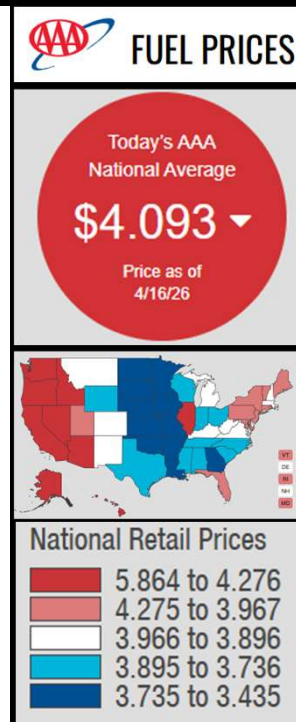
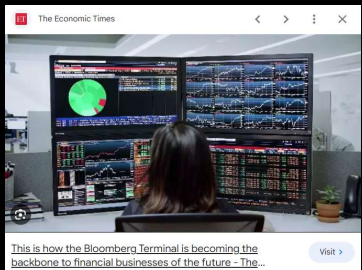


# USA+4 More DMAs – P18+ who Bought GAS at a CONVENIENCE STORE in the past 7 days!

## Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of USA, MINNEAPOLIS-ST. PAUL, ST. LOUIS, CINCINNATI, and WEST PALM BEACH DMA P18+ who Bought GAS at a CONVENIENCE STORE in the past 7 days as of January 31, 2026.



**P18+**



**Vanguard BlackRock**



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

Convenience stores bought gas past 7 days (HHLID): 7-Eleven, or AmeriStop, or ampm, or BP, or Casey's, or Chevron Food Mart, or Circle K, or Cumberland Farms, or Holiday Station Stores, or Hy-Vee Fast & Fresh, or Kwik Trip, or Mobil Mart, or Other convenience store/gas station, or QuikTrip, or RaceTrac, or Sheetz, or Shell Food Mart, or Speedway, or UDF (United Dairy Farmers), or Wawa



44.5% or 116,762,871 of USA Adults 18 or older Bought GAS at a CONVENIENCE STORE in the past 7 days. Typical Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days are 46.5 years old (4.7% younger than average) and have a \$95,505 (.1% lower than average) annual household income.

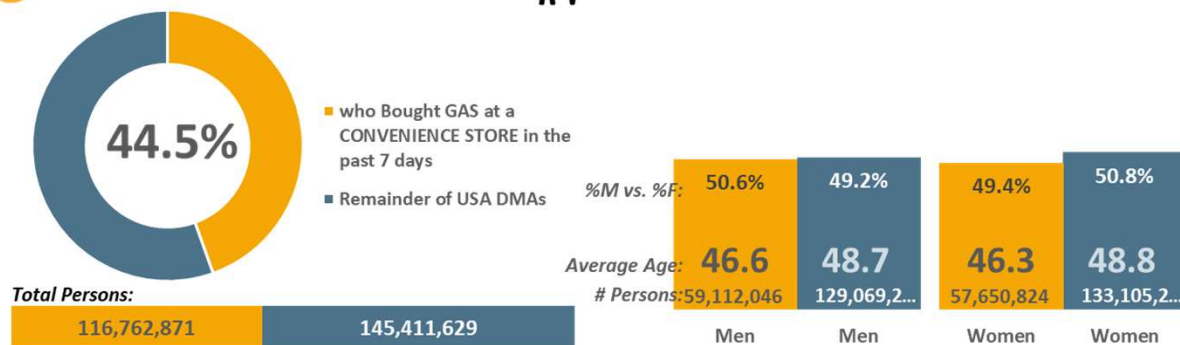


Percent of Market: Adults 18 or older

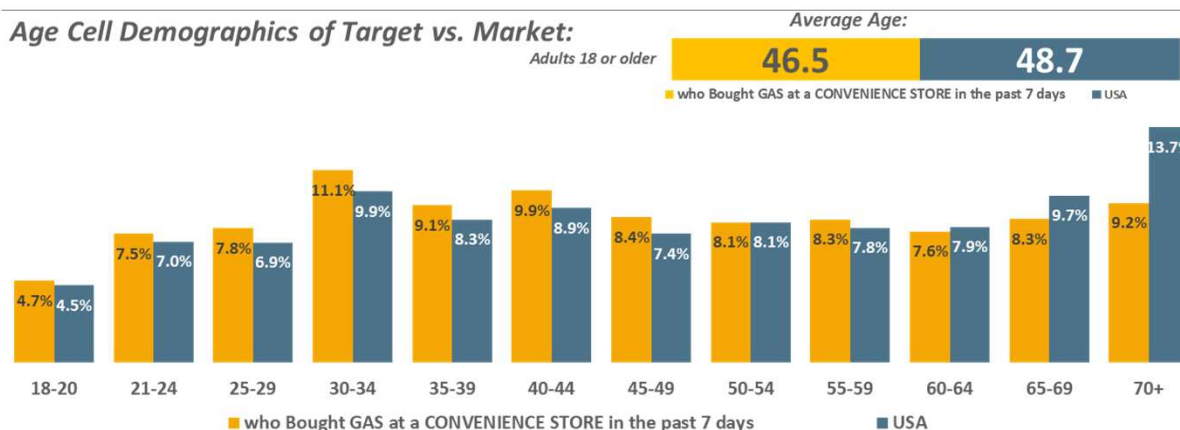


Gender of Target vs. Market: Adults 18 or older

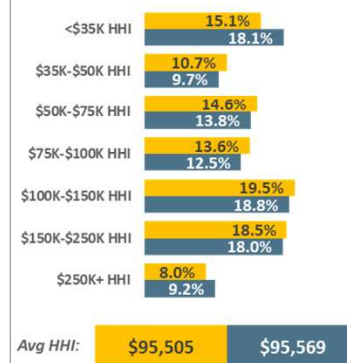
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R1 2026: Sep24-Jan26 Qual Intab 11,212  
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USA Projection Scarborough R1 2026: Sep24-Jan26 Qual Intab 25,371

Convenience stores bought gas past 7 days (HHLD): 7-Eleven, or AmeriStop, or ampm, or BP, or Casey's, or Chevron Food Mart, or Circle K, or Cumberland Farms, or Holiday Station Stores, or Hy-Vee Fast & Fresh, or Kwik Trip, or Mobil Mart, or Other convenience store/gas station, or QuikTrip, or RaceTrac, or Sheetz, or Shell Food Mart, or Speedway, or UDF (United Dairy Farmers), or Wawa

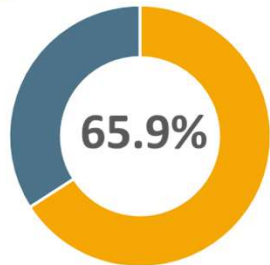




65.9% or 2,563,041 of MSP DMA Adults 18 or older Bought GAS at a CONVENIENCE STORE in the past 7 days. Typical Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days are 48.8 years old (.1% younger than average) and have a \$114,155 (3.5% higher than average) annual household income.



### Percent of Market: Adults 18 or older



- who Bought GAS at a CONVENIENCE STORE in the past 7 days
- Remainder of MSP DMA

Total Persons:

2,563,041

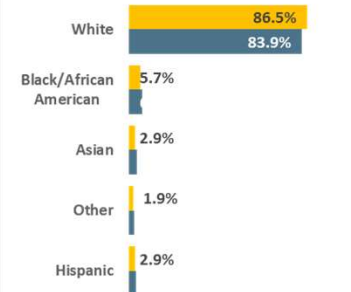
1,326,439



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

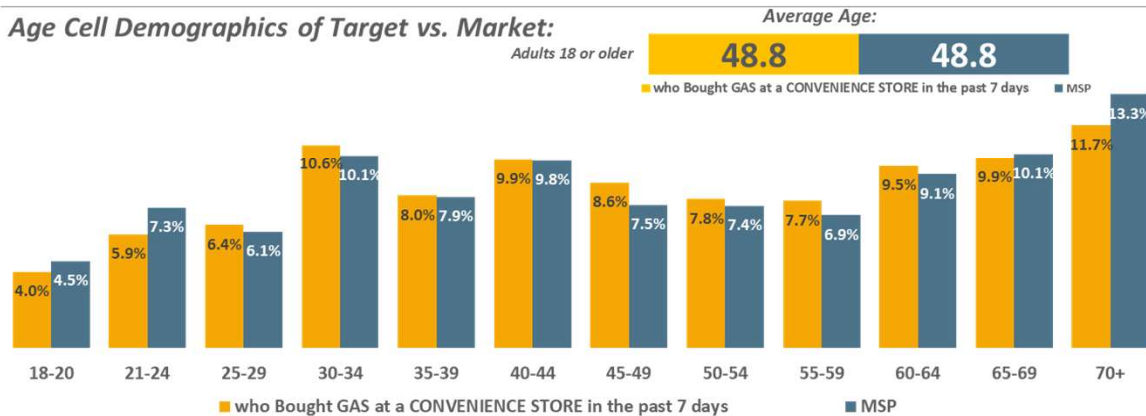
	Men	Men	Women	Women
%M vs. %F:	48.8%	49.9%	51.2%	50.1%
Average Age:	49.3	48.9	48.3	48.8
# Persons:	1,251,731	1,940,932	1,311,310	1,948,548

### Ethnicity of Target vs. Market:



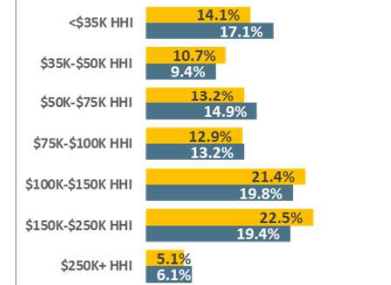
who Bought GAS at a CONVENIENCE STORE in the past 7 days MSP

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



who Bought GAS at a CONVENIENCE STORE in the past 7 days MSP

### HHI of Target vs. Market:



Avg HHI: \$114,155 \$110,275

MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,345  
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Convenience stores bought gas past 7 days (HHLD): 7-Eleven, or AmeriStop, or ampm, or BP, or Casey's, or Chevron Food Mart, or Circle K, or Cumberland Farms, or Holiday Station Stores, or Hy-Vee Fast & Fresh, or Kwik Trip, or Mobil Mart, or Other convenience store/gas station, or QuikTrip, or RaceTrac, or Sheetz, or Shell Food Mart, or Speedway, or UDF (United Dairy Farmers), or Wawa



62.5% or 1,569,335 of STL DMA Adults 18 or older Bought GAS at a CONVENIENCE STORE in the past 7 days. Typical Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days are 48.3 years old (2.2% younger than average) and have a \$104,759 (4.3% higher than average) annual household income.

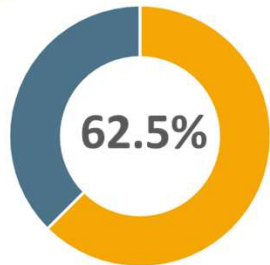


## Percent of Market: Adults 18 or older



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

## Ethnicity of Target vs. Market:



- who Bought GAS at a CONVENIENCE STORE in the past 7 days
- Remainder of STL DMA

Total Persons:

1,569,335

941,124

%M vs. %F:

52.5%

48.8%

47.5%

51.2%

Average Age:

48.0

49.3

48.6

49.4

# Persons:

824,007

1,223,984

745,328

1,286,475

Men

Men

Women

Women

## Age Cell Demographics of Target vs. Market:

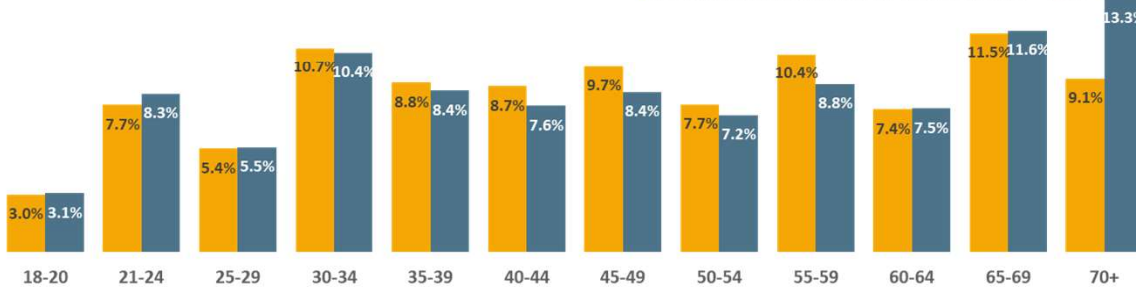
Average Age:

Adults 18 or older

48.3

49.4

- who Bought GAS at a CONVENIENCE STORE in the past 7 days
- STL



who Bought GAS at a CONVENIENCE STORE in the past 7 days

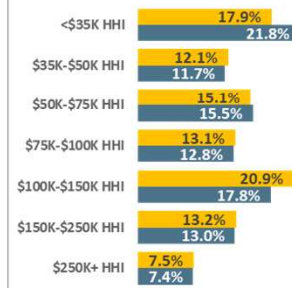
STL

STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,259

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## HHI of Target vs. Market:



Avg HHI:

\$104,759

\$100,426

Convenience stores bought gas past 7 days (HHLD): 7-Eleven, or AmeriStop, or ampm, or BP, or Casey's, or Chevron Food Mart, or Circle K, or Cumberland Farms, or Holiday Station Stores, or Hy-Vee Fast & Fresh, or Kwik Trip, or Mobil Mart, or Other convenience store/gas station, or QuikTrip, or RaceTrac, or Sheetz, or Shell Food Mart, or Speedway, or UDF (United Dairy Farmers), or Wawa



52.5% or 1,015,389 of CIN DMA Adults 18 or older Bought GAS at a CONVENIENCE STORE in the past 7 days. Typical Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days are 48. years old (1.3% younger than average) and have a \$107,472 (7.1% higher than average) annual household income.

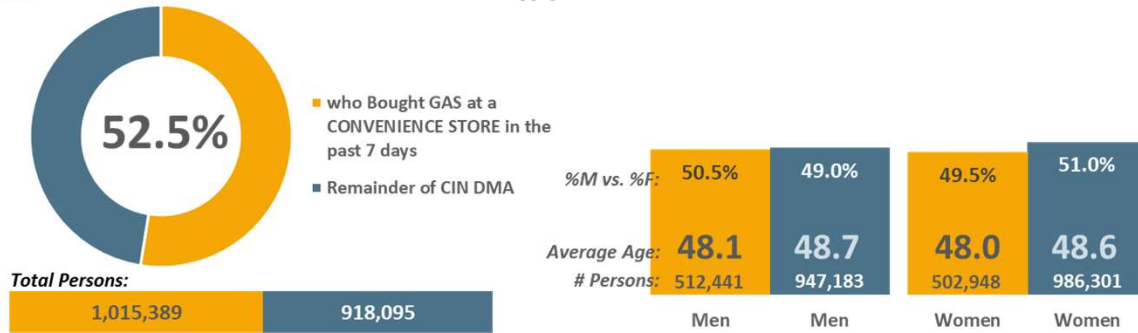


### Percent of Market: Adults 18 or older

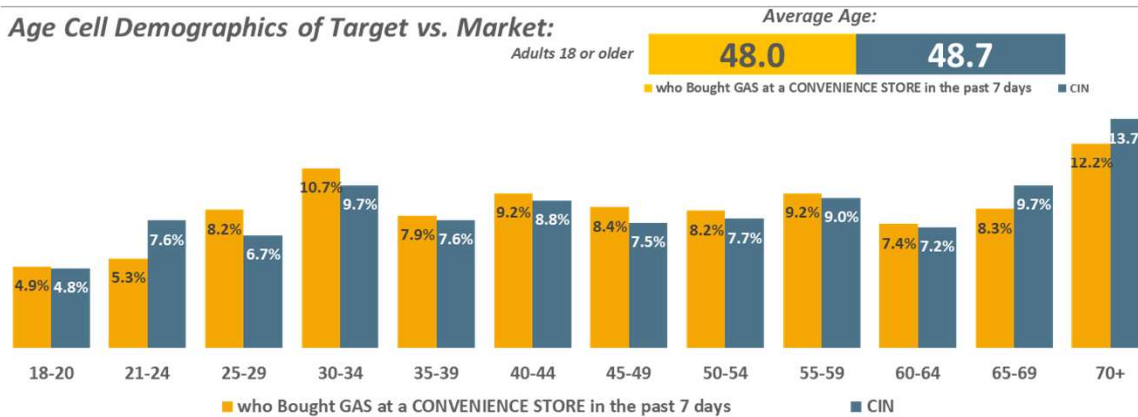


### Gender of Target vs. Market: Adults 18 or older

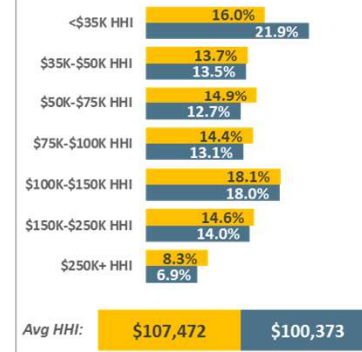
### Ethnicity of Target vs. Market:



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



### HHI of Target vs. Market:



CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,100  
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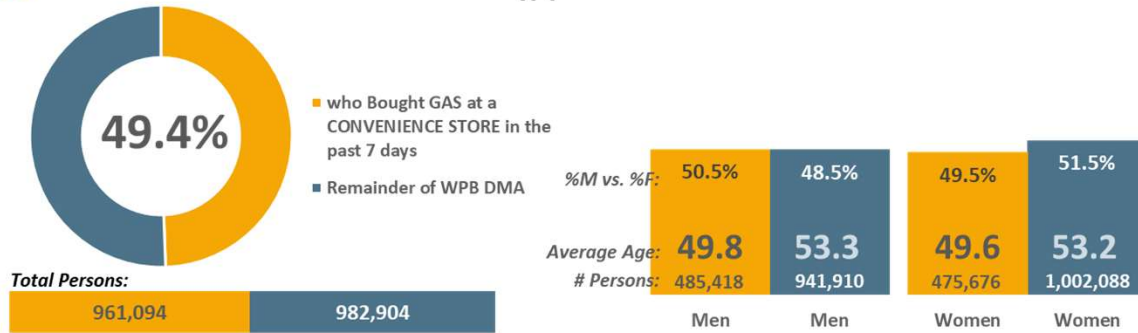
Convenience stores bought gas past 7 days (HHLD): 7-Eleven, or AmeriStop, or ampm, or BP, or Casey's, or Chevron Food Mart, or Circle K, or Cumberland Farms, or Holiday Station Stores, or Hy-Vee Fast & Fresh, or Kwik Trip, or Mobil Mart, or Other convenience store/gas station, or QuikTrip, or RaceTrac, or Sheetz, or Shell Food Mart, or Speedway, or UDF (United Dairy Farmers), or Wawa



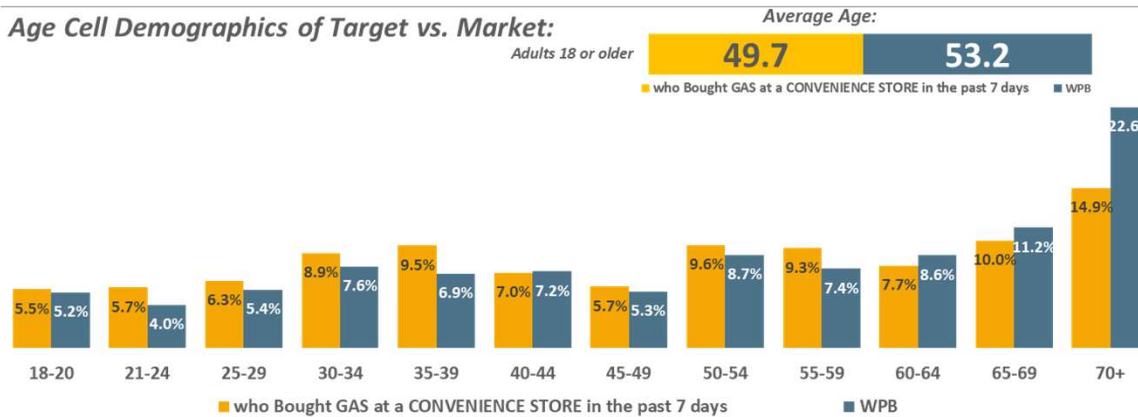


49.4% or 961,094 of WPB DMA Adults 18 or older Bought GAS at a CONVENIENCE STORE in the past 7 days. Typical Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days are 49.7 years old (6.7% younger than average) and have a \$104,823 (.5% lower than average) annual household income.

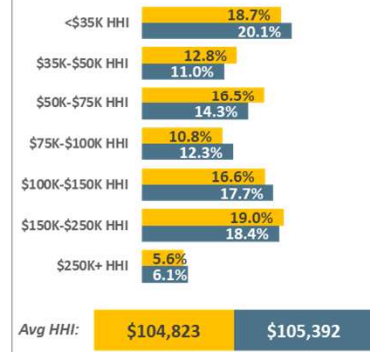
## Percent of Market: Adults 18 or older Gender of Target vs. Market: Adults 18 or older Ethnicity of Target vs. Market:



## Age Cell Demographics of Target vs. Market:



## HHI of Target vs. Market:



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 1,333  
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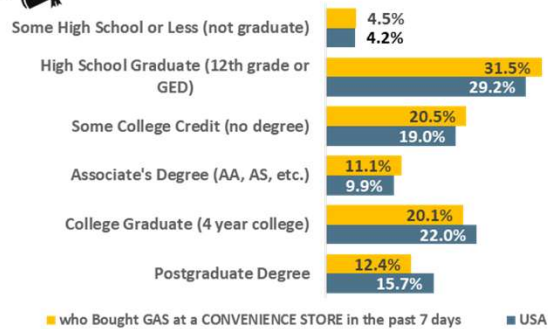
Convenience stores bought gas past 7 days (HHLD): 7-Eleven, or AmeriStop, or ampm, or BP, or Casey's, or Chevron Food Mart, or Circle K, or Cumberland Farms, or Holiday Station Stores, or Hy-Vee Fast & Fresh, or Kwik Trip, or Mobil Mart, or Other convenience store/gas station, or QuikTrip, or RaceTrac, or Sheetz, or Shell Food Mart, or Speedway, or UDF (United Dairy Farmers), or Wawa



44.5% or 116,762,871 of USA Adults 18 or older Bought GAS at a CONVENIENCE STORE in the past 7 days. Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days are 13.7% less likely to be a college graduate, 12.4% more likely to work full-time, 1.8% more likely to be married, 18.6% more likely to be a parent of 1 or more children under 1



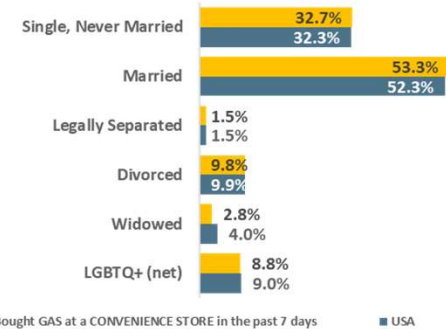
### Education Levels: Adults 18 or older



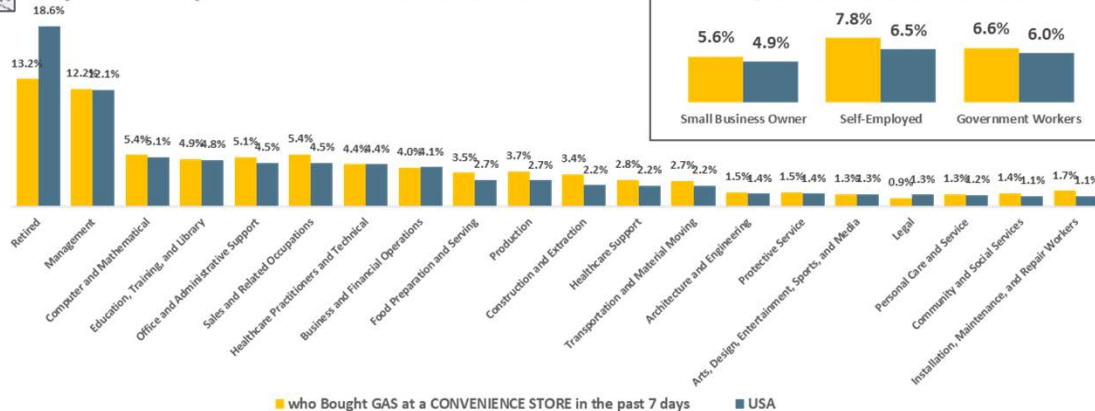
### Employment: Adults 18 or older



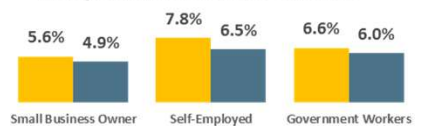
### Marital Status: Adults 18 or older



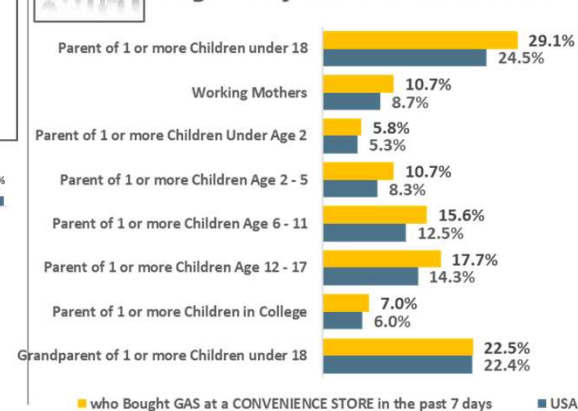
### Top-20 Occupations: Adults 18 or older



### Entrepreneurs/Government Workers



### Stage in Life: Adults 18 or older

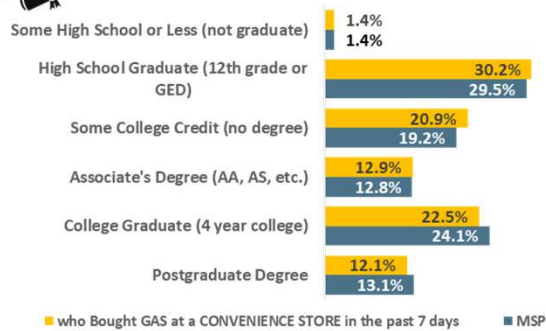




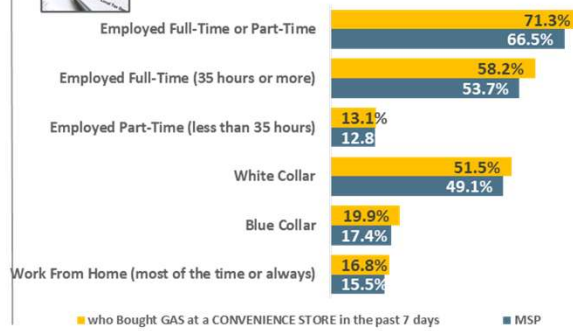
65.9% or 2,563,041 of MSP DMA Adults 18 or older Bought GAS at a CONVENIENCE STORE in the past 7 days. Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days are 6.9% less likely to be a college graduate, 8.3% more likely to work full-time, 4.1% more likely to be married, 11.5% more likely to be a parent of 1 or more children under 18.



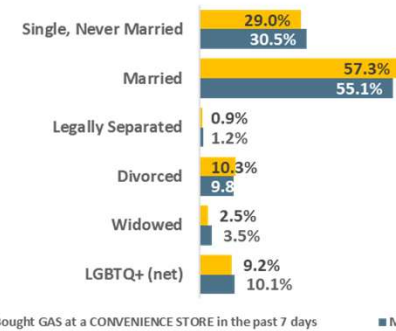
### Education Levels: Adults 18 or older



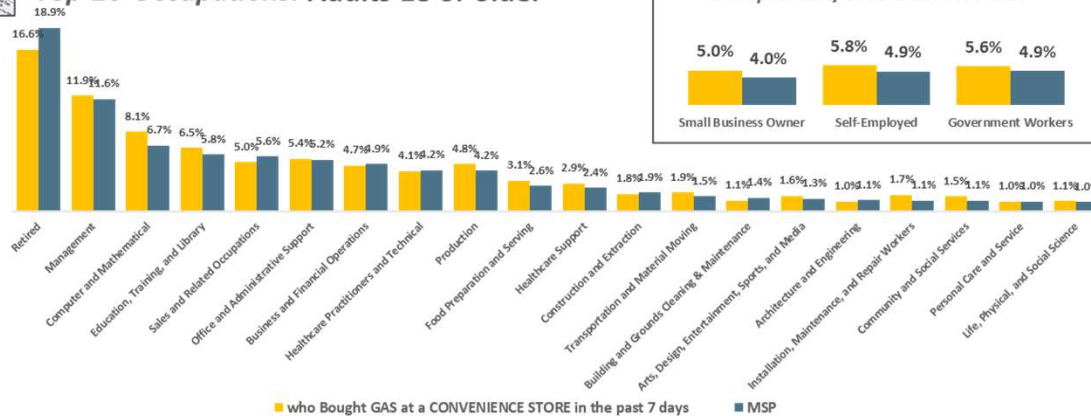
### Employment: Adults 18 or older



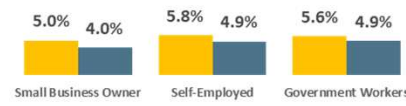
### Marital Status: Adults 18 or older



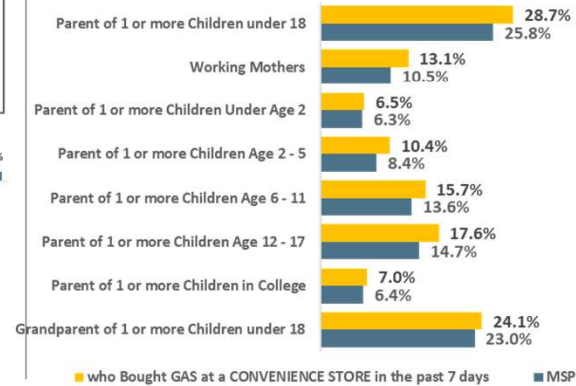
### Top-20 Occupations: Adults 18 or older



### Entrepreneurs/Government Workers



### Stage in Life: Adults 18 or older



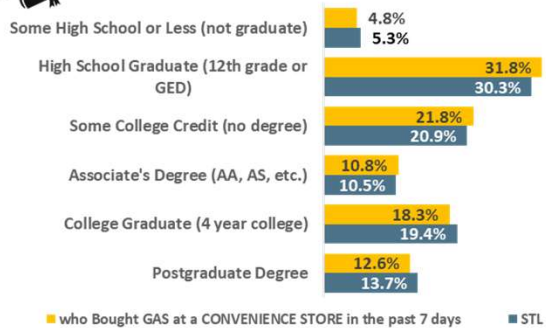




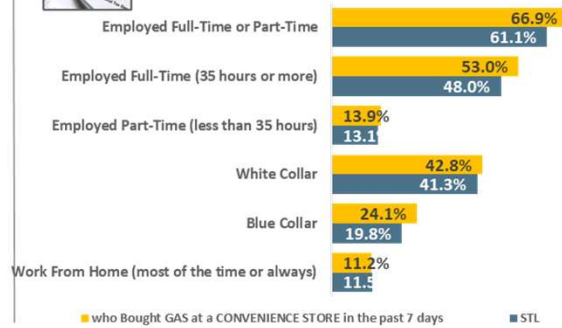
62.5% or 1,569,335 of STL DMA Adults 18 or older Bought GAS at a CONVENIENCE STORE in the past 7 days. Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days are 6.7% less likely to be a college graduate, 10.5% more likely to work full-time, 4.3% more likely to be married, 9.2% more likely to be a parent of 1 or more children under 18.



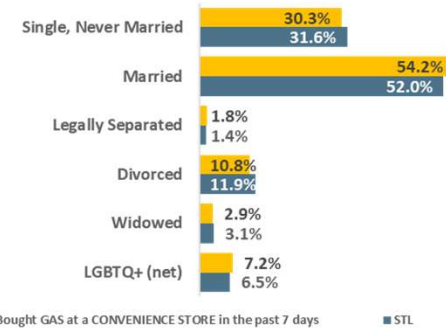
### Education Levels: Adults 18 or older



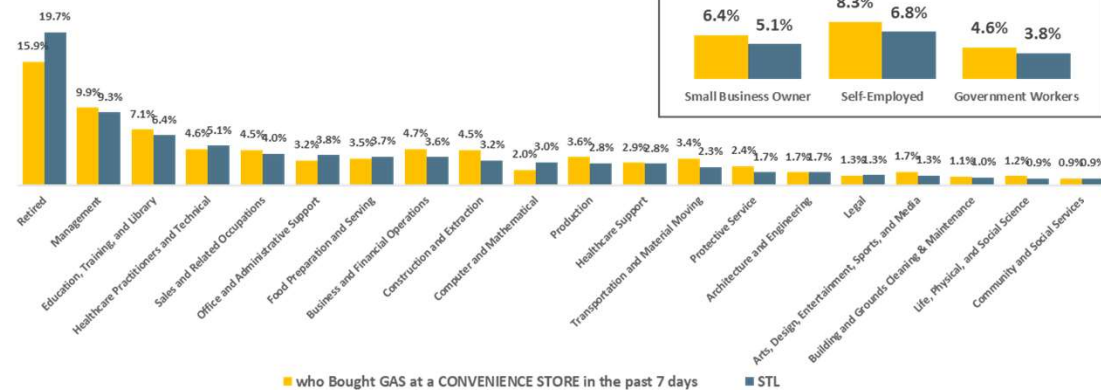
### Employment: Adults 18 or older



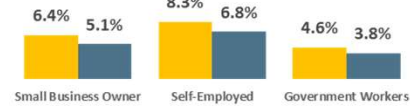
### Marital Status: Adults 18 or older



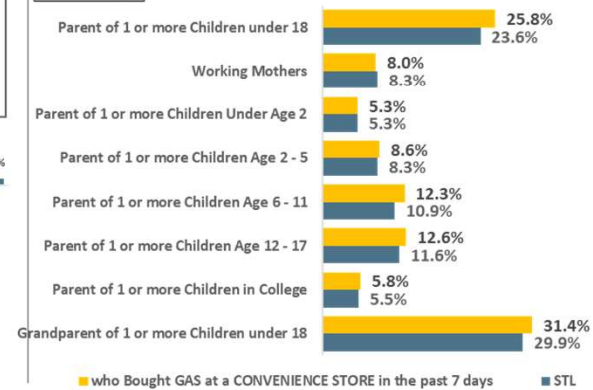
### Top-20 Occupations: Adults 18 or older



### Entrepreneurs/Government Workers



### Stage in Life: Adults 18 or older

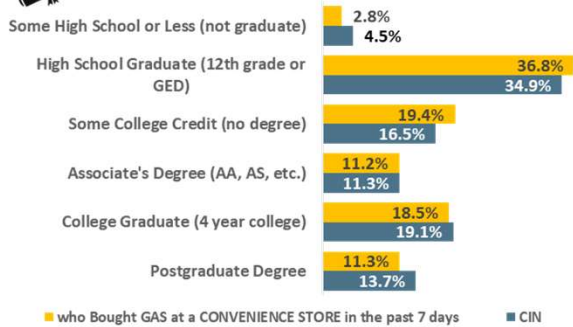




52.5% or 1,015,389 of CIN DMA Adults 18 or older Bought GAS at a CONVENIENCE STORE in the past 7 days. Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days are 8.9% less likely to be a college graduate, 18.2% more likely to work full-time, .2% less likely to be married, 10.7% more likely to be a parent of 1 or more children under 18.



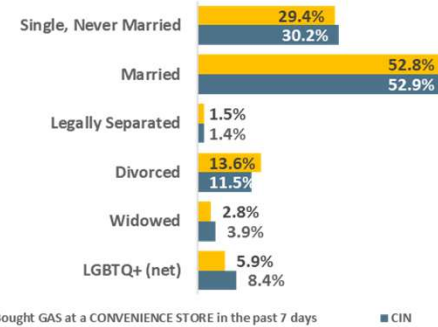
### Education Levels: Adults 18 or older



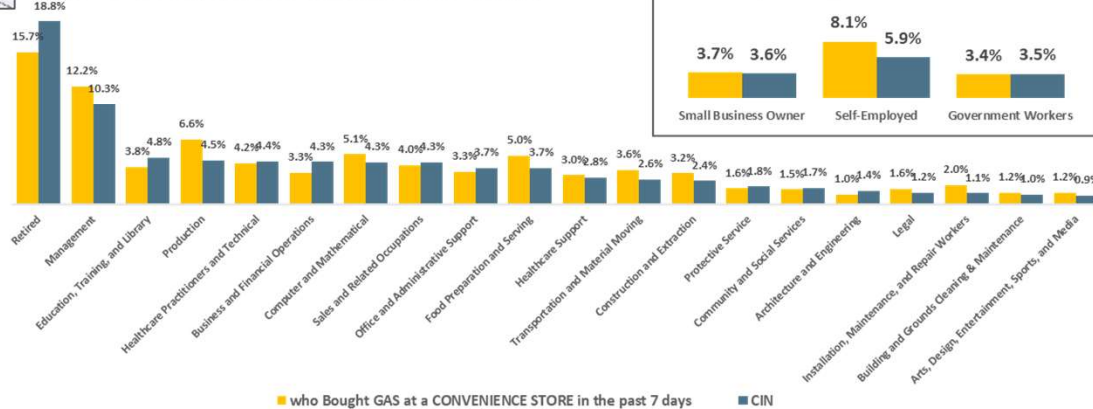
### Employment: Adults 18 or older



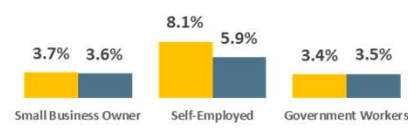
### Marital Status: Adults 18 or older



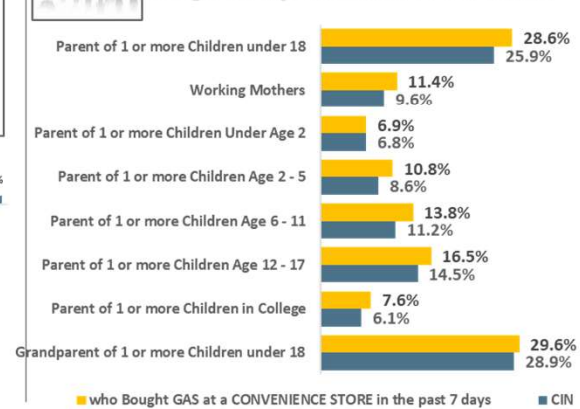
### Top-20 Occupations: Adults 18 or older



### Entrepreneurs/Government Workers



### Stage in Life: Adults 18 or older

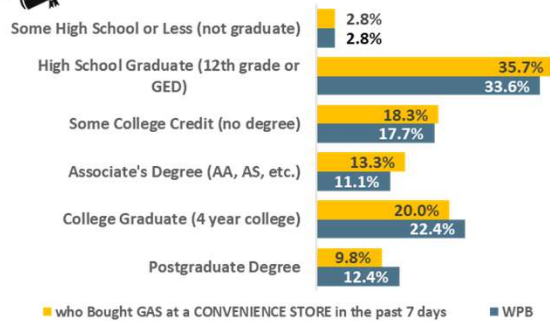




49.4% or 961,094 of WPB DMA Adults 18 or older Bought GAS at a CONVENIENCE STORE in the past 7 days. Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days are 14.3% less likely to be a college graduate, 12.4% more likely to work full-time, 5.9% less likely to be married, 24.7% more likely to be a parent of 1 or more children under 1



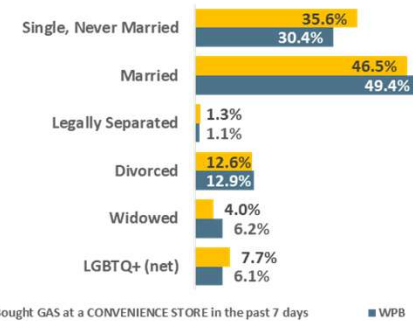
### Education Levels: Adults 18 or older



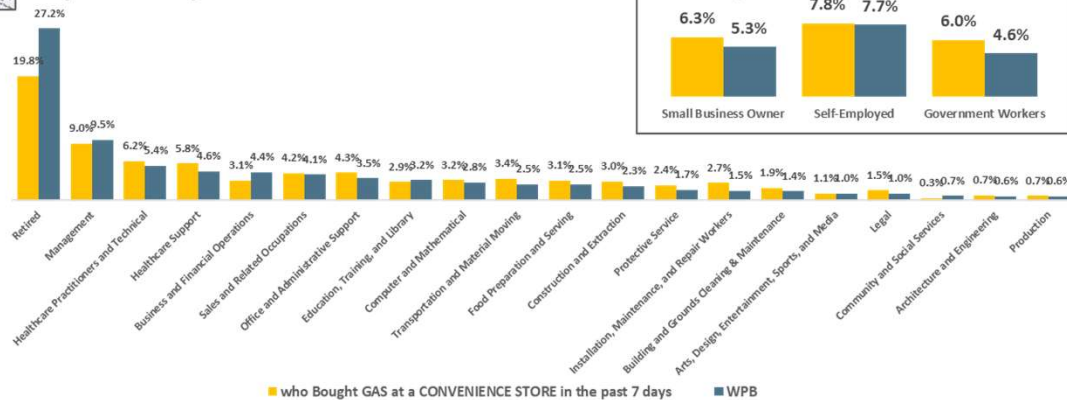
### Employment: Adults 18 or older



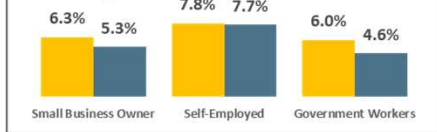
### Marital Status: Adults 18 or older



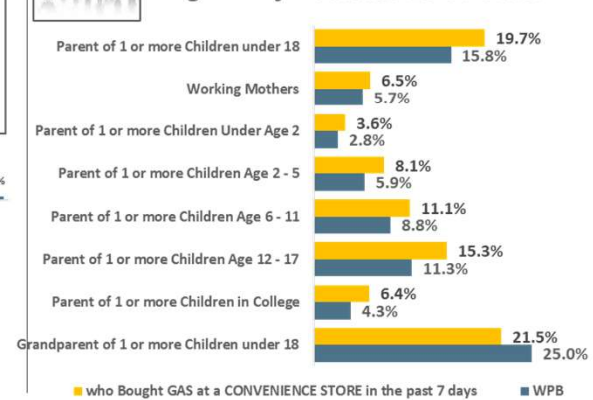
### Top-20 Occupations: Adults 18 or older



### Entrepreneurs/Government Workers



### Stage in Life: Adults 18 or older



WPB DMA Scarborough RI 2026: Jan25-Jan26 Qual Intab 1,333  
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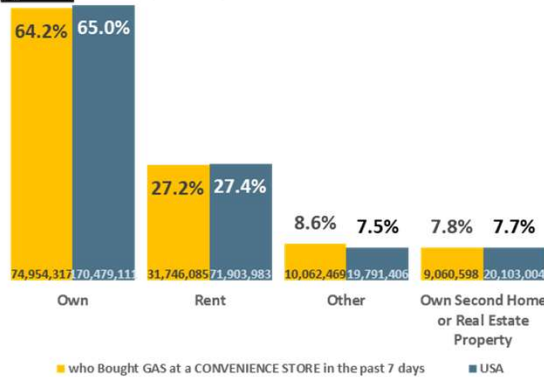
Convenience stores bought gas past 7 days (HHLD): 7-Eleven, or AmeriStop, or ampm, or BP, or Casey's, or Chevron Food Mart, or Circle K, or Cumberland Farms, or Holiday Station Stores, or Hy-Vee Fast & Fresh, or Kwik Trip, or Mobil Mart, or Other convenience store/gas station, or QuikTrip, or RaceTrac, or Sheetz, or Shell Food Mart, or Speedway, or UDF (United Dairy Farmers), or Wawa



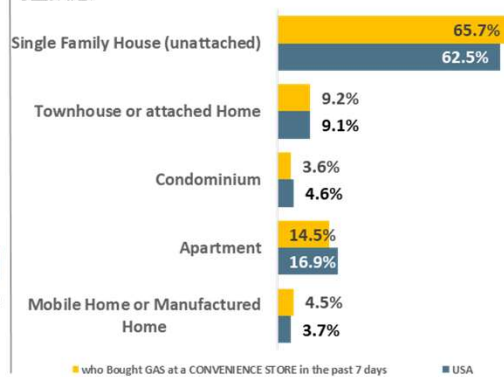


44.5% or 116,762,871 of USA Adults 18 or older Bought GAS at a CONVENIENCE STORE in the past 7 days. Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days are 1.3% less likely to own their home, 3.3% more likely to own a higher valued home, 5.1% more likely to have a single-family home, 20.9% more likely to have a dog.

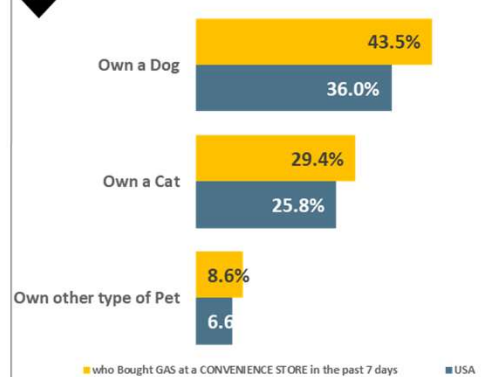
### Own/Rent/Other: Adults 18 or older



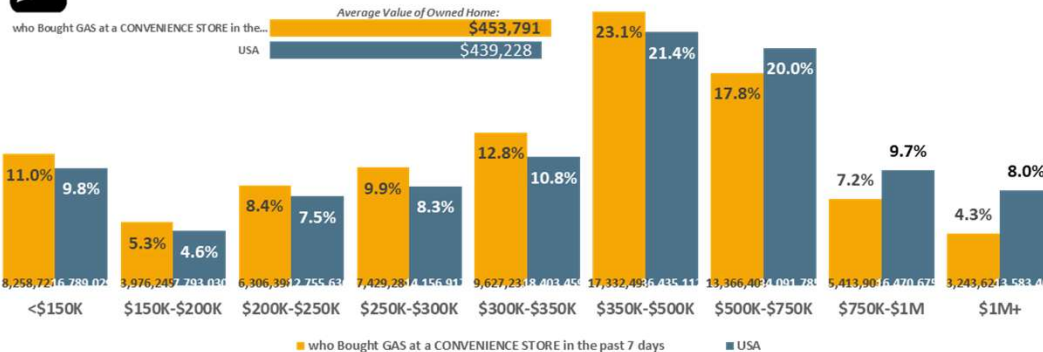
### Type of Home: Adults 18 or older



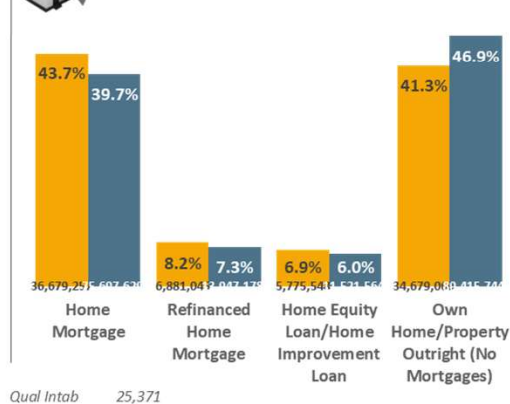
### Pets in Home: Adults 18 or older



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



### Home Loans: Adults 18 or older



USA USA Projection Scarborough R1 2026: Sep24-Jan26 Qual Intab 11,212  
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USA Projection Scarborough R1 2026: Sep24-Jan26

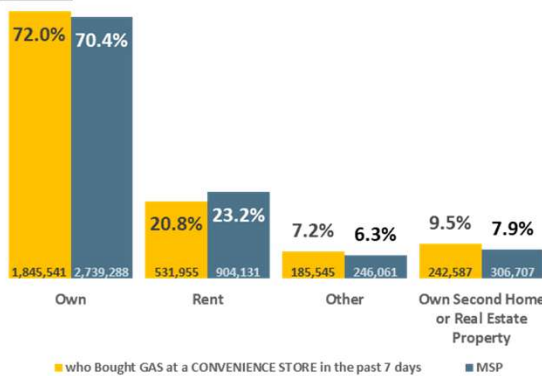
Qual Intab 25,371

Convenience stores bought gas past 7 days (HHLD): 7-Eleven, or AmeriStop, or ampm, or BP, or Casey's, or Chevron Food Mart, or Circle K, or Cumberland Farms, or Holiday Station Stores, or Hy-Vee Fast & Fresh, or Kwik Trip, or Mobil Mart, or Other convenience store/gas station, or QuikTrip, or RaceTrac, or Sheetz, or Shell Food Mart, or Speedway, or UDF (United Dairy Farmers), or Wawa

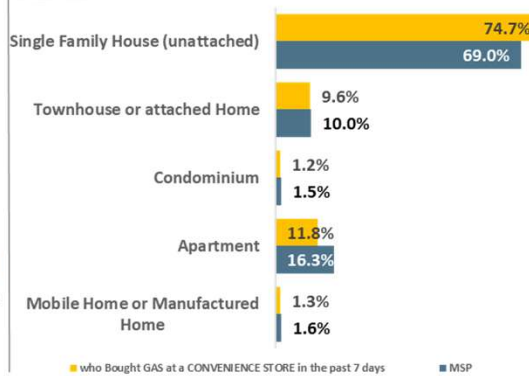


65.9% or 2,563,041 of MSP DMA Adults 18 or older Bought GAS at a CONVENIENCE STORE in the past 7 days. Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days are 2.2% more likely to own their home, 1.2% more likely to own a lower valued home, 8.3% more likely to have a single-family home, 11.3% more likely to have a dog.

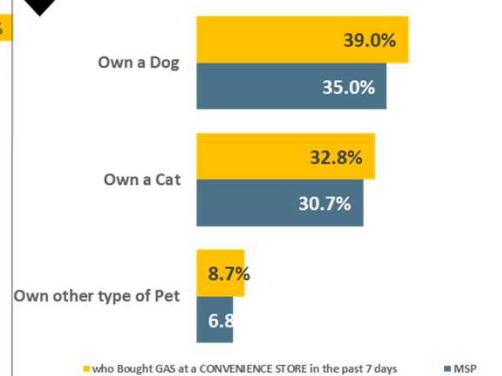
### Own/Rent/Other: Adults 18 or older



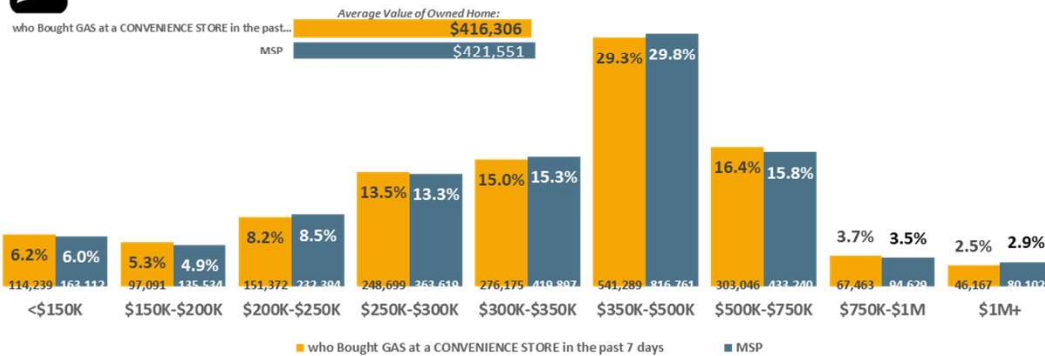
### Type of Home: Adults 18 or older



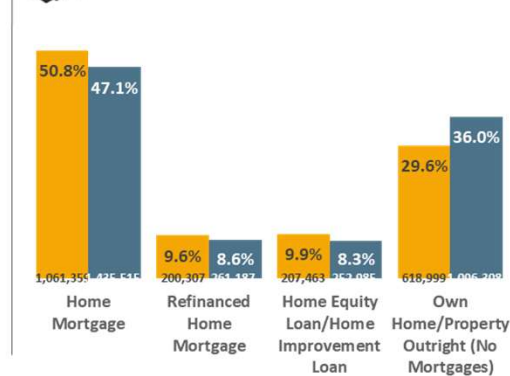
### Pets in Home: Adults 18 or older



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



### Home Loans: Adults 18 or older



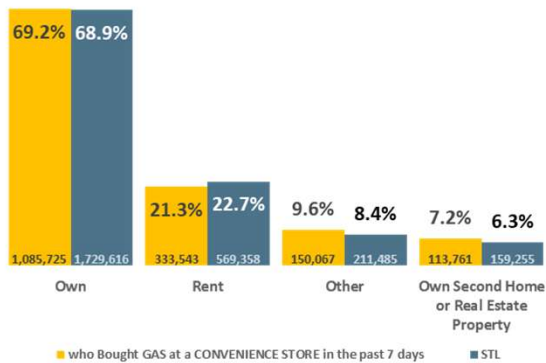
MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,345  
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Convenience stores bought gas past 7 days (HHLD): 7-Eleven, or AmeriStop, or ampm, or BP, or Casey's, or Chevron Food Mart, or Circle K, or Cumberland Farms, or Holiday Station Stores, or Hy-Vee Fast & Fresh, or Kwik Trip, or Mobil Mart, or Other convenience store/gas station, or QuikTrip, or RaceTrac, or Sheetz, or Shell Food Mart, or Speedway, or UDF (United Dairy Farmers), or Wawa

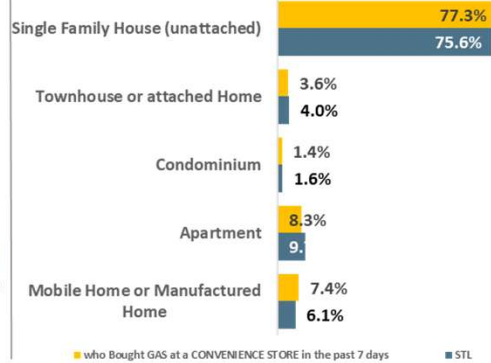


62.5% or 1,569,335 of STL DMA Adults 18 or older Bought GAS at a CONVENIENCE STORE in the past 7 days. Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days are .4% more likely to own their home, 7.2% more likely to own a lower valued home, 2.3% more likely to have a single-family home, 14.3% more likely to have a dog.

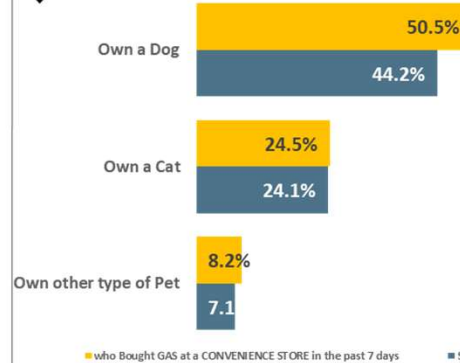
### Own/Rent/Other: Adults 18 or older



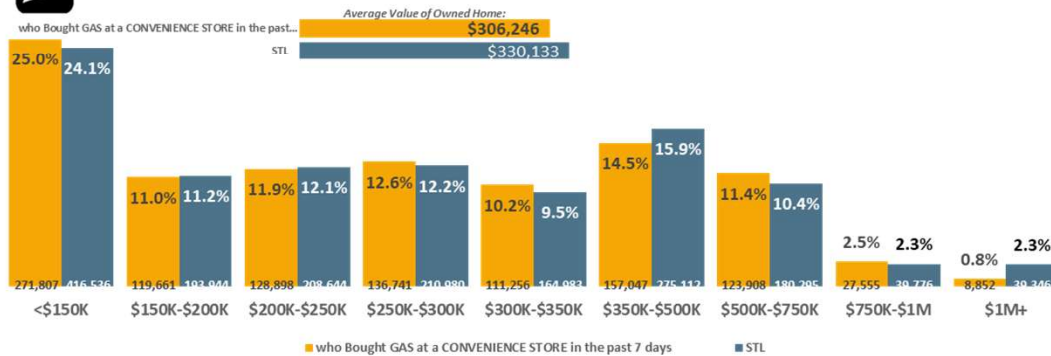
### Type of Home: Adults 18 or older



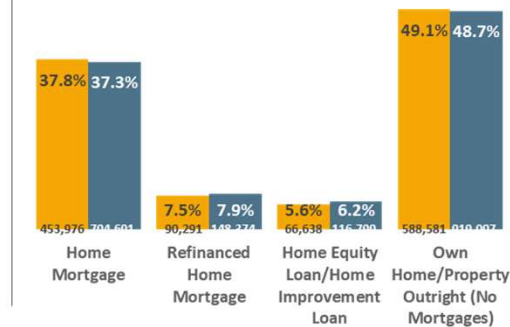
### Pets in Home: Adults 18 or older



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



### Home Loans: Adults 18 or older



STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,259  
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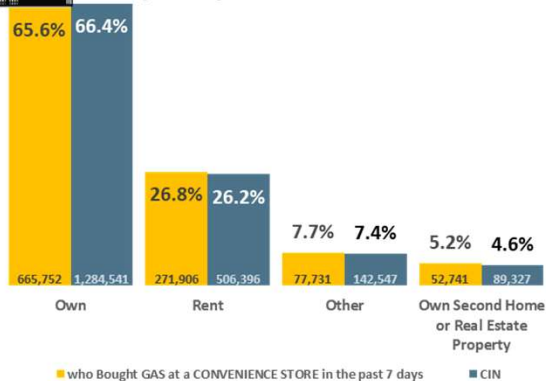
Convenience stores bought gas past 7 days (HHLID): 7-Eleven, or AmeriStop, or ampm, or BP, or Casey's, or Chevron Food Mart, or Circle K, or Cumberland Farms, or Holiday Station Stores, or Hy-Vee Fast & Fresh, or Kwik Trip, or Mobil Mart, or Other convenience store/gas station, or QuikTrip, or RaceTrac, or Sheetz, or Shell Food Mart, or Speedway, or UDF (United Dairy Farmers), or Wawa



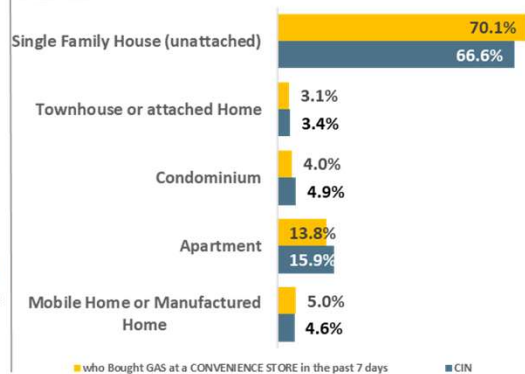


52.5% or 1,015,389 of CIN DMA Adults 18 or older Bought GAS at a CONVENIENCE STORE in the past 7 days. Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days are 1.3% less likely to own their home, 6.2% more likely to own a lower valued home, 5.4% more likely to have a single-family home, 18.1% more likely to have a dog.

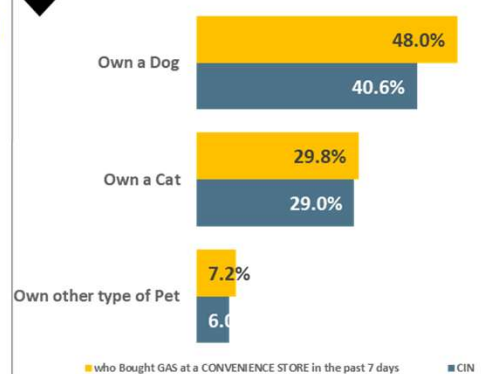
### Own/Rent/Other: Adults 18 or older



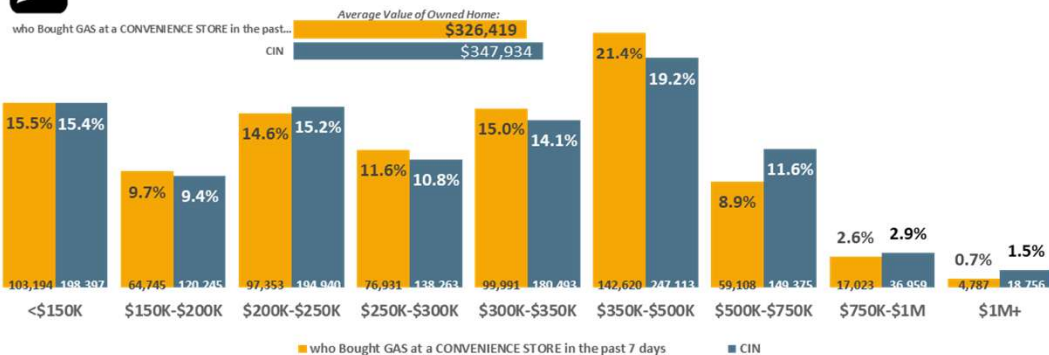
### Type of Home: Adults 18 or older



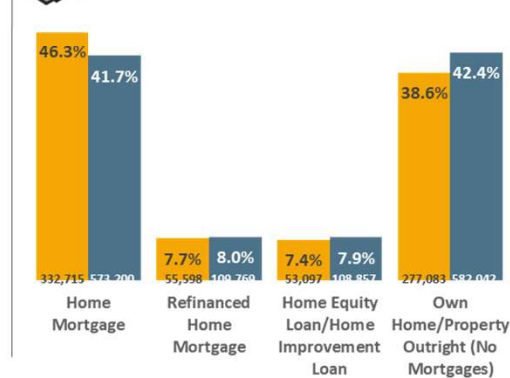
### Pets in Home: Adults 18 or older



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



### Home Loans: Adults 18 or older



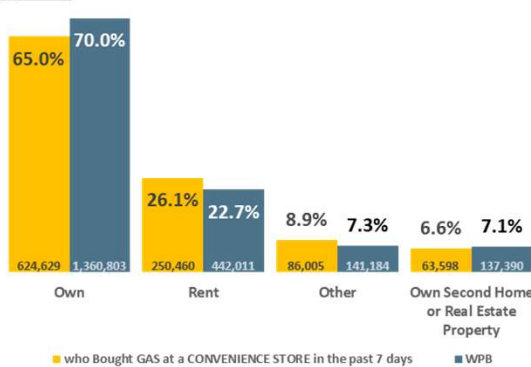
CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,100  
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Convenience stores bought gas past 7 days (HHLD): 7-Eleven, or AmeriStop, or ampm, or BP, or Casey's, or Chevron Food Mart, or Circle K, or Cumberland Farms, or Holiday Station Stores, or Hy-Vee Fast & Fresh, or Kwik Trip, or Mobil Mart, or Other convenience store/gas station, or QuikTrip, or RaceTrac, or Sheetz, or Shell Food Mart, or Speedway, or UDF (United Dairy Farmers), or Wawa

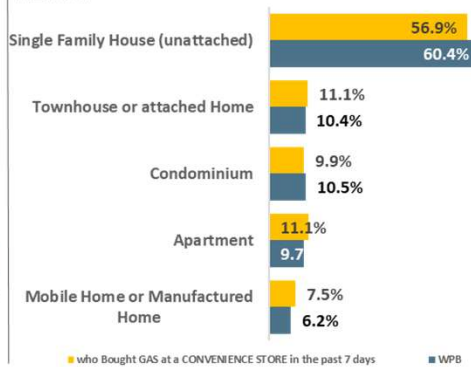


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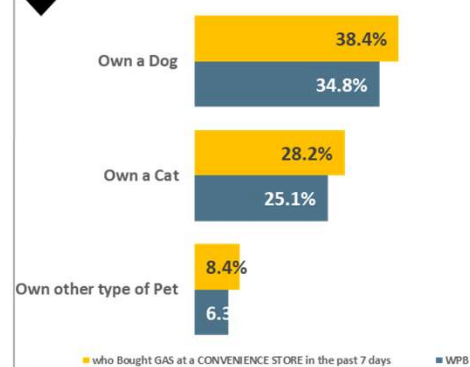
### Own/Rent/Other: Adults 18 or older



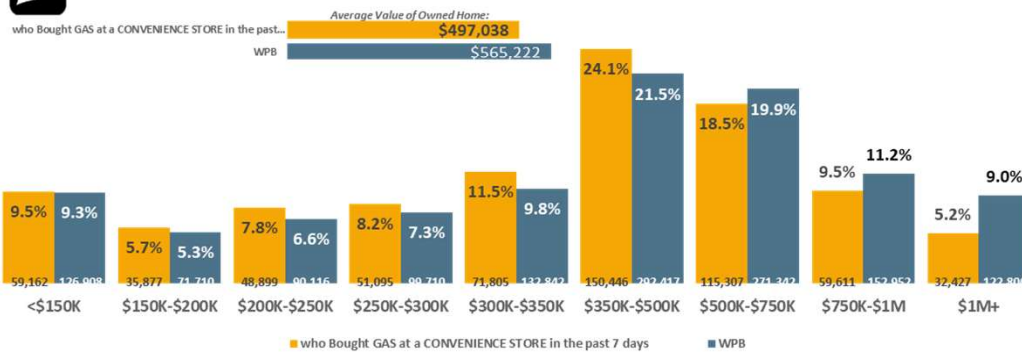
### Type of Home: Adults 18 or older



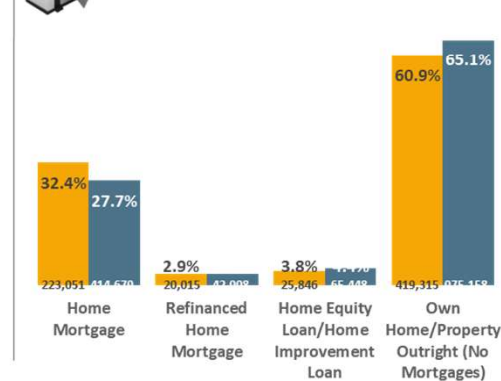
### Pets in Home: Adults 18 or older



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



### Home Loans: Adults 18 or older

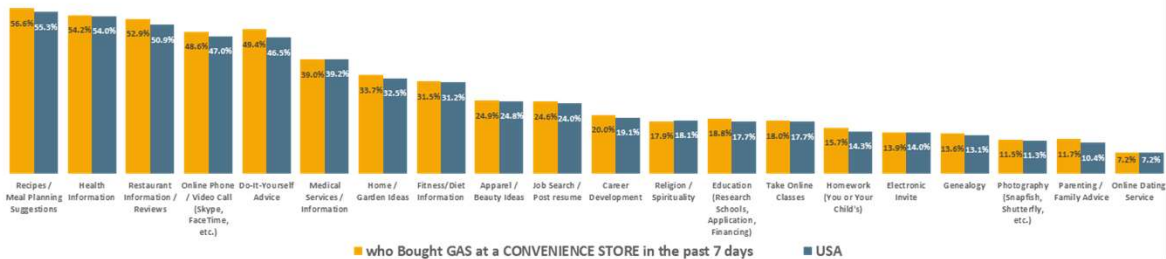




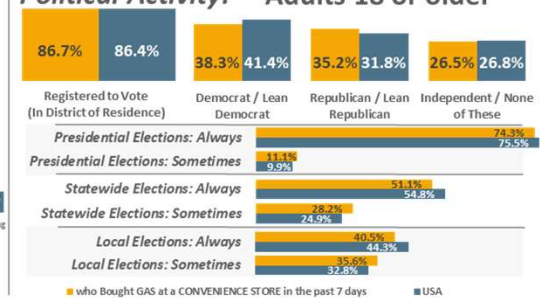
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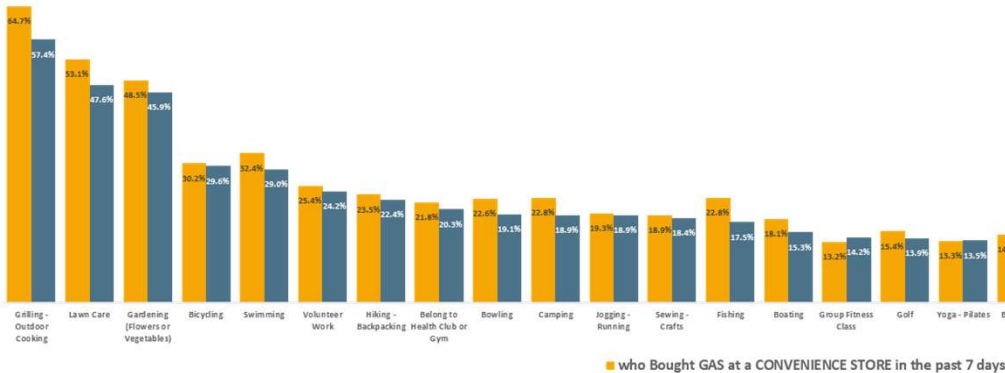
### Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



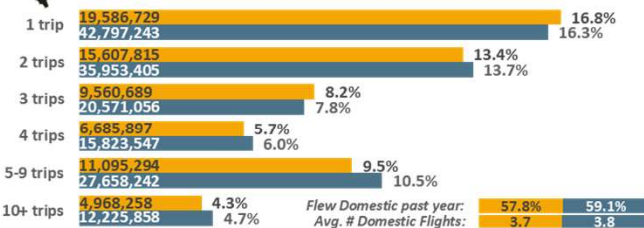
### Political Activity: Adults 18 or older



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



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

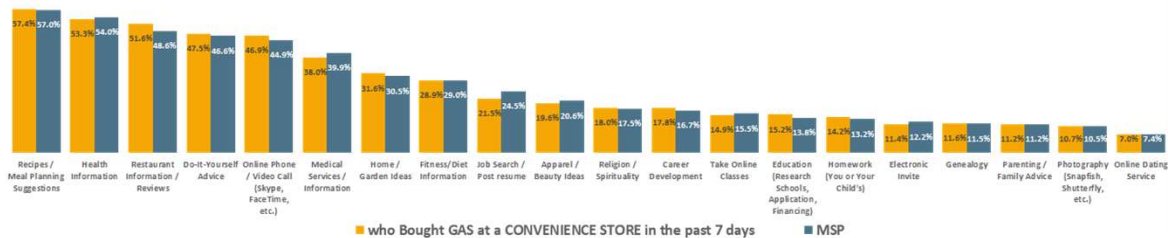




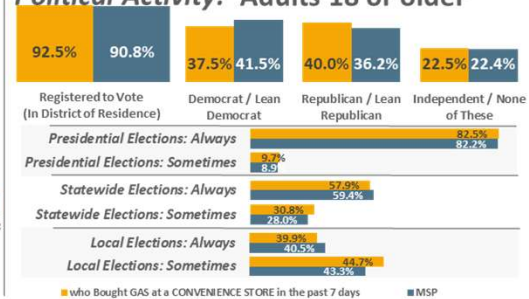
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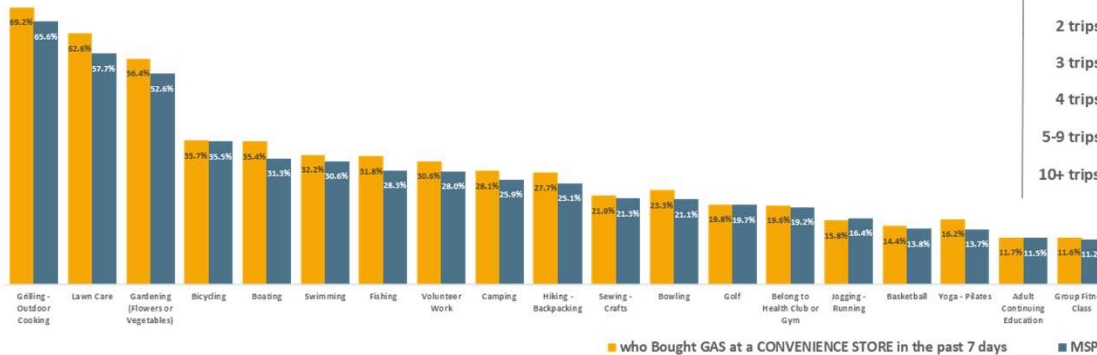
### Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



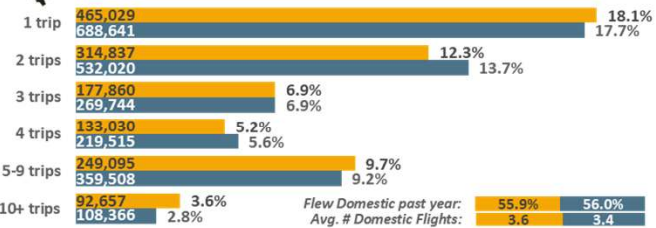
### Political Activity: Adults 18 or older



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



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



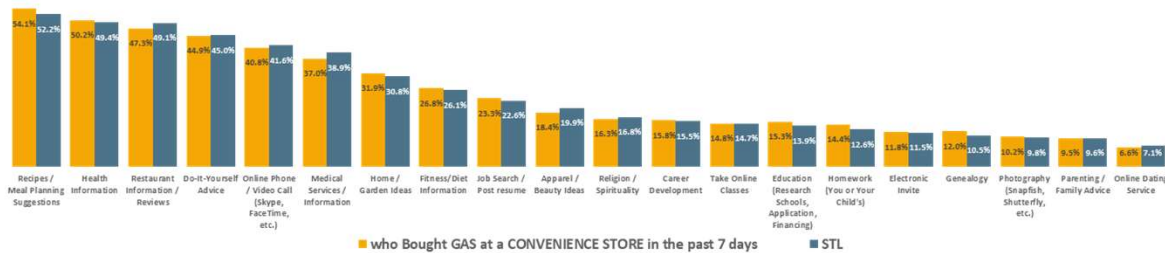




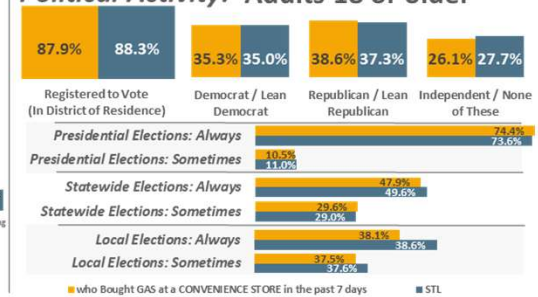
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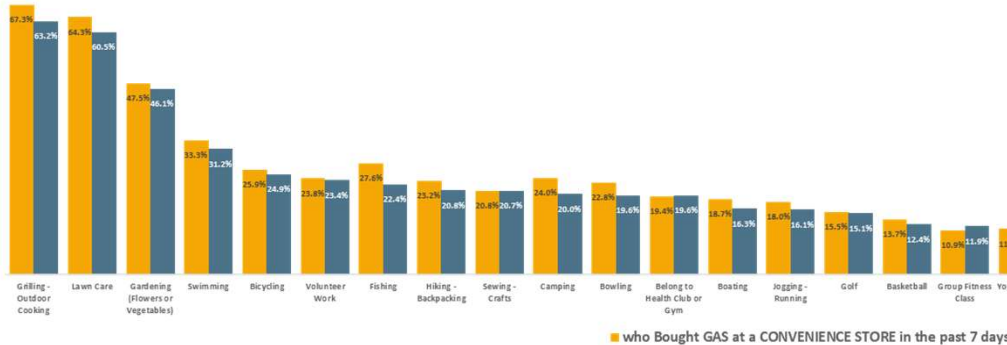
### Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



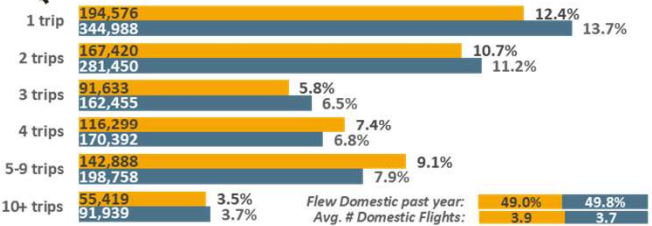
### Political Activity: Adults 18 or older



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



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

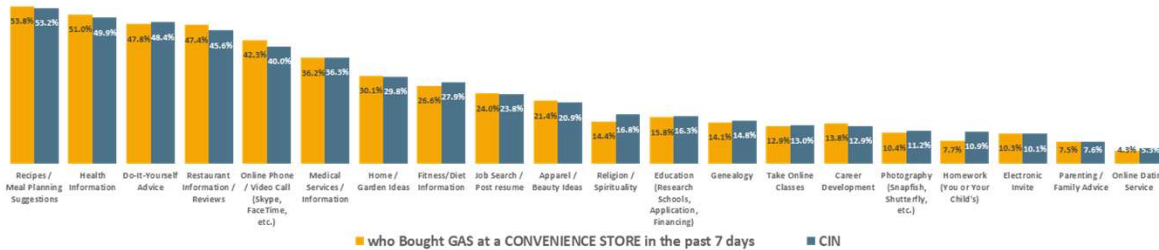




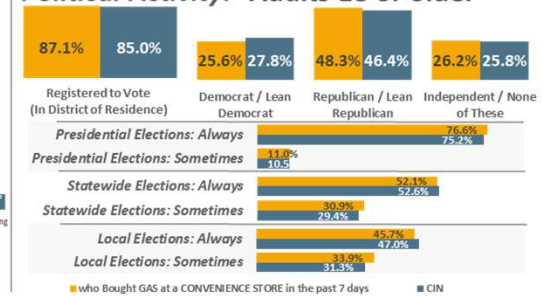
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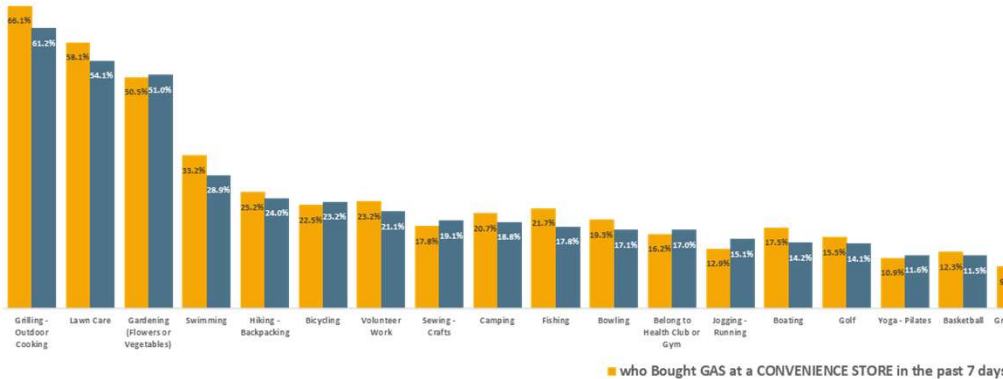
### Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



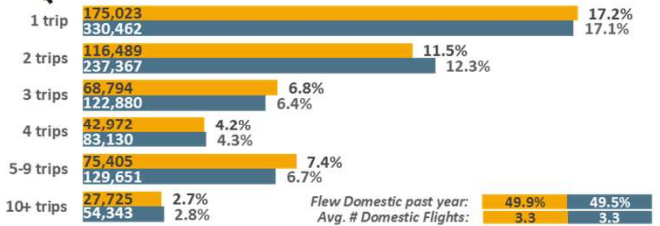
### Political Activity: Adults 18 or older



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



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

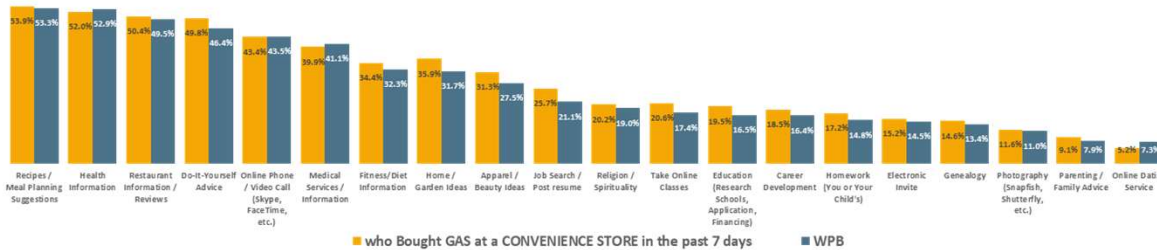




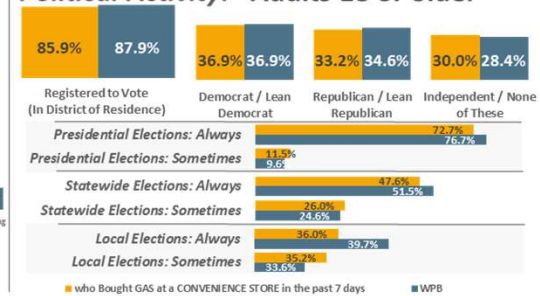
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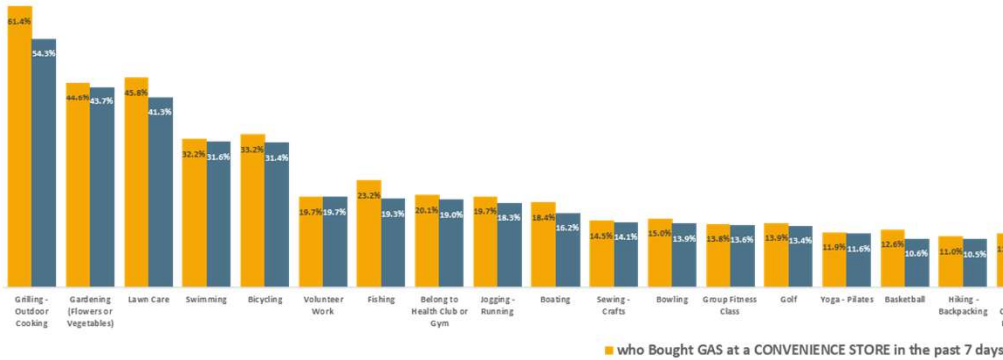
### Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



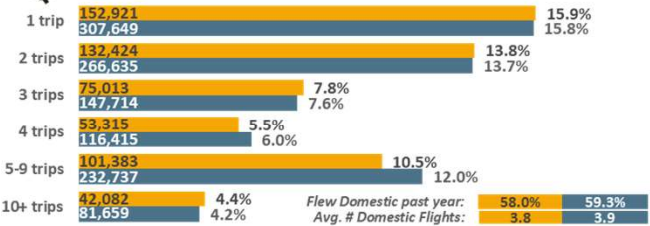
### Political Activity: Adults 18 or older



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



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





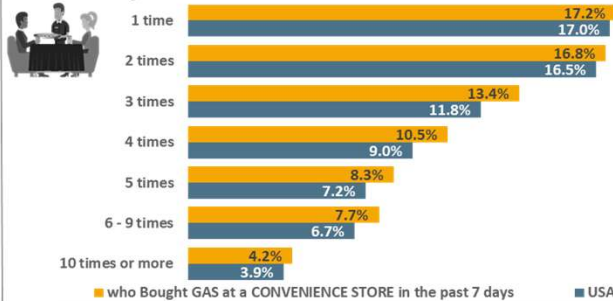
44.5% or 116,762,871 of USA Adults 18 or older Bought GAS at a CONVENIENCE STORE in the past 7 days. Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days are 8.% more likely to use QSRs past mo., 8.3% more likely to use Sit-Down Restaurants past mo., 13.9% more likely to use Casinos past yr., 28.4% more likely to smoke cigarettes.

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



Total Monthly QSR Users:	90.3%	83.6%
Avg. Monthly QSR Meals:	6.7	5.9
	105,423,241	219,246,596

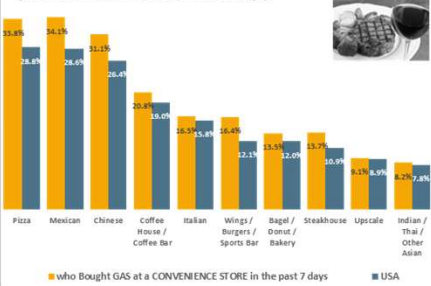
### Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:	78.1%	72.1%
Avg. Monthly Sit-Down Restaurant Meals:	3.8	3.7
	91,147,137	188,989,764

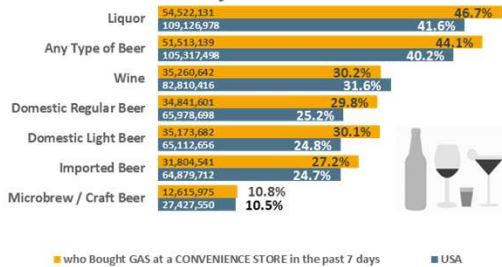
### Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)

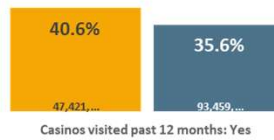
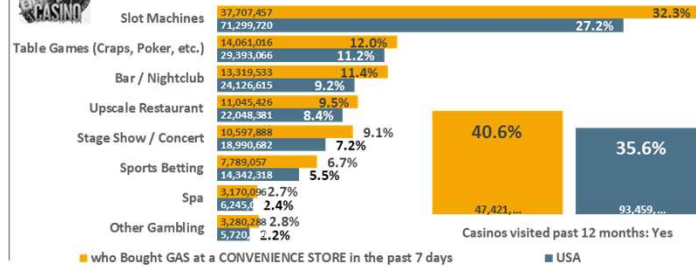


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)	21.9%
who Bought GAS at a CONVENIENCE STORE in the past 7 days	19.7%
	25,005,537

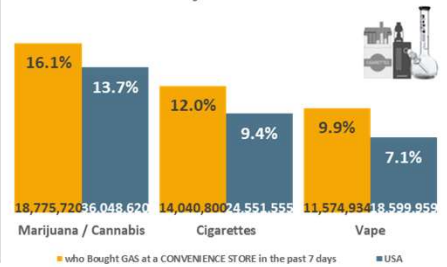
### Drank Past 30-days: Adults 18 or older



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



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

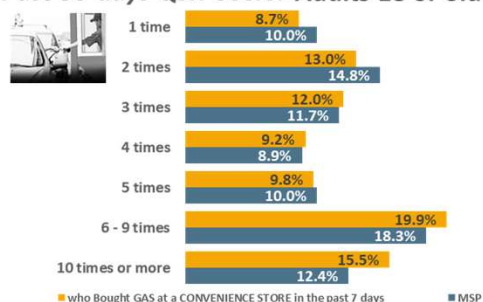






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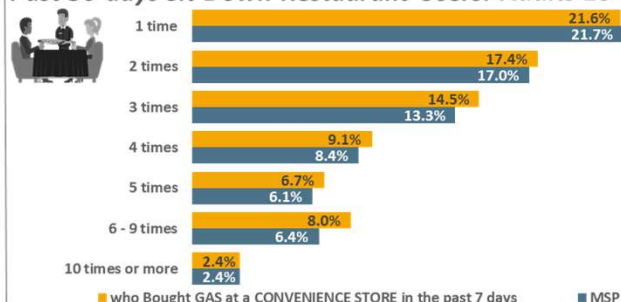
### Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 88.1%  
Avg. Monthly QSR Meals: 6.1

who Bought GAS at a CONVENIENCE STORE in the past 7 days: 2,257,499  
MSP: 3,354,586

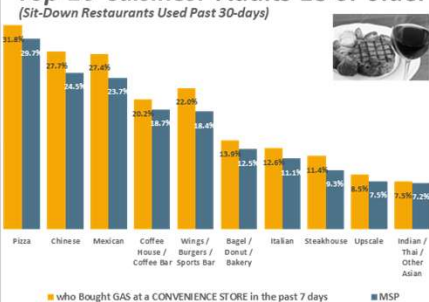
### Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users: 79.7%  
Avg. Monthly Sit-Down Restaurant Meals: 3.3

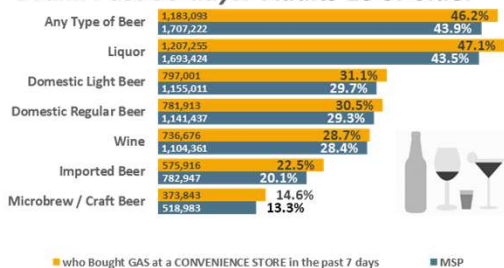
who Bought GAS at a CONVENIENCE STORE in the past 7 days: 2,042,739  
MSP: 2,028,056

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



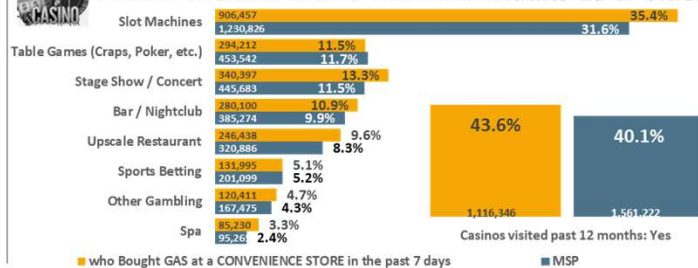
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)  
who Bought GAS at a CONVENIENCE STORE in the past 7 days: 272,065  
MSP: 486,328

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



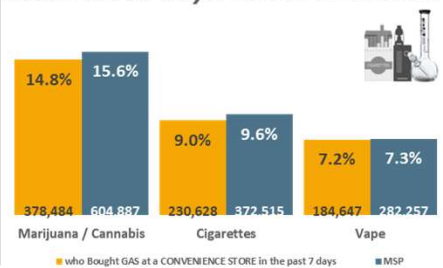
MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,345  
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### Past 12 months Casino Activities: Adults 18 or older



Casinos visited past 12 months: Yes  
who Bought GAS at a CONVENIENCE STORE in the past 7 days: 1,116,346  
MSP: 1,451,222

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

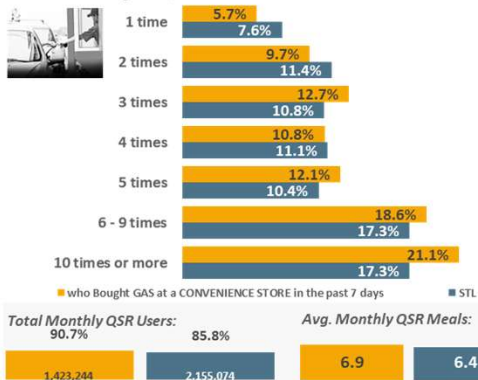


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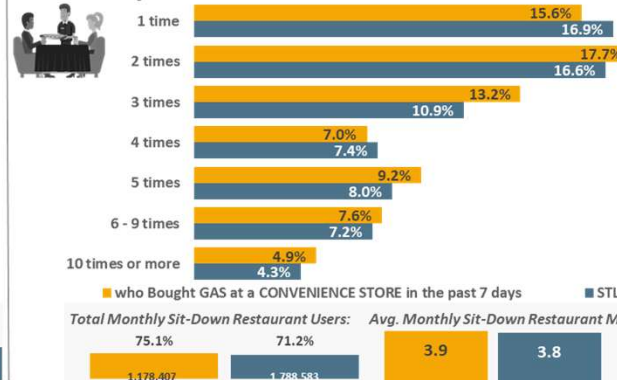


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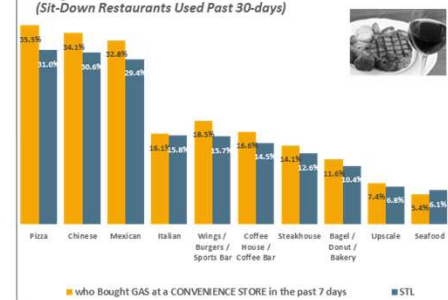
### Past 30-days QSR Users: Adults 18 or older



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

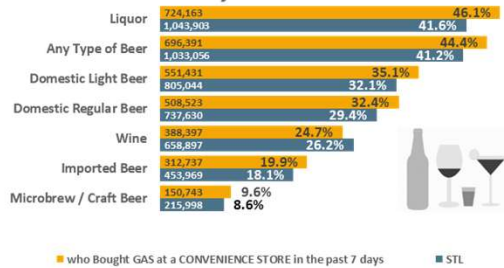


### Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)

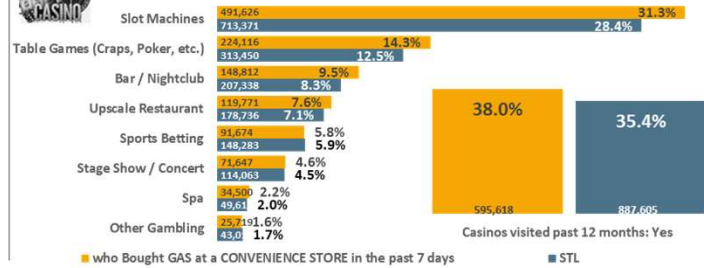


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)  
who Bought GAS at a CONVENIENCE STORE in the past 7 days: 313,514 (20.0%)  
STL: 451,148 (18.0%)

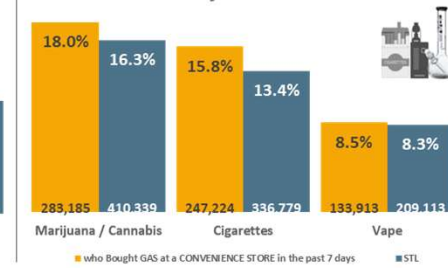
### Drank Past 30-days: Adults 18 or older



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



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





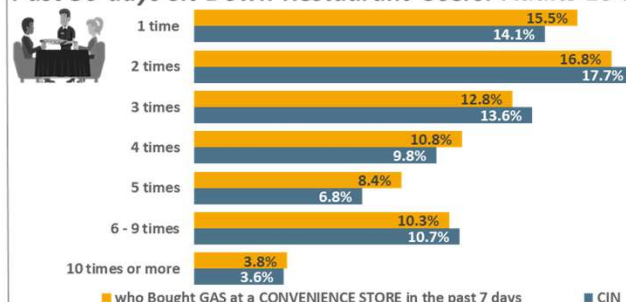
52.5% or 1,015,389 of CIN DMA Adults 18 or older Bought GAS at a CONVENIENCE STORE in the past 7 days. Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days are 5.3% more likely to use QSRs past mo., 2.6% more likely to use Sit-Down Restaurants past mo., 10.1% more likely to use Casinos past yr., 22.6% more likely to smoke cigarettes.

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



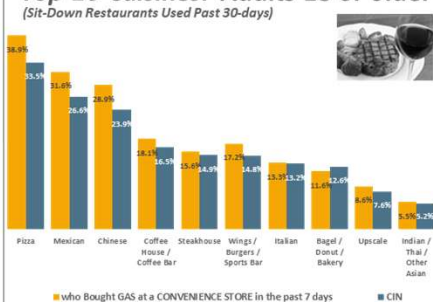
Total Monthly QSR Users: 91.5%  
 Avg. Monthly QSR Meals: 6.9

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



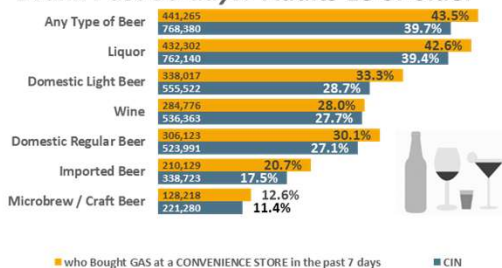
Total Monthly Sit-Down Restaurant Users: 78.4%  
 Avg. Monthly Sit-Down Restaurant Meals: 3.9

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

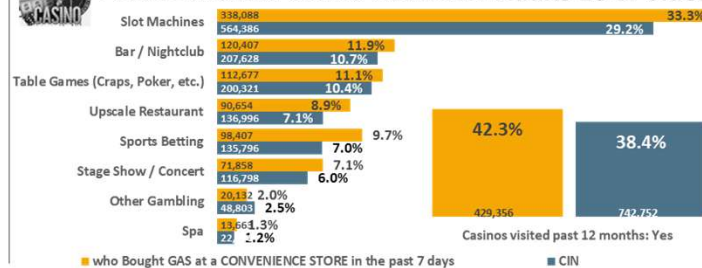


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)  
 who Bought GAS at a CONVENIENCE STORE in the past 7 days: 19.2%  
 CIN: 18.9%

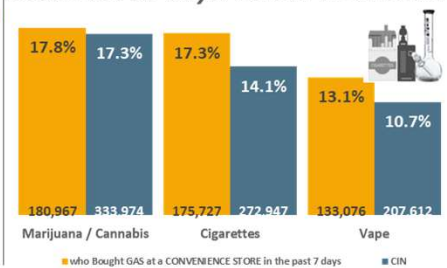
### Drank Past 30-days: Adults 18 or older



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



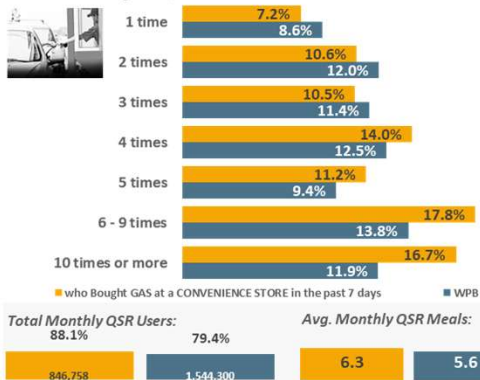
### Used Past 30-days: Adults 18 or older



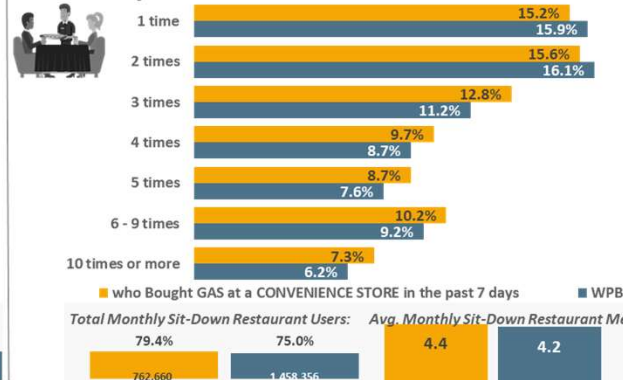


49.4% or 961,094 of WPB DMA Adults 18 or older Bought GAS at a CONVENIENCE STORE in the past 7 days. Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days are 10.9% more likely to use QSRs past mo., 5.8% more likely to use Sit-Down Restaurants past mo., 13.8% more likely to use Casinos past yr., 43.4% more likely to smoke cigarettes

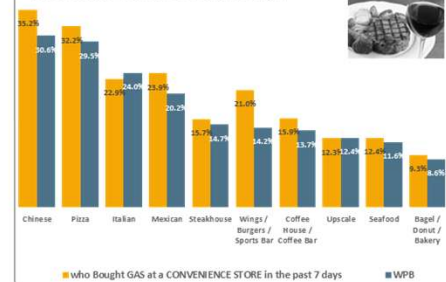
### Past 30-days QSR Users: Adults 18 or older



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

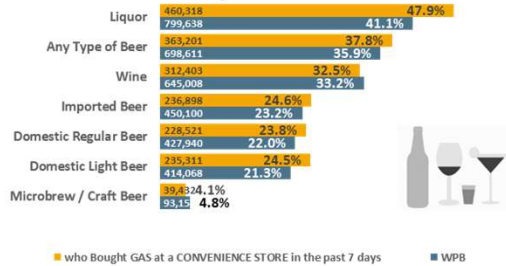


### Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)

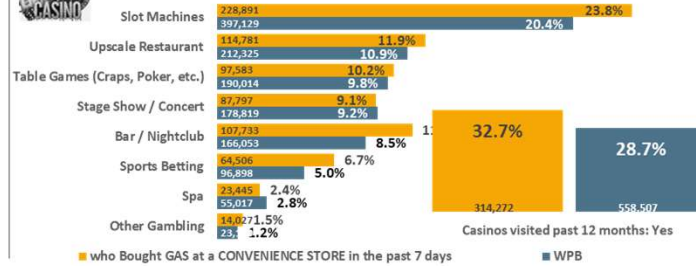


**Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)**  
 who Bought GAS at a CONVENIENCE STORE in the past 7 days: 251,626 (26.2%)  
 WPB: 387,595 (19.9%)

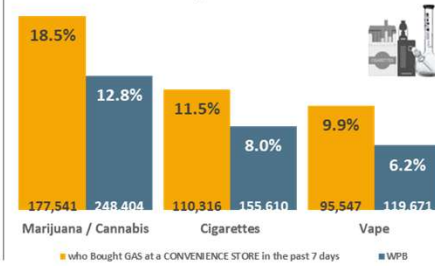
### Drank Past 30-days: Adults 18 or older



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



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



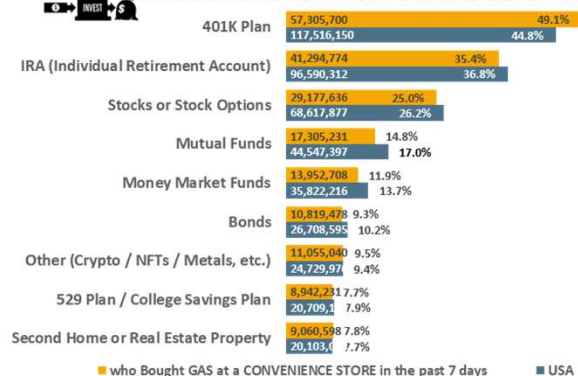




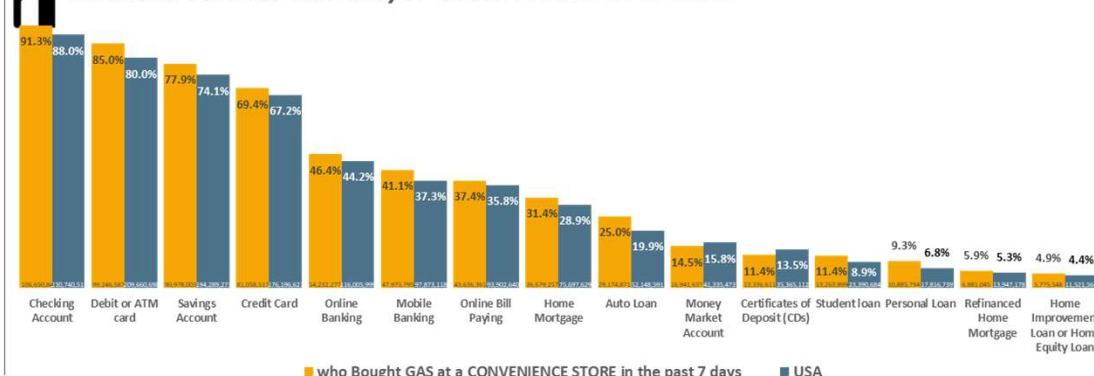
44.5% or 116,762,871 of USA Adults 18 or older Bought GAS at a CONVENIENCE STORE in the past 7 days. Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days are 9.5% more likely to have a 401K, 25.6% more likely to have an Auto Loan, 2.8% less likely to Invest/Trade Stocks Online, 13.5% more likely to pay with their Debit Card.



### Investments Owned: Adults 18 or older



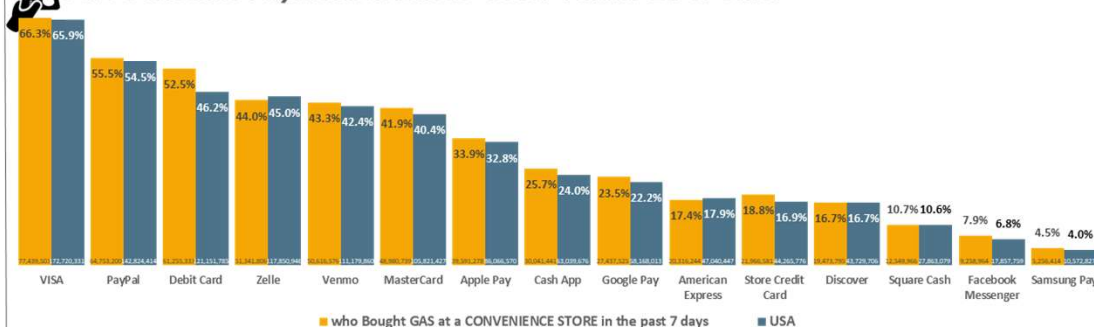
### Financial Services Has and/or Uses: Adults 18 or older



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



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

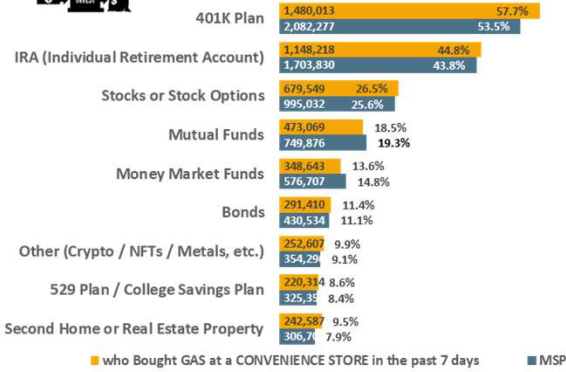




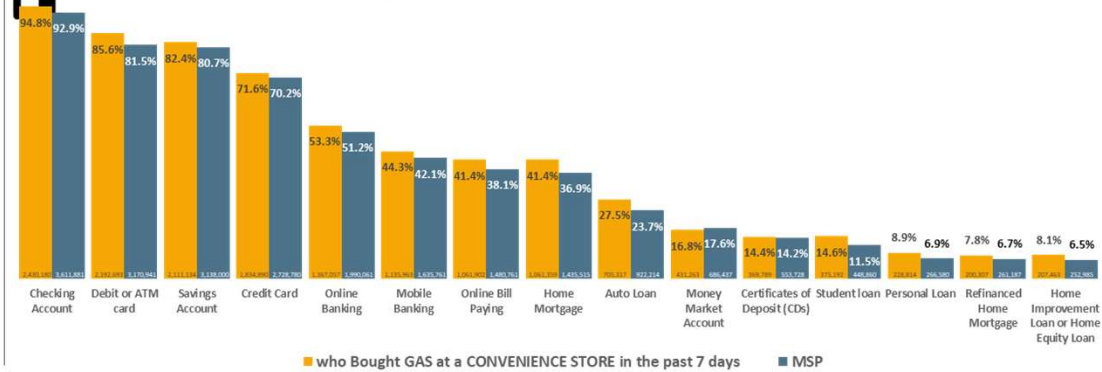
65.9% or 2,563,041 of MSP DMA Adults 18 or older Bought GAS at a CONVENIENCE STORE in the past 7 days. Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days are 7.9% more likely to have a 401K, 16.1% more likely to have an Auto Loan, 1.7% less likely to Invest/Trade Stocks Online, 9.7% more likely to pay with their Debit Card.



### Investments Owned: Adults 18 or older



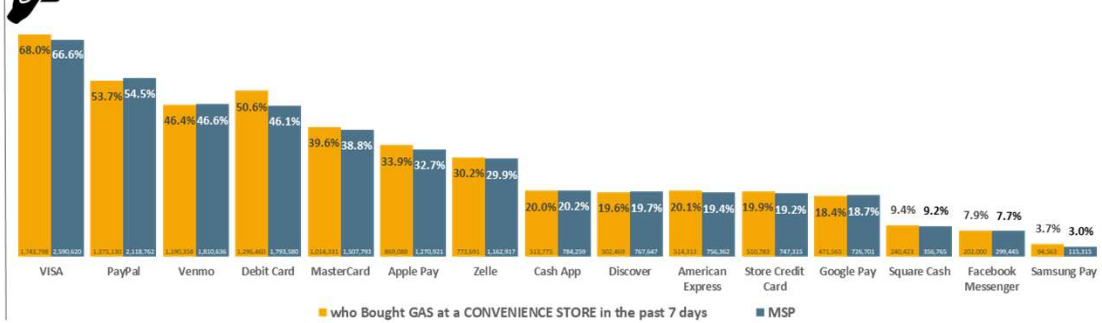
### Financial Services Has and/or Uses: Adults 18 or older



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

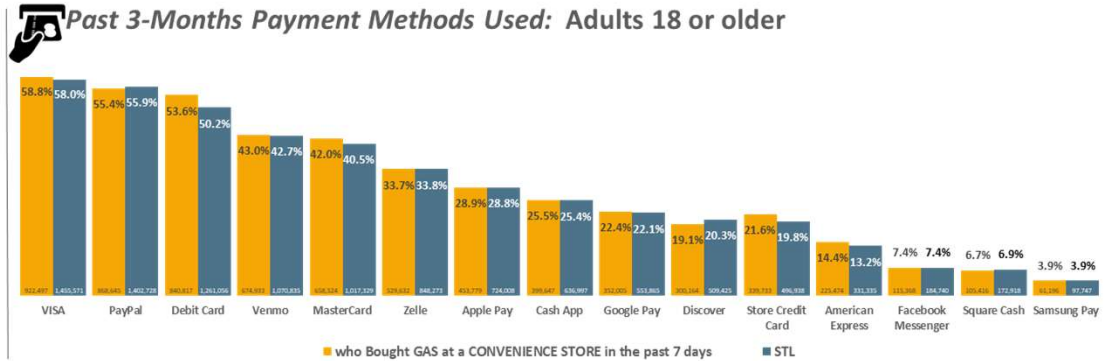
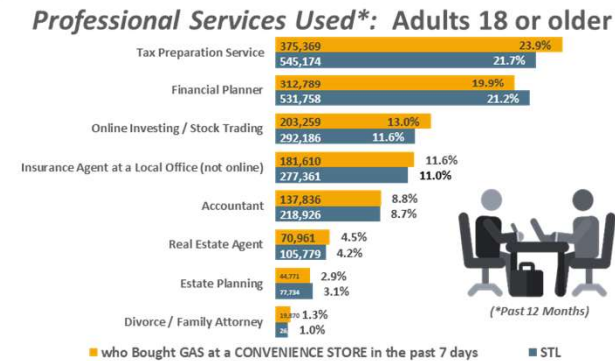
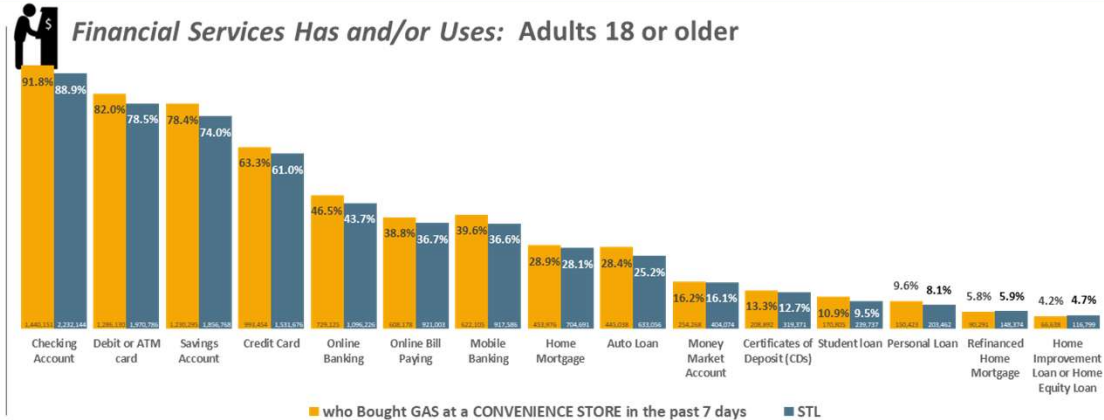
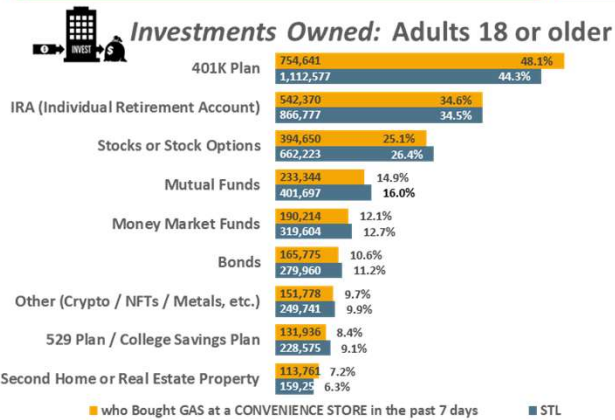


### Past 3-Months Payment Methods Used: Adults 18 or older





62.5% or 1,569,335 of STL DMA Adults 18 or older Bought GAS at a CONVENIENCE STORE in the past 7 days. Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days are 8.5% more likely to have a 401K, 12.5% more likely to have an Auto Loan, 11.3% more likely to Invest/Trade Stocks Online, 6.7% more likely to pay with their Debit Card.

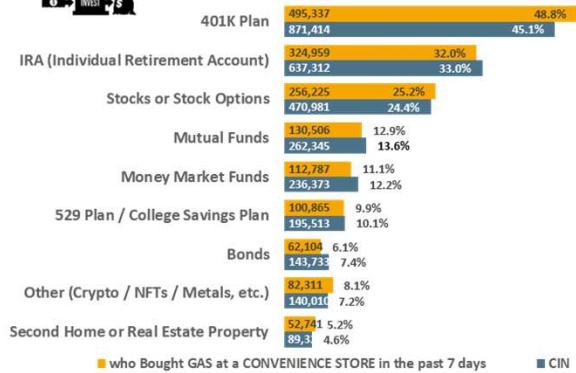




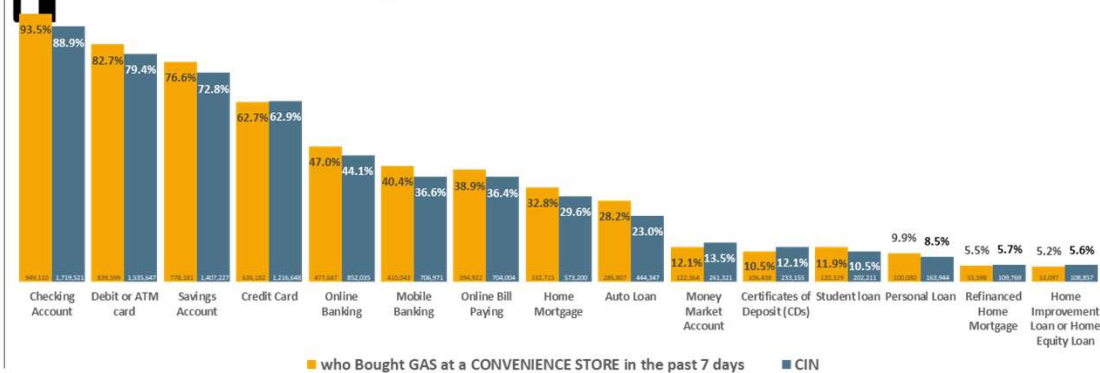
52.5% or 1,015,389 of CIN DMA Adults 18 or older Bought GAS at a CONVENIENCE STORE in the past 7 days. Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days are 8.2% more likely to have a 401K, 22.9% more likely to have an Auto Loan, 5.5% more likely to Invest/Trade Stocks Online, 10.% more likely to pay with their Debit Card.



### Investments Owned: Adults 18 or older



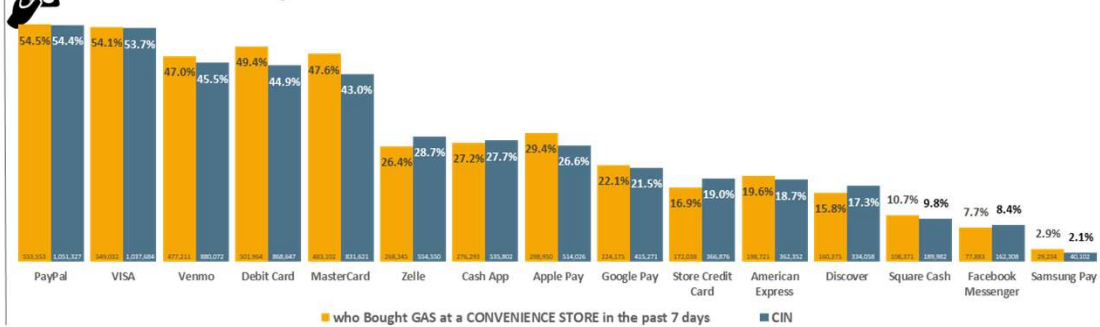
### Financial Services Has and/or Uses: Adults 18 or older



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



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







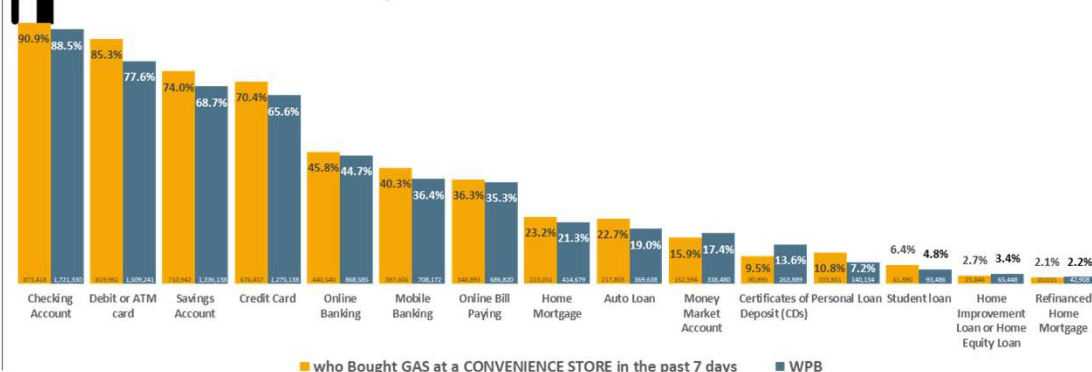
49.4% or 961,094 of WPB DMA Adults 18 or older Bought GAS at a CONVENIENCE STORE in the past 7 days. Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days are 14.5% more likely to have a 401K, 19.2% more likely to have an Auto Loan, 15.9% more likely to Invest/Trade Stocks Online, 15.8% more likely to pay with their Debit Card.



### Investments Owned: Adults 18 or older



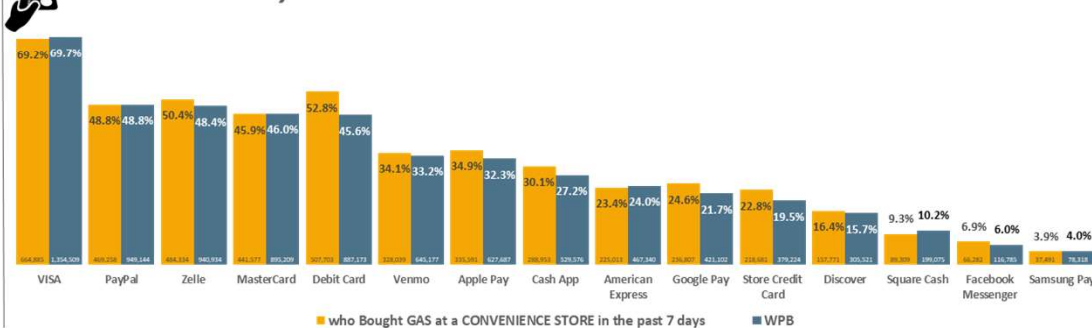
### Financial Services Has and/or Uses: Adults 18 or older



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



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

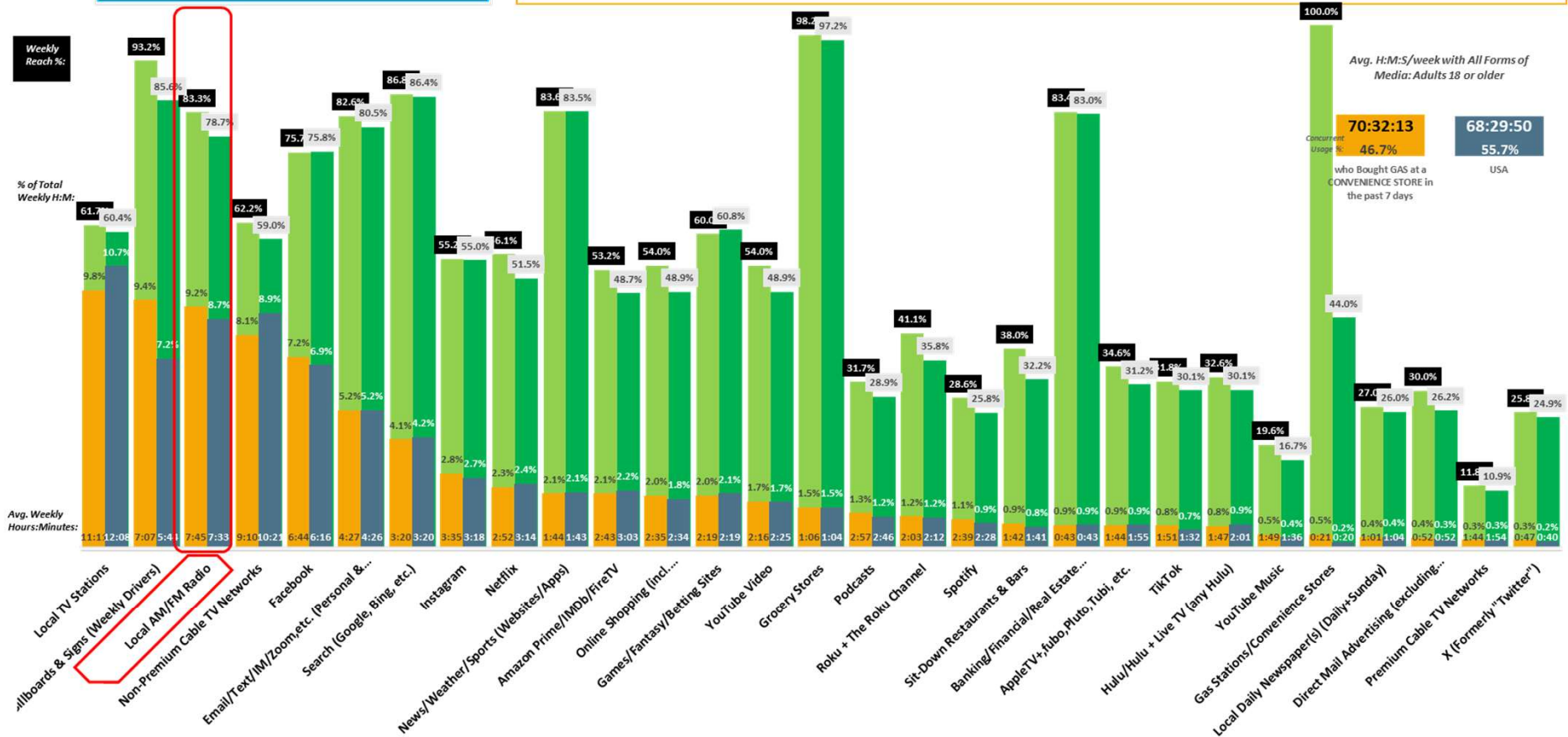


WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 1,333  
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Convenience stores bought gas past 7 days (HHLD): 7-Eleven, or AmeriStop, or ampm, or BP, or Casey's, or Chevron Food Mart, or Circle K, or Cumberland Farms, or Holiday Station Stores, or Hy-Vee Fast & Fresh, or Kwik Trip, or Mobil Mart, or Other convenience store/gas station, or QuikTrip, or RaceTrac, or Sheetz, or Shell Food Mart, or Speedway, or UDF (United Dairy Farmers), or Wawa



Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days spend an average of 2 days, 22 hours, 32 minutes and 13 seconds each week with All Forms of Media.  
83.3% of Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days spend an avg. of 7 hours and 45 minutes each week listening to All Local AM/FM Radio, representing 9.2% of total time spent with all forms of Media.



■ who Bought GAS at a CONVENIENCE STORE in the past 7 days ■ USA

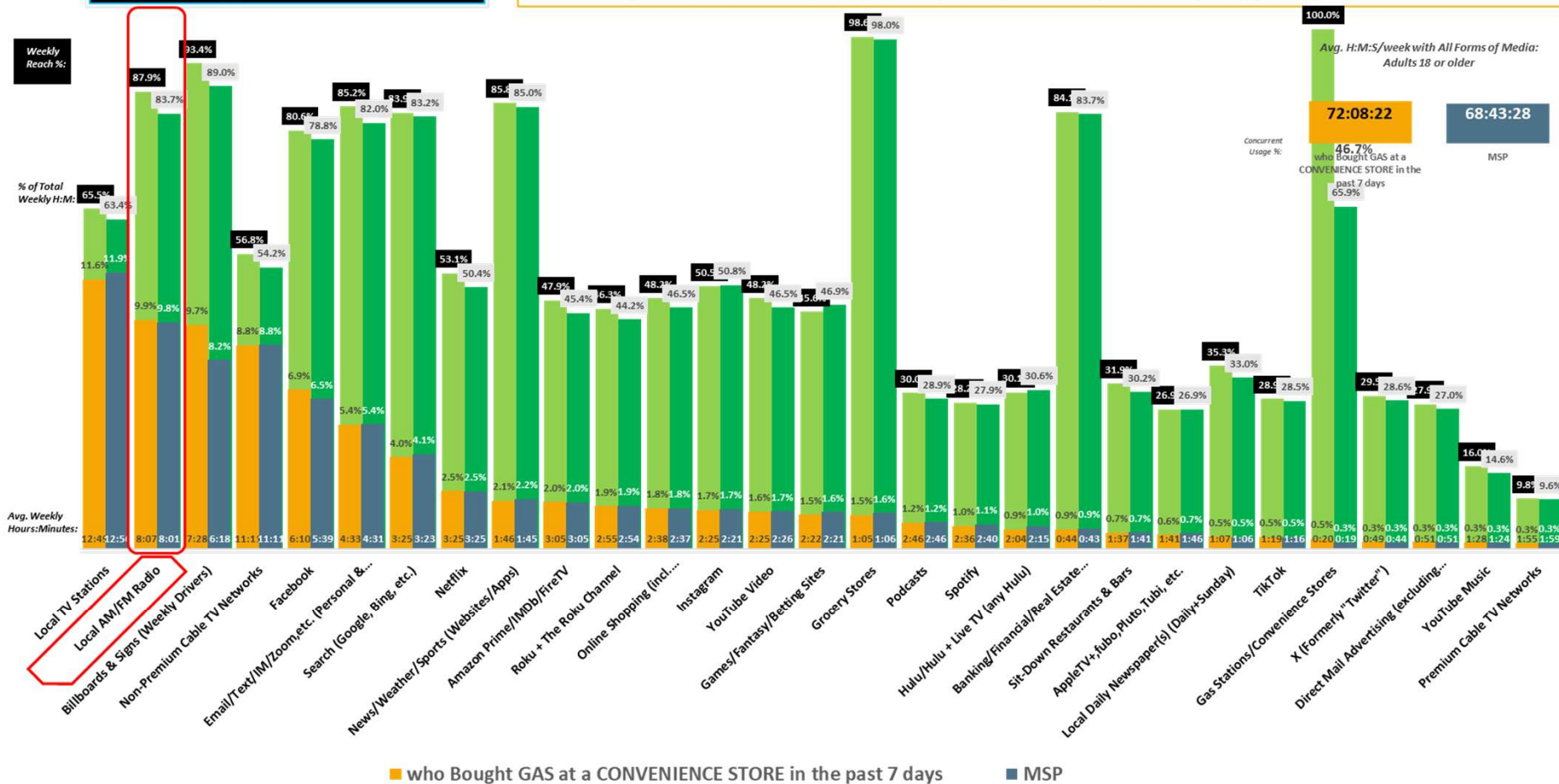
USA USA Projection Scarborough R1 2026: Sep24-Jan26 Qual Intab 11,212 USA Projection Scarborough R1 2026: Sep24-Jan26 Qual Intab 25,371

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Convenience stores bought gas past 7 days (HHLID): 7-Eleven, or AamenStop, or ampm, or BP, or Casey's, or Chevron Food Mart, or Circle K, or Cumberland Farms, or Holiday Station Stores, or Hy-Vee, or Jiffy Lube, or Love's, or Mobil Mart, or Oxxart, or P&R, or RaceTrac, or Sheetz, or Shell Food Mart, or Speedway, or UDF (United Dairy Farmers), or Wawa

**HB Hubbard** Share of Everything for Anything

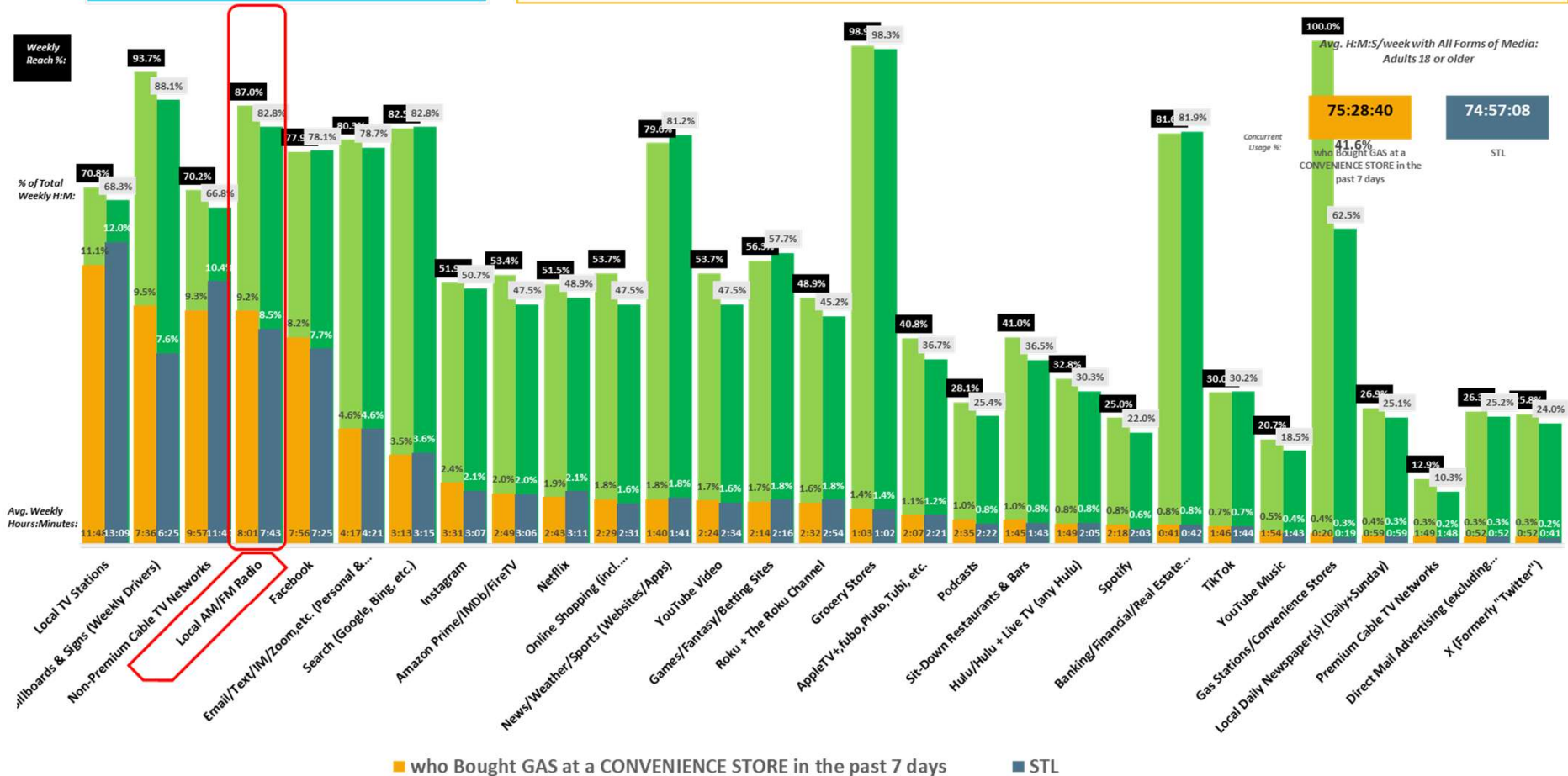


Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days spend an average of 3 days, 0 hours, 8 minutes and 22 seconds each week with All Forms of Media.  
87.9% of Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days spend an avg. of 8 hours and 7 minutes each week listening to All Local AM/FM Radio, representing 9.9% of total time spent with all forms of Media.





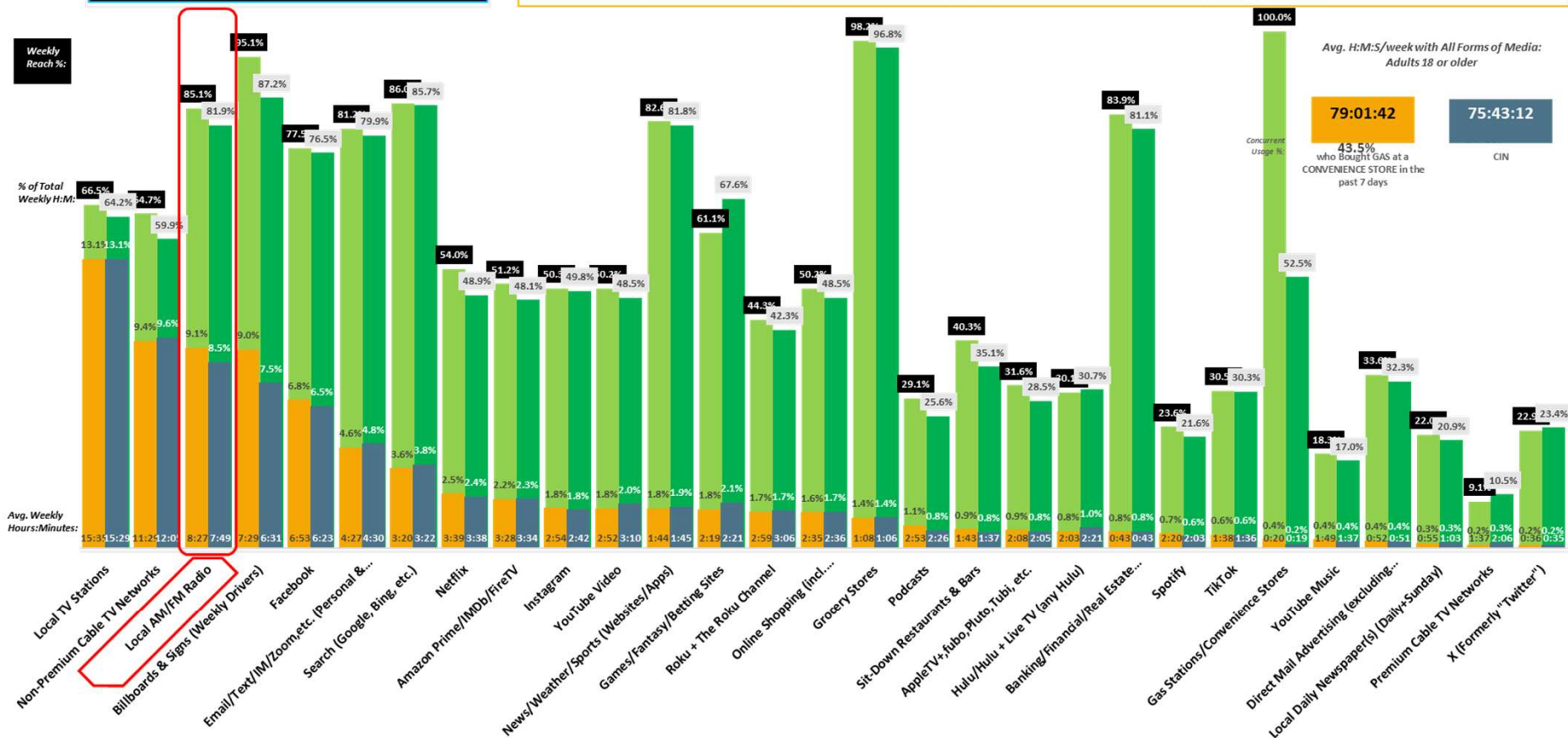
Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days spend an average of 3 days, 3 hours, 28 minutes and 40 seconds each week with All Forms of Media.  
 87.7% of Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days spend an avg. of 8 hours and 1 minutes each week listening to All Local AM/FM Radio, representing 9.2% of total time spent with all forms of Media.







Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days spend an average of 3 days, 7 hours, 1 minutes and 42 seconds each week with All Forms of Media.  
 85.1% of Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days spend an avg. of 8 hours and 27 minutes each week listening to All Local AM/FM Radio, representing 9.1% of total time spent with all forms of Media.



■ who Bought GAS at a CONVENIENCE STORE in the past 7 days ■ CIN

CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,100  
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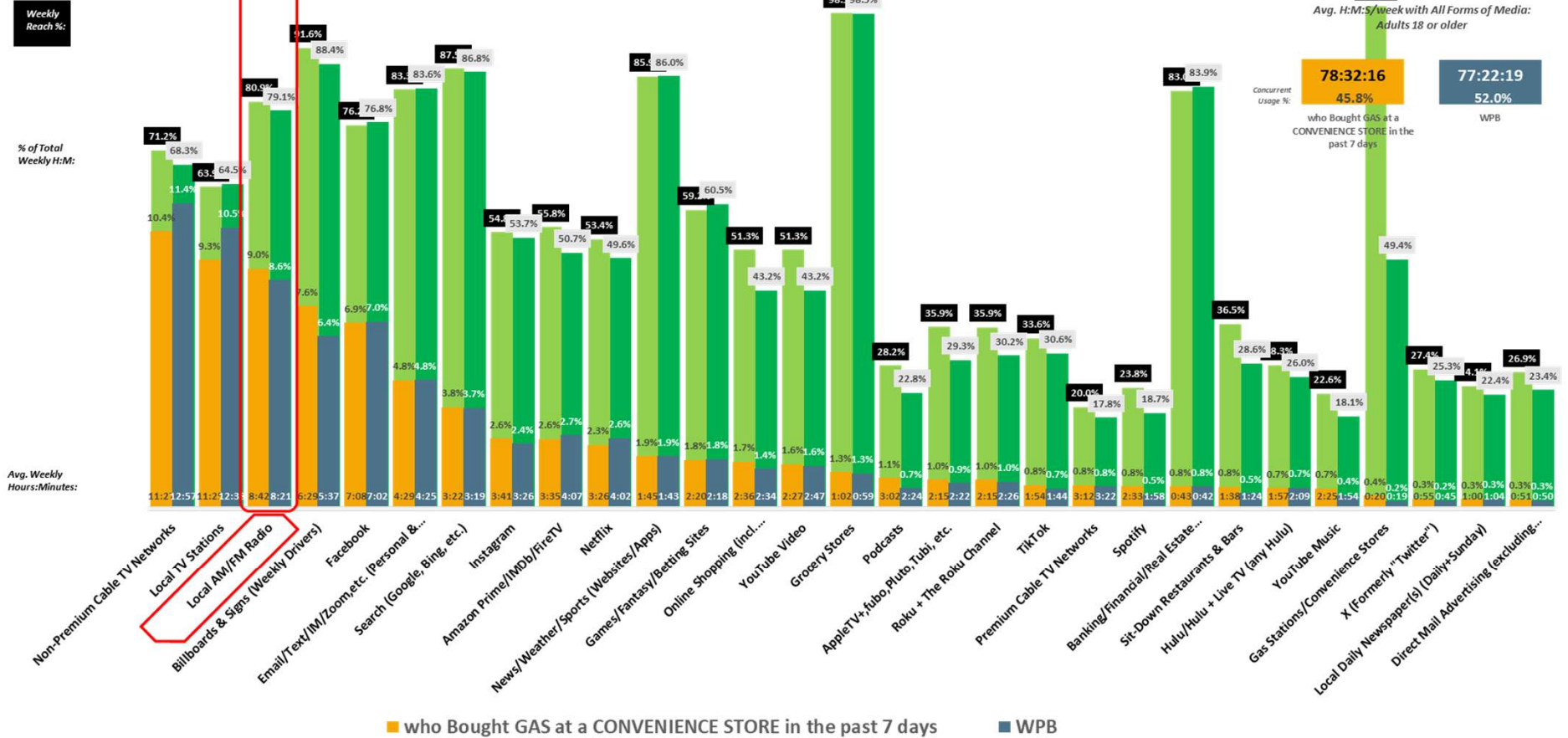
CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033

**HB Hubbard** Share of Everything for Anything

Convenience stores bought gas past 7 days (HHLD): 7-Eleven, or AmienStop, or ampm, or BP, or Casey's, or Chevron Food Mart, or Circle K, or Cumberland Farms, or Holiday Station Stores, or Hy-Vee, or IGA, or Kwik Trip, or Mobil Mart, or Other convenience store/gas station, or QuikTrip, or RaceTrac, or Sheetz, or Shell Food Mart, or Speedway, or UDF (United Dairy Farmers), or Wawa

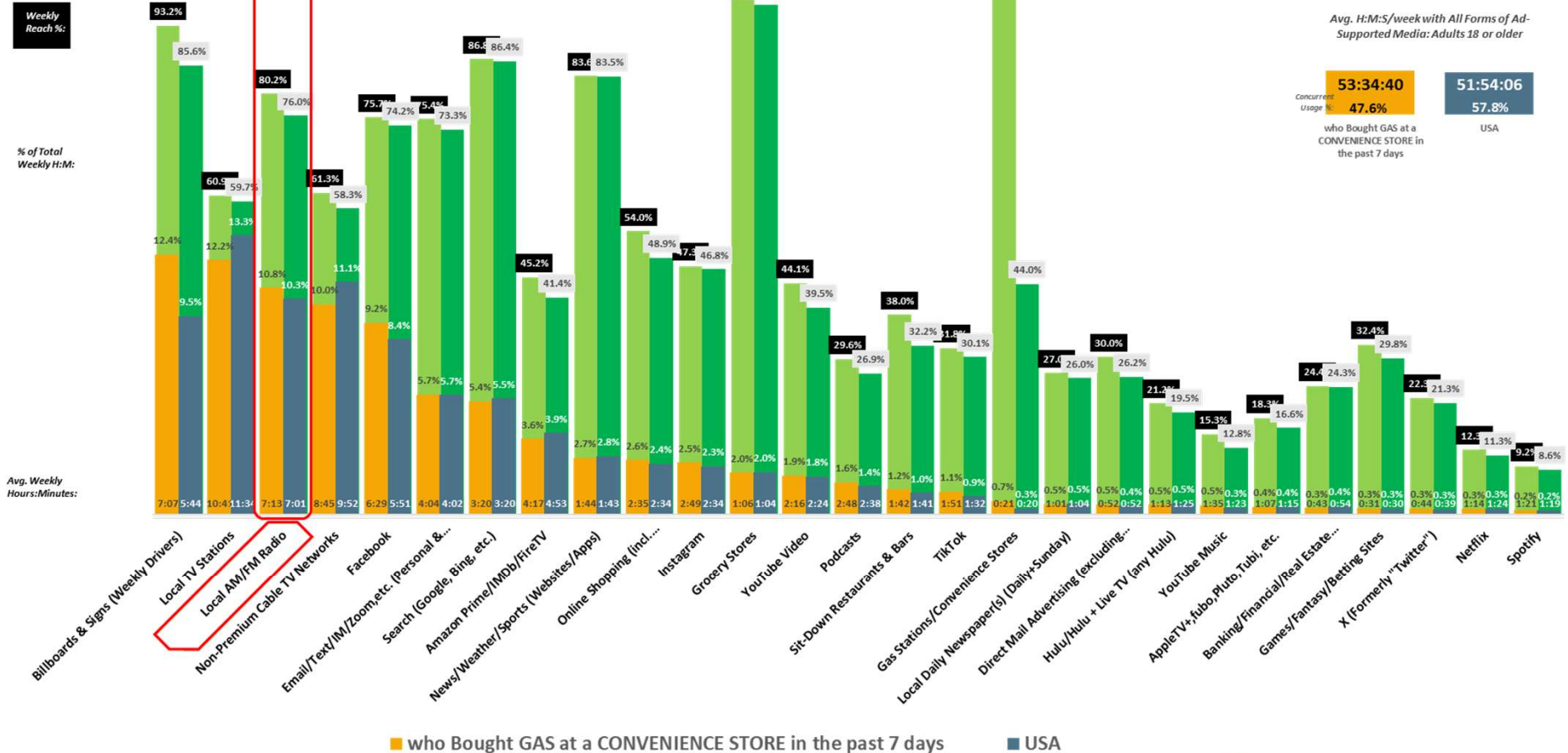


Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days spend an average of 3 days, 6 hours, 32 minutes and 16 seconds each week with All Forms of Media.  
 80.9% of Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days spend an avg. of 8 hours and 42 minutes each week listening to All Local AM/FM Radio, representing 9.% of total time spent with all forms of Media.





Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days spend an average of 2 days, 5 hours, 34 minutes and 40 seconds each week with All Forms of Ad-Supported Media.  
80.2% of Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days spend an avg. of 7 hours and 13 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.8% of total time spent with all forms of Ad-Supported Media



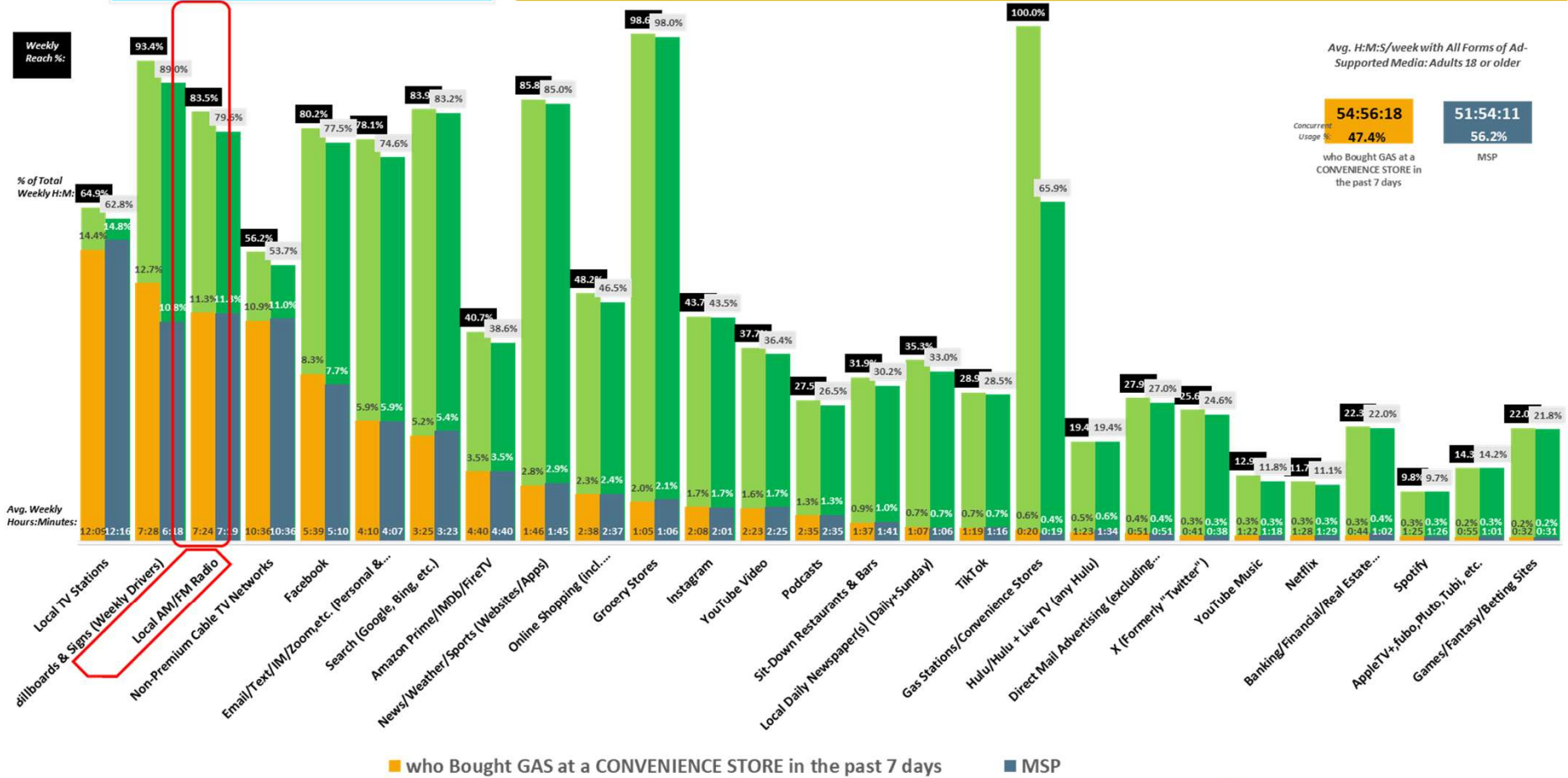
Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older

Concurrent Usage: 53:34:40 (who Bought GAS at a CONVENIENCE STORE in the past 7 days) vs 51:54:06 (USA)





Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days spend an average of 2 days, 6 hours, 56 minutes and 18 seconds each week with All Forms of Ad-Supported Media.  
83.5% of Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days spend an avg. of 7 hours and 24 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.3% of total time spent with all forms of Ad-Supported Media

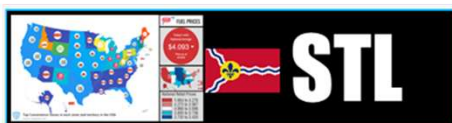


Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older

who Bought GAS at a CONVENIENCE STORE in the past 7 days	MSP
54:56:18	51:54:11
47.4%	56.2%

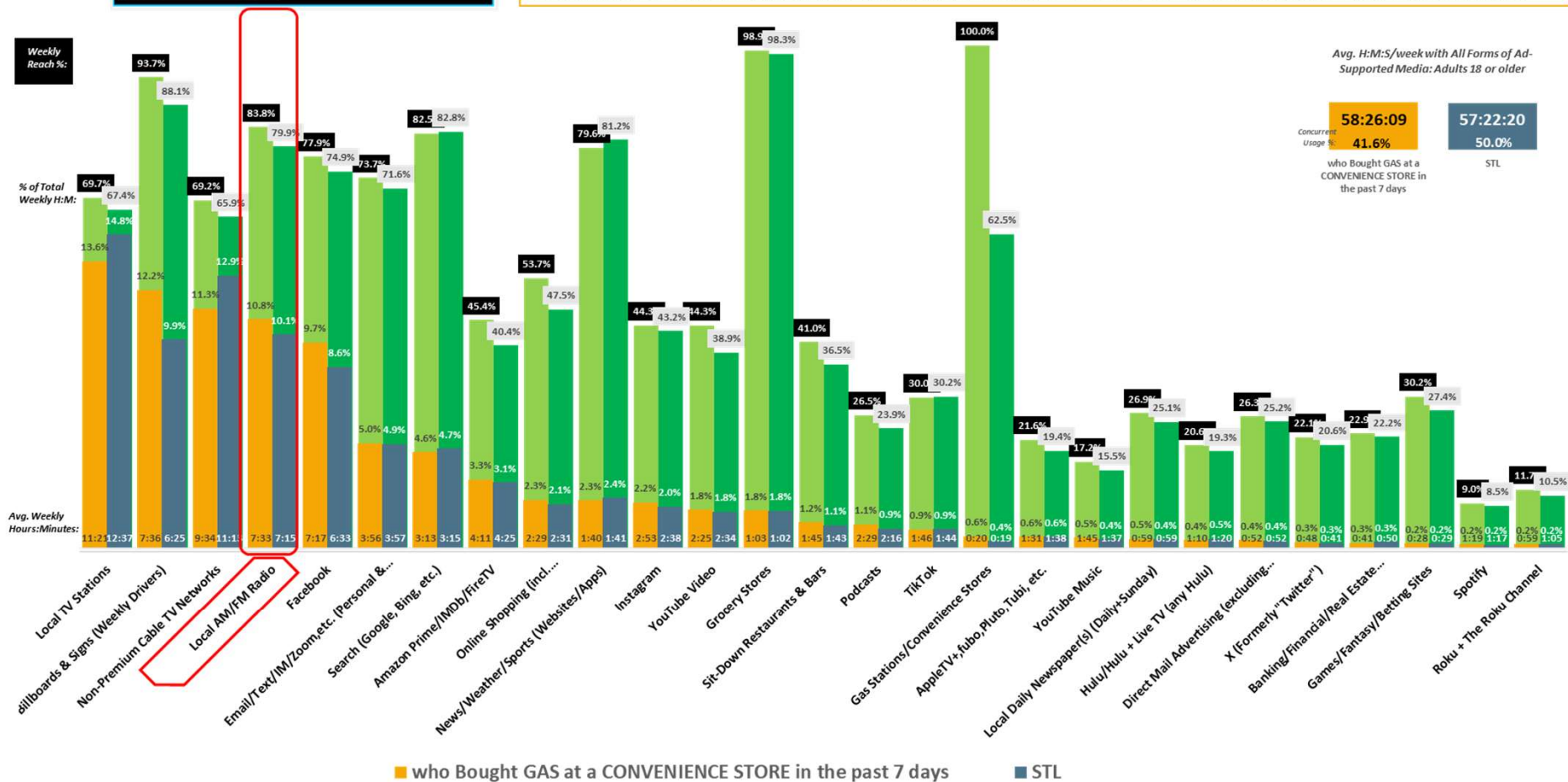






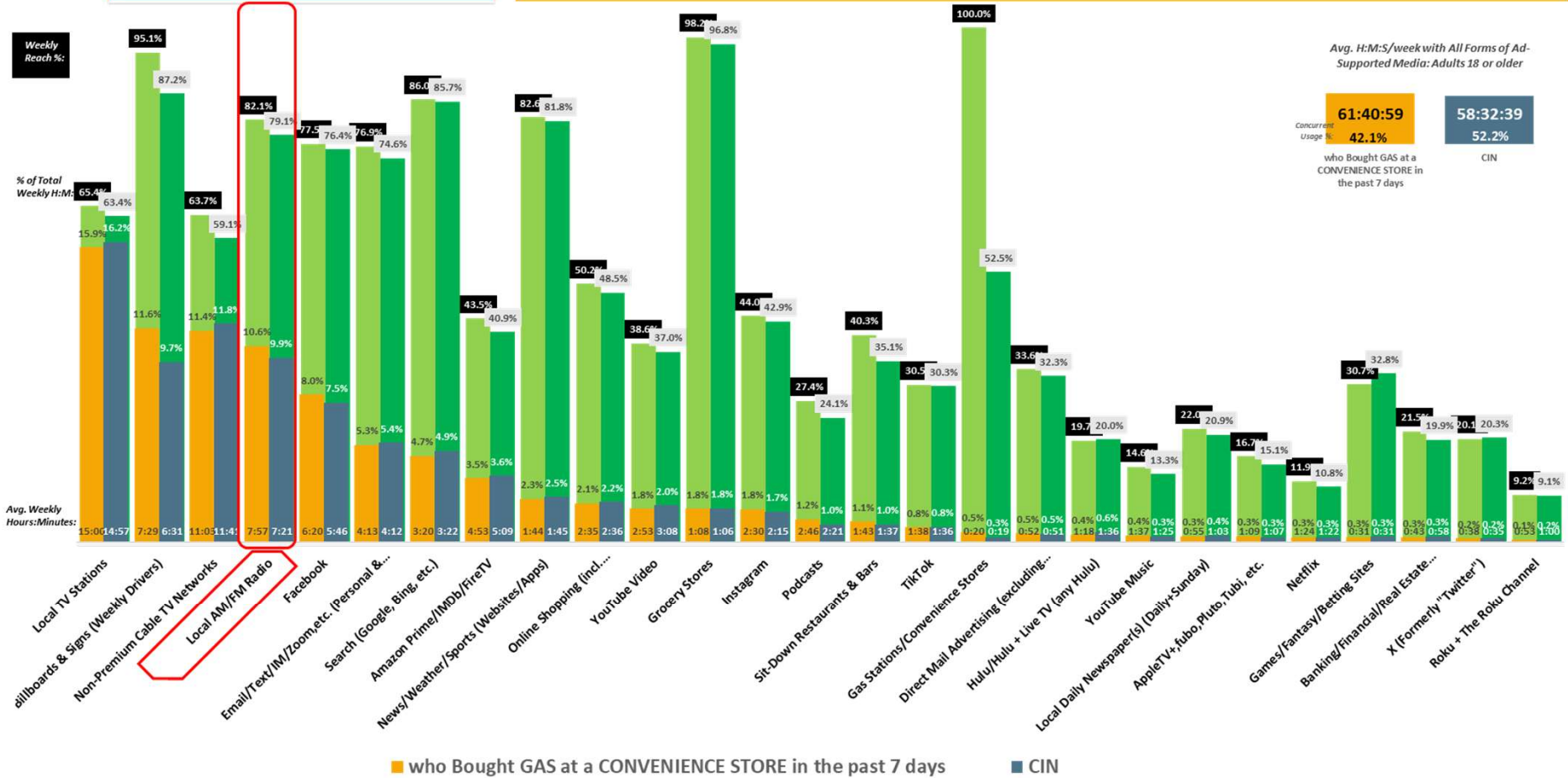
Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days spend an average of 2 days, 10 hours, 26 minutes and 9 seconds each week with All Forms of Ad-Supported Media.

*83.8% of Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days spend an avg. of 7 hours and 33 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.8% of total time spent with all forms of Ad-Supported Media*



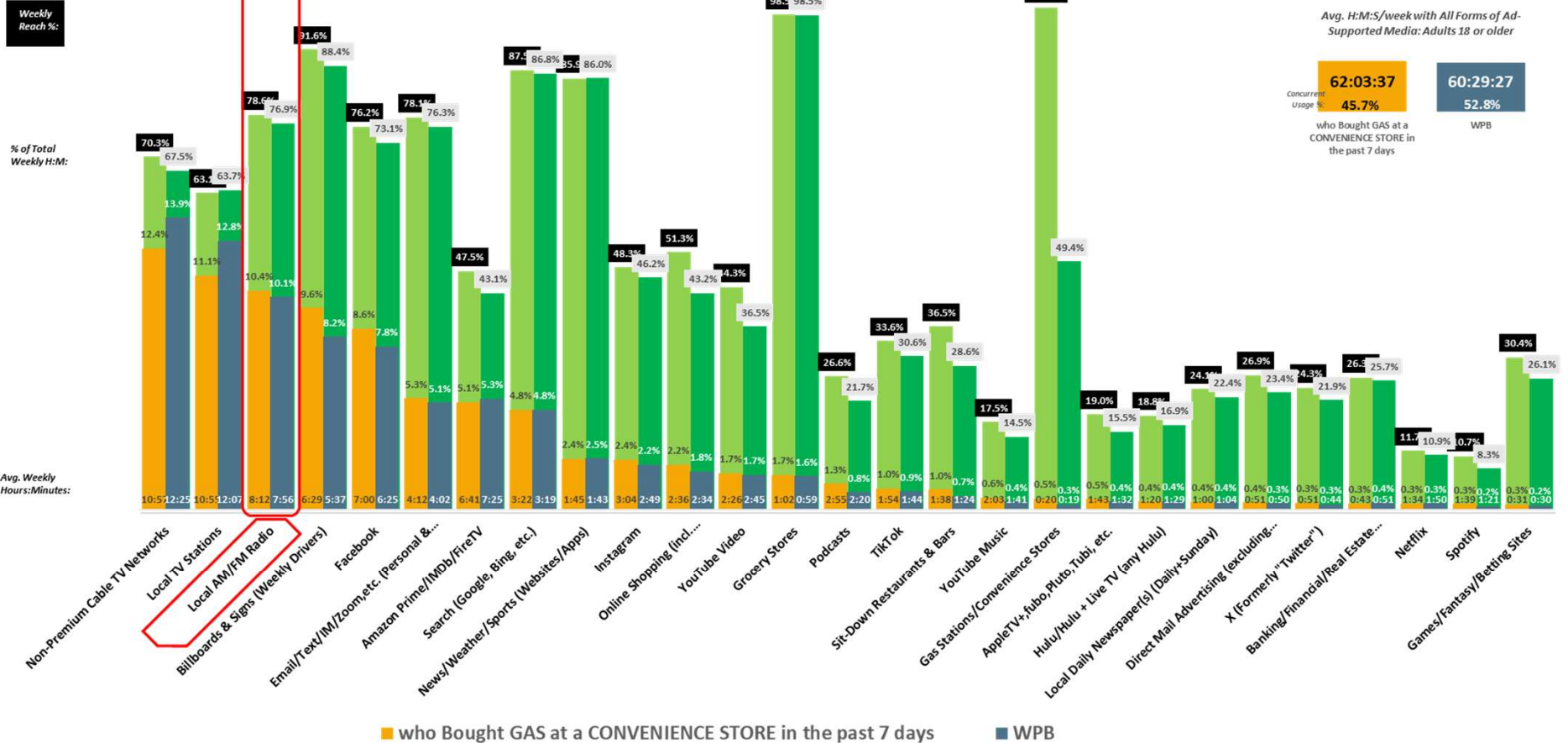


Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days spend an average of 2 days, 13 hours, 40 minutes and 59 seconds each week with All Forms of Ad-Supported Media.  
82.1% of Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days spend an avg. of 7 hours and 57 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.6% of total time spent with all forms of Ad-Supported Media





Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days spend an average of 2 days, 14 hours, 3 minutes and 37 seconds each week with All Forms of Ad-Supported Media.  
 78.6% of Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days spend an avg. of 8 hours and 12 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.4% of total time spent with all forms of Ad-Supported Media



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

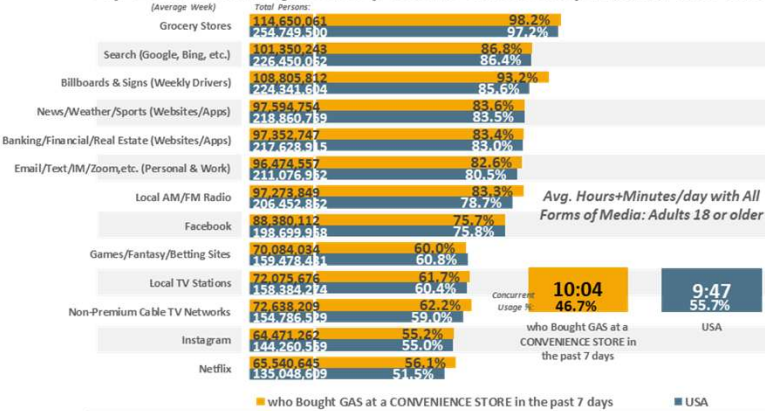
Concurrent Usage %	62.03:37	60.29:27
who Bought GAS at a CONVENIENCE STORE in the past 7 days	45.7%	52.8%
WPB		



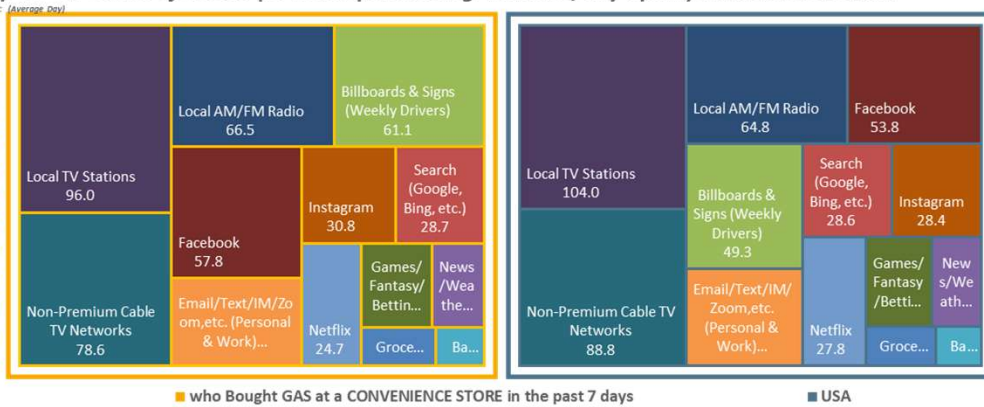


Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days spend an average of 7 hours and 39 minutes each day with All Forms of Ad-Supported Media. 80.2% listen to Local AM/FM Radio for an avg. of 61.9 minutes/day. (Local Radio delivers 10.8% of Time with Ad-Supported Media.)

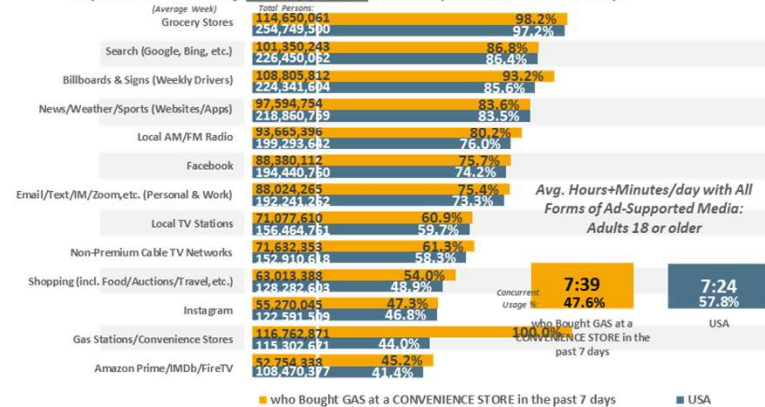
### Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



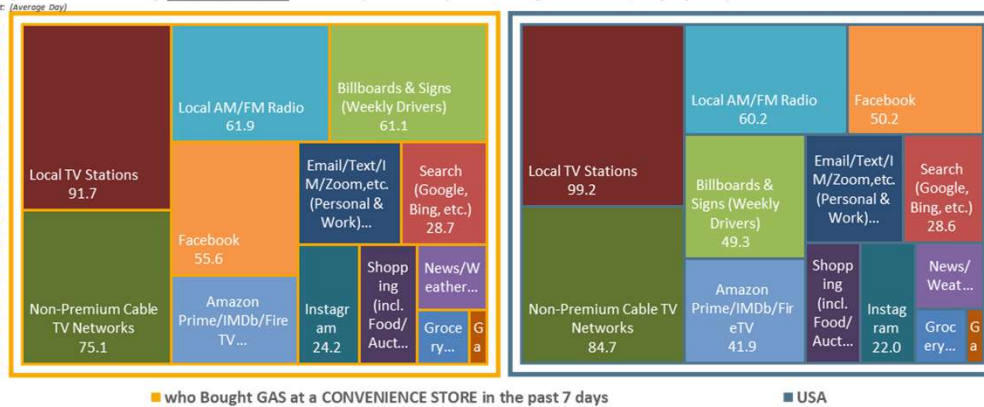
### Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2026: Sep24-Jan26 Qual Intab 11,212  
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USA Projection Scarborough R1 2026: Sep24-Jan26 Qual Intab 25,371

soefa.ai Share of Everything for Anything

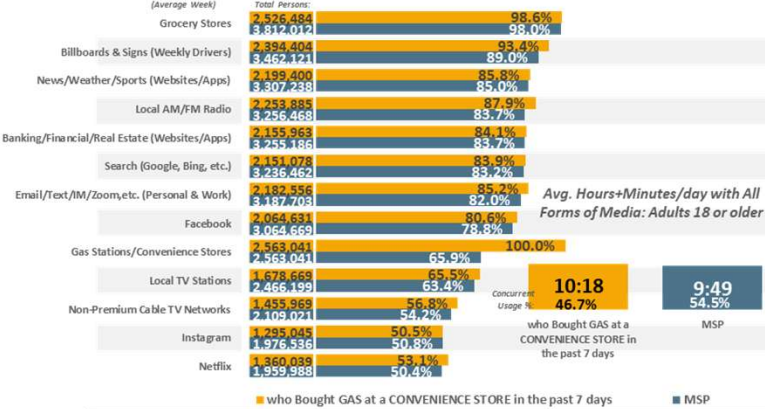
Convenience stores bought gas past 7 days (HHLD): 7-Eleven, or AmeriStop, or ampm, or BP, or Casey's, or Chevron Food Mart, or Circle K, or Cumberland Farms, or Holiday Station Stores, or Hy-Vee Fast & Fresh, or Kwik Trip, or Mobil Mart, or Other convenience store/gas station, or QuikTrip, or RaceTrac, or Sheetz, or Shell Food Mart, or Speedway, or UDF (United Dairy Farmers), or Wawa



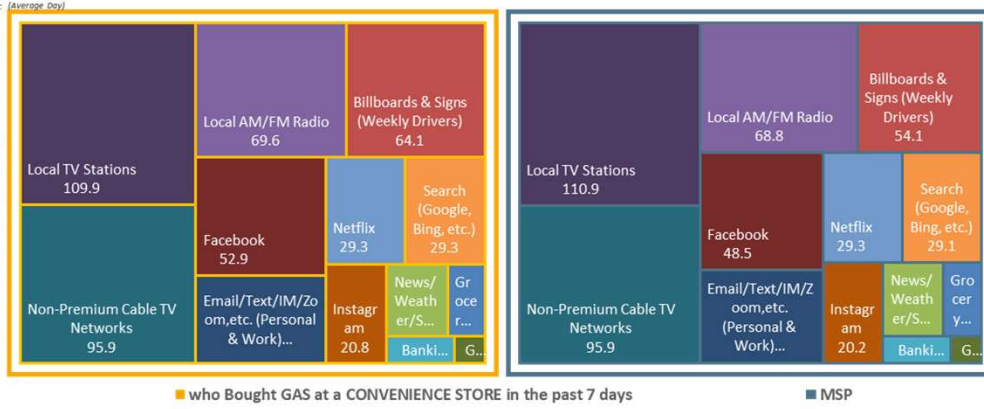


Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days spend an average of 7 hours and 50 minutes each day with All Forms of Ad-Supported Media. 83.5% listen to Local AM/FM Radio for an avg. of 63.5 minutes/day. (Local Radio delivers 11.3% of Time with Ad-Supported Media.)

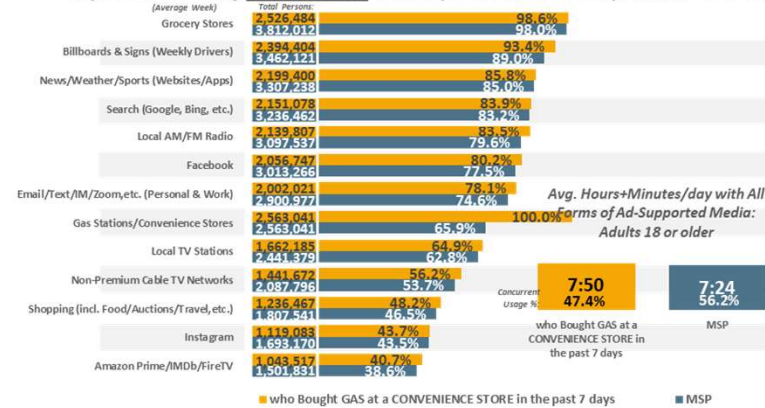
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



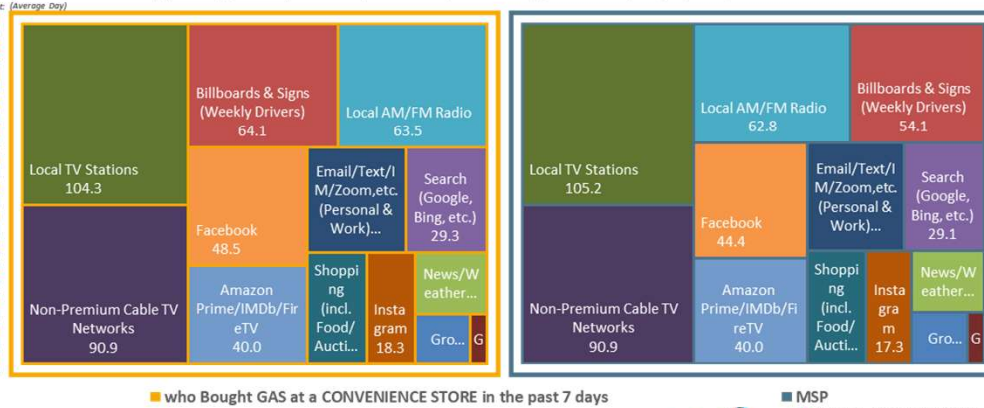
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,345  
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soefa.ai Share of Everything for Anything

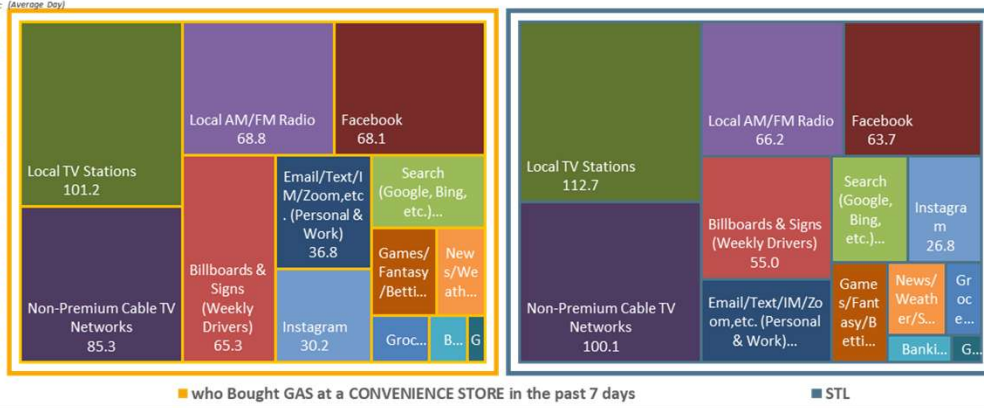
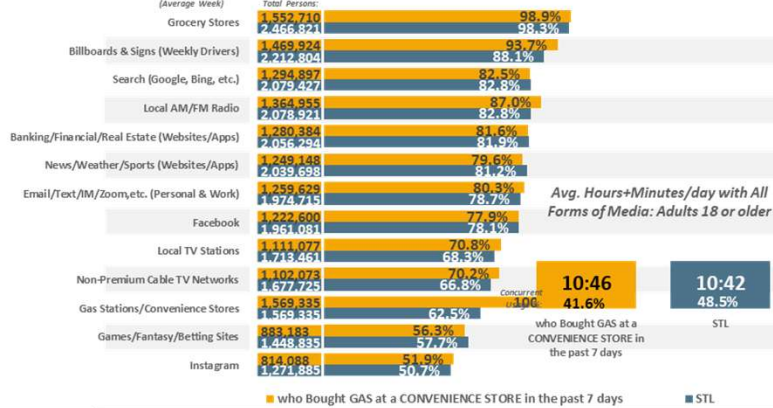
Convenience stores bought gas past 7 days (HHLD): 7-Eleven, or AmeriStop, or ampm, or BP, or Casey's, or Chevron Food Mart, or Circle K, or Cumberland Farms, or Holiday Station Stores, or Hy-Vee Fast & Fresh, or Kwik Trip, or Mobil Mart, or Other convenience store/gas station, or QuikTrip, or RaceTrac, or Sheetz, or Shell Food Mart, or Speedway, or UDF (United Dairy Farmers), or Wawa



Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days spend an average of 8 hours and 20 minutes each day with All Forms of Ad-Supported Media. 83.8% listen to Local AM/FM Radio for an avg. of 64.8 minutes/day. (Local Radio delivers 10.8% of Time with Ad-Supported Media.)

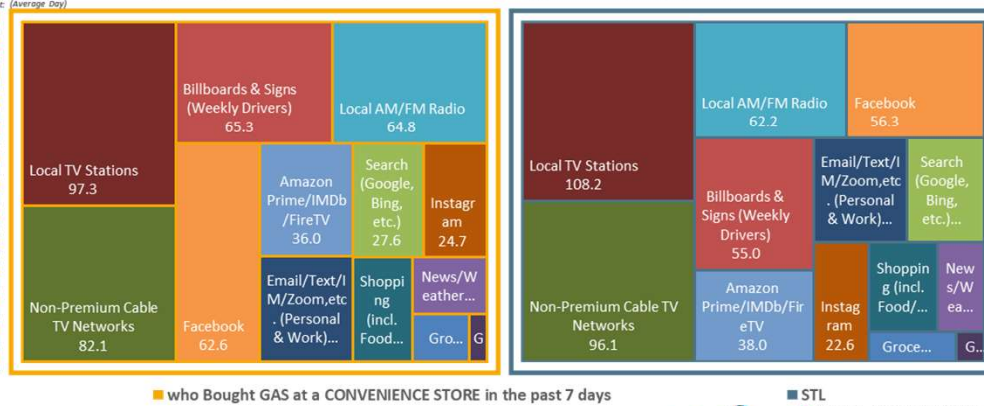
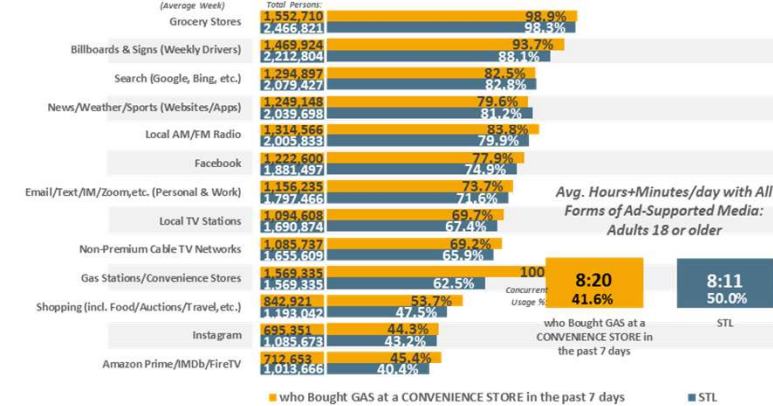
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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



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

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

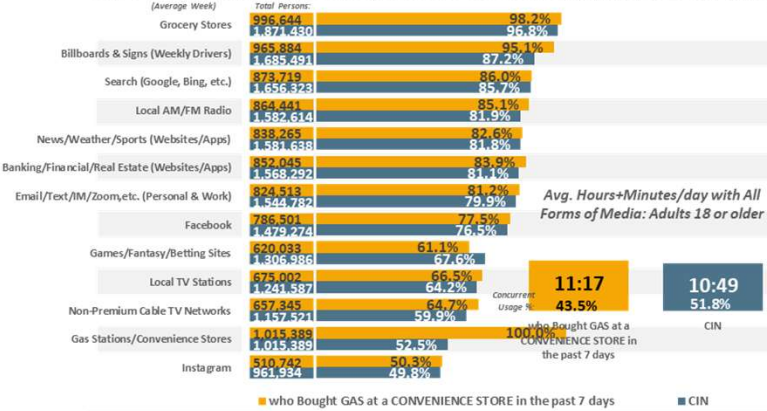




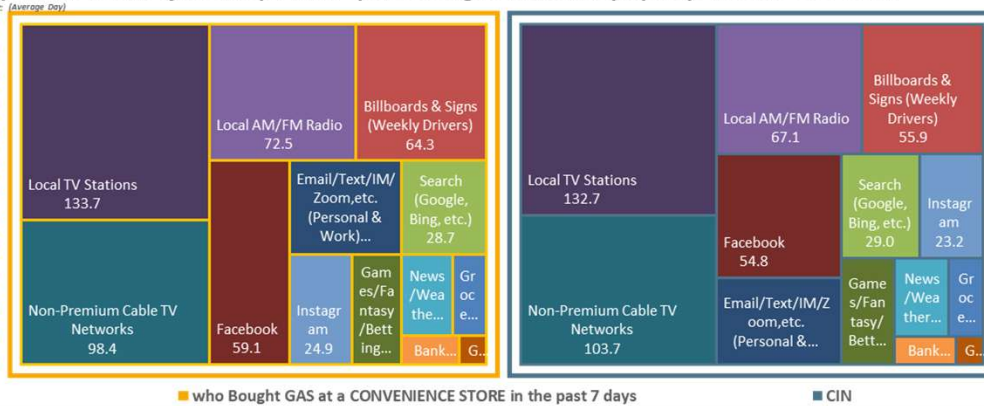


Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days spend an average of 8 hours and 48 minutes each day with All Forms of Ad-Supported Media. 82.1% listen to Local AM/FM Radio for an avg. of 68.2 minutes/day. (Local Radio delivers 10.6% of Time with Ad-Supported Media.)

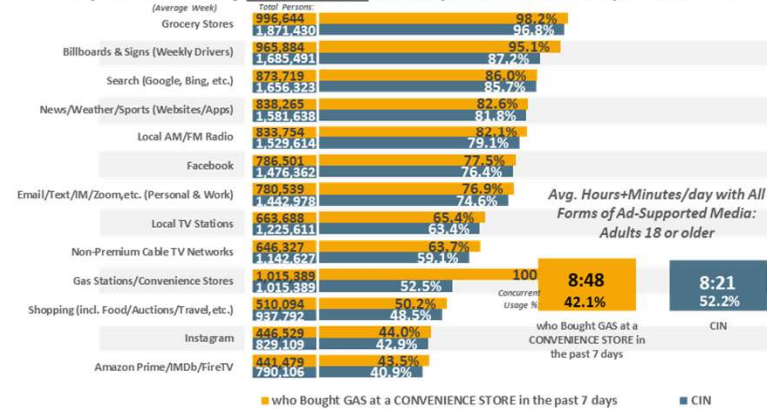
### Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



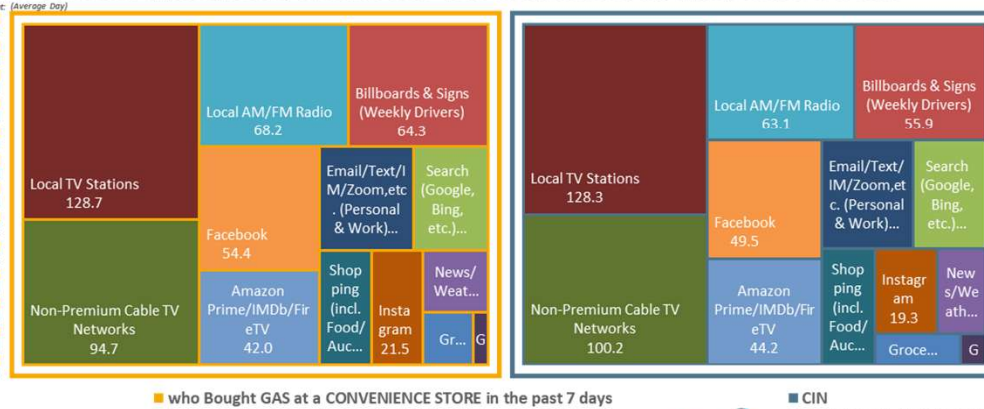
### Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,100  
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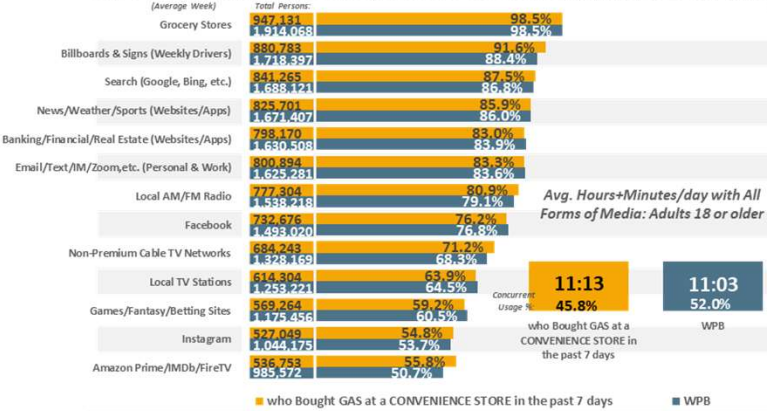
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Convenience stores bought gas past 7 days (HHLD): 7-Eleven, or AmeriStop, or ampm, or BP, or Casey's, or Chevron Food Mart, or Circle K, or Cumberland Farms, or Holiday Station Stores, or Hy-Vee Fast & Fresh, or Kwik Trip, or Mobil Mart, or Other convenience store/gas station, or QuikTrip, or RaceTrac, or Sheetz, or Shell Food Mart, or Speedway, or UDF (United Dairy Farmers), or Wawa

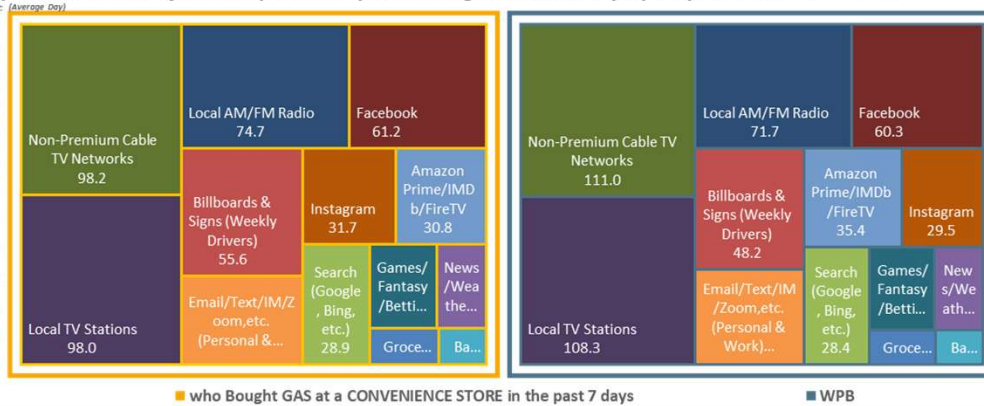


Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days spend an average of 8 hours and 51 minutes each day with All Forms of Ad-Supported Media. 78.6% listen to Local AM/FM Radio for an avg. of 70.4 minutes/day. (Local Radio delivers 10.4% of Time with Ad-Supported Media.)

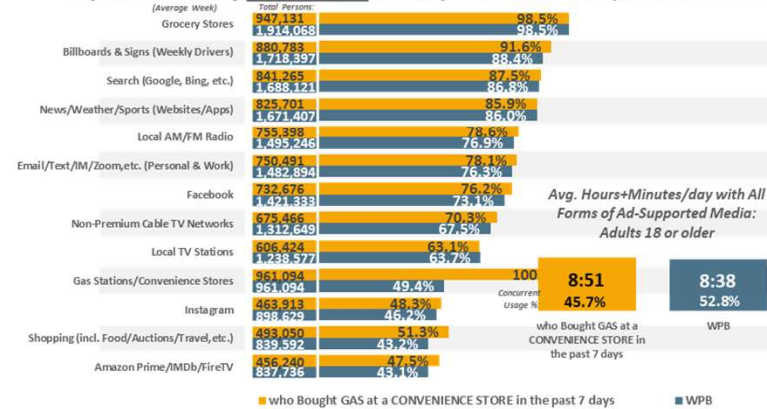
### Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



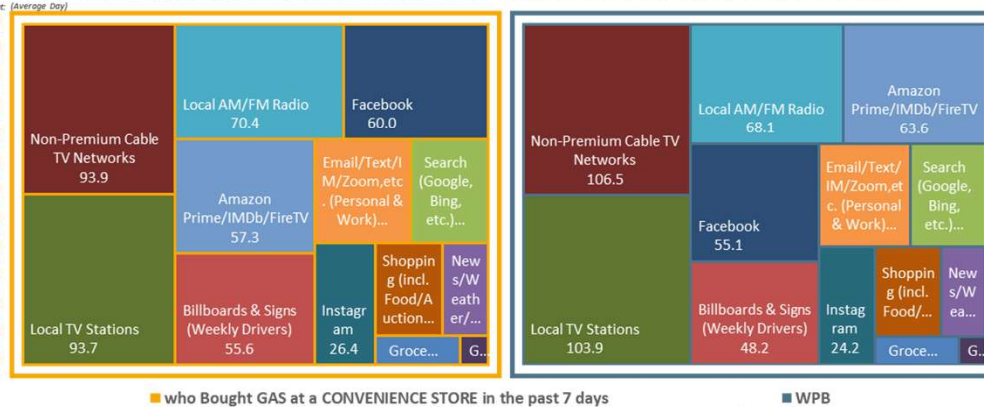
### Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



### 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



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 1,333  
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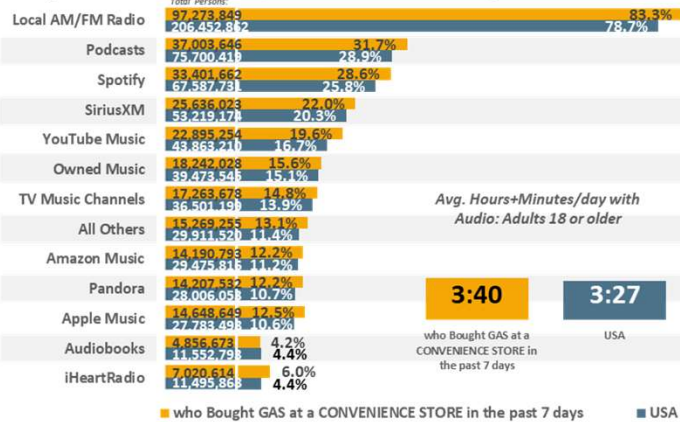
Convenience stores bought gas past 7 days (HHLD): 7-Eleven, or AmeriStop, or ampm, or BP, or Casey's, or Chevron Food Mart, or Circle K, or Cumberland Farms, or Holiday Station Stores, or Hy-Vee Fast & Fresh, or Kwik Trip, or Mobil Mart, or Other convenience store/gas station, or QuikTrip, or RaceTrac, or Sheetz, or Shell Food Mart, or Speedway, or UDF (United Dairy Farmers), or Wawa



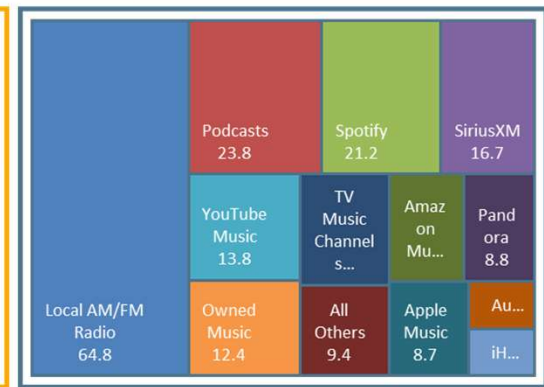
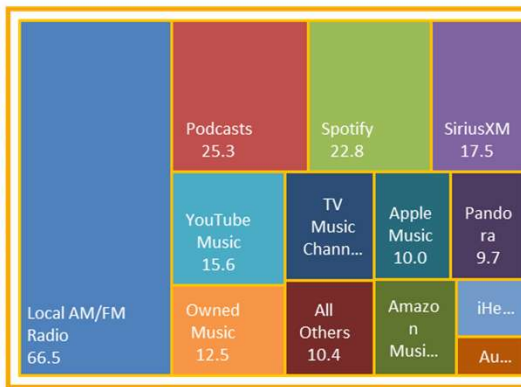


93,665,396 or 80.2% of Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 61.9 minutes every day representing 40.1% of all time spent daily with Ad-Supported Audio.

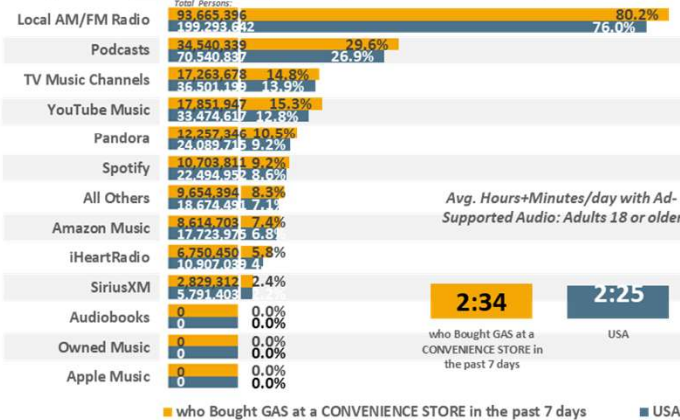
### Avg. Week All Audio (Persons & % Reach): Adults 18 or older



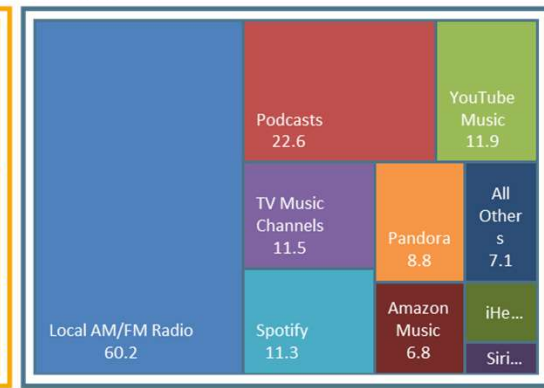
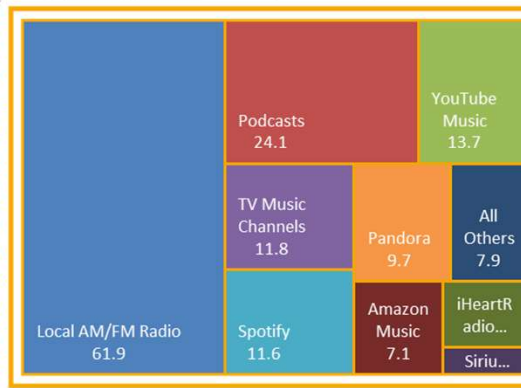
### Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



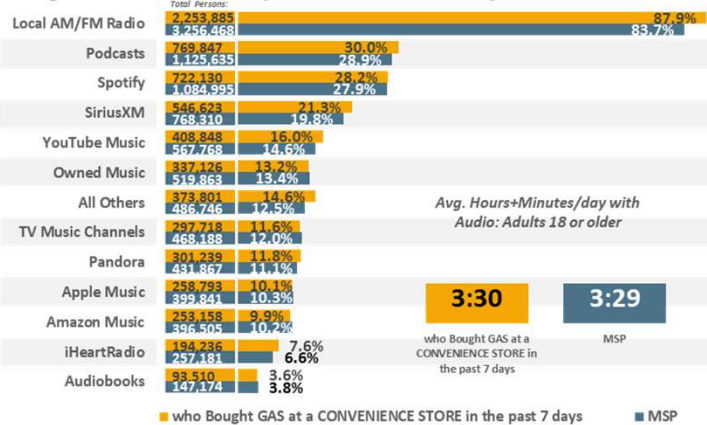
### Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



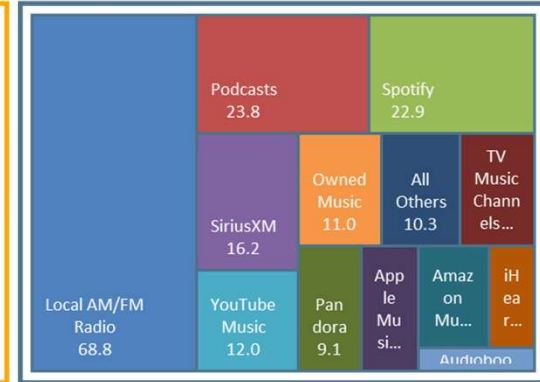
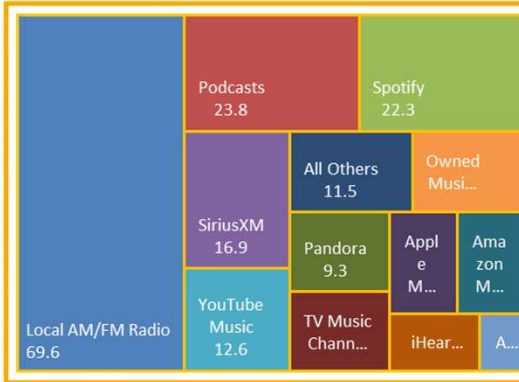


2,139,807 or 83.5% of Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 63.5 minutes every day representing 42.% of all time spent daily with Ad-Supported Audio.

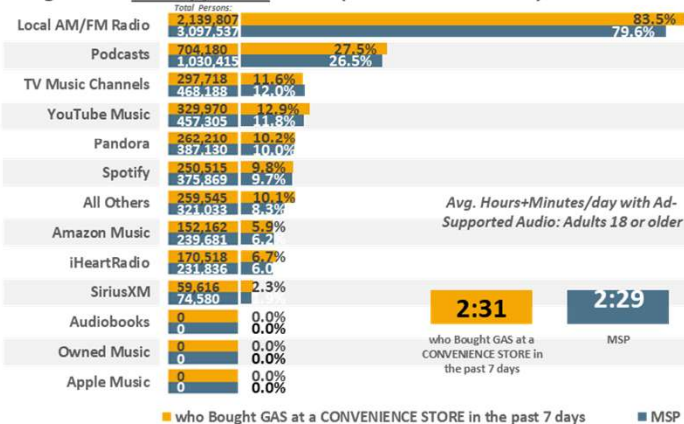
### Avg. Week All Audio (Persons & % Reach): Adults 18 or older



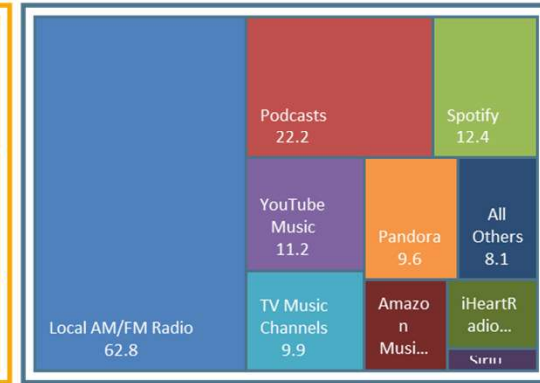
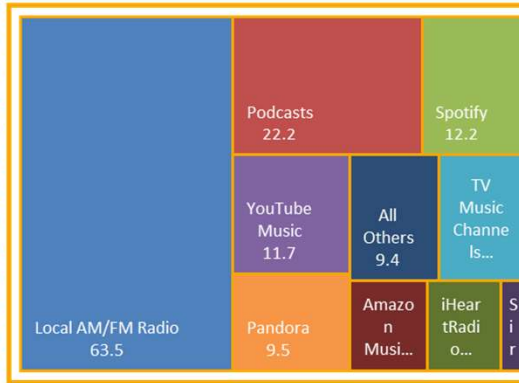
### Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



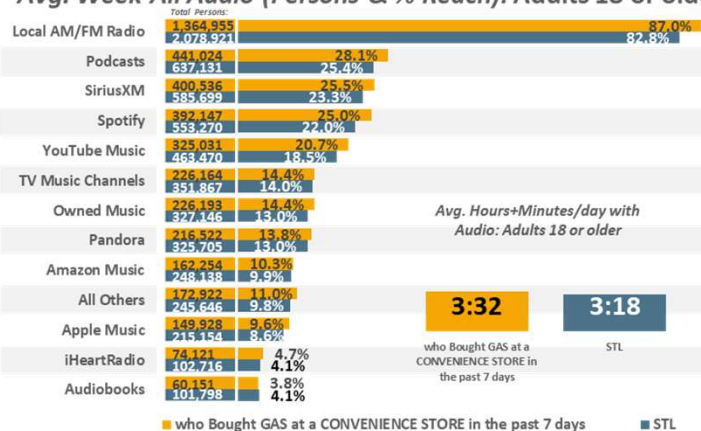
### Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



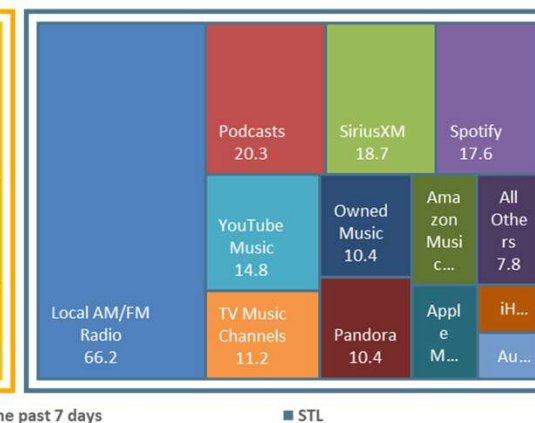
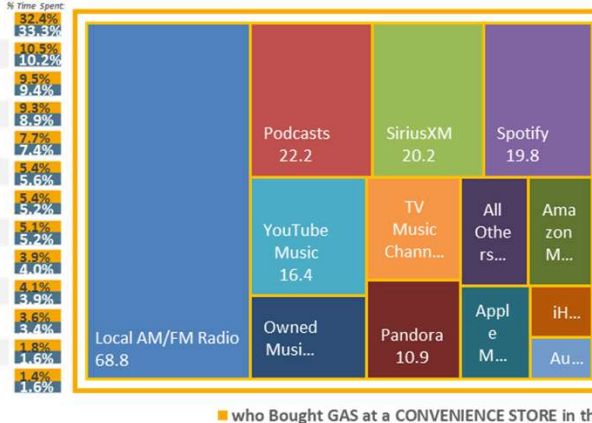


1,314,566 or 83.8% of Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 64.8 minutes every day representing 41.9% of all time spent daily with Ad-Supported Audio.

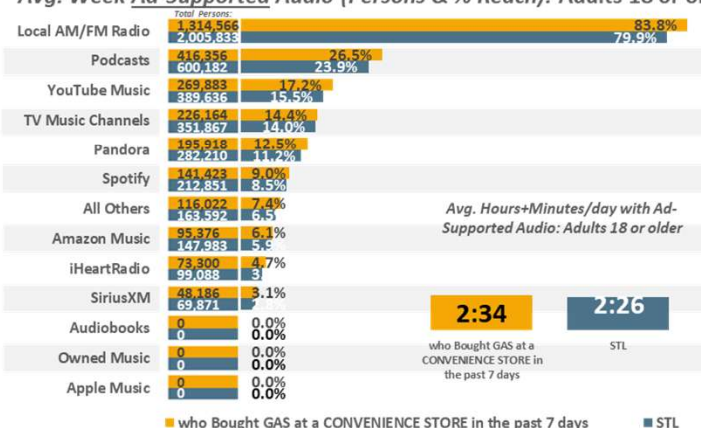
### Avg. Week All Audio (Persons & % Reach): Adults 18 or older



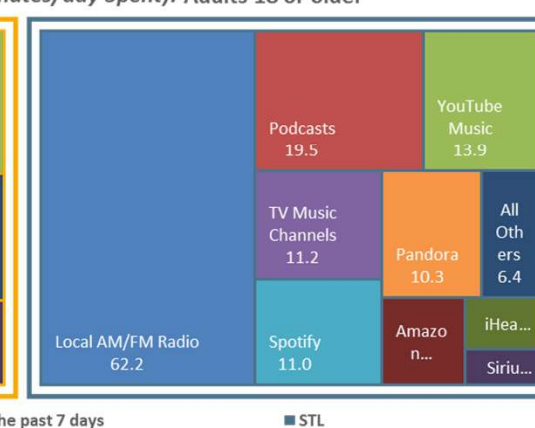
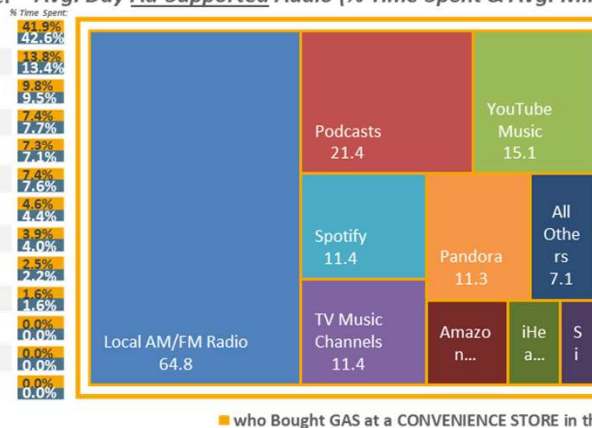
### Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,259  
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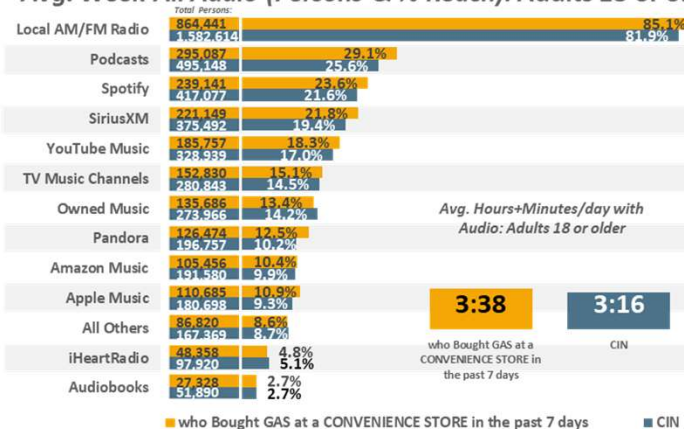
Convenience stores bought gas past 7 days (HHLD): 7-Eleven, or AmeriStop, or ampm, or BP, or Casey's, or Chevron Food Mart, or Circle K, or Cumberland Farms, or Holiday Station Stores, or Hy-Vee Fast & Fresh, or Kwik Trip, or Mobil Mart, or Other convenience store/gas station, or QuikTrip, or RaceTrac, or Sheetz, or Shell Food Mart, or Speedway, or UDF (United Dairy Farmers), or Wawa



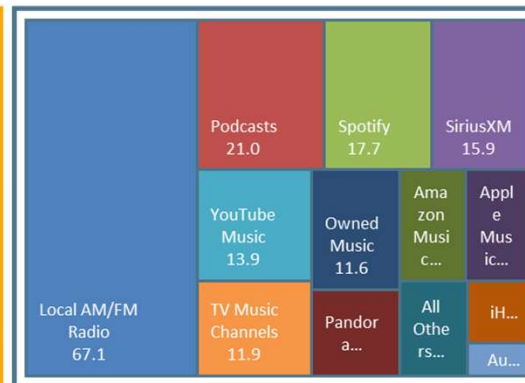
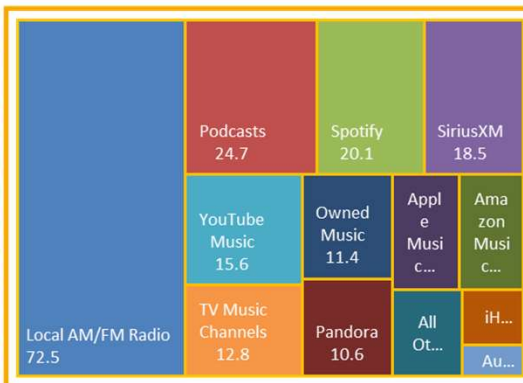


833,754 or 82.1% of Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 68.2 minutes every day representing 43.9% of all time spent daily with Ad-Supported Audio.

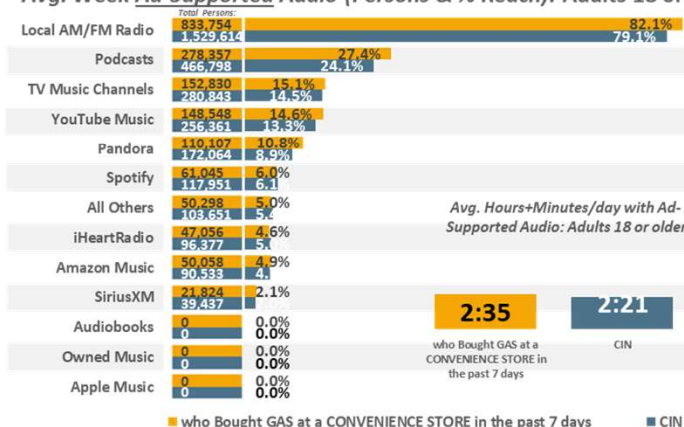
### Avg. Week All Audio (Persons & % Reach): Adults 18 or older



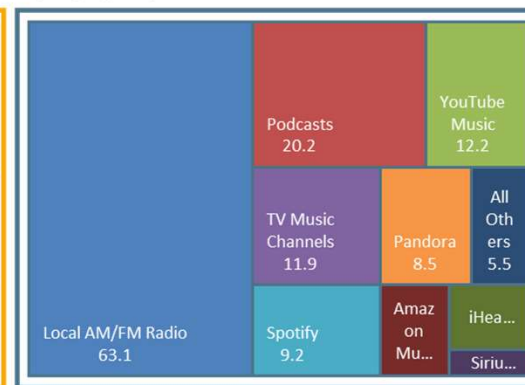
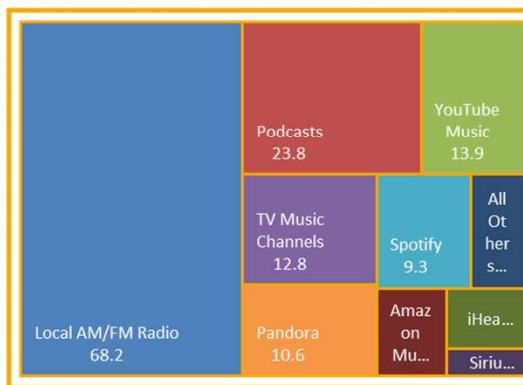
### Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,100  
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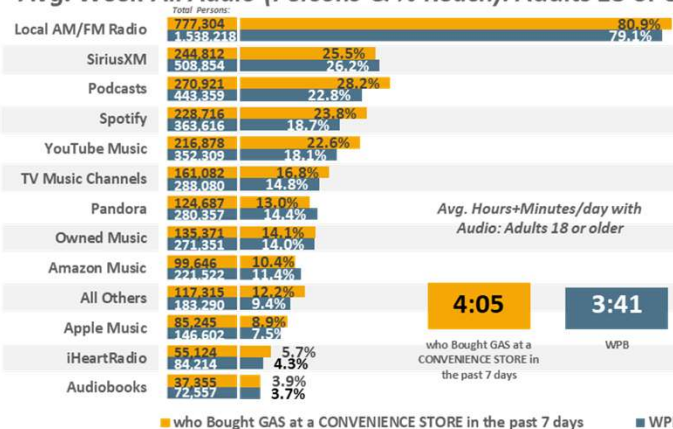
Convenience stores bought gas past 7 days (HHLD): 7-Eleven, or AmeriStop, or ampm, or BP, or Casey's, or Chevron Food Mart, or Circle K, or Cumberland Farms, or Holiday Station Stores, or Hy-Vee Fast & Fresh, or Kwik Trip, or Mobil Mart, or Other convenience store/gas station, or QuikTrip, or RaceTrac, or Sheetz, or Shell Food Mart, or Speedway, or UDF (United Dairy Farmers), or Wawa



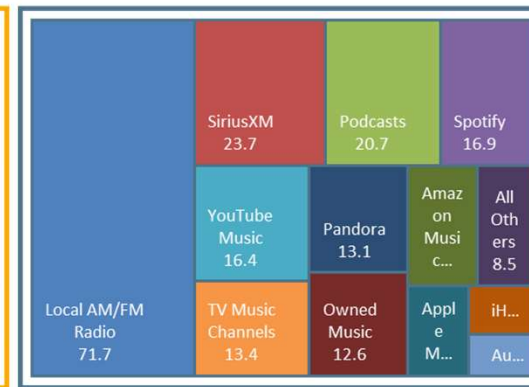
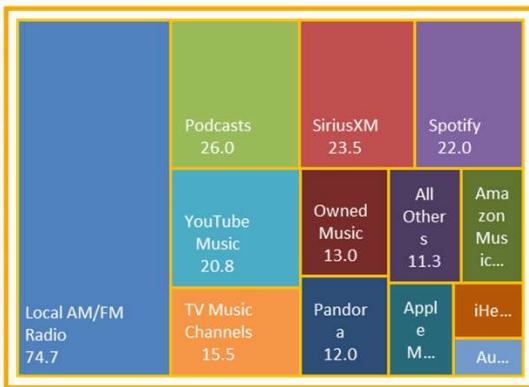


755,398 or 78.6% of Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 70.4 minutes every day representing 39.0% of all time spent daily with Ad-Supported Audio.

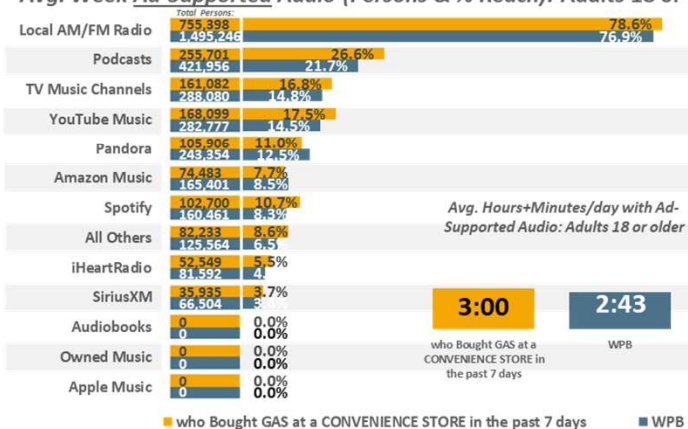
### Avg. Week All Audio (Persons & % Reach): Adults 18 or older



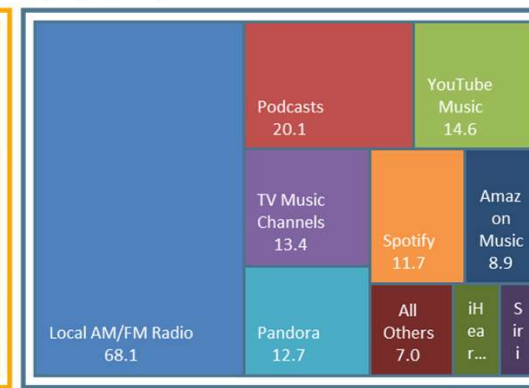
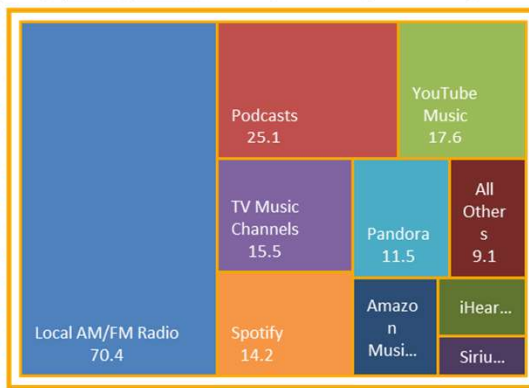
### Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



### 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



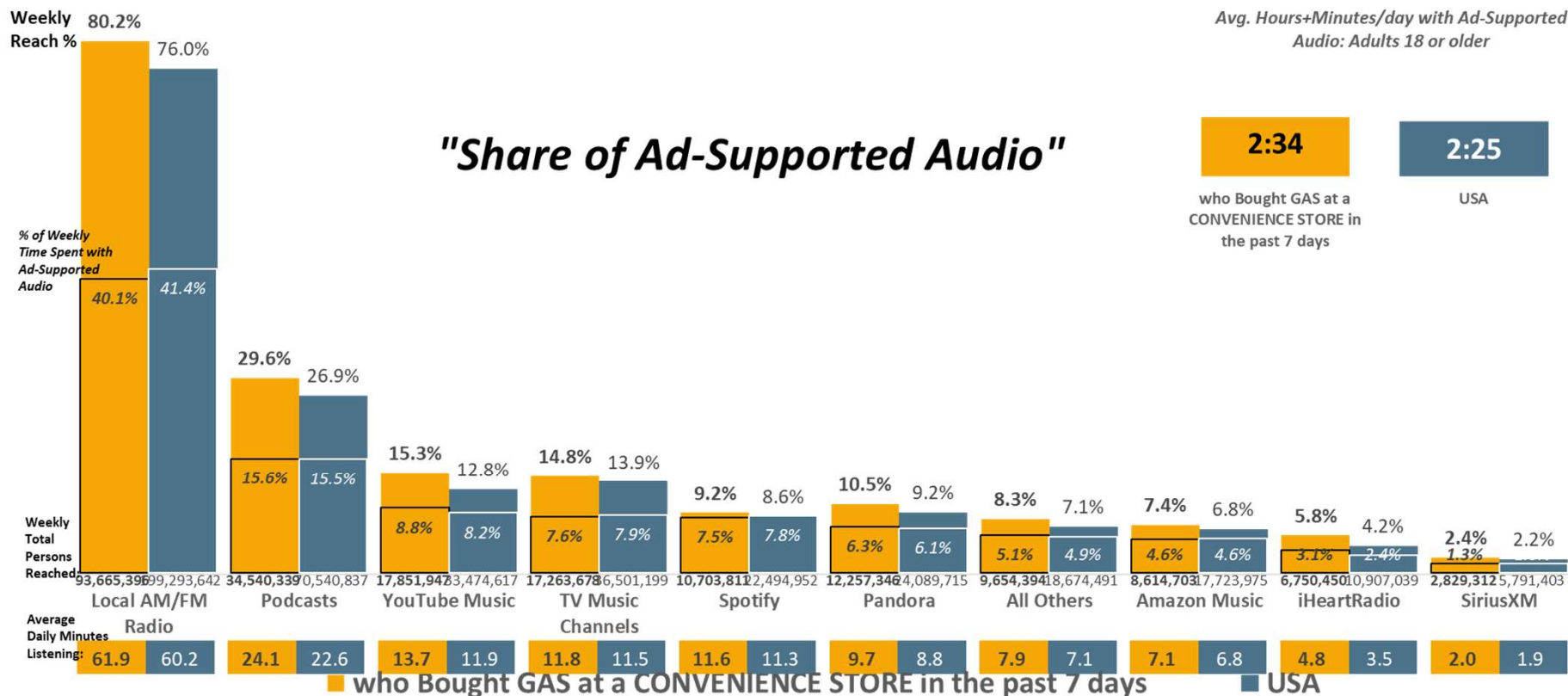
WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 1,333  
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Convenience stores bought gas past 7 days (HHLD): 7-Eleven, or AmeriStop, or ampm, or BP, or Casey's, or Chevron Food Mart, or Circle K, or Cumberland Farms, or Holiday Station Stores, or Hy-Vee Fast & Fresh, or Kwik Trip, or Mobil Mart, or Other convenience store/gas station, or QuikTrip, or RaceTrac, or Sheetz, or Shell Food Mart, or Speedway, or UDF (United Dairy Farmers), or Wawa

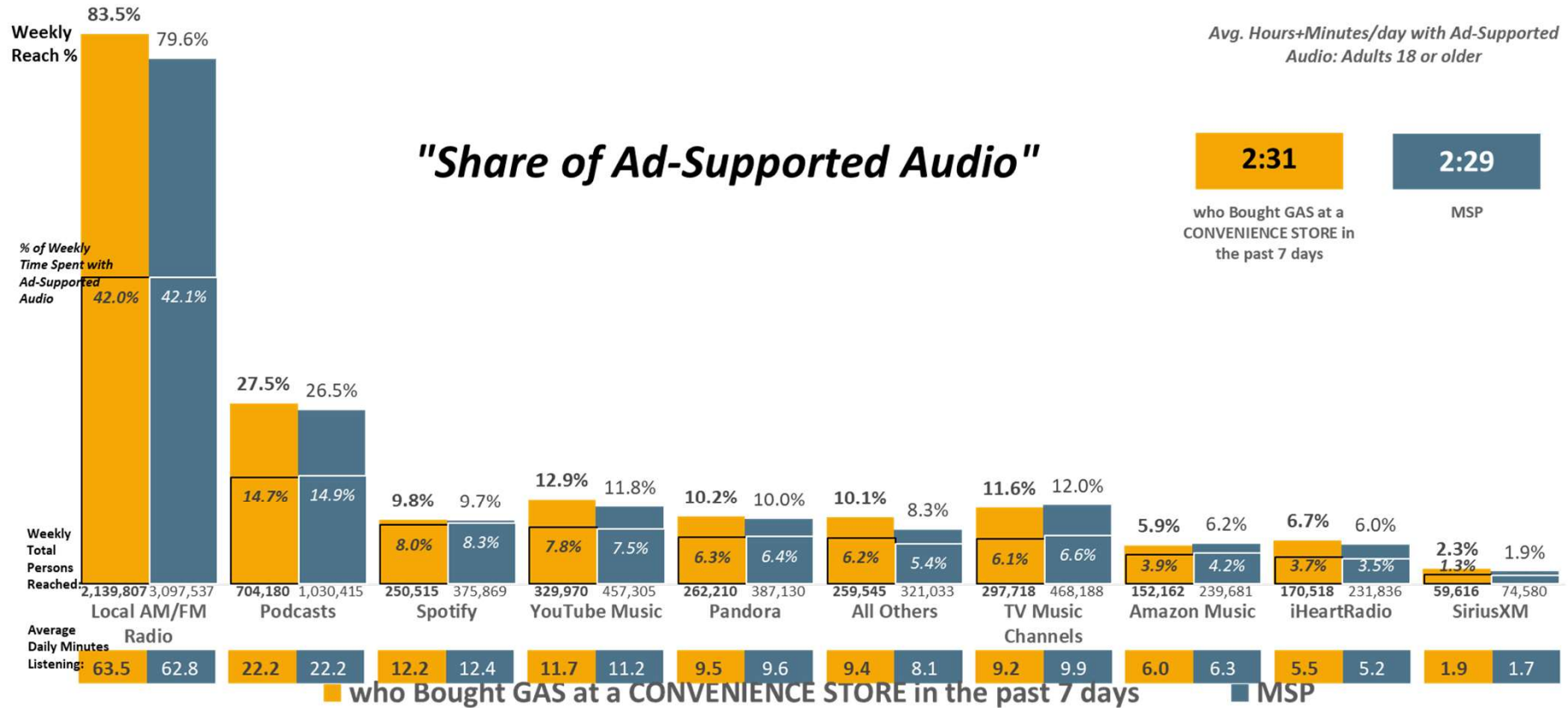


93,665,396 or 80.2% of Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 61.9 minutes every day representing 40.1% of all time spent daily with Ad-Supported Audio.





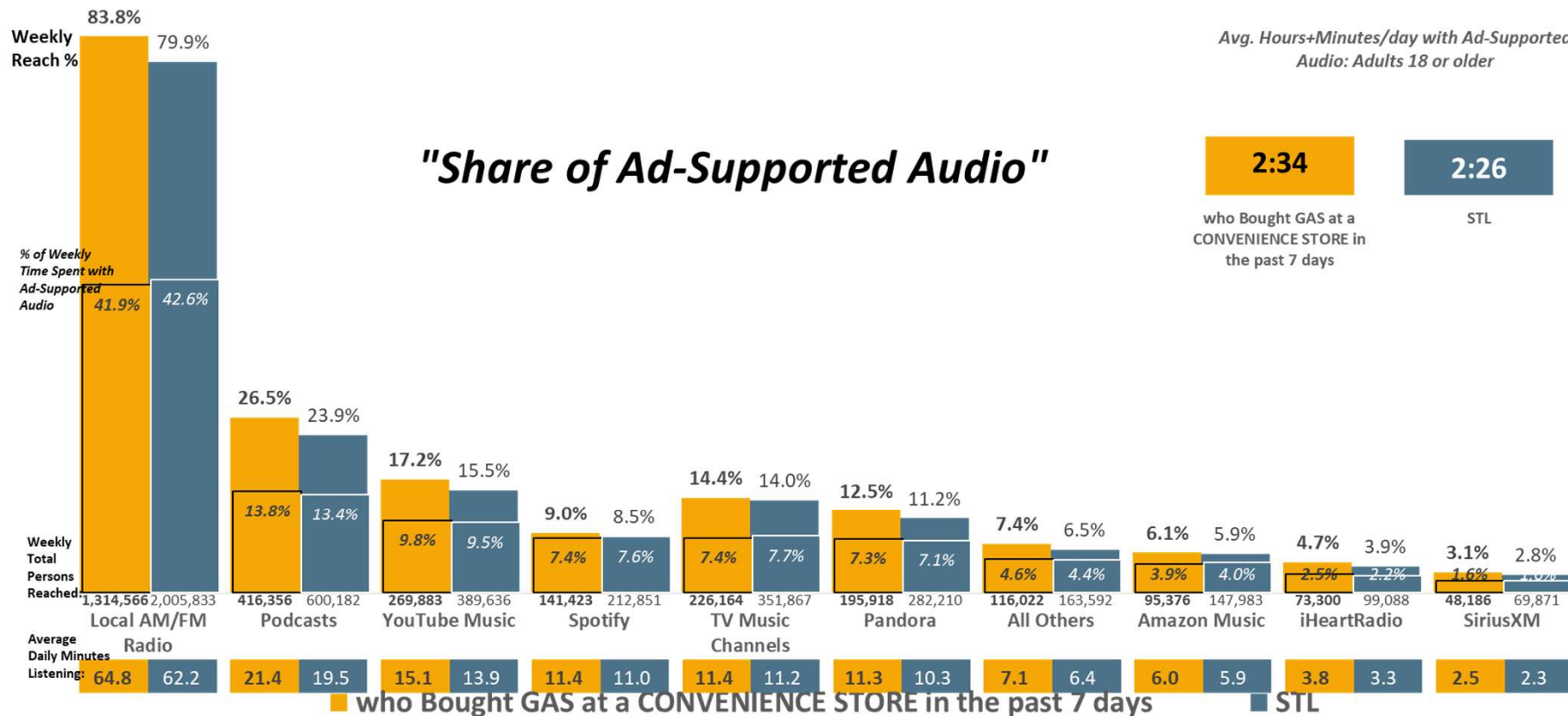
2,139,807 or 83.5% of Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 63.5 minutes every day representing 42.0% of all time spent daily with Ad-Supported Audio.





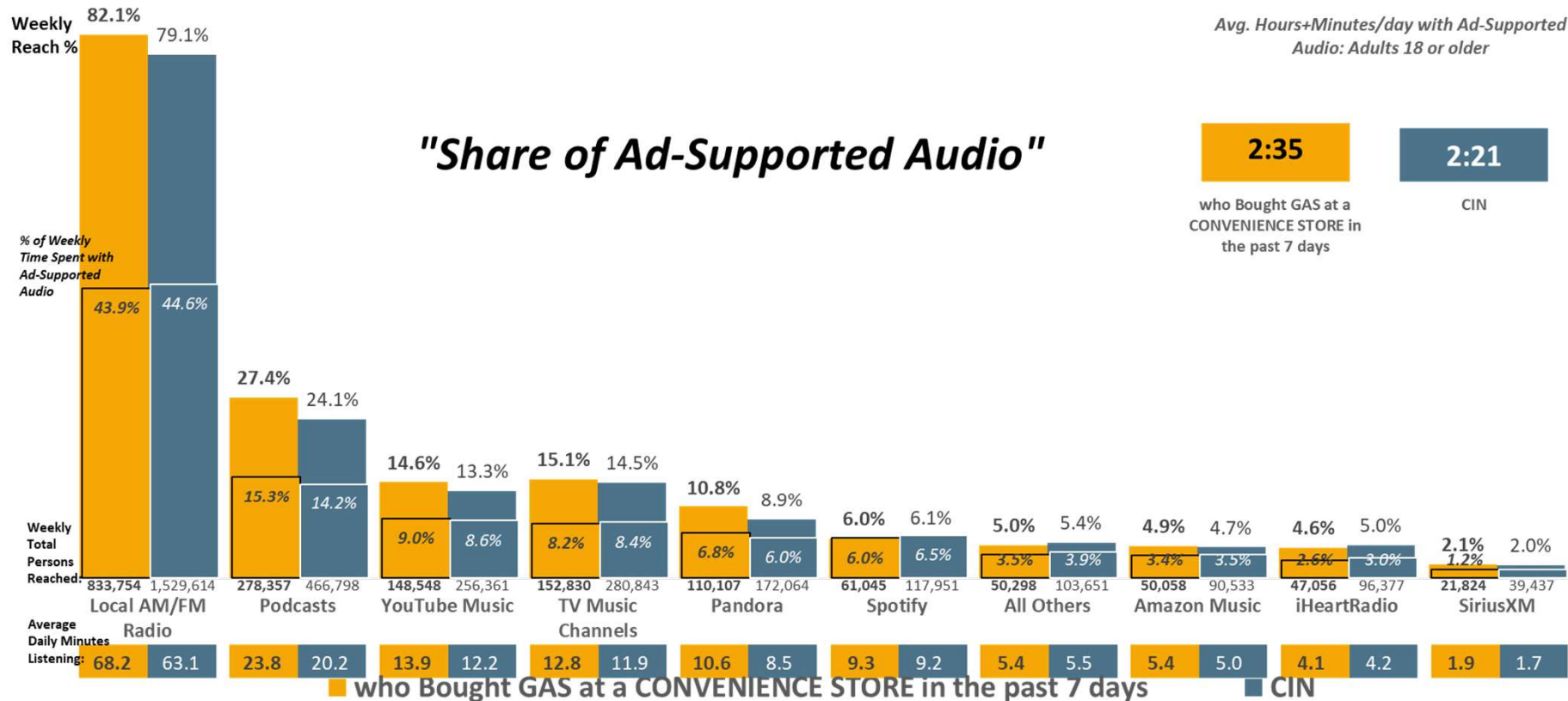


1,314,566 or 83.8% of Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 64.8 minutes every day representing 41.9% of all time spent daily with Ad-Supported Audio.



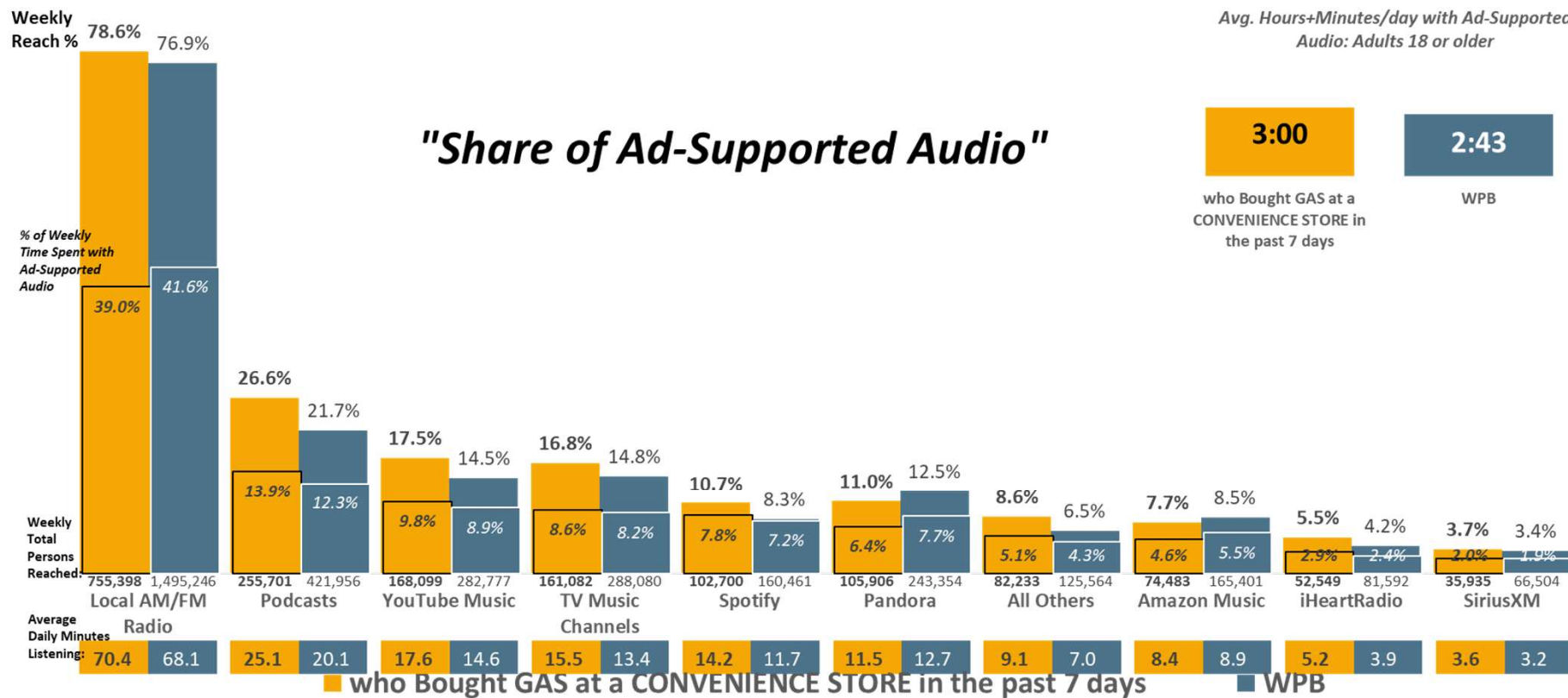


833,754 or 82.1% of Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 68.2 minutes every day representing 43.9% of all time spent daily with Ad-Supported Audio.





755,398 or 78.6% of Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 70.4 minutes every day representing 39.0% of all time spent daily with Ad-Supported Audio.

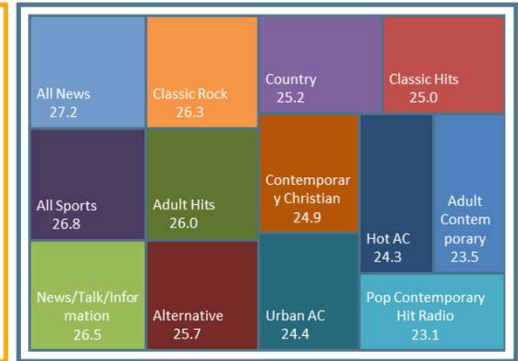
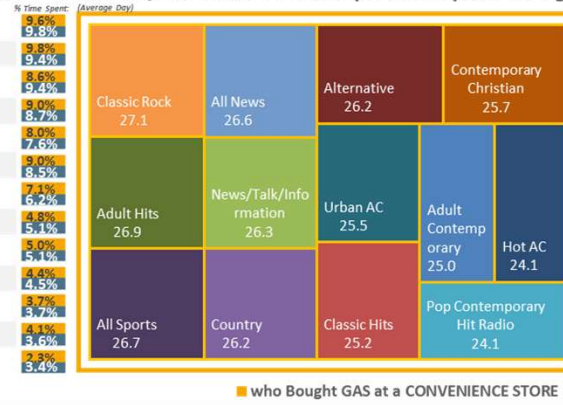
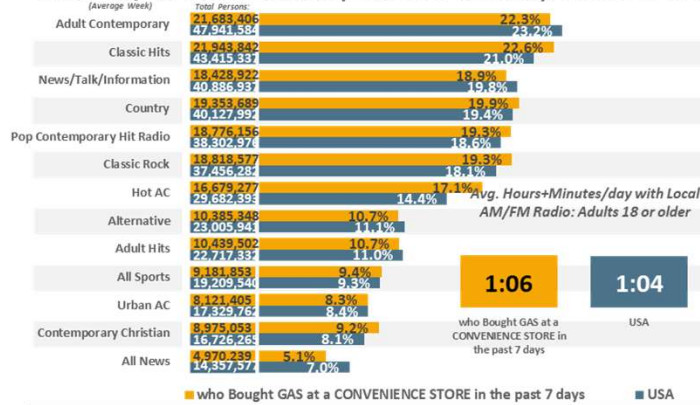




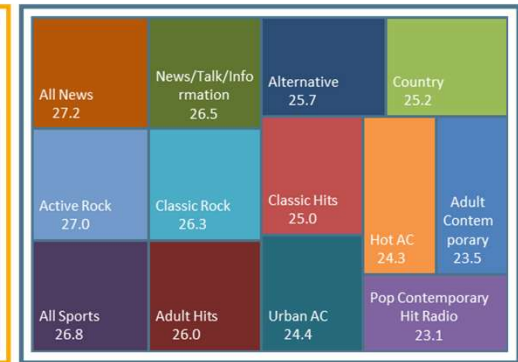
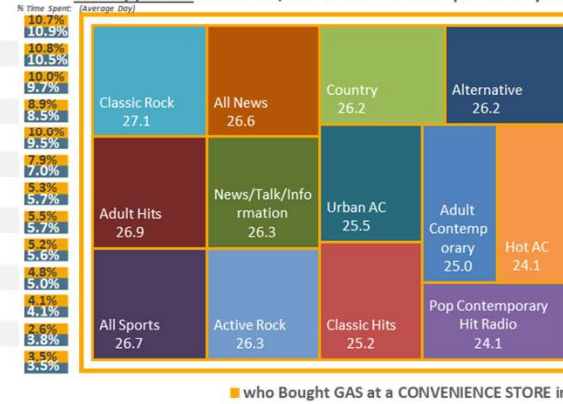
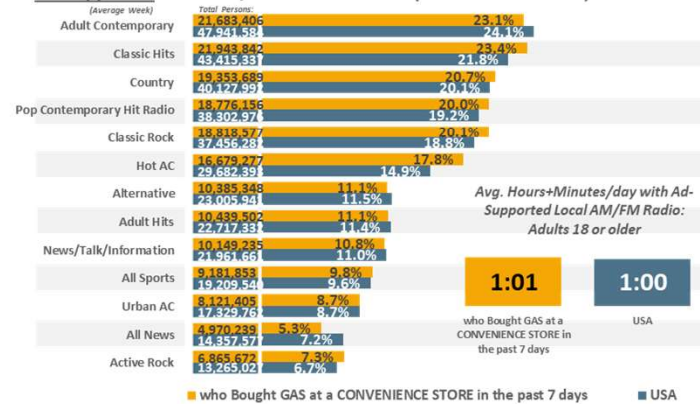


93,665,396 or 80.2% of Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Adult Contemporary, Country, Classic Rock, and Pop Contemporary Hit Radio.

**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**



USA USA Projection Scarborough R1 2026: Sep24-Jan26 Qual Intab 11,212  
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USA Projection Scarborough R1 2026: Sep24-Jan26 Qual Intab 25,371

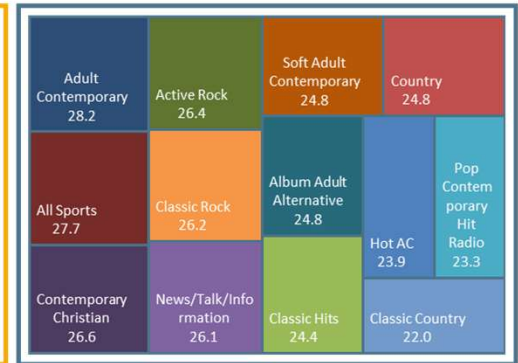
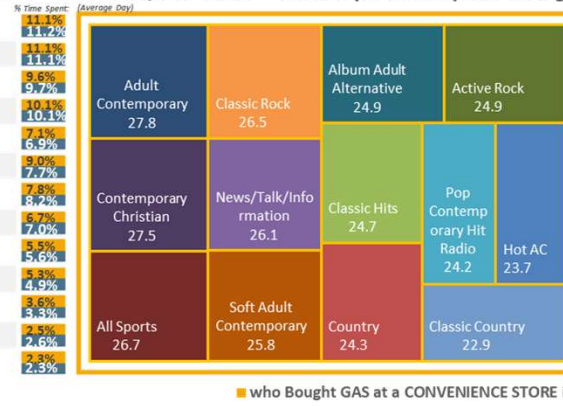
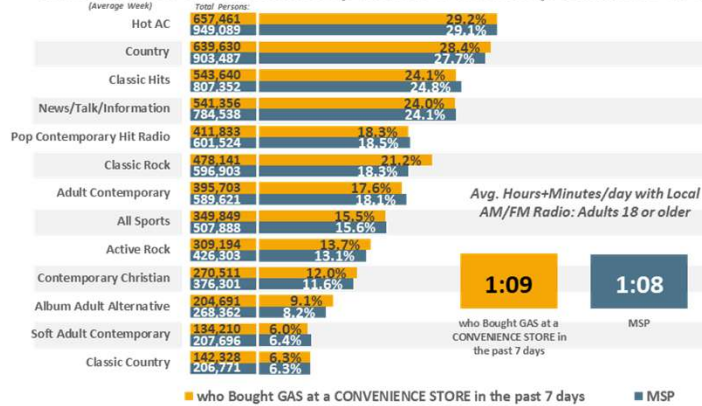
soefa.ai Share of Everything for Anything

Convenience stores bought gas past 7 days (HHLID): 7-Eleven, or AmeriStop, or ampm, or BP, or Casey's, or Chevron Food Mart, or Circle K, or Cumberland Farms, or Holiday Station Stores, or Hy-Vee Fast & Fresh, or Kwik Trip, or Mobil Mart, or Other convenience store/gas station, or QuikTrip, or RaceTrac, or Sheetz, or Shell Food Mart, or Speedway, or UDF (United Dairy Farmers), or Wawa

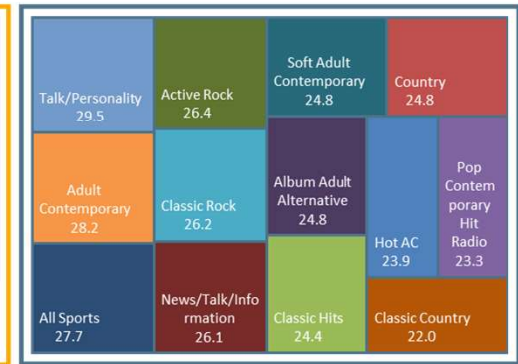
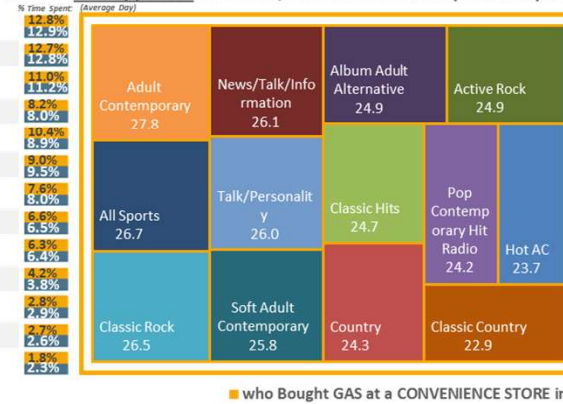
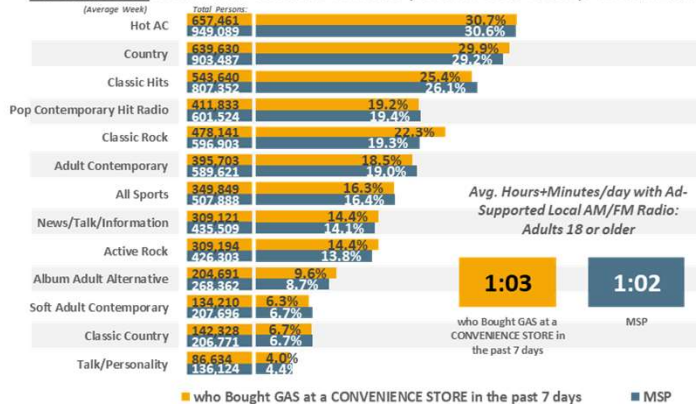


2,139,807 or 83.5% of Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Hot AC, Country, Classic Hits, Classic Rock, and Pop Contemporary Hit Radio.

**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**



MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,345  
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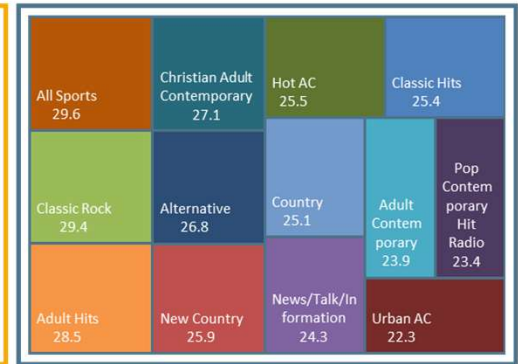
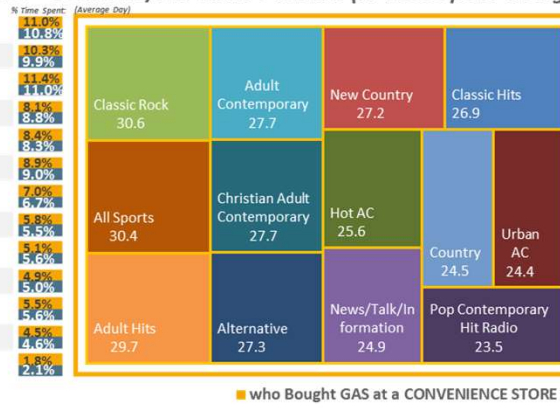
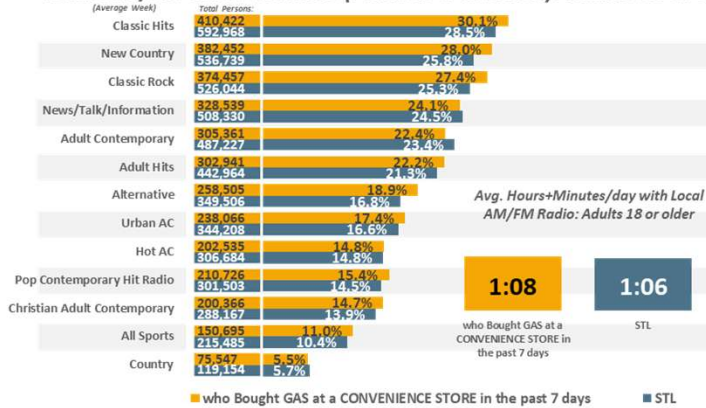
soefa.ai Share of Everything for Anything

Convenience stores bought gas past 7 days (HHLD): 7-Eleven, or AmeriStop, or ampm, or BP, or Casey's, or Chevron Food Mart, or Circle K, or Cumberland Farms, or Holiday Station Stores, or Hy-Vee Fast & Fresh, or Kwik Trip, or Mobil Mart, or Other convenience store/gas station, or QuikTrip, or RaceTrac, or Sheetz, or Shell Food Mart, or Speedway, or UDF (United Dairy Farmers), or Wawa

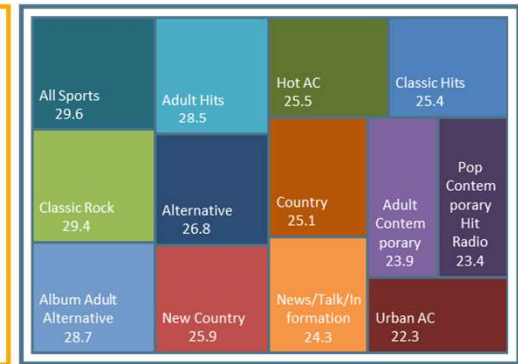
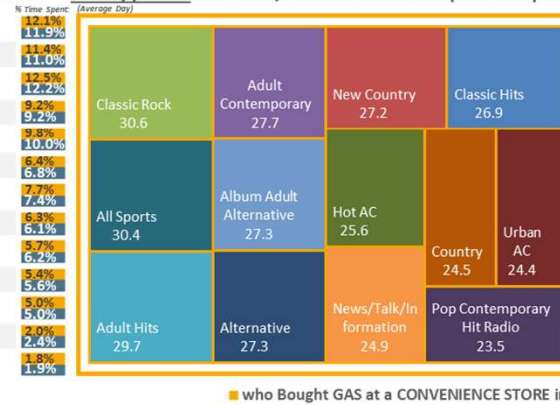
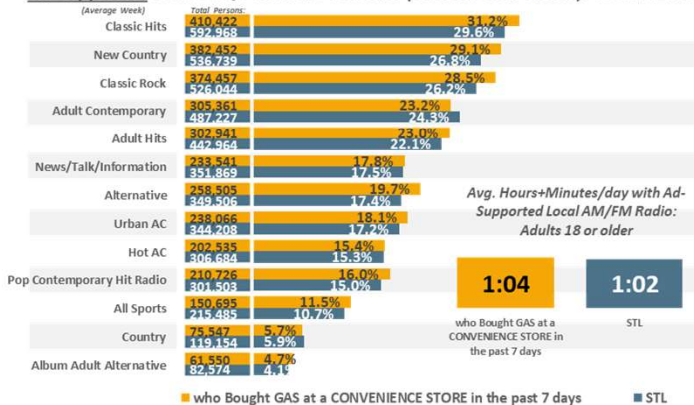


1,314,566 or 83.8% of Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, New Country, Classic Rock, Adult Contemporary, and Adult Hits.

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



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



STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,259  
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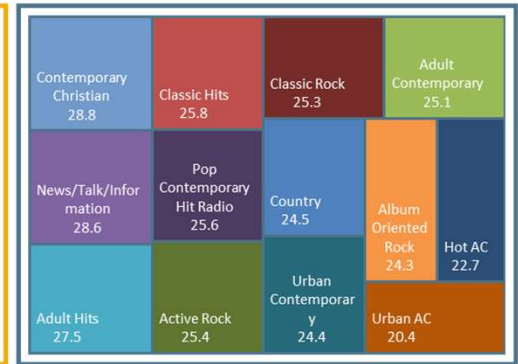
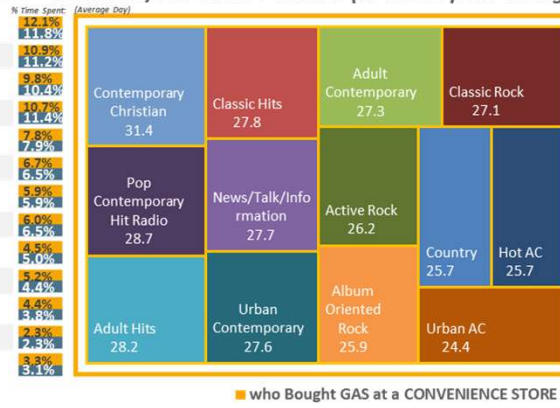
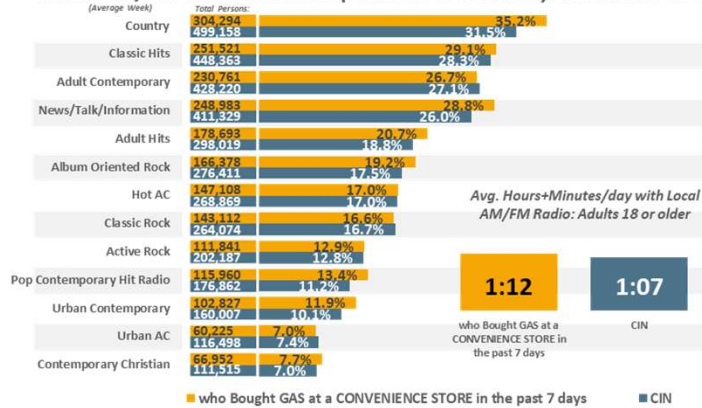
Convenience stores bought gas past 7 days (HHLD): 7-Eleven, or AmeriStop, or ampm, or BP, or Casey's, or Chevron Food Mart, or Circle K, or Cumberland Farms, or Holiday Station Stores, or Hy-Vee Fast & Fresh, or Kwik Trip, or Mobil Mart, or Other convenience store/gas station, or QuikTrip, or RaceTrac, or Sheetz, or Shell Food Mart, or Speedway, or UDF (United Dairy Farmers), or Wawa



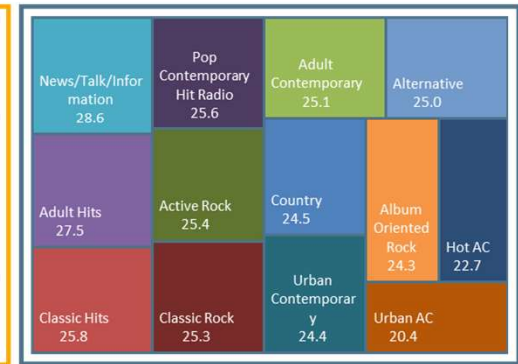
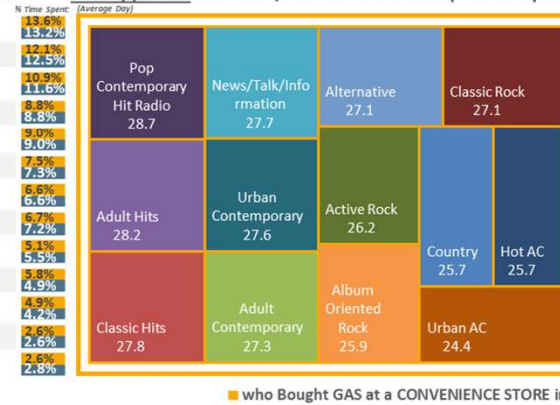
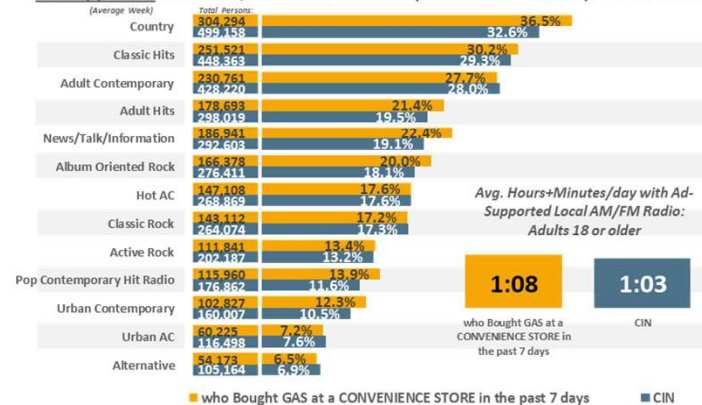


833,754 or 82.1% of Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Classic Hits, Adult Contemporary, News/Talk/Information, and Adult Hits.

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



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



CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,100  
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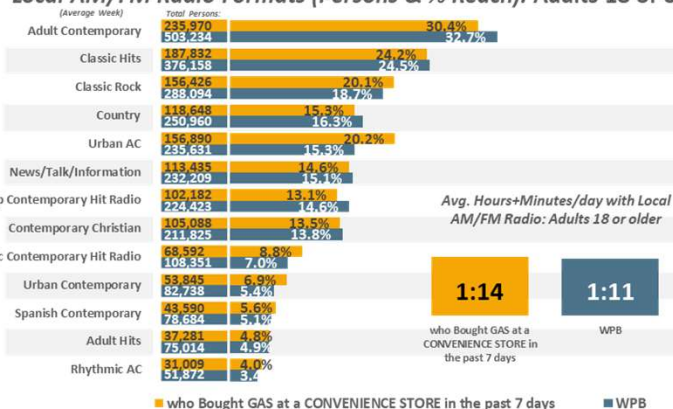
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Convenience stores bought gas past 7 days (HHLID): 7-Eleven, or AmeriStop, or ampm, or BP, or Casey's, or Chevron Food Mart, or Circle K, or Cumberland Farms, or Holiday Station Stores, or Hy-Vee Fast & Fresh, or Kwik Trip, or Mobil Mart, or Other convenience store/gas station, or QuikTrip, or RaceTrac, or Sheetz, or Shell Food Mart, or Speedway, or UDF (United Dairy Farmers), or Wawa

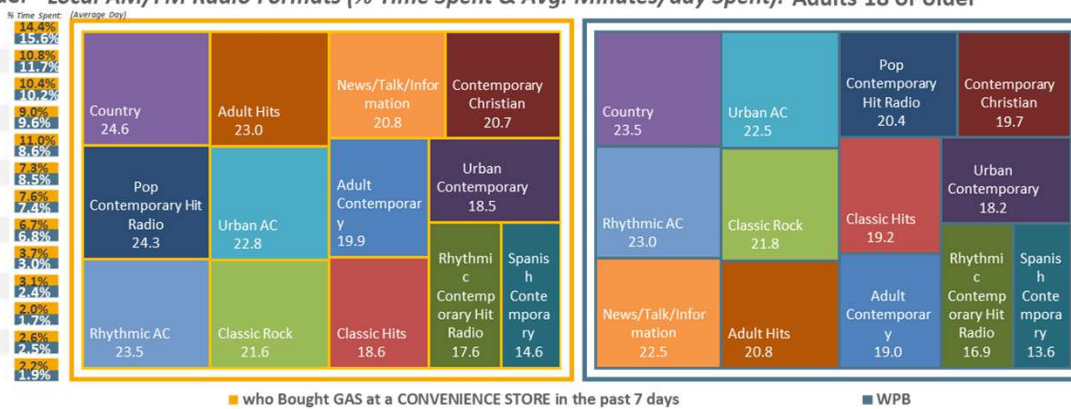


755,398 or 78.6% of Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Urban AC, Classic Rock, and Country.

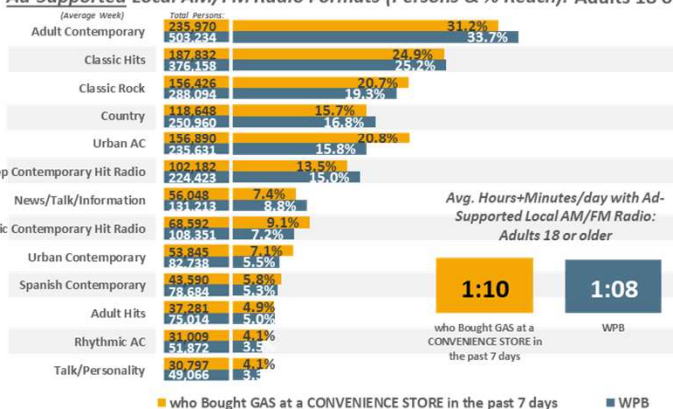
### Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



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



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



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



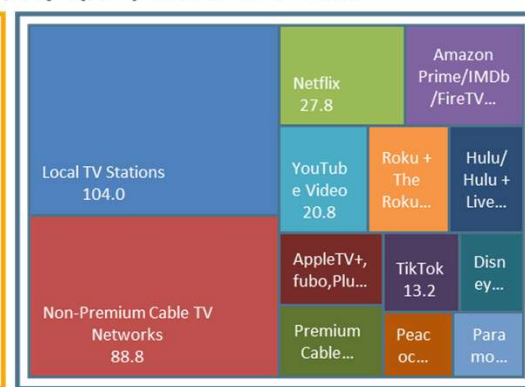
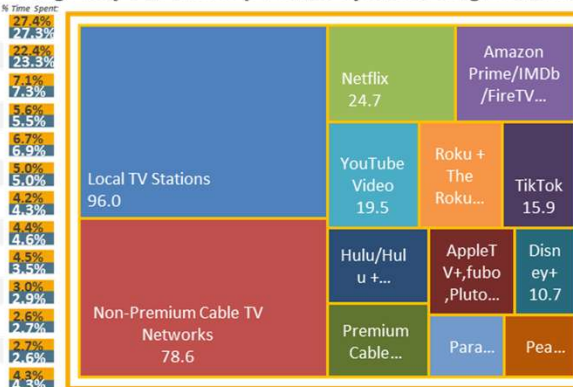
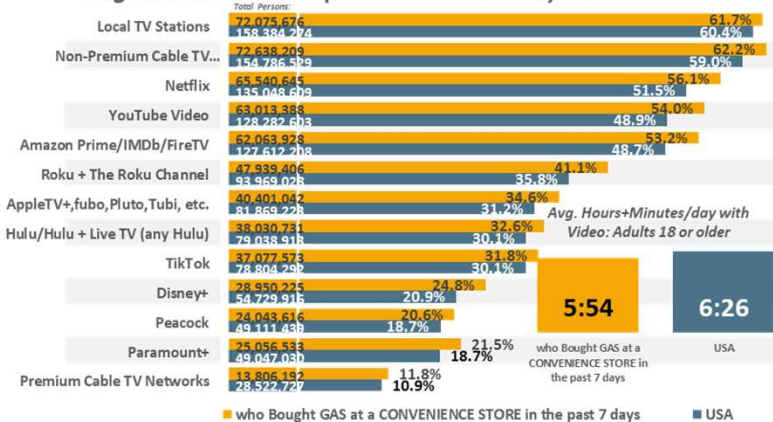




71,077,610 or 60.9% of Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days watch Ad-Supported Local TV Stations for an average of 91.7 minutes every day representing 31.7% of all time spent daily with Ad-Supported Video.

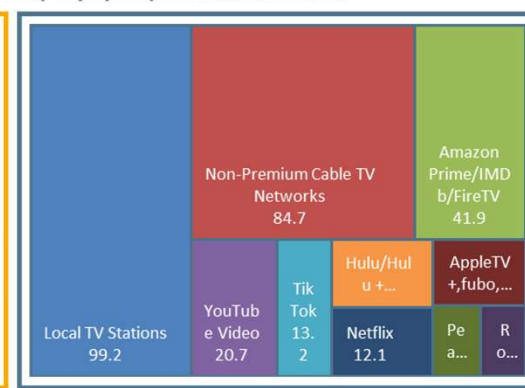
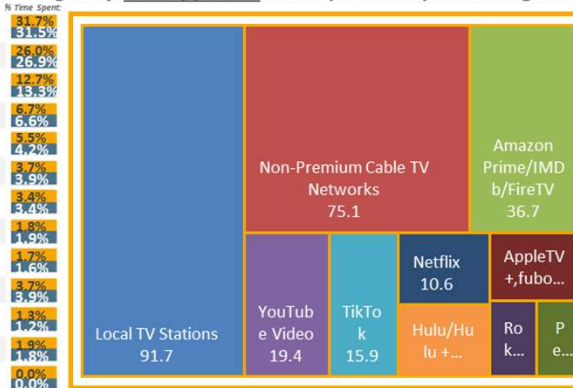
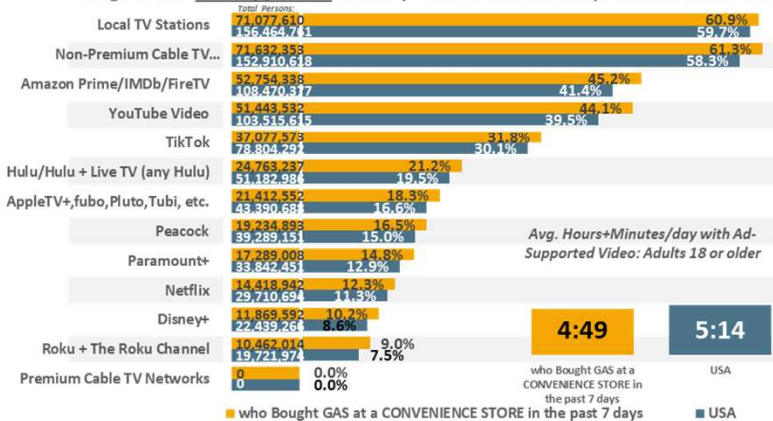
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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

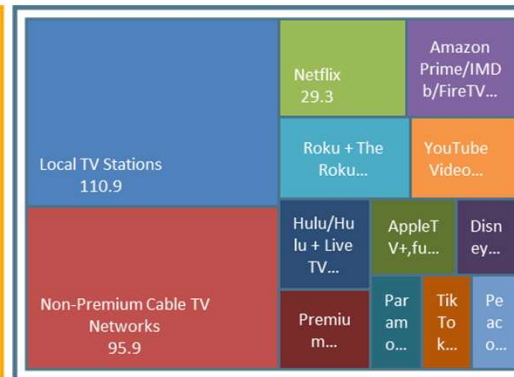
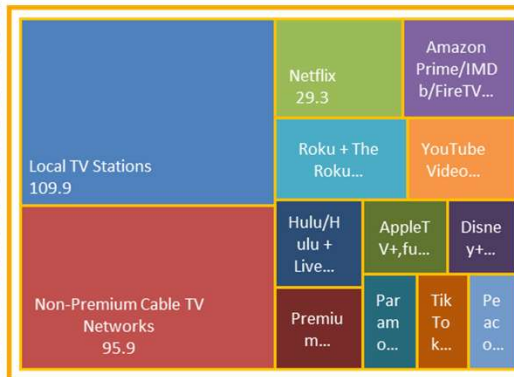
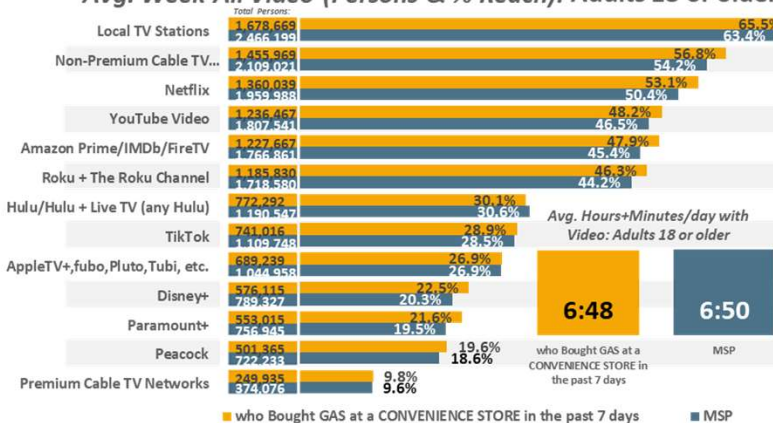




1,662,185 or 64.9% of Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days watch Ad-Supported Local TV Stations for an average of 104.3 minutes every day representing 32.0% of all time spent daily with Ad-Supported Video.

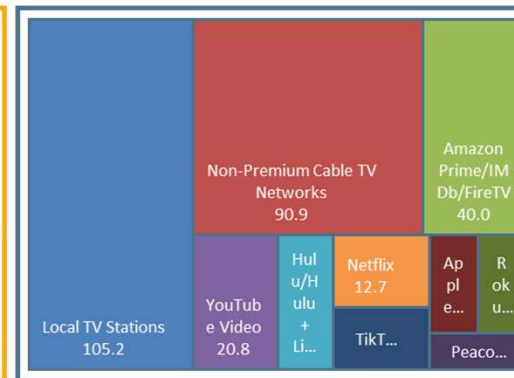
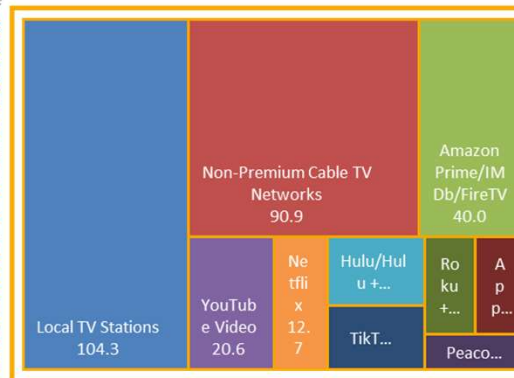
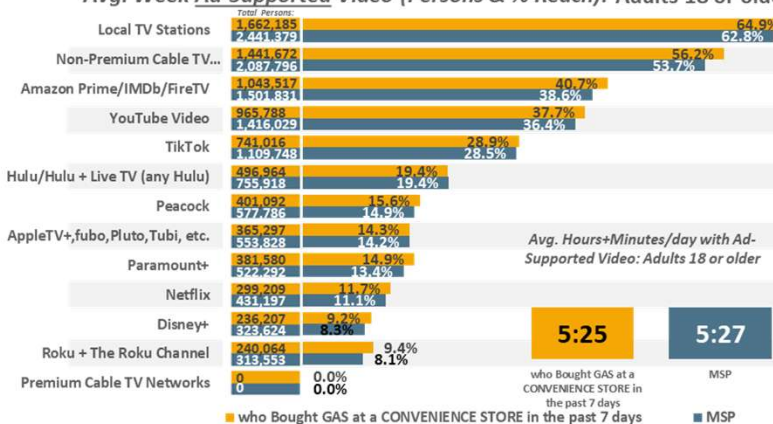
### Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,345  
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Convenience stores bought gas past 7 days (HHLD): 7-Eleven, or AmeriStop, or ampm, or BP, or Casey's, or Chevron Food Mart, or Circle K, or Cumberland Farms, or Holiday Station Stores, or Hy-Vee Fast & Fresh, or Kwik Trip, or Mobil Mart, or Other convenience store/gas station, or QuikTrip, or RaceTrac, or Sheetz, or Shell Food Mart, or Speedway, or UDF (United Dairy Farmers), or Wawa

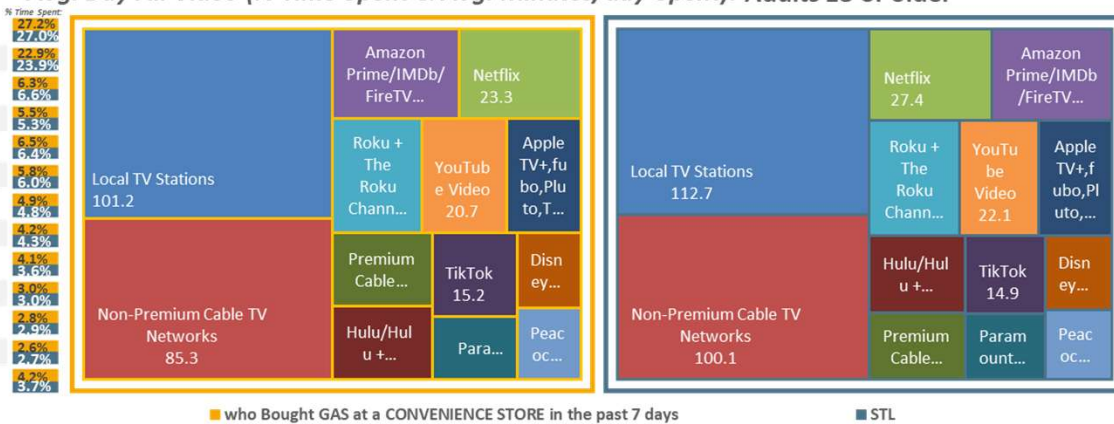
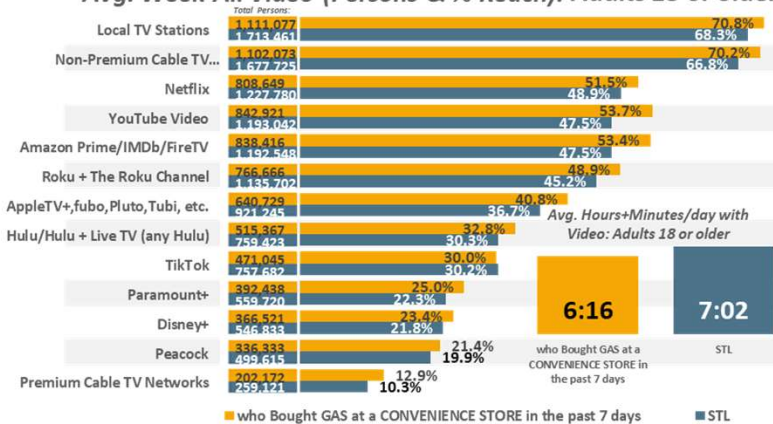




1,094,608 or 69.7% of Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days watch Ad-Supported Local TV Stations for an average of 97.3 minutes every day representing 31.7% of all time spent daily with Ad-Supported Video.

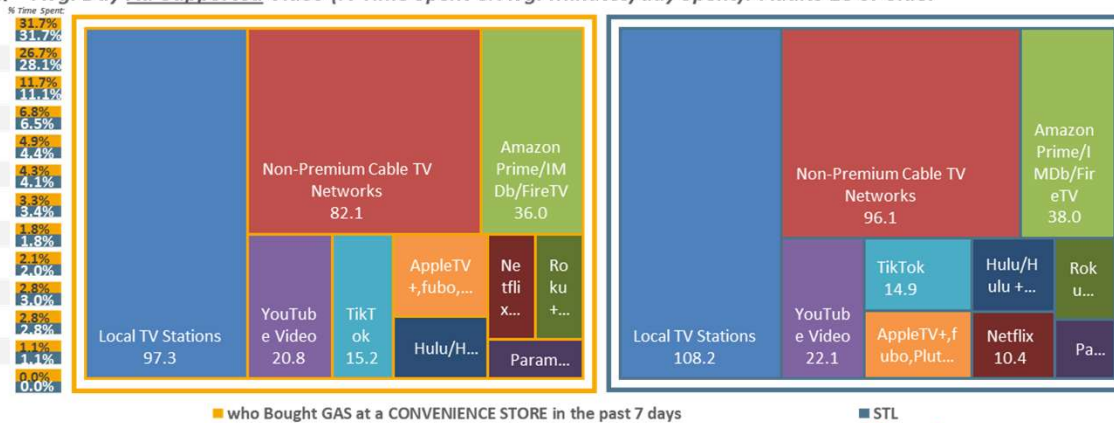
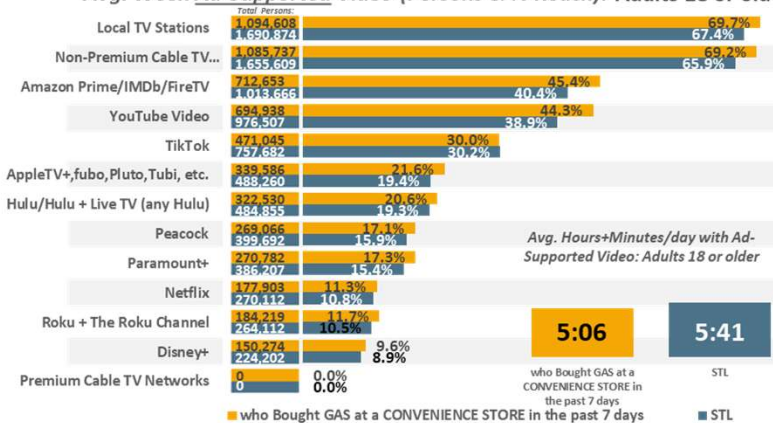
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

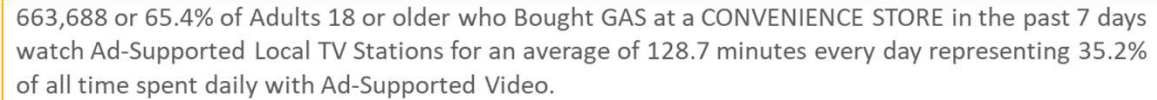
Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,259  
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Convenience stores bought gas past 7 days (HHLD): 7-Eleven, or AmeriStop, or ampm, or BP, or Casey's, or Chevron Food Mart, or Circle K, or Cumberland Farms, or Holiday Station Stores, or Hy-Vee Fast & Fresh, or Kwik Trip, or Mobil Mart, or Other convenience store/gas station, or QuikTrip, or RaceTrac, or Sheetz, or Shell Food Mart, or Speedway, or UDF (United Dairy Farmers), or Wawa

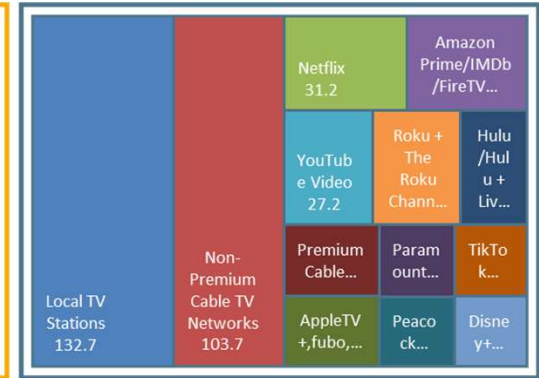


Service	Total Pkts	% who Bought GAS at a CONVENIENCE STORE in the past 7 days	% CIN	% Time Spent
Local TV Stations	675,002	66.5%	28.8%	28.8%
Non-Premium Cable TV...	657,945	64.7%	24.9%	24.9%
Netflix	549,271	59.9%	7.0%	7.0%
YouTube Video	510,094	48.9%	5.3%	5.3%
Prime/IMDb/FireTV	519,388	48.1%	5.8%	5.8%
+ The Roku Channel	449,568	44.3%	6.6%	6.6%
+ Live TV (any Hulu)	305,917	30.1%	5.7%	5.7%
TikTok	310,153	30.5%	3.9%	3.9%
fubo, Pluto, Tubi, etc.	320,891	31.6%	3.1%	3.1%
Paramount+	252,749	24.9%	4.1%	4.1%
Peacock	226,697	22.3%	3.9%	3.9%
Disney+	240,458	21.4%	3.2%	3.2%
m Cable TV Networks	92,618	9.1%	3.1%	3.1%

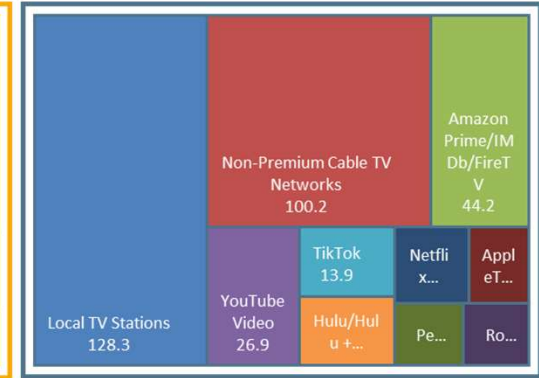
Avg. Hours+Minutes/day with Video: Adults 18 or older

7:33 (who Bought GAS at a CONVENIENCE STORE in the past 7 days)

7:48 (CIN)



Platform	Total Persons	who Bought GAS at a CONVENIENCE STORE in the past 7 days	CIN	Avg. Hours+Minutes/day with Ad-Supported Video: Adults 18 or older
Local TV Stations	663,688	65.4%	35.2%	
Non-Premium Cable TV...	646,927	63.7%	26.0%	
Prime/IMDb/FireTV	441,478	43.5%	11.3%	
YouTube Video	392,232	38.6%	6.8%	
TikTok	310,153	30.5%	3.9%	
Live TV (any Hulu)	200,149	19.7%	3.1%	
Peacock	161,658	17.9%	2.1%	
Paramount+	174,397	17.2%	2.2%	
fubo, Pluto, Tubi, etc.	169,811	16.7%	2.7%	
Netflix	120,620	11.9%	3.3%	
Amazon and Roku Channel	93,417	9.2%	2.1%	
Disney+	98,588	9.7%	1.2%	
Cable TV Networks	0	0.0%	0.0%	



Convenience stores bought gas past 7 days (HHLID): 7-Eleven, or AmeriStop, or ampm, or BP, or Casey's, or Chevron Food Mart, or Circle K, or Cumberland Farms, or Holiday Station Stores, or Hy-Vee Fast & Fresh, or Kwik Trip, or Mobil Mart, or Other convenience store/gas station, or QuikTrip, or RaceTrac, or Sheetz, or Shell Food Mart, or Speedway, or UDF (United Dairy Farmers), or Wawa

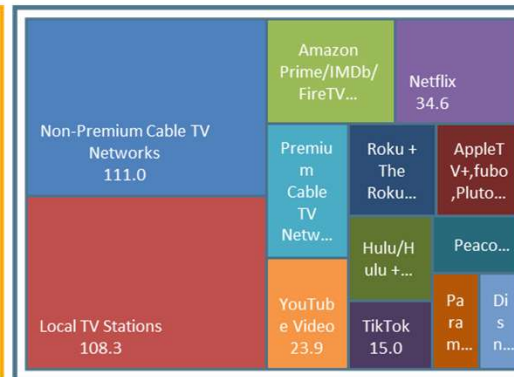
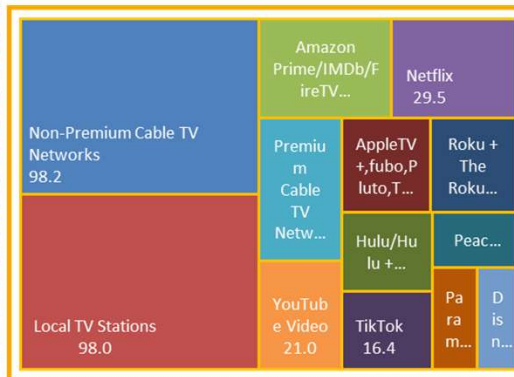
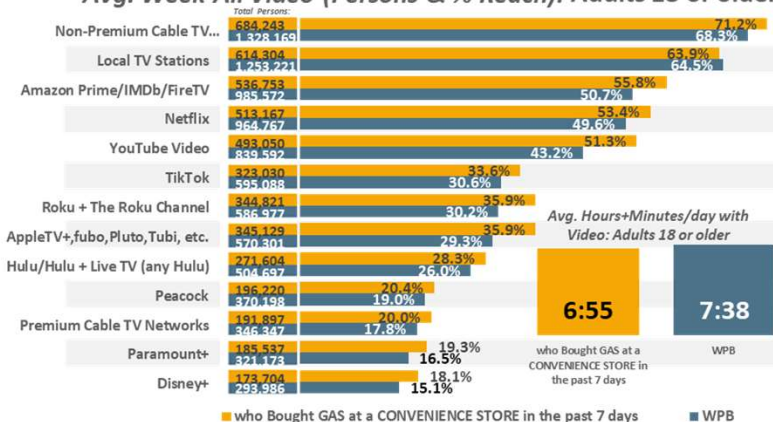




606,424 or 63.1% of Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days watch Ad-Supported Local TV Stations for an average of 93.7 minutes every day representing 27.1% of all time spent daily with Ad-Supported Video.

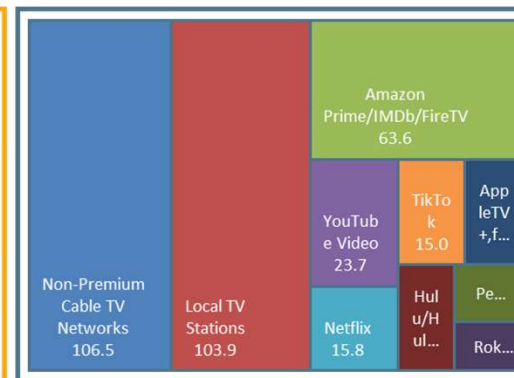
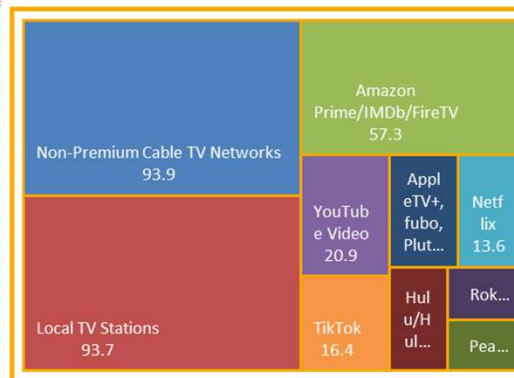
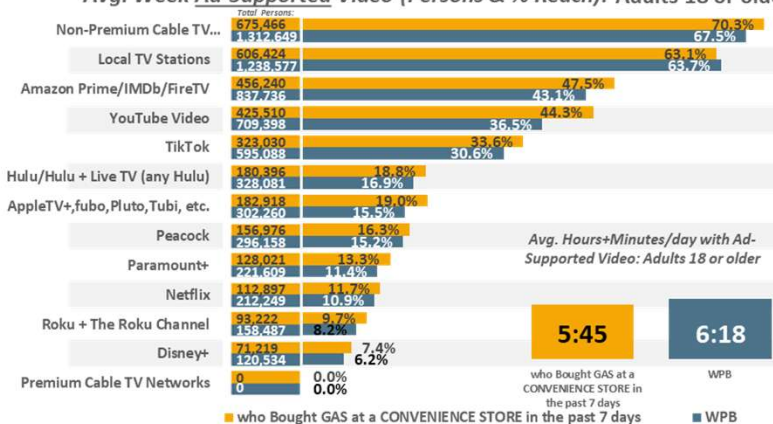
**Avg. Week All Video (Persons & % Reach): Adults 18 or older**

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



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

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



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 1,333  
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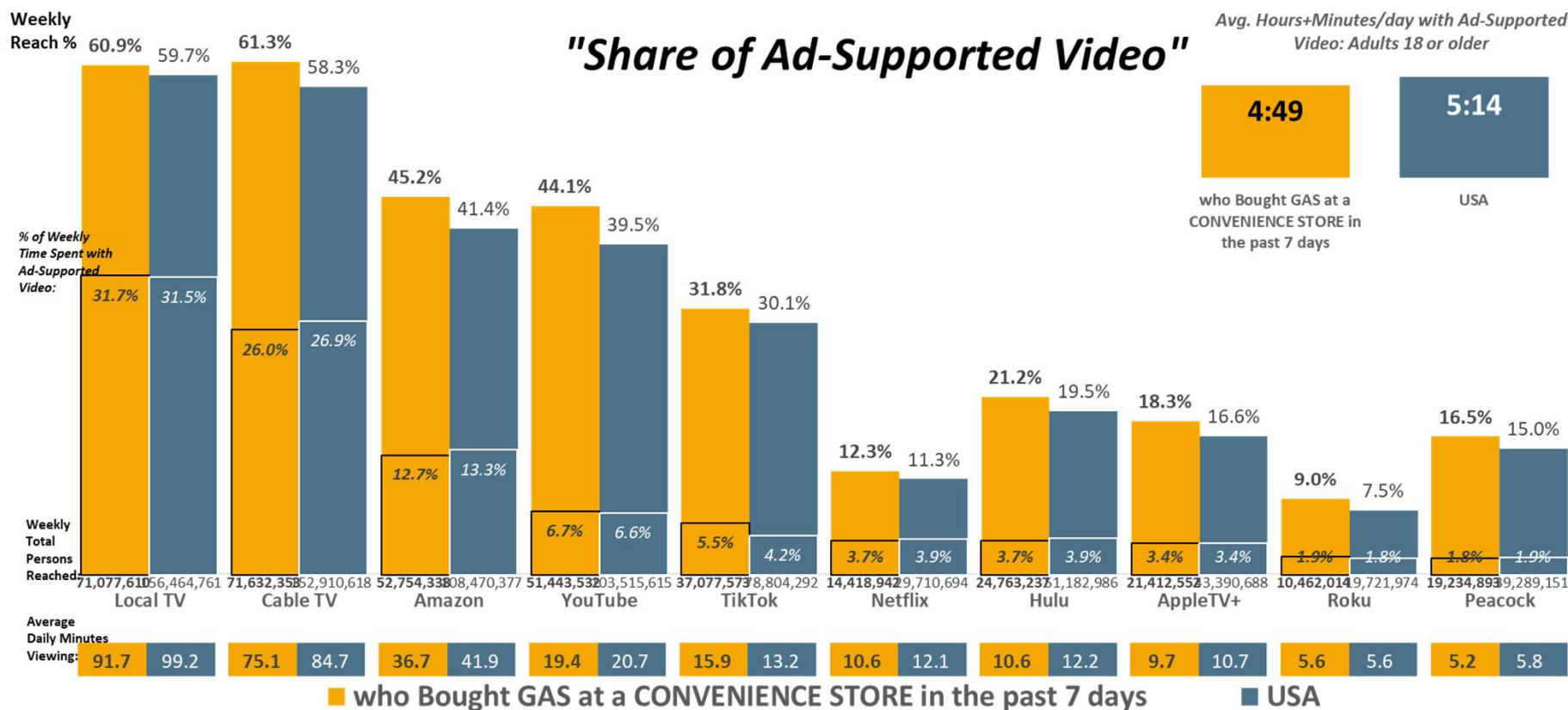
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71,077,610 or 60.9% of Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days watch Ad-Supported Local TV Stations for an average of 91.7 minutes every day representing 31.7% of all time spent daily with Ad-Supported Video.



USA USA Projection Scarborough R1 2026: Sep24-Jan26 Qual Intab 11,212  
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USA Projection Scarborough R1 2026: Sep24-Jan26 Qual Intab 25,371

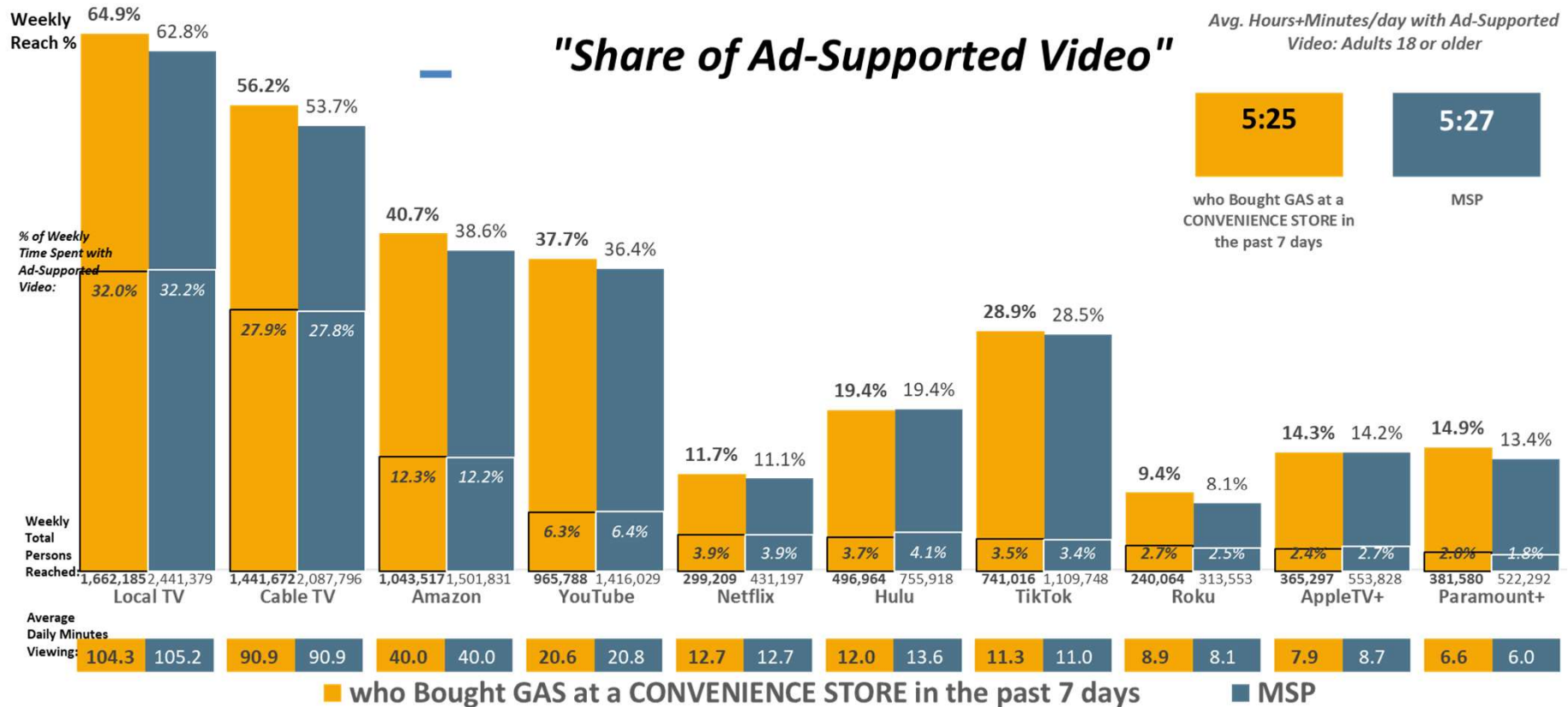
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1,662,185 or 64.9% of Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days watch Ad-Supported Local TV Stations for an average of 104.3 minutes every day representing 32.0% of all time spent daily with Ad-Supported Video.

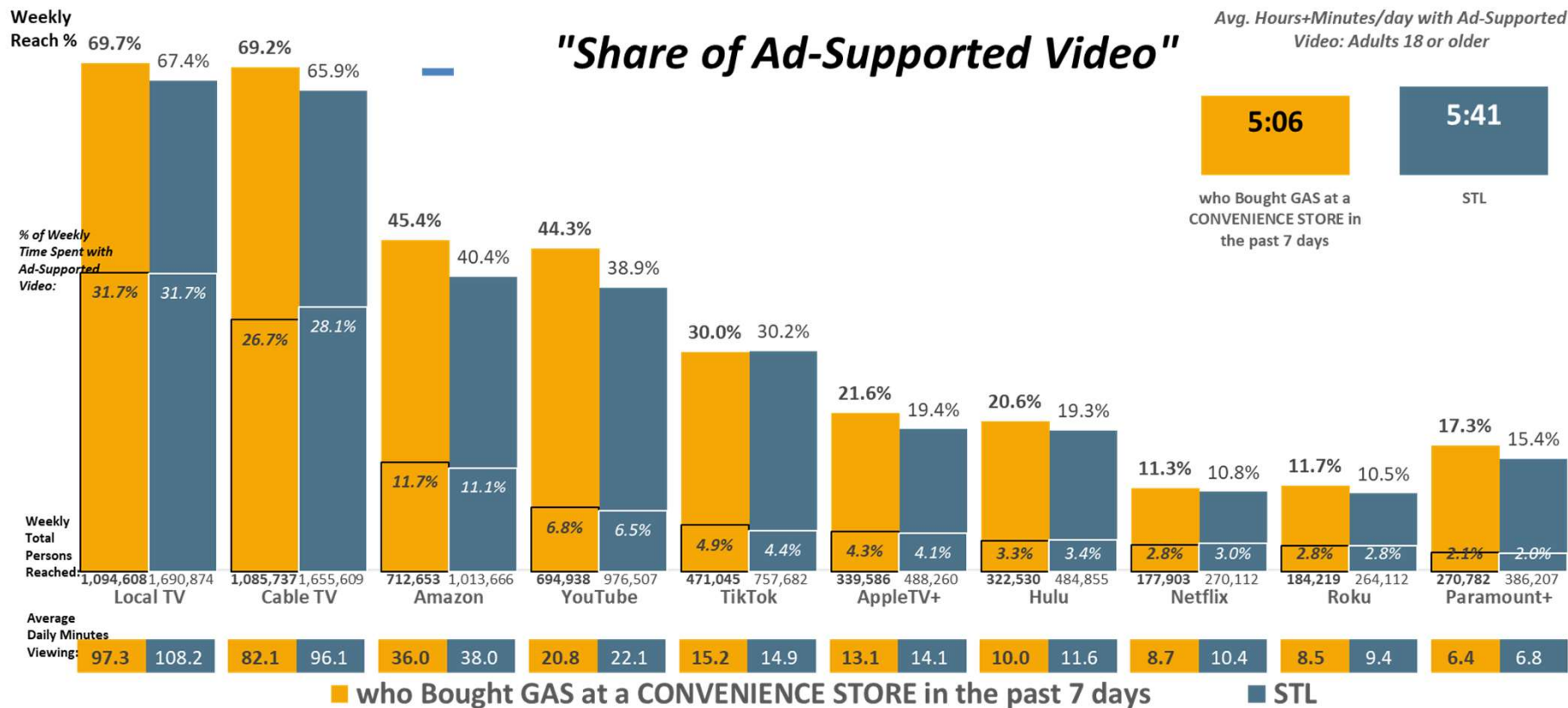
## "Share of Ad-Supported Video"





1,094,608 or 69.7% of Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days watch Ad-Supported Local TV Stations for an average of 97.3 minutes every day representing 31.7% of all time spent daily with Ad-Supported Video.

## "Share of Ad-Supported Video"

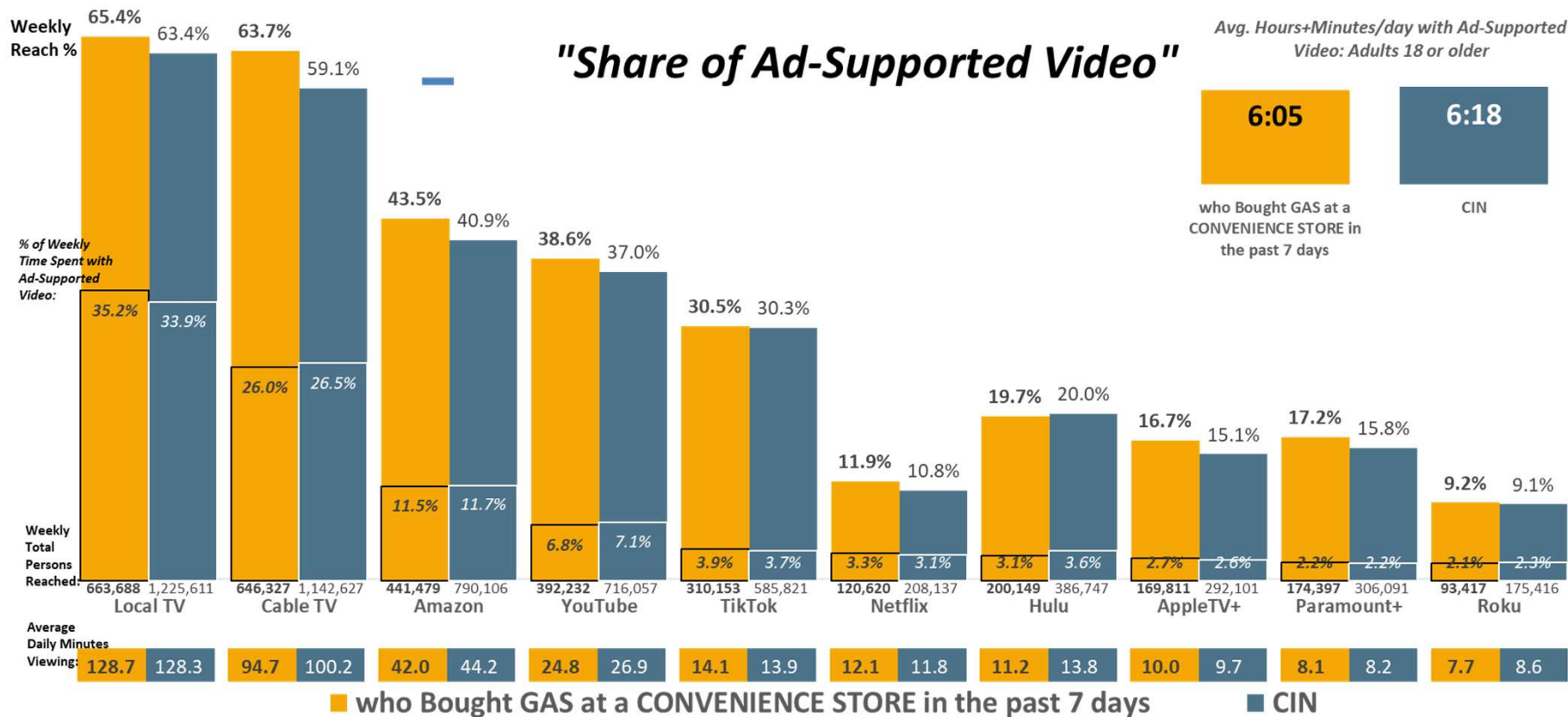






663,688 or 65.4% of Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days watch Ad-Supported Local TV Stations for an average of 128.7 minutes every day representing 35.2% of all time spent daily with Ad-Supported Video.

## "Share of Ad-Supported Video"



CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,100  
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CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033

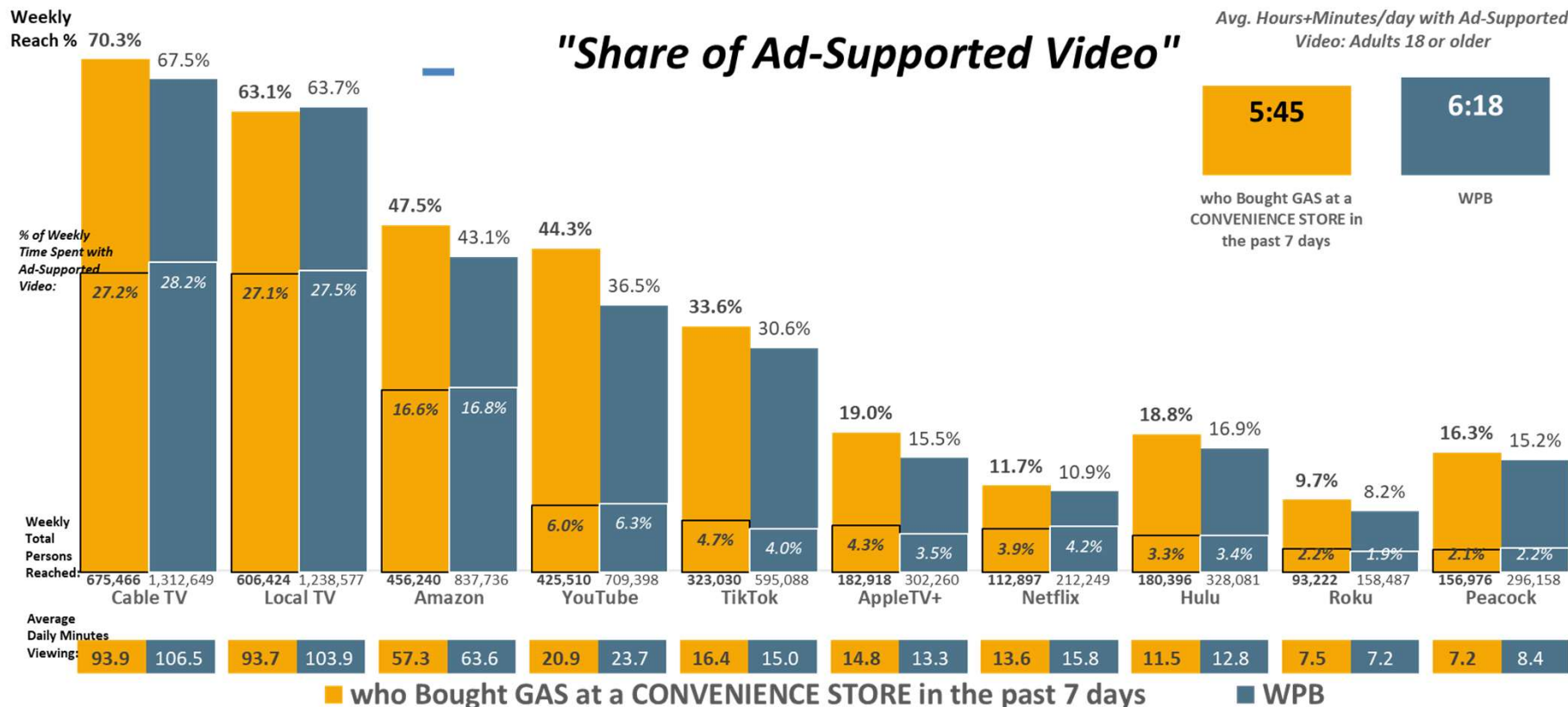
soefa.ai Share of Everything for Anything

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606,424 or 63.1% of Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days watch Ad-Supported Local TV Stations for an average of 93.7 minutes every day representing 27.1% of all time spent daily with Ad-Supported Video.

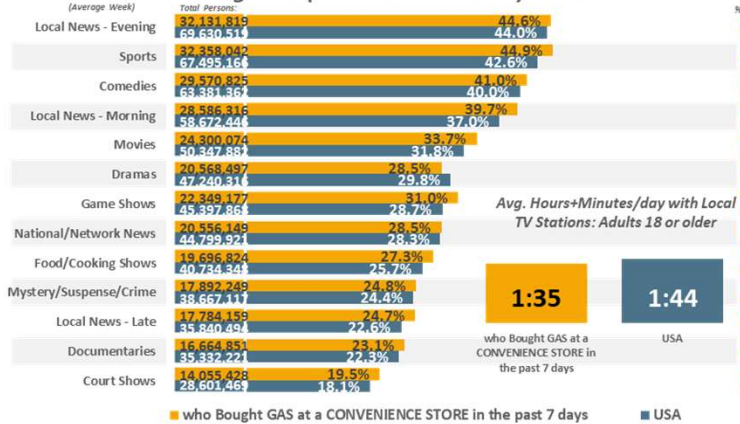
## "Share of Ad-Supported Video"



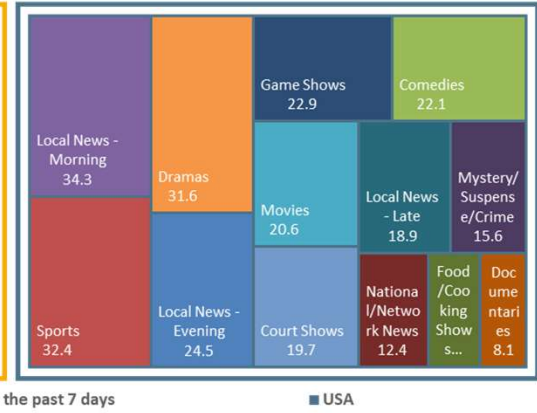
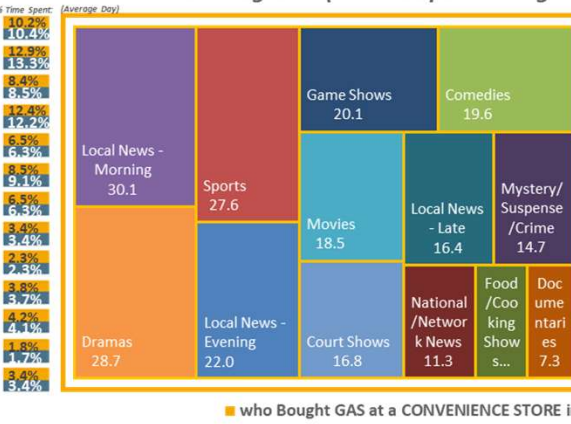


71,077,610 or 60.9% of Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, Movies, and Game Shows.

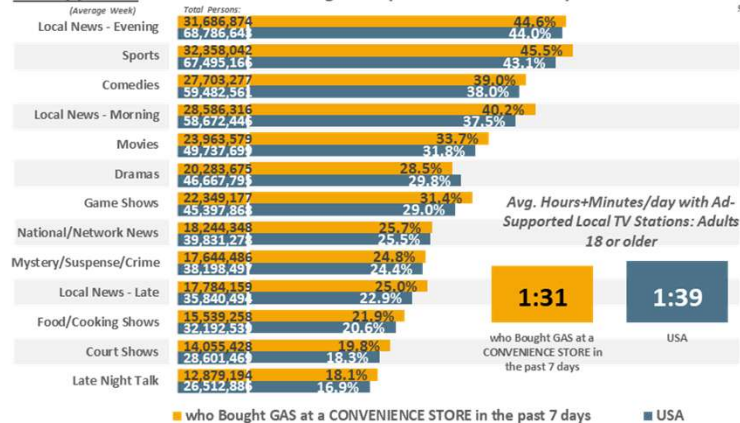
### Local TV Station Programs (Persons & % Reach): Adults 18 or older



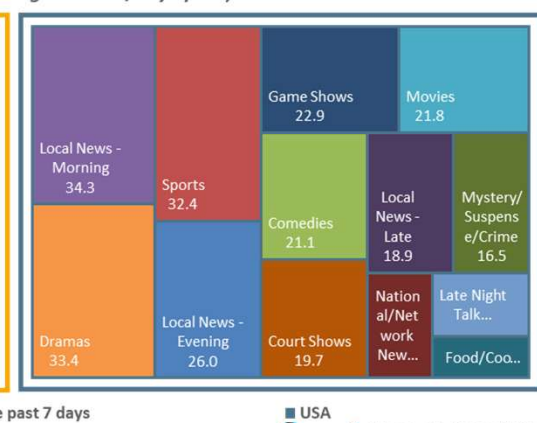
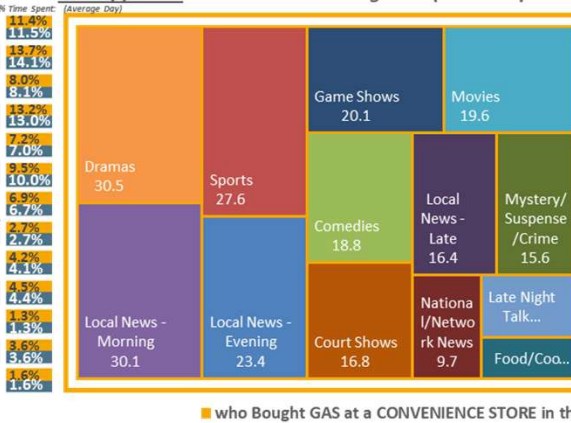
### Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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

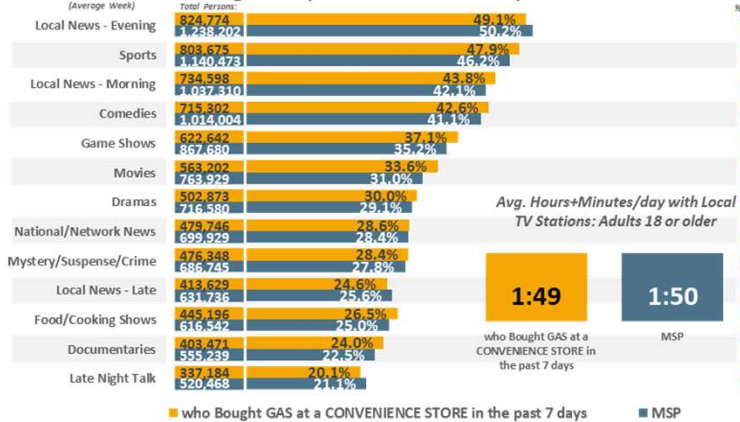




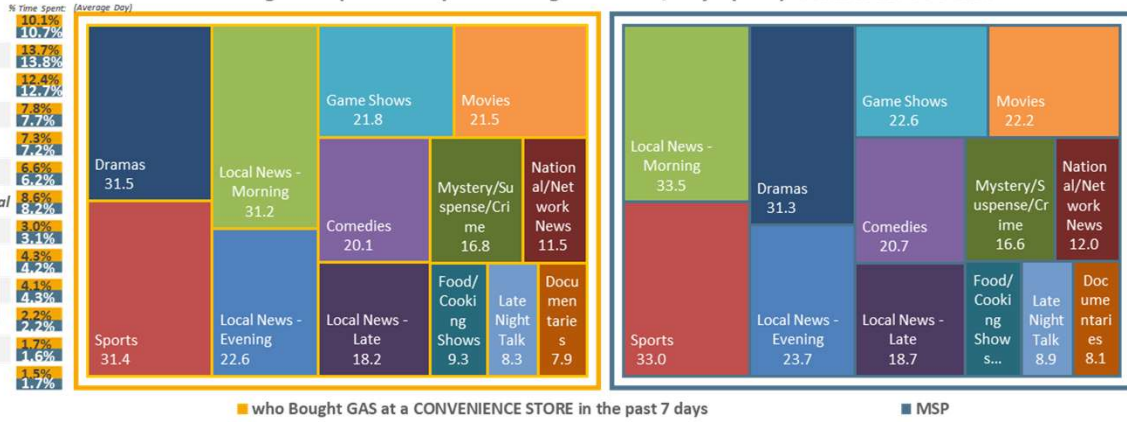


1,662,185 or 64.9% of Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Local News - Morning, Comedies, Game Shows, and Movies.

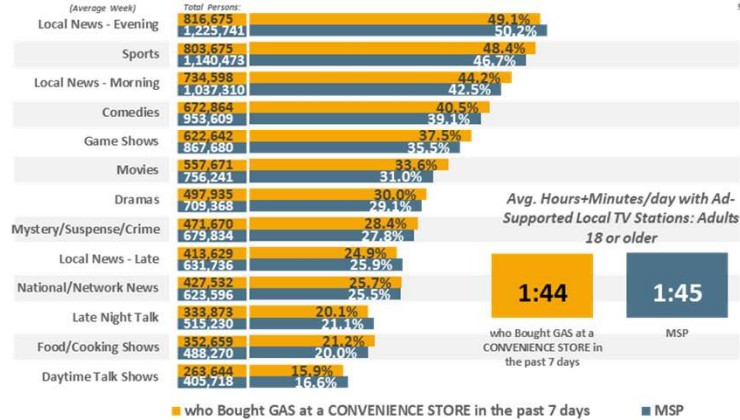
### Local TV Station Programs (Persons & % Reach): Adults 18 or older



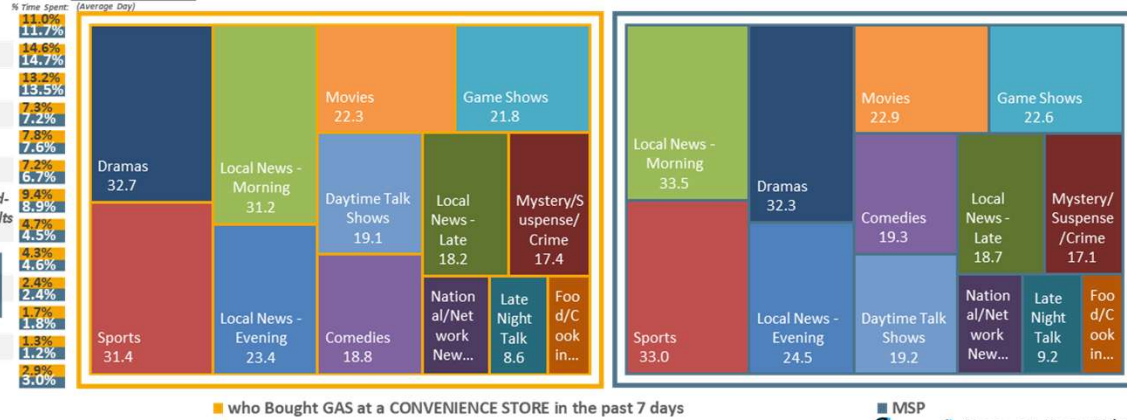
### Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,345  
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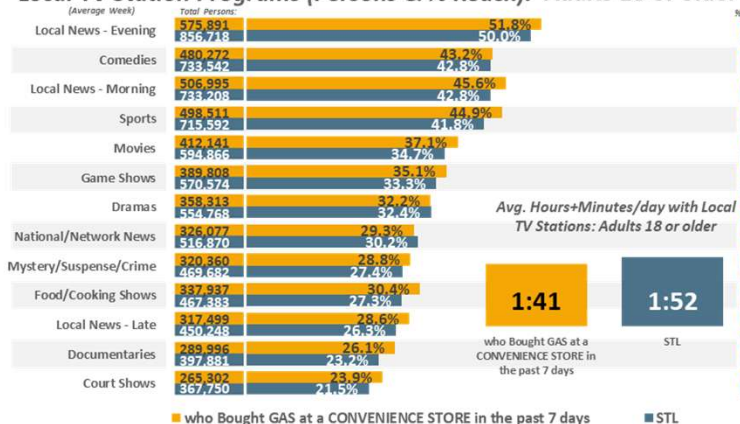
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Convenience stores bought gas past 7 days (HHLD): 7-Eleven, or AmeriStop, or ampm, or BP, or Casey's, or Chevron Food Mart, or Circle K, or Cumberland Farms, or Holiday Station Stores, or Hy-Vee Fast & Fresh, or Kwik Trip, or Mobil Mart, or Other convenience store/gas station, or QuikTrip, or RaceTrac, or Sheetz, or Shell Food Mart, or Speedway, or UDF (United Dairy Farmers), or Wawa



1,094,608 or 69.7% of Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Local News - Morning, Sports, Comedies, Movies, and Game Shows.

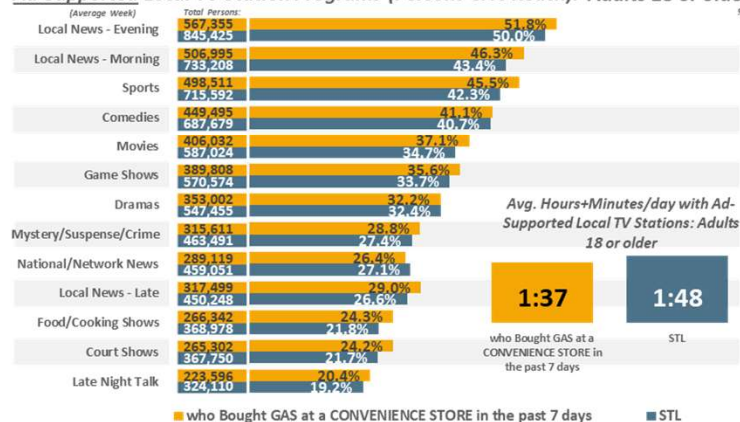
**Local TV Station Programs (Persons & % Reach): Adults 18 or older**



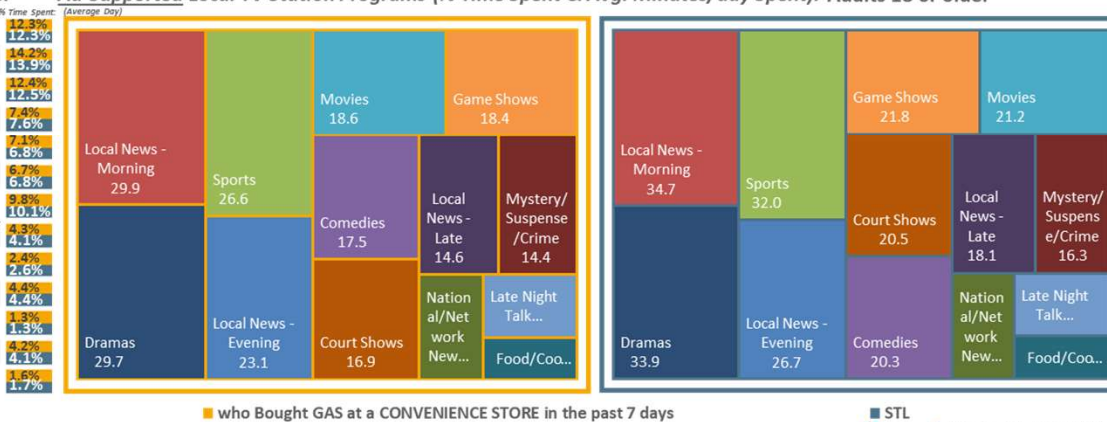
**Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



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



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



STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,259  
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STL  
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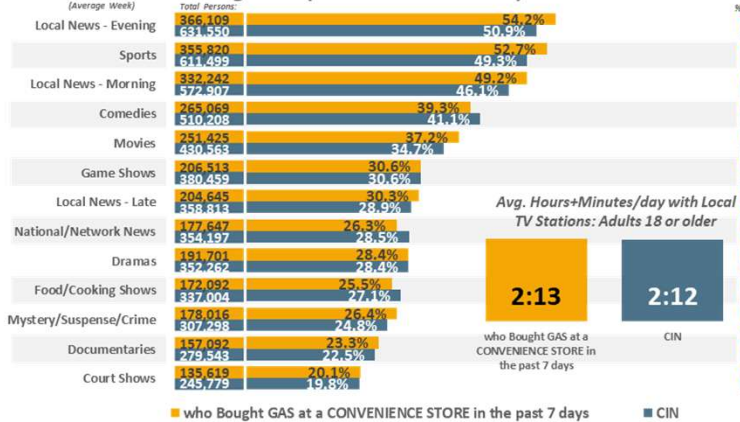
Convenience stores bought gas past 7 days (HHLD): 7-Eleven, or AmeriStop, or ampm, or BP, or Casey's, or Chevron Food Mart, or Circle K, or Cumberland Farms, or Holiday Station Stores, or Hy-Vee Fast & Fresh, or Kwik Trip, or Mobil Mart, or Other convenience store/gas station, or QuikTrip, or RaceTrac, or Sheetz, or Shell Food Mart, or Speedway, or UDF (United Dairy Farmers), or Wawa



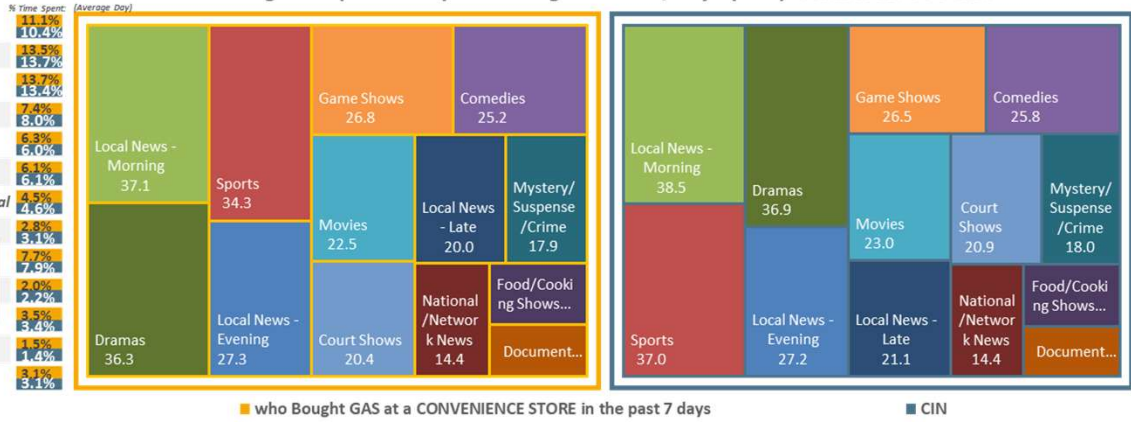


663,688 or 65.4% of Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Local News - Morning, Comedies, Movies, and Game Shows.

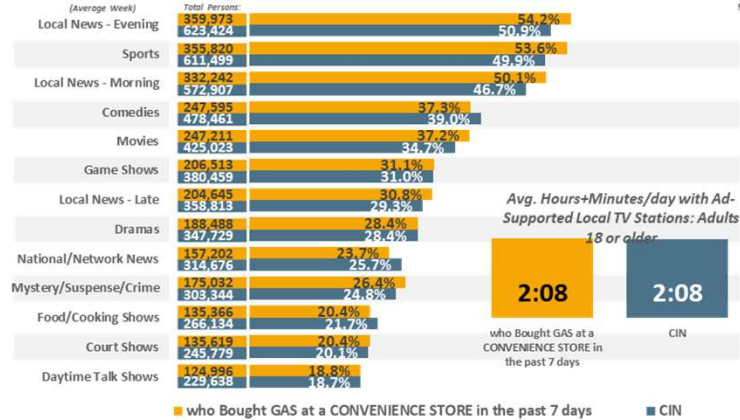
### Local TV Station Programs (Persons & % Reach): Adults 18 or older



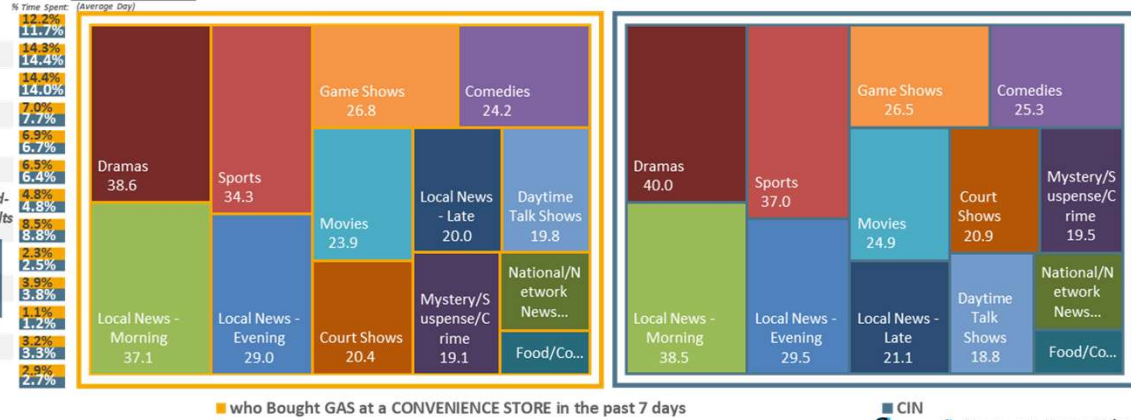
### Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,100  
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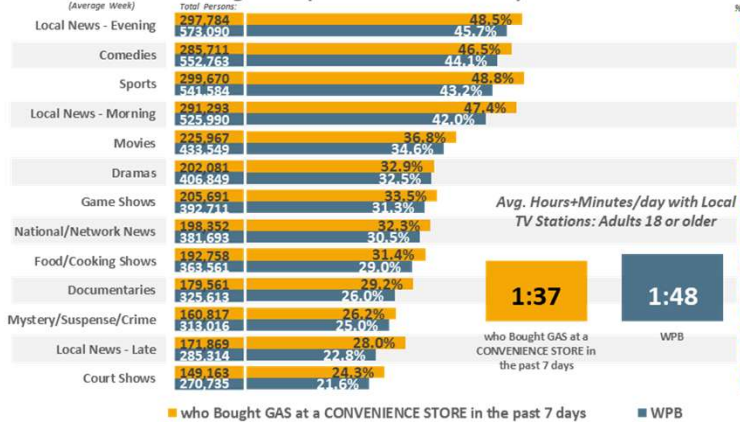
Convenience stores bought gas past 7 days (HHLD): 7-Eleven, or AmeriStop, or ampm, or BP, or Casey's, or Chevron Food Mart, or Circle K, or Cumberland Farms, or Holiday Station Stores, or Hy-Vee Fast & Fresh, or Kwik Trip, or Mobil Mart, or Other convenience store/gas station, or QuikTrip, or RaceTrac, or Sheetz, or Shell Food Mart, or Speedway, or UDF (United Dairy Farmers), or Wawa





606,424 or 63.1% of Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, Movies, and Game Shows.

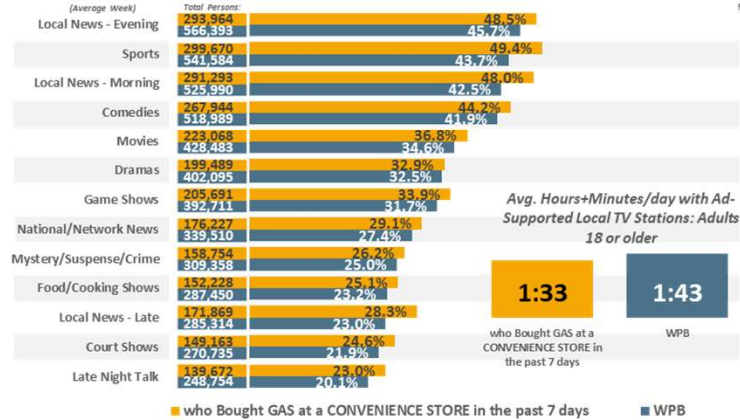
### Local TV Station Programs (Persons & % Reach): Adults 18 or older



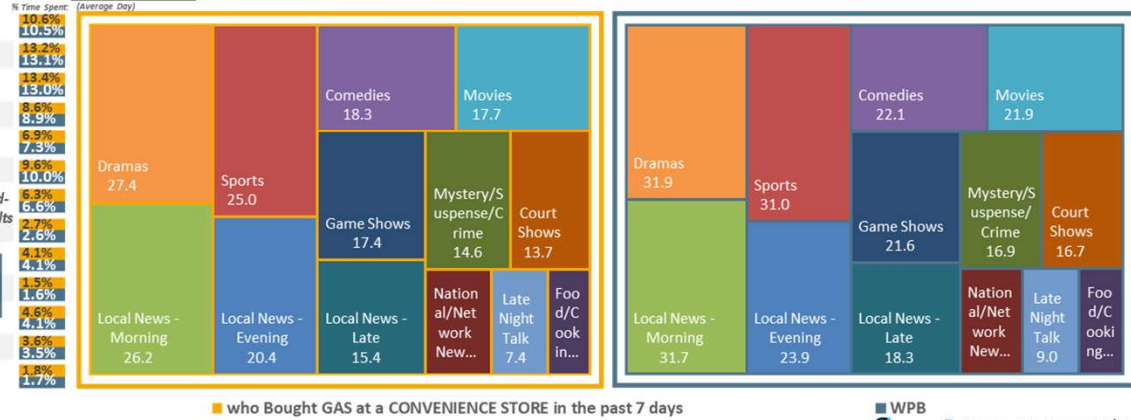
### Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 1,333  
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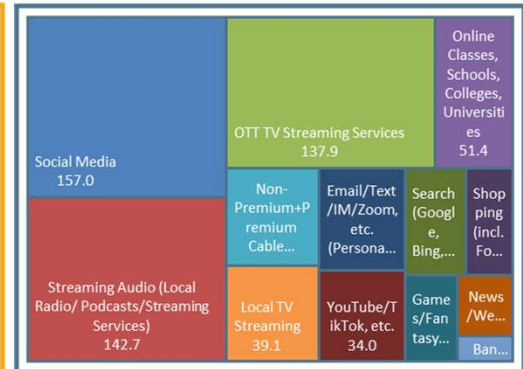
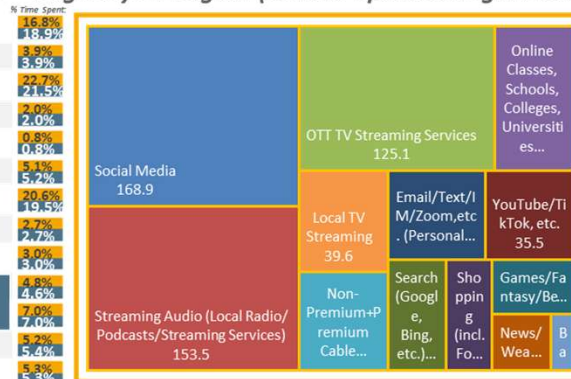
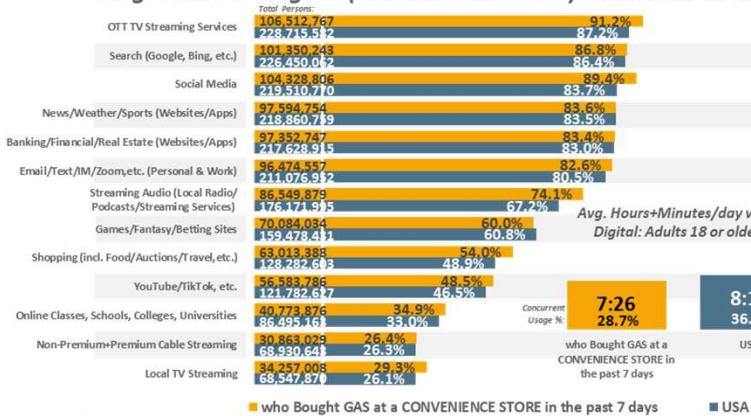
Convenience stores bought gas past 7 days (HHLD): 7-Eleven, or AmeriStop, or ampm, or BP, or Casey's, or Chevron Food Mart, or Circle K, or Cumberland Farms, or Holiday Station Stores, or Hy-Vee Fast & Fresh, or Kwik Trip, or Mobil Mart, or Other convenience store/gas station, or QuikTrip, or RaceTrac, or Sheetz, or Shell Food Mart, or Speedway, or UDF (United Dairy Farmers), or Wawa



93,228,046 or 79.8% of Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days use Ad-Supported Social Media for an average of 151. minutes every day representing 27.7% of all time spent daily with Ad-Supported Digital Media.

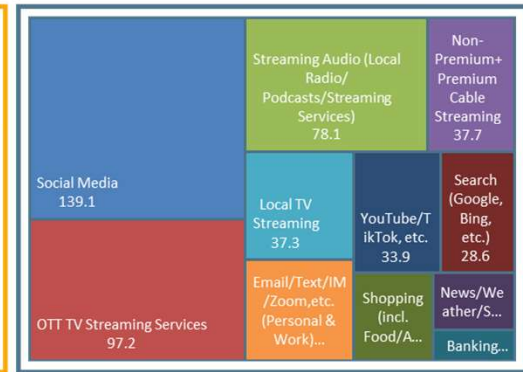
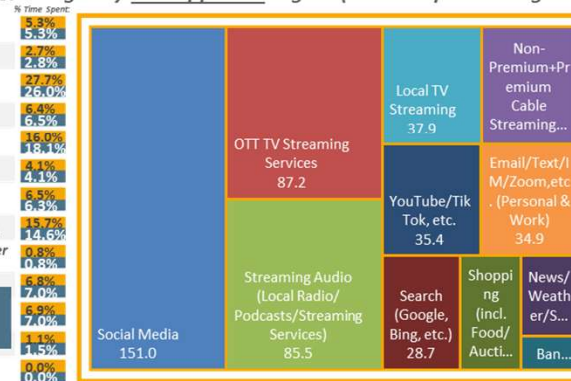
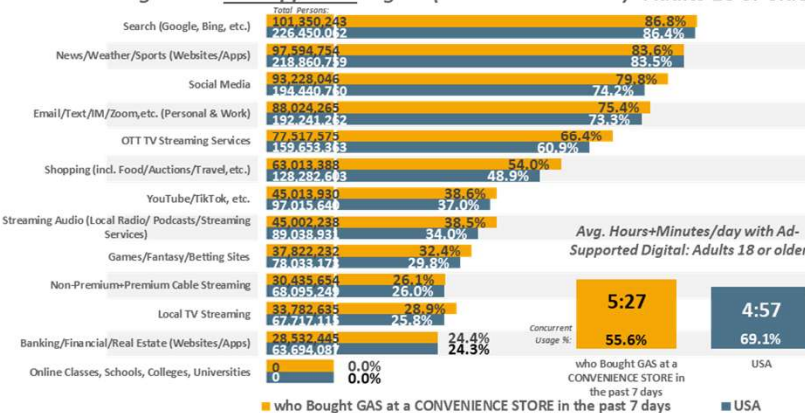
### Avg. Week All Digital (Persons & % Reach): Adults 18 or older

### 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



USA USA Projection Scarborough R1 2026: Sep24-Jan26 Qual Intab 11,212  
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USA Projection Scarborough R1 2026: Sep24-Jan26 Qual Intab 25,371

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Convenience stores bought gas past 7 days (HHLD): 7-Eleven, or AmeriStop, or ampm, or BP, or Casey's, or Chevron Food Mart, or Circle K, or Cumberland Farms, or Holiday Station Stores, or Hy-Vee Fast & Fresh, or Kwik Trip, or Mobil Mart, or Other convenience store/gas station, or QuikTrip, or RaceTrac, or Sheetz, or Shell Food Mart, or Speedway, or UDF (United Dairy Farmers), or Wawa

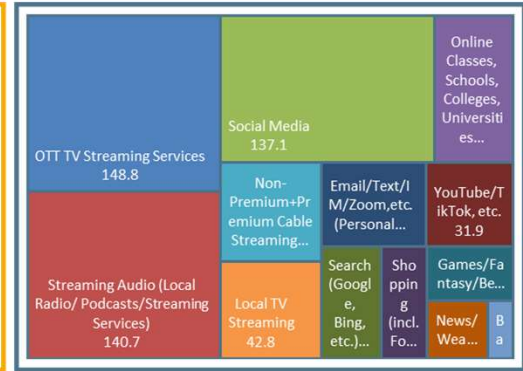
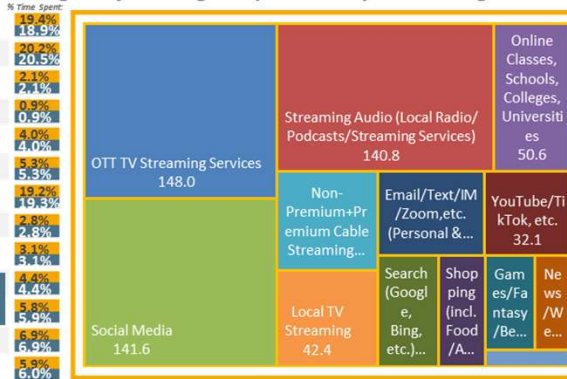
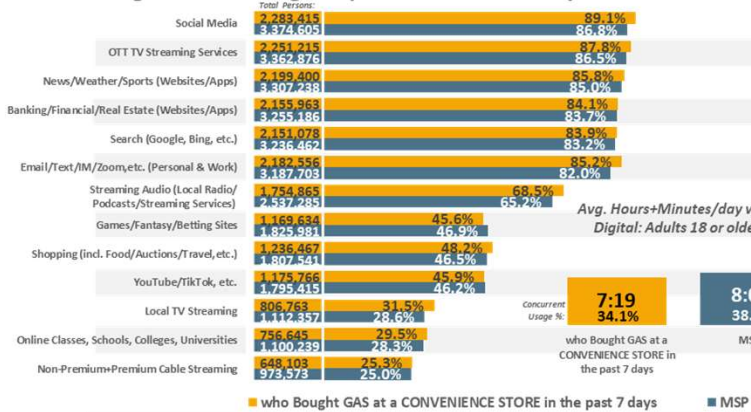




2,056,747 or 80.2% of Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days use Ad-Supported Social Media for an average of 127.6 minutes every day representing 23.9% of all time spent daily with Ad-Supported Digital Media.

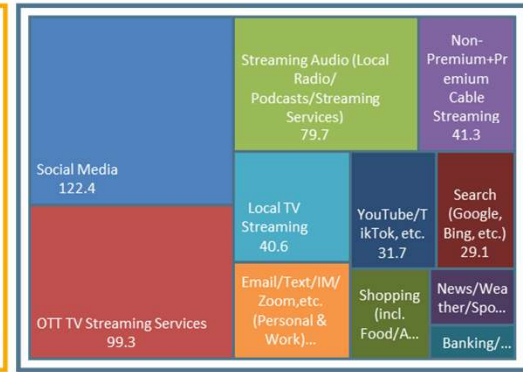
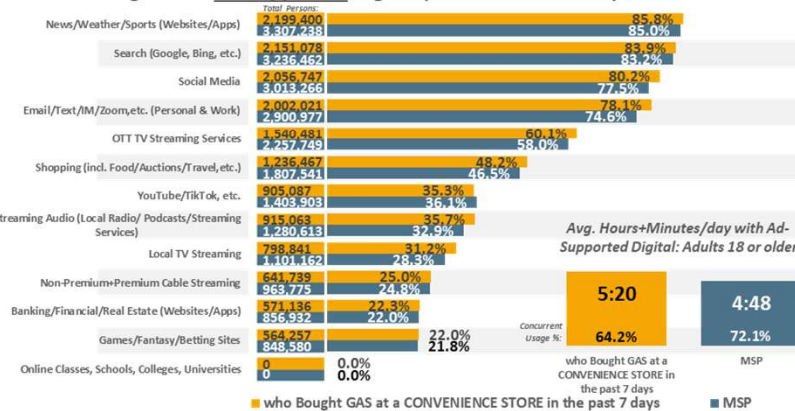
### Avg. Week All Digital (Persons & % Reach): Adults 18 or older

### 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



MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,345  
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Convenience stores bought gas past 7 days (HHLD): 7-Eleven, or AmeriStop, or ampm, or BP, or Casey's, or Chevron Food Mart, or Circle K, or Cumberland Farms, or Holiday Station Stores, or Hy-Vee Fast & Fresh, or Kwik Trip, or Mobil Mart, or Other convenience store/gas station, or QuikTrip, or RaceTrac, or Sheetz, or Shell Food Mart, or Speedway, or UDF (United Dairy Farmers), or Wawa

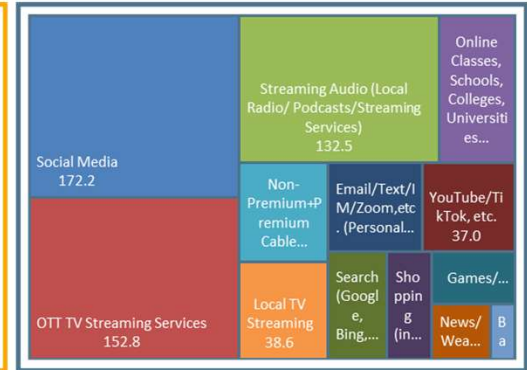
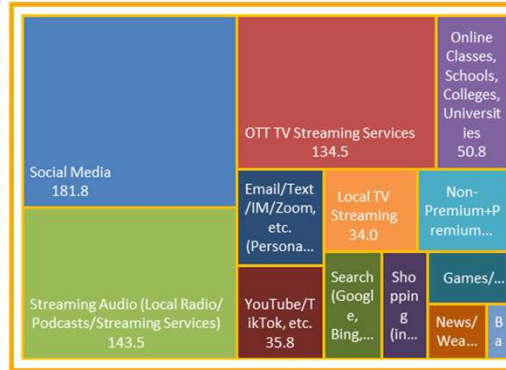
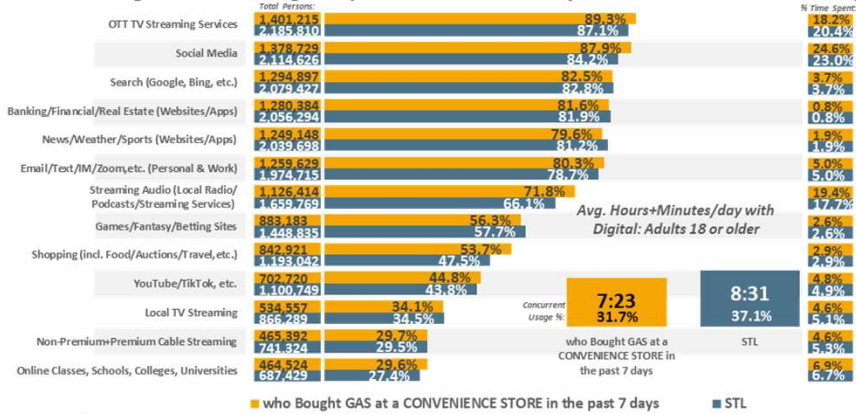




1,227,525 or 78.2% of Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days use Ad-Supported Social Media for an average of 161.9 minutes every day representing 29.7% of all time spent daily with Ad-Supported Digital Media.

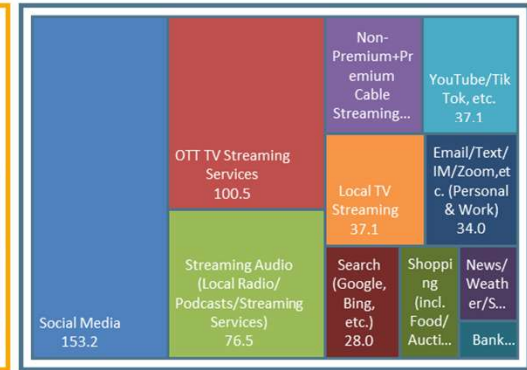
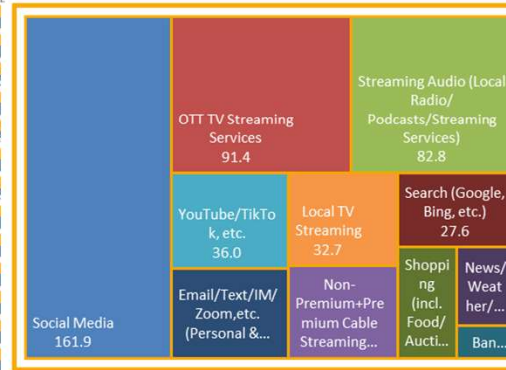
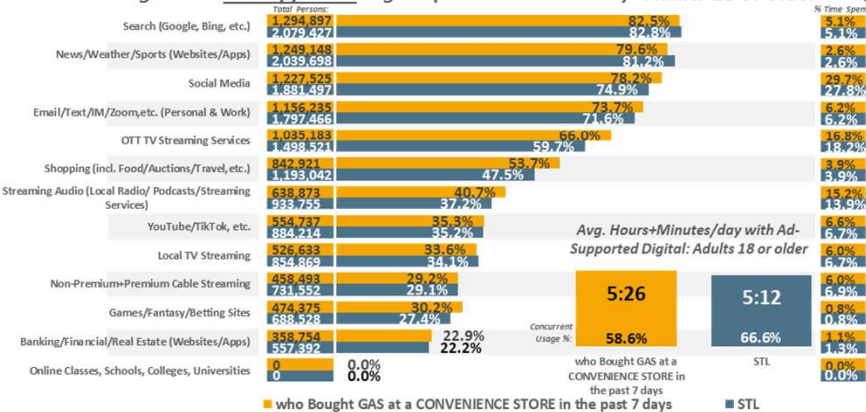
### Avg. Week All Digital (Persons & % Reach): Adults 18 or older

### 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



STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,259  
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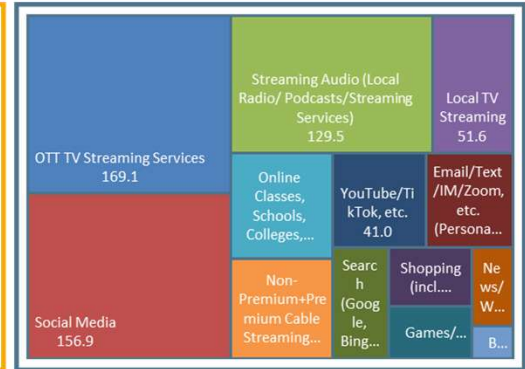
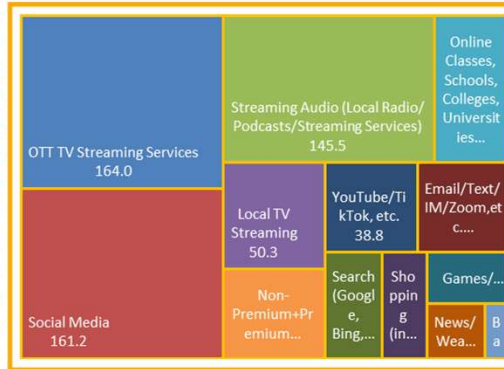
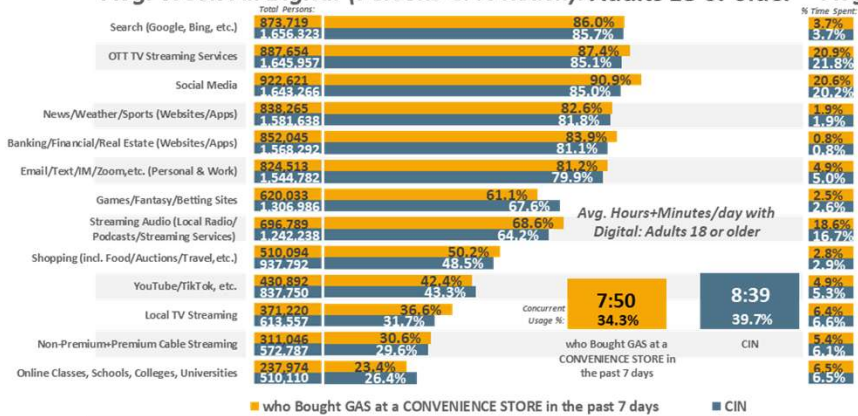
Convenience stores bought gas past 7 days (HHLD): 7-Eleven, or AmeriStop, or ampm, or BP, or Casey's, or Chevron Food Mart, or Circle K, or Cumberland Farms, or Holiday Station Stores, or Hy-Vee Fast & Fresh, or Kwik Trip, or Mobil Mart, or Other convenience store/gas station, or QuikTrip, or RaceTrac, or Sheetz, or Shell Food Mart, or Speedway, or UDF (United Dairy Farmers), or Wawa



840,795 or 82.8% of Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days use Ad-Supported Social Media for an average of 146.9 minutes every day representing 25.8% of all time spent daily with Ad-Supported Digital Media.

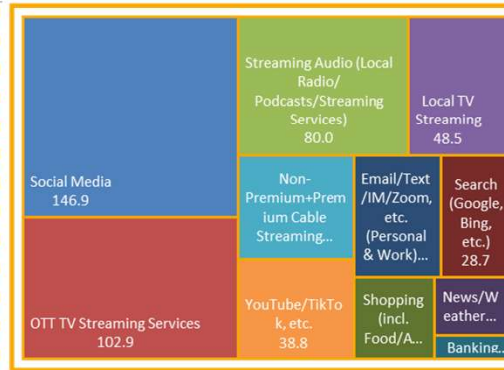
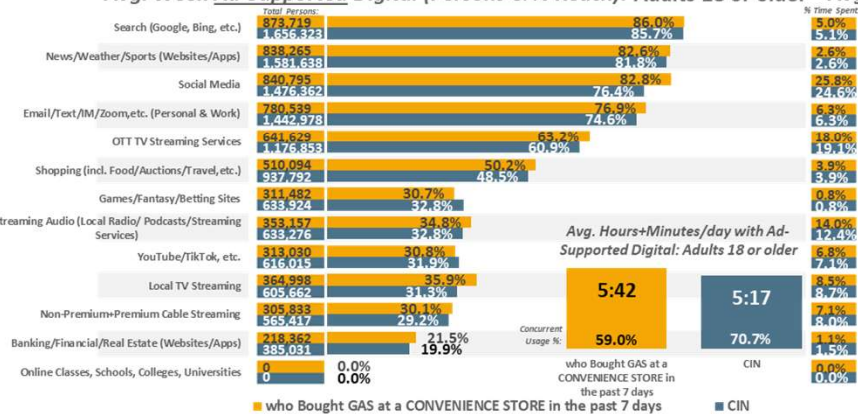
### Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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



CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,100  
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Convenience stores bought gas past 7 days (HHLD): 7-Eleven, or AmeriStop, or ampm, or BP, or Casey's, or Chevron Food Mart, or Circle K, or Cumberland Farms, or Holiday Station Stores, or Hy-Vee Fast & Fresh, or Kwik Trip, or Mobil Mart, or Other convenience store/gas station, or QuikTrip, or RaceTrac, or Sheetz, or Shell Food Mart, or Speedway, or UDF (United Dairy Farmers), or Wawa

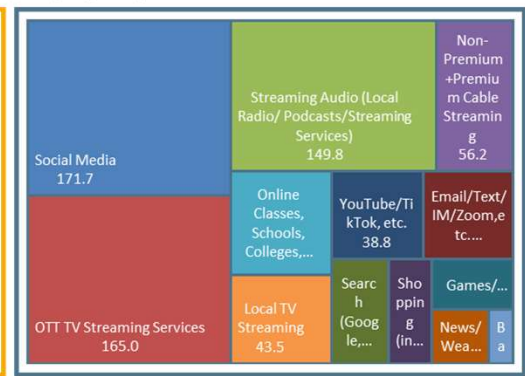
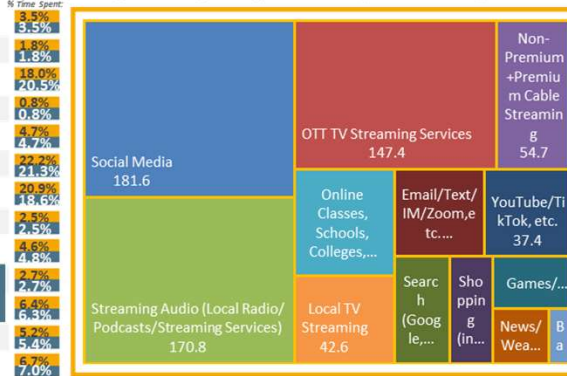
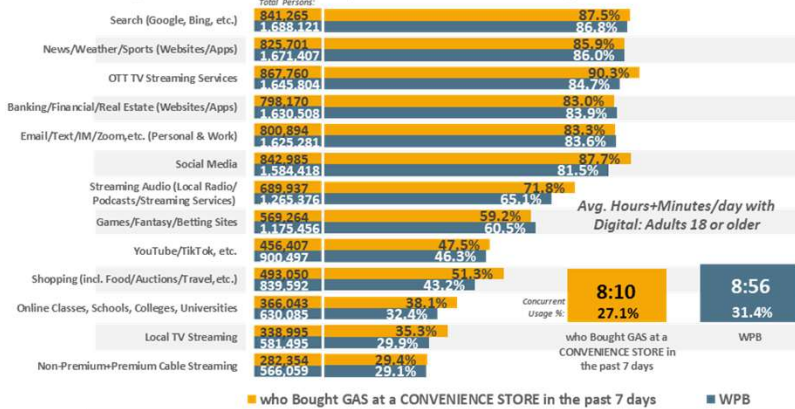




773,435 or 80.5% of Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days use Ad-Supported Social Media for an average of 166.6 minutes every day representing 26.3% of all time spent daily with Ad-Supported Digital Media.

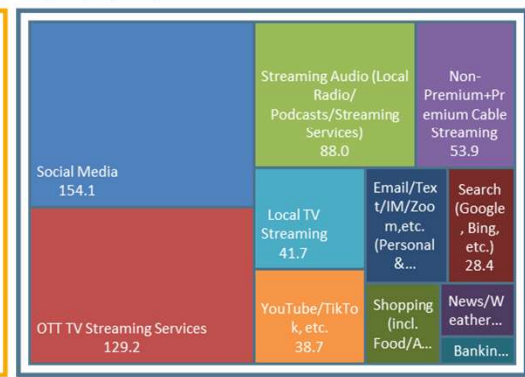
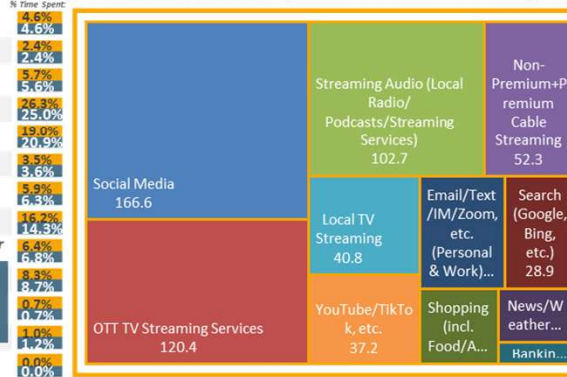
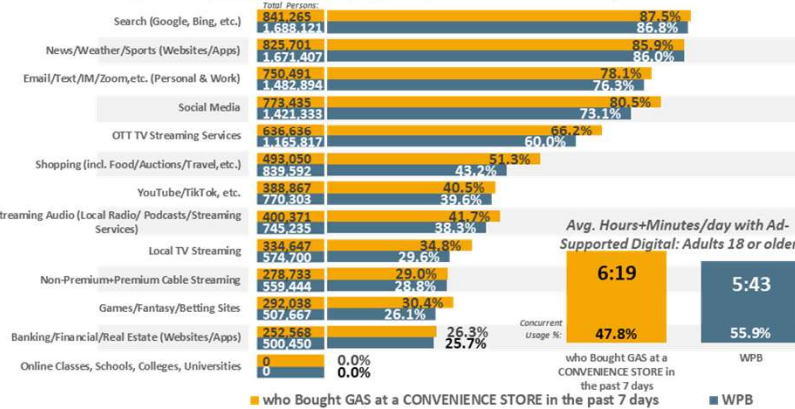
**Avg. Week All Digital (Persons & % Reach): Adults 18 or older**

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



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

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

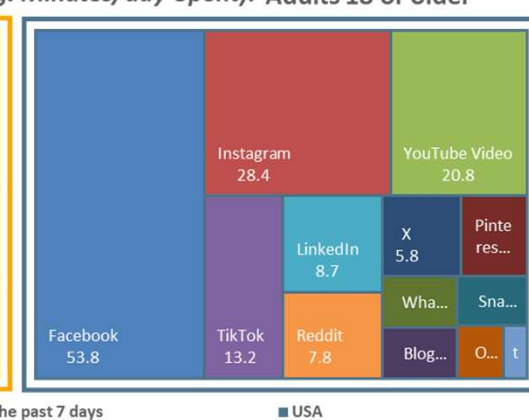
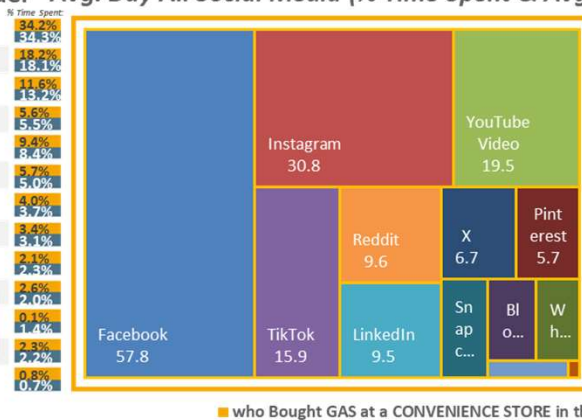
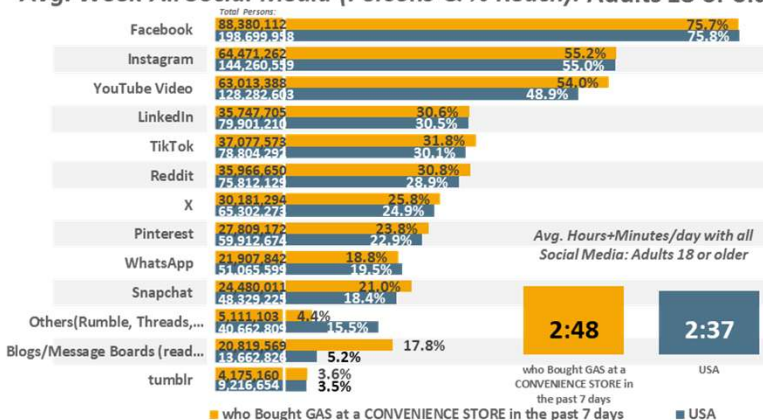




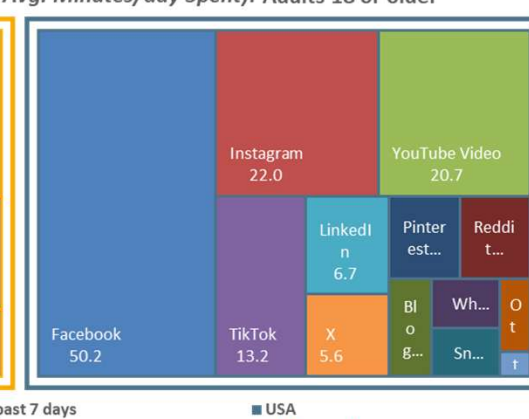
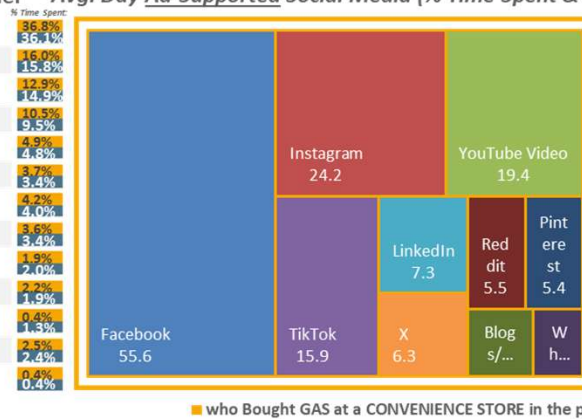
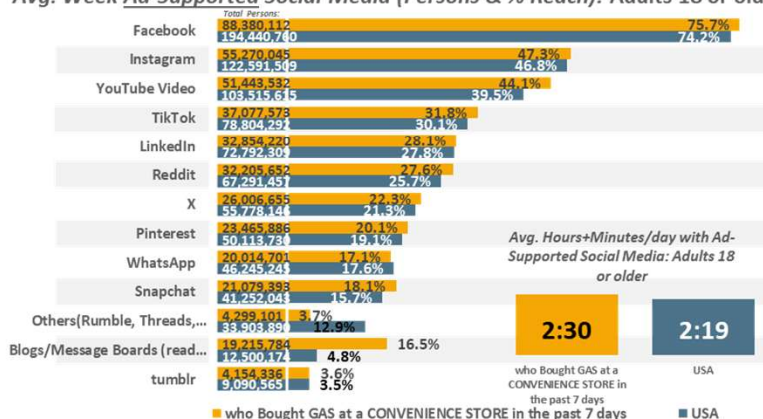


88,380,112 or 75.7% of Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days use Ad-Supported Facebook for an average of 55.6 minutes every day representing 36.8% of all time spent daily with Ad-Supported Social Media.

**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**



USA USA Projection Scarborough R1 2026: Sep24-Jan26 Qual Intab 11,212  
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USA Projection Scarborough R1 2026: Sep24-Jan26 Qual Intab 25,371

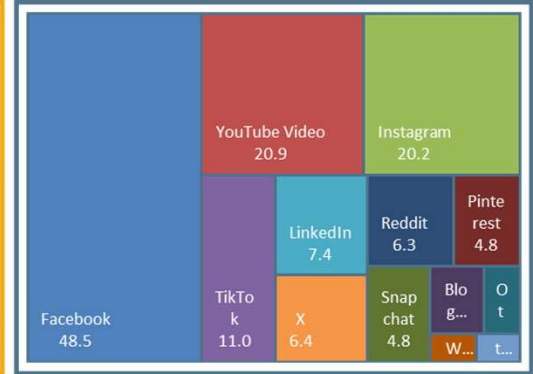
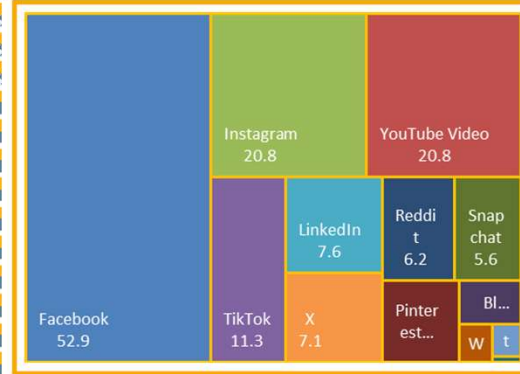
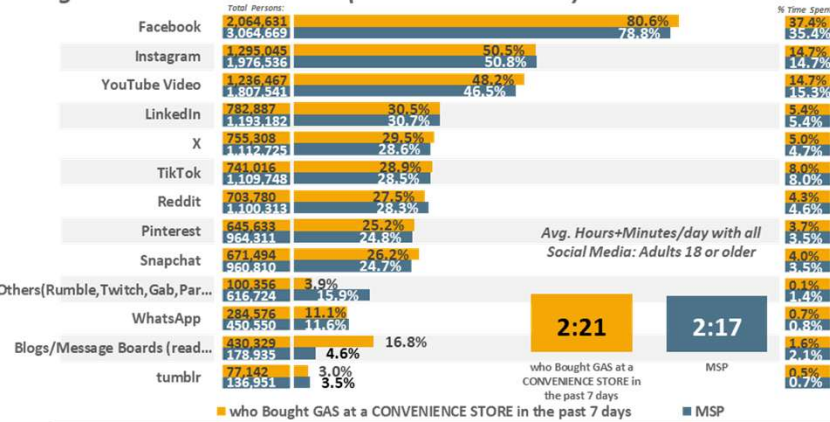
soefa.ai Share of Everything for Anything

Convenience stores bought gas past 7 days (HHLID): 7-Eleven, or AmeriStop, or ampm, or BP, or Casey's, or Chevron Food Mart, or Circle K, or Cumberland Farms, or Holiday Station Stores, or Hy-Vee Fast & Fresh, or Kwik Trip, or Mobil Mart, or Other convenience store/gas station, or QuikTrip, or RaceTrac, or Sheetz, or Shell Food Mart, or Speedway, or UDF (United Dairy Farmers), or Wawa

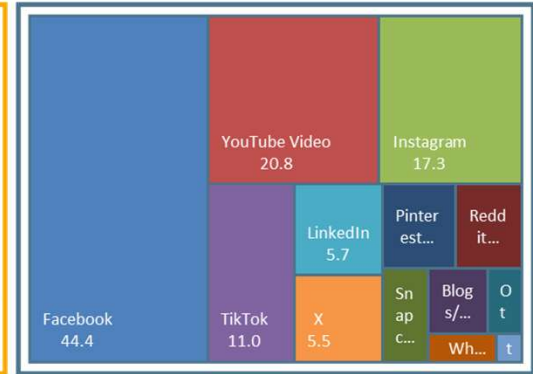
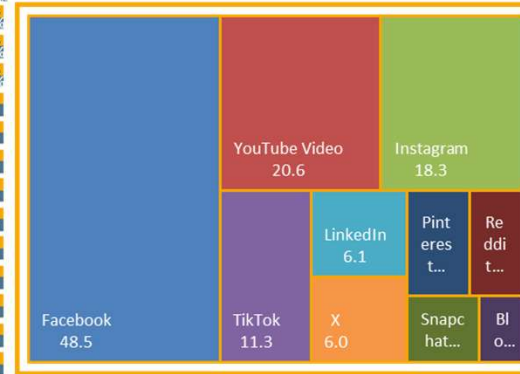
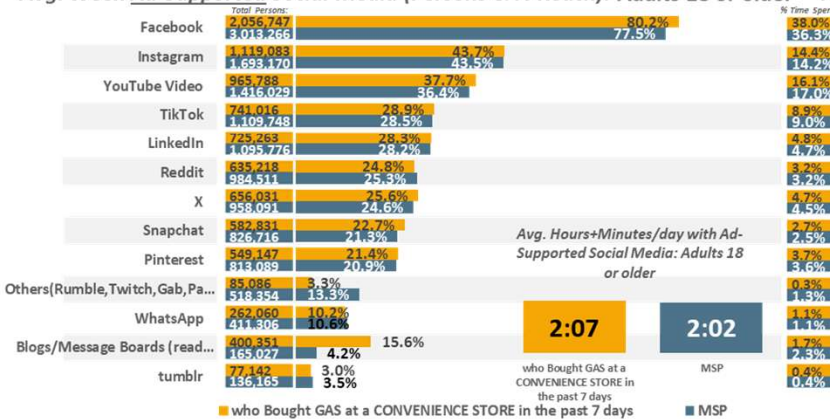


2,056,747 or 80.2% of Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days use Ad-Supported Facebook for an average of 48.5 minutes every day representing 38.0% of all time spent daily with Ad-Supported Social Media.

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



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



MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,345  
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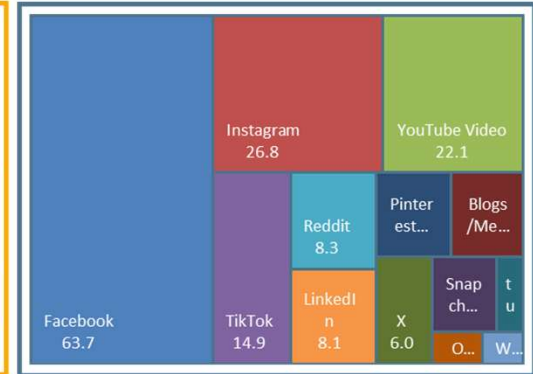
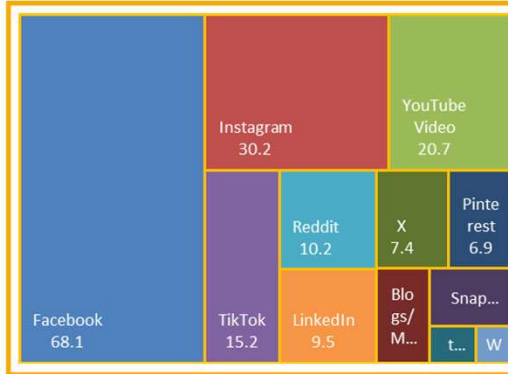
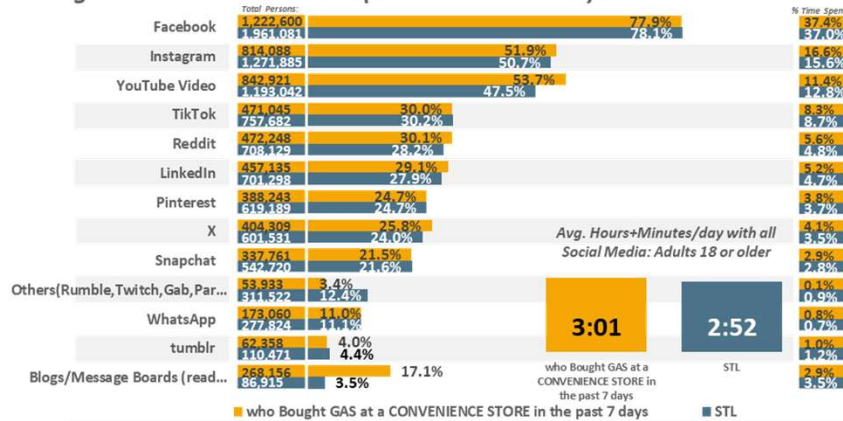
soefa.ai Share of Everything for Anything

Convenience stores bought gas past 7 days (HHL): 7-Eleven, or AmeriStop, or ampm, or BP, or Casey's, or Chevron Food Mart, or Circle K, or Cumberland Farms, or Holiday Station Stores, or Hy-Vee Fast & Fresh, or Kwik Trip, or Mobil Mart, or Other convenience store/gas station, or QuikTrip, or RaceTrac, or Sheetz, or Shell Food Mart, or Speedway, or UDF (United Dairy Farmers), or Wawa

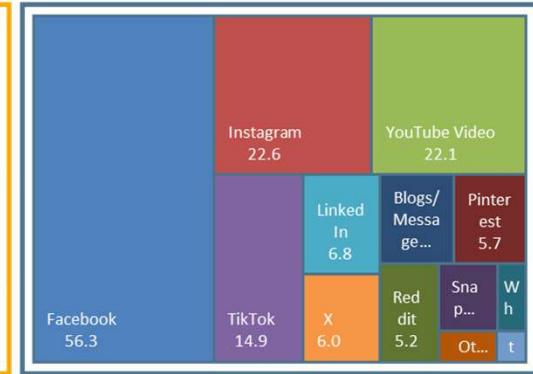
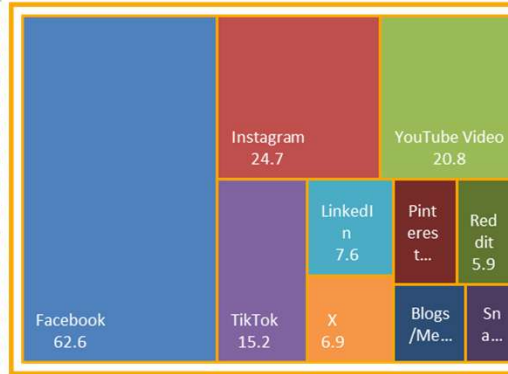
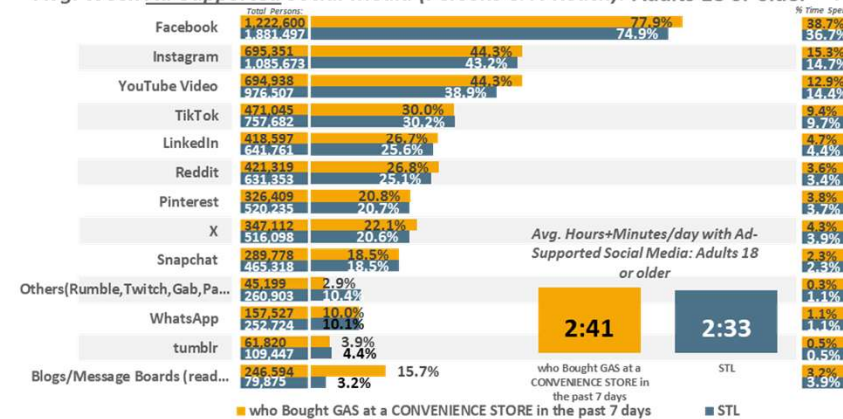


1,222,600 or 77.9% of Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days use Ad-Supported Facebook for an average of 62.6 minutes every day representing 38.7% of all time spent daily with Ad-Supported Social Media.

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



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



STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,259  
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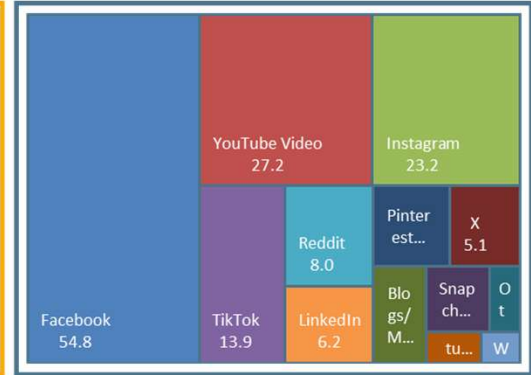
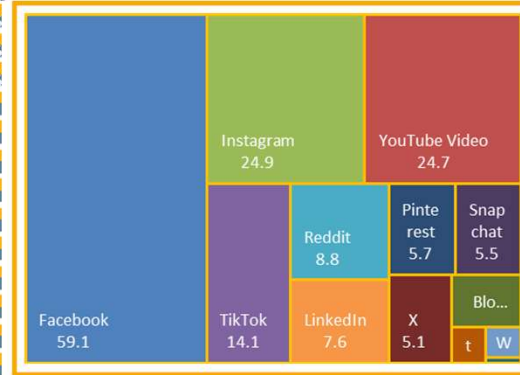
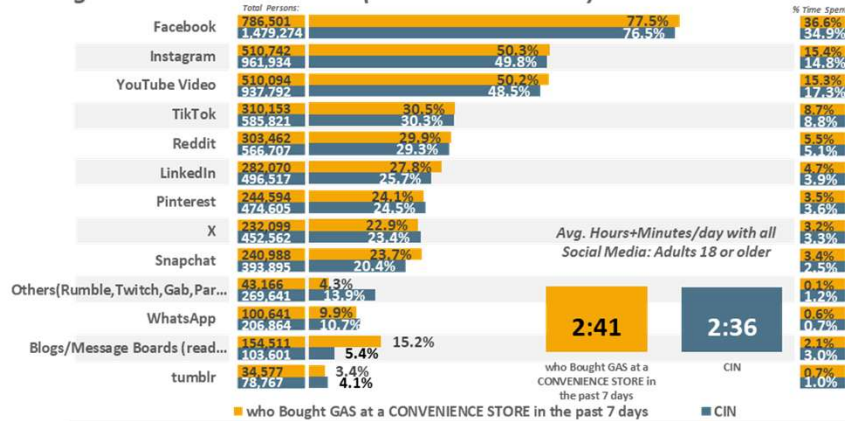
Convenience stores bought gas past 7 days (HHLD): 7-Eleven, or AmeriStop, or ampm, or BP, or Casey's, or Chevron Food Mart, or Circle K, or Cumberland Farms, or Holiday Station Stores, or Hy-Vee Fast & Fresh, or Kwik Trip, or Mobil Mart, or Other convenience store/gas station, or QuikTrip, or RaceTrac, or Sheetz, or Shell Food Mart, or Speedway, or UDF (United Dairy Farmers), or Wawa



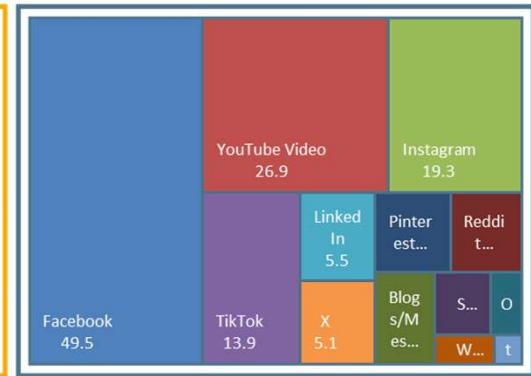
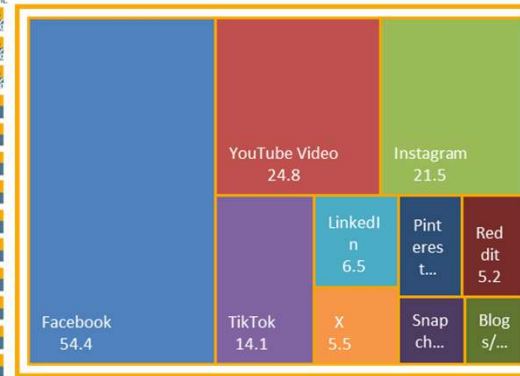
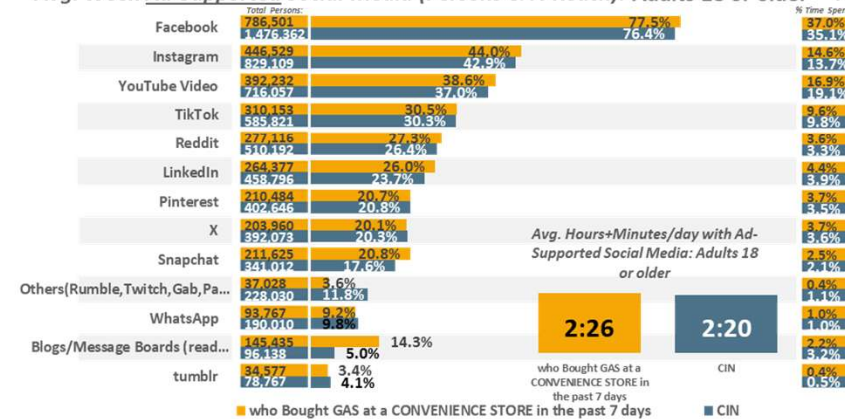


786,501 or 77.5% of Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days use Ad-Supported Facebook for an average of 54.4 minutes every day representing 37.0% of all time spent daily with Ad-Supported Social Media.

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



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



CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,100  
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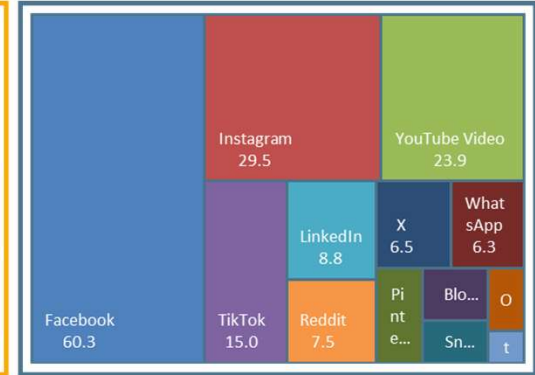
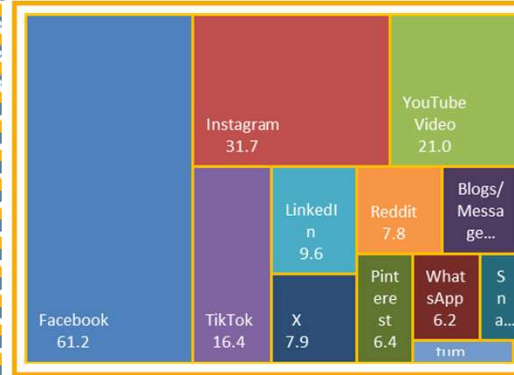
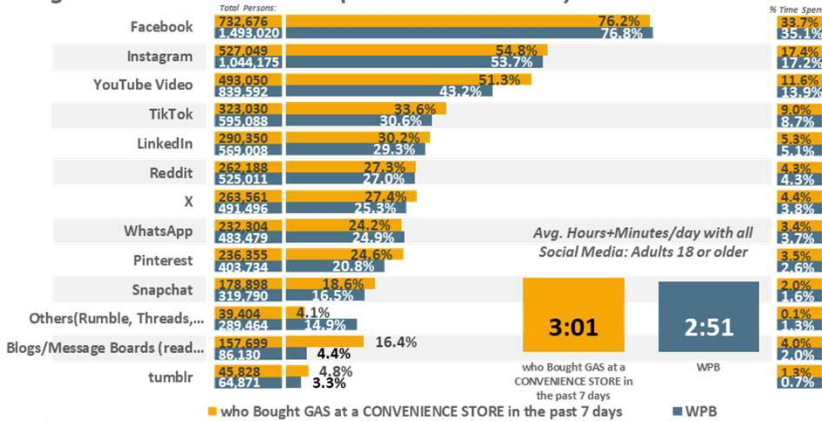
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Convenience stores bought gas past 7 days (HHLD): 7-Eleven, or AmeriStop, or ampm, or BP, or Casey's, or Chevron Food Mart, or Circle K, or Cumberland Farms, or Holiday Station Stores, or Hy-Vee Fast & Fresh, or Kwik Trip, or Mobil Mart, or Other convenience store/gas station, or QuikTrip, or RaceTrac, or Sheetz, or Shell Food Mart, or Speedway, or UDF (United Dairy Farmers), or Wawa

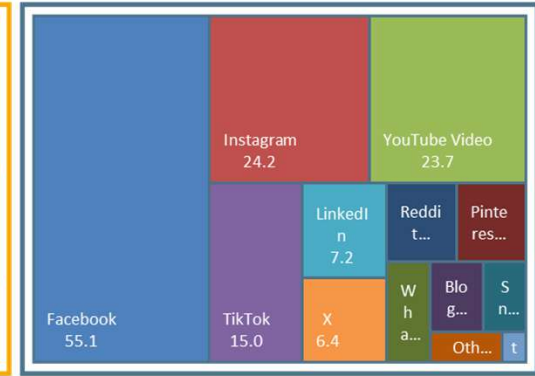
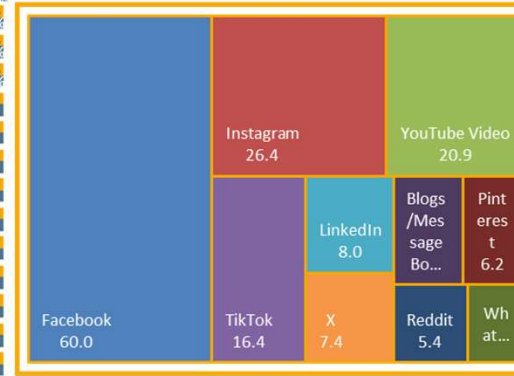
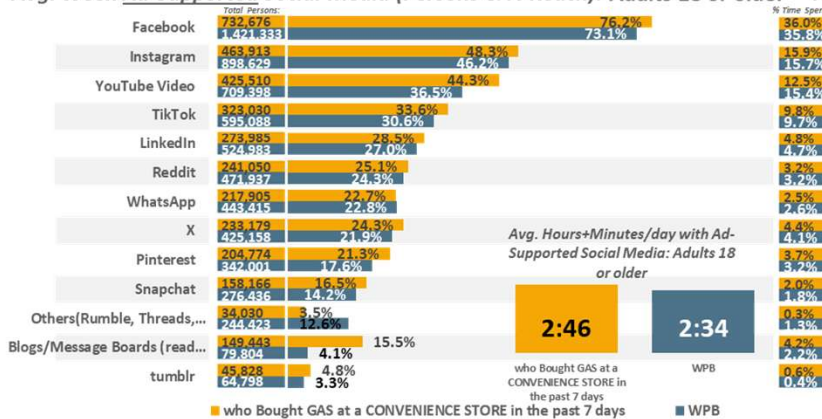


732,676 or 76.2% of Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days use Ad-Supported Facebook for an average of 60. minutes every day representing 36.% of all time spent daily with Ad-Supported Social Media.

**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**



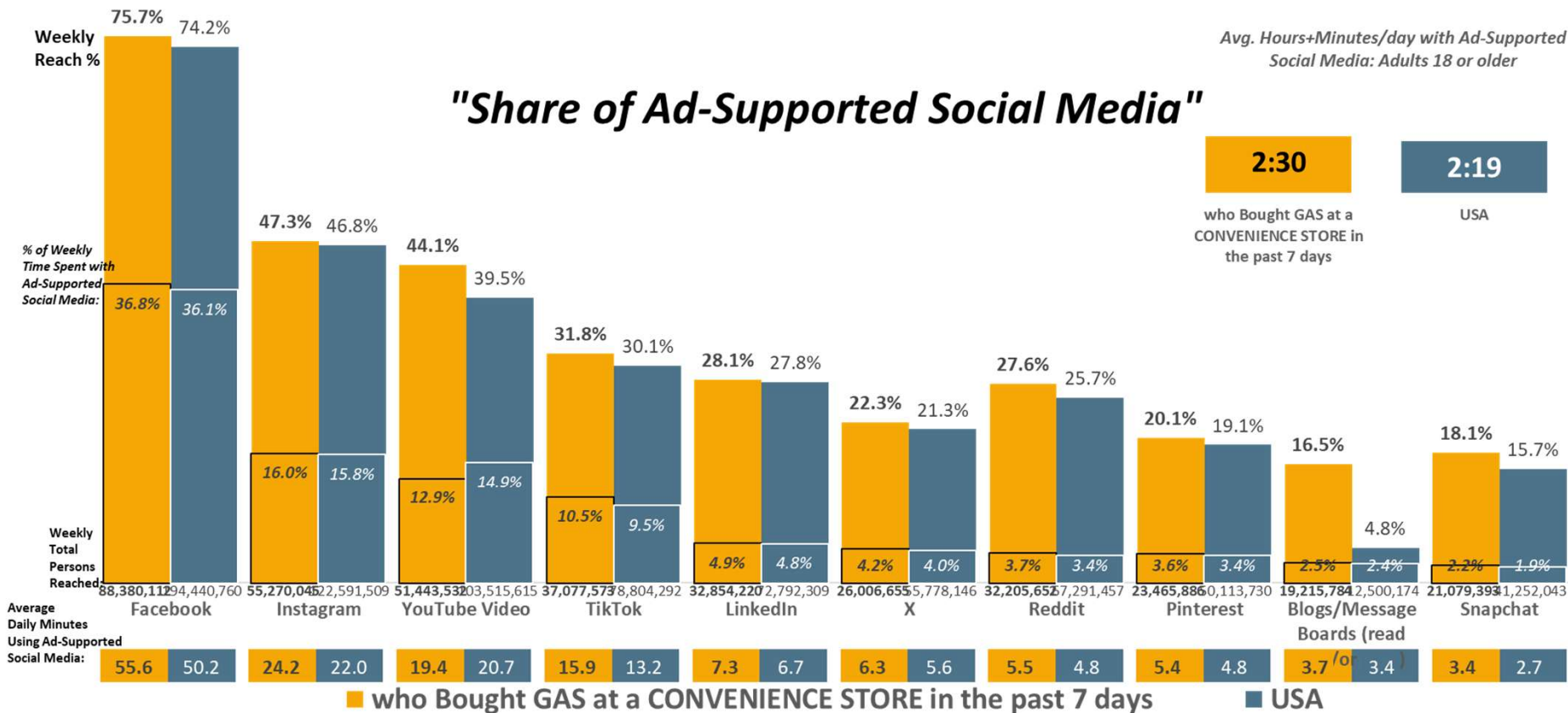
WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 1,333  
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Convenience stores bought gas past 7 days (HHL): 7-Eleven, or AmeriStop, or ampm, or BP, or Casey's, or Chevron Food Mart, or Circle K, or Cumberland Farms, or Holiday Station Stores, or Hy-Vee Fast & Fresh, or Kwik Trip, or Mobil Mart, or Other convenience store/gas station, or QuikTrip, or RaceTrac, or Sheetz, or Shell Food Mart, or Speedway, or UDF (United Dairy Farmers), or Wawa



88,380,112 or 75.7% of Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days use Ad-Supported Facebook for an average of 55.6 minutes every day representing 36.8% of all time spent daily with Ad-Supported Social Media.



USA USA Projection Scarborough R1 2026: Sep24-Jan26 Qual Intab 11,212  
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USA Projection Scarborough R1 2026: Sep24-Jan26 Qual Intab 25,371

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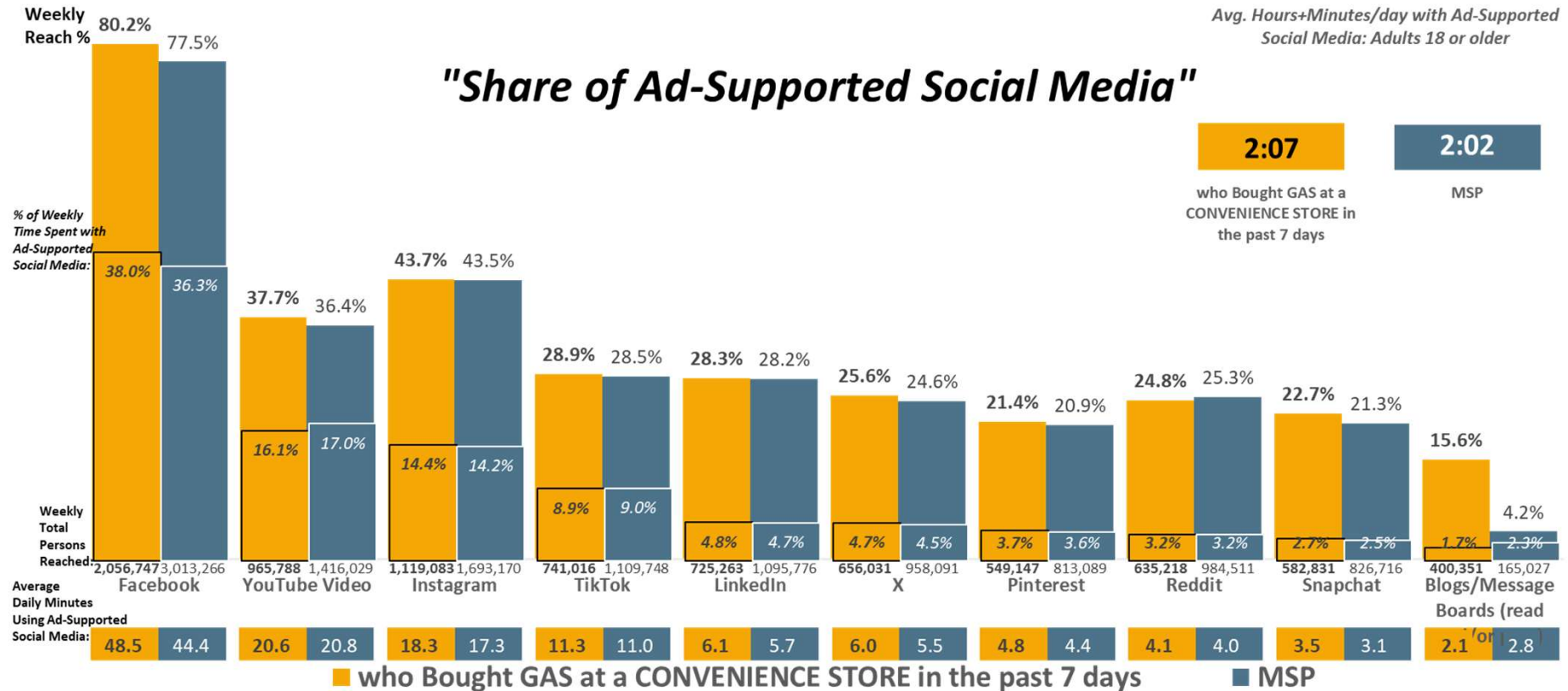
Convenience stores bought gas past 7 days (HHLD): 7-Eleven, or AmeriStop, or ampm, or BP, or Casey's, or Chevron Food Mart, or Circle K, or Cumberland Farms, or Holiday Station Stores, or Hy-Vee Fast & Fresh, or Kwik Trip, or Mobil Mart, or Other convenience store/gas station, or QuikTrip, or RaceTrac, or Sheetz, or Shell Food Mart, or Speedway, or UDF (United Dairy Farmers), or Wawa





2,056,747 or 80.2% of Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days use Ad-Supported Facebook for an average of 48.5 minutes every day representing 38.0% of all time spent daily with Ad-Supported Social Media.

## "Share of Ad-Supported Social Media"



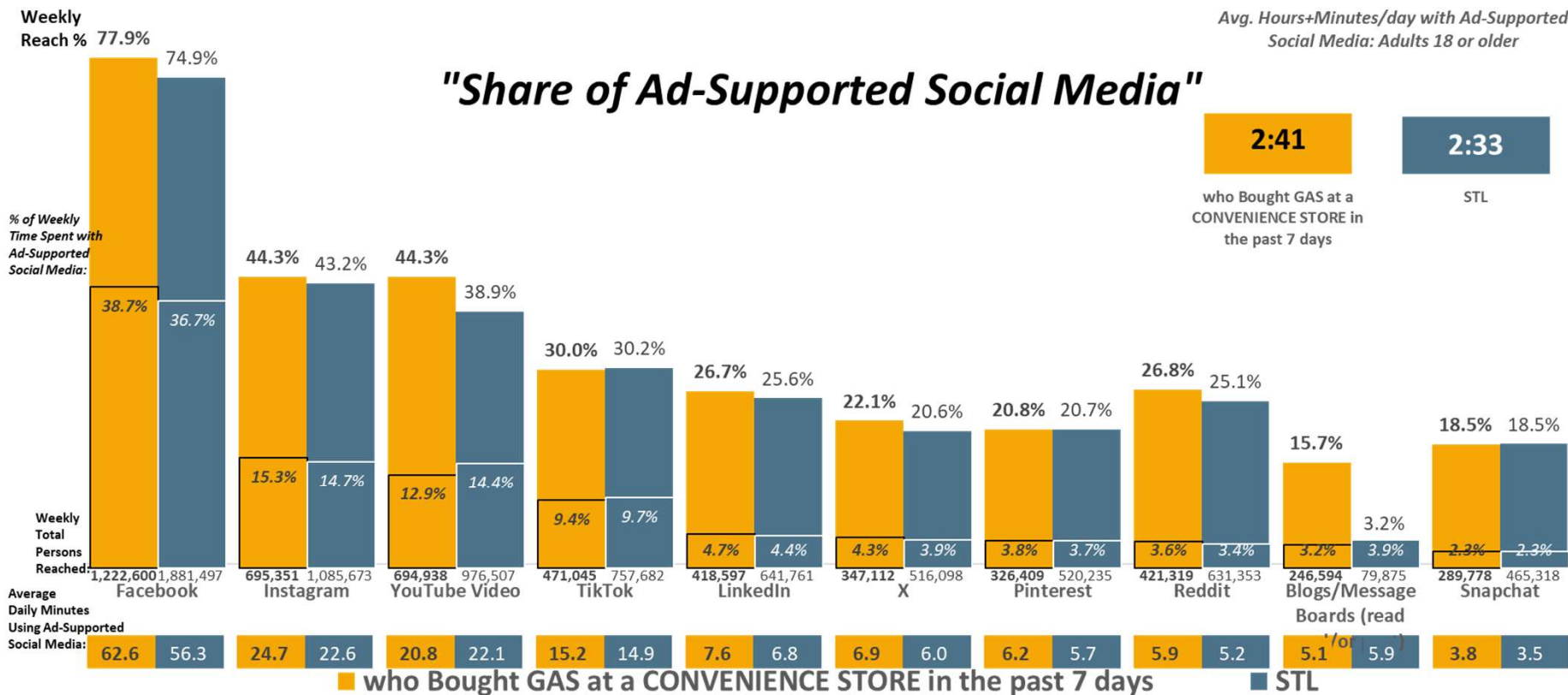
MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,345 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,081  
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Convenience stores bought gas past 7 days (HHLD): 7-Eleven, or AmeriStop, or ampm, or BP, or Casey's, or Chevron Food Mart, or Circle K, or Cumberland Farms, or Holiday Station Stores, or Hy-Vee Fast & Fresh, or Kwik Trip, or Mobil Mart, or Other convenience store/gas station, or QuikTrip, or RaceTrac, or Sheetz, or Shell Food Mart, or Speedway, or UDF (United Dairy Farmers), or Wawa



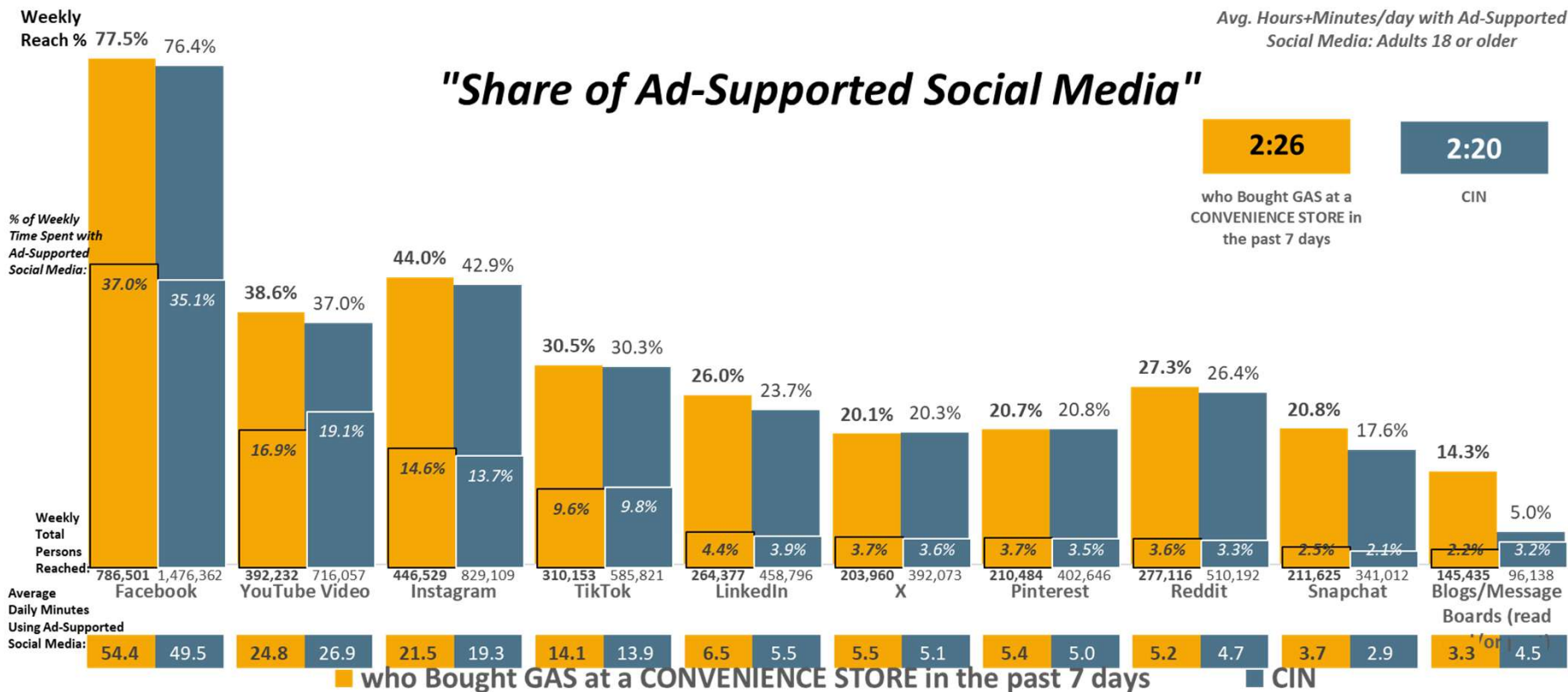
1,222,600 or 77.9% of Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days use Ad-Supported Facebook for an average of 62.6 minutes every day representing 38.7% of all time spent daily with Ad-Supported Social Media.





786,501 or 77.5% of Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days use Ad-Supported Facebook for an average of 54.4 minutes every day representing 37.0% of all time spent daily with Ad-Supported Social Media.

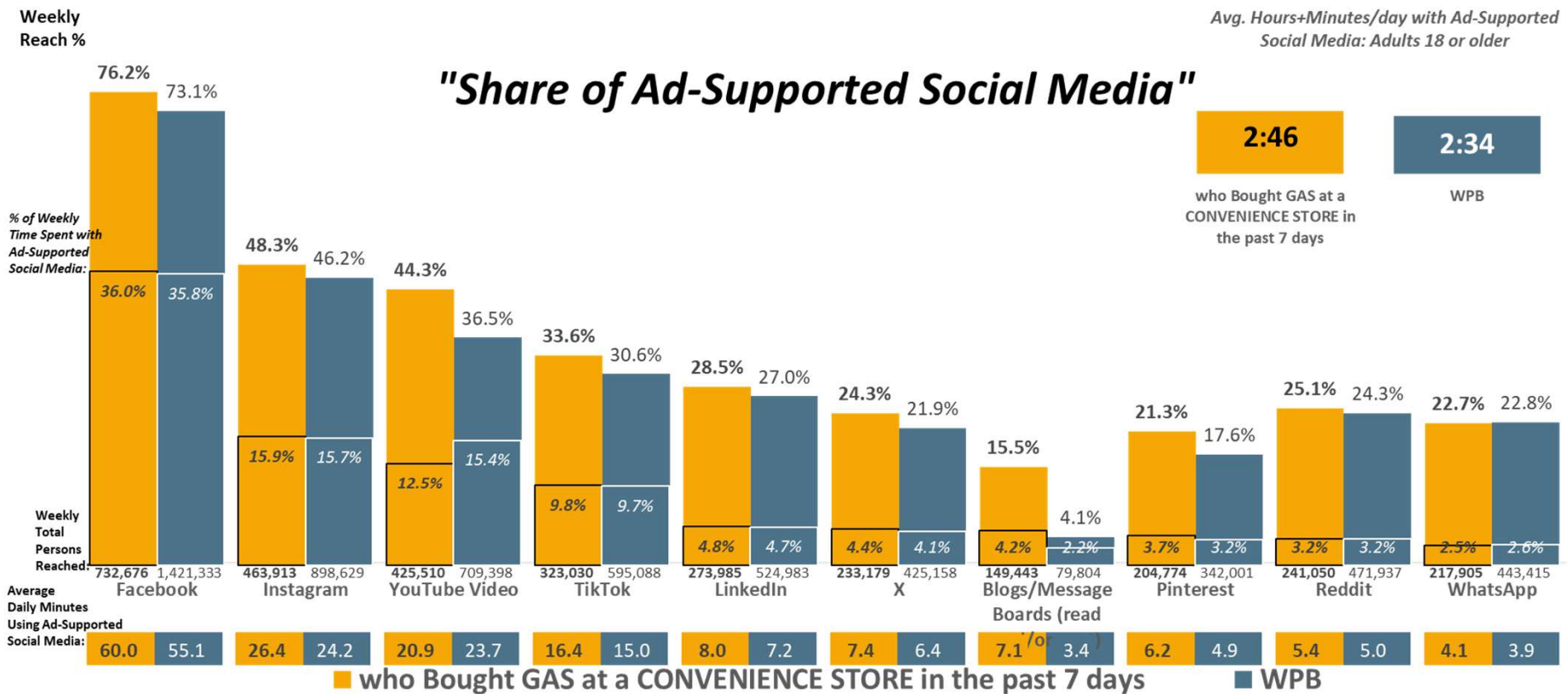
## "Share of Ad-Supported Social Media"







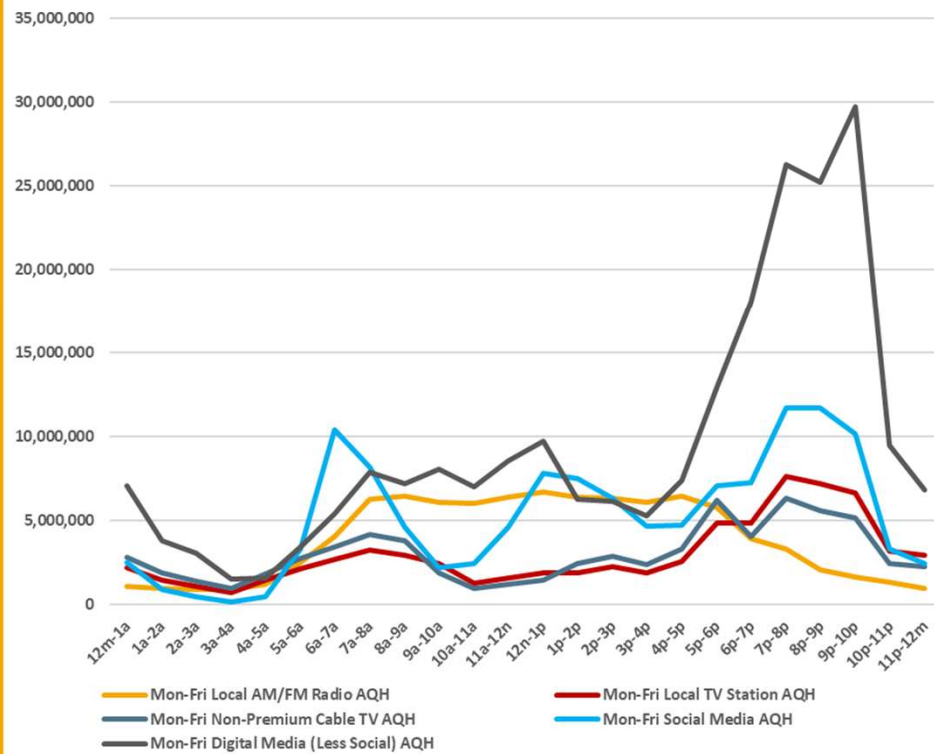
732,676 or 76.2% of Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days use Ad-Supported Facebook for an average of 60. minutes every day representing 36.% of all time spent daily with Ad-Supported Social Media.



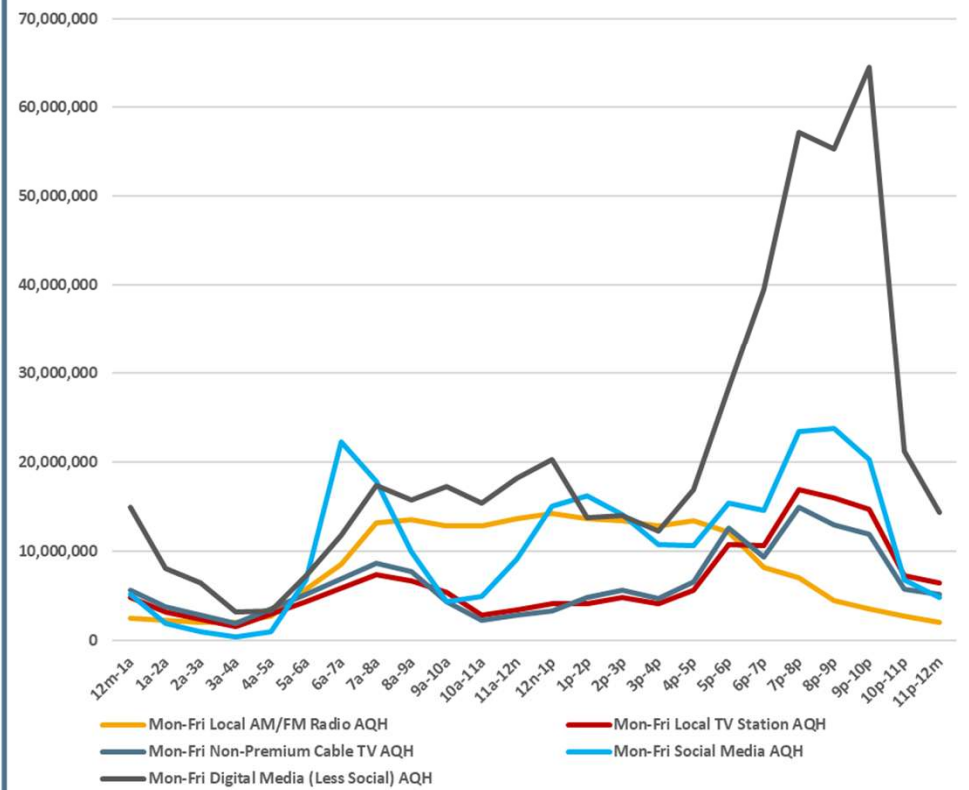


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 8,445,935; Social Media: 5,979,272; Local Radio: 5,910,821; Non-Prem. Cable: 2,939,824; Local TV: 2,643,378 reaching Adults 18 or older who Bought GAS at a CONVENIENCE ST

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
Adults 18 or older who Bought GAS at a CONVENIENCE  
STORE in the past 7 days



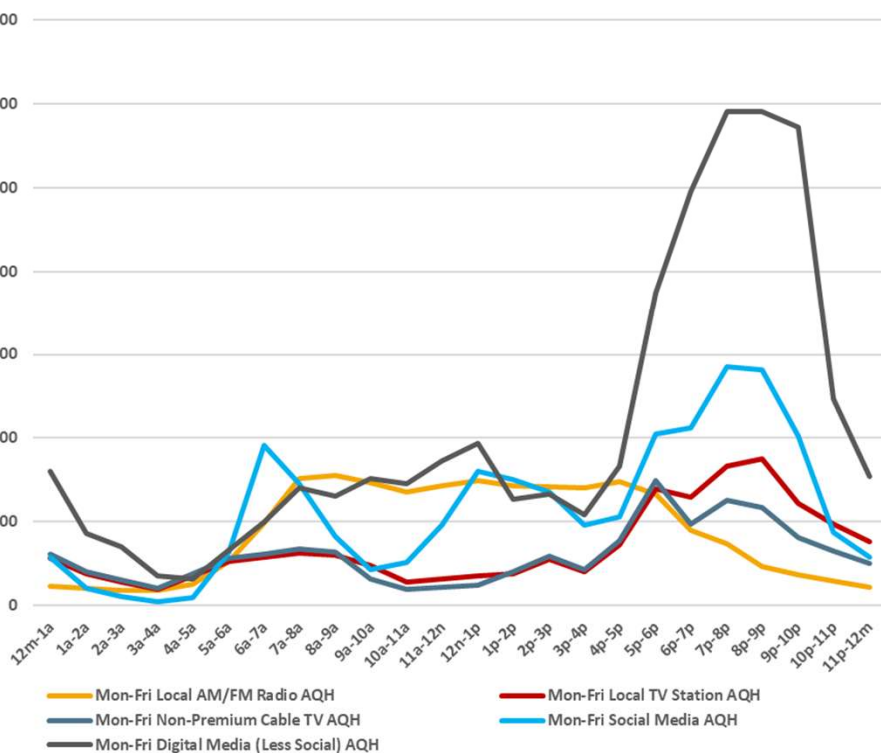
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
USA 210 DMA Area Adults 18 or older



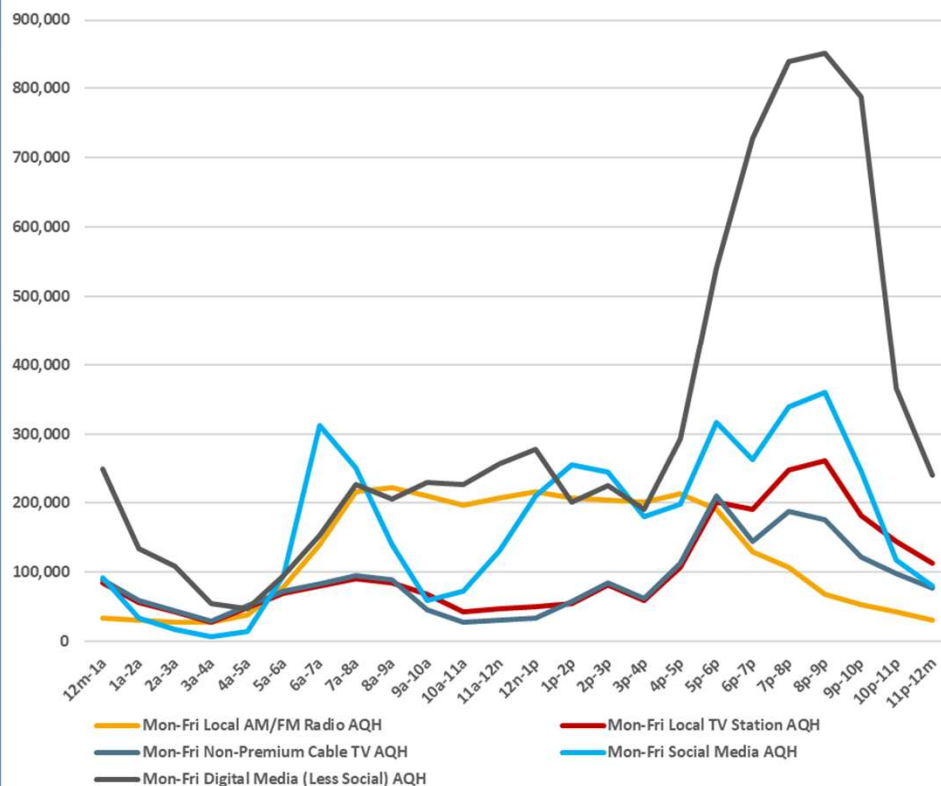


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 187,662; Local Radio: 136,480; Social Media: 129,013; Local TV: 61,158; Non-Prem. Cable: 58,049 reaching Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the p

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
Adults 18 or older who Bought GAS at a CONVENIENCE  
STORE in the past 7 days



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



MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,345  
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Convenience stores bought gas past 7 days (HHLD): 7-Eleven, or AmeriStop, or ampm, or BP, or Casey's, or Chevron Food Mart, or Circle K, or Cumberland Farms, or Holiday Station Stores, or Hy-Vee Fast & Fresh, or Kwik Trip, or Mobil Mart, or Other convenience store/gas station, or QuikTrip, or RaceTrac, or Sheetz, or Shell Food Mart, or Speedway, or UDF (United Dairy Farmers), or Wawa

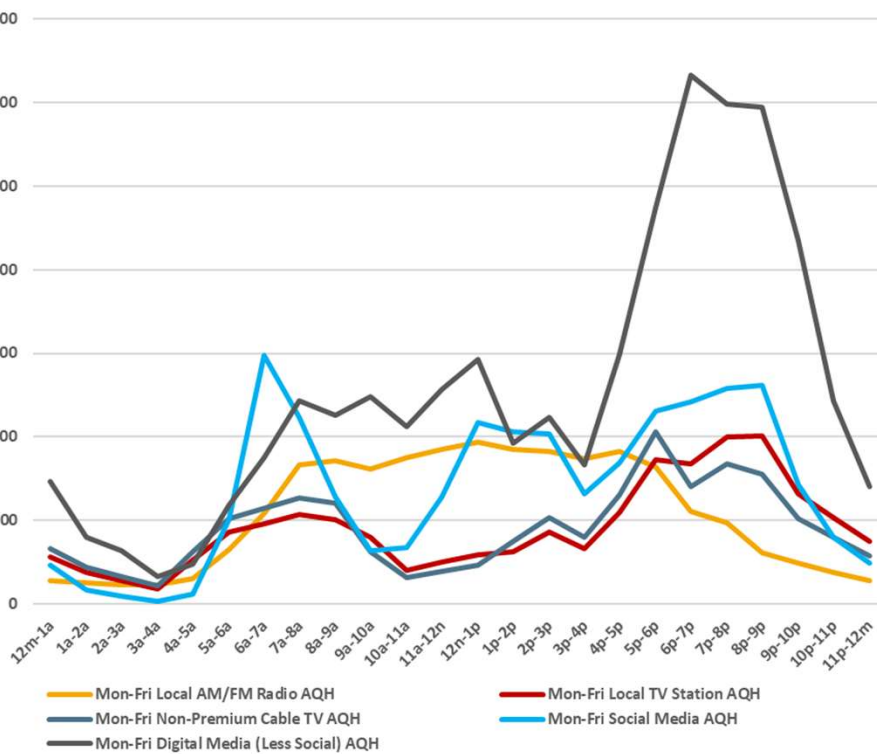
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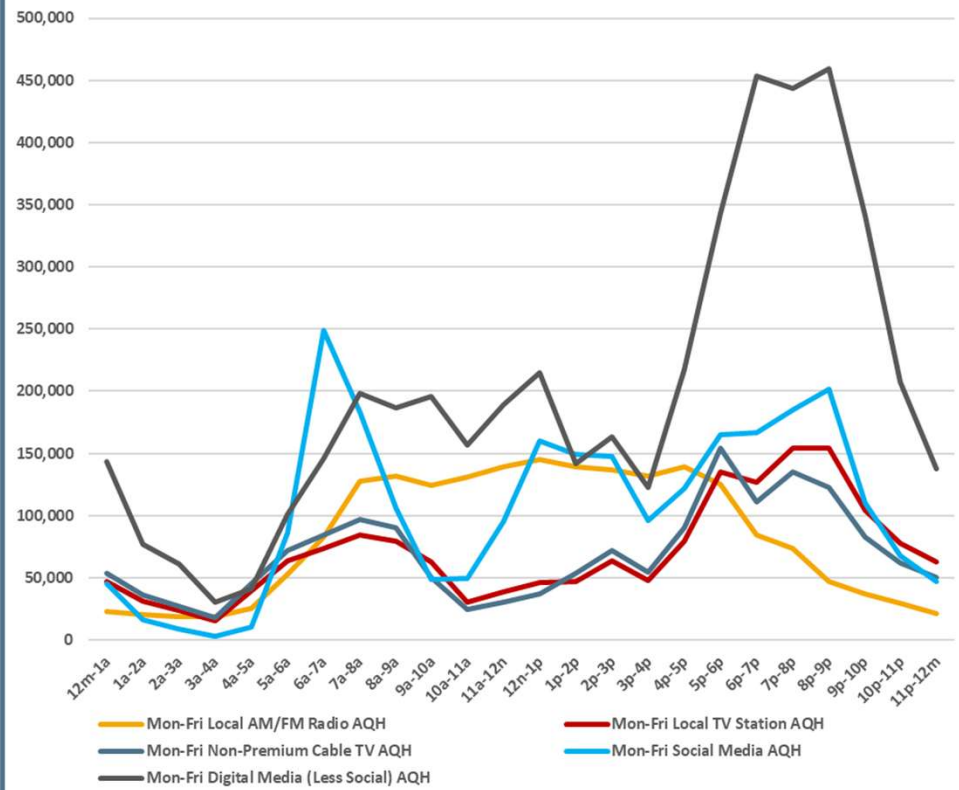


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 140,122;  
Social Media: 88,803; Local Radio: 83,122; Non-Prem. Cable: 49,098; Local TV: 46,179  
reaching Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the pas

*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
Adults 18 or older who Bought GAS at a CONVENIENCE  
STORE in the past 7 days*



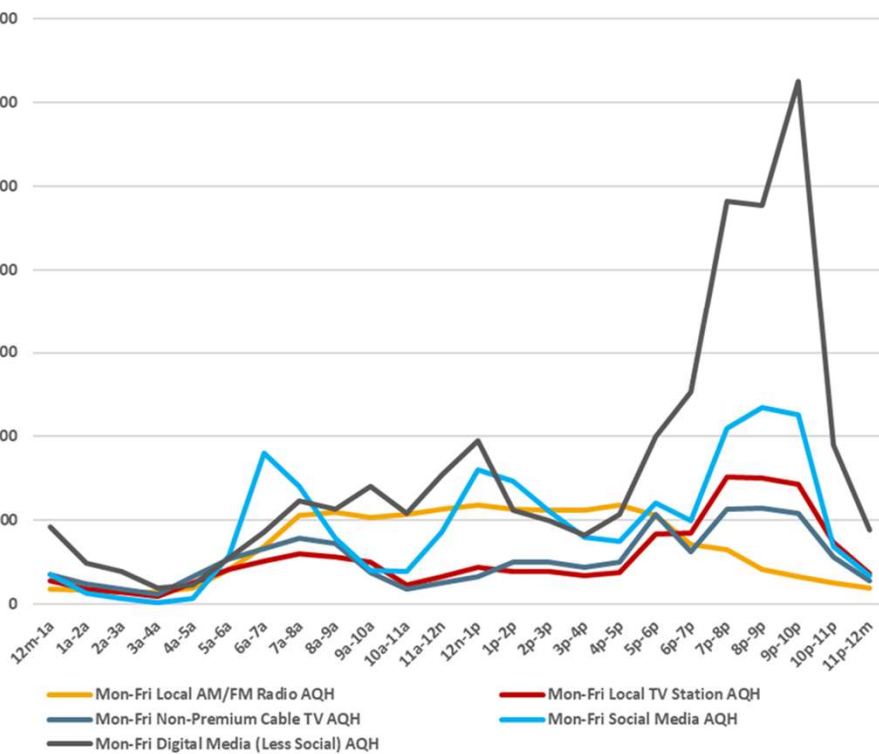
*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
STL Metro Area Adults 18 or older*



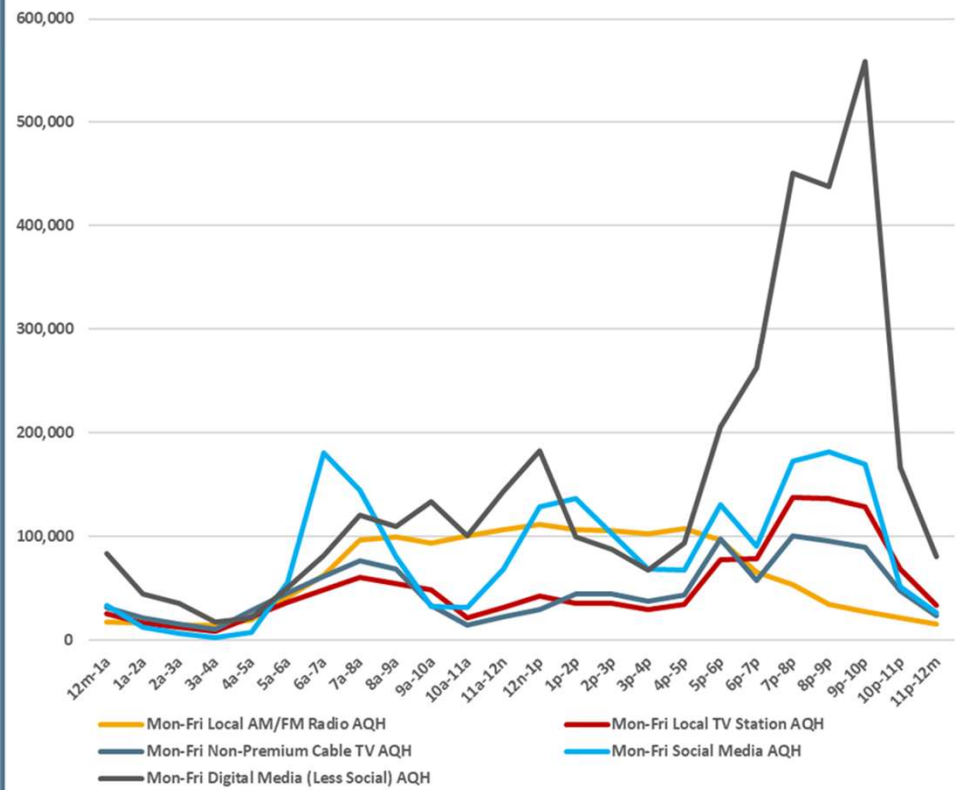


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 68,276; Local Radio: 52,311; Social Media: 52,220; Non-Prem. Cable: 26,761; Local TV: 24,434 reaching Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past

*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
Adults 18 or older who Bought GAS at a CONVENIENCE  
STORE in the past 7 days*



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



CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,100  
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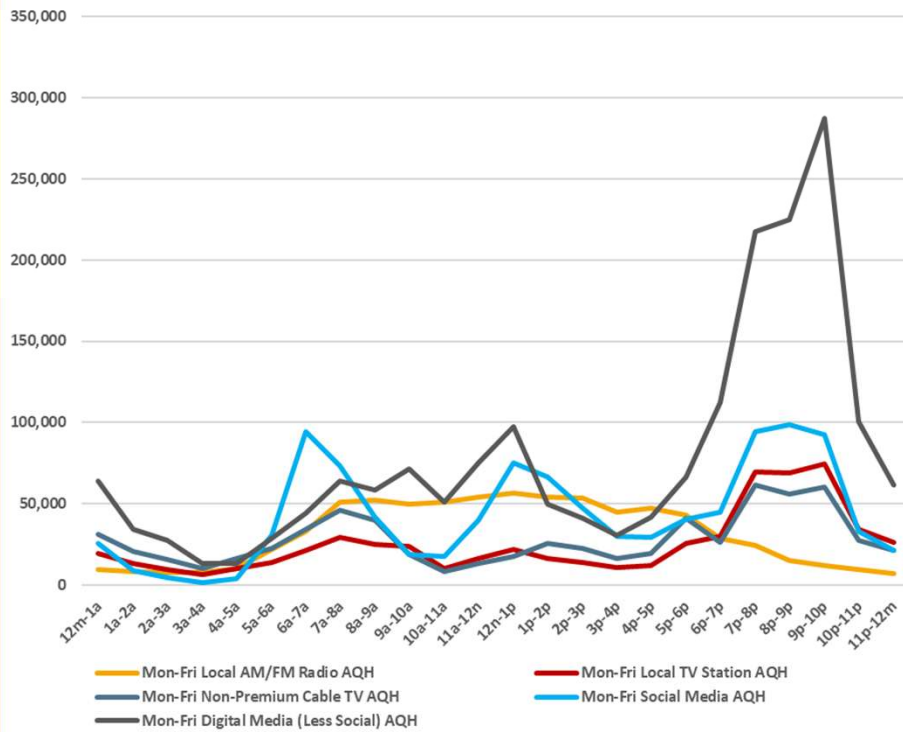
Convenience stores bought gas past 7 days (HHLD): 7-Eleven, or AmeriStop, or ampm, or BP, or Casey's, or Chevron Food Mart, or Circle K, or Cumberland Farms, or Holiday Station Stores, or Hy-Vee Fast & Fresh, or Kwik Trip, or Mobil Mart, or Other convenience store/gas station, or QuikTrip, or RaceTrac, or Sheetz, or Shell Food Mart, or Speedway, or UDF (United Dairy Farmers), or Wawa

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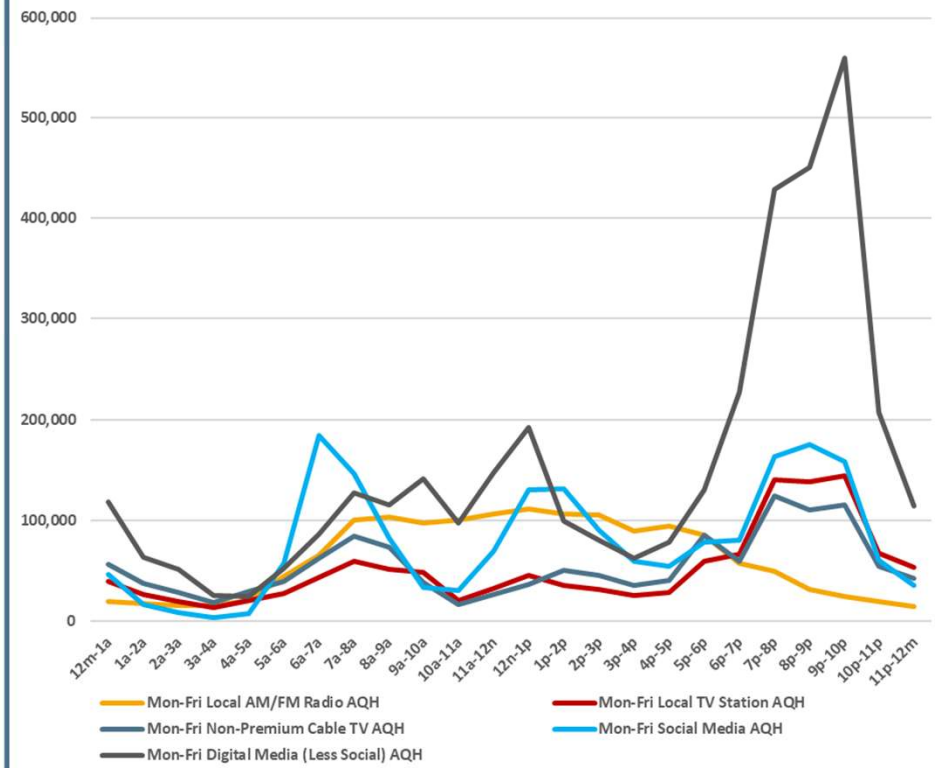


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 61,960; Local Radio: 47,739; Social Media: 47,694; Non-Prem. Cable: 25,516; Local TV: 19,876 reaching Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
Adults 18 or older who Bought GAS at a CONVENIENCE  
STORE in the past 7 days**



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



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 1,333  
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Convenience stores bought gas past 7 days (HHLD): 7-Eleven, or AmeriStop, or ampm, or BP, or Casey's, or Chevron Food Mart, or Circle K, or Cumberland Farms, or Holiday Station Stores, or Hy-Vee Fast & Fresh, or Kwik Trip, or Mobil Mart, or Other convenience store/gas station, or QuikTrip, or RaceTrac, or Sheetz, or Shell Food Mart, or Speedway, or UDF (United Dairy Farmers), or Wawa



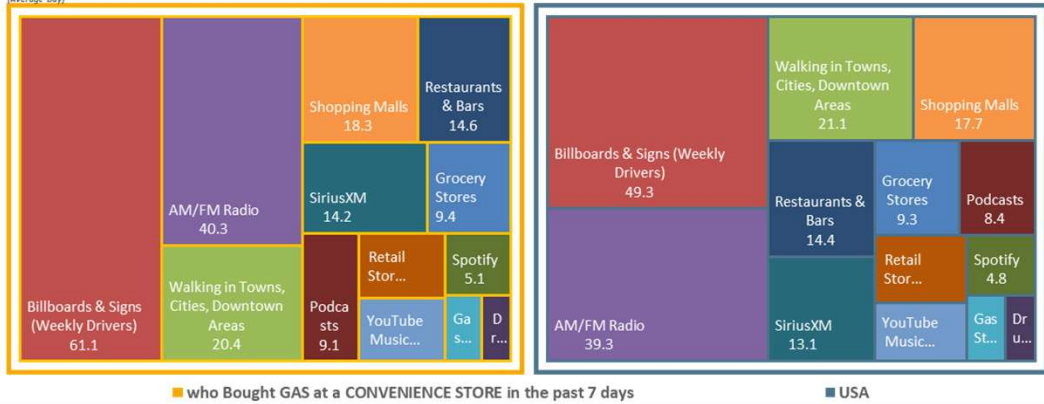


108,805,812 or 93.2% of Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days spend an average of 61.1 minutes per day driving, seeing Billboards and Signs. 67.1% Listen to Local Radio Stations Out-of-Home for an average of 37.5 minu

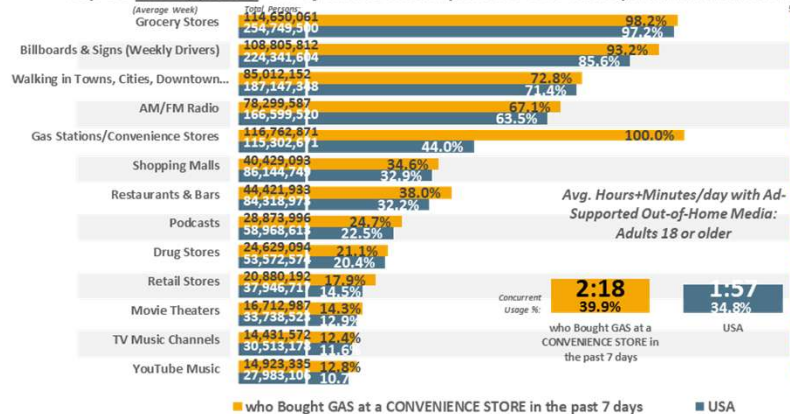
### Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



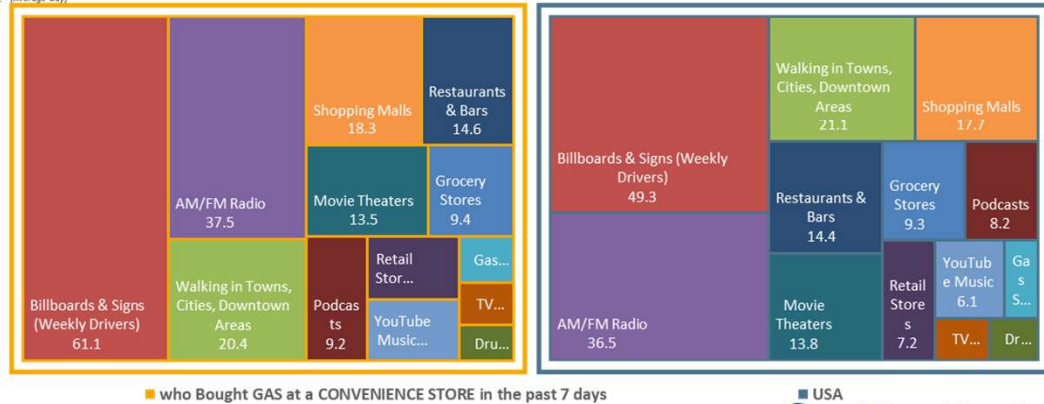
### Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



### 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: Sep24-Jan26 Qual Intab 11,212  
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USA Projection Scarborough R1 2026: Sep24-Jan26 Qual Intab 25,371

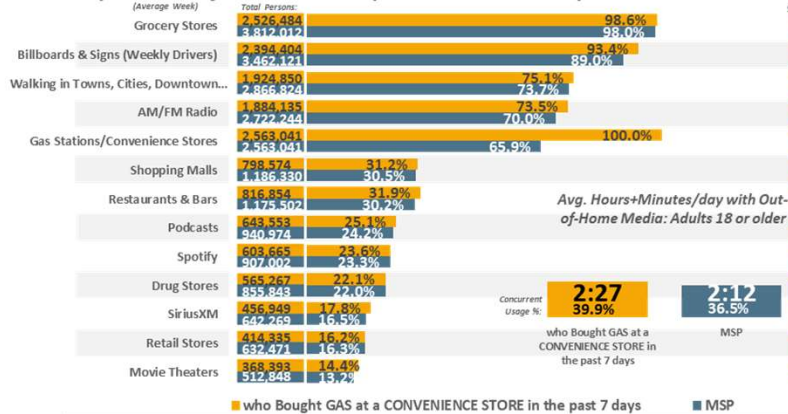
soefa.ai Share of Everything for Anything

Convenience stores bought gas past 7 days (HHLD): 7-Eleven, or AmeriStop, or ampm, or BP, or Casey's, or Chevron Food Mart, or Circle K, or Cumberland Farms, or Holiday Station Stores, or Hy-Vee Fast & Fresh, or Kwik Trip, or Mobil Mart, or Other convenience store/gas station, or QuikTrip, or RaceTrac, or Sheetz, or Shell Food Mart, or Speedway, or UDF (United Dairy Farmers), or Wawa

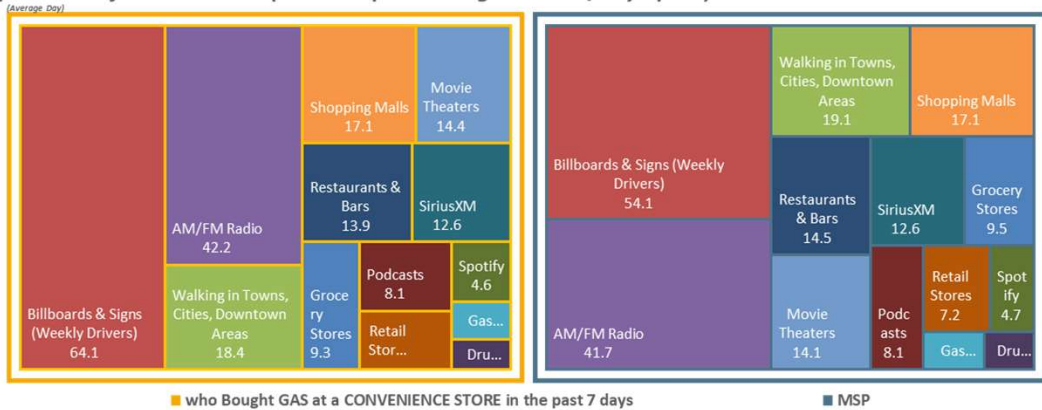


2,394,404 or 93.4% of Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days spend an average of 64.1 minutes per day driving, seeing Billboards and Signs. 69.8% Listen to Local Radio Stations Out-of-Home for an average of 38.5 minute

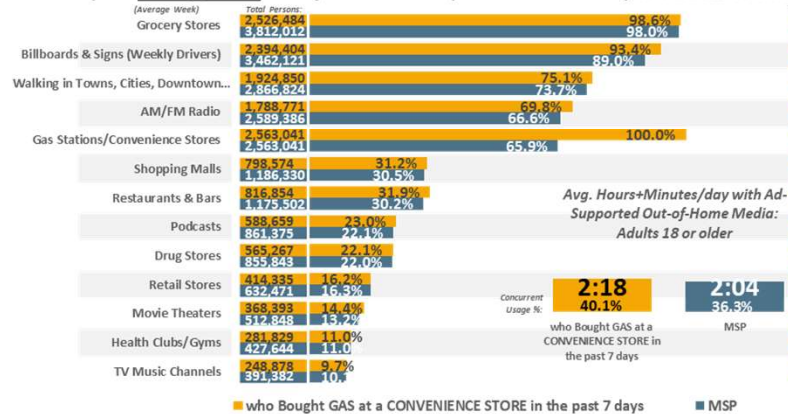
### Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



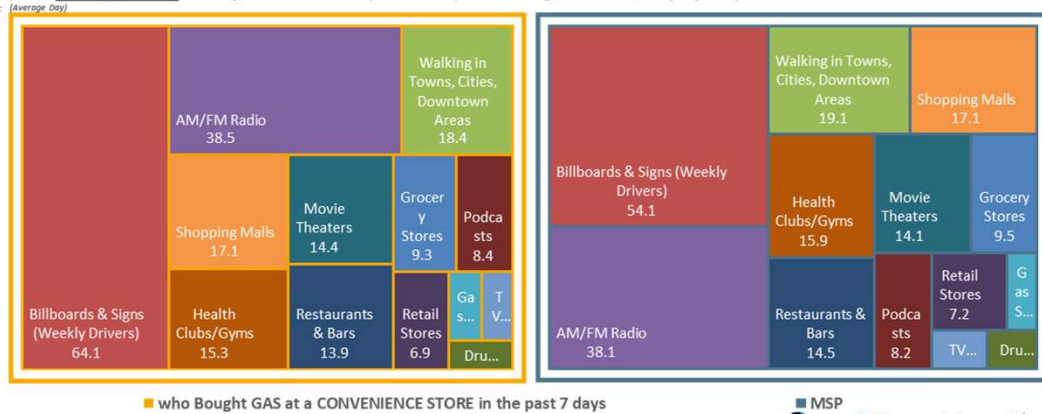
### Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



### 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



MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,345  
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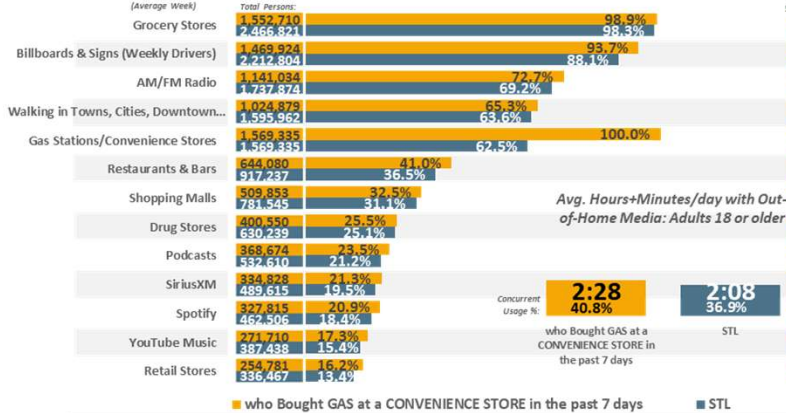
Convenience stores bought gas past 7 days (HHLID): 7-Eleven, or AmeriStop, or ampm, or BP, or Casey's, or Chevron Food Mart, or Circle K, or Cumberland Farms, or Holiday Station Stores, or Hy-Vee Fast & Fresh, or Kwik Trip, or Mobil Mart, or Other convenience store/gas station, or QuikTrip, or RaceTrac, or Sheetz, or Shell Food Mart, or Speedway, or UDF (United Dairy Farmers), or Wawa



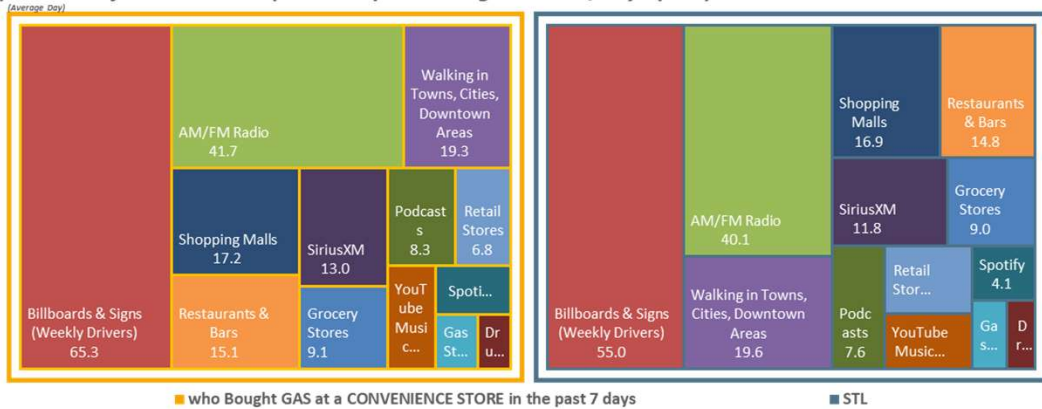


1,469,924 or 93.7% of Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days spend an average of 65.3 minutes per day driving, seeing Billboards and Signs. 70.% Listen to Local Radio Stations Out-of-Home for an average of 39.2 minutes

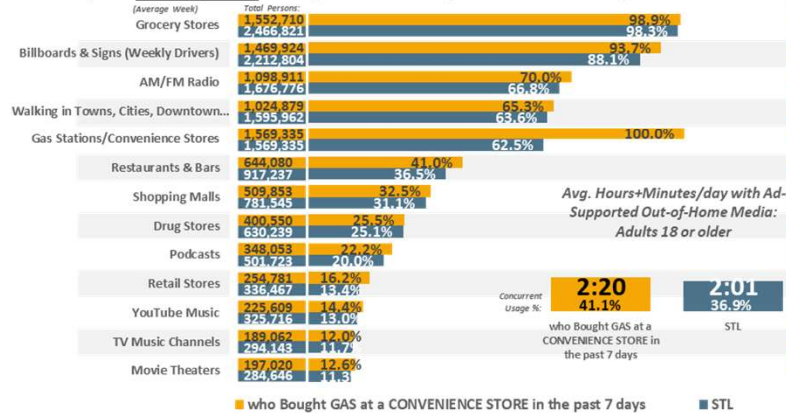
**Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older**



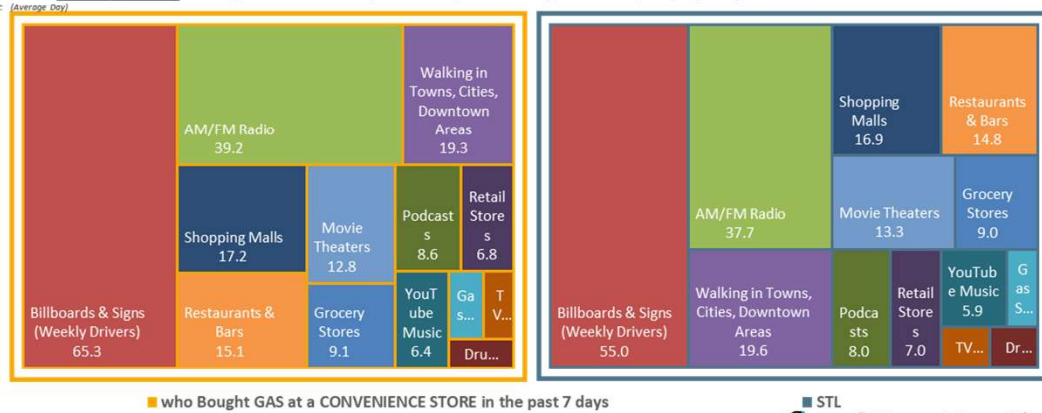
**Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



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



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



STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,259  
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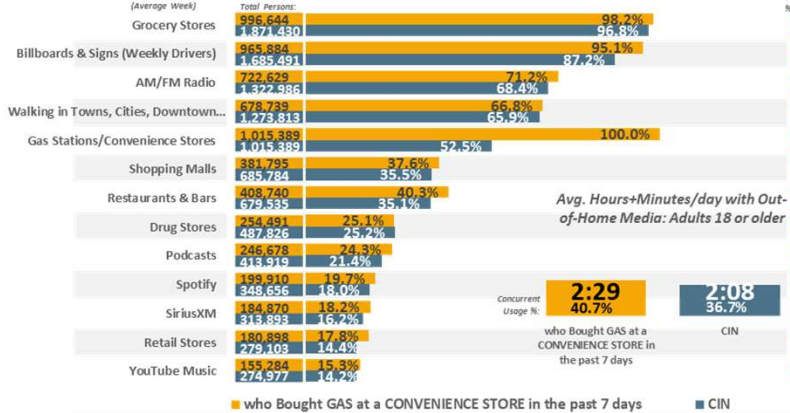
Convenience stores bought gas past 7 days (HHLD): 7-Eleven, or AmeriStop, or ampm, or BP, or Casey's, or Chevron Food Mart, or Circle K, or Cumberland Farms, or Holiday Station Stores, or Hy-Vee Fast & Fresh, or Kwik Trip, or Mobil Mart, or Other convenience store/gas station, or QuikTrip, or RaceTrac, or Sheetz, or Shell Food Mart, or Speedway, or UDF (United Dairy Farmers), or Wawa



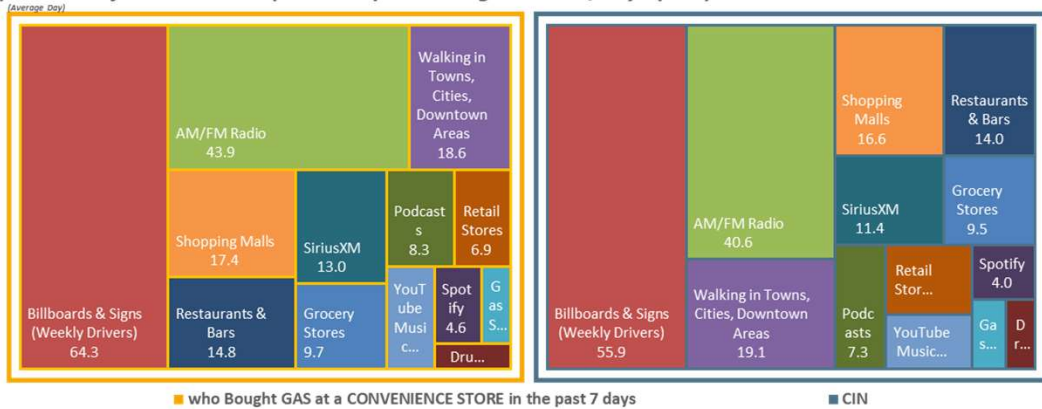


965,884 or 95.1% of Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days spend an average of 64.3 minutes per day driving, seeing Billboards and Signs. 68.6% Listen to Local Radio Stations Out-of-Home for an average of 41.3 minutes/

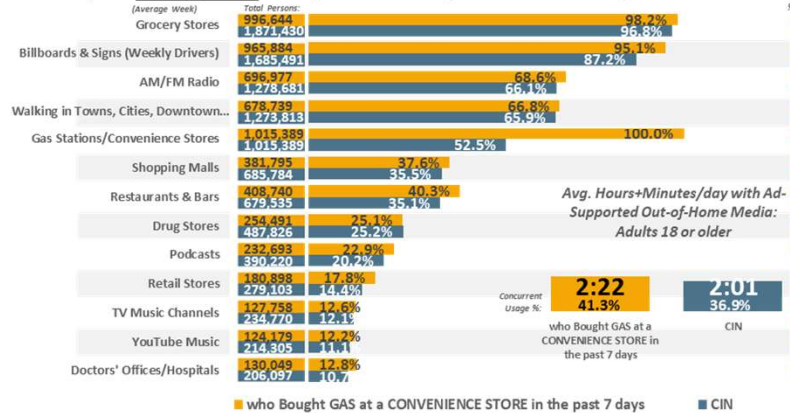
### Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



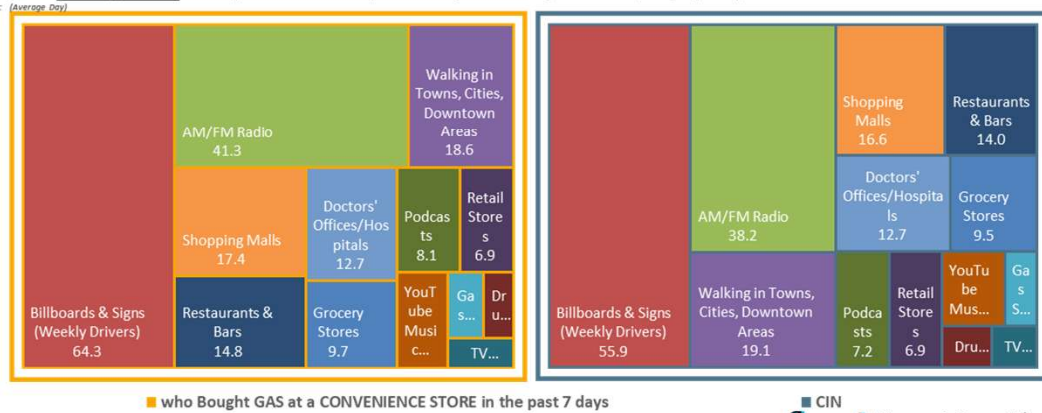
### Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,100  
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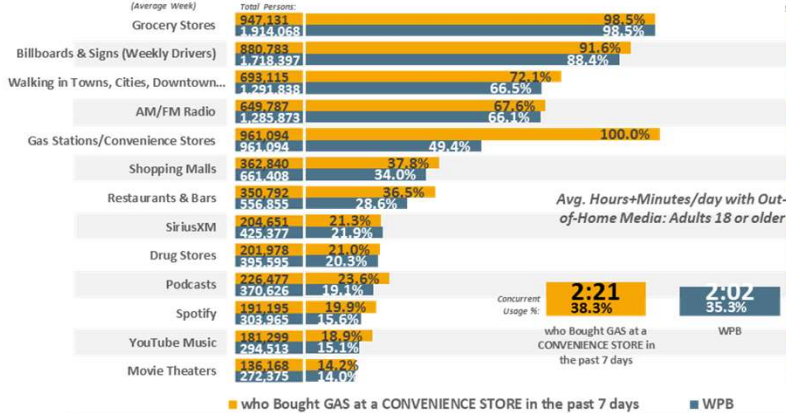
soefa.ai Share of Everything for Anything

Convenience stores bought gas past 7 days (HHLD): 7-Eleven, or AmeriStop, or ampm, or BP, or Casey's, or Chevron Food Mart, or Circle K, or Cumberland Farms, or Holiday Station Stores, or Hy-Vee Fast & Fresh, or Kwik Trip, or Mobil Mart, or Other convenience store/gas station, or QuikTrip, or RaceTrac, or Sheetz, or Shell Food Mart, or Speedway, or UDF (United Dairy Farmers), or Wawa

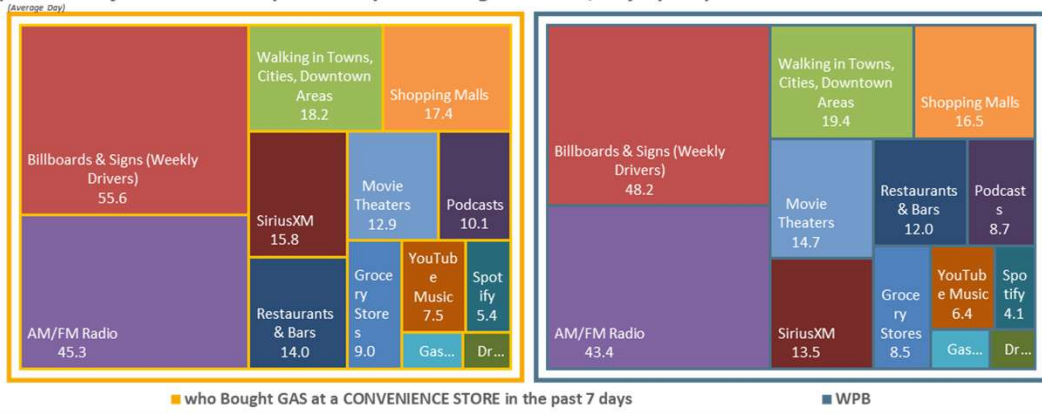


880,783 or 91.6% of Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days spend an average of 55.6 minutes per day driving, seeing Billboards and Signs. 65.7% Listen to Local Radio Stations Out-of-Home for an average of 42.6 minutes/

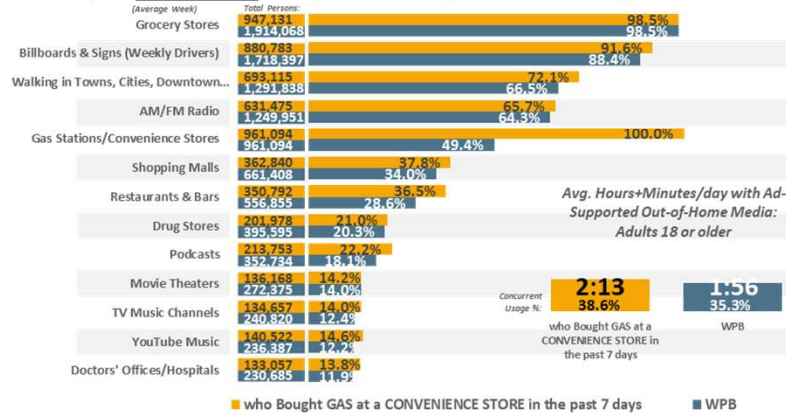
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



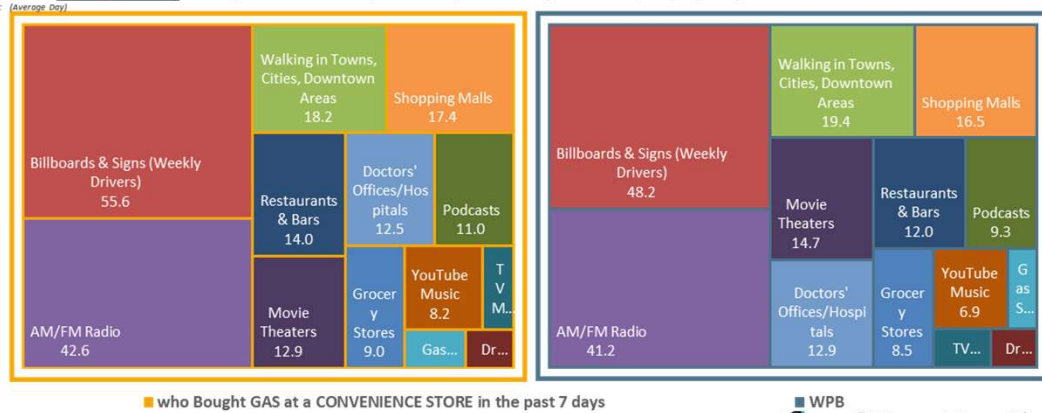
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 1,333  
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Convenience stores bought gas past 7 days (HHLD): 7-Eleven, or AmeriStop, or ampm, or BP, or Casey's, or Chevron Food Mart, or Circle K, or Cumberland Farms, or Holiday Station Stores, or Hy-Vee Fast & Fresh, or Kwik Trip, or Mobil Mart, or Other convenience store/gas station, or QuikTrip, or RaceTrac, or Sheetz, or Shell Food Mart, or Speedway, or UDF (United Dairy Farmers), or Wawa

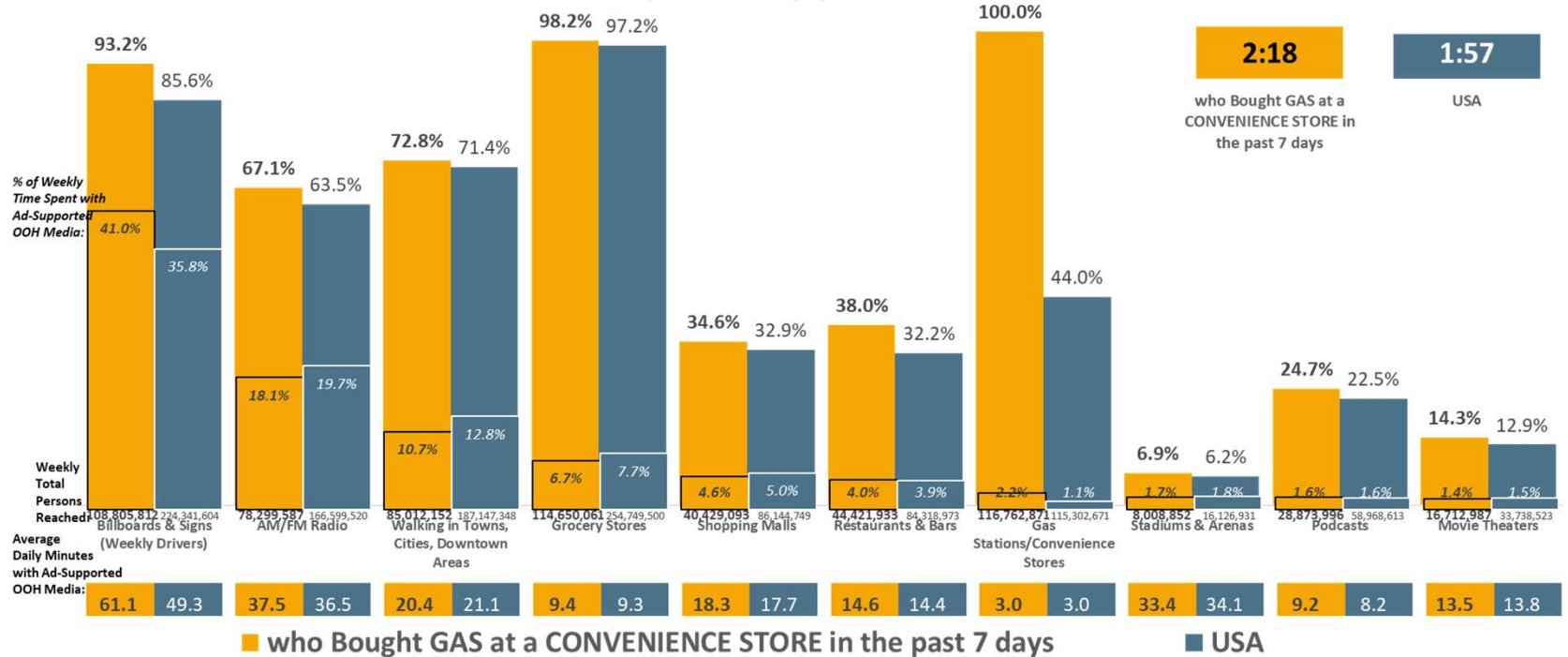


108,805,812 or 93.2% of Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days spend an average of 61.1 minutes per day driving, seeing Billboards and Signs representing 41.1% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

## "Share of Ad-Supported OOH Media"



USA USA Projection Scarborough R1 2026: Sep24-Jan26 Qual Intab 11,212  
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USA Projection Scarborough R1 2026: Sep24-Jan26 Qual Intab 25,371

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Convenience stores bought gas past 7 days (HHLD): 7-Eleven, or AmeriStop, or ampm, or BP, or Casey's, or Chevron Food Mart, or Circle K, or Cumberland Farms, or Holiday Station Stores, or Hy-Vee Fast & Fresh, or Kwik Trip, or Mobil Mart, or Other convenience store/gas station, or QuikTrip, or RaceTrac, or Sheetz, or Shell Food Mart, or Speedway, or UDF (United Dairy Farmers), or Wawa



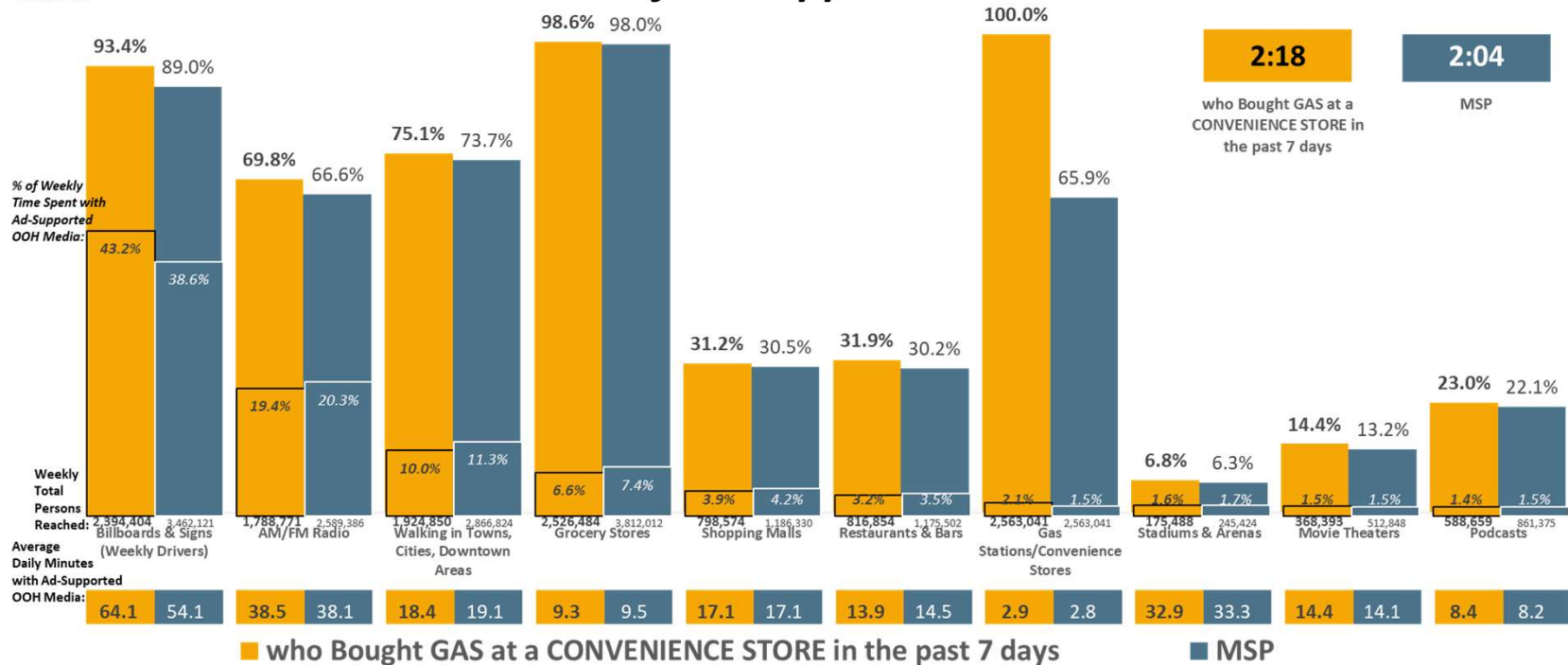


2,394,404 or 93.4% of Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days spend an average of 64.1 minutes per day driving, seeing Billboards and Signs representing 43.2% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

## "Share of Ad-Supported OOH Media"



MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,345 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,081  
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Convenience stores bought gas past 7 days (HHLD): 7-Eleven, or AmeriStop, or ampm, or BP, or Casey's, or Chevron Food Mart, or Circle K, or Cumberland Farms, or Holiday Station Stores, or Hy-Vee Fast & Fresh, or Kwik Trip, or Mobil Mart, or Other convenience store/gas station, or QuikTrip, or RaceTrac, or Sheetz, or Shell Food Mart, or Speedway, or UDF (United Dairy Farmers), or Wawa

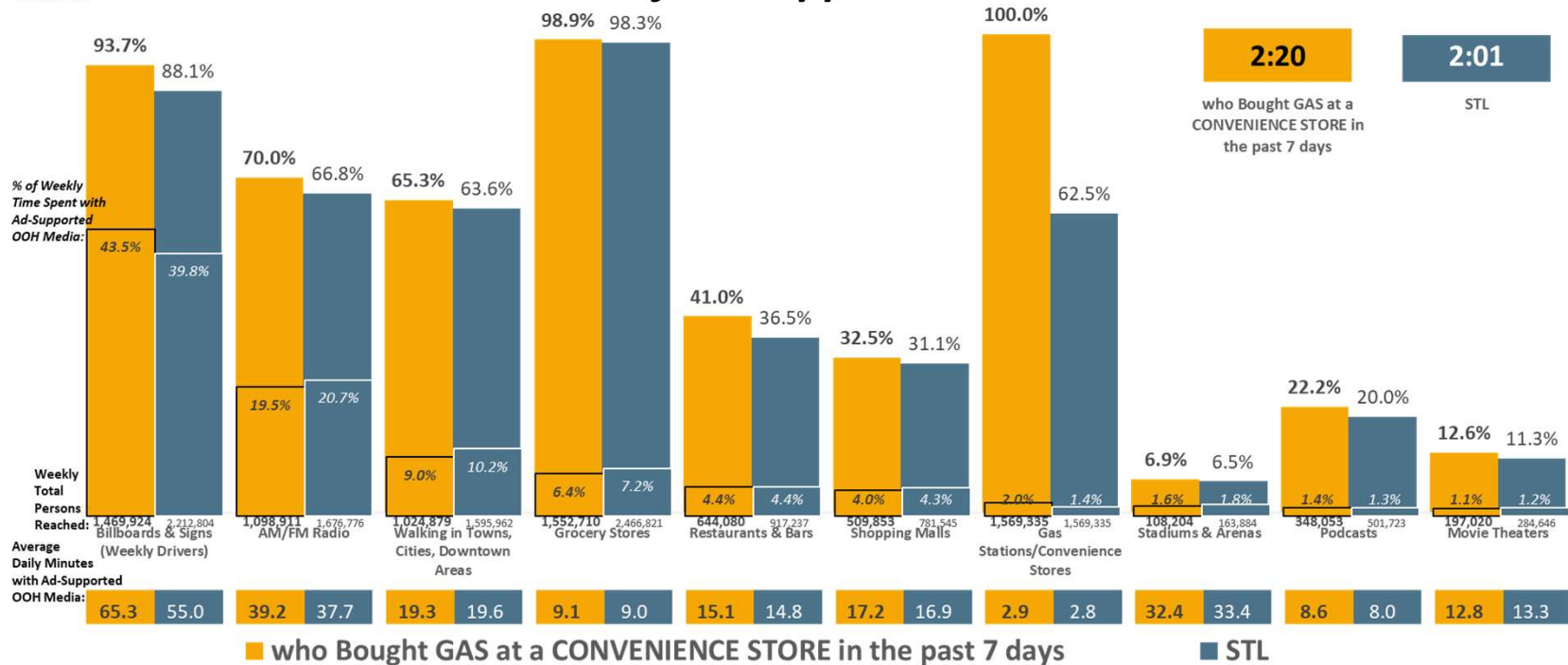


1,469,924 or 93.7% of Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days spend an average of 65.3 minutes per day driving, seeing Billboards and Signs representing 43.5% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

## "Share of Ad-Supported OOH Media"



STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,259  
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ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,095

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Convenience stores bought gas past 7 days (HHLD): 7-Eleven, or AmeriStop, or ampm, or BP, or Casey's, or Chevron Food Mart, or Circle K, or Cumberland Farms, or Holiday Station Stores, or Hy-Vee Fast & Fresh, or Kwik Trip, or Mobil Mart, or Other convenience store/gas station, or QuikTrip, or RaceTrac, or Sheetz, or Shell Food Mart, or Speedway, or UDF (United Dairy Farmers), or Wawa

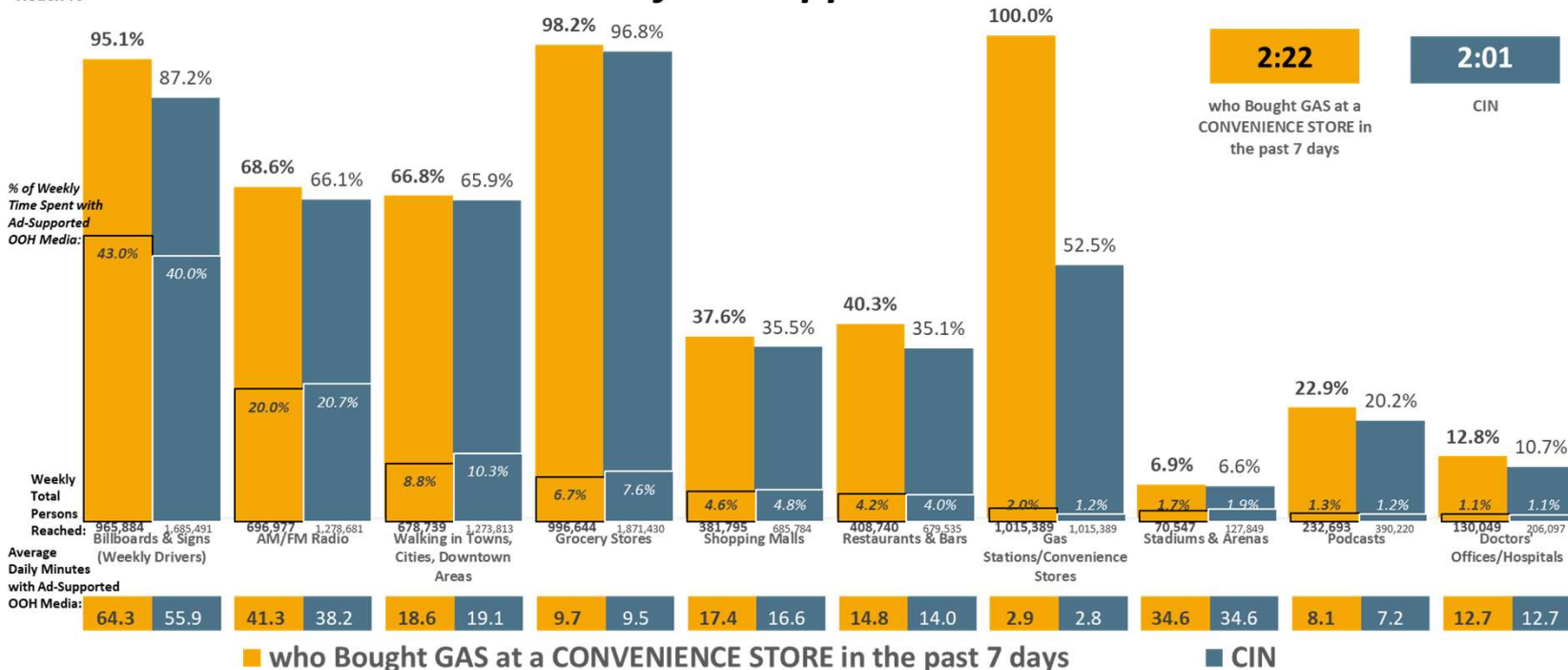


965,884 or 95.1% of Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days spend an average of 64.3 minutes per day driving, seeing Billboards and Signs representing 43.0% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

## "Share of Ad-Supported OOH Media"



CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,100  
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CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033

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Convenience stores bought gas past 7 days (HHLD): 7-Eleven, or AmeriStop, or ampm, or BP, or Casey's, or Chevron Food Mart, or Circle K, or Cumberland Farms, or Holiday Station Stores, or Hy-Vee Fast & Fresh, or Kwik Trip, or Mobil Mart, or Other convenience store/gas station, or QuikTrip, or RaceTrac, or Sheetz, or Shell Food Mart, or Speedway, or UDF (United Dairy Farmers), or Wawa



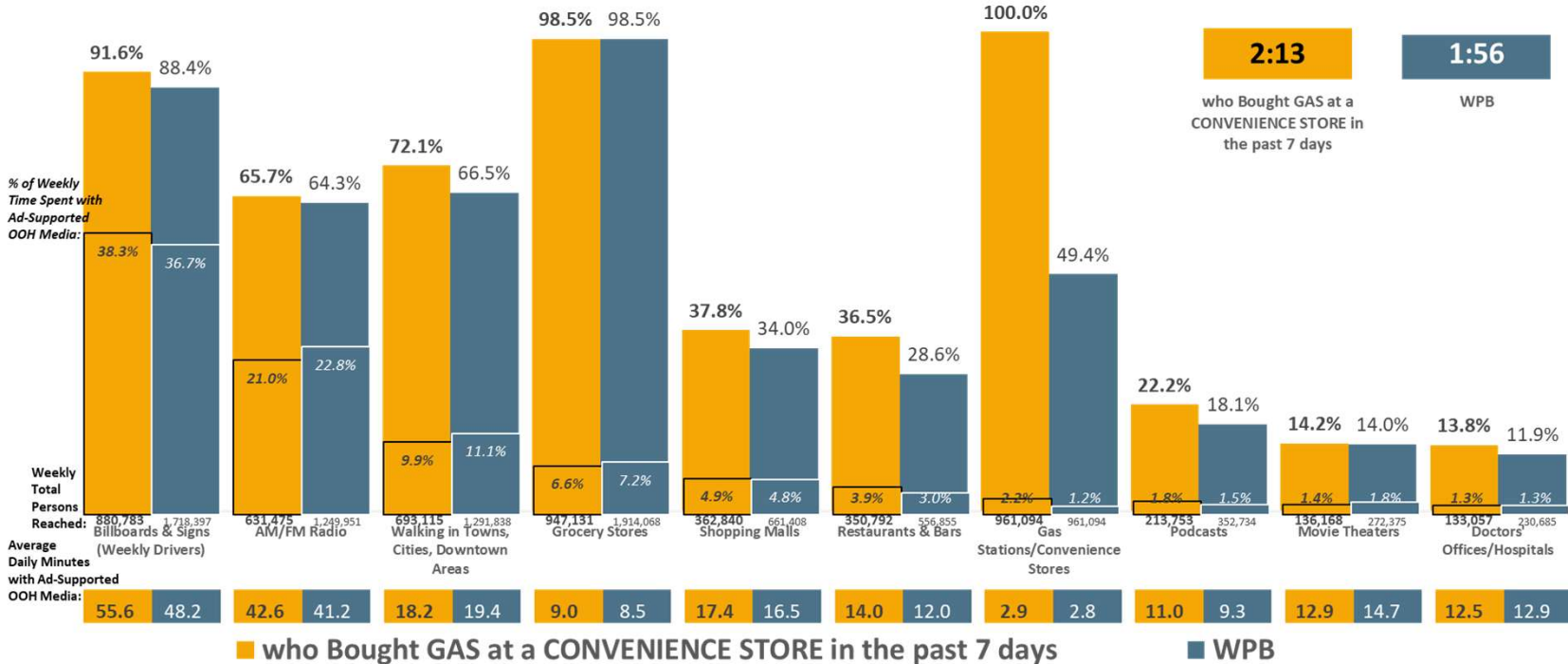


880,783 or 91.6% of Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days spend an average of 55.6 minutes per day driving, seeing Billboards and Signs representing 38.3% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

## "Share of Ad-Supported OOH Media"



**2:13**  
who Bought GAS at a  
CONVENIENCE STORE in  
the past 7 days

**1:56**  
WPB

WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 1,333 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 2,551  
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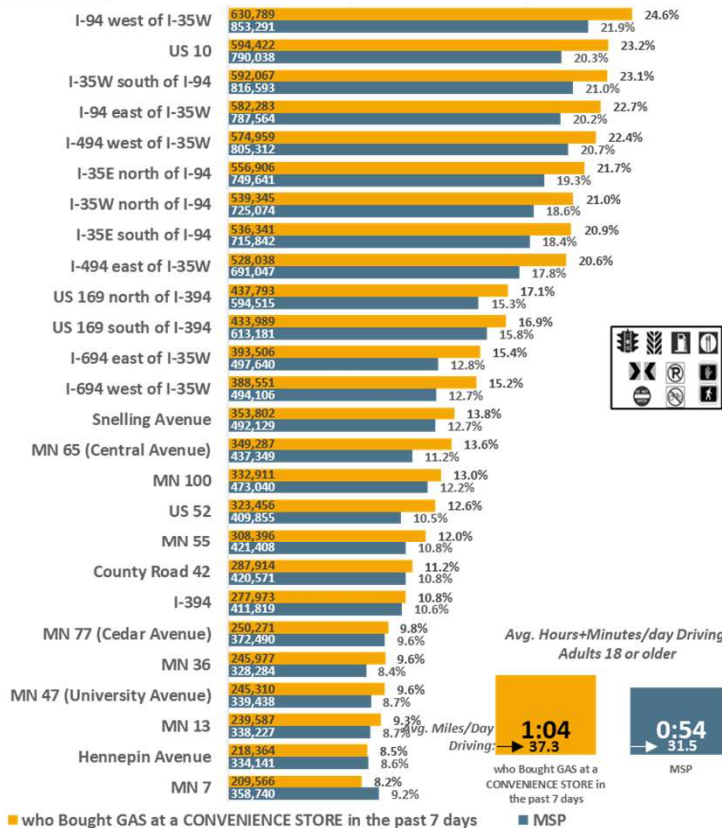
soefa.ai Share of Everything for Anything

Convenience stores bought gas past 7 days (HHLD): 7-Eleven, or AmeriStop, or ampm, or BP, or Casey's, or Chevron Food Mart, or Circle K, or Cumberland Farms, or Holiday Station Stores, or Hy-Vee Fast & Fresh, or Kwik Trip, or Mobil Mart, or Other convenience store/gas station, or QuikTrip, or RaceTrac, or Sheetz, or Shell Food Mart, or Speedway, or UDF (United Dairy Farmers), or Wawa

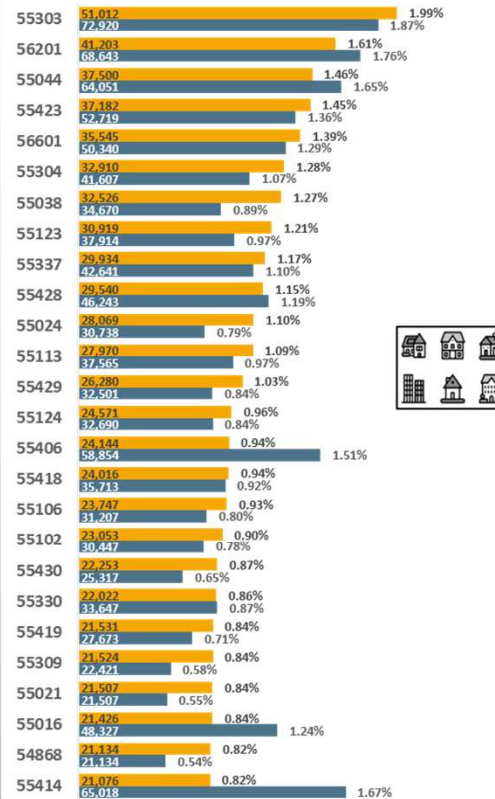


2,394,404 or 93.4% of Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days spend an average of 64.1 minutes per day driving an average of 37.3 miles each day and are 21.2% more likely to use MN 65 (Central Avenue) than the Metro ave

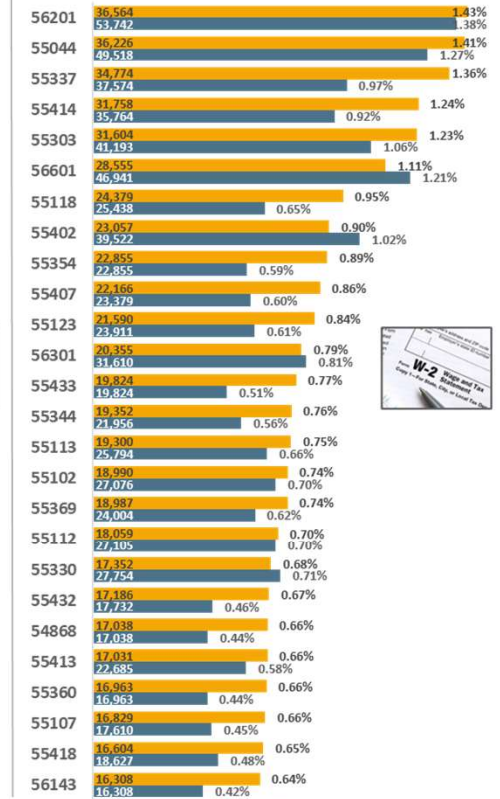
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



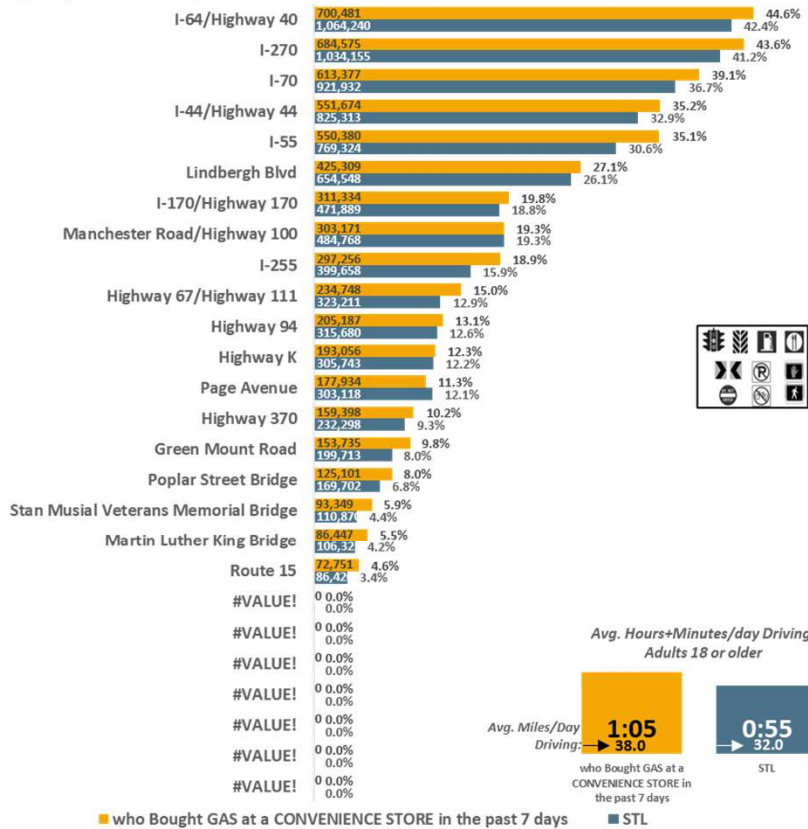
Top-26 Employment Zip Codes: Adults 18 or older



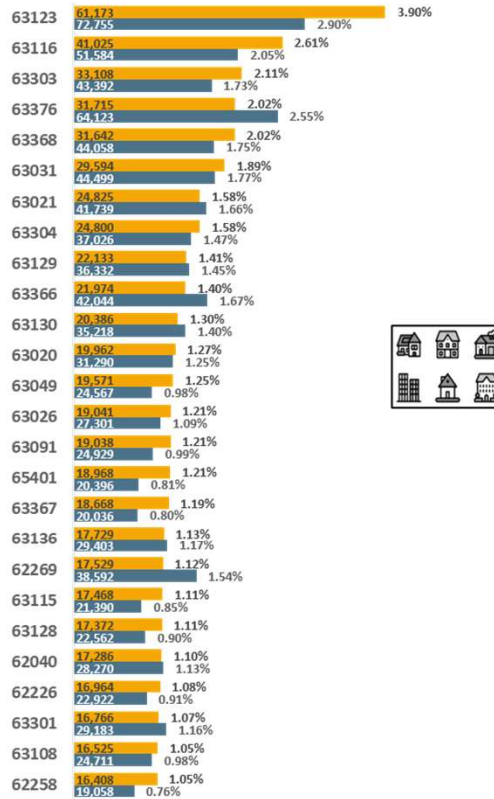


1,469,924 or 93.7% of Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days spend an average of 65.3 minutes per day driving an average of 38. miles each day and are 34.7% more likely to use Stan Musial Veterans Memorial Bridge than

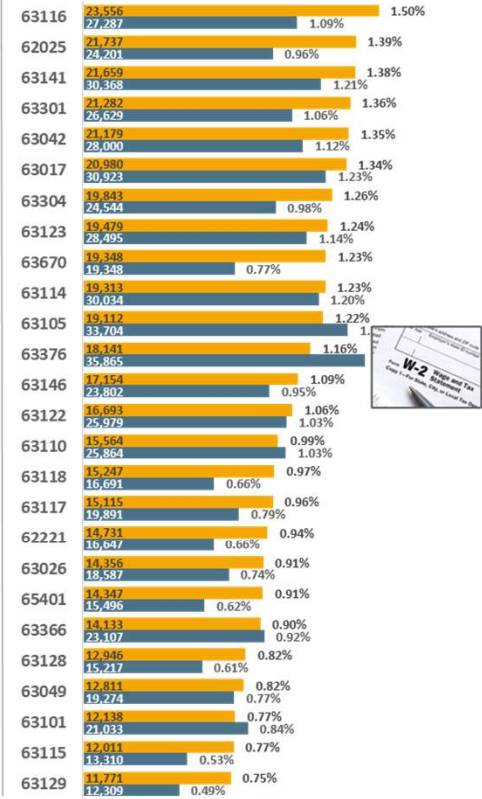
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older

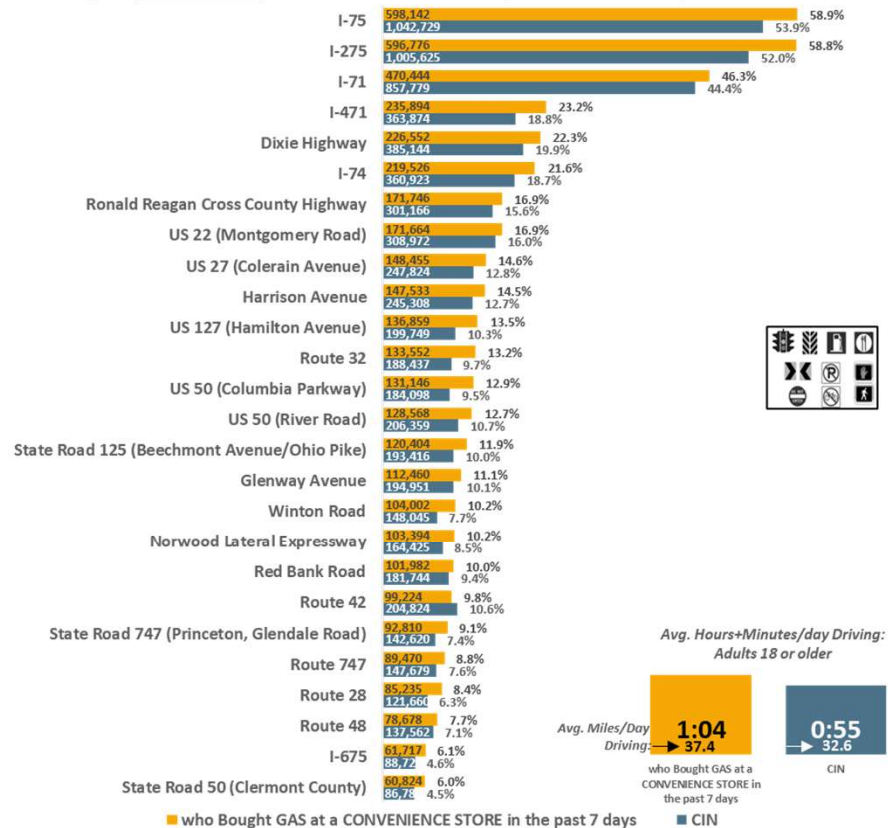






965,884 or 95.1% of Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days spend an average of 64.3 minutes per day driving an average of 37.4 miles each day and are 35.6% more likely to use US 50 (Columbia Parkway) than the Metro ave

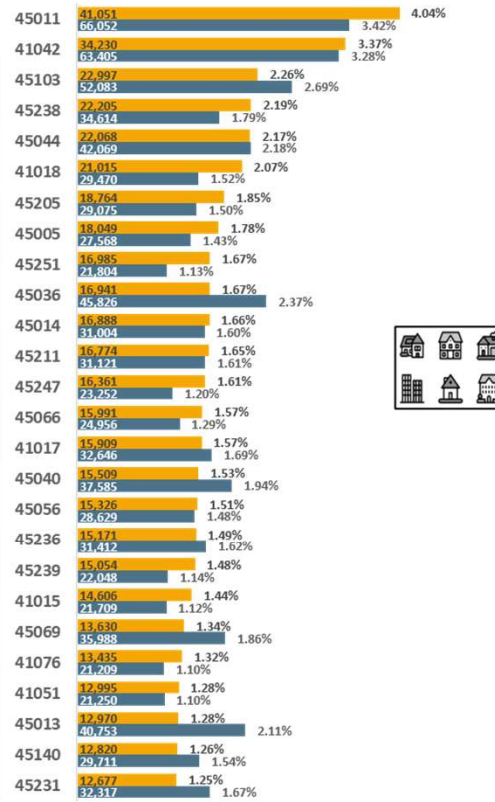
### Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



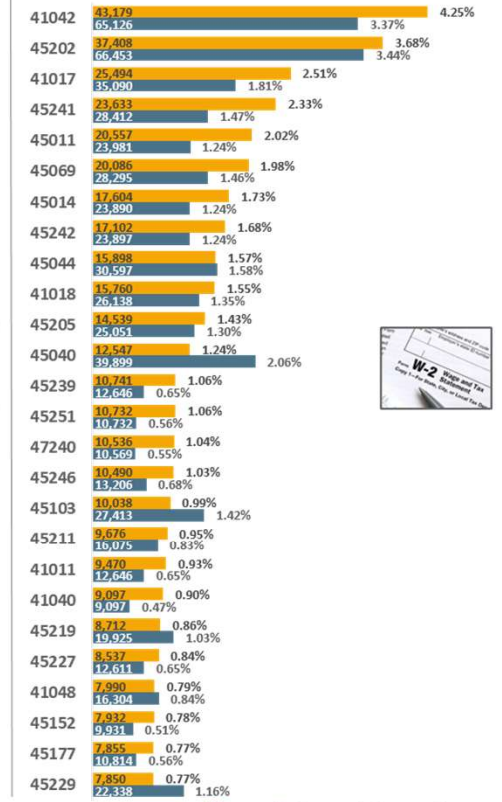
Avg. Hours+Minutes/day Driving:  
Adults 18 or older



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



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

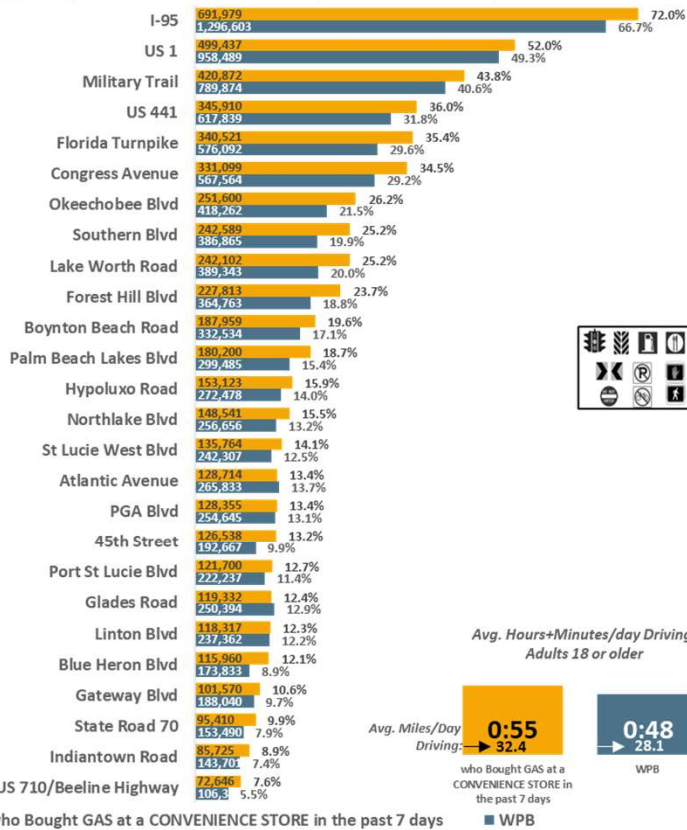


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880,783 or 91.6% of Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days spend an average of 55.6 minutes per day driving an average of 32.4 miles each day and are 32.8% more likely to use 45th Street than the Metro average.

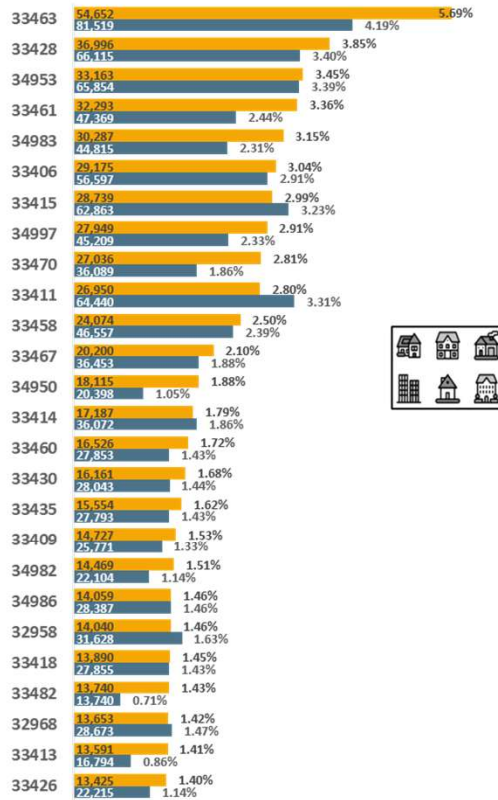
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



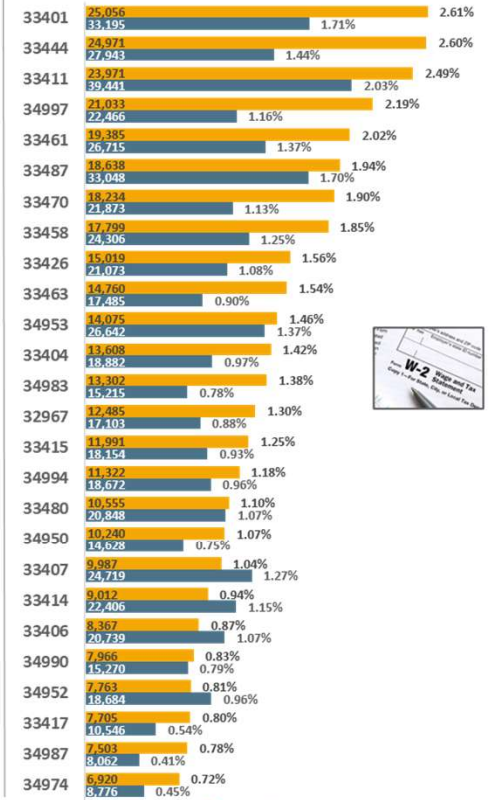
Avg. Hours+Minutes/day Driving:  
Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



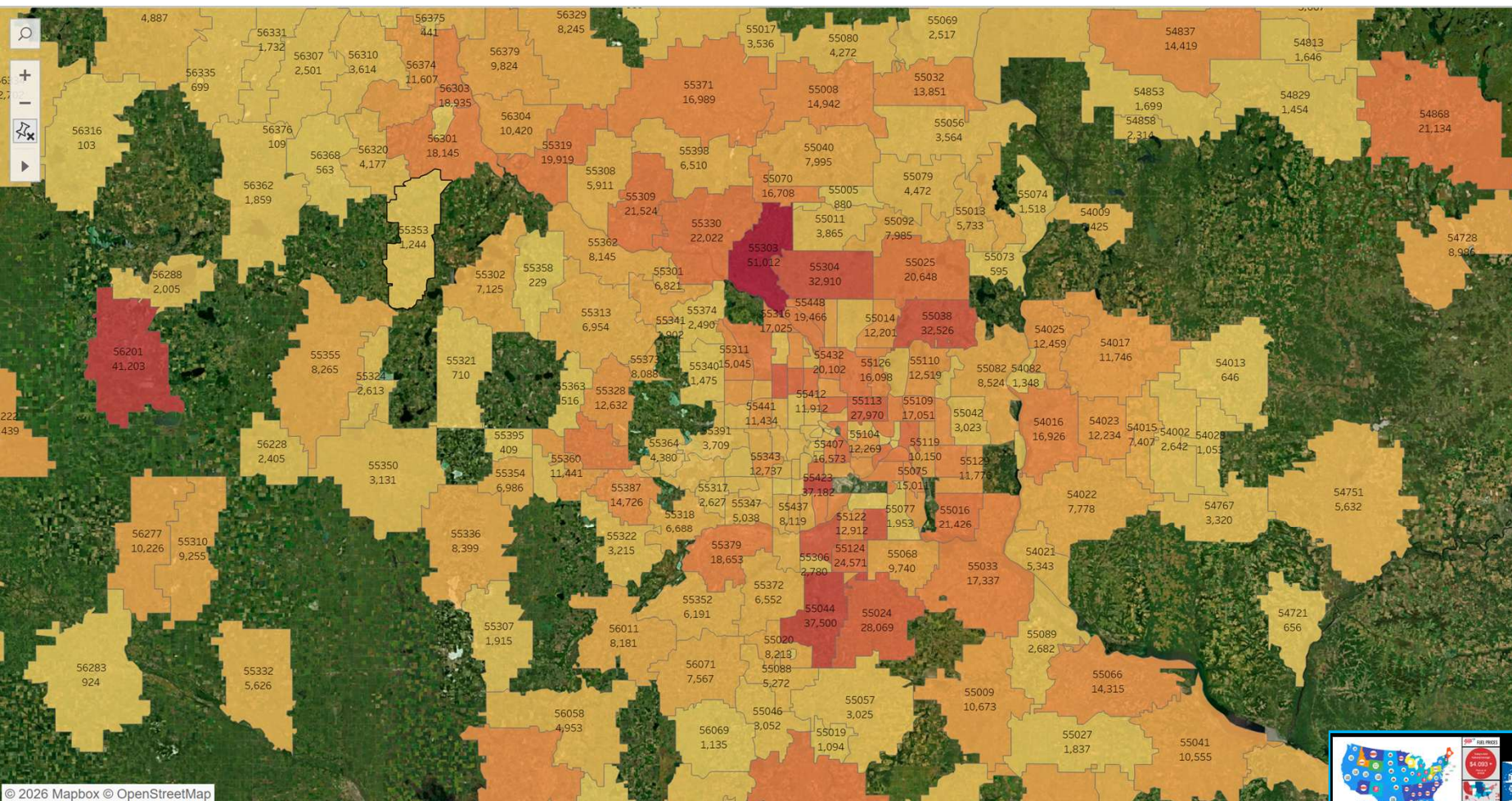
Top-26 Employment Zip Codes: Adults 18 or older



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# Top Residential Zip Codes: (Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days)



SUM(Adults 18 or older...



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MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,345

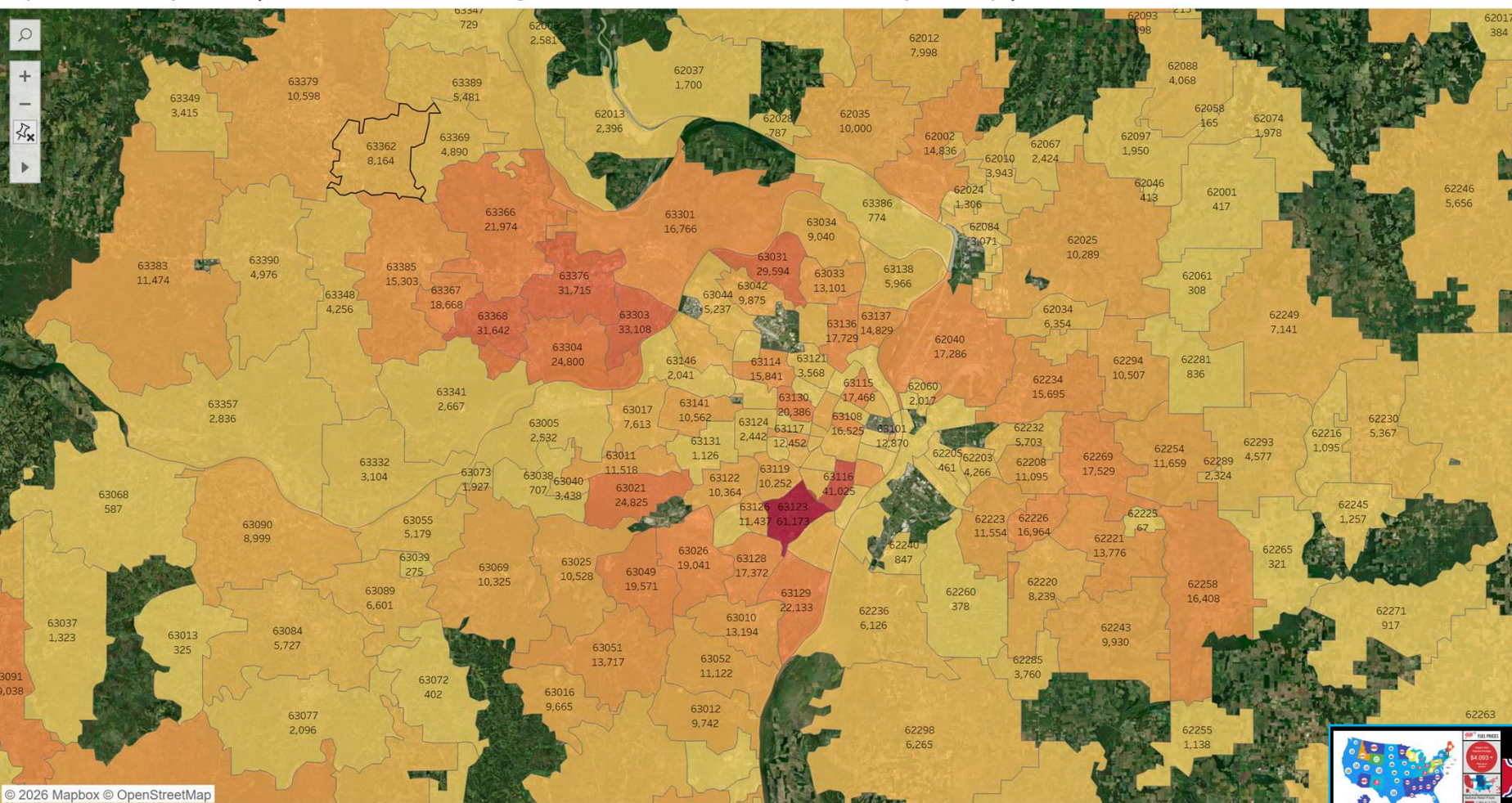
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Convenience stores bought gas past 7 days (HHLD): 7-Eleven, or AmeriStop, or ampm, or BP, or Casey's, or Chevron Food Mart, or Circle K, or Cumberland Farms, or Holiday Station Stores, or Hy-Vee Fast & Fresh, or Kwik Trip, or Mobil Mart, or Other convenience store/gas station, or QuikTrip, or RaceTrac, or Sheetz, or Shell Food Mart, or Speedway, or UDF (United Dairy Farmers), or Wawa

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# Top Residential Zip Codes: (Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days)



SUM(Adults 18 or older...



STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,259

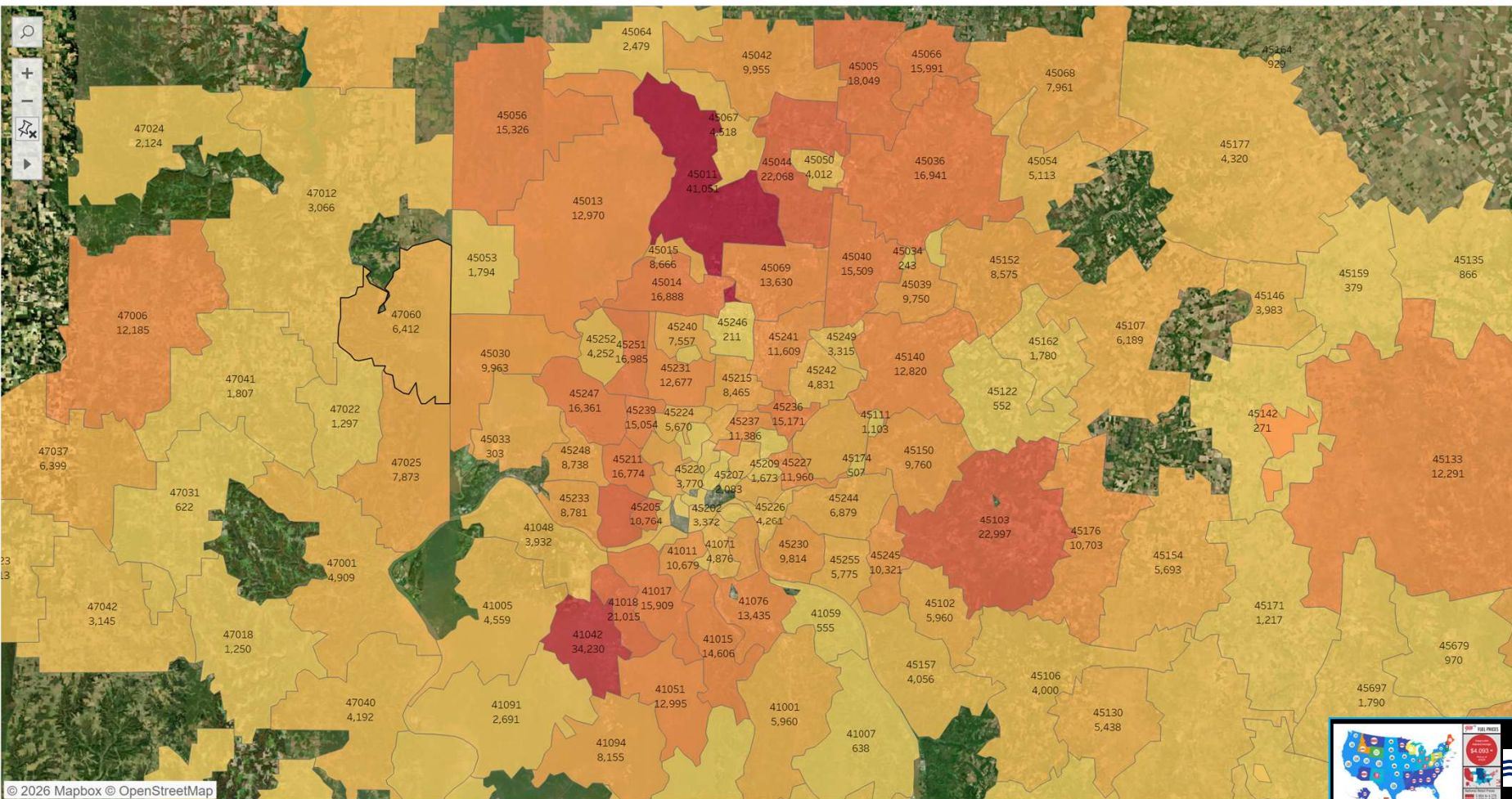
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Convenience stores bought gas past 7 days (HHLD): 7-Eleven, or AmeriStop, or ampm, or BP, or Casey's, or Chevron Food Mart, or Circle K, or Cumberland Farms, or Holiday Station Stores, or Hy-Vee Fast & Fresh, or Kwik Trip, or Mobil Mart, or Other convenience store/gas station, or QuikTrip, or RaceTrac, or Sheetz, or Shell Food Mart, or Speedway, or UDF (United Dairy Farmers), or Wawa



# Top Residential Zip Codes: (Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days)



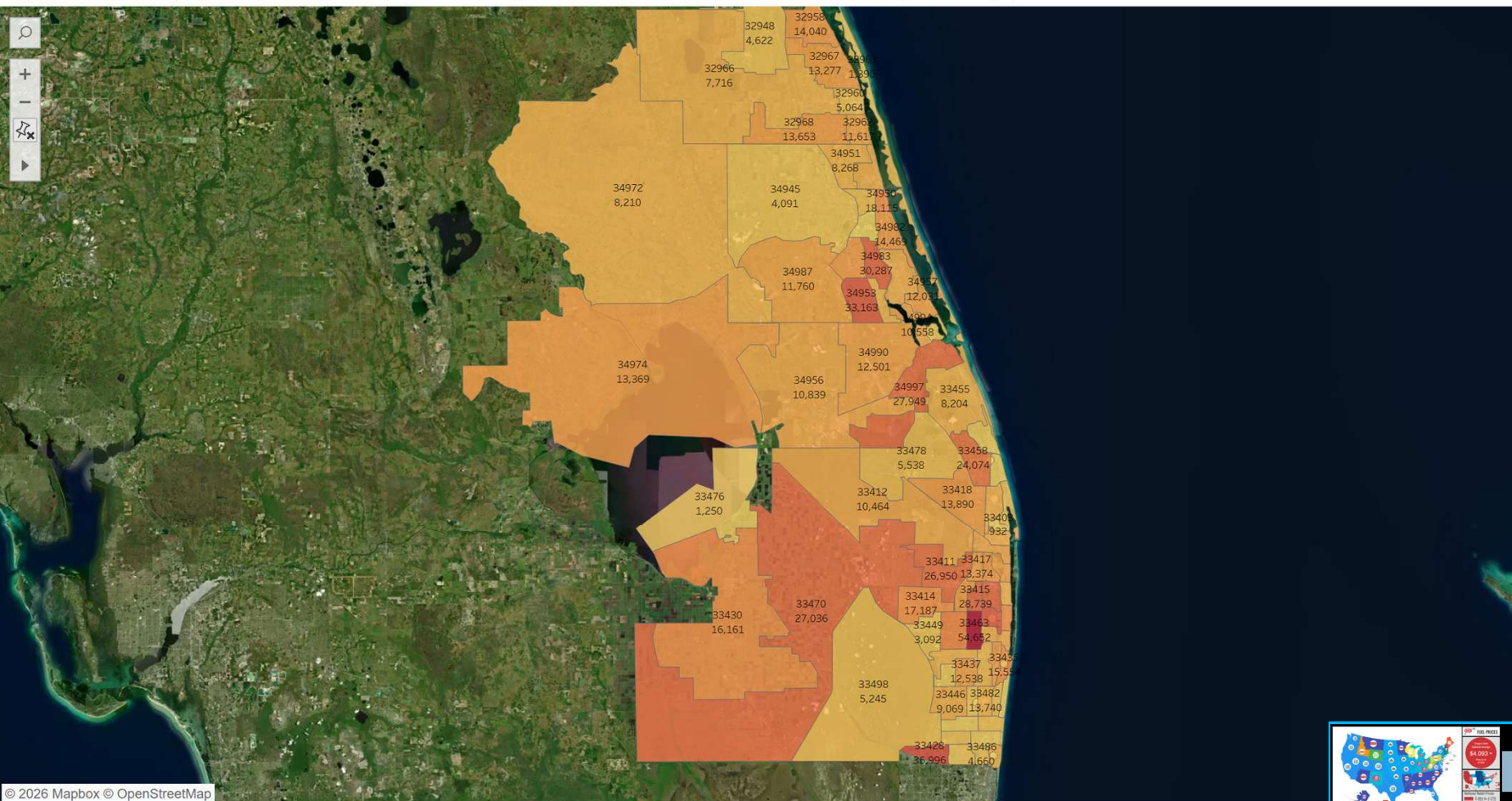
CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,100  
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Convenience stores bought gas past 7 days (HHLID): 7-Eleven, or AmeriStop, or ampm, or BP, or Casey's, or Chevron Food Mart, or Circle K, or Cumberland Farms, or Holiday Station Stores, or Hy-Vee Fast & Fresh, or Kwik Trip, or Mobil Mart, or Other convenience store/gas station, or QuikTrip, or RaceTrac, or Sheetz, or Shell Food Mart, or Speedway, or UDF (United Dairy Farmers), or Wawa



# Top Residential Zip Codes: (Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days)



SUM(Adults 18 or older...  
49 54,652

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WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 1,333  
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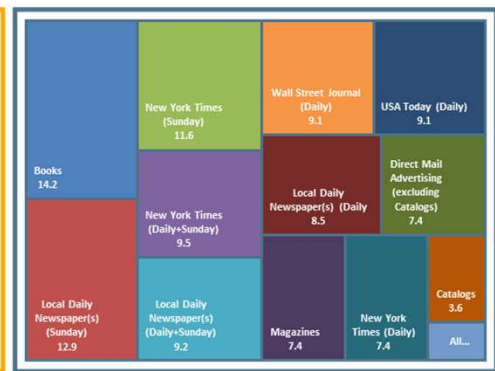
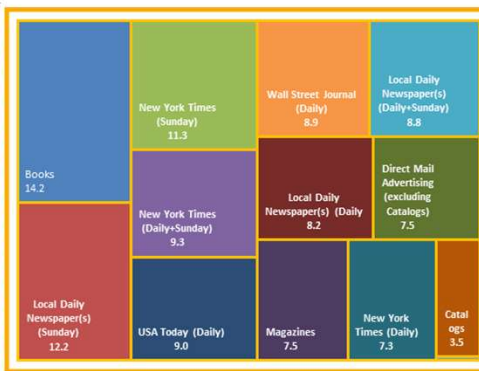
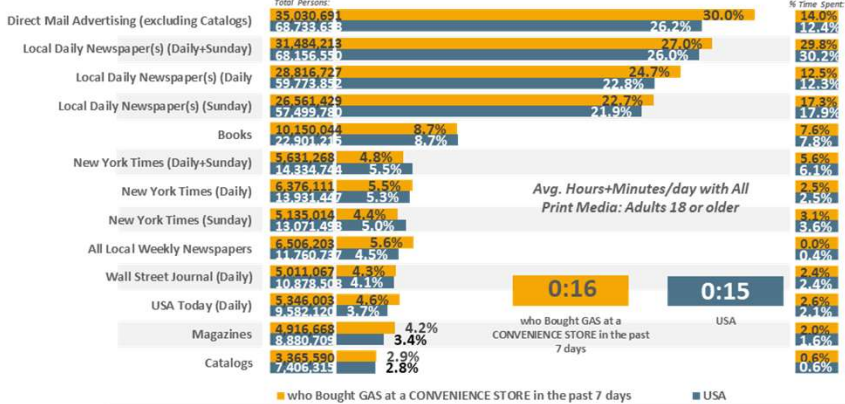
Convenience stores bought gas past 7 days (HHLID): 7-Eleven, or AmeriStop, or ampm, or BP, or Casey's, or Chevron Food Mart, or Circle K, or Cumberland Farms, or Holiday Station Stores, or Hy-Vee Fast & Fresh, or Kwik Trip, or Mobil Mart, or Other convenience store/gas station, or QuikTrip, or RaceTrac, or Sheetz, or Shell Food Mart, or Speedway, or UDF (United Dairy Farmers), or Wawa



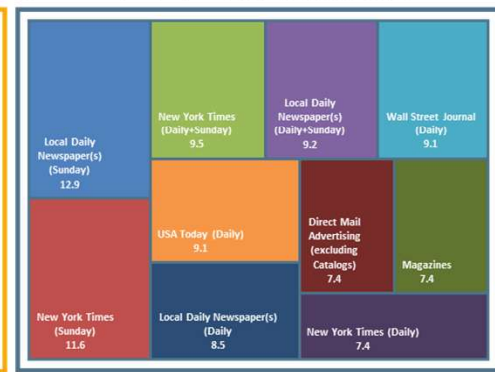
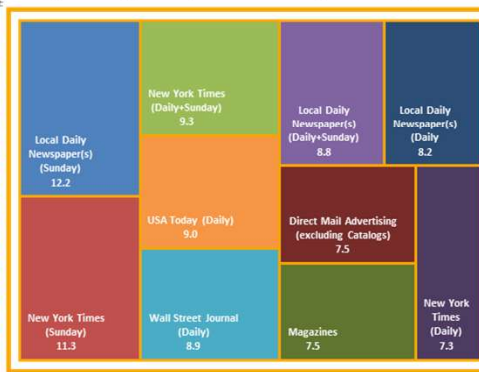
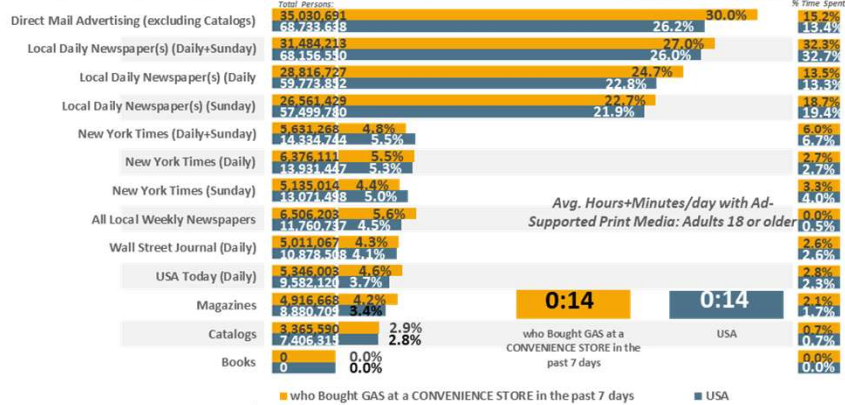


31,484,213 or 27.7% of Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.8 minutes every day representing 32.3% of all time spent daily with All forms of Print Medi

**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**



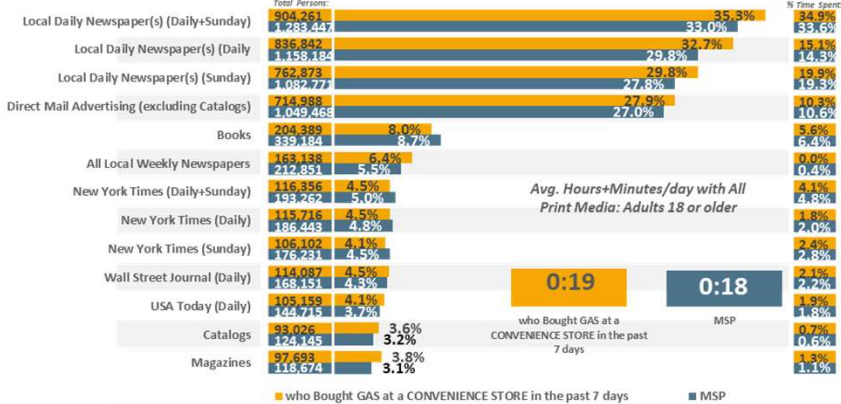
**Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older** **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





904,261 or 35.3% of Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.6 minutes every day representing 37.0% 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**

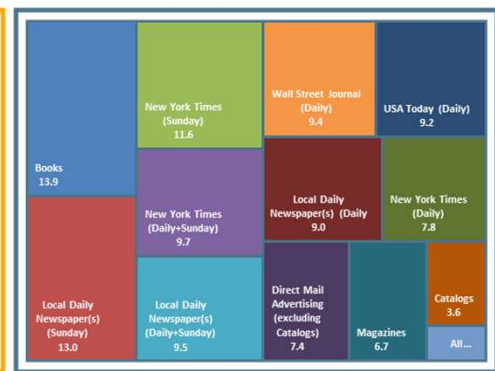
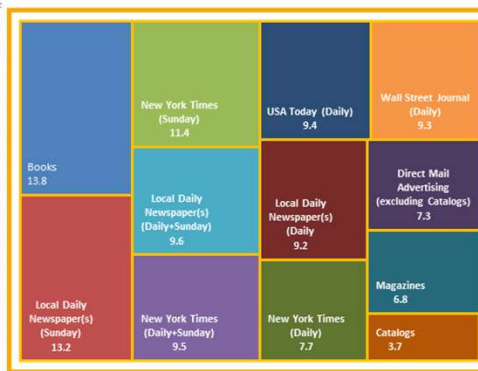


Avg. Hours+Minutes/day with All Print Media: Adults 18 or older

0:19 0:18

who Bought GAS at a CONVENIENCE STORE in the past 7 days

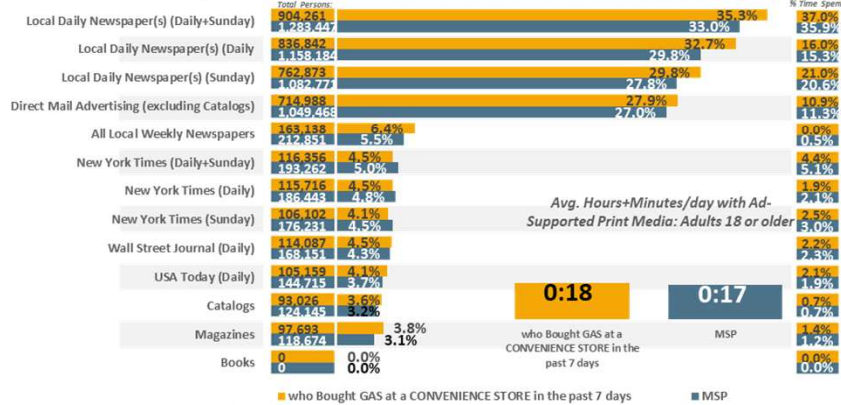
MSP



who Bought GAS at a CONVENIENCE STORE in the past 7 days

MSP

**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**

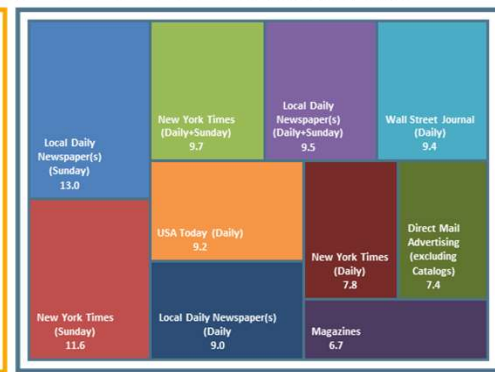
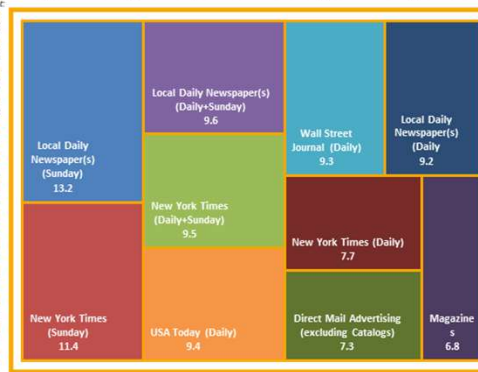


Avg. Hours+Minutes/day with Ad-Supported Print Media: Adults 18 or older

0:18 0:17

who Bought GAS at a CONVENIENCE STORE in the past 7 days

MSP



who Bought GAS at a CONVENIENCE STORE in the past 7 days

MSP

MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,345  
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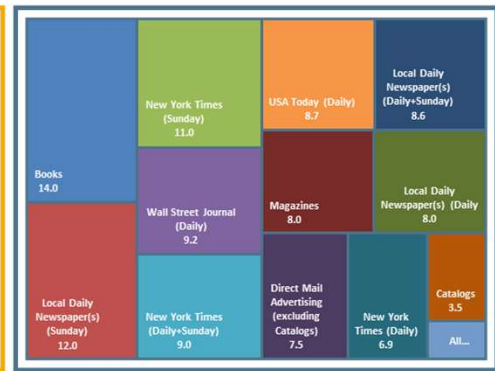
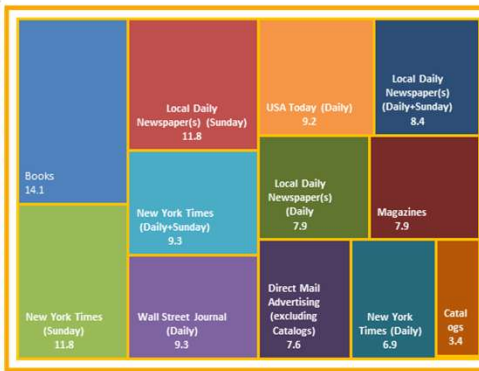
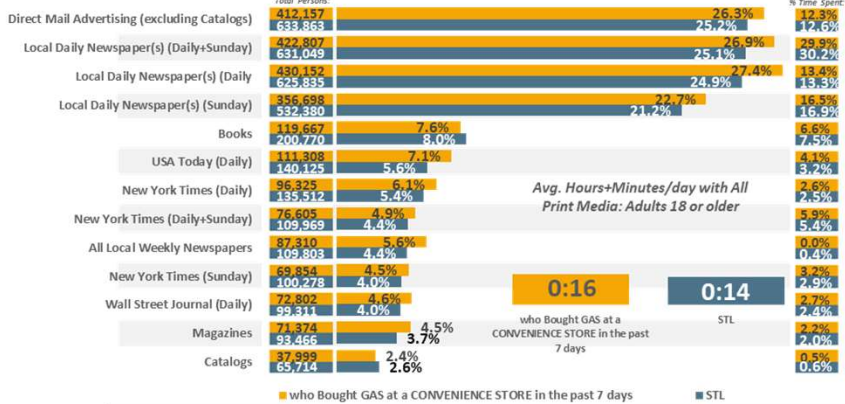
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Convenience stores bought gas past 7 days (HHLD): 7-Eleven, or AmeriStop, or ampm, or BP, or Casey's, or Chevron Food Mart, or Circle K, or Cumberland Farms, or Holiday Station Stores, or Hy-Vee Fast & Fresh, or Kwik Trip, or Mobil Mart, or Other convenience store/gas station, or QuikTrip, or RaceTrac, or Sheetz, or Shell Food Mart, or Speedway, or UDF (United Dairy Farmers), or Wawa

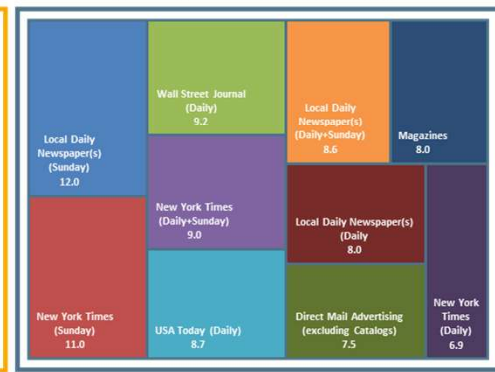
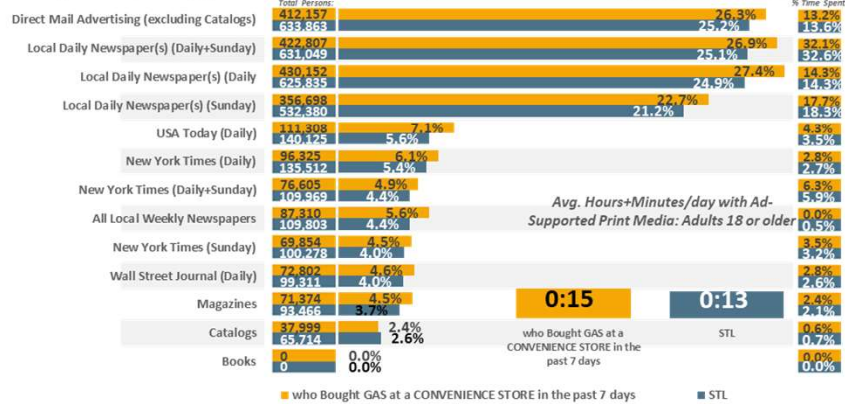


422,807 or 26.9% of Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.4 minutes every day representing 32.1% of all time spent daily with All forms of Print Media.

**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**

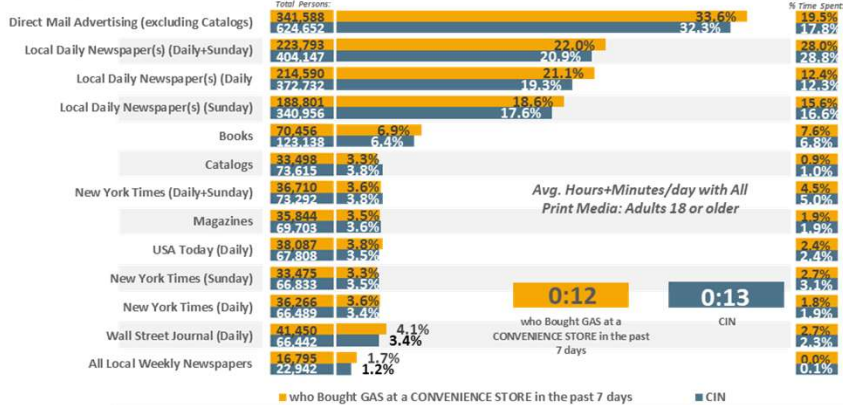






223,793 or 22.% of Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.9 minutes every day representing 30.3% of all time spent daily with All forms of Print Media.

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

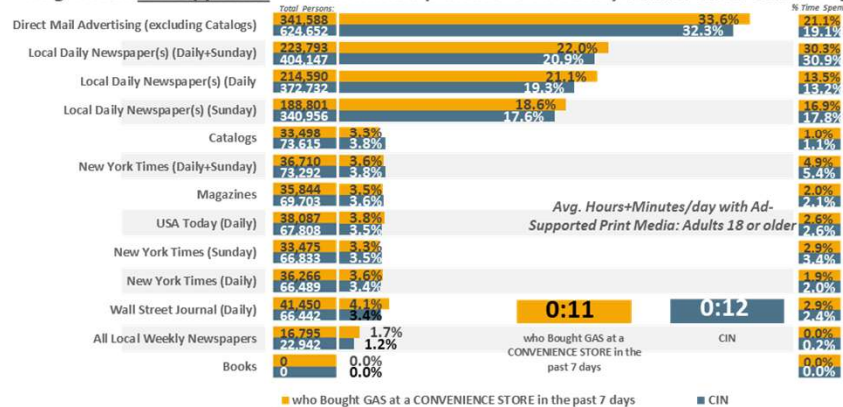


Avg. Hours+Minutes/day with All Print Media: Adults 18 or older

0:12

0:13

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

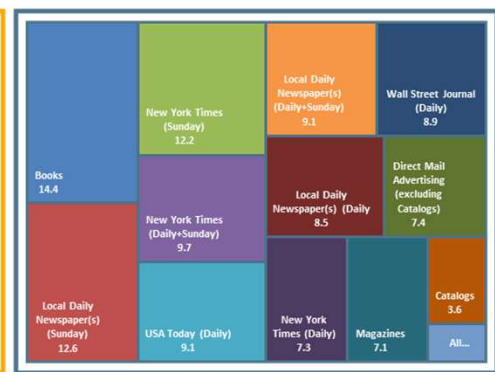
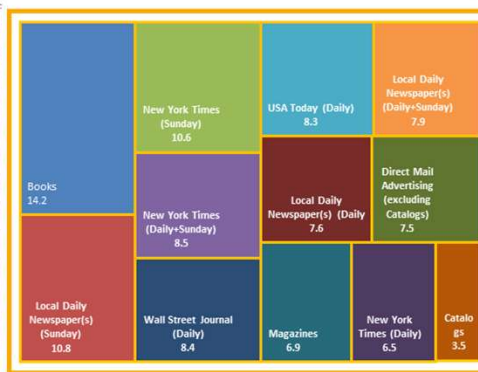


Avg. Hours+Minutes/day with Ad-Supported Print Media: Adults 18 or older

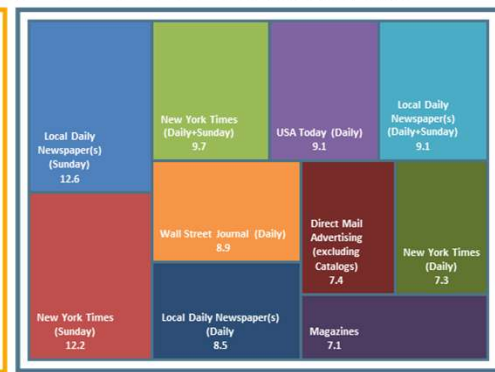
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### Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



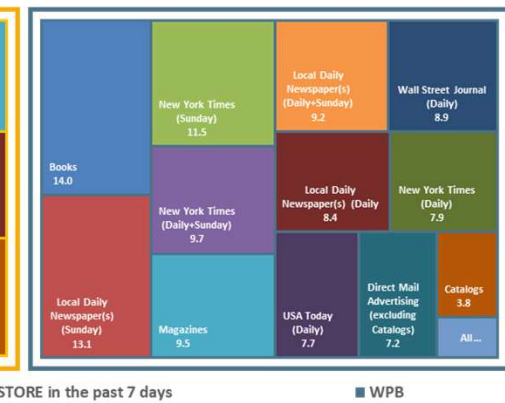
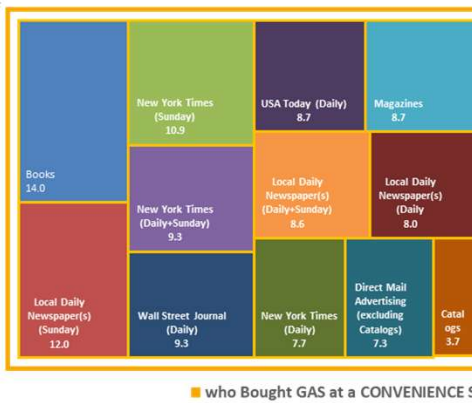
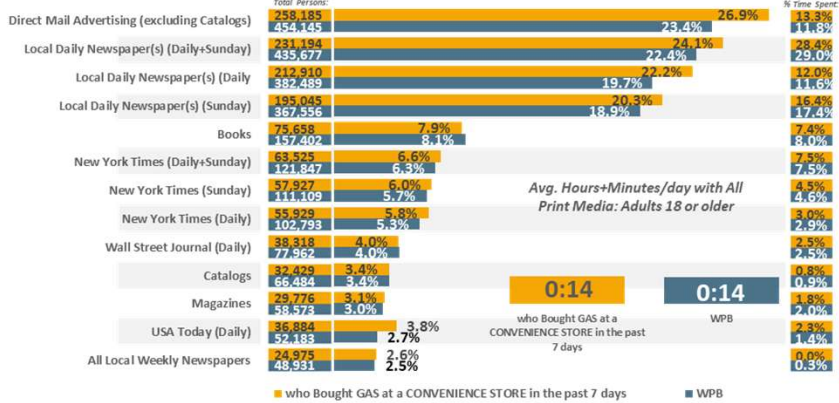
### Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



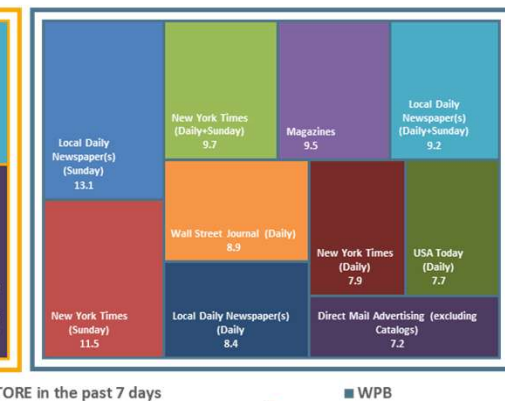
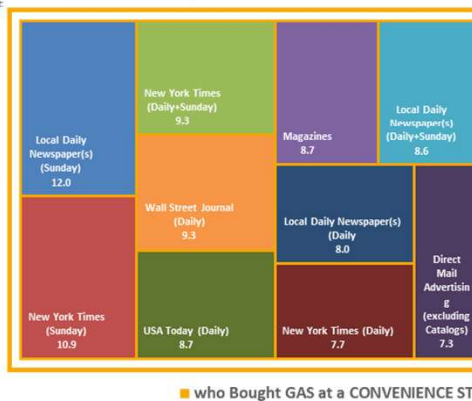
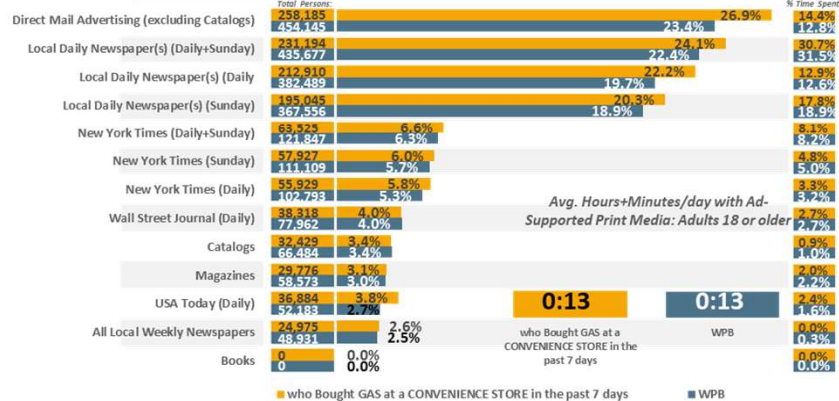


231,194 or 24.1% of Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.6 minutes every day representing 30.7% of all time spent daily with All forms of Print Media.

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



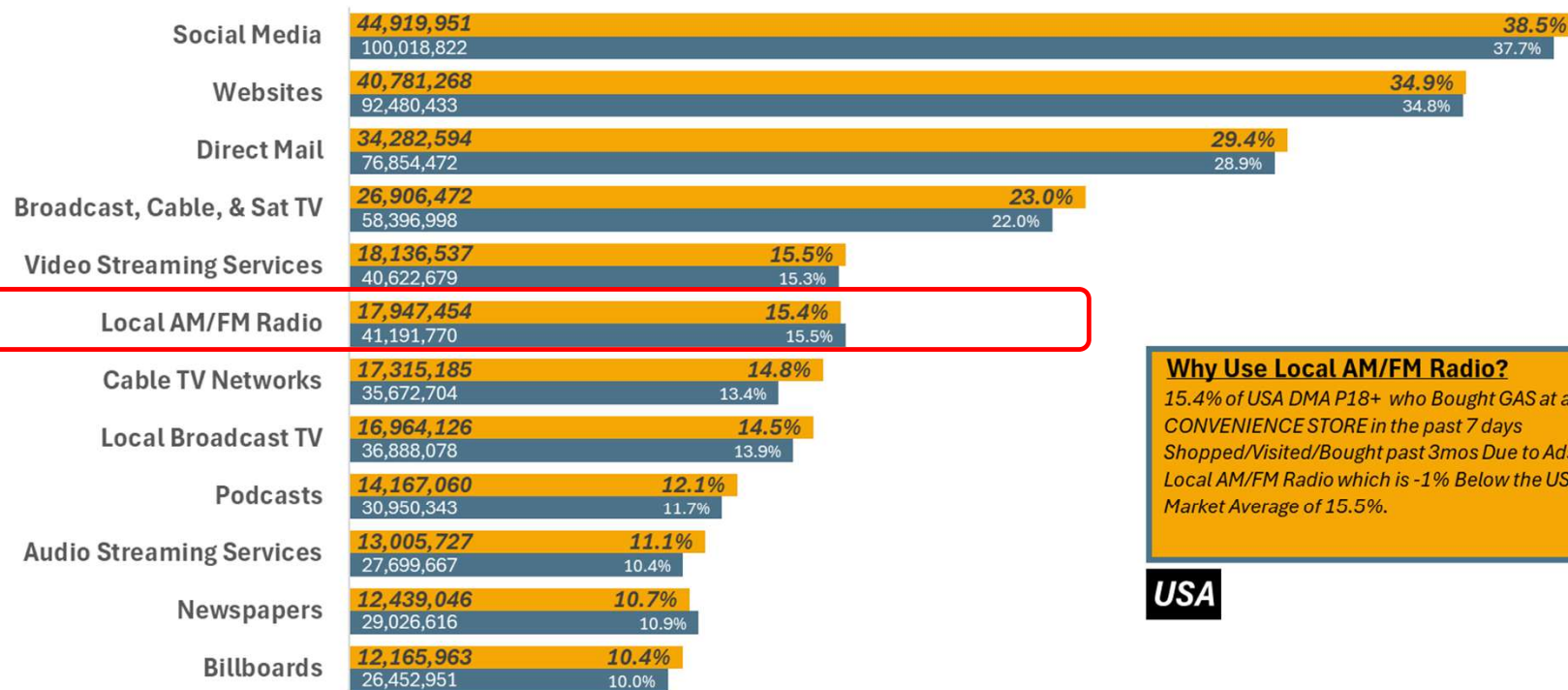
**Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older** **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





## "Advertising Actions"

P18+ who Bought GAS at a CONVENIENCE STORE in the past 7 days  
(Shopped/Visited/Bought past 3mos Due to Ads on %)



### Why Use Local AM/FM Radio?

15.4% of USA DMA P18+ who Bought GAS at a CONVENIENCE STORE in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -1% Below the USA DMA Market Average of 15.5%.

USA

■ P18+ who Bought GAS at a CONVENIENCE STORE in the past 7 days (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: Sep24-Jan26 Qual Intab: 11212  
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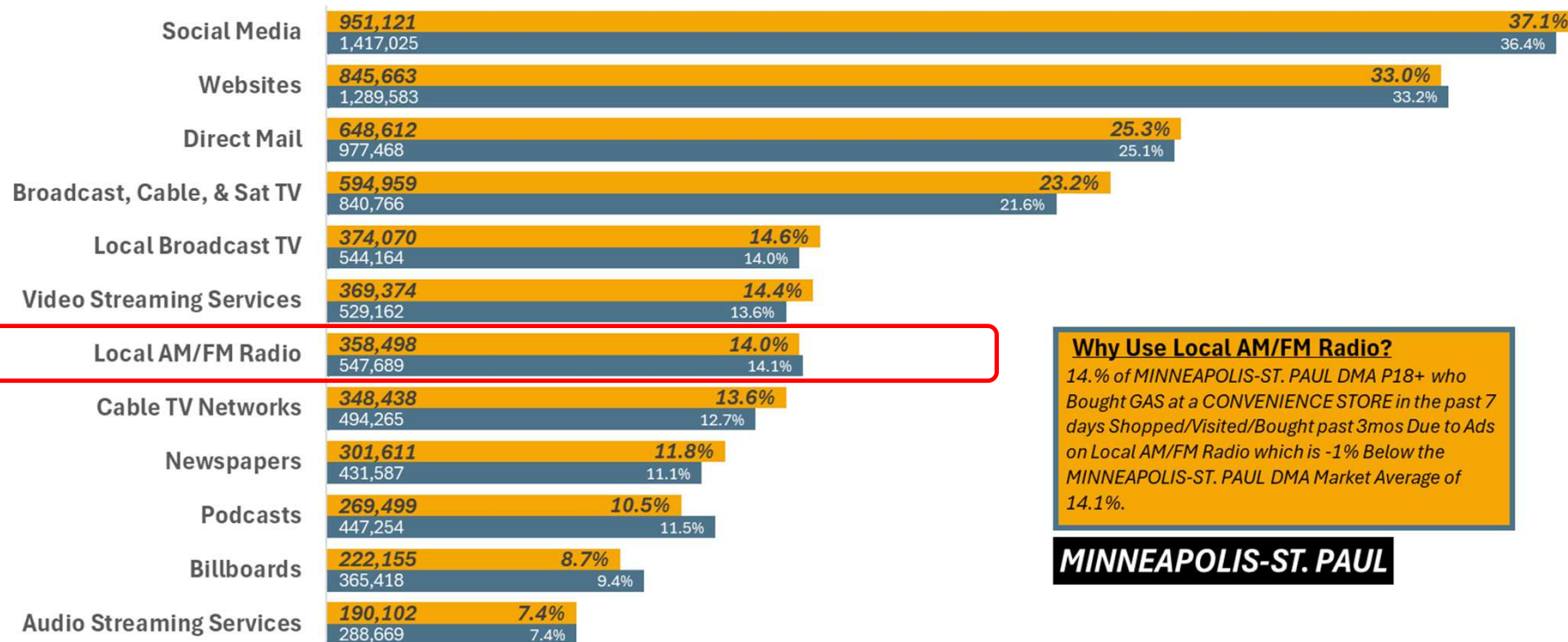
Convenience stores bought gas past 7 days (HHLD): 7-Eleven, or AmeriStop, or ampm, or BP, or Casey's, or Chevron Food Mart, or Circle K, or Cumberland Farms, or Holiday Station Stores, or Hy-Vee Fast & Fresh, or Kwik Trip, or Mobil Mart, or Other convenience store/gas station, or QuikTrip, or RaceTrac, or Sheetz, or Shell Food Mart, or Speedway, or UDF (United Dairy Farmers), or Wawa





## "Advertising Actions"

**P18+ who Bought GAS at a CONVENIENCE STORE in the past 7 days  
(Shopped/Visited/Bought past 3mos Due to Ads on %)**



### Why Use Local AM/FM Radio?

14.0% of MINNEAPOLIS-ST. PAUL DMA P18+ who Bought GAS at a CONVENIENCE STORE in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -1% Below the MINNEAPOLIS-ST. PAUL DMA Market Average of 14.1%.

**MINNEAPOLIS-ST. PAUL**

■ P18+ who Bought GAS at a CONVENIENCE STORE in the past 7 days (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 QualIntab: 1345

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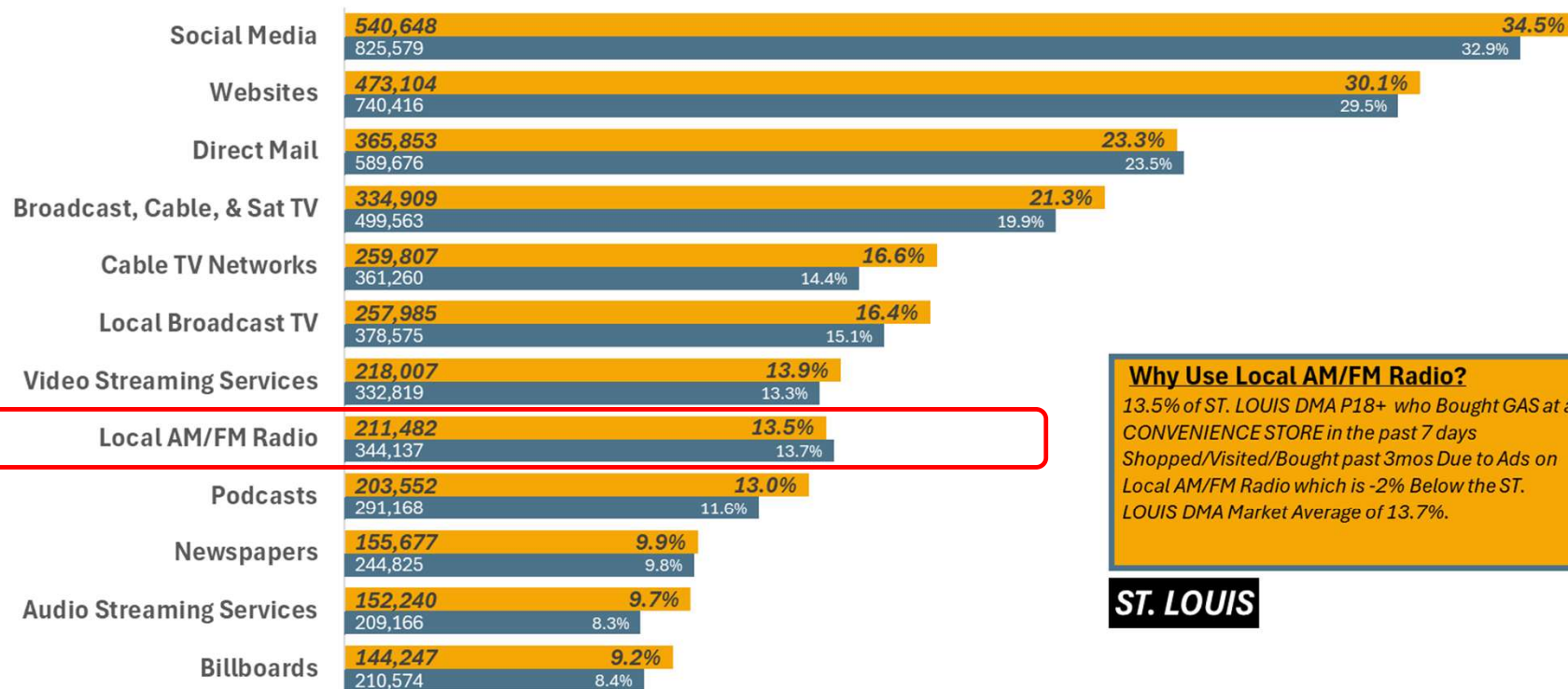
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Convenience stores bought gas past 7 days (HHLD): 7-Eleven, or AmeriStop, or ampm, or BP, or Casey's, or Chevron Food Mart, or Circle K, or Cumberland Farms, or Holiday Station Stores, or Hy-Vee Fast & Fresh, or Kwik Trip, or Mobil Mart, or Other convenience store/gas station, or QuikTrip, or RaceTrac, or Sheetz, or Shell Food Mart, or Speedway, or UDF (United Dairy Farmers), or Wawa



## "Advertising Actions"

P18+ who Bought GAS at a CONVENIENCE STORE in the past 7 days  
(Shopped/Visited/Bought past 3mos Due to Ads on %)



### Why Use Local AM/FM Radio?

13.5% of ST. LOUIS DMA P18+ who Bought GAS at a CONVENIENCE STORE in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -2% Below the ST. LOUIS DMA Market Average of 13.7%.

ST. LOUIS

■ P18+ who Bought GAS at a CONVENIENCE STORE in the past 7 days (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

ST. LOUIS DMA ScarboroughR2 2025: Aug24-Jul25 Qual Intab: 1259  
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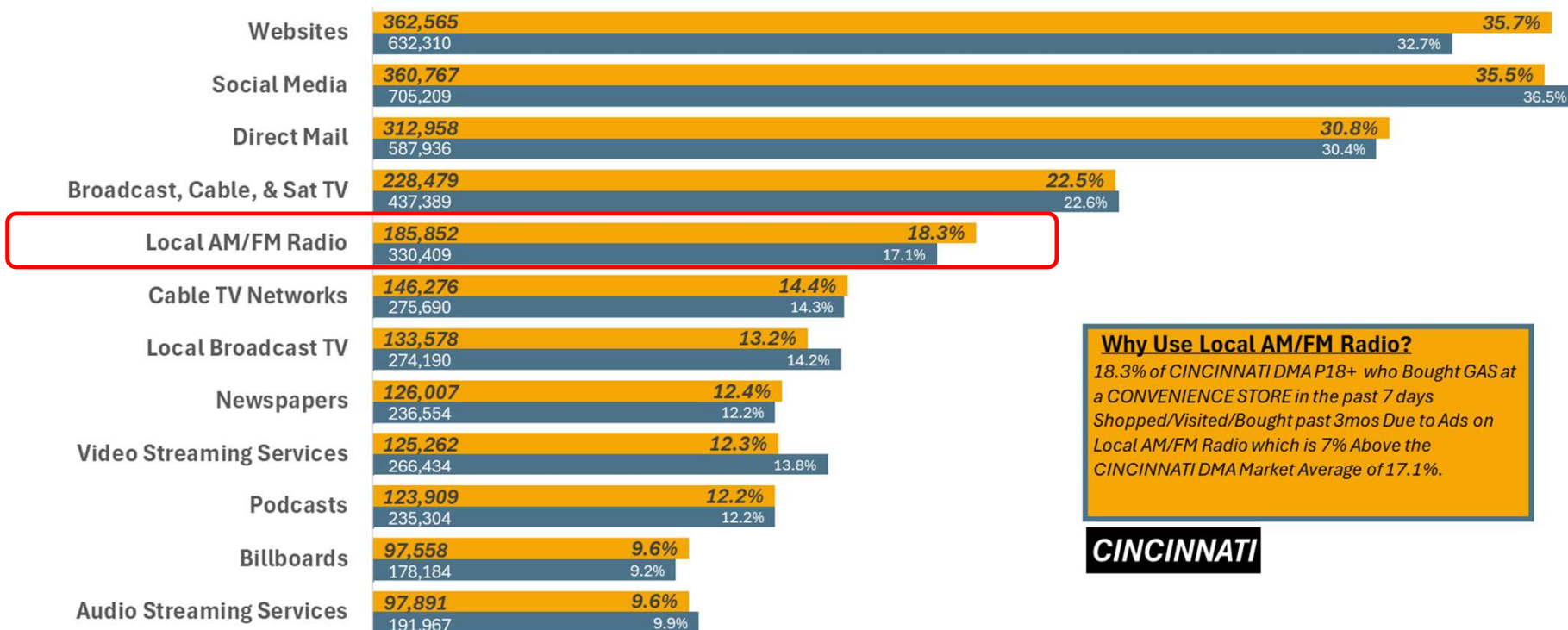
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Convenience stores bought gas past 7 days (HHLD): 7-Eleven, or AmeriStop, or ampm, or BP, or Casey's, or Chevron Food Mart, or Circle K, or Cumberland Farms, or Holiday Station Stores, or Hy-Vee Fast & Fresh, or Kwik Trip, or Mobil Mart, or Other convenience store/gas station, or QuikTrip, or RaceTrac, or Sheetz, or Shell Food Mart, or Speedway, or UDF (United Dairy Farmers), or Wawa



## "Advertising Actions"

**P18+ who Bought GAS at a CONVENIENCE STORE in the past 7 days  
(Shopped/Visited/Bought past 3mos Due to Ads on %)**



### Why Use Local AM/FM Radio?

18.3% of CINCINNATI DMA P18+ who Bought GAS at a CONVENIENCE STORE in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 7% Above the CINCINNATI DMA Market Average of 17.1%.

**CINCINNATI**

■ P18+ who Bought GAS at a CONVENIENCE STORE in the past 7 days (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab: 1100  
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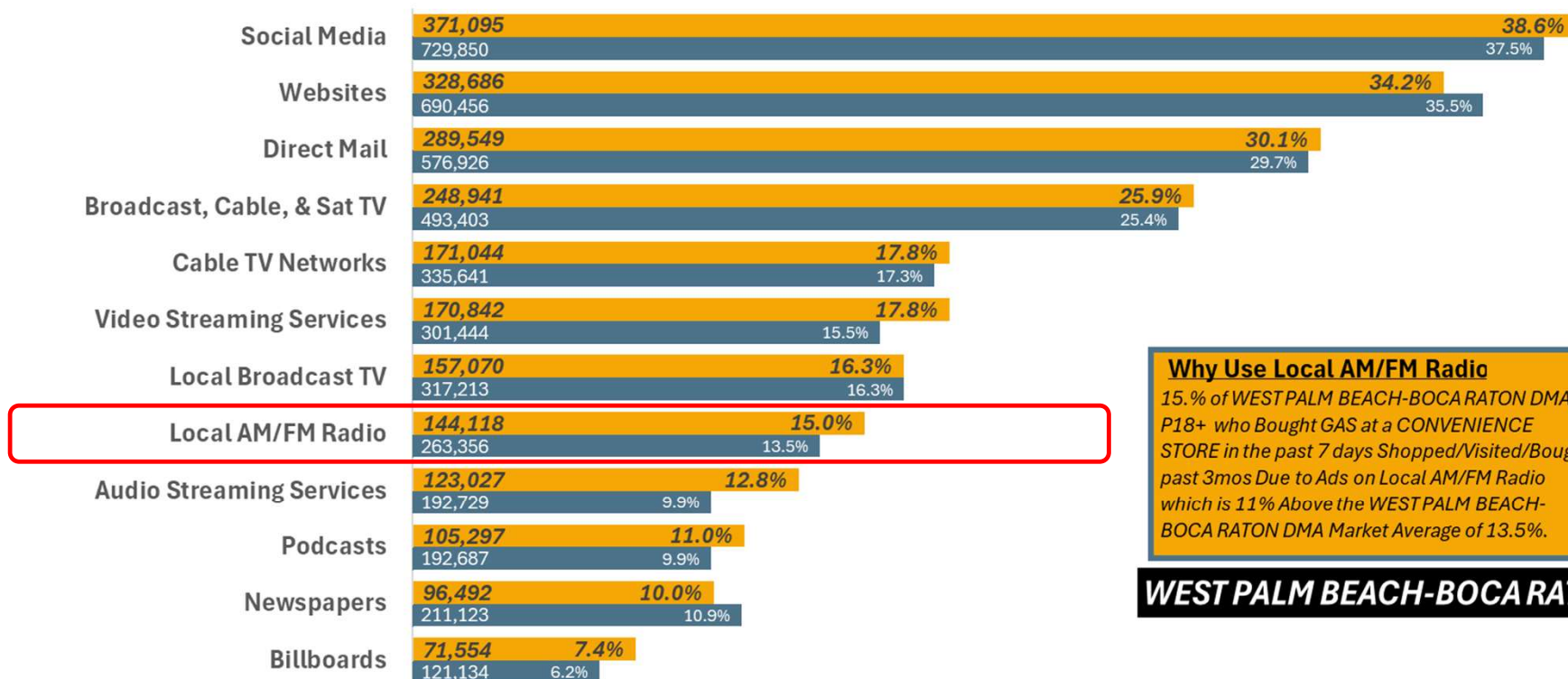
Convenience stores bought gas past 7 days (HHLD): 7-Eleven, or AmeriStop, or ampm, or BP, or Casey's, or Chevron Food Mart, or Circle K, or Cumberland Farms, or Holiday Station Stores, or Hy-Vee Fast & Fresh, or Kwik Trip, or Mobil Mart, or Other convenience store/gas station, or QuikTrip, or RaceTrac, or Sheetz, or Shell Food Mart, or Speedway, or UDF (United Dairy Farmers), or Wawa





## "Advertising Actions"

**P18+ who Bought GAS at a CONVENIENCE STORE in the past 7 days  
(Shopped/Visited/Bought past 3mos Due to Ads on %)**



### Why Use Local AM/FM Radio

15. % of WEST PALM BEACH-BOCA RATON DMA P18+ who Bought GAS at a CONVENIENCE STORE in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 11% Above the WEST PALM BEACH-BOCA RATON DMA Market Average of 13.5%.

**WEST PALM BEACH-BOCA RATON**

■ P18+ who Bought GAS at a CONVENIENCE STORE in the past 7 days (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab: 1333

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Convenience stores bought gas past 7 days (HHLD): 7-Eleven, or AmeriStop, or ampm, or BP, or Casey's, or Chevron Food Mart, or Circle K, or Cumberland Farms, or Holiday Station Stores, or Hy-Vee Fast & Fresh, or Kwik Trip, or Mobil Mart, or Other convenience store/gas station, or QuikTrip, or RaceTrac, or Sheetz, or Shell Food Mart, or Speedway, or UDF (United Dairy Farmers), or Wawa