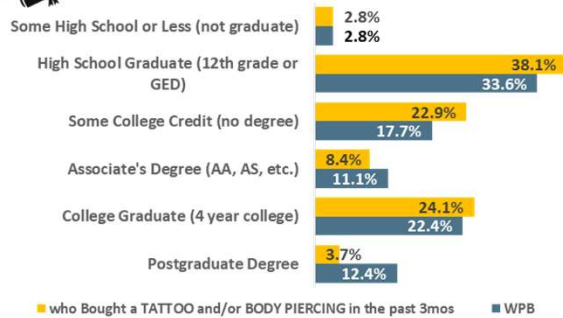
## Stage in Life: Adults 18 or older



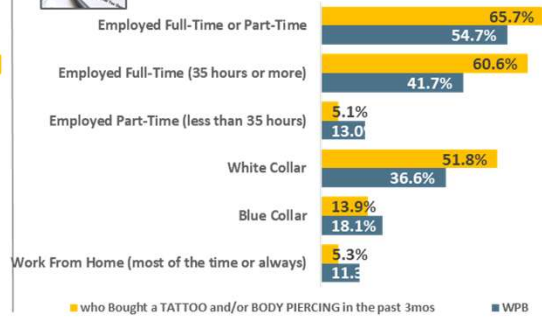


2.4% or 45,843 of WPB DMA Adults 18 or older Bought a TATTOO and/or BODY PIERCING in the past 3mos. Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos are 20.1% less likely to be a college graduate, 45.3% more likely to work full-time, 37.1% less likely to be married, 93.3% more likely to be a parent of 1 or more children under

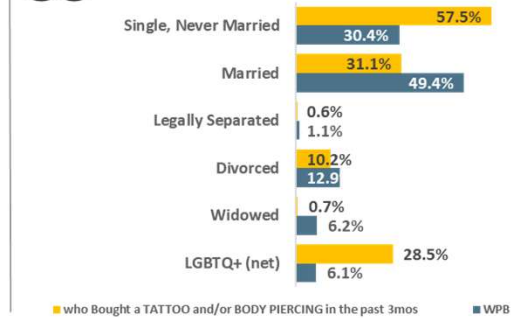
### Education Levels: Adults 18 or older



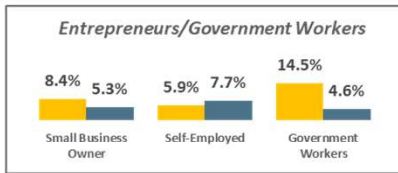
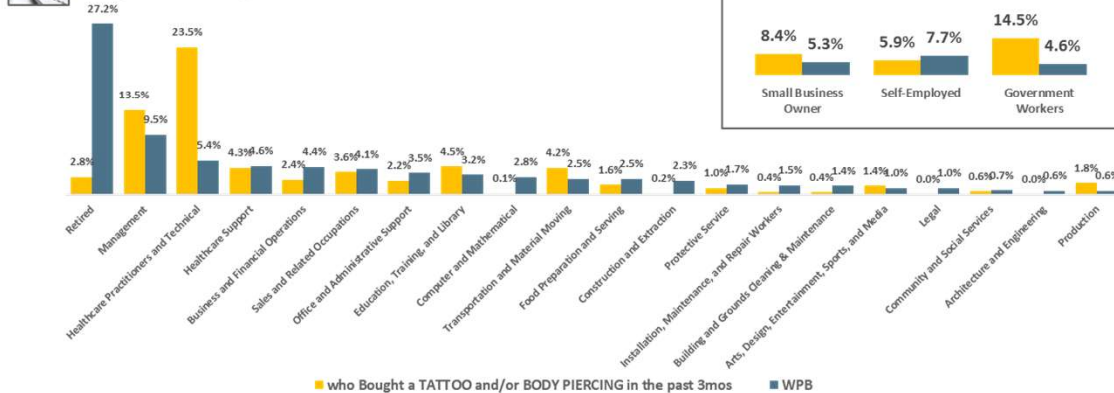
### Employment: Adults 18 or older



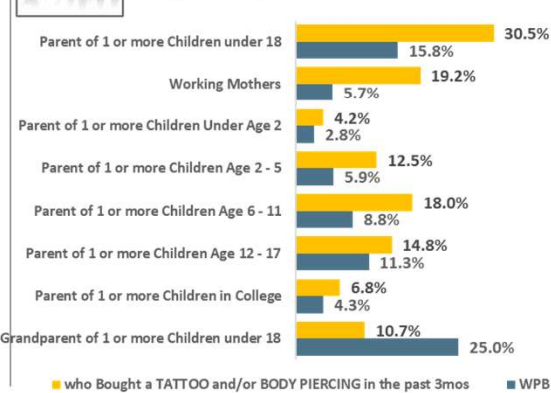
### Marital Status: Adults 18 or older



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



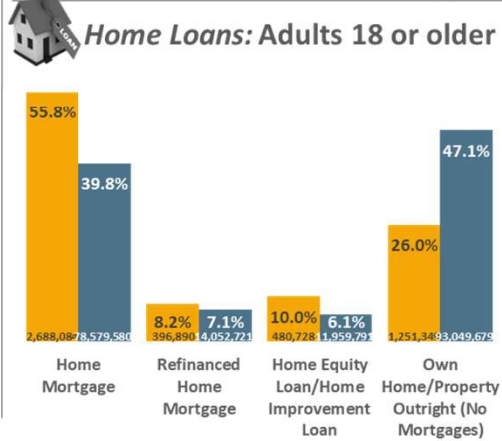
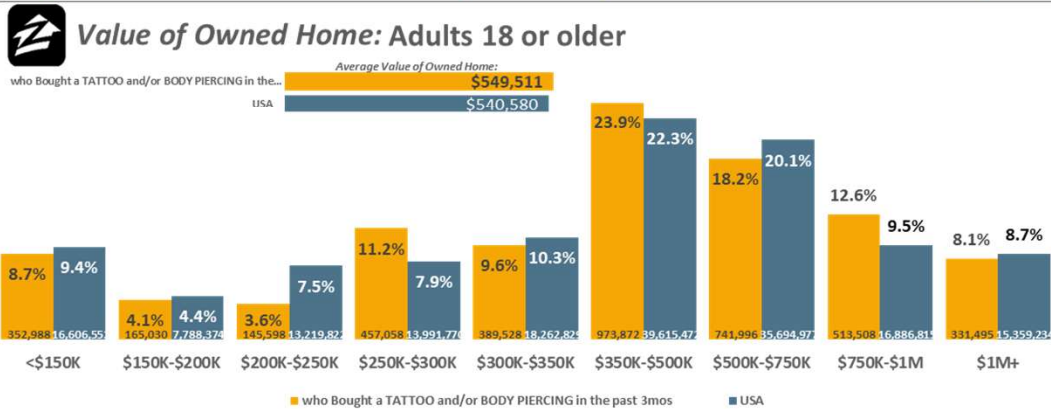
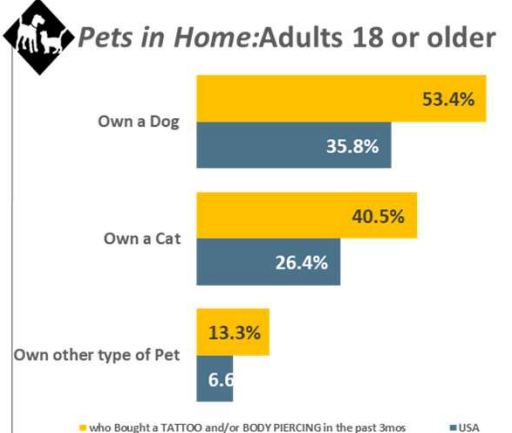
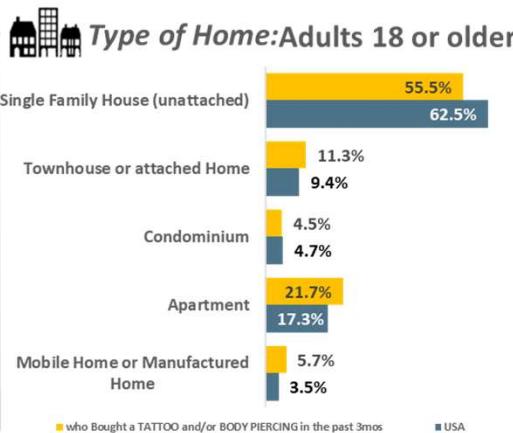
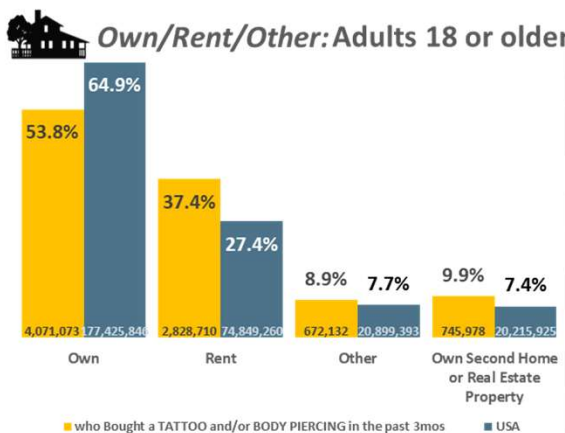
### Stage in Life: Adults 18 or older







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



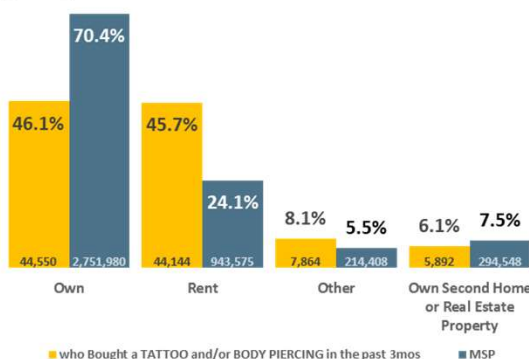
Other stores bought past 3 months: Any tattoo/body piercing shop



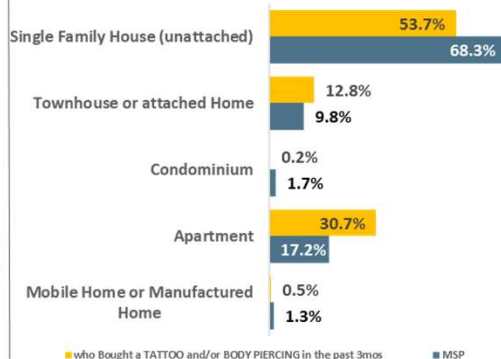
2.5% or 96,558 of MSP DMA Adults 18 or older Bought a TATTOO and/or BODY PIERCING in the past 3mos. Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos are 34.4% less likely to own their home, 6.5% more likely to own a lower valued home, 21.3% less likely to have a single-family home, 39.3% more likely to have a dog.



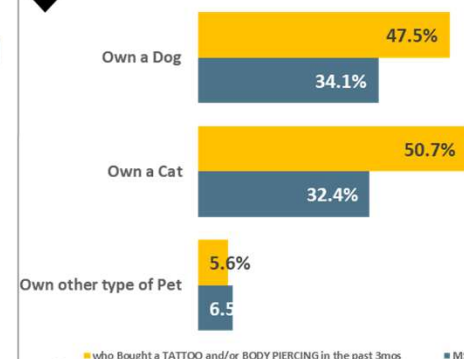
### Own/Rent/Other: Adults 18 or older



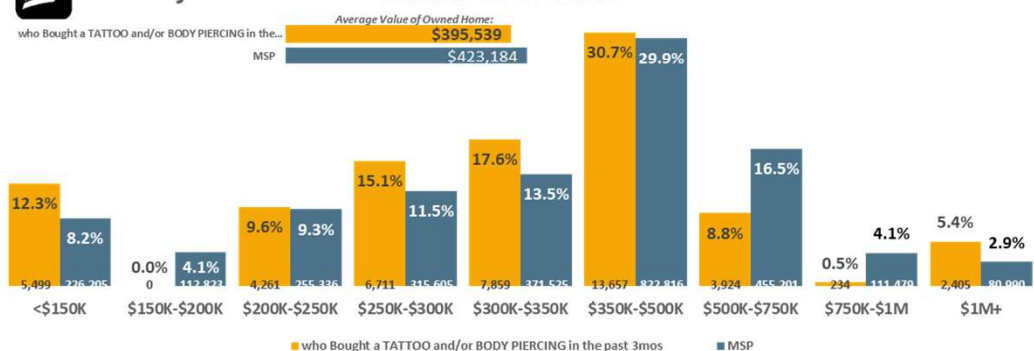
### Type of Home: Adults 18 or older



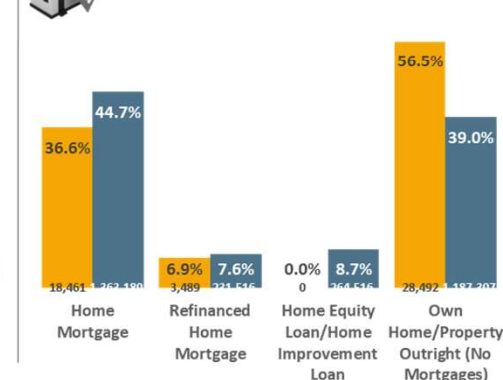
### Pets in Home: Adults 18 or older



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



### Home Loans: Adults 18 or older

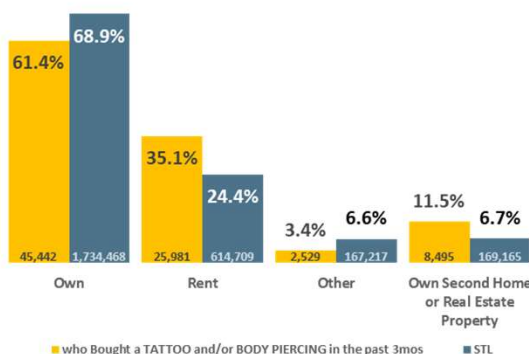




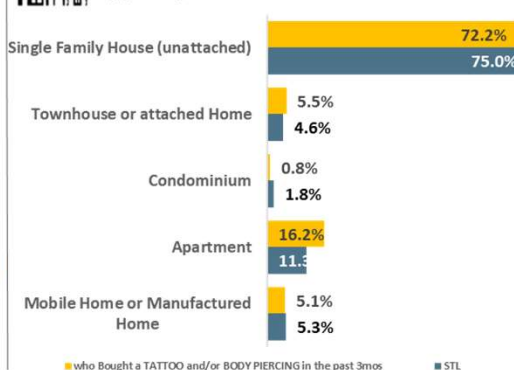
2.9% or 73,952 of STL DMA Adults 18 or older Bought a TATTOO and/or BODY PIERCING in the past 3mos. Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos are 10.9% less likely to own their home, 13.2% more likely to own a lower valued home, 3.8% less likely to have a single-family home, 46.2% more likely to have a dog.



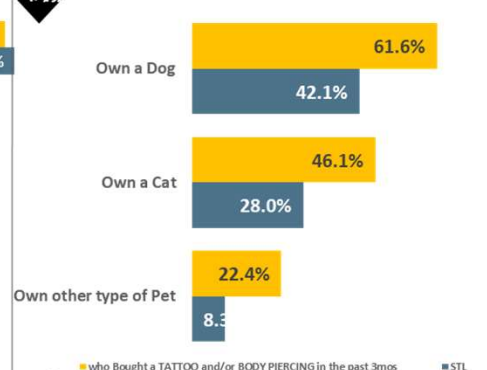
### Own/Rent/Other: Adults 18 or older



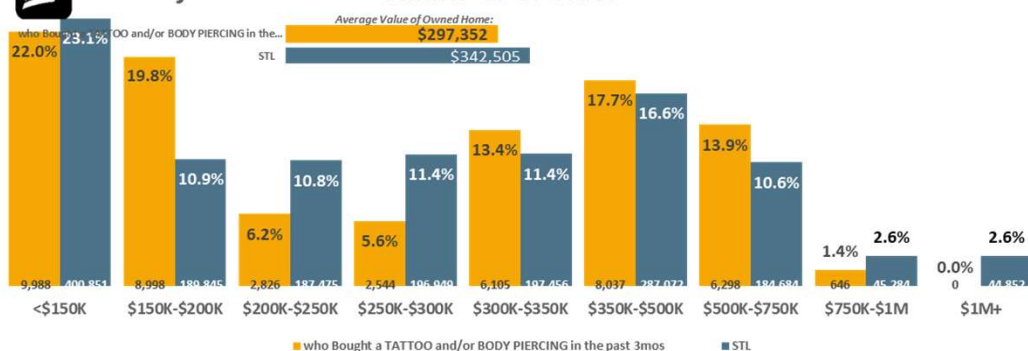
### Type of Home: Adults 18 or older



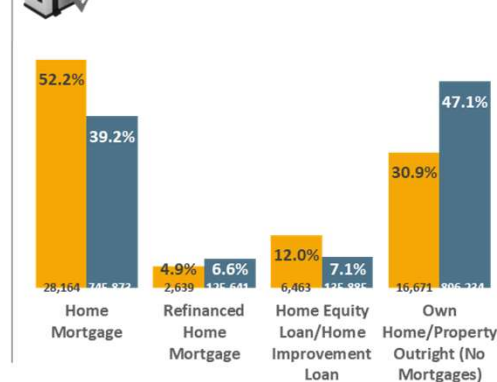
### Pets in Home: Adults 18 or older



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



### Home Loans: Adults 18 or older

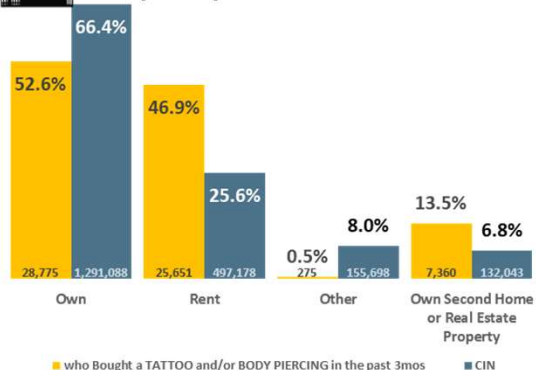




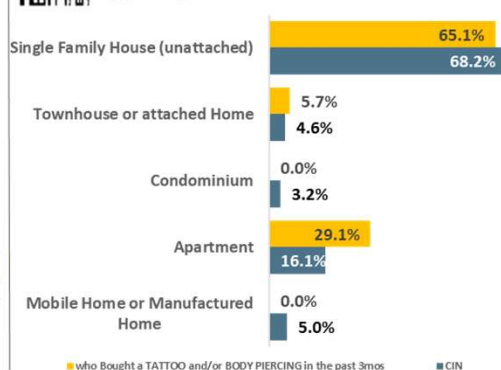


2.8% or 54,701 of CIN DMA Adults 18 or older Bought a TATTOO and/or BODY PIERCING in the past 3mos. Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos are 20.8% less likely to own their home, 16.1% more likely to own a higher valued home, 4.5% less likely to have a single-family home, 45.4% more likely to have a dog.

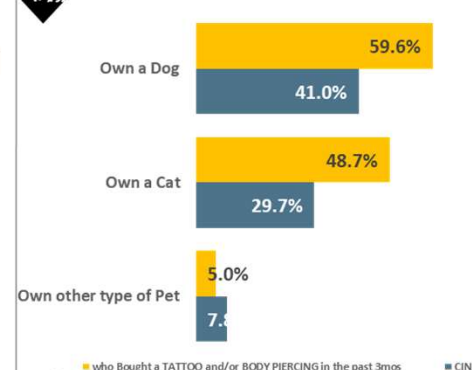
### Own/Rent/Other: Adults 18 or older



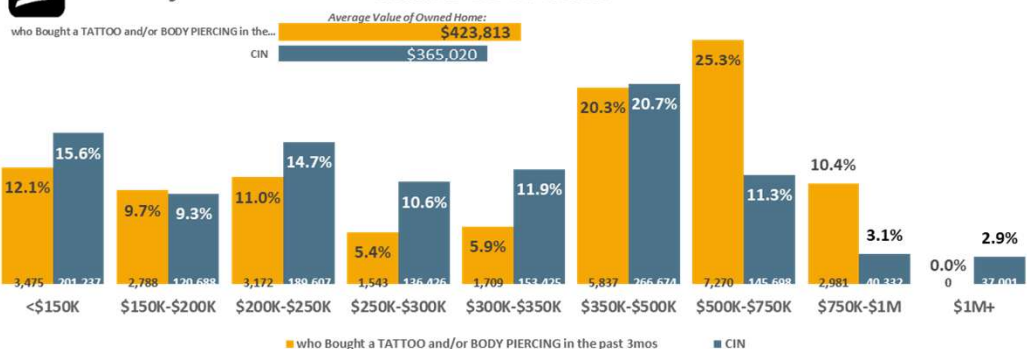
### Type of Home: Adults 18 or older



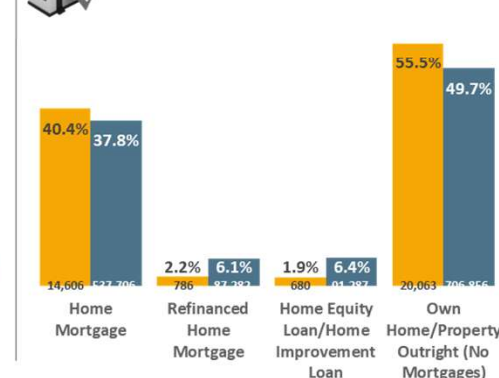
### Pets in Home: Adults 18 or older



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



### Home Loans: Adults 18 or older

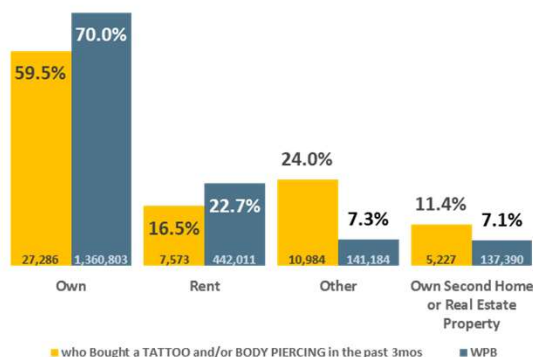




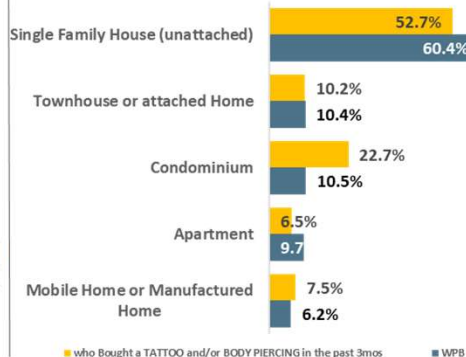
2.4% or 45,843 of WPB DMA Adults 18 or older Bought a TATTOO and/or BODY PIERCING in the past 3mos. Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos are 15.% less likely to own their home, 9.8% more likely to own a lower valued home, 12.8% less likely to have a single-family home, 51.1% more likely to have a dog.



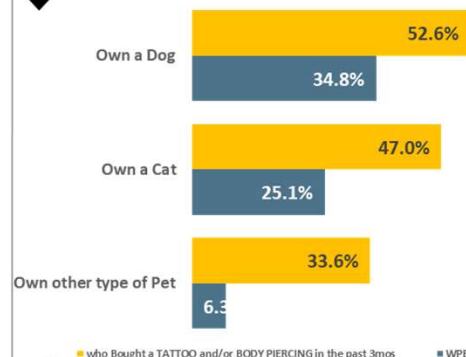
### Own/Rent/Other: Adults 18 or older



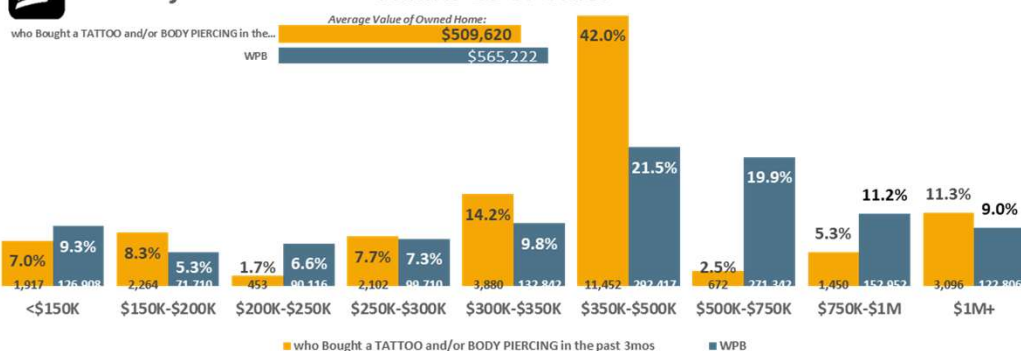
### Type of Home: Adults 18 or older



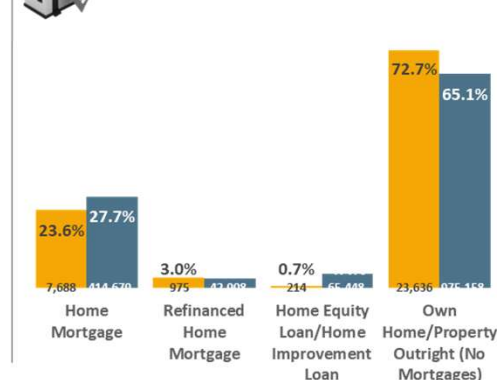
### Pets in Home: Adults 18 or older



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



### Home Loans: Adults 18 or older

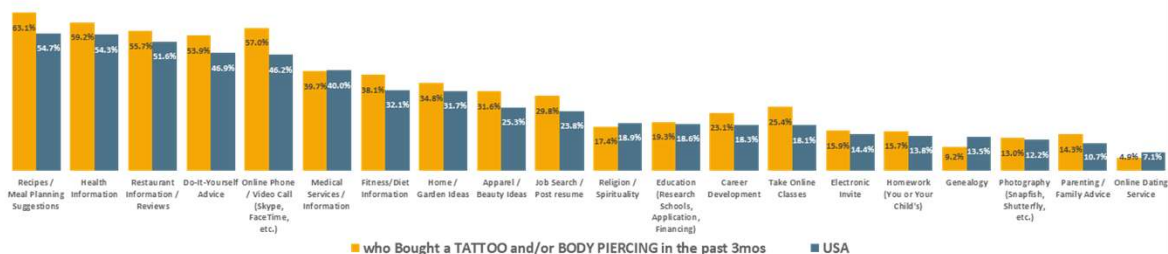




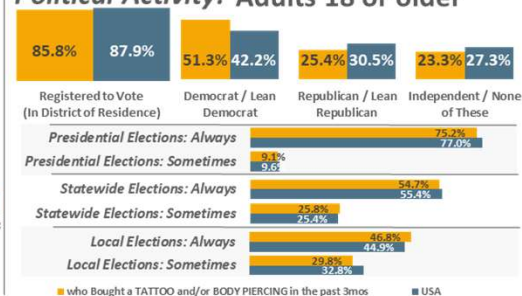
2.8% or 7,571,915 of USA DMA Adults 18 or older Bought a TATTOO and/or BODY PIERCING in the past 3mos. Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos are 14.9% more likely to look up D-I-Y advice online, 4.2% more likely to always vote in local elections, 32.2% more likely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



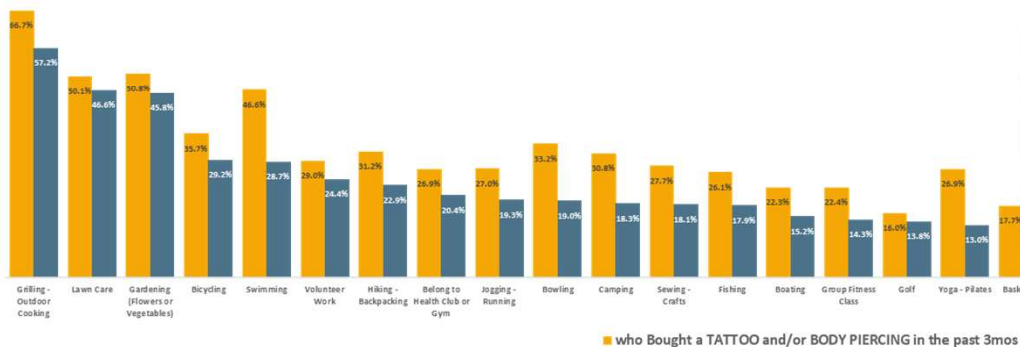
### Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



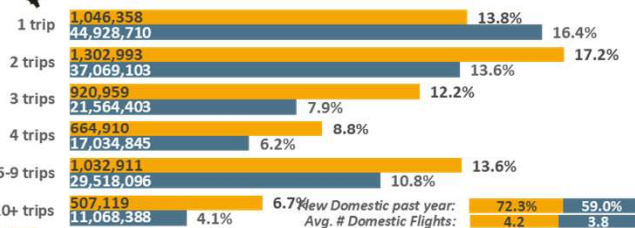
### Political Activity: Adults 18 or older



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



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



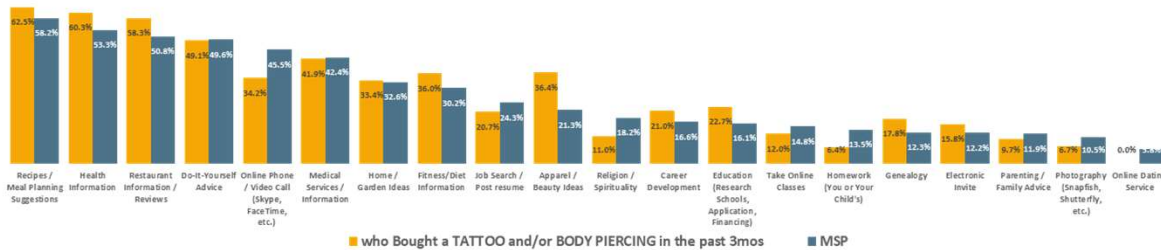
New Domestic past year: 6.7%  
Avg. # Domestic Flights: 4.2



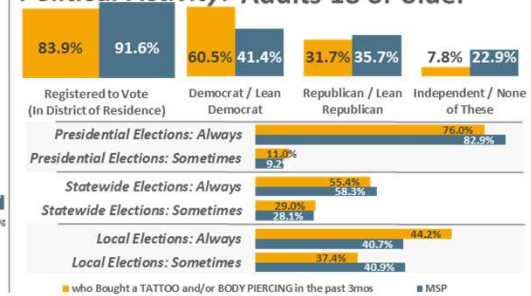
2.5% or 96,558 of MSP DMA Adults 18 or older Bought a TATTOO and/or BODY PIERCING in the past 3mos. Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos are .9% less likely to look up D-I-Y advice online, 8.6% more likely to always vote in local elections, 23.5% more likely to belong to a gym, 12.1% more likely to fly domestic pa



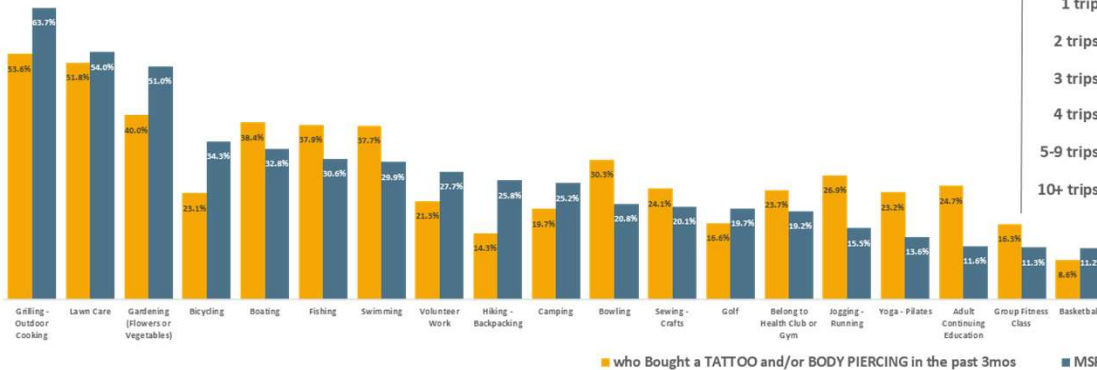
### Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



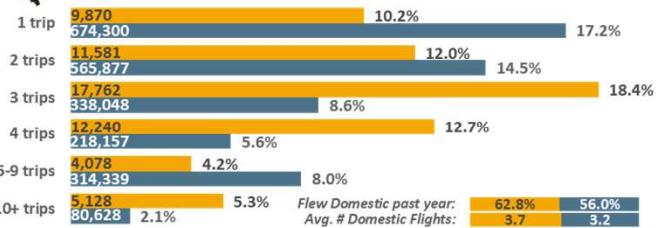
### Political Activity: Adults 18 or older



### 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: 62.8%  
Avg. # Domestic Flights: 3.7

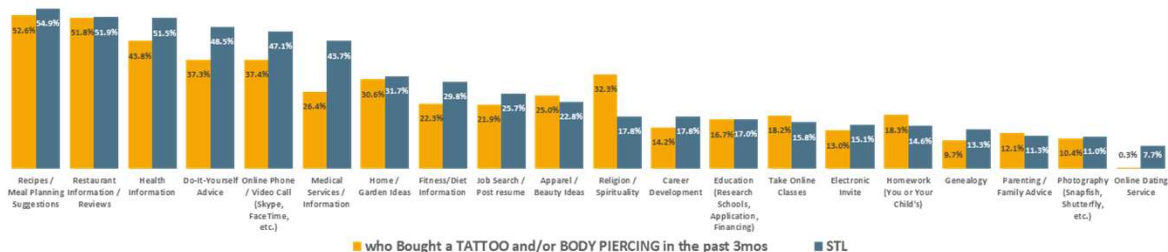




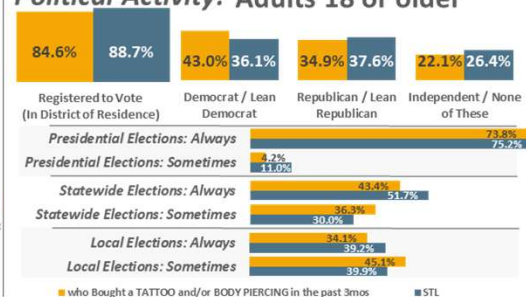
2.9% or 73,952 of STL DMA Adults 18 or older Bought a TATTOO and/or BODY PIERCING in the past 3mos. Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos are 23.2% less likely to look up D-I-Y advice online, 13.1% less likely to always vote in local elections, 22.% less likely to belong to a gym, 18.9% more likely to fly domestic



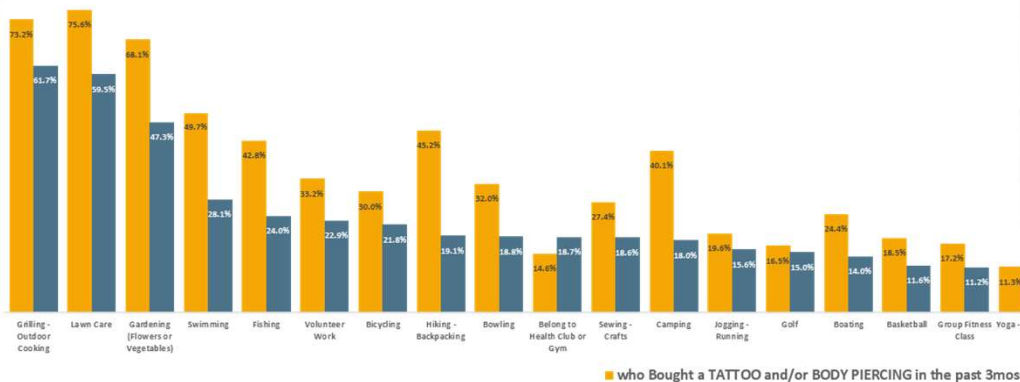
### Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



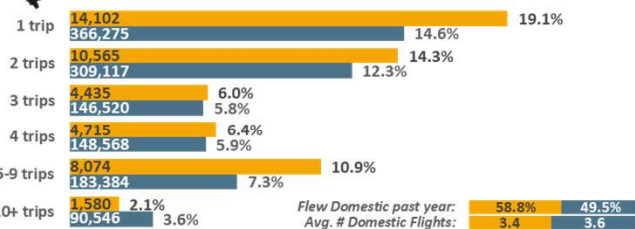
### Political Activity: Adults 18 or older



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



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

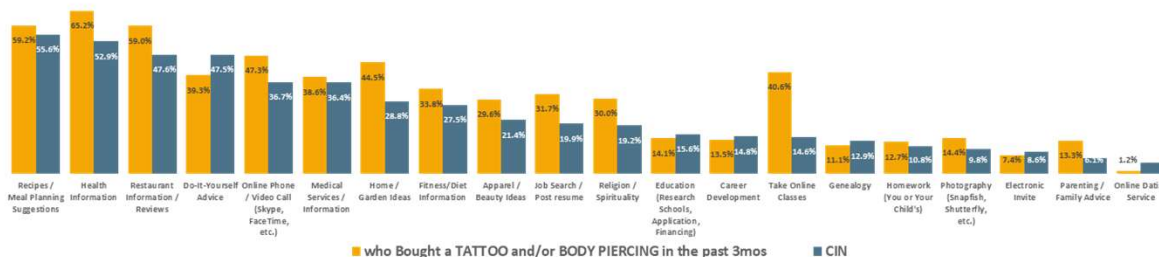




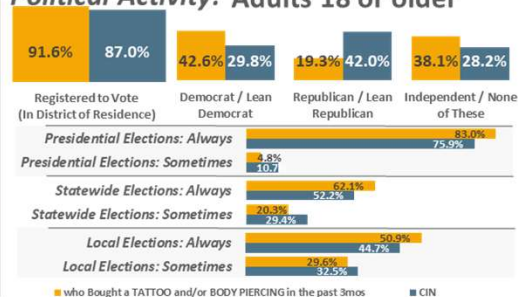
2.8% or 54,701 of CIN DMA Adults 18 or older Bought a TATTOO and/or BODY PIERCING in the past 3mos. Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos are 17.2% less likely to look up D-I-Y advice online, 14.% more likely to always vote in local elections, 72.2% more likely to belong to a gym, 11.9% more likely to fly domestic



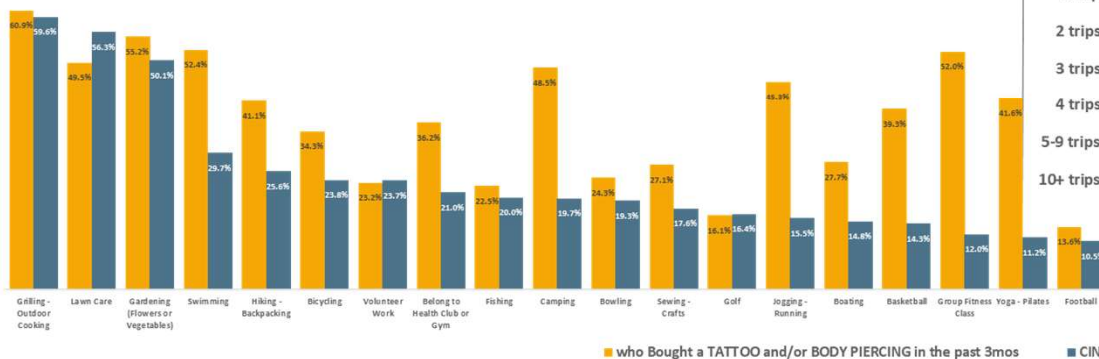
### Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



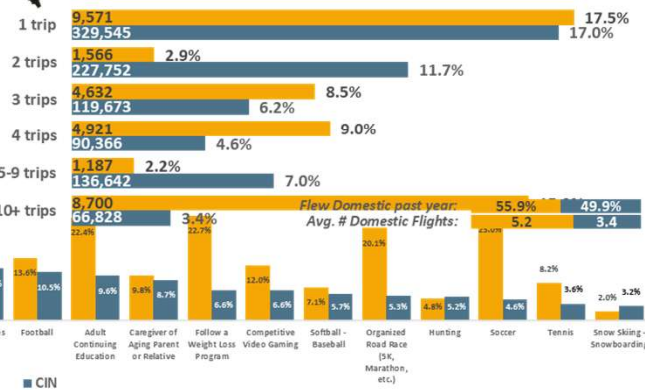
### Political Activity: Adults 18 or older



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



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

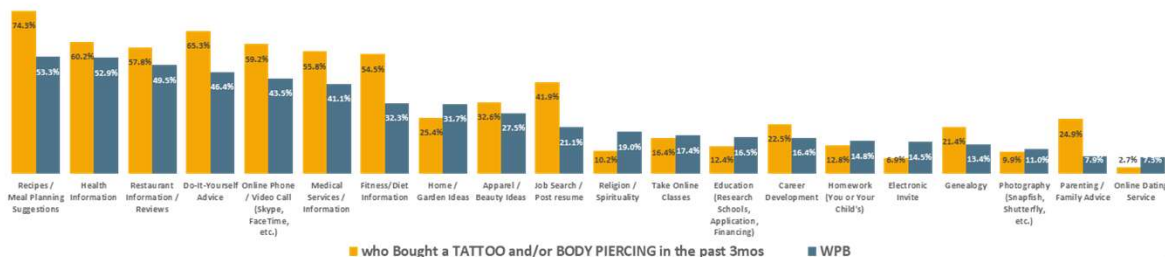




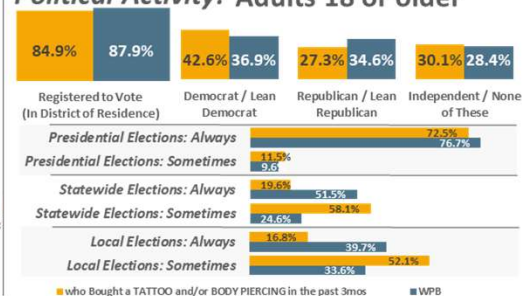
2.4% or 45,843 of WBPB DMA Adults 18 or older Bought a TATTOO and/or BODY PIERCING in the past 3mos. Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos are 40.9% more likely to look up D-I-Y advice online, 57.7% less likely to always vote in local elections, 48.9% more likely to belong to a gym, 15.3% more likely to fly domestic



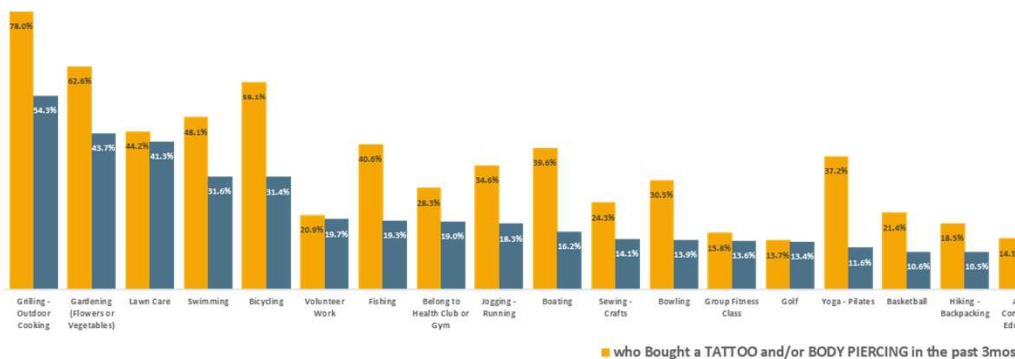
### Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



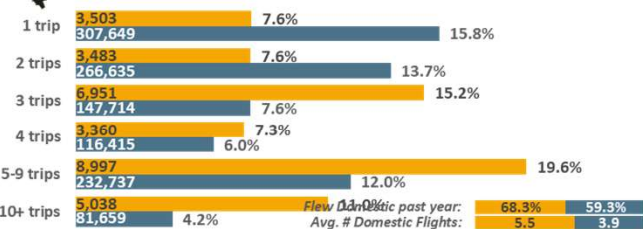
### Political Activity: Adults 18 or older



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



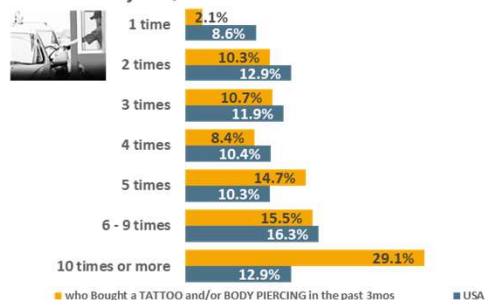
### Past 12-months Domestic Airline Trips: Adults 18 or older



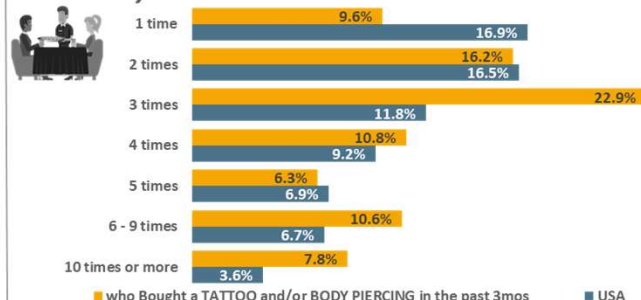


2.8% or 7,571,915 of USA DMA Adults 18 or older Bought a TATTOO and/or BODY PIERCING in the past 3mos. Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos are 9.9% more likely to use QSRs past mo., 17.7% more likely to use Sit-Down Restaurants past mo., 26.6% more likely to use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

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

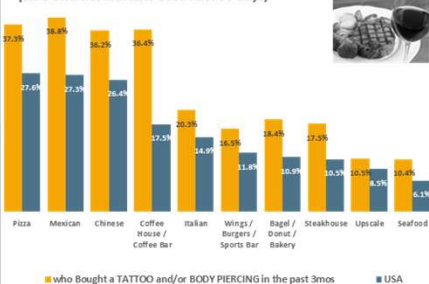


### Past 30-days Sit-Down Restaurant Users: Adults 18 or older

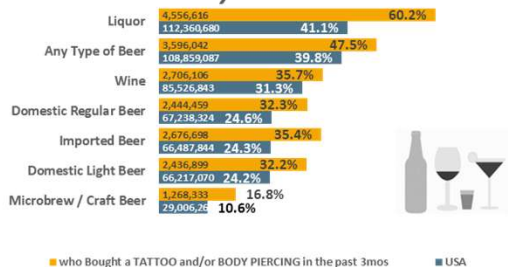


### Top-10 Cuisines: Adults 18 or older

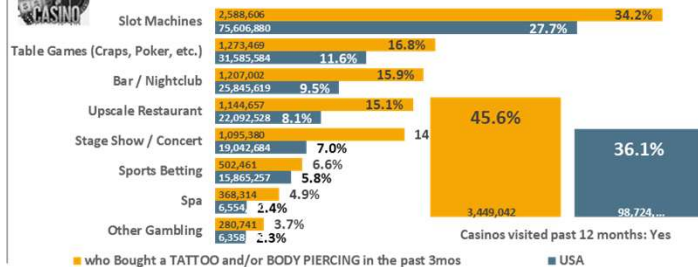
(Sit-Down Restaurants Used Past 30-days)



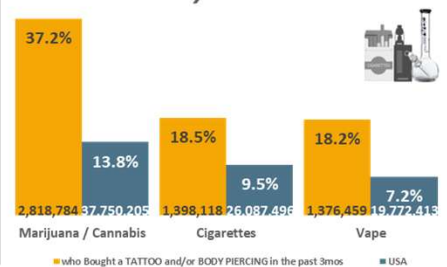
### Drank Past 30-days: Adults 18 or older



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



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



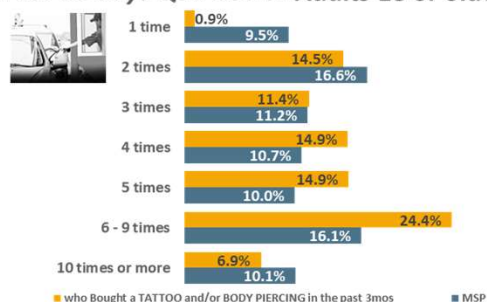
Other stores bought past 3 months: Any tattoo/body piercing shop





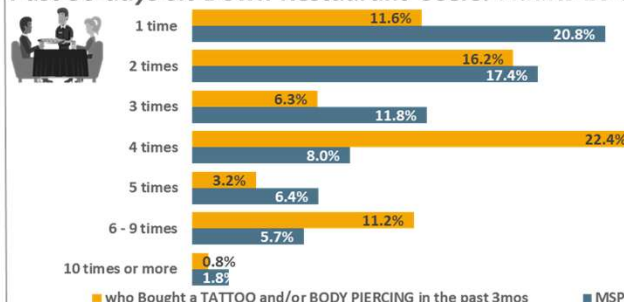
2.5% or 96,558 of MSP DMA Adults 18 or older Bought a TATTOO and/or BODY PIERCING in the past 3mos. Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos are 4.4% more likely to use QSRs past mo., .2% less likely to use Sit-Down Restaurants past mo., 43.9% more likely to use Casinos past yr., 36.6% less likely to smoke cigarettes.

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



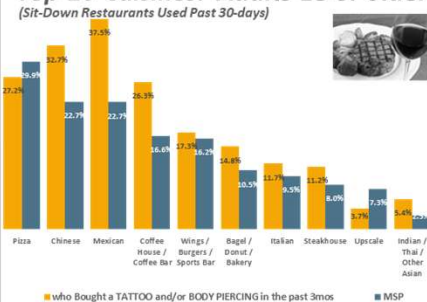
Total Monthly QSR Users: 87.8%  
 Avg. Monthly QSR Meals: 5.5

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



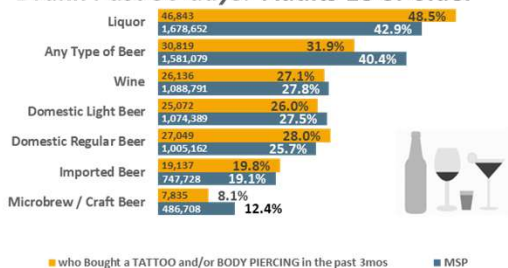
Total Monthly Sit-Down Restaurant Users: 71.8%  
 Avg. Monthly Sit-Down Restaurant Meals: 3.7

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

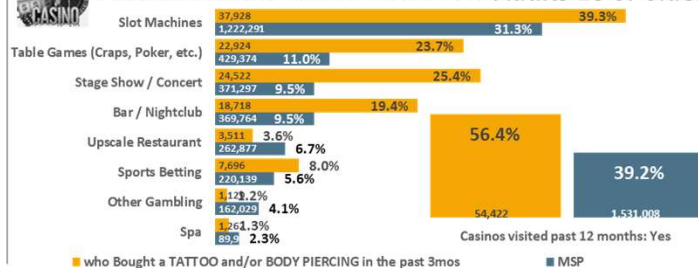


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)  
 who Bought a TATTOO and/or BODY PIERCING in the... 35.6%  
 MSP 518,071 13.3%

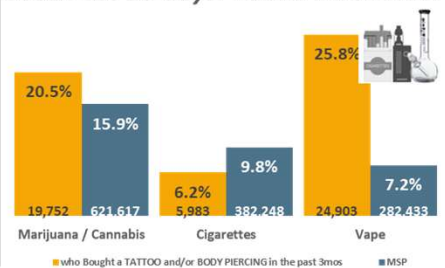
### Drank Past 30-days: Adults 18 or older



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



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

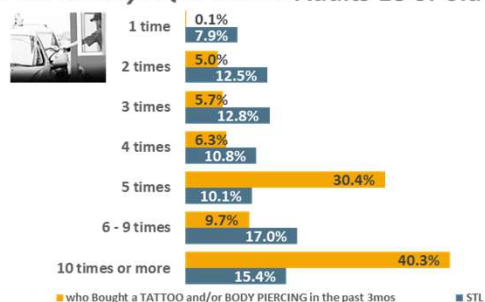


Other stores bought past 3 months: Any tattoo/body piercing shop

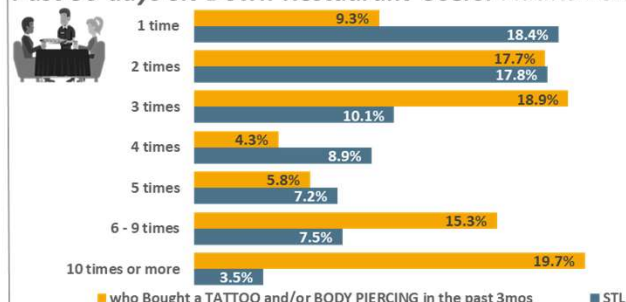


2.9% or 73,952 of STL DMA Adults 18 or older Bought a TATTOO and/or BODY PIERCING in the past 3mos. Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos are 12.7% more likely to use QSRs past mo., 24.% more likely to use Sit-Down Restaurants past mo., 55.8% more likely to use Casinos past yr., 149.7% more likely to smoke cigarett

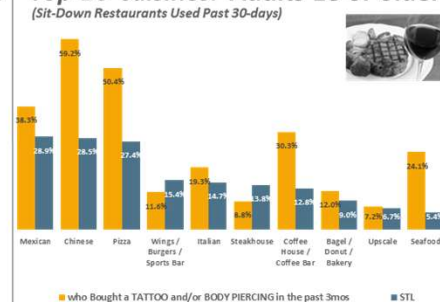
### Past 30-days QSR Users: Adults 18 or older



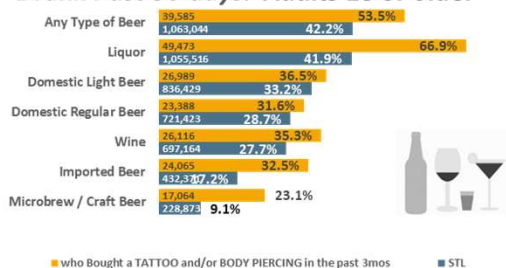
### Past 30-days Sit-Down Restaurant Users: Adults 18 or older



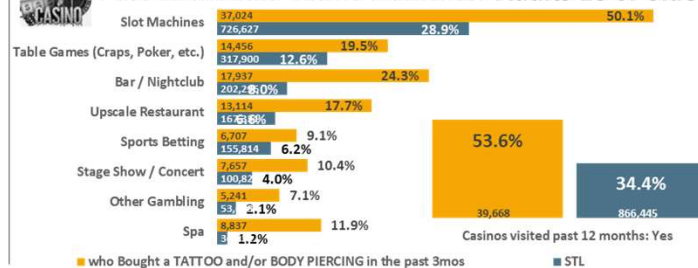
### Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



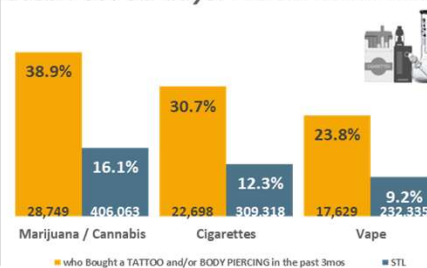
### Drank Past 30-days: Adults 18 or older



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



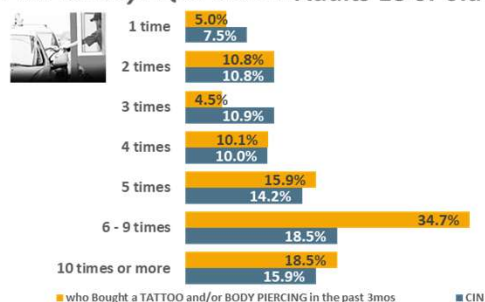
### Used Past 30-days: Adults 18 or older



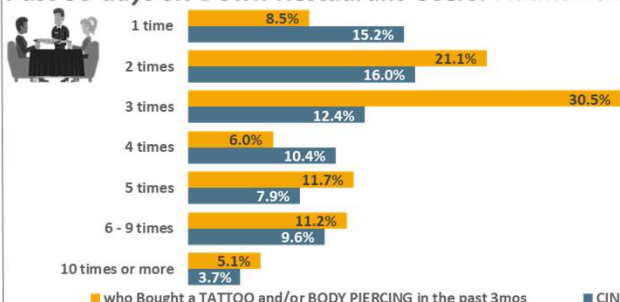


2.8% or 54,701 of CIN DMA Adults 18 or older Bought a TATTOO and/or BODY PIERCING in the past 3mos. Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos are 13.4% more likely to use QSRs past mo., 25.% more likely to use Sit-Down Restaurants past mo., 58.6% more likely to use Casinos past yr., 85.8% more likely to smoke cigarette

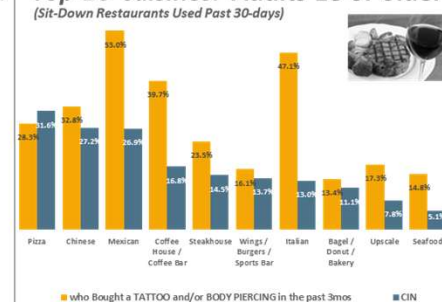
### Past 30-days QSR Users: Adults 18 or older



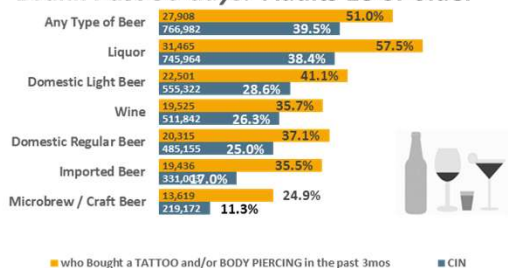
### Past 30-days Sit-Down Restaurant Users: Adults 18 or older



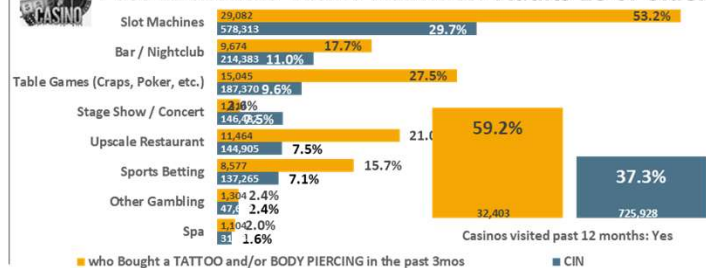
### Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



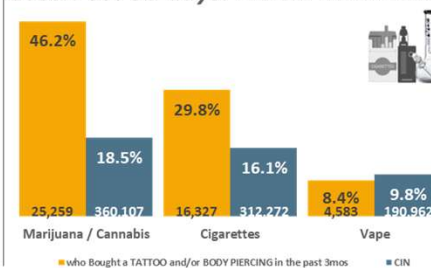
### Drank Past 30-days: Adults 18 or older



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



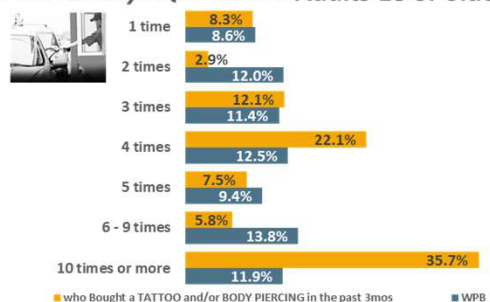
### Used Past 30-days: Adults 18 or older



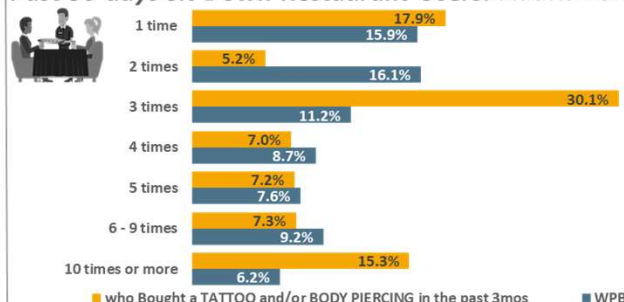


2.4% or 45,843 of WPB DMA Adults 18 or older Bought a TATTOO and/or BODY PIERCING in the past 3mos. Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos are 18.7% more likely to use QSRs past mo., 19.9% more likely to use Sit-Down Restaurants past mo., 22.6% more likely to use Casinos past yr., 85.7% more likely to smoke cigarett

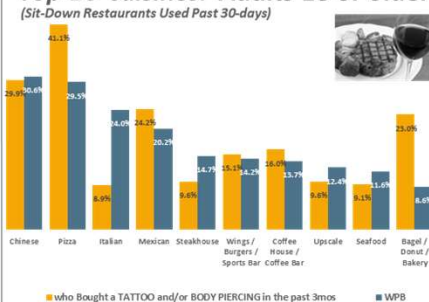
### Past 30-days QSR Users: Adults 18 or older



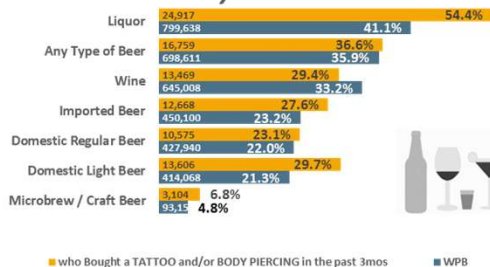
### Past 30-days Sit-Down Restaurant Users: Adults 18 or older



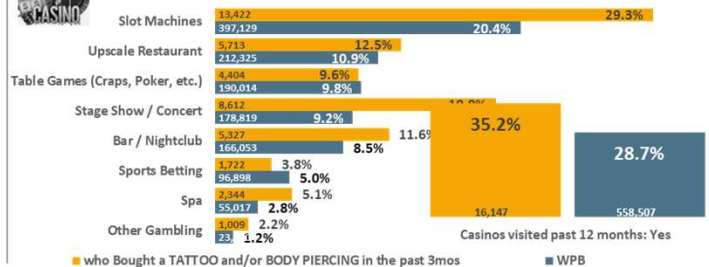
### Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



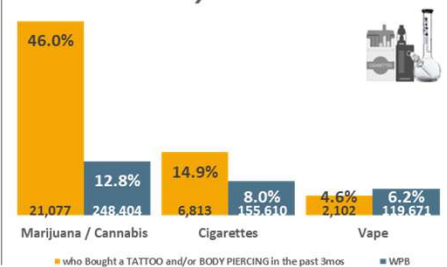
### Drank Past 30-days: Adults 18 or older



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



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



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

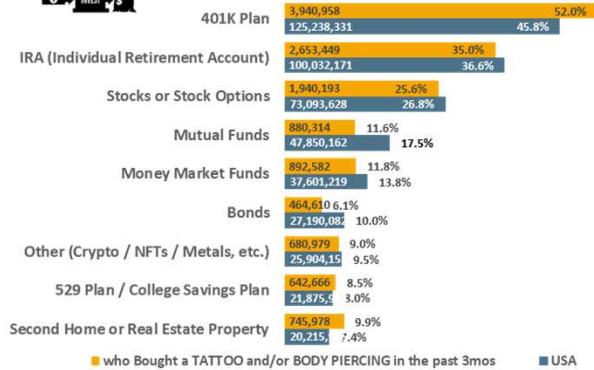




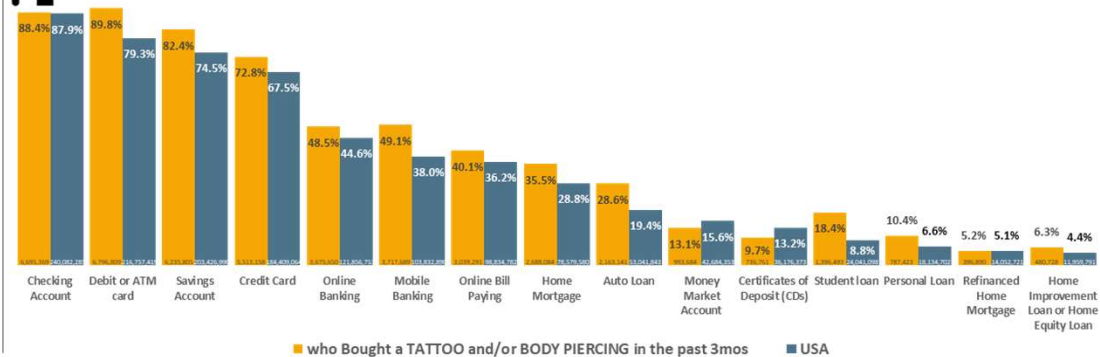
2.8% or 7,571,915 of USA DMA Adults 18 or older Bought a TATTOO and/or BODY PIERCING in the past 3mos. Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos are 13.5% more likely to have a 401K, 47.1% more likely to have an Auto Loan, 13.% less likely to Invest/Trade Stocks Online,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



### Investments Owned: Adults 18 or older



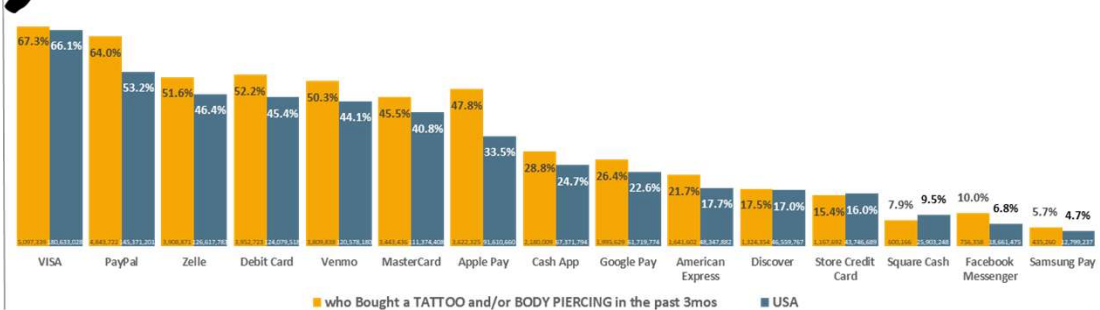
### Financial Services Has and/or Uses: Adults 18 or older



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



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





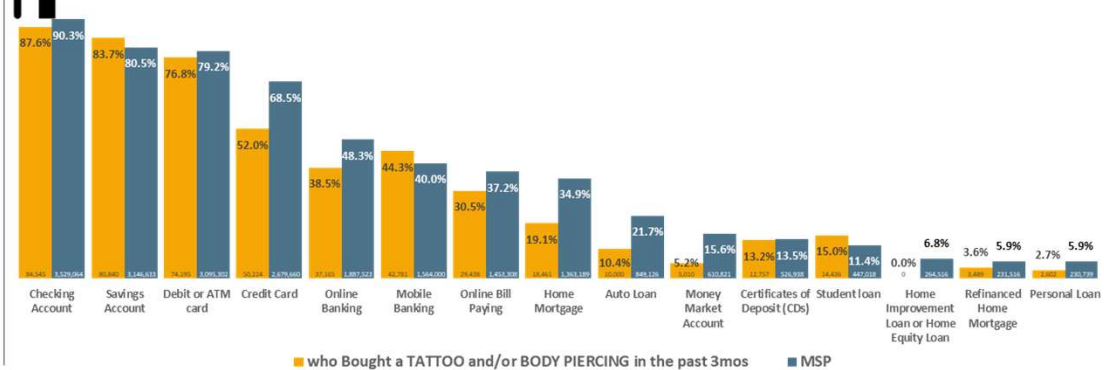
2.5% or 96,558 of MSP DMA Adults 18 or older Bought a TATTOO and/or BODY PIERCING in the past 3mos. Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos are 3.2% more likely to have a 401K, 52.3% less likely to have an Auto Loan, 63.9% less likely to Invest/Trade Stocks Online, 6.4% more likely to pay with their Debit Card.



### Investments Owned: Adults 18 or older



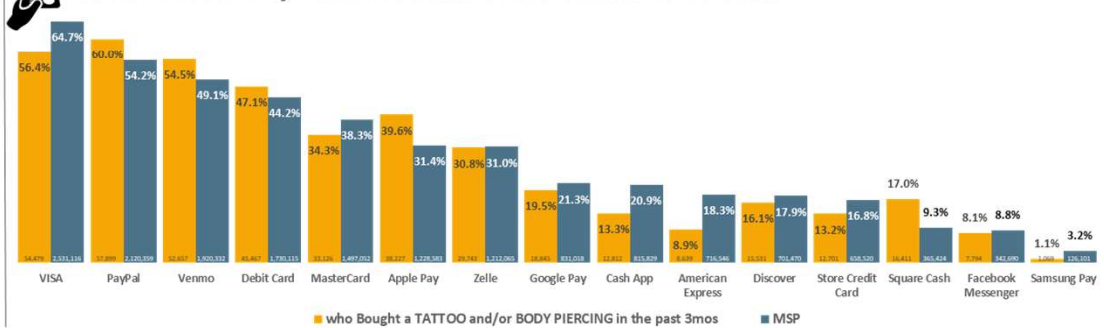
### Financial Services Has and/or Uses: Adults 18 or older

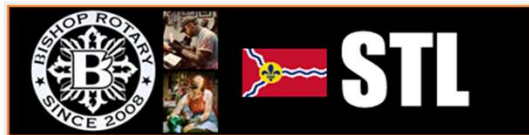


### Professional Services Used\*: Adults 18 or older



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

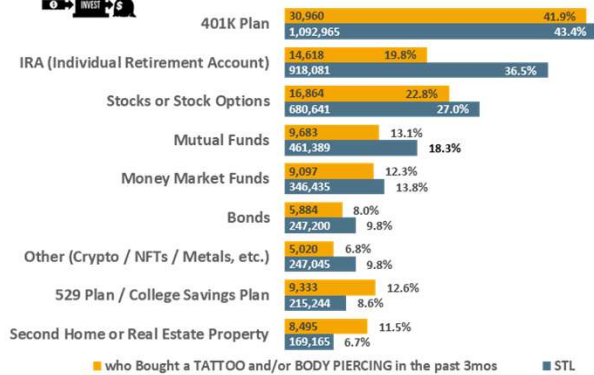




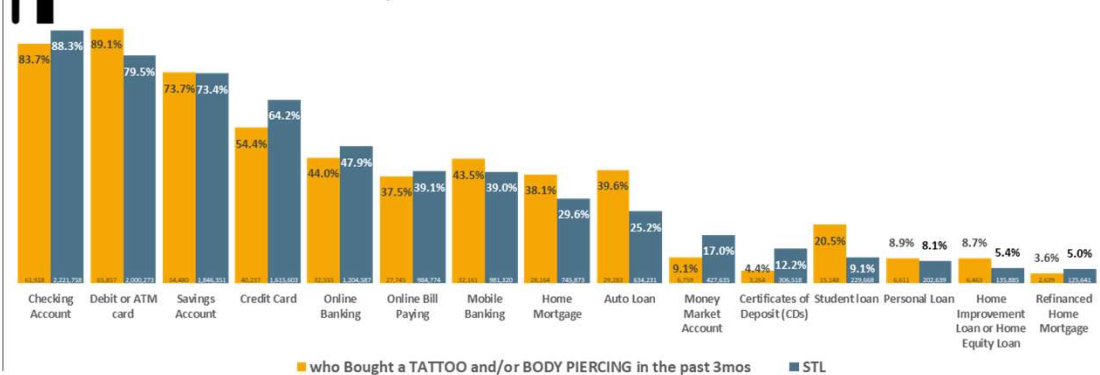
2.9% or 73,952 of STL DMA Adults 18 or older Bought a TATTOO and/or BODY PIERCING in the past 3mos. Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos are 3.6% less likely to have a 401K, 57.1% more likely to have an Auto Loan, .9% less likely to Invest/Trade Stocks Online, 20.8% more likely to pay with their Debit Card.



### Investments Owned: Adults 18 or older



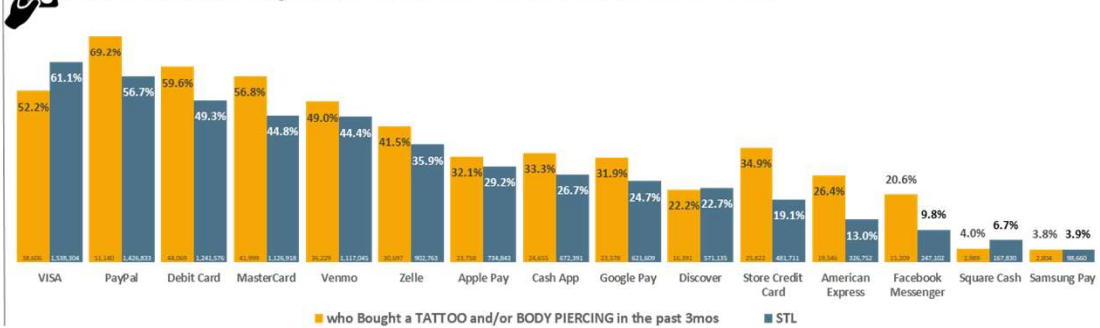
### Financial Services Has and/or Uses: Adults 18 or older



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



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





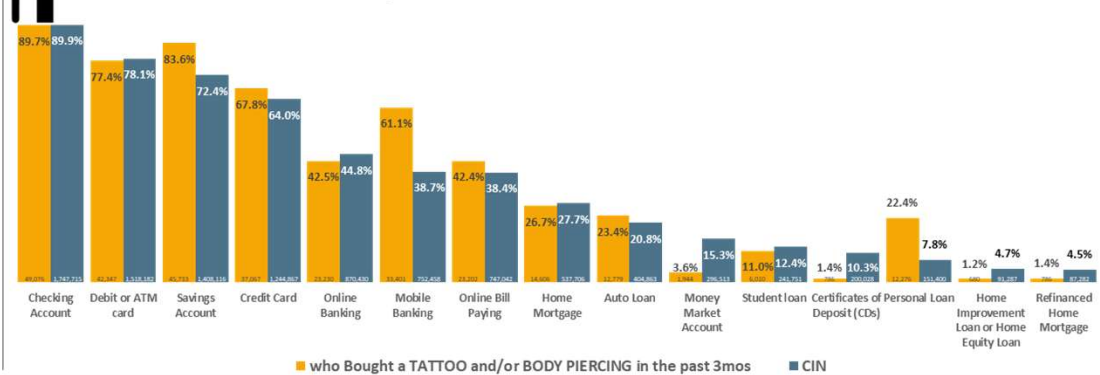
2.8% or 54,701 of CIN DMA Adults 18 or older Bought a TATTOO and/or BODY PIERCING in the past 3mos. Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos are 28.4% less likely to have a 401K, 12.2% more likely to have an Auto Loan, 29.7% more likely to Invest/Trade Stocks Online, 21.3% less likely to pay with their Debit Card.



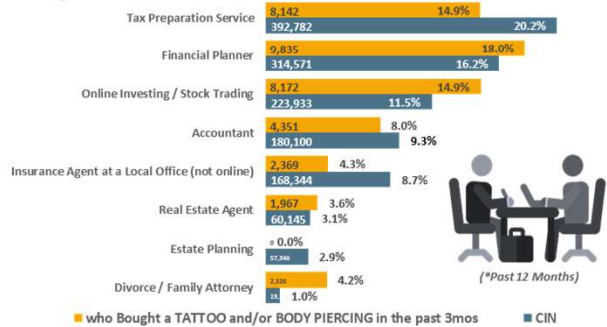
### Investments Owned: Adults 18 or older



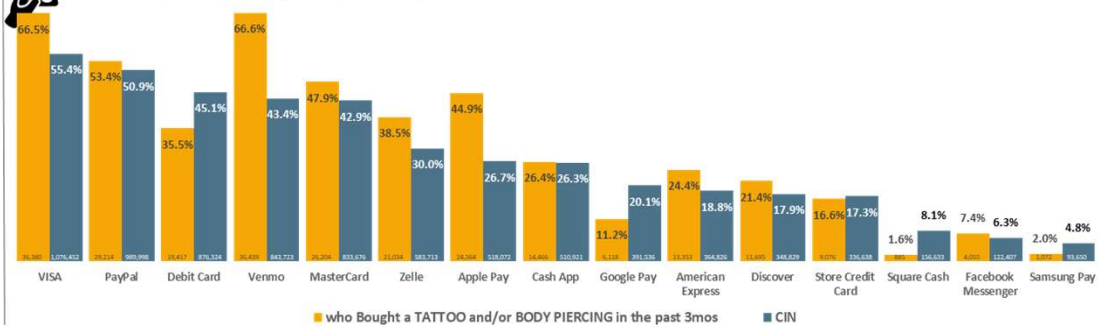
### Financial Services Has and/or Uses: Adults 18 or older



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



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



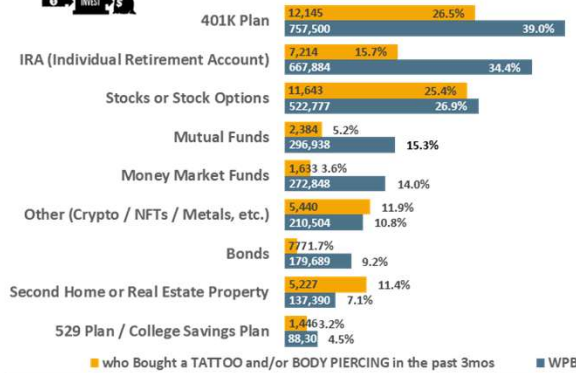




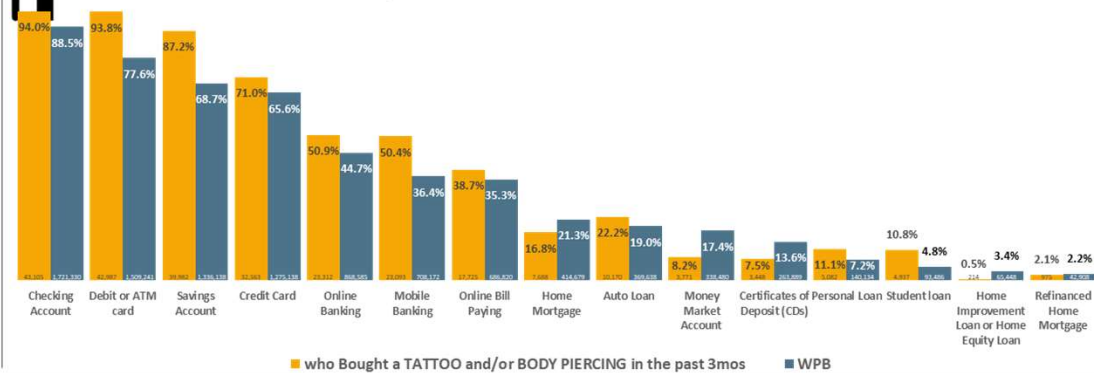
2.4% or 45,843 of WPB DMA Adults 18 or older Bought a TATTOO and/or BODY PIERCING in the past 3mos. Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos are 32.% less likely to have a 401K, 16.7% more likely to have an Auto Loan, 23.5% less likely to Invest/Trade Stocks Online, 46.8% more likely to pay with their Debit Card.



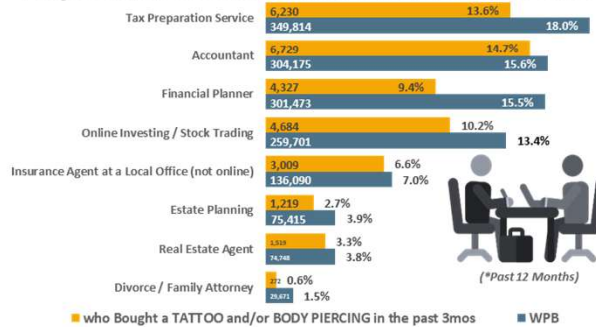
### Investments Owned: Adults 18 or older



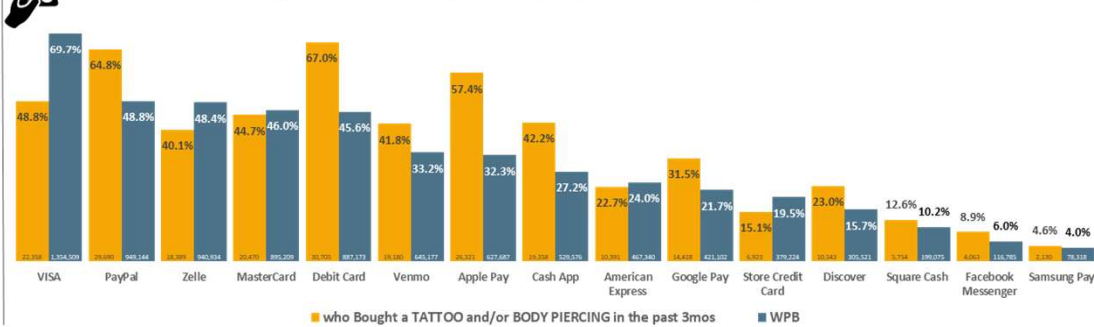
### Financial Services Has and/or Uses: Adults 18 or older



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

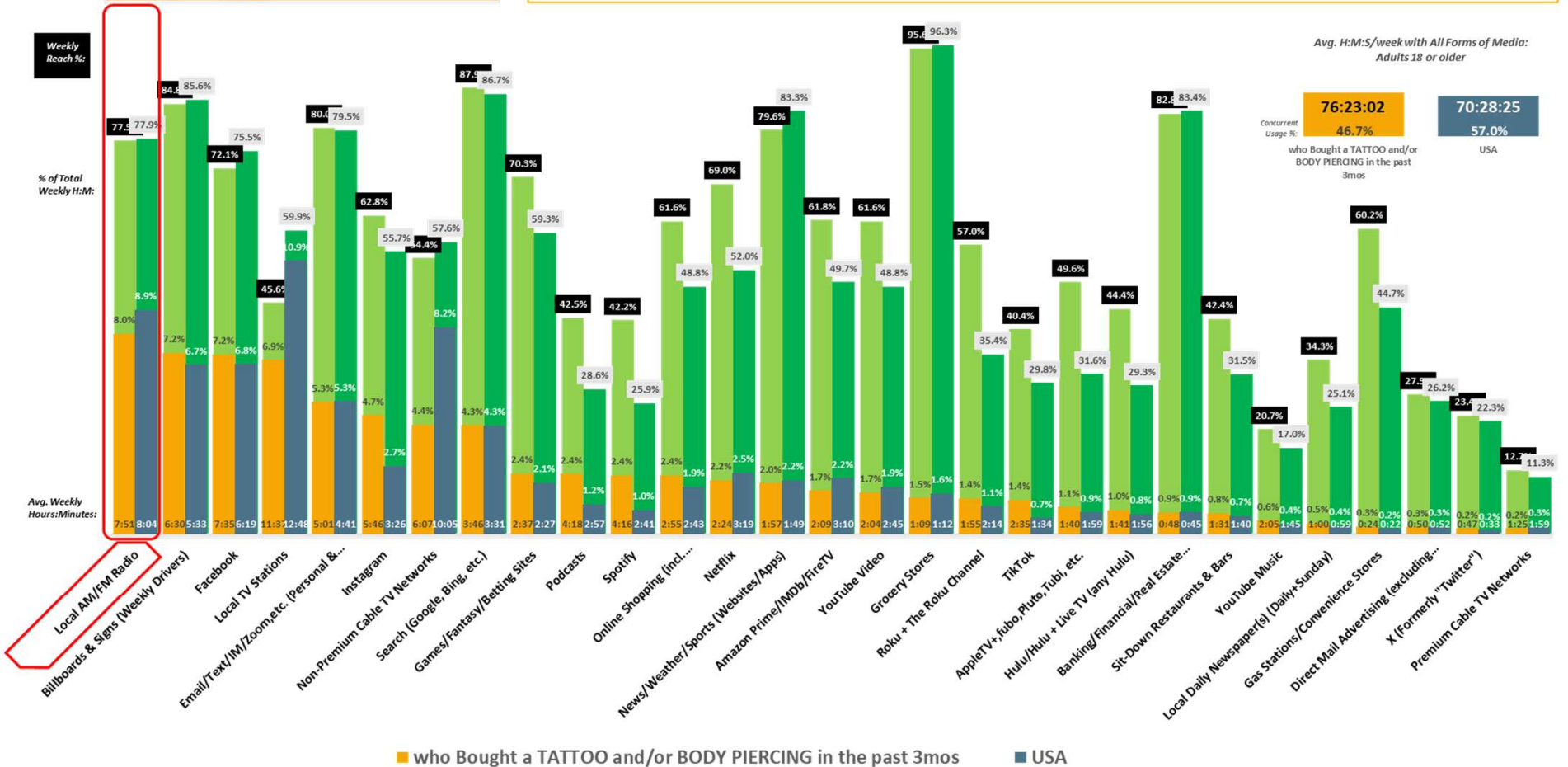


### Past 3-Months Payment Methods Used: Adults 18 or older



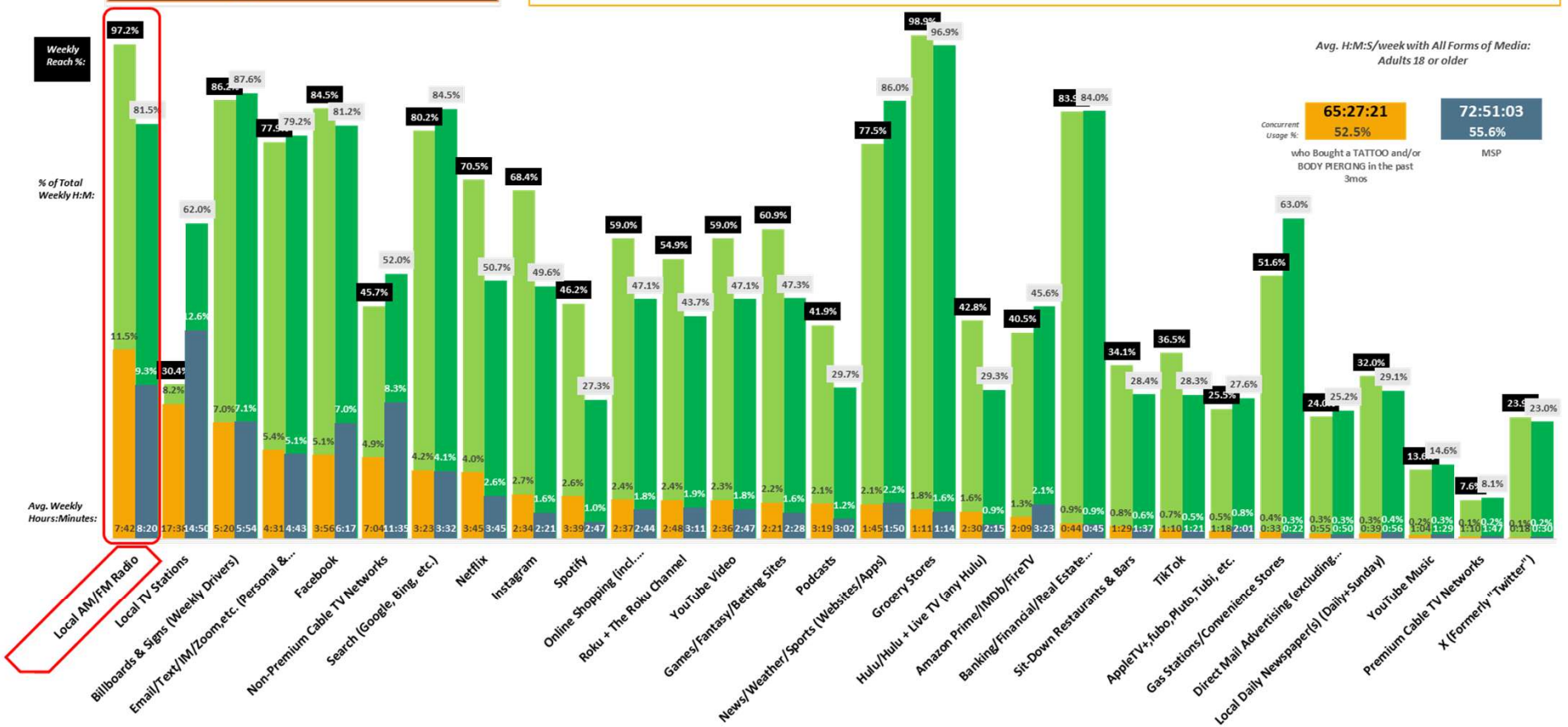


Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos spend an average of 3 days, 4 hours, 23 minutes and 2 seconds each week with All Forms of Media.  
 77.5% of Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos spend an avg. of 7 hours and 51 minutes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





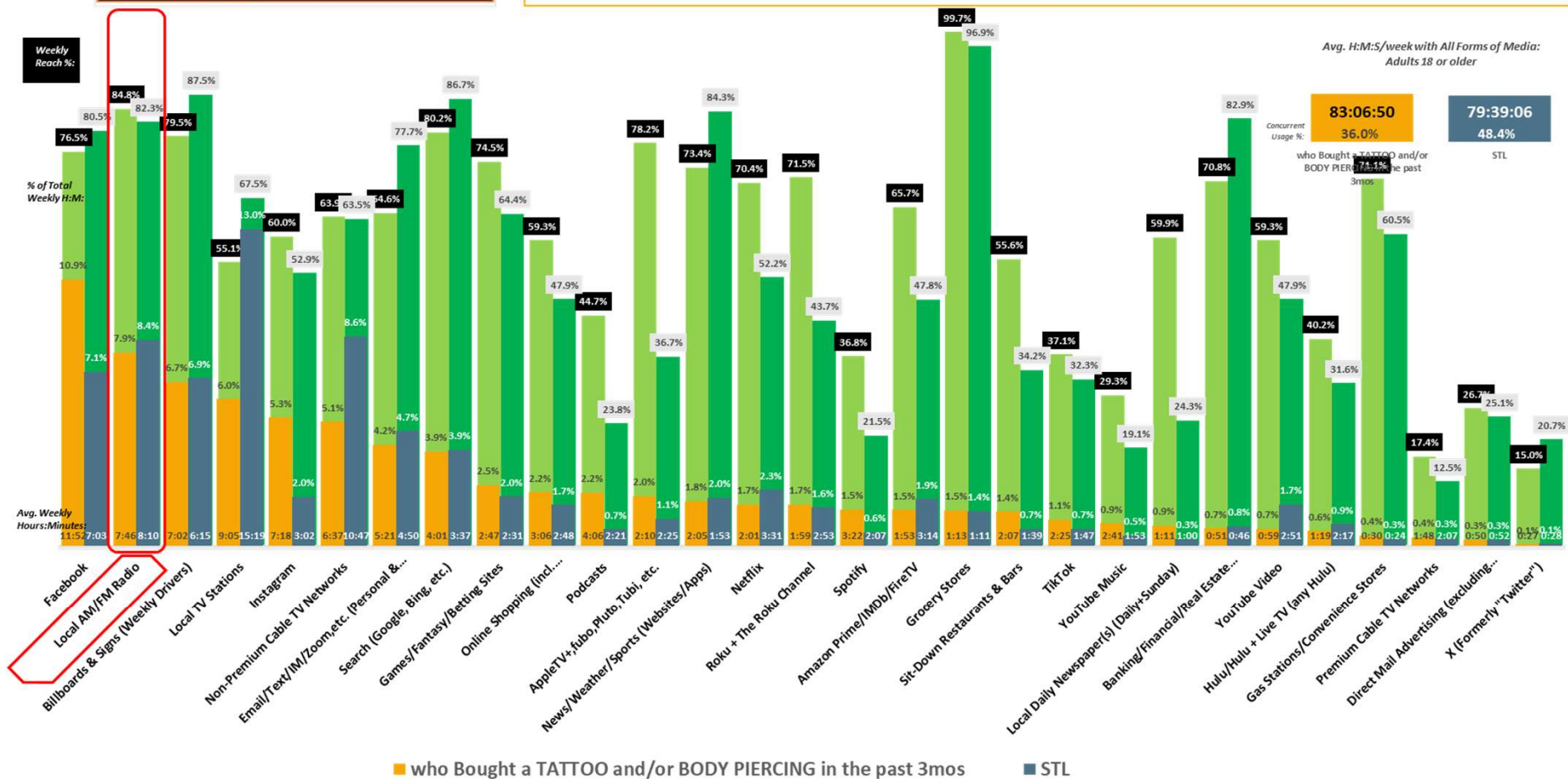
Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos spend an average of 2 days, 17 hours, 27 minutes and 21 seconds each week with All Forms of Media.  
 97.2% of Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos spend an avg. of 7 hours and 42 minutes each week listening to All Local AM/FM Radio, representing 11.5% of total time spent with all forms of Media.



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



Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos spend an average of 3 days, 11 hours, 6 minutes and 50 seconds each week with All Forms of Media.  
 84.8% of Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos spend an avg. of 7 hours and 46 minutes each week listening to All Local AM/FM Radio, representing 7.9% of total time spent with all forms of Media.



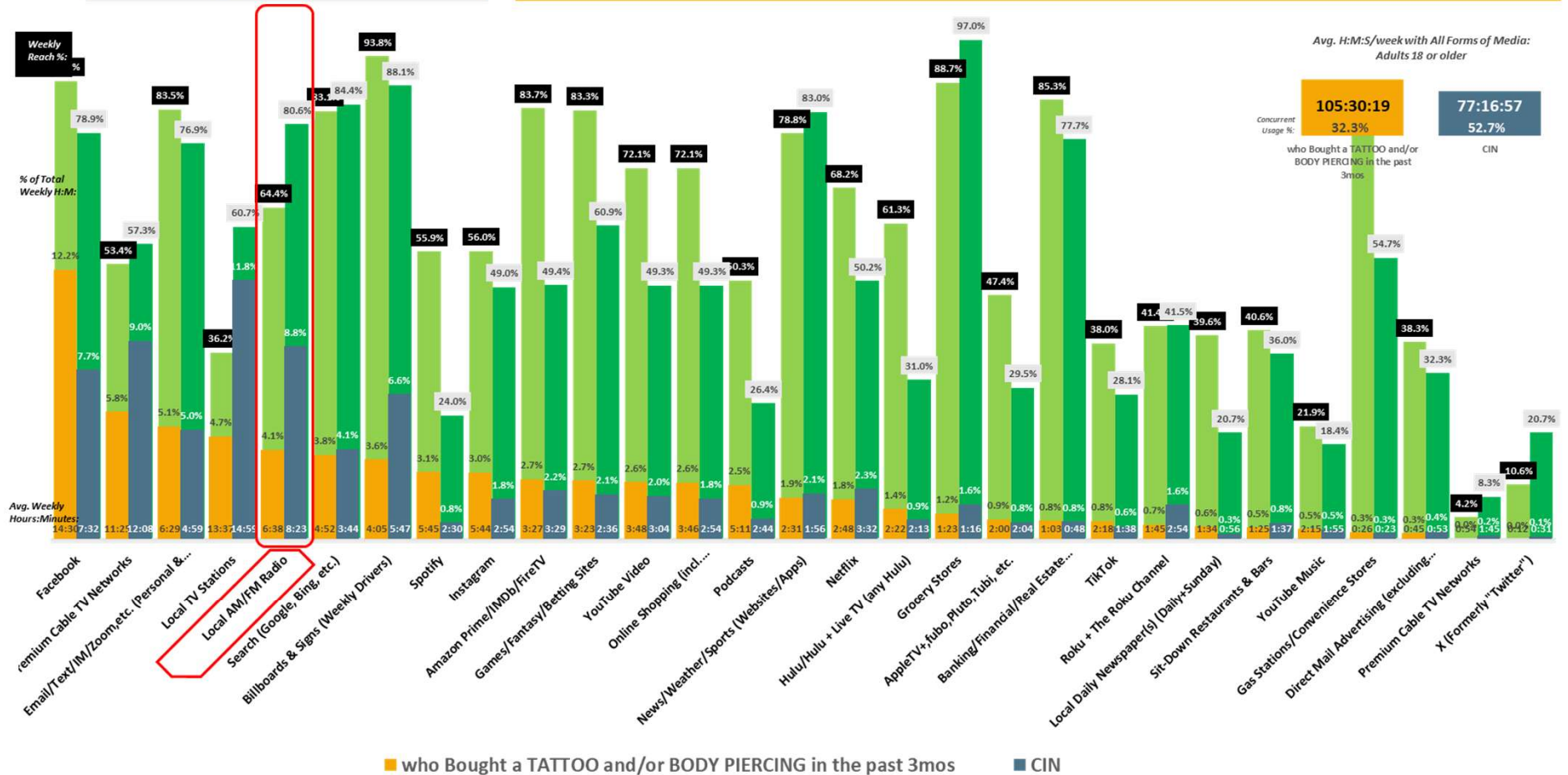
Avg. H:M:S/week with All Forms of Media: Adults 18 or older

Concurrent Usage %: 36.0%  
 who Bought a TATTOO and/or BODY PIERCING in the past 3mos: 83:06:50  
 STL: 79:39:06





Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos spend an average of 4 days, 9 hours, 30 minutes and 19 seconds each week with All Forms of Media.  
 64.4% of Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos spend an avg. of 6 hours and 38 minutes each week listening to All Local AM/FM Radio, representing 4.1% of total time spent with all forms of Media.



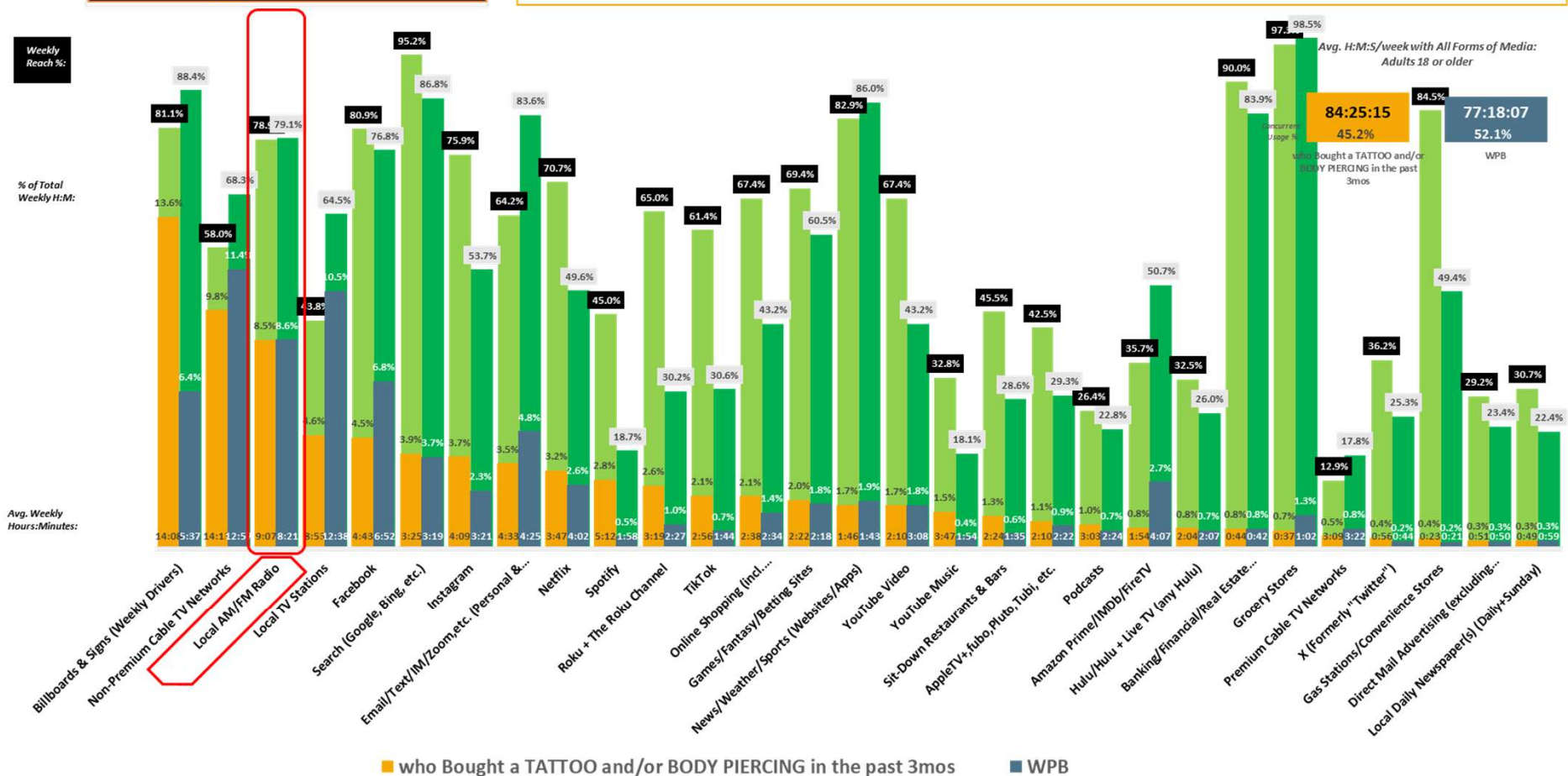
Avg. H:M:S/week with All Forms of Media:  
 Adults 18 or older

who Bought a TATTOO and/or BODY PIERCING in the past 3mos  
 105:30:19  
 32.3%

CIN  
 77:16:57  
 52.7%

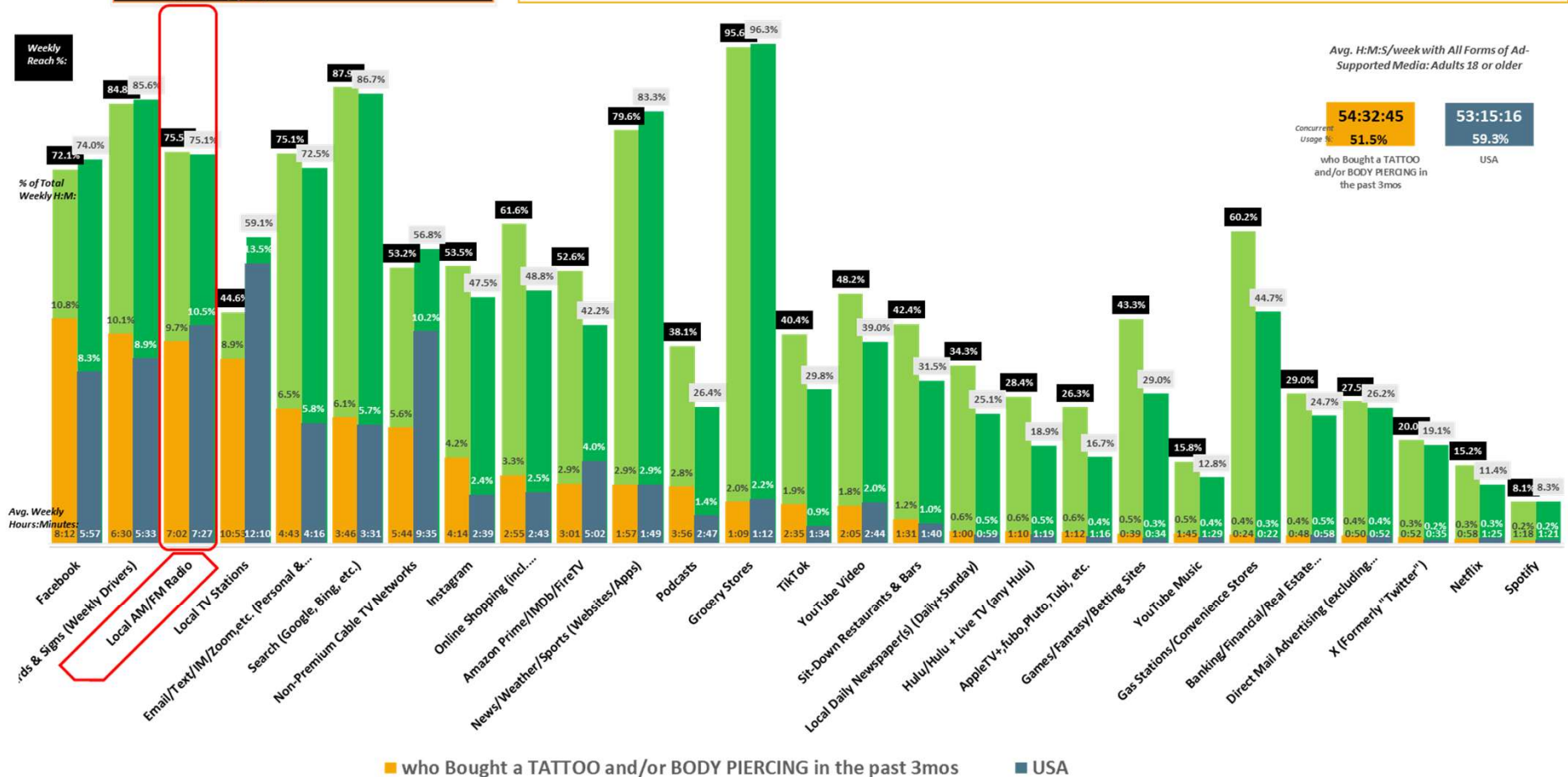


Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos spend an average of 3 days, 12 hours, 25 minutes and 15 seconds each week with All Forms of Media.  
 78.9% of Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos spend an avg. of 9 hours and 7 minutes each week listening to All Local AM/FM Radio, representing 8.5% of total time spent with all forms of Media.



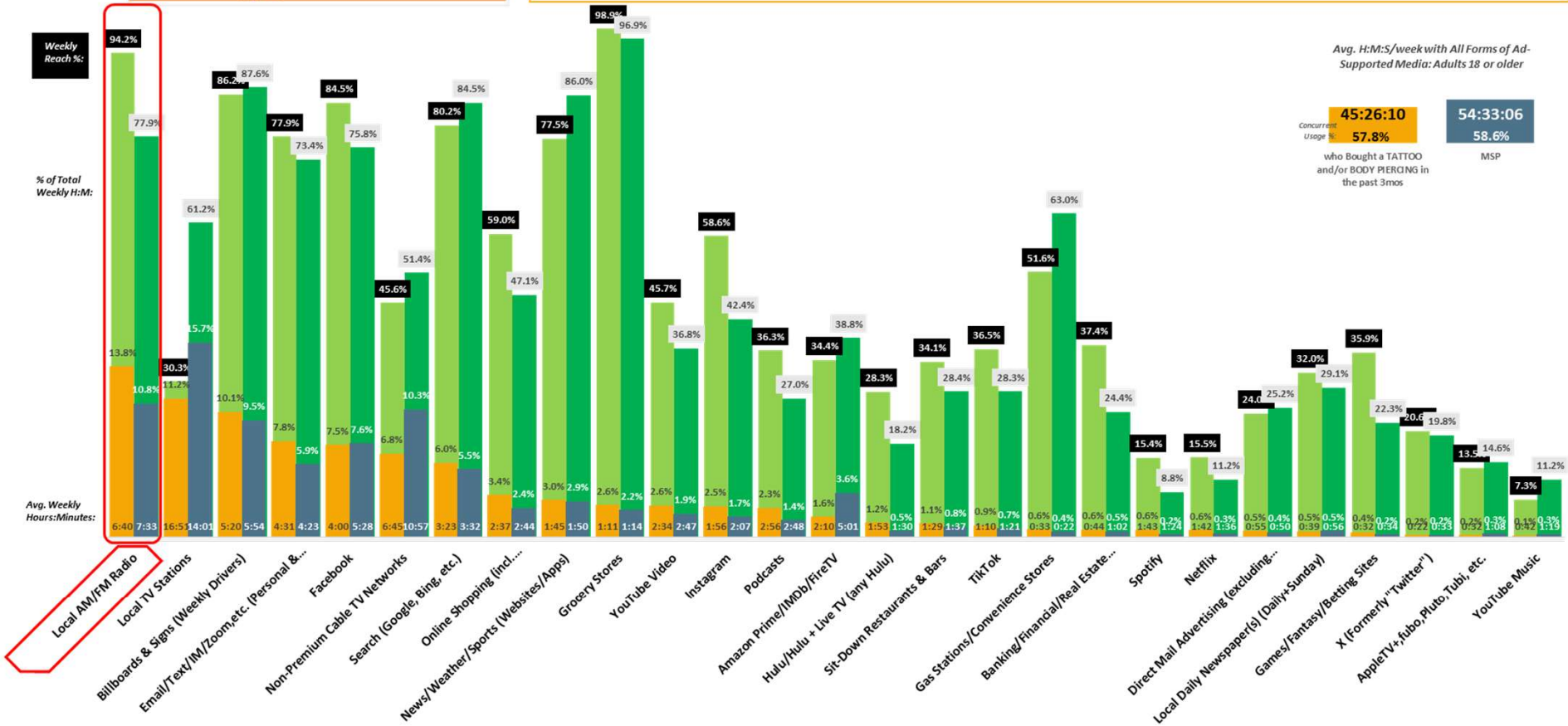


Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos spend an average of 2 days, 6 hours, 32 minutes and 45 seconds each week with All Forms of Ad-Supported Media.  
75.5% of Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos spend an avg. of 7 hours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





Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos spend an average of 1 days, 21 hours, 26 minutes and 10 seconds each week with All Forms of Ad-Supported Media.  
 94.2% of Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos spend an avg. of 6 hours and 40 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 13.8% of total time spent with all forms of Ad-Supported Medi



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

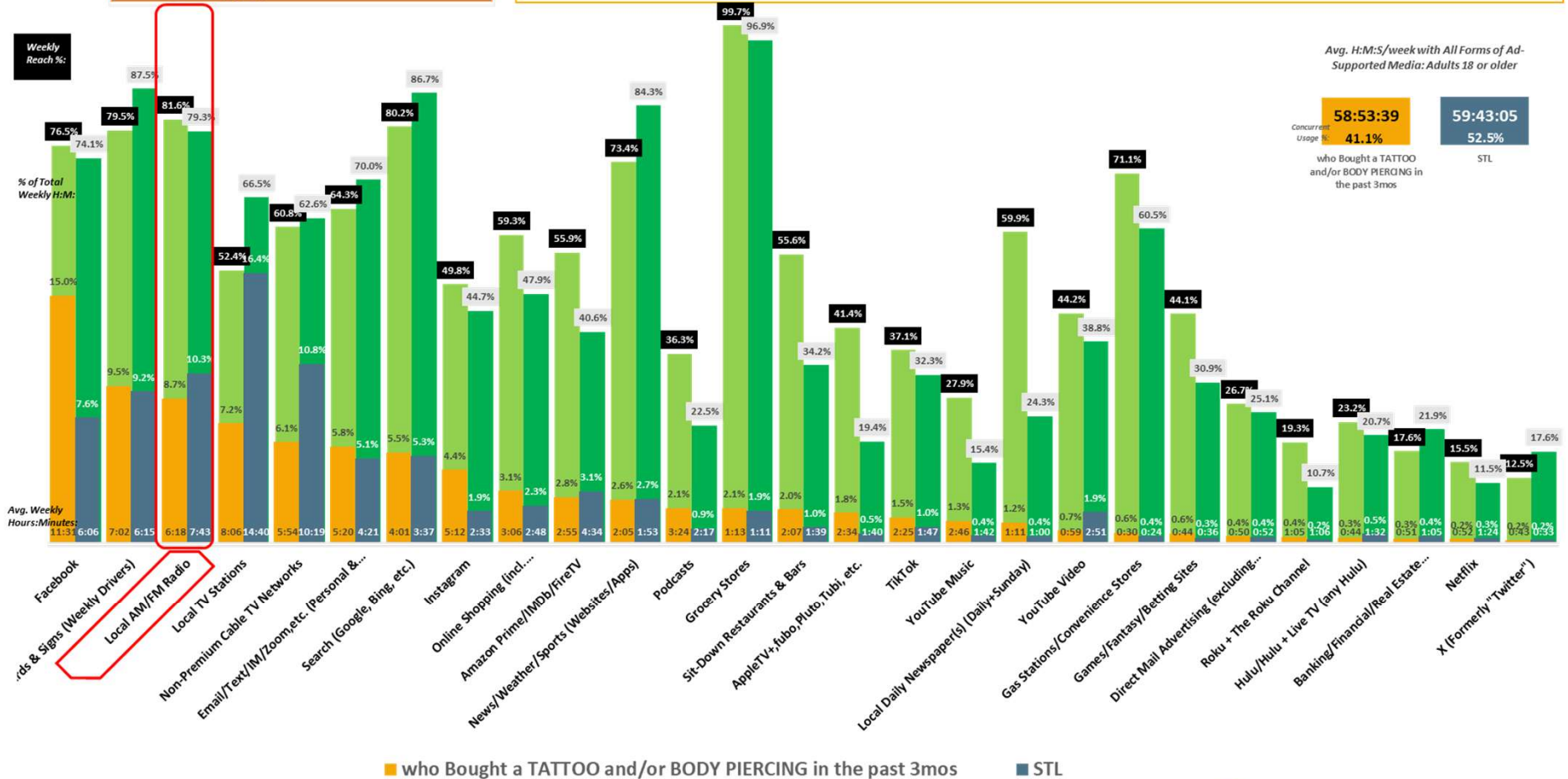
45:26:10	54:33:06
Concurrent Usage	MSP
57.8%	58.6%
who Bought a TATTOO and/or BODY PIERCING in the past 3mos	

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



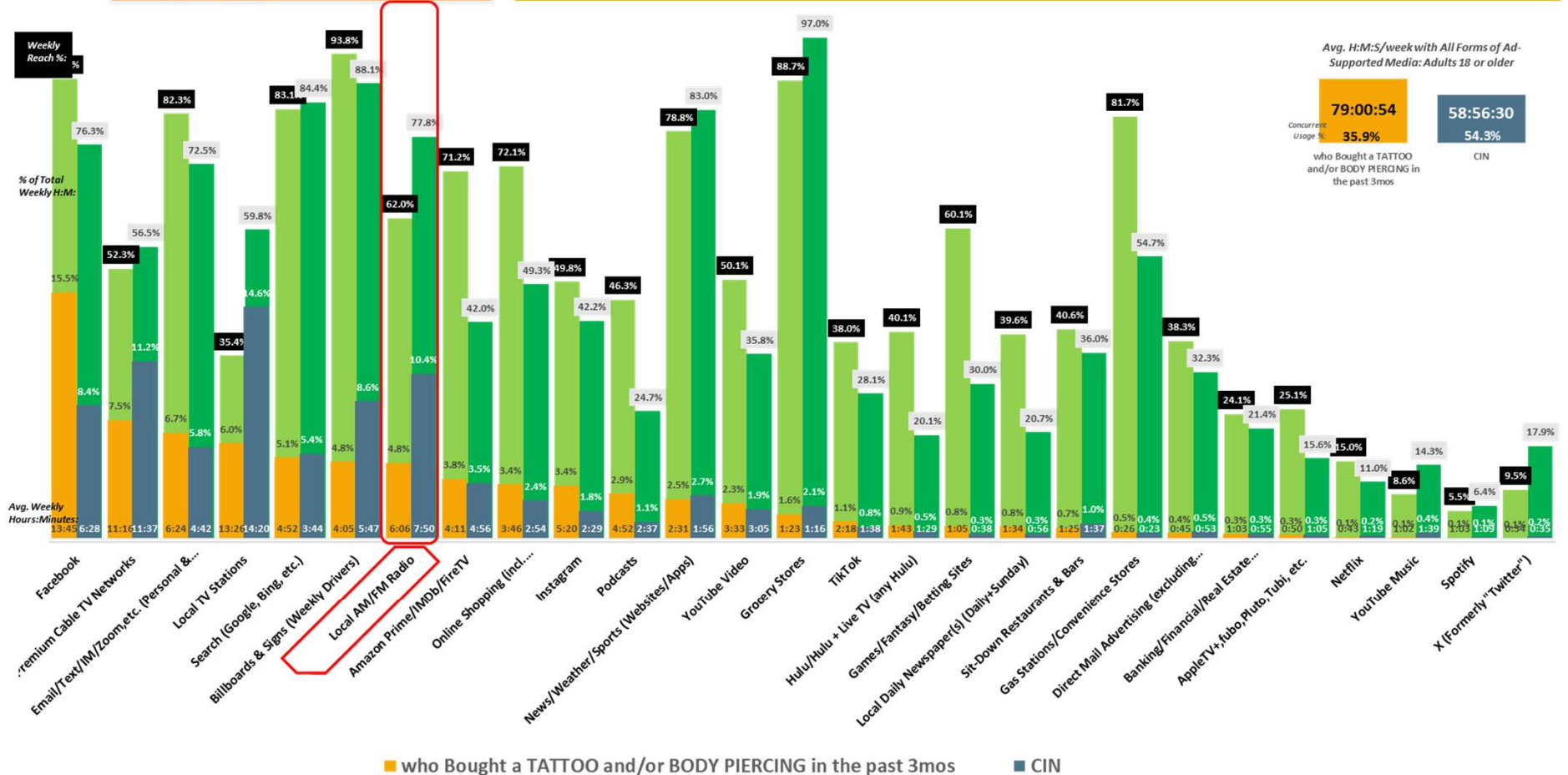


Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos spend an average of 2 days, 10 hours, 53 minutes and 39 seconds each week with All Forms of Ad-Supported Media.  
 81.6% of Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos spend an avg. of 6 hours and 18 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 8.7% of total time spent with all forms of Ad-Supported Media





Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos spend an average of 3 days, 7 hours, 0 minutes and 54 seconds each week with All Forms of Ad-Supported Media.  
62.% of Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos spend an avg. of 6 hours and 6 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 4.8% 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

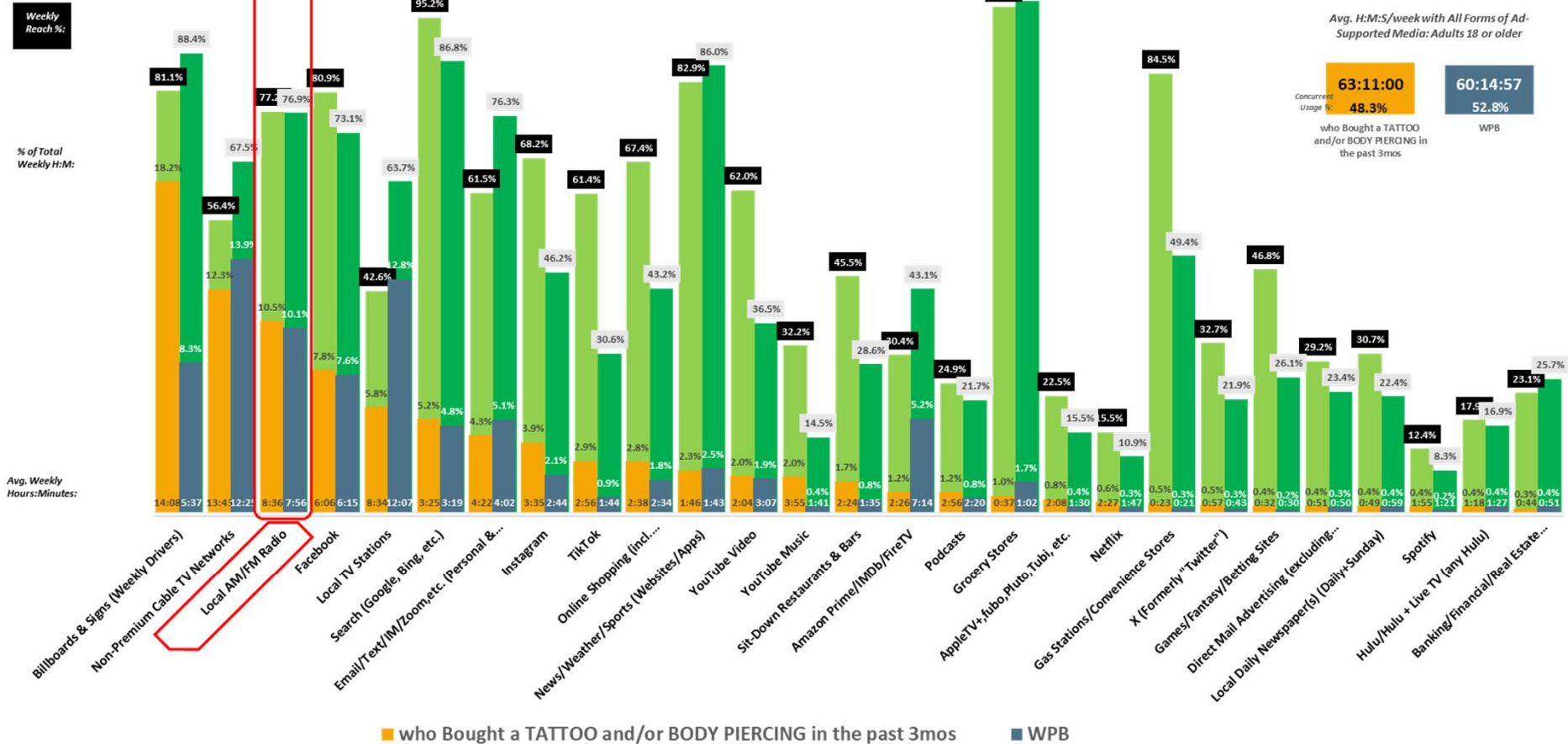
79:00:54	58:56:30
Concurrent Usage %	
35.9%	54.3%

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

CIN



Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos spend an average of 2 days, 15 hours, 11 minutes and 0 seconds each week with All Forms of Ad-Supported Media.  
 77.2% of Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos spend an avg. of 8 hours and 36 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.5% of total time spent with all forms of Ad-Supported Media.



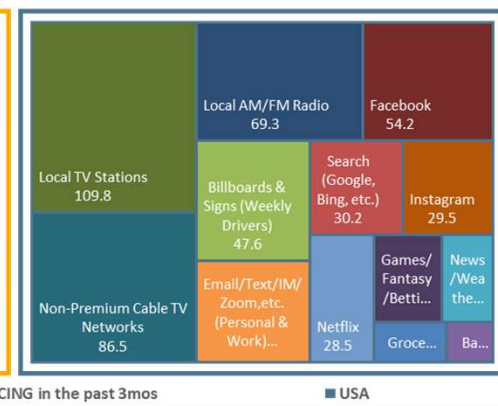
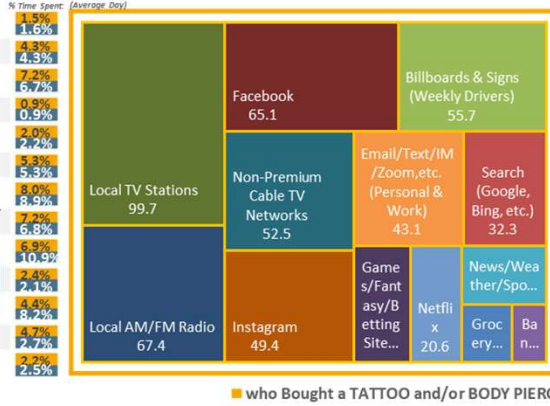
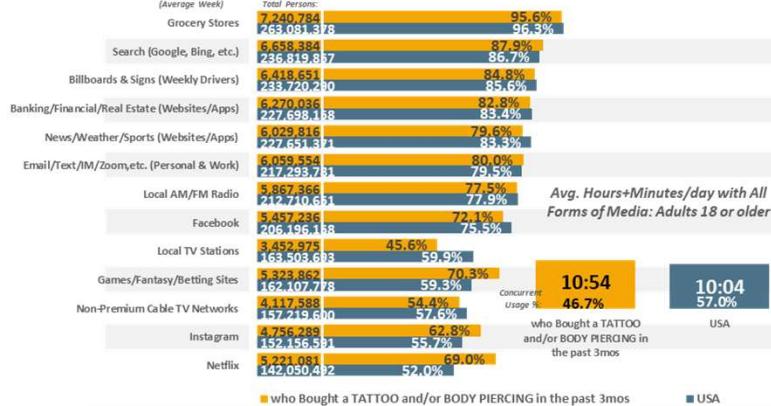




Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos spend an average of 7 hours and 47 minutes each day with All Forms of Ad-Supported Media. 75.5% listen to Local AM/FM Radio for an avg. of 60.3 minutes/day. (Local Radio delivers 9.7% of Time with Ad-Supported Media.)

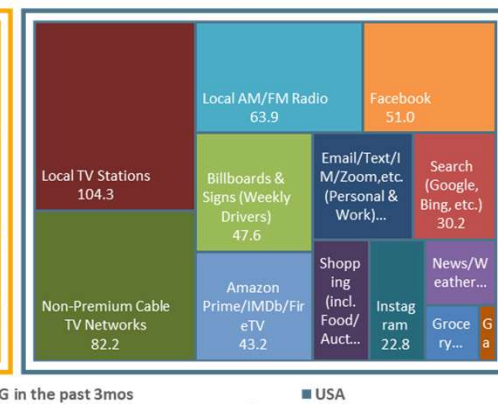
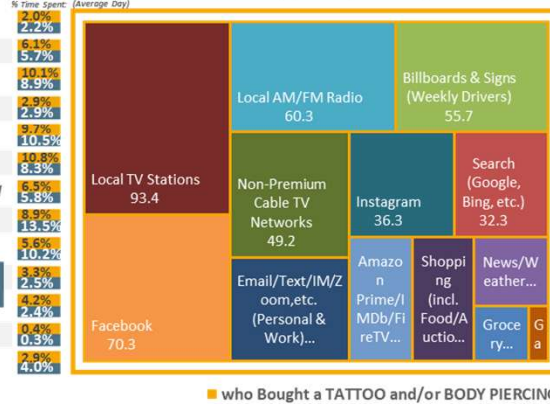
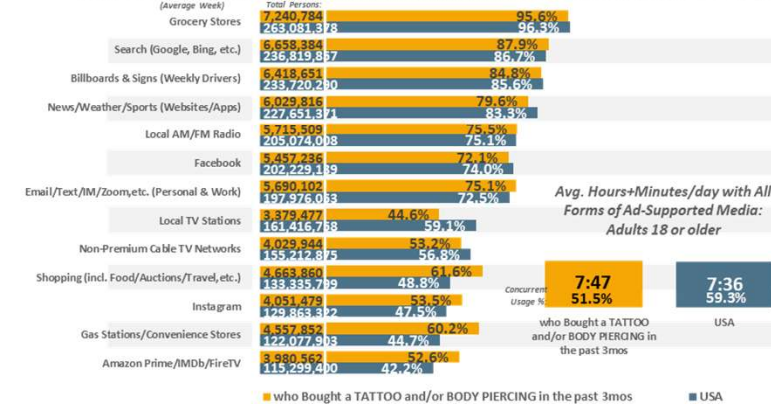
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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



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

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



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

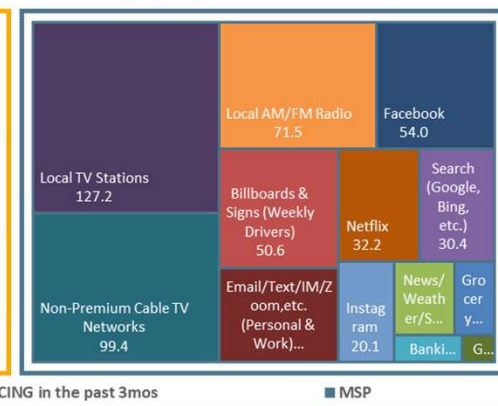
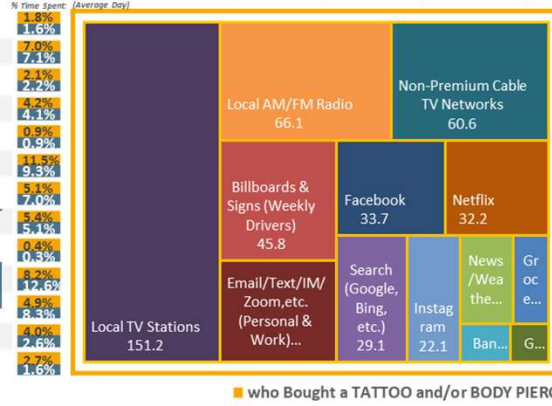
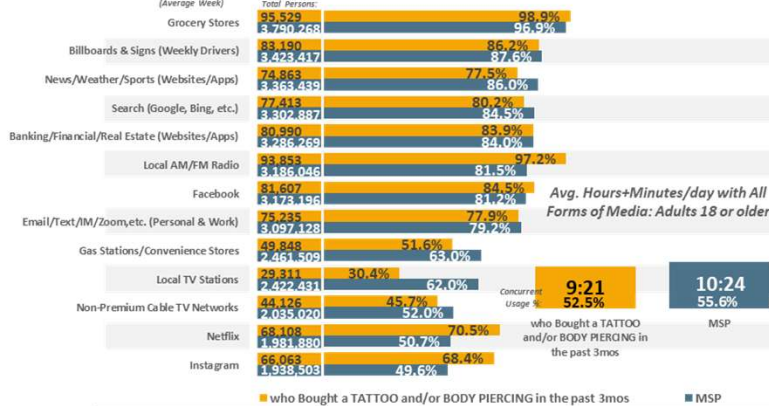




Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos spend an average of 6 hours and 29 minutes each day with All Forms of Ad-Supported Media. 94.2% listen to Local AM/FM Radio for an avg. of 57.2 minutes/day. (Local Radio delivers 13.8% of Time with Ad-Supported Media.)

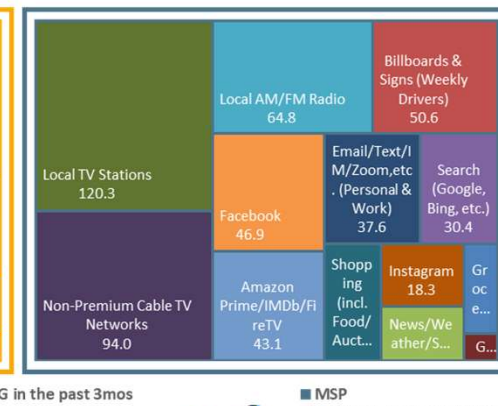
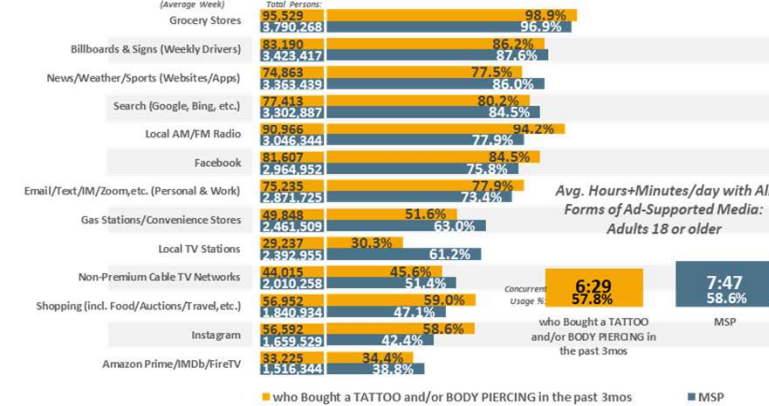
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 52  
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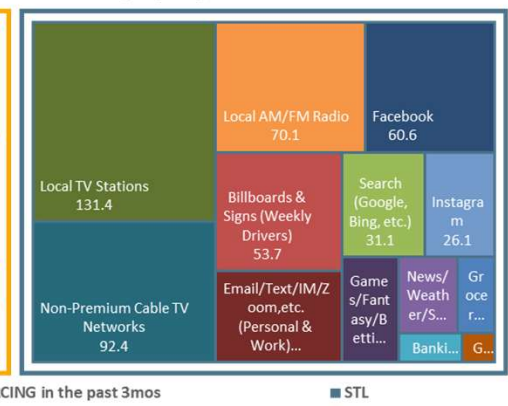
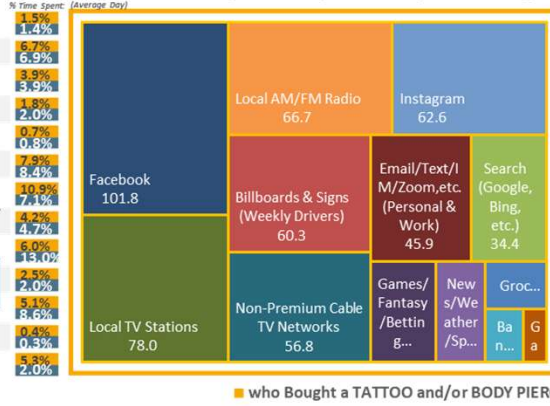
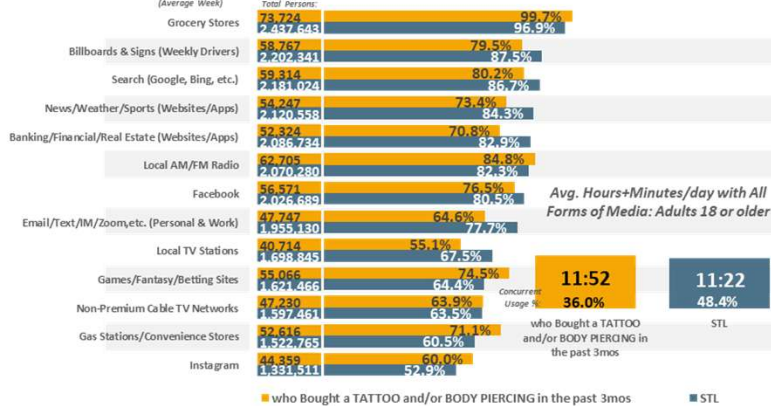
Other stores bought past 3 months: Any tattoo/body piercing shop



Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos spend an average of 8 hours and 24 minutes each day with All Forms of Ad-Supported Media. 81.6% listen to Local AM/FM Radio for an avg. of 54.1 minutes/day. (Local Radio delivers 8.7% of Time with Ad-Supported Media.)

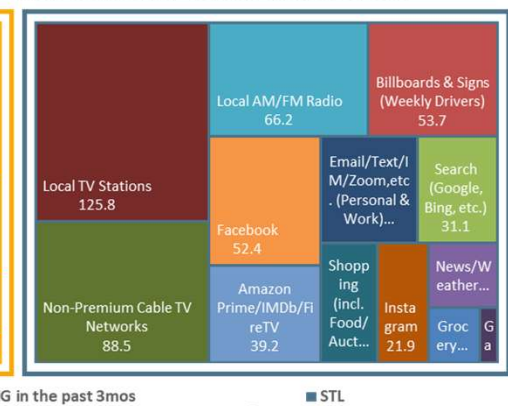
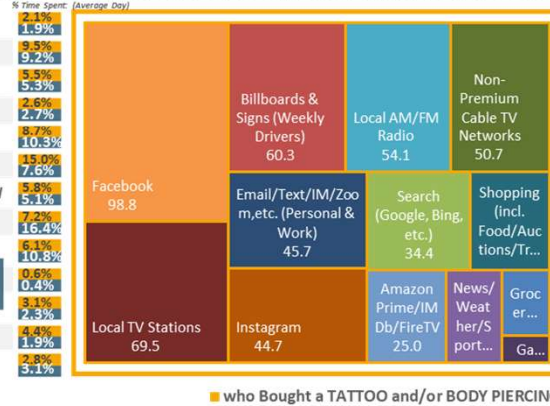
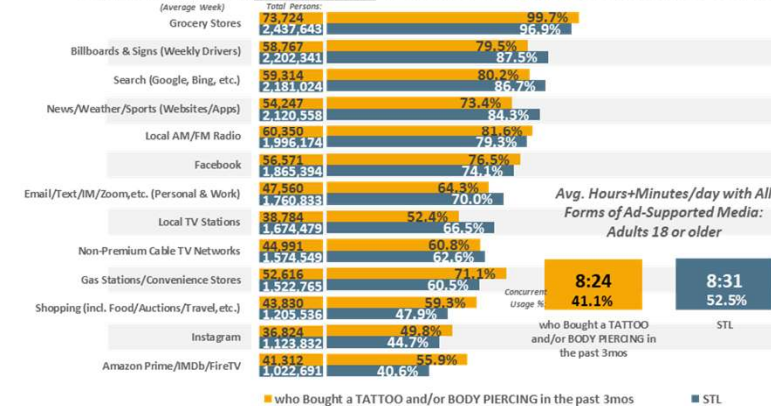
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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



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

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



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 76  
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Other stores bought past 3 months: Any tattoo/body piercing shop

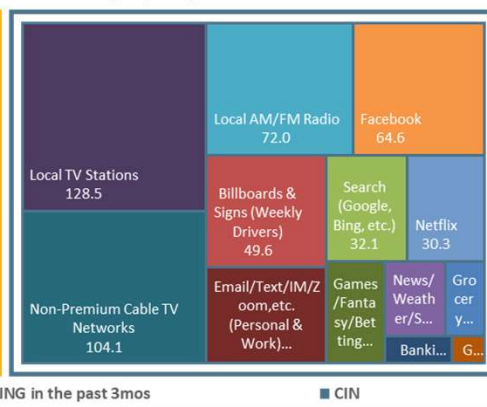
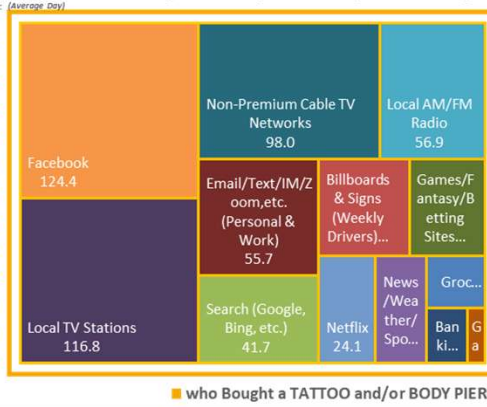
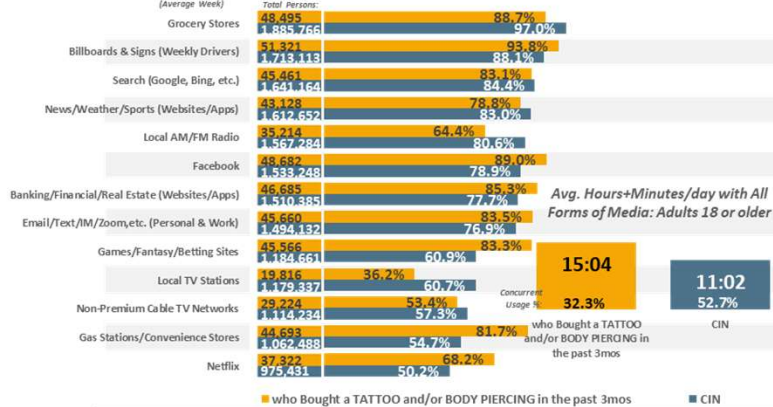




Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos spend an average of 11 hours and 17 minutes each day with All Forms of Ad-Supported Media. 62.% listen to Local AM/FM Radio for an avg. of 52.3 minutes/day. (Local Radio delivers 4.8% of Time with Ad-Supported Media.)

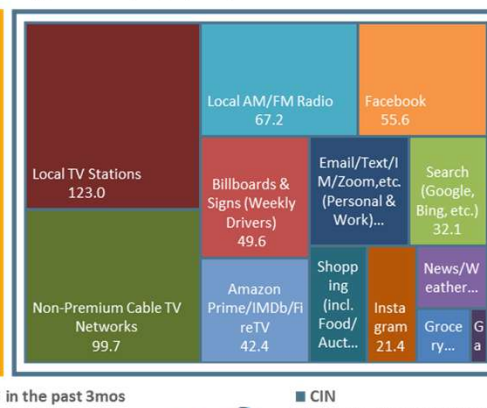
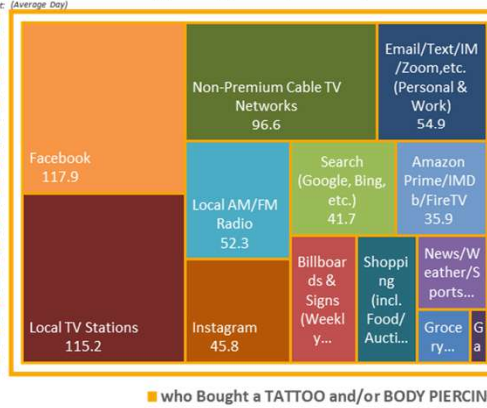
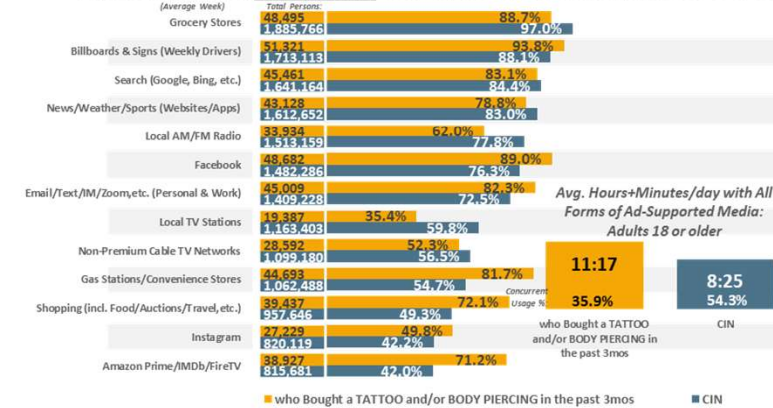
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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



CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 48  
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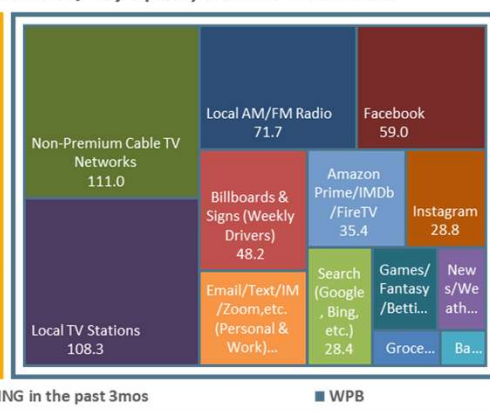
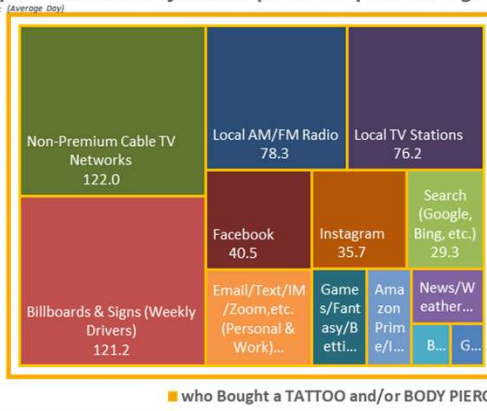
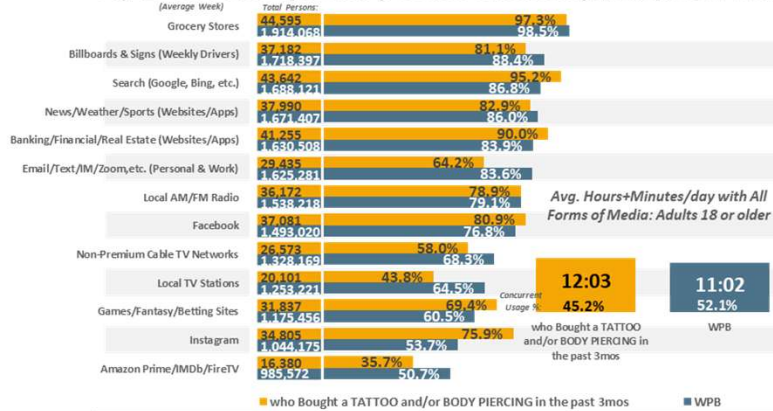
Other stores bought past 3 months: Any tattoo/body piercing shop



Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos spend an average of 9 hours and 1 minutes each day with All Forms of Ad-Supported Media. 77.2% listen to Local AM/FM Radio for an avg. of 73.7 minutes/day. (Local Radio delivers 10.5% of Time with Ad-Supported Media.)

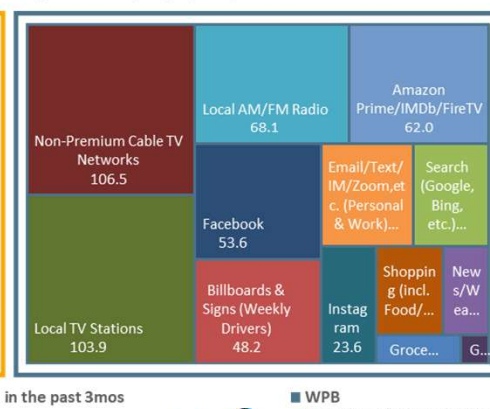
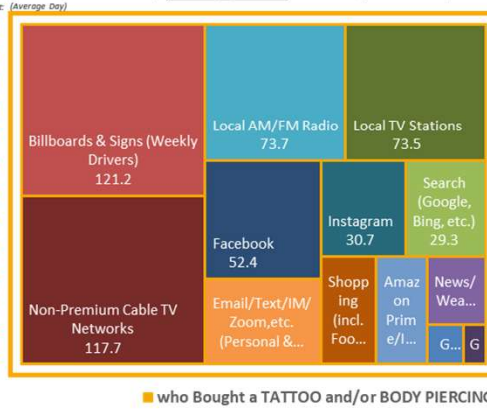
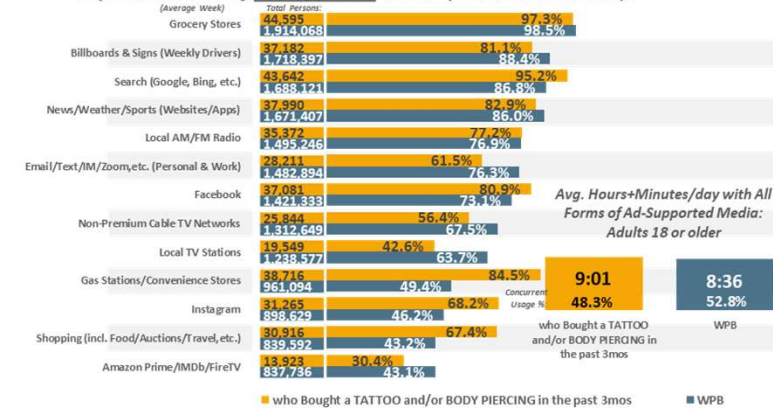
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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



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

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



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 70  
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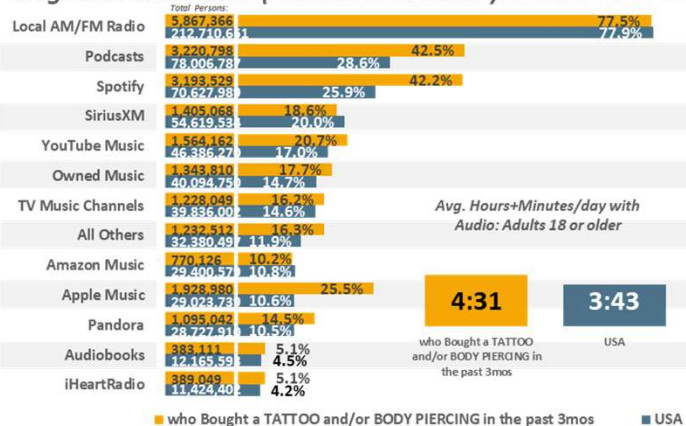
Other stores bought past 3 months: Any tattoo/body piercing shop



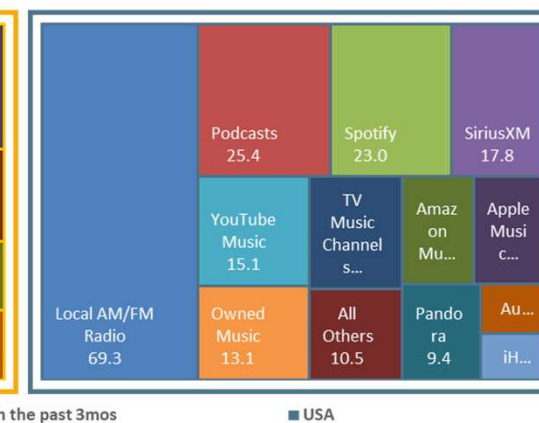
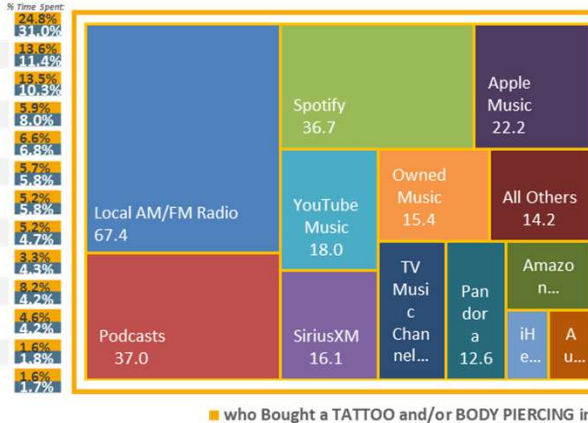


5,715,509 or 75.5% of Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 60.3 minutes every day representing 36.4% of all time spent daily with Ad-Supported Audio.

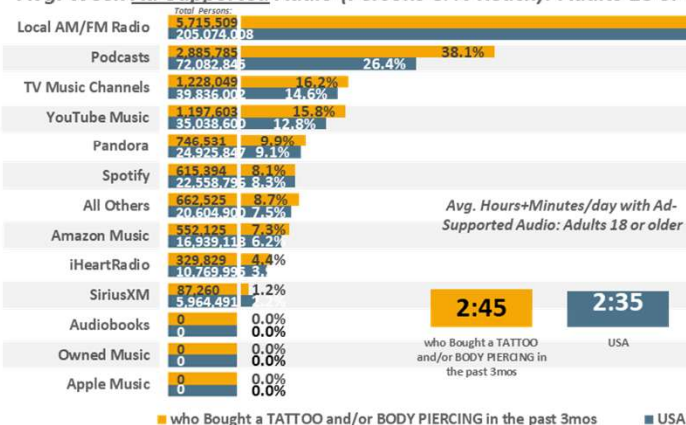
### Avg. Week All Audio (Persons & % Reach): Adults 18 or older



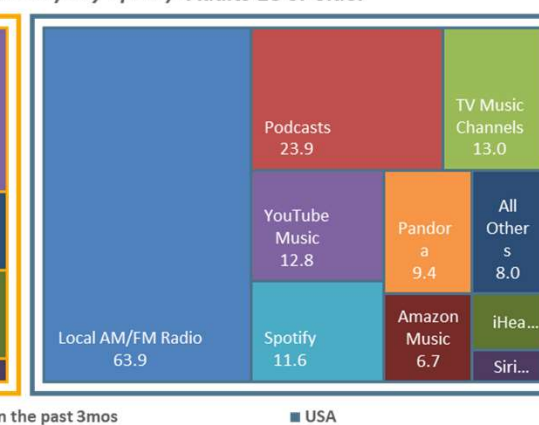
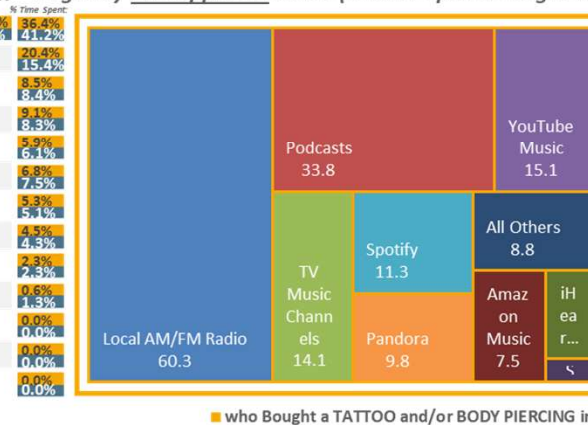
### Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

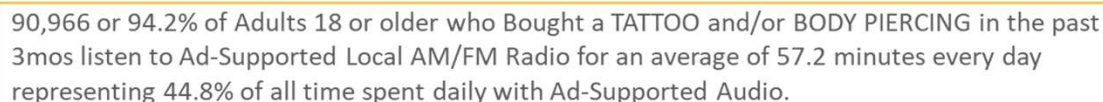


### Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older

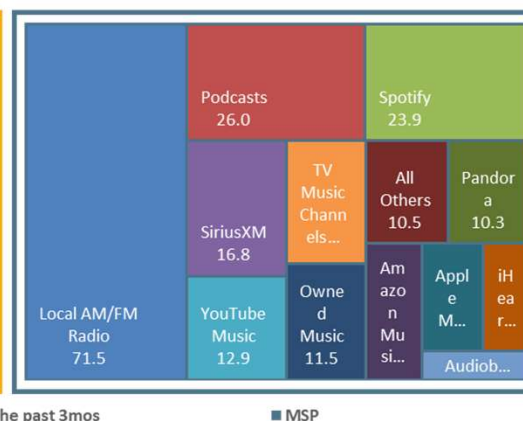
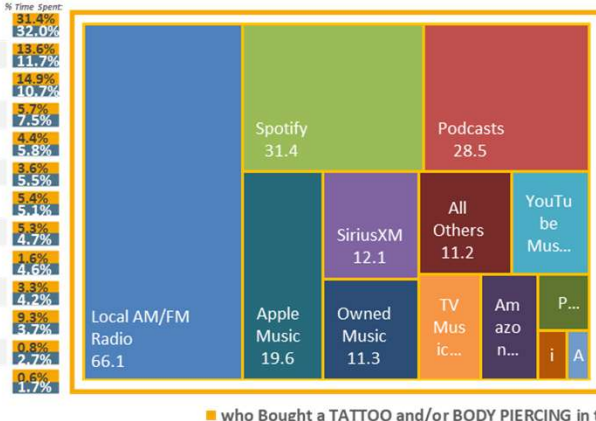


### Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

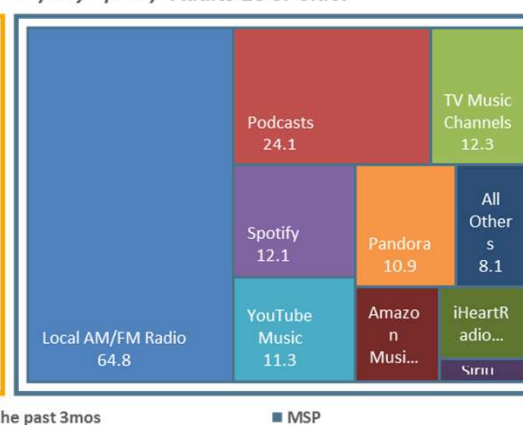
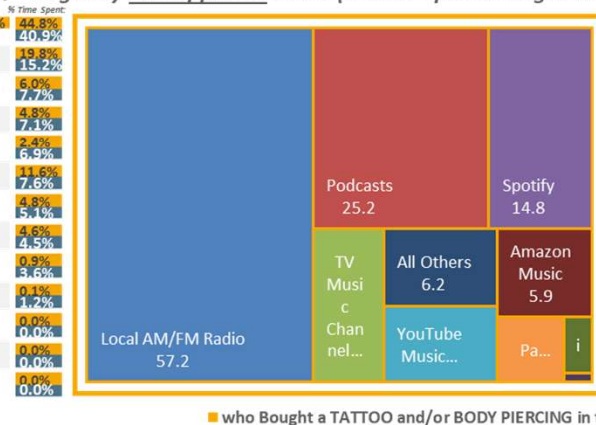




**Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



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

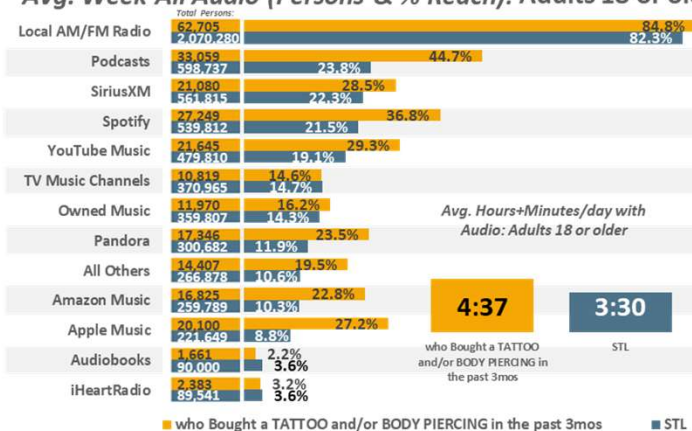


Other stores bought past 3 months: Any tattoo/body piercing shop

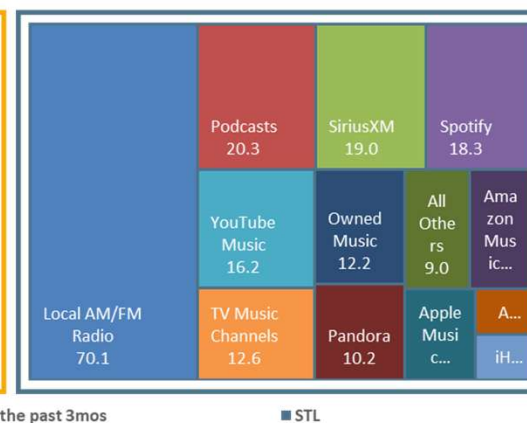
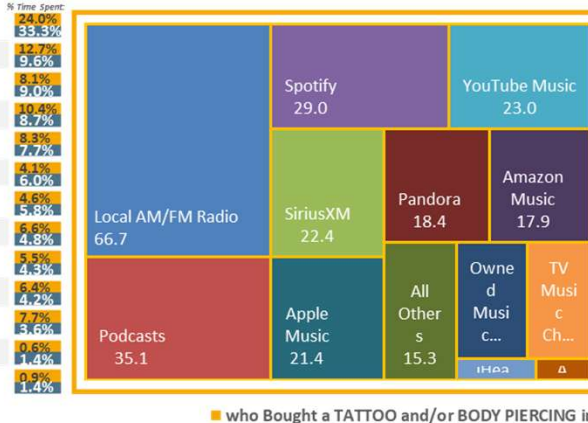


60,350 or 81.6% of Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 54.1 minutes every day representing 32.2% of all time spent daily with Ad-Supported Audio.

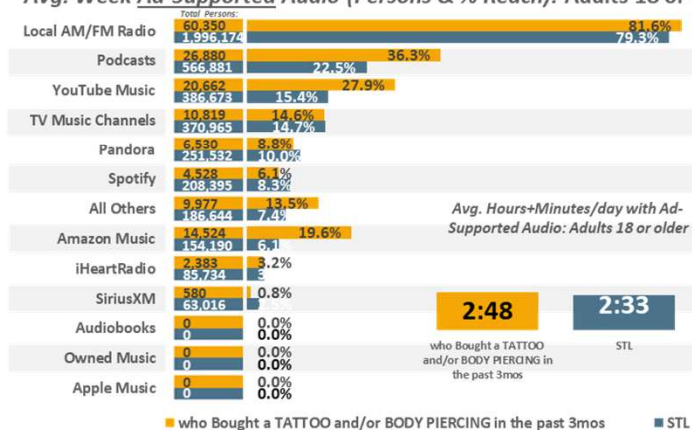
### Avg. Week All Audio (Persons & % Reach): Adults 18 or older



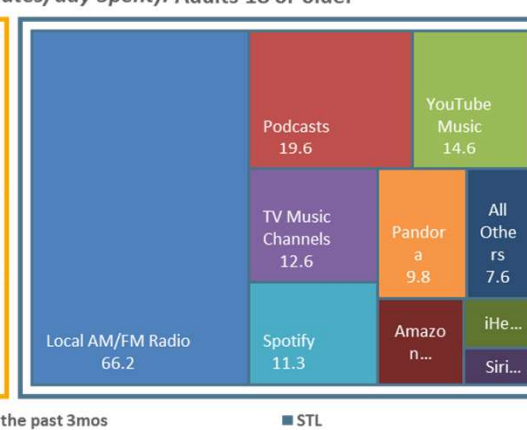
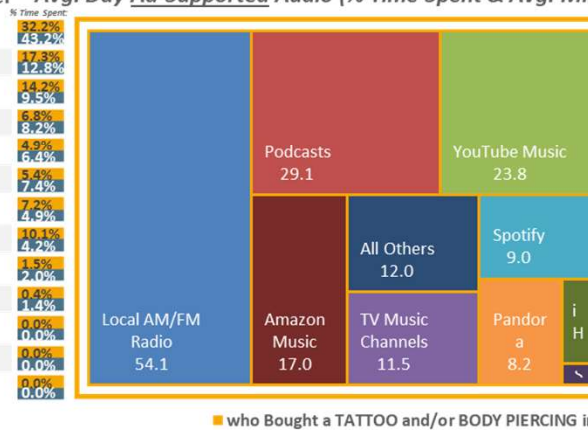
### Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



### 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

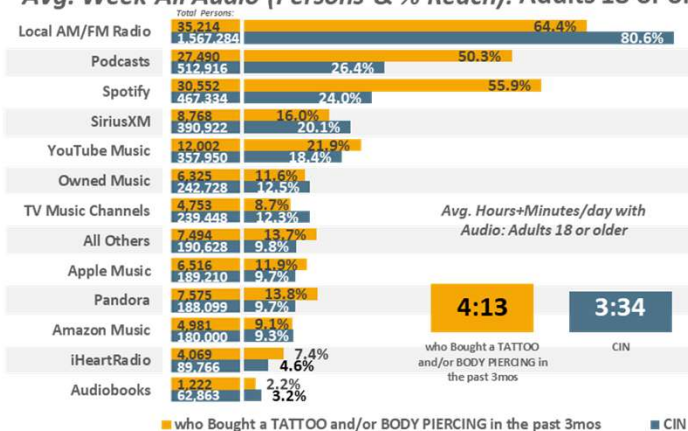




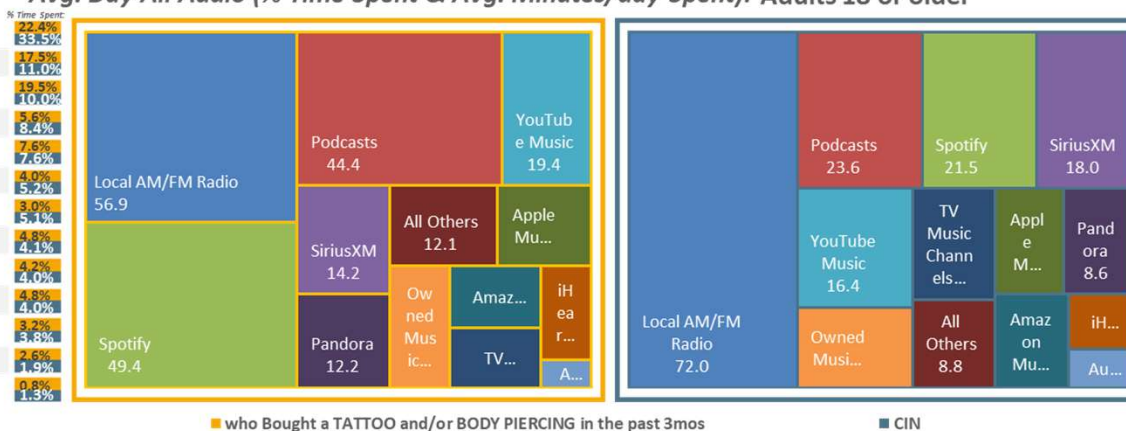


33,934 or 62.2% of Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 52.3 minutes every day representing 37.1% of all time spent daily with Ad-Supported Audio.

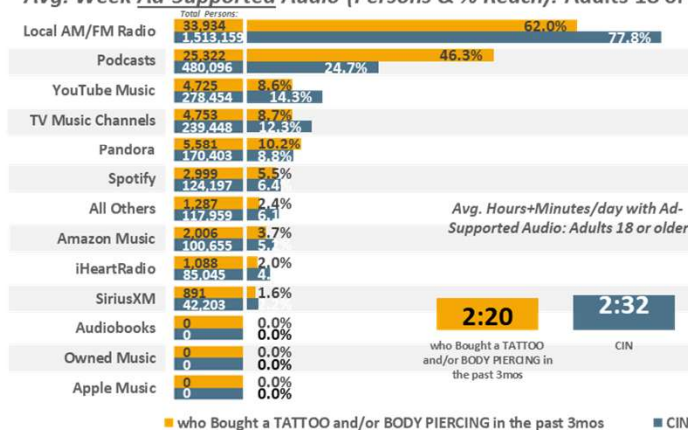
### Avg. Week All Audio (Persons & % Reach): Adults 18 or older



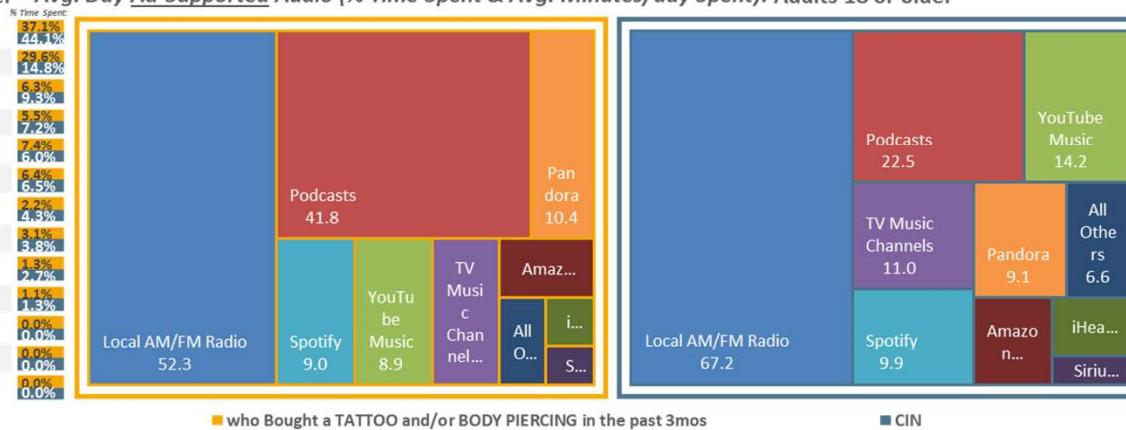
### Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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

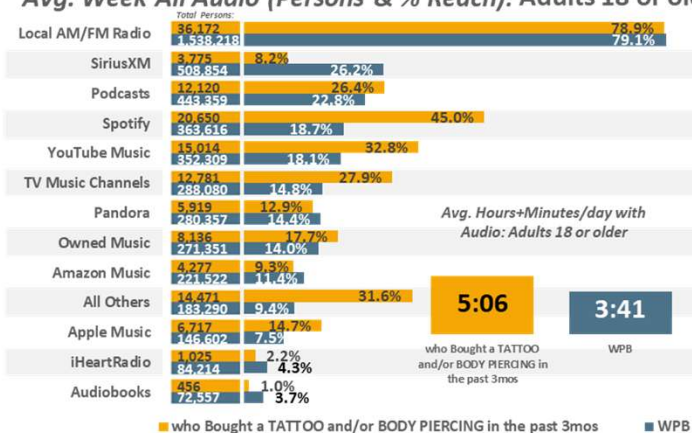




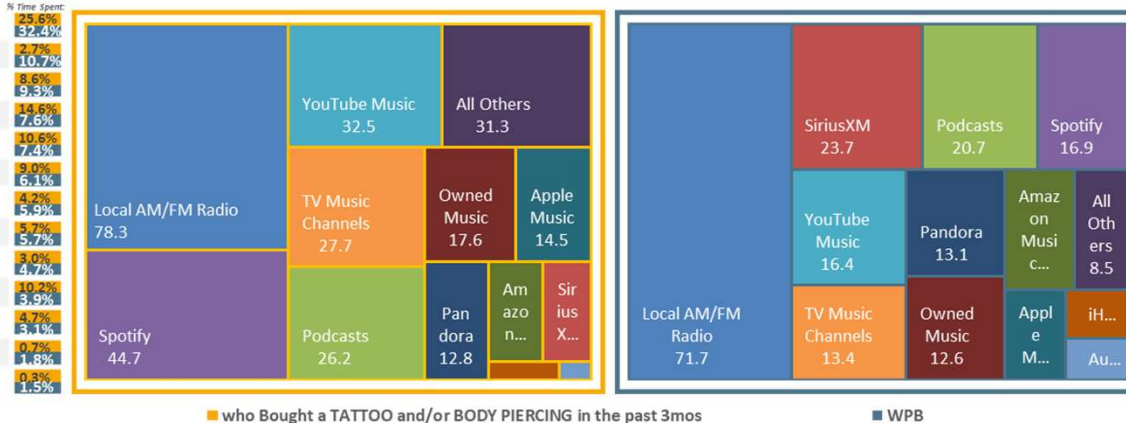


35,372 or 77.2% of Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 73.7 minutes every day representing 33.4% of all time spent daily with Ad-Supported Audio.

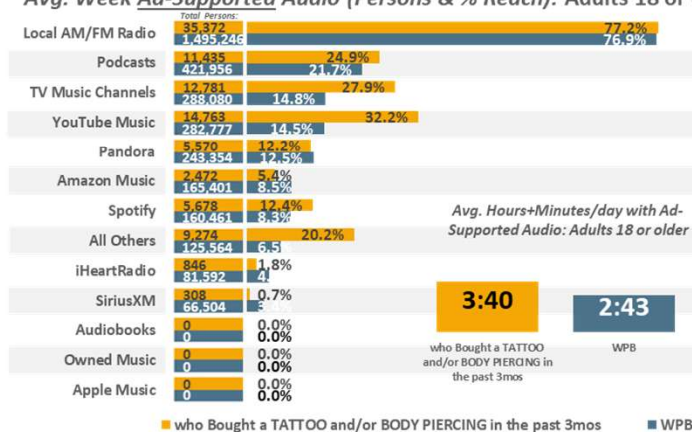
**Avg. Week All Audio (Persons & % Reach): Adults 18 or older**



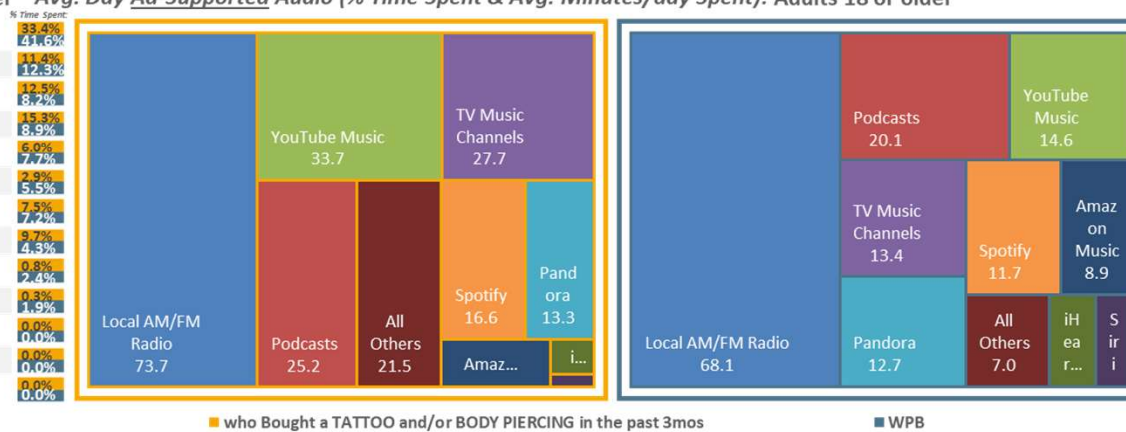
**Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



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

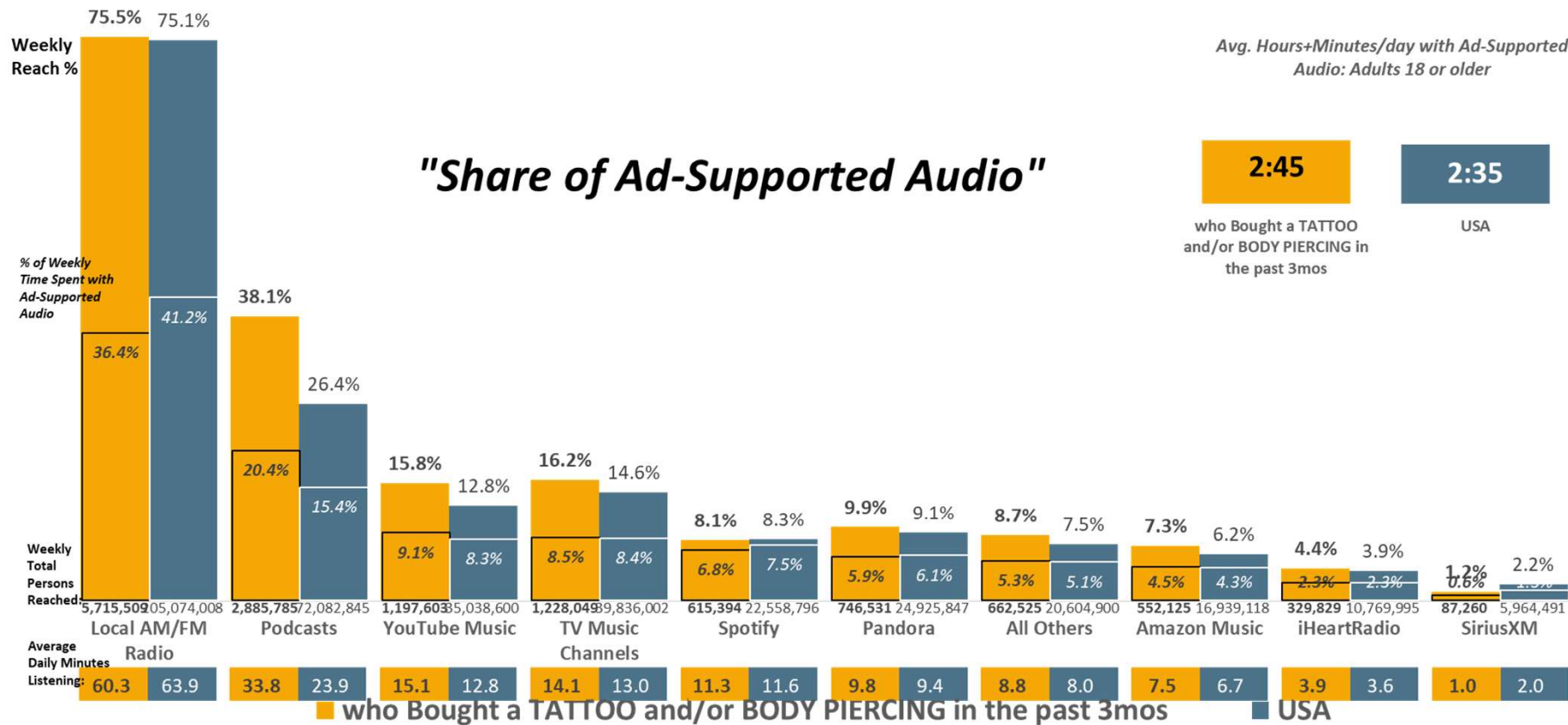


**Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



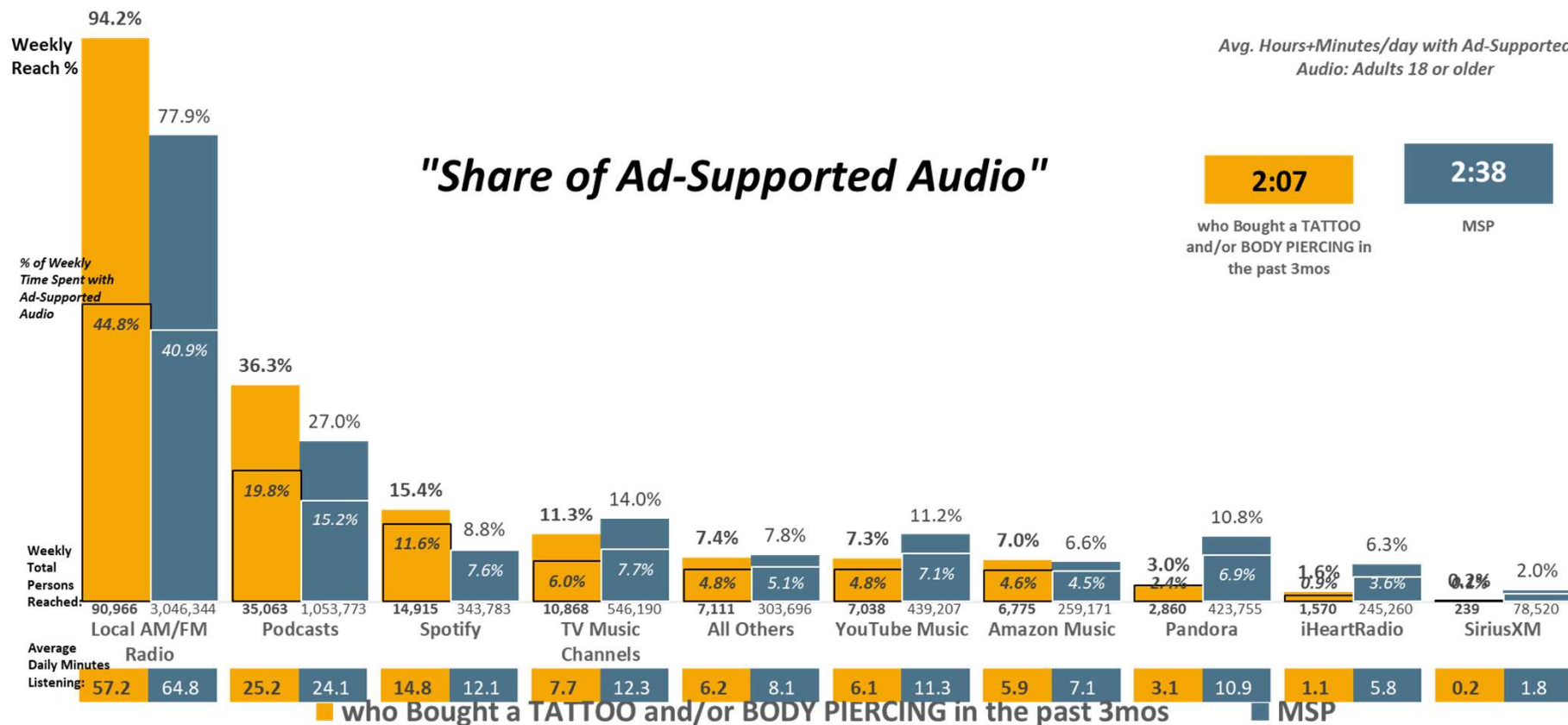


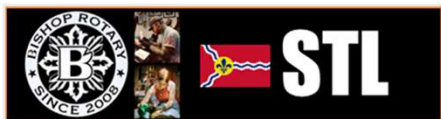
5,715,509 or 75.5% of Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 60.3 minutes every day representing 36.4% of all time spent daily with Ad-Supported Audio.



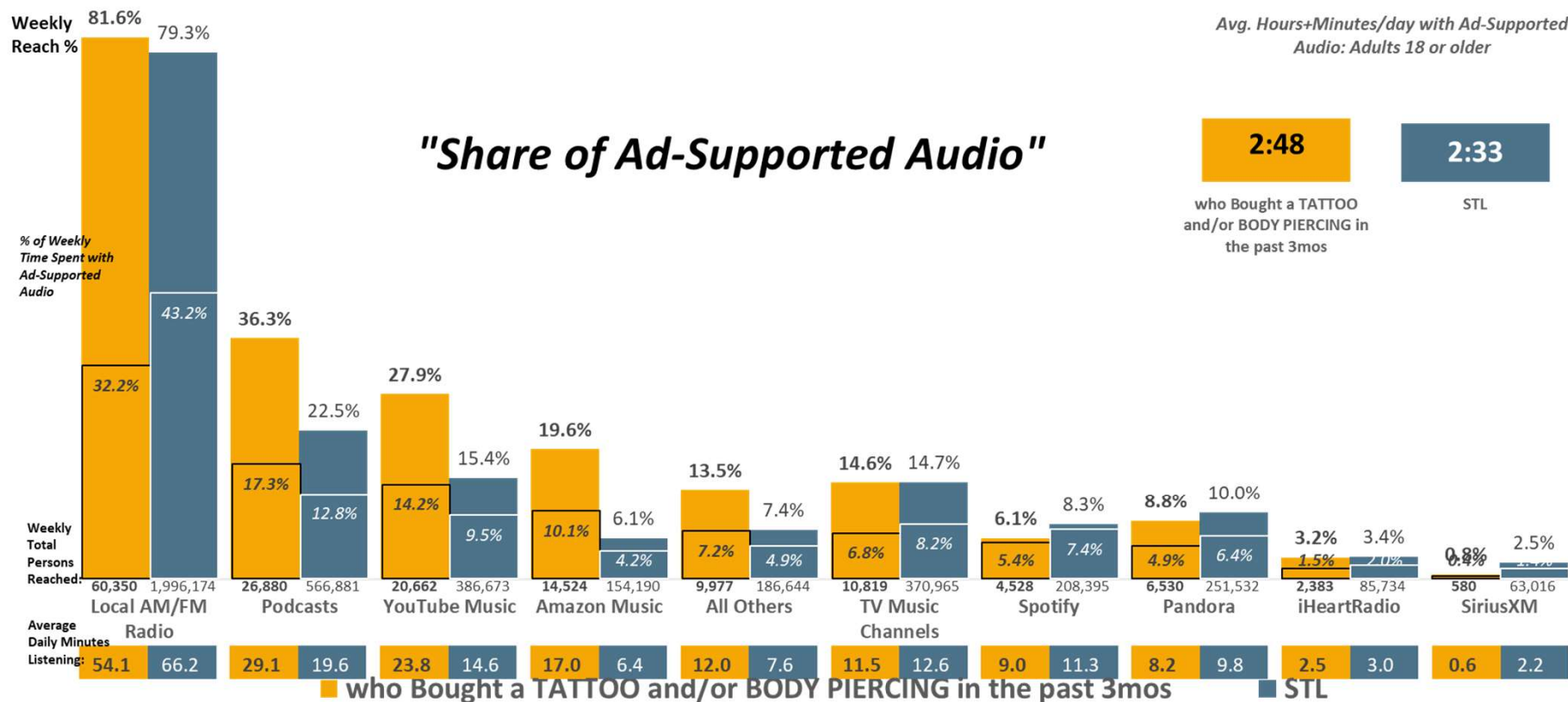


90,966 or 94.2% of Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 57.2 minutes every day representing 44.8% of all time spent daily with Ad-Supported Audio.





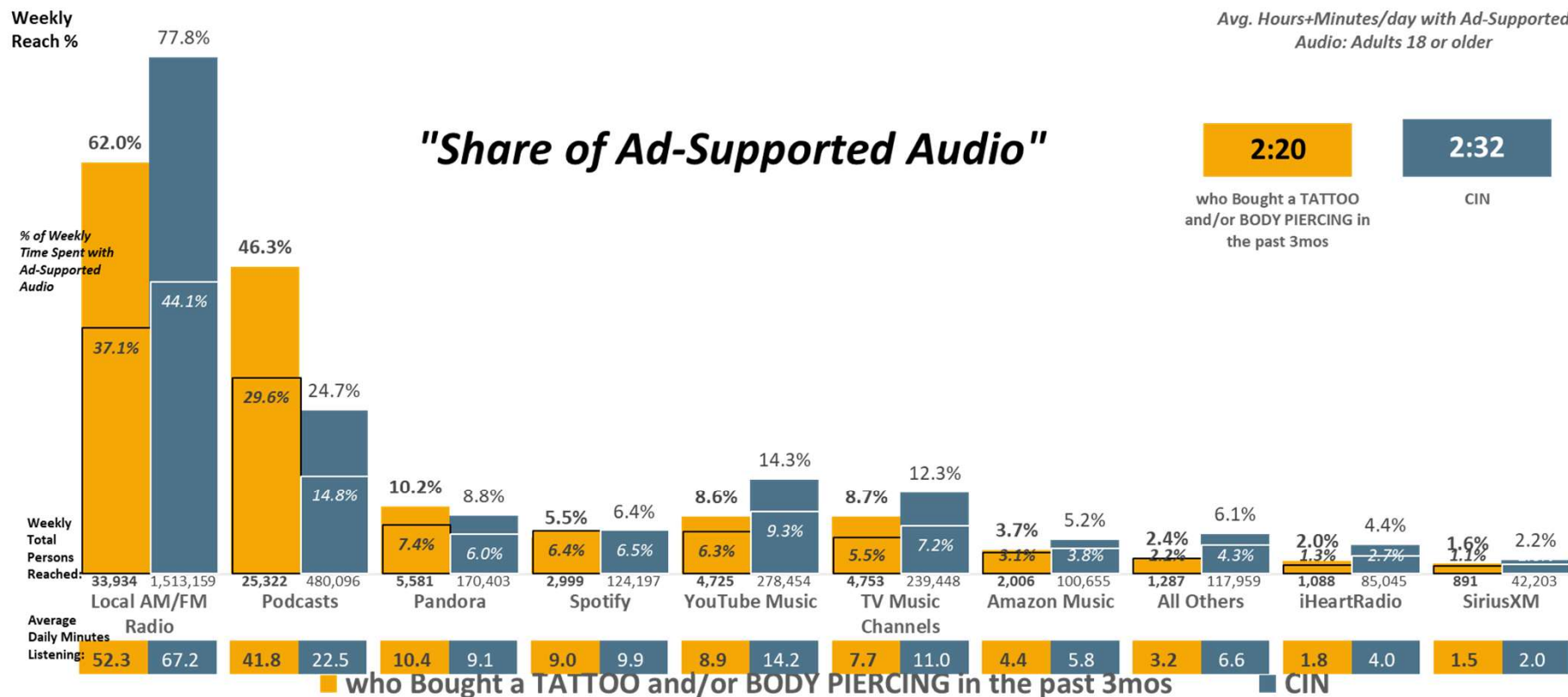
60,350 or 81.6% of Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 54.1 minutes every day representing 32.2% of all time spent daily with Ad-Supported Audio.







33,934 or 62.% of Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 52.3 minutes every day representing 37.1% of all time spent daily with Ad-Supported Audio.



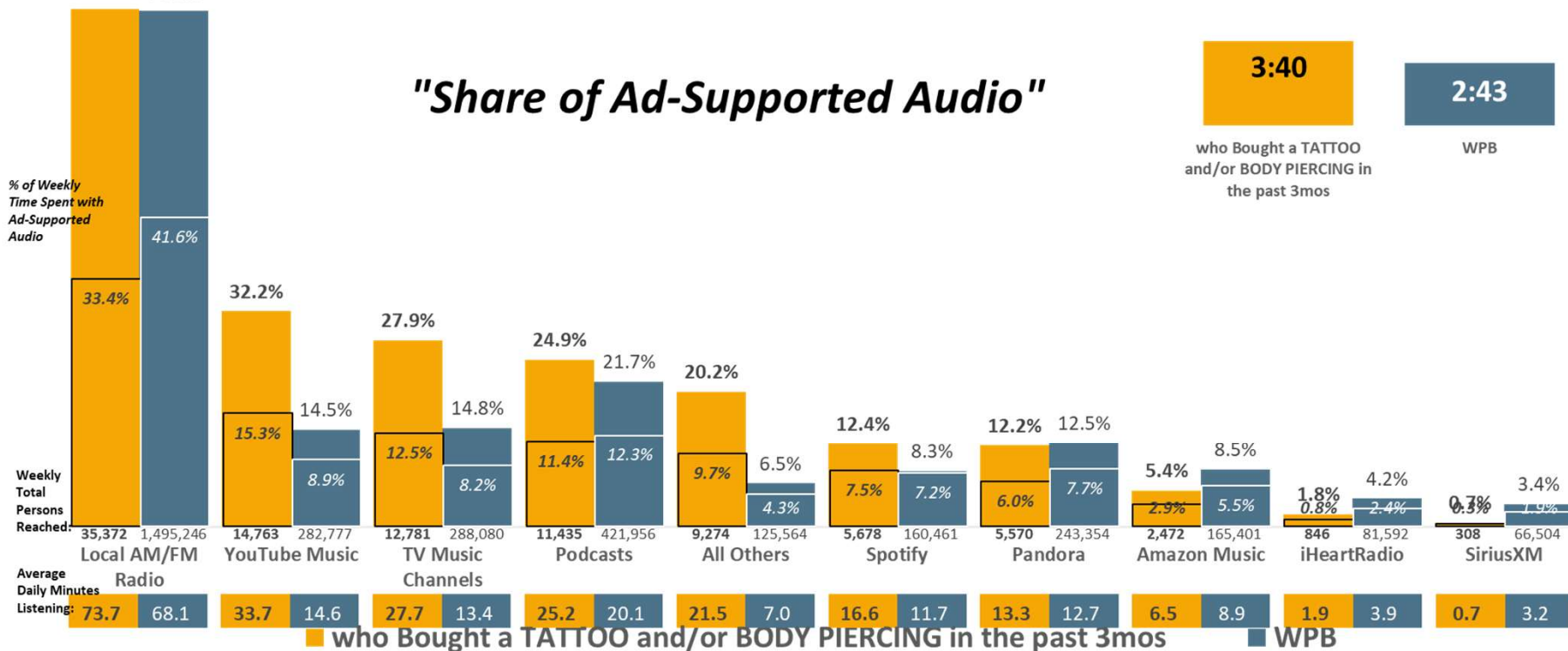


35,372 or 77.2% of Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 73.7 minutes every day representing 33.4% of all time spent daily with Ad-Supported Audio.

Weekly Reach % 77.2% 76.9%

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

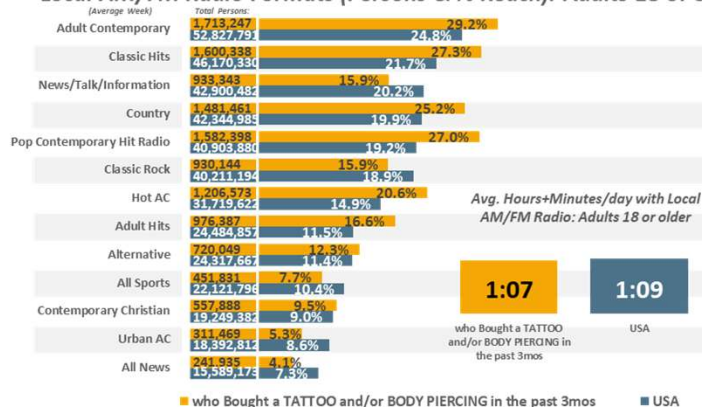
## "Share of Ad-Supported Audio"



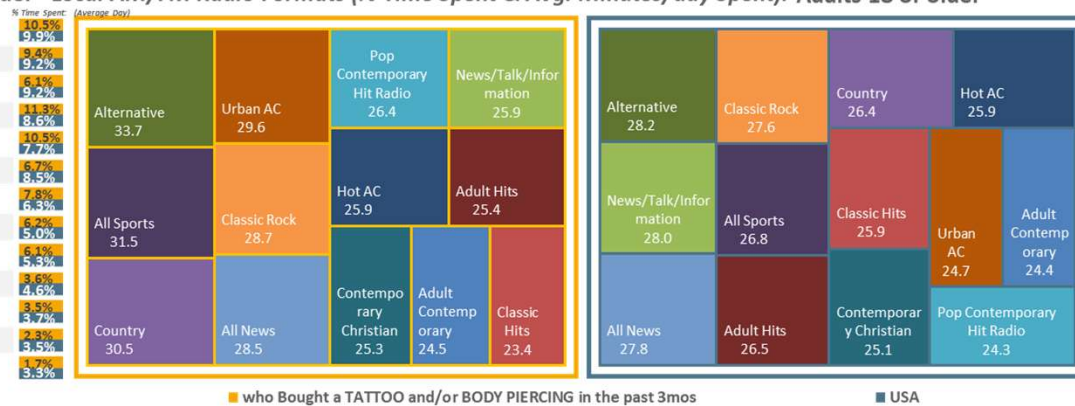


5,715,509 or 75.5% of Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Pop Contemporary Hit Radio, Country, and Hot AC.

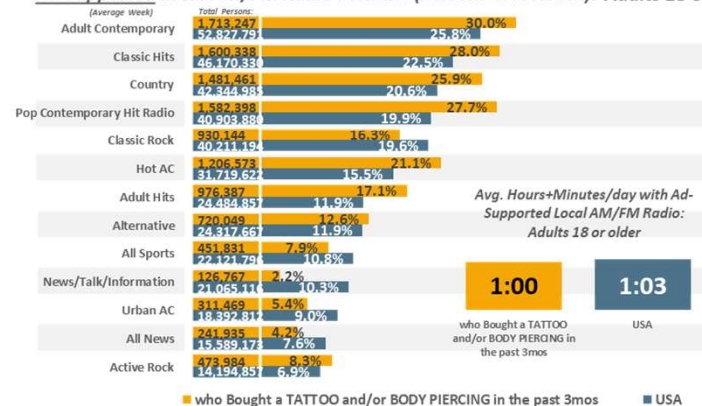
### Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



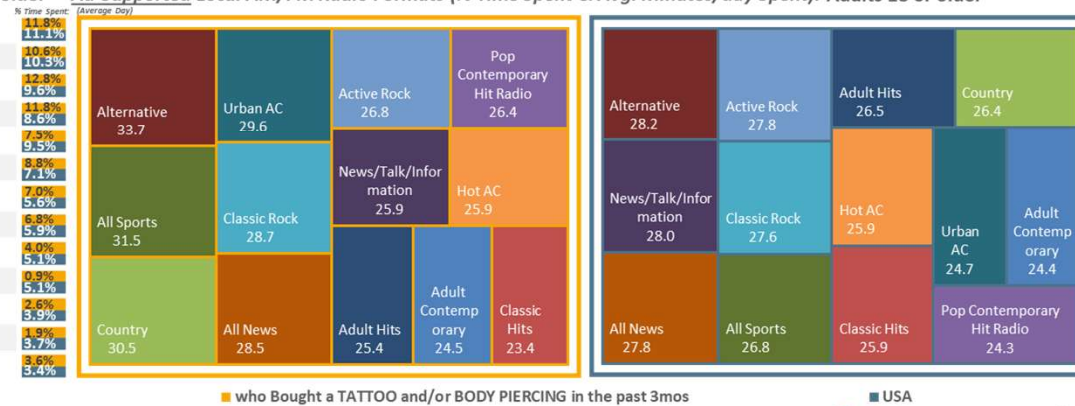
### Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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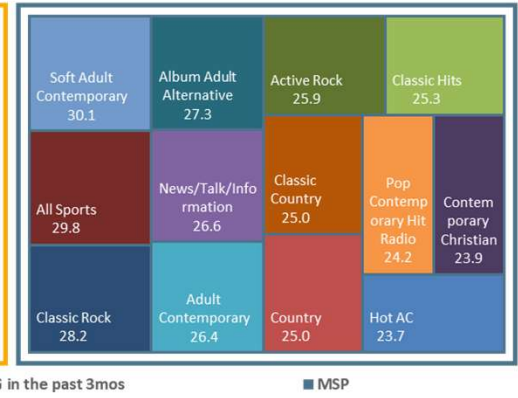
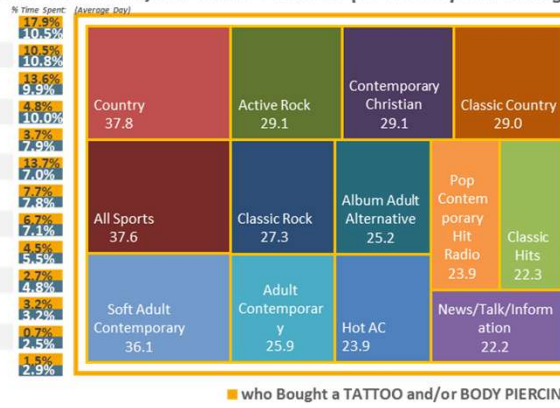
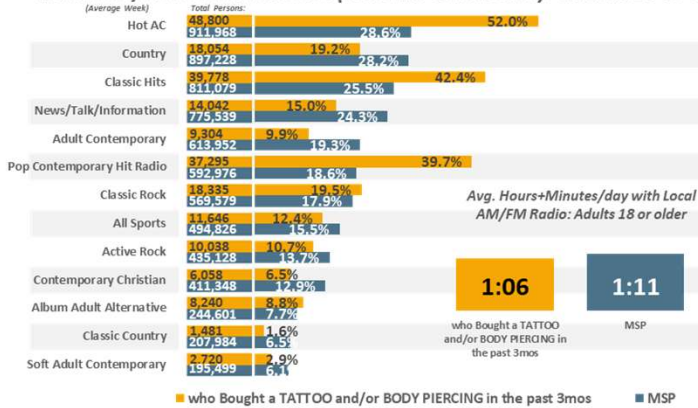
Other stores bought past 3 months: Any tattoo/body piercing shop



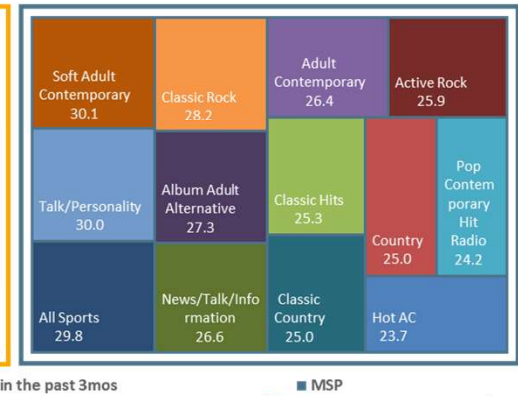
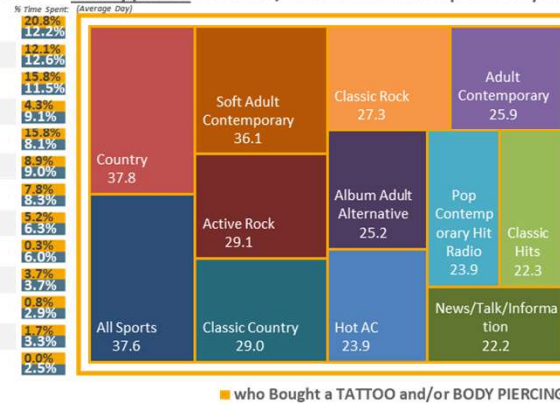
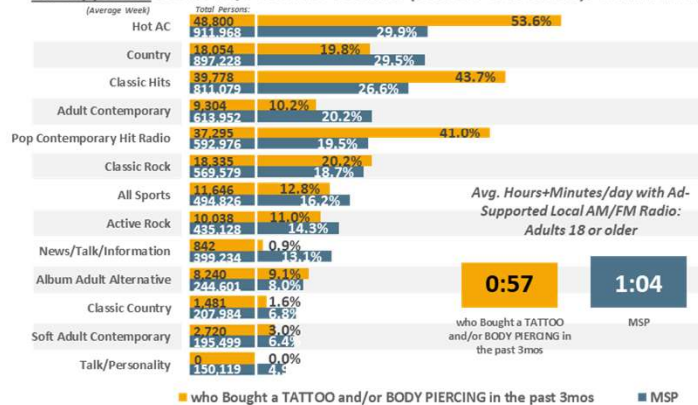


90,966 or 94.2% of Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Hot AC, Classic Hits, Pop Contemporary Hit Radio, Classic Rock, and Country.

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



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

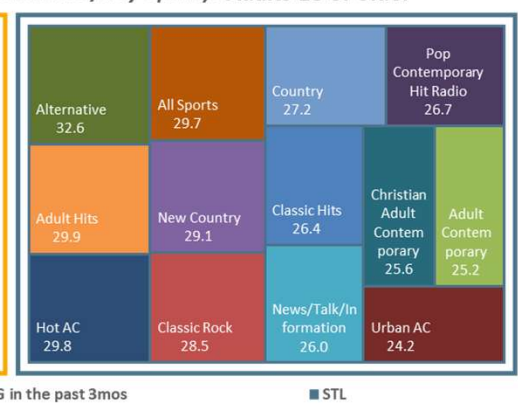
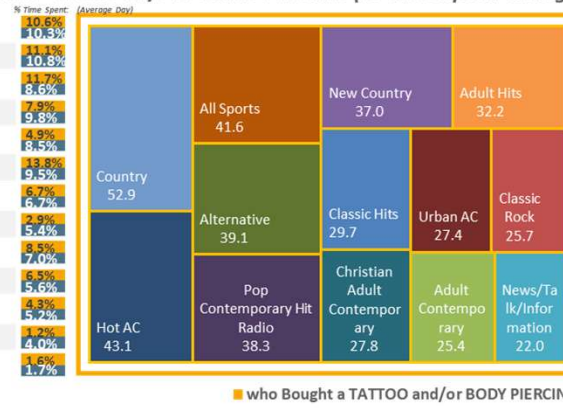
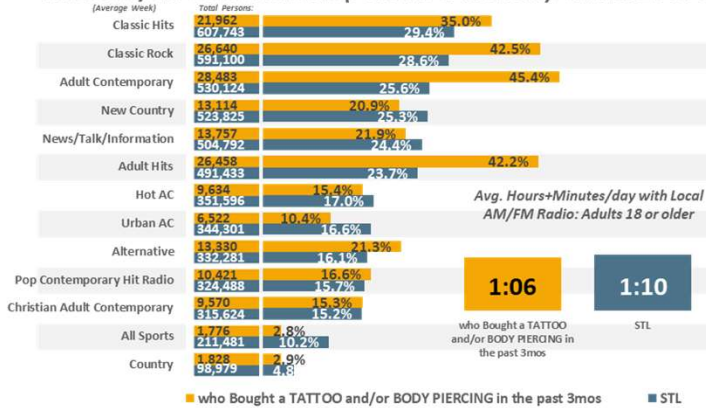




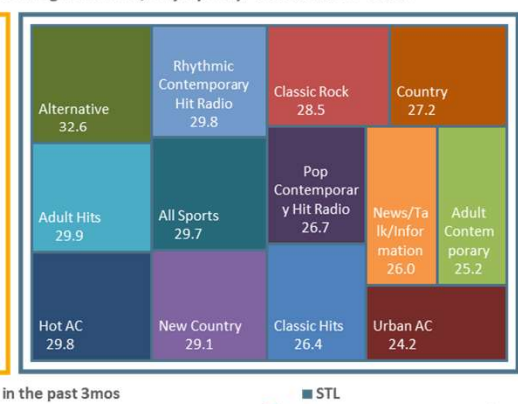
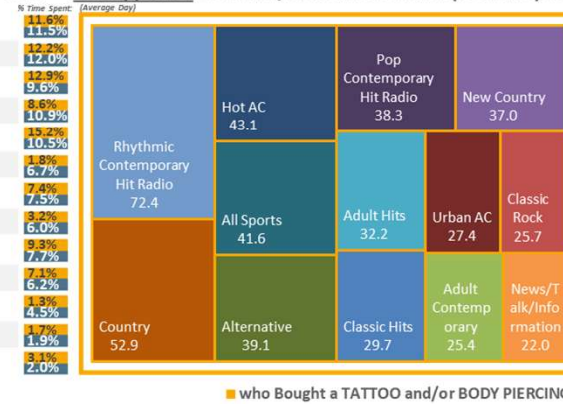
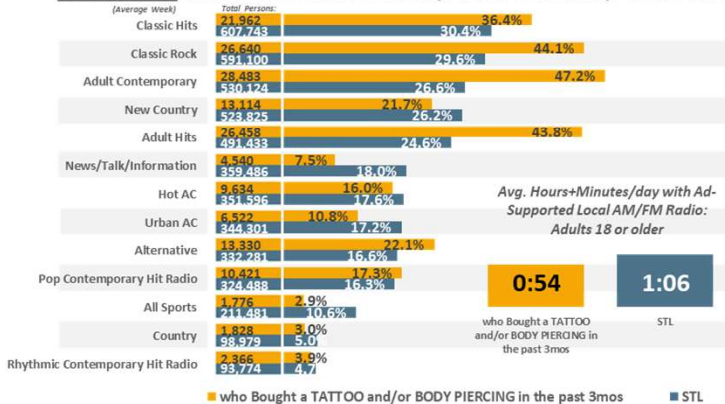


60,350 or 81.6% of Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Rock, Adult Hits, Classic Hits, and Alternative.

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



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



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 76  
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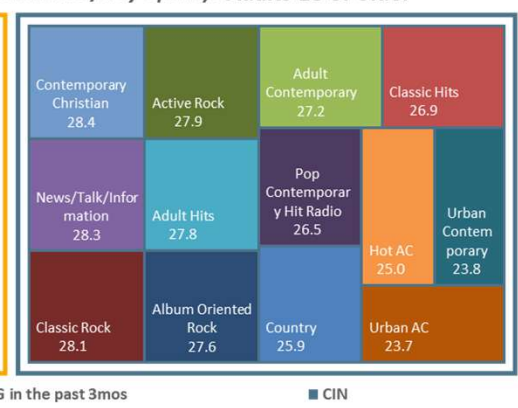
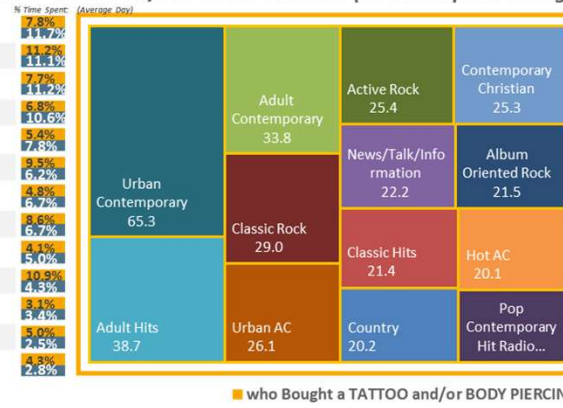
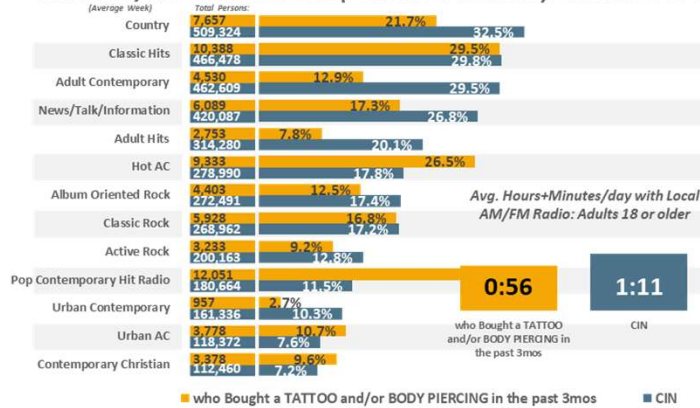
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Other stores bought past 3 months: Any tattoo/body piercing shop

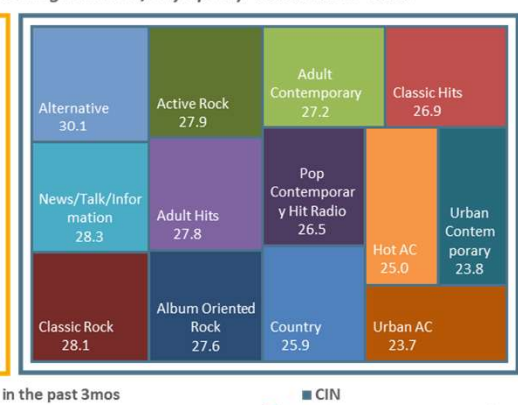
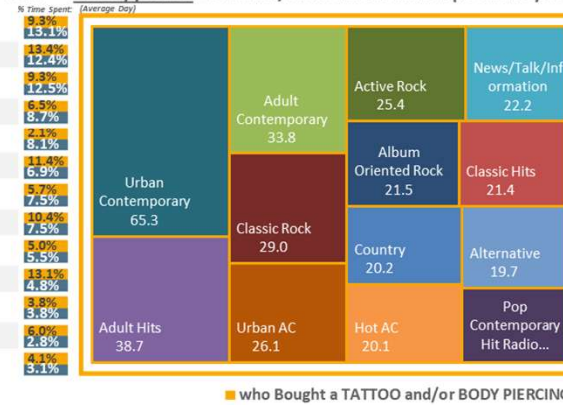
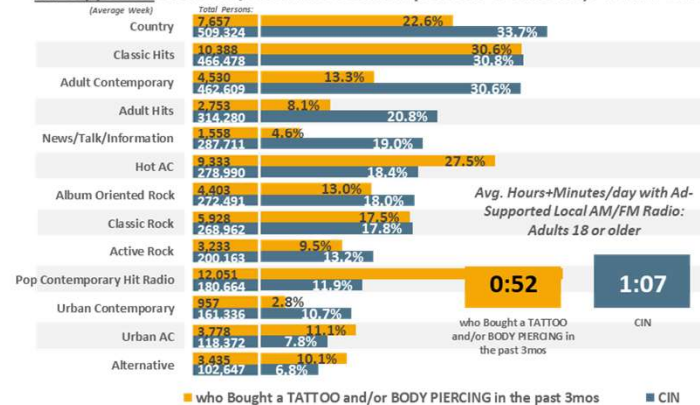


33,934 or 62.2% of Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Classic Hits, Hot AC, Country, and Classic Rock.

**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**



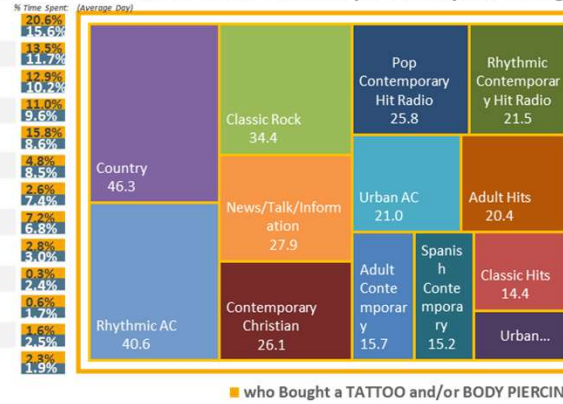
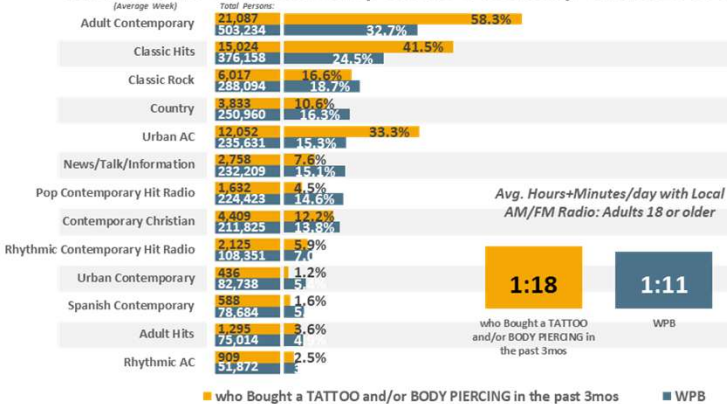
**Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older** **Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



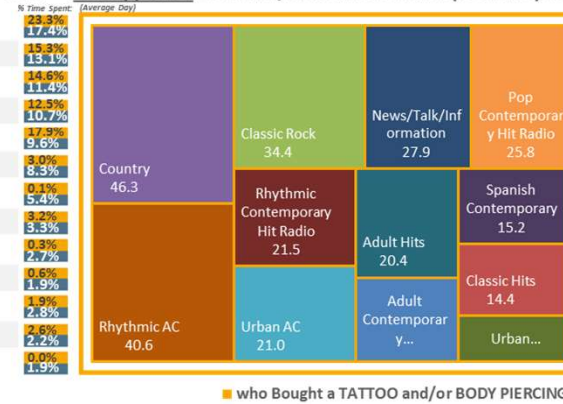
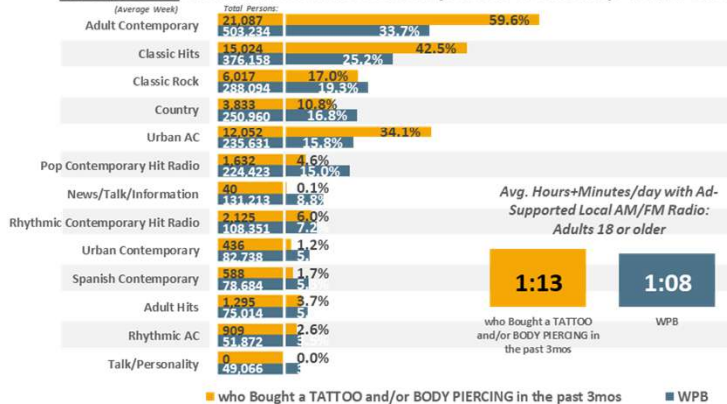


35,372 or 77.2% of Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Urban AC, Classic Rock, and Country.

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



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



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 70  
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Other stores bought past 3 months: Any tattoo/body piercing shop

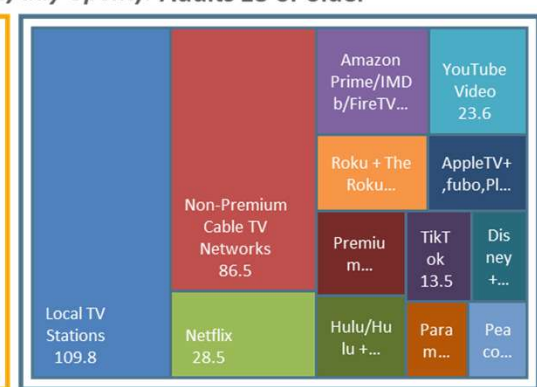
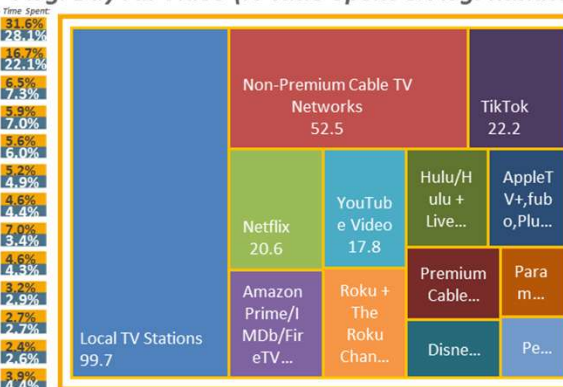
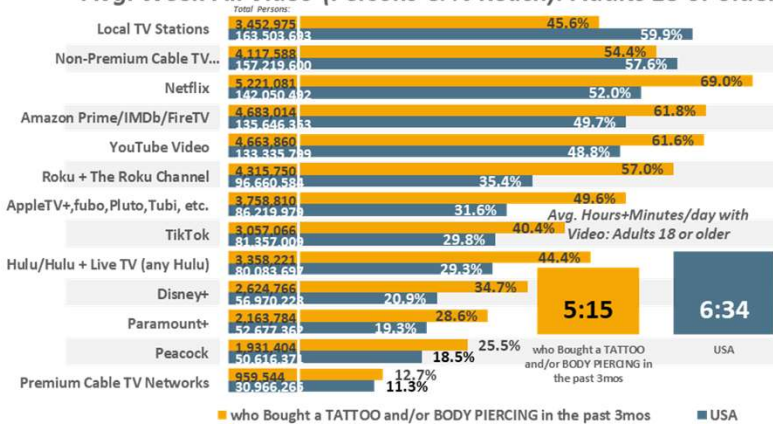




3,379,477 or 44.6% of Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos watch Ad-Supported Local TV Stations for an average of 93.4 minutes every day representing 36.6% of all time spent daily with Ad-Supported Video.

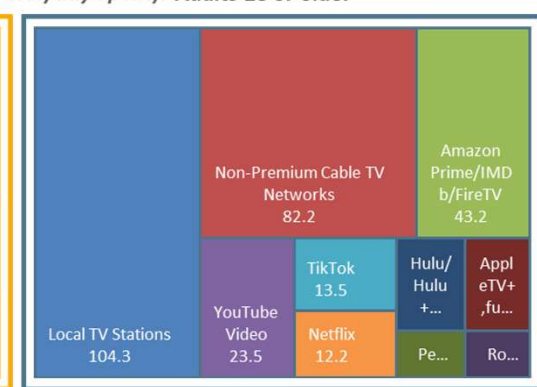
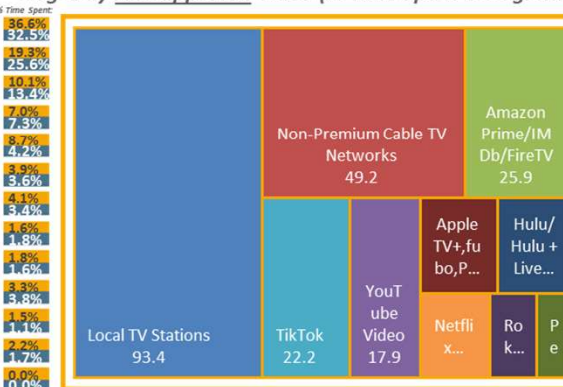
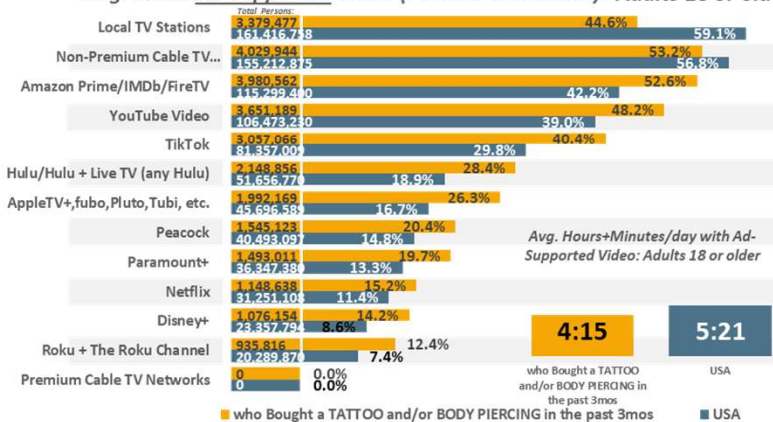
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



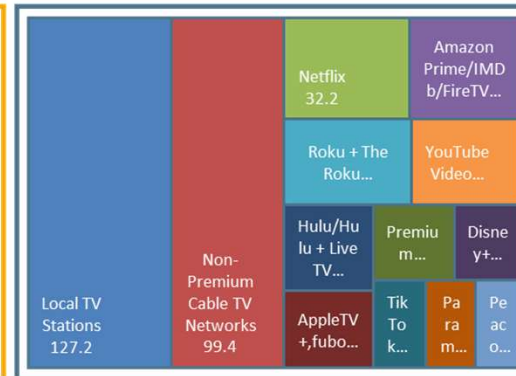
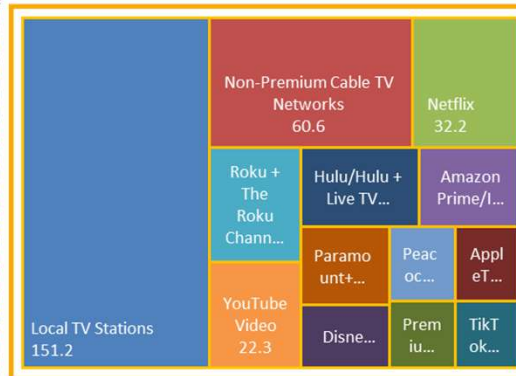
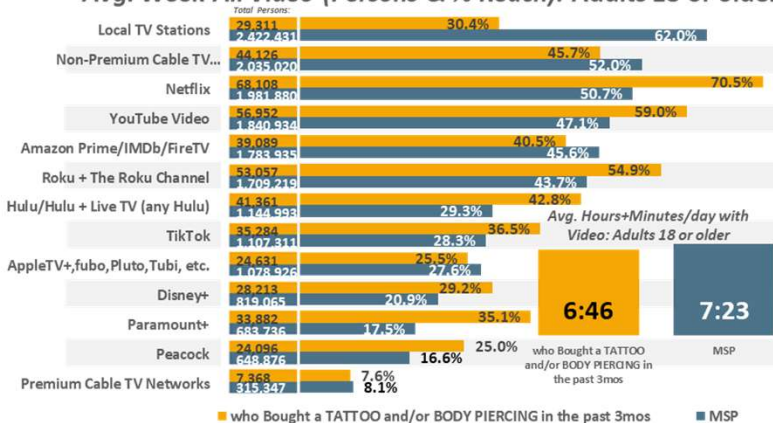




29,237 or 30.3% of Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos watch Ad-Supported Local TV Stations for an average of 144.4 minutes every day representing 45.8% of all time spent daily with Ad-Supported Video.

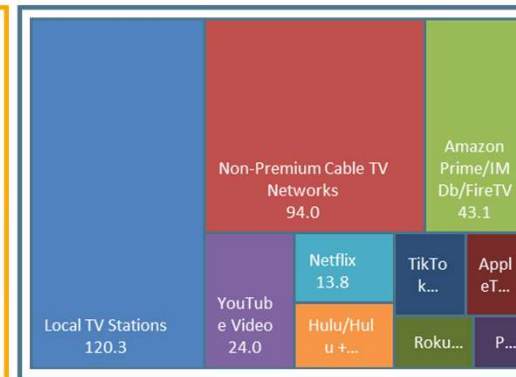
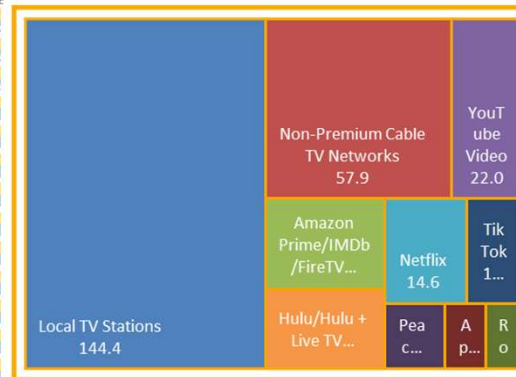
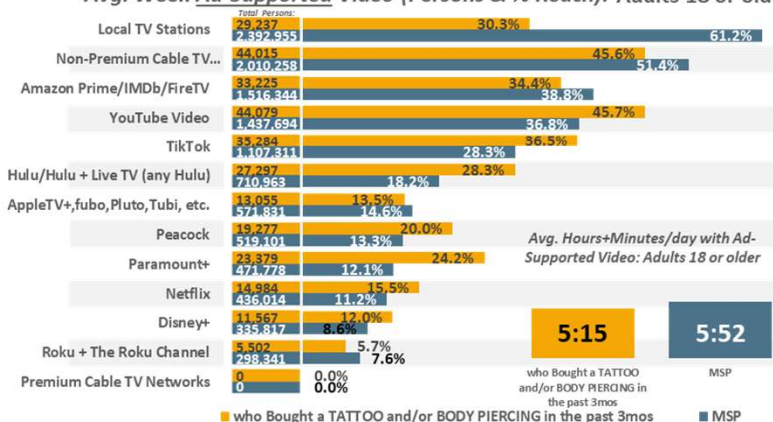
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

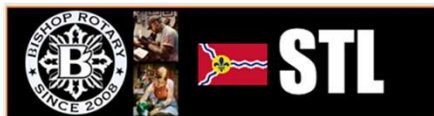
Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 52  
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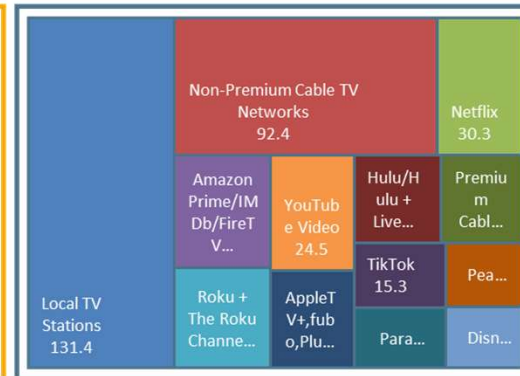
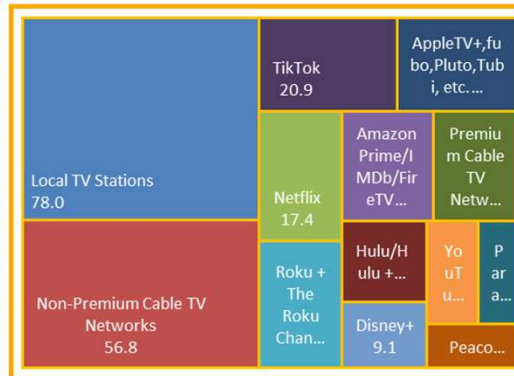
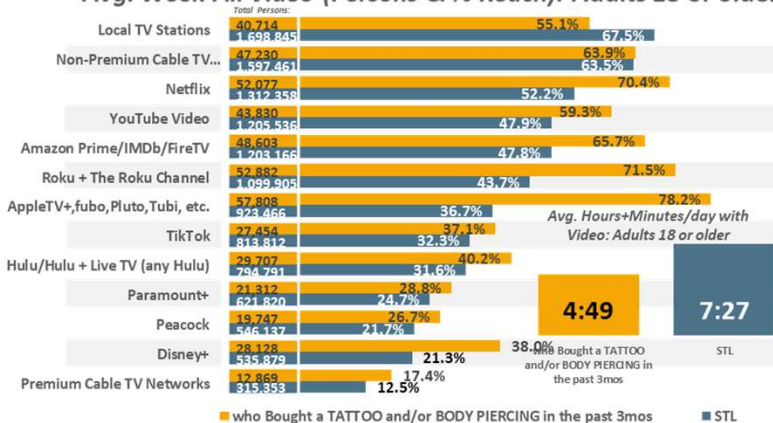
Other stores bought past 3 months: Any tattoo/body piercing shop



38,784 or 52.4% of Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos watch Ad-Supported Local TV Stations for an average of 69.5 minutes every day representing 30.0% of all time spent daily with Ad-Supported Video.

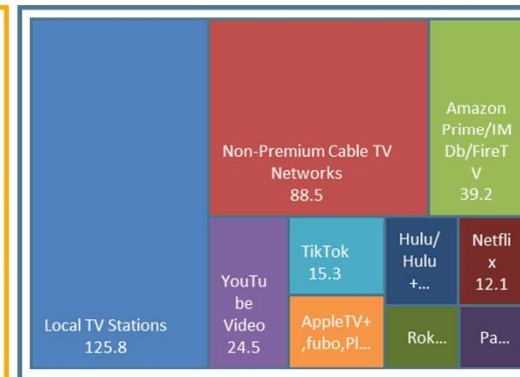
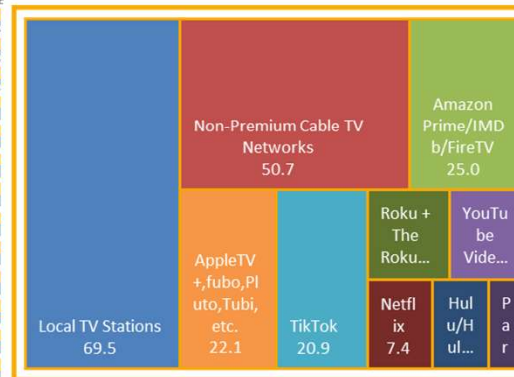
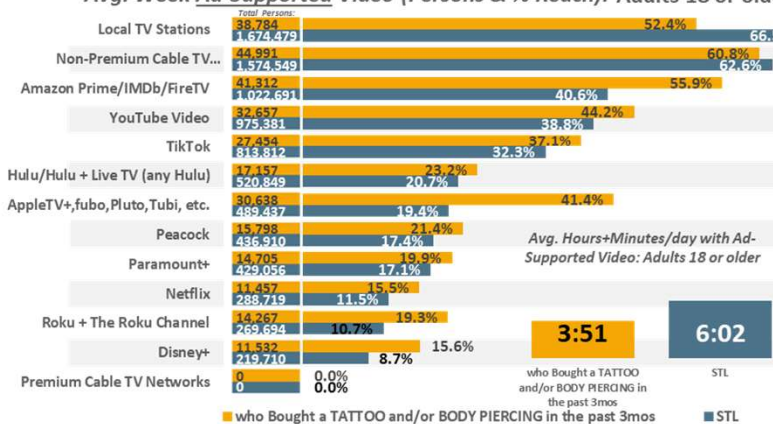
**Avg. Week All Video (Persons & % Reach): Adults 18 or older**

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



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

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



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 76  
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Other stores bought past 3 months: Any tattoo/body piercing shop

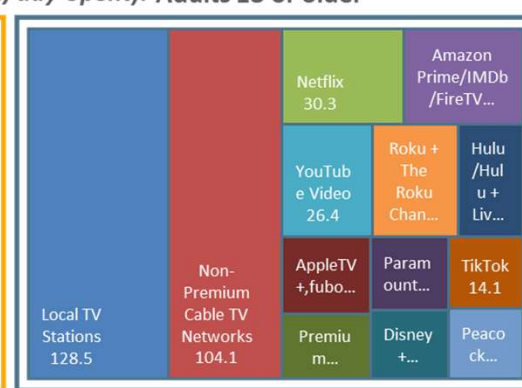
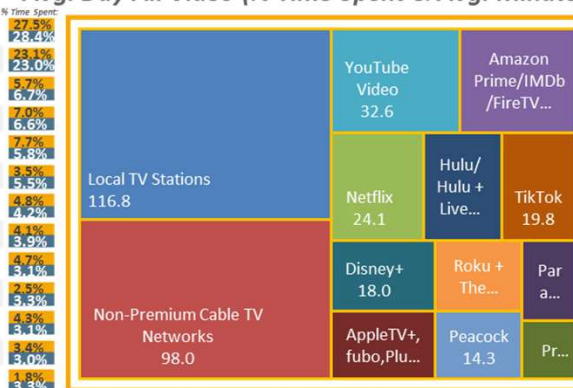
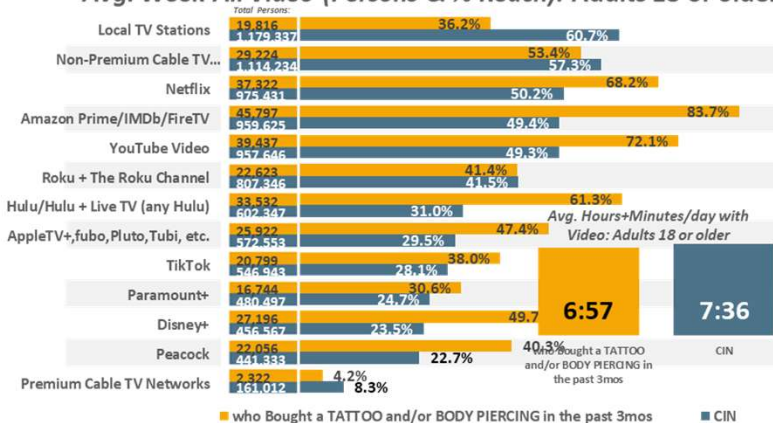




19,387 or 35.4% of Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos watch Ad-Supported Local TV Stations for an average of 115.2 minutes every day representing 33.3% of all time spent daily with Ad-Supported Video.

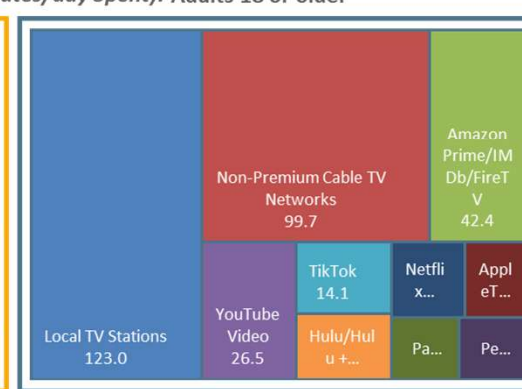
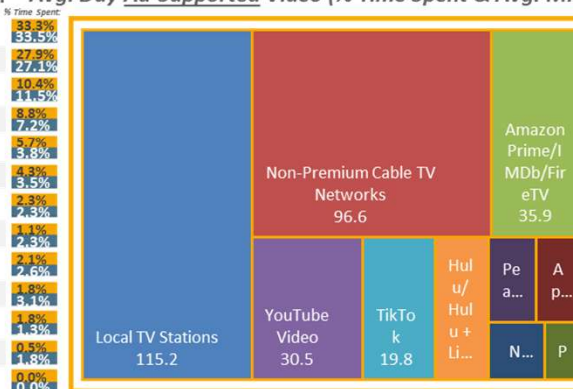
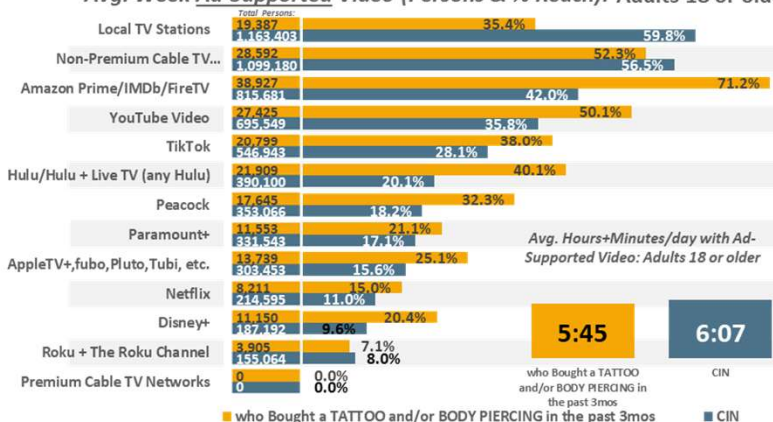
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 48  
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Other stores bought past 3 months: Any tattoo/body piercing shop

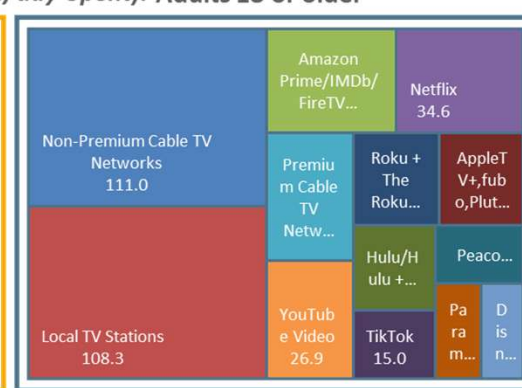
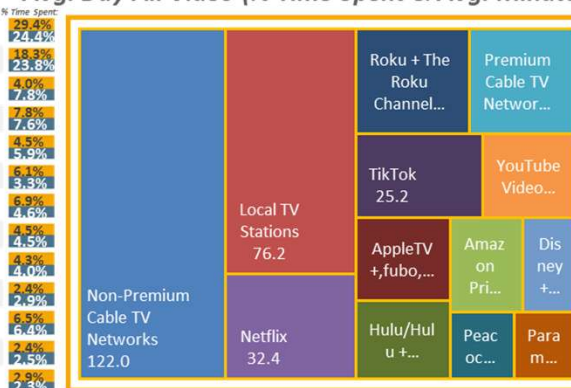
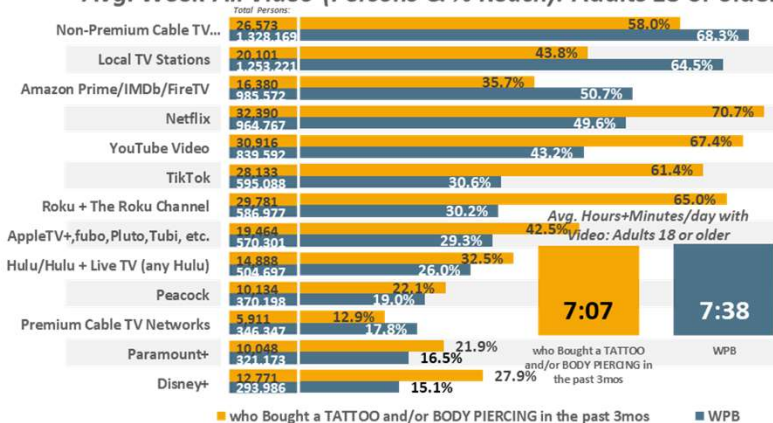




19,549 or 42.6% of Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos watch Ad-Supported Local TV Stations for an average of 73.5 minutes every day representing 21.9% of all time spent daily with Ad-Supported Video.

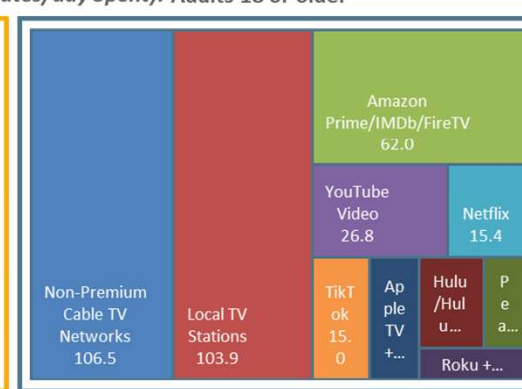
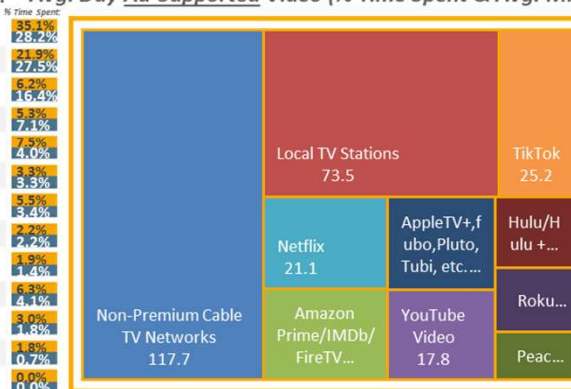
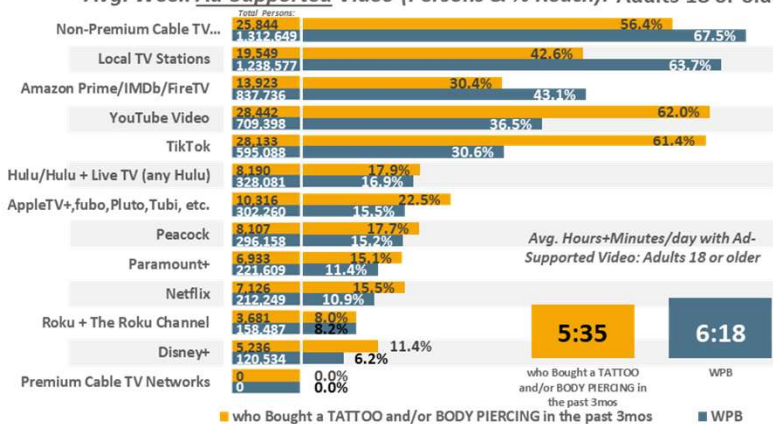
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



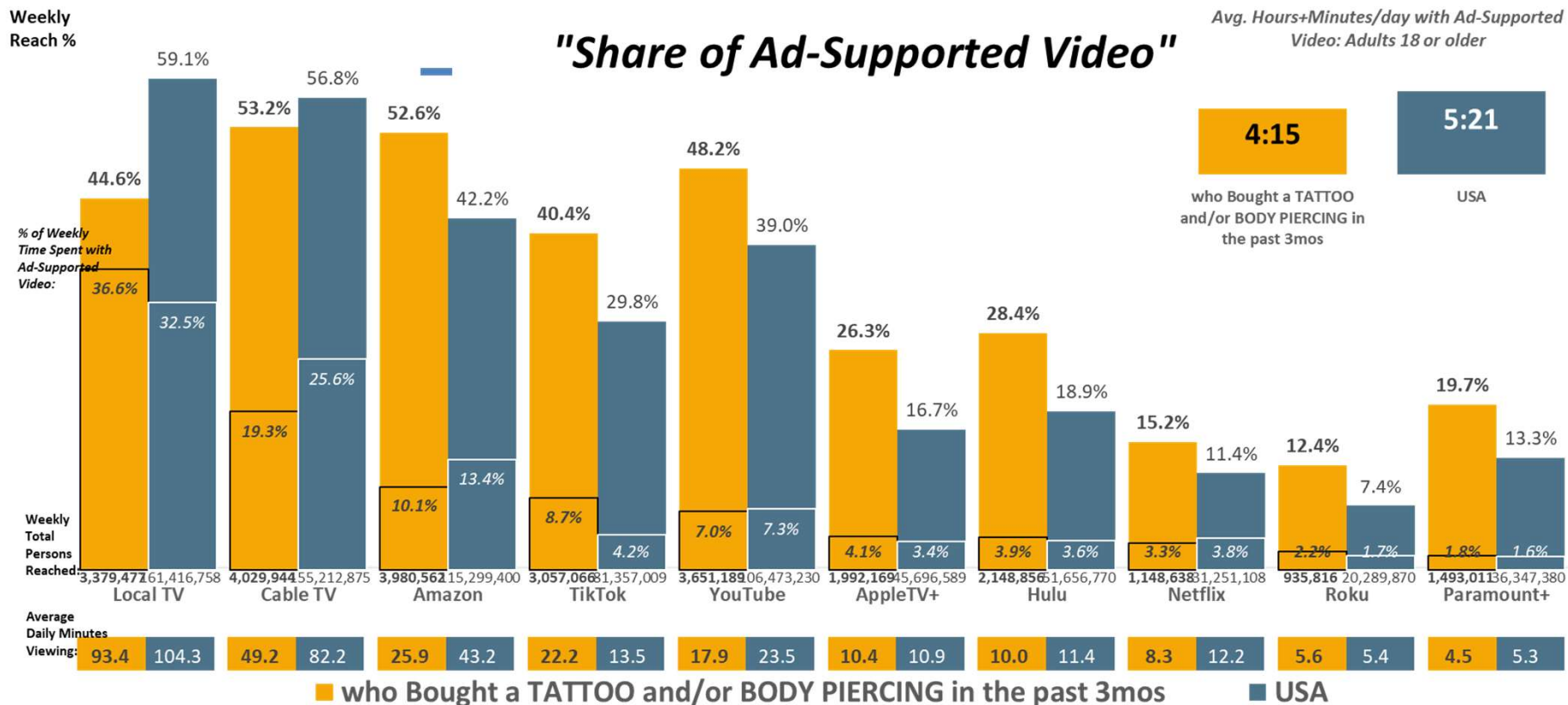
WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 70  
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soefa.ai Share of Everything for Anything

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



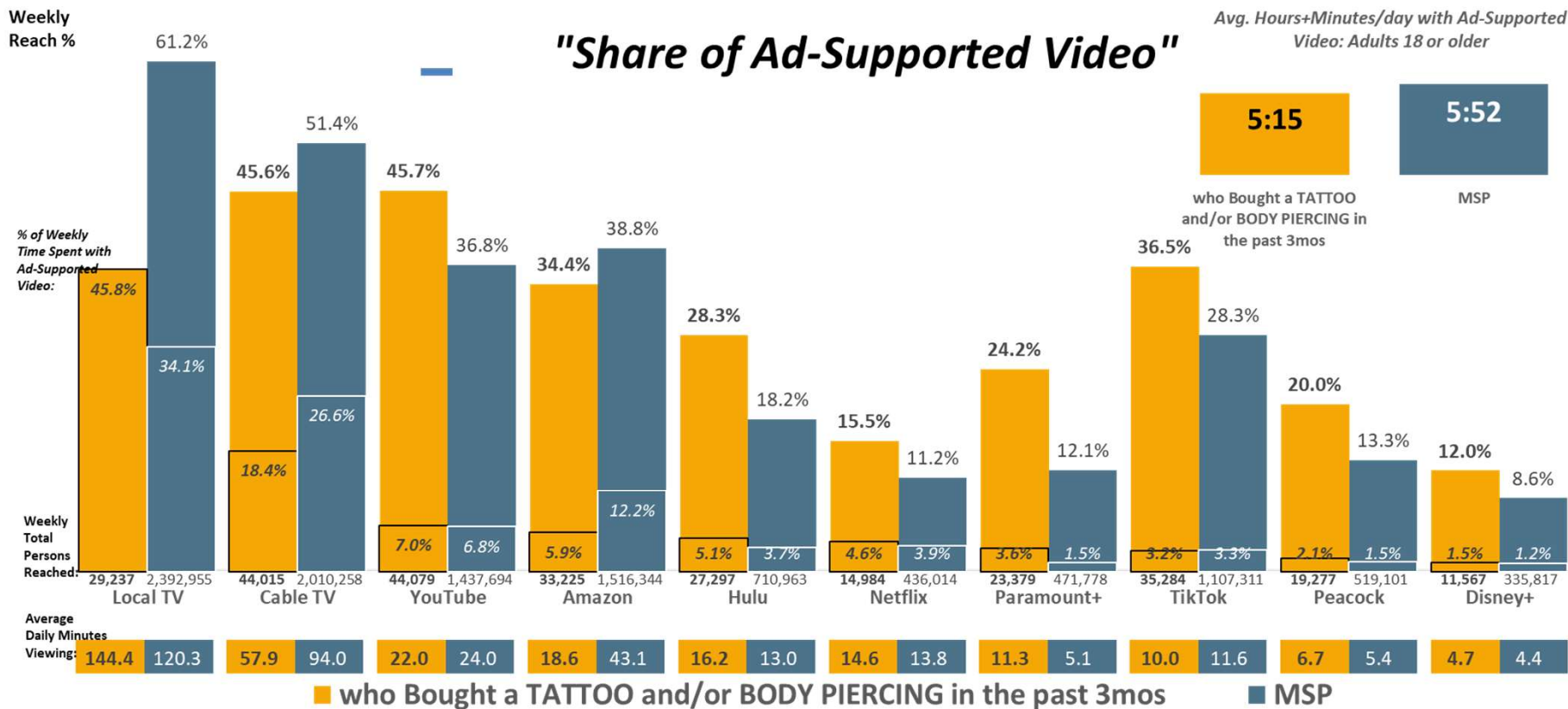
3,379,477 or 44.6% of Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos watch Ad-Supported Local TV Stations for an average of 93.4 minutes every day representing 36.6% of all time spent daily with Ad-Supported Video.



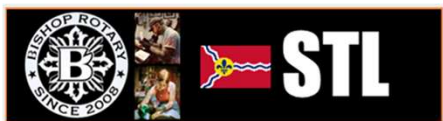


29,237 or 30.3% of Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos watch Ad-Supported Local TV Stations for an average of 144.4 minutes every day representing 45.8% of all time spent daily with Ad-Supported Video.

## "Share of Ad-Supported Video"

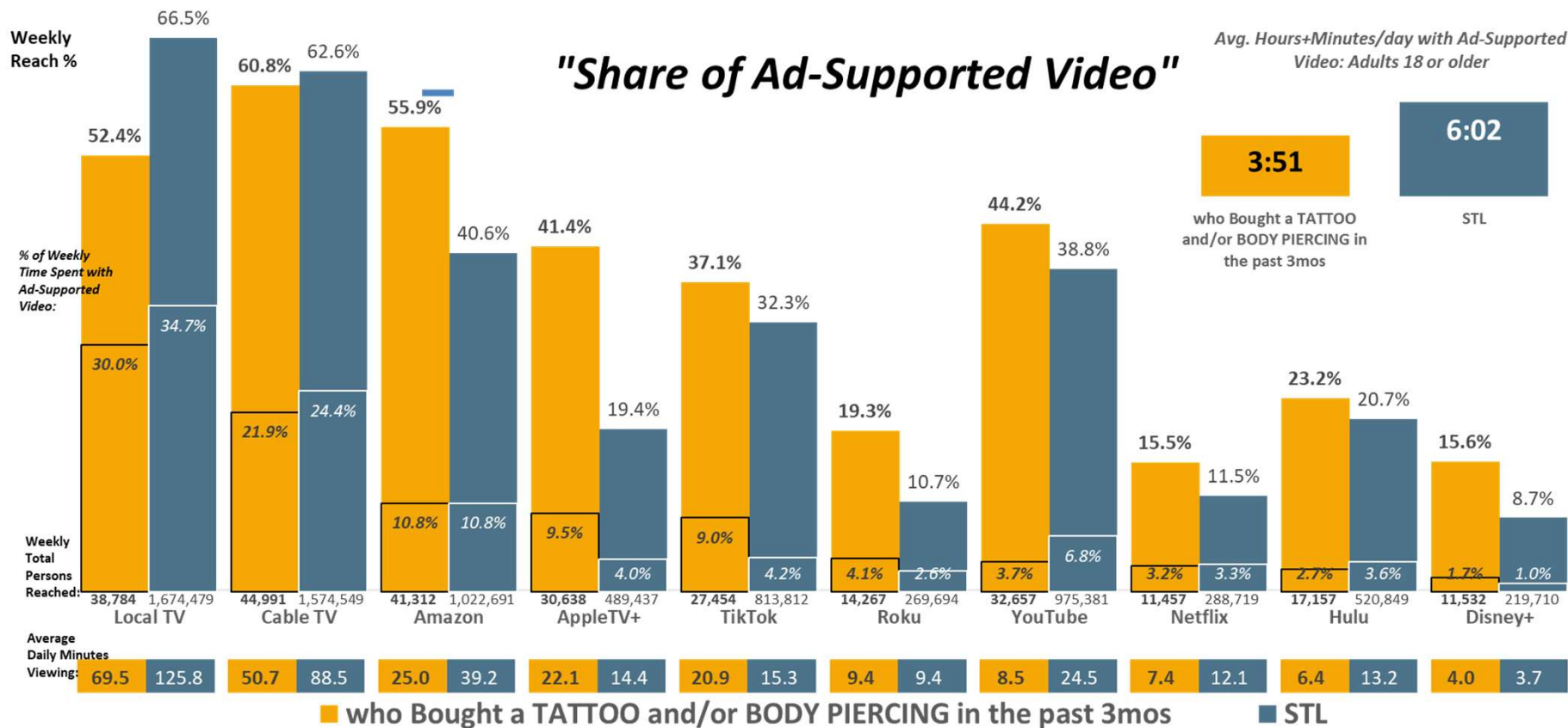






38,784 or 52.4% of Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos watch Ad-Supported Local TV Stations for an average of 69.5 minutes every day representing 30.0% of all time spent daily with Ad-Supported Video.

## "Share of Ad-Supported Video"



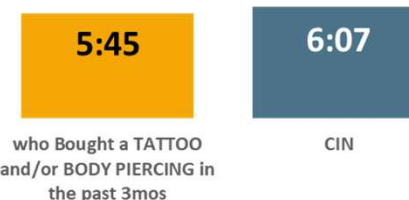
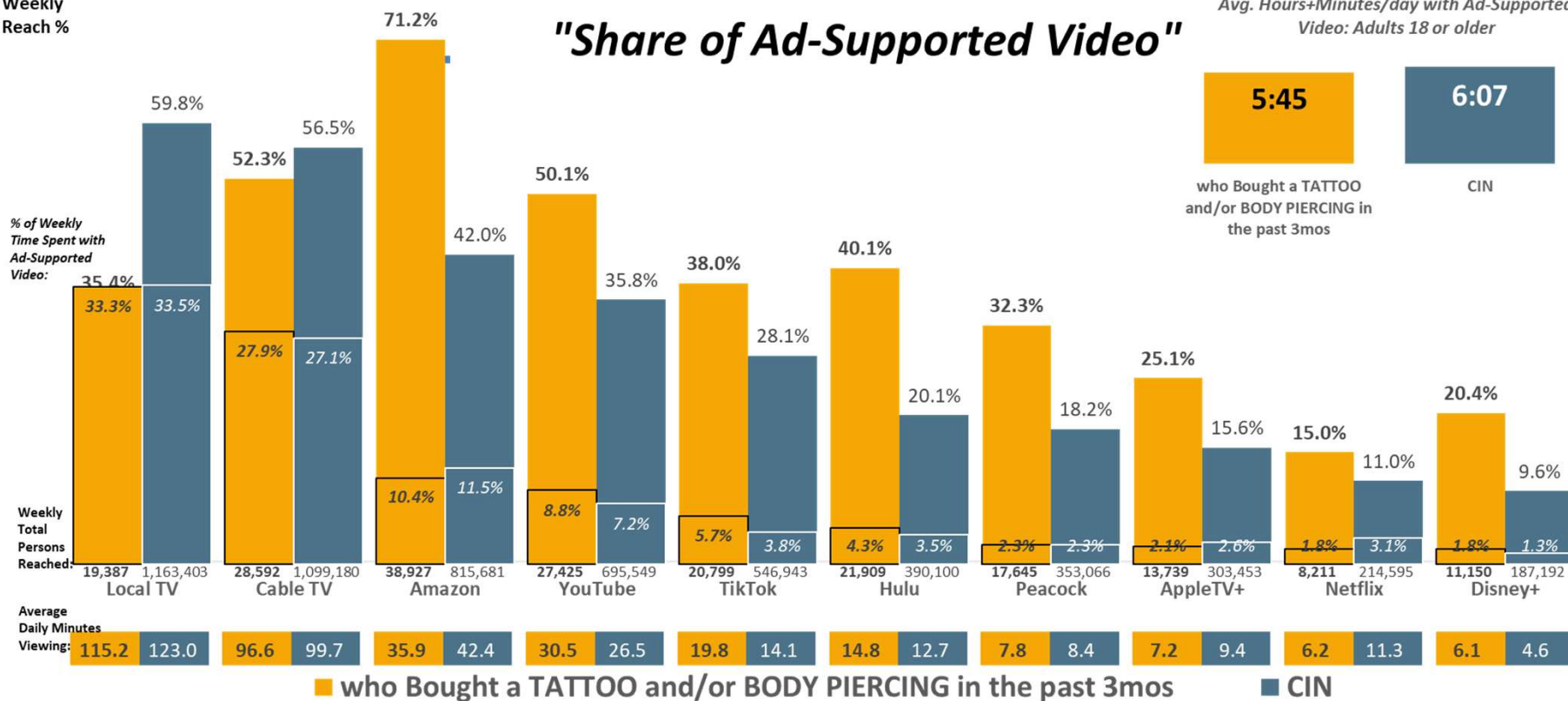


19,387 or 35.4% of Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos watch Ad-Supported Local TV Stations for an average of 115.2 minutes every day representing 33.3% of all time spent daily with Ad-Supported Video.

Weekly  
Reach %

## "Share of Ad-Supported Video"

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



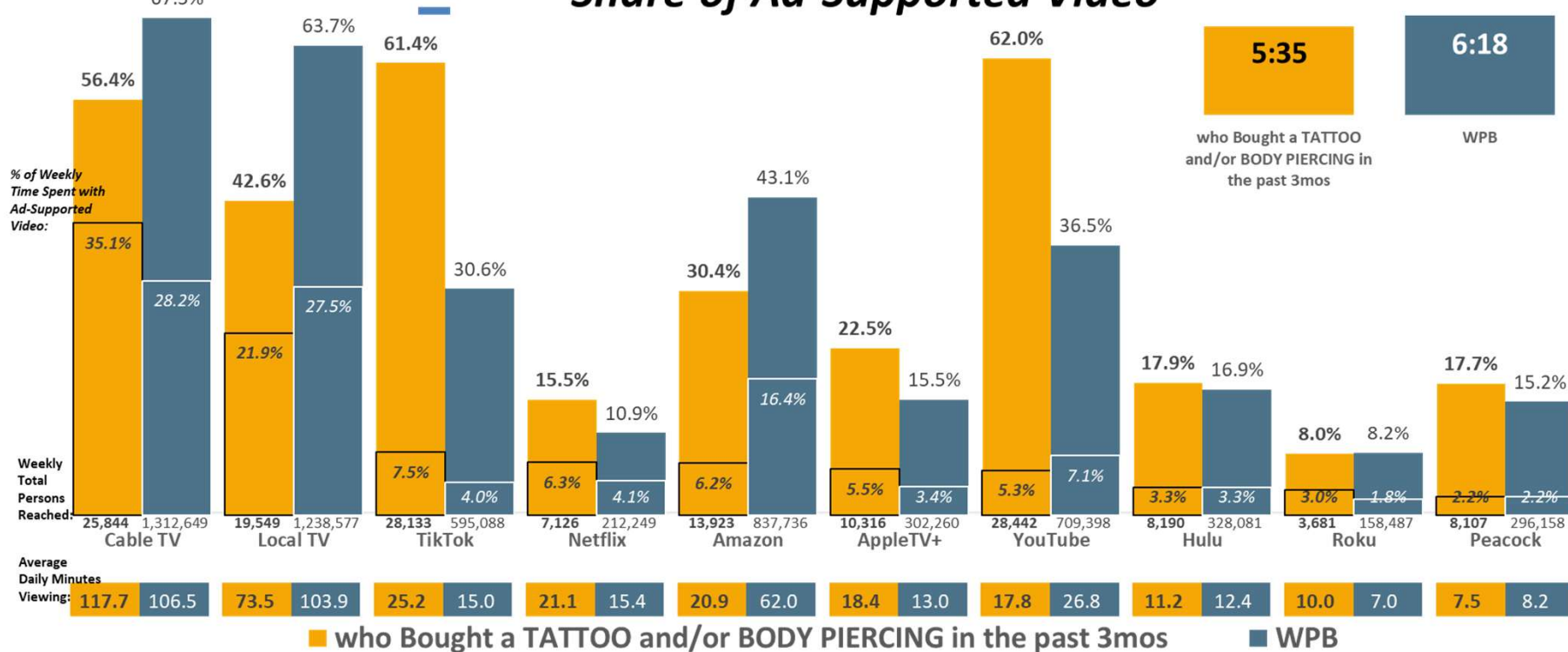


19,549 or 42.6% of Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos watch Ad-Supported Local TV Stations for an average of 73.5 minutes every day representing 21.9% of all time spent daily with Ad-Supported Video.

Weekly  
Reach %

## "Share of Ad-Supported Video"

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

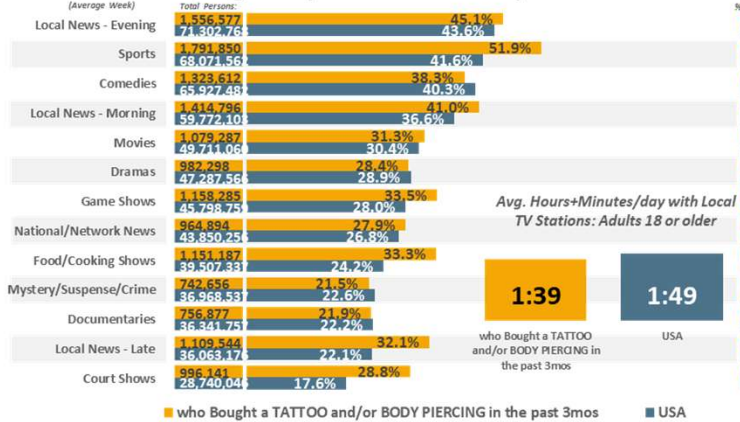




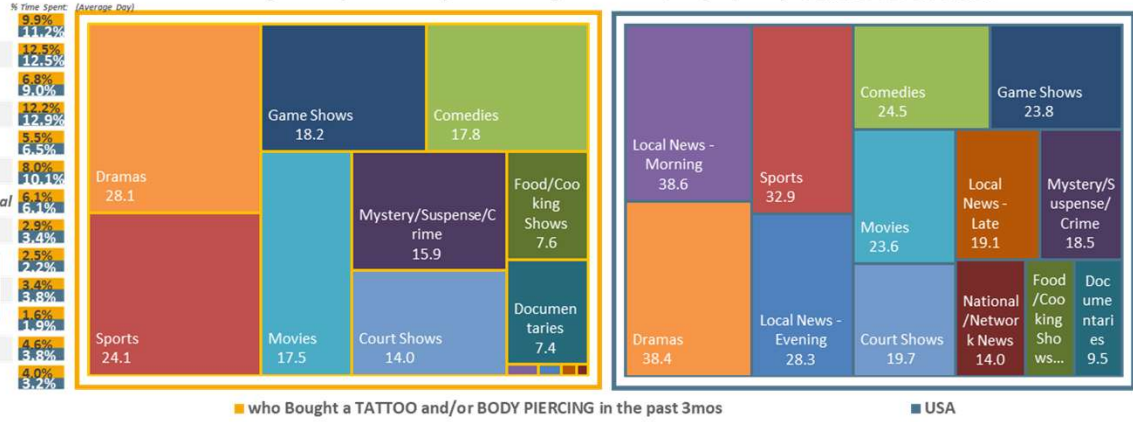


3,379,477 or 44.6% of Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, Game Shows, and Local News - Late

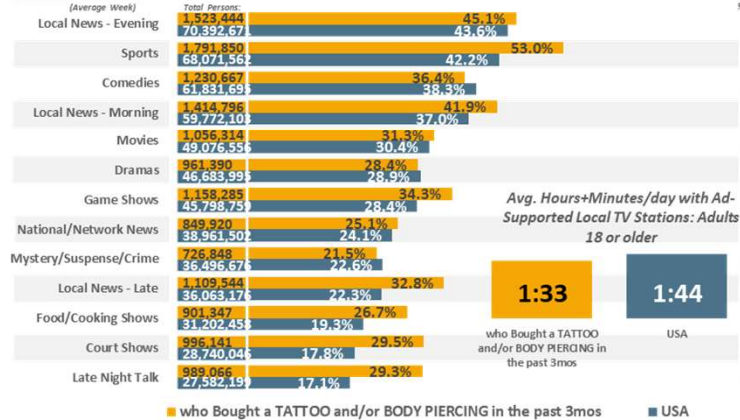
Local TV Station Programs (Persons & % Reach): Adults 18 or older



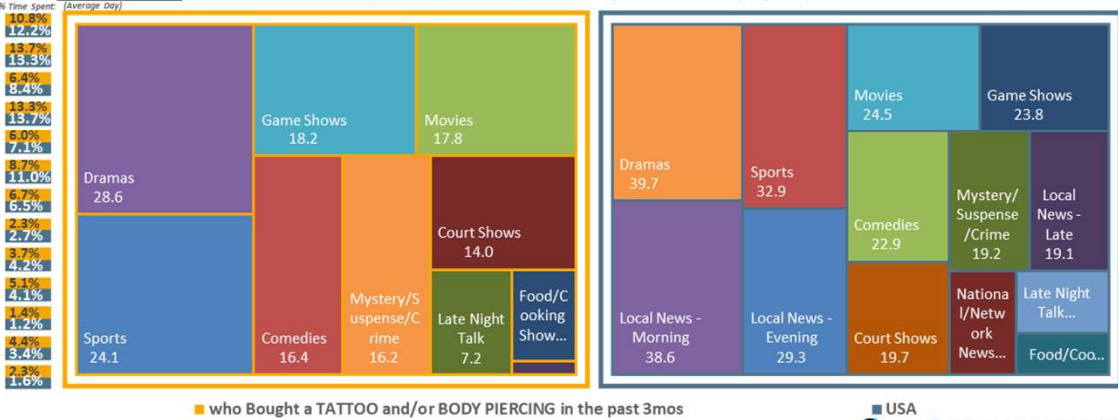
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



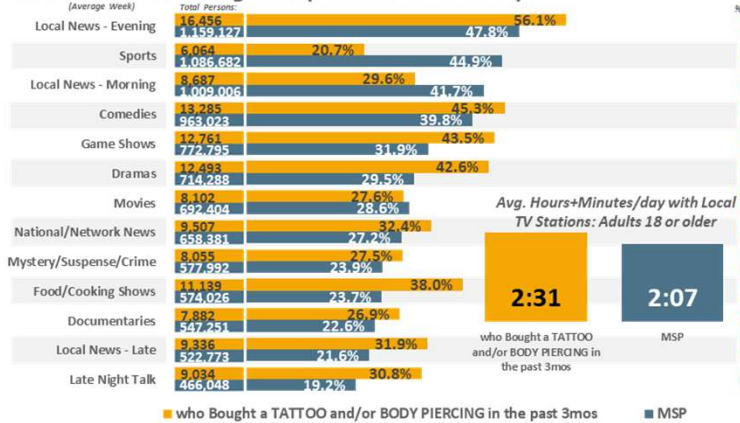
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



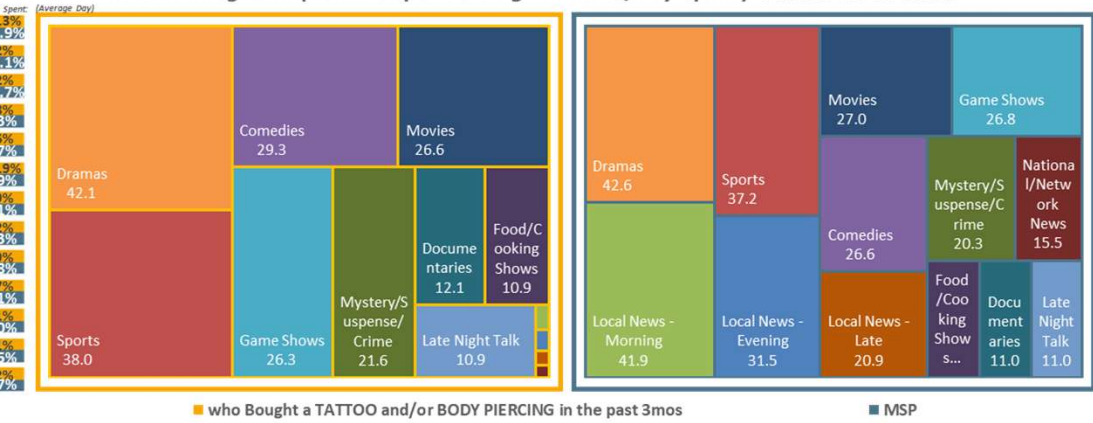


29,237 or 30.3% of Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Game Shows, Comedies, Dramas, Court Shows, and Local News - Late.

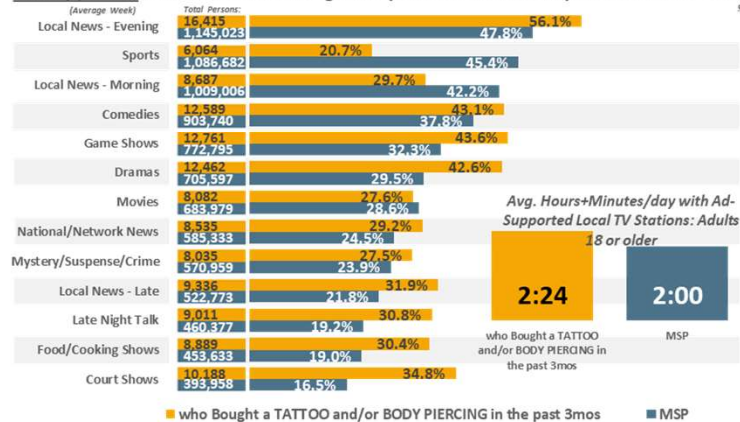
**Local TV Station Programs (Persons & % Reach): Adults 18 or older**



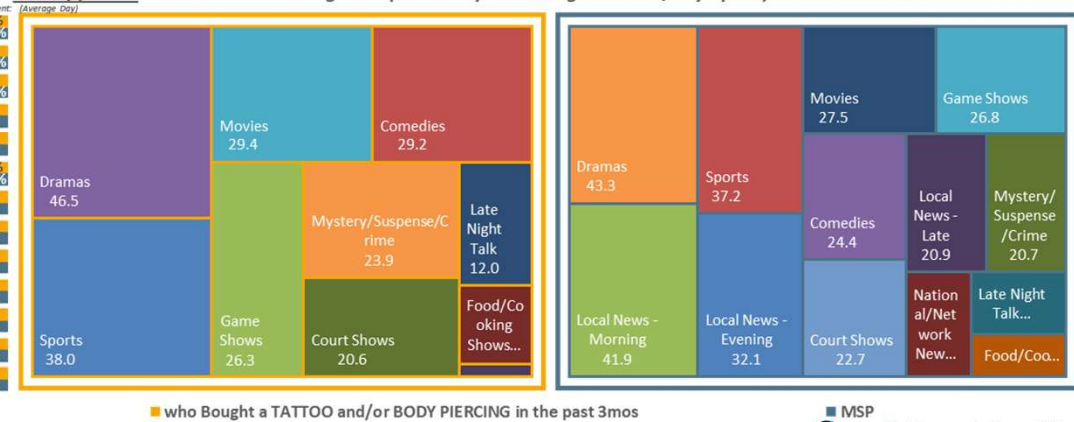
**Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



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



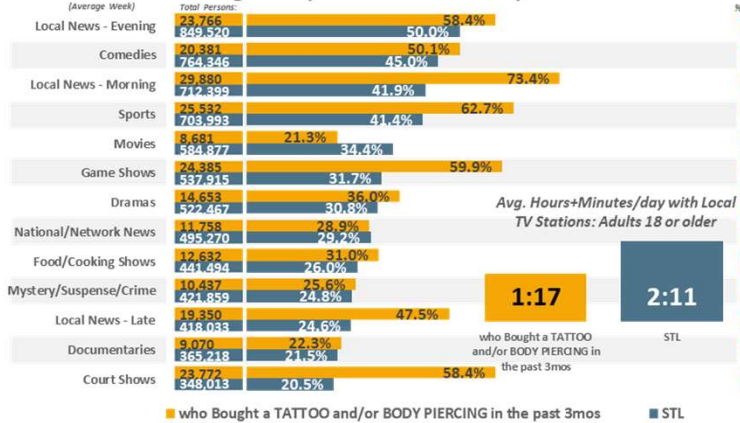
**Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



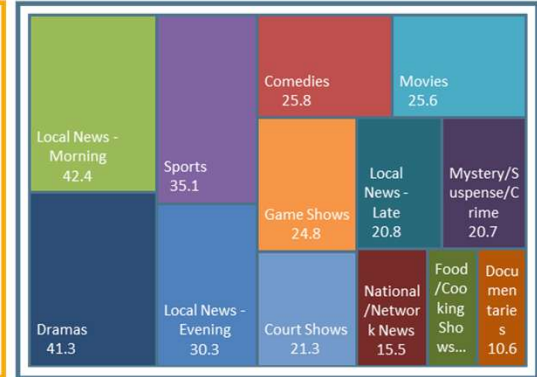
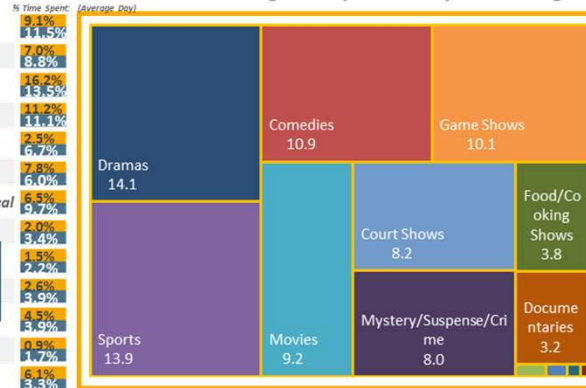


38,784 or 52.4% of Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Morning, Sports, Game Shows, Court Shows, Local News - Evening, and Daytime Soap Oper

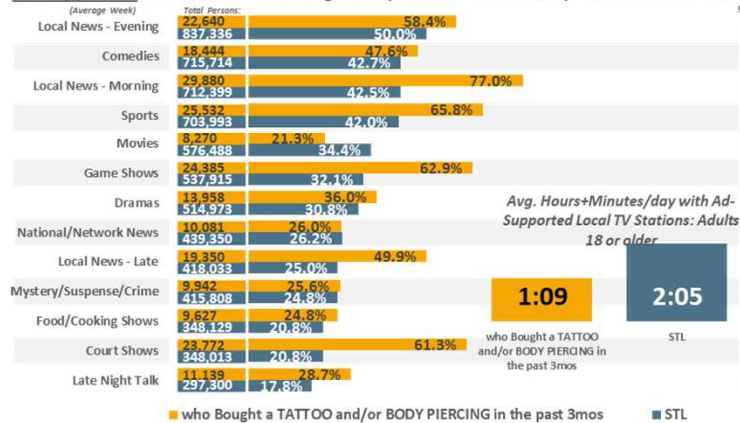
Local TV Station Programs (Persons & % Reach): Adults 18 or older



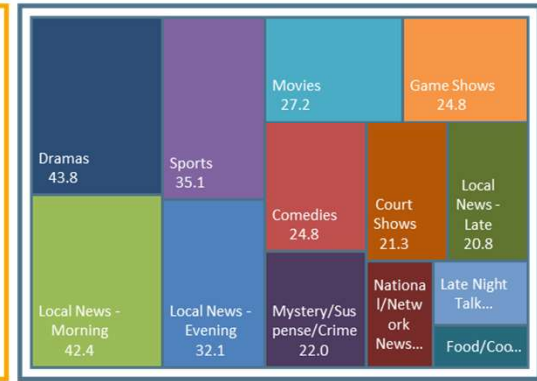
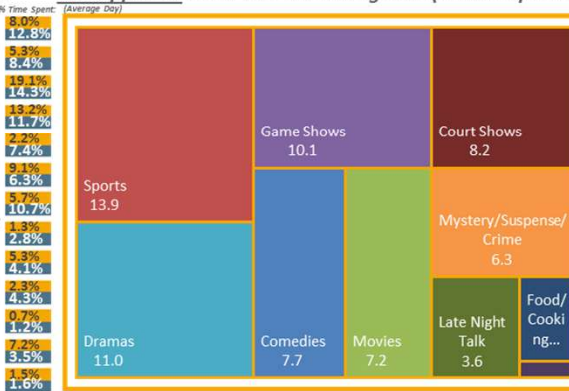
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

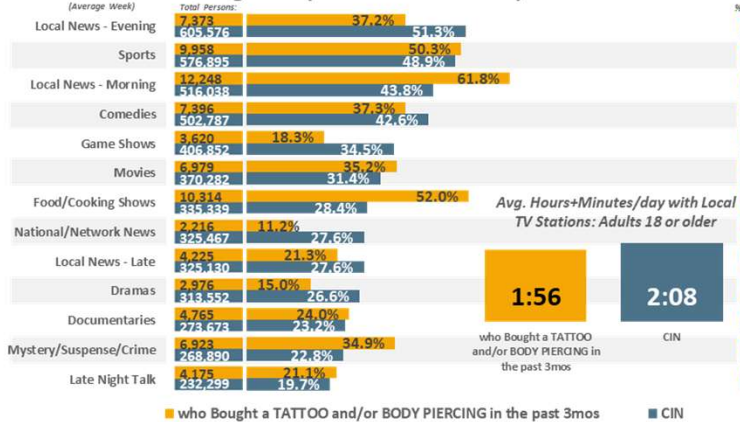




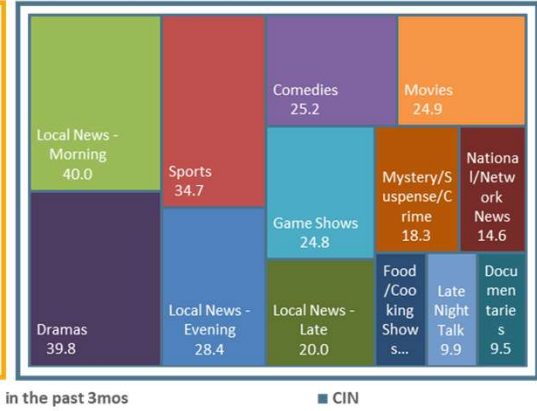
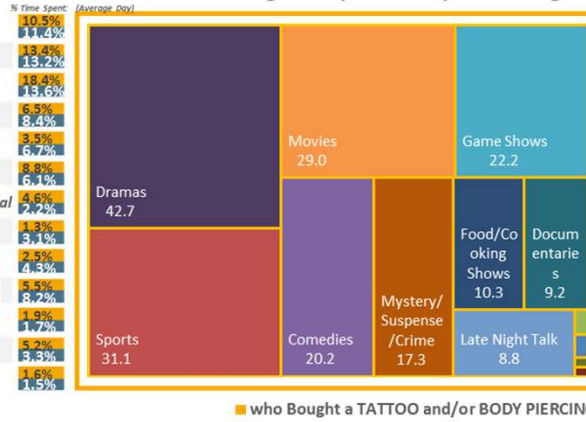


19,387 or 35.4% of Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Morning, Sports, Food/Cooking Shows, Local News - Evening, Comedies, and Movies.

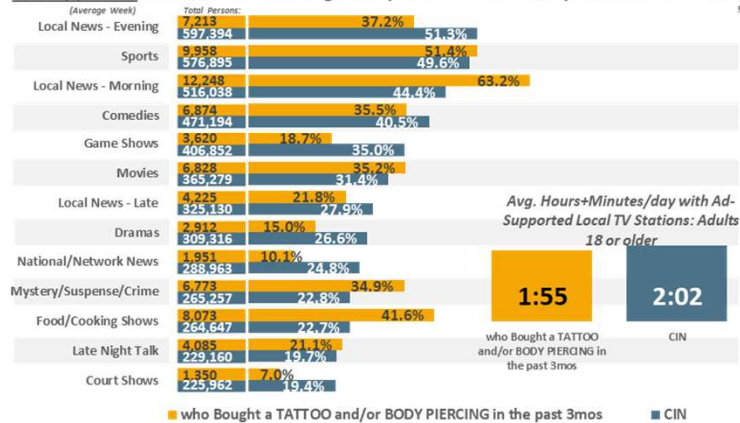
**Local TV Station Programs (Persons & % Reach): Adults 18 or older**



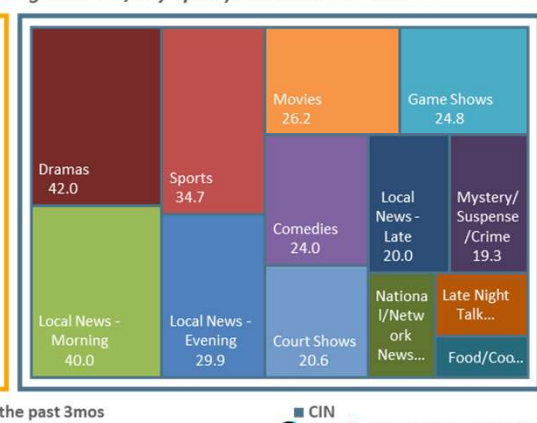
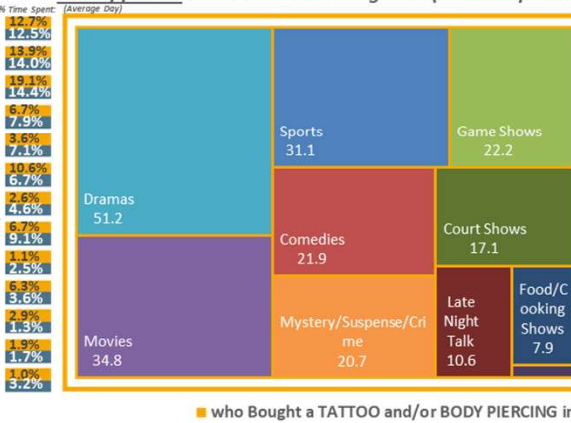
**Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



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



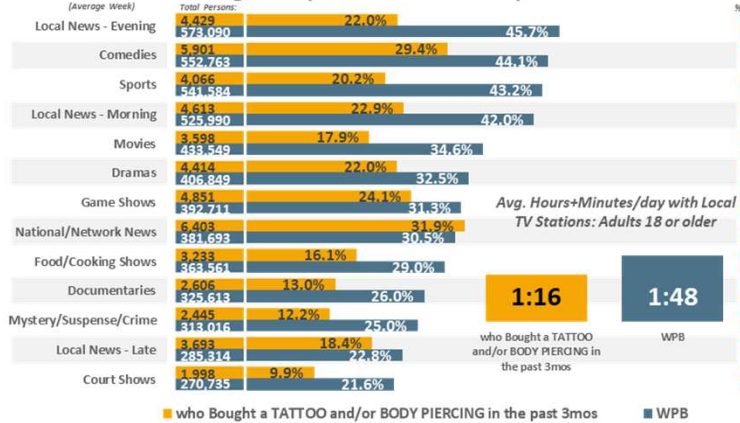
**Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



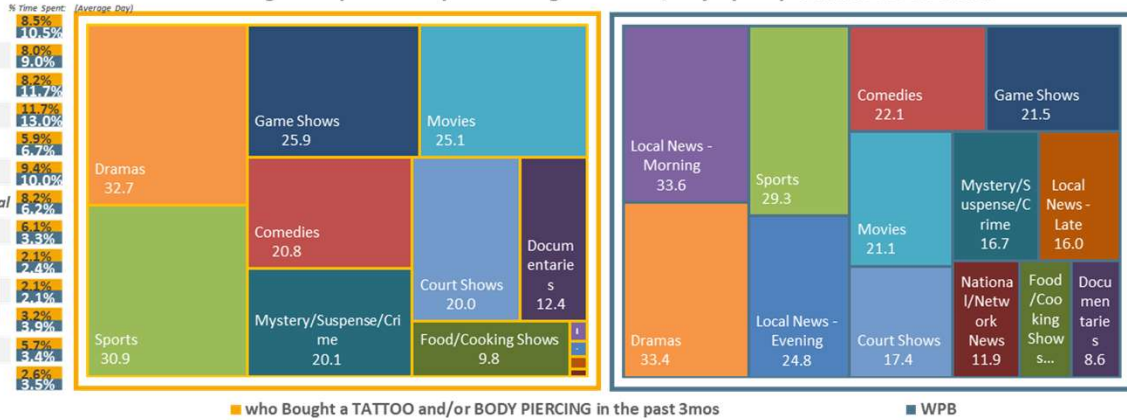


19,549 or 42.6% of Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos watch Ad-Supported Local TV Stations. The Top 6-Programs are National/Network News, Comedies, Game Shows, Local News - Morning, Local News - Evening, and Drama

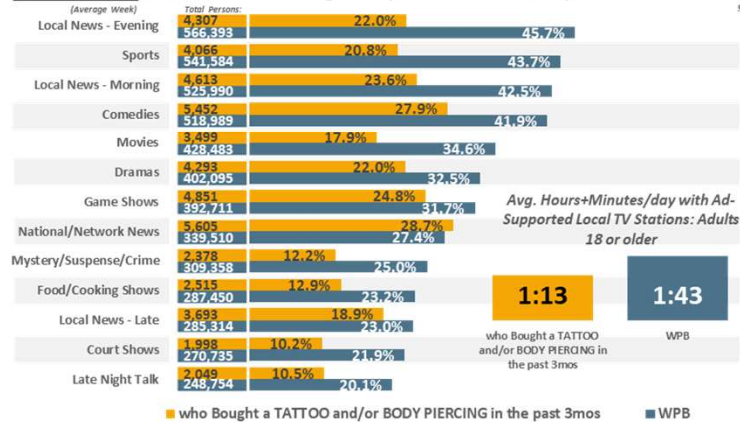
### Local TV Station Programs (Persons & % Reach): Adults 18 or older



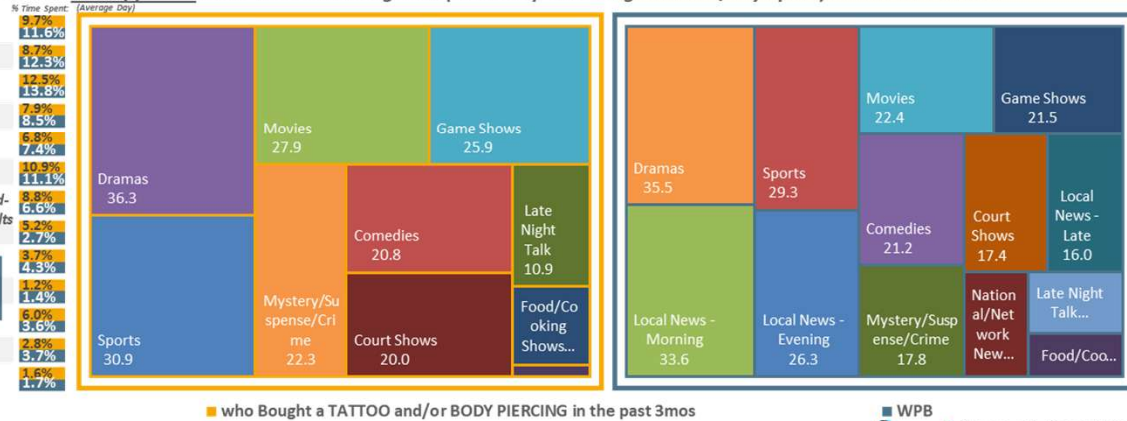
### Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



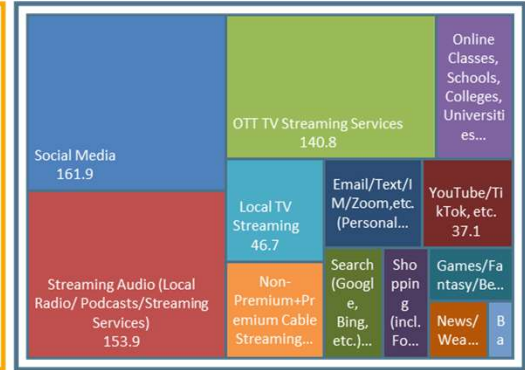
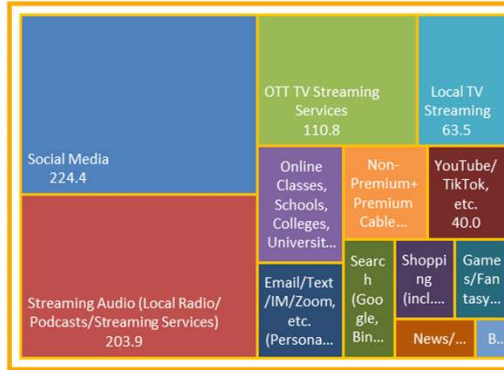
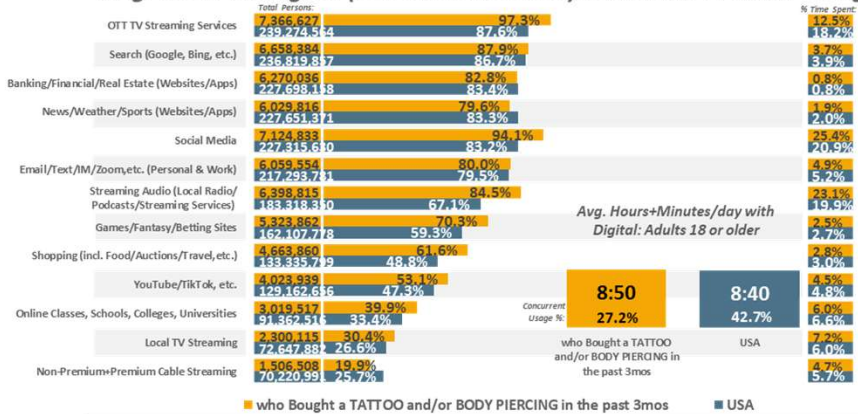




6,326,139 or 83.5% of Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos use Ad-Supported Social Media for an average of 199.2 minutes every day representing 31.4% of all time spent daily with Ad-Supported Digital Media.

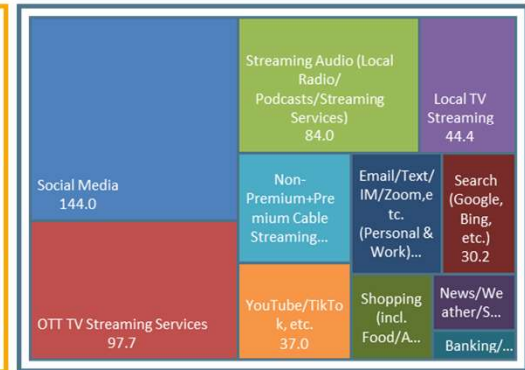
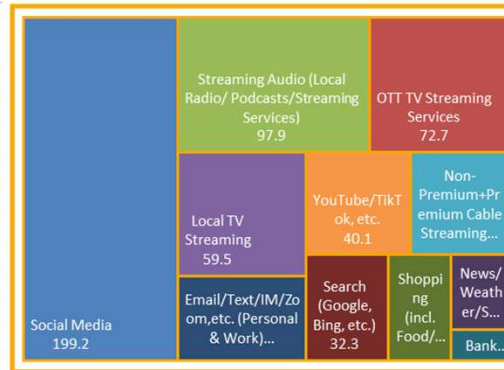
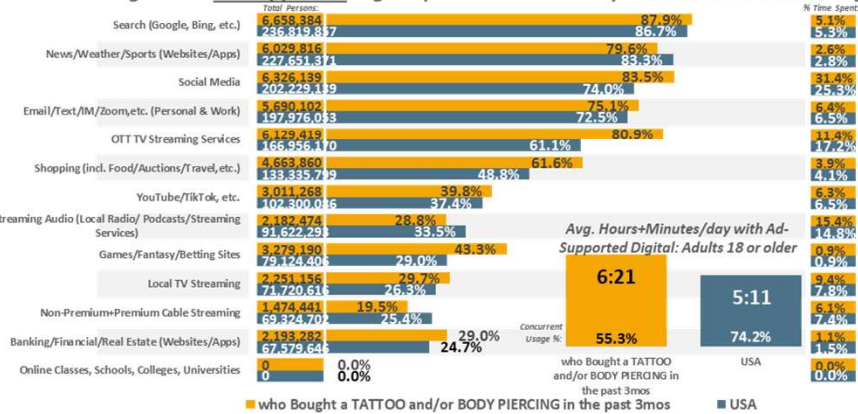
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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



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

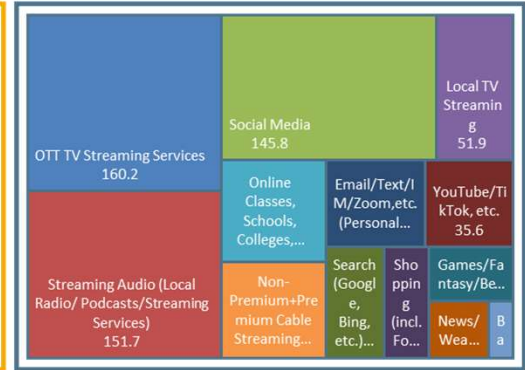
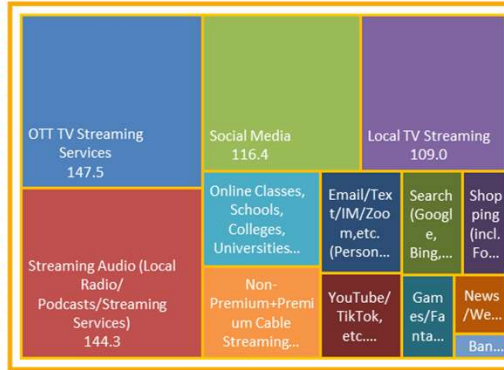
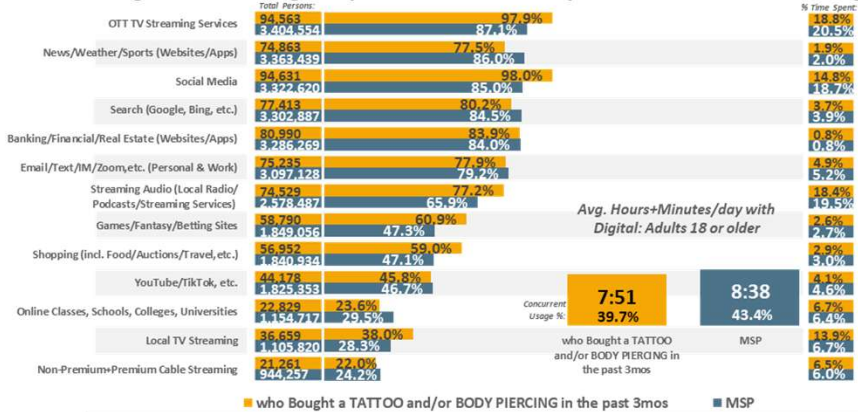




84,499 or 87.5% of Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos use Ad-Supported Social Media for an average of 103.9 minutes every day representing 18.9% of all time spent daily with Ad-Supported Digital Media.

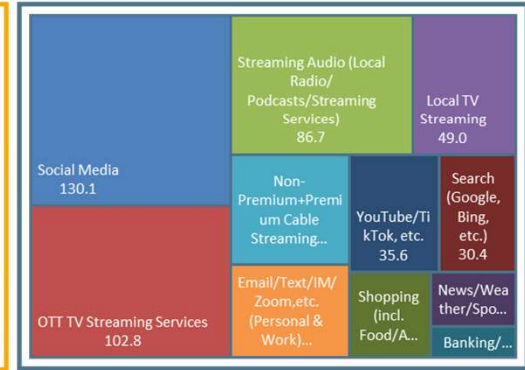
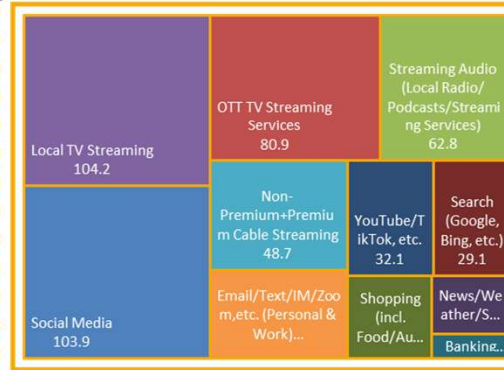
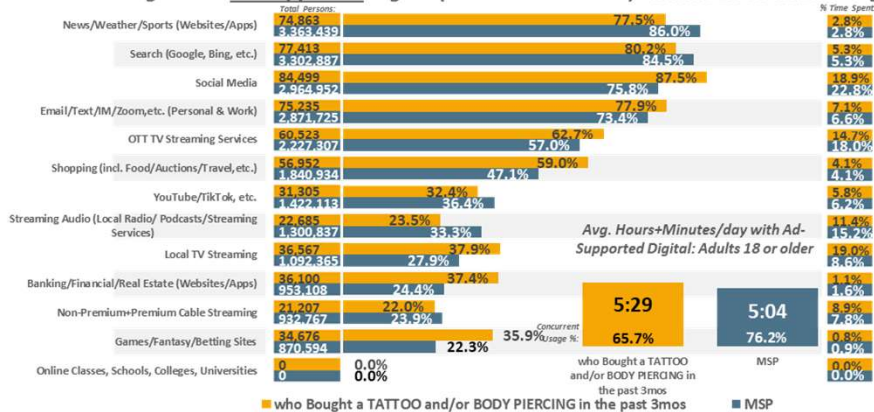
**Avg. Week All Digital (Persons & % Reach): Adults 18 or older**

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



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

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

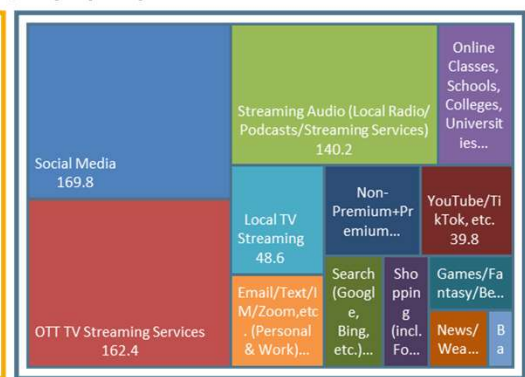
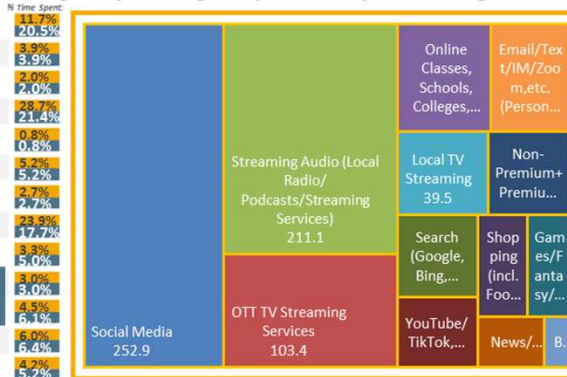
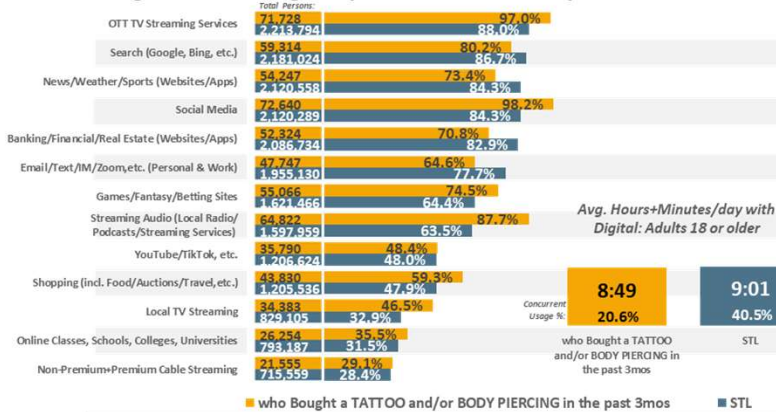




62,856 or 85.% of Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos use Ad-Supported Social Media for an average of 218.9 minutes every day representing 34.% of all time spent daily with Ad-Supported Digital Media.

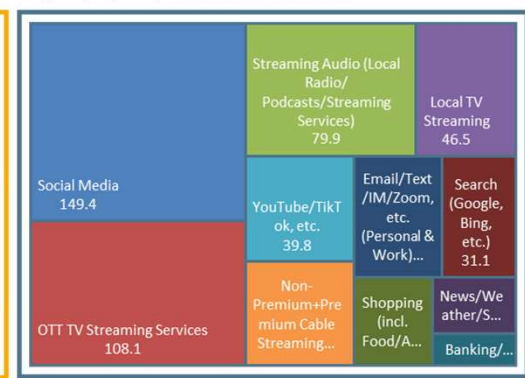
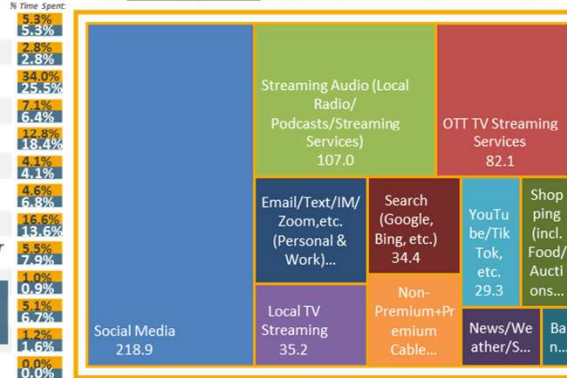
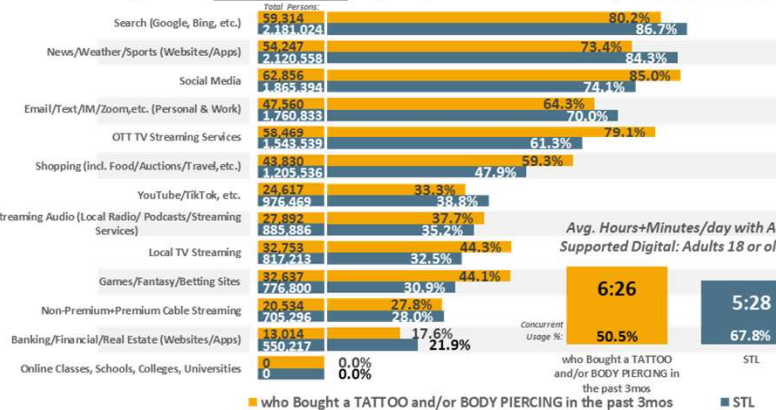
### Avg. Week All Digital (Persons & % Reach): Adults 18 or older

### 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



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 76  
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Other stores bought past 3 months: Any tattoo/body piercing shop

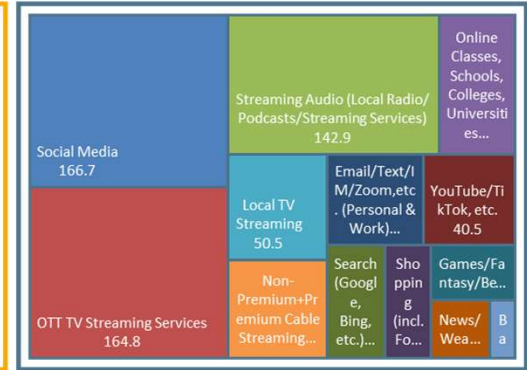
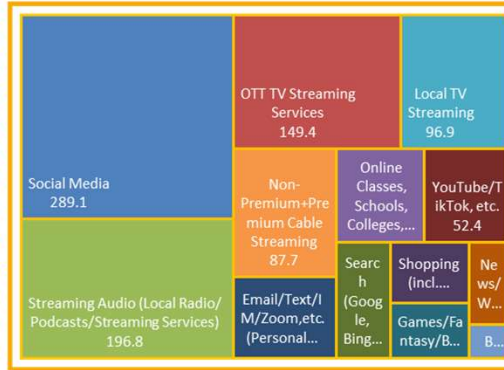
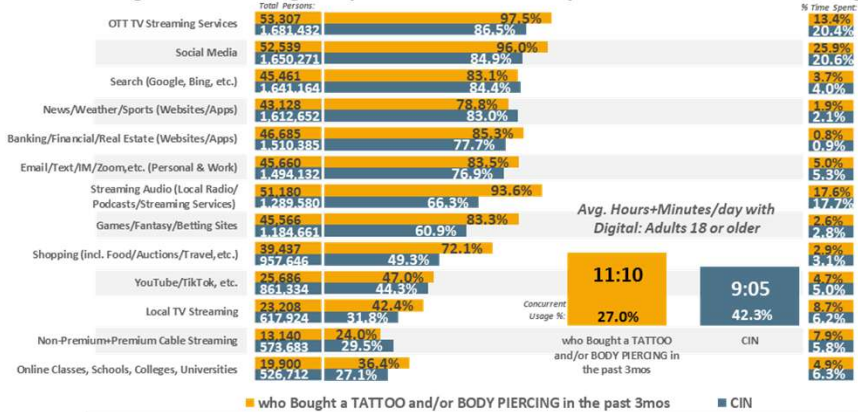




48,712 or 89.1% of Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos use Ad-Supported Social Media for an average of 268. minutes every day representing 32.1% of all time spent daily with Ad-Supported Digital Media.

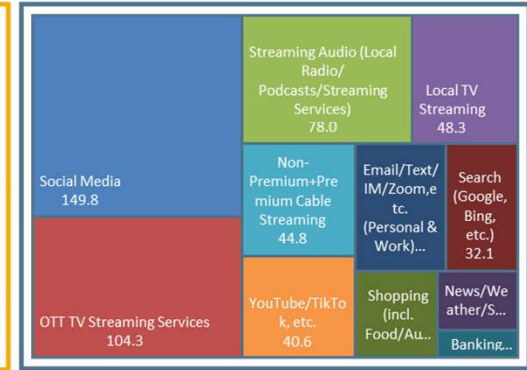
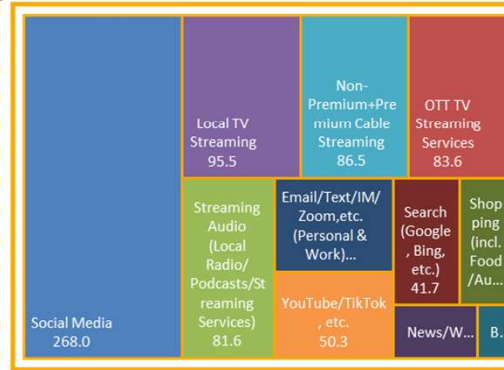
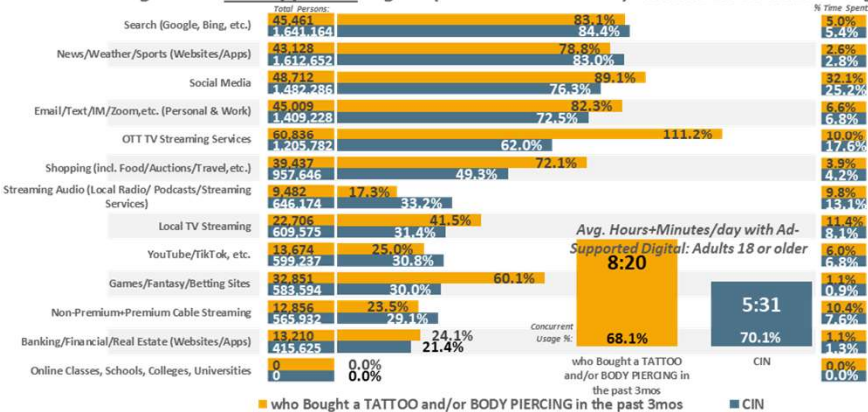
### Avg. Week All Digital (Persons & % Reach): Adults 18 or older

### 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



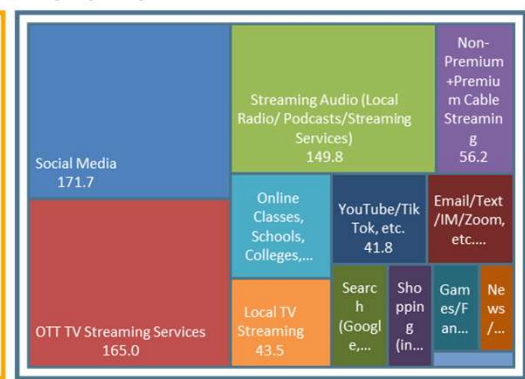
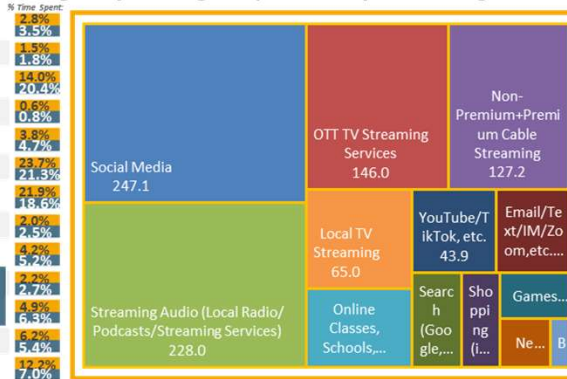
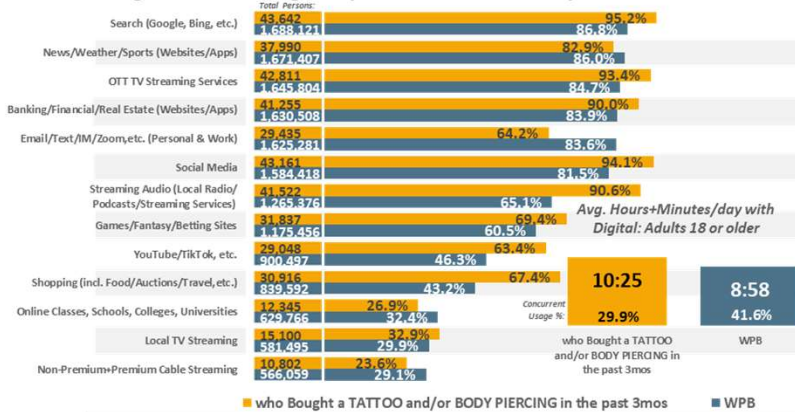




40,414 or 88.2% of Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos use Ad-Supported Social Media for an average of 231.4 minutes every day representing 28.3% of all time spent daily with Ad-Supported Digital Media.

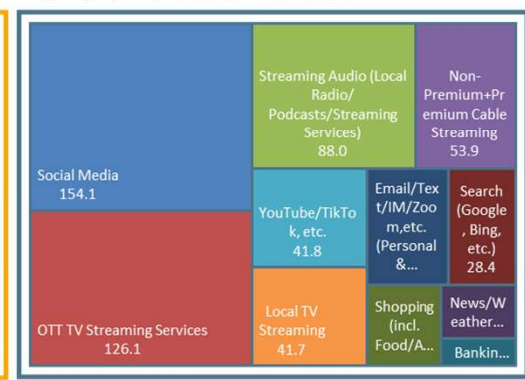
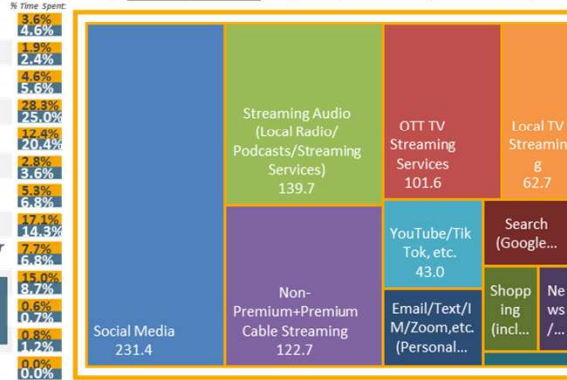
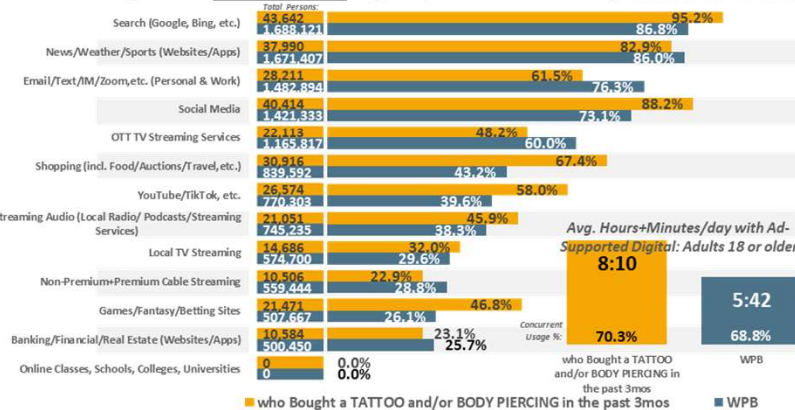
### Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 70  
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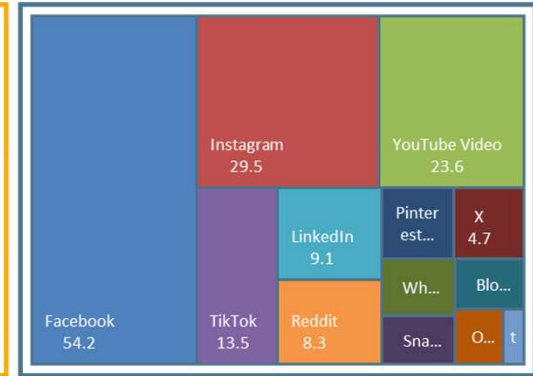
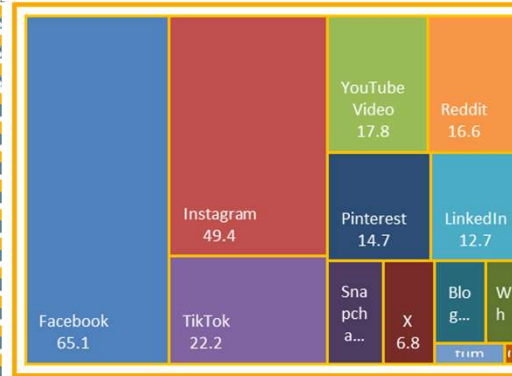
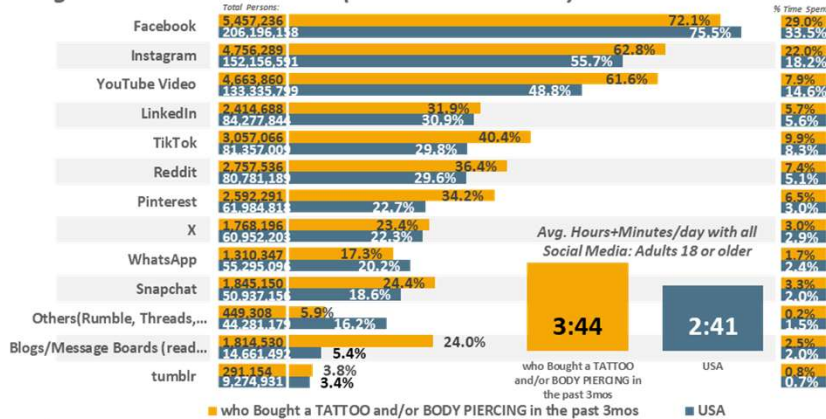
soefa.ai Share of Everything for Anything

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

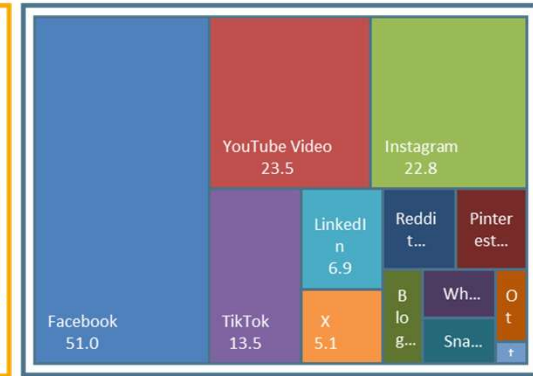
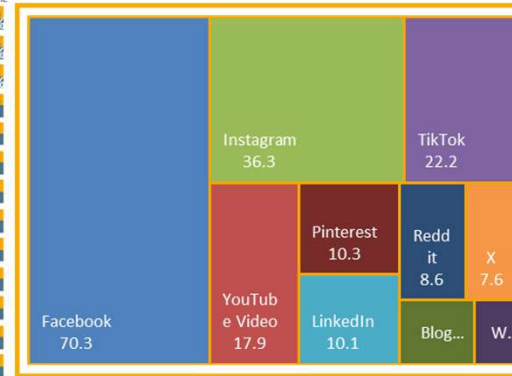
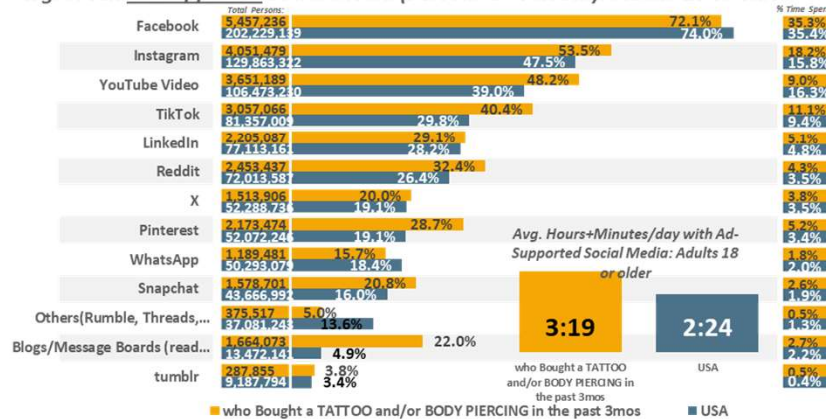


5,457,236 or 72.1% of Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos use Ad-Supported Facebook for an average of 70.3 minutes every day representing 35.3% of all time spent daily with Ad-Supported Social Media.

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



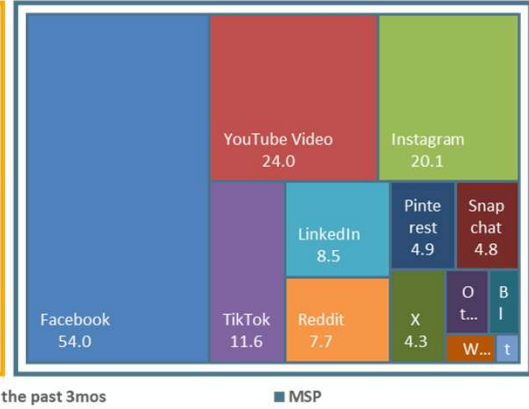
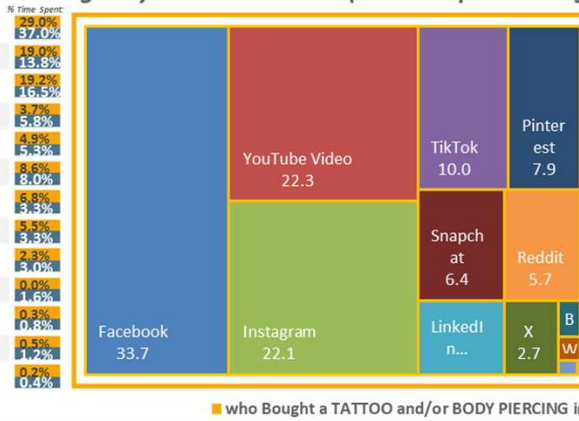
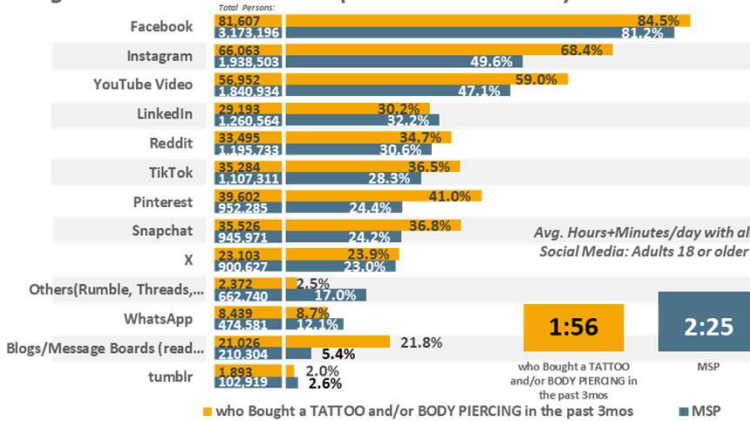
**Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older**      **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



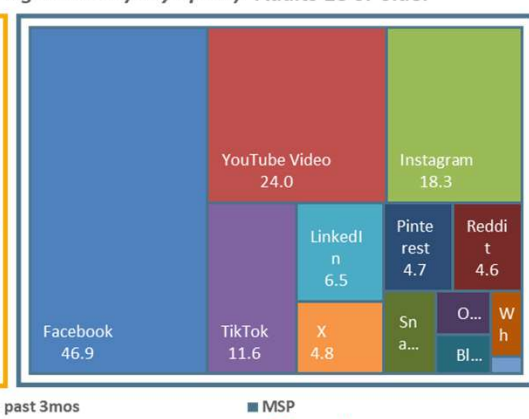
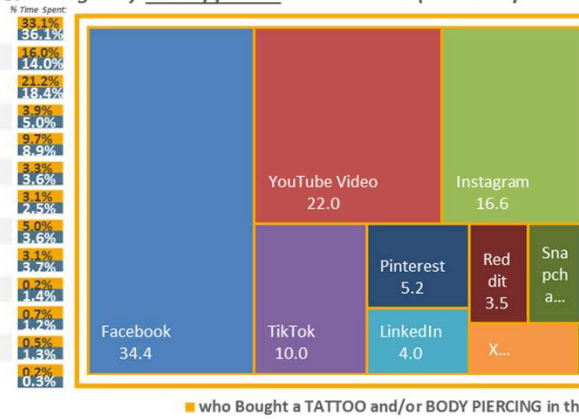
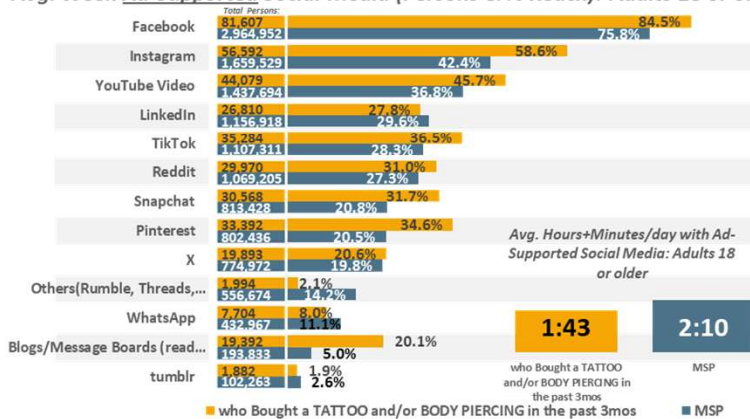


81,607 or 84.5% of Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos use Ad-Supported Facebook for an average of 34.4 minutes every day representing 33.1% of all time spent daily with Ad-Supported Social Media.

**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**

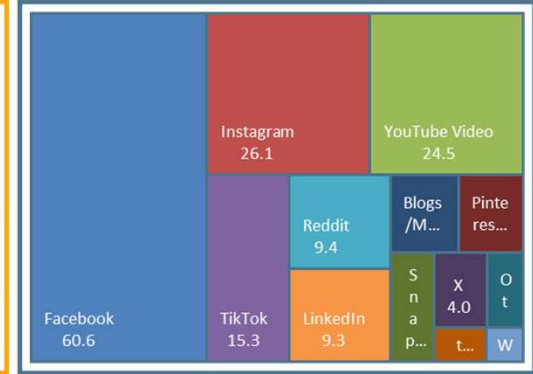
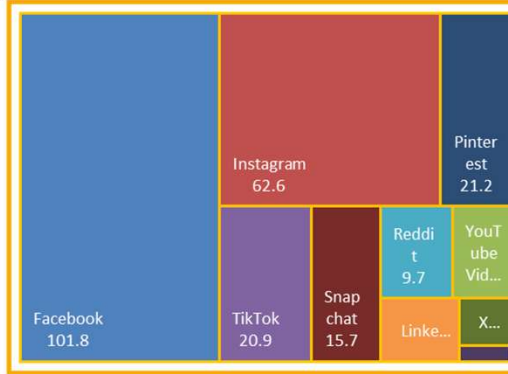
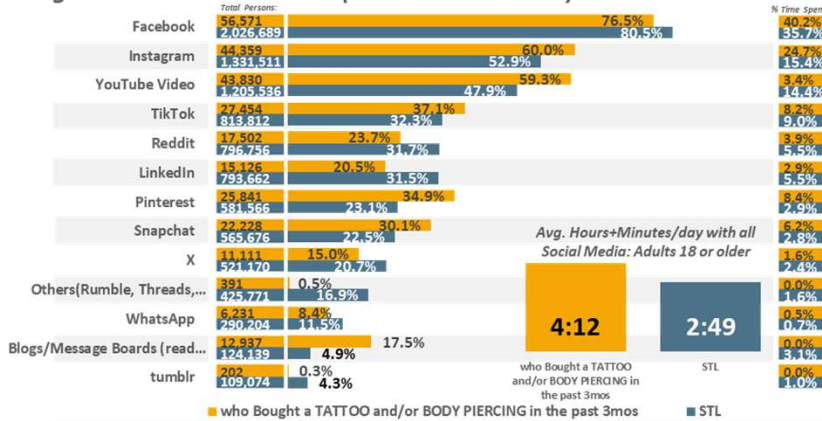




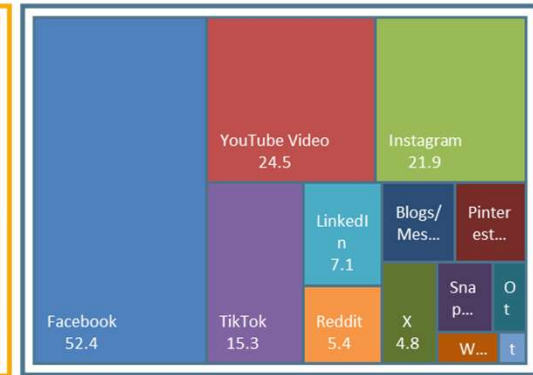
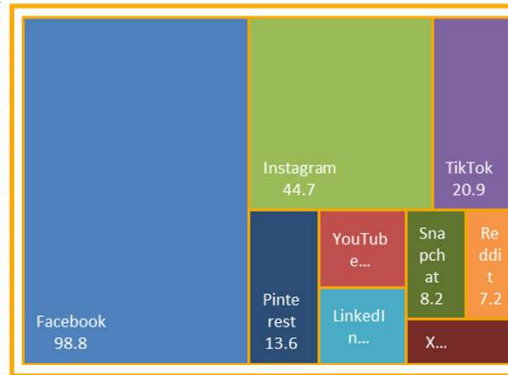
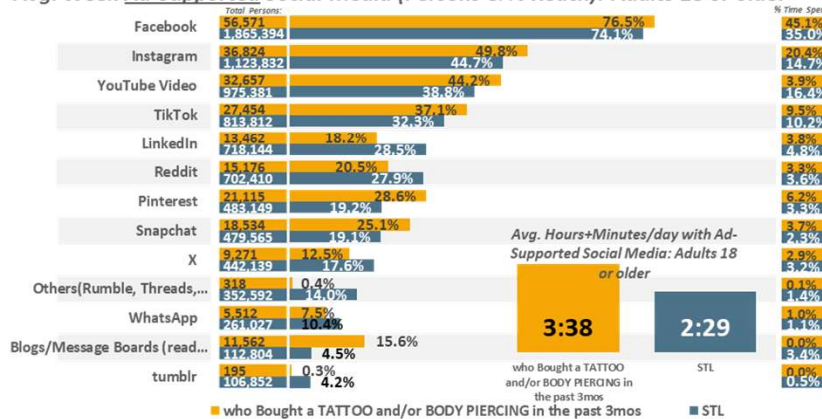


56,571 or 76.5% of Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos use Ad-Supported Facebook for an average of 98.8 minutes every day representing 45.1% of all time spent daily with Ad-Supported Social Media.

**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**



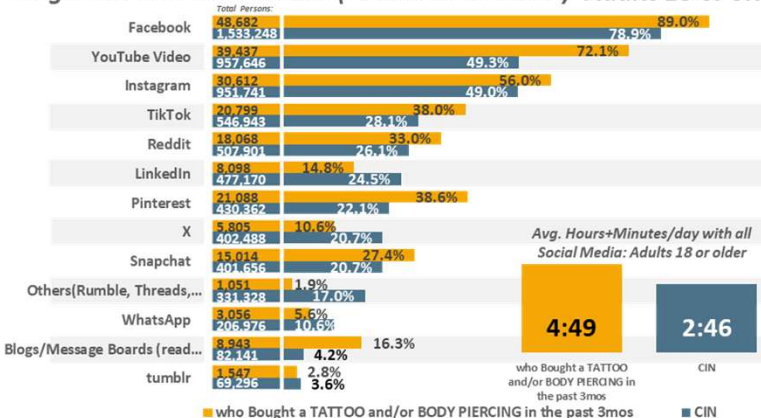
**Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older**      **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



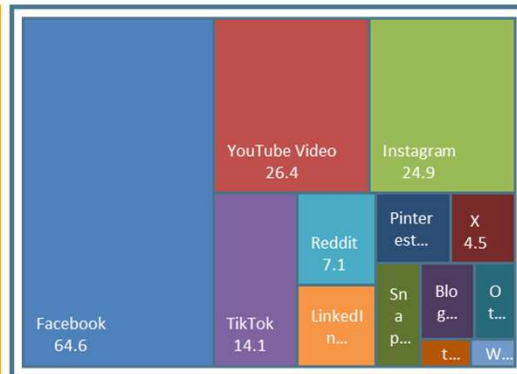
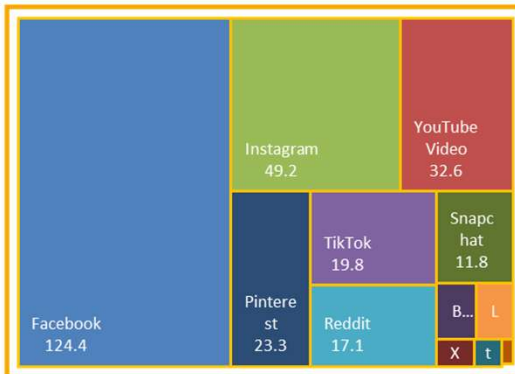


48,682 or 89.% of Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos use Ad-Supported Facebook for an average of 117.9 minutes every day representing 44.% of all time spent daily with Ad-Supported Social Media.

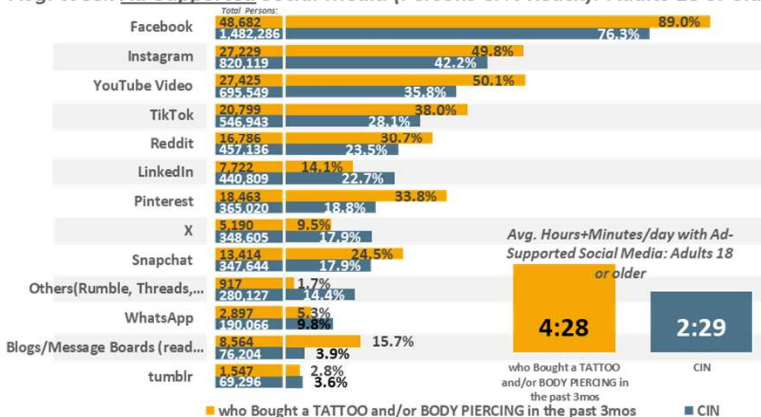
**Avg. Week All Social Media (Persons & % Reach): Adults 18 or older**



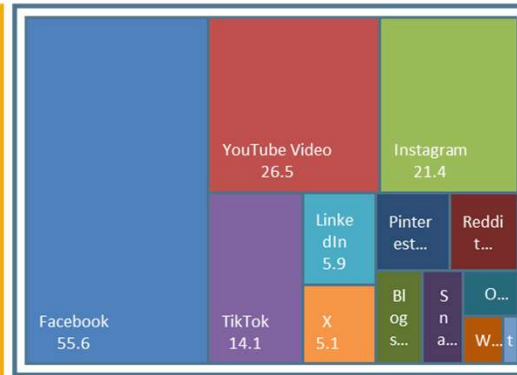
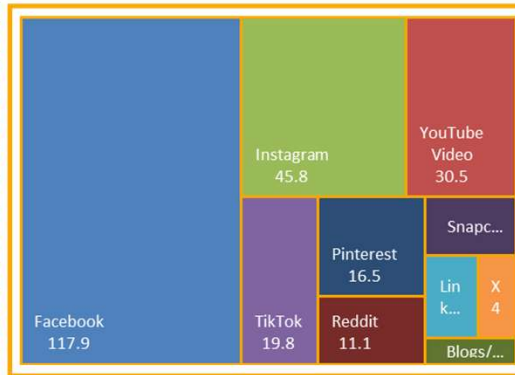
**Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



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



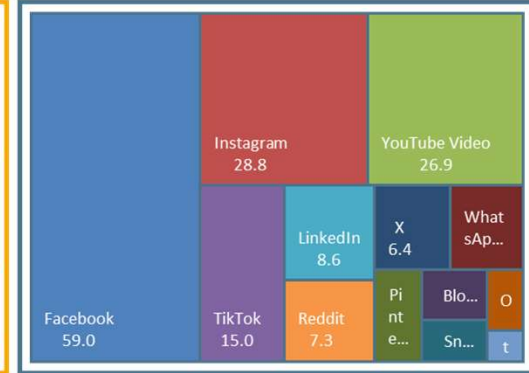
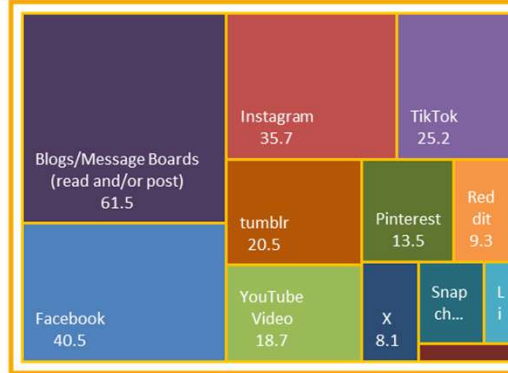
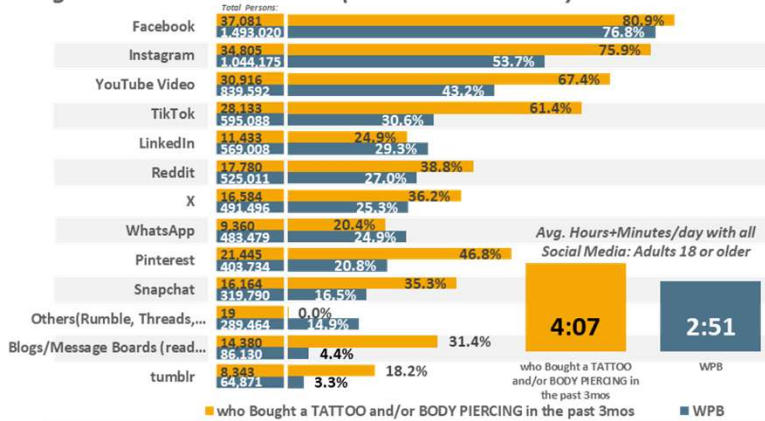
**Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



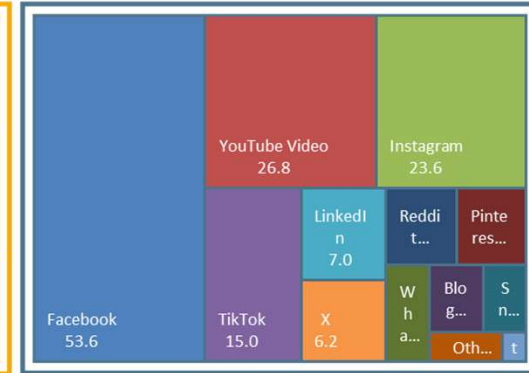
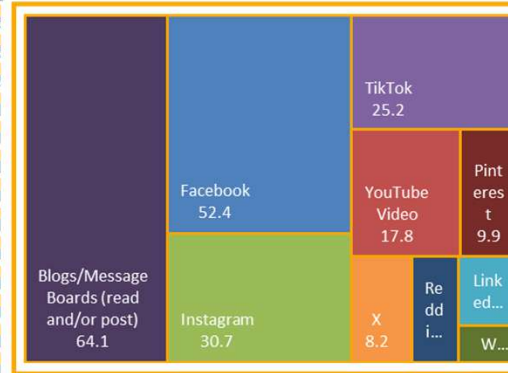
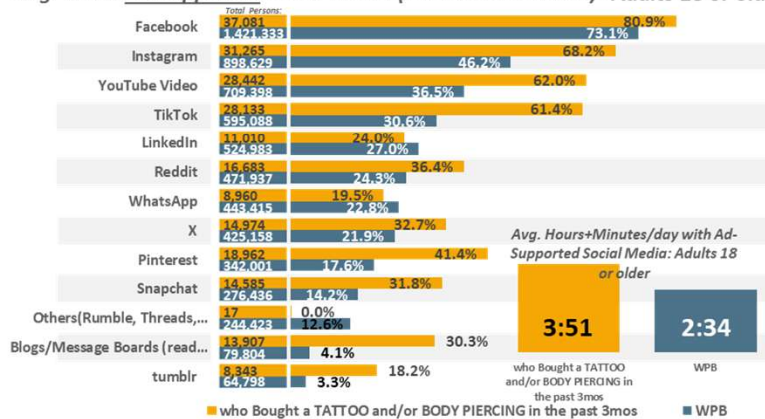


13,907 or 30.3% of Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos use Ad-Supported Blogs/Message Boards (read and/or post) for an average of 64.1 minutes every day representing 27.7% of all time spent daily with Ad-Supported

**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**

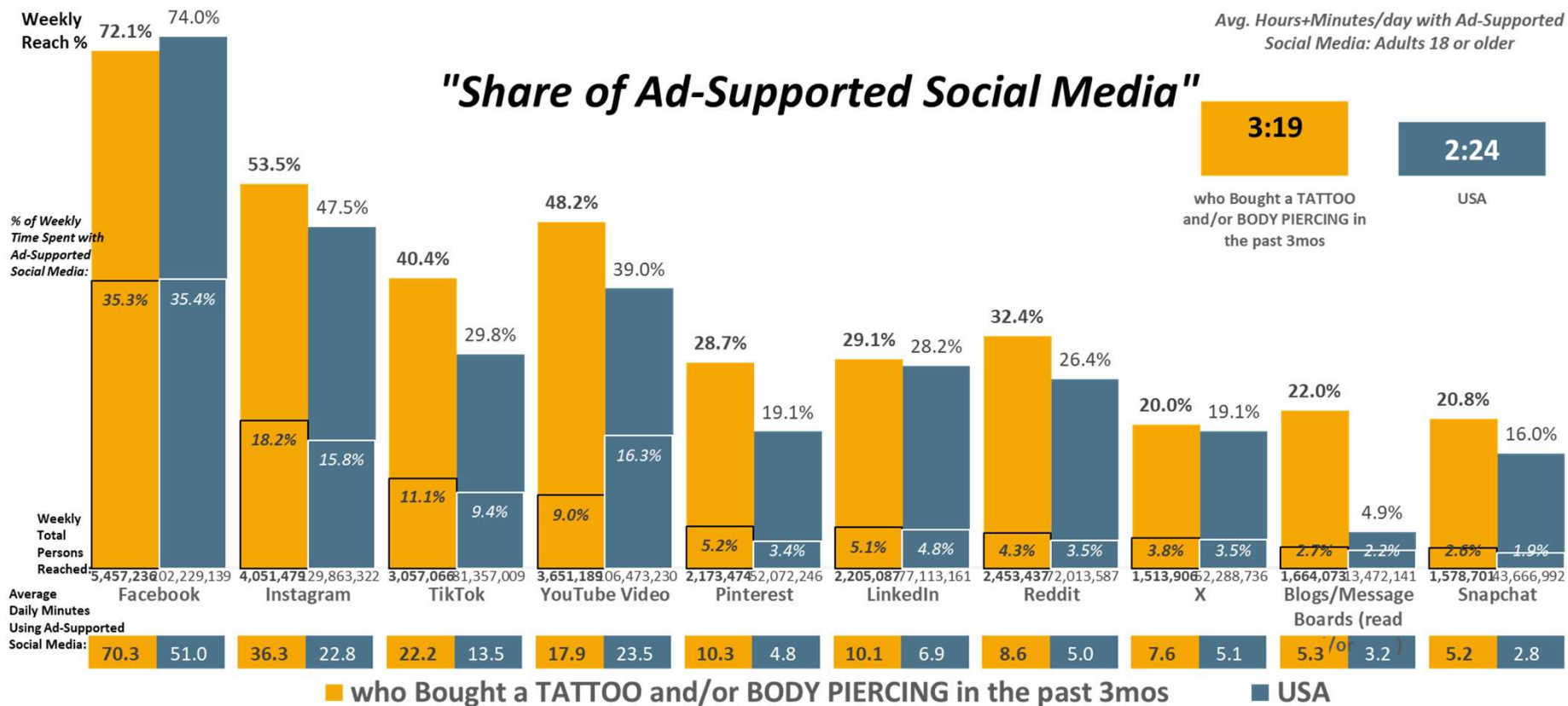






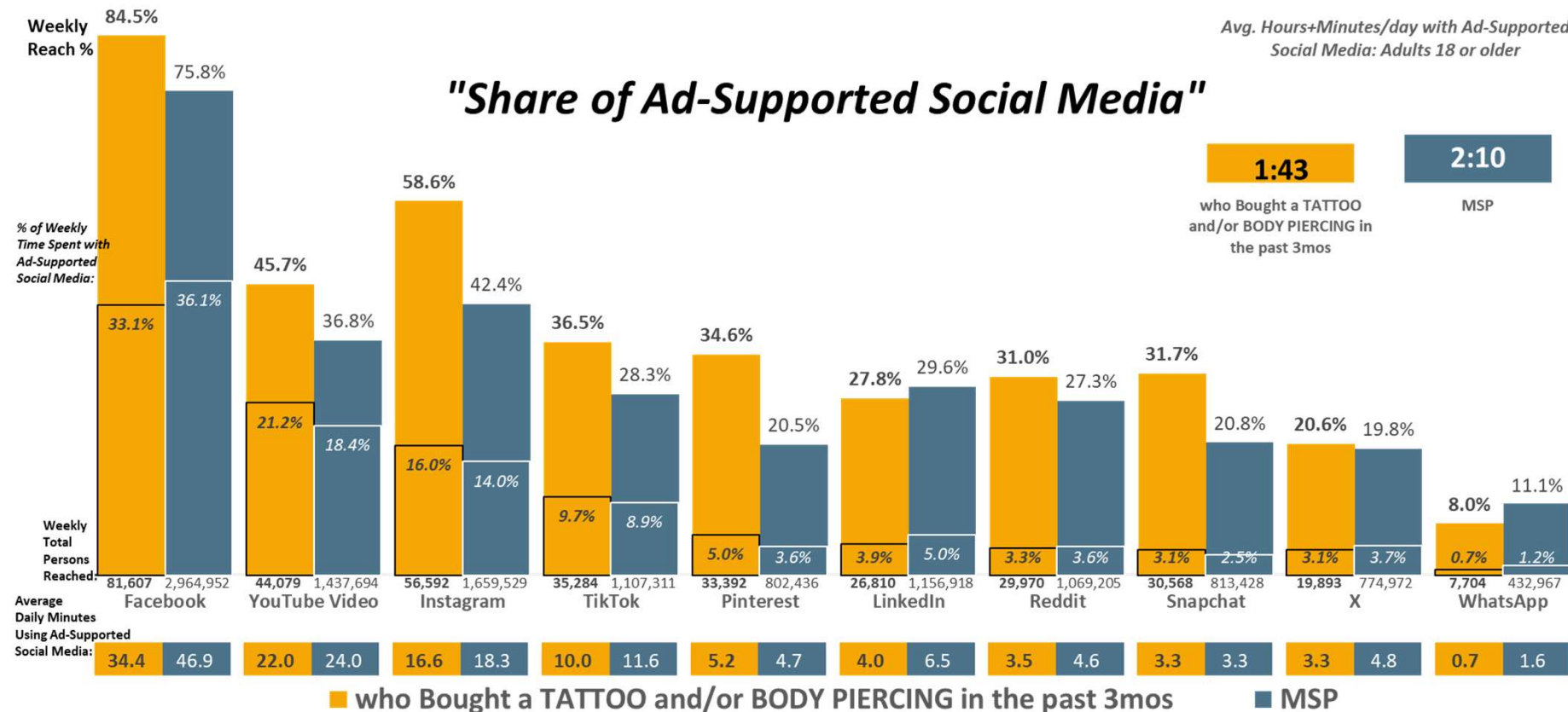
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## "Share of Ad-Supported Social Media"



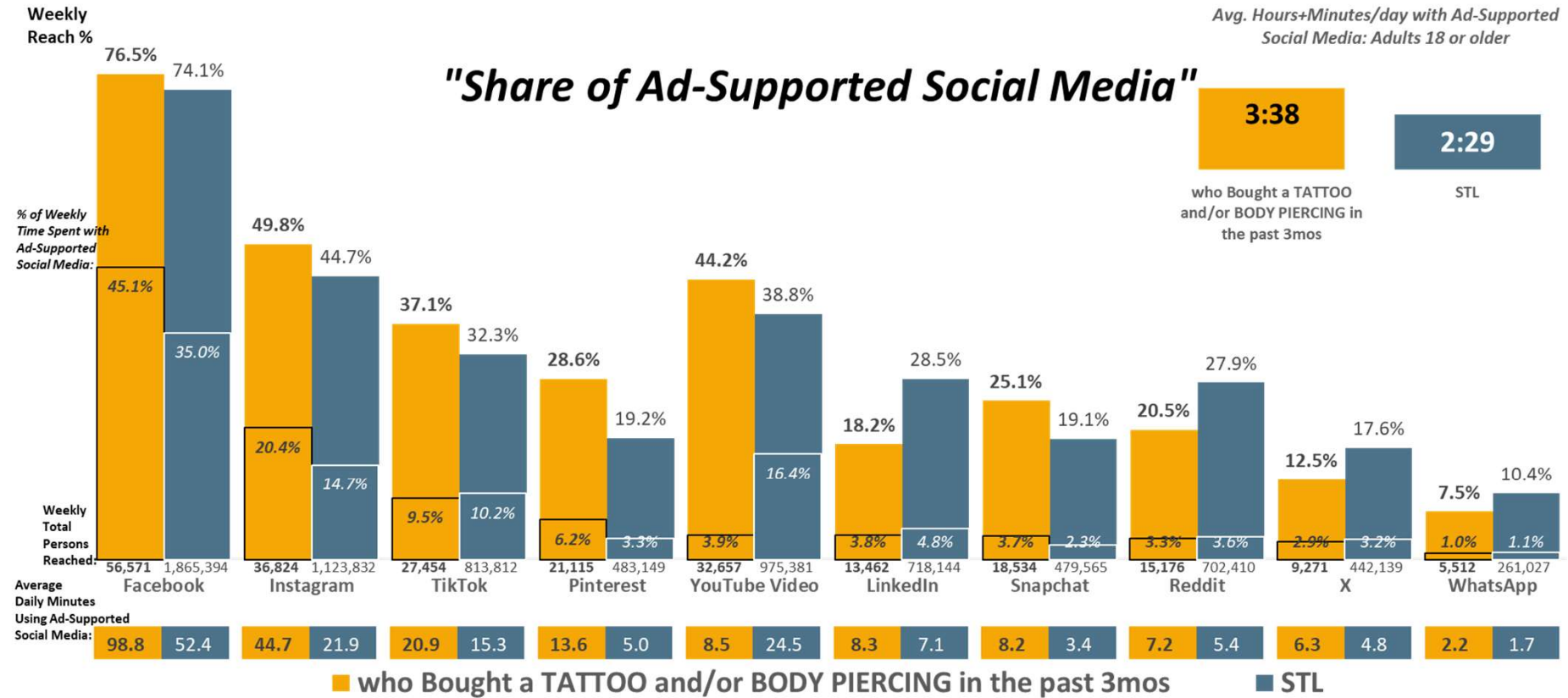


81,607 or 84.5% of Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos use Ad-Supported Facebook for an average of 34.4 minutes every day representing 33.1% of all time spent daily with Ad-Supported Social Media.





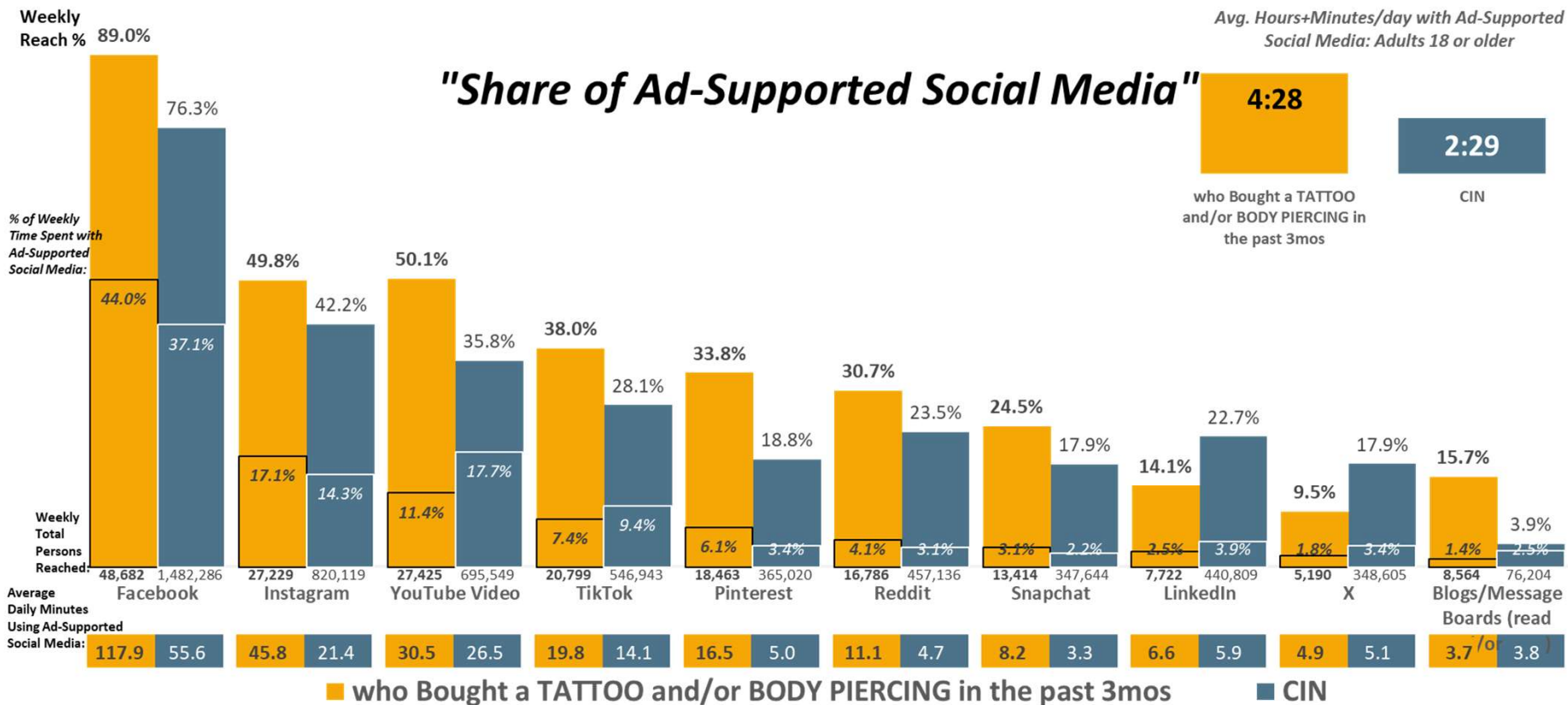
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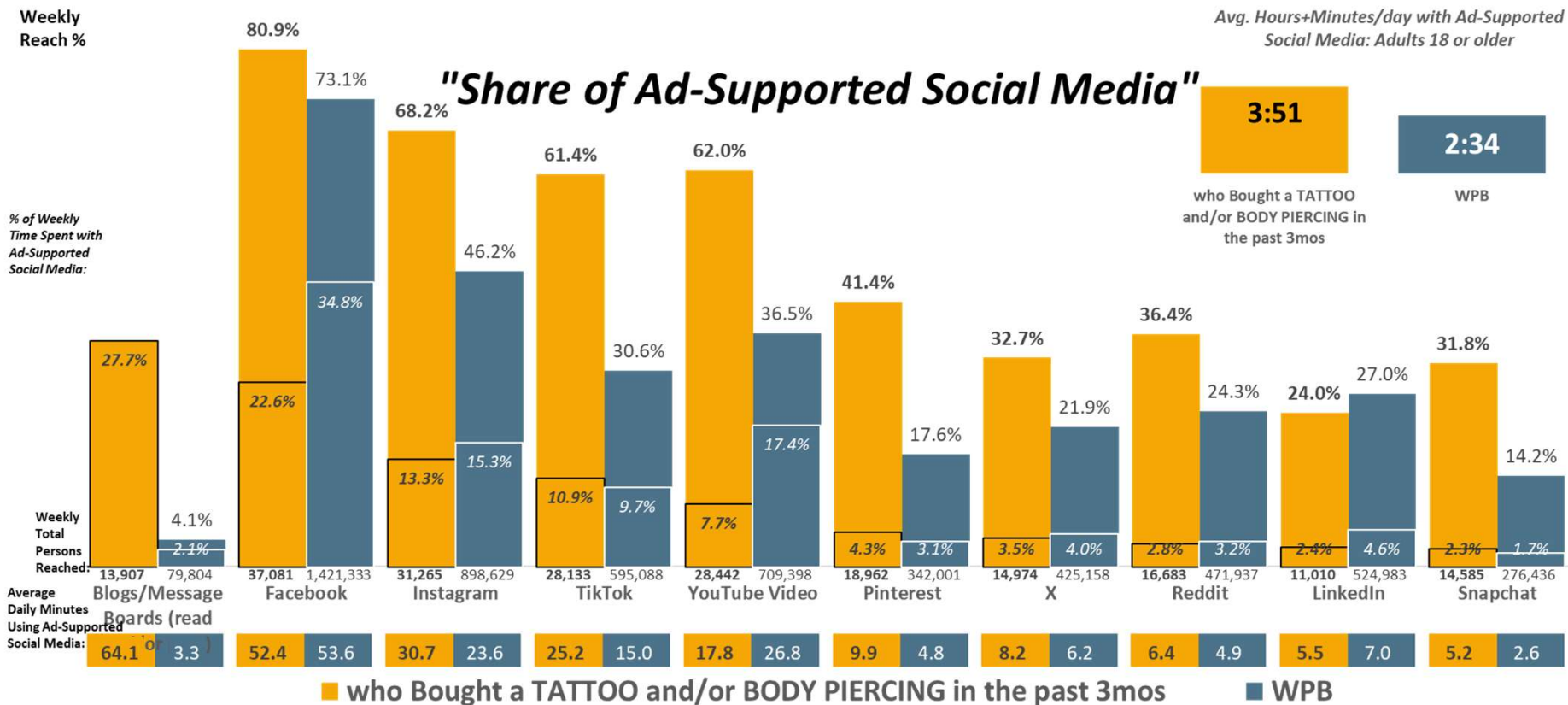


48,682 or 89.% of Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos use Ad-Supported Facebook for an average of 117.9 minutes every day representing 44.% of all time spent daily with Ad-Supported Social Media.





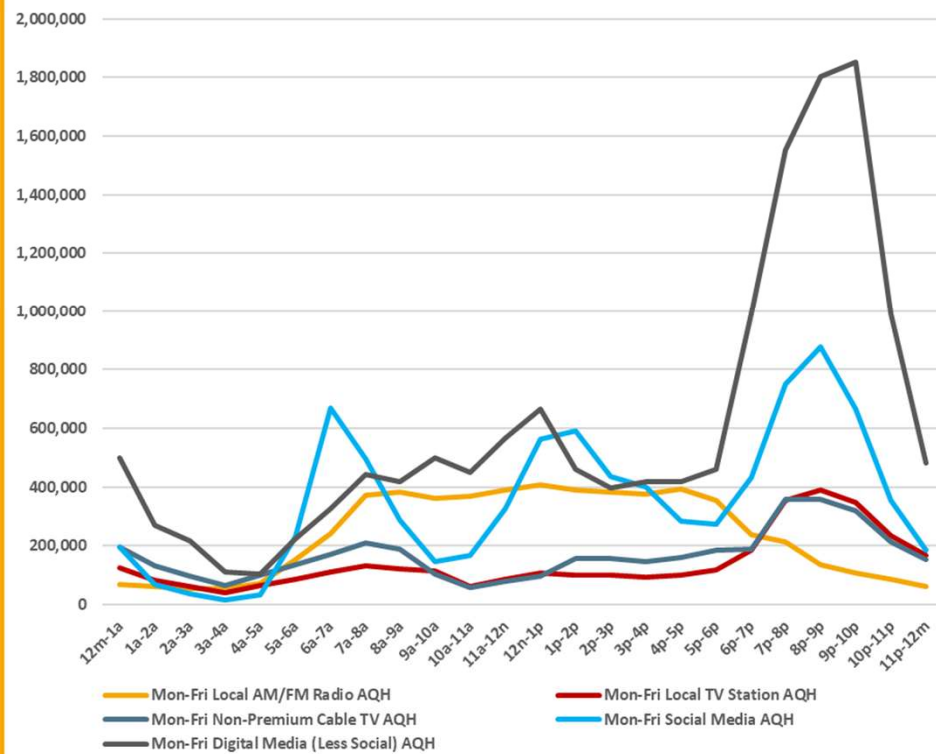
13,907 or 30.3% of Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos use Ad-Supported Blogs/Message Boards (read and/or post) for an average of 64.1 minutes every day representing 27.7% of all time spent daily with Ad-Supported



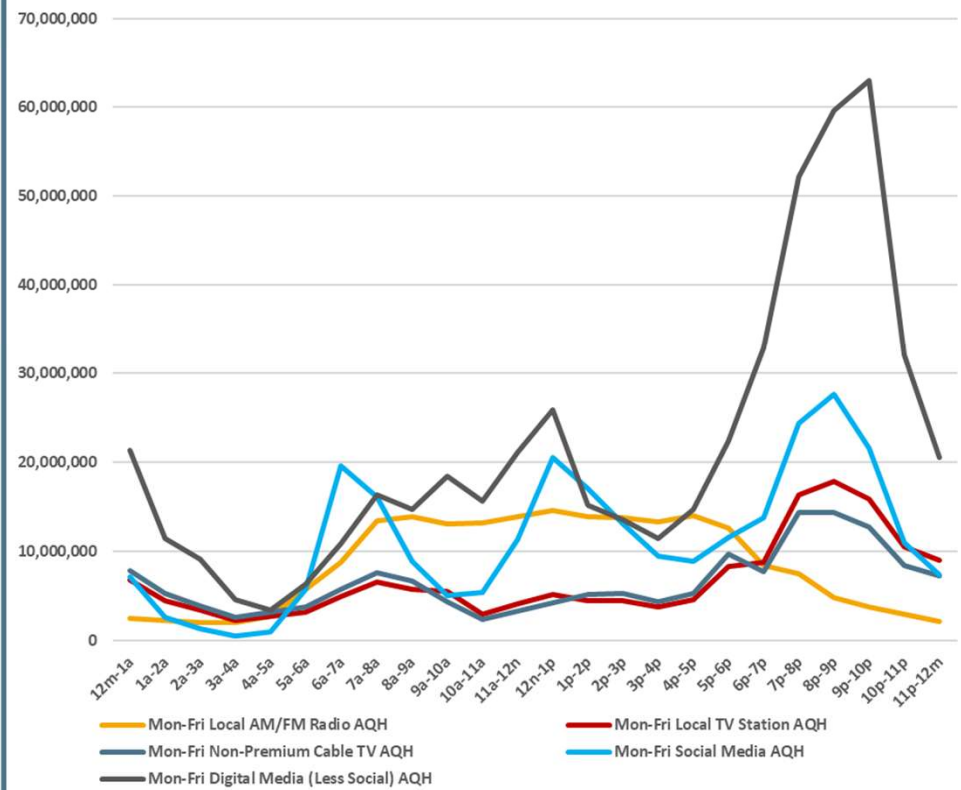


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 500,226;  
Social Media: 389,741; Local Radio: 357,915; Non-Prem. Cable: 146,053; Local TV: 109,689  
reaching Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in

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



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

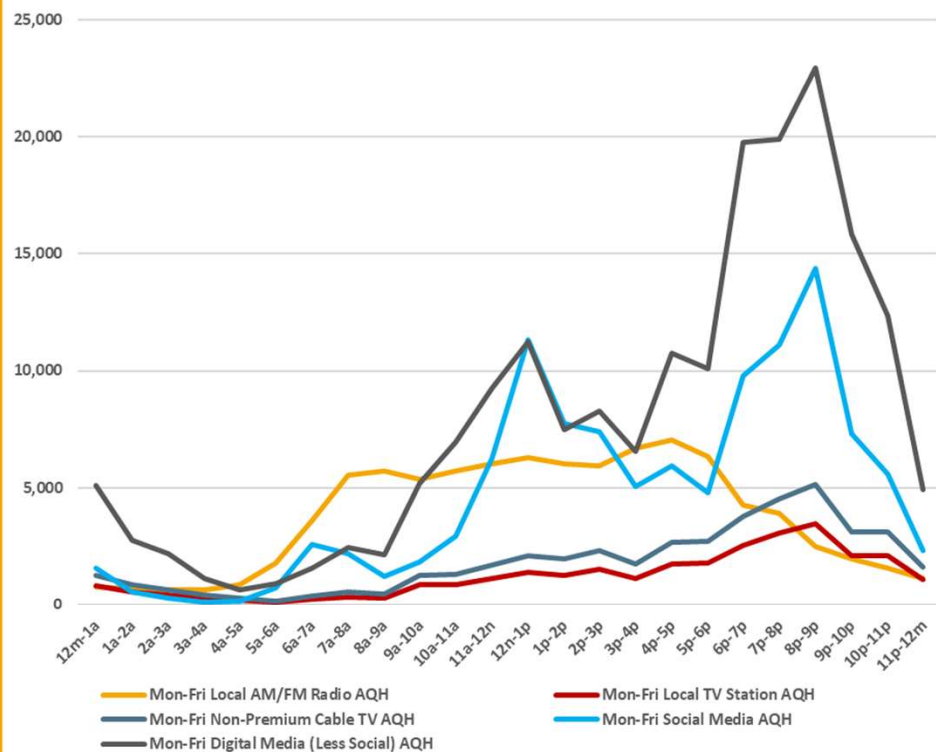




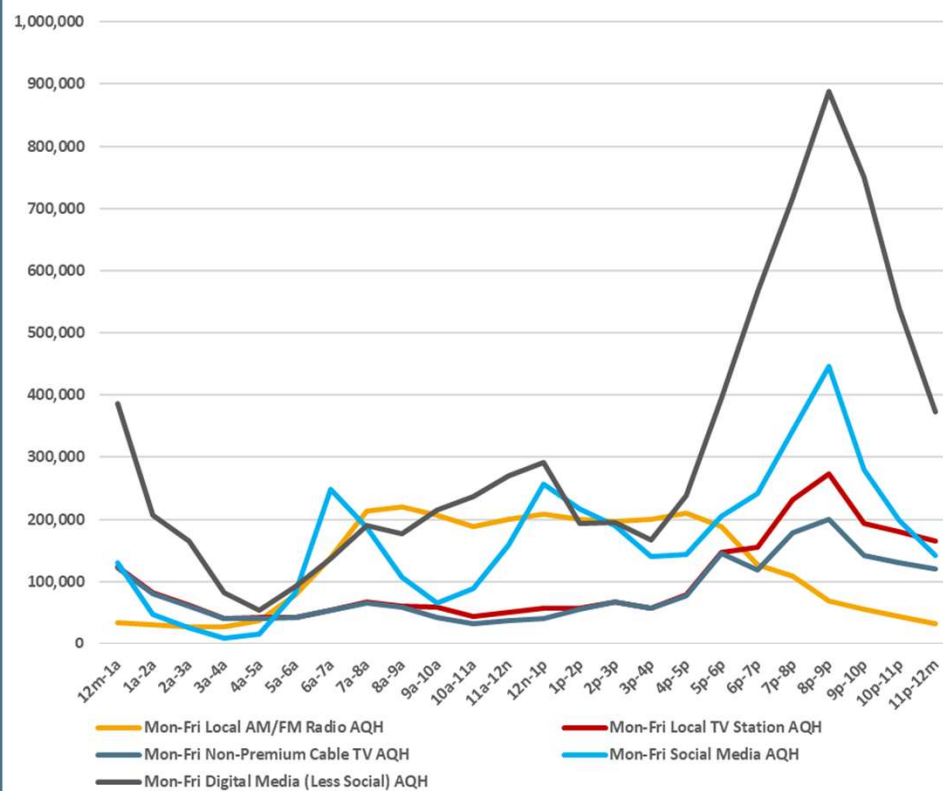


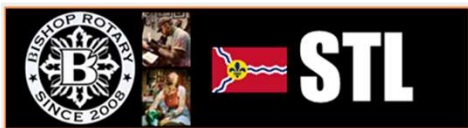
M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 7,820; Local Radio: 5,733; Social Media: 5,311; Non-Prem. Cable: 1,759; Local TV: 1,161 reaching Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3

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



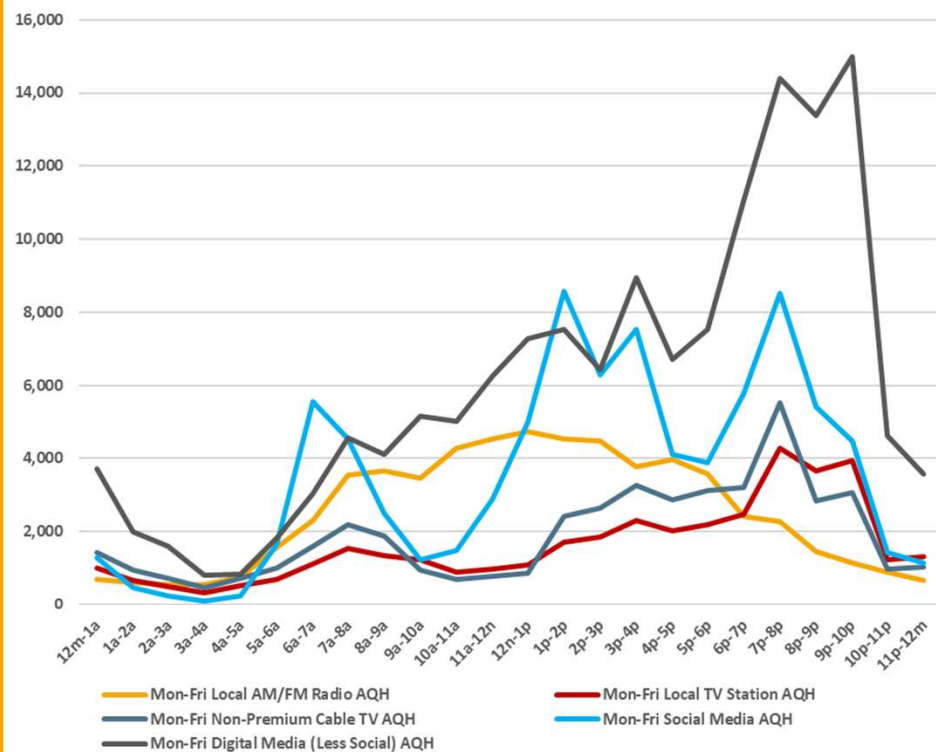
*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
MSP Metro Area Adults 18 or older*



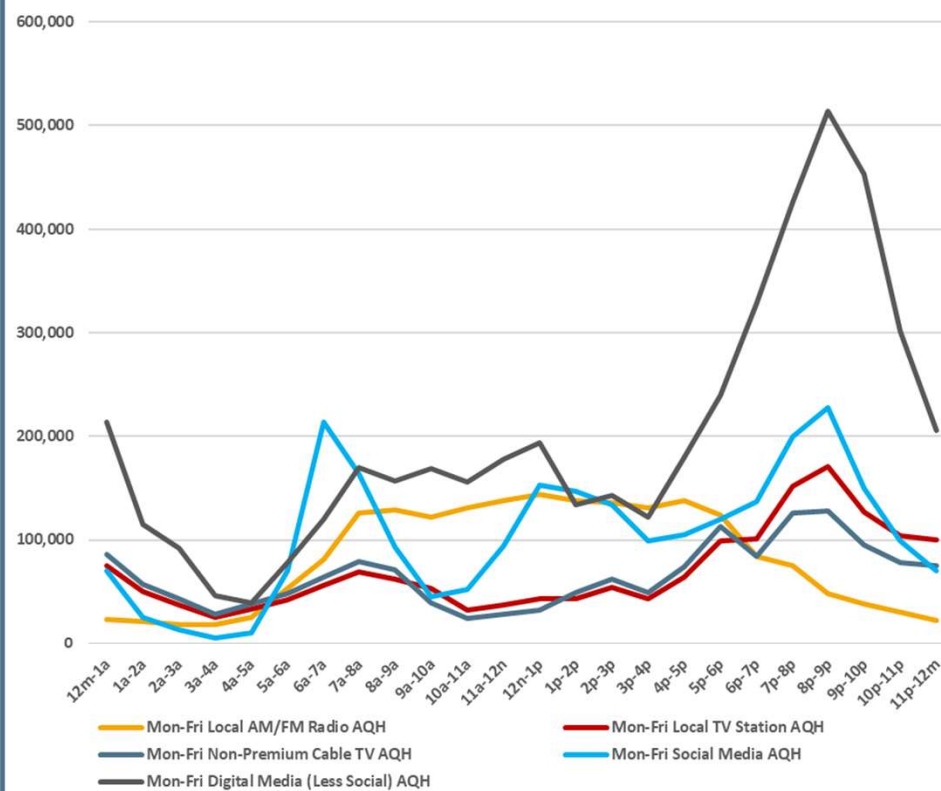


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 6,430;  
Social Media: 4,564; Local Radio: 3,790; Non-Prem. Cable: 2,028; Local TV: 1,589 reaching  
Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3

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



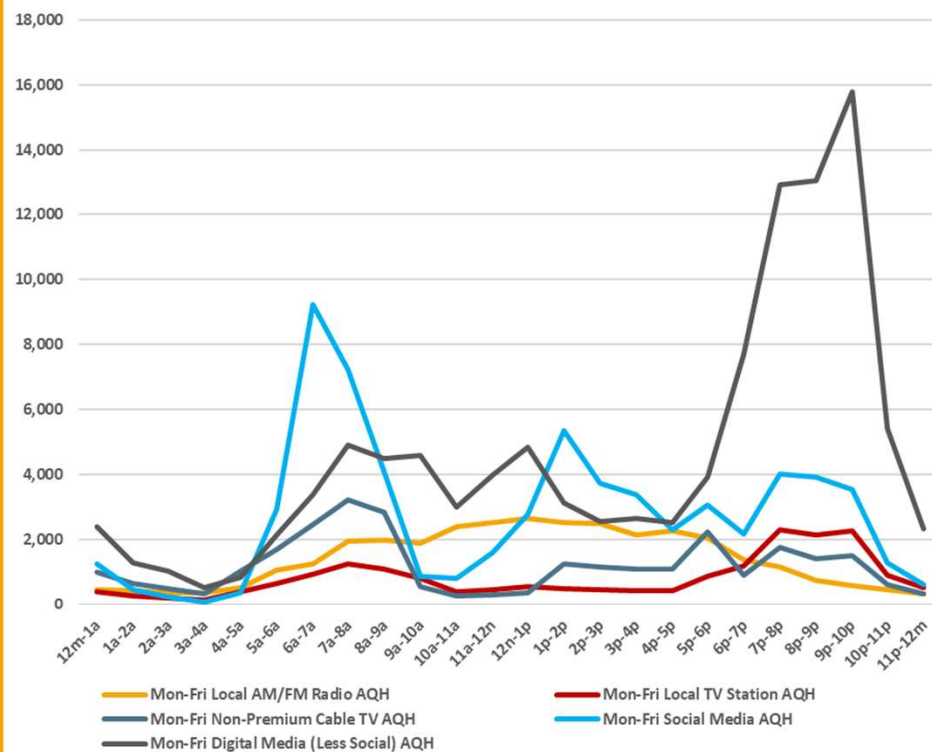
*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
STL Metro Area Adults 18 or older*



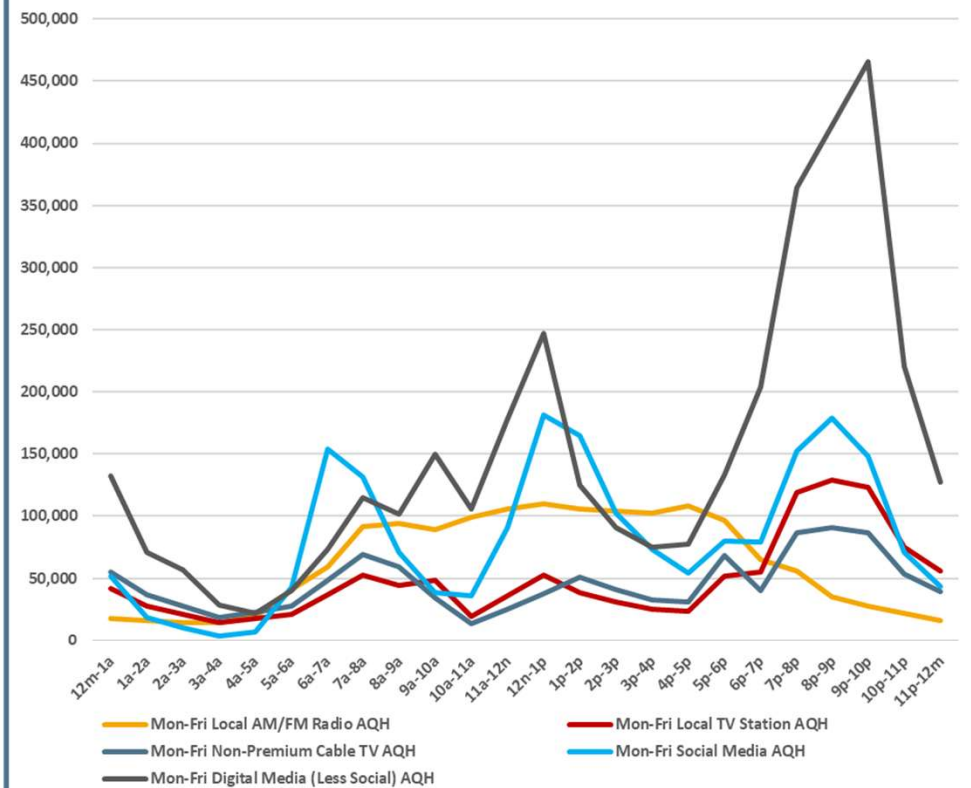


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 3,976;  
 Social Media: 3,585; Local Radio: 2,114; Non-Prem. Cable: 1,365; Local TV: 715 reaching  
 Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mo

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



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

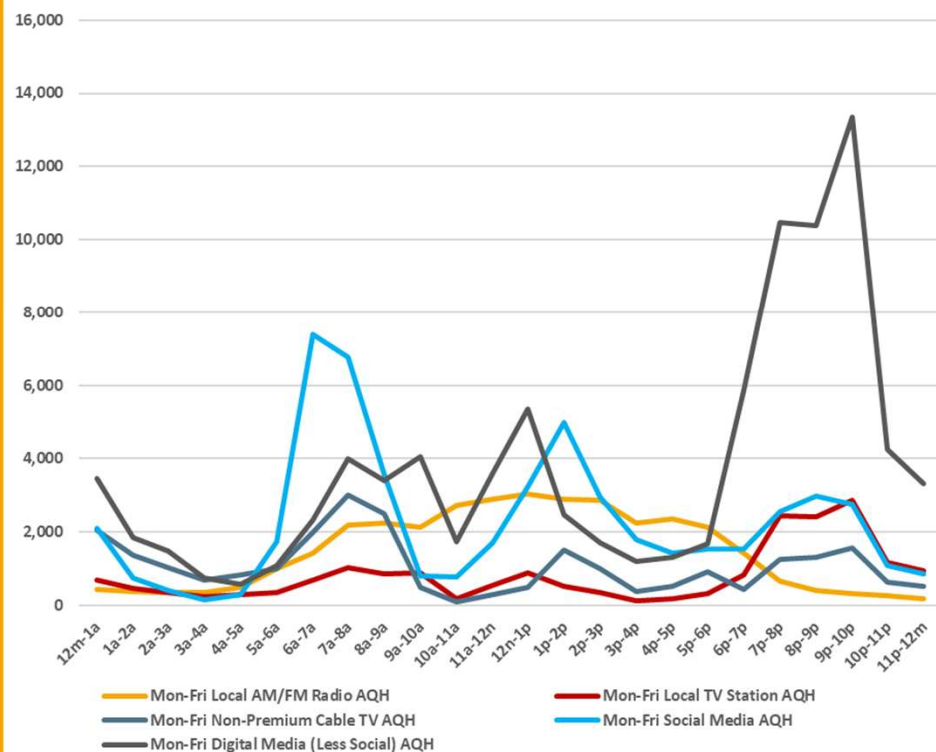




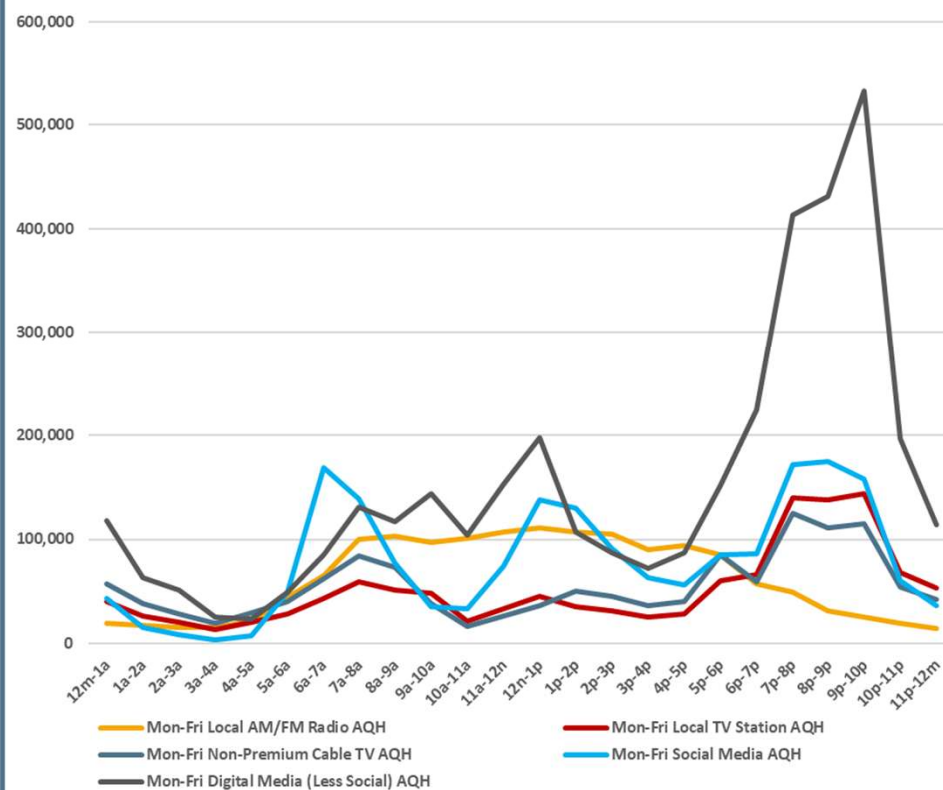


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 2,975;  
 Social Media: 2,960; Local Radio: 2,348; Non-Prem. Cable: 1,046; Local TV: 565 reaching  
 Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mo

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



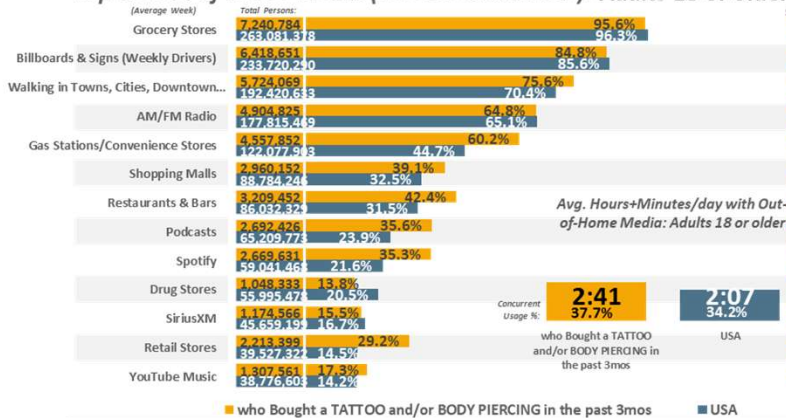
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)**  
**WPB Metro Area Adults 18 or older**



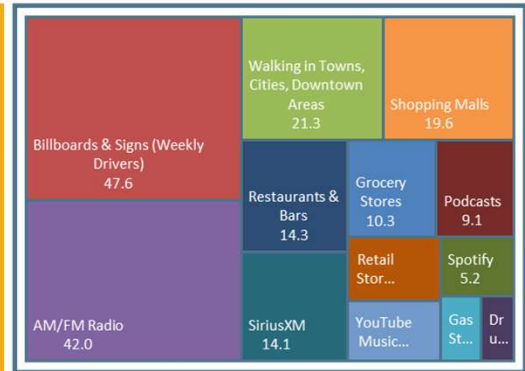
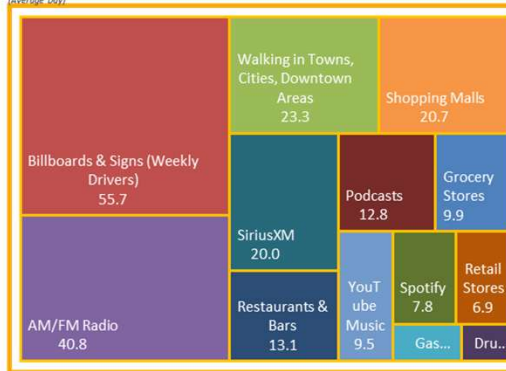


6,418,651 or 84.8% of Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos spend an average of 55.7 minutes per day driving, seeing Billboards and Signs. 63.1% Listen to Local Radio Stations Out-of-Home for an average of 36.5 minut

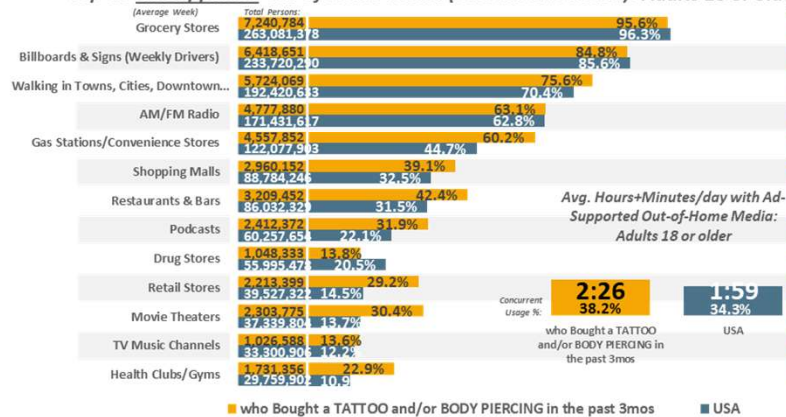
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



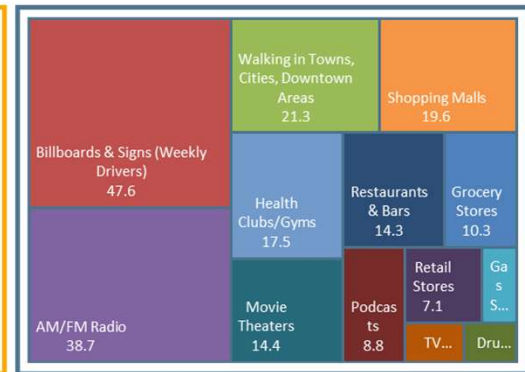
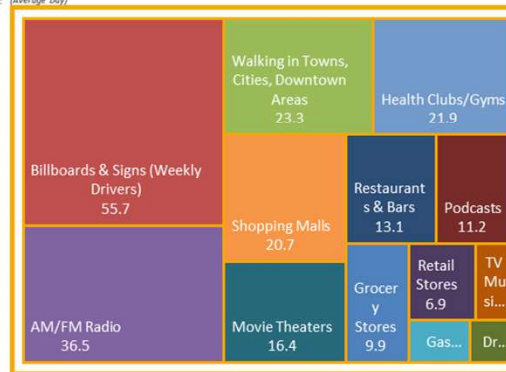
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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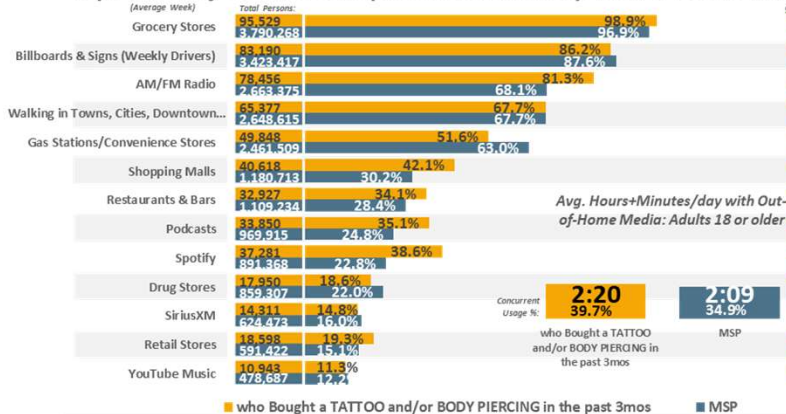
soefa.ai Share of Everything for Anything

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

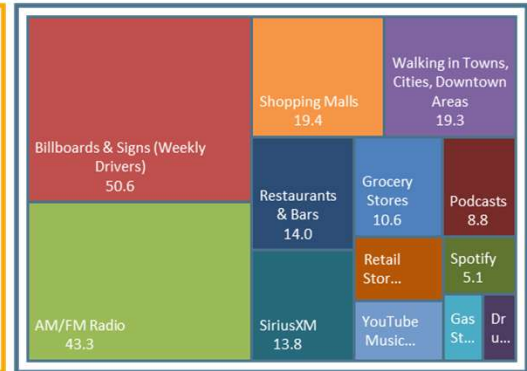
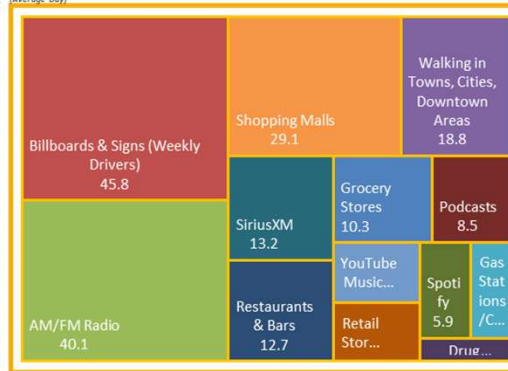


83,190 or 86.2% of Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos spend an average of 45.8 minutes per day driving, seeing Billboards and Signs. 78.8% Listen to Local Radio Stations Out-of-Home for an average of 34.6 minutes/

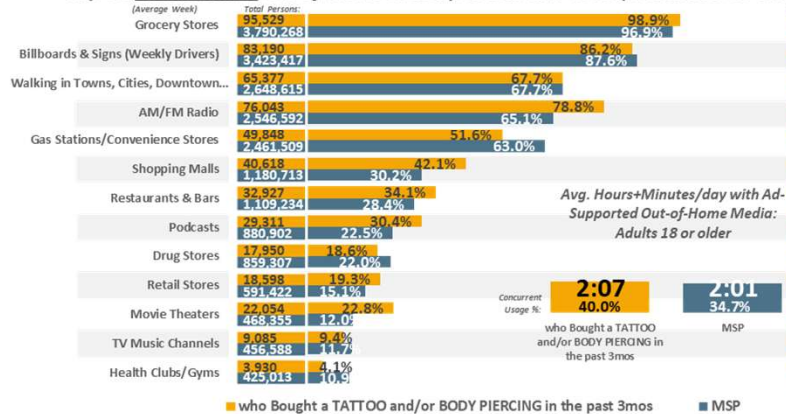
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



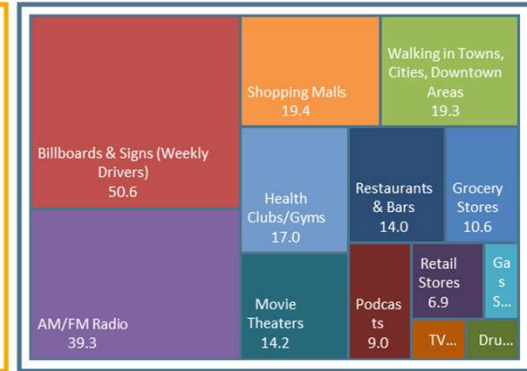
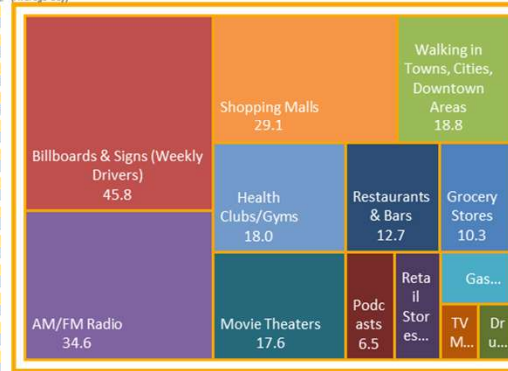
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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

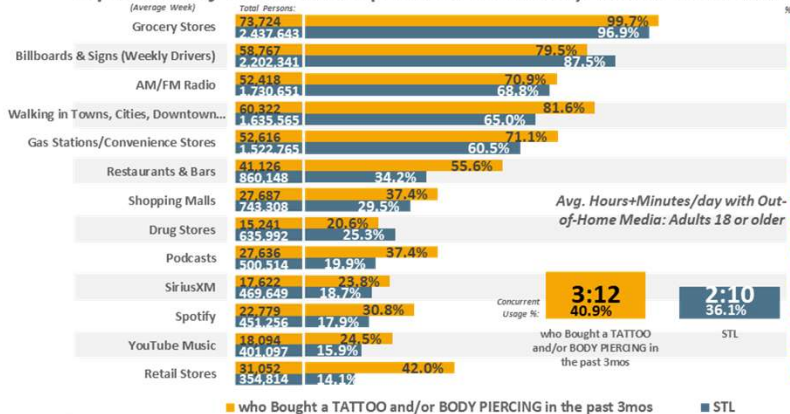




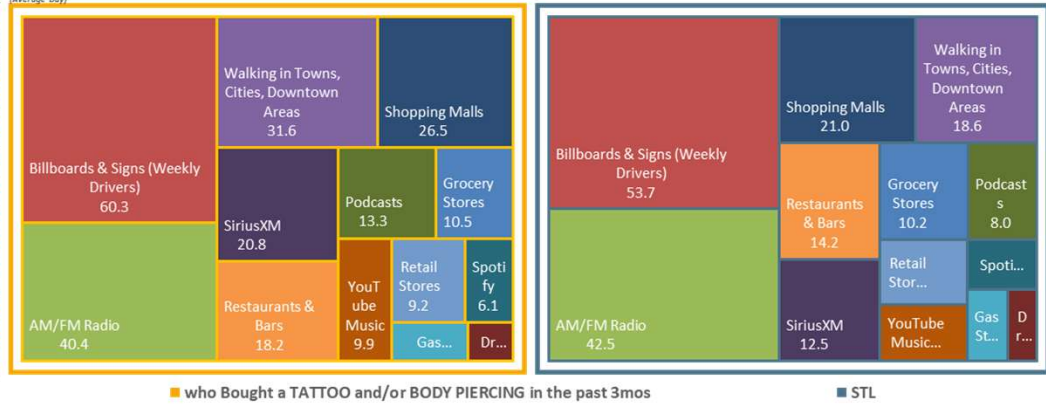


58,767 or 79.5% of Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos spend an average of 60.3 minutes per day driving, seeing Billboards and Signs. 68.2% Listen to Local Radio Stations Out-of-Home for an average of 32.8 minutes/

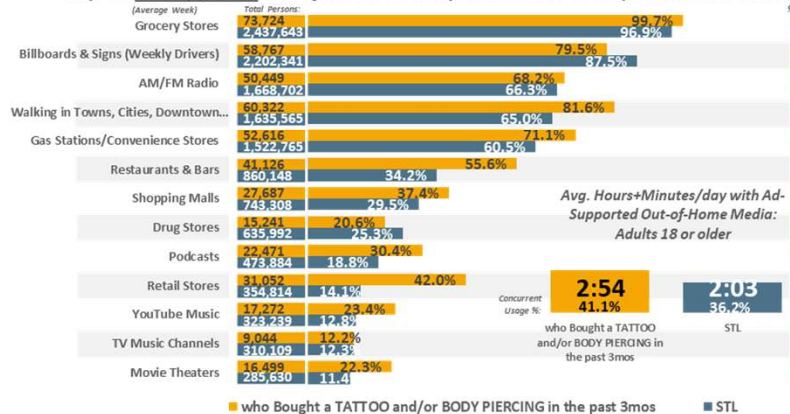
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



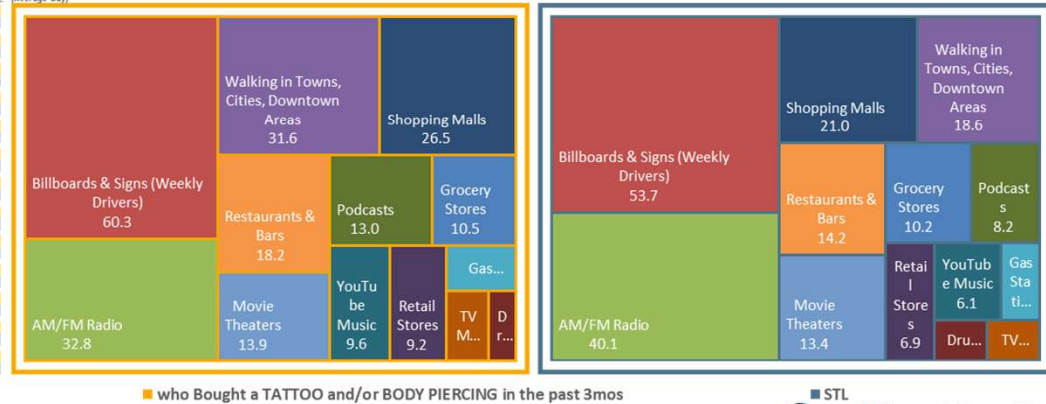
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



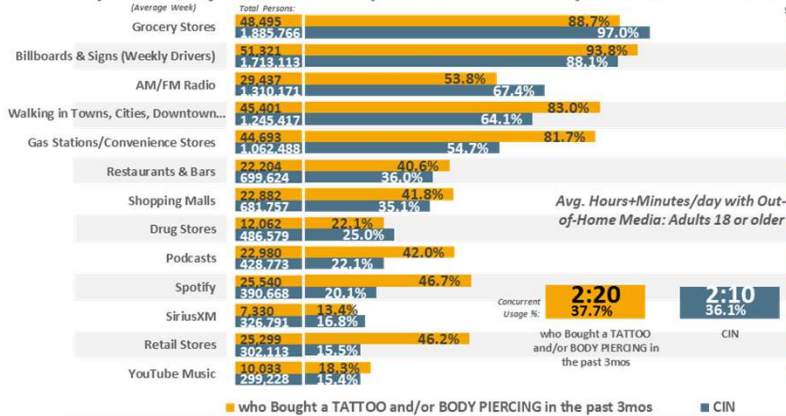
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



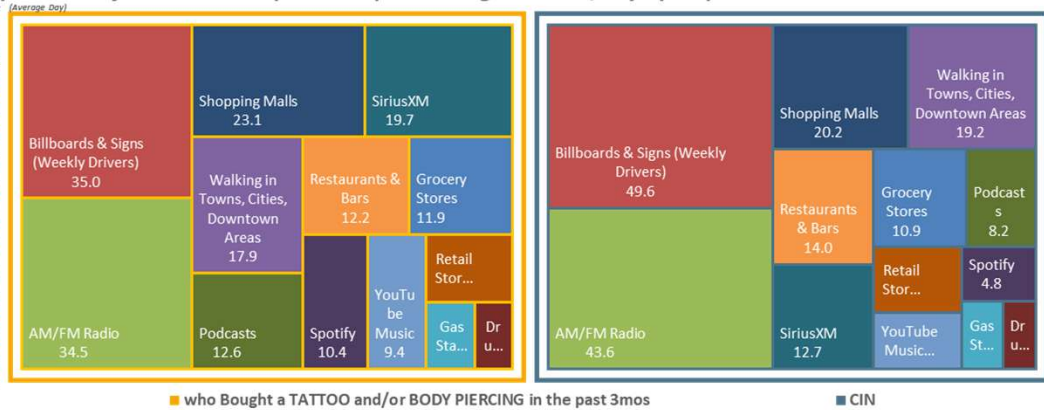


51,321 or 93.8% of Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos spend an average of 35. minutes per day driving, seeing Billboards and Signs. 51.9% Listen to Local Radio Stations Out-of-Home for an average of 31.7 minutes/d

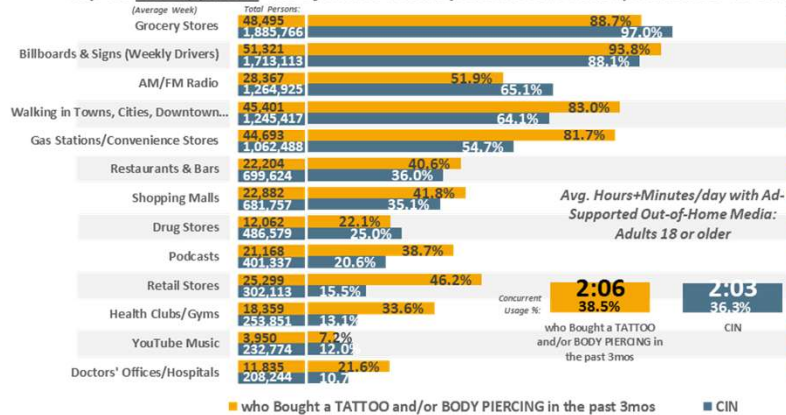
**Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older**



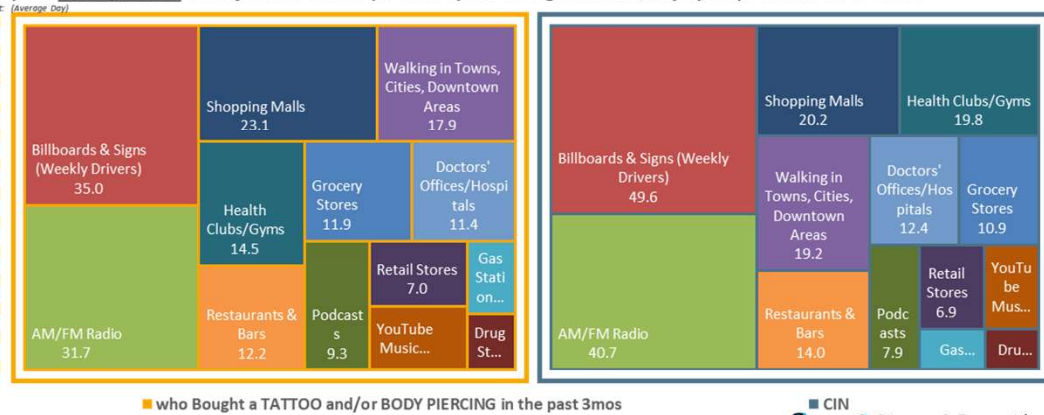
**Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



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



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



CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 48  
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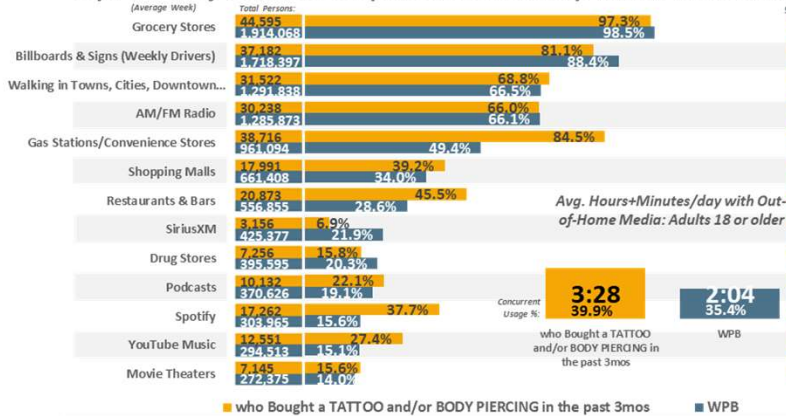
Other stores bought past 3 months: Any tattoo/body piercing shop



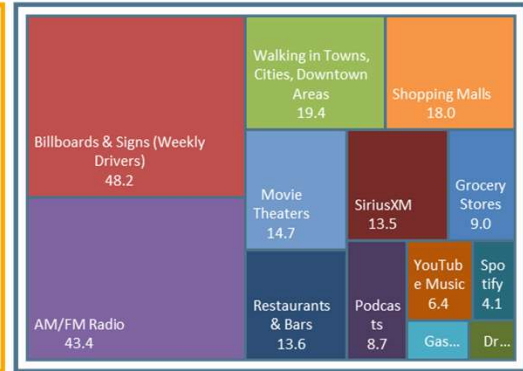
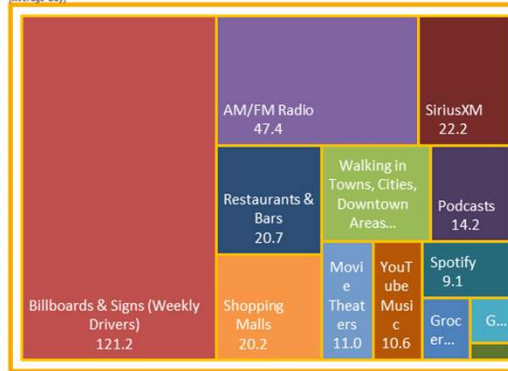


37,182 or 81.1% of Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos spend an average of 121.2 minutes per day driving, seeing Billboards and Signs. 64.5% Listen to Local Radio Stations Out-of-Home for an average of 44.7 minutes

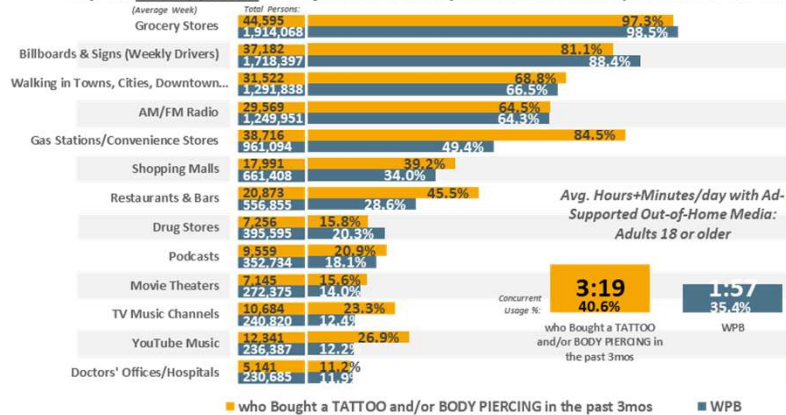
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



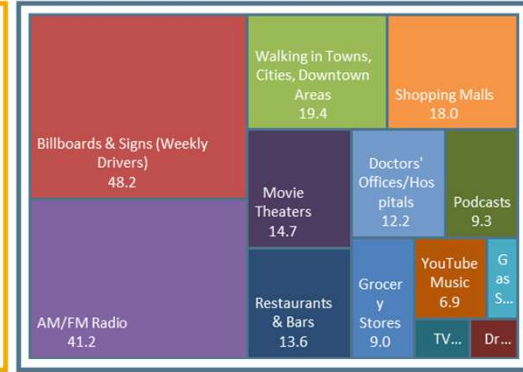
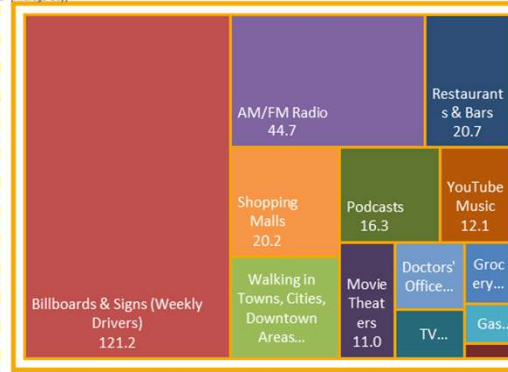
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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





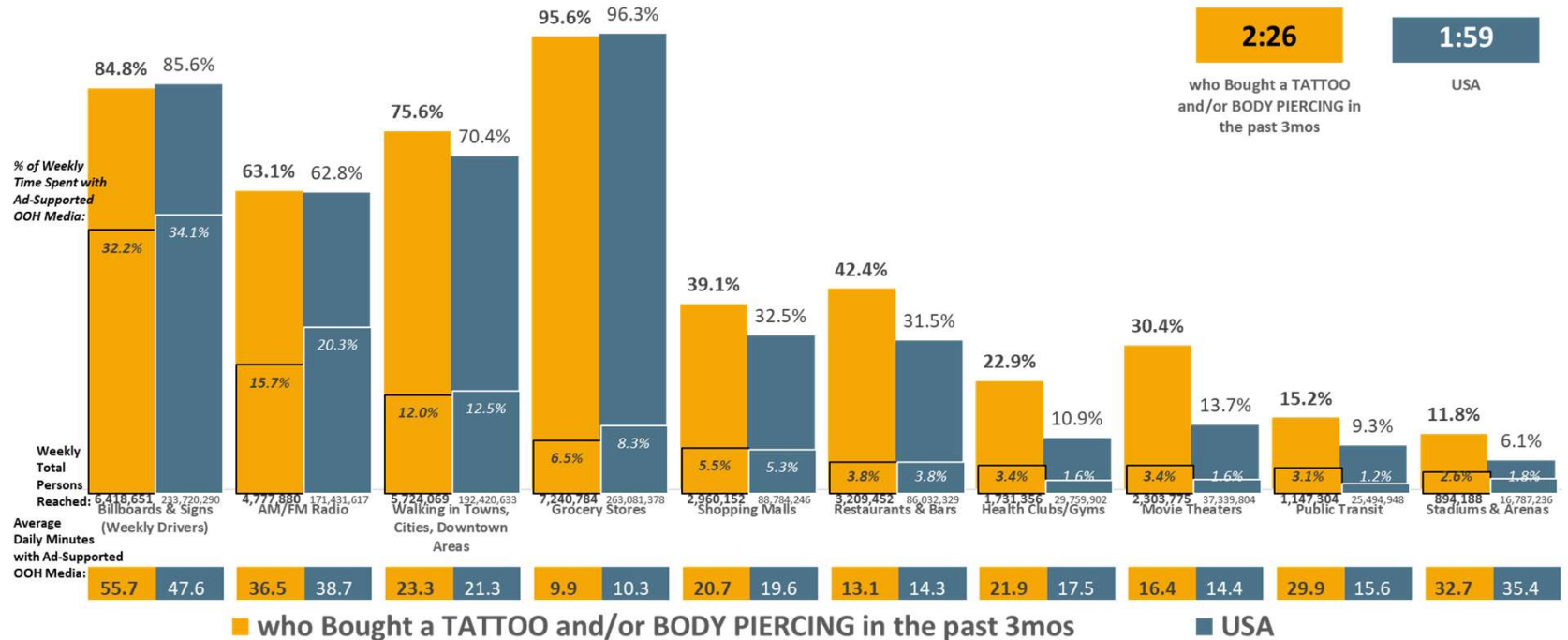


6,418,651 or 84.8% of Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos spend an average of 55.7 minutes per day driving, seeing Billboards and Signs representing 32.2% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

## "Share of Ad-Supported OOH Media"



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 725 Scarborough R1 2026: Jan25-Mar26 USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 24,338

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

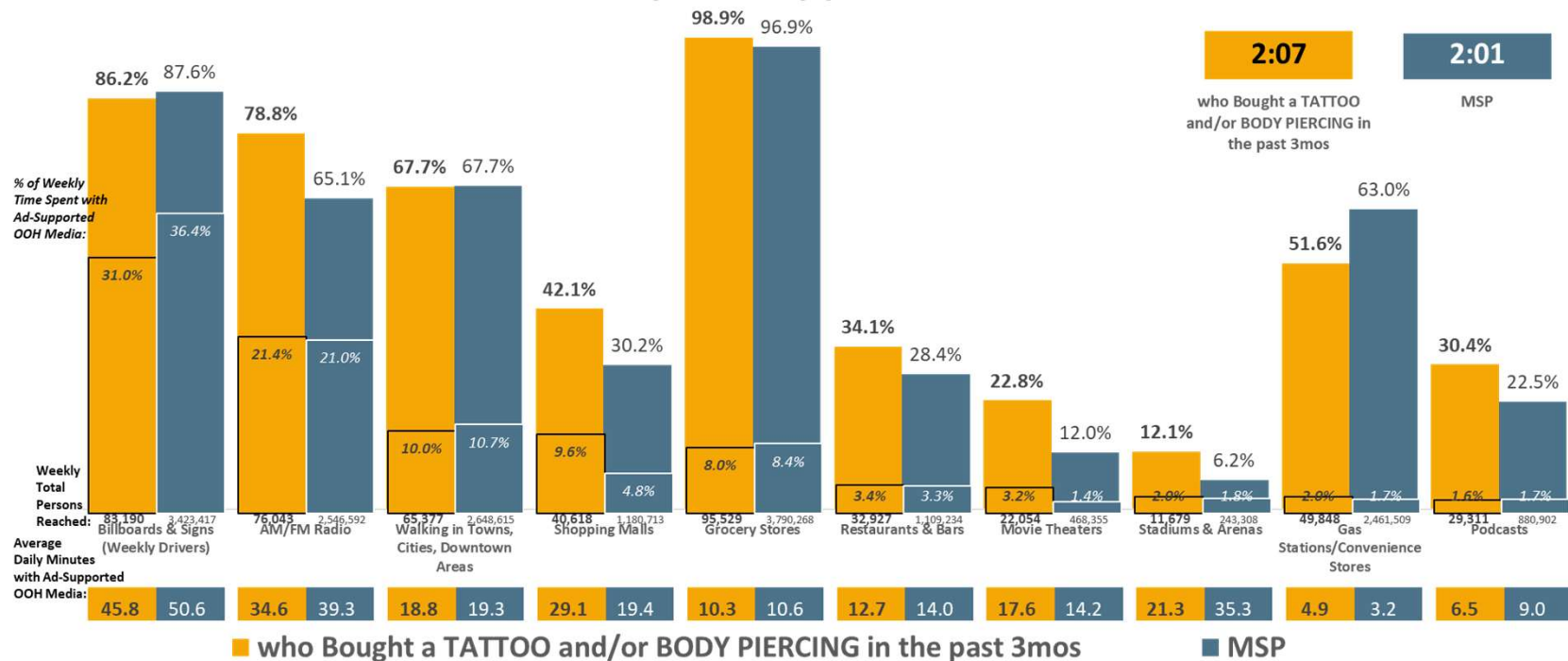


83,190 or 86.2% of Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos spend an average of 45.8 minutes per day driving, seeing Billboards and Signs representing 31.1% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

## "Share of Ad-Supported OOH Media"



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 52 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,934  
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soefa.ai Share of Everything for Anything

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

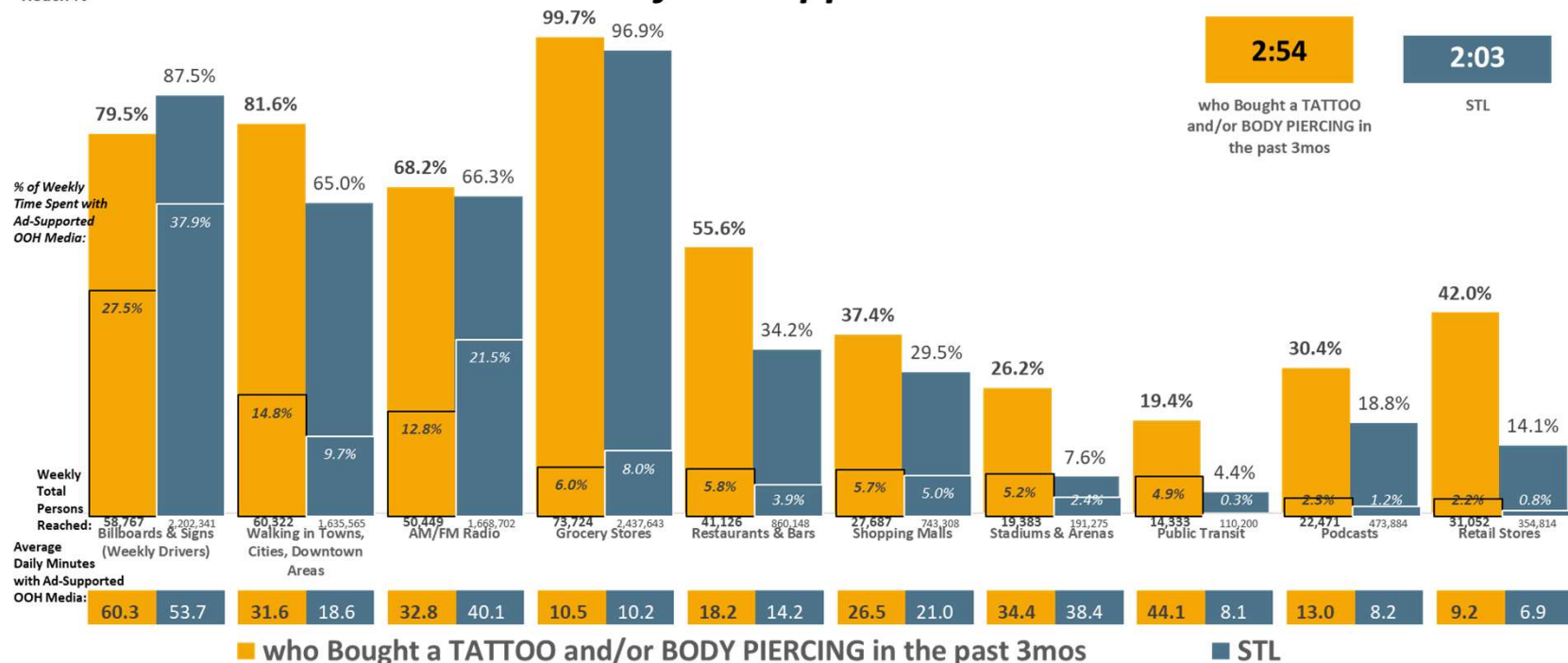


58,767 or 79.5% of Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos spend an average of 60.3 minutes per day driving, seeing Billboards and Signs representing 27.5% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

## "Share of Ad-Supported OOH Media"



2:54

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

2:03

STL

STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 76  
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ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,956

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



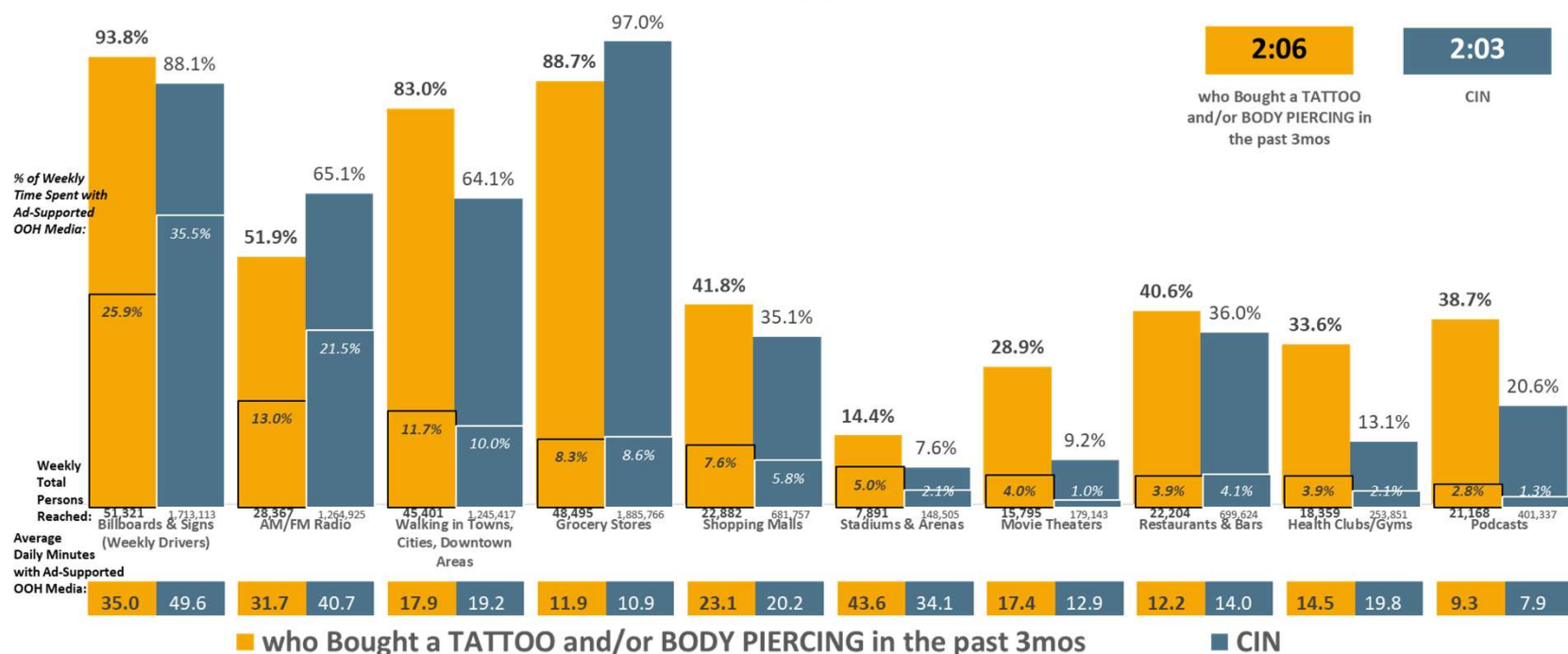


51,321 or 93.8% of Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos spend an average of 35. minutes per day driving, seeing Billboards and Signs representing 25.9% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

## "Share of Ad-Supported OOH Media"



CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 48 CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,900  
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Other stores bought past 3 months: Any tattoo/body piercing shop

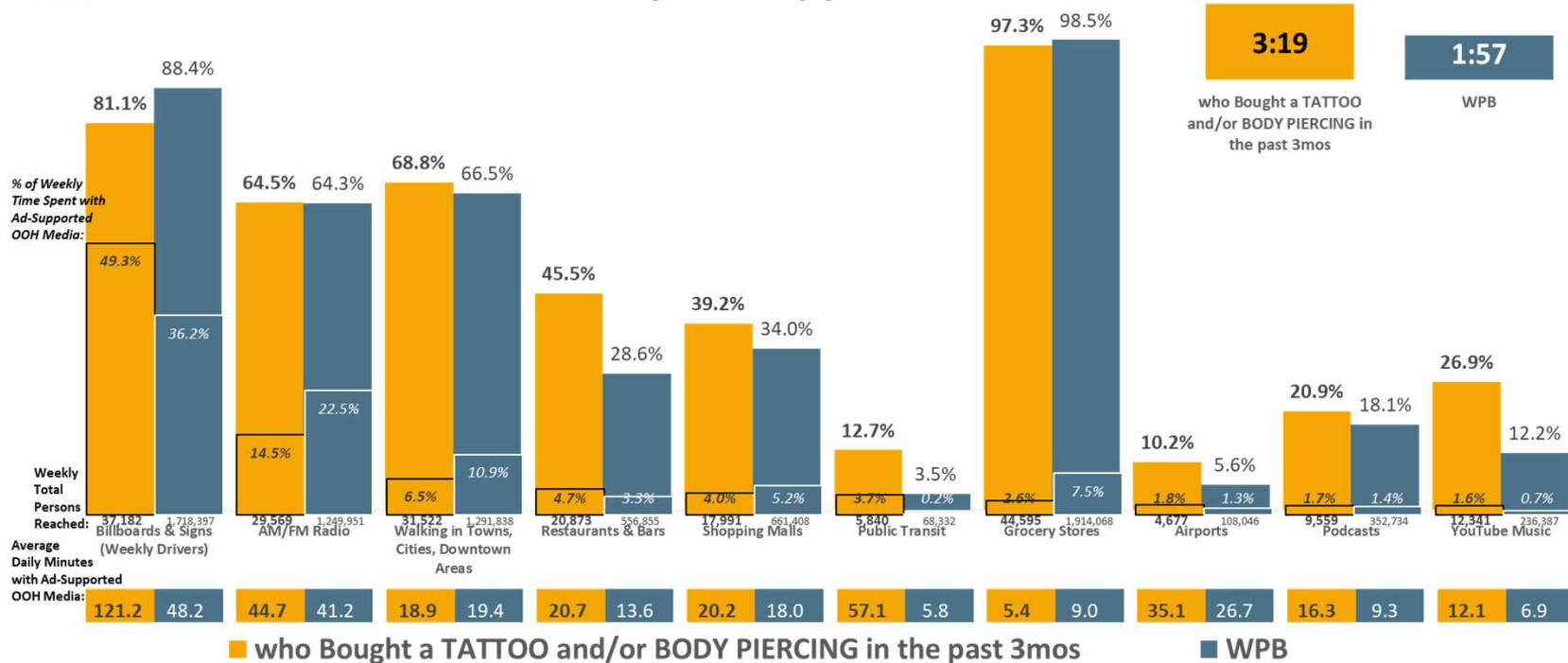


37,182 or 81.1% of Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos spend an average of 121.2 minutes per day driving, seeing Billboards and Signs representing 49.3% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

## "Share of Ad-Supported OOH Media"



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 70 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 2,551  
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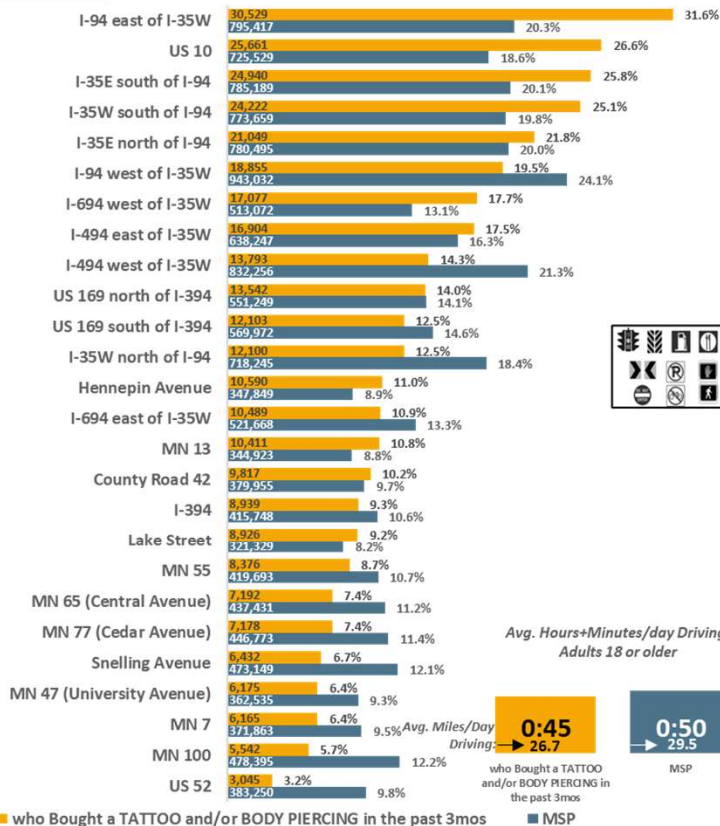
soefa.ai Share of Everything for Anything

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

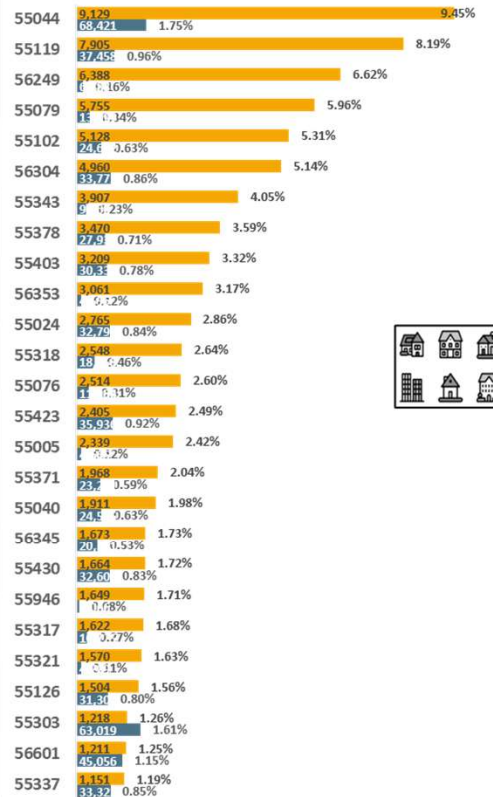


83,190 or 86.2% of Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos spend an average of 45.8 minutes per day driving an average of 26.7 miles each day and are 55.4% more likely to use I-94 east of I-35W than the Metro average.

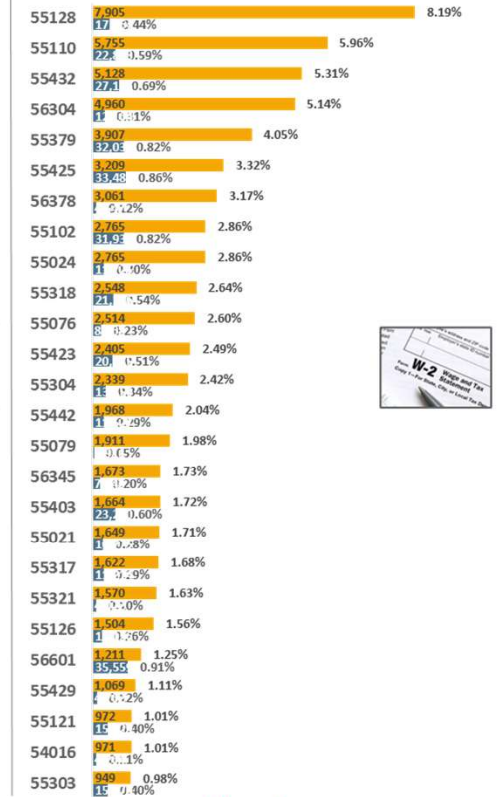
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older

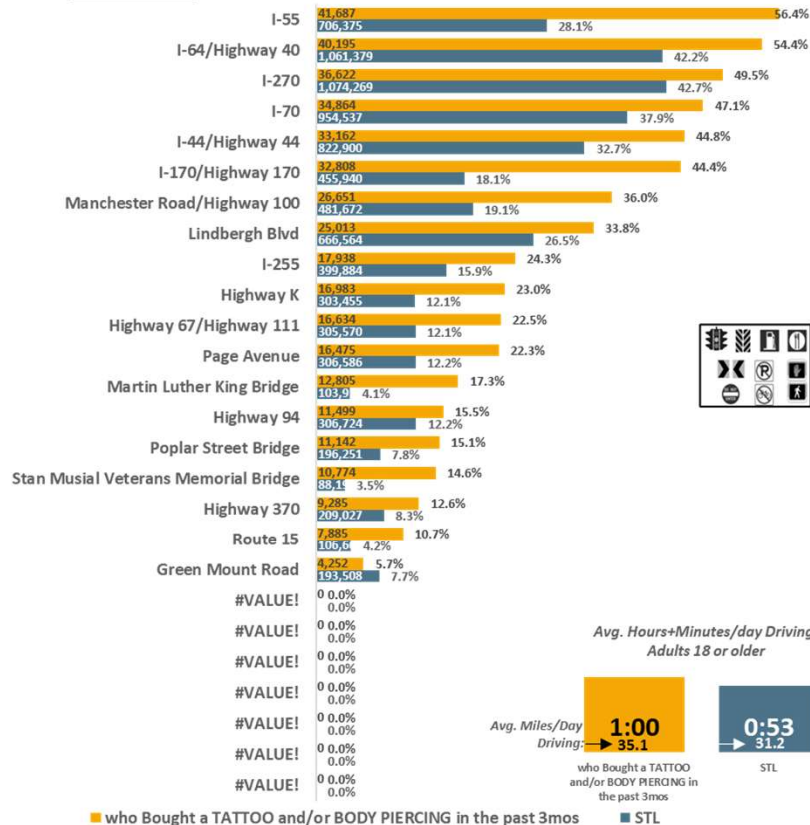




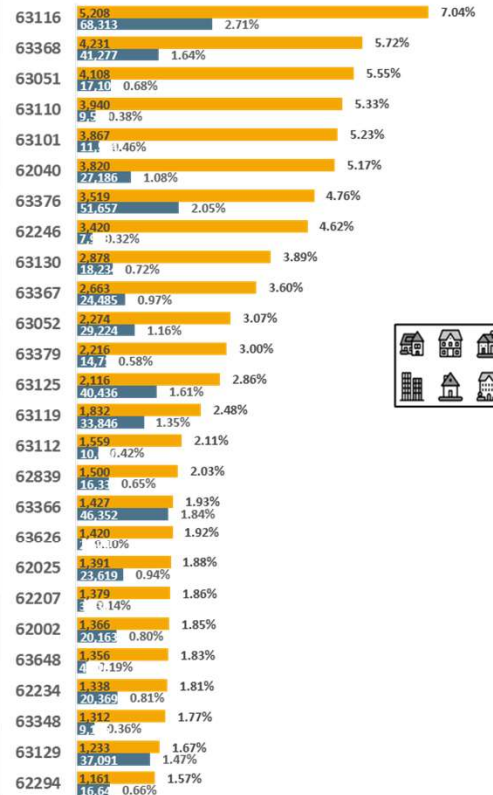


58,767 or 79.5% of Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos spend an average of 60.3 minutes per day driving an average of 35.1 miles each day and are 319.3% more likely to use Martin Luther King Bridge than the Metro a

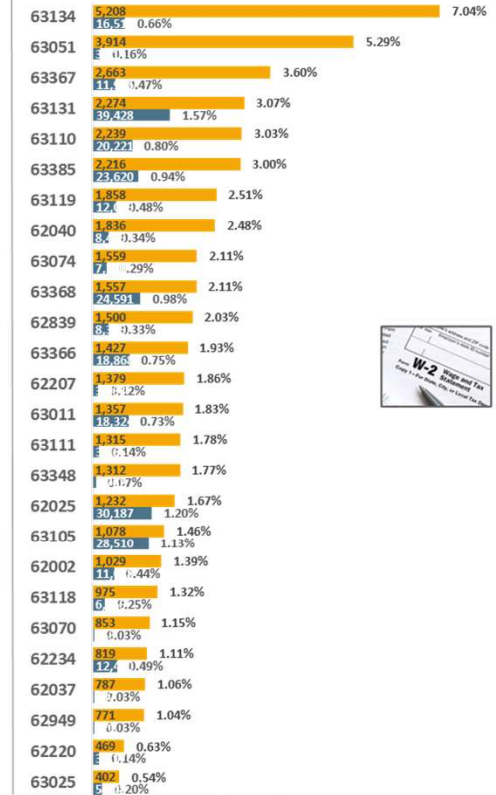
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



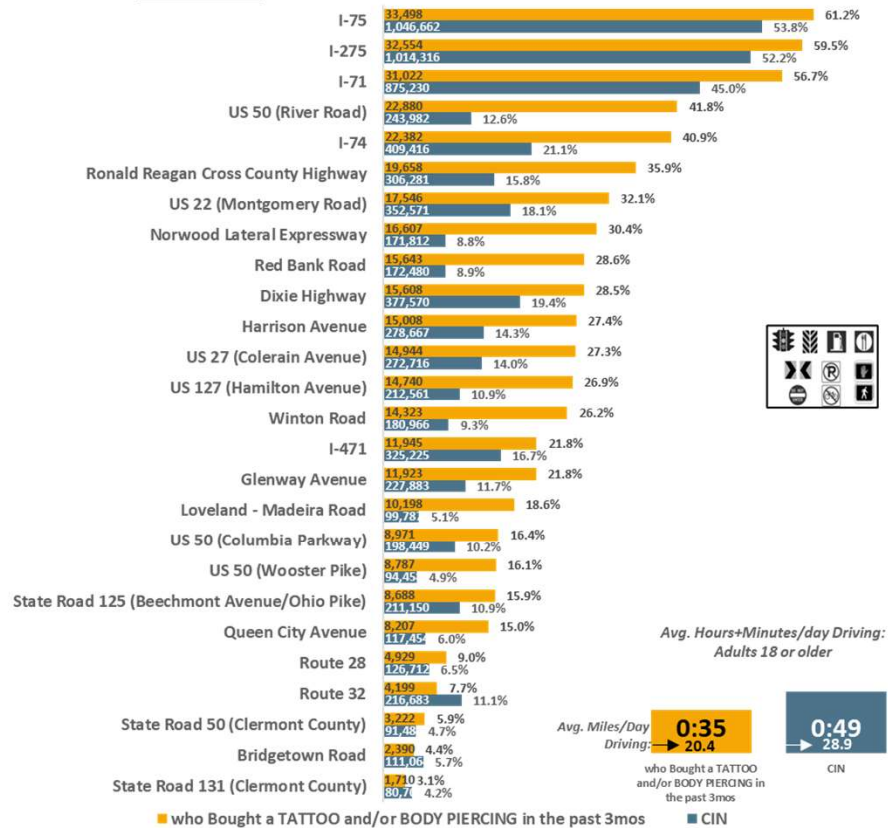
Top-26 Employment Zip Codes: Adults 18 or older



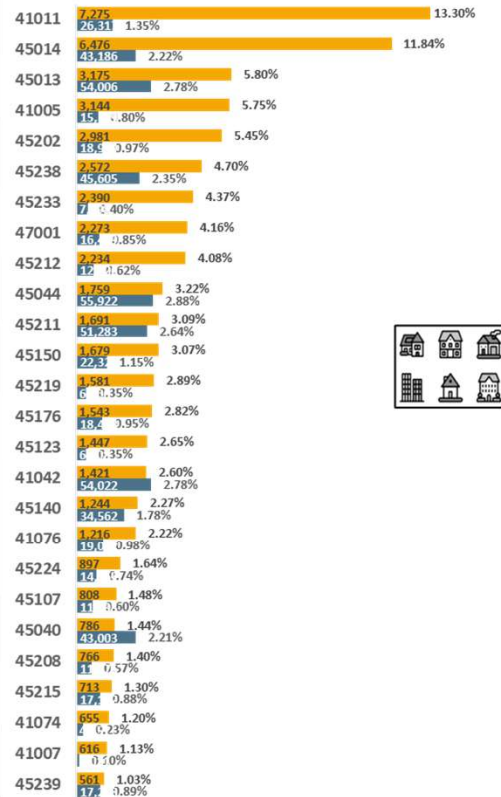


51,321 or 93.8% of Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos spend an average of 35. minutes per day driving an average of 20.4 miles each day and are 263.2% more likely to use Loveland - Madeira Road than the Metro aver

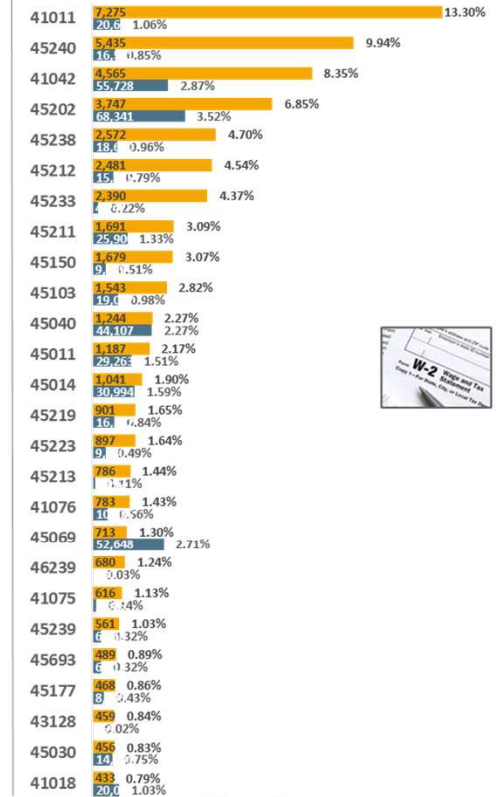
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



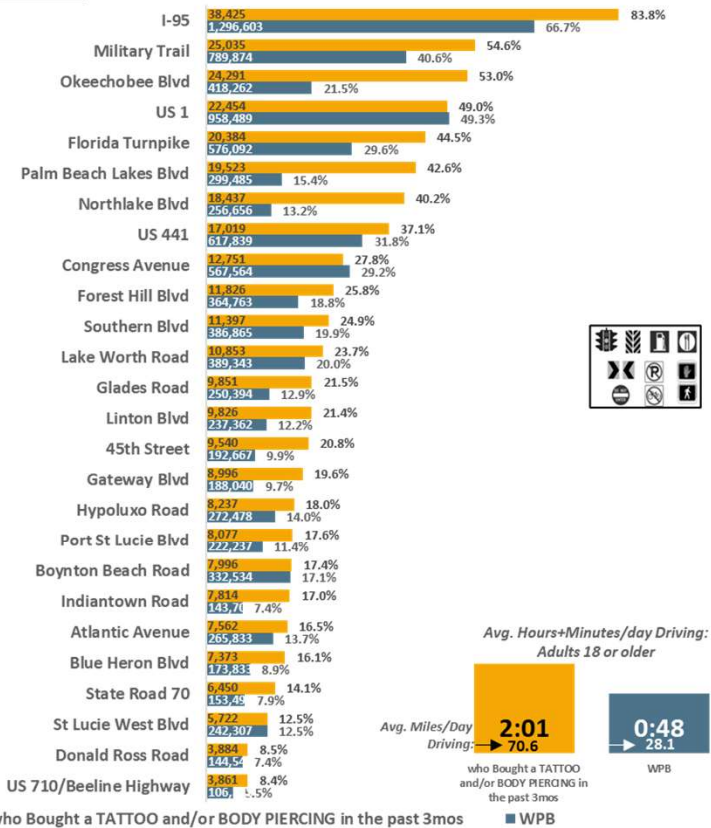
Top-26 Employment Zip Codes: Adults 18 or older



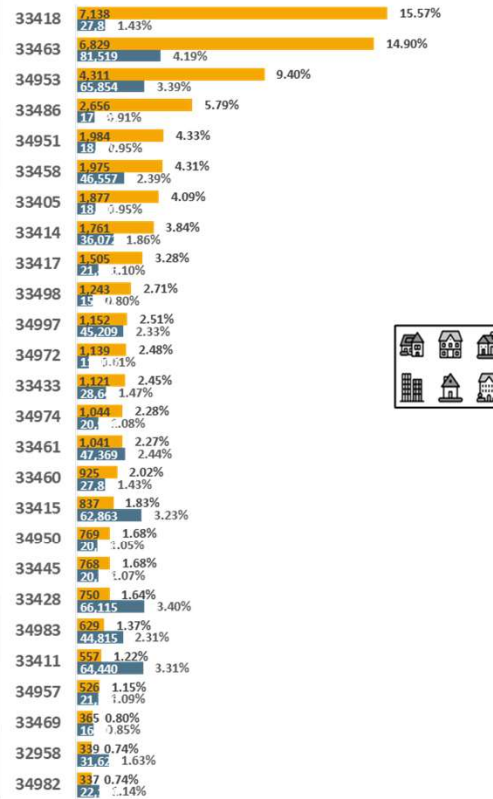


37,182 or 81.1% of Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos spend an average of 121.2 minutes per day driving an average of 70.6 miles each day and are 204.6% more likely to use Northlake Blvd than the Metro average.

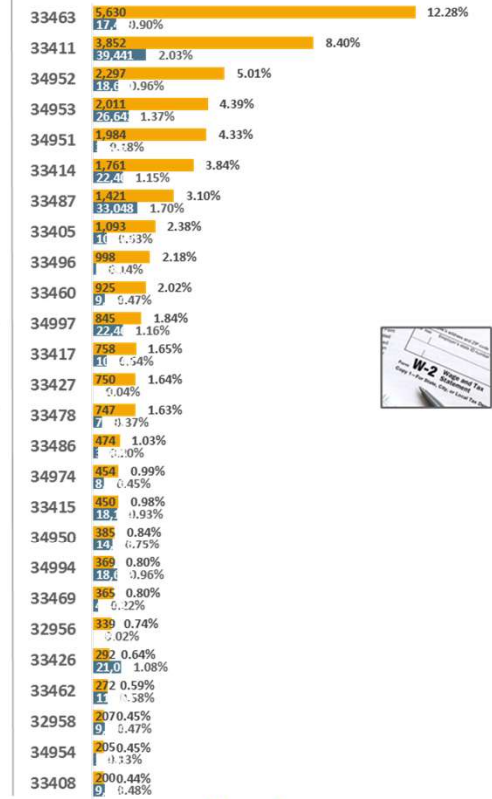
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older

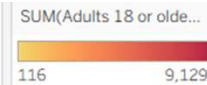
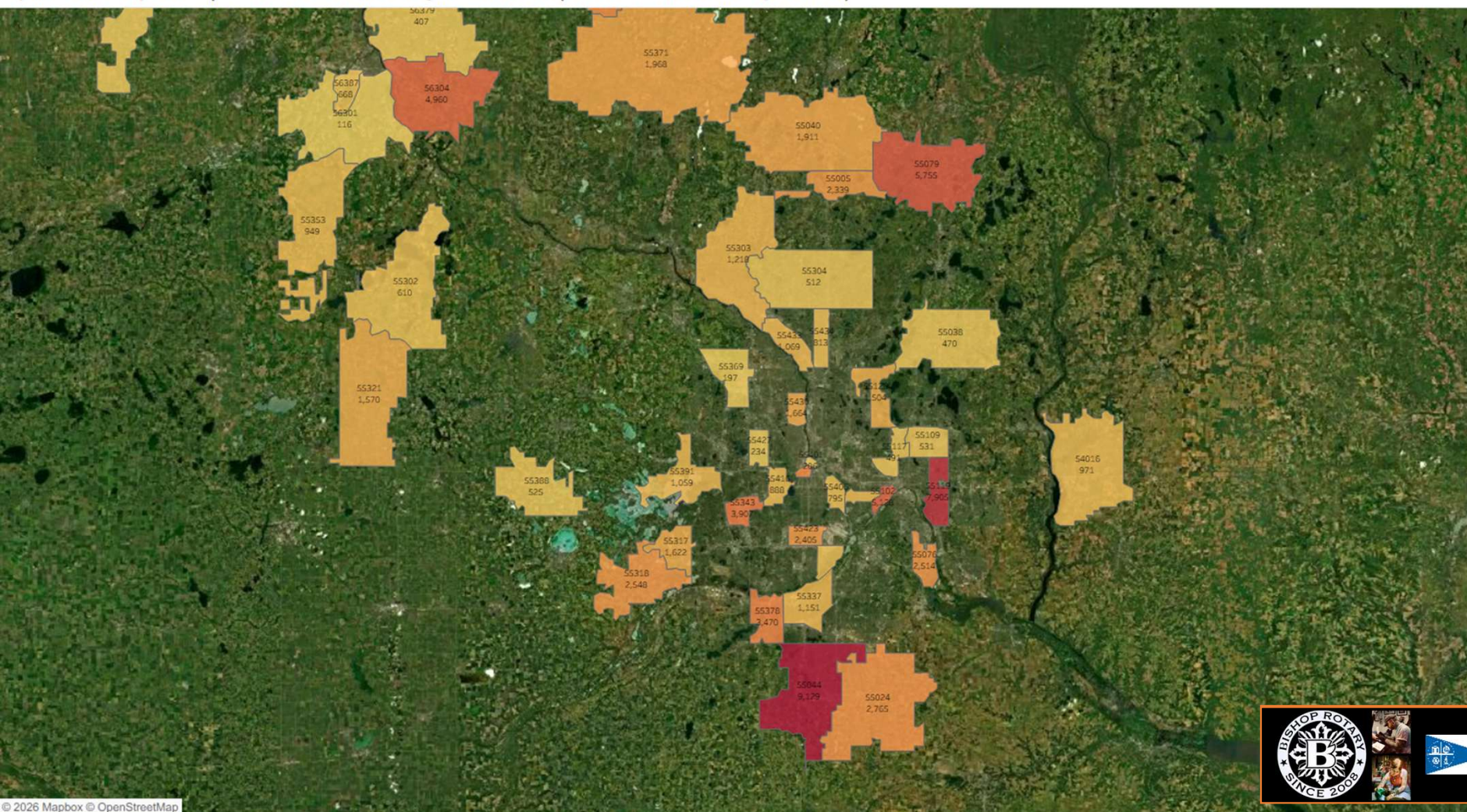


Top-26 Employment Zip Codes: Adults 18 or older





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



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MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 52

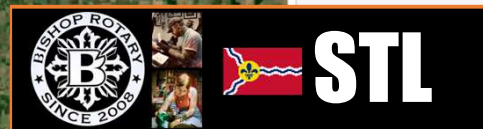
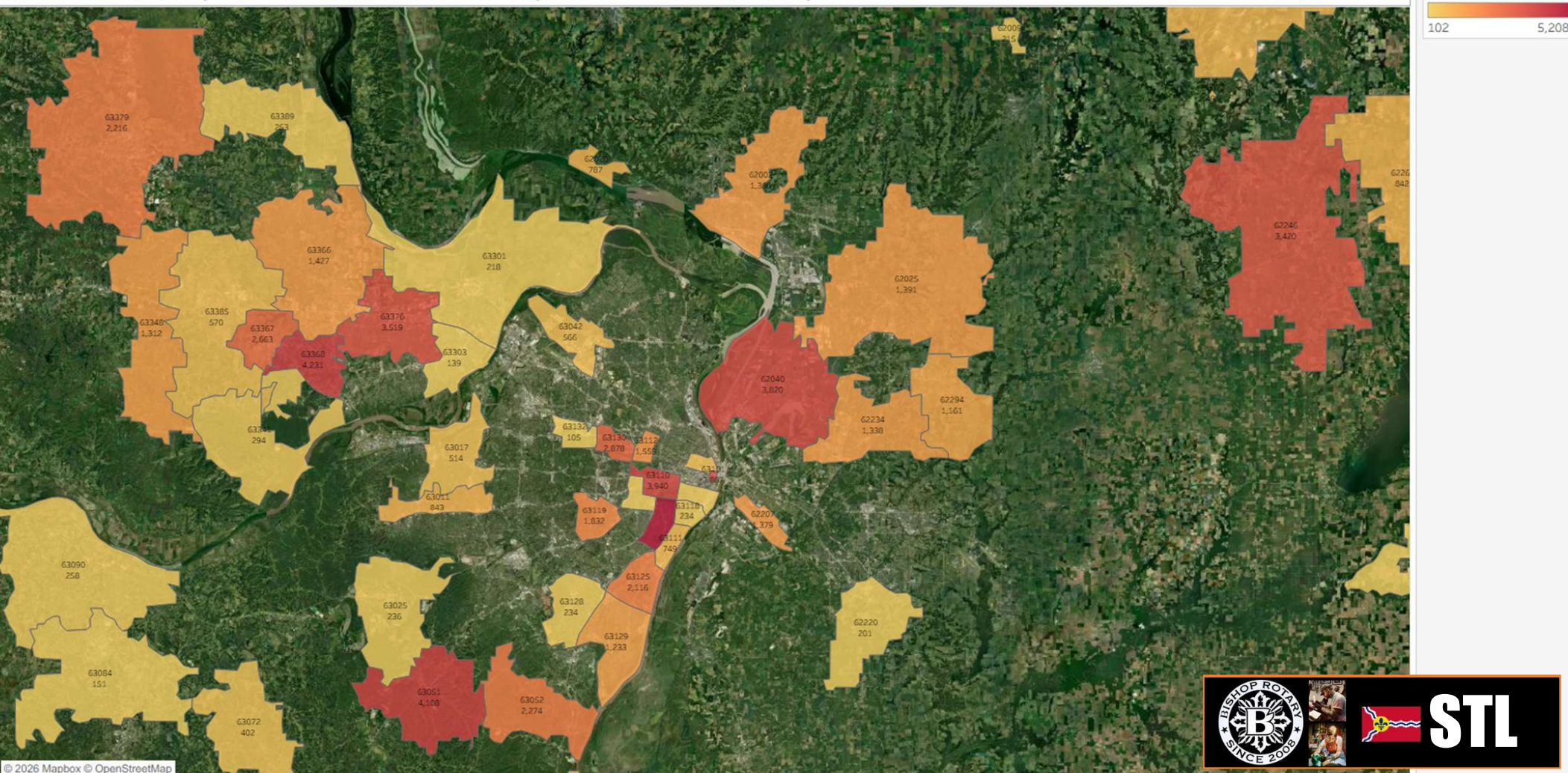
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Other stores bought past 3 months: Any tattoo/body piercing shop

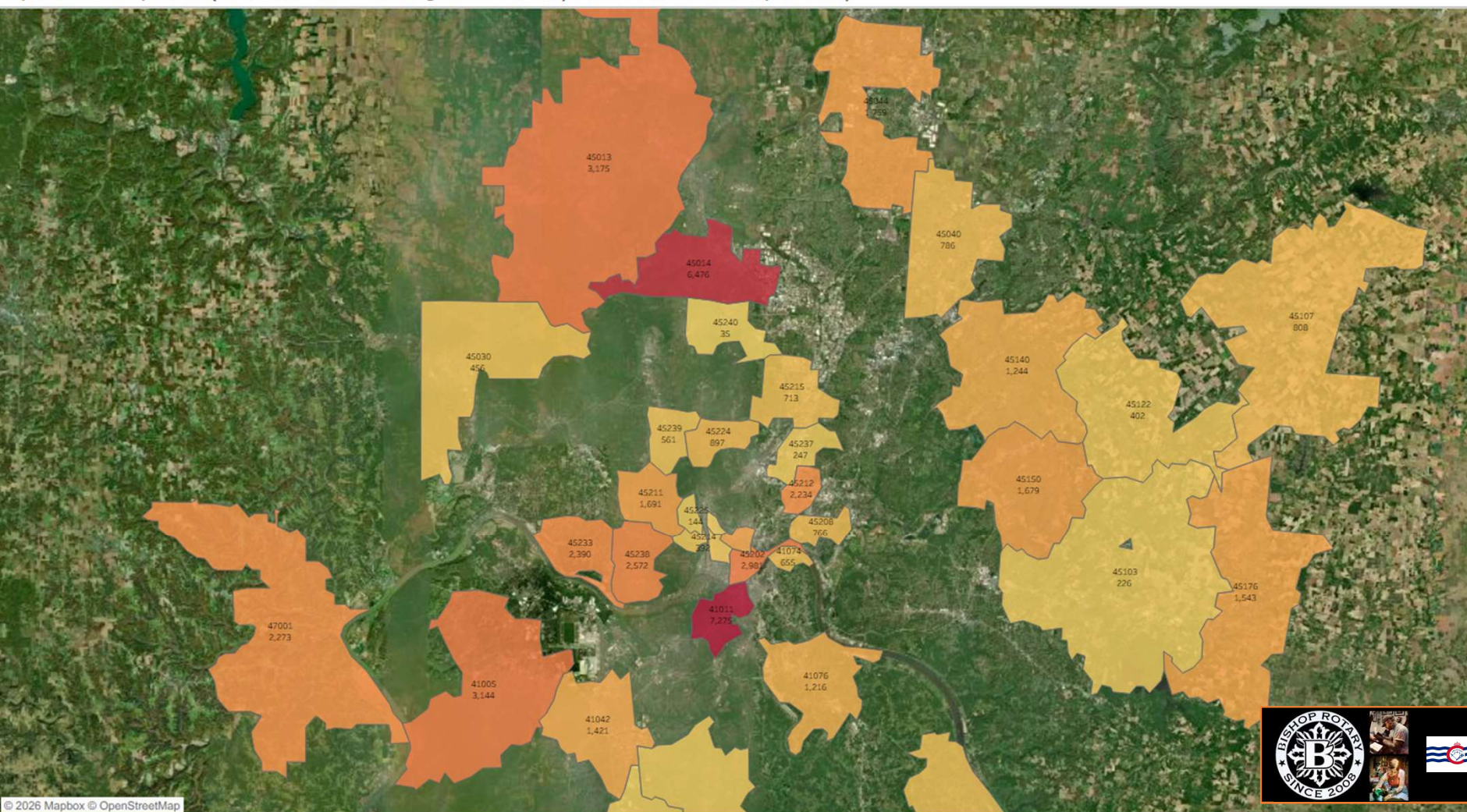


Top Residential Zip Codes: (Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos)





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



SUM(Adults 18 or olde...



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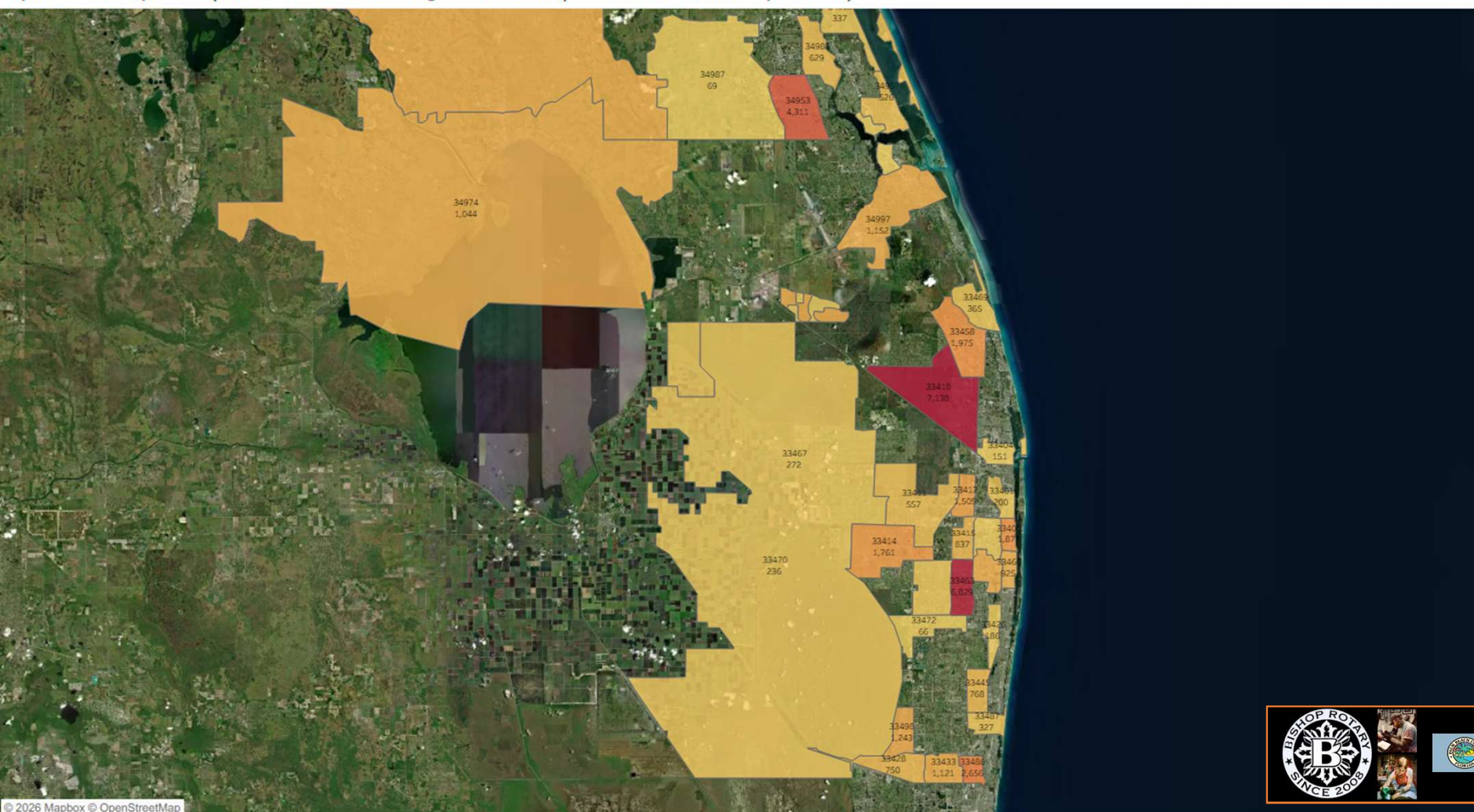
CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 48  
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Other stores bought past 3 months: Any tattoo/body piercing shop



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



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WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 70

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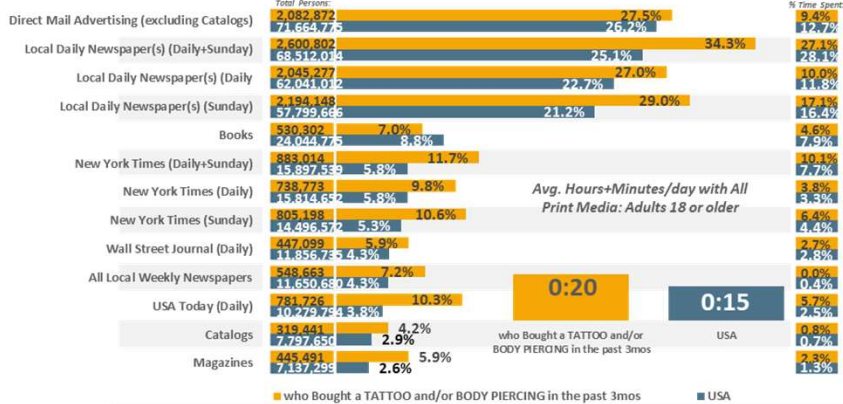
Other stores bought past 3 months: Any tattoo/body piercing shop

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

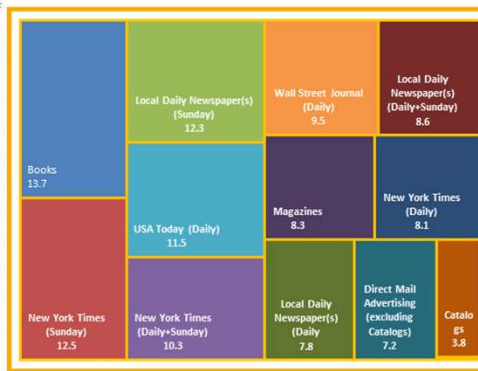
**Avg. Week All Print Media (Persons & % Reach): Adults 18 or older**



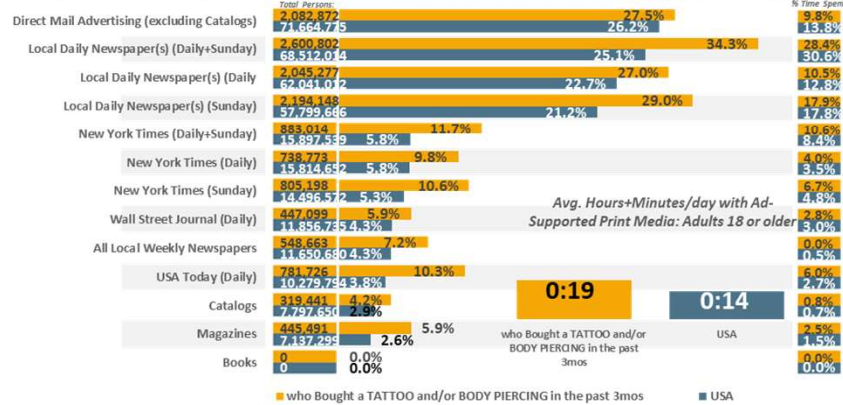
Avg. Hours+Minutes/day with All Print Media: Adults 18 or older

0:20 0:15

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



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



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

0:19 0:14

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



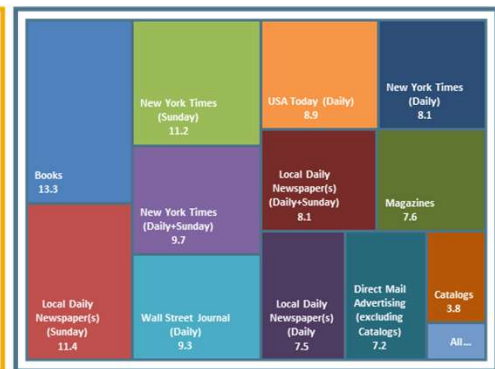
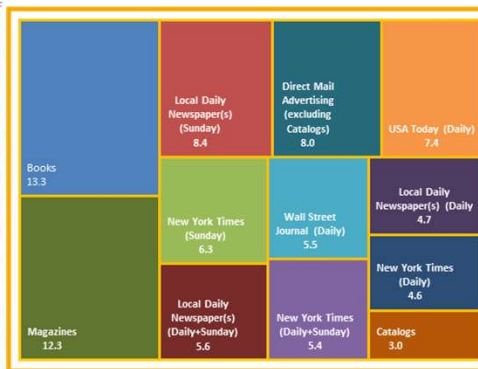
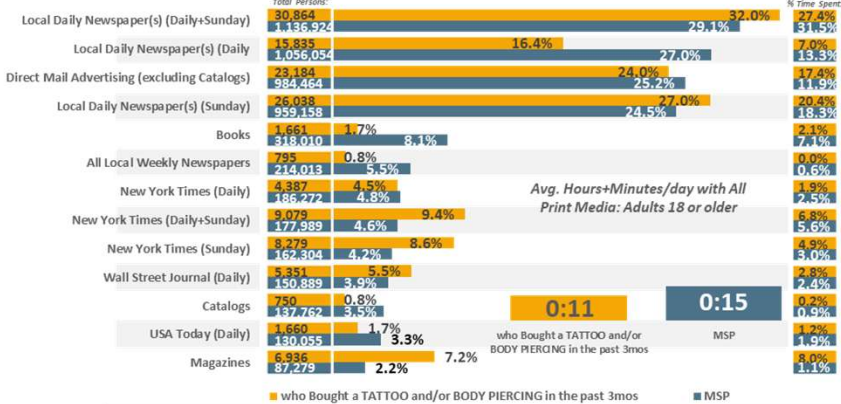
Other stores bought past 3 months: Any tattoo/body piercing shop



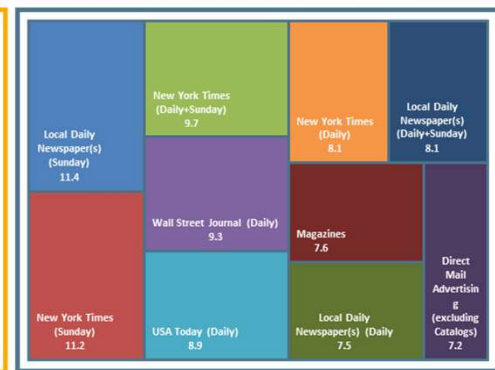
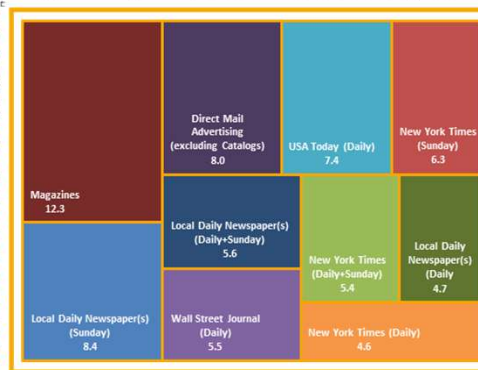
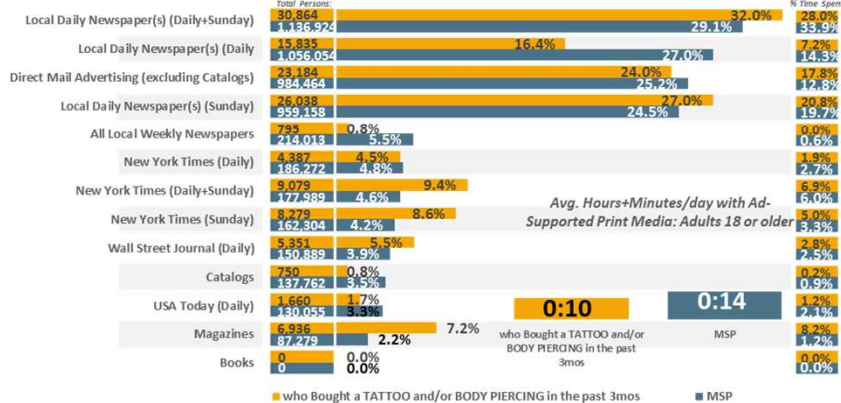


30,864 or 32.% of Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 5.6 minutes every day representing 28.% of all time spent daily with All forms of Print Media.

**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**

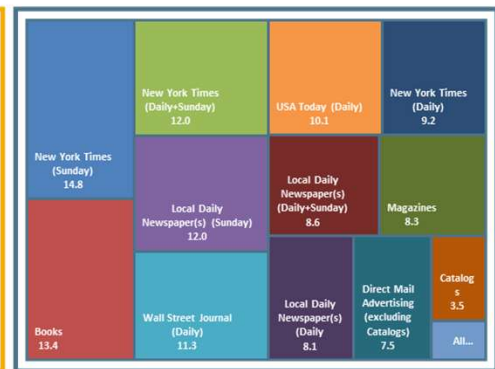
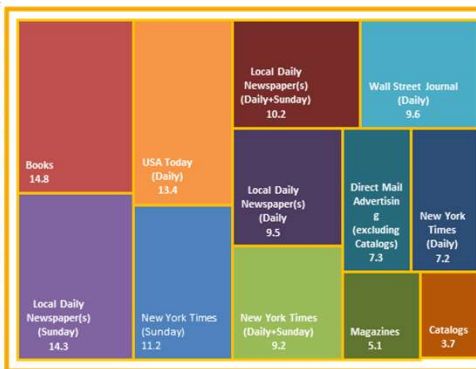
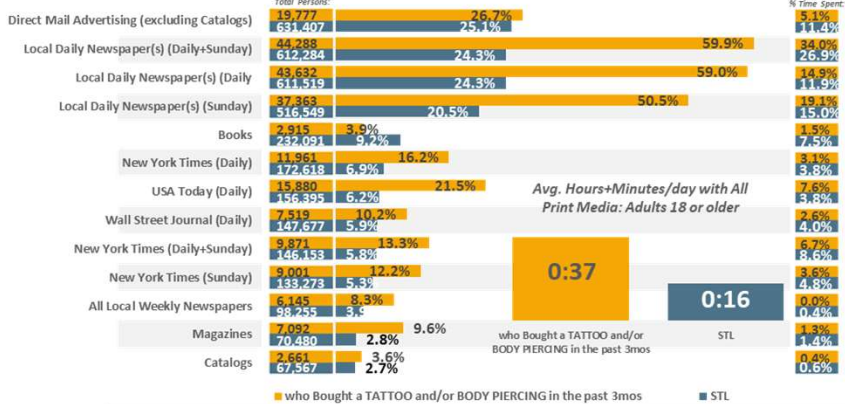




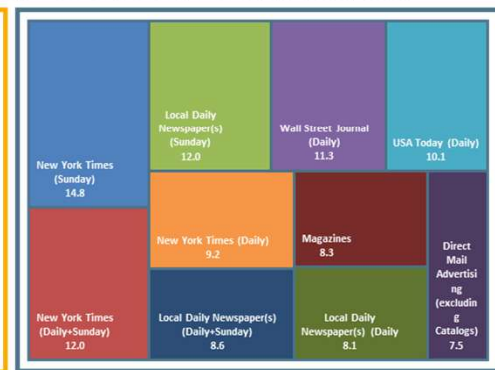
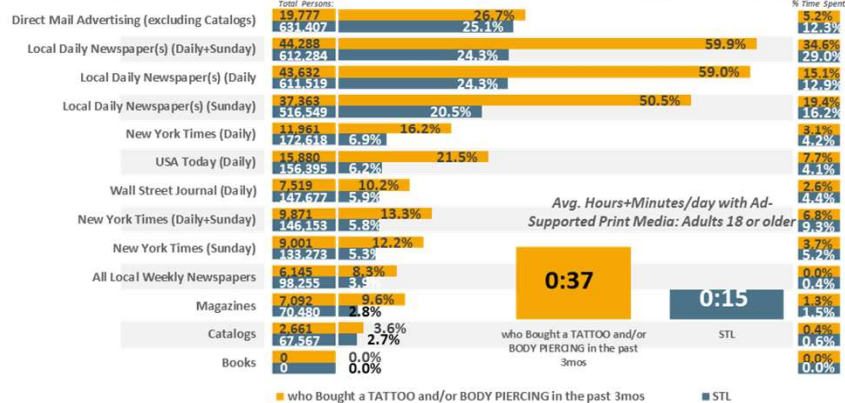


44,288 or 59.9% of Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.2 minutes every day representing 34.6% of all time spent daily with All forms of Print Media

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



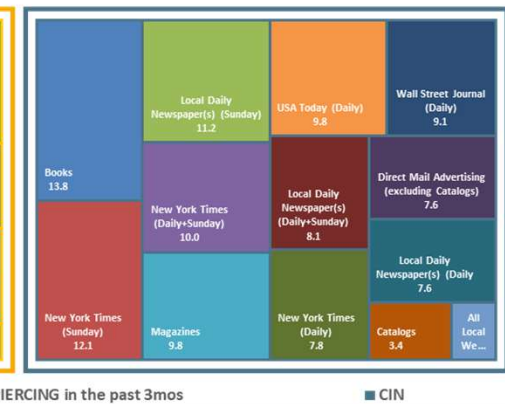
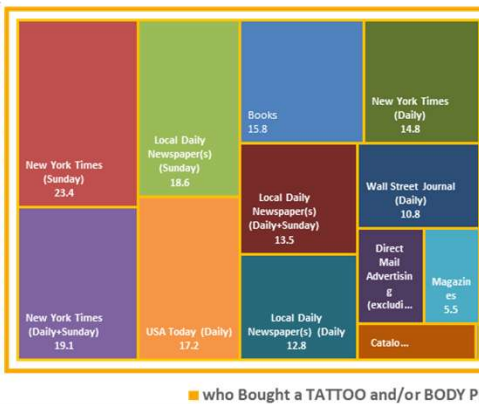
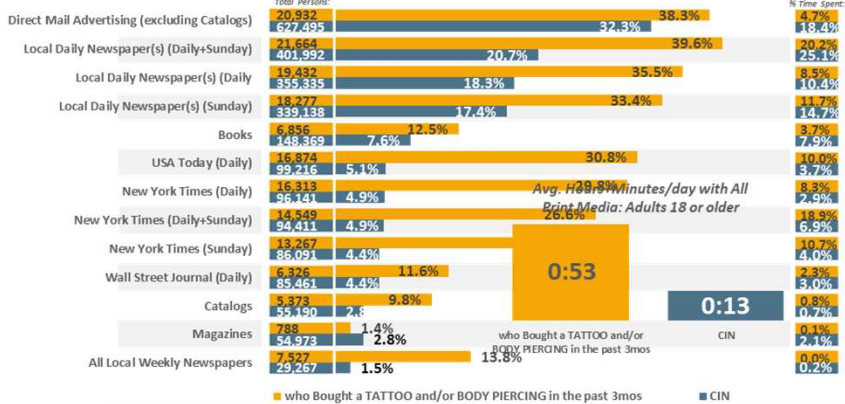
**Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older** **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



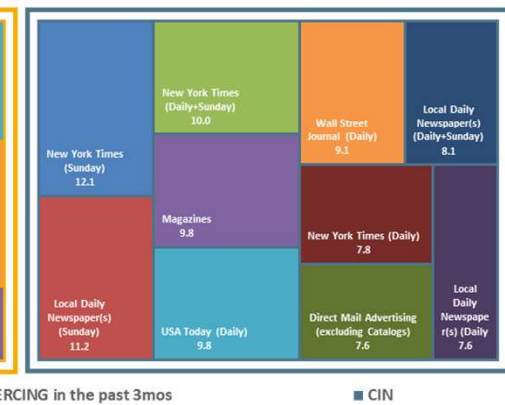
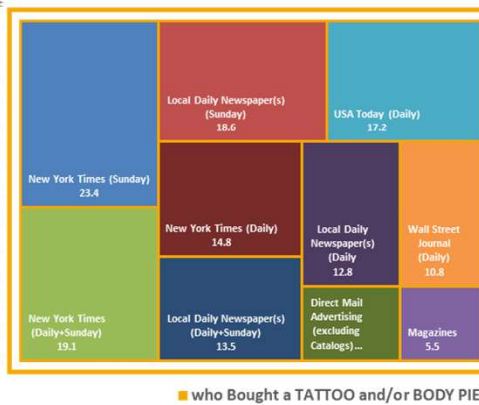
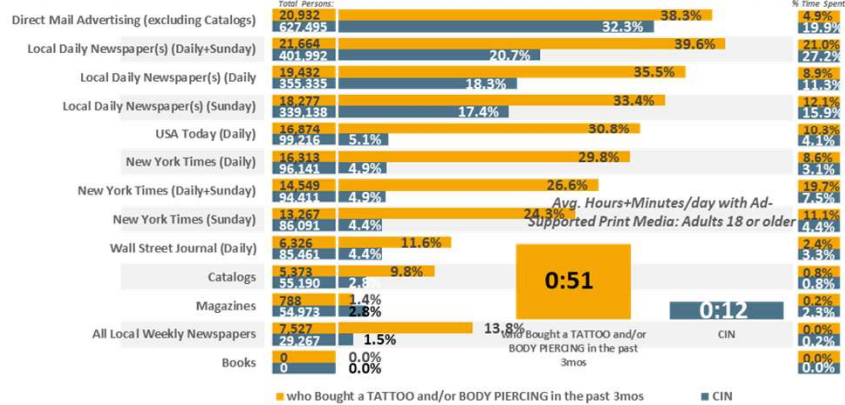


21,664 or 39.6% of Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 13.5 minutes every day representing 21.1% of all time spent daily with All forms of Print Media.

**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**

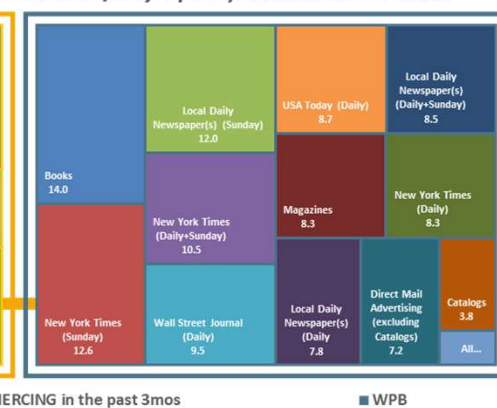
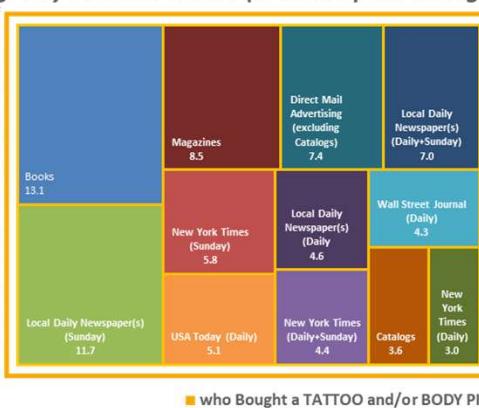
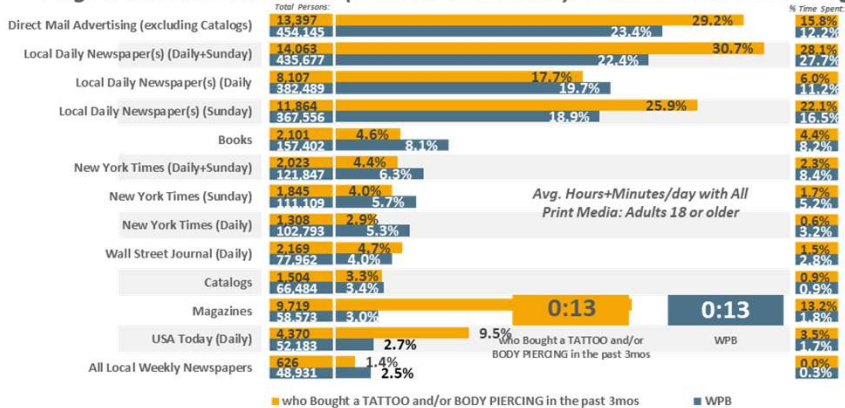


Other stores bought past 3 months: Any tattoo/body piercing shop

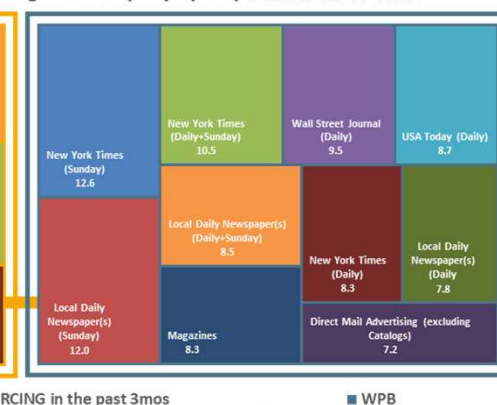
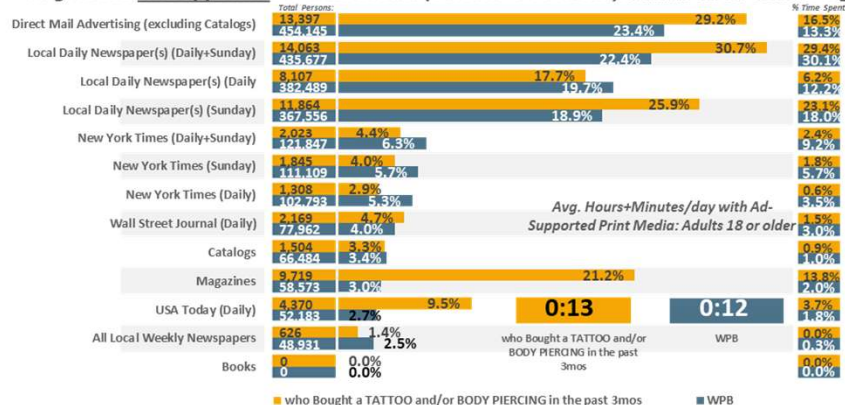


14,063 or 30.7% of Adults 18 or older who Bought a TATTOO and/or BODY PIERCING in the past 3mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7. minutes every day representing 29.4% of all time spent daily with All forms of Print Media.

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



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



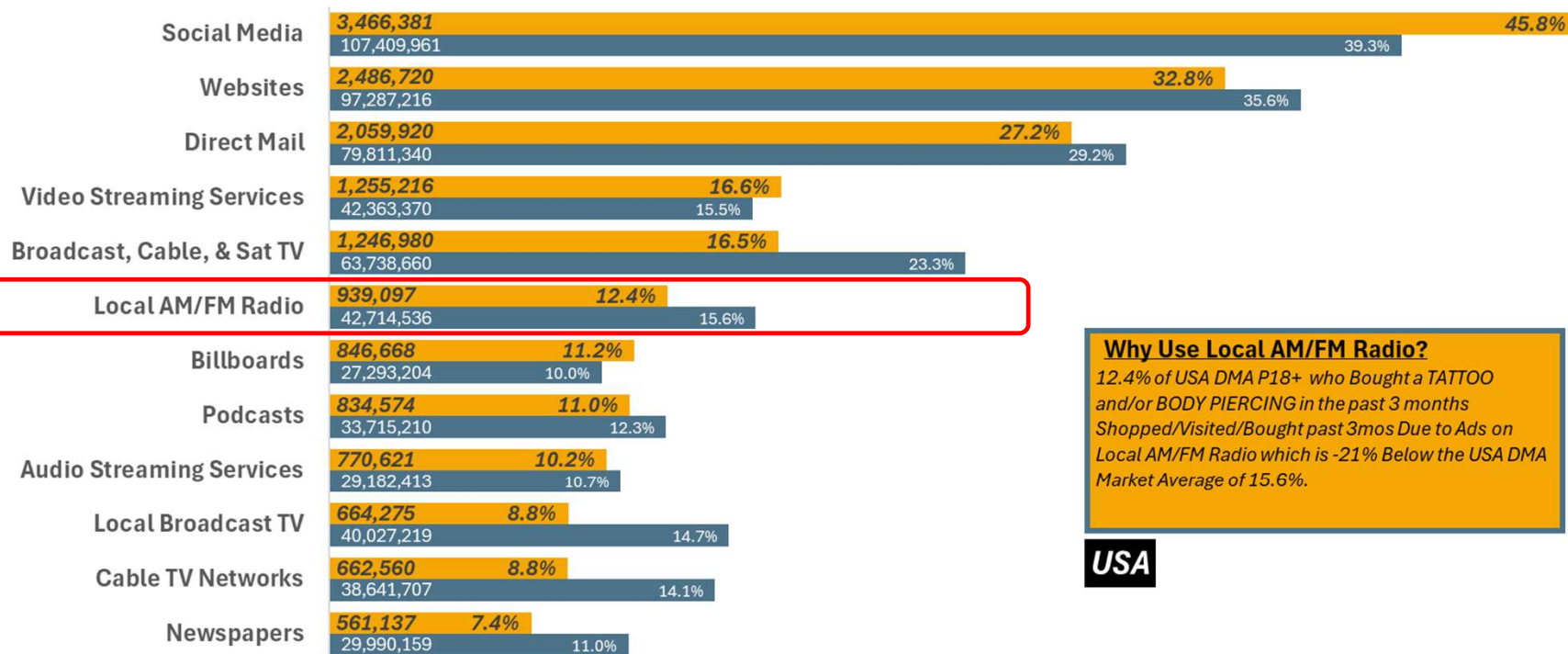
Other stores bought past 3 months: Any tattoo/body piercing shop





## "Advertising Actions"

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



### Why Use Local AM/FM Radio?

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

USA

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

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

USA DMA ScarboroughR1 2026: Jan25-Mar26 Qual Intab: 725  
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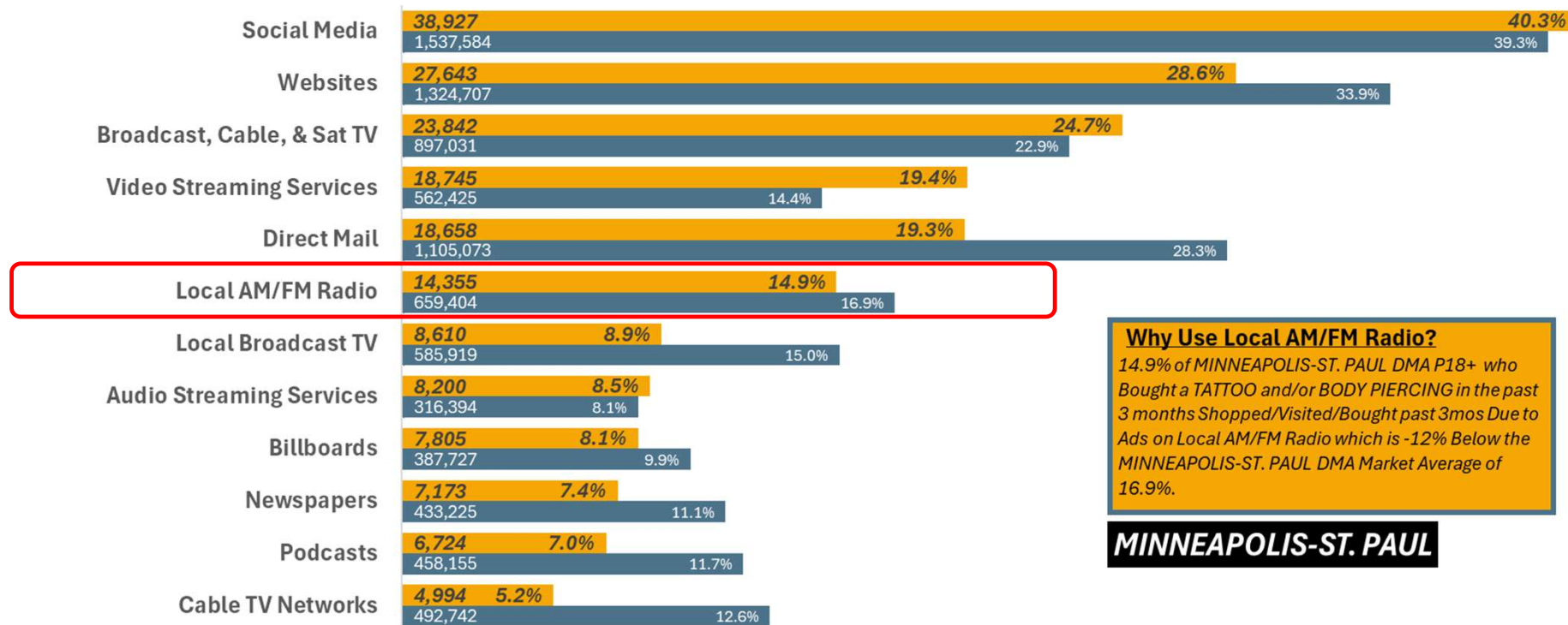
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Other stores bought past 3 months: Any tattoo/body piercing shop



## "Advertising Actions"

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



### Why Use Local AM/FM Radio?

14.9% of MINNEAPOLIS-ST. PAUL DMA P18+ who Bought a TATTOO and/or BODY PIERCING in the past 3 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -12% Below the MINNEAPOLIS-ST. PAUL DMA Market Average of 16.9%.

**MINNEAPOLIS-ST. PAUL**

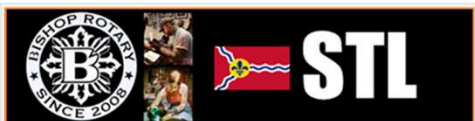
■ P18+ who Bought a TATTOO and/or BODY PIERCING in the past 3 months (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 52  
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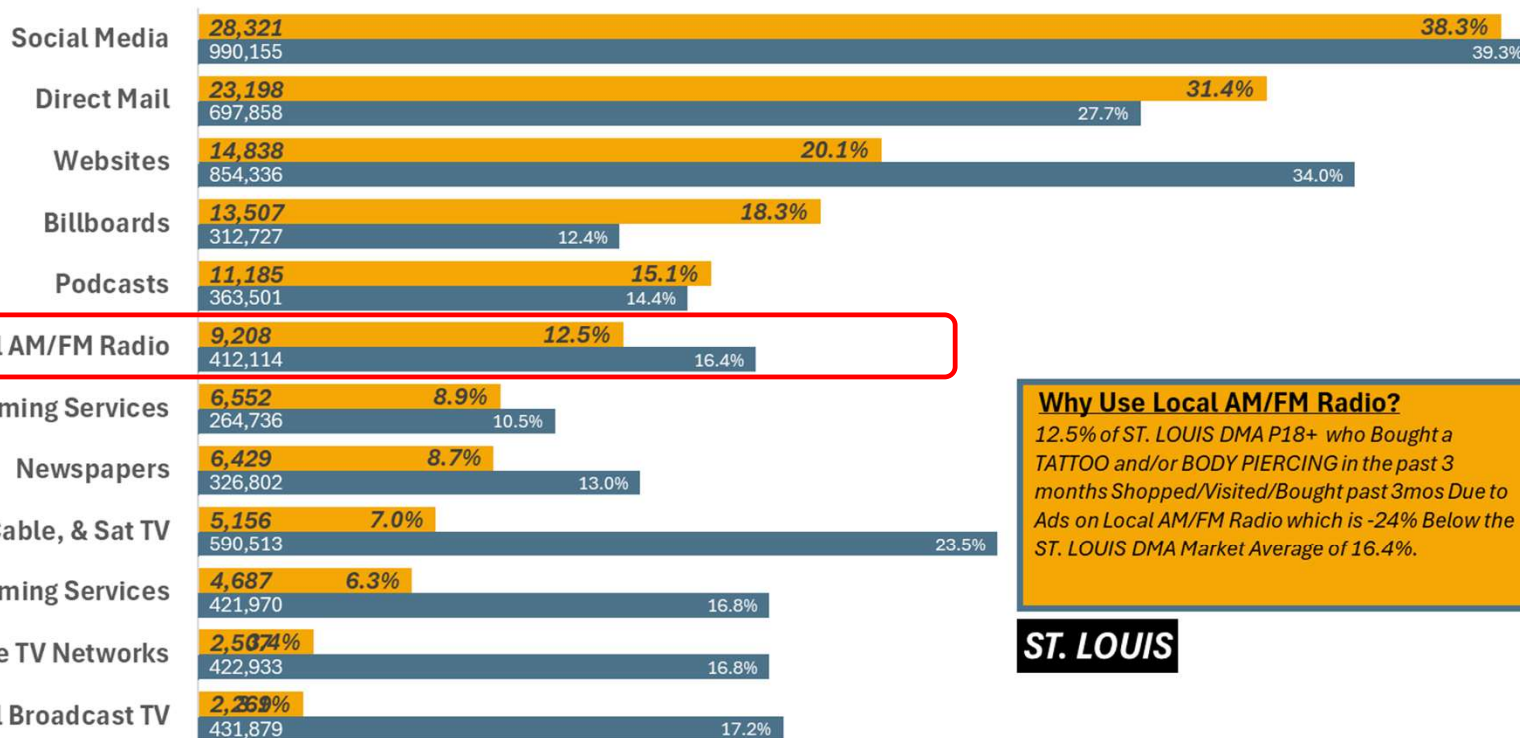
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Other stores bought past 3 months: Any tattoo/body piercing shop



## "Advertising Actions"

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



### Why Use Local AM/FM Radio?

12.5% of ST. LOUIS DMA P18+ who Bought a TATTOO and/or BODY PIERCING in the past 3 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -24% Below the ST. LOUIS DMA Market Average of 16.4%.

**ST. LOUIS**

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

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

ST. LOUIS DMA ScarboroughR1 2026: Feb25-Feb26 Qual Intab: 76  
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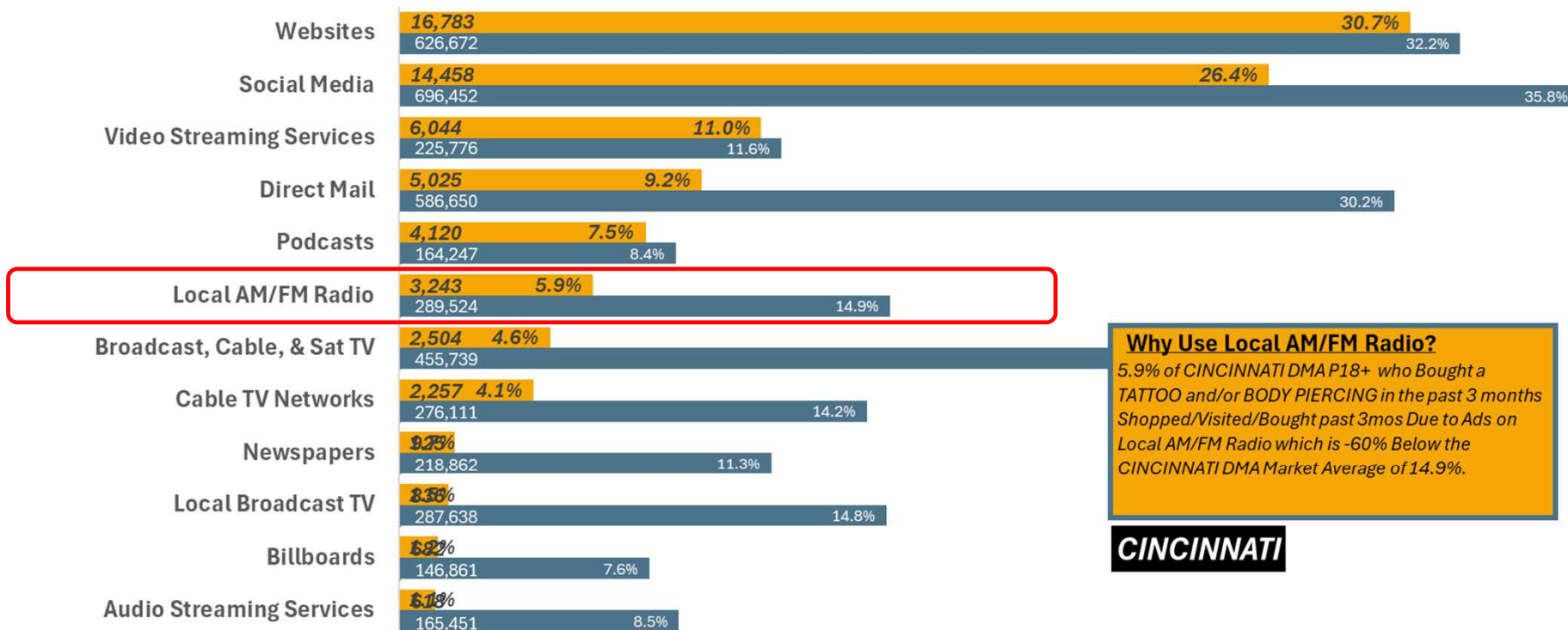
Other stores bought past 3 months: Any tattoo/body piercing shop





## "Advertising Actions"

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



**Why Use Local AM/FM Radio?**  
5.9% of CINCINNATI DMA P18+ who Bought a TATTOO and/or BODY PIERCING in the past 3 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -60% Below the CINCINNATI DMA Market Average of 14.9%.

**CINCINNATI**

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

CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 48  
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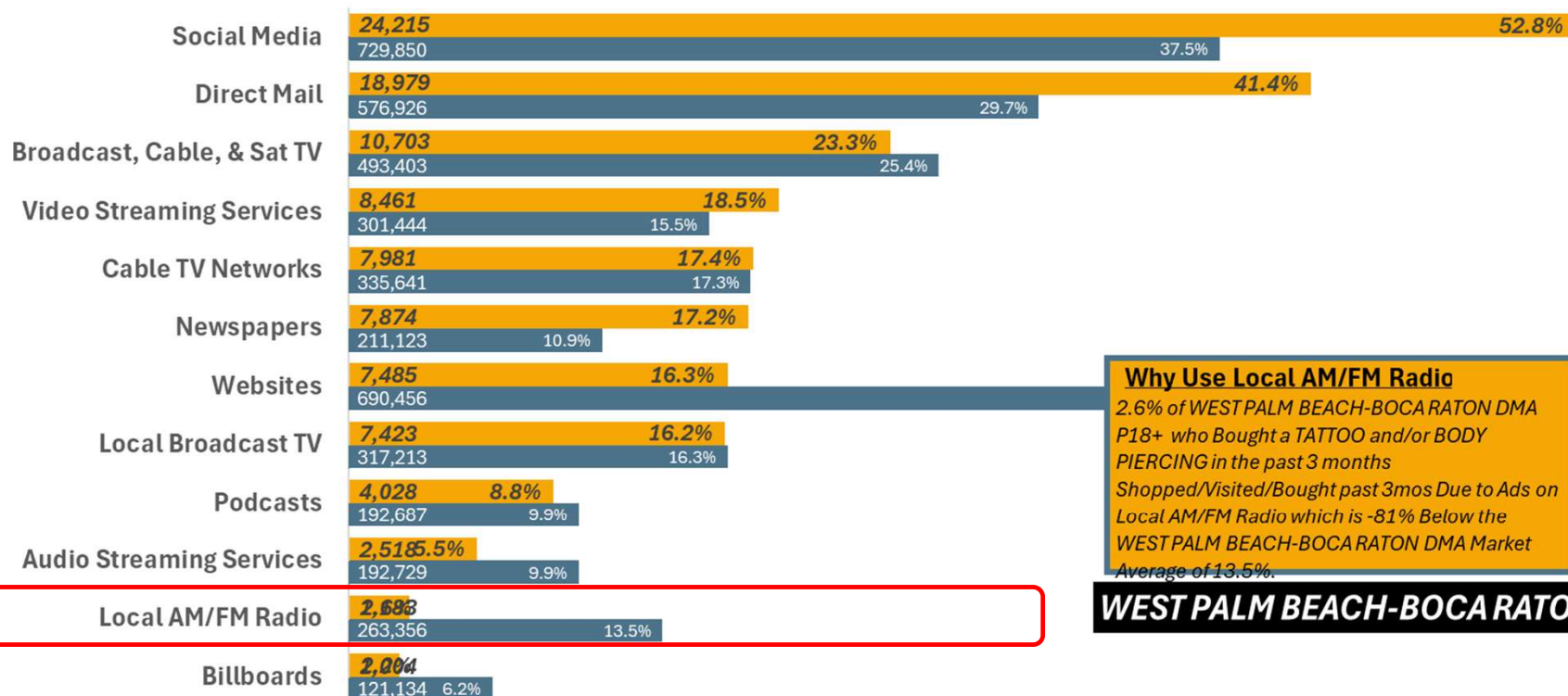
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Other stores bought past 3 months: Any tattoo/body piercing shop



## "Advertising Actions"

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



### Why Use Local AM/FM Radio

2.6% of WEST PALM BEACH-BOCA RATON DMA  
P18+ who Bought a TATTOO and/or BODY  
PIERCING in the past 3 months  
Shopped/Visited/Bought past 3mos Due to Ads on  
Local AM/FM Radio which is -81% Below the  
WEST PALM BEACH-BOCA RATON DMA Market  
Average of 13.5%.

**WEST PALM BEACH-BOCA RATON**

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

■ P18+ WEST PALM BEACH-BOCA RATON AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab: 70

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