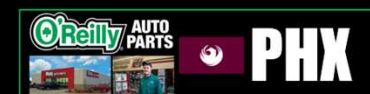


USA+4 DMAs – P18+ who Shopped at O'REILLY AUTO PARTS in the past 12 months!

Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of USA, CHICAGO, WASHINGTON, DC, SEATTLE-TACOMA and PHOENIX DMA P18+ who Shopped at O'REILLY AUTO PARTS in the past 12 months as of March 31, 2026.



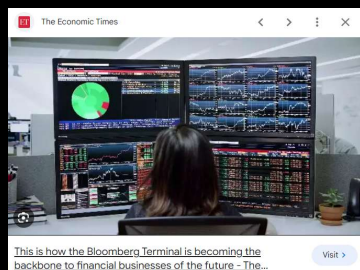
P18+

Hubbard
media that connects

Vanguard BlackRock

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

Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): O'Reilly Auto Parts





13.0% or 35,537,466 of USA Adults 18 or older Shopped at O'REILLY AUTO PARTS in the past 12mos.
 Typical Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos are 50.1 years old (2.6% older than average) and have a \$92,549 (5.9% lower than average) annual household income.

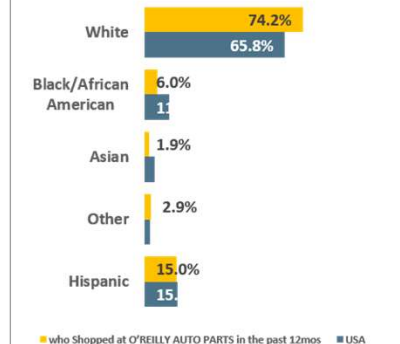
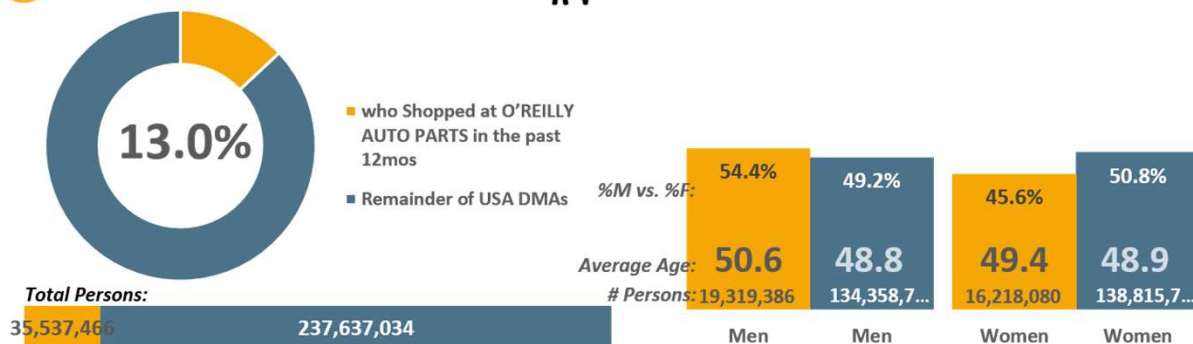


Percent of Market: Adults 18 or older

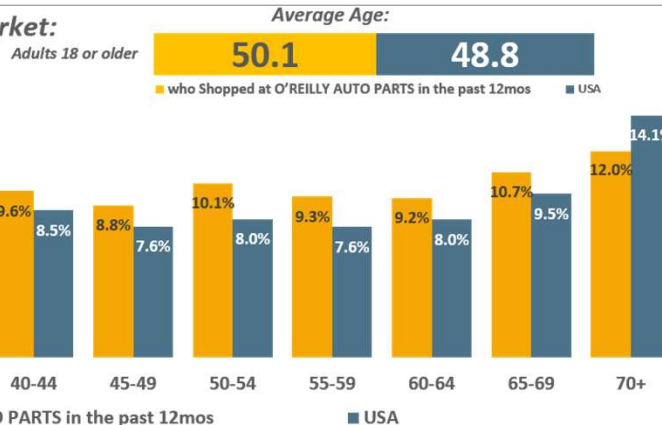


Gender of Target vs. Market: Adults 18 or older

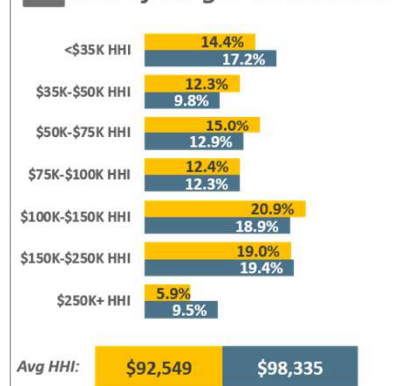
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: \$92,549 vs \$98,335

USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 2,785
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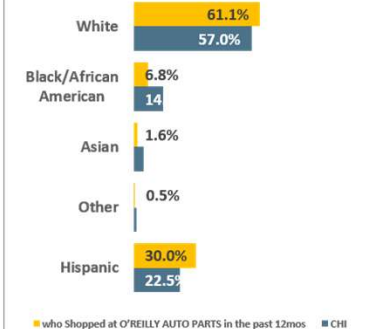
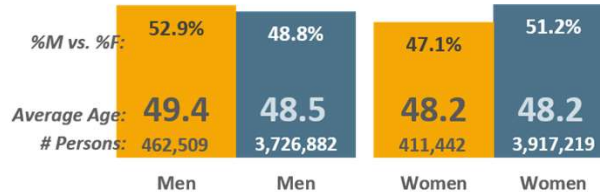
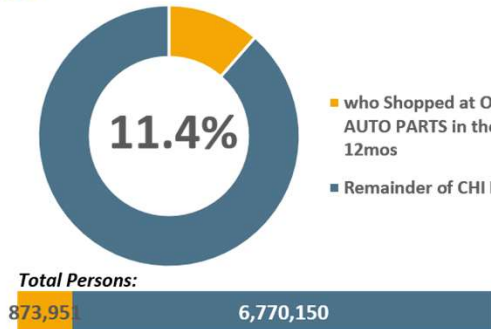
USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): O'Reilly Auto Parts

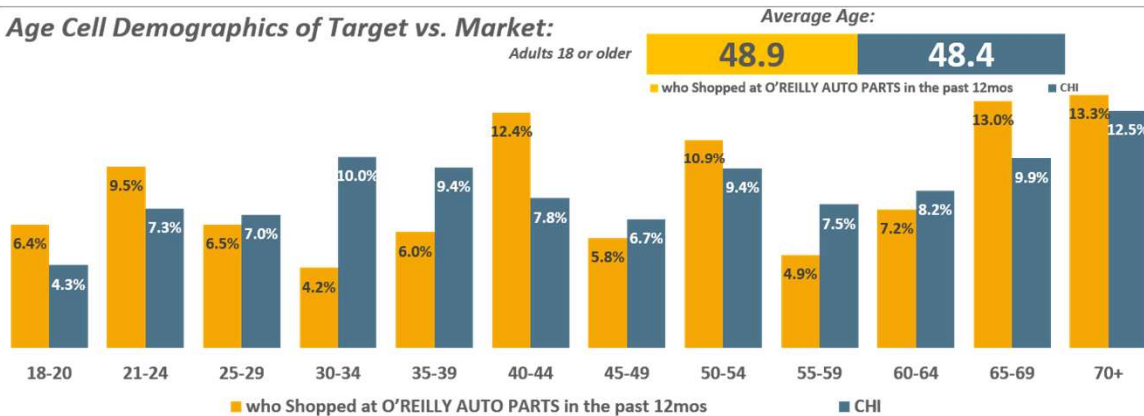


11.4% or 873,951 of CHI DMA Adults 18 or older Shopped at O'REILLY AUTO PARTS in the past 12mos.
 Typical Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos are 48.9 years old (1% older than average) and have a \$98,714 (12.3% lower than average) annual household income.

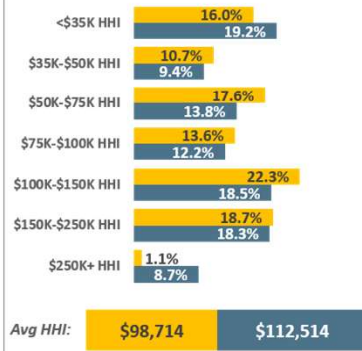
Percent of Market: Adults 18 or older **Gender of Target vs. Market: Adults 18 or older** **Ethnicity of Target vs. Market:**



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:

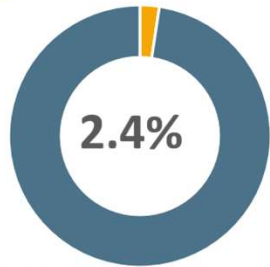




2.4% or 137,853 of WDC DMA Adults 18 or older Shopped at O'REILLY AUTO PARTS in the past 12mos.
 Typical Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos are 49.1 years old (2.4% older than average) and have a \$154,158 (10.7% higher than average) annual household income.



Percent of Market: Adults 18 or older

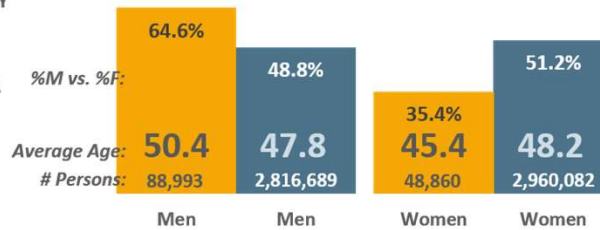


■ who Shopped at O'REILLY AUTO PARTS in the past 12mos
 ■ Remainder of WDC DMA

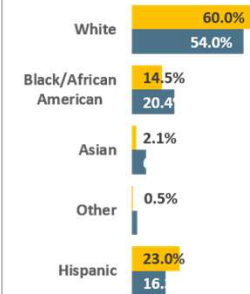
Total Persons:
 137,853 5,638,918



Gender of Target vs. Market: Adults 18 or older

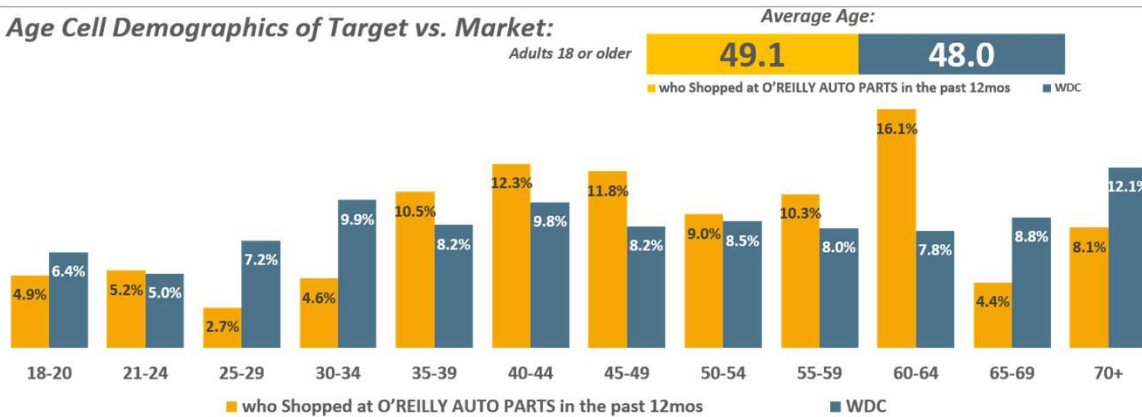


Ethnicity of Target vs. Market:



■ who Shopped at O'REILLY AUTO PARTS in the past 12mos ■ WDC

Age Cell Demographics of Target vs. Market:



Adults 18 or older

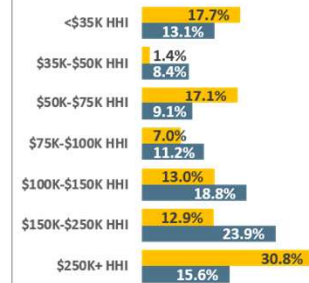
Average Age:

49.1 48.0

■ who Shopped at O'REILLY AUTO PARTS in the past 12mos ■ WDC



HHI of Target vs. Market:



Avg HHI: \$154,158 \$139,294

WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 125
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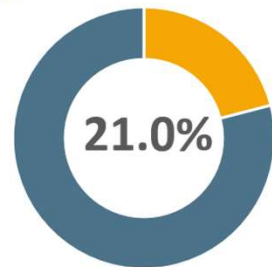
Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): O'Reilly Auto Parts



21.1% or 960,920 of SEA DMA Adults 18 or older Shopped at O'REILLY AUTO PARTS in the past 12mos.
 Typical Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos are 51.2 years old (6.2% older than average) and have a \$123,158 (4.3% lower than average) annual household income.



Percent of Market: Adults 18 or older



■ who Shopped at O'REILLY AUTO PARTS in the past 12mos
 ■ Remainder of SEA DMA

Total Persons:

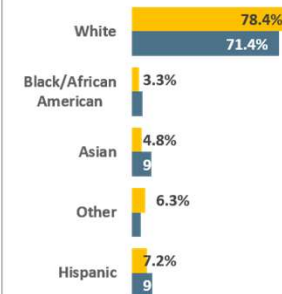
960,920 3,619,594



Gender of Target vs. Market: Adults 18 or older

%M vs. %F:	48.8%	50.2%	51.2%	49.8%
Average Age:	52.2	48.1	50.2	48.4
# Persons:	469,053	2,300,274	491,867	2,280,240
	Men	Men	Women	Women

Ethnicity of Target vs. Market:

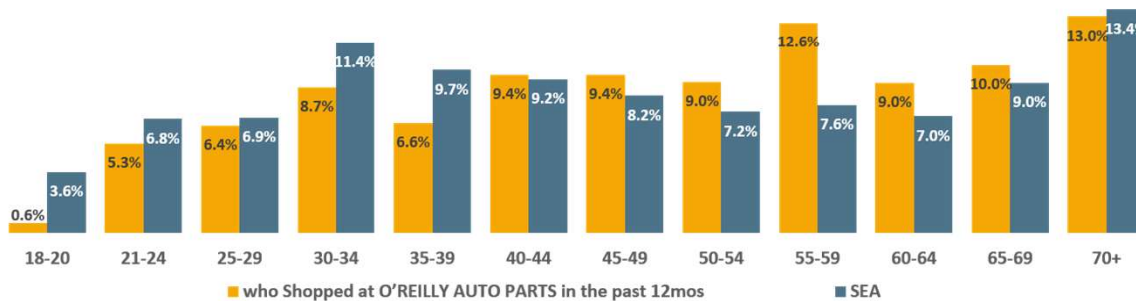


■ who Shopped at O'REILLY AUTO PARTS in the past 12mos ■ SEA

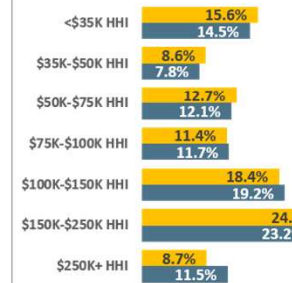
Age Cell Demographics of Target vs. Market:

Adults 18 or older

Average Age:



HHI of Target vs. Market:



Avg HHI: \$123,158 \$128,694

SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 799
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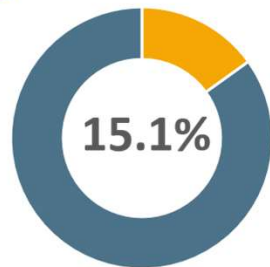
Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): O'Reilly Auto Parts



15.1% or 727,258 of PHX DMA Adults 18 or older Shopped at O'REILLY AUTO PARTS in the past 12mos.
 Typical Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos are 48.6 years old (.8% younger than average) and have a \$104,252 (2.6% lower than average) annual household income.



Percent of Market: Adults 18 or older

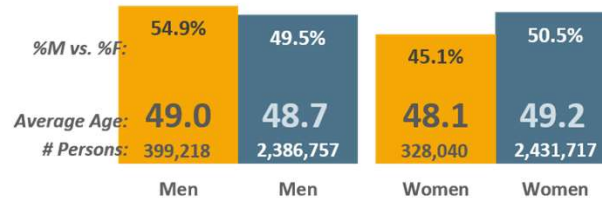


■ who Shopped at O'REILLY AUTO PARTS in the past 12mos
 ■ Remainder of PHX DMA

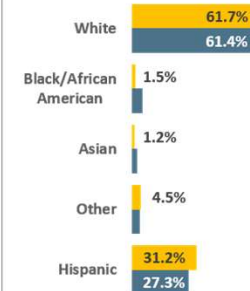
Total Persons:



Gender of Target vs. Market: Adults 18 or older

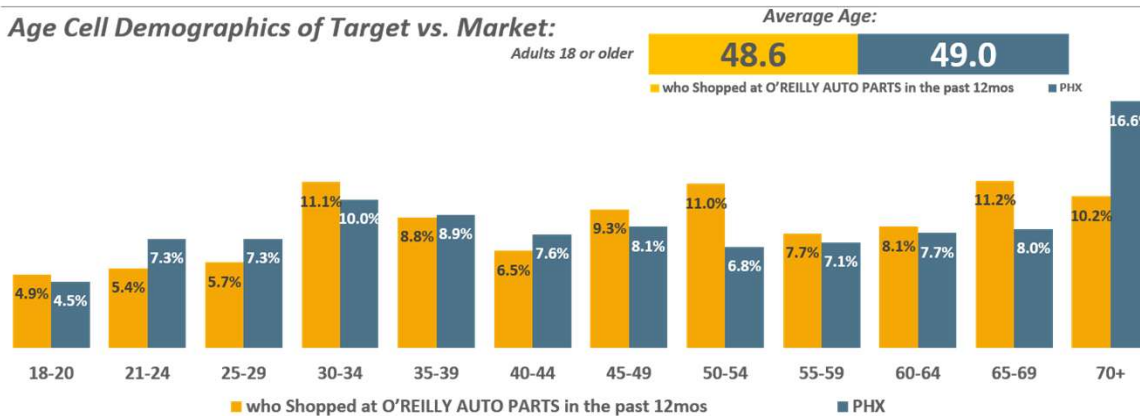


Ethnicity of Target vs. Market:



■ who Shopped at O'REILLY AUTO PARTS in the past 12mos ■ PHX

Age Cell Demographics of Target vs. Market:



Adults 18 or older

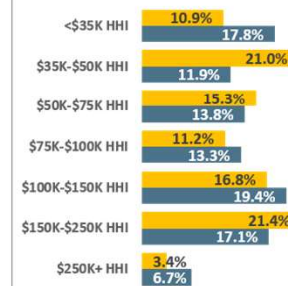
Average Age:



■ who Shopped at O'REILLY AUTO PARTS in the past 12mos ■ PHX



HHI of Target vs. Market:



Avg HHI:

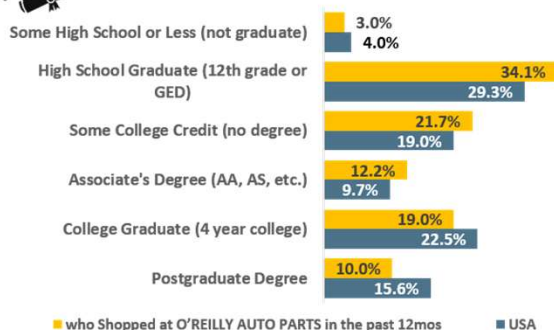




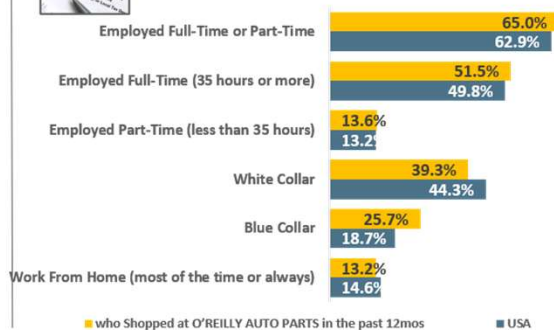
13.1% or 35,537,466 of USA Adults 18 or older Shopped at O'REILLY AUTO PARTS in the past 12mos. Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos are 23.7% less likely to be a college graduate, 3.4% more likely to work full-time, 9.1% more likely to be married, 11.7% more likely to be a parent of 1 or more children under 18.



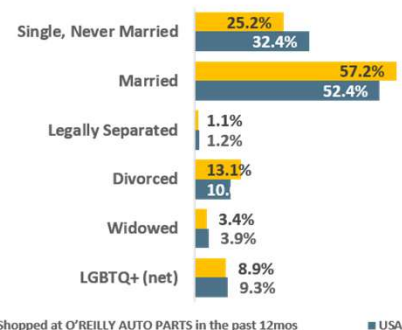
Education Levels: Adults 18 or older



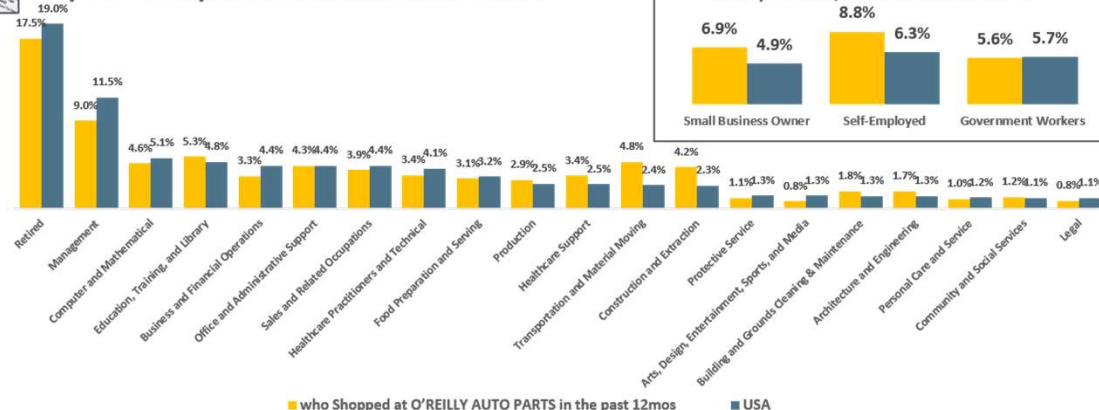
Employment: Adults 18 or older



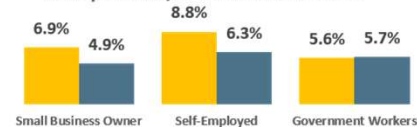
Marital Status: Adults 18 or older



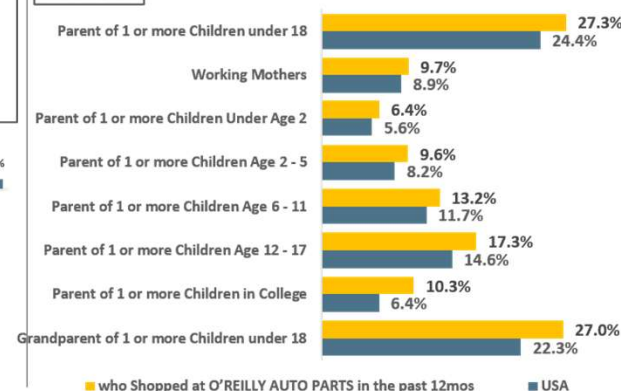
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 2,785
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

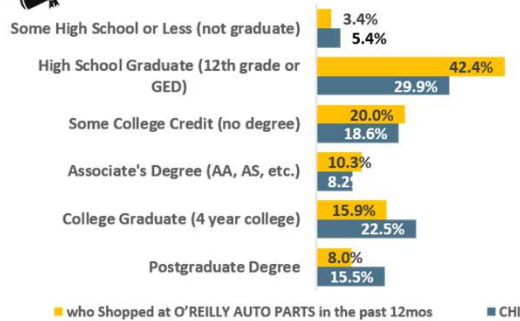
Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): O'Reilly Auto Parts



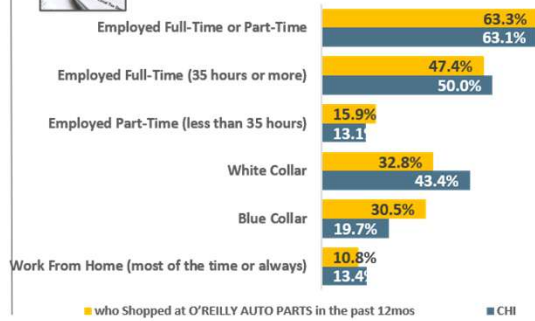
11.4% or 873,951 of CHI DMA Adults 18 or older Shopped at O'REILLY AUTO PARTS in the past 12mos. Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos are 36.9% less likely to be a college graduate, 5.1% less likely to work full-time, 8.6% more likely to be married, 25.2% more likely to be a parent of 1 or more children under 18.



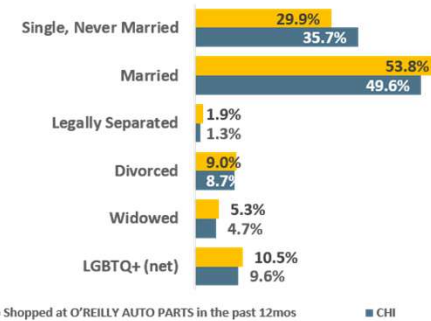
Education Levels: Adults 18 or older



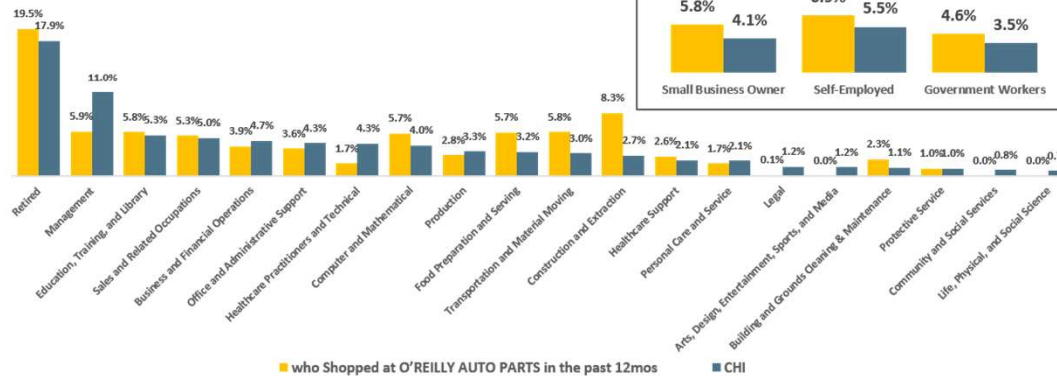
Employment: Adults 18 or older



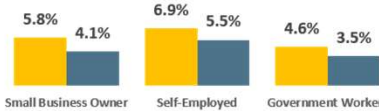
Marital Status: Adults 18 or older



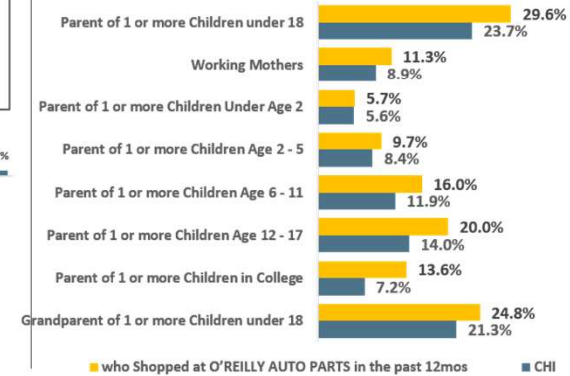
Top-20 Occupations: Adults 18 or older

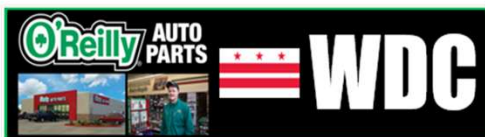


Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

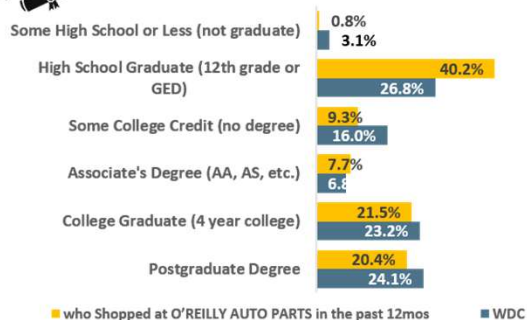




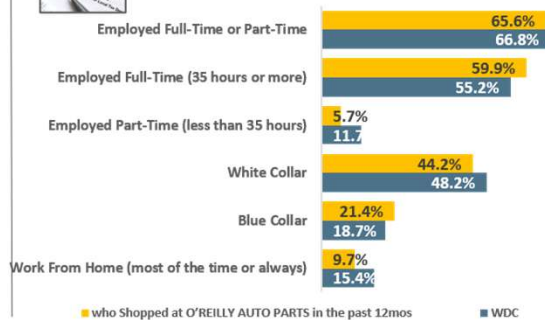
2.4% or 137,853 of WDC DMA Adults 18 or older Shopped at O'REILLY AUTO PARTS in the past 12mos. Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos are 11.4% less likely to be a college graduate, 8.6% more likely to work full-time, 4.1% more likely to be married, 12.7% more likely to be a parent of 1 or more children under 18.



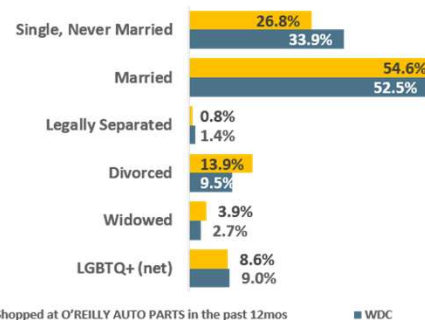
Education Levels: Adults 18 or older



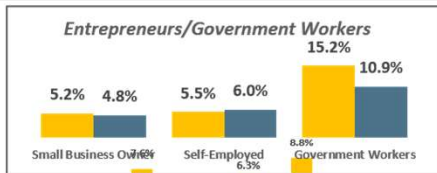
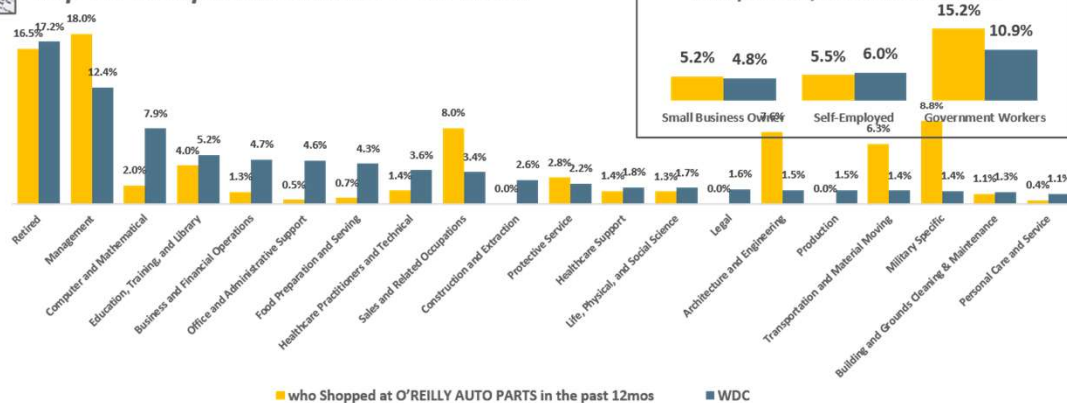
Employment: Adults 18 or older



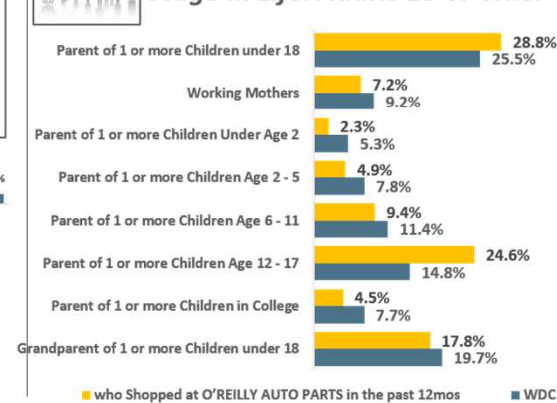
Marital Status: Adults 18 or older



Top-20 Occupations: Adults 18 or older



Stage in Life: Adults 18 or older

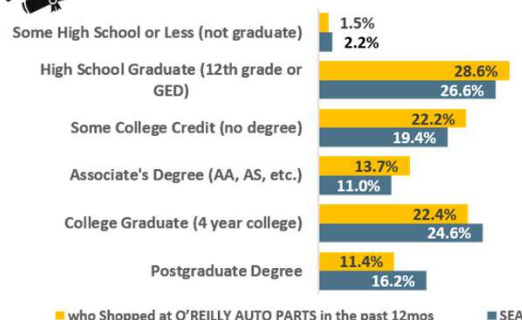




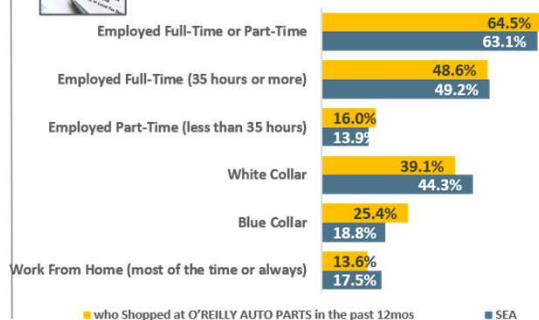
21.1% or 960,920 of SEA DMA Adults 18 or older Shopped at O'REILLY AUTO PARTS in the past 12mos. Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos are 17.% less likely to be a college graduate, 1.3% less likely to work full-time, 3.3% more likely to be married, 3.7% less likely to be a parent of 1 or more children under 18.



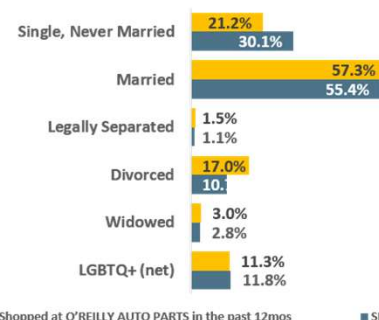
Education Levels: Adults 18 or older



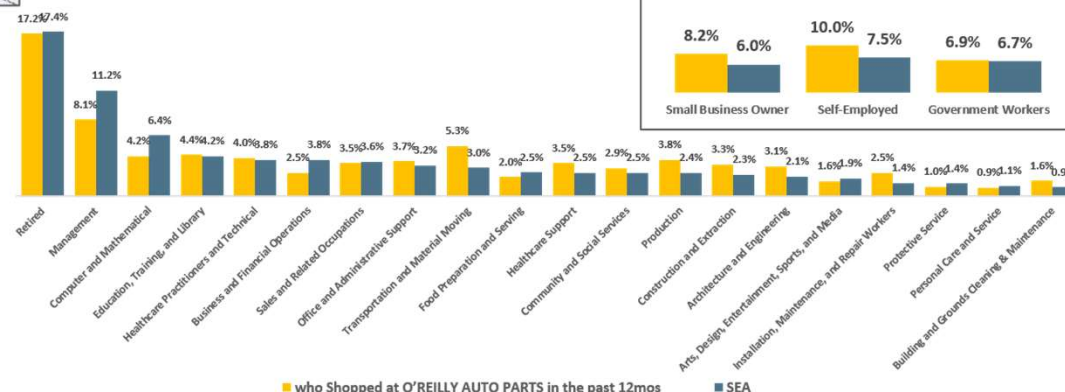
Employment: Adults 18 or older



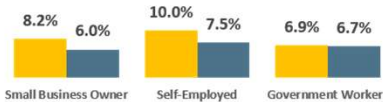
Marital Status: Adults 18 or older



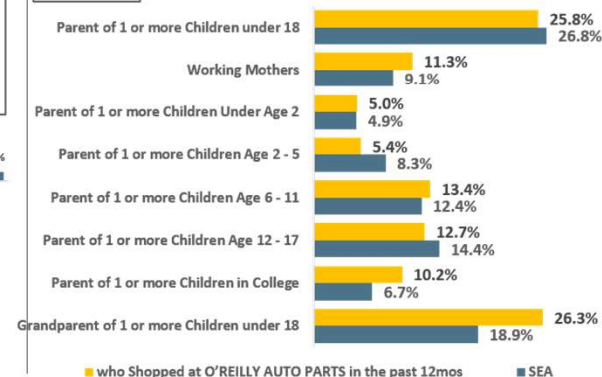
Top-20 Occupations: Adults 18 or older

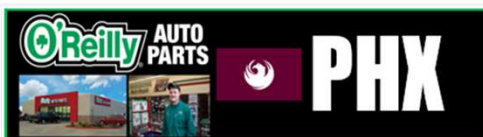


Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

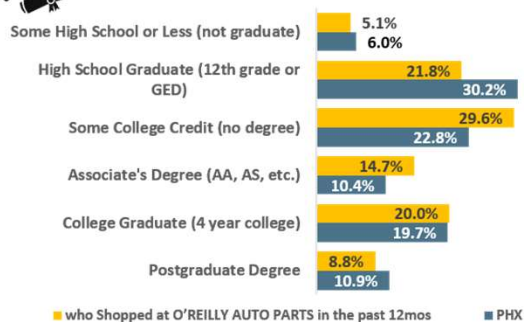




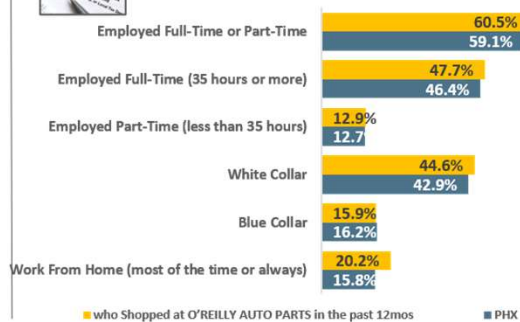
15.1% or 727,258 of PHX DMA Adults 18 or older Shopped at O'REILLY AUTO PARTS in the past 12mos. Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos are 5.9% less likely to be a college graduate, 2.7% more likely to work full-time, 14.1% more likely to be married, 7.7% more likely to be a parent of 1 or more children under 18.



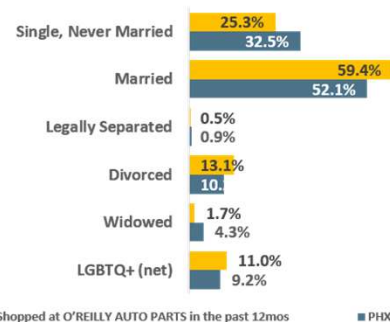
Education Levels: Adults 18 or older



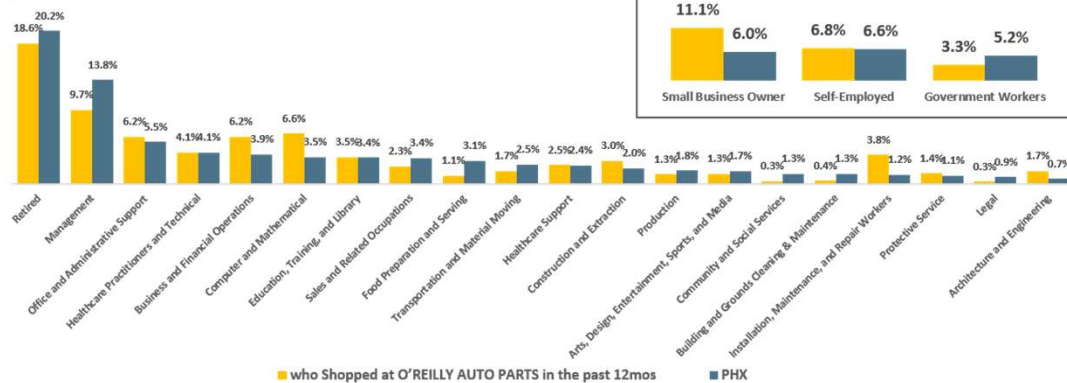
Employment: Adults 18 or older



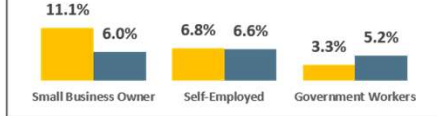
Marital Status: Adults 18 or older



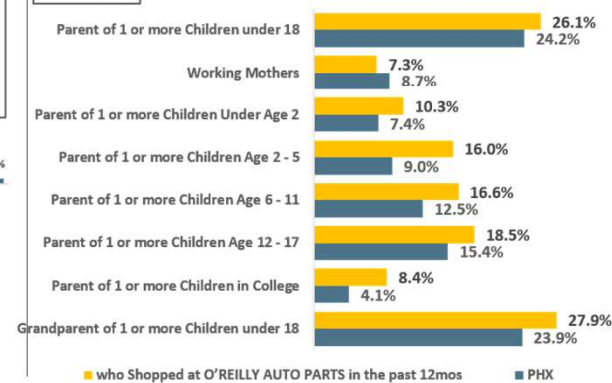
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older



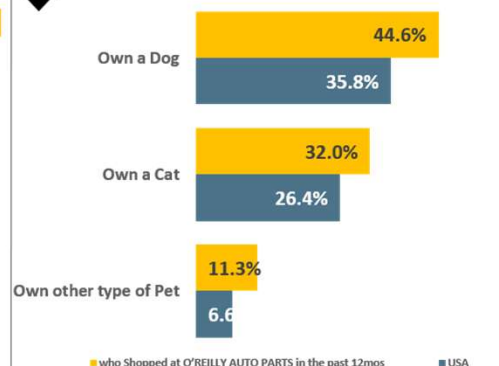
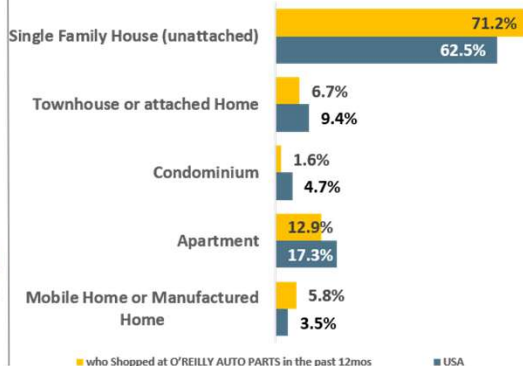
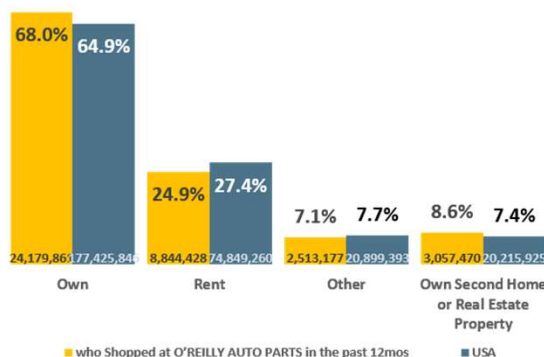


13.3% or 35,537,466 of USA Adults 18 or older Shopped at O'REILLY AUTO PARTS in the past 12mos. Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos are 4.8% more likely to own their home, 7.4% more likely to own a higher valued home, 14.4% more likely to have a single-family home, 24.4% more likely to have a dog.

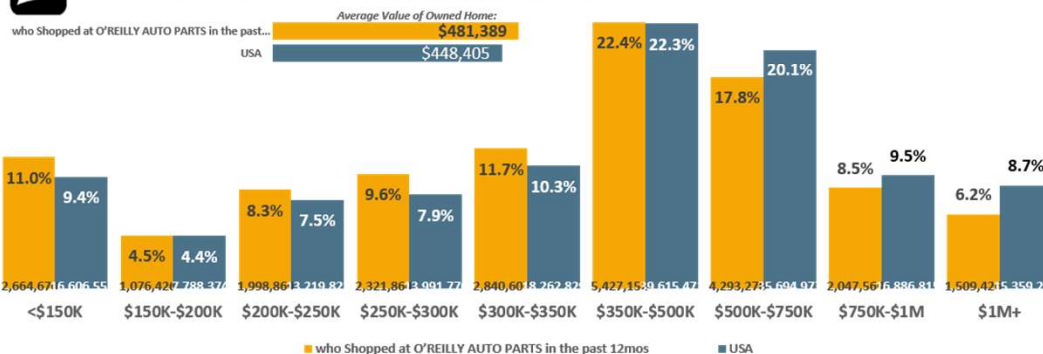
Own/Rent/Other: Adults 18 or older

Type of Home: Adults 18 or older

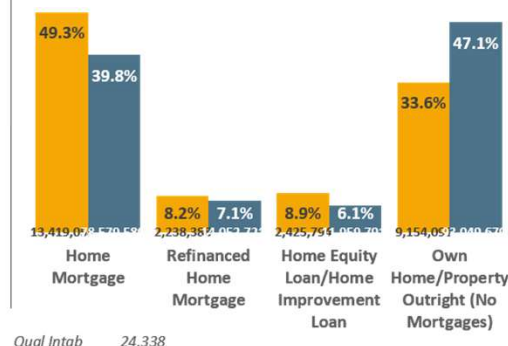
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



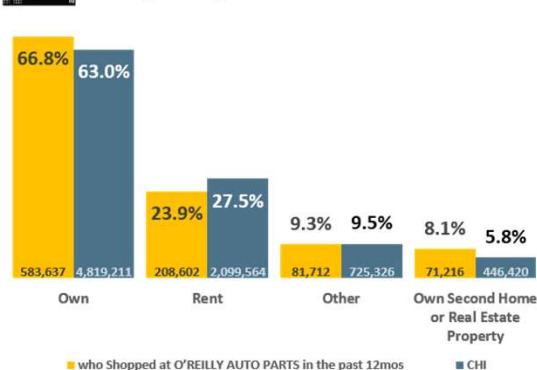
USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 2,785
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): O'Reilly Auto Parts

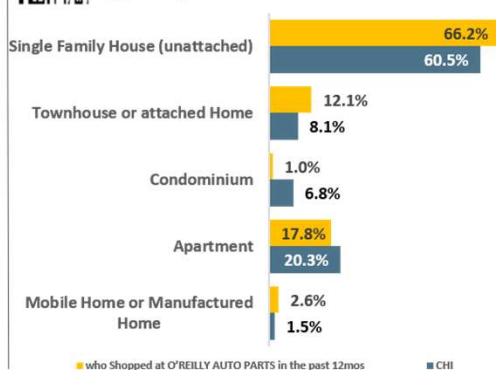


11.4% or 873,951 of CHI DMA Adults 18 or older Shopped at O'REILLY AUTO PARTS in the past 12mos. Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos are 5.9% more likely to own their home, 17.1% more likely to own a lower valued home, 9.3% more likely to have a single-family home, 24.4% more likely to have a dog.

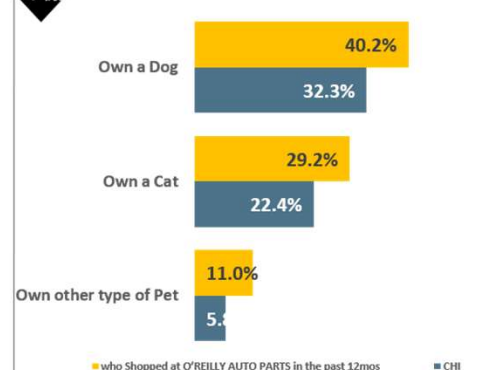
Own/Rent/Other: Adults 18 or older



Type of Home: Adults 18 or older



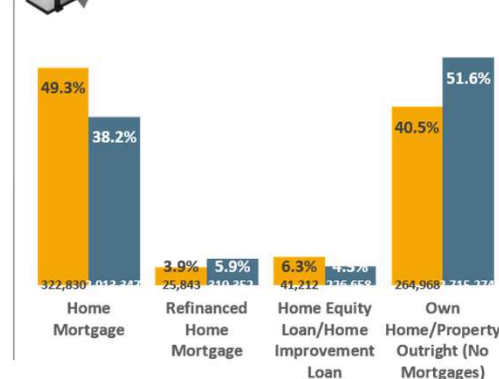
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



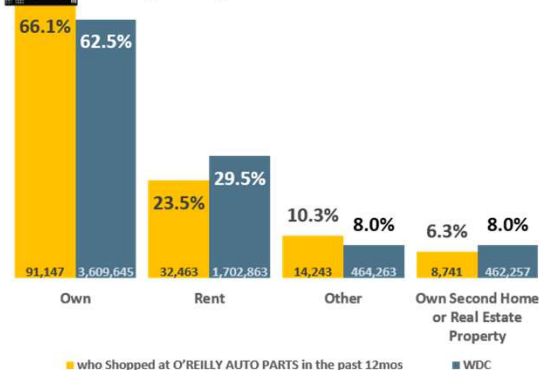
Home Loans: Adults 18 or older



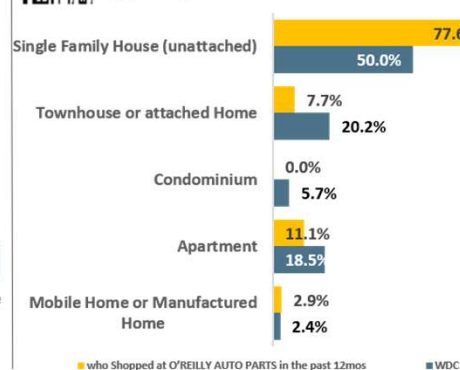


2.4% or 137,853 of WDC DMA Adults 18 or older Shopped at O'REILLY AUTO PARTS in the past 12mos. Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos are 5.8% more likely to own their home, 31.1% more likely to own a lower valued home, 55.1% more likely to have a single-family home, 41.6% more likely to have a dog.

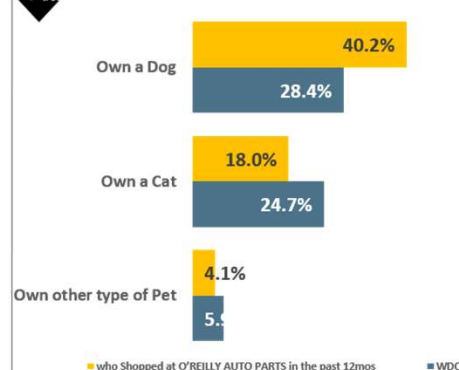
Own/Rent/Other: Adults 18 or older



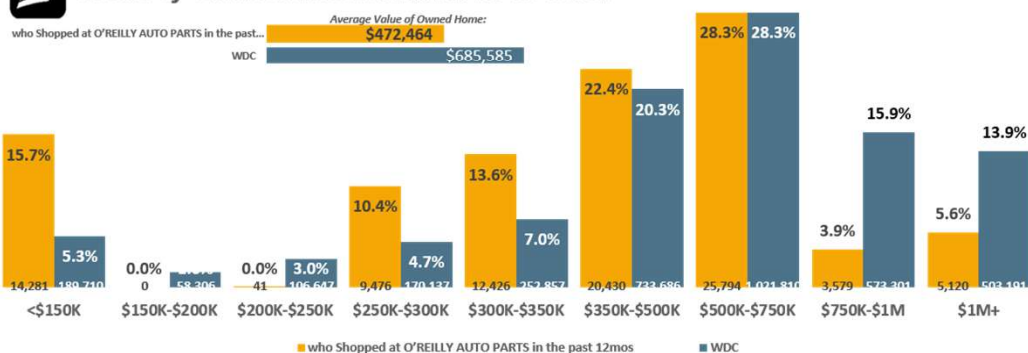
Type of Home: Adults 18 or older



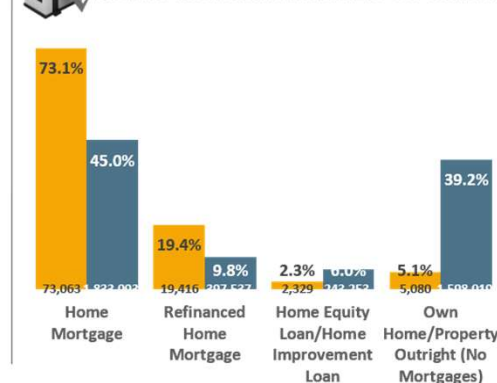
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



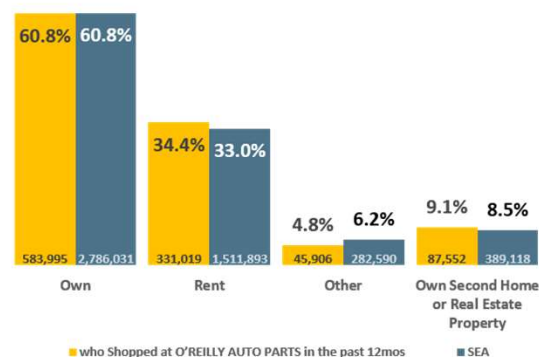
Home Loans: Adults 18 or older



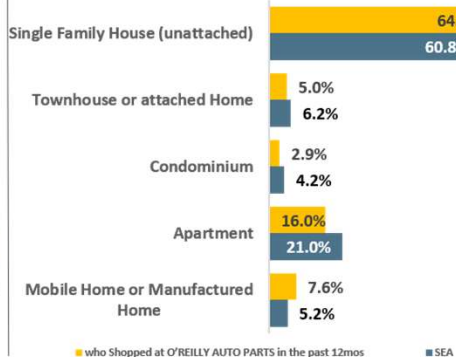


21.1% or 960,920 of SEA DMA Adults 18 or older Shopped at O'REILLY AUTO PARTS in the past 12mos. Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos are .1% less likely to own their home, 6.1% more likely to own a lower valued home, 5.7% more likely to have a single-family home, 15.1% more likely to have a dog.

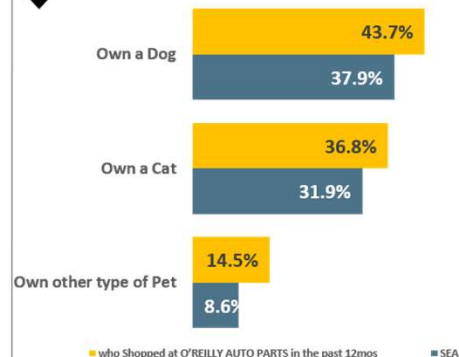
Own/Rent/Other: Adults 18 or older



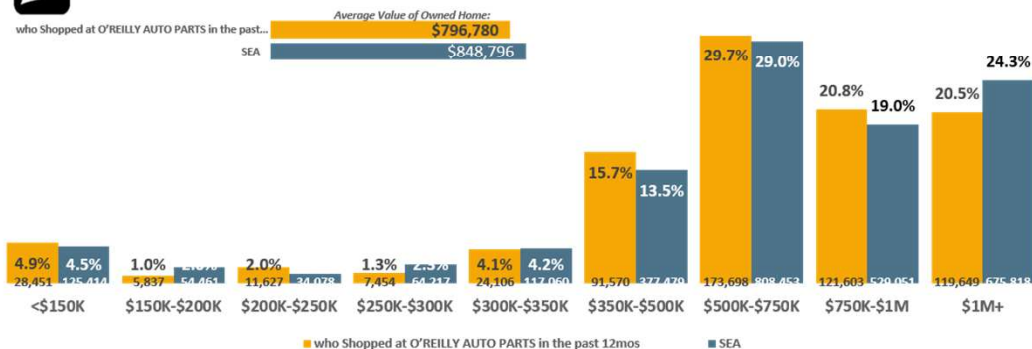
Type of Home: Adults 18 or older



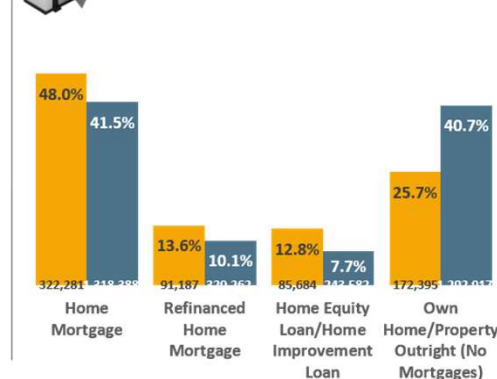
Pets in Home: Adults 18 or older

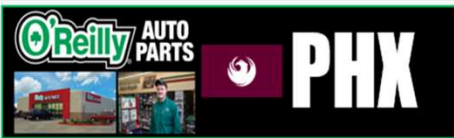


Value of Owned Home: Adults 18 or older



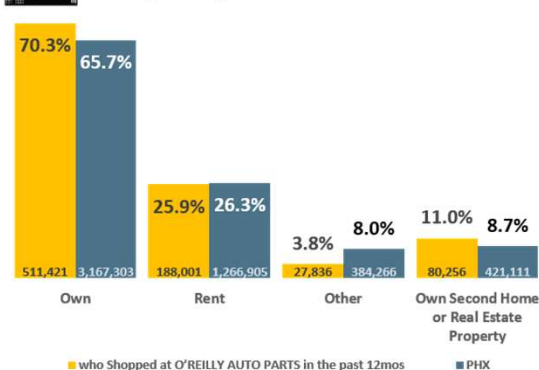
Home Loans: Adults 18 or older



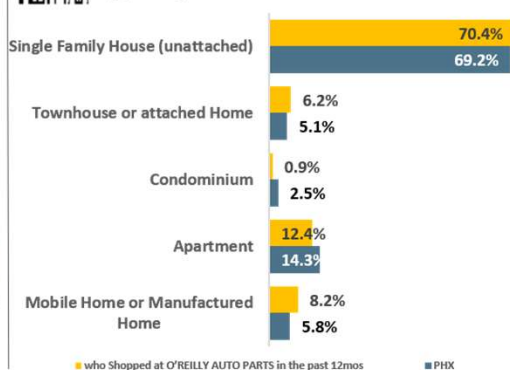


15.1% or 727,258 of PHX DMA Adults 18 or older Shopped at O'REILLY AUTO PARTS in the past 12mos. Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos are 7.% more likely to own their home, 4.8% more likely to own a lower valued home, 1.7% more likely to have a single-family home, 22.% more likely to have a dog.

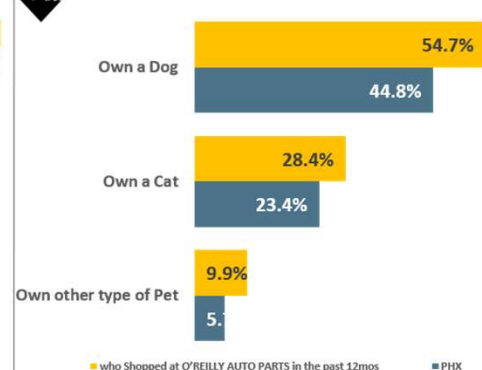
Own/Rent/Other: Adults 18 or older



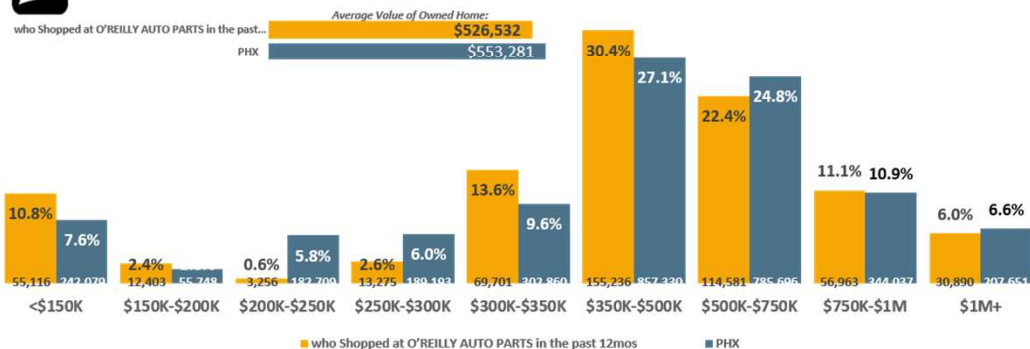
Type of Home: Adults 18 or older



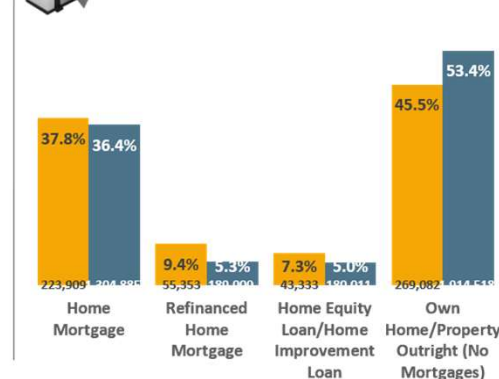
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

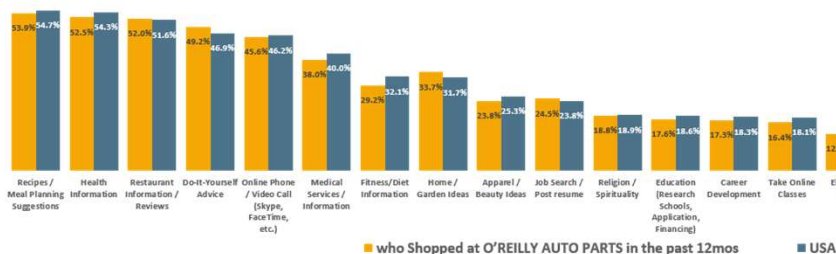




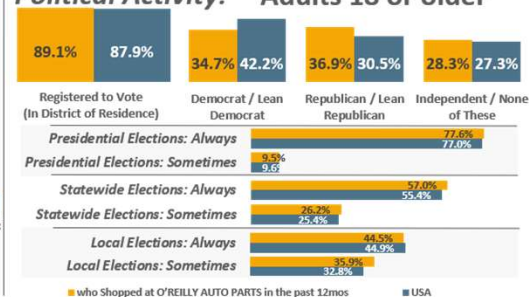
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 Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos are 4.9% more likely to look up D-I-Y advice online, .8% less likely to always vote in local elections, 13.6% less likely to belong to a gym, 6.7% less likely to fly domestic past yr.



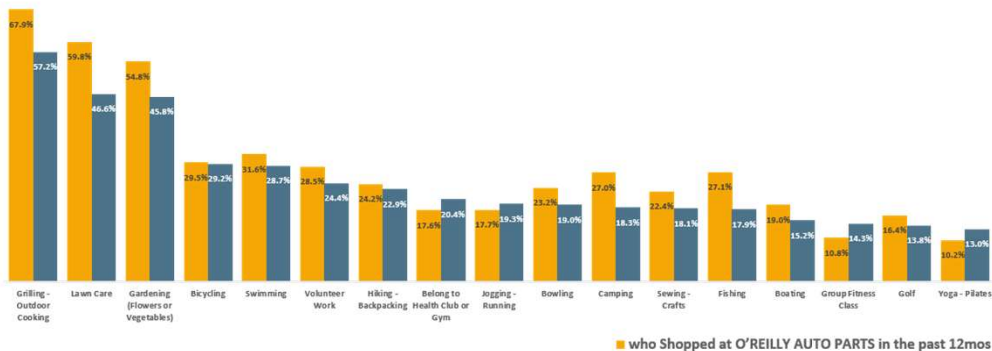
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



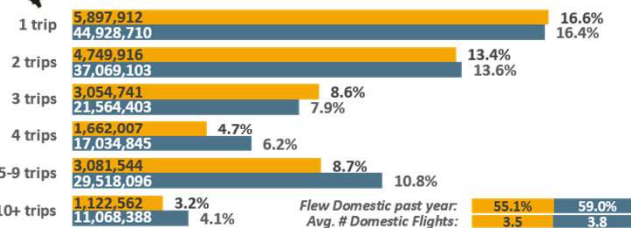
Political Activity: Adults 18 or older

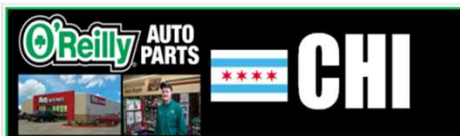


Top-30 past 12-months Active Lifestyle Activities: Adults 18 or older



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

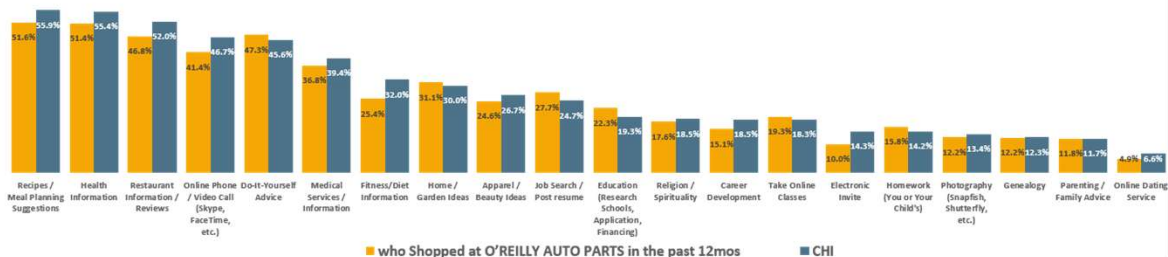




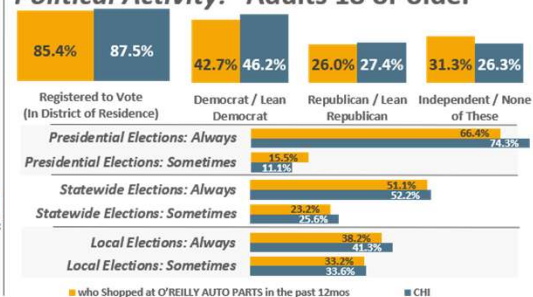
11.4% or 873,951 of CHI DMA Adults 18 or older Shopped at O'REILLY AUTO PARTS in the past 12mos. Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos are 3.8% more likely to look up D-I-Y advice online, 7.6% less likely to always vote in local elections, 21.5% less likely to belong to a gym, 2.1% less likely to fly domestic past yr



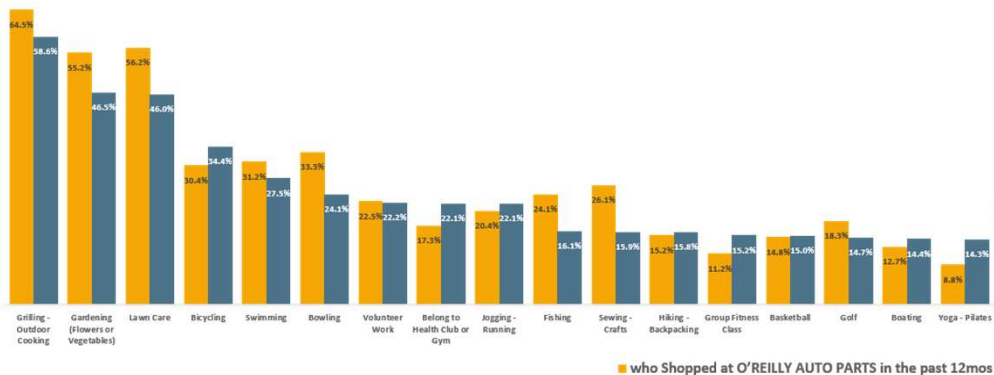
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



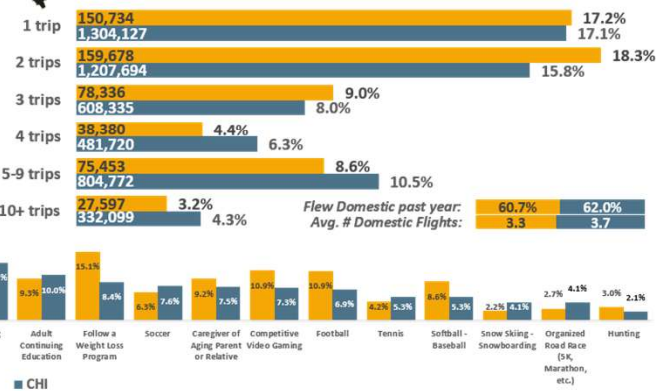
Political Activity: Adults 18 or older



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



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

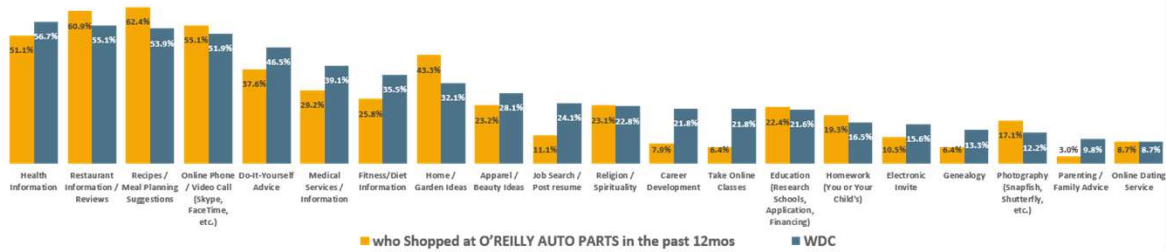




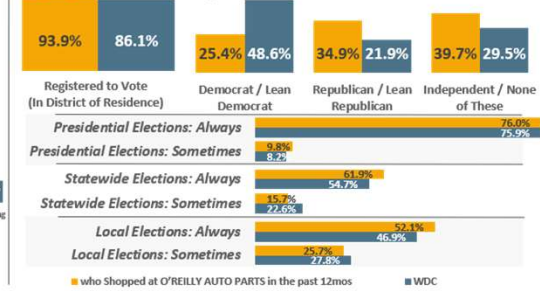
2.4% or 137,853 of WDC DMA Adults 18 or older Shopped at O'REILLY AUTO PARTS in the past 12mos. Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos are 19.2% less likely to look up D-I-Y advice online, 11.% more likely to always vote in local elections, 72.1% less likely to belong to a gym, 5.5% less likely to fly domestic past y



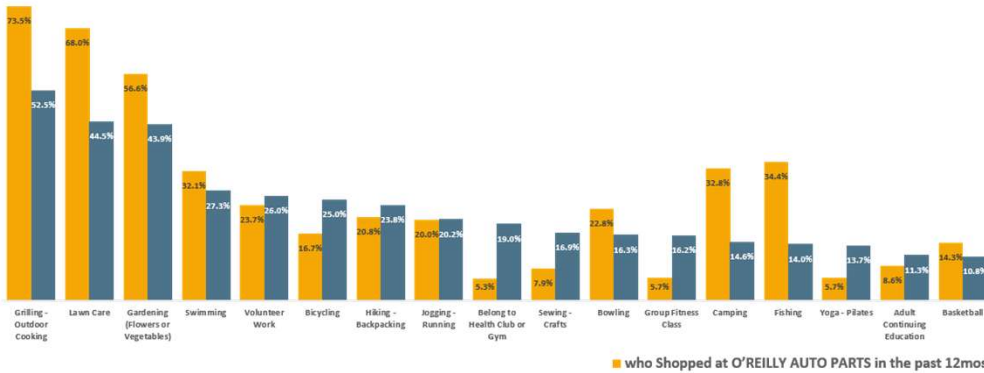
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



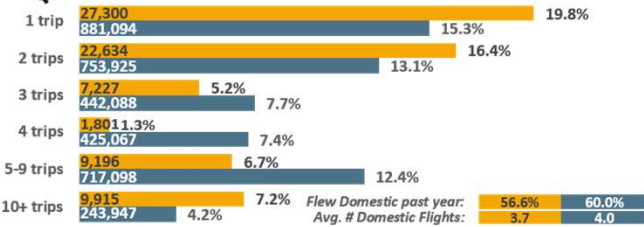
Political Activity: Adults 18 or older



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



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

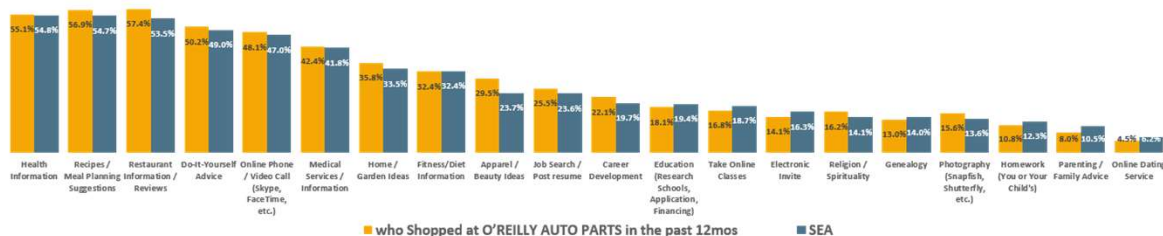




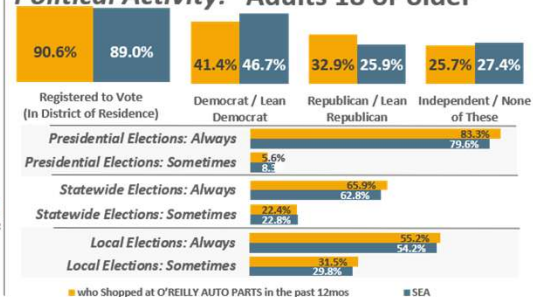
21.% or 960,920 of SEA DMA Adults 18 or older Shopped at O'REILLY AUTO PARTS in the past 12mos. Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos are 2.5% more likely to look up D-I-Y advice online, 1.9% more likely to always vote in local elections, 1.6% less likely to belong to a gym, 9.5% less likely to fly domestic past yr.



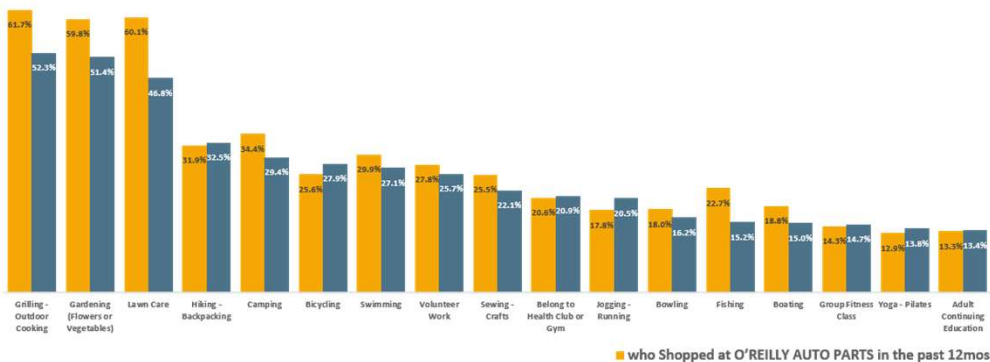
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



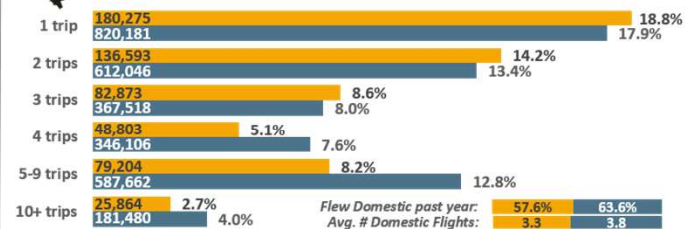
Political Activity: Adults 18 or older

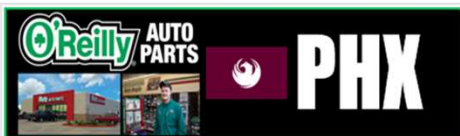


Top-30 past 12-months Active Lifestyle Activities: Adults 18 or older



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

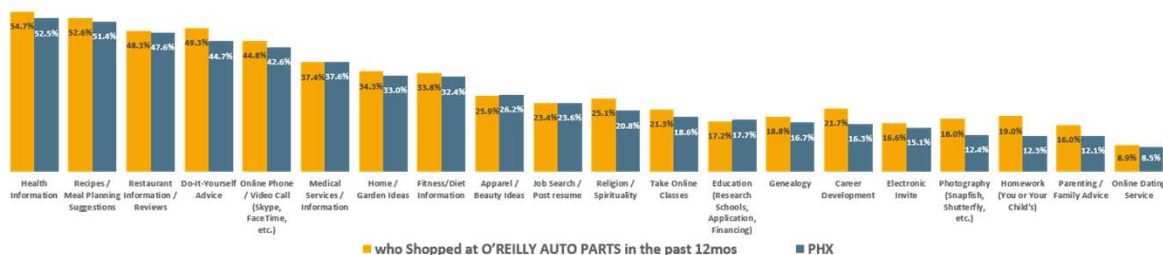




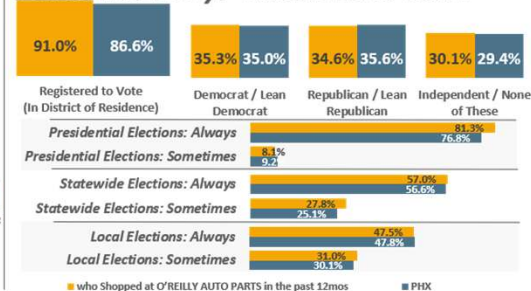
15.1% or 727,258 of PHX DMA Adults 18 or older Shopped at O'REILLY AUTO PARTS in the past 12mos. Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos are 10.3% more likely to look up D-I-Y advice online, .6% less likely to always vote in local elections, 4.5% more likely to belong to a gym, 1.1% more likely to fly domestic past yr.



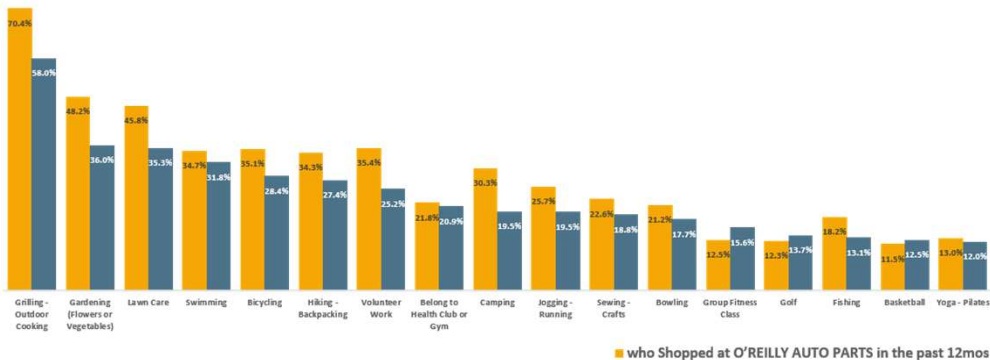
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



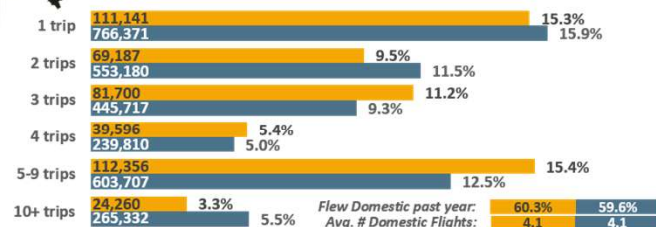
Political Activity: Adults 18 or older



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



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

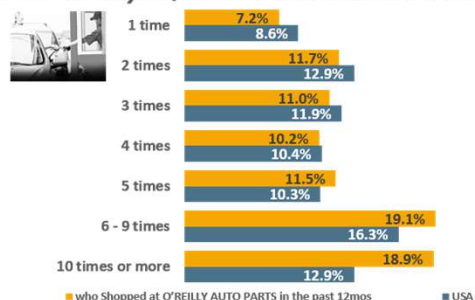


Flew Domestic past year: 60.3%
Avg. # Domestic Flights: 4.1



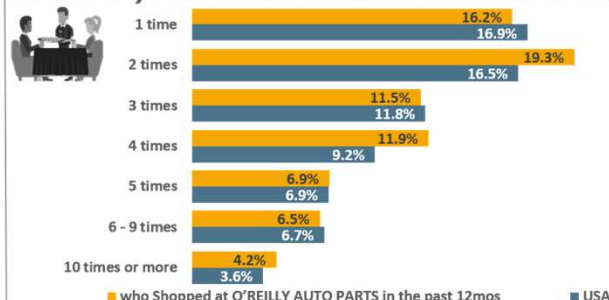
13.1% or 35,537,466 of USA Adults 18 or older Shopped at O'REILLY AUTO PARTS in the past 12mos.
 Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos are 7.4% more likely to use QSRs past mo., 7.1% more likely to use Sit-Down Restaurants past mo., 18.4% more likely to use Casinos past yr., 40.3% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



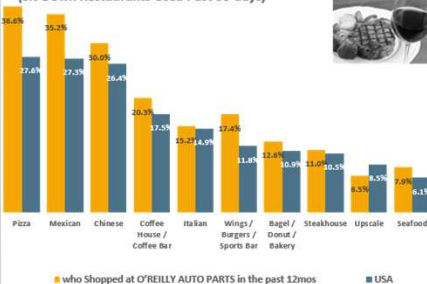
Total Monthly QSR Users: 89.5% (31,808,97) vs 83.3% (227,580,847)
Avg. Monthly QSR Meals: 6.6 vs 5.7

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



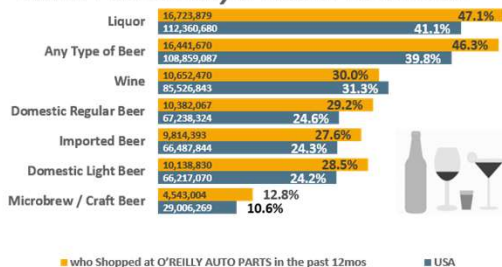
Total Monthly Sit-Down Restaurant Users: 76.5% (27,200,964) vs 71.5% (195,235,468)
Avg. Monthly Sit-Down Restaurant Meals: 3.7 vs 3.6

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

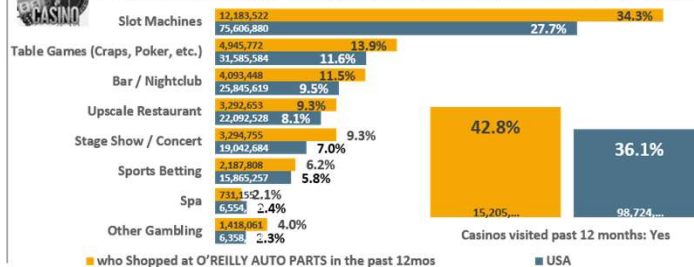


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
 who Shopped at O'REILLY AUTO PARTS in the past 12mos: 18.7% (6,634,582)
 USA: 19.9% (14,750,274)

Drank Past 30-days: Adults 18 or older

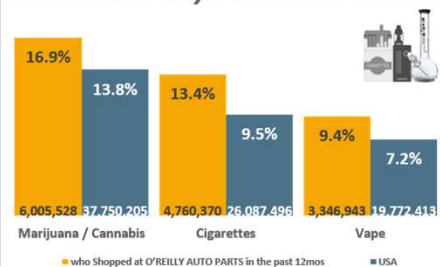


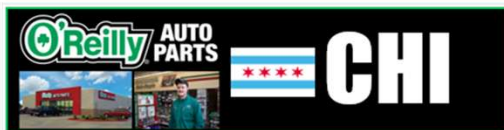
Past 12 months Casino Activities: Adults 18 or older



Casinos visited past 12 months: Yes
 42.8% (15,205,000) vs 36.1% (98,724,000)

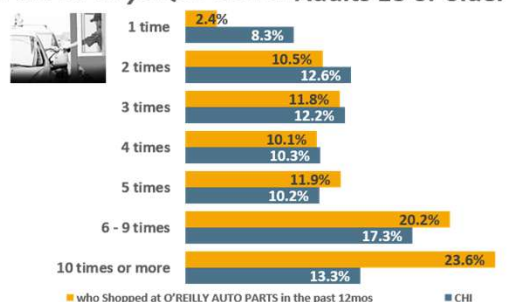
Used Past 30-days: Adults 18 or older



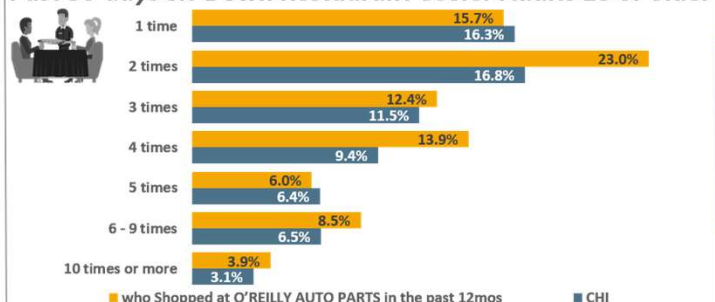


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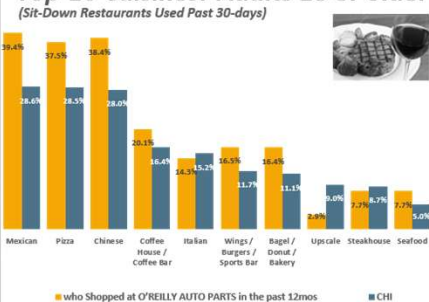
Past 30-days QSR Users: Adults 18 or older



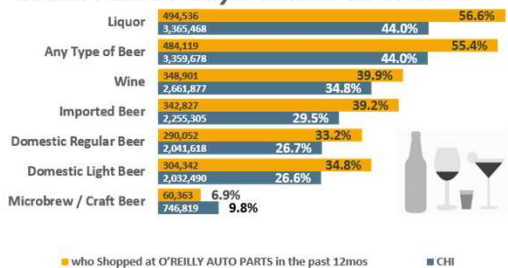
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



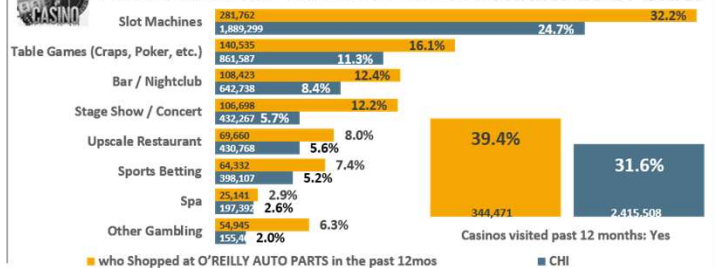
Top-10 Cuisines: Adults 18 or older



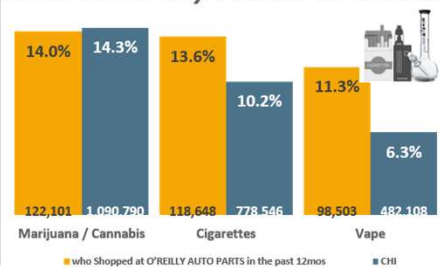
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



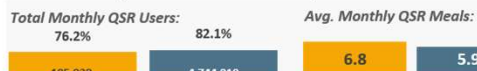
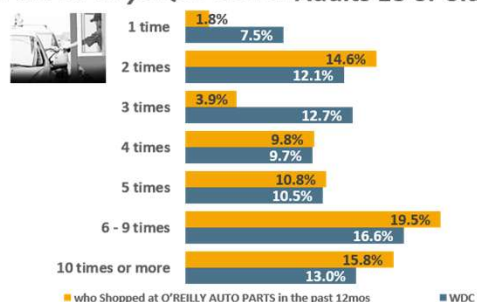
Used Past 30-days: Adults 18 or older



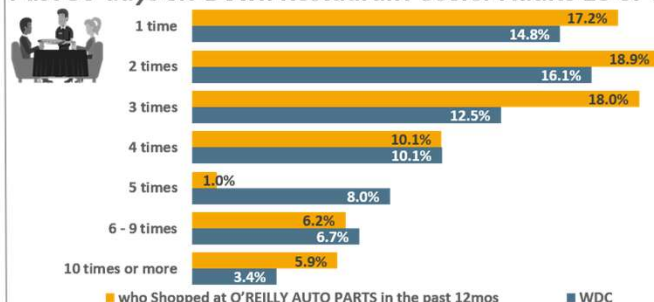


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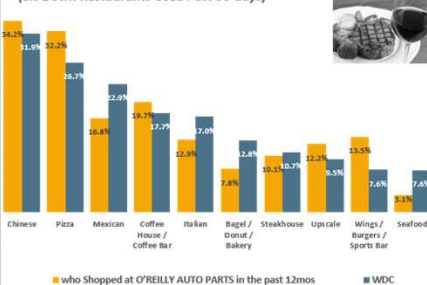
Past 30-days QSR Users: Adults 18 or older



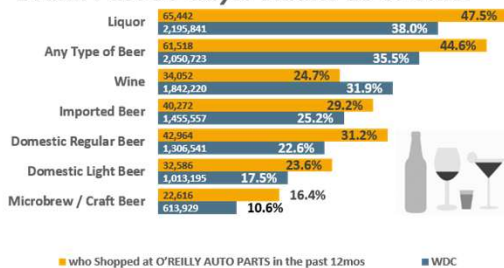
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



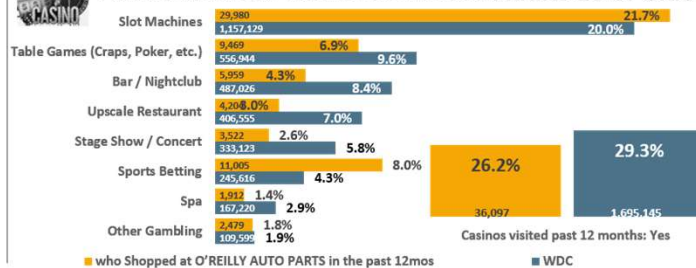
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



Drank Past 30-days: Adults 18 or older

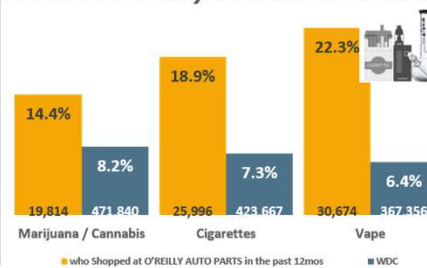


Past 12 months Casino Activities: Adults 18 or older



Casinos visited past 12 months: Yes

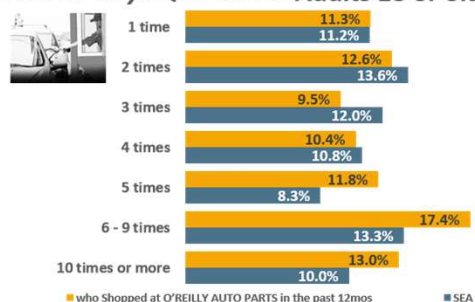
Used Past 30-days: Adults 18 or older



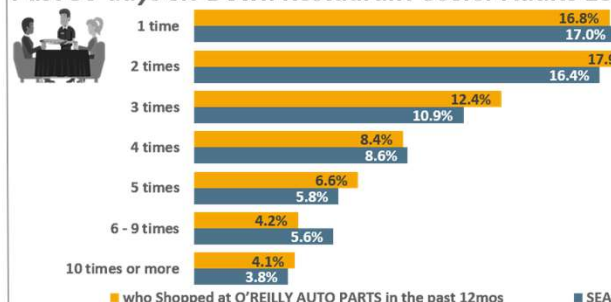


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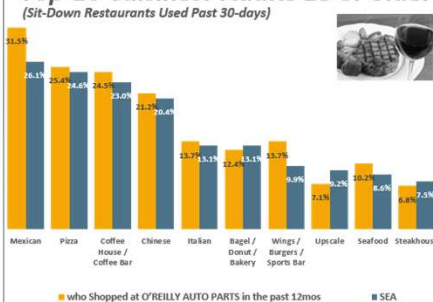
Past 30-days QSR Users: Adults 18 or older



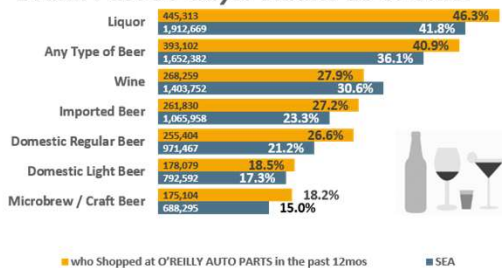
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



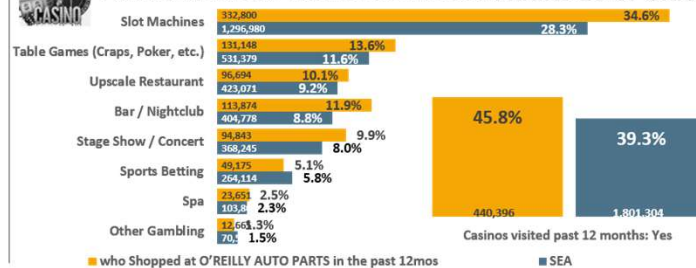
Top-10 Cuisines: Adults 18 or older



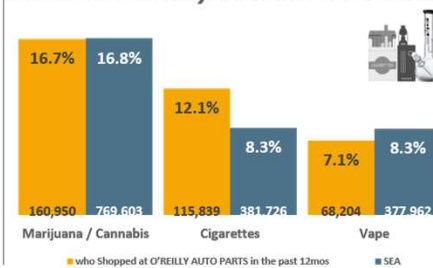
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



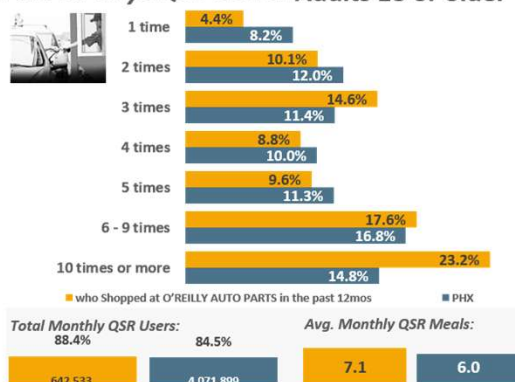
Used Past 30-days: Adults 18 or older



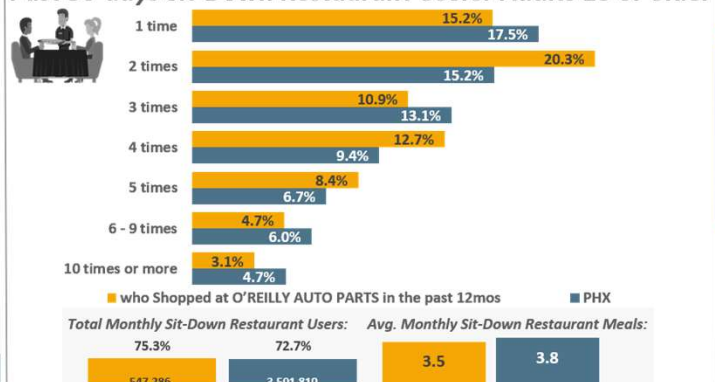


15.1% or 727,258 of PHX DMA Adults 18 or older Shopped at O'REILLY AUTO PARTS in the past 12mos. Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos are 4.5% more likely to use QSRs past mo., 3.5% more likely to use Sit-Down Restaurants past mo., 5.3% less likely to use Casinos past yr., 17.6% more likely to smoke cigarettes.

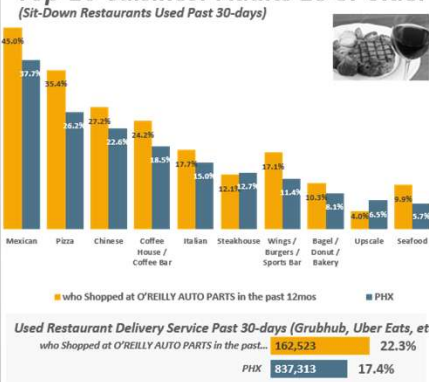
Past 30-days QSR Users: Adults 18 or older



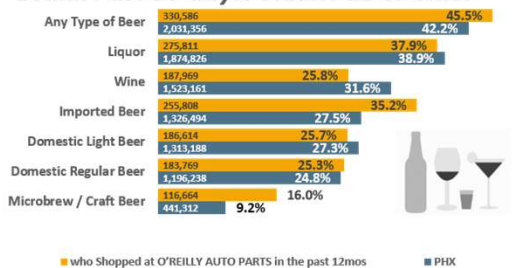
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



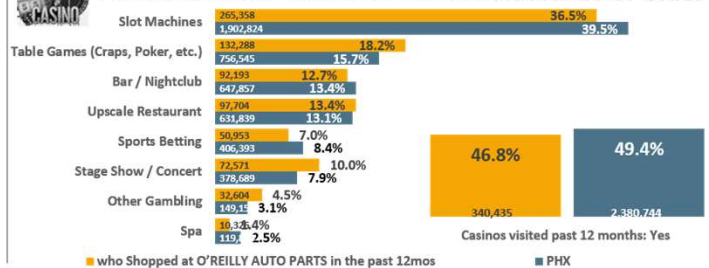
Top-10 Cuisines: Adults 18 or older



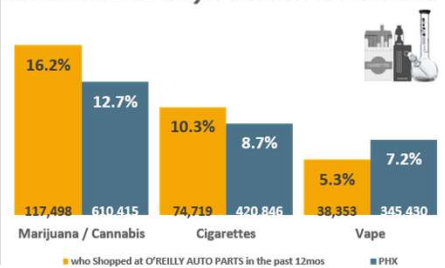
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older

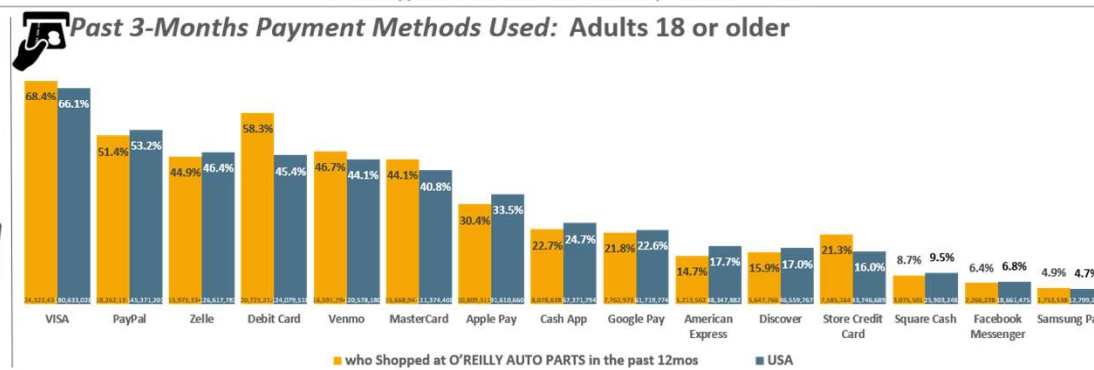
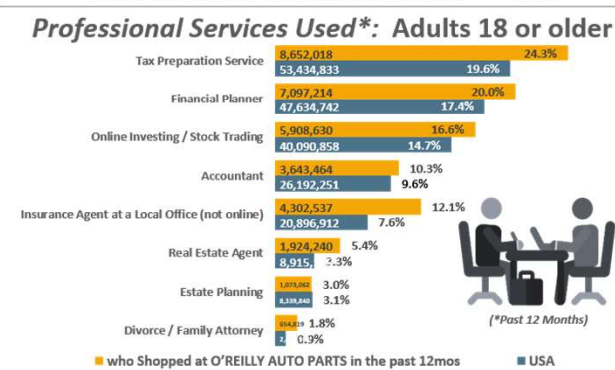
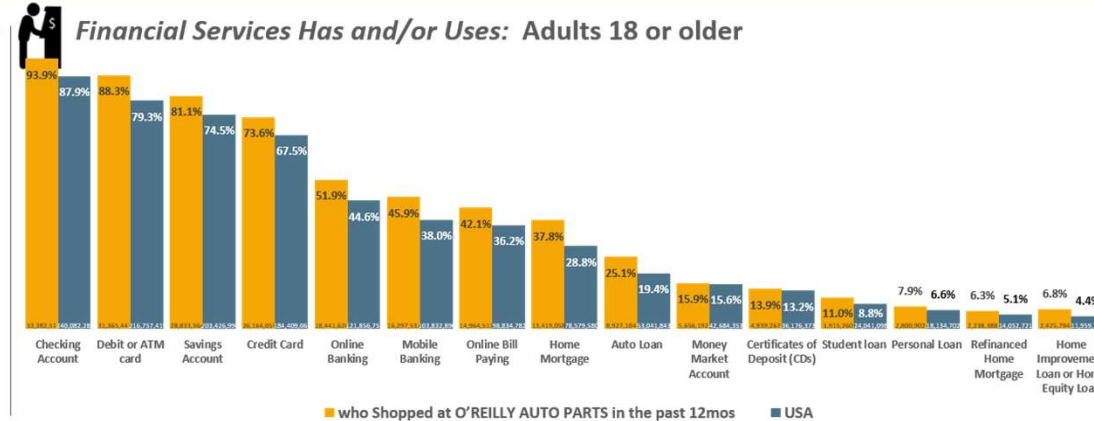
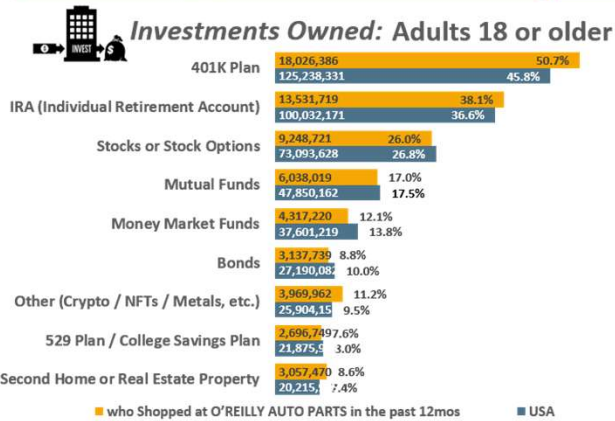


Used Past 30-days: Adults 18 or older





13.3% or 35,537,466 of USA Adults 18 or older Shopped at O'REILLY AUTO PARTS in the past 12mos.
 Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos are 10.6% more likely to have a 401K, 29.4% more likely to have an Auto Loan, 13.3% more likely to Invest/Trade Stocks Online, 28.4% more likely to pay with their Debit Card.

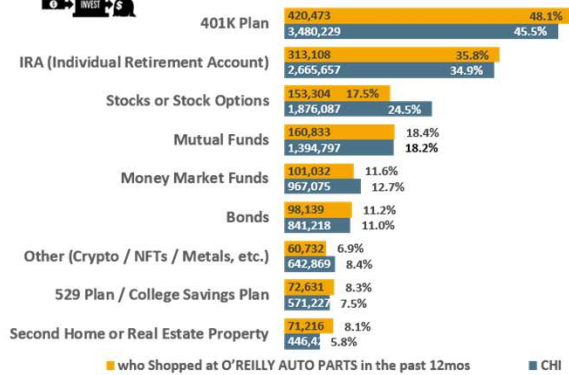




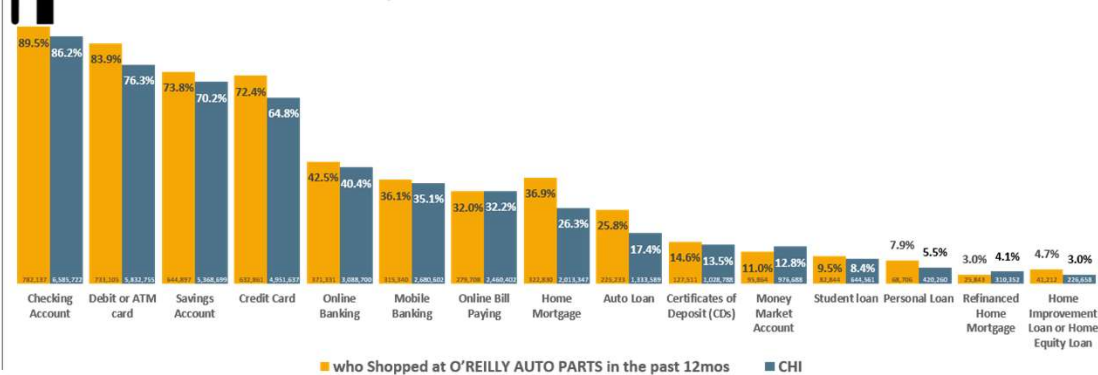
11.4% or 873,951 of CHI DMA Adults 18 or older Shopped at O'REILLY AUTO PARTS in the past 12mos.
 Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos are 5.7% more likely to have a 401K, 47.7% more likely to have an Auto Loan, 4.2% more likely to Invest/Trade Stocks Online, 32.6% more likely to pay with their Debit Card.



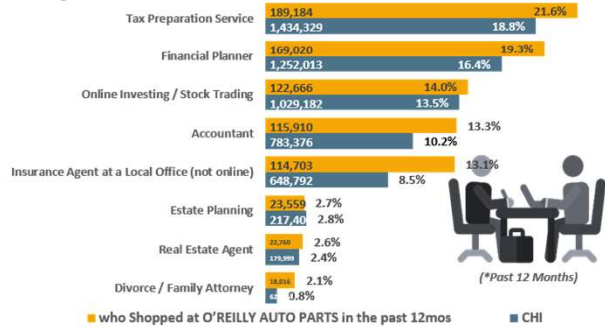
Investments Owned: Adults 18 or older



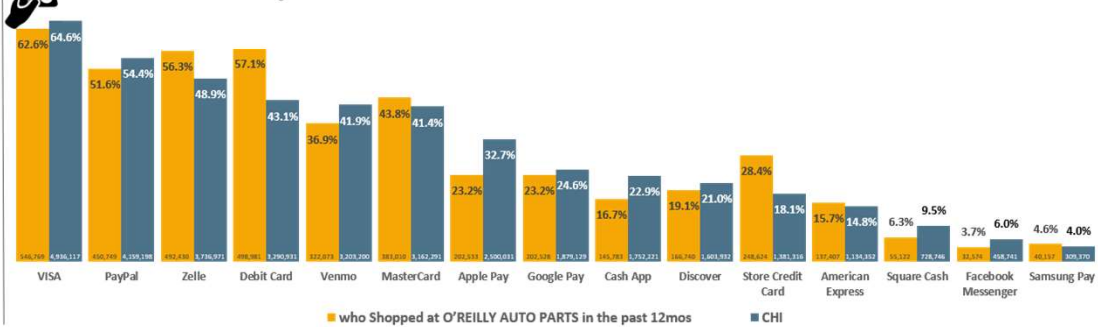
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

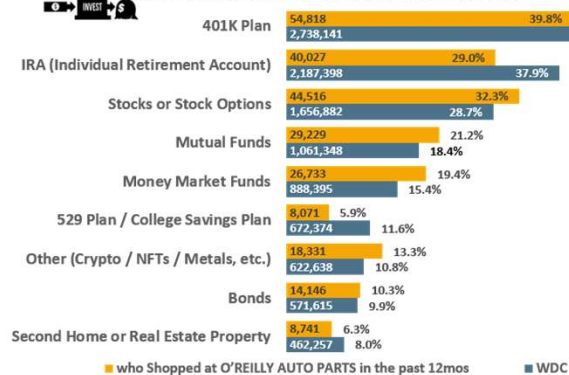




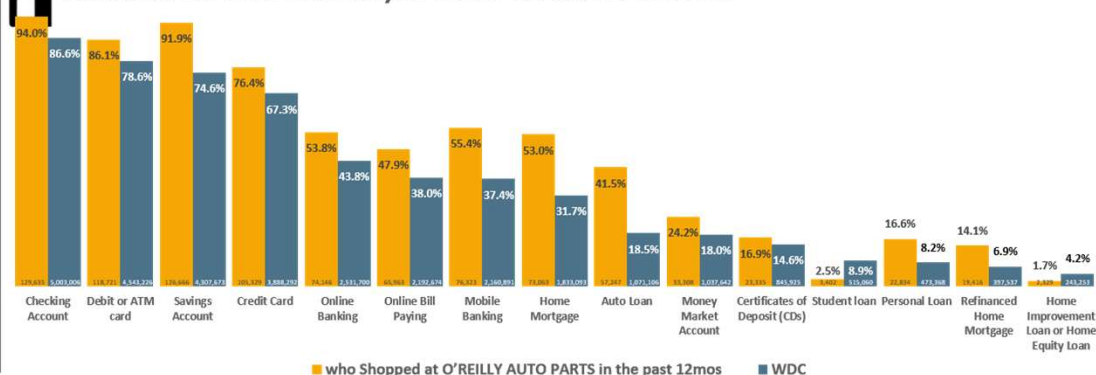
2.4% or 137,853 of WDC DMA Adults 18 or older Shopped at O'REILLY AUTO PARTS in the past 12mos.
Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos are 16.1% less likely to have a 401K, 124.% more likely to have an Auto Loan, 13.6% less likely to Invest/Trade Stocks Online, 9.2% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



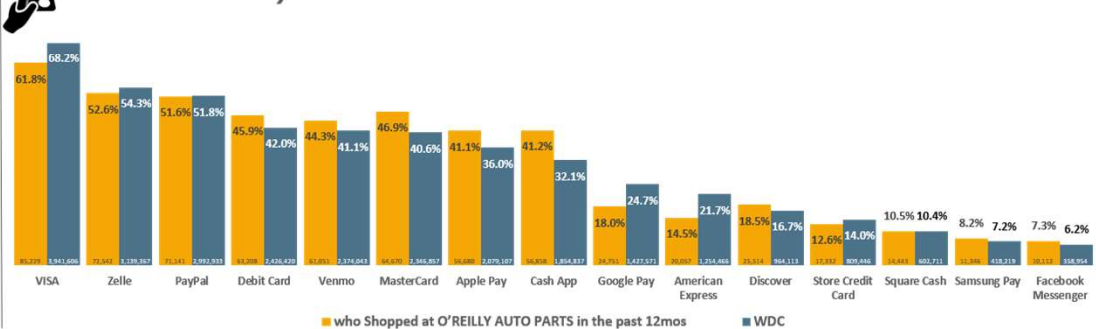
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

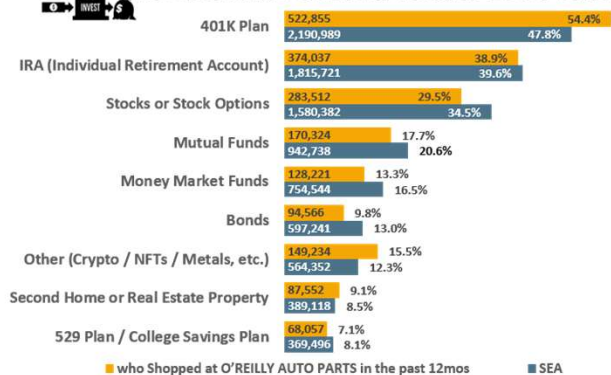




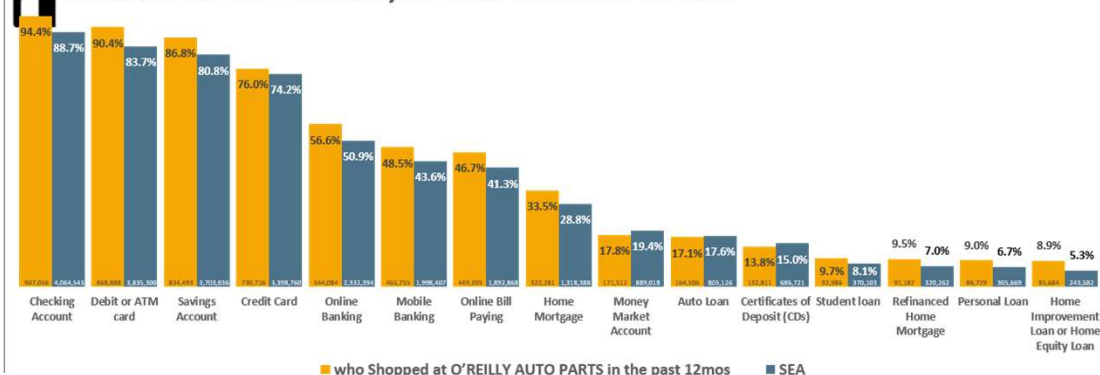
21.1% or 960,920 of SEA DMA Adults 18 or older Shopped at O'REILLY AUTO PARTS in the past 12mos.
Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos are 13.8% more likely to have a 401K, 2.6% less likely to have an Auto Loan, 4.8% less likely to Invest/Trade Stocks Online, 22.1% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



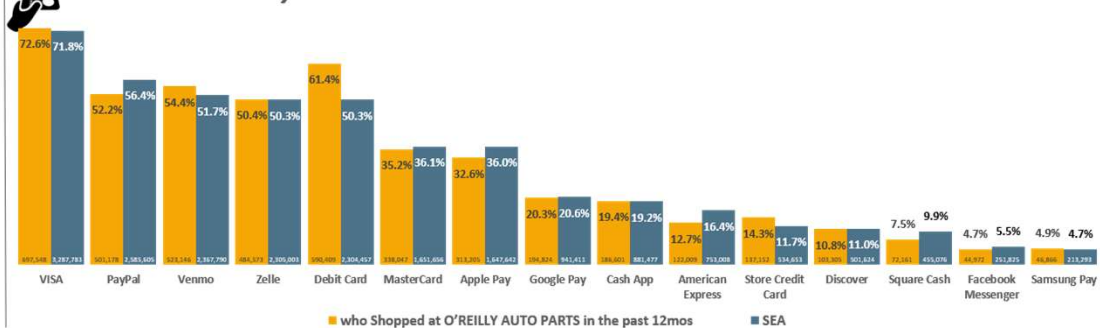
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

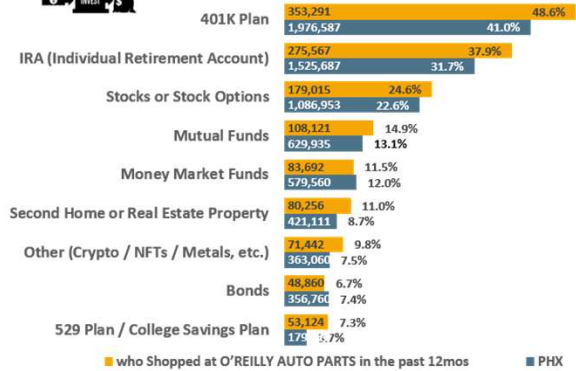




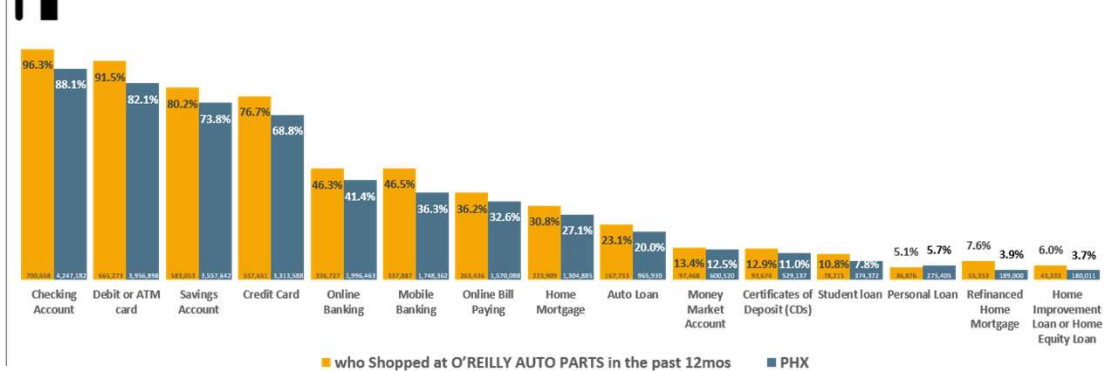
15.1% or 727,258 of PHX DMA Adults 18 or older Shopped at O'REILLY AUTO PARTS in the past 12mos. Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos are 18.4% more likely to have a 401K, 15.1% more likely to have an Auto Loan, 42.3% more likely to Invest/Trade Stocks Online, 31.2% more likely to pay with their Debit Card.



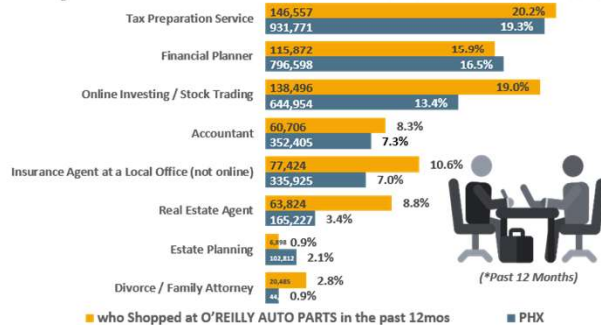
Investments Owned: Adults 18 or older



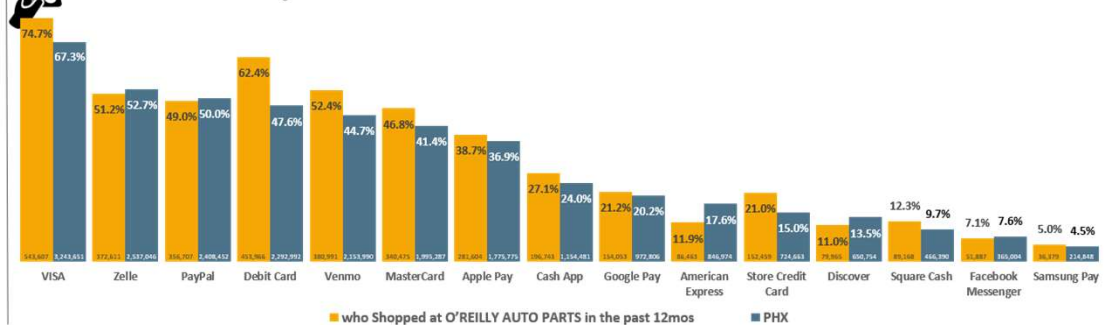
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



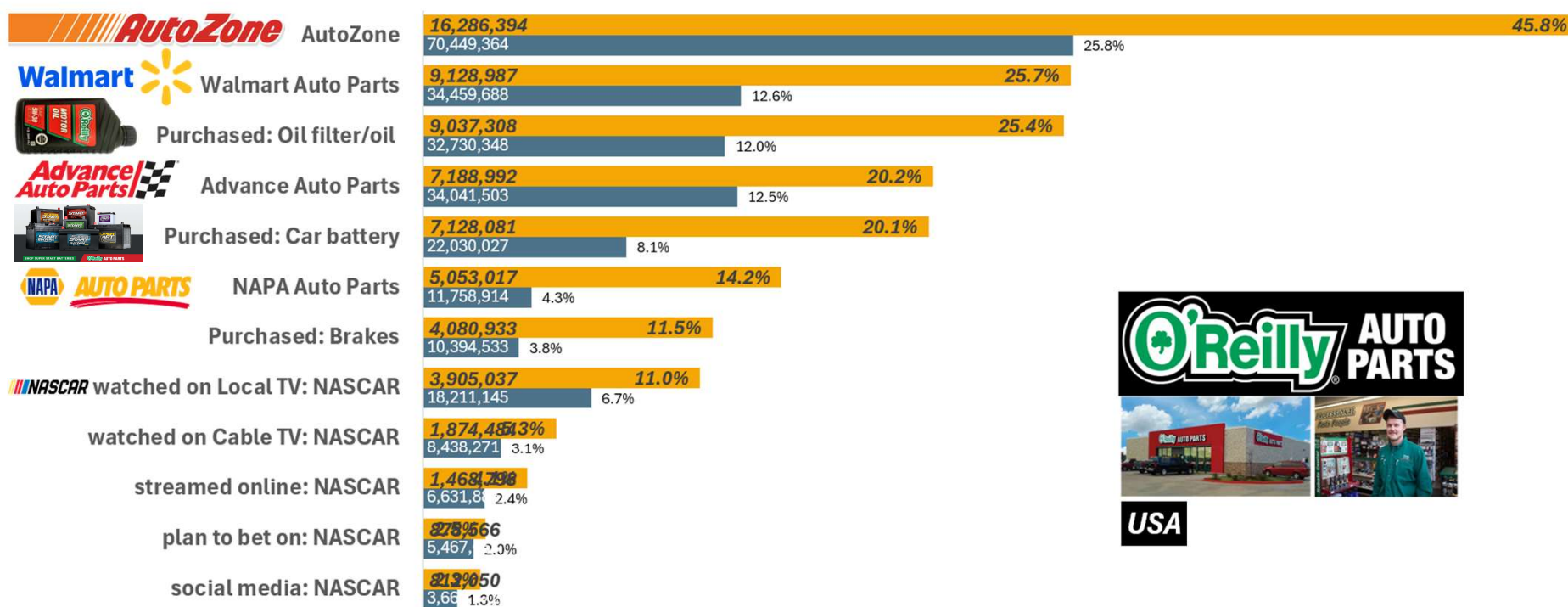
Past 3-Months Payment Methods Used: Adults 18 or older





"Purchases, Store Duplication, NASCAR"

P18+ who Shopped at O'REILLY AUTO PARTS in the past 12 months (Purchases Made, Stores Shopped, NASCAR Interest past 12 months)



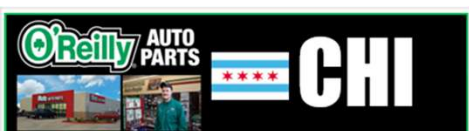
P18+ who Shopped at O'REILLY AUTO PARTS in the past 12 months (Purchases Made, Stores Shopped, NASCAR Interest past 12 months)

P18+ USA (Purchases Made, Stores Shopped, NASCAR Interest past 12 months)

USA DMA Scarborough R1 2026: Jan25-Mar26 Qual Intab: 2785
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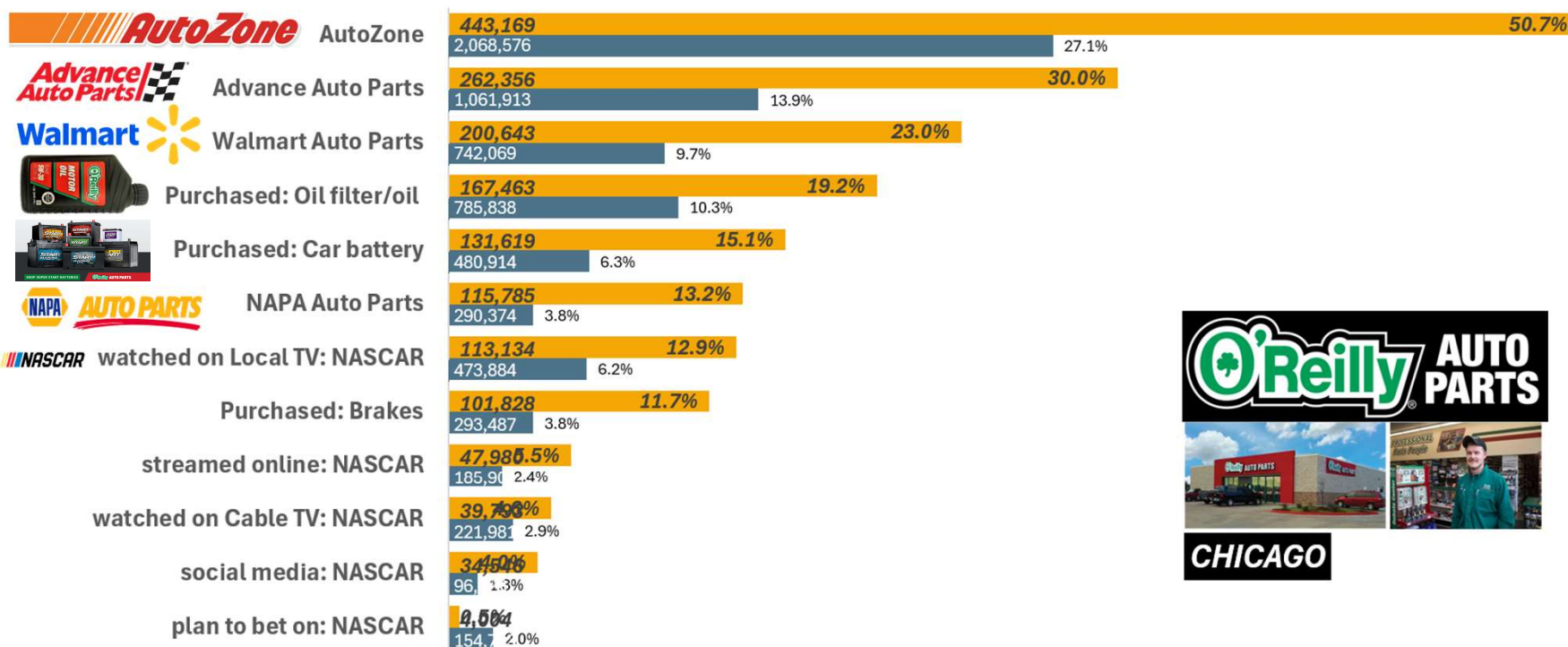
soefa.ai Share of Everything for Anything

Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): O'Reilly Auto Parts



"Purchases, Store Duplication, NASCAR"

P18+ who Shopped at O'REILLY AUTO PARTS in the past 12 months (Purchases Made, Stores Shopped, NASCAR Interest past 12 months)



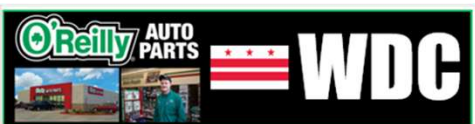
P18+ who Shopped at O'REILLY AUTO PARTS in the past 12 months (Purchases Made, Stores Shopped, NASCAR Interest past 12 months)

P18+ CHICAGO (Purchases Made, Stores Shopped, NASCAR Interest past 12 months)

CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 374
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): O'Reilly Auto Parts



"Purchases, Store Duplication, NASCAR"

P18+ who Shopped at O'REILLY AUTO PARTS in the past 12 months (Purchases Made, Stores Shopped, NASCAR Interest past 12 months)

Advance Auto Parts



AutoZone



Purchased: Oil filter/oil



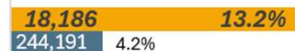
Walmart Auto Parts



Purchased: Car battery



NASCAR watched on Local TV: NASCAR



Purchased: Brakes



streamed online: NASCAR



NAPA Auto Parts



watched on Cable TV: NASCAR



plan to bet on: NASCAR



social media: NASCAR



■ P18+ who Shopped at O'REILLY AUTO PARTS in the past 12 months (Purchases Made, Stores Shopped, NASCAR Interest past 12 months)

■ P18+ WASHINGTON, DC (Purchases Made, Stores Shopped, NASCAR Interest past 12 months)

WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab: 125

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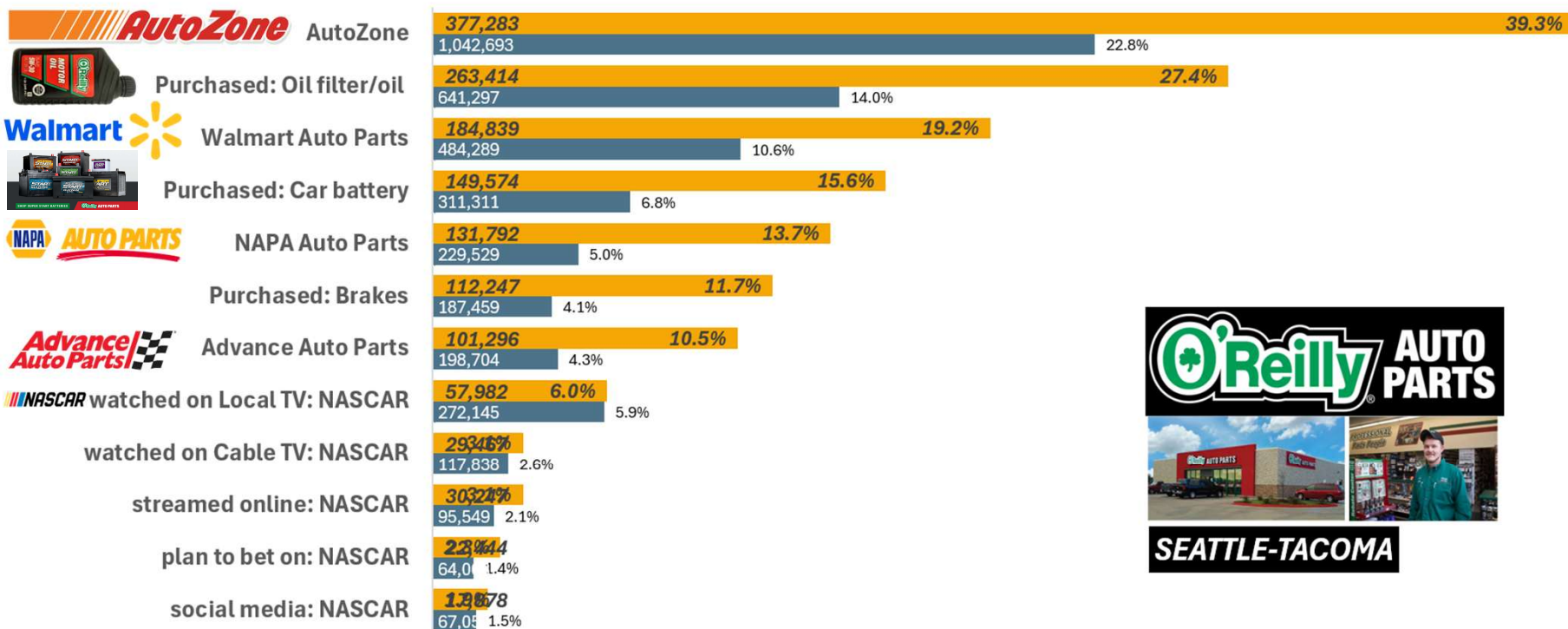
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): O'Reilly Auto Parts



"Purchases, Store Duplication, NASCAR"

P18+ who Shopped at O'REILLY AUTO PARTS in the past 12 months (Purchases Made, Stores Shopped, NASCAR Interest past 12 months)



■ P18+ who Shopped at O'REILLY AUTO PARTS in the past 12 months (Purchases Made, Stores Shopped, NASCAR Interest past 12 months)

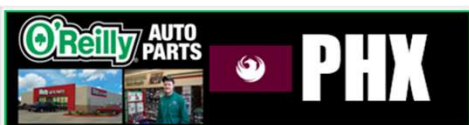
■ P18+ SEATTLE-TACOMA (Purchases Made, Stores Shopped, NASCAR Interest past 12 months)

SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab: 799

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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): O'Reilly Auto Parts



"Purchases, Store Duplication, NASCAR"

P18+ who Shopped at O'REILLY AUTO PARTS in the past 12 months (Purchases Made, Stores Shopped, NASCAR Interest past 12 months)

AutoZone AutoZone

429,771 59.1%

1,689,699 35.1%

Walmart Walmart Auto Parts

195,347 26.9%

723,492 15.0%

Purchased: Car battery

181,345 24.9%

629,956 13.1%

Purchased: Oil filter/oil

161,206 22.2%

603,440 12.5%

NAPA NAPA Auto Parts

94,903 13.0%

174,626 3.6%

NASCAR watched on Local TV: NASCAR

76,320 10.5%

405,101 8.4%

Purchased: Brakes

51,042 7.0%

153,266 3.2%

streamed online: NASCAR

45,146 6.2%

160,060 3.3%

watched on Cable TV: NASCAR

42,253 5.8%

194,948 4.0%

Advance Advance Auto Parts

38,645 5.1%

152,666 3.2%

plan to bet on: NASCAR

33,824 4.5%

101,111 2.1%

social media: NASCAR

5,874 0.8%

70,111 1.5%

■ P18+ who Shopped at O'REILLY AUTO PARTS in the past 12 months (Purchases Made, Stores Shopped, NASCAR Interest past 12 months)

■ P18+ PHOENIX (Purchases Made, Stores Shopped, NASCAR Interest past 12 months)



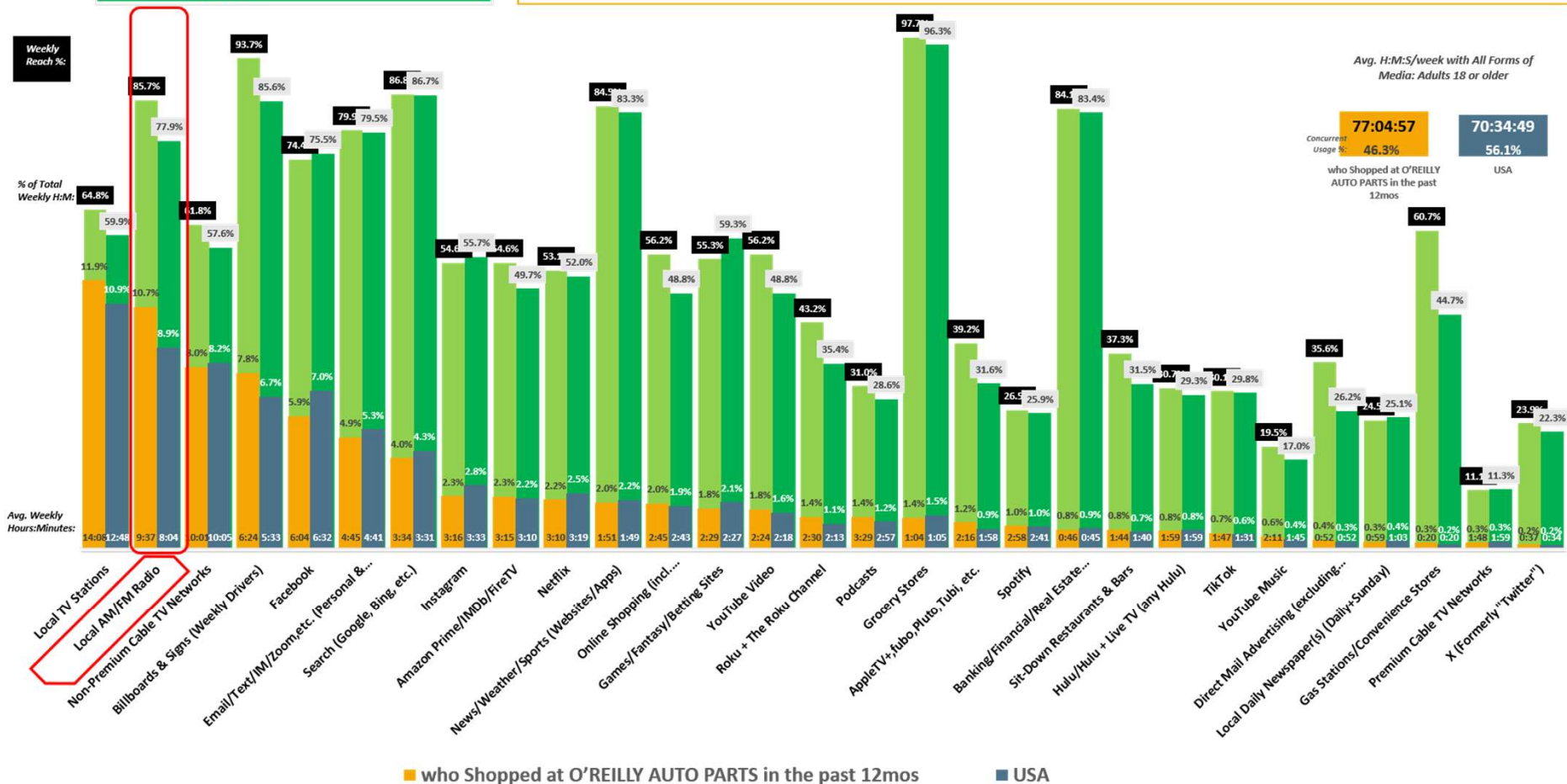
PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 376
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): O'Reilly Auto Parts



Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos spend an average of 3 days, 5 hours, 4 minutes and 57 seconds each week with All Forms of Media.
 85.7% of Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos spend an avg. of 9 hours and 37 minutes each week listening to All Local AM/FM Radio, representing 10.7% of total time spent with all forms of Media.



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 2,785 USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338
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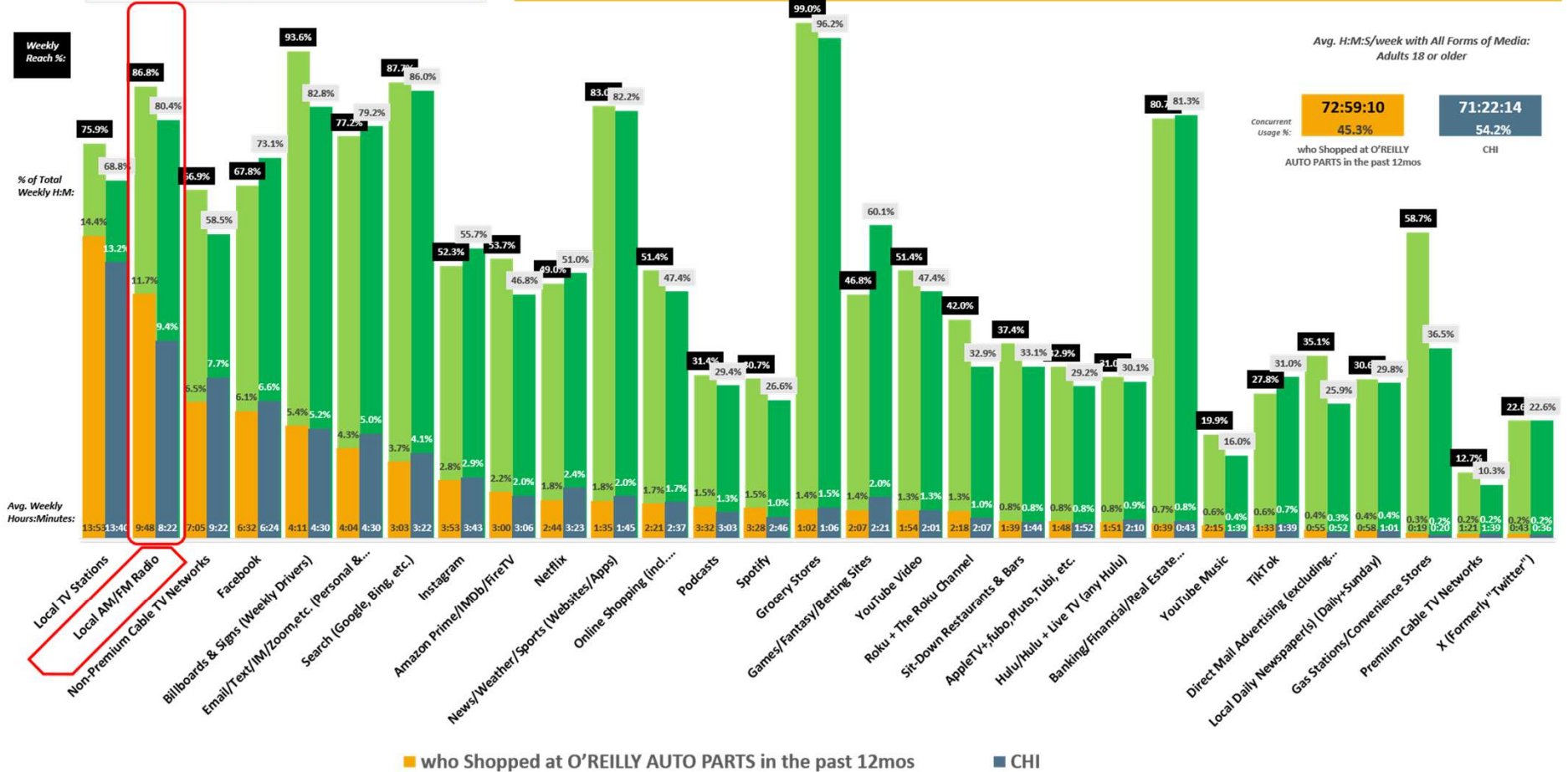
Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): O'Reilly Auto Parts



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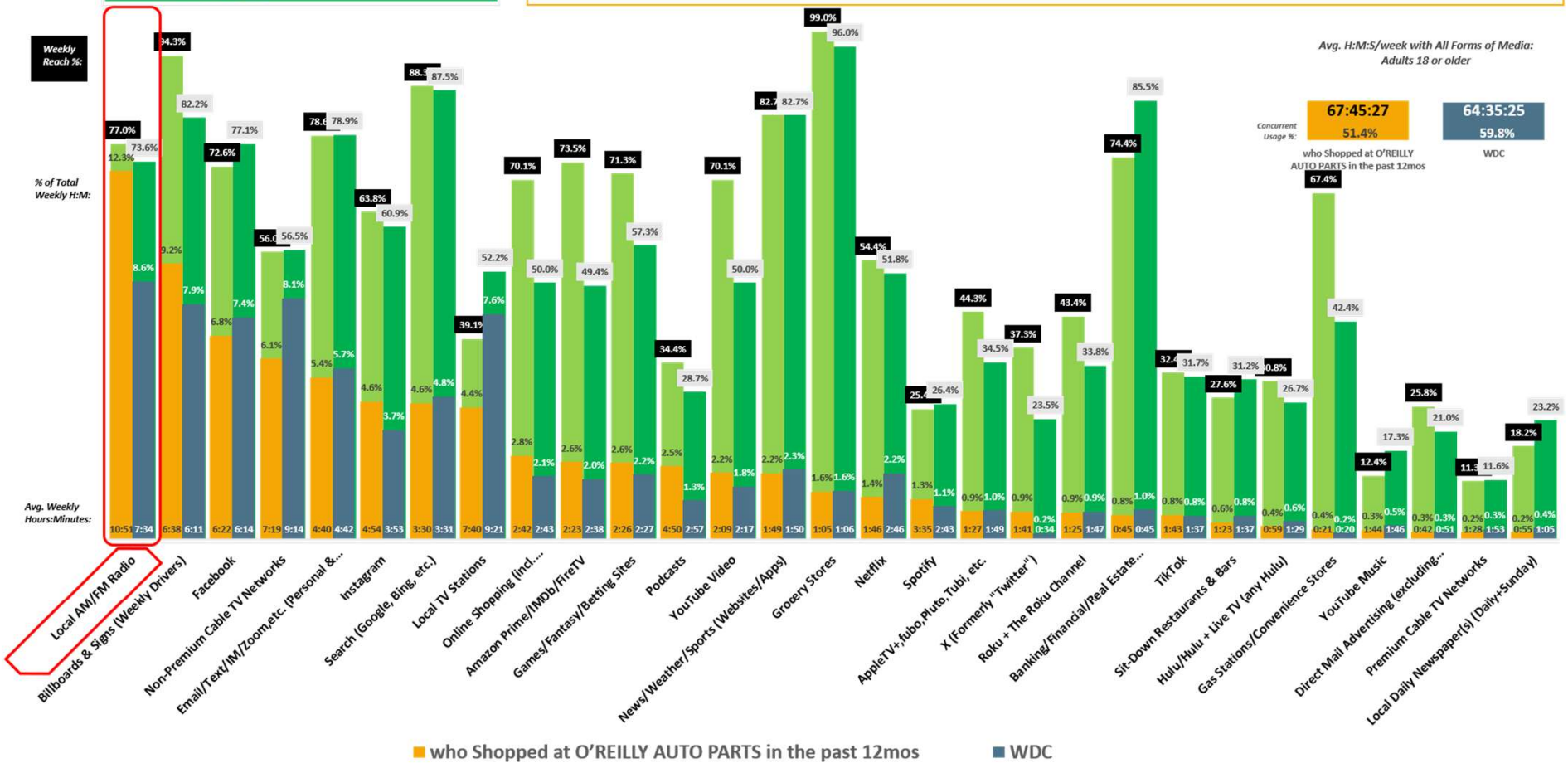


Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos spend an average of 3 days, 0 hours, 59 minutes and 10 seconds each week with All Forms of Media.
 86.8% of Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos spend an avg. of 9 hours and 48 minutes each week listening to All Local AM/FM Radio, representing 11.7% of total time spent with all forms of Media.



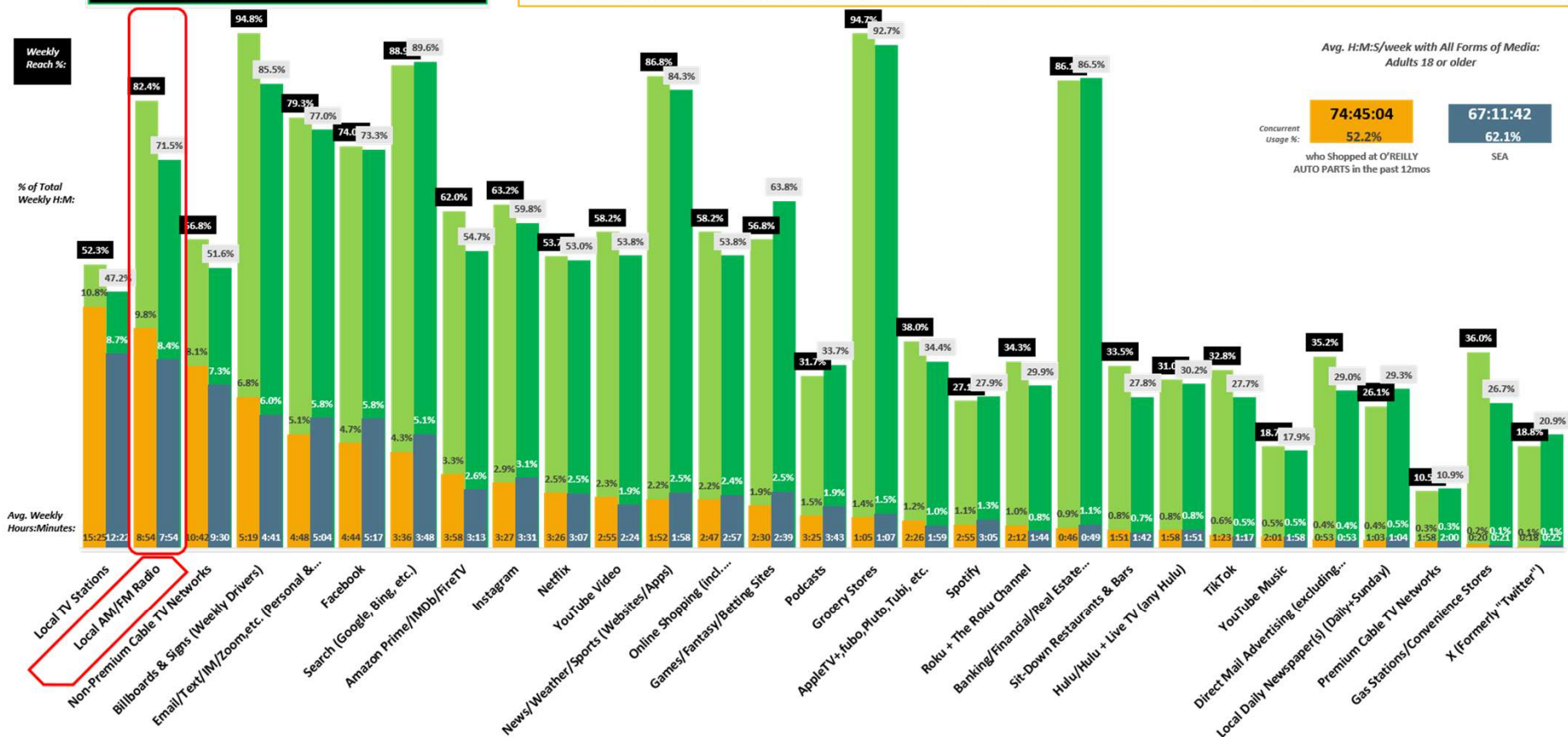


Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos spend an average of 2 days, 19 hours, 45 minutes and 27 seconds each week with All Forms of Media.
 77.% of Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos spend an avg. of 10 hours and 51 minutes each week listening to All Local AM/FM Radio, representing 12.3% of total time spent with all forms of Media.





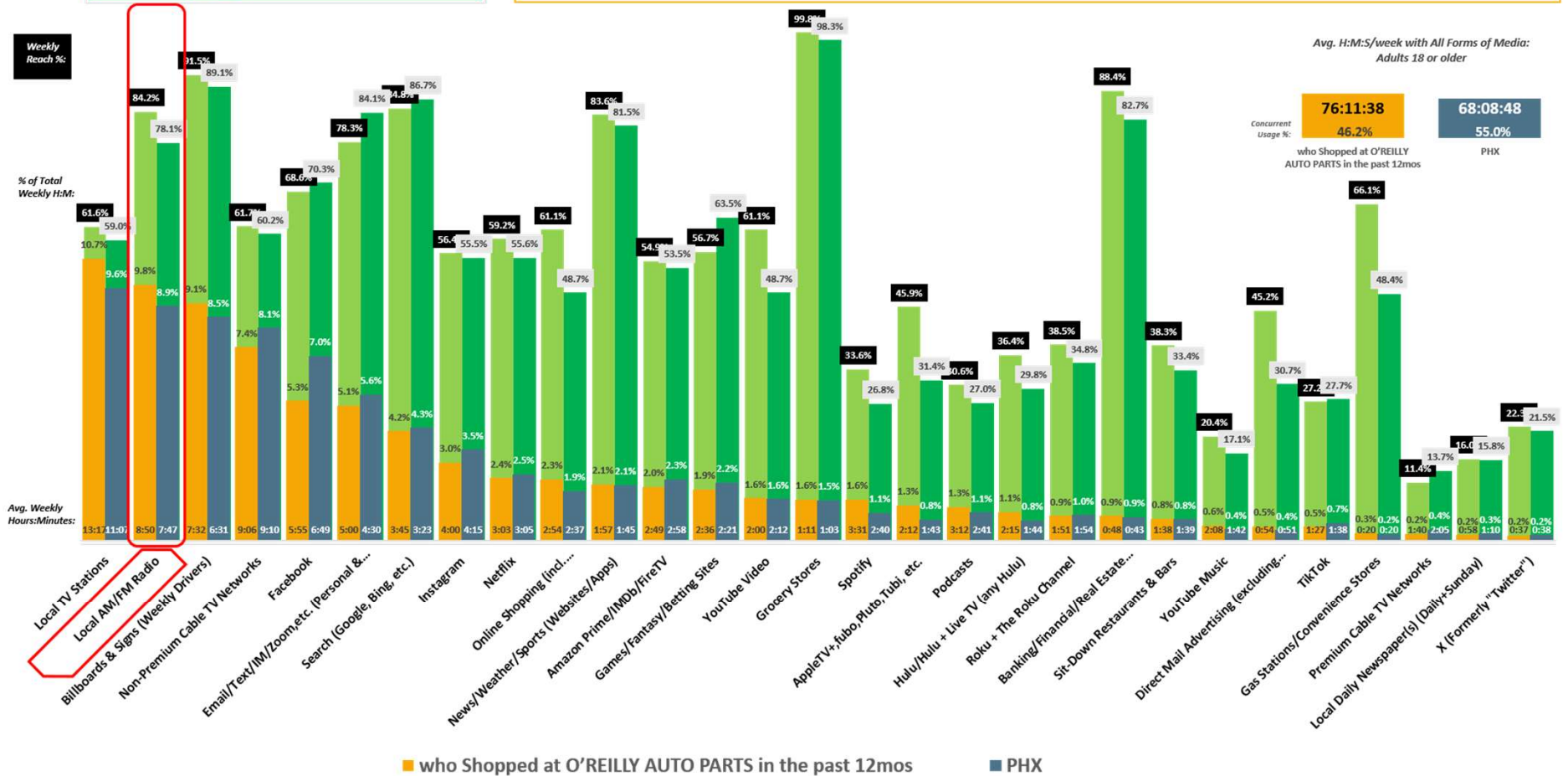
Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos spend an average of 3 days, 2 hours, 45 minutes and 4 seconds each week with All Forms of Media.
 82.4% of Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos spend an avg. of 8 hours and 54 minutes each week listening to All Local AM/FM Radio, representing 9.8% of total time spent with all forms of Media.



who Shopped at O'REILLY AUTO PARTS in the past 12mos SEA

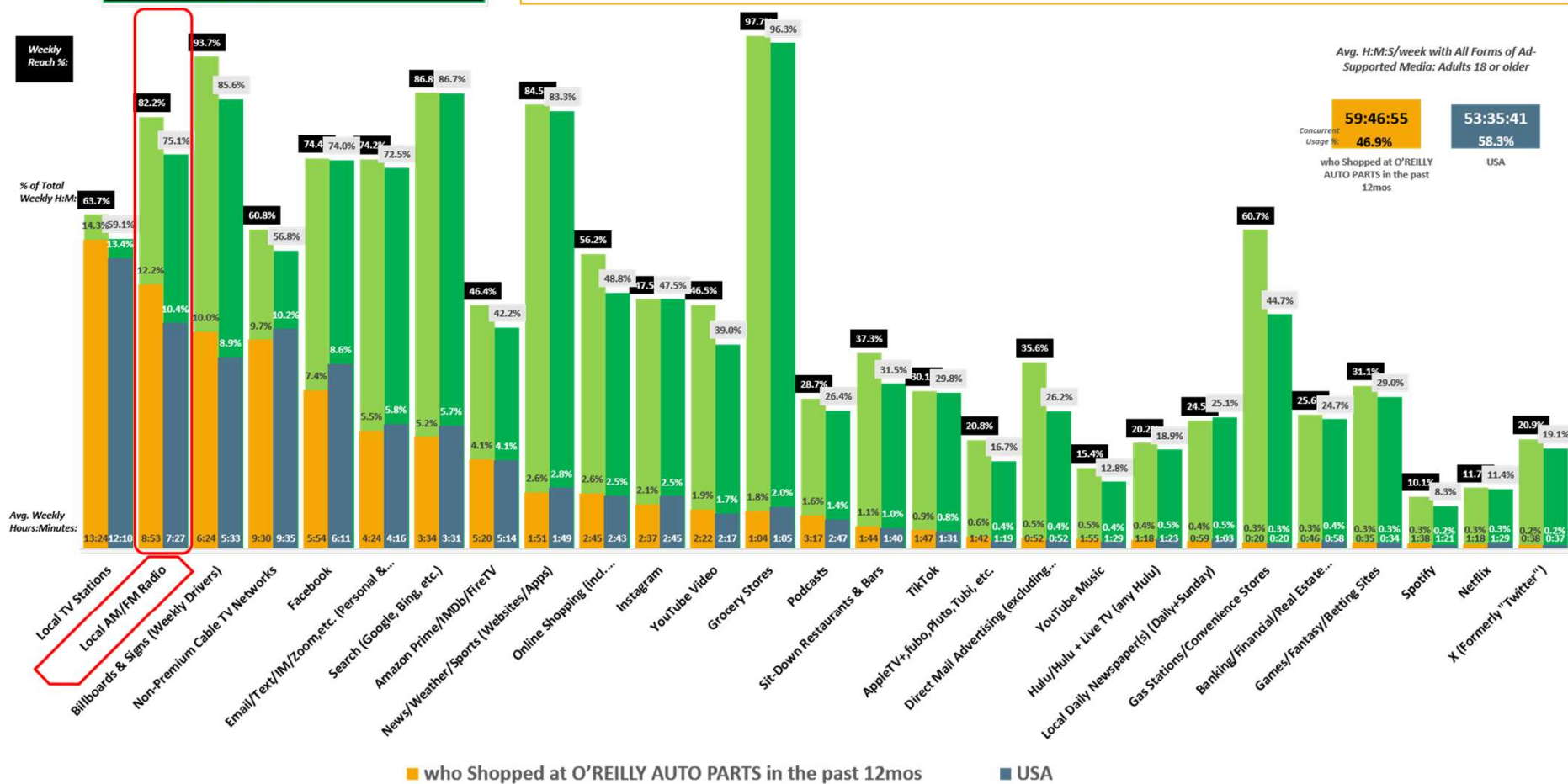


Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos spend an average of 3 days, 4 hours, 11 minutes and 38 seconds each week with All Forms of Media.
 84.2% of Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos spend an avg. of 8 hours and 50 minutes each week listening to All Local AM/FM Radio, representing 9.8% of total time spent with all forms of Media.





Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos spend an average of 2 days, 11 hours, 46 minutes and 55 seconds each week with All Forms of Ad-Supported Media.
 82.2% of Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos spend an avg. of 8 hours and 53 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.2% of total time spent with all forms of Ad-Supported Media.



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USA Projection Scarborough R1 2026: Jan 25-Mar 26 Qual Intab 24,338

Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): O'Reilly Auto Parts

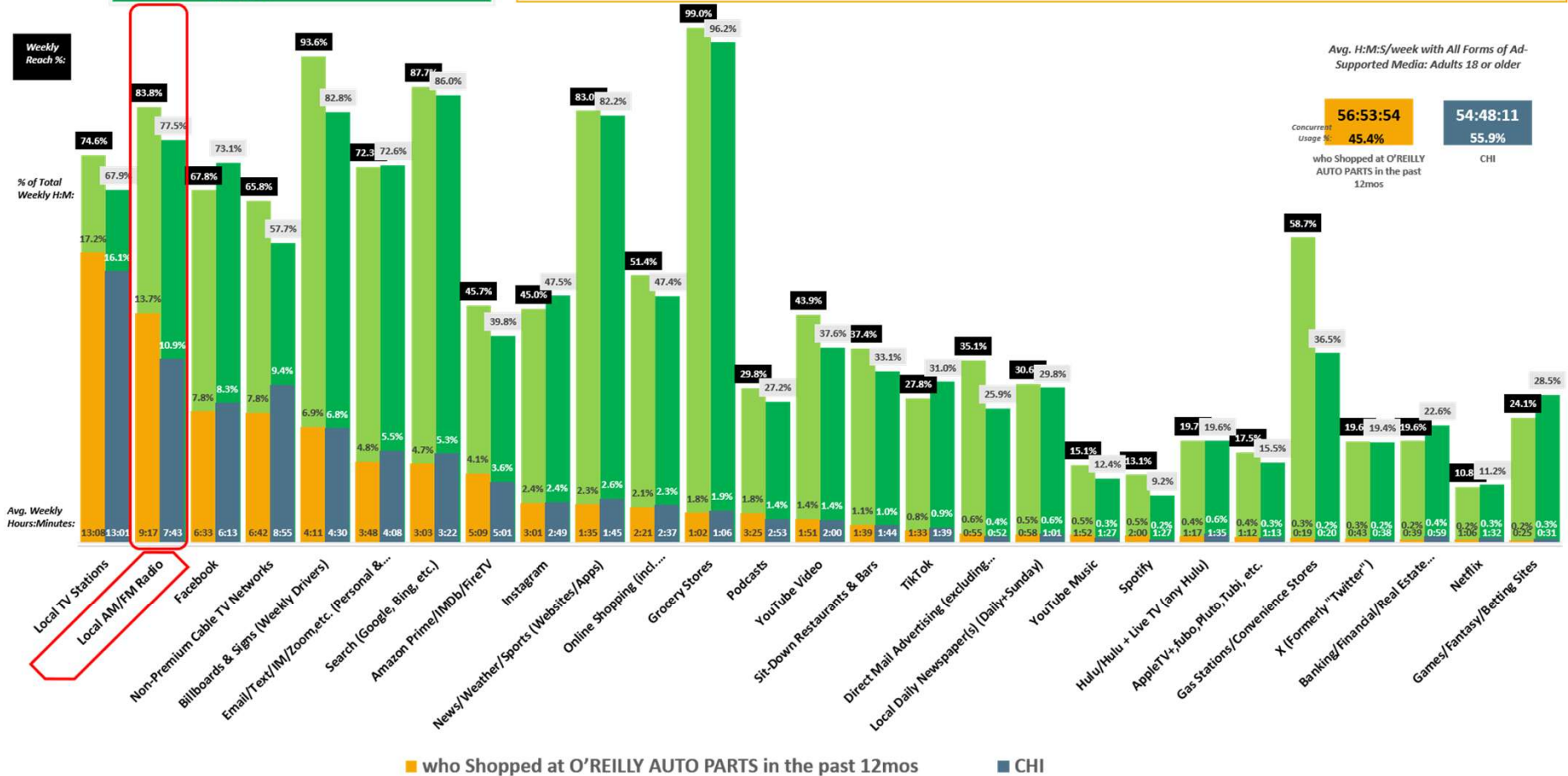


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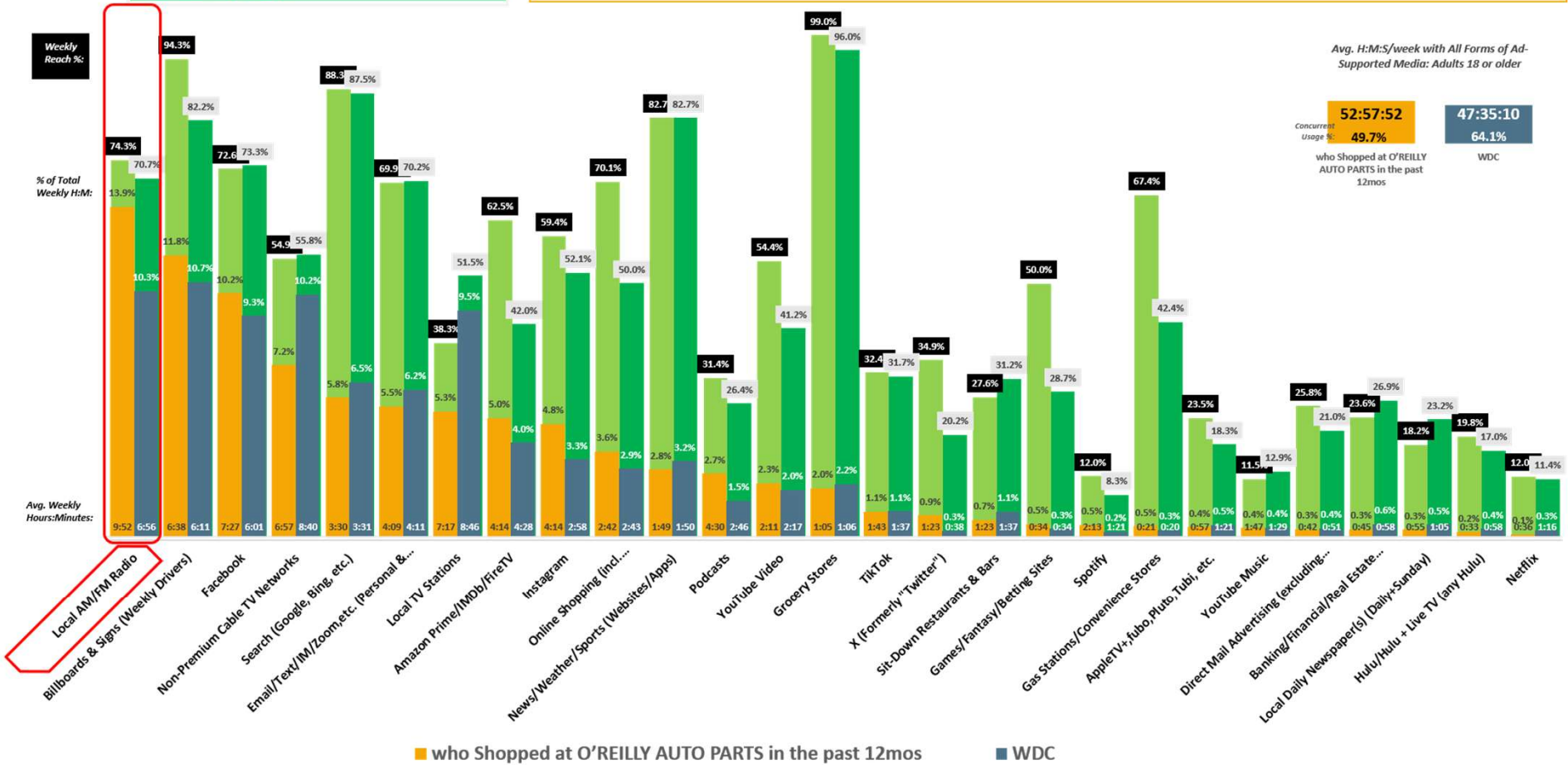
Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos spend an average of 2 days, 8 hours, 53 minutes and 54 seconds each week with All Forms of Ad-Supported Media.

83.8% of Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos spend an avg. of 9 hours and 17 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 13.7% of total time spent with all forms of Ad-Supported Media.



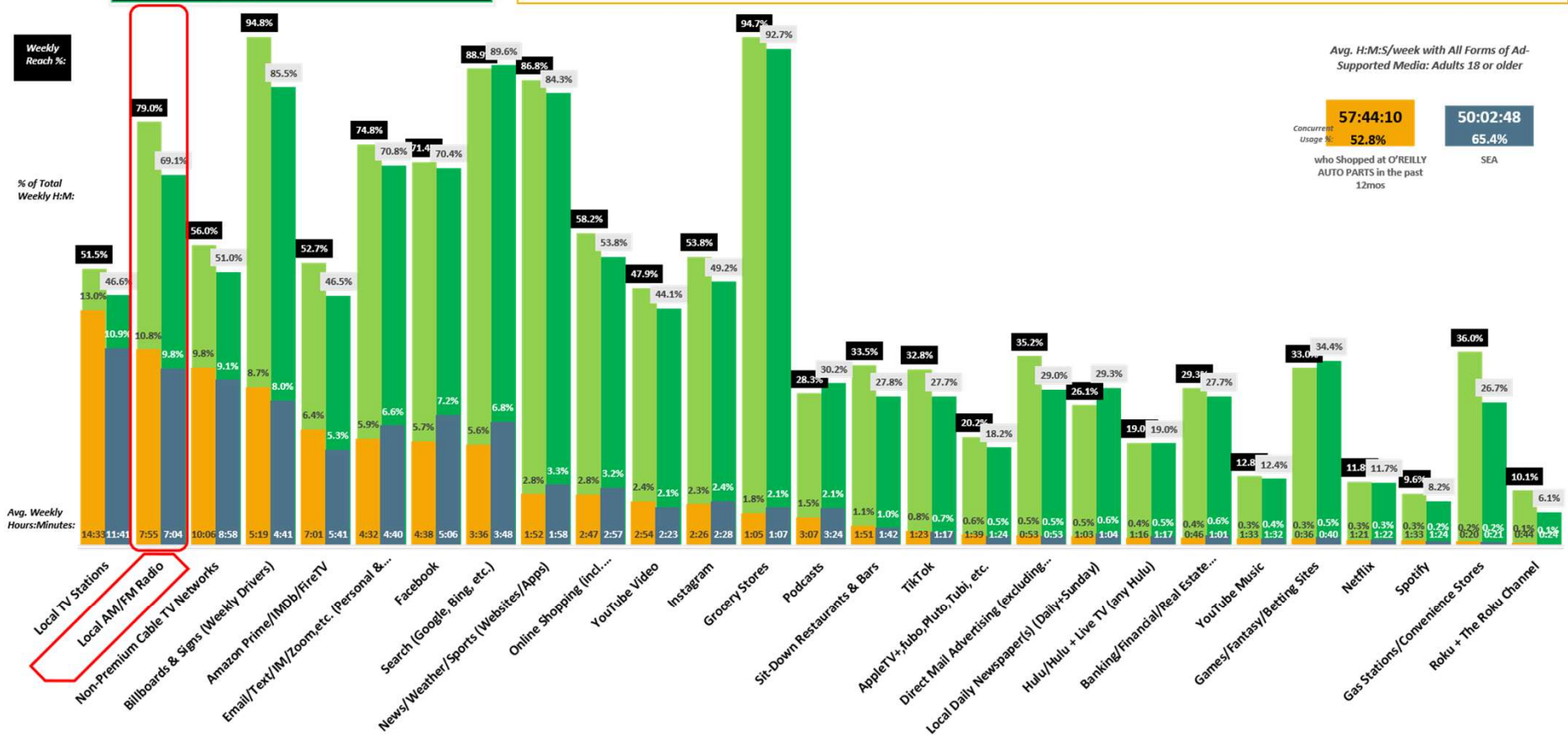


Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos spend an average of 2 days, 4 hours, 57 minutes and 52 seconds each week with All Forms of Ad-Supported Media.
 74.3% of Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos spend an avg. of 9 hours and 52 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 13.9% of total time spent with all forms of Ad-Supported Media.





Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos spend an average of 2 days, 9 hours, 44 minutes and 10 seconds each week with All Forms of Ad-Supported Media.
 79.% of Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos spend an avg. of 7 hours and 55 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.8% of total time spent with all forms of Ad-Supported Media.



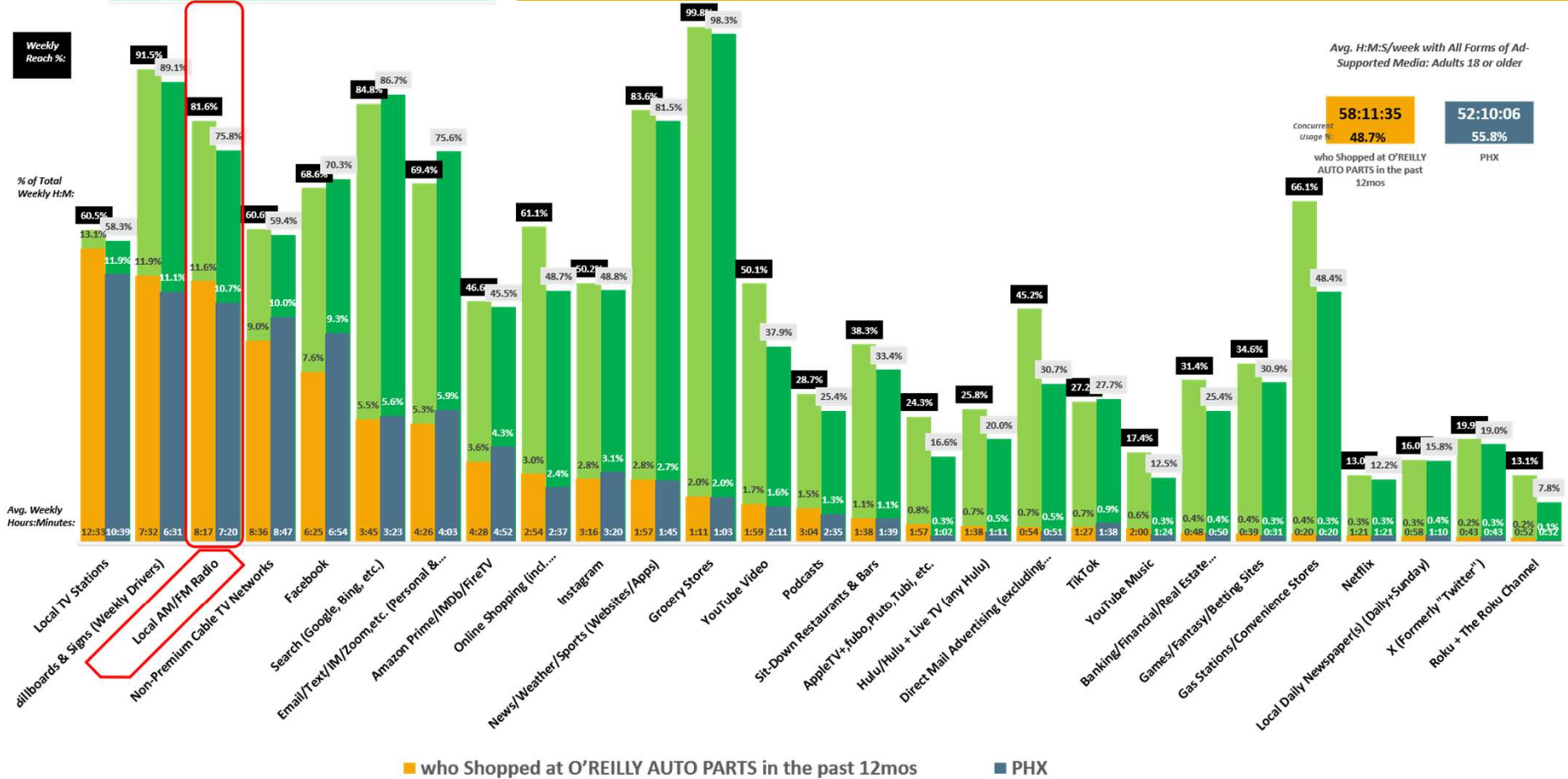
Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older

who Shopped at O'REILLY AUTO PARTS in the past 12mos	SEA
57:44:10	50:02:48
52.8%	65.4%

■ who Shopped at O'REILLY AUTO PARTS in the past 12mos ■ SEA



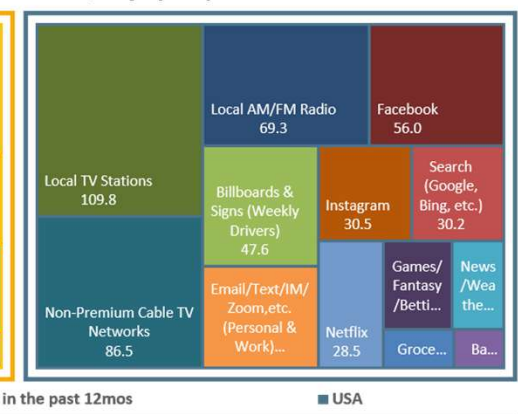
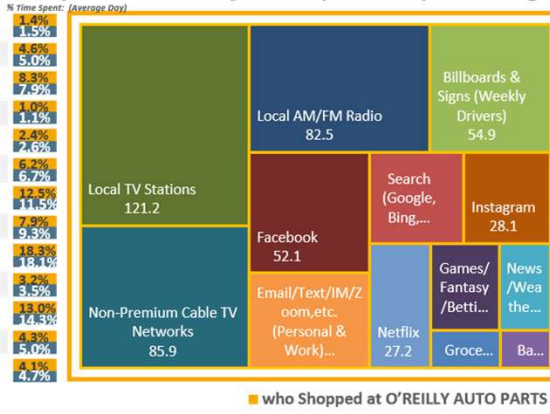
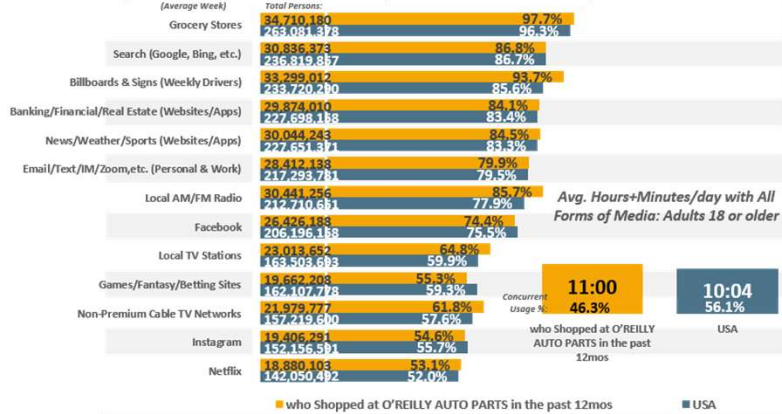
Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos spend an average of 2 days, 10 hours, 11 minutes and 35 seconds each week with All Forms of Ad-Supported Media.
 81.6% of Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos spend an avg. of 8 hours and 17 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.6% of total time spent with all forms of Ad-Supported Media.



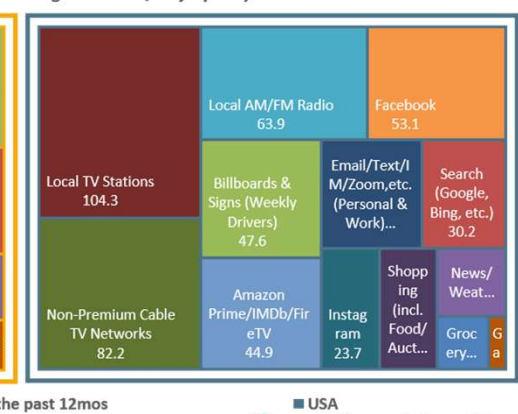
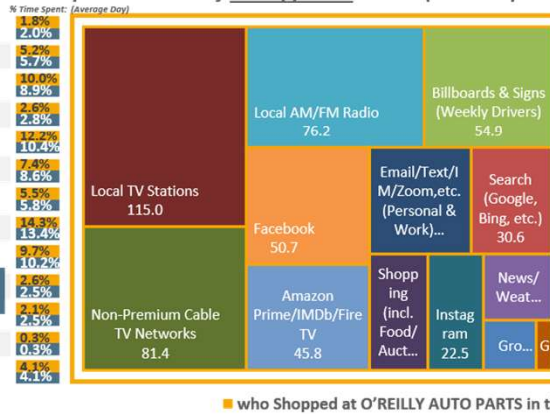
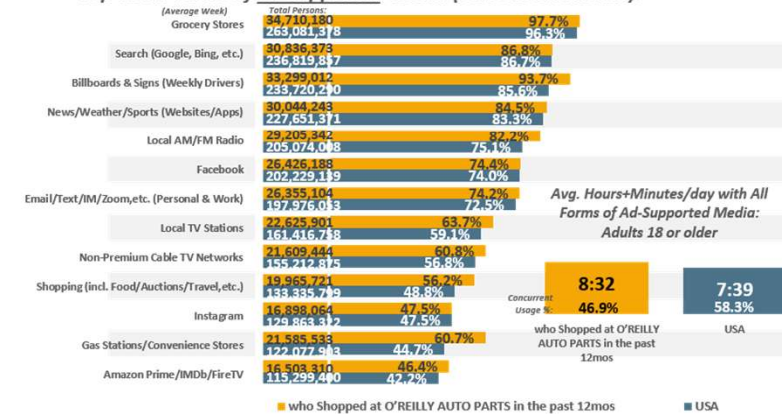


Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos spend an average of 8 hours and 32 minutes each day with All Forms of Ad-Supported Media. 82.2% listen to Local AM/FM Radio for an avg. of 76.2 minutes/day. (Local Radio delivers 12.2% of Time with Ad-Supported Media.)

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



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



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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

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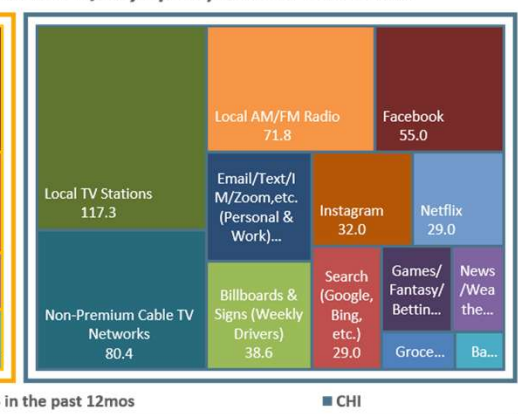
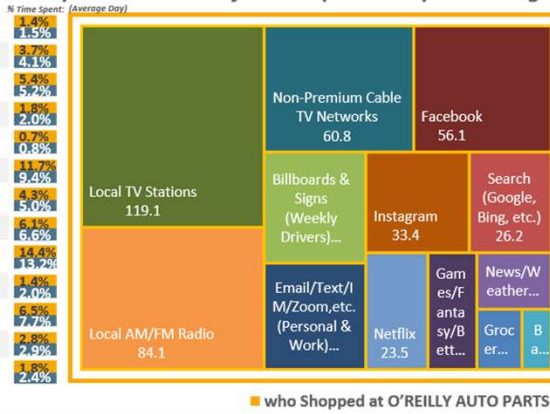
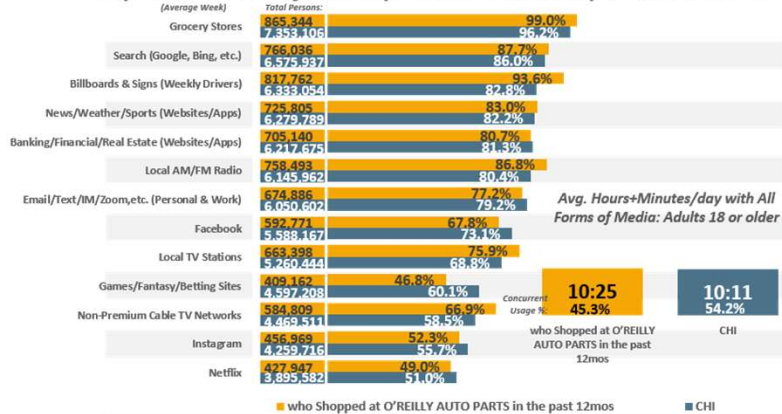
Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): O'Reilly Auto Parts



Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos spend an average of 8 hours and 7 minutes each day with All Forms of Ad-Supported Media. 83.8% listen to Local AM/FM Radio for an avg. of 79.6 minutes/day. (Local Radio delivers 13.7% of Time with Ad-Supported Media.)

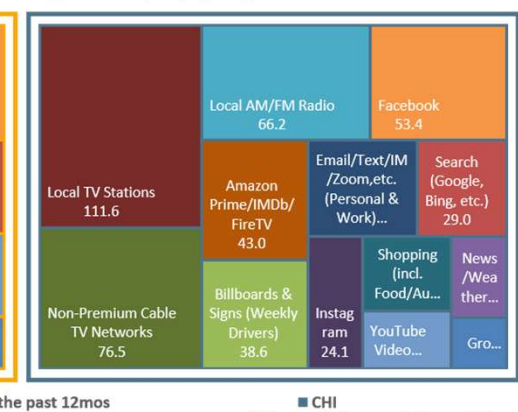
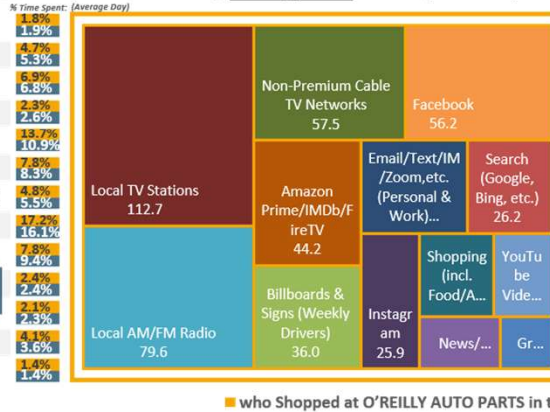
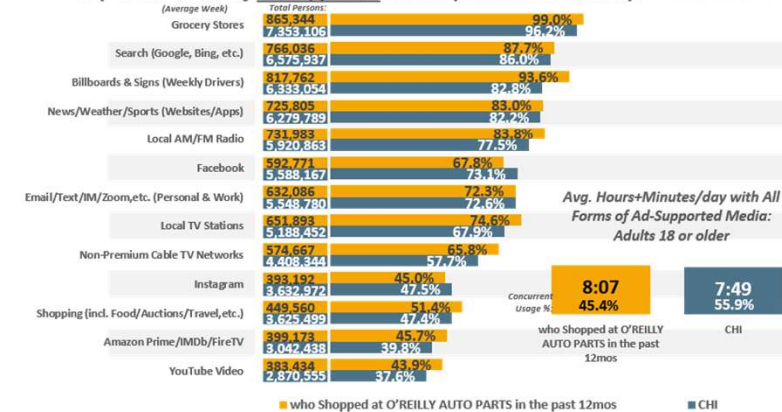
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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



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

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



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 374
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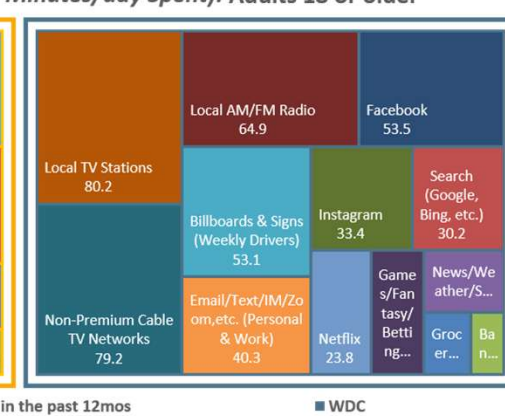
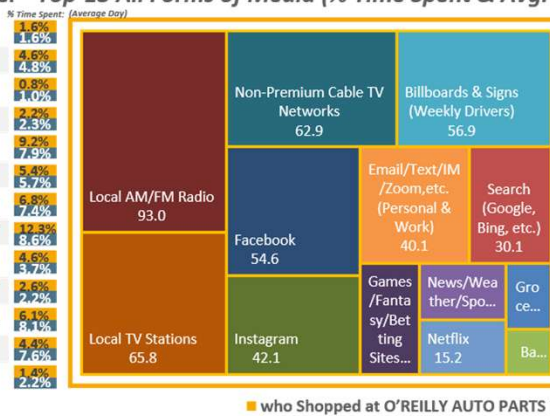
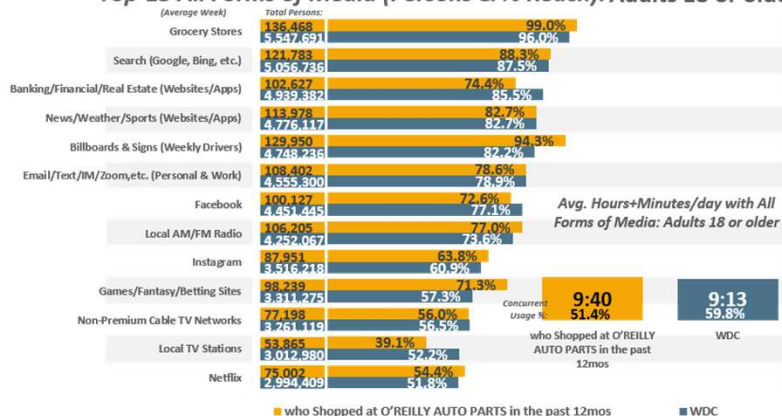
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): O'Reilly Auto Parts

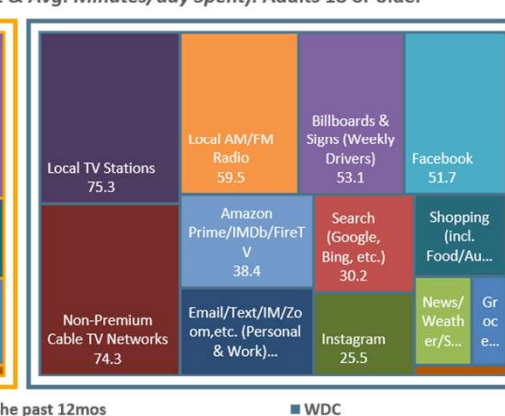
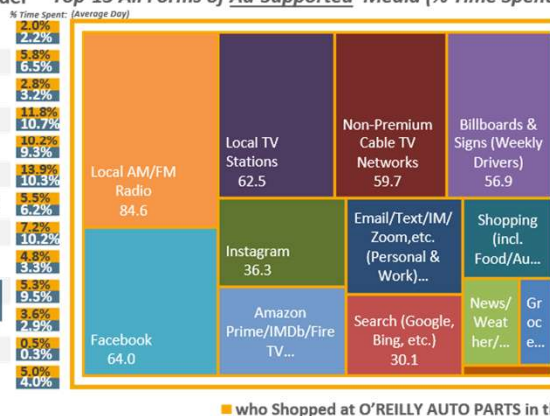
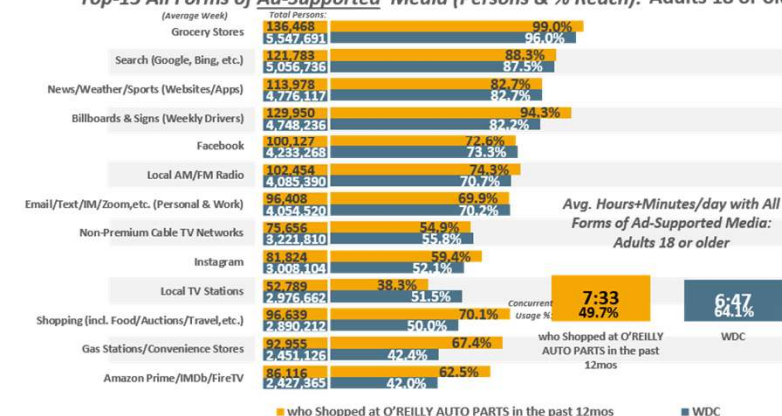


Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos spend an average of 7 hours and 33 minutes each day with All Forms of Ad-Supported Media. 74.3% listen to Local AM/FM Radio for an avg. of 84.6 minutes/day. (Local Radio delivers 13.9% of Time with Ad-Supported Media.)

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



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



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 125
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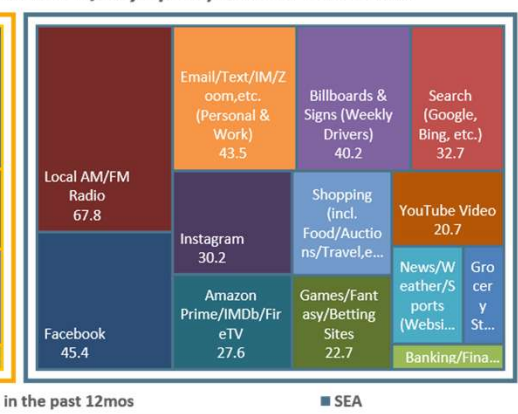
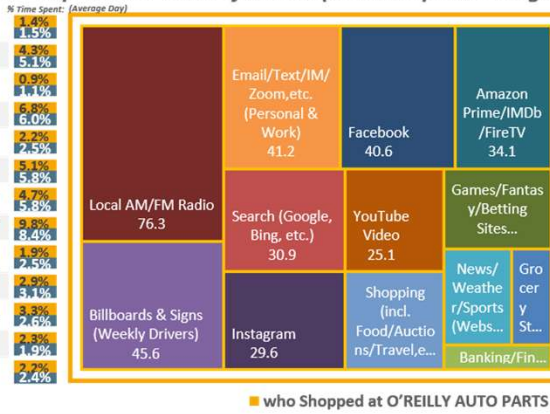
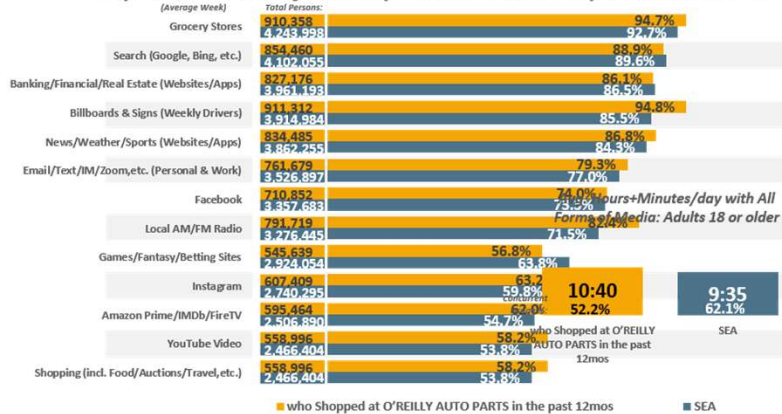
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): O'Reilly Auto Parts

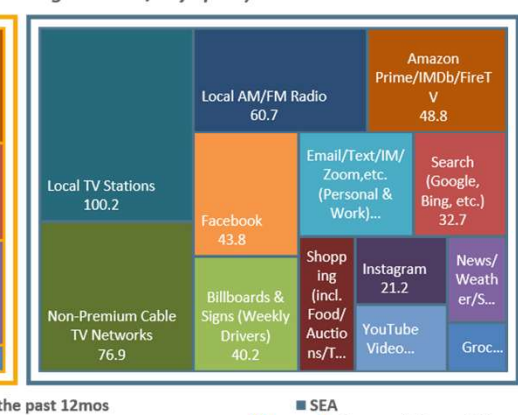
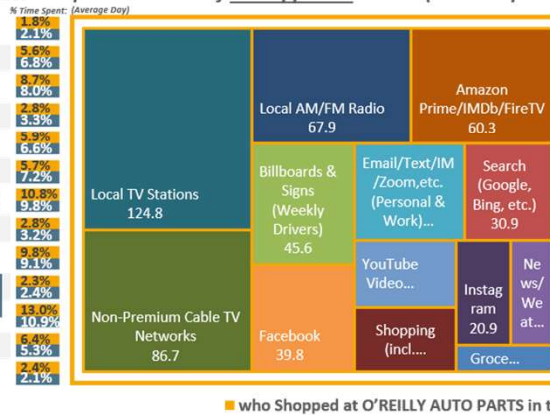
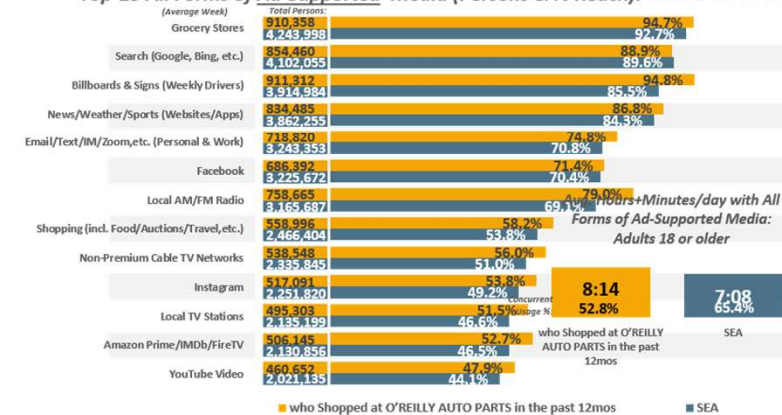


Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos spend an average of 8 hours and 14 minutes each day with All Forms of Ad-Supported Media. 79.% listen to Local AM/FM Radio for an avg. of 67.9 minutes/day. (Local Radio delivers 10.8% of Time with Ad-Supported Media.)

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**



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 799
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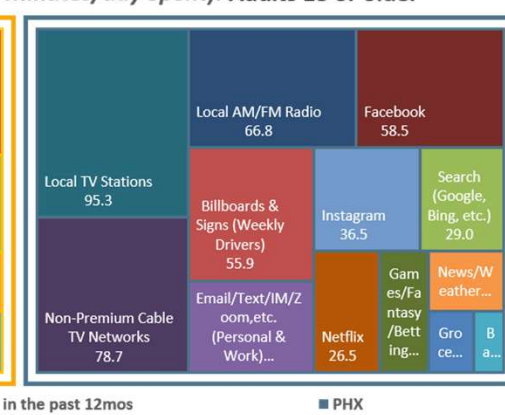
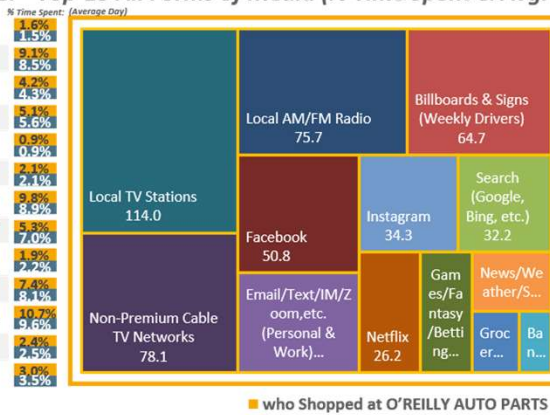
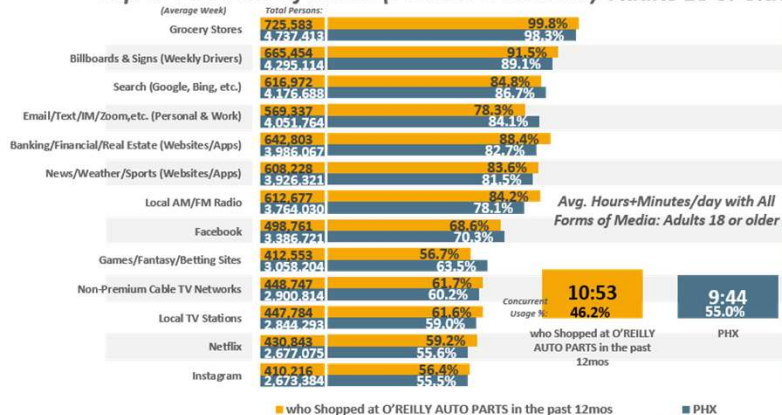
soefa.ai Share of Everything for Anything

Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): O'Reilly Auto Parts

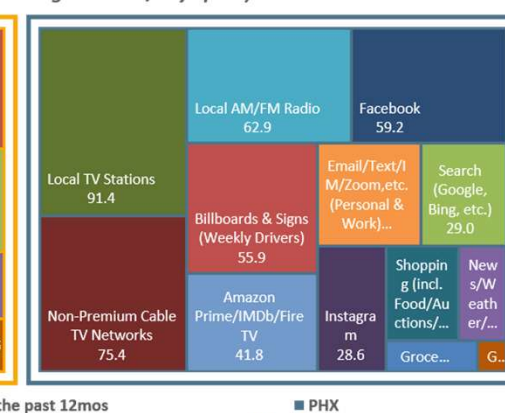
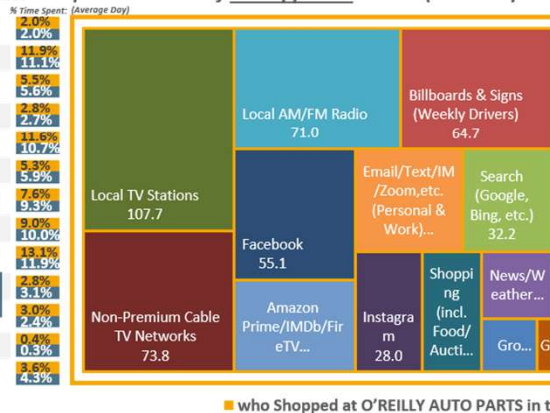
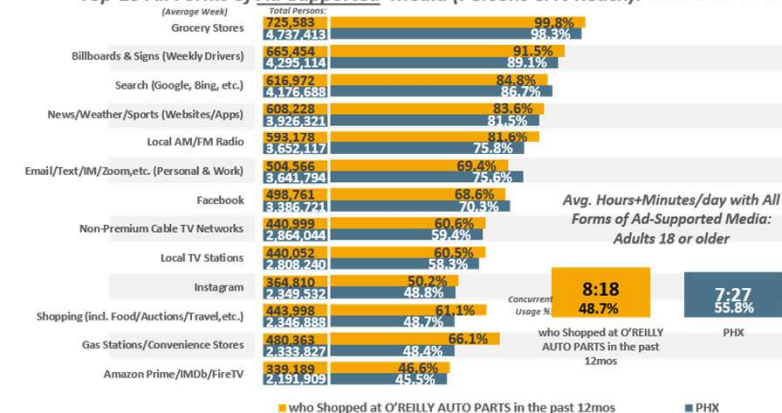


Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos spend an average of 8 hours and 18 minutes each day with All Forms of Ad-Supported Media. 81.6% listen to Local AM/FM Radio for an avg. of 71. minutes/day. (Local Radio delivers 11.6% of Time with Ad-Supported Media.)

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**



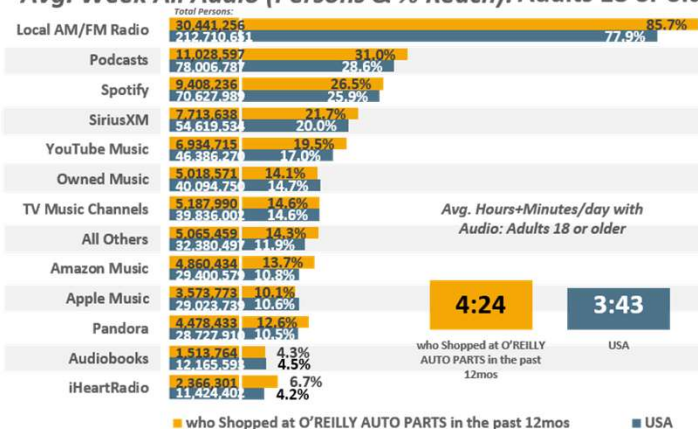
Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older **Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



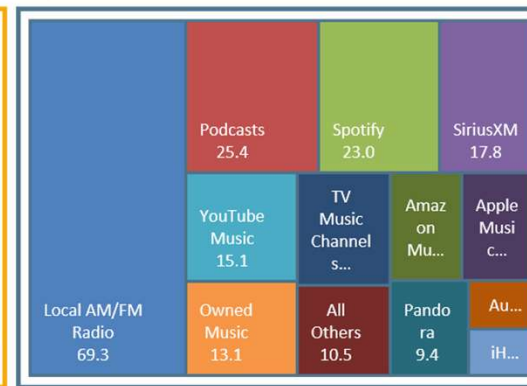
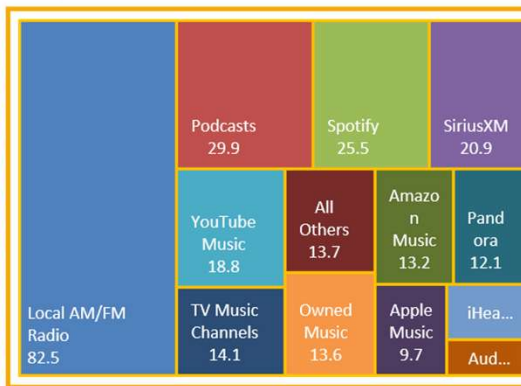


29,205,342 or 82.2% of Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 76.2 minutes every day representing 40.0% of all time spent daily with Ad-Supported Audio.

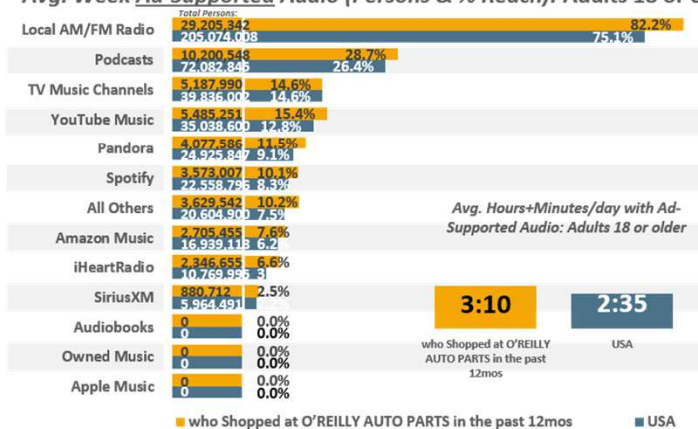
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



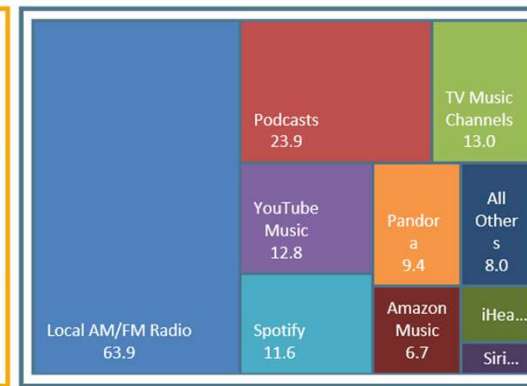
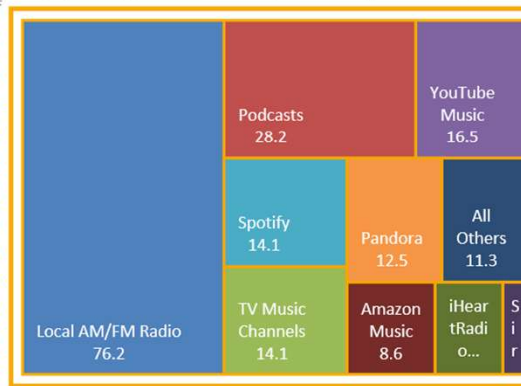
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 2,785
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Scarborough R1 2026: Jan 25-Mar26 USA Projection

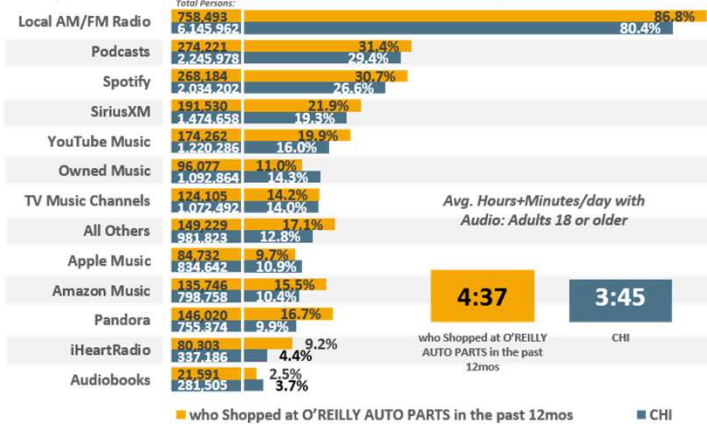
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): O'Reilly Auto Parts

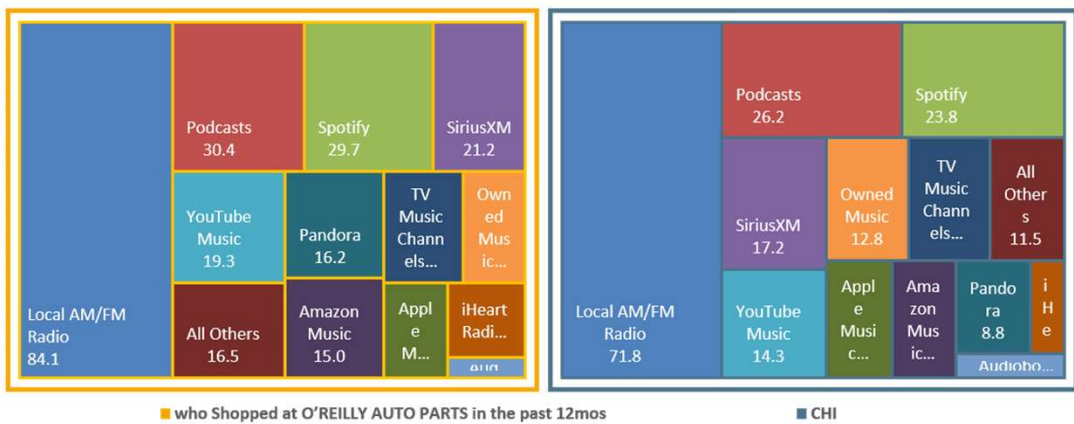


731,983 or 83.8% of Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 79.6 minutes every day representing 38.1% of all time spent daily with Ad-Supported Audio.

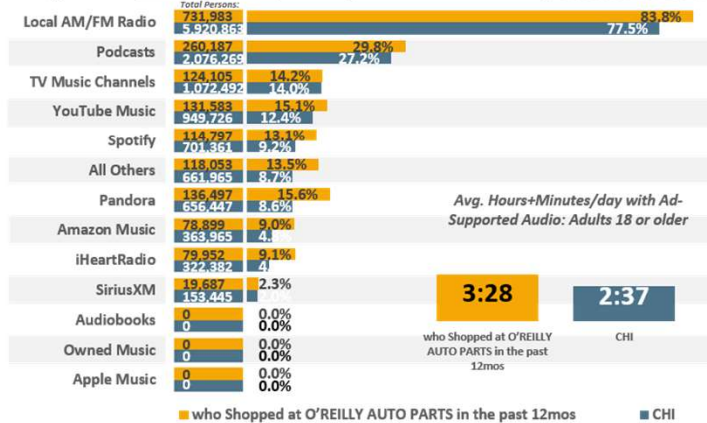
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



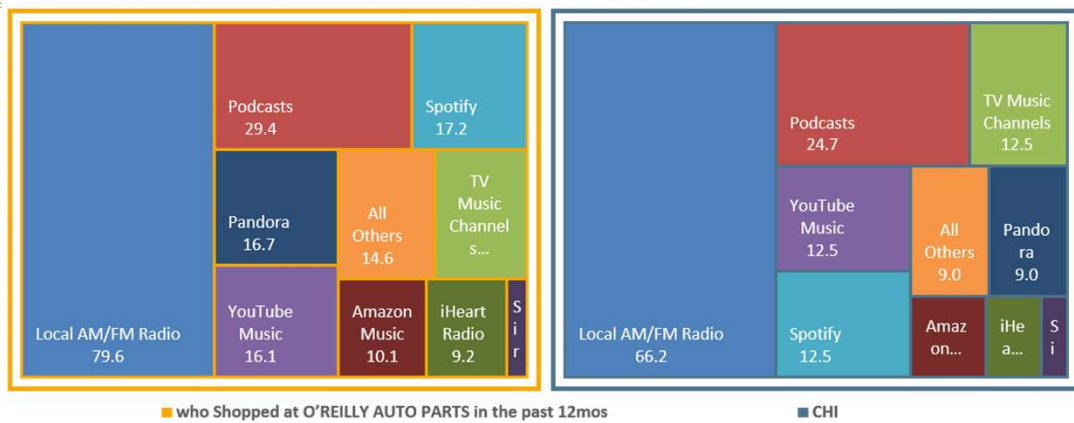
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



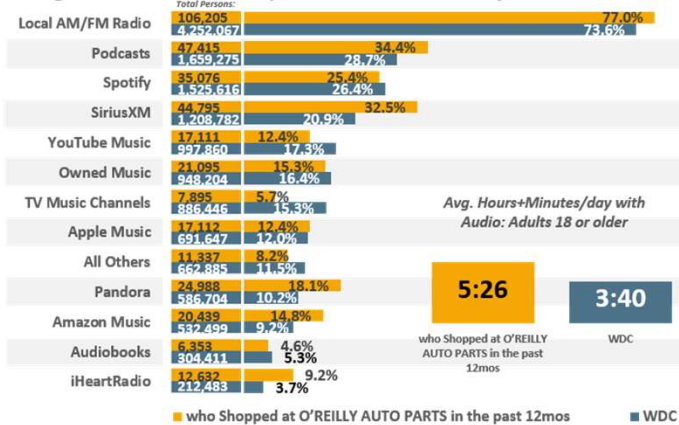
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



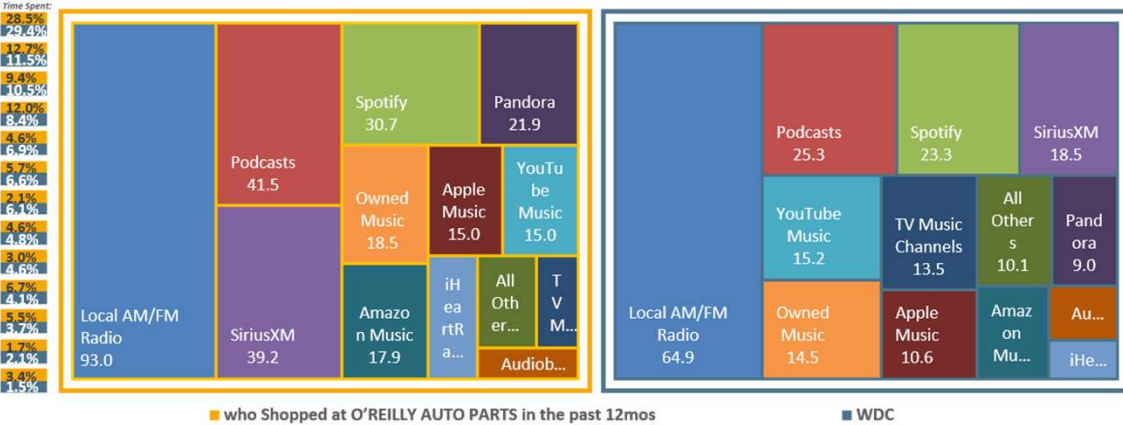


102,454 or 74.3% of Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 84.6 minutes every day representing 38.3% of all time spent daily with Ad-Supported Audio.

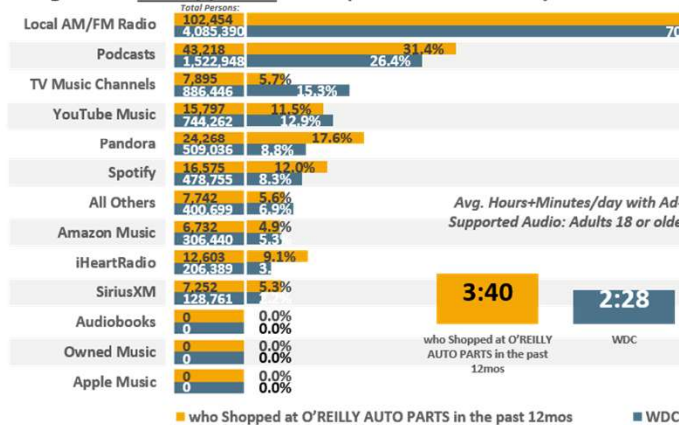
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



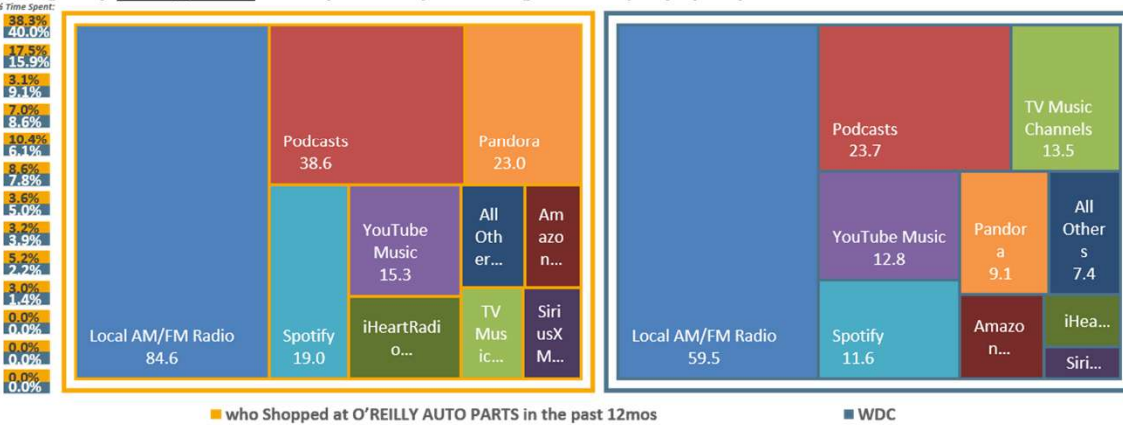
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



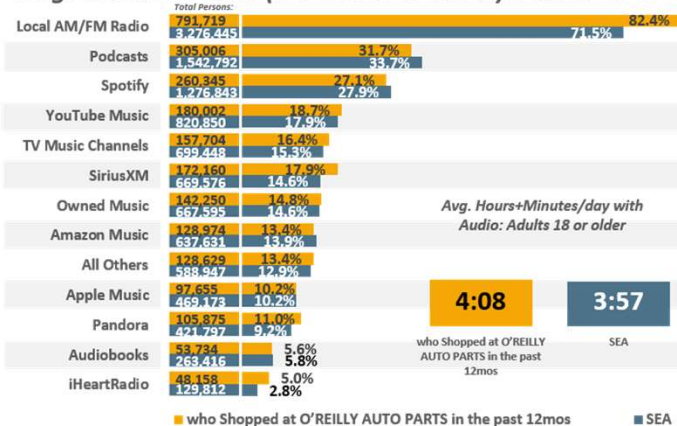
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



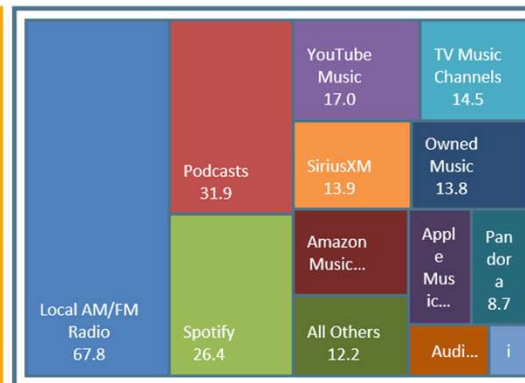
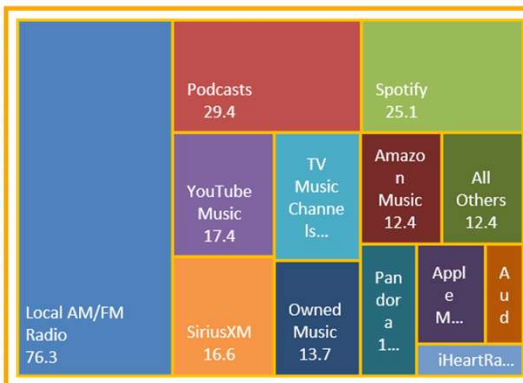


758,665 or 79.% of Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 67.9 minutes every day representing 40.% of all time spent daily with Ad-Supported Audio.

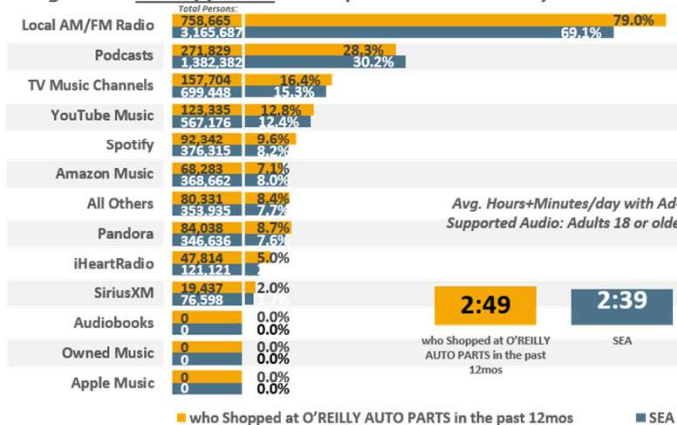
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



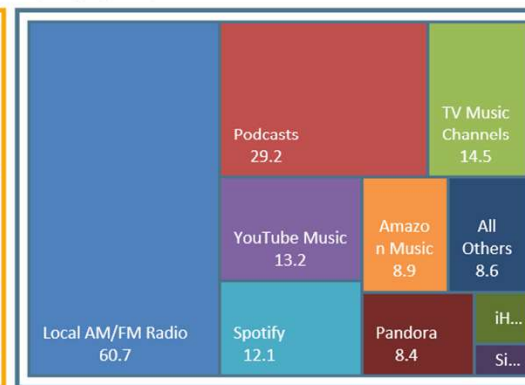
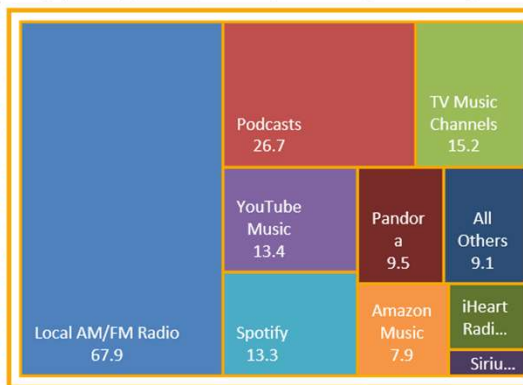
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



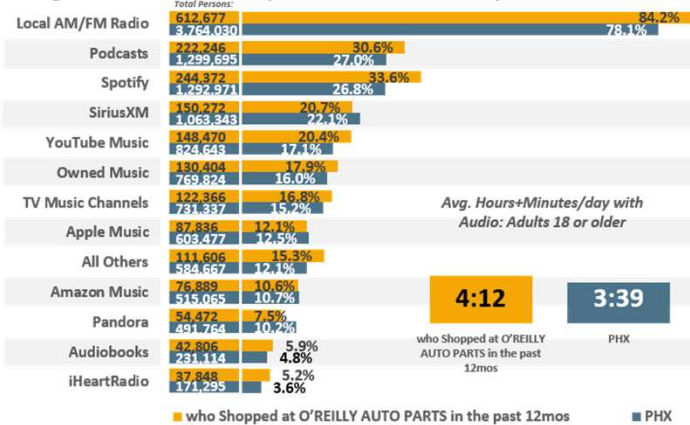
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



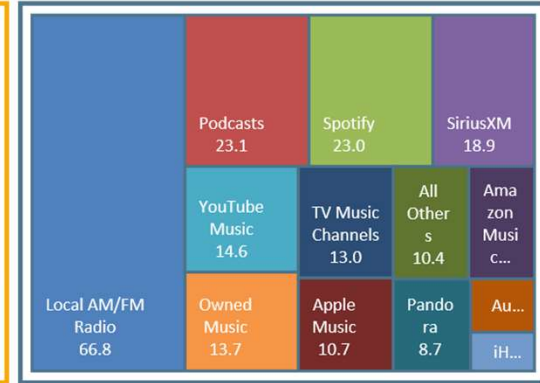
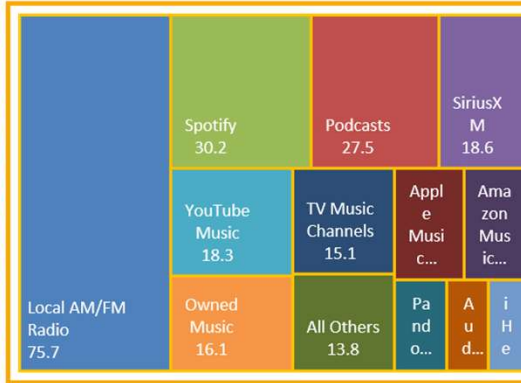


593,178 or 81.6% of Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 71. minutes every day representing 41.% of all time spent daily with Ad-Supported Audio.

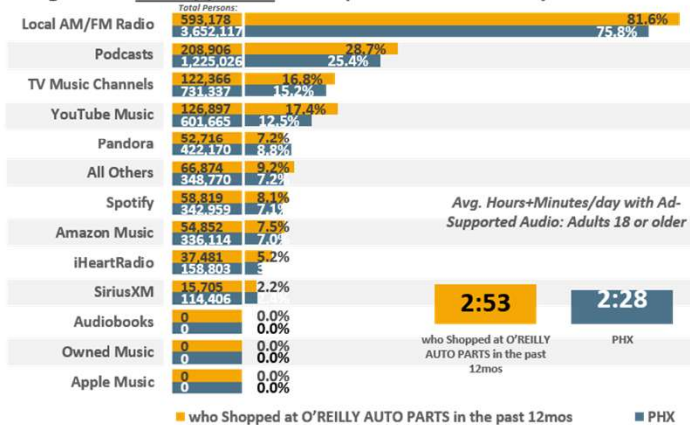
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



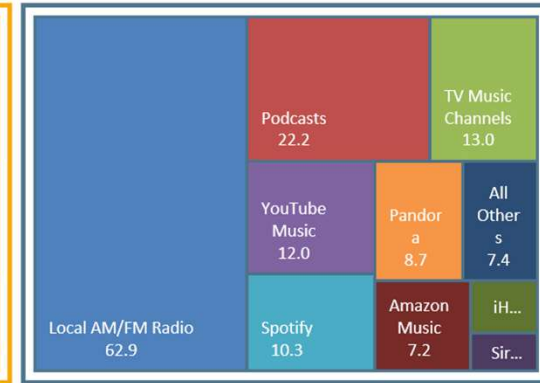
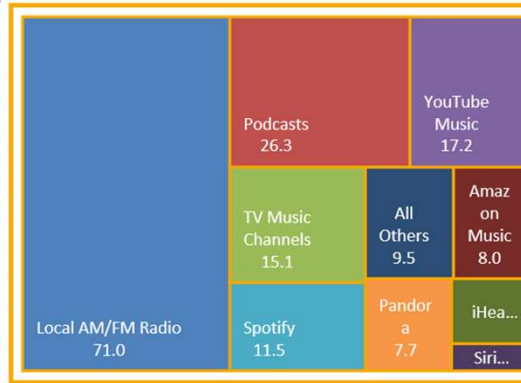
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

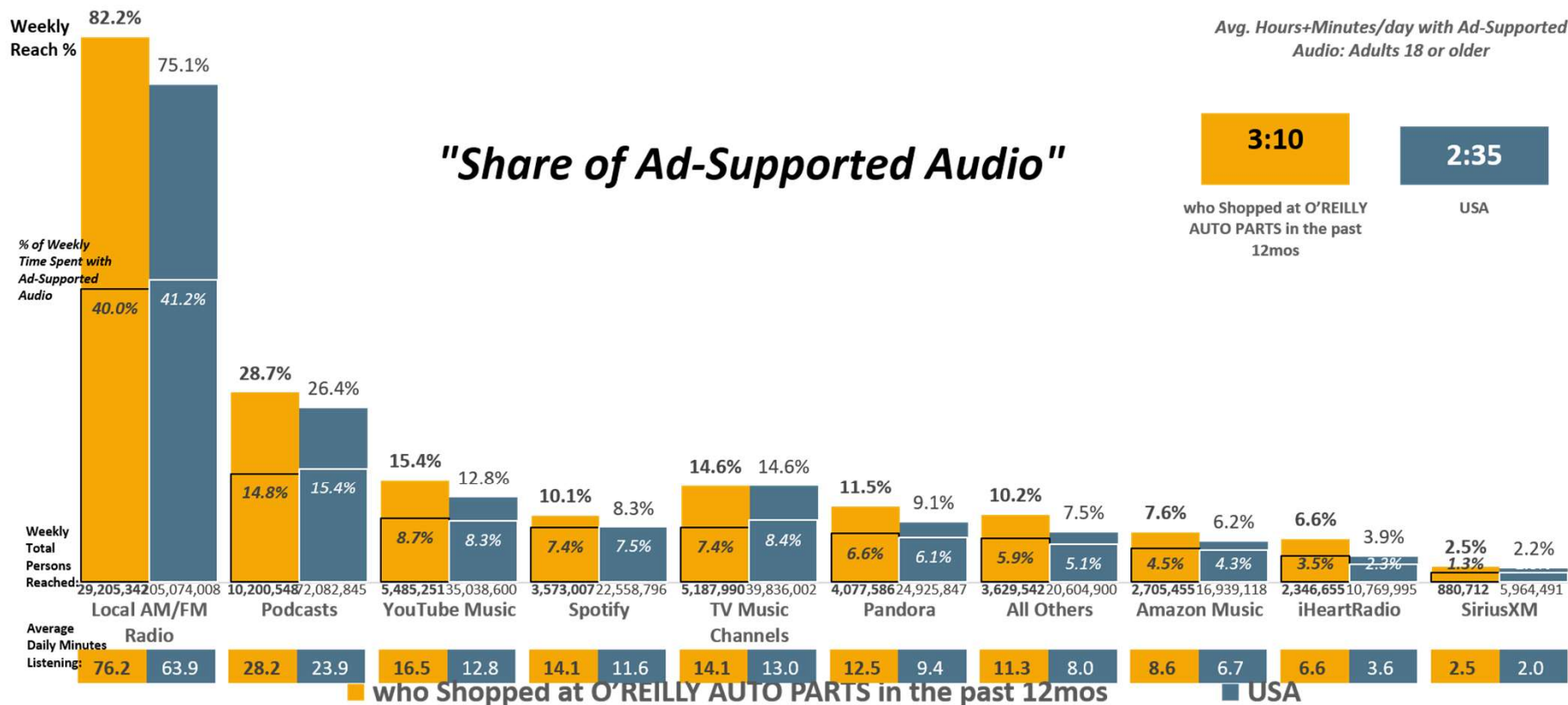


Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



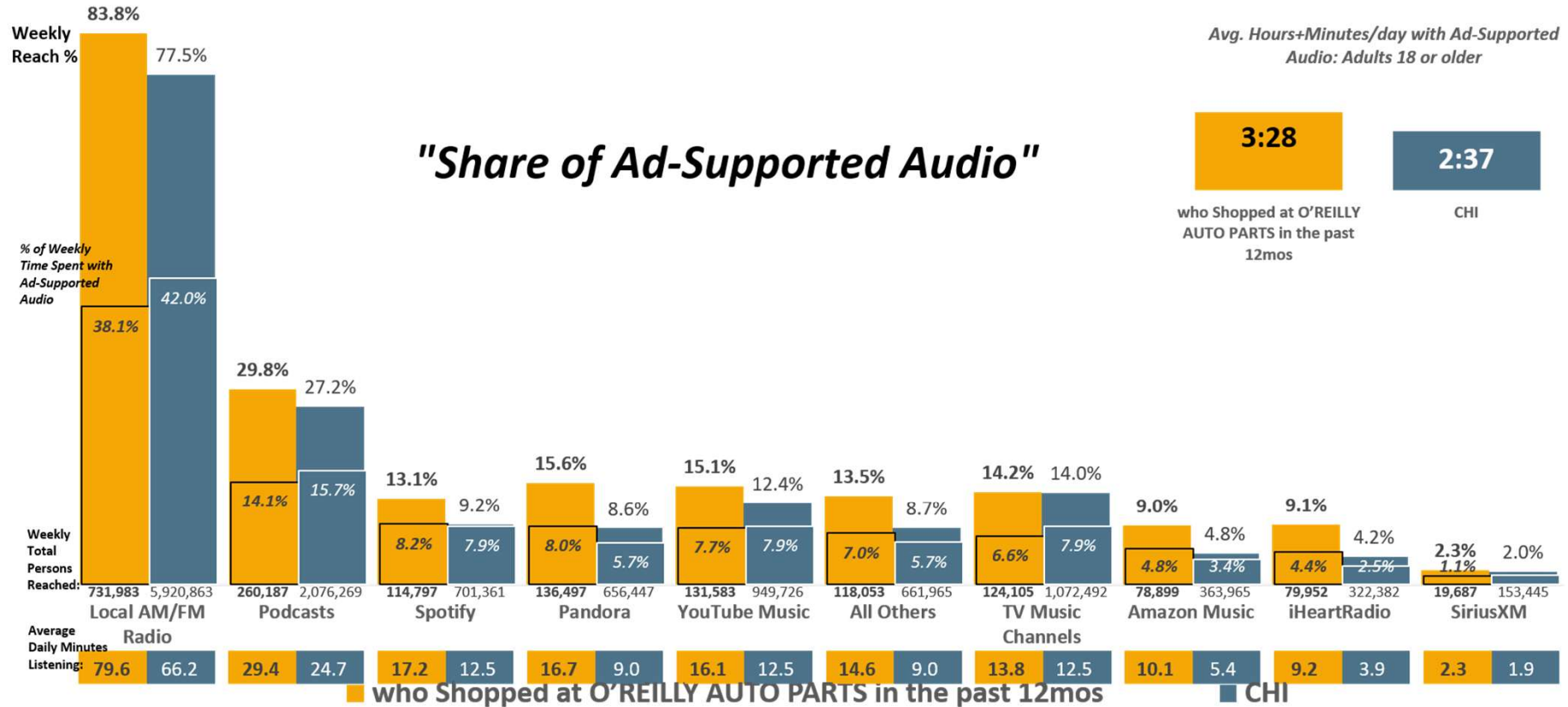


29,205,342 or 82.2% of Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 76.2 minutes every day representing 40.0% of all time spent daily with Ad-Supported Audio.



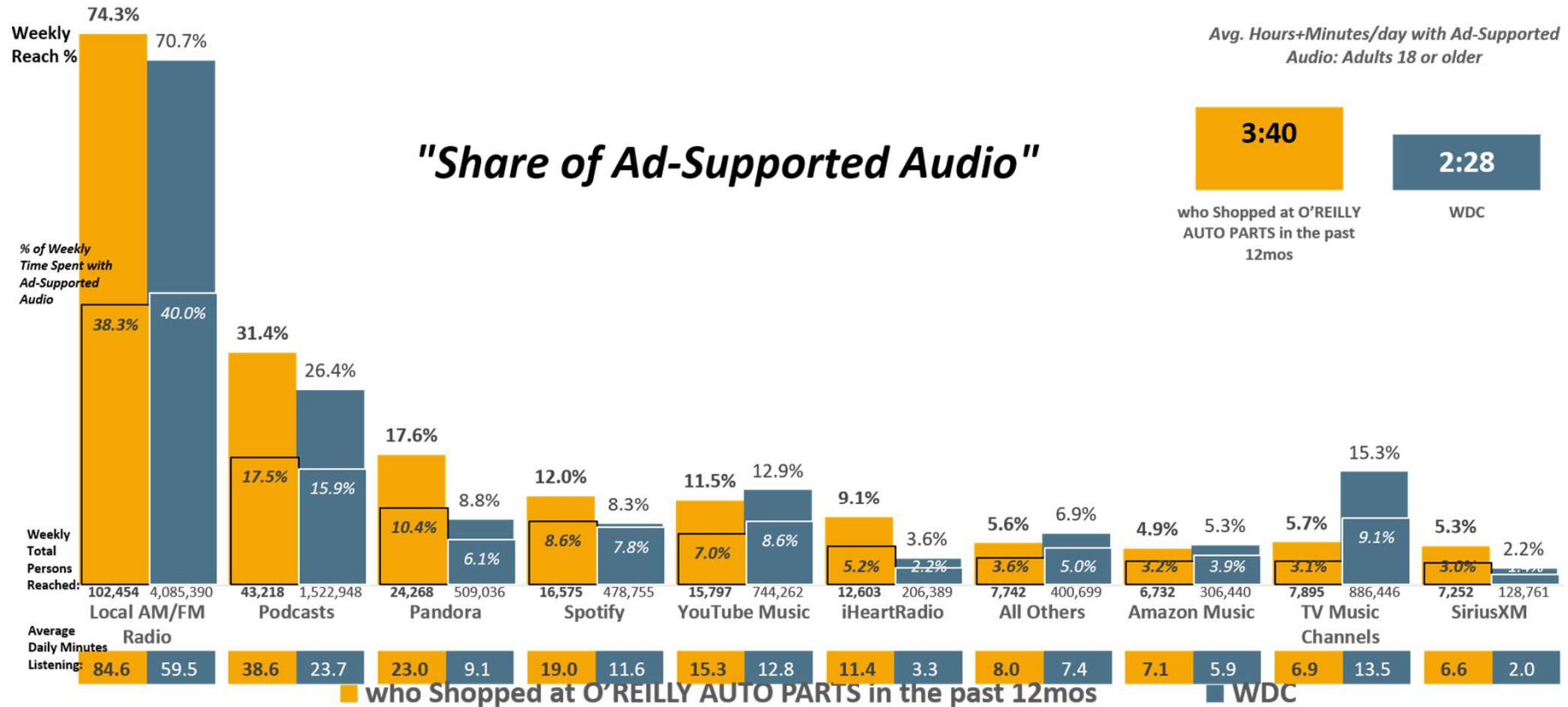


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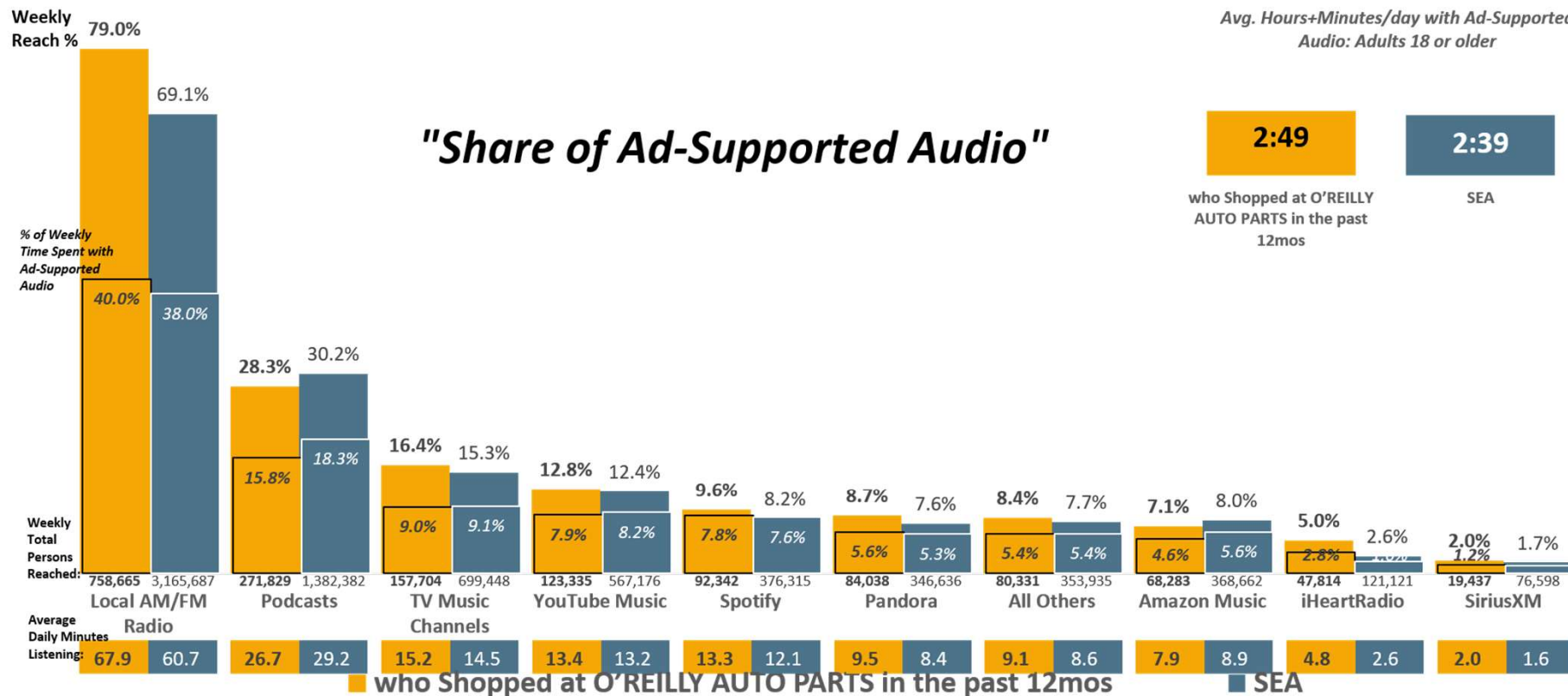


102,454 or 74.3% of Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 84.6 minutes every day representing 38.3% of all time spent daily with Ad-Supported Audio.



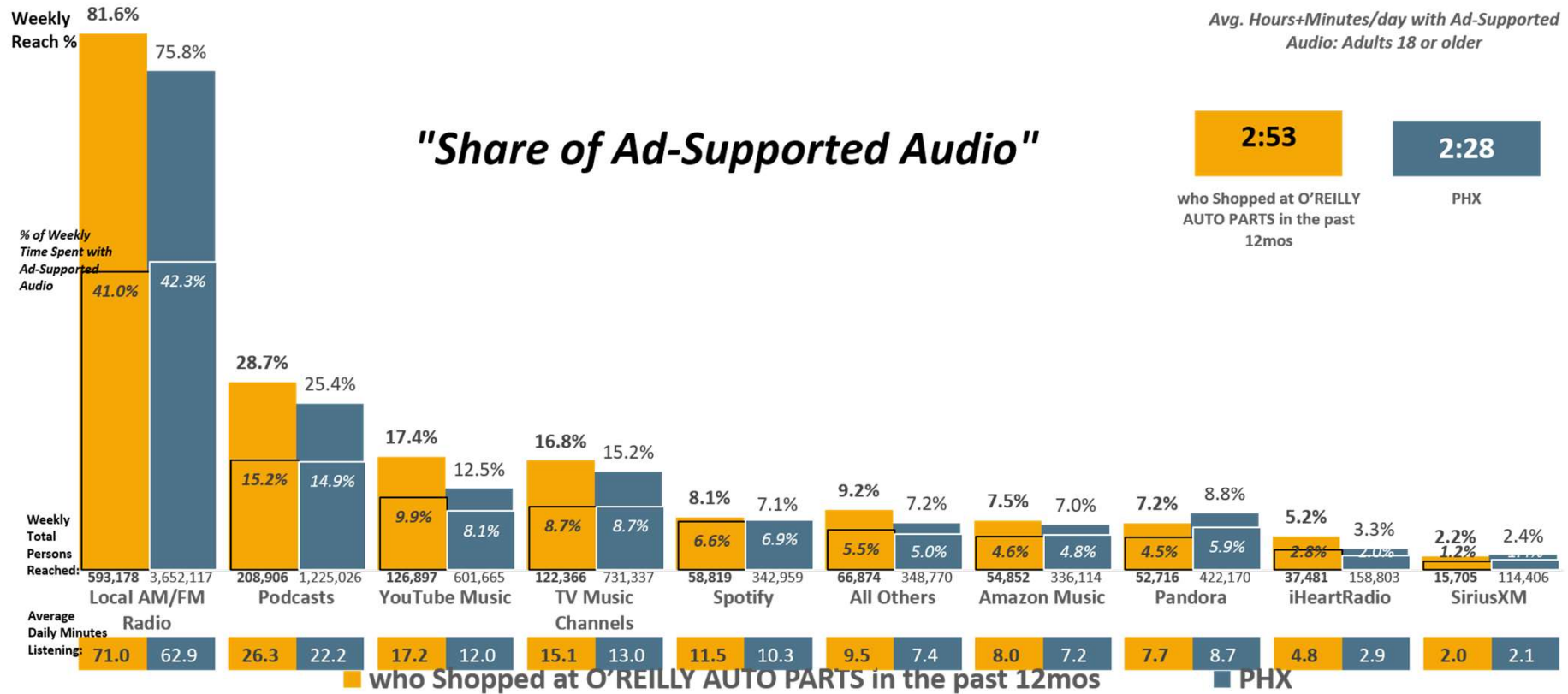


758,665 or 79.0% of Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 67.9 minutes every day representing 40.0% of all time spent daily with Ad-Supported Audio.





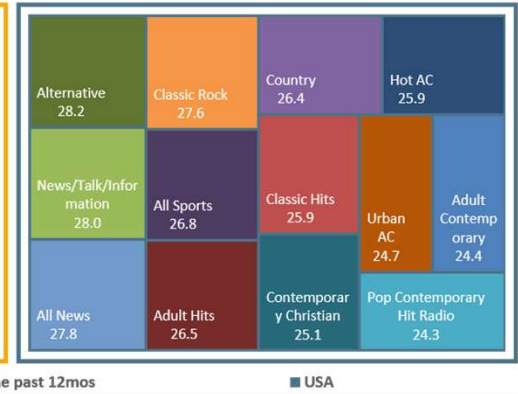
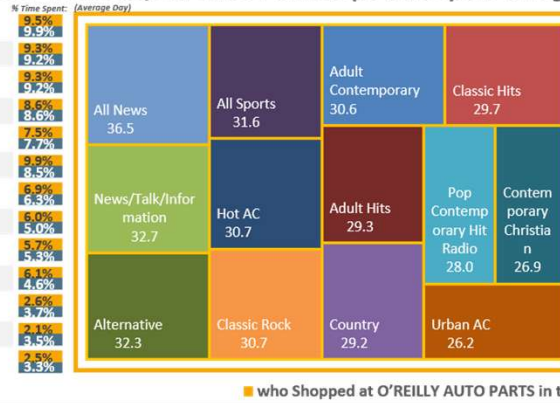
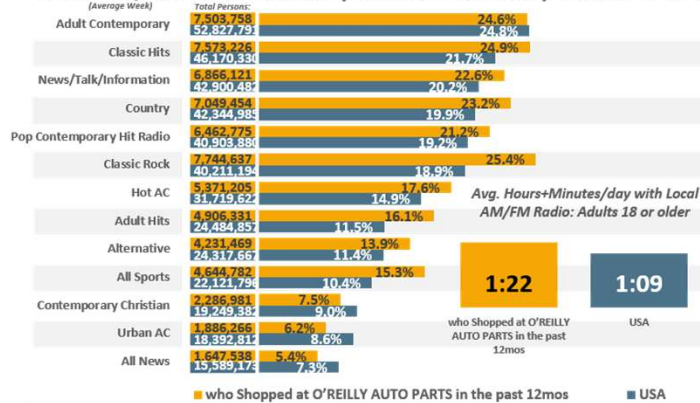
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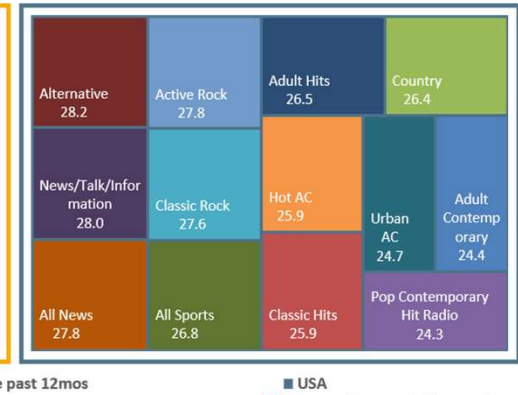
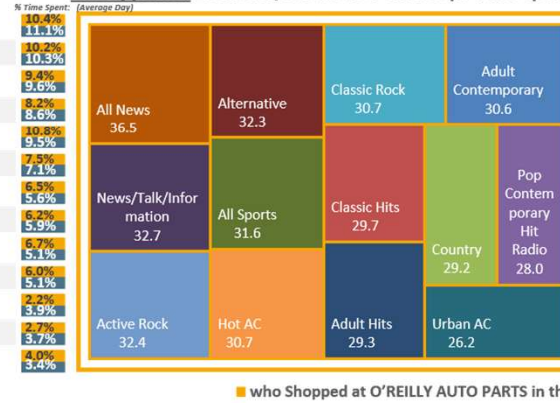
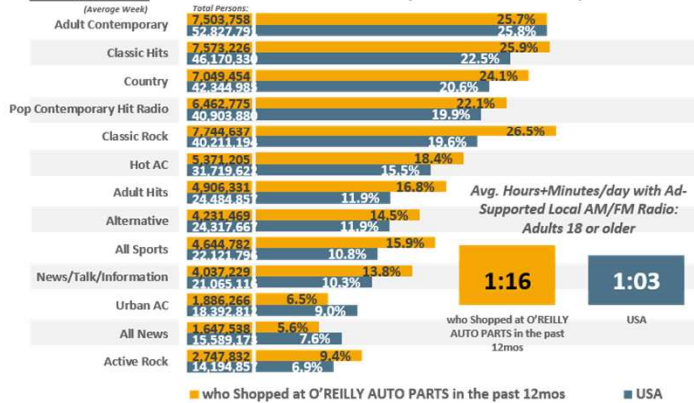


29,205,342 or 82.2% of Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Rock, Classic Hits, Adult Contemporary, Country, and Pop Contemporary Hit Radio.

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**



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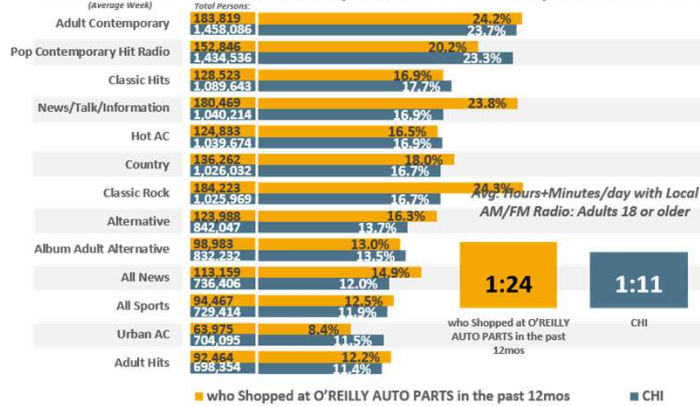
soefa.ai Share of Everything for Anything

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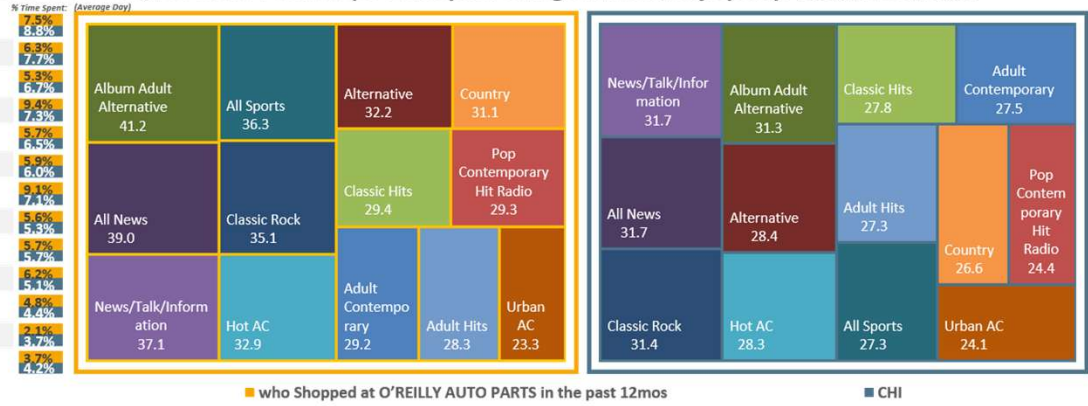


731,983 or 83.8% of Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Rock, Adult Contemporary, Mexican Regional, Pop Contemporary Hit Radio, and Country.

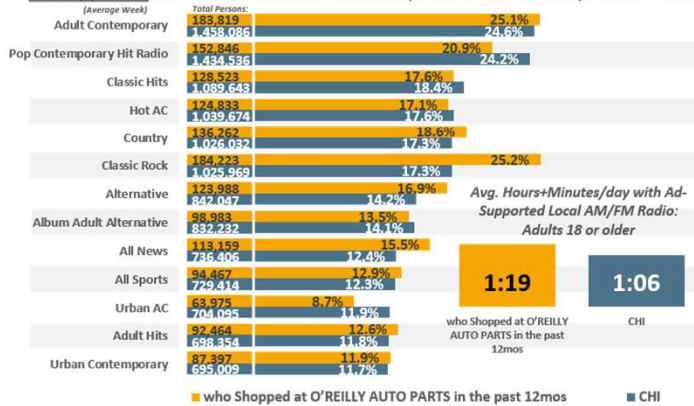
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



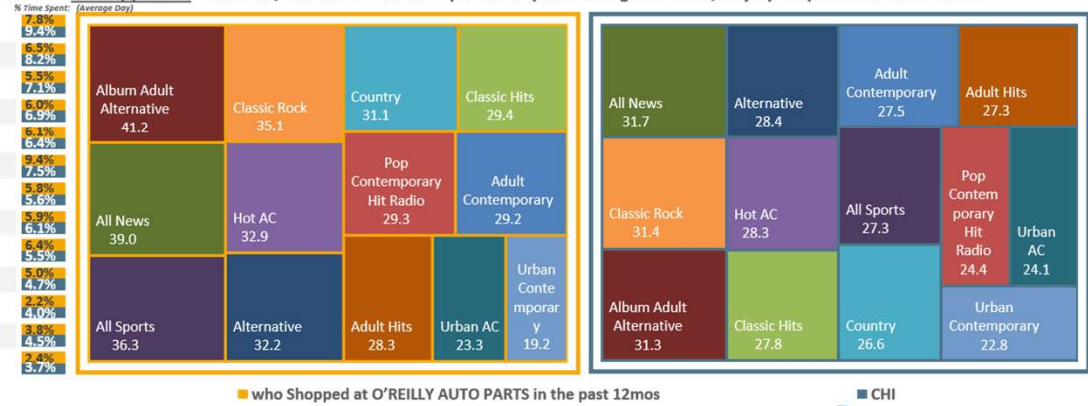
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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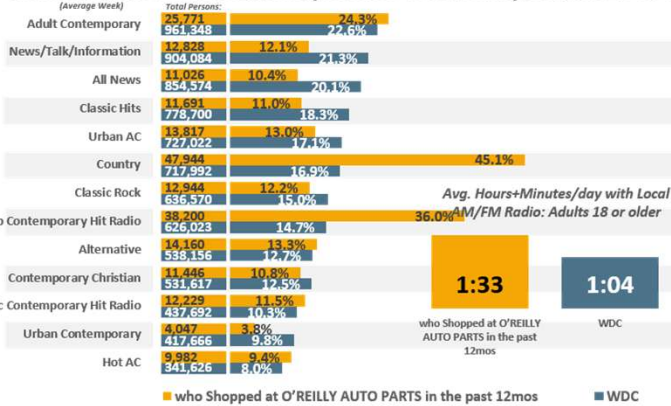
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): O'Reilly Auto Parts

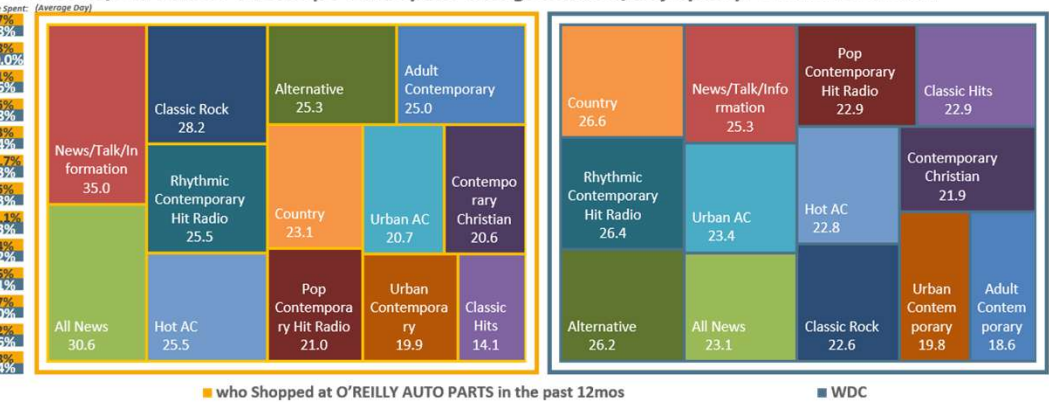


102,454 or 74.3% of Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Pop Contemporary Hit Radio, All Sports, Adult Contemporary, and Alternative.

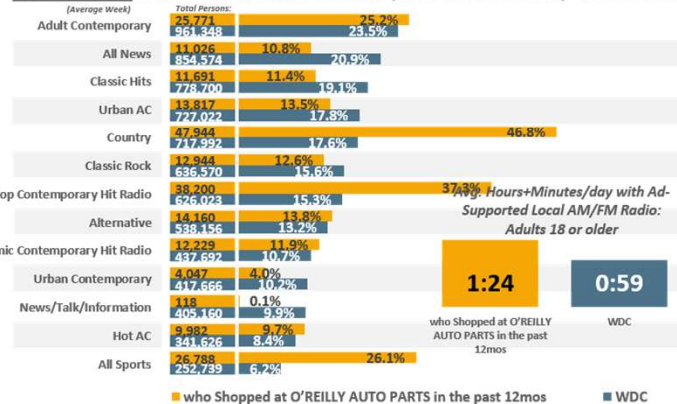
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



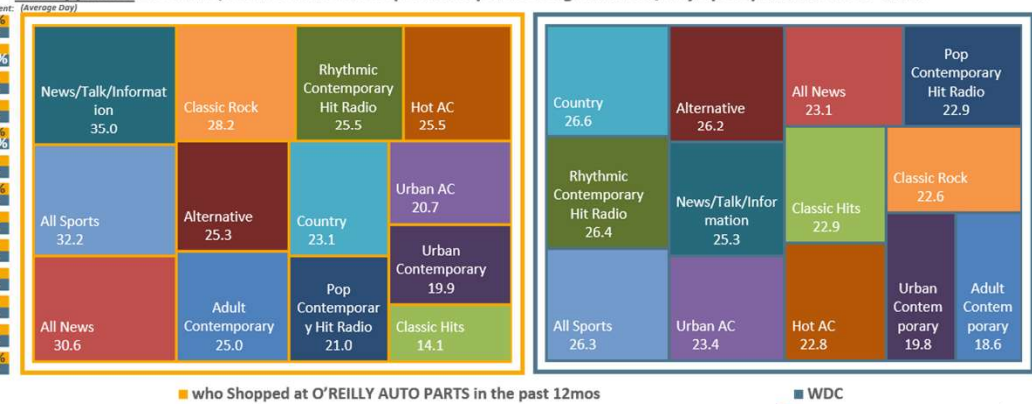
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



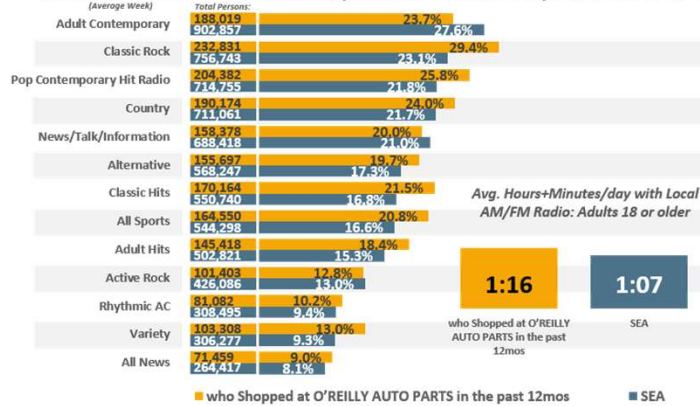
Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



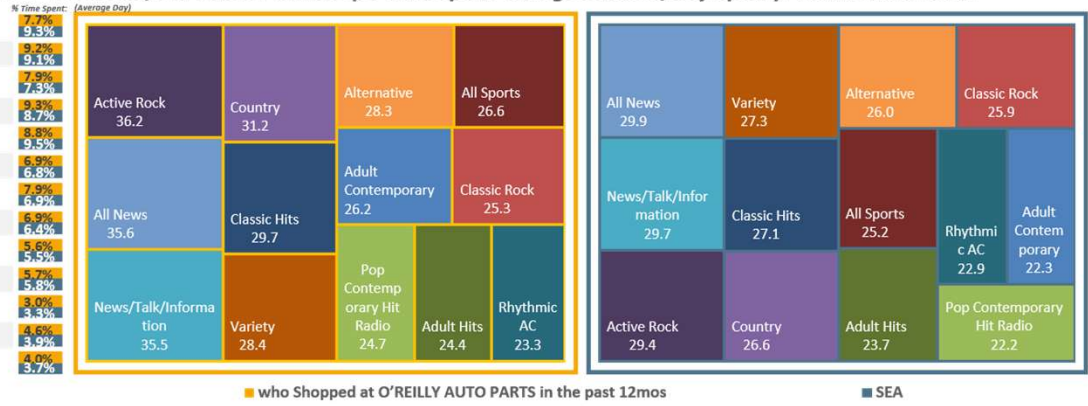


758,665 or 79.% of Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Rock, Pop Contemporary Hit Radio, Country, Adult Contemporary, and Classic Hits.

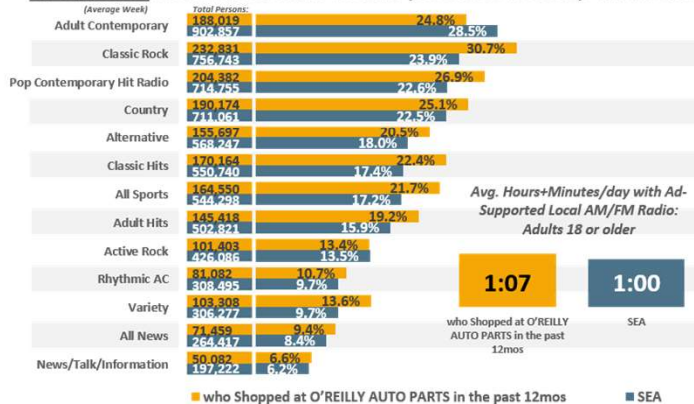
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



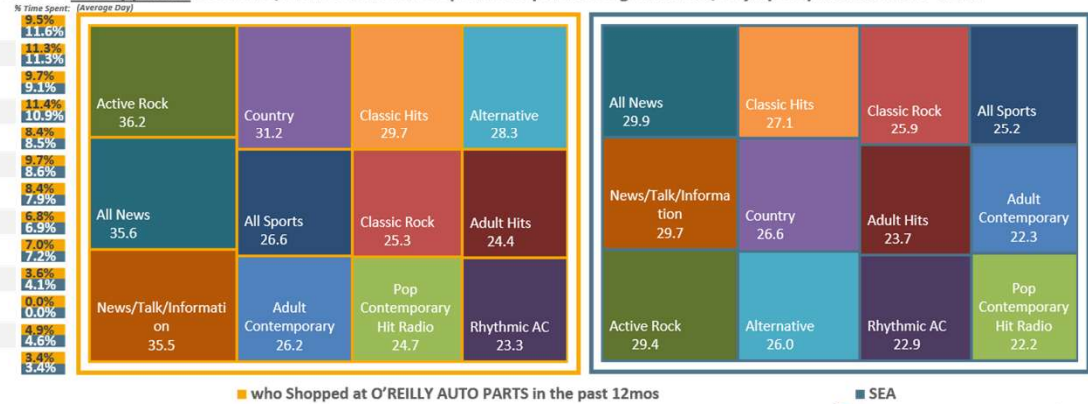
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



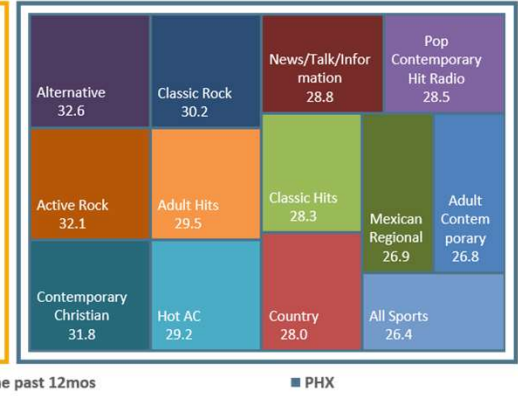
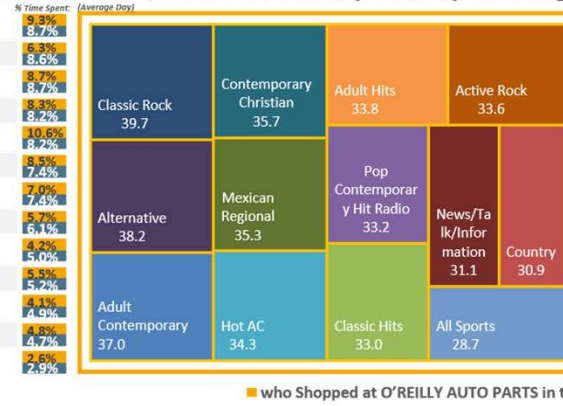
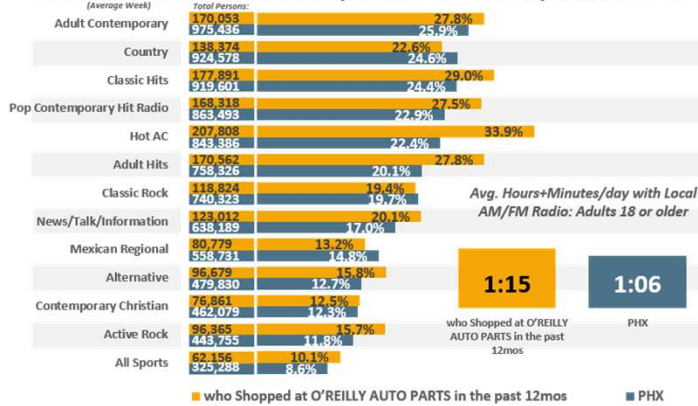
Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



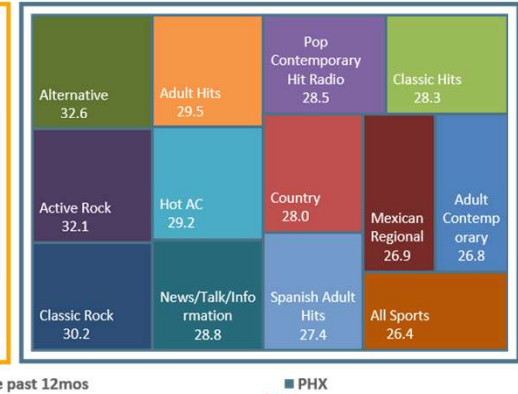
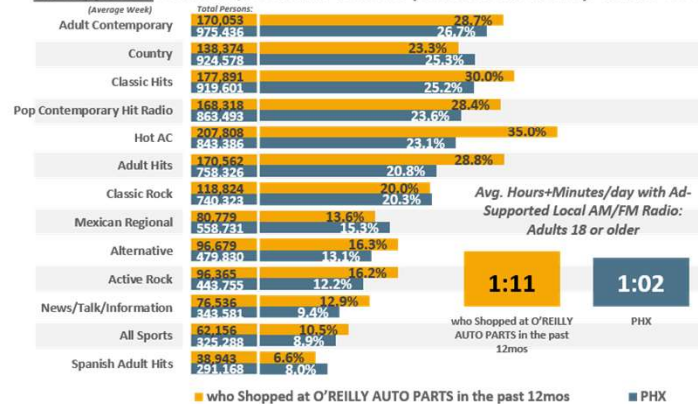


593,178 or 81.6% of Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Hot AC, Classic Hits, Adult Hits, Adult Contemporary, and Pop Contemporary Hit Radio.

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**



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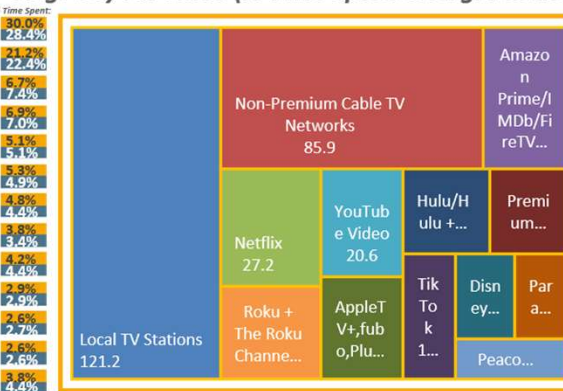
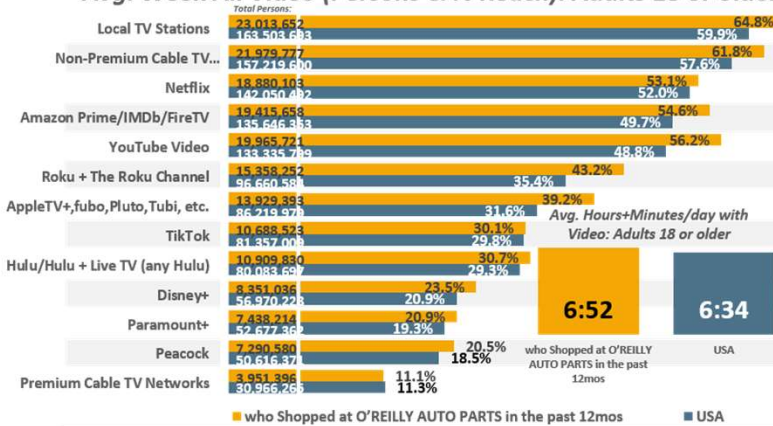
Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): O'Reilly Auto Parts



22,625,901 or 63.7% of Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos watch Ad-Supported Local TV Stations for an average of 115. minutes every day representing 33.8% of all time spent daily with Ad-Supported Video.

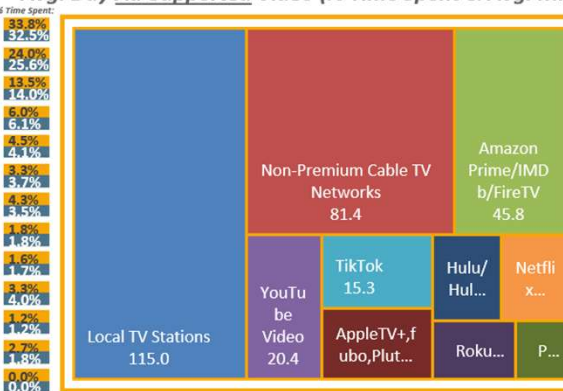
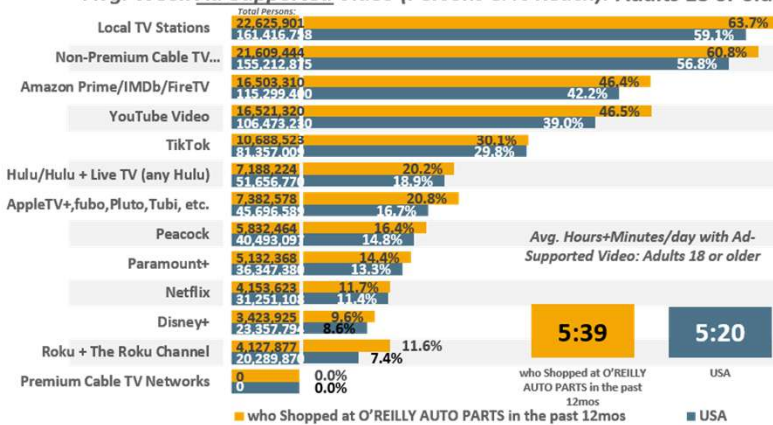
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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

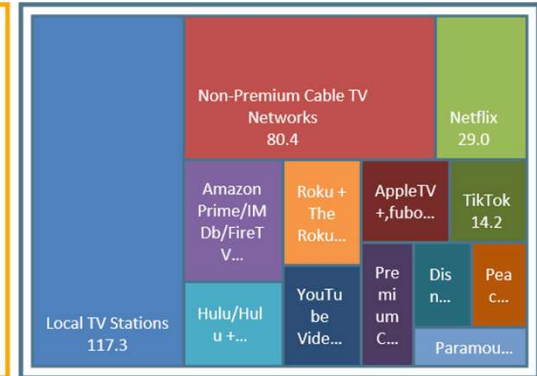
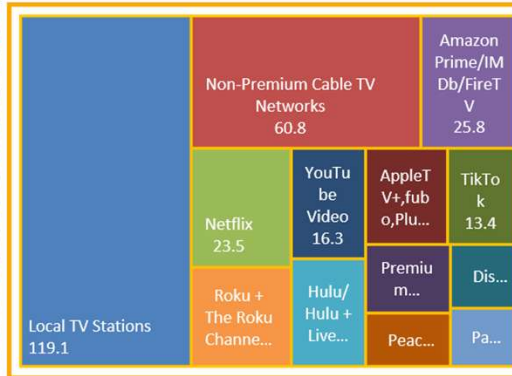
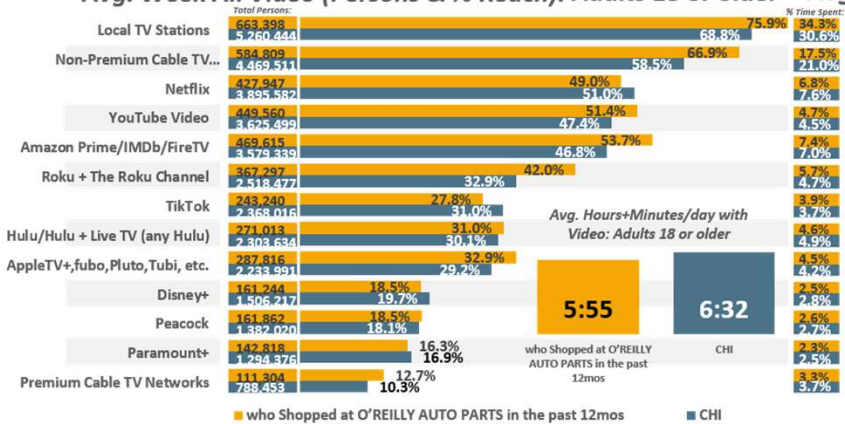




651,893 or 74.6% of Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos watch Ad-Supported Local TV Stations for an average of 112.7 minutes every day representing 38.4% of all time spent daily with Ad-Supported Video.

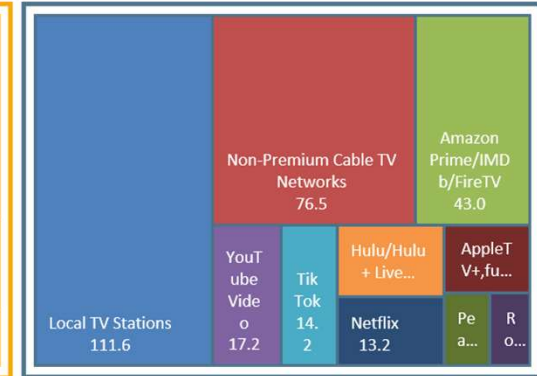
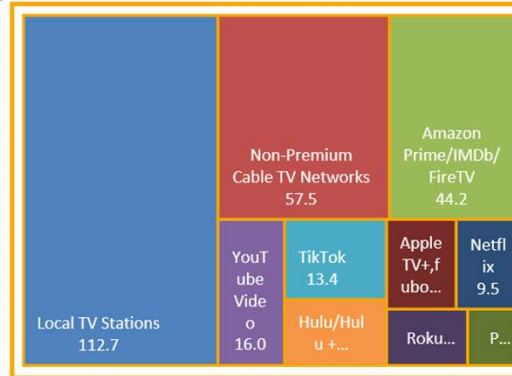
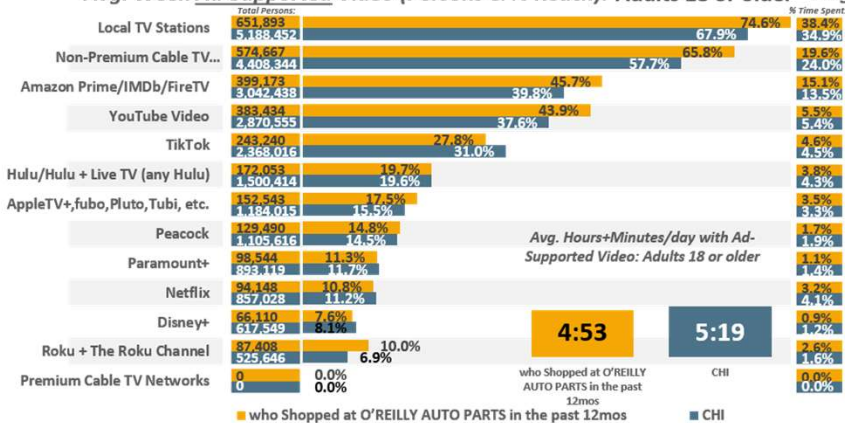
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



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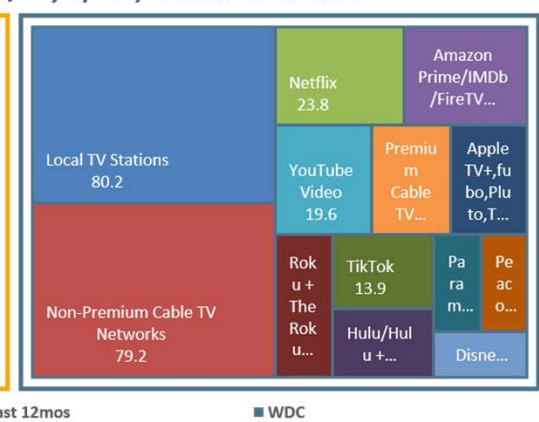
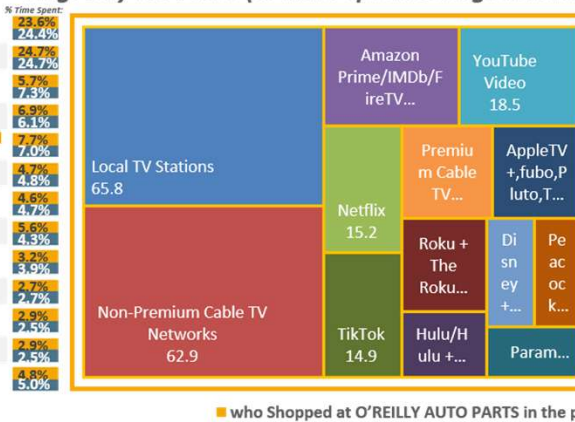
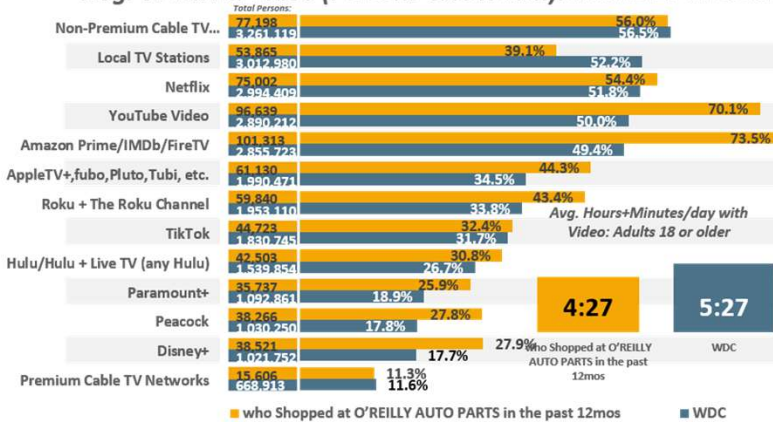
Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): O'Reilly Auto Parts



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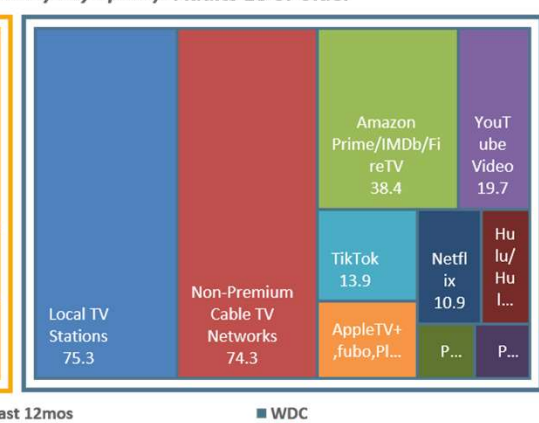
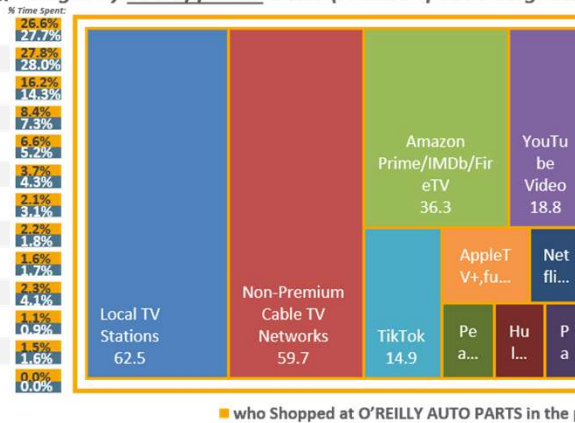
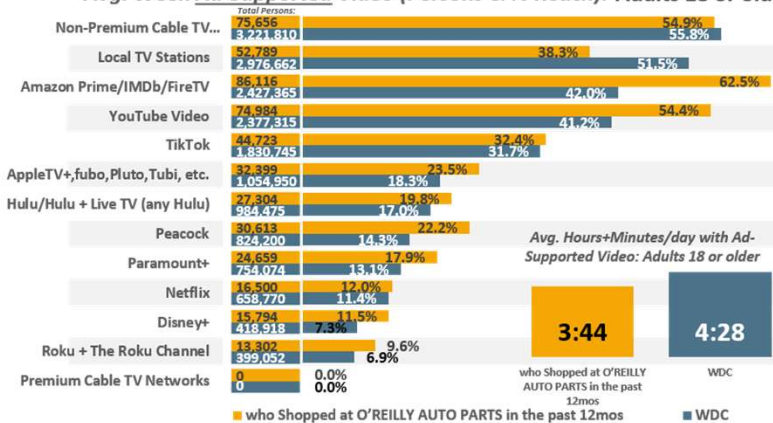
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



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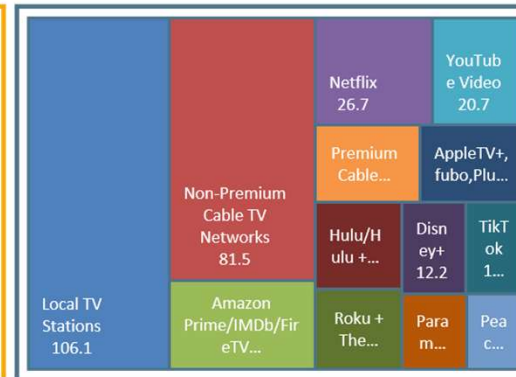
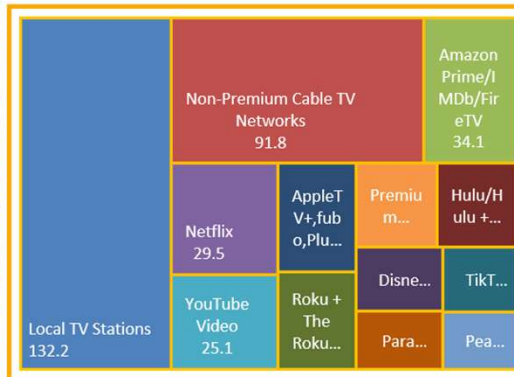
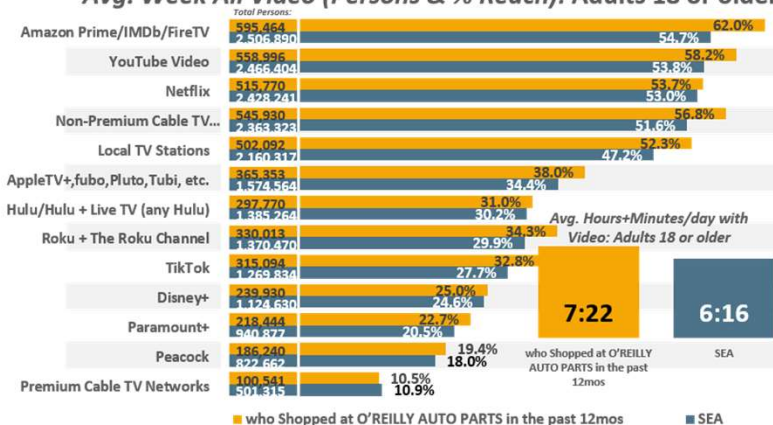
Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): O'Reilly Auto Parts



495,303 or 51.5% of Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos watch Ad-Supported Local TV Stations for an average of 124.8 minutes every day representing 33.9% of all time spent daily with Ad-Supported Video.

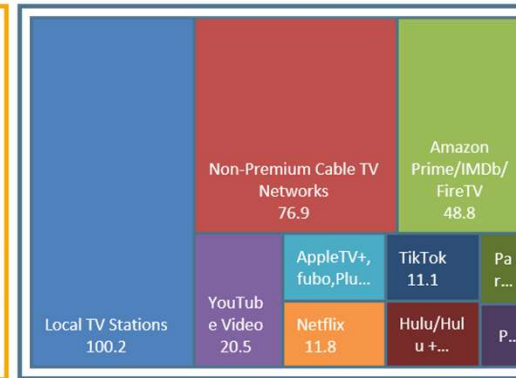
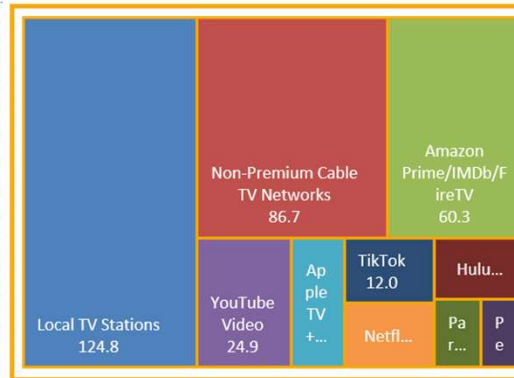
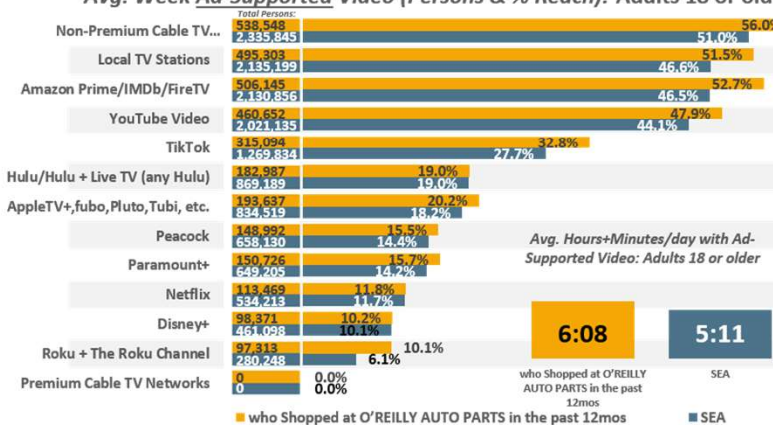
Avg. Week All Video (Persons & % Reach): Adults 18 or older

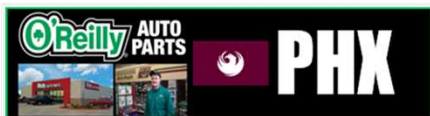
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

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

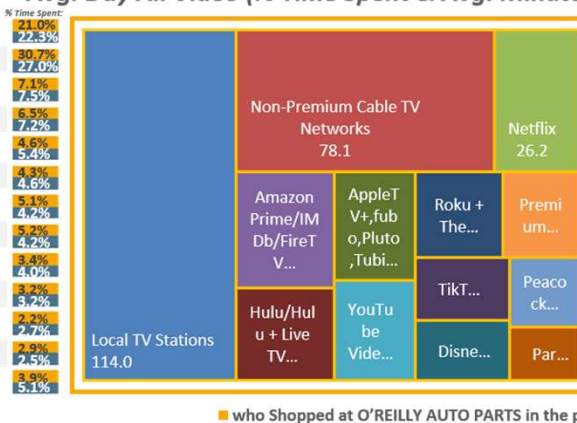
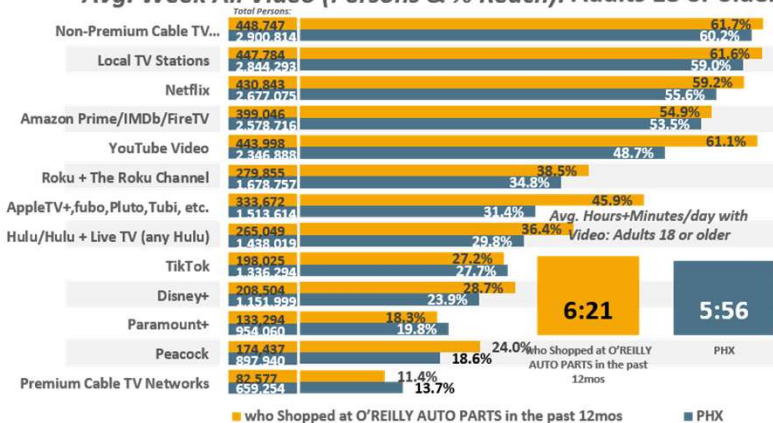




440,052 or 60.5% of Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos watch Ad-Supported Local TV Stations for an average of 107.7 minutes every day representing 34.2% of all time spent daily with Ad-Supported Video.

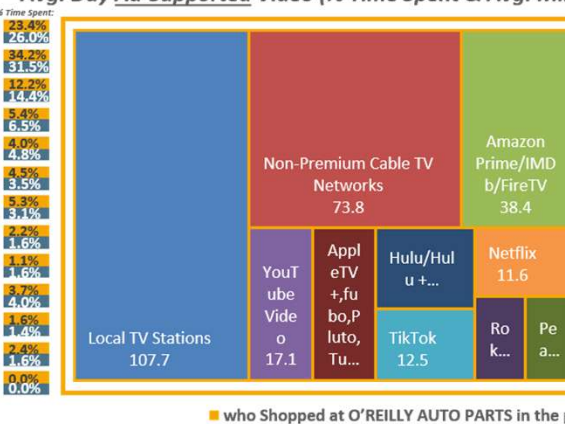
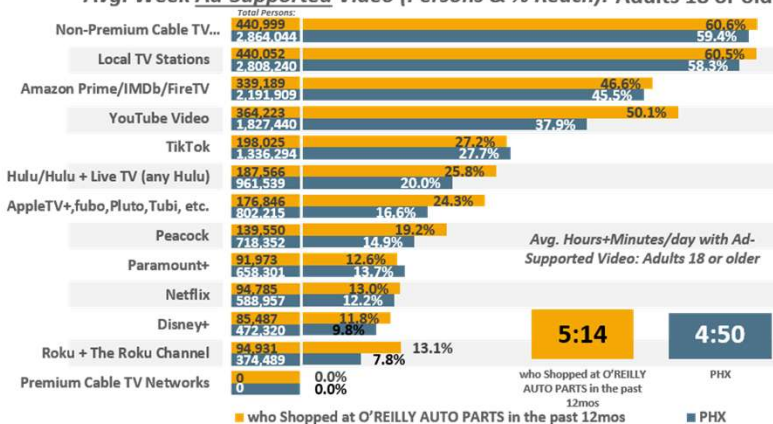
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



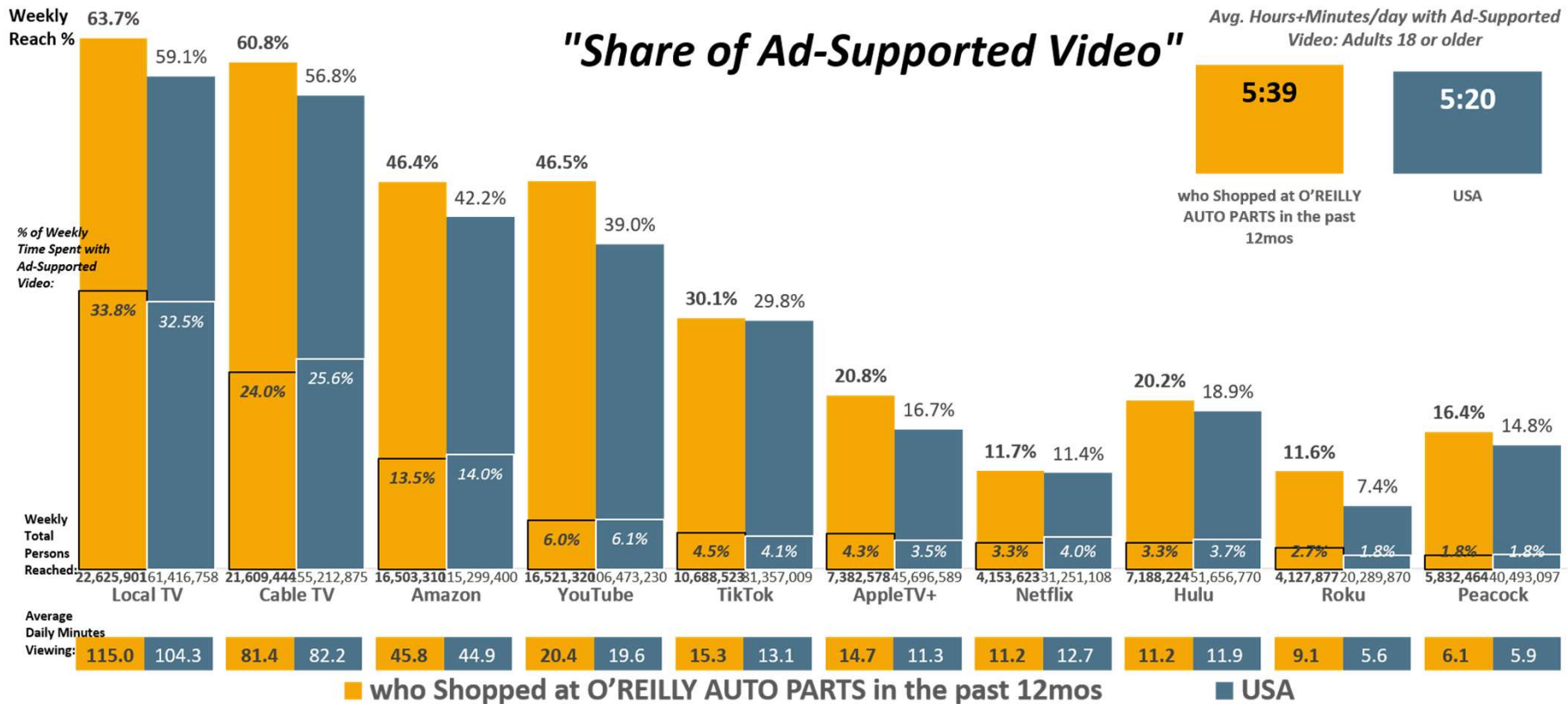
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): O'Reilly Auto Parts



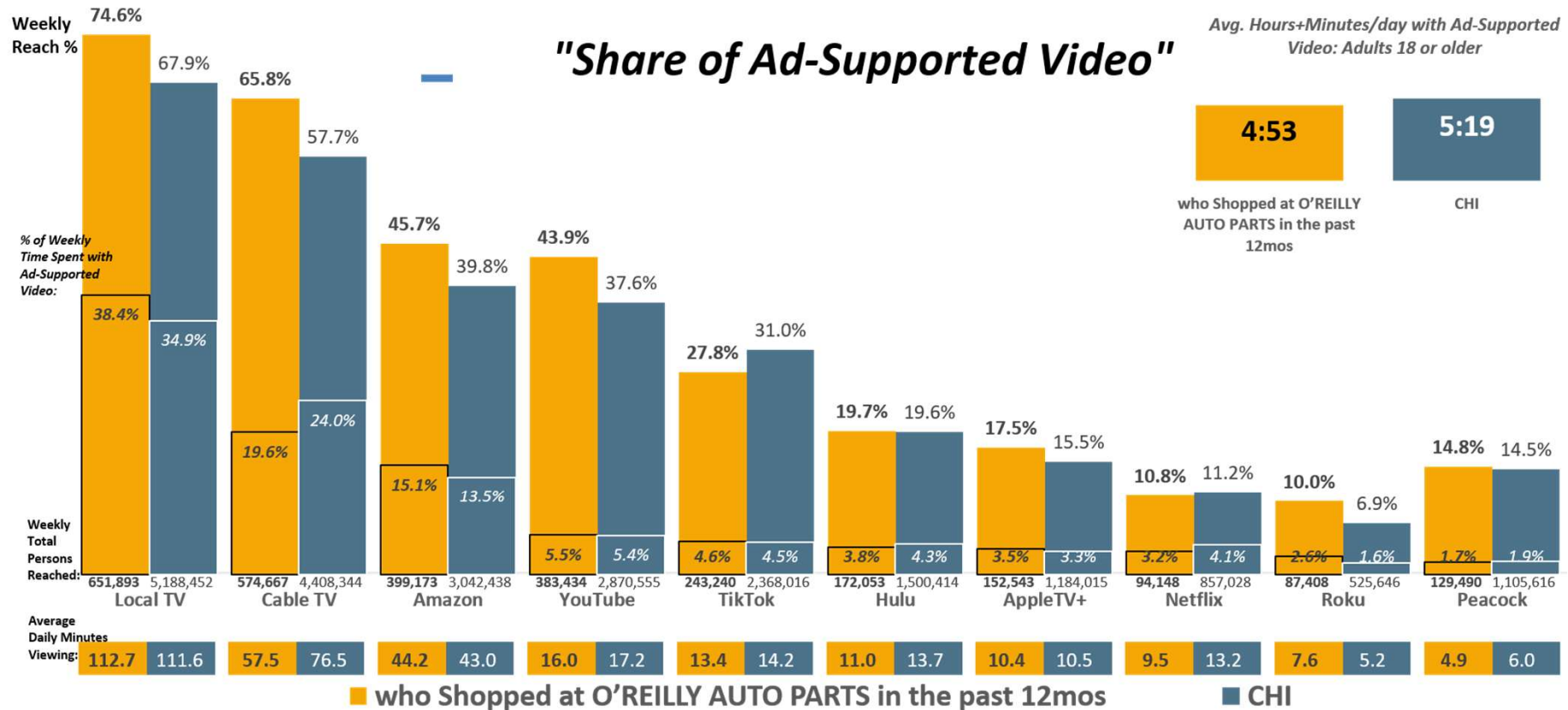
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651,893 or 74.6% of Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos watch Ad-Supported Local TV Stations for an average of 112.7 minutes every day representing 38.4% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"



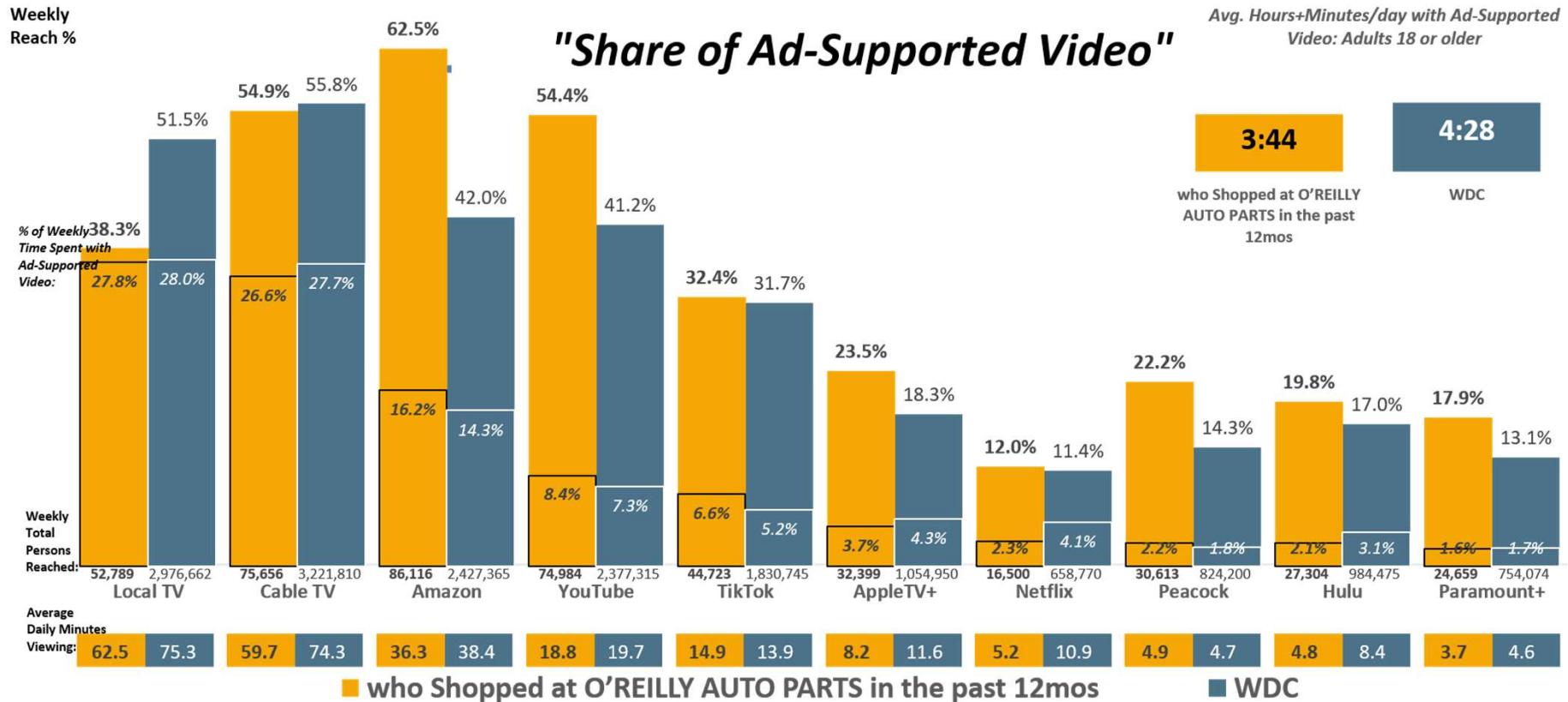
Avg. Hours+Minutes/day with Ad-Supported Video: Adults 18 or older

4:53
who Shopped at O'REILLY AUTO PARTS in the past 12mos

5:19
CHI

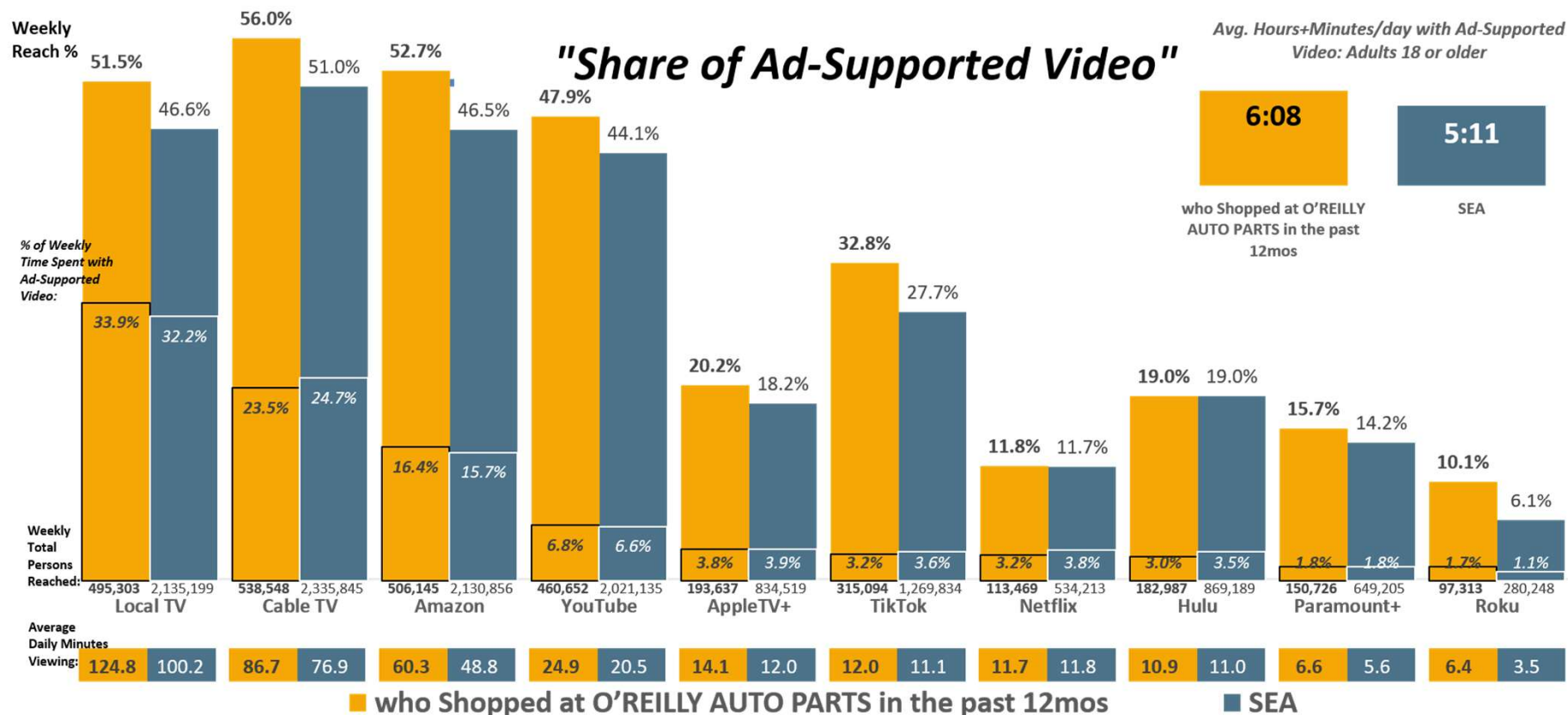


52,789 or 38.3% of Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos watch Ad-Supported Local TV Stations for an average of 62.5 minutes every day representing 27.8% of all time spent daily with Ad-Supported Video.





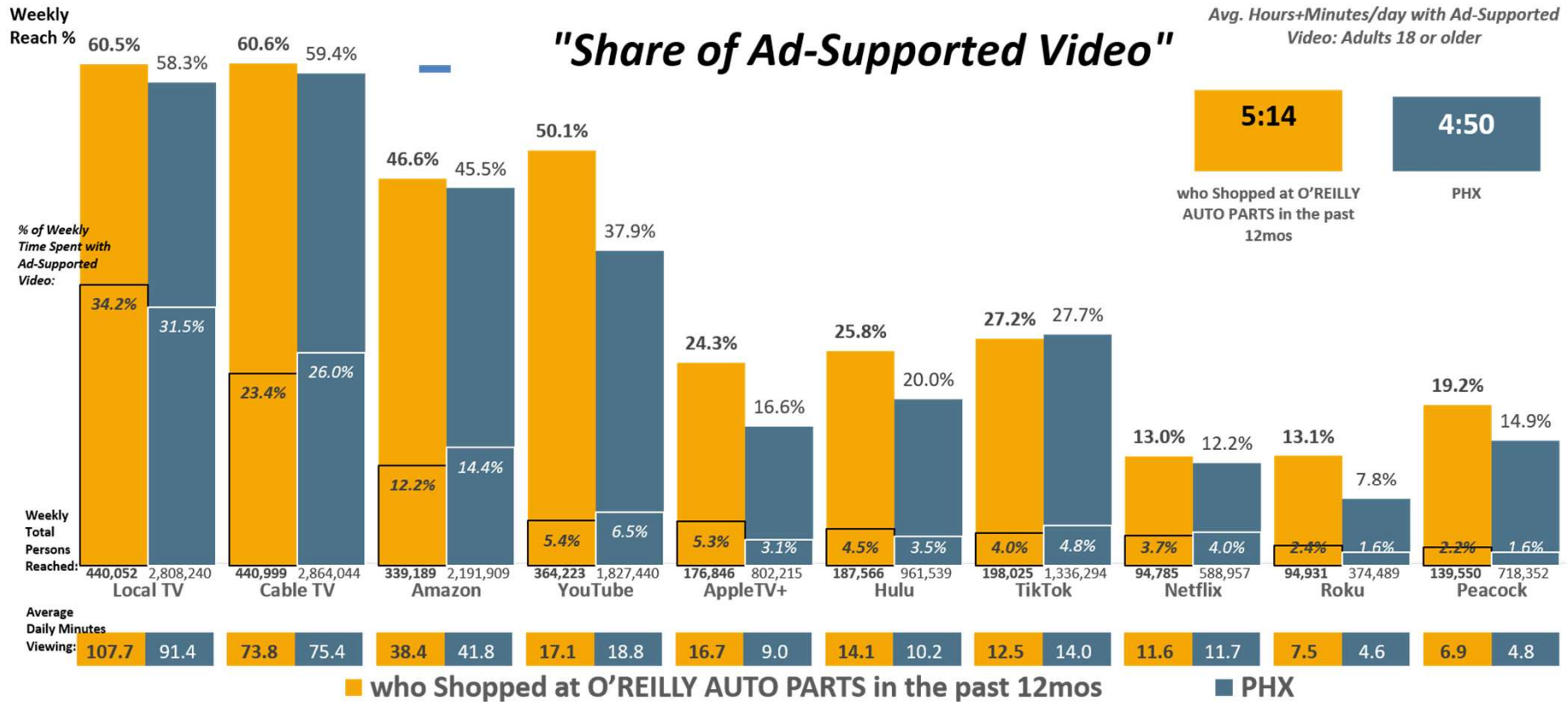
495,303 or 51.5% of Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos watch Ad-Supported Local TV Stations for an average of 124.8 minutes every day representing 33.9% of all time spent daily with Ad-Supported Video.





440,052 or 60.5% of Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos watch Ad-Supported Local TV Stations for an average of 107.7 minutes every day representing 34.2% of all time spent daily with Ad-Supported Video.

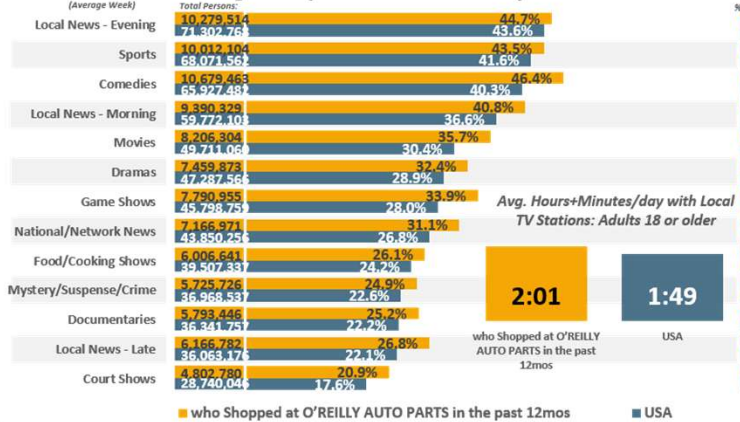
"Share of Ad-Supported Video"



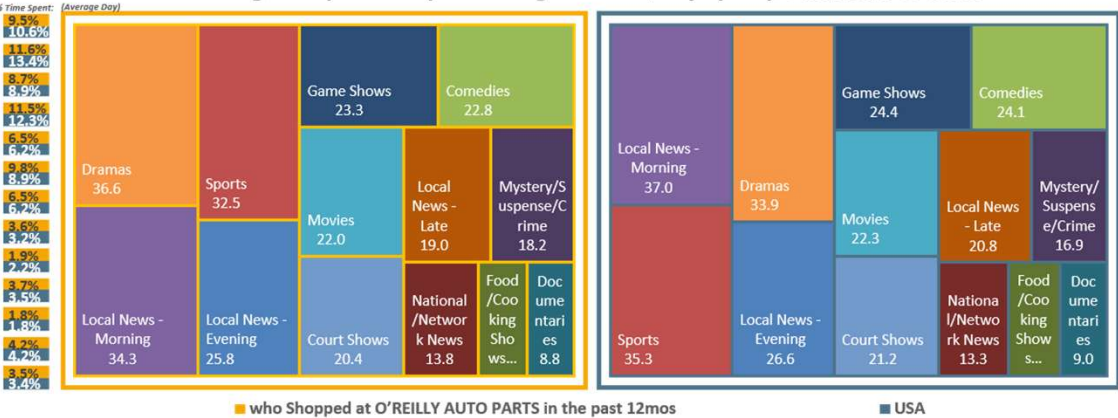


22,625,901 or 63.7% of Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Comedies, Local News - Morning, Movies, and Game Shows.

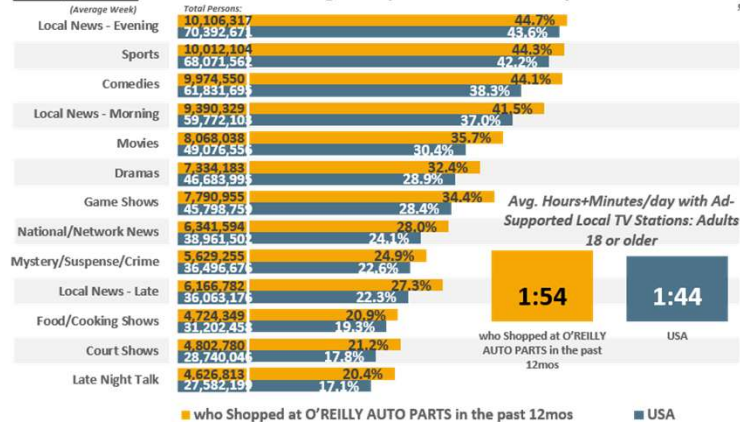
Local TV Station Programs (Persons & % Reach): Adults 18 or older



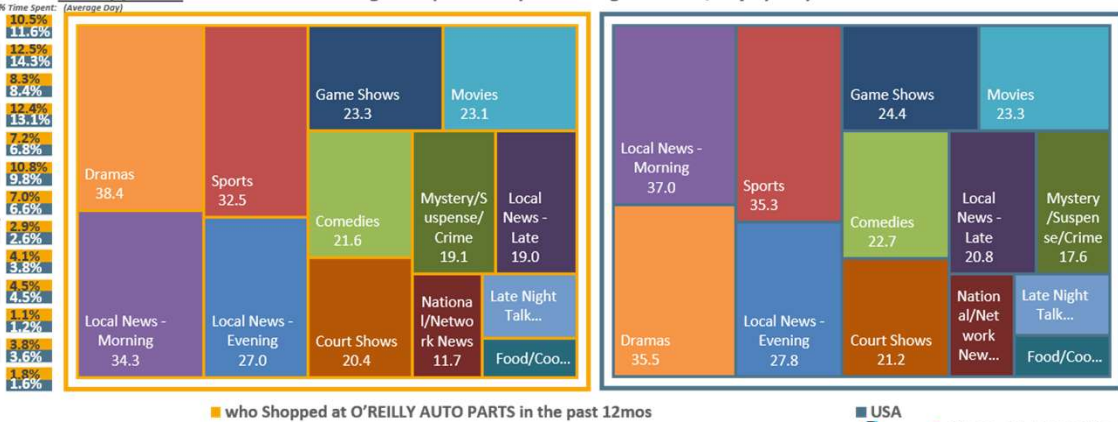
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



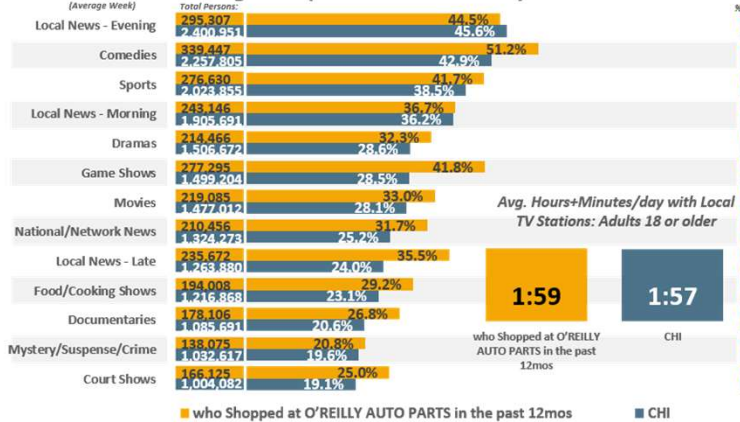
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



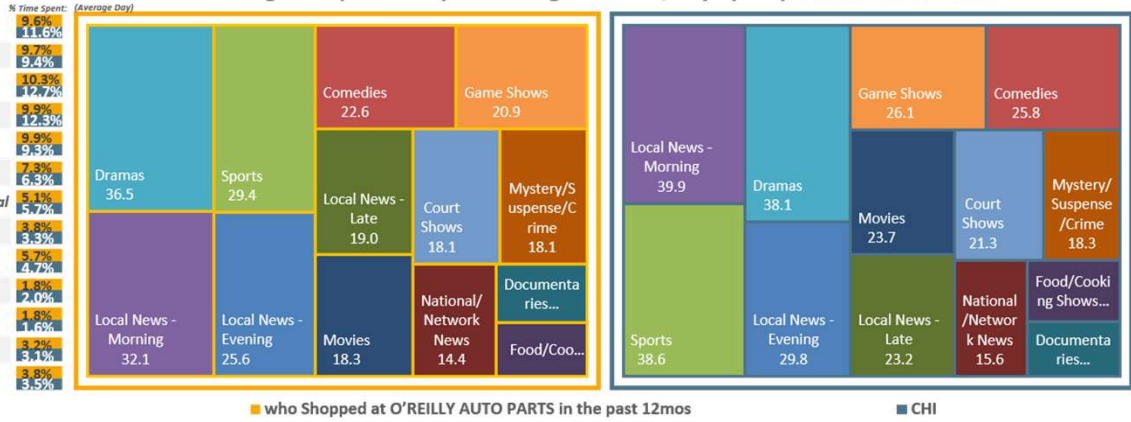


651,893 or 74.6% of Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Local News - Evening, Game Shows, Sports, Local News - Morning, and Local News - Late.

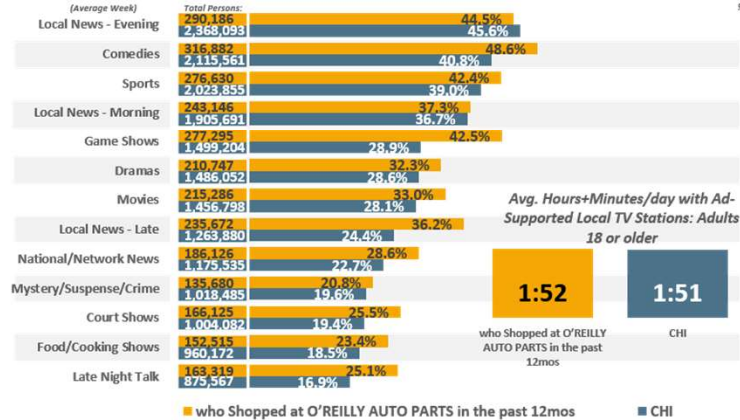
Local TV Station Programs (Persons & % Reach): Adults 18 or older



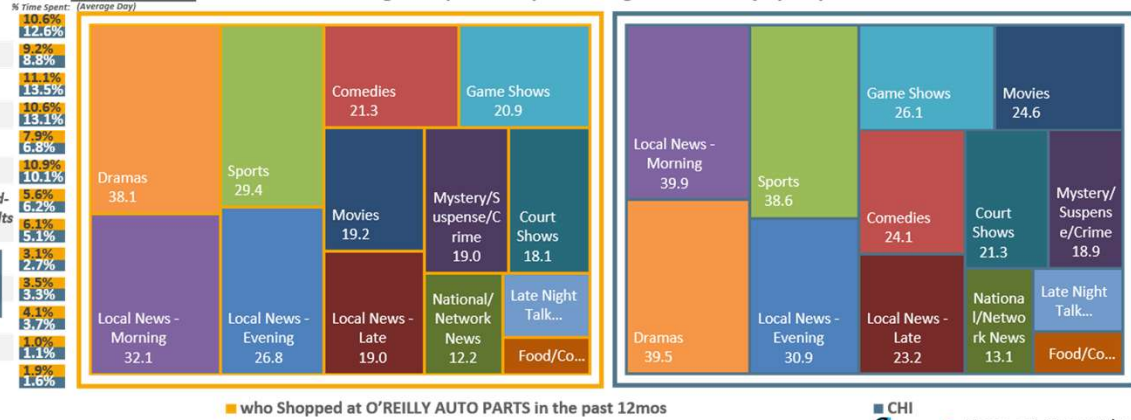
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



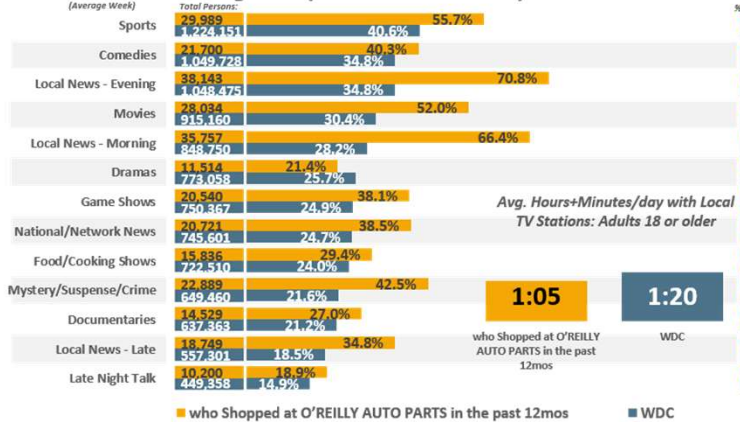
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



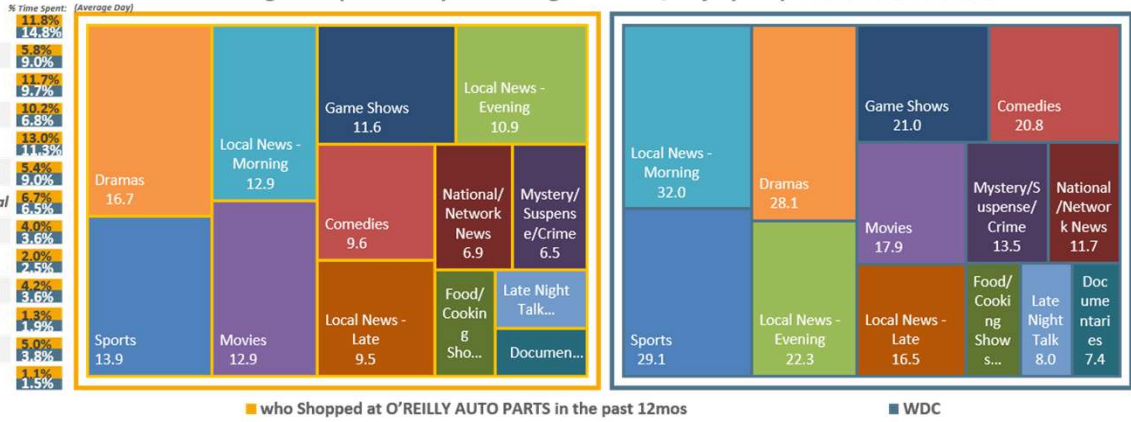


52,789 or 38.3% of Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Local News - Morning, Sports, Movies, Mystery/Suspense/Crime, and Science Fiction

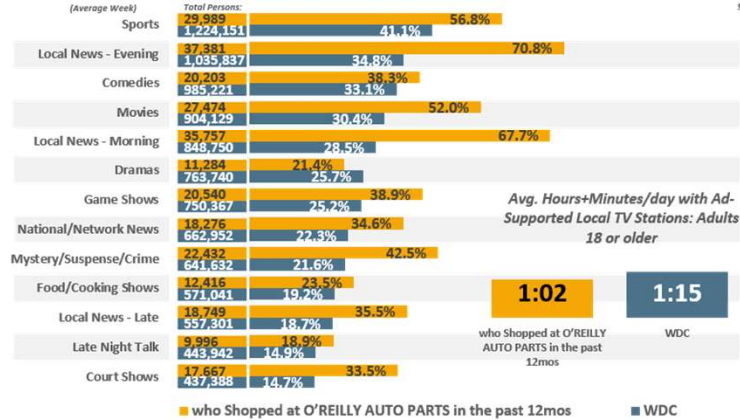
Local TV Station Programs (Persons & % Reach): Adults 18 or older



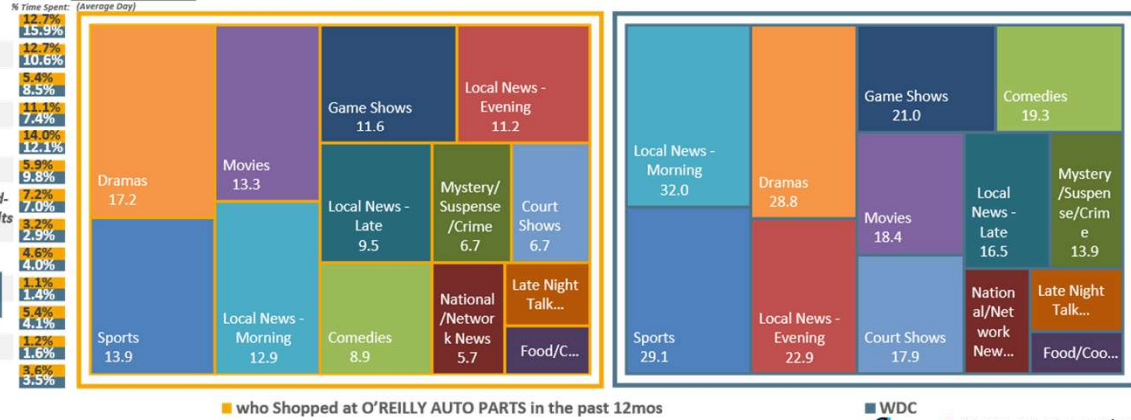
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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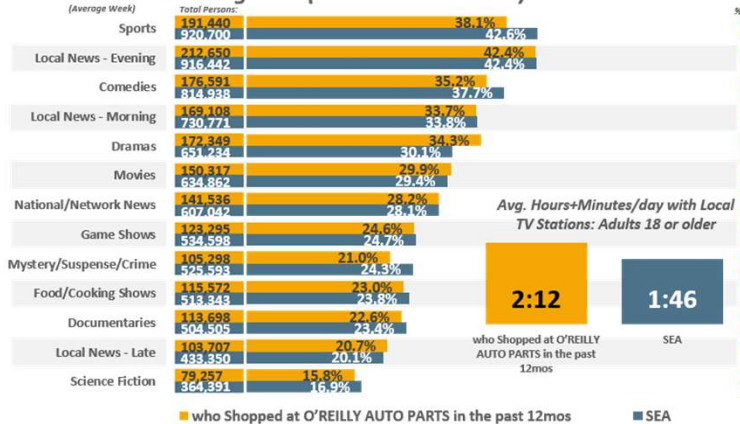
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): O'Reilly Auto Parts

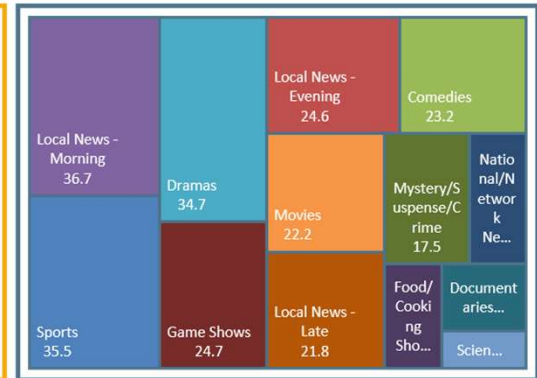
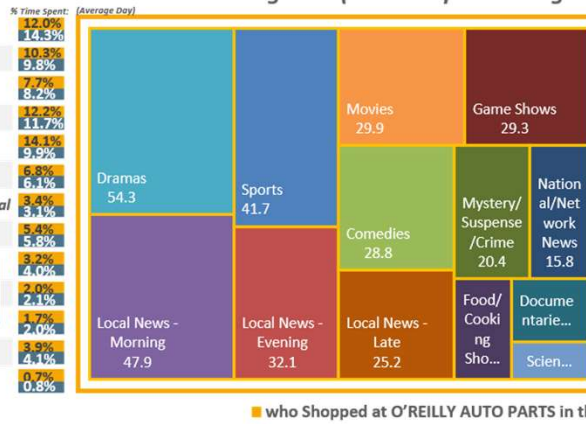


495,303 or 51.5% of Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Dramas, Local News - Morning, Comedies, and Movies.

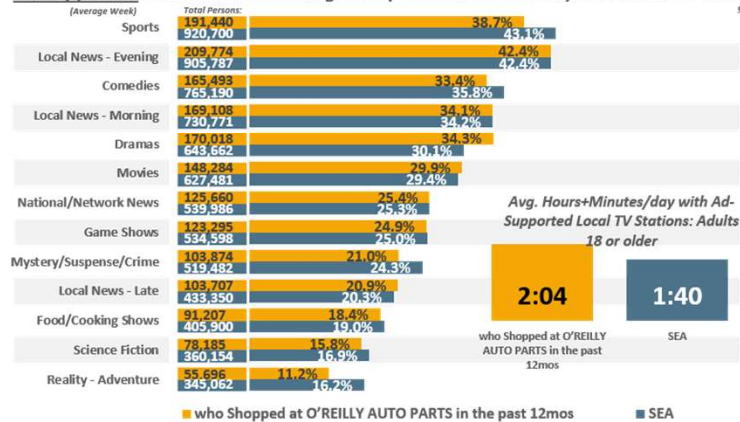
Local TV Station Programs (Persons & % Reach): Adults 18 or older



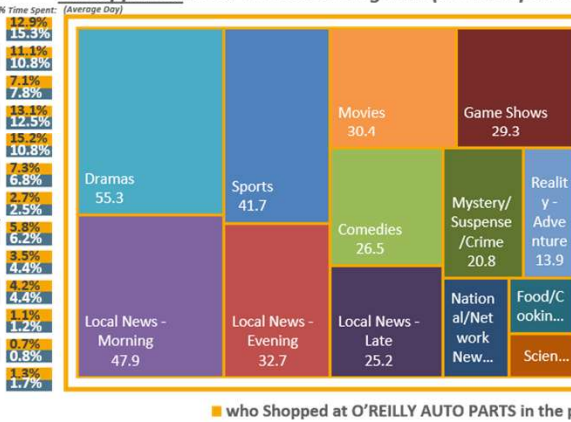
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 799
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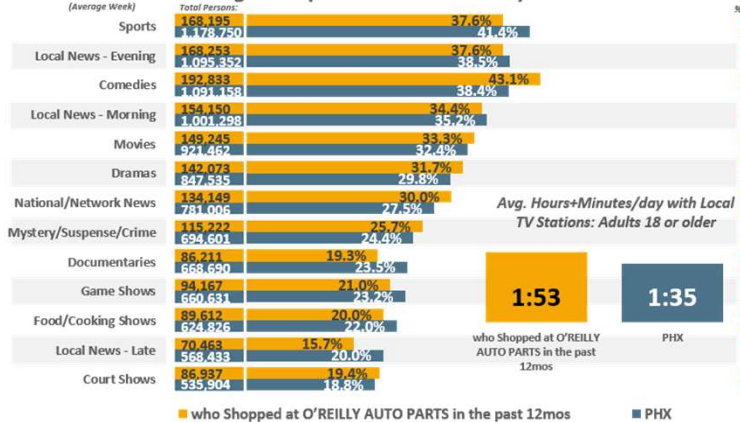
SEA
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): O'Reilly Auto Parts

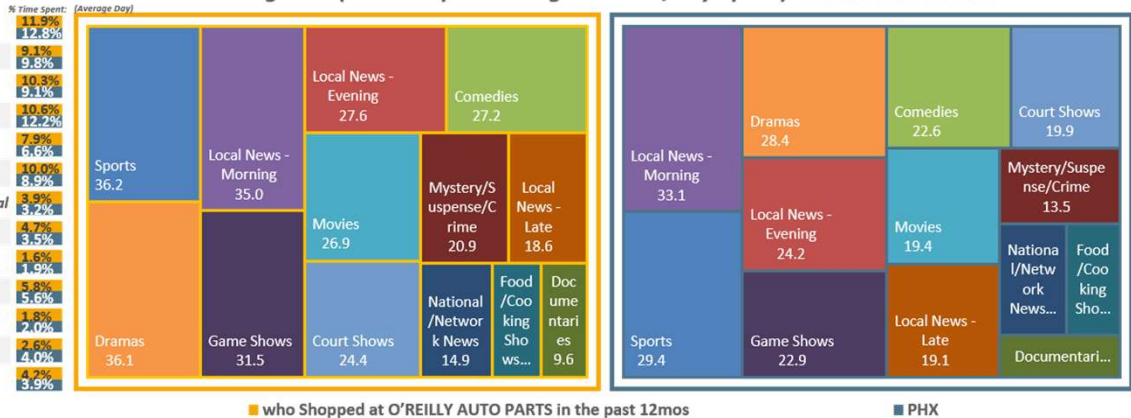


440,052 or 60.5% of Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Sports, Local News - Evening, Local News - Morning, Movies, and Dramas.

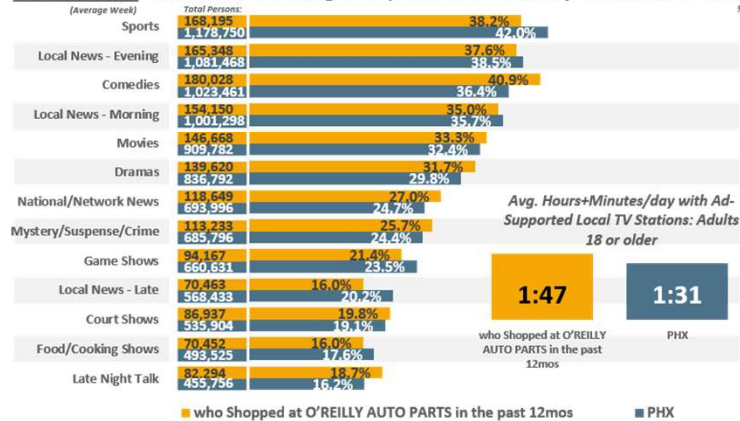
Local TV Station Programs (Persons & % Reach): Adults 18 or older



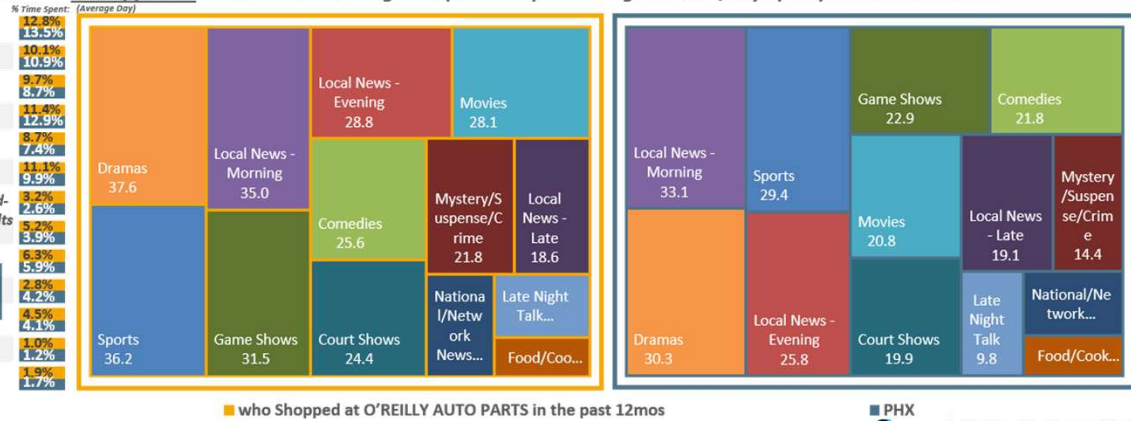
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 376
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PHX
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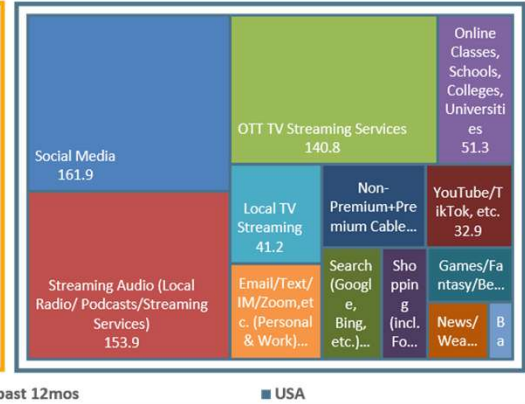
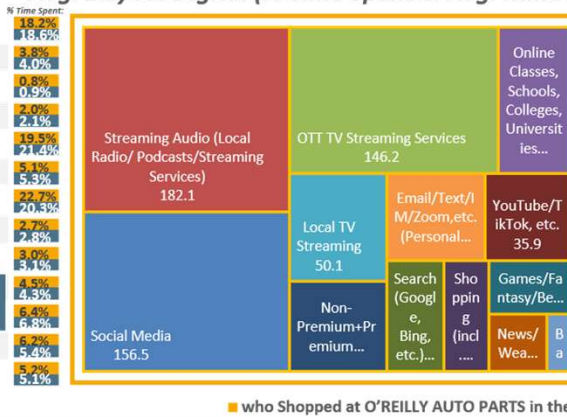
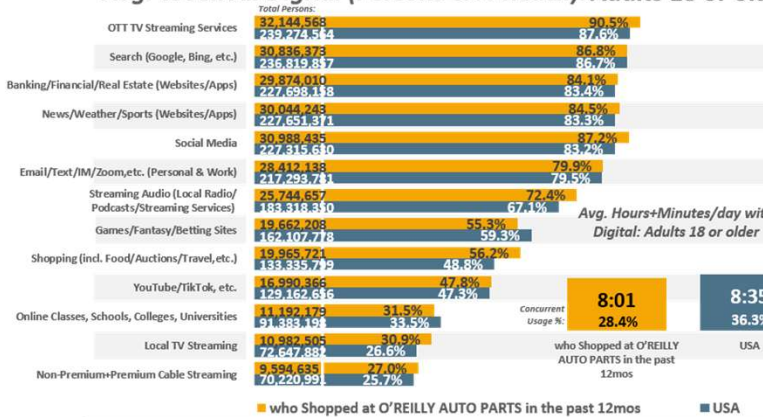
Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): O'Reilly Auto Parts



28,126,310 or 79.1% of Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos use Ad-Supported Social Media for an average of 142. minutes every day representing 23.7% of all time spent daily with Ad-Supported Digital Media.

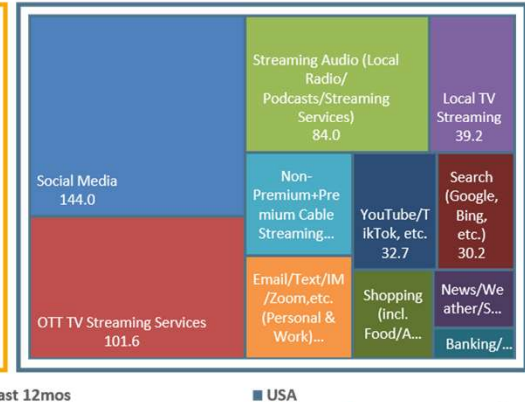
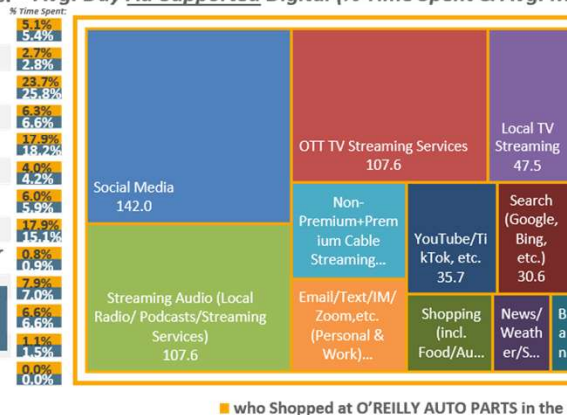
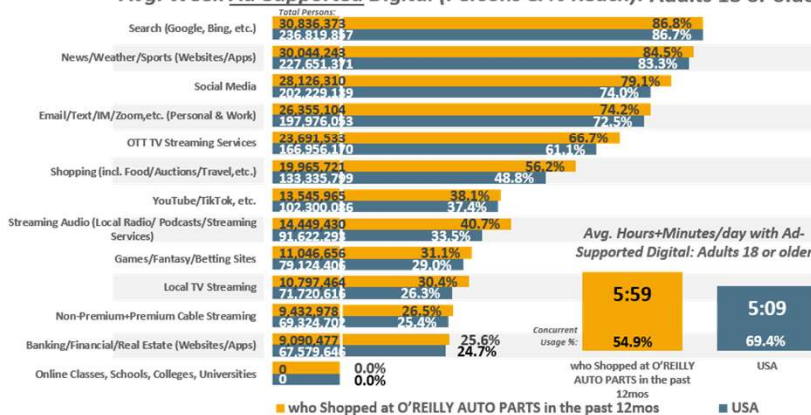
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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: Jan 25-Mar26 Qual Intab 2,785
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

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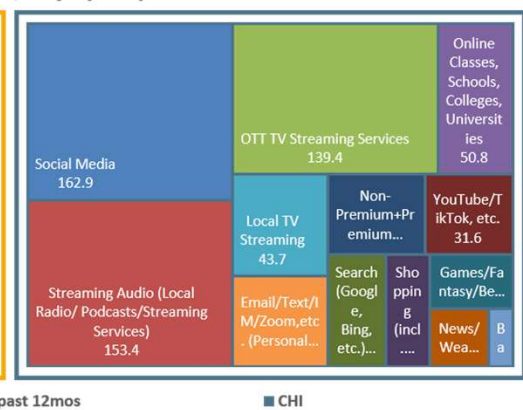
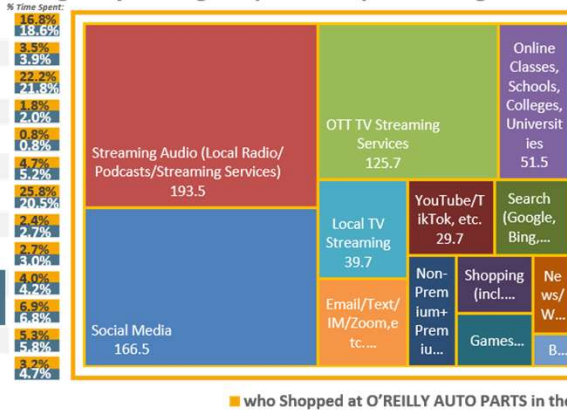
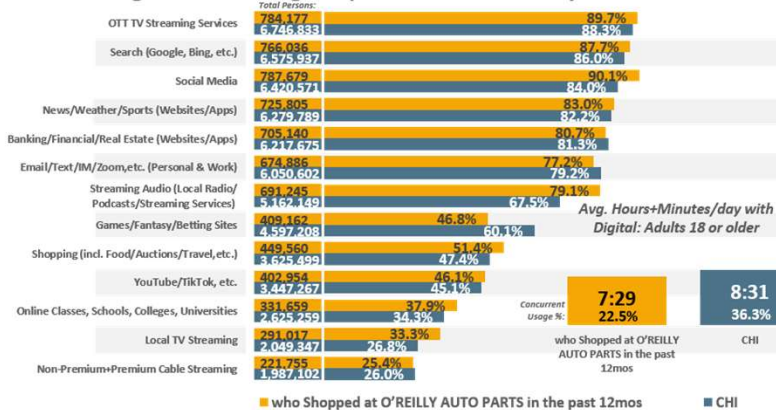
Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): O'Reilly Auto Parts



706,458 or 80.8% of Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos use Ad-Supported Social Media for an average of 149.3 minutes every day representing 26.8% of all time spent daily with Ad-Supported Digital Media.

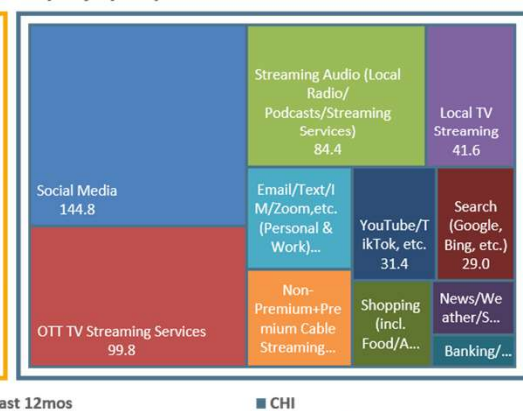
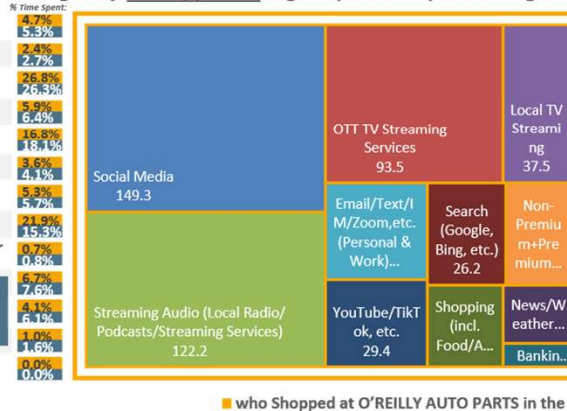
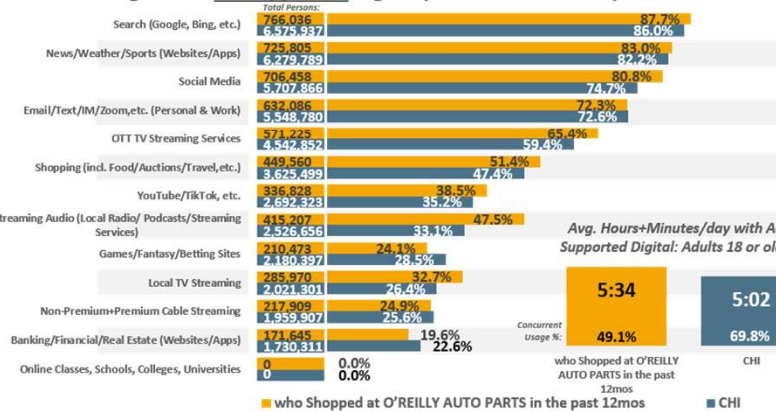
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 374
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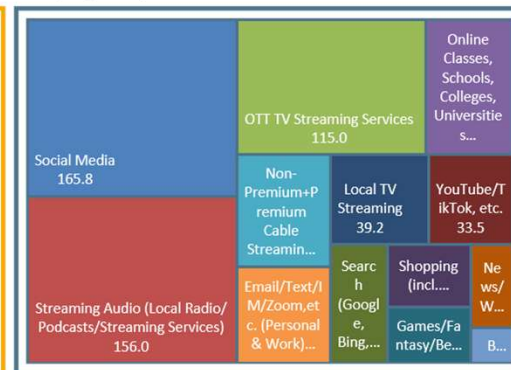
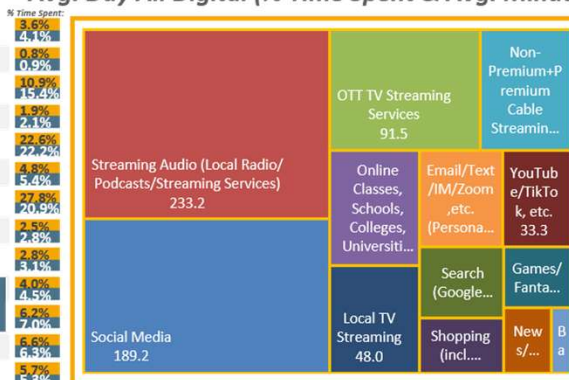
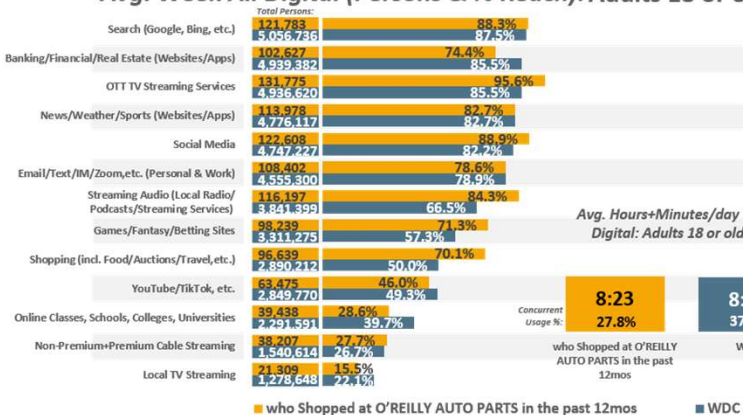
Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): O'Reilly Auto Parts



118,899 or 86.3% of Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos use Ad-Supported Social Media for an average of 183.5 minutes every day representing 29.2% of all time spent daily with Ad-Supported Digital Media.

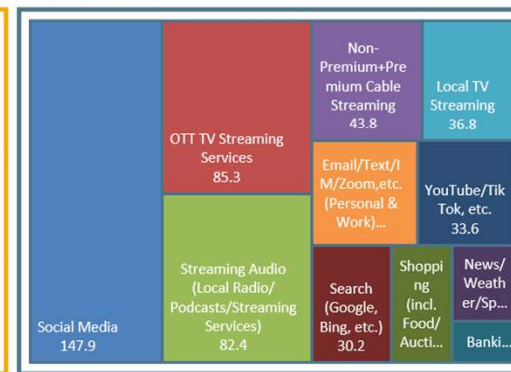
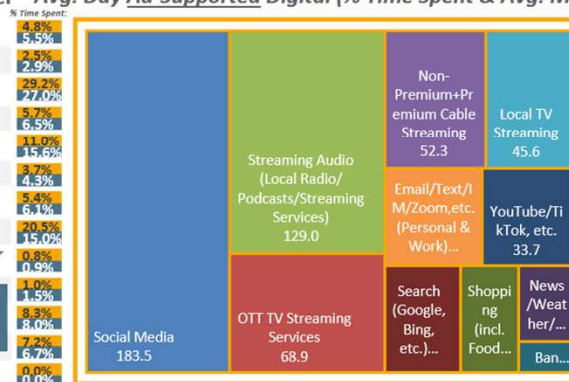
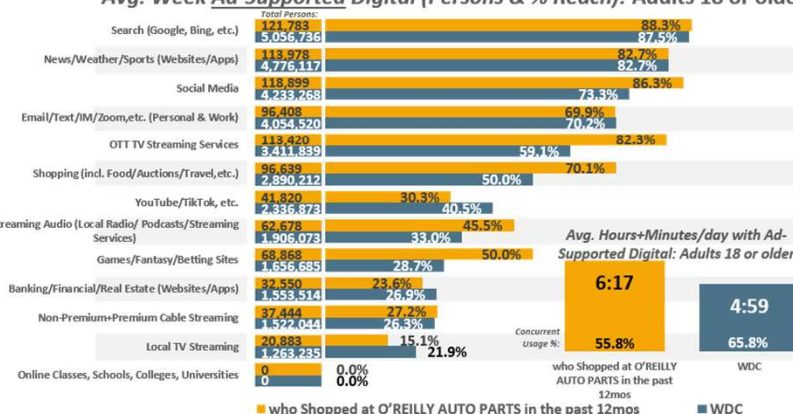
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 125
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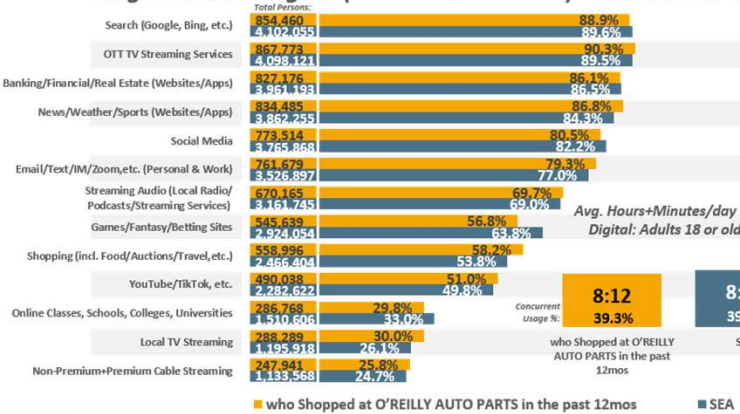
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): O'Reilly Auto Parts

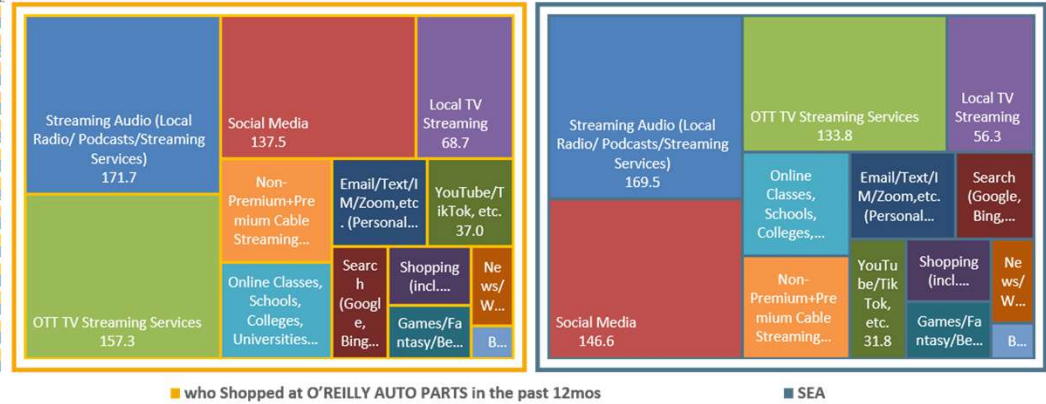


686,392 or 71.4% of Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos use Ad-Supported Social Media for an average of 122. minutes every day representing 19.9% of all time spent daily with Ad-Supported Digital Media.

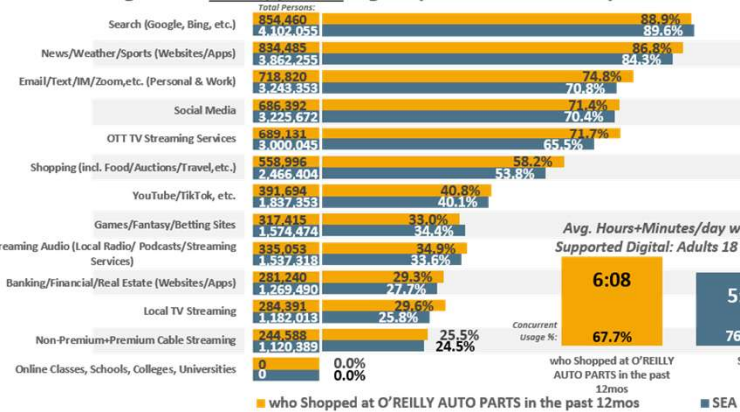
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



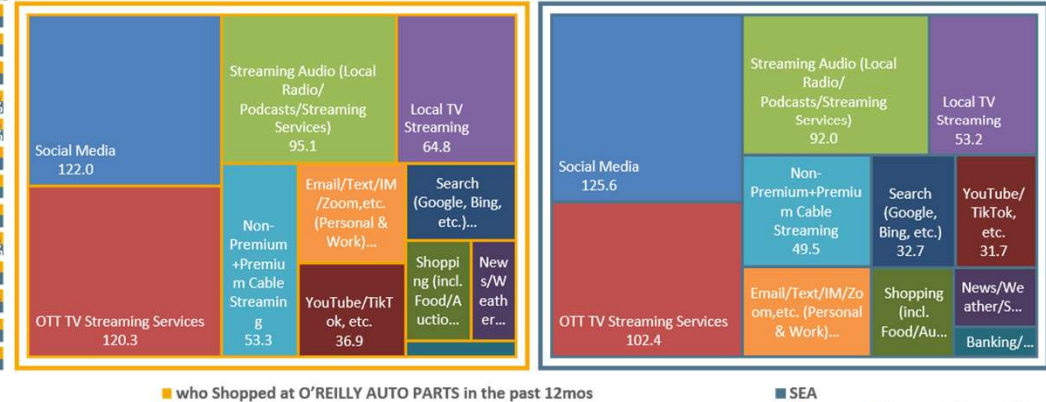
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 799
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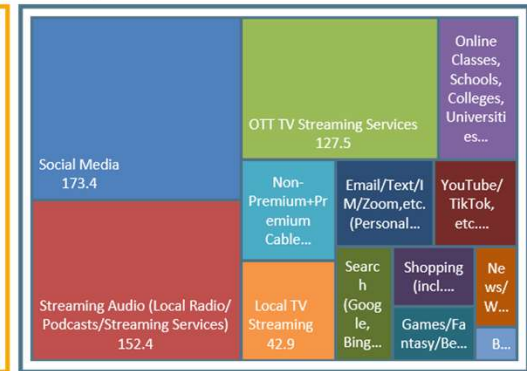
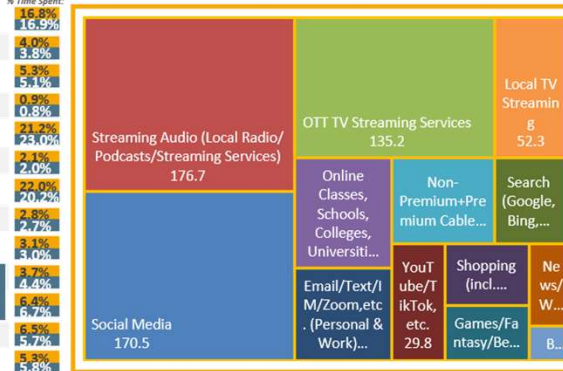
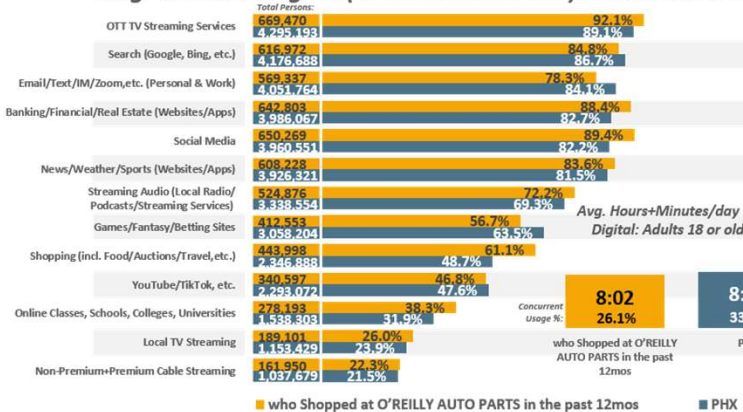
Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): O'Reilly Auto Parts



602,790 or 82.9% of Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos use Ad-Supported Social Media for an average of 158.1 minutes every day representing 26.3% of all time spent daily with Ad-Supported Digital Media.

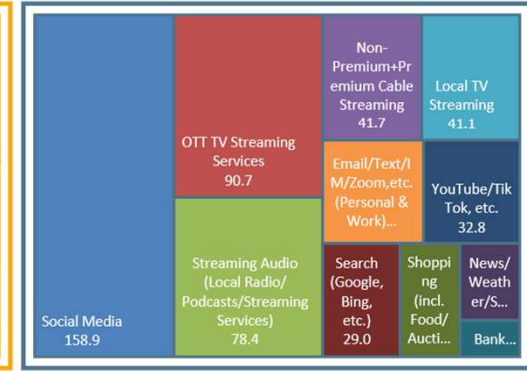
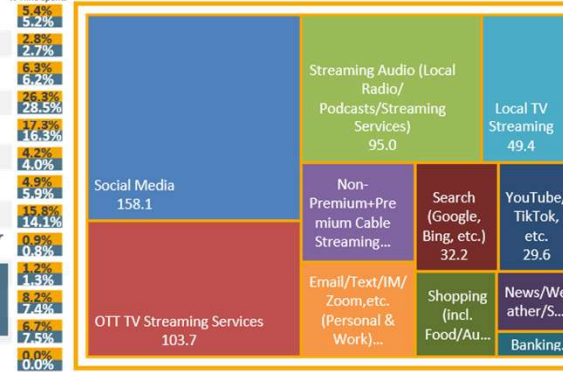
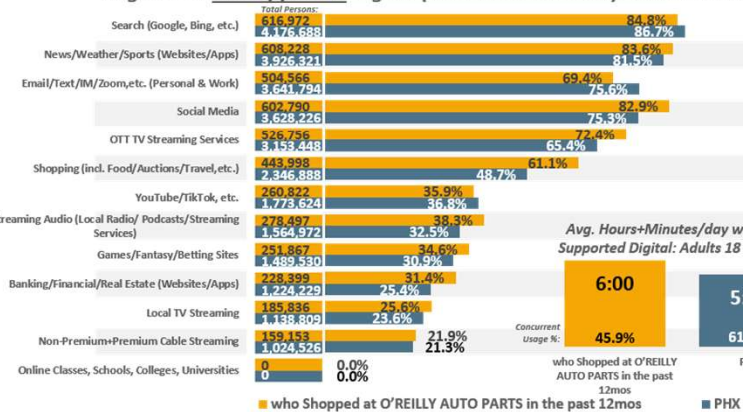
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 376
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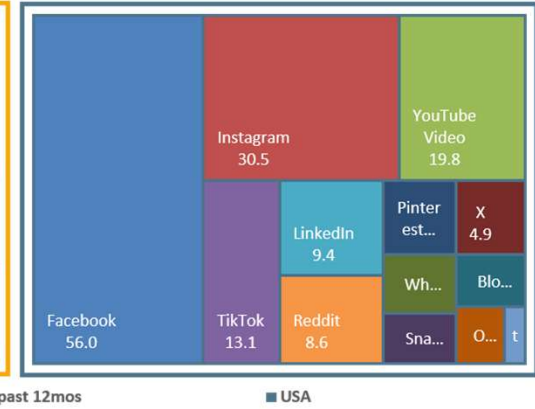
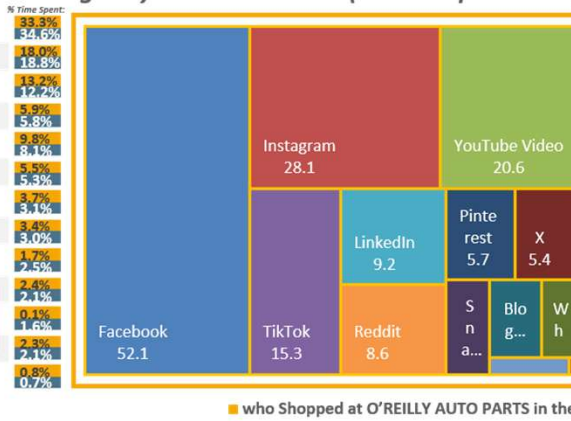
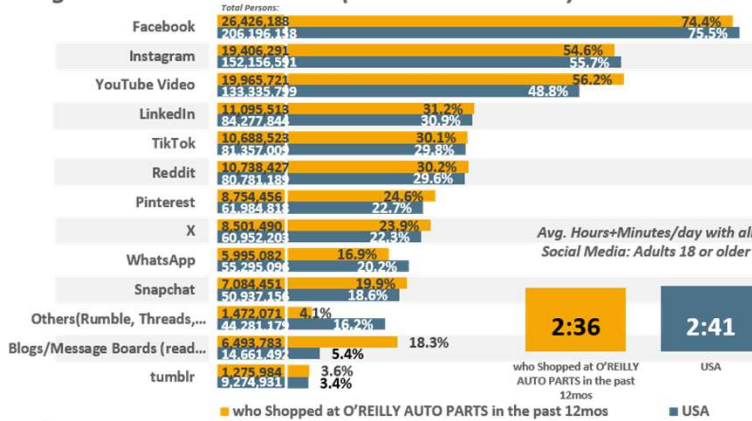
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): O'Reilly Auto Parts

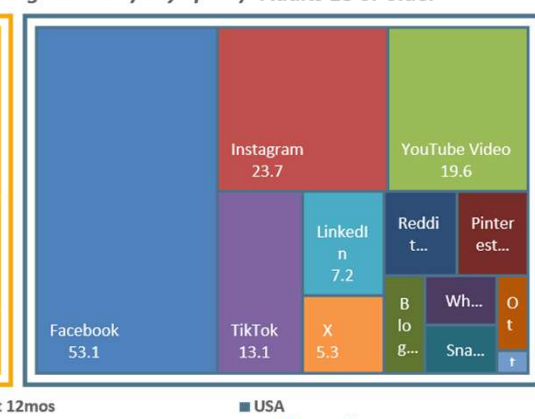
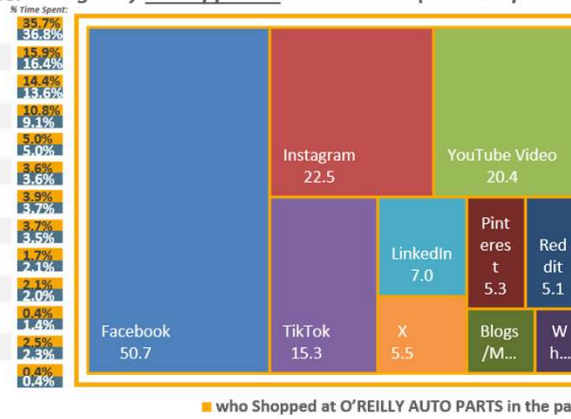
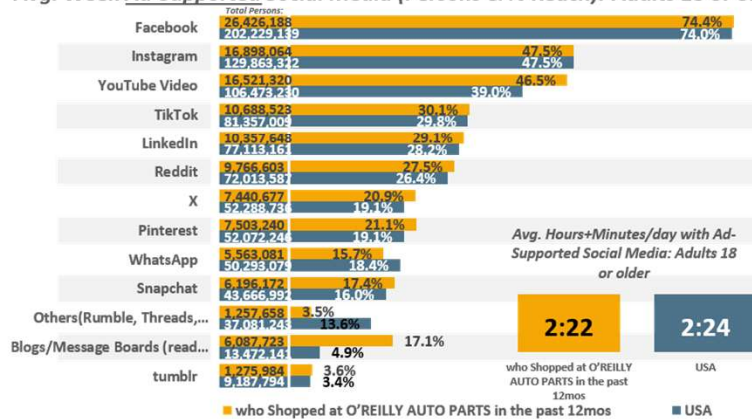


26,426,188 or 74.4% of Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos use Ad-Supported Facebook for an average of 50.7 minutes every day representing 35.7% of all time spent daily with Ad-Supported Social Media.

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**



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 2,785
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

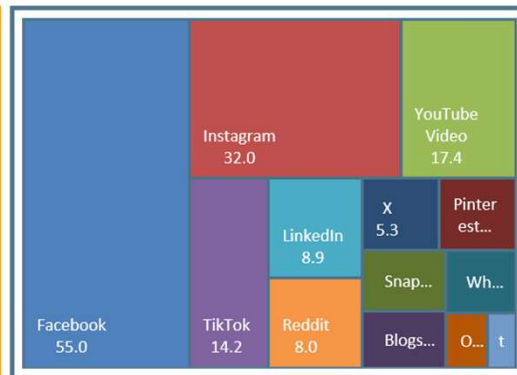
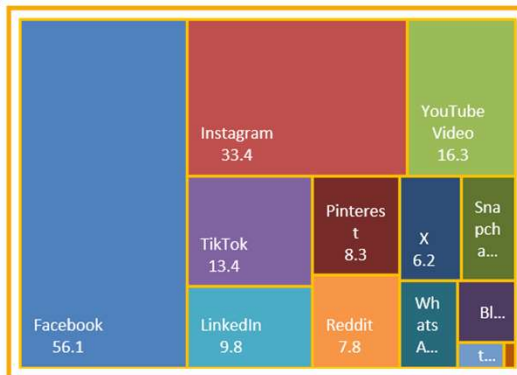
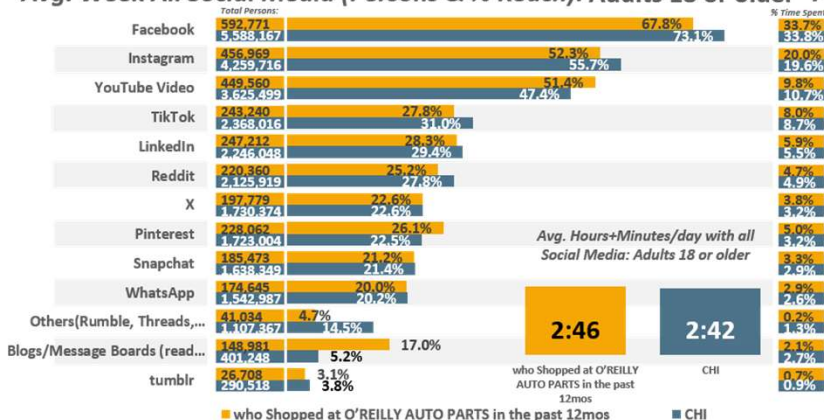
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): O'Reilly Auto Parts

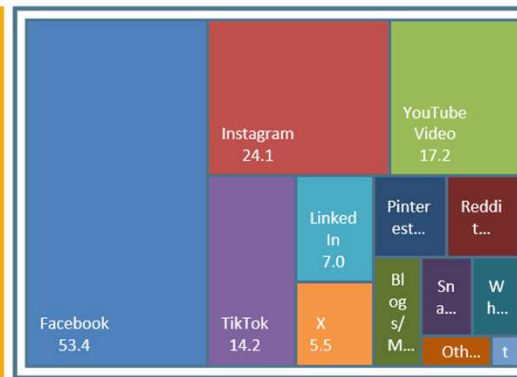
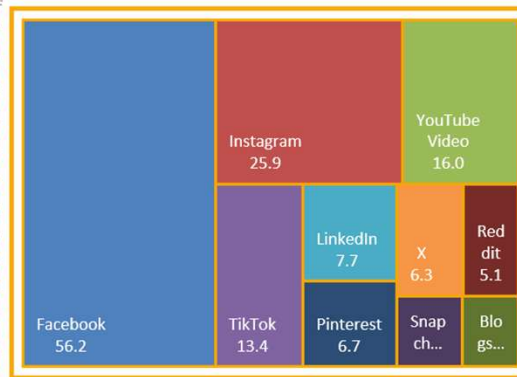
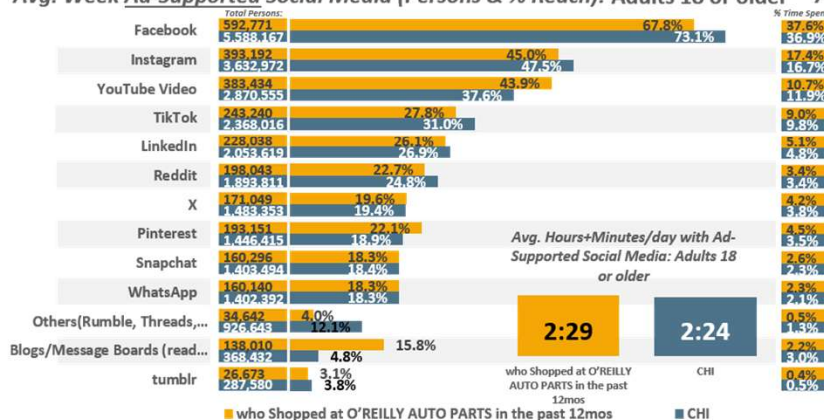


592,771 or 67.8% of Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos use Ad-Supported Facebook for an average of 56.2 minutes every day representing 37.6% of all time spent daily with Ad-Supported Social Media.

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



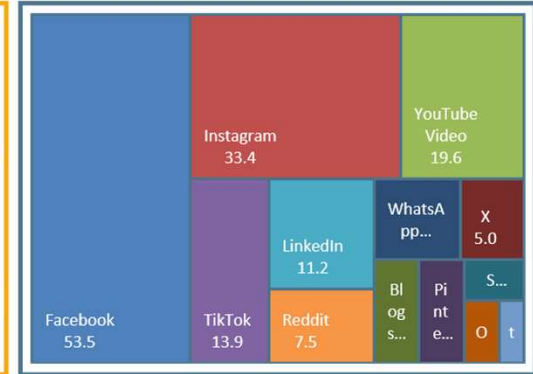
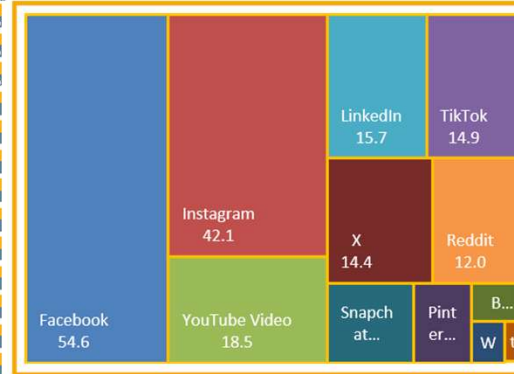
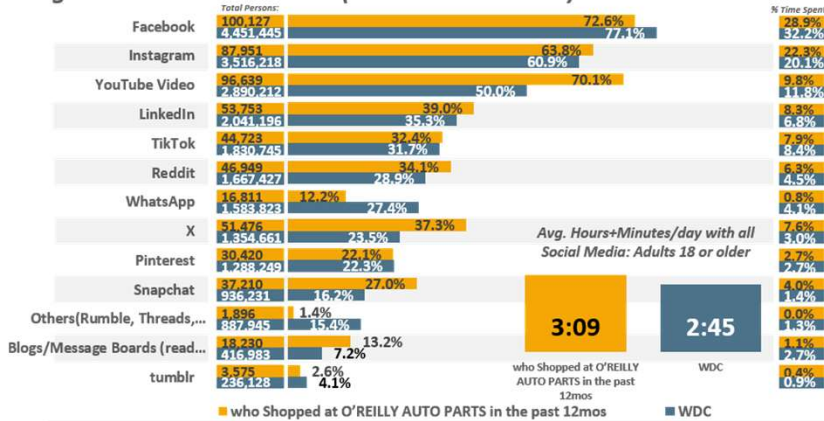
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



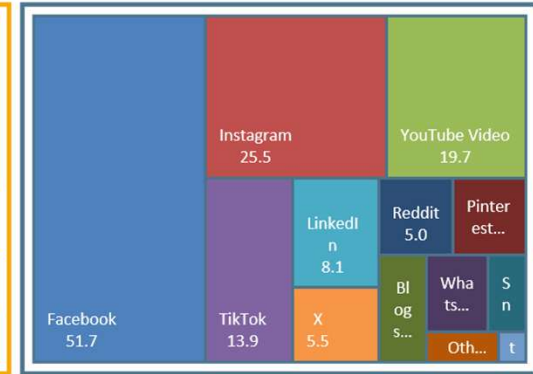
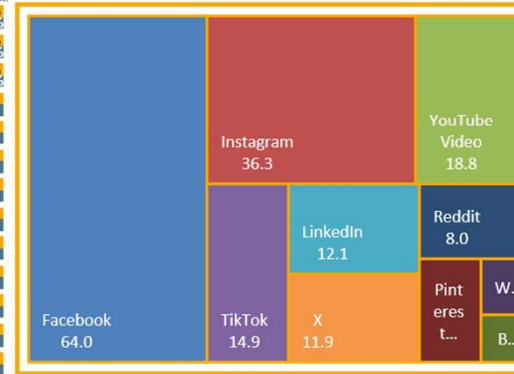
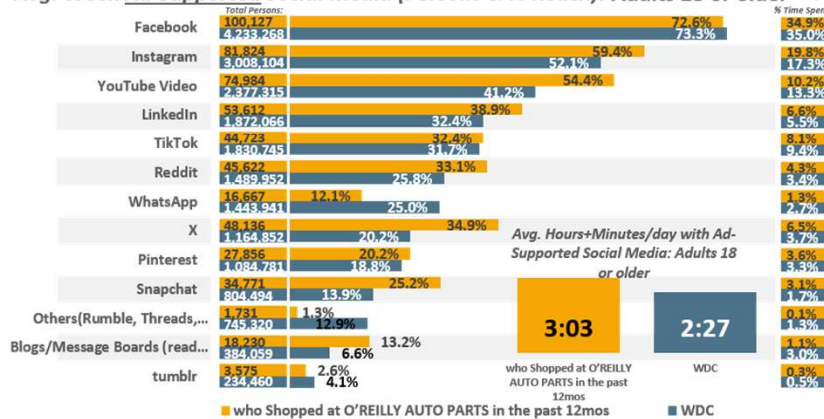


100,127 or 72.6% of Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos use Ad-Supported Facebook for an average of 64. minutes every day representing 34.9% of all time spent daily with Ad-Supported Social Media.

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**



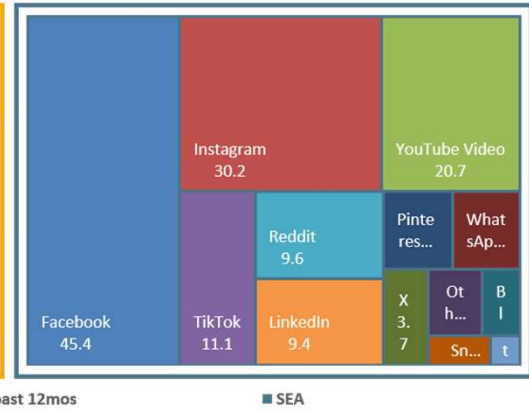
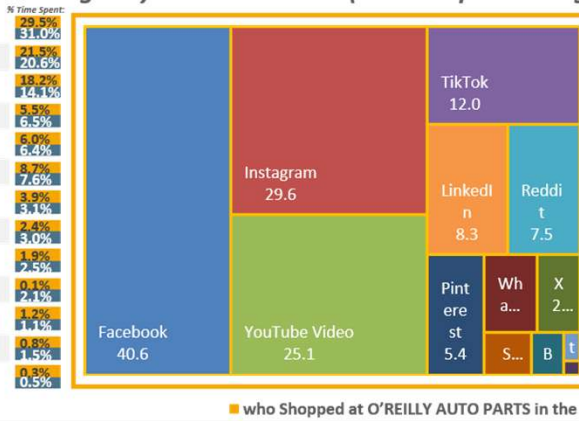
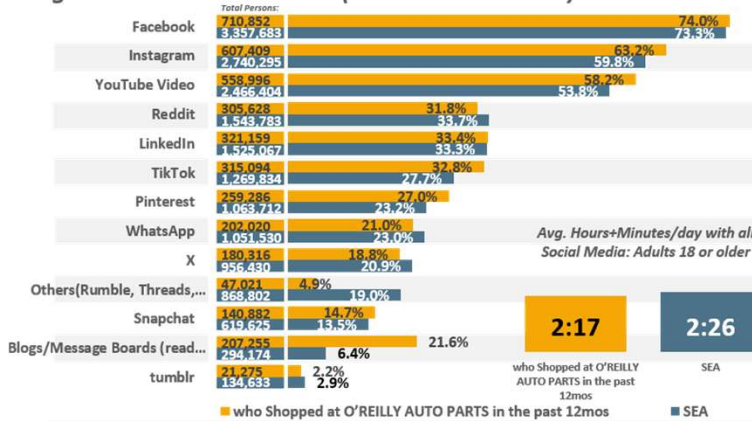
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



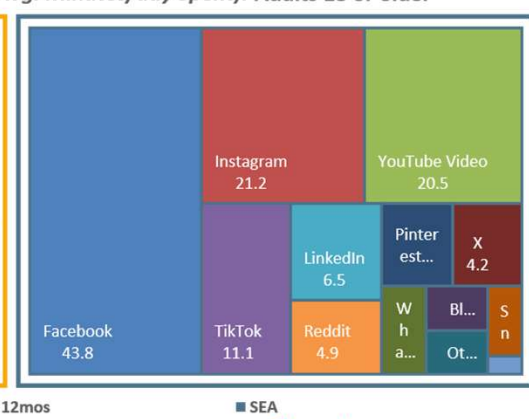
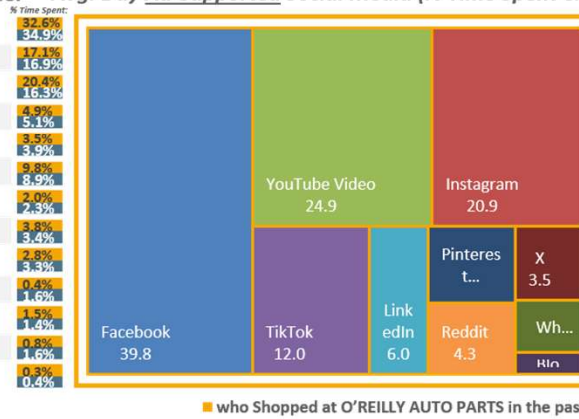
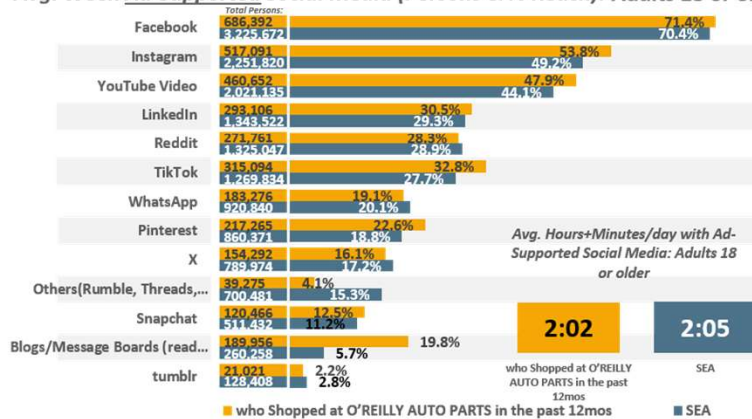


686,392 or 71.4% of Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos use Ad-Supported Facebook for an average of 39.8 minutes every day representing 32.6% of all time spent daily with Ad-Supported Social Media.

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



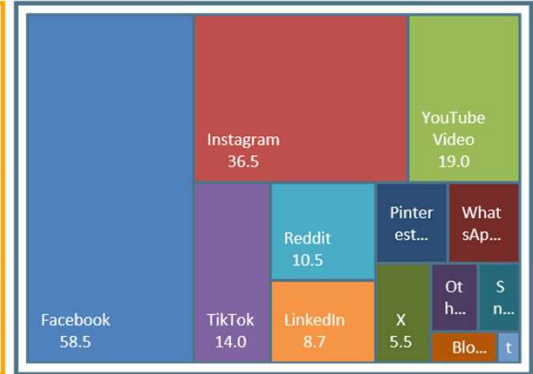
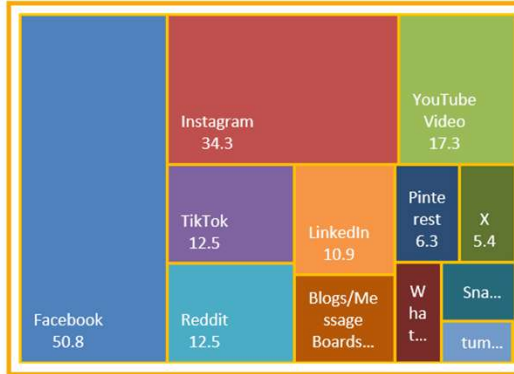
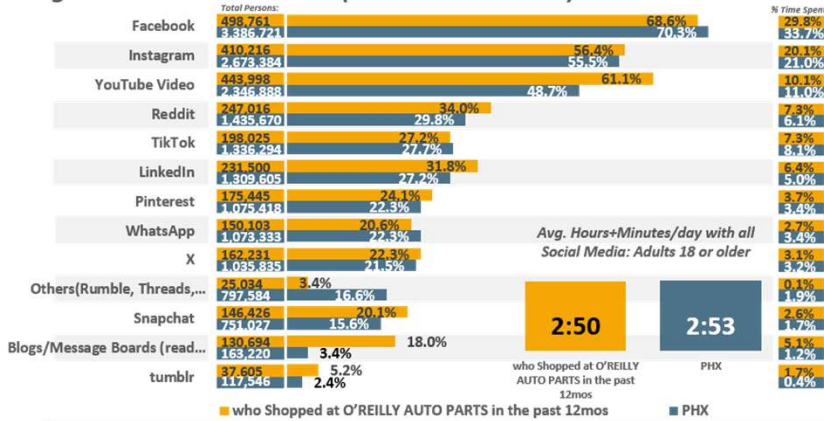
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



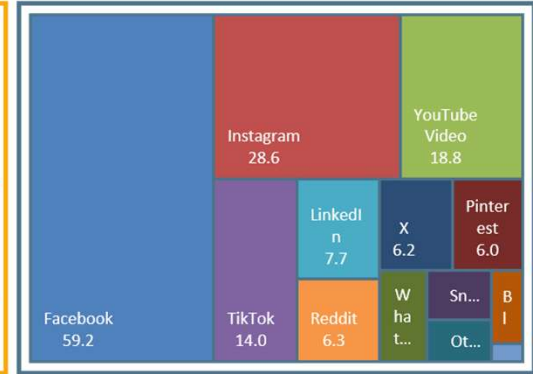
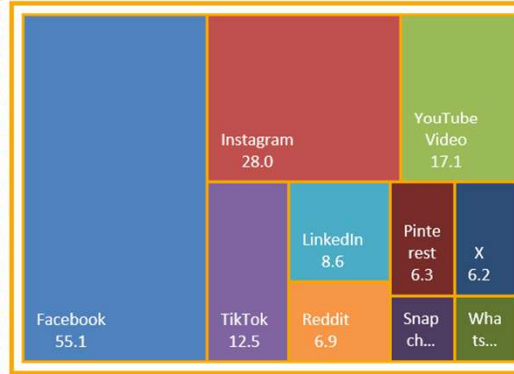
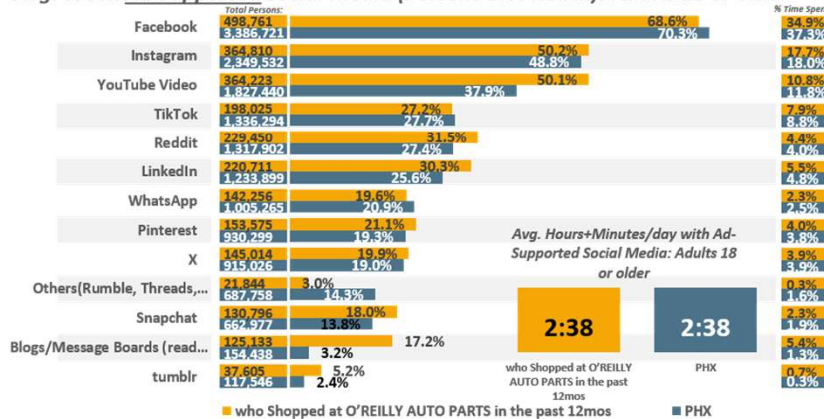


498,761 or 68.6% of Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos use Ad-Supported Facebook for an average of 55.1 minutes every day representing 34.9% of all time spent daily with Ad-Supported Social Media.

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**



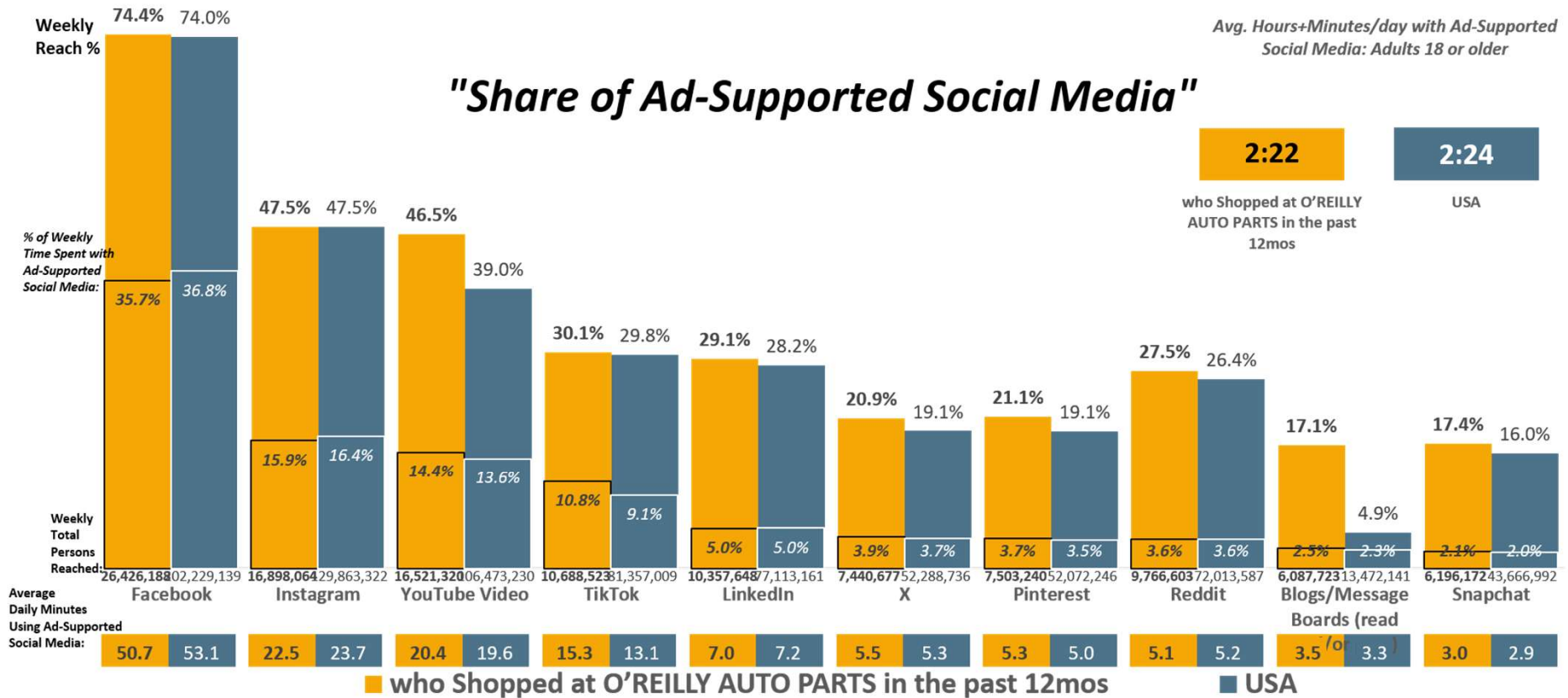
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





26,426,188 or 74.4% of Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos use Ad-Supported Facebook for an average of 50.7 minutes every day representing 35.7% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 2,785
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

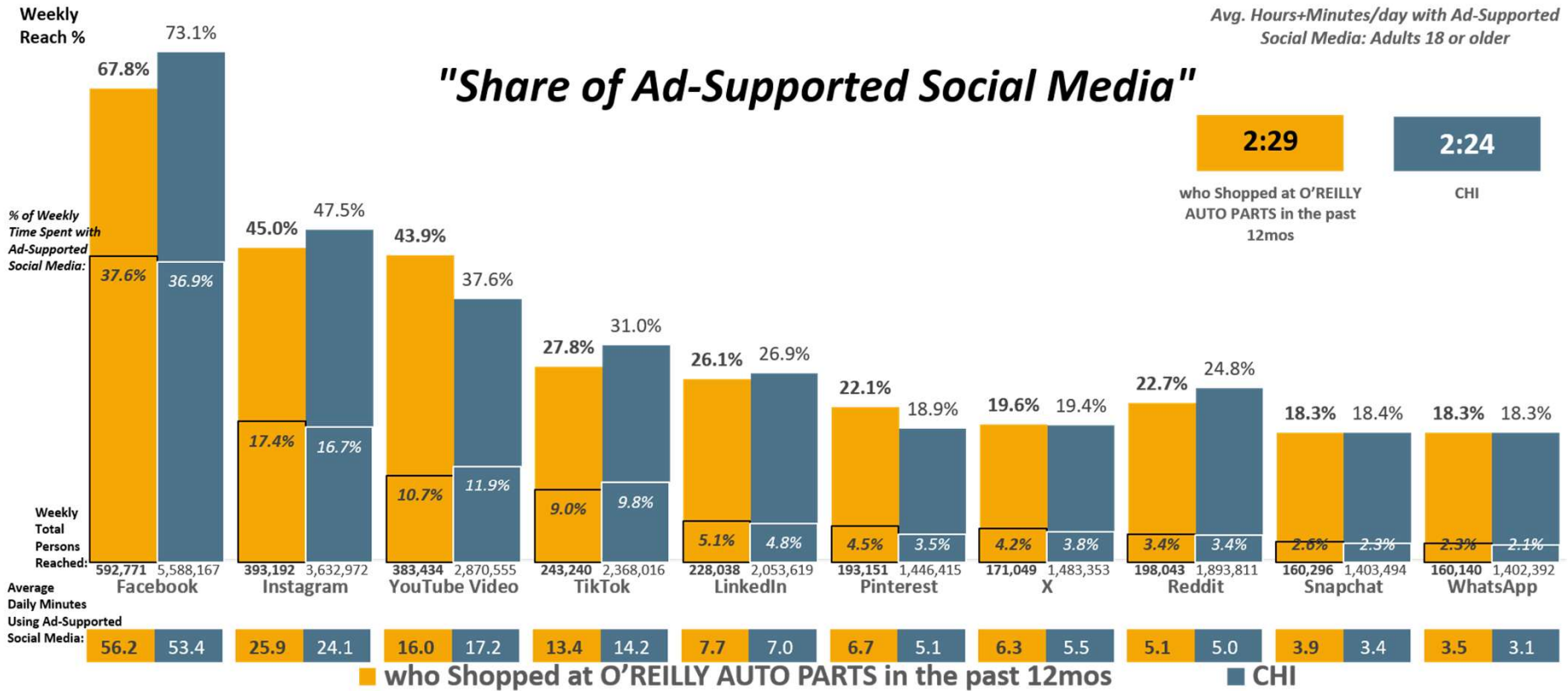
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): O'Reilly Auto Parts



592,771 or 67.8% of Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos use Ad-Supported Facebook for an average of 56.2 minutes every day representing 37.6% of all time spent daily with Ad-Supported Social Media.

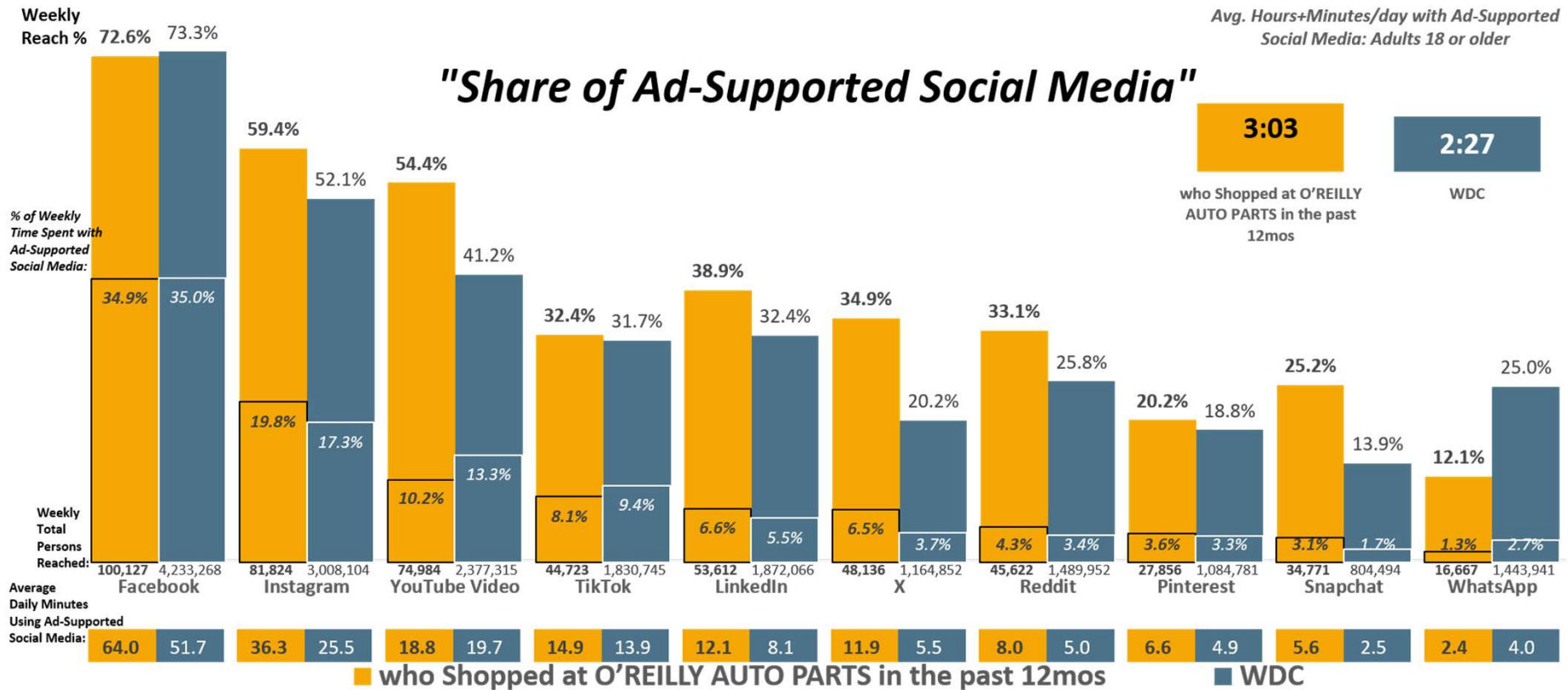
"Share of Ad-Supported Social Media"





100,127 or 72.6% of Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos use Ad-Supported Facebook for an average of 64. minutes every day representing 34.9% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 125 WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 5,703
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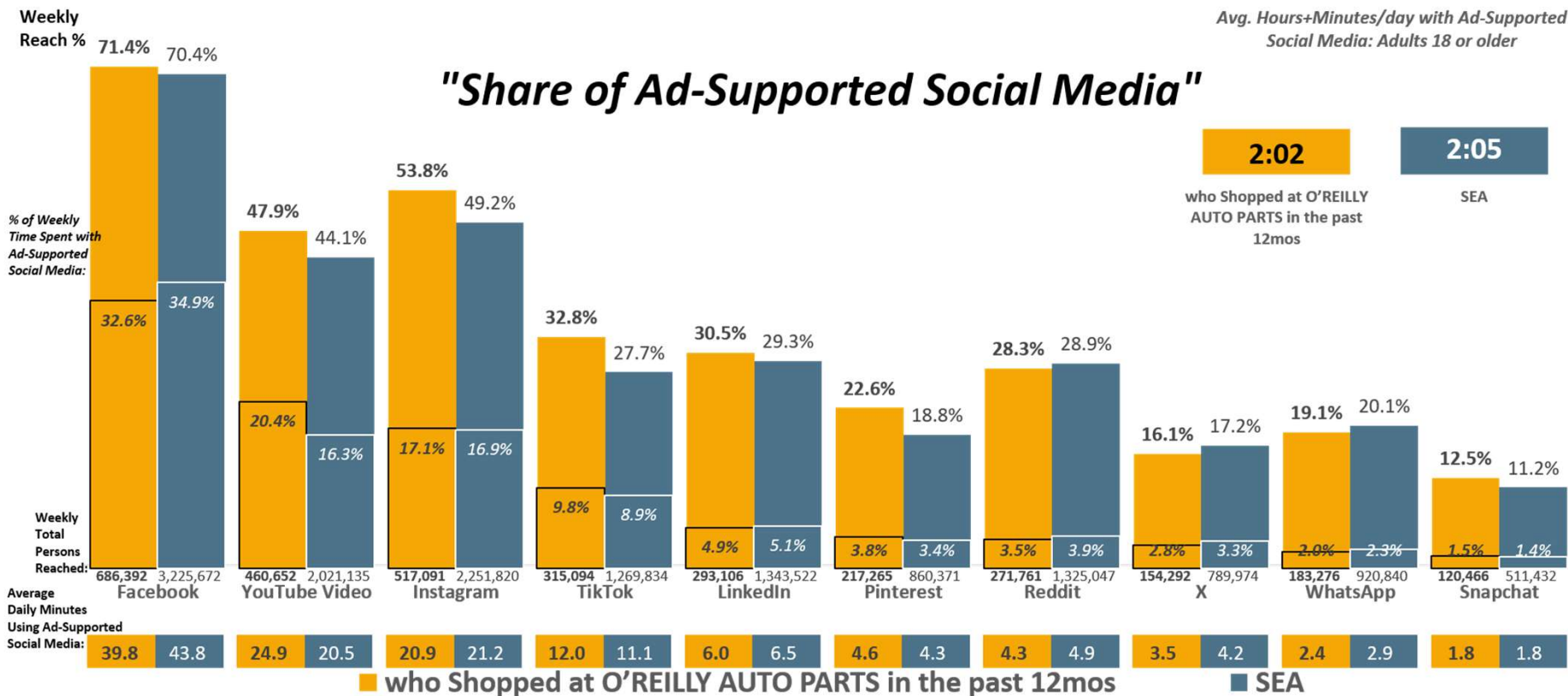
soefa.ai Share of Everything for Anything ®

Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): O'Reilly Auto Parts



686,392 or 71.4% of Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos use Ad-Supported Facebook for an average of 39.8 minutes every day representing 32.6% of all time spent daily with Ad-Supported Social Media.

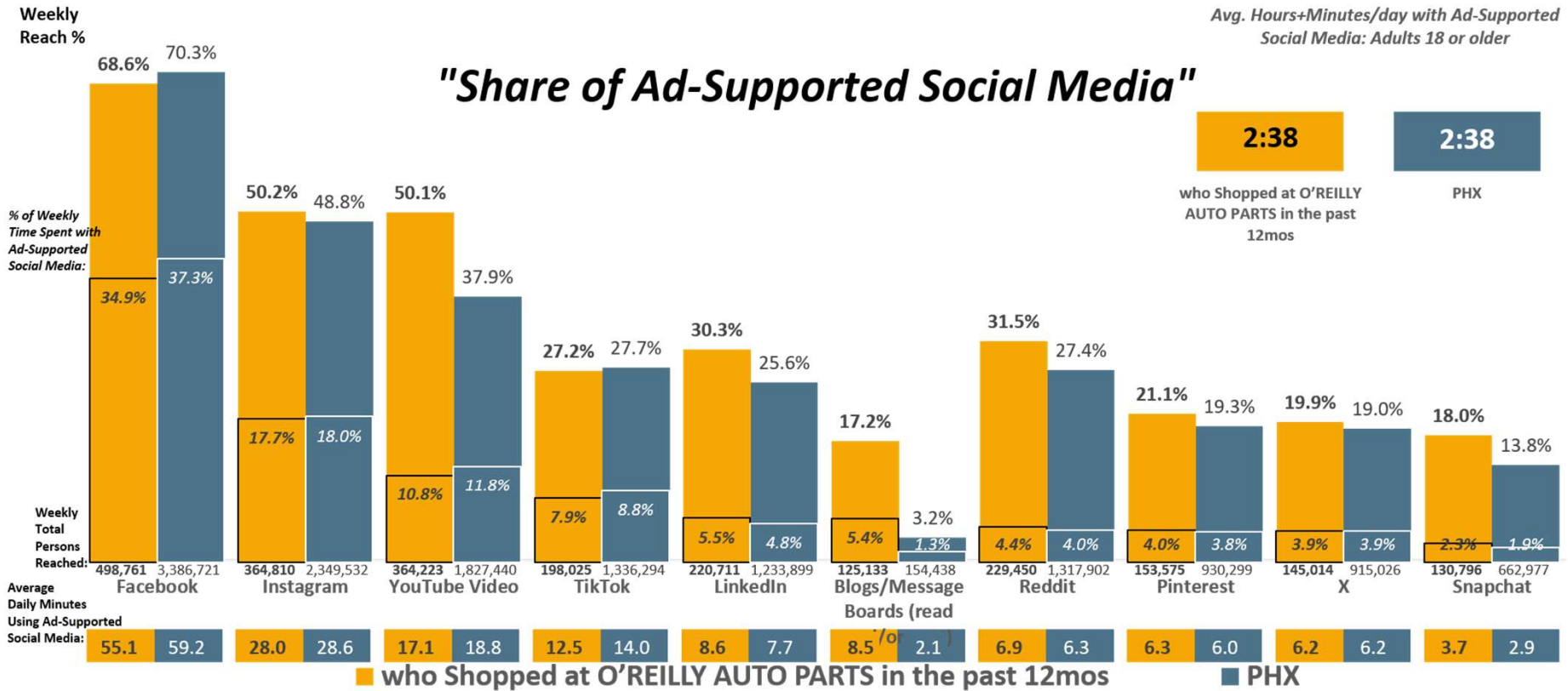
"Share of Ad-Supported Social Media"





498,761 or 68.6% of Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos use Ad-Supported Facebook for an average of 55.1 minutes every day representing 34.9% of all time spent daily with Ad-Supported Social Media.

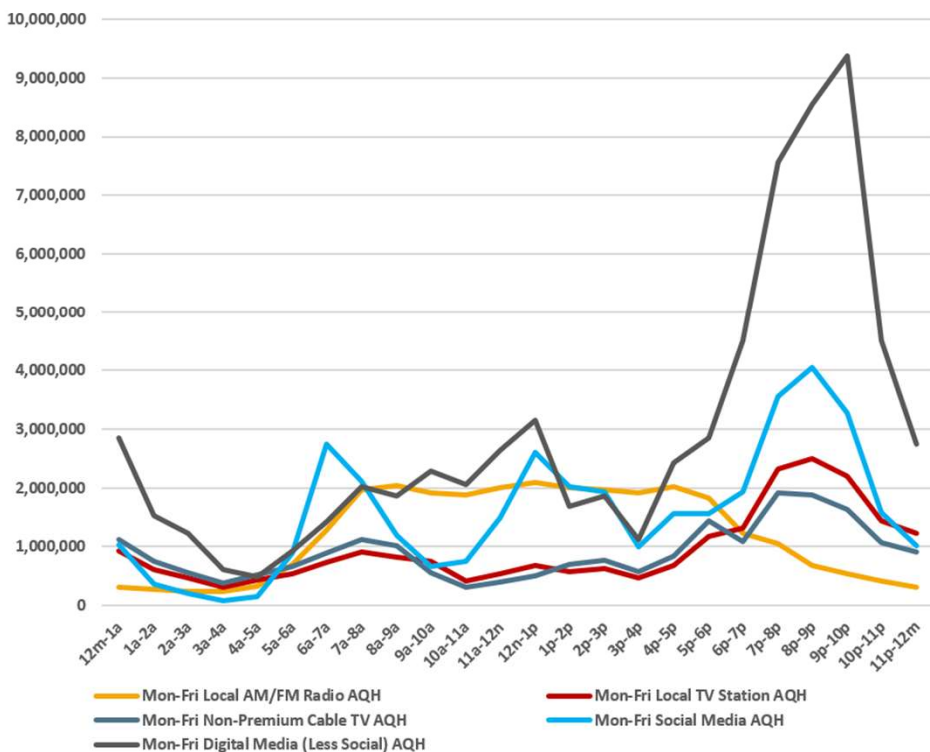
"Share of Ad-Supported Social Media"



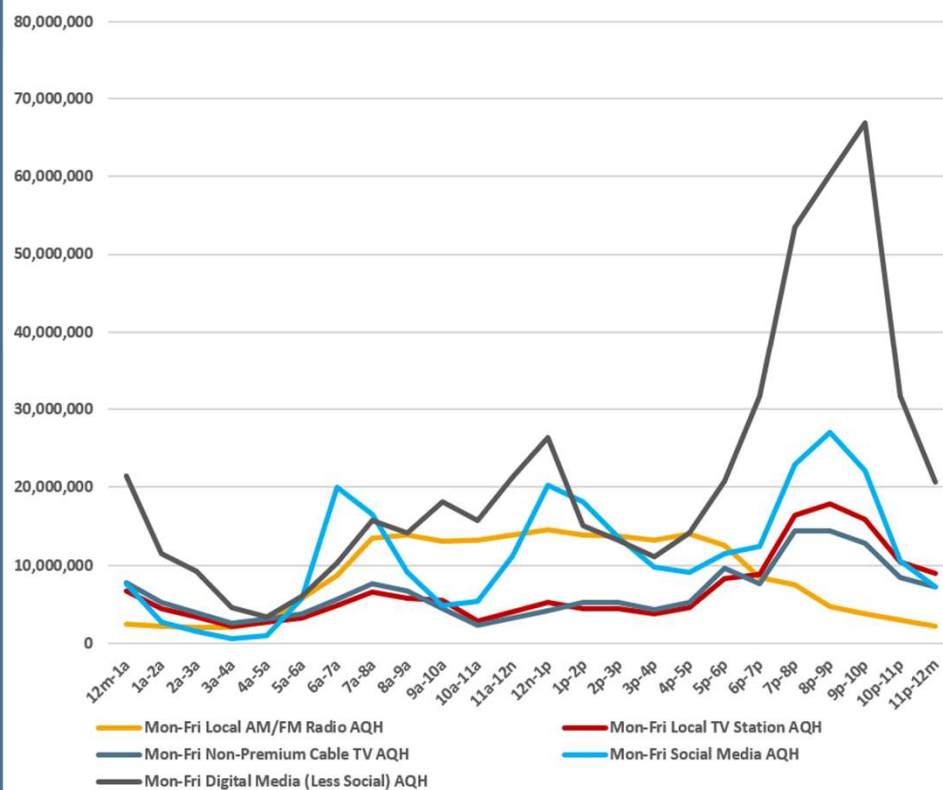


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 2,298,516;
Local Radio: 1,856,572; Social Media: 1,654,853; Non-Prem. Cable: 784,692; Local TV:
744,963 reaching Adults 18 or older who Shopped at O'REILLY AUTO PARTS in

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Shopped at O'REILLY AUTO PARTS in
the past 12mos**



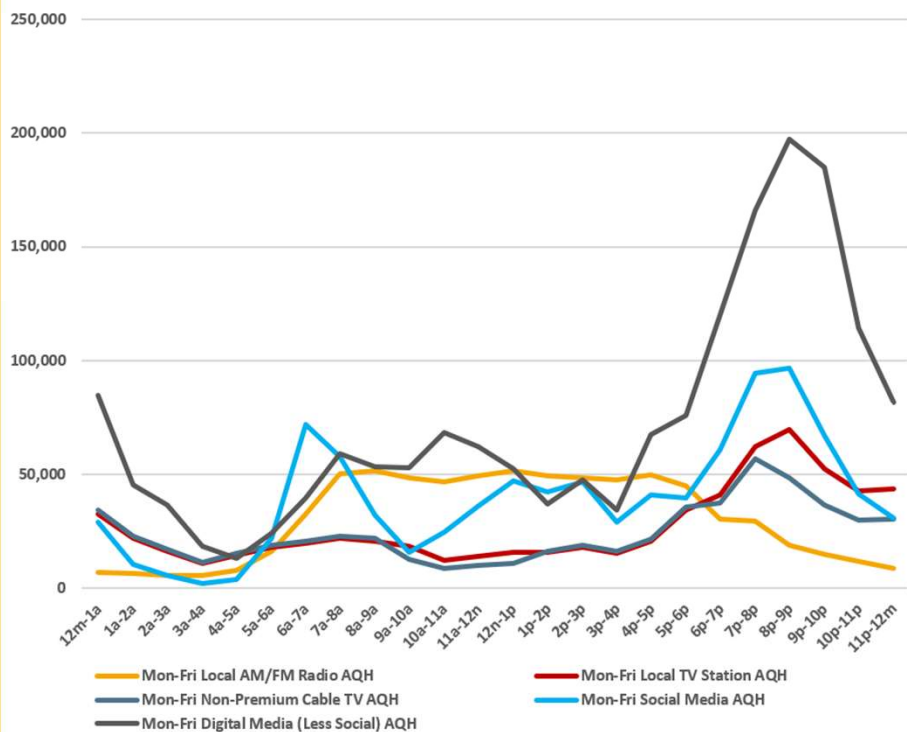
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA 210 DMA Area Adults 18 or older**



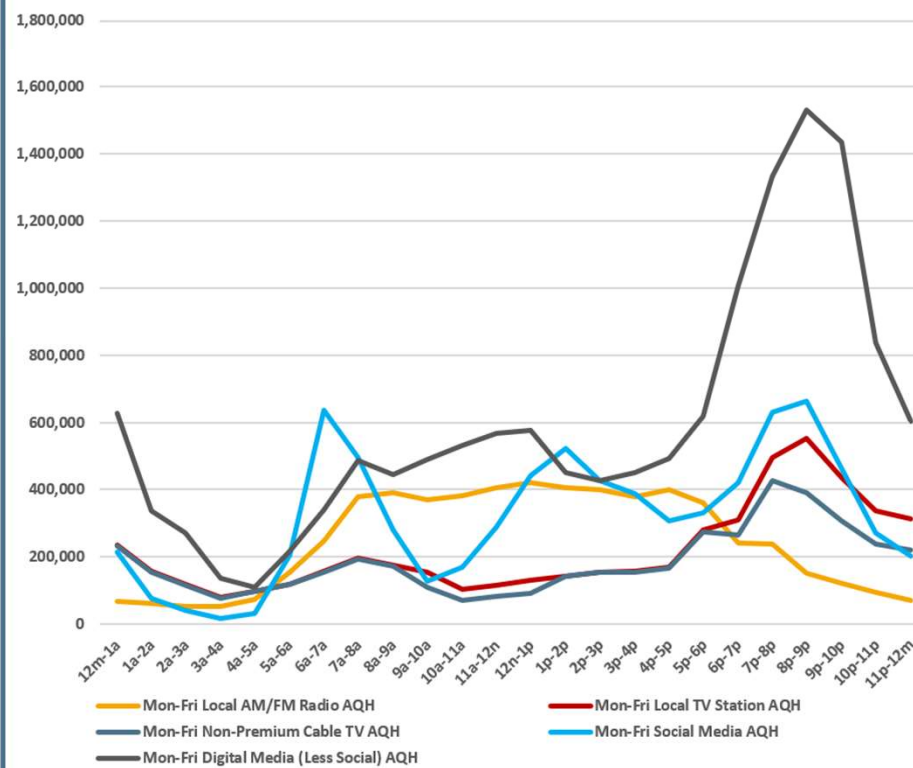


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 59,234; Local Radio: 46,180; Social Media: 41,886; Local TV: 20,569; Non-Prem. Cable: 19,496 reaching Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Shopped at O'REILLY AUTO PARTS in
the past 12mos**



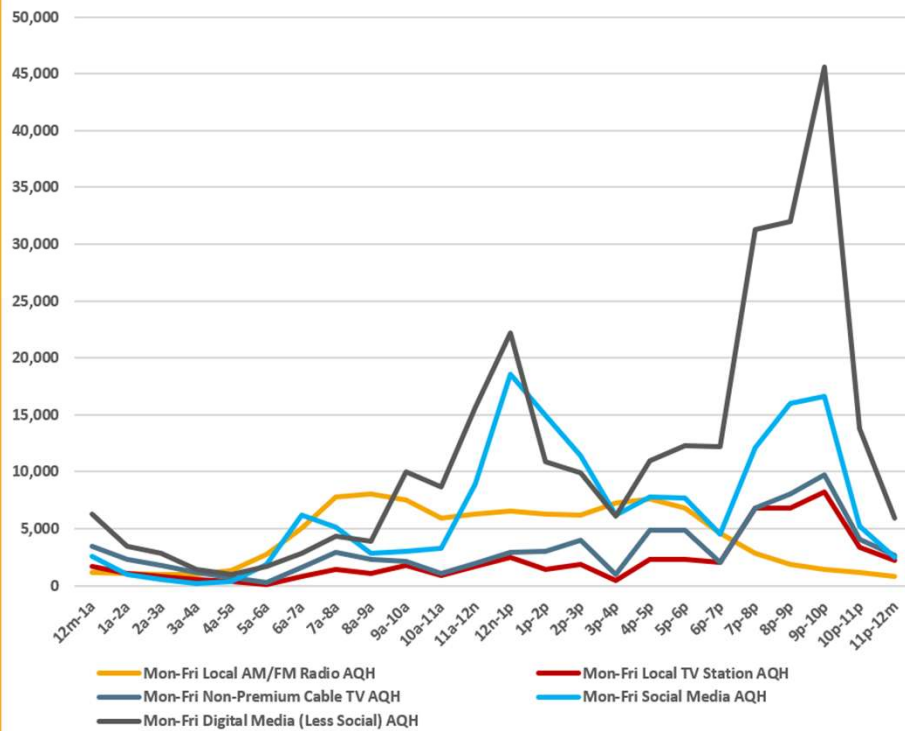
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
CHI Metro Area Adults 18 or older**



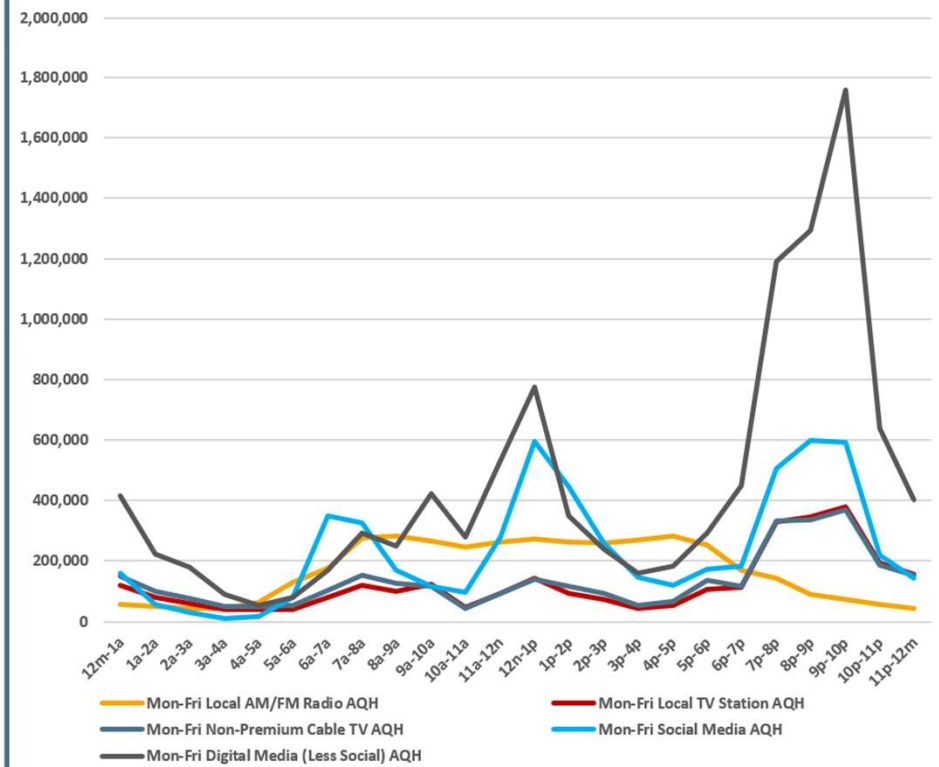


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 9,994;
Social Media: 7,723; Local Radio: 6,627; Non-Prem. Cable: 2,665; Local TV: 1,588 reaching
Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Shopped at O'REILLY AUTO PARTS in
the past 12mos



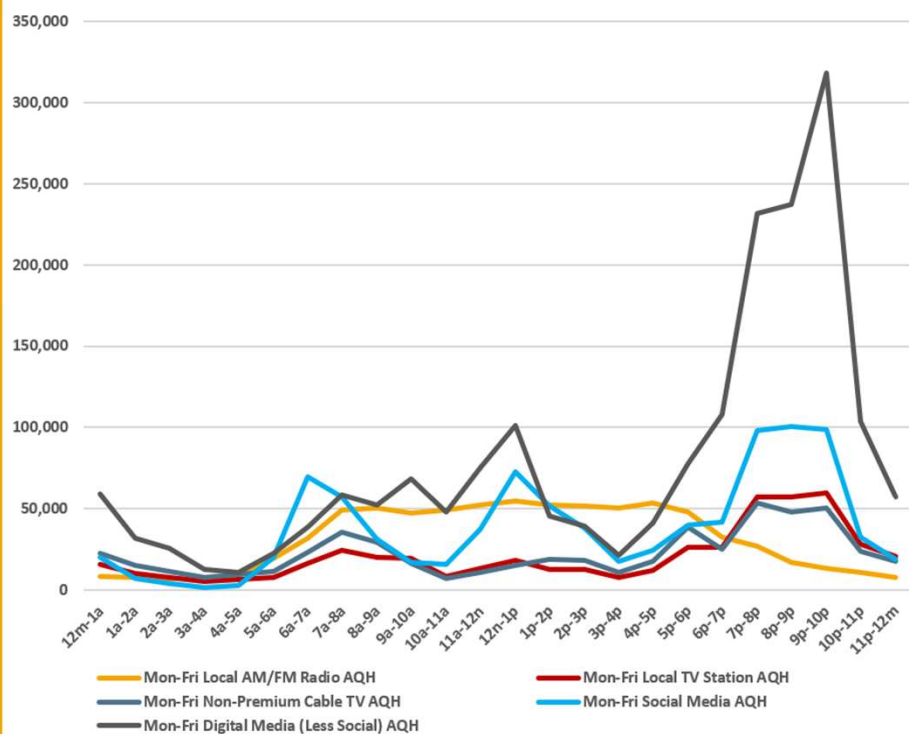
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
WDC Metro Area Adults 18 or older



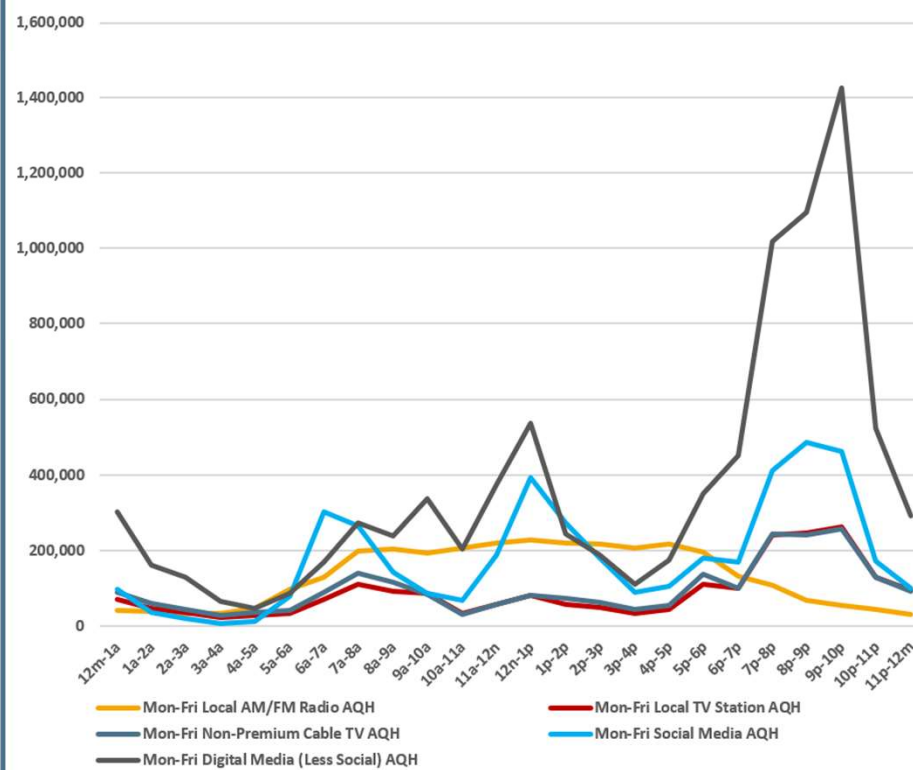


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 59,608; Local Radio: 47,979; Social Media: 39,592; Non-Prem. Cable: 20,541; Local TV: 16,800 reaching Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Shopped at O'REILLY AUTO PARTS in
the past 12mos**



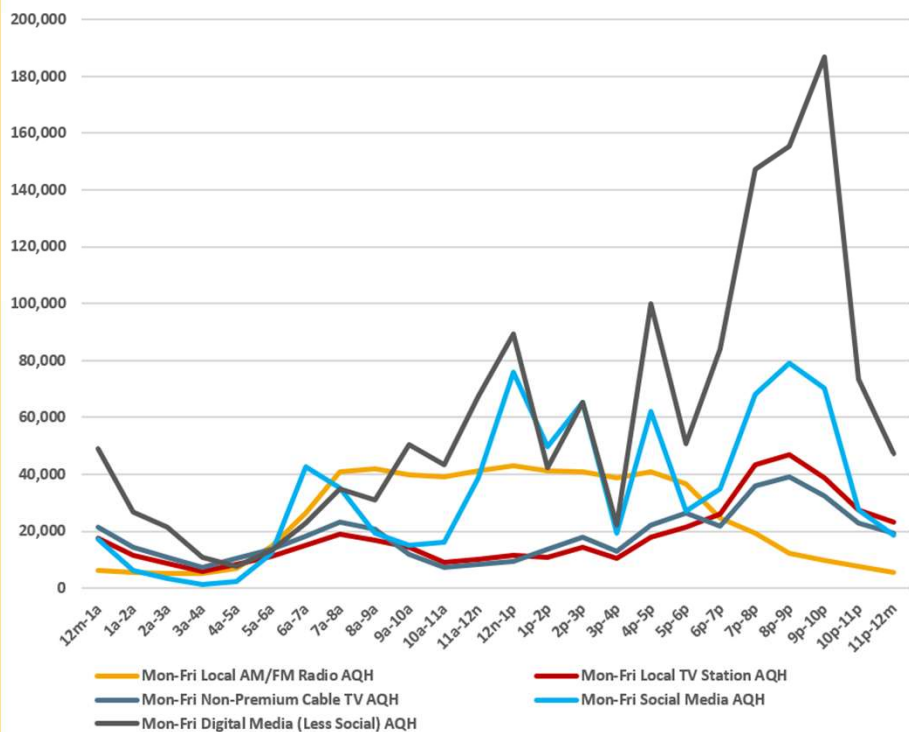
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
SEA Metro Area Adults 18 or older**



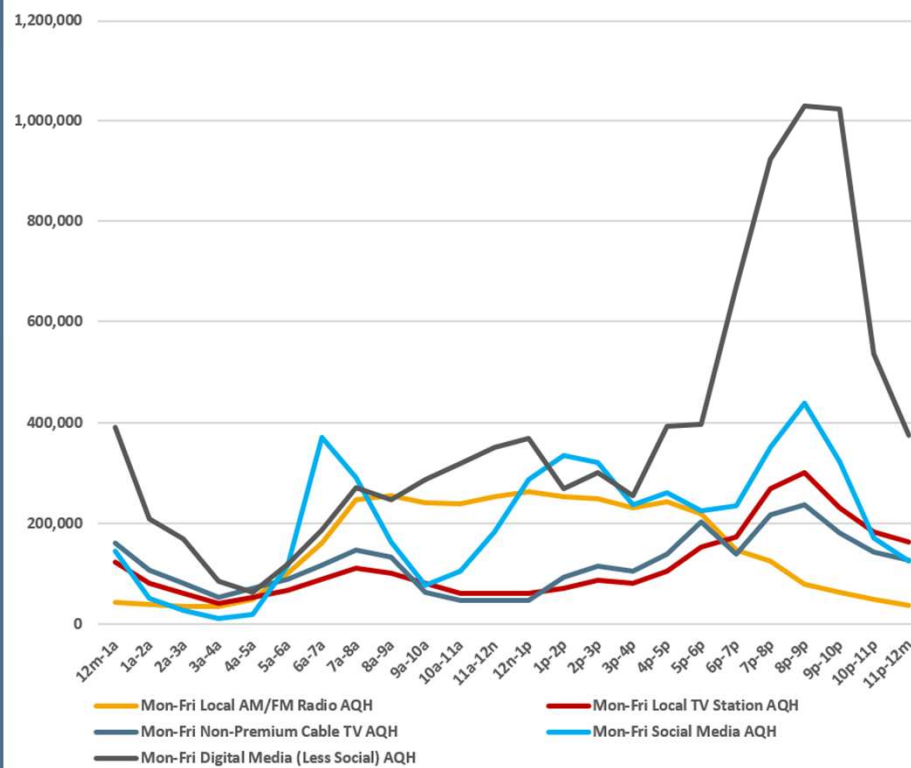


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 54,123; Social Media: 38,568; Local Radio: 38,074; Non-Prem. Cable: 16,438; Local TV: 15,149 reaching Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Shopped at O'REILLY AUTO PARTS in
the past 12mos**



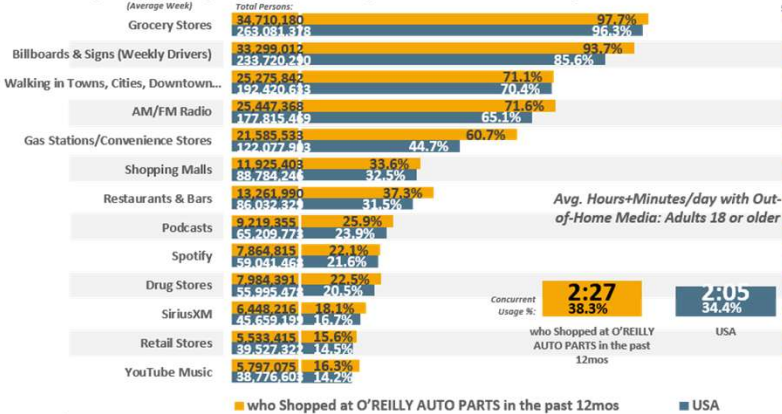
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
PHX Metro Area Adults 18 or older**



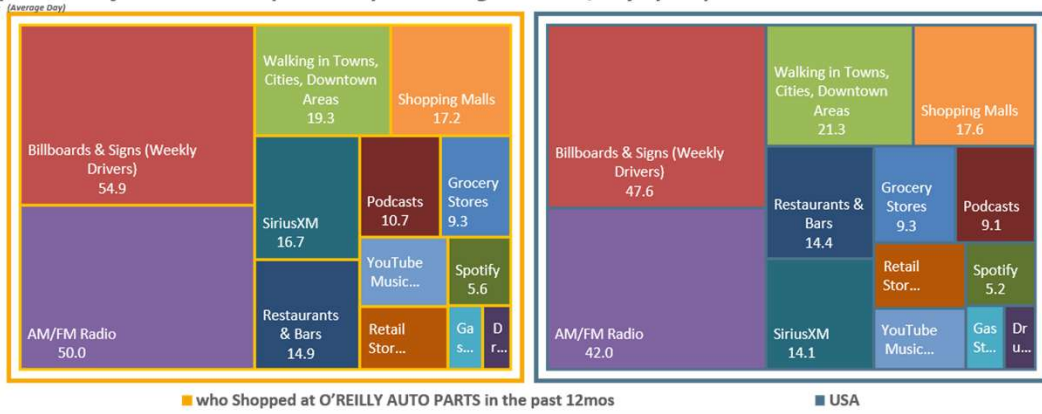


33,299,012 or 93.7% of Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos spend an average of 54.9 minutes per day driving, seeing Billboards and Signs. 68.7% Listen to Local Radio Stations Out-of-Home for an average of 46.1 minutes/d

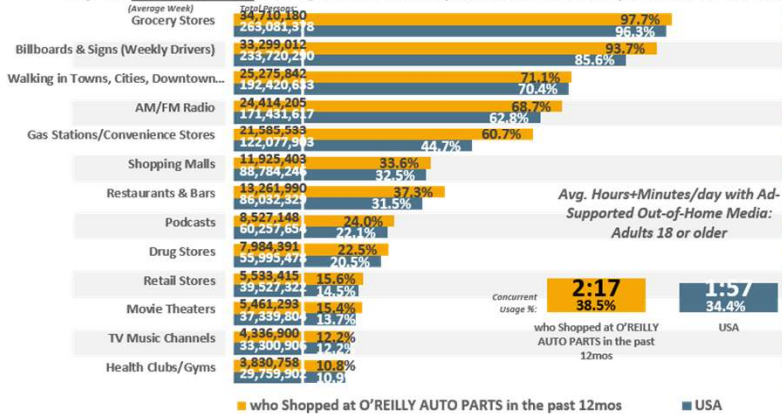
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



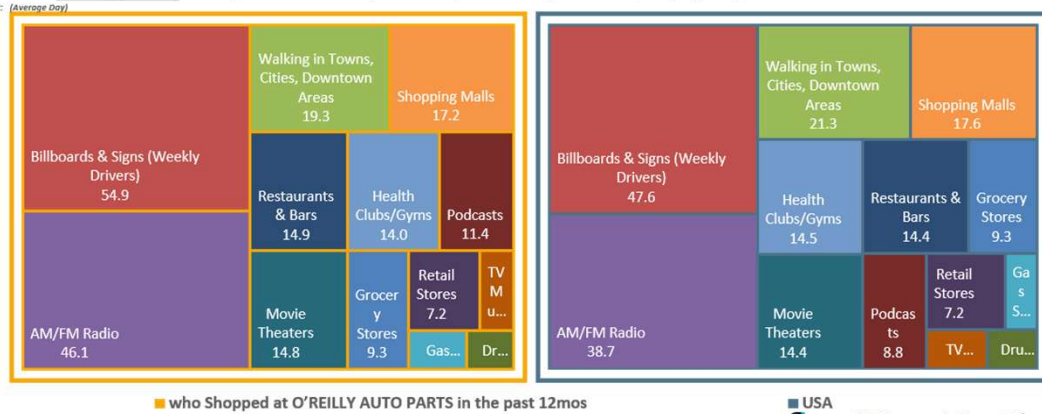
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 2,785
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

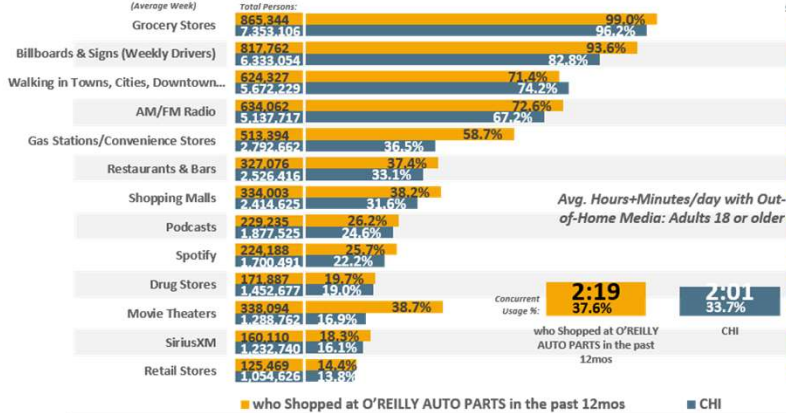
soefa.ai Share of Everything for Anything

Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): O'Reilly Auto Parts

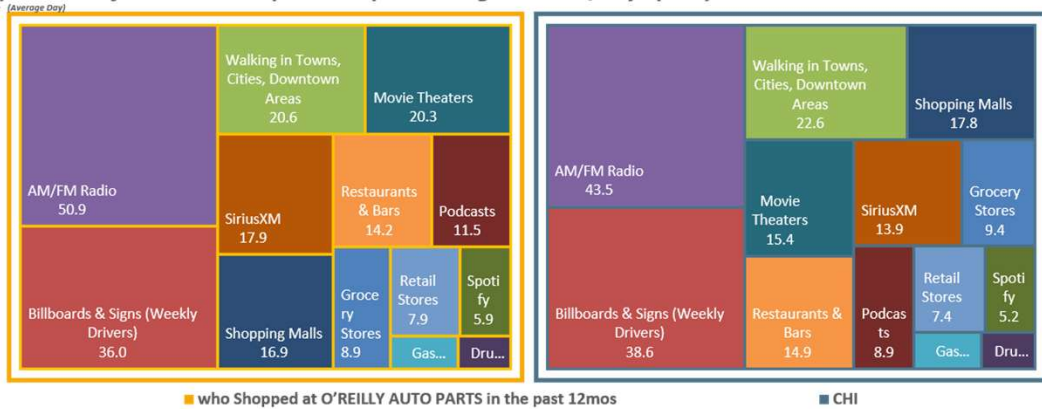


817,762 or 93.6% of Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos spend an average of 36. minutes per day driving, seeing Billboards and Signs. 70.% Listen to Local Radio Stations Out-of-Home for an average of 48.2 minutes/day.

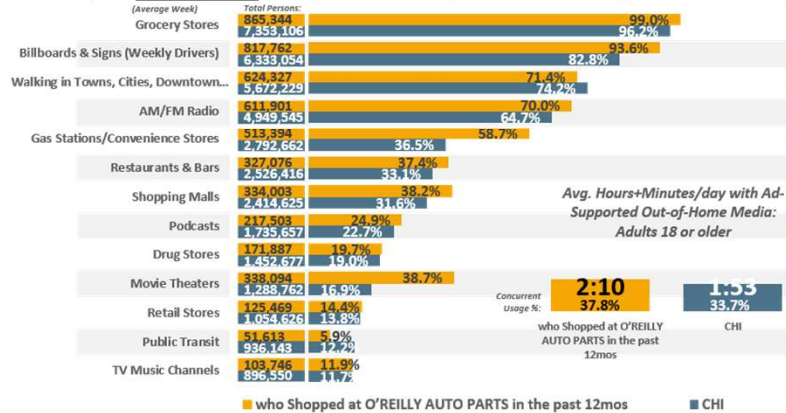
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



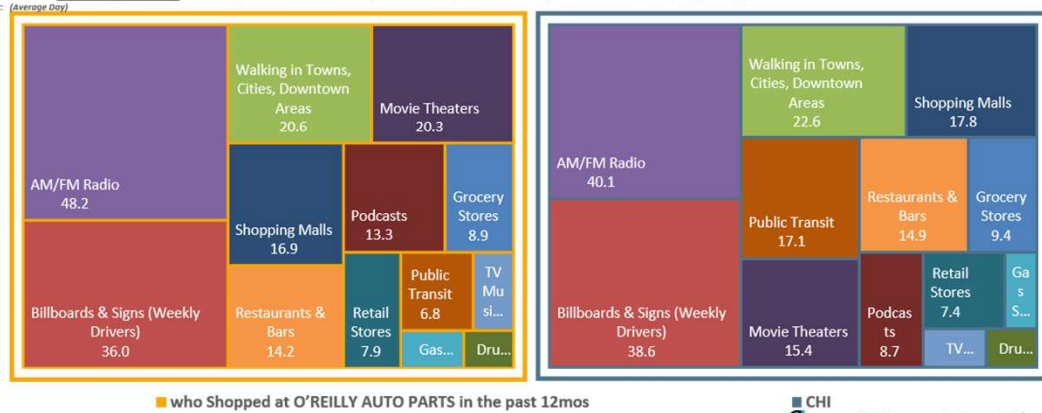
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 374
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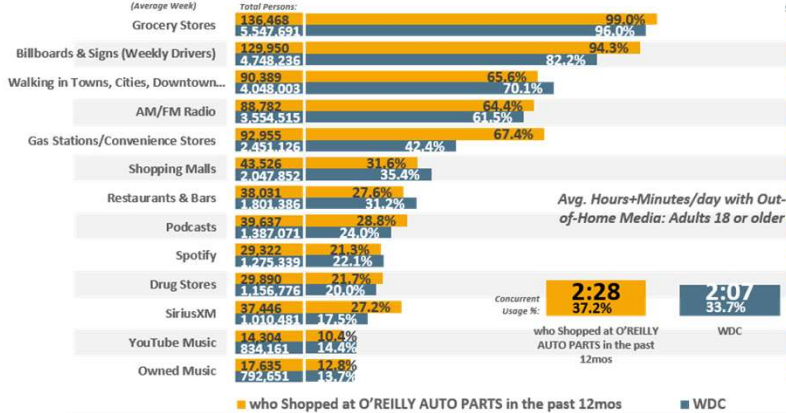
soefa.ai Share of Everything for Anything

Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): O'Reilly Auto Parts

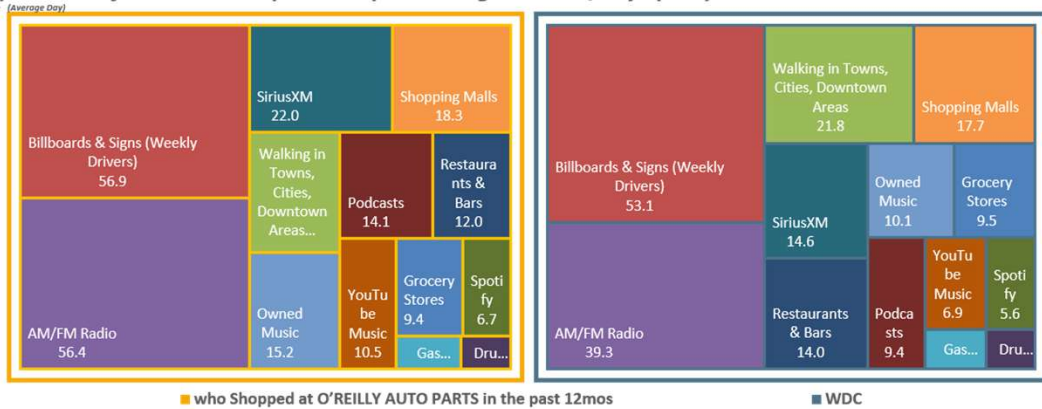


129,950 or 94.3% of Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos spend an average of 56.9 minutes per day driving, seeing Billboards and Signs. 62.1% Listen to Local Radio Stations Out-of-Home for an average of 51.3 minutes/day.

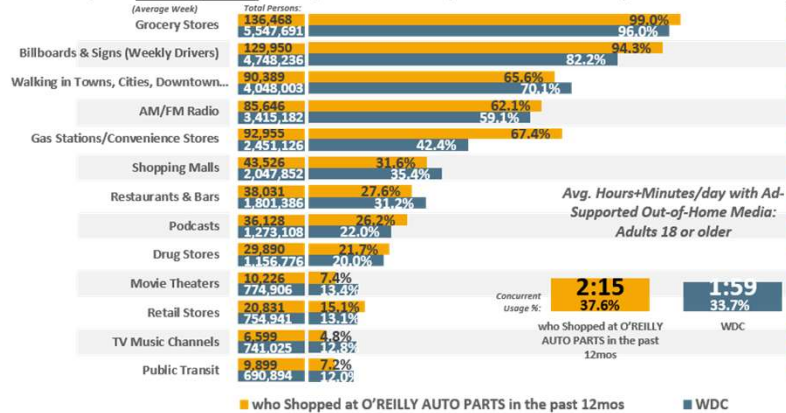
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



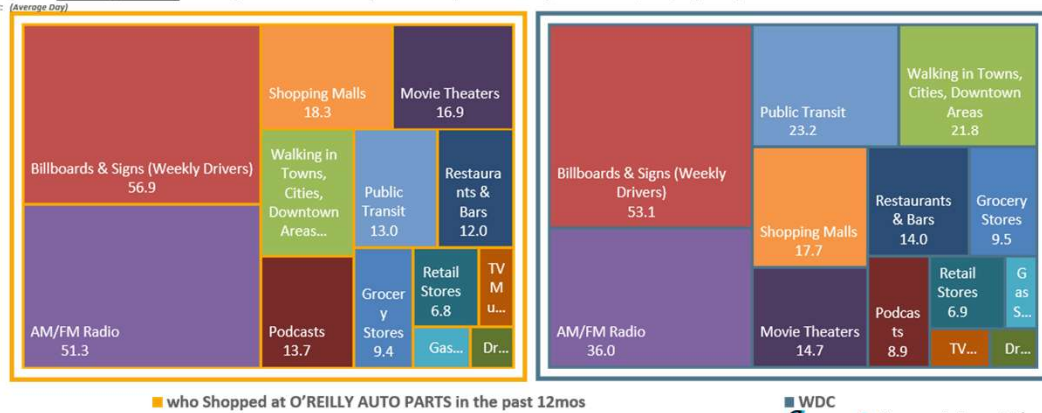
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 125
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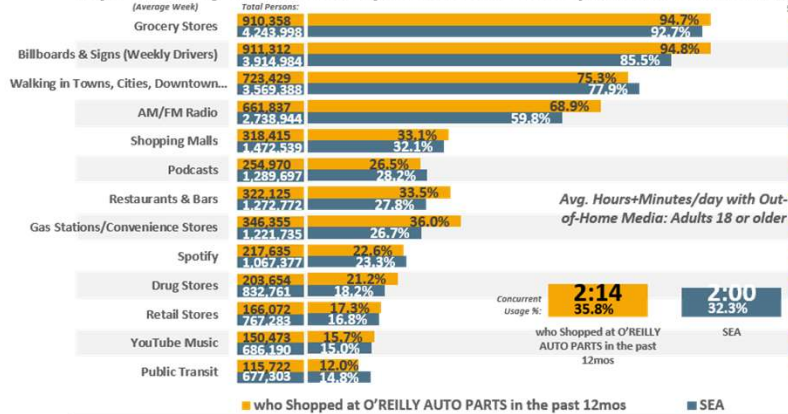
soefa.ai Share of Everything for Anything

Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): O'Reilly Auto Parts

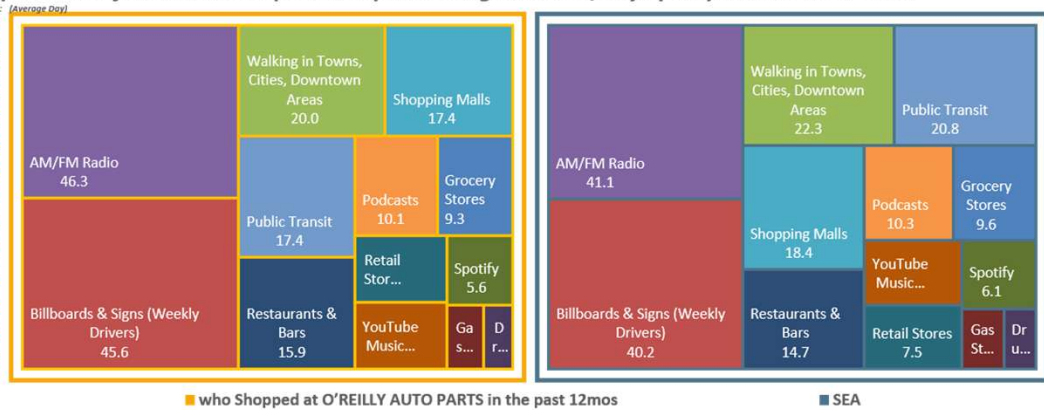


911,312 or 94.8% of Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos spend an average of 45.6 minutes per day driving, seeing Billboards and Signs. 66.% Listen to Local Radio Stations Out-of-Home for an average of 41.1 minutes/day.

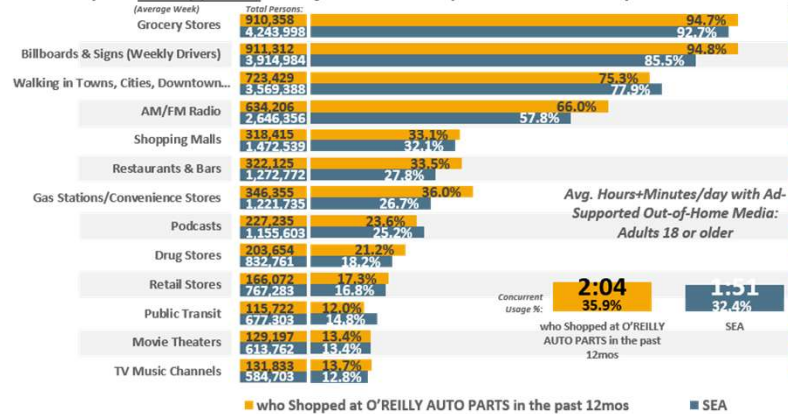
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



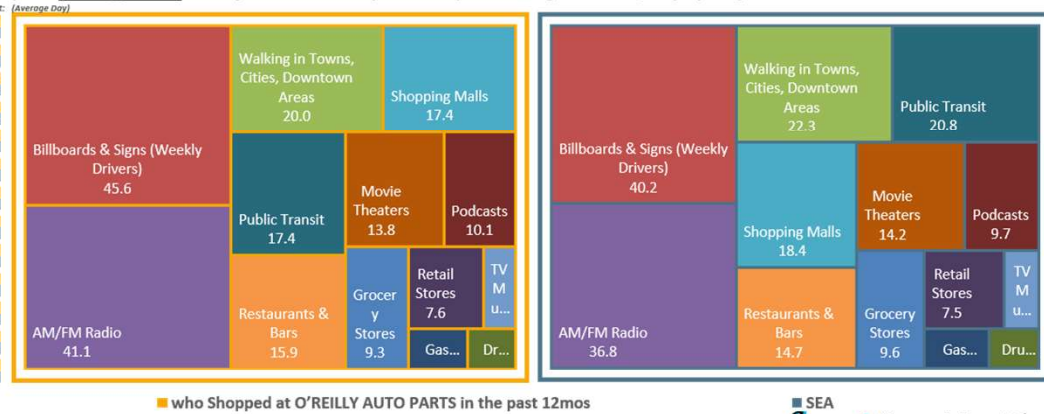
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



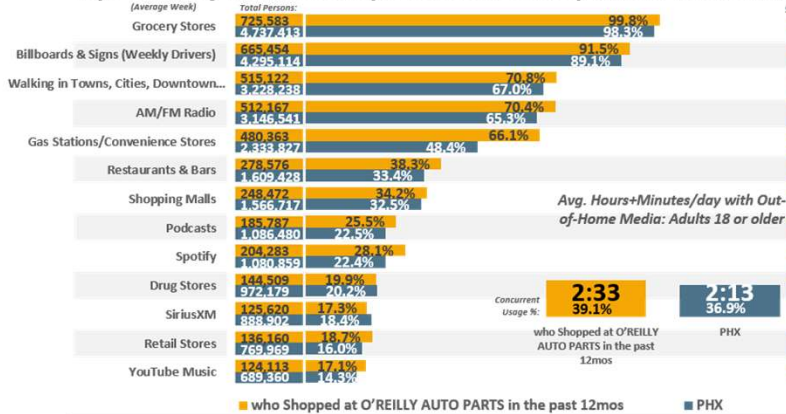
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



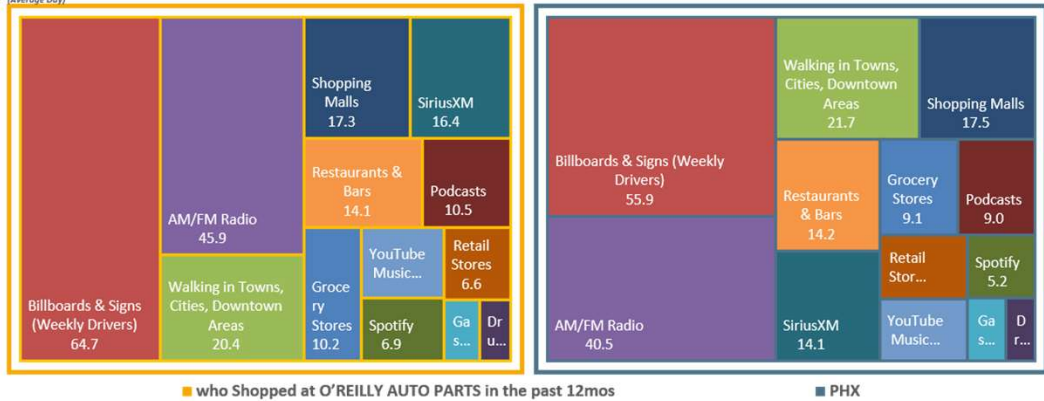


665,454 or 91.5% of Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos spend an average of 64.7 minutes per day driving, seeing Billboards and Signs. 68.2% Listen to Local Radio Stations Out-of-Home for an average of 43. minutes/day.

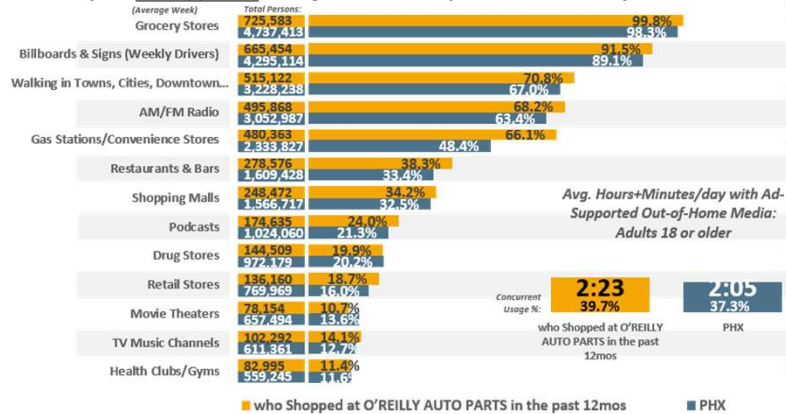
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



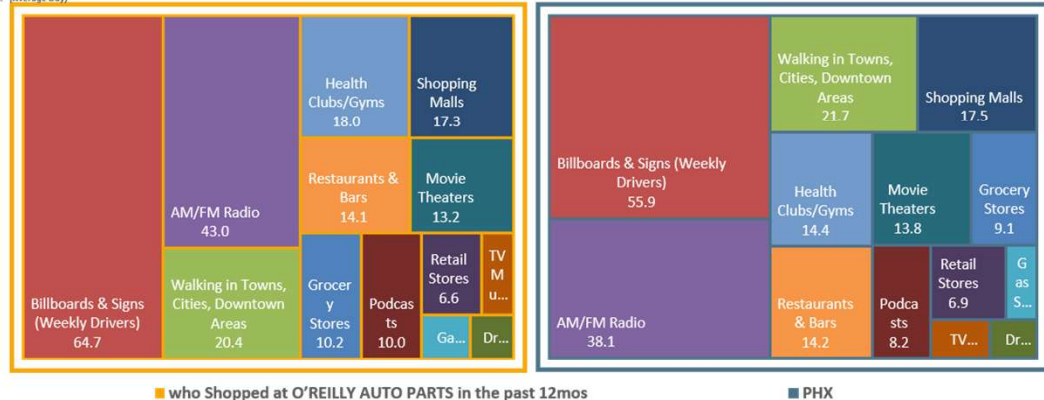
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 376
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): O'Reilly Auto Parts

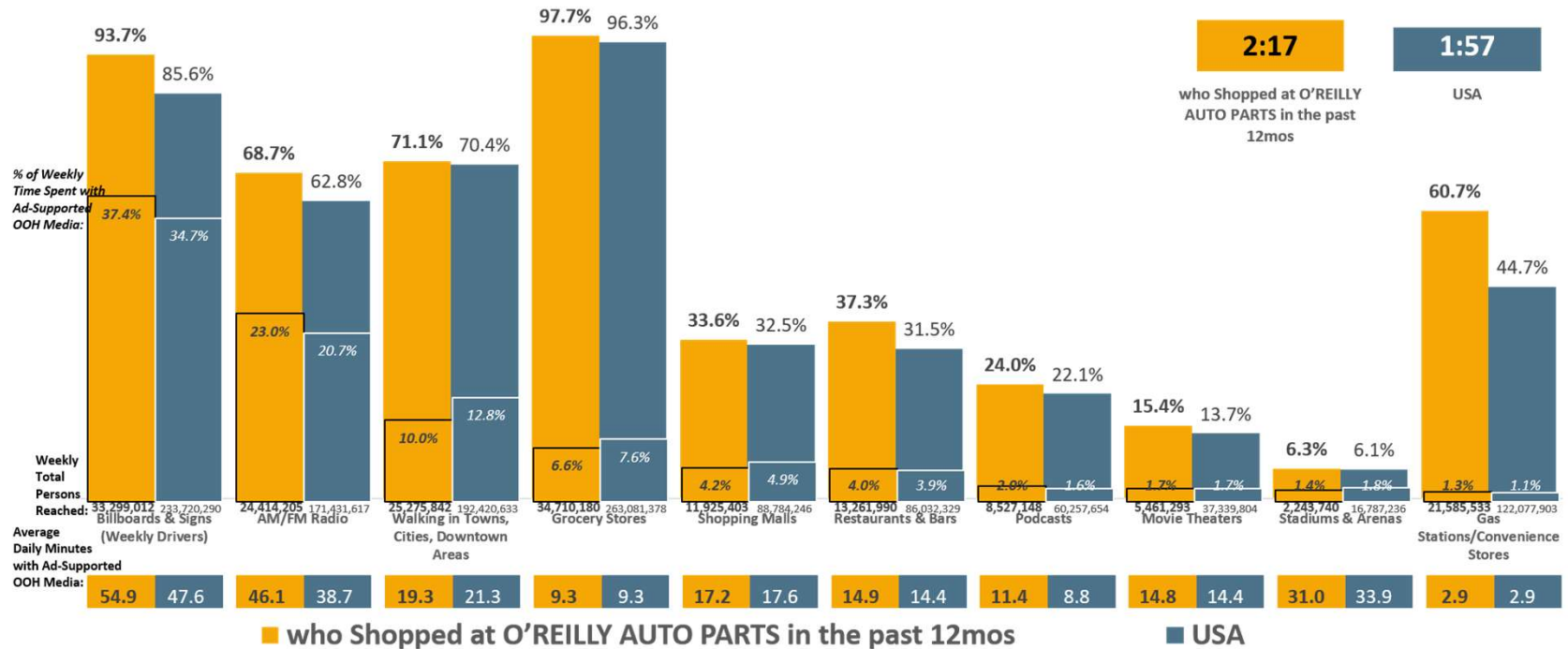


33,299,012 or 93.7% of Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos spend an average of 54.9 minutes per day driving, seeing Billboards and Signs representing 37.4% of all Time Spent with Ad-Supported Out-of-Home Media.

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: Jan 25-Mar26 Qual Intab 2,785
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): O'Reilly Auto Parts

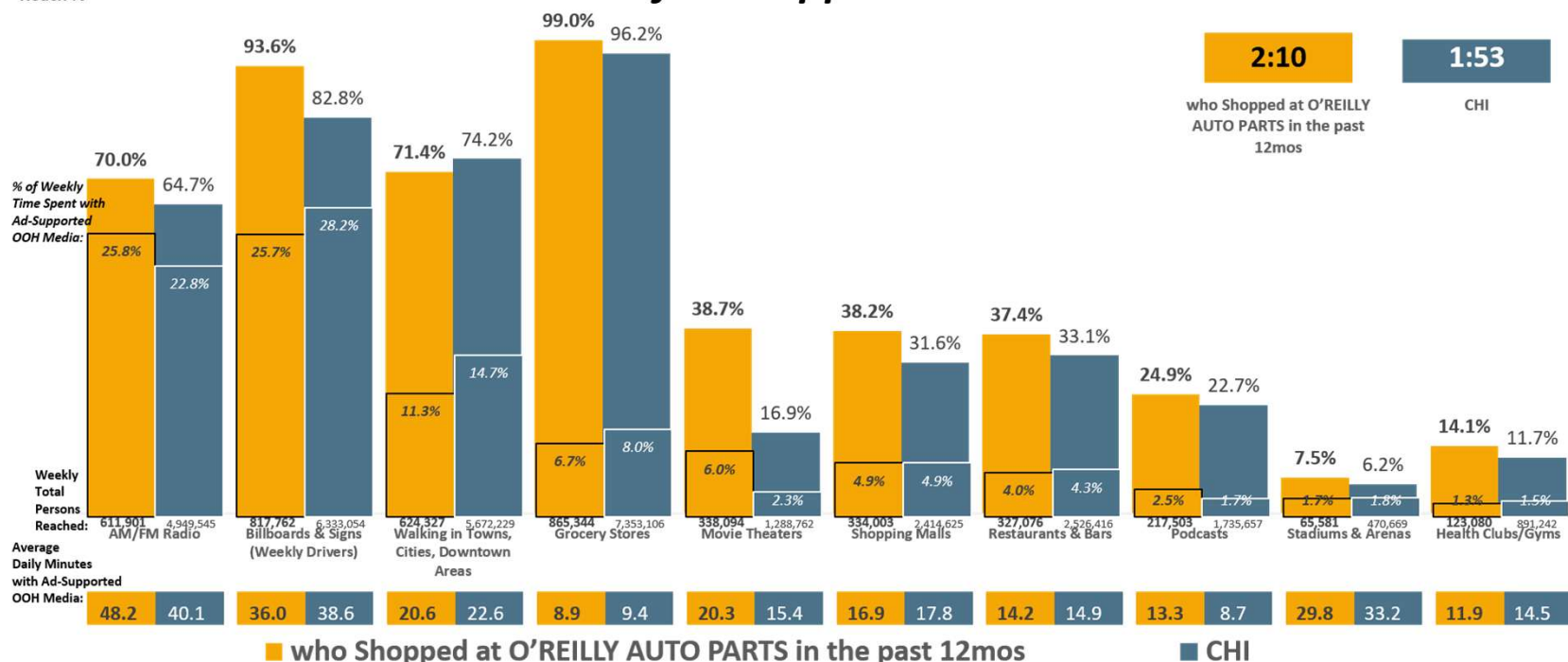


817,762 or 93.6% of Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos spend an average of 36. minutes per day driving, seeing Billboards and Signs representing 25.7% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



■ who Shopped at O'REILLY AUTO PARTS in the past 12mos

■ CHI

CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 374
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CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 4,001

soefa.ai Share of Everything for Anything

Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): O'Reilly Auto Parts

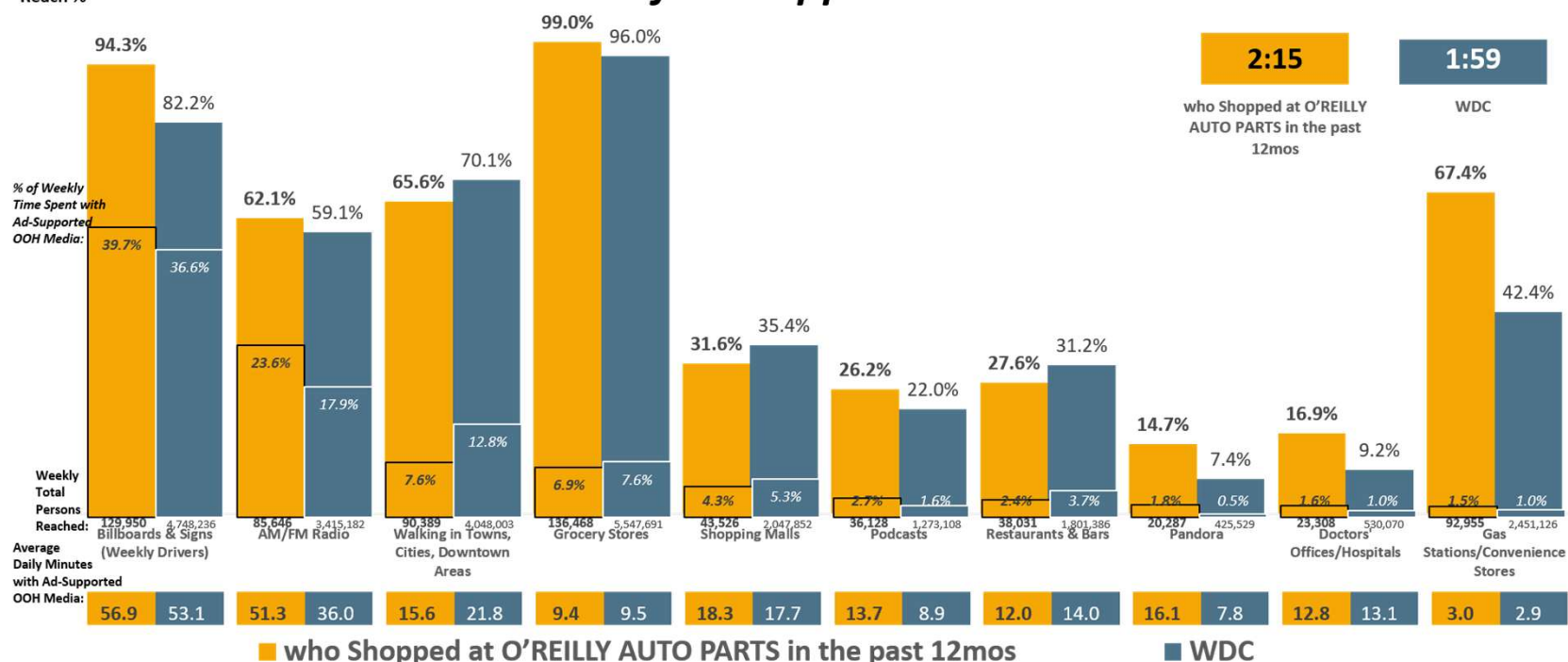


129,950 or 94.3% of Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos spend an average of 56.9 minutes per day driving, seeing Billboards and Signs representing 39.7% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 125 WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 5,703

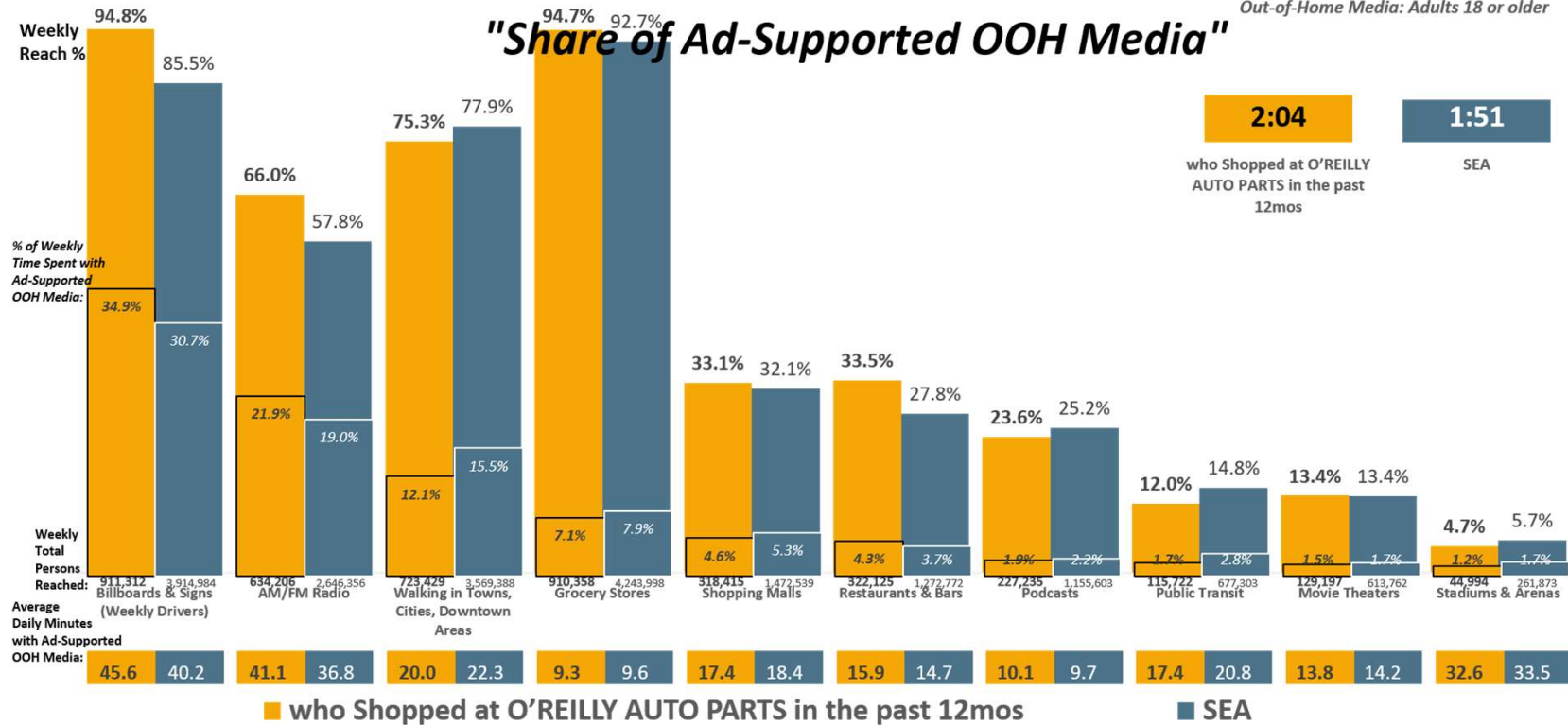
soefa.ai Share of Everything for Anything

Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): O'Reilly Auto Parts



911,312 or 94.8% of Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos spend an average of 45.6 minutes per day driving, seeing Billboards and Signs representing 34.9% of all Time Spent with Ad-Supported Out-of-Home Media.

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



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 799 SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 3,887

soefa.ai Share of Everything for Anything

Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): O'Reilly Auto Parts

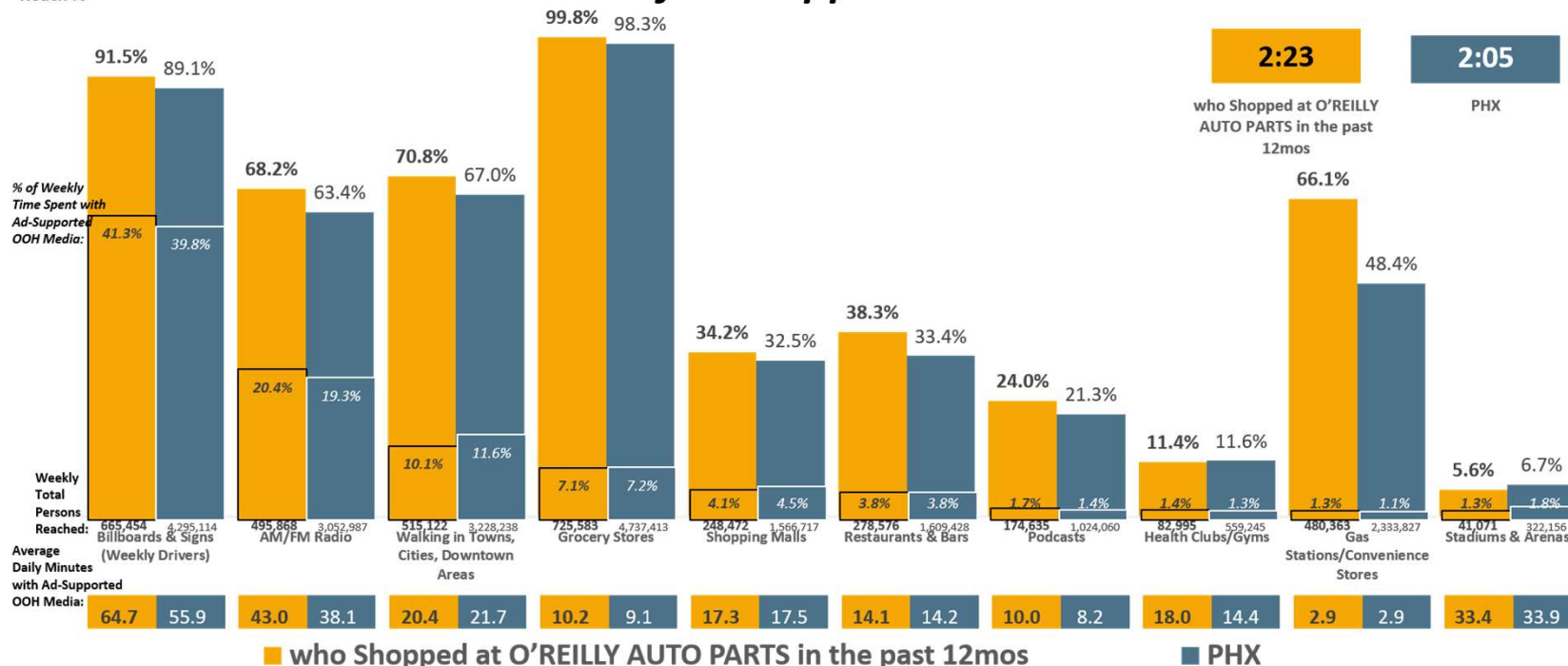


665,454 or 91.5% of Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos spend an average of 64.7 minutes per day driving, seeing Billboards and Signs representing 41.3% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 376
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PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 2,406

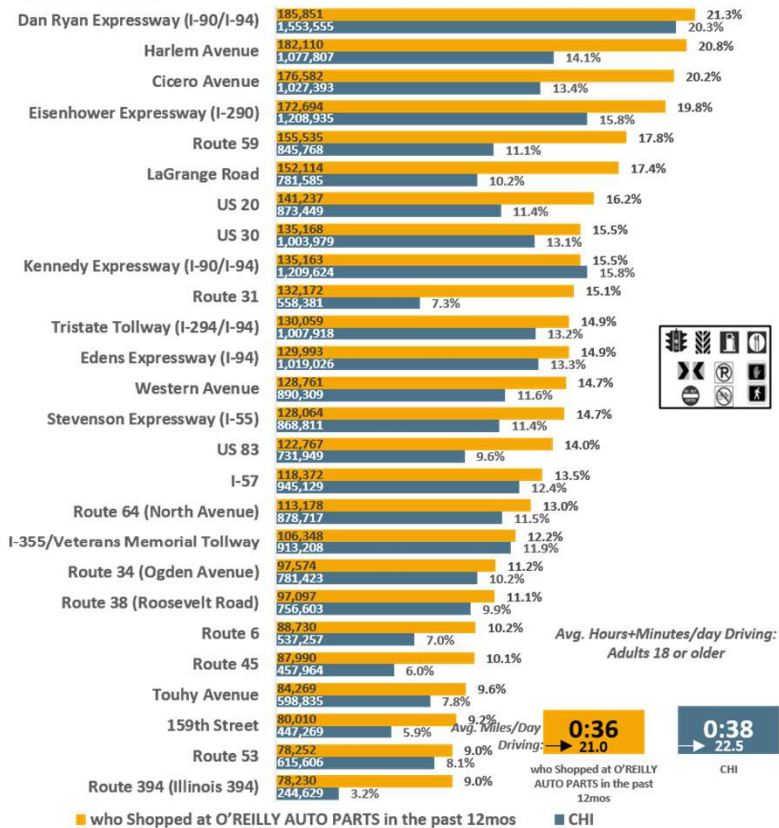
soefa.ai Share of Everything for Anything

Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): O'Reilly Auto Parts

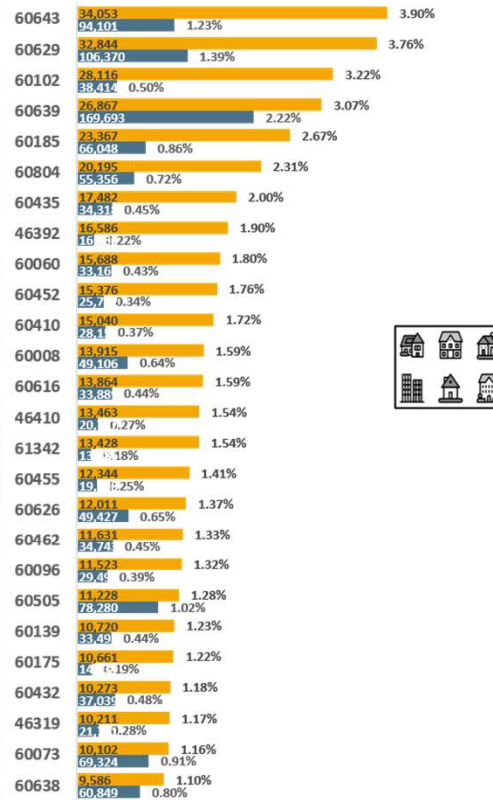


817,762 or 93.6% of Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos spend an average of 36. minutes per day driving an average of 21. miles each day and are 107.% more likely to use Route 31 than the Metro average.

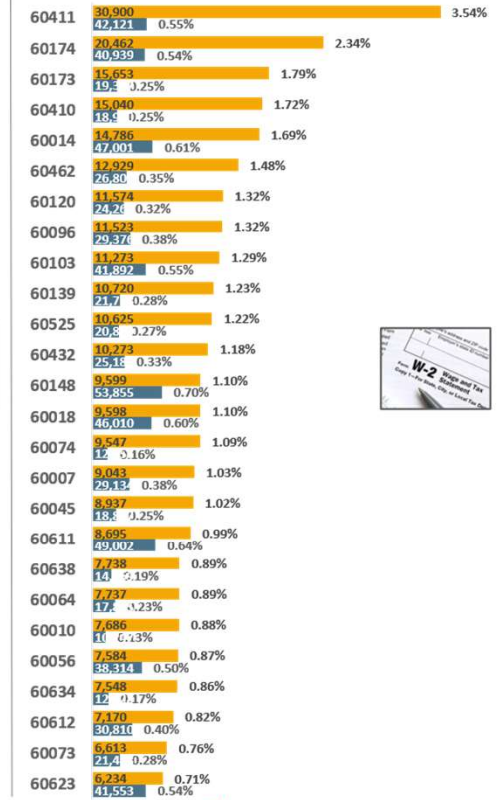
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



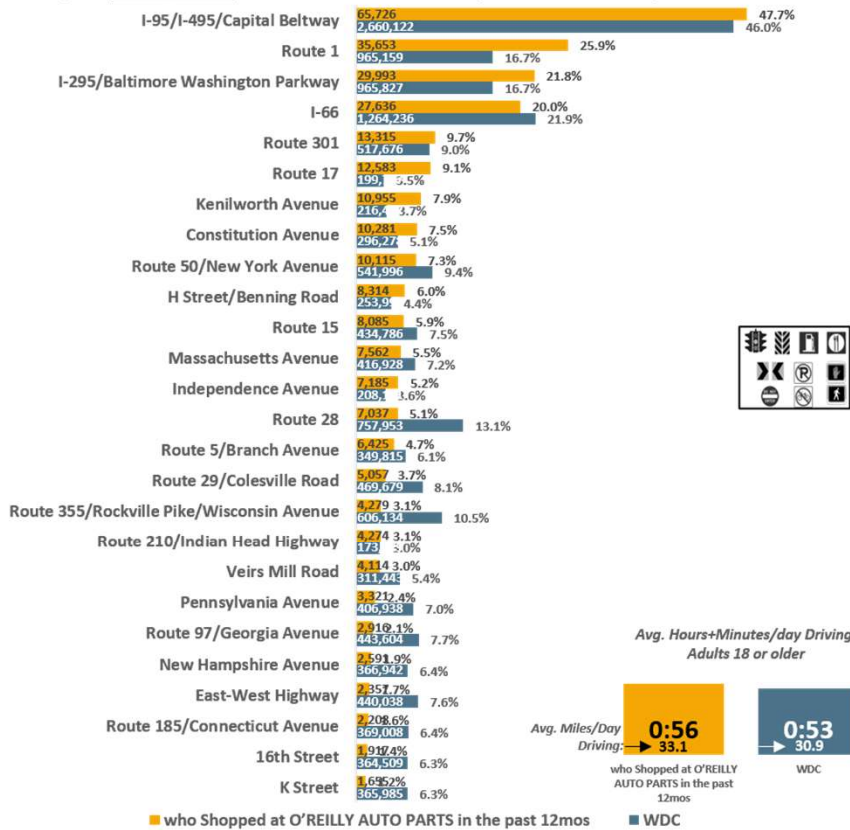
Top-26 Employment Zip Codes: Adults 18 or older





129,950 or 94.3% of Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos spend an average of 56.9 minutes per day driving an average of 33.1 miles each day and are 164.% more likely to use Route 17 than the Metro average.

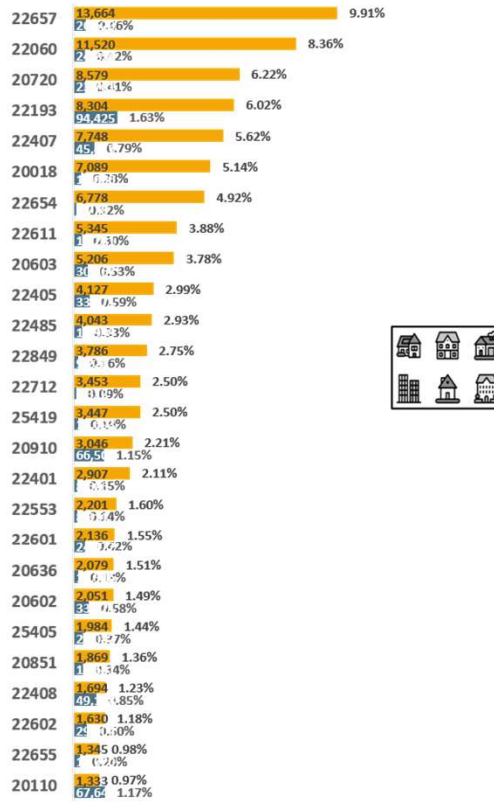
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



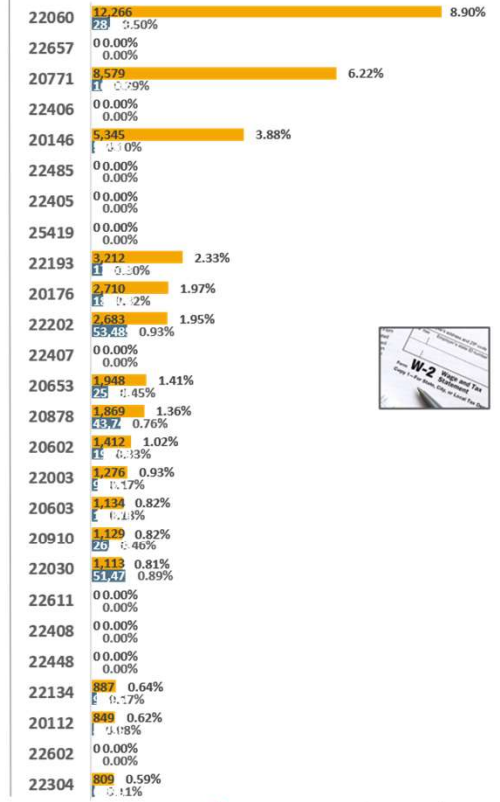
Avg. Hours+Minutes/day Driving:
Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older

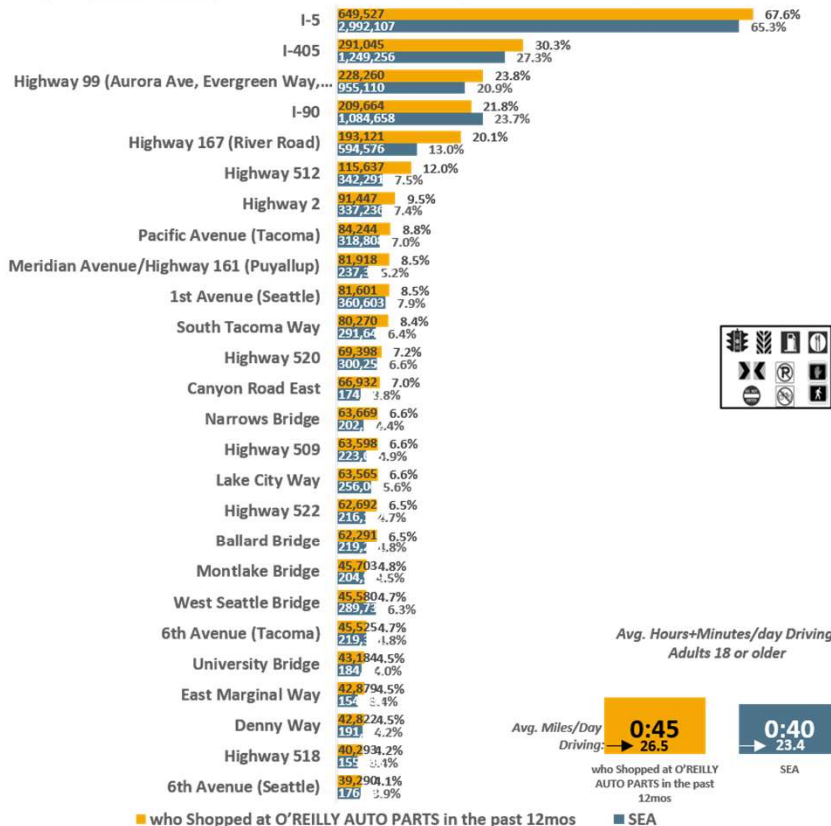


soefa.ai Share of Everything for Anything

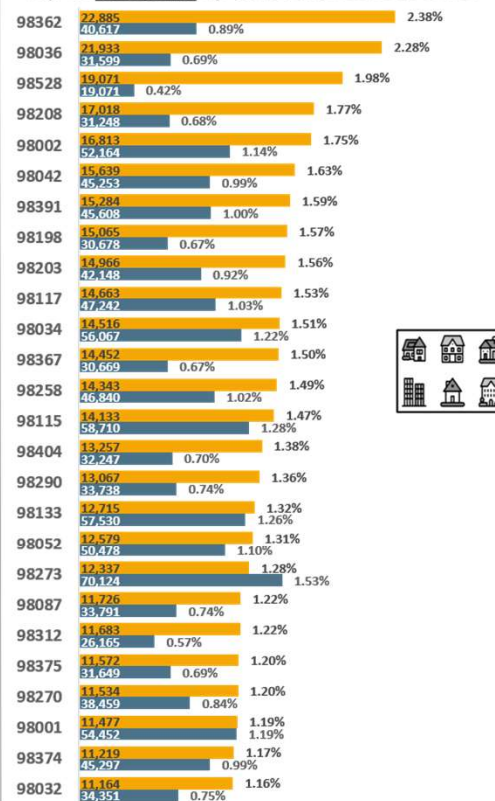


911,312 or 94.8% of Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos spend an average of 45.6 minutes per day driving an average of 26.5 miles each day and are 82.5% more likely to use Canyon Road East than the Metro average.

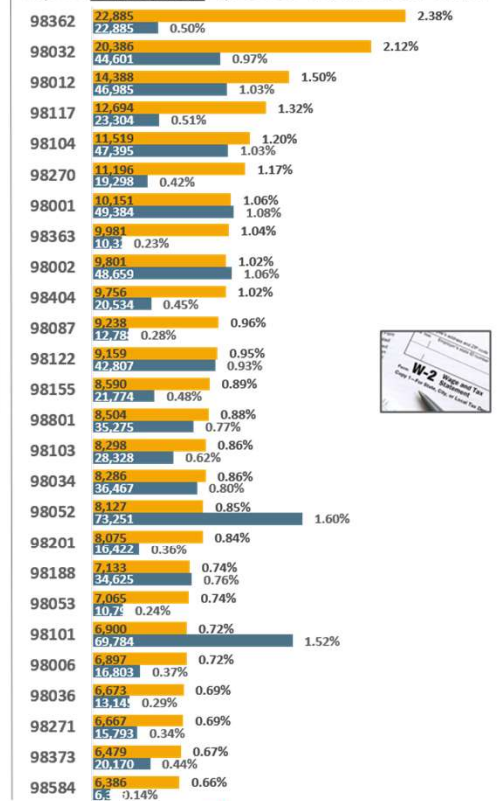
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



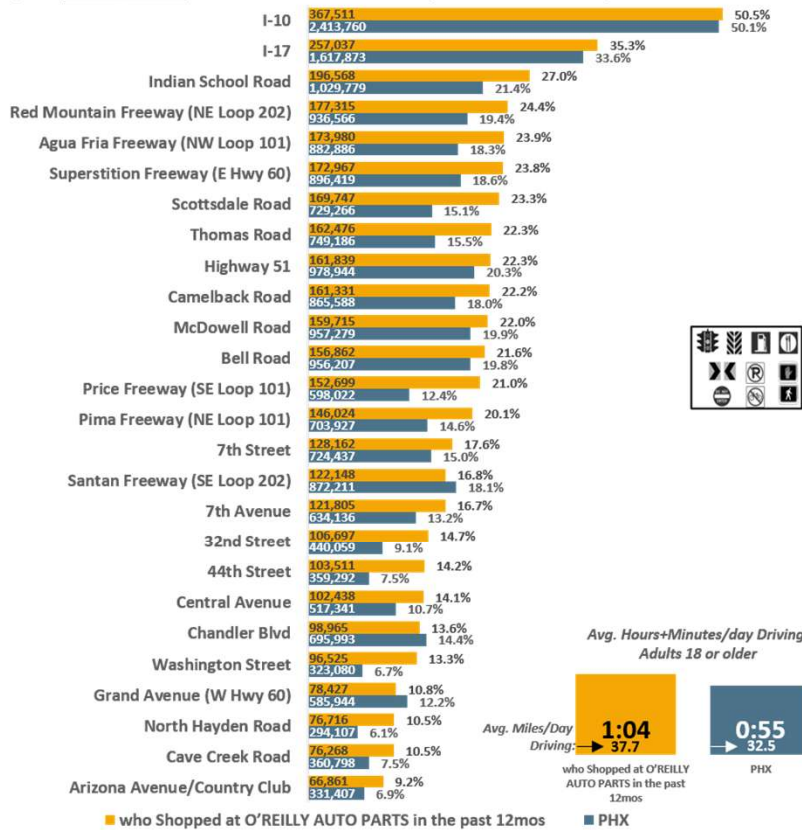
Top-26 Employment Zip Codes: Adults 18 or older



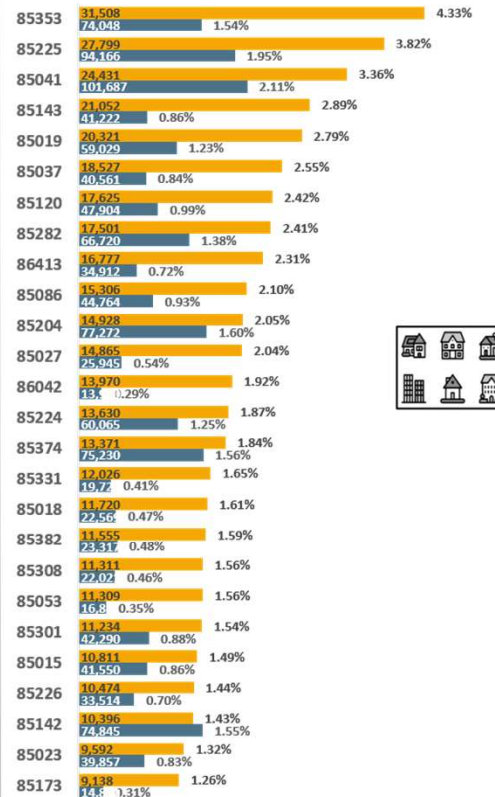


665,454 or 91.5% of Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos spend an average of 64.7 minutes per day driving an average of 37.7 miles each day and are 90.9% more likely to use 44th Street than the Metro average.

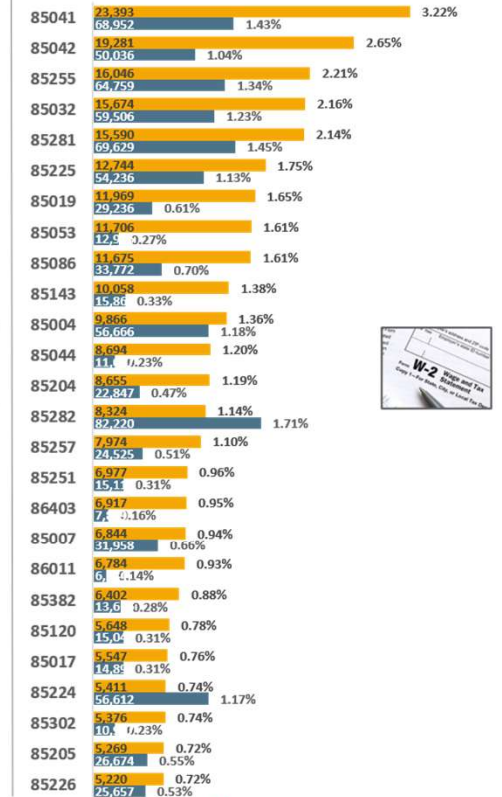
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



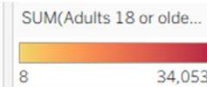
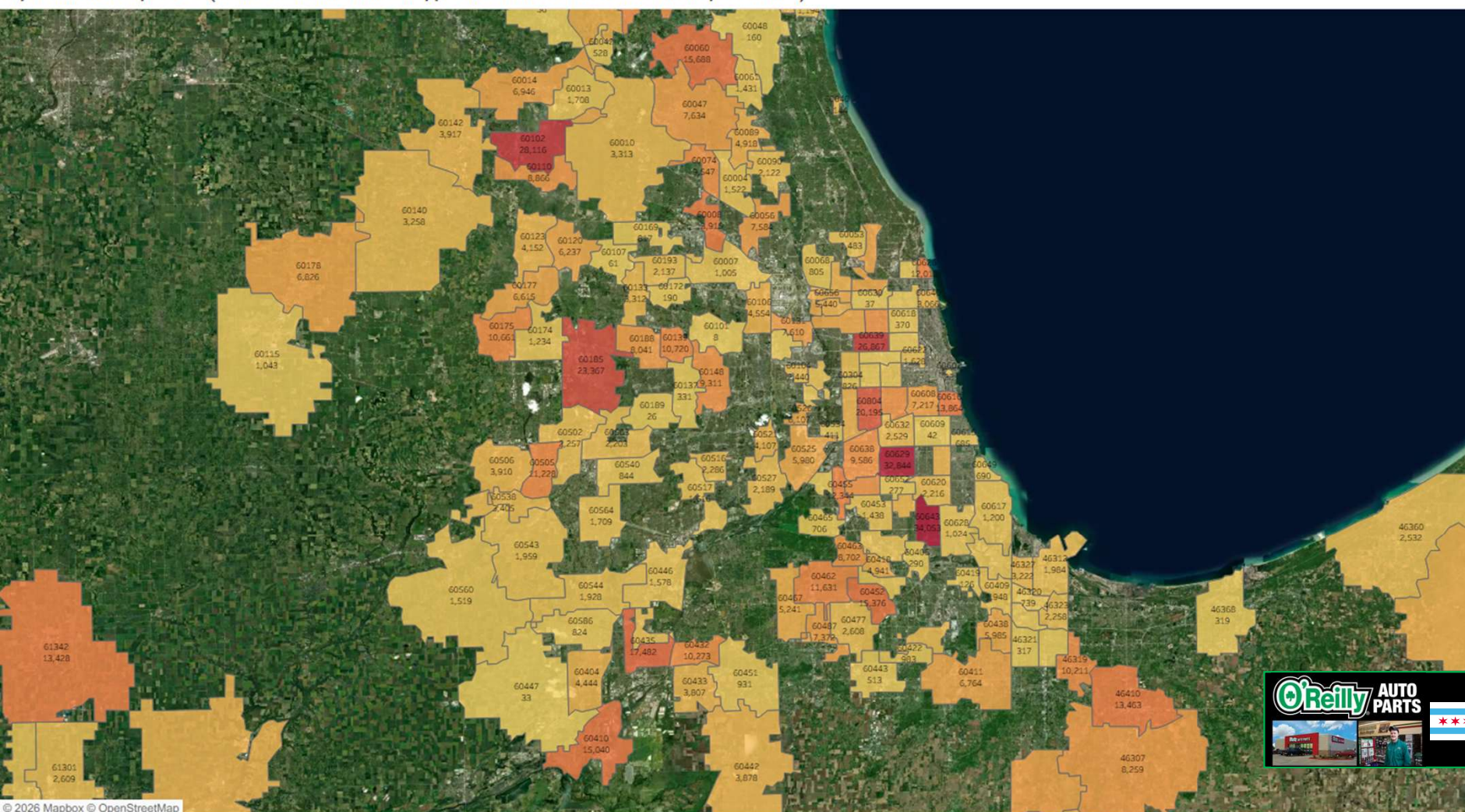
Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



Top Residential Zip Codes: (Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos)



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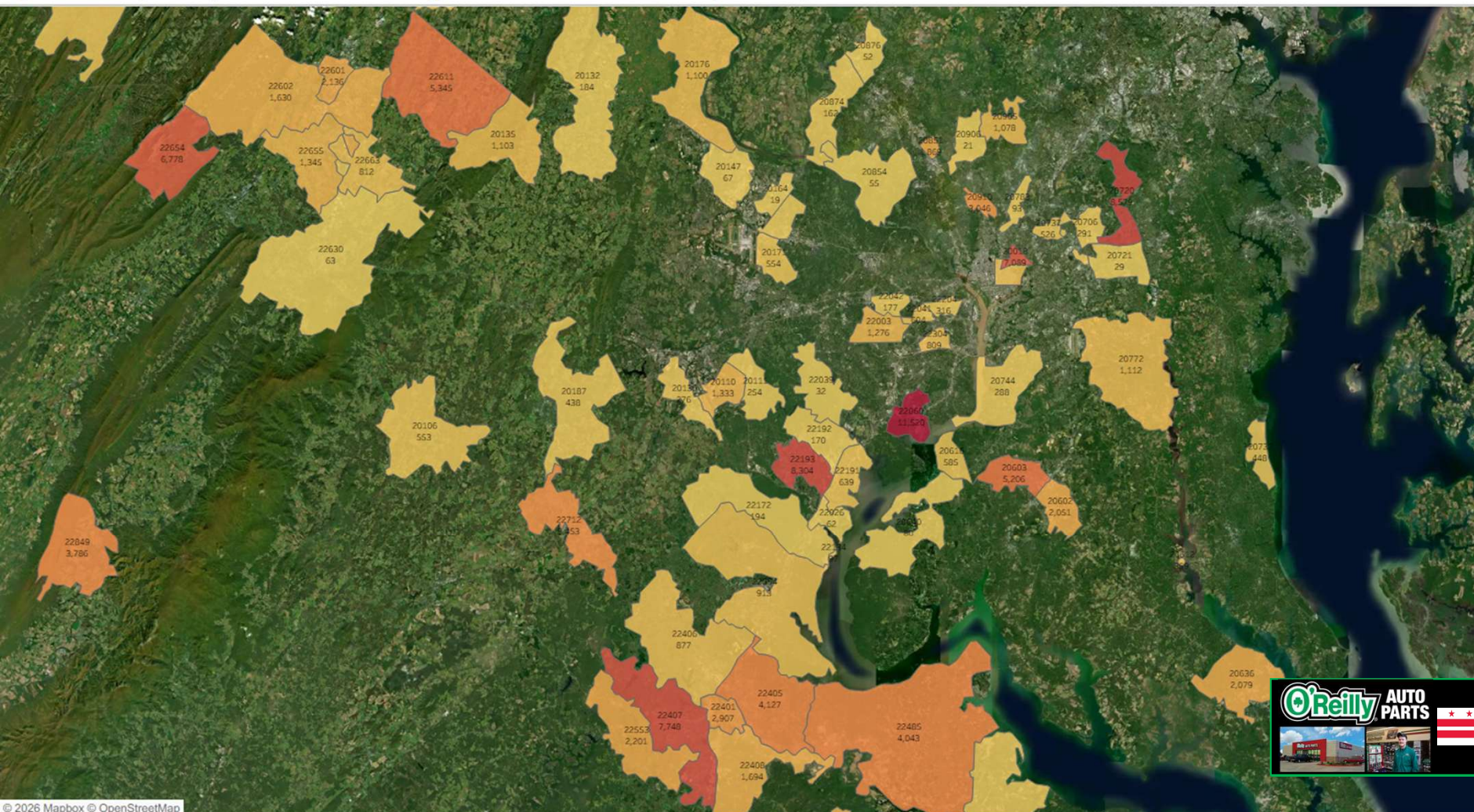
CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab
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374

Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): O'Reilly Auto Parts

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Top Residential Zip Codes: (Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos)

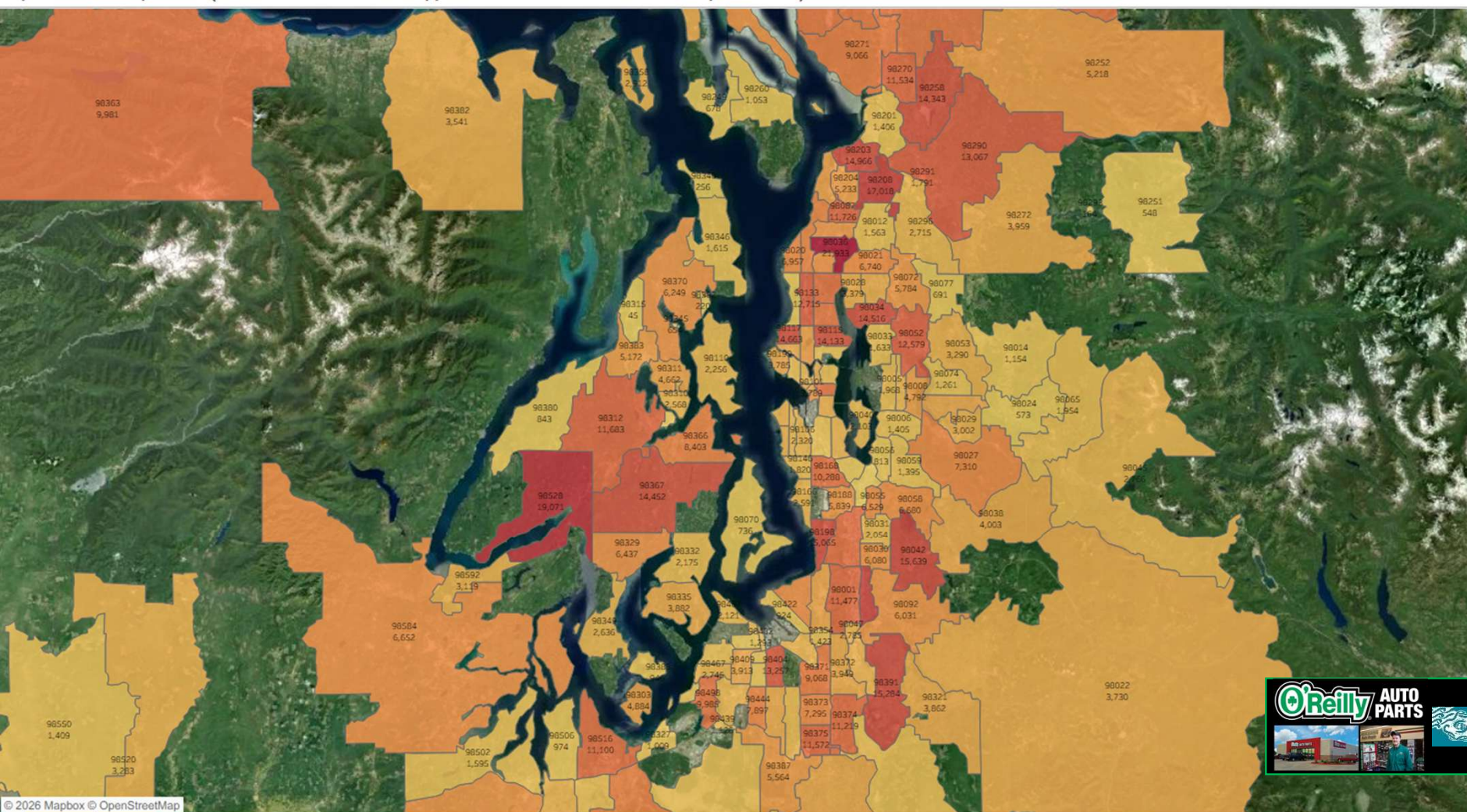


SUM(Adults 18 or olde...
19 11,520



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Top Residential Zip Codes: (Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos)

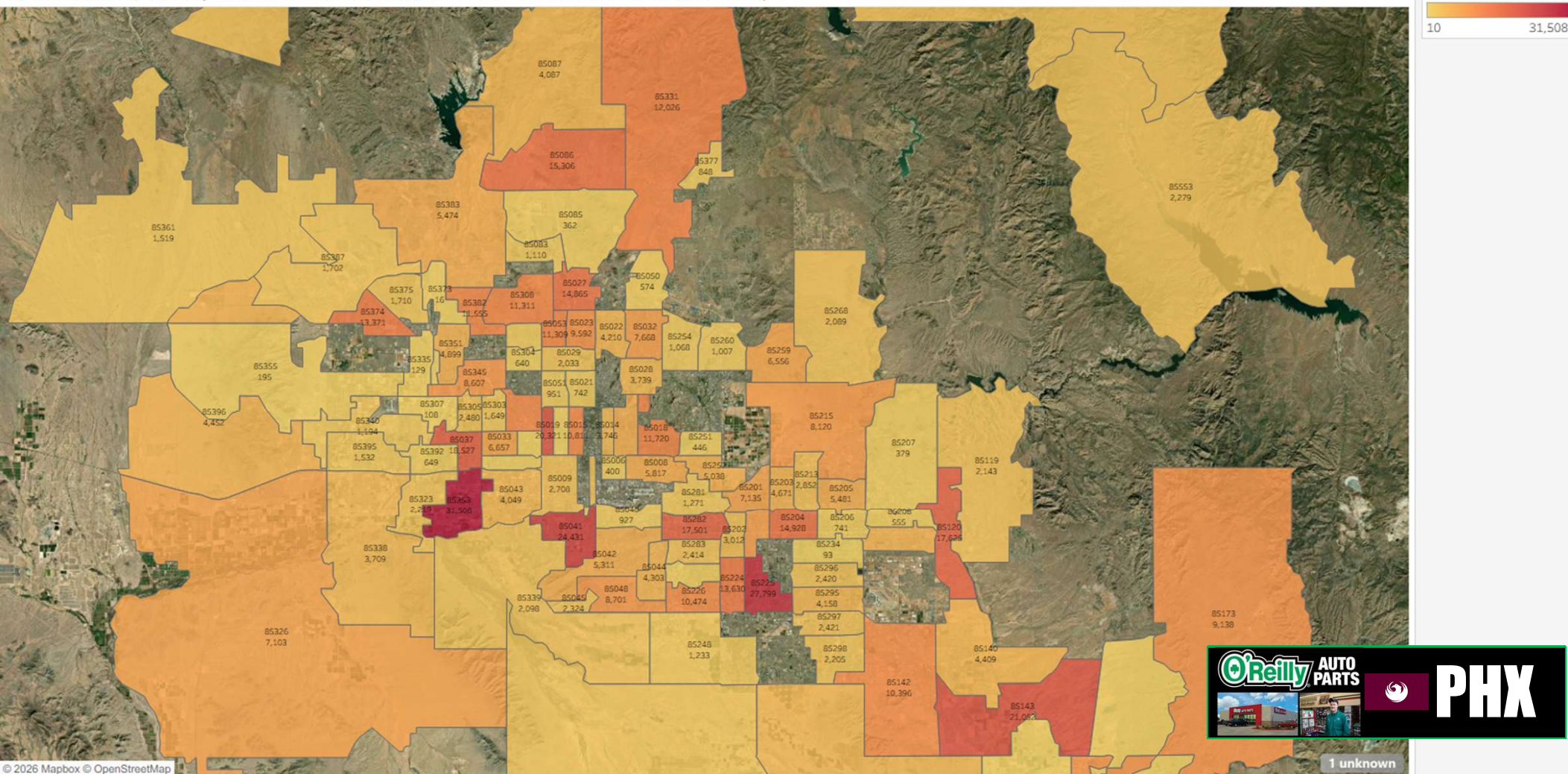


SUM(Adults 18 or olde...
45 21,933



© 2026 Mapbox © OpenStreetMap

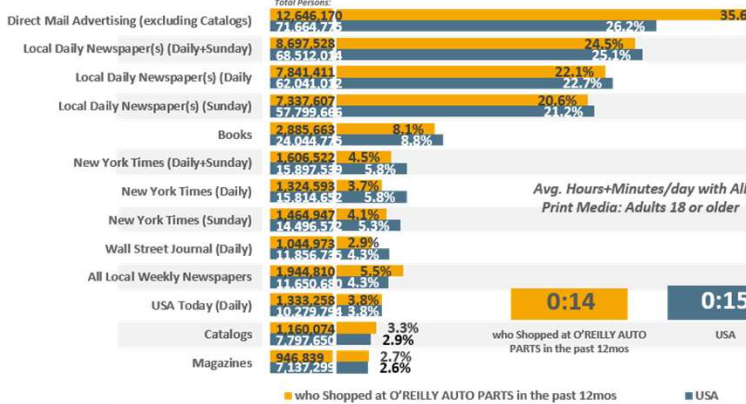
Top Residential Zip Codes: (Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos)





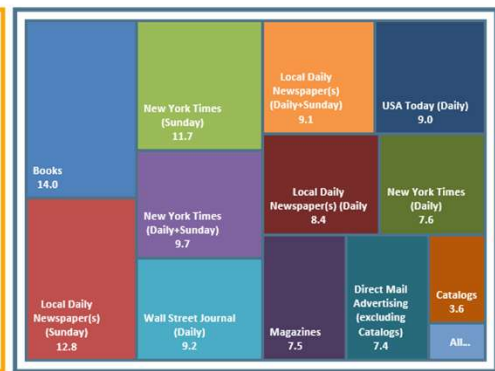
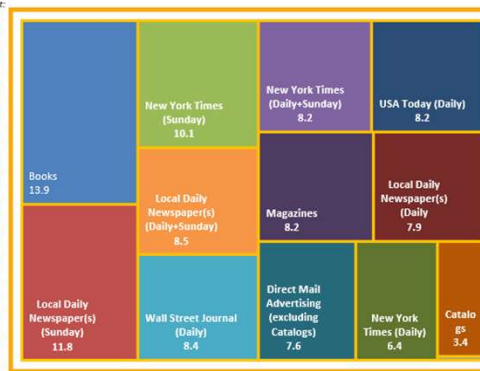
8,697,528 or 24.5% of Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.5 minutes every day representing 31.6% of all time spent daily with All forms of Print Media.

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

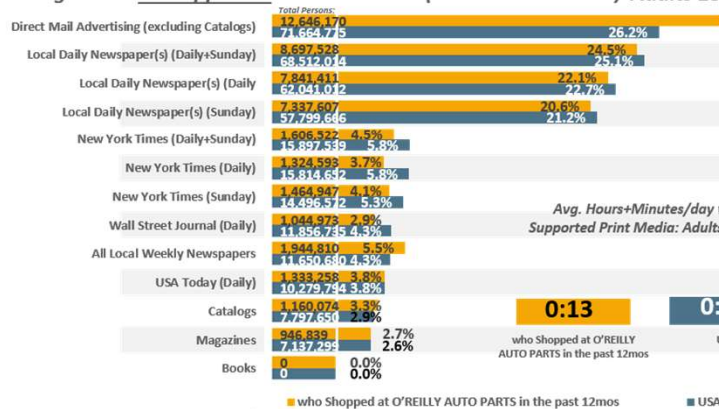


Avg. Hours+Minutes/day with All Print Media: Adults 18 or older

0:14 0:15

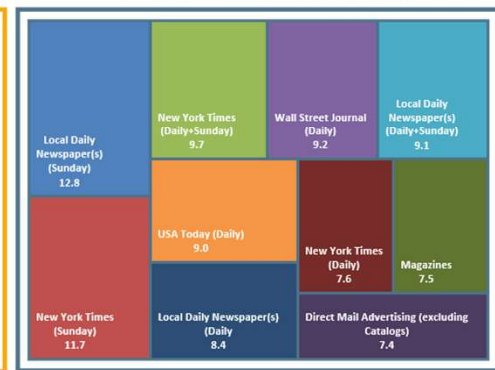


Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



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

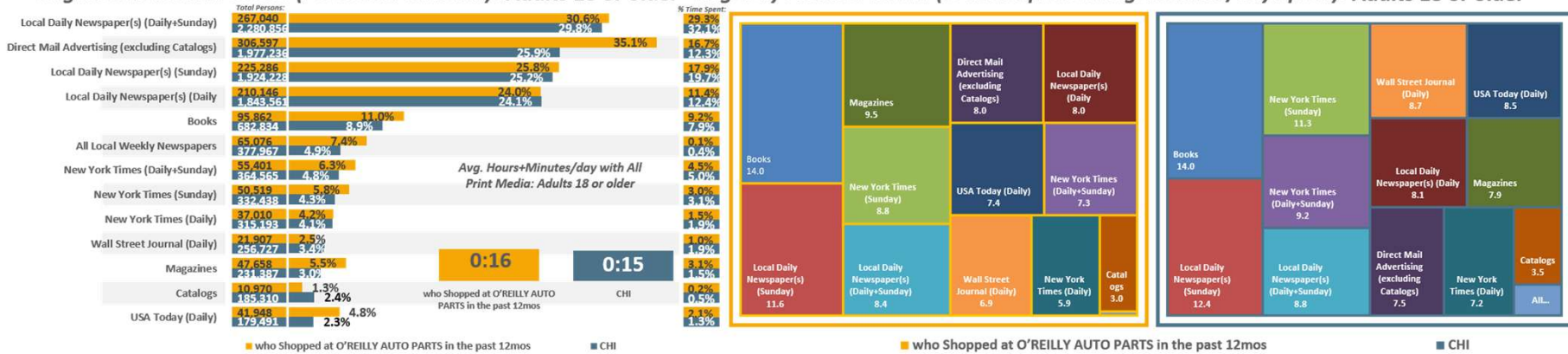
0:13 0:14



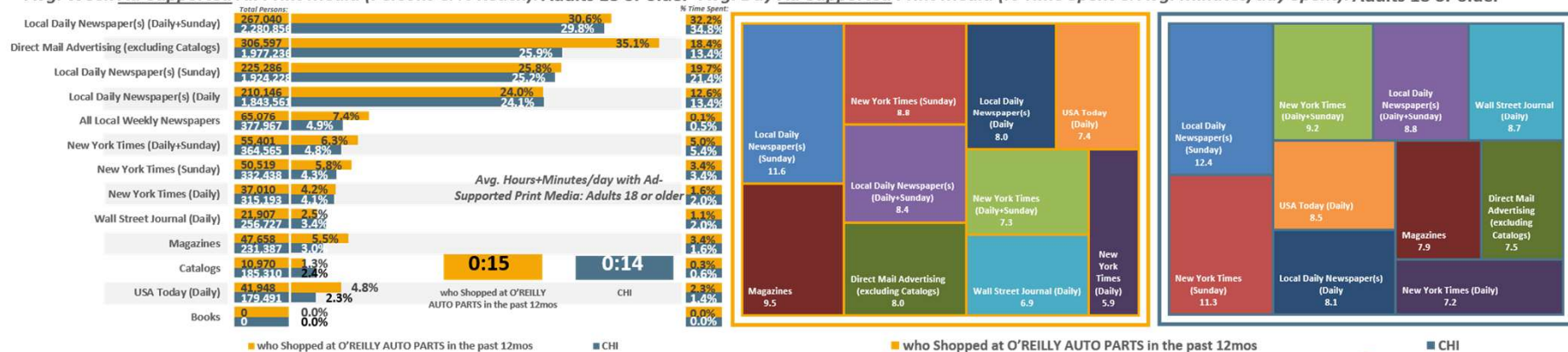


267,040 or 30.6% of Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.4 minutes every day representing 32.2% of all time spent daily with All forms of Print Media.

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**



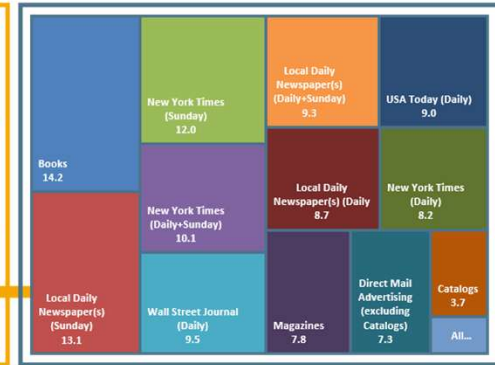
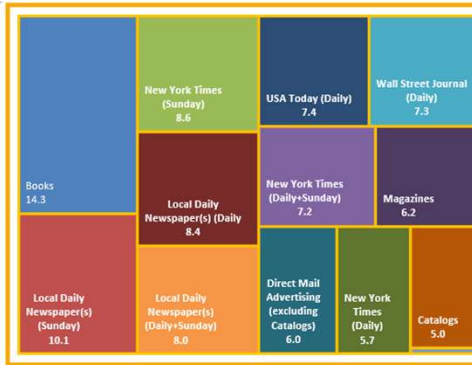
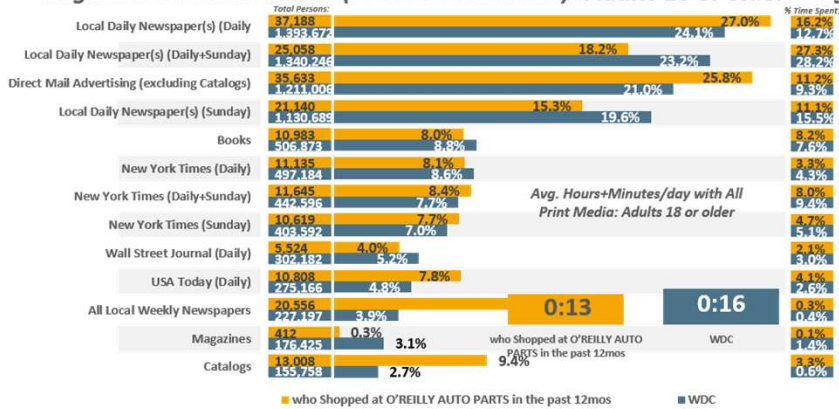
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



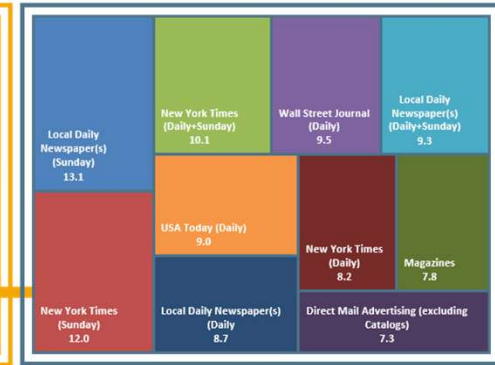
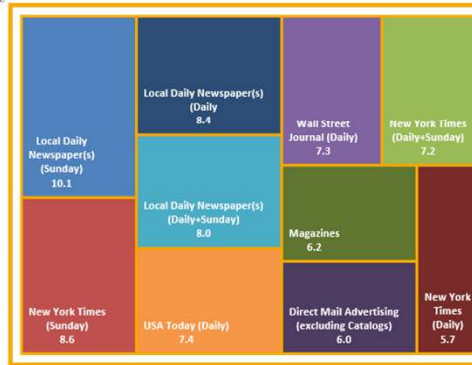
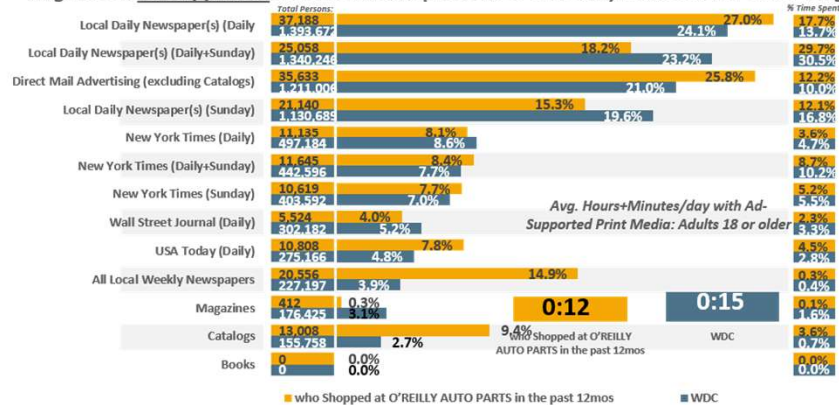


25,058 or 18.2% of Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8. minutes every day representing 29.7% of all time spent daily with All forms of Print Media.

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**



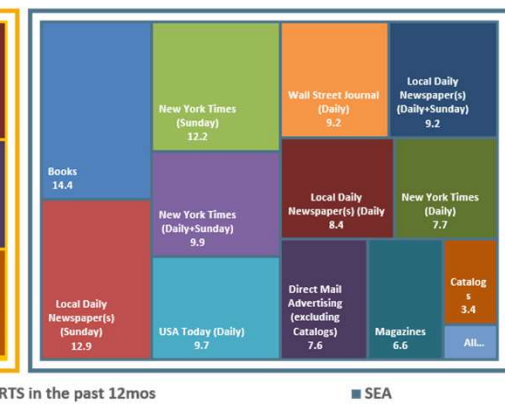
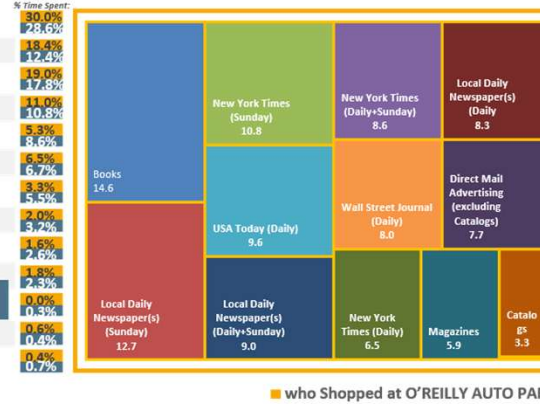
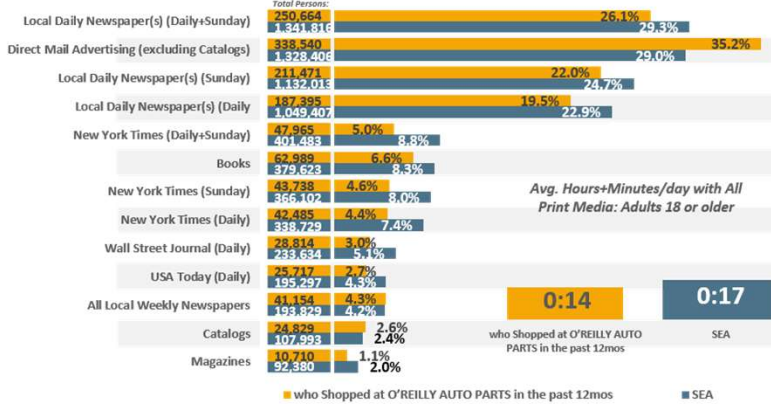
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



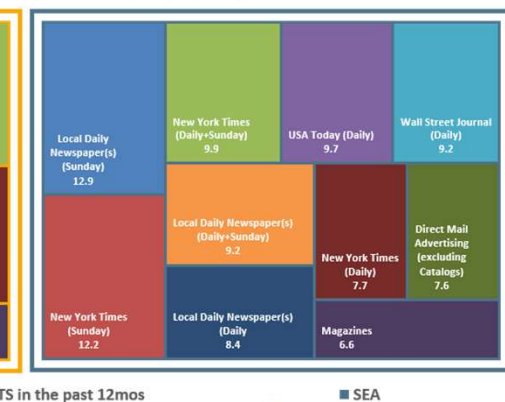
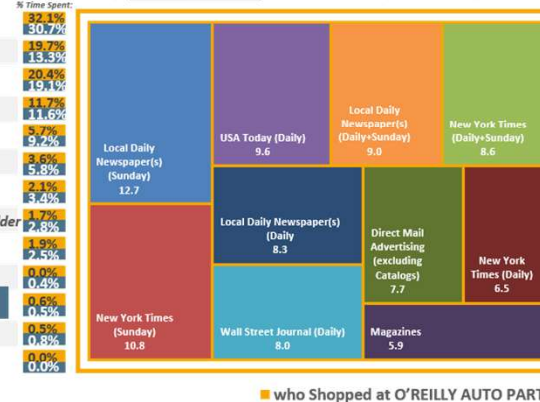
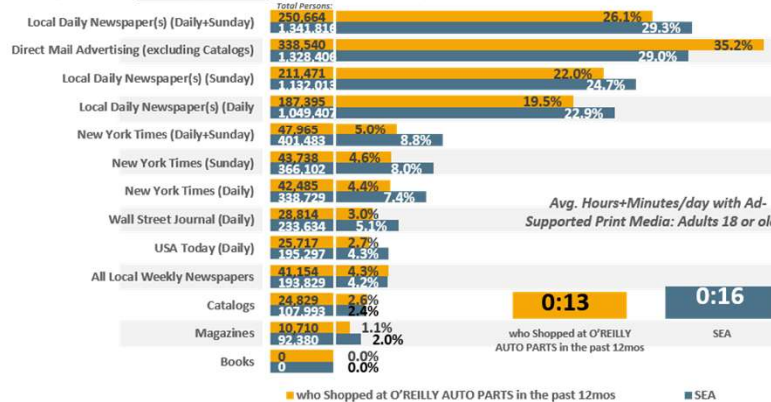


250,664 or 26.1% of Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9. minutes every day representing 32.1% of all time spent daily with All forms of Print Media.

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**



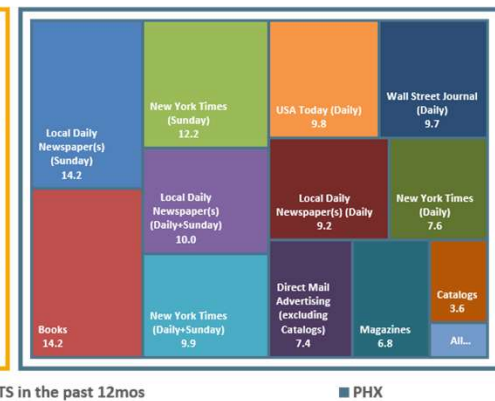
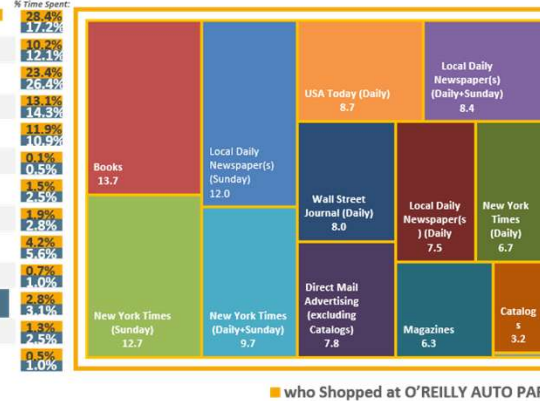
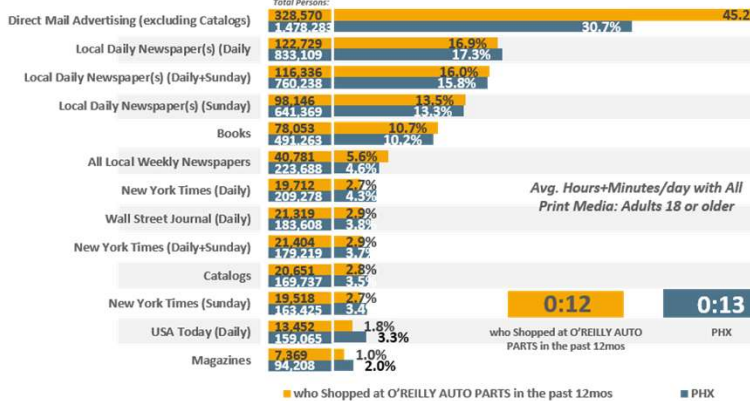
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



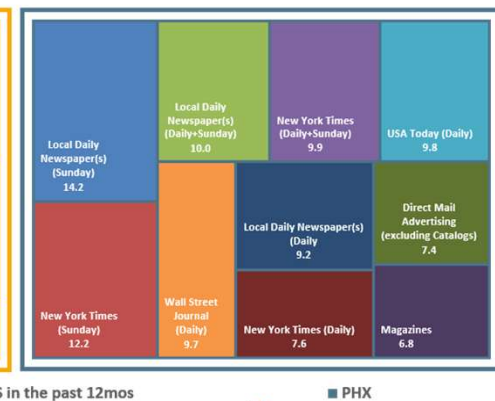
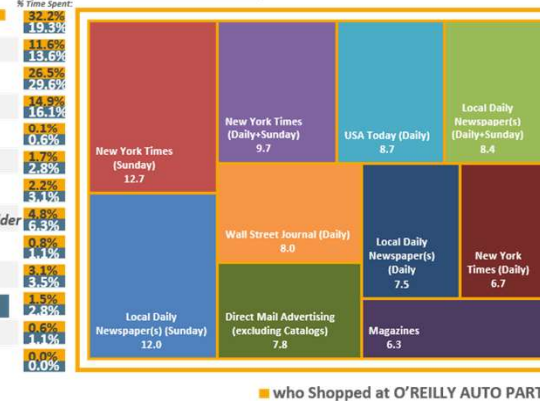
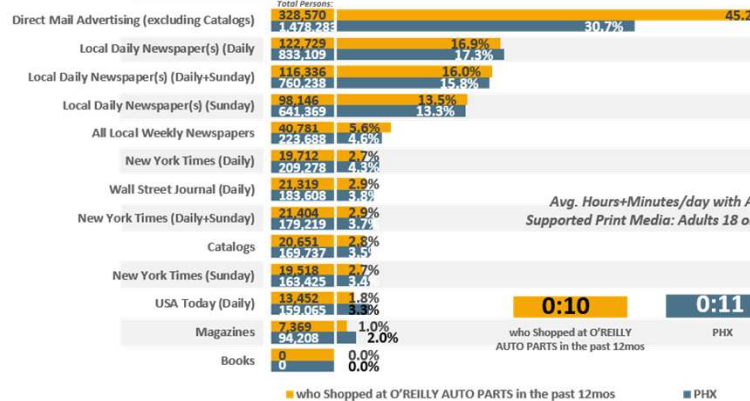


328,570 or 45.2% of Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos read Direct Mail Advertising (excluding Catalogs) for an average of 7.8 minutes every day representing 32.2% of all time spent daily with All forms of Print Media

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**



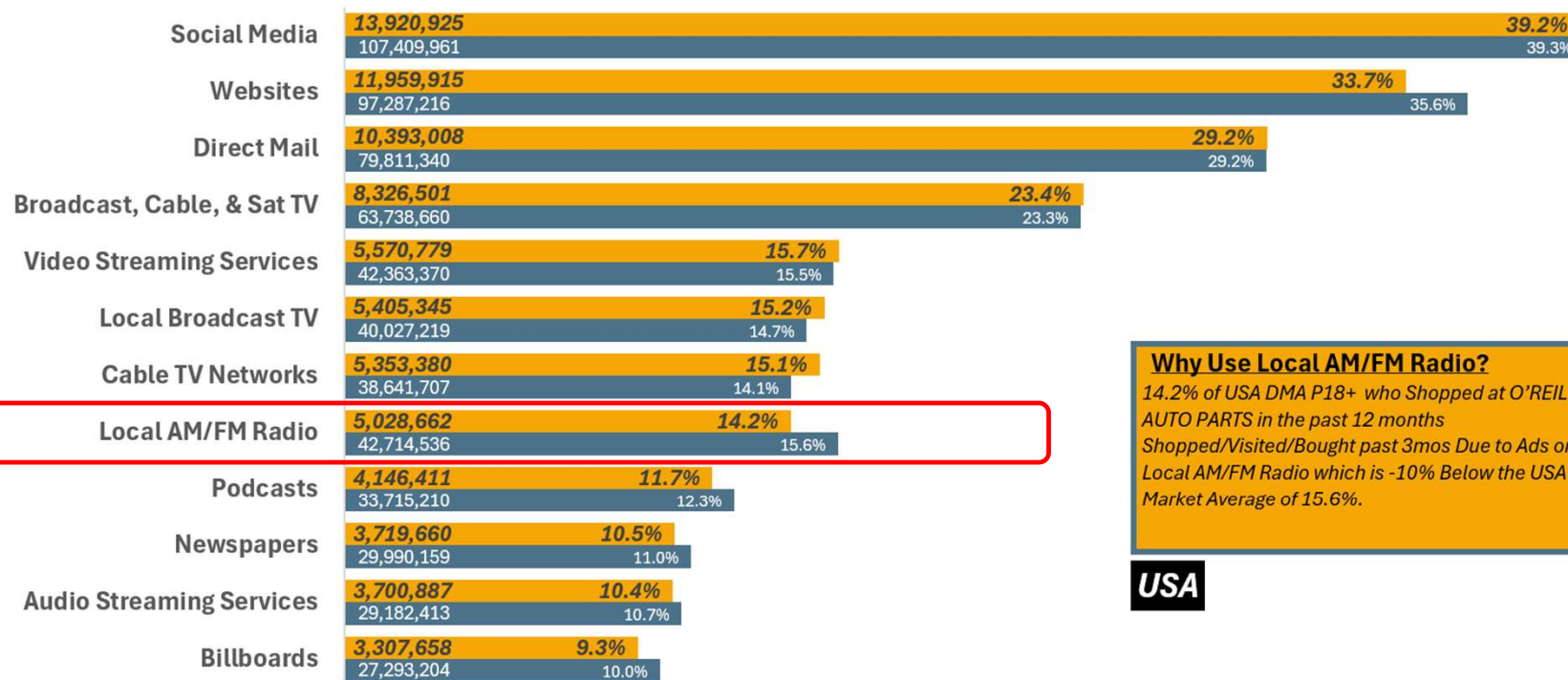
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





"Advertising Actions"

**P18+ who Shopped at O'REILLY AUTO PARTS in the past 12 months
(Shopped/Visited/Bought past 3mos Due to Ads on %)**



Why Use Local AM/FM Radio?

14.2% of USA DMA P18+ who Shopped at O'REILLY AUTO PARTS in the past 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -10% Below the USA DMA Market Average of 15.6%.

USA

■ P18+ who Shopped at O'REILLY AUTO PARTS in the past 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)

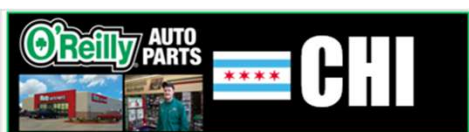
■ P18+ USA AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

USA DMA Scarborough R1 2026: Jan25-Mar26 Qual Intab: 2785

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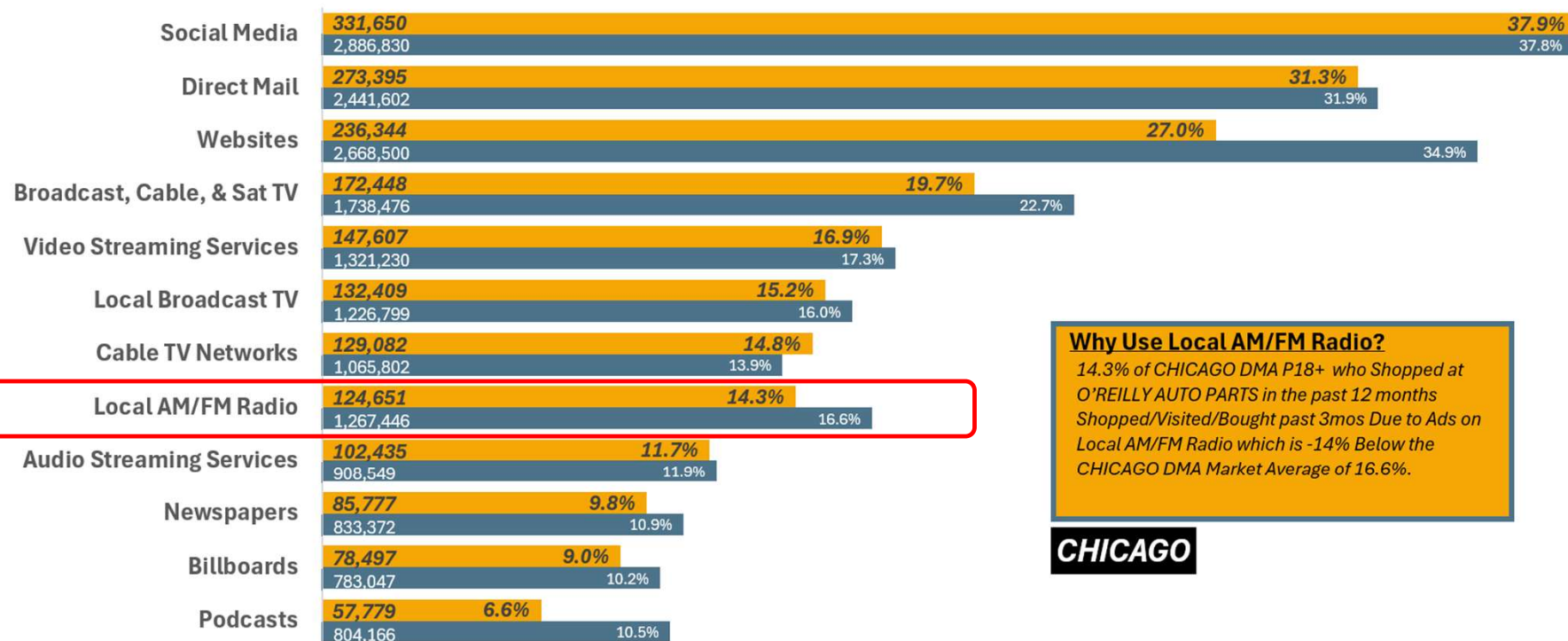
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): O'Reilly Auto Parts



"Advertising Actions"

**P18+ who Shopped at O'REILLY AUTO PARTS in the past 12 months
(Shopped/Visited/Bought past 3mos Due to Ads on %)**



Why Use Local AM/FM Radio?

14.3% of CHICAGO DMA P18+ who Shopped at O'REILLY AUTO PARTS in the past 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -14% Below the CHICAGO DMA Market Average of 16.6%.

CHICAGO

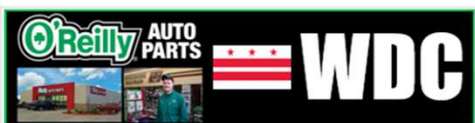
■ P18+ who Shopped at O'REILLY AUTO PARTS in the past 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 374
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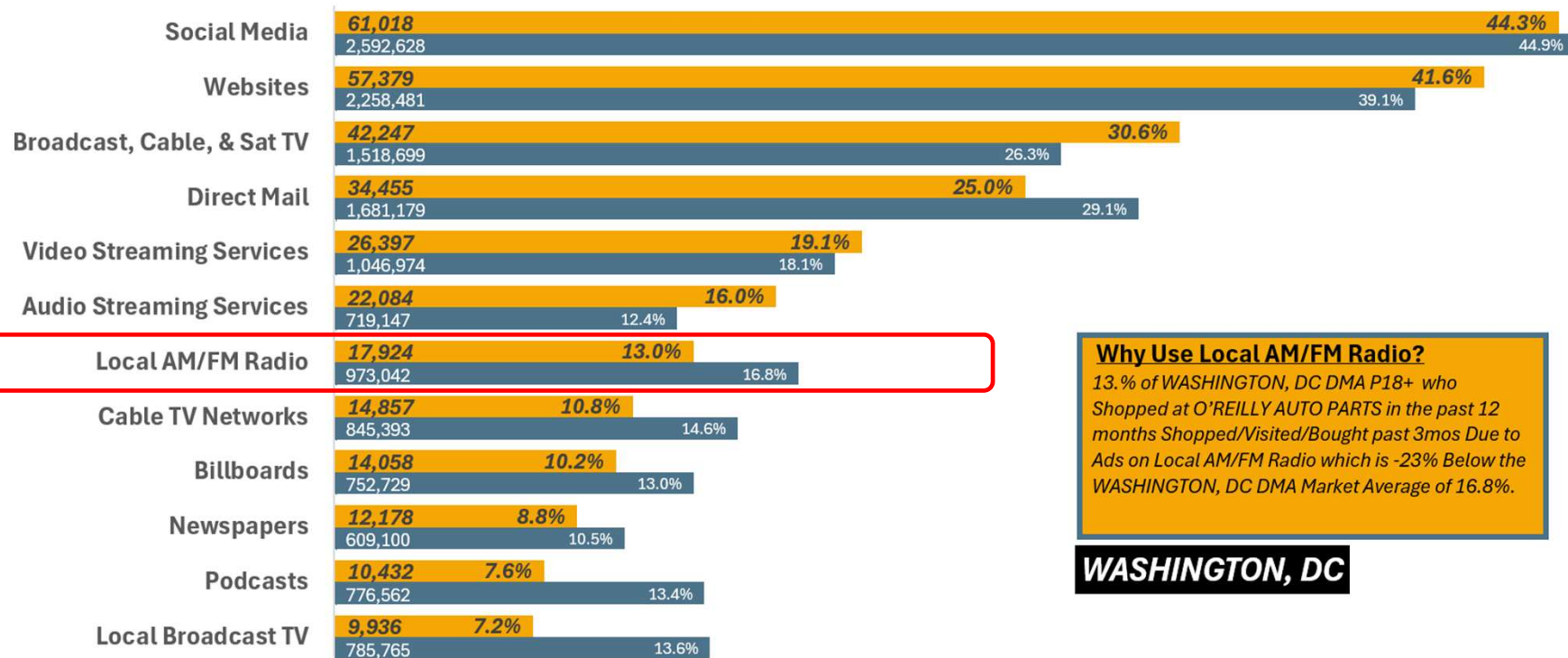
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): O'Reilly Auto Parts



"Advertising Actions"

**P18+ who Shopped at O'REILLY AUTO PARTS in the past 12 months
(Shopped/Visited/Bought past 3mos Due to Ads on %)**



Why Use Local AM/FM Radio?

13.0% of WASHINGTON, DC DMA P18+ who Shopped at O'REILLY AUTO PARTS in the past 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -23% Below the WASHINGTON, DC DMA Market Average of 16.8%.

WASHINGTON, DC

■ P18+ who Shopped at O'REILLY AUTO PARTS in the past 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab: 125
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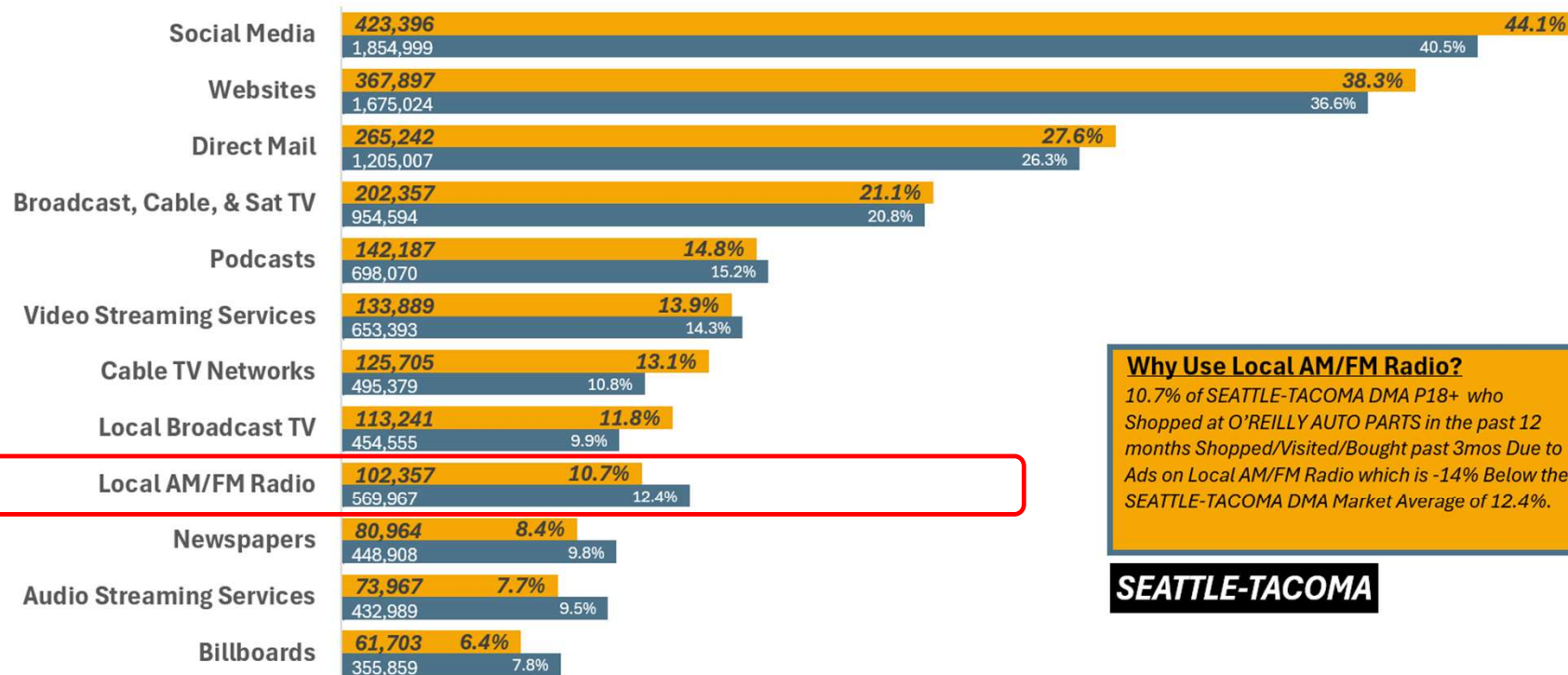
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): O'Reilly Auto Parts



"Advertising Actions"

**P18+ who Shopped at O'REILLY AUTO PARTS in the past 12 months
(Shopped/Visited/Bought past 3mos Due to Ads on %)**



Why Use Local AM/FM Radio?

10.7% of SEATTLE-TACOMA DMA P18+ who Shopped at O'REILLY AUTO PARTS in the past 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -14% Below the SEATTLE-TACOMA DMA Market Average of 12.4%.

SEATTLE-TACOMA

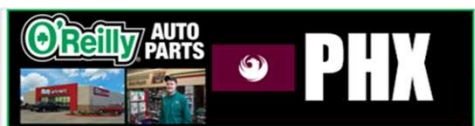
■ P18+ who Shopped at O'REILLY AUTO PARTS in the past 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab: 799
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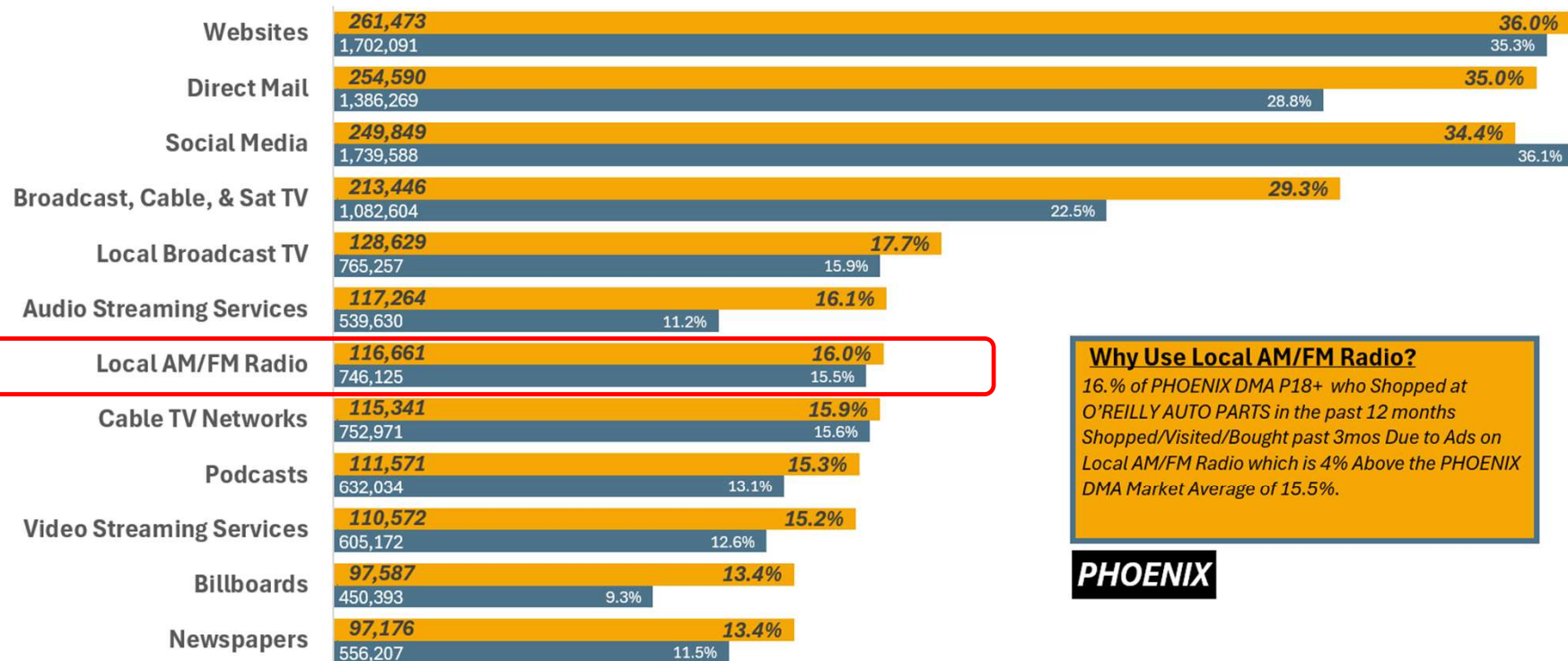
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for Anything ®

Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): O'Reilly Auto Parts



"Advertising Actions"

**P18+ who Shopped at O'REILLY AUTO PARTS in the past 12 months
(Shopped/Visited/Bought past 3mos Due to Ads on %)**



Why Use Local AM/FM Radio?

16. % of PHOENIX DMA P18+ who Shopped at O'REILLY AUTO PARTS in the past 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 4% Above the PHOENIX DMA Market Average of 15.5%.

PHOENIX

■ P18+ who Shopped at O'REILLY AUTO PARTS in the past 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 376
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): O'Reilly Auto Parts