USA+4 DMAs – P25+ who Used JIFFY LUBE 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 P25+ who Used JIFFY LUBE in the past 12 months** as of August 31, 2026.





MONOMOY CAPITAL PARTNERS



P25+

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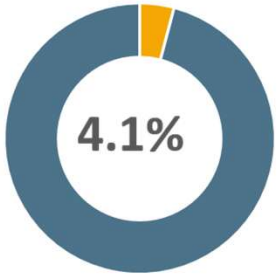
And, Yes! You ARE Smart Enough to Read a Robinhood Legend. So get ready to Learn!

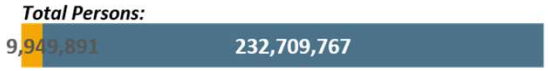
Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube



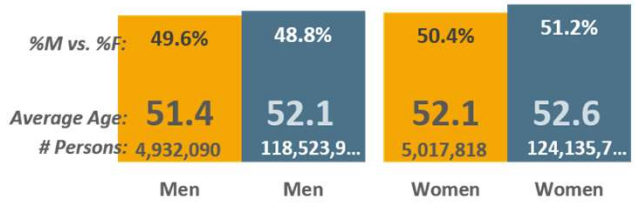
4.1% or 9,949,891 of USA DMA Adults 25 or older Used JIFFY LUBE in the past 12 months.
Typical Adults 25 or older who Used JIFFY LUBE in the past 12 months are 51.7 years old (1.2% younger than average) and have a $109,024 (10.% higher than average) annual household income.

Percent of Market: Adults 25 or older

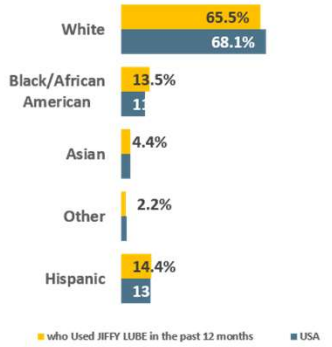




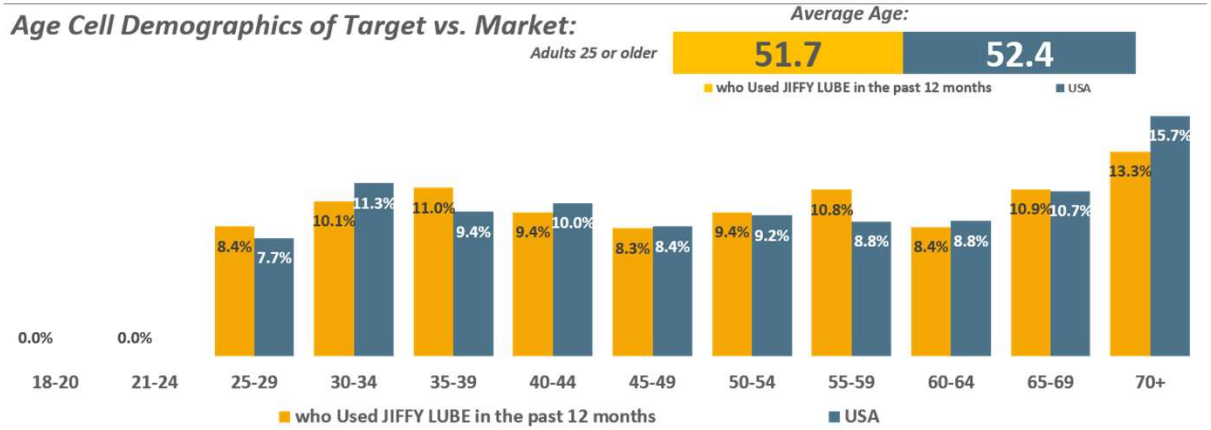
Gender of Target vs. Market: Adults 25 or older



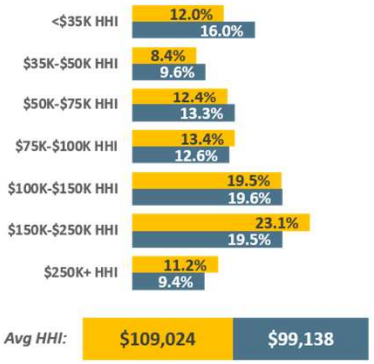
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R2 2025-26: Feb24-Aug26 Qual Intab 2,105

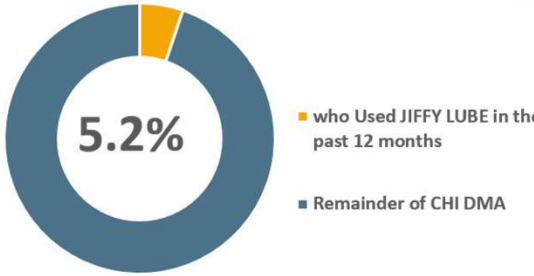
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube



5.2% or 348,983 of CHI DMA Adults 25 or older Used JIFFY LUBE in the past 12 months.
Typical Adults 25 or older who Used JIFFY LUBE in the past 12 months are 49.2 years old (5.3% younger than average) and have a $129,014 (16.4% higher than average) annual household income.

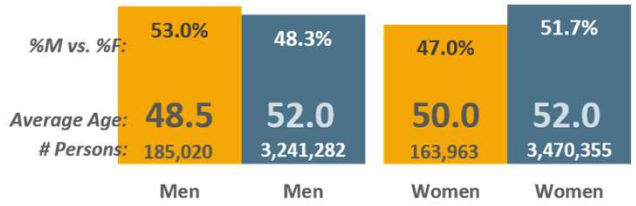
Percent of Market: Adults 25 or older



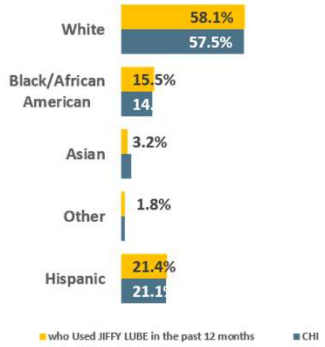
Total Persons:

348,983 | 6,362,654

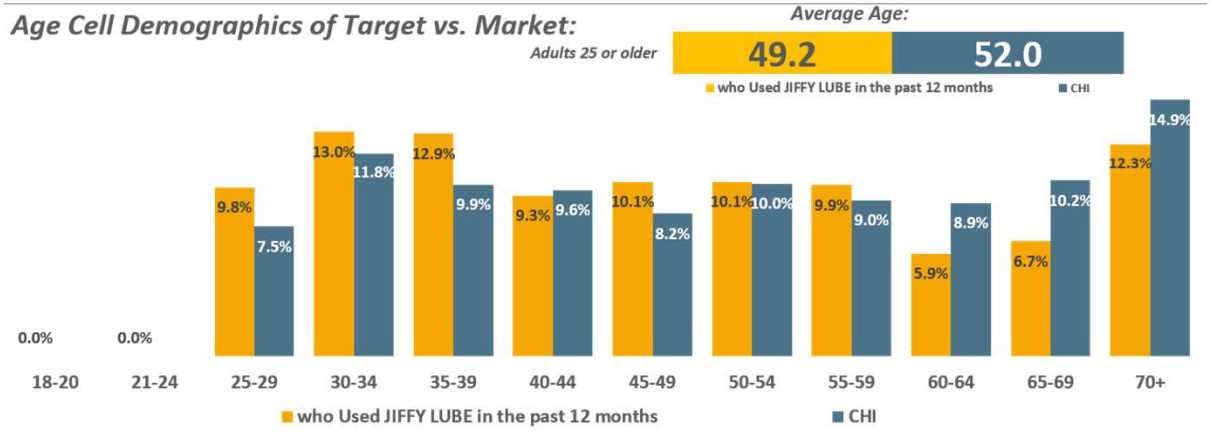
Gender of Target vs. Market: Adults 25 or older



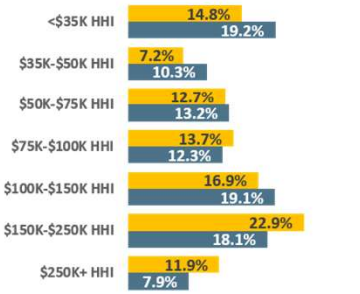
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $129,014 | $110,878

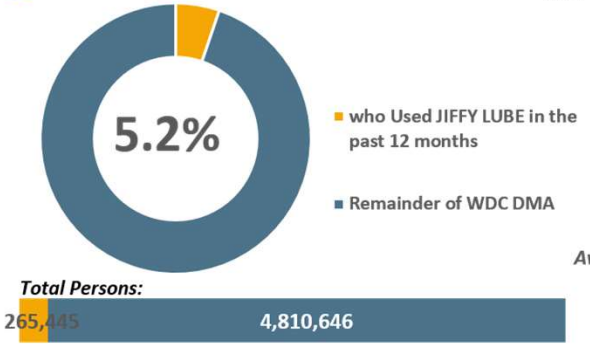
CHI DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 386

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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

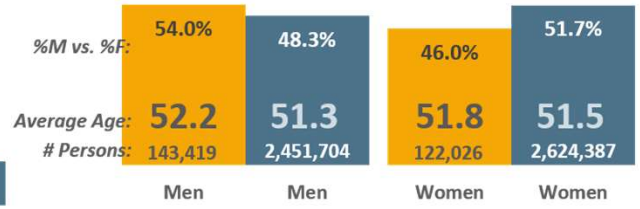
5.2% or 265,445 of WDC DMA Adults 25 or older Used JIFFY LUBE in the past 12 months.
Typical Adults 25 or older who Used JIFFY LUBE in the past 12 months are 52. years old (1.2% older than average) and have a $154,231 (9.% higher than average) annual household income.

Percent of Market: Adults 25 or older

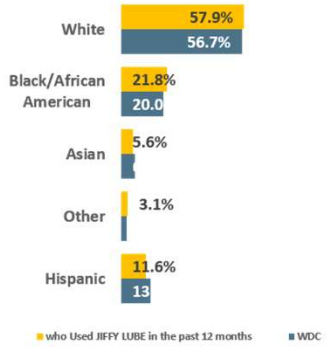


Total Persons:

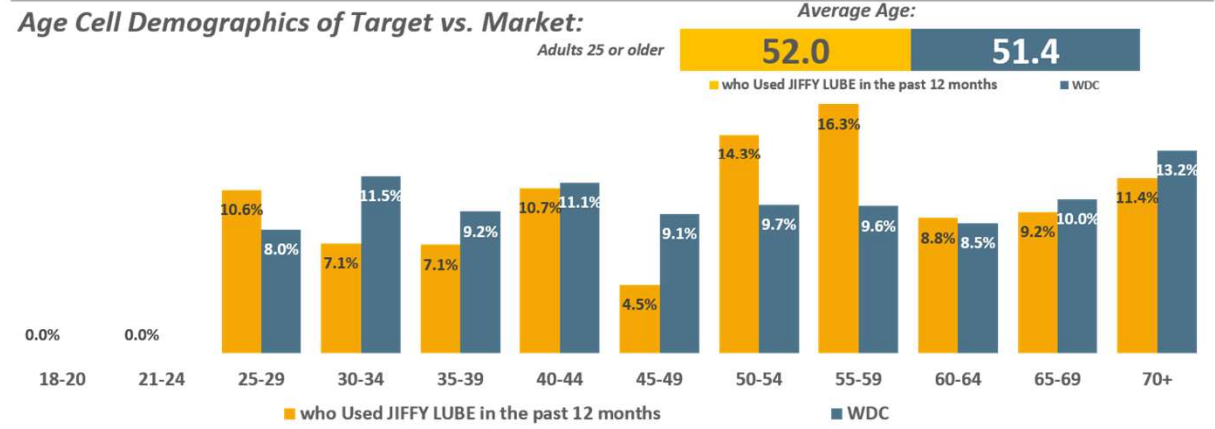
Gender of Target vs. Market: Adults 25 or older



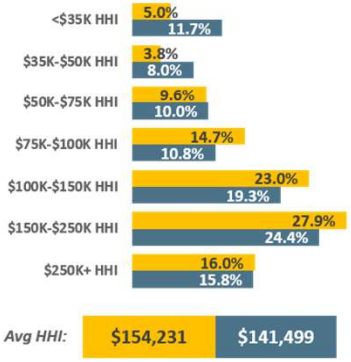
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



WDC DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 641

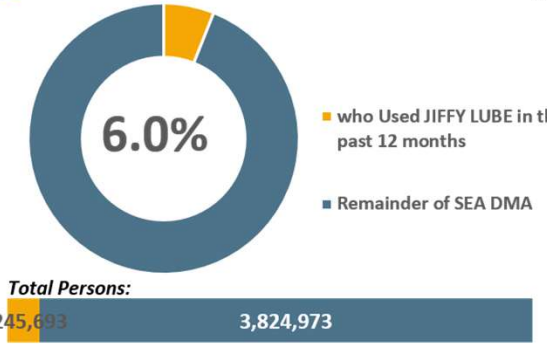
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

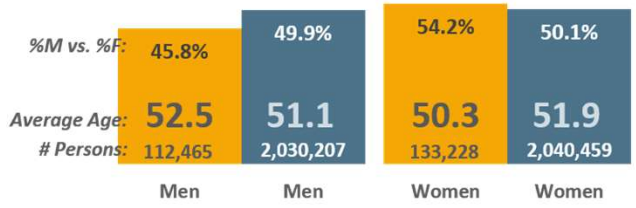


6.% or 245,693 of SEA DMA Adults 25 or older Used JIFFY LUBE in the past 12 months.
Typical Adults 25 or older who Used JIFFY LUBE in the past 12 months are 51.4 years old (.1% younger than average) and have a $135,612 (5.6% higher than average) annual household income.

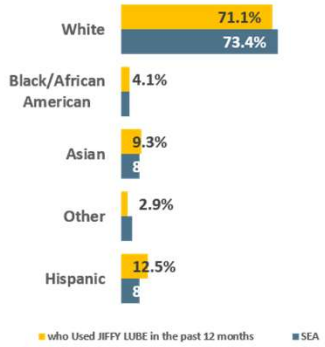
Percent of Market: Adults 25 or older



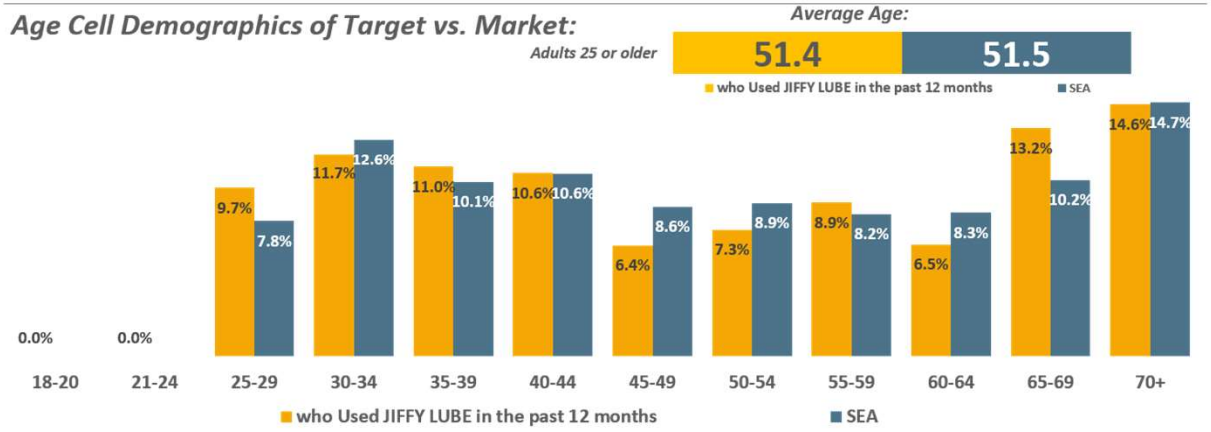
Gender of Target vs. Market: Adults 25 or older



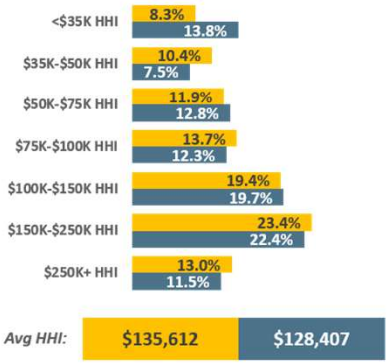
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



SEA DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 477

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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

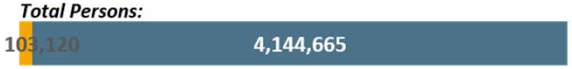


2.4% or 103,120 of PHX DMA Adults 25 or older Used JIFFY LUBE in the past 12 months.
Typical Adults 25 or older who Used JIFFY LUBE in the past 12 months are 56.8 years old (8.% older than average) and have a $89,469 (19.5% lower than average) annual household income.

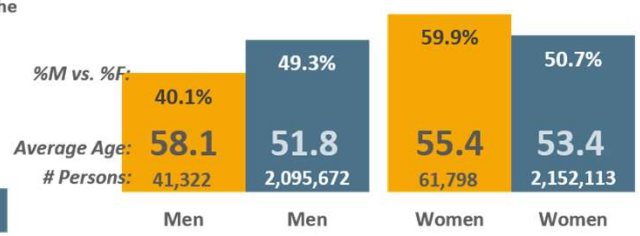
Percent of Market: Adults 25 or older



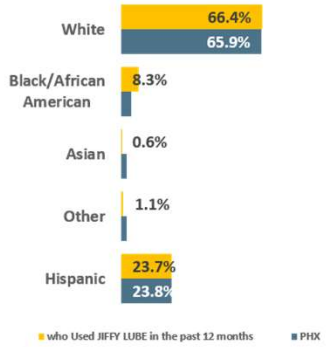
Total Persons:



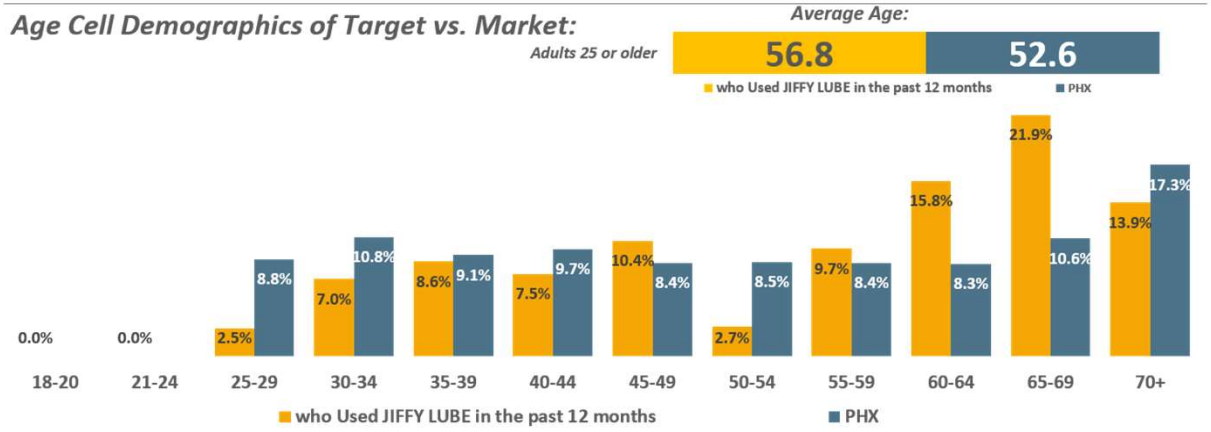
Gender of Target vs. Market: Adults 25 or older



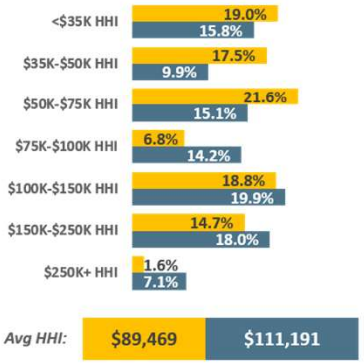
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $89,469 $111,191

PHX DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 151

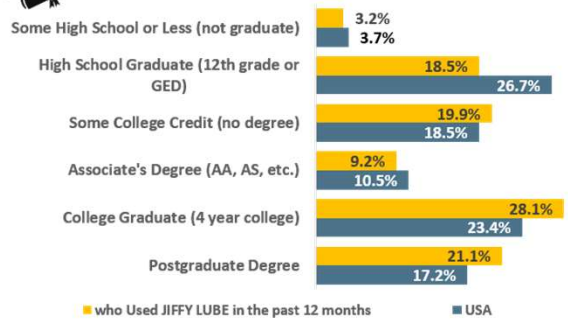
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

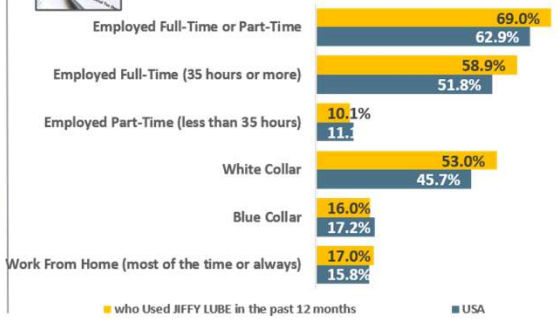


4.1% or 9,949,891 of USA DMA Adults 25 or older Used JIFFY LUBE in the past 12 months.
Adults 25 or older who Used JIFFY LUBE in the past 12 months are 21.3% more likely to be a college graduate, 13.7% more likely to work full-time, 3.9% more likely to be married, 9.5% more likely to be a parent of 1 or more children under 18.

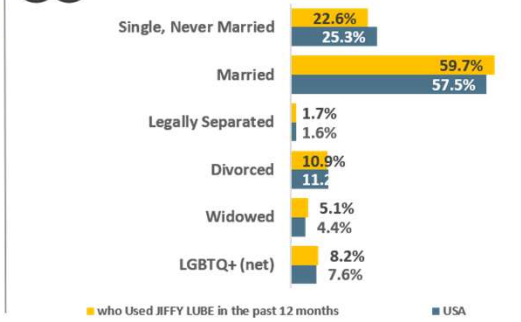
Education Levels: Adults 25 or older



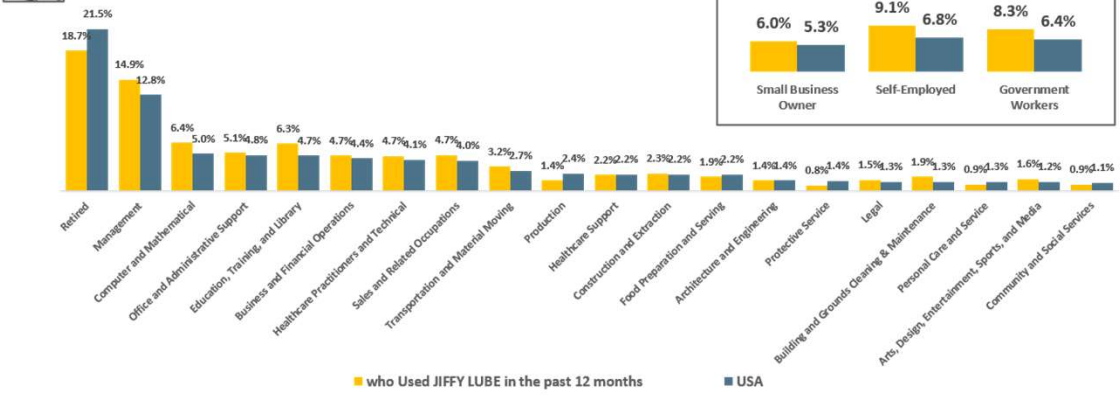
Employment: Adults 25 or older



Marital Status: Adults 25 or older

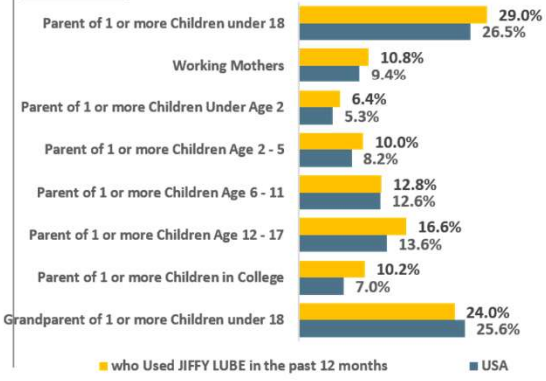


Top-20 Occupations: Adults 25 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 25 or older



USA USA Projection Scarborough R2 2025-26; Feb24-Aug26 Qual Intab 2,105

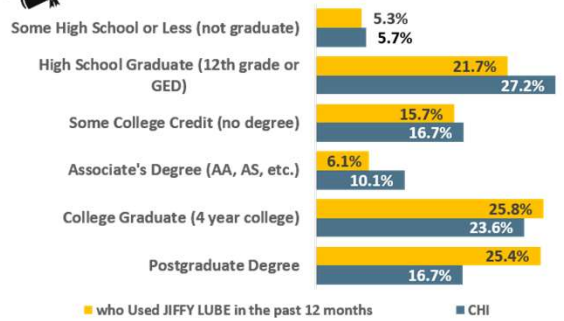
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

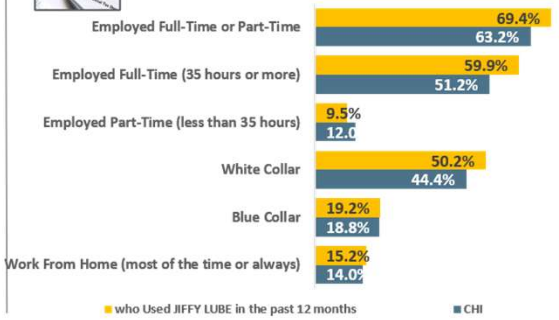


5.2% or 348,983 of CHI DMA Adults 25 or older Used JIFFY LUBE in the past 12 months.
Adults 25 or older who Used JIFFY LUBE in the past 12 months are 27.2% more likely to be a college graduate, 16.9% more likely to work full-time, 12.% more likely to be married, 30.6% more likely to be a parent of 1 or more children under 18.

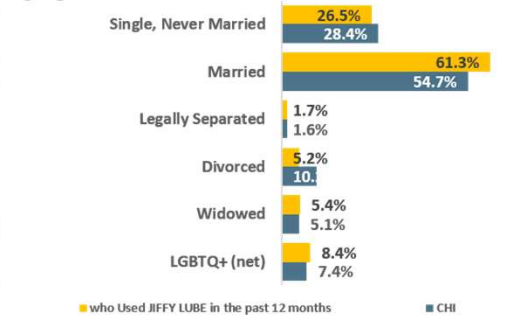
Education Levels: Adults 25 or older



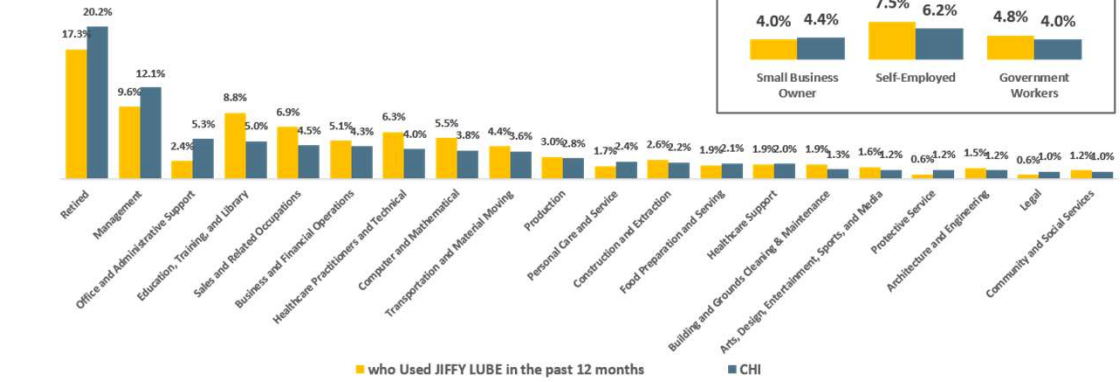
Employment: Adults 25 or older



Marital Status: Adults 25 or older

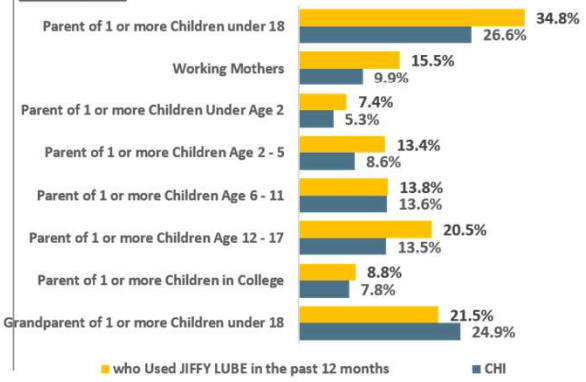


Top-20 Occupations: Adults 25 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 25 or older



CHI DMA Scarborough R2 2025-26; Aug24-Jul26 Qual Intab 386

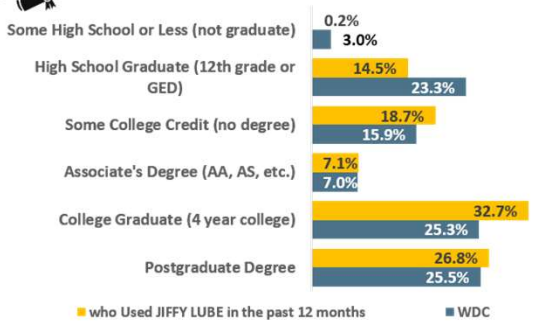
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

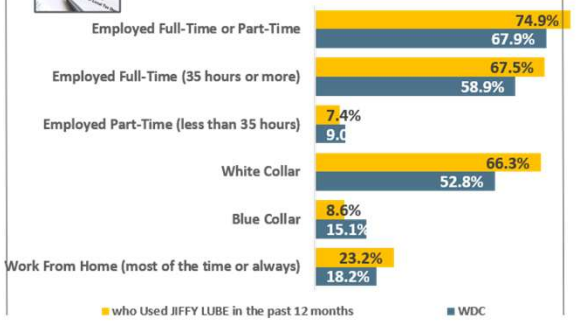


5.2% or 265,445 of WDC DMA Adults 25 or older Used JIFFY LUBE in the past 12 months.
Adults 25 or older who Used JIFFY LUBE in the past 12 months are 17.1% more likely to be a college graduate, 14.7% more likely to work full-time, 9.% more likely to be married, 15.3% less likely to be a parent of 1 or more children under 18.

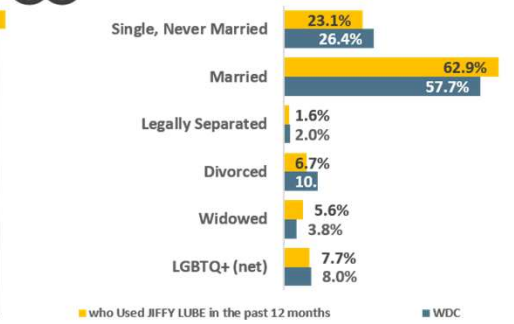
Education Levels: Adults 25 or older



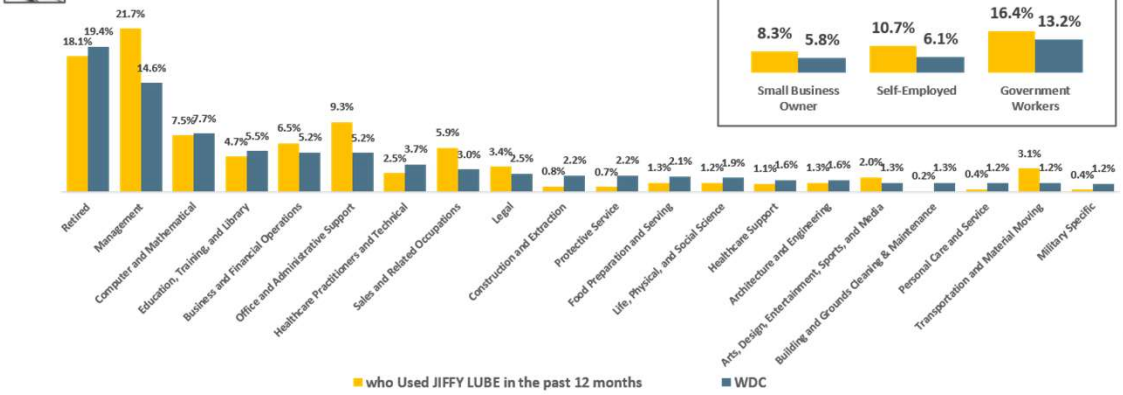
Employment: Adults 25 or older



Marital Status: Adults 25 or older

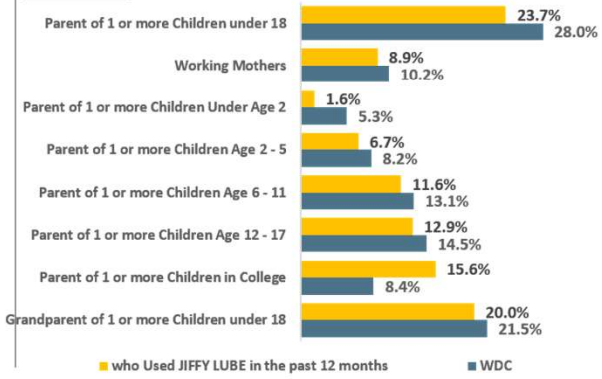


Top-20 Occupations: Adults 25 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 25 or older



WDC DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 641

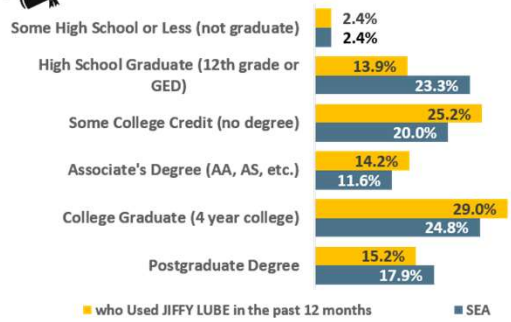
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

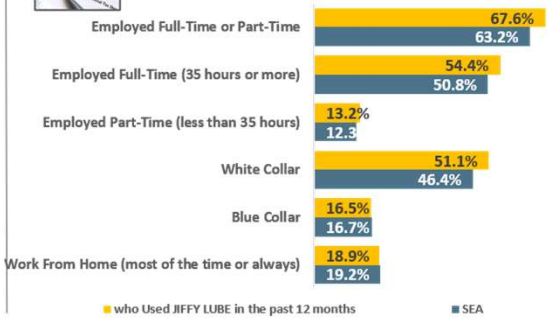


6.% or 245,693 of SEA DMA Adults 25 or older Used JIFFY LUBE in the past 12 months.
Adults 25 or older who Used JIFFY LUBE in the past 12 months are 3.7% more likely to be a college graduate, 7.% more likely to work full-time, 2.7% less likely to be married, 4.% more likely to be a parent of 1 or more children under 18.

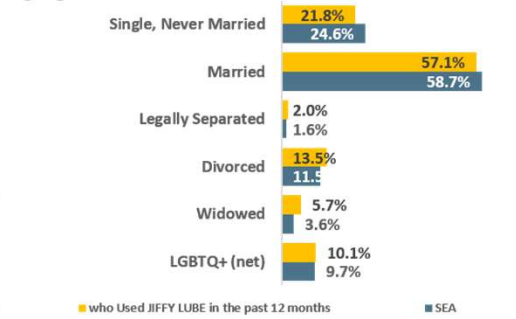
Education Levels: Adults 25 or older



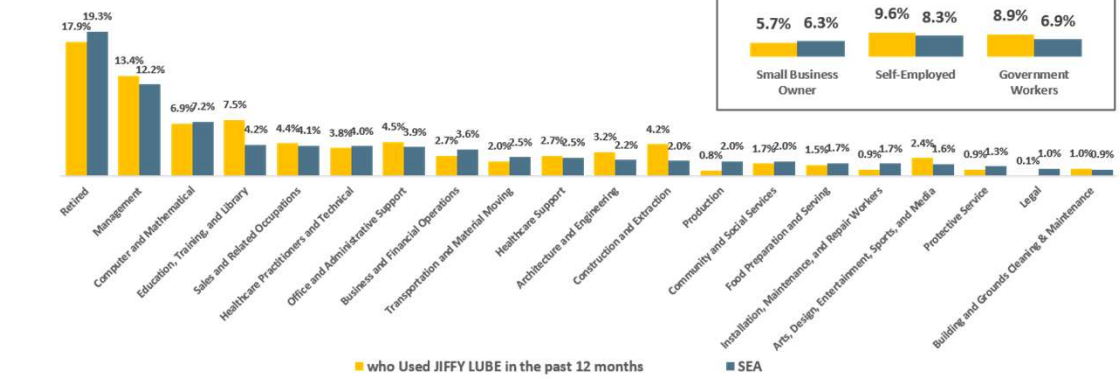
Employment: Adults 25 or older



Marital Status: Adults 25 or older

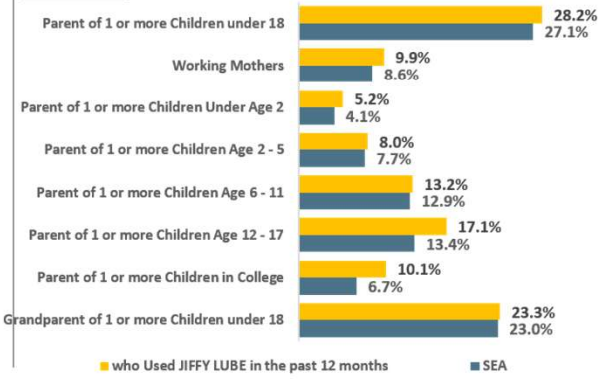


Top-20 Occupations: Adults 25 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 25 or older



SEA DMA Scarborough R2 2025-26; Aug24-Jul26 Qual Intab 477

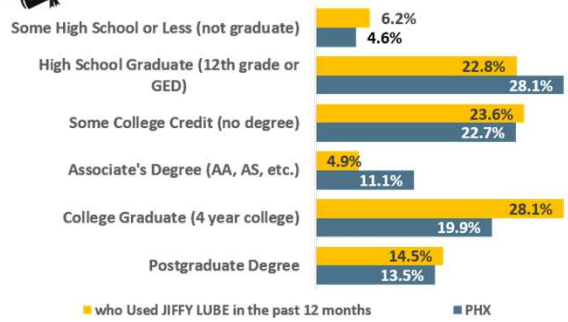
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

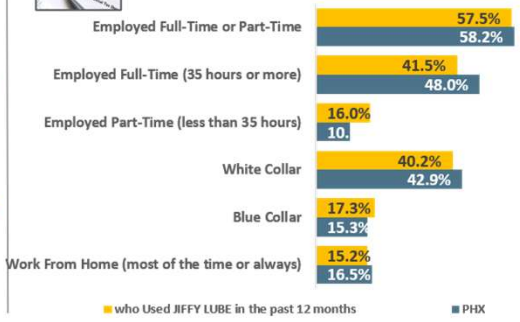


2.4% or 103,120 of PHX DMA Adults 25 or older Used JIFFY LUBE in the past 12 months.
Adults 25 or older who Used JIFFY LUBE in the past 12 months are 27.% more likely to be a college graduate, 13.7% less likely to work full-time, 14.8% less likely to be married, 5.3% more likely to be a parent of 1 or more children under 18.

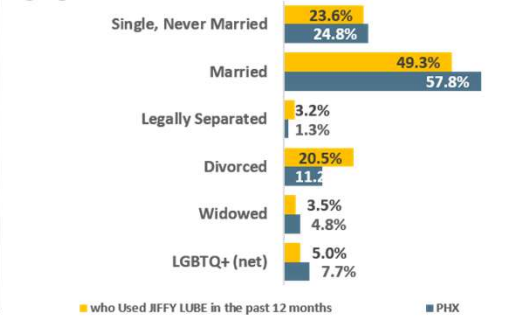
Education Levels: Adults 25 or older



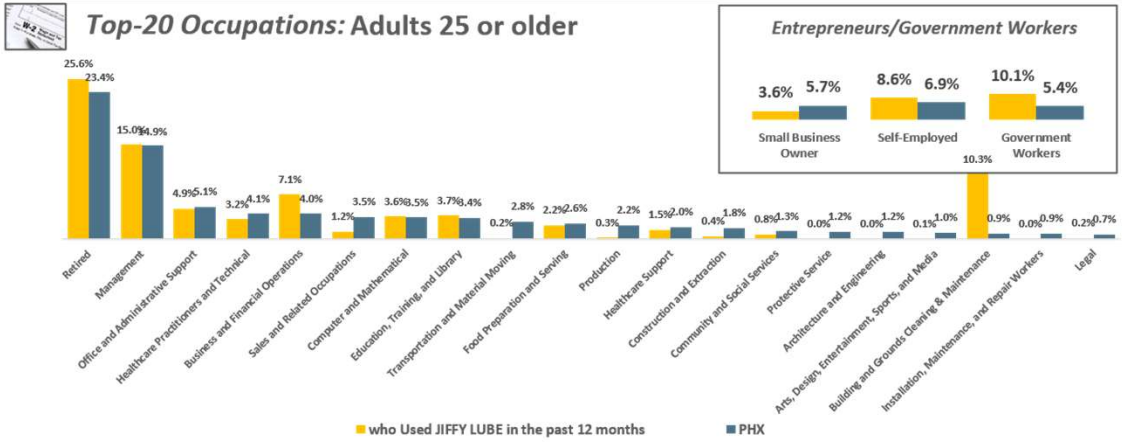
Employment: Adults 25 or older



Marital Status: Adults 25 or older

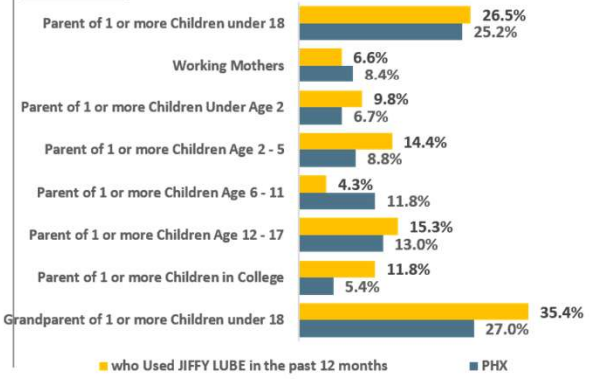


Top-20 Occupations: Adults 25 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 25 or older



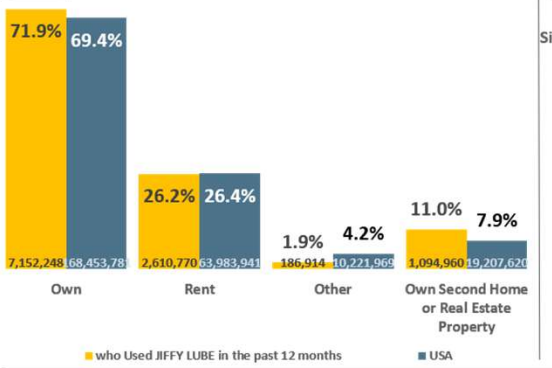
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

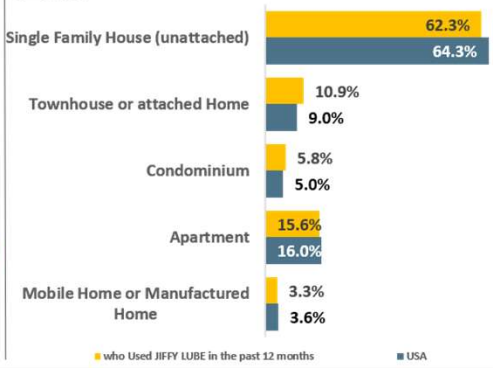


4.1% or 9,949,891 of USA DMA Adults 25 or older Used JIFFY LUBE in the past 12 months.
Adults 25 or older who Used JIFFY LUBE in the past 12 months are 3.5% more likely to own their home, 13.1% more likely to own a higher valued home, 3.1% less likely to have a single-family home, 16.% more likely to have a dog.

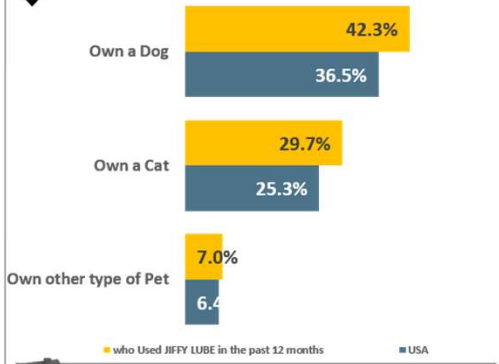
Own/Rent/Other: Adults 25 or older



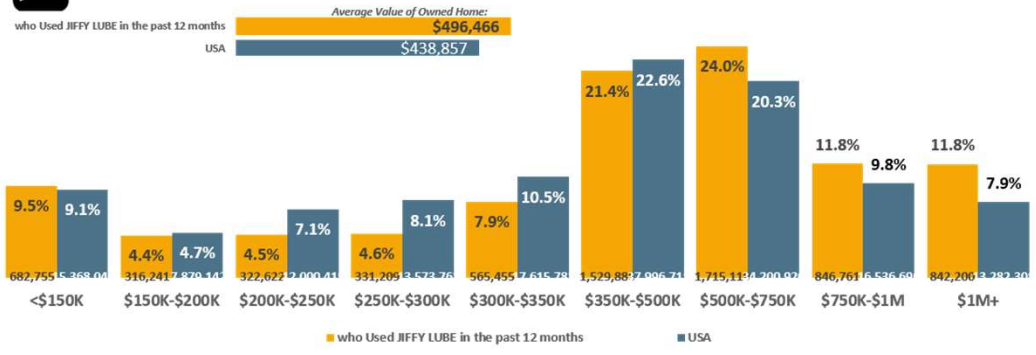
Type of Home: Adults 25 or older



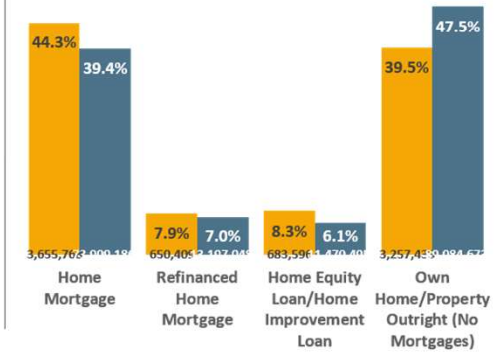
Pets in Home: Adults 25 or older



Value of Owned Home: Adults 25 or older



Home Loans: Adults 25 or older



USA *USA Projection* *Scarborough R2 2025-26: Feb24-Aug26* *Qual Intab* *2,105*

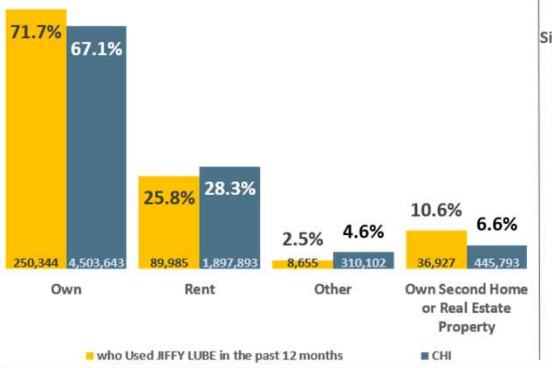
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

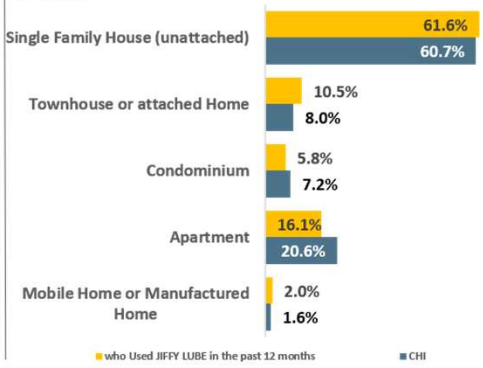


5.2% or 348,983 of CHI DMA Adults 25 or older Used JIFFY LUBE in the past 12 months.
Adults 25 or older who Used JIFFY LUBE in the past 12 months are 6.9% more likely to own their home, 14.6% more likely to own a higher valued home, 1.5% more likely to have a single-family home, 28.% more likely to have a dog.

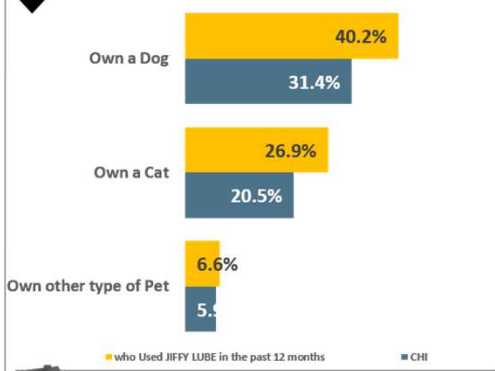
Own/Rent/Other: Adults 25 or older



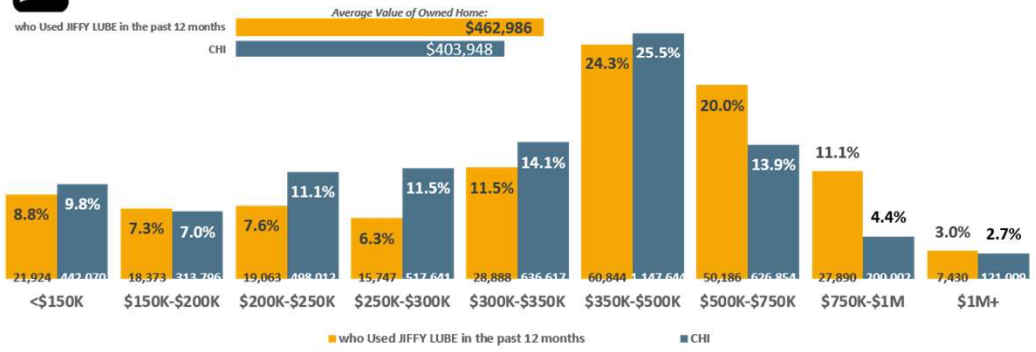
Type of Home: Adults 25 or older



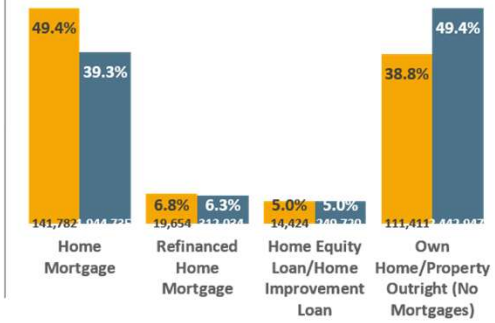
Pets in Home: Adults 25 or older



Value of Owned Home: Adults 25 or older



Home Loans: Adults 25 or older



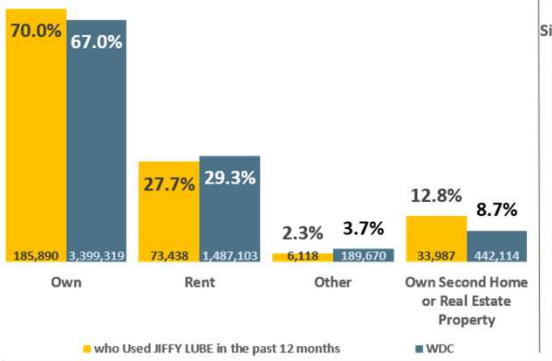
CHI DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 386

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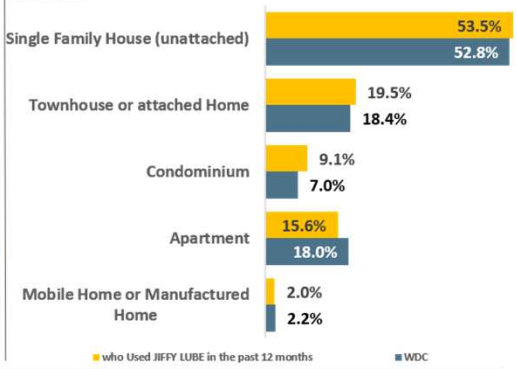
Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

5.2% or 265,445 of WDC DMA Adults 25 or older Used JIFFY LUBE in the past 12 months.
Adults 25 or older who Used JIFFY LUBE in the past 12 months are 4.6% more likely to own their home, 3.1% more likely to own a higher valued home, 1.3% more likely to have a single-family home, 10.% more likely to have a dog.

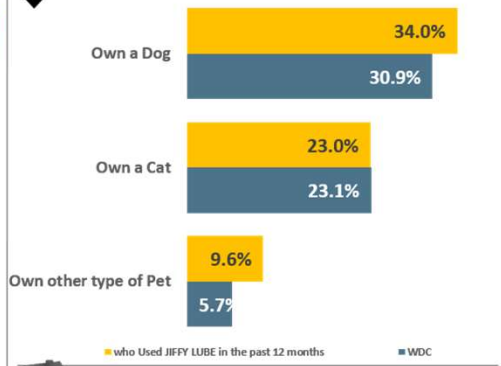
Own/Rent/Other: Adults 25 or older



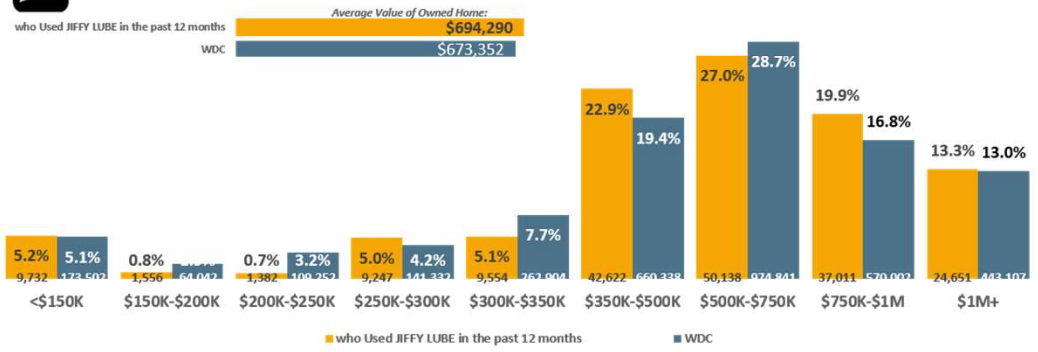
Type of Home: Adults 25 or older



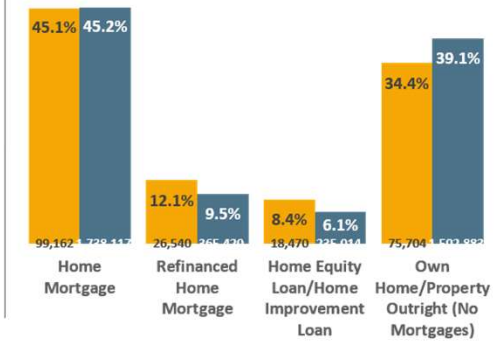
Pets in Home: Adults 25 or older



Value of Owned Home: Adults 25 or older



Home Loans: Adults 25 or older



WDC DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 641

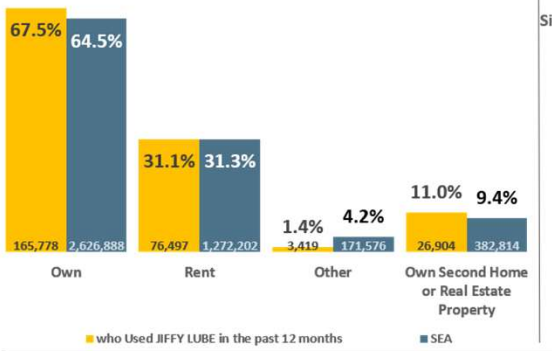
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

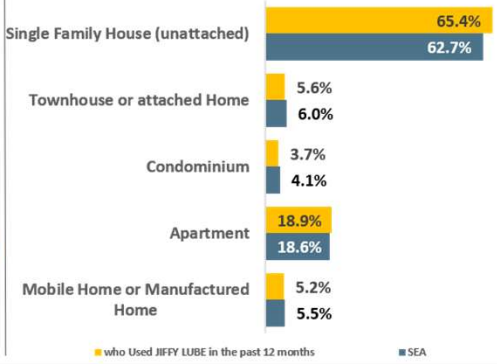


6.% or 245,693 of SEA DMA Adults 25 or older Used JIFFY LUBE in the past 12 months.
Adults 25 or older who Used JIFFY LUBE in the past 12 months are 4.6% more likely to own their home, .6% more likely to own a higher valued home, 4.3% more likely to have a single-family home, 3.1% more likely to have a dog.

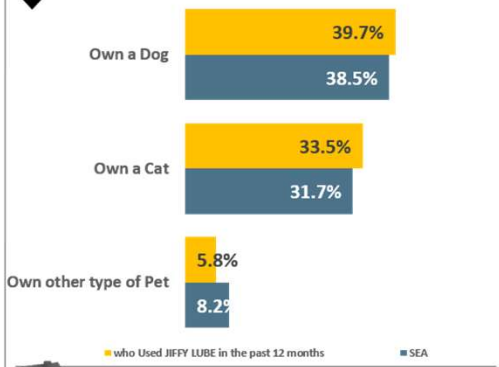
Own/Rent/Other: Adults 25 or older



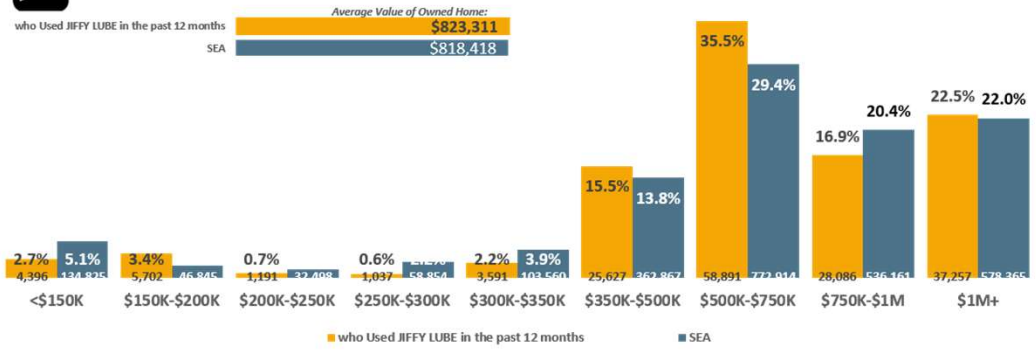
Type of Home: Adults 25 or older



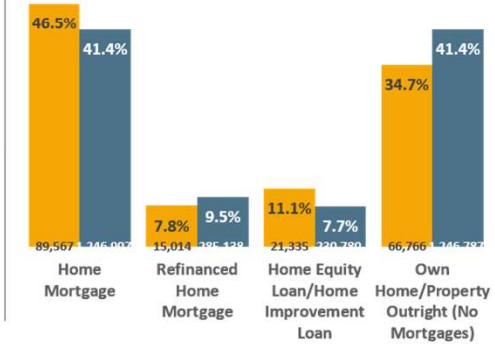
Pets in Home: Adults 25 or older



Value of Owned Home: Adults 25 or older



Home Loans: Adults 25 or older



SEA DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 477

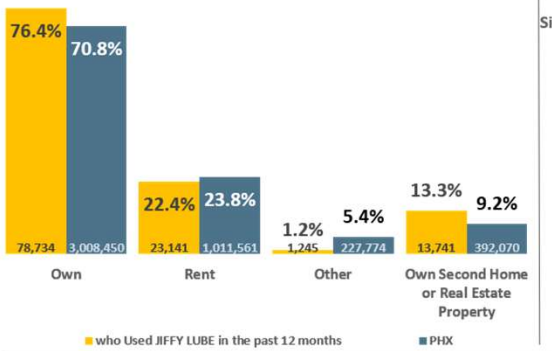
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

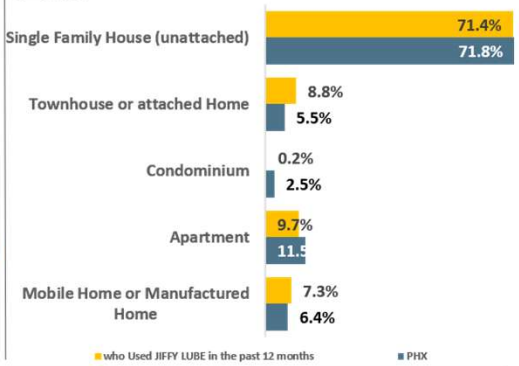


2.4% or 103,120 of PHX DMA Adults 25 or older Used JIFFY LUBE in the past 12 months.
Adults 25 or older who Used JIFFY LUBE in the past 12 months are 7.8% more likely to own their home, 5.7% more likely to own a higher valued home, .5% less likely to have a single-family home, 34.2% more likely to have a dog.

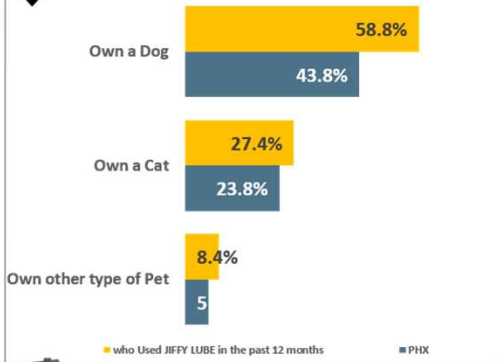
Own/Rent/Other: Adults 25 or older



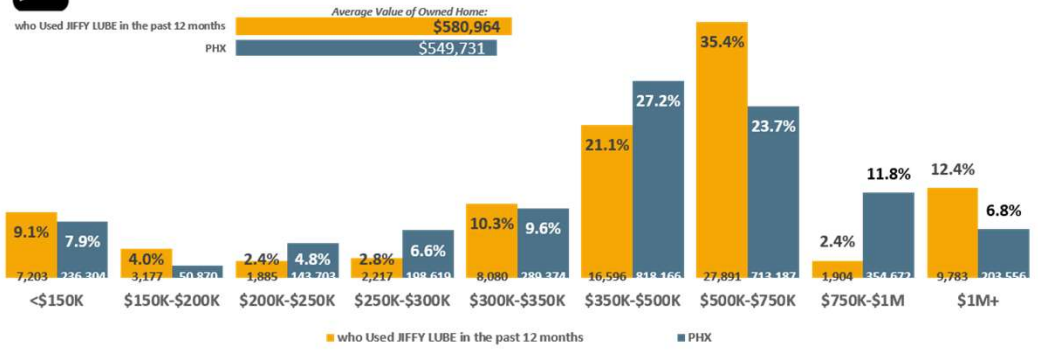
Type of Home: Adults 25 or older



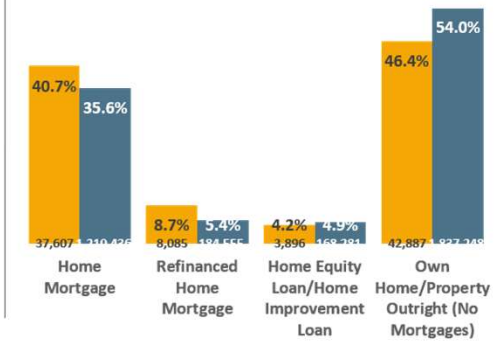
Pets in Home: Adults 25 or older



Value of Owned Home: Adults 25 or older



Home Loans: Adults 25 or older



PHX DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 151

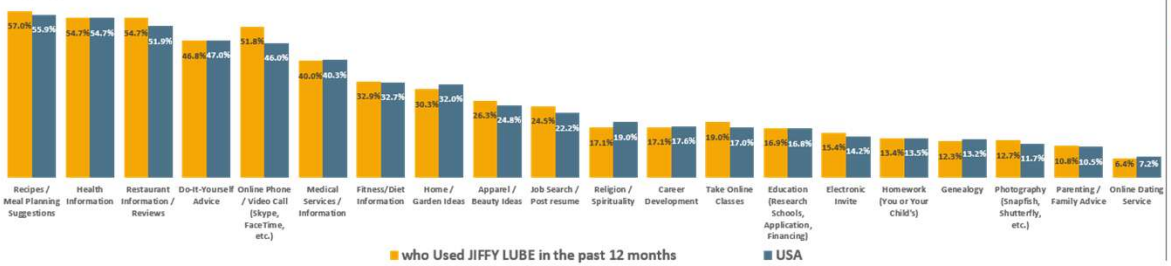
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

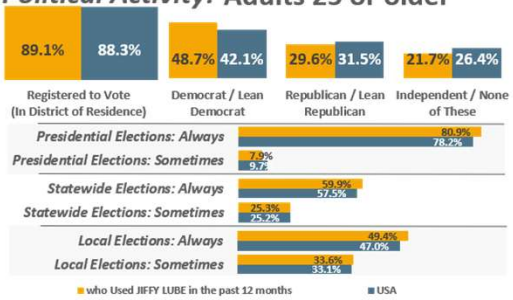


4.1% or 9,949,891 of USA DMA Adults 25 or older Used JIFFY LUBE in the past 12 months.
Adults 25 or older who Used JIFFY LUBE in the past 12 months are .5% less likely to look up D-I-Y advice online, 5.1% more likely to always vote in local elections, 17.1% more likely to belong to a gym, 19.7% more likely to fly domestic past yr.

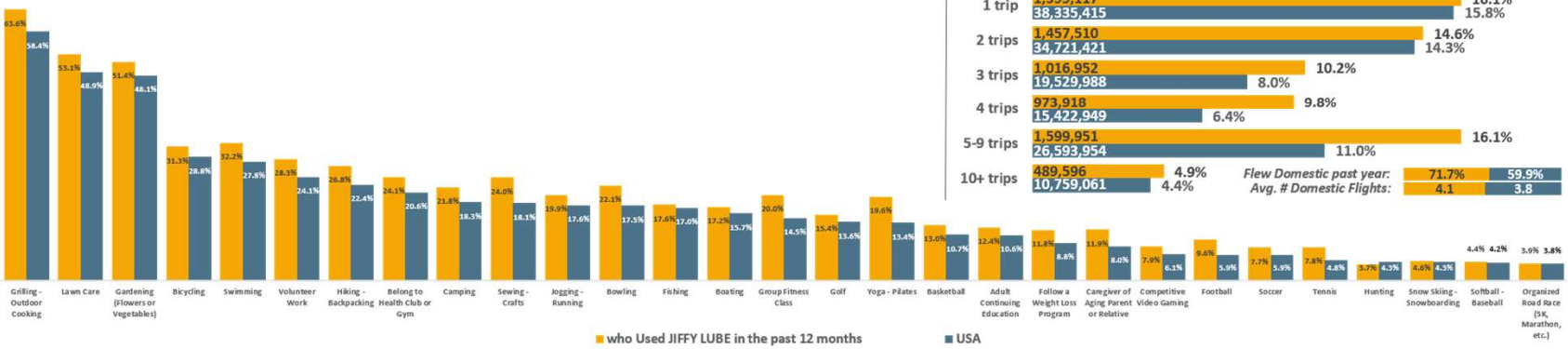
Top-20 past 30-days Online Lifestyle Activites: Adults 25 or older



Political Activity: Adults 25 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 25 or older



Past 12-months Domestic Airline Trips: Adults 25 or older

USA USA Projection Scarborough R2 2025-26: Feb24-Aug26 Qual Intab 2,105

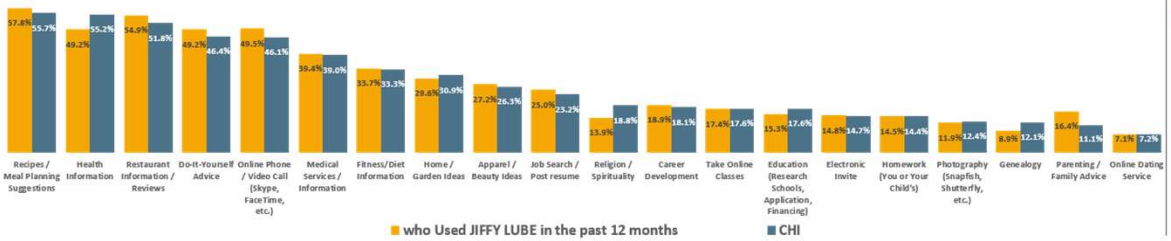
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

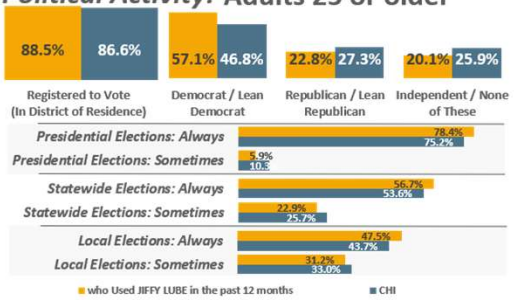


5.2% or 348,983 of CHI DMA Adults 25 or older Used JIFFY LUBE in the past 12 months.
Adults 25 or older who Used JIFFY LUBE in the past 12 months are 6.1% more likely to look up D-I-Y advice online, 8.5% more likely to always vote in local elections, 11.4% more likely to belong to a gym, 16.1% more likely to fly domestic past yr.

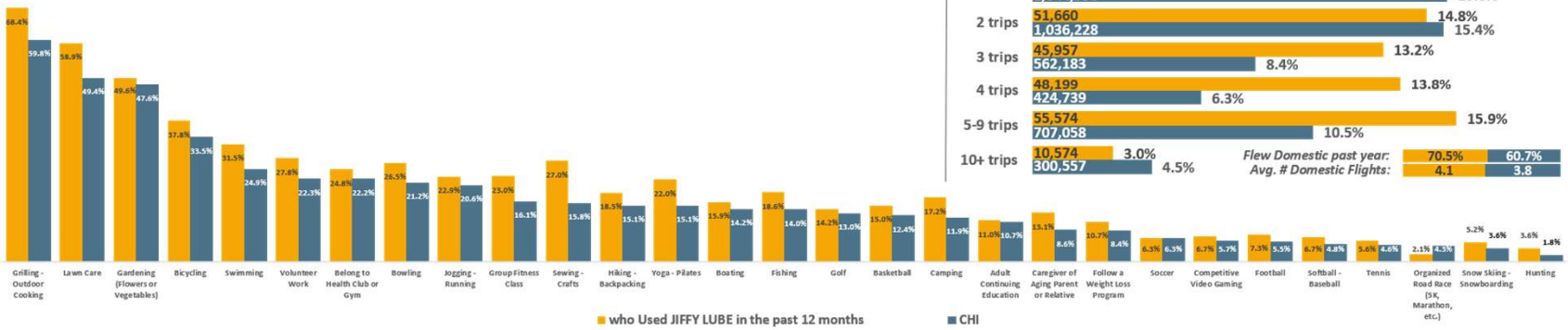
Top-20 past 30-days Online Lifestyle Activites: Adults 25 or older



Political Activity: Adults 25 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 25 or older



Past 12-months Domestic Airline Trips: Adults 25 or older

CHI DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 386

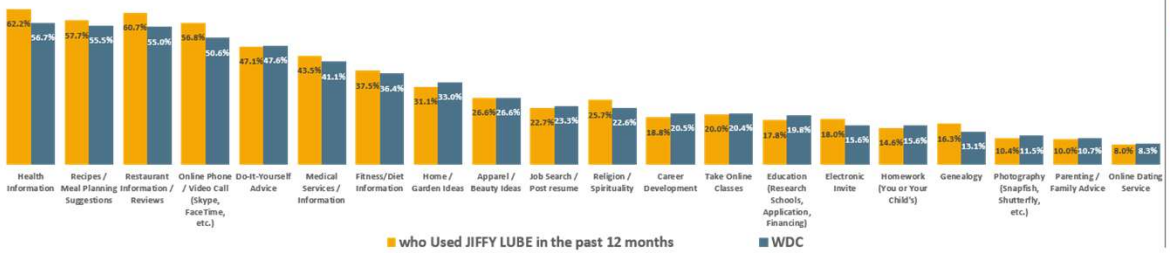
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

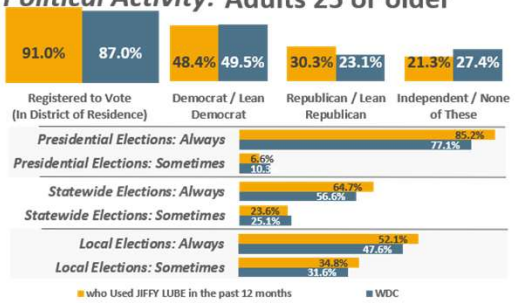


5.2% or 265,445 of WDC DMA Adults 25 or older Used JIFFY LUBE in the past 12 months.
Adults 25 or older who Used JIFFY LUBE in the past 12 months are .9% less likely to look up D-I-Y advice online, 9.4% more likely to always vote in local elections, 15.1% more likely to belong to a gym, 15.5% more likely to fly domestic past yr.

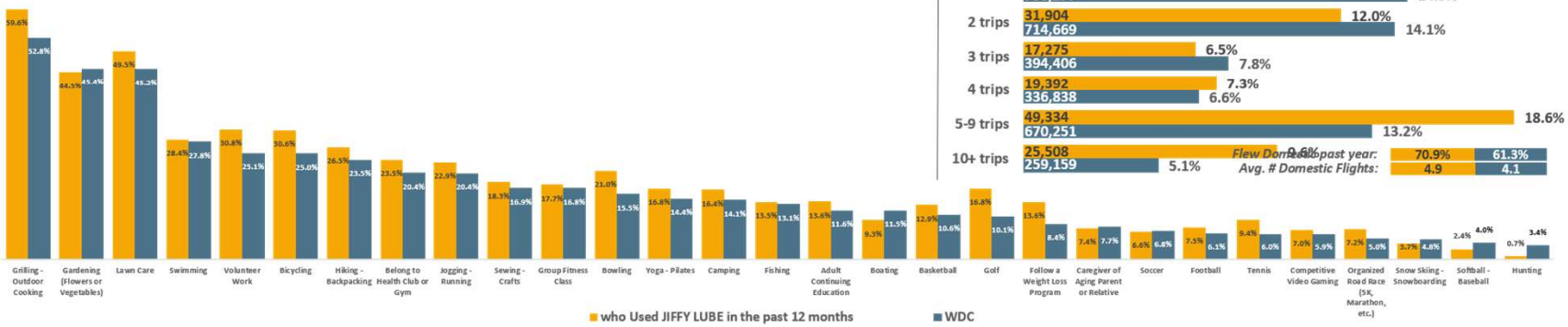
Top-20 past 30-days Online Lifestyle Activites: Adults 25 or older



Political Activity: Adults 25 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 25 or older



Past 12-months Domestic Airline Trips: Adults 25 or older

WDC DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 641

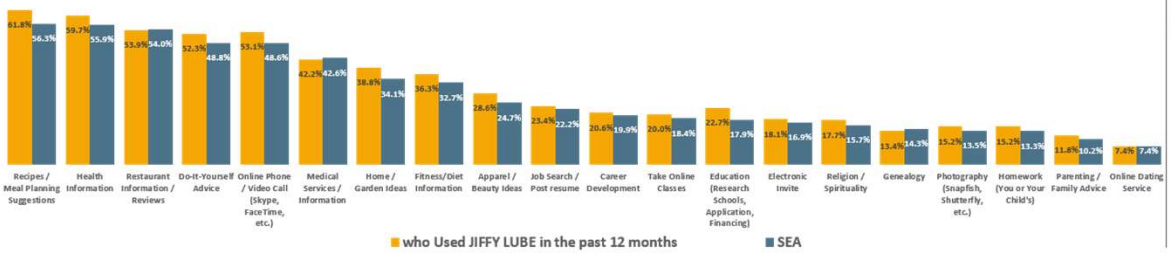
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

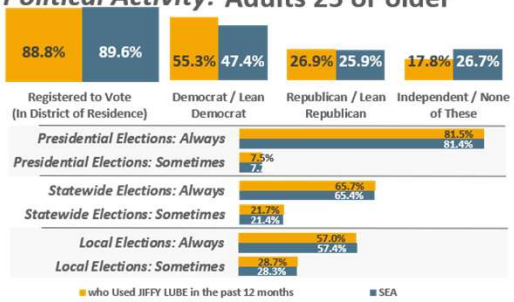


6.% or 245,693 of SEA DMA Adults 25 or older Used JIFFY LUBE in the past 12 months.
Adults 25 or older who Used JIFFY LUBE in the past 12 months are 7.2% more likely to look up D-I-Y advice online, .7% less likely to always vote in local elections, 20.7% more likely to belong to a gym, 13.4% more likely to fly domestic past yr.

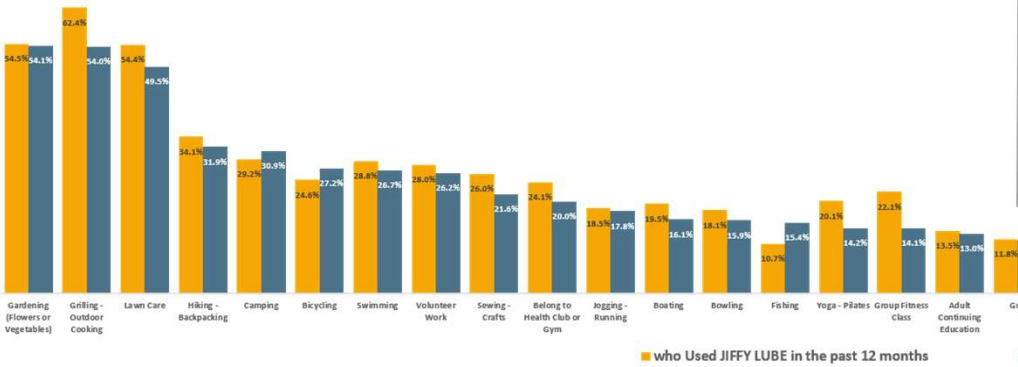
Top-20 past 30-days Online Lifestyle Activites: Adults 25 or older



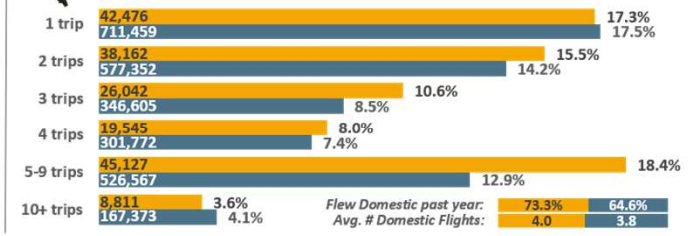
Political Activity: Adults 25 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 25 or older



Past 12-months Domestic Airline Trips: Adults 25 or older



SEA DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 477

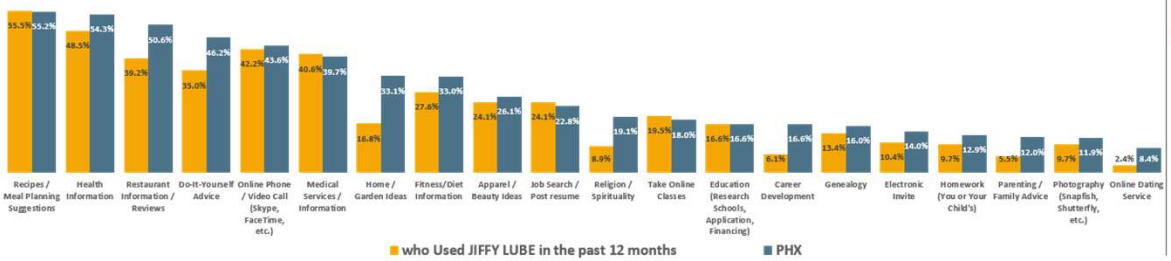
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

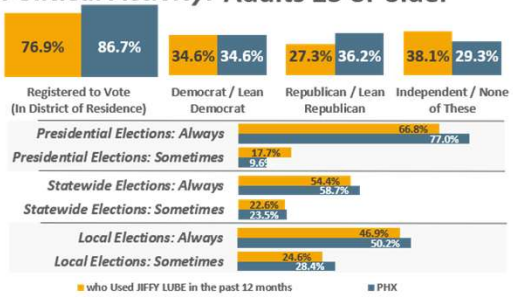


2.4% or 103,120 of PHX DMA Adults 25 or older Used JIFFY LUBE in the past 12 months.
Adults 25 or older who Used JIFFY LUBE in the past 12 months are 24.2% less likely to look up D-I-Y advice online, 6.5% less likely to always vote in local elections, 1.5% more likely to belong to a gym, 15.% more likely to fly domestic past yr.

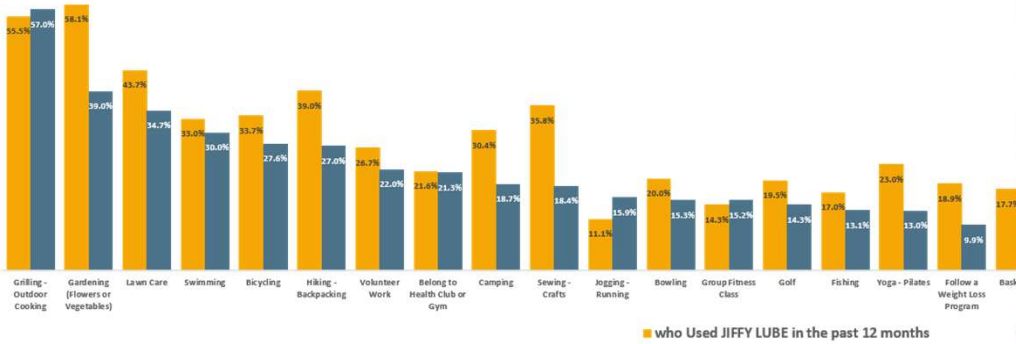
Top-20 past 30-days Online Lifestyle Activites: Adults 25 or older



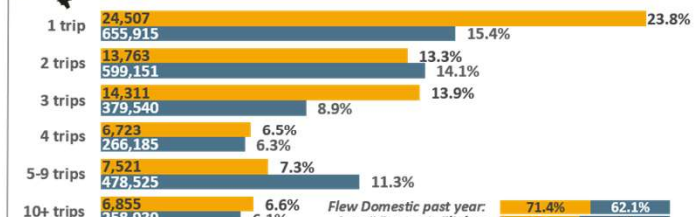
Political Activity: Adults 25 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 25 or older



Past 12-months Domestic Airline Trips: Adults 25 or older



PHX DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 151

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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube



4.1% or 9,949,891 of USA DMA Adults 25 or older Used JIFFY LUBE in the past 12 months.
Adults 25 or older who Used JIFFY LUBE in the past 12 months are 9.2% more likely to use QSRs past mo., 12.3% more likely to use Sit-Down Restaurants past mo., 18.8% more likely to use Casinos past yr., 18.1% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 25 or older



Total Monthly QSR Users:
90.9% 9,047,981
83.3% 202,115,3 66

Avg. Monthly QSR Meals:
7.1
5.7

Past 30-days Sit-Down Restaurant Users: Adults 25 or older



Total Monthly Sit-Down Restaurant Users:
81.1% 8,067,094
72.2% 175,180,5 80

Avg. Monthly Sit-Down Restaurant Meals:
4.4
3.7

Top-10 Cuisines: Adults 25 or older

(Sit-Down Restaurants Used Past 30-days)



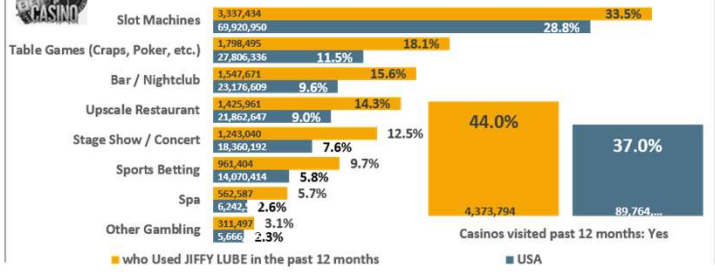
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who Used JIFFY LUBE in the past 12 months 2,960,401 29.8%
USA 45,287,01 7 18.7%

Drank Past 30-days: Adults 25 or older



Past 12 months Casino Activities: Adults 25 or older





Used Past 30-days: Adults 25 or older



USA *USA Projection* *Scarborough R2 2025-26: Feb24-Aug26* *Qual Intab* *2,105*

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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube



5.2% or 348,983 of CHI DMA Adults 25 or older Used JIFFY LUBE in the past 12 months.
Adults 25 or older who Used JIFFY LUBE in the past 12 months are 11.9% more likely to use QSRs past mo., 14.5% more likely to use Sit-Down Restaurants past mo., 17.4% more likely to use Casinos past yr., 2.6% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 25 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:

Past 30-days Sit-Down Restaurant Users: Adults 25 or older



Total Monthly Sit-Down Restaurant Users:



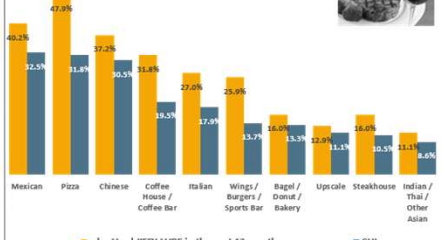
Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 25 or older

(Sit-Down Restaurants Used Past 30-days)

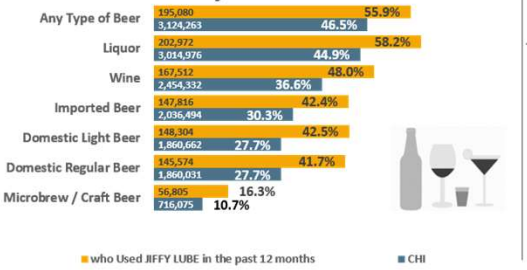




Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

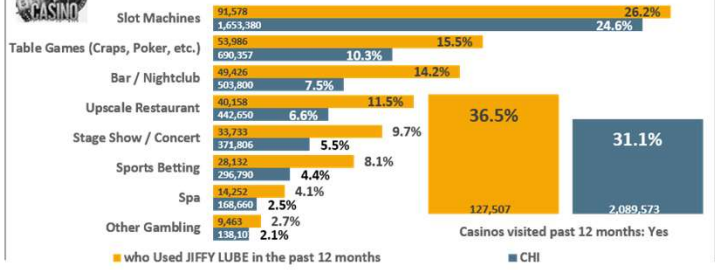


Drank Past 30-days: Adults 25 or older



Past 12 months Casino Activities: Adults 25 or older





Used Past 30-days: Adults 25 or older



CHI DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 386

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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube



5.2% or 265,445 of WDC DMA Adults 25 or older Used JIFFY LUBE in the past 12 months.
Adults 25 or older who Used JIFFY LUBE in the past 12 months are 7.4% more likely to use QSRs past mo., 11.5% more likely to use Sit-Down Restaurants past mo., 21.6% more likely to use Casinos past yr., 3.3% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 25 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



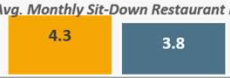
Past 30-days Sit-Down Restaurant Users: Adults 25 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 25 or older

(Sit-Down Restaurants Used Past 30-days)



Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

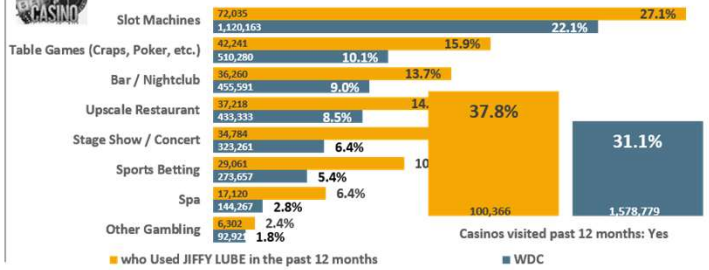


Drank Past 30-days: Adults 25 or older



Past 12 months Casino Activities: Adults 25 or older





Used Past 30-days: Adults 25 or older



WDC DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 641

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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube



6.% or 245,693 of SEA DMA Adults 25 or older Used JIFFY LUBE in the past 12 months.
Adults 25 or older who Used JIFFY LUBE in the past 12 months are 11.4% more likely to use QSRs past mo., 13.6% more likely to use Sit-Down Restaurants past mo., 14.5% more likely to use Casinos past yr., 1.1% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 25 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



Past 30-days Sit-Down Restaurant Users: Adults 25 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 25 or older

(Sit-Down Restaurants Used Past 30-days)



Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

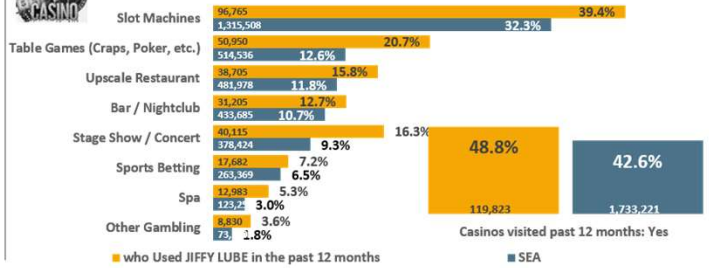


Drank Past 30-days: Adults 25 or older



Past 12 months Casino Activities: Adults 25 or older





Used Past 30-days: Adults 25 or older



SEA DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 477

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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube



2.4% or 103,120 of PHX DMA Adults 25 or older Used JIFFY LUBE in the past 12 months.
Adults 25 or older who Used JIFFY LUBE in the past 12 months are 5.6% more likely to use QSRs past mo., 9.1% more likely to use Sit-Down Restaurants past mo., 11.1% more likely to use Casinos past yr., 45.6% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 25 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



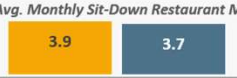
Past 30-days Sit-Down Restaurant Users: Adults 25 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 25 or older

(Sit-Down Restaurants Used Past 30-days)



Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

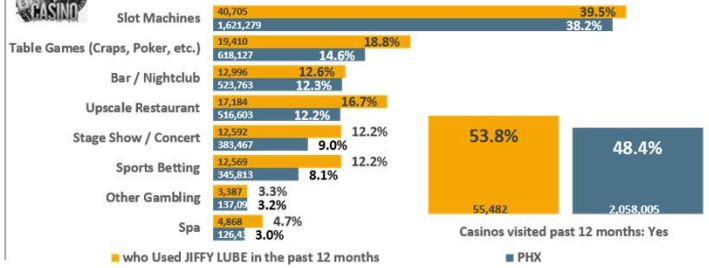


Drank Past 30-days: Adults 25 or older



Past 12 months Casino Activities: Adults 25 or older





Used Past 30-days: Adults 25 or older



PHX DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 151

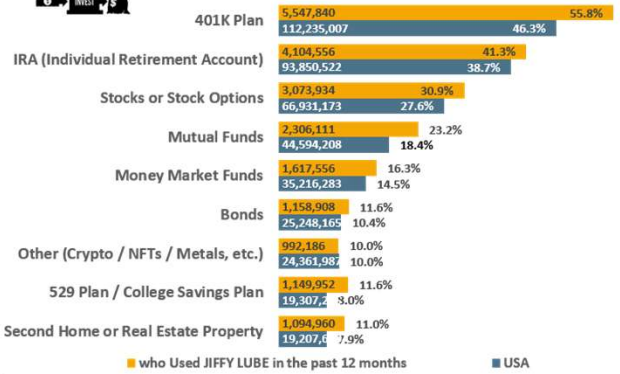
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

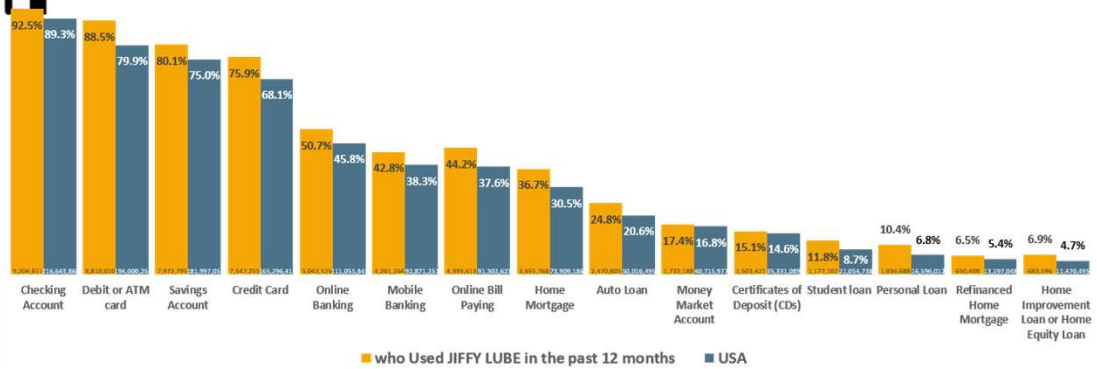


4.1% or 9,949,891 of USA DMA Adults 25 or older Used JIFFY LUBE in the past 12 months.
Adults 25 or older who Used JIFFY LUBE in the past 12 months are 20.6% more likely to have a 401K, 20.5% more likely to have an Auto Loan, 21.% more likely to Invest/Trade Stocks Online, 14.2% more likely to pay with their Debit Card.

Investments Owned: Adults 25 or older



Financial Services Has and/or Uses: Adults 25 or older

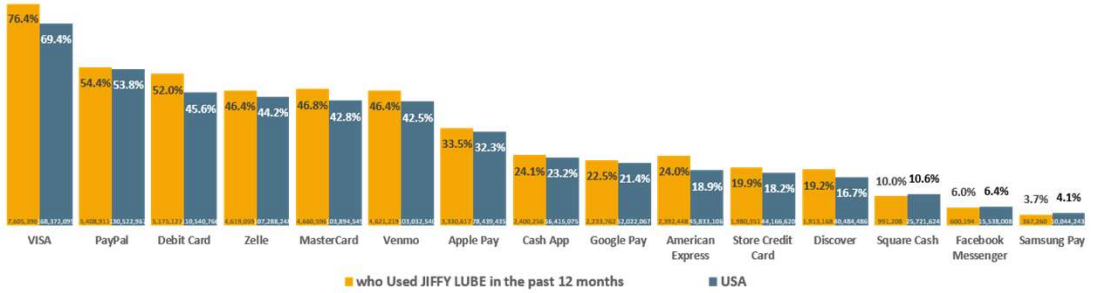


Professional Services Used:* Adults 25 or older



(*Past 12 Months)

Past 3-Months Payment Methods Used: Adults 25 or older



USA USA Projection Scarborough R2 2025-26: Feb24-Aug26 Qual Intab 2,105

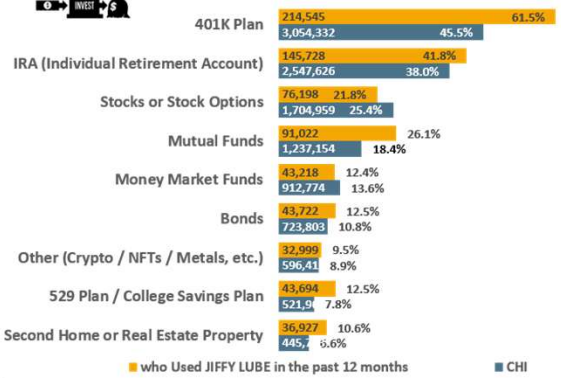
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

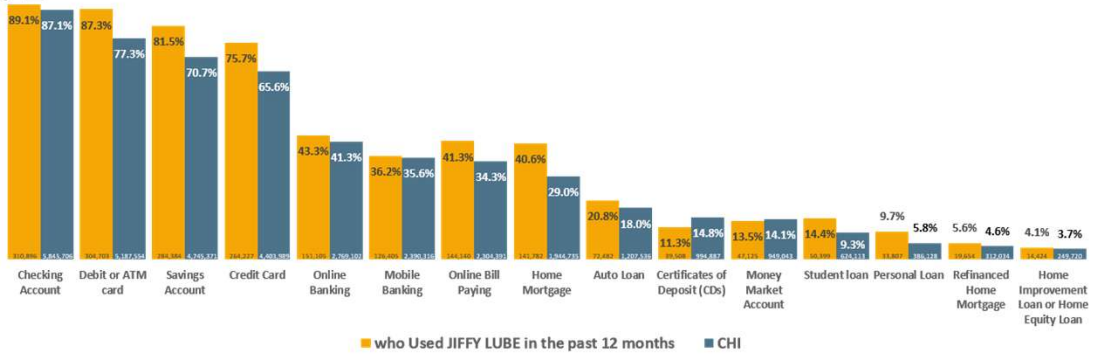


5.2% or 348,983 of CHI DMA Adults 25 or older Used JIFFY LUBE in the past 12 months.
Adults 25 or older who Used JIFFY LUBE in the past 12 months are 35.1% more likely to have a 401K, 15.4% more likely to have an Auto Loan, 6.5% less likely to Invest/Trade Stocks Online, 6.4% more likely to pay with their Debit Card.

Investments Owned: Adults 25 or older



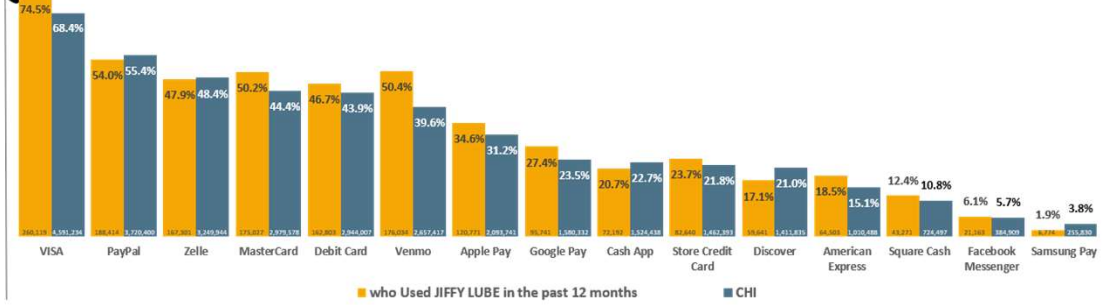
Financial Services Has and/or Uses: Adults 25 or older



Professional Services Used:* Adults 25 or older



Past 3-Months Payment Methods Used: Adults 25 or older



CHI DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 386

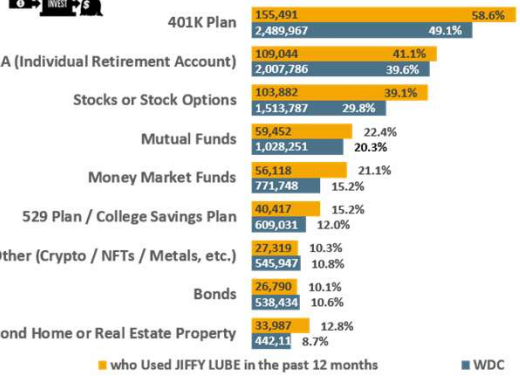
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

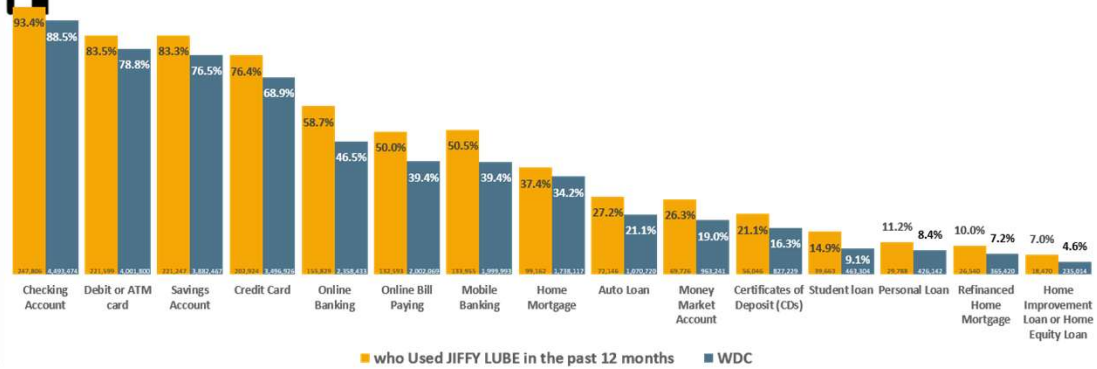


5.2% or 265,445 of WDC DMA Adults 25 or older Used JIFFY LUBE in the past 12 months.
Adults 25 or older who Used JIFFY LUBE in the past 12 months are 19.4% more likely to have a 401K, 28.9% more likely to have an Auto Loan, 27.2% more likely to Invest/Trade Stocks Online, 6.1% more likely to pay with their Debit Card.

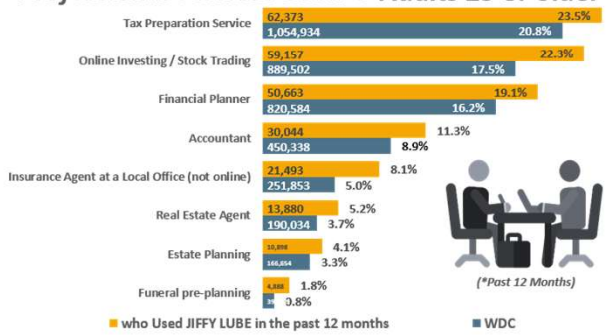
Investments Owned: Adults 25 or older



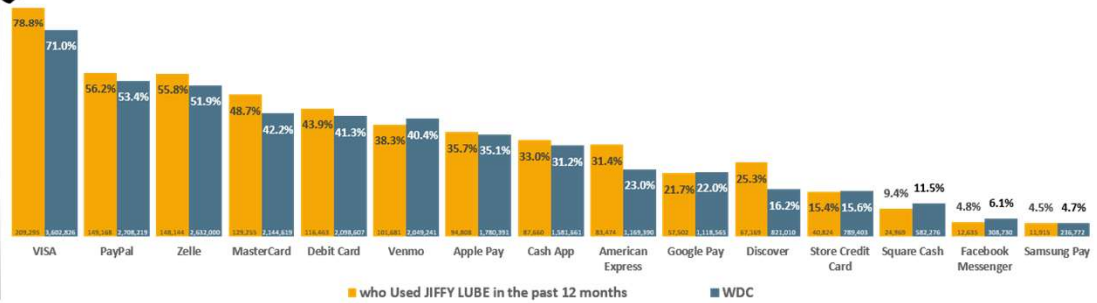
Financial Services Has and/or Uses: Adults 25 or older



Professional Services Used:* Adults 25 or older



Past 3-Months Payment Methods Used: Adults 25 or older



WDC DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 641

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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

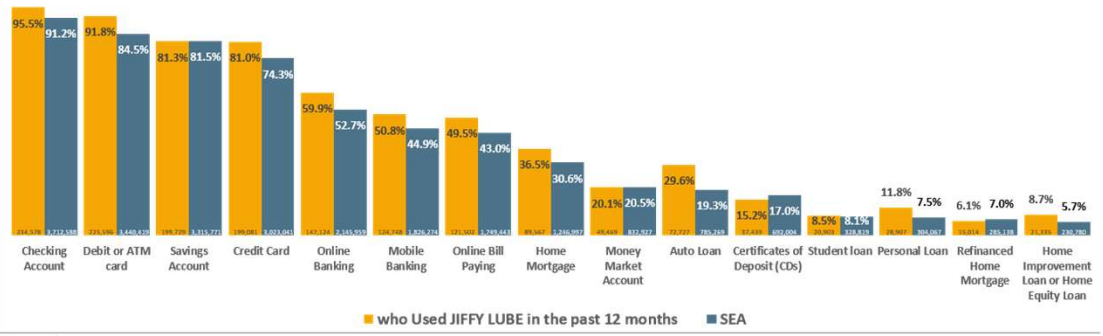


6.% or 245,693 of SEA DMA Adults 25 or older Used JIFFY LUBE in the past 12 months.
Adults 25 or older who Used JIFFY LUBE in the past 12 months are 6.5% more likely to have a 401K, 53.4% more likely to have an Auto Loan, 15.7% more likely to Invest/Trade Stocks Online, 12.9% more likely to pay with their Debit Card.

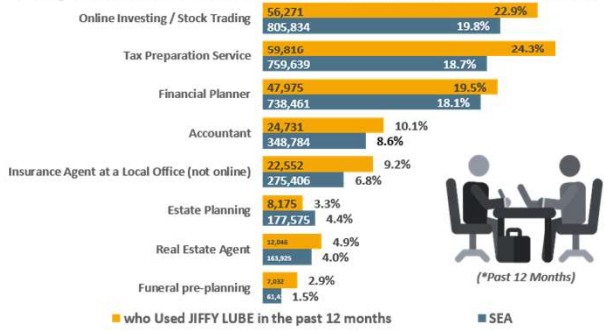
Investments Owned: Adults 25 or older



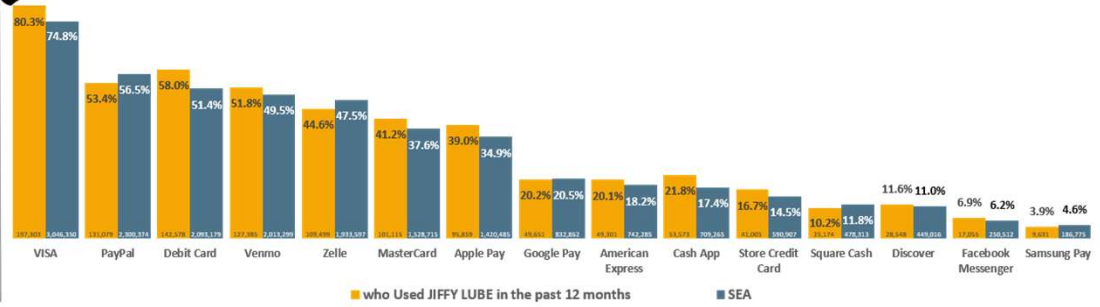
Financial Services Has and/or Uses: Adults 25 or older



Professional Services Used:* Adults 25 or older



Past 3-Months Payment Methods Used: Adults 25 or older



SEA DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 477

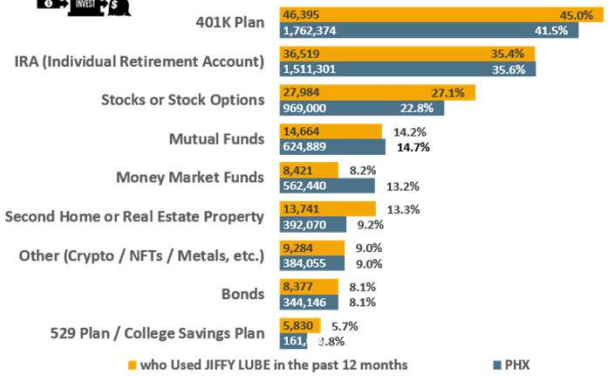
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

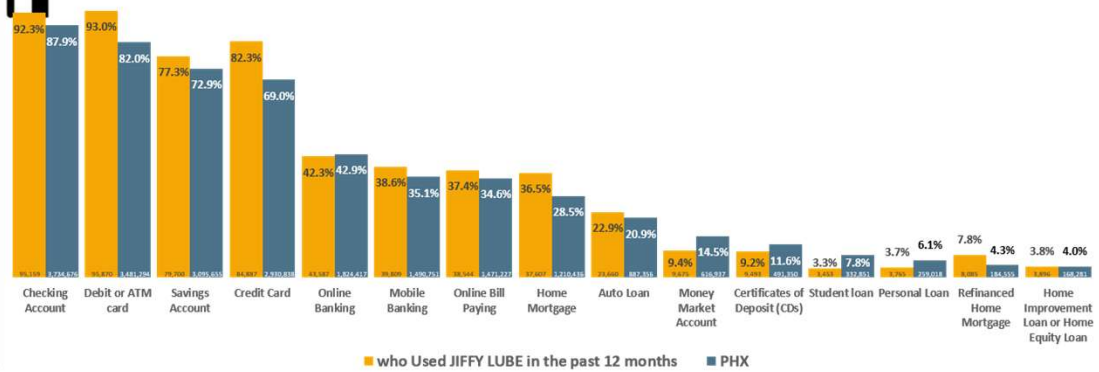


2.4% or 103,120 of PHX DMA Adults 25 or older Used JIFFY LUBE in the past 12 months.
Adults 25 or older who Used JIFFY LUBE in the past 12 months are 8.4% more likely to have a 401K, 9.8% more likely to have an Auto Loan, 4.6% less likely to Invest/Trade Stocks Online, 24.% more likely to pay with their Debit Card.

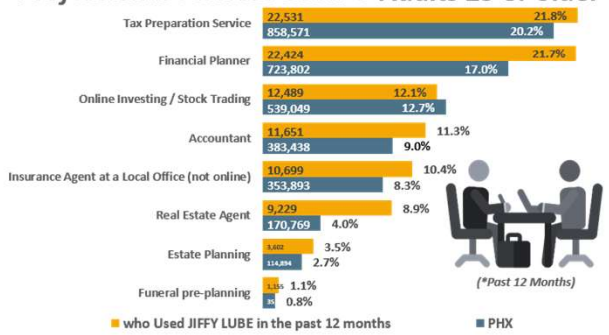
Investments Owned: Adults 25 or older



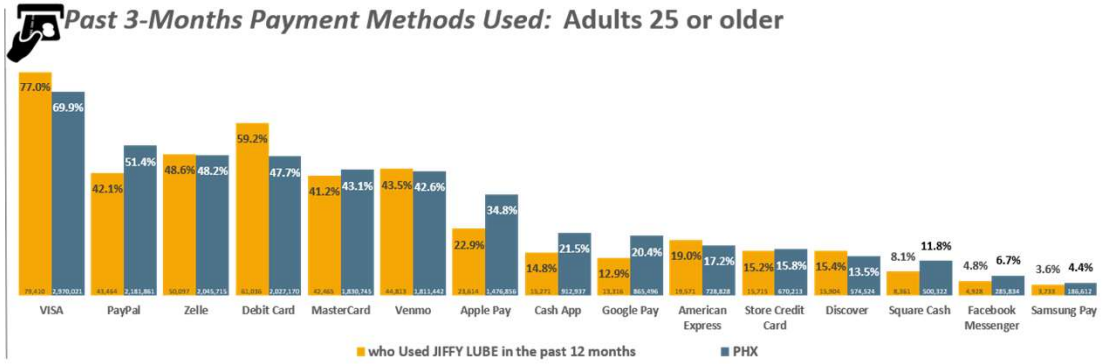
Financial Services Has and/or Uses: Adults 25 or older



Professional Services Used:* Adults 25 or older



Past 3-Months Payment Methods Used: Adults 25 or older



PHX DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 151

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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube



"Top Makes and Models Owned or Leased"

P25+ who Used JIFFY LUBE in the past 12 months (Top Vehicle Makes and Models Owned or Leased)



USA

P25+ who Used JIFFY LUBE in the past 12 months (Top Vehicle Makes and Models Owned or Leased)

P25+ USA (Top Vehicle Makes and Models Owned or Leased)

USA DMA Scarborough R2 202526: Feb24-Jul26 / Scarborough R1 2025: Feb24-Feb25 Qual Intab: 2105

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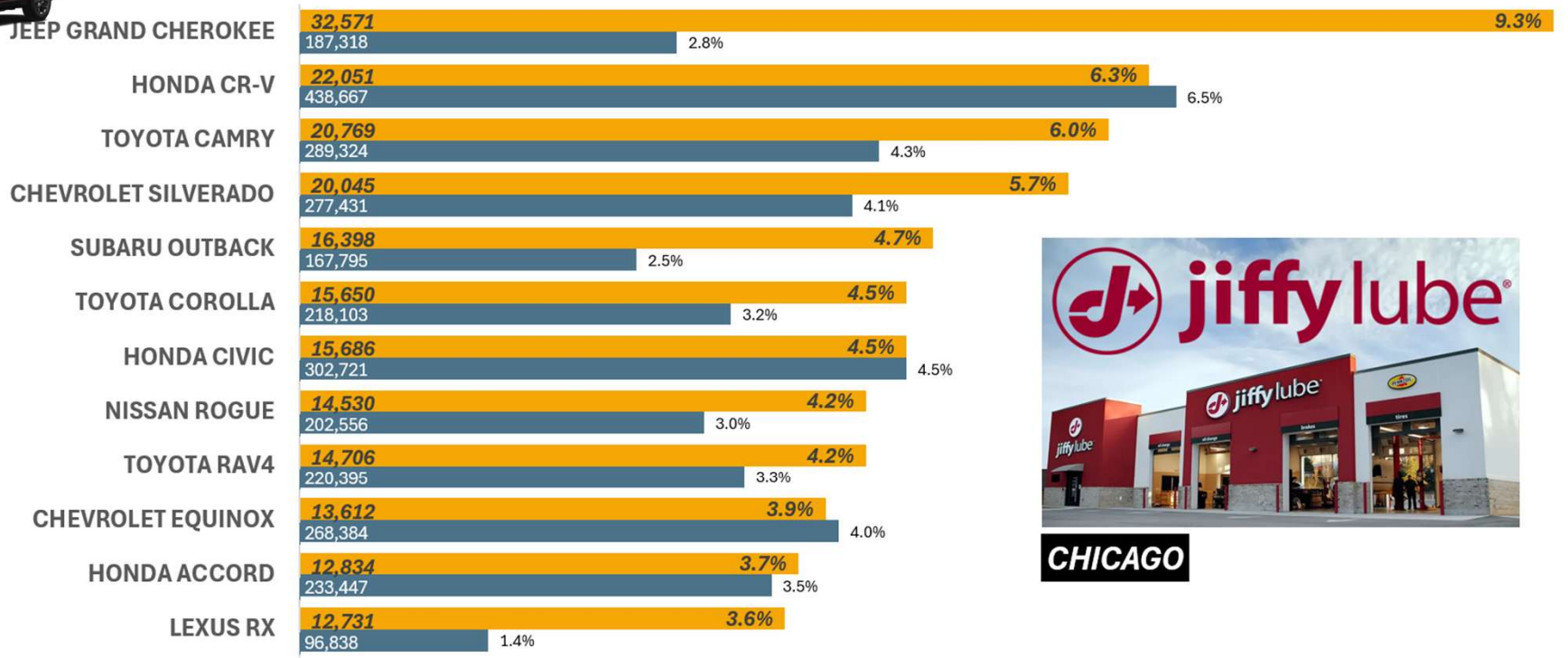
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube



"Top Makes and Models Owned or Leased"

P25+ who Used JIFFY LUBE in the past 12 months (Top Vehicle Makes and Models Owned or Leased)



CHICAGO

■ P25+ who Used JIFFY LUBE in the past 12 months (Top Vehicle Makes and Models Owned or Leased) ■ P25+ CHICAGO (Top Vehicle Makes and Models Owned or Leased)

CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 / Scarborough R1 2025: Feb24-Feb25 Qual Intab: 386

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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube



"Top Makes and Models Owned or Leased"

P25+ who Used JIFFY LUBE in the past 12 months (Top Vehicle Makes and Models Owned or Leased)



WASHINGTON, DC

■ P25+ who Used JIFFY LUBE in the past 12 months (Top Vehicle Makes and Models Owned or Leased) ■ P25+ WASHINGTON, DC (Top Vehicle Makes and Models Owned or Leased)

WASHINGTON, DC DMA Scarborough R1 2025-26: Mar24-Mar26 Qual Intab: 641

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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube



"Top Makes and Models Owned or Leased"

P25+ who Used JIFFY LUBE in the past 12 months (Top Vehicle Makes and Models Owned or Leased)



SEATTLE-TACOMA

■ P25+ who Used JIFFY LUBE in the past 12 months (Top Vehicle Makes and Models Owned or Leased) ■ P25+ SEATTLE-TACOMA (Top Vehicle Makes and Models Owned or Leased)

SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 / Scarborough R1 2025: Feb24-Feb25 Qual Intab: 477

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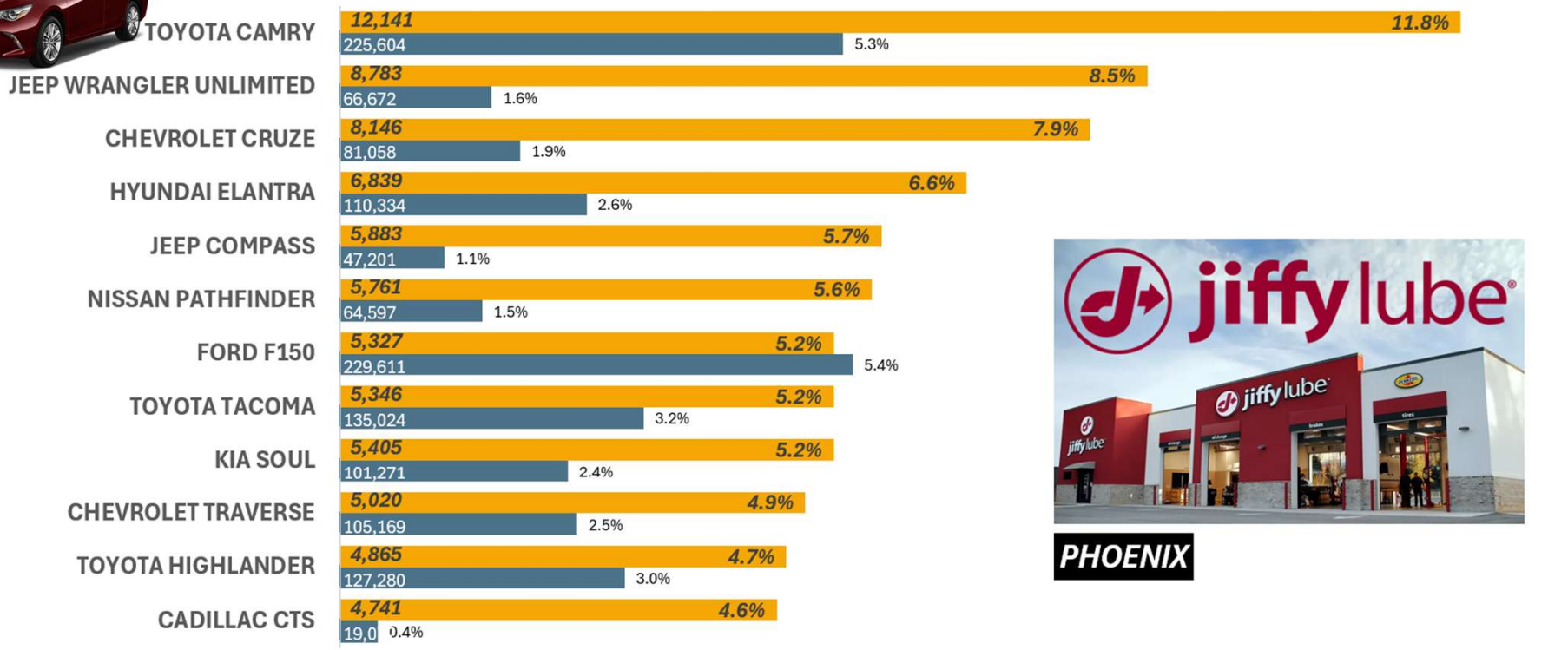
Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

PHX

"Top Makes and Models Owned or Leased"

P25+ who Used JIFFY LUBE in the past 12 months (Top Vehicle Makes and Models Owned or Leased)





PHOENIX

P25+ who Used JIFFY LUBE in the past 12 months (Top Vehicle Makes and Models Owned or Leased) ■ P25+ PHOENIX (Top Vehicle Makes and Models Owned or Leased)

PHOENIX DMA Scarborough R2 2026: Aug25-Jul26 / Scarborough R2 2025: Aug24-Jul25 Qual Intab: 151

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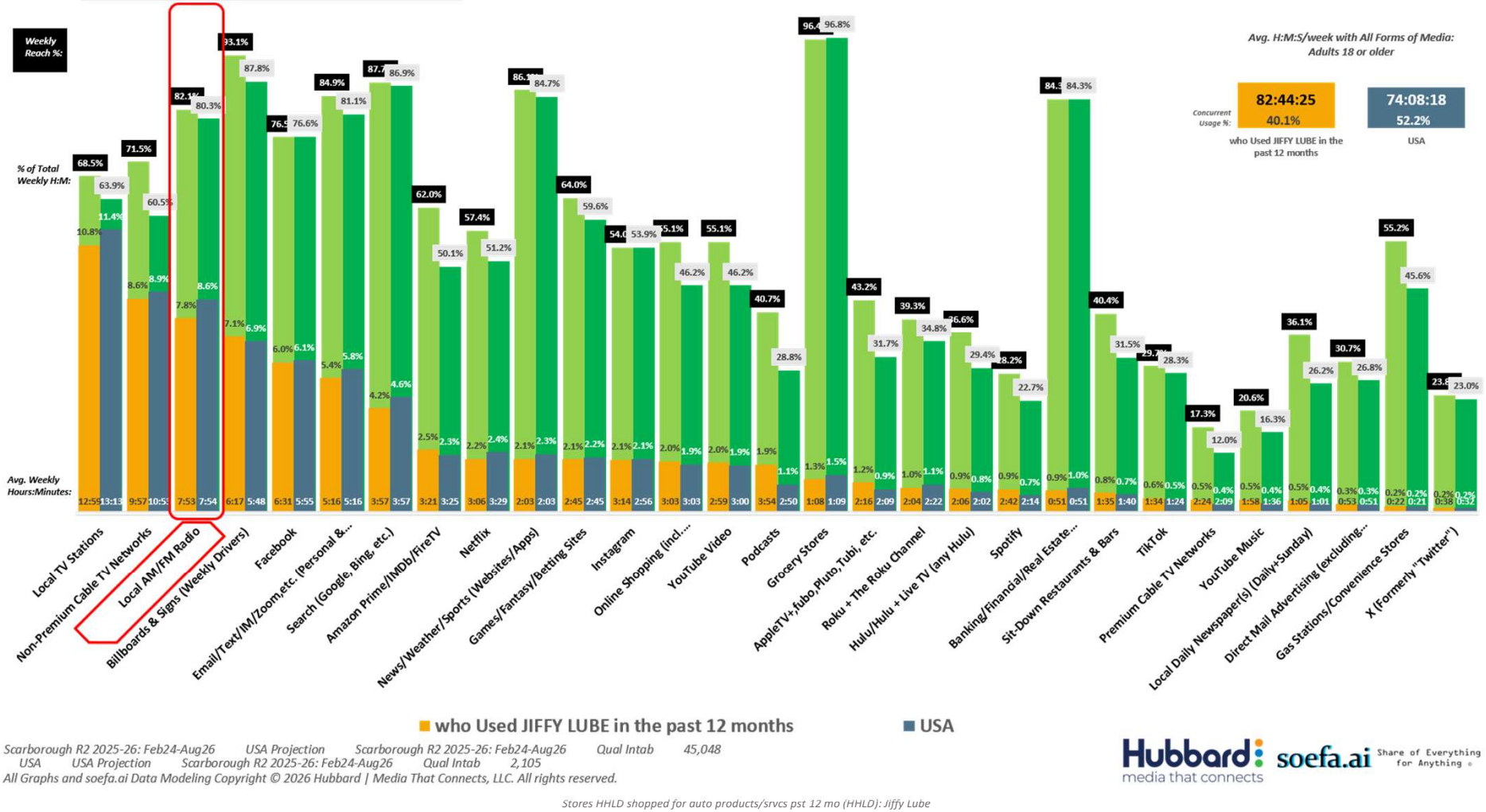
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube



Adults 25 or older who Used JIFFY LUBE in the past 12 months spend an average of 3 days, 10 hours, 44 minutes and 25 seconds each week with All Forms of Media.

82.1% of Adults 25 or older who Used JIFFY LUBE in the past 12 months spend an avg. of 7 hours and 53 minutes each week listening to All Local AM/FM Radio, representing 7.8% of total time spent with all forms of Media.

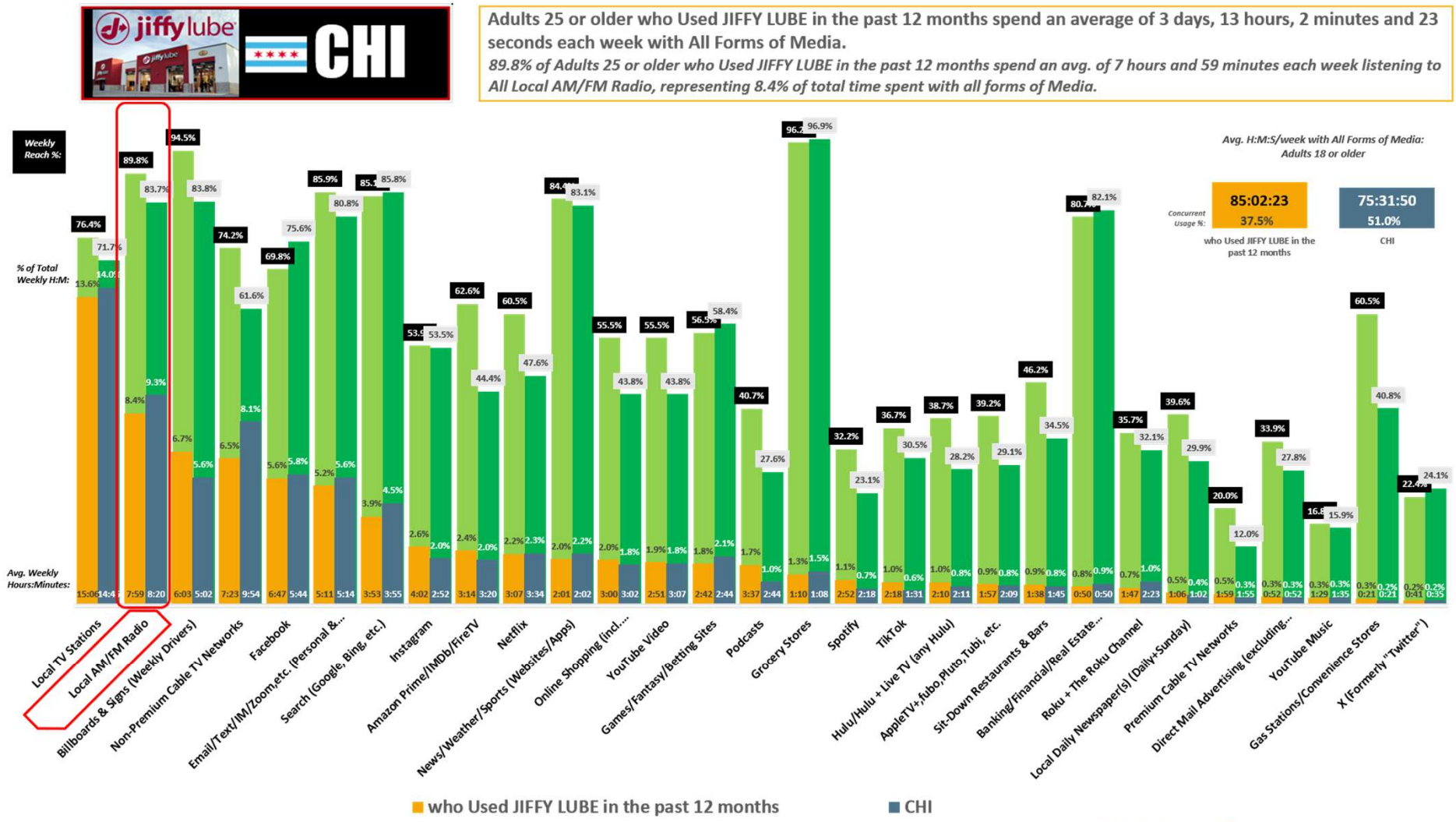


Scarborough R2 2025-26: Feb24-Aug26 USA Projection Scarborough R2 2025-26: Feb24-Aug26 Qual Intab 45,048
USA USA Projection Scarborough R2 2025-26: Feb24-Aug26 Qual Intab 2,105

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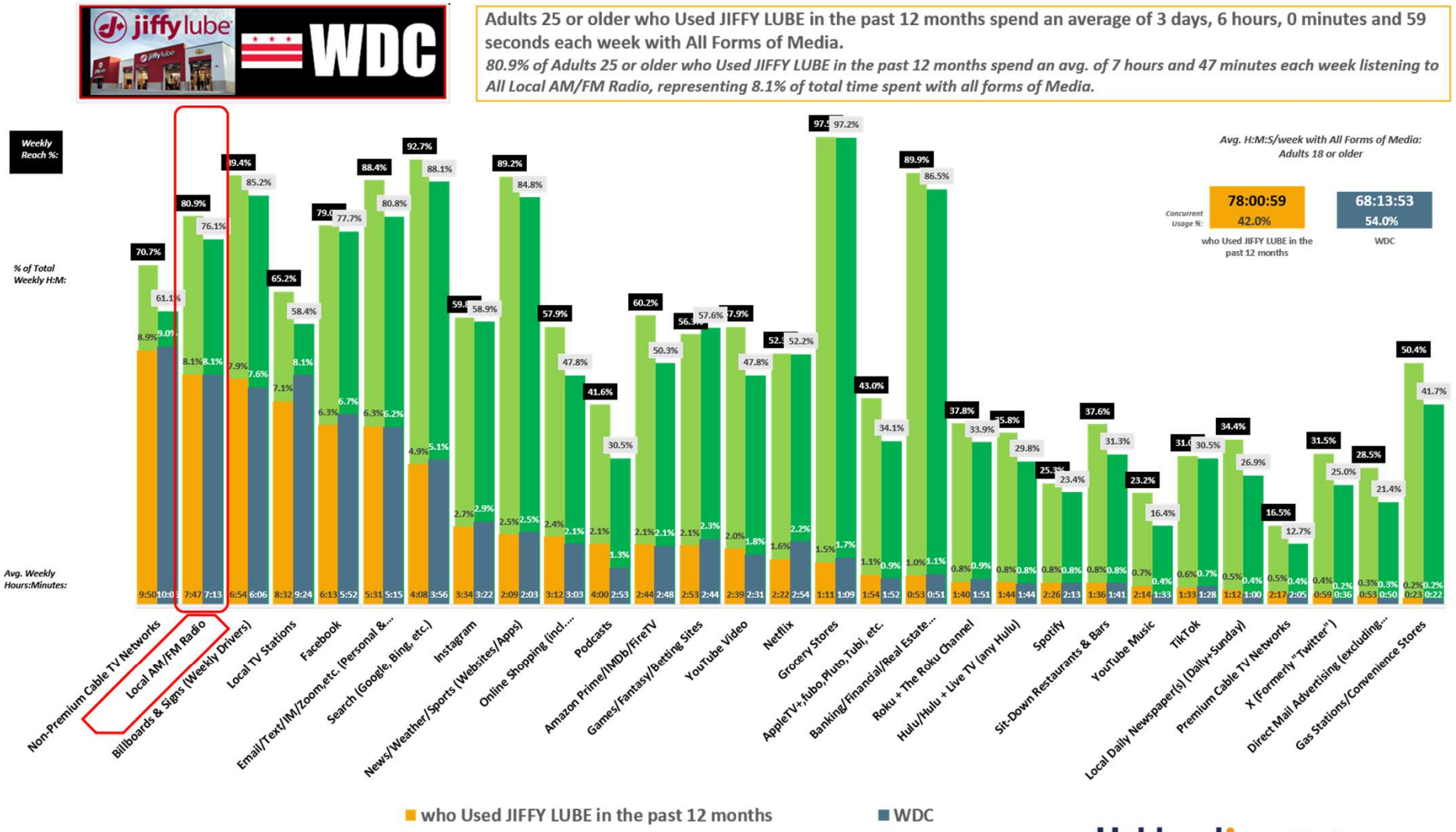
Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube



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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

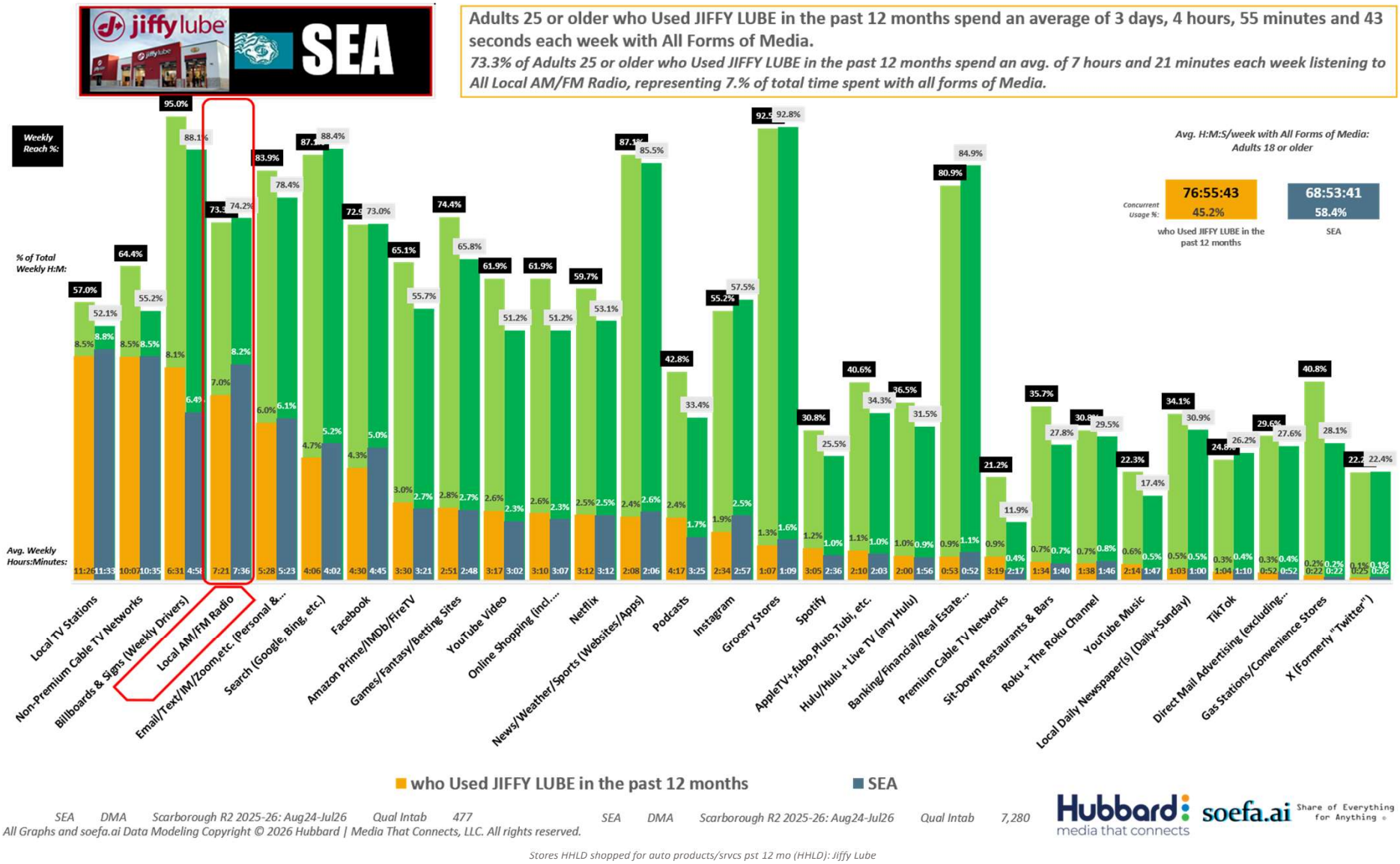


WDC DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 641 WDC DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 10,324

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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

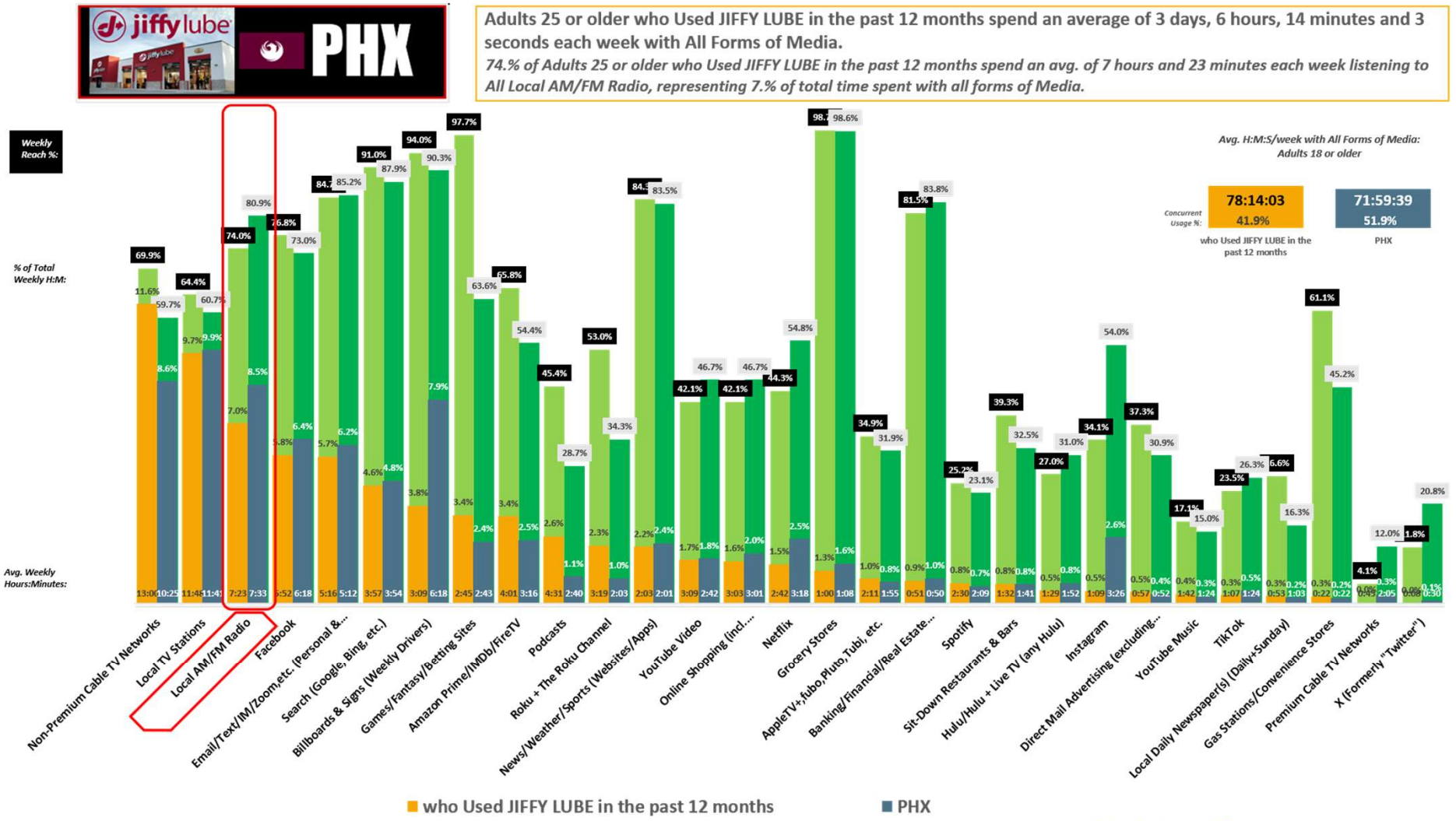


SEA DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 477 SEA DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 7,280

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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube



PHX DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 151 PHX DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 4,474

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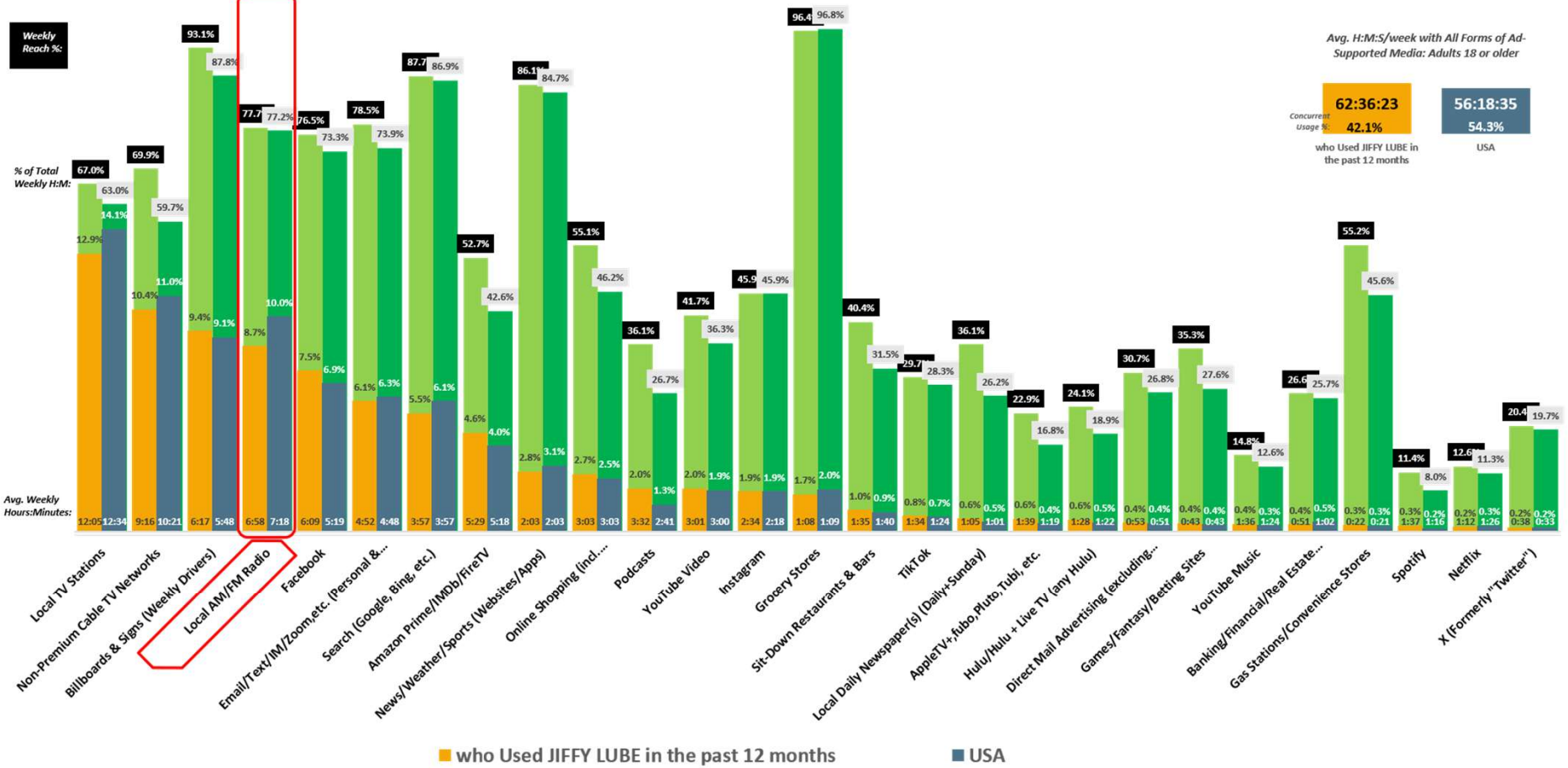
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube



Adults 25 or older who Used JIFFY LUBE in the past 12 months spend an average of 2 days, 14 hours, 36 minutes and 23 seconds each week with All Forms of Ad-Supported Media.

77.7% of Adults 25 or older who Used JIFFY LUBE in the past 12 months spend an avg. of 6 hours and 58 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 8.7% of total time spent with all forms of Ad-Supported Media.

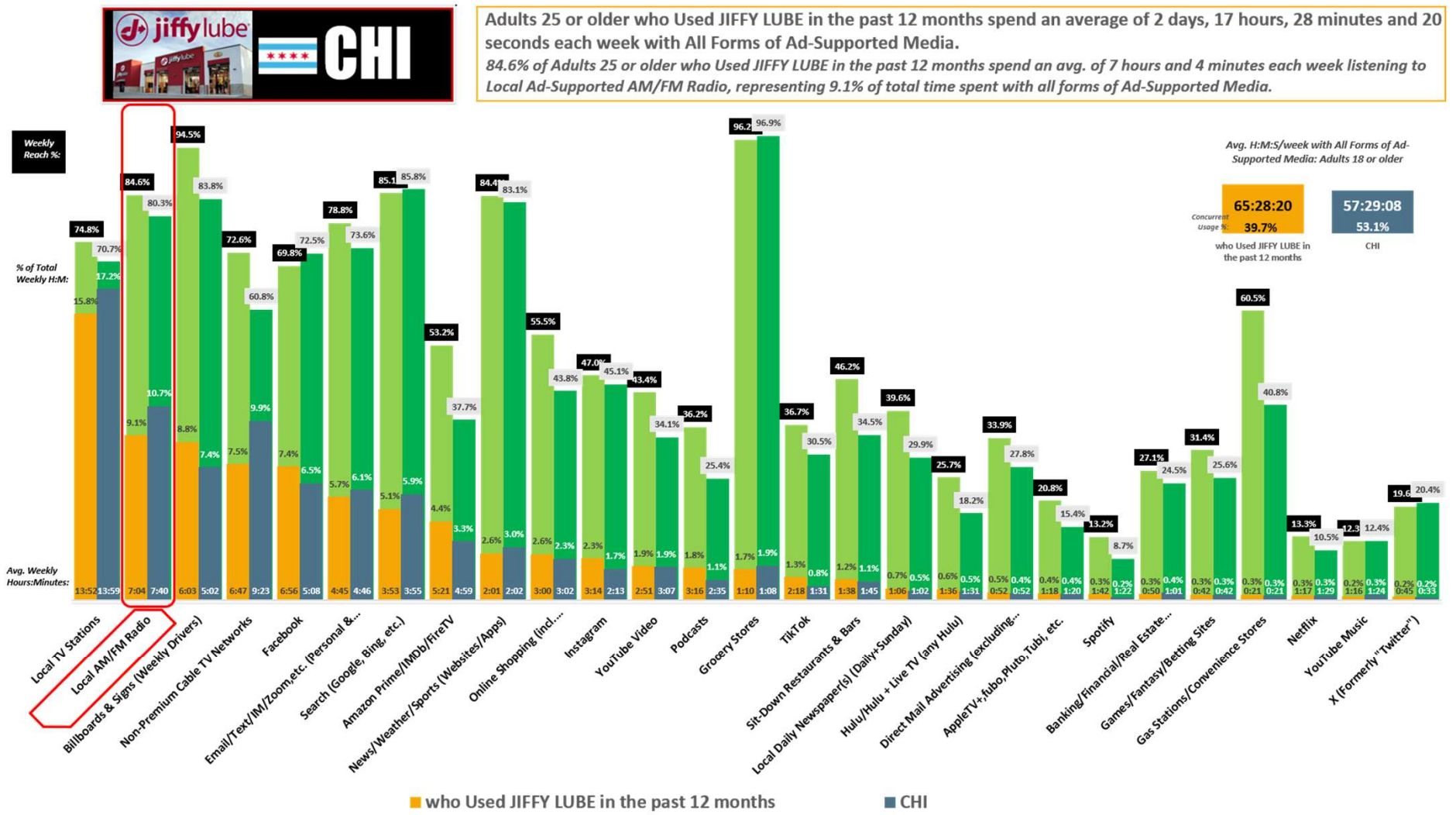


Scarborough R2 2025-26: Feb24-Aug26 USA Projection Scarborough R2 2025-26: Feb24-Aug26 Qual Intab 45,048
USA USA Projection Scarborough R2 2025-26: Feb24-Aug26 Qual Intab 2,105

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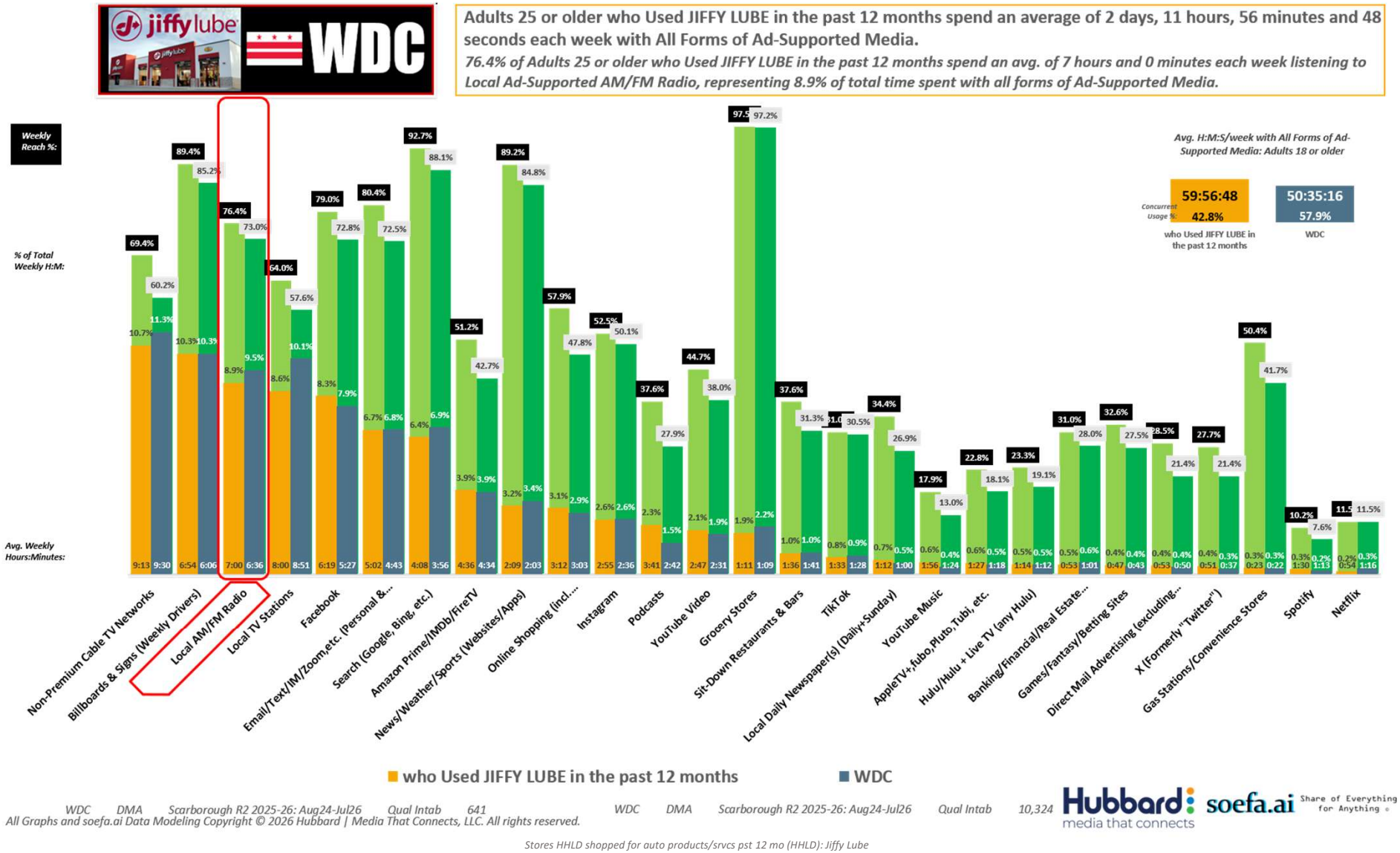
Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube



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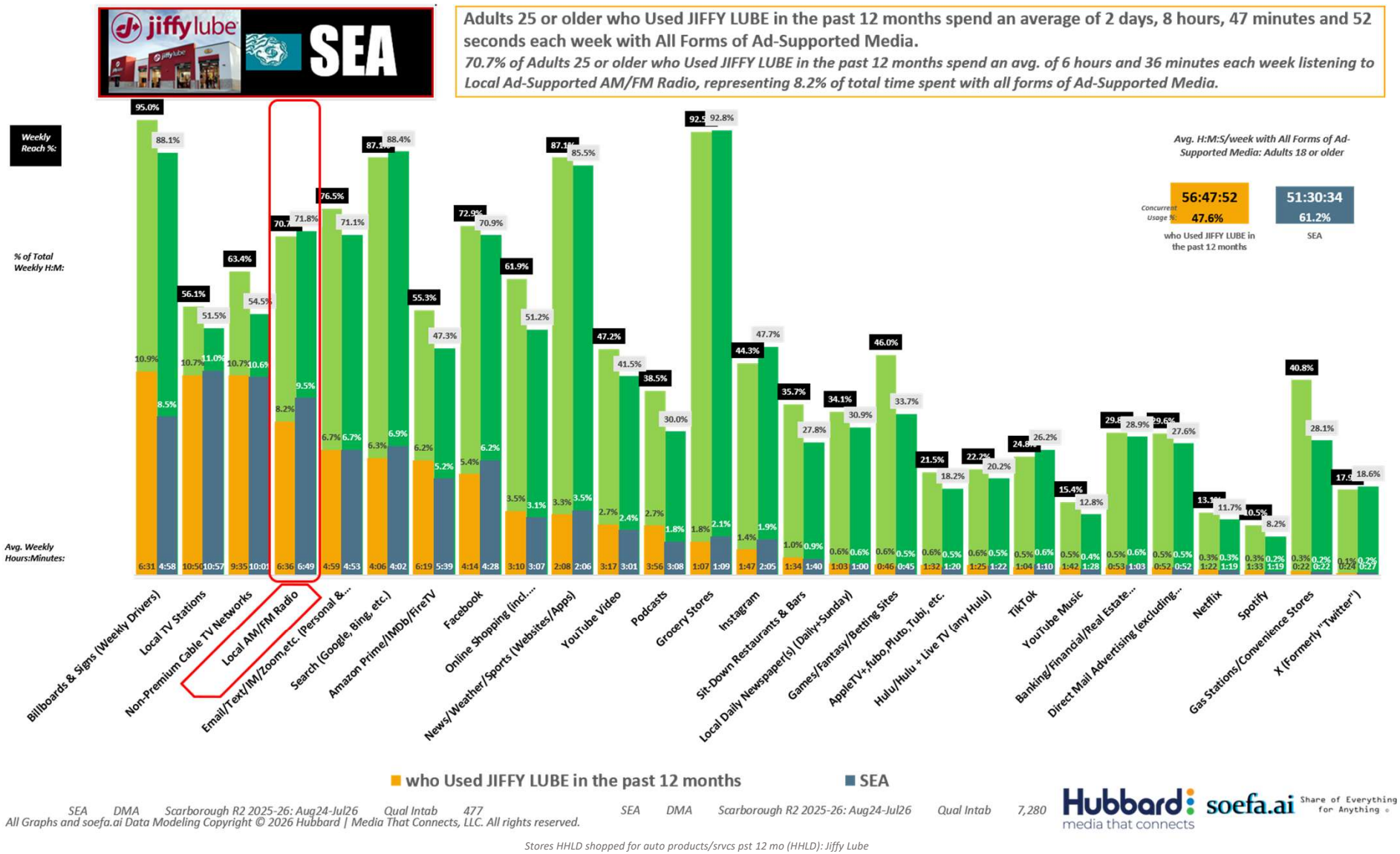
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube



WDC DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 641 WDC DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 10,324
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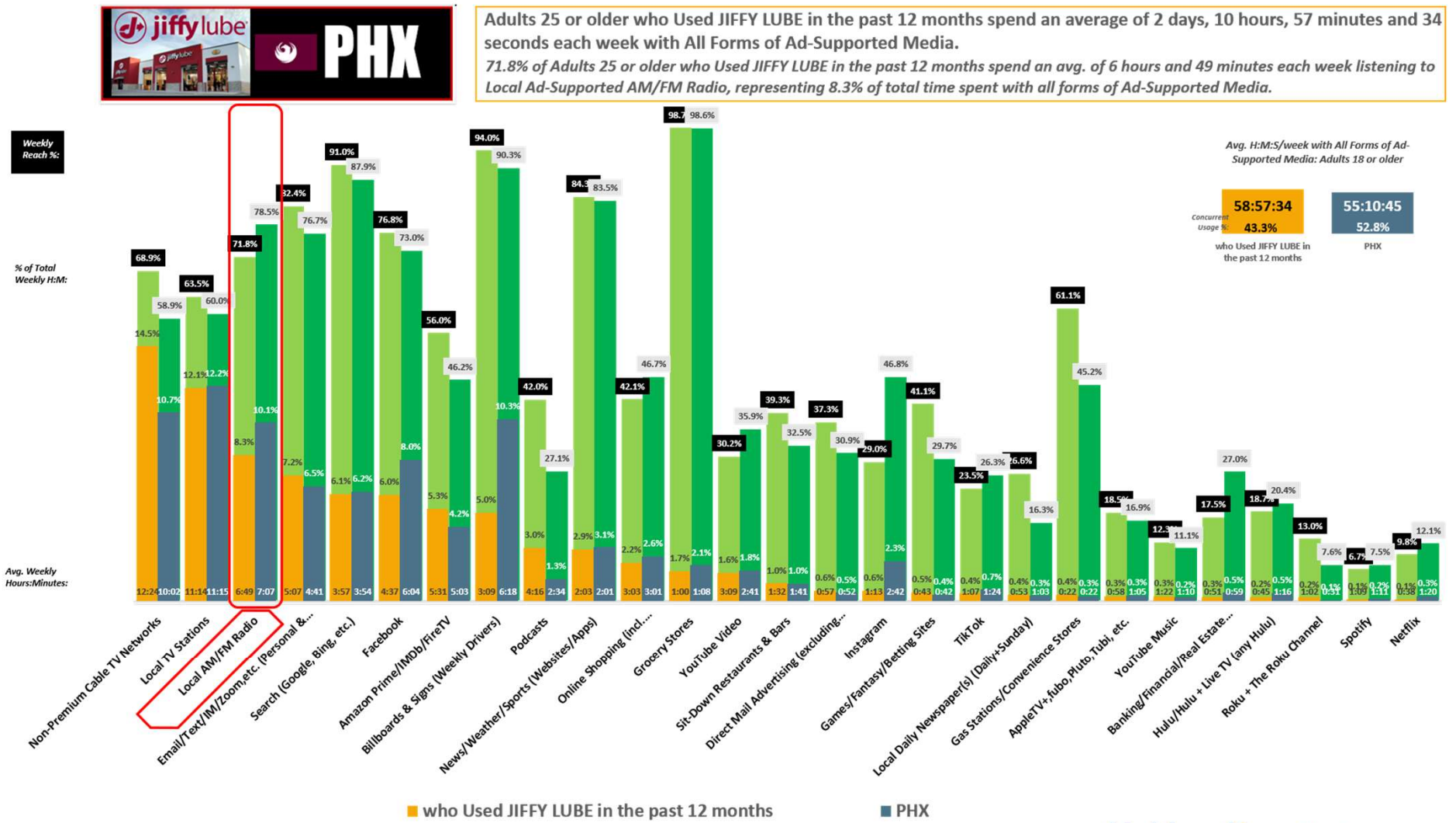
Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube



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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube



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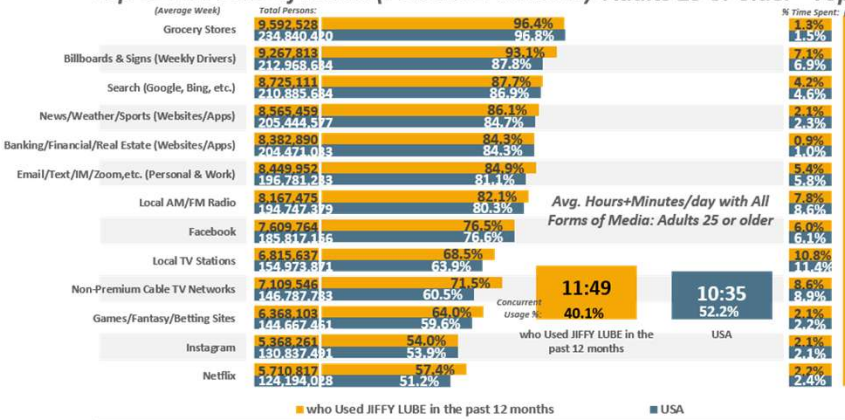
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

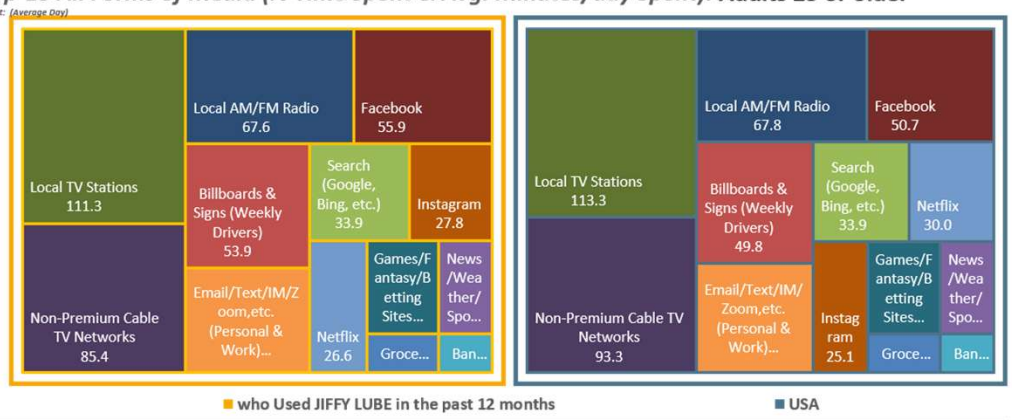


Adults 25 or older who Used JIFFY LUBE in the past 12 months spend an average of 8 hours and 56 minutes each day with All Forms of Ad-Supported Media. 77.7% listen to Local AM/FM Radio for an avg. of 59.7 minutes/day. *(Local Radio delivers 8.7% of Time with Ad-Supported Media.)*

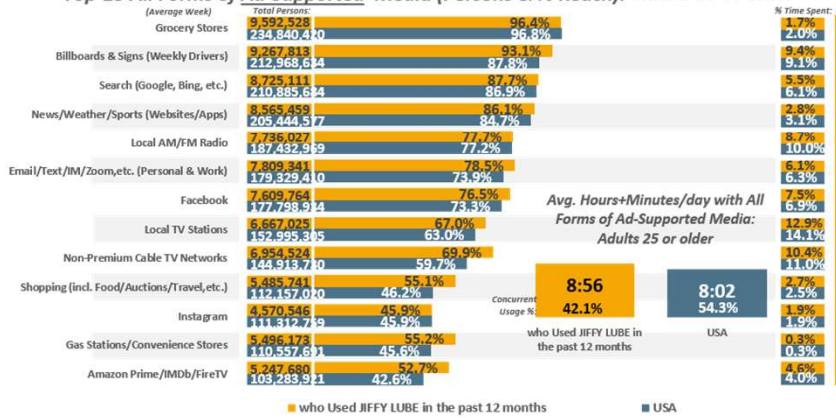
Top-13 All Forms of Media (Persons & % Reach): Adults 25 or older



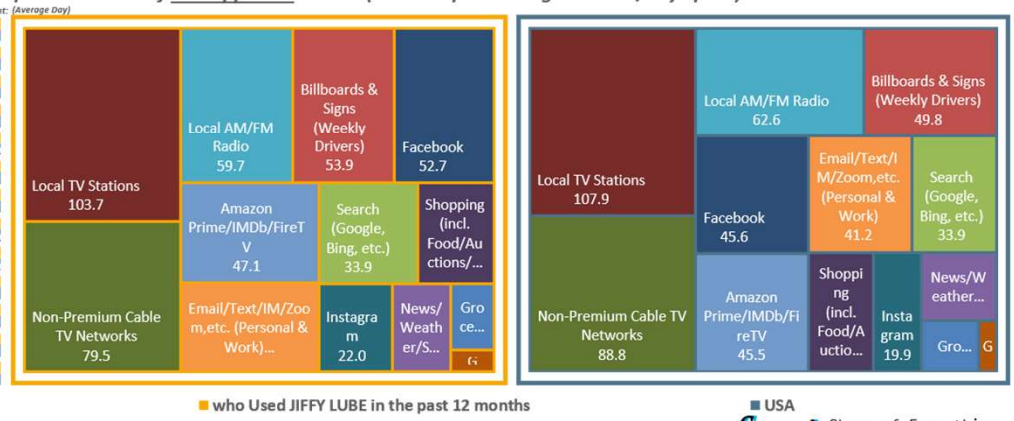
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 25 or older



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



USA USA Projection Scarborough R2 2025-26: Feb24-Aug26 Qual Intab 2,105

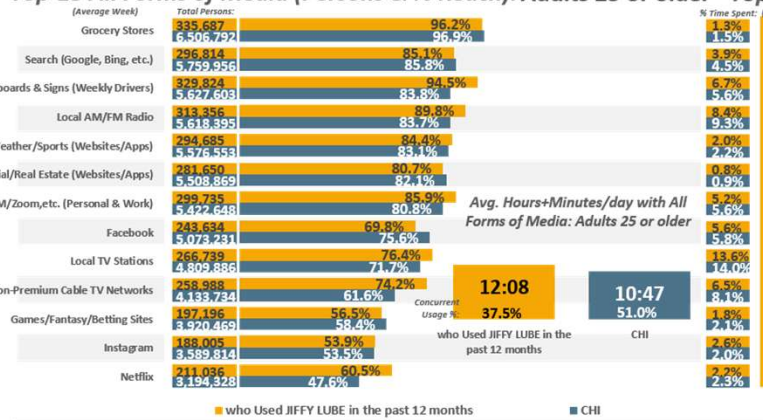
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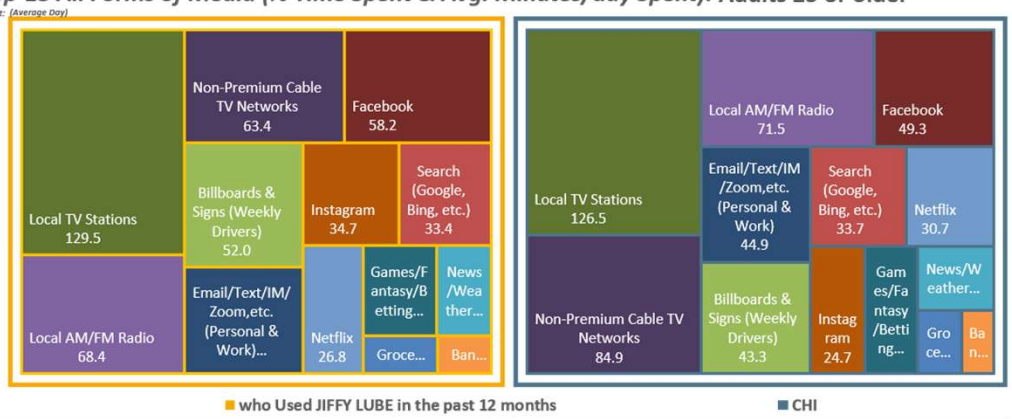
Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

Adults 25 or older who Used JIFFY LUBE in the past 12 months spend an average of 9 hours and 21 minutes each day with All Forms of Ad-Supported Media. 84.6% listen to Local AM/FM Radio for an avg. of 60.6 minutes/day. *(Local Radio delivers 9.1% of Time with Ad-Supported Media.)*

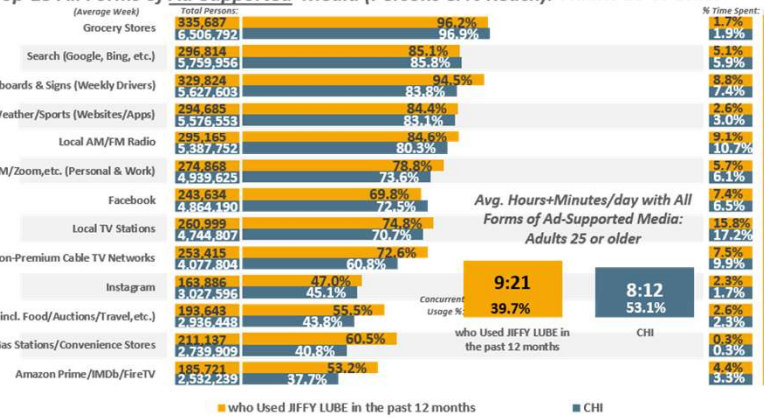
Top-13 All Forms of Media (Persons & % Reach): Adults 25 or older



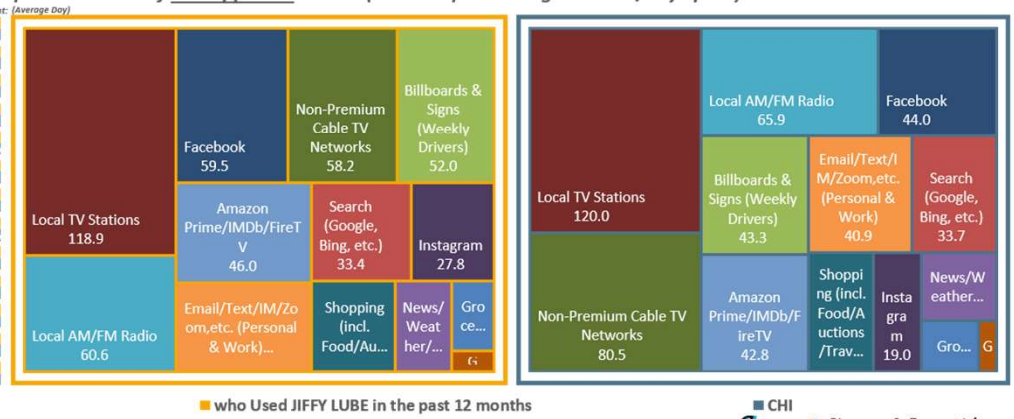
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 25 or older



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



CHI DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 386

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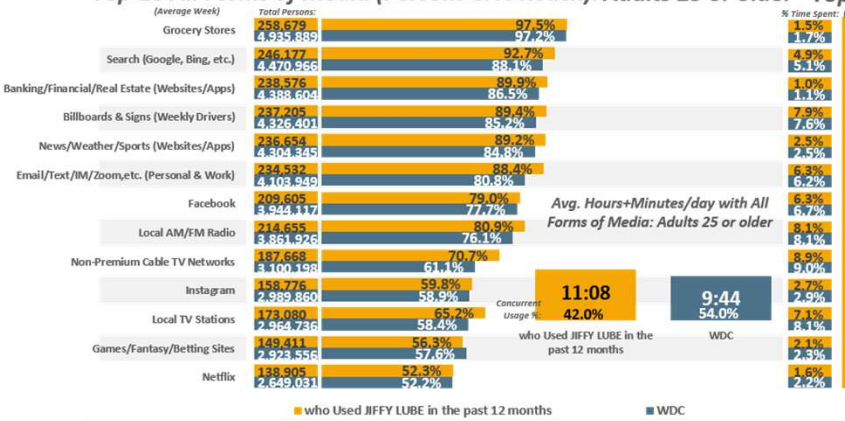
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

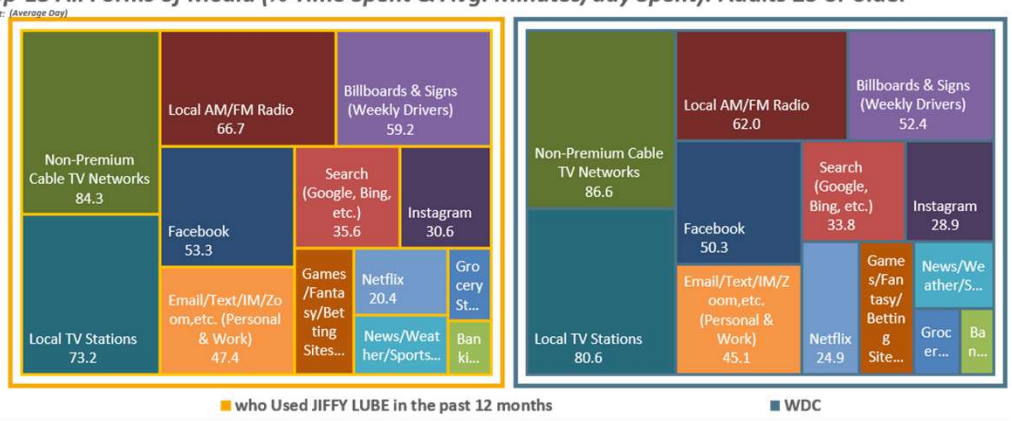


Adults 25 or older who Used JIFFY LUBE in the past 12 months spend an average of 8 hours and 33 minutes each day with All Forms of Ad-Supported Media. 76.4% listen to Local AM/FM Radio for an avg. of 60.1 minutes/day. *(Local Radio delivers 8.9% of Time with Ad-Supported Media.)*

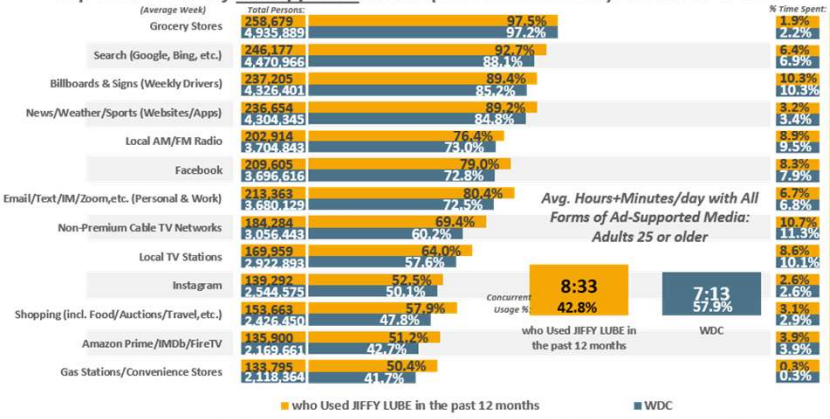
Top-13 All Forms of Media (Persons & % Reach): Adults 25 or older



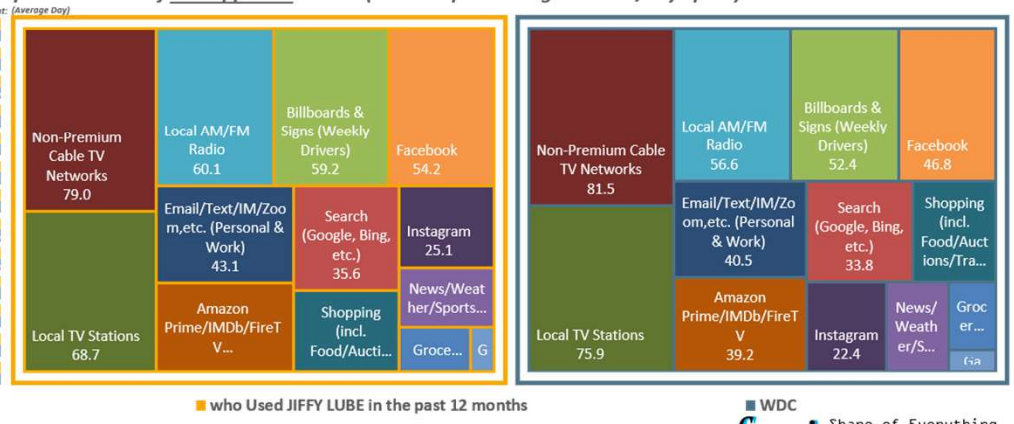
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 25 or older



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



WDC DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 641

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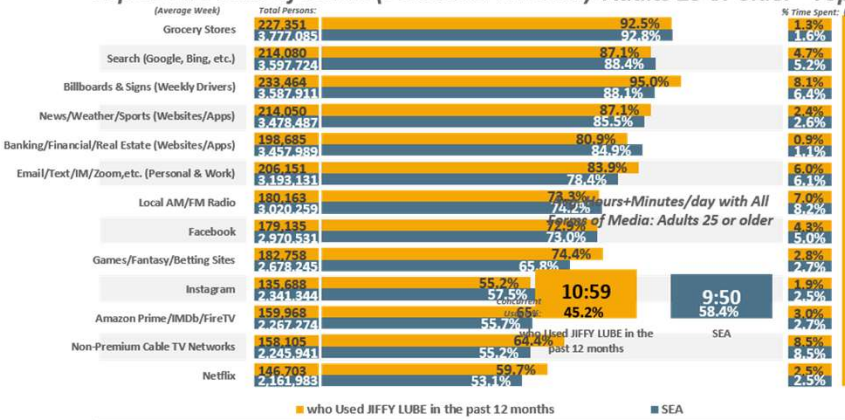
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

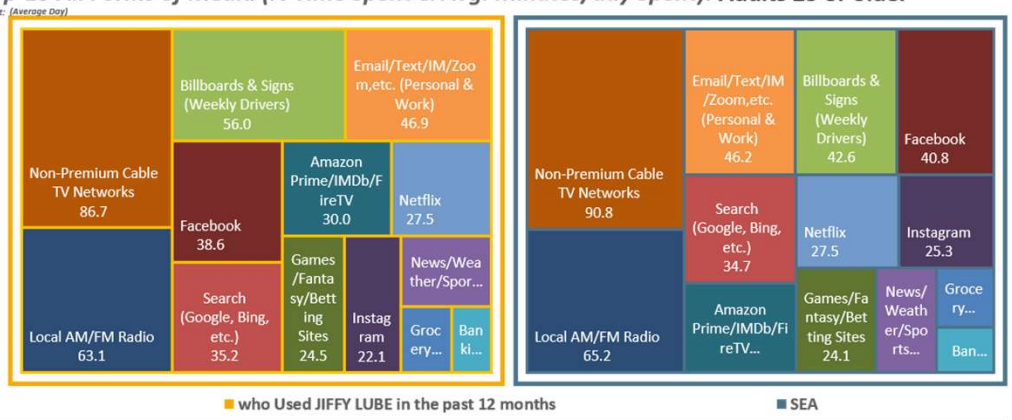


Adults 25 or older who Used JIFFY LUBE in the past 12 months spend an average of 8 hours and 6 minutes each day with All Forms of Ad-Supported Media. 70.7% listen to Local AM/FM Radio for an avg. of 56.7 minutes/day. *(Local Radio delivers 8.2% of Time with Ad-Supported Media.)*

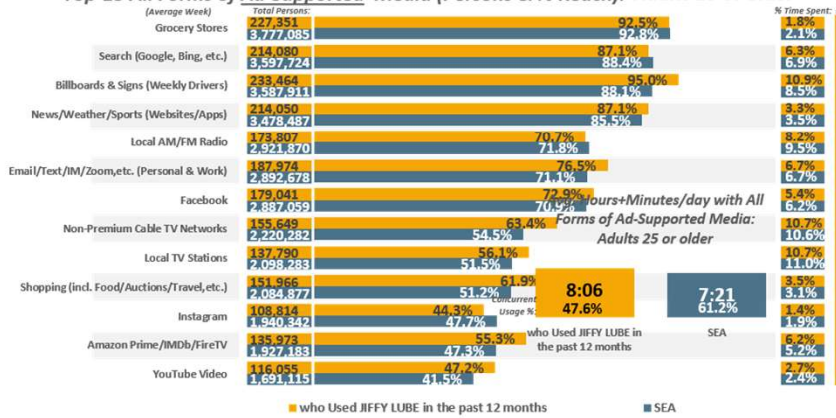
Top-13 All Forms of Media (Persons & % Reach): Adults 25 or older



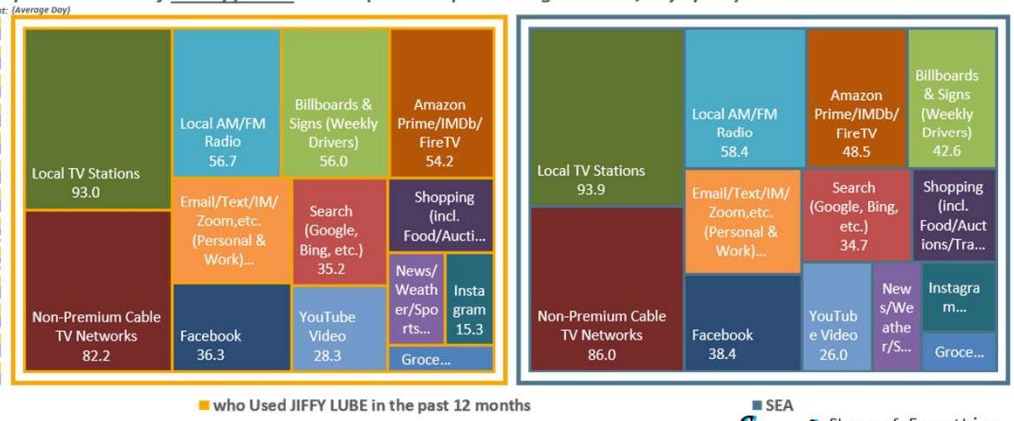
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 25 or older



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



SEA DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 477

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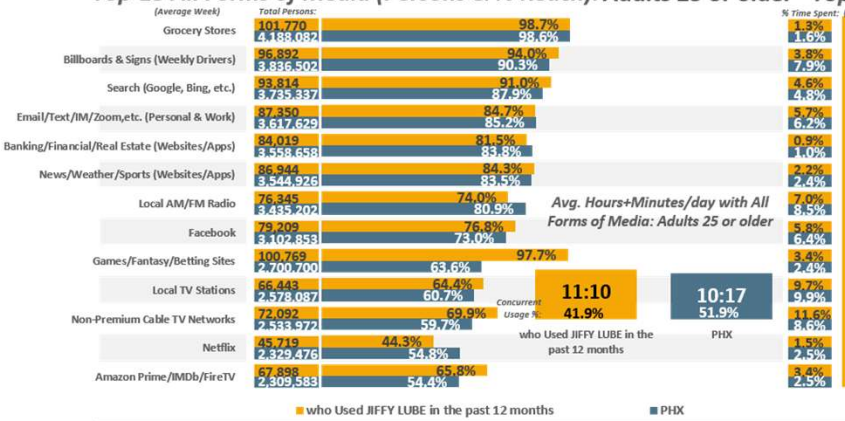
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

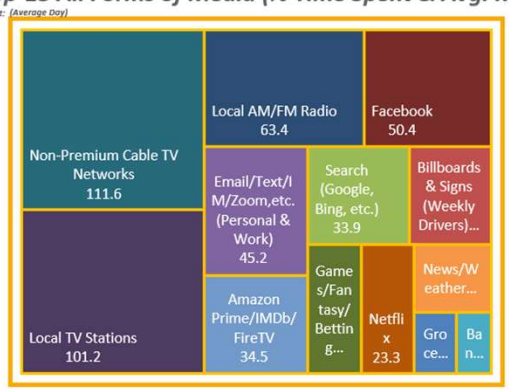


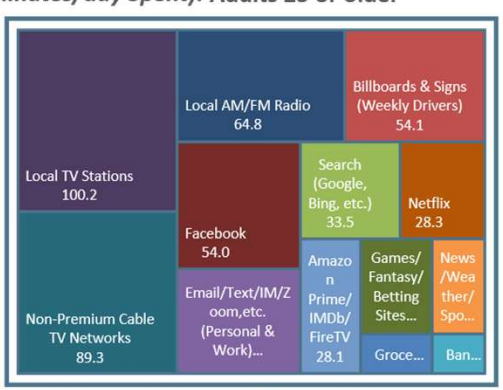
Adults 25 or older who Used JIFFY LUBE in the past 12 months spend an average of 8 hours and 25 minutes each day with All Forms of Ad-Supported Media. 71.8% listen to Local AM/FM Radio for an avg. of 58.5 minutes/day. *(Local Radio delivers 8.3% of Time with Ad-Supported Media.)*

Top-13 All Forms of Media (Persons & % Reach): Adults 25 or older

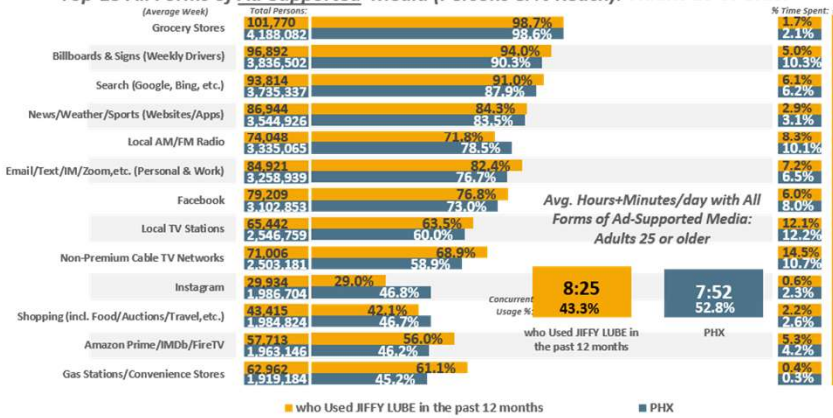


Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older

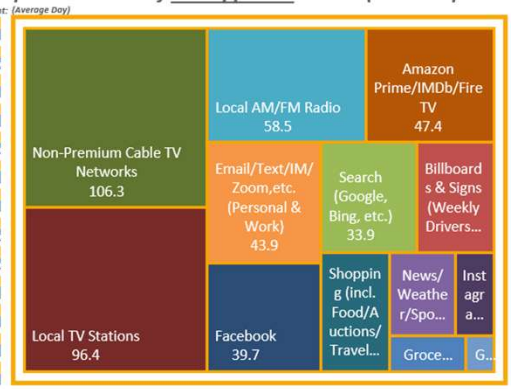


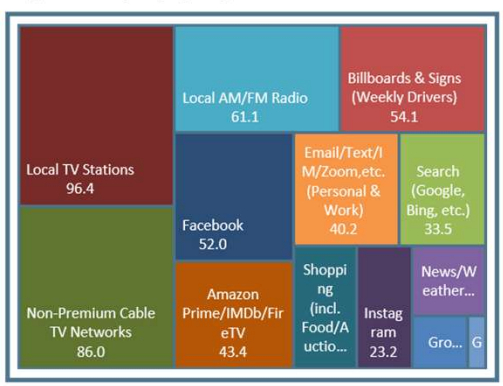


Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 25 or older



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older





PHX DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 151

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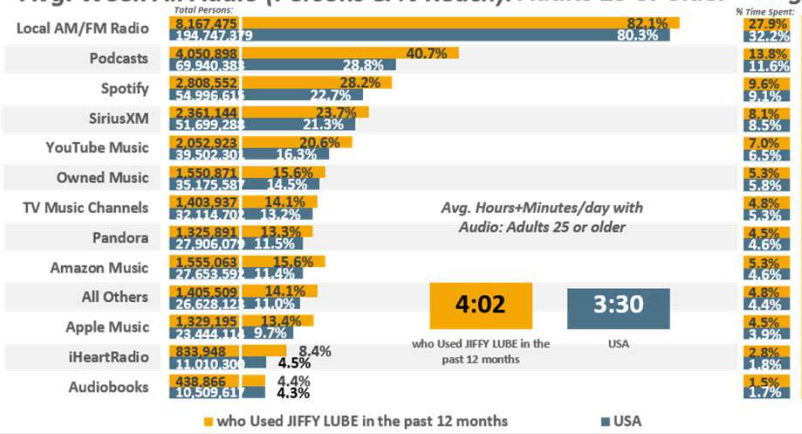
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

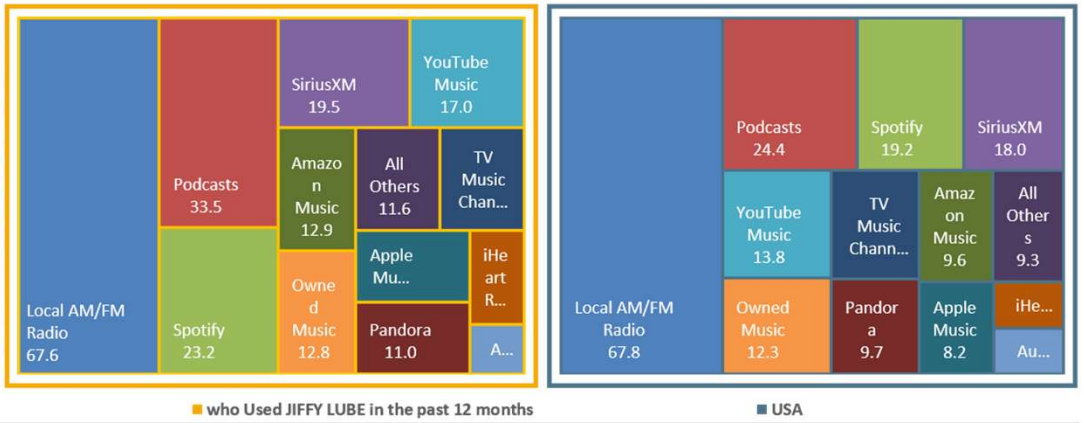


7,736,027 or 77.7% of Adults 25 or older who Used JIFFY LUBE in the past 12 months listen to Ad-Supported Local AM/FM Radio for an average of 59.7 minutes every day representing 35.7% of all time spent daily with Ad-Supported Audio.

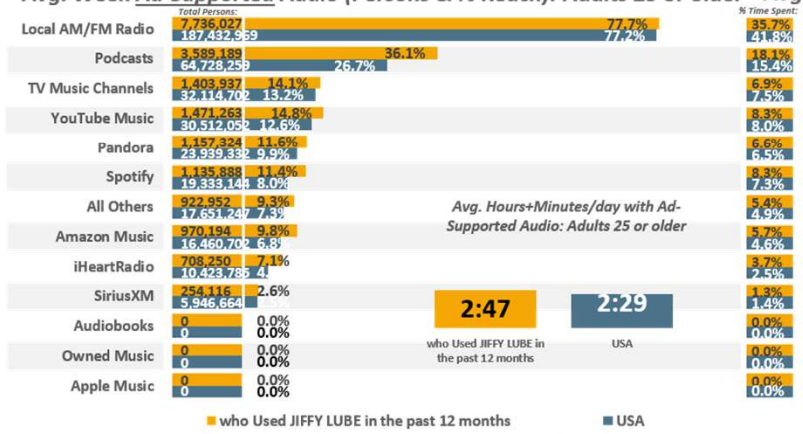
Avg. Week All Audio (Persons & % Reach): Adults 25 or older



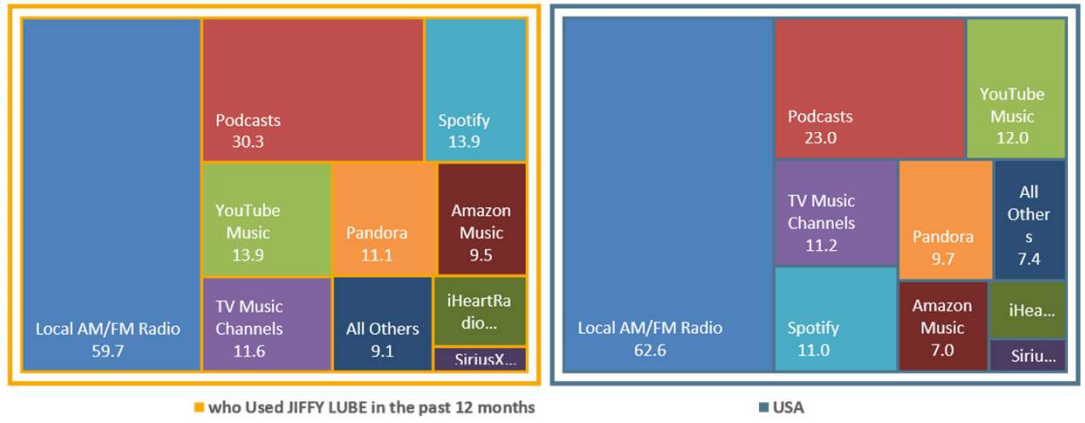
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 25 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



USA USA Projection Scarborough R2 2025-26: Feb24-Aug26 Qual Intab 2,105

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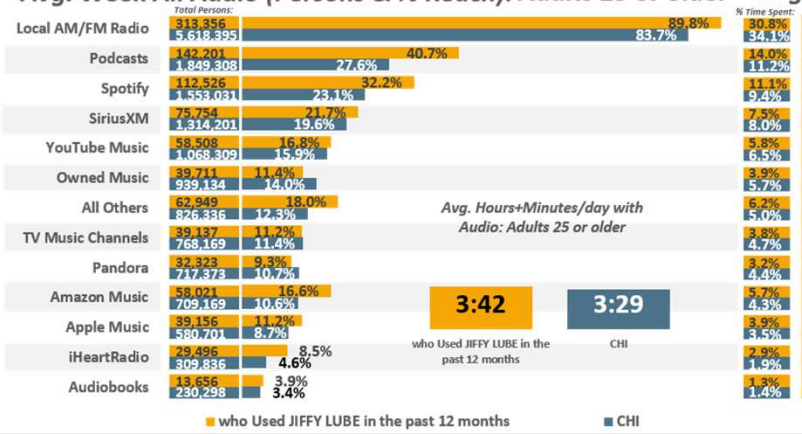
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

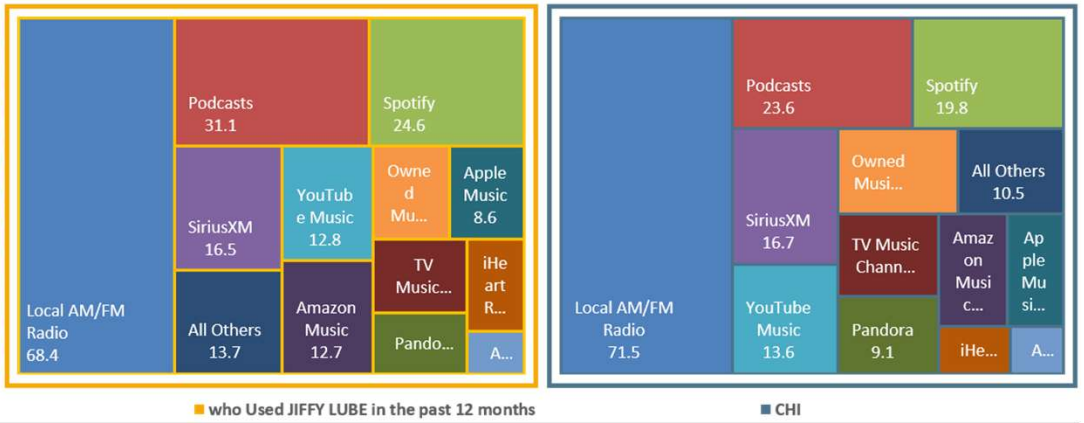


295,165 or 84.6% of Adults 25 or older who Used JIFFY LUBE in the past 12 months listen to Ad-Supported Local AM/FM Radio for an average of 60.6 minutes every day representing 37.9% of all time spent daily with Ad-Supported Audio.

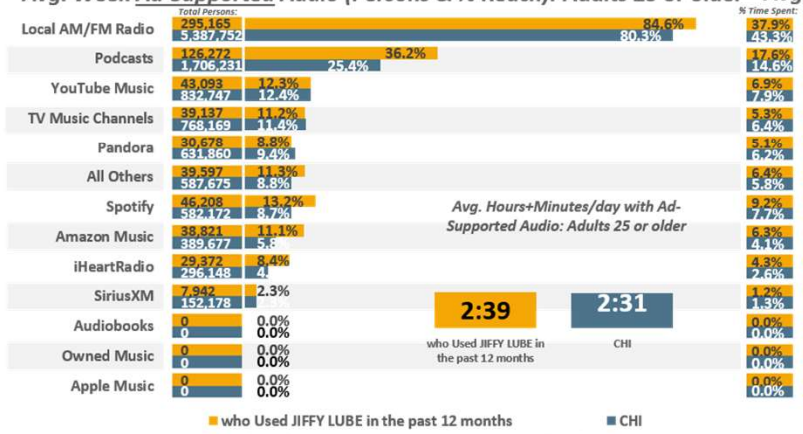
Avg. Week All Audio (Persons & % Reach): Adults 25 or older



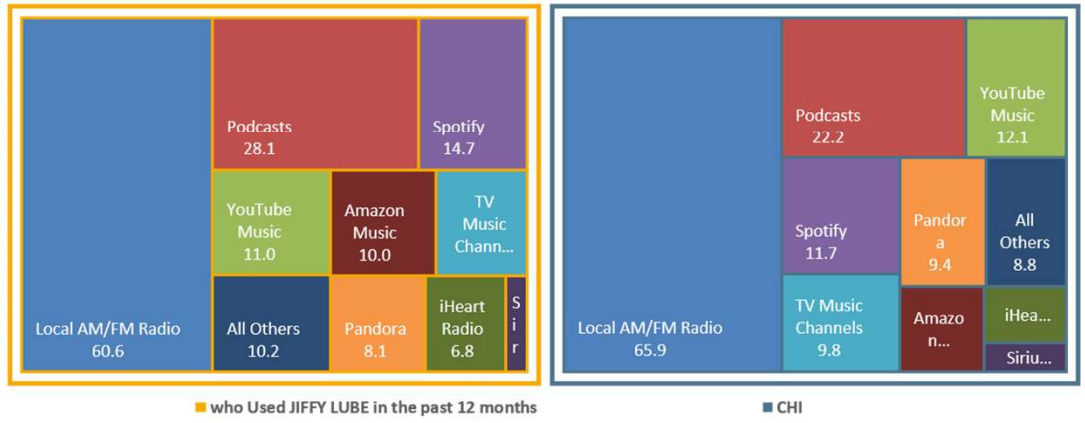
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 25 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



CHI DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 386

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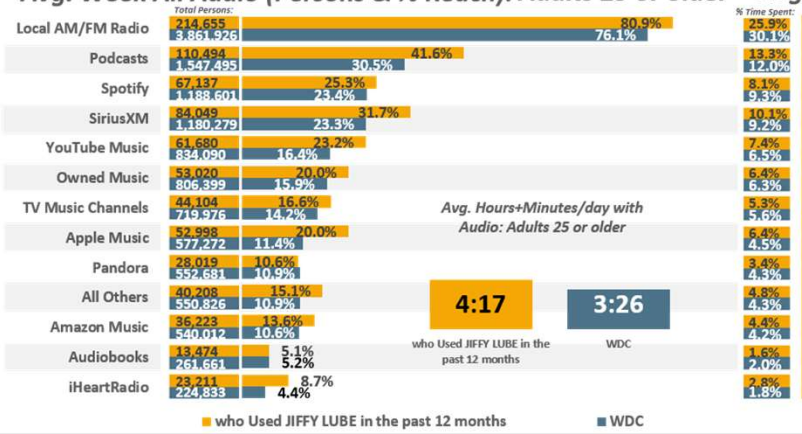
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

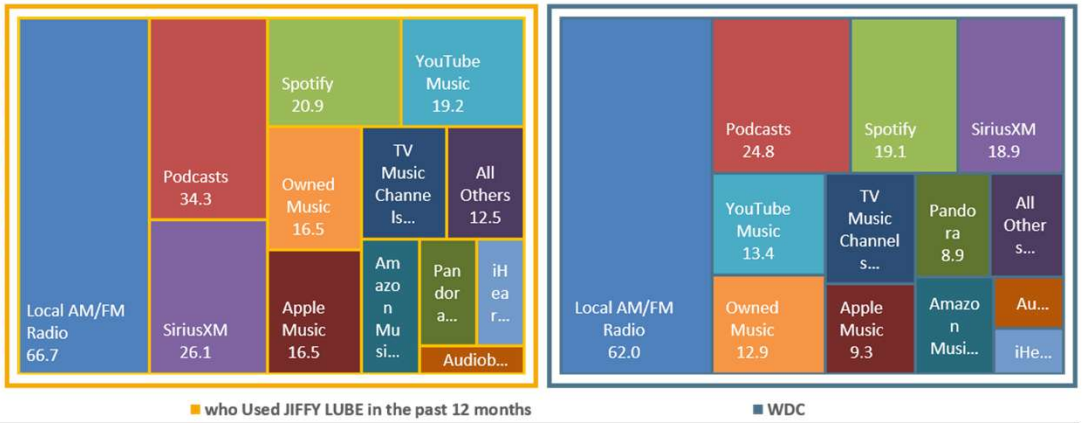


202,914 or 76.4% of Adults 25 or older who Used JIFFY LUBE in the past 12 months listen to Ad-Supported Local AM/FM Radio for an average of 60.1 minutes every day representing 35.% of all time spent daily with Ad-Supported Audio.

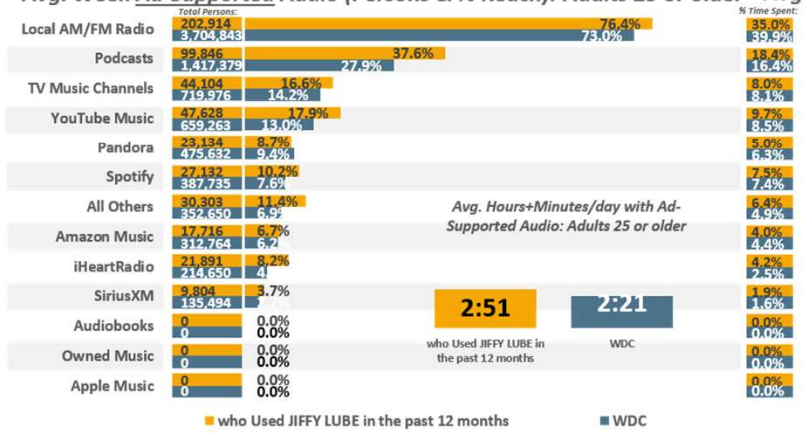
Avg. Week All Audio (Persons & % Reach): Adults 25 or older



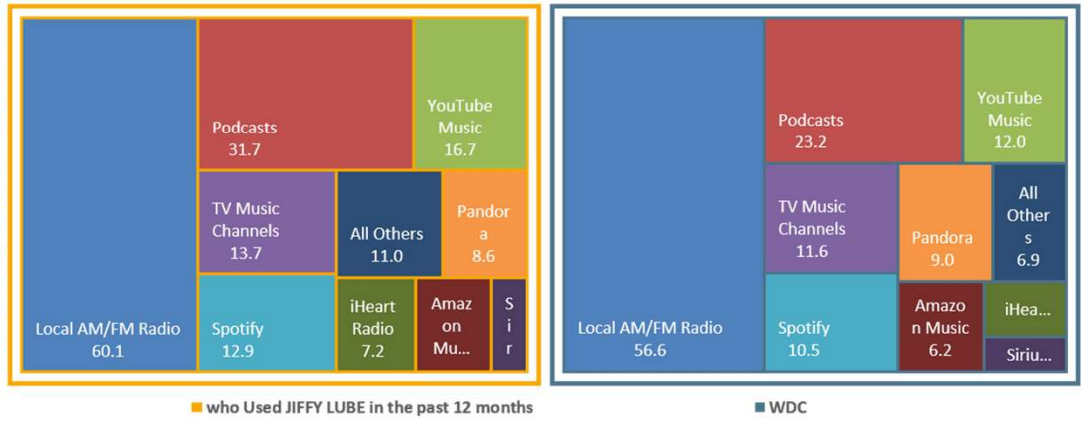
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 25 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



WDC DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 641

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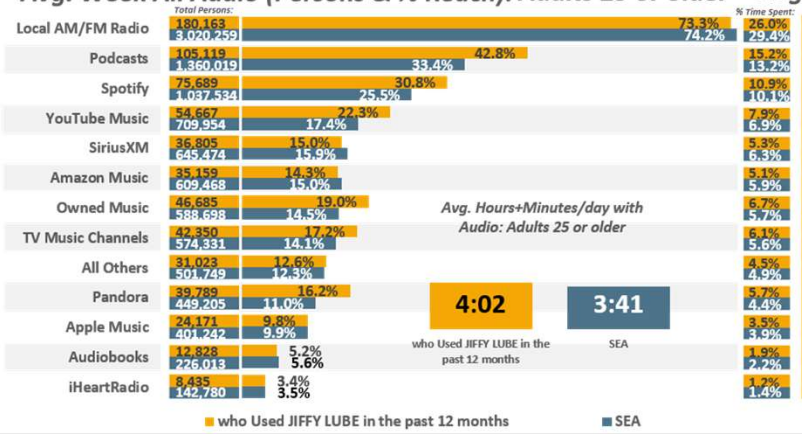
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

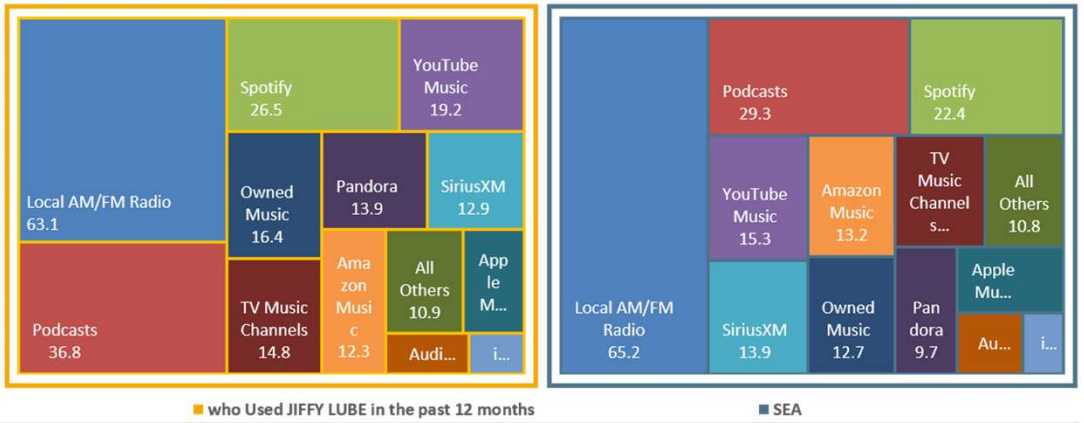


173,807 or 70.7% of Adults 25 or older who Used JIFFY LUBE in the past 12 months listen to Ad-Supported Local AM/FM Radio for an average of 56.7 minutes every day representing 34.4% of all time spent daily with Ad-Supported Audio.

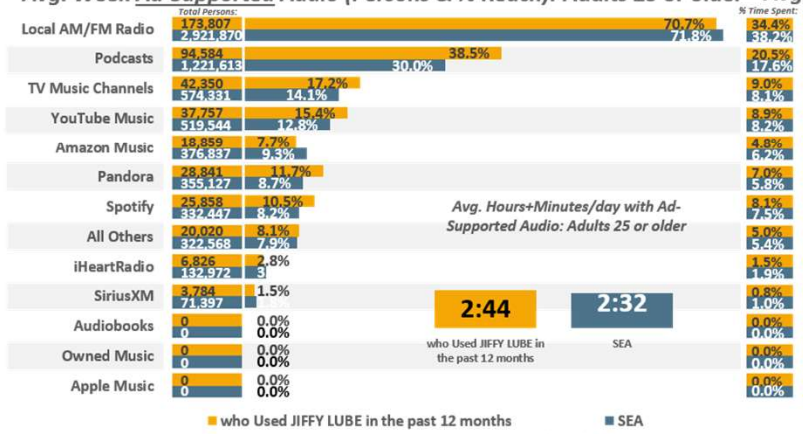
Avg. Week All Audio (Persons & % Reach): Adults 25 or older



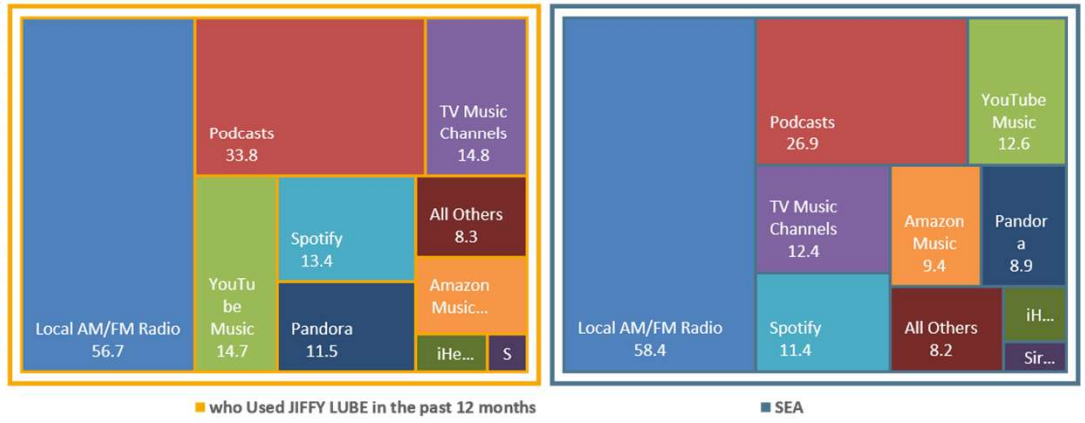
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 25 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



SEA DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 477

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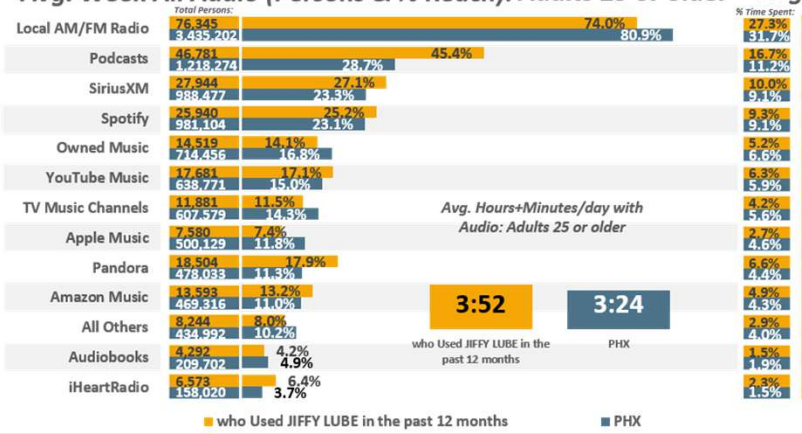
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

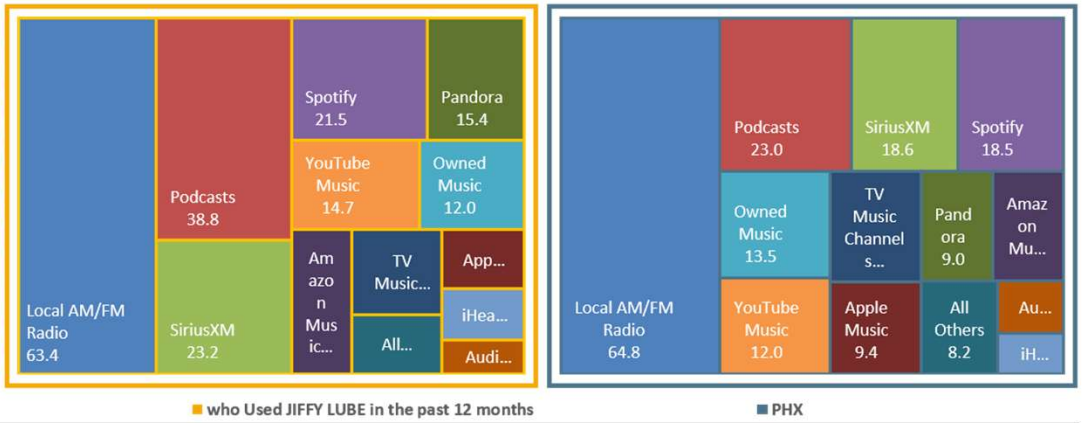


74,048 or 71.8% of Adults 25 or older who Used JIFFY LUBE in the past 12 months listen to Ad-Supported Local AM/FM Radio for an average of 58.5 minutes every day representing 36.7% of all time spent daily with Ad-Supported Audio.

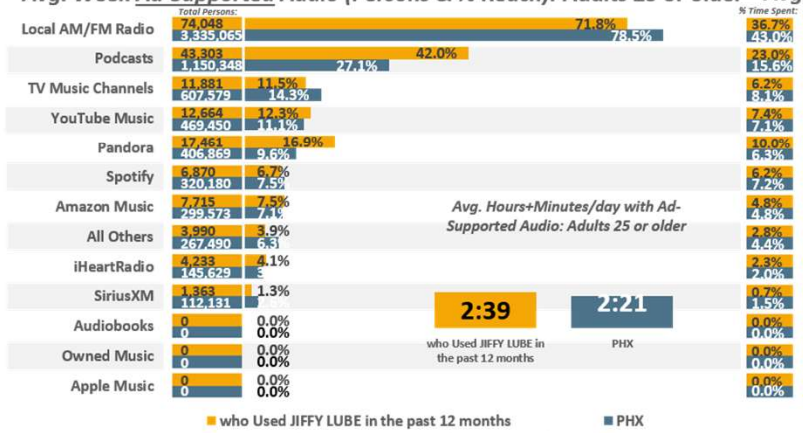
Avg. Week All Audio (Persons & % Reach): Adults 25 or older



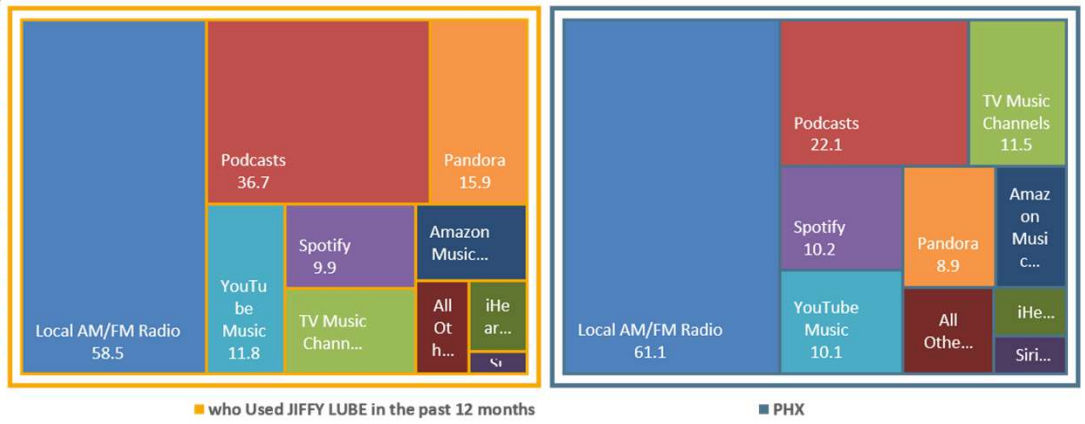
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 25 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



PHX DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 151

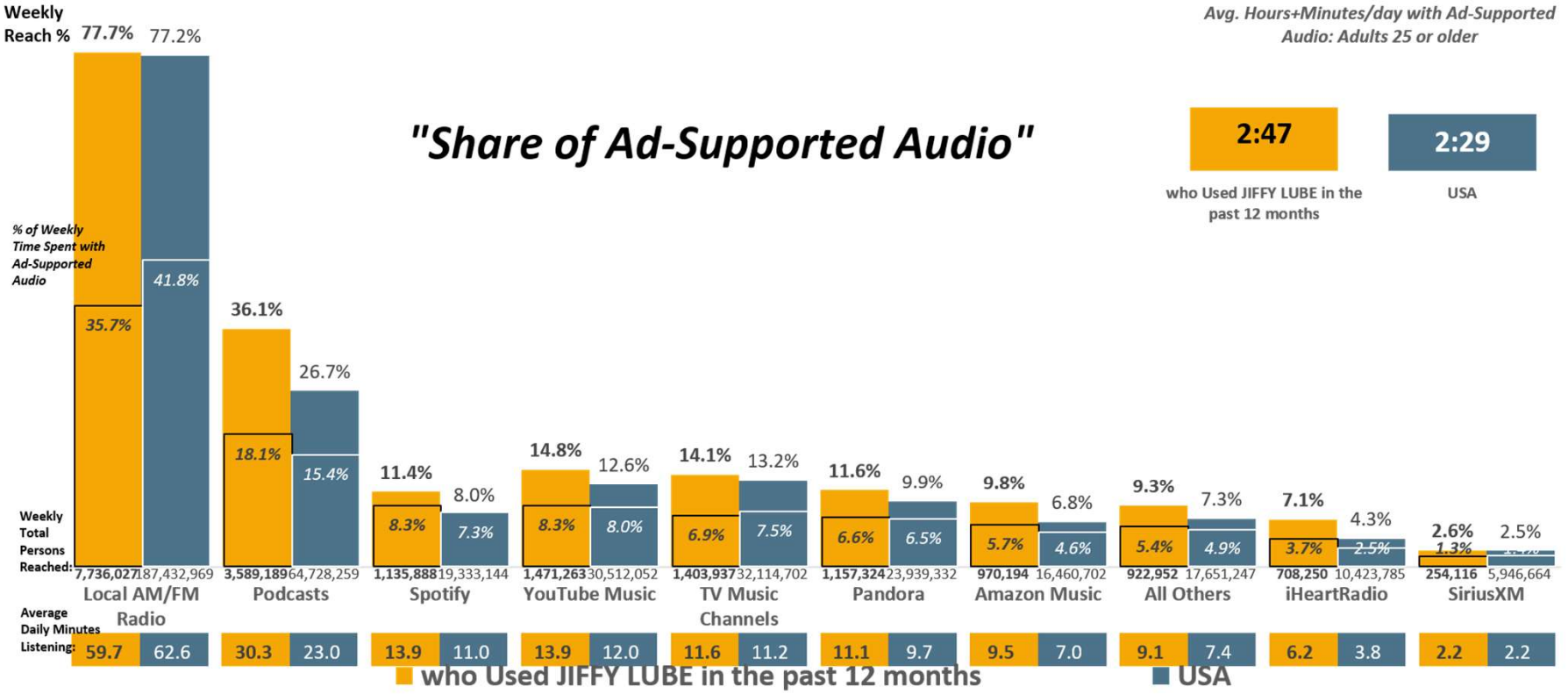
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube



7,736,027 or 77.7% of Adults 25 or older who Used JIFFY LUBE in the past 12 months listen to Ad-Supported Local AM/FM Radio for an average of 59.7 minutes every day representing 35.7% of all time spent daily with Ad-Supported Audio.



Scarborough R2 2025-26: Feb24-Aug26 USA Projection Scarborough R2 2025-26: Feb24-Aug26 Qual Intab 45,048
USA USA Projection Scarborough R2 2025-26: Feb24-Aug26 Qual Intab 2,105

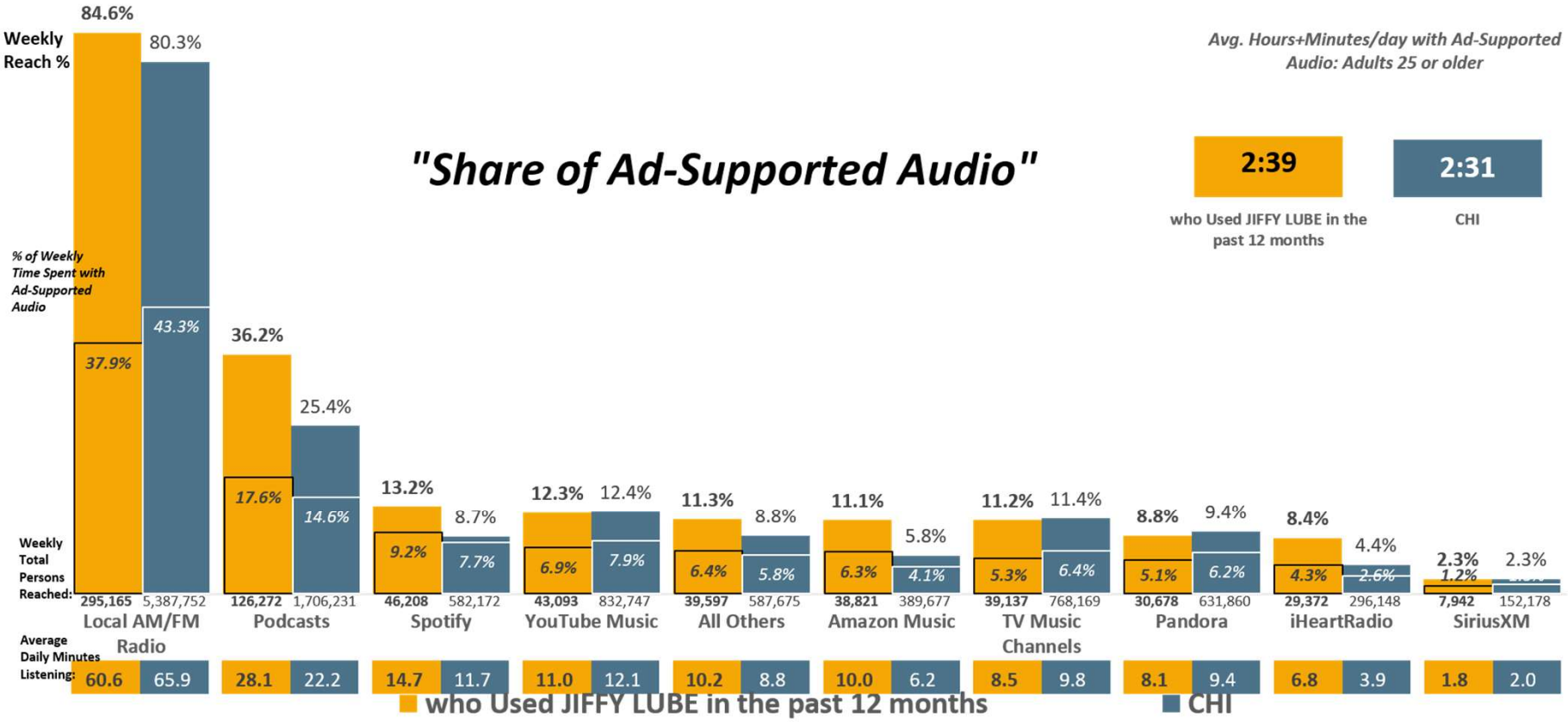
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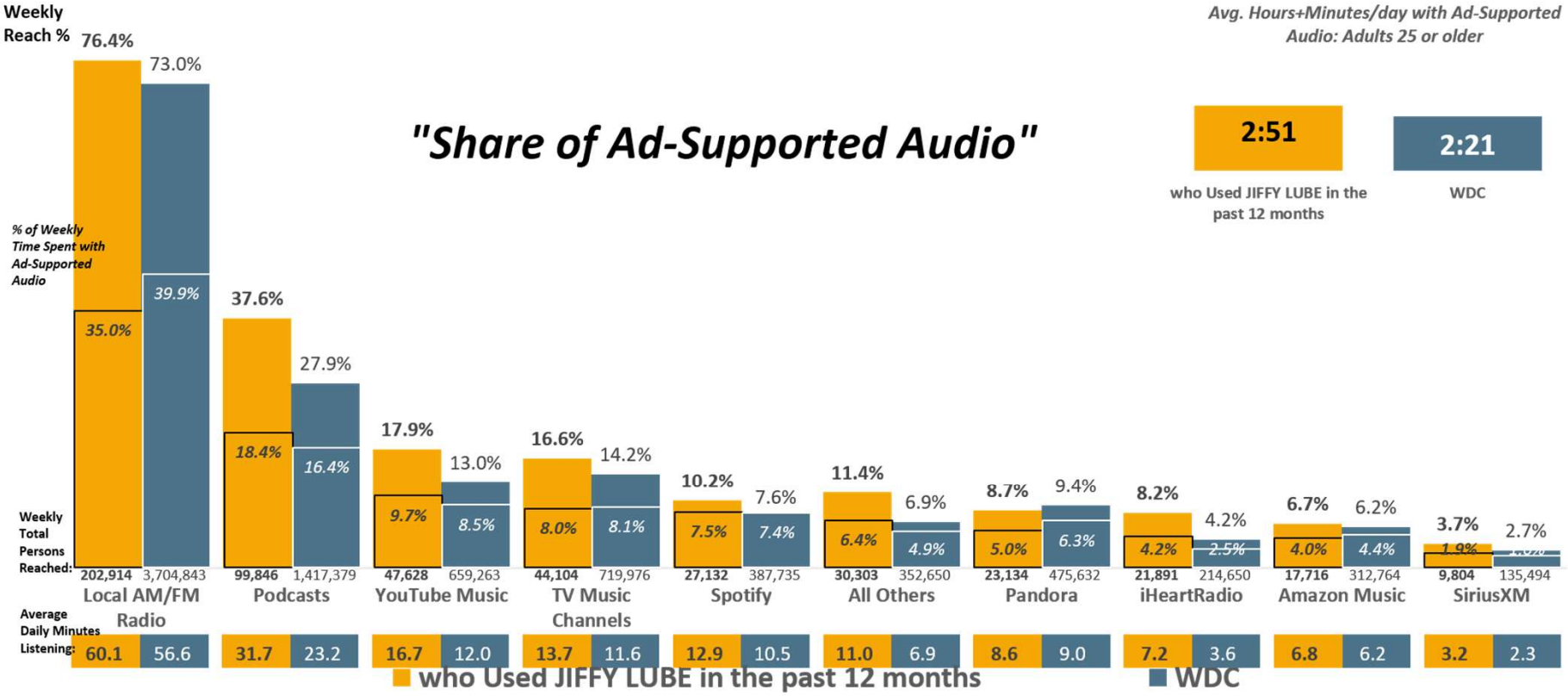
CHI DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 386 CHI DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 7,248

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WDC DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 641 WDC DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 10,324

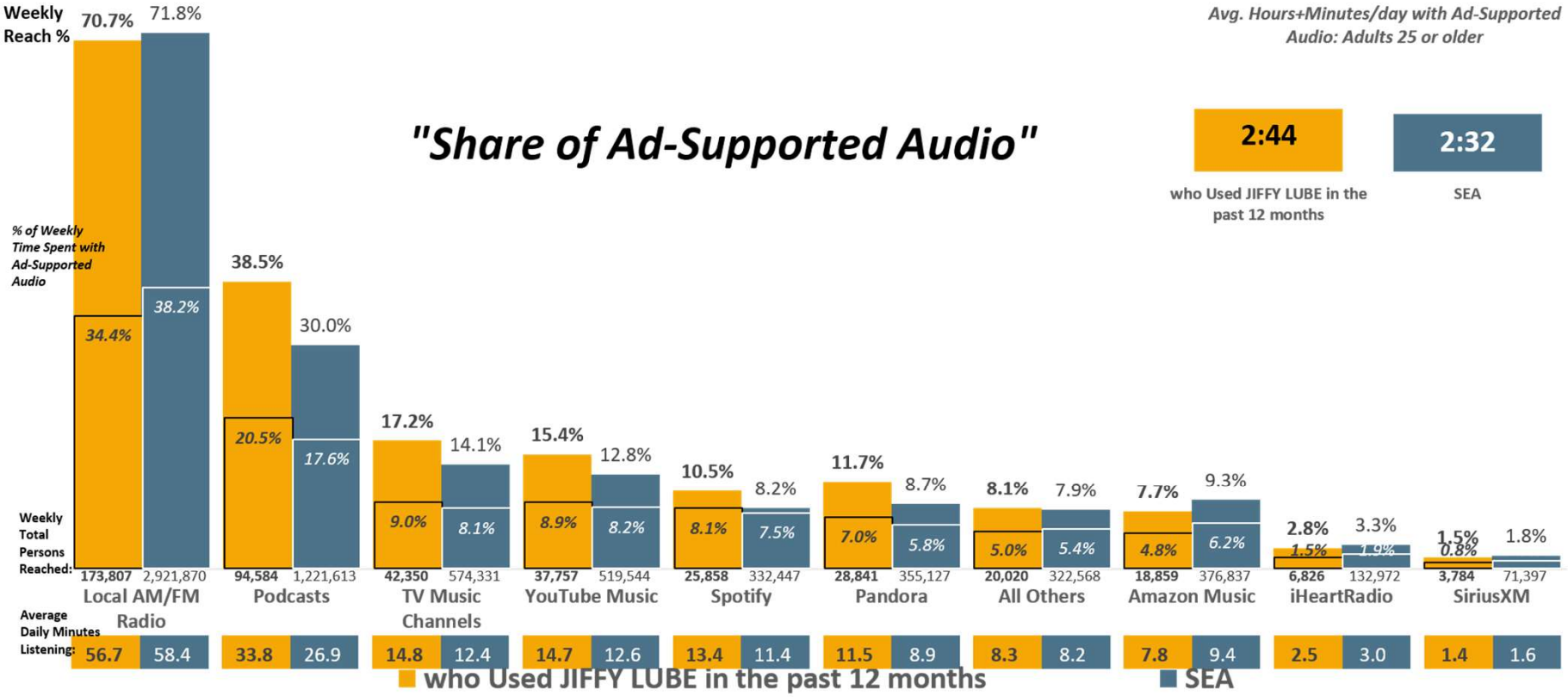
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube



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SEA DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 477 SEA DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 7,280

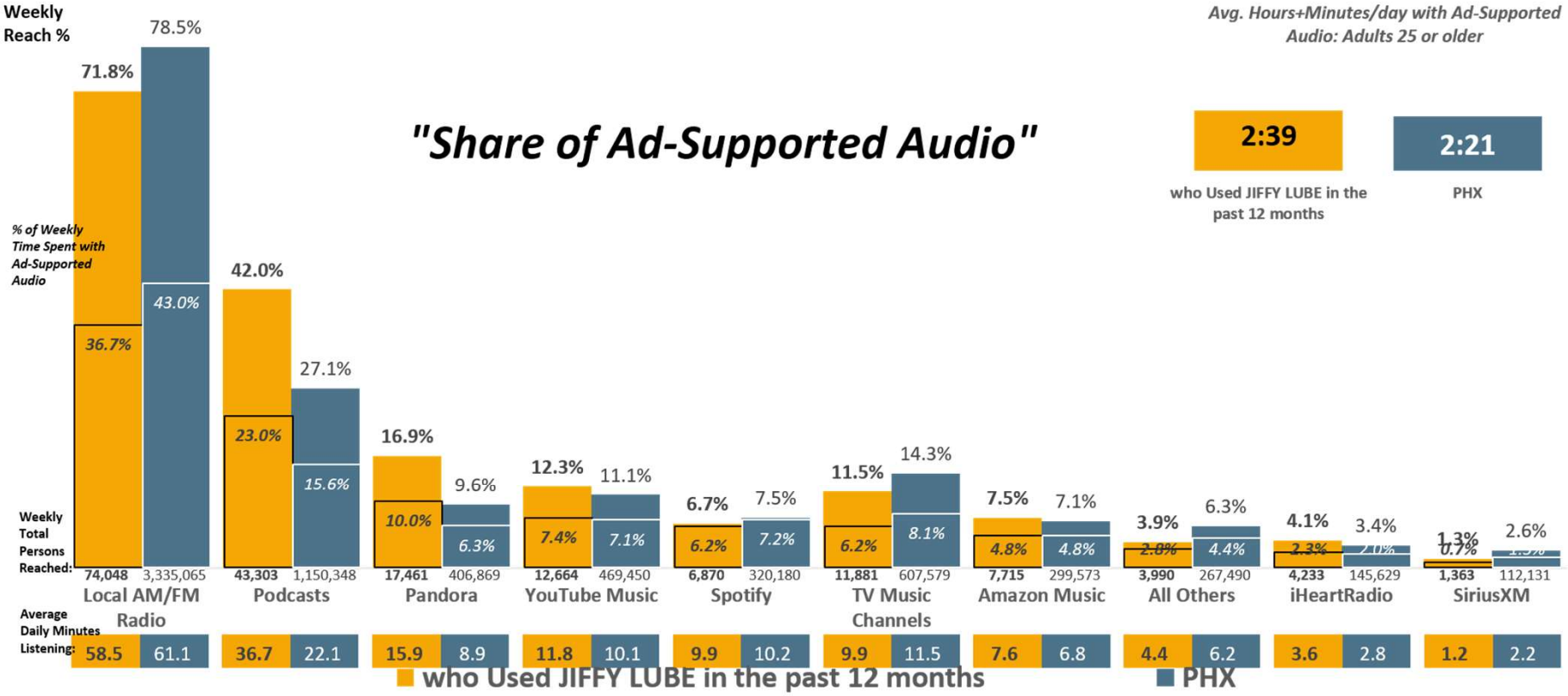
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PHX DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 151 PHX DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 4,474

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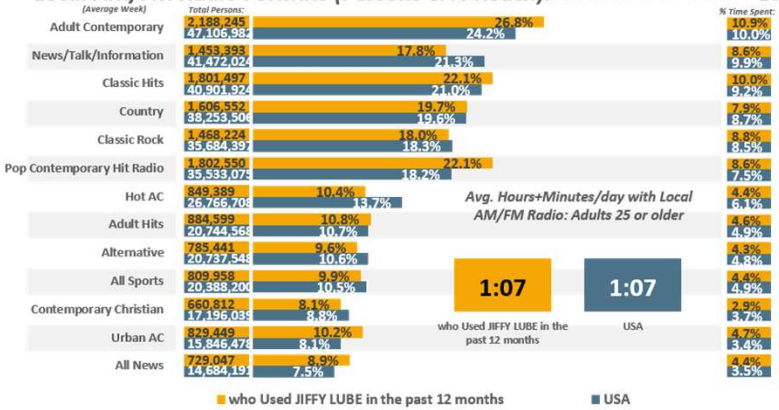
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

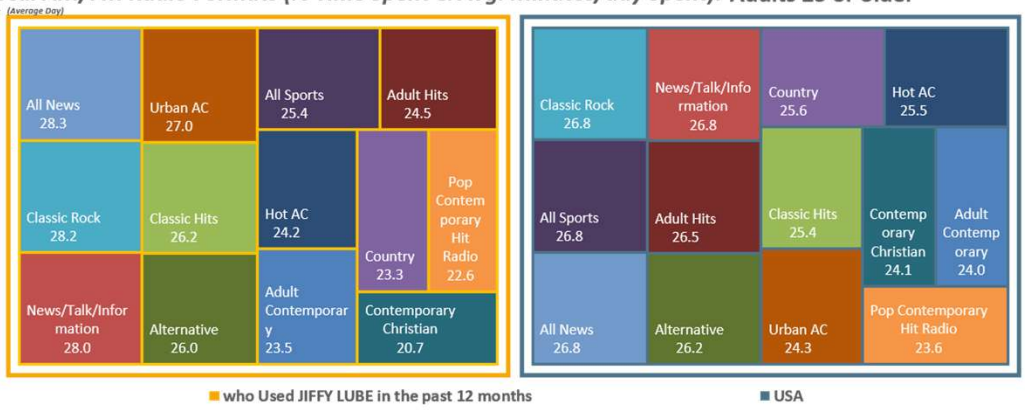


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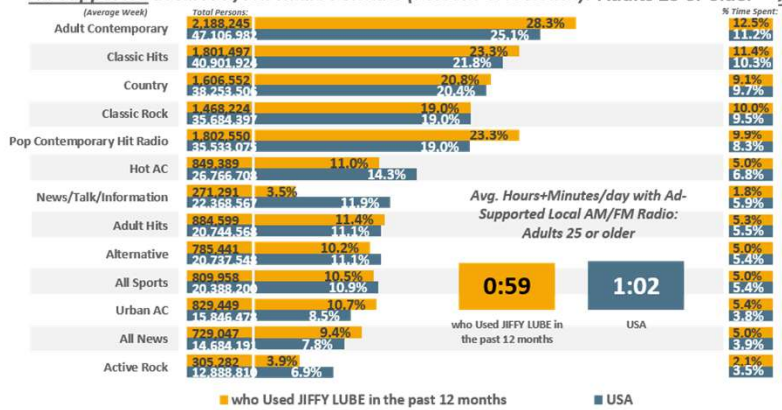
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 or older



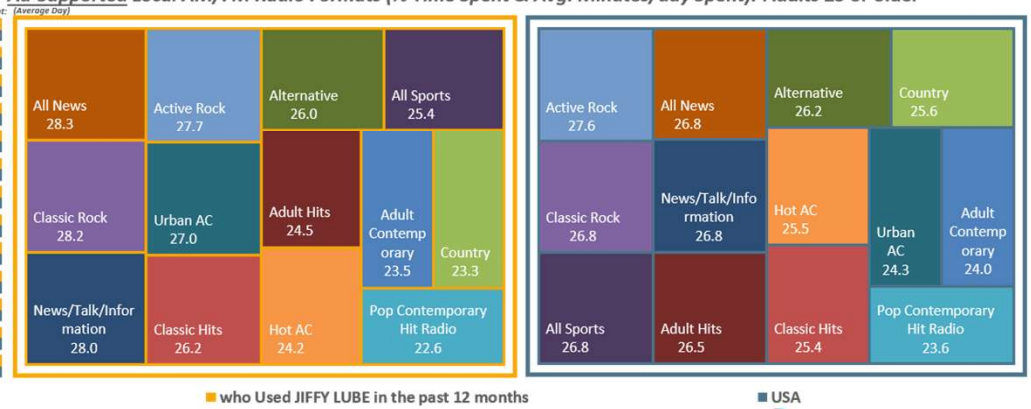
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 25 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



USA USA Projection Scarborough R2 2025-26: Feb24-Aug26 Qual Intab 2,105

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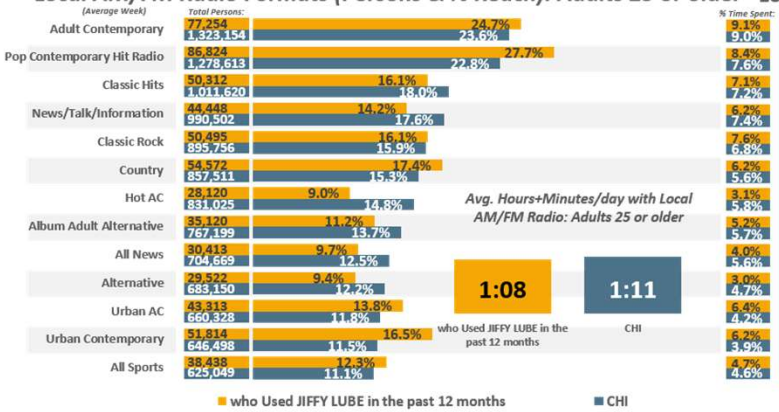
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

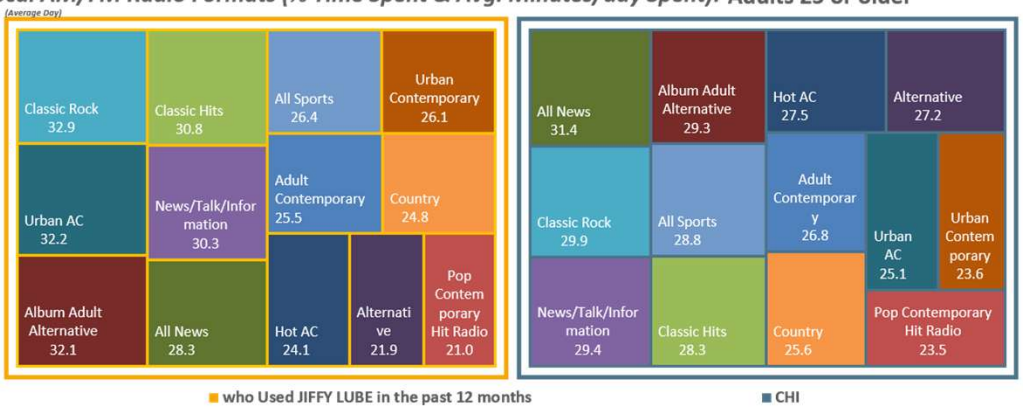


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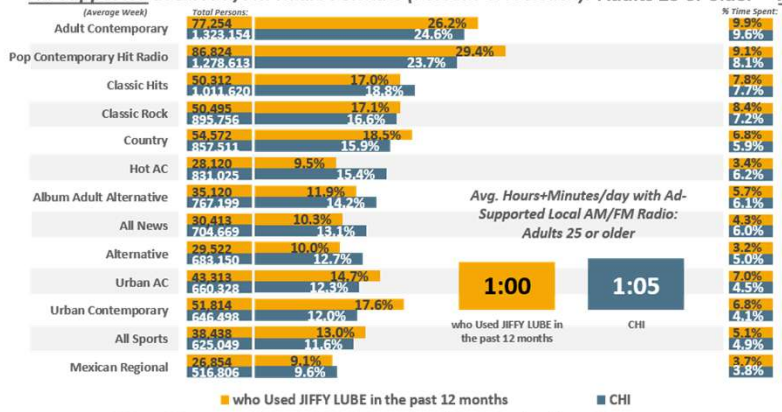
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 or older



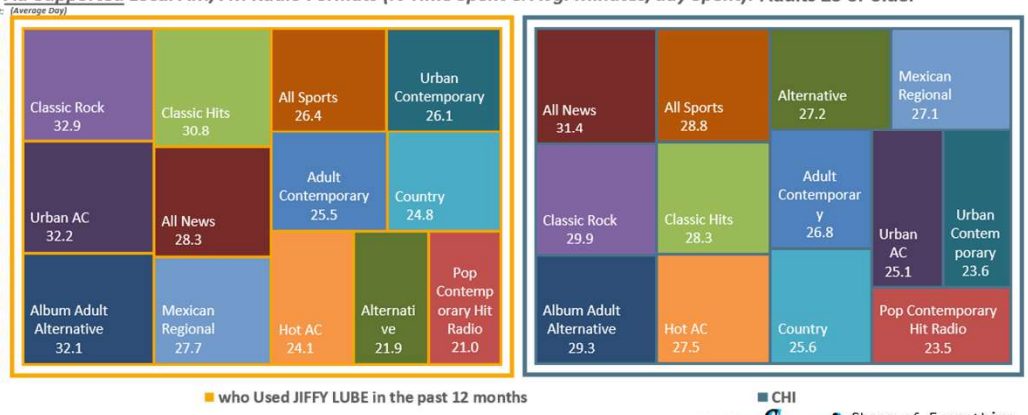
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 25 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



CHI DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 386

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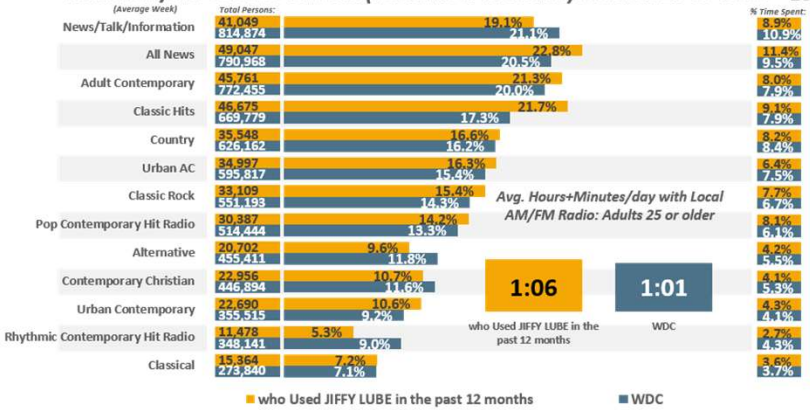
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

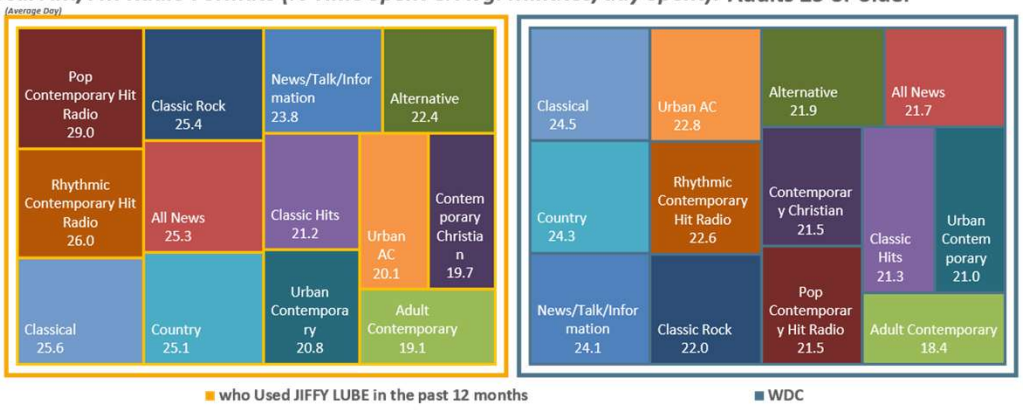


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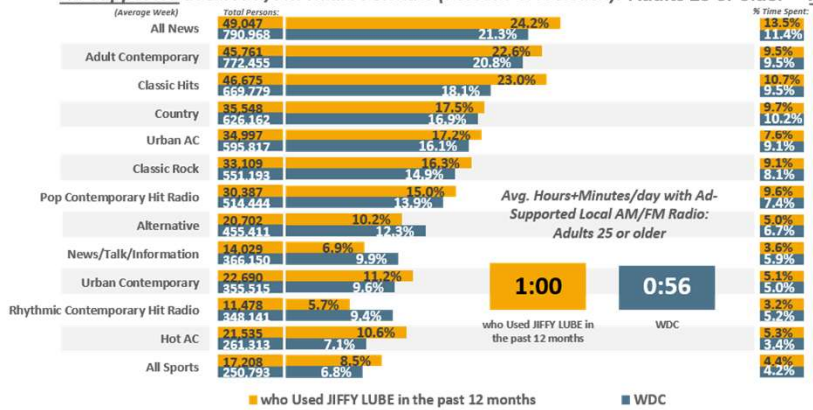
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 or older



Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 25 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



WDC DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 641

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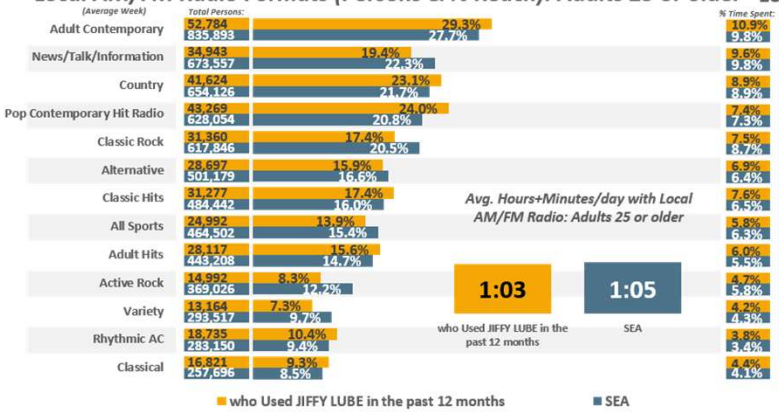
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

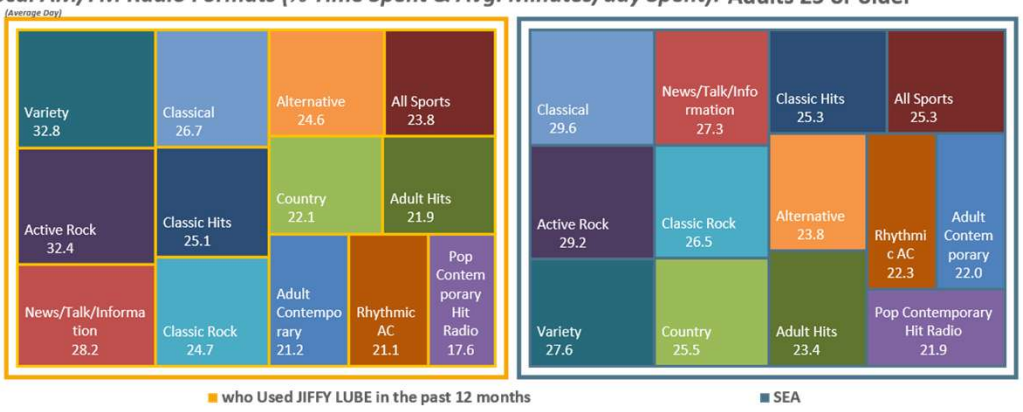


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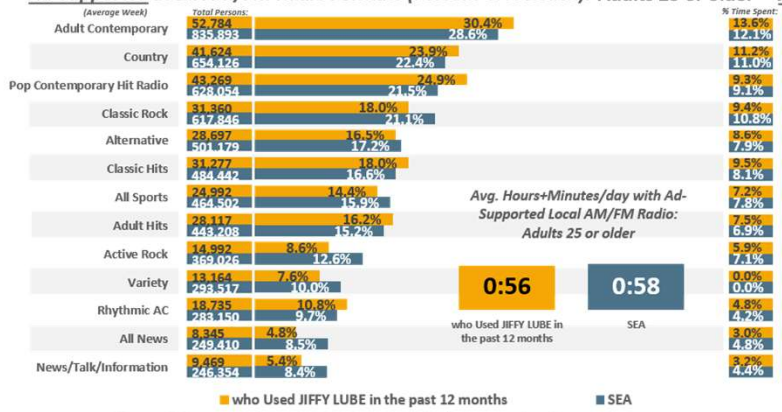
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 or older



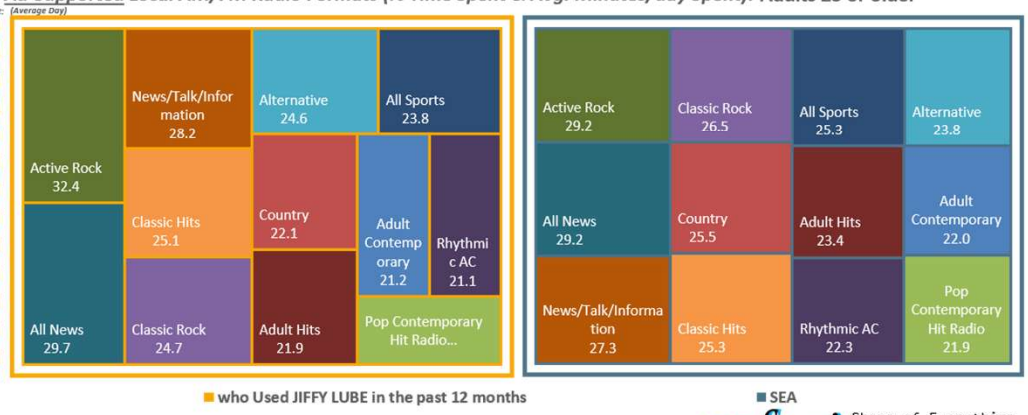
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 25 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



SEA DMA Scarborough R2 2025-26; Aug24-Jul26 Qual Intab 477

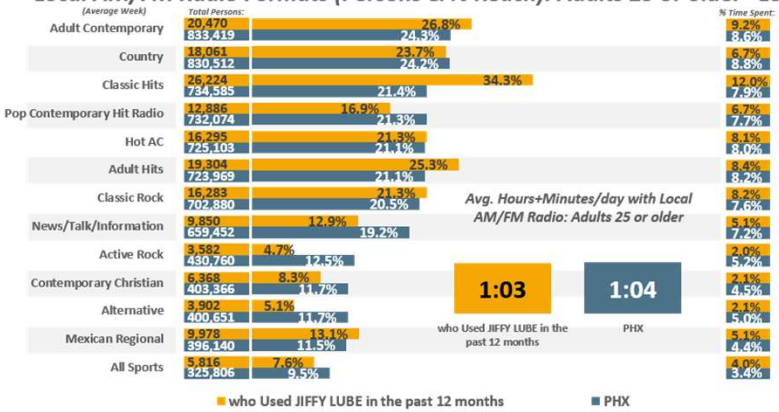
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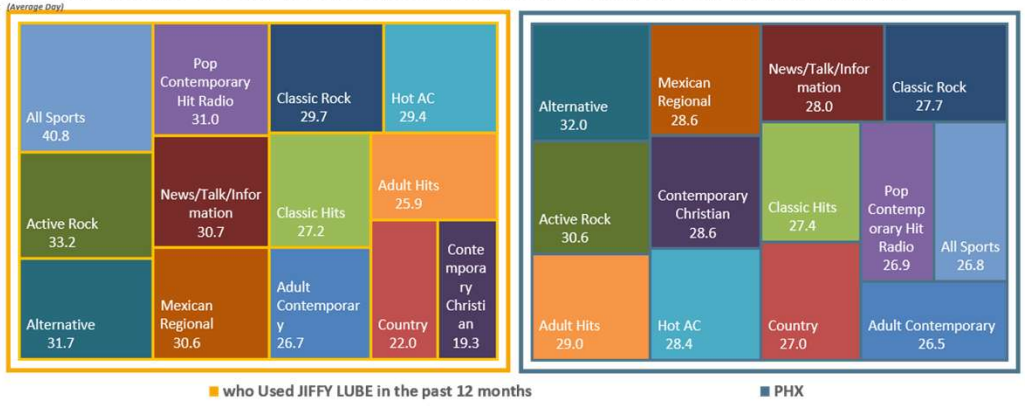
Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

74,048 or 71.8% of Adults 25 or older who Used JIFFY LUBE in the past 12 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Adult Contemporary, Adult Hits, Country, and Hot AC.

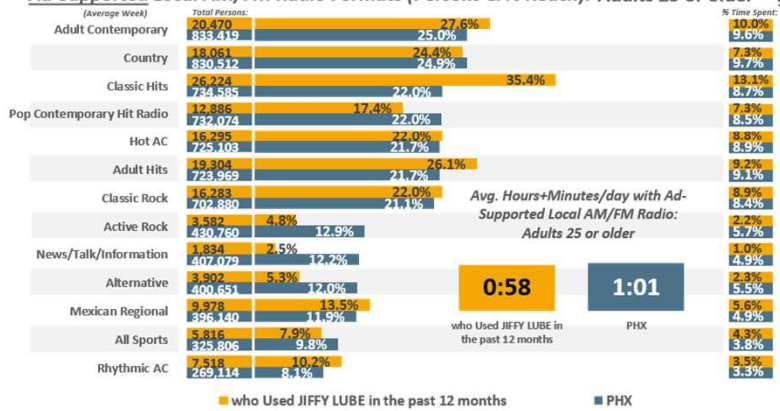
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 or older



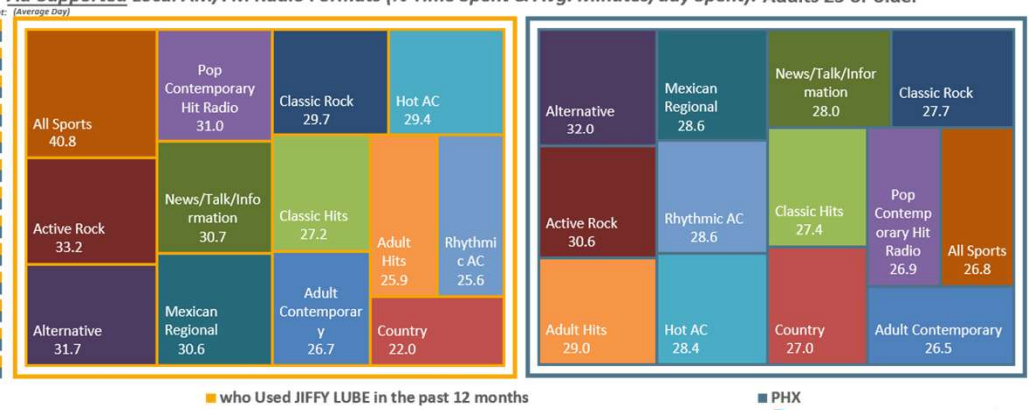
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 25 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



PHX DMA Scarborough R2 2025-26; Aug24-Jul26 Qual Intab 151

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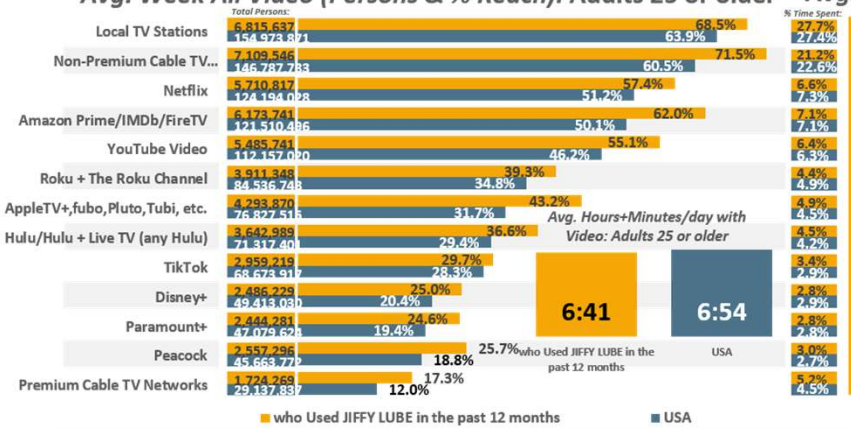
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

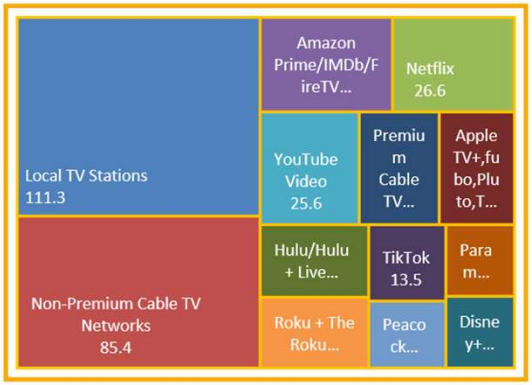


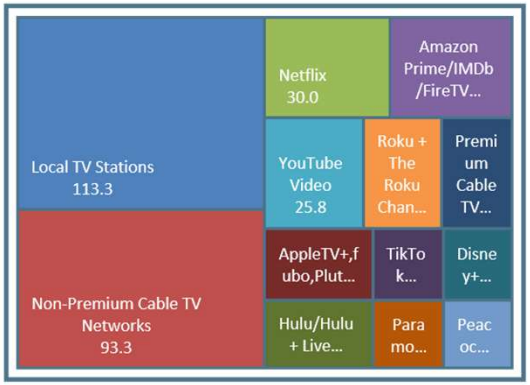
6,667,025 or 67.% of Adults 25 or older who Used JIFFY LUBE in the past 12 months watch Ad-Supported Local TV Stations for an average of 103.7 minutes every day representing 31.4% of all time spent daily with Ad-Supported Video.

Avg. Week All Video (Persons & % Reach): Adults 25 or older

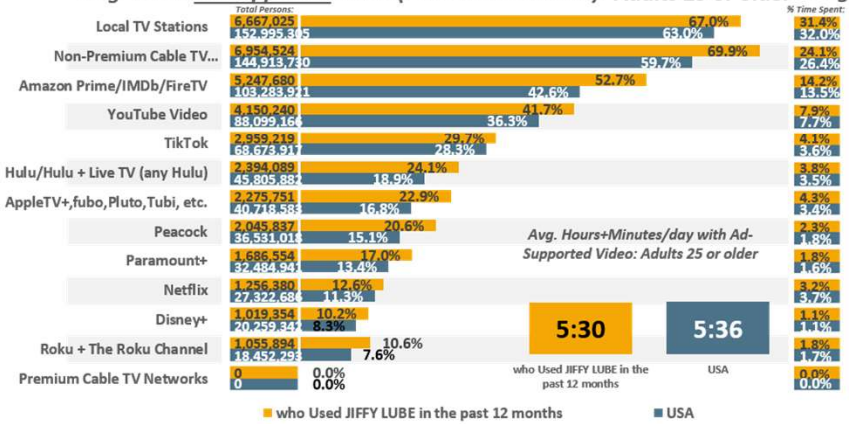


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older

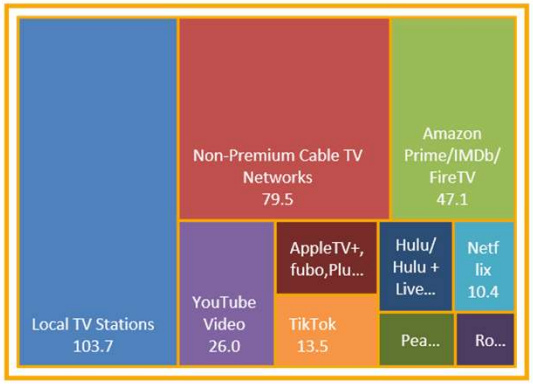


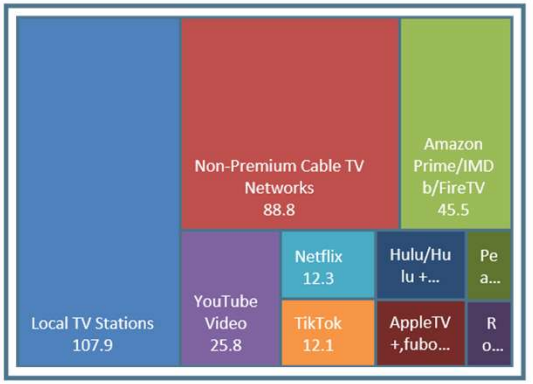


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 25 or older



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older





USA USA Projection Scarborough R2 2025-26: Feb24-Aug26 Qual Intab 2,105

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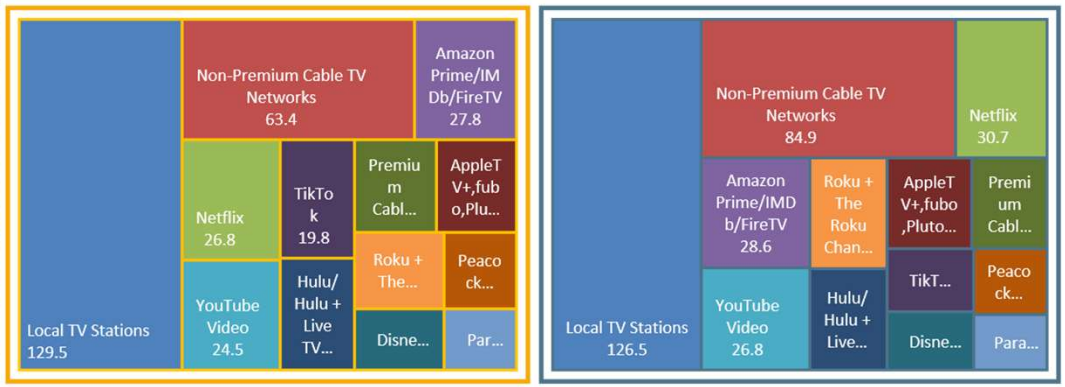
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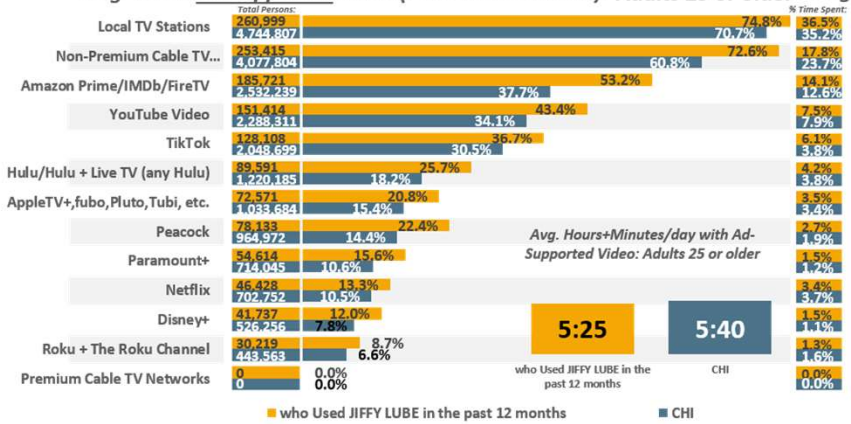
Avg. Week All Video (Persons & % Reach): Adults 25 or older



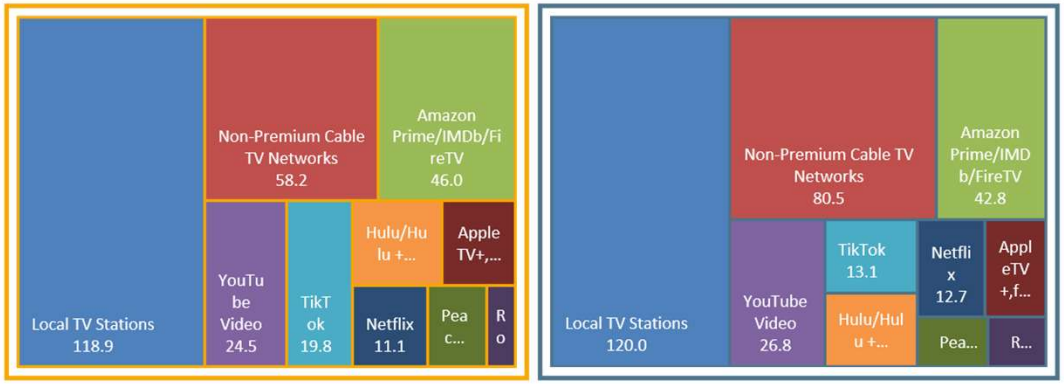
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Avg. Week <u>Ad-Supported</u> Video (Persons & % Reach): Adults 25 or older



Avg. Day <u>Ad-Supported</u> Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



CHI DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 386

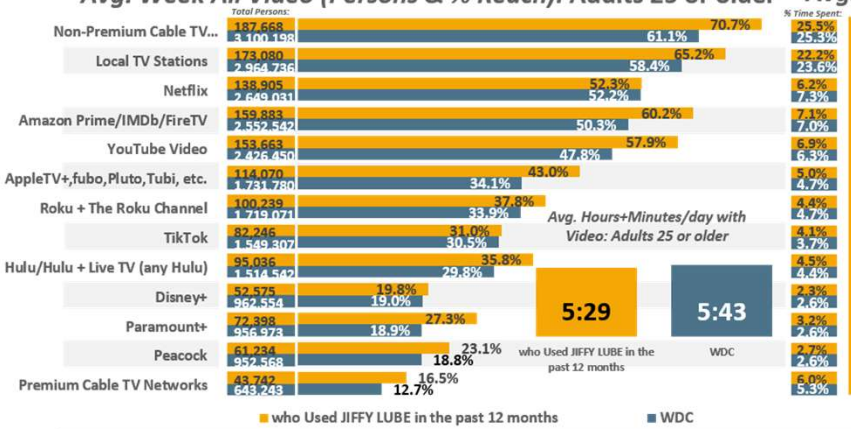
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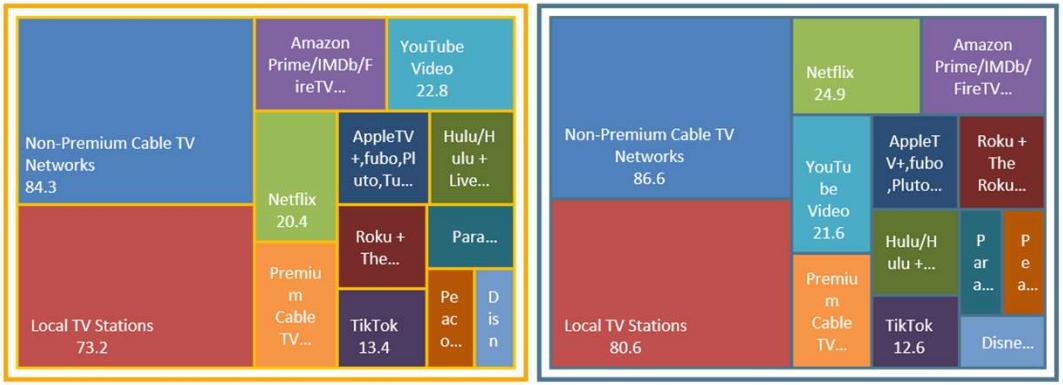
Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

169,959 or 64.% of Adults 25 or older who Used JIFFY LUBE in the past 12 months watch Ad-Supported Local TV Stations for an average of 68.7 minutes every day representing 25.1% of all time spent daily with Ad-Supported Video.

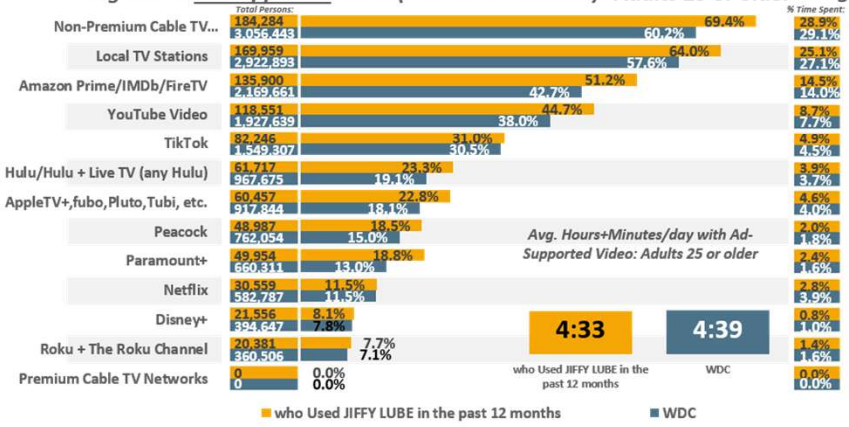
Avg. Week All Video (Persons & % Reach): Adults 25 or older



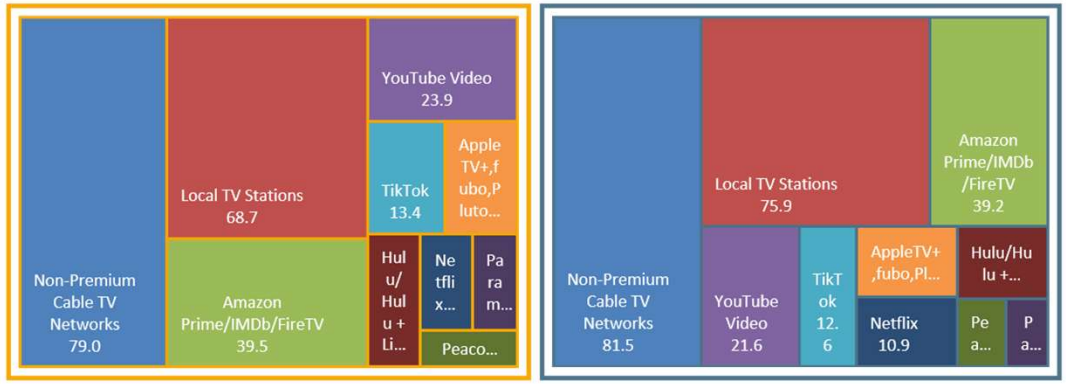
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 25 or older



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



WDC DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 641
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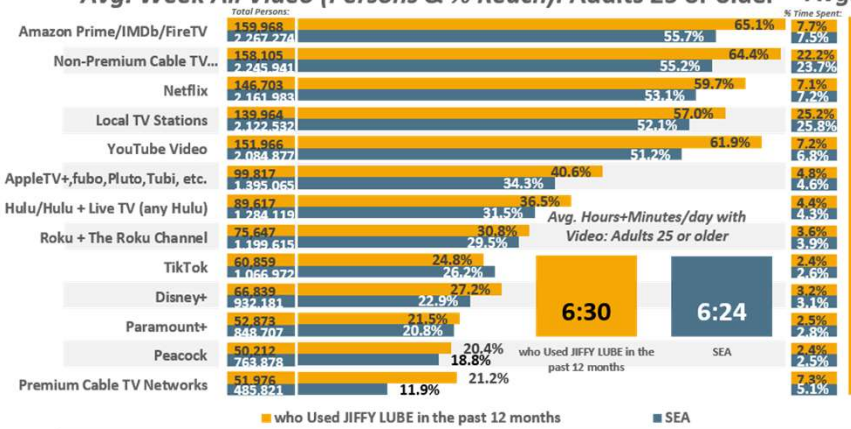
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

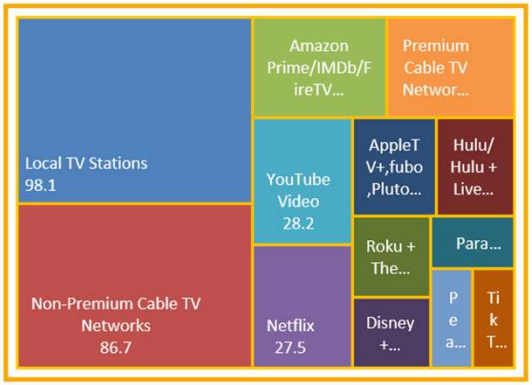


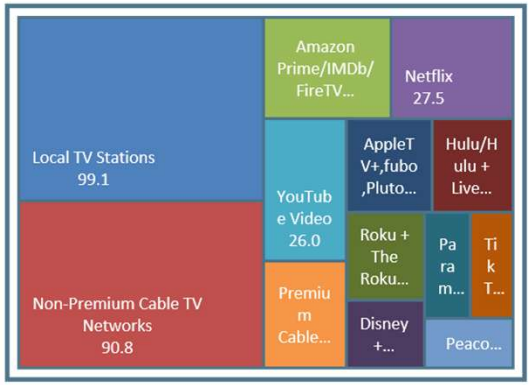
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Avg. Week All Video (Persons & % Reach): Adults 25 or older

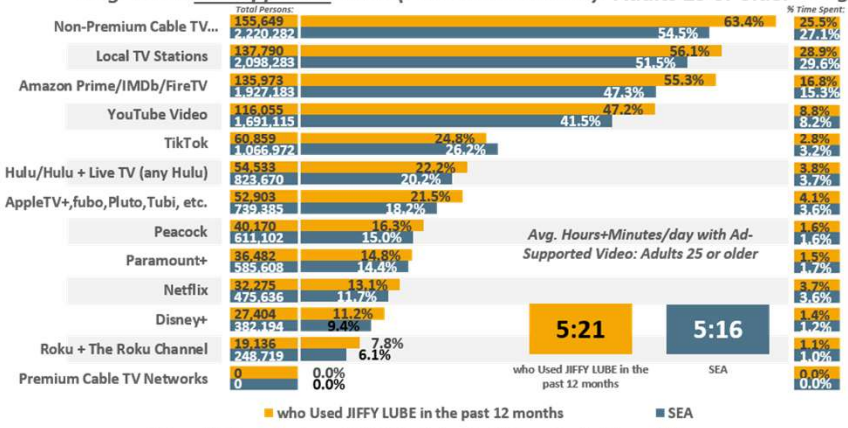


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older

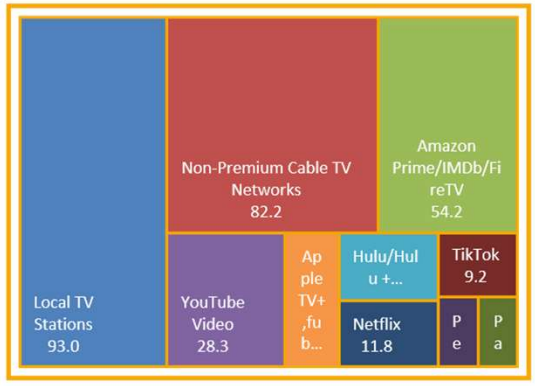


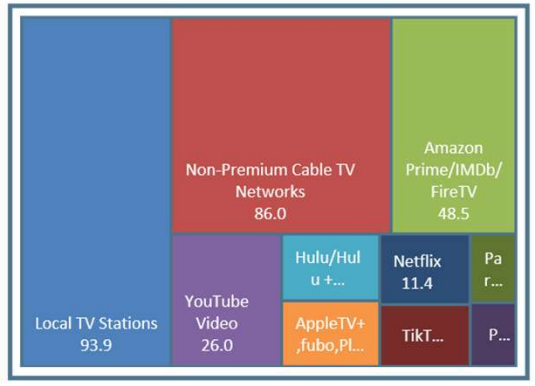


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 25 or older



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older





SEA DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 477

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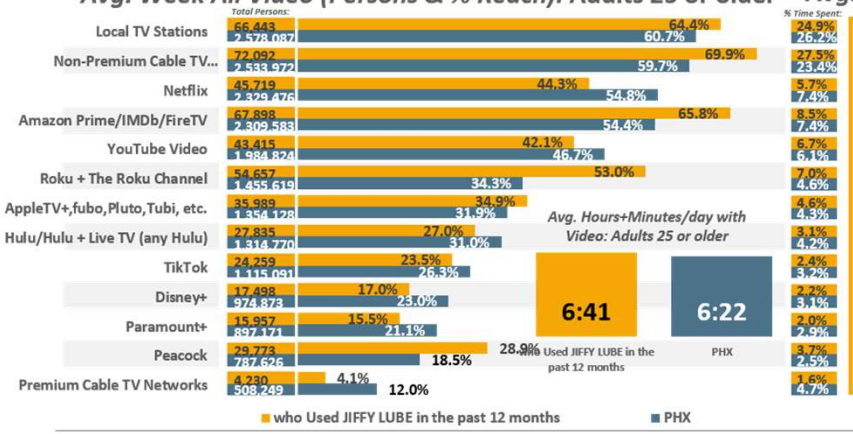
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

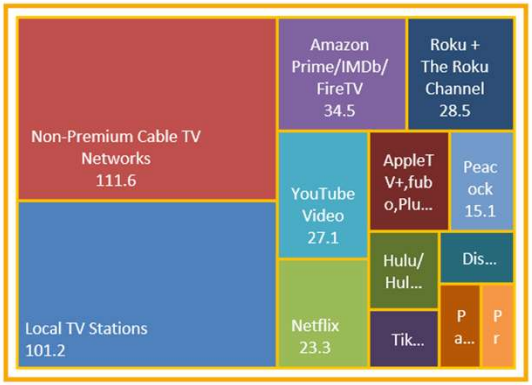


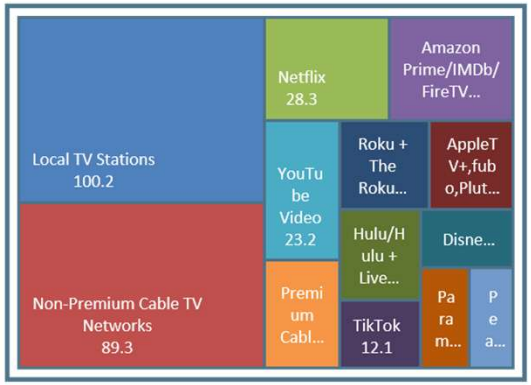
65,442 or 63.5% of Adults 25 or older who Used JIFFY LUBE in the past 12 months watch Ad-Supported Local TV Stations for an average of 96.4 minutes every day representing 29.4% of all time spent daily with Ad-Supported Video.

Avg. Week All Video (Persons & % Reach): Adults 25 or older

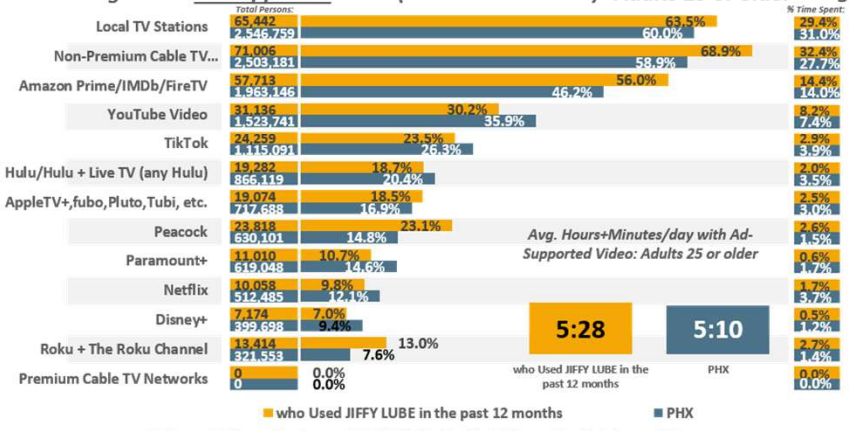


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older

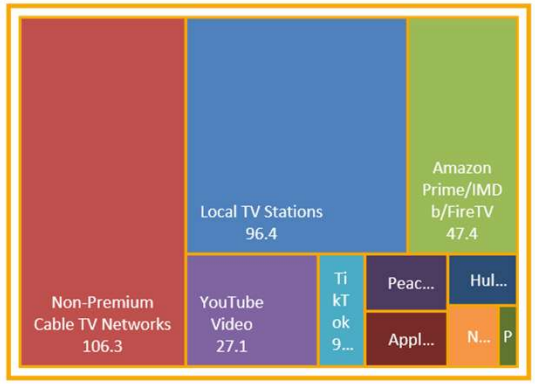


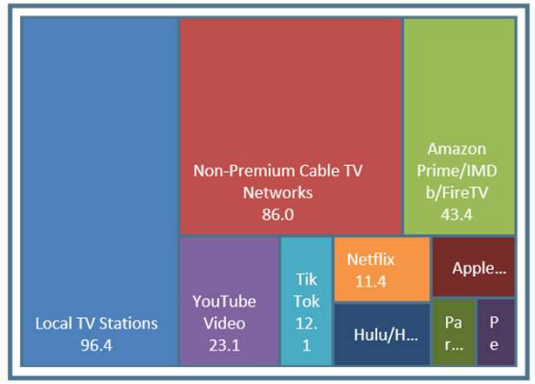


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 25 or older



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older





PHX DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 151

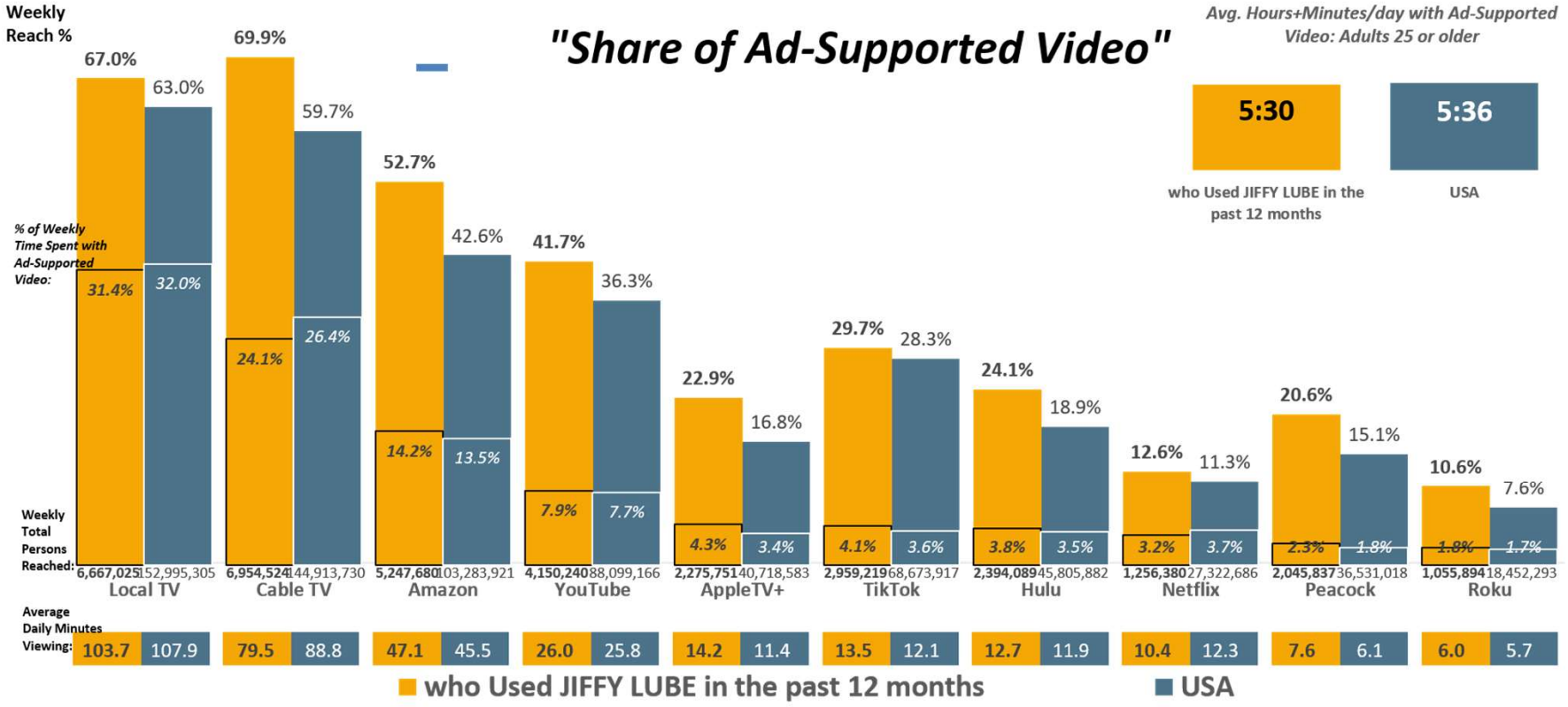
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube



6,667,025 or 67.% of Adults 25 or older who Used JIFFY LUBE in the past 12 months watch Ad-Supported Local TV Stations for an average of 103.7 minutes every day representing 31.4% of all time spent daily with Ad-Supported Video.



Scarborough R2 2025-26: Feb24-Aug26 USA Projection Scarborough R2 2025-26: Feb24-Aug26 Qual Intab 45,048
USA USA Projection Scarborough R2 2025-26: Feb24-Aug26 Qual Intab 2,105

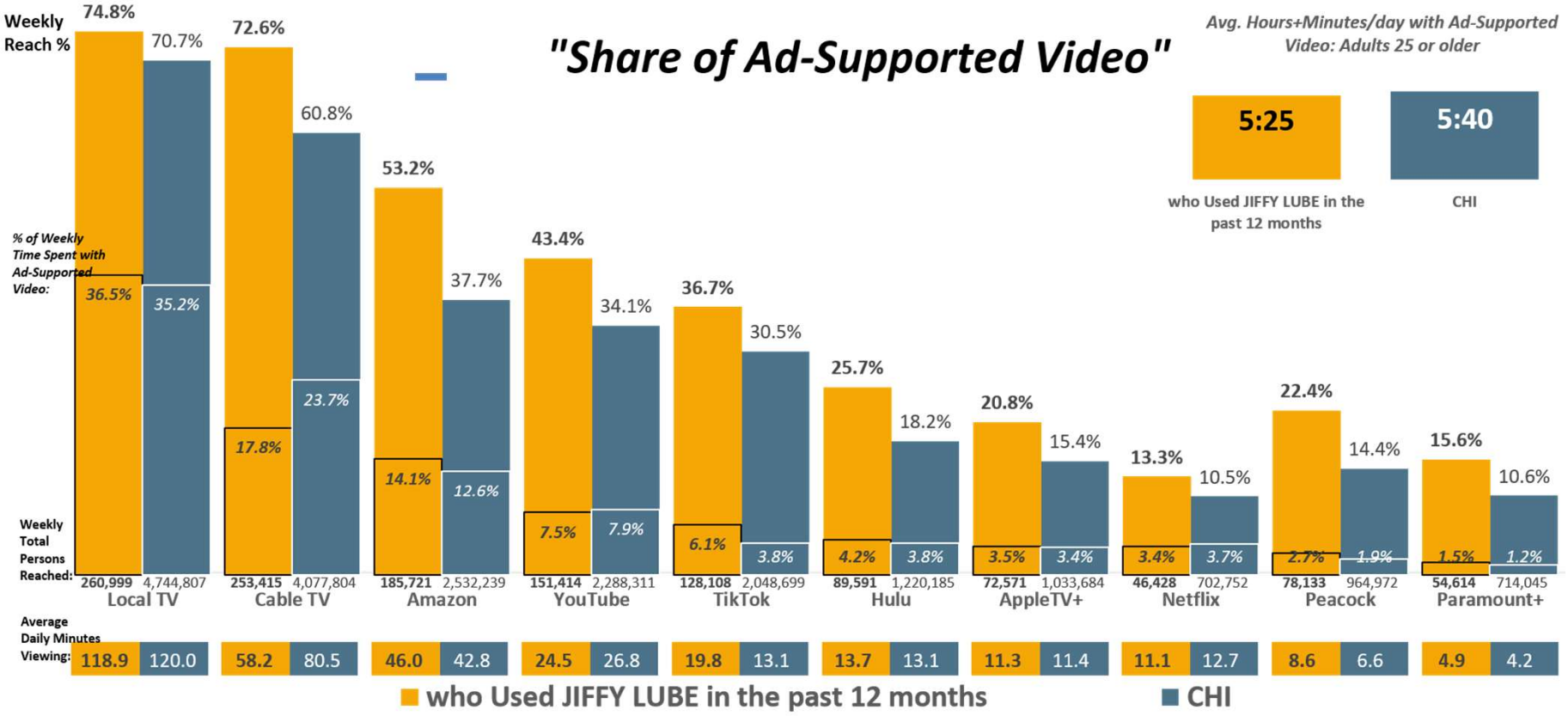
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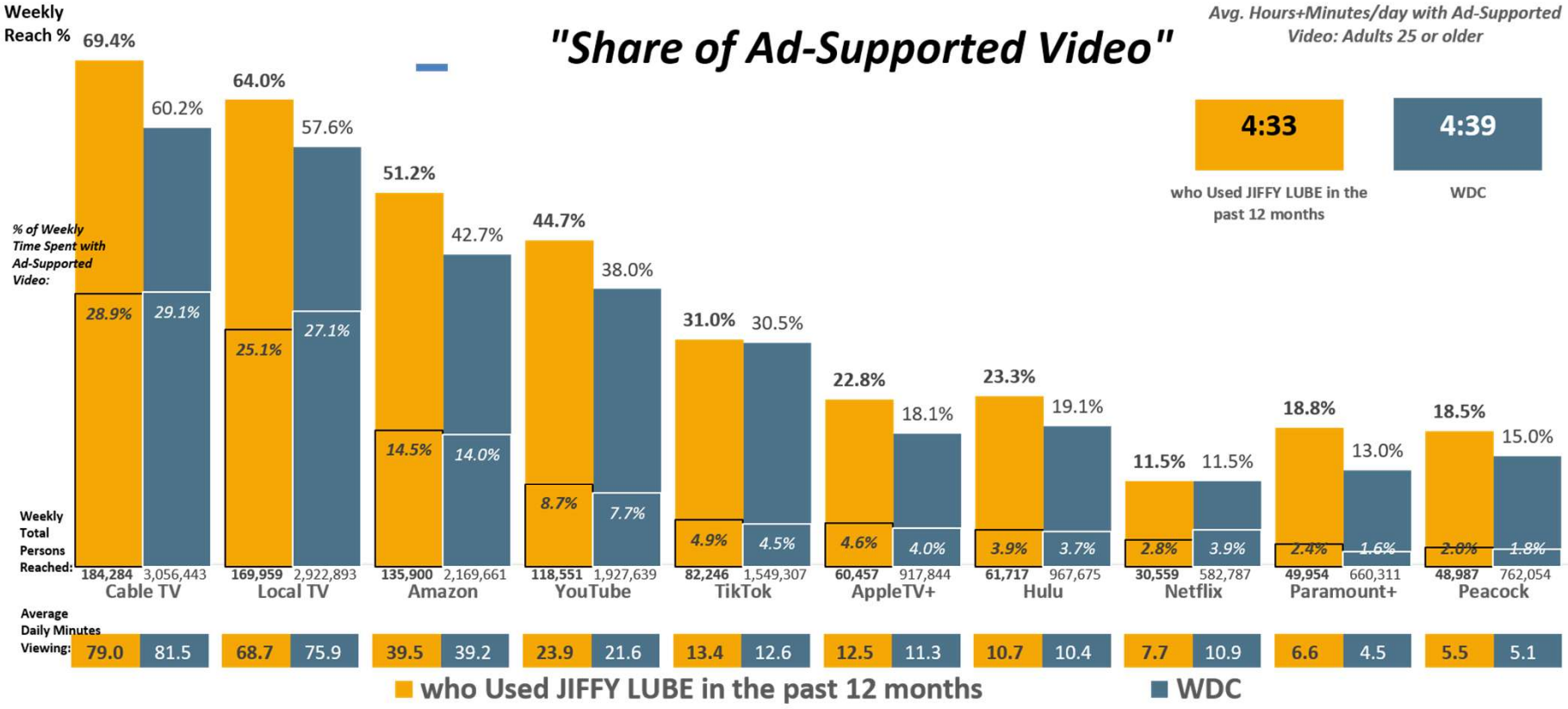
CHI DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 386 CHI DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 7,248

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WDC DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 641 WDC DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 10,324

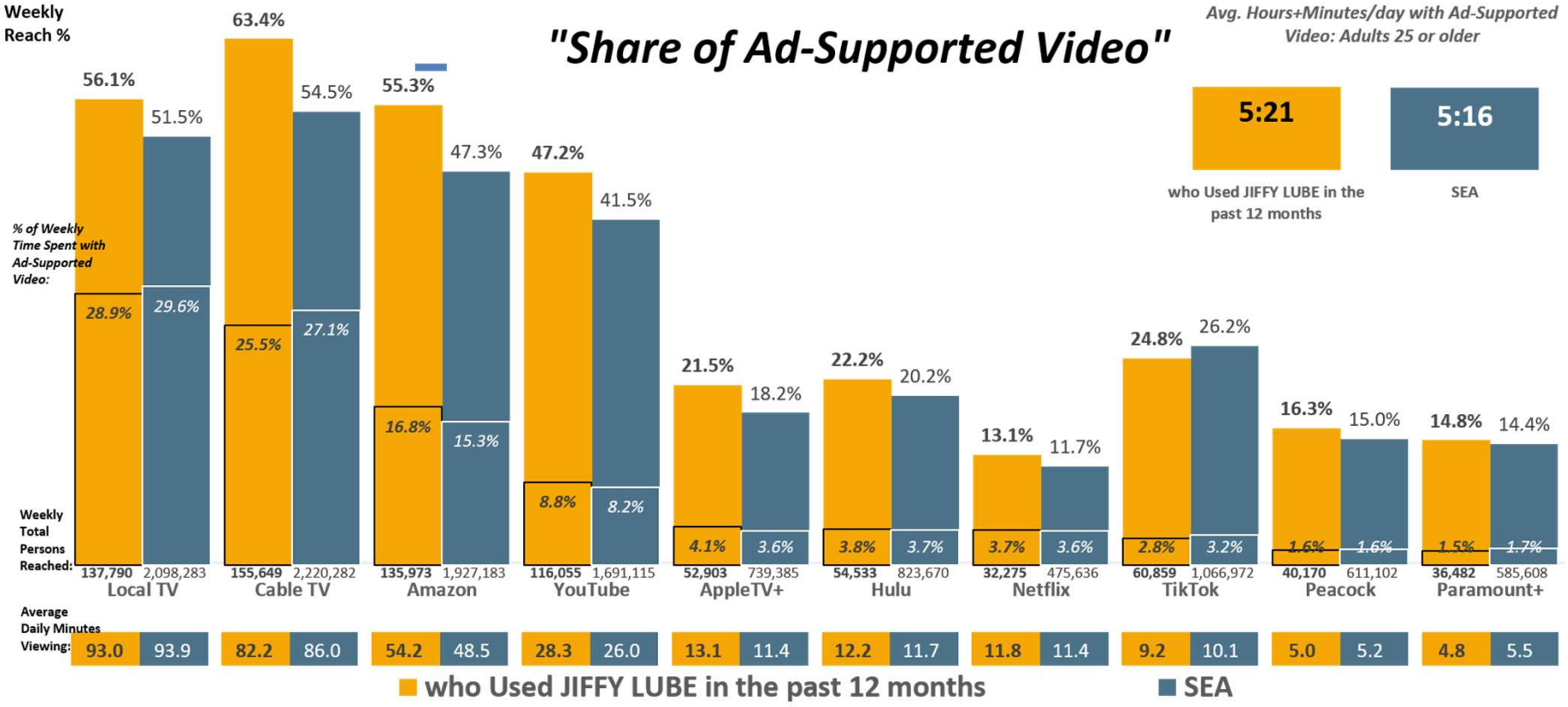
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SEA DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 477 SEA DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 7,280

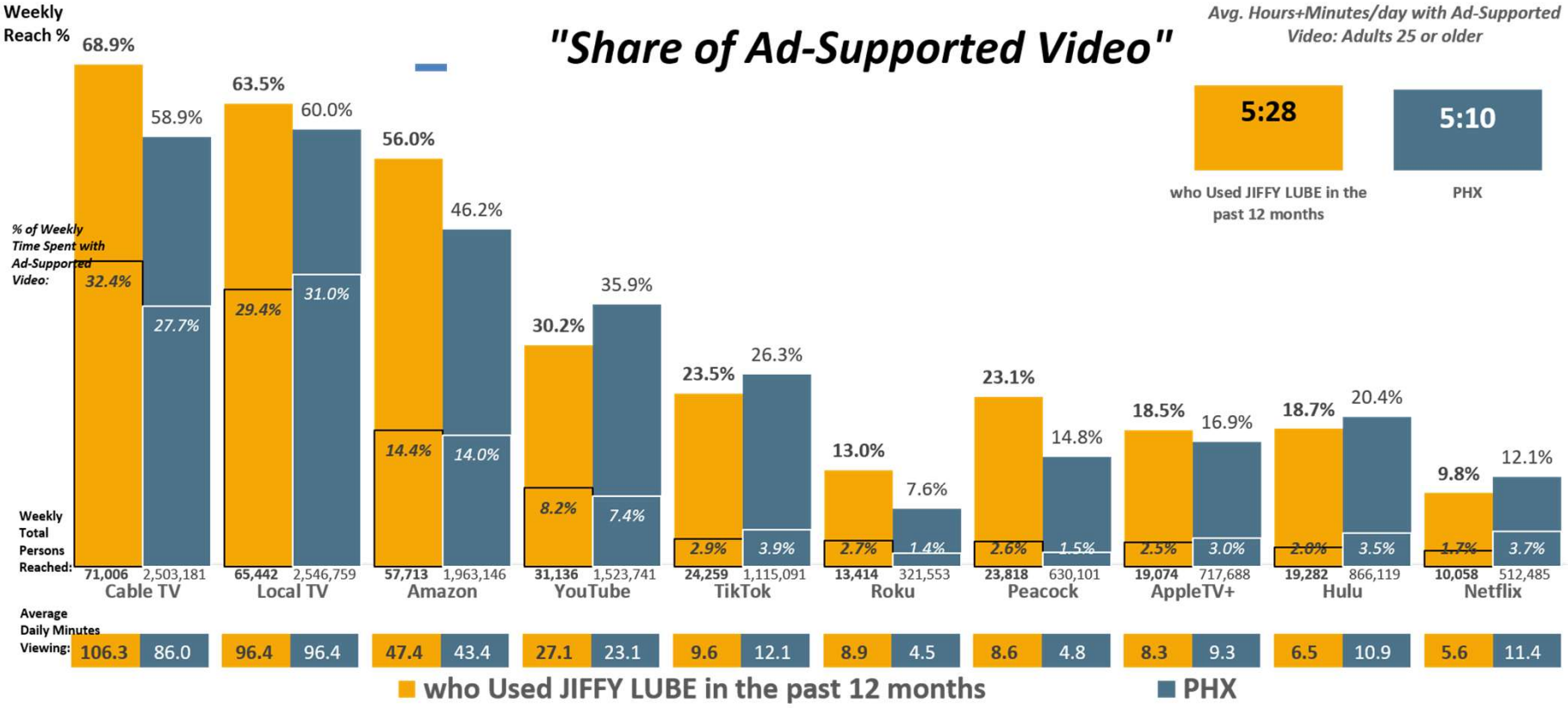
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PHX DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 151 PHX DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 4,474

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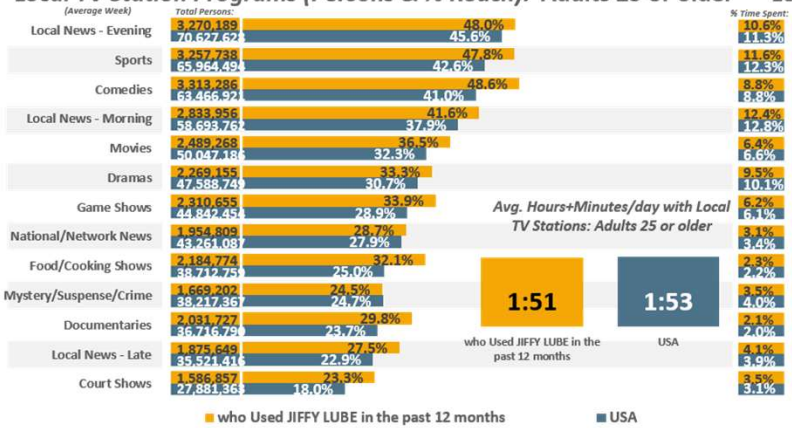
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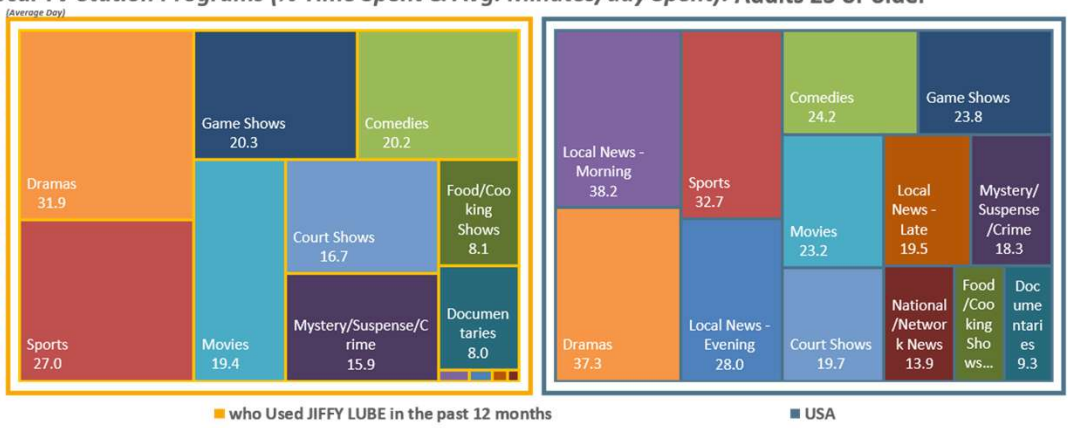


6,667,025 or 67.% of Adults 25 or older who Used JIFFY LUBE in the past 12 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Morning, Movies, and Game Shows.

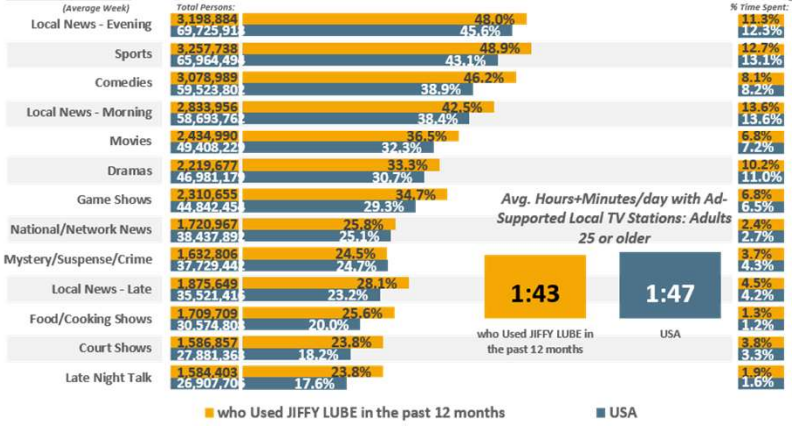
Local TV Station Programs (Persons & % Reach): Adults 25 or older



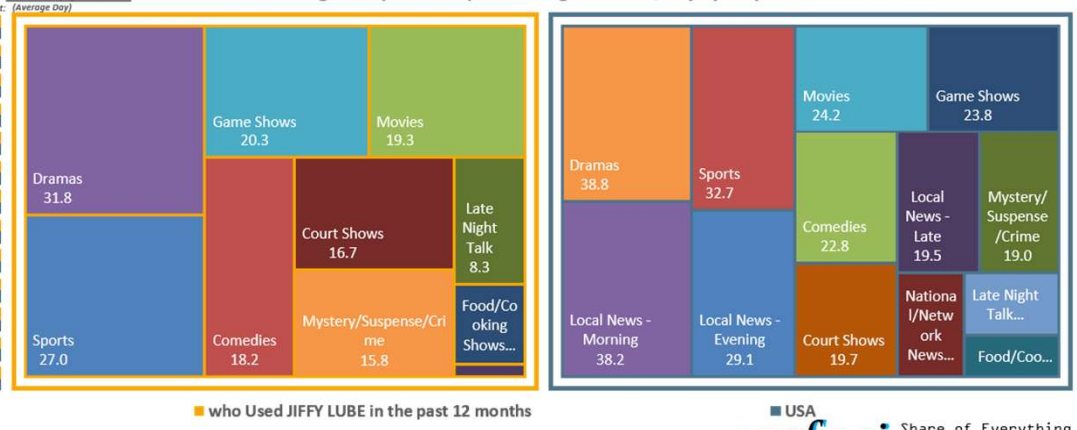
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 25 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



USA USA Projection Scarborough R2 2025-26: Feb24-Aug26 Qual Intab 2,105

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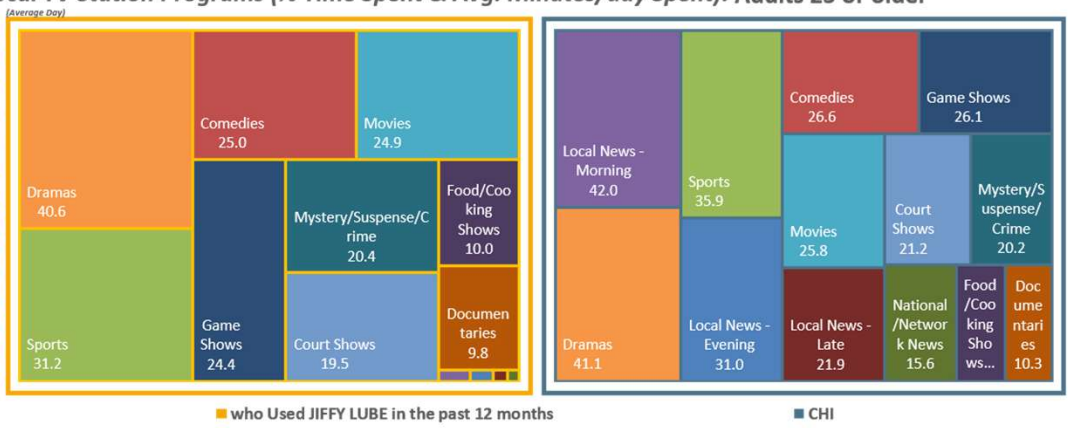


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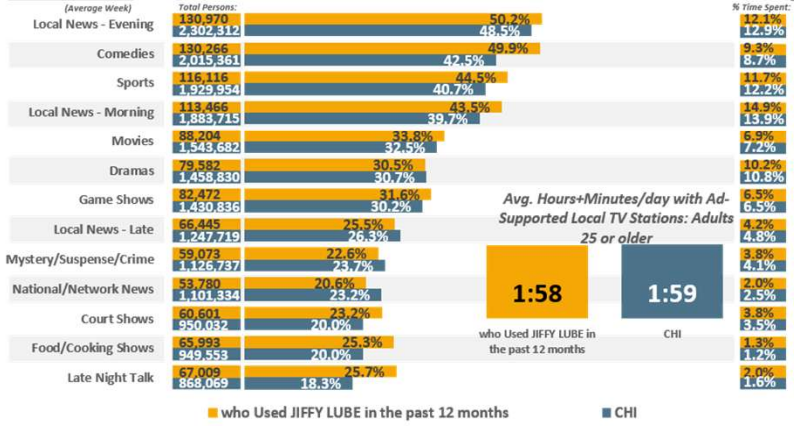
Local TV Station Programs (Persons & % Reach): Adults 25 or older



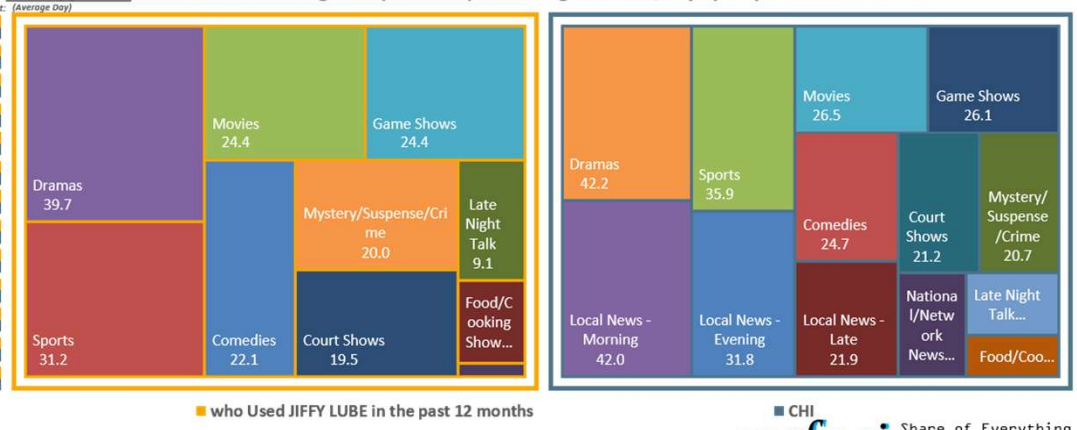
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 25 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



CHI DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 386

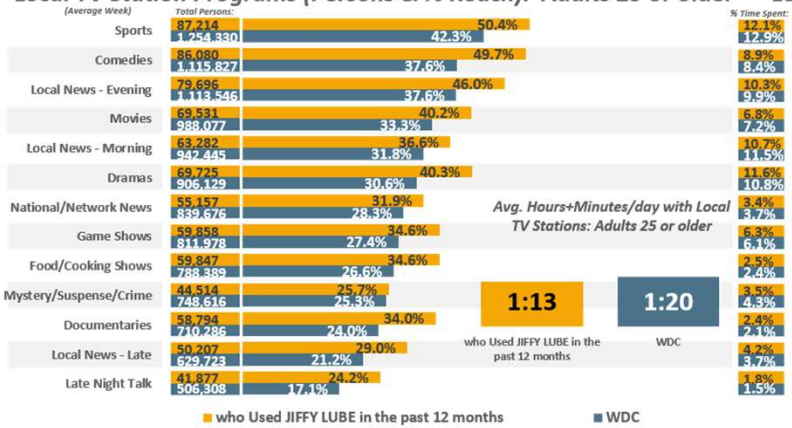
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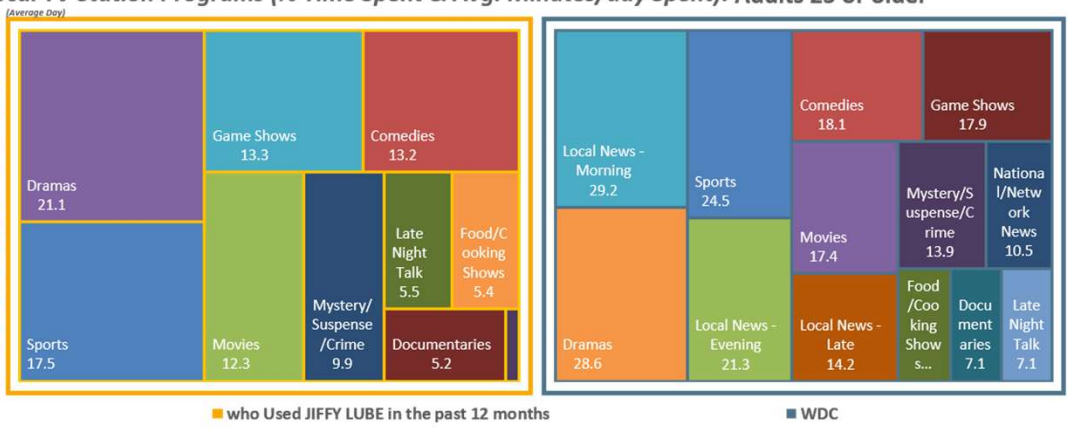
Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

169,959 or 64.% of Adults 25 or older who Used JIFFY LUBE in the past 12 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Local News - Evening, Dramas, Movies, and Local News - Morning.

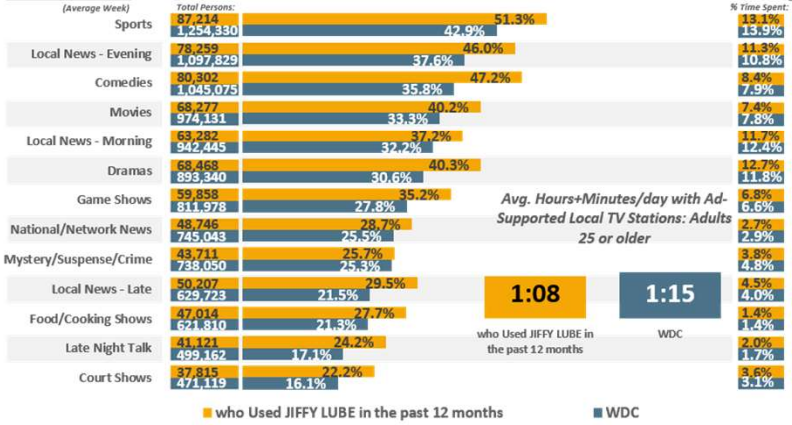
Local TV Station Programs (Persons & % Reach): Adults 25 or older



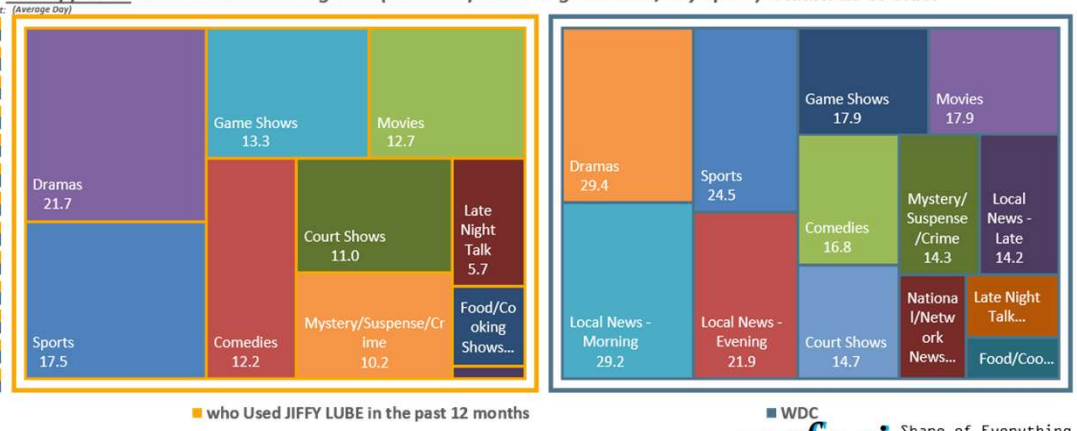
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 25 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



WDC DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 641

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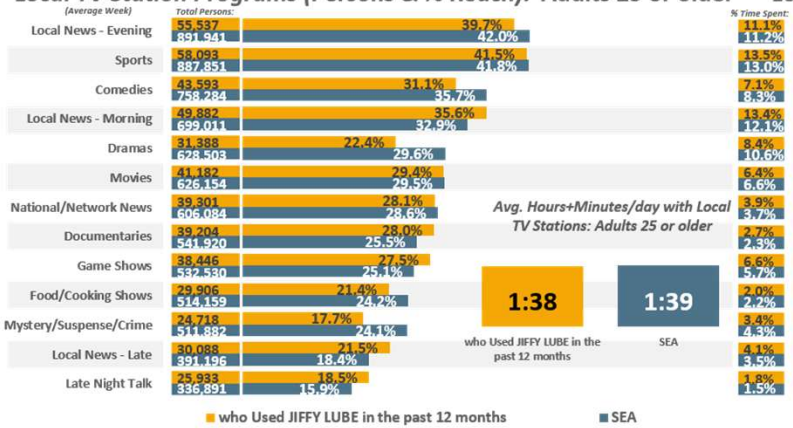
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

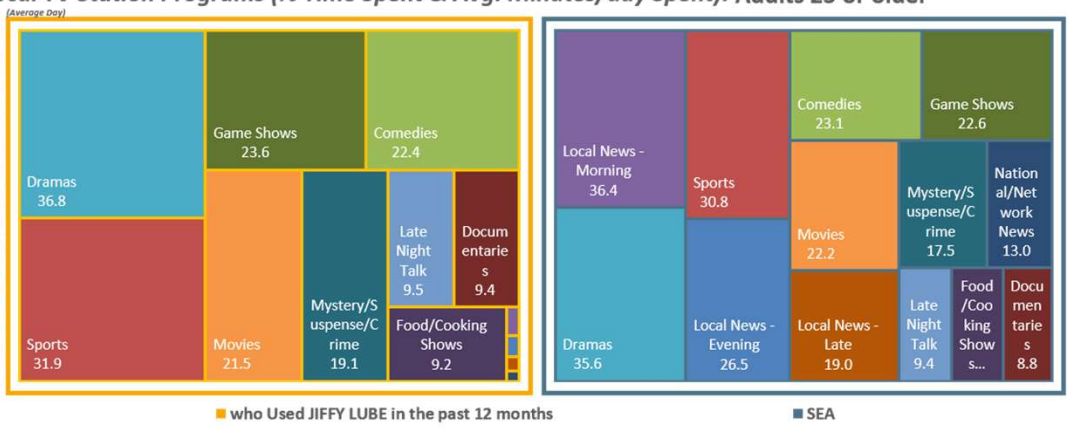


137,790 or 56.1% of Adults 25 or older who Used JIFFY LUBE in the past 12 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, Movies, and Game Shows.

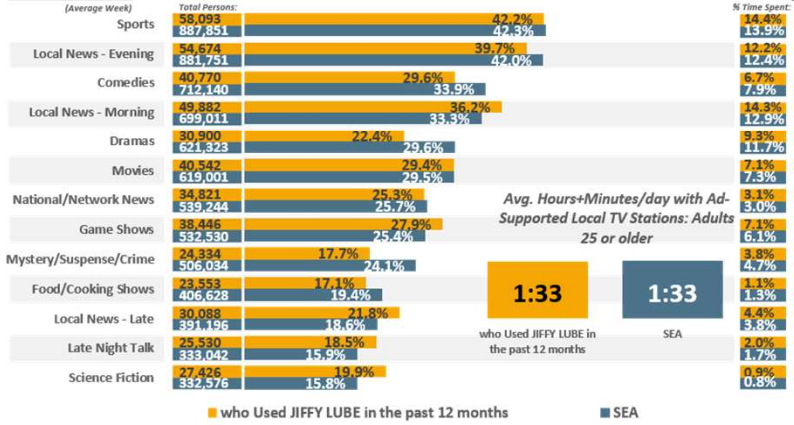
Local TV Station Programs (Persons & % Reach): Adults 25 or older



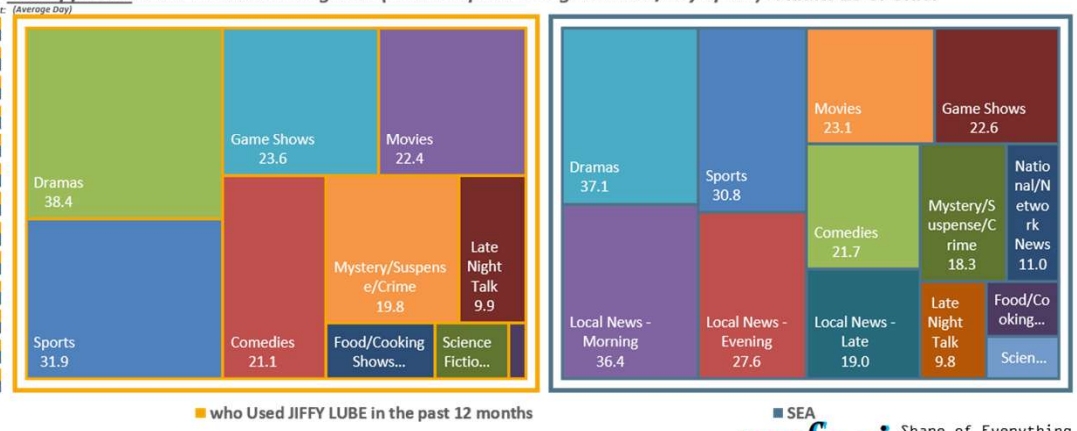
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 25 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



SEA DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 477

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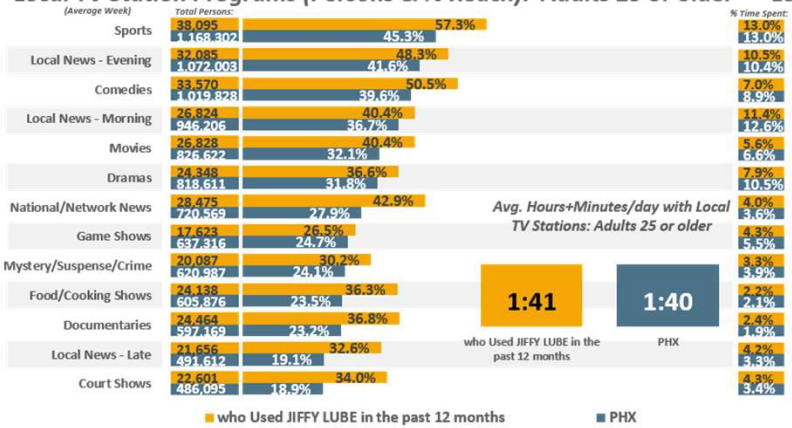
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

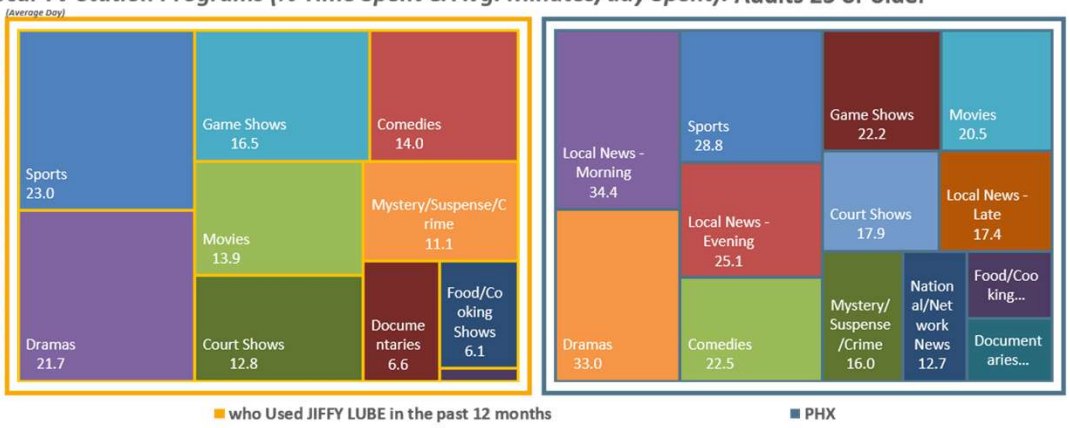


65,442 or 63.5% of Adults 25 or older who Used JIFFY LUBE in the past 12 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Morning, Movies, and National/Network News.

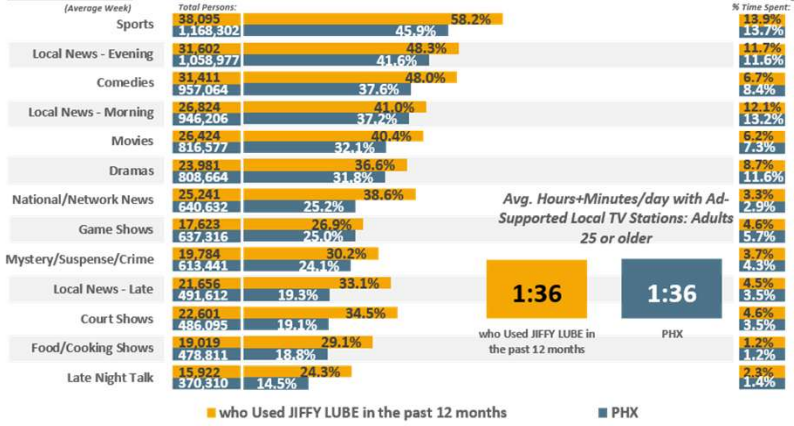
Local TV Station Programs (Persons & % Reach): Adults 25 or older



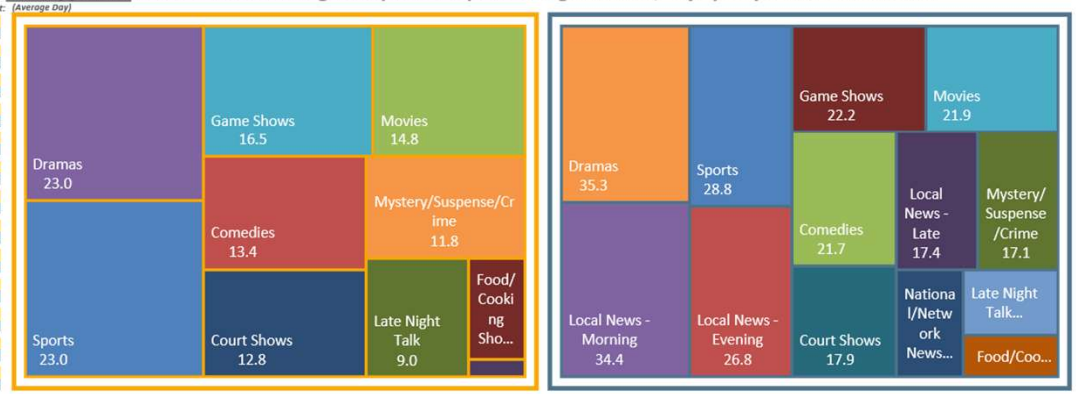
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 25 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



PHX DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 151

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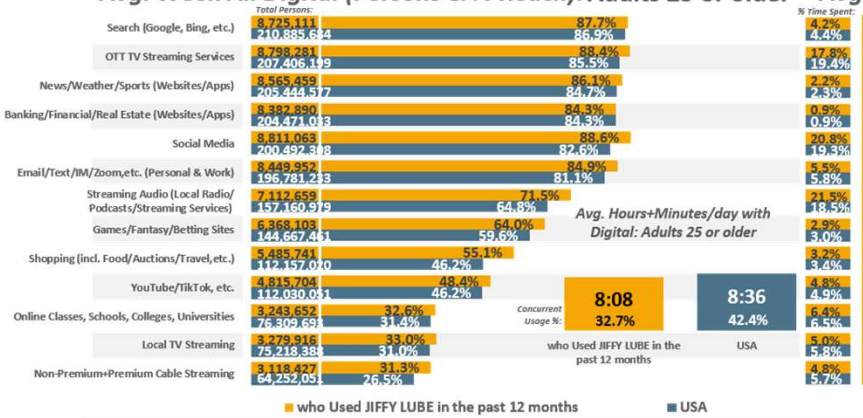
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

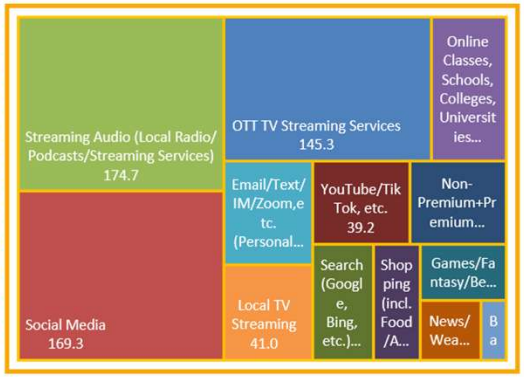


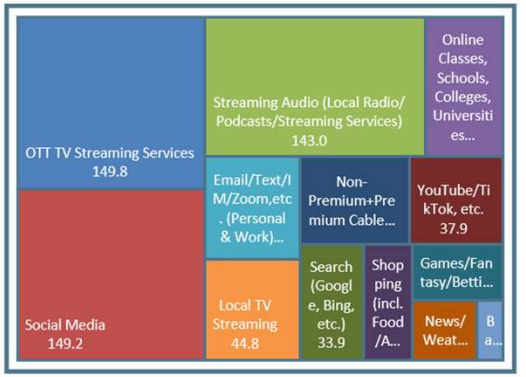
7,819,545 or 78.6% of Adults 25 or older who Used JIFFY LUBE in the past 12 months use Ad-Supported Social Media for an average of 150.2 minutes every day representing 24.8% of all time spent daily with Ad-Supported Digital Media.

Avg. Week All Digital (Persons & % Reach): Adults 25 or older

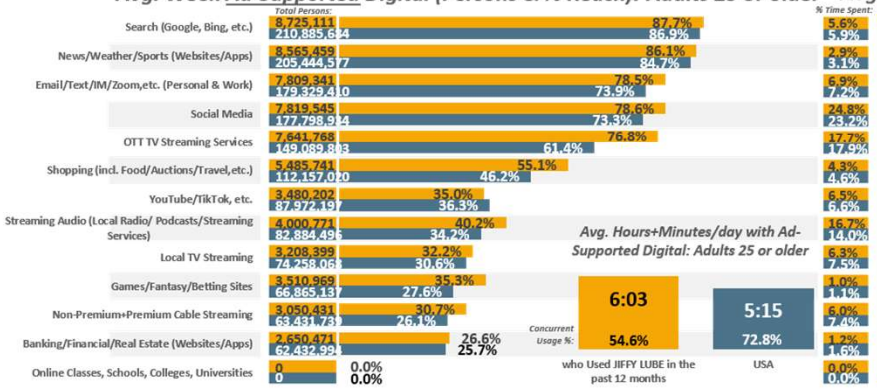


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older

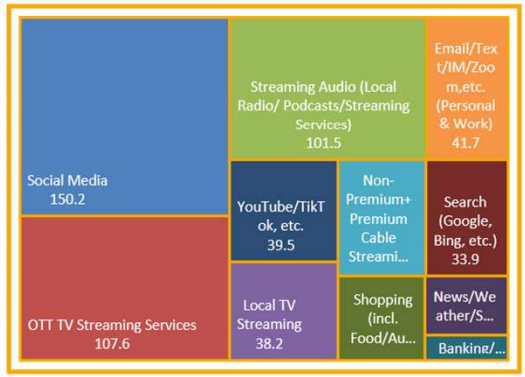




Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older





USA USA Projection Scarborough R2 2025-26: Feb24-Aug26 Qual Intab 2,105

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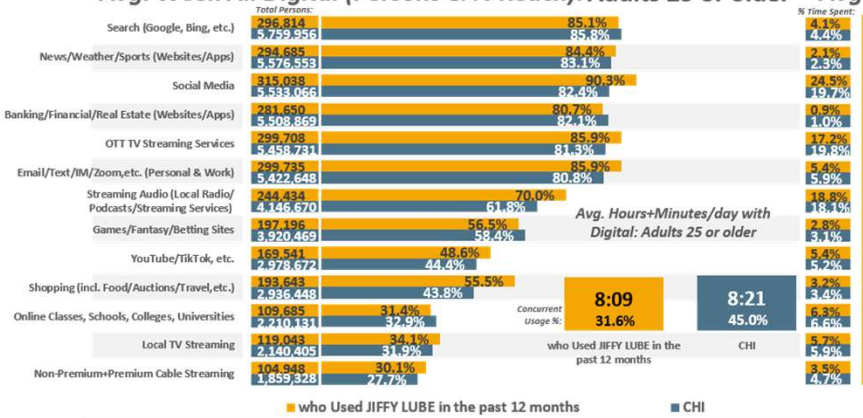
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

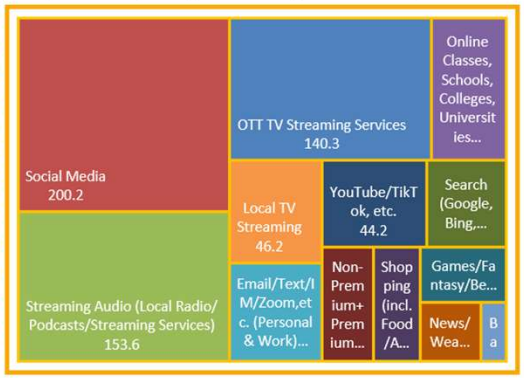


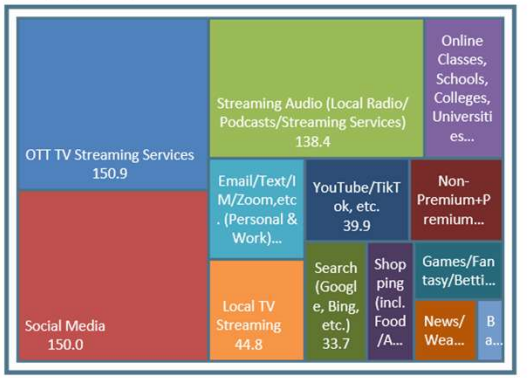
286,255 or 82.% of Adults 25 or older who Used JIFFY LUBE in the past 12 months use Ad-Supported Social Media for an average of 181.9 minutes every day representing 29.2% of all time spent daily with Ad-Supported Digital Media.

Avg. Week All Digital (Persons & % Reach): Adults 25 or older

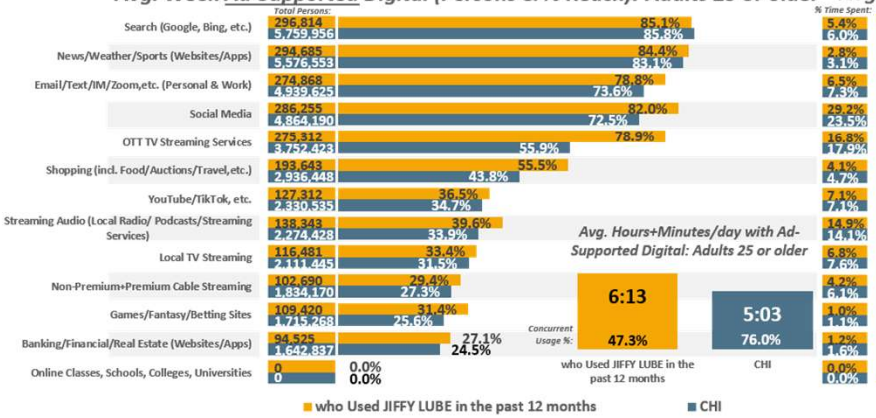


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older

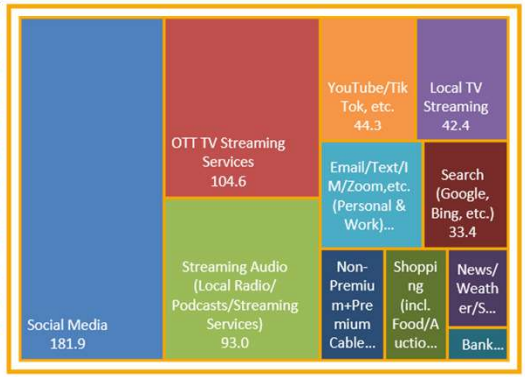


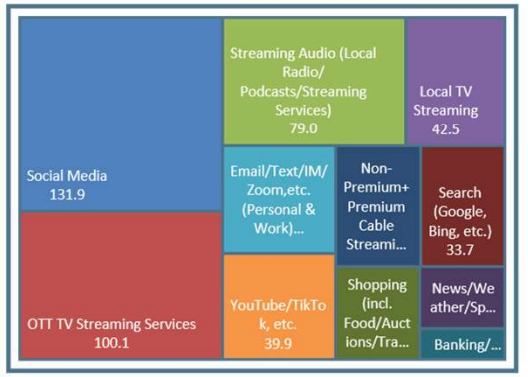


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older





CHI DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 386

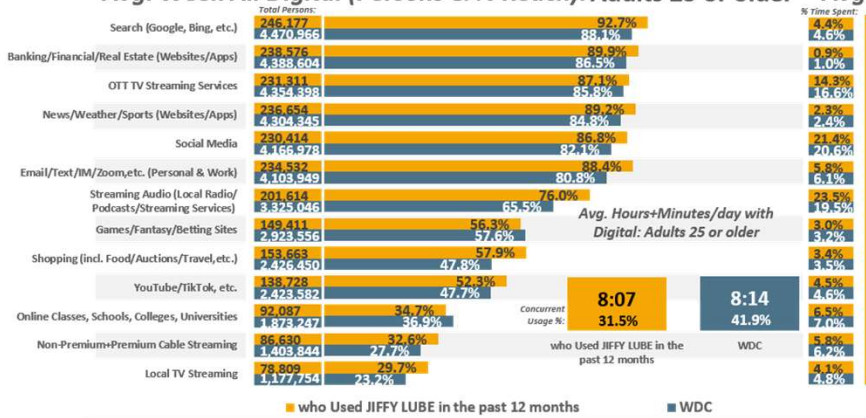
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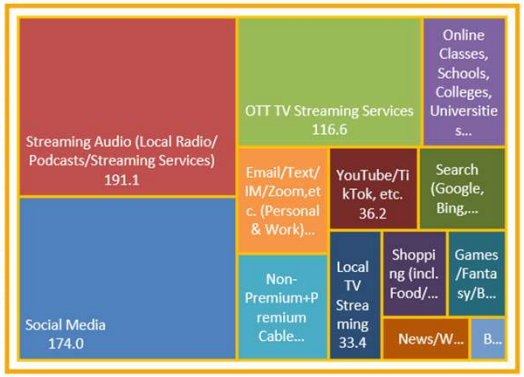
Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

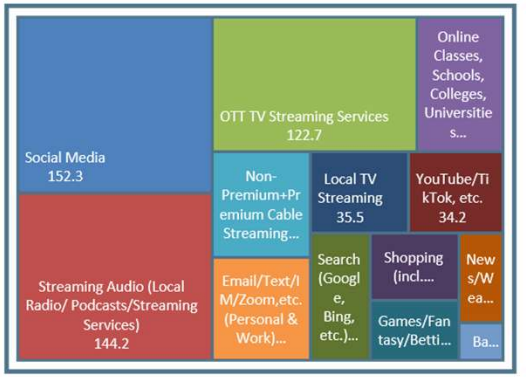
210,701 or 79.4% of Adults 25 or older who Used JIFFY LUBE in the past 12 months use Ad-Supported Social Media for an average of 159.1 minutes every day representing 26.3% of all time spent daily with Ad-Supported Digital Media.

Avg. Week All Digital (Persons & % Reach): Adults 25 or older

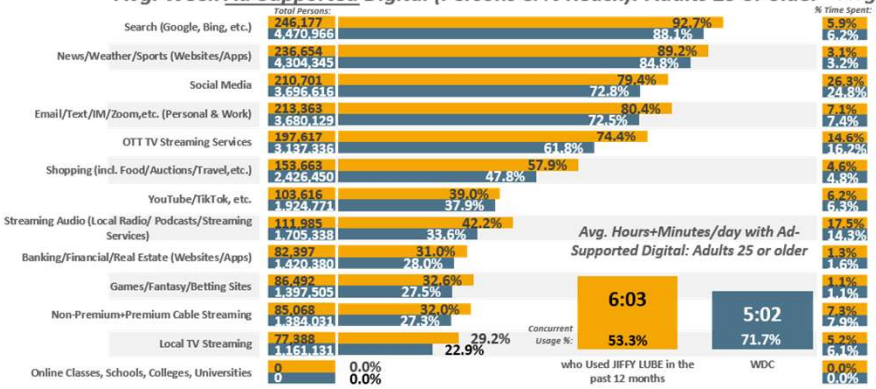


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older

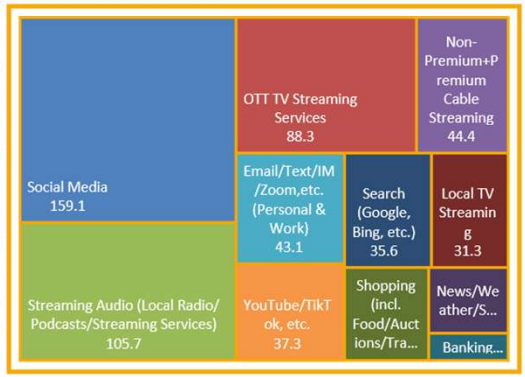


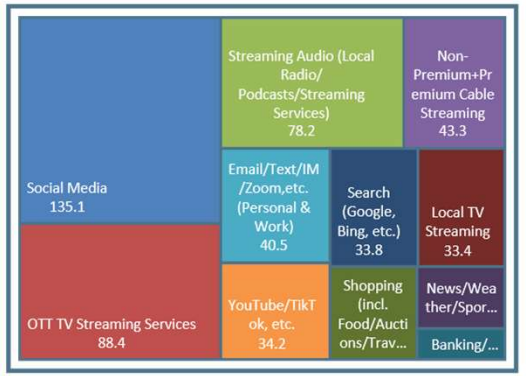


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older





WDC DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 641

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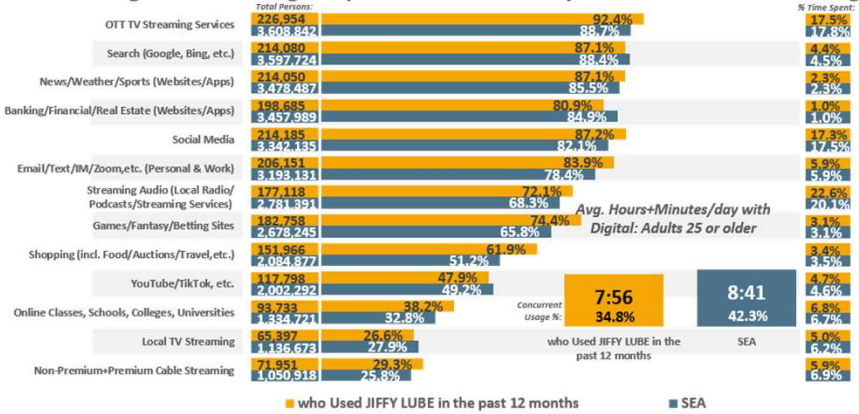
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

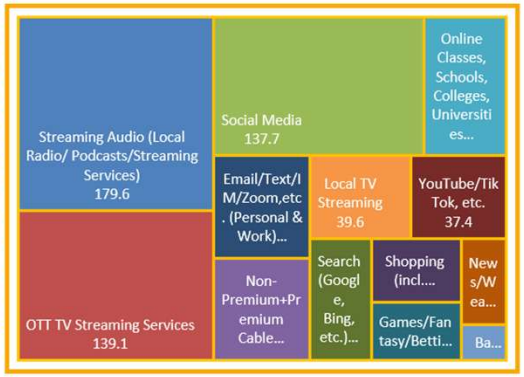


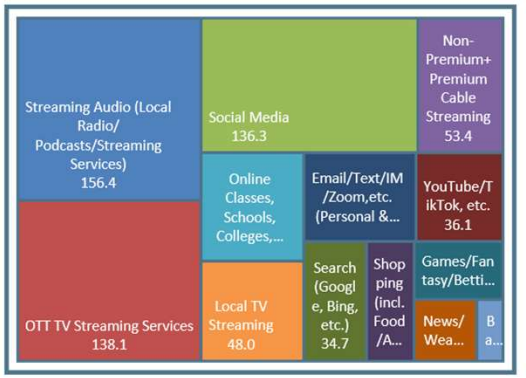
179,041 or 72.9% of Adults 25 or older who Used JIFFY LUBE in the past 12 months use Ad-Supported Social Media for an average of 115.1 minutes every day representing 19.8% of all time spent daily with Ad-Supported Digital Media.

Avg. Week All Digital (Persons & % Reach): Adults 25 or older

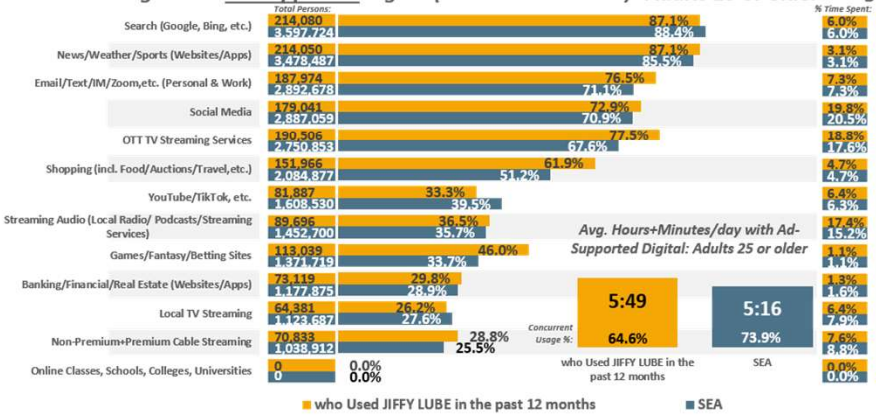


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older

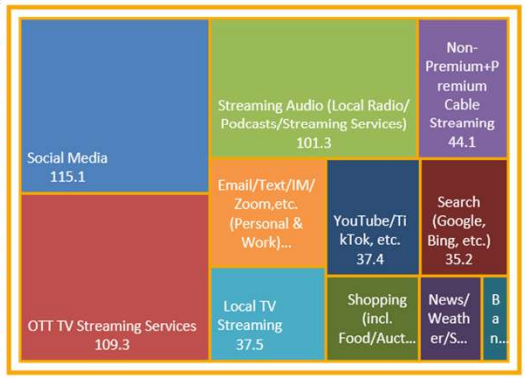


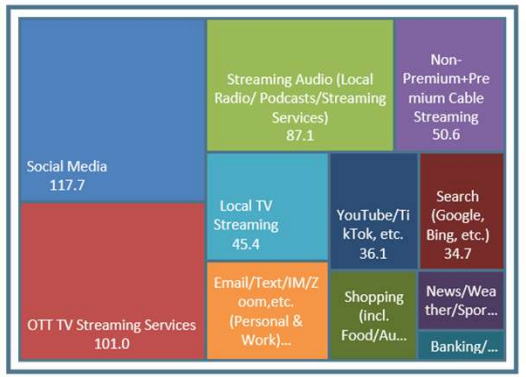


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older





SEA DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 477

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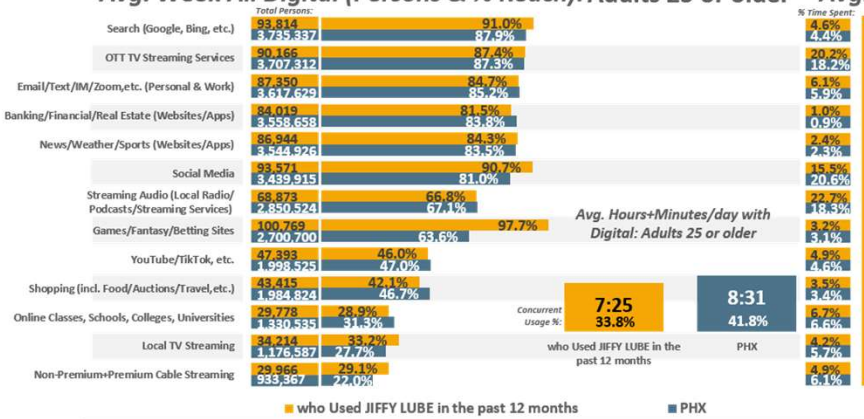
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

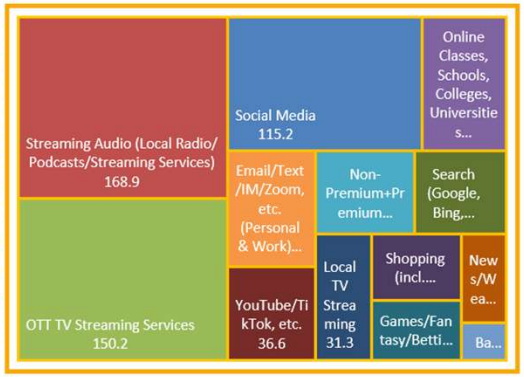


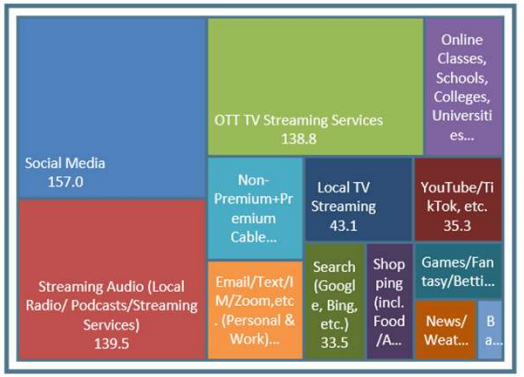
82,942 or 80.4% of Adults 25 or older who Used JIFFY LUBE in the past 12 months use Ad-Supported Social Media for an average of 102.1 minutes every day representing 19.6% of all time spent daily with Ad-Supported Digital Media.

Avg. Week All Digital (Persons & % Reach): Adults 25 or older

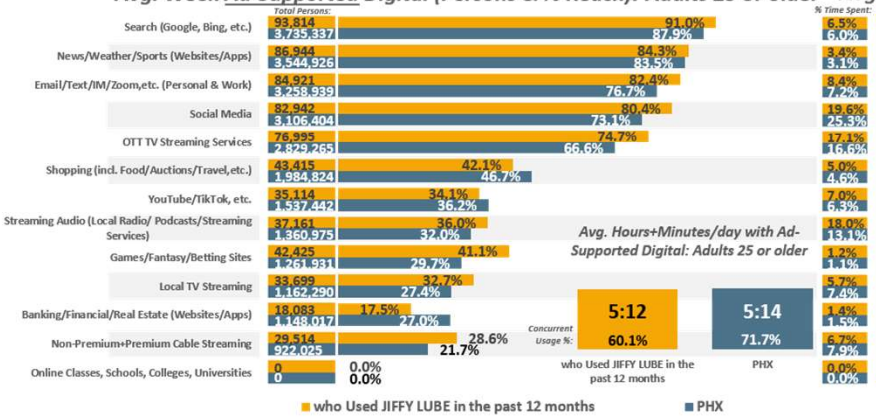


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older

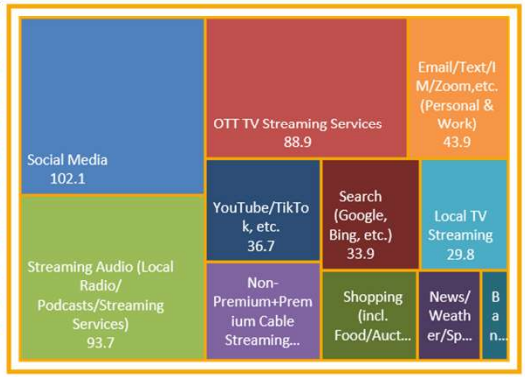




Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older





PHX DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 151

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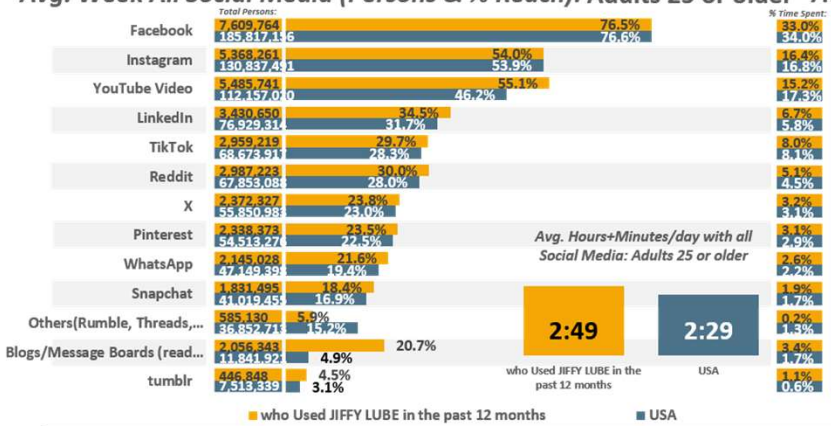
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

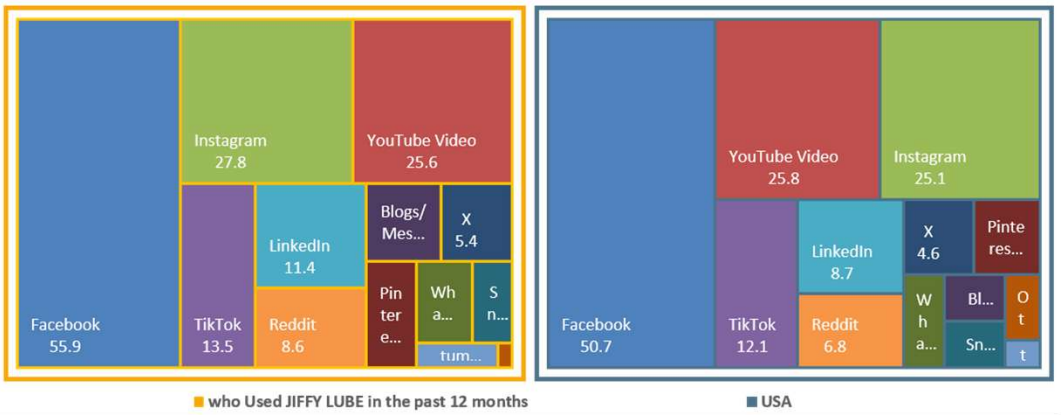


7,609,764 or 76.5% of Adults 25 or older who Used JIFFY LUBE in the past 12 months use Ad-Supported Facebook for an average of 52.7 minutes every day representing 35.1% of all time spent daily with Ad-Supported Social Media.

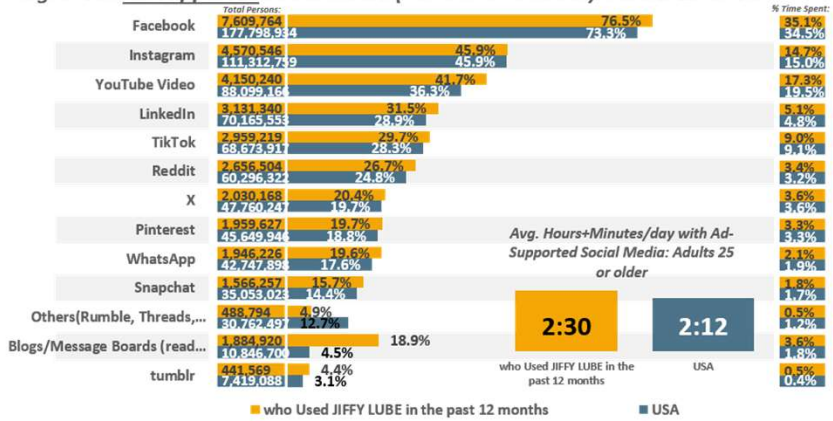
Avg. Week All Social Media (Persons & % Reach): Adults 25 or older



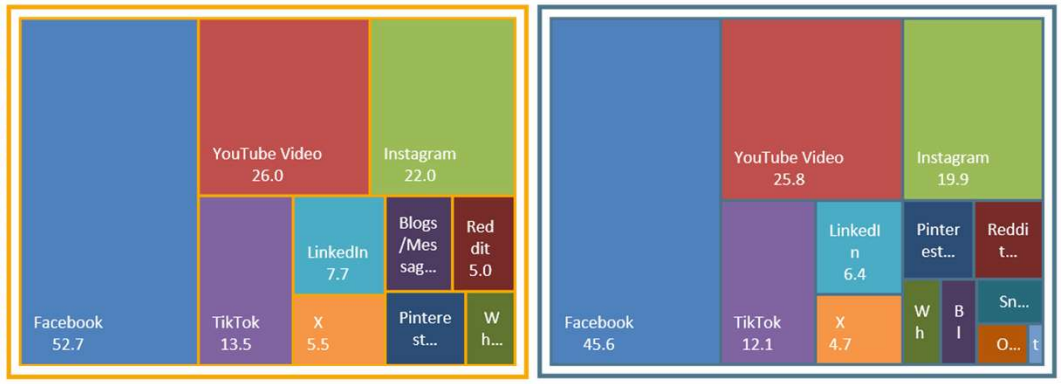
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 25 or older



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



USA USA Projection Scarborough R2 2025-26: Feb24-Aug26 Qual Intab 2,105

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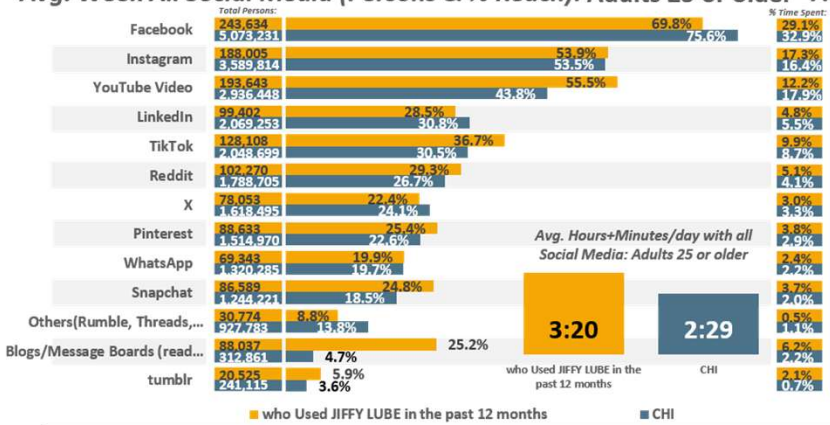
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

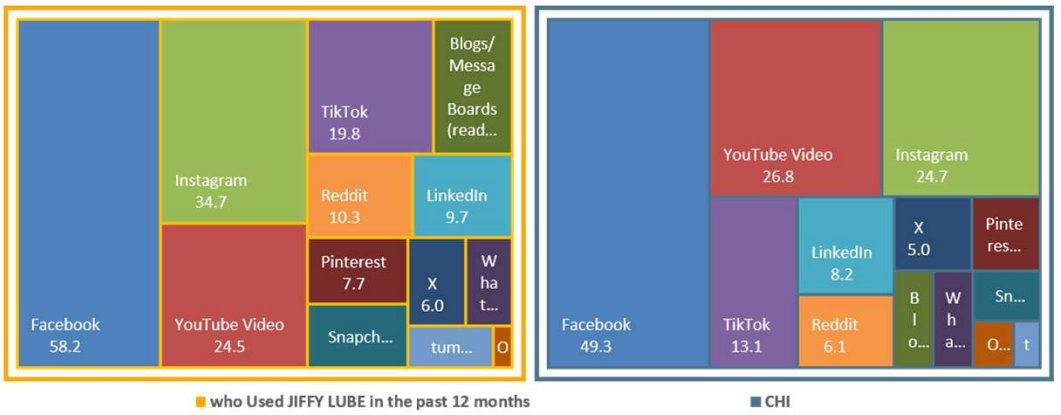


243,634 or 69.8% of Adults 25 or older who Used JIFFY LUBE in the past 12 months use Ad-Supported Facebook for an average of 59.5 minutes every day representing 32.7% of all time spent daily with Ad-Supported Social Media.

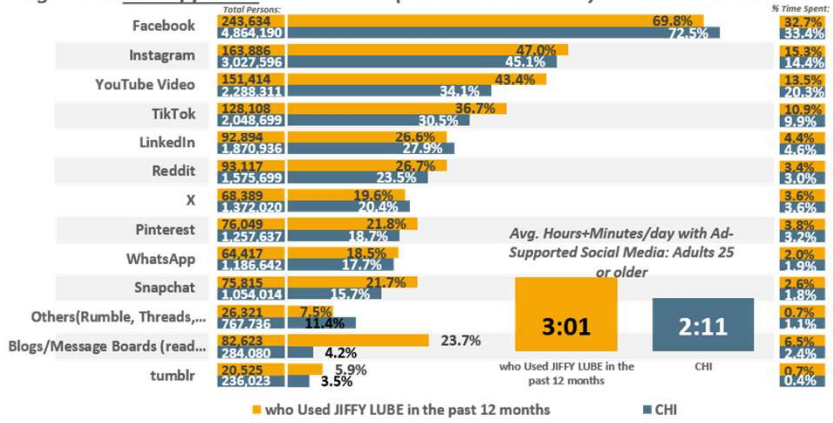
Avg. Week All Social Media (Persons & % Reach): Adults 25 or older



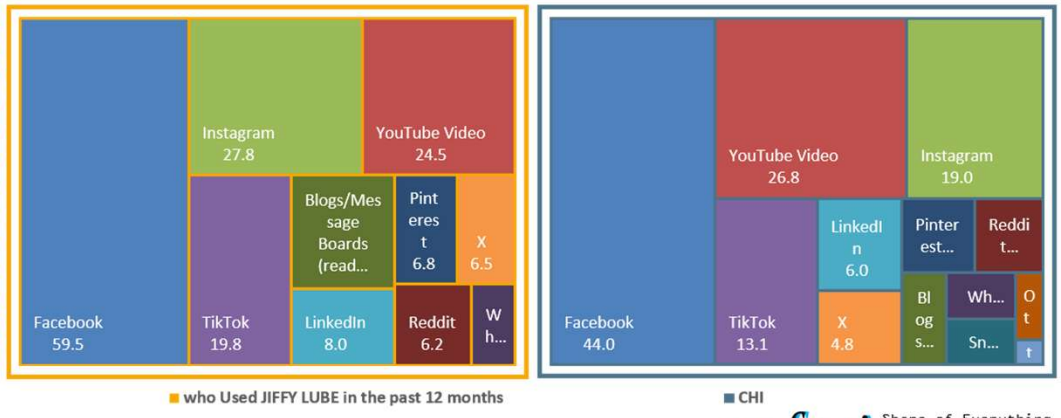
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Avg. Week <u>Ad-Supported</u> Social Media (Persons & % Reach): Adults 25 or older



Avg. Day <u>Ad-Supported</u> Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



CHI DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 386

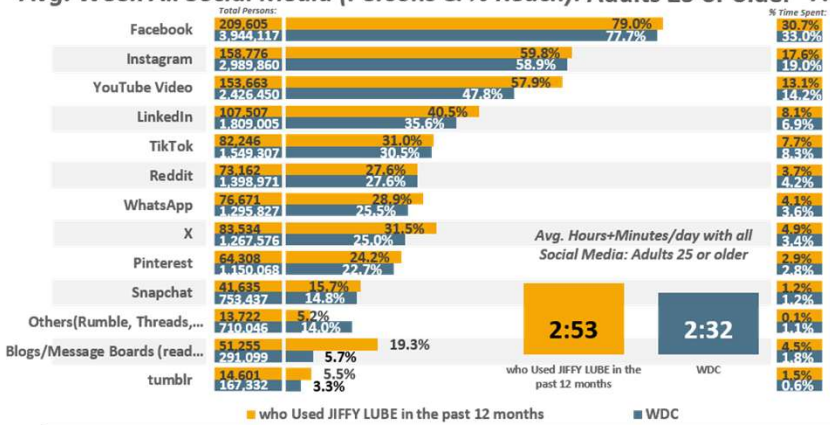
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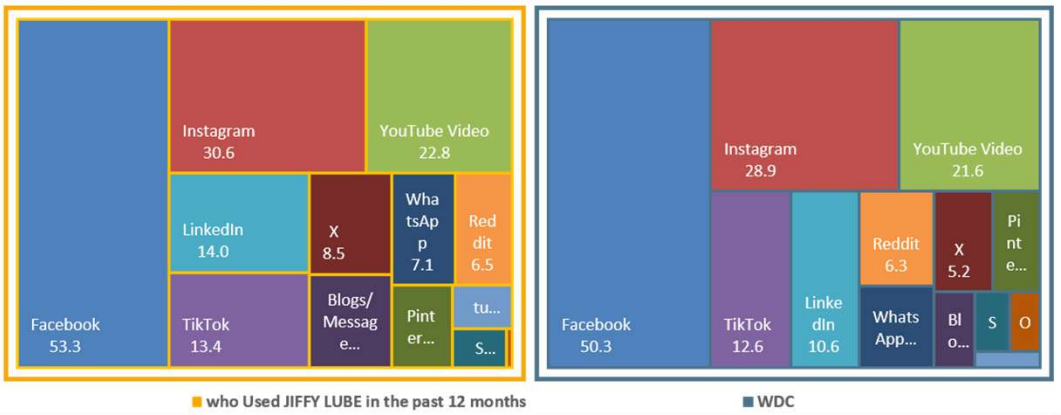
Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

209,605 or 79.% of Adults 25 or older who Used JIFFY LUBE in the past 12 months use Ad-Supported Facebook for an average of 54.2 minutes every day representing 34.1% of all time spent daily with Ad-Supported Social Media.

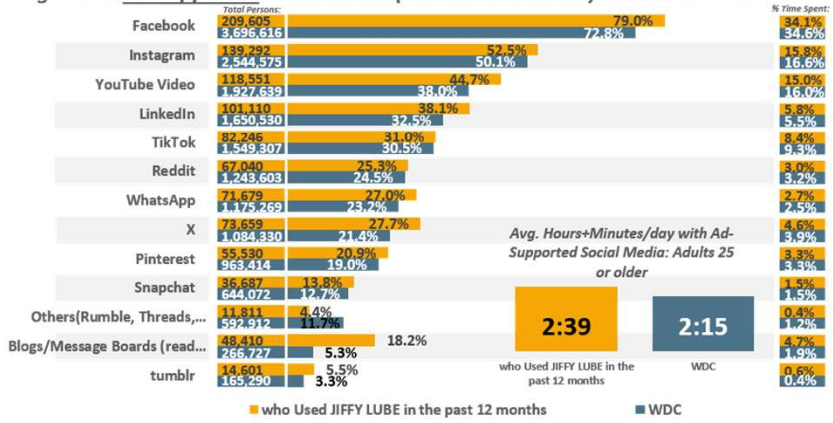
Avg. Week All Social Media (Persons & % Reach): Adults 25 or older



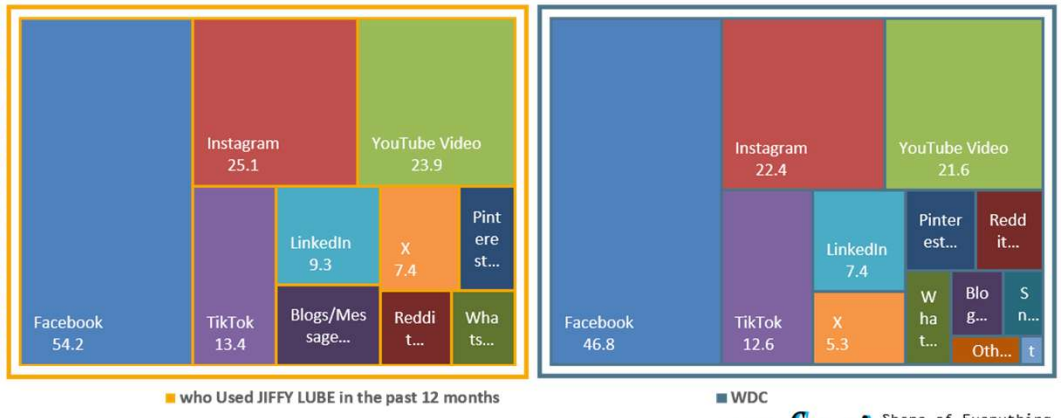
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 25 or older



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



WDC DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 641

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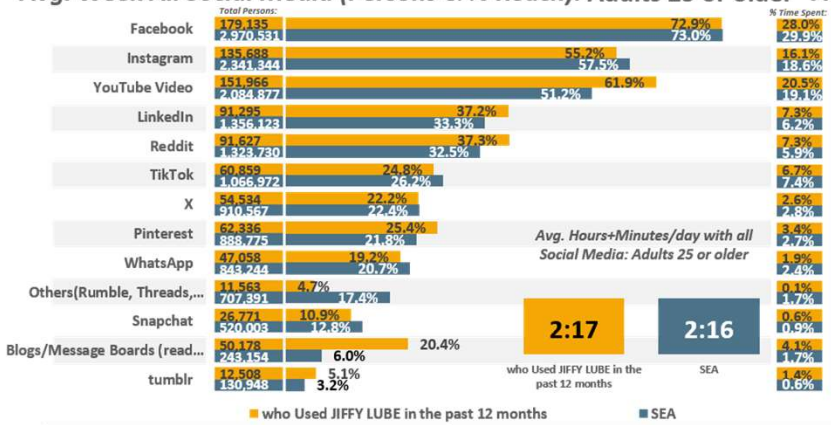
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

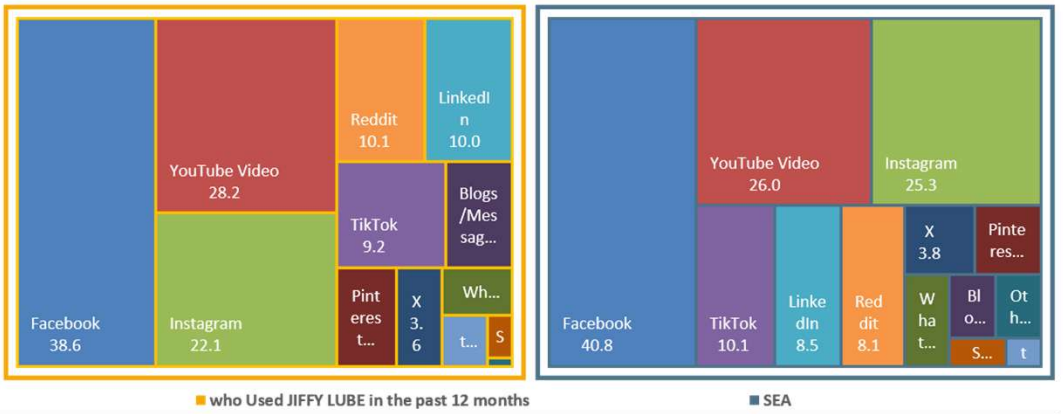


179,041 or 72.9% of Adults 25 or older who Used JIFFY LUBE in the past 12 months use Ad-Supported Facebook for an average of 36.3 minutes every day representing 31.6% of all time spent daily with Ad-Supported Social Media.

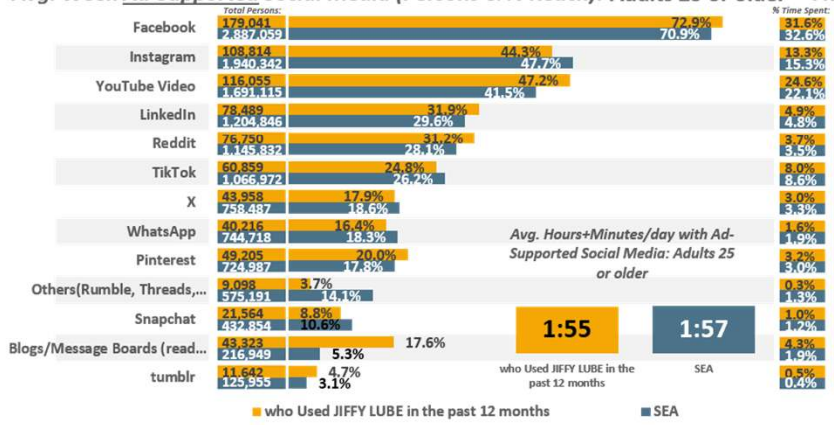
Avg. Week All Social Media (Persons & % Reach): Adults 25 or older



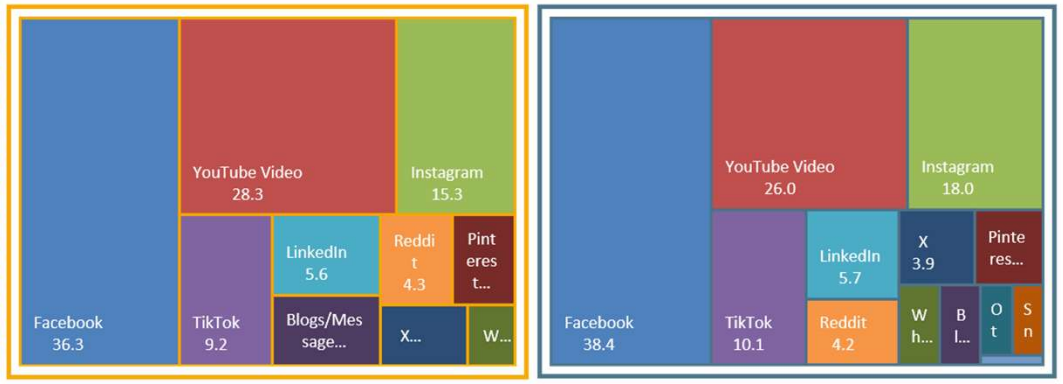
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 25 or older



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



SEA DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 477

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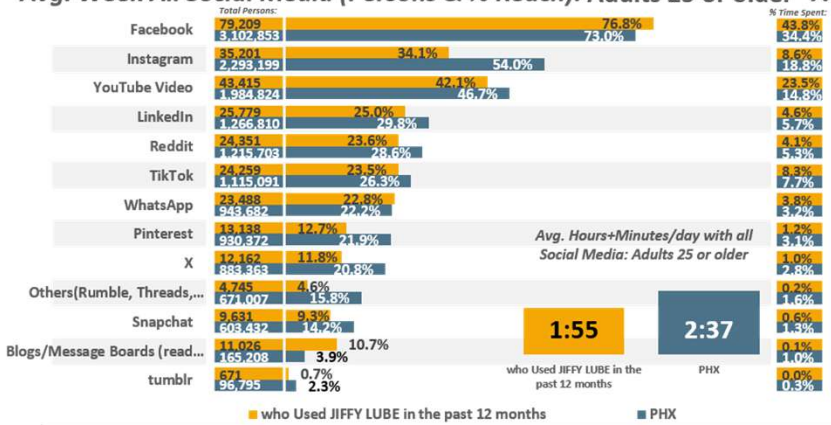
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

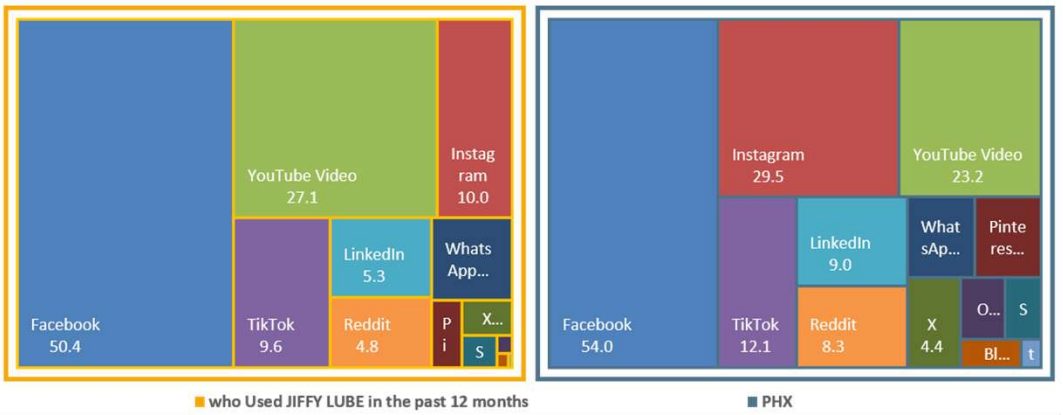


79,209 or 76.8% of Adults 25 or older who Used JIFFY LUBE in the past 12 months use Ad-Supported Facebook for an average of 39.7 minutes every day representing 38.9% of all time spent daily with Ad-Supported Social Media.

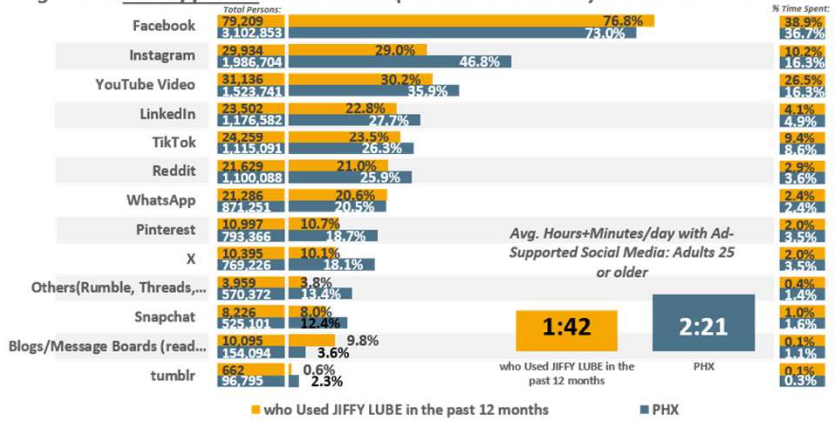
Avg. Week All Social Media (Persons & % Reach): Adults 25 or older



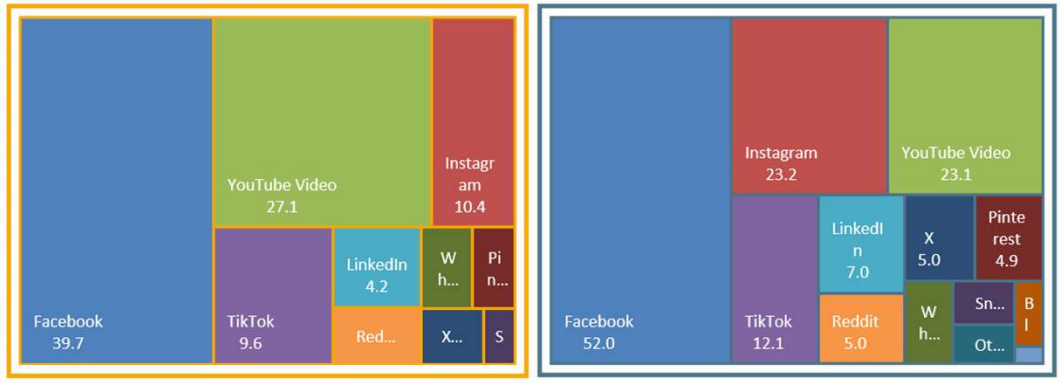
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 25 or older



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



PHX DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 151

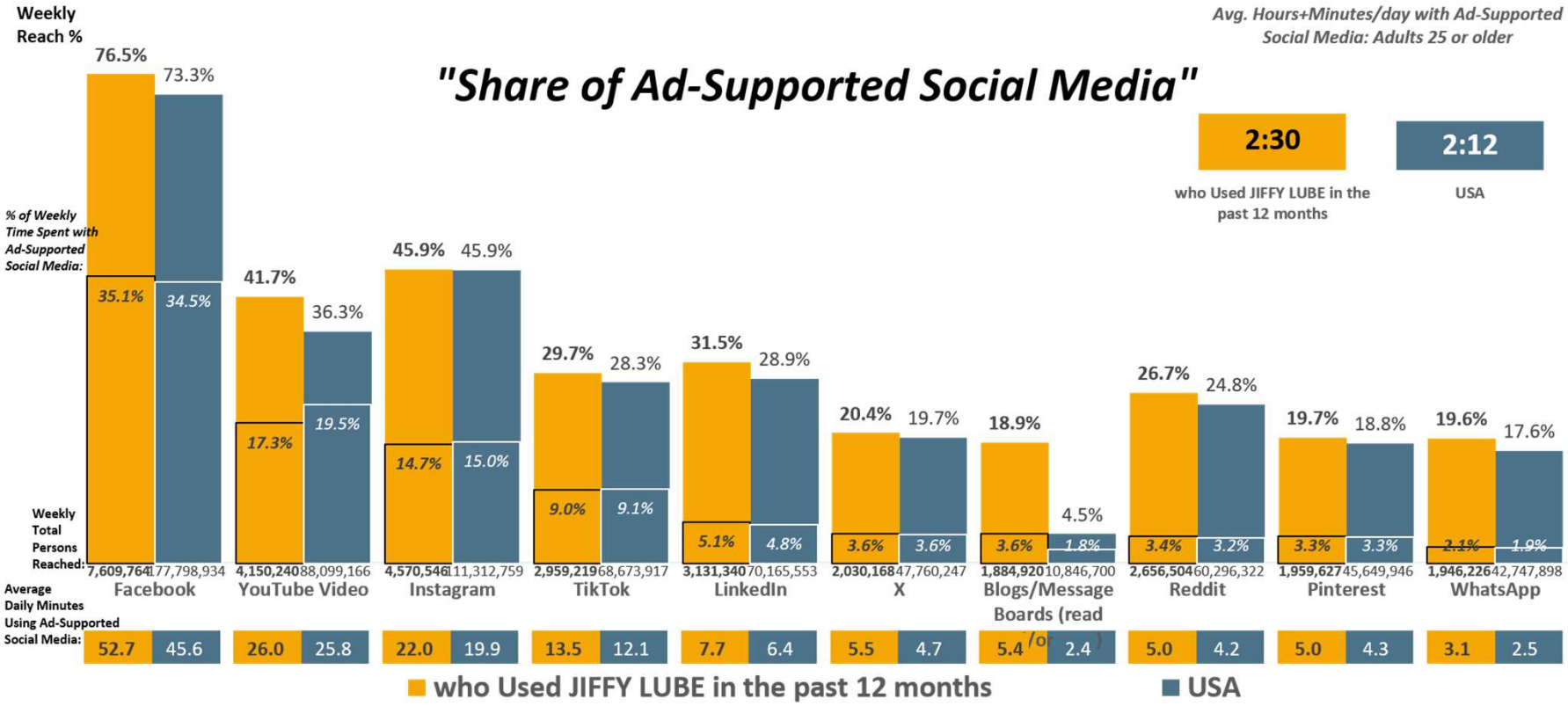
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube



7,609,764 or 76.5% of Adults 25 or older who Used JIFFY LUBE in the past 12 months use Ad-Supported Facebook for an average of 52.7 minutes every day representing 35.1% of all time spent daily with Ad-Supported Social Media.



Scarborough R2 2025-26: Feb24-Aug26 USA Projection Scarborough R2 2025-26: Feb24-Aug26 Qual Intab 45,048
USA USA Projection Scarborough R2 2025-26: Feb24-Aug26 Qual Intab 2,105

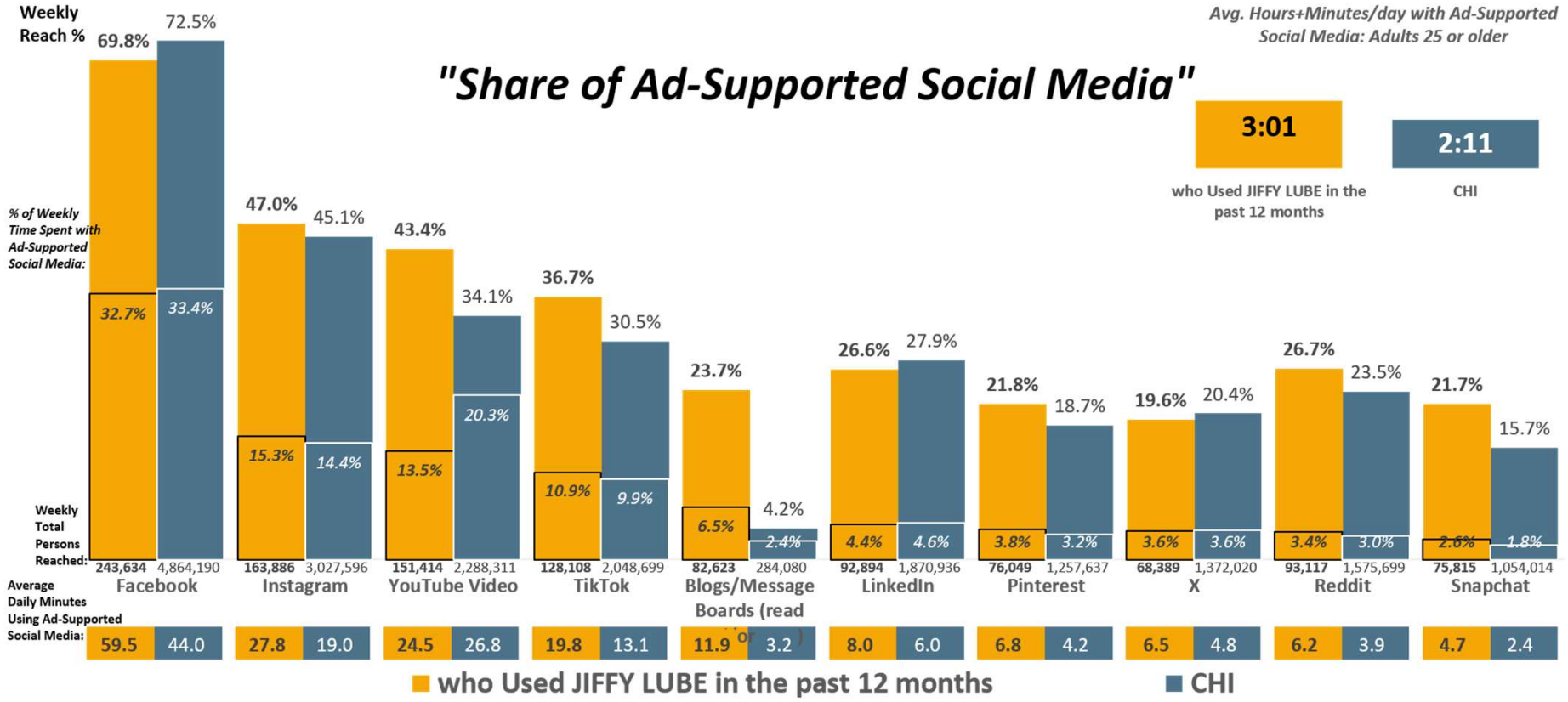
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube



243,634 or 69.8% of Adults 25 or older who Used JIFFY LUBE in the past 12 months use Ad-Supported Facebook for an average of 59.5 minutes every day representing 32.7% of all time spent daily with Ad-Supported Social Media.



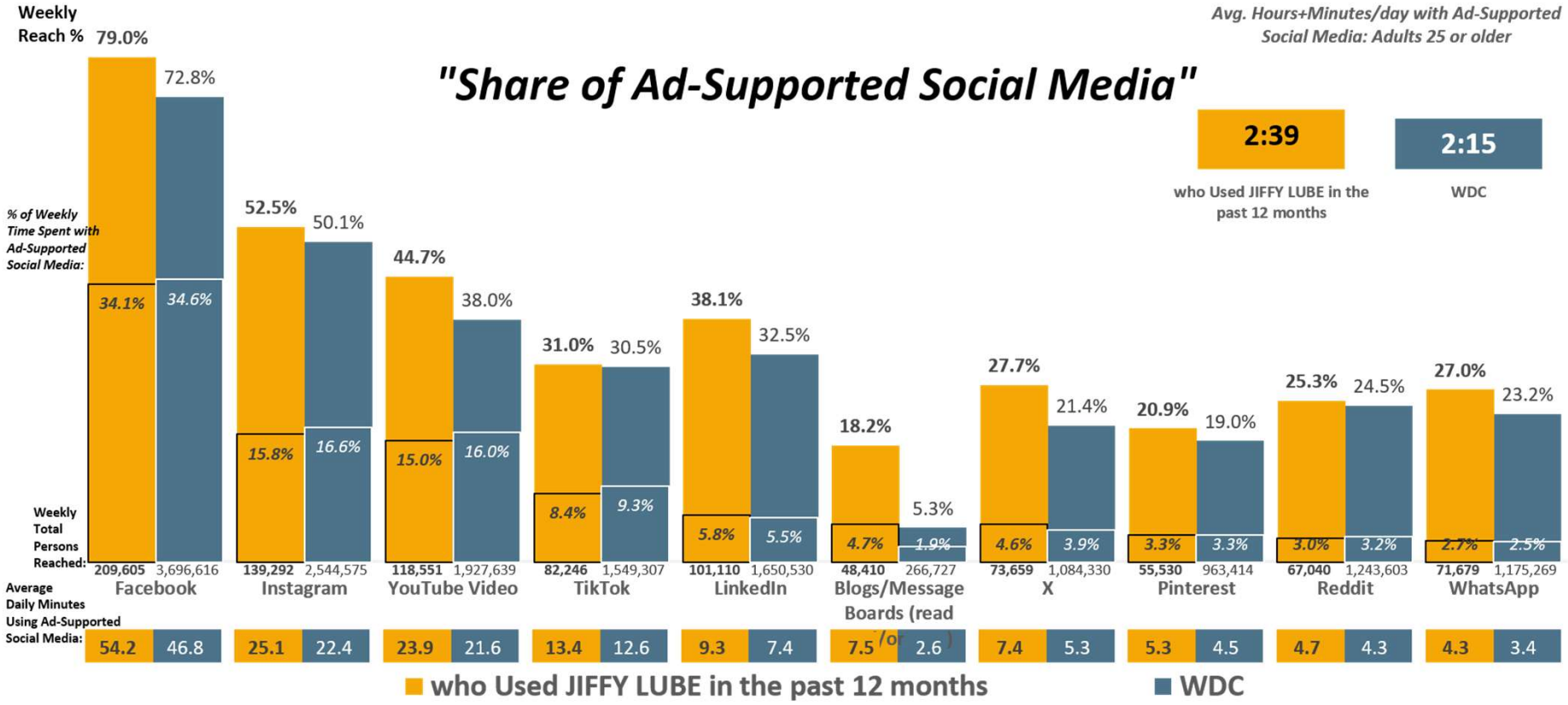
CHI DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 386 CHI DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 7,248

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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

209,605 or 79.% of Adults 25 or older who Used JIFFY LUBE in the past 12 months use Ad-Supported Facebook for an average of 54.2 minutes every day representing 34.1% of all time spent daily with Ad-Supported Social Media.



WDC DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 641 WDC DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 10,324

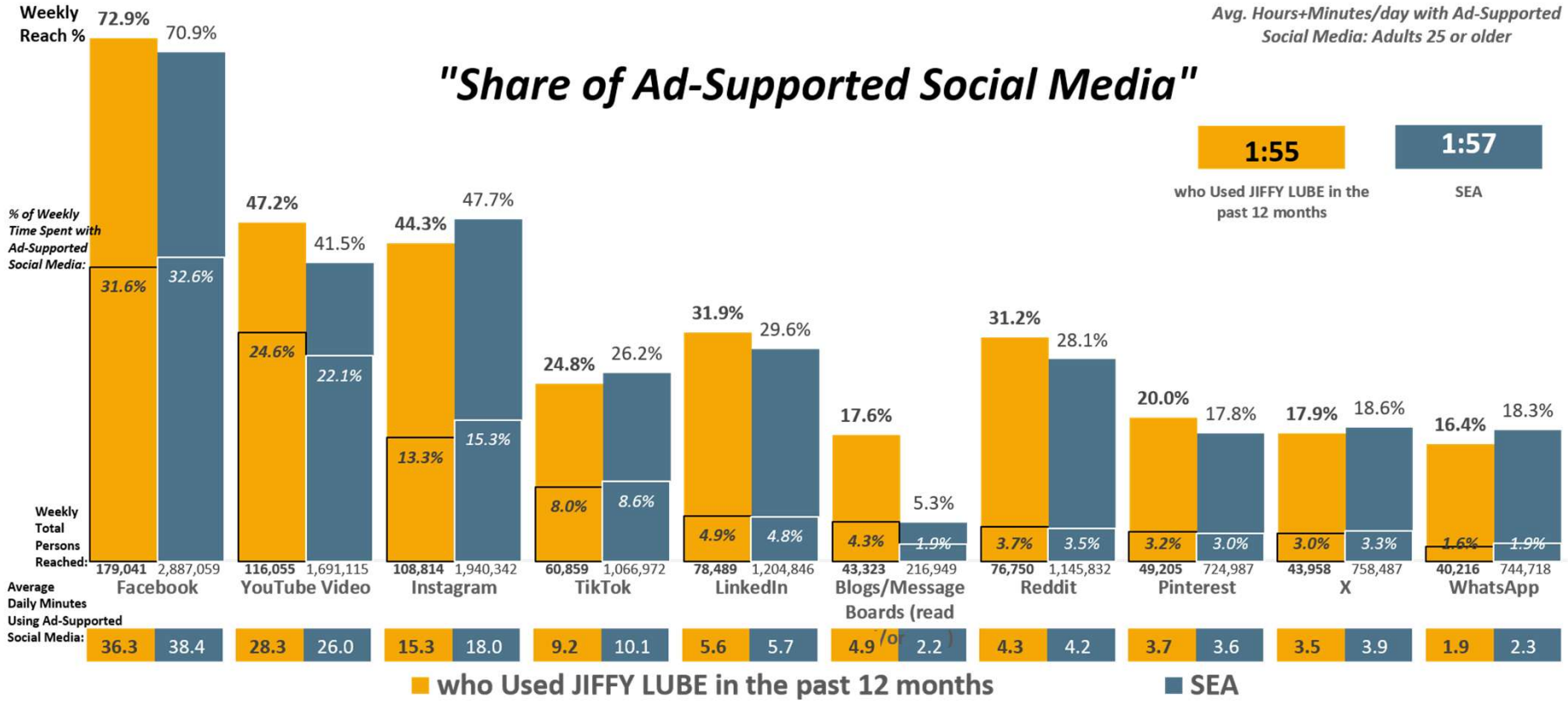
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube



179,041 or 72.9% of Adults 25 or older who Used JIFFY LUBE in the past 12 months use Ad-Supported Facebook for an average of 36.3 minutes every day representing 31.6% of all time spent daily with Ad-Supported Social Media.



SEA DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 477 SEA DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 7,280

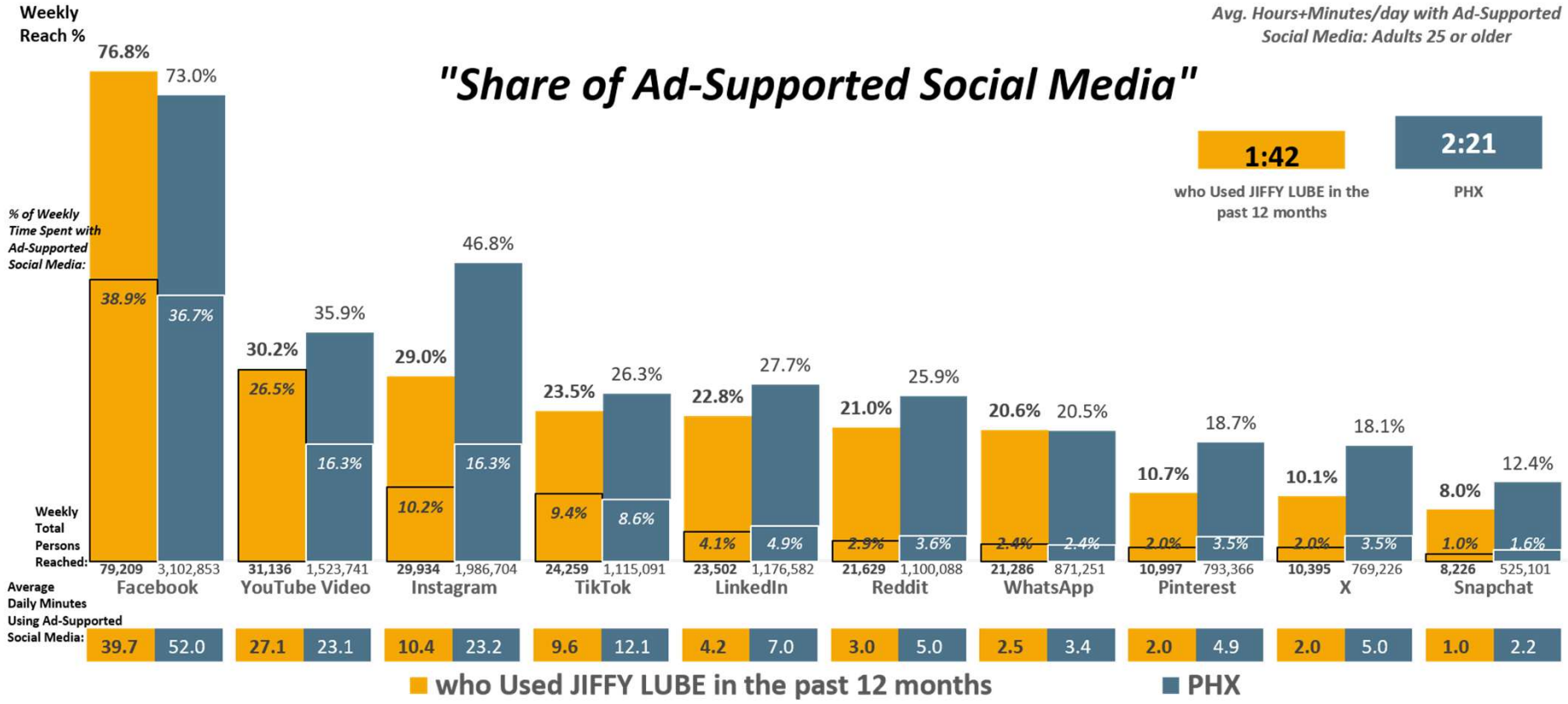
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube



79,209 or 76.8% of Adults 25 or older who Used JIFFY LUBE in the past 12 months use Ad-Supported Facebook for an average of 39.7 minutes every day representing 38.9% of all time spent daily with Ad-Supported Social Media.



PHX DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 151 PHX DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 4,474

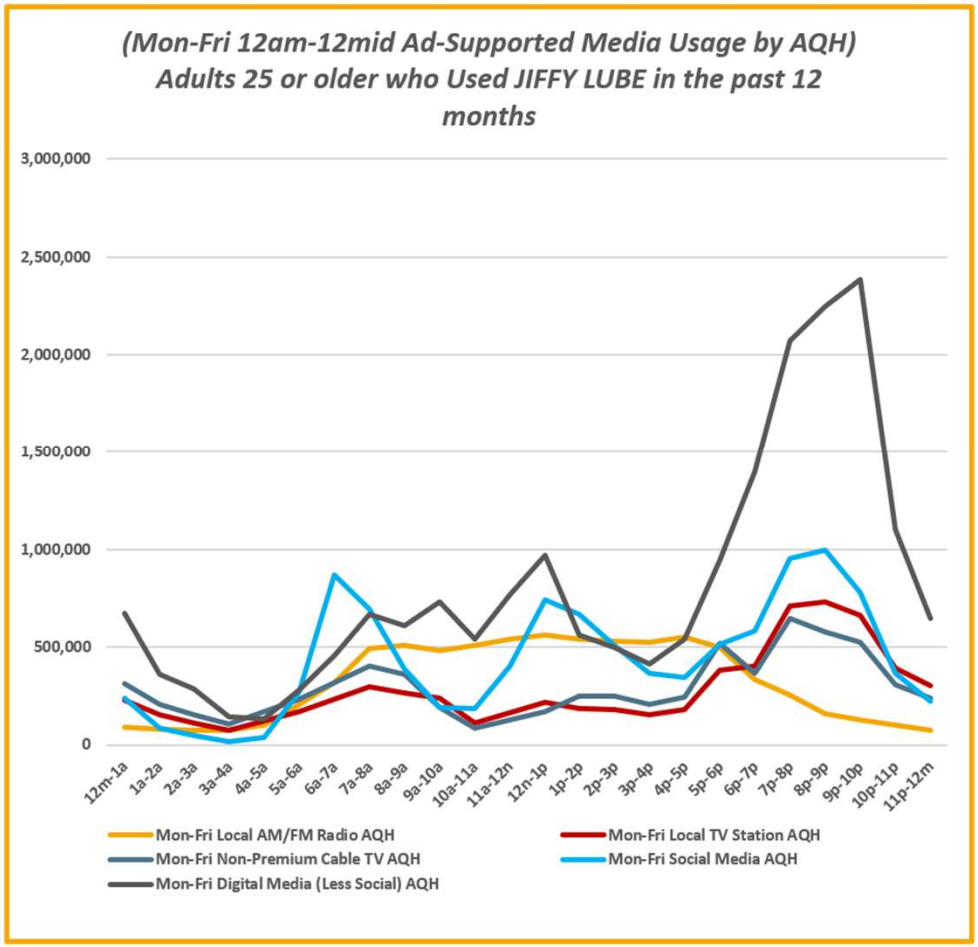
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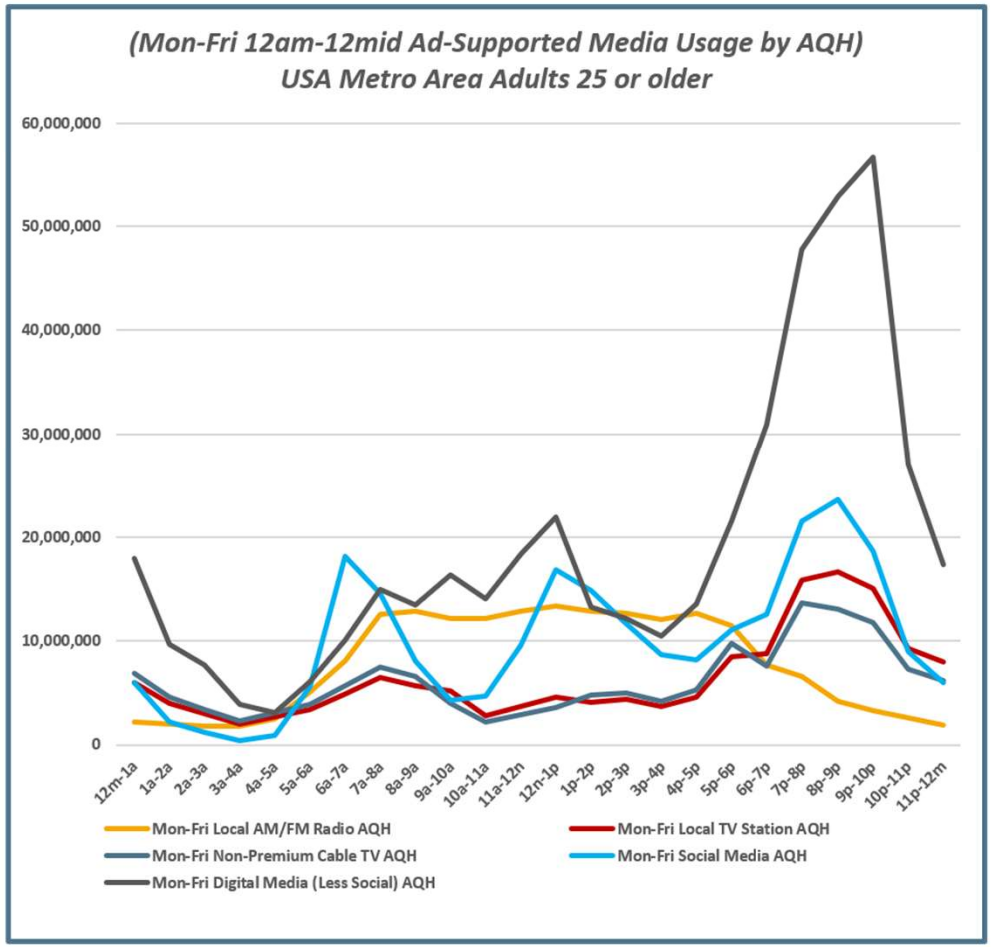
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 699,709; Social Media: 496,497; Local Radio: 491,810; Non-Prem. Cable: 268,328; Local TV: 230,983 reaching Adults 25 or older who Used JIFFY LUBE in the past 12 months.





USA USA Projection Scarborough R2 2025-26: Feb24-Aug26 Qual Intab 2,105

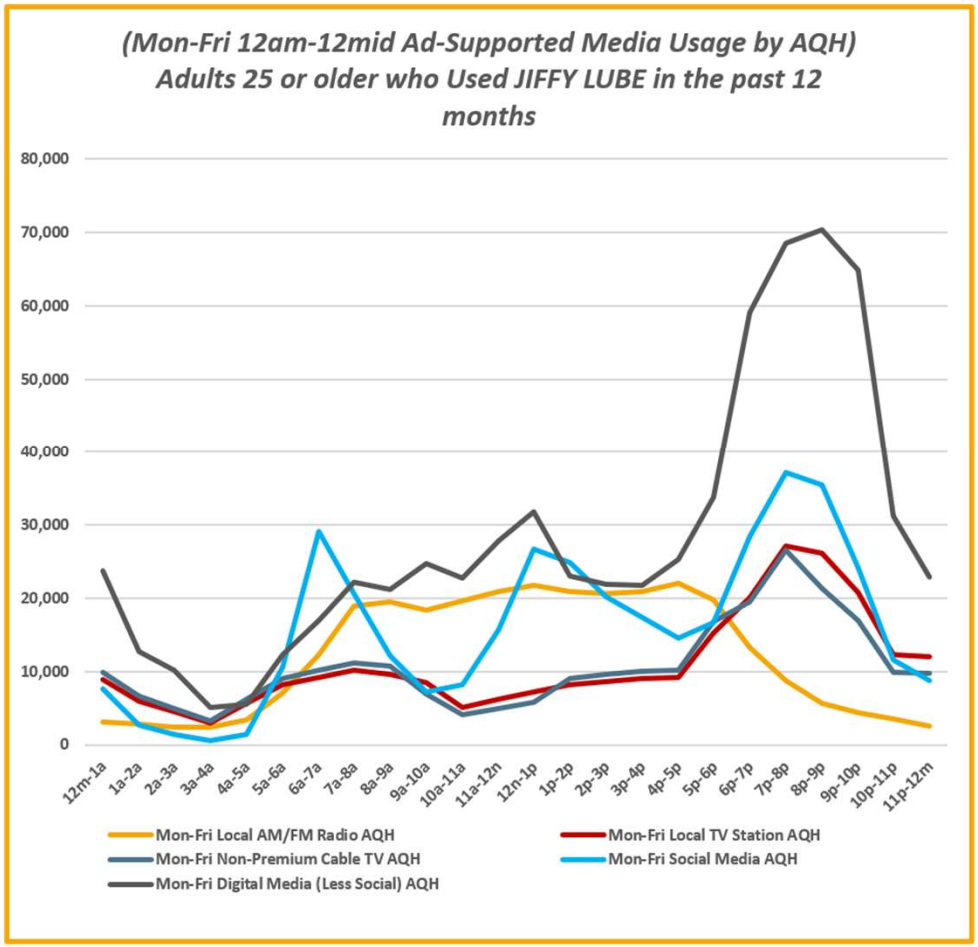
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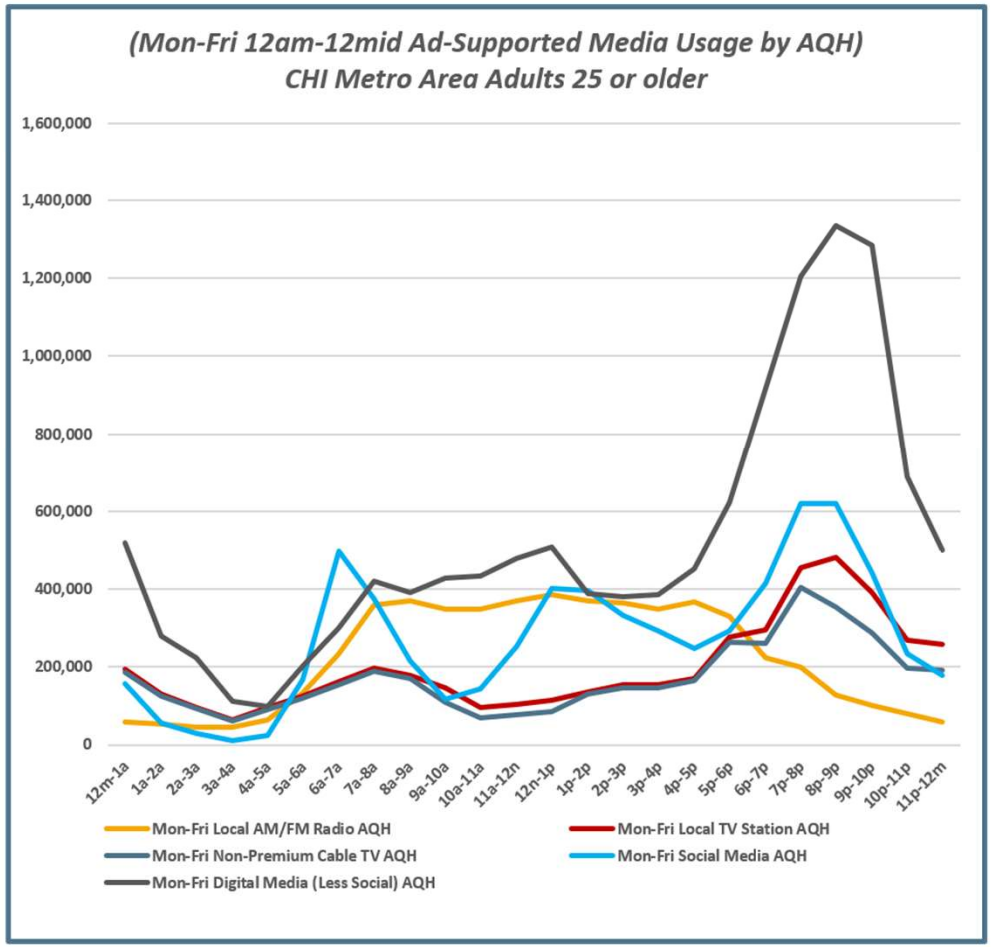
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 27,090; Local Radio: 19,156; Social Media: 18,604; Non-Prem. Cable: 9,929; Local TV: 9,724 reaching Adults 25 or older who Used JIFFY LUBE in the past 12 months.





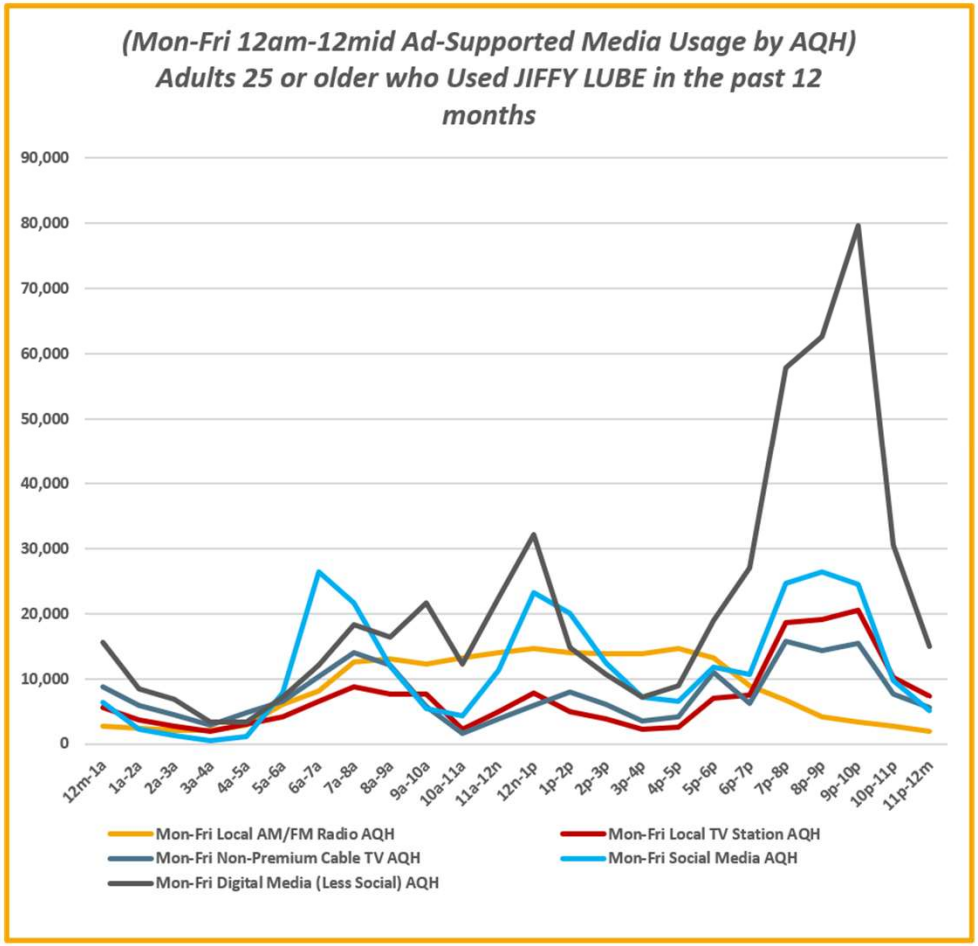
CHI DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 386

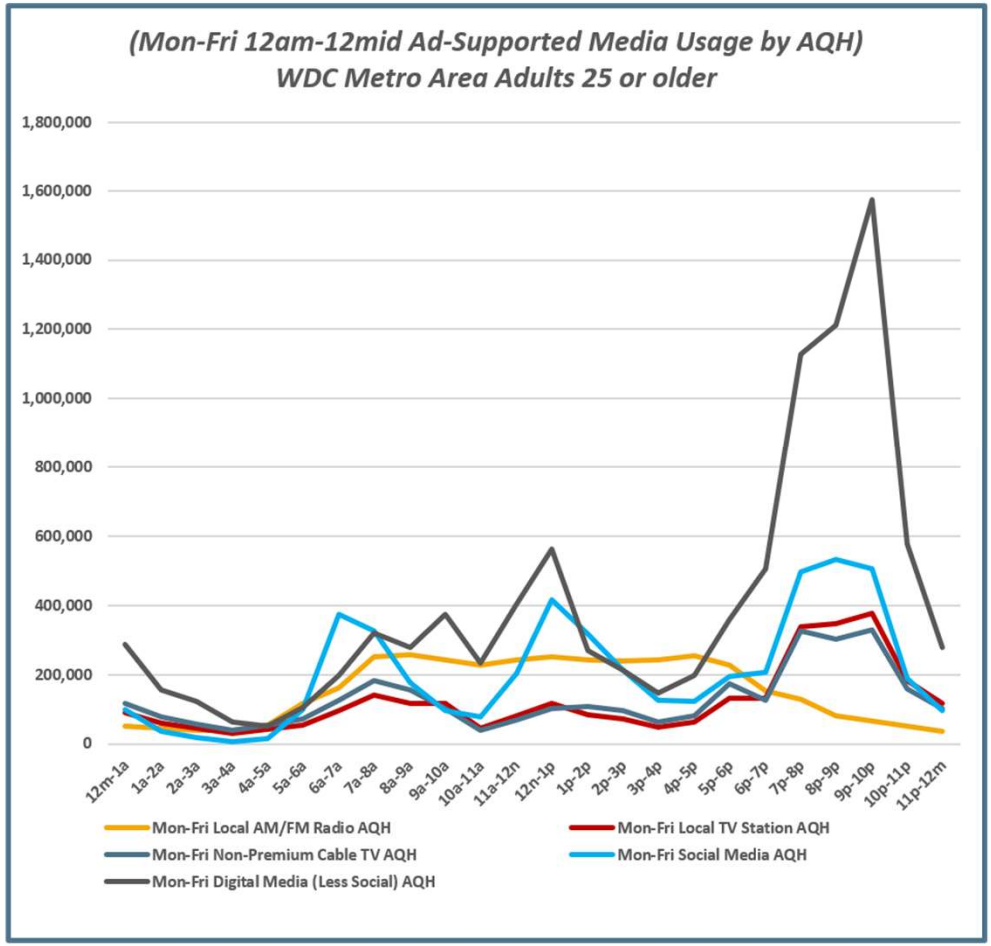
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 17,103; Social Media: 13,293; Local Radio: 12,769; Non-Prem. Cable: 7,109; Local TV: 5,648 reaching Adults 25 or older who Used JIFFY LUBE in the past 12 months.





WDC DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 641

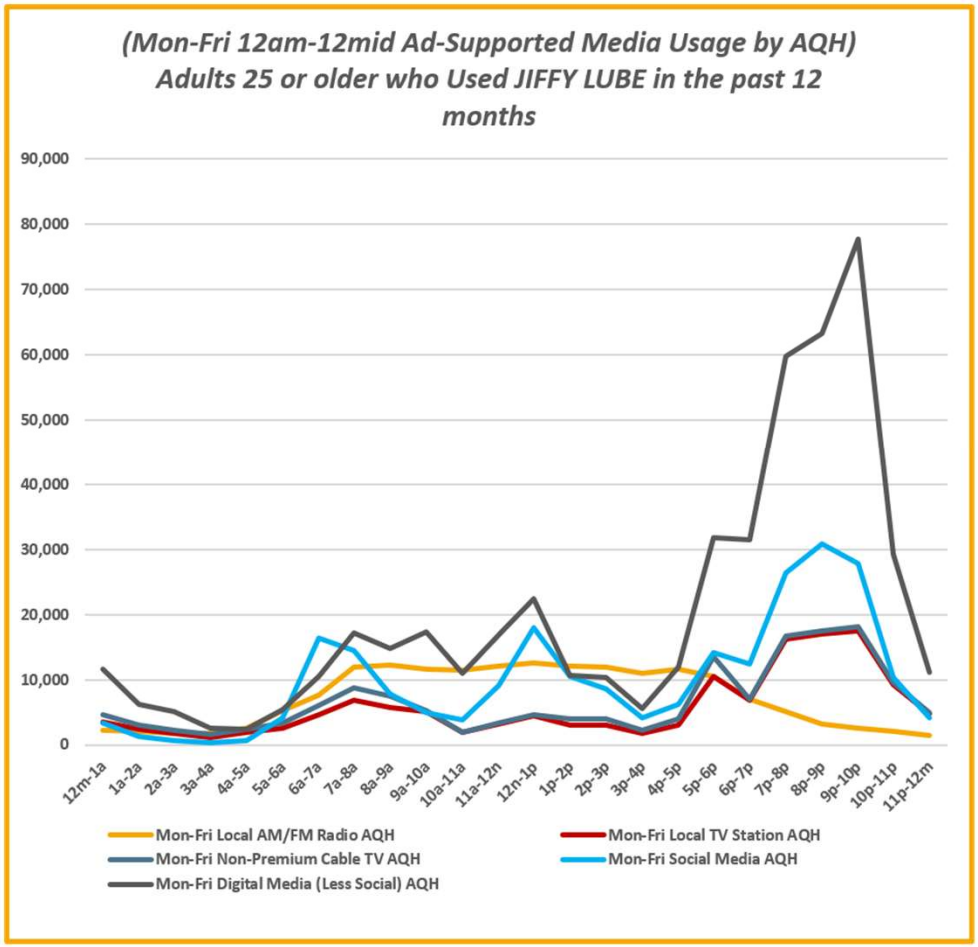
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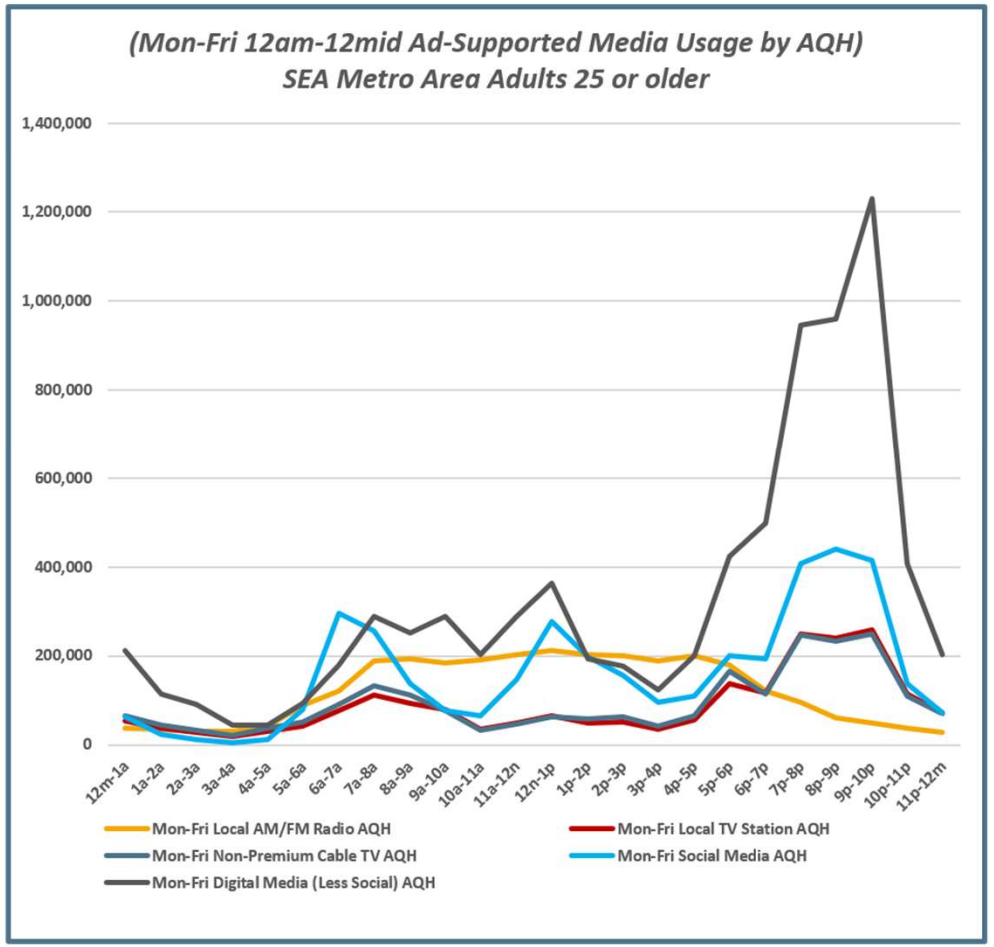
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 16,308; Local Radio: 11,054; Social Media: 10,011; Non-Prem. Cable: 5,521; Local TV: 4,600 reaching Adults 25 or older who Used JIFFY LUBE in the past 12 months.





SEA DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 477

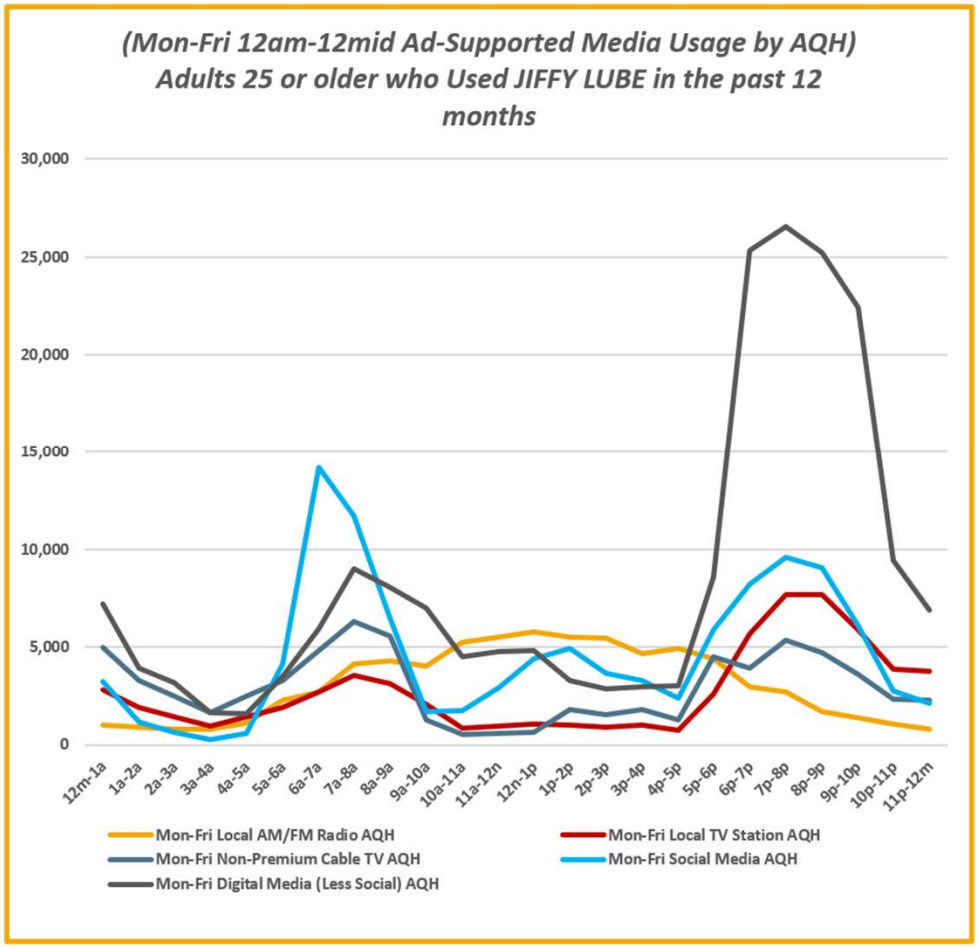
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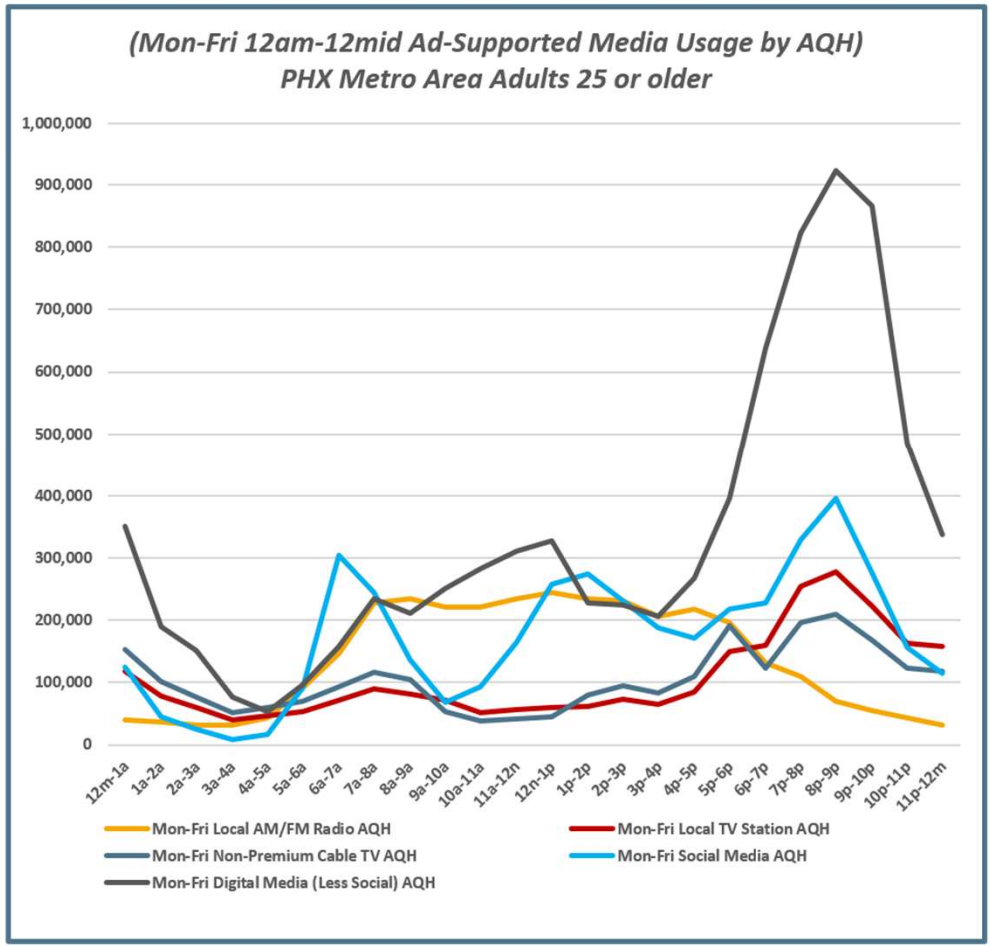
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 6,937; Social Media: 5,496; Local Radio: 4,586; Non-Prem. Cable: 2,654; Local TV: 2,018 reaching Adults 25 or older who Used JIFFY LUBE in the past 12 months.





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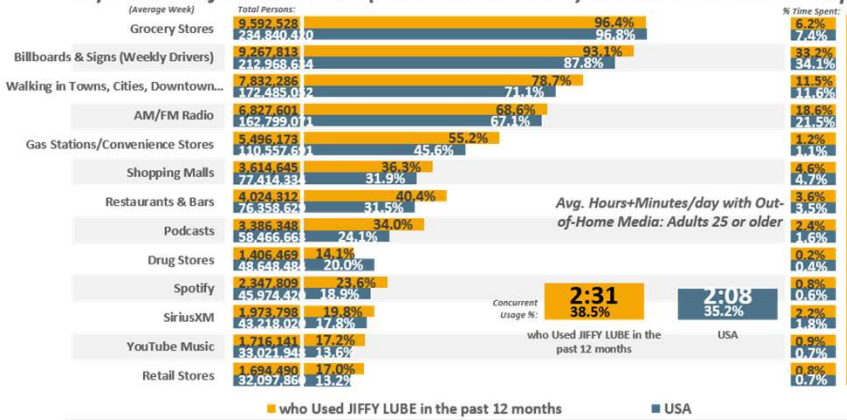
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

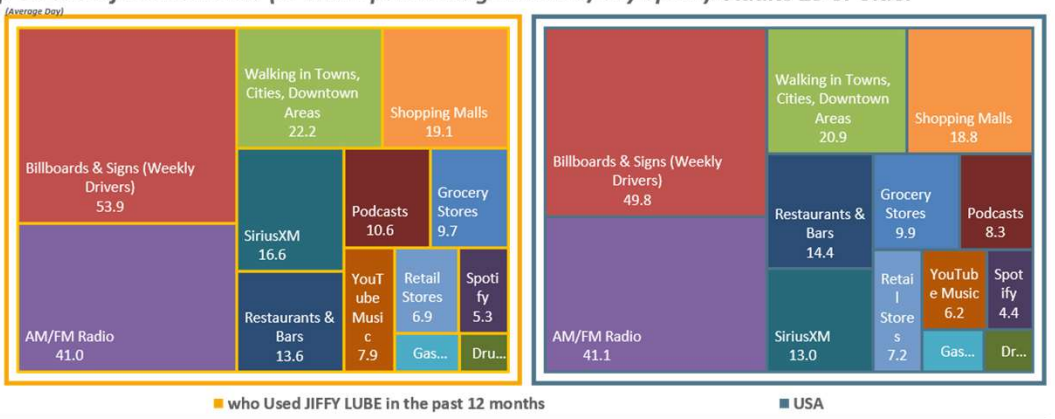


9,267,813 or 93.1% of Adults 25 or older who Used JIFFY LUBE in the past 12 months spend an average of 53.9 minutes per day driving, seeing Billboards and Signs. 65.% Listen to Local Radio Stations Out-of-Home for an average of 36.2 minutes/day.

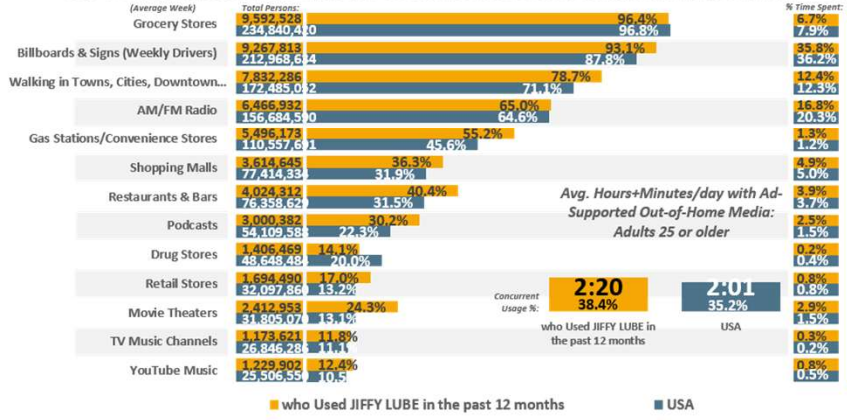
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 or older



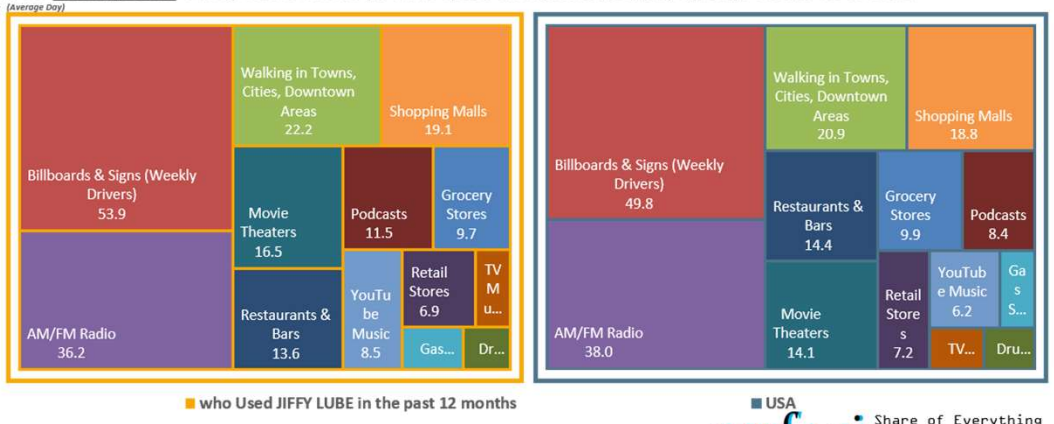
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 25 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



USA USA Projection Scarborough R2 2025-26: Feb24-Aug26 Qual Intab 2,105

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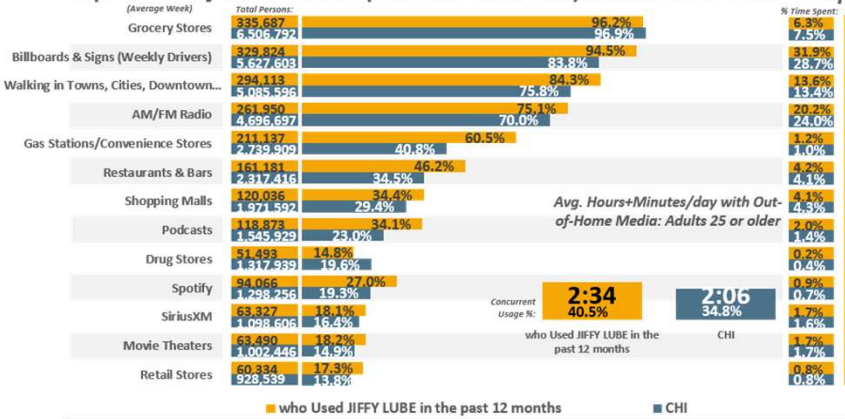
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

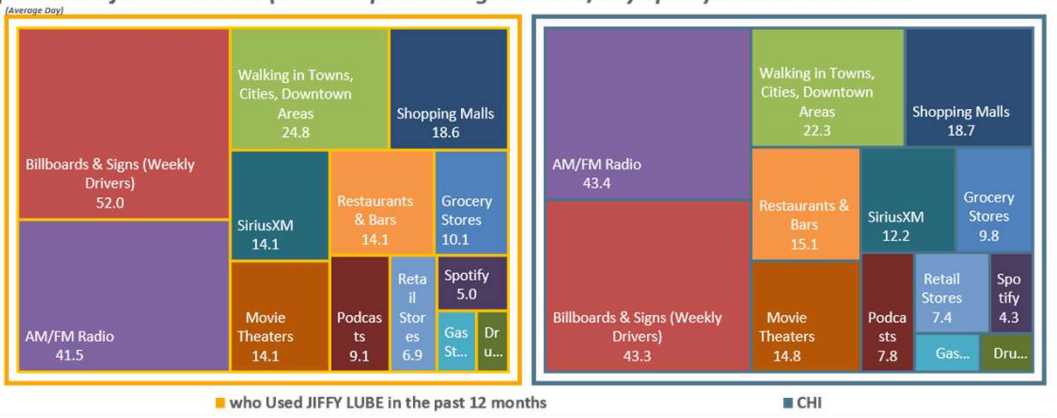


329,824 or 94.5% of Adults 25 or older who Used JIFFY LUBE in the past 12 months spend an average of 52. minutes per day driving, seeing Billboards and Signs. 70.7% Listen to Local Radio Stations Out-of-Home for an average of 36.7 minutes/day.

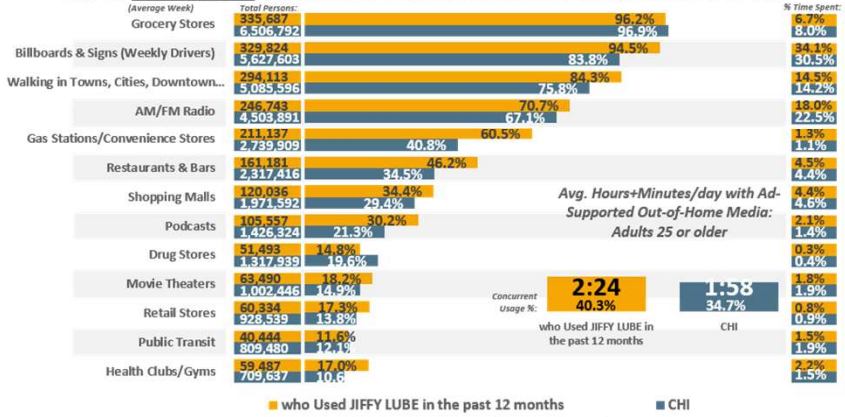
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 or older



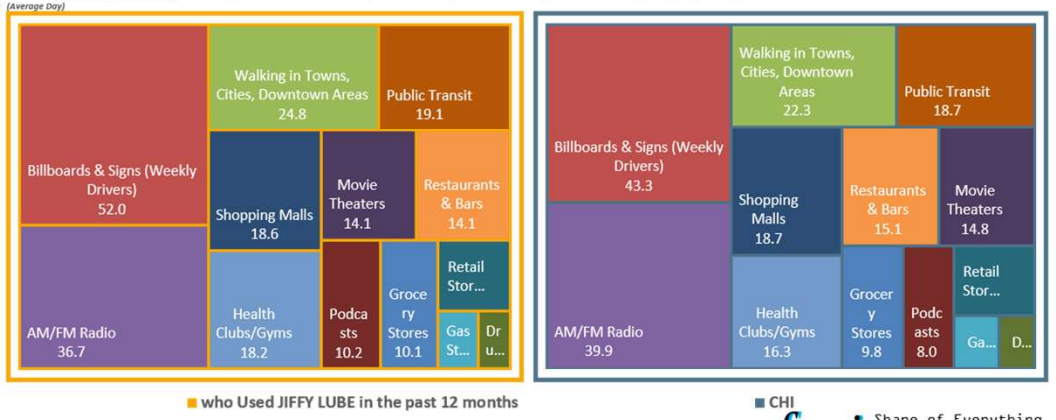
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 25 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



CHI DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 386

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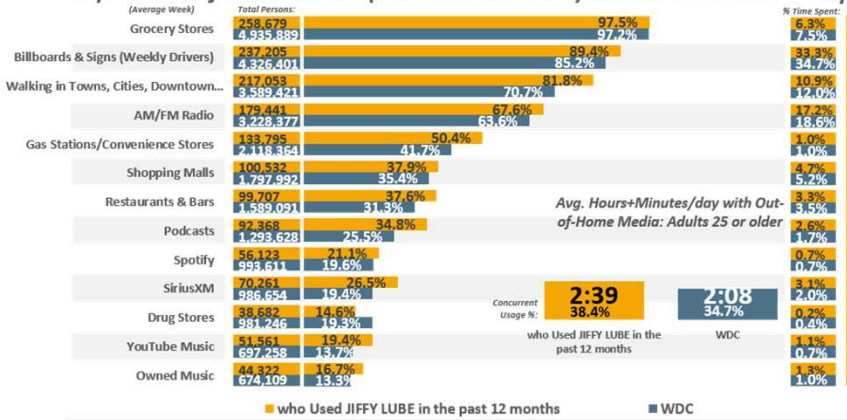
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

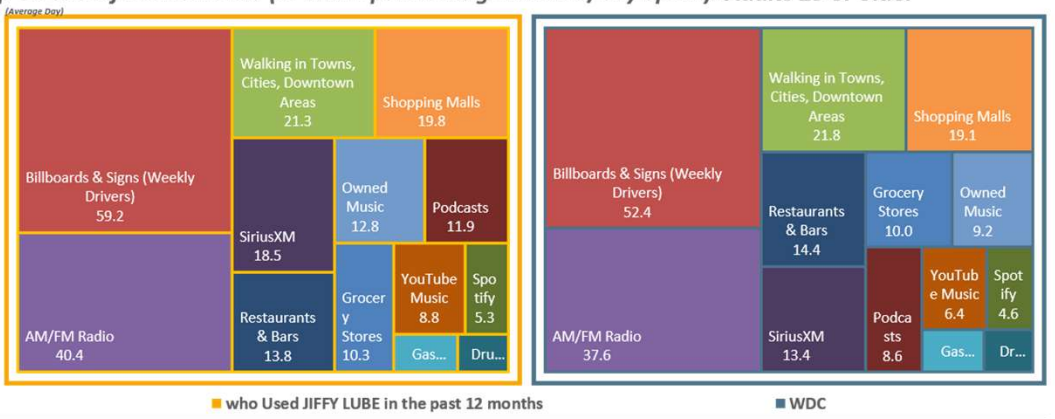


237,205 or 89.4% of Adults 25 or older who Used JIFFY LUBE in the past 12 months spend an average of 59.2 minutes per day driving, seeing Billboards and Signs. 63.9% Listen to Local Radio Stations Out-of-Home for an average of 36.4 minutes/day.

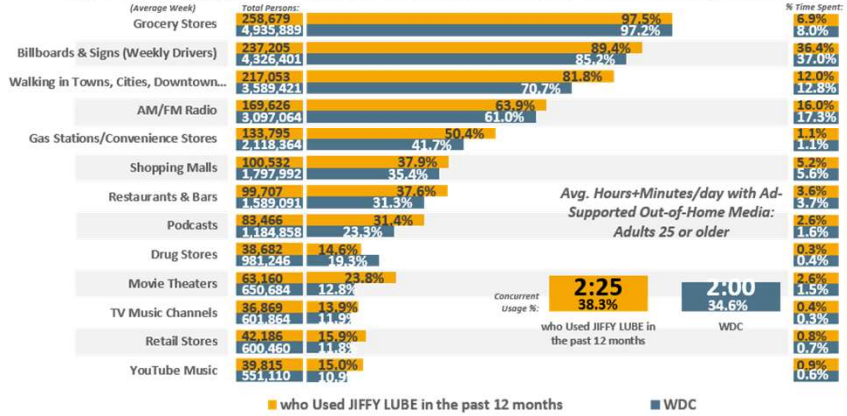
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 or older



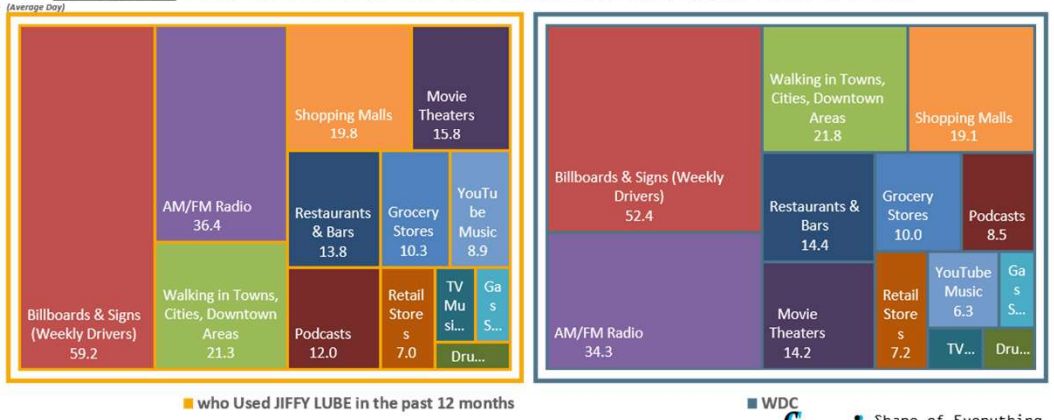
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 25 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



WDC DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 641

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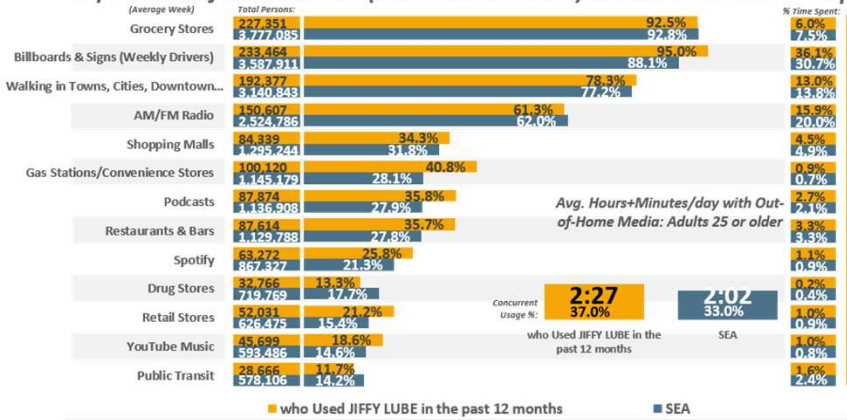
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

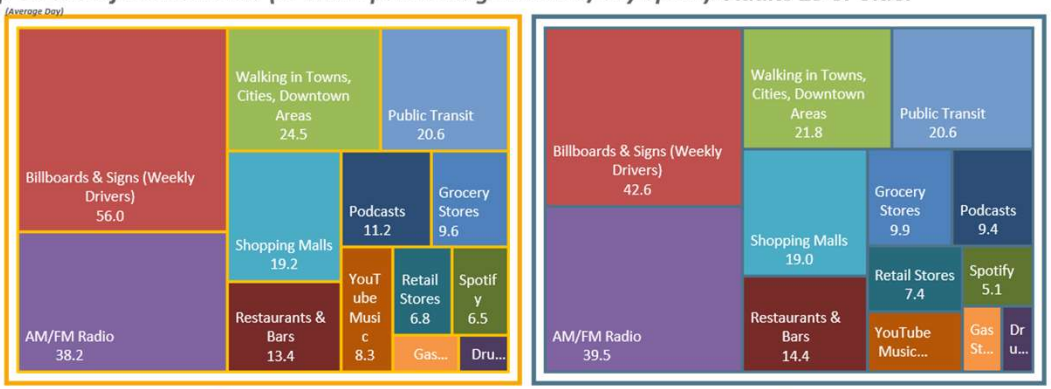


233,464 or 95.% of Adults 25 or older who Used JIFFY LUBE in the past 12 months spend an average of 56. minutes per day driving, seeing Billboards and Signs. 59.1% Listen to Local Radio Stations Out-of-Home for an average of 34.3 minutes/day.

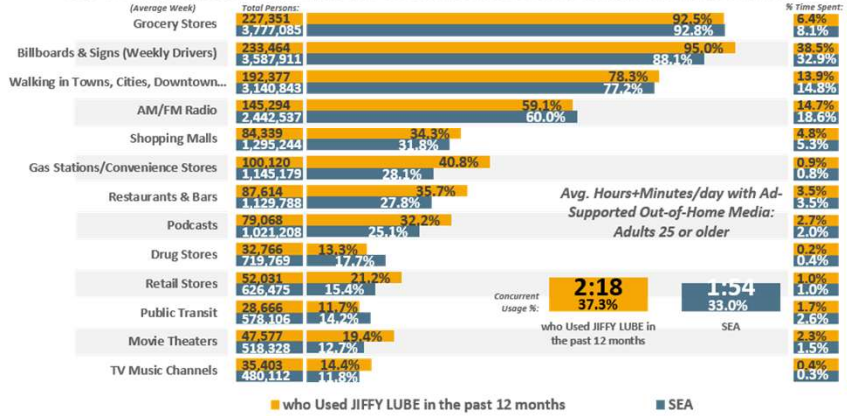
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 or older



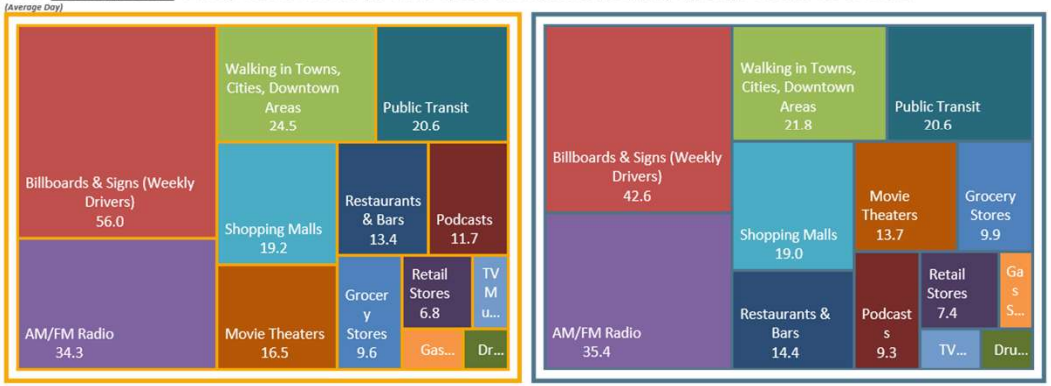
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 25 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



SEA DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 477

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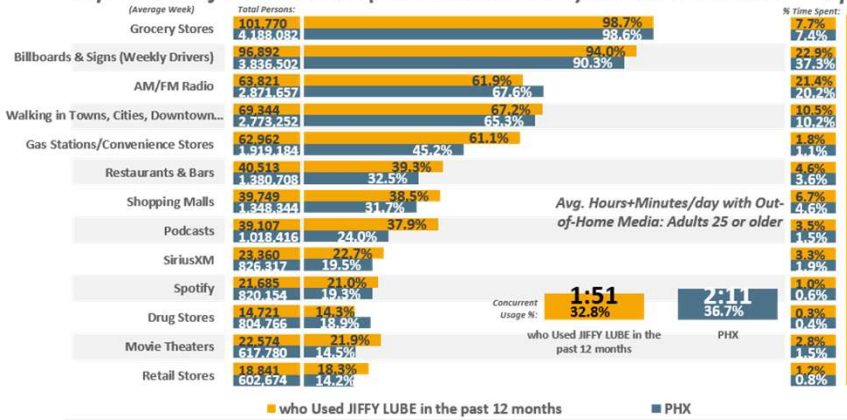
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

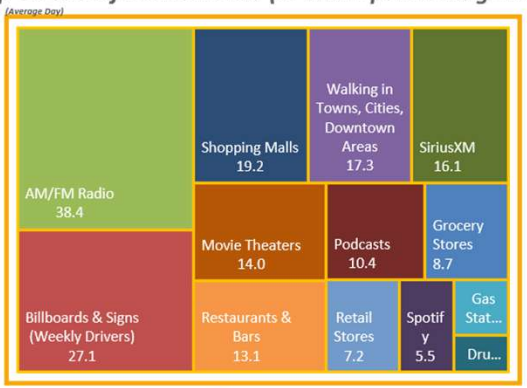


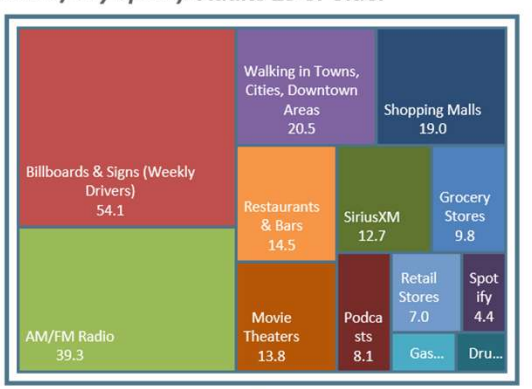
96,892 or 94.% of Adults 25 or older who Used JIFFY LUBE in the past 12 months spend an average of 27.1 minutes per day driving, seeing Billboards and Signs. 60.% Listen to Local Radio Stations Out-of-Home for an average of 35.5 minutes/day.

Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 or older

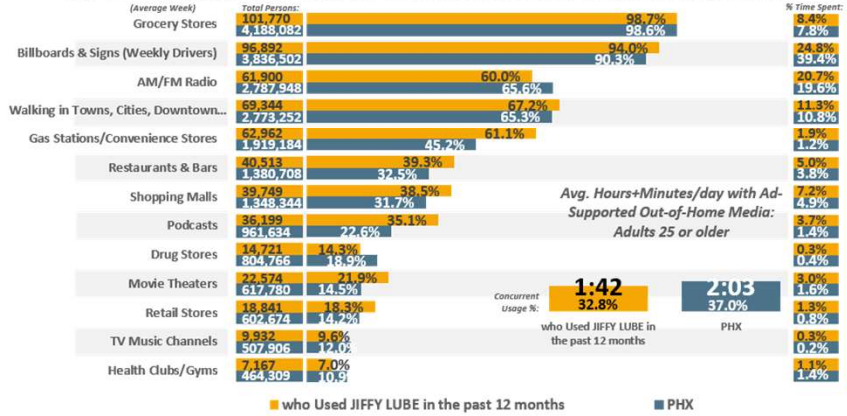


Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older

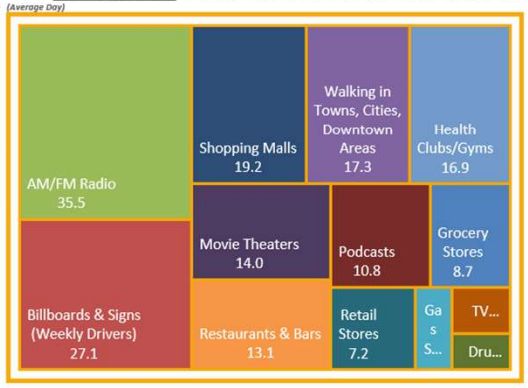


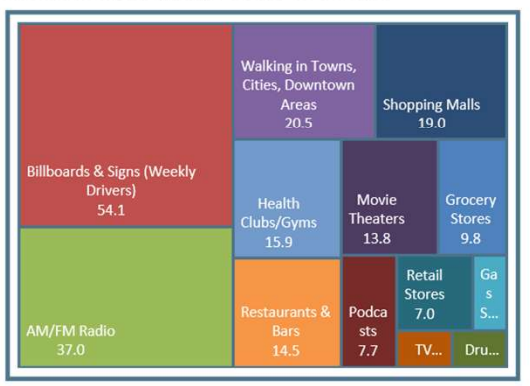


Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 25 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older





PHX DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 151

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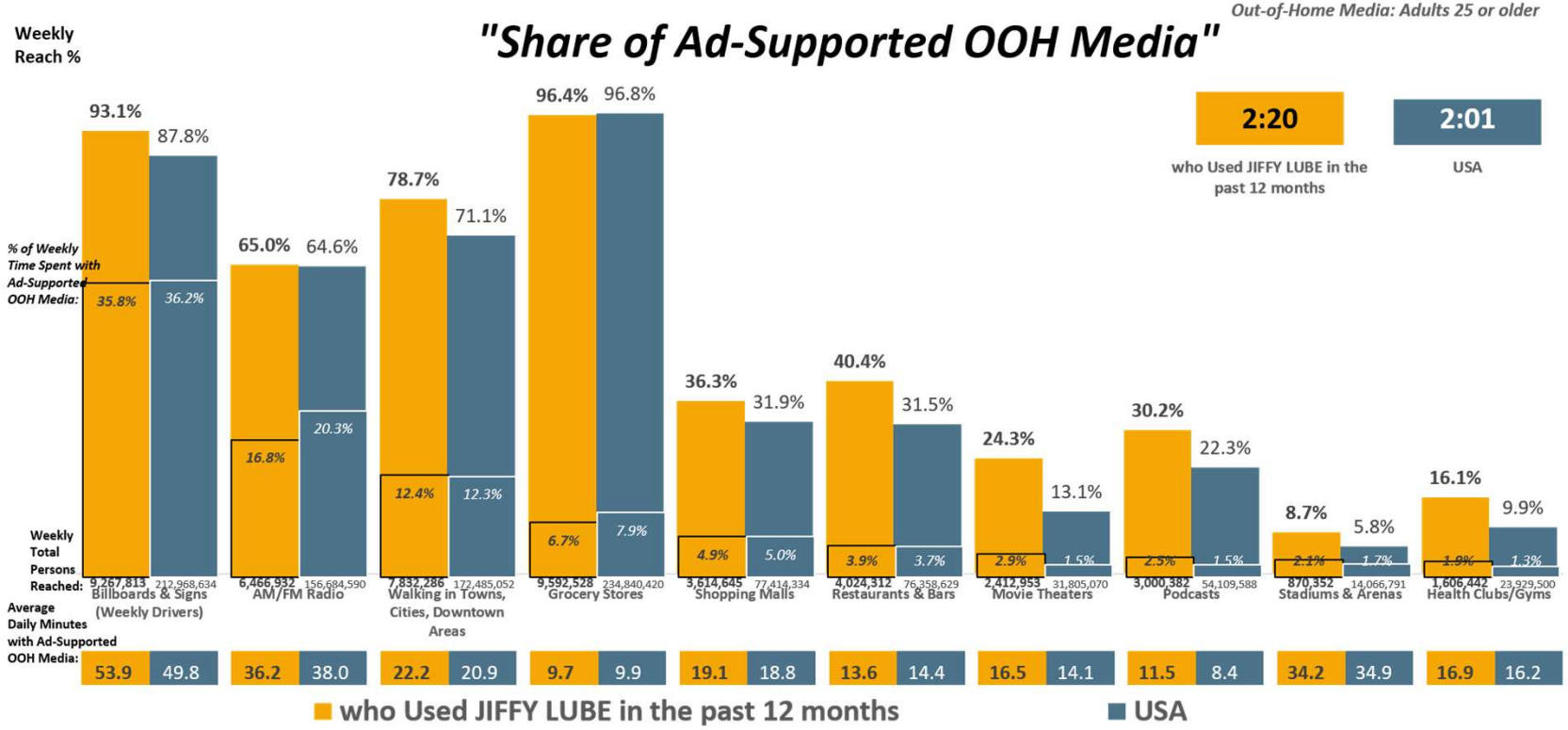
Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube



9,267,813 or 93.1% of Adults 25 or older who Used JIFFY LUBE in the past 12 months spend an average of 53.9 minutes per day driving, seeing Billboards and Signs representing 35.8% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 25 or older

"Share of Ad-Supported OOH Media"



Scarborough R2 2025-26: Feb24-Aug26 USA Projection Scarborough R2 2025-26: Feb24-Aug26 Qual Intab 45,048
USA USA Projection Scarborough R2 2025-26: Feb24-Aug26 Qual Intab 2,105

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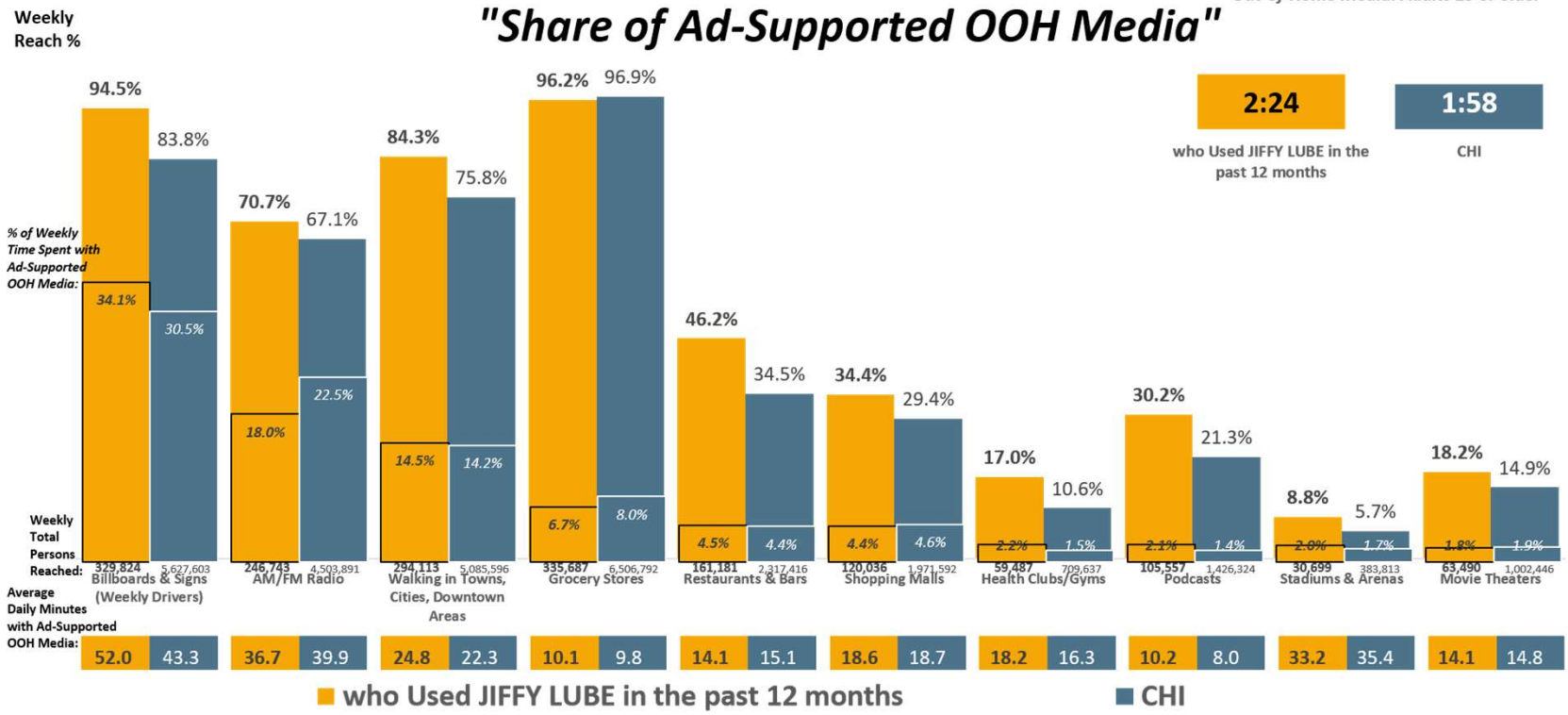
Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube



329,824 or 94.5% of Adults 25 or older who Used JIFFY LUBE in the past 12 months spend an average of 52. minutes per day driving, seeing Billboards and Signs representing 34.1% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 25 or older

"Share of Ad-Supported OOH Media"



CHI DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 386 CHI DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 7,248

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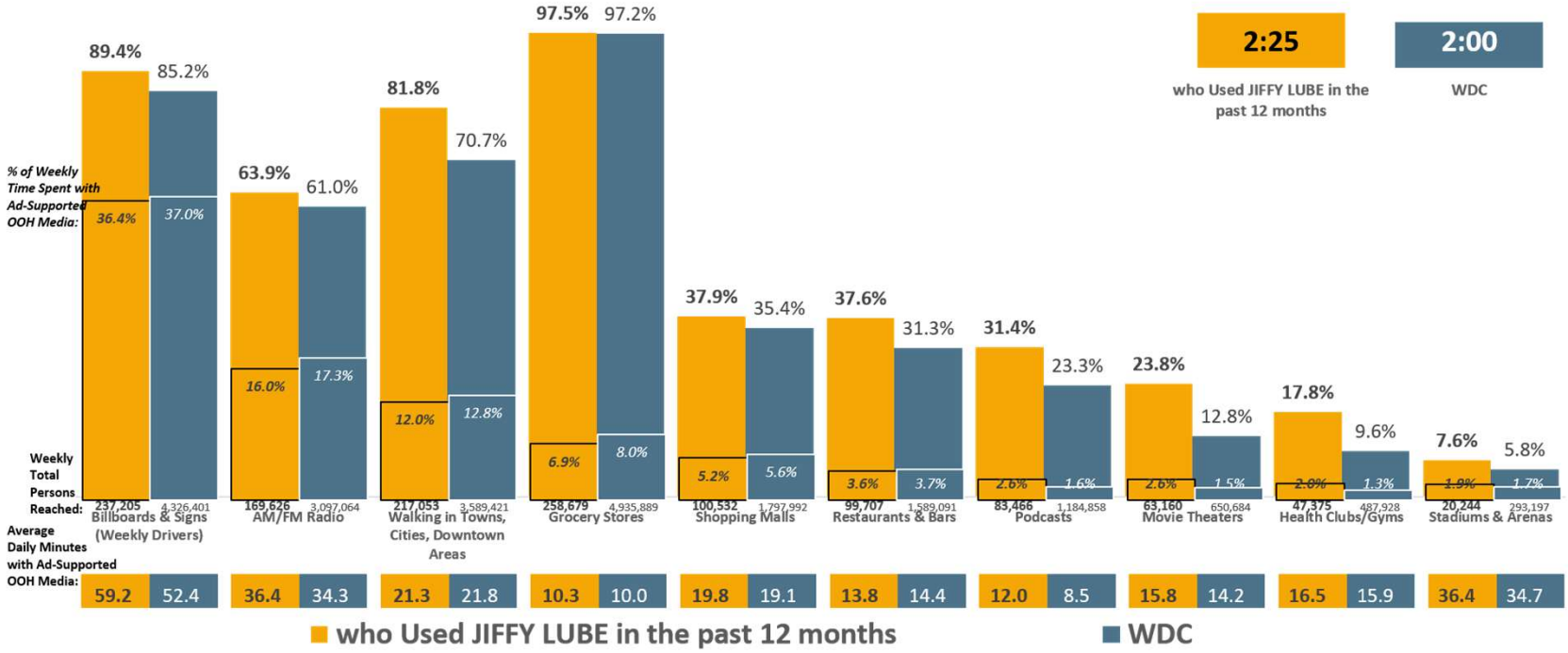
Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube



237,205 or 89.4% of Adults 25 or older who Used JIFFY LUBE in the past 12 months spend an average of 59.2 minutes per day driving, seeing Billboards and Signs representing 36.4% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 25 or older

"Share of Ad-Supported OOH Media"



WDC DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 641 WDC DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 10,324

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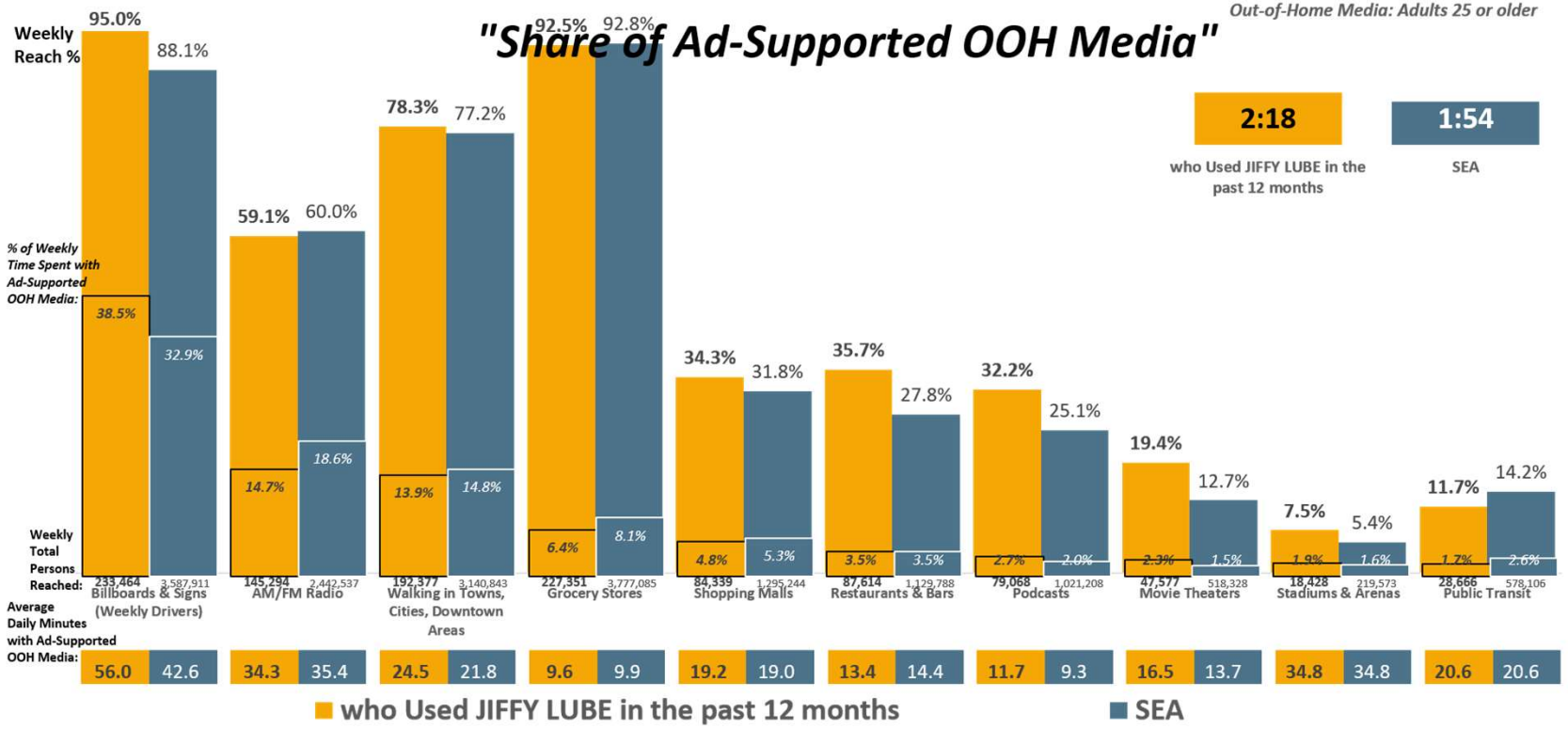
Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube



233,464 or 95.% of Adults 25 or older who Used JIFFY LUBE in the past 12 months spend an average of 56. minutes per day driving, seeing Billboards and Signs representing 38.5% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 25 or older

"Share of Ad-Supported OOH Media"



SEA DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 477 SEA DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 7,280

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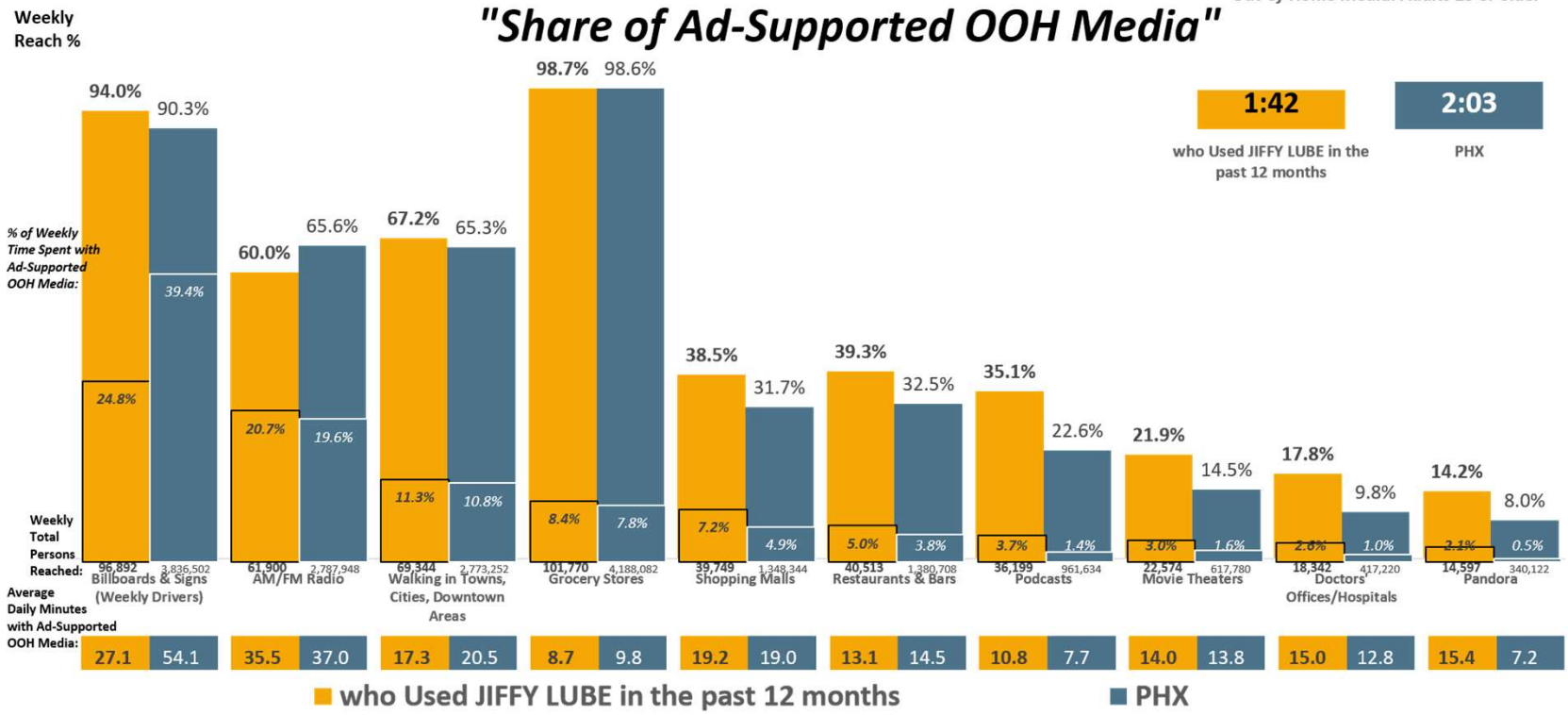
Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube



96,892 or 94.% of Adults 25 or older who Used JIFFY LUBE in the past 12 months spend an average of 27.1 minutes per day driving, seeing Billboards and Signs representing 24.8% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 25 or older

"Share of Ad-Supported OOH Media"



PHX DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 151 PHX DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 4,474

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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube



329,824 or 94.5% of Adults 25 or older who Used JIFFY LUBE in the past 12 months spend an average of 52. minutes per day driving an average of 30.2 miles each day and are 110.1% more likely to use Fullerton Avenue than the Metro average.

Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 25 or older

	who Used JIFFY LUBE in the past 12 months		CHI	
Dan Ryan Expressway (I-90/I-94)	113,626	32.6%	1,542,274	23.0%
Eisenhower Expressway (I-290)	110,022	31.5%	1,210,759	18.0%
Kennedy Expressway (I-90/I-94)	80,458	23.1%	1,225,847	18.3%
Western Avenue	71,190	20.4%	869,586	13.0%
I-57	65,538	18.8%	845,678	12.6%
Edens Expressway (I-94)	62,133	17.8%	878,192	13.1%
Stevenson Expressway (I-55)	60,494	17.3%	913,367	13.6%
Fullerton Avenue	59,764	17.1%	547,064	8.2%
Cicero Avenue	59,062	16.9%	1,028,374	15.3%
Route 64 (North Avenue)	52,428	15.0%	847,423	12.6%
Touhy Avenue	50,057	14.3%	615,892	9.2%
LaGrange Road	49,212	14.1%	775,559	11.6%
Route 38 (Roosevelt Road)	48,648	13.9%	744,707	11.1%
Harlem Avenue	47,943	13.7%	1,082,349	16.1%
Route 34 (Ogden Avenue)	46,269	13.3%	817,891	12.2%
I-355/Veterans Memorial Tollway	45,585	13.1%	902,253	13.4%
Tristate Tollway (I-294/I-94)	45,220	13.0%	1,009,028	15.0%
US 20	44,433	12.7%	794,028	11.8%
Route 59	42,860	12.3%	781,964	11.7%
US 30	38,854	11.1%	852,180	12.7%
Ronald Reagan Memorial Tollway (I-88)	38,481	11.0%	599,916	8.9%
US 83	34,952	10.0%	754,622	11.2%
Route 53	34,052	9.8%	621,161	9.3%
I-65	33,409	9.6%	478,356	7.1%
Route 31	31,846	9.1%	476,514	7.1%
Route 41	30,638	8.8%	586,907	8.7%

Avg. Hours+Minutes/day Driving: Adults 25 or older

Avg. Miles/Day Driving:

0:51 → 30.2 who Used JIFFY LUBE in the past 12 months

0:43 → 25.2 CHI

■ who Used JIFFY LUBE in the past 12 months ■ CHI

Top-26 Residential Zip Codes: Adults 25 or older

	who Used JIFFY LUBE in the past 12 months		CHI	
60641	14,072	4.03%	80,710	1.20%
60622	13,614	3.90%	52,373	0.78%
60618	12,666	3.63%	77,783	1.16%
60639	10,708	3.07%	109,286	1.63%
60185	10,242	2.93%	62,809	0.94%
60614	6,623	1.90%	59,759	0.89%
60467	6,024	1.73%	27,08	0.40%
60148	6,017	1.72%	49,876	0.74%
60187	5,967	1.71%	28,28	0.42%
60631	5,923	1.70%	28,62	0.43%
60018	5,846	1.68%	11	0.17%
60015	5,551	1.59%	21,	0.31%
60202	5,383	1.54%	20,	0.30%
60188	4,989	1.43%	22,7	0.34%
60085	4,907	1.41%	53,667	0.80%
46410	4,802	1.38%	23,2	0.35%
60629	4,417	1.27%	121,467	1.81%
60090	4,211	1.21%	35,509	0.53%
60586	4,146	1.19%	18,	0.28%
46307	4,036	1.16%	44,212	0.66%
60914	3,885	1.11%	12	0.18%
60623	3,819	1.09%	38,567	0.57%
60646	3,812	1.09%	26,2	0.39%
46350	3,764	1.08%	47,824	0.71%
60419	3,693	1.06%	12	0.18%
60651	3,499	1.00%	27,5	0.41%

Top-26 Employment Zip Codes: Adults 25 or older

	who Used JIFFY LUBE in the past 12 months		CHI	
60185	9,818	2.81%	33,953	0.51%
60606	6,302	1.81%	108,769	1.62%
60018	6,055	1.74%	36,300	0.54%
60641	5,835	1.67%	30,890	0.46%
60148	5,662	1.62%	27,117	0.40%
60069	5,551	1.59%	12,8	0.19%
60657	5,448	1.56%	45,704	0.68%
60607	5,294	1.52%	62,429	0.93%
60612	5,117	1.47%	45,509	0.68%
60106	5,104	1.46%	11	0.17%
60601	5,079	1.46%	87,739	1.31%
60188	4,989	1.43%	21,917	0.33%
60067	4,702	1.35%	19,02	0.28%
60611	4,368	1.25%	68,093	1.01%
60622	3,904	1.12%	22,233	0.33%
60618	3,778	1.08%	36,618	0.55%
46410	3,650	1.05%	20,289	0.30%
60441	3,637	1.04%	13,	0.20%
60623	3,567	1.02%	24,584	0.37%
60604	3,272	0.94%	21,810	0.32%
60660	3,131	0.90%	12,	0.18%
60046	3,102	0.89%	7,	0.11%
60603	3,037	0.87%	40,349	0.60%
60616	3,013	0.86%	18,38	0.27%
60201	2,877	0.82%	12,	0.19%
60914	2,792	0.80%	4,	0.07%

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CHI DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 386

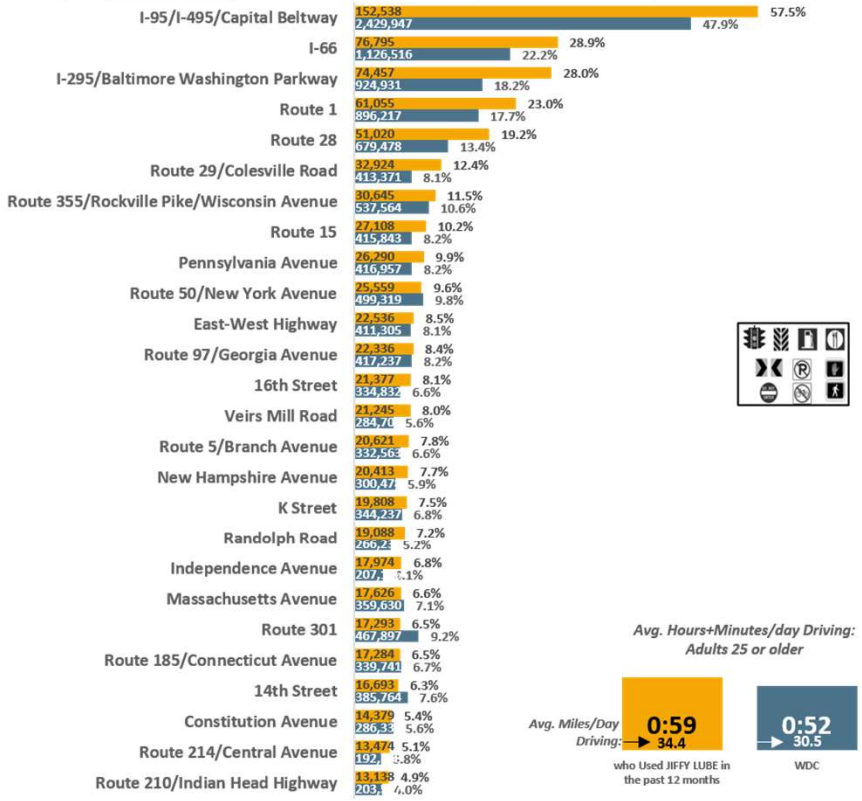
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube



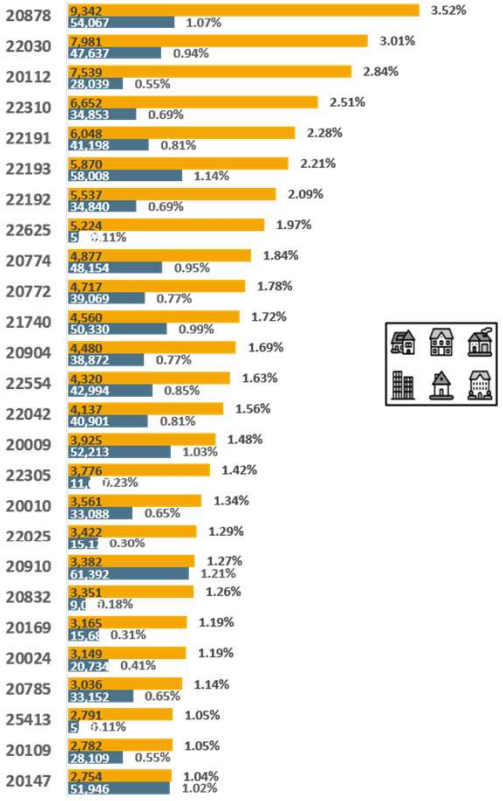
237,205 or 89.4% of Adults 25 or older who Used JIFFY LUBE in the past 12 months spend an average of 59.2 minutes per day driving an average of 34.4 miles each day and are 65.9% more likely to use Independence Avenue than the Metro average.

Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 25 or older

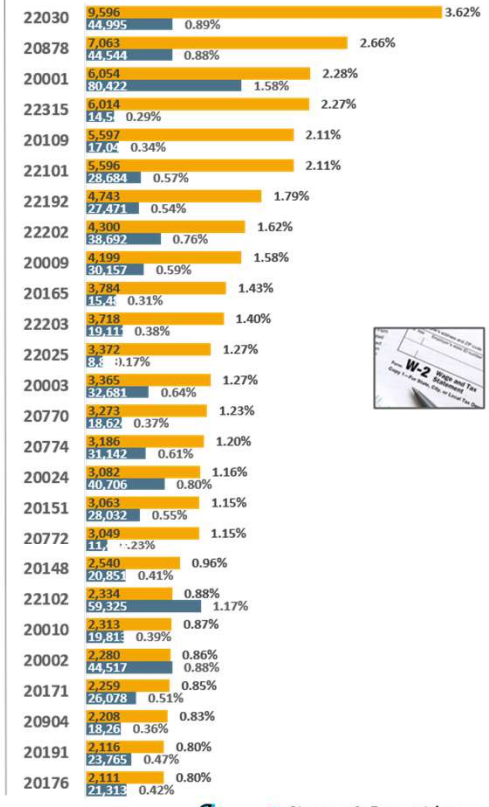


Avg. Hours+Minutes/day Driving: Adults 25 or older

Top-26 Residential Zip Codes: Adults 25 or older



Top-26 Employment Zip Codes: Adults 25 or older



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WDC DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 641

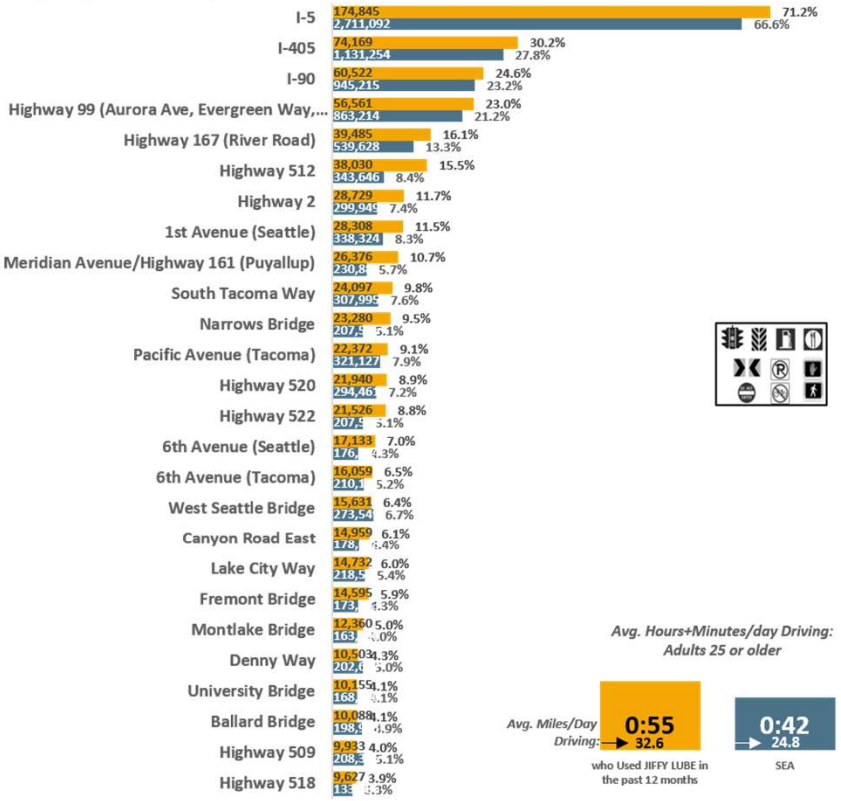
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube



233,464 or 95.% of Adults 25 or older who Used JIFFY LUBE in the past 12 months spend an average of 56. minutes per day driving an average of 32.6 miles each day and are 89.3% more likely to use Meridian Avenue/Highway 161 (Puyallup) than the Metro averag

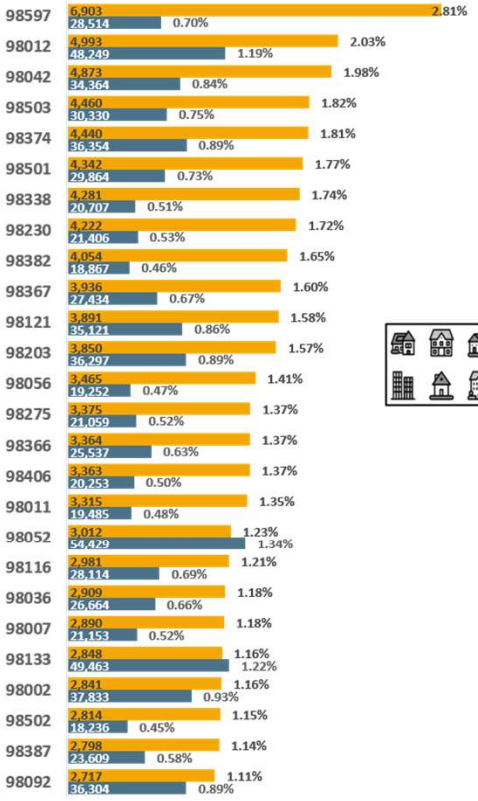
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 25 or older



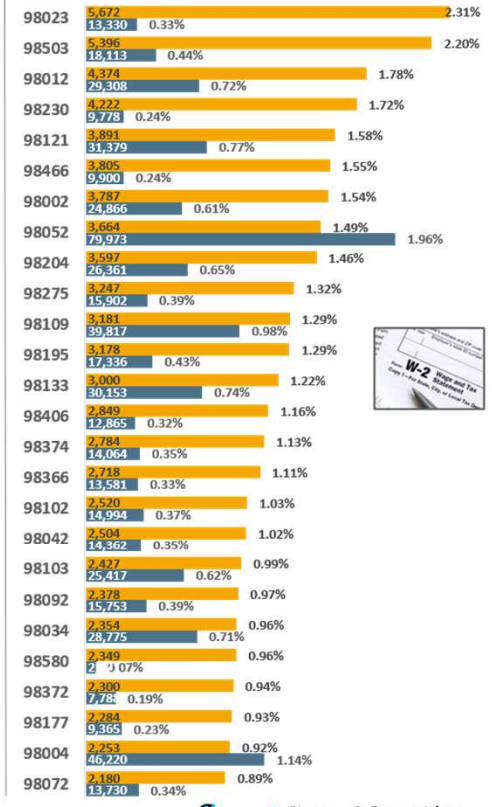
Avg. Hours+Minutes/day Driving: Adults 25 or older

Avg. Miles/Day Driving:

Top-26 Residential Zip Codes: Adults 25 or older



Top-26 Employment Zip Codes: Adults 25 or older



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SEA DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 477

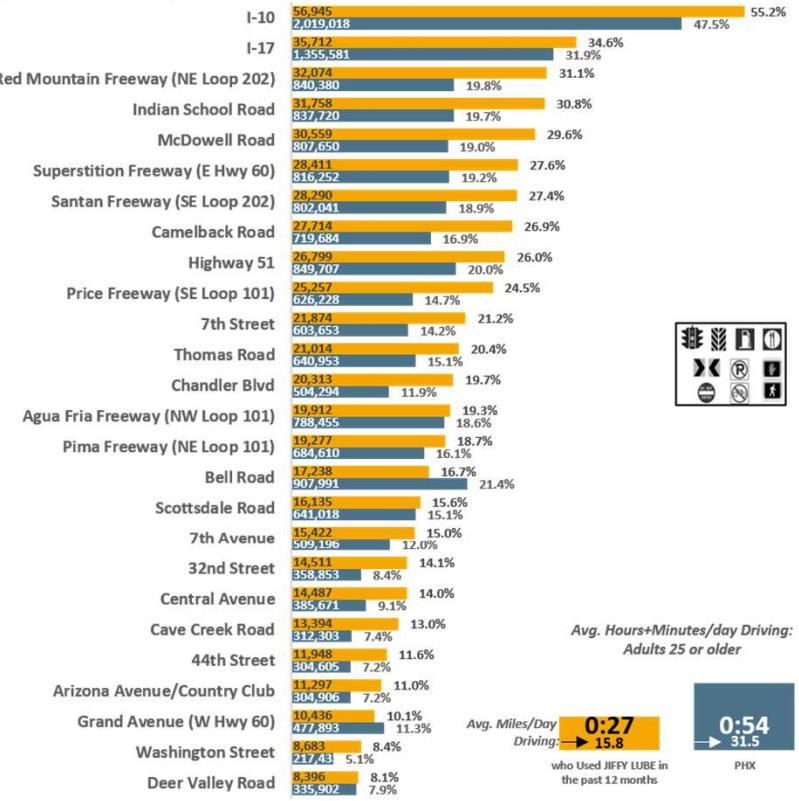
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

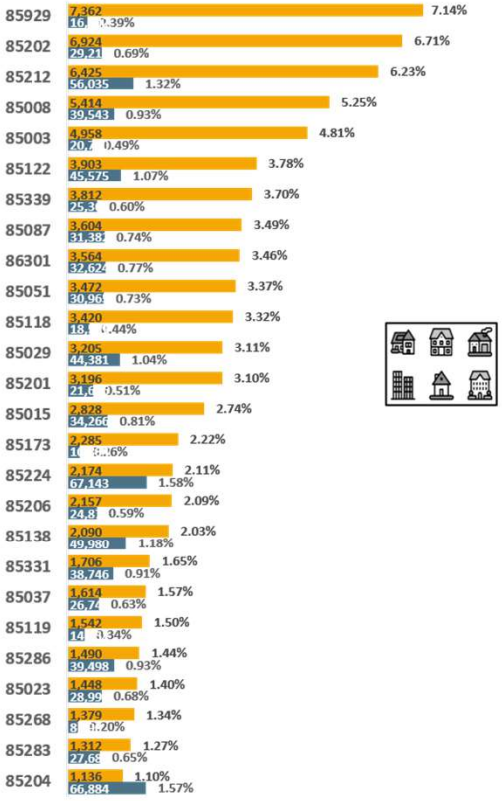


96,892 or 94.% of Adults 25 or older who Used JIFFY LUBE in the past 12 months spend an average of 27.1 minutes per day driving an average of 15.8 miles each day and are 66.6% more likely to use 32nd Street than the Metro average.

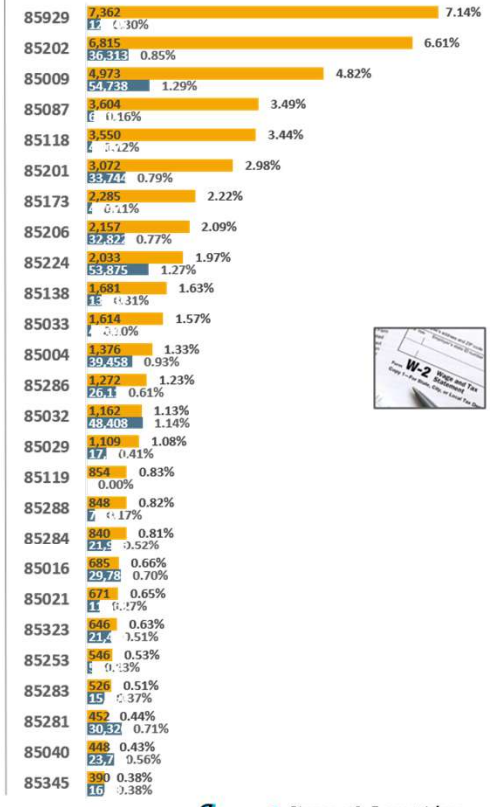
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 25 or older



Top-26 Residential Zip Codes: Adults 25 or older



Top-26 Employment Zip Codes: Adults 25 or older



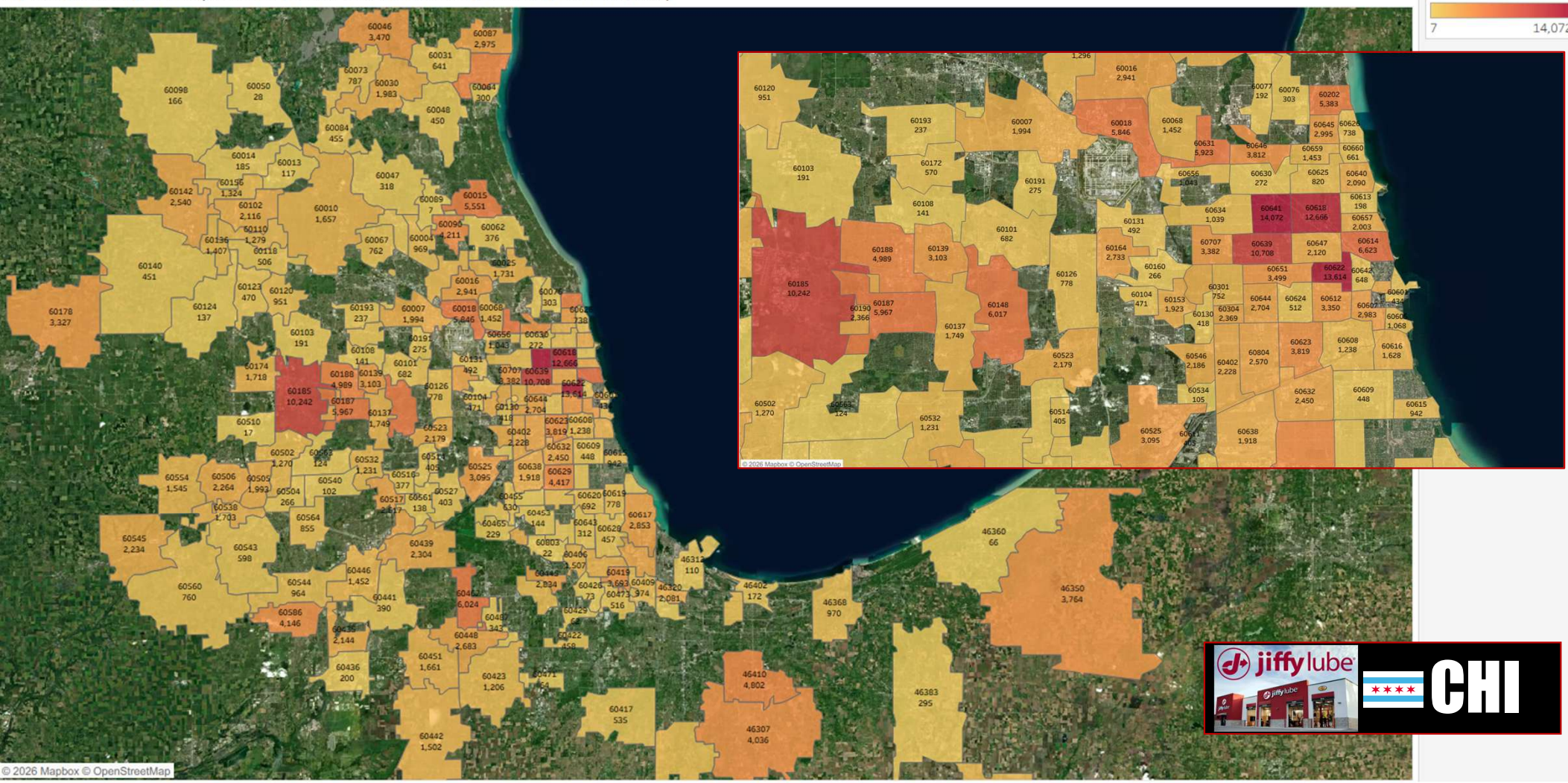
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PHX DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 151

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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

Top Residential Zip Codes: (Adults 25 or older who Used JIFFY LUBE in the past 12 months)

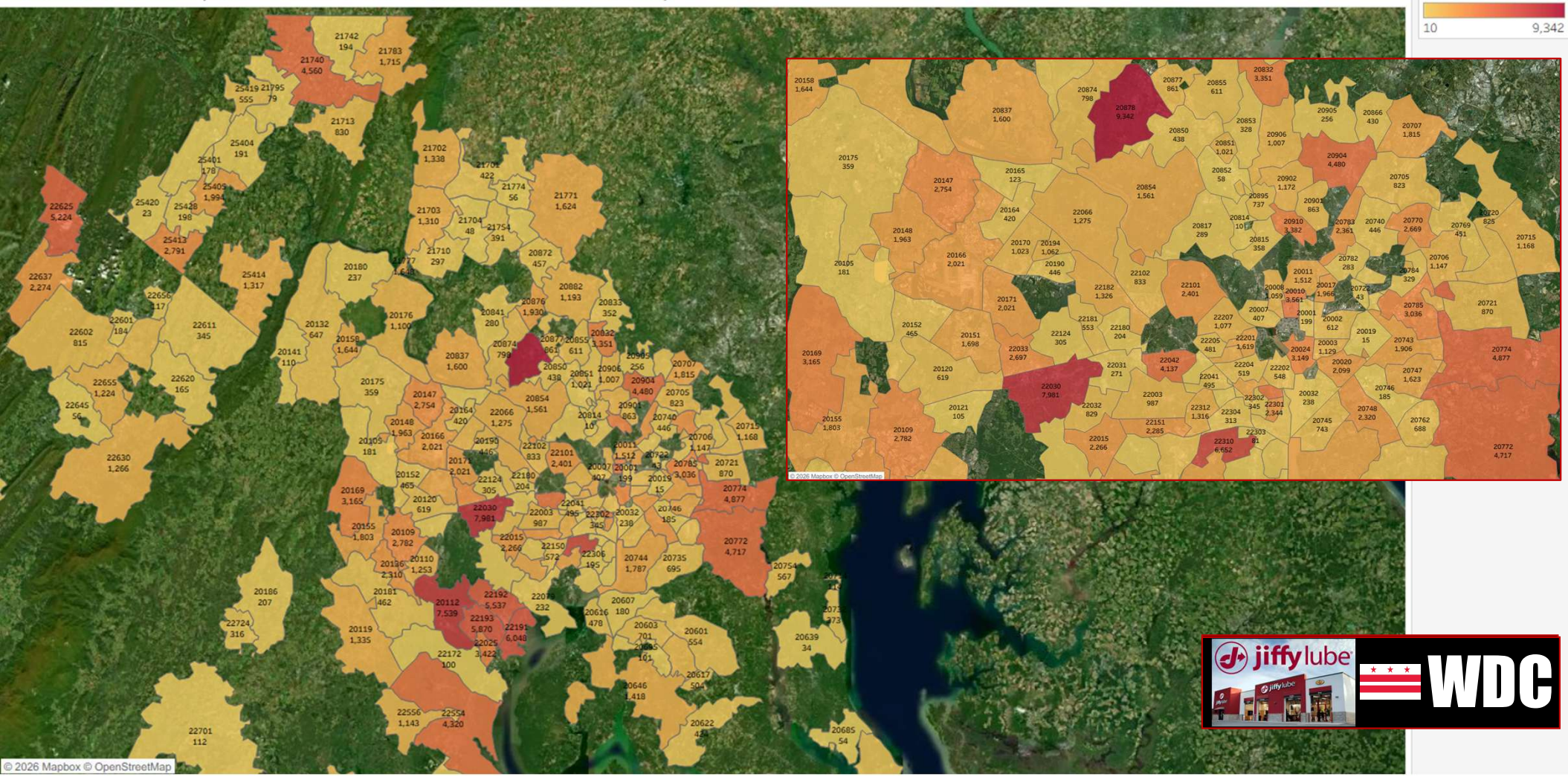


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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

Top Residential Zip Codes: (Adults 25 or older who Used JIFFY LUBE in the past 12 months)

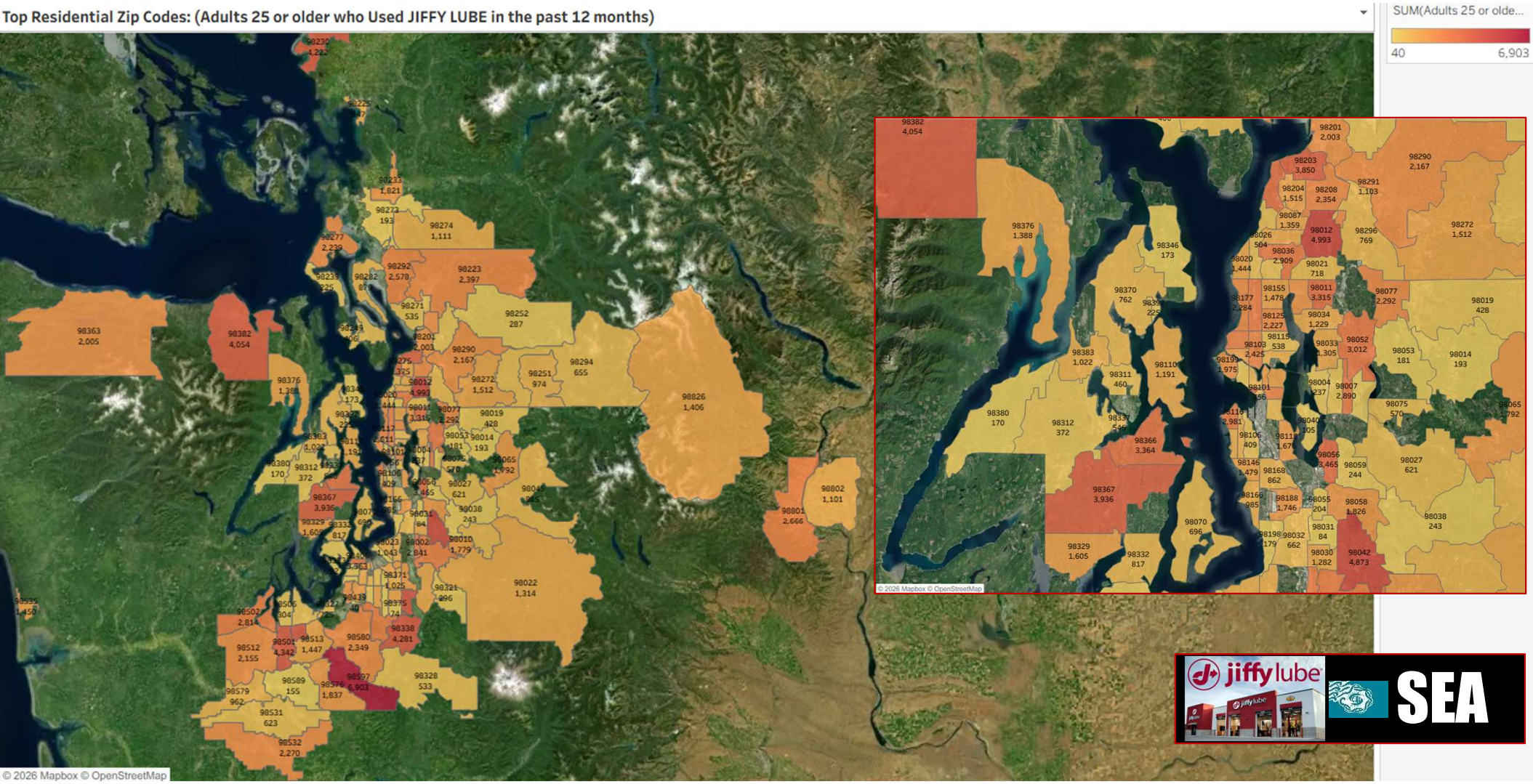


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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

Top Residential Zip Codes: (Adults 25 or older who Used JIFFY LUBE in the past 12 months)

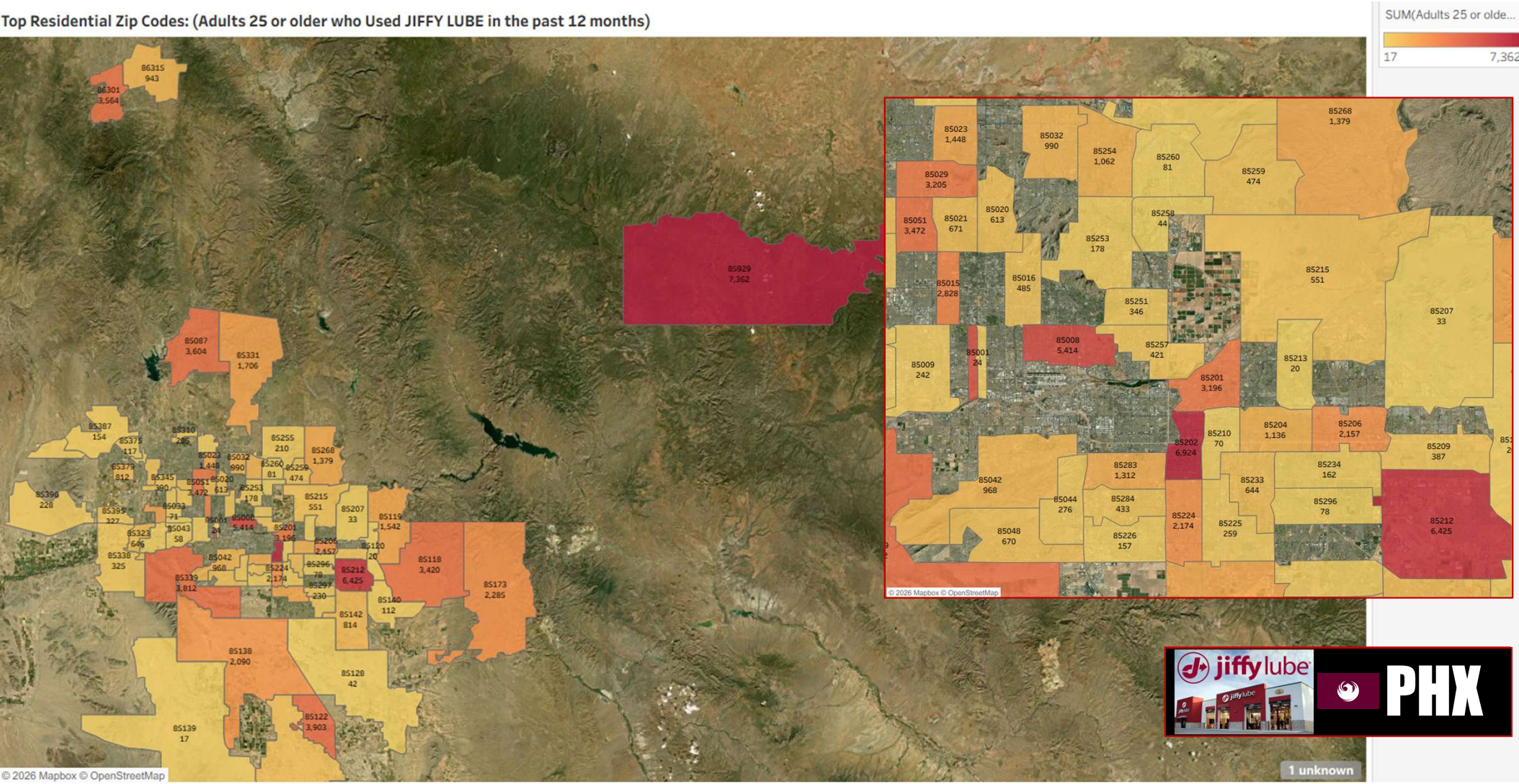


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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

Top Residential Zip Codes: (Adults 25 or older who Used JIFFY LUBE in the past 12 months)

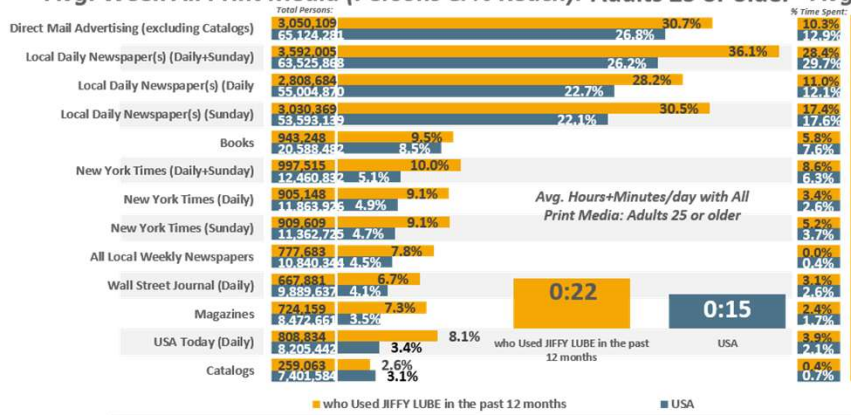


Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

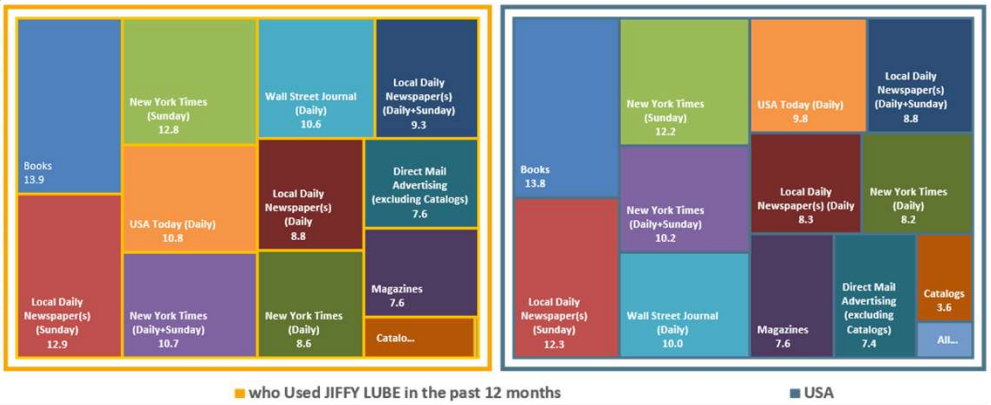


3,592,005 or 36.1% of Adults 25 or older who Used JIFFY LUBE in the past 12 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.3 minutes every day representing 30.1% of all time spent daily with All forms of Print Media.

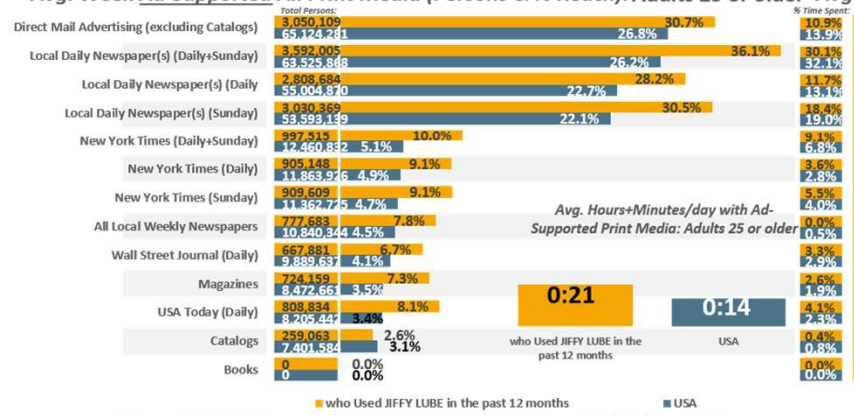
Avg. Week All Print Media (Persons & % Reach): Adults 25 or older



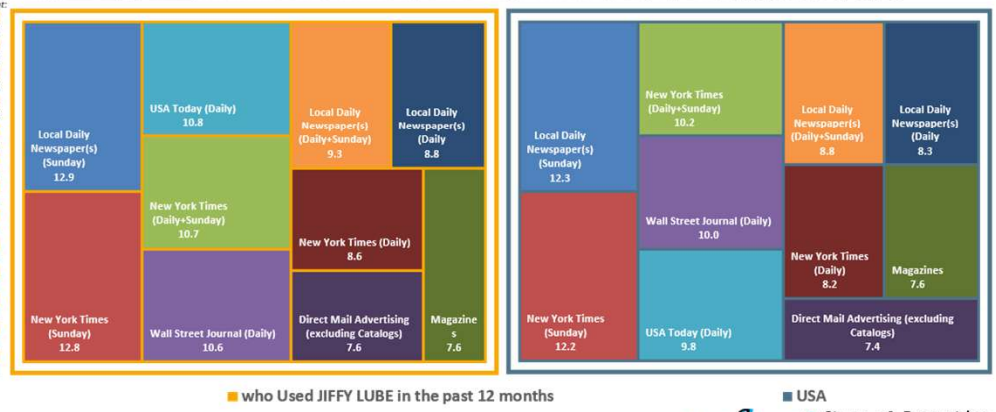
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 or older



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



USA USA Projection Scarborough R2 2025-26: Feb24-Aug26 Qual Intab 2,105

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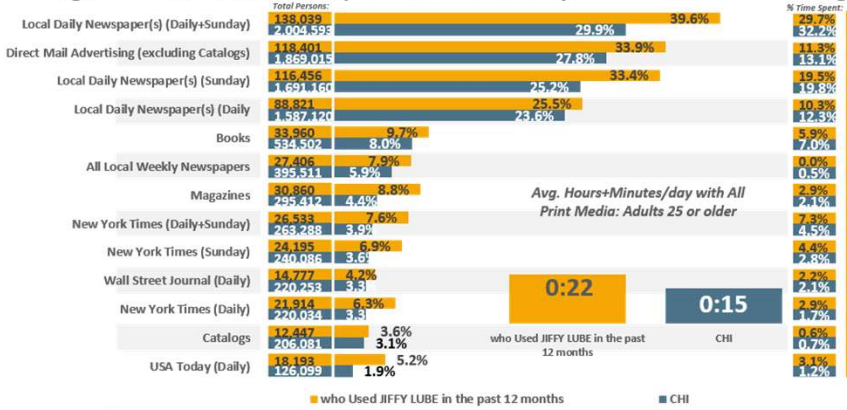
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

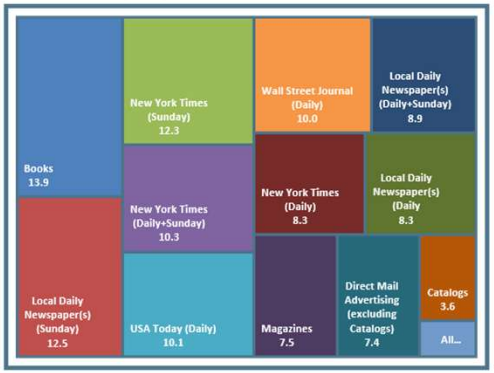


138,039 or 39.6% of Adults 25 or older who Used JIFFY LUBE in the past 12 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.5 minutes every day representing 31.6% of all time spent daily with All forms of Print Media.

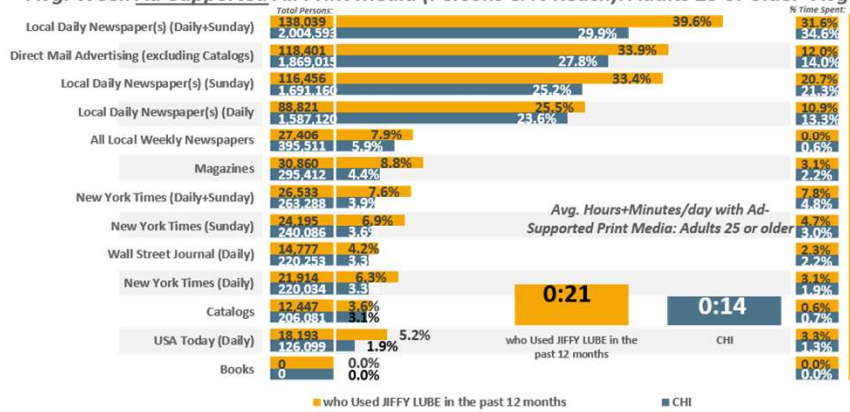
Avg. Week All Print Media (Persons & % Reach): Adults 25 or older

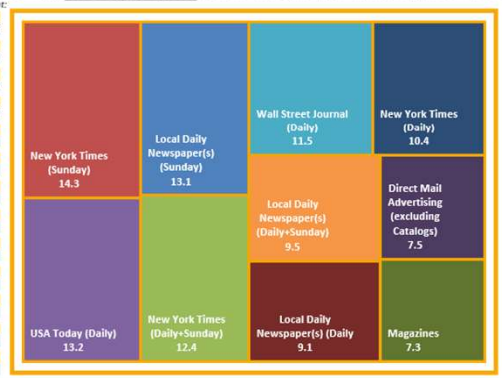


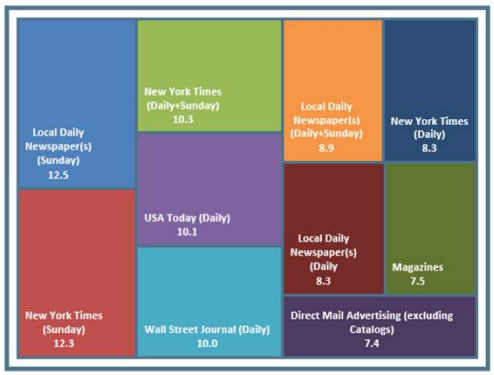




Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 or older







CHI DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 386

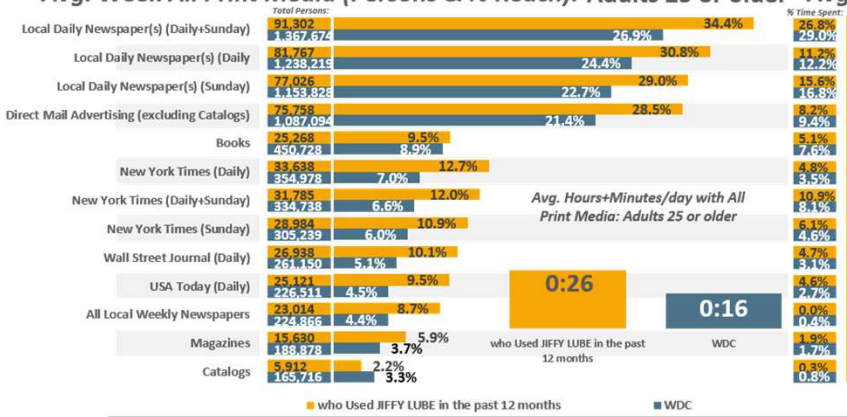
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

91,302 or 34.4% of Adults 25 or older who Used JIFFY LUBE in the past 12 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.3 minutes every day representing 28.2% of all time spent daily with All forms of Print Media.

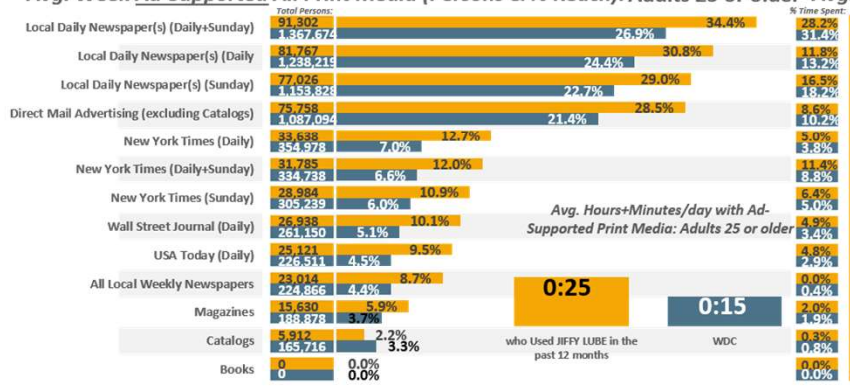
Avg. Week All Print Media (Persons & % Reach): Adults 25 or older



Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 or older



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



WDC DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 641

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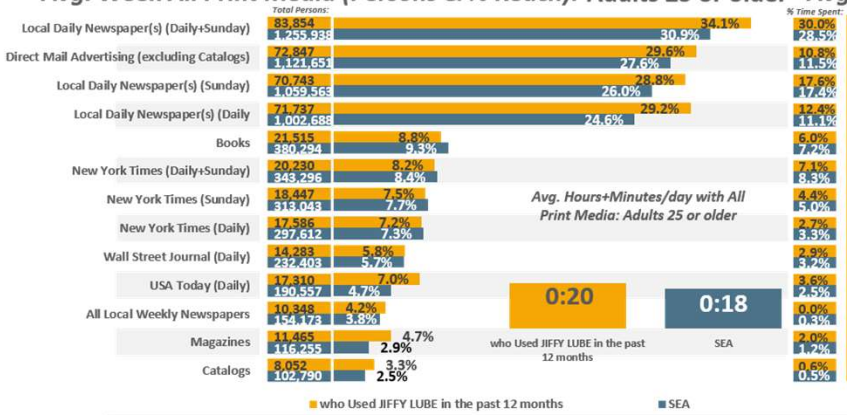
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube



83,854 or 34.1% of Adults 25 or older who Used JIFFY LUBE in the past 12 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.1 minutes every day representing 31.9% of all time spent daily with All forms of Print Media.

Avg. Week All Print Media (Persons & % Reach): Adults 25 or older

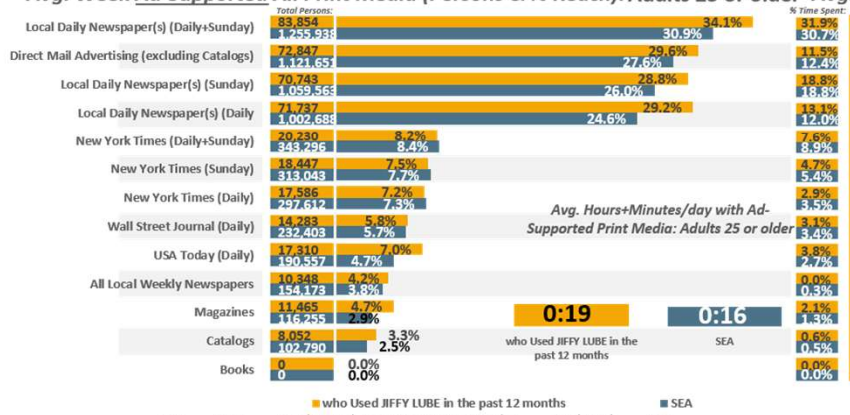


Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older

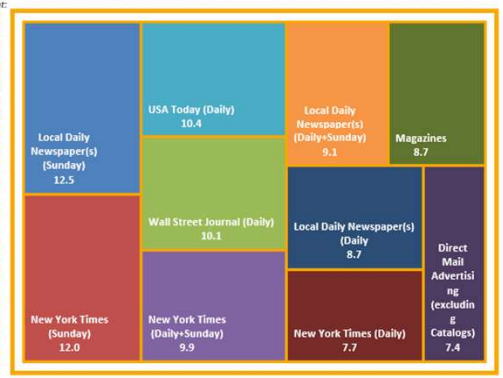


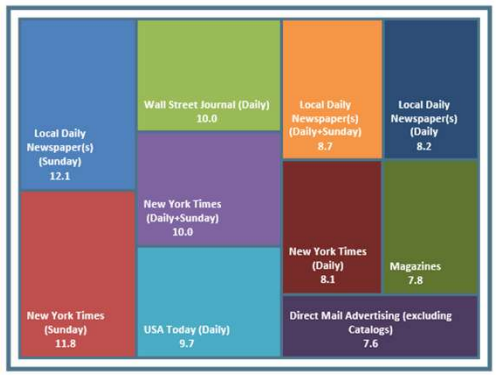


Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 or older



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older





SEA DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 477

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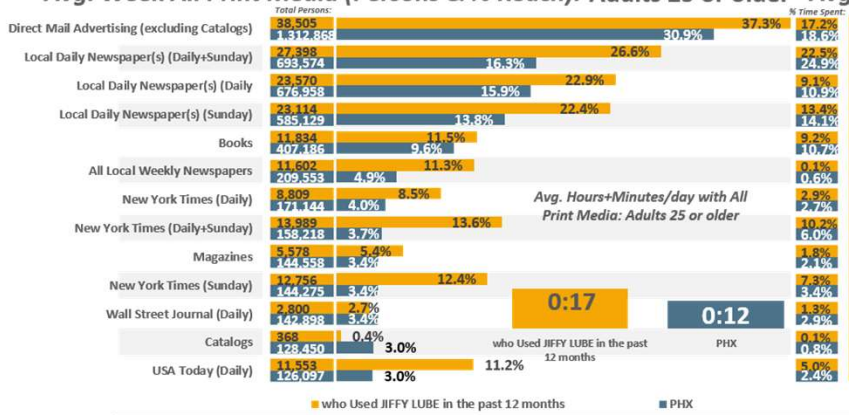
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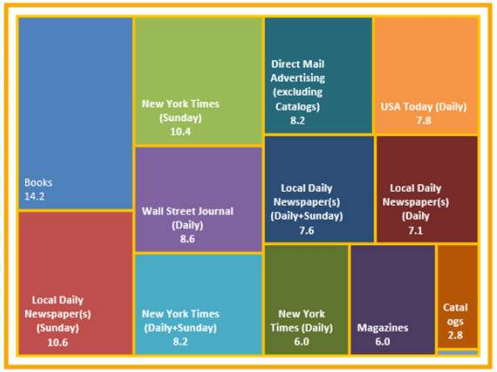
Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

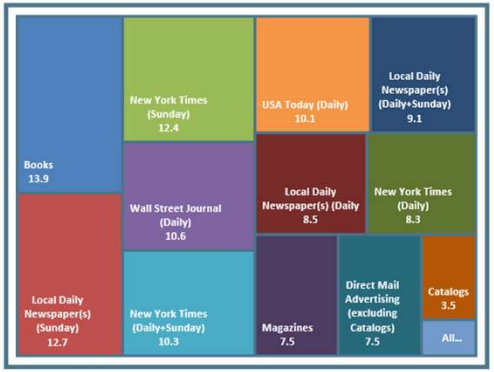


27,398 or 26.6% of Adults 25 or older who Used JIFFY LUBE in the past 12 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.6 minutes every day representing 24.8% of all time spent daily with All forms of Print Media.

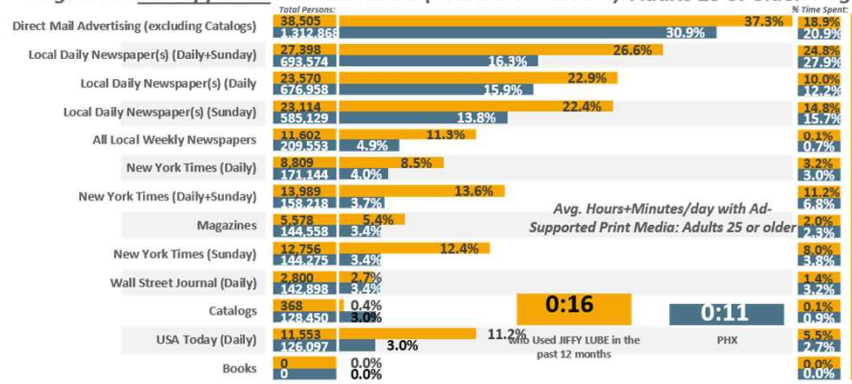
Avg. Week All Print Media (Persons & % Reach): Adults 25 or older

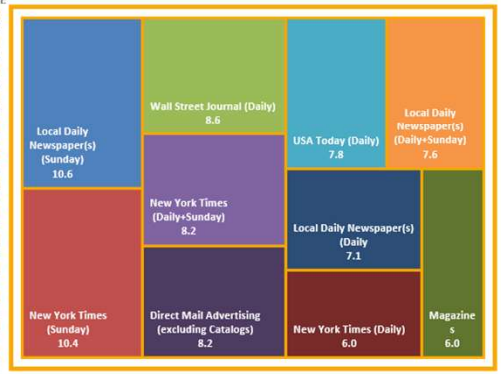


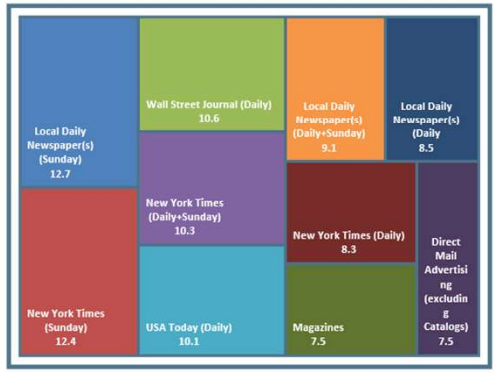




Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 or older







PHX DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 151

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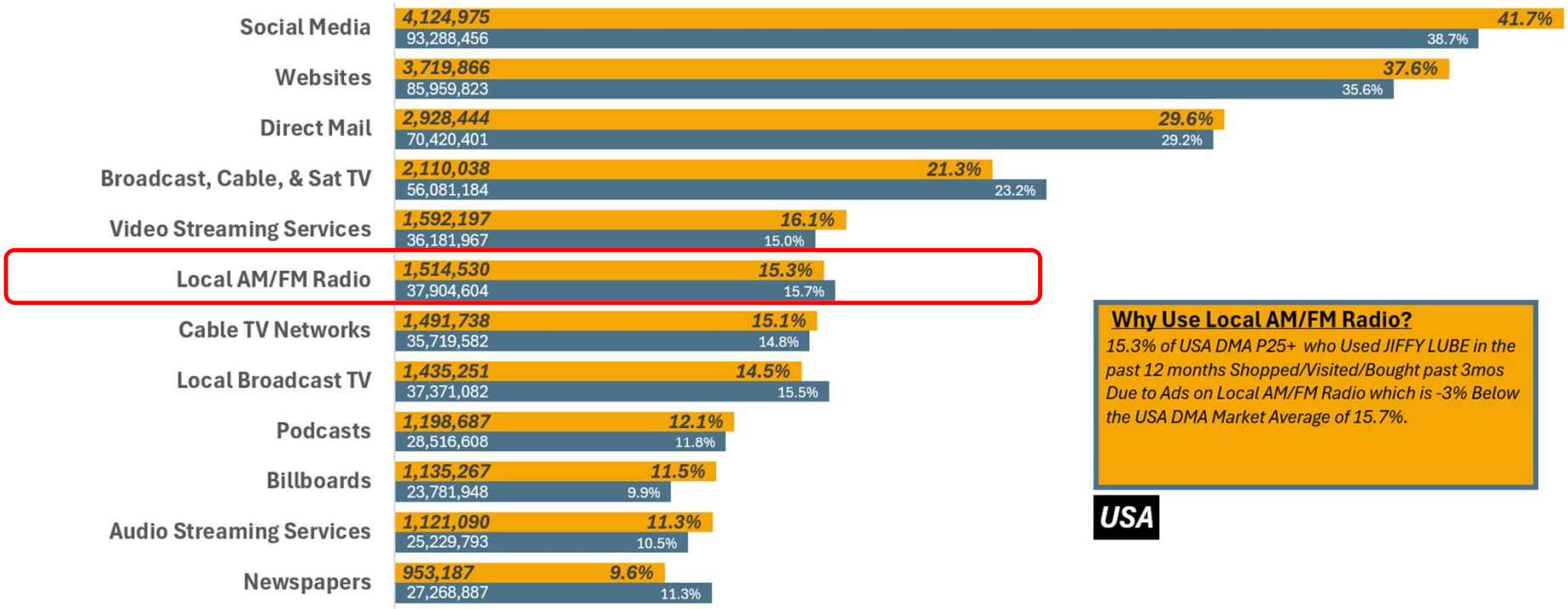
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube



"Advertising Actions"

P25+ who Used JIFFY LUBE in the past 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

15.3% of USA DMA P25+ who Used JIFFY LUBE in the past 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -3% Below the USA DMA Market Average of 15.7%.

USA

USA DMA Scarborough R2 2025-26: Feb24-Jul26 Qual Intab: 2105

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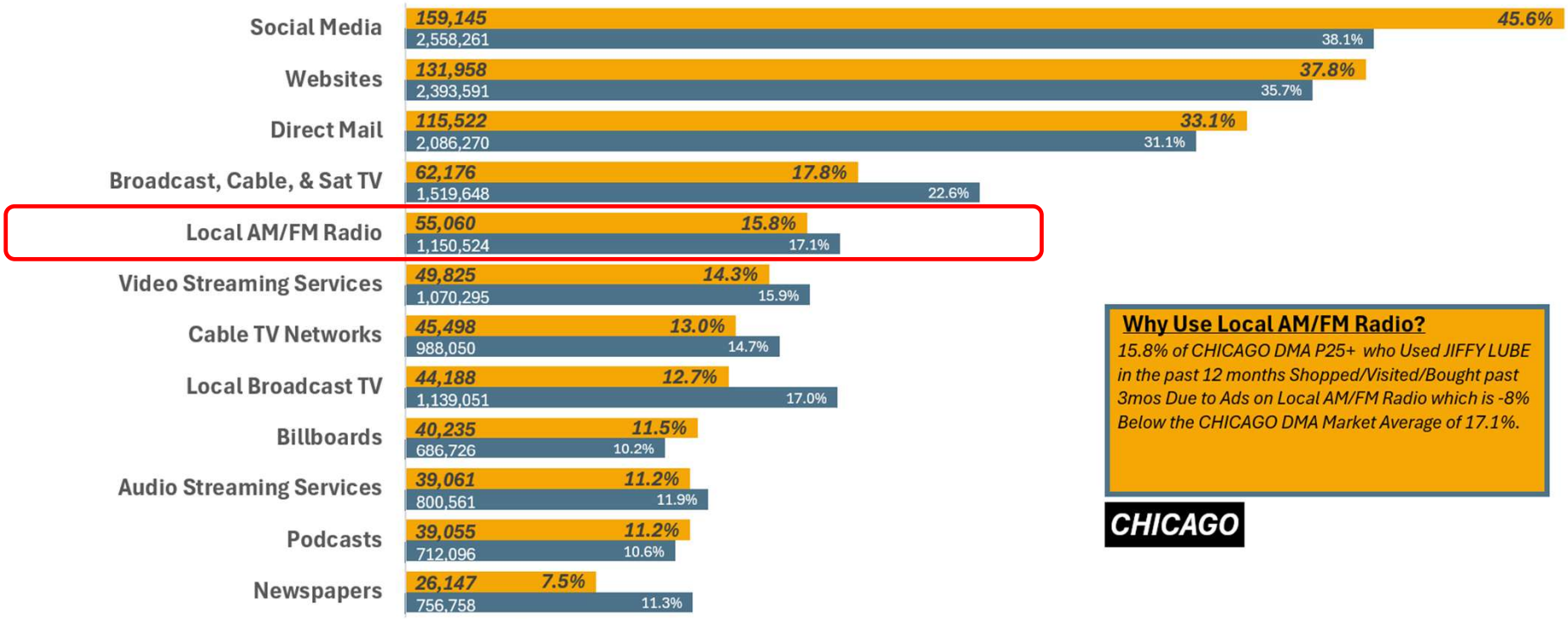
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube



"Advertising Actions"

P25+ who Used JIFFY LUBE in the past 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

15.8% of CHICAGO DMA P25+ who Used JIFFY LUBE in the past 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -8% Below the CHICAGO DMA Market Average of 17.1%.

CHICAGO

CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 / Scarborough R1 2025: Feb24-Feb25 Qual Intab: 386

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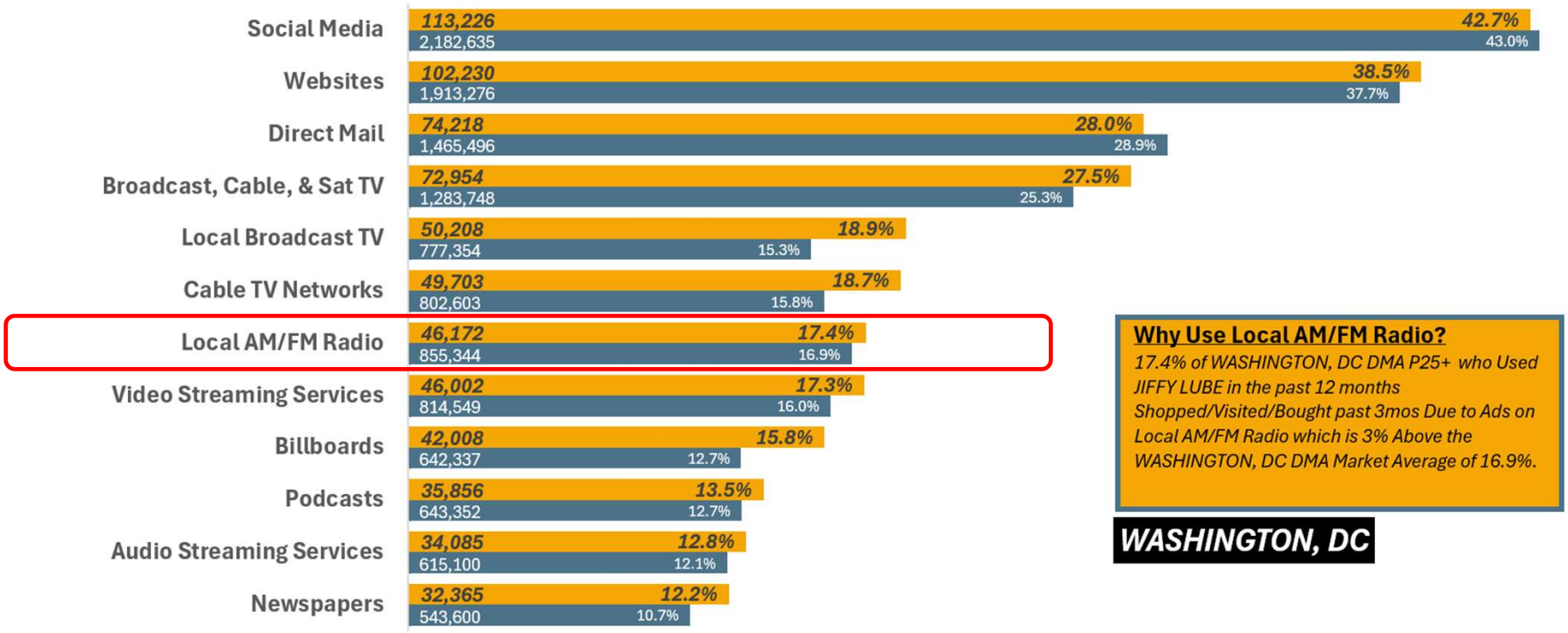
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube



"Advertising Actions"

P25+ who Used JIFFY LUBE in the past 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

17.4% of WASHINGTON, DC DMA P25+ who Used JIFFY LUBE in the past 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 3% Above the WASHINGTON, DC DMA Market Average of 16.9%.

WASHINGTON, DC

WASHINGTON, DC DMA Scarborough R1 2025-26: Mar24-Mar26 Qual Intab: 641

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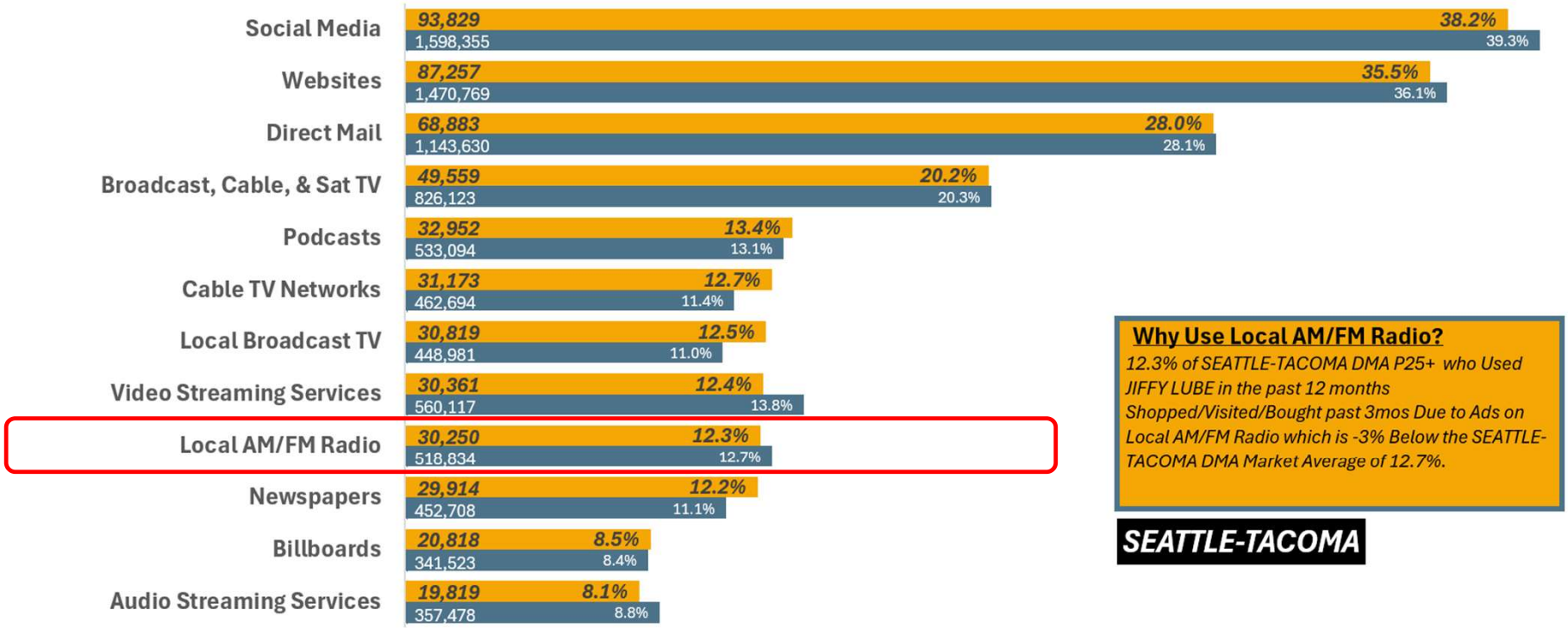
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube



"Advertising Actions"

P25+ who Used JIFFY LUBE in the past 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

12.3% of SEATTLE-TACOMA DMA P25+ who Used JIFFY LUBE in the past 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -3% Below the SEATTLE-TACOMA DMA Market Average of 12.7%.

SEATTLE-TACOMA

SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 / Scarborough R1 2025: Feb24-Feb25 Qual Intab: 477

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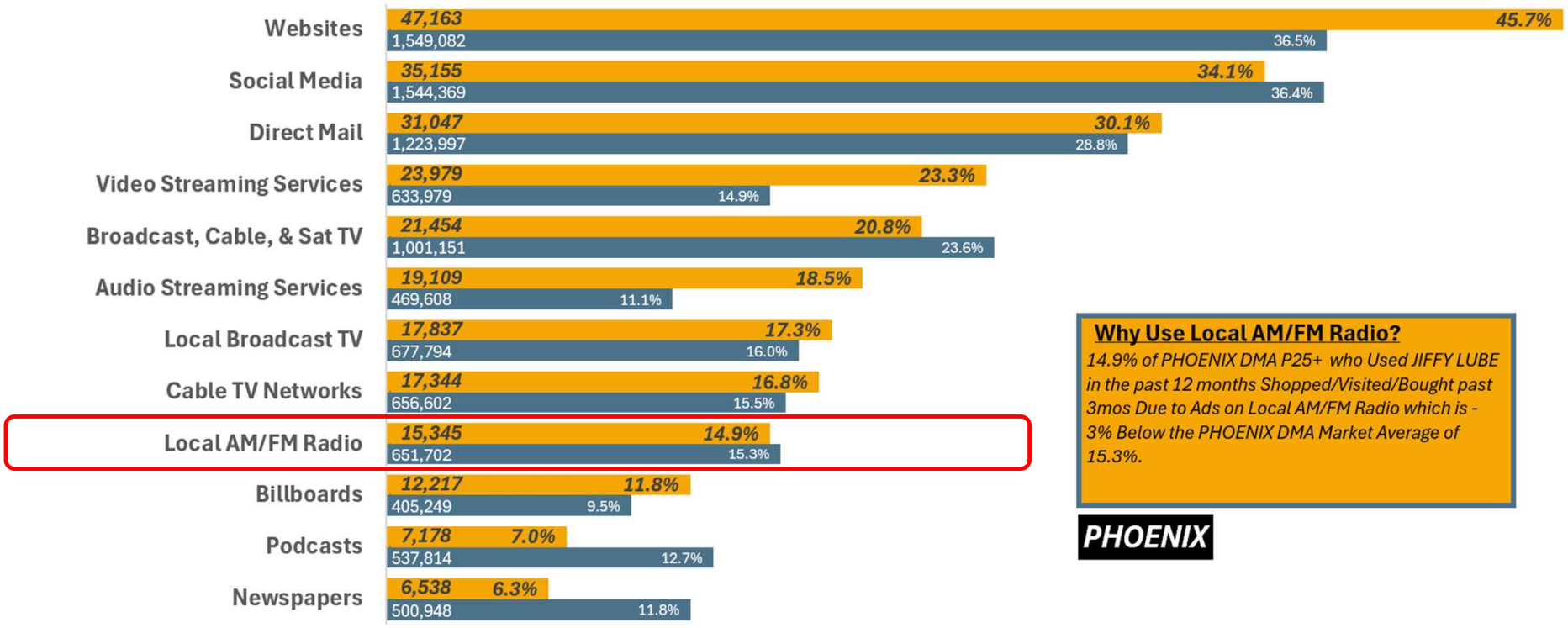
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube



"Advertising Actions"

P25+ who Used JIFFY LUBE in the past 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

14.9% of PHOENIX DMA P25+ who Used JIFFY LUBE in the past 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -3% Below the PHOENIX DMA Market Average of 15.3%.

PHOENIX

PHOENIX DMA Scarborough R2 2026: Aug25-Jul26 / Scarborough R2 2025: Aug24-Jul25 Qual Intab: 151

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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube