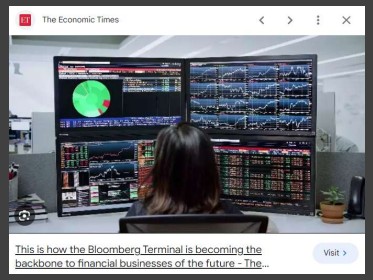
USA+4 DMAs – P25-64 who Participated in Company Purchasing Decisions for OVERNIGHT DELIVERY SERVICES in the past 12 months!

Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of **USA, CHICAGO, WASHINGTON, DC, SEATTLE-TACOMA and PHOENIX DMA P18+ who Participated in Company Purchasing Decisions for OVERNIGHT DELIVERY SERVICES in the past 12 months** as of March 31, 2025.





USA

CHI

WDC

SEA

PHX

P25-64

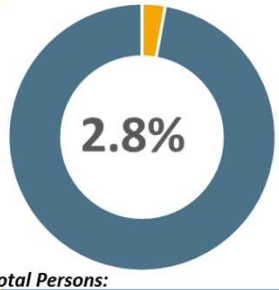
Vanguard BlackRock

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

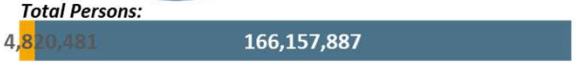
Company purchasing decisions participated in past 12 months: Overnight delivery services

2.8% or 4,820,481 of USA Adults 25 - 64 Participated in Company Decisions for Overnight Delivery Services. Typical Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services are 45. years old (.2% older than average) and have a $127,669 (27.1% higher than average) annual household income.

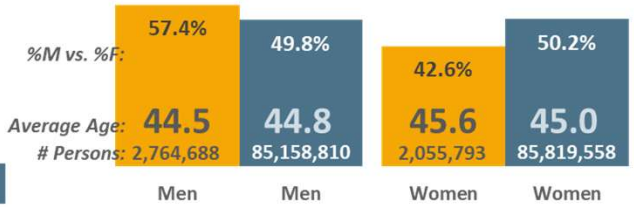
Percent of Market: Adults 25 - 64



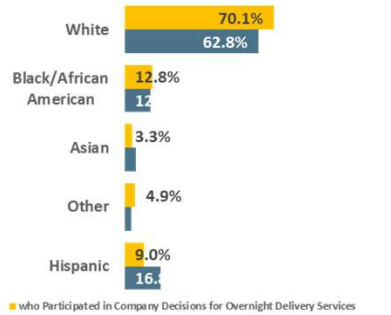
Total Persons:



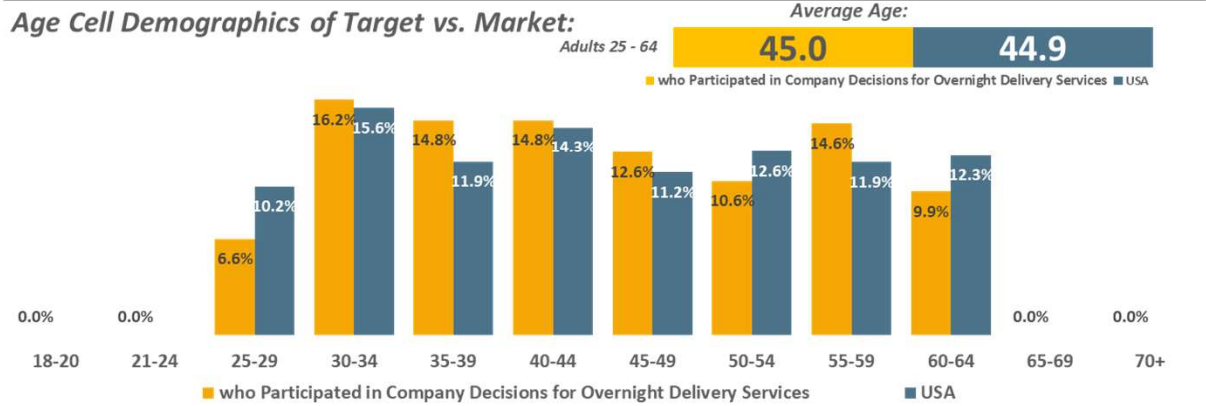
Gender of Target vs. Market: Adults 25 - 64



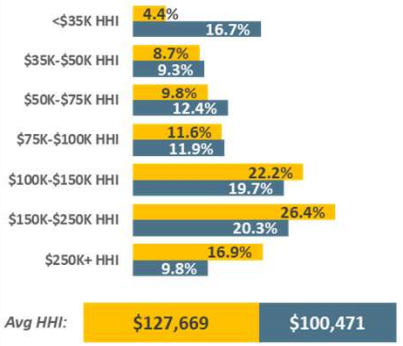
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 618

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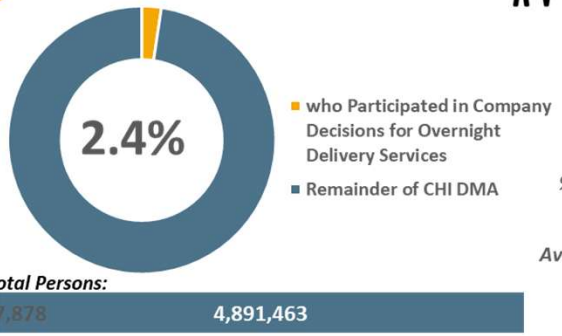
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

Company purchasing decisions participated in past 12 months: Overnight delivery services

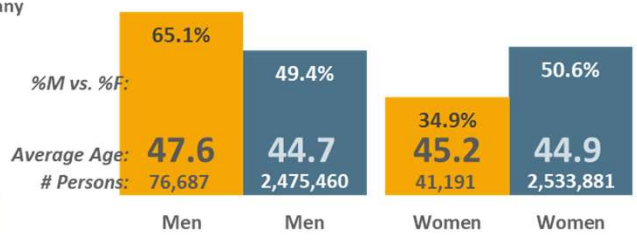


2.4% or 117,878 of CHI DMA Adults 25 - 64 Participated in Company Decisions for Overnight Delivery Services. Typical Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services are 46.8 years old (4.3% older than average) and have a $139,205 (21.5% higher than average) annual household income.

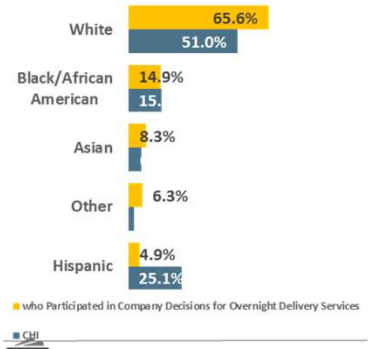
Percent of Market: Adults 25 - 64



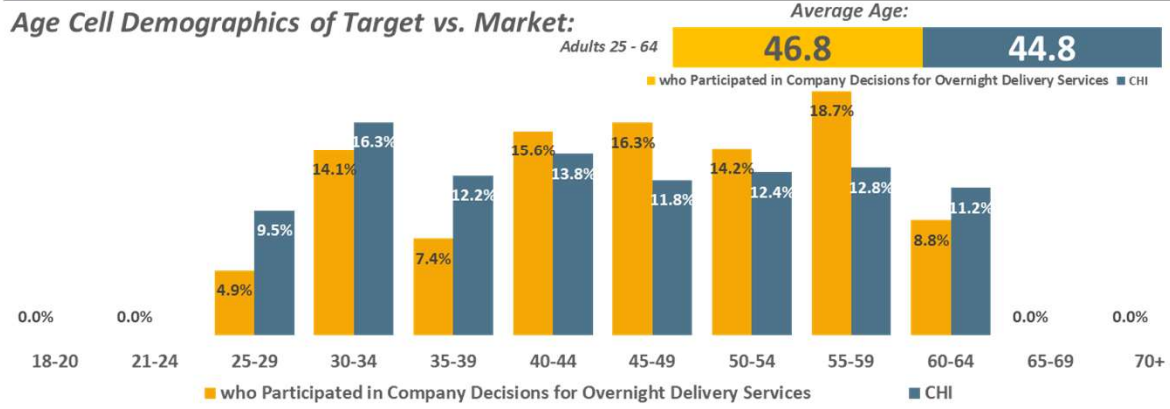
Gender of Target vs. Market: Adults 25 - 64



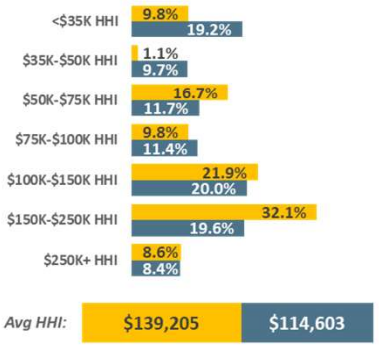
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



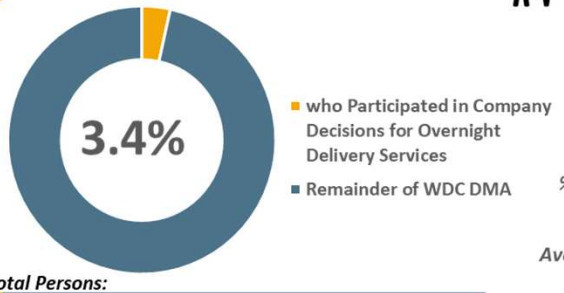
CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 113

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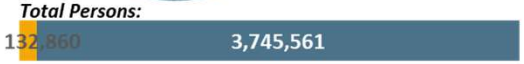
Company purchasing decisions participated in past 12 months: Overnight delivery services

3.4% or 132,860 of WDC DMA Adults 25 - 64 Participated in Company Decisions for Overnight Delivery Services. Typical Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services are 44.3 years old (.9% younger than average) and have a $166,592 (17.% higher than average) annual household income.

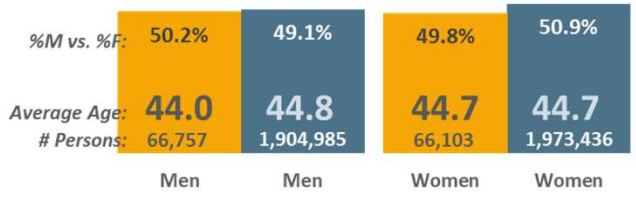
Percent of Market: Adults 25 - 64



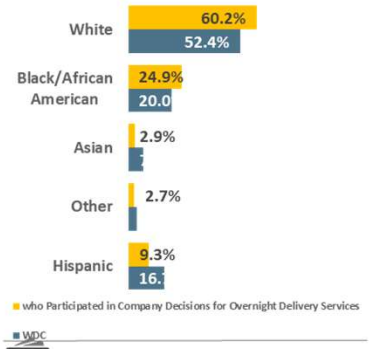
Total Persons:



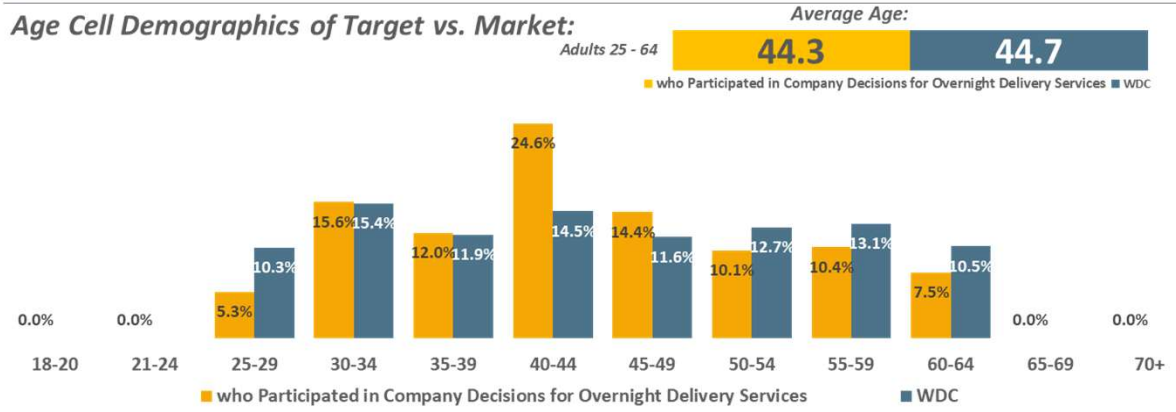
Gender of Target vs. Market: Adults 25 - 64



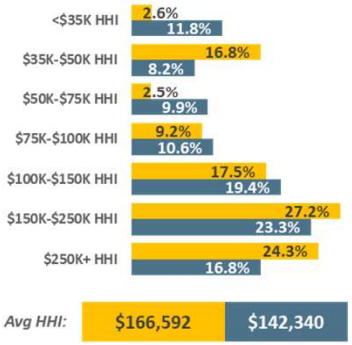
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



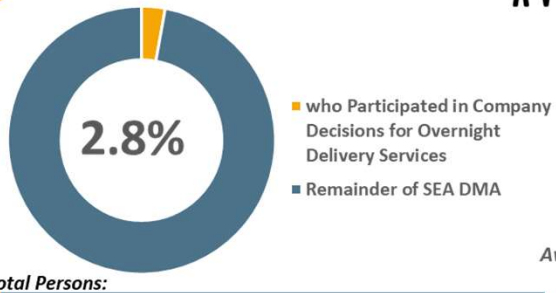
WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 156

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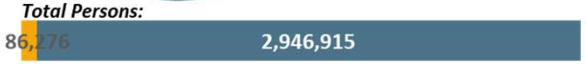
Company purchasing decisions participated in past 12 months: Overnight delivery services

2.8% or 86,276 of SEA DMA Adults 25 - 64 Participated in Company Decisions for Overnight Delivery Services. Typical Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services are 41.7 years old (6.% younger than average) and have a $136,042 (5.7% higher than average) annual household income.

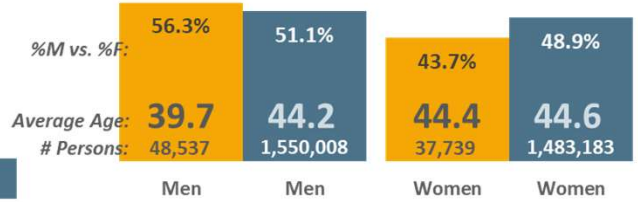
Percent of Market: Adults 25 - 64



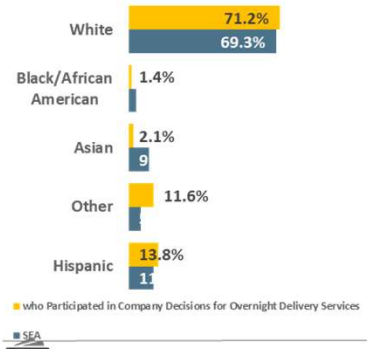
Total Persons:



Gender of Target vs. Market: Adults 25 - 64

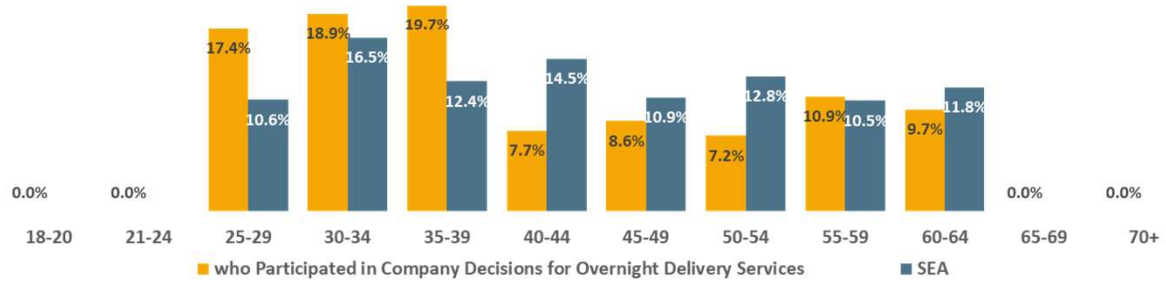


Ethnicity of Target vs. Market:

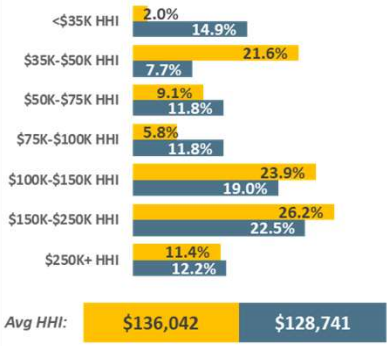


Age Cell Demographics of Target vs. Market:





HHI of Target vs. Market:



Avg HHI: $136,042 | $128,741

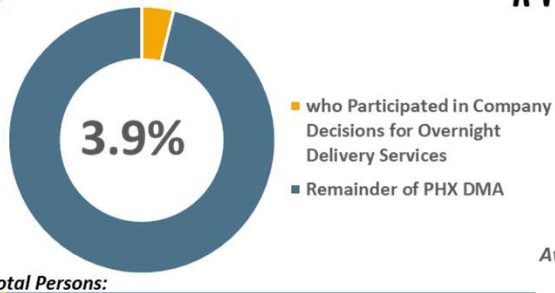
SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 90

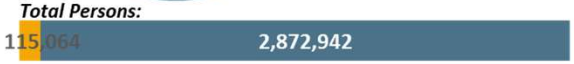
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Company purchasing decisions participated in past 12 months: Overnight delivery services

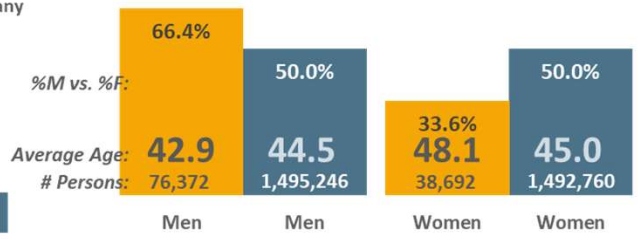
3.9% or 115,064 of PHX DMA Adults 25 - 64 Participated in Company Decisions for Overnight Delivery Services. Typical Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services are 44.6 years old (.2% younger than average) and have a $164,991 (48.7% higher than average) annual household income.

Percent of Market: Adults 25 - 64

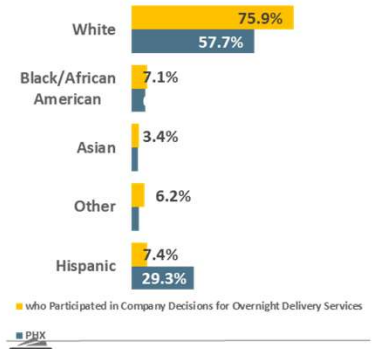




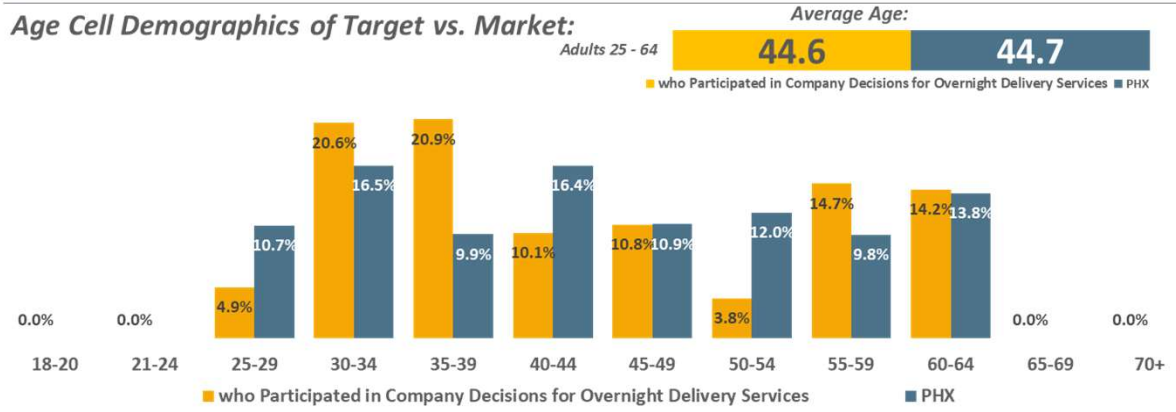
Gender of Target vs. Market: Adults 25 - 64



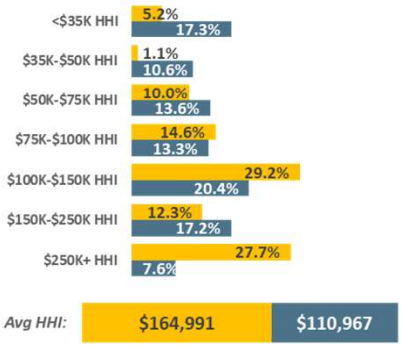
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 69

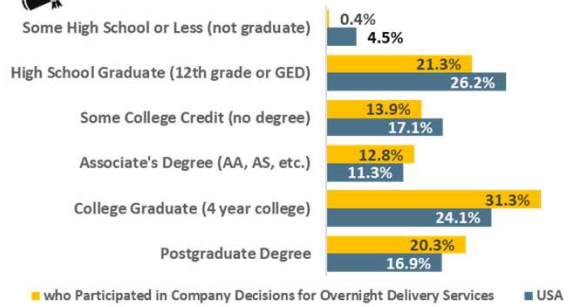
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Company purchasing decisions participated in past 12 months: Overnight delivery services

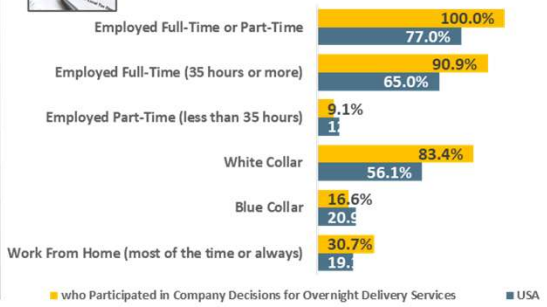


2.8% or 4,820,481 of USA Adults 25 - 64 Participated in Company Decisions for Overnight Delivery Services. Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services are 25.9% more likely to be a college graduate, 39.9% more likely to work full-time, 6.2% more likely to be married, 9.8% less likely to be a parent of 1 or more children

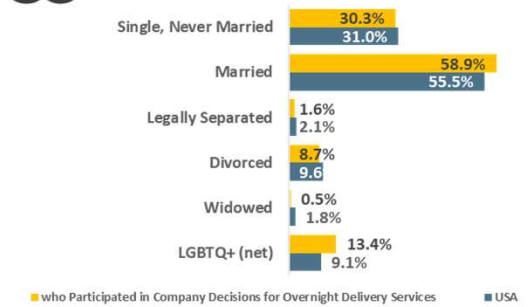
Education Levels: Adults 25 - 64



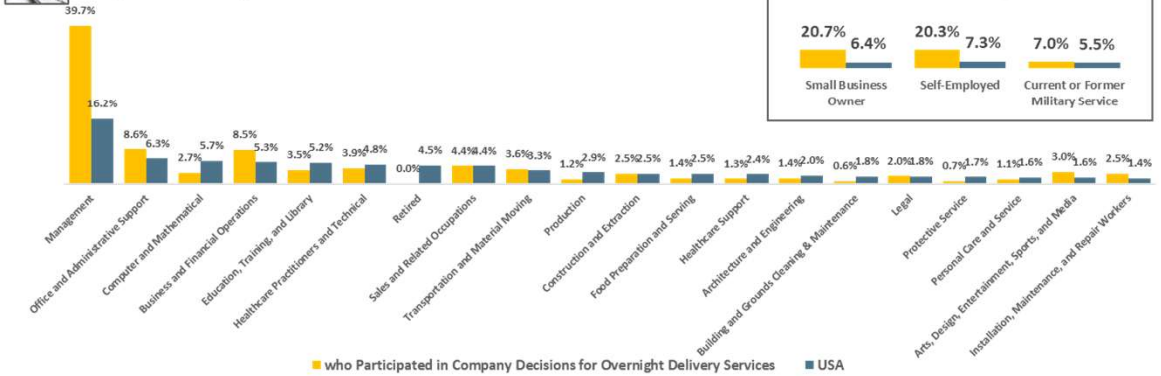
Employment: Adults 25 - 64



Marital Status: Adults 25 - 64

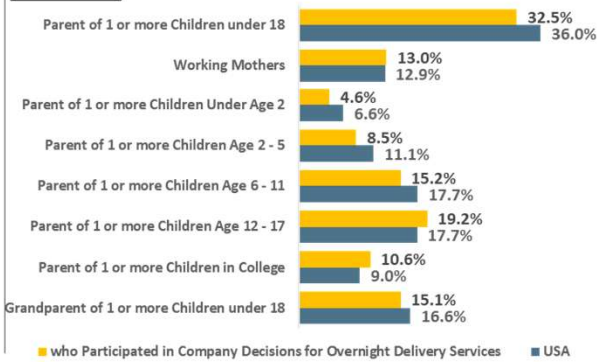


Top-20 Occupations: Adults 25 - 64



Entrepreneurs/Military Experience

Stage in Life: Adults 25 - 64



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 618

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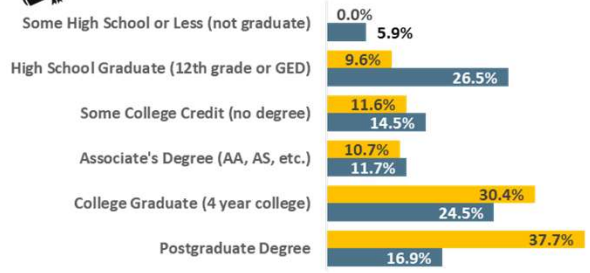
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

Company purchasing decisions participated in past 12 months: Overnight delivery services

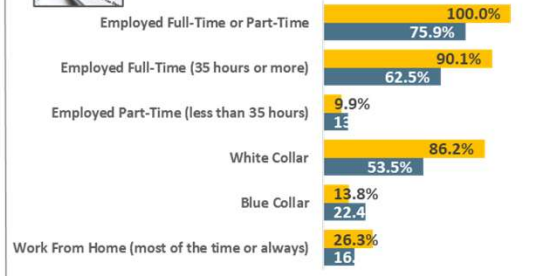


2.4% or 117,878 of CHI DMA Adults 25 - 64 Participated in Company Decisions for Overnight Delivery Services. Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services are 64.5% more likely to be a college graduate, 44.1% more likely to work full-time, 8.6% more likely to be married, 17.9% less likely to be a parent of 1 or more childre

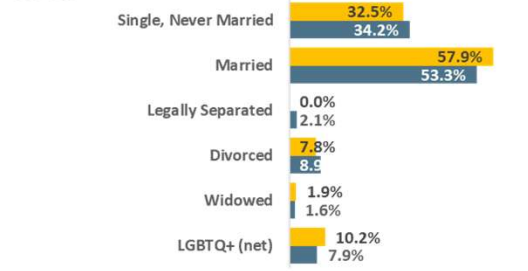
Education Levels: Adults 25 - 64



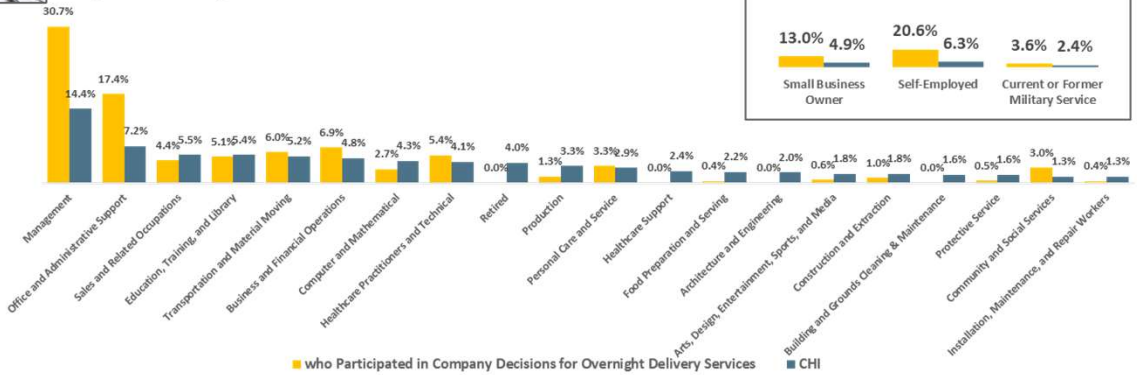
Employment: Adults 25 - 64



Marital Status: Adults 25 - 64

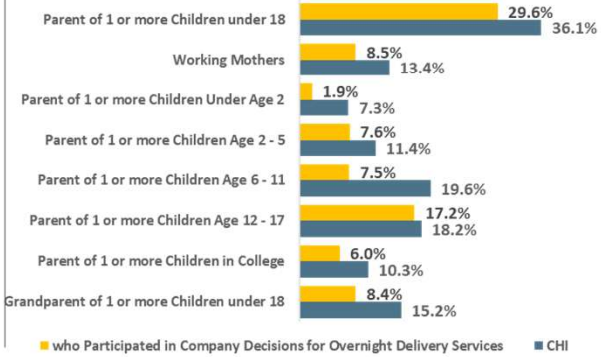


Top-20 Occupations: Adults 25 - 64



Entrepreneurs/Military Experience

Stage in Life: Adults 25 - 64



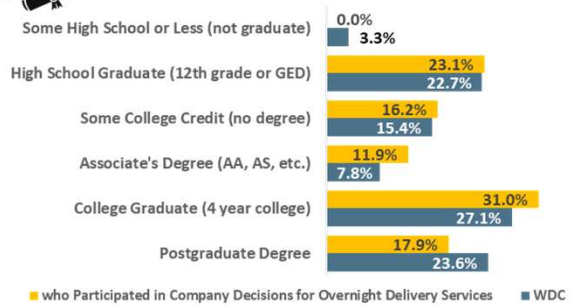
CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 113

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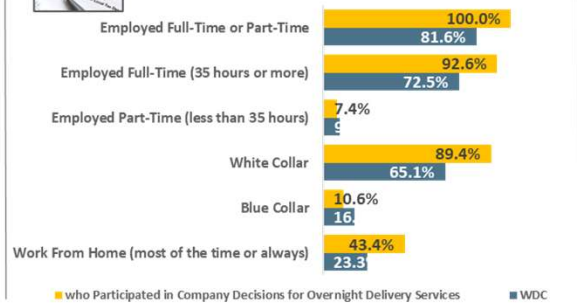
Company purchasing decisions participated in past 12 months: Overnight delivery services

3.4% or 132,860 of WDC DMA Adults 25 - 64 Participated in Company Decisions for Overnight Delivery Services. Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services are 3.7% less likely to be a college graduate, 27.7% more likely to work full-time, 7.6% more likely to be married, 8.1% less likely to be a parent of 1 or more children

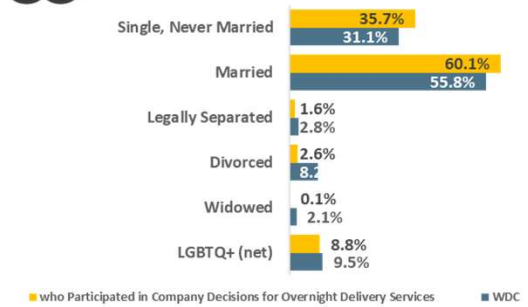
Education Levels: Adults 25 - 64



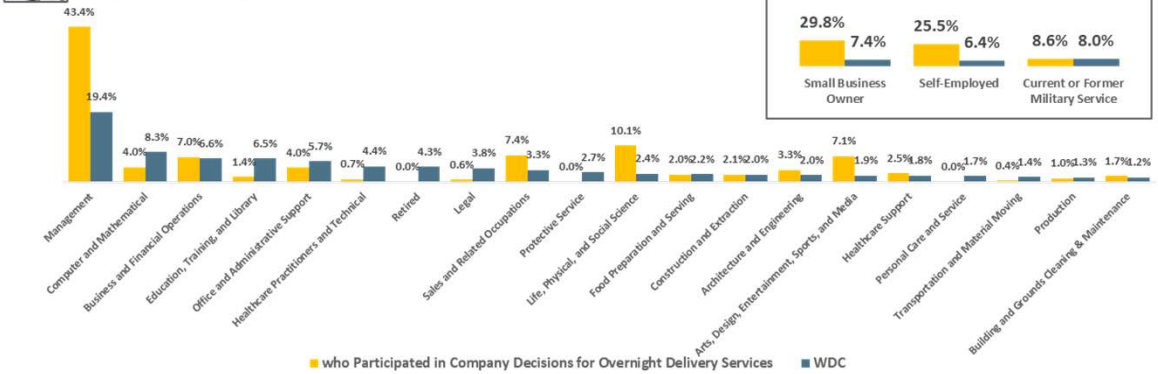
Employment: Adults 25 - 64



Marital Status: Adults 25 - 64

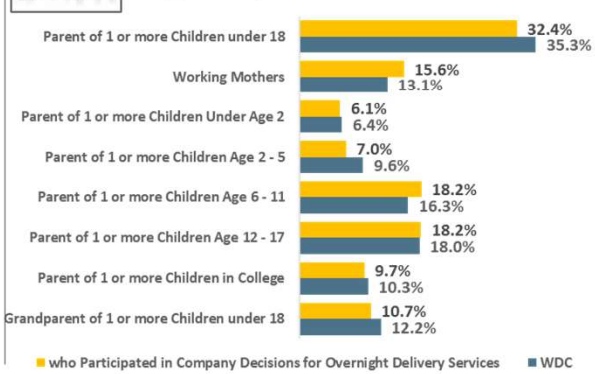


Top-20 Occupations: Adults 25 - 64



Entrepreneurs/Military Experience

Stage in Life: Adults 25 - 64



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 156

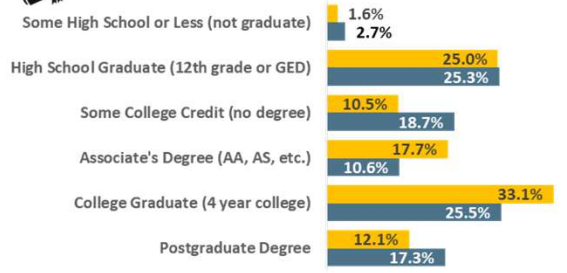
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Company purchasing decisions participated in past 12 months: Overnight delivery services

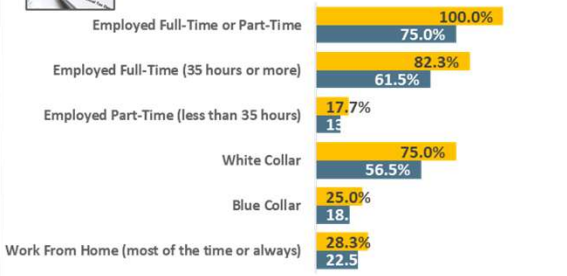


2.8% or 86,276 of SEA DMA Adults 25 - 64 Participated in Company Decisions for Overnight Delivery Services. Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services are 5.6% more likely to be a college graduate, 34.% more likely to work full-time, 3.3% more likely to be married, 8.7% more likely to be a parent of 1 or more children u

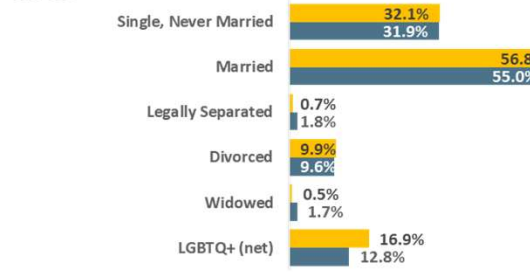
Education Levels: Adults 25 - 64



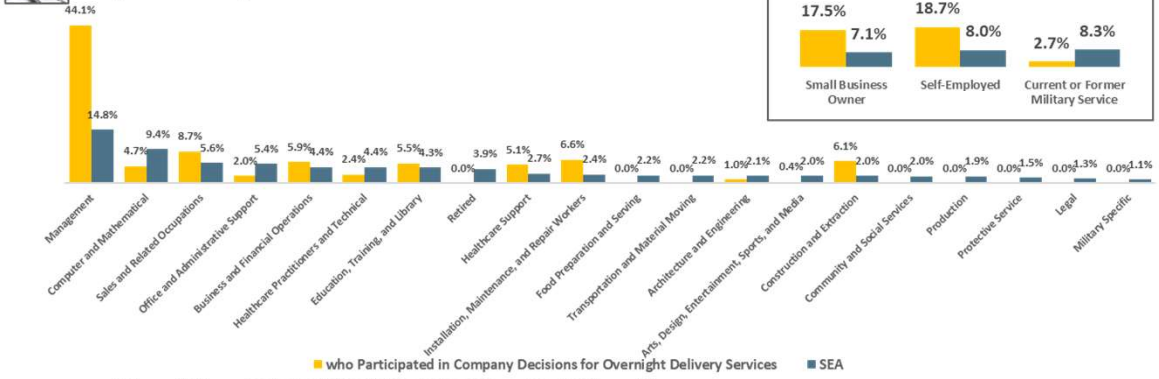
Employment: Adults 25 - 64



Marital Status: Adults 25 - 64

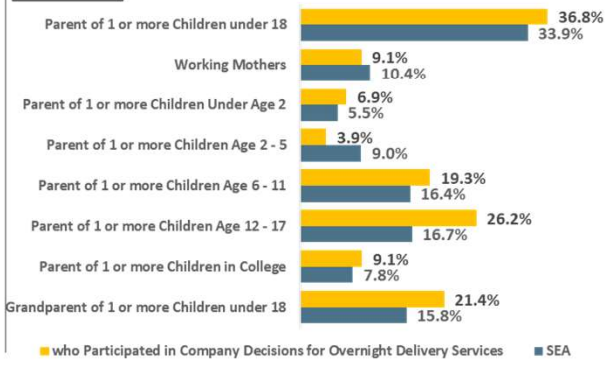


Top-20 Occupations: Adults 25 - 64



Entrepreneurs/Military Experience

Stage in Life: Adults 25 - 64



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 90

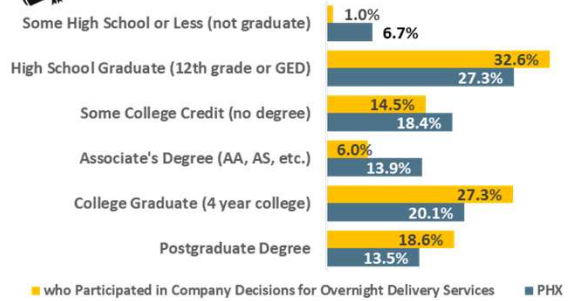
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Company purchasing decisions participated in past 12 months: Overnight delivery services

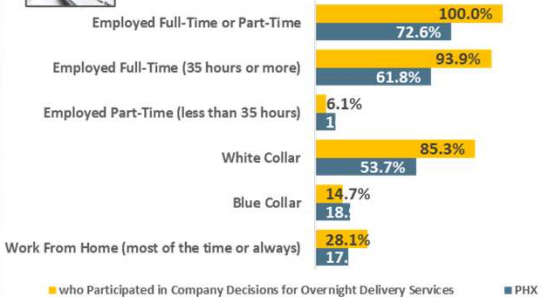


3.9% or 115,064 of PHX DMA Adults 25 - 64 Participated in Company Decisions for Overnight Delivery Services. Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services are 36.4% more likely to be a college graduate, 51.9% more likely to work full-time, 18.2% less likely to be married, 7.7% less likely to be a parent of 1 or more childre

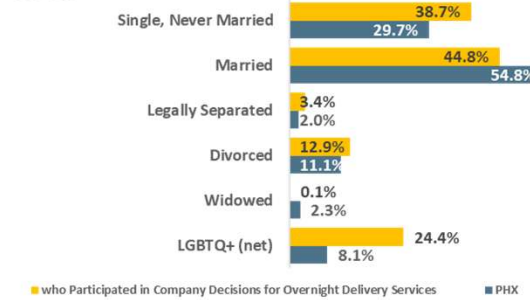
Education Levels: Adults 25 - 64



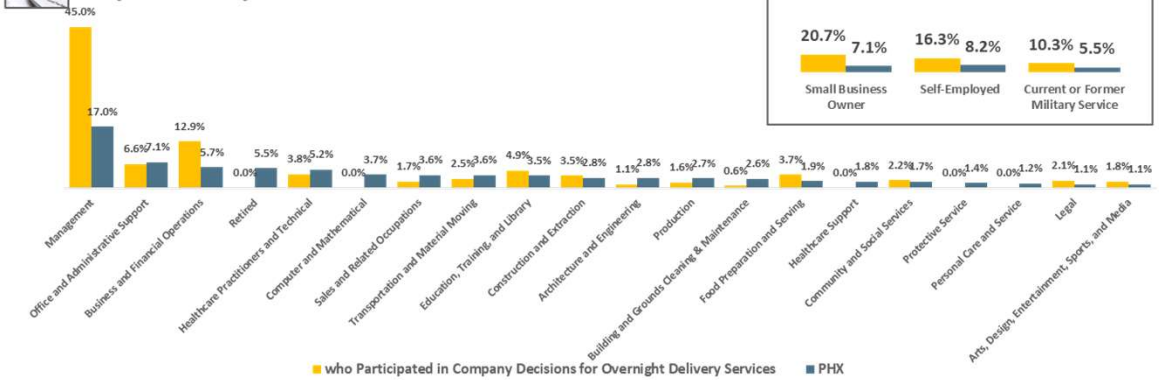
Employment: Adults 25 - 64



Marital Status: Adults 25 - 64

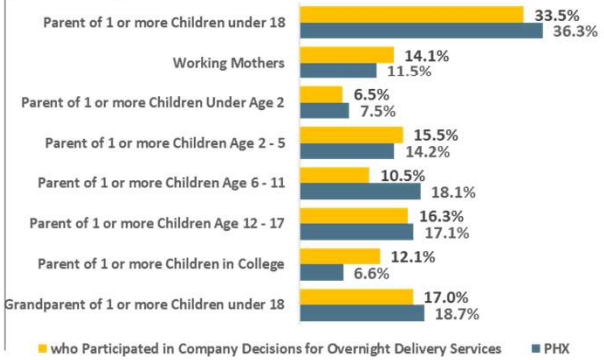


Top-20 Occupations: Adults 25 - 64



Entrepreneurs/Military Experience

Stage in Life: Adults 25 - 64



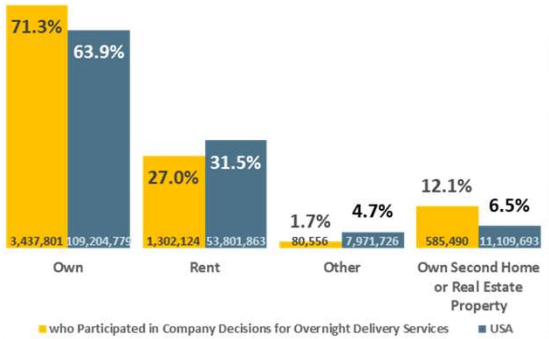
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Company purchasing decisions participated in past 12 months: Overnight delivery services

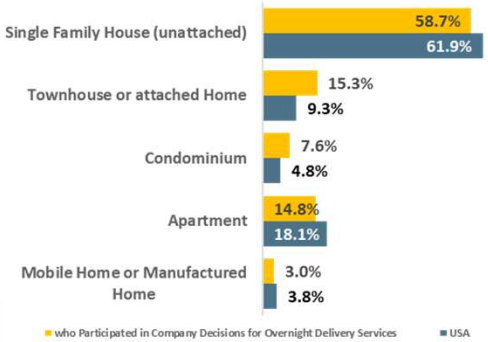


2.8% or 4,820,481 of USA Adults 25 - 64 Participated in Company Decisions for Overnight Delivery Services. Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services are 11.7% more likely to own their home, 41.8% more likely to own a higher valued home, 5.2% less likely to have a single-family home, 21.% more likely to have a dog.

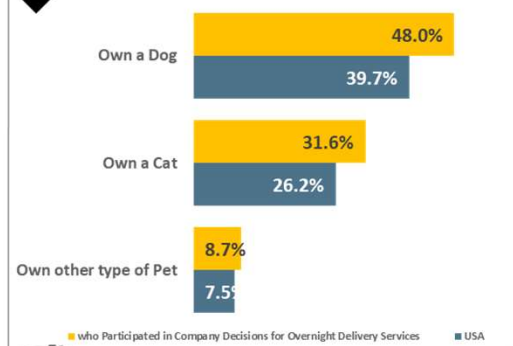
Own/Rent/Other: Adults 25 - 64



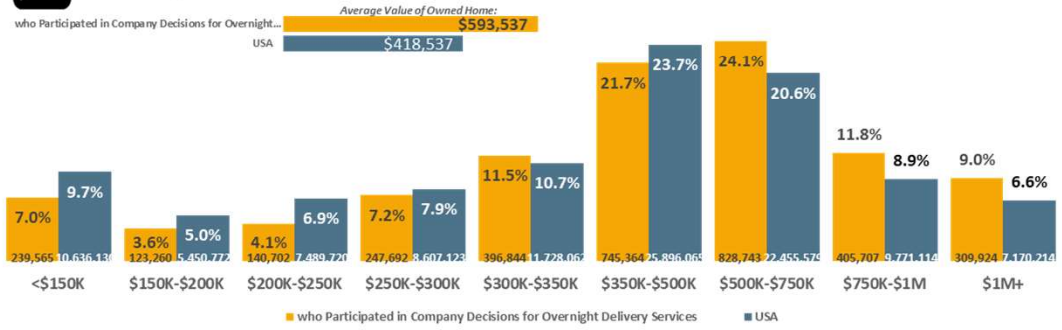
Type of Home: Adults 25 - 64



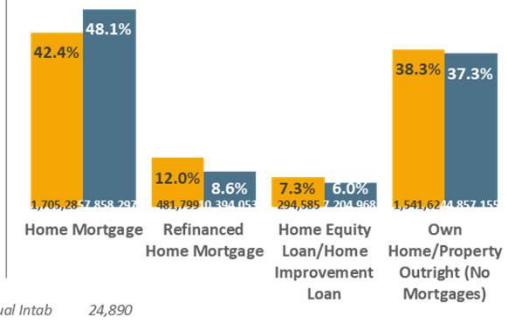
Pets in Home: Adults 25 - 64



Value of Owned Home: Adults 25 - 64



Home Loans: Adults 25 - 64



USA *USA Projection* *Scarborough R1 2025: Feb24-Mar25* *Qual Intab* *618*

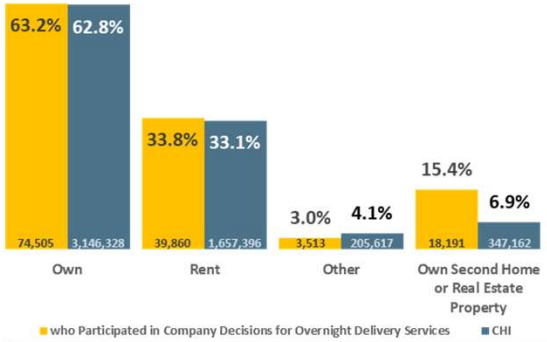
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USA Projection *Scarborough R1 2025: Feb24-Mar25* *Qual Intab* *24,890*

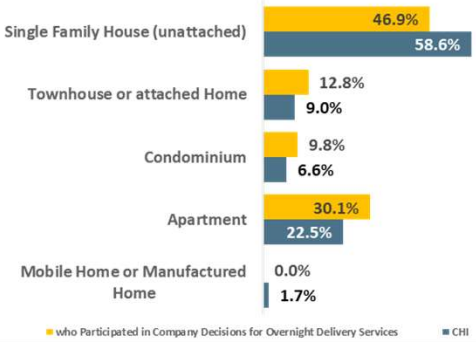
Company purchasing decisions participated in past 12 months: Overnight delivery services

2.4% or 117,878 of CHI DMA Adults 25 - 64 Participated in Company Decisions for Overnight Delivery Services. Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services are .6% more likely to own their home, 3.% more likely to own a higher valued home, 20.% less likely to have a single-family home, 27.5% more likely to have a dog.

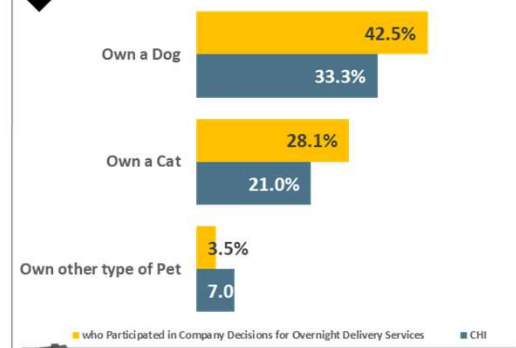
Own/Rent/Other: Adults 25 - 64



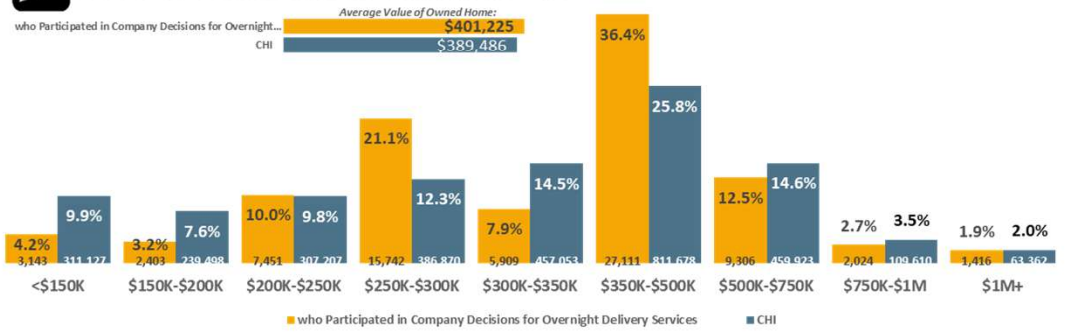
Type of Home: Adults 25 - 64



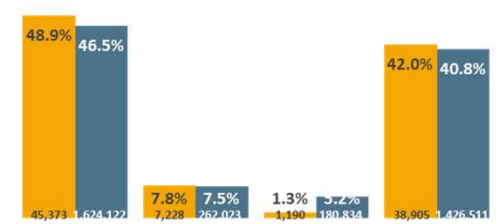
Pets in Home: Adults 25 - 64



Value of Owned Home: Adults 25 - 64



Home Loans: Adults 25 - 64



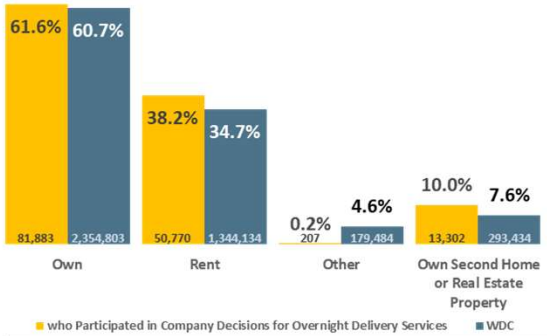
CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 113

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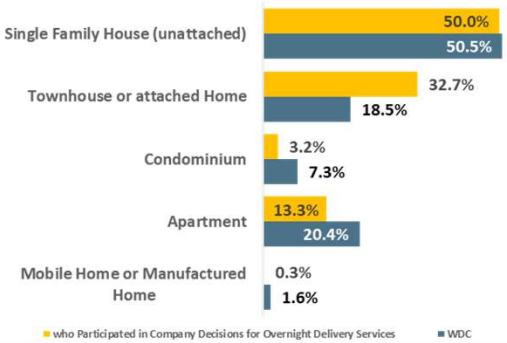
Company purchasing decisions participated in past 12 months: Overnight delivery services

3.4% or 132,860 of WDC DMA Adults 25 - 64 Participated in Company Decisions for Overnight Delivery Services. Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services are 1.5% more likely to own their home, 11.2% more likely to own a higher valued home, 1.% less likely to have a single-family home, 30.% more likely to have a dog.

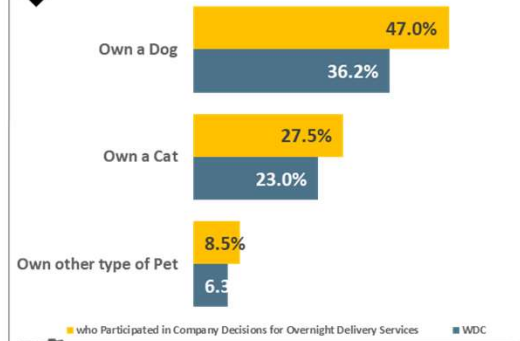
Own/Rent/Other: Adults 25 - 64



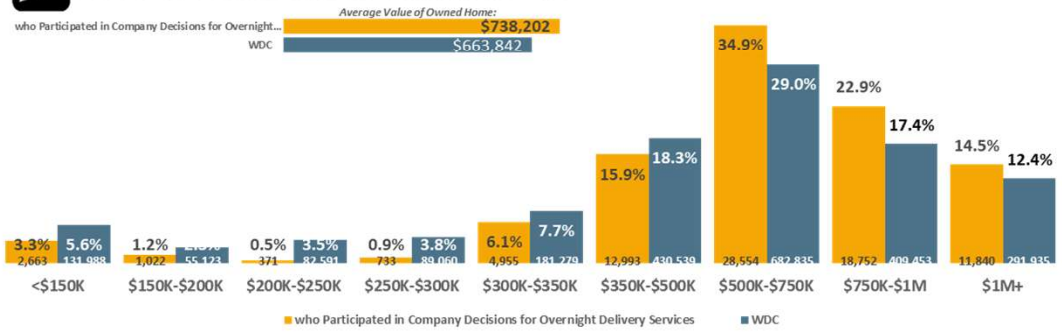
Type of Home: Adults 25 - 64



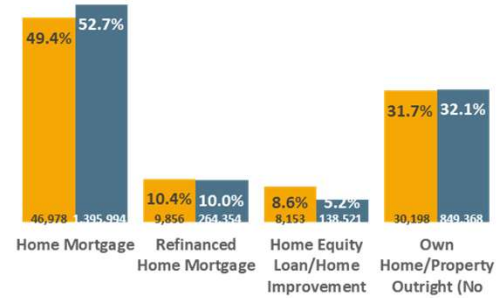
Pets in Home: Adults 25 - 64



Value of Owned Home: Adults 25 - 64



Home Loans: Adults 25 - 64



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 156

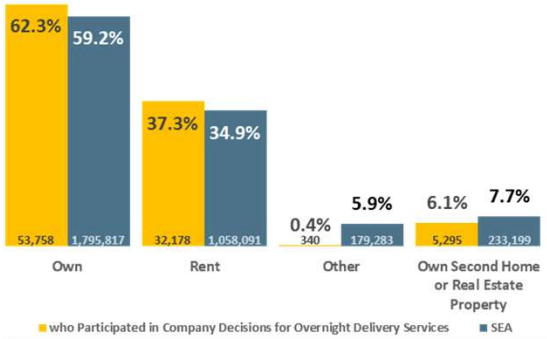
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Company purchasing decisions participated in past 12 months: Overnight delivery services

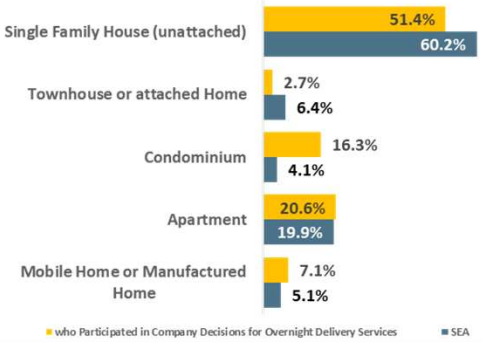
FedEx SEA

2.8% or 86,276 of SEA DMA Adults 25 - 64 Participated in Company Decisions for Overnight Delivery Services. Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services are 5.2% more likely to own their home, 11.% more likely to own a higher valued home, 14.6% less likely to have a single-family home, 17.% more likely to have a dog.

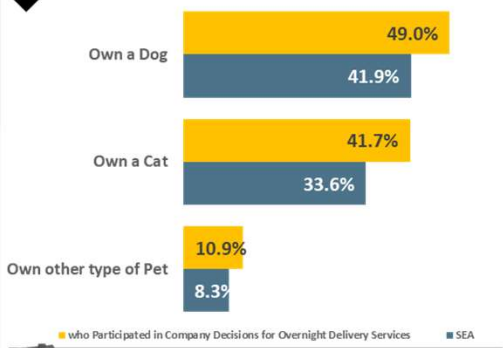
Own/Rent/Other: Adults 25 - 64



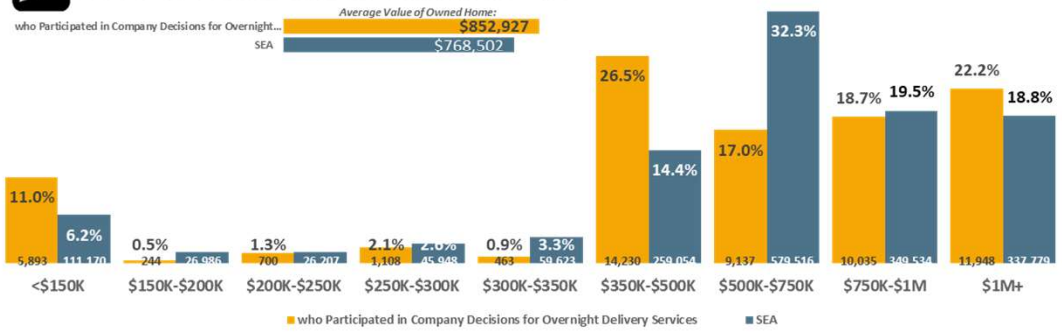
Type of Home: Adults 25 - 64



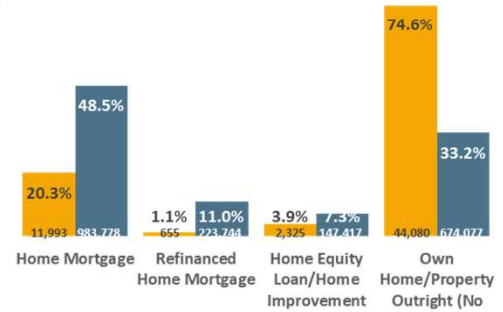
Pets in Home: Adults 25 - 64



Value of Owned Home: Adults 25 - 64



Home Loans: Adults 25 - 64



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 90

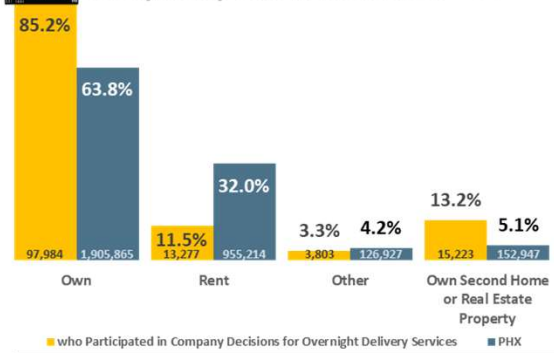
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Company purchasing decisions participated in past 12 months: Overnight delivery services

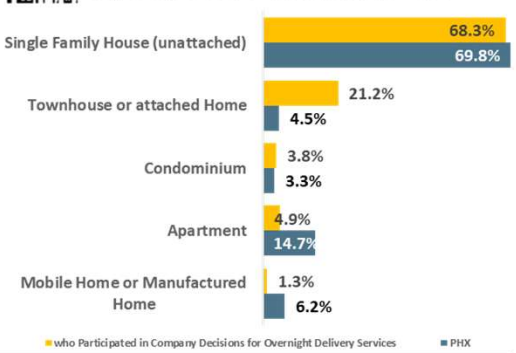


3.9% or 115,064 of PHX DMA Adults 25 - 64 Participated in Company Decisions for Overnight Delivery Services. Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services are 33.5% more likely to own their home, 24.1% more likely to own a higher valued home, 2.1% less likely to have a single-family home, 5.3% less likely to have a dog.

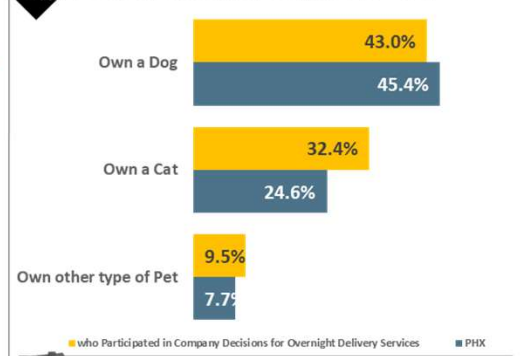
Own/Rent/Other: Adults 25 - 64



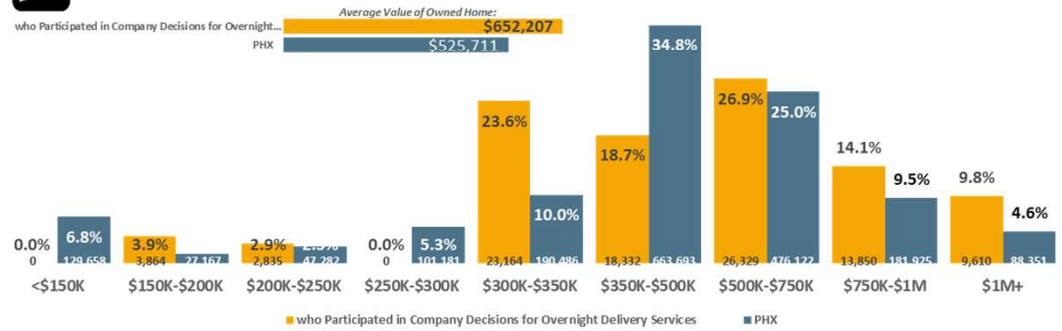
Type of Home: Adults 25 - 64



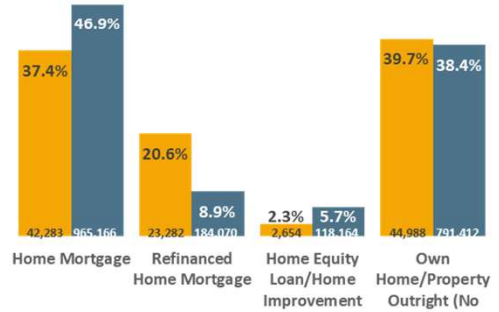
Pets in Home: Adults 25 - 64



Value of Owned Home: Adults 25 - 64



Home Loans: Adults 25 - 64



PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 69

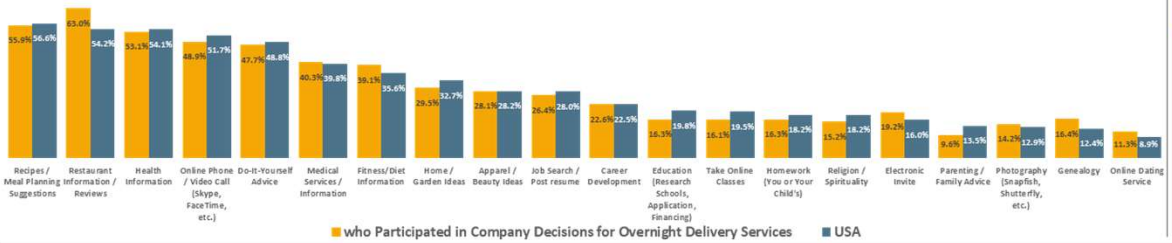
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Company purchasing decisions participated in past 12 months: Overnight delivery services

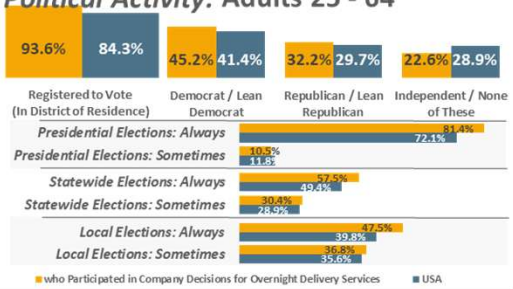


2.8% or 4,820,481 of USA Adults 25 - 64 Participated in Company Decisions for Overnight Delivery Services. Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services are 2.3% less likely to look up D-I-Y advice online, 19.5% more likely to always vote in local elections, 36.% more likely to belong to a gym, 29.4% more likely to fly do

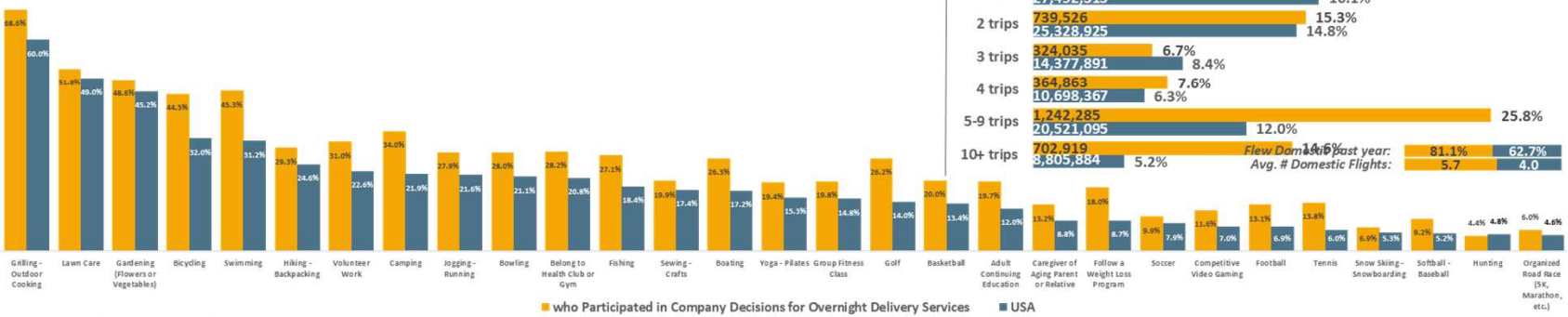
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 64



Political Activity: Adults 25 - 64



Top-30 past 12-months Active Lifestyle Activites: Adults 25 - 64



Past 12-months Domestic Airline Trips: Adults 25 - 64

USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 618

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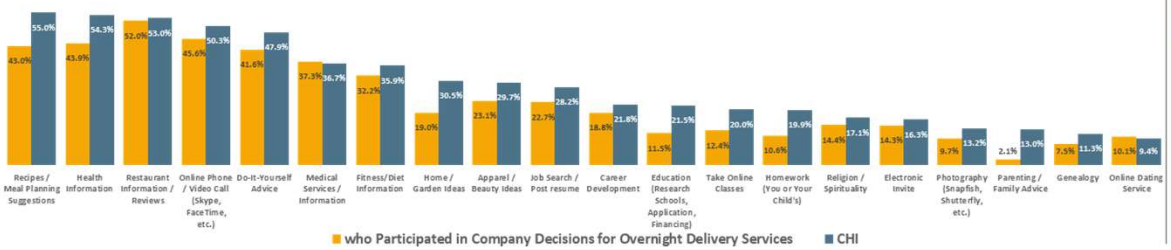
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

Company purchasing decisions participated in past 12 months: Overnight delivery services

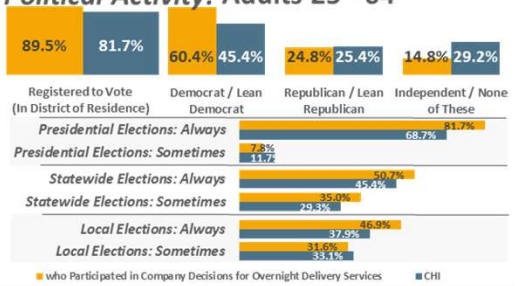


2.4% or 117,878 of CHI DMA Adults 25 - 64 Participated in Company Decisions for Overnight Delivery Services. Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services are 13.1% less likely to look up D-I-Y advice online, 23.7% more likely to always vote in local elections, 23.7% more likely to belong to a gym, 15.7% more likely to fly

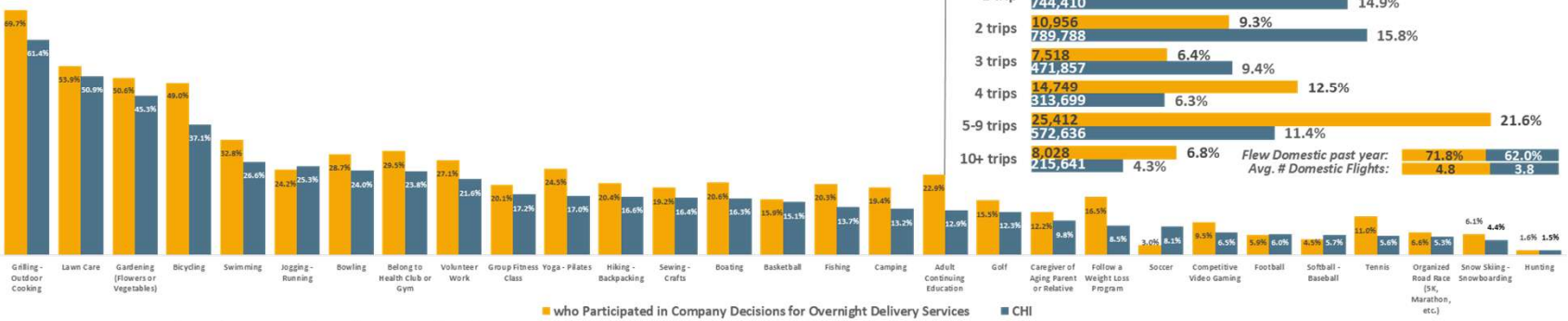
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 64



Political Activity: Adults 25 - 64



Top-30 past 12-months Active Lifestyle Activites: Adults 25 - 64



Past 12-months Domestic Airline Trips: Adults 25 - 64

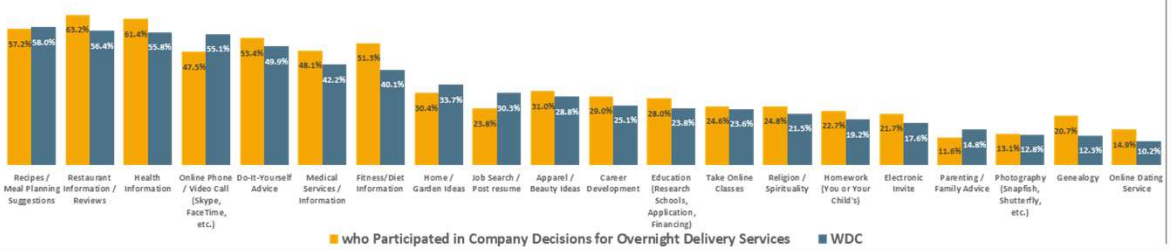
CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 113

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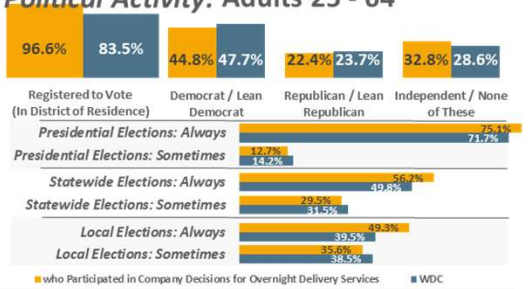


3.4% or 132,860 of WDC DMA Adults 25 - 64 Participated in Company Decisions for Overnight Delivery… Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services are 6.9% more likely to look up D-I-Y advice online, 24.8% more likely to always vote in local elections, 17.7% more likely to belong to a gym, 17.7% more likely to fly dom

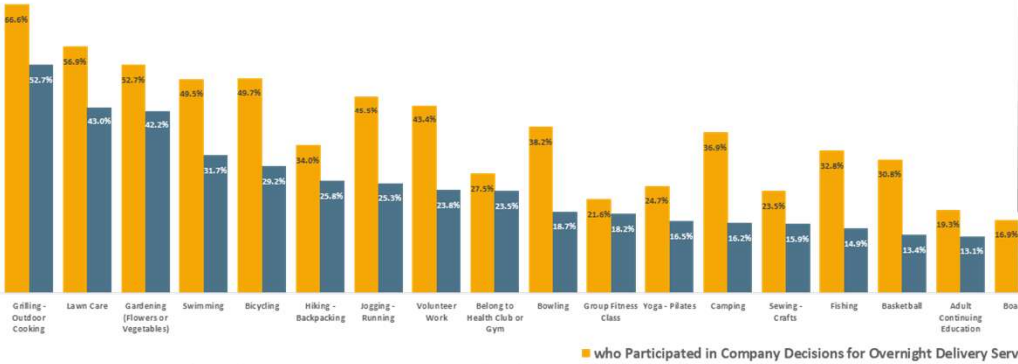
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 64



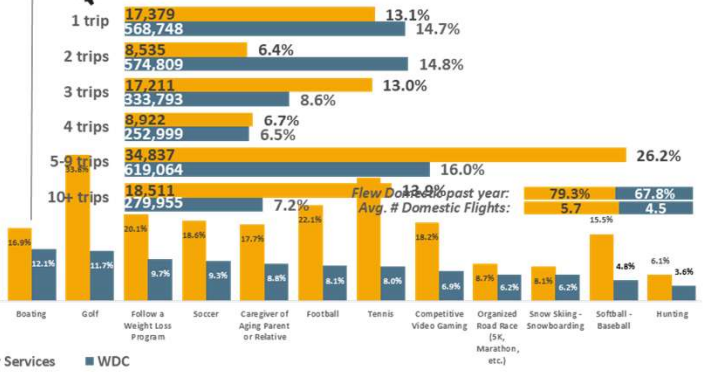
Political Activity: Adults 25 - 64



Top-30 past 12-months Active Lifestyle Activites: Adults 25 - 64



Past 12-months Domestic Airline Trips: Adults 25 - 64

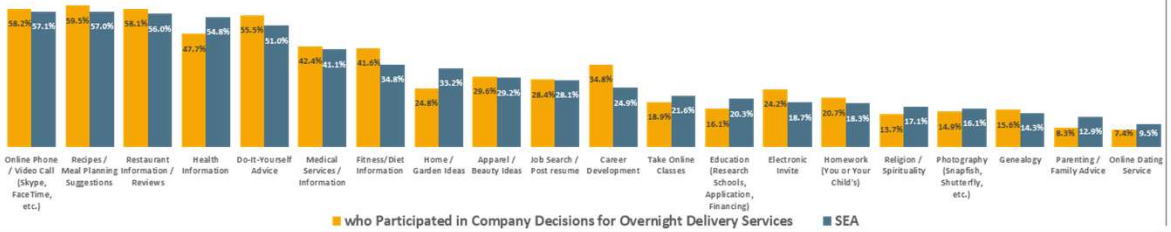


WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 156

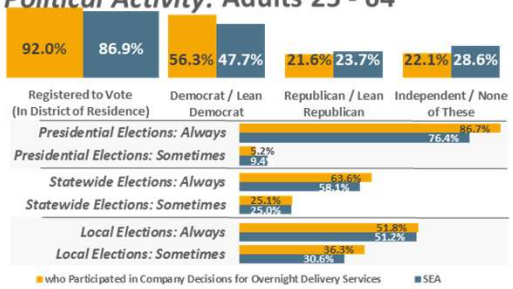
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2.8% or 86,276 of SEA DMA Adults 25 - 64 Participated in Company Decisions for Overnight Delivery Services. Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services are 8.8% more likely to look up D-I-Y advice online, 1.2% more likely to always vote in local elections, 81.% more likely to belong to a gym, 25.% more likely to fly dome

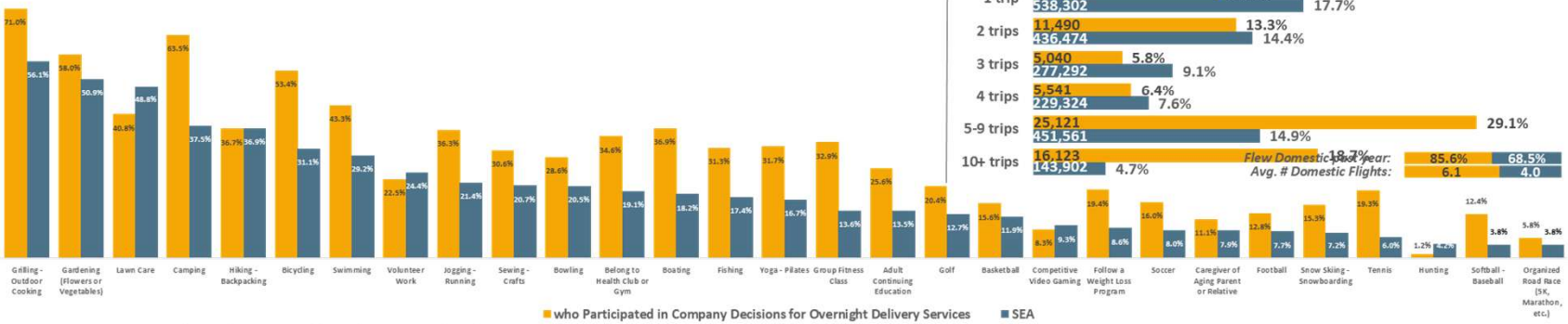
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 64



Political Activity: Adults 25 - 64



Top-30 past 12-months Active Lifestyle Activites: Adults 25 - 64



Past 12-months Domestic Airline Trips: Adults 25 - 64

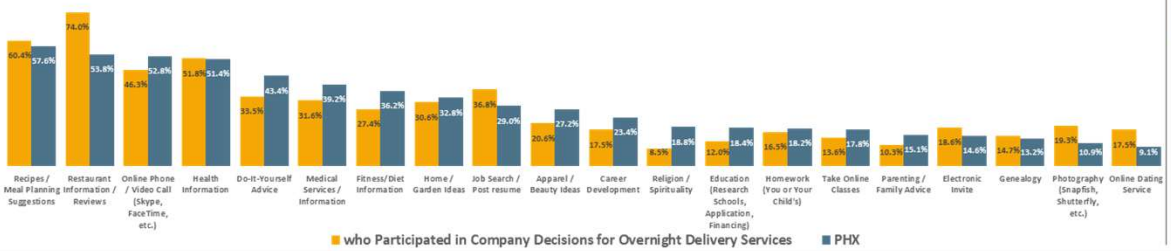
SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 90

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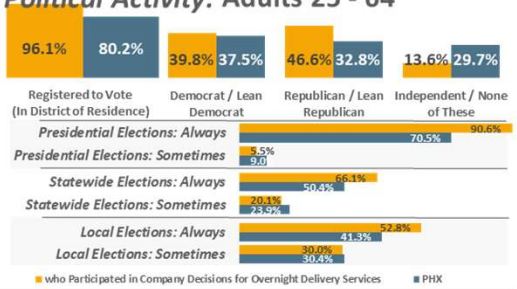


3.9% or 115,064 of PHX DMA Adults 25 - 64 Participated in Company Decisions for Overnight Delivery Services. Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services are 23.% less likely to look up D-I-Y advice online, 27.7% more likely to always vote in local elections, 1.4% less likely to belong to a gym, 52.% more likely to fly dom

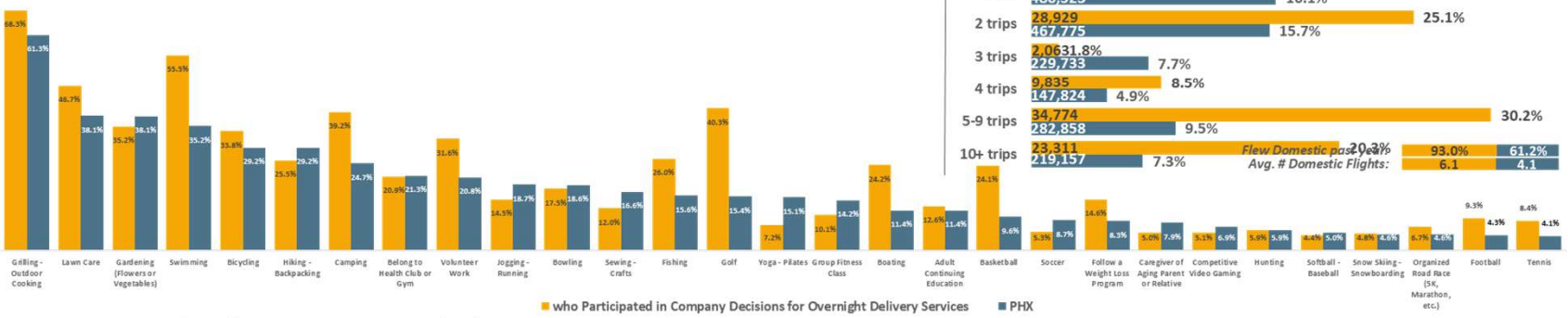
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 64



Political Activity: Adults 25 - 64



Top-30 past 12-months Active Lifestyle Activites: Adults 25 - 64



Past 12-months Domestic Airline Trips: Adults 25 - 64

PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 69

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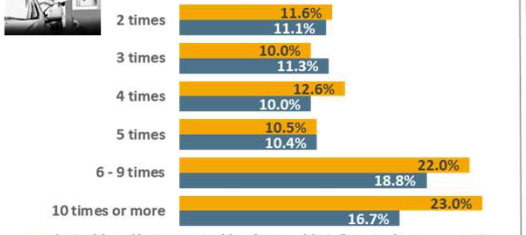
Company purchasing decisions participated in past 12 months: Overnight delivery services



2.8% or 4,820,481 of USA Adults 25 - 64 Participated in Company Decisions for Overnight Delivery Services. Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services are 10.1% more likely to use QSRs past mo., 16.7% more likely to use Sit-Down Restaurants past mo., 38.% more likely to use Casinos past yr., 18.9% more likely to smoke c

Past 30-days QSR Users: Adults 25 - 64



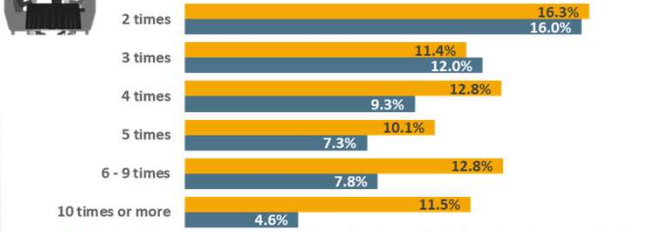


Total Monthly QSR Users: 95.6% 4,606,695 | 86.8% 55

Avg. Monthly QSR Meals: 7.0 | 6.3

Past 30-days Sit-Down Restaurant Users: Adults 25 - 64





Total Monthly Sit-Down Restaurant Users: 85.2% 4,108,618 | 73.1% 124,904,8 07

Avg. Monthly Sit-Down Restaurant Meals: 5.3 | 3.9

Top-10 Cuisines: Adults 25 - 64

(Sit-Down Restaurants Used Past 30-days)



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

who Participated in Company Decisions for Overnight... 1,882,155 39.0%

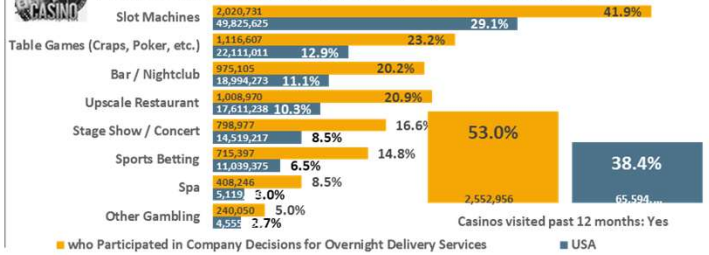
USA 22.7%

Drank Past 30-days: Adults 25 - 64



Past 12 months Casino Activities: Adults 25 - 64





Used Past 30-days: Adults 25 - 64



USA *USA Projection* *Scarborough R1 2025: Feb24-Mar25* *Qual Intab* *618*

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USA Projection *Scarborough R1 2025: Feb24-Mar25* *Qual Intab* *24,890*

Company purchasing decisions participated in past 12 months: Overnight delivery services



2.4% or 117,878 of CHI DMA Adults 25 - 64 Participated in Company Decisions for Overnight Delivery Services. Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services are 9.9% more likely to use QSRs past mo., 8.4% more likely to use Sit-Down Restaurants past mo., 17.5% more likely to use Casinos past yr., 58.3% less likely to smoke ci

Past 30-days QSR Users: Adults 25 - 64



Total Monthly QSR Users: 99.0% 116,738 | 90.2% 4,515,945

Avg. Monthly QSR Meals: 6.8 | 6.6

Past 30-days Sit-Down Restaurant Users: Adults 25 - 64



Total Monthly Sit-Down Restaurant Users: 80.6% 95,031 | 74.4% 3,726,646

Avg. Monthly Sit-Down Restaurant Meals: 5.4 | 4.1

Top-10 Cuisines: Adults 25 - 64

(Sit-Down Restaurants Used Past 30-days)



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

who Participated in Company Decisions for Overnight... 57,797 49.0%

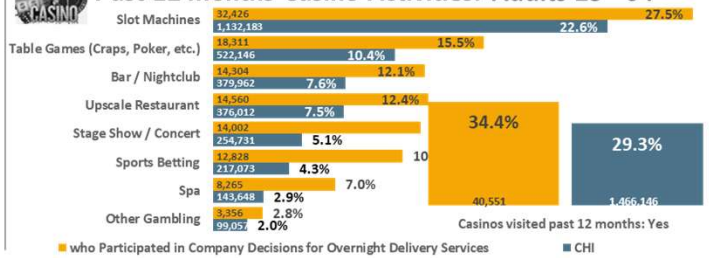
CHI 1,320,40 26.4%

Drank Past 30-days: Adults 25 - 64



Past 12 months Casino Activities: Adults 25 - 64





Used Past 30-days: Adults 25 - 64



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 113

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Company purchasing decisions participated in past 12 months: Overnight delivery services



3.4% or 132,860 of WDC DMA Adults 25 - 64 Participated in Company Decisions for Overnight Delivery Services. Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services are 14.3% more likely to use QSRs past mo., 25.1% more likely to use Sit-Down Restaurants past mo., 36.3% more likely to use Casinos past yr., 36.5% more likely to smoke

Past 30-days QSR Users: Adults 25 - 64



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



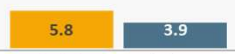
Past 30-days Sit-Down Restaurant Users: Adults 25 - 64



Total Monthly Sit-Down Restaurant Users:

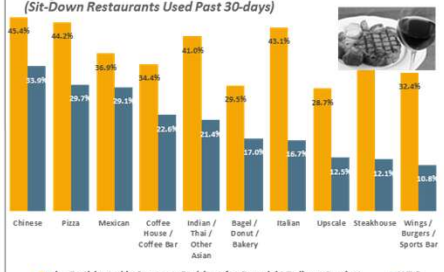


Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 25 - 64

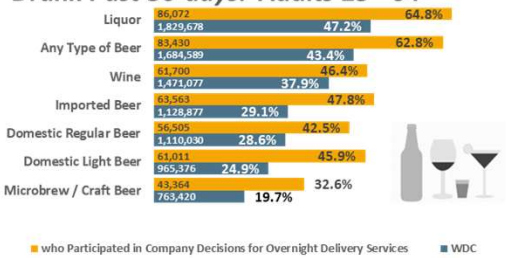
(Sit-Down Restaurants Used Past 30-days)



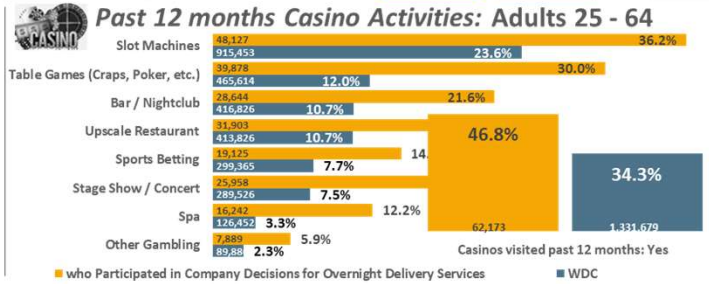
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)



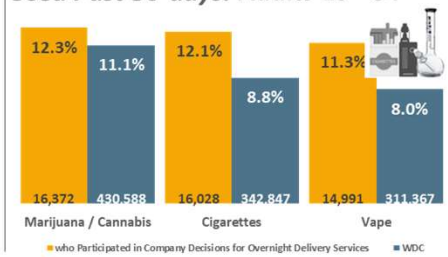
Drank Past 30-days: Adults 25 - 64



Past 12 months Casino Activities: Adults 25 - 64



Used Past 30-days: Adults 25 - 64



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 156

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Company purchasing decisions participated in past 12 months: Overnight delivery services



2.8% or 86,276 of SEA DMA Adults 25 - 64 Participated in Company Decisions for Overnight Delivery Services. Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services are 11.5% more likely to use QSRs past mo., 22.5% more likely to use Sit-Down Restaurants past mo., 54.% more likely to use Casinos past yr., 101.5% more likely to smoke

Past 30-days QSR Users: Adults 25 - 64

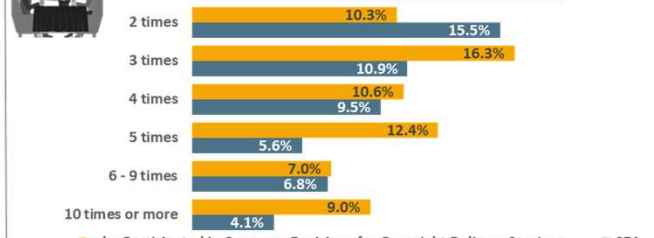


Total Monthly QSR Users: 92.2% 79,551 | 82.7% 2,507,367

Avg. Monthly QSR Meals: 6.4 | 5.5

Past 30-days Sit-Down Restaurant Users: Adults 25 - 64





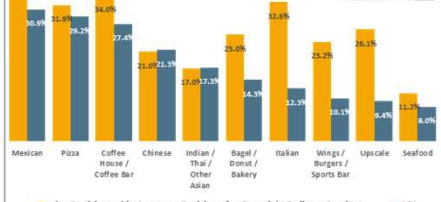
Total Monthly Sit-Down Restaurant Users: 87.1% 75,185 | 71.1% 2,157,538

Avg. Monthly Sit-Down Restaurant Meals: 4.4 | 3.7

Top-10 Cuisines: Adults 25 - 64

(Sit-Down Restaurants Used Past 30-days)





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

who Participated in Company Decisions for Overnight... 34,581 40.1%

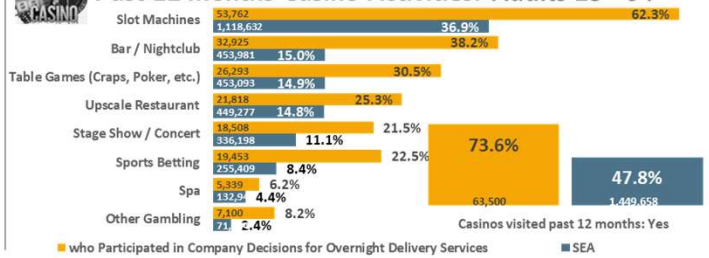
SEA 697,582 23.0%

Drank Past 30-days: Adults 25 - 64



Past 12 months Casino Activities: Adults 25 - 64





Used Past 30-days: Adults 25 - 64



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 90

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Company purchasing decisions participated in past 12 months: Overnight delivery services



3.9% or 115,064 of PHX DMA Adults 25 - 64 Participated in Company Decisions for Overnight Delivery Services. Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services are 12.2% more likely to use QSRs past mo., 27.6% more likely to use Sit-Down Restaurants past mo., 20.4% more likely to use Casinos past yr., 34.% less likely to smoke c

Past 30-days QSR Users: Adults 25 - 64



Total Monthly QSR Users: 98.0% 112,771 | 87.3% 2,609,709

Avg. Monthly QSR Meals: 7.3 | 7.1

Past 30-days Sit-Down Restaurant Users: Adults 25 - 64



Total Monthly Sit-Down Restaurant Users: 93.0% 106,958 | 72.9% 2,177,274

Avg. Monthly Sit-Down Restaurant Meals: 5.0 | 4.3

Top-10 Cuisines: Adults 25 - 64

(Sit-Down Restaurants Used Past 30-days)



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

who Participated in Company Decisions for Overnight... 35,630 31.0%

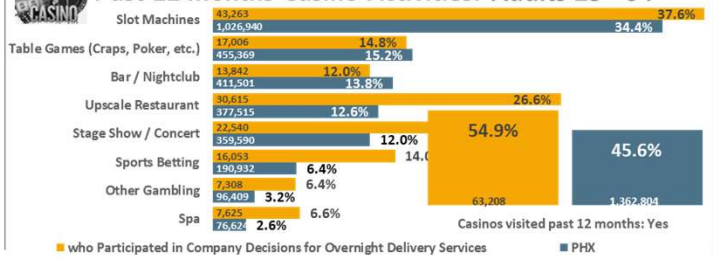
PHX 570,968 19.1%

Drank Past 30-days: Adults 25 - 64



Past 12 months Casino Activities: Adults 25 - 64





Used Past 30-days: Adults 25 - 64



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Company purchasing decisions participated in past 12 months: Overnight delivery services

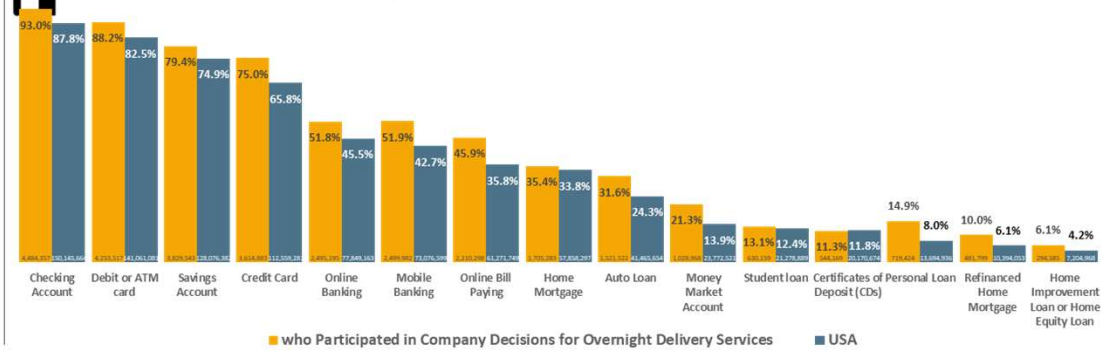


2.8% or 4,820,481 of USA Adults 25 - 64 Participated in Company Decisions for Overnight Delivery Services. Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services are 4.7% more likely to have a 401K, 30.1% more likely to have an Auto Loan, 35.2% more likely to Invest/Trade Stocks Online, 26.8% more likely to pay with their Debit Ca

Investments Owned: Adults 25 - 64



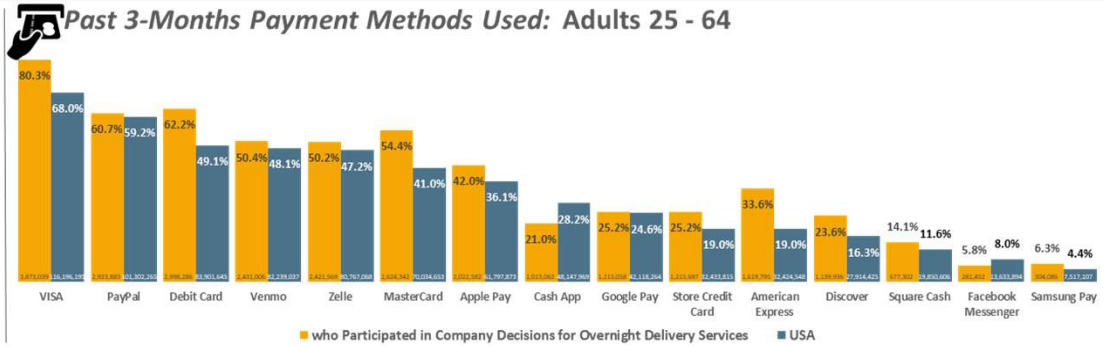
Financial Services Has and/or Uses: Adults 25 - 64



Professional Services Used:* Adults 25 - 64



Past 3-Months Payment Methods Used: Adults 25 - 64



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 618

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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

Company purchasing decisions participated in past 12 months: Overnight delivery services

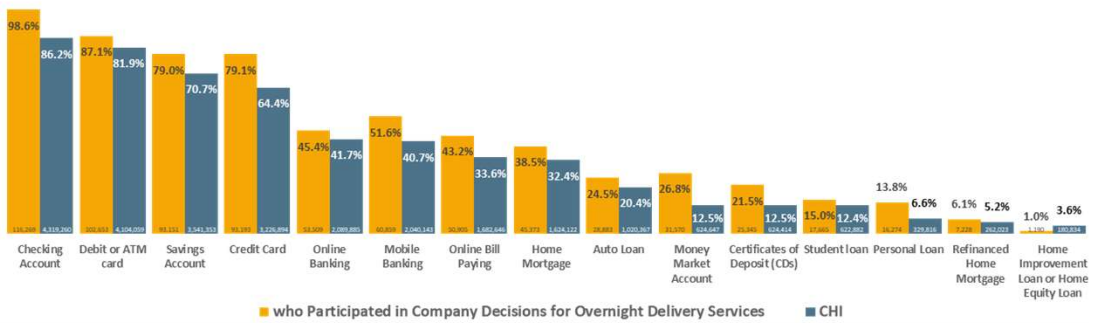


2.4% or 117,878 of CHI DMA Adults 25 - 64 Participated in Company Decisions for Overnight Delivery Services. Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services are 25.2% more likely to have a 401K, 20.3% more likely to have an Auto Loan, 69.% more likely to Invest/Trade Stocks Online, 14.6% more likely to pay with their Debit Ca

Investments Owned: Adults 25 - 64



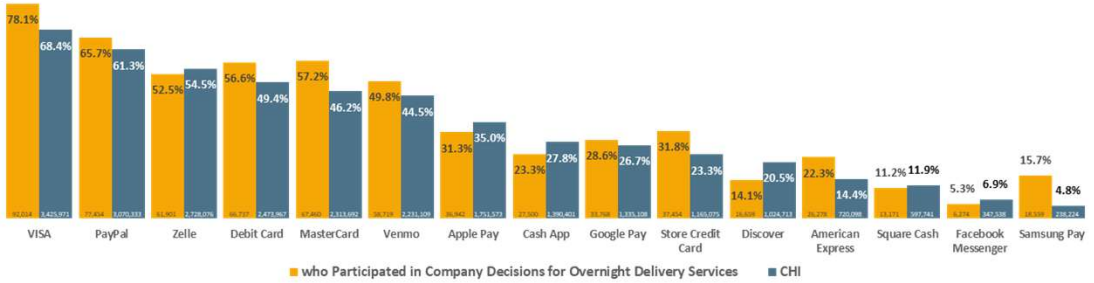
Financial Services Has and/or Uses: Adults 25 - 64



Professional Services Used:* Adults 25 - 64



Past 3-Months Payment Methods Used: Adults 25 - 64



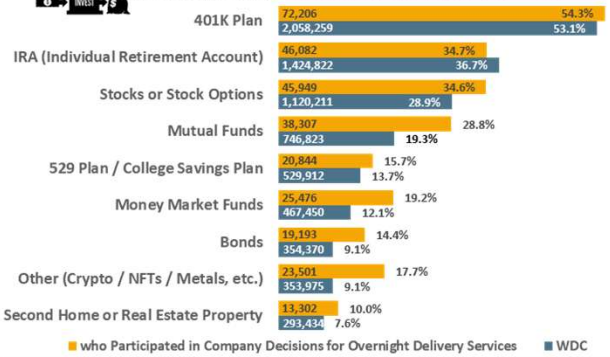
CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 113

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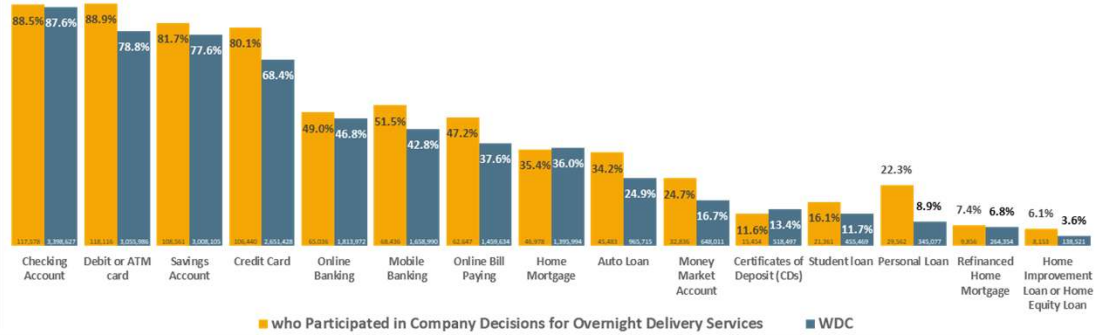
Company purchasing decisions participated in past 12 months: Overnight delivery services

3.4% or 132,860 of WDC DMA Adults 25 - 64 Participated in Company Decisions for Overnight Delivery Services. Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services are 2.4% more likely to have a 401K, 37.5% more likely to have an Auto Loan, 20.6% more likely to Invest/Trade Stocks Online, 46.3% more likely to pay with their Debit Ca

Investments Owned: Adults 25 - 64



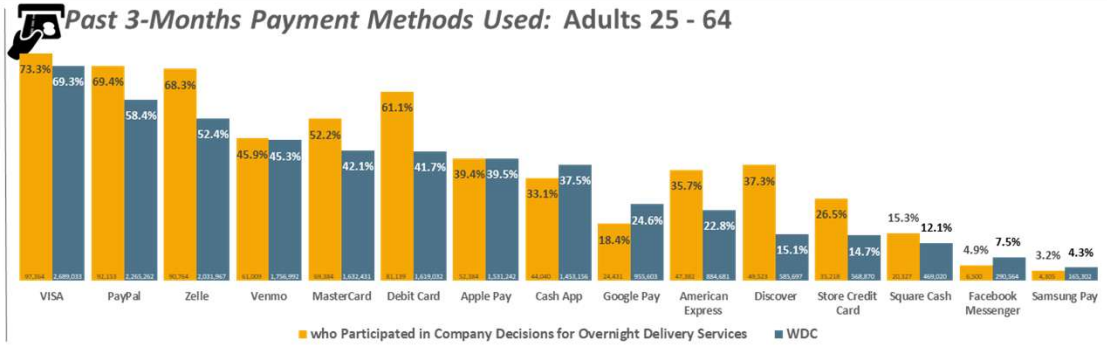
Financial Services Has and/or Uses: Adults 25 - 64



Professional Services Used:* Adults 25 - 64



Past 3-Months Payment Methods Used: Adults 25 - 64



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 156

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Company purchasing decisions participated in past 12 months: Overnight delivery services

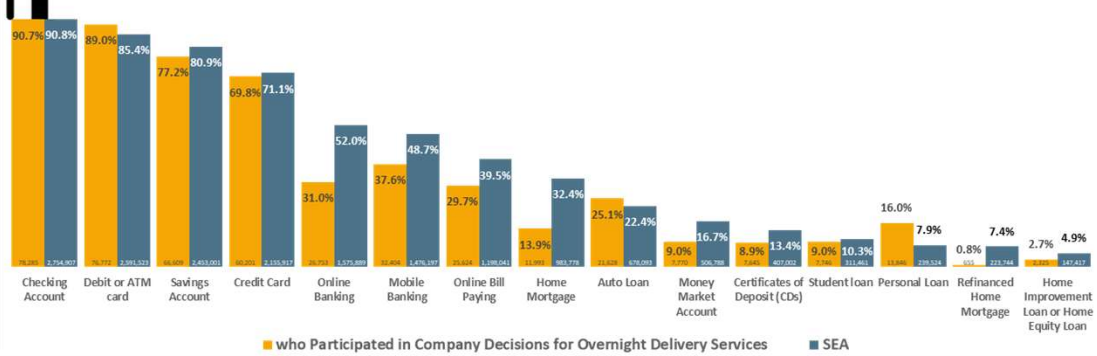


2.8% or 86,276 of SEA DMA Adults 25 - 64 Participated in Company Decisions for Overnight Delivery Services. Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services are 21.8% more likely to have a 401K, 12.1% more likely to have an Auto Loan, 10.1% less likely to Invest/Trade Stocks Online, 26.3% more likely to pay with their Debit C

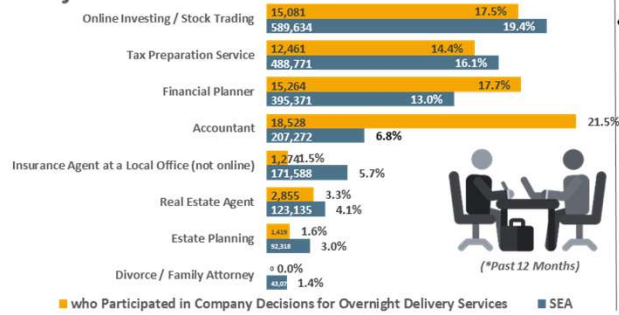
Investments Owned: Adults 25 - 64



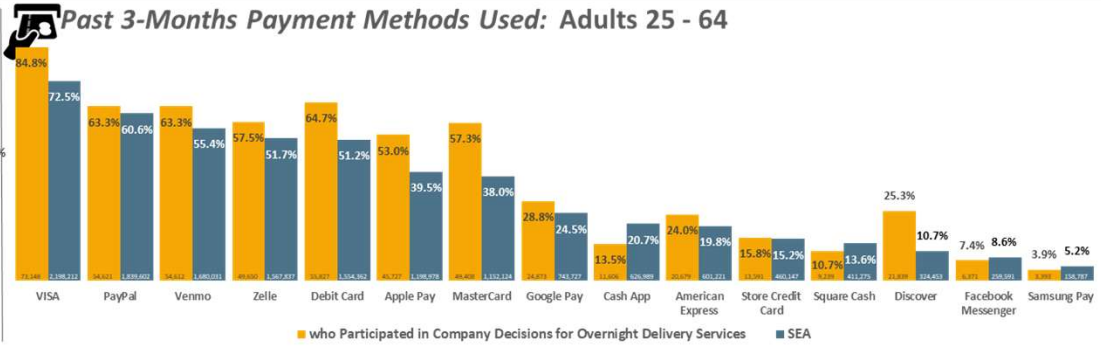
Financial Services Has and/or Uses: Adults 25 - 64



Professional Services Used:* Adults 25 - 64



Past 3-Months Payment Methods Used: Adults 25 - 64



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 90

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Company purchasing decisions participated in past 12 months: Overnight delivery services

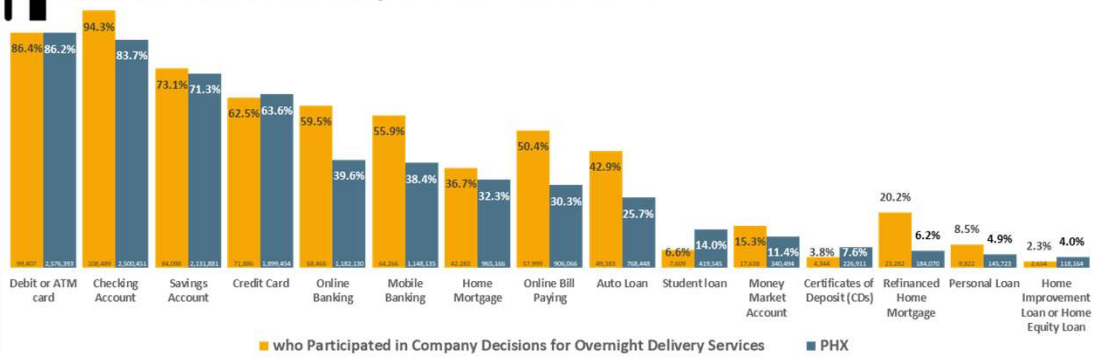


3.9% or 115,064 of PHX DMA Adults 25 - 64 Participated in Company Decisions for Overnight Delivery Services. Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services are 27.8% less likely to have a 401K, 66.9% more likely to have an Auto Loan, 31.2% more likely to Invest/Trade Stocks Online, 20.3% more likely to pay with their Debit C

Investments Owned: Adults 25 - 64



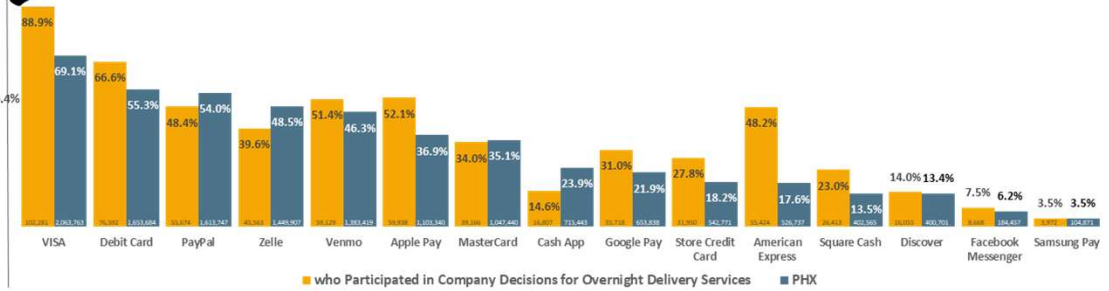
Financial Services Has and/or Uses: Adults 25 - 64



Professional Services Used:* Adults 25 - 64



Past 3-Months Payment Methods Used: Adults 25 - 64



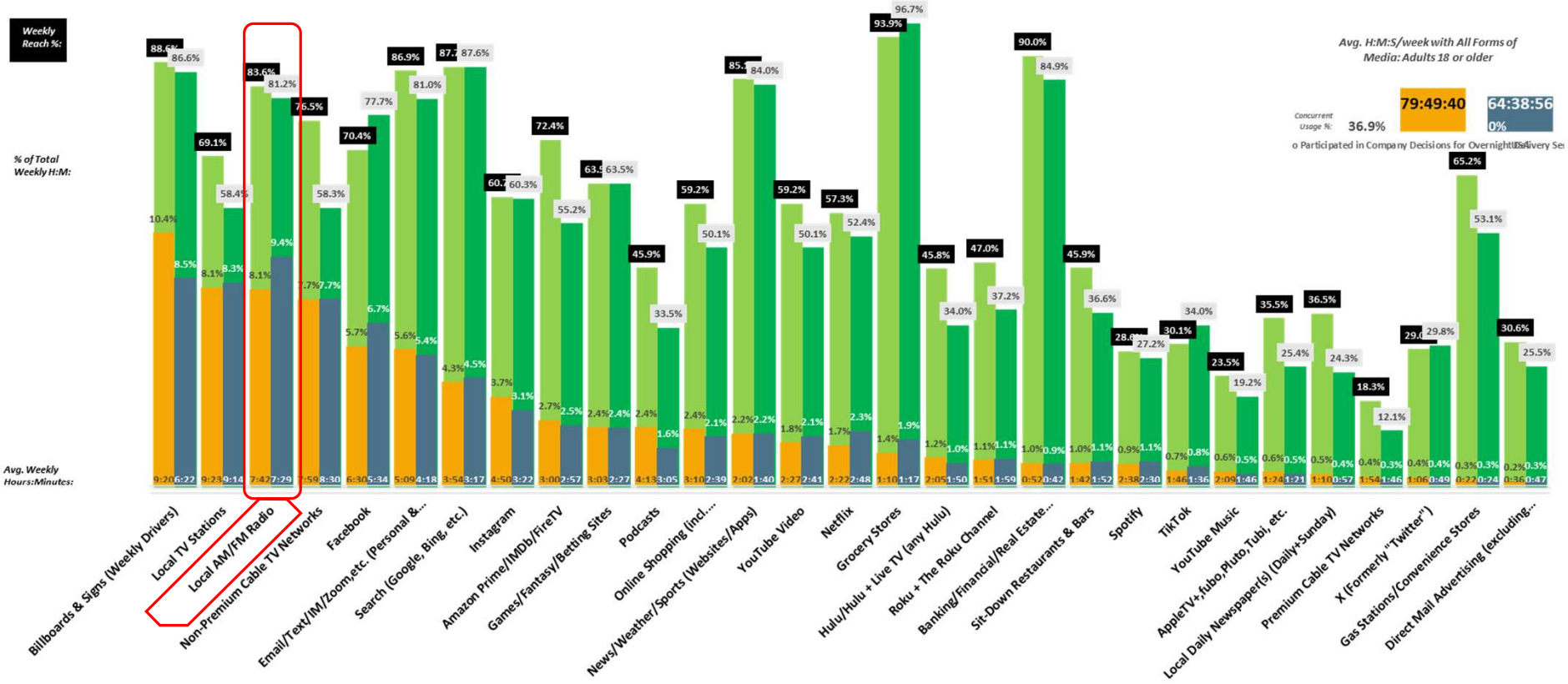
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Company purchasing decisions participated in past 12 months: Overnight delivery services



Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services spend an average of 3 days, 7 hours, 49 minutes and 40 seconds each week with All Forms of Media.

83.6% of Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services spend an avg. of 7 hours and 42 minutes each week listening to All Local AM/FM Radio, representing 8.1% of total time spent with all forms of Media.



■ who Participated in Company Decisions for Overnight Delivery Services ■ USA

USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 618 USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

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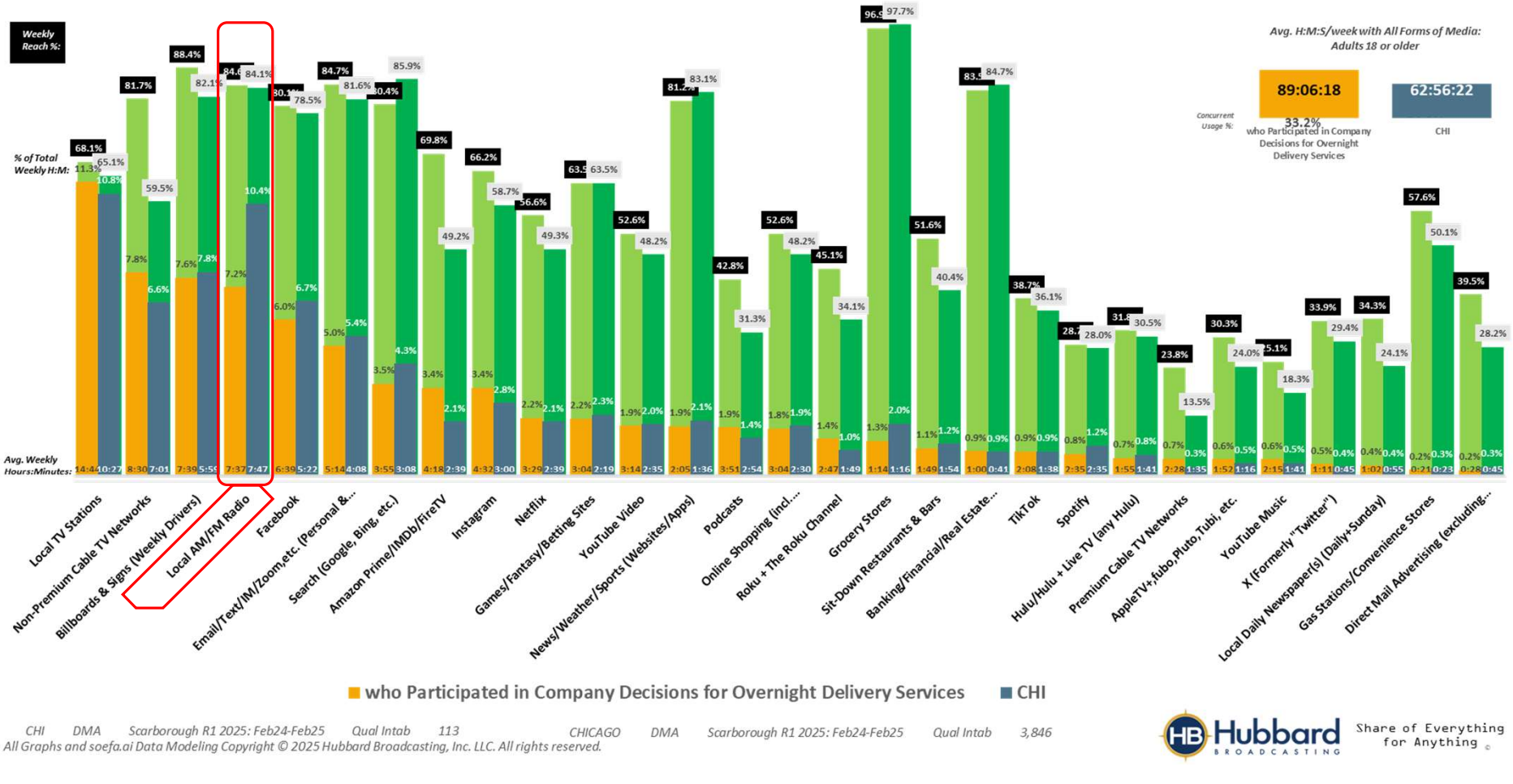
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Company purchasing decisions participated in past 12 months: Overnight delivery services



Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services spend an average of 3 days, 17 hours, 6 minutes and 18 seconds each week with All Forms of Media.

84.6% of Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services spend an avg. of 7 hours and 37 minutes each week listening to All Local AM/FM Radio, representing 7.2% of total time spent with all forms of Media.

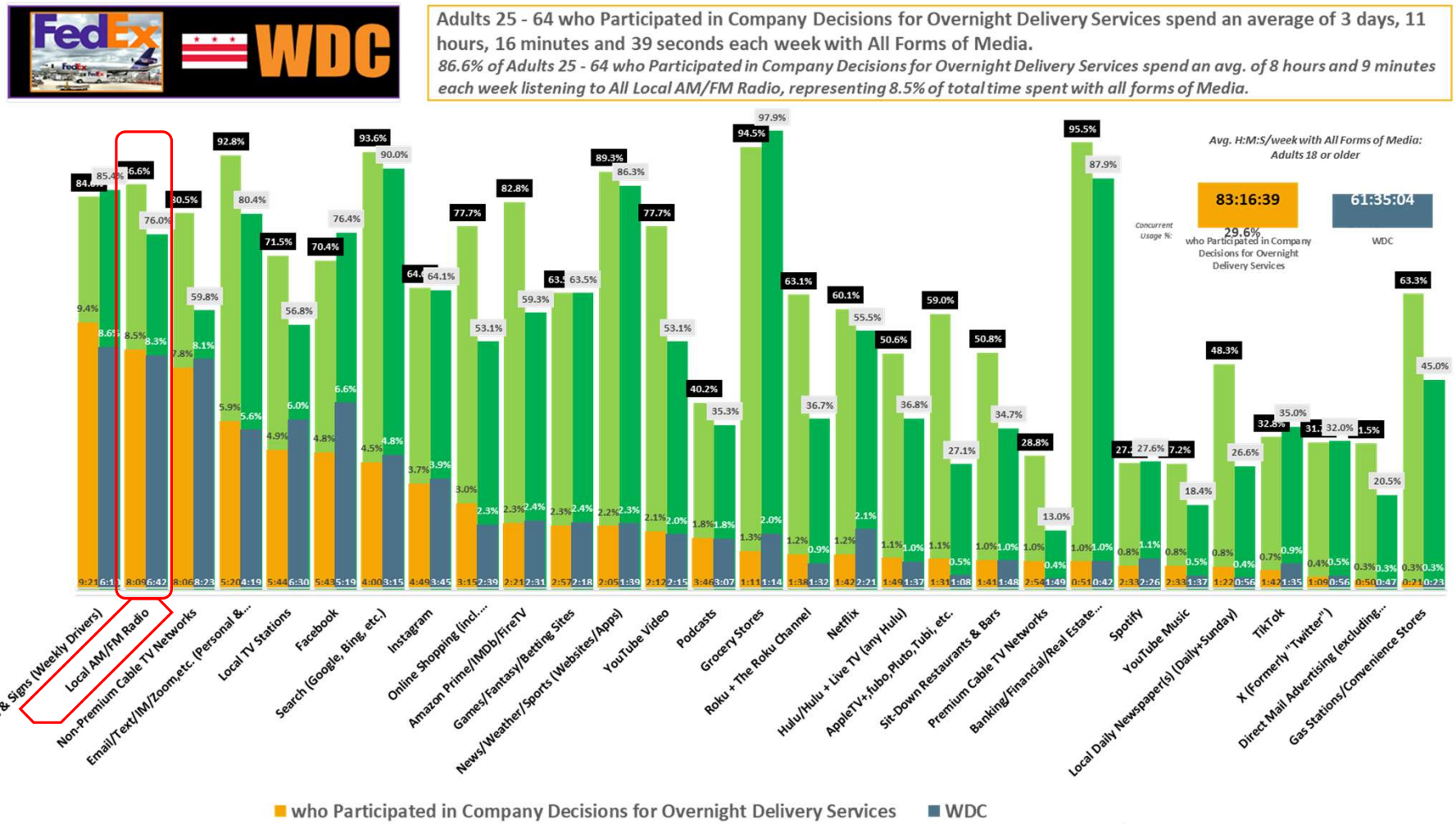


CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 113 CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,846

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Company purchasing decisions participated in past 12 months: Overnight delivery services



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 156 WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 5,857

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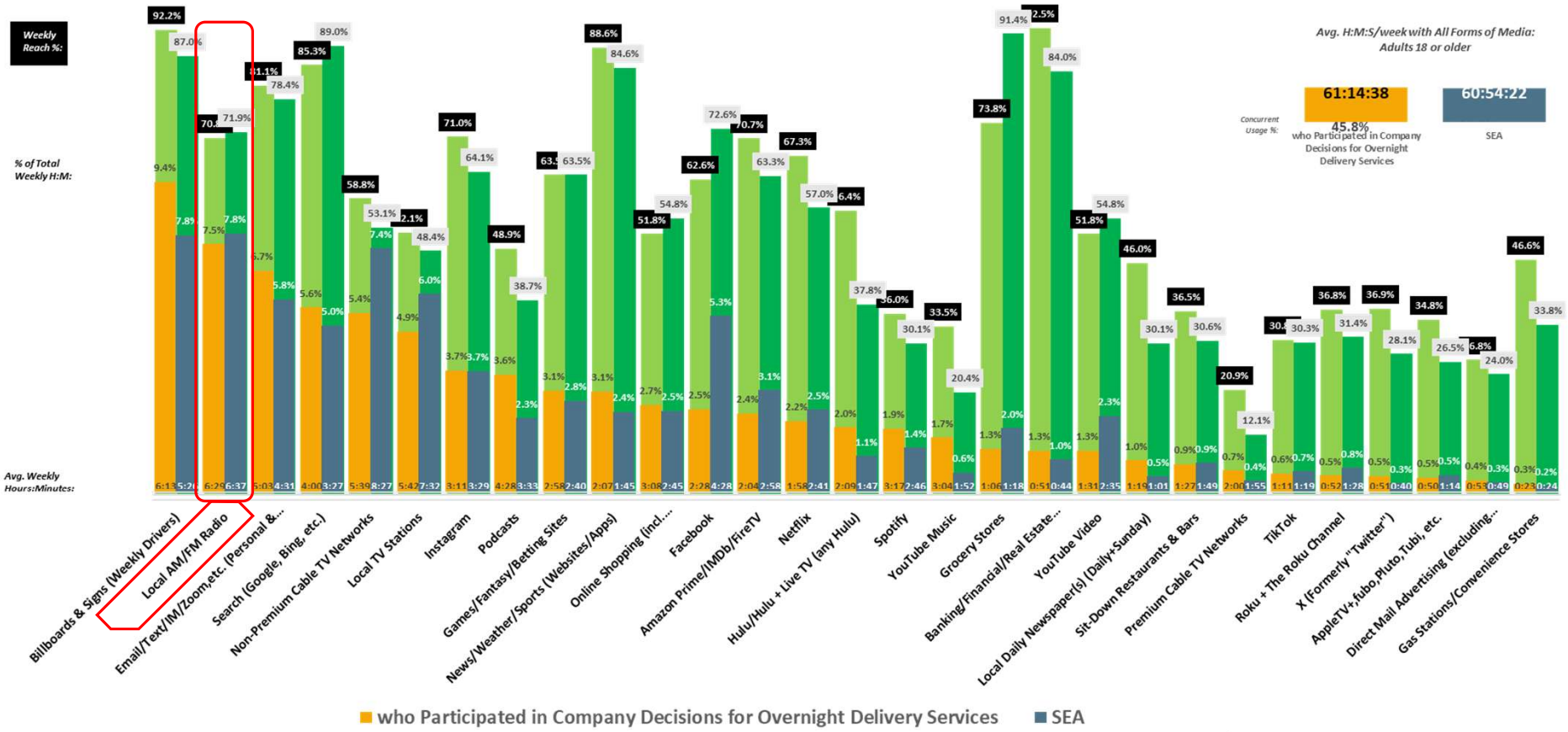
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Company purchasing decisions participated in past 12 months: Overnight delivery services



Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services spend an average of 2 days, 13 hours, 14 minutes and 38 seconds each week with All Forms of Media.

70.8% of Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services spend an avg. of 6 hours and 29 minutes each week listening to All Local AM/FM Radio, representing 7.5% of total time spent with all forms of Media.



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 90 SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,920

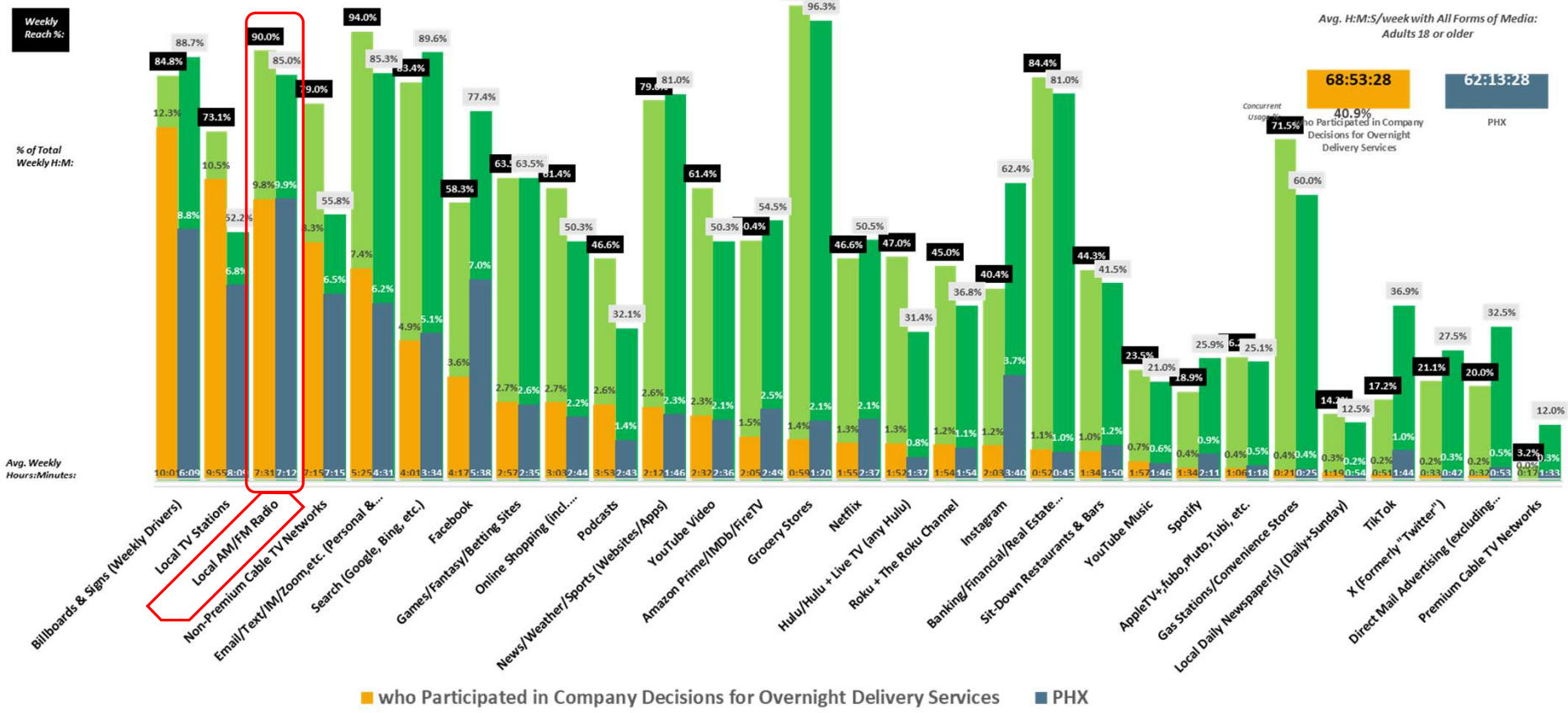
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Company purchasing decisions participated in past 12 months: Overnight delivery services

Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services spend an average of 2 days, 20 hours, 53 minutes and 28 seconds each week with All Forms of Media.

90.% of Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services spend an avg. of 7 hours and 31 minutes each week listening to All Local AM/FM Radio, representing 9.8% of total time spent with all forms of Media.



PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 69 PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 2,461

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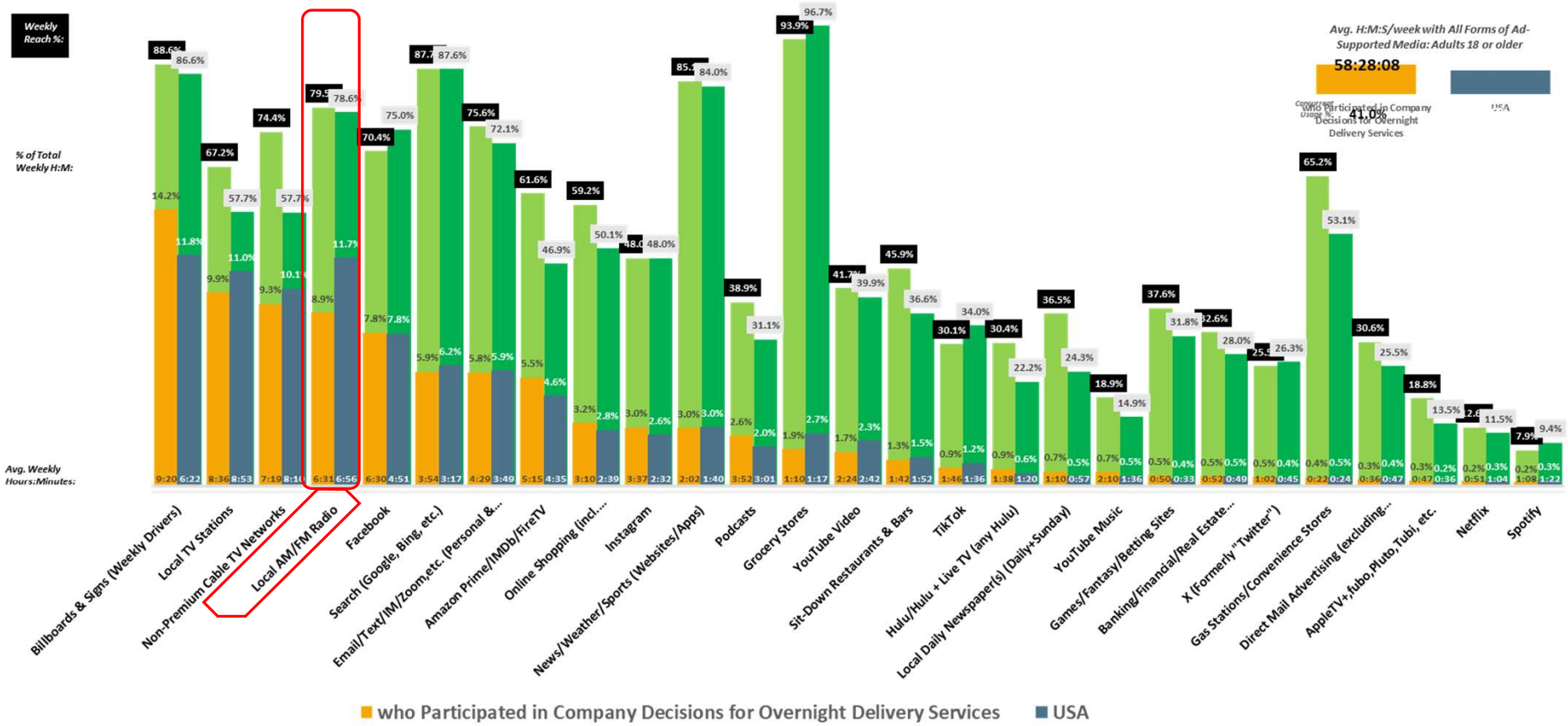
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Company purchasing decisions participated in past 12 months: Overnight delivery services



Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services spend an average of 2 days, 10 hours, 28 minutes and 8 seconds each week with All Forms of Ad-Supported Media.

79.5% of Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services spend an avg. of 6 hours and 31 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 8.9% of total time spent with all forms of Ad-Support

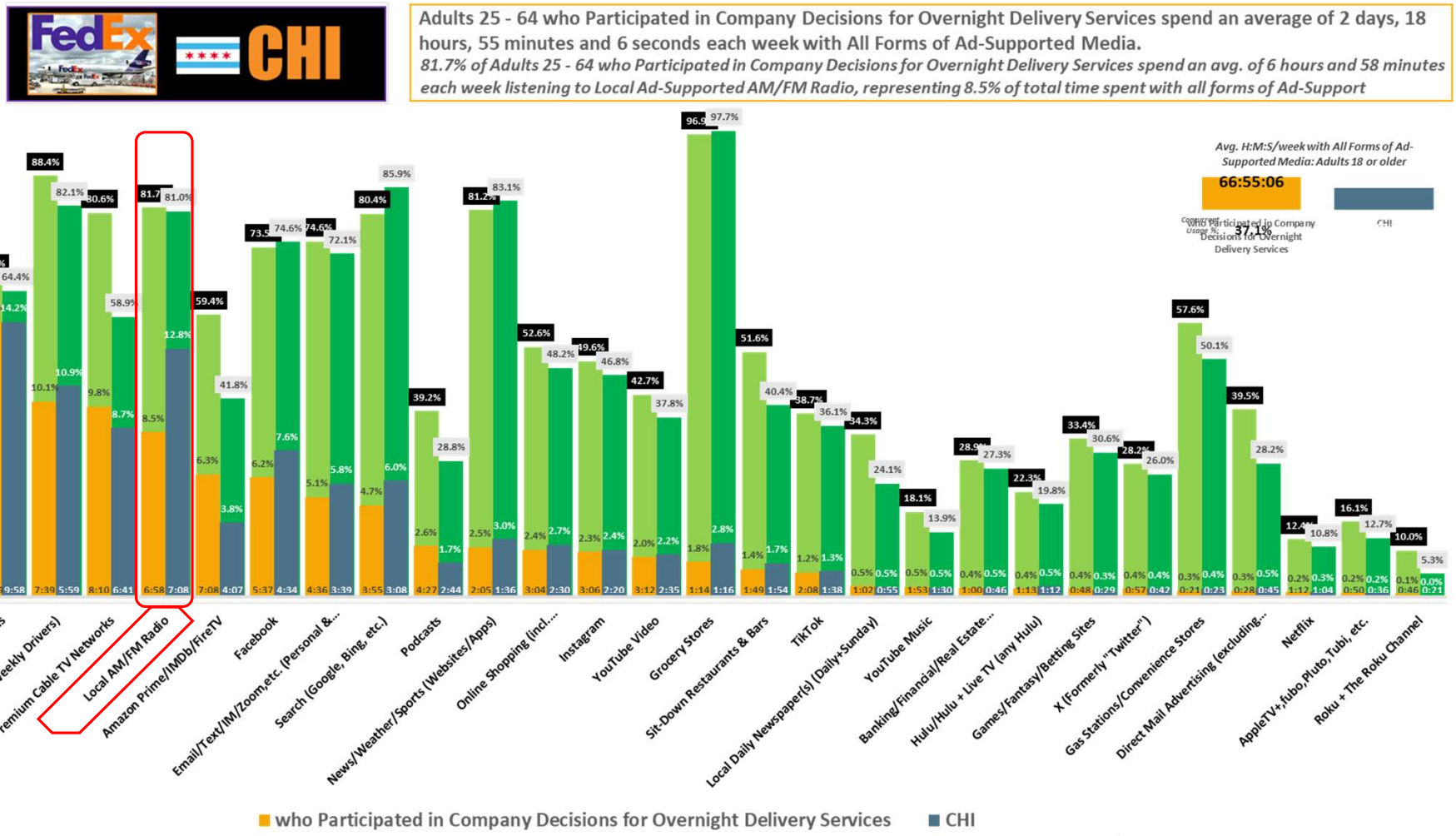


USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 618 USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

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Company purchasing decisions participated in past 12 months: Overnight delivery services

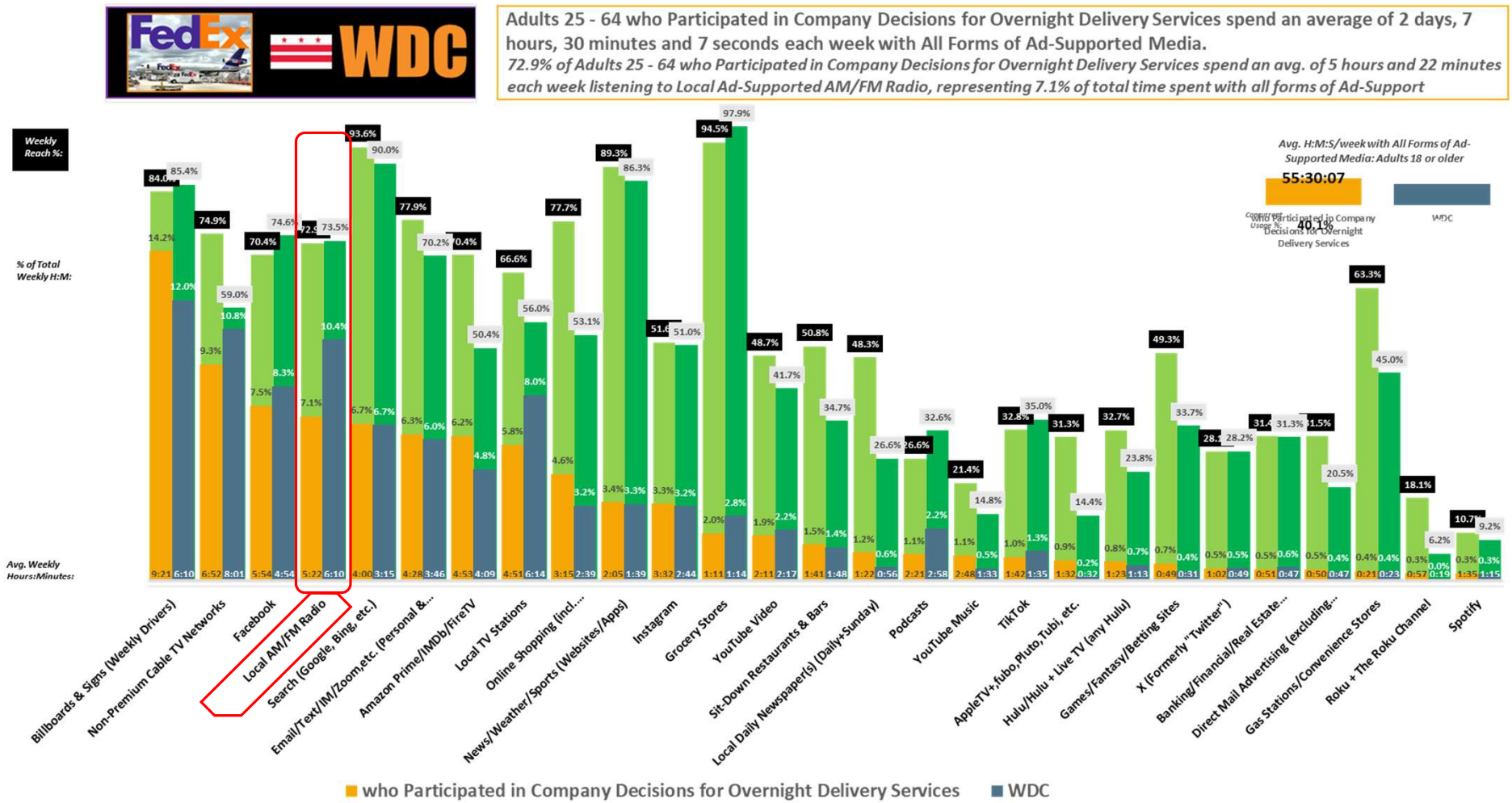


CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 113 CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,846

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Company purchasing decisions participated in past 12 months: Overnight delivery services

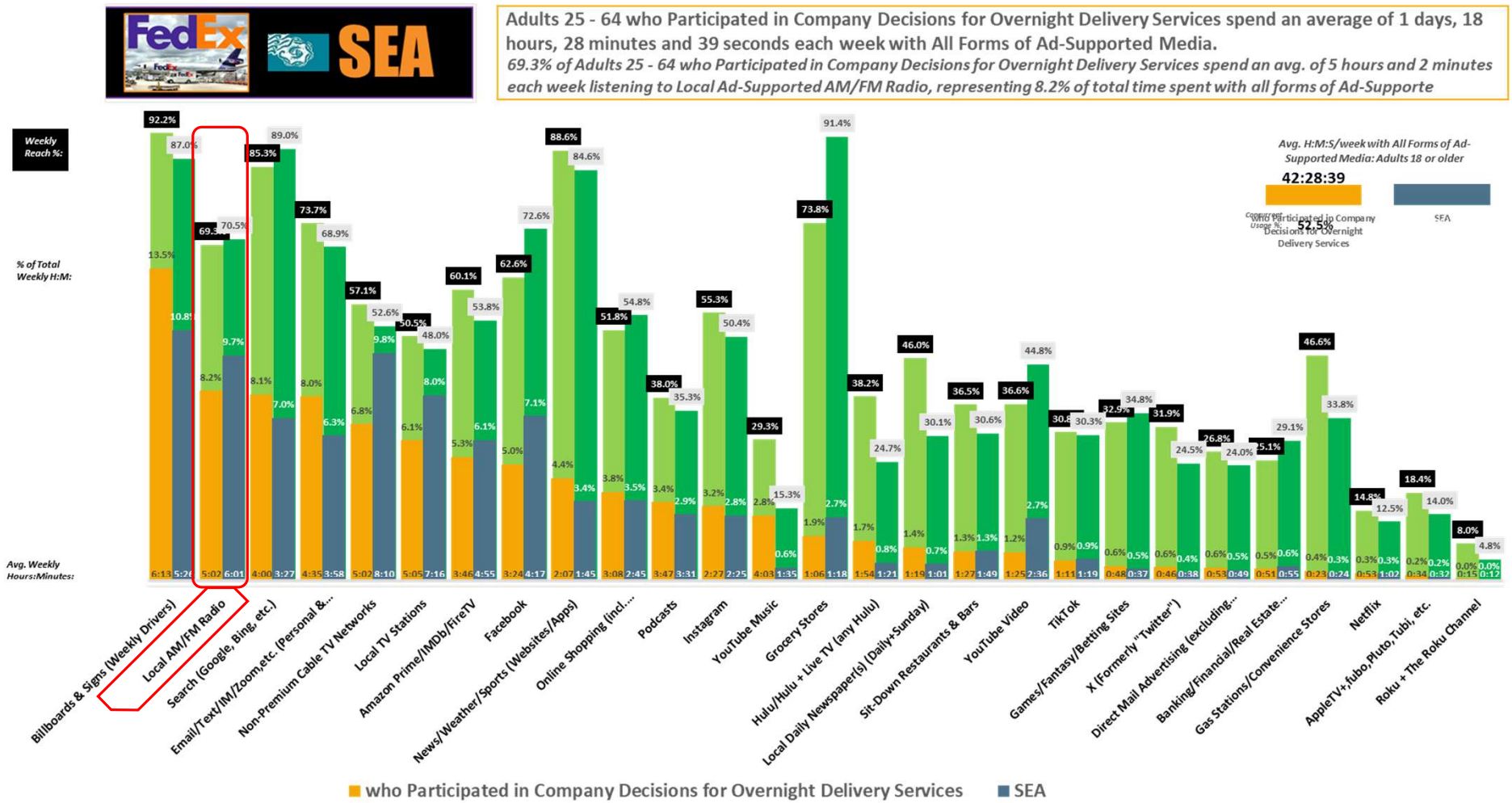


WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 156 WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 5,857

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Company purchasing decisions participated in past 12 months: Overnight delivery services

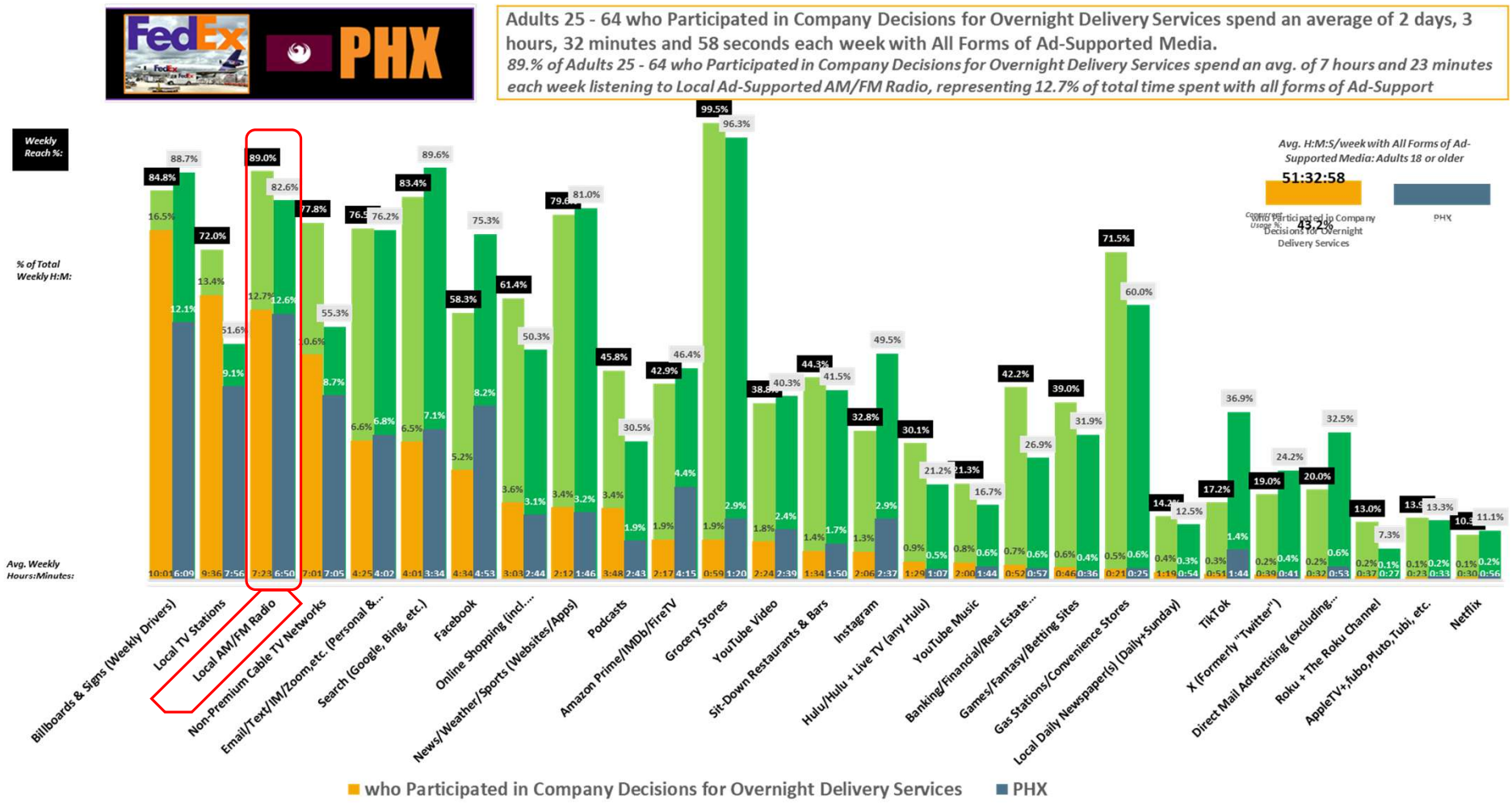


SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 90 SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,920

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Company purchasing decisions participated in past 12 months: Overnight delivery services



PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 69 PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 2,461

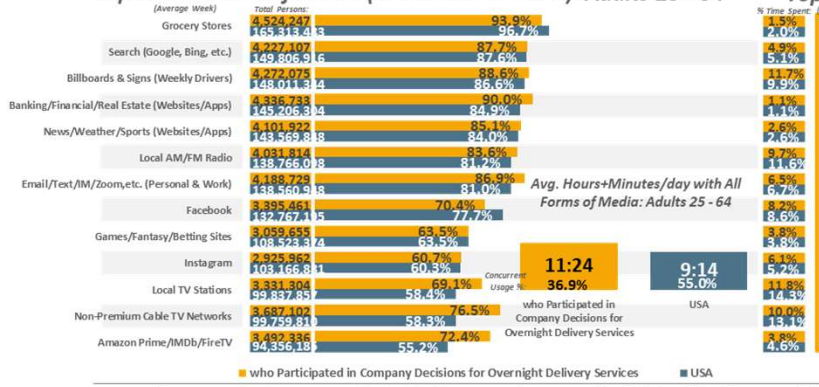
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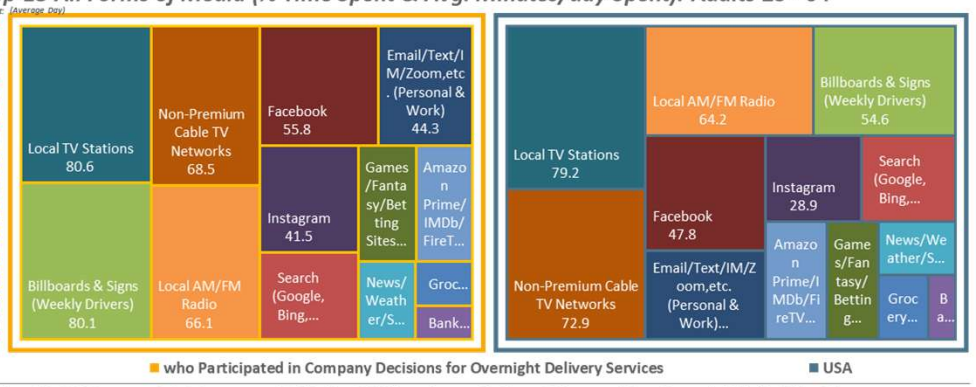
Company purchasing decisions participated in past 12 months: Overnight delivery services

Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services spend an average of 8 hours and 21 minutes each day with All Forms of Ad-Supported Media. 79.5% listen to Local AM/FM Radio for an avg. of 55.9 minutes/day. *(Local Radio delivers 8.9% of Time with Ad-Supported Media.)*

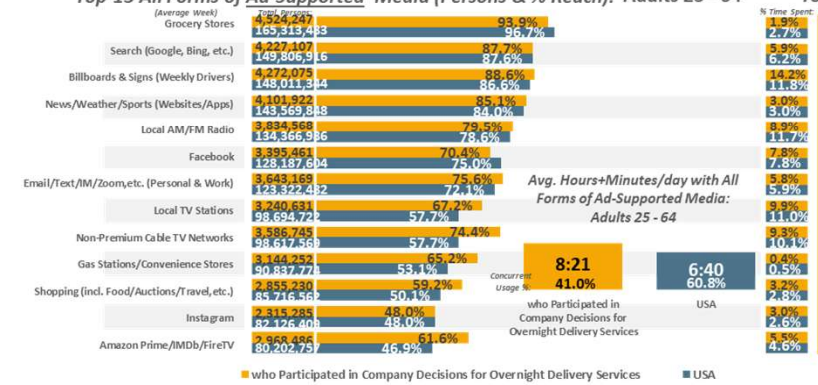
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 64



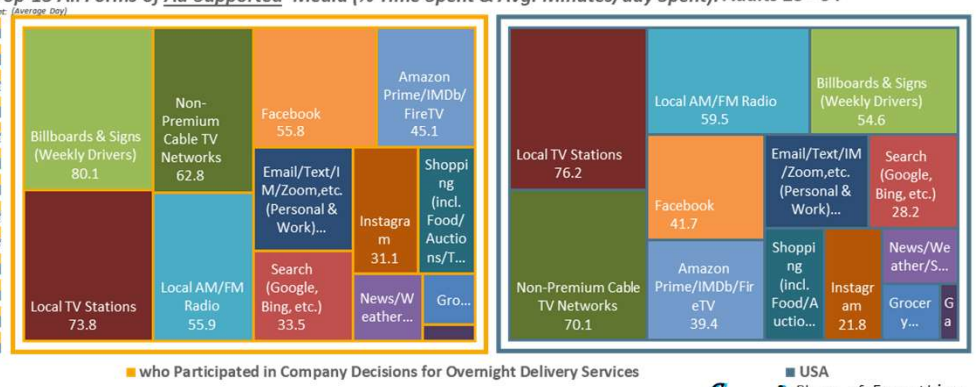
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 25 - 64



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 618

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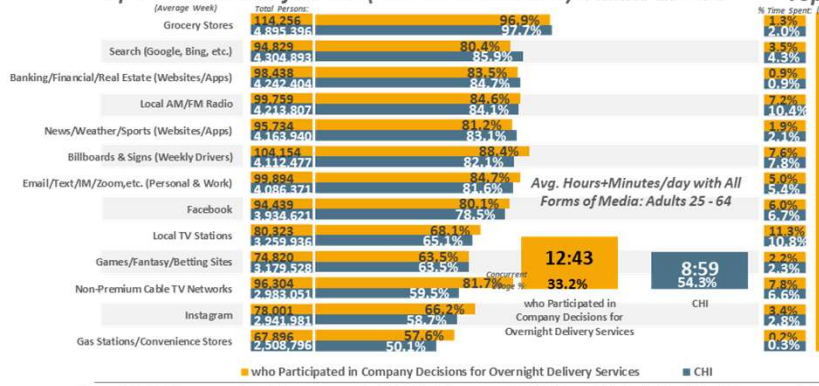
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

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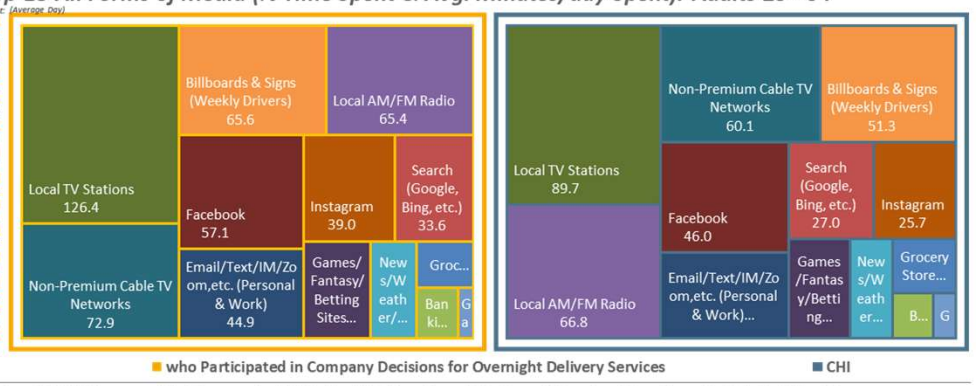
Company purchasing decisions participated in past 12 months: Overnight delivery services

Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services spend an average of 9 hours and 33 minutes each day with All Forms of Ad-Supported Media. 81.7% listen to Local AM/FM Radio for an avg. of 59.7 minutes/day. *(Local Radio delivers 8.5% of Time with Ad-Supported Media.)*

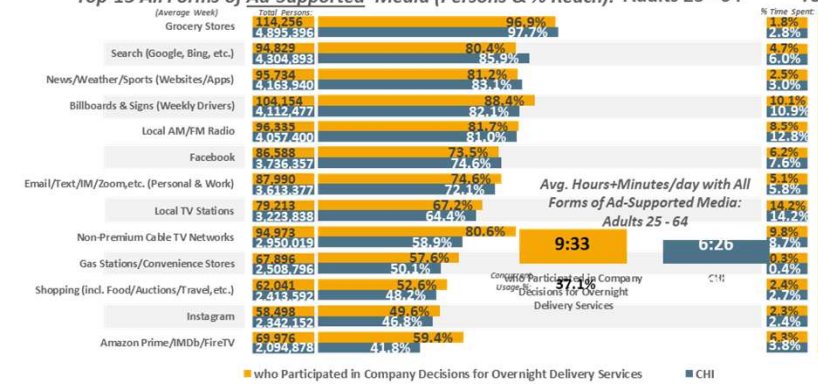
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 64



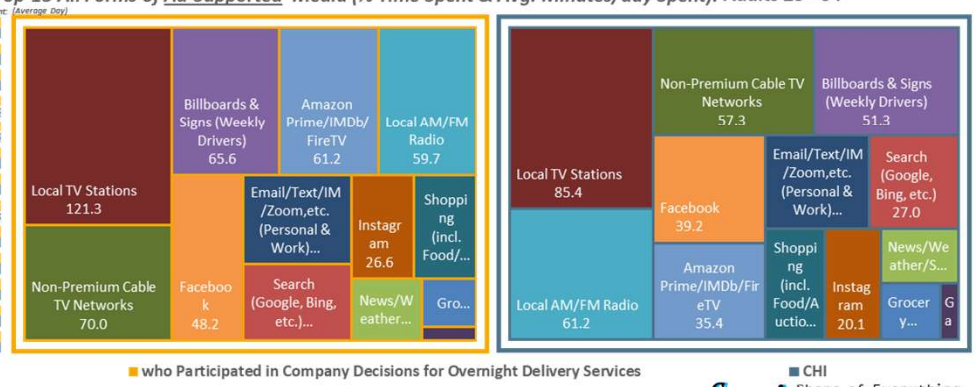
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 25 - 64



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 113

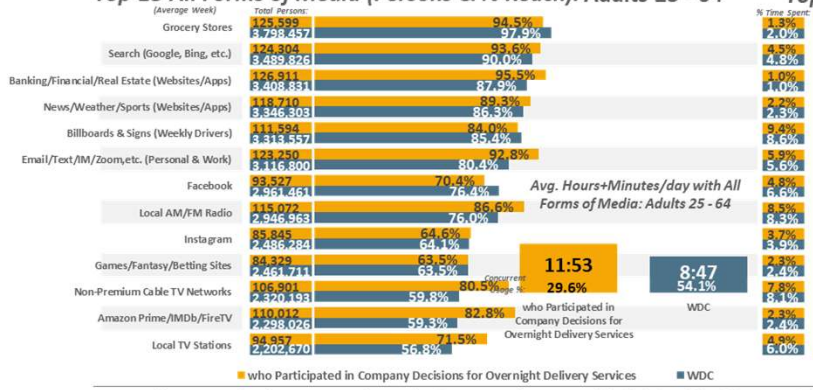
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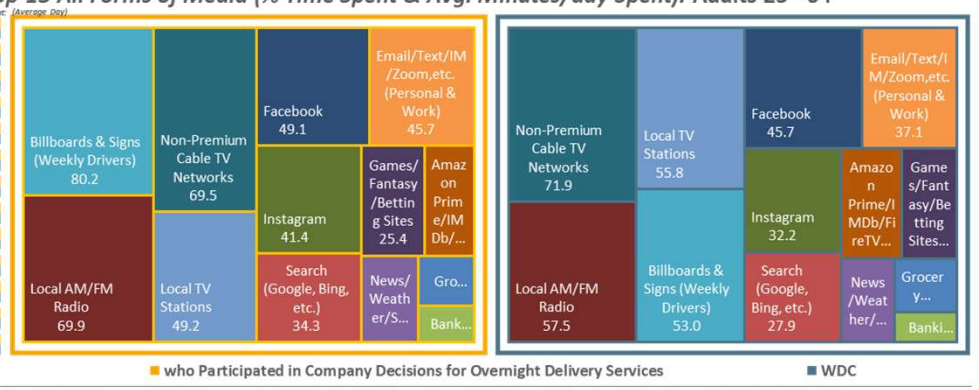
Company purchasing decisions participated in past 12 months: Overnight delivery services

Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services spend an average of 7 hours and 55 minutes each day with All Forms of Ad-Supported Media. 72.9% listen to Local AM/FM Radio for an avg. of 46.1 minutes/day. *(Local Radio delivers 7.1% of Time with Ad-Supported Media.)*

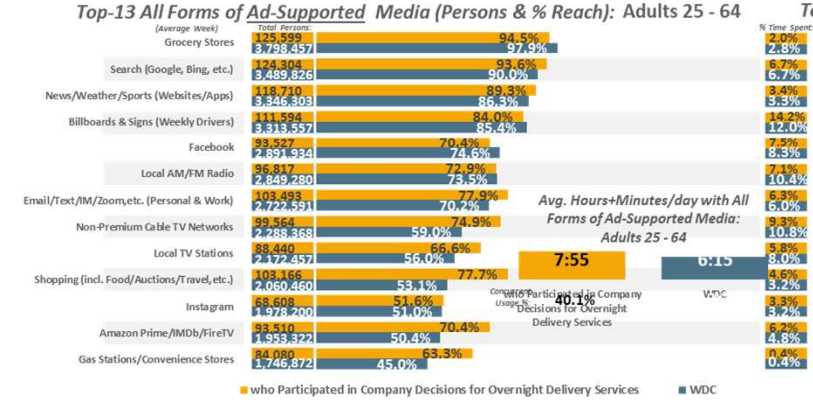
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 64



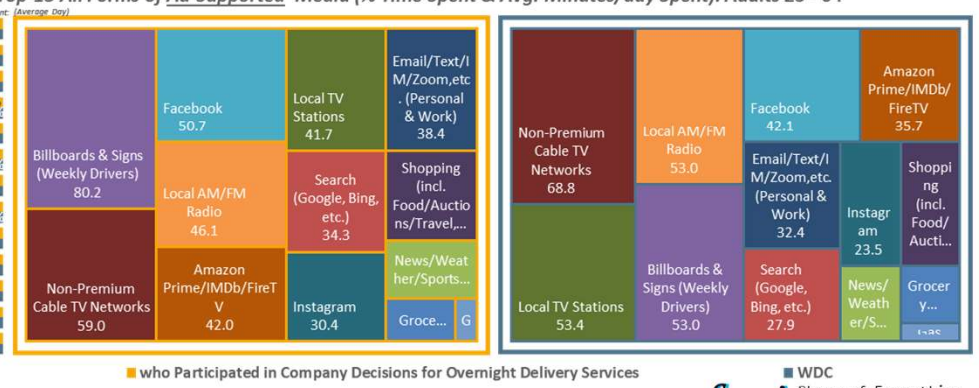
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 25 - 64



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 156

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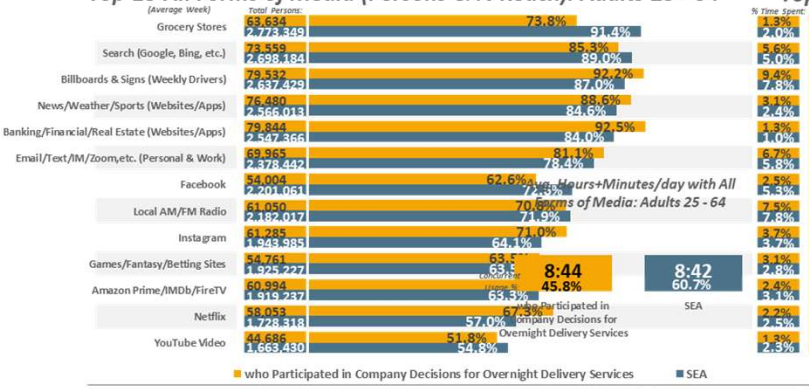
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Company purchasing decisions participated in past 12 months: Overnight delivery services

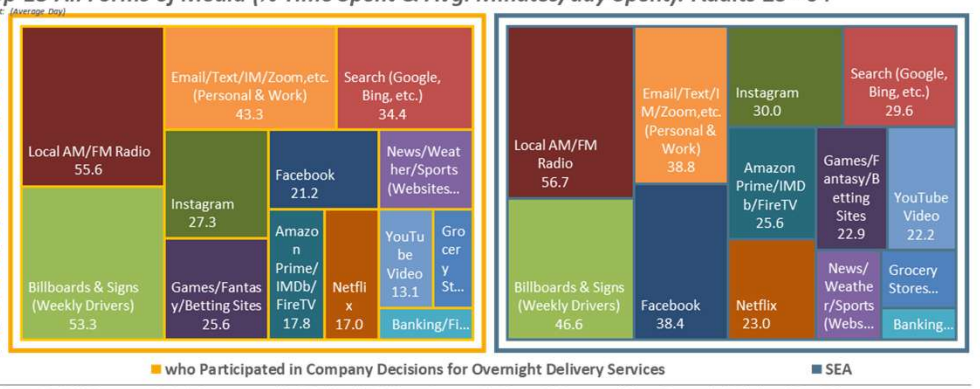


Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services spend an average of 6 hours and 4 minutes each day with All Forms of Ad-Supported Media. 69.3% listen to Local AM/FM Radio for an avg. of 43.2 minutes/day. *(Local Radio delivers 8.2% of Time with Ad-Supported Media.)*

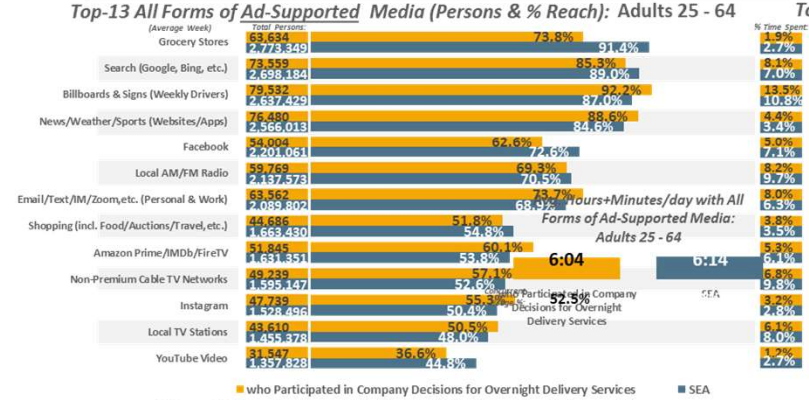
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 64



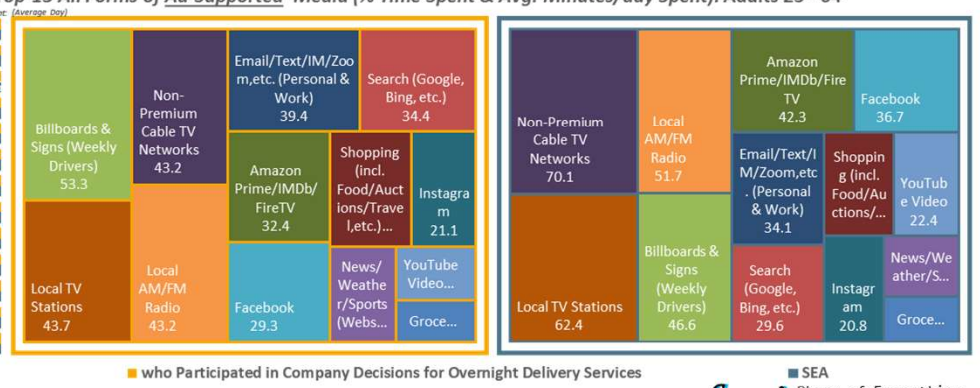
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 25 - 64



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 90

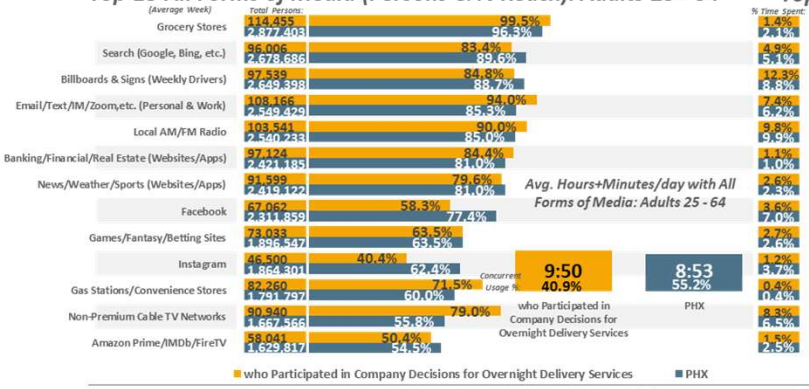
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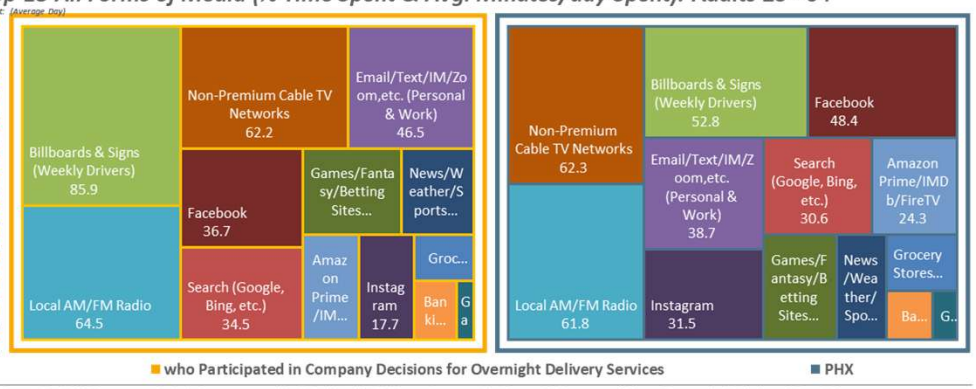
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Company purchasing decisions participated in past 12 months: Overnight delivery services

Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services spend an average of 7 hours and 21 minutes each day with All Forms of Ad-Supported Media. 89.% listen to Local AM/FM Radio for an avg. of 63.3 minutes/day. *(Local Radio delivers 12.7% of Time with Ad-Supported Media.)*

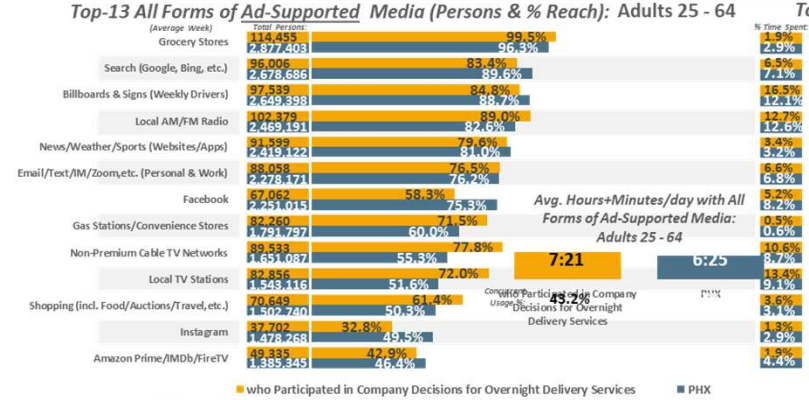
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 64

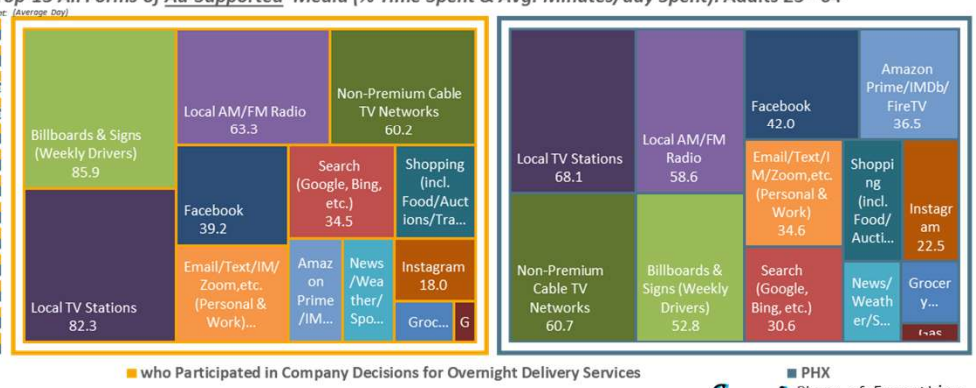




Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64

Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 25 - 64





Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64

PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 69

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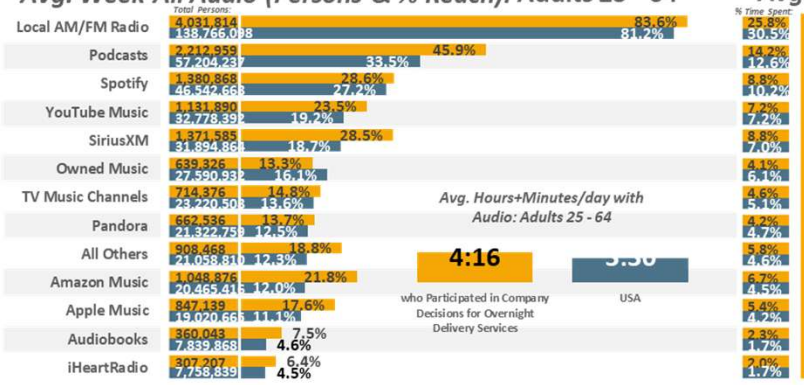
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Company purchasing decisions participated in past 12 months: Overnight delivery services

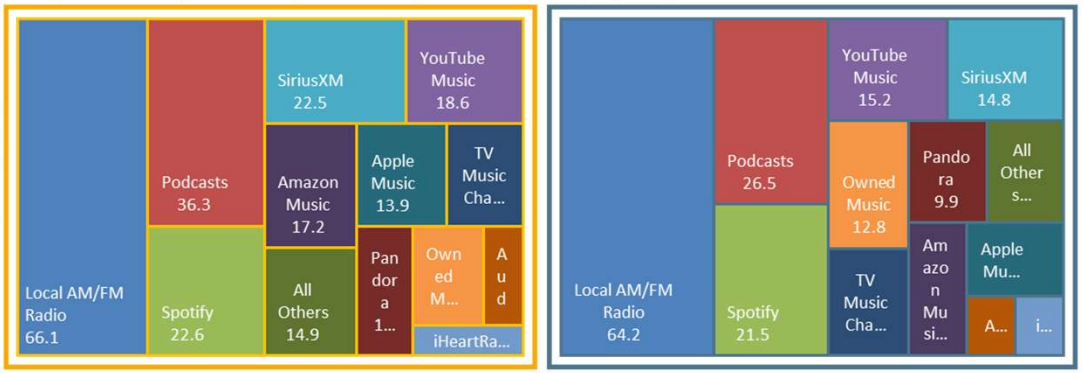


3,834,568 or 79.5% of Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services listen to Ad-Supported Local AM/FM Radio for an average of 55.9 minutes every day representing 32.3% of all time spent daily with Ad-Supported Audio

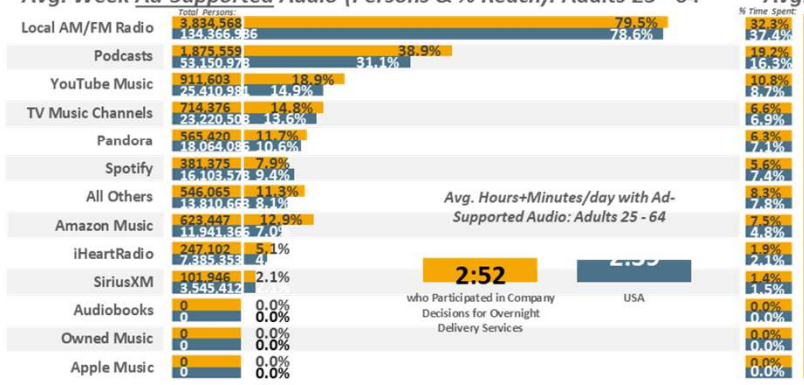
Avg. Week All Audio (Persons & % Reach): Adults 25 - 64



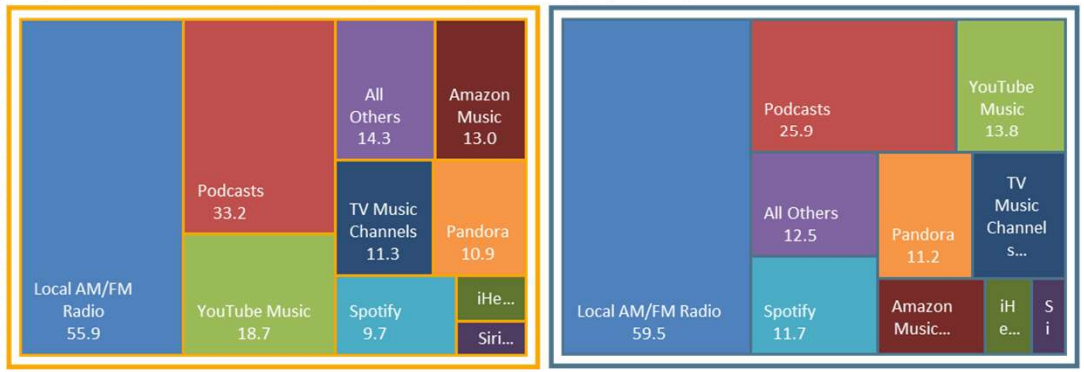
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 618

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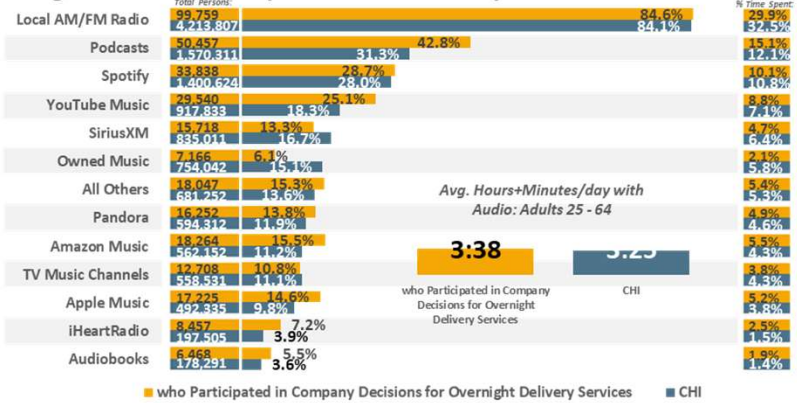
Scarborough R1 2025: Feb24-Mar25 USA Projection

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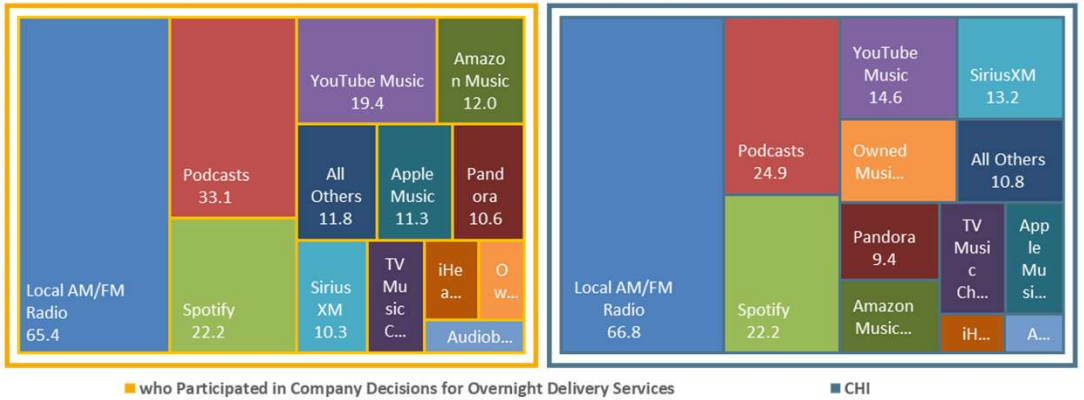
Company purchasing decisions participated in past 12 months: Overnight delivery services

96,335 or 81.7% of Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services listen to Ad-Supported Local AM/FM Radio for an average of 59.7 minutes every day representing 34.9% of all time spent daily with Ad-Supported Audio.

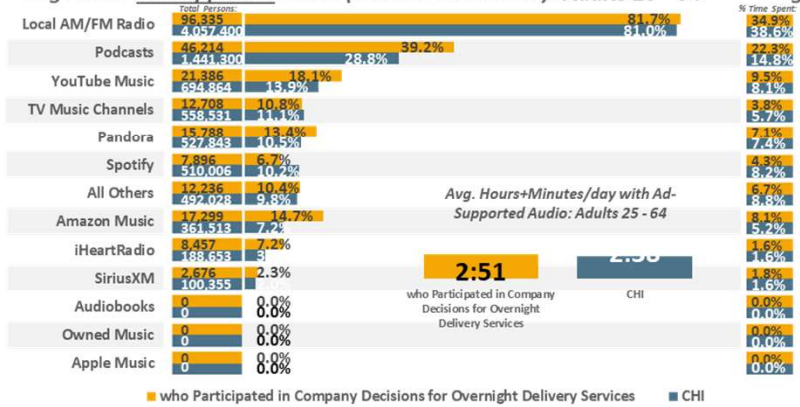
Avg. Week All Audio (Persons & % Reach): Adults 25 - 64



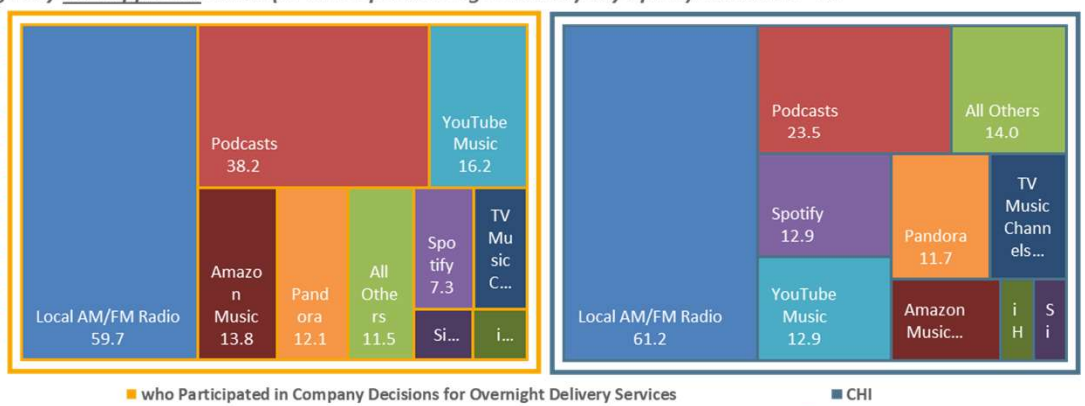
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 113

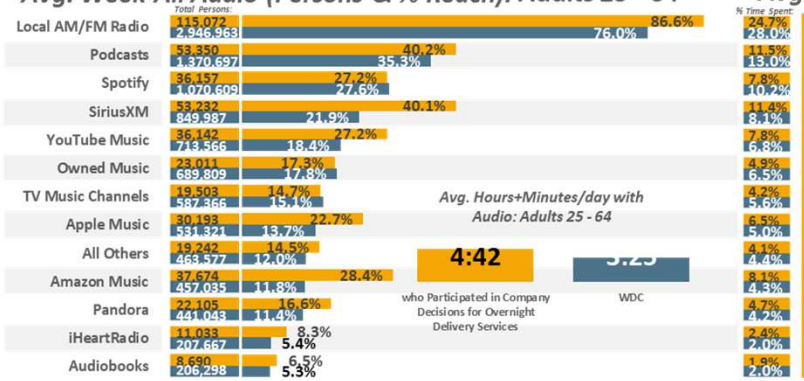
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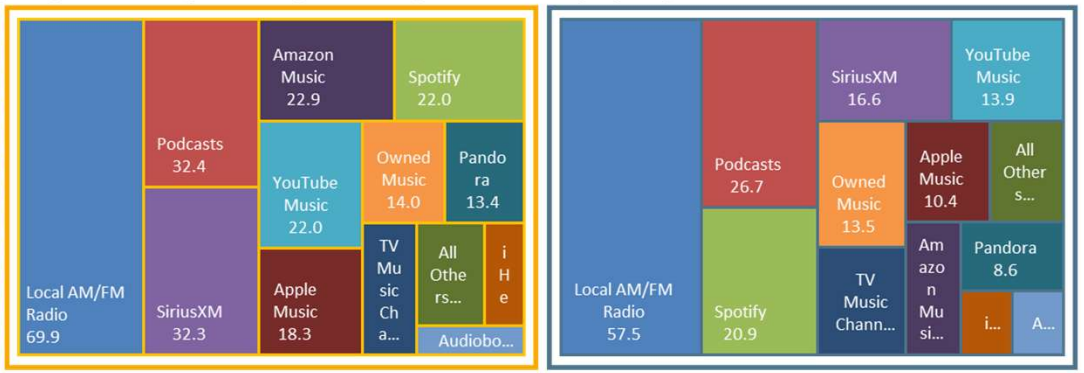
Company purchasing decisions participated in past 12 months: Overnight delivery services

96,817 or 72.9% of Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services listen to Ad-Supported Local AM/FM Radio for an average of 46.1 minutes every day representing 26.1% of all time spent daily with Ad-Supported Audio.

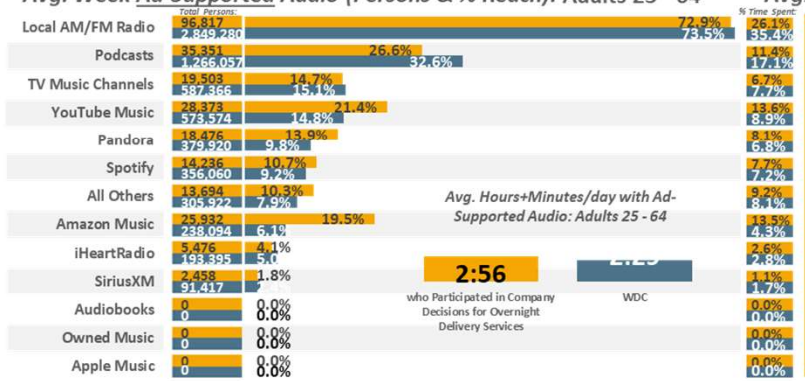
Avg. Week All Audio (Persons & % Reach): Adults 25 - 64



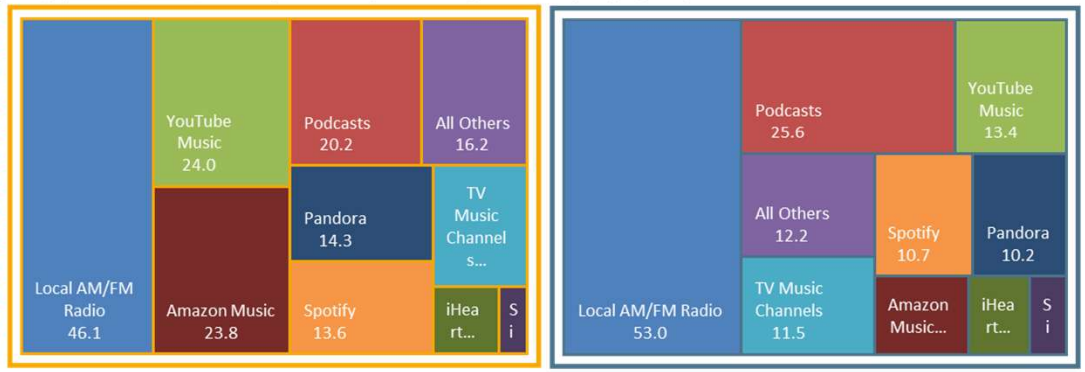
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 156

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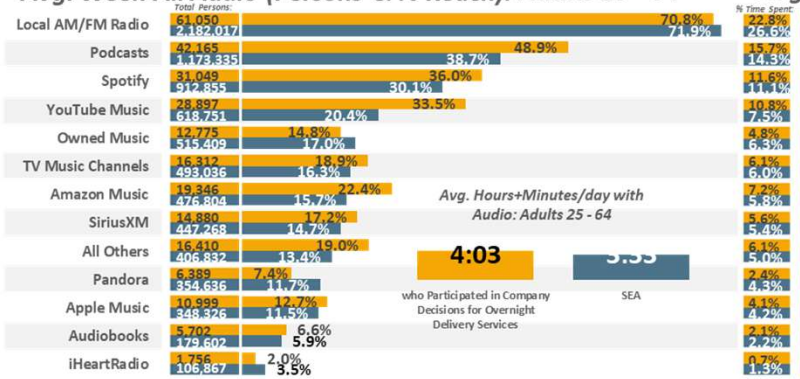
soefa.ai Share of Everything for Anything

Company purchasing decisions participated in past 12 months: Overnight delivery services

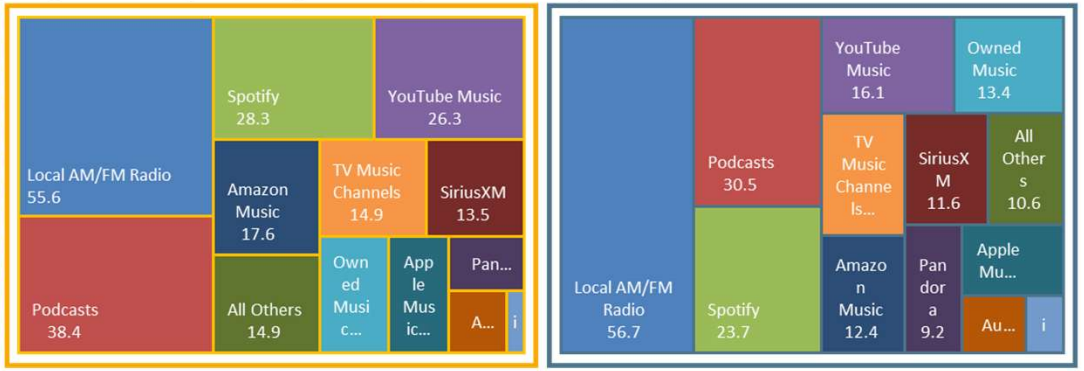


59,769 or 69.3% of Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services listen to Ad-Supported Local AM/FM Radio for an average of 43.2 minutes every day representing 25.5% of all time spent daily with Ad-Supported Audio.

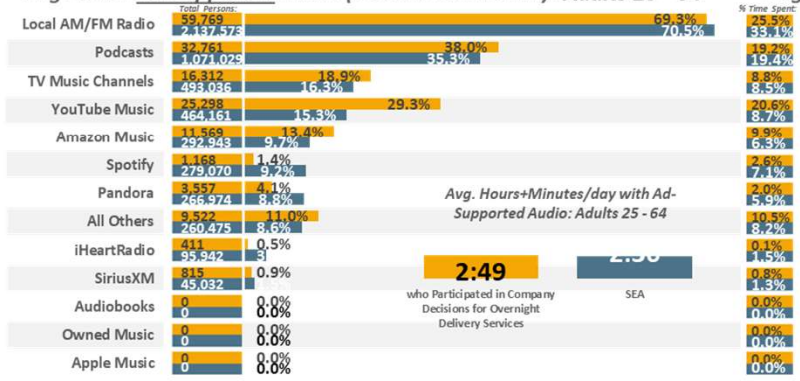
Avg. Week All Audio (Persons & % Reach): Adults 25 - 64



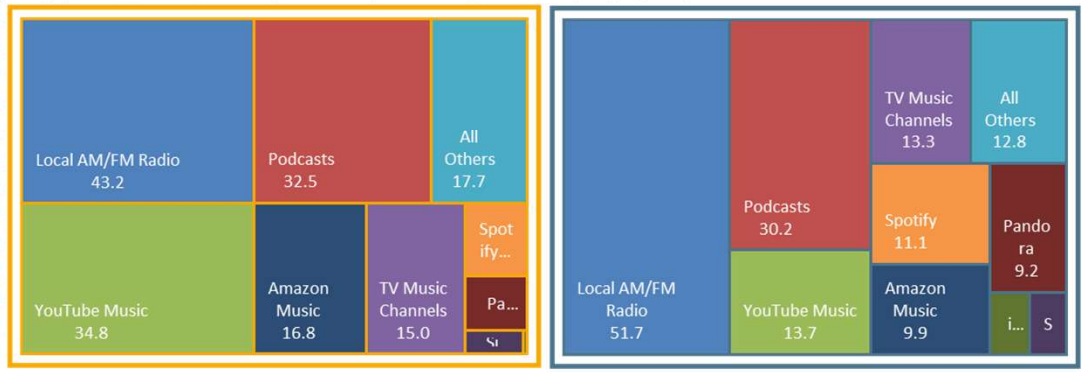
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 90

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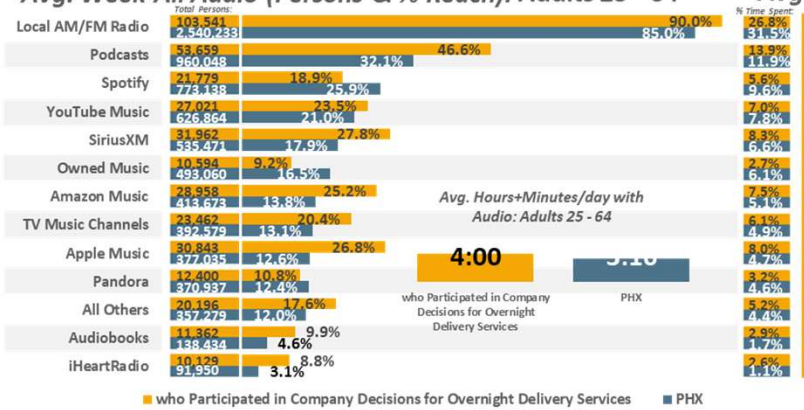
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Company purchasing decisions participated in past 12 months: Overnight delivery services

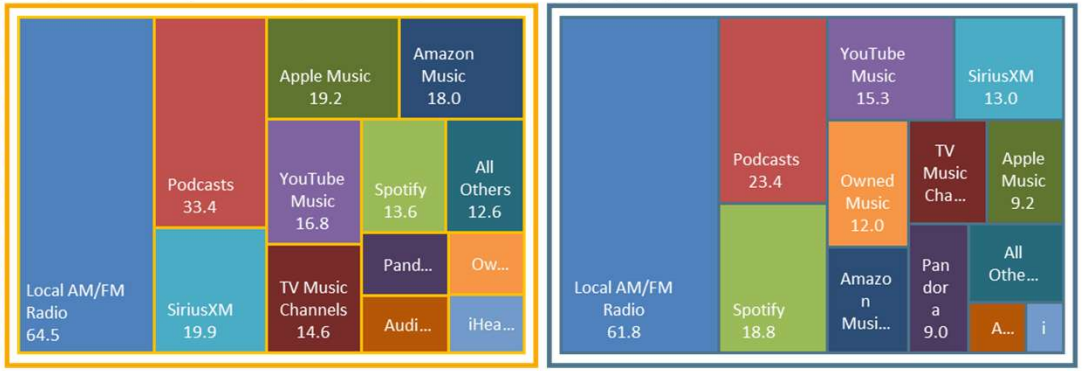


102,379 or 89.% of Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services listen to Ad-Supported Local AM/FM Radio for an average of 63.3 minutes every day representing 36.6% of all time spent daily with Ad-Supported Audio.

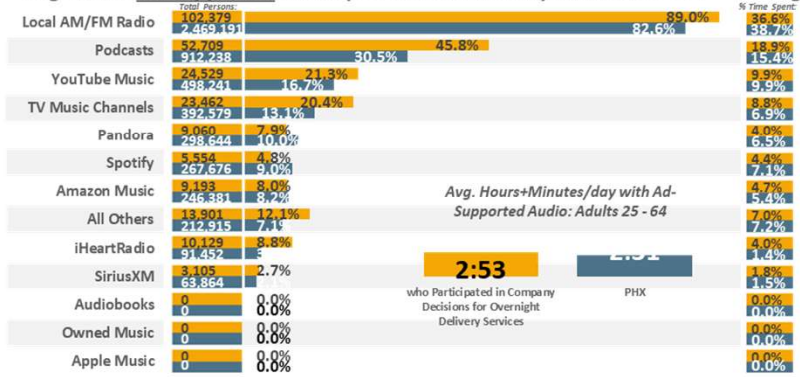
Avg. Week All Audio (Persons & % Reach): Adults 25 - 64



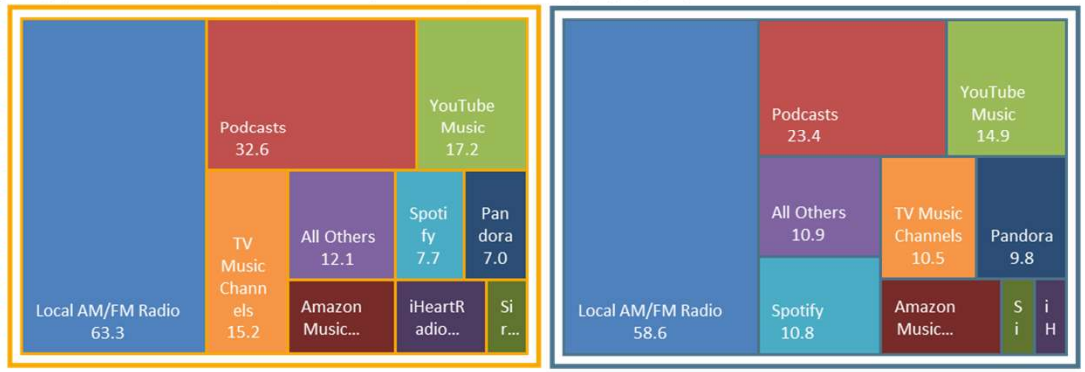
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 69

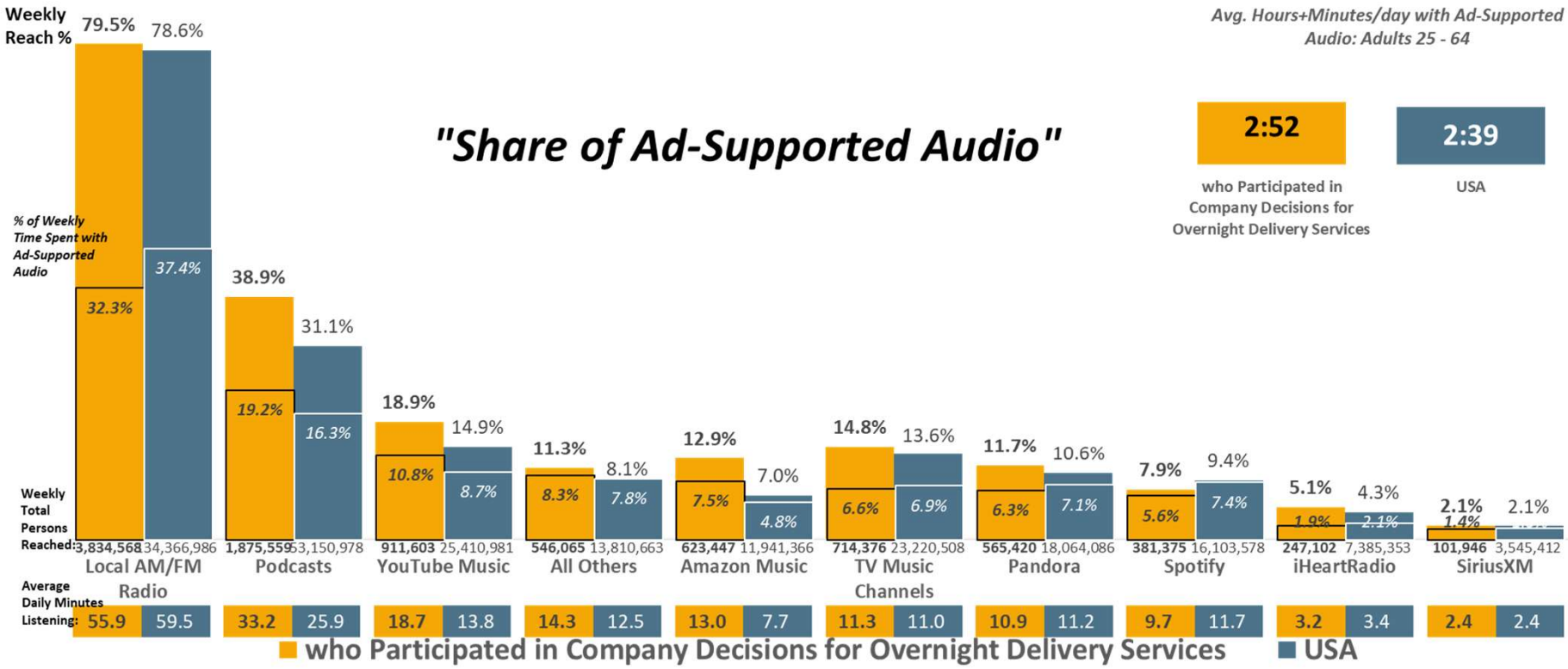
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Company purchasing decisions participated in past 12 months: Overnight delivery services

FedEx USA

3,834,568 or 79.5% of Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services listen to Ad-Supported Local AM/FM Radio for an average of 55.9 minutes every day representing 32.3% of all time spent daily with Ad-Supported Audio



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 618

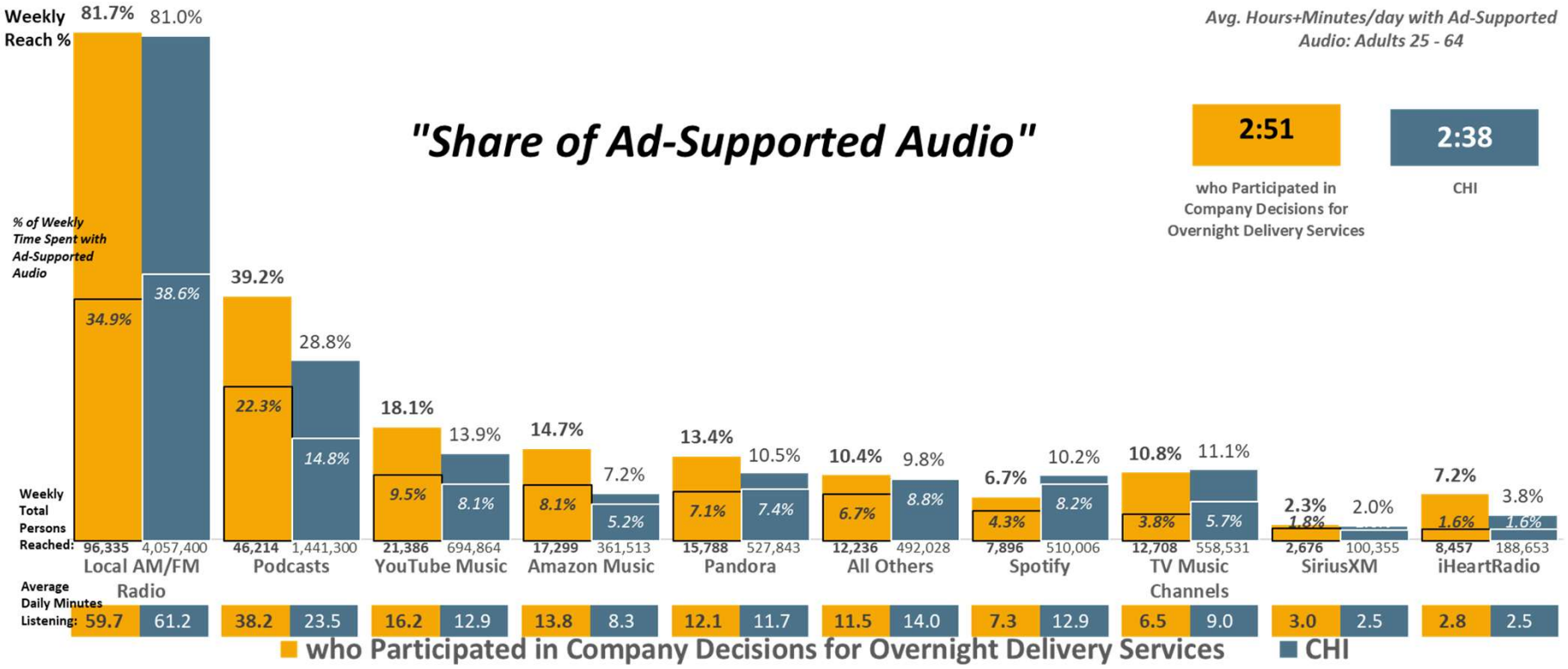
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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

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Company purchasing decisions participated in past 12 months: Overnight delivery services

96,335 or 81.7% of Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services listen to Ad-Supported Local AM/FM Radio for an average of 59.7 minutes every day representing 34.9% of all time spent daily with Ad-Supported Audio.



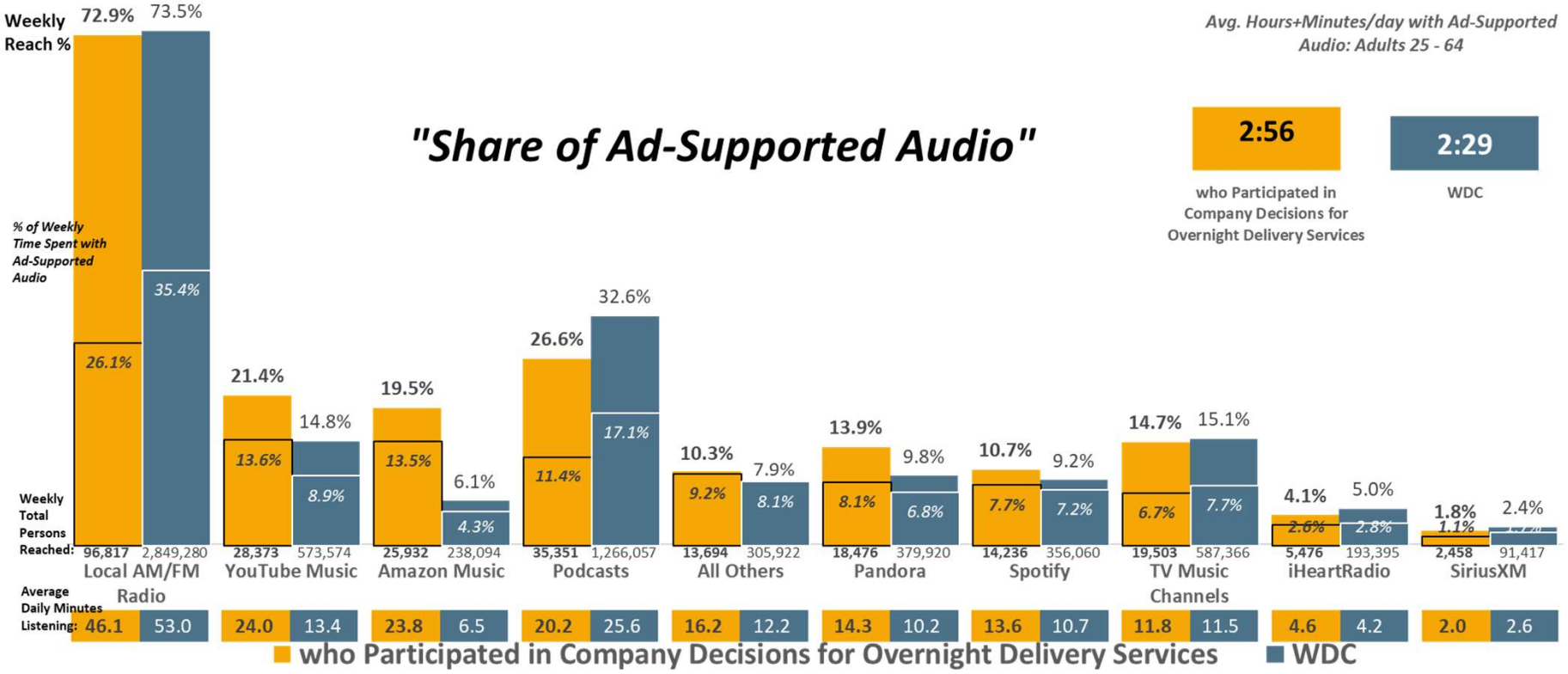
CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 113 CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,846

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Company purchasing decisions participated in past 12 months: Overnight delivery services

96,817 or 72.9% of Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services listen to Ad-Supported Local AM/FM Radio for an average of 46.1 minutes every day representing 26.1% of all time spent daily with Ad-Supported Audio.



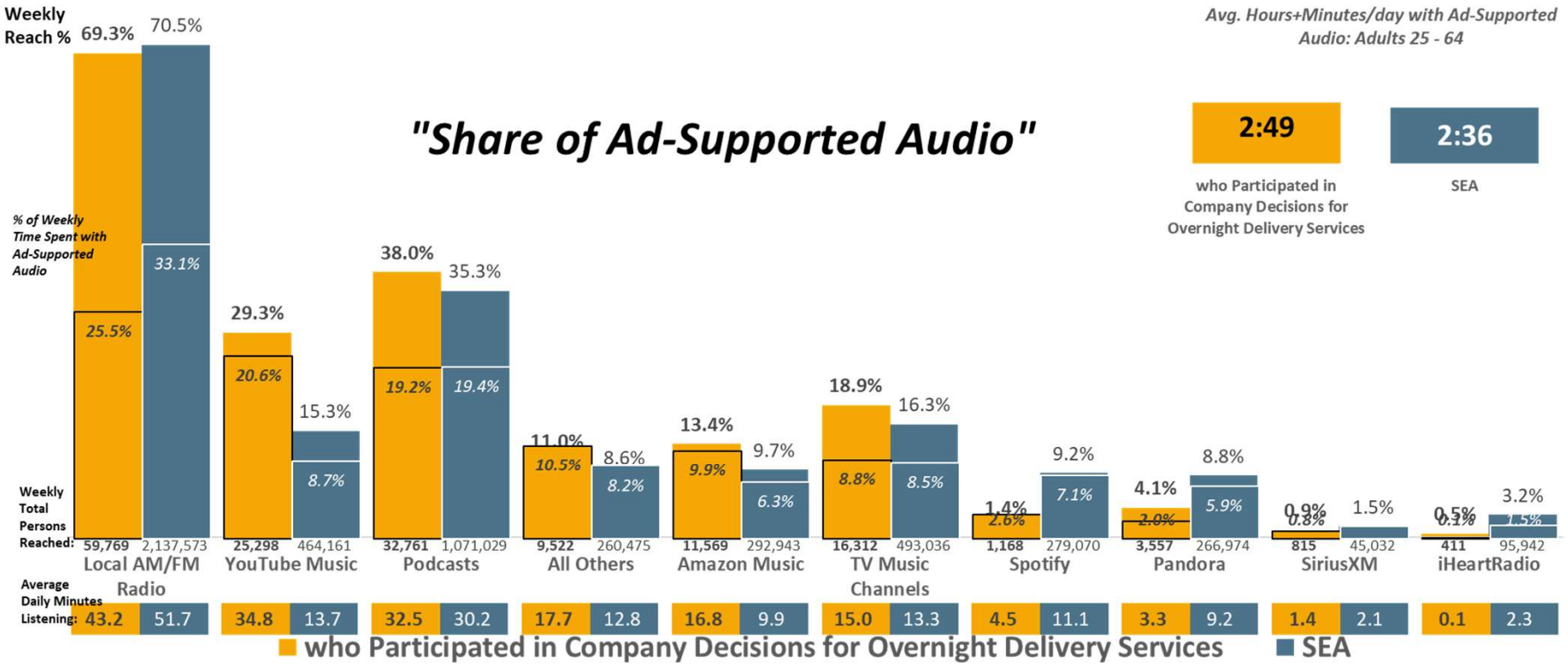
WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 156 WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 5,857

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Company purchasing decisions participated in past 12 months: Overnight delivery services

59,769 or 69.3% of Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services listen to Ad-Supported Local AM/FM Radio for an average of 43.2 minutes every day representing 25.5% of all time spent daily with Ad-Supported Audio.



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 90 SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,920

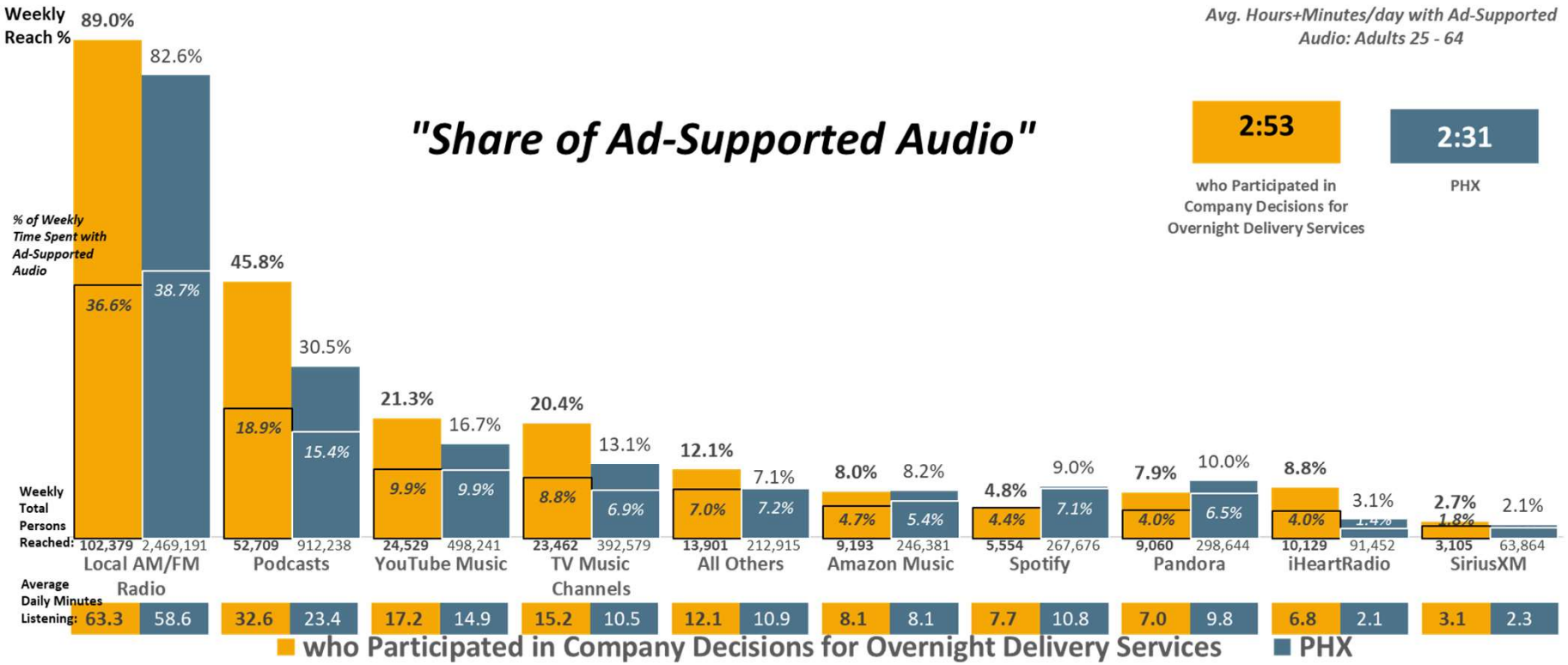
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Company purchasing decisions participated in past 12 months: Overnight delivery services



102,379 or 89.% of Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services listen to Ad-Supported Local AM/FM Radio for an average of 63.3 minutes every day representing 36.6% of all time spent daily with Ad-Supported Audio.



PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 69 PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 2,461

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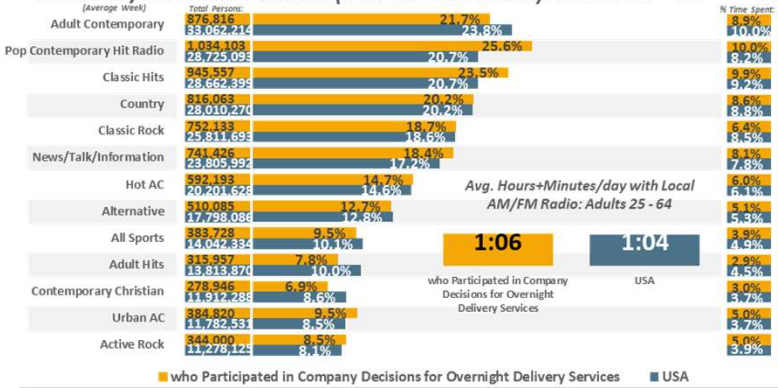
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Company purchasing decisions participated in past 12 months: Overnight delivery services

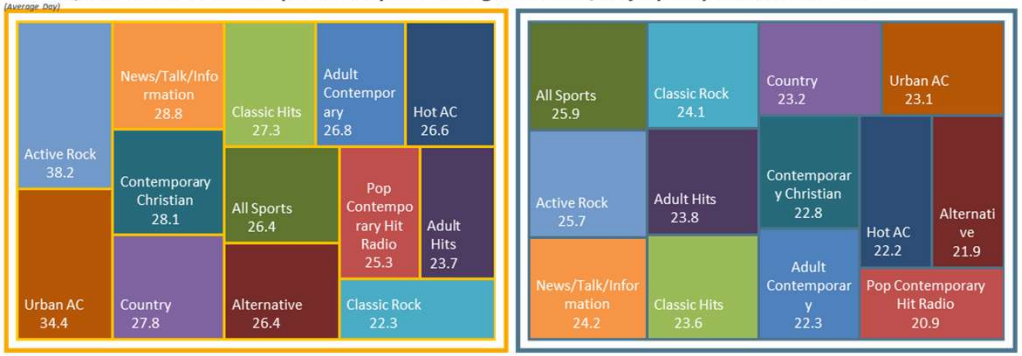


3,834,568 or 79.5% of Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Classic Hits, Adult Contemporary, Country, and Classic R

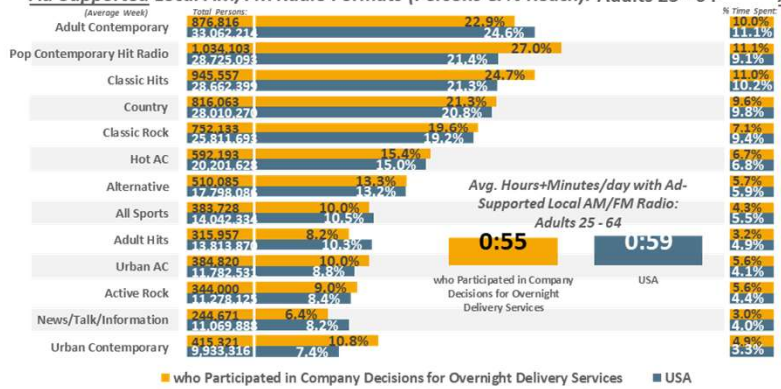
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



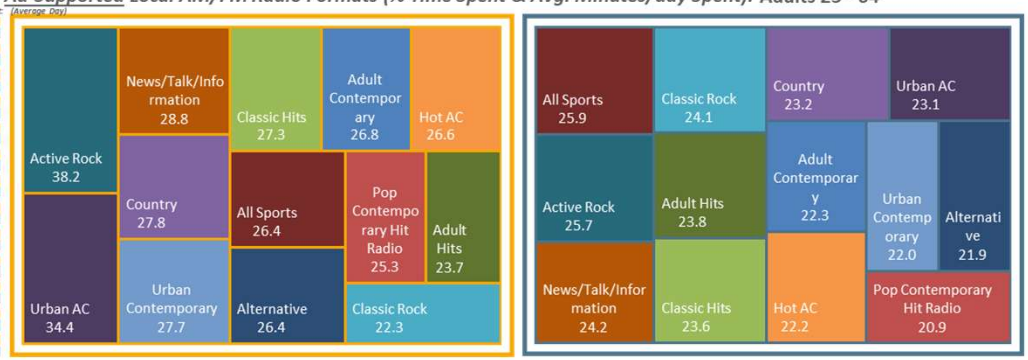
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 618

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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

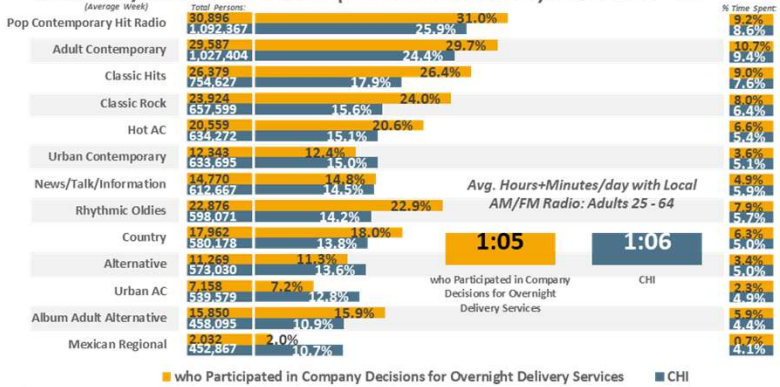
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Company purchasing decisions participated in past 12 months: Overnight delivery services

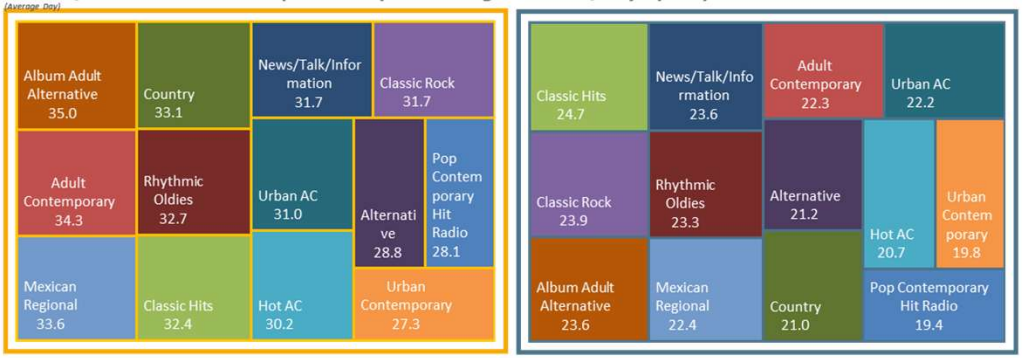
FedEx — CHI

96,335 or 81.7% of Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Adult Contemporary, Classic Hits, Classic Rock, and Rhythmi

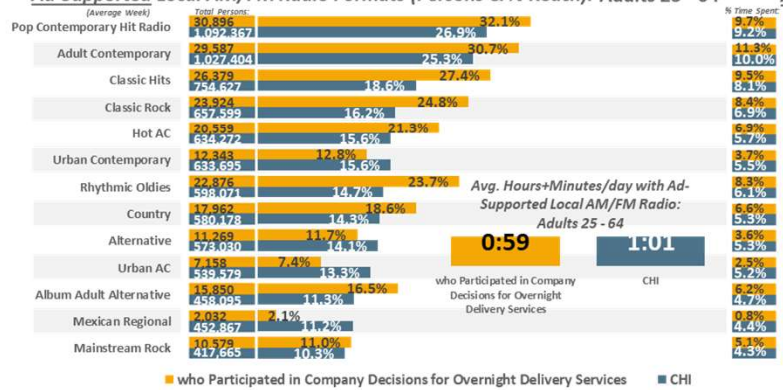
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



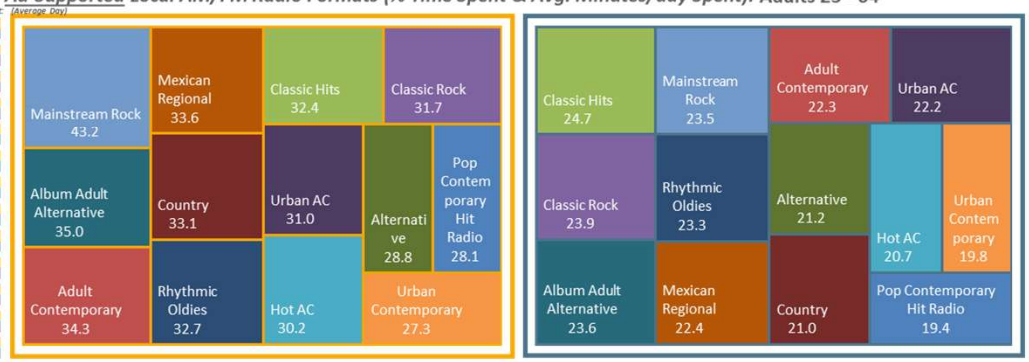
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 113

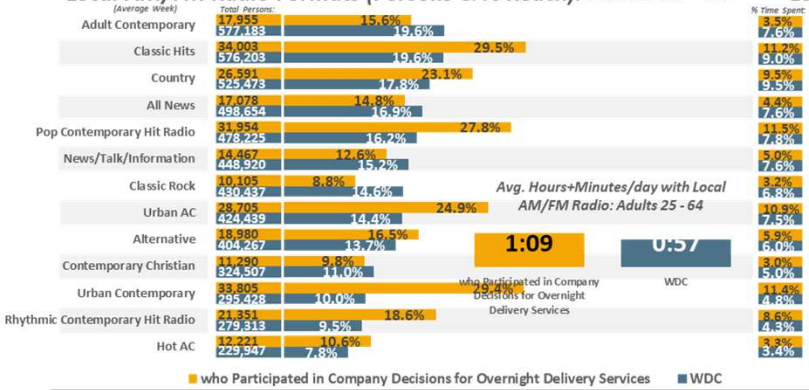
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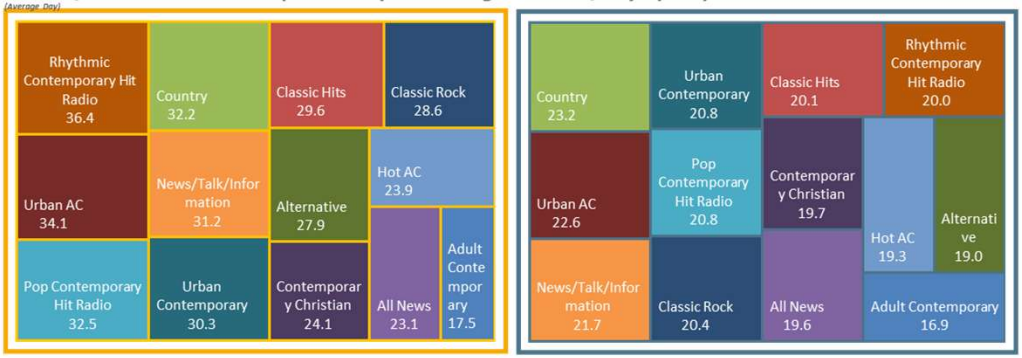
Company purchasing decisions participated in past 12 months: Overnight delivery services

96,817 or 72.9% of Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Urban Contemporary, Pop Contemporary Hit Radio, Urban AC, and Country.

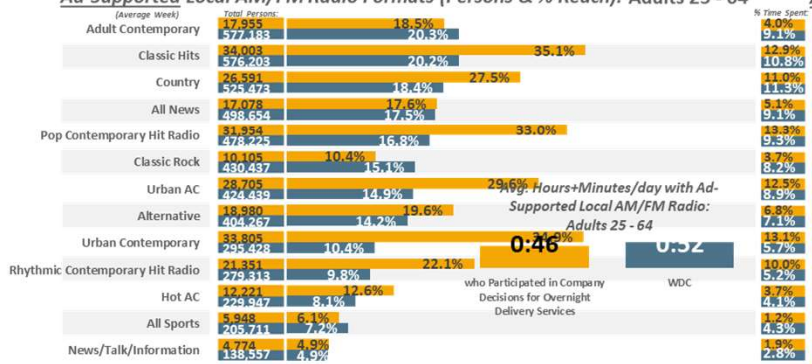
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



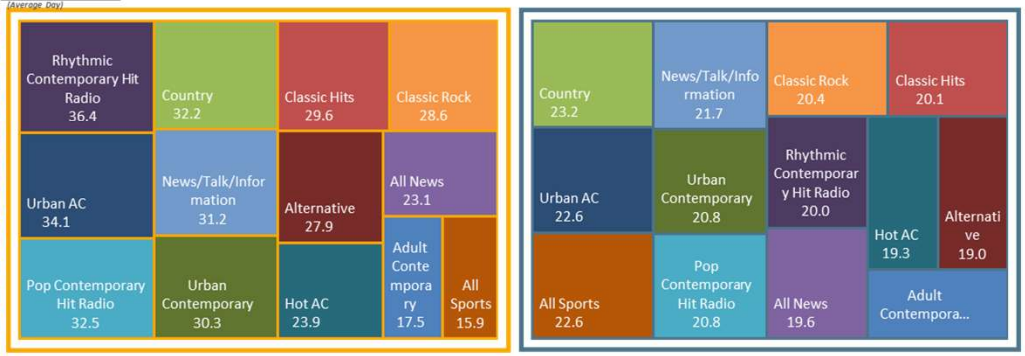
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 156

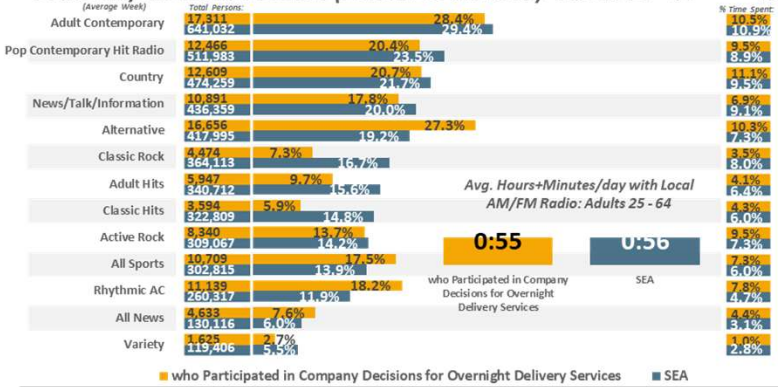
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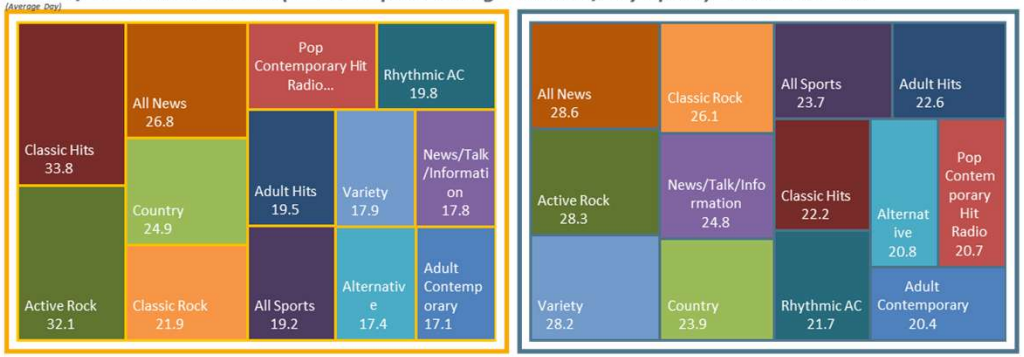
Company purchasing decisions participated in past 12 months: Overnight delivery services

59,769 or 69.3% of Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Alternative, Country, Pop Contemporary Hit Radio, and Rhythmic AC.

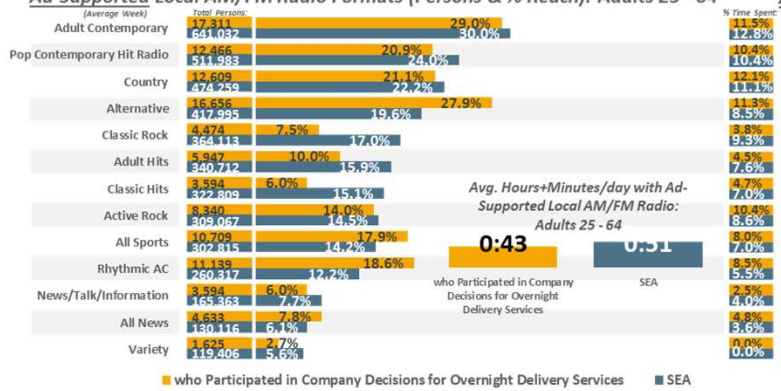
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



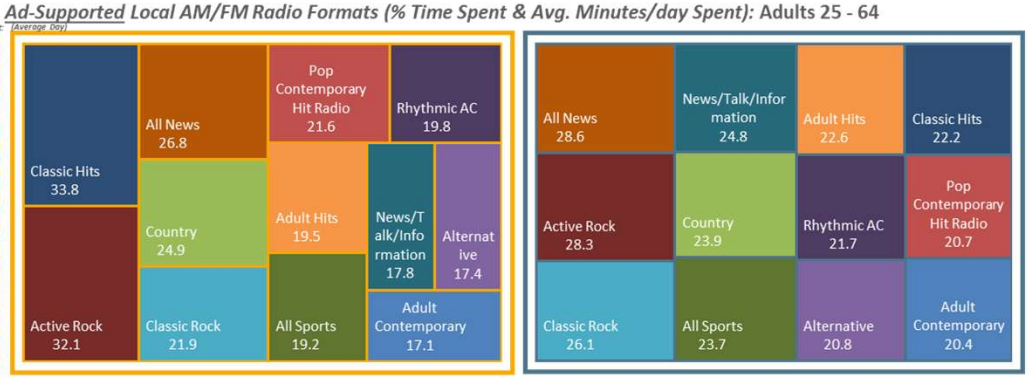
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 90

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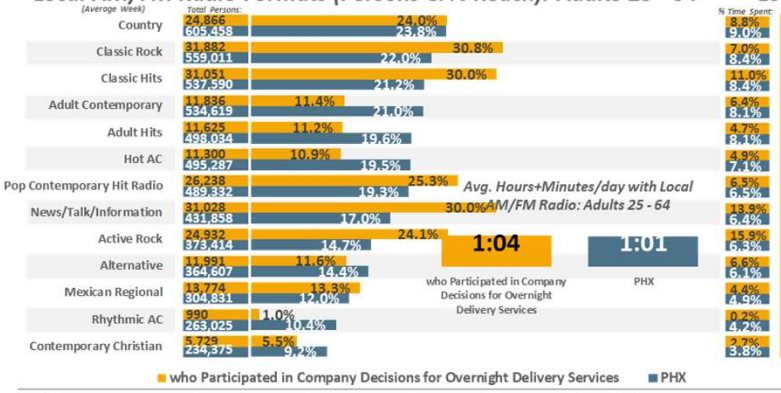
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Company purchasing decisions participated in past 12 months: Overnight delivery services

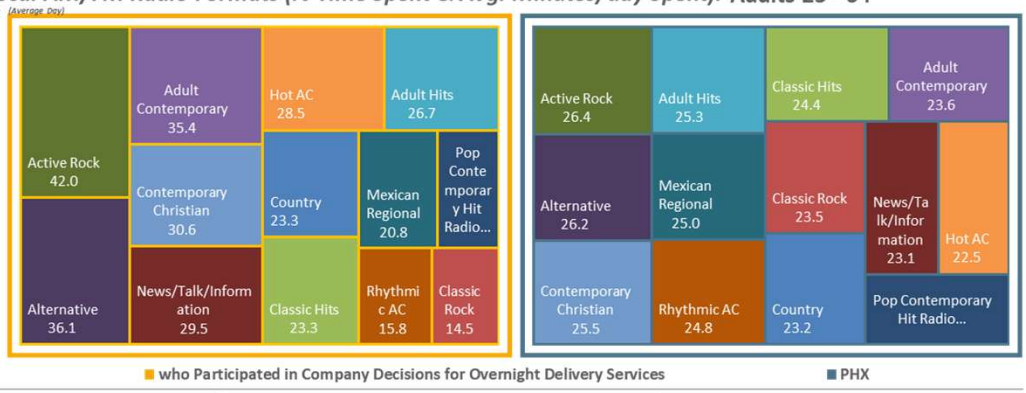


102,379 or 89.% of Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Rock, Classic Hits, News/Talk/Information, Pop Contemporary Hit Radio, and Acti

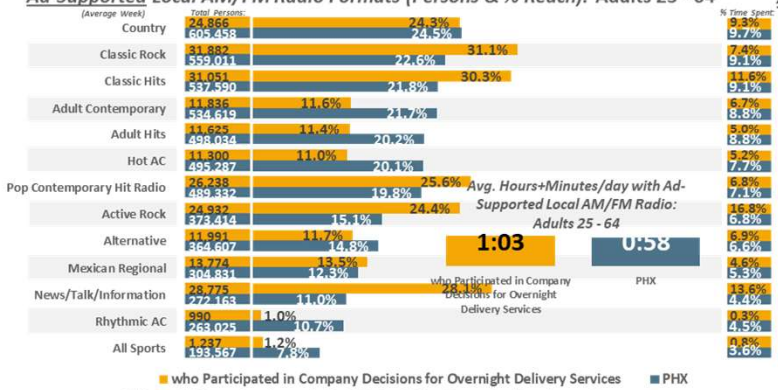
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



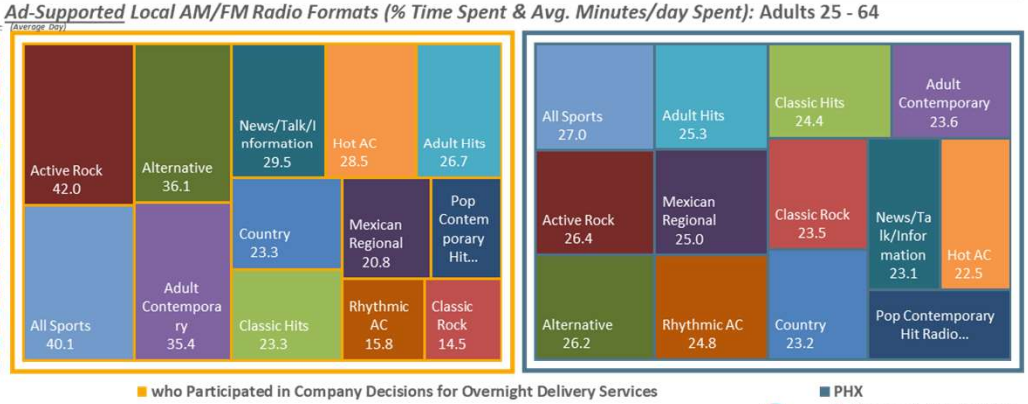
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 69

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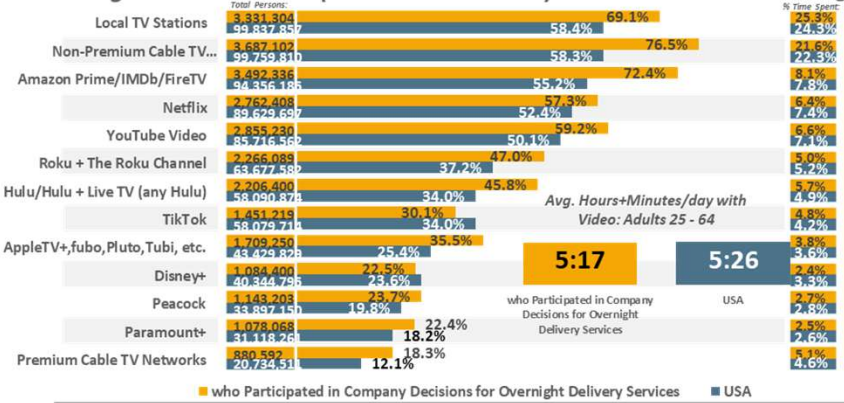
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Company purchasing decisions participated in past 12 months: Overnight delivery services

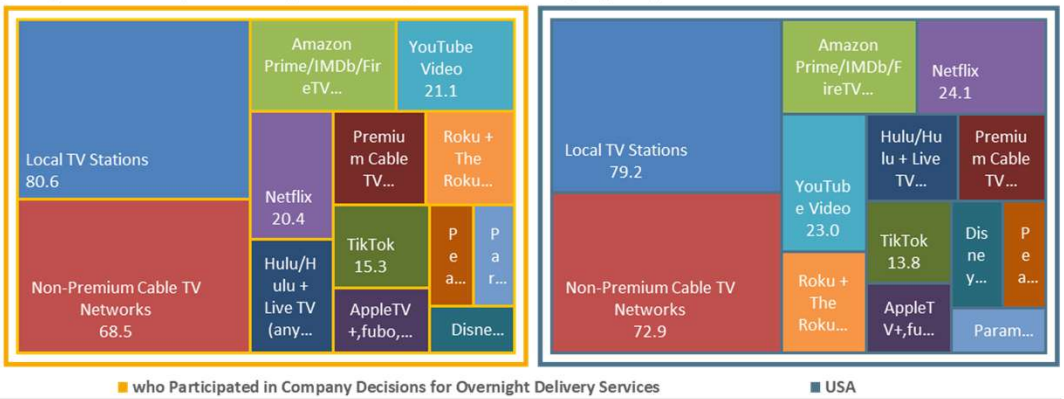


3,240,631 or 67.2% of Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services watch Ad-Supported Local TV Stations for an average of 73.8 minutes every day representing 28.3% of all time spent daily with Ad-Supported Video.

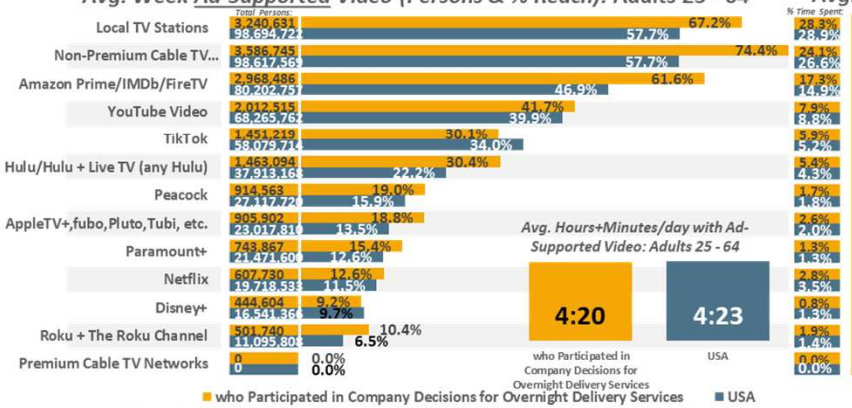
Avg. Week All Video (Persons & % Reach): Adults 25 - 64



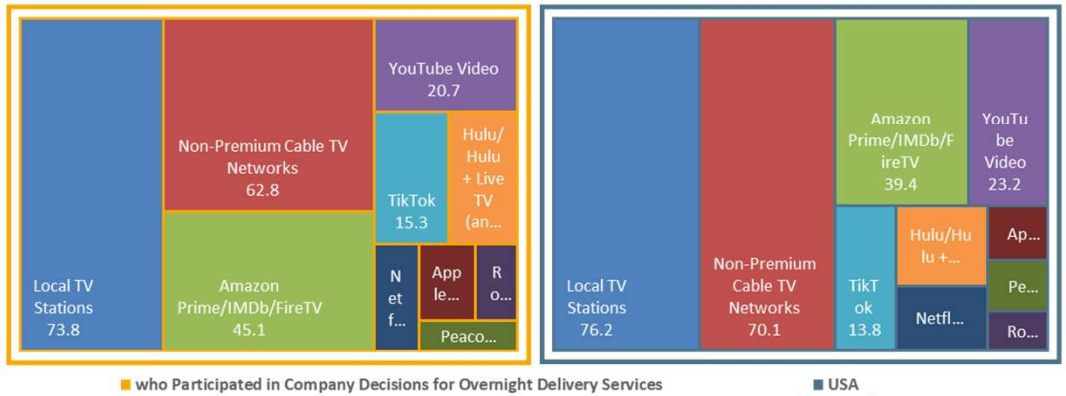
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 618

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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

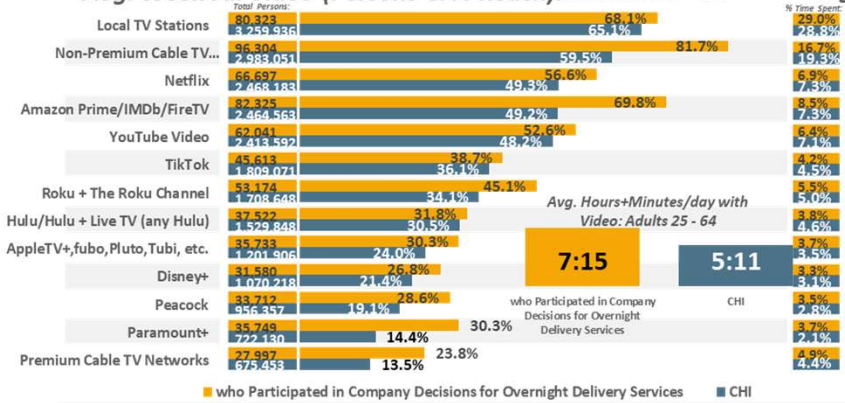
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Company purchasing decisions participated in past 12 months: Overnight delivery services

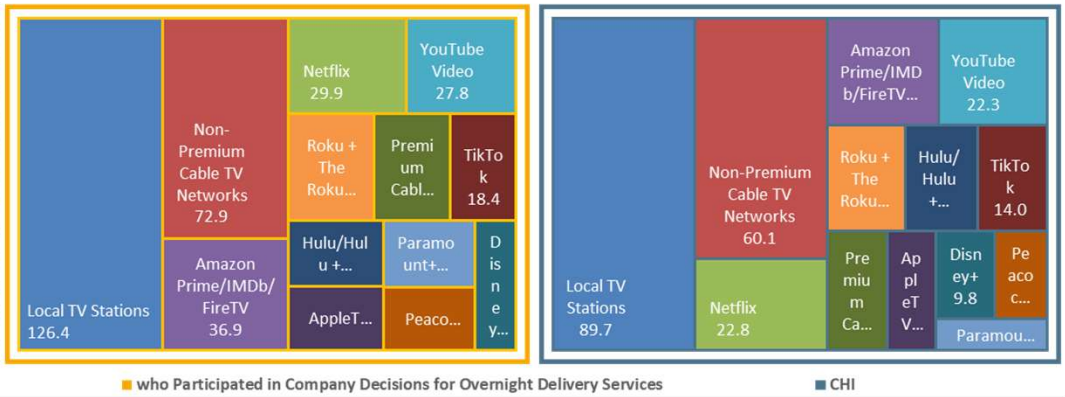


79,213 or 67.2% of Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services watch Ad-Supported Local TV Stations for an average of 121.3 minutes every day representing 34.% of all time spent daily with Ad-Supported Video.

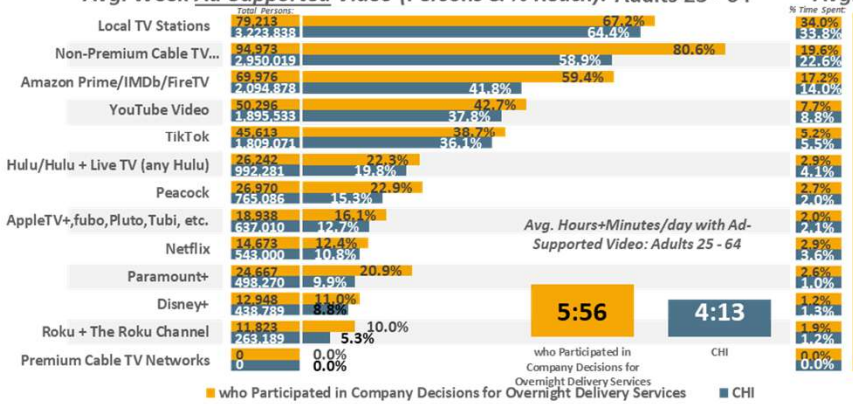
Avg. Week All Video (Persons & % Reach): Adults 25 - 64



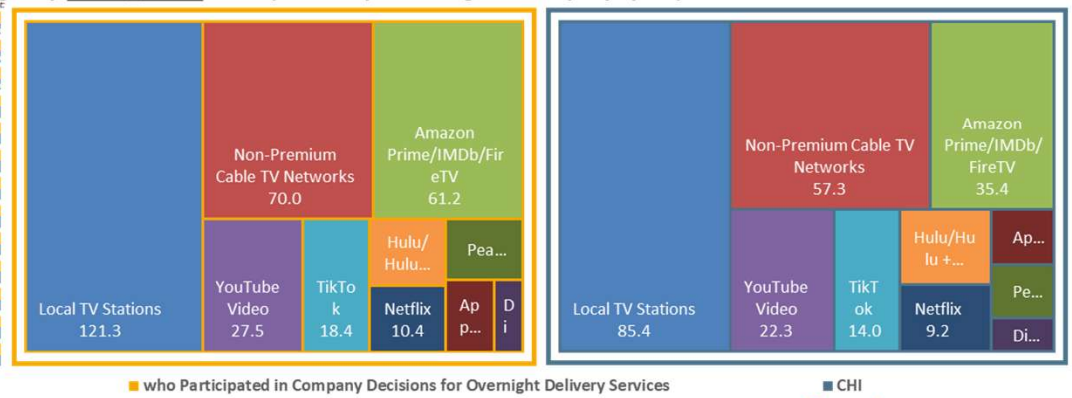
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 113

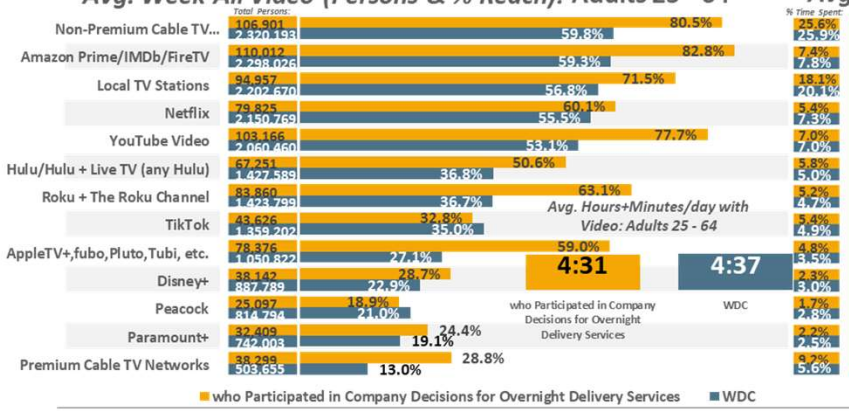
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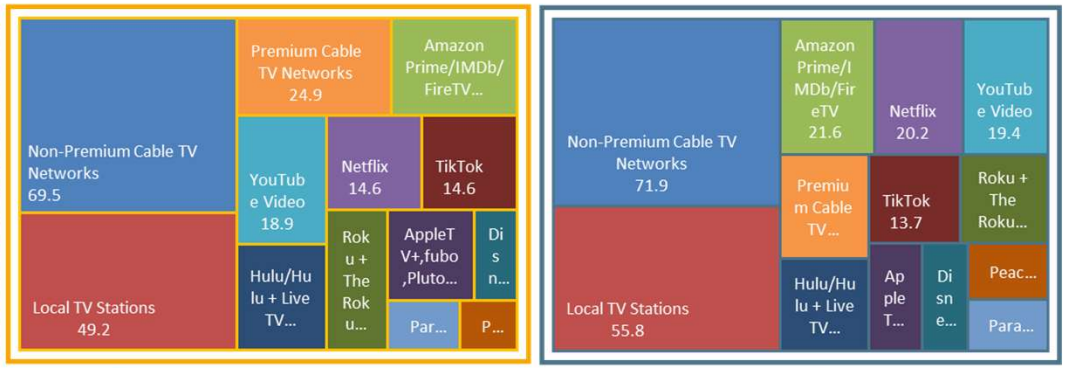
Company purchasing decisions participated in past 12 months: Overnight delivery services

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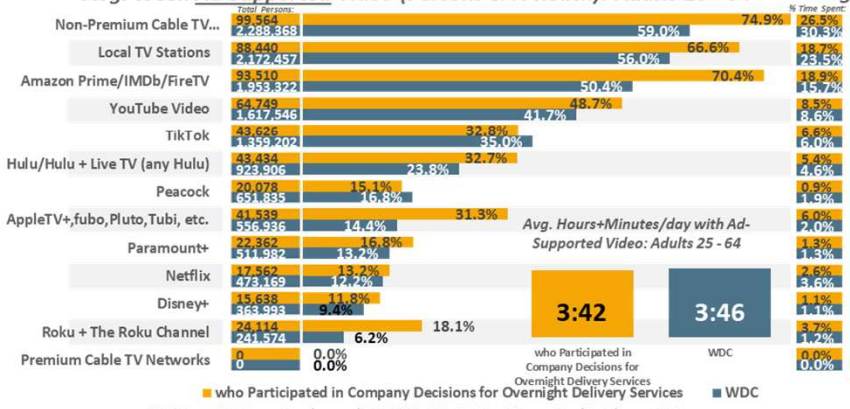
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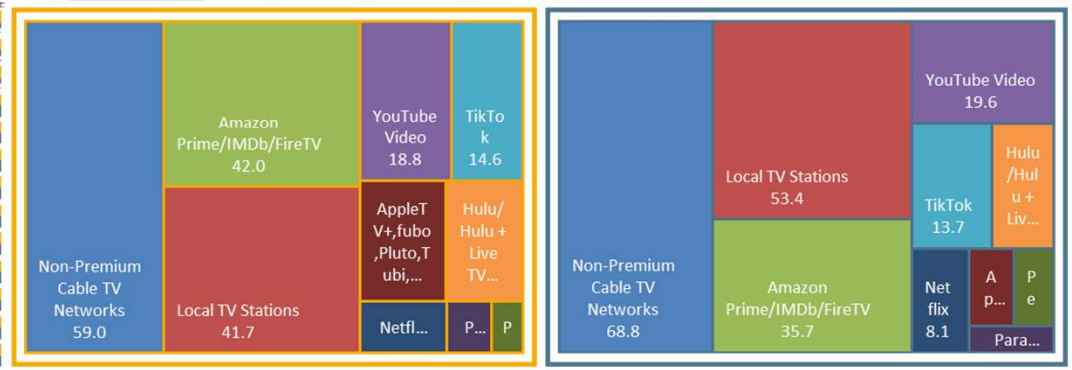
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 156

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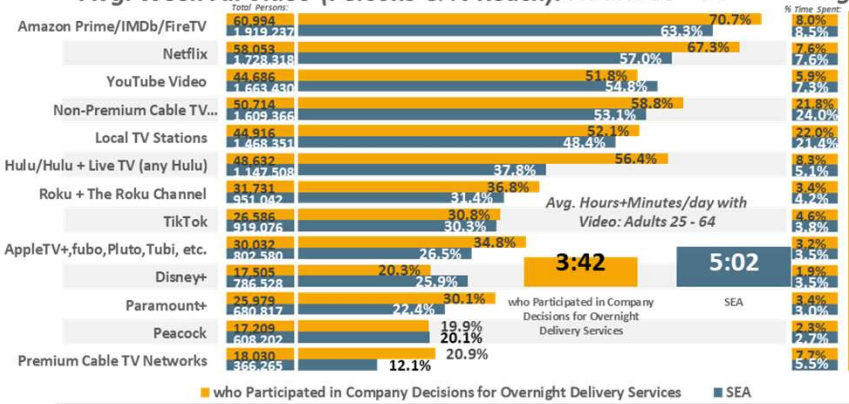
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Company purchasing decisions participated in past 12 months: Overnight delivery services

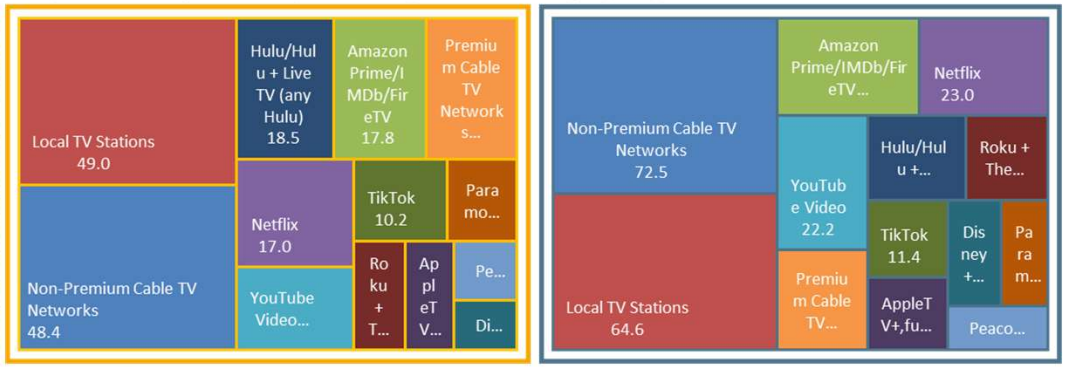


43,610 or 50.5% of Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services watch Ad-Supported Local TV Stations for an average of 43.7 minutes every day representing 24.1% of all time spent daily with Ad-Supported Video.

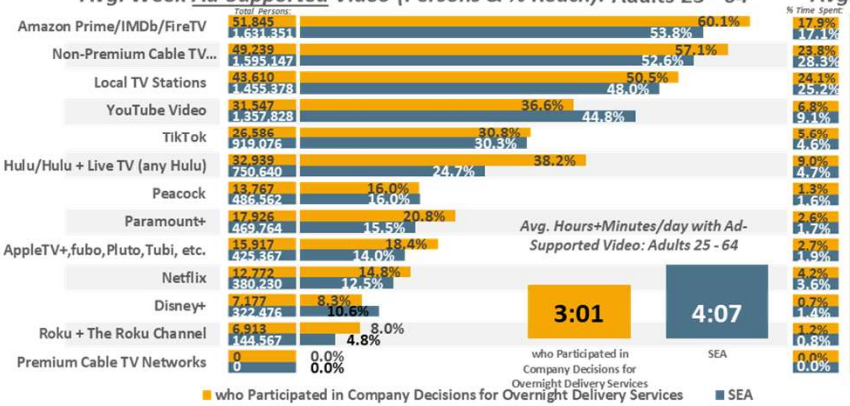
Avg. Week All Video (Persons & % Reach): Adults 25 - 64



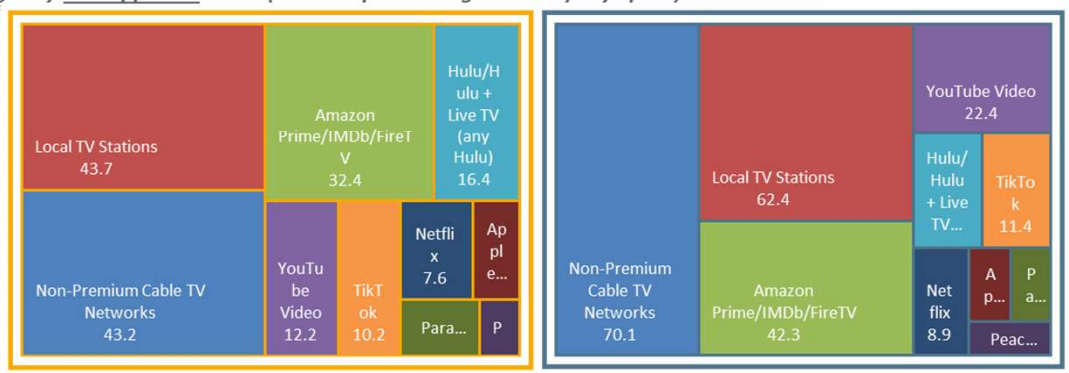
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 90

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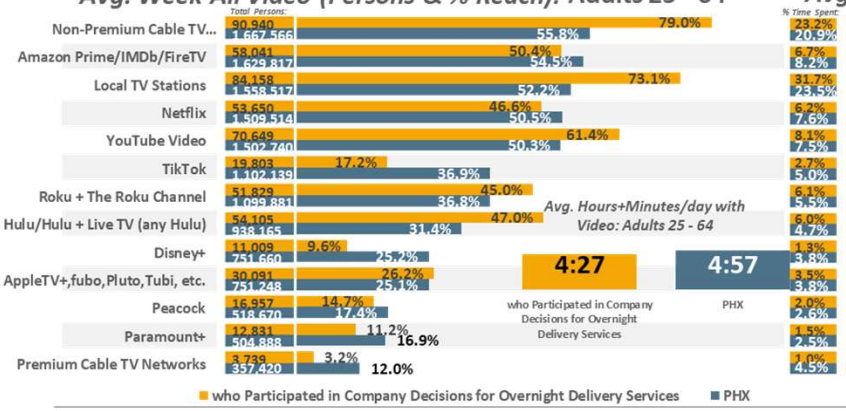
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Company purchasing decisions participated in past 12 months: Overnight delivery services

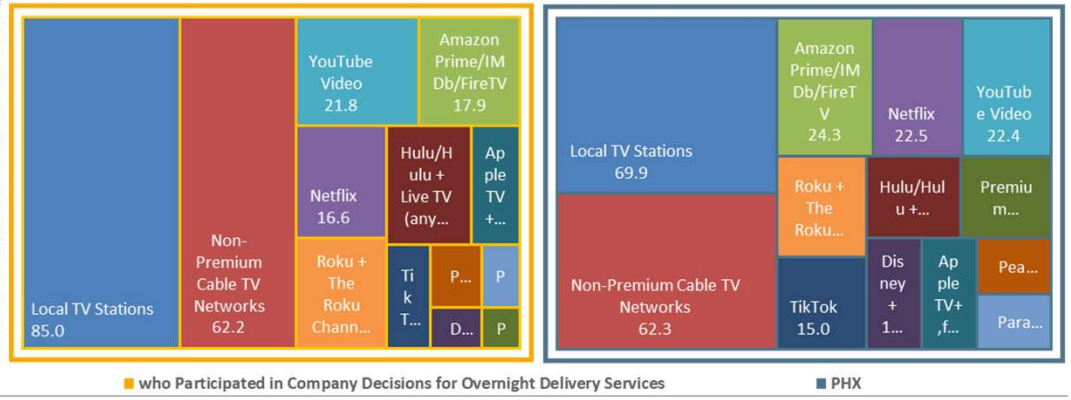


82,856 or 72.% of Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services watch Ad-Supported Local TV Stations for an average of 82.3 minutes every day representing 37.6% of all time spent daily with Ad-Supported Video.

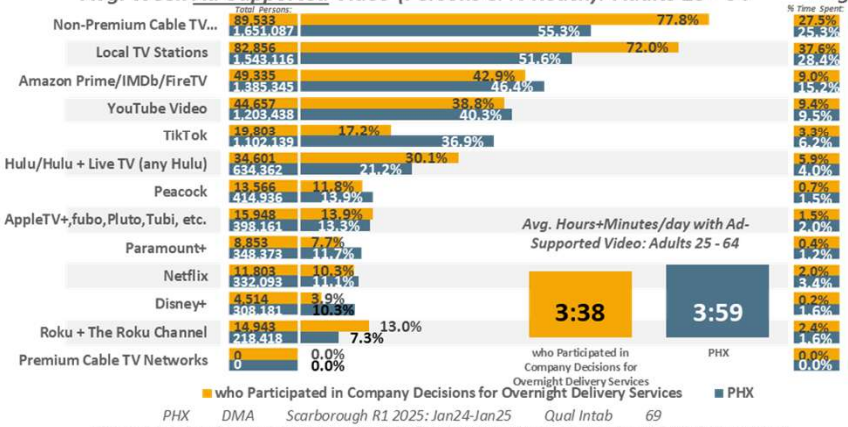
Avg. Week All Video (Persons & % Reach): Adults 25 - 64



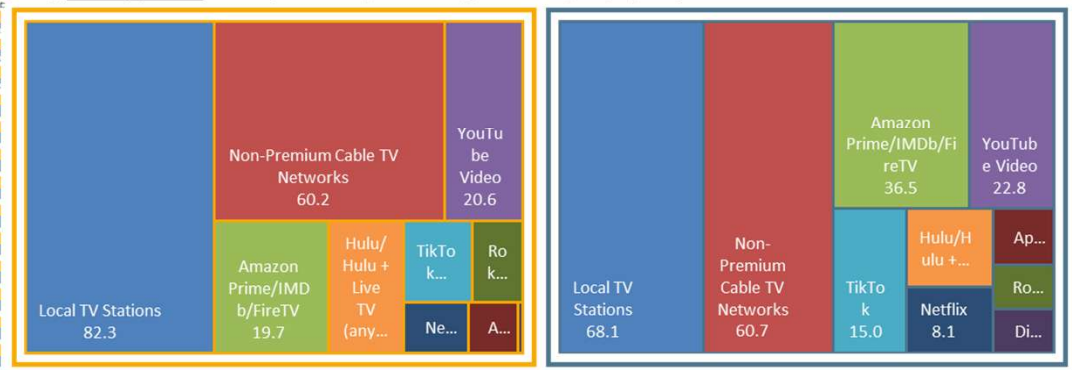
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 69

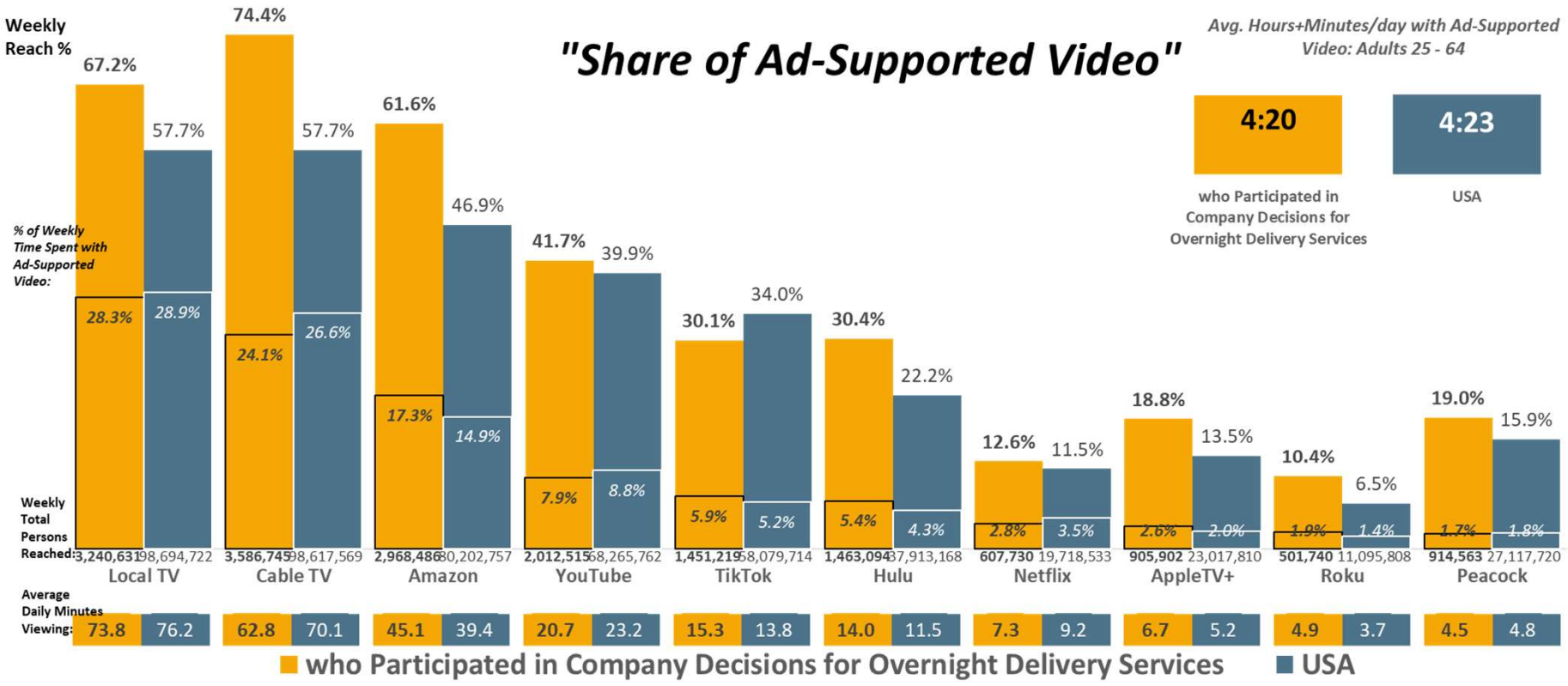
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Company purchasing decisions participated in past 12 months: Overnight delivery services

FedEx USA

3,240,631 or 67.2% of Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services watch Ad-Supported Local TV Stations for an average of 73.8 minutes every day representing 28.3% of all time spent daily with Ad-Supported Video.



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 618

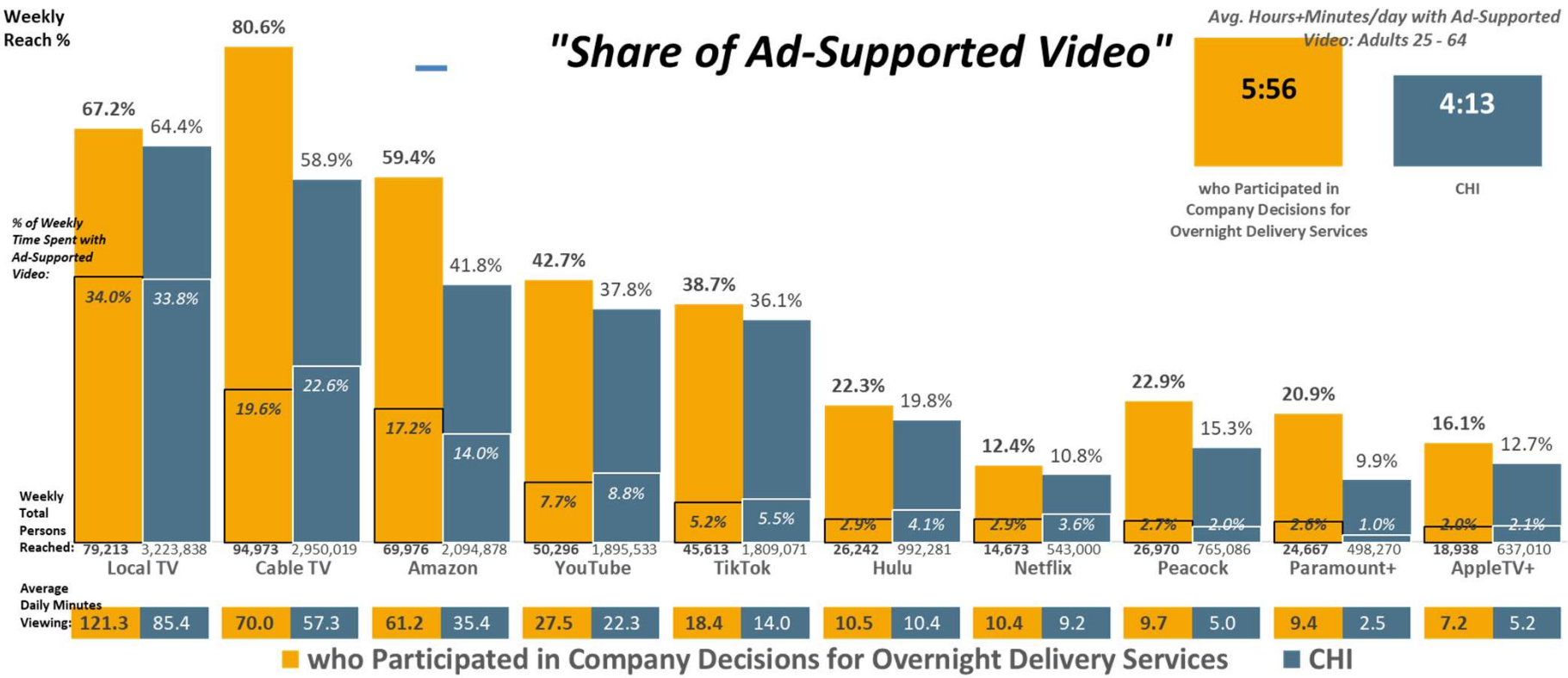
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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

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Company purchasing decisions participated in past 12 months: Overnight delivery services

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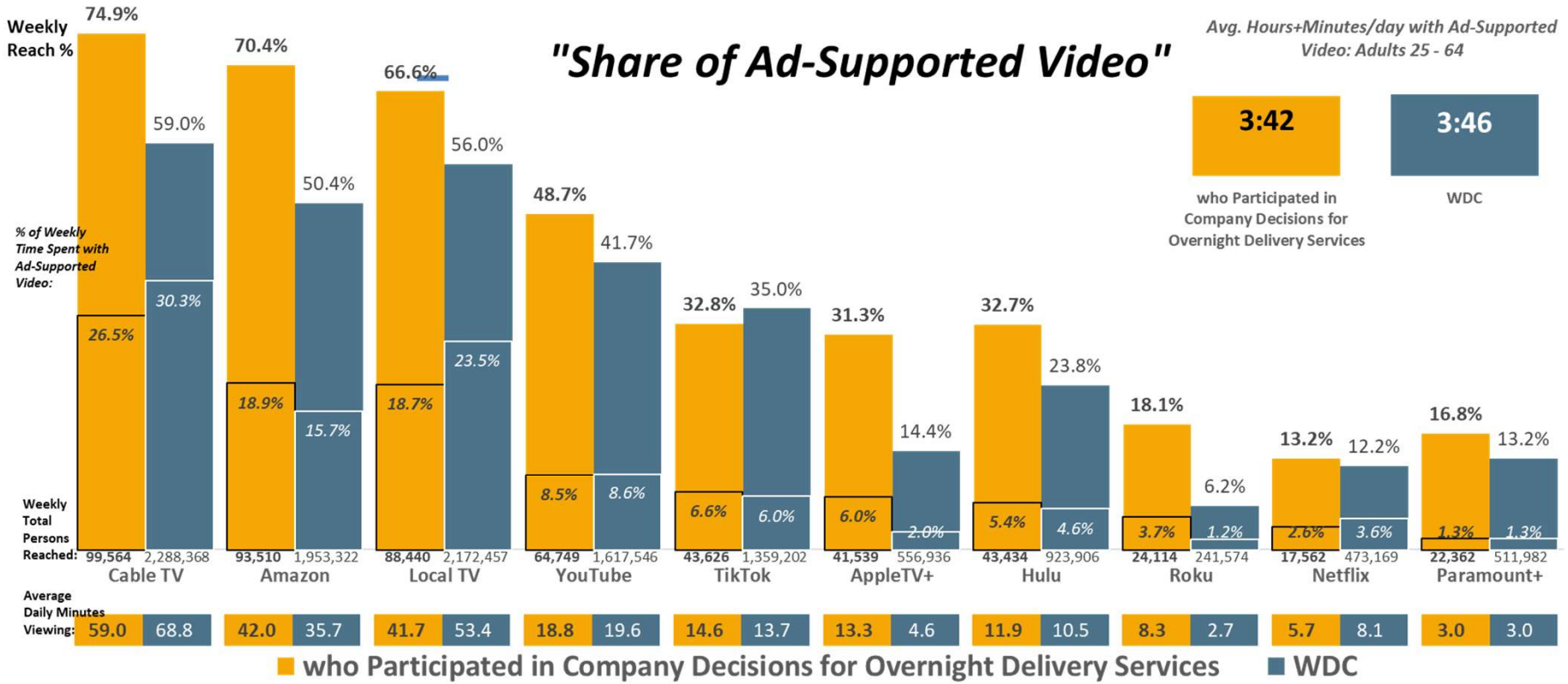
CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 113 CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,846

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Company purchasing decisions participated in past 12 months: Overnight delivery services

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WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 156 WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 5,857

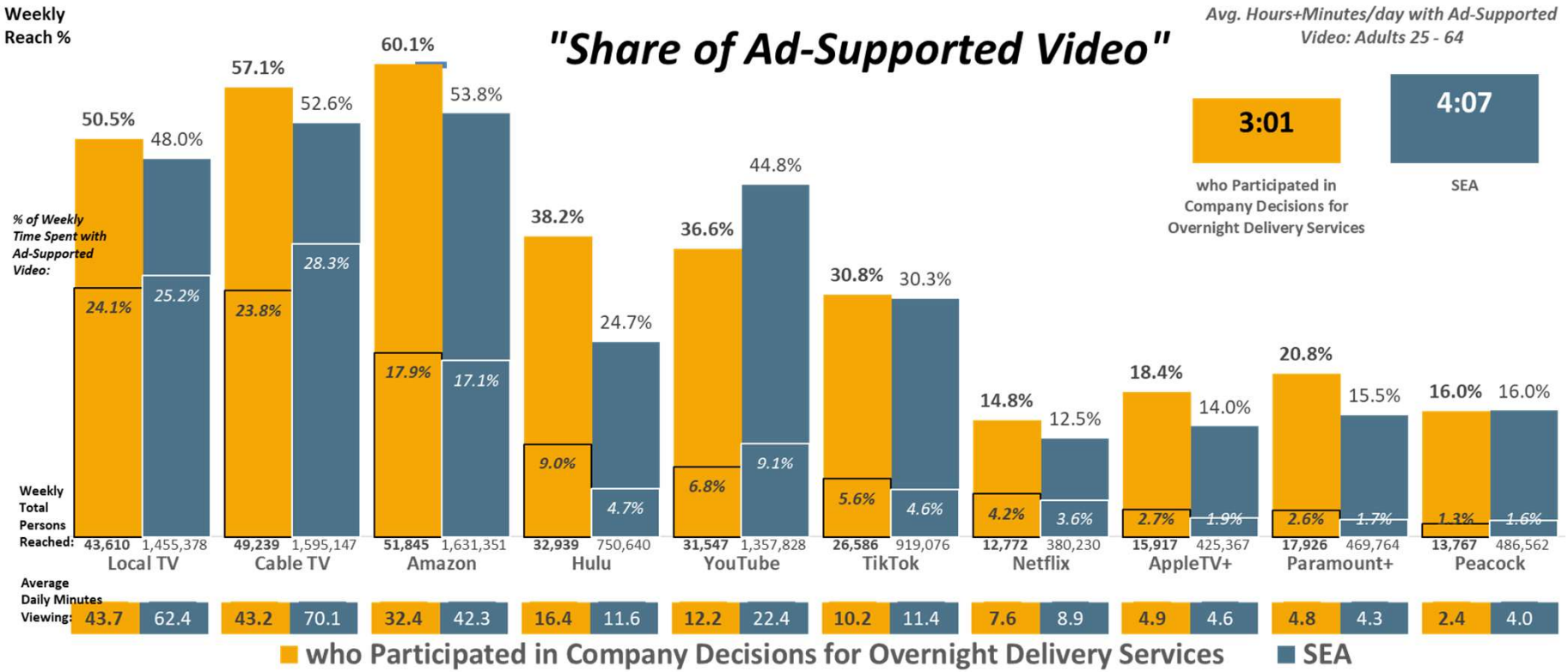
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Company purchasing decisions participated in past 12 months: Overnight delivery services



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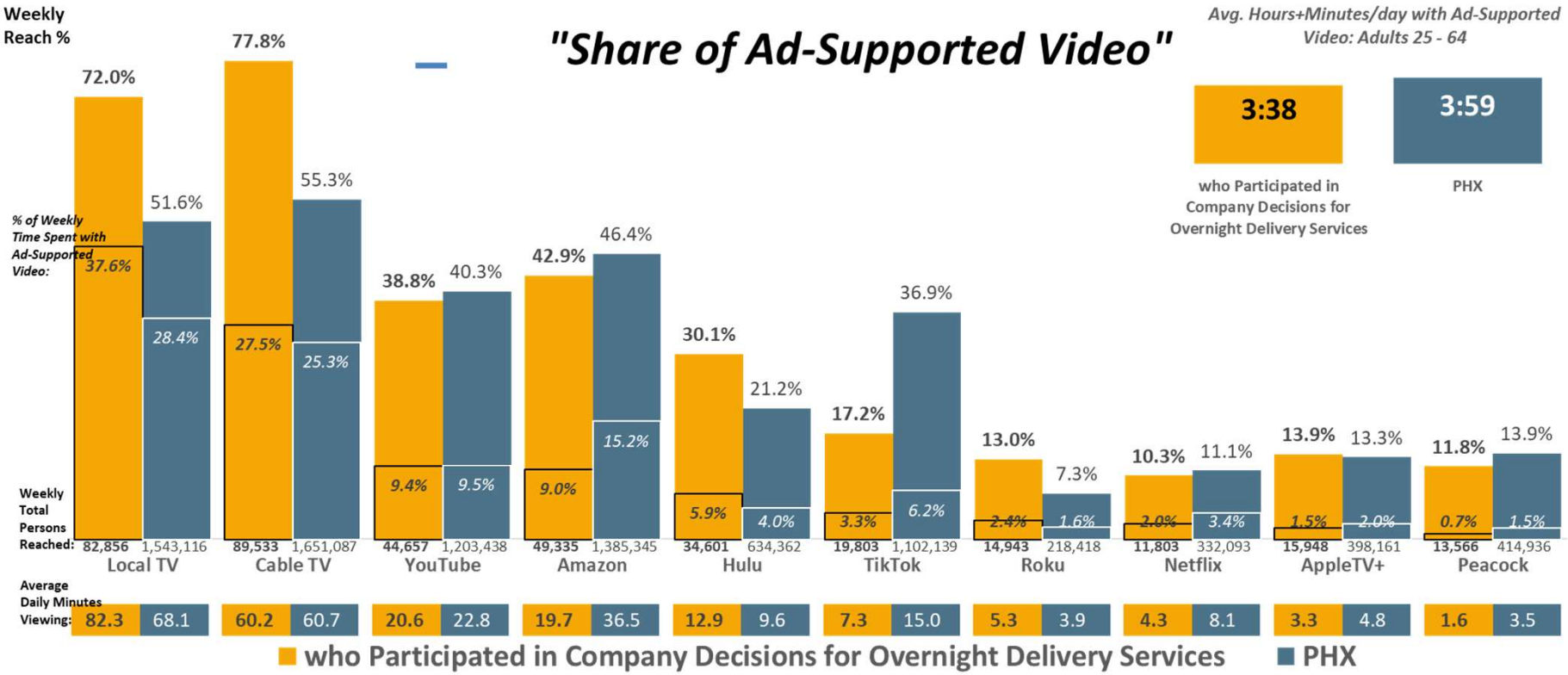
SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 90 SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,920

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Company purchasing decisions participated in past 12 months: Overnight delivery services

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PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 69 PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 2,461

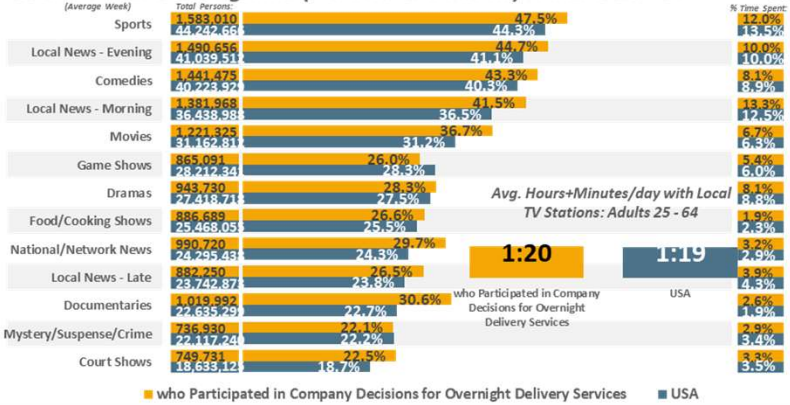
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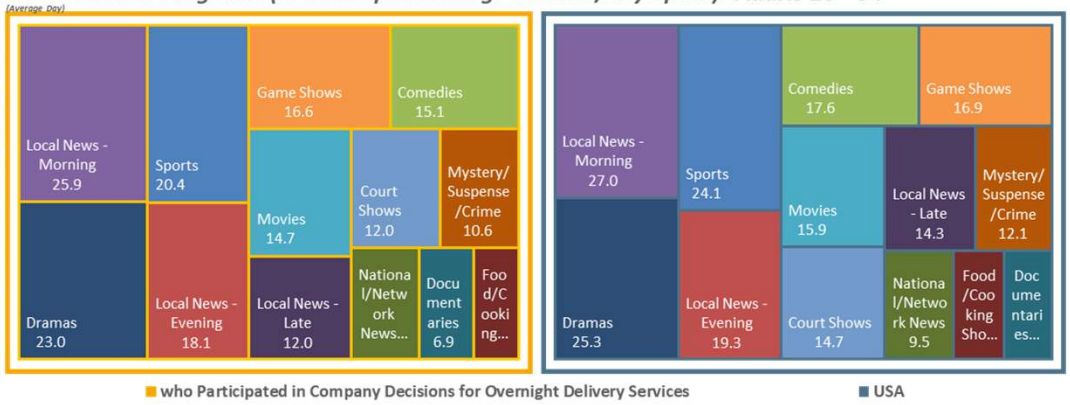
Company purchasing decisions participated in past 12 months: Overnight delivery services

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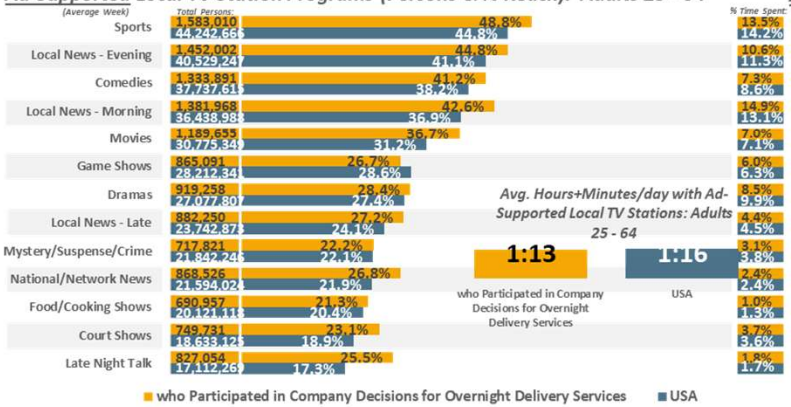
Local TV Station Programs (Persons & % Reach): Adults 25 - 64



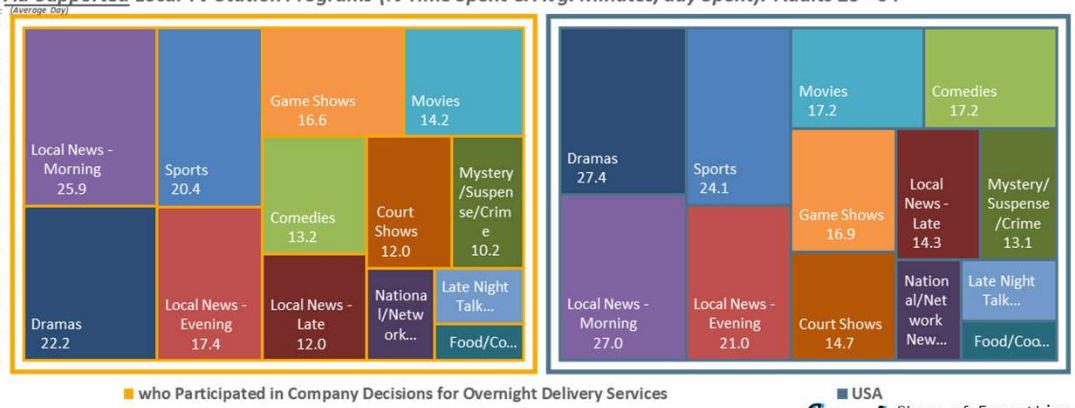
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 25 - 64



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 618

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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

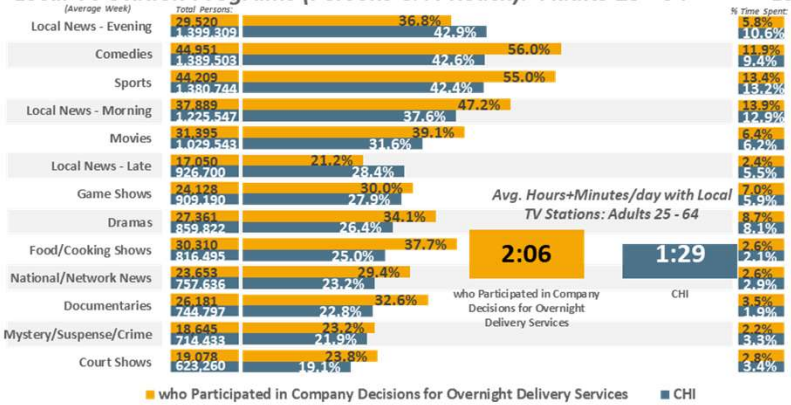
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Company purchasing decisions participated in past 12 months: Overnight delivery services

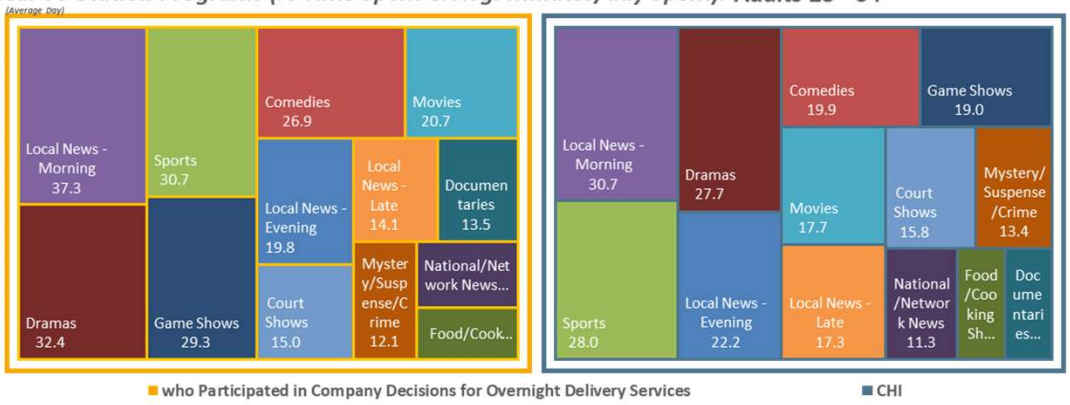


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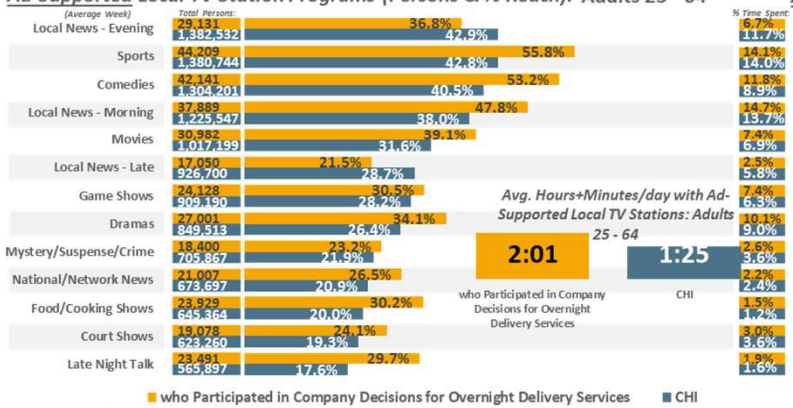
Local TV Station Programs (Persons & % Reach): Adults 25 - 64



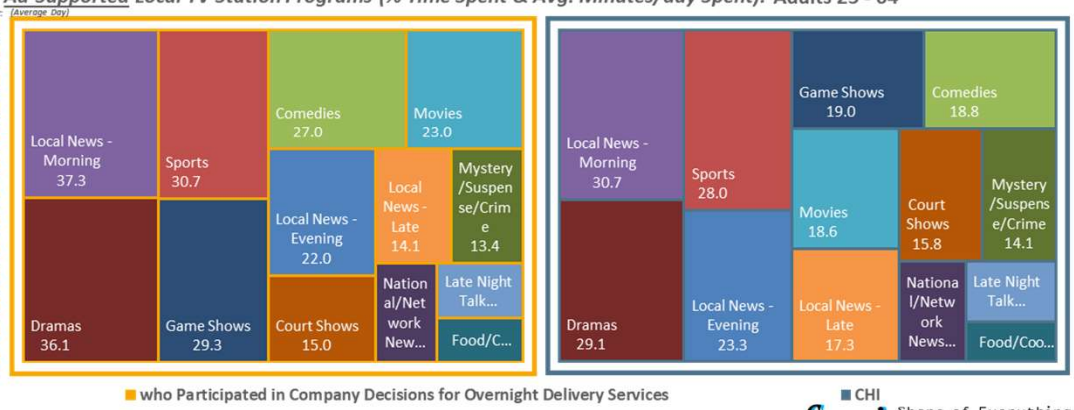
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 25 - 64



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 113

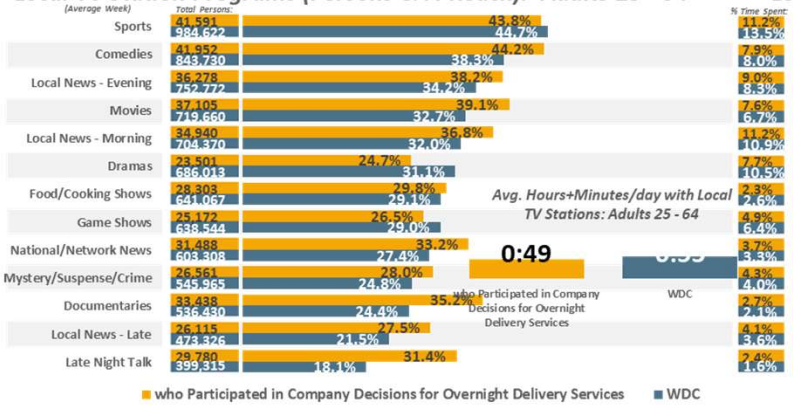
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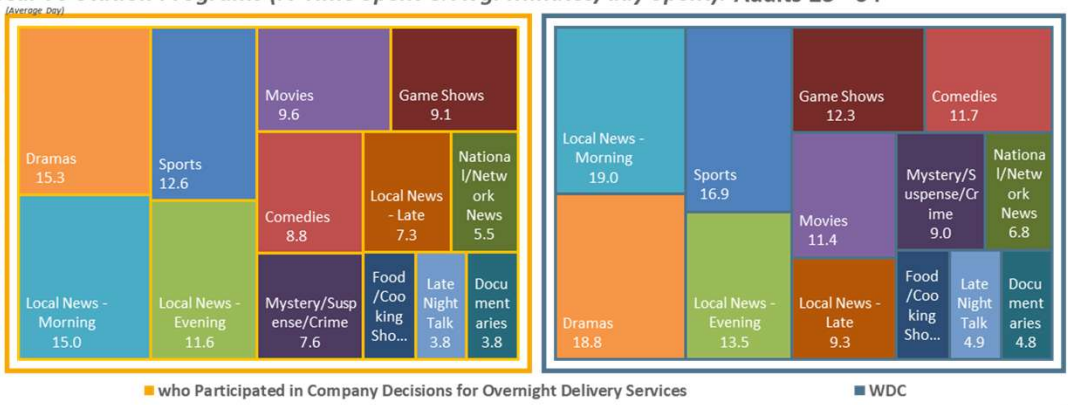
Company purchasing decisions participated in past 12 months: Overnight delivery services

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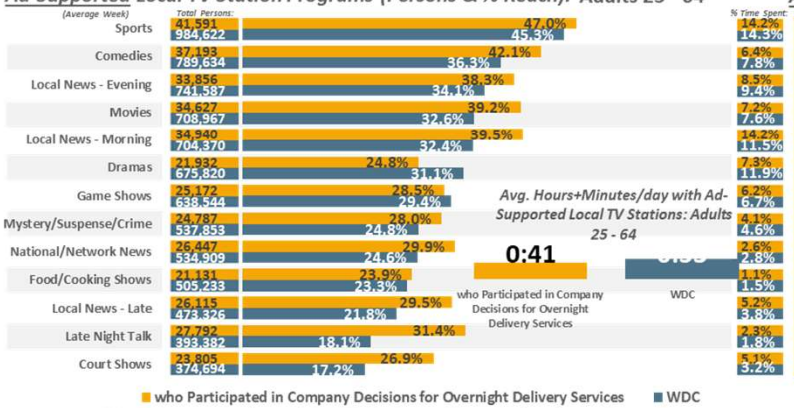
Local TV Station Programs (Persons & % Reach): Adults 25 - 64



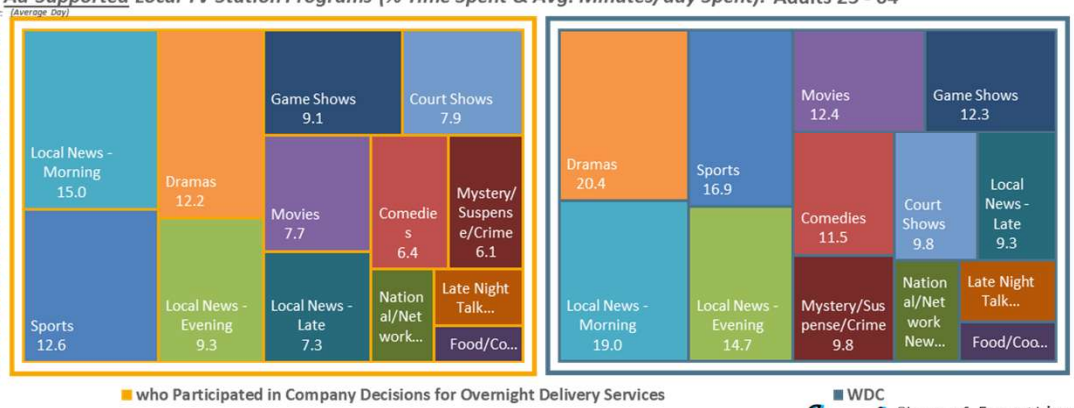
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 25 - 64



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 156

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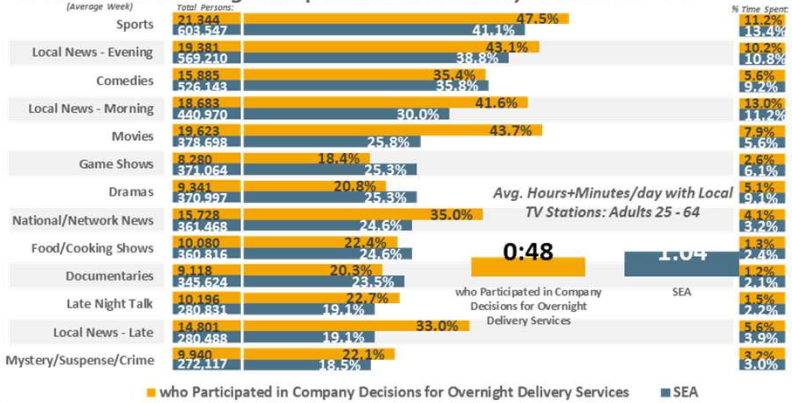
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Company purchasing decisions participated in past 12 months: Overnight delivery services

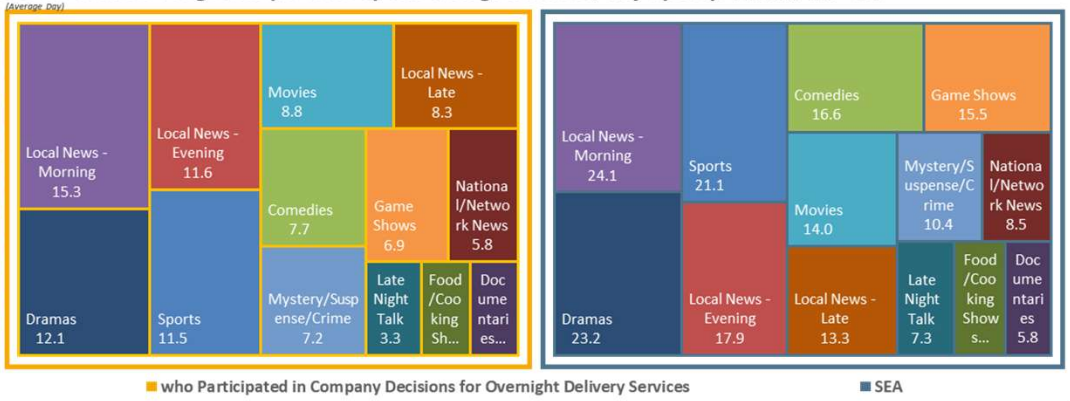


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Local TV Station Programs (Persons & % Reach): Adults 25 - 64



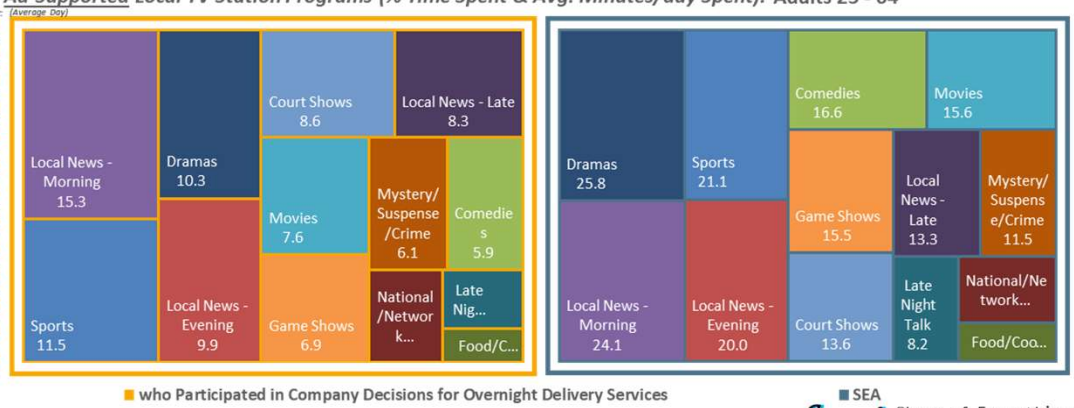
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 25 - 64



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 90

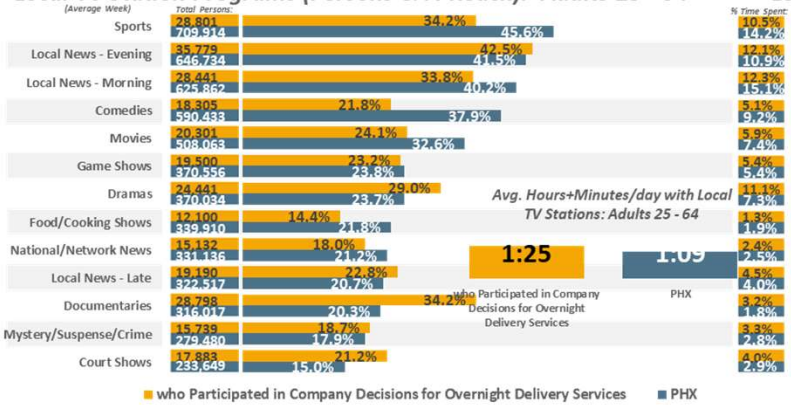
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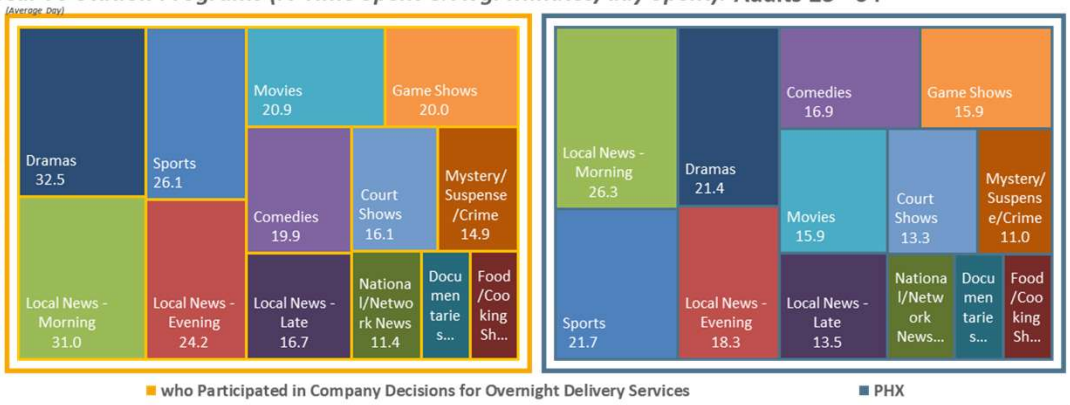
Company purchasing decisions participated in past 12 months: Overnight delivery services

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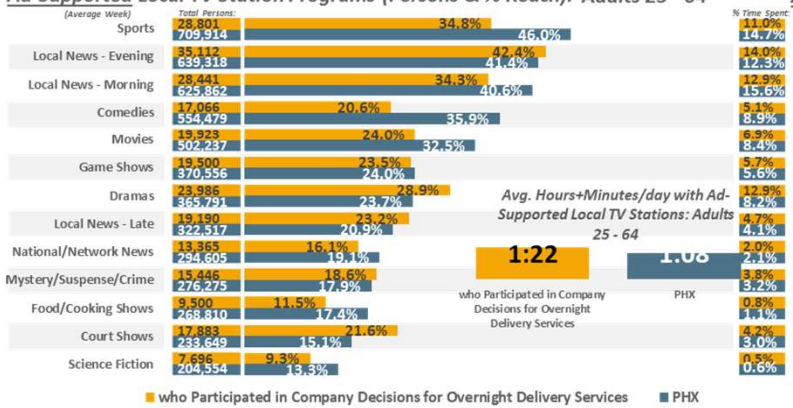
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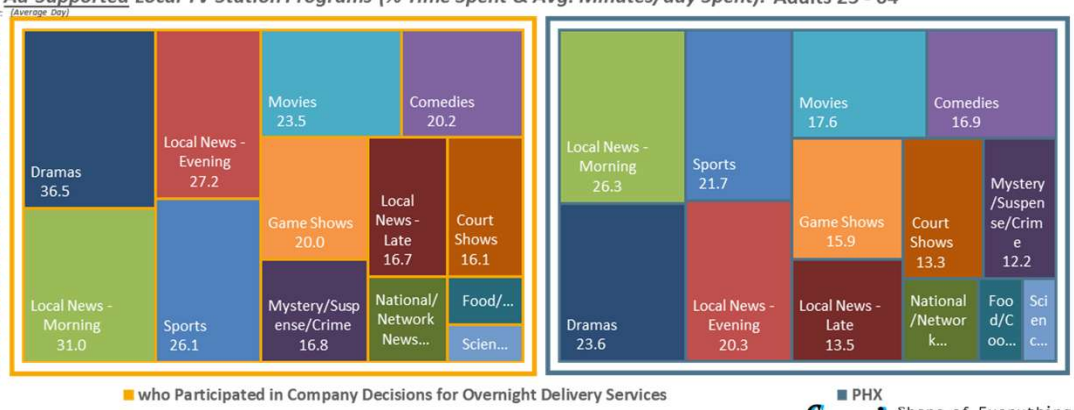
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 25 - 64



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 69

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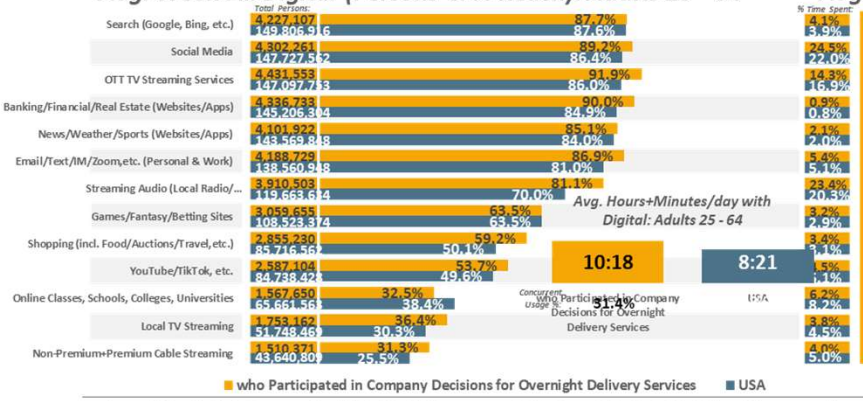
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Company purchasing decisions participated in past 12 months: Overnight delivery services

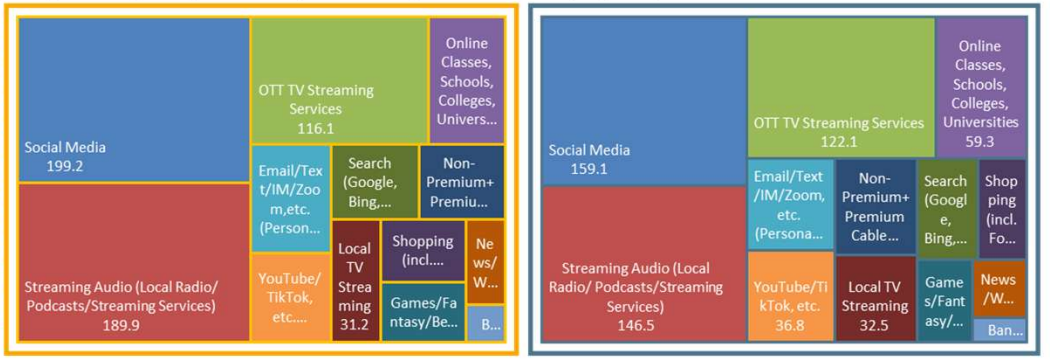


3,710,860 or 77.% of Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services use Ad-Supported Social Media for an average of 183.3 minutes every day representing 30.5% of all time spent daily with Ad-Supported Digital Media.

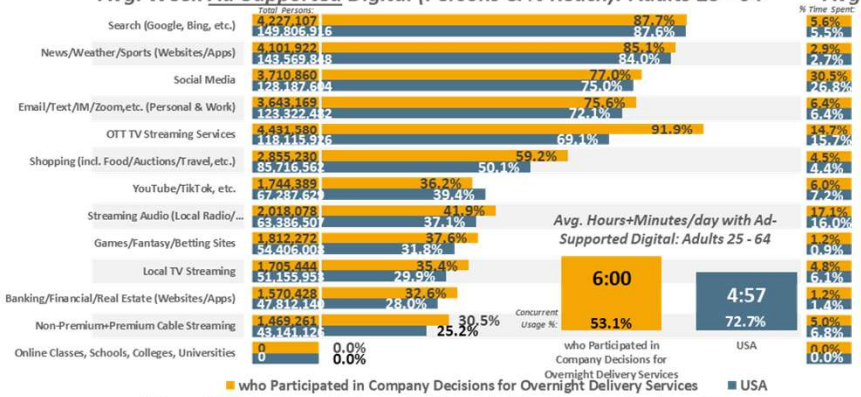
Avg. Week All Digital (Persons & % Reach): Adults 25 - 64



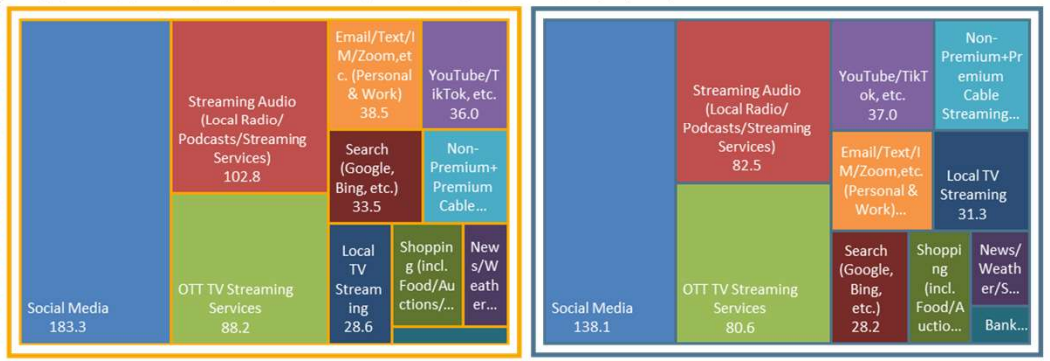
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week <u>Ad-Supported</u> Digital (Persons & % Reach): Adults 25 - 64



Avg. Day <u>Ad-Supported</u> Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 618

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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

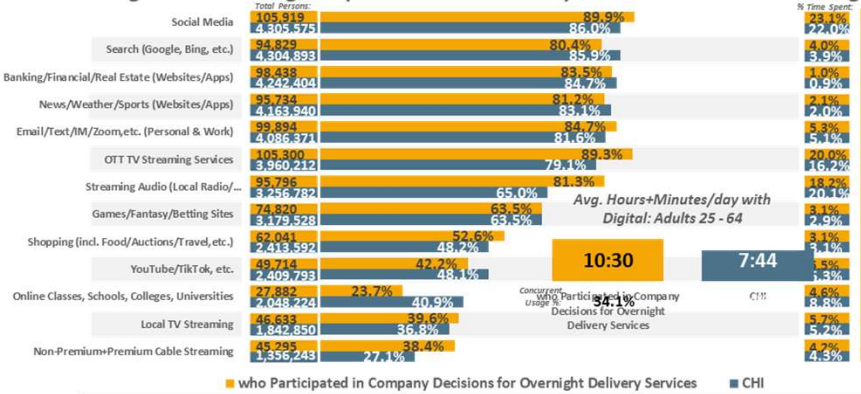
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Company purchasing decisions participated in past 12 months: Overnight delivery services

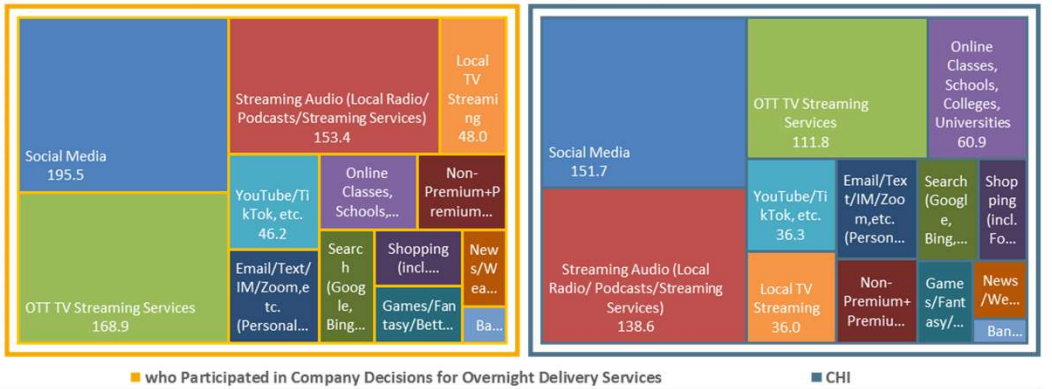


86,588 or 73.5% of Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services use Ad-Supported Social Media for an average of 179.8 minutes every day representing 27.4% of all time spent daily with Ad-Supported Digital Media.

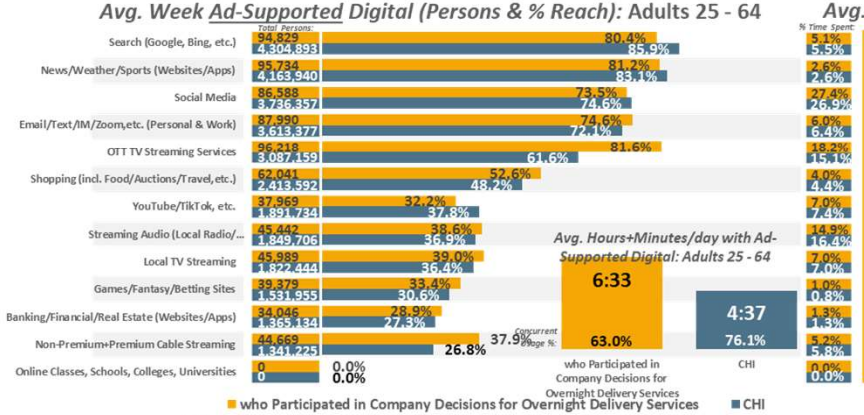
Avg. Week All Digital (Persons & % Reach): Adults 25 - 64



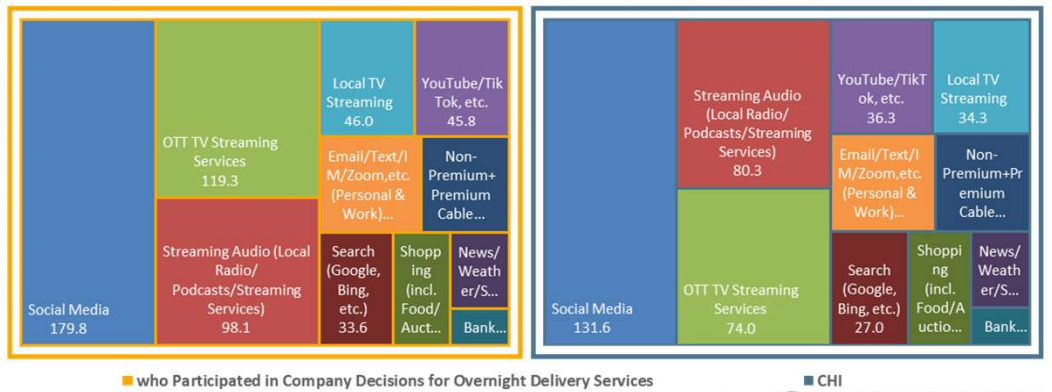
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 113

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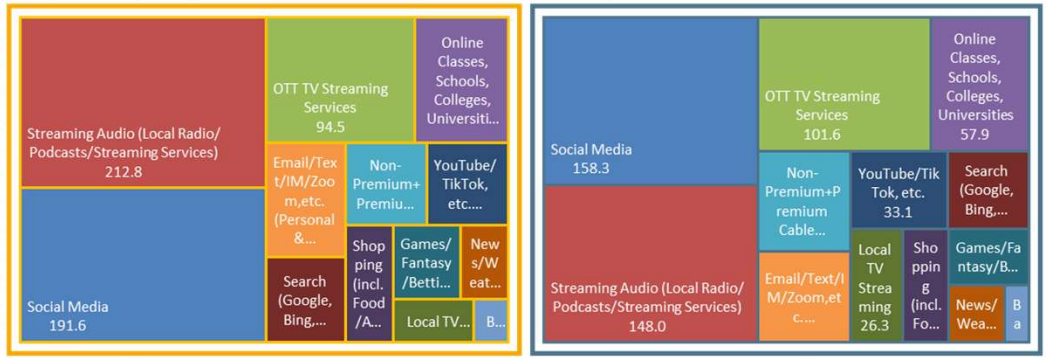
Company purchasing decisions participated in past 12 months: Overnight delivery services

107,580 or 81.% of Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services use Ad-Supported Social Media for an average of 176.2 minutes every day representing 29.7% of all time spent daily with Ad-Supported Digital Media.

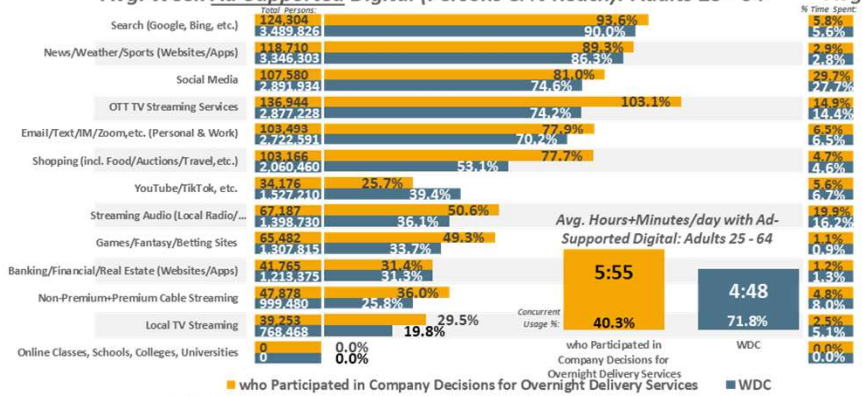
Avg. Week All Digital (Persons & % Reach): Adults 25 - 64



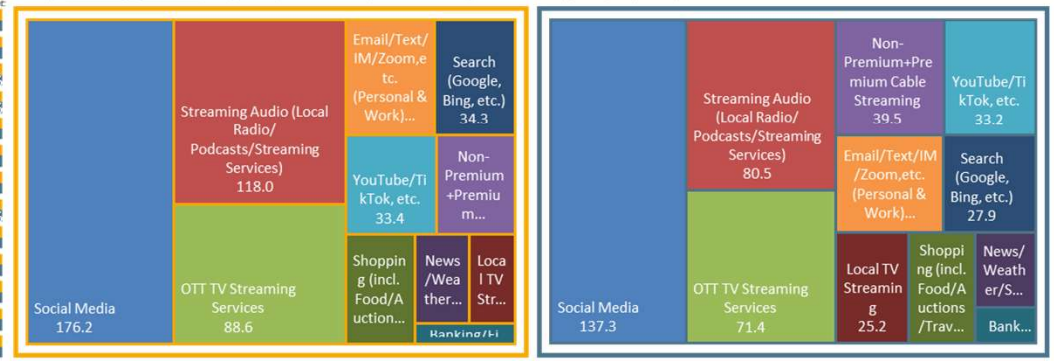
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 156

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Company purchasing decisions participated in past 12 months: Overnight delivery services

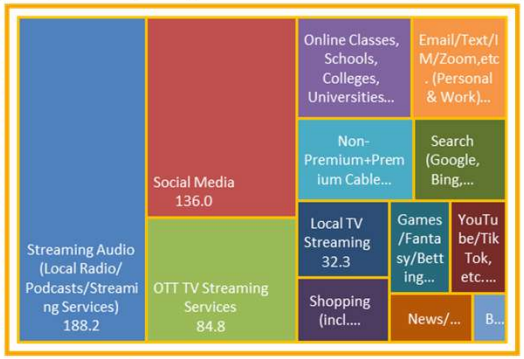


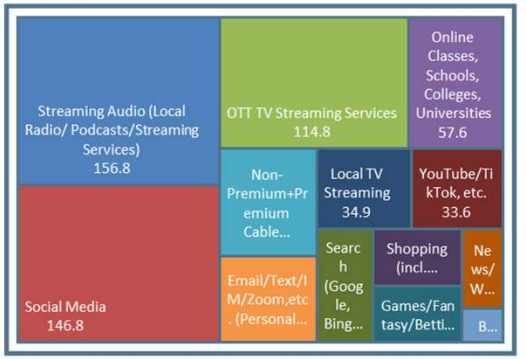
69,753 or 80.8% of Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services use Ad-Supported Social Media for an average of 125.1 minutes every day representing 24.3% of all time spent daily with Ad-Supported Digital Media.

Avg. Week All Digital (Persons & % Reach): Adults 25 - 64

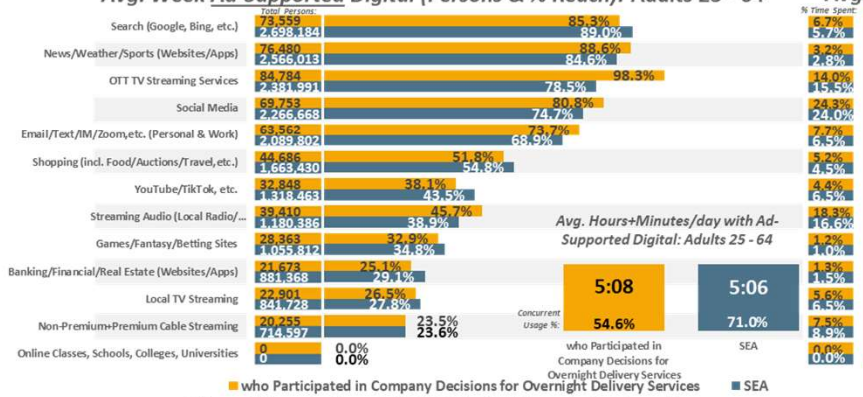


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64

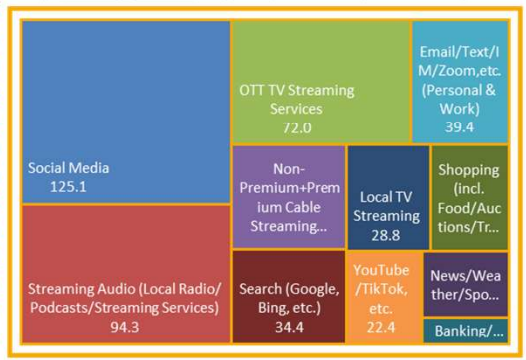


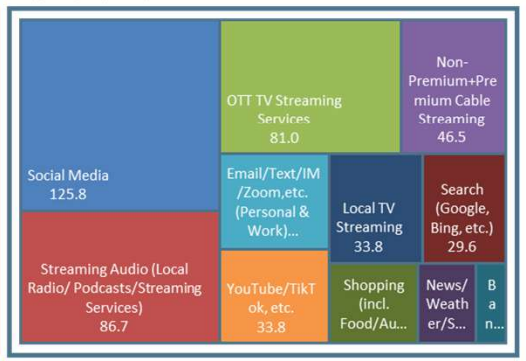


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64





SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 90

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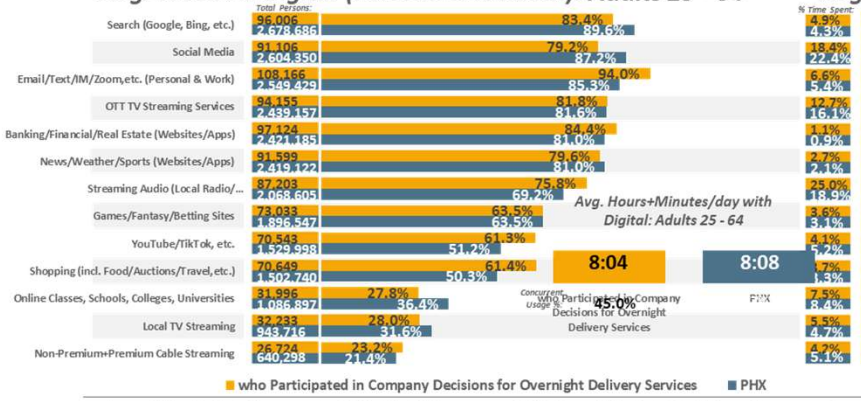
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Company purchasing decisions participated in past 12 months: Overnight delivery services

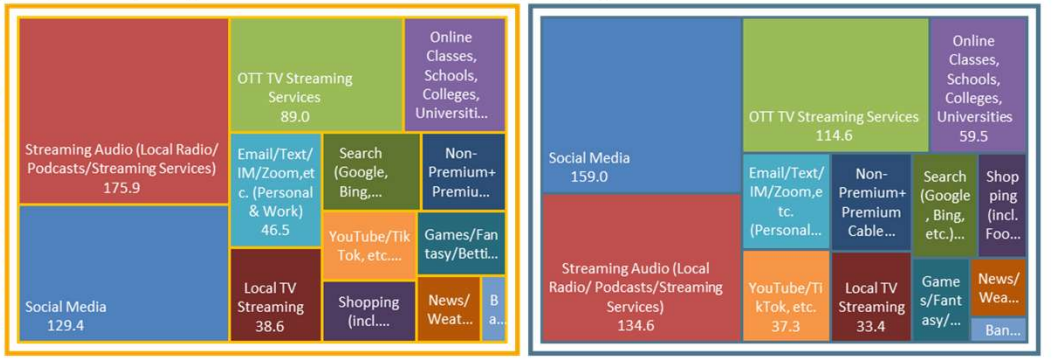


80,519 or 70.% of Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services use Ad-Supported Social Media for an average of 119. minutes every day representing 24.4% of all time spent daily with Ad-Supported Digital Media.

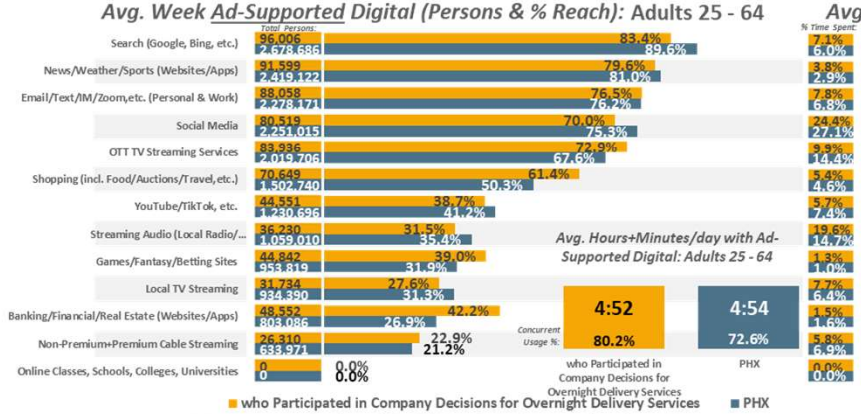
Avg. Week All Digital (Persons & % Reach): Adults 25 - 64



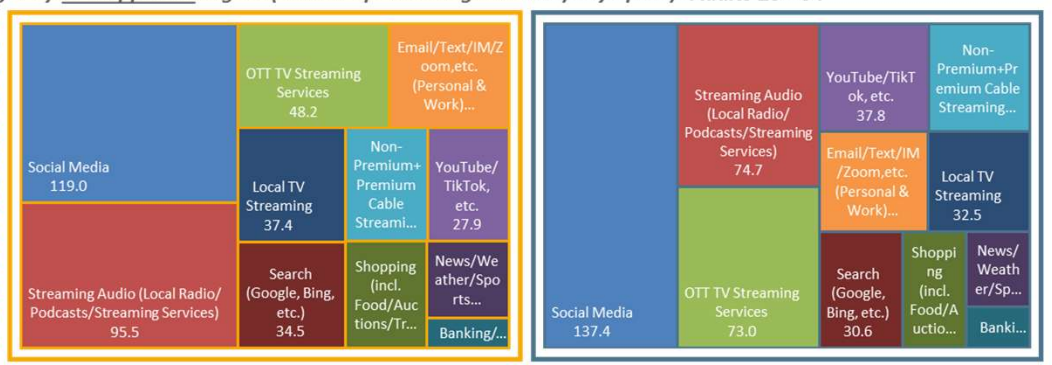
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 69

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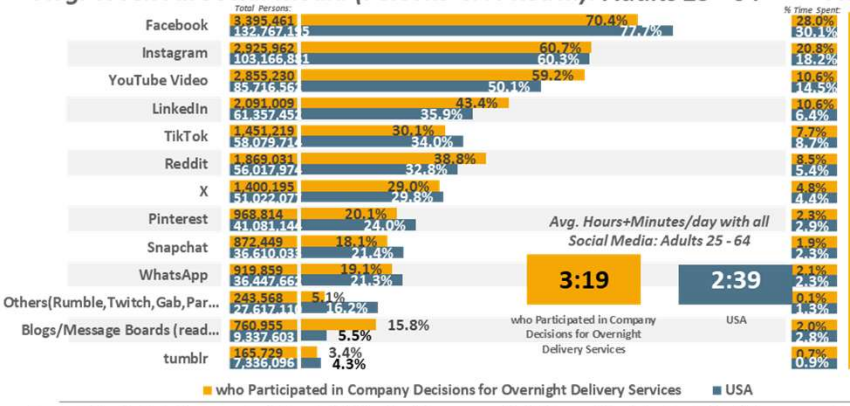
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Company purchasing decisions participated in past 12 months: Overnight delivery services

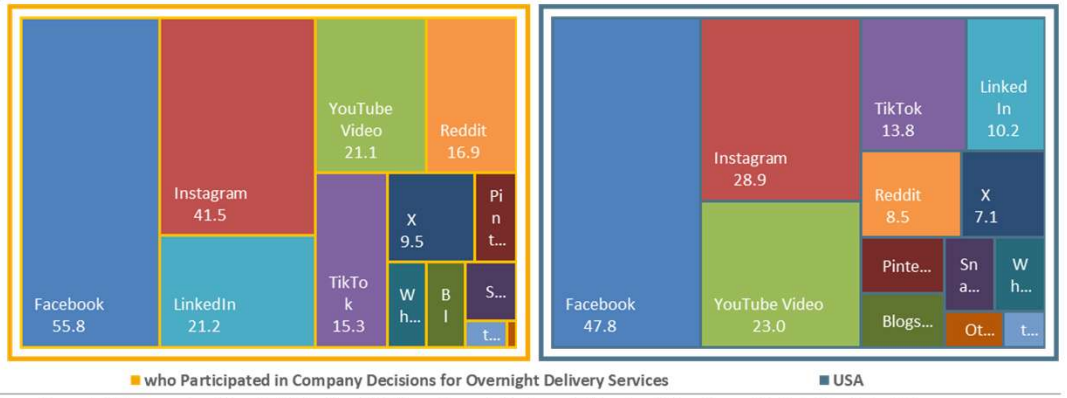


3,395,461 or 70.4% of Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services use Ad-Supported Facebook for an average of 55.8 minutes every day representing 32.5% of all time spent daily with Ad-Supported Social Media.

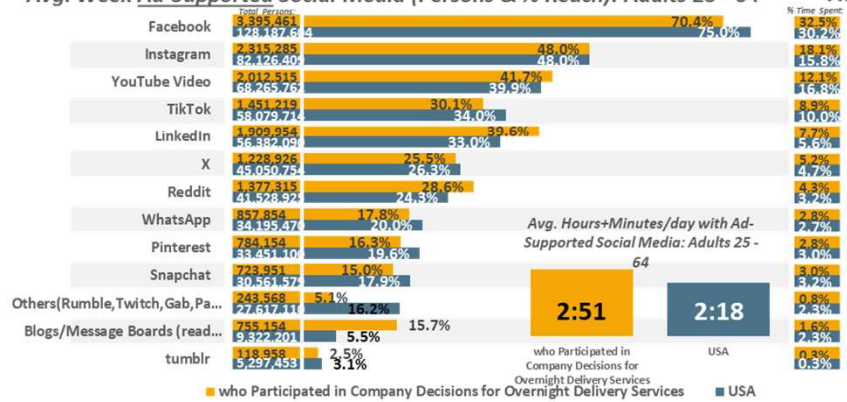
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 64



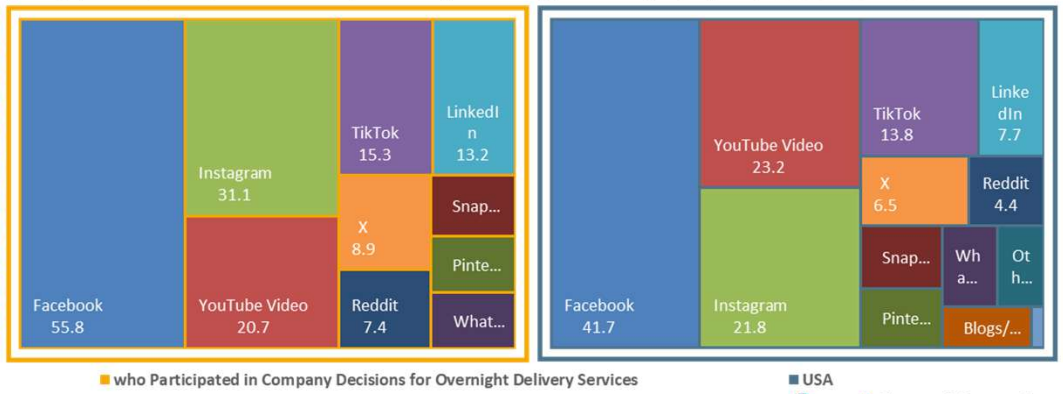
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 618

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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

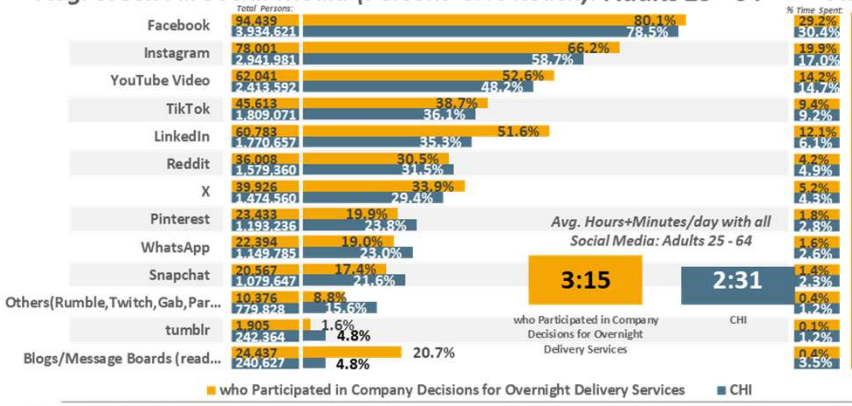
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Company purchasing decisions participated in past 12 months: Overnight delivery services

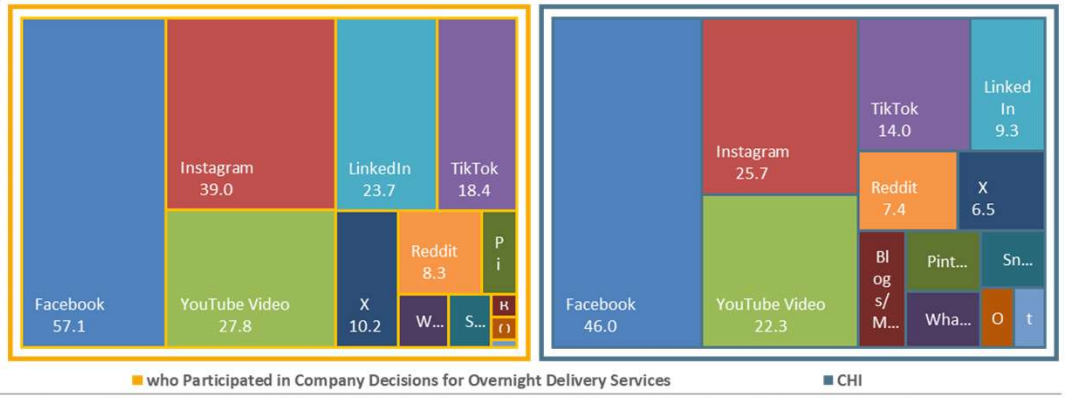


86,588 or 73.5% of Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services use Ad-Supported Facebook for an average of 48.2 minutes every day representing 30.2% of all time spent daily with Ad-Supported Social Media.

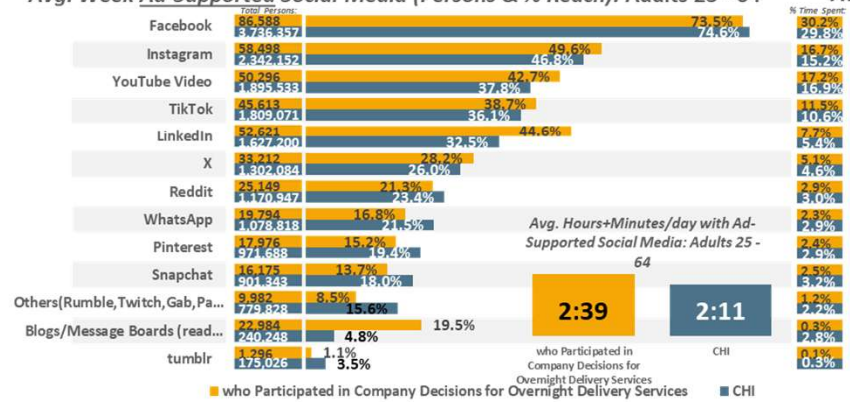
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 64



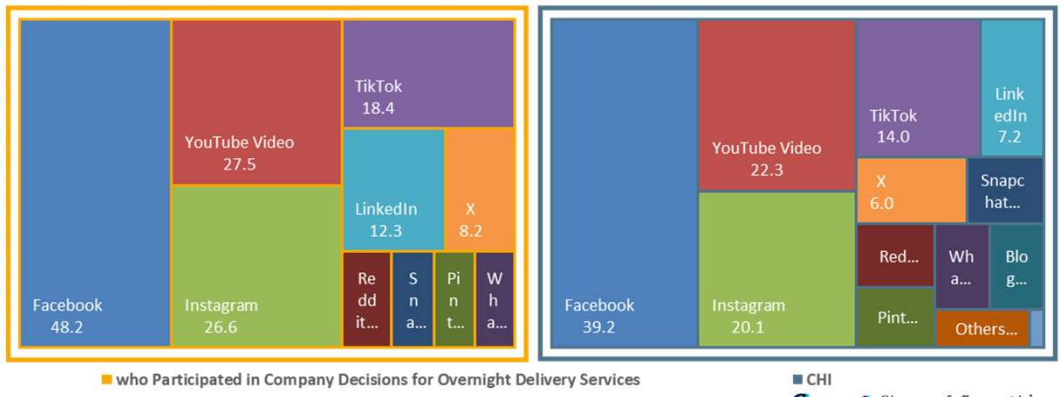
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 113

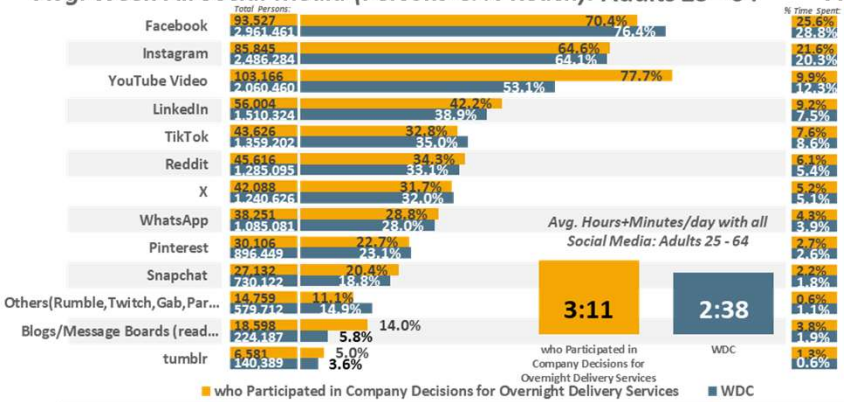
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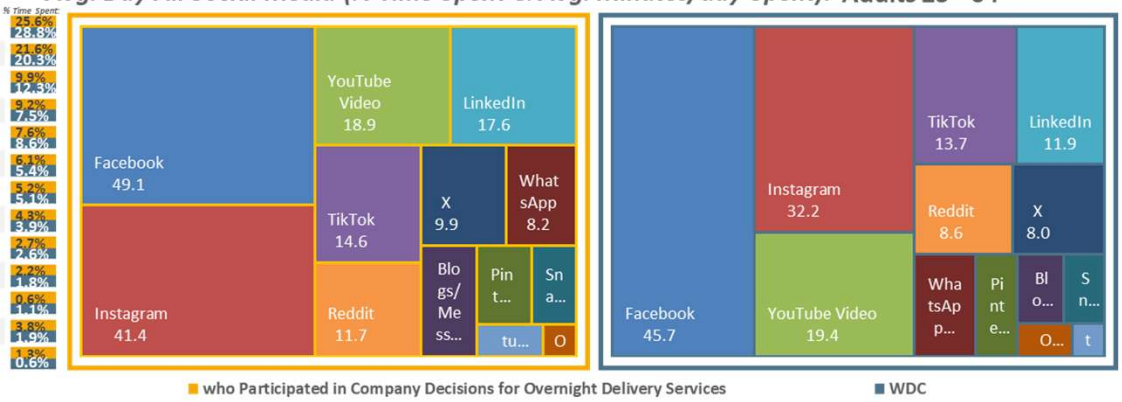
Company purchasing decisions participated in past 12 months: Overnight delivery services

93,527 or 70.4% of Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services use Ad-Supported Facebook for an average of 50.7 minutes every day representing 30.4% of all time spent daily with Ad-Supported Social Media.

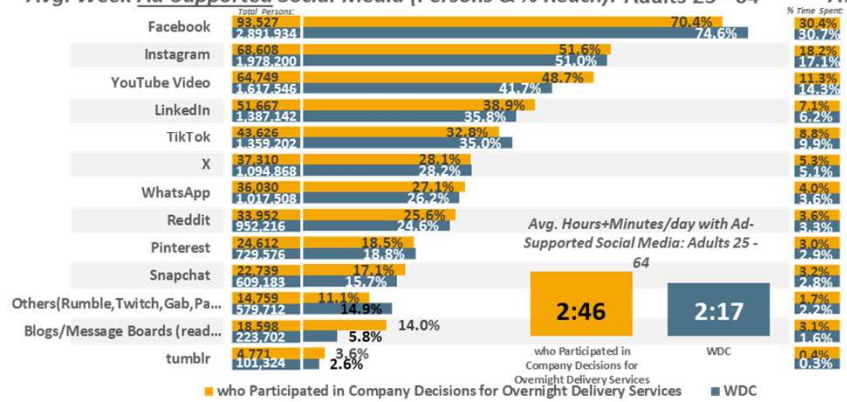
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 64



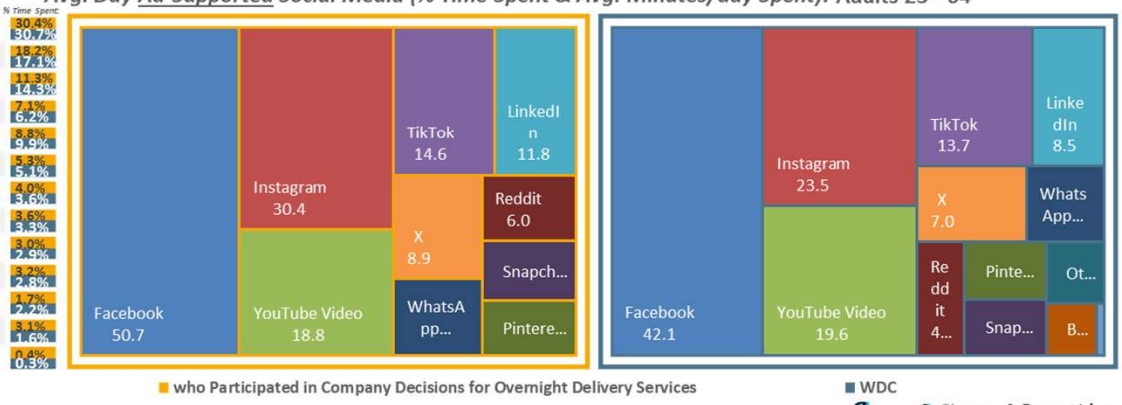
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 156

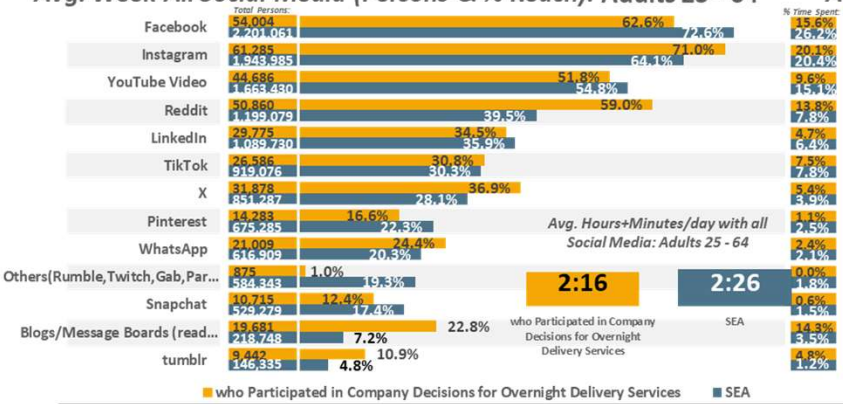
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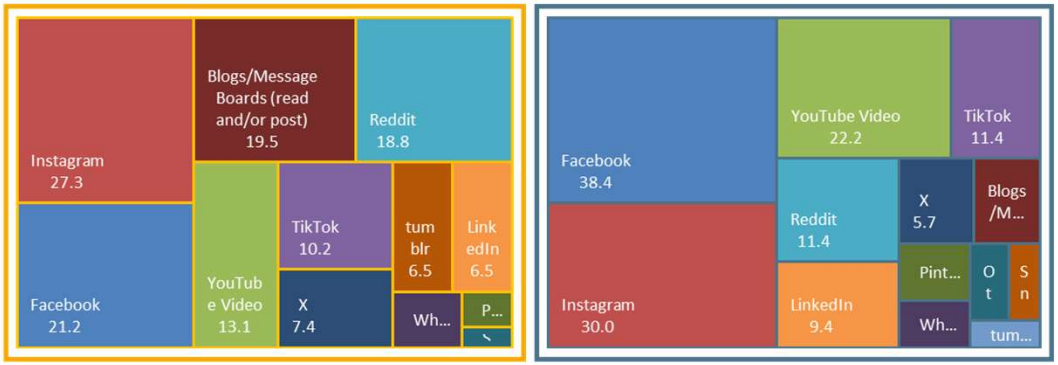
Company purchasing decisions participated in past 12 months: Overnight delivery services

54,004 or 62.6% of Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services use Ad-Supported Facebook for an average of 29.3 minutes every day representing 25.3% of all time spent daily with Ad-Supported Social Media.

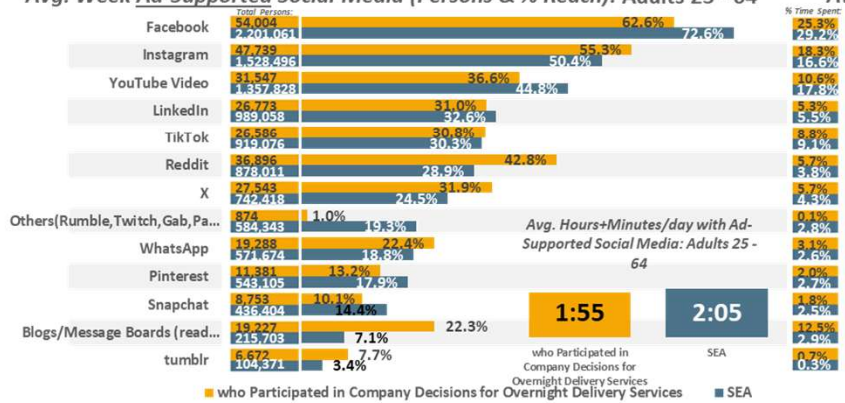
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 64



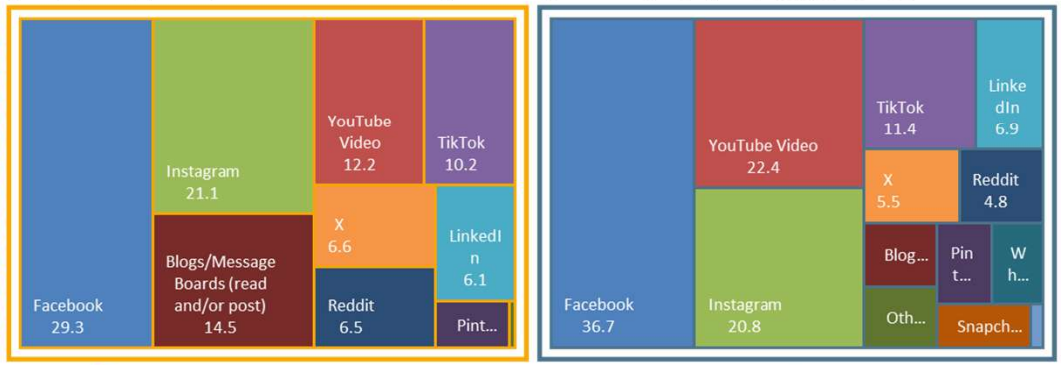
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 90

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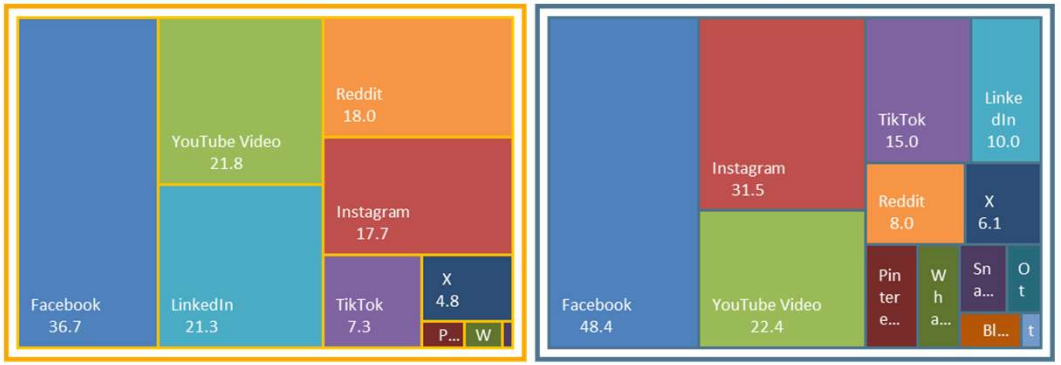
Company purchasing decisions participated in past 12 months: Overnight delivery services

67,062 or 58.3% of Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services use Ad-Supported Facebook for an average of 39.2 minutes every day representing 34.3% of all time spent daily with Ad-Supported Social Media.

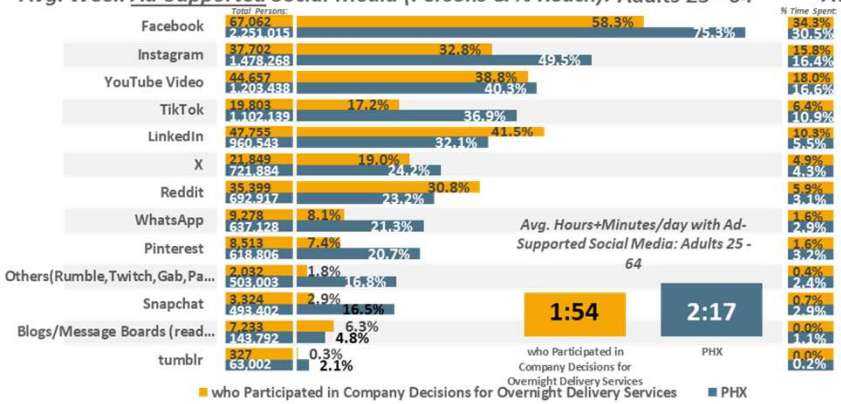
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 64



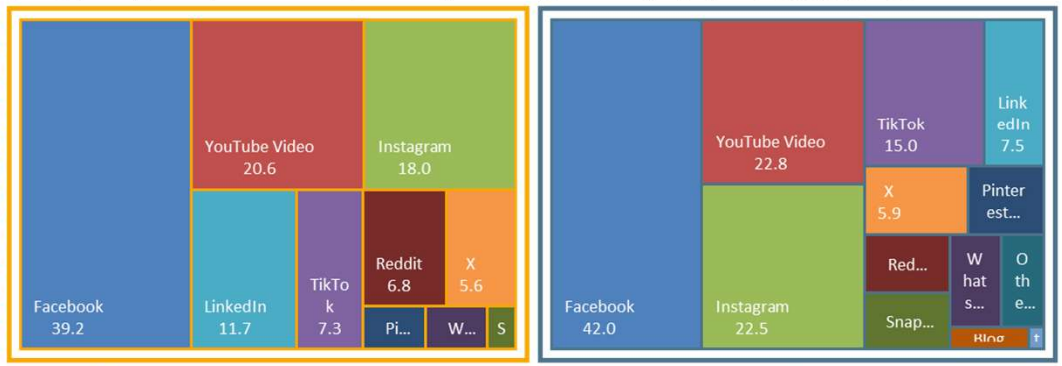
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 69

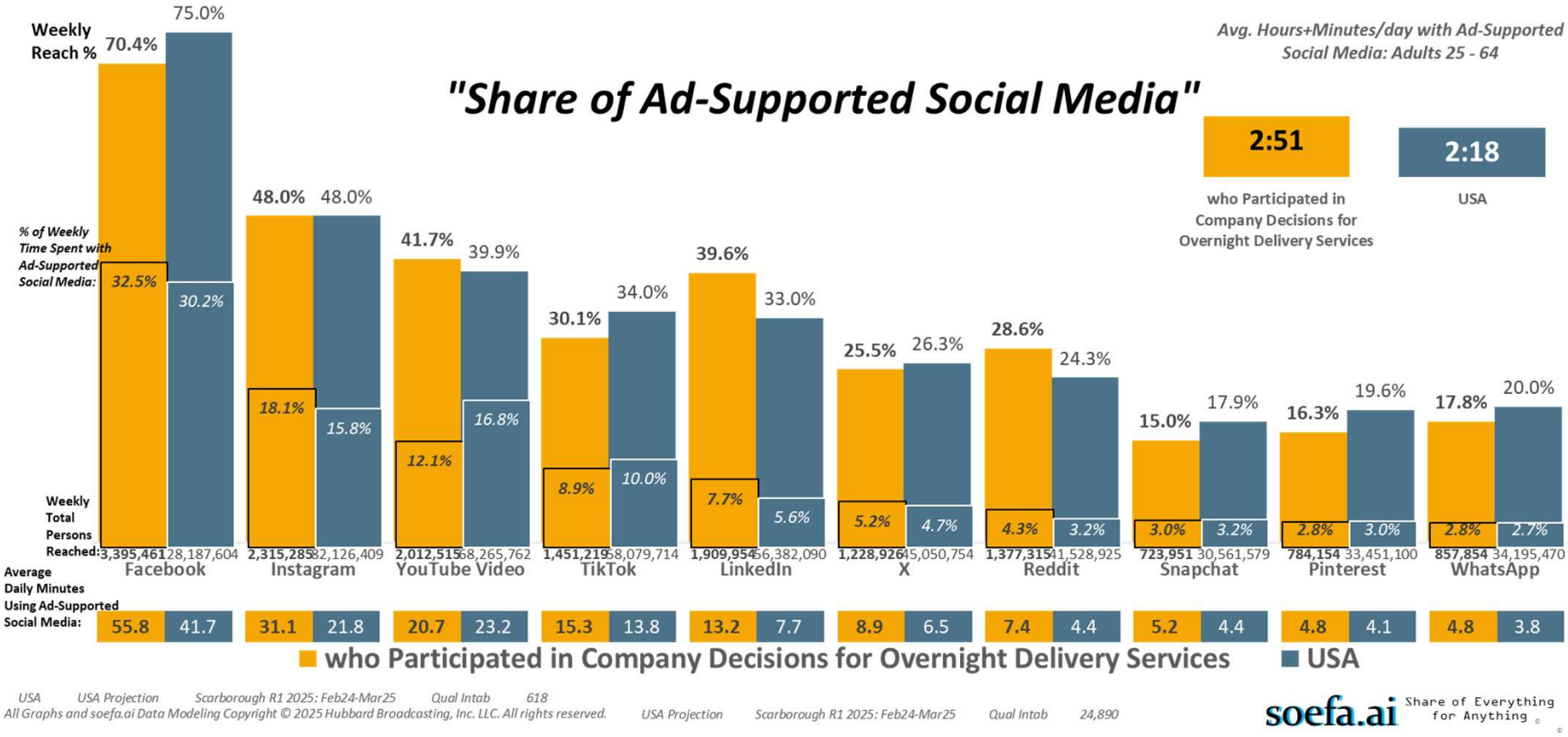
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Company purchasing decisions participated in past 12 months: Overnight delivery services



3,395,461 or 70.4% of Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services use Ad-Supported Facebook for an average of 55.8 minutes every day representing 32.5% of all time spent daily with Ad-Supported Social Media.



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 618

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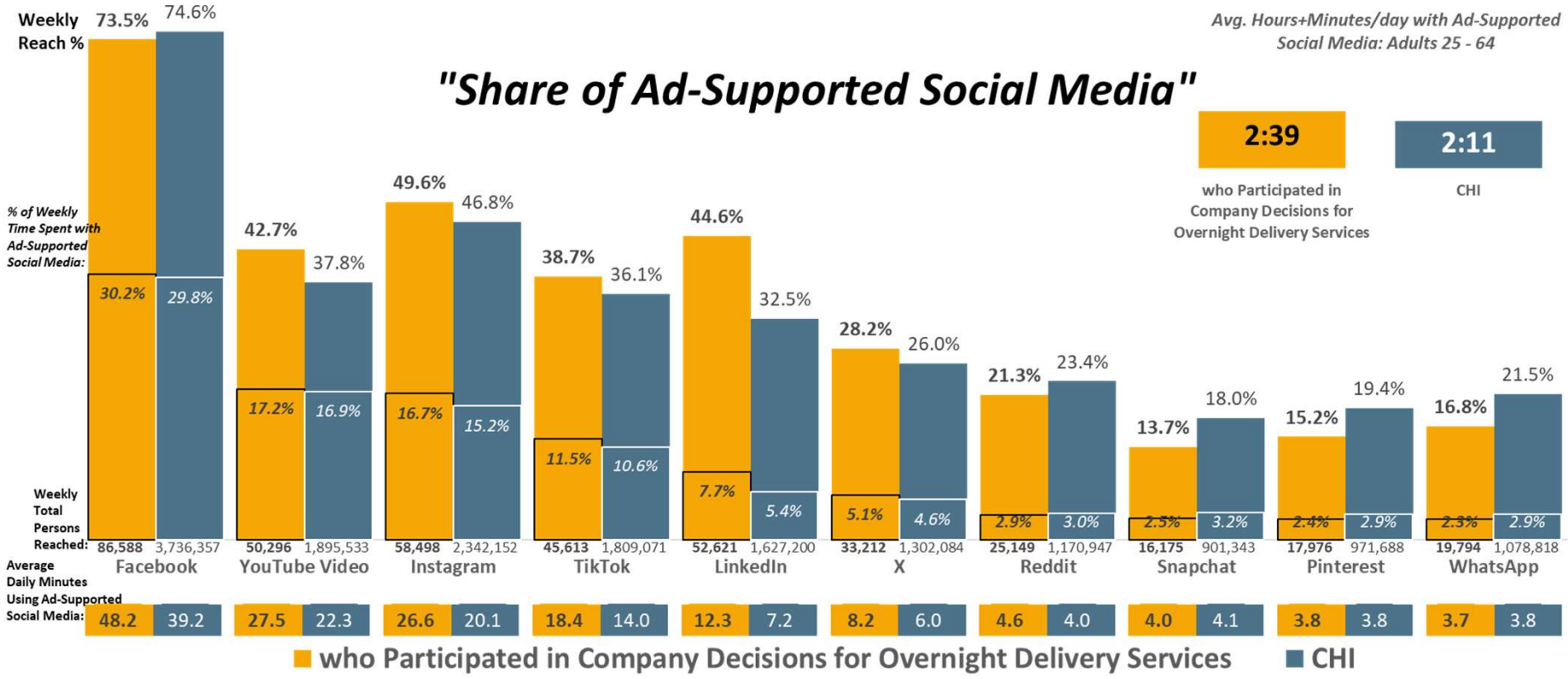
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

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Company purchasing decisions participated in past 12 months: Overnight delivery services

FedEx CHI

86,588 or 73.5% of Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services use Ad-Supported Facebook for an average of 48.2 minutes every day representing 30.2% of all time spent daily with Ad-Supported Social Media.



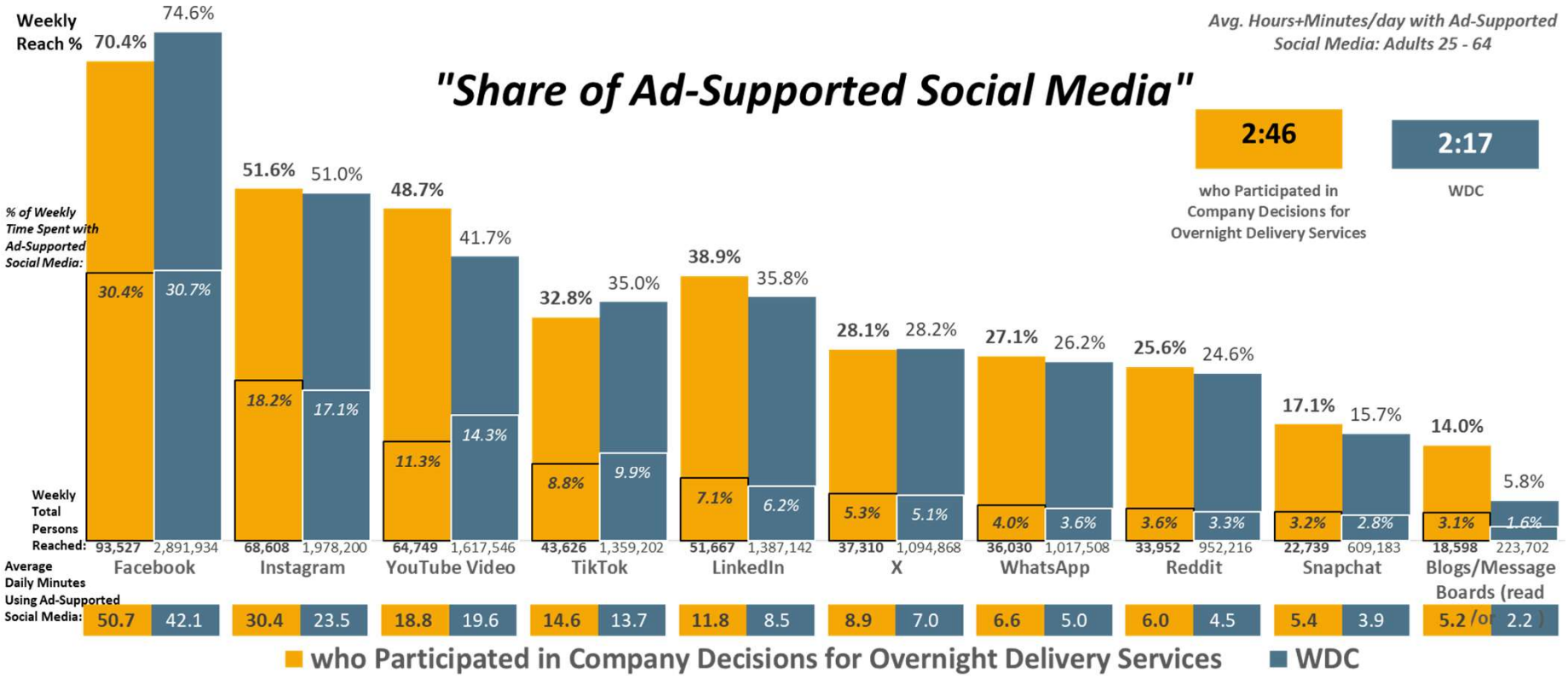
CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 113 CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,846

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Company purchasing decisions participated in past 12 months: Overnight delivery services

93,527 or 70.4% of Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services use Ad-Supported Facebook for an average of 50.7 minutes every day representing 30.4% of all time spent daily with Ad-Supported Social Media.



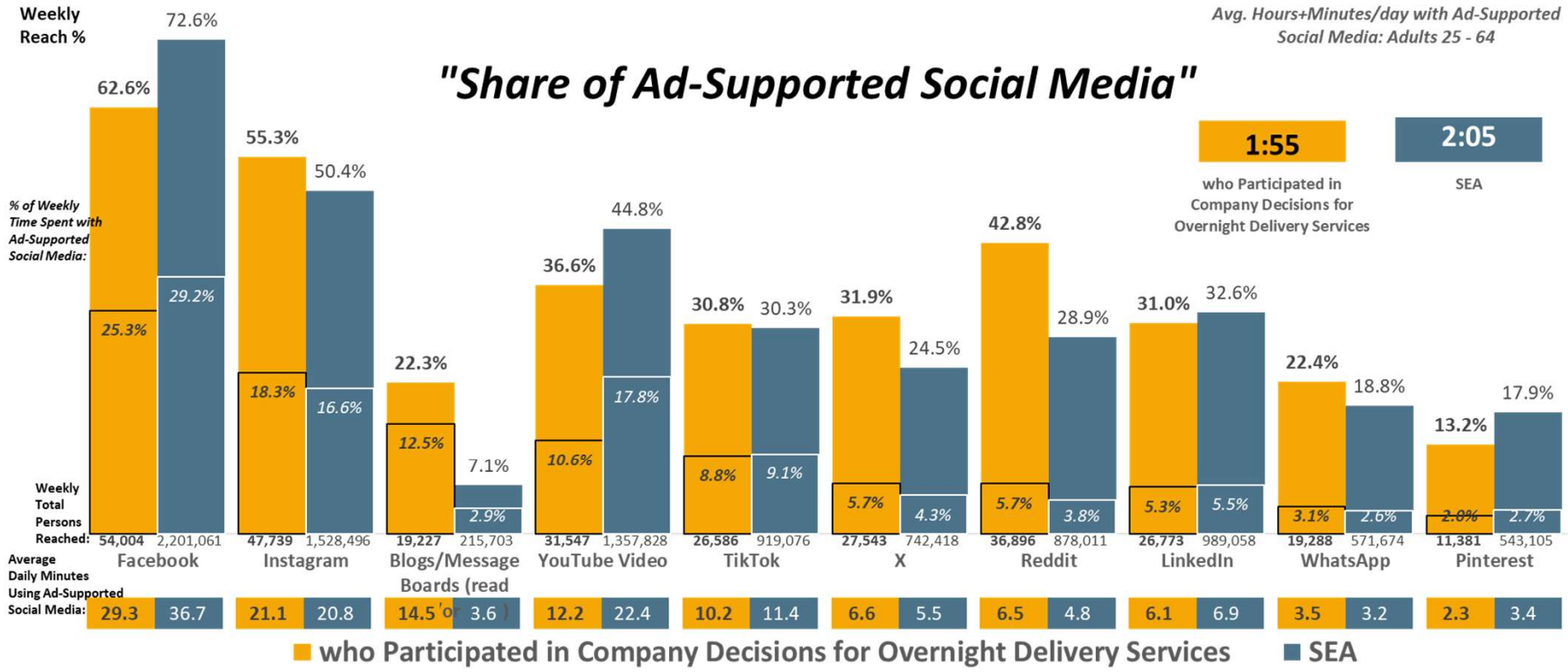
WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 156 WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 5,857

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Company purchasing decisions participated in past 12 months: Overnight delivery services

54,004 or 62.6% of Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services use Ad-Supported Facebook for an average of 29.3 minutes every day representing 25.3% of all time spent daily with Ad-Supported Social Media.



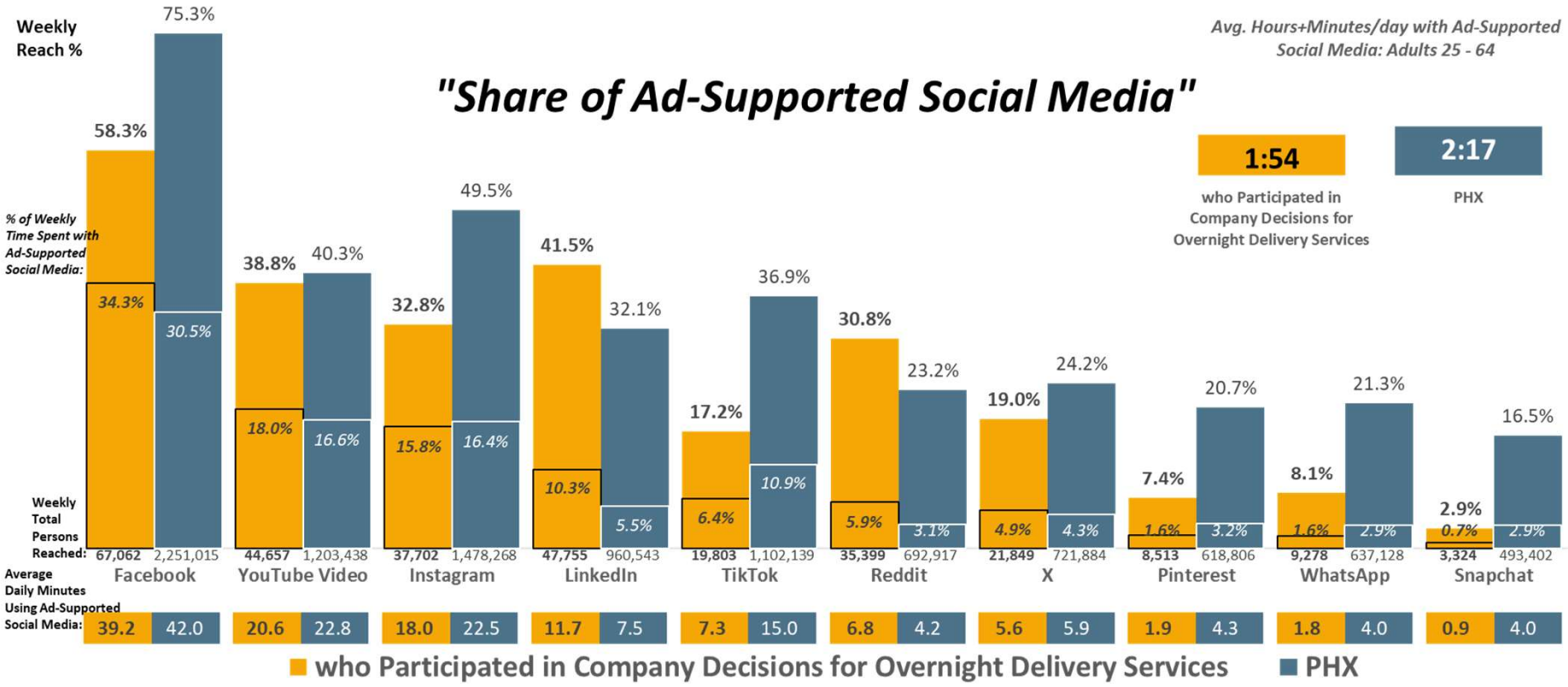
SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 90 SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,920

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Company purchasing decisions participated in past 12 months: Overnight delivery services

67,062 or 58.3% of Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services use Ad-Supported Facebook for an average of 39.2 minutes every day representing 34.3% of all time spent daily with Ad-Supported Social Media.



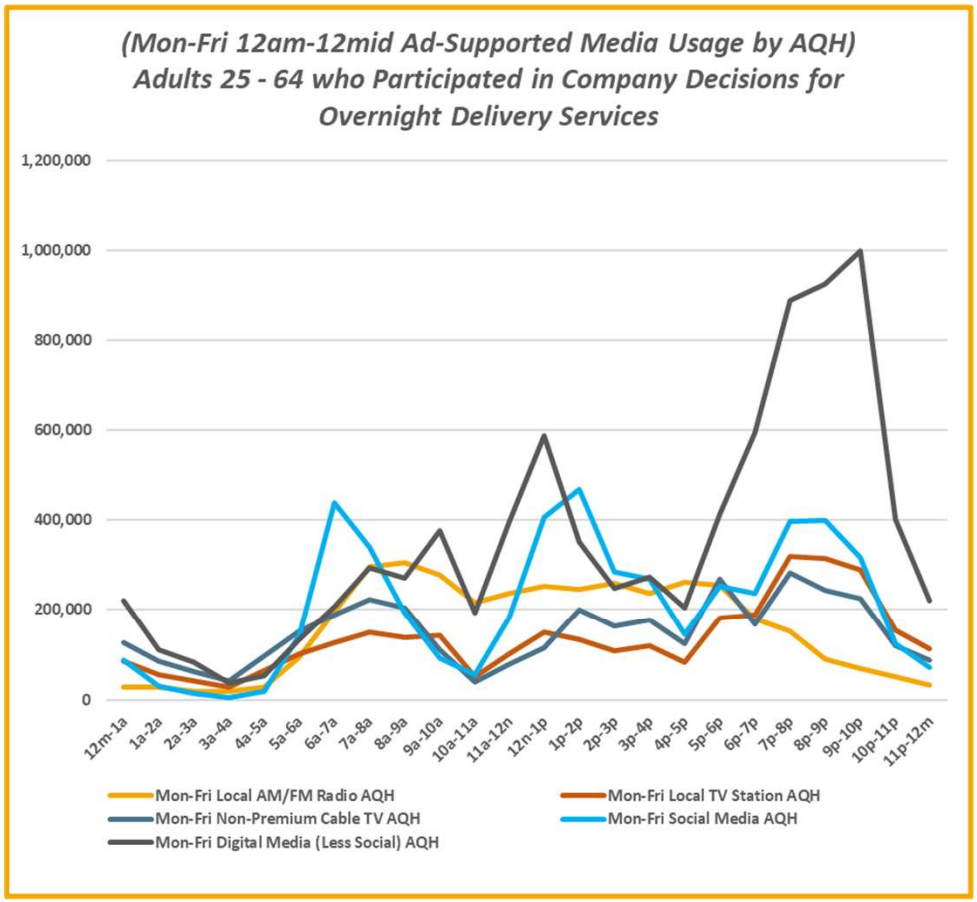
PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 69 PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 2,461

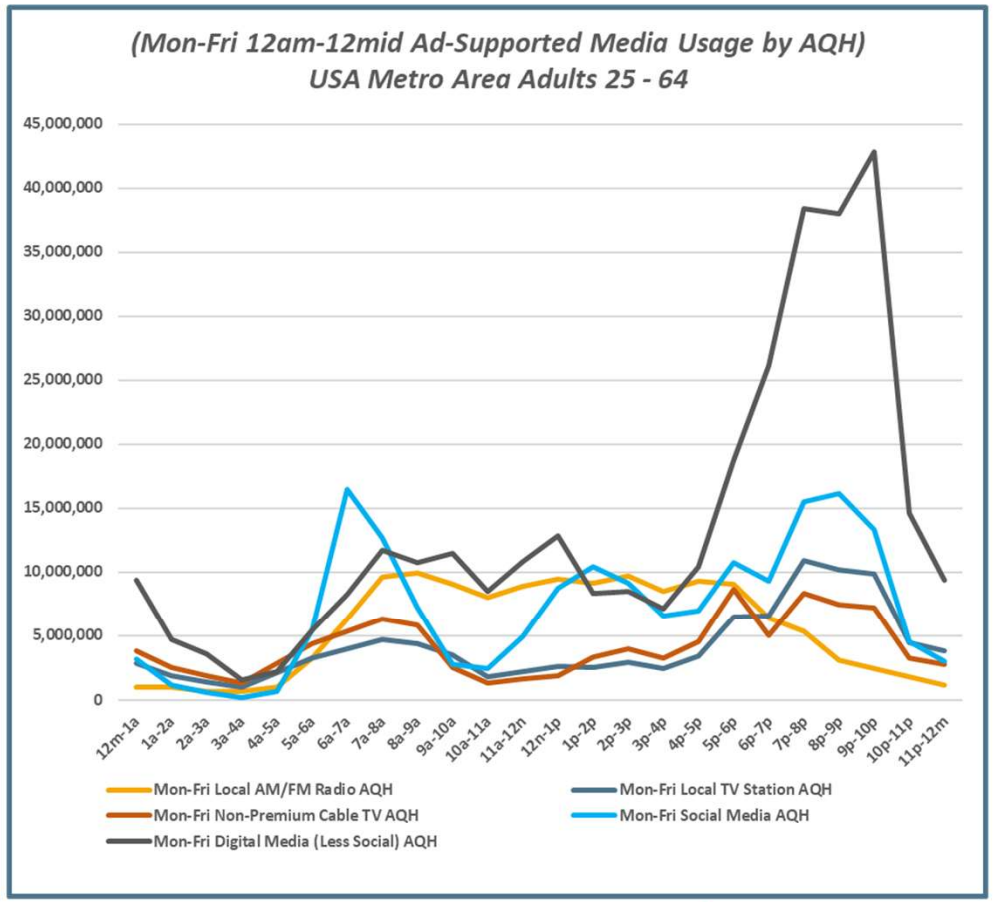
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Company purchasing decisions participated in past 12 months: Overnight delivery services

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 339,111; Social Media: 258,703; Local Radio: 247,780; Non-Prem. Cable: 158,636; Local TV: 128,645 reaching Adults 25 - 64 who Participated in Company Decisions for Overni





USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 618

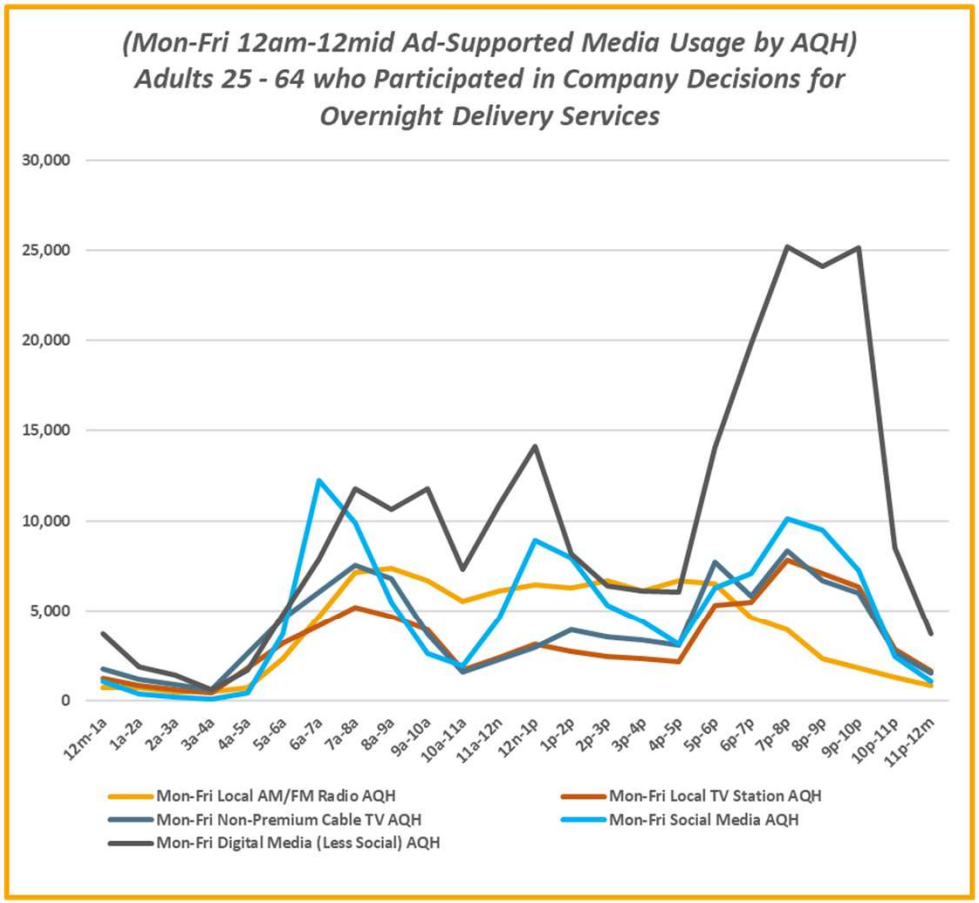
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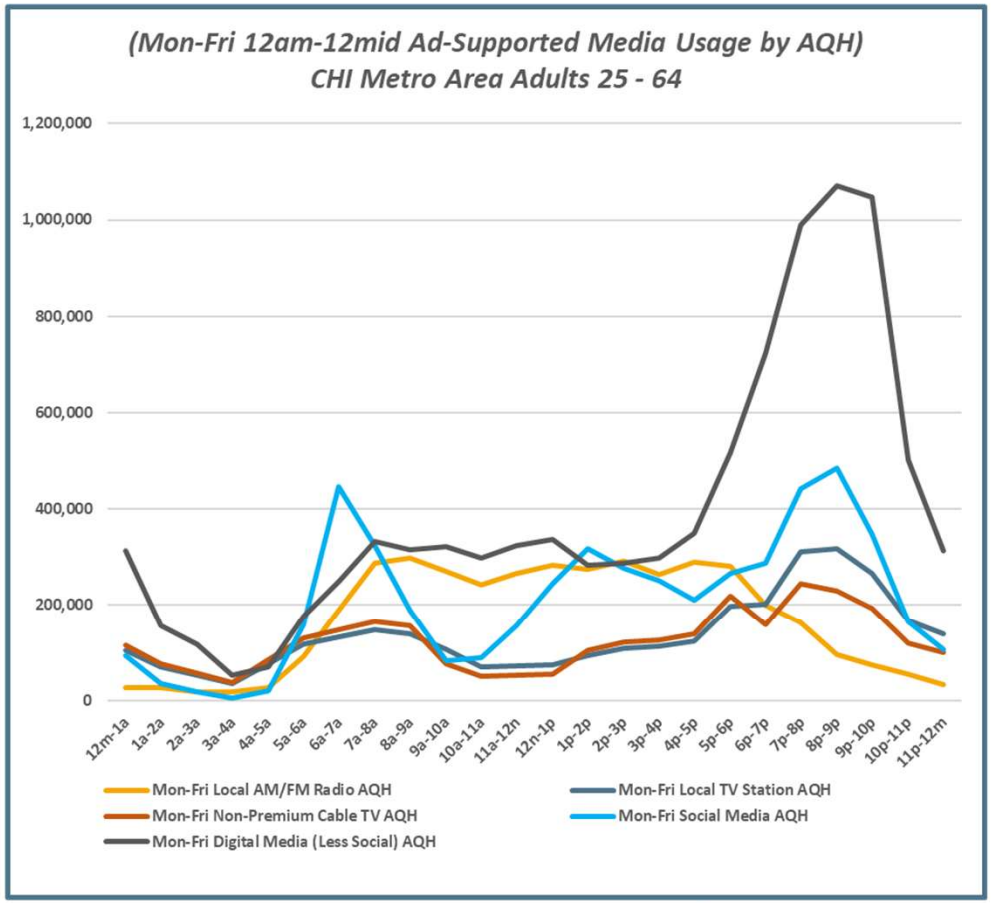
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

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Company purchasing decisions participated in past 12 months: Overnight delivery services

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 10,387; Local Radio: 6,217; Social Media: 6,142; Non-Prem. Cable: 4,477; Local TV: 3,499 reaching Adults 25 - 64 who Participated in Company Decisions for Overnight Deliv





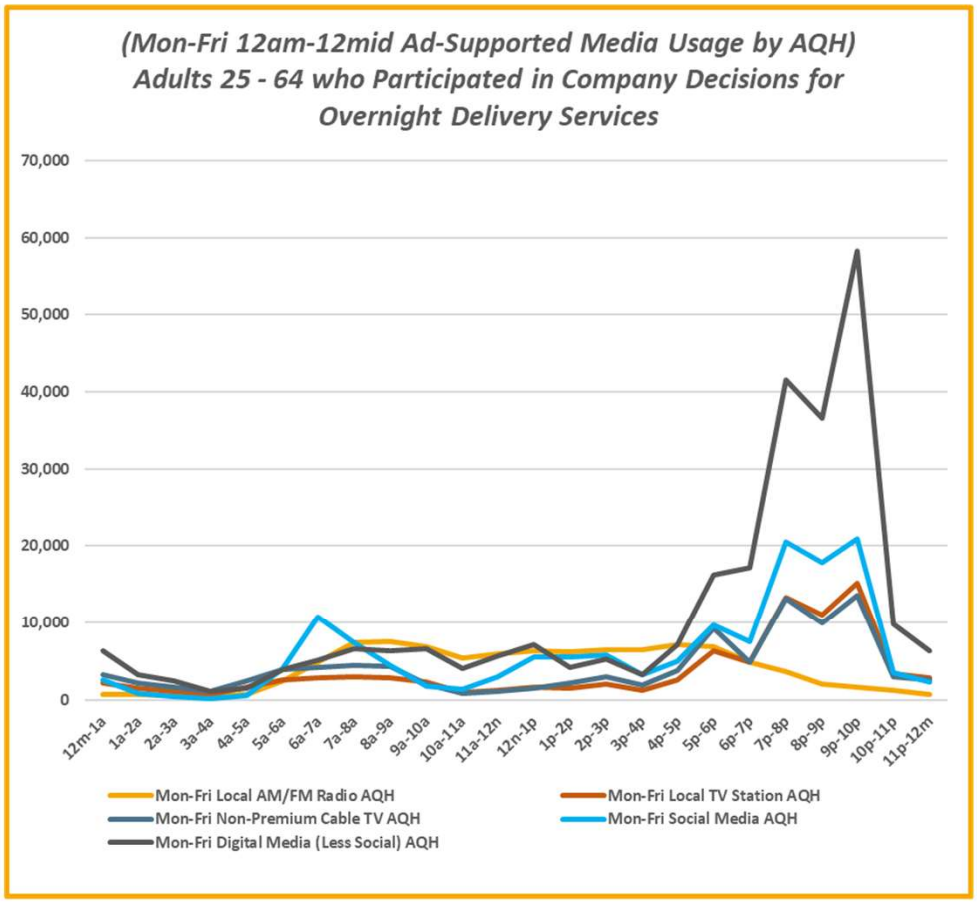
CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 113

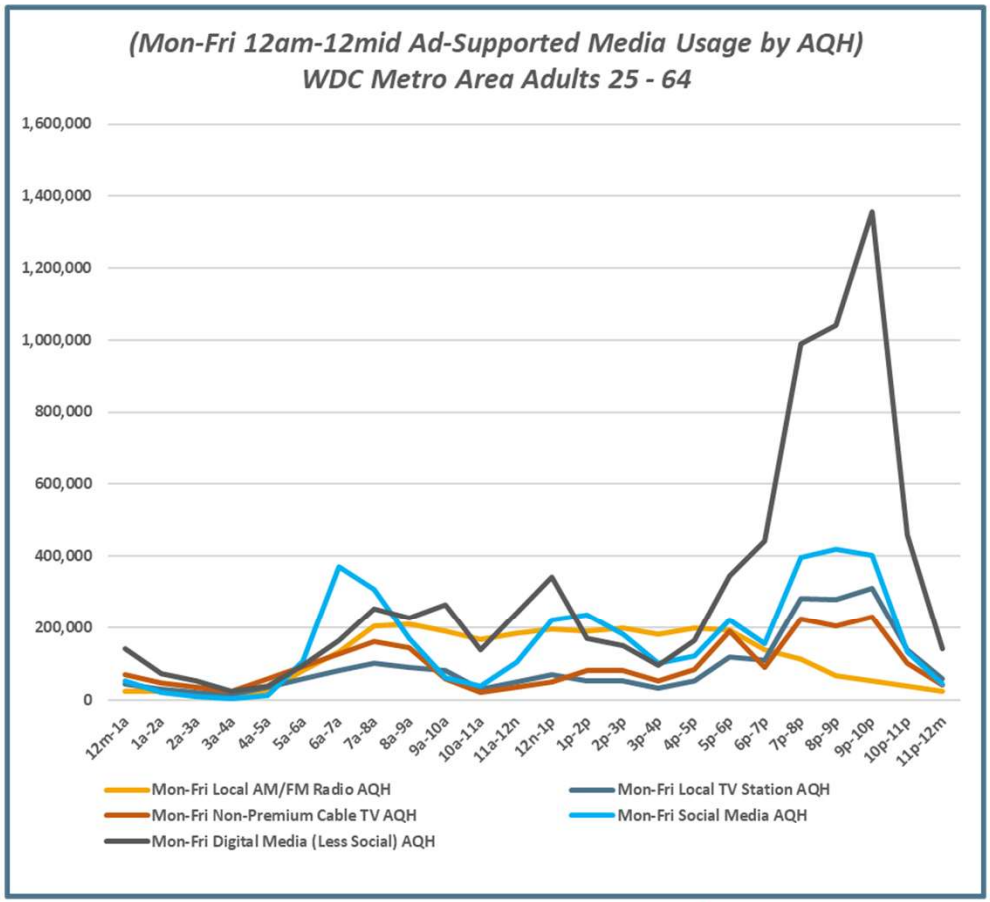
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Company purchasing decisions participated in past 12 months: Overnight delivery services

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 7,275; Local Radio: 6,316; Social Media: 5,440; Non-Prem. Cable: 3,321; Local TV: 2,551 reaching Adults 25 - 64 who Participated in Company Decisions for Overnight Delive





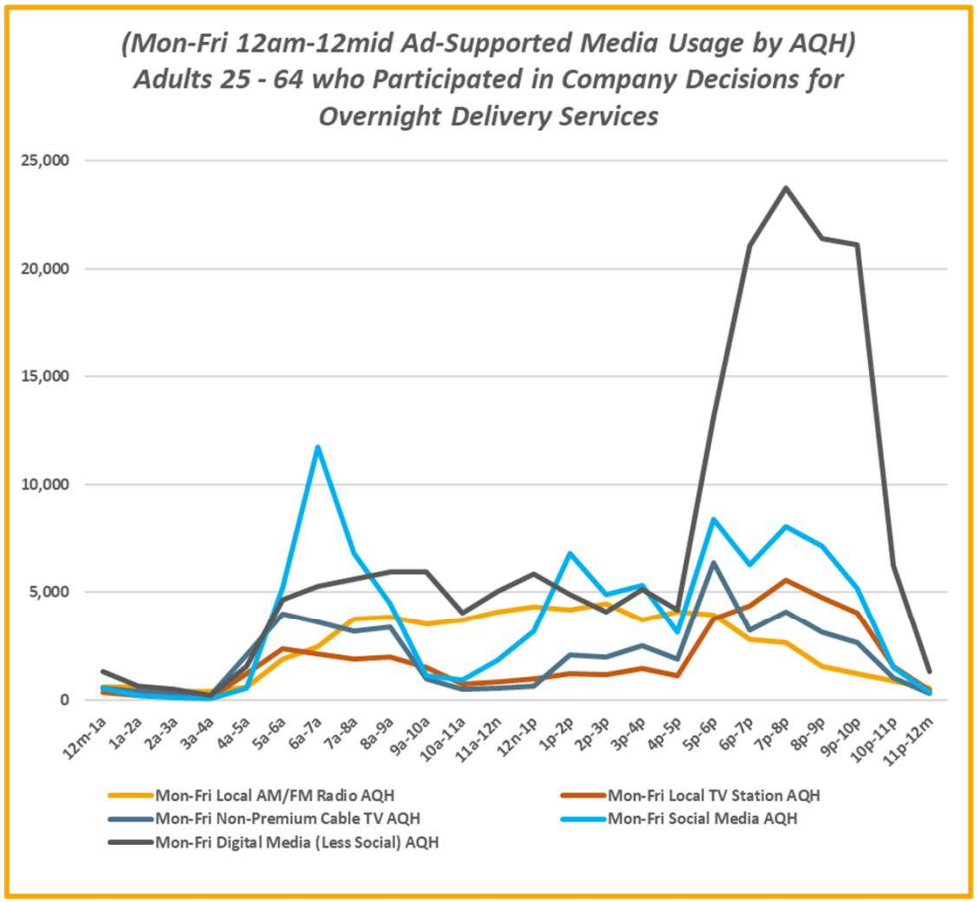
WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 156

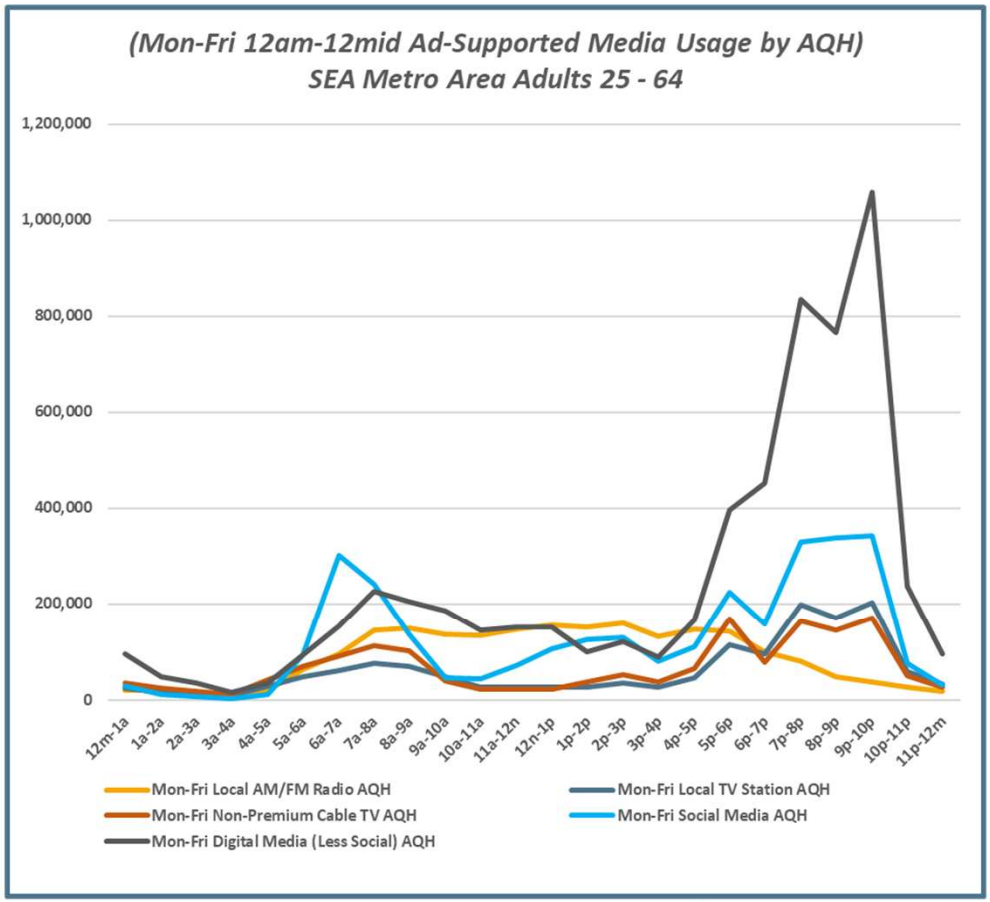
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Company purchasing decisions participated in past 12 months: Overnight delivery services

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 6,921; Social Media: 4,977; Local Radio: 3,743; Non-Prem. Cable: 2,364; Local TV: 1,766 reaching Adults 25 - 64 who Participated in Company Decisions for Overnight Delive





SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 90

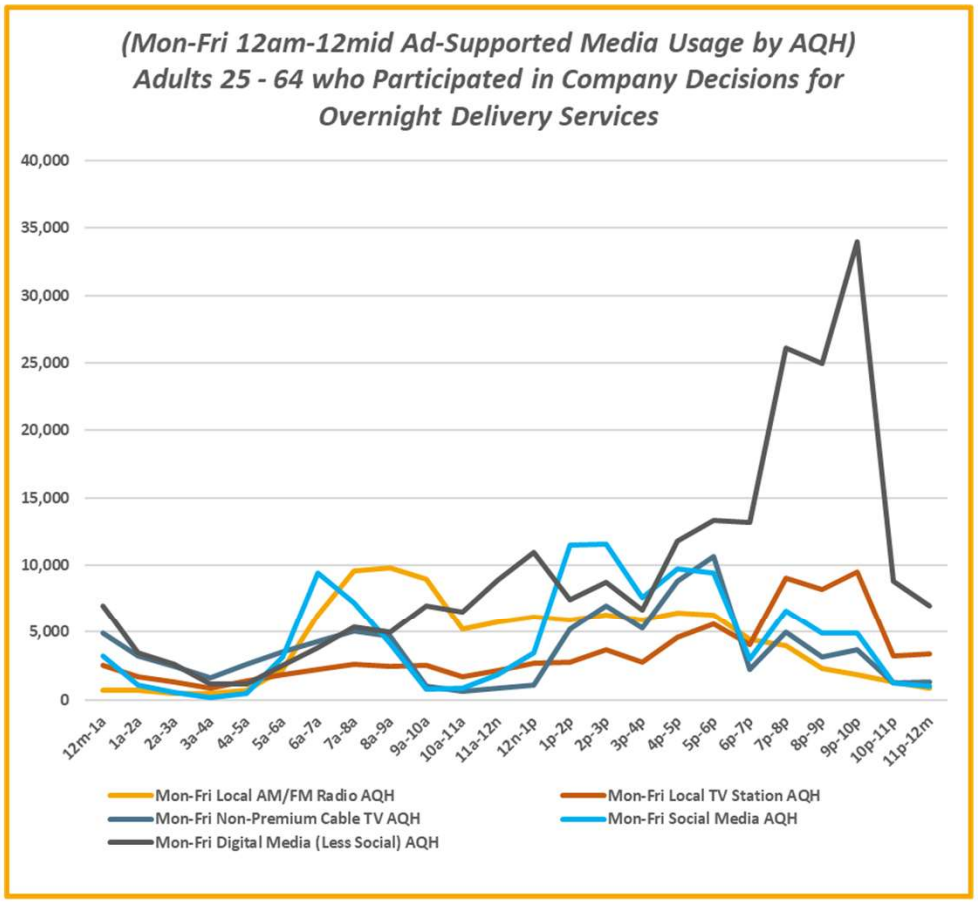
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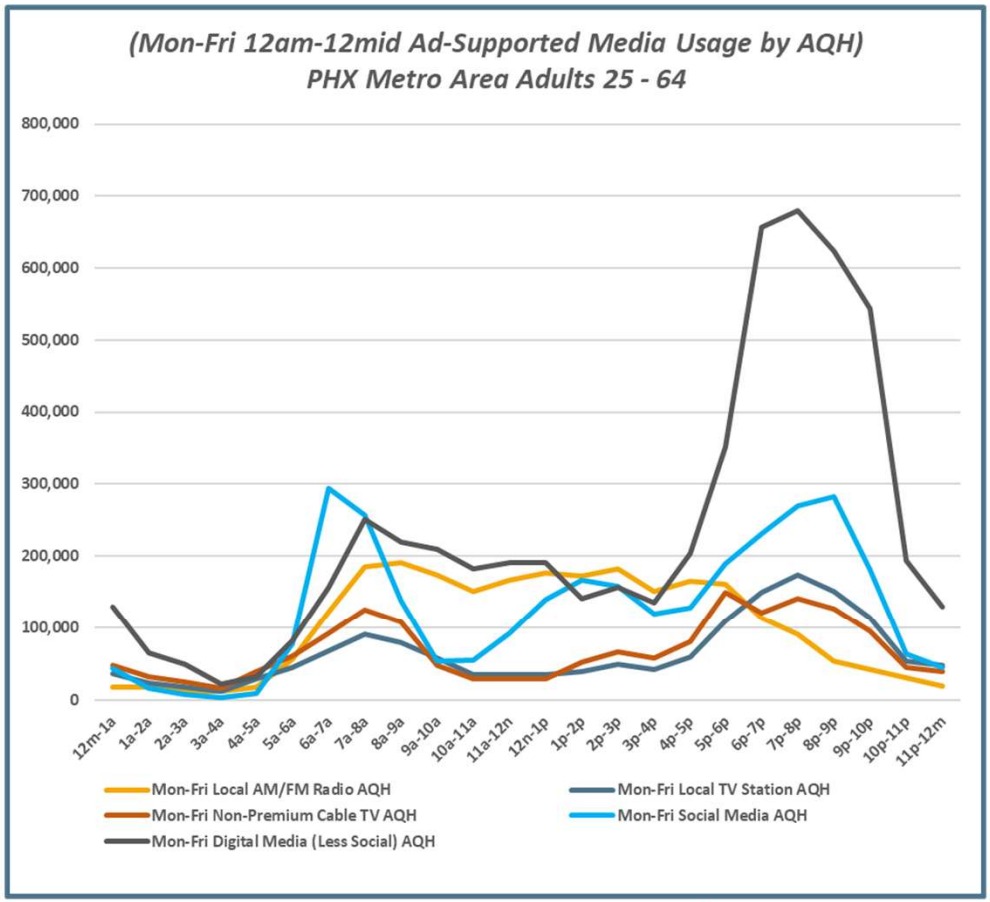
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Company purchasing decisions participated in past 12 months: Overnight delivery services



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 8,361; Local Radio: 6,688; Social Media: 6,199; Non-Prem. Cable: 4,366; Local TV: 3,068 reaching Adults 25 - 64 who Participated in Company Decisions for Overnight Delive





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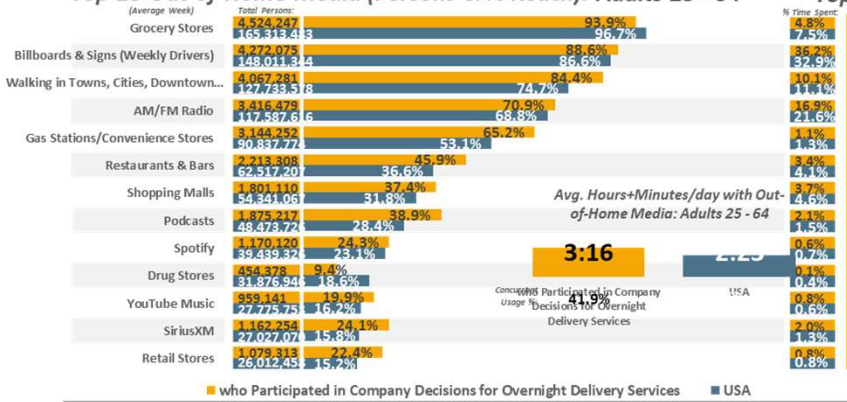
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Company purchasing decisions participated in past 12 months: Overnight delivery services

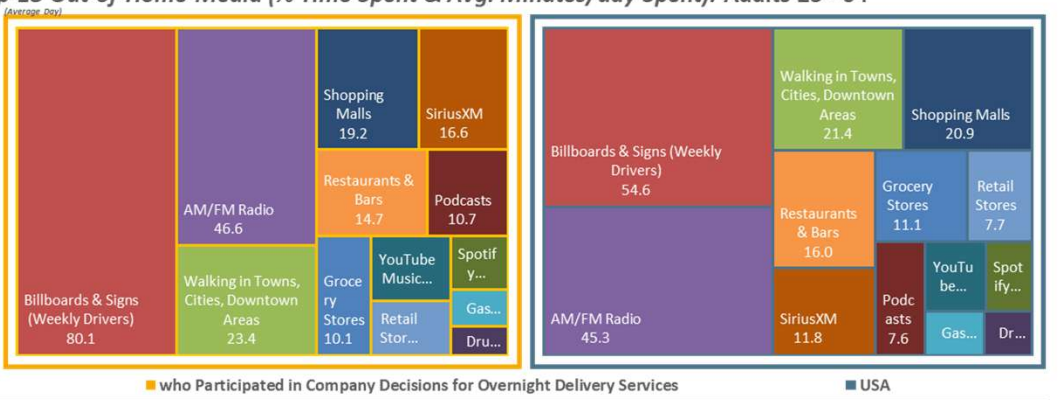


4,272,075 or 88.6% of Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services spend an average of 80.1 minutes per day driving, seeing Billboards and Signs. 67.4% Listen to Local Radio Stations Out-of-Home for an average of 39

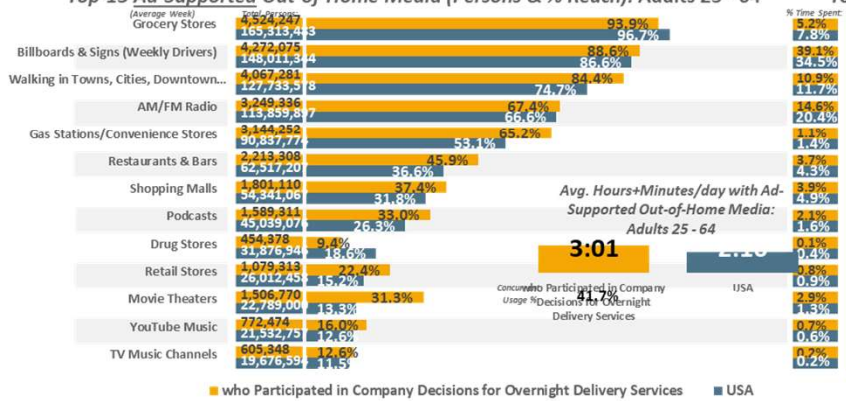
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 64



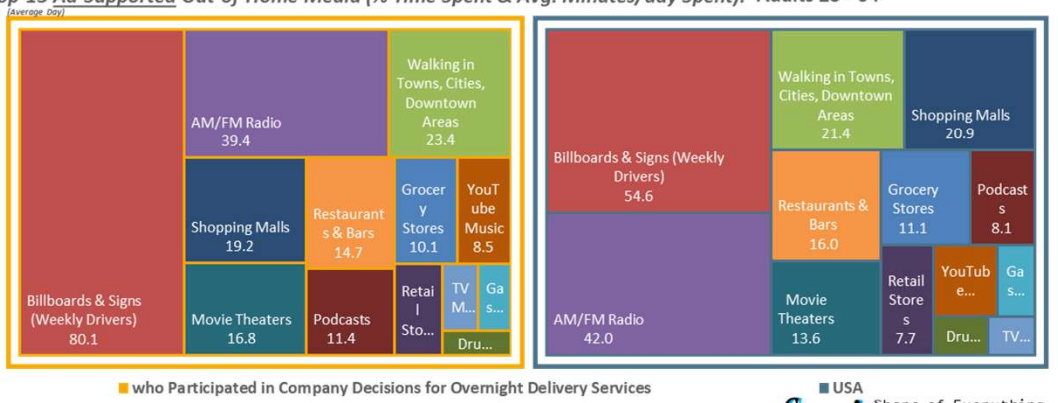
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 25 - 64



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 618

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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

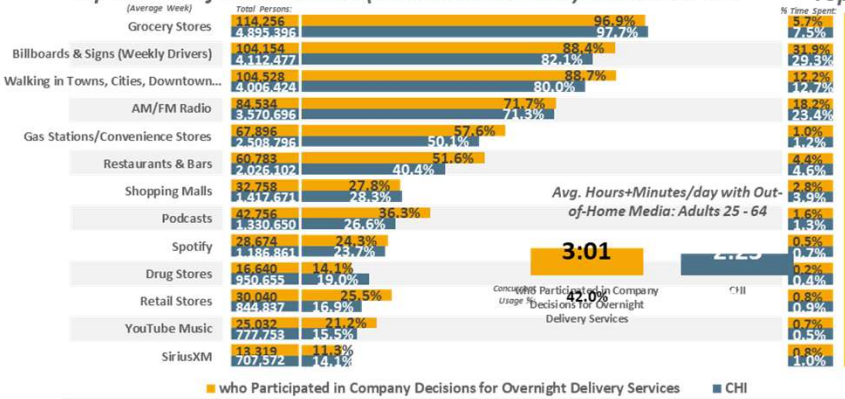
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Company purchasing decisions participated in past 12 months: Overnight delivery services

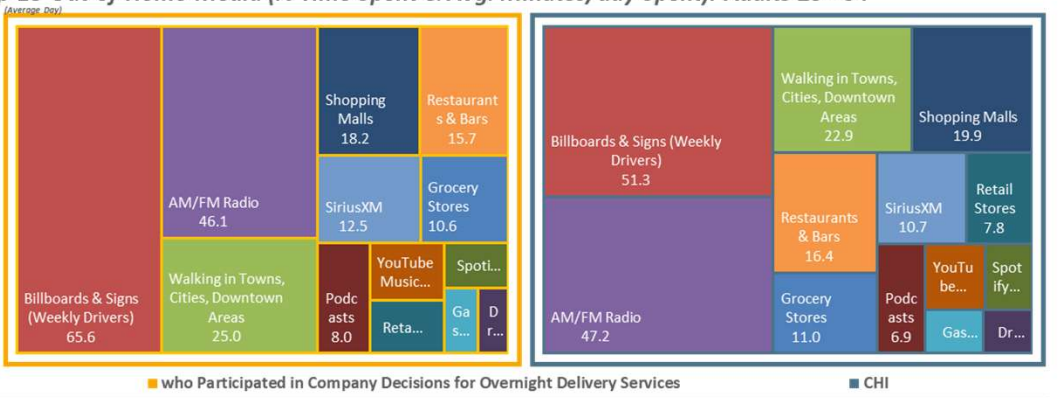


104,154 or 88.4% of Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services spend an average of 65.6 minutes per day driving, seeing Billboards and Signs. 69.3% Listen to Local Radio Stations Out-of-Home for an average of 42.2

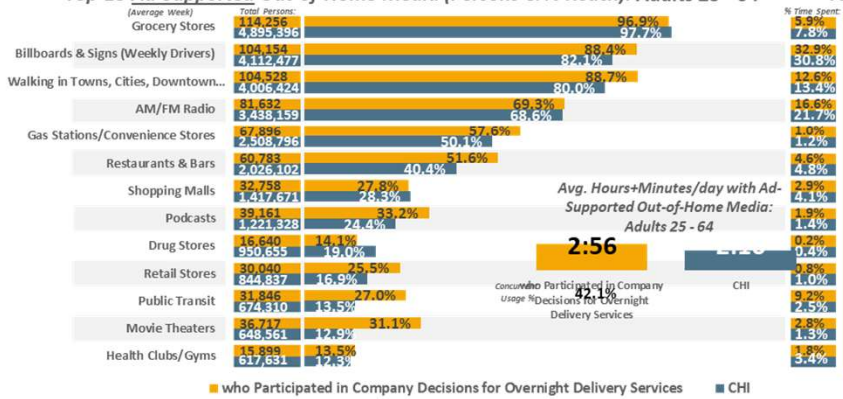
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 64



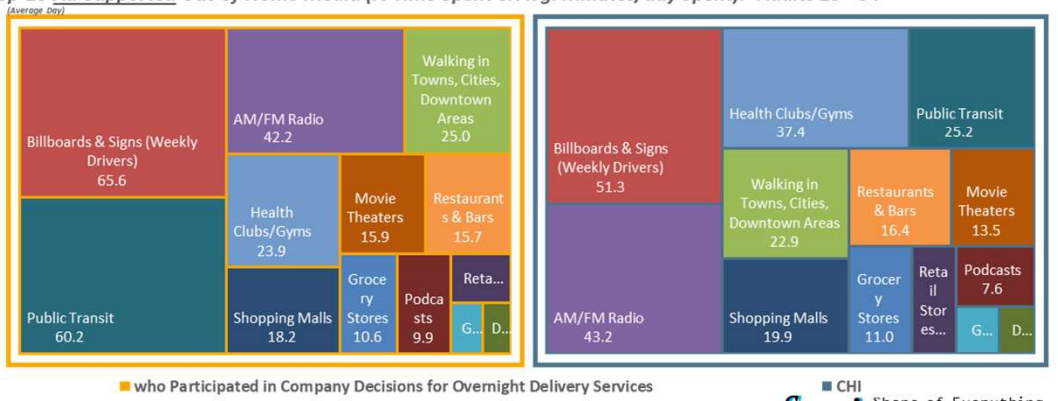
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 25 - 64



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 113

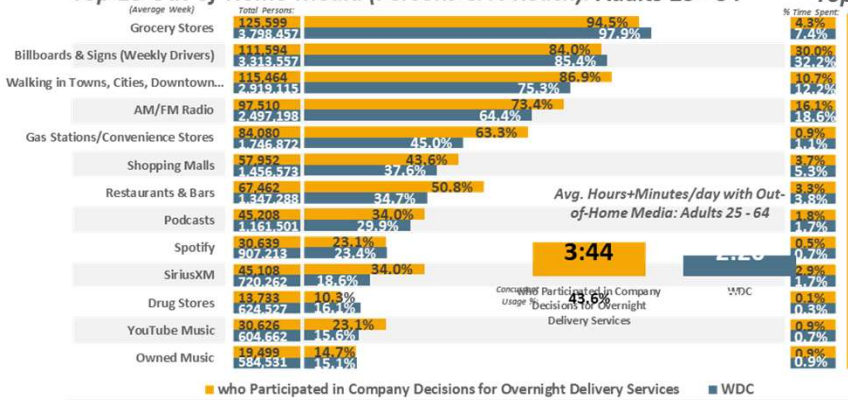
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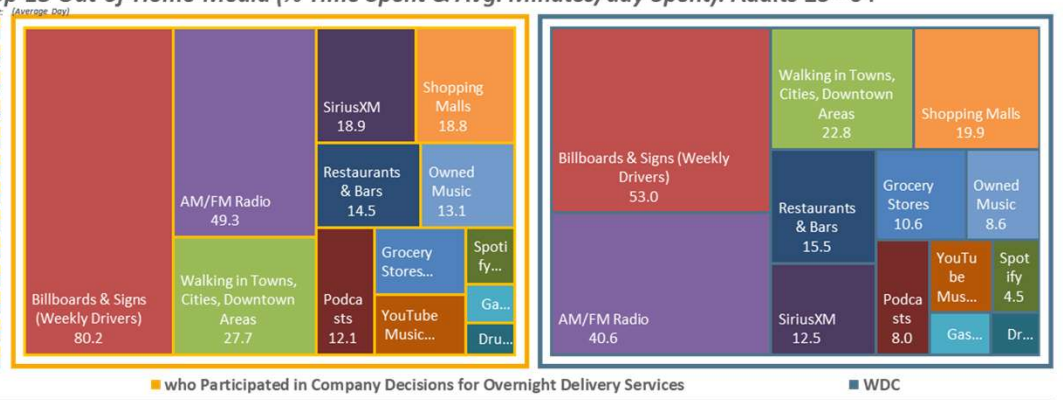
Company purchasing decisions participated in past 12 months: Overnight delivery services

111,594 or 84.% of Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services spend an average of 80.2 minutes per day driving, seeing Billboards and Signs. 61.7% Listen to Local Radio Stations Out-of-Home for an average of 32.5

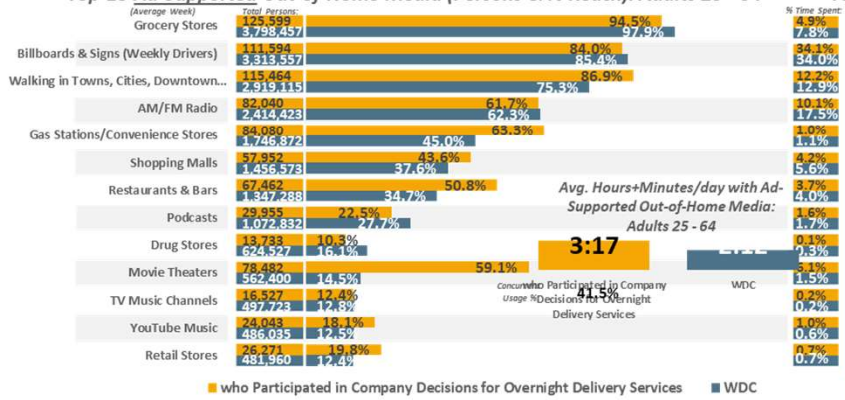
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 64



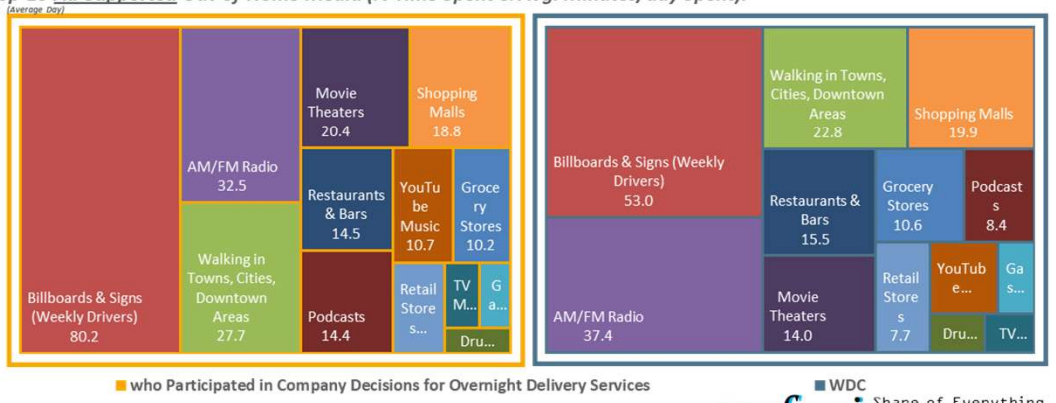
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 25 - 64



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 156

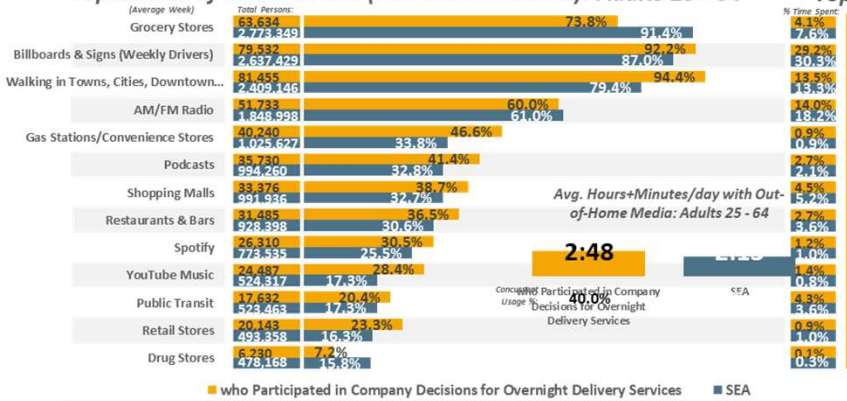
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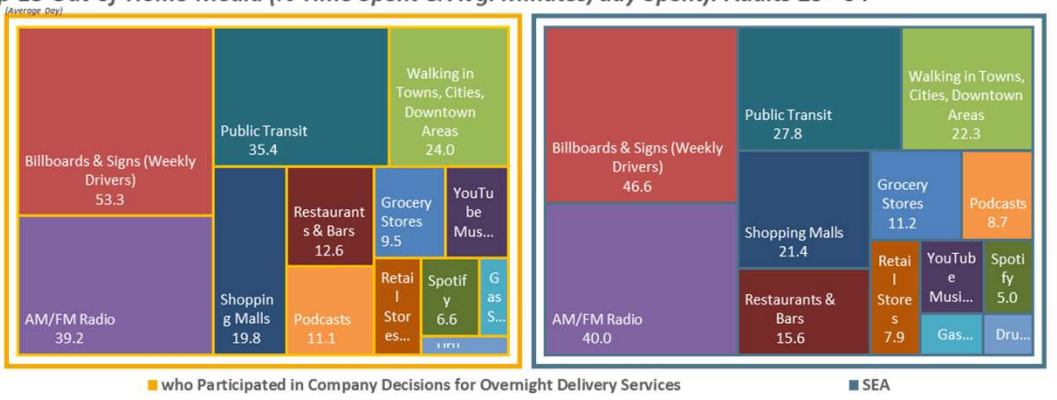
Company purchasing decisions participated in past 12 months: Overnight delivery services

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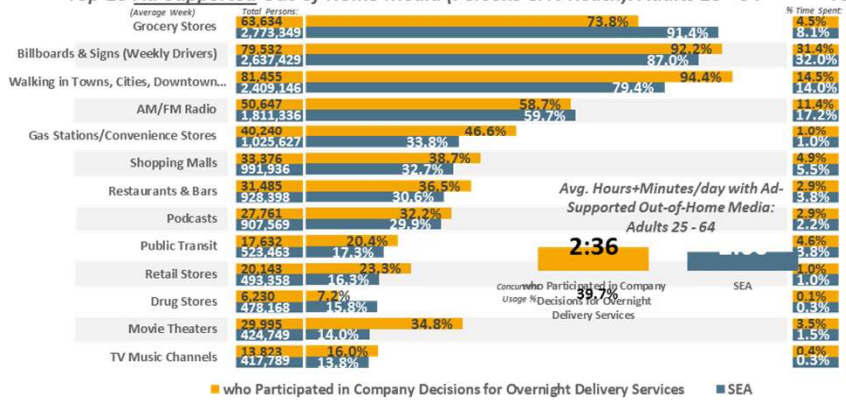
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 64



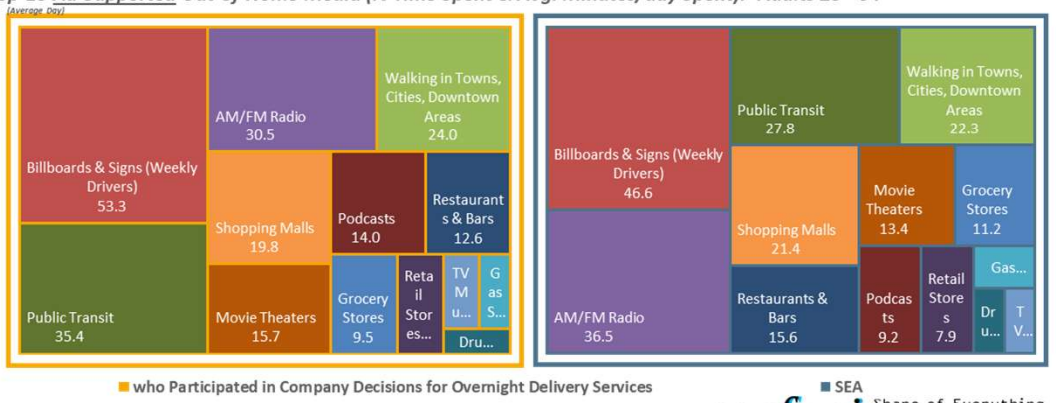
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 25 - 64



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 90

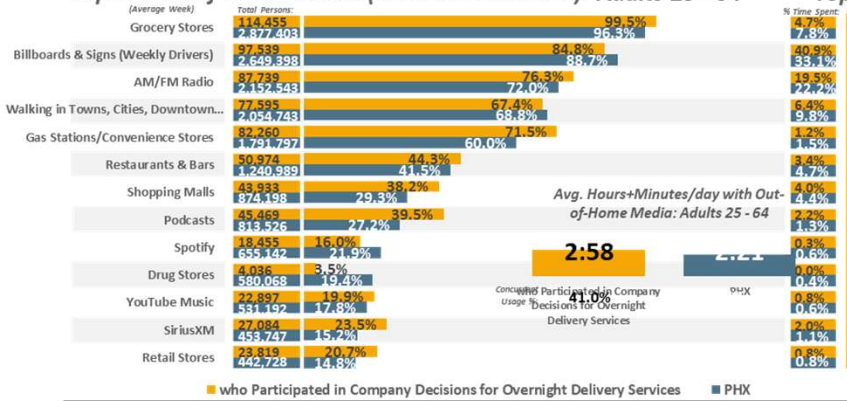
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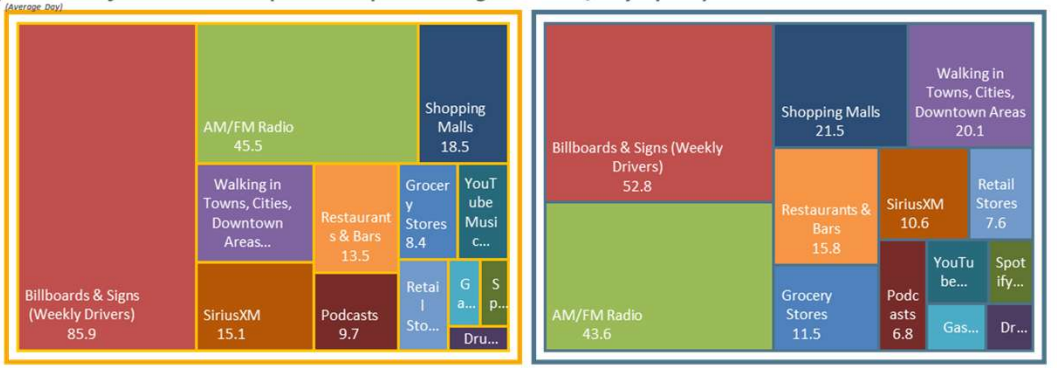
Company purchasing decisions participated in past 12 months: Overnight delivery services

97,539 or 84.8% of Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services spend an average of 85.9 minutes per day driving, seeing Billboards and Signs. 75.4% Listen to Local Radio Stations Out-of-Home for an average of 44.7

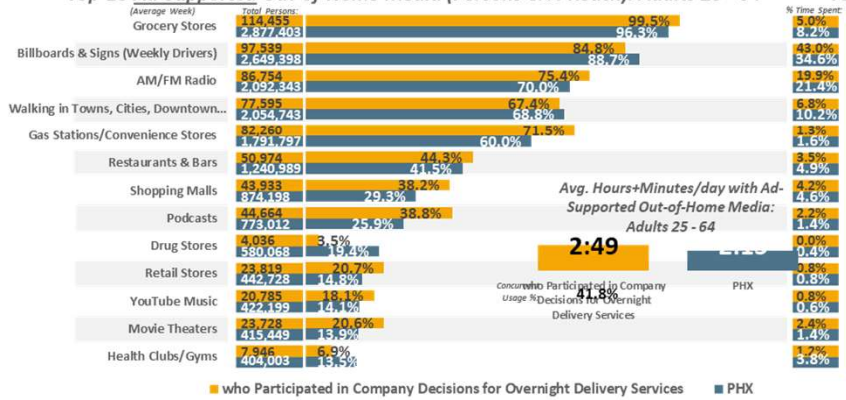
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 64



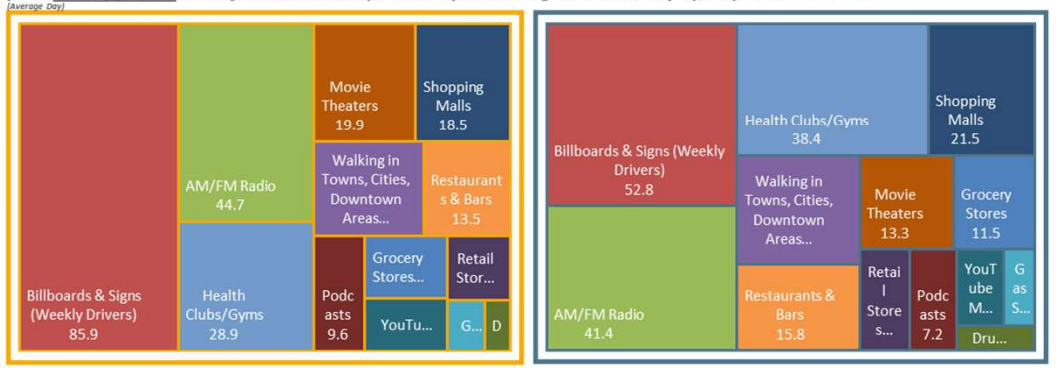
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 25 - 64



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 69

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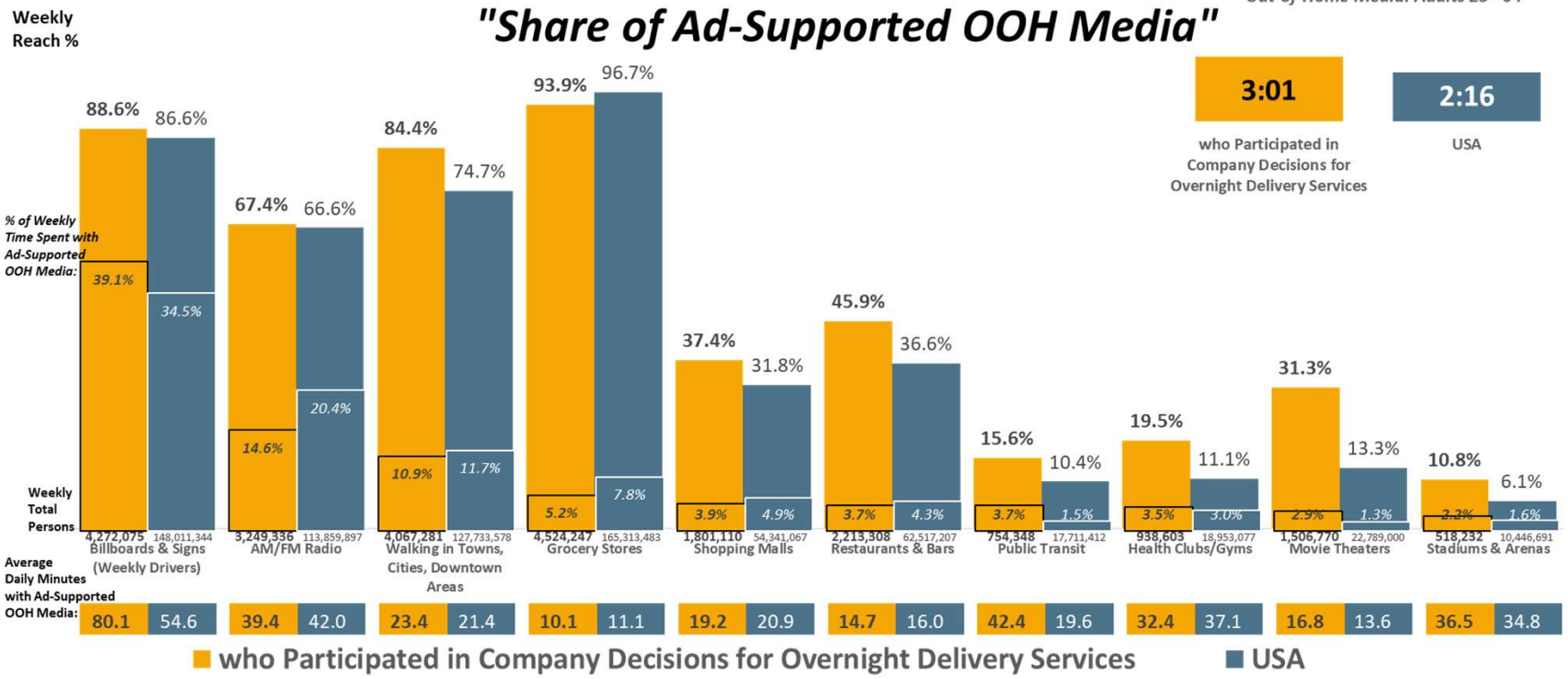
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Company purchasing decisions participated in past 12 months: Overnight delivery services



4,272,075 or 88.6% of Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services spend an average of 80.1 minutes per day driving, seeing Billboards and Signs representing 39.1% of all Time Spent with Ad-Supported Out-of-Home Med

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 25 - 64



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 618

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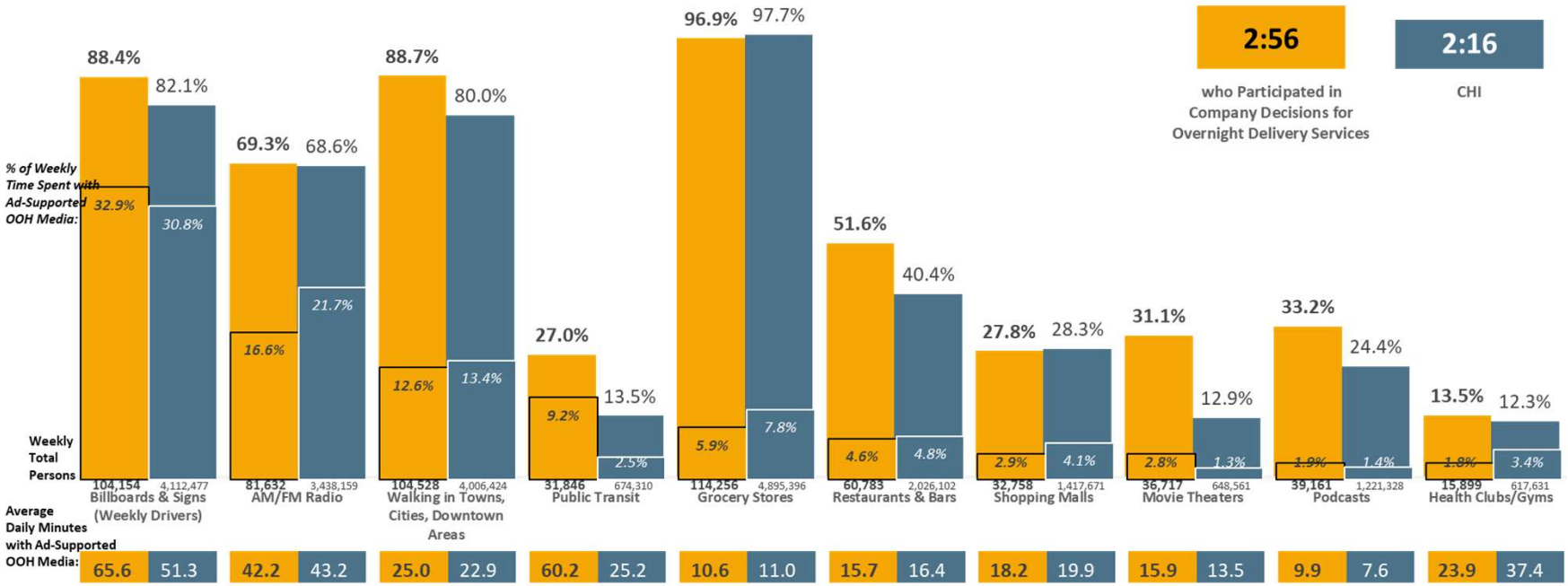
Company purchasing decisions participated in past 12 months: Overnight delivery services



104,154 or 88.4% of Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services spend an average of 65.6 minutes per day driving, seeing Billboards and Signs representing 32.9% of all Time Spent with Ad-Supported Out-of-Home Media

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 25 - 64

"Share of Ad-Supported OOH Media"



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 113 CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,846

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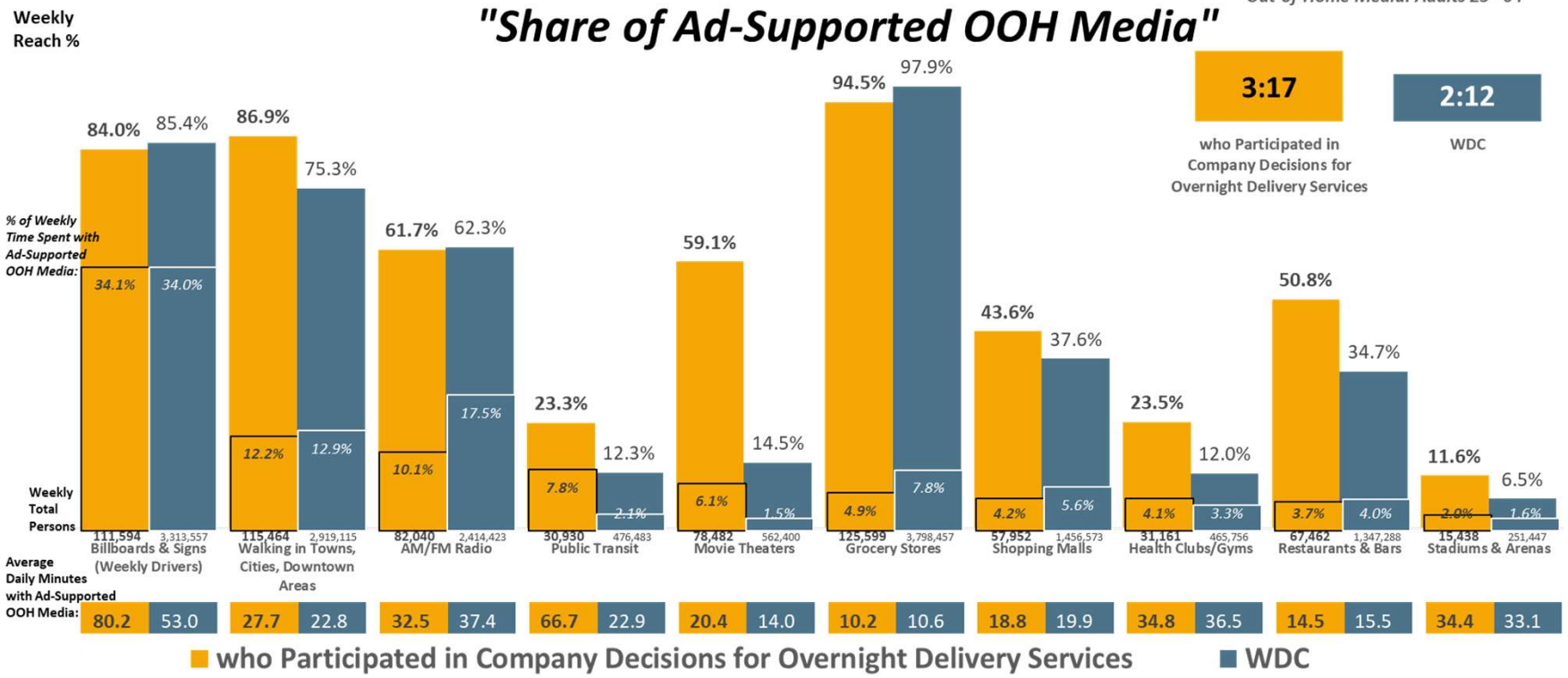
Company purchasing decisions participated in past 12 months: Overnight delivery services



111,594 or 84.% of Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services spend an average of 80.2 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 - 64

"Share of Ad-Supported OOH Media"



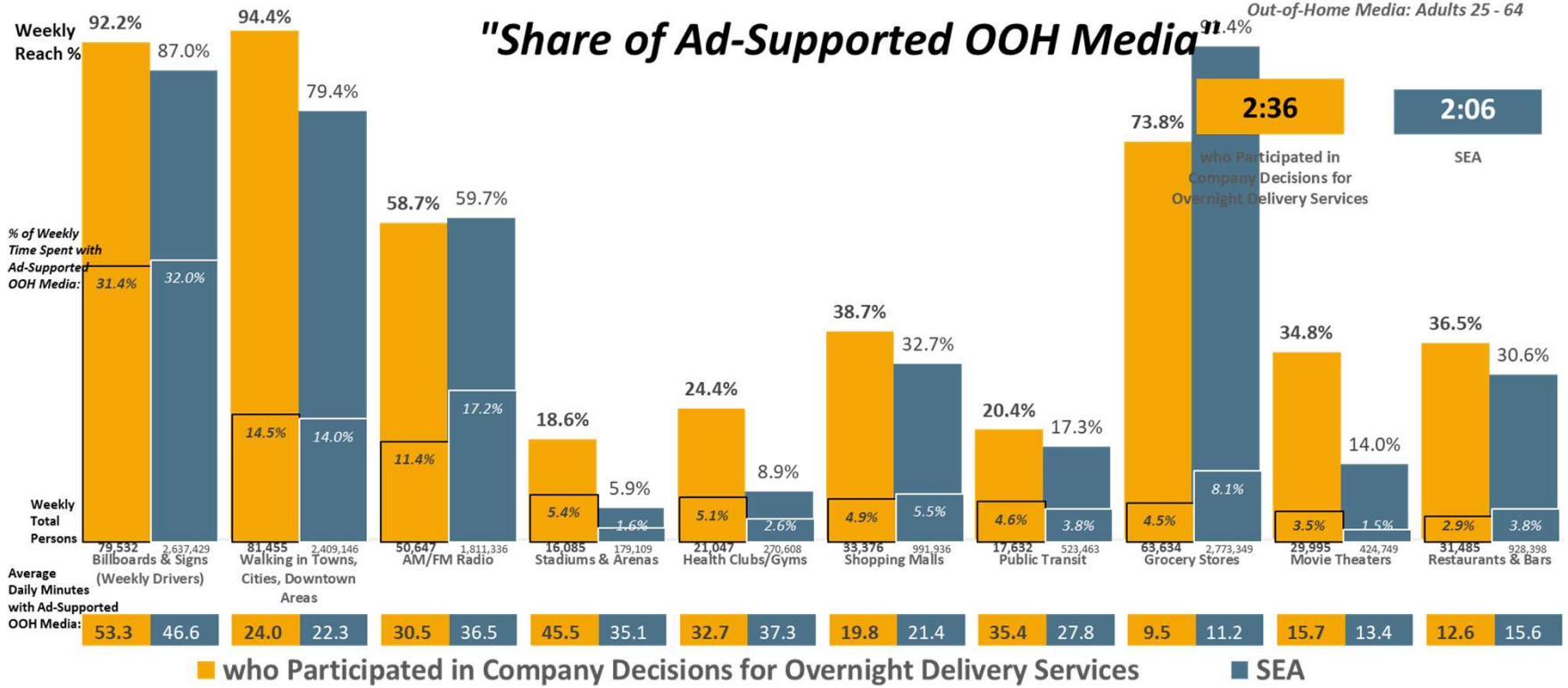
WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 156 WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 5,857

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Company purchasing decisions participated in past 12 months: Overnight delivery services

79,532 or 92.2% of Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services spend an average of 53.3 minutes per day driving, seeing Billboards and Signs representing 31.4% of all Time Spent with Ad-Supported Out-of-Home Media.



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 90 SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,920

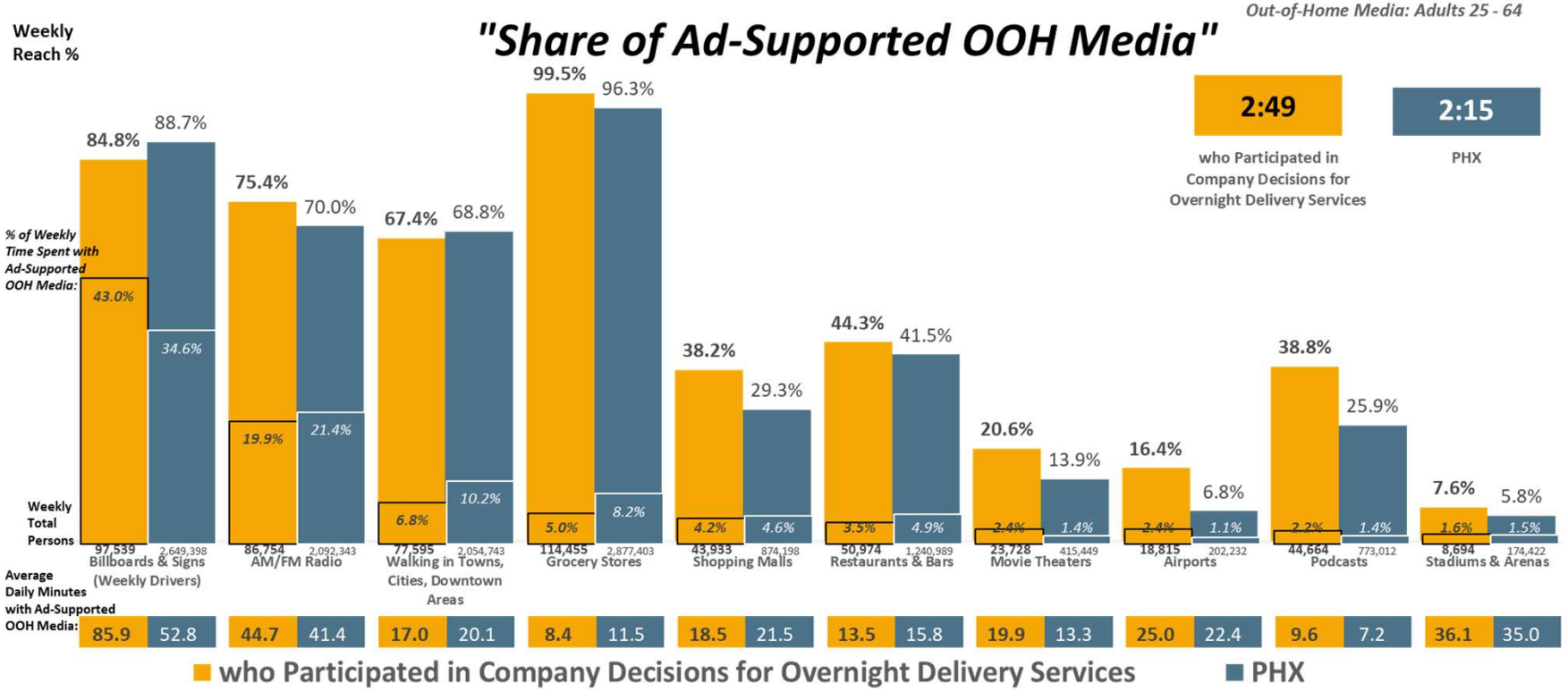
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Company purchasing decisions participated in past 12 months: Overnight delivery services

97,539 or 84.8% of Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services spend an average of 85.9 minutes per day driving, seeing Billboards and Signs representing 43.% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 25 - 64



PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 69 PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 2,461

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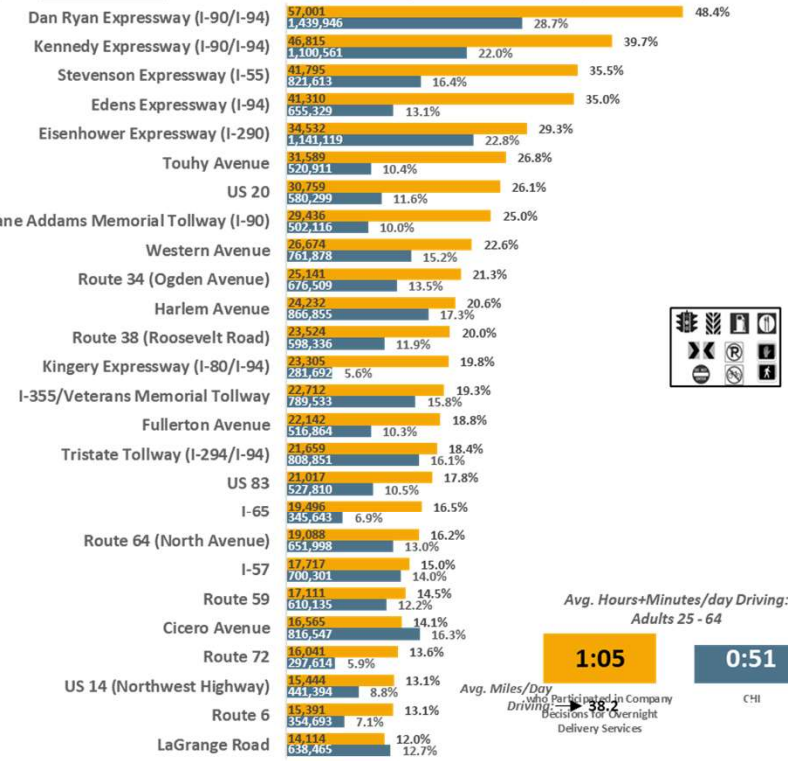
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Company purchasing decisions participated in past 12 months: Overnight delivery services



104,154 or 88.4% of Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services spend an average of 65.6 minutes per day driving an average of 38.2 miles each day and are 251.6% more likely to use Kingery Expressway (I-80/I-94) th

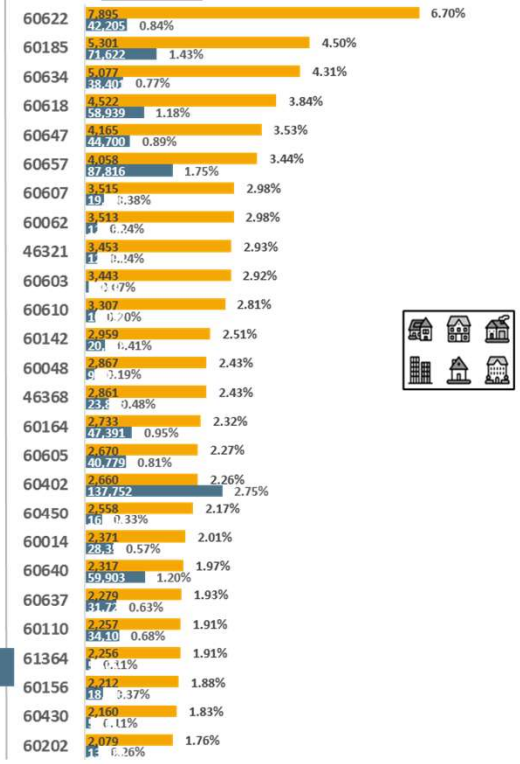
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 25 - 64



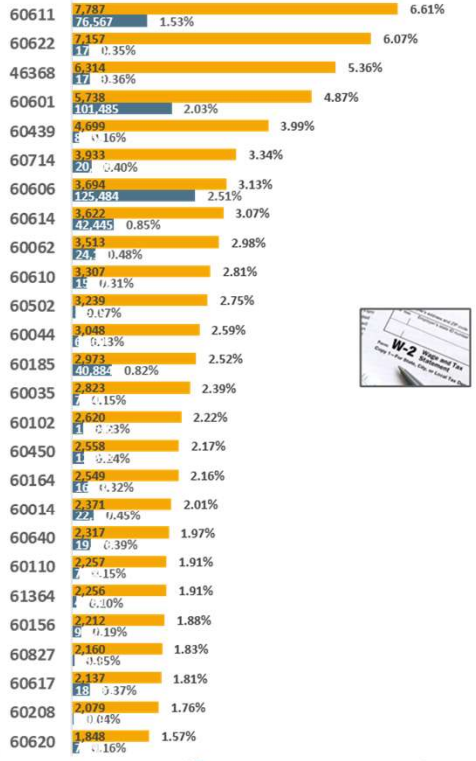
Avg. Hours+Minutes/day Driving: Adults 25 - 64

Avg. Miles/Day Driving: ▶ 38.2

Top-26 Residential Zip Codes: Adults 25 - 64



Top-26 Employment Zip Codes: Adults 25 - 64



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CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 113

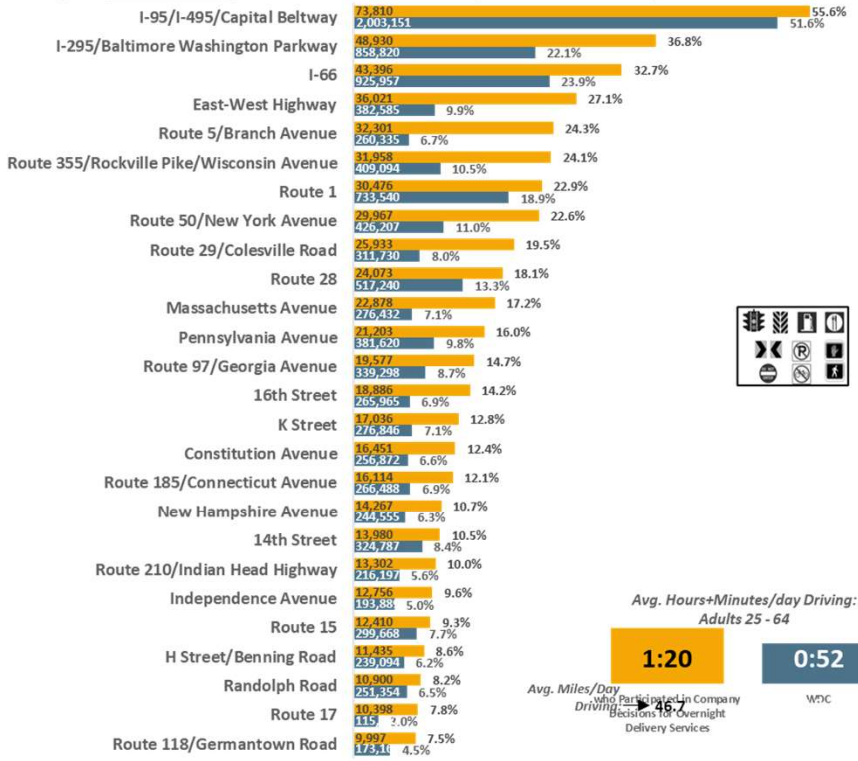
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Company purchasing decisions participated in past 12 months: Overnight delivery services



111,594 or 84.% of Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services spend an average of 80.2 minutes per day driving an average of 46.7 miles each day and are 262.2% more likely to use Route 5/Branch Avenue than the Met

Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 25 - 64



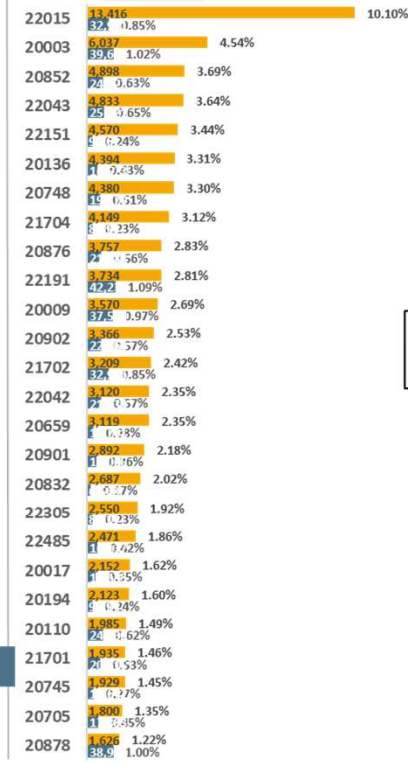
Avg. Hours+Minutes/day Driving: Adults 25 - 64

1:20 — who Participated in Company Decisions for Overnight Delivery Services

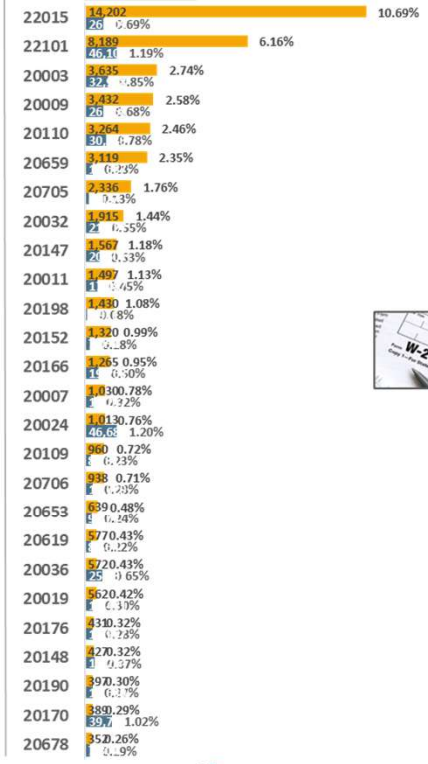
0:52 — WDC

Avg. Miles/Day Driving: ▶ 46.7

Top-26 Residential Zip Codes: Adults 25 - 64



Top-26 Employment Zip Codes: Adults 25 - 64



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WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 156

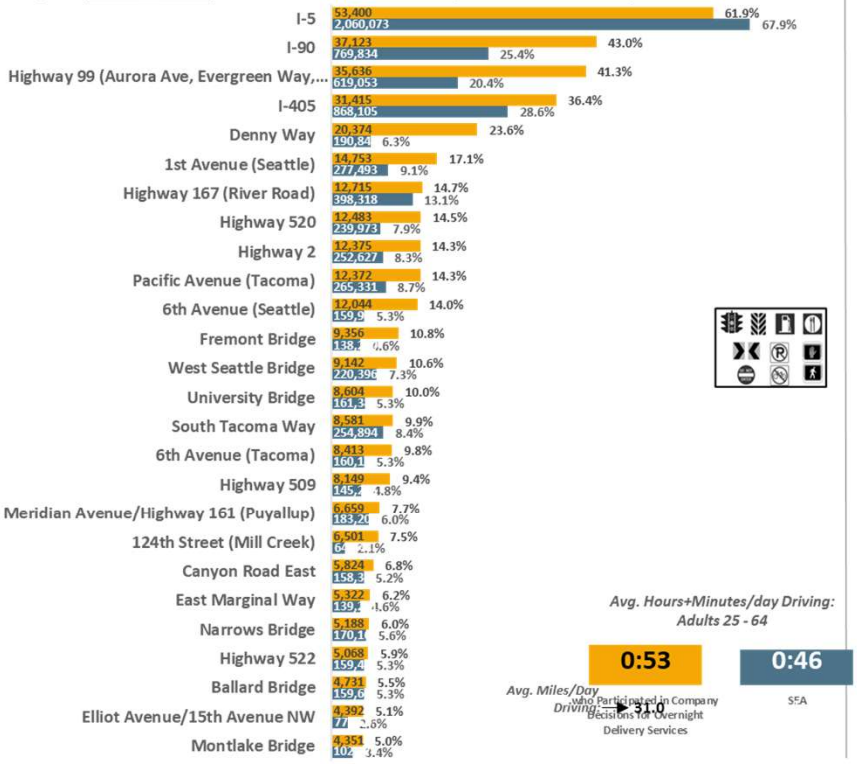
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Company purchasing decisions participated in past 12 months: Overnight delivery services



79,532 or 92.2% of Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services spend an average of 53.3 minutes per day driving an average of 31. miles each day and are 275.3% more likely to use Denny Way than the Metro average.

Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 25 - 64

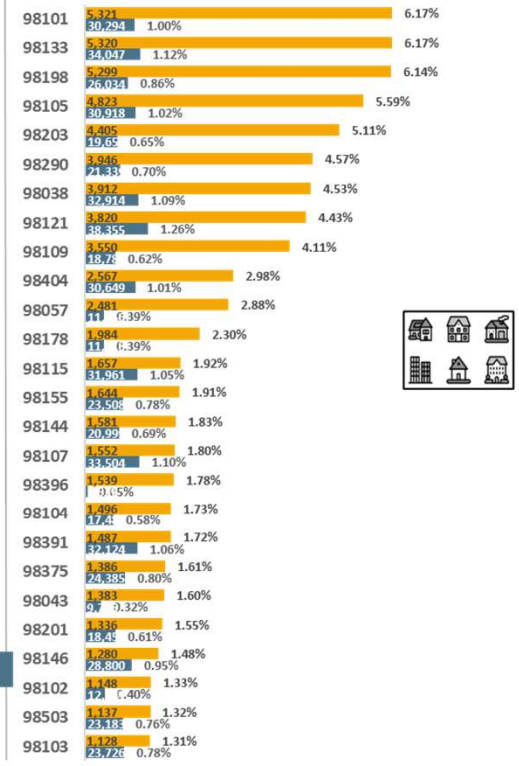


Avg. Hours+Minutes/day Driving: Adults 25 - 64

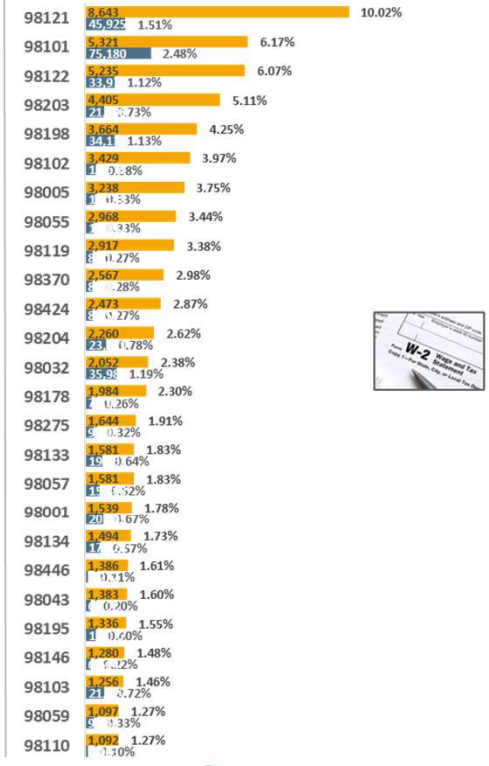
0:53 — Avg. Miles/Day Driving: ▶ 31.0 (who Participated in Company Decisions for Overnight Delivery Services)

0:46 — SEA

Top-26 Residential Zip Codes: Adults 25 - 64



Top-26 Employment Zip Codes: Adults 25 - 64

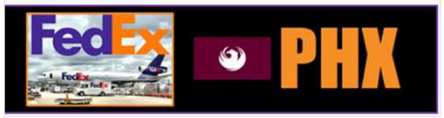


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SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 90

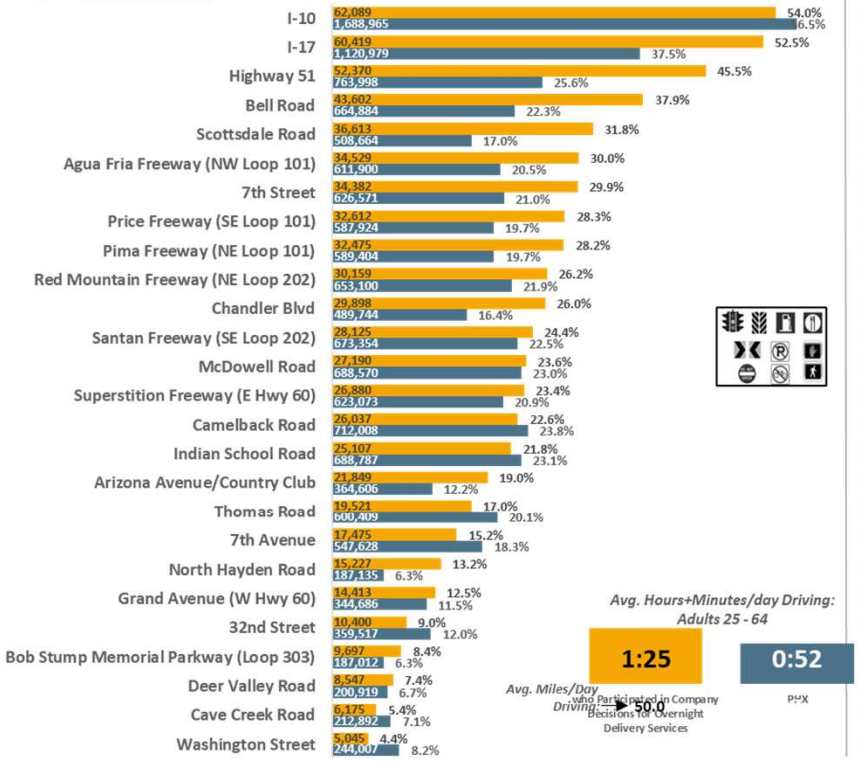
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Company purchasing decisions participated in past 12 months: Overnight delivery services



97,539 or 84.8% of Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services spend an average of 85.9 minutes per day driving an average of 50. miles each day and are 86.9% more likely to use Scottsdale Road than the Metro avera

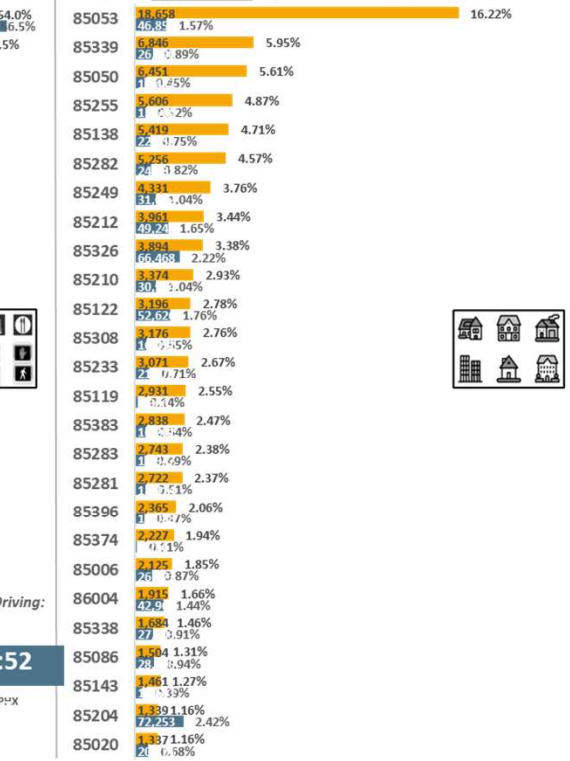
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 25 - 64



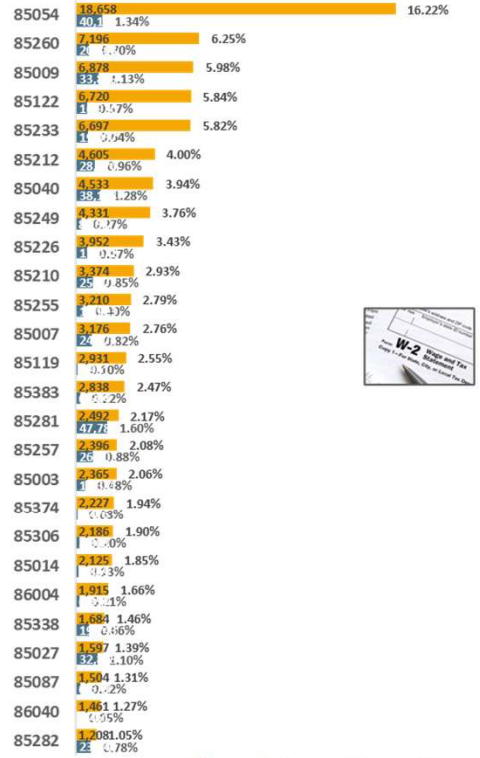
Avg. Hours+Minutes/day Driving: Adults 25 - 64

Avg. Miles/Day Driving: ▶ 50.0

Top-26 Residential Zip Codes: Adults 25 - 64



Top-26 Employment Zip Codes: Adults 25 - 64



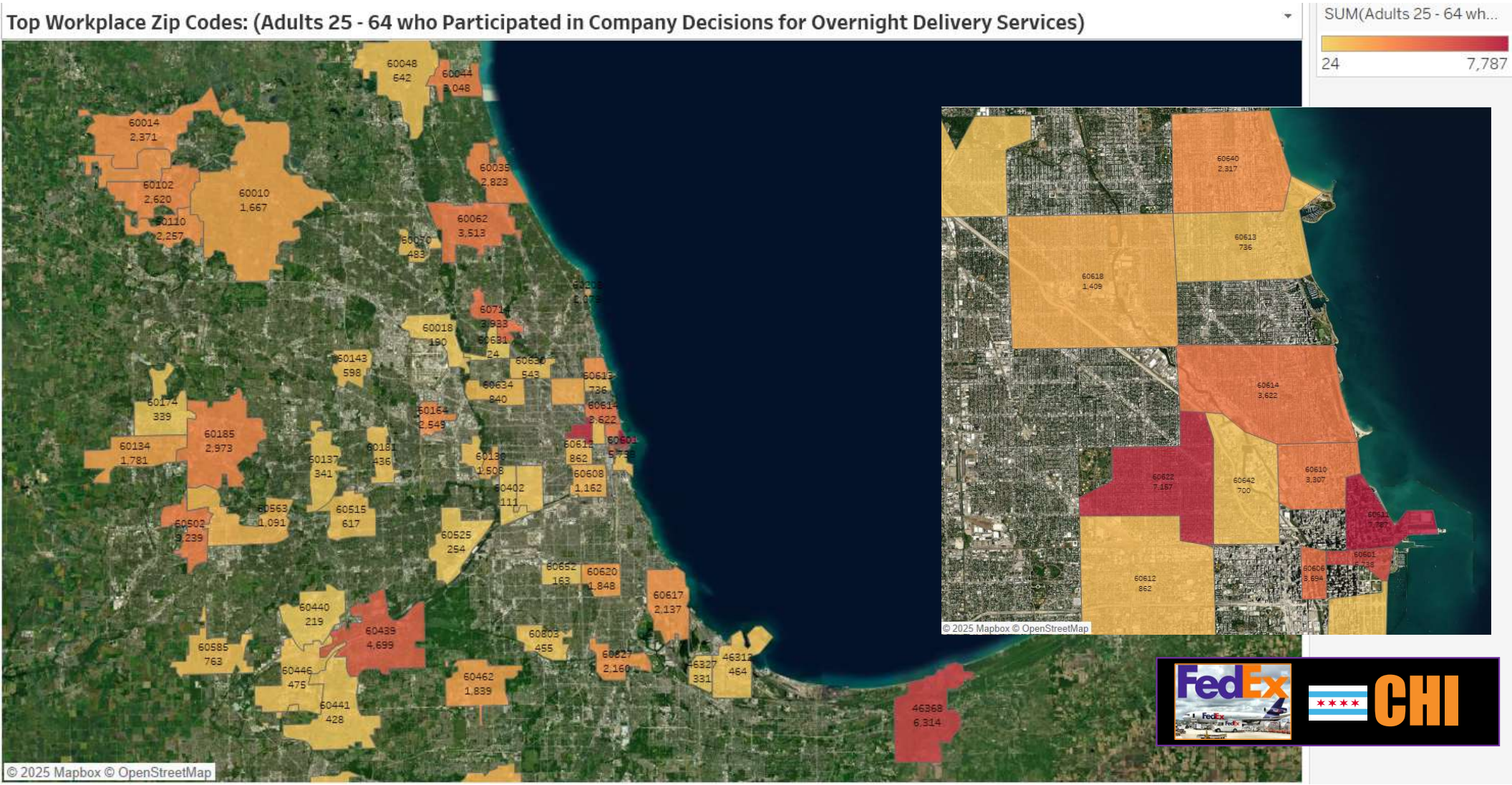
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PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 69

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Company purchasing decisions participated in past 12 months: Overnight delivery services

Top Workplace Zip Codes: (Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services)

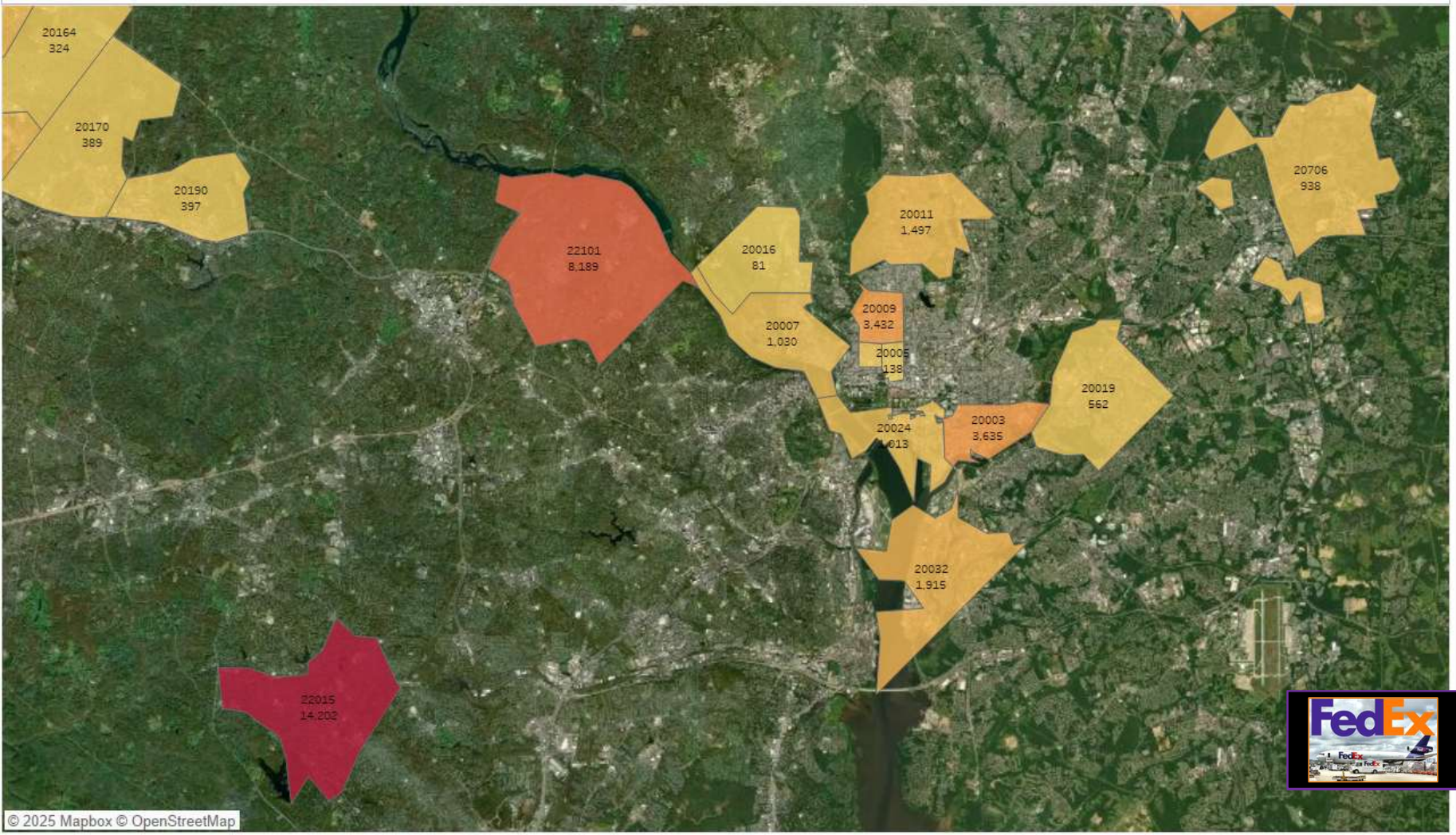


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Company purchasing decisions participated in past 12 months: Overnight delivery services

Top Workplace Zip Codes: (Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services)



SUM(Adults 25 - 64 wh...

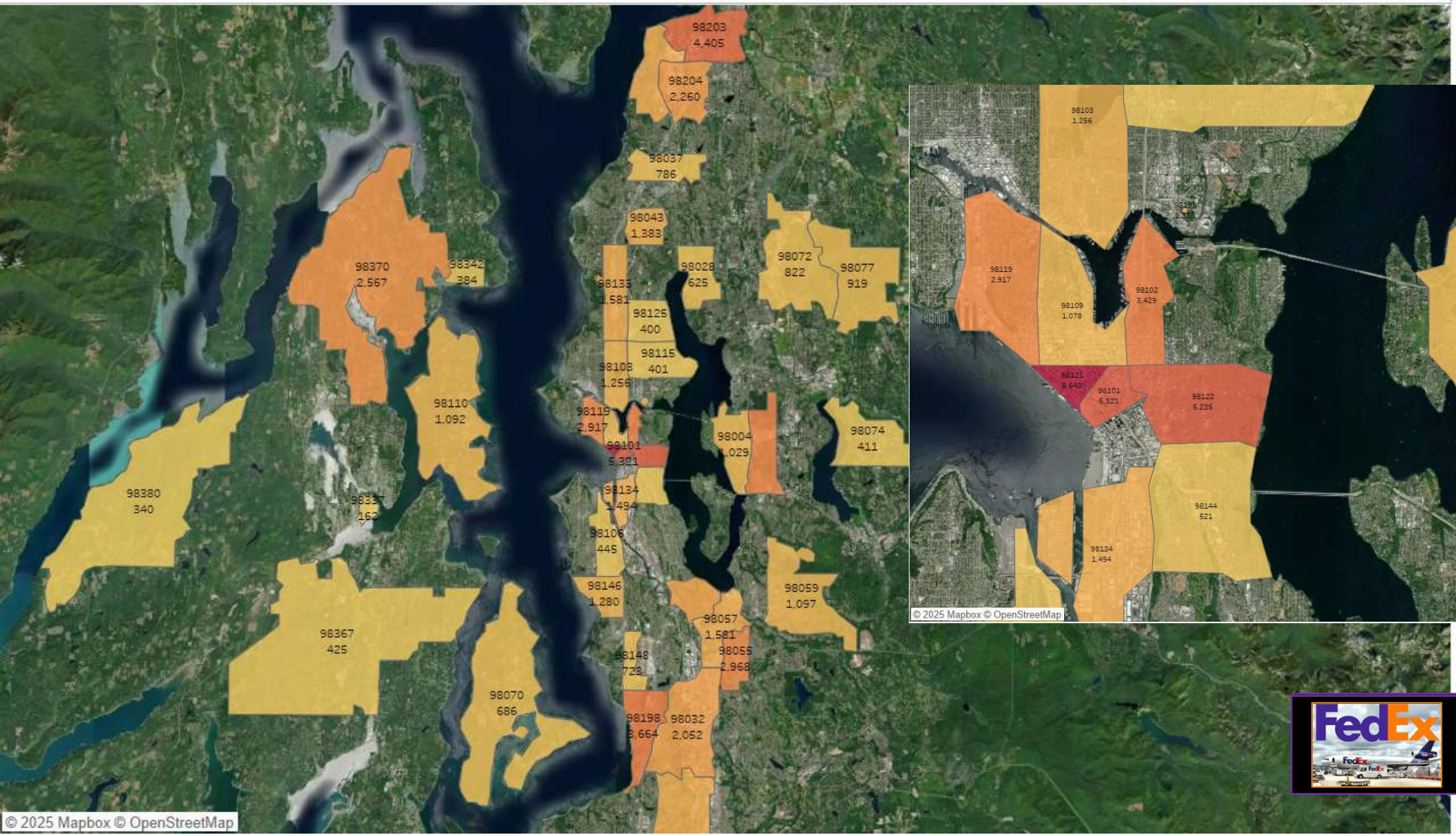
67 14,202

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Company purchasing decisions participated in past 12 months: Overnight delivery services

Top Workplace Zip Codes: (Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services)



SUM(Adults 25 - 64 wh...

162 8,643

SEA

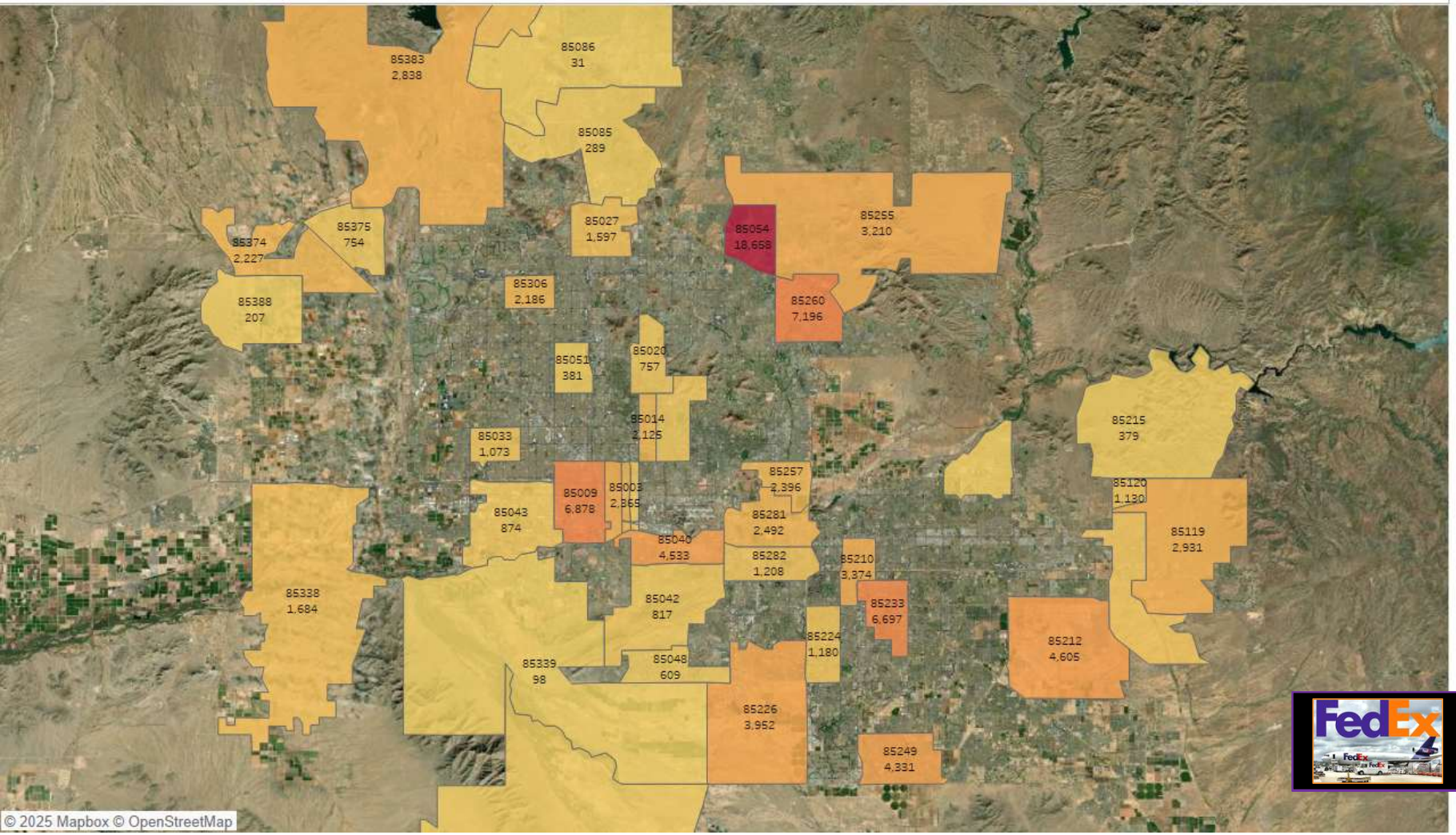
SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 90

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Company purchasing decisions participated in past 12 months: Overnight delivery services

Top Workplace Zip Codes: (Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services)



PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 69

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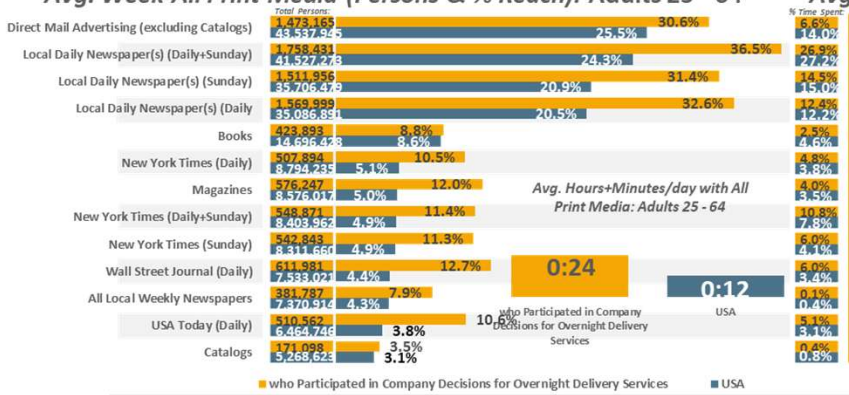
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Company purchasing decisions participated in past 12 months: Overnight delivery services



1,758,431 or 36.5% of Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.1 minutes every day representing 27.6% of all time spent daily with All forms of

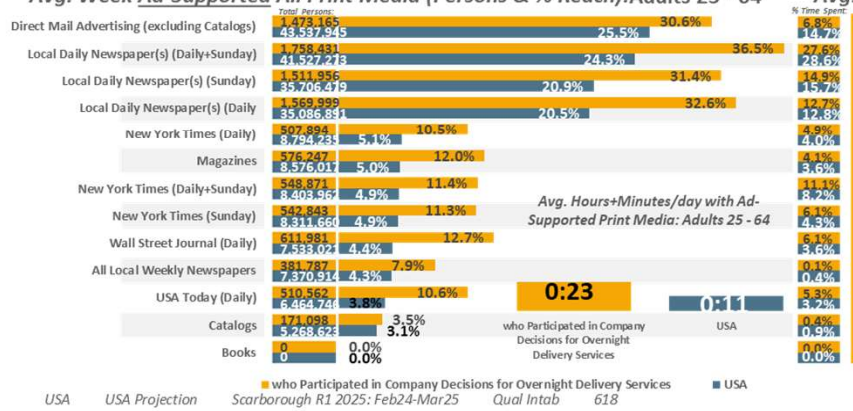
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 64



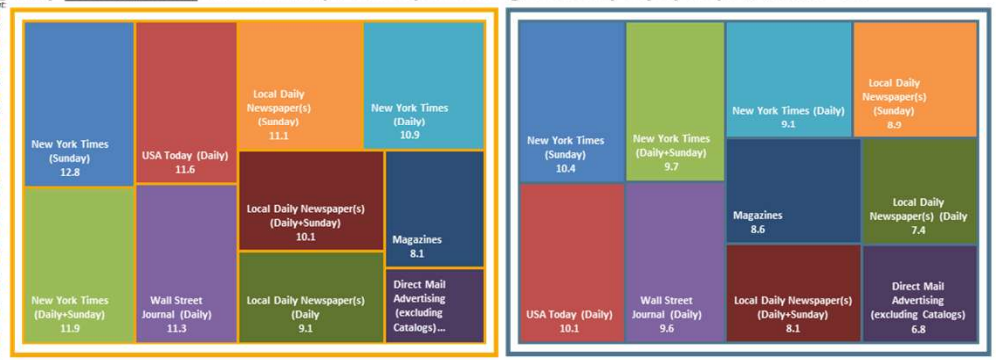
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 618

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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

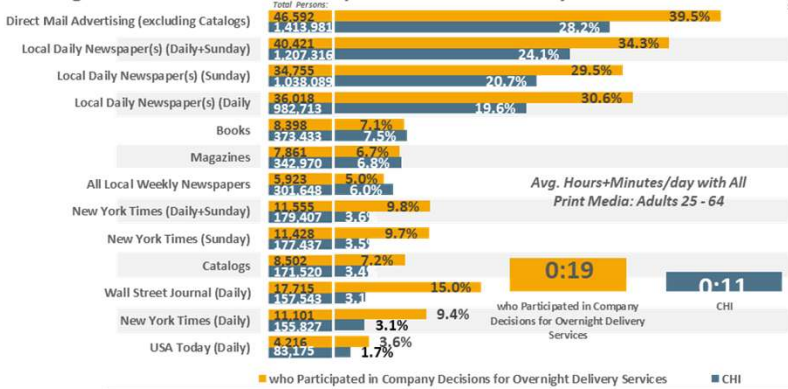
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Company purchasing decisions participated in past 12 months: Overnight delivery services



40,421 or 34.3% of Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.9 minutes every day representing 28.4% of all time spent daily with All forms of Prin

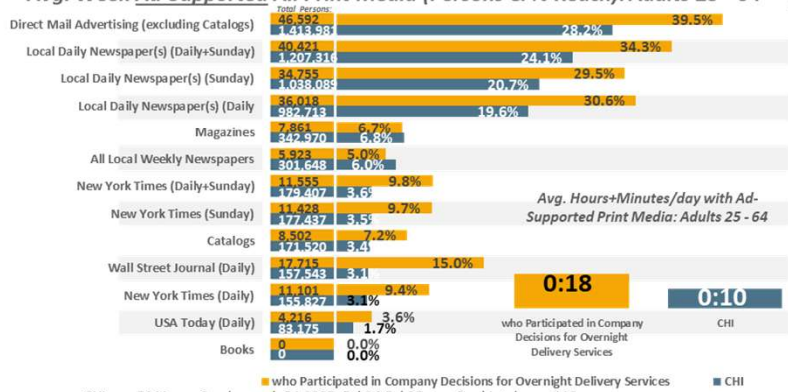
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 64



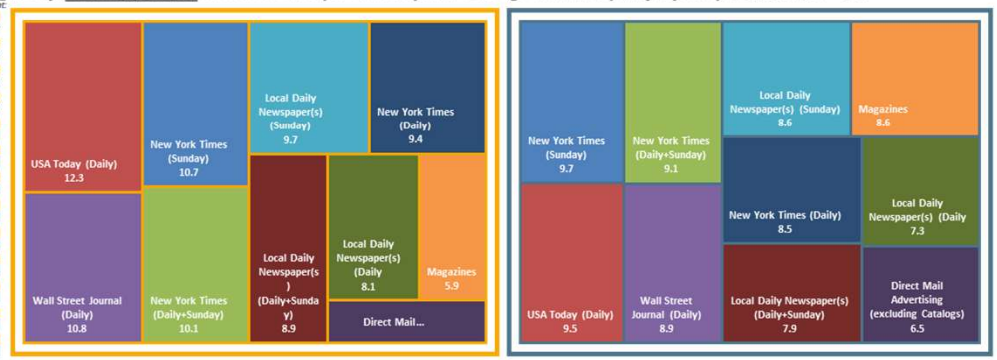
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 113

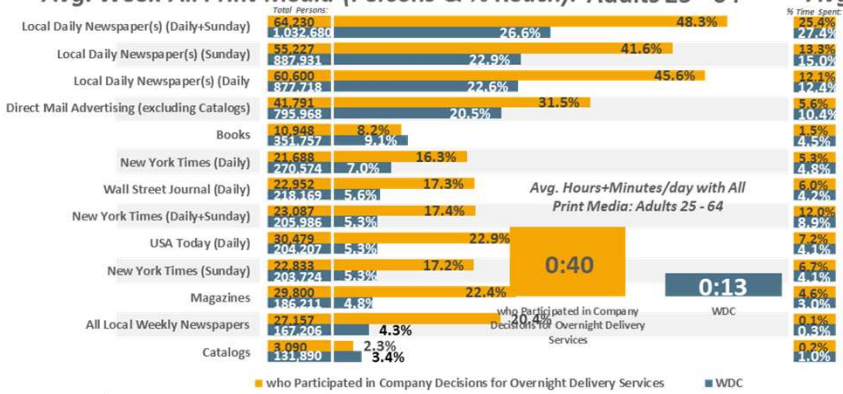
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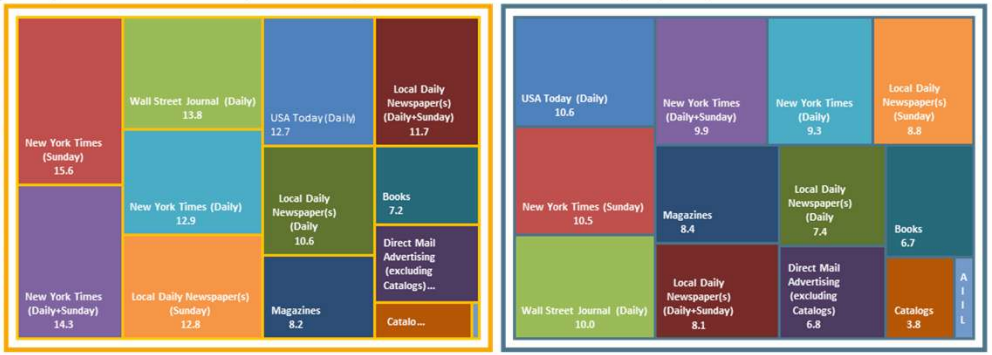
Company purchasing decisions participated in past 12 months: Overnight delivery services

64,230 or 48.3% of Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.7 minutes every day representing 25.8% of all time spent daily with All forms of Pri

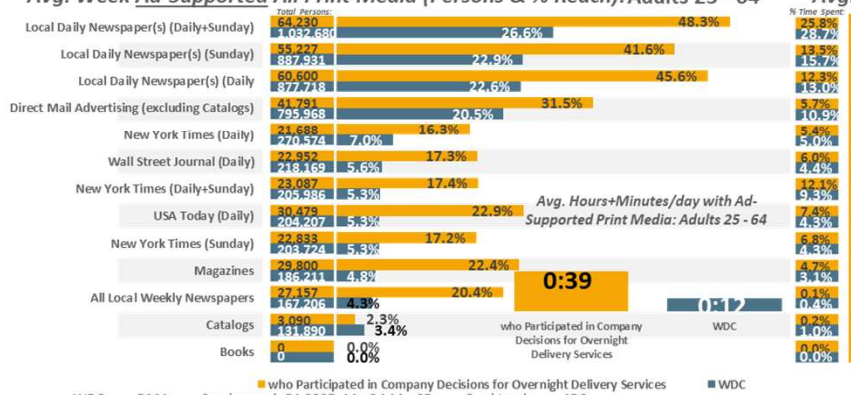
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 64



Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 156

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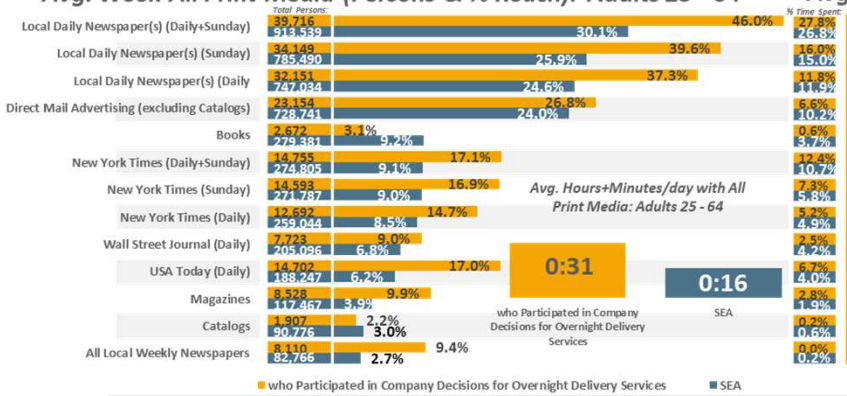
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Company purchasing decisions participated in past 12 months: Overnight delivery services

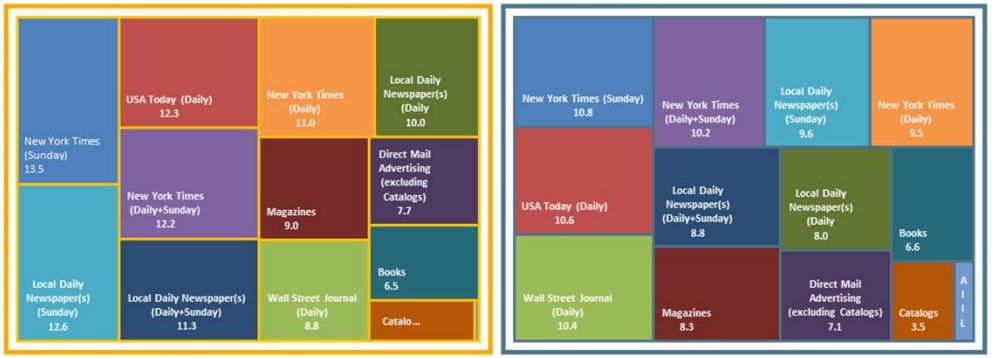


39,716 or 46.% of Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.3 minutes every day representing 28.% of all time spent daily with All forms of Print

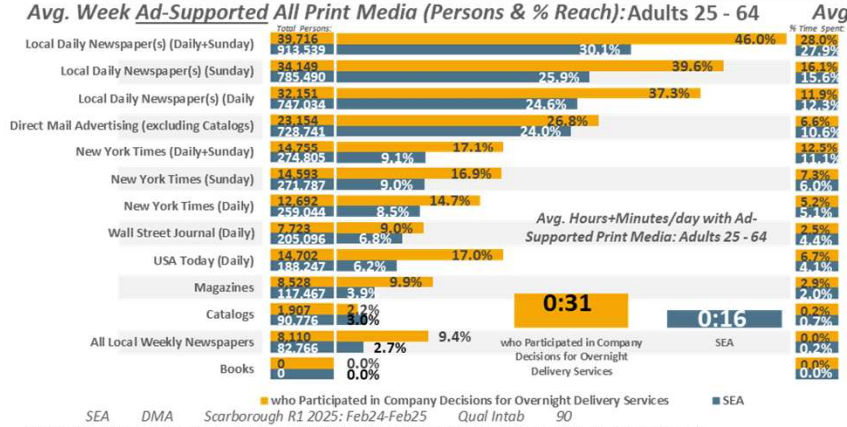
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 64



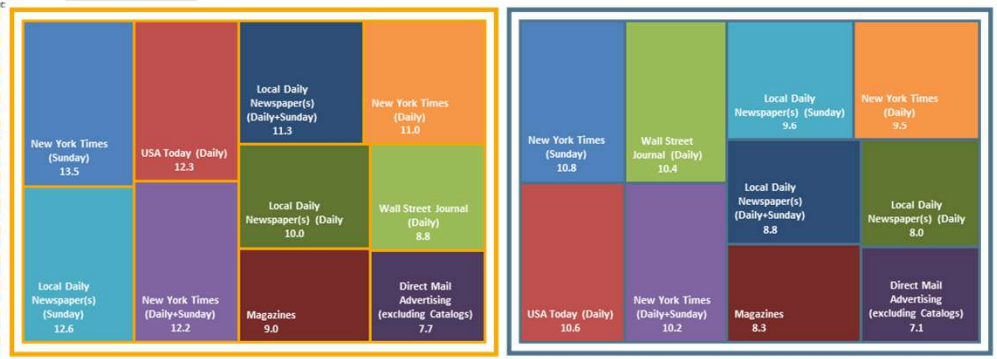
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 90

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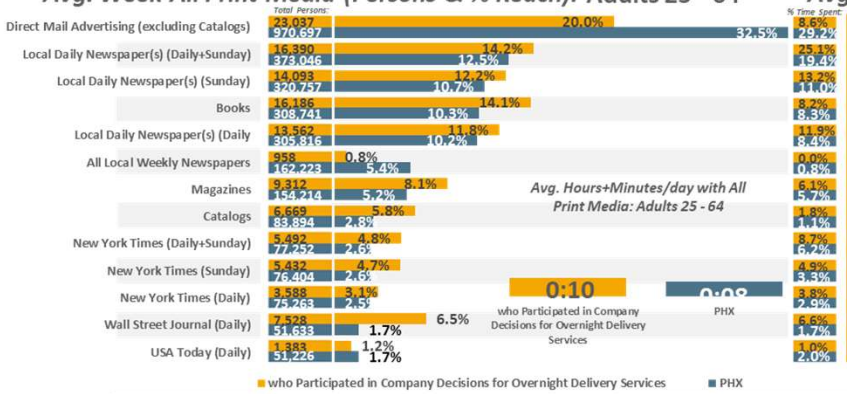
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Company purchasing decisions participated in past 12 months: Overnight delivery services

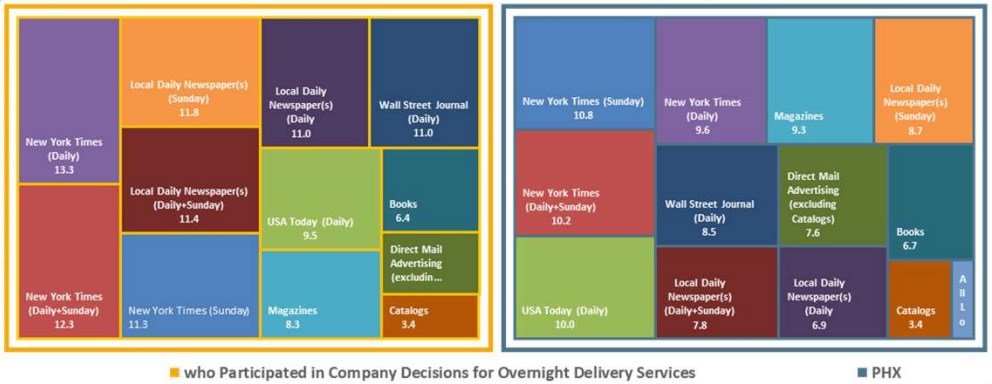


16,390 or 14.2% of Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.4 minutes every day representing 27.3% of all time spent daily with All forms of Pri

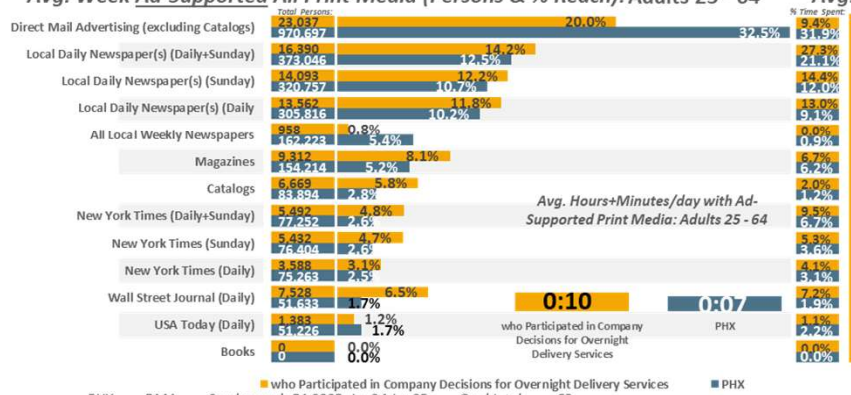
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 64



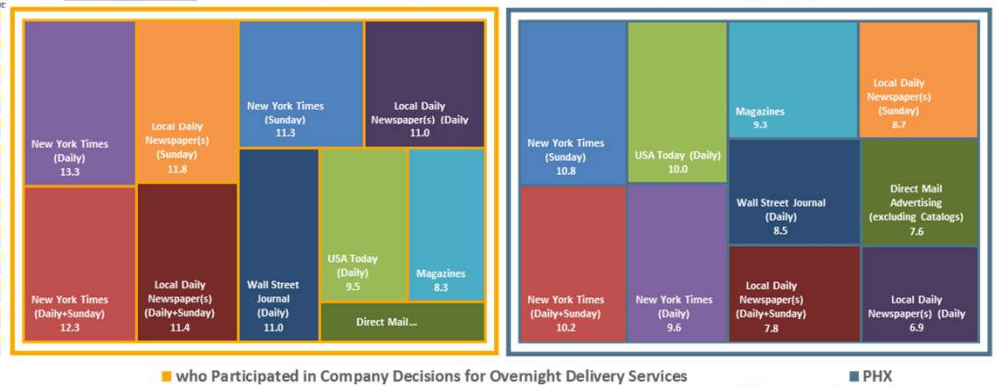
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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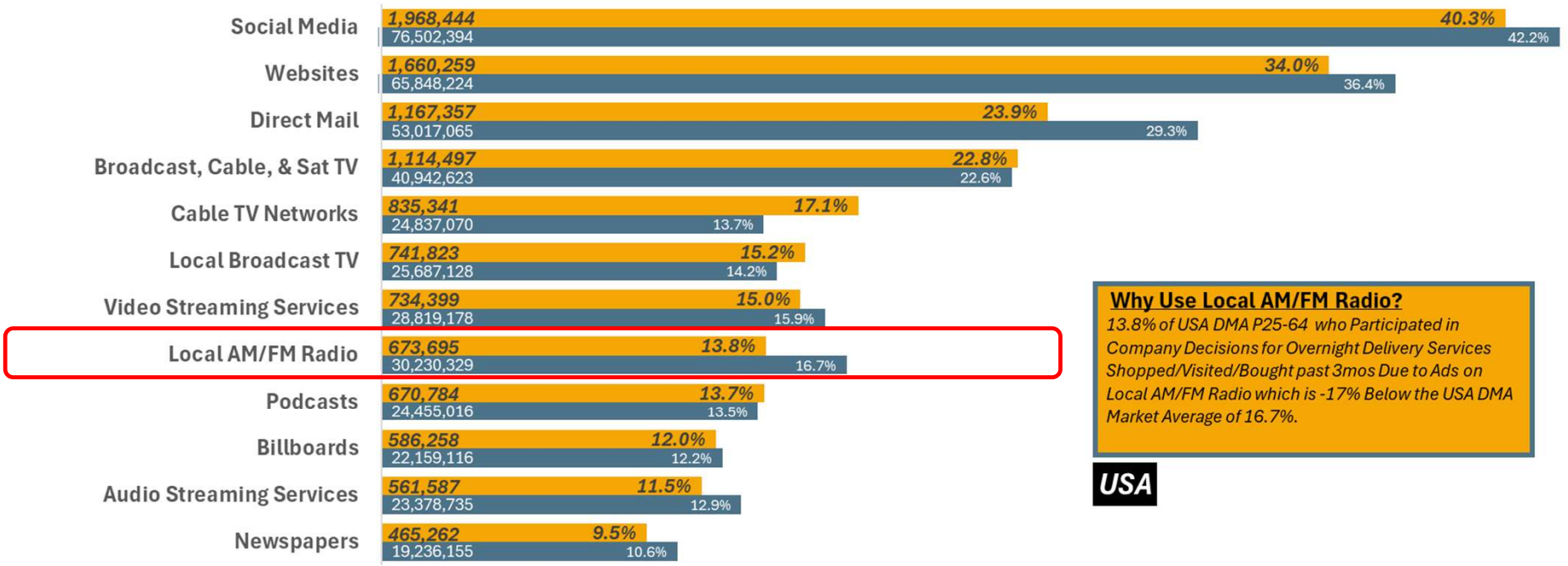
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Company purchasing decisions participated in past 12 months: Overnight delivery services

FedEx USA

"Advertising Actions"

P25-64 who Participated in Company Decisions for Overnight Delivery Services (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

13.8% of USA DMA P25-64 who Participated in Company Decisions for Overnight Delivery Services Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -17% Below the USA DMA Market Average of 16.7%.

USA

USA DMA Scarborough R1 2025: Feb24-Mar25 Qual Intab: 502

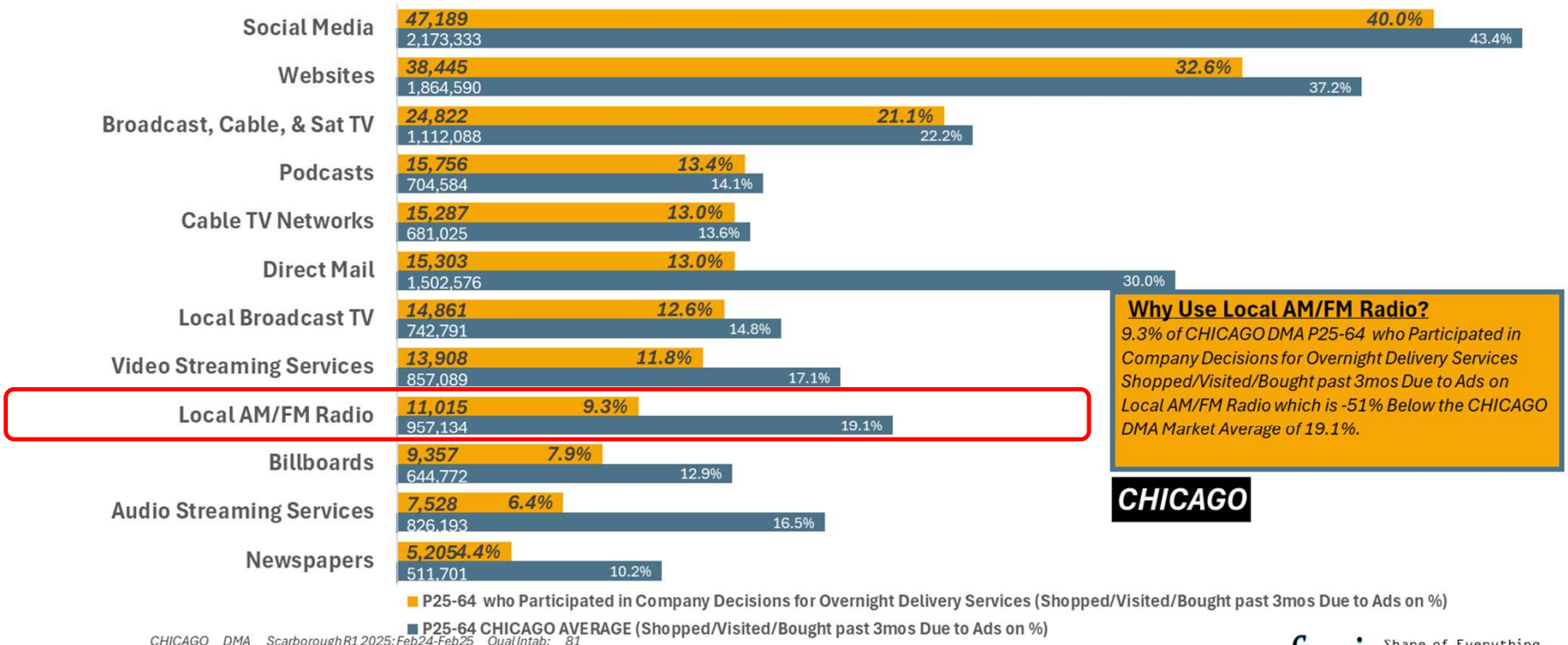
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Company purchasing decisions participated in past 12 months: Overnight delivery services

"Advertising Actions"

P25-64 who Participated in Company Decisions for Overnight Delivery Services (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

9.3% of CHICAGO DMA P25-64 who Participated in Company Decisions for Overnight Delivery Services Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -51% Below the CHICAGO DMA Market Average of 19.1%.

CHICAGO

CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab: 81

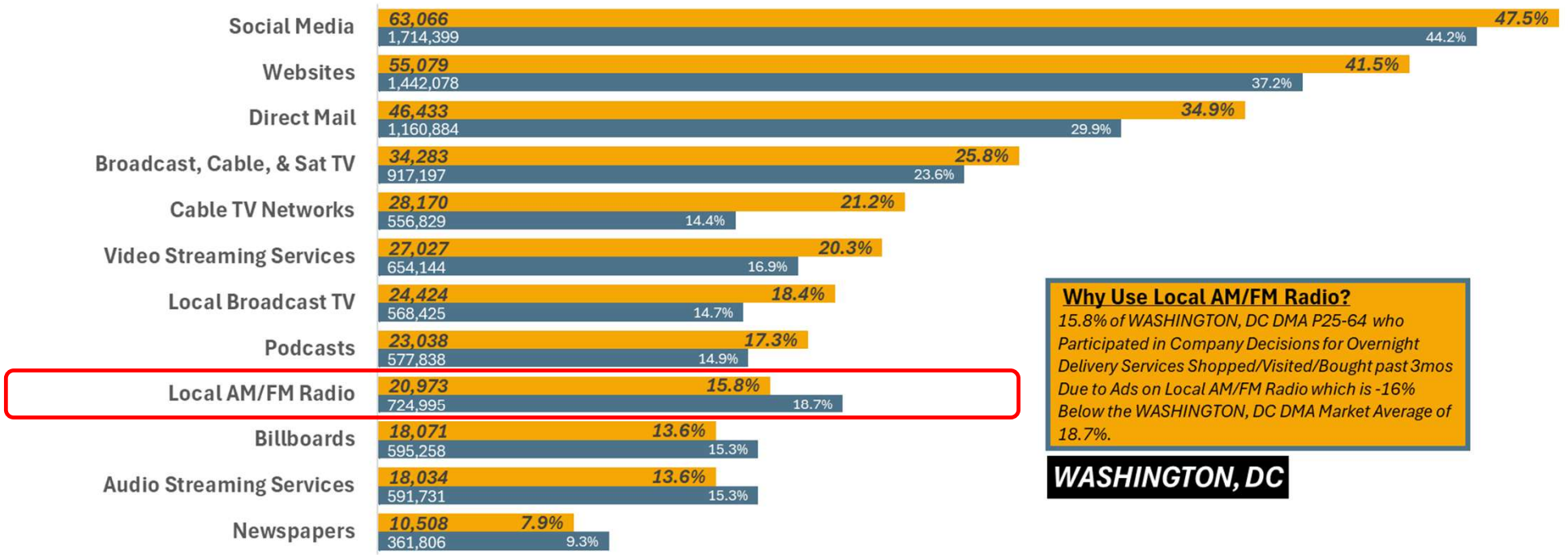
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Company purchasing decisions participated in past 12 months: Overnight delivery services

"Advertising Actions"

P25-64 who Participated in Company Decisions for Overnight Delivery Services (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

15.8% of WASHINGTON, DC DMA P25-64 who Participated in Company Decisions for Overnight Delivery Services Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -16% Below the WASHINGTON, DC DMA Market Average of 18.7%.

WASHINGTON, DC

WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab: 130

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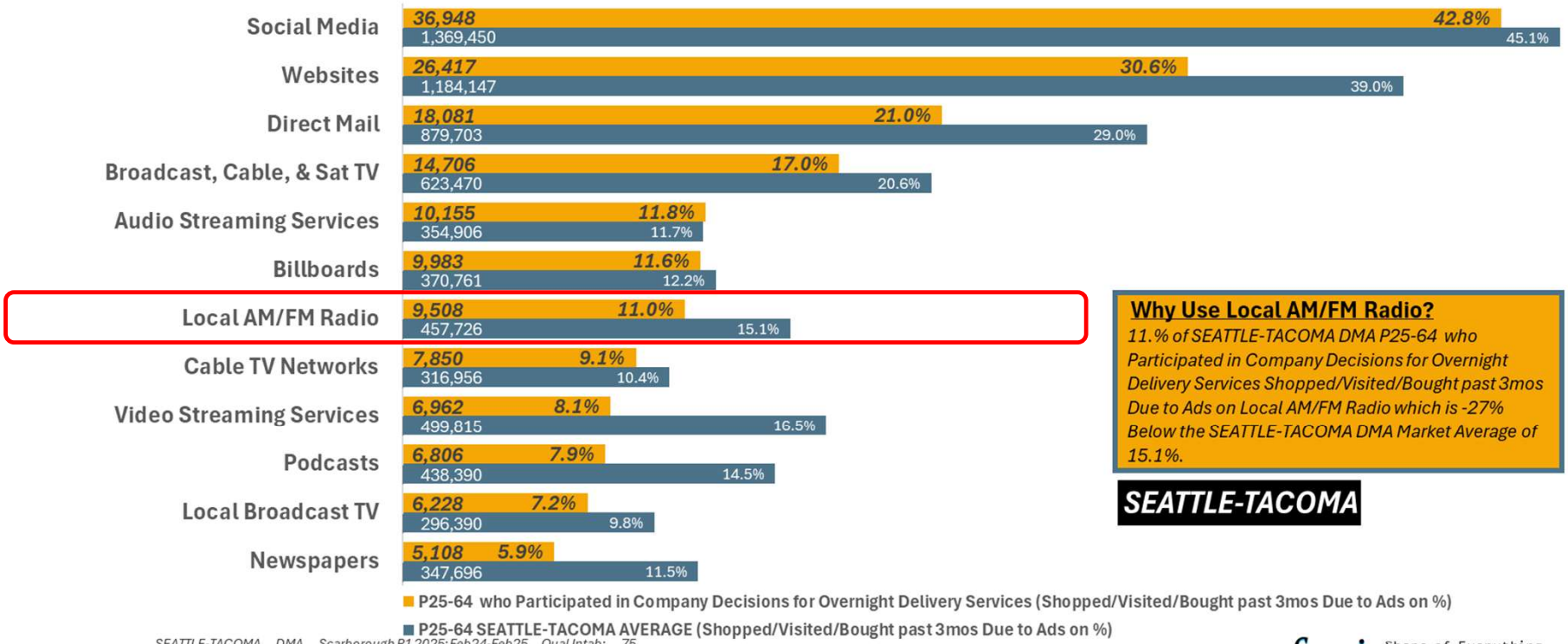
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Company purchasing decisions participated in past 12 months: Overnight delivery services



"Advertising Actions"

P25-64 who Participated in Company Decisions for Overnight Delivery Services (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

11.% of SEATTLE-TACOMA DMA P25-64 who Participated in Company Decisions for Overnight Delivery Services Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -27% Below the SEATTLE-TACOMA DMA Market Average of 15.1%.

SEATTLE-TACOMA

SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab: 75

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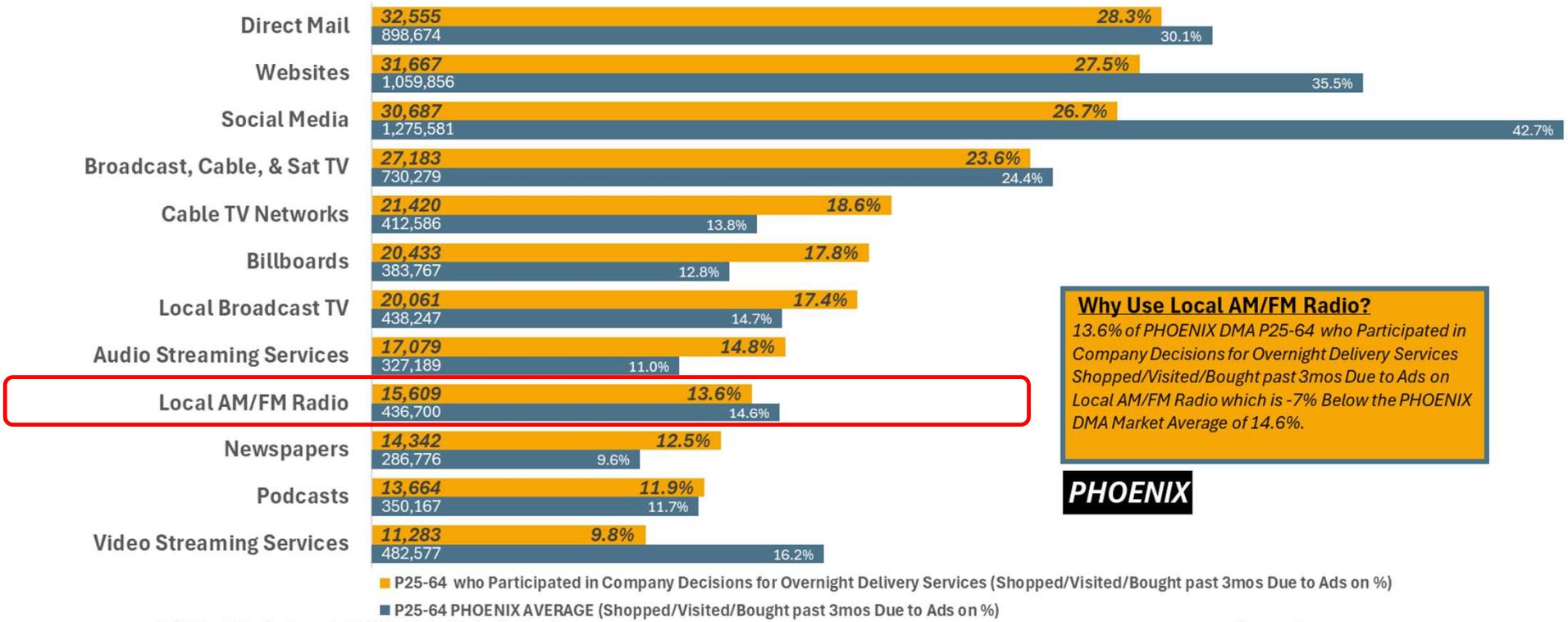
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Company purchasing decisions participated in past 12 months: Overnight delivery services

PHX

"Advertising Actions"

P25-64 who Participated in Company Decisions for Overnight Delivery Services (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

13.6% of PHOENIX DMA P25-64 who Participated in Company Decisions for Overnight Delivery Services Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -7% Below the PHOENIX DMA Market Average of 14.6%.

PHOENIX

PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab: 61

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Company purchasing decisions participated in past 12 months: Overnight delivery services