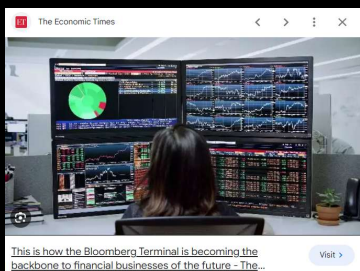


USA+4 DMAs – P18+ who Bought Clothing Items at H&M in the past 3 months!

Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of **USA, CHICAGO, WASHINGTON, DC, SEATTLE-TACOMA and PHOENIX DMA P18+ who Bought Clothing Items at H&M in the past 3 months as of March 31, 2026.**



P18+

Vanguard BlackRock

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

Clothing stores bought past 3 months: H&M





3.7% or 10,171,495 of USA DMA Adults 18 or older Bought Clothing Items at H&M in the past 3 months. Typical Adults 18 or older who Bought Clothing Items at H&M in the past 3 months are 36.5 years old (25.3% younger than average) and have a \$131,171 (11.9% higher than average) annual household income.

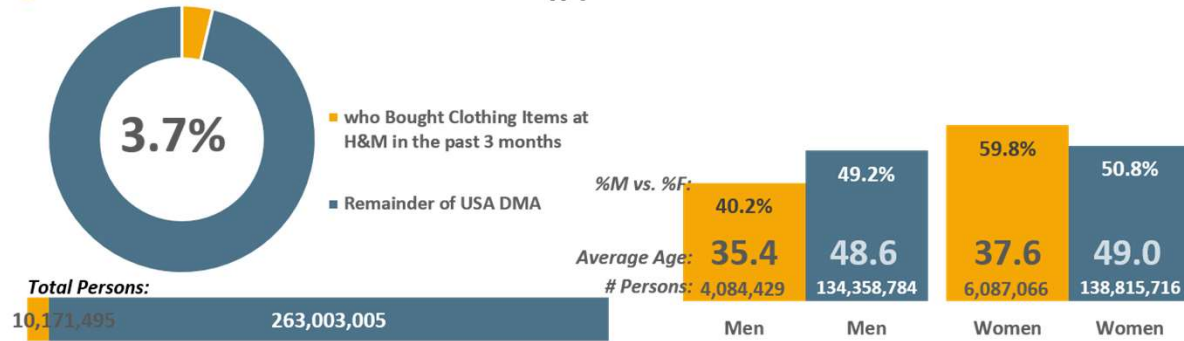


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

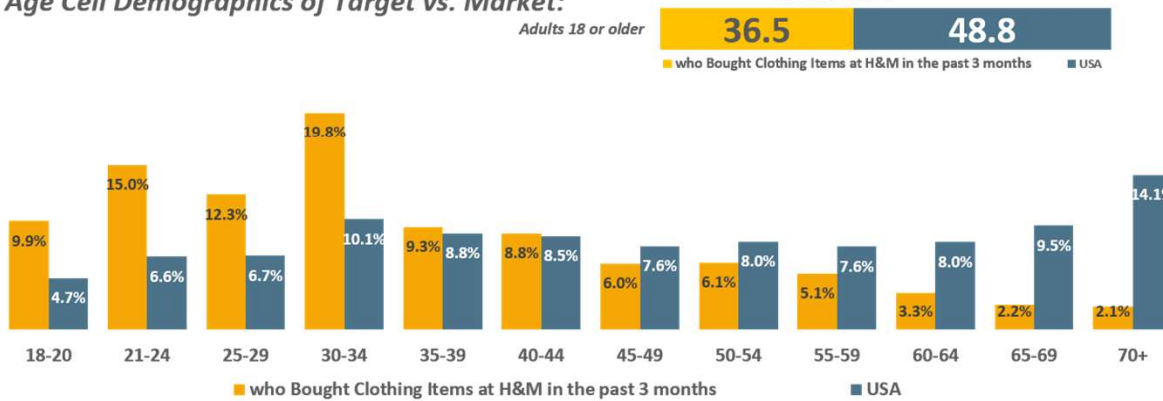
Ethnicity of Target vs. Market:



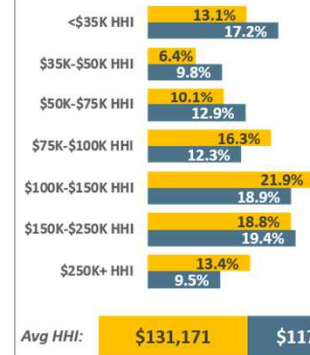
Age Cell Demographics of Target vs. Market:

Adults 18 or older

Average Age:



HHI of Target vs. Market:





3.7% or 279,361 of CHI DMA Adults 18 or older Bought Clothing Items at H&M in the past 3 months. Typical Adults 18 or older who Bought Clothing Items at H&M in the past 3 months are 34.3 years old (29.1% younger than average) and have a \$108,690 (3.4% lower than average) annual household income.

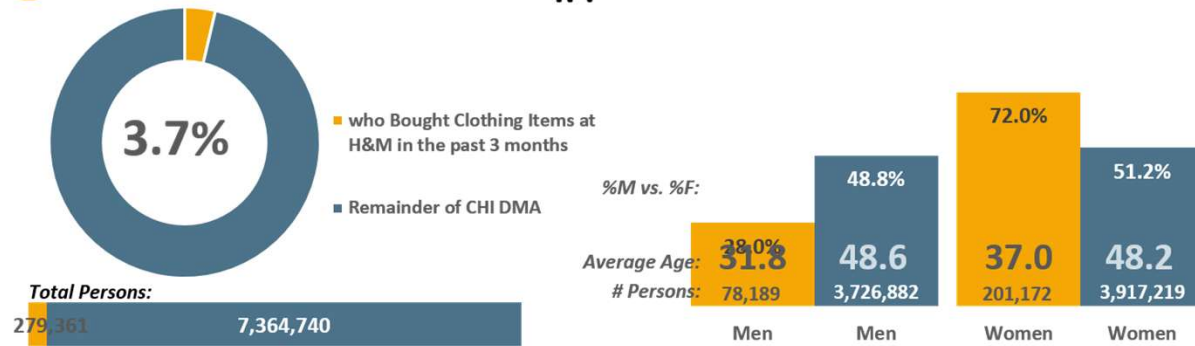


Percent of Market: Adults 18 or older

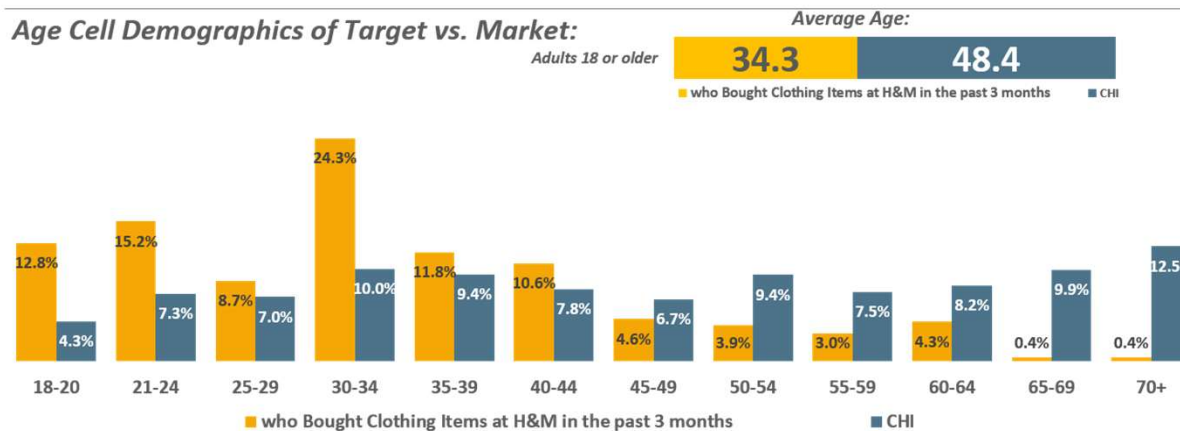


Gender of Target vs. Market: Adults 18 or older

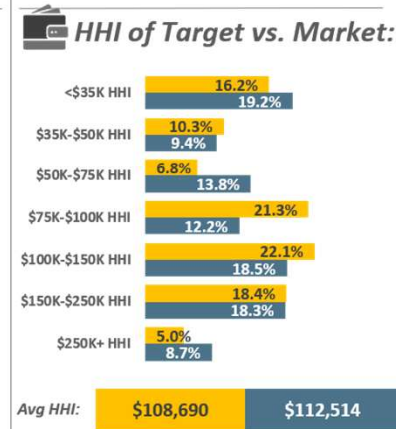
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:





5.5% or 316,368 of WADC DMA Adults 18 or older Bought Clothing Items at H&M in the past 3 months.
Typical Adults 18 or older who Bought Clothing Items at H&M in the past 3 months are 36.7 years old
(23.5% younger than average) and have a \$147,868 (6.2% higher than average) annual household income.

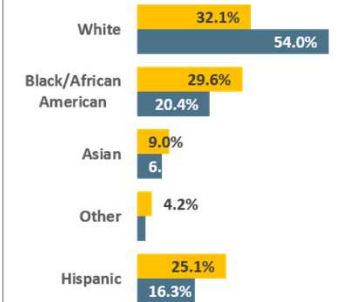
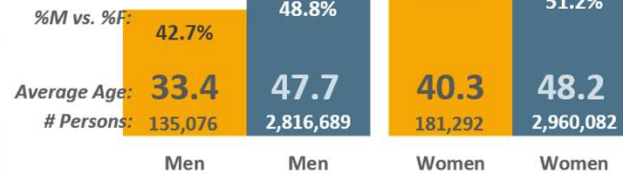
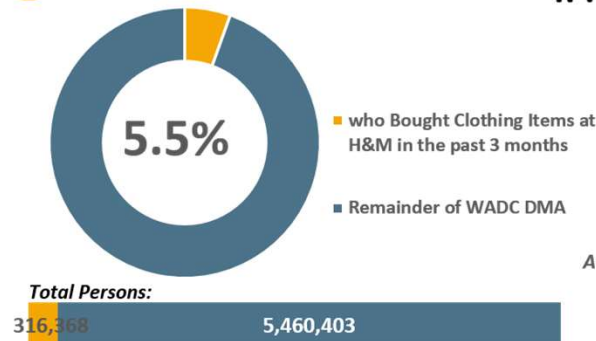


Percent of Market: Adults 18 or older

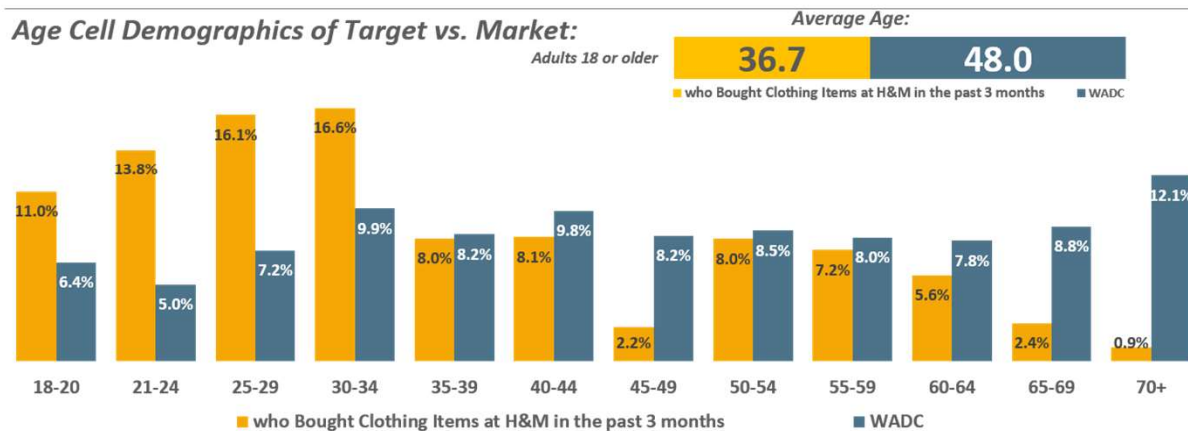


Gender of Target vs. Market: Adults 18 or older

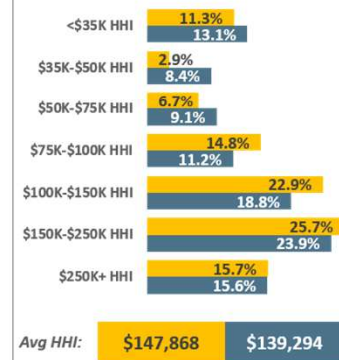
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:





2.8% or 128,451 of SEA DMA Adults 18 or older Bought Clothing Items at H&M in the past 3 months.
 Typical Adults 18 or older who Bought Clothing Items at H&M in the past 3 months are 40.7 years old
 (15.6% younger than average) and have a \$153,008 (18.9% higher than average) annual household income.

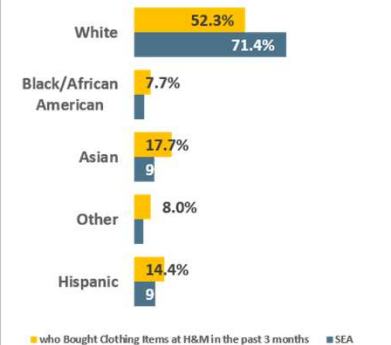
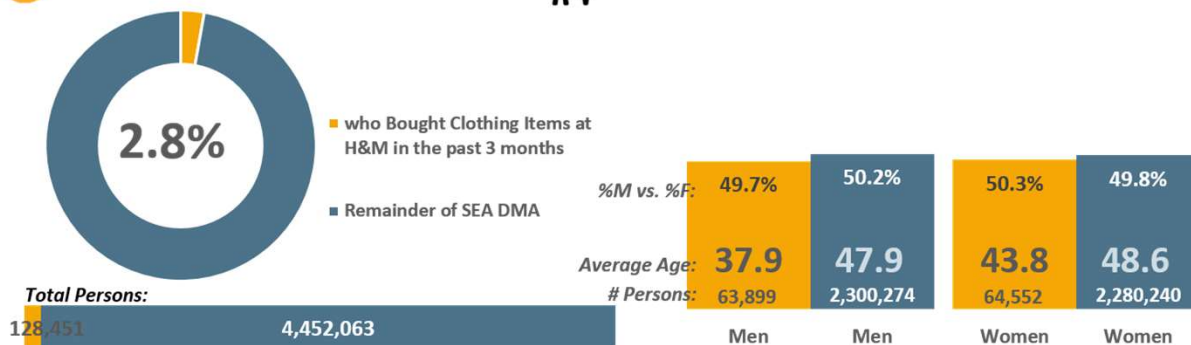


Percent of Market: Adults 18 or older

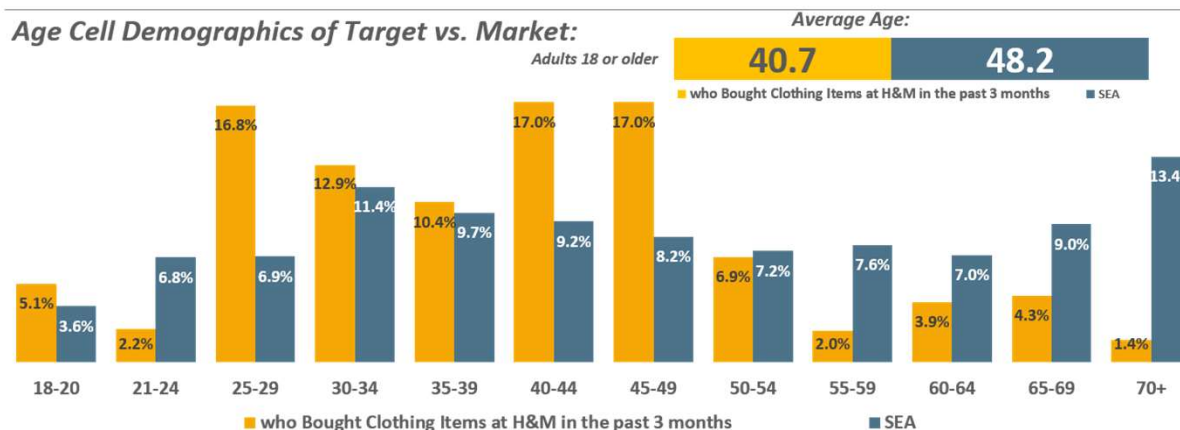


Gender of Target vs. Market: Adults 18 or older

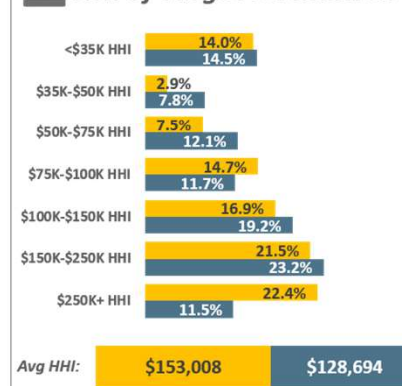
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:





4.3% or 205,631 of PHX DMA Adults 18 or older Bought Clothing Items at H&M in the past 3 months. Typical Adults 18 or older who Bought Clothing Items at H&M in the past 3 months are 31.2 years old (36.4% younger than average) and have a \$118,574 (10.7% higher than average) annual household income.

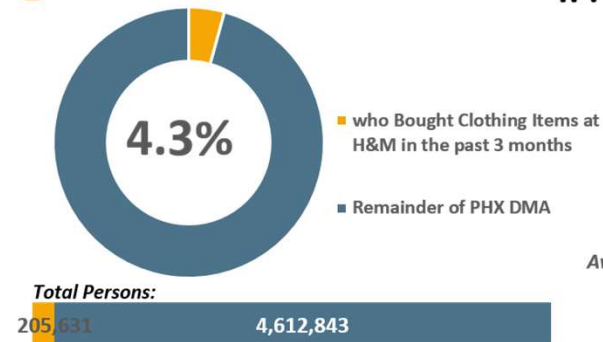


Percent of Market: Adults 18 or older

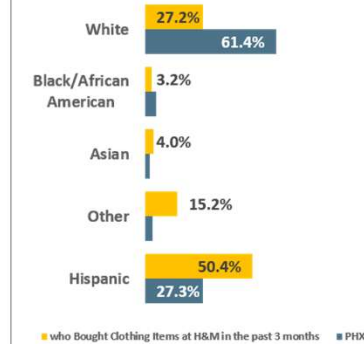


Gender of Target vs. Market: Adults 18 or older

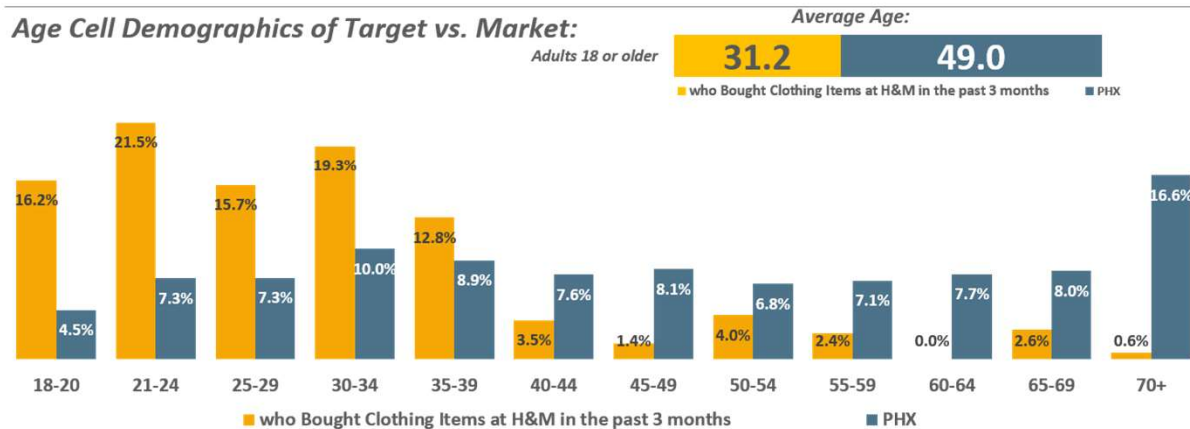
Ethnicity of Target vs. Market:



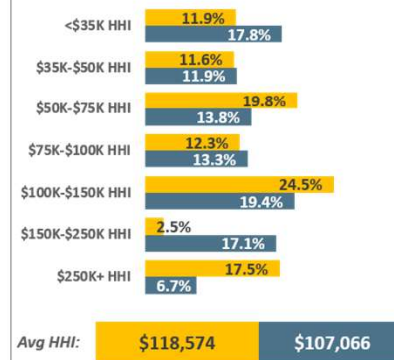
	Men	Men	Women	Women
%M vs. %F:	44.5%	49.5%	55.5%	50.5%
Average Age:	32.1	48.2	30.2	49.7
# Persons:	91,537	2,386,757	114,094	2,431,717



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:

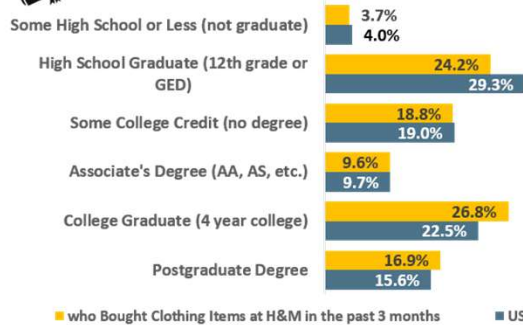




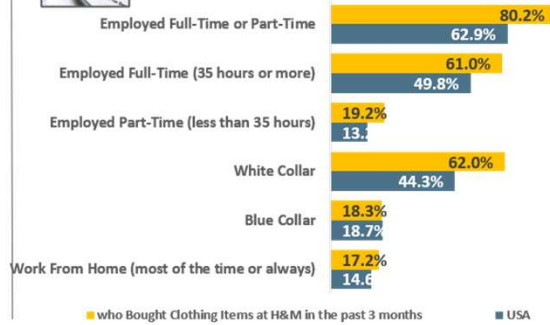
3.7% or 10,171,495 of USA DMA Adults 18 or older Bought Clothing Items at H&M in the past 3 months. Adults 18 or older who Bought Clothing Items at H&M in the past 3 months are 15.% more likely to be a college graduate, 22.6% more likely to work full-time, 27.1% less likely to be married, 43.5% more likely to be a parent of 1 or more children under 18.



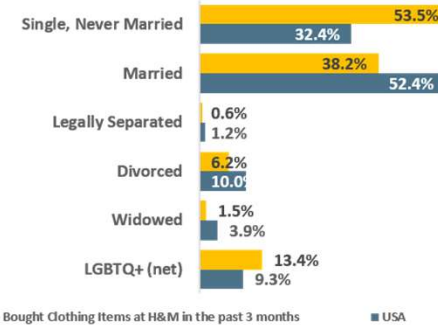
Education Levels: Adults 18 or older



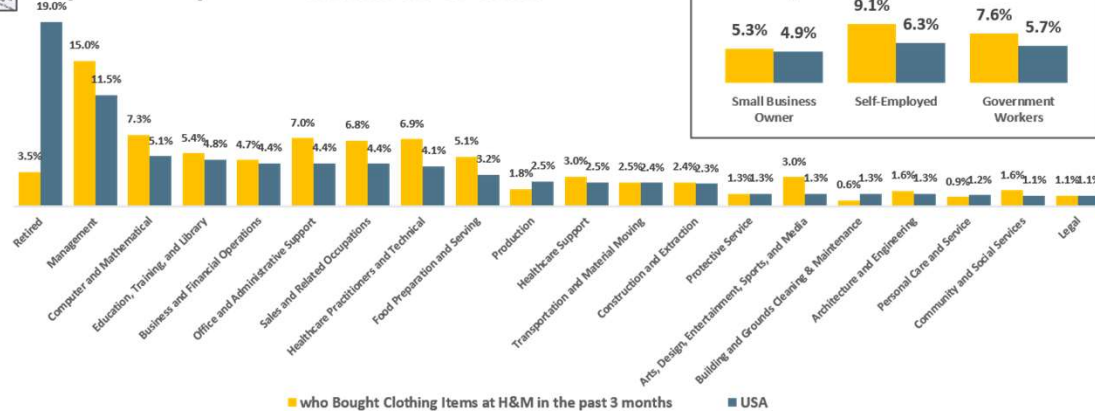
Employment: Adults 18 or older



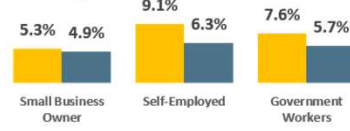
Marital Status: Adults 18 or older



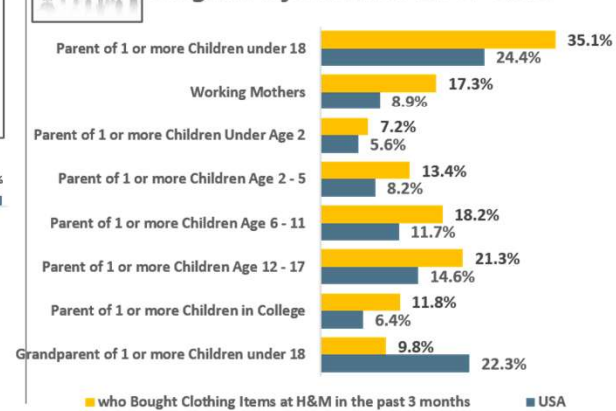
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

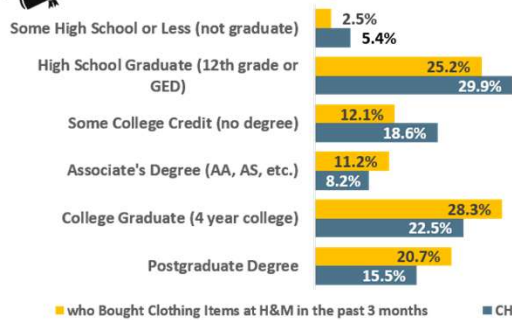




3.7% or 279,361 of CHI DMA Adults 18 or older Bought Clothing Items at H&M in the past 3 months. Adults 18 or older who Bought Clothing Items at H&M in the past 3 months are 29.2% more likely to be a college graduate, 29.1% more likely to work full-time, 20.2% less likely to be married, 51.8% more likely to be a parent of 1 or more children under 18.



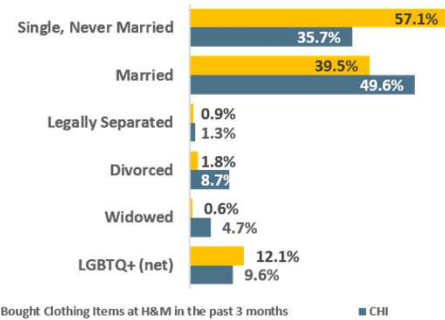
Education Levels: Adults 18 or older



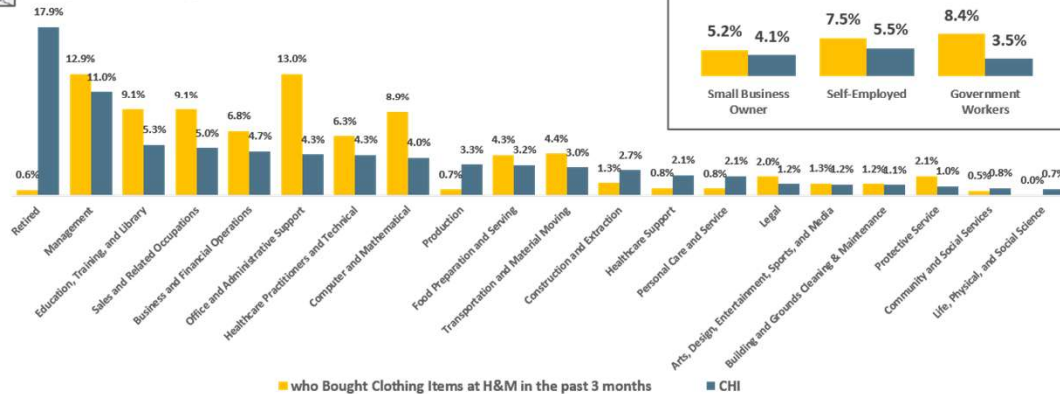
Employment: Adults 18 or older



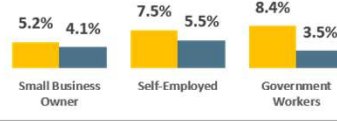
Marital Status: Adults 18 or older



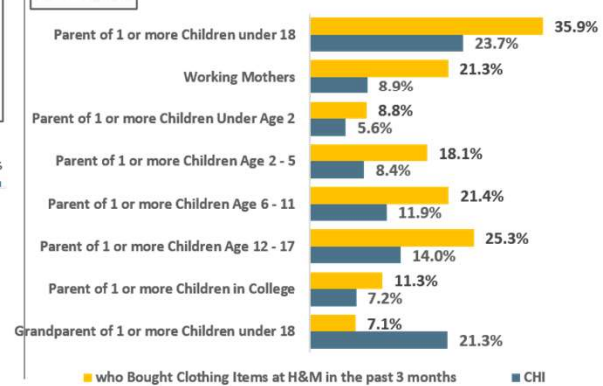
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

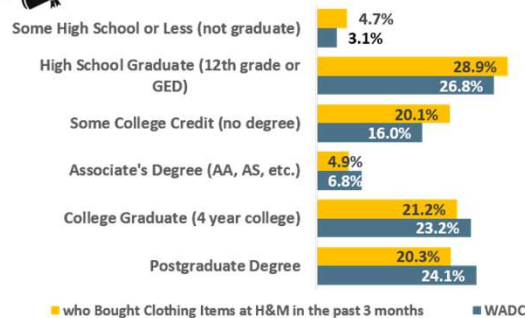




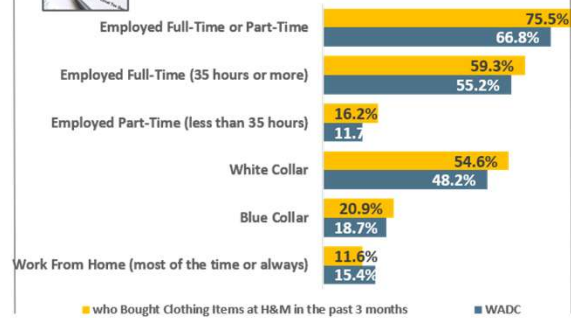
5.5% or 316,368 of WADC DMA Adults 18 or older Bought Clothing Items at H&M in the past 3 months. Adults 18 or older who Bought Clothing Items at H&M in the past 3 months are 12.3% less likely to be a college graduate, 7.5% more likely to work full-time, 41.2% less likely to be married, 8.5% more likely to be a parent of 1 or more children under 18.



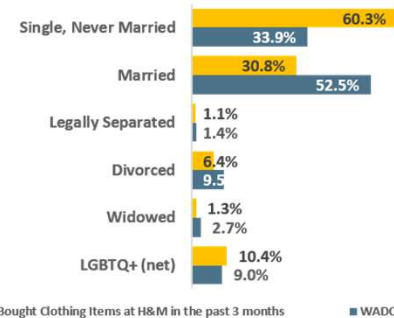
Education Levels: Adults 18 or older



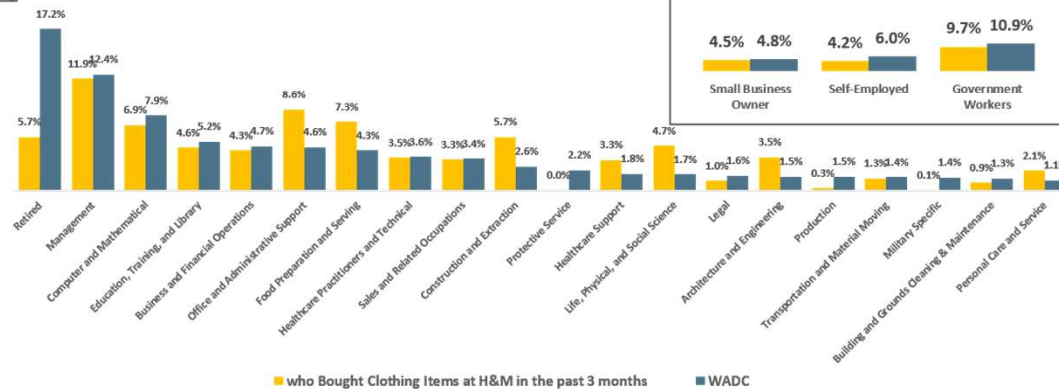
Employment: Adults 18 or older



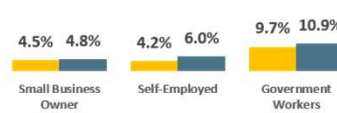
Marital Status: Adults 18 or older



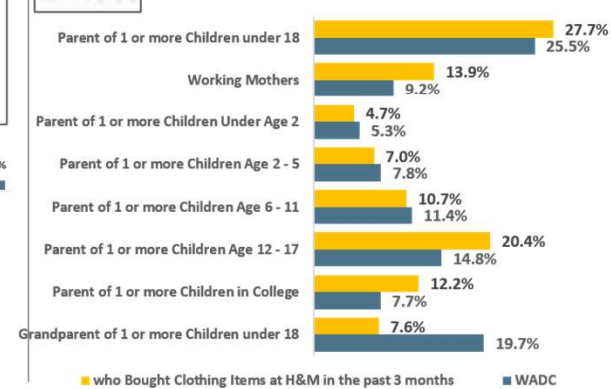
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

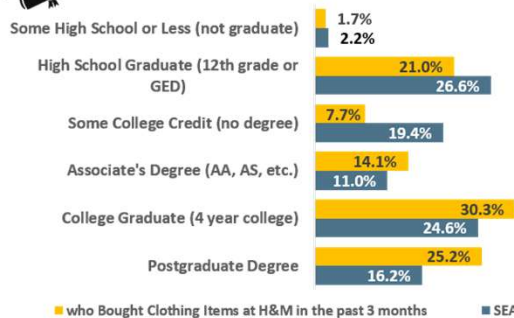




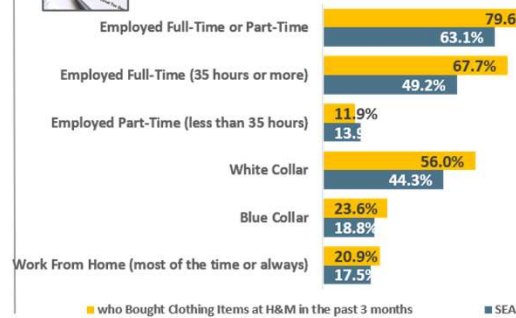
2.8% or 128,451 of SEA DMA Adults 18 or older Bought Clothing Items at H&M in the past 3 months. Adults 18 or older who Bought Clothing Items at H&M in the past 3 months are 35.8% more likely to be a college graduate, 37.7% more likely to work full-time, 5.7% less likely to be married, 76.5% more likely to be a parent of 1 or more children under 18.



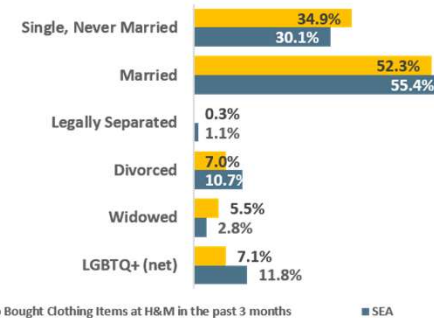
Education Levels: Adults 18 or older



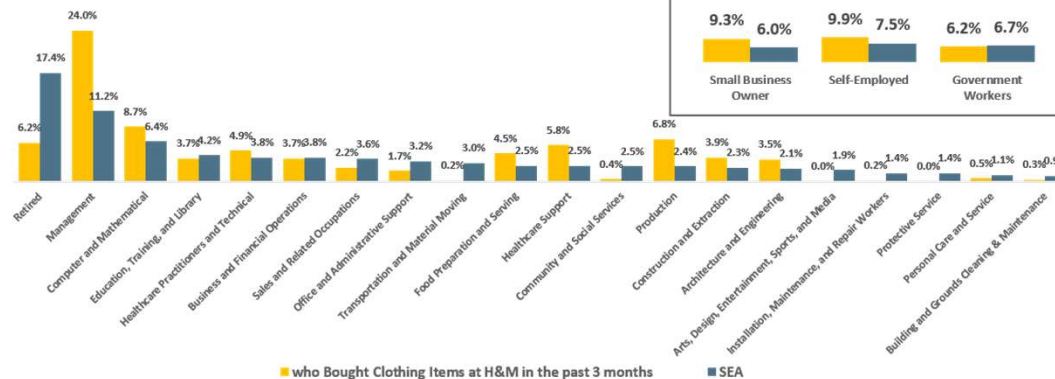
Employment: Adults 18 or older



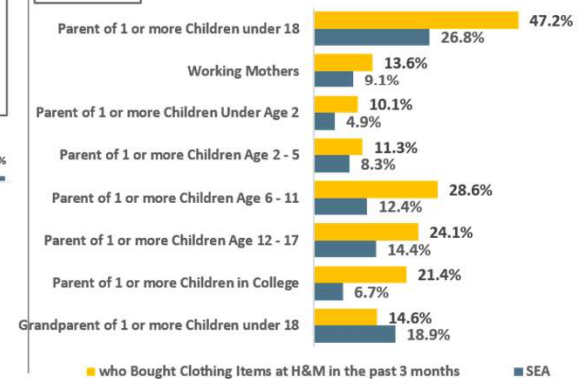
Marital Status: Adults 18 or older



Top-20 Occupations: Adults 18 or older



Stage in Life: Adults 18 or older

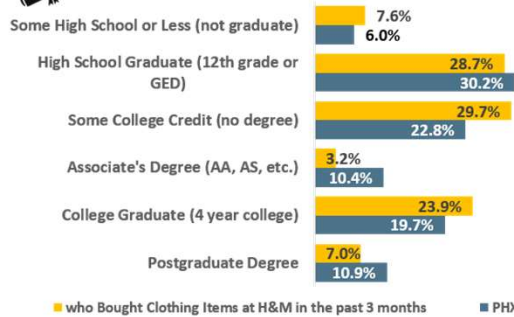




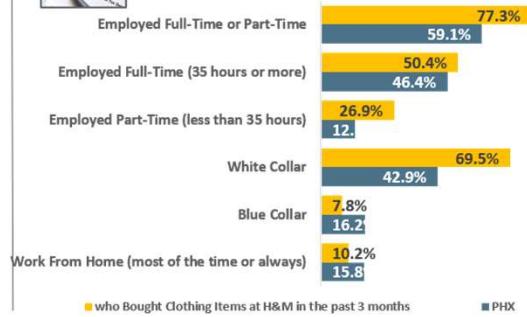
4.3% or 205,631 of PHX DMA Adults 18 or older Bought Clothing Items at H&M in the past 3 months. Adults 18 or older who Bought Clothing Items at H&M in the past 3 months are .8% more likely to be a college graduate, 8.5% more likely to work full-time, 47.3% less likely to be married, 64.% more likely to be a parent of 1 or more children under 18.



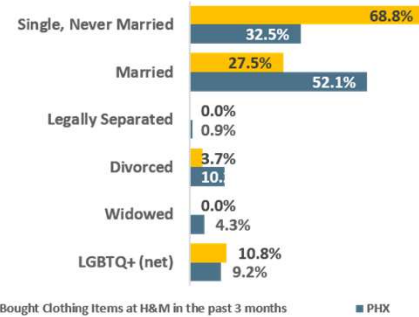
Education Levels: Adults 18 or older



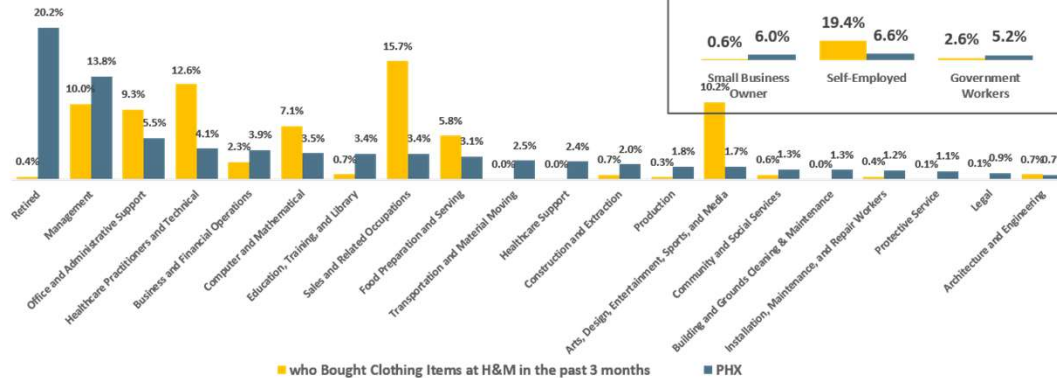
Employment: Adults 18 or older



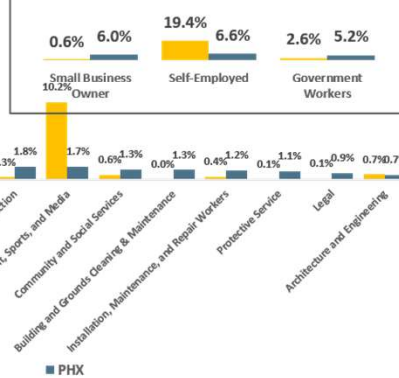
Marital Status: Adults 18 or older



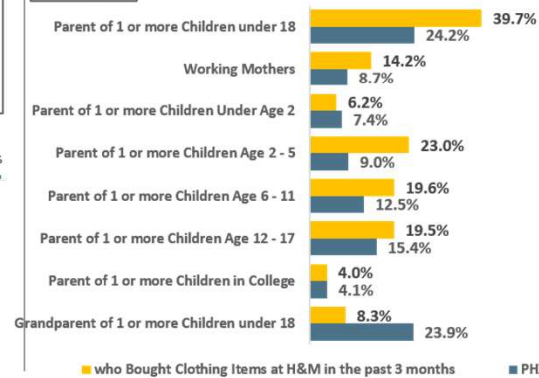
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



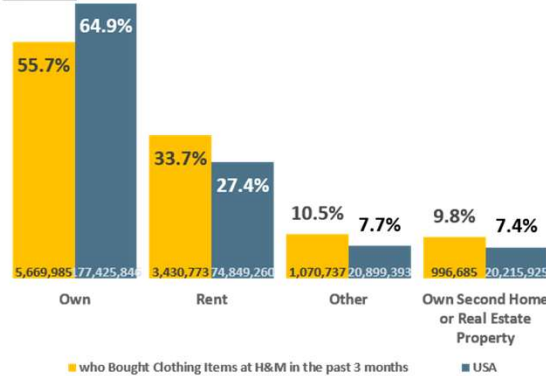
Stage in Life: Adults 18 or older



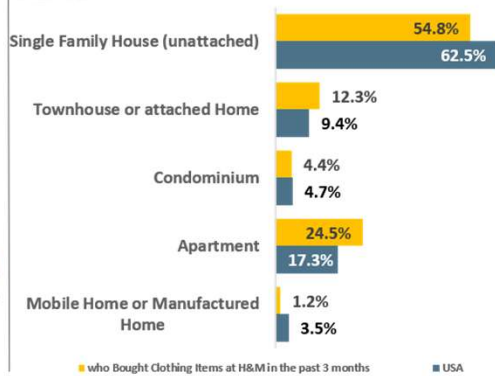


3.7% or 10,171,495 of USA DMA Adults 18 or older Bought Clothing Items at H&M in the past 3 months. Adults 18 or older who Bought Clothing Items at H&M in the past 3 months are 14.2% less likely to own their home, 20.6% more likely to own a higher valued home, 12.3% less likely to have a single-family home, 6.4% more likely to have a dog.

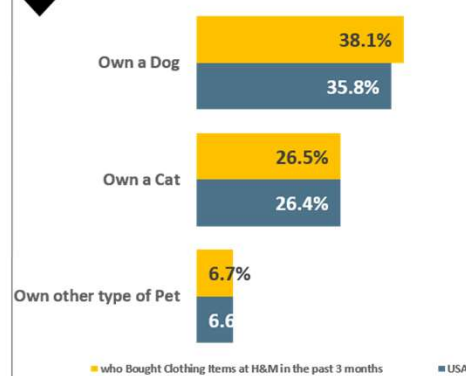
Own/Rent/Other: Adults 18 or older



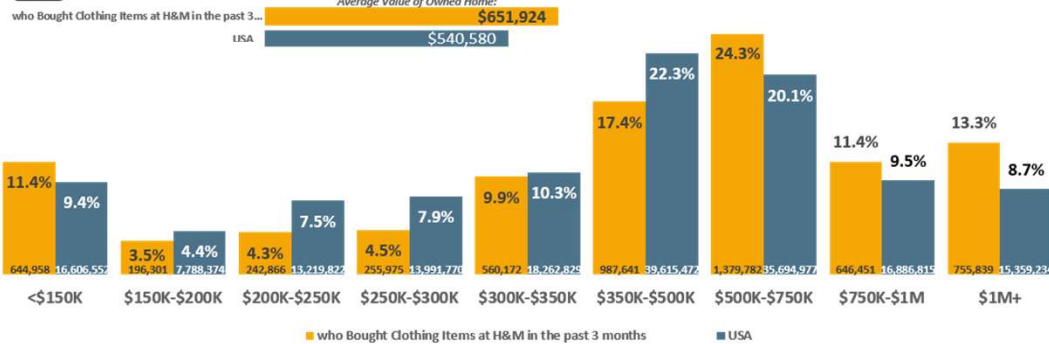
Type of Home: Adults 18 or older



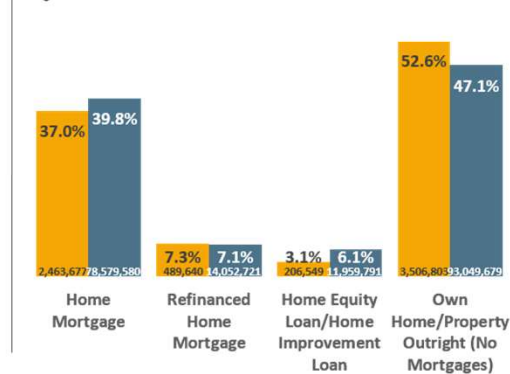
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



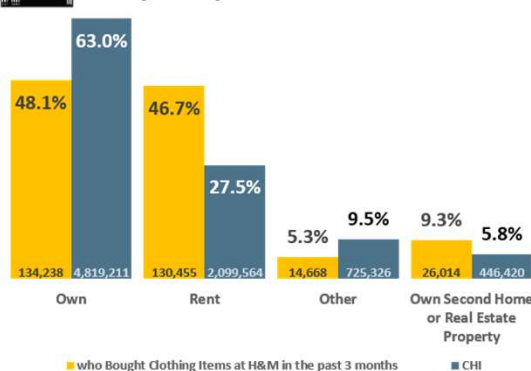
Home Loans: Adults 18 or older



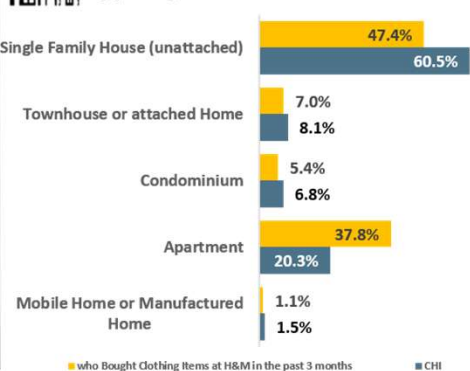


3.7% or 279,361 of CHI DMA Adults 18 or older Bought Clothing Items at H&M in the past 3 months. Adults 18 or older who Bought Clothing Items at H&M in the past 3 months are 23.8% less likely to own their home, 5.8% more likely to own a lower valued home, 21.7% less likely to have a single-family home, 32.2% more likely to have a dog.

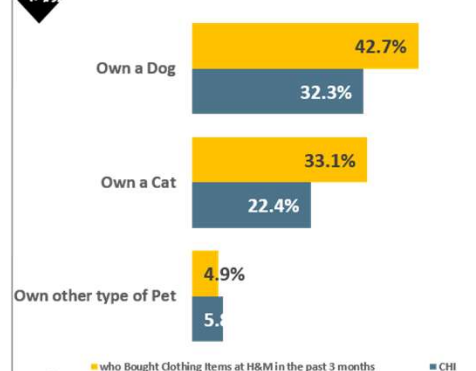
Own/Rent/Other: Adults 18 or older



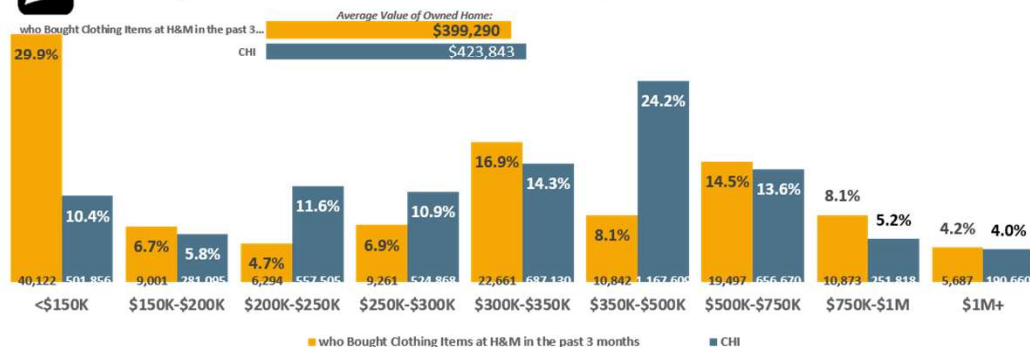
Type of Home: Adults 18 or older



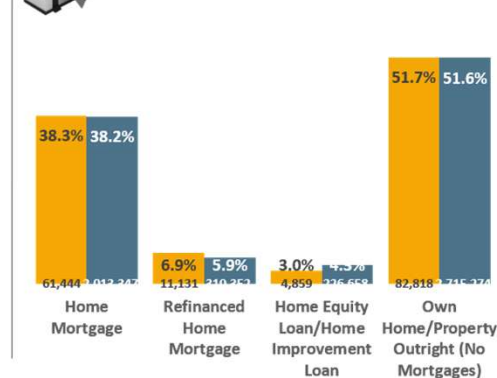
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

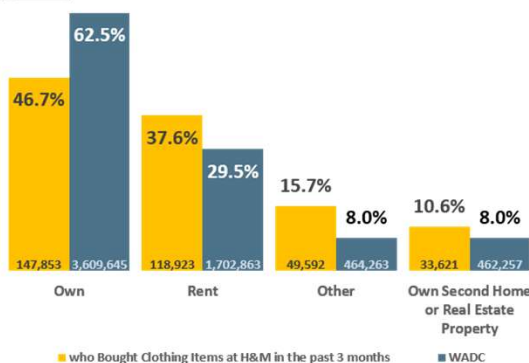




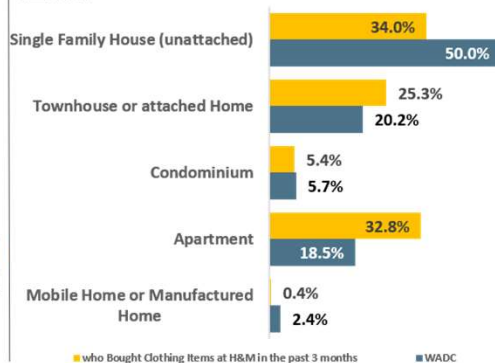
5.5% or 316,368 of WADC DMA Adults 18 or older Bought Clothing Items at H&M in the past 3 months. Adults 18 or older who Bought Clothing Items at H&M in the past 3 months are 25.2% less likely to own their home, 8.9% more likely to own a higher valued home, 32.1% less likely to have a single-family home, 6.8% more likely to have a dog.



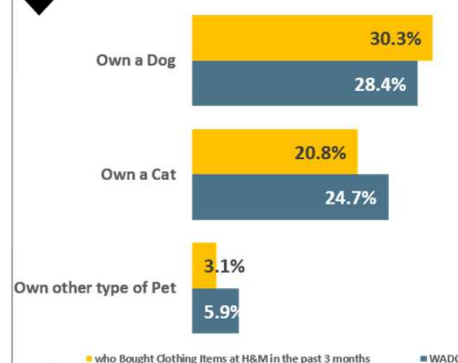
Own/Rent/Other: Adults 18 or older



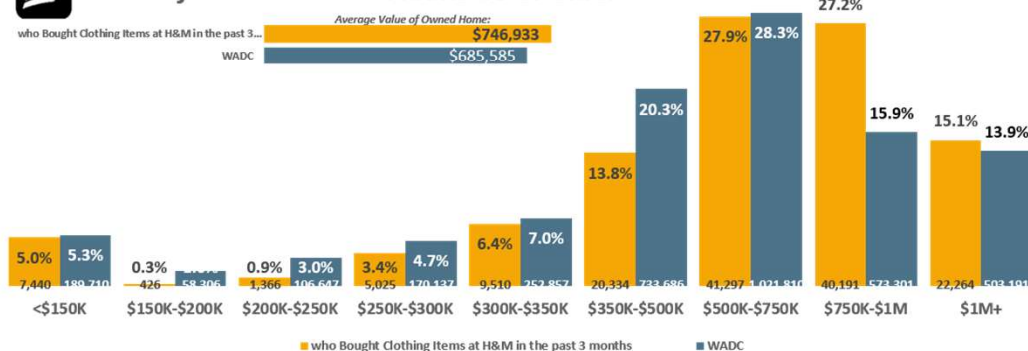
Type of Home: Adults 18 or older



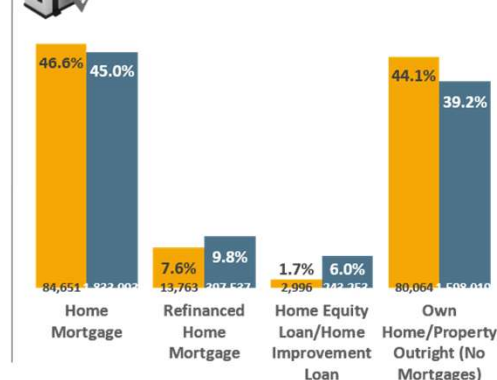
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

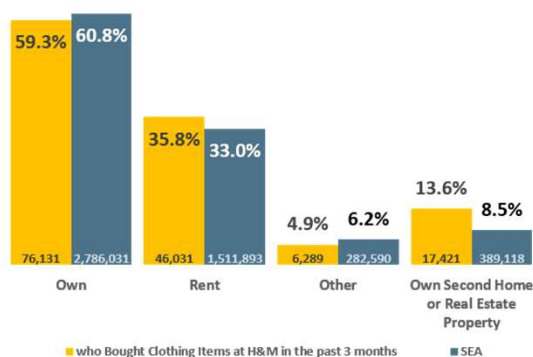




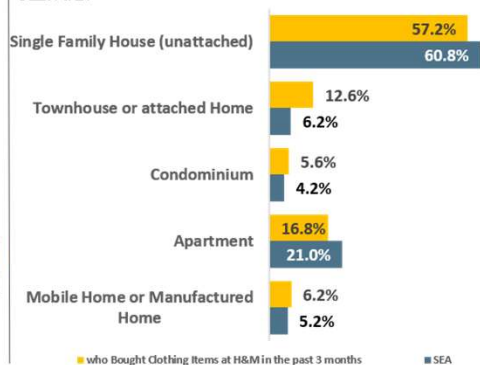
2.8% or 128,451 of SEA DMA Adults 18 or older Bought Clothing Items at H&M in the past 3 months. Adults 18 or older who Bought Clothing Items at H&M in the past 3 months are 2.6% less likely to own their home, 2.7% more likely to own a higher valued home, 6.% less likely to have a single-family home, 23.% more likely to have a dog.



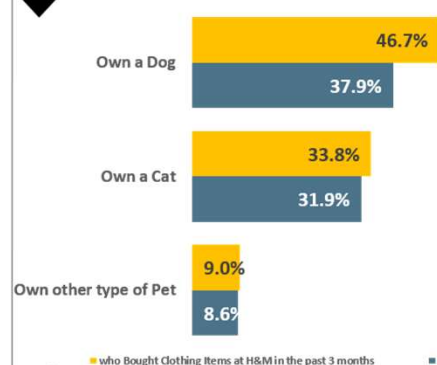
Own/Rent/Other: Adults 18 or older



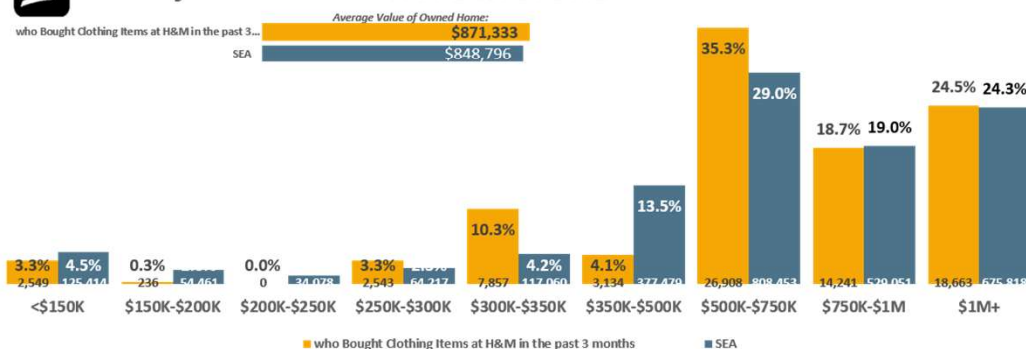
Type of Home: Adults 18 or older



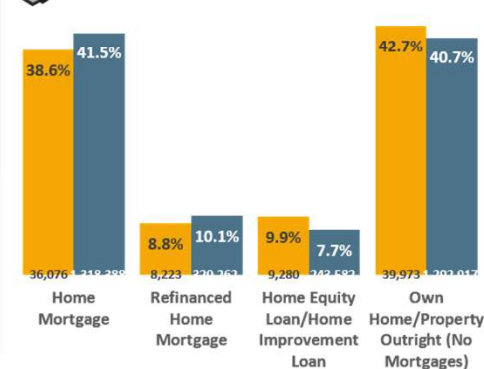
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



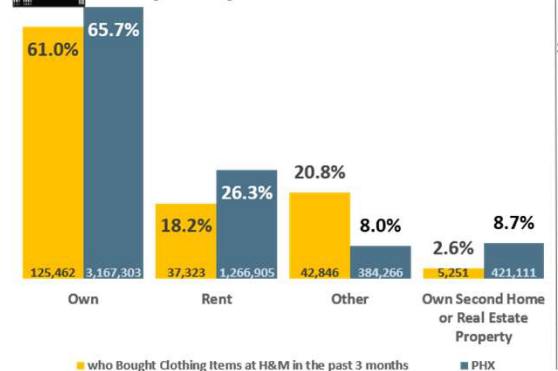
Home Loans: Adults 18 or older



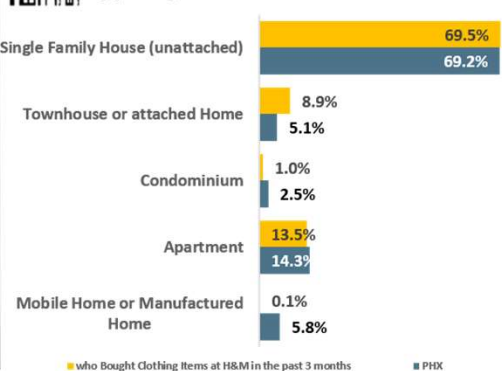


4.3% or 205,631 of PHX DMA Adults 18 or older Bought Clothing Items at H&M in the past 3 months. Adults 18 or older who Bought Clothing Items at H&M in the past 3 months are 7.2% less likely to own their home, 56.4% more likely to own a higher valued home, .4% more likely to have a single-family home, 6.4% less likely to have a dog.

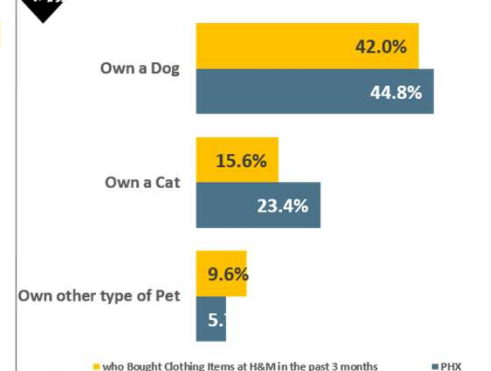
Own/Rent/Other: Adults 18 or older



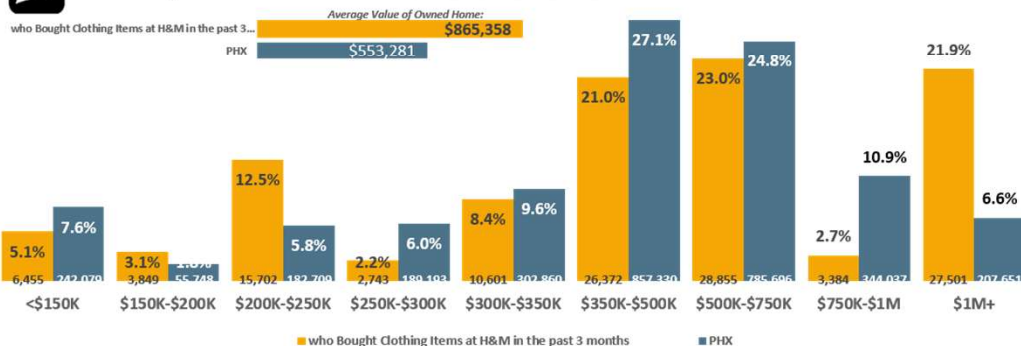
Type of Home: Adults 18 or older



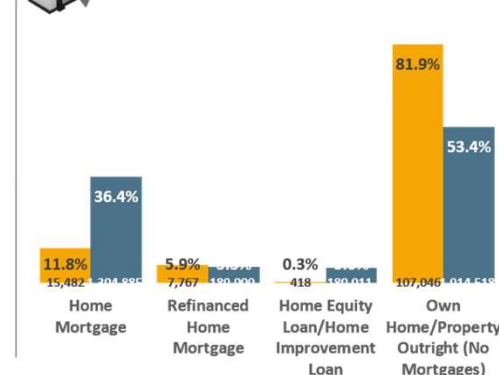
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

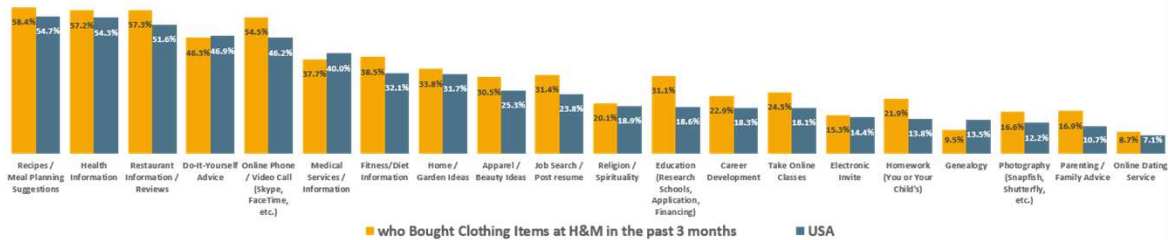




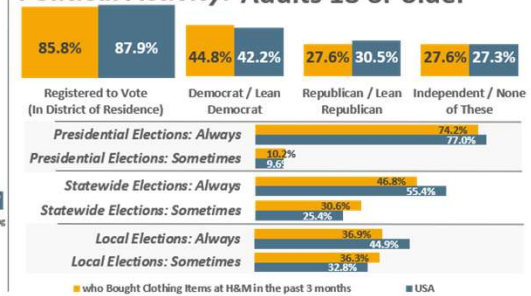
3.7% or 10,171,495 of USA DMA Adults 18 or older Bought Clothing Items at H&M in the past 3 months. Adults 18 or older who Bought Clothing Items at H&M in the past 3 months are 1.4% less likely to look up D-I-Y advice online, 17.7% less likely to always vote in local elections, 55.9% more likely to belong to a gym, 39.% more likely to fly domestic past



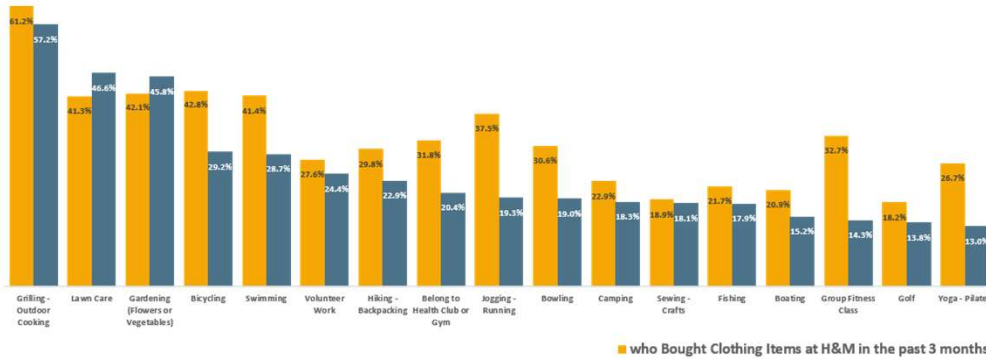
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



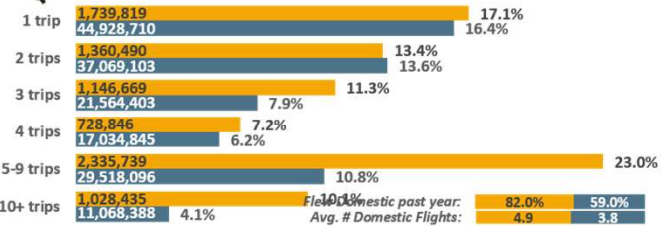
Political Activity: Adults 18 or older



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



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

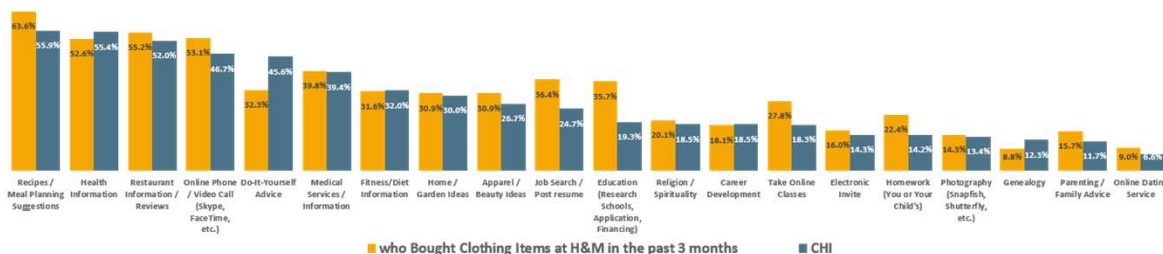




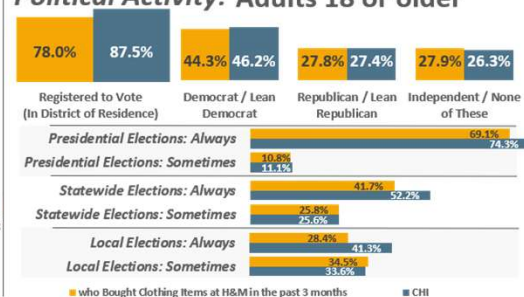
3.7% or 279,361 of CHI DMA Adults 18 or older Bought Clothing Items at H&M in the past 3 months. Adults 18 or older who Bought Clothing Items at H&M in the past 3 months are 29.2% less likely to look up D-I-Y advice online, 31.3% less likely to always vote in local elections, 87.5% more likely to belong to a gym, 33.7% more likely to fly domestic pas



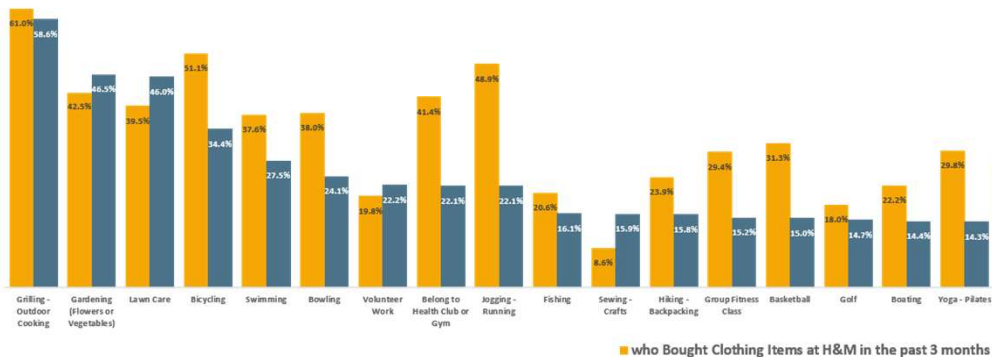
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



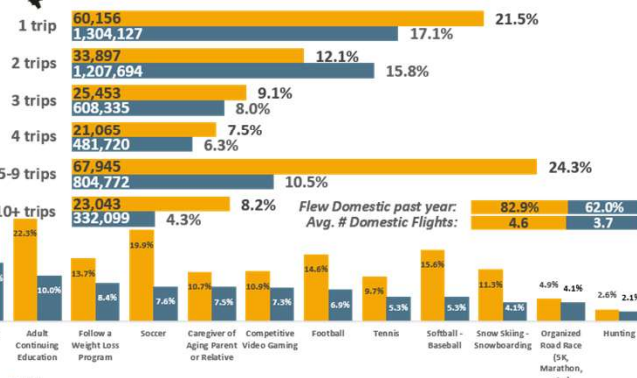
Political Activity: Adults 18 or older



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



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

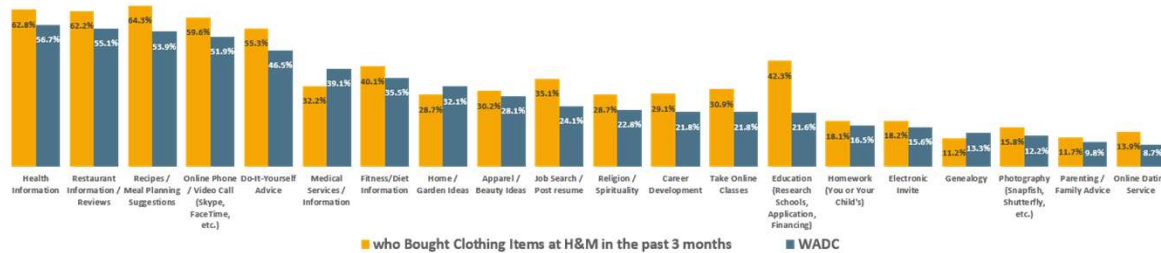




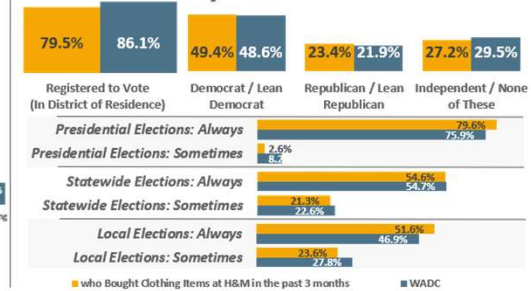
5.5% or 316,368 of WADC DMA Adults 18 or older Bought Clothing Items at H&M in the past 3 months. Adults 18 or older who Bought Clothing Items at H&M in the past 3 months are 18.9% more likely to look up D-I-Y advice online, 10.1% more likely to always vote in local elections, 38.% more likely to belong to a gym, 32.7% more likely to fly domestic past



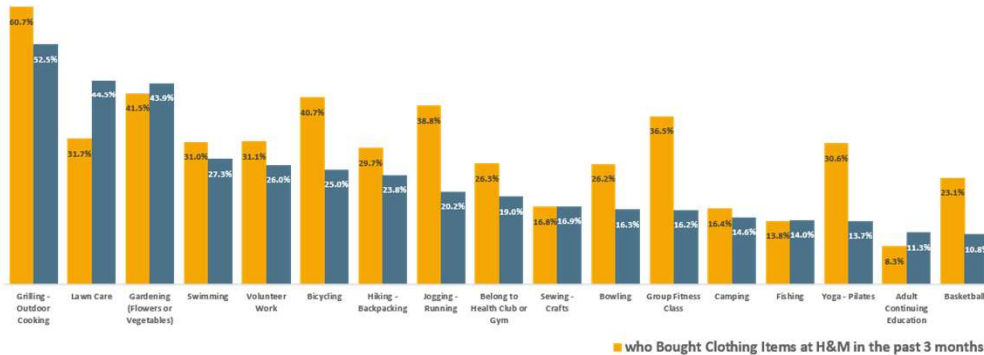
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



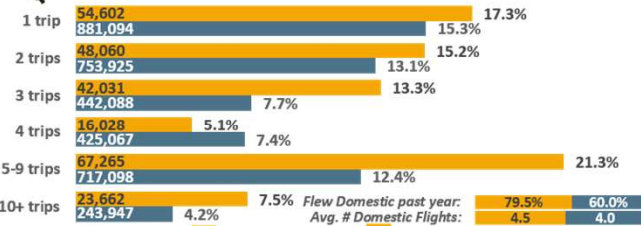
Political Activity: Adults 18 or older



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



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



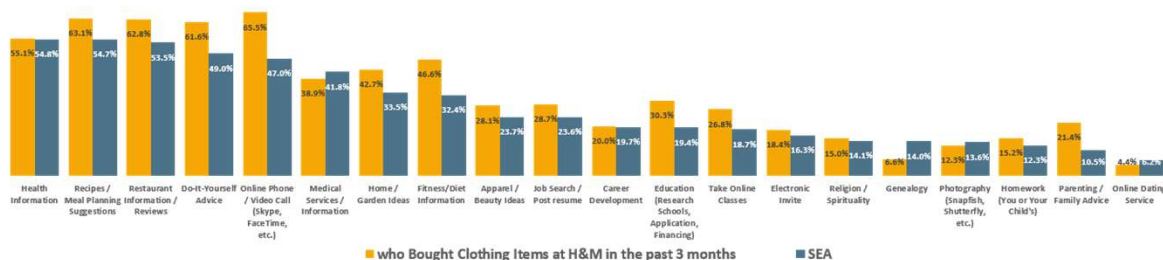
Flew Domestic past year: 79.5% vs 60.0%
Avg. # Domestic Flights: 4.5 vs 4.0



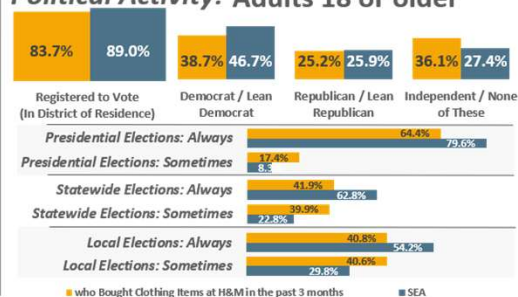
2.8% or 128,451 of SEA DMA Adults 18 or older Bought Clothing Items at H&M in the past 3 months. Adults 18 or older who Bought Clothing Items at H&M in the past 3 months are 25.7% more likely to look up D-I-Y advice online, 24.6% less likely to always vote in local elections, 64.4% more likely to belong to a gym, 29.3% more likely to fly domestic pas



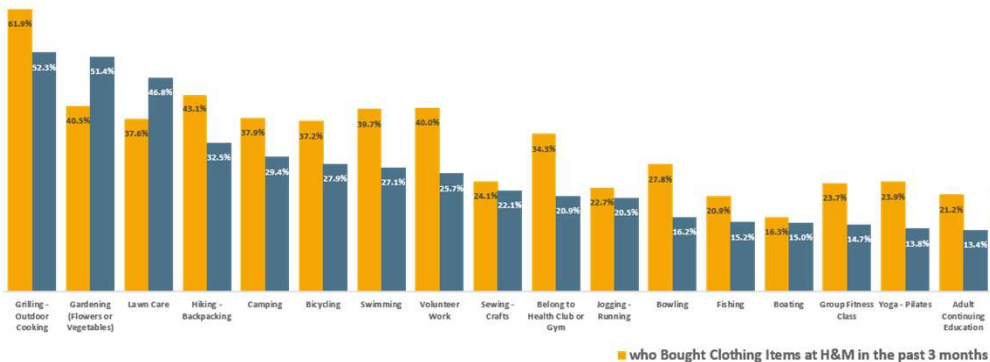
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



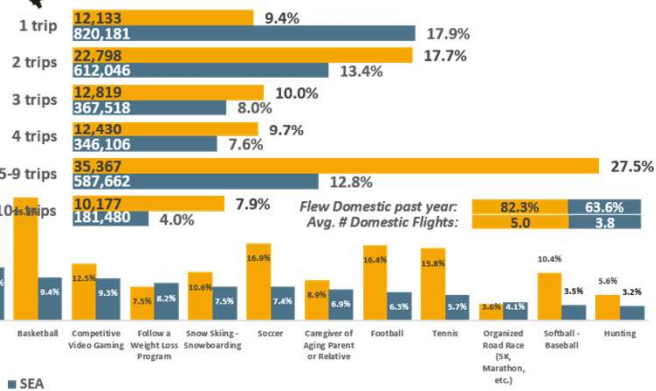
Political Activity: Adults 18 or older



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



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

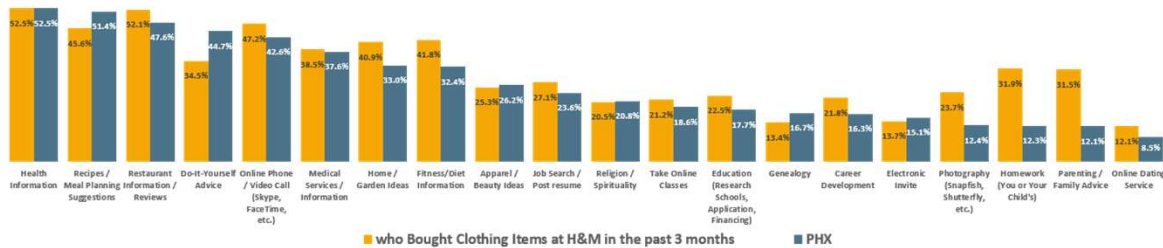




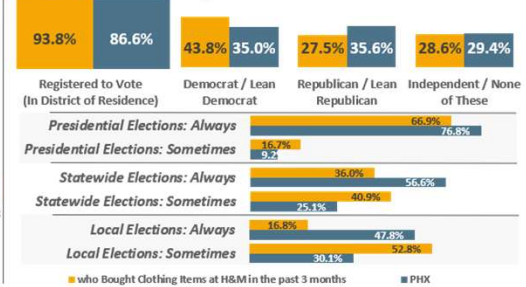
4.3% or 205,631 of PHX DMA Adults 18 or older Bought Clothing Items at H&M in the past 3 months. Adults 18 or older who Bought Clothing Items at H&M in the past 3 months are 22.7% less likely to look up D-I-Y advice online, 64.8% less likely to always vote in local elections, 28.% more likely to belong to a gym, 51.1% more likely to fly domestic past



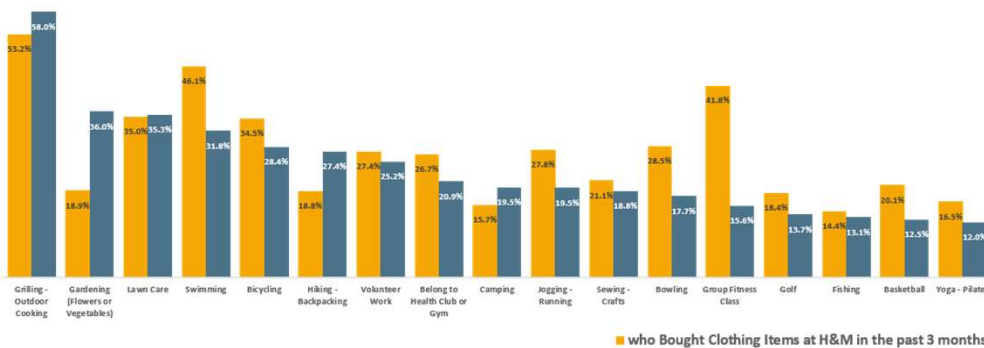
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



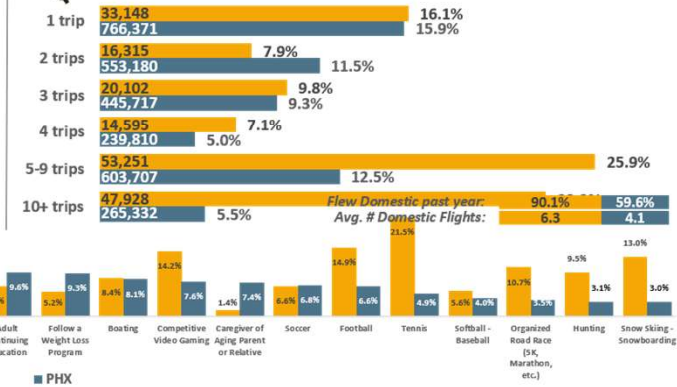
Political Activity: Adults 18 or older



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



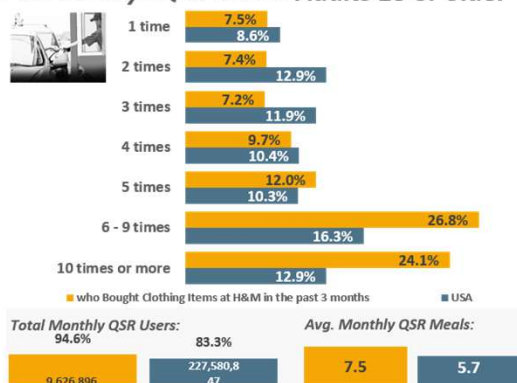
Past 12-months Domestic Airline Trips: Adults 18 or older



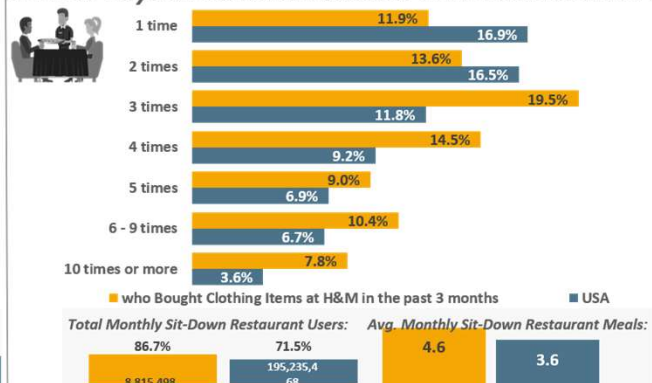


3.7% or 10,171,495 of USA DMA Adults 18 or older Bought Clothing Items at H&M in the past 3 months. Adults 18 or older who Bought Clothing Items at H&M in the past 3 months are 13.6% more likely to use QSRs past mo., 21.3% more likely to use Sit-Down Restaurants past mo., 26.% more likely to use Casinos past yr., 26.8% more likely to smoke cigarettes.

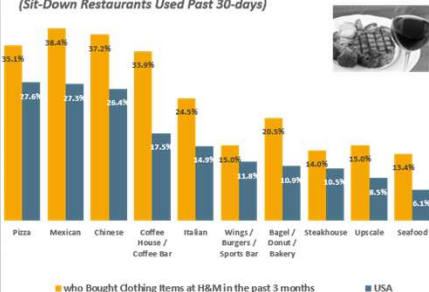
Past 30-days QSR Users: Adults 18 or older



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

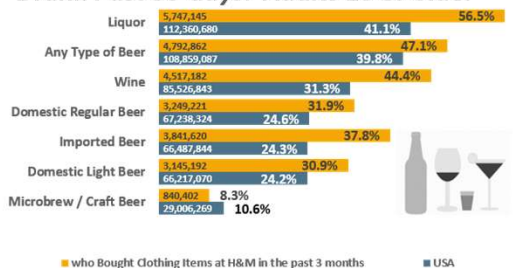


Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)

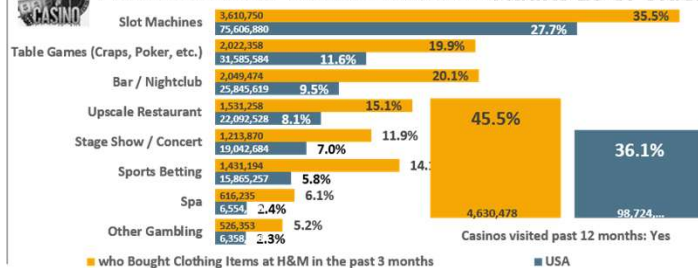


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
 who Bought Clothing Items at H&M in the past 3 months: 36.2%
 USA: 19.9%

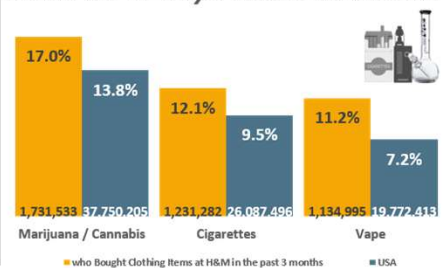
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



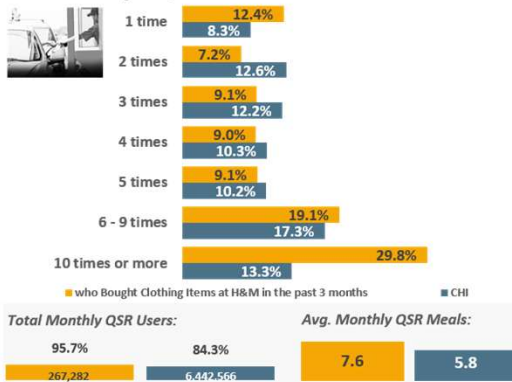
Used Past 30-days: Adults 18 or older



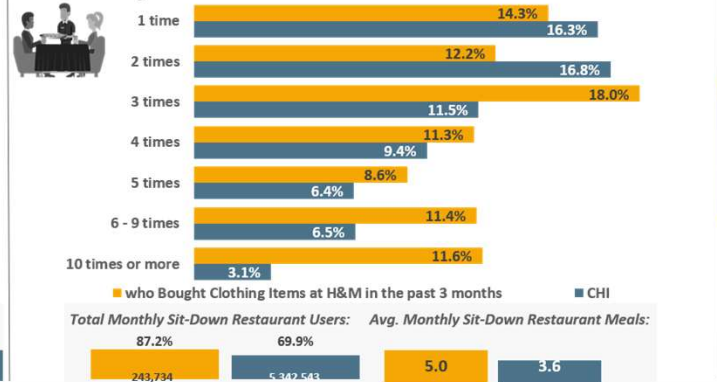


3.7% or 279,361 of CHI DMA Adults 18 or older Bought Clothing Items at H&M in the past 3 months. Adults 18 or older who Bought Clothing Items at H&M in the past 3 months are 13.5% more likely to use QSRs past mo., 24.8% more likely to use Sit-Down Restaurants past mo., 13.6% less likely to use Casinos past yr., 22.7% more likely to smoke cigarettes.

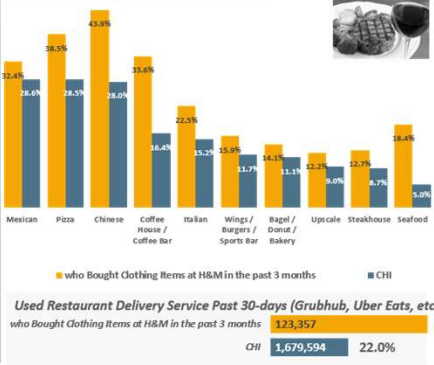
Past 30-days QSR Users: Adults 18 or older



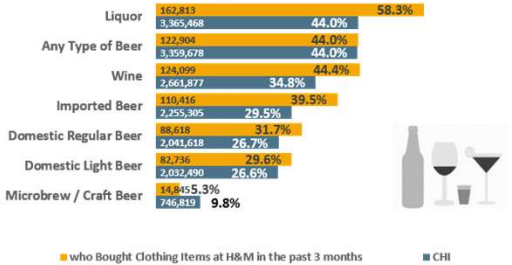
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



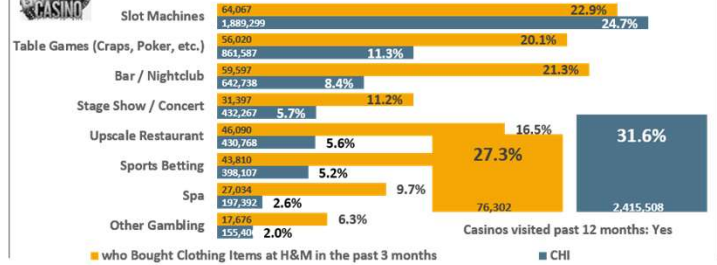
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



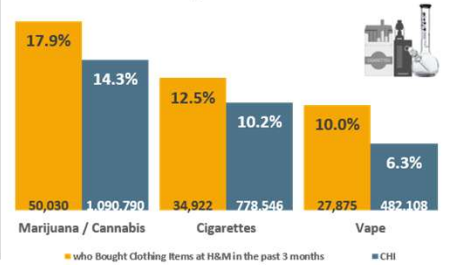
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



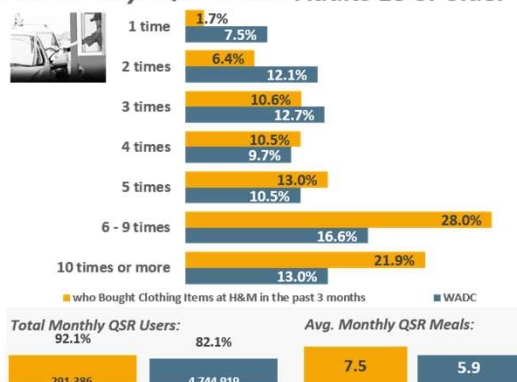
Used Past 30-days: Adults 18 or older





5.5% or 316,368 of WADC DMA Adults 18 or older Bought Clothing Items at H&M in the past 3 months. Adults 18 or older who Bought Clothing Items at H&M in the past 3 months are 12.1% more likely to use QSRs past mo., 20.9% more likely to use Sit-Down Restaurants past mo., 48.5% more likely to use Casinos past yr., 5.4% more likely to smoke cigarettes.

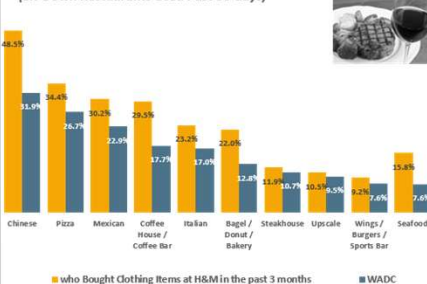
Past 30-days QSR Users: Adults 18 or older



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

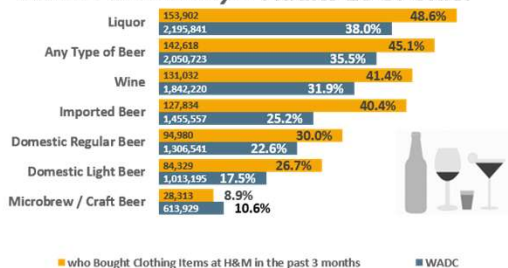


Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)

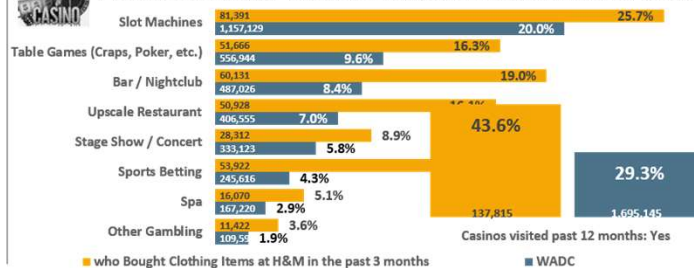


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
 who Bought Clothing Items at H&M in the past 3 months: 161,621 (51.1%)
 WADC: 1,468,010 (25.4%)

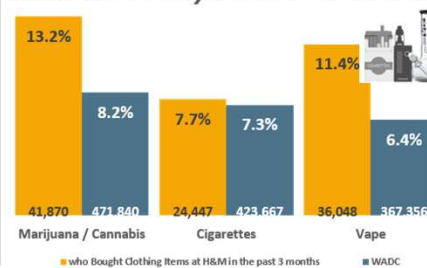
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



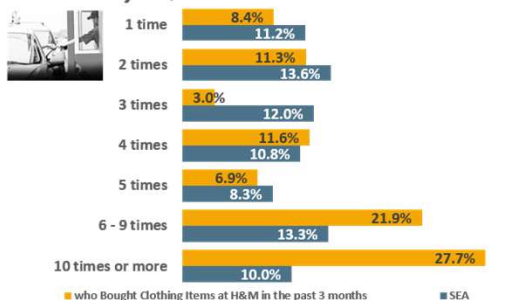
Used Past 30-days: Adults 18 or older



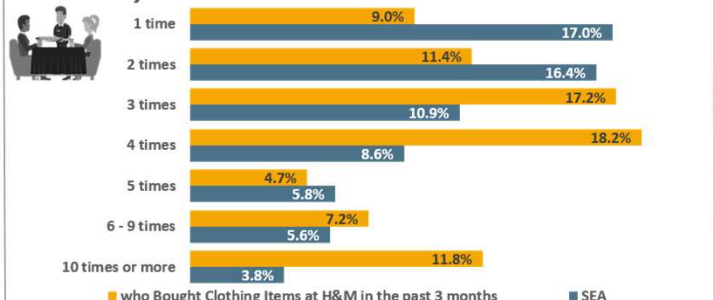


2.8% or 128,451 of SEA DMA Adults 18 or older Bought Clothing Items at H&M in the past 3 months. Adults 18 or older who Bought Clothing Items at H&M in the past 3 months are 14.6% more likely to use QSRs past mo., 16.7% more likely to use Sit-Down Restaurants past mo., 24.9% more likely to use Casinos past yr., 172.7% more likely to smoke cigarettes.

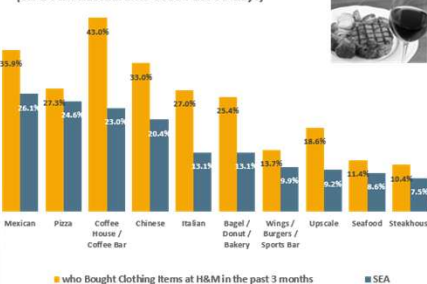
Past 30-days QSR Users: Adults 18 or older



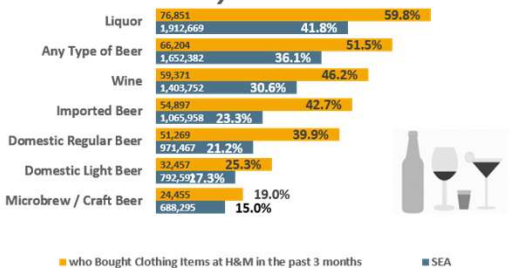
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



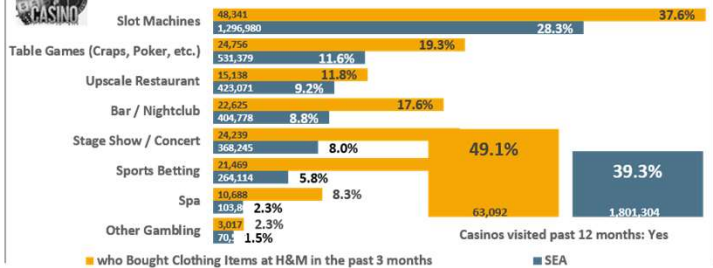
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



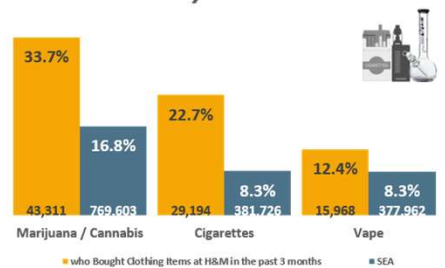
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



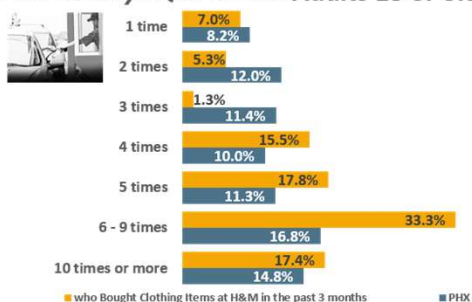
Used Past 30-days: Adults 18 or older



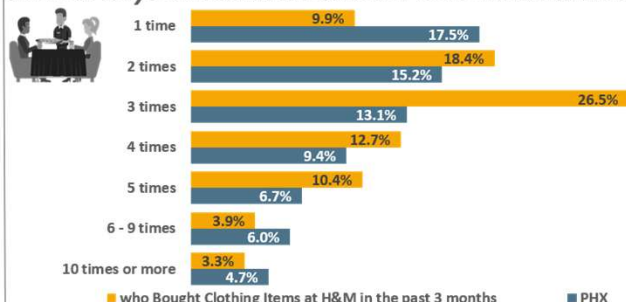


4.3% or 205,631 of PHX DMA Adults 18 or older Bought Clothing Items at H&M in the past 3 months. Adults 18 or older who Bought Clothing Items at H&M in the past 3 months are 15.5% more likely to use QSRs past mo., 17.2% more likely to use Sit-Down Restaurants past mo., 37.5% more likely to use Casinos past yr., 29.1% more likely to smoke cigarettes.

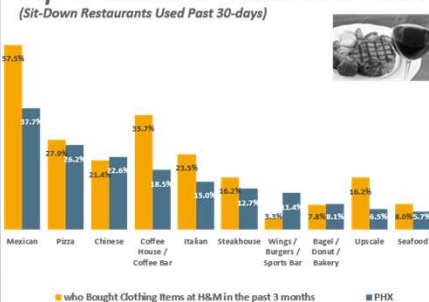
Past 30-days QSR Users: Adults 18 or older



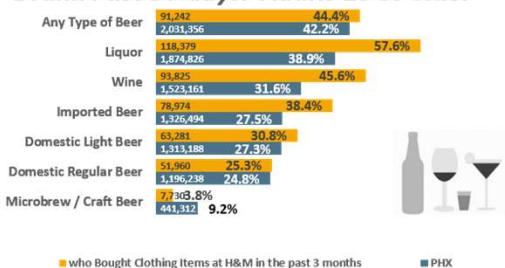
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



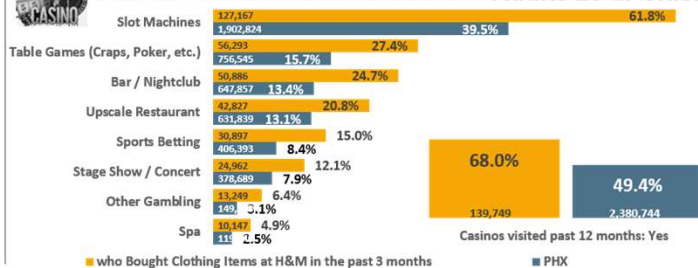
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



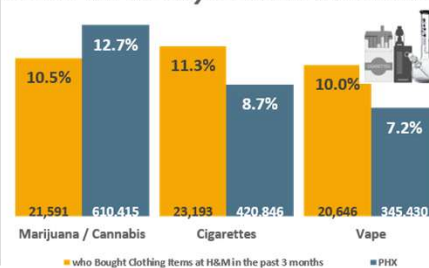
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



Used Past 30-days: Adults 18 or older

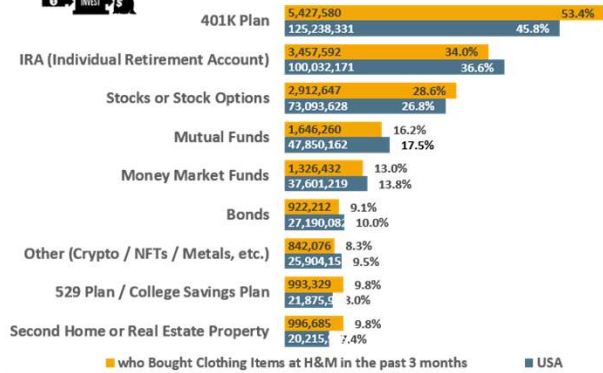




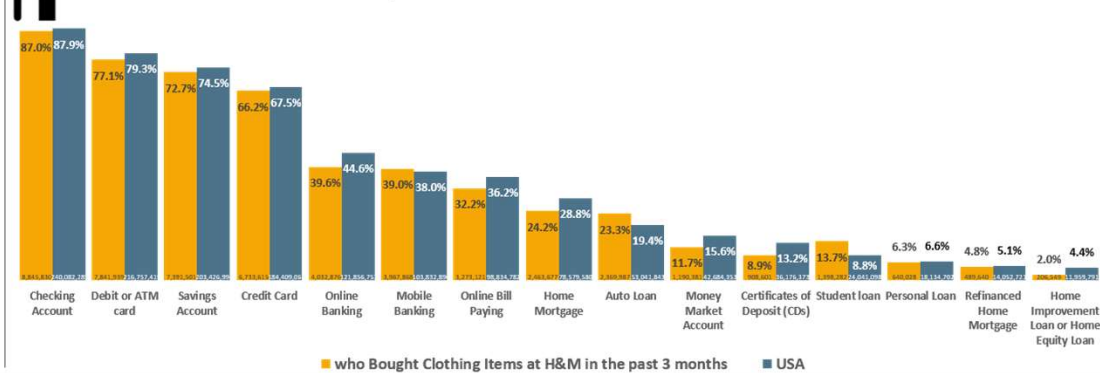
3.7% or 10,171,495 of USA DMA Adults 18 or older Bought Clothing Items at H&M in the past 3 months. Adults 18 or older who Bought Clothing Items at H&M in the past 3 months are 16.4% more likely to have a 401K, 20.% more likely to have an Auto Loan, 26.% more likely to Invest/Trade Stocks Online, 4.5% less likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



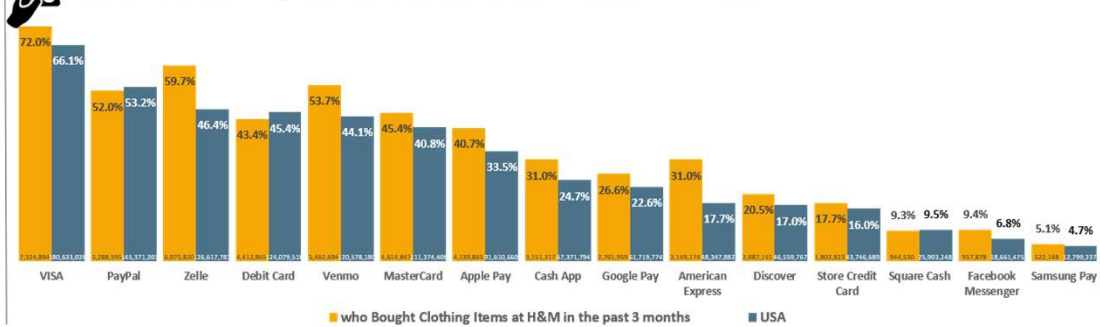
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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





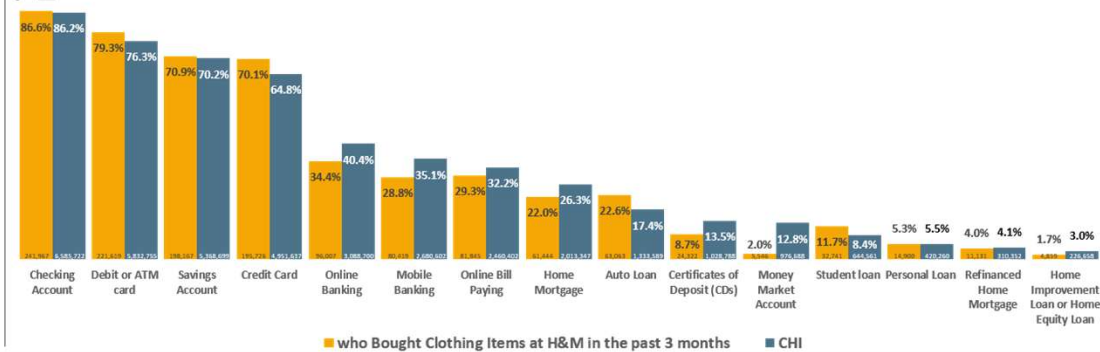
3.7% or 279,361 of CHI DMA Adults 18 or older Bought Clothing Items at H&M in the past 3 months. Adults 18 or older who Bought Clothing Items at H&M in the past 3 months are 4.3% less likely to have a 401K, 29.4% more likely to have an Auto Loan, 36.6% more likely to Invest/Trade Stocks Online, 28.3% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



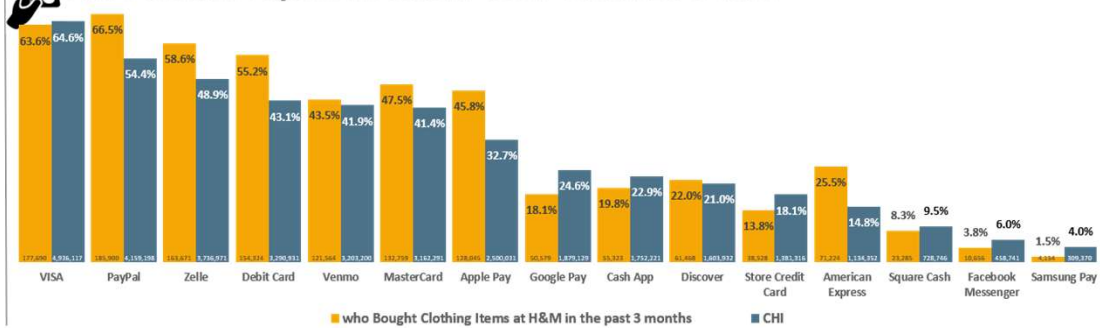
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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





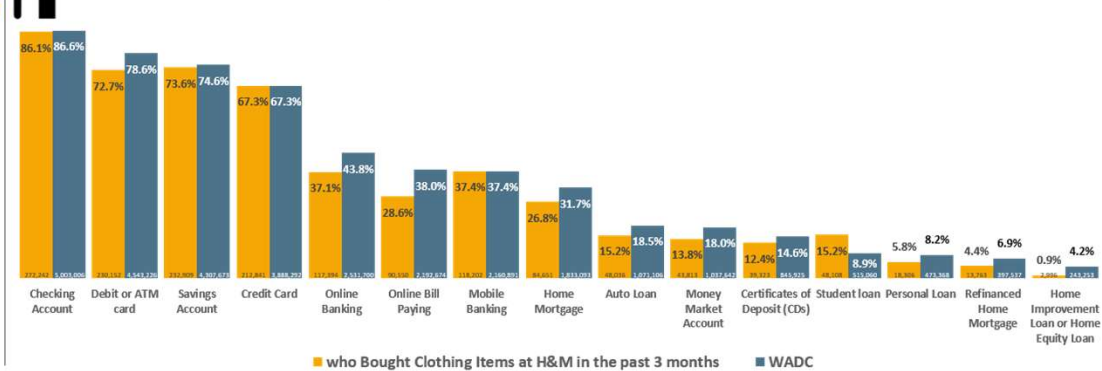
5.5% or 316,368 of WADC DMA Adults 18 or older Bought Clothing Items at H&M in the past 3 months. Adults 18 or older who Bought Clothing Items at H&M in the past 3 months are 20.3% more likely to have a 401K, 18.1% less likely to have an Auto Loan, 24.2% more likely to Invest/Trade Stocks Online, 2.6% less likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



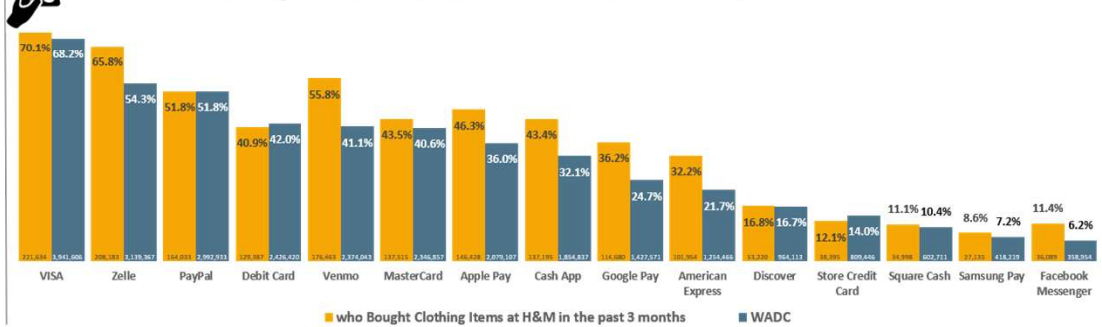
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

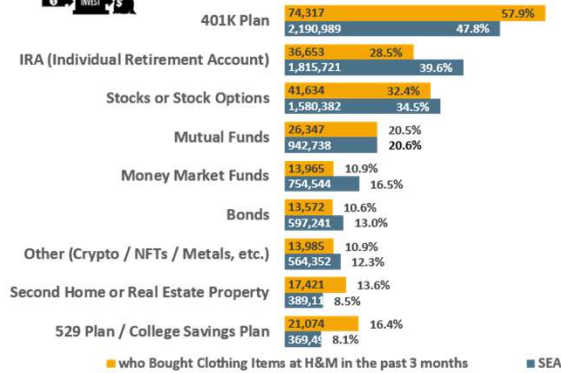




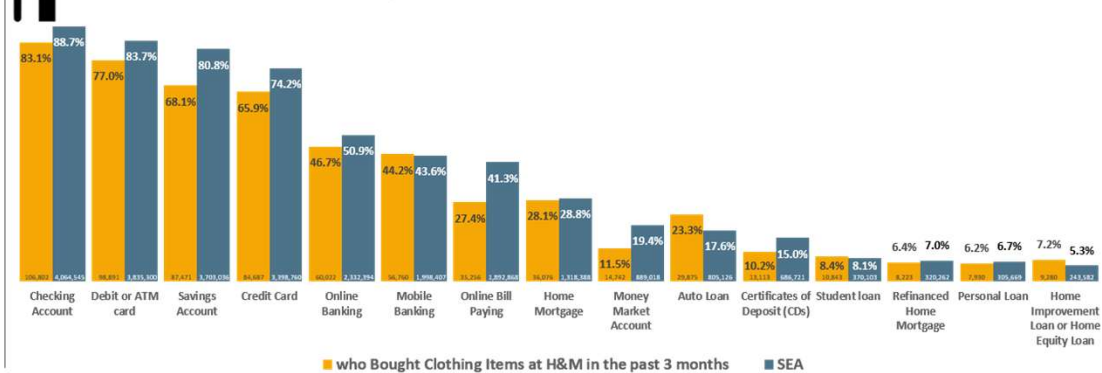
2.8% or 128,451 of SEA DMA Adults 18 or older Bought Clothing Items at H&M in the past 3 months. Adults 18 or older who Bought Clothing Items at H&M in the past 3 months are 21.% more likely to have a 401K, 32.3% more likely to have an Auto Loan, 3.6% less likely to Invest/Trade Stocks Online, 17.3% less likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



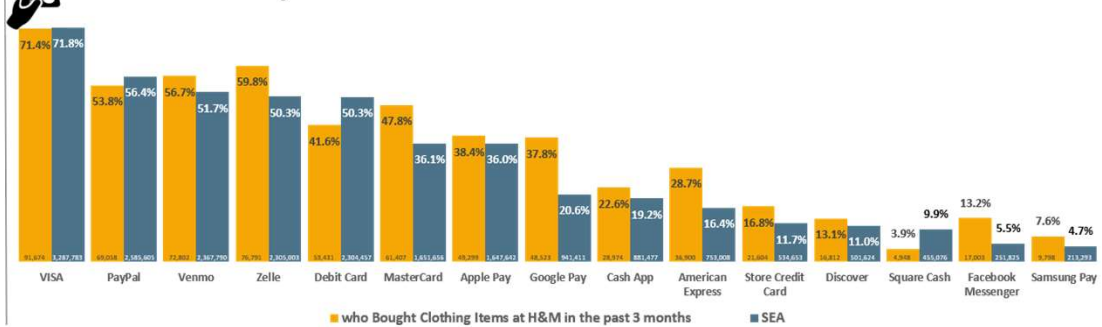
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

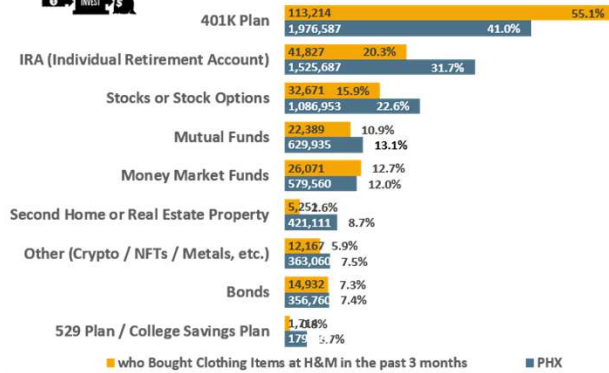




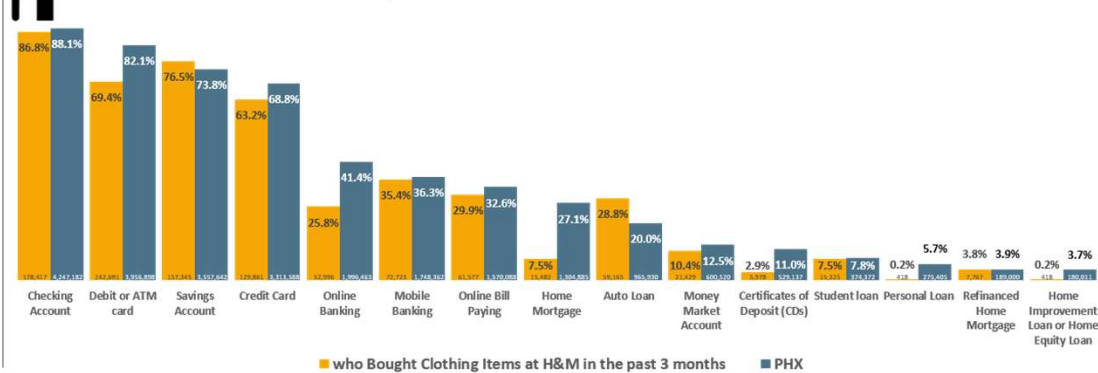
4.3% or 205,631 of PHX DMA Adults 18 or older Bought Clothing Items at H&M in the past 3 months. Adults 18 or older who Bought Clothing Items at H&M in the past 3 months are 34.2% more likely to have a 401K, 43.5% more likely to have an Auto Loan, 16.8% more likely to Invest/Trade Stocks Online, 40.4% less likely to pay with their Debit Card.



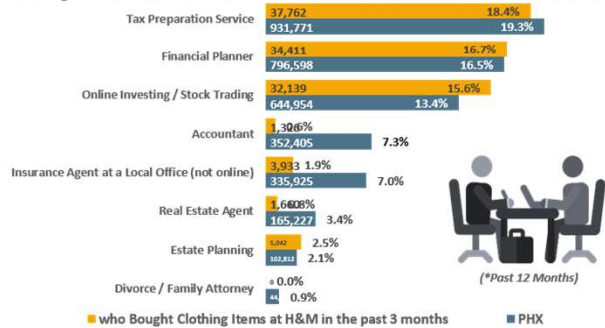
Investments Owned: Adults 18 or older



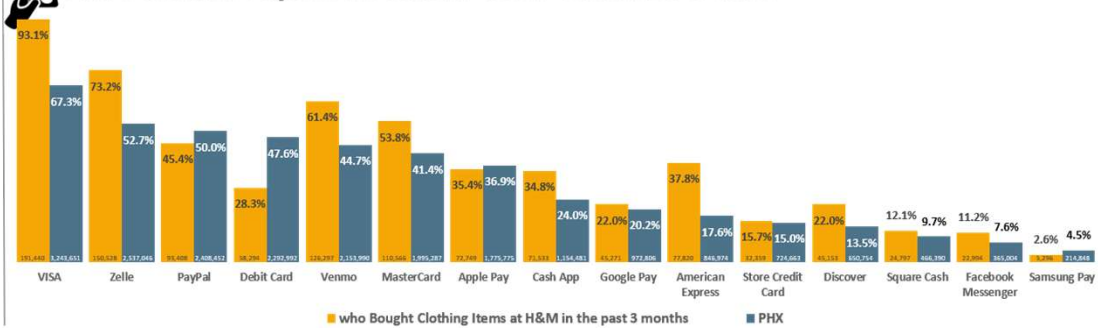
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older

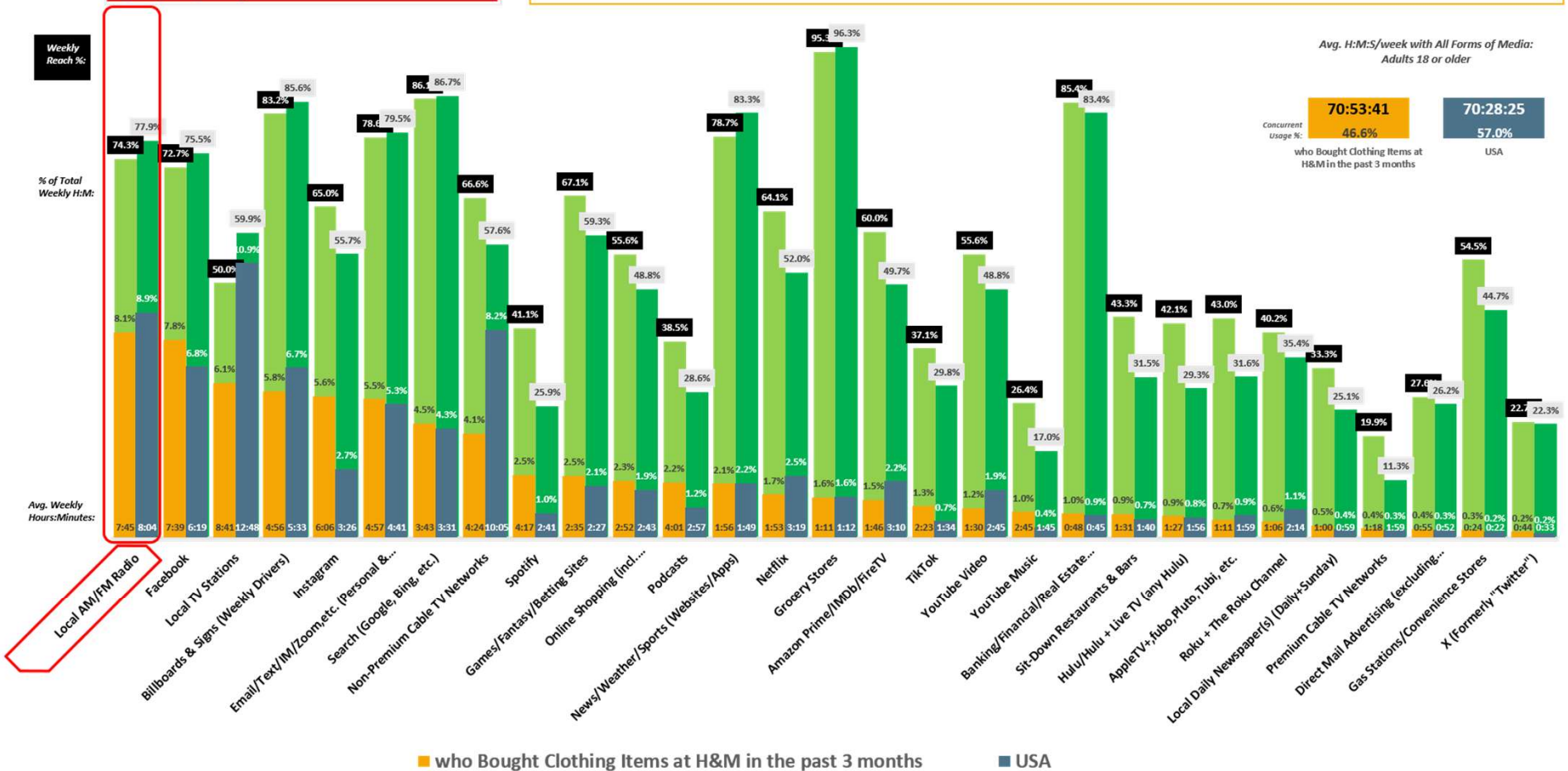


Past 3-Months Payment Methods Used: Adults 18 or older



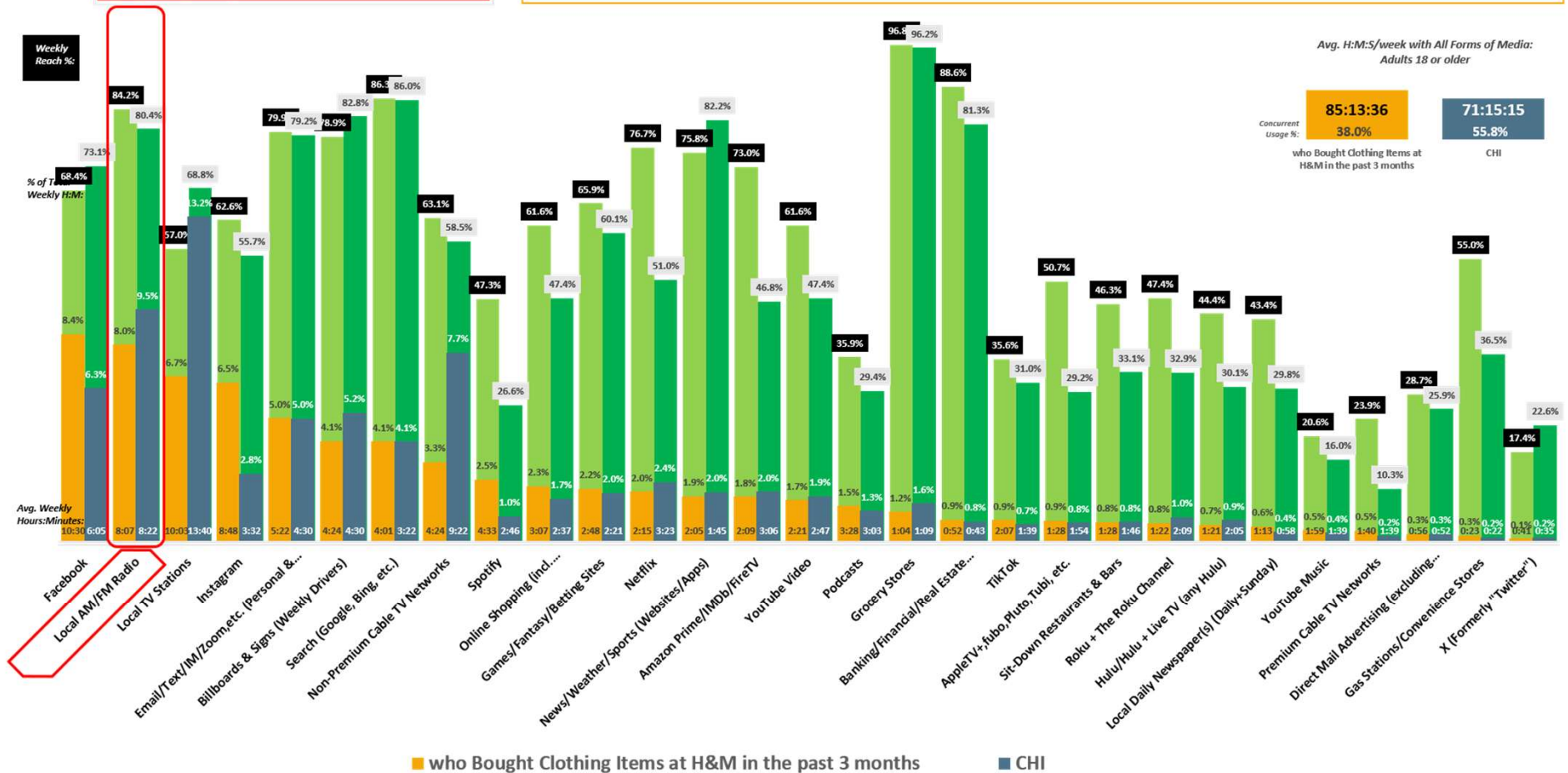


Adults 18 or older who Bought Clothing Items at H&M in the past 3 months spend an average of 2 days, 22 hours, 53 minutes and 41 seconds each week with All Forms of Media.
 74.3% of Adults 18 or older who Bought Clothing Items at H&M in the past 3 months spend an avg. of 7 hours and 45 minutes each week listening to All Local AM/FM Radio, representing 8.1% of total time spent with all forms of Media.



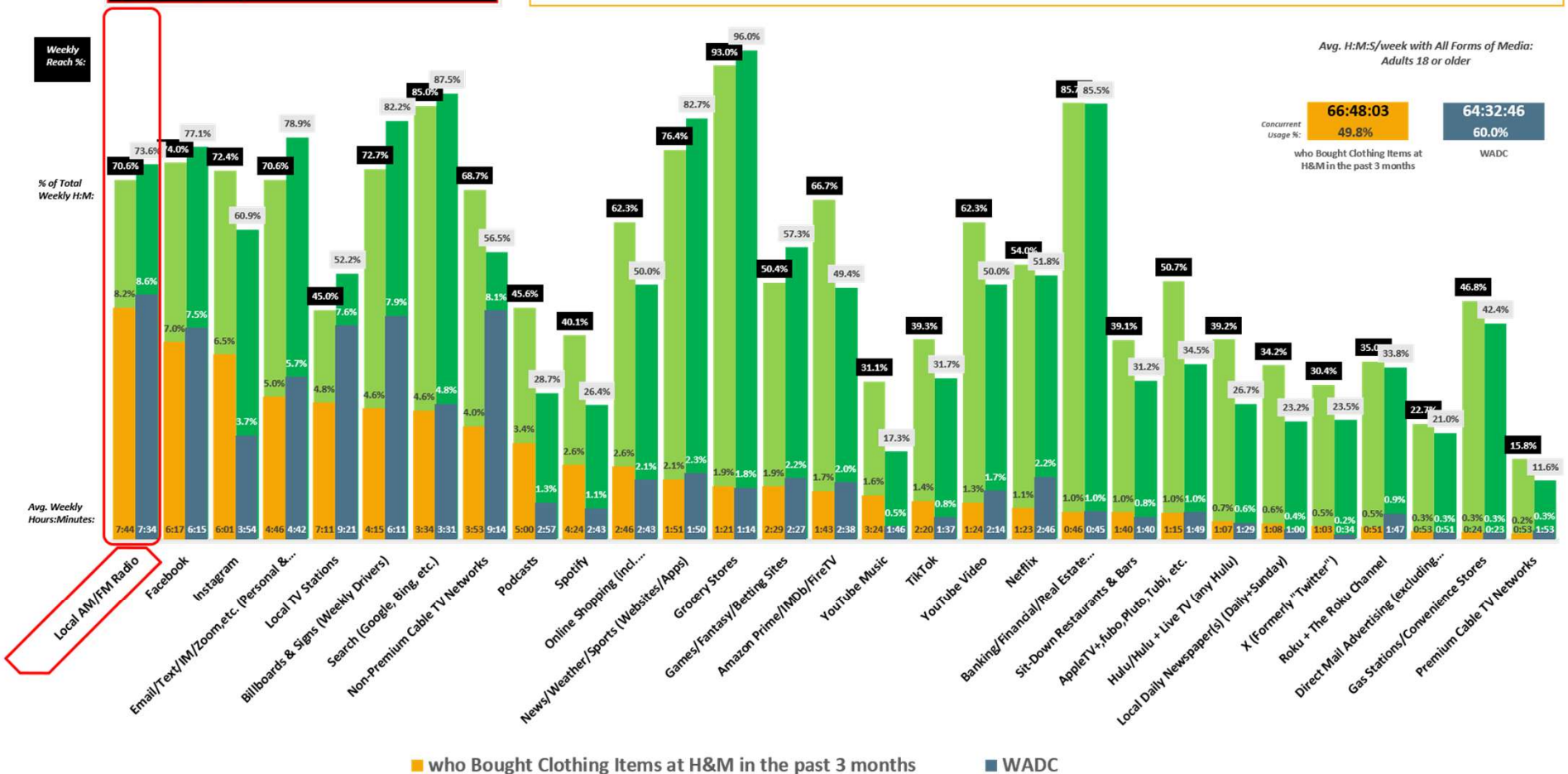


Adults 18 or older who Bought Clothing Items at H&M in the past 3 months spend an average of 3 days, 13 hours, 13 minutes and 36 seconds each week with All Forms of Media.
 84.2% of Adults 18 or older who Bought Clothing Items at H&M in the past 3 months spend an avg. of 8 hours and 7 minutes each week listening to All Local AM/FM Radio, representing 8.4% of total time spent with all forms of Media.



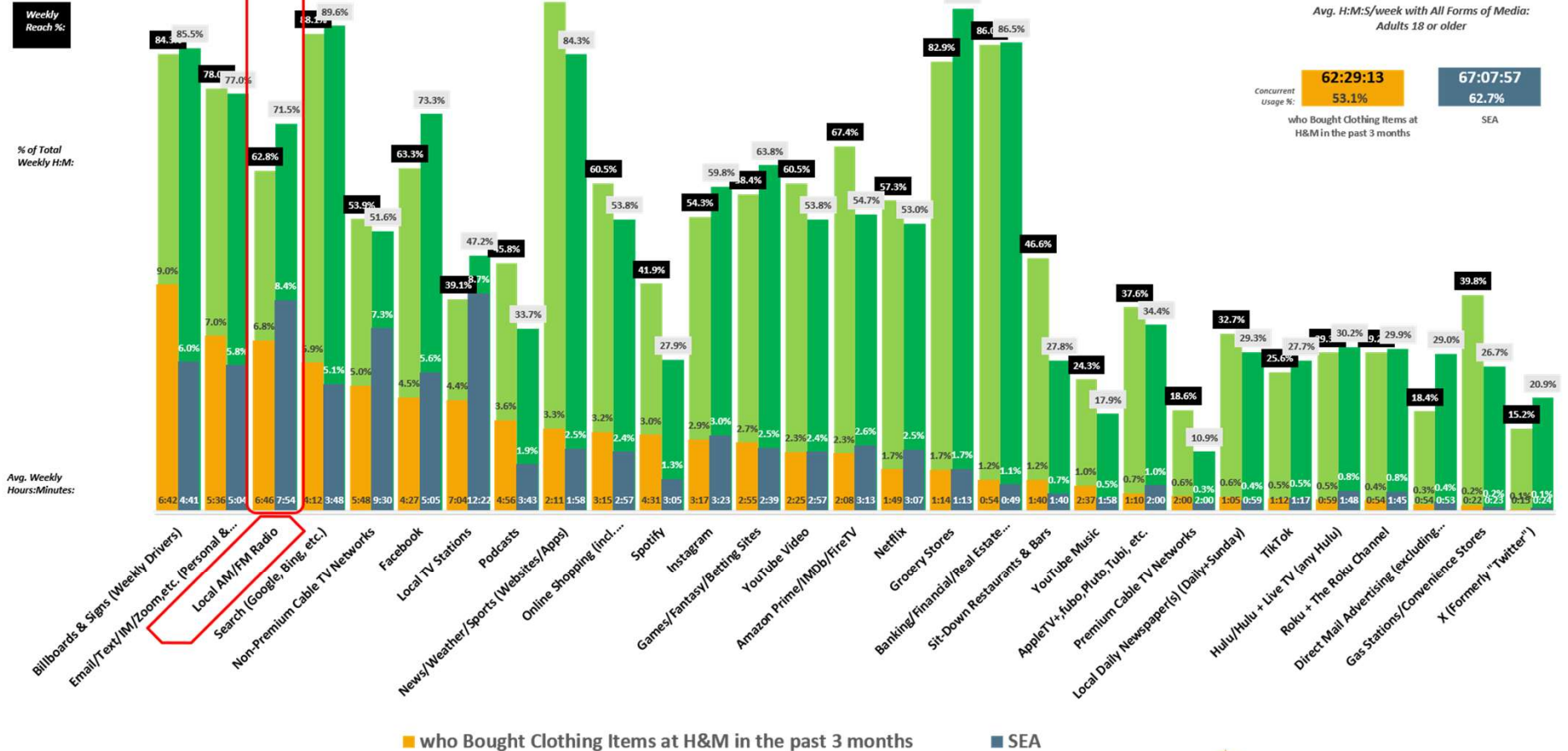


Adults 18 or older who Bought Clothing Items at H&M in the past 3 months spend an average of 2 days, 18 hours, 48 minutes and 3 seconds each week with All Forms of Media.
 70.6% of Adults 18 or older who Bought Clothing Items at H&M in the past 3 months spend an avg. of 7 hours and 44 minutes each week listening to All Local AM/FM Radio, representing 8.2% of total time spent with all forms of Media.





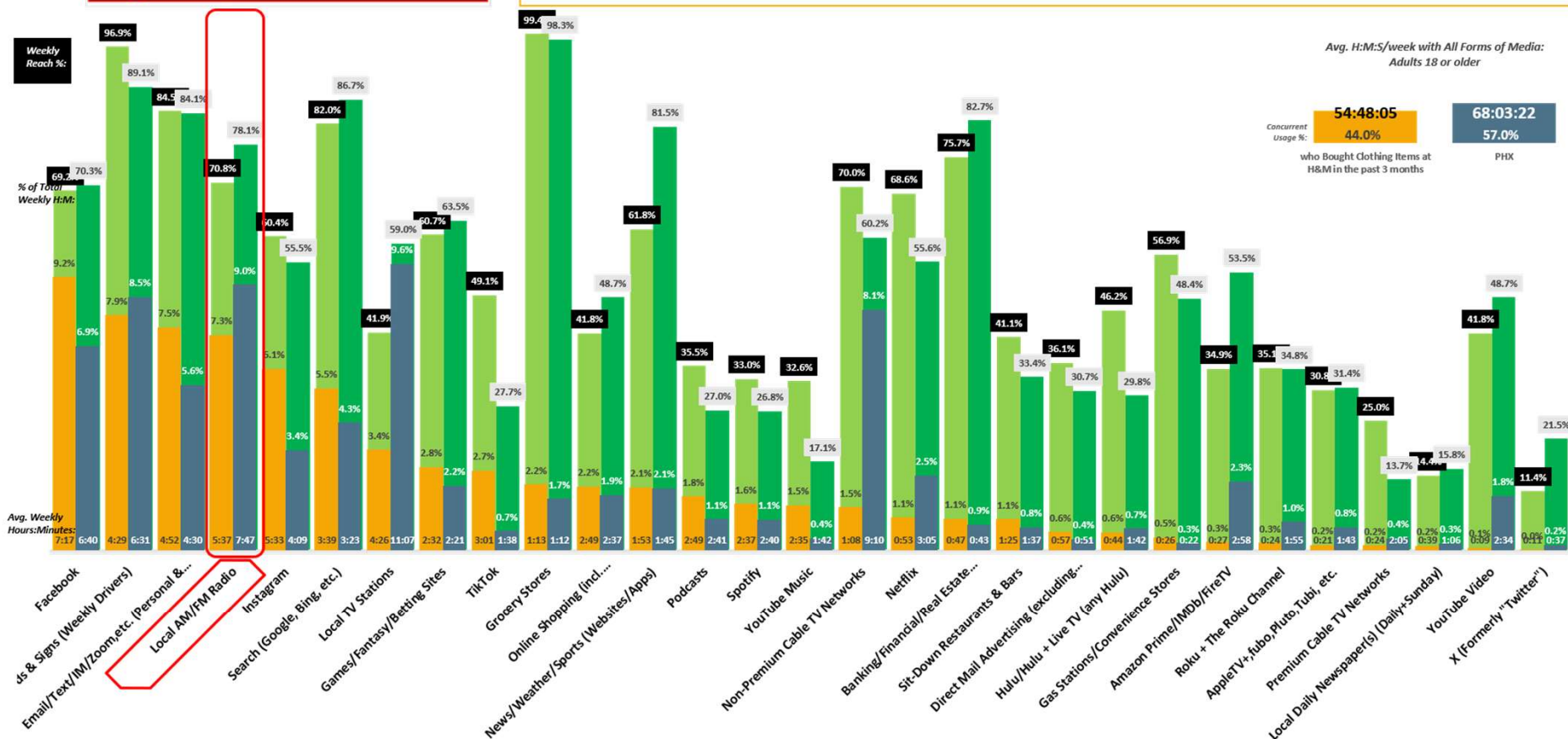
Adults 18 or older who Bought Clothing Items at H&M in the past 3 months spend an average of 2 days, 14 hours, 29 minutes and 13 seconds each week with All Forms of Media.
62.8% of Adults 18 or older who Bought Clothing Items at H&M in the past 3 months spend an avg. of 6 hours and 46 minutes each week listening to All Local AM/FM Radio, representing 6.8% of total time spent with all forms of Media.





Adults 18 or older who Bought Clothing Items at H&M in the past 3 months spend an average of 2 days, 6 hours, 48 minutes and 5 seconds each week with All Forms of Media.

70.8% of Adults 18 or older who Bought Clothing Items at H&M in the past 3 months spend an avg. of 5 hours and 37 minutes each week listening to All Local AM/FM Radio, representing 7.3% of total time spent with all forms of Media.

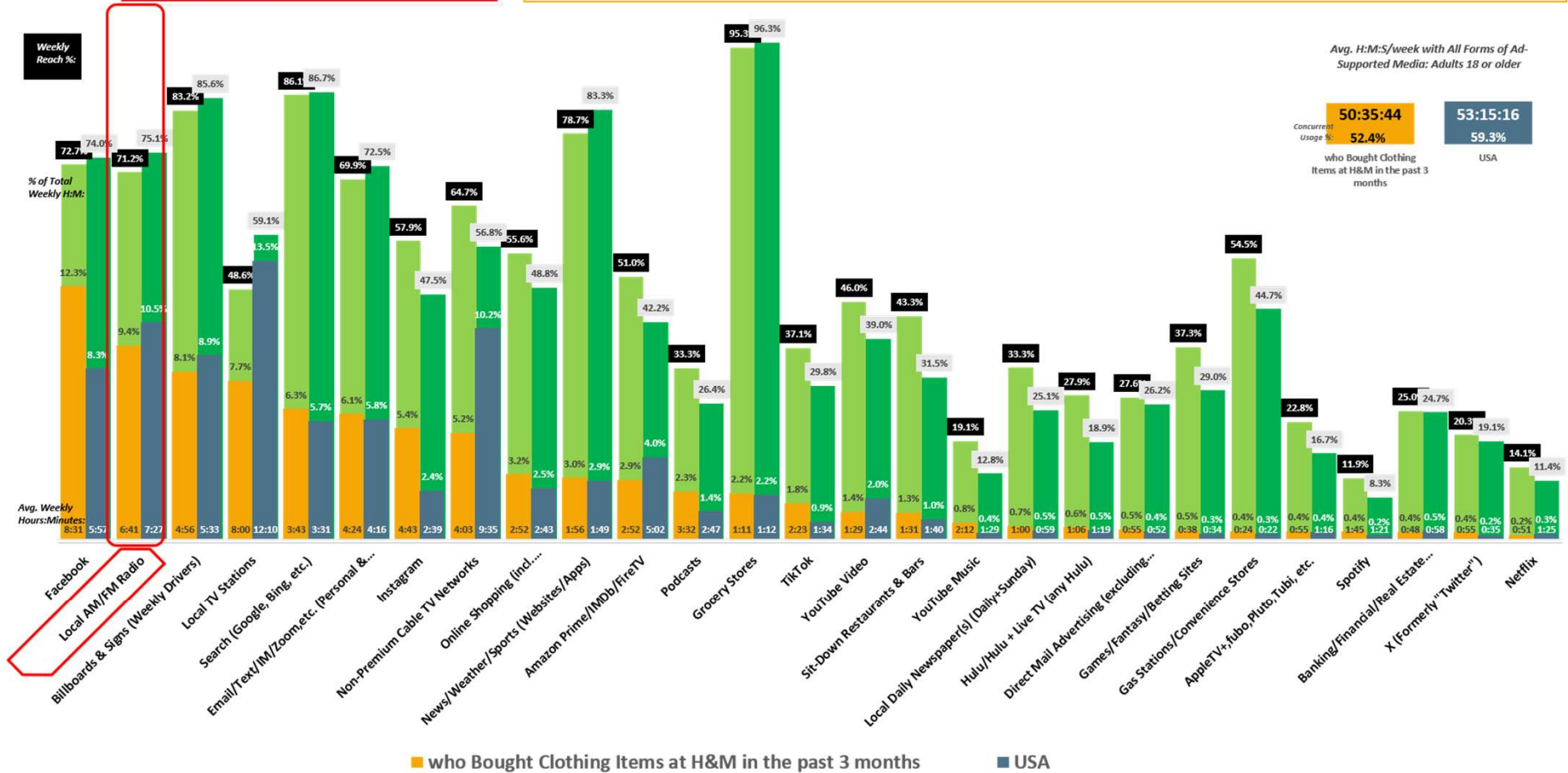


who Bought Clothing Items at H&M in the past 3 months

PHX



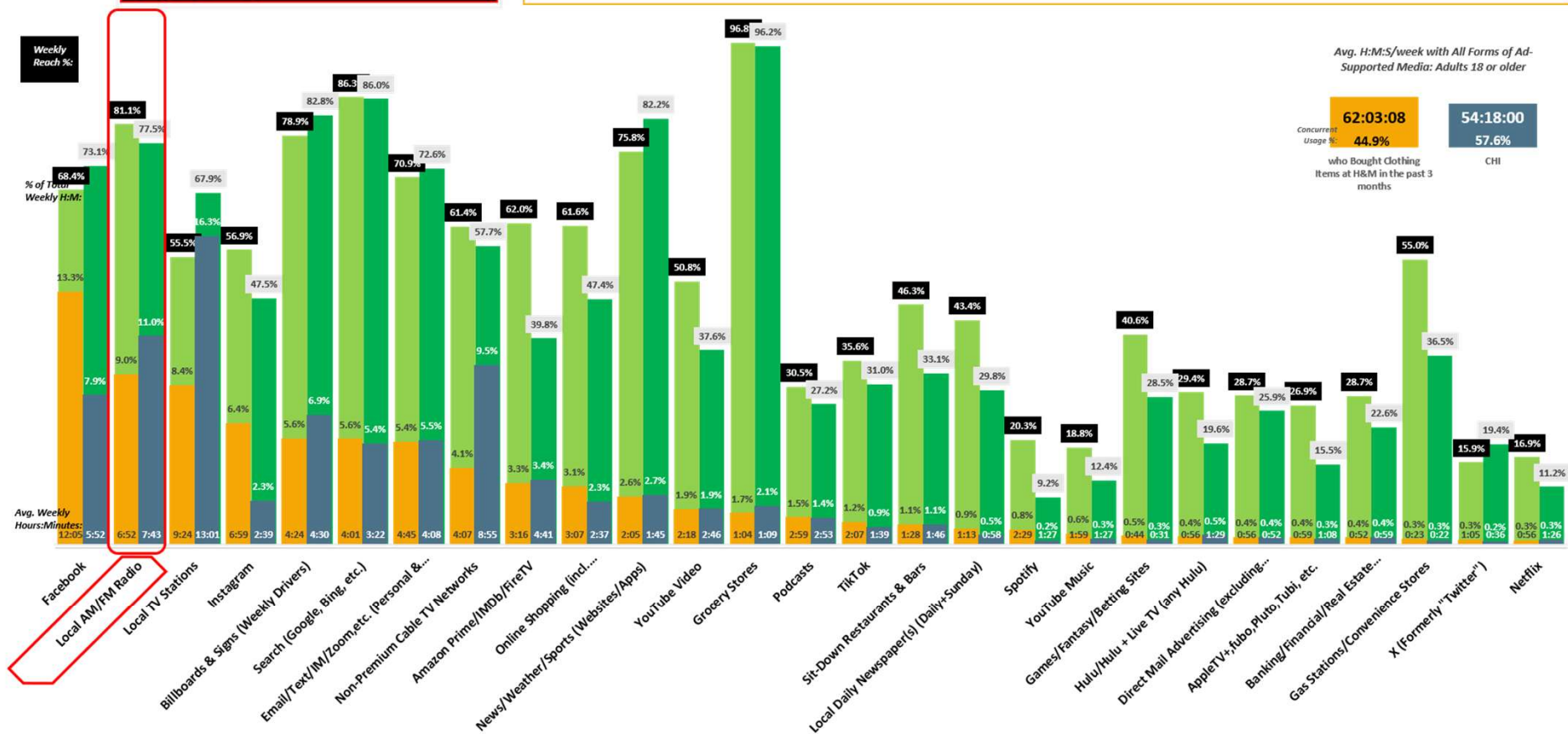
Adults 18 or older who Bought Clothing Items at H&M in the past 3 months spend an average of 2 days, 2 hours, 35 minutes and 44 seconds each week with All Forms of Ad-Supported Media.
 71.2% of Adults 18 or older who Bought Clothing Items at H&M in the past 3 months spend an avg. of 6 hours and 41 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.4% of total time spent with all forms of Ad-Supported Media.





Adults 18 or older who Bought Clothing Items at H&M in the past 3 months spend an average of 2 days, 14 hours, 3 minutes and 8 seconds each week with All Forms of Ad-Supported Media.

81.1% of Adults 18 or older who Bought Clothing Items at H&M in the past 3 months spend an avg. of 6 hours and 52 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.9% 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

62:03:08
Concurrent Usage %: 44.9%

54:18:00
CHI

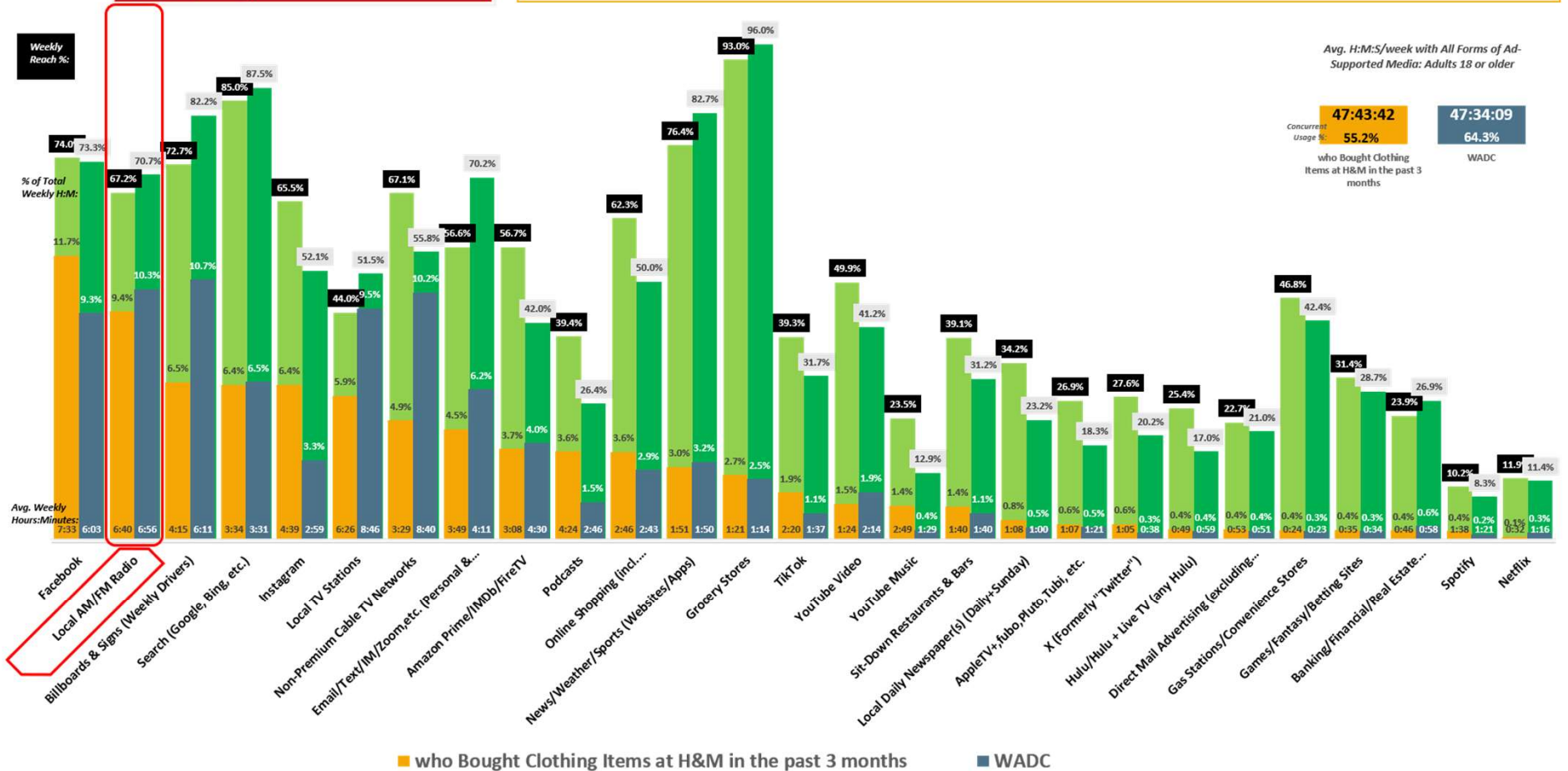
who Bought Clothing Items at H&M in the past 3 months

■ who Bought Clothing Items at H&M in the past 3 months

■ CHI

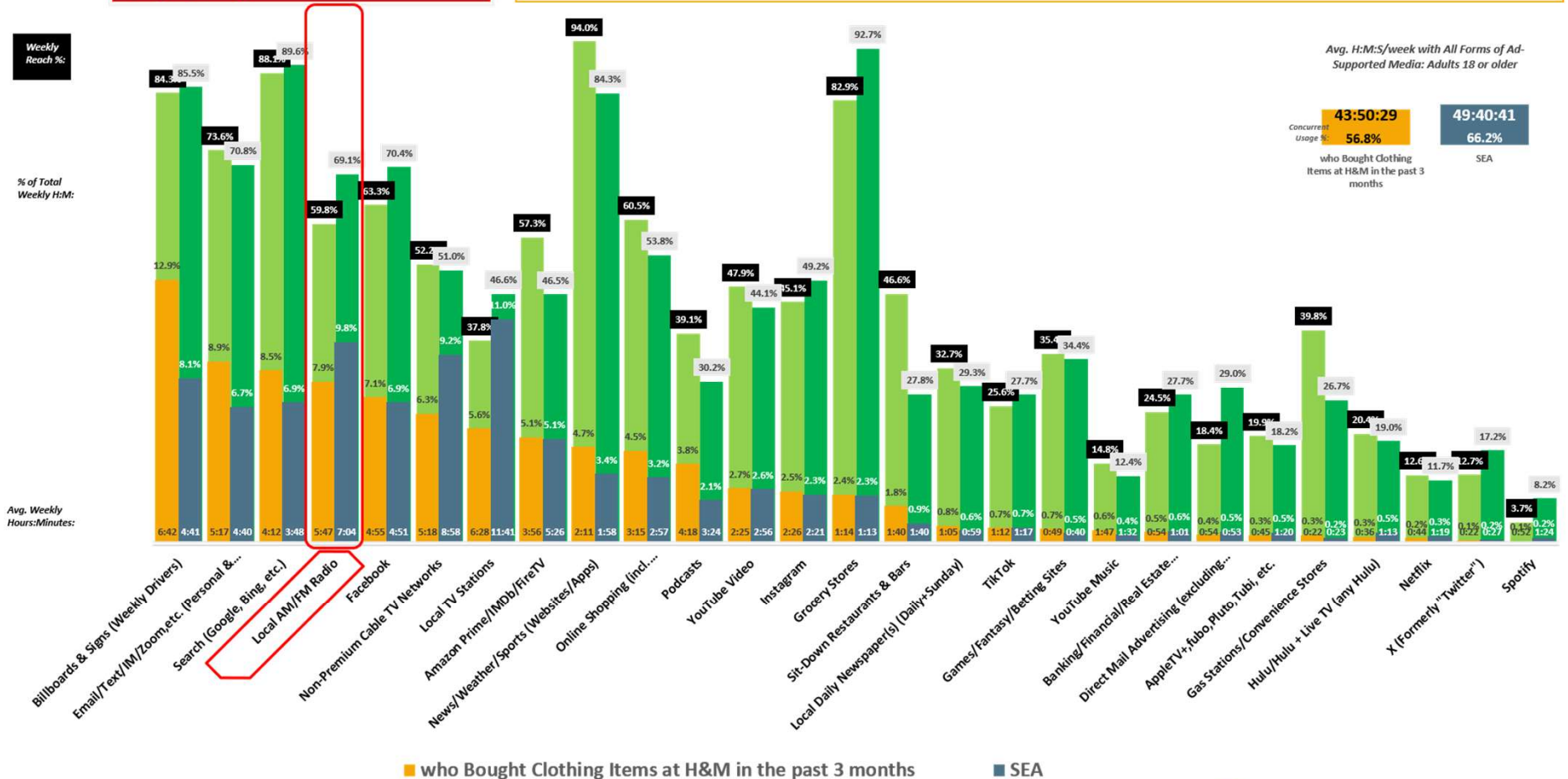


Adults 18 or older who Bought Clothing Items at H&M in the past 3 months spend an average of 1 days, 23 hours, 43 minutes and 42 seconds each week with All Forms of Ad-Supported Media.
67.2% of Adults 18 or older who Bought Clothing Items at H&M in the past 3 months spend an avg. of 6 hours and 40 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.4% of total time spent with all forms of Ad-Supported Media.



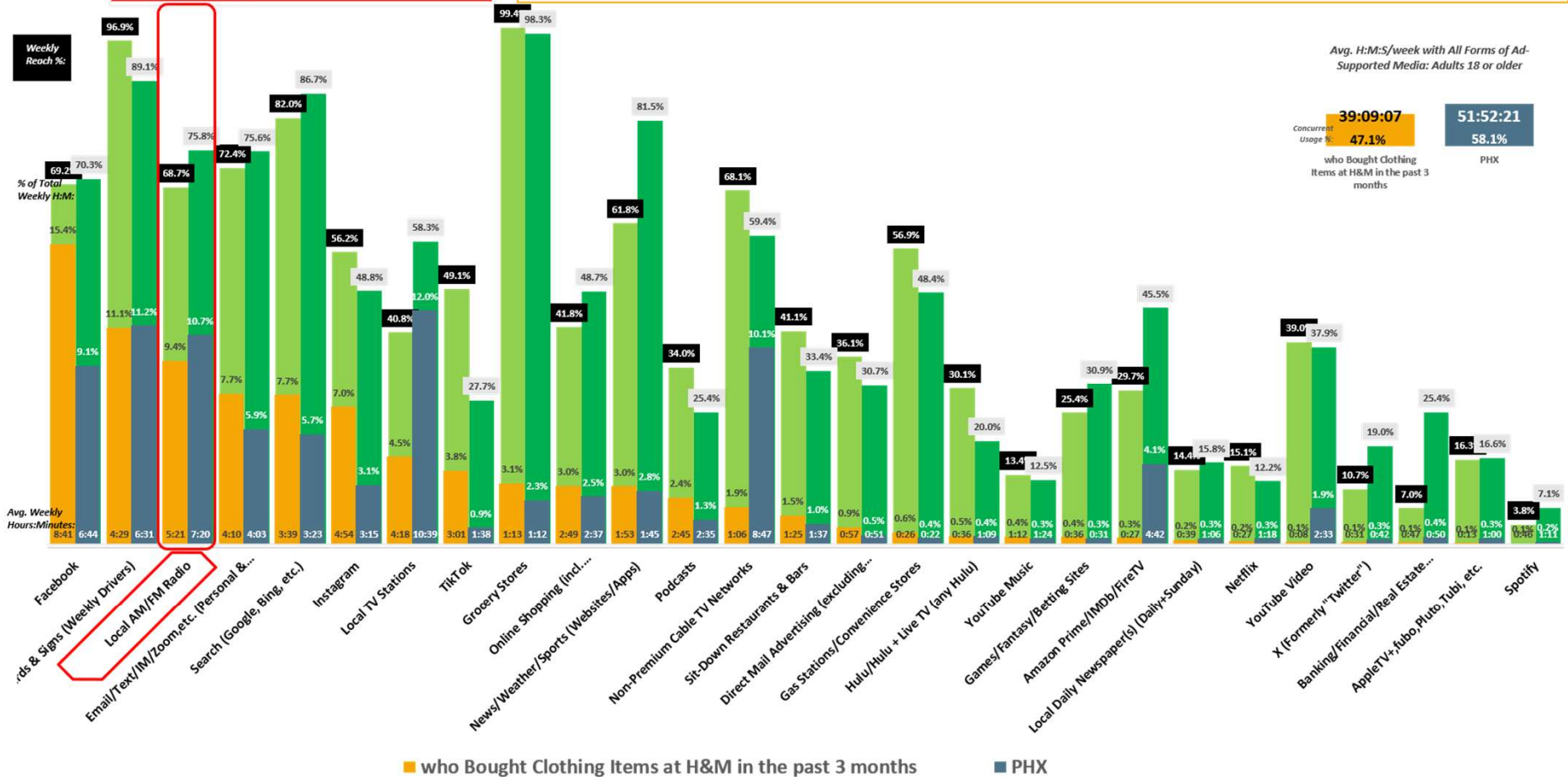


Adults 18 or older who Bought Clothing Items at H&M in the past 3 months spend an average of 1 days, 19 hours, 50 minutes and 29 seconds each week with All Forms of Ad-Supported Media.
 59.8% of Adults 18 or older who Bought Clothing Items at H&M in the past 3 months spend an avg. of 5 hours and 47 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 7.9% of total time spent with all forms of Ad-Supported Media.





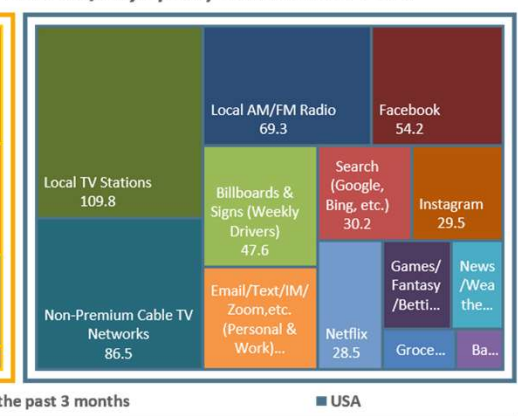
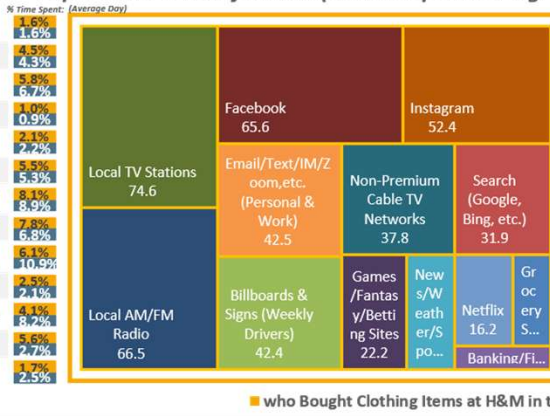
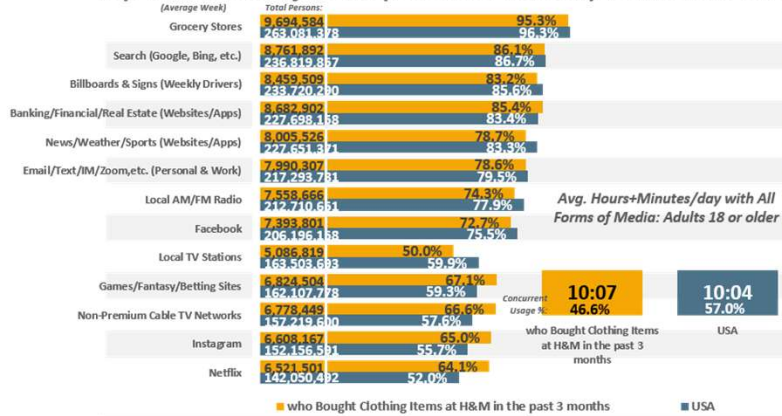
Adults 18 or older who Bought Clothing Items at H&M in the past 3 months spend an average of 1 days, 15 hours, 9 minutes and 7 seconds each week with All Forms of Ad-Supported Media.
68.7% of Adults 18 or older who Bought Clothing Items at H&M in the past 3 months spend an avg. of 5 hours and 21 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.4% of total time spent with all forms of Ad-Supported Media.



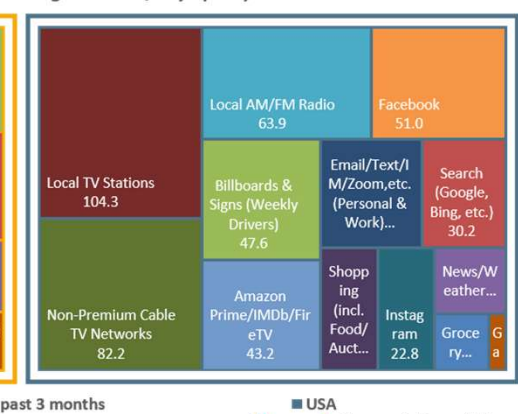
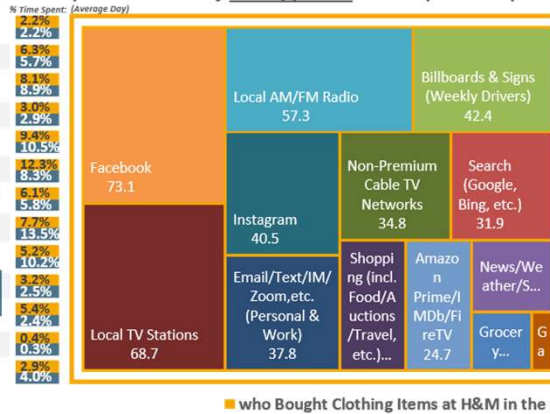
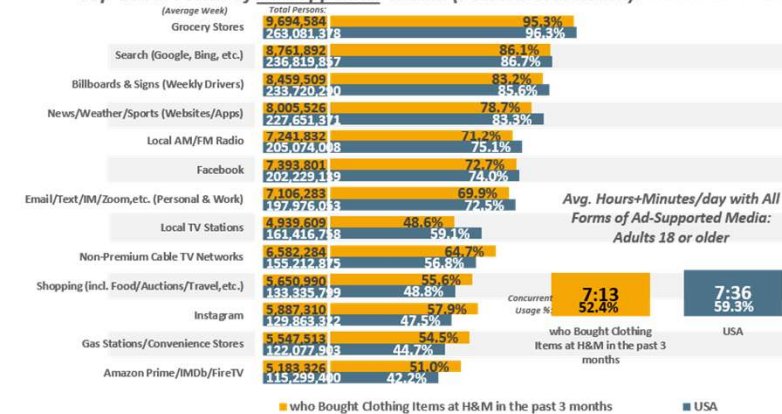


Adults 18 or older who Bought Clothing Items at H&M in the past 3 months spend an average of 7 hours and 13 minutes each day with All Forms of Ad-Supported Media. 71.2% listen to Local AM/FM Radio for an avg. of 57.3 minutes/day. (Local Radio delivers 9.4% of Time with Ad-Supported Media.)

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



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 900
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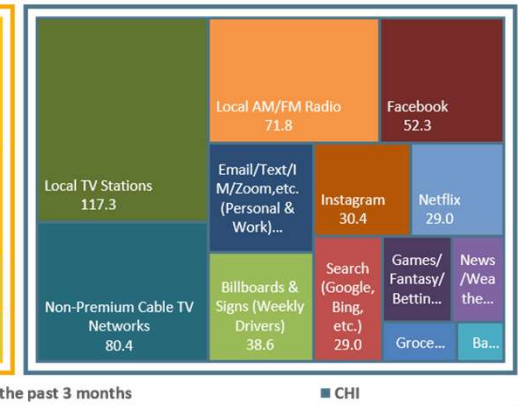
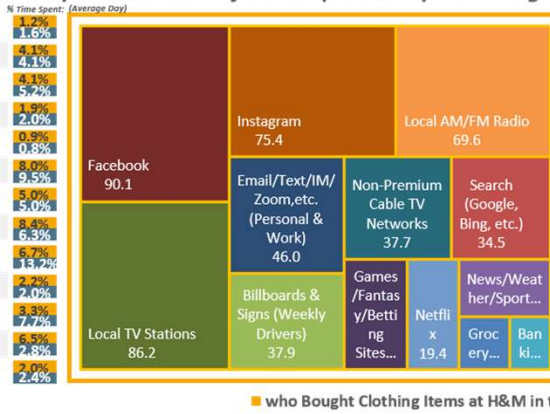
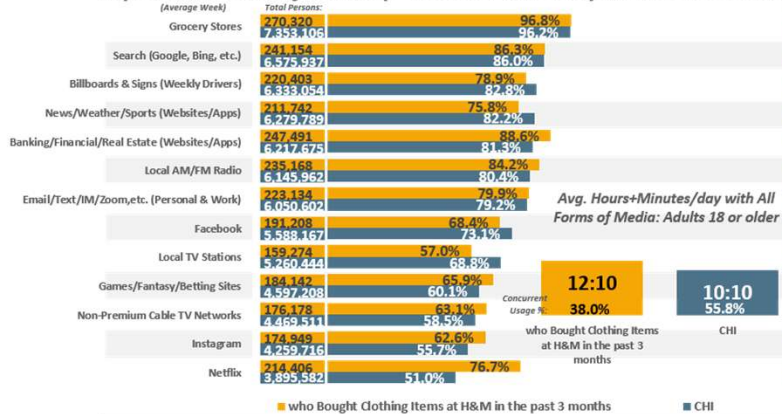
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Clothing stores bought past 3 months: H&M

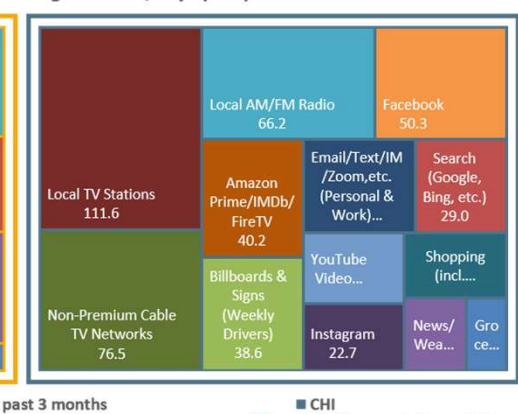
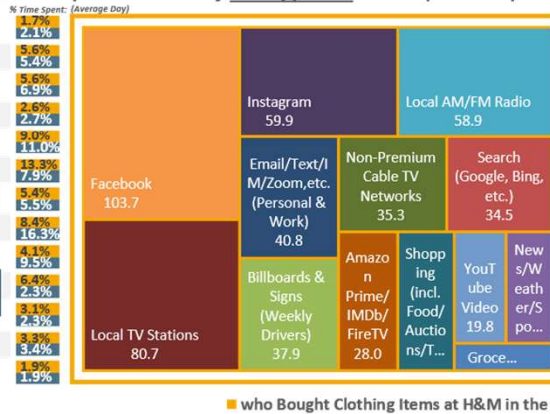
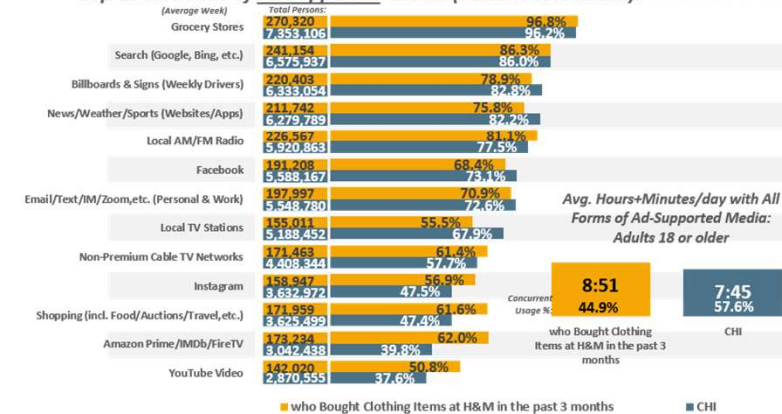


Adults 18 or older who Bought Clothing Items at H&M in the past 3 months spend an average of 8 hours and 51 minutes each day with All Forms of Ad-Supported Media. 81.1% listen to Local AM/FM Radio for an avg. of 58.9 minutes/day. (Local Radio delivers 9.% of Time with Ad-Supported Media.)

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



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

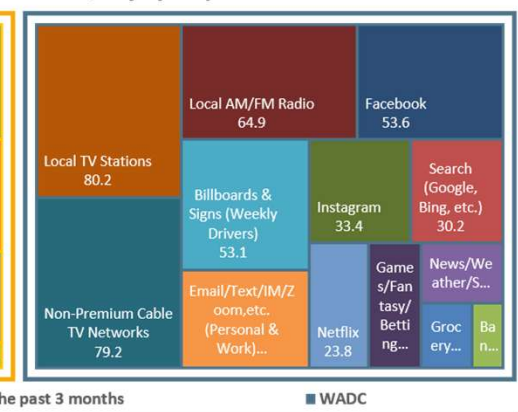
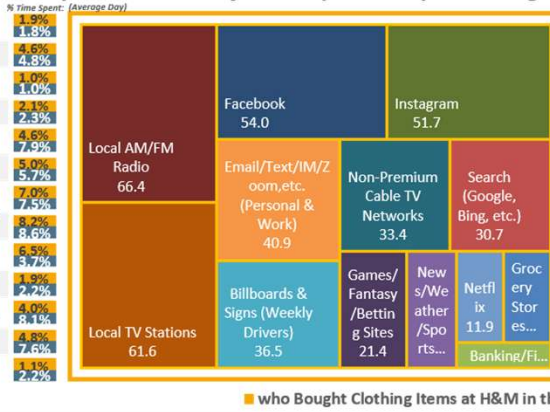
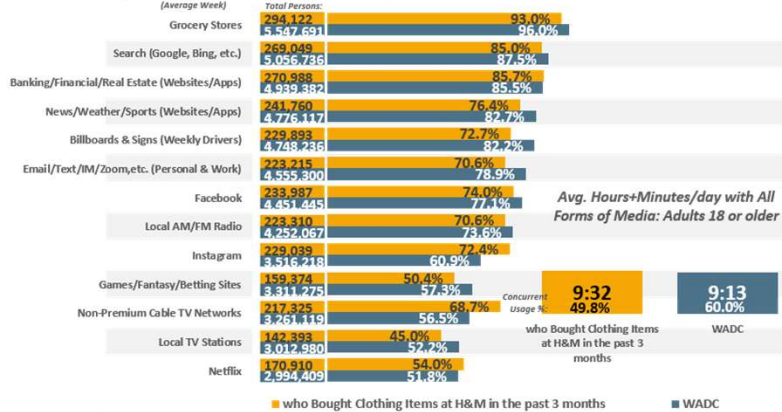




Adults 18 or older who Bought Clothing Items at H&M in the past 3 months spend an average of 6 hours and 49 minutes each day with All Forms of Ad-Supported Media. 67.2% listen to Local AM/FM Radio for an avg. of 57.2 minutes/day. (Local Radio delivers 9.4% of Time with Ad-Supported Media.)

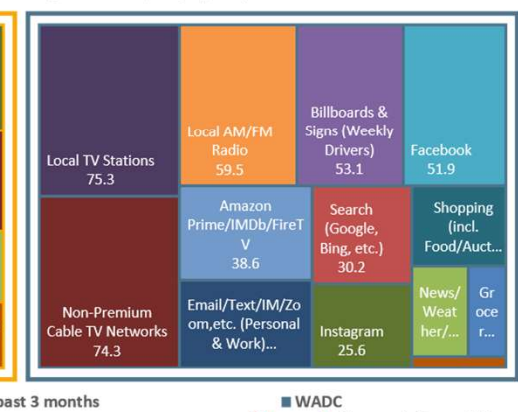
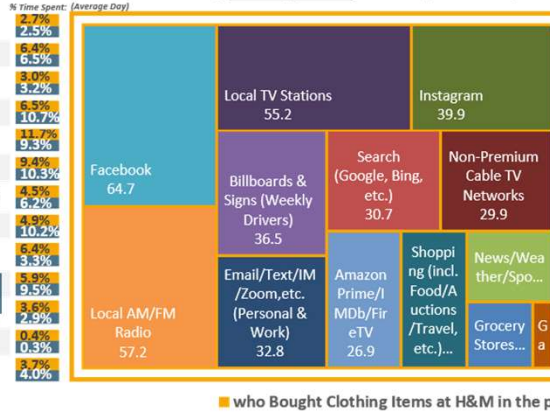
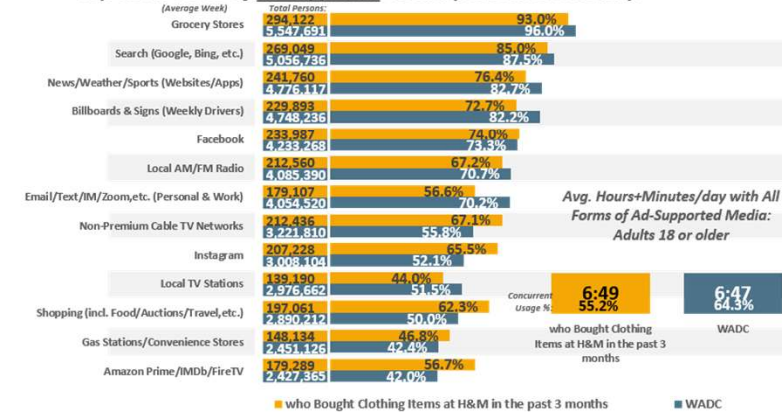
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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



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

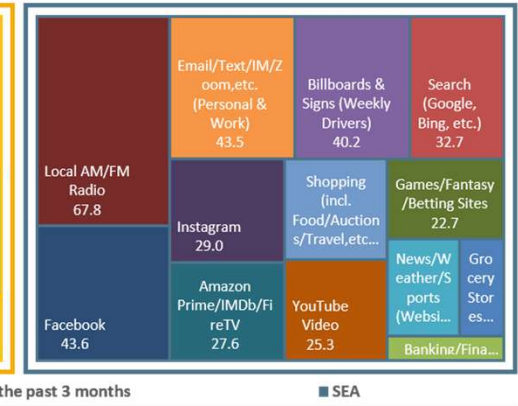
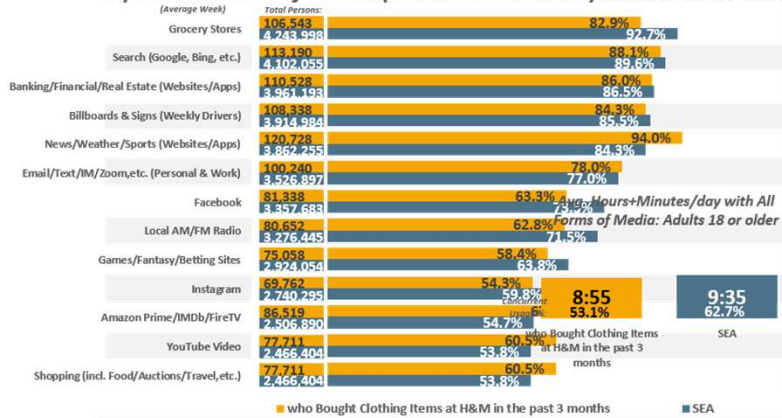
Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



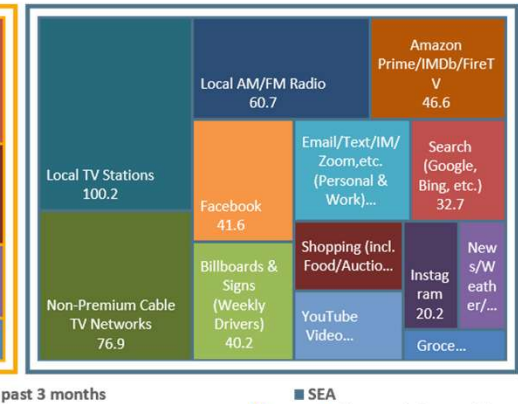
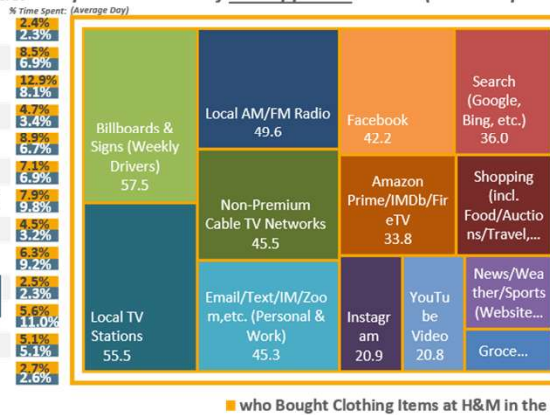
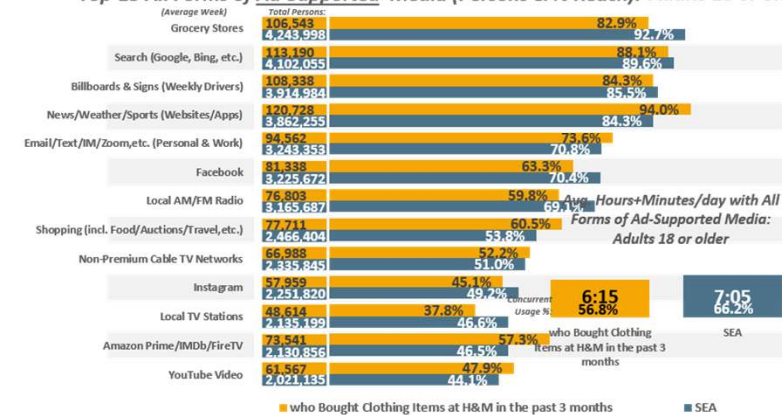


Adults 18 or older who Bought Clothing Items at H&M in the past 3 months spend an average of 6 hours and 15 minutes each day with All Forms of Ad-Supported Media. 59.8% listen to Local AM/FM Radio for an avg. of 49.6 minutes/day. (Local Radio delivers 7.9% of Time with Ad-Supported Media.)

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



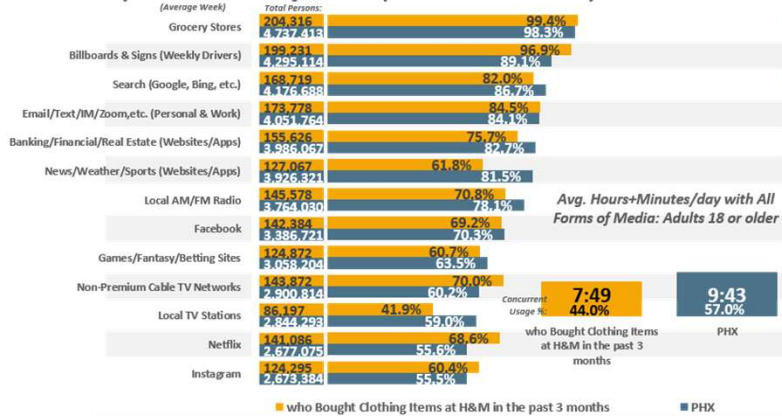
Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



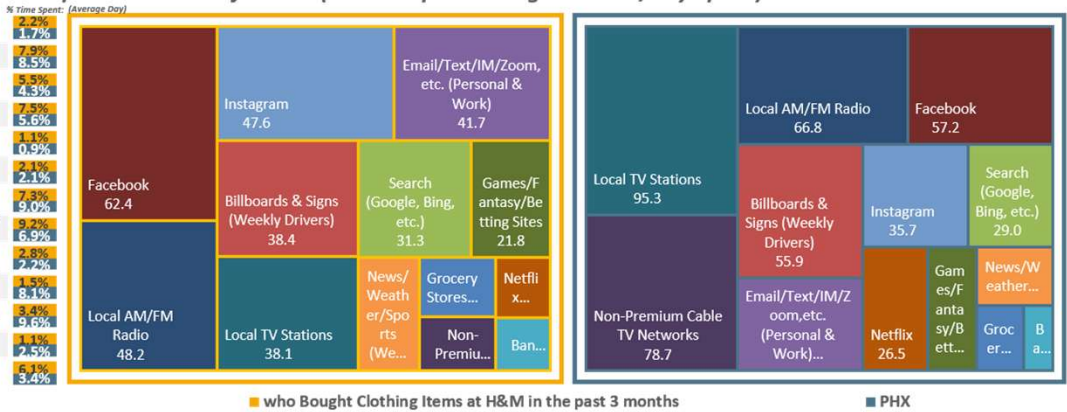


Adults 18 or older who Bought Clothing Items at H&M in the past 3 months spend an average of 5 hours and 35 minutes each day with All Forms of Ad-Supported Media. 68.7% listen to Local AM/FM Radio for an avg. of 46. minutes/day. (Local Radio delivers 9.4% of Time with Ad-Supported Media.)

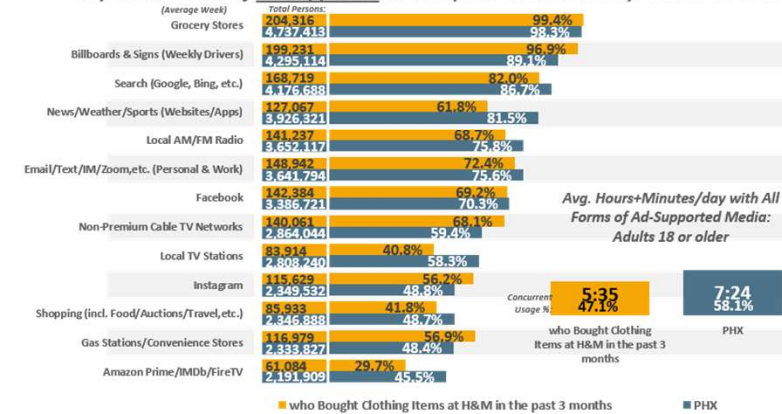
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



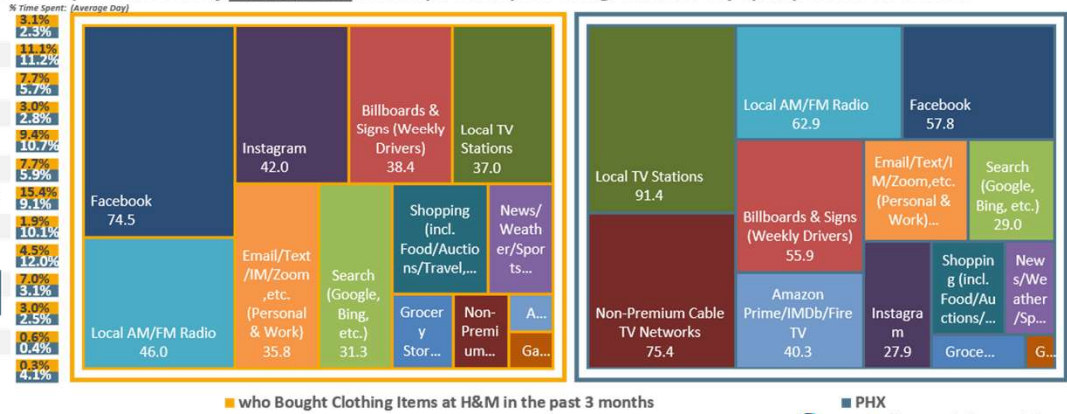
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 83
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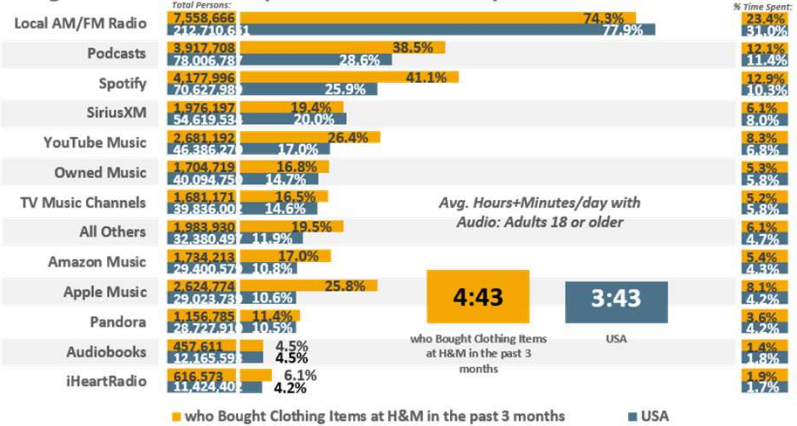
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Clothing stores bought past 3 months: H&M

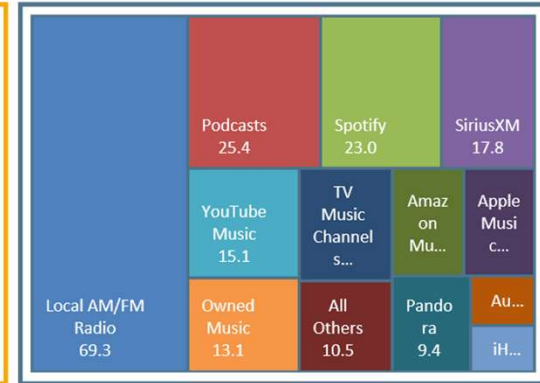
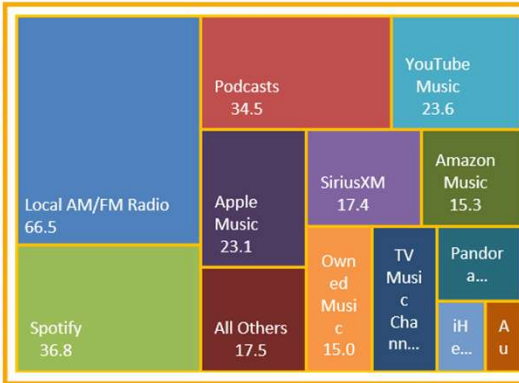


7,241,832 or 71.2% of Adults 18 or older who Bought Clothing Items at H&M in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 57.3 minutes every day representing 33.0% of all time spent daily with Ad-Supported Audio.

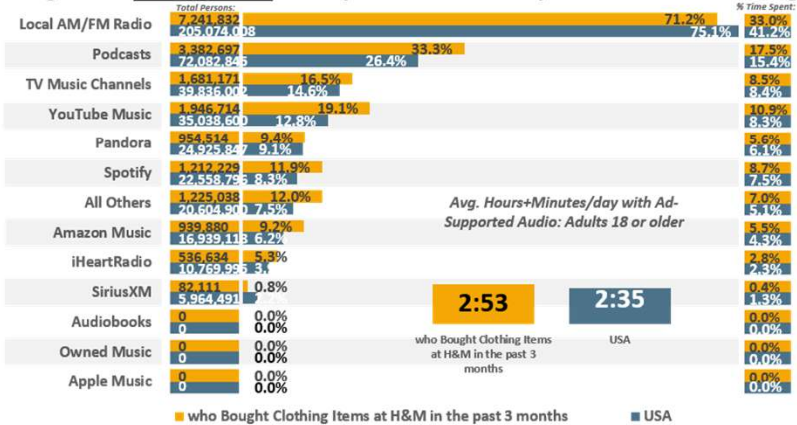
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



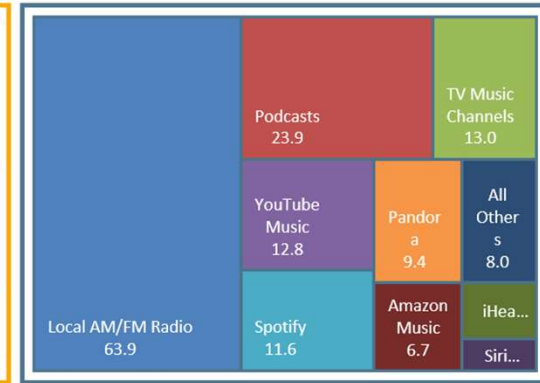
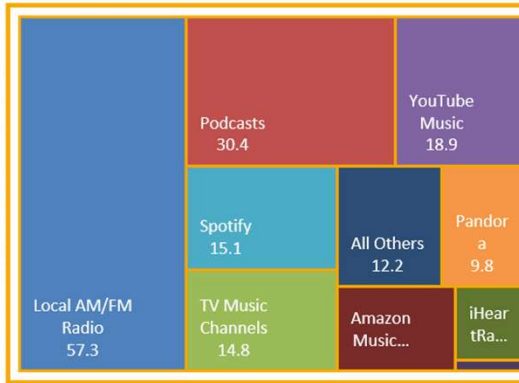
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 900
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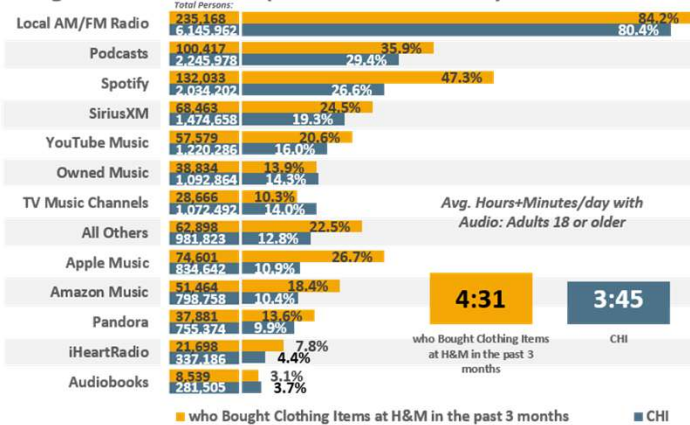
soefa.ai Share of Everything for Anything

Clothing stores bought past 3 months: H&M

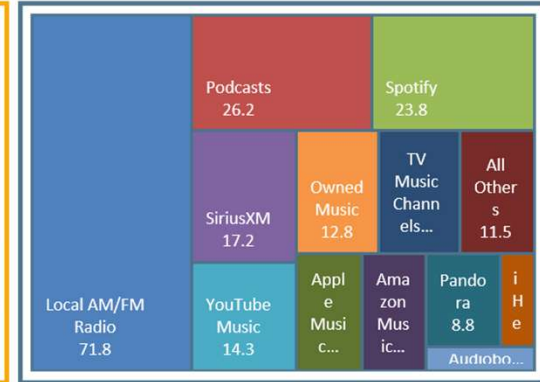
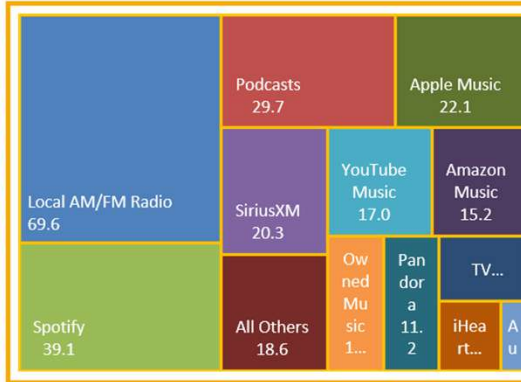


226,567 or 81.1% of Adults 18 or older who Bought Clothing Items at H&M in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 58.9 minutes every day representing 33.2% of all time spent daily with Ad-Supported Audio.

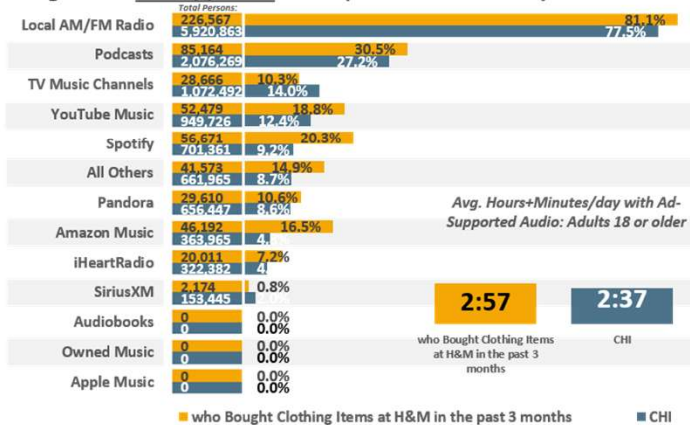
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



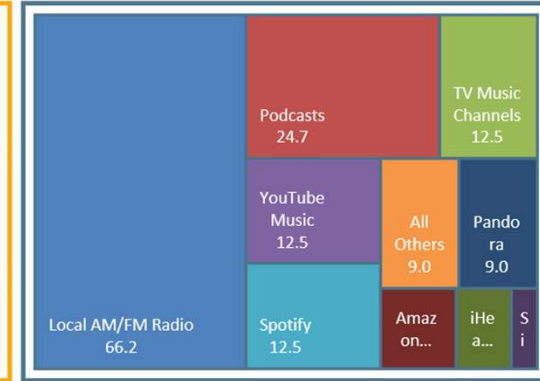
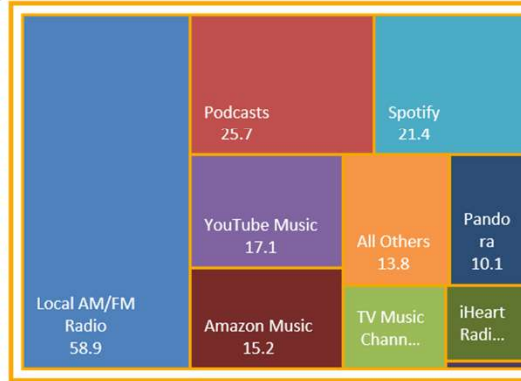
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



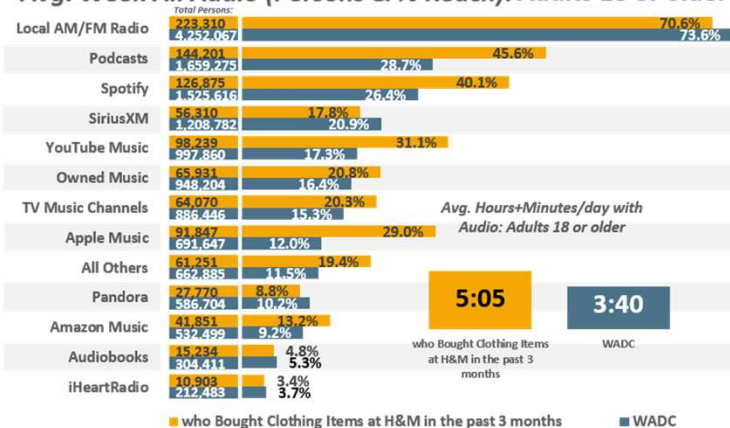
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



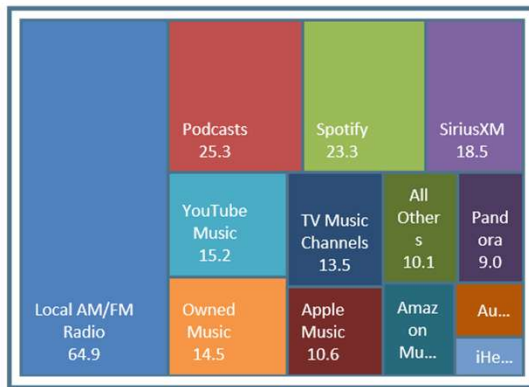
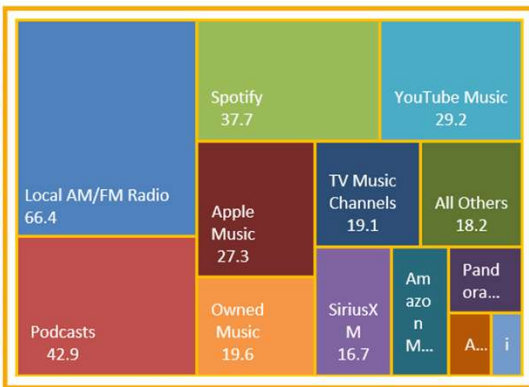


212,560 or 67.2% of Adults 18 or older who Bought Clothing Items at H&M in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 57.2 minutes every day representing 31.5% of all time spent daily with Ad-Supported Audio.

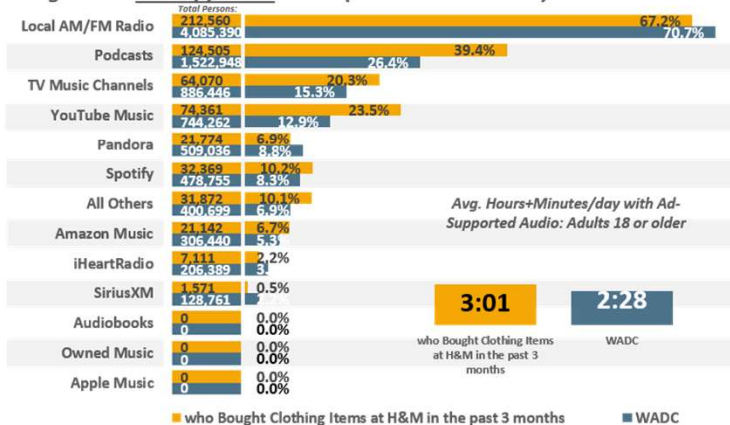
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



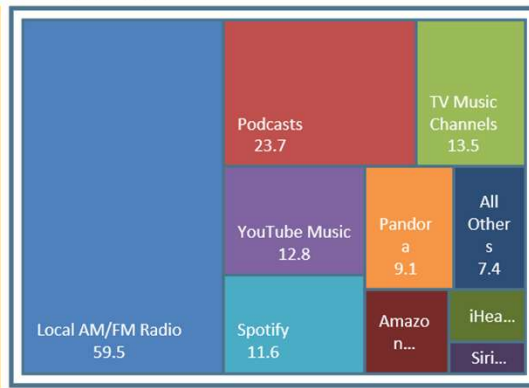
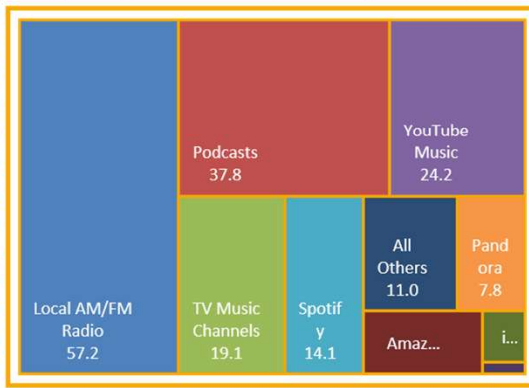
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

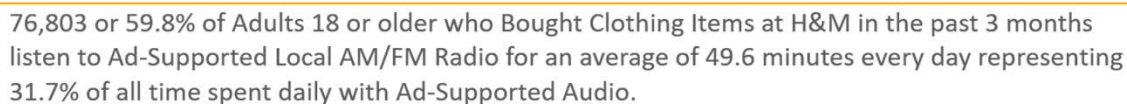


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older

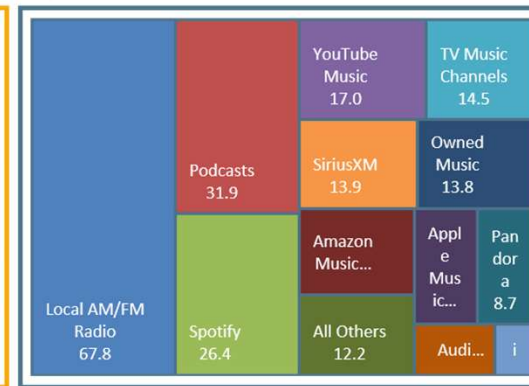
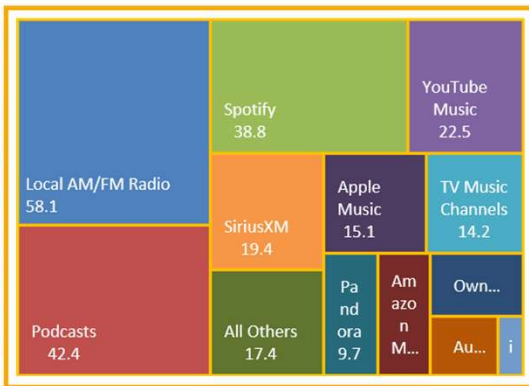


Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

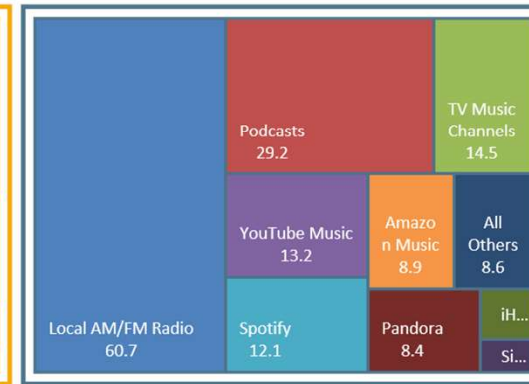
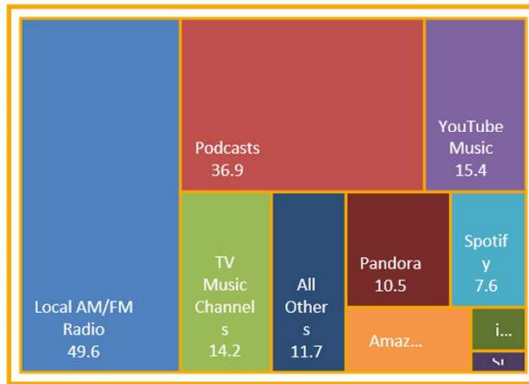




Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



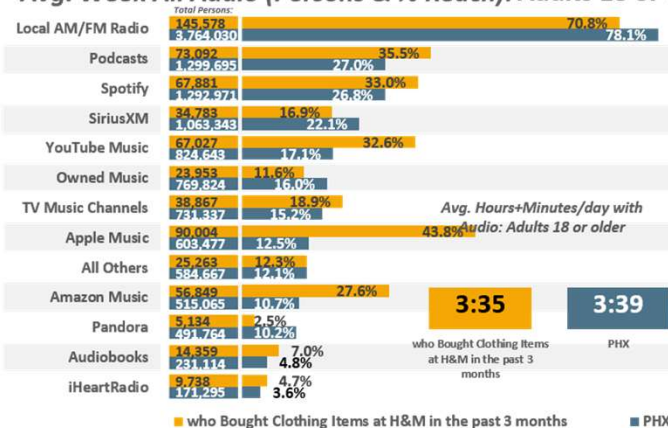
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



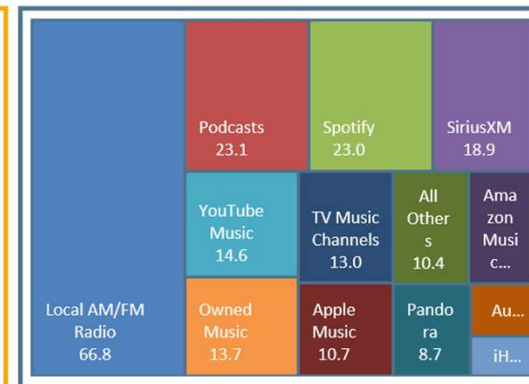


141,237 or 68.7% of Adults 18 or older who Bought Clothing Items at H&M in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 46. minutes every day representing 40.2% of all time spent daily with Ad-Supported Audio.

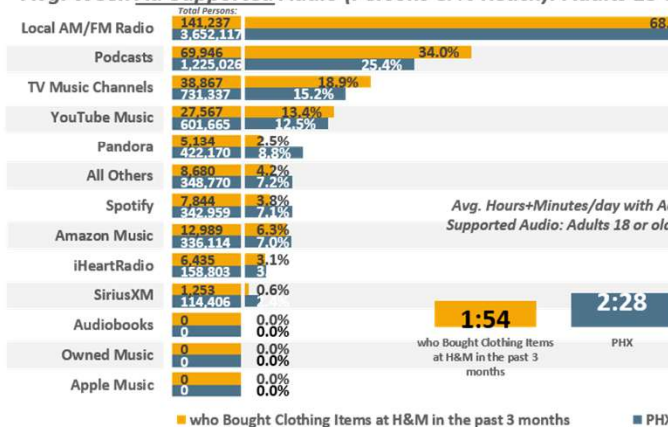
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



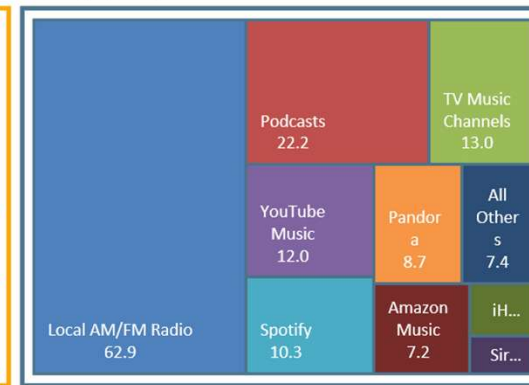
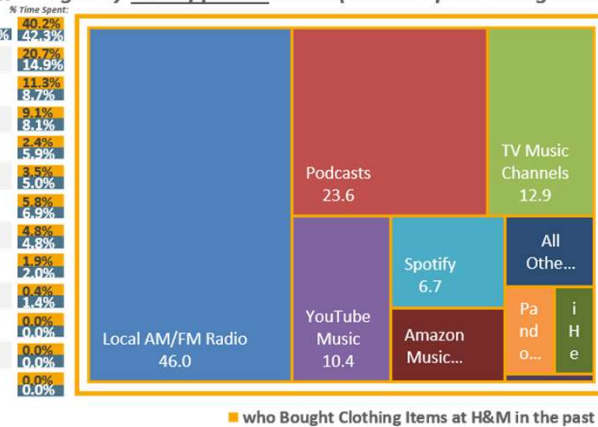
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

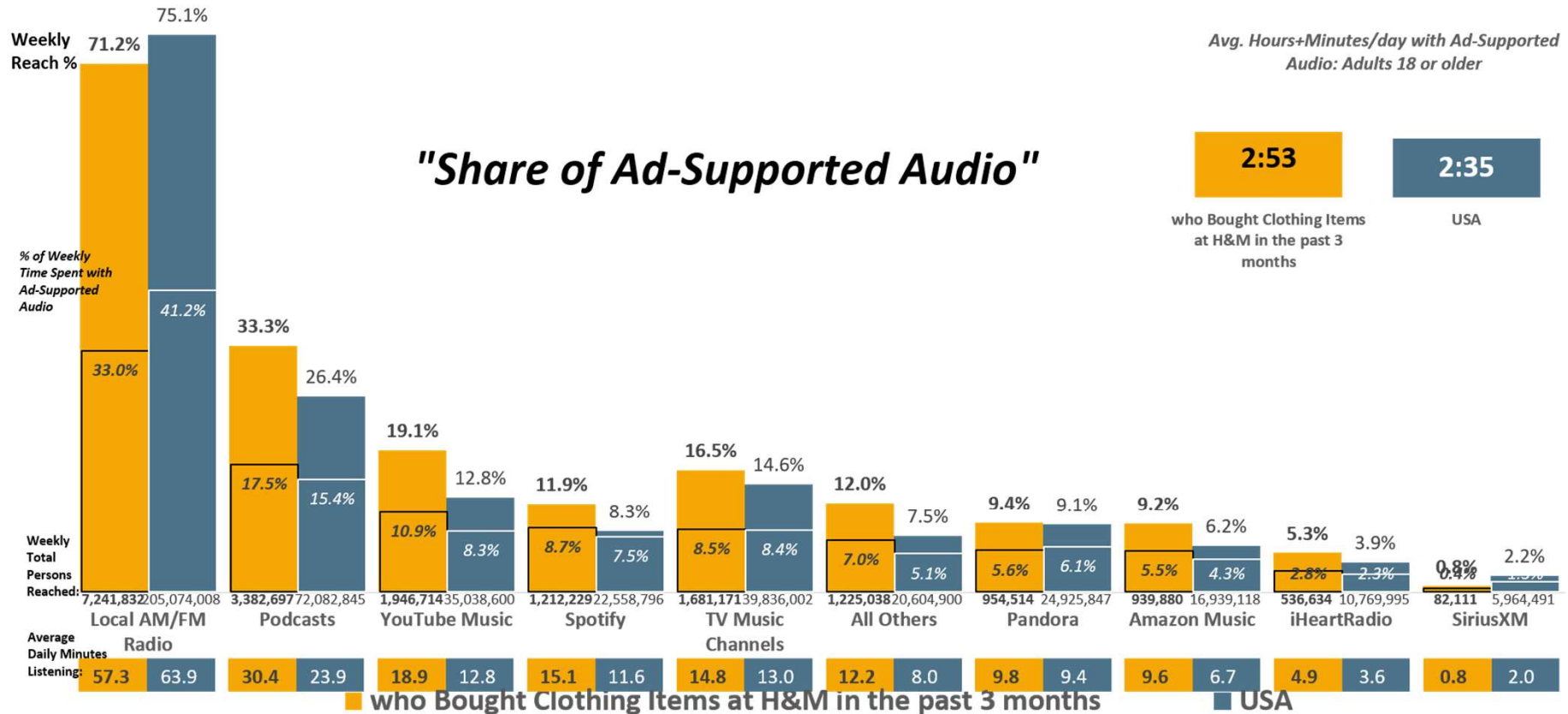


Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



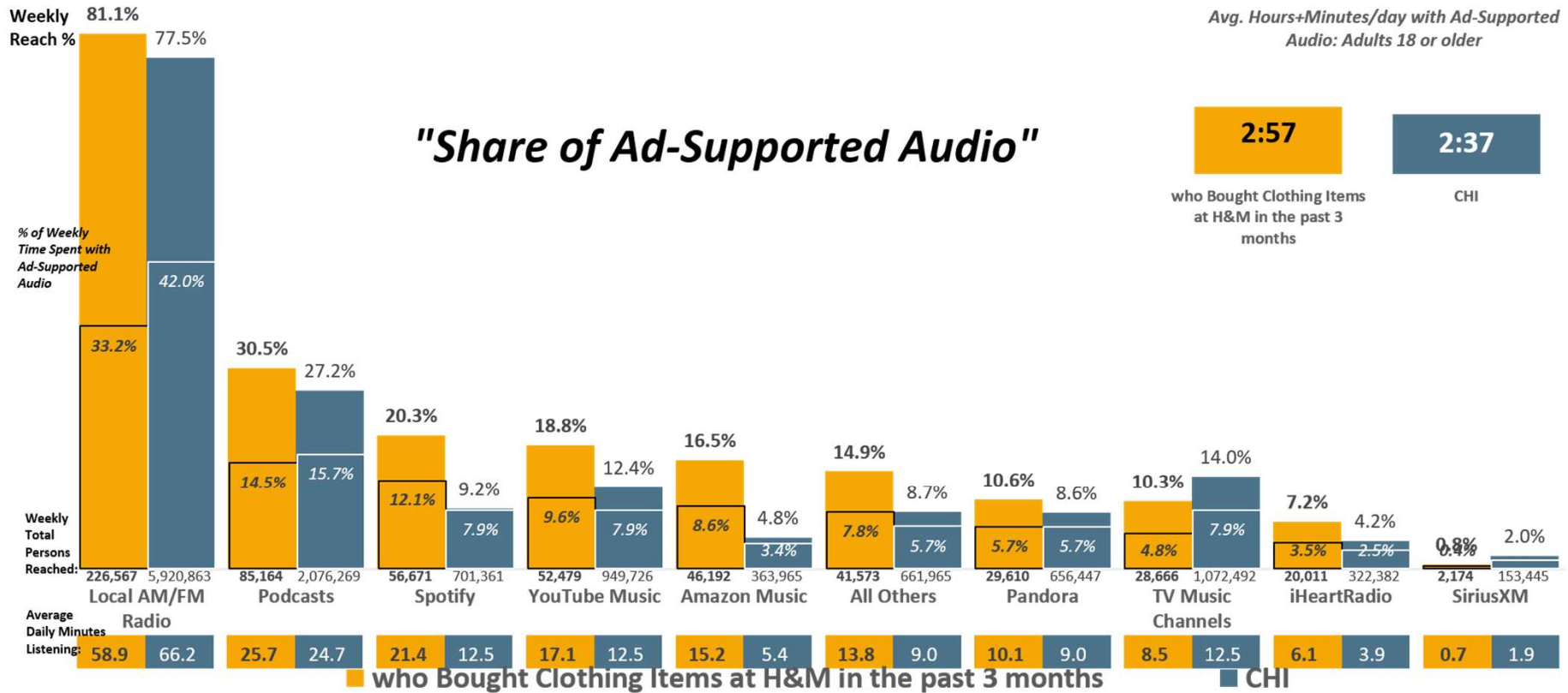


7,241,832 or 71.2% of Adults 18 or older who Bought Clothing Items at H&M in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 57.3 minutes every day representing 33.0% of all time spent daily with Ad-Supported Audio.



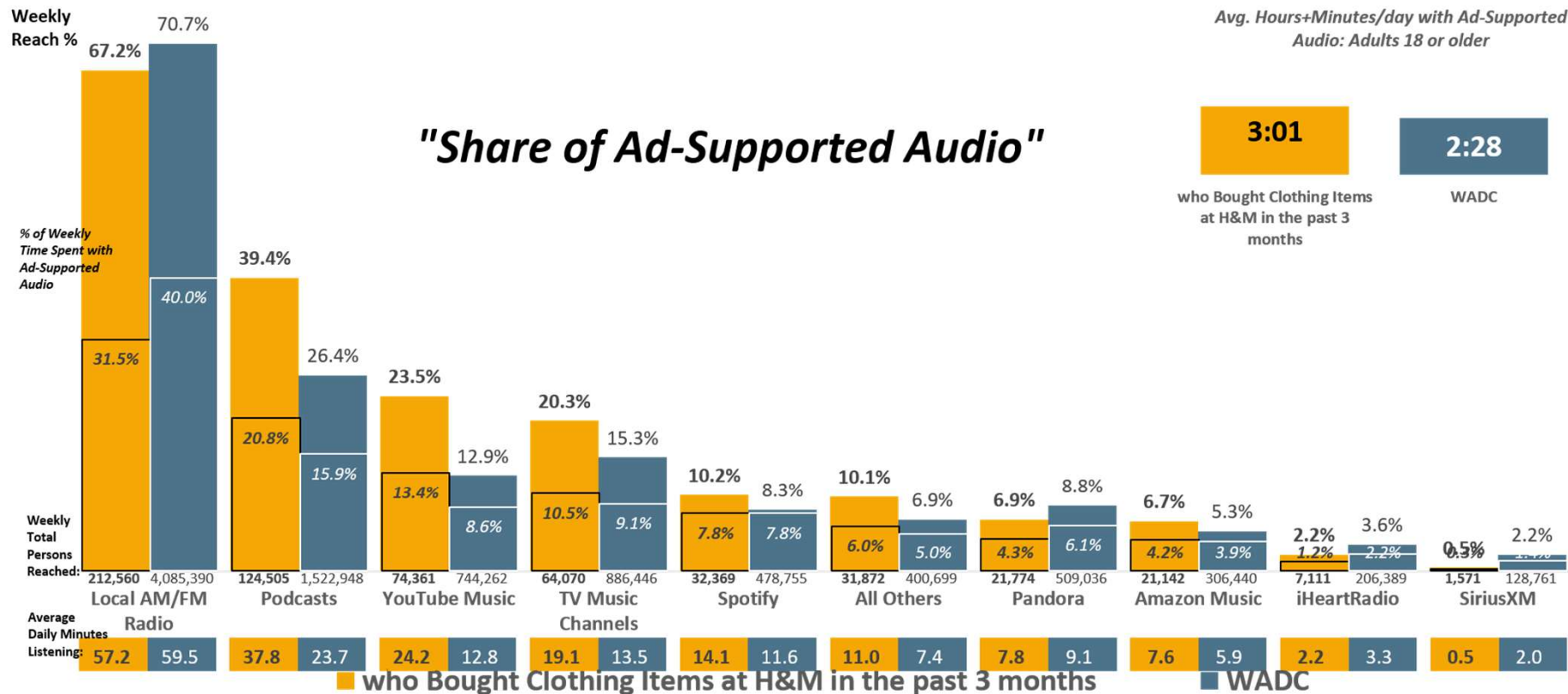


226,567 or 81.1% of Adults 18 or older who Bought Clothing Items at H&M in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 58.9 minutes every day representing 33.2% of all time spent daily with Ad-Supported Audio.



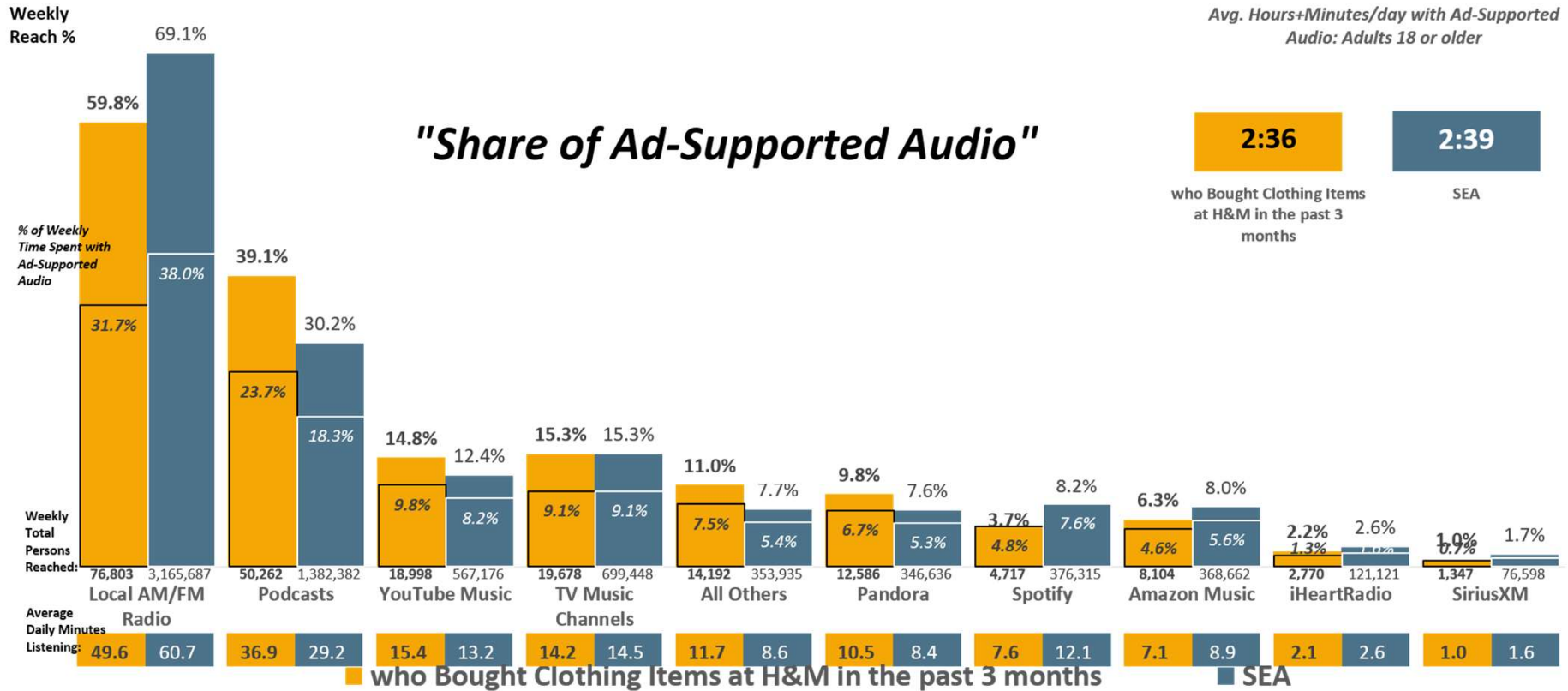


212,560 or 67.2% of Adults 18 or older who Bought Clothing Items at H&M in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 57.2 minutes every day representing 31.5% of all time spent daily with Ad-Supported Audio.



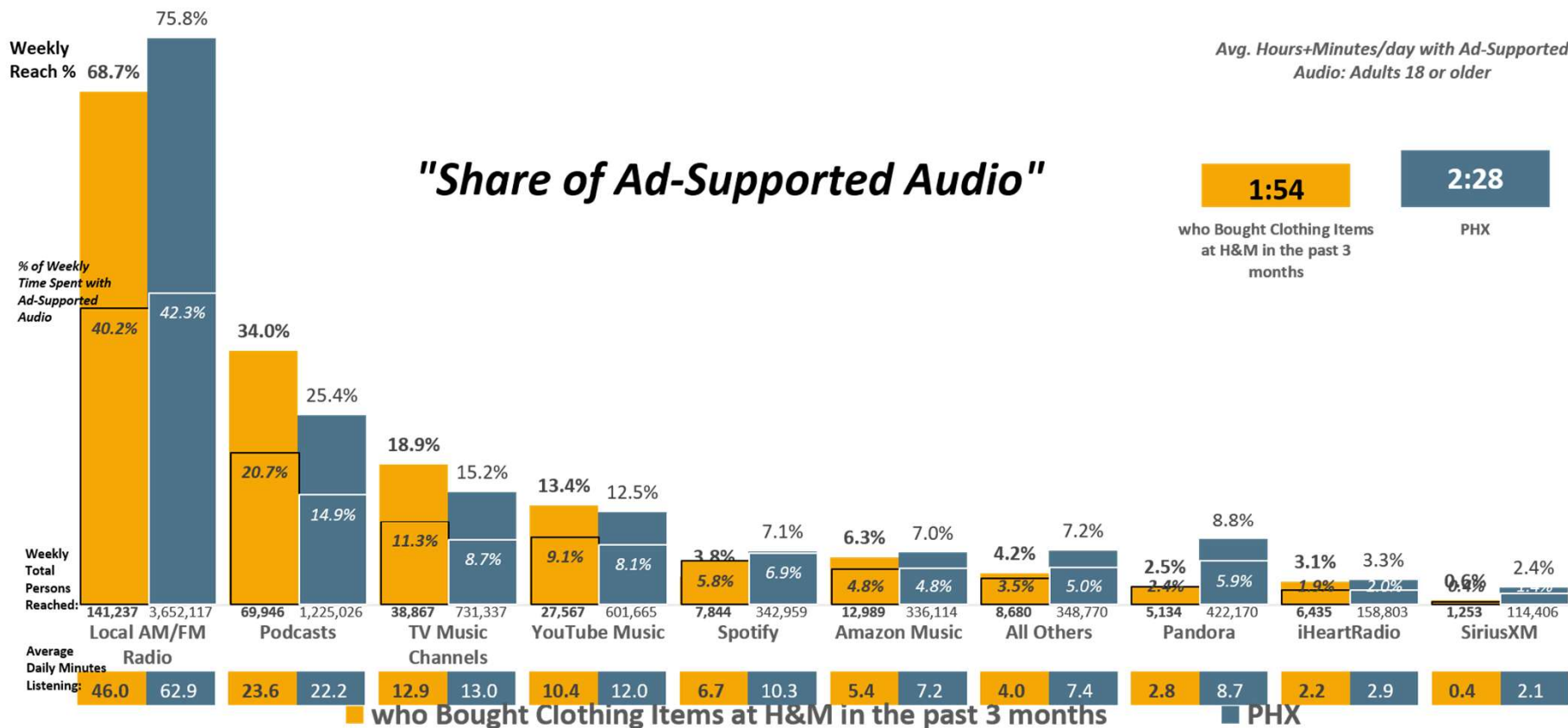


76,803 or 59.8% of Adults 18 or older who Bought Clothing Items at H&M in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 49.6 minutes every day representing 31.7% of all time spent daily with Ad-Supported Audio.





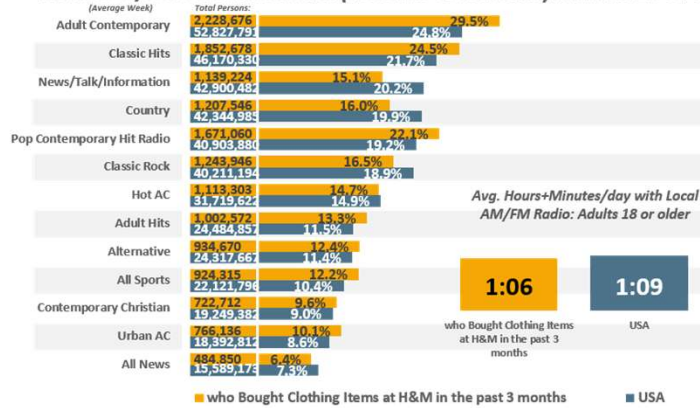
141,237 or 68.7% of Adults 18 or older who Bought Clothing Items at H&M in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 46. minutes every day representing 40.2% of all time spent daily with Ad-Supported Audio.





7,241,832 or 71.2% of Adults 18 or older who Bought Clothing Items at H&M in the past 3 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Pop Contemporary Hit Radio, Classic Rock, and Country.

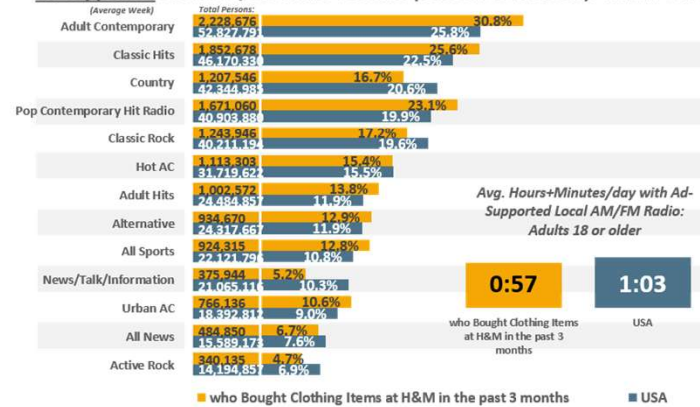
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



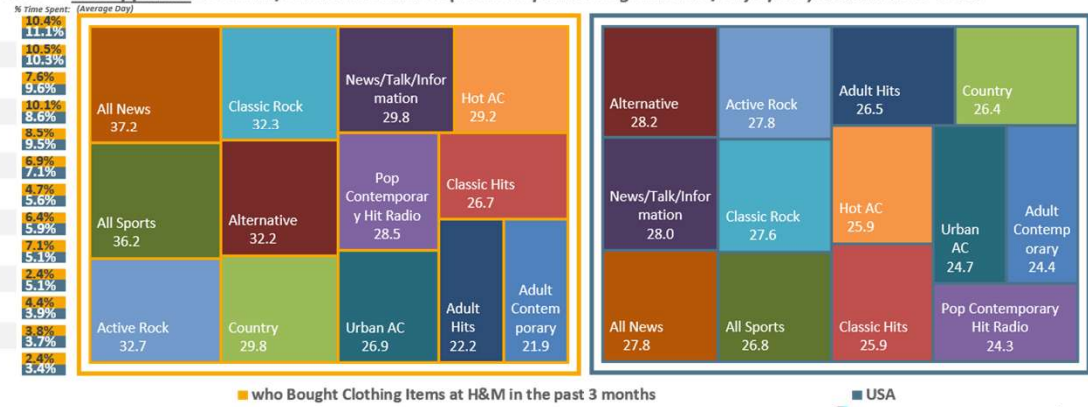
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 900
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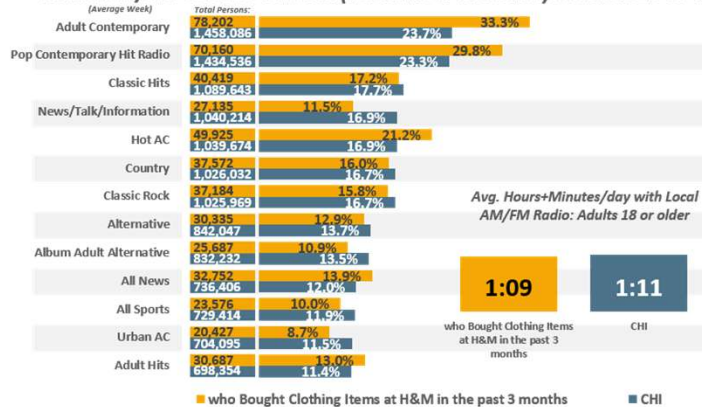
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Clothing stores bought past 3 months: H&M



226,567 or 81.1% of Adults 18 or older who Bought Clothing Items at H&M in the past 3 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Hot AC, Spanish Contemporary, and Classic Hits.

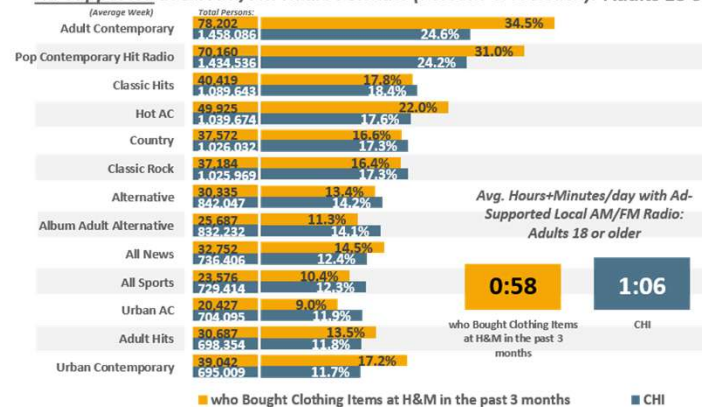
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



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



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



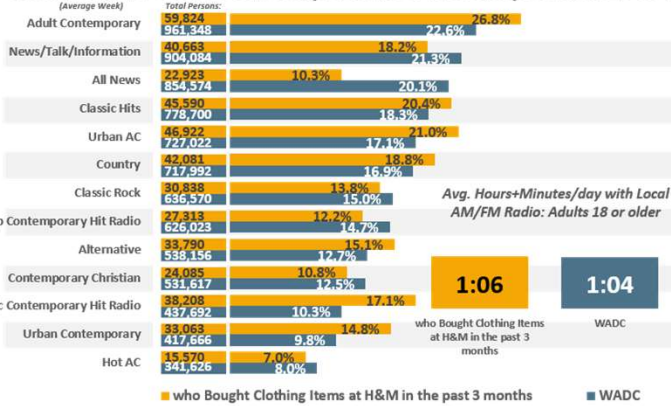
Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



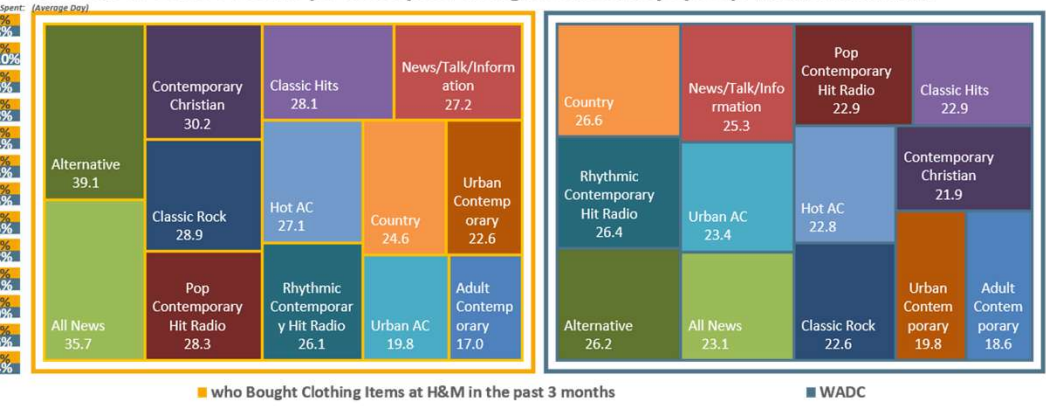


212,560 or 67.2% of Adults 18 or older who Bought Clothing Items at H&M in the past 3 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Urban AC, Classic Hits, Country, and Rhythmic Contemporary Hit Radio.

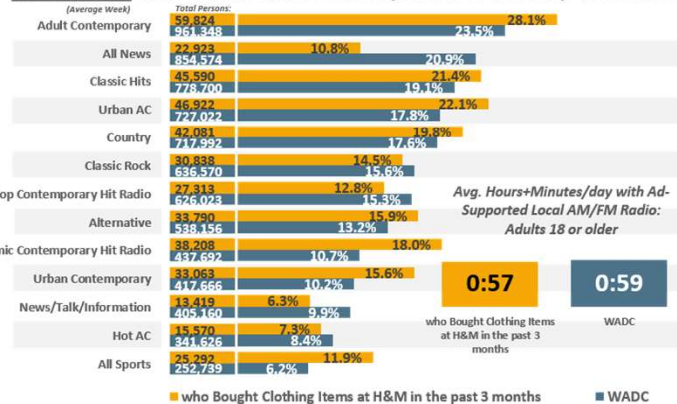
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



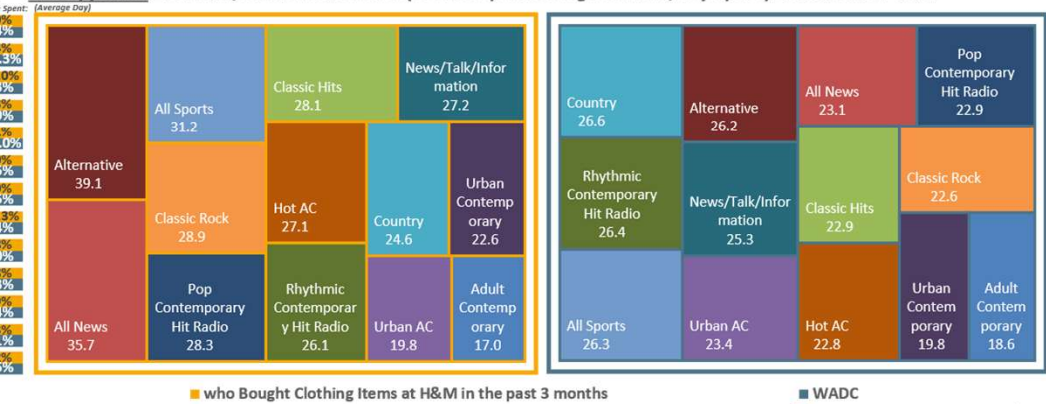
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WADC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 306
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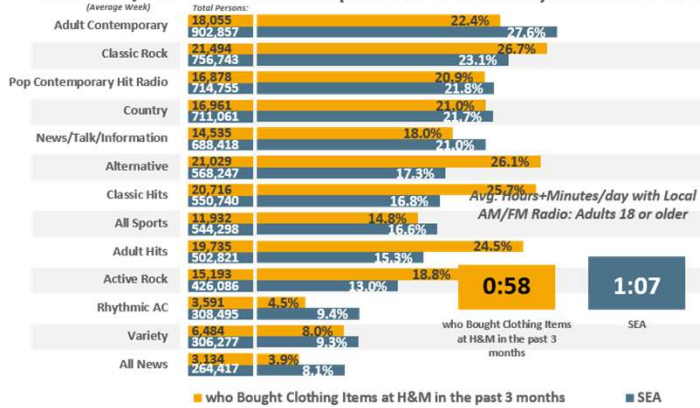
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Clothing stores bought past 3 months: H&M



76,803 or 59.8% of Adults 18 or older who Bought Clothing Items at H&M in the past 3 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Rock, Alternative, Classic Hits, Adult Hits, and Adult Contemporary.

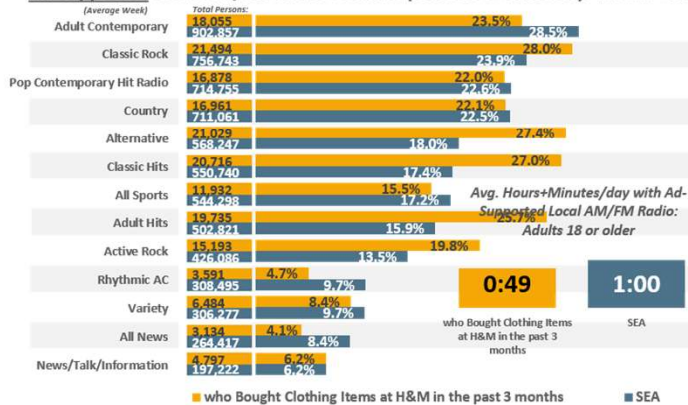
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



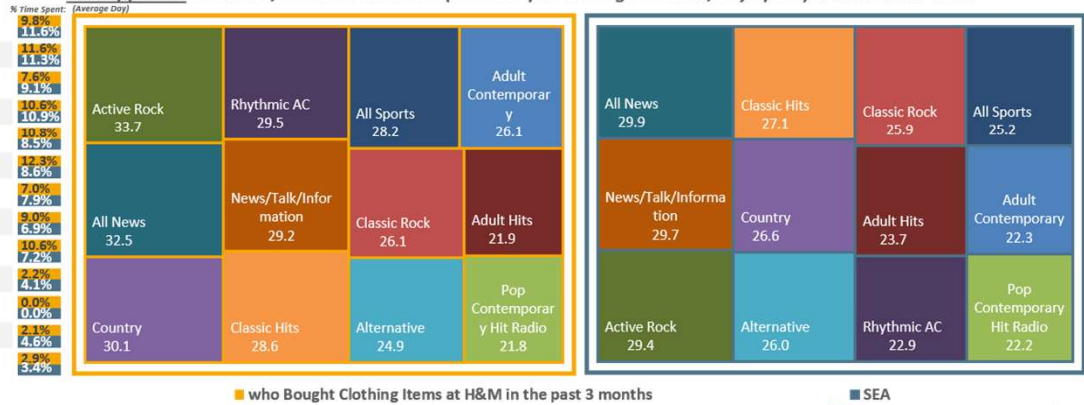
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



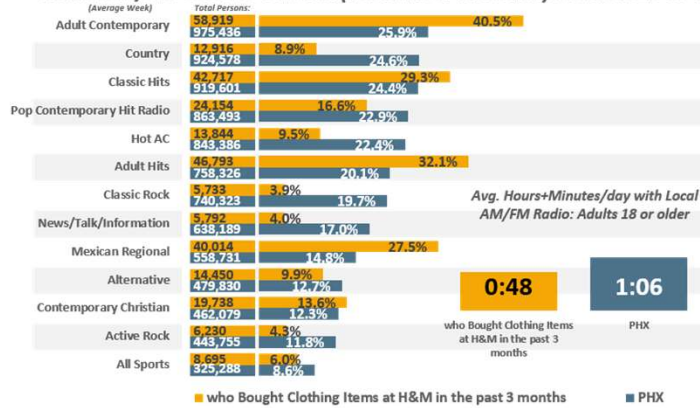
Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



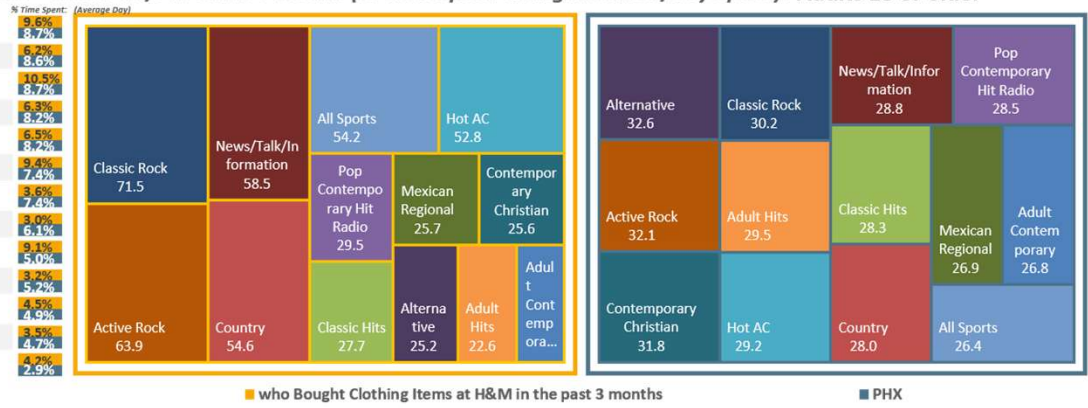


141,237 or 68.7% of Adults 18 or older who Bought Clothing Items at H&M in the past 3 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Adult Hits, Classic Hits, Mexican Regional, and Rhythmic Contemporary Hit Radi

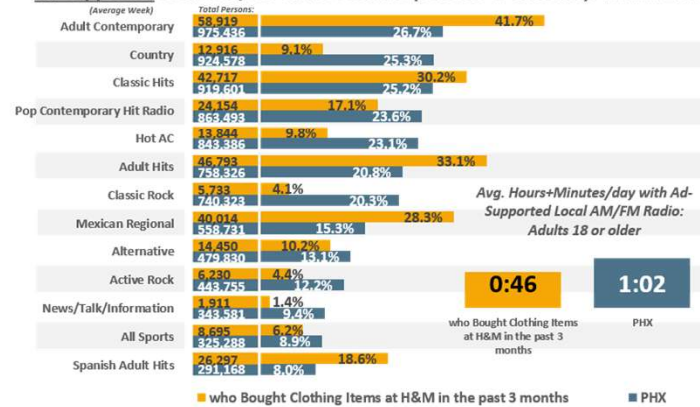
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



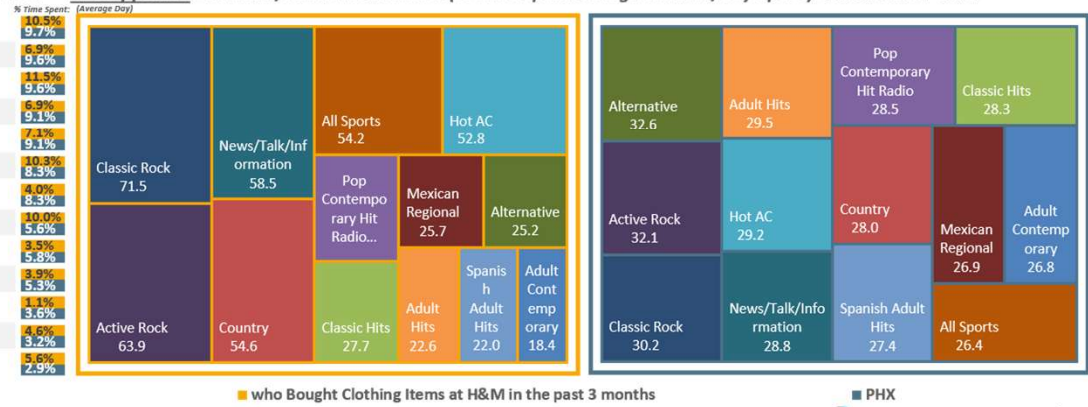
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

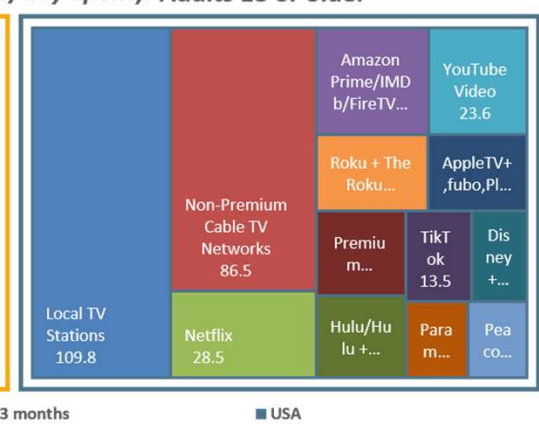
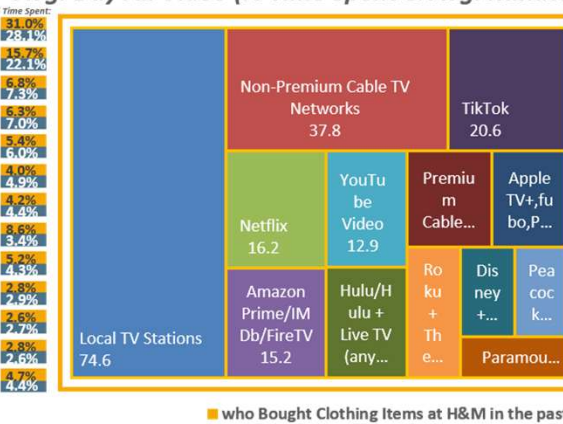
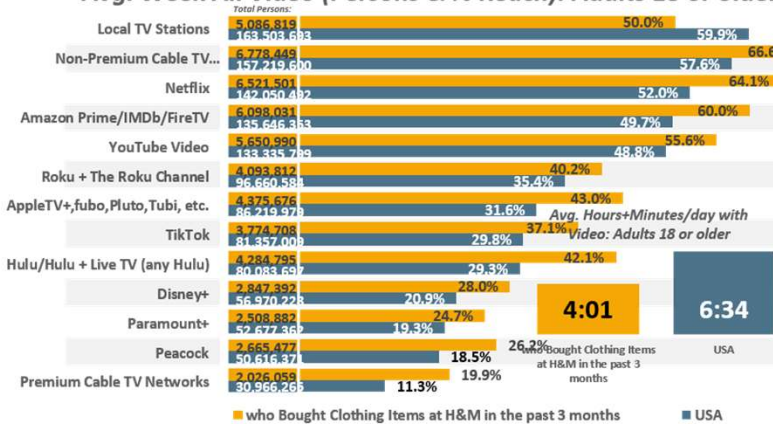




4,939,609 or 48.6% of Adults 18 or older who Bought Clothing Items at H&M in the past 3 months watch Ad-Supported Local TV Stations for an average of 68.7 minutes every day representing 34.4% of all time spent daily with Ad-Supported Video.

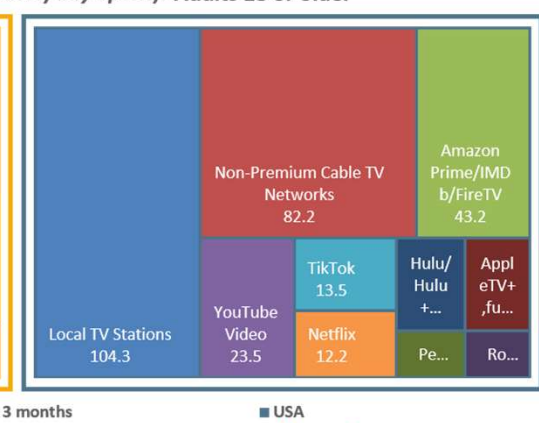
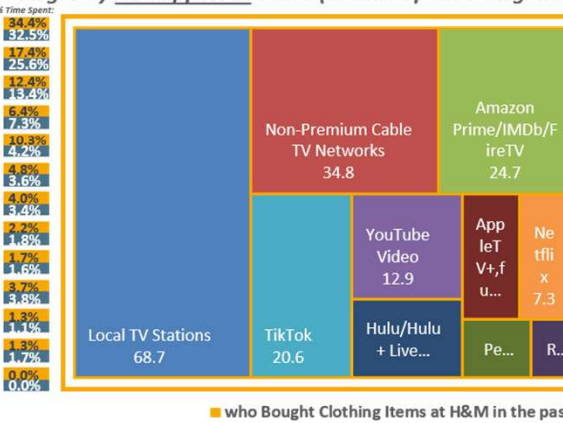
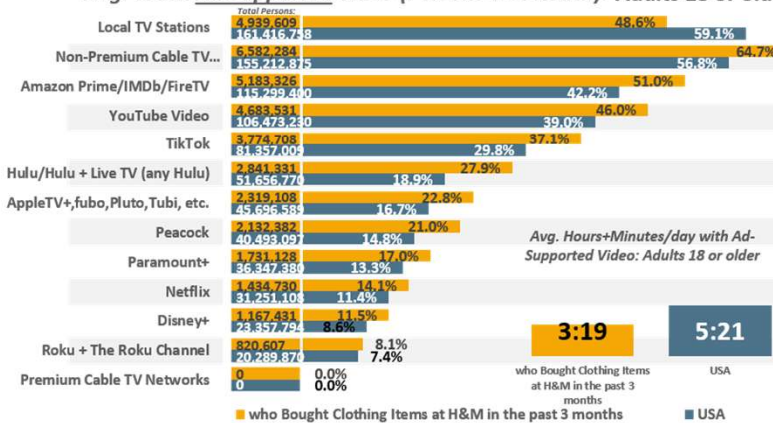
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 900
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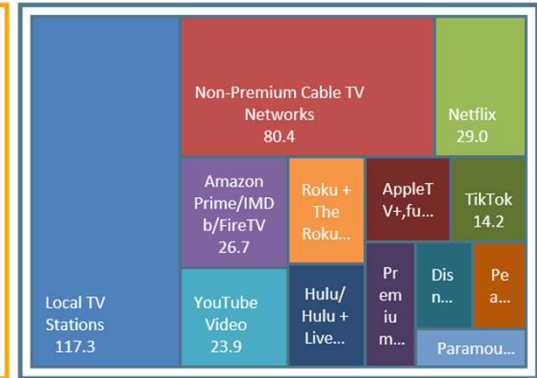
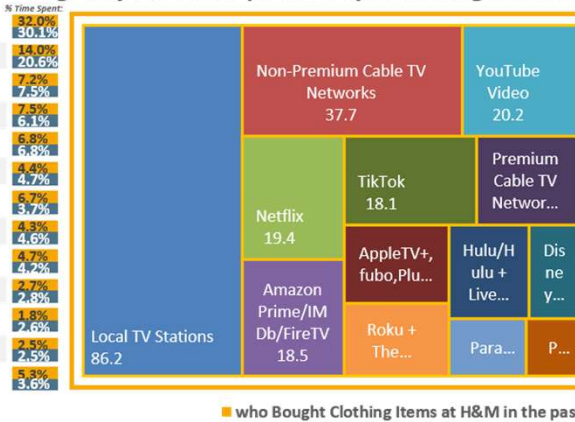
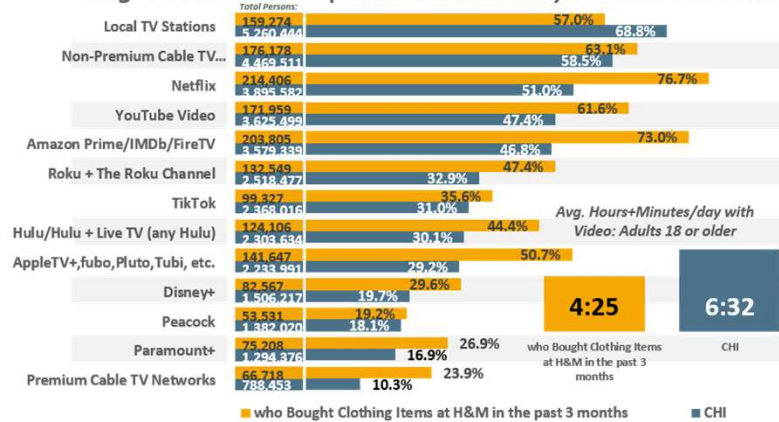
Clothing stores bought past 3 months: H&M



155,011 or 55.5% of Adults 18 or older who Bought Clothing Items at H&M in the past 3 months watch Ad-Supported Local TV Stations for an average of 80.7 minutes every day representing 37.% of all time spent daily with Ad-Supported Video.

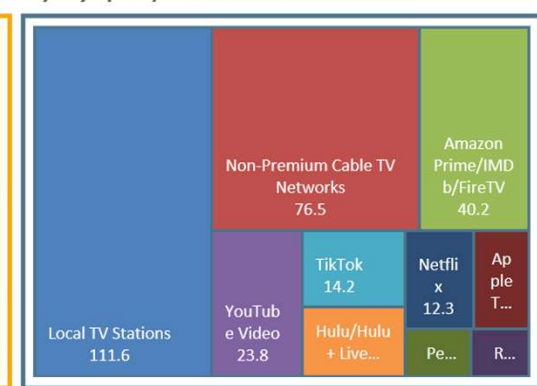
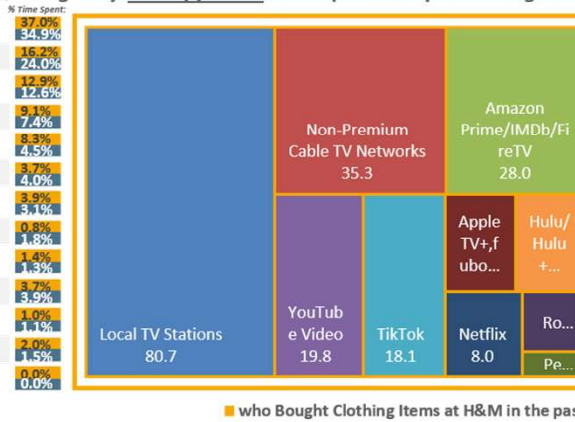
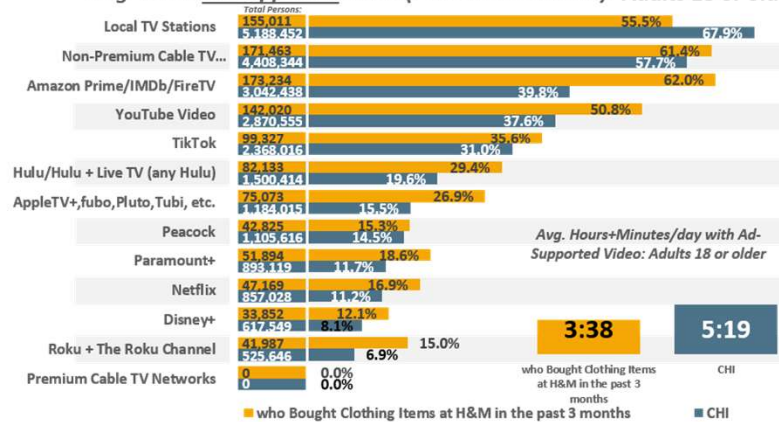
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 161
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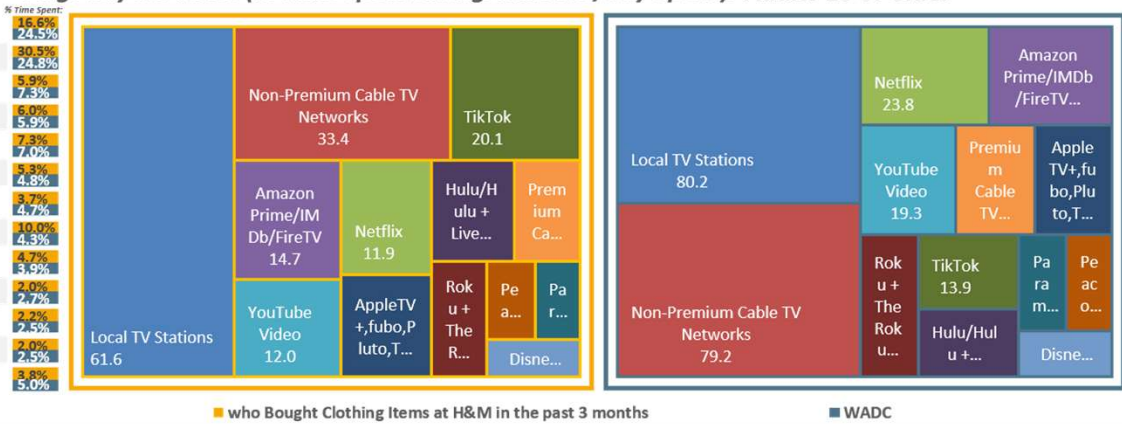
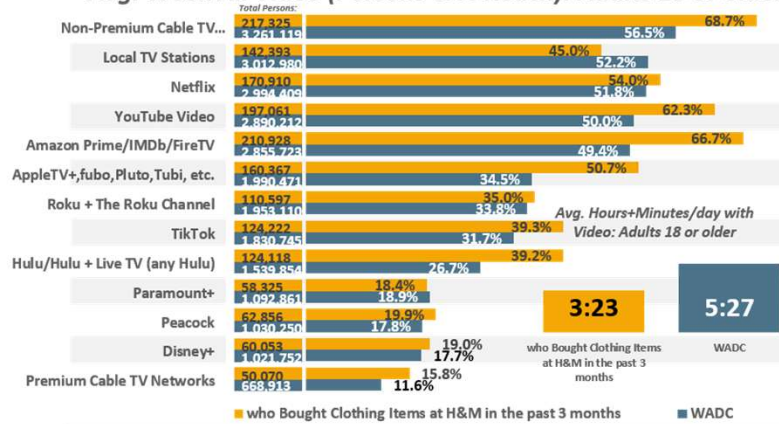
Clothing stores bought past 3 months: H&M



139,190 or 44.% of Adults 18 or older who Bought Clothing Items at H&M in the past 3 months watch Ad-Supported Local TV Stations for an average of 55.2 minutes every day representing 32.% of all time spent daily with Ad-Supported Video.

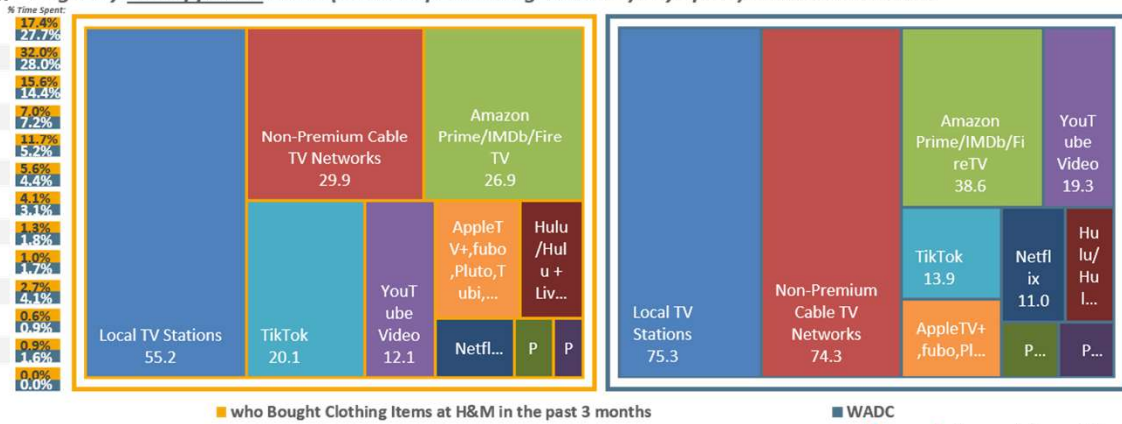
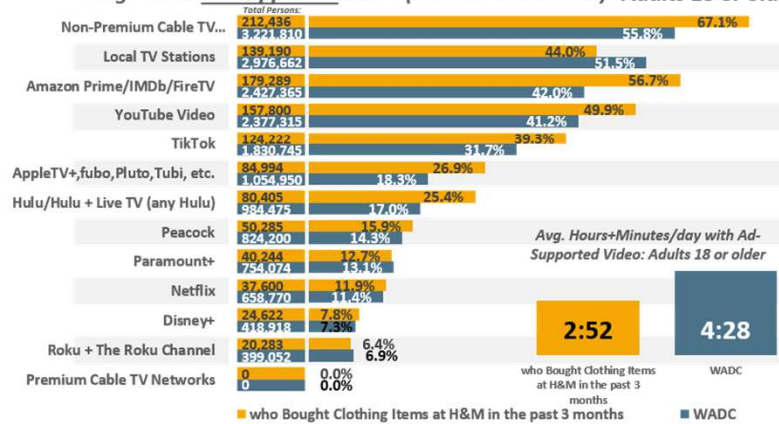
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



WADC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 306
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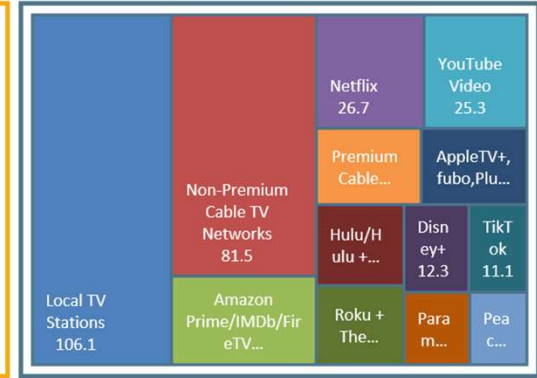
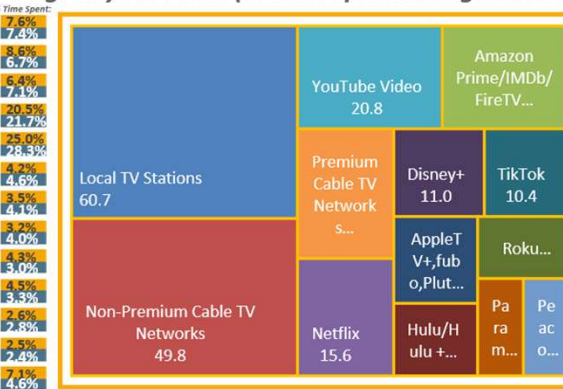
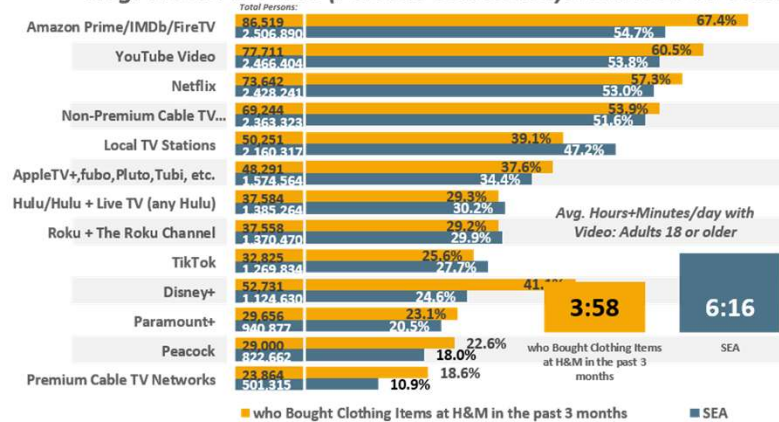
Clothing stores bought past 3 months: H&M



48,614 or 37.8% of Adults 18 or older who Bought Clothing Items at H&M in the past 3 months watch Ad-Supported Local TV Stations for an average of 55.5 minutes every day representing 28.% of all time spent daily with Ad-Supported Video.

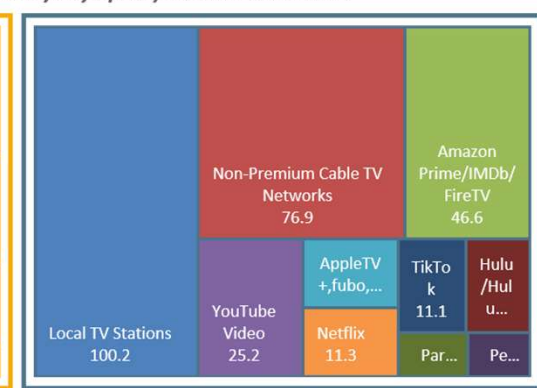
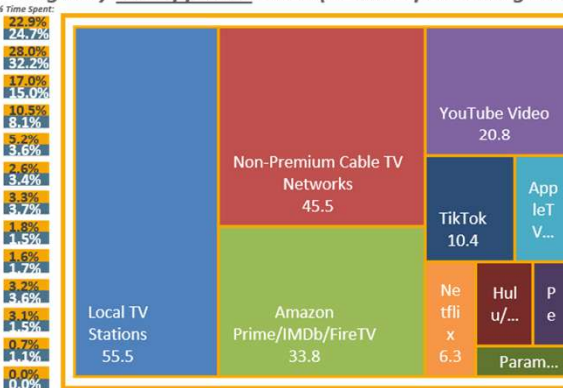
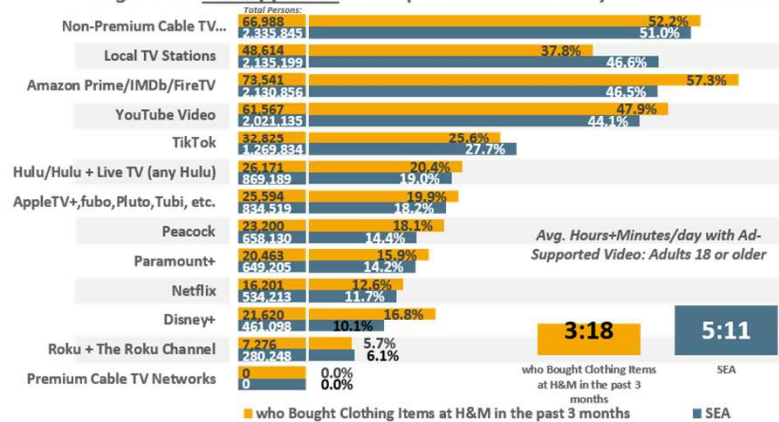
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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

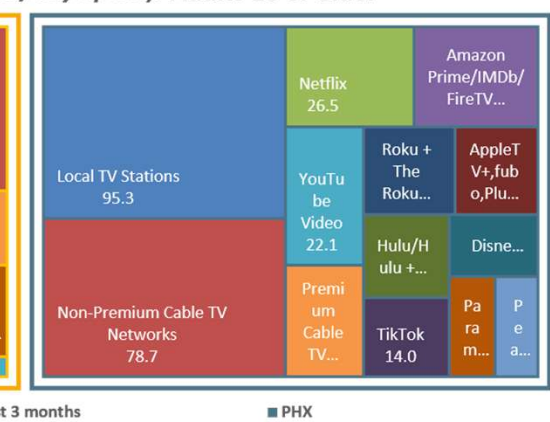
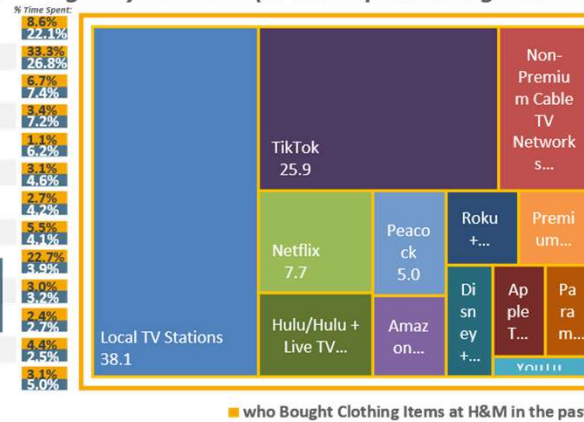
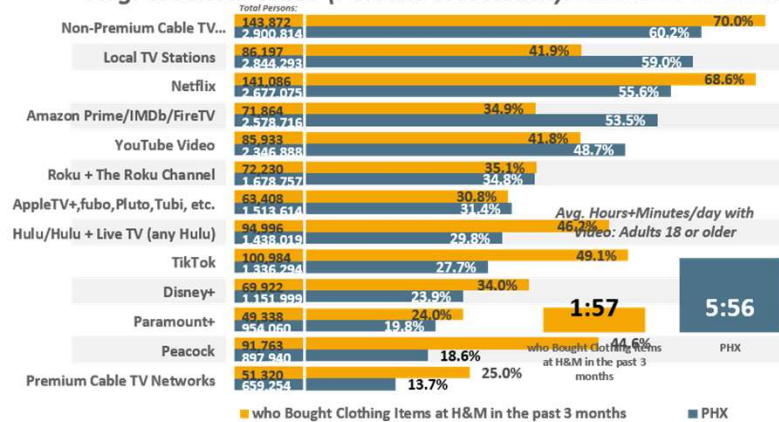




83,914 or 40.8% of Adults 18 or older who Bought Clothing Items at H&M in the past 3 months watch Ad-Supported Local TV Stations for an average of 37. minutes every day representing 37.5% of all time spent daily with Ad-Supported Video.

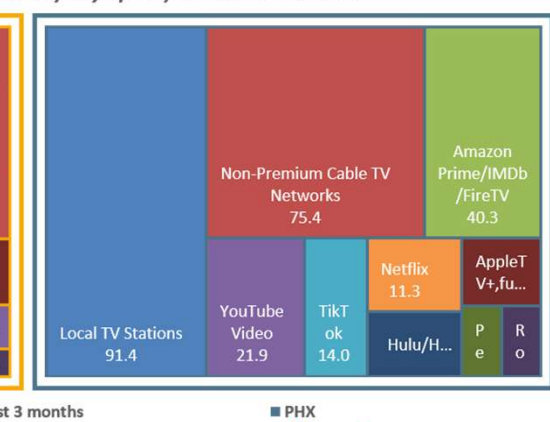
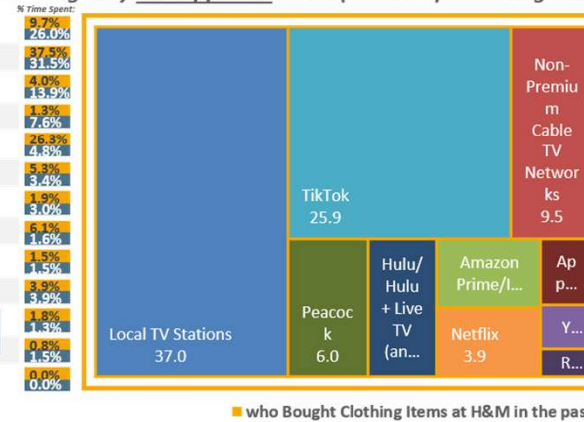
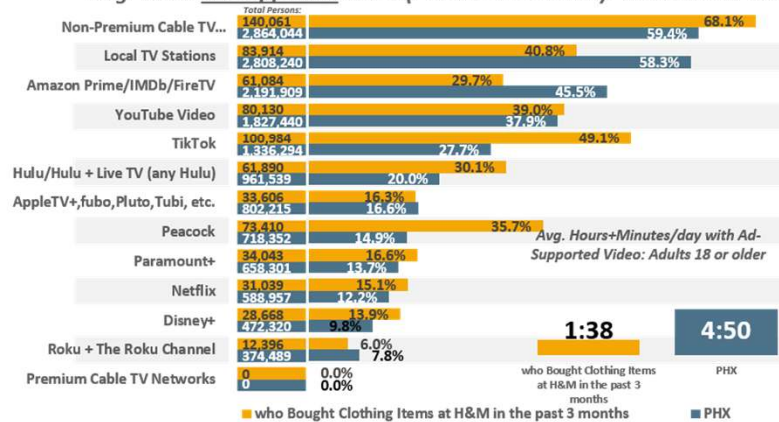
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 83
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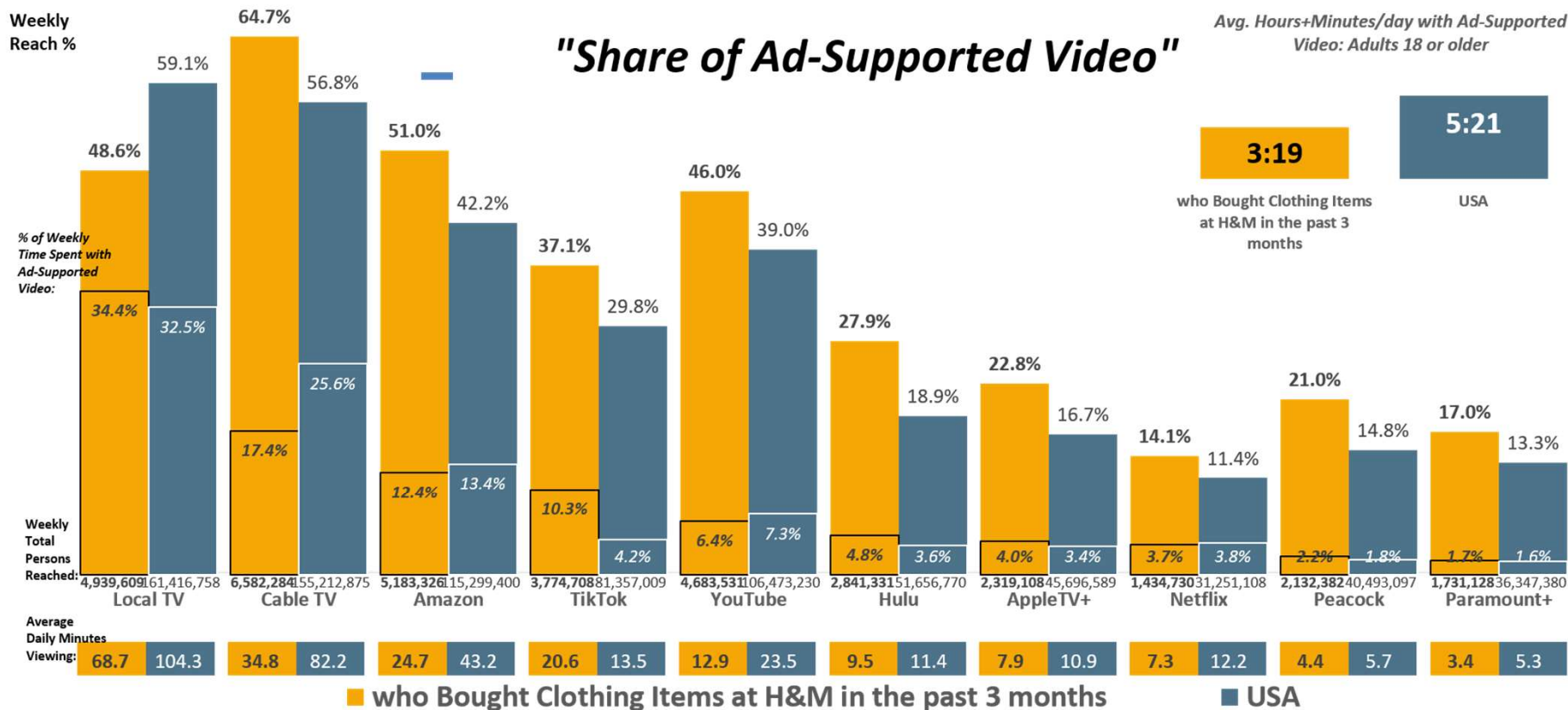
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Clothing stores bought past 3 months: H&M



4,939,609 or 48.6% of Adults 18 or older who Bought Clothing Items at H&M in the past 3 months watch Ad-Supported Local TV Stations for an average of 68.7 minutes every day representing 34.4% of all time spent daily with Ad-Supported Video.

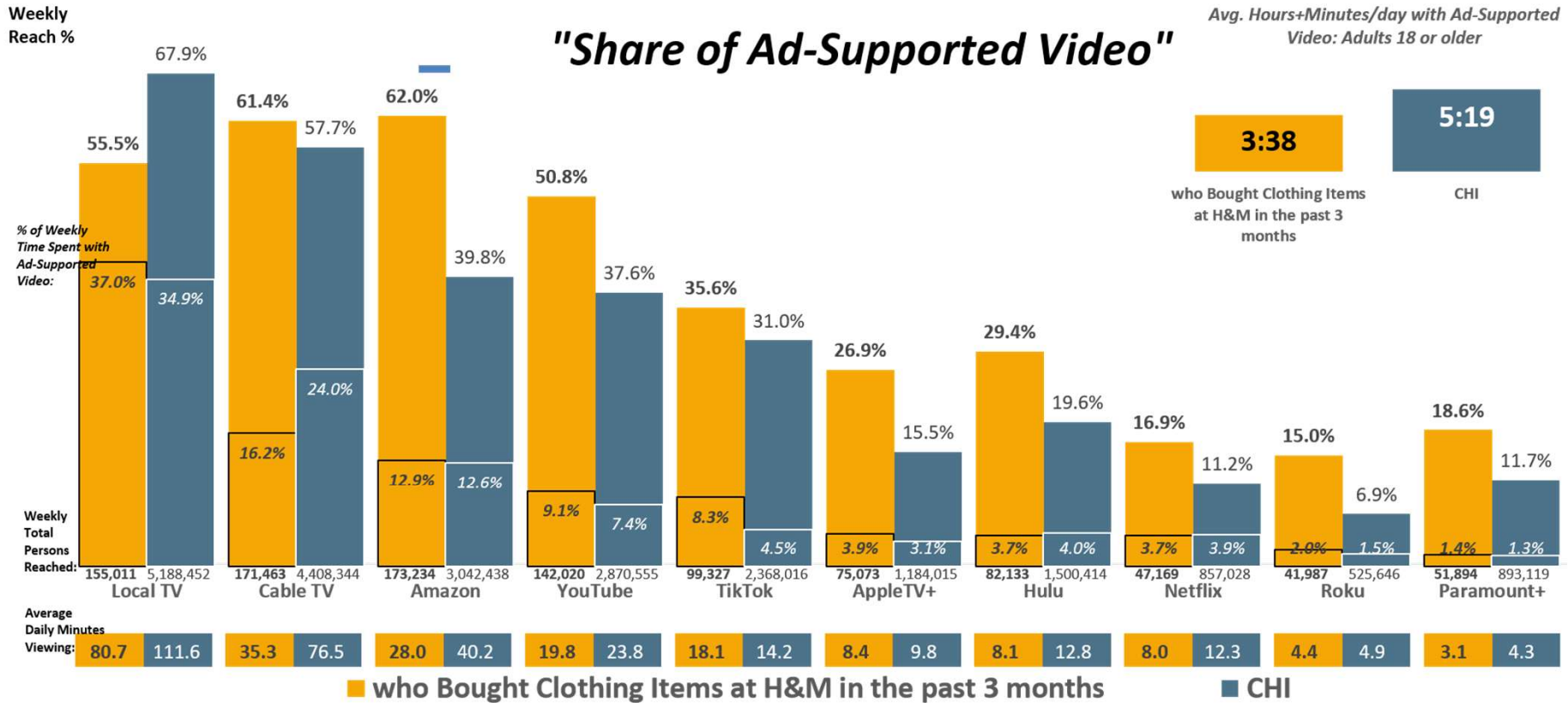
"Share of Ad-Supported Video"





155,011 or 55.5% of Adults 18 or older who Bought Clothing Items at H&M in the past 3 months watch Ad-Supported Local TV Stations for an average of 80.7 minutes every day representing 37.0% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"



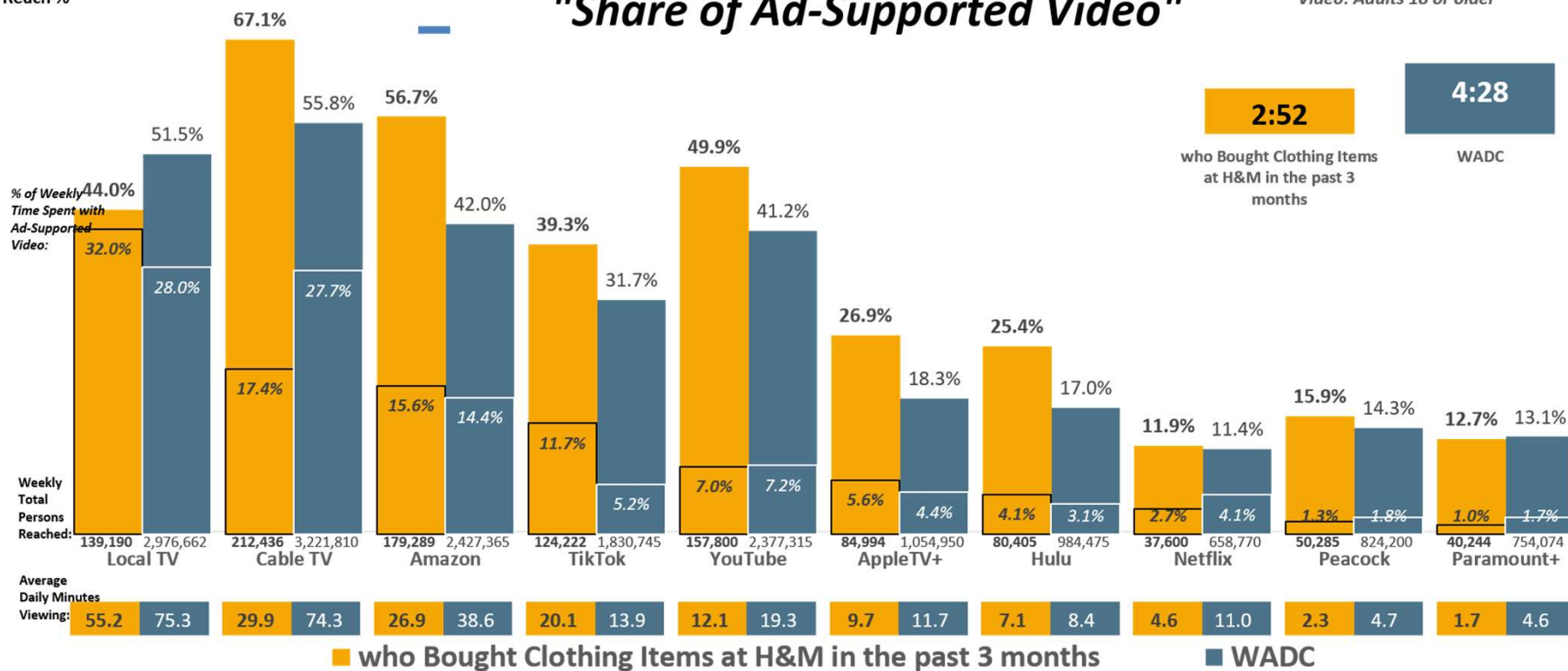


139,190 or 44.% of Adults 18 or older who Bought Clothing Items at H&M in the past 3 months watch Ad-Supported Local TV Stations for an average of 55.2 minutes every day representing 32.% of all time spent daily with Ad-Supported Video.

Weekly
Reach %

"Share of Ad-Supported Video"

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



2:52
who Bought Clothing Items
at H&M in the past 3
months

4:28
WADC

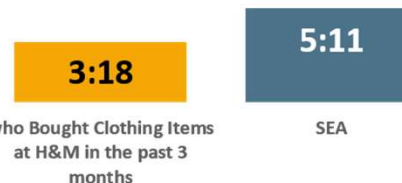
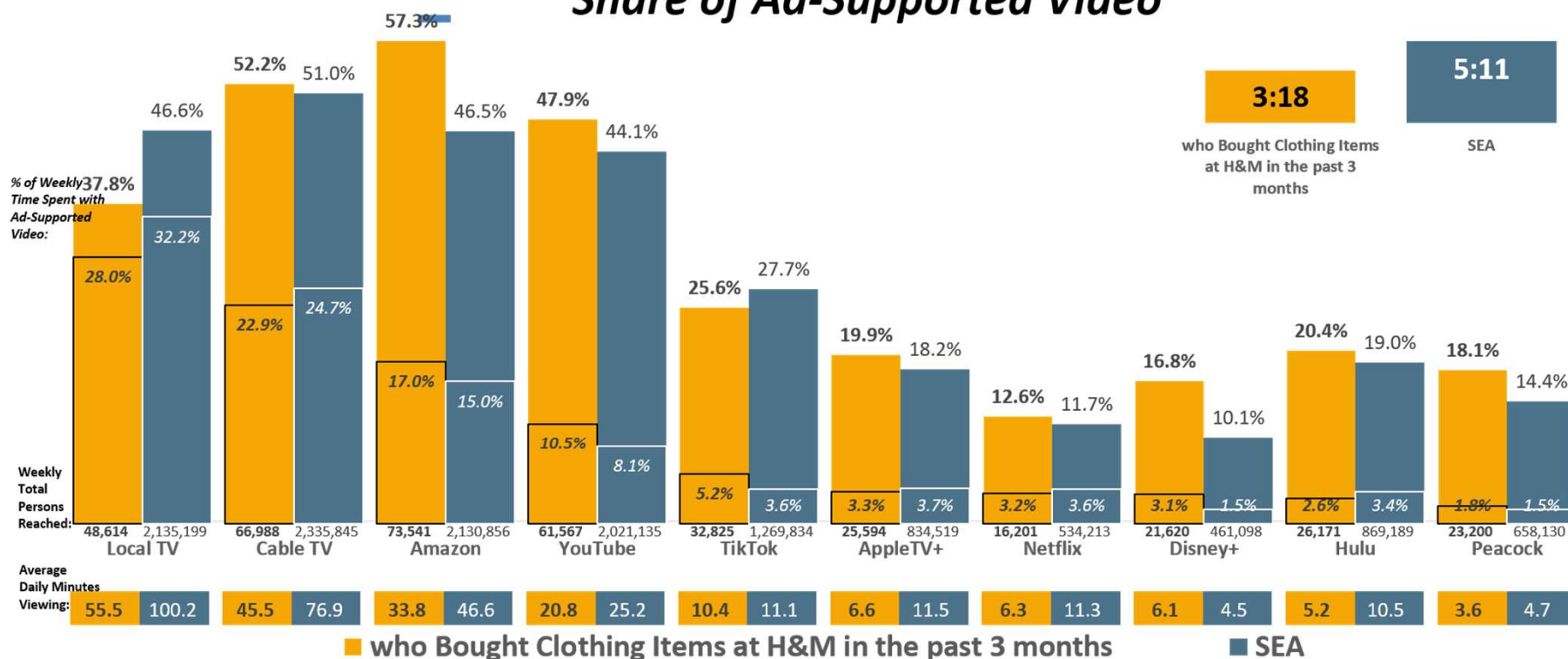


48,614 or 37.8% of Adults 18 or older who Bought Clothing Items at H&M in the past 3 months watch Ad-Supported Local TV Stations for an average of 55.5 minutes every day representing 28.% of all time spent daily with Ad-Supported Video.

Weekly
Reach %

"Share of Ad-Supported Video"

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



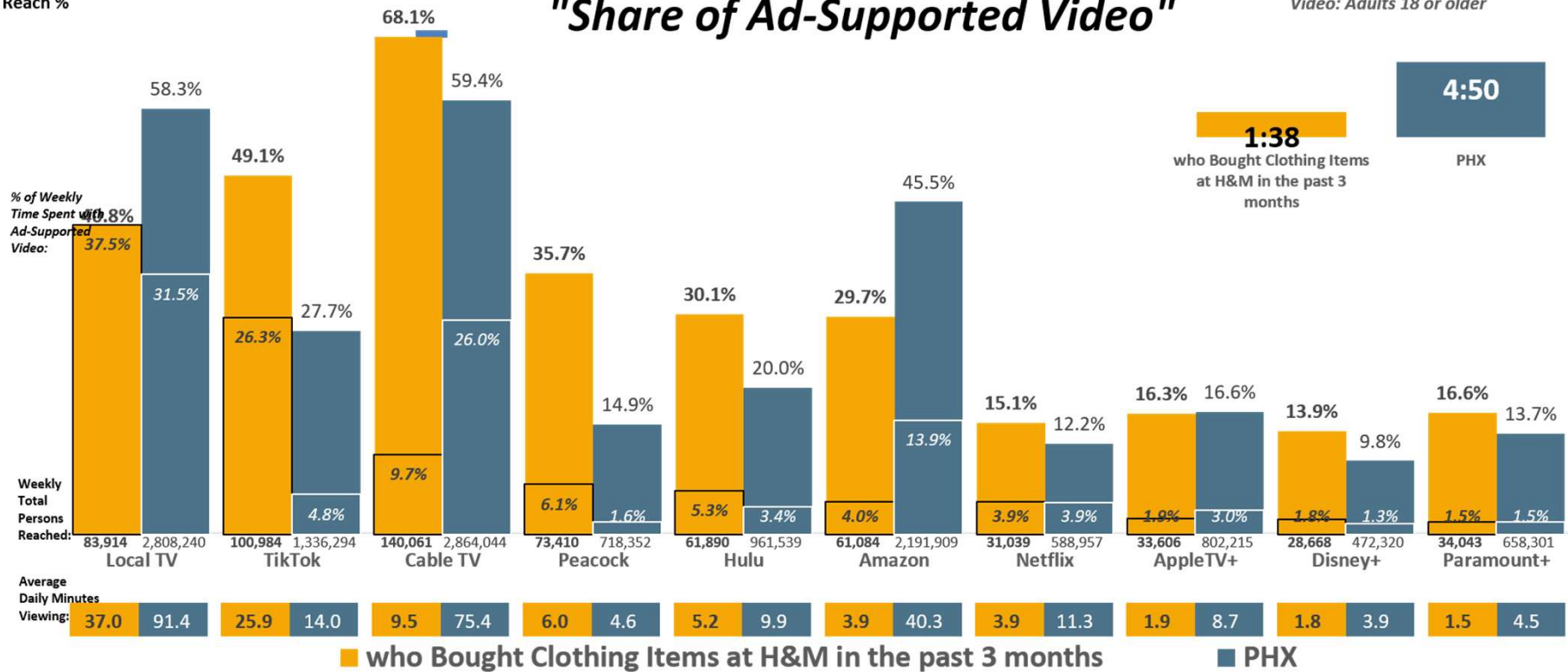


83,914 or 40.8% of Adults 18 or older who Bought Clothing Items at H&M in the past 3 months watch Ad-Supported Local TV Stations for an average of 37. minutes every day representing 37.5% of all time spent daily with Ad-Supported Video.

Weekly
Reach %

"Share of Ad-Supported Video"

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



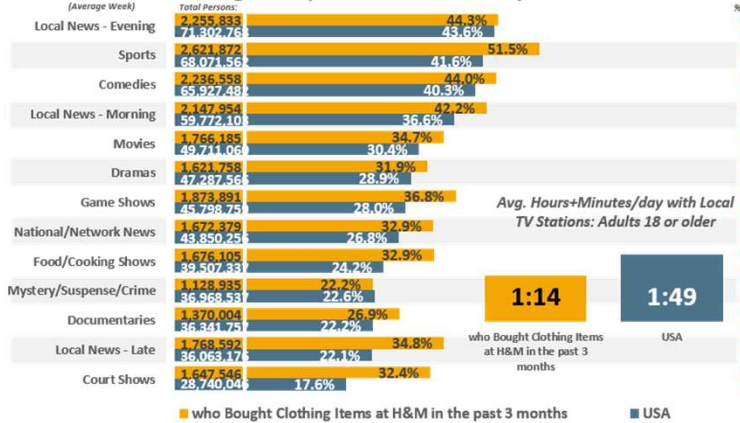
1:38
who Bought Clothing Items
at H&M in the past 3
months

4:50
PHX

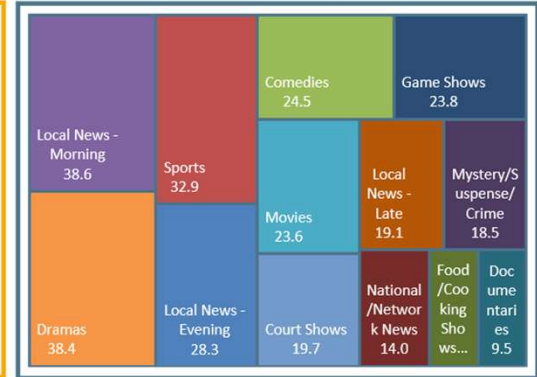
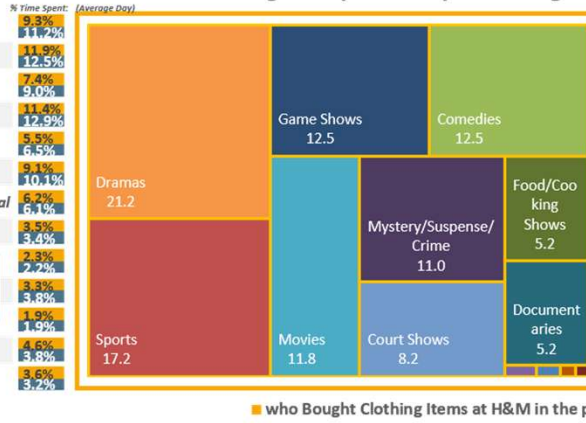


4,939,609 or 48.6% of Adults 18 or older who Bought Clothing Items at H&M in the past 3 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, Game Shows, and Local News - Late.

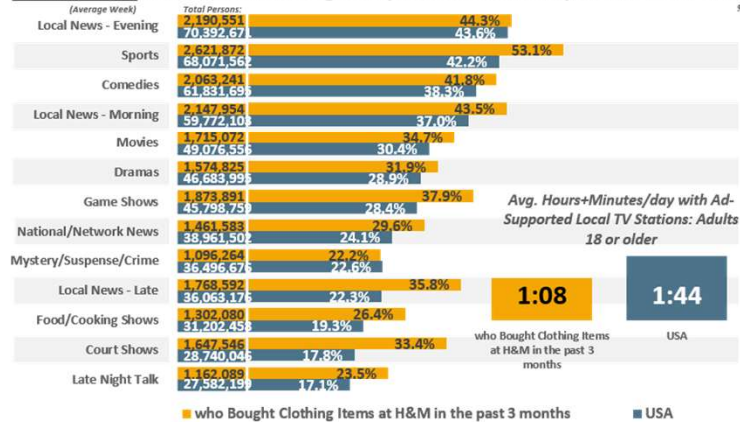
Local TV Station Programs (Persons & % Reach): Adults 18 or older



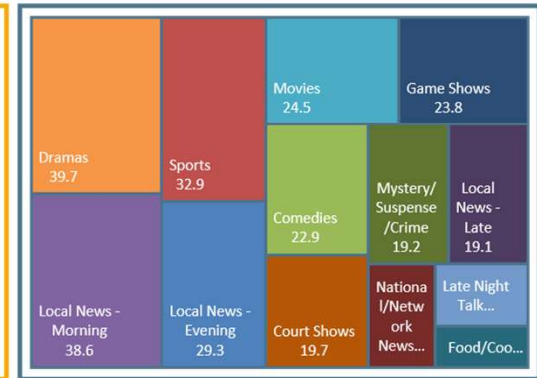
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



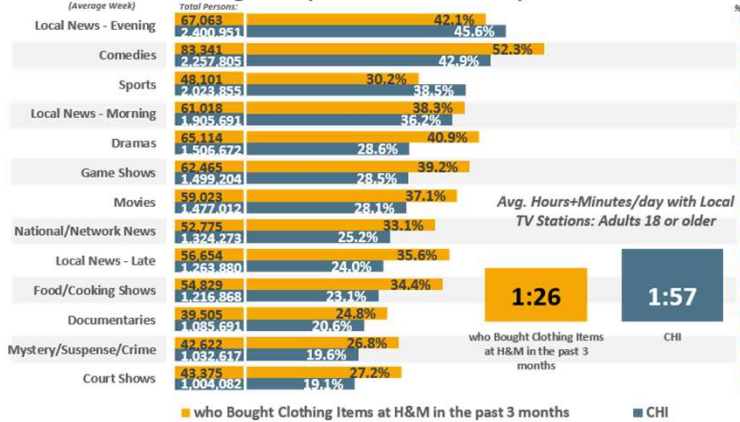
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



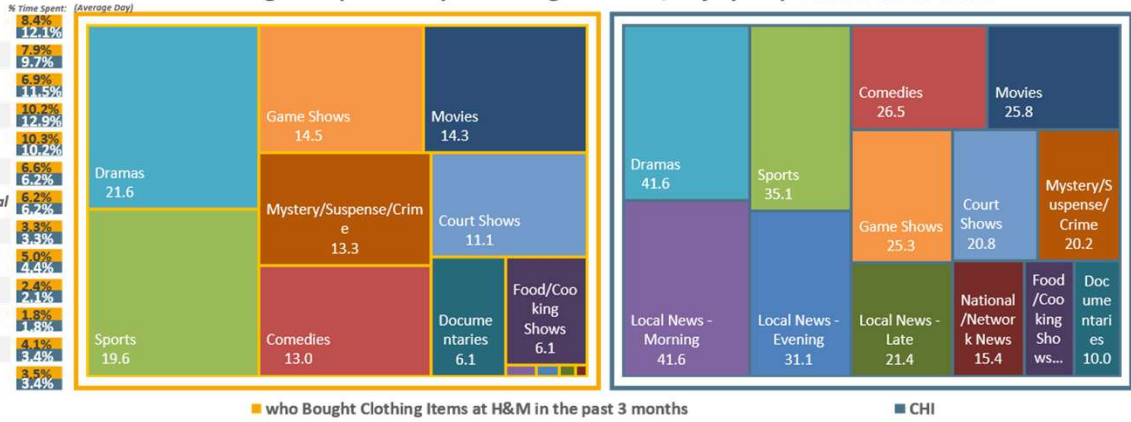


155,011 or 55.5% of Adults 18 or older who Bought Clothing Items at H&M in the past 3 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Local News - Evening, Dramas, Game Shows, Local News - Morning, and Daytime Talk Shows.

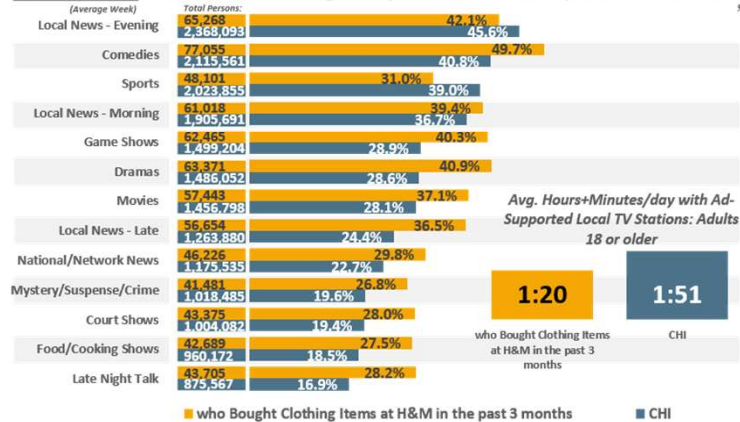
Local TV Station Programs (Persons & % Reach): Adults 18 or older



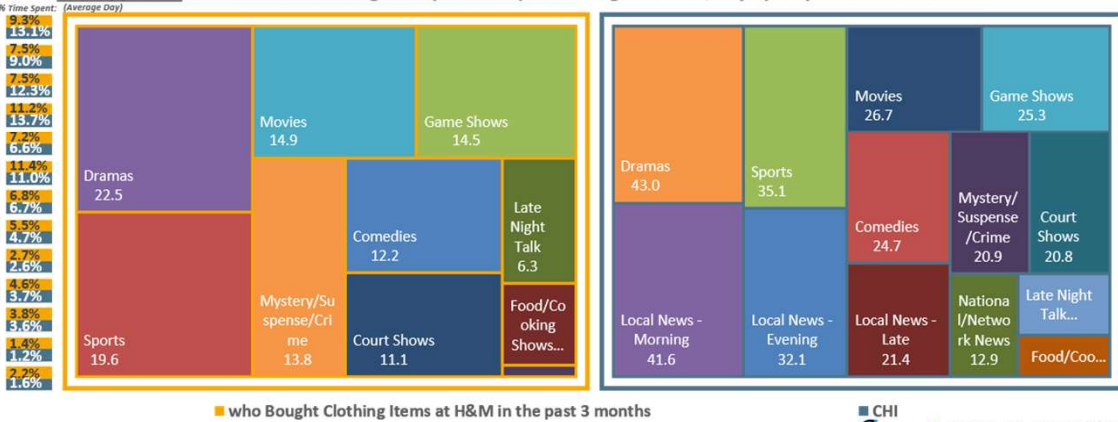
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



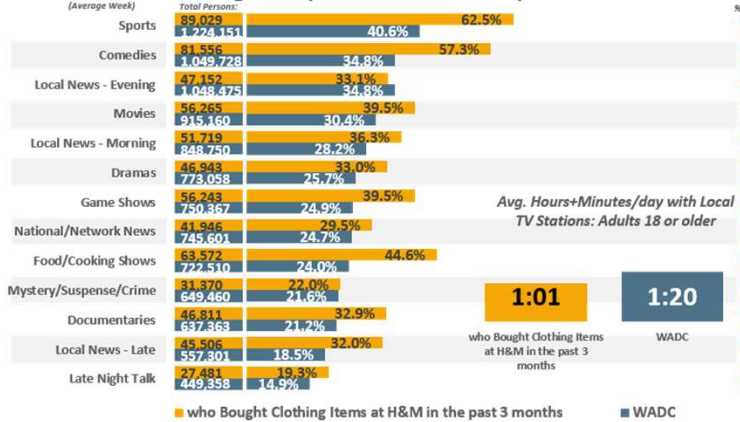
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



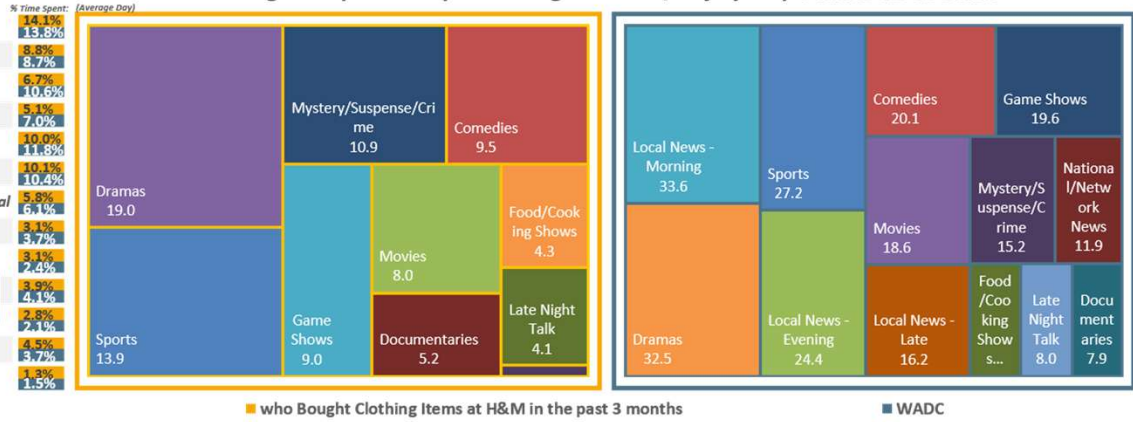


139,190 or 44.% of Adults 18 or older who Bought Clothing Items at H&M in the past 3 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Game Shows, Movies, Local News - Morning, and Food/Cooking Shows.

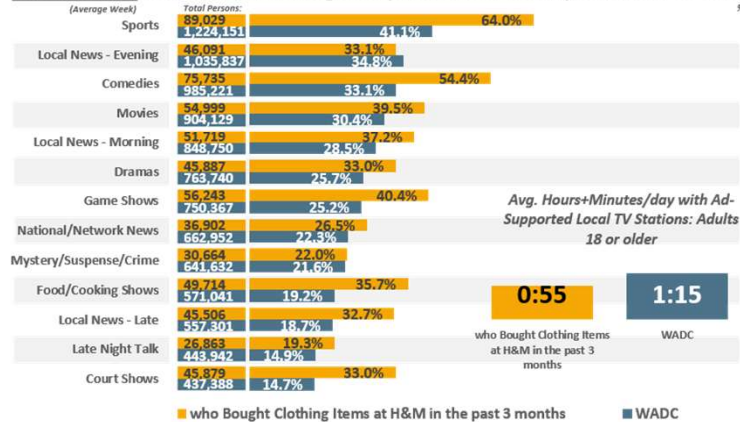
Local TV Station Programs (Persons & % Reach): Adults 18 or older



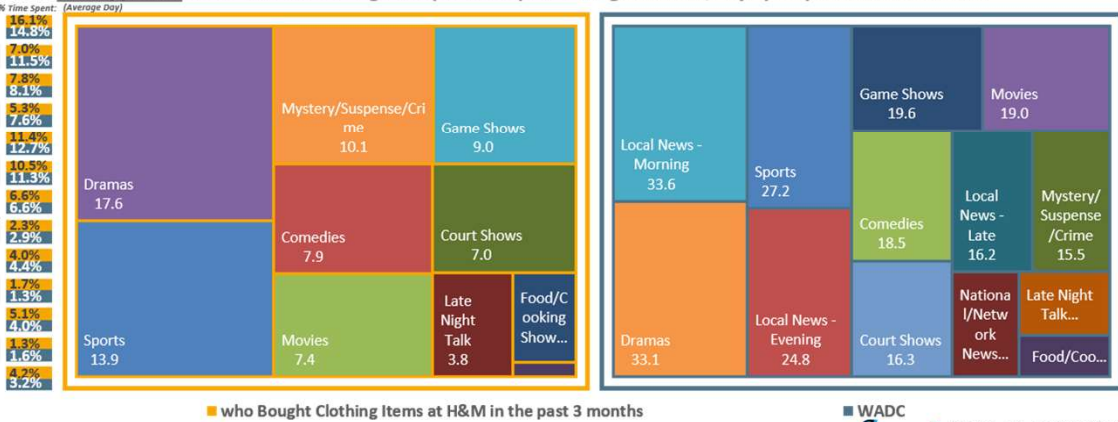
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



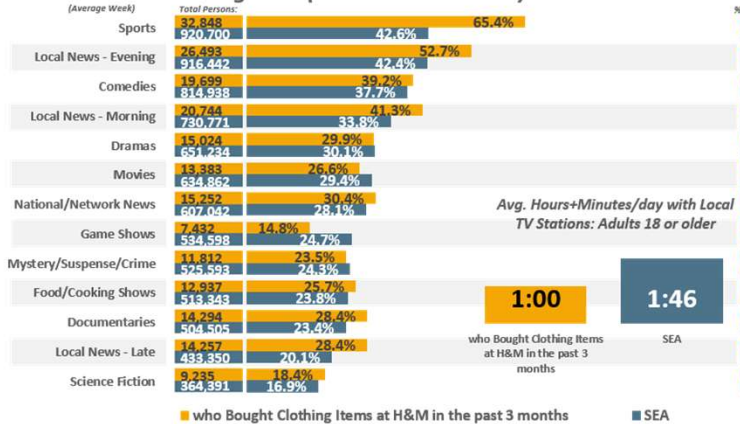
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



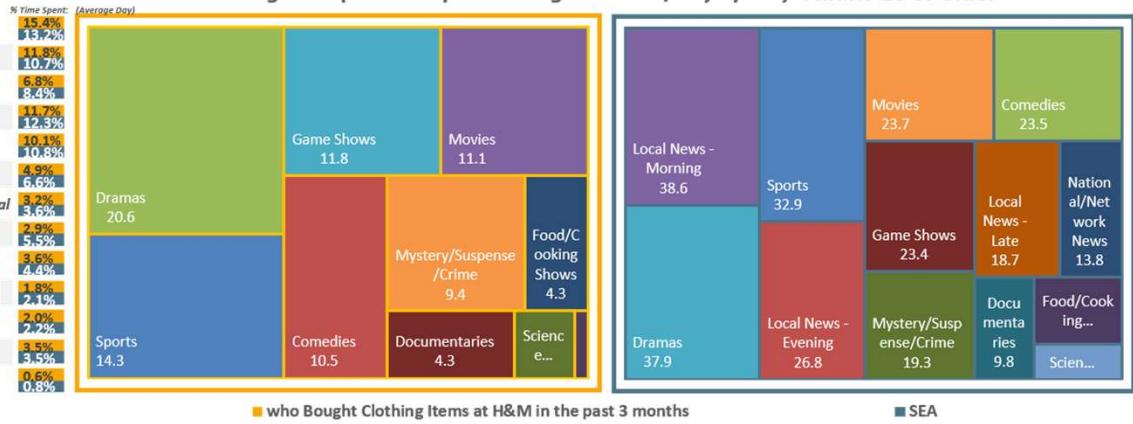


48,614 or 37.8% of Adults 18 or older who Bought Clothing Items at H&M in the past 3 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, Reality - Adventure, and Dramas.

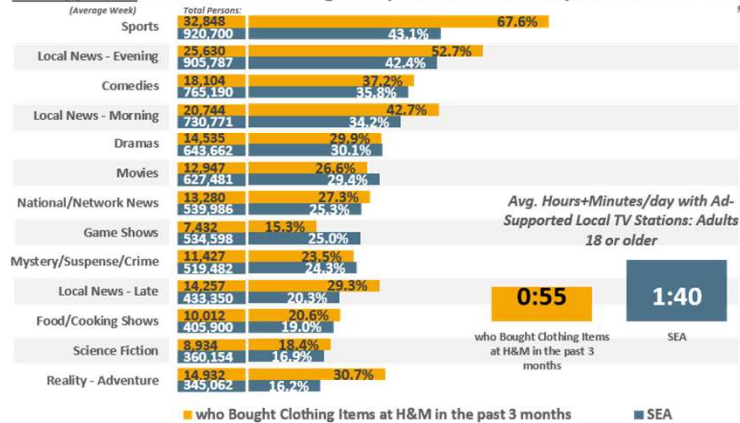
Local TV Station Programs (Persons & % Reach): Adults 18 or older



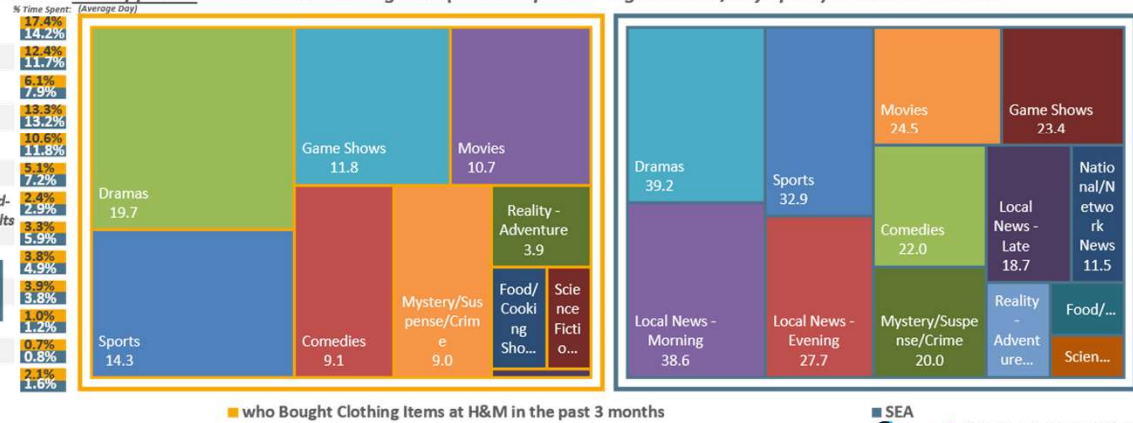
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



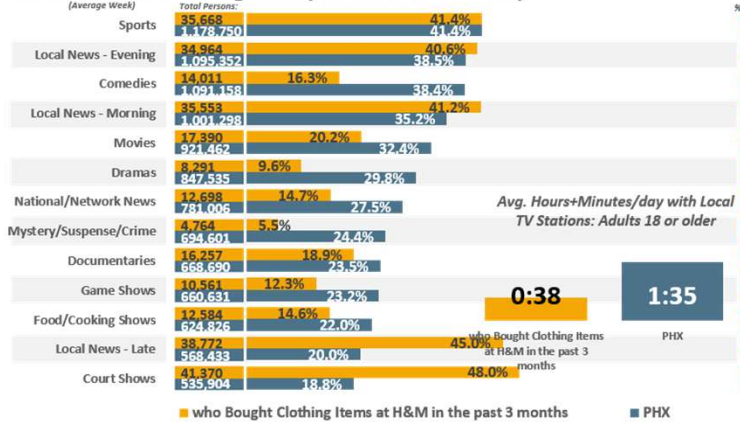
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



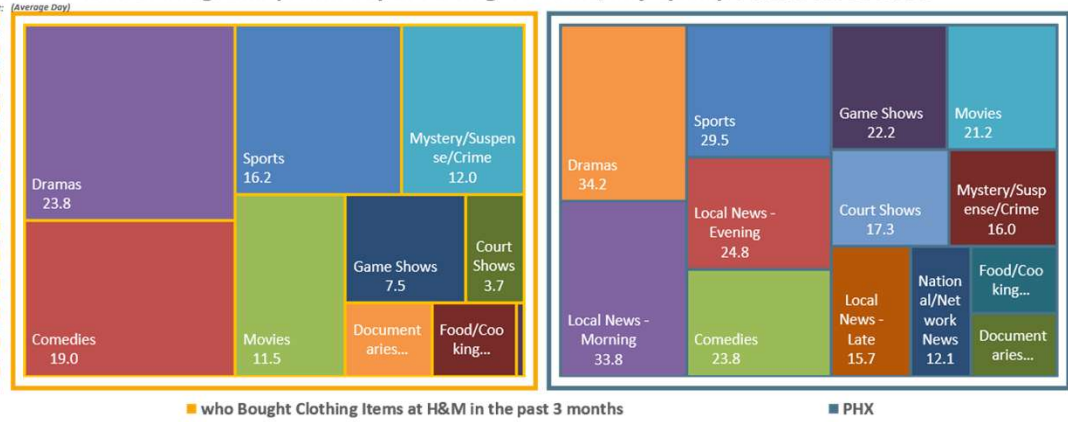


83,914 or 40.8% of Adults 18 or older who Bought Clothing Items at H&M in the past 3 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Court Shows, Novelas, Local News - Late, Sports, Local News - Morning, and Daytime Soap Operas.

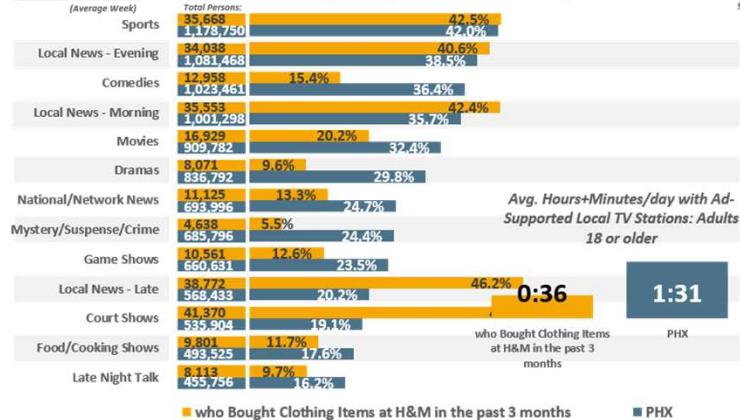
Local TV Station Programs (Persons & % Reach): Adults 18 or older



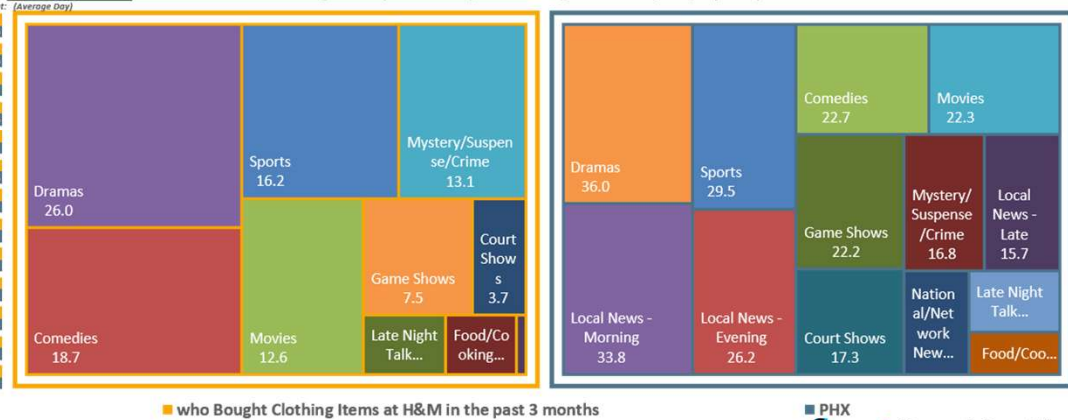
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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

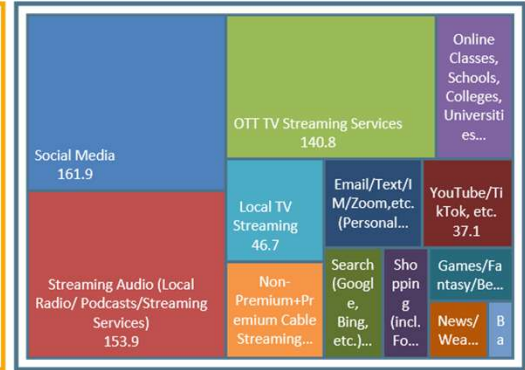
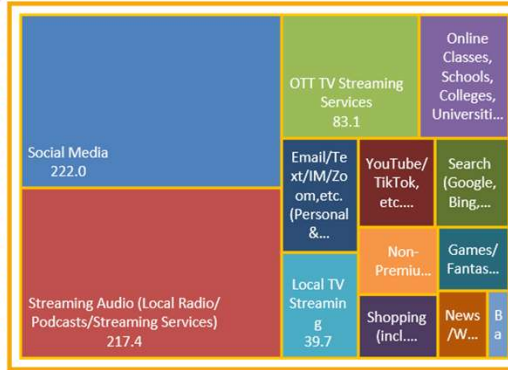
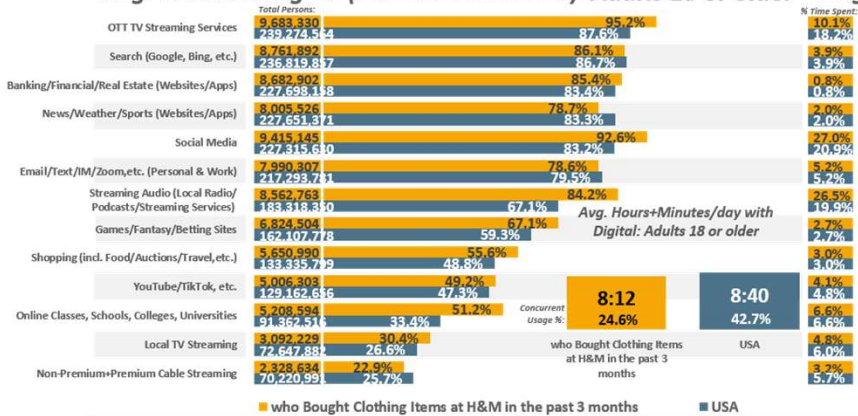




8,743,425 or 86.% of Adults 18 or older who Bought Clothing Items at H&M in the past 3 months use Ad-Supported Social Media for an average of 206.1 minutes every day representing 34.6% of all time spent daily with Ad-Supported Digital Media.

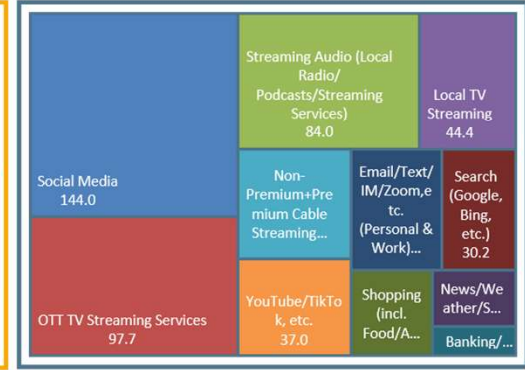
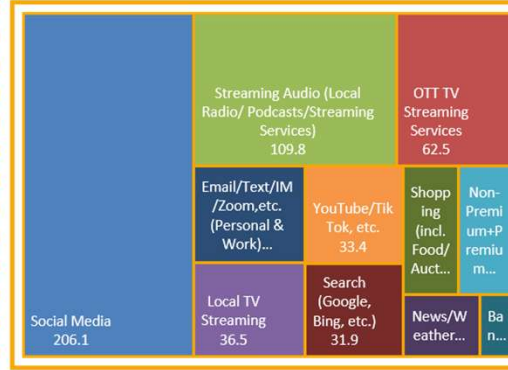
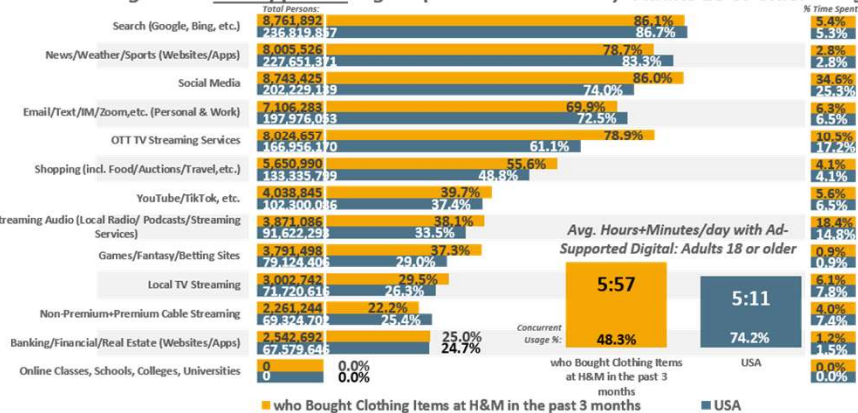
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 900
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soefa.ai Share of Everything for Anything

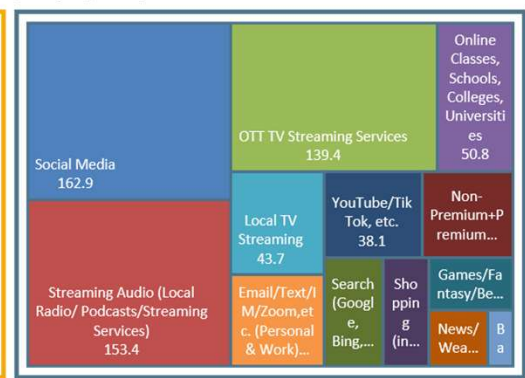
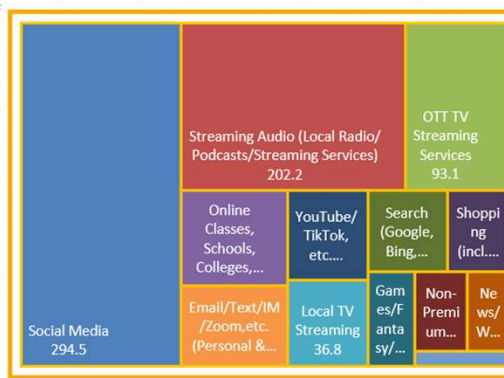
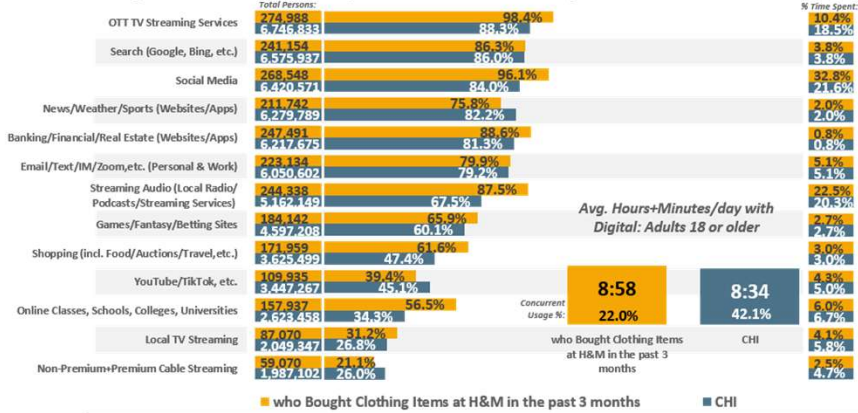
Clothing stores bought past 3 months: H&M



254,321 or 91.% of Adults 18 or older who Bought Clothing Items at H&M in the past 3 months use Ad-Supported Social Media for an average of 278.9 minutes every day representing 40.9% of all time spent daily with Ad-Supported Digital Media.

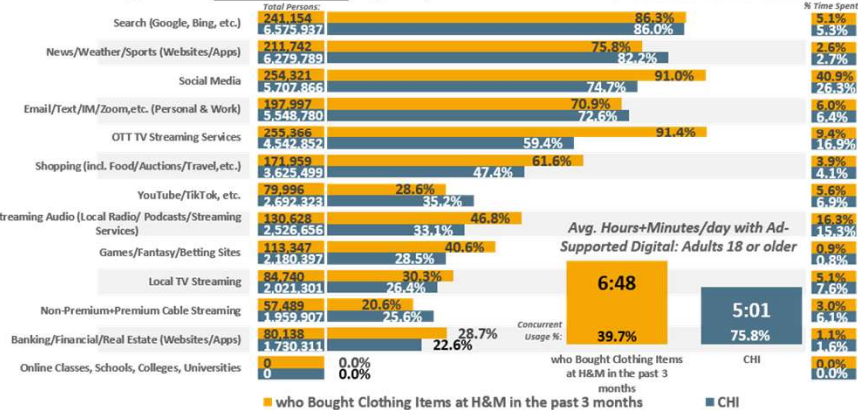
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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

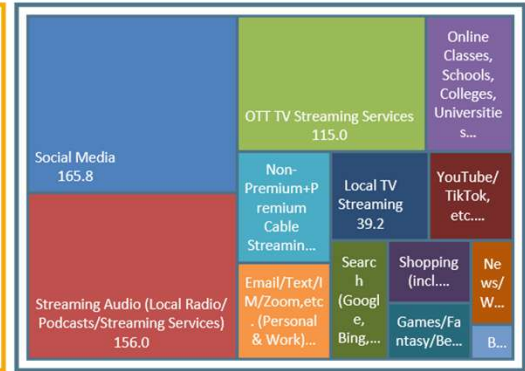
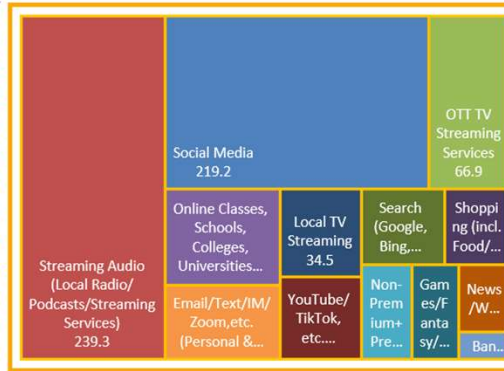
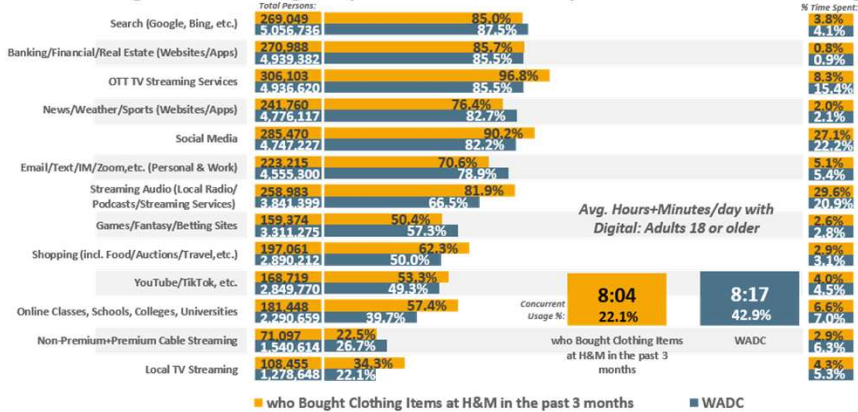




269,227 or 85.1% of Adults 18 or older who Bought Clothing Items at H&M in the past 3 months use Ad-Supported Social Media for an average of 206.8 minutes every day representing 35.7% of all time spent daily with Ad-Supported Digital Media.

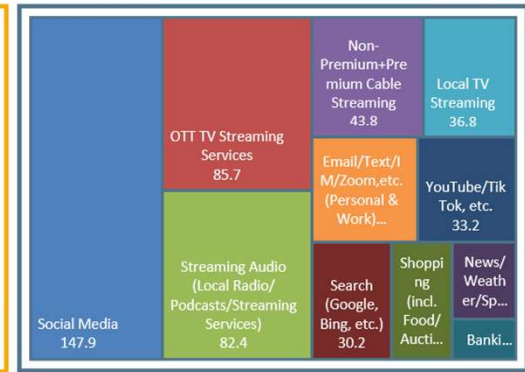
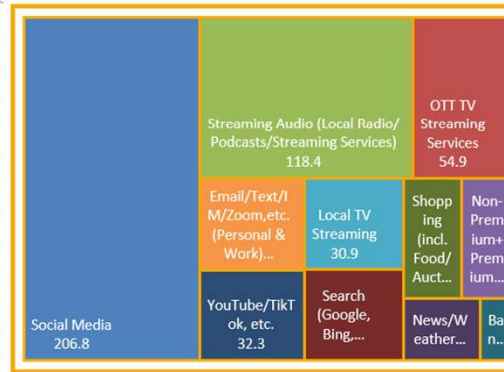
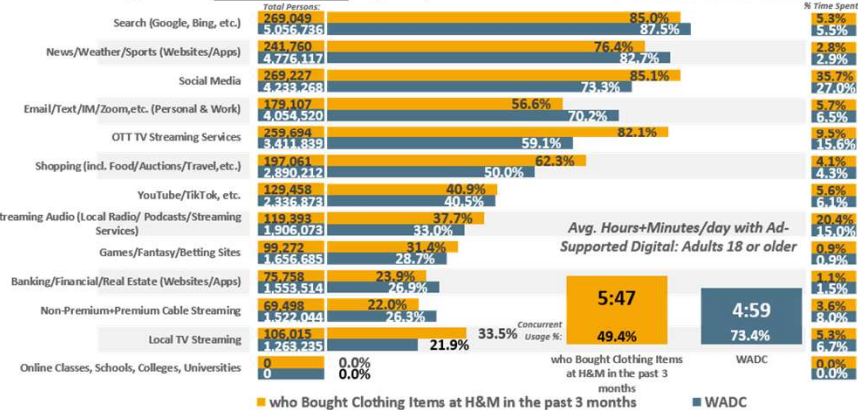
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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

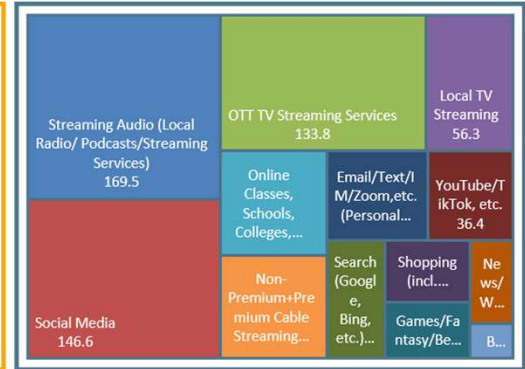
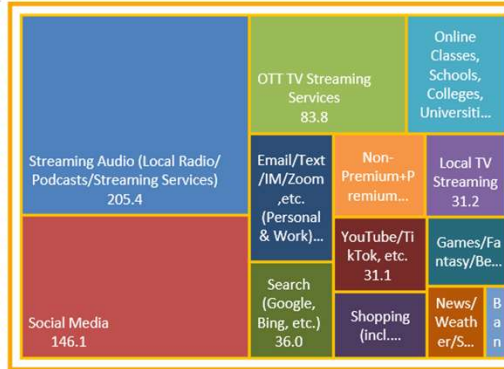
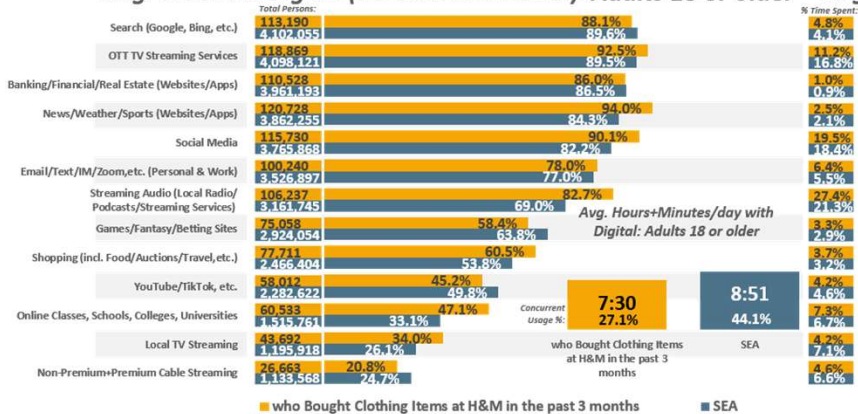




100,223 or 78.% of Adults 18 or older who Bought Clothing Items at H&M in the past 3 months use Ad-Supported Social Media for an average of 126.5 minutes every day representing 24.% of all time spent daily with Ad-Supported Digital Media.

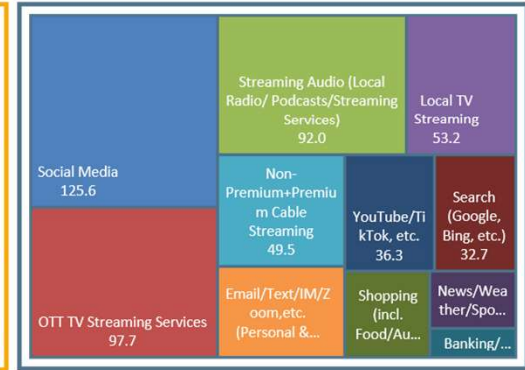
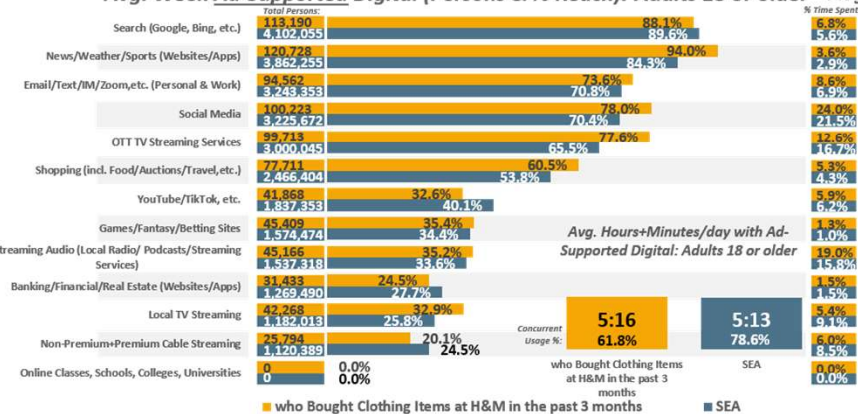
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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

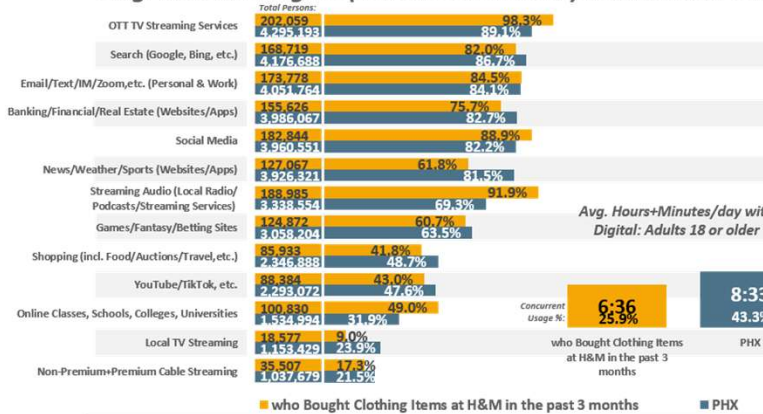




177,302 or 86.2% of Adults 18 or older who Bought Clothing Items at H&M in the past 3 months use Ad-Supported Social Media for an average of 191.8 minutes every day representing 42.% of all time spent daily with Ad-Supported Digital Media.

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

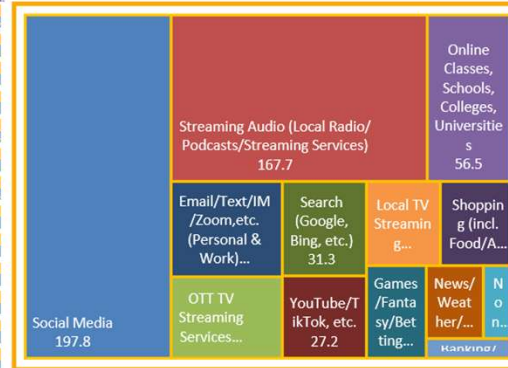
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

who Bought Clothing Items at H&M in the past 3 months
Concurrent Usage %: 6:36 25.9%

PHX
43.3%

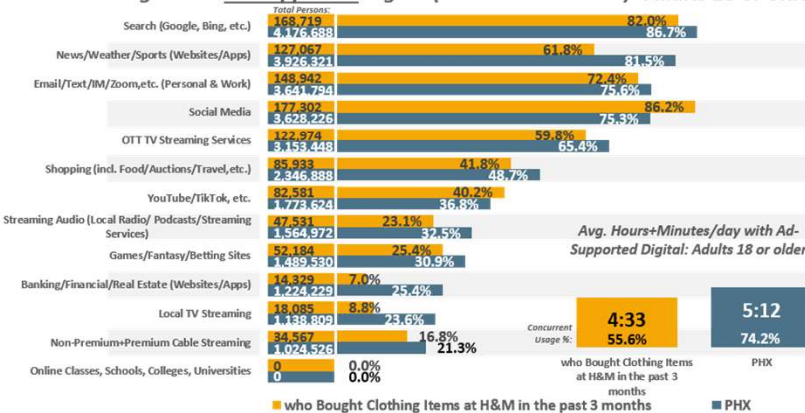


who Bought Clothing Items at H&M in the past 3 months

PHX

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

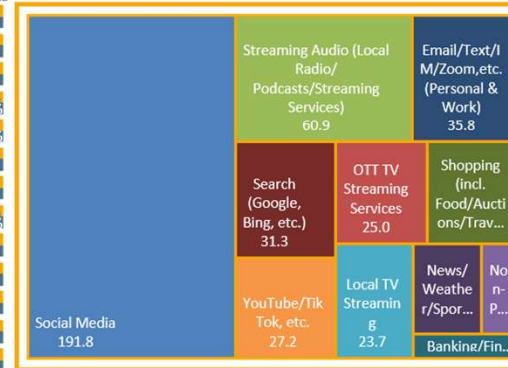
Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

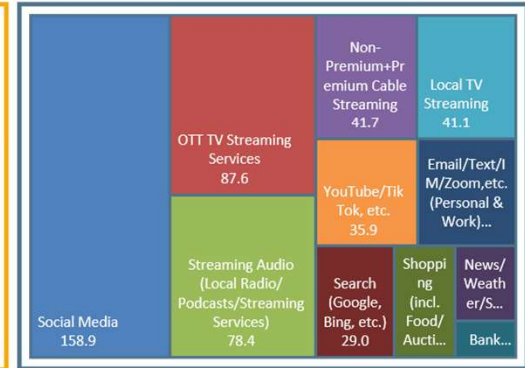
who Bought Clothing Items at H&M in the past 3 months
Concurrent Usage %: 4:33 55.6%

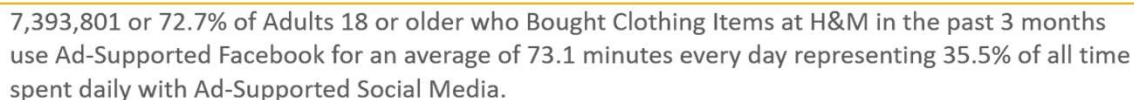
PHX
74.2%



who Bought Clothing Items at H&M in the past 3 months

PHX





Platform	US Total Persons	US % Bought Clothing Items at H&M in the past 3 months	UK Total Persons	UK % Bought Clothing Items at H&M in the past 3 months	Time Spent (Avg. Hours+Minutes/day)
Facebook	7,393,801	72.7%	206,196,118	75.5%	2:55
Instagram	5,608,167	65.0%	152,155,331	28.6%	1:26
YouTube Video	5,690,980	55.6%	153,835,749	5.8%	1:16
LinkedIn	3,293,603	32.4%	84,277,844	5.6%	5:59
TikTok	3,774,708	37.1%	81,357,000	8.3%	9:33
Reddit	3,266,493	32.1%	80,781,189	5.1%	5:11
Pinterest	2,873,082	28.2%	59,424,831	4.5%	3:06
X	2,310,857	22.7%	60,957,040	2.6%	2:28
WhatsApp	2,597,790	25.5%	55,795,091	3.6%	2:45
Snapchat	2,494,223	24.5%	50,937,154	2.0%	2:00
Others (Rumble, Threads, ...)	844,632	8.3%	44,431,172	0.4%	1:55
Blogs/Message Boards (read...)	1,916,671	18.8%	1,465,497	4.0%	2:06
tumblr	499,526	4.9%	3,474,631	0.7%	1:36

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

- US: 3:41
- UK: 2:41

who bought clothing items at H&M in the past 3 months

US (orange bar) UK (blue bar)



Avg. Week Ad-Supported Social Media (Persons & % reach): Adults 18 & Older		Avg. Hours+Minutes/day with Ad-Supported Social Media: Adults 18 & Older	
	Total Persons	% reach	% reach
Facebook	7,393,801	72.7%	35.5%
	202,229,119	74.0%	35.4%
Instagram	5,887,310	47.5%	19.6%
	129,863,372	57.9%	15.8%
YouTube Video	4,693,531	39.0%	6.2%
	8,056,783,000	46.0%	16.8%
TikTok	3,774,708	37.1%	10.0%
	81,557,000	29.8%	9.4%
LinkedIn	3,145,772	30.9%	5.3%
	77,113,163	28.2%	4.8%
Reddit	3,039,667	29.9%	4.0%
	72,013,587	26.4%	3.5%
X	2,069,341	20.3%	3.8%
	57,288,761	19.6%	3.5%
Pinterest	2,519,470	24.8%	4.5%
	53,012,267	19.1%	4.3%
WhatsApp	2,456,413	24.2%	2.7%
	50,293,072	18.4%	2.0%
Snapchat	2,231,998	21.9%	1.9%
	43,666,992	16.0%	1.7%
Others[Rumble, Threads,...]	738,317	7.3%	0.7%
	37,081,426	13.6%	1.3%
Blogs/Message Boards (read...)	1,838,428	4.9%	4.3%
	18,172,163	18.1%	7.4%
tumblr	499,526	4.9%	0.6%
	5,616,784	3.4%	0.4%

who Bought Clothing Items at H&M in the past 3 months
 3:26 (orange) vs 2:24 (blue)

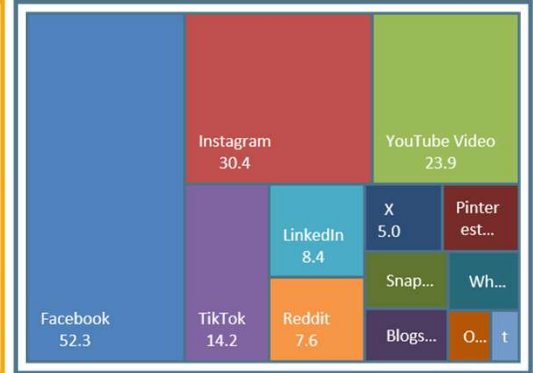
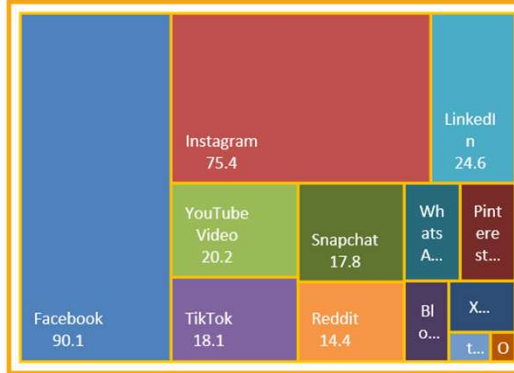
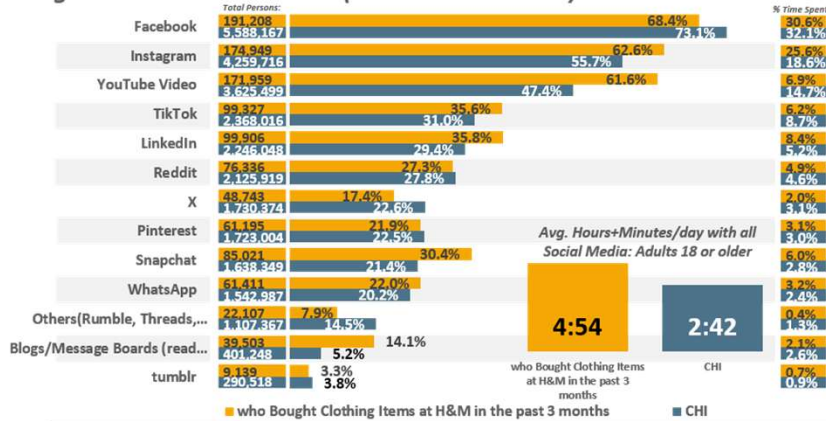


Clothing stores bought past 3 months: H&M

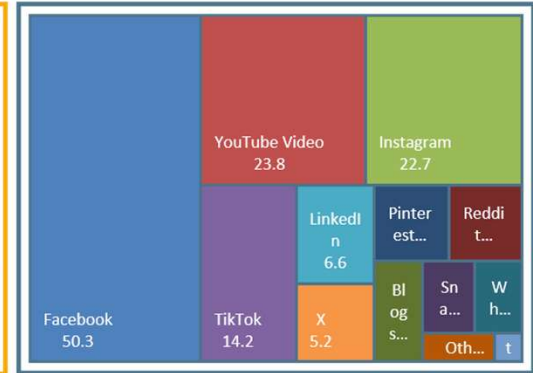
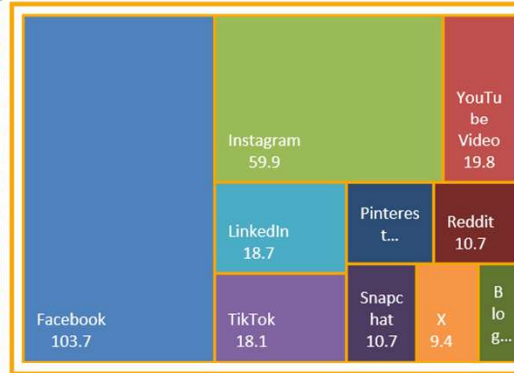
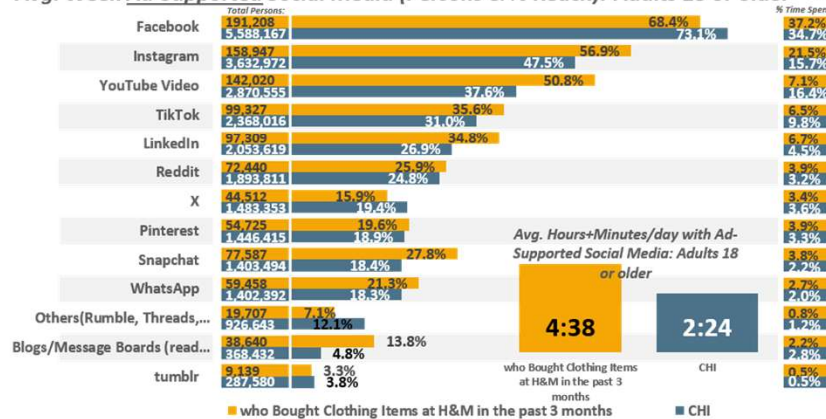


191,208 or 68.4% of Adults 18 or older who Bought Clothing Items at H&M in the past 3 months use Ad-Supported Facebook for an average of 103.7 minutes every day representing 37.2% of all time spent daily with Ad-Supported Social Media.

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



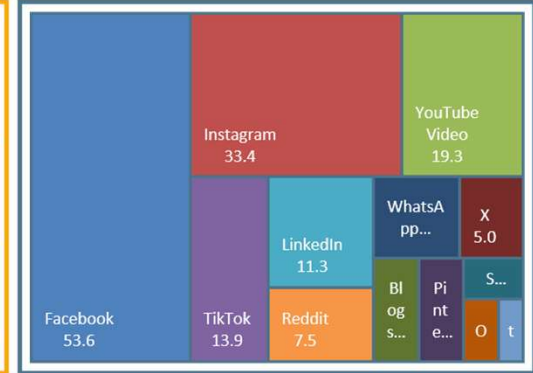
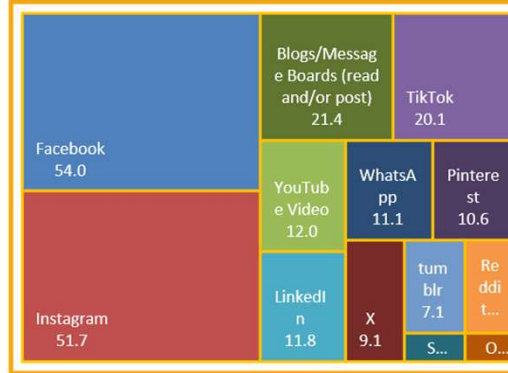
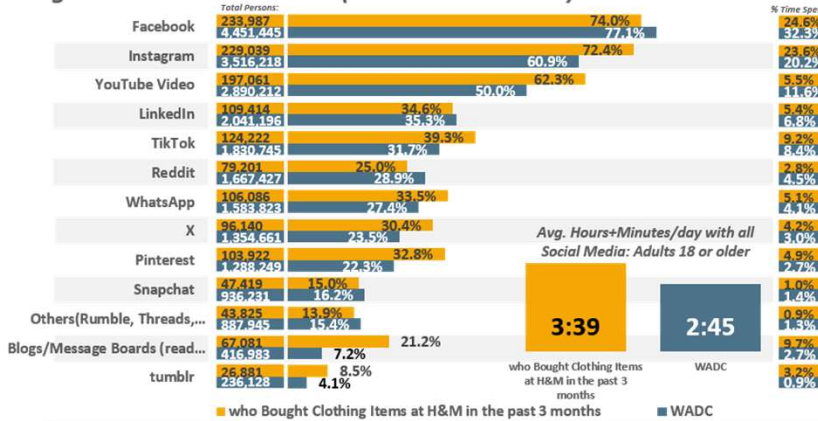
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



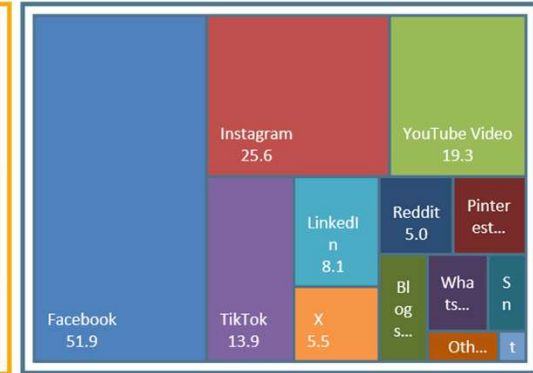
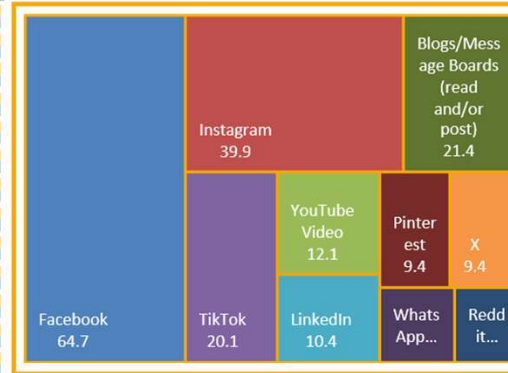
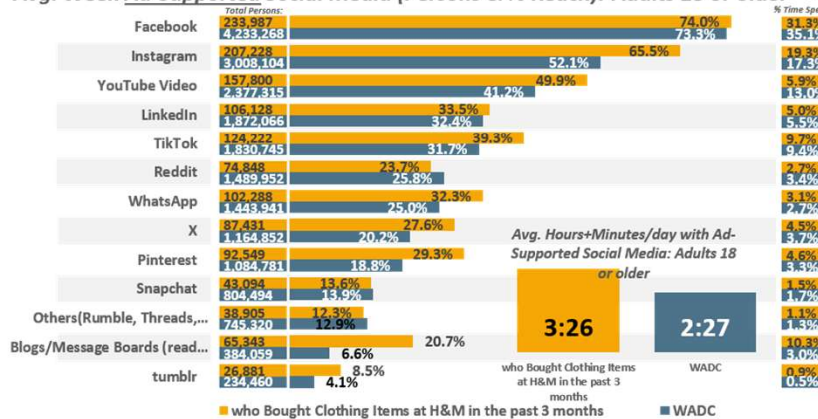


233,987 or 74.% of Adults 18 or older who Bought Clothing Items at H&M in the past 3 months use Ad-Supported Facebook for an average of 64.7 minutes every day representing 31.3% of all time spent daily with Ad-Supported Social Media.

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**



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 306
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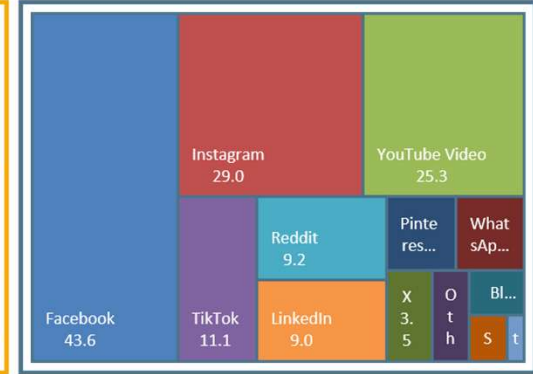
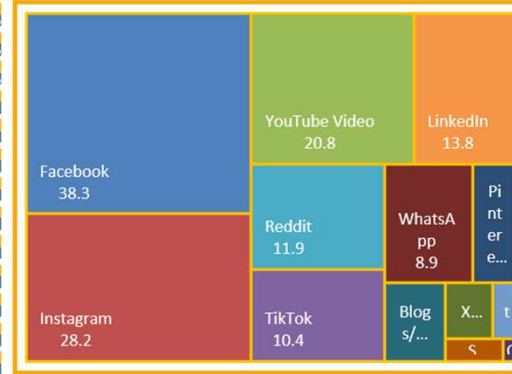
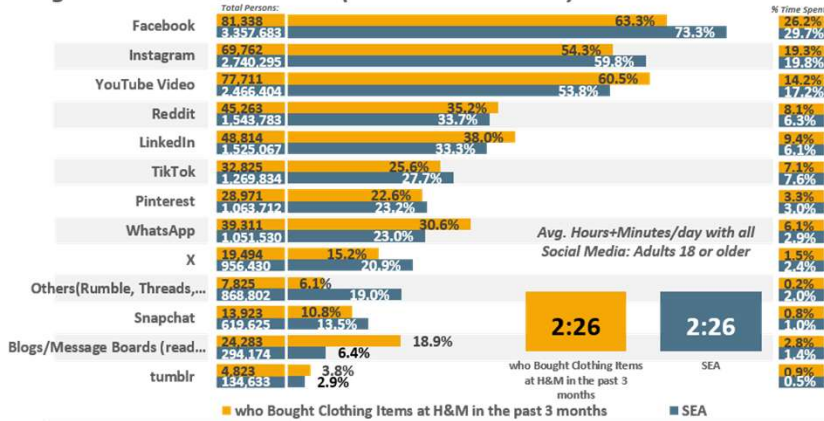
soefa.ai Share of Everything for Anything.

Clothing stores bought past 3 months: H&M

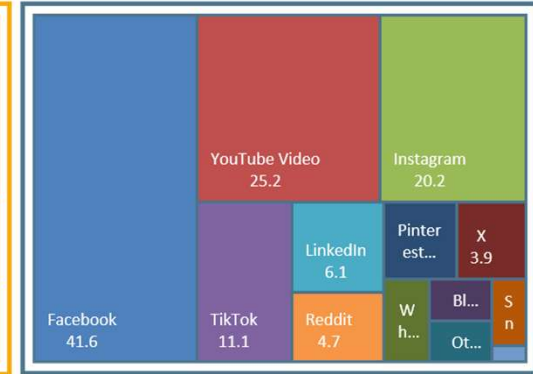
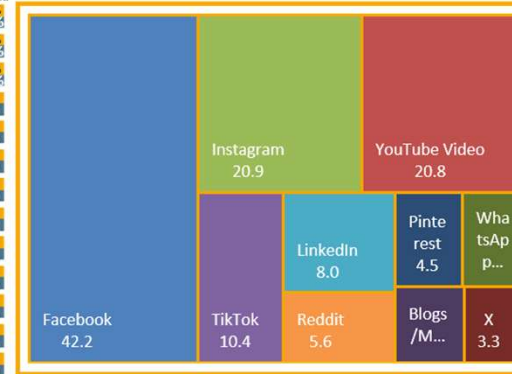
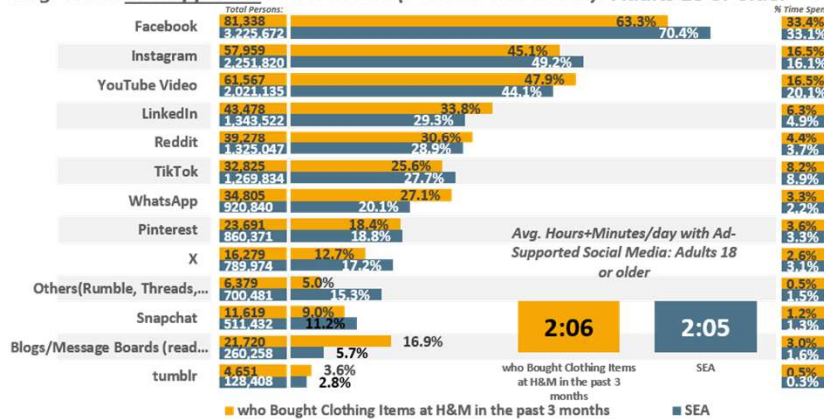


81,338 or 63.3% of Adults 18 or older who Bought Clothing Items at H&M in the past 3 months use Ad-Supported Facebook for an average of 42.2 minutes every day representing 33.4% of all time spent daily with Ad-Supported Social Media.

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



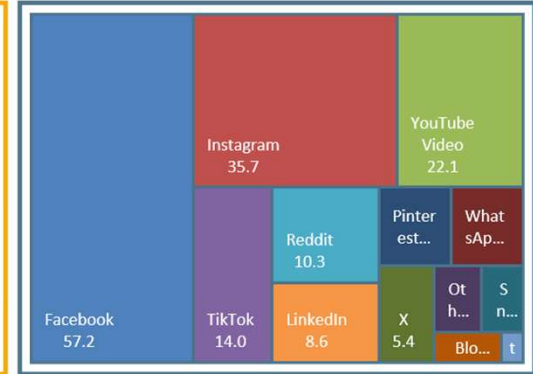
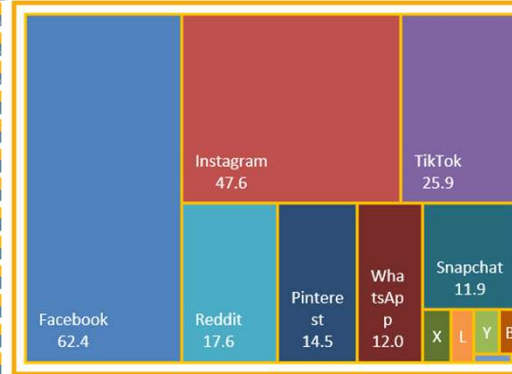
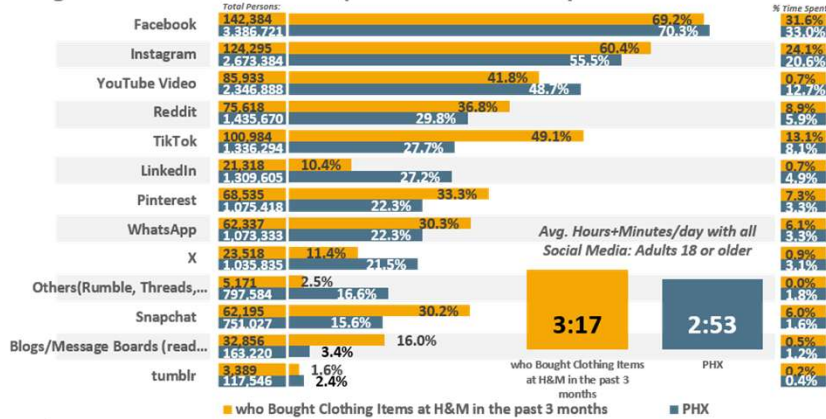
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



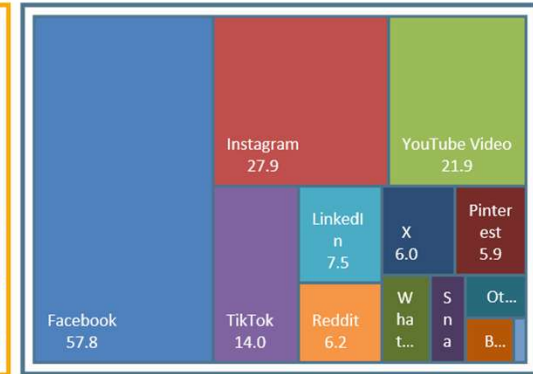
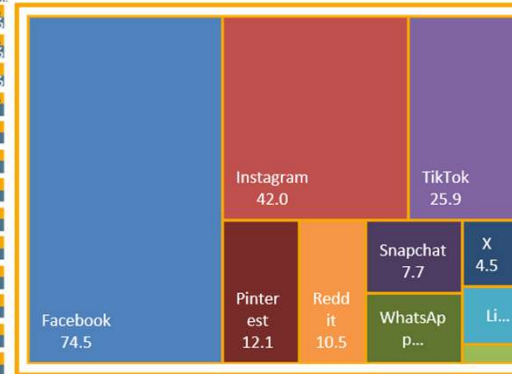
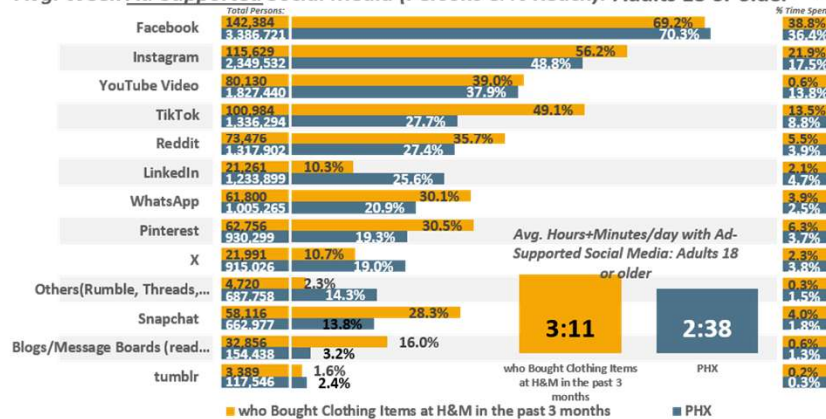


142,384 or 69.2% of Adults 18 or older who Bought Clothing Items at H&M in the past 3 months use Ad-Supported Facebook for an average of 74.5 minutes every day representing 38.8% of all time spent daily with Ad-Supported Social Media.

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

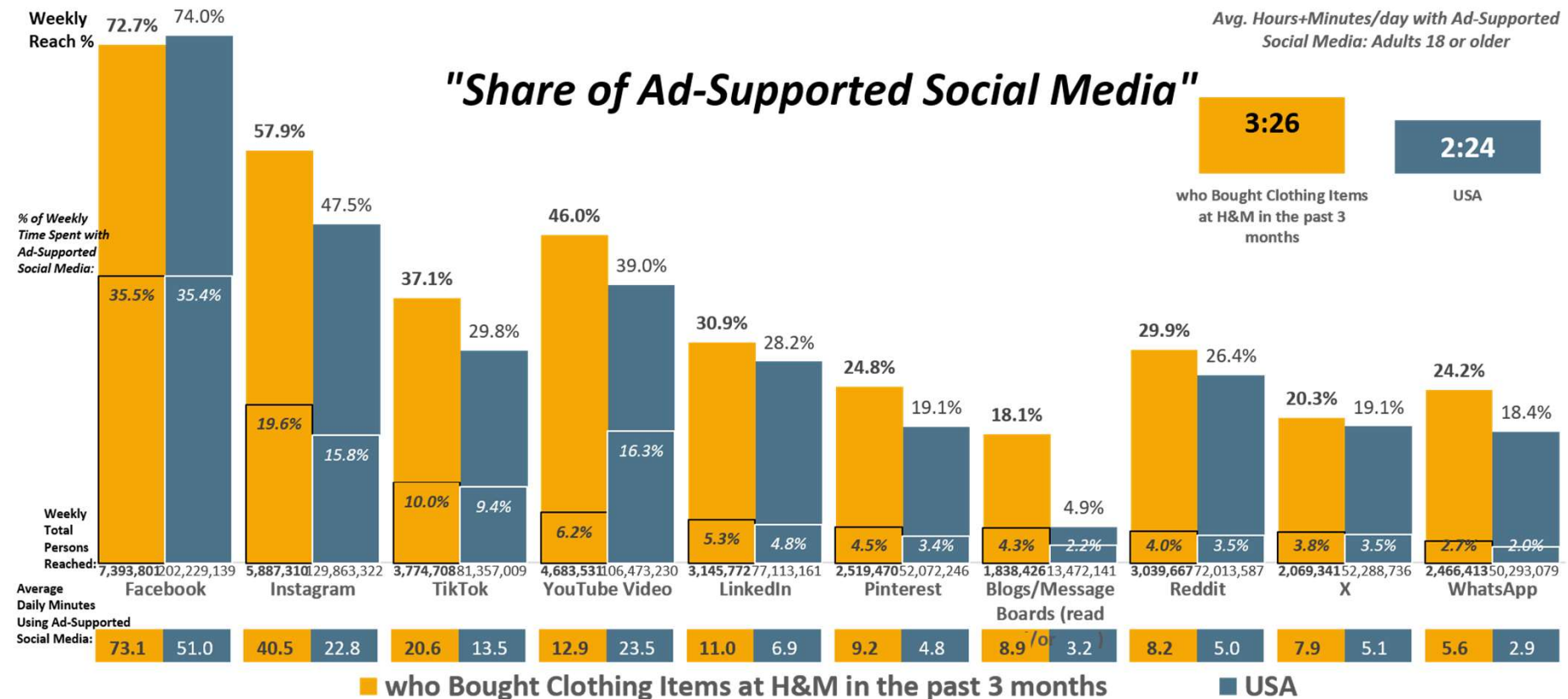


Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



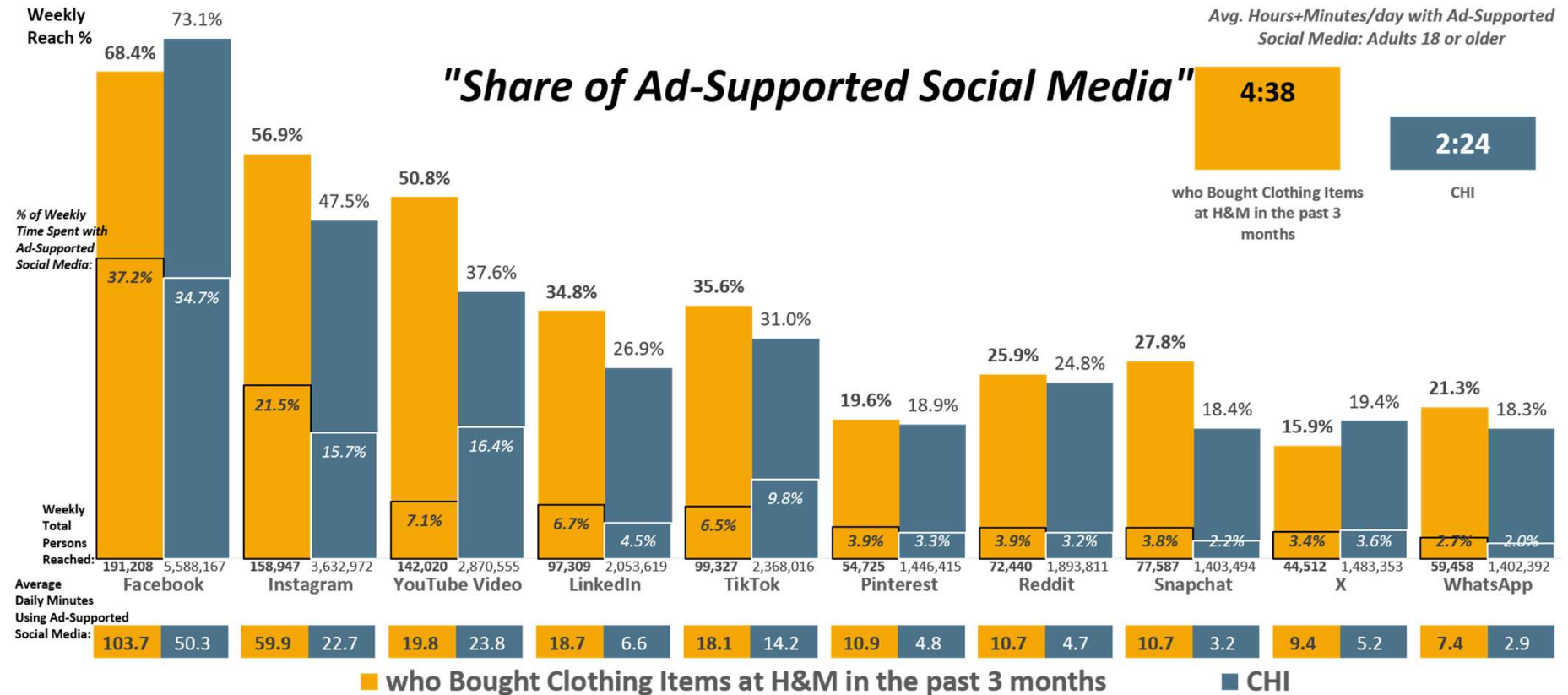


7,393,801 or 72.7% of Adults 18 or older who Bought Clothing Items at H&M in the past 3 months use Ad-Supported Facebook for an average of 73.1 minutes every day representing 35.5% of all time spent daily with Ad-Supported Social Media.





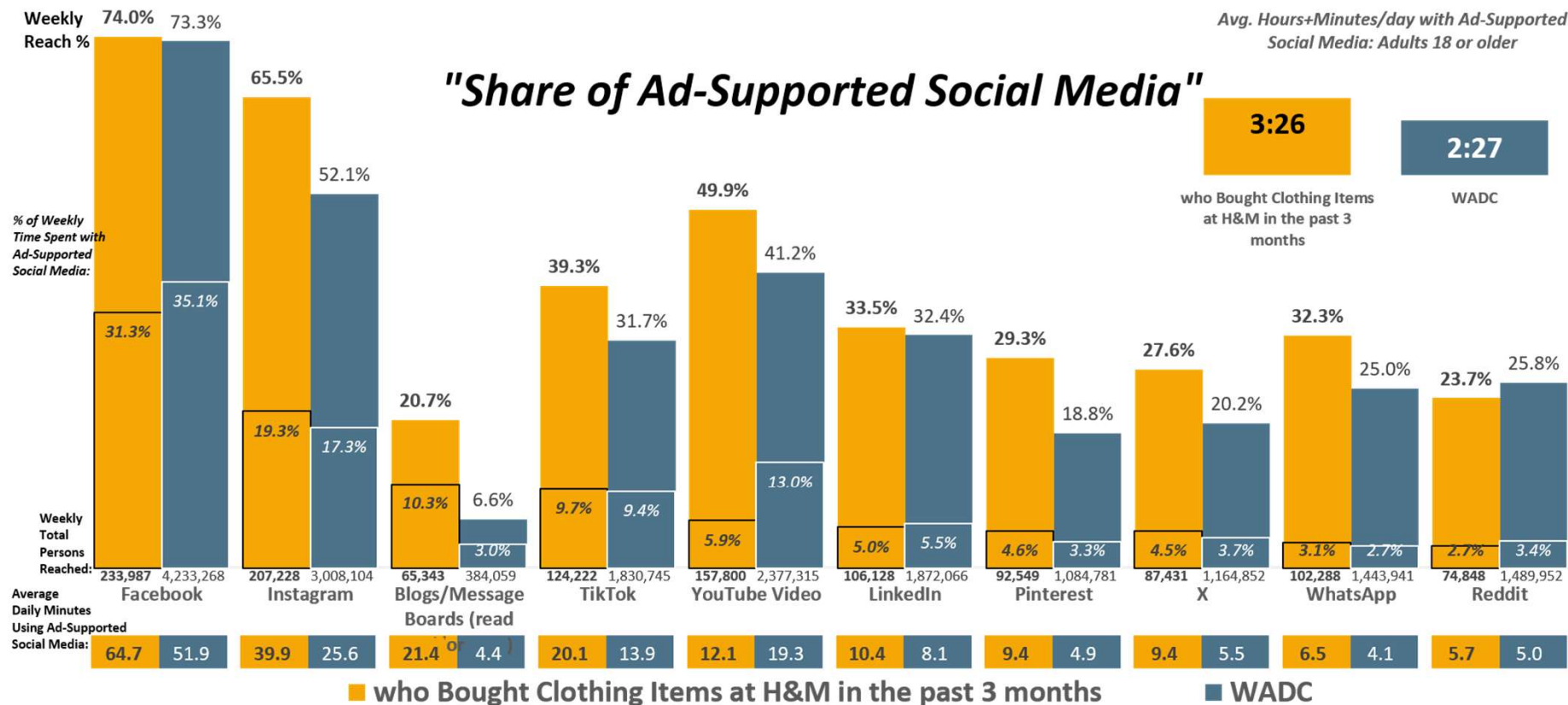
191,208 or 68.4% of Adults 18 or older who Bought Clothing Items at H&M in the past 3 months use Ad-Supported Facebook for an average of 103.7 minutes every day representing 37.2% of all time spent daily with Ad-Supported Social Media.





233,987 or 74.% of Adults 18 or older who Bought Clothing Items at H&M in the past 3 months use Ad-Supported Facebook for an average of 64.7 minutes every day representing 31.3% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



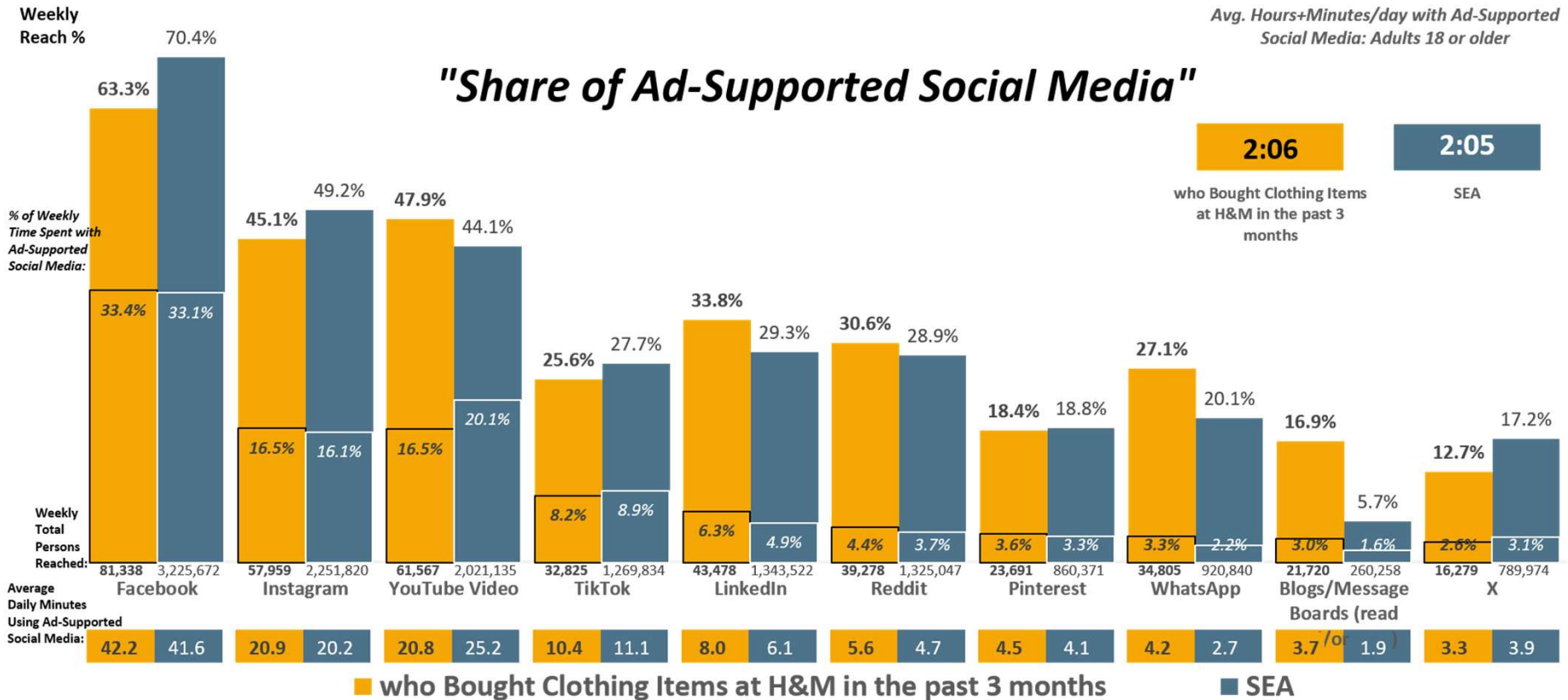
WADC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 306 WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 5,703
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Clothing stores bought past 3 months: H&M

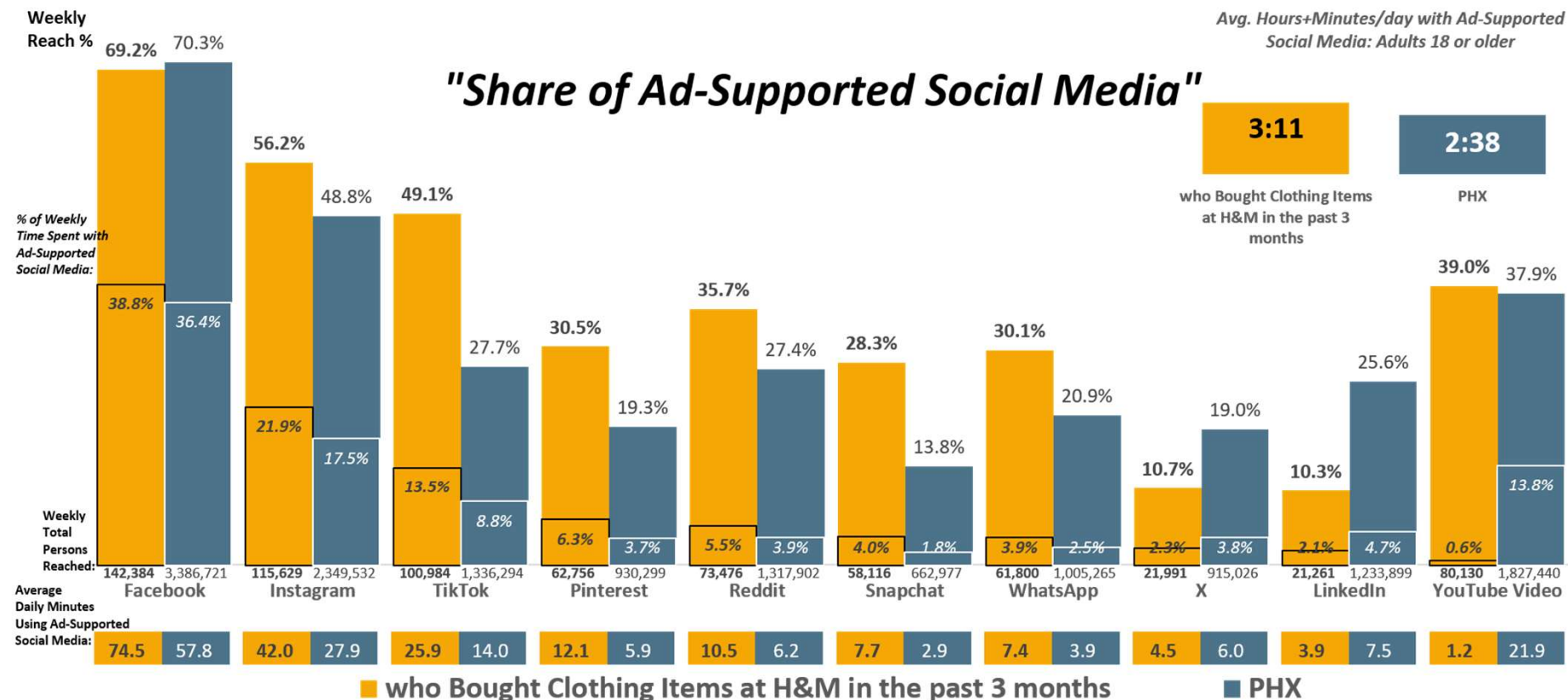


81,338 or 63.3% of Adults 18 or older who Bought Clothing Items at H&M in the past 3 months use Ad-Supported Facebook for an average of 42.2 minutes every day representing 33.4% of all time spent daily with Ad-Supported Social Media.





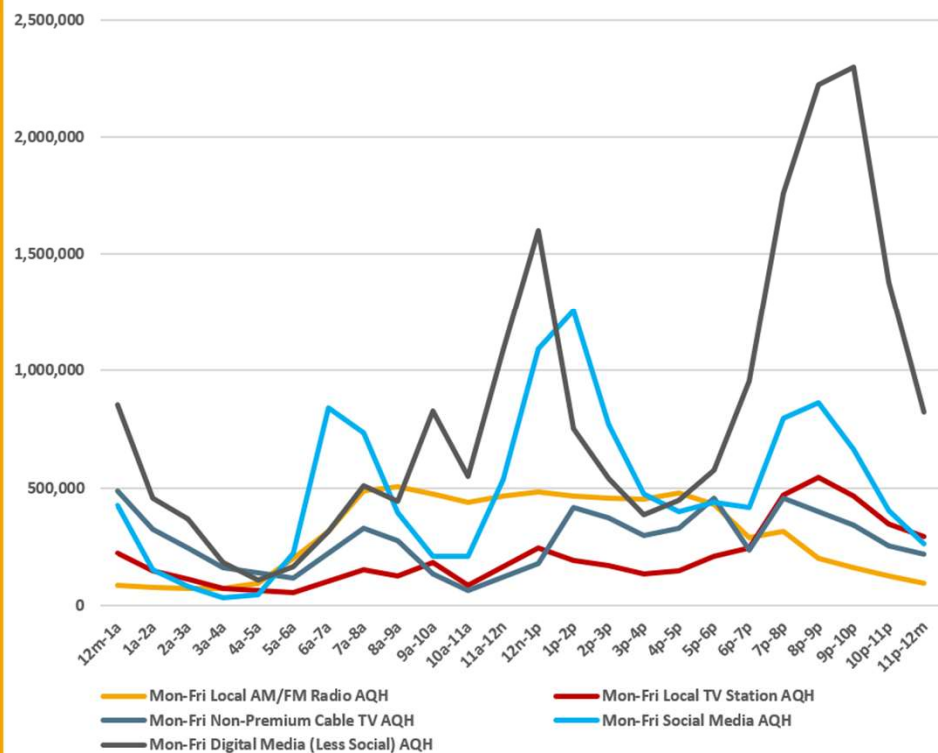
142,384 or 69.2% of Adults 18 or older who Bought Clothing Items at H&M in the past 3 months use Ad-Supported Facebook for an average of 74.5 minutes every day representing 38.8% of all time spent daily with Ad-Supported Social Media.



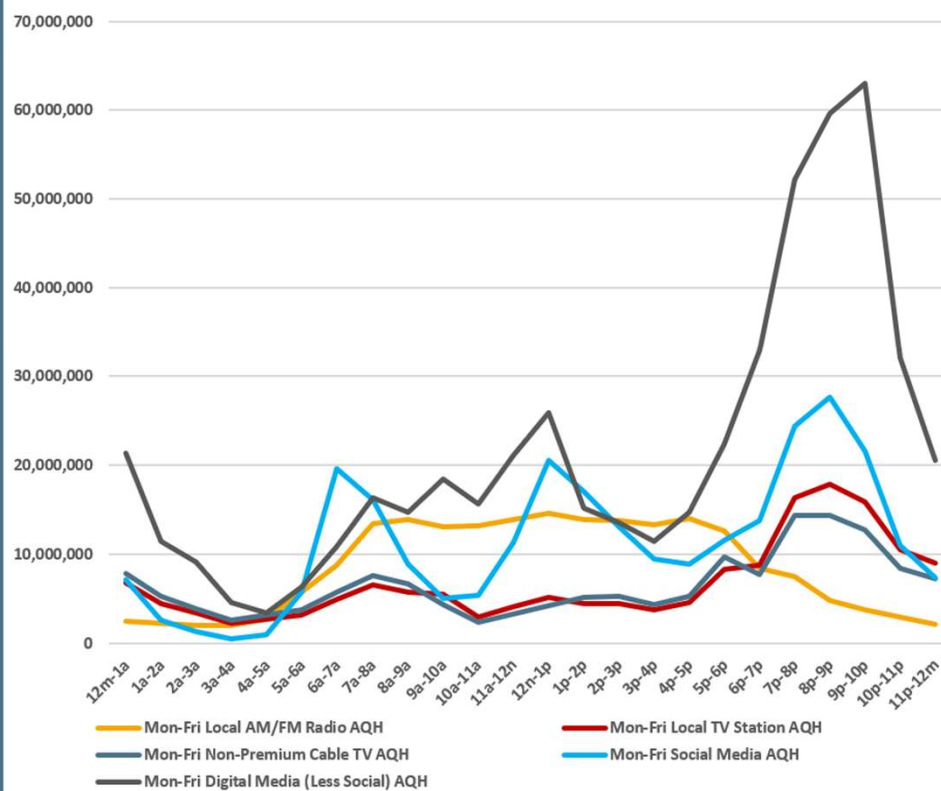


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 691,898;
Social Media: 597,608; Local Radio: 441,847; Non-Prem. Cable: 264,531; Local TV: 165,280
reaching Adults 18 or older who Bought Clothing Items at H&M in the past

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Bought Clothing Items at H&M in the
past 3 months



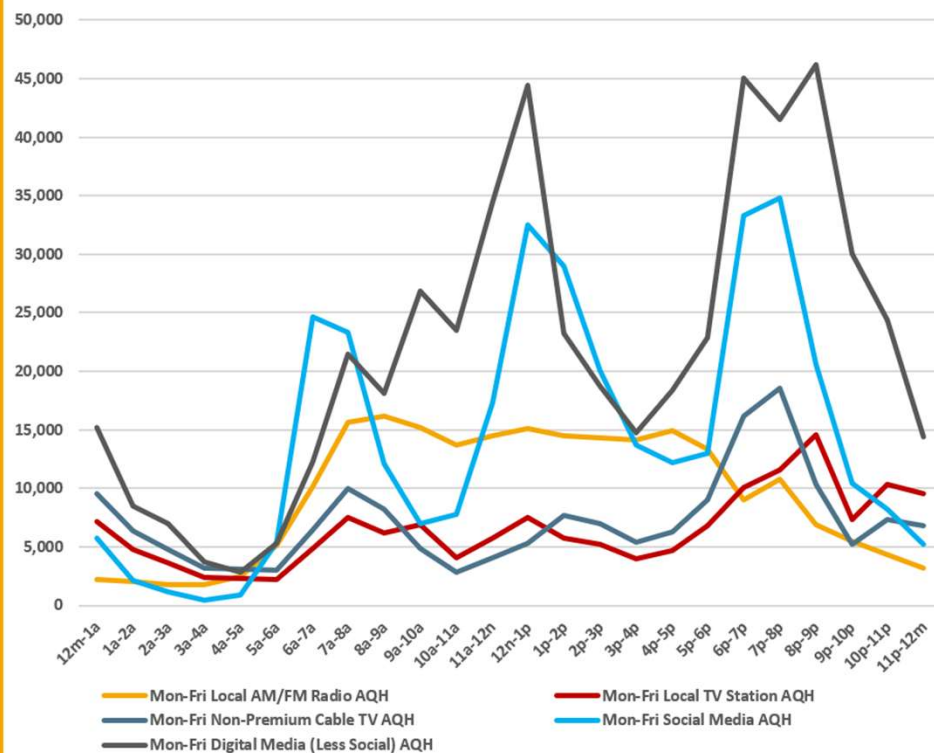
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA Metro Area Adults 18 or older



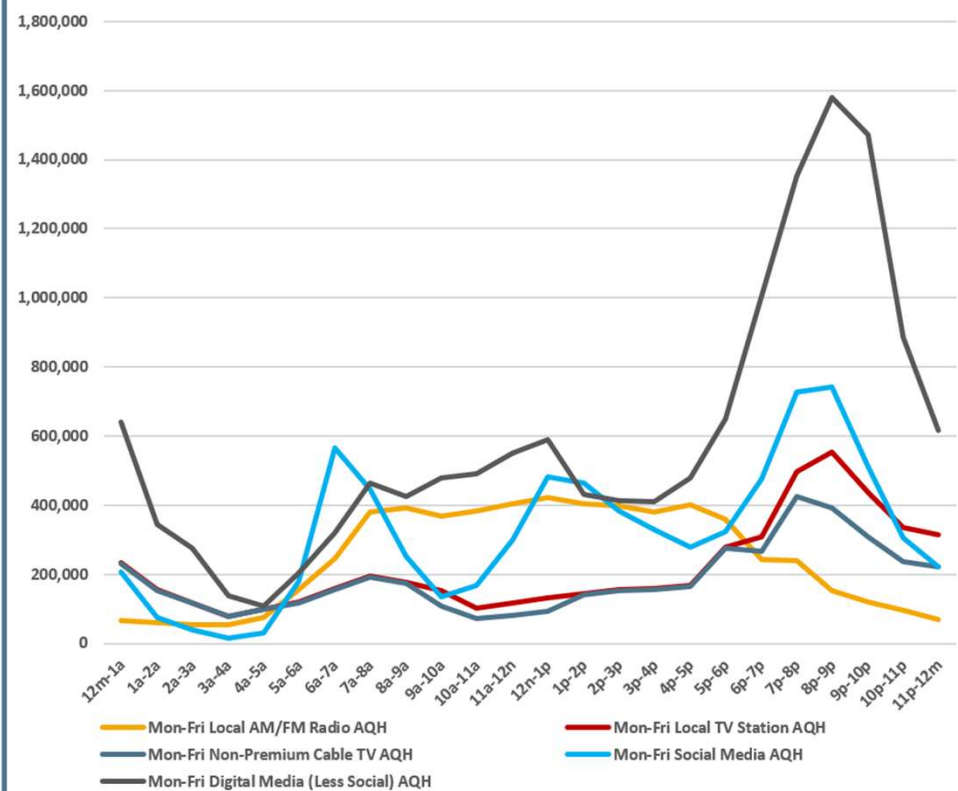


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 24,921;
Social Media: 18,902; Local Radio: 13,895; Non-Prem. Cable: 7,178; Local TV: 6,095
reaching Adults 18 or older who Bought Clothing Items at H&M in the past 3 mont

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Bought Clothing Items at H&M in the
past 3 months



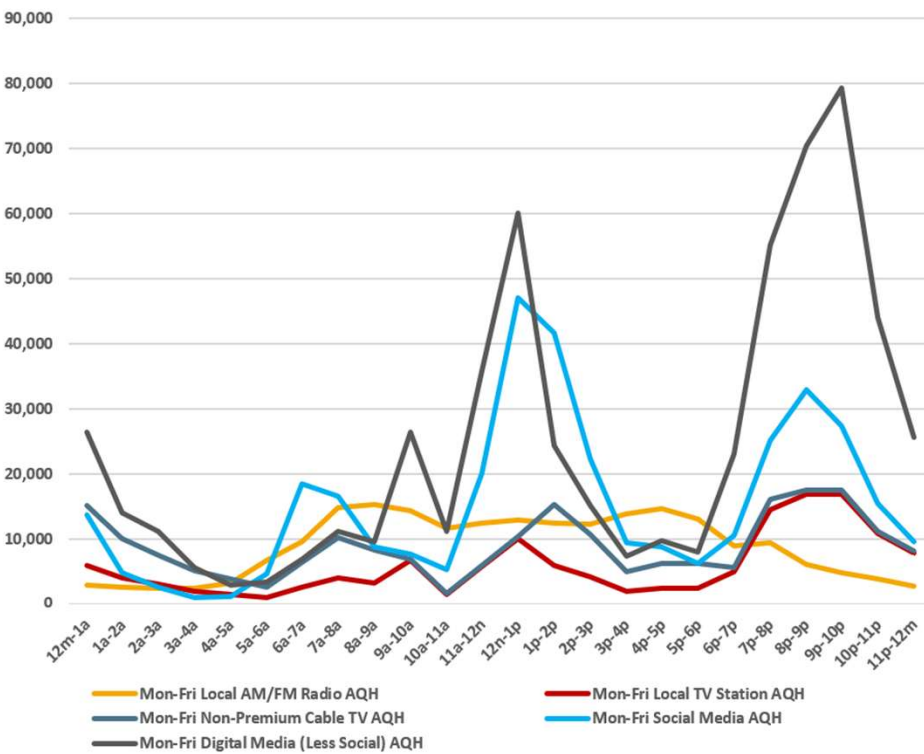
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
CHI Metro Area Adults 18 or older



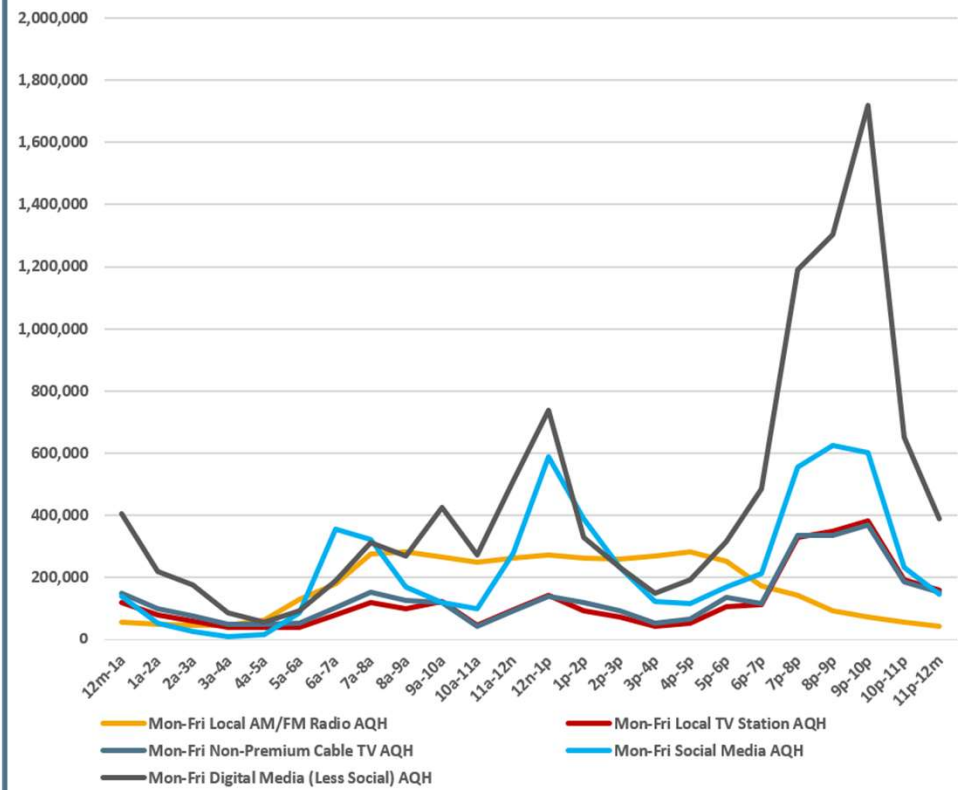


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 19,102;
Social Media: 17,119; Local Radio: 12,759; Non-Prem. Cable: 7,549; Local TV: 4,253
reaching Adults 18 or older who Bought Clothing Items at H&M in the past 3 mont

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Bought Clothing Items at H&M in the
past 3 months



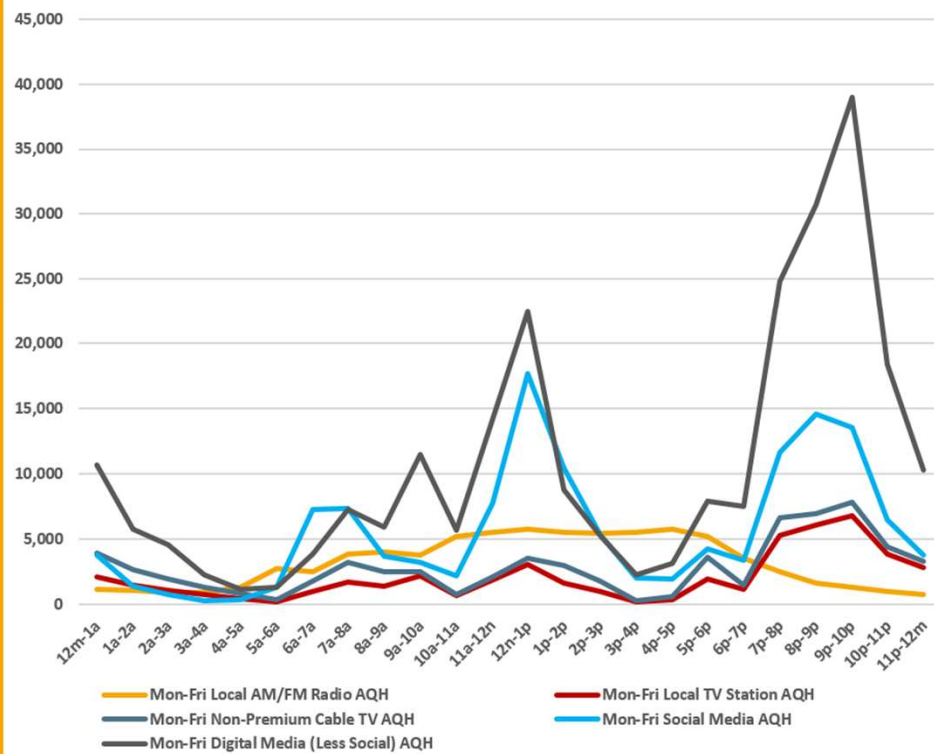
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
WADC Metro Area Adults 18 or older



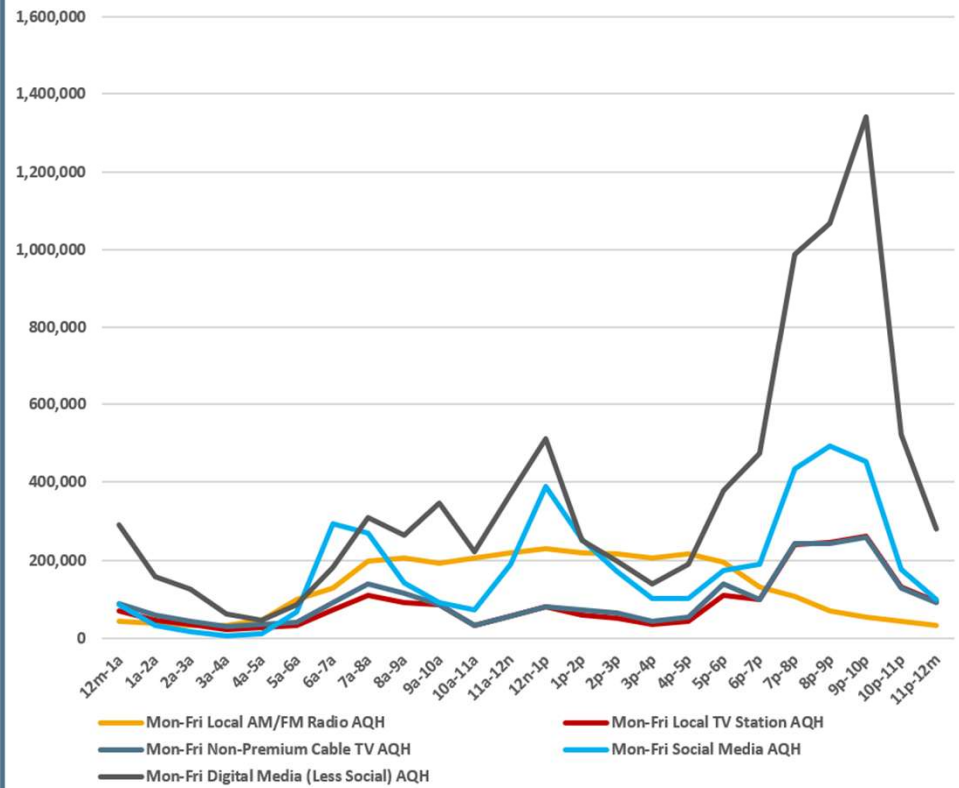


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 8,130;
Social Media: 5,886; Local Radio: 4,740; Non-Prem. Cable: 2,071; Local TV: 1,375 reaching
Adults 18 or older who Bought Clothing Items at H&M in the past 3 months.

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Bought Clothing Items at H&M in the
past 3 months**



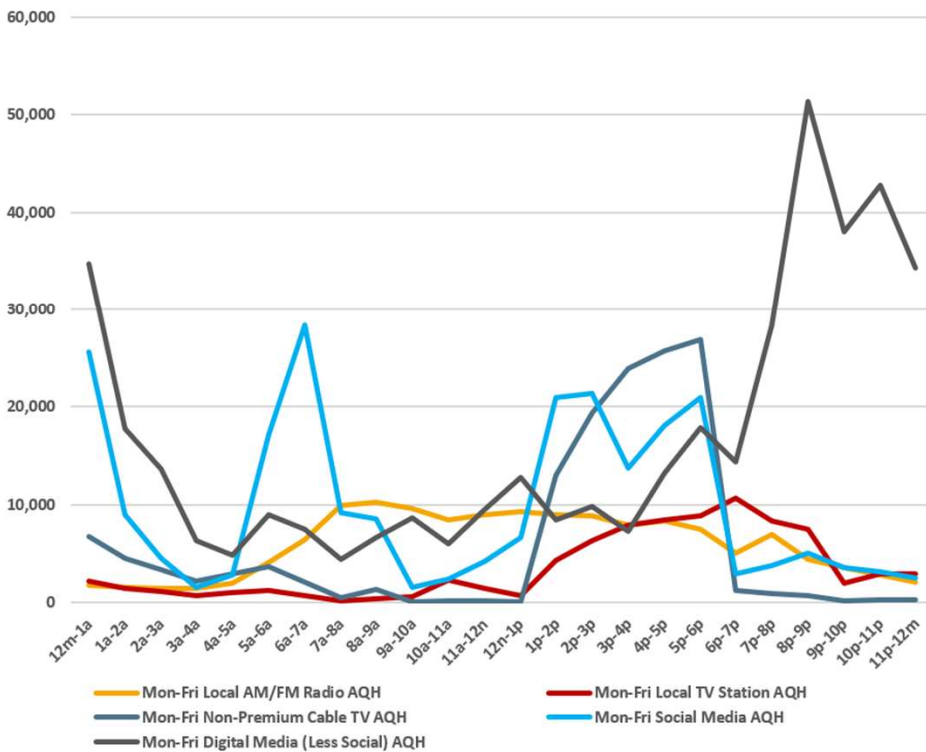
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
SEA Metro Area Adults 18 or older**



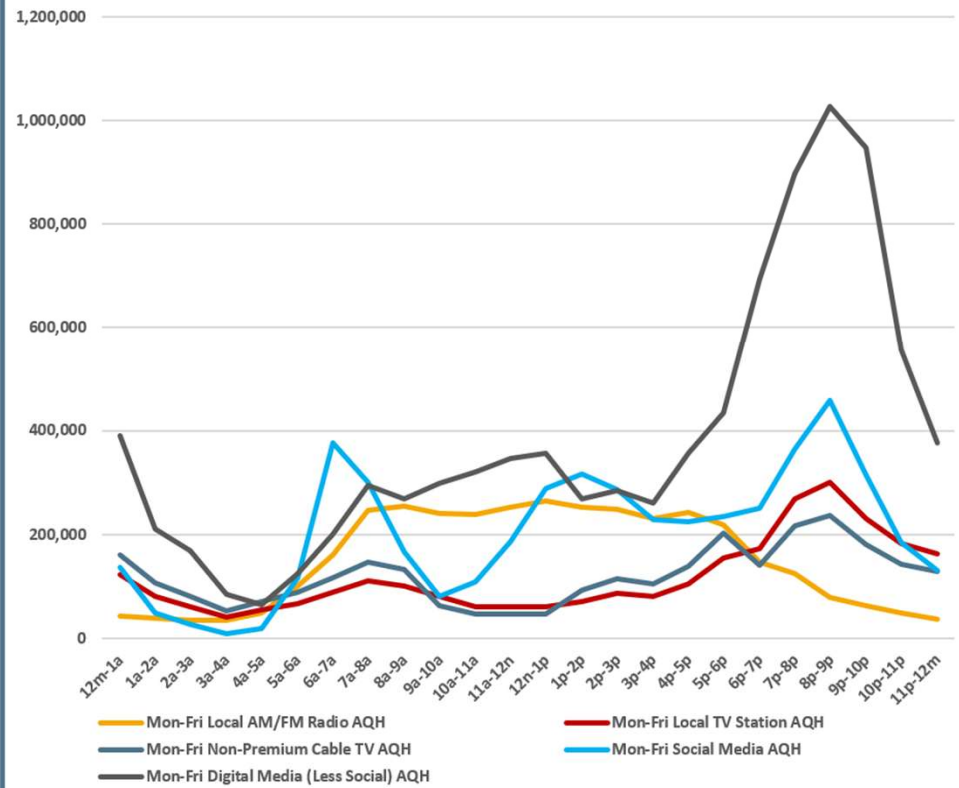


M-F 6a-7p Avg. Available Impressions per 15-min. are... Social Media: 12,216; All Other Digital Media: 9,718; Non-Prem. Cable: 8,795; Local Radio: 8,415; Local TV: 4,045 reaching Adults 18 or older who Bought Clothing Items at H&M in the past 3 months

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Bought Clothing Items at H&M in the
past 3 months**



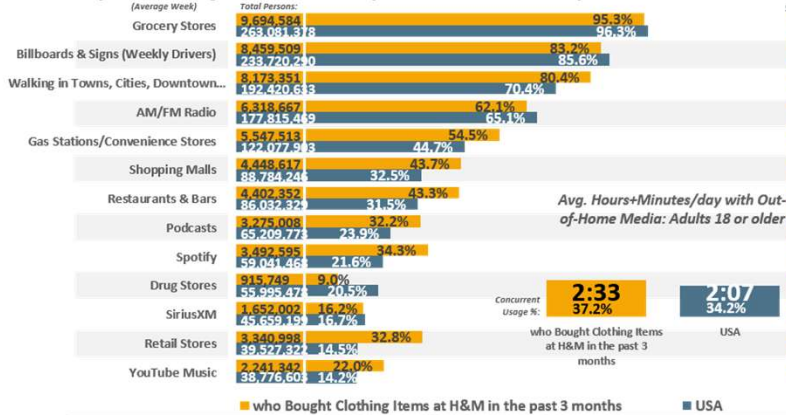
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
PHX Metro Area Adults 18 or older**



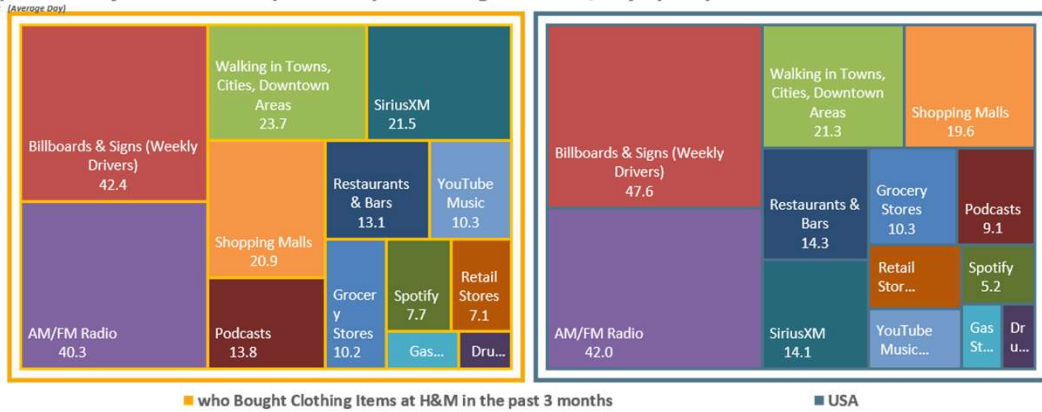


8,459,509 or 83.2% of Adults 18 or older who Bought Clothing Items at H&M in the past 3 months spend an average of 42.4 minutes per day driving, seeing Billboards and Signs. 59.5% Listen to Local Radio Stations Out-of-Home for an average of 34.7 minutes/d

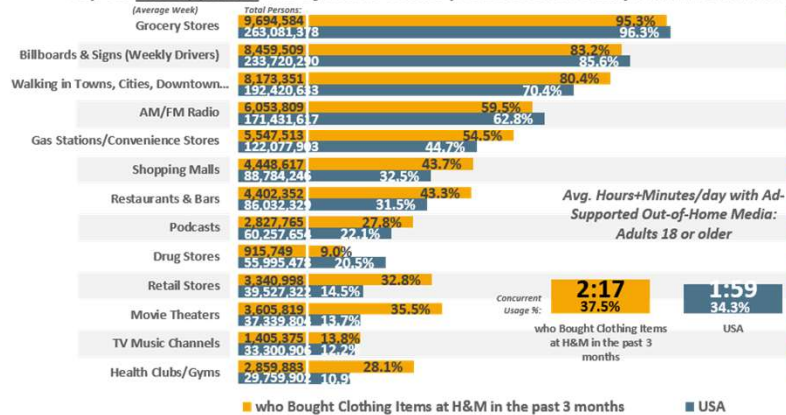
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



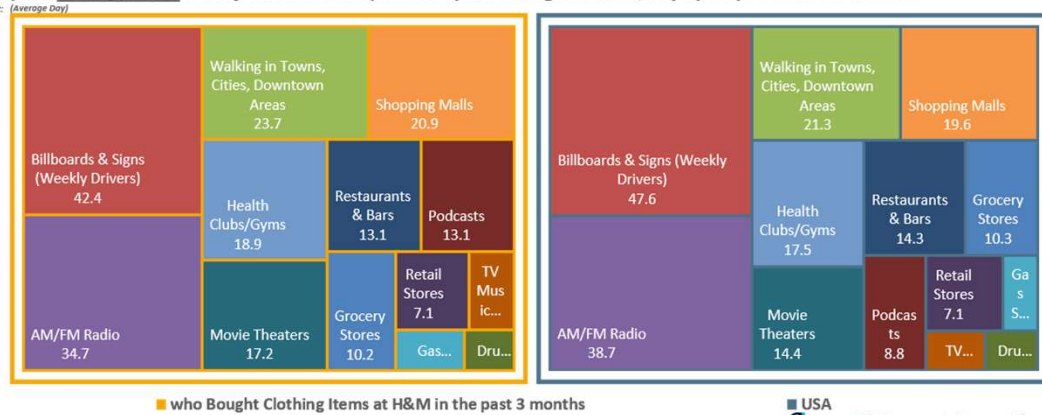
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 900
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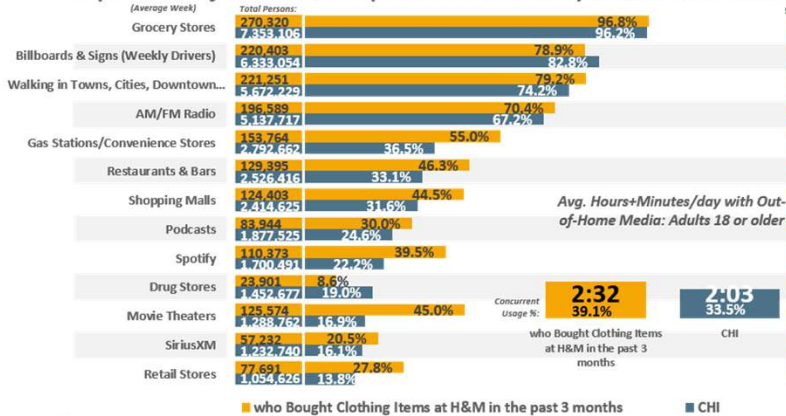
soefa.ai Share of Everything for Anything

Clothing stores bought past 3 months: H&M

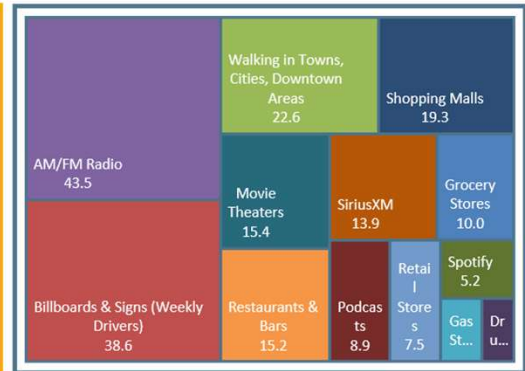
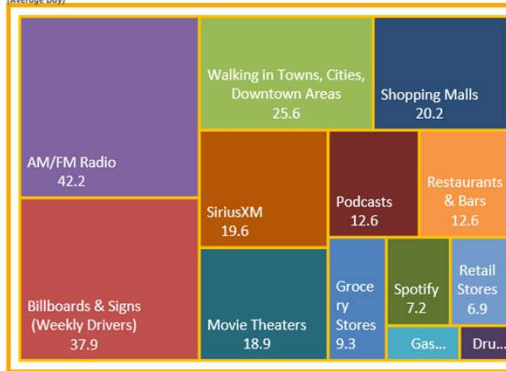


220,403 or 78.9% of Adults 18 or older who Bought Clothing Items at H&M in the past 3 months spend an average of 37.9 minutes per day driving, seeing Billboards and Signs. 67.8% Listen to Local Radio Stations Out-of-Home for an average of 35.7 minutes/day

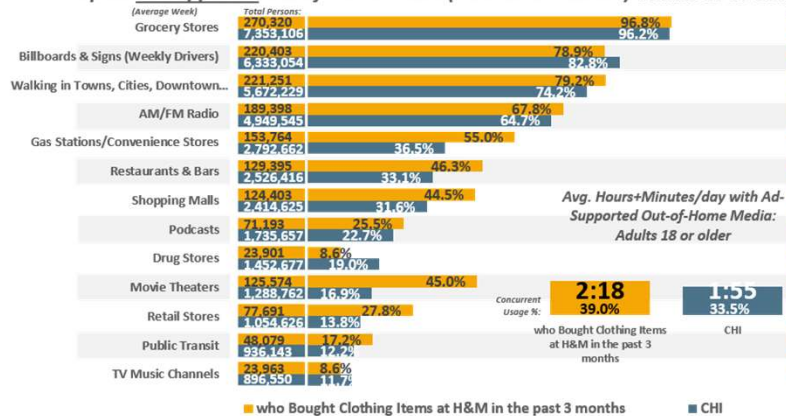
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



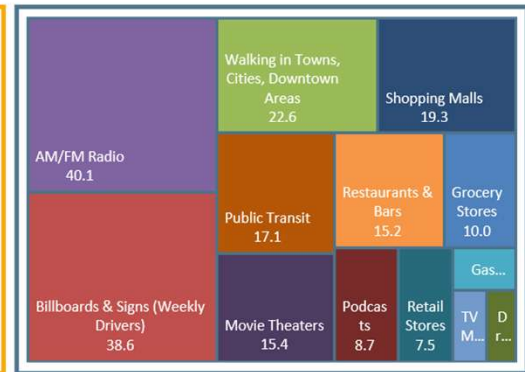
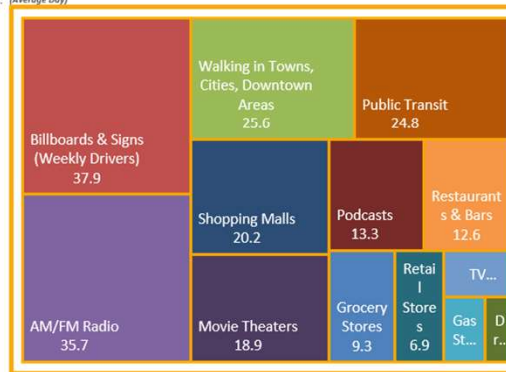
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



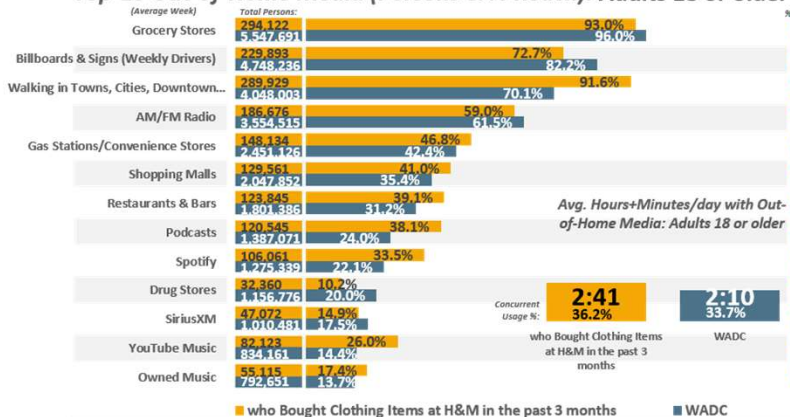
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



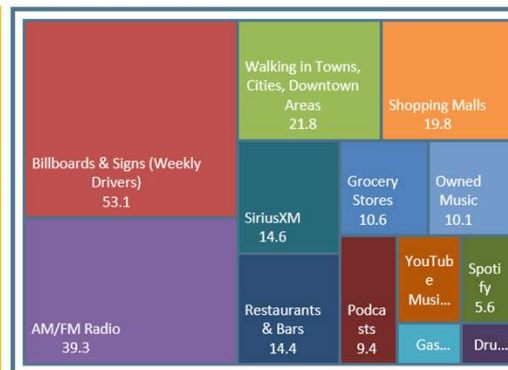
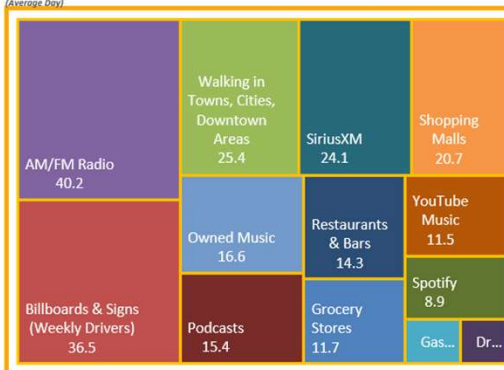


229,893 or 72.7% of Adults 18 or older who Bought Clothing Items at H&M in the past 3 months spend an average of 36.5 minutes per day driving, seeing Billboards and Signs. 56.2% Listen to Local Radio Stations Out-of-Home for an average of 34.7 minutes/day

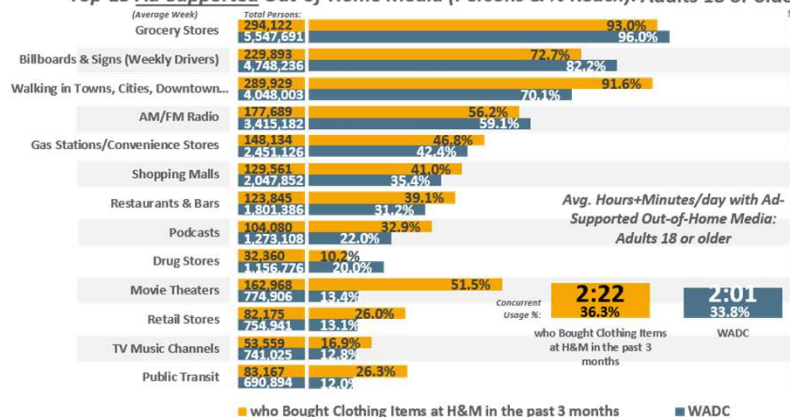
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



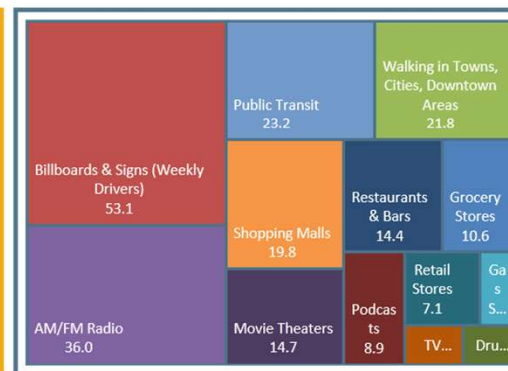
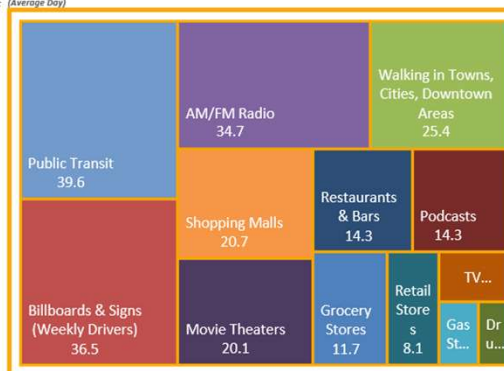
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



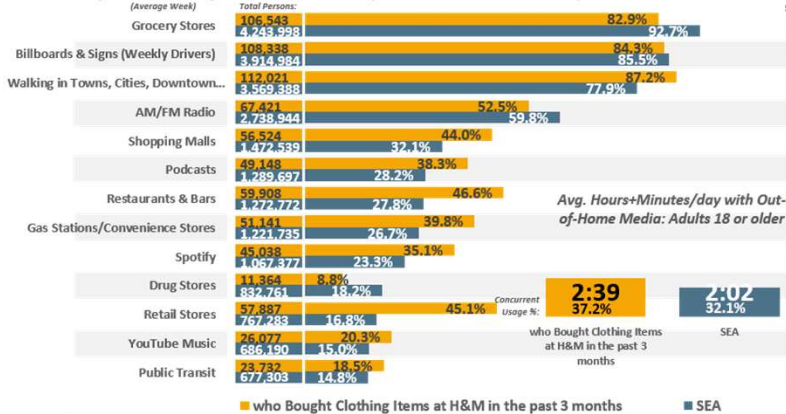
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



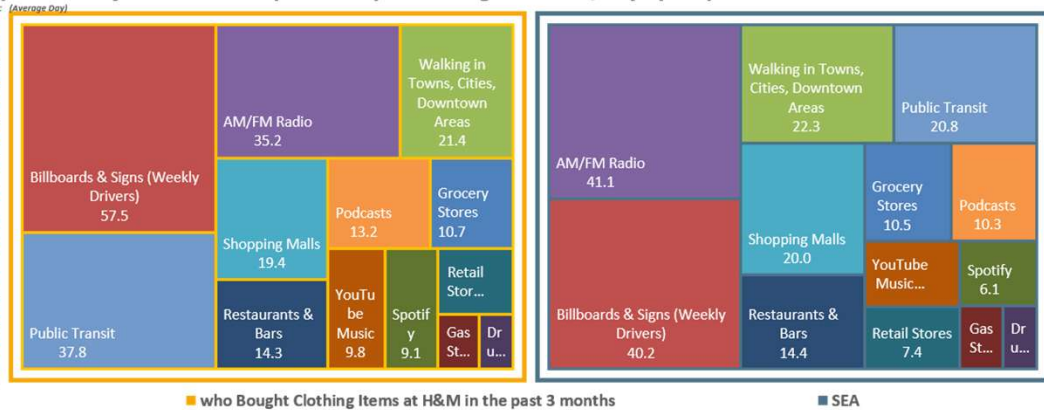


108,338 or 84.3% of Adults 18 or older who Bought Clothing Items at H&M in the past 3 months spend an average of 57.5 minutes per day driving, seeing Billboards and Signs. 50.% Listen to Local Radio Stations Out-of-Home for an average of 30. minutes/day.

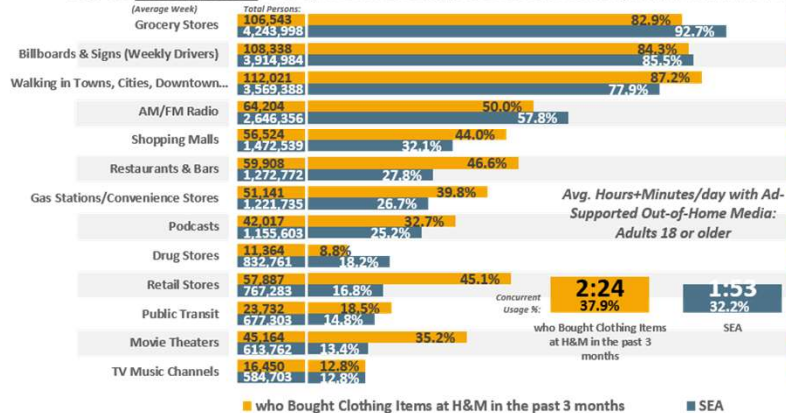
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



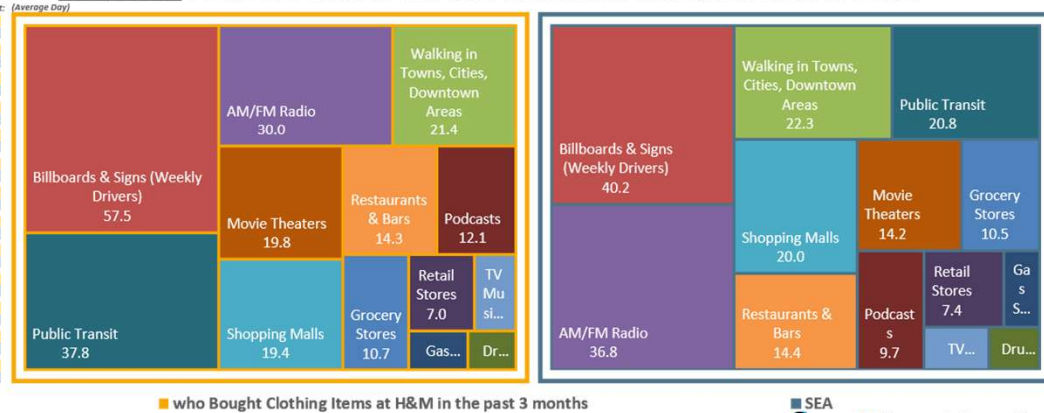
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



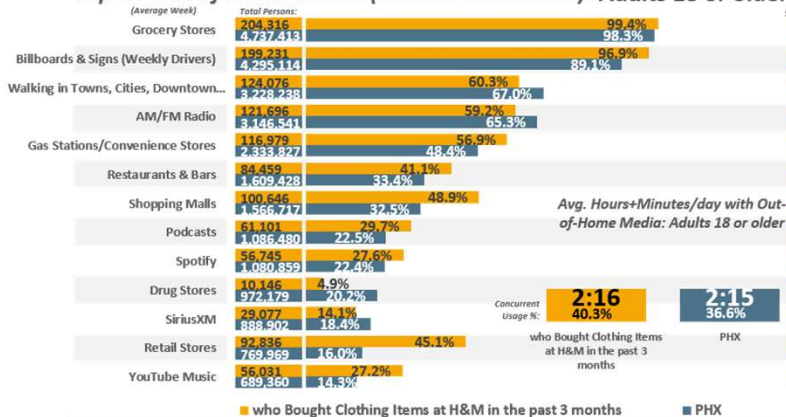
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



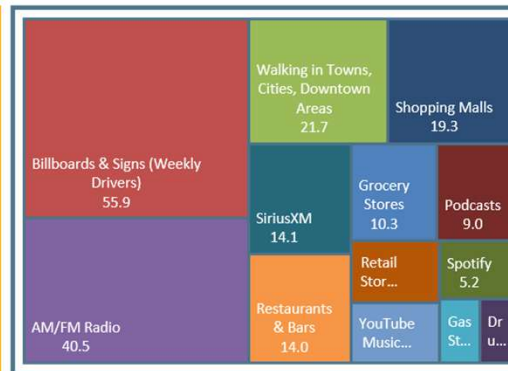
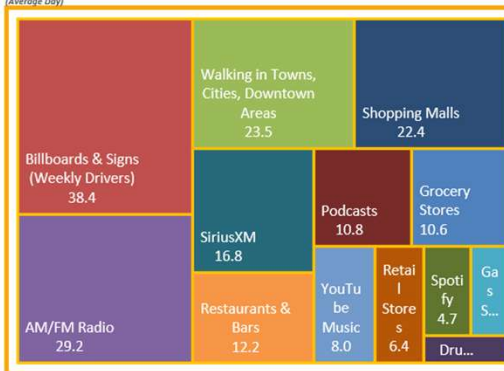


199,231 or 96.9% of Adults 18 or older who Bought Clothing Items at H&M in the past 3 months spend an average of 38.4 minutes per day driving, seeing Billboards and Signs. 57.4% Listen to Local Radio Stations Out-of-Home for an average of 27.9 minutes/day

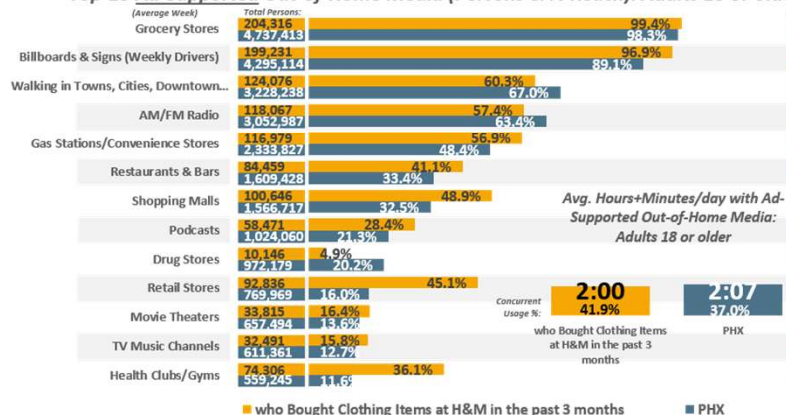
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



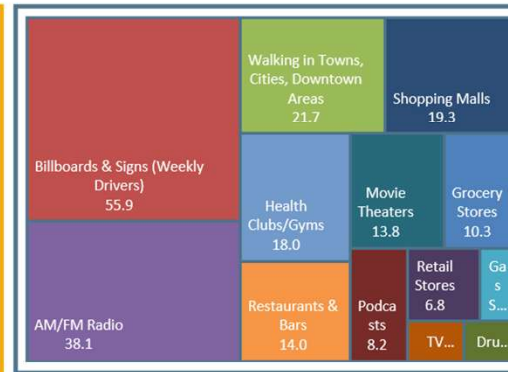
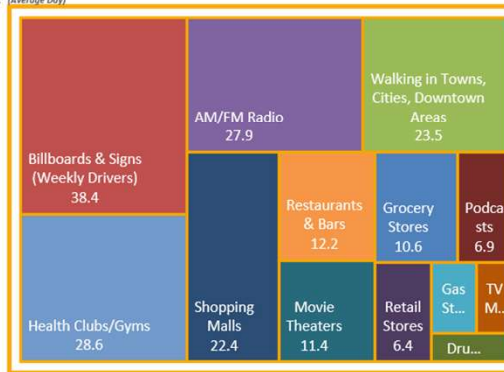
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



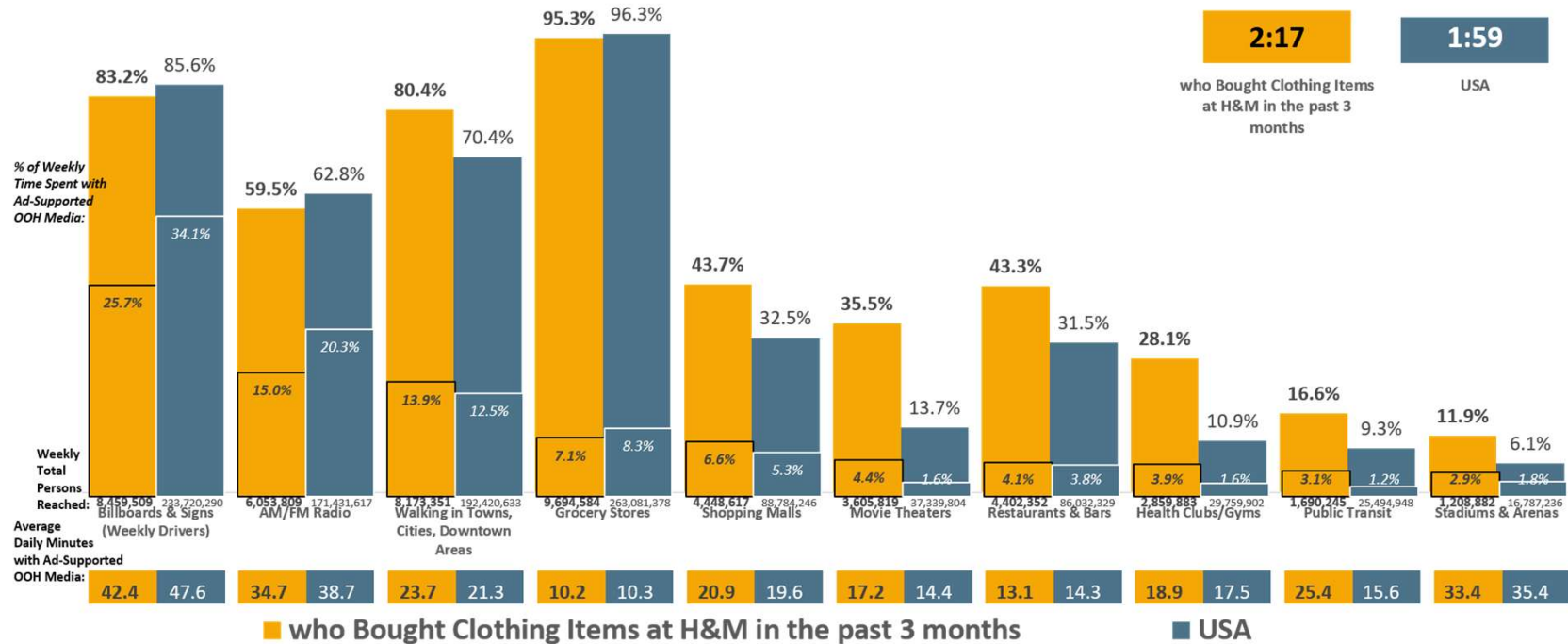


8,459,509 or 83.2% of Adults 18 or older who Bought Clothing Items at H&M in the past 3 months spend an average of 42.4 minutes per day driving, seeing Billboards and Signs representing 25.7% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 900 Scarborough R1 2026: Jan25-Mar26 USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 24,338

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Clothing stores bought past 3 months: H&M

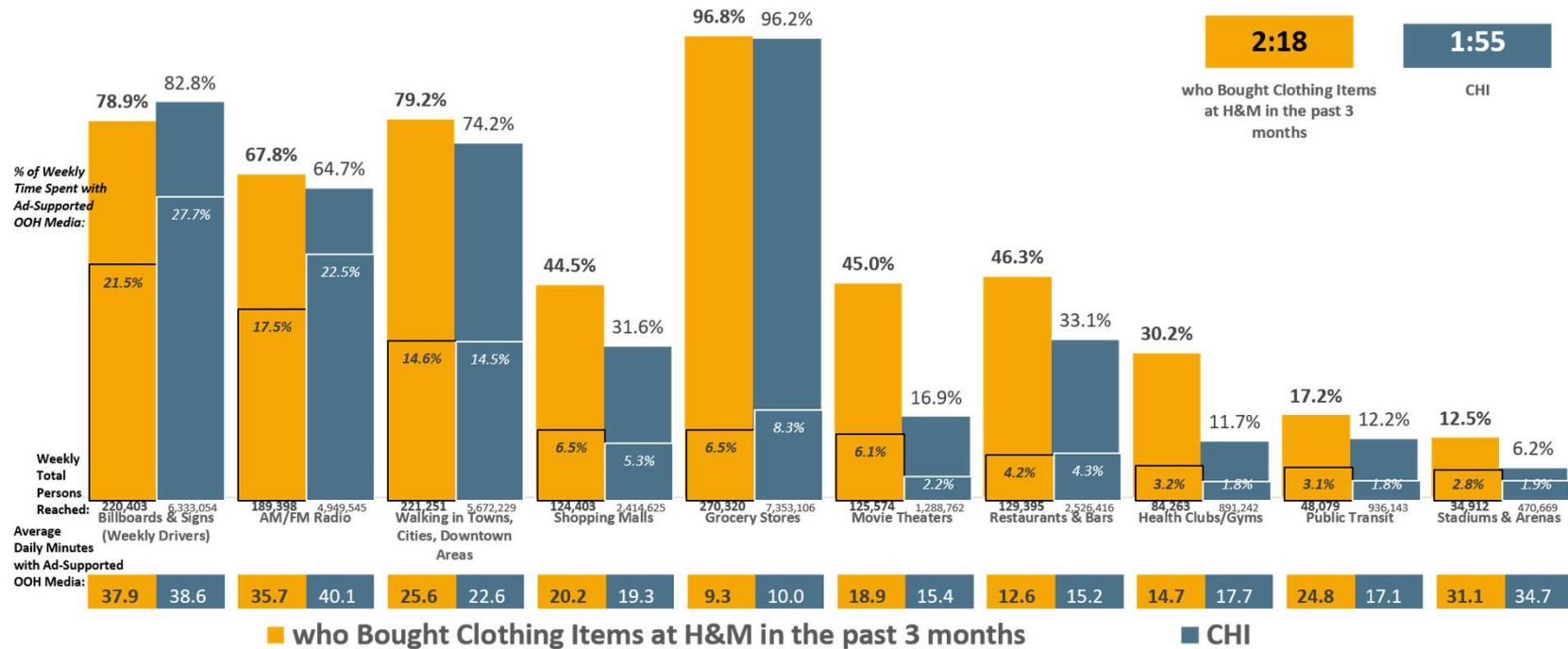


220,403 or 78.9% of Adults 18 or older who Bought Clothing Items at H&M in the past 3 months spend an average of 37.9 minutes per day driving, seeing Billboards and Signs representing 21.5% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 161
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CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 4,001

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Clothing stores bought past 3 months: H&M

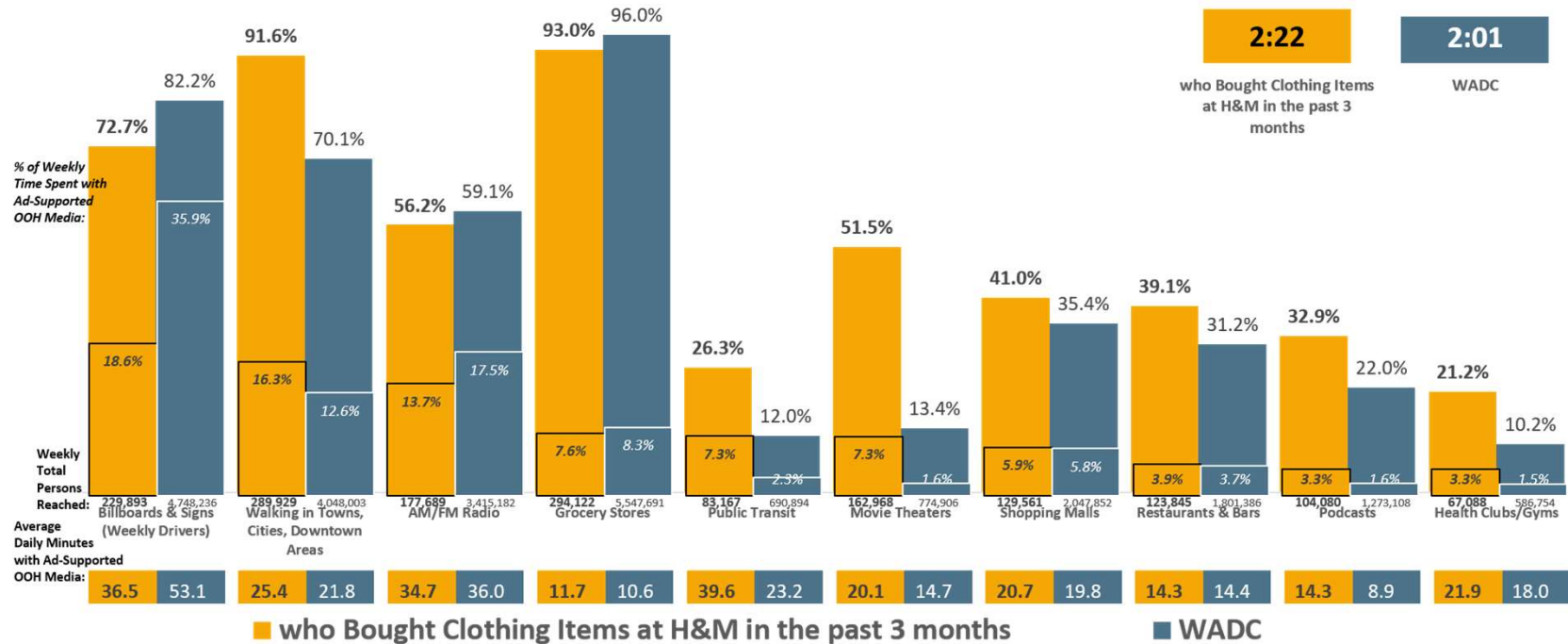


229,893 or 72.7% of Adults 18 or older who Bought Clothing Items at H&M in the past 3 months spend an average of 36.5 minutes per day driving, seeing Billboards and Signs representing 18.6% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



WADC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 306 WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 5,703

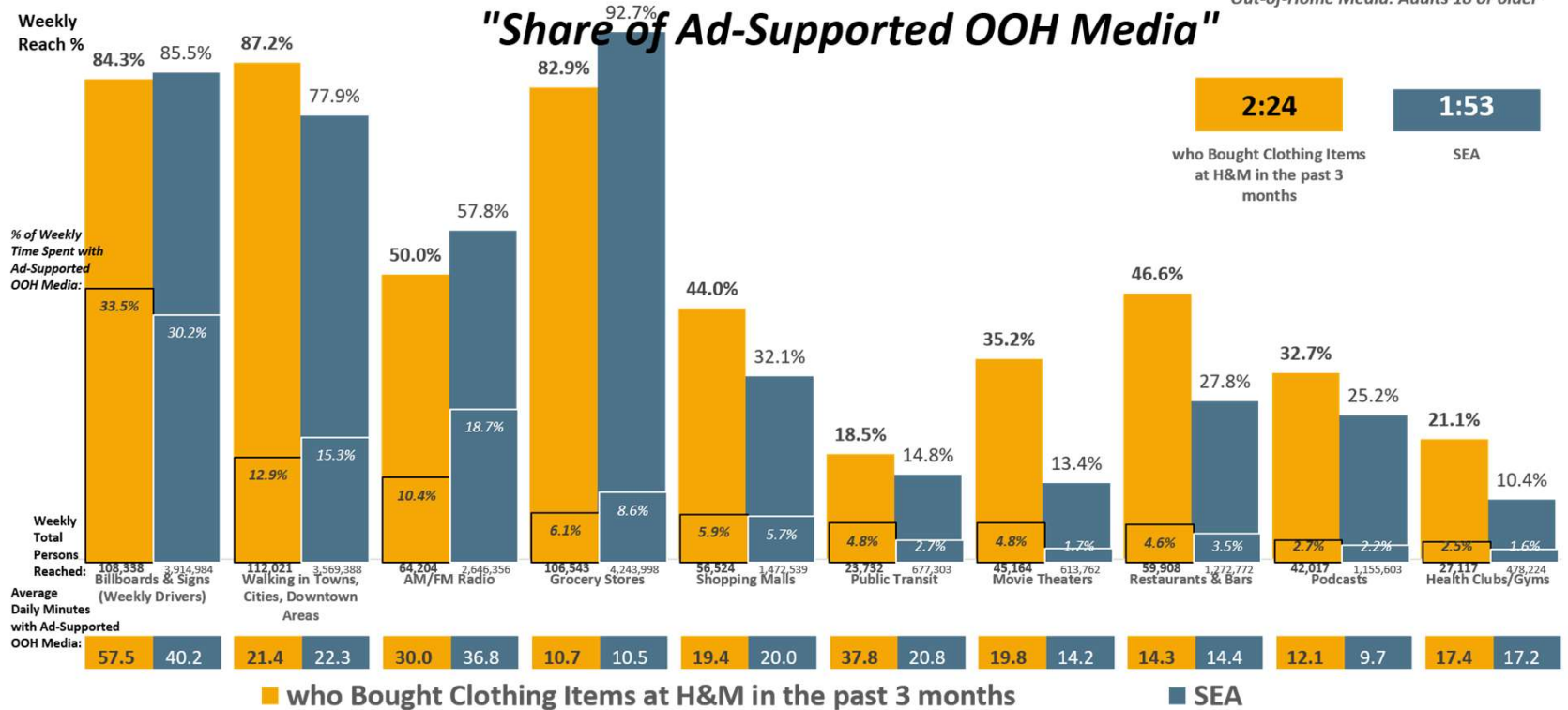
soefa.ai Share of Everything for Anything

Clothing stores bought past 3 months: H&M



108,338 or 84.3% of Adults 18 or older who Bought Clothing Items at H&M in the past 3 months spend an average of 57.5 minutes per day driving, seeing Billboards and Signs representing 33.5% 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



2:24

1:53

who Bought Clothing Items at H&M in the past 3 months

SEA

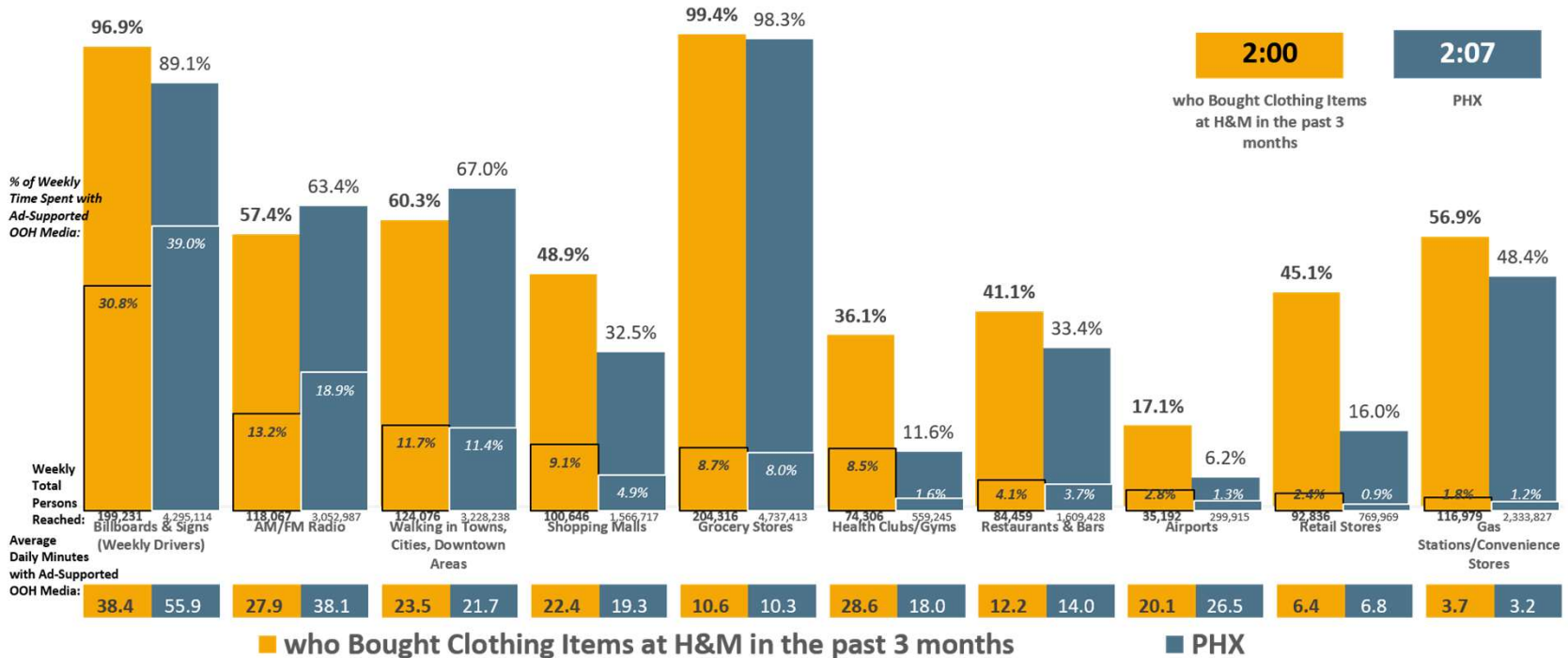


199,231 or 96.9% of Adults 18 or older who Bought Clothing Items at H&M in the past 3 months spend an average of 38.4 minutes per day driving, seeing Billboards and Signs representing 30.8% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 83
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PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 2,406

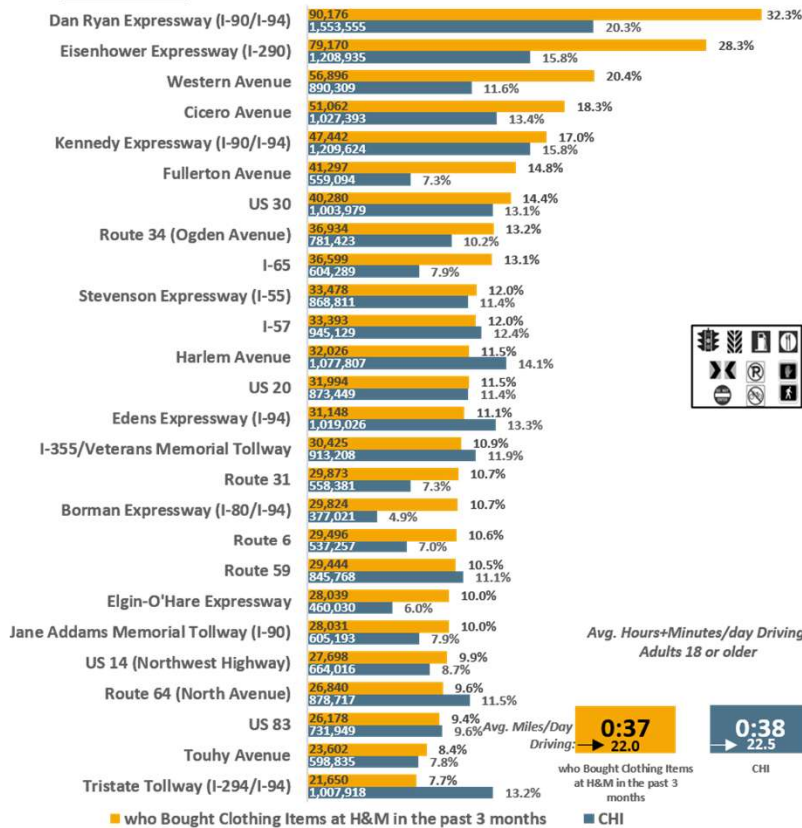
soefa.ai Share of Everything for Anything

Clothing stores bought past 3 months: H&M

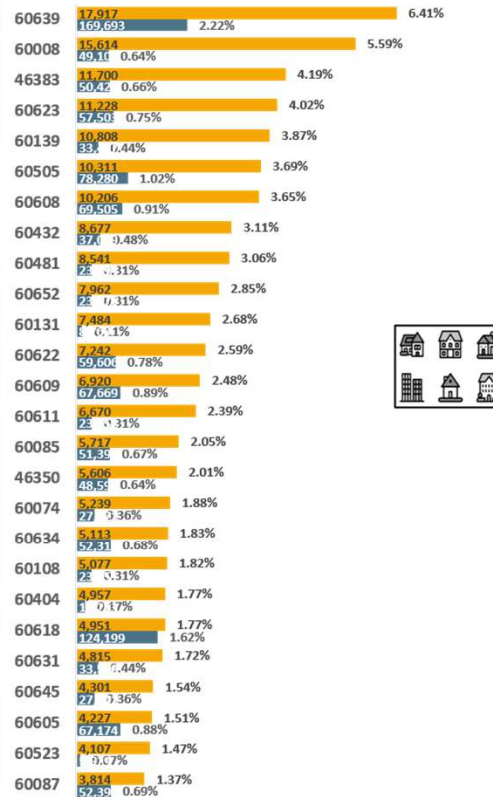


220,403 or 78.9% of Adults 18 or older who Bought Clothing Items at H&M in the past 3 months spend an average of 37.9 minutes per day driving an average of 22. miles each day and are 116.5% more likely to use Borman Expressway (I-80/I-94) than the Metro a

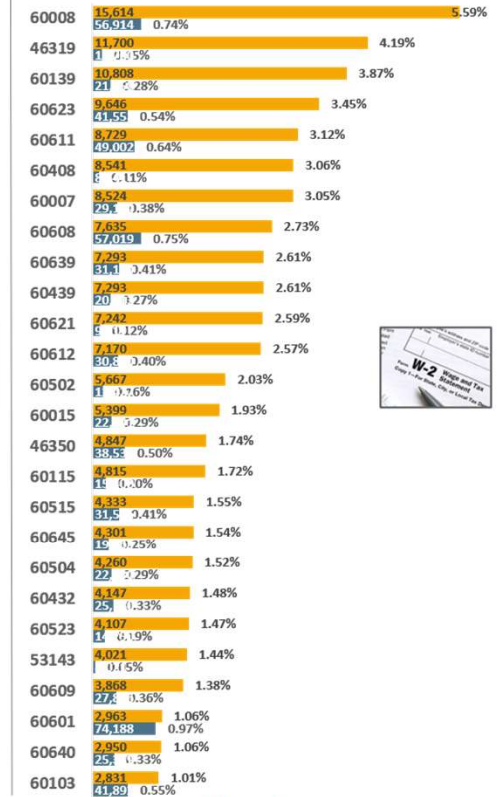
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



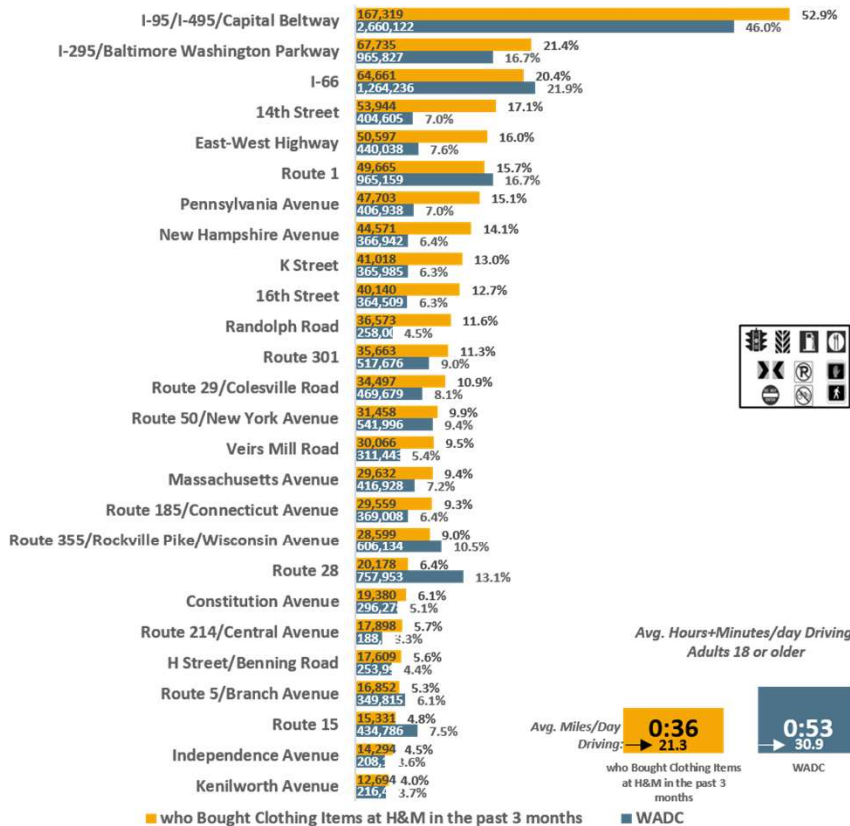
Top-26 Employment Zip Codes: Adults 18 or older



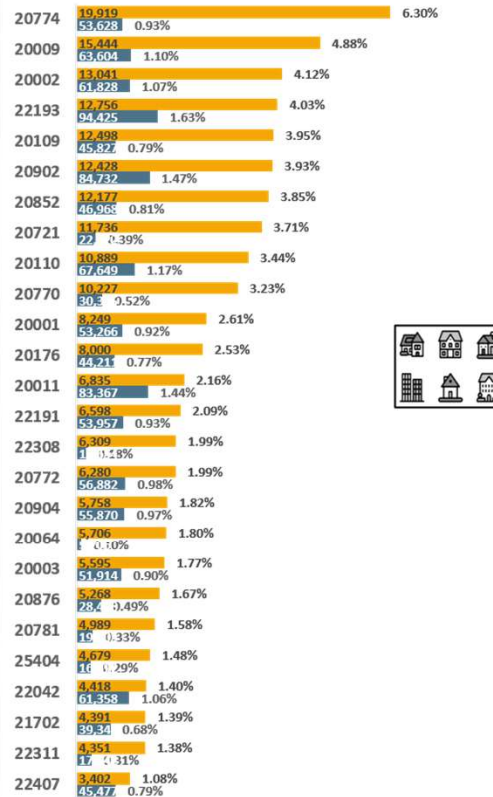


229,893 or 72.7% of Adults 18 or older who Bought Clothing Items at H&M in the past 3 months spend an average of 36.5 minutes per day driving an average of 21.3 miles each day and are 158.8% more likely to use Randolph Road than the Metro average.

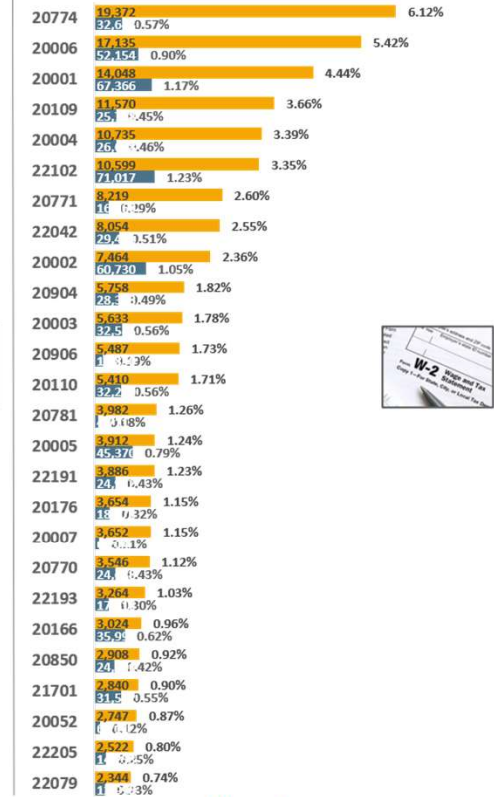
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



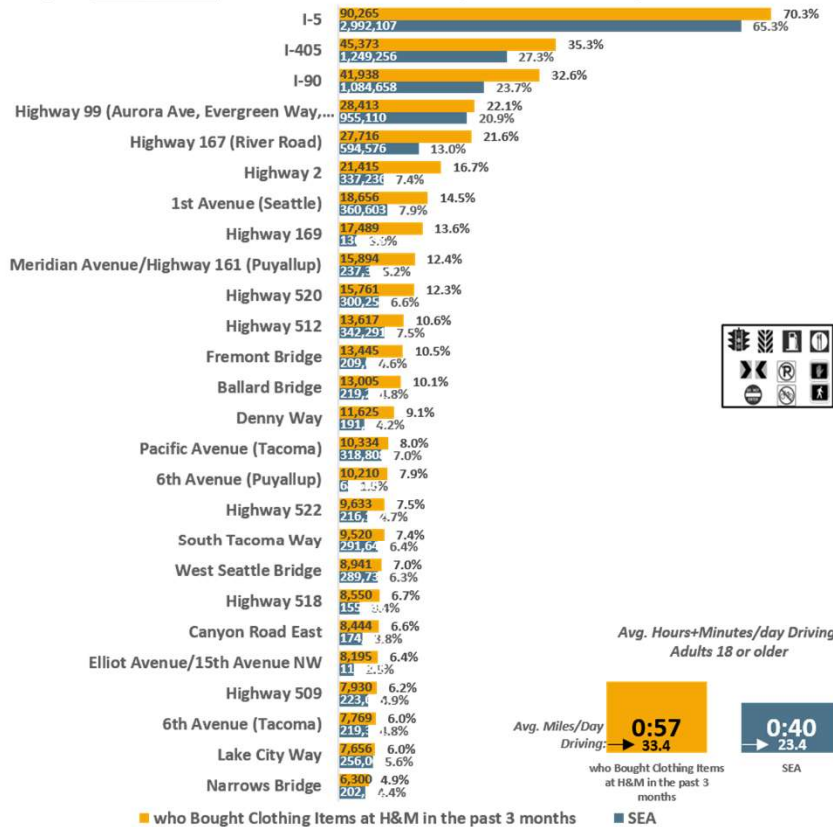
Top-26 Employment Zip Codes: Adults 18 or older



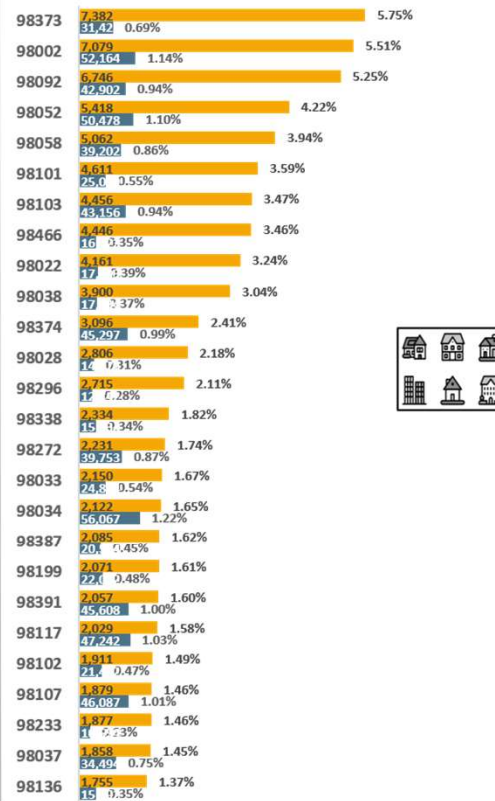


108,338 or 84.3% of Adults 18 or older who Bought Clothing Items at H&M in the past 3 months spend an average of 57.5 minutes per day driving an average of 33.4 miles each day and are 430.2% more likely to use 6th Avenue (Puyallup) than the Metro average.

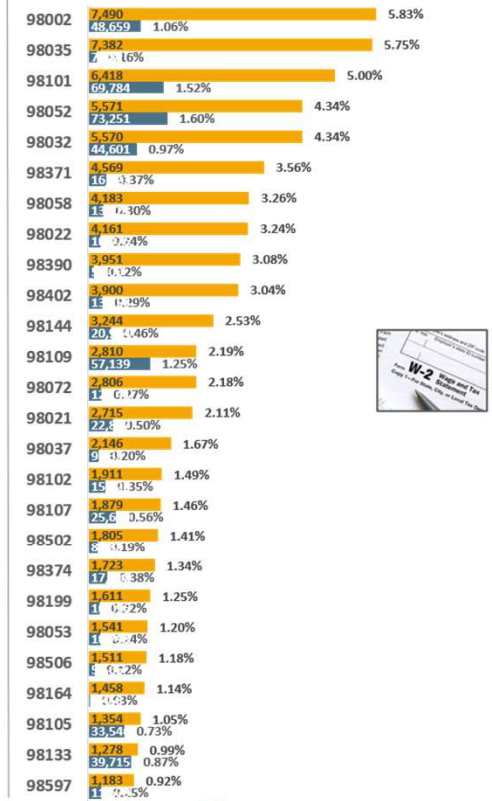
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



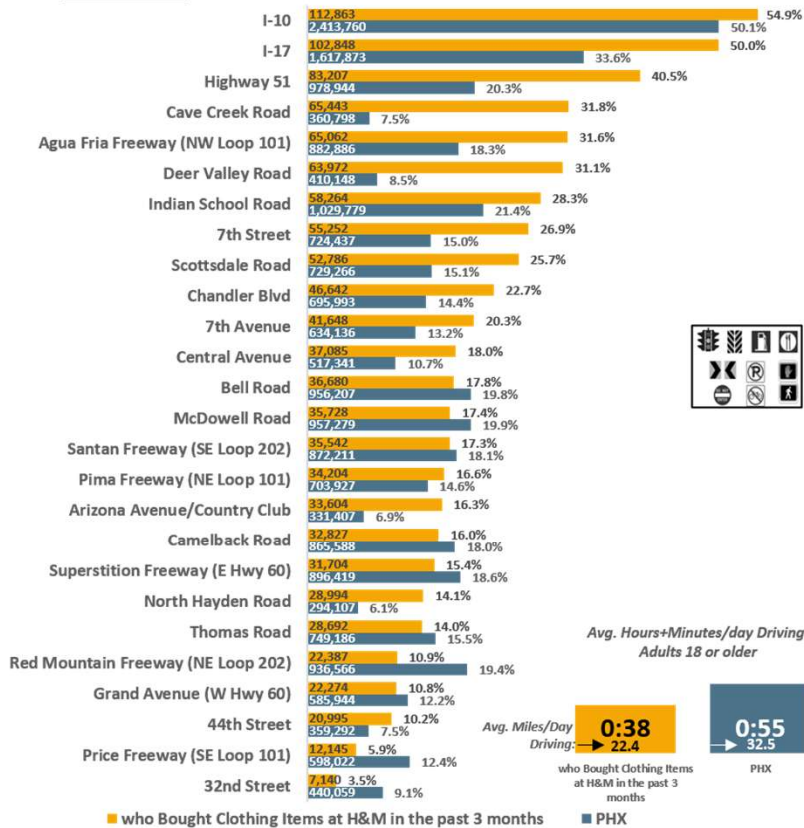
Top-26 Employment Zip Codes: Adults 18 or older



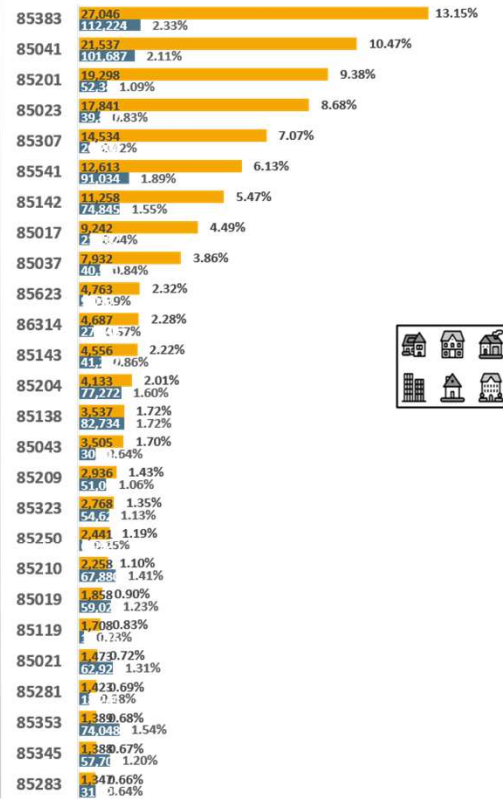


199,231 or 96.9% of Adults 18 or older who Bought Clothing Items at H&M in the past 3 months spend an average of 38.4 minutes per day driving an average of 22.4 miles each day and are 325% more likely to use Cave Creek Road than the Metro average.

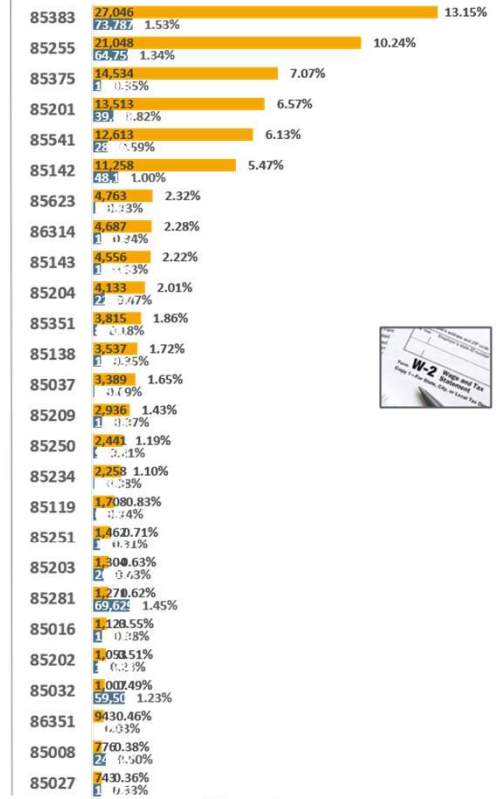
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



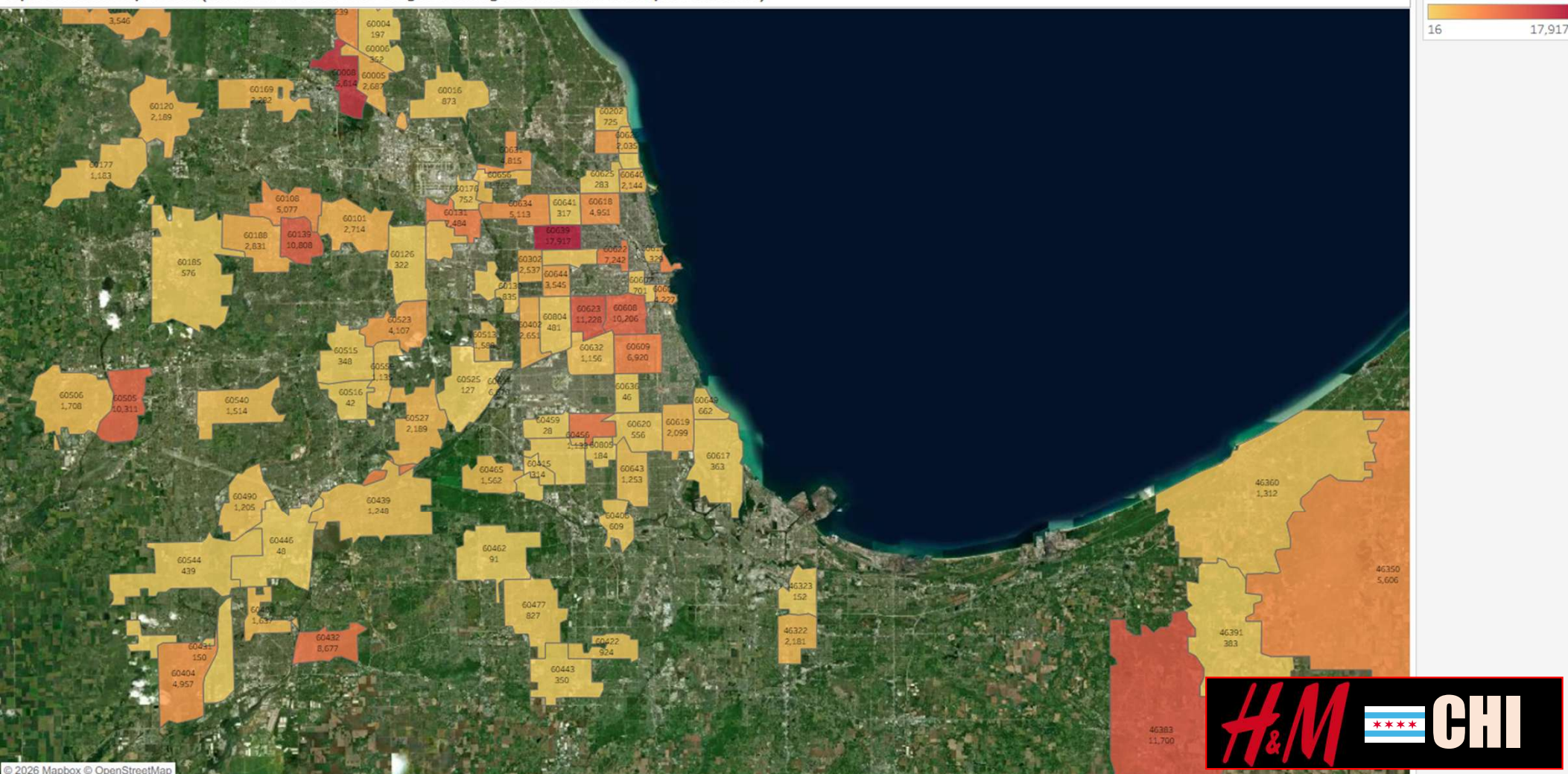
Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



Top Residential Zip Codes: (Adults 18 or older who Bought Clothing Items at H&M in the past 3 months)

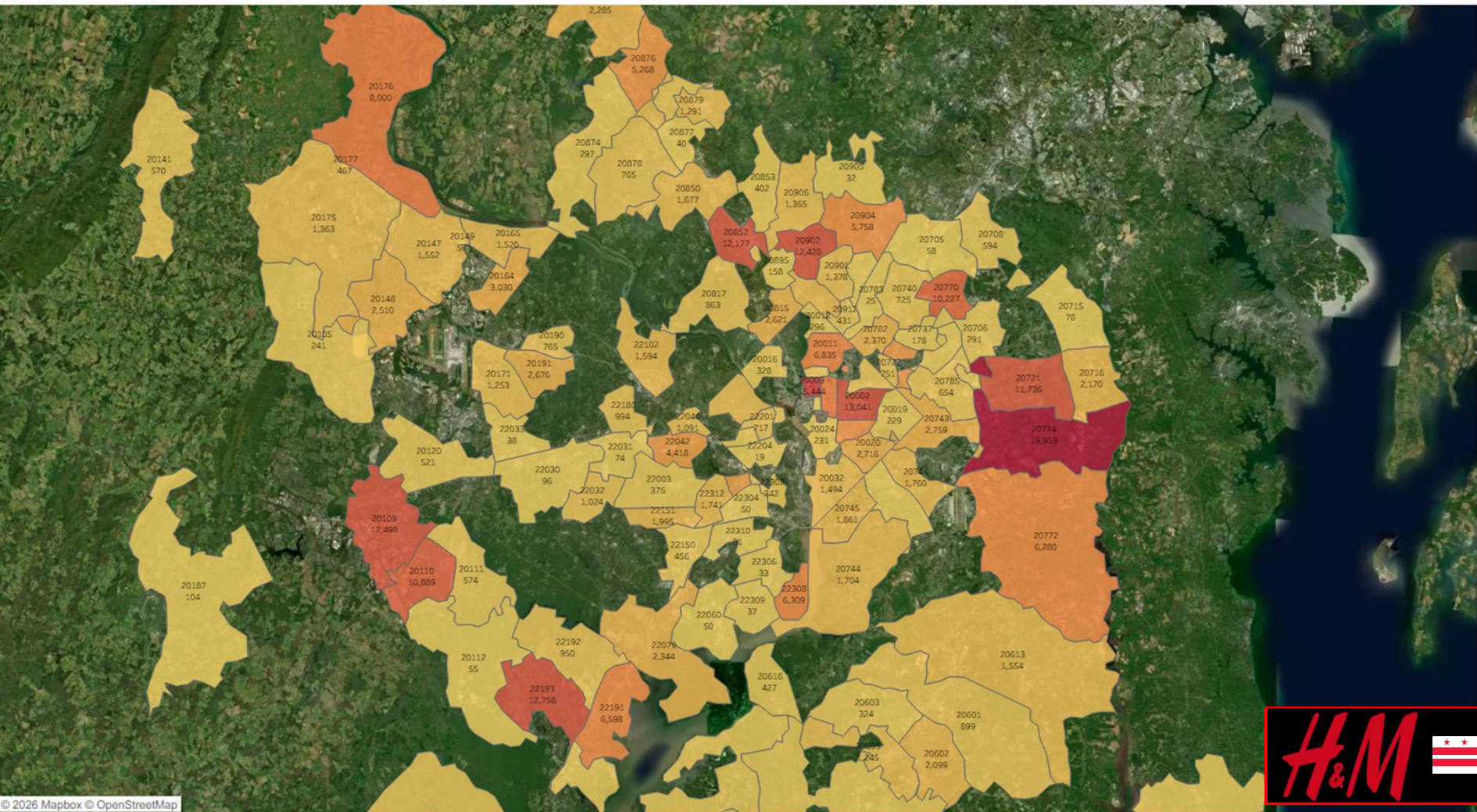


CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 161
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Clothing stores bought past 3 months: H&M

Top Residential Zip Codes: (Adults 18 or older who Bought Clothing Items at H&M in the past 3 months)



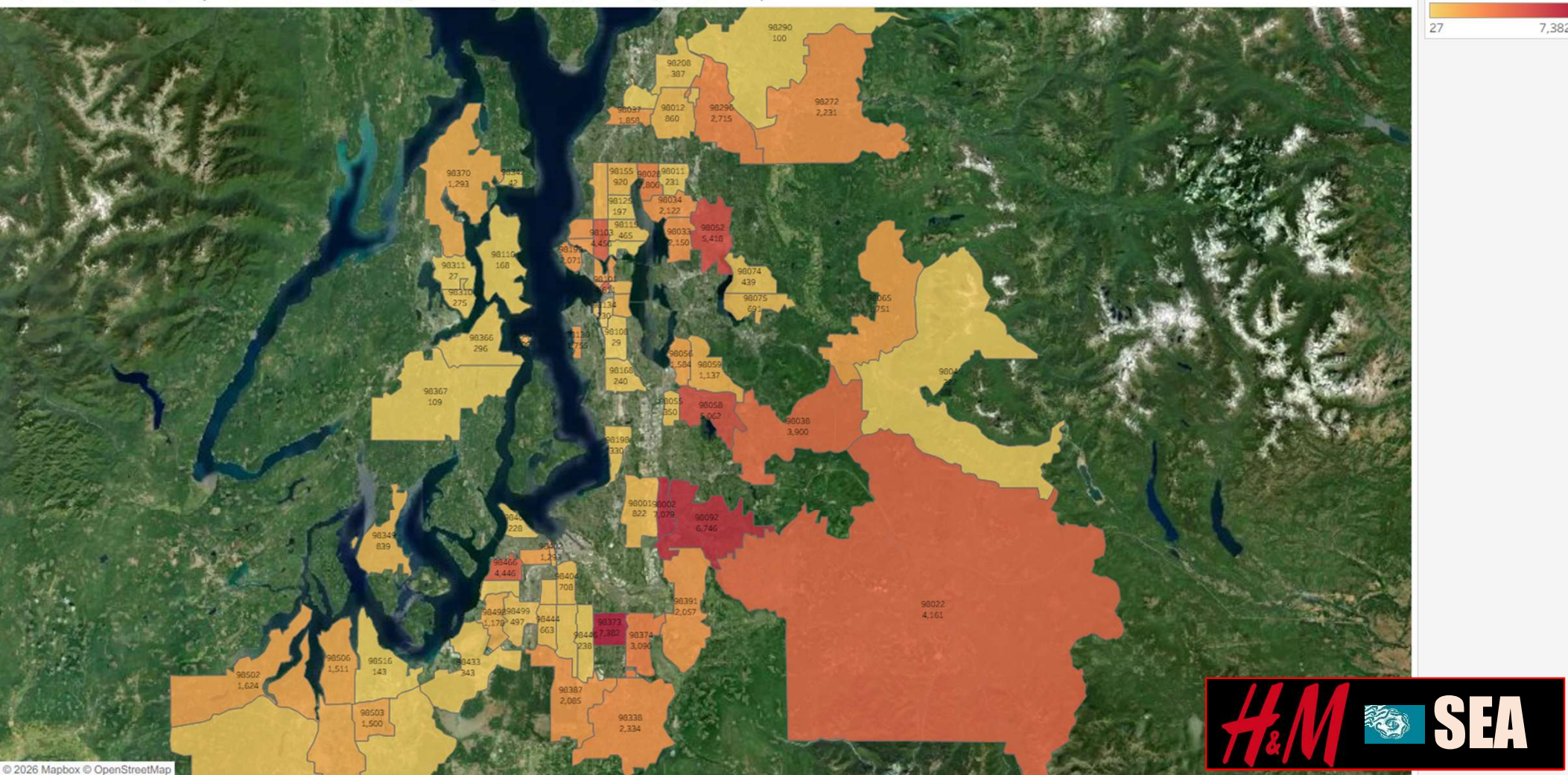
© 2026 Mapbox © OpenStreetMap

WADC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 306
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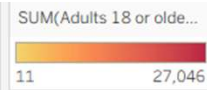
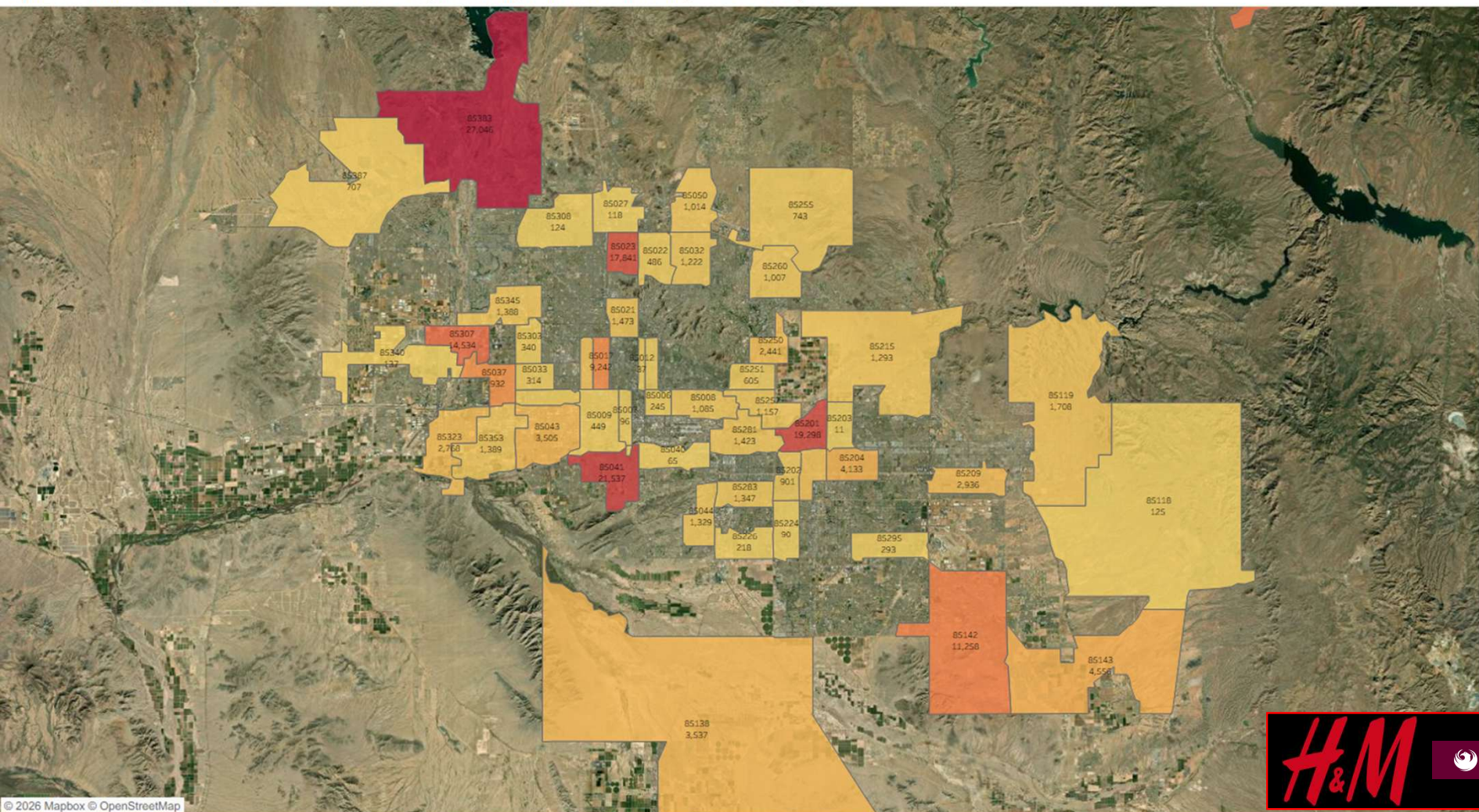
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for Anything

Clothing stores bought past 3 months: H&M

Top Residential Zip Codes: (Adults 18 or older who Bought Clothing Items at H&M in the past 3 months)



Top Residential Zip Codes: (Adults 18 or older who Bought Clothing Items at H&M in the past 3 months)



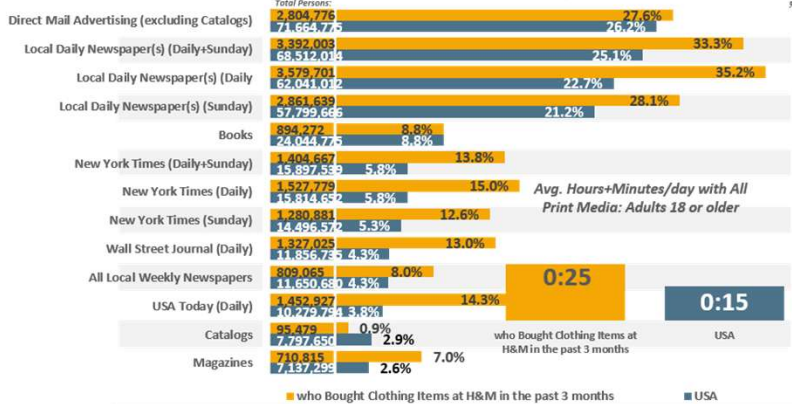
© 2026 Mapbox © OpenStreetMap





3,392,003 or 33.3% of Adults 18 or older who Bought Clothing Items at H&M in the past 3 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.7 minutes every day representing 25.9% of all time spent daily with All forms of Print Media.

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

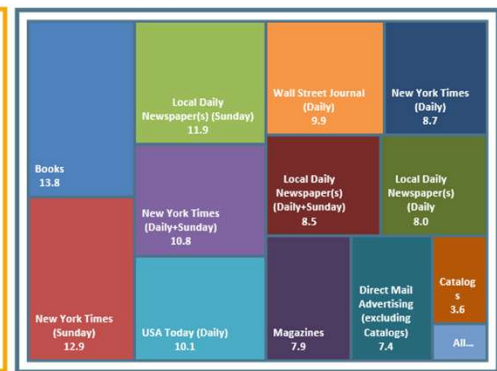
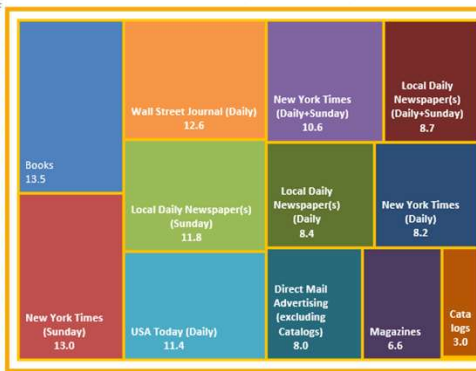


Avg. Hours+Minutes/day with All Print Media: Adults 18 or older

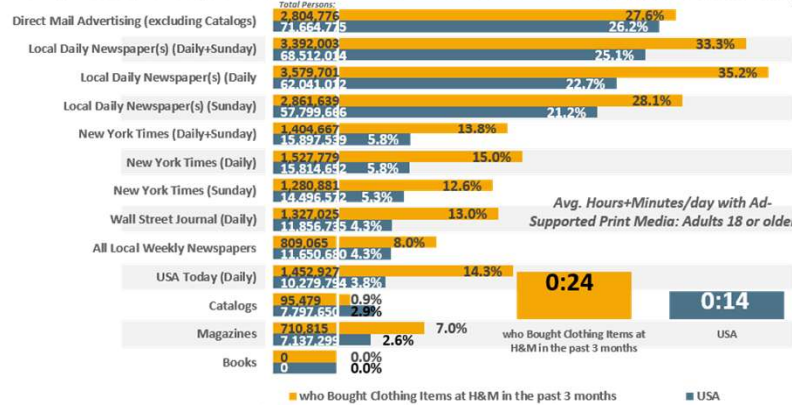
0:25

USA

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

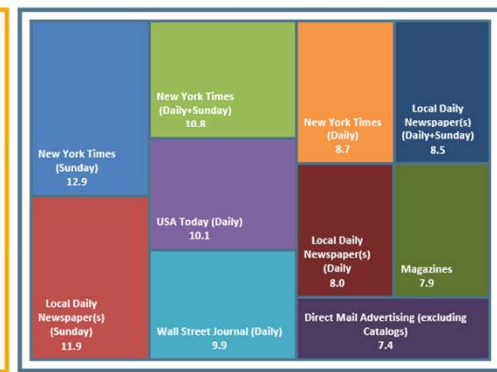


Avg. Hours+Minutes/day with Ad-Supported Print Media: Adults 18 or older

0:24

USA

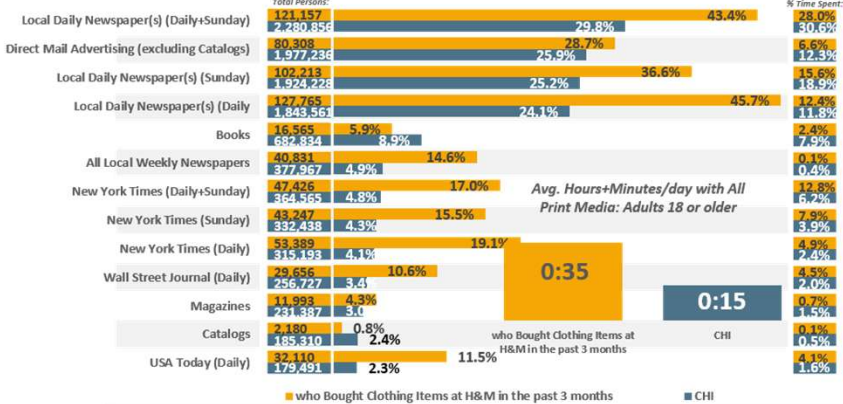
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



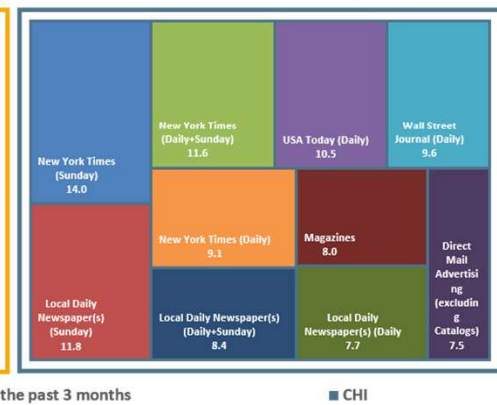
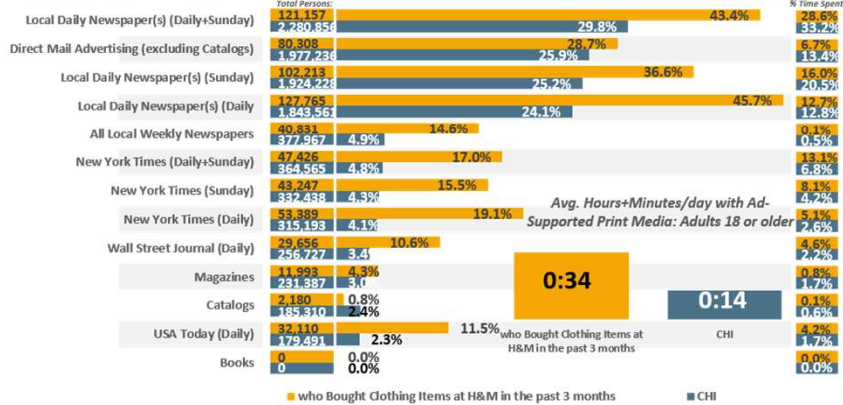


121,157 or 43.4% of Adults 18 or older who Bought Clothing Items at H&M in the past 3 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.5 minutes every day representing 28.6% of all time spent daily with All forms of Print Media.

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**



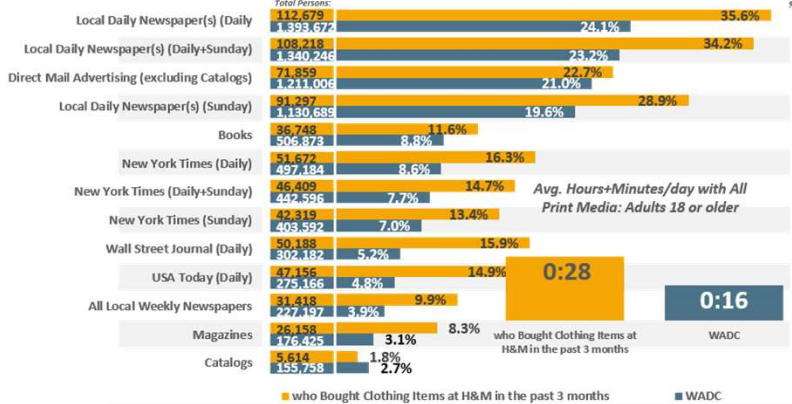
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



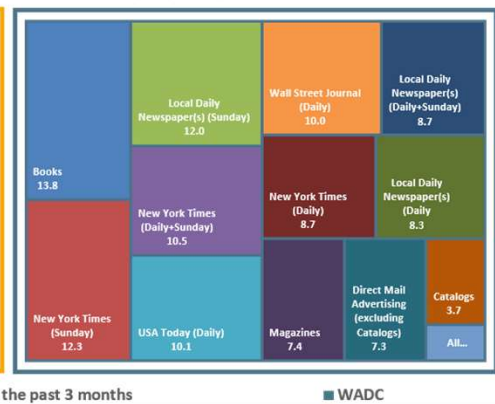


108,218 or 34.2% of Adults 18 or older who Bought Clothing Items at H&M in the past 3 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.8 minutes every day representing 26.4% of all time spent daily with All forms of Print Media.

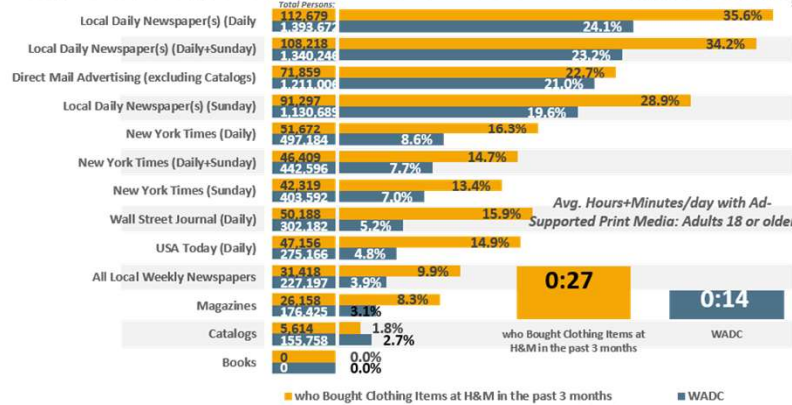
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



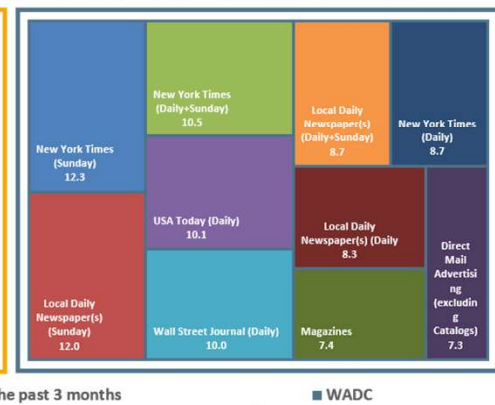
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



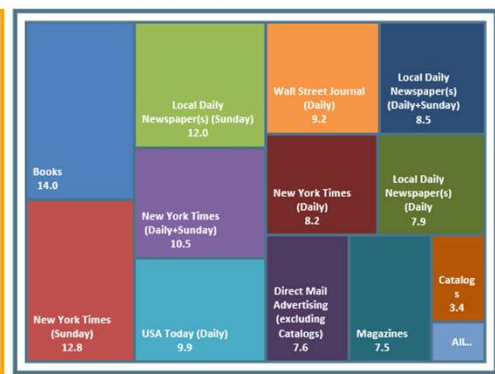
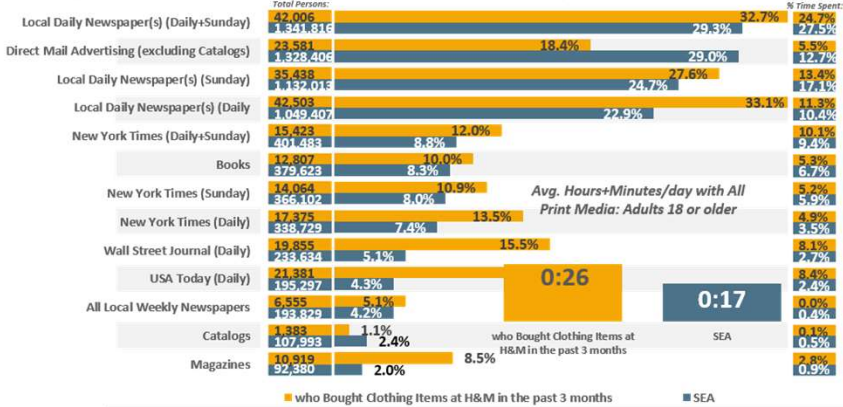
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



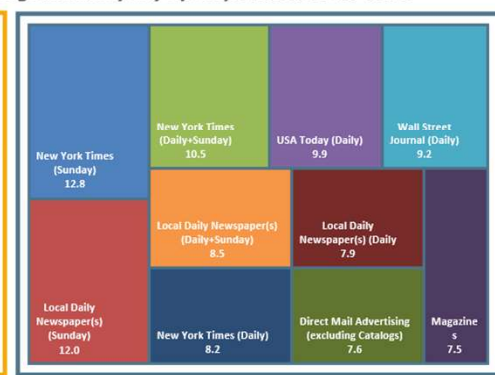
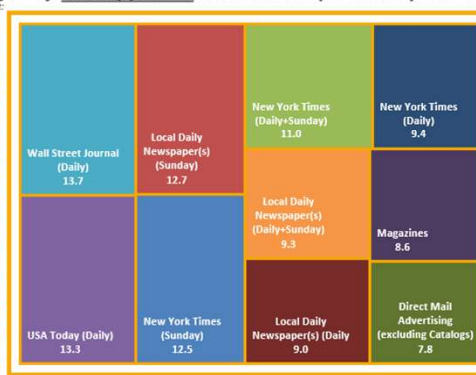
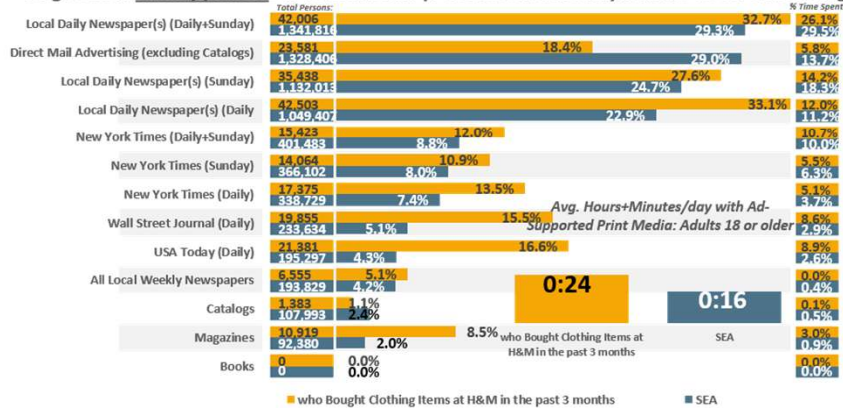


42,006 or 32.7% of Adults 18 or older who Bought Clothing Items at H&M in the past 3 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.3 minutes every day representing 26.1% of all time spent daily with All forms of Print Media.

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**



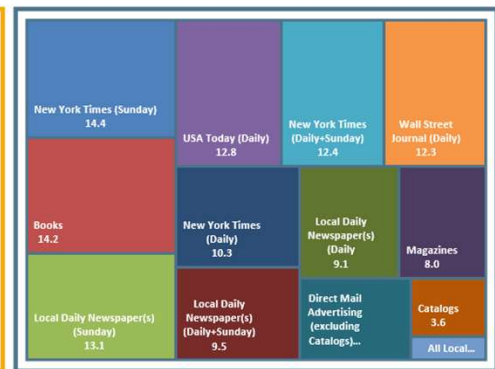
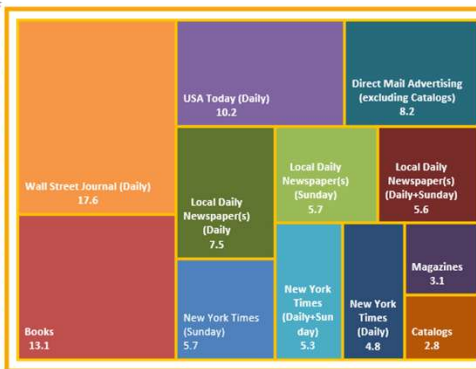
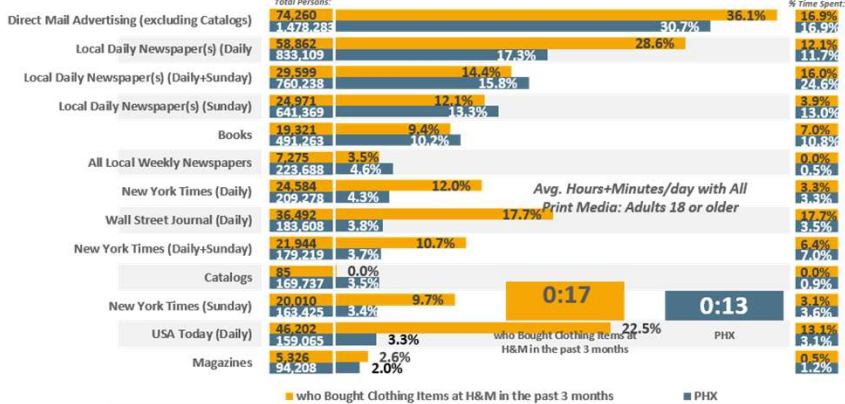
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



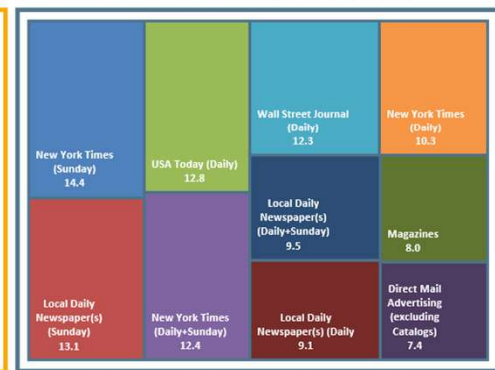
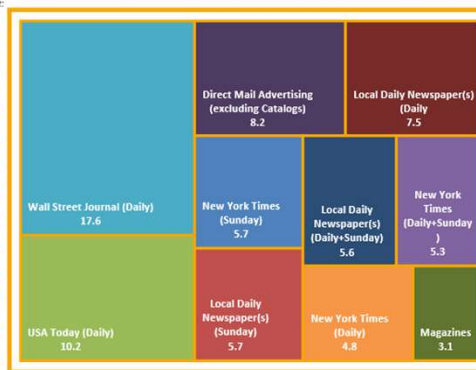
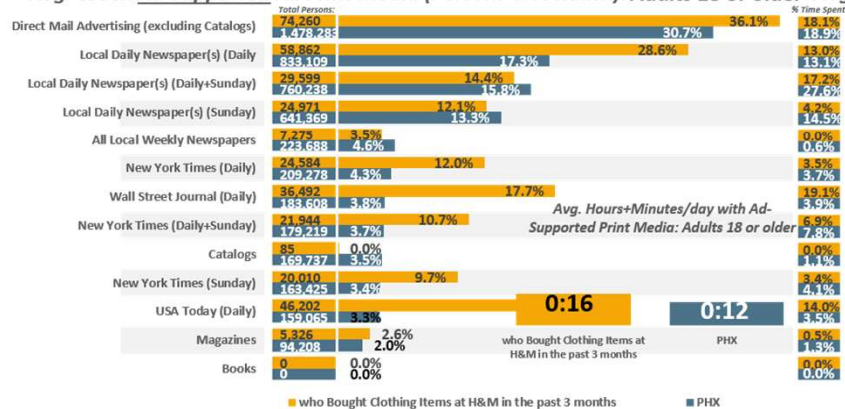


36,492 or 17.7% of Adults 18 or older who Bought Clothing Items at H&M in the past 3 months read Wall Street Journal (Daily) for an average of 17.6 minutes every day representing 19.1% of all time spent daily with All forms of Print Media.

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**



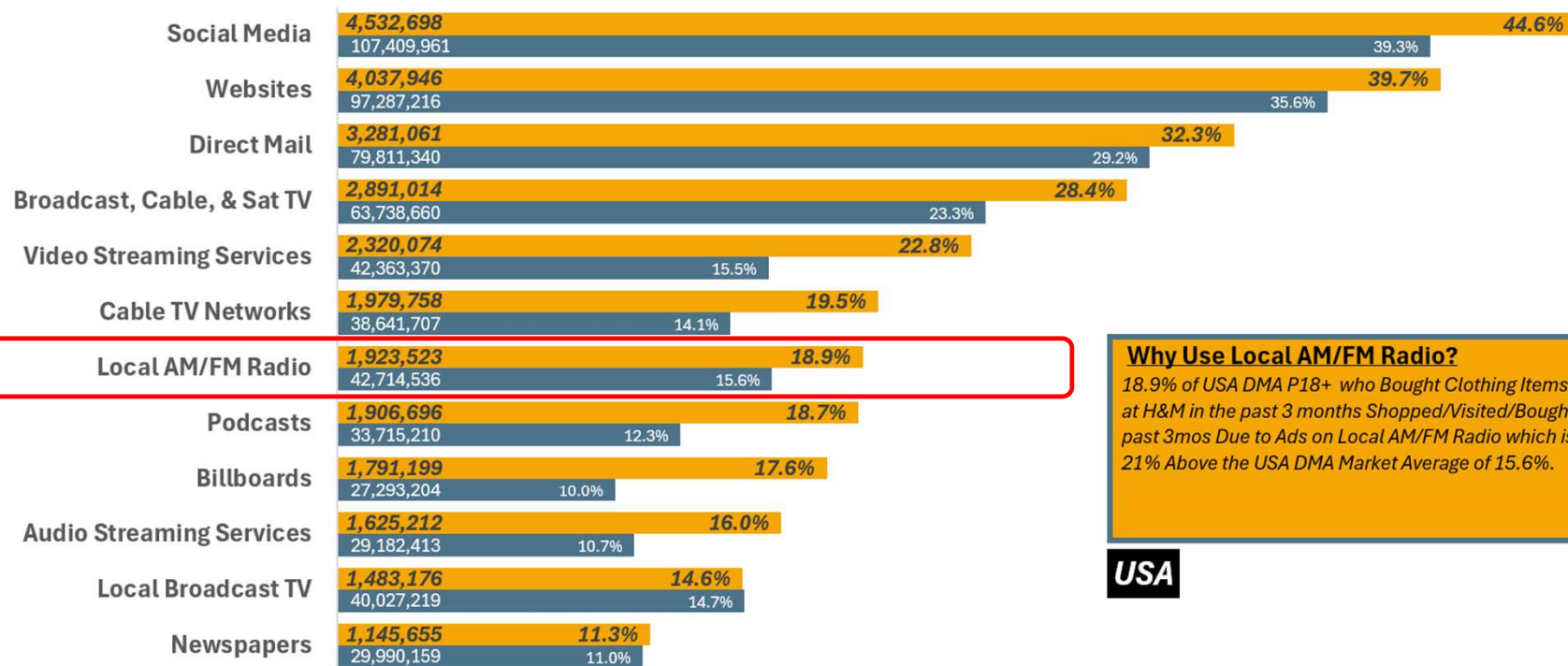
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





"Advertising Actions"

P18+ who Bought Clothing Items at H&M in the past 3 months (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

18.9% of USA DMA P18+ who Bought Clothing Items at H&M in the past 3 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 21% Above the USA DMA Market Average of 15.6%.

USA

■ P18+ who Bought Clothing Items at H&M 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 Scarborough R1 2026: Jan25-Mar26 Qual Intab: 900
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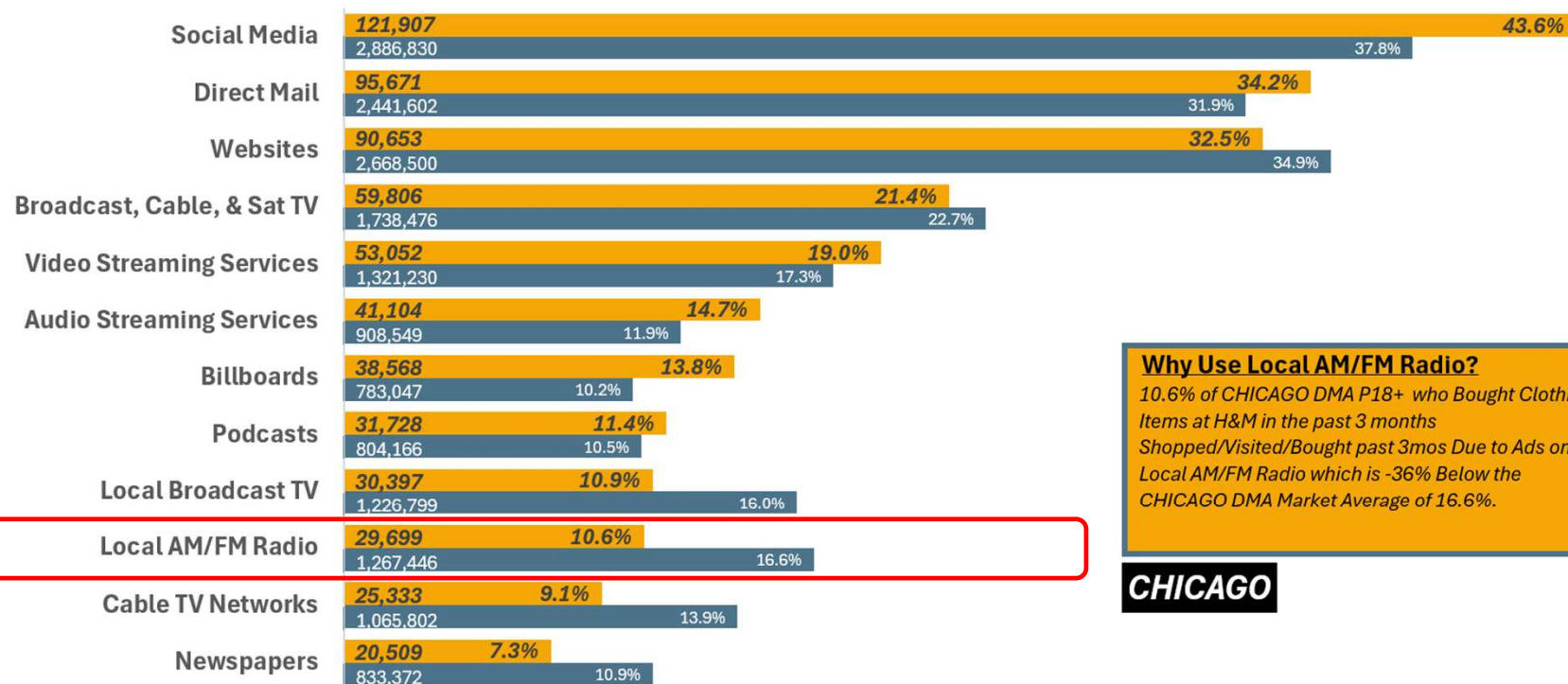
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Clothing stores bought past 3 months: H&M



"Advertising Actions"

P18+ who Bought Clothing Items at H&M in the past 3 months (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

10.6% of CHICAGO DMA P18+ who Bought Clothing Items at H&M in the past 3 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -36% Below the CHICAGO DMA Market Average of 16.6%.

CHICAGO

■ P18+ who Bought Clothing Items at H&M in the past 3 months (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 161
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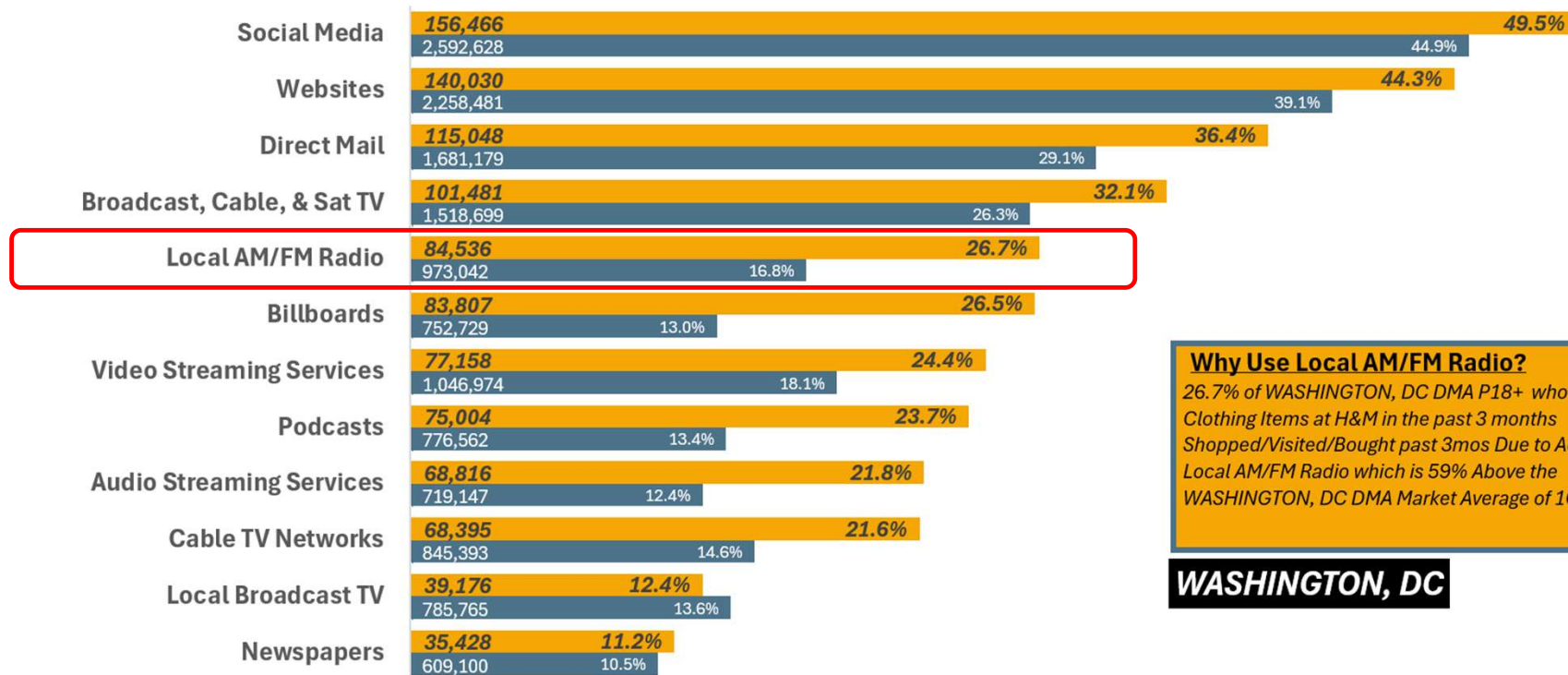
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Clothing stores bought past 3 months: H&M



"Advertising Actions"

P18+ who Bought Clothing Items at H&M in the past 3 months (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

26.7% of WASHINGTON, DC DMA P18+ who Bought Clothing Items at H&M in the past 3 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 59% Above the WASHINGTON, DC DMA Market Average of 16.8%.

WASHINGTON, DC

■ P18+ who Bought Clothing Items at H&M in the past 3 months (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab: 306
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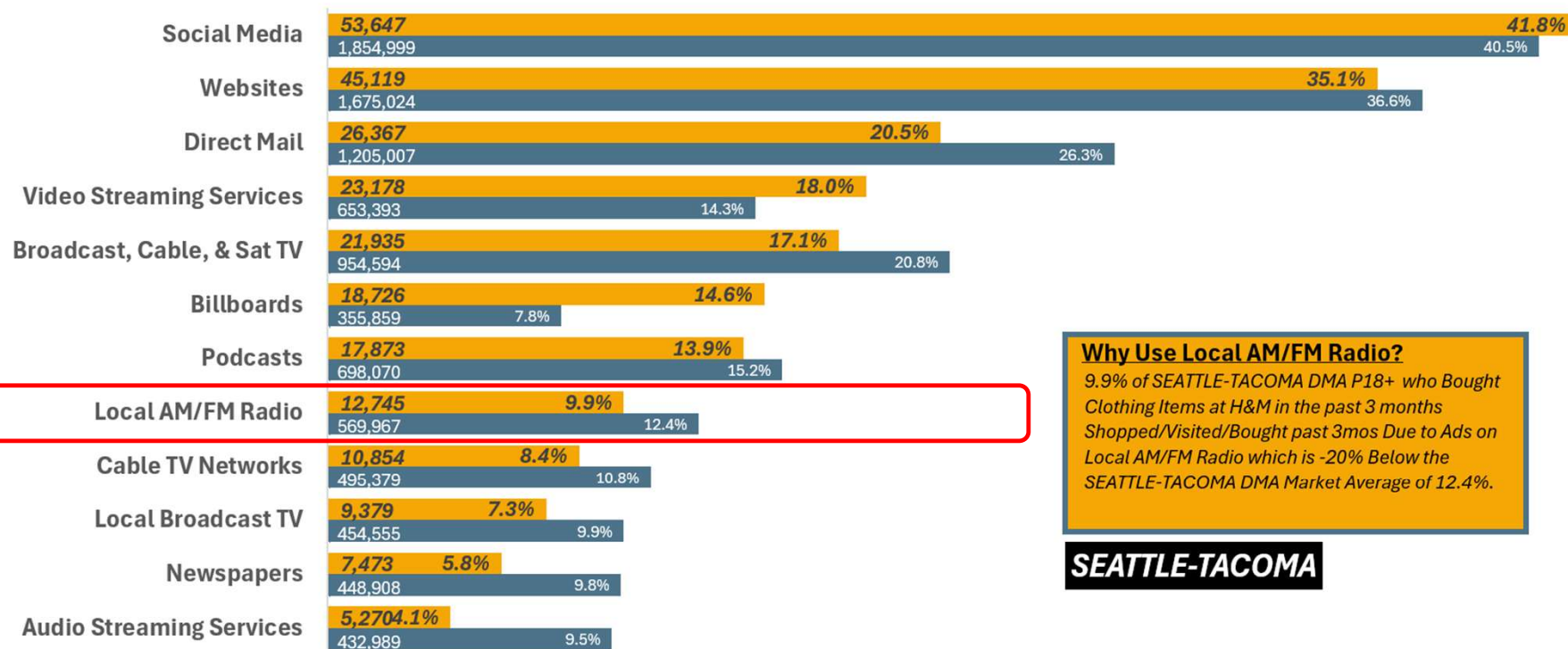
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Clothing stores bought past 3 months: H&M



"Advertising Actions"

P18+ who Bought Clothing Items at H&M in the past 3 months (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

9.9% of SEATTLE-TACOMA DMA P18+ who Bought Clothing Items at H&M in the past 3 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -20% Below the SEATTLE-TACOMA DMA Market Average of 12.4%.

SEATTLE-TACOMA

■ P18+ who Bought Clothing Items at H&M in the past 3 months (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab: 121
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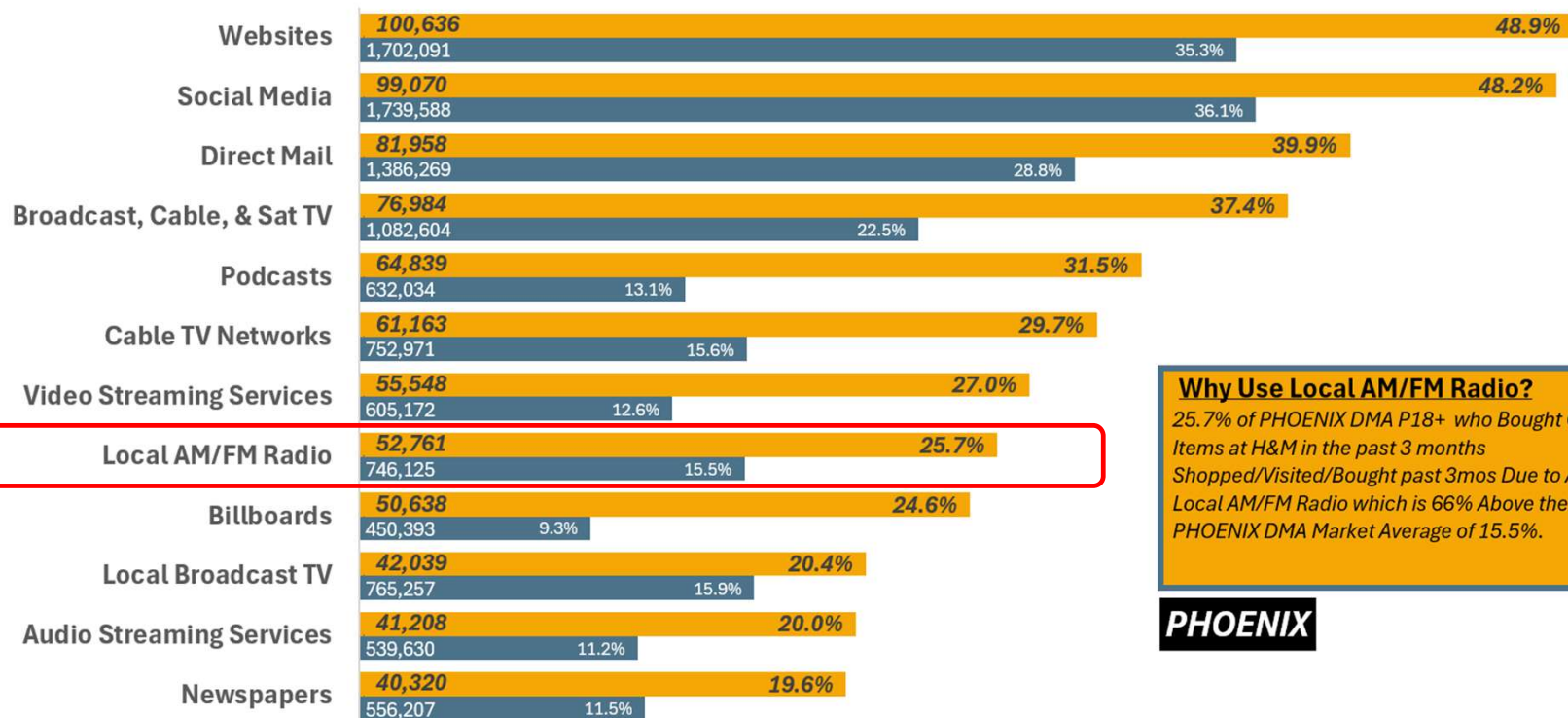
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for Anything ®

Clothing stores bought past 3 months: H&M



"Advertising Actions"

P18+ who Bought Clothing Items at H&M in the past 3 months (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

25.7% of PHOENIX DMA P18+ who Bought Clothing Items at H&M in the past 3 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 66% Above the PHOENIX DMA Market Average of 15.5%.

PHOENIX

■ P18+ who Bought Clothing Items at H&M in the past 3 months (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 83
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Clothing stores bought past 3 months: H&M