USA+4 DMAs - P18+ who Bought Items at 7-ELEVEN and/or SPEEDWAY in the past 7 days!

Complete Demographic & Media Use Profiles















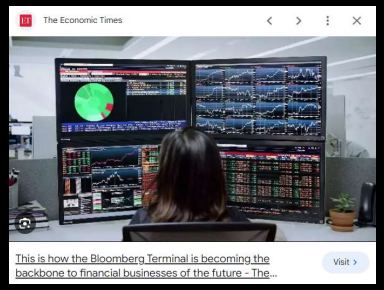


Complete Demographic, Psychographic, and Total Media Usage Profiles of USA, CHICAGO, WASHINGTON, DC, SEATTLE-TACOMA, and PHOENIX DMA P18+ who Purchased Items at a 7-ELEVEN and/or SPEEDWAY Convenience Store in the past 7 days as of SEPTEMBER 2024!

SEVEN&i HOLDINGS

SEVEN&i HLDGS. Co.,Ltd.

株式会社セブン&アイ・ホールディングス



P18+

(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)

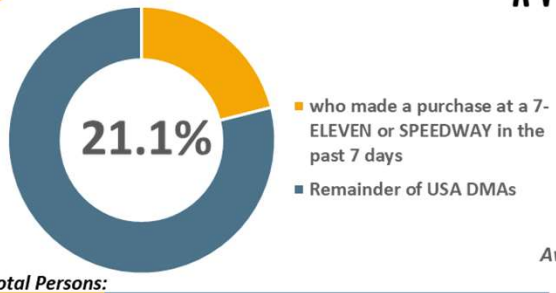
And, Yes! You ARE Smart Enough to Read a Bloomberg Terminal. So get ready to Learn!

HUBBARD BROADCASTING INC. HB INC.

USA

21.1% or 55,238,813 of USA Adults 18 or older made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days. Typical Adults 18 or older who made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days are 45. years old (8.% younger than average) and have a $107,012 (16.7% higher than average) annual household income.

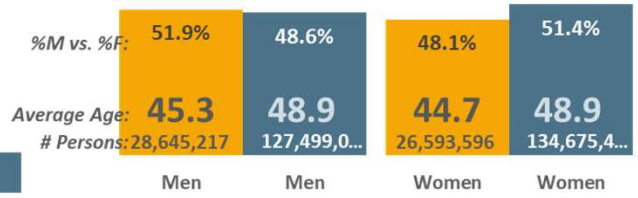
Percent of Market: Adults 18 or older



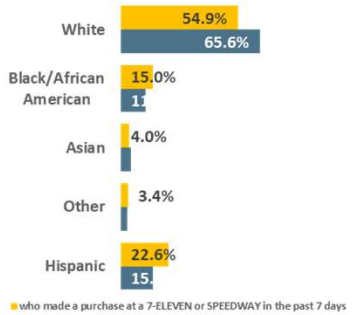
Total Persons:

55,238,813	206,935,687

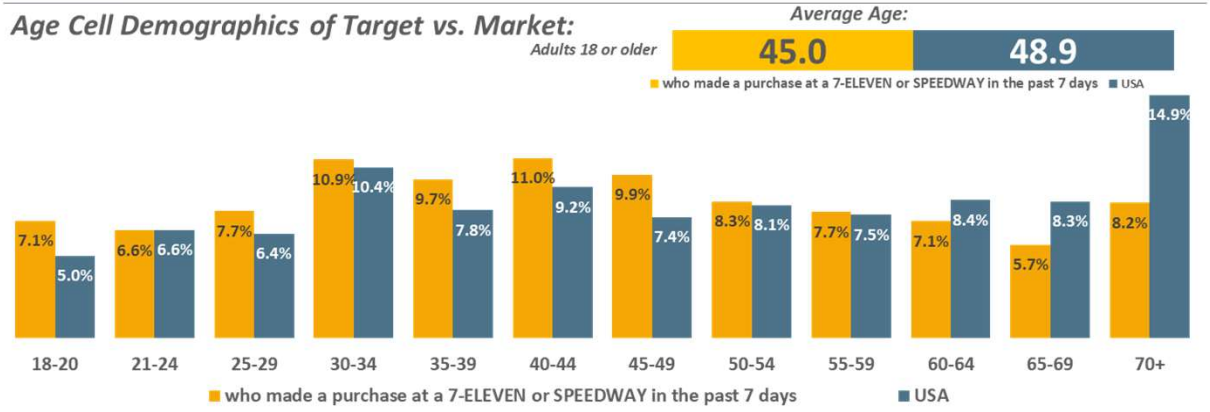
Gender of Target vs. Market: Adults 18 or older



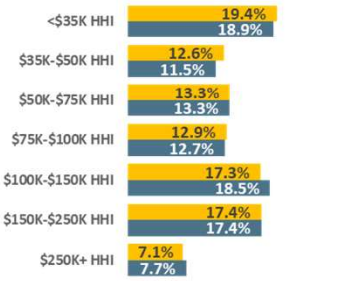
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI:	$107,012	$91,731

USA USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 4,429

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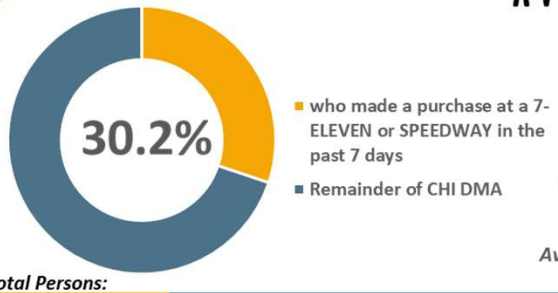
USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,097

(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)

CHI

30.2% or 2,282,067 of CHI DMA Adults 18 or older made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7..
Typical Adults 18 or older who made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days are 46.6 years old (3.7% younger than average) and have a $108,211 (1.6% higher than average) annual household ...

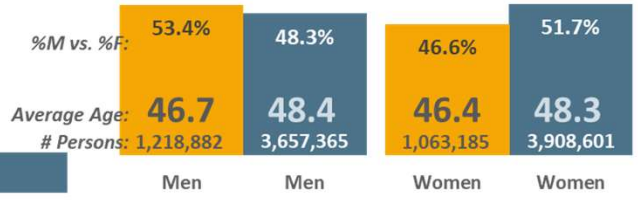
Percent of Market: Adults 18 or older



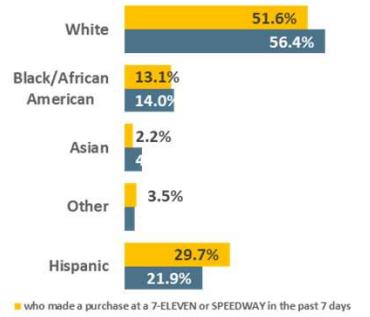
Total Persons:

2,282,067	5,283,899

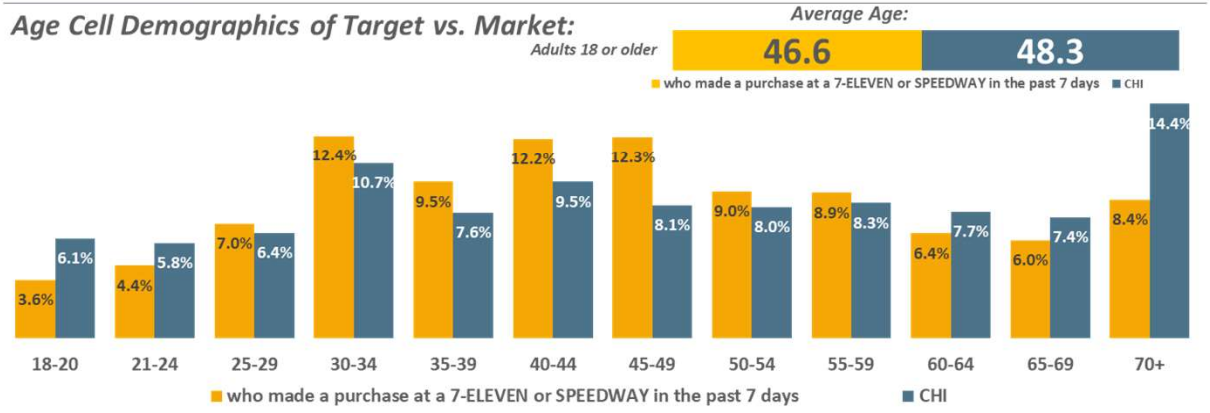
Gender of Target vs. Market: Adults 18 or older



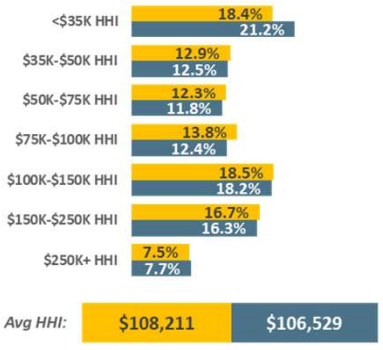
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



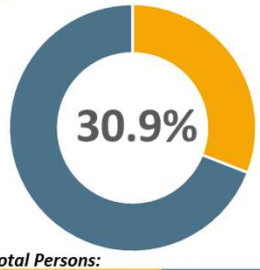
CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 933

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(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)

30.9% or 1,746,865 of WDC DMA Adults 18 or older made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days. Typical Adults 18 or older who made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days are 44.6 years old (7.% younger than average) and have a $119,137 (7.1% lower than average) annual household…

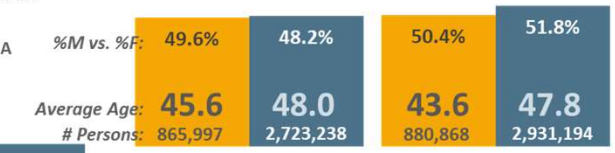
Percent of Market: Adults 18 or older



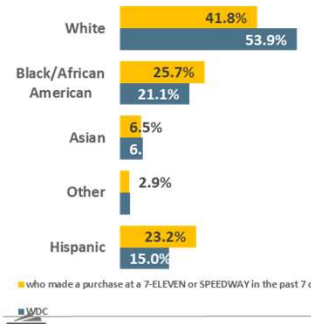
Total Persons:

1,746,865	3,907,567

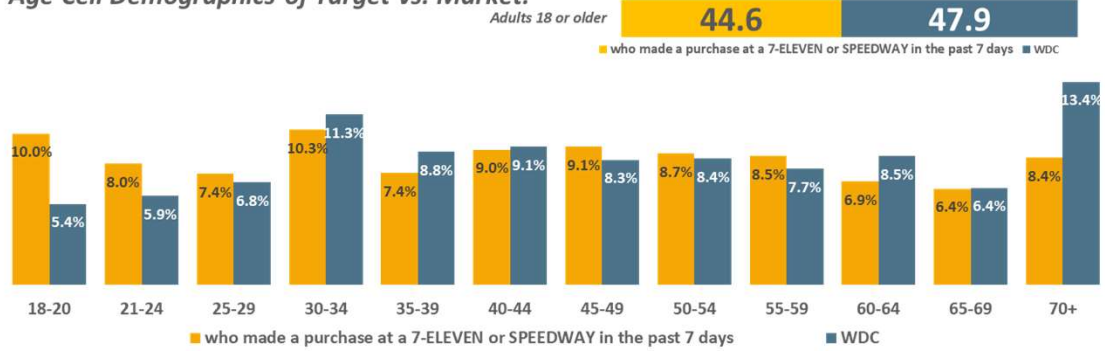
Gender of Target vs. Market: Adults 18 or older



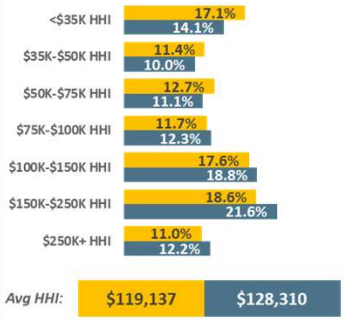
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI:	$119,137	$128,310

WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,455

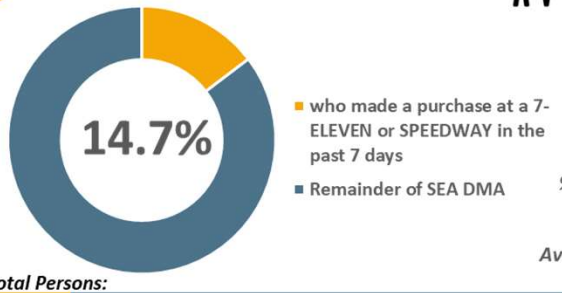
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(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)

SEA

14.7% or 660,147 of SEA DMA Adults 18 or older made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days. Typical Adults 18 or older who made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days are 41.6 years old (13.9% younger than average) and have a $103,361 (15.7% lower than average) annual...

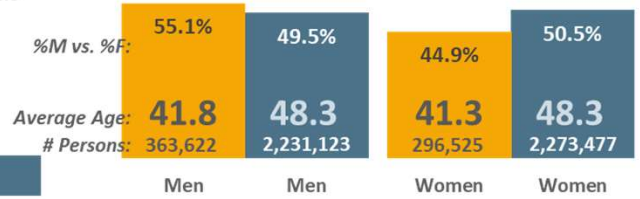
Percent of Market: Adults 18 or older



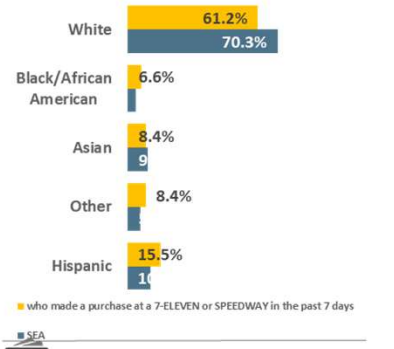
Total Persons:



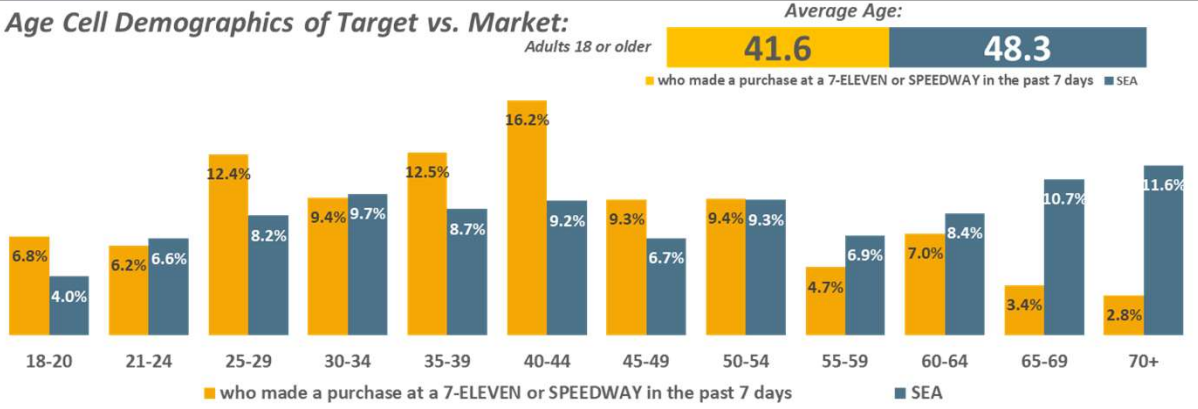
Gender of Target vs. Market: Adults 18 or older



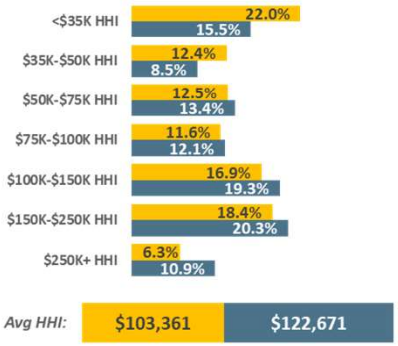
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $103,361 | $122,671

SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 478

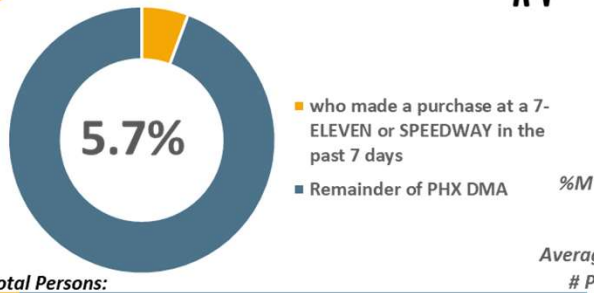
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(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)

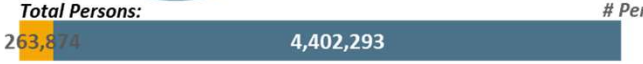
PHX

5.7% or 263,874 of PHX DMA Adults 18 or older made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days. Typical Adults 18 or older who made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days are 41.1 years old (16.9% younger than average) and have a $88,275 (10.7% lower than average) annual household…

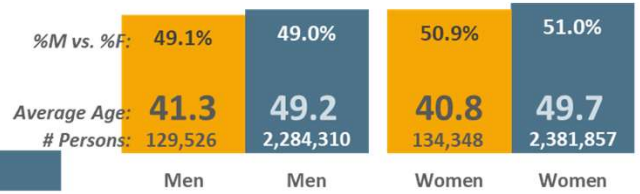
Percent of Market: Adults 18 or older



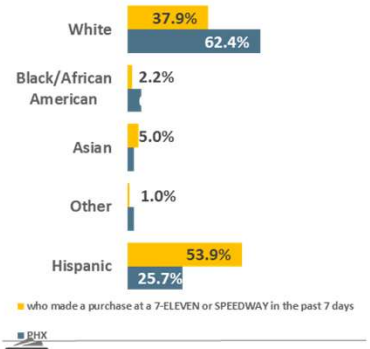
Total Persons:



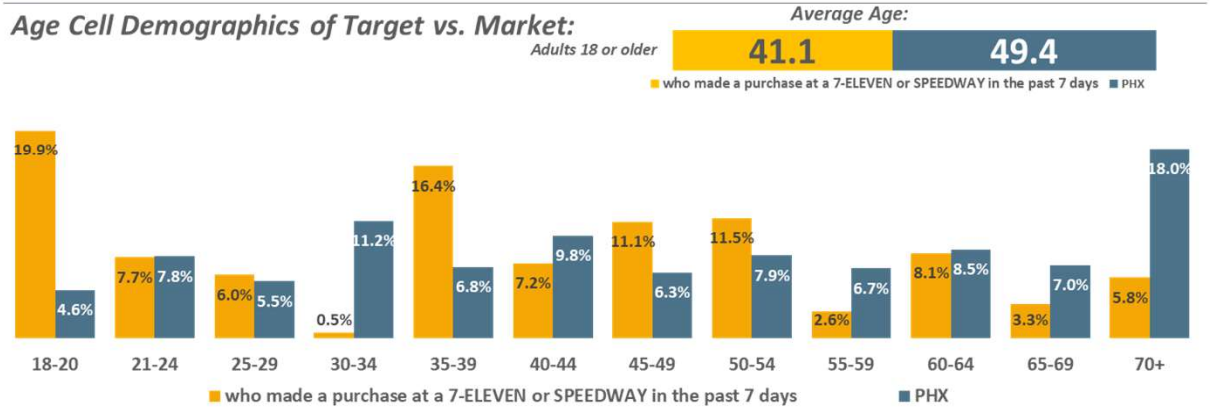
Gender of Target vs. Market: Adults 18 or older



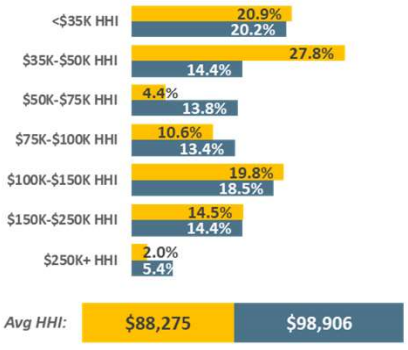
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



PHX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 98

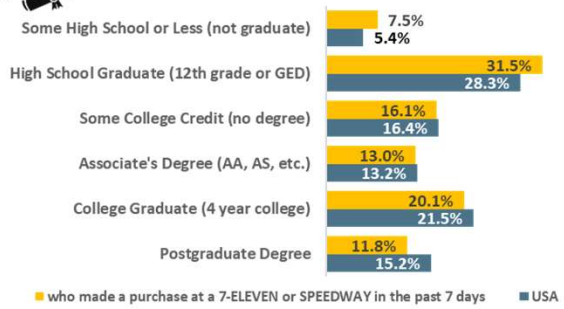
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(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)

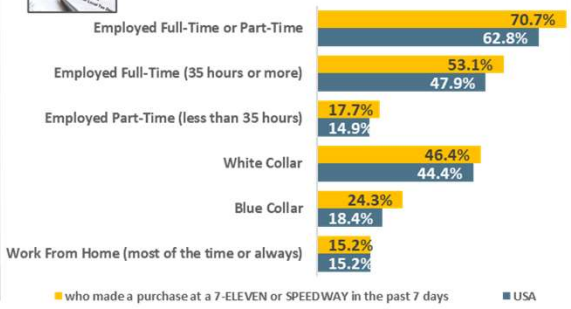
USA

21.1% or 55,238,813 of USA Adults 18 or older made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days. Adults 18 or older who made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days are 13.1% less likely to be a college graduate, 10.8% more likely to work full-time, 7.3% less likely to be married, 28.1% more likely to be a parent of 1 or more children

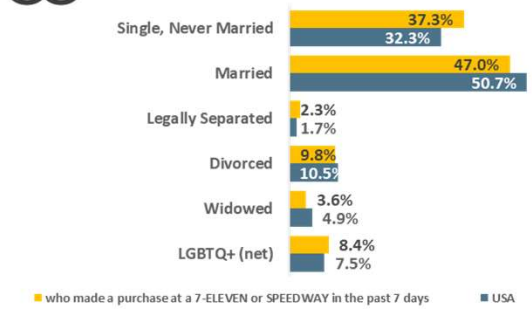
Education Levels: Adults 18 or older



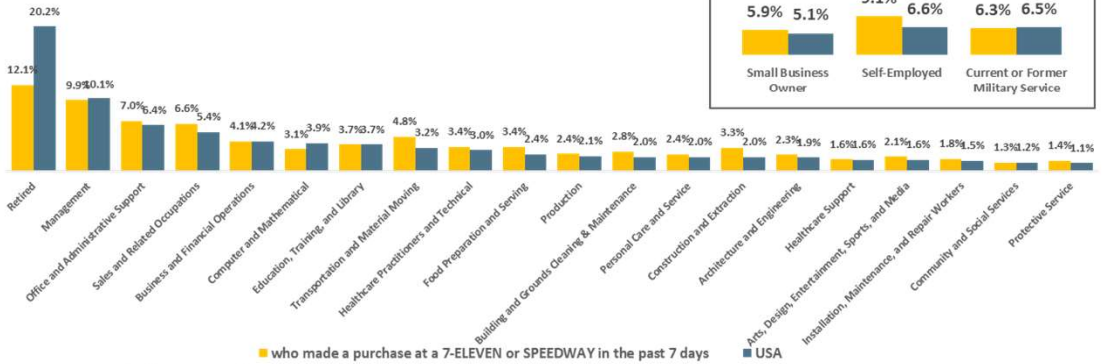
Employment: Adults 18 or older



Marital Status: Adults 18 or older

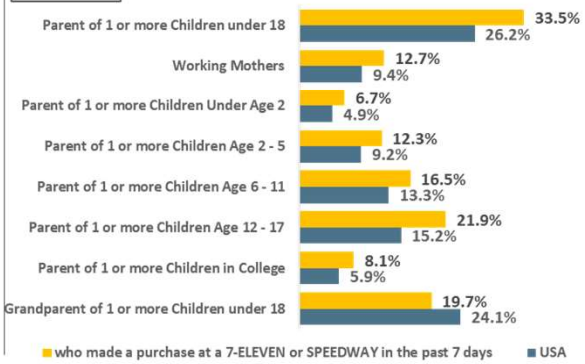


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 4,429

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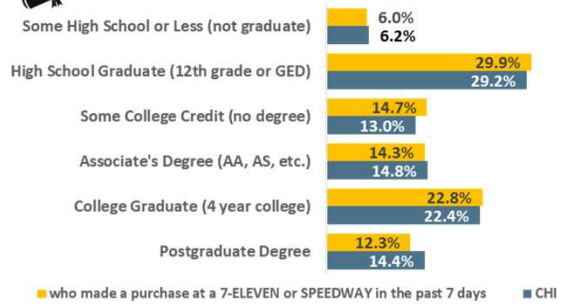
USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,097

(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)

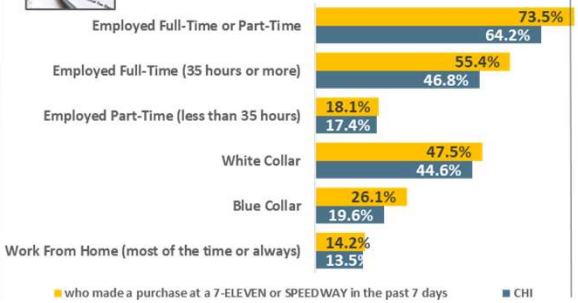
CHI

30.2% or 2,282,067 of CHI DMA Adults 18 or older made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7.. Adults 18 or older who made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days are 4.7% less likely to be a college graduate, 18.6% more likely to work full-time, 12.2% more likely to be married, 36.6% more likely to be a parent of 1 or more children

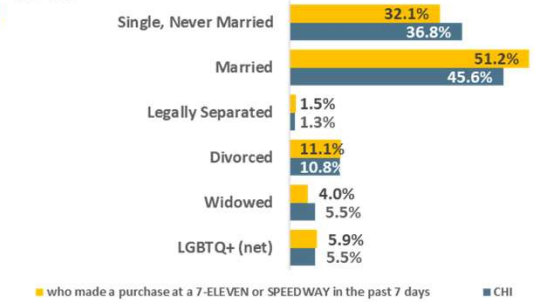
Education Levels: Adults 18 or older



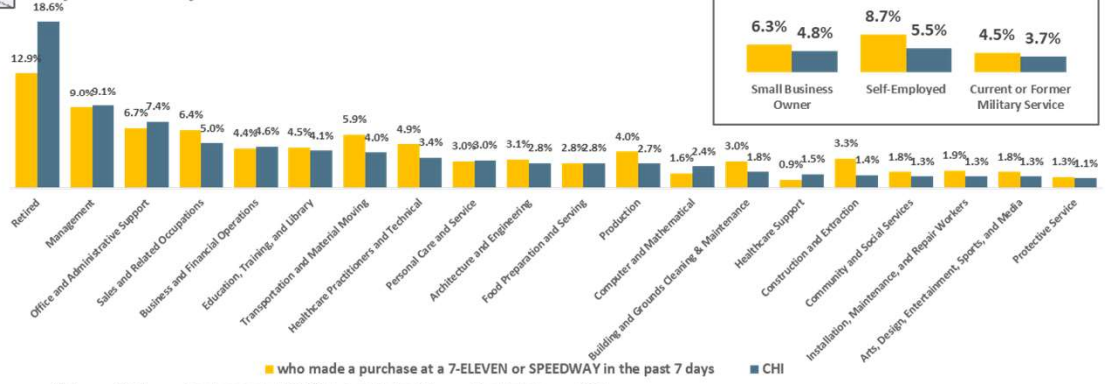
Employment: Adults 18 or older



Marital Status: Adults 18 or older

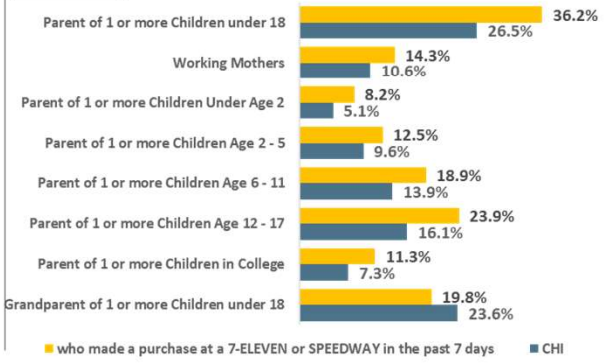


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 933

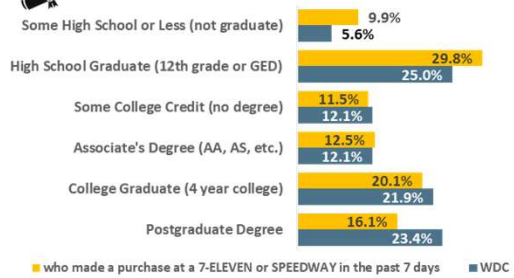
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(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)

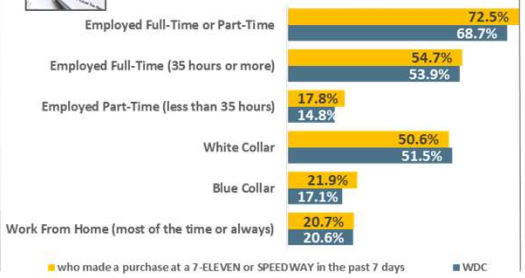
WDC

30.9% or 1,746,865 of WDC DMA Adults 18 or older made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days. Adults 18 or older who made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days are 19.8% less likely to be a college graduate, 1.4% more likely to work full-time, 9.1% less likely to be married, 8.% more likely to be a parent of 1 or more children un

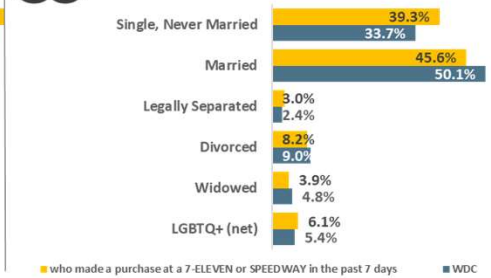
Education Levels: Adults 18 or older



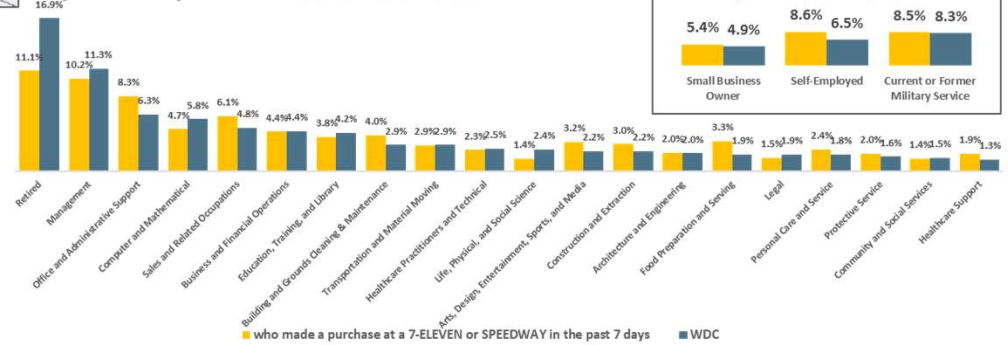
Employment: Adults 18 or older



Marital Status: Adults 18 or older

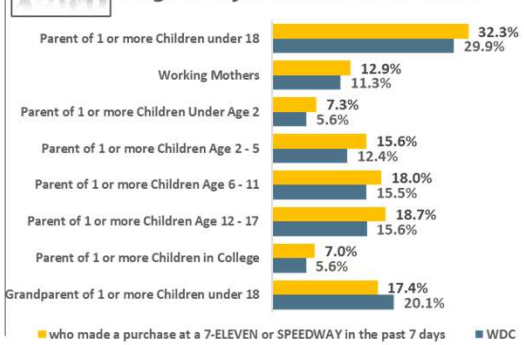


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,455

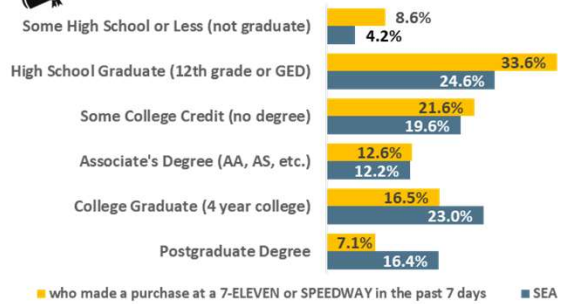
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(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)

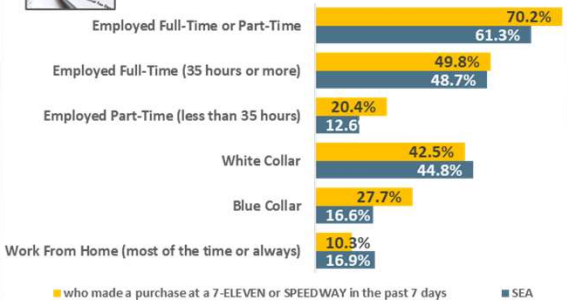
SEA

14.7% or 660,147 of SEA DMA Adults 18 or older made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days. Adults 18 or older who made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days are 39.9% less likely to be a college graduate, 2.2% more likely to work full-time, 11.8% less likely to be married, 43.6% more likely to be a parent of 1 or more children

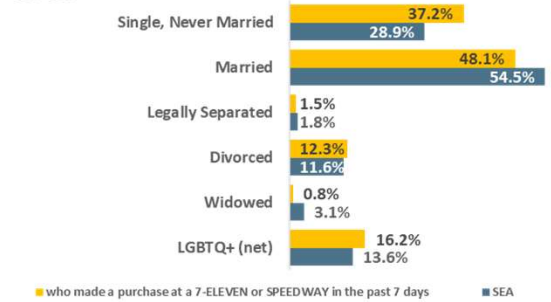
Education Levels: Adults 18 or older



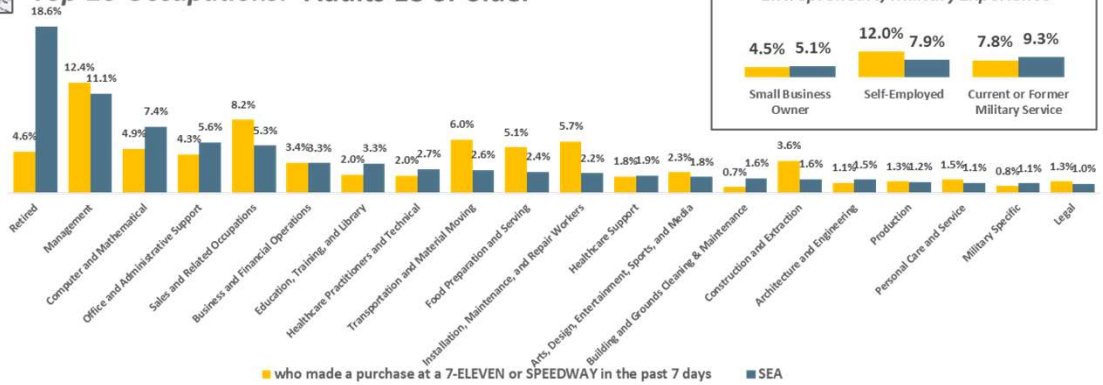
Employment: Adults 18 or older



Marital Status: Adults 18 or older

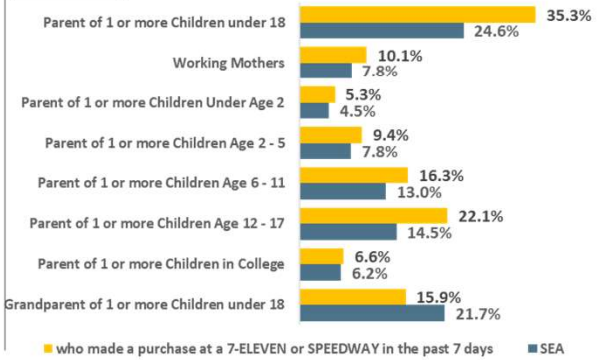


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 478

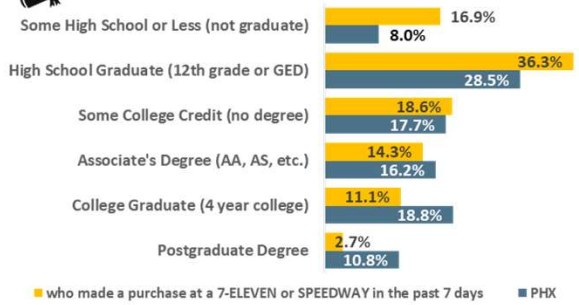
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(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)

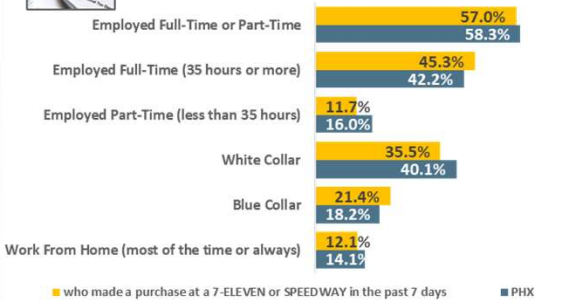
PHX

5.7% or 263,874 of PHX DMA Adults 18 or older made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days. Adults 18 or older who made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days are 53.2% less likely to be a college graduate, 7.4% more likely to work full-time, 39.% less likely to be married, 27.7% more likely to be a parent of 1 or more children

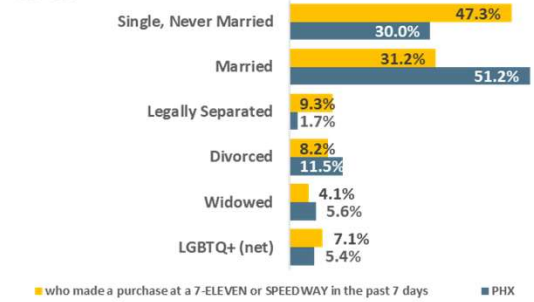
Education Levels: Adults 18 or older



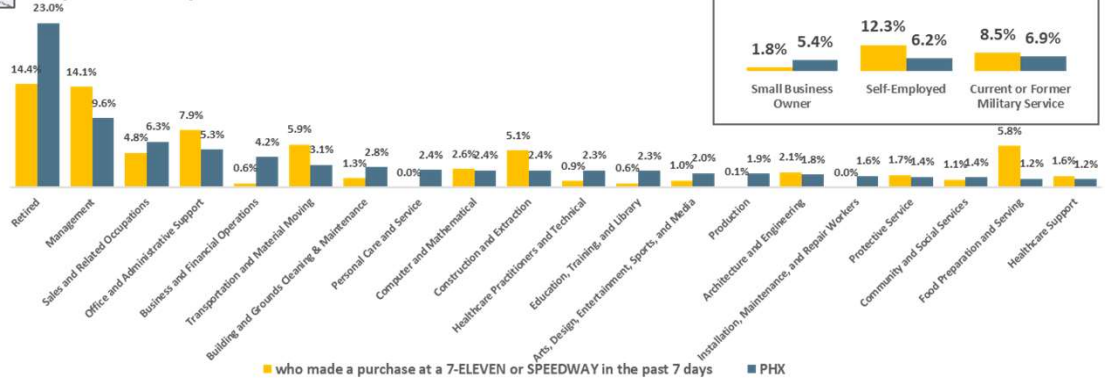
Employment: Adults 18 or older



Marital Status: Adults 18 or older

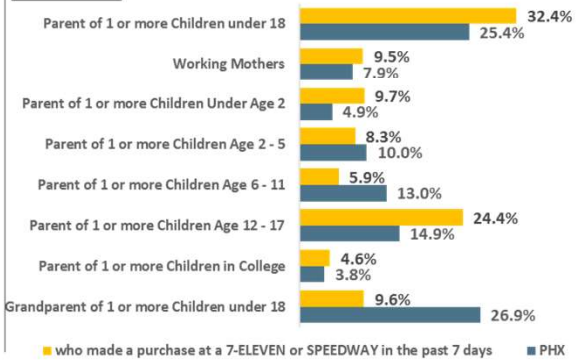


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



PHX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 98

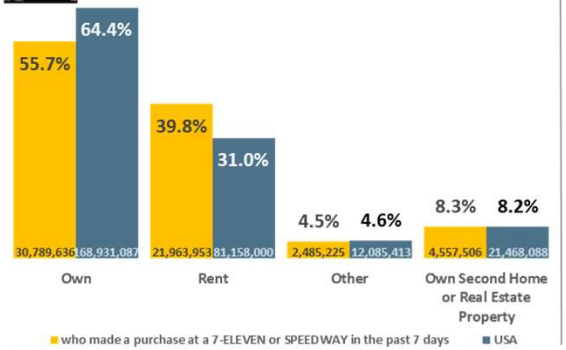
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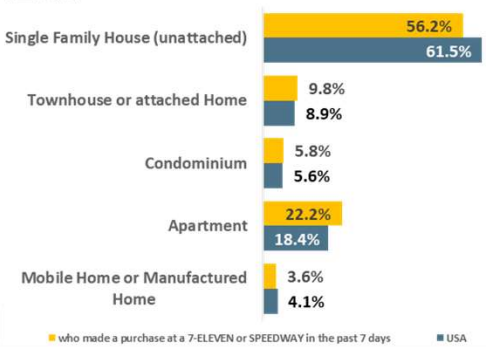
USA

21.1% or 55,238,813 of USA Adults 18 or older made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days. Adults 18 or older who made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days are 13.5% less likely to own their home, 10.1% more likely to own a higher valued home, 8.6% less likely to have a single-family home, 8.7% more likely to have a dog.

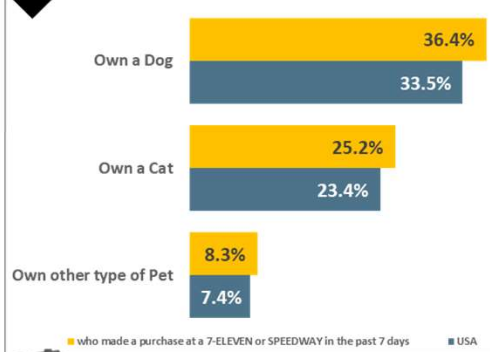
Own/Rent/Other: Adults 18 or older



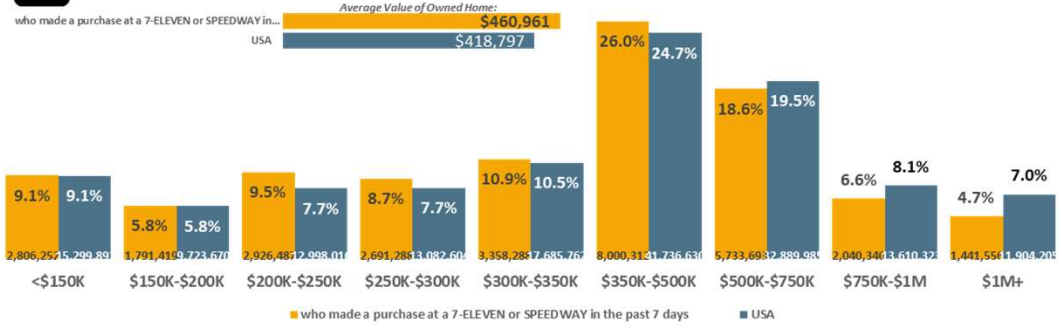
Type of Home: Adults 18 or older



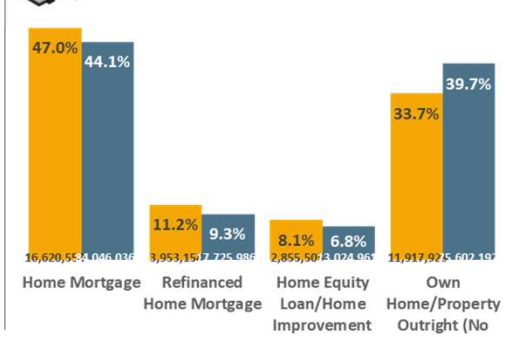
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R2 2024: Aug23-Sep24* *Qual Intab* *4,429*

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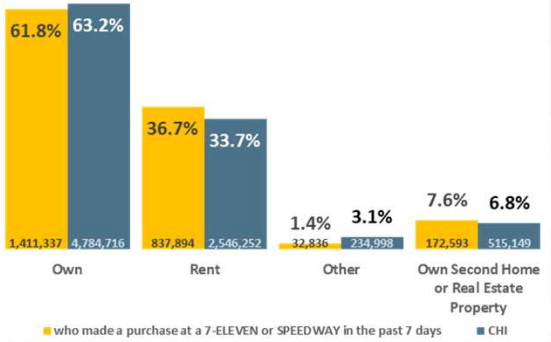
USA Projection *Scarborough R2 2024: Aug23-Sep24* *Qual Intab* *23,097*

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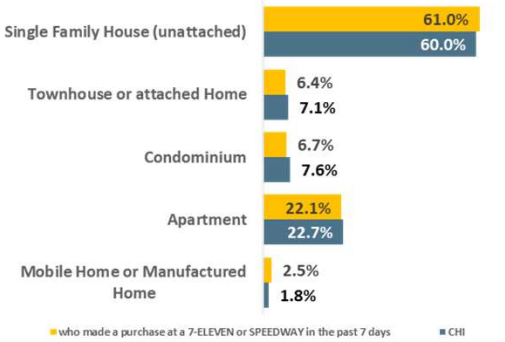
CHI

30.2% or 2,282,067 of CHI DMA Adults 18 or older made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days. Adults 18 or older who made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days are 2.2% less likely to own their home, 4.8% more likely to own a lower valued home, 1.7% more likely to have a single-family home, 17.7% more likely to have a dog.

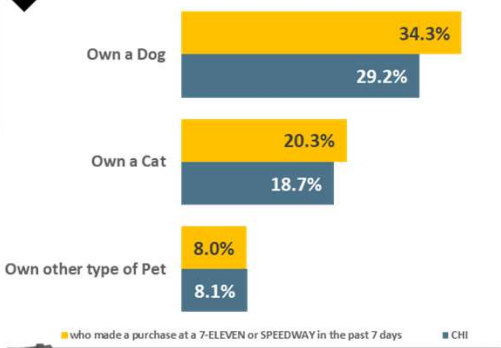
Own/Rent/Other: Adults 18 or older



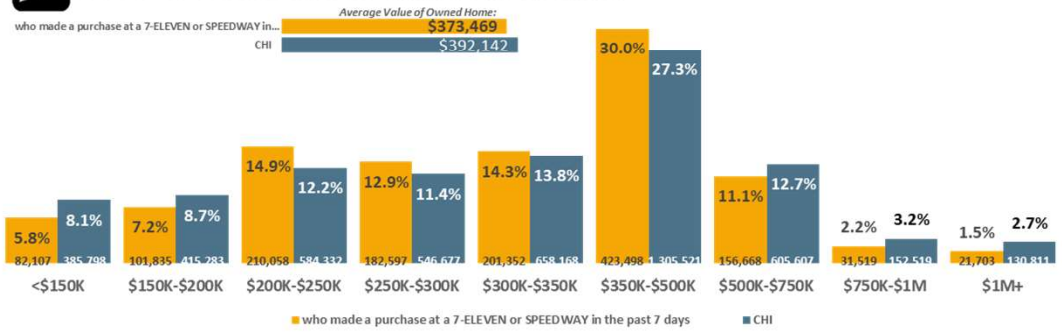
Type of Home: Adults 18 or older



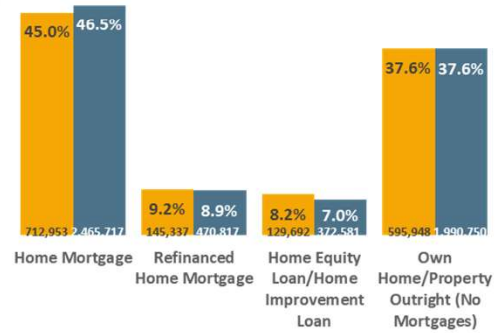
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 933

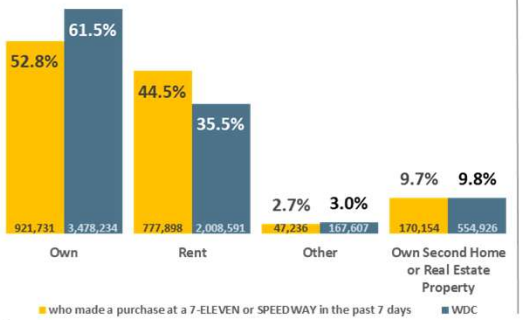
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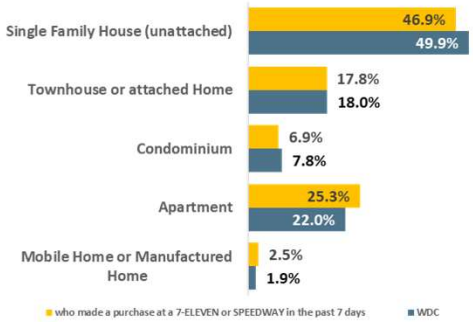
WDC

30.9% or 1,746,865 of WDC DMA Adults 18 or older made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days. Adults 18 or older who made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days are 14.2% less likely to own their home, 5.5% more likely to own a lower valued home, 5.9% less likely to have a single-family home, 20.9% more likely to have a dog.

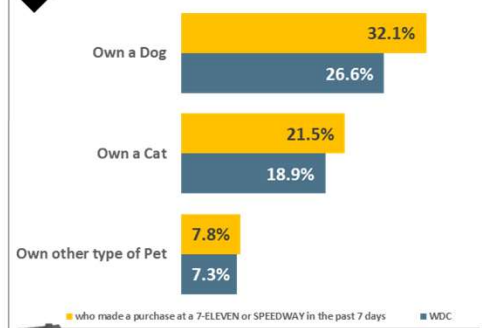
Own/Rent/Other: Adults 18 or older



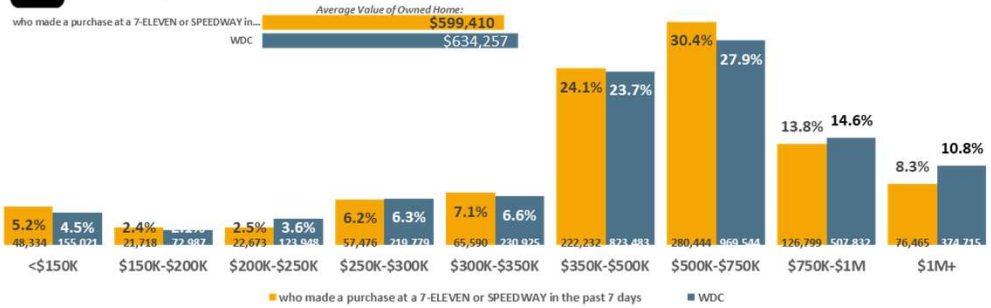
Type of Home: Adults 18 or older



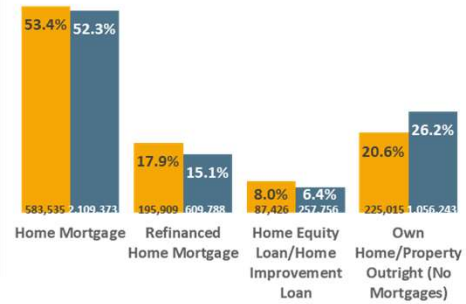
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,455

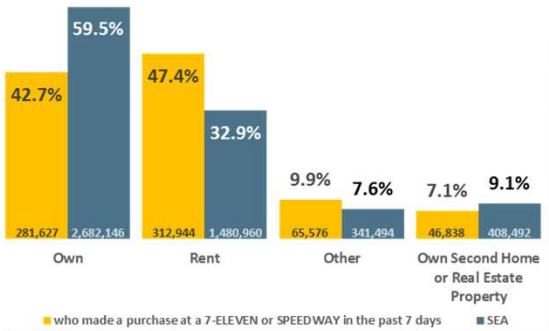
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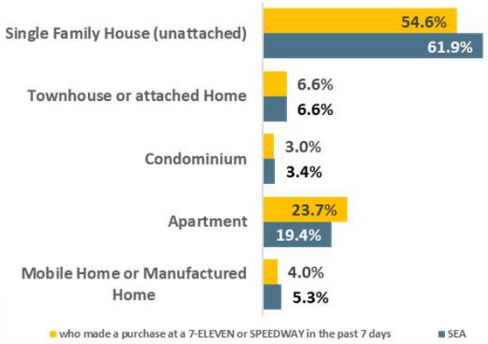
SEA

14.7% or 660,147 of SEA DMA Adults 18 or older made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days. Adults 18 or older who made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days are 28.4% less likely to own their home, 5.1% more likely to own a lower valued home, 11.8% less likely to have a single-family home, 2.2% more likely to have a dog.

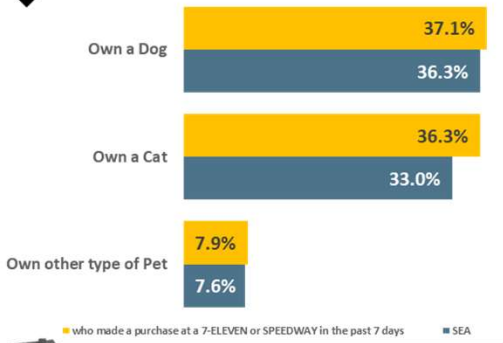
Own/Rent/Other: Adults 18 or older



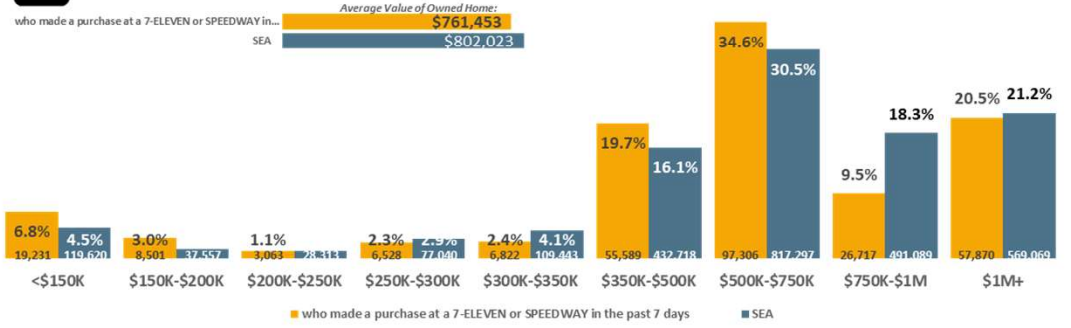
Type of Home: Adults 18 or older



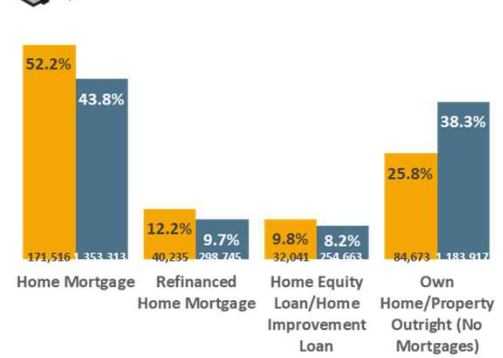
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 478

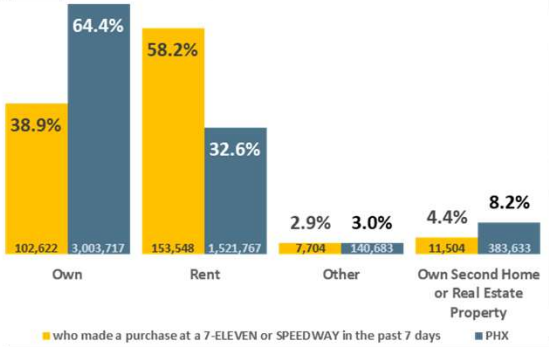
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(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)

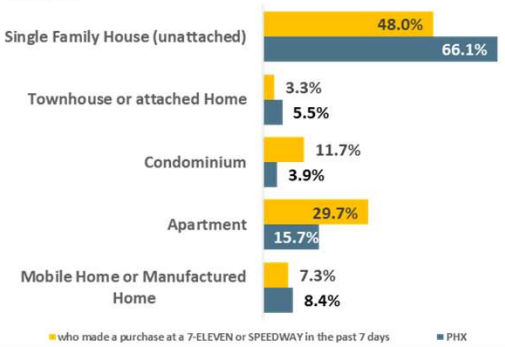
PHX

5.7% or 263,874 of PHX DMA Adults 18 or older made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days. Adults 18 or older who made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days are 39.6% less likely to own their home, 10.3% more likely to own a lower valued home, 27.4% less likely to have a single-family home, 5.3% less likely to have a dog.

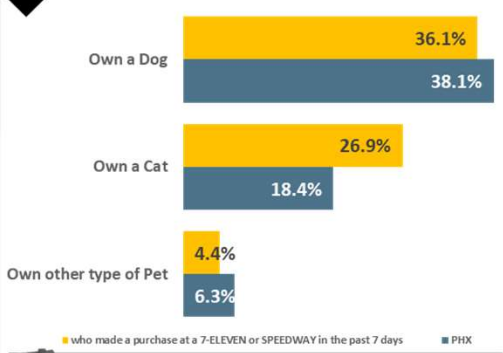
Own/Rent/Other: Adults 18 or older



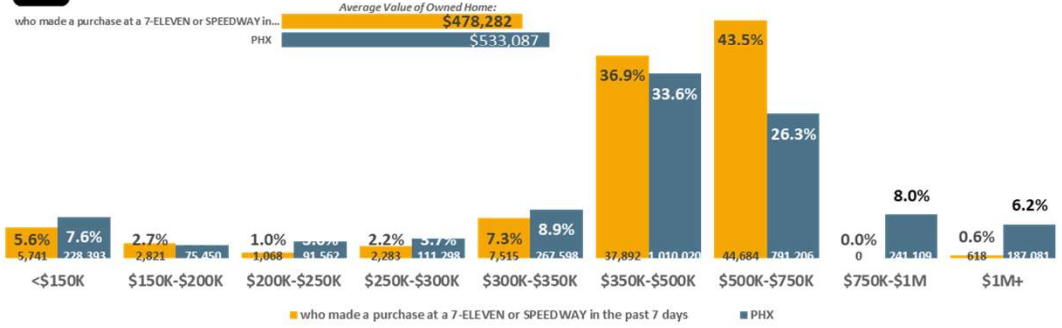
Type of Home: Adults 18 or older



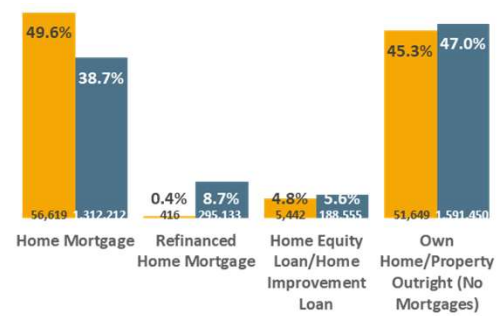
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



PHX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 98

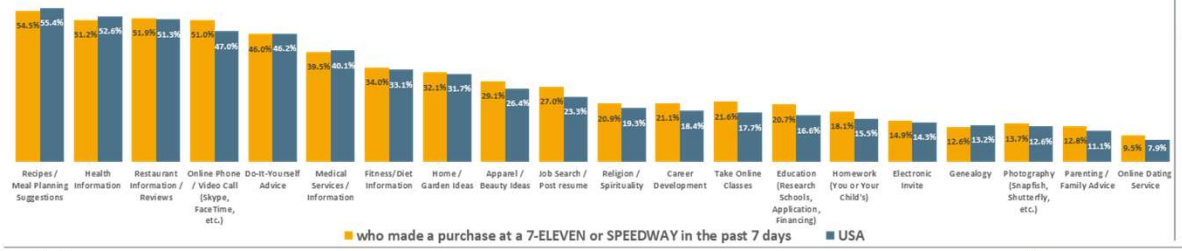
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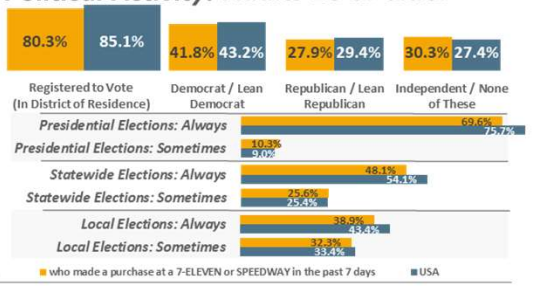


21.1% or 55,238,813 of USA Adults 18 or older made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days. Adults 18 or older who made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days are .3% less likely to look up D-I-Y advice online, 10.4% less likely to always vote in local elections, 1.5% more likely to belong to a gym, 4.9% more likely to fly domes

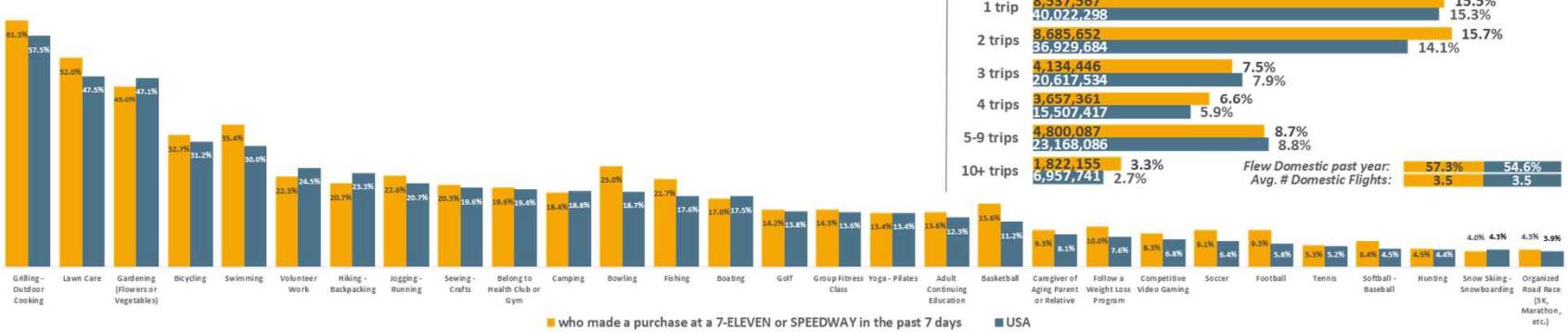
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

USA USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 4,429

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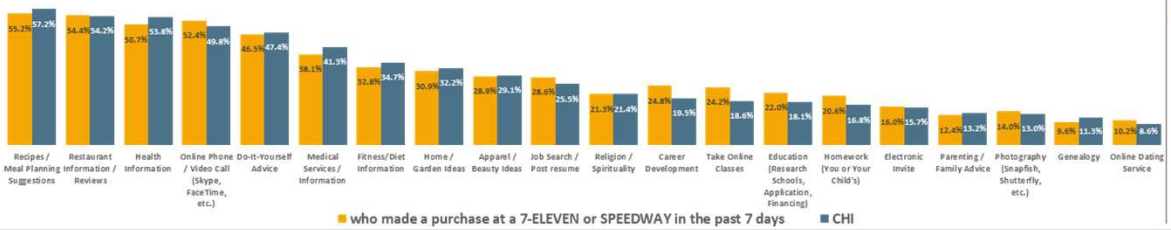
USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,097

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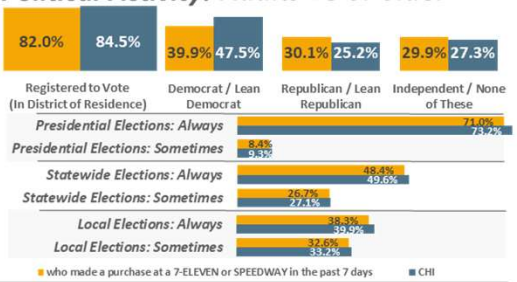
CHI

30.2% or 2,282,067 of CHI DMA Adults 18 or older made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7… Adults 18 or older who made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days are 1.7% less likely to look up D-I-Y advice online, 3.9% less likely to always vote in local elections, 4.5% more likely to belong to a gym, 16.5% more likely to fly dome

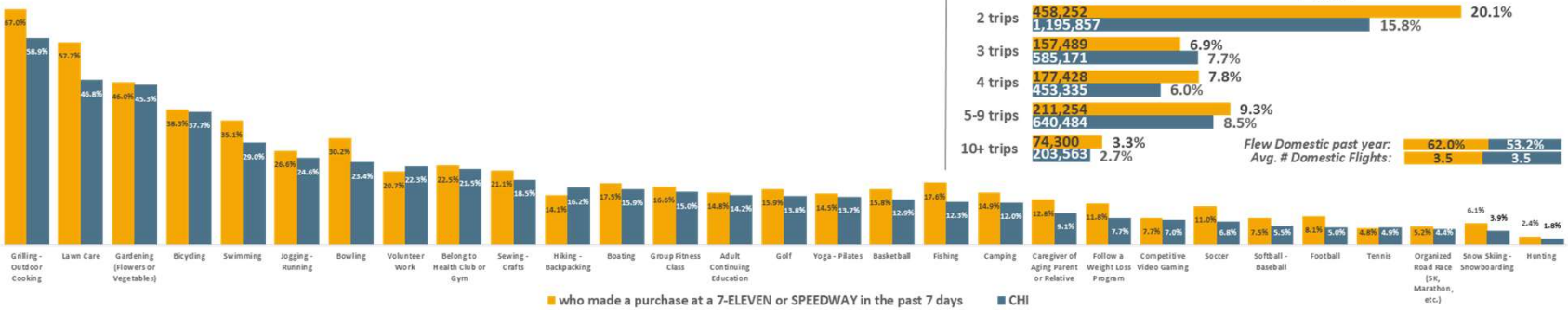
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

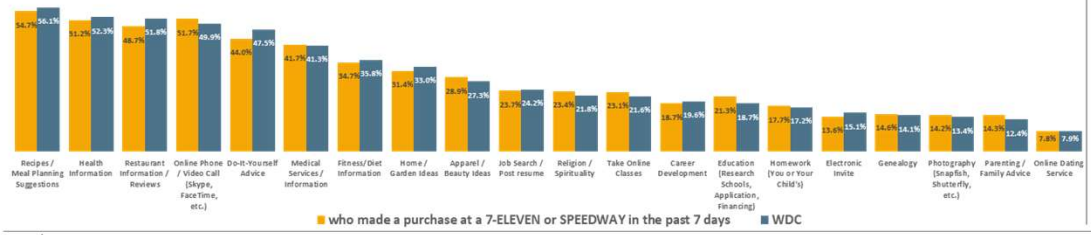
CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 933

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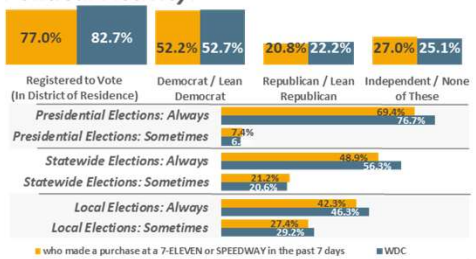
(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)

30.9% or 1,746,865 of WDC DMA Adults 18 or older made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days. Adults 18 or older who made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days are 7.5% less likely to look up D-I-Y advice online, 8.7% less likely to always vote in local elections, 15.2% less likely to belong to a gym, 9.9% less likely to fly domes

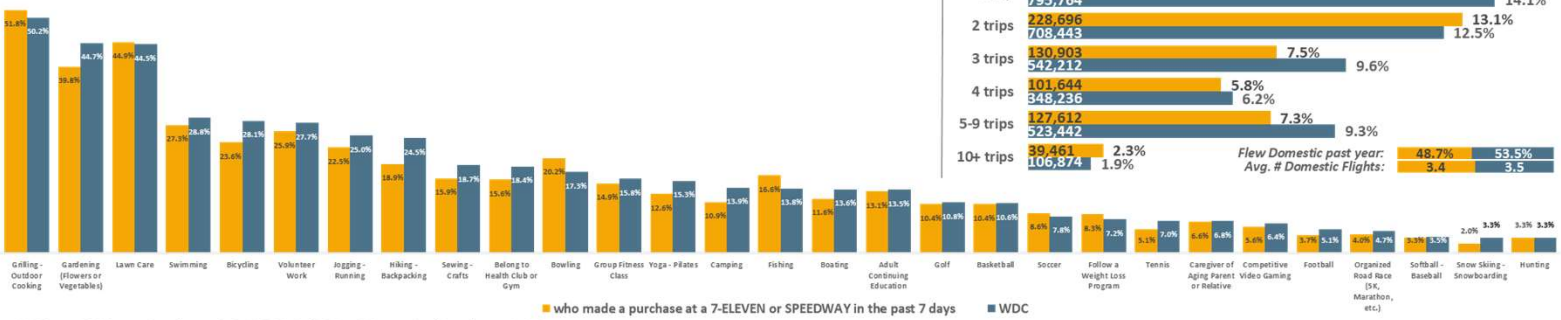
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,455

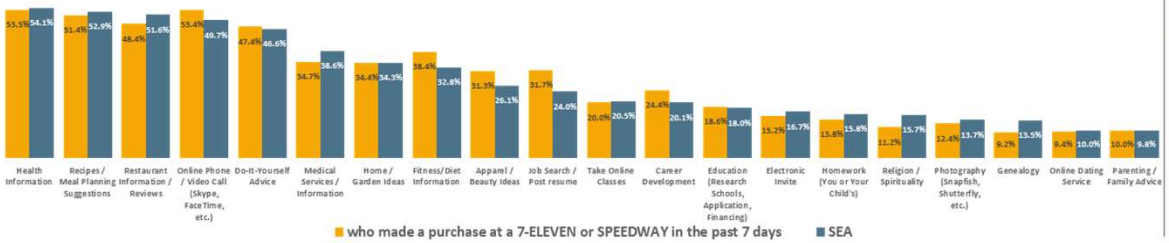
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(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)

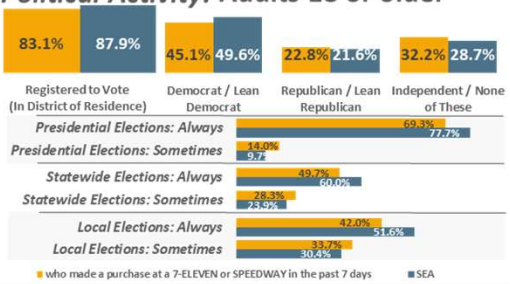
SEA

14.7% or 660,147 of SEA DMA Adults 18 or older made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7… Adults 18 or older who made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days are 1.6% more likely to look up D-I-Y advice online, 18.6% less likely to always vote in local elections, .4% less likely to belong to a gym, .9% more likely to fly domest

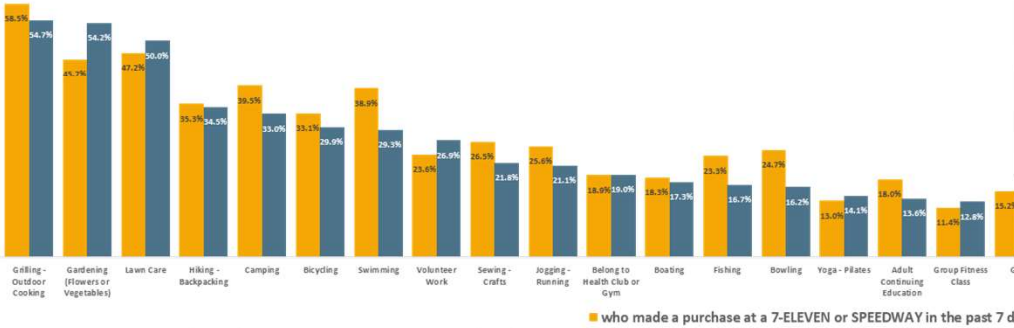
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



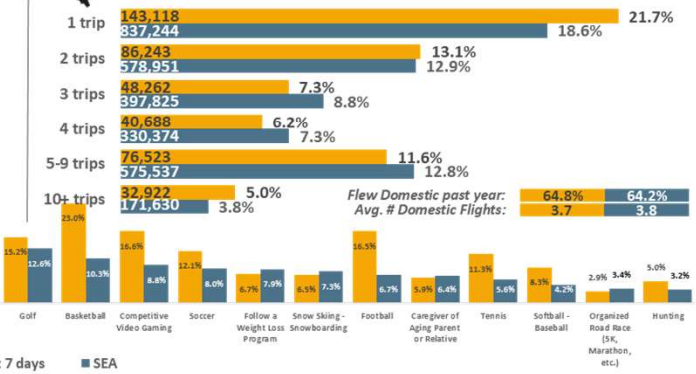
Political Activity: Adults 18 or older



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



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



SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 478

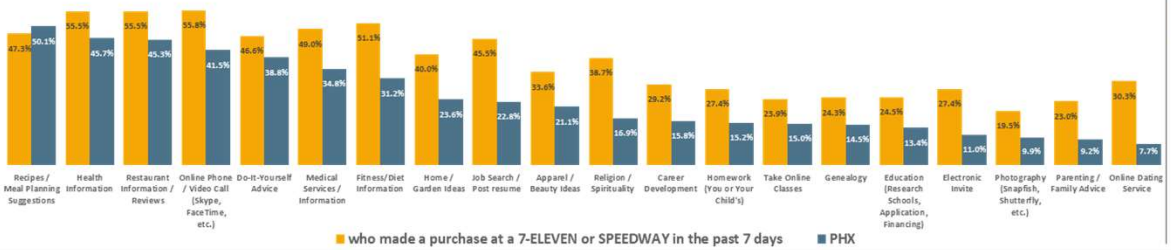
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(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)

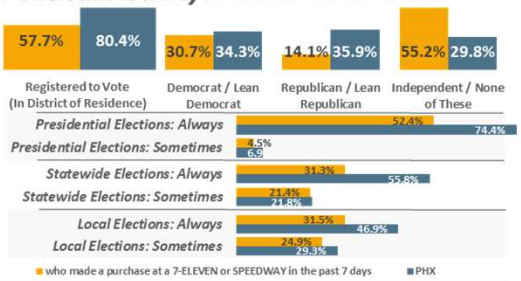
PHX

5.7% or 263,874 of PHX DMA Adults 18 or older made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7… Adults 18 or older who made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days are 20.1% more likely to look up D-I-Y advice online, 32.9% less likely to always vote in local elections, 3.9% less likely to belong to a gym, 10.3% more likely to fly do

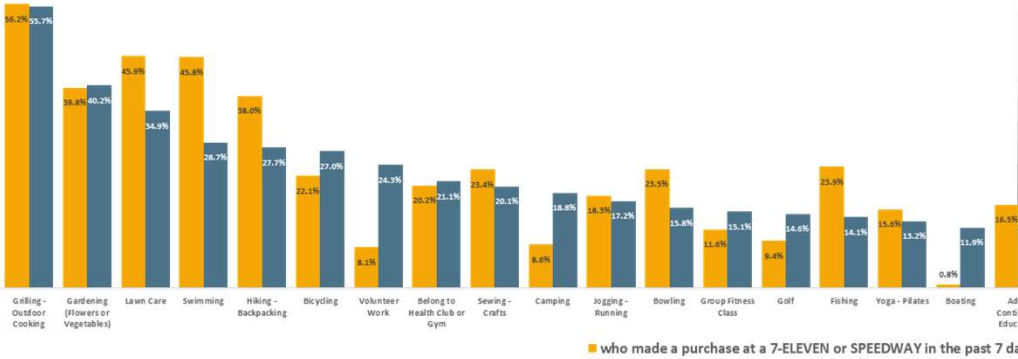
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



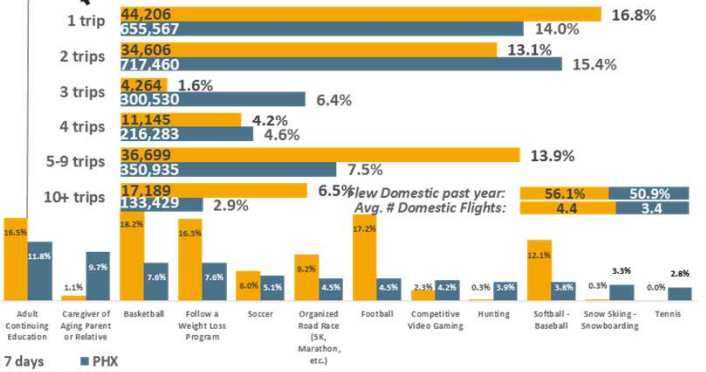
Political Activity: Adults 18 or older



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



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



PHX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 98

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(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)

USA

21.1% or 55,238,813 of USA Adults 18 or older made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days. Adults 18 or older who made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days are 7.2% more likely to use QSRs past mo., 5.4% more likely to use Sit-Down Restaurants past mo., 13.8% more likely to use Casinos past yr., 56.% more likely to smoke ciga

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:

94.2%

87.8%

52,029,006

230,275,361

Avg. Monthly QSR Meals:

8.0

6.4

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



Total Monthly Sit-Down Restaurant Users:

78.9%

74.9%

43,581,148

196,264,709

Avg. Monthly Sit-Down Restaurant Meals:

4.6

4.1

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

who made a purchase at a 7-ELEVEN or SPEEDWAY in...

26.9%

USA

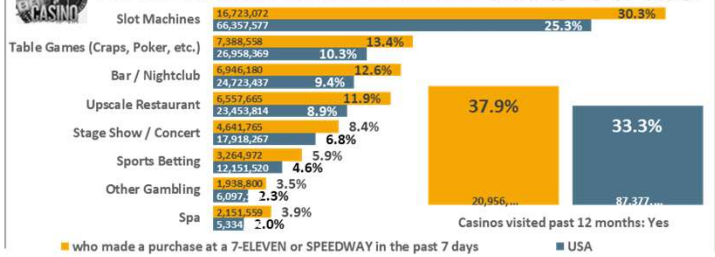
18.6%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



USA *USA Projection* *Scarborough R2 2024: Aug23-Sep24* *Qual Intab* *4,429*

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USA Projection *Scarborough R2 2024: Aug23-Sep24* *Qual Intab* *23,097*

(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)

CHI

30.2% or 2,282,067 of CHI DMA Adults 18 or older made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days. Adults 18 or older who made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days are 6.% more likely to use QSRs past mo., 7.9% more likely to use Sit-Down Restaurants past mo., 21.% more likely to use Casinos past yr., 26.7% more likely to smoke cigar

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 95.2% 2,171,688 | 89.8% 6,792,616

Avg. Monthly QSR Meals: 8.3 | 7.1

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



Total Monthly Sit-Down Restaurant Users: 80.5% 1,836,001 | 74.6% 5,644,005

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

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

who made a purchase at a 7-ELEVEN or SPEEDWAY in... 522,721 22.9%

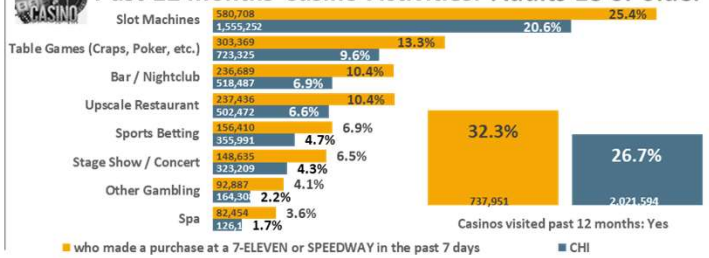
CHI 1,603,744 21.2%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





32.3% 737,951 | 26.7% 2,021,594

Casinos visited past 12 months: Yes

Used Past 30-days: Adults 18 or older



CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 933

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(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)

WDC

30.9% or 1,746,865 of WDC DMA Adults 18 or older made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days. Adults 18 or older who made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days are 7.7% more likely to use QSRs past mo., 5.3% more likely to use Sit-Down Restaurants past mo., 24.1% more likely to use Casinos past yr., 42.8% more likely to smoke cig

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:

Avg. Monthly QSR Meals:

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



Total Monthly Sit-Down Restaurant Users:

Avg. Monthly Sit-Down Restaurant Meals:

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

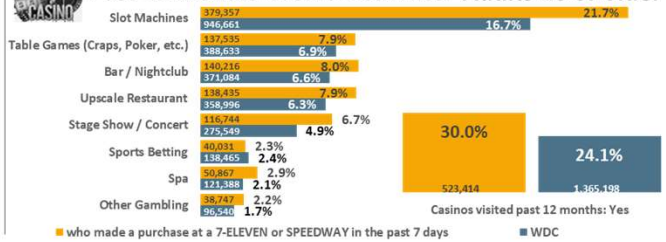


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,455

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(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)



14.7% or 660,147 of SEA DMA Adults 18 or older made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days. Adults 18 or older who made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days are 11.9% more likely to use QSRs past mo., 4.2% more likely to use Sit-Down Restaurants past mo., 29.2% more likely to use Casinos past yr., 165.9% more likely to smoke c

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



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



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:

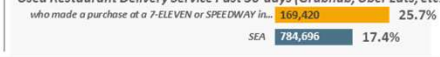


Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

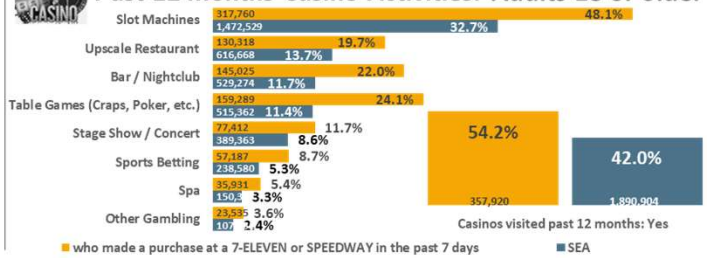


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 478

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(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)



5.7% or 263,874 of PHX DMA Adults 18 or older made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days. Adults 18 or older who made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days are 4.% less likely to use QSRs past mo., 7.6% more likely to use Sit-Down Restaurants past mo., 66.4% more likely to use Casinos past yr., 67.9% more likely to smoke ciga

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 86.3% 89.9% 227,657 4,193,411

Avg. Monthly QSR Meals: 10.6 7.2

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



Total Monthly Sit-Down Restaurant Users: 83.1% 77.2% 219,240 3,604,375

Avg. Monthly Sit-Down Restaurant Meals: 5.4 4.4

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

who made a purchase at a 7-ELEVEN or SPEEDWAY in... 83,738 31.7%

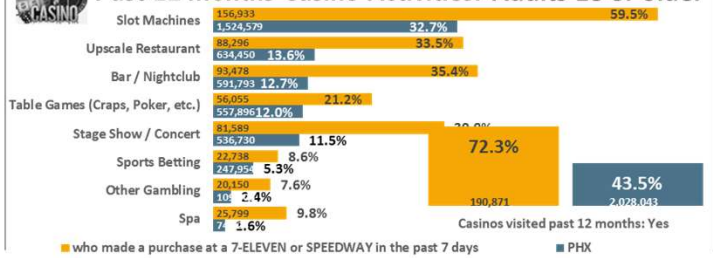
PHX 770,388 16.5%

Drank Past 30-days: Adults 18 or older



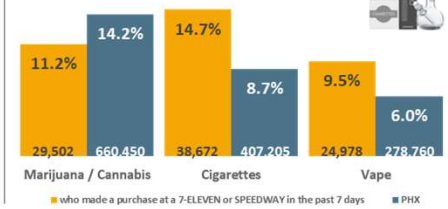
Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older





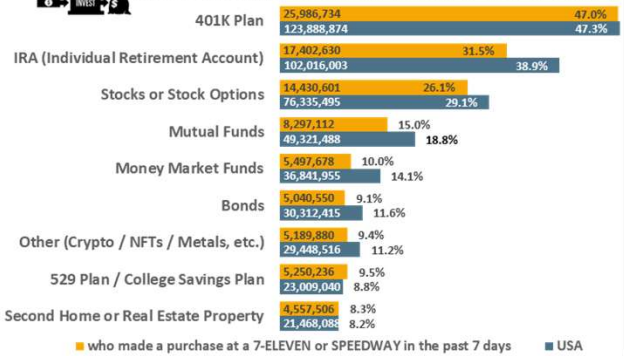
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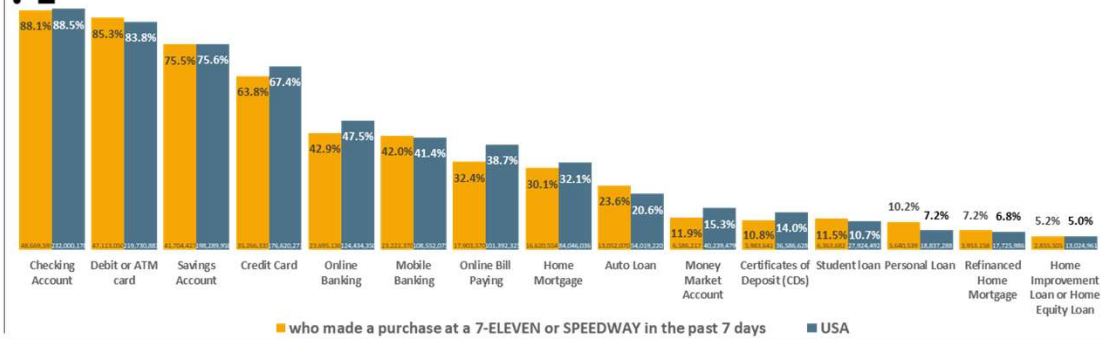


21.1% or 55,238,813 of USA Adults 18 or older made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days. Adults 18 or older who made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days are .4% less likely to have a 401K, 14.7% more likely to have an Auto Loan, 4.8% less likely to Invest/Trade Stocks Online, 10.1% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



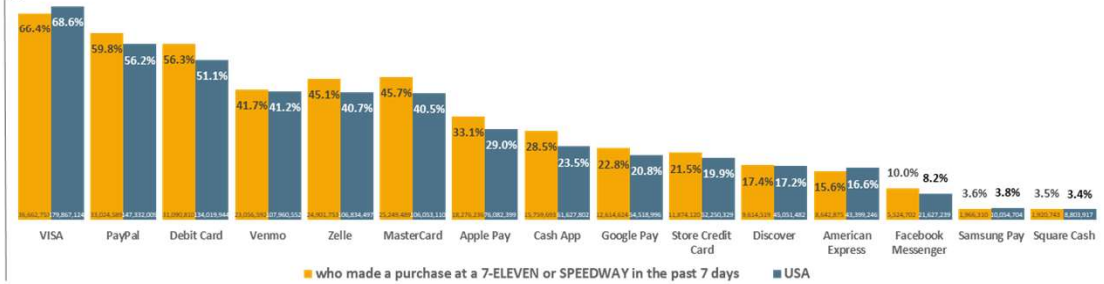
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



USA USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 4,429

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USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,097

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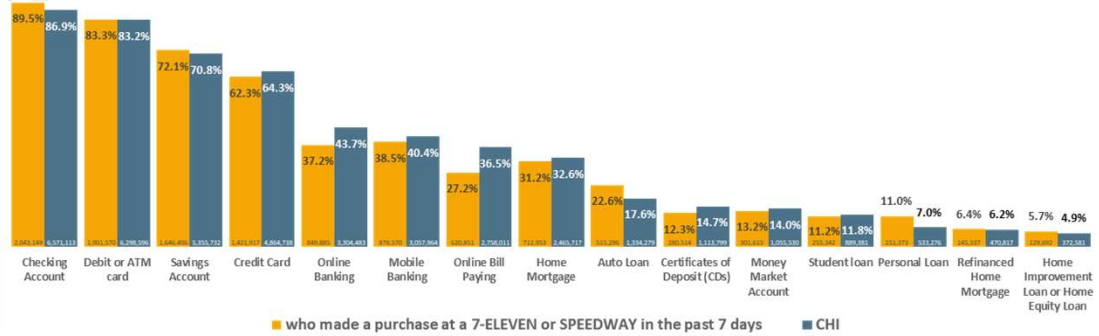
CHI

30.2% or 2,282,067 of CHI DMA Adults 18 or older made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7... Adults 18 or older who made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days are 8.4% more likely to have a 401K, 28.7% more likely to have an Auto Loan, 2.5% more likely to Invest/Trade Stocks Online, 3.8% more likely to pay with their Debit Card.

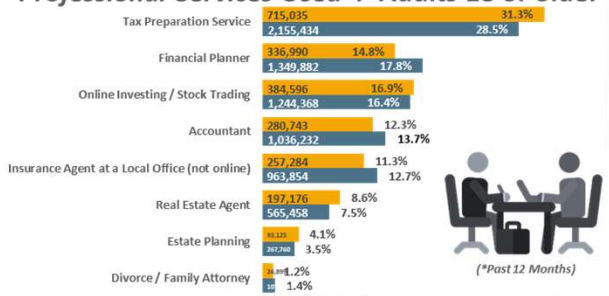
Investments Owned: Adults 18 or older



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

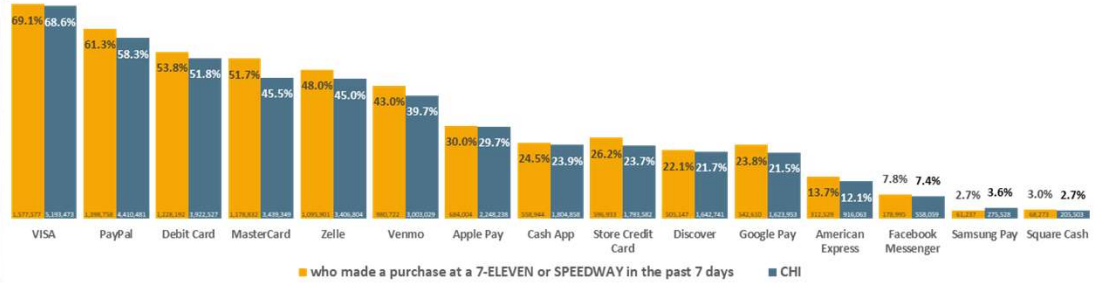


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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



CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 933

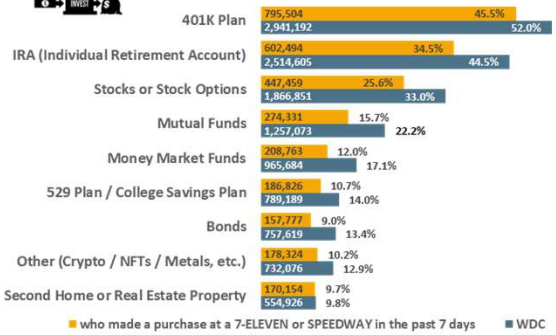
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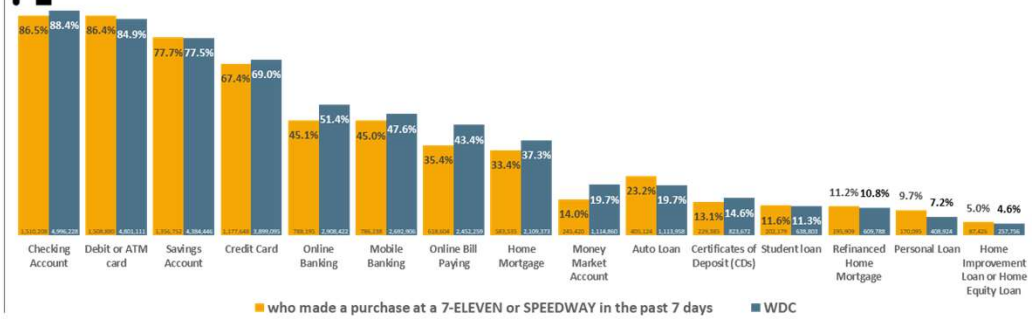
WDC

30.9% or 1,746,865 of WDC DMA Adults 18 or older made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days. Adults 18 or older who made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days are 12.5% less likely to have a 401K, 17.7% more likely to have an Auto Loan, 28.5% less likely to Invest/Trade Stocks Online, 18.7% more likely to pay with their Debit Ca

Investments Owned: Adults 18 or older



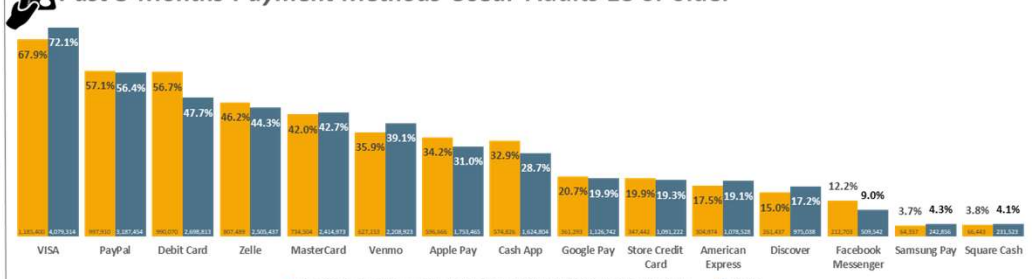
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,455

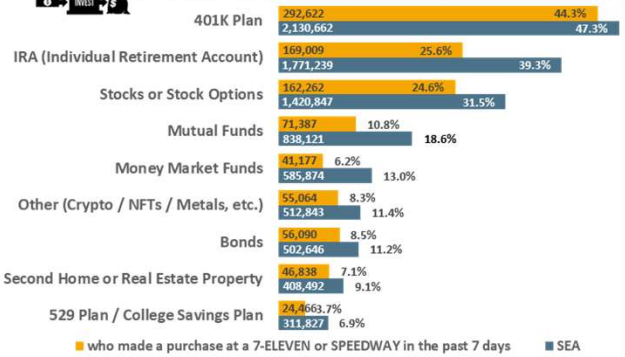
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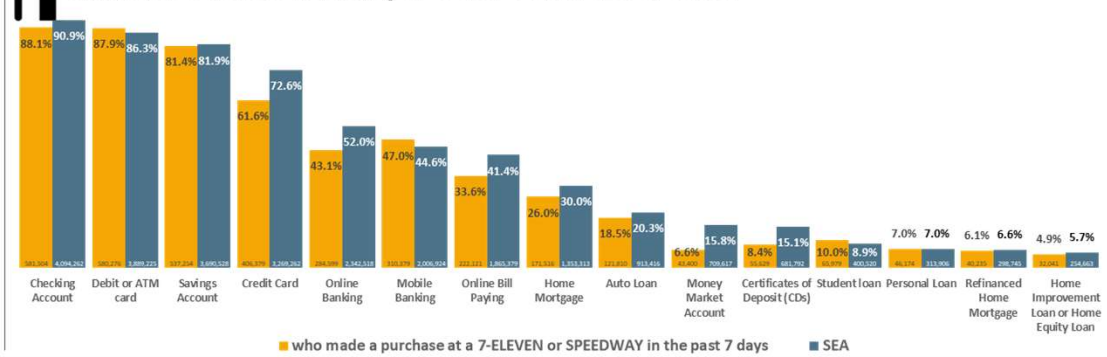
SEA

14.7% or 660,147 of SEA DMA Adults 18 or older made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7… Adults 18 or older who made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days are 6.3% less likely to have a 401K, 9.% less likely to have an Auto Loan, 1.1% less likely to Invest/Trade Stocks Online, 11.7% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



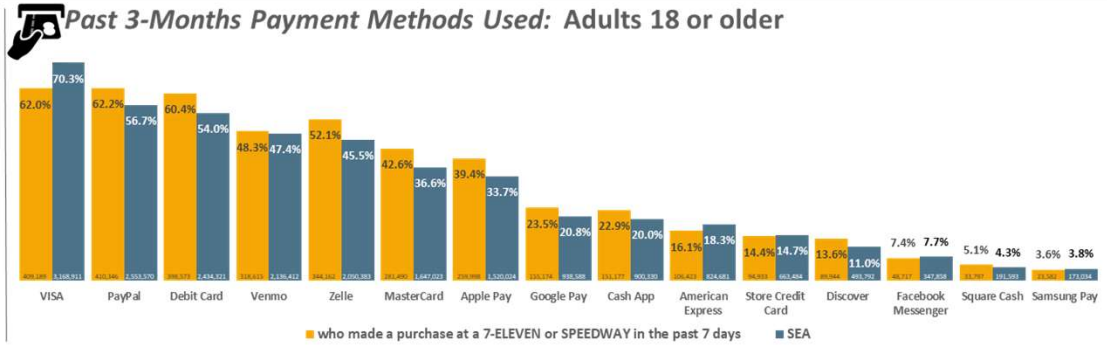
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 478

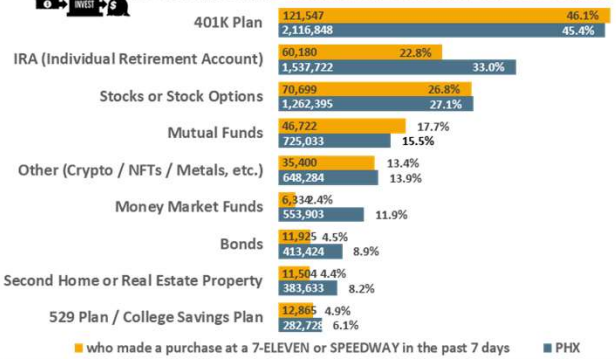
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(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)

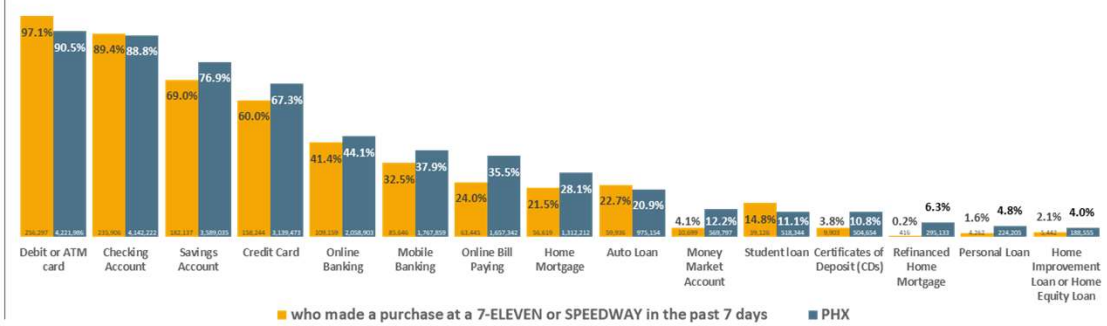
PHX

5.7% or 263,874 of PHX DMA Adults 18 or older made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7… Adults 18 or older who made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days are 1.5% more likely to have a 401K, 8.7% more likely to have an Auto Loan, 2.7% more likely to Invest/Trade Stocks Online, 21.7% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



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

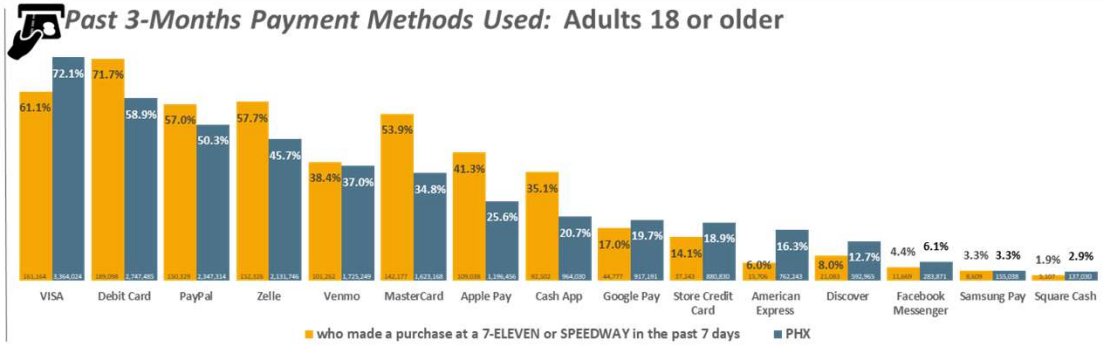


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

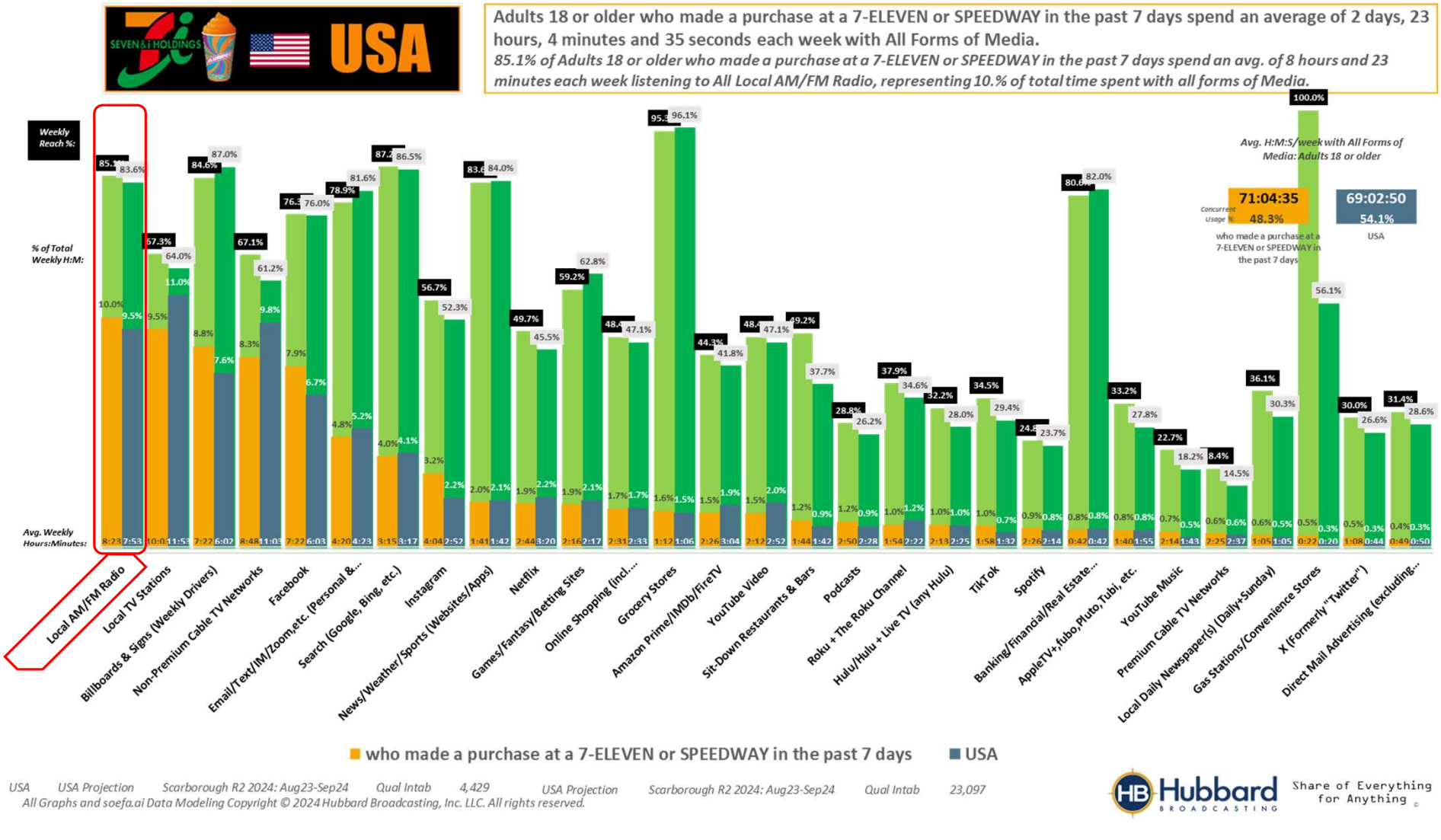
Past 3-Months Payment Methods Used: Adults 18 or older



PHX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 98

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(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)

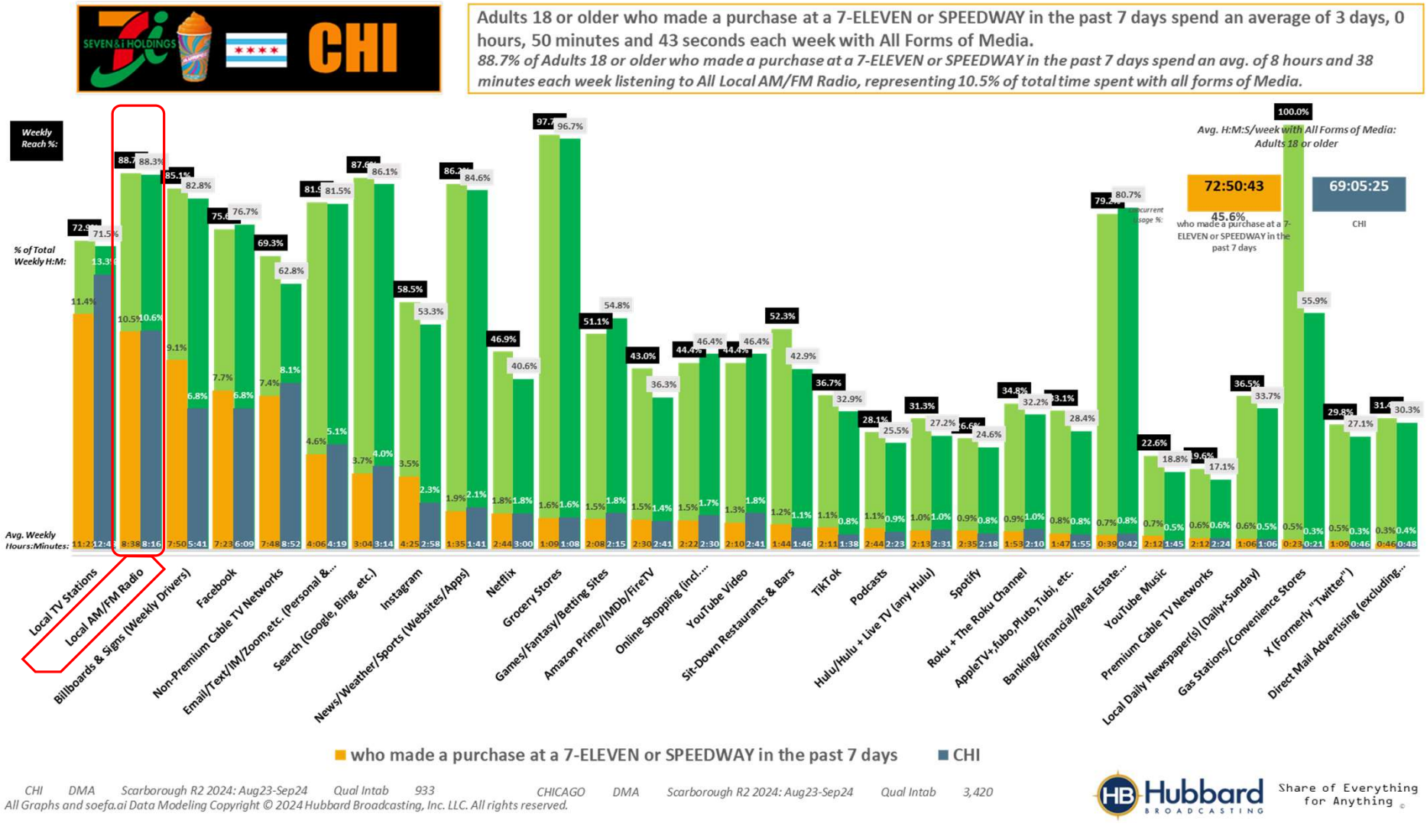


USA USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 4,429 USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,097

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(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)

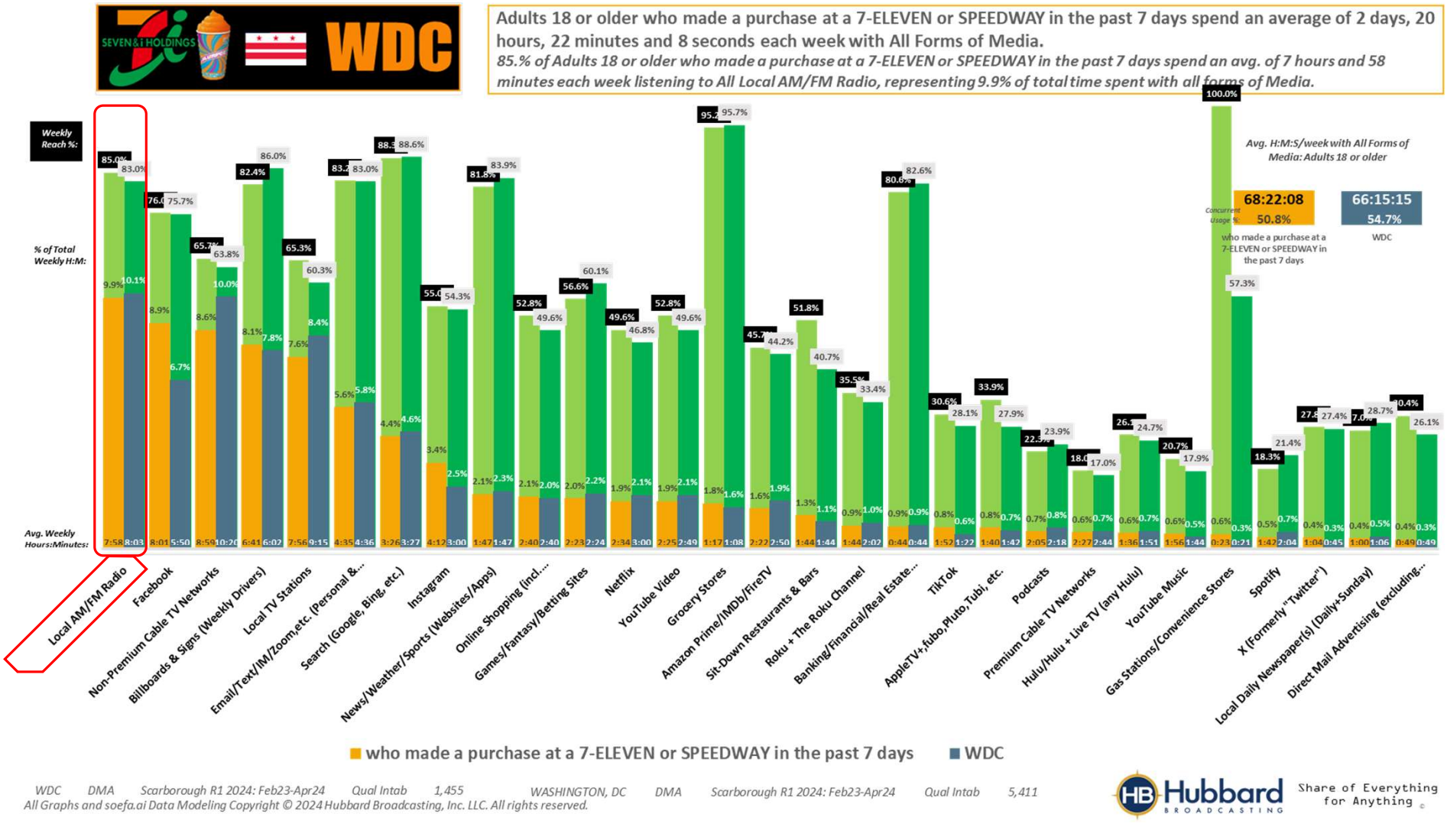


CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 933 CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 3,420

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(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,455 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,411

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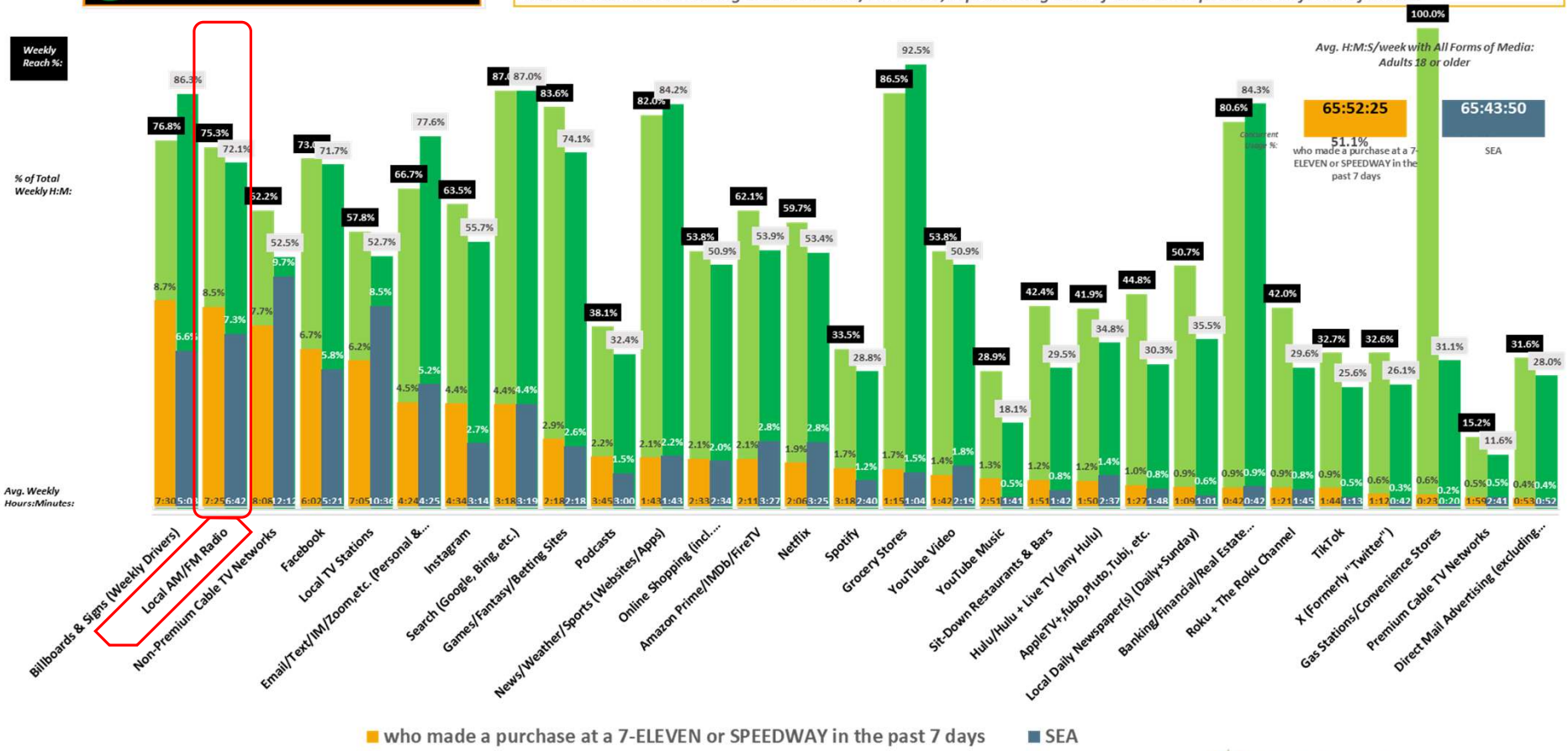
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(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)

SEA

Adults 18 or older who made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days spend an average of 2 days, 17 hours, 52 minutes and 25 seconds each week with All Forms of Media.

75.3% of Adults 18 or older who made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days spend an avg. of 7 hours and 25 minutes each week listening to All Local AM/FM Radio, representing 8.5% of total time spent with all forms of Media.

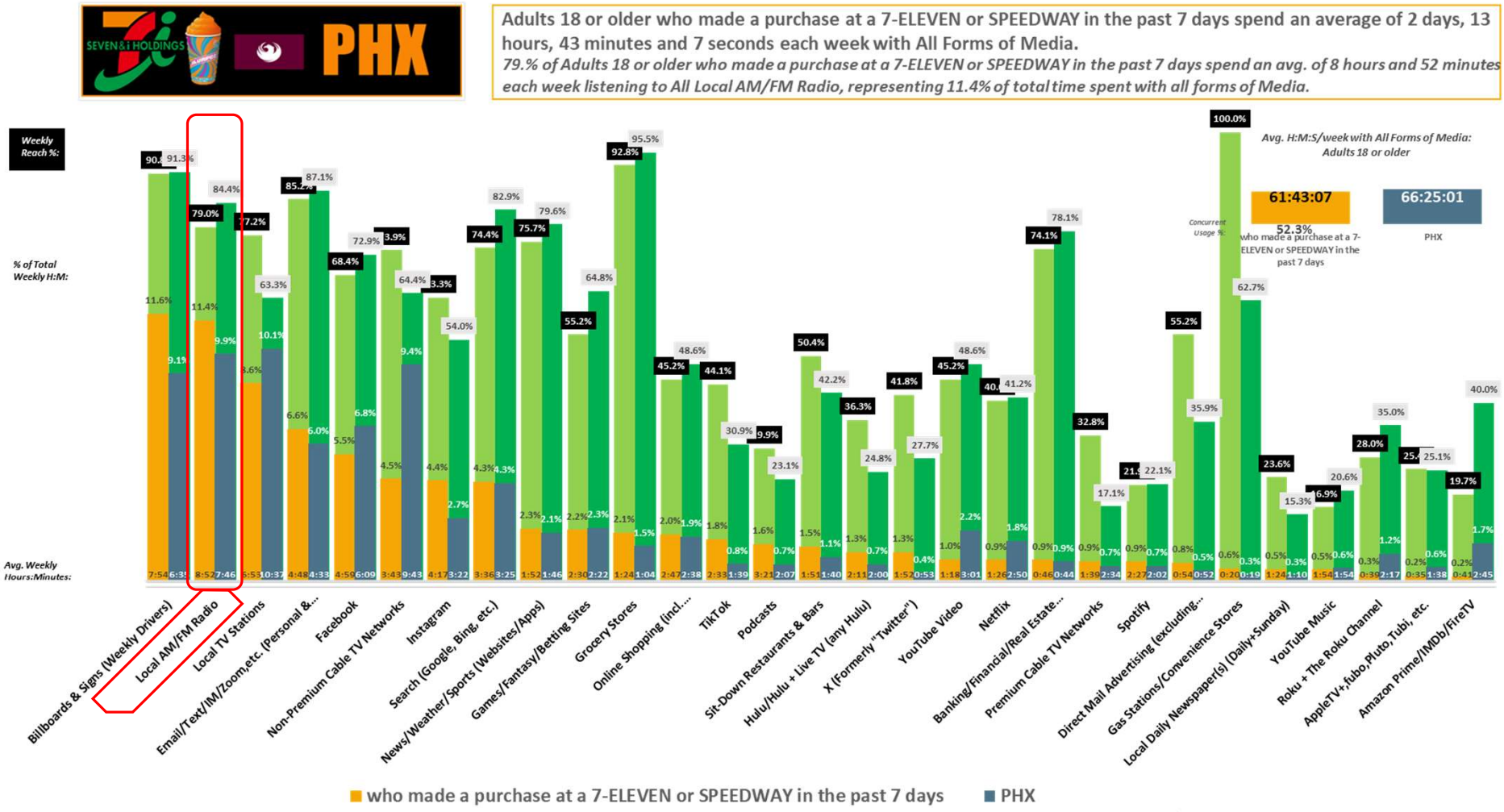


SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 478 SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,860

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(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)

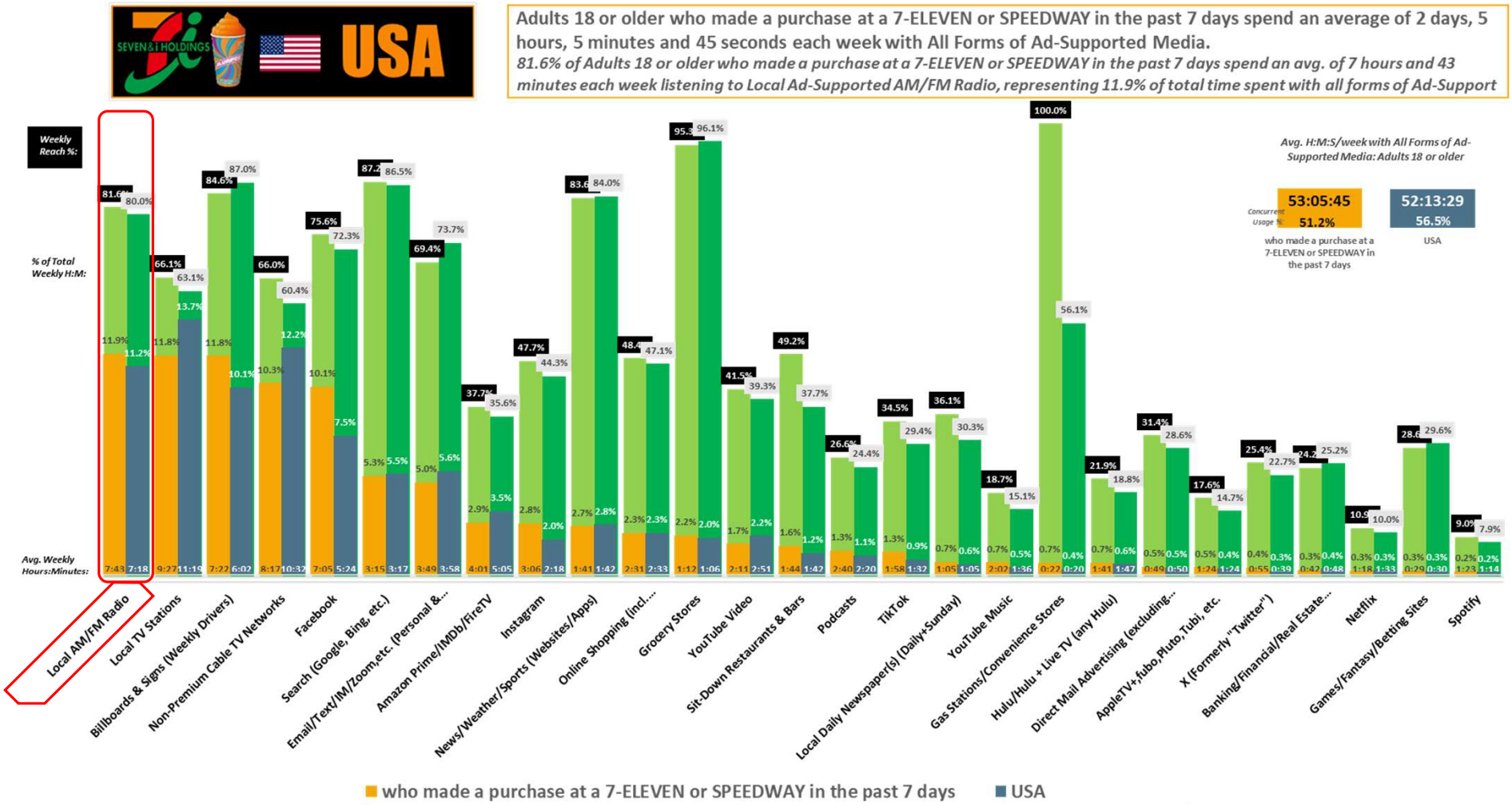


PHX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 98 PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,268

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(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)

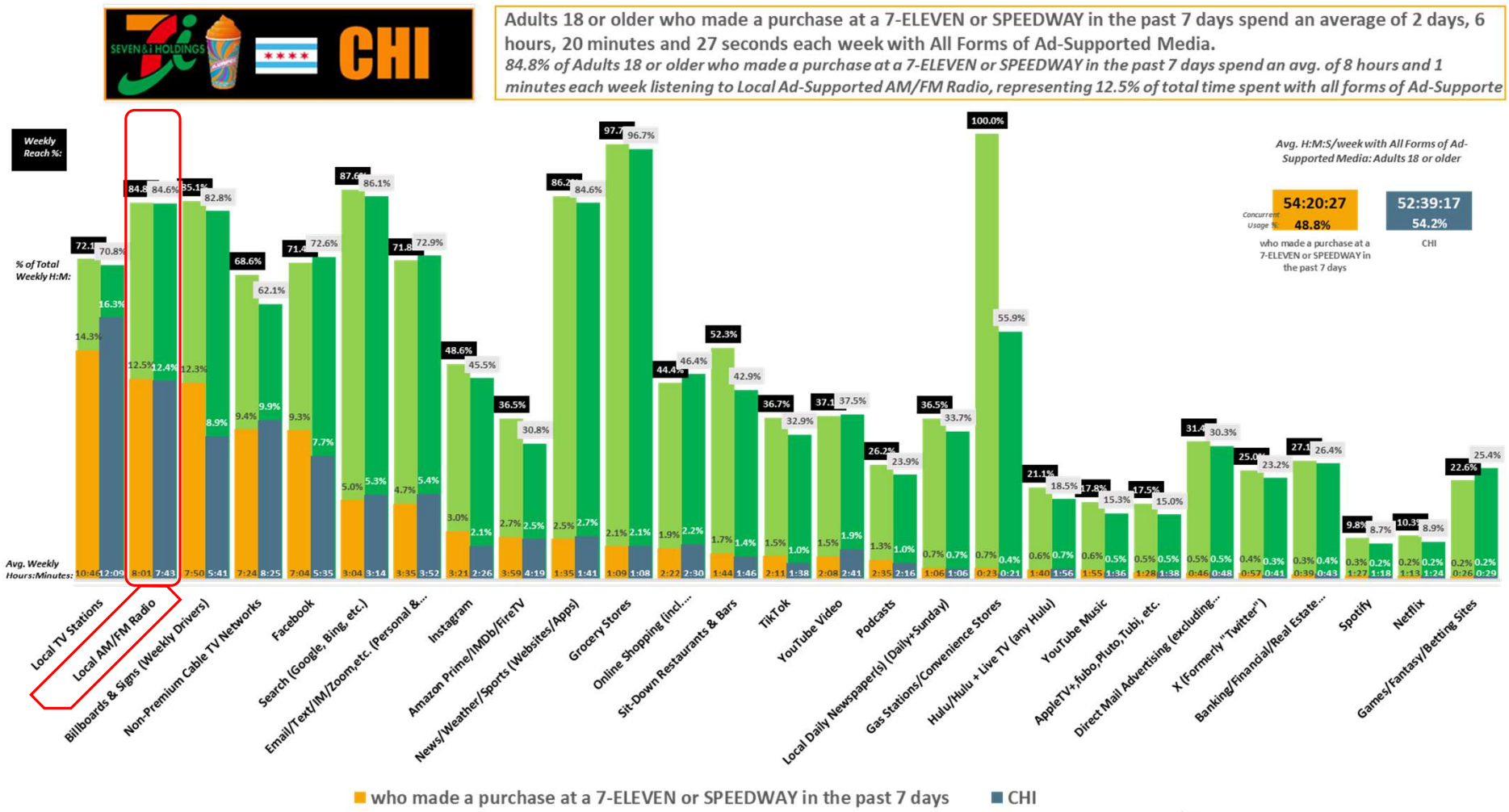


USA USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 4,429 USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,097

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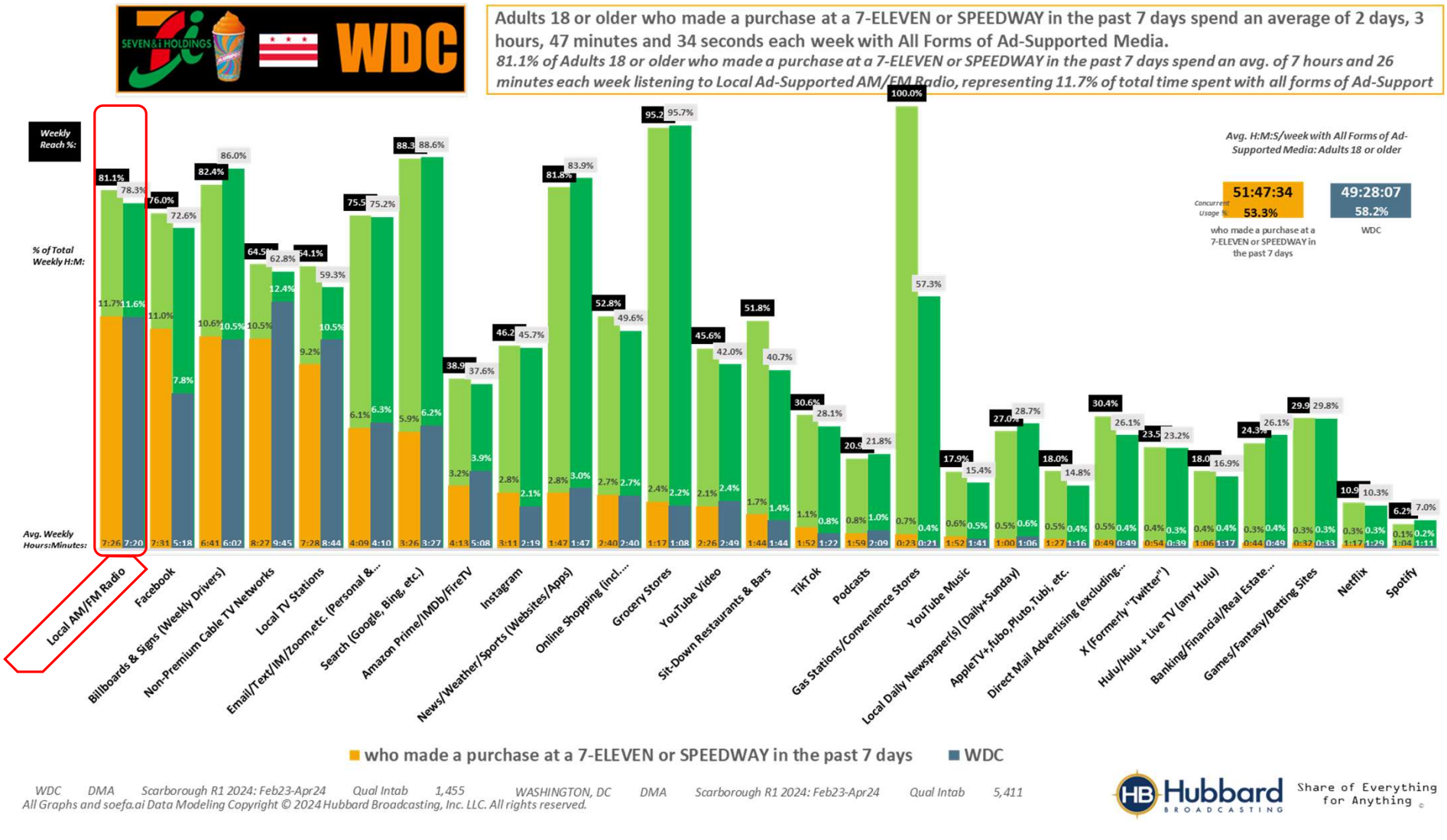


CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 933 CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 3,420

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(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)

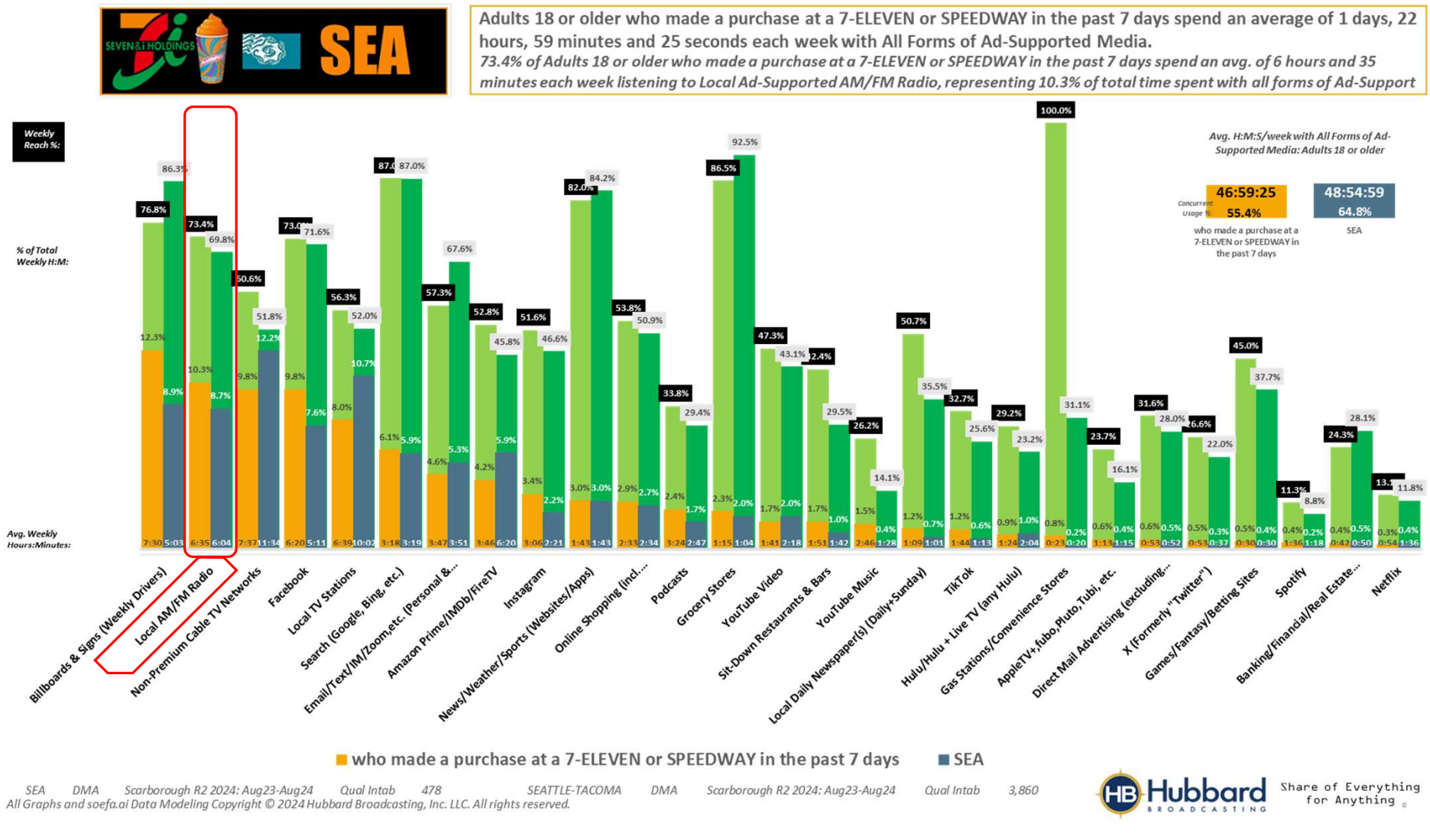


WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,455 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,411

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(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)

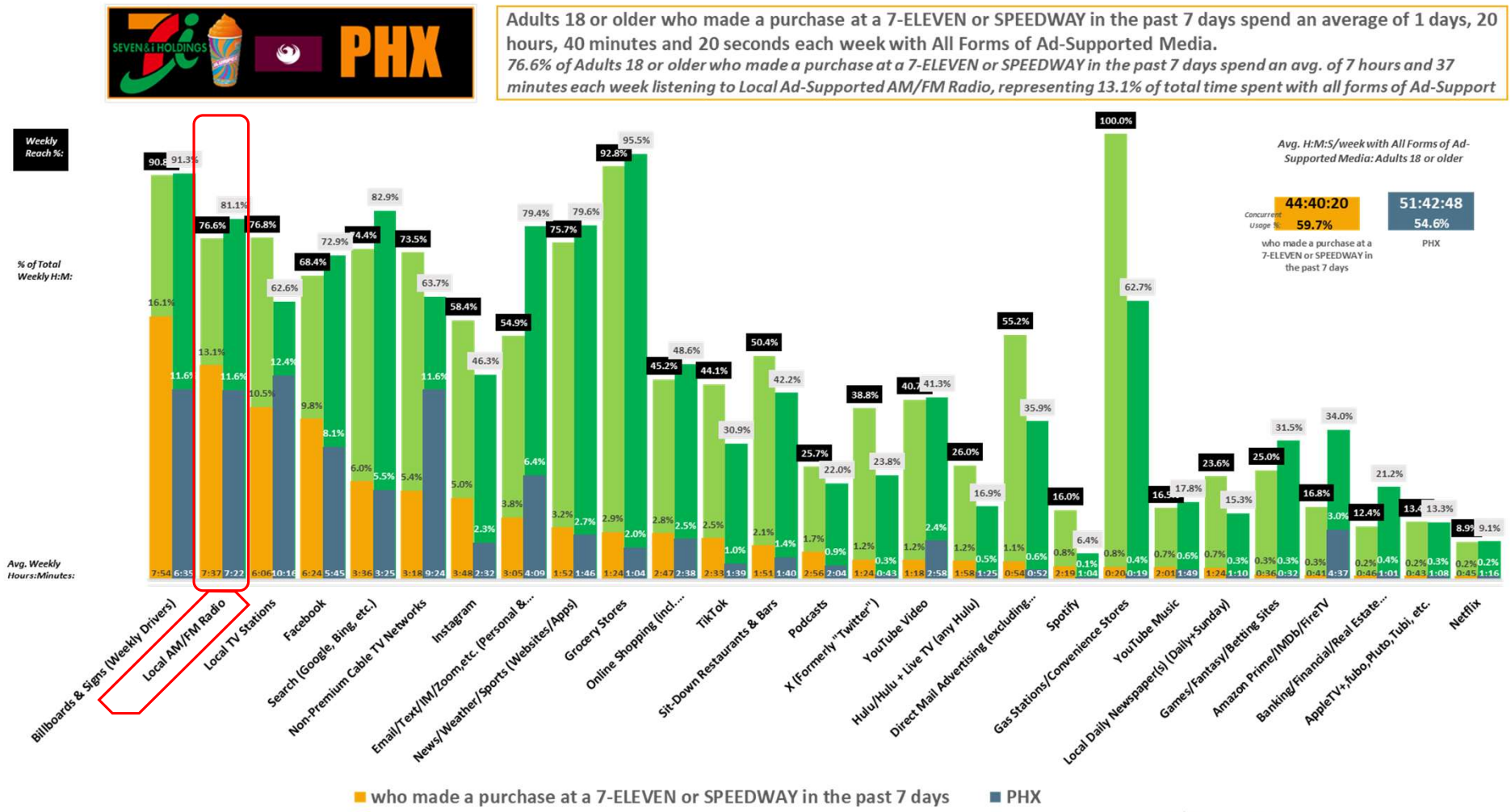


SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 478 SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,860

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(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)



PHX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 98 PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,268

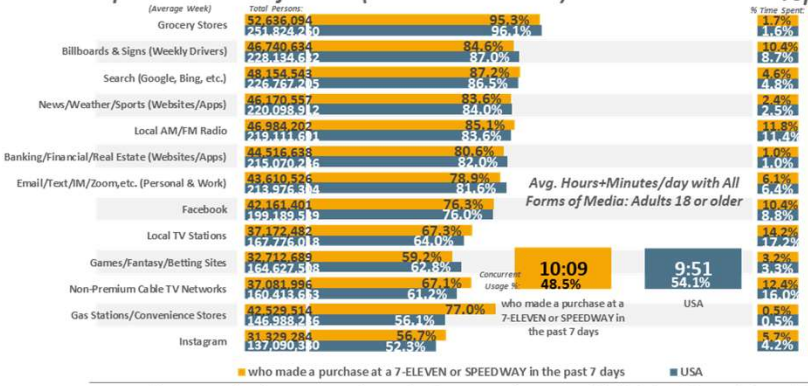
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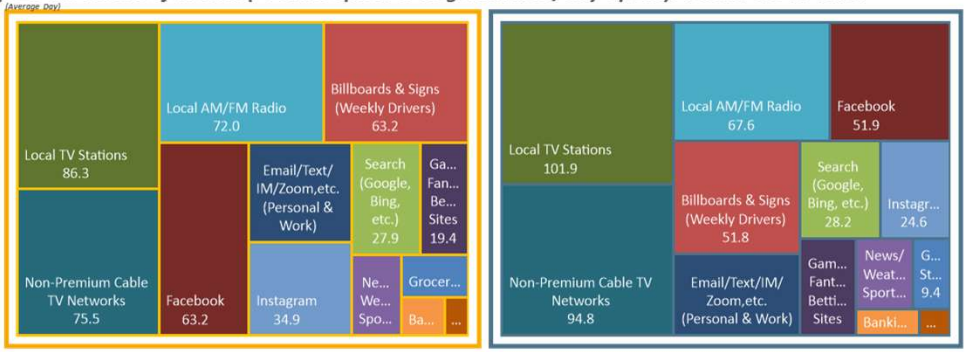
(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)

Adults 18 or older who made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days spend an average of 7 hours and 34 minutes each day with All Forms of Ad-Supported Media. 81.6% listen to Local AM/FM Radio for an avg. of 66.3 minutes/day. *(Local Radio delivers 11.9% of Time with Ad-Supported Media.)*

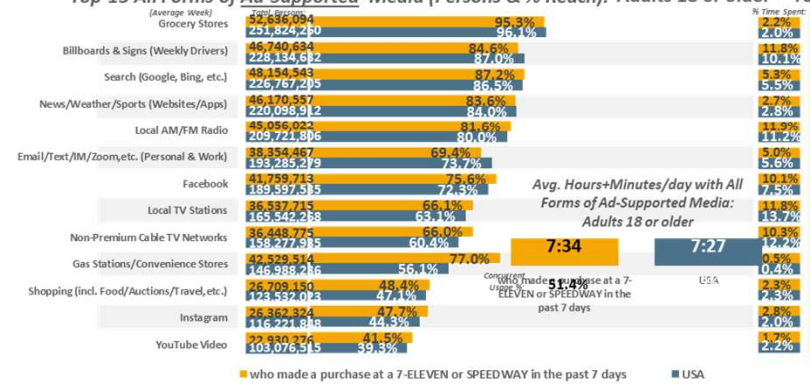
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



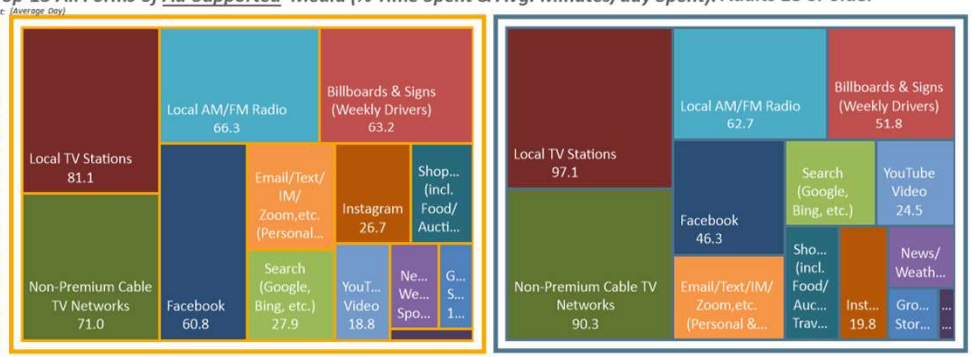
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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



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



USA USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 4,429

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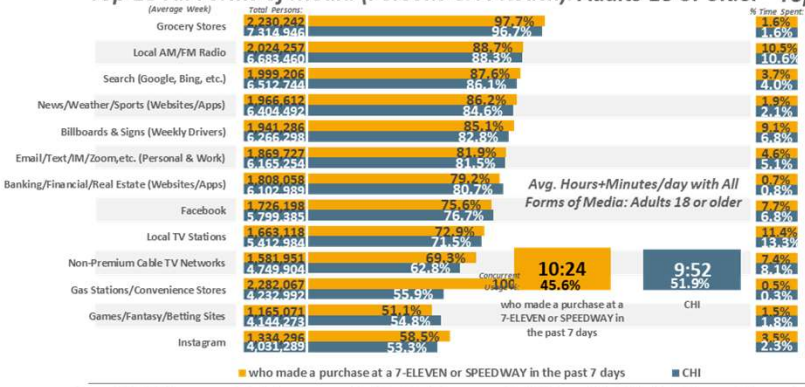
USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,097

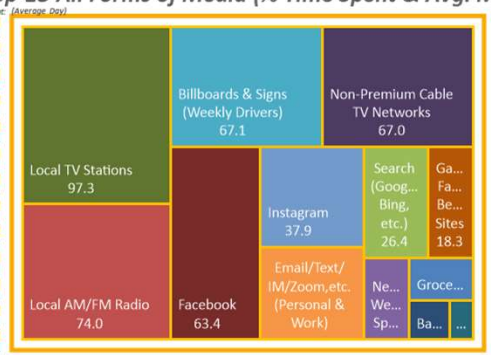
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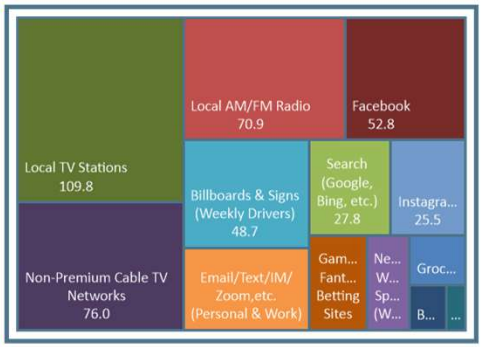
(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)

Adults 18 or older who made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days spend an average of 7 hours and 45 minutes each day with All Forms of Ad-Supported Media. 84.8% listen to Local AM/FM Radio for an avg. of 68.8 minutes/day. *(Local Radio delivers 12.5% of Time with Ad-Supported Media.)*

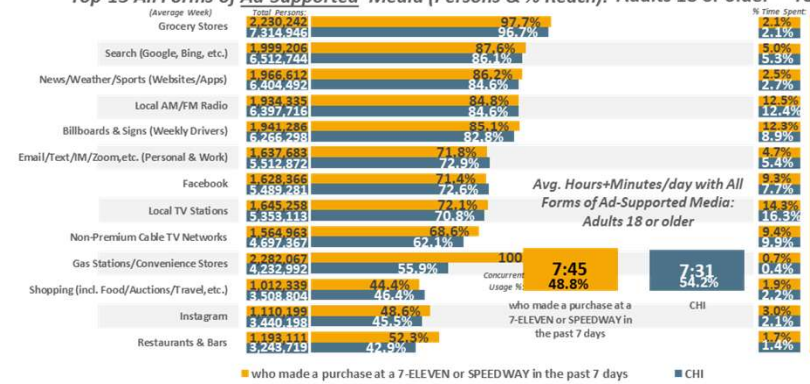
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**

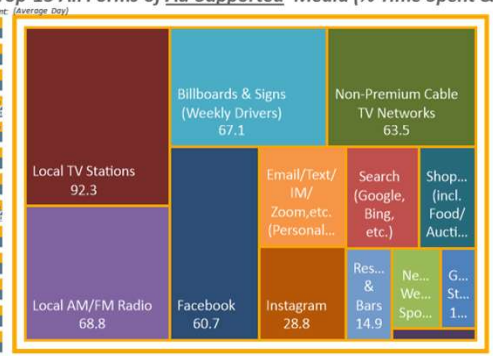


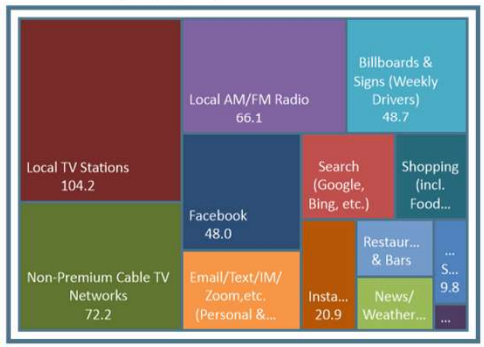




Top-13 All Forms of Ad-Supported Media (Persons & % Reach): **Adults 18 or older**







CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 933

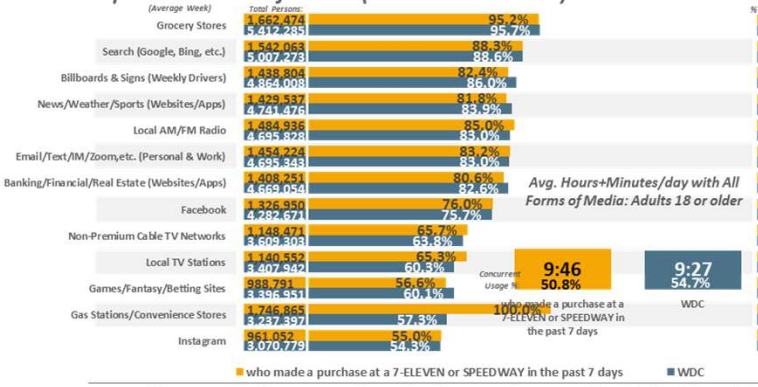
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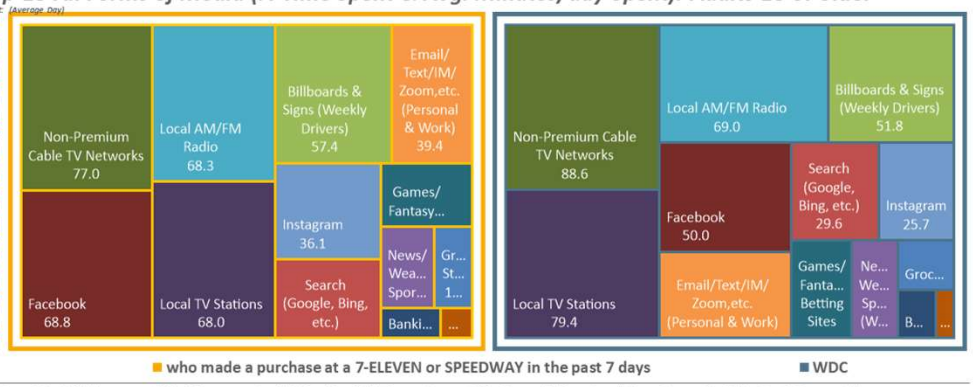
(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)

Adults 18 or older who made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days spend an average of 7 hours and 23 minutes each day with All Forms of Ad-Supported Media. 81.1% listen to Local AM/FM Radio for an avg. of 63.8 minutes/day. *(Local Radio delivers 11.7% of Time with Ad-Supported Media.)*

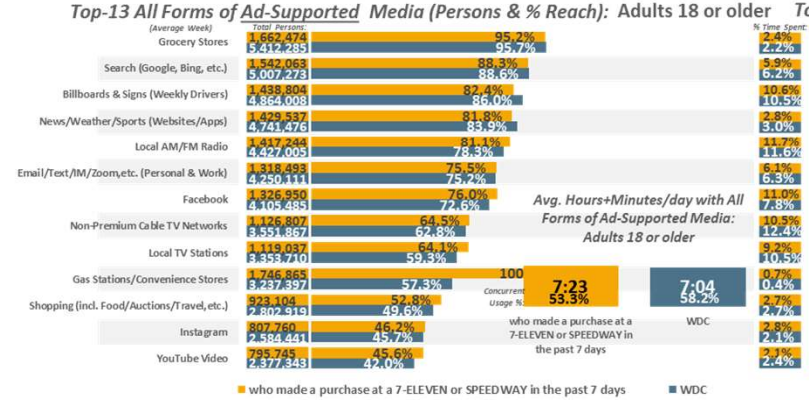
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



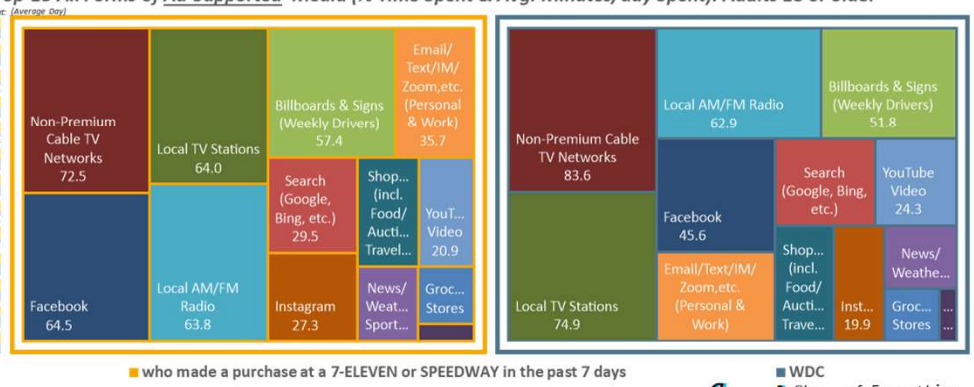
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,455

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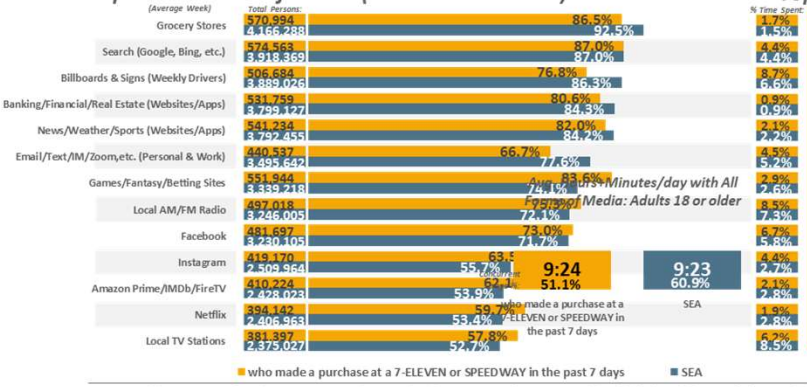
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(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)

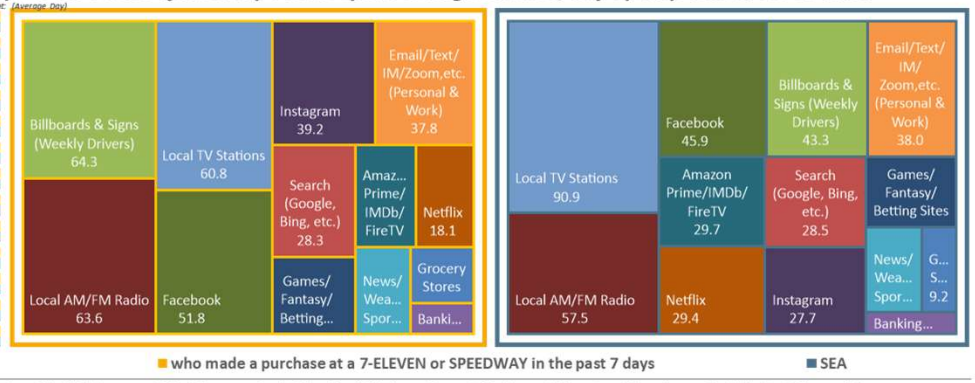
SEA

Adults 18 or older who made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days spend an average of 6 hours and 42 minutes each day with All Forms of Ad-Supported Media. 73.4% listen to Local AM/FM Radio for an avg. of 56.4 minutes/day. *(Local Radio delivers 10.3% of Time with Ad-Supported Media.)*

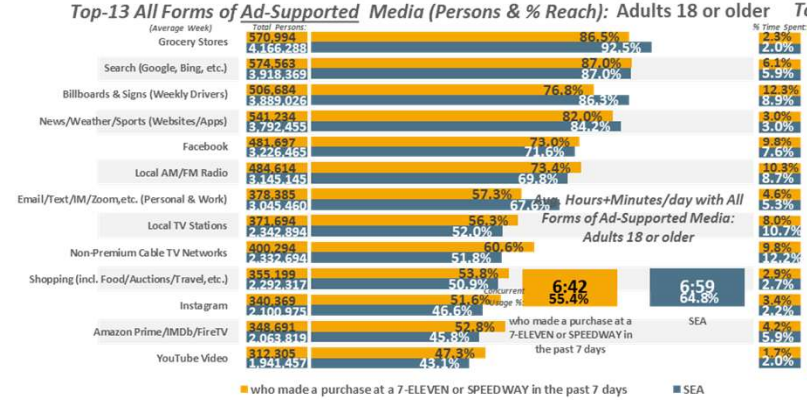
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



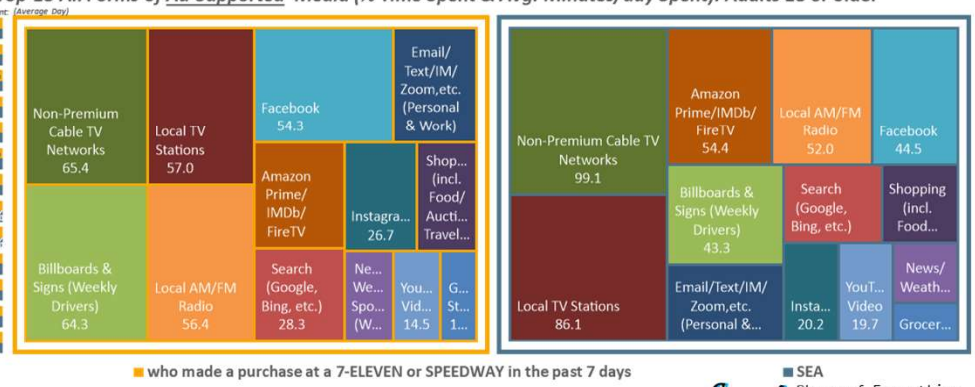
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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



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



SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 478

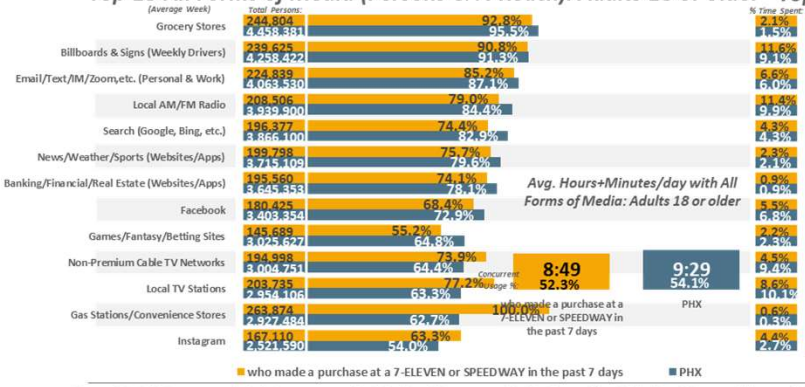
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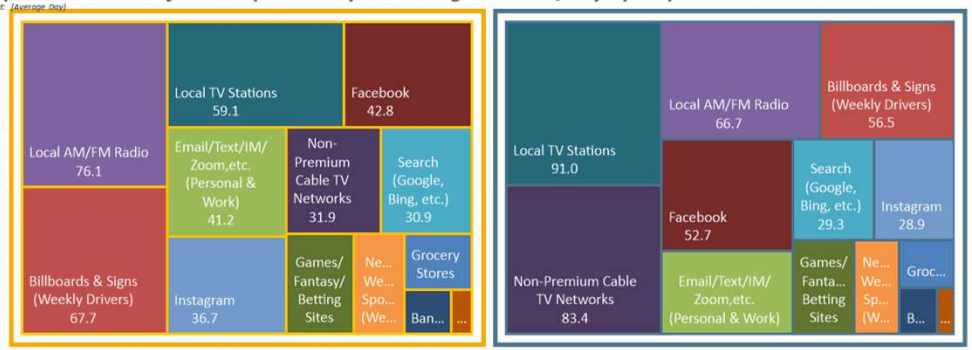
(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)

Adults 18 or older who made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days spend an average of 6 hours and 22 minutes each day with All Forms of Ad-Supported Media. 76.6% listen to Local AM/FM Radio for an avg. of 65.3 minutes/day. *(Local Radio delivers 13.1% of Time with Ad-Supported Media.)*

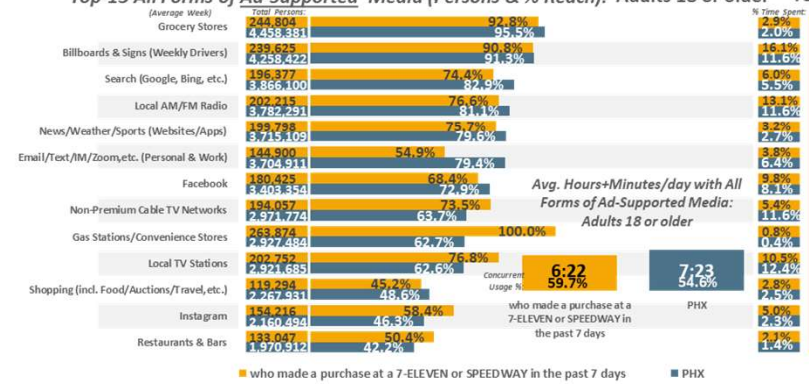
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



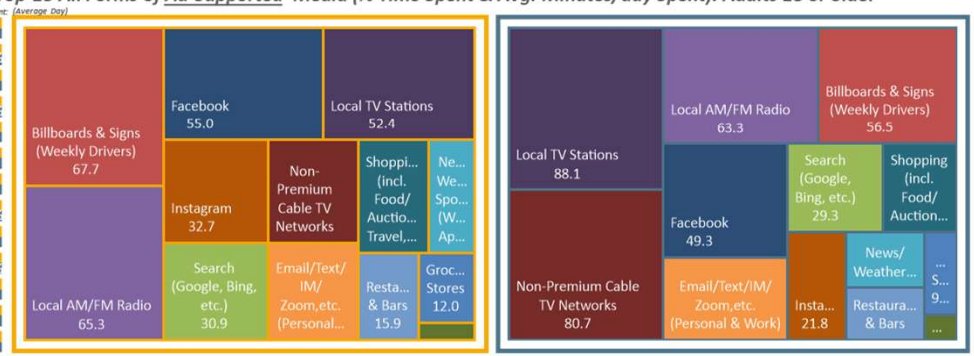
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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



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



PHX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 98

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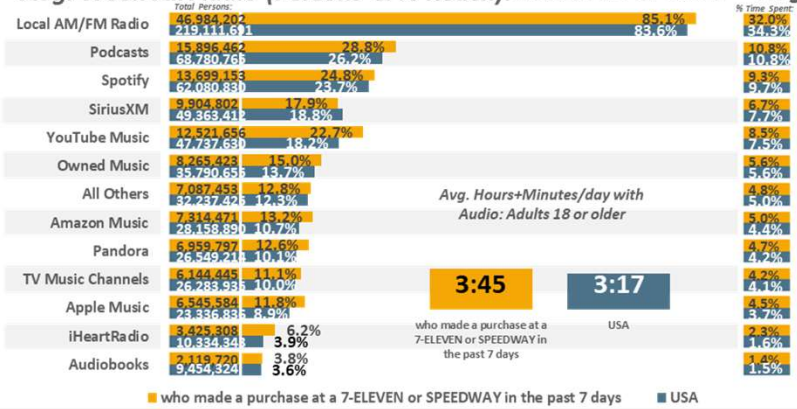
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(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)

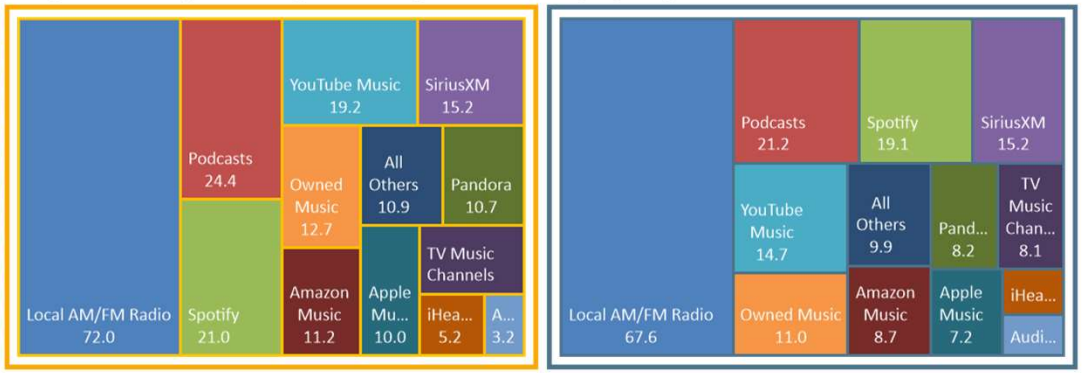


45,056,022 or 81.6% of Adults 18 or older who made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 66.3 minutes every day representing 40.4% of all time spent daily with Ad-Supported Audio

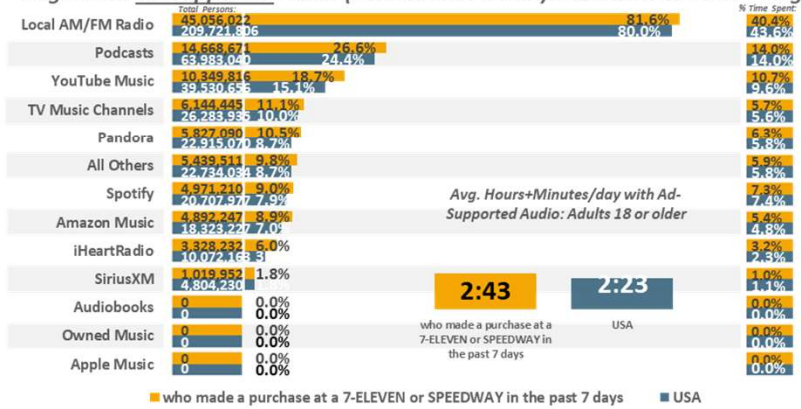
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



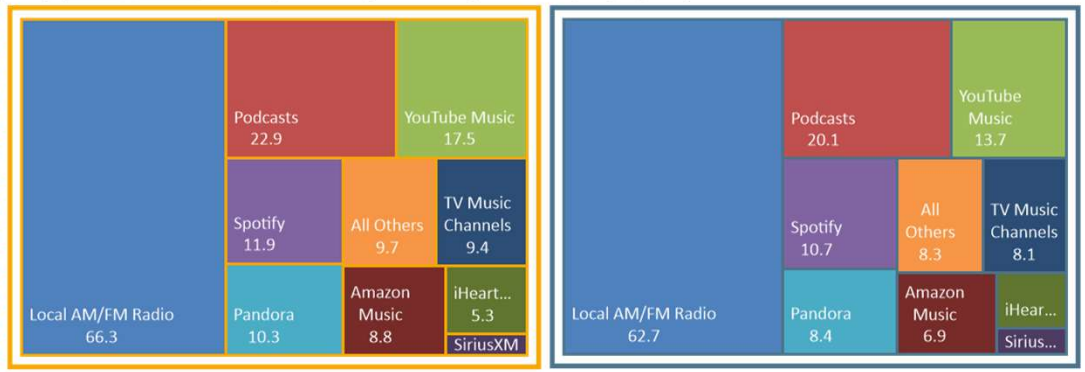
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 4,429

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Scarborough R2 2024: Aug23-Sep24 USA Projection

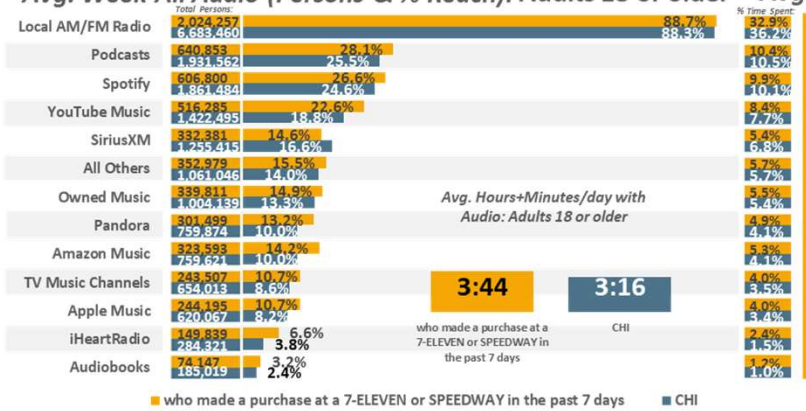
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(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)

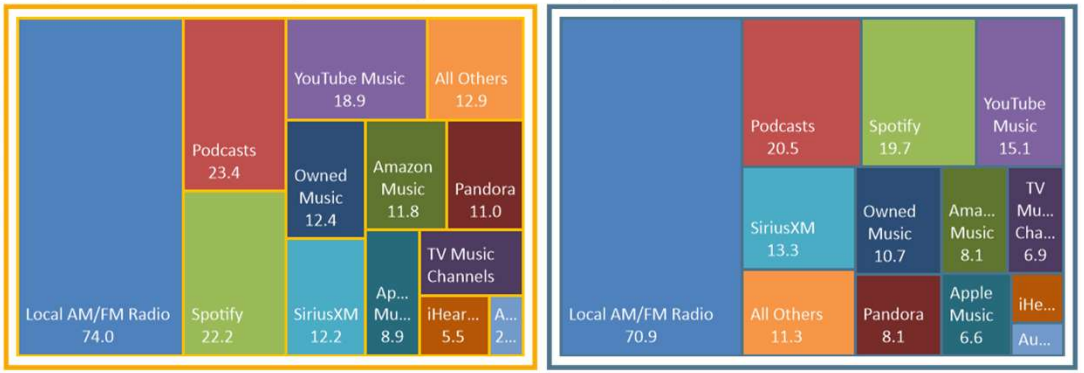
CHI

1,934,335 or 84.8% of Adults 18 or older who made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 68.8 minutes every day representing 40.8% of all time spent daily with Ad-Supported Audio.

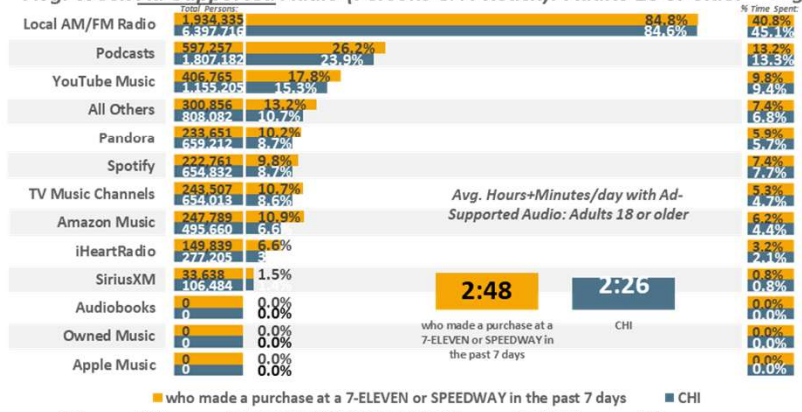
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



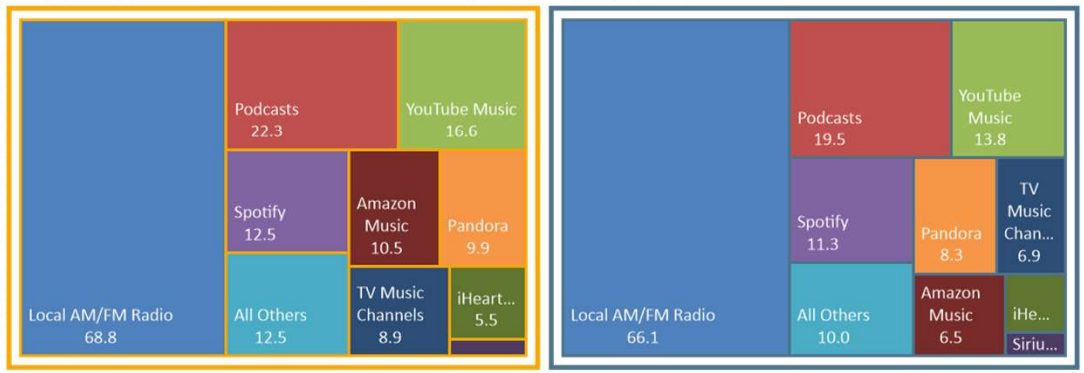
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 933

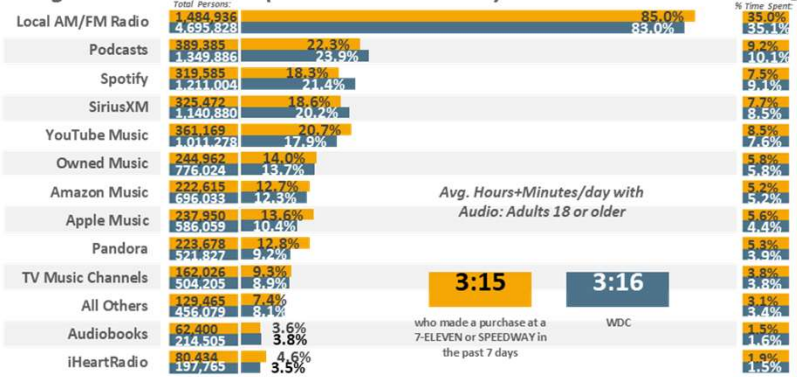
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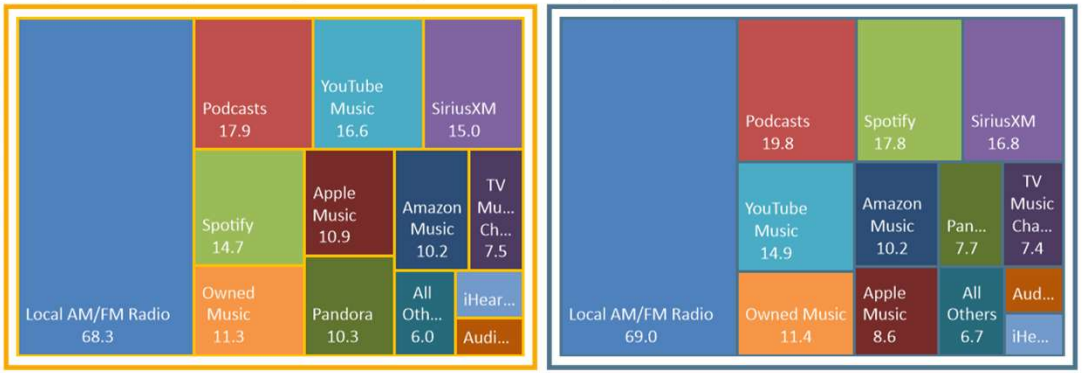
(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)

1,417,244 or 81.1% of Adults 18 or older who made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 63.8 minutes every day representing 44.6% of all time spent daily with Ad-Supported Audio.

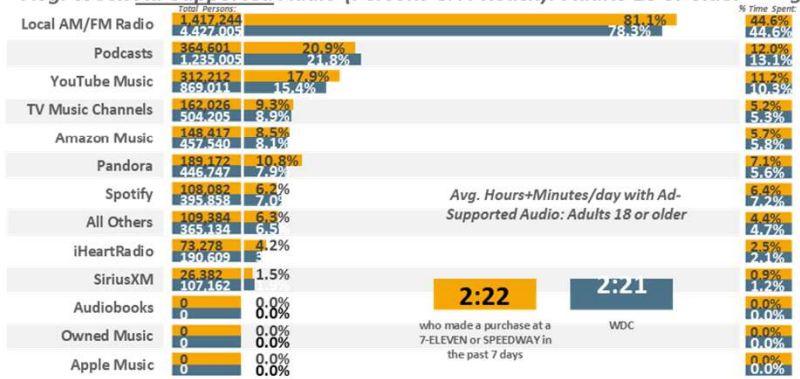
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



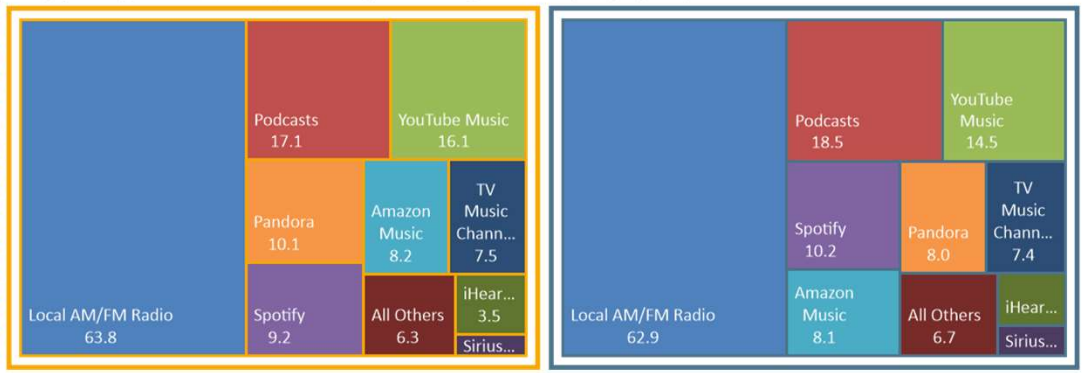
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,455

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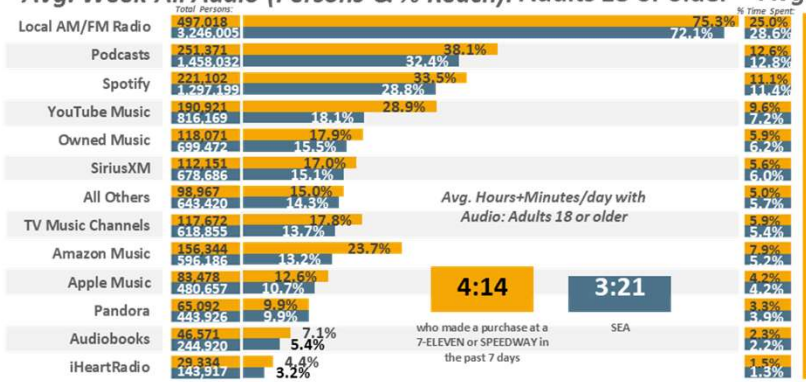
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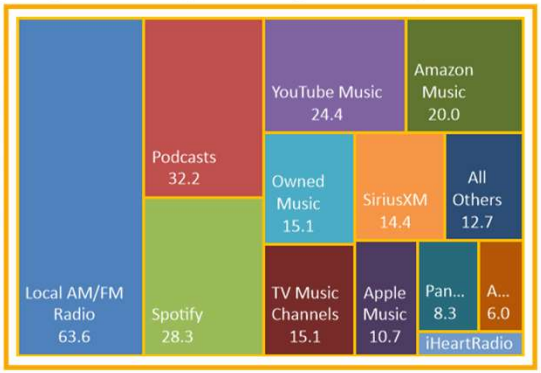
SEA

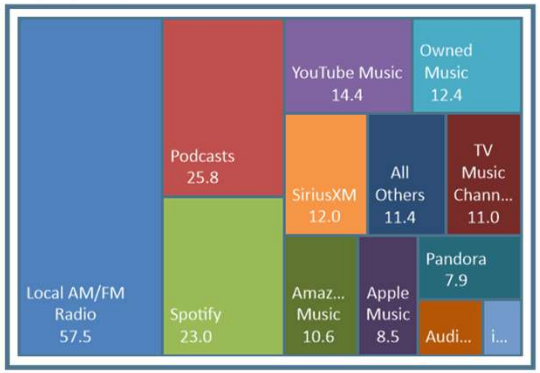
484,614 or 73.4% of Adults 18 or older who made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 56.4 minutes every day representing 32.1% of all time spent daily with Ad-Supported Audio.

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

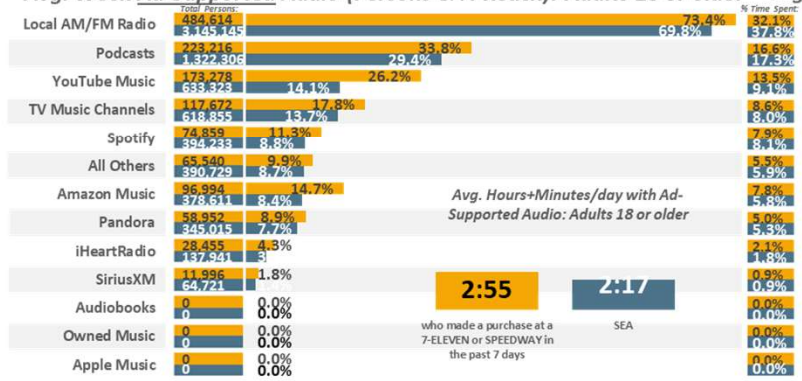


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

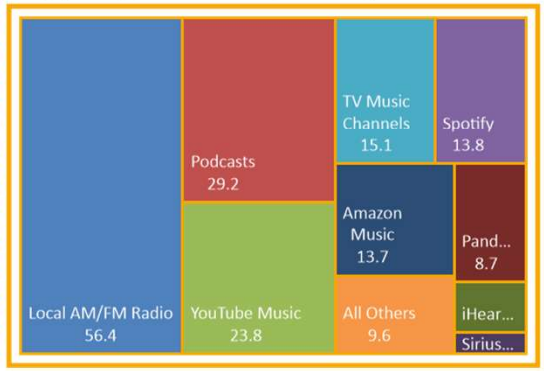


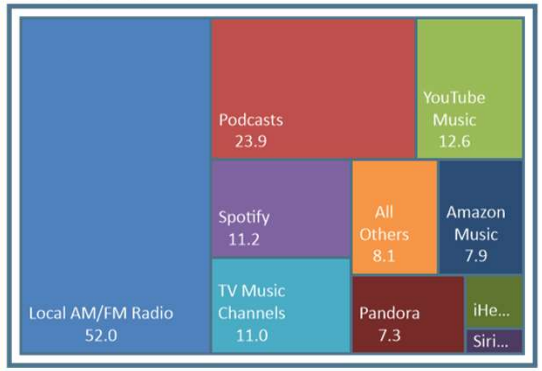


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



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





SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 478

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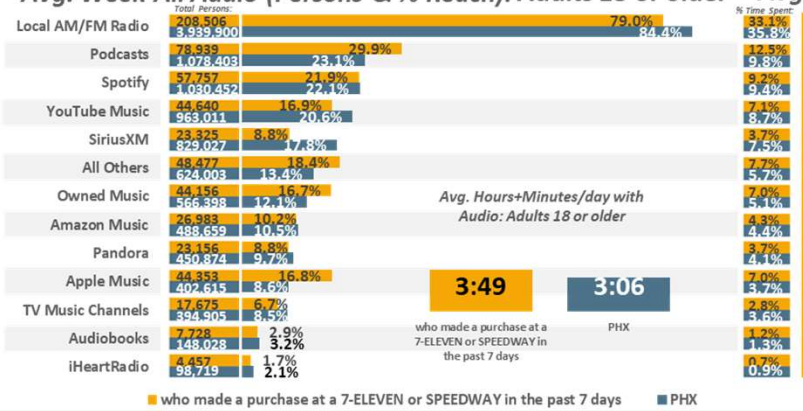
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(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)

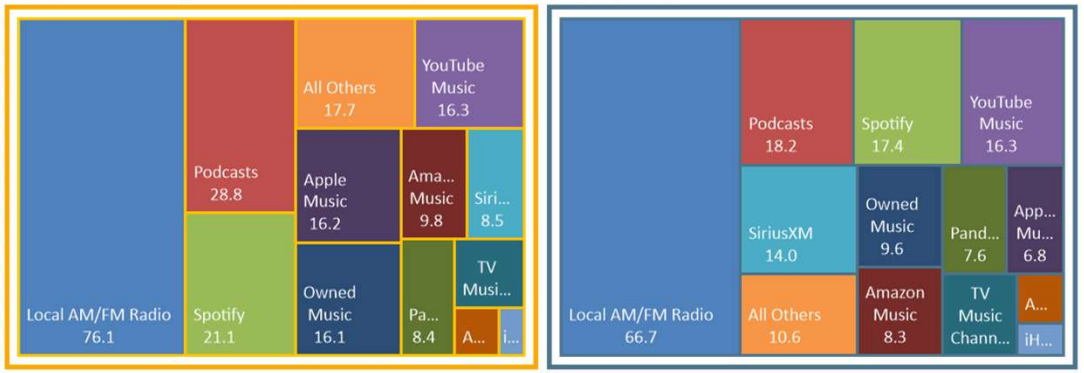
PHX

202,215 or 76.6% of Adults 18 or older who made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 65.3 minutes every day representing 38.9% of all time spent daily with Ad-Supported Audio.

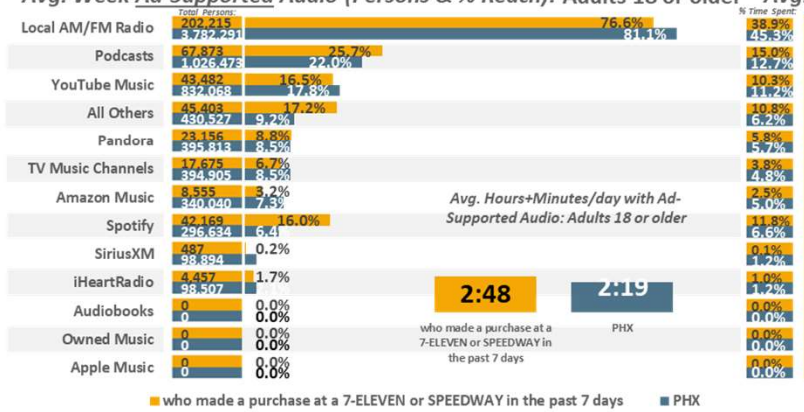
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



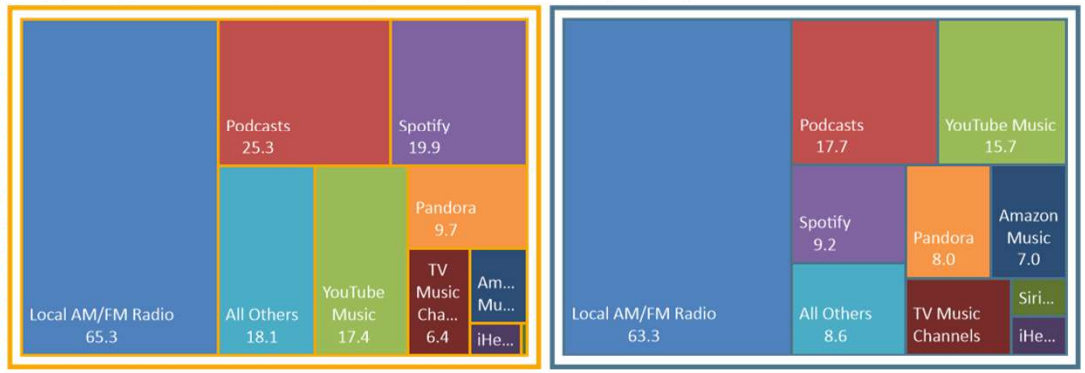
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 98

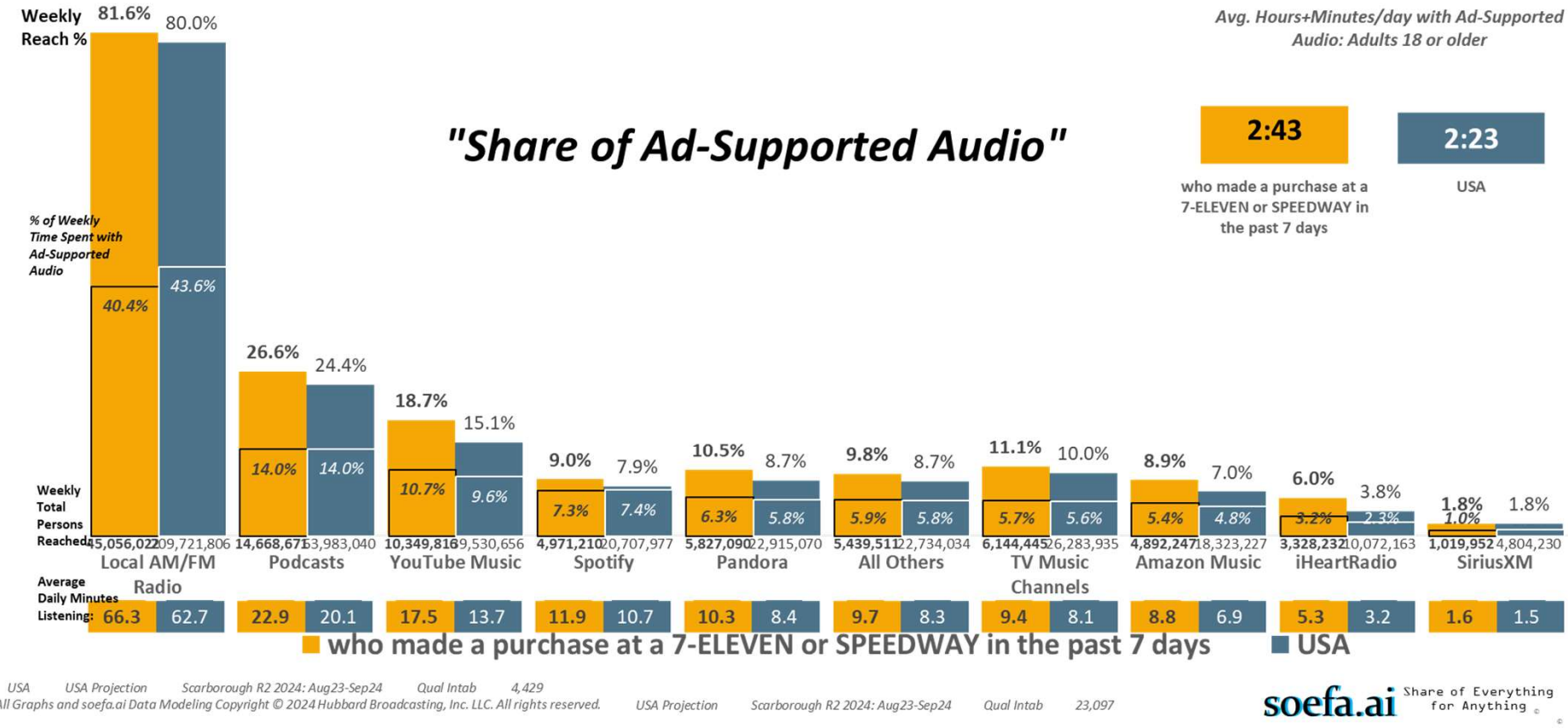
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(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)



45,056,022 or 81.6% of Adults 18 or older who made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 66.3 minutes every day representing 40.4% of all time spent daily with Ad-Supported Audio



USA USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 4,429

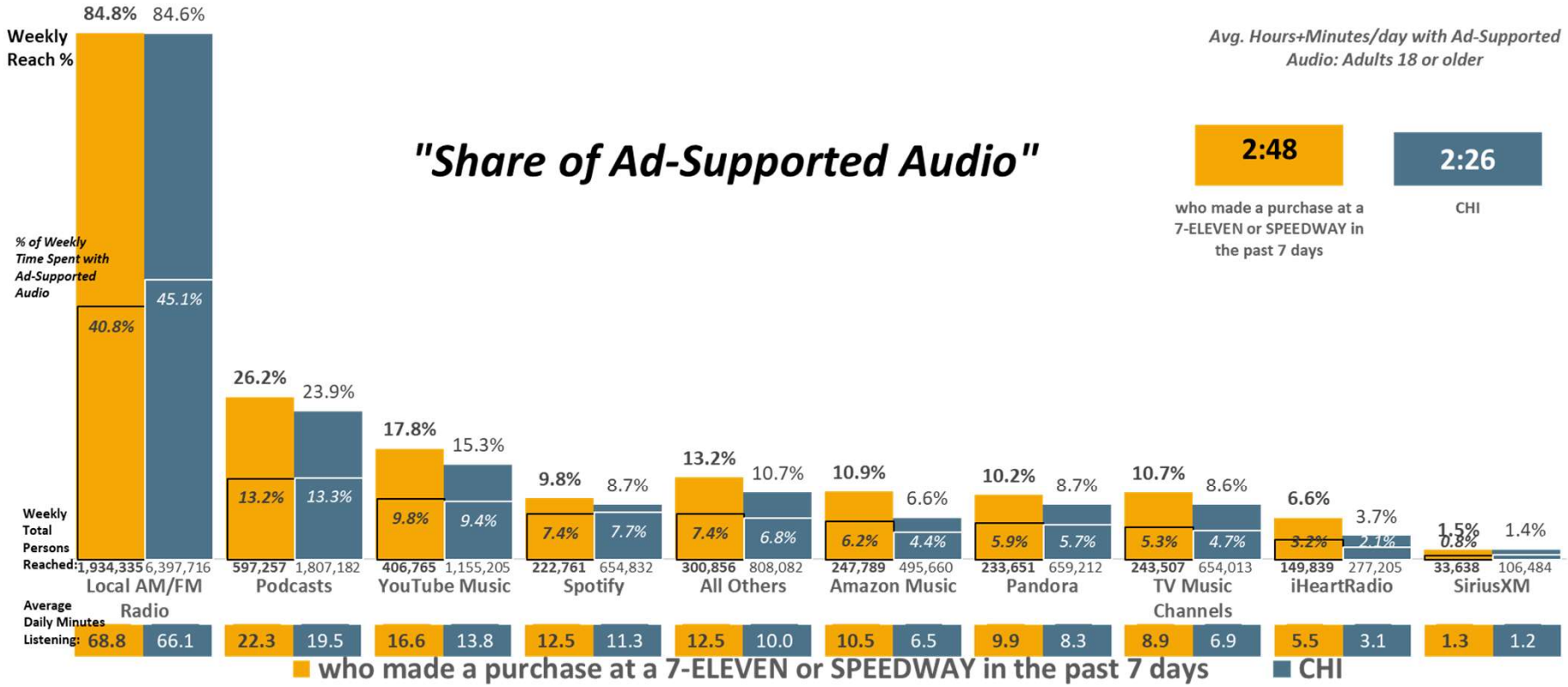
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USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,097

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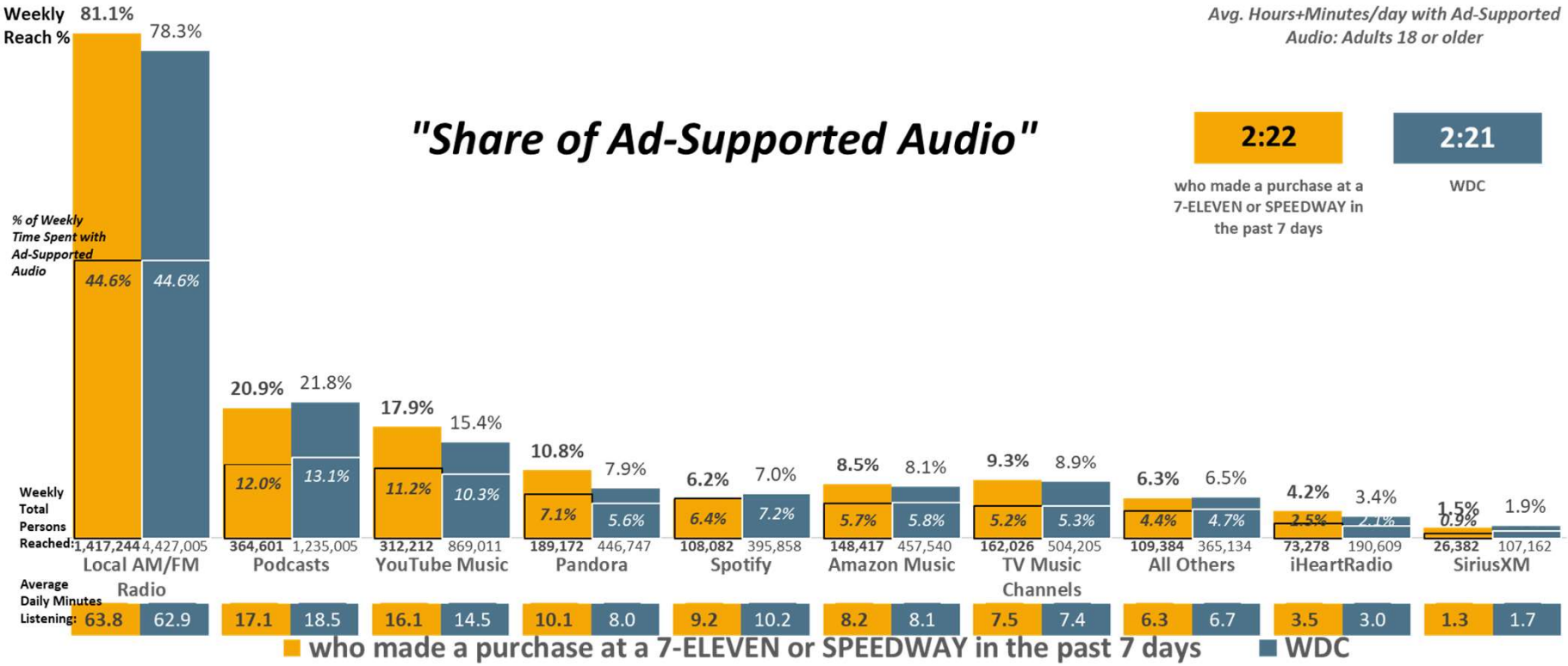
CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 933 CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 3,420

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WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,455 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,411

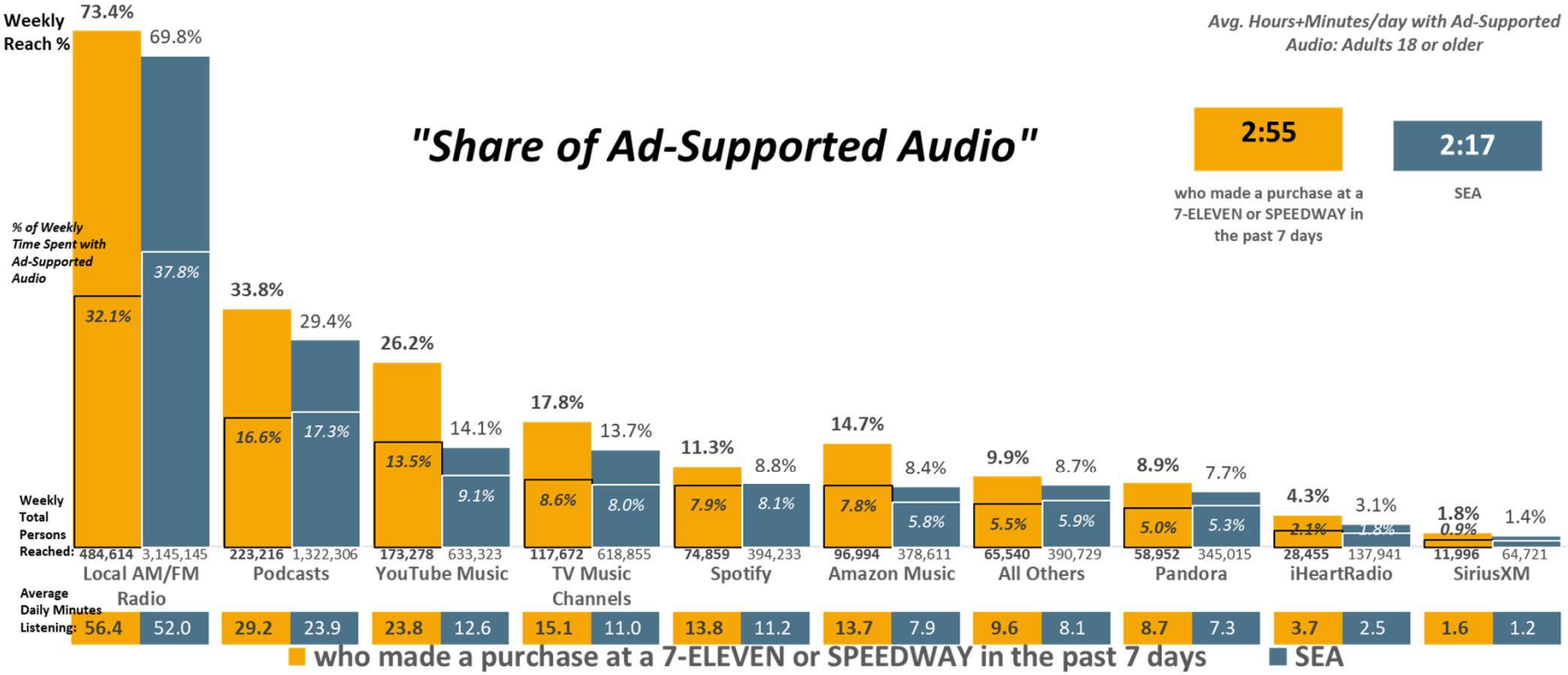
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(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)

SEA

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SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 478 SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,860

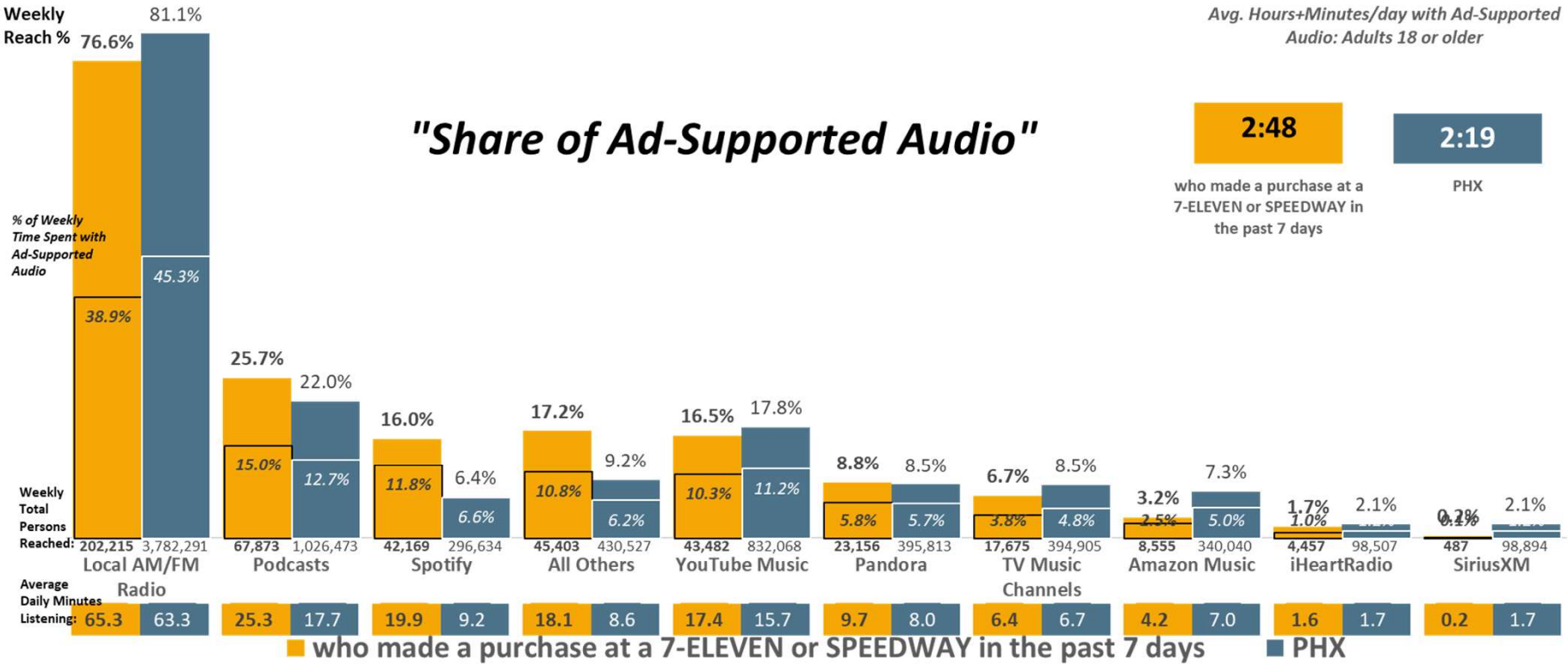
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PHX

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PHX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 98 PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,268

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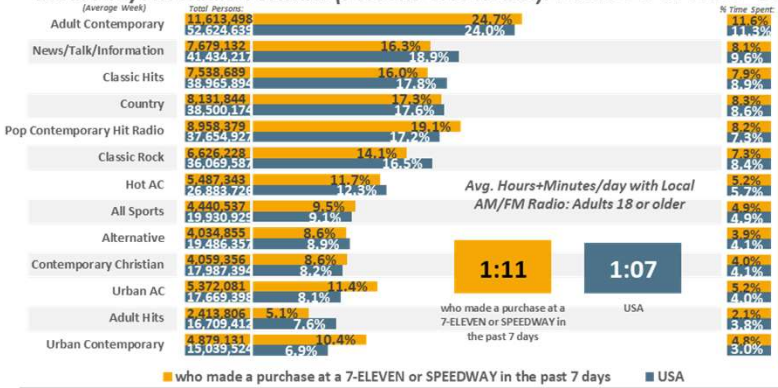
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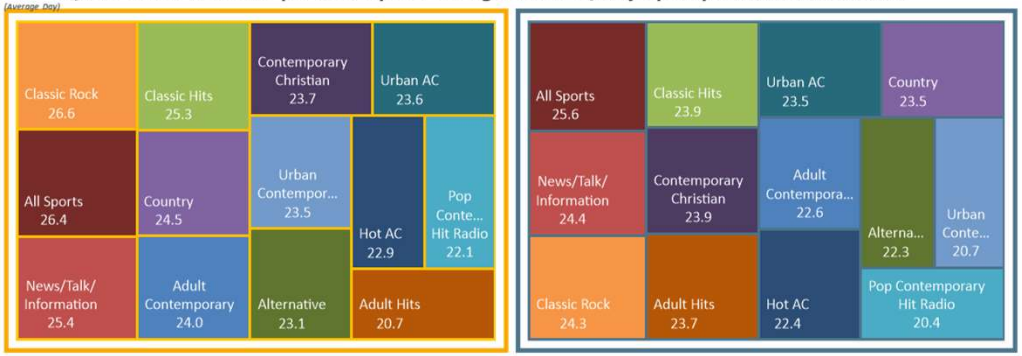
USA

45,056,022 or 81.6% of Adults 18 or older who made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Country, Classic Hits, and Classic R

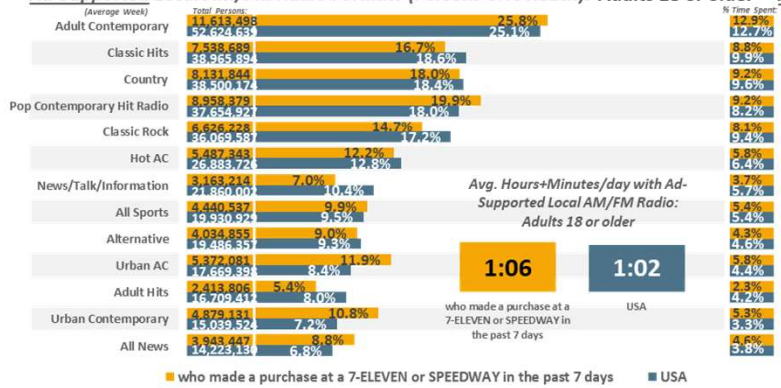
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



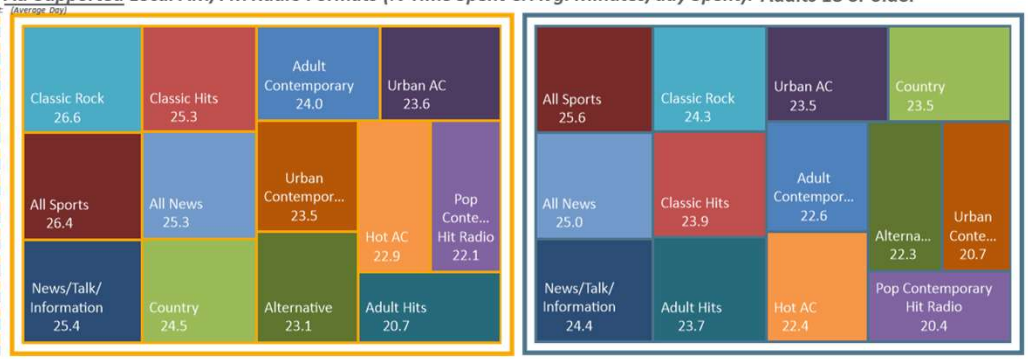
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA *USA Projection* *Scarborough R2 2024: Aug23-Sep24* *Qual Intab* *4,429*

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USA Projection *Scarborough R2 2024: Aug23-Sep24* *Qual Intab* *23,097*

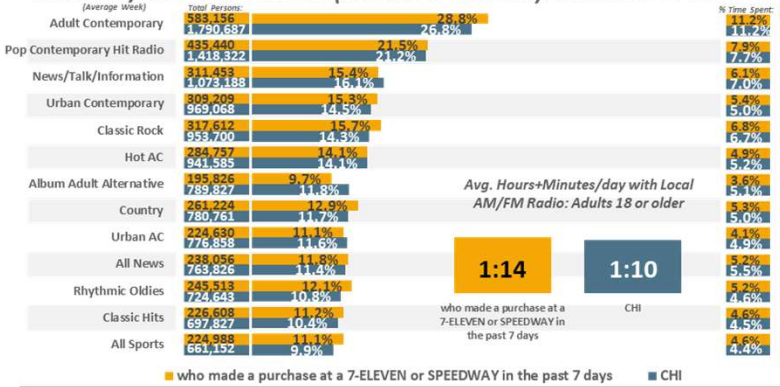
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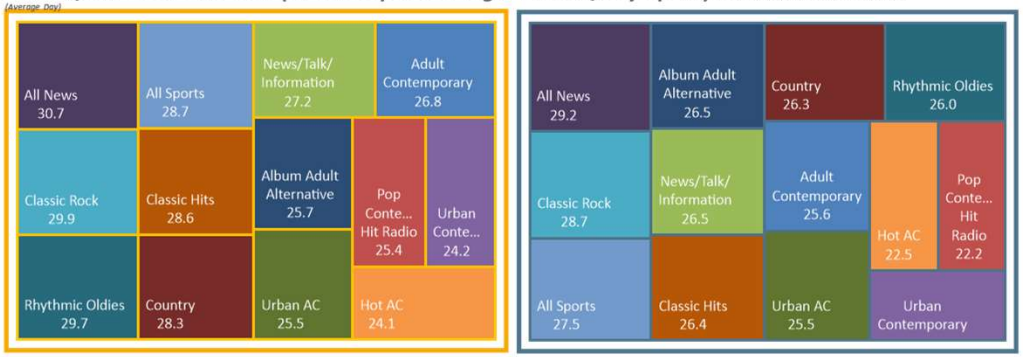
CHI

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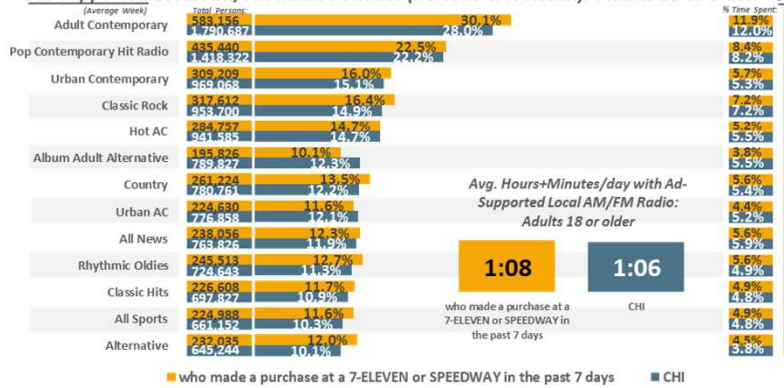
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



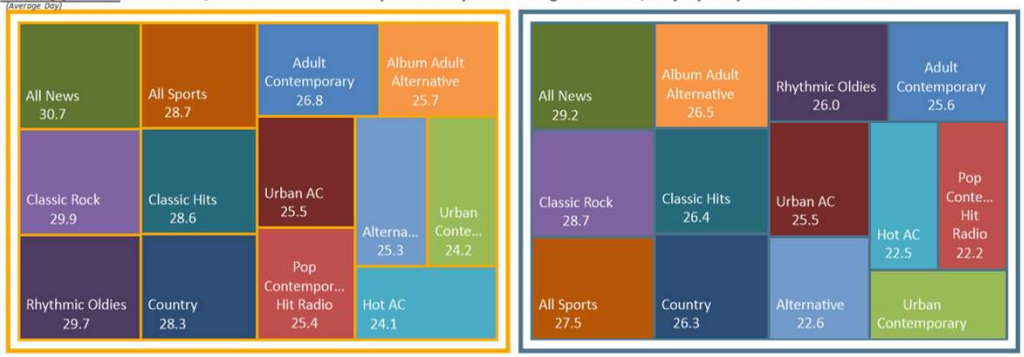
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 933

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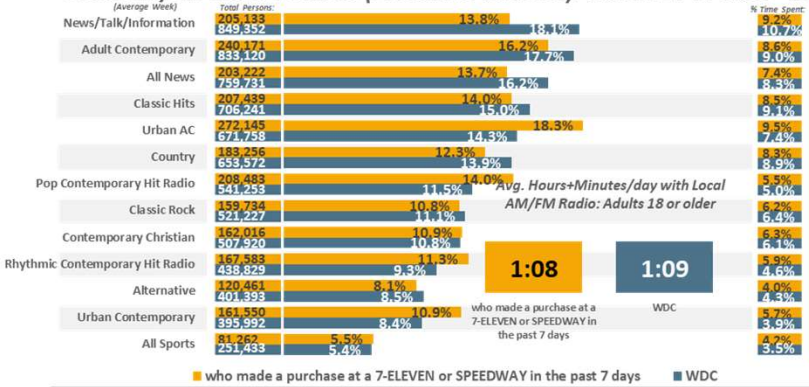
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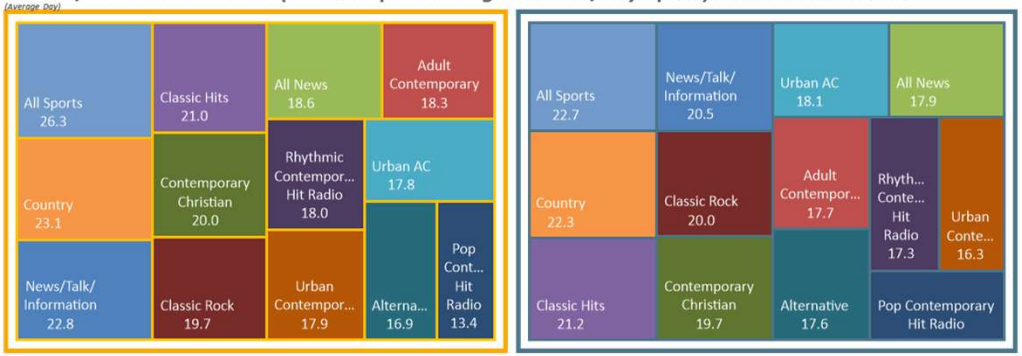


1,417,244 or 81.1% of Adults 18 or older who made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Urban AC, Adult Contemporary, Pop Contemporary Hit Radio, Classic Hits, and All News.

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



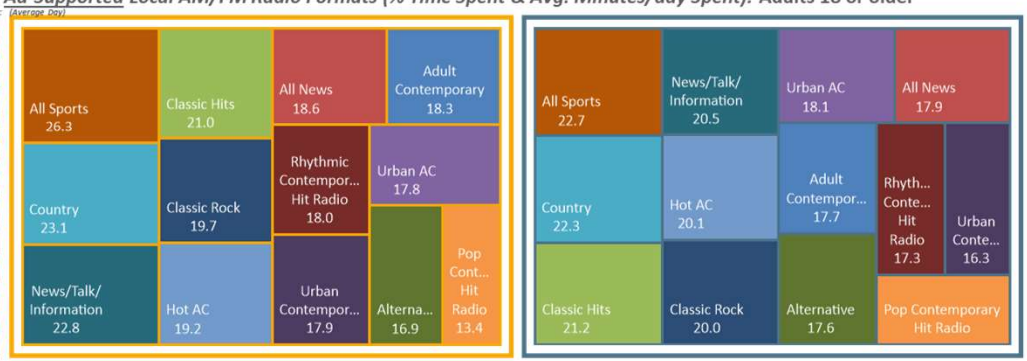
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,455

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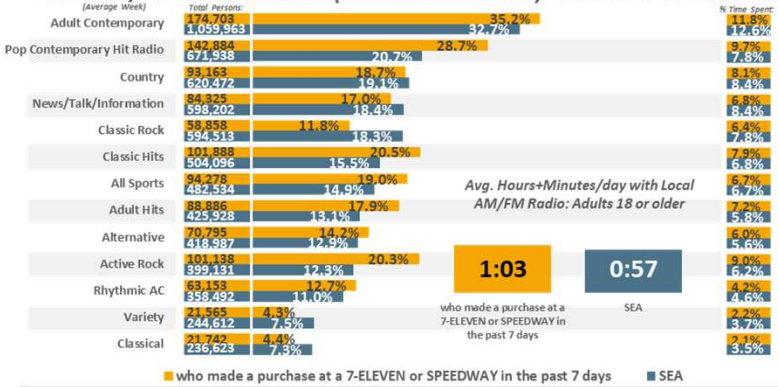
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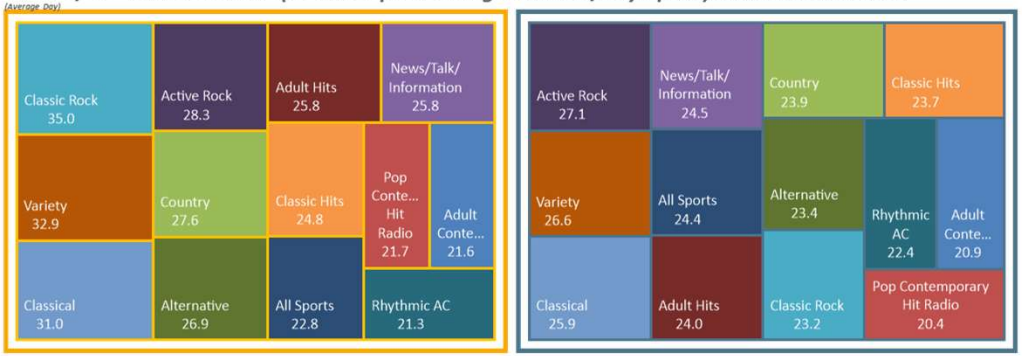
SEA

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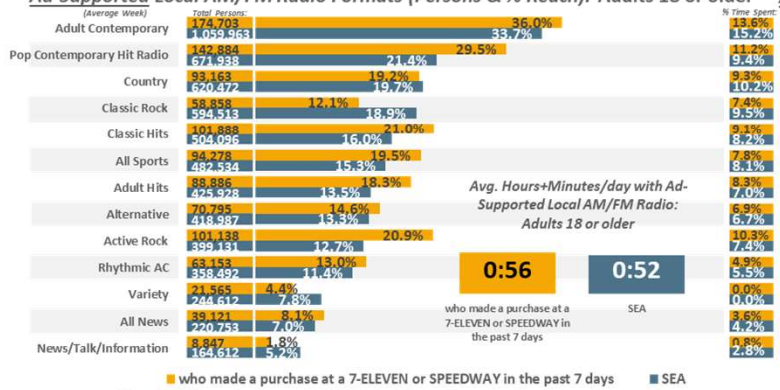
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



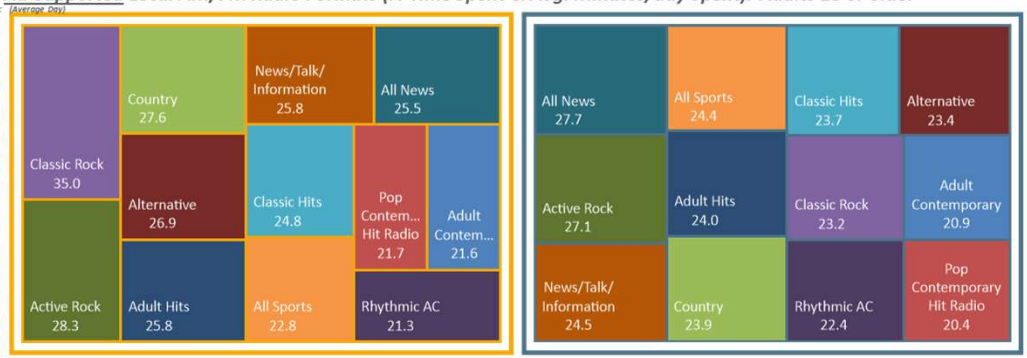
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 478

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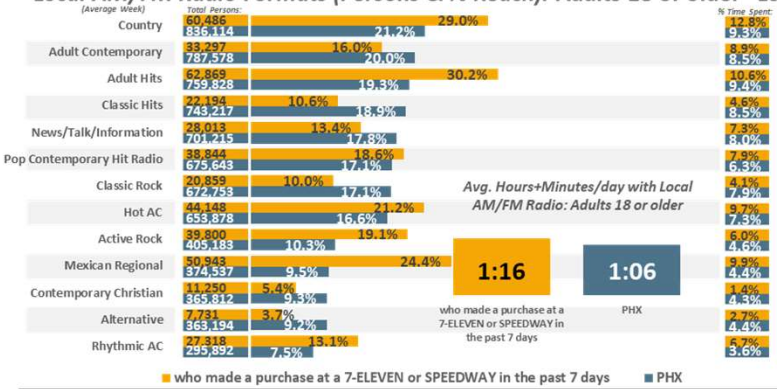
soefa.ai Share of Everything for Anything

(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)

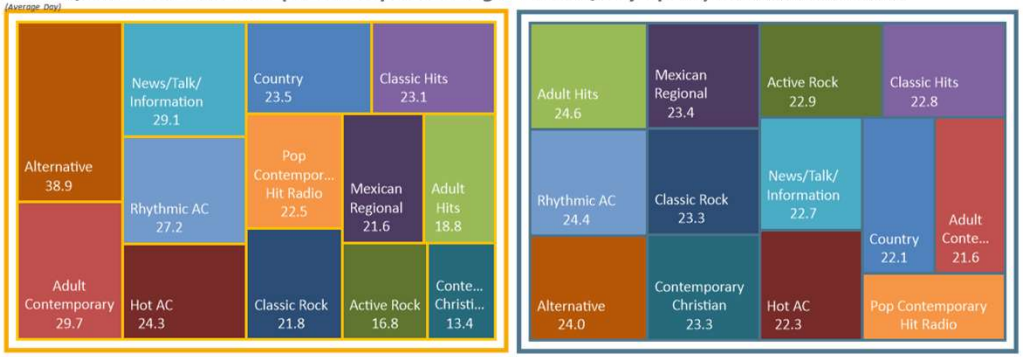
PHX

202,215 or 76.6% of Adults 18 or older who made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Hits, Country, Mexican Regional, Hot AC, and Active Rock.

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



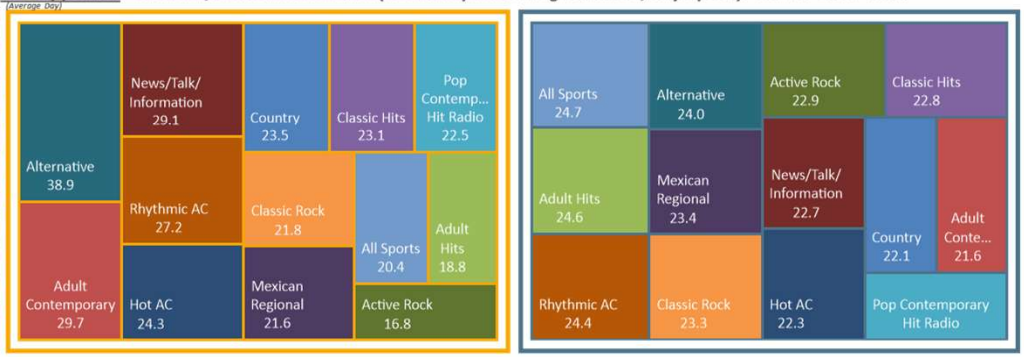
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 98

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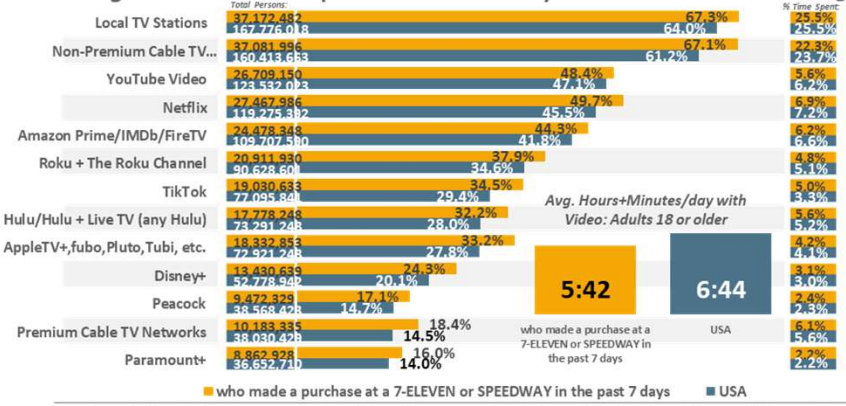
soefa.ai Share of Everything for Anything

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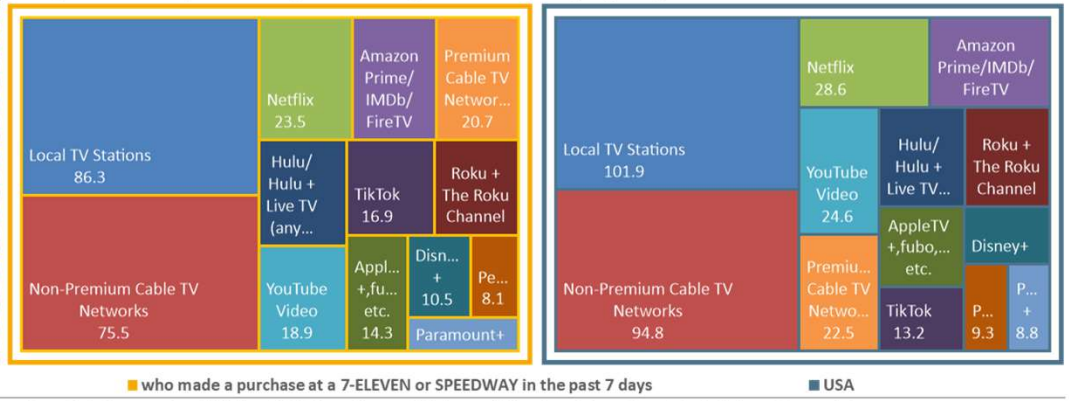
USA

36,537,715 or 66.1% of Adults 18 or older who made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days watch Ad-Supported Local TV Stations for an average of 81.1 minutes every day representing 29.% of all time spent daily with Ad-Supported Video.

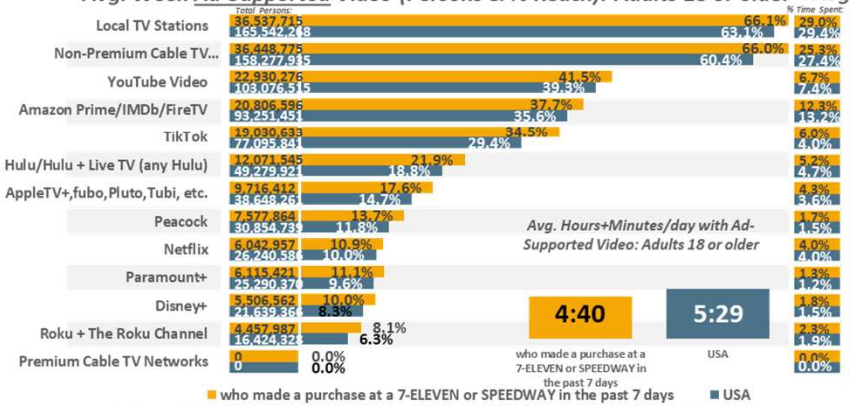
Avg. Week All Video (Persons & % Reach): Adults 18 or older



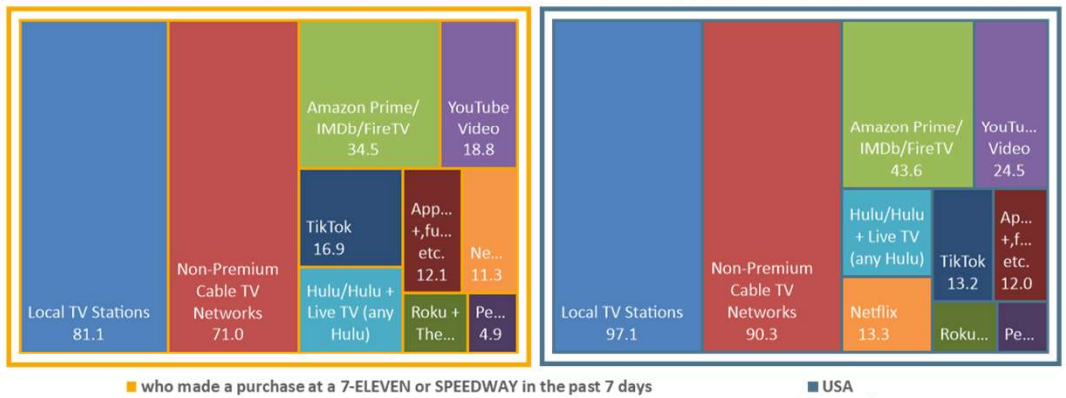
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 4,429

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USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,097

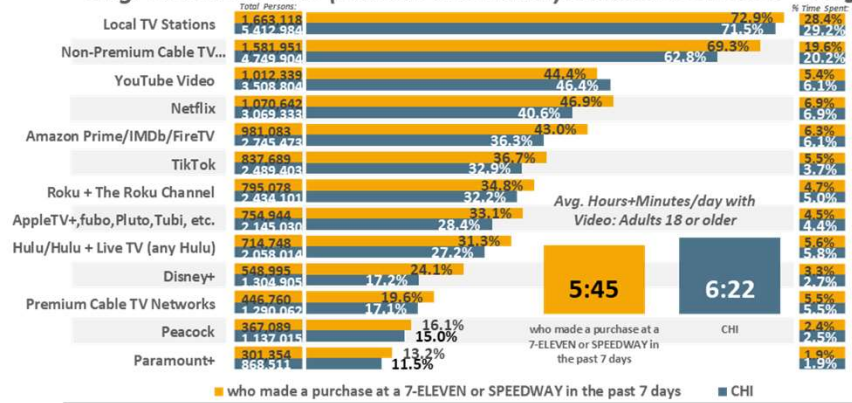
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(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)

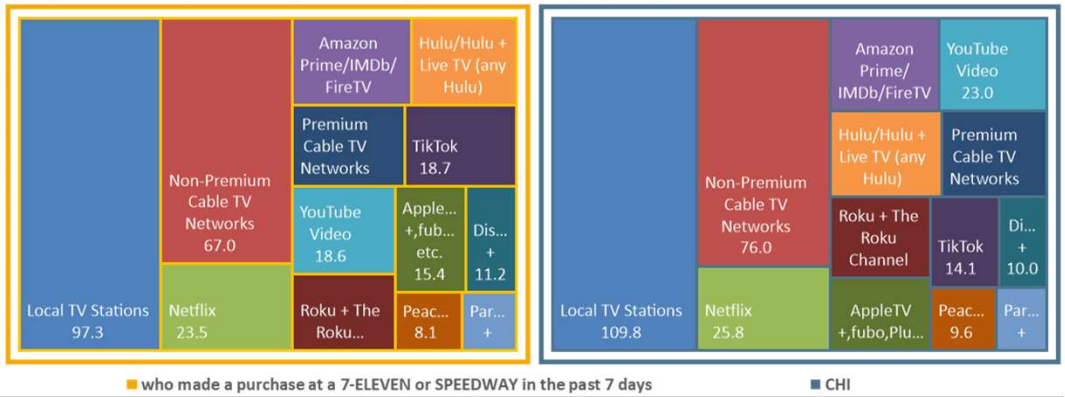
CHI

1,645,258 or 72.1% of Adults 18 or older who made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days watch Ad-Supported Local TV Stations for an average of 92.3 minutes every day representing 32.7% of all time spent daily with Ad-Supported Video.

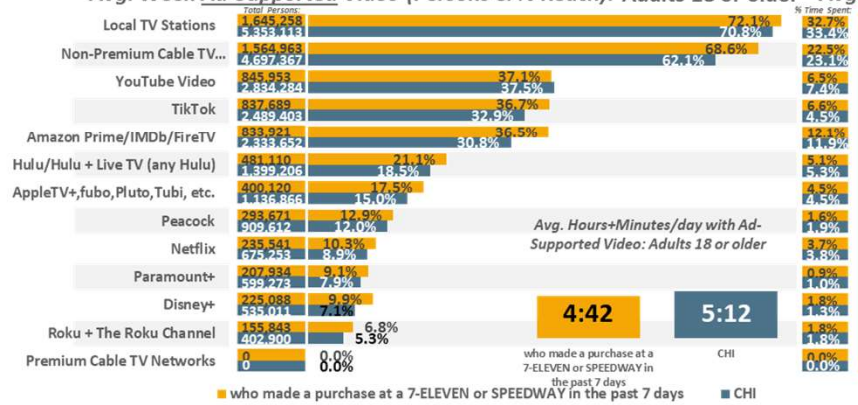
Avg. Week All Video (Persons & % Reach): Adults 18 or older



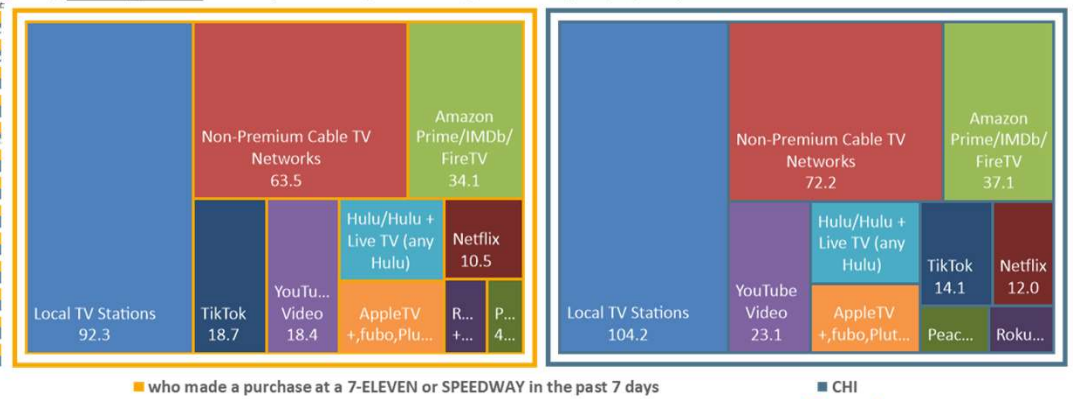
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 933

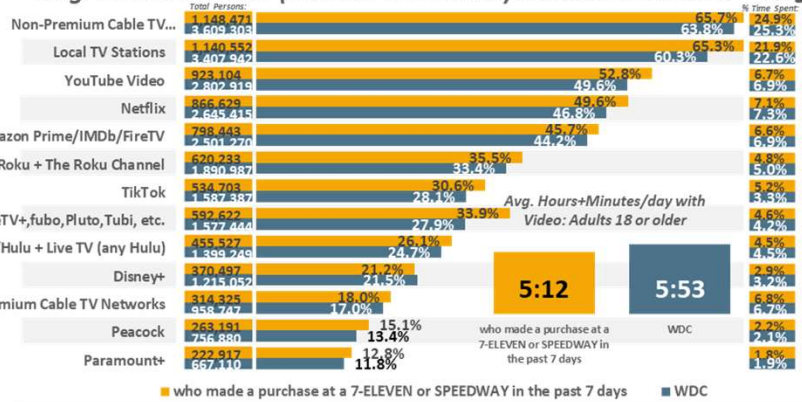
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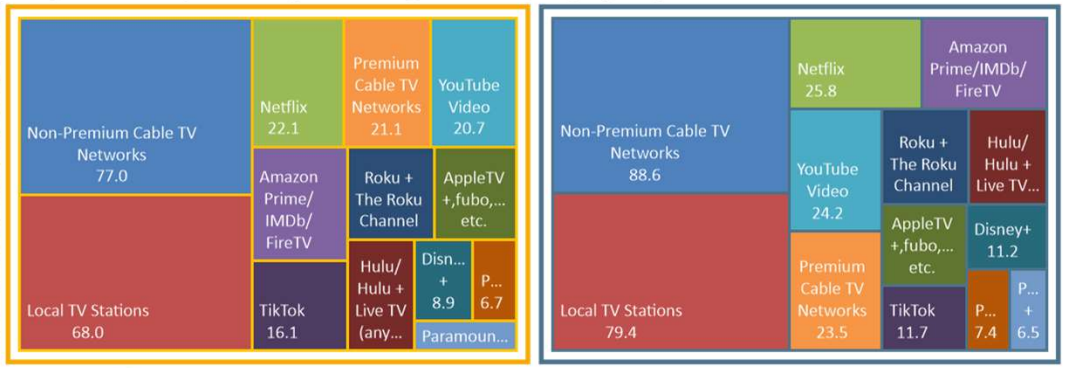
(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)

1,119,037 or 64.1% of Adults 18 or older who made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days watch Ad-Supported Local TV Stations for an average of 64. minutes every day representing 24.8% of all time spent daily with Ad-Supported Video.

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

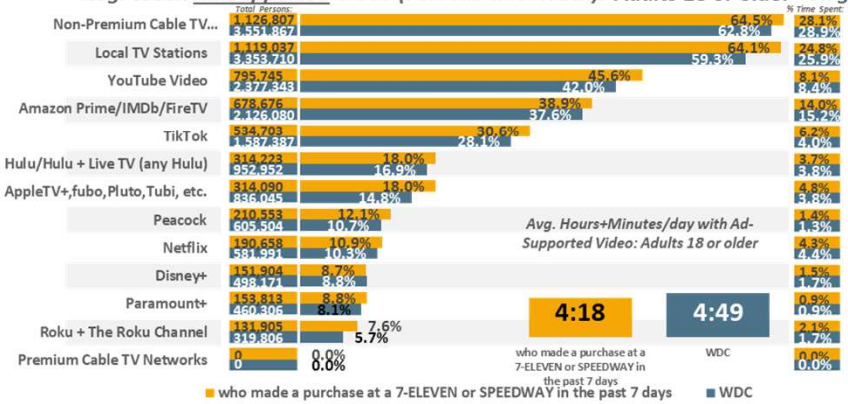


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

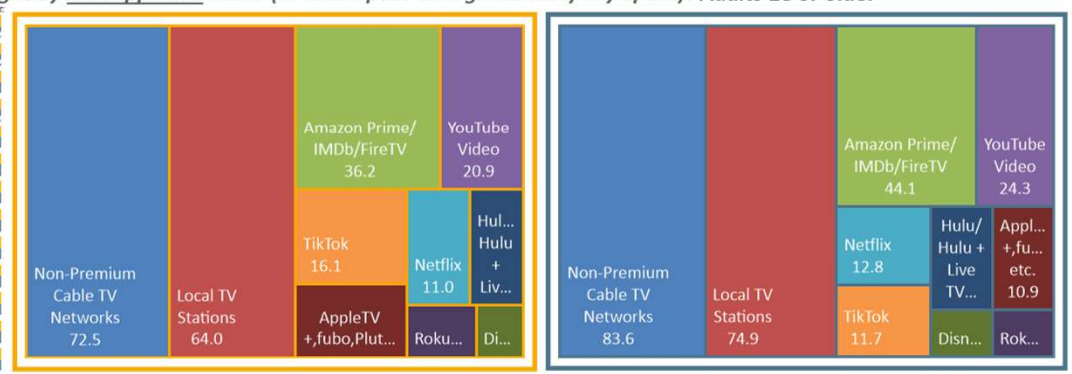


who made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days ■ WDC

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



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



who made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days ■ WDC

WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,455

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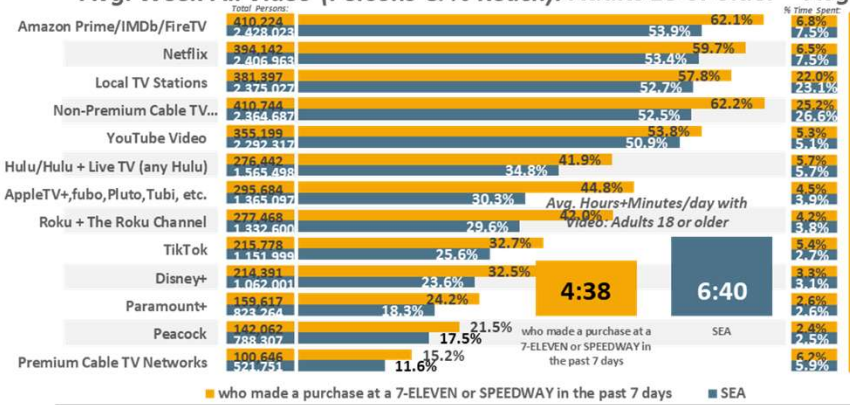
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(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)

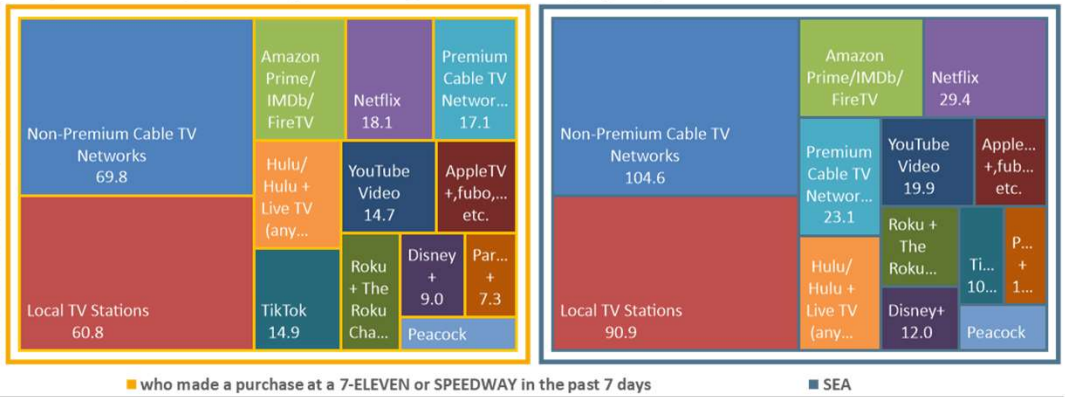
SEA

371,694 or 56.3% of Adults 18 or older who made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days watch Ad-Supported Local TV Stations for an average of 57. minutes every day representing 24.7% of all time spent daily with Ad-Supported Video.

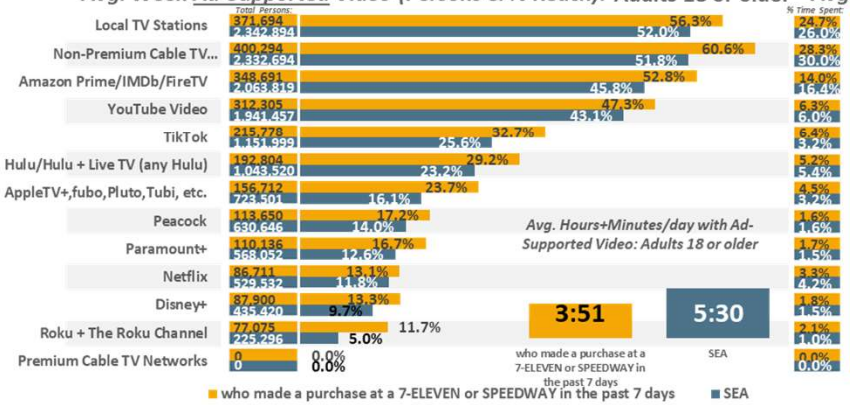
Avg. Week All Video (Persons & % Reach): Adults 18 or older



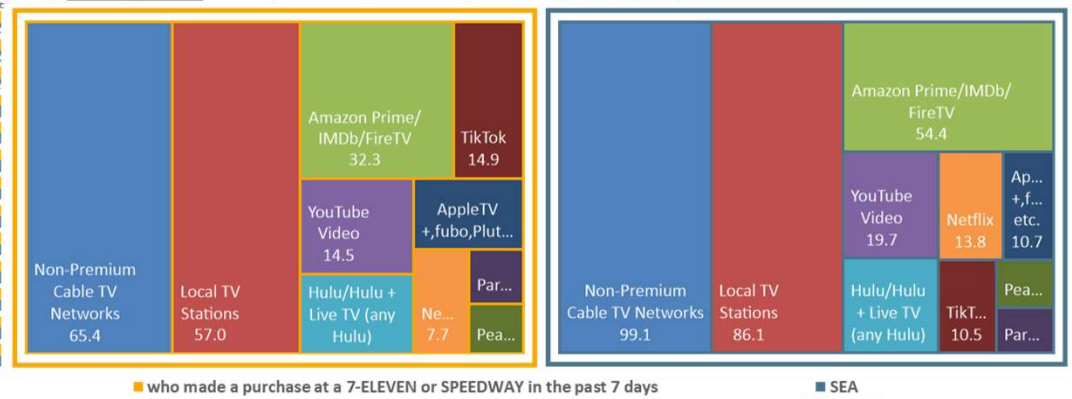
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 478

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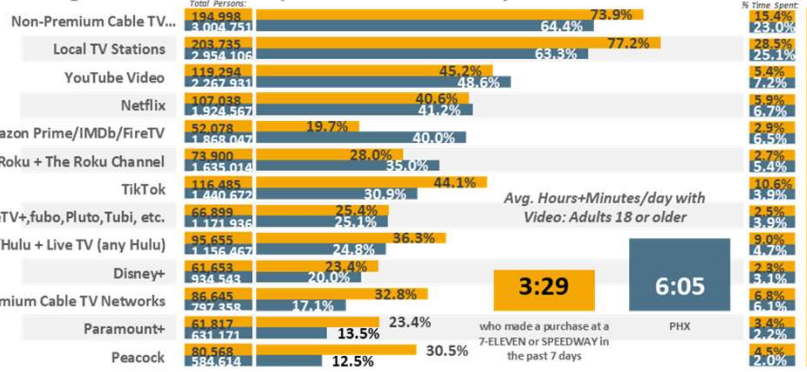
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(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)

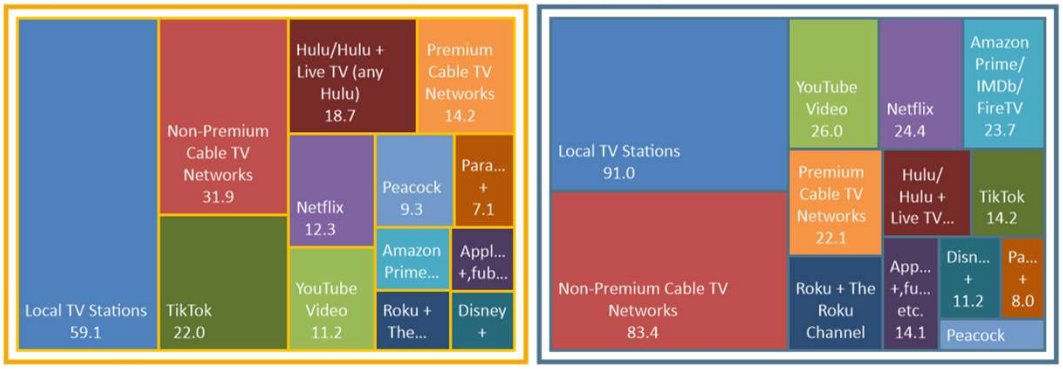
PHX

202,752 or 76.8% of Adults 18 or older who made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days watch Ad-Supported Local TV Stations for an average of 52.4 minutes every day representing 29.6% of all time spent daily with Ad-Supported Video.

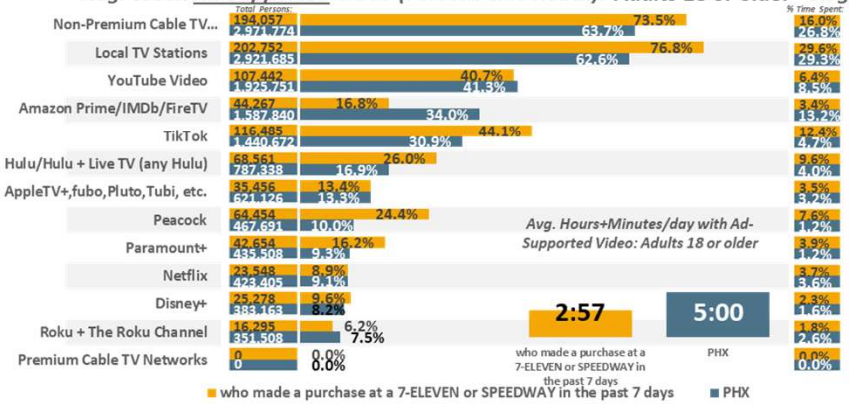
Avg. Week All Video (Persons & % Reach): Adults 18 or older



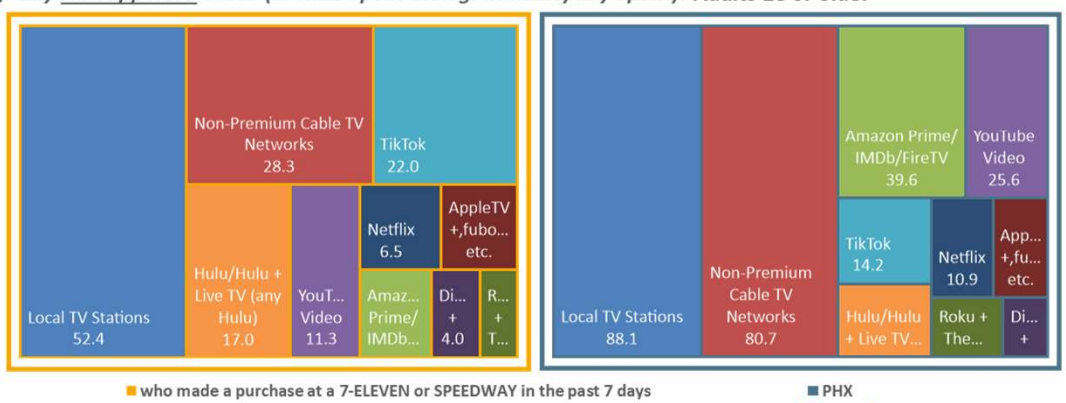
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 98

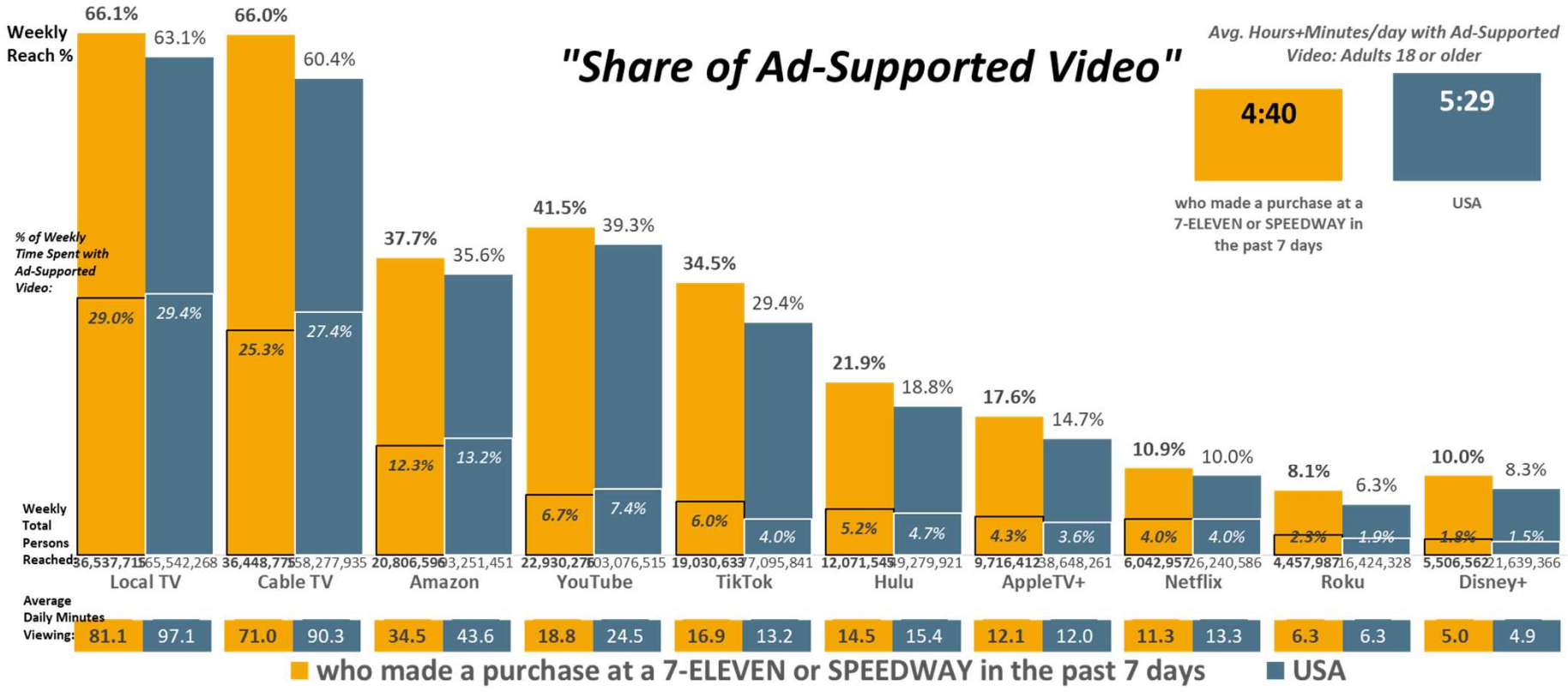
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(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)

USA

36,537,715 or 66.1% of Adults 18 or older who made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days watch Ad-Supported Local TV Stations for an average of 81.1 minutes every day representing 29.% of all time spent daily with Ad-Supported Video.



USA USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 4,429

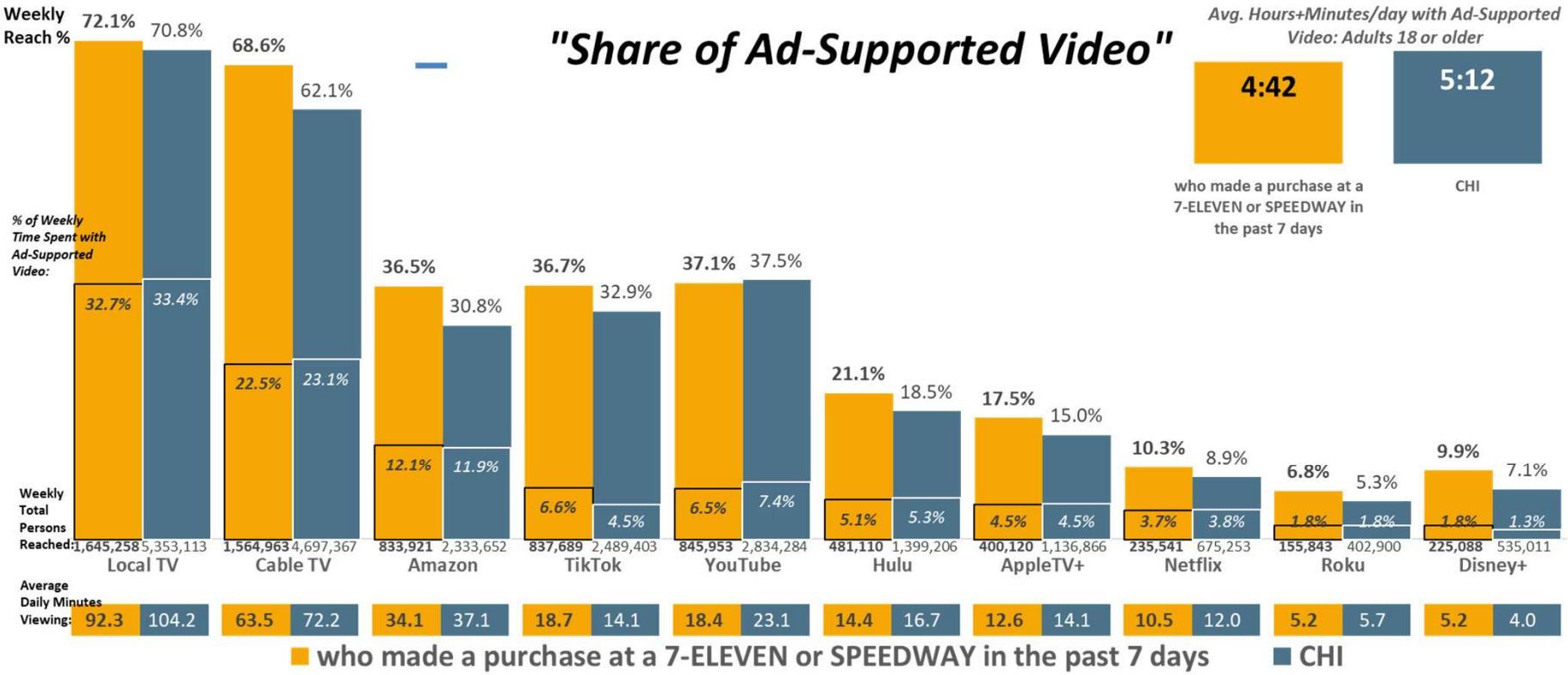
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USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,097

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(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)

1,645,258 or 72.1% of Adults 18 or older who made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days watch Ad-Supported Local TV Stations for an average of 92.3 minutes every day representing 32.7% of all time spent daily with Ad-Supported Video.



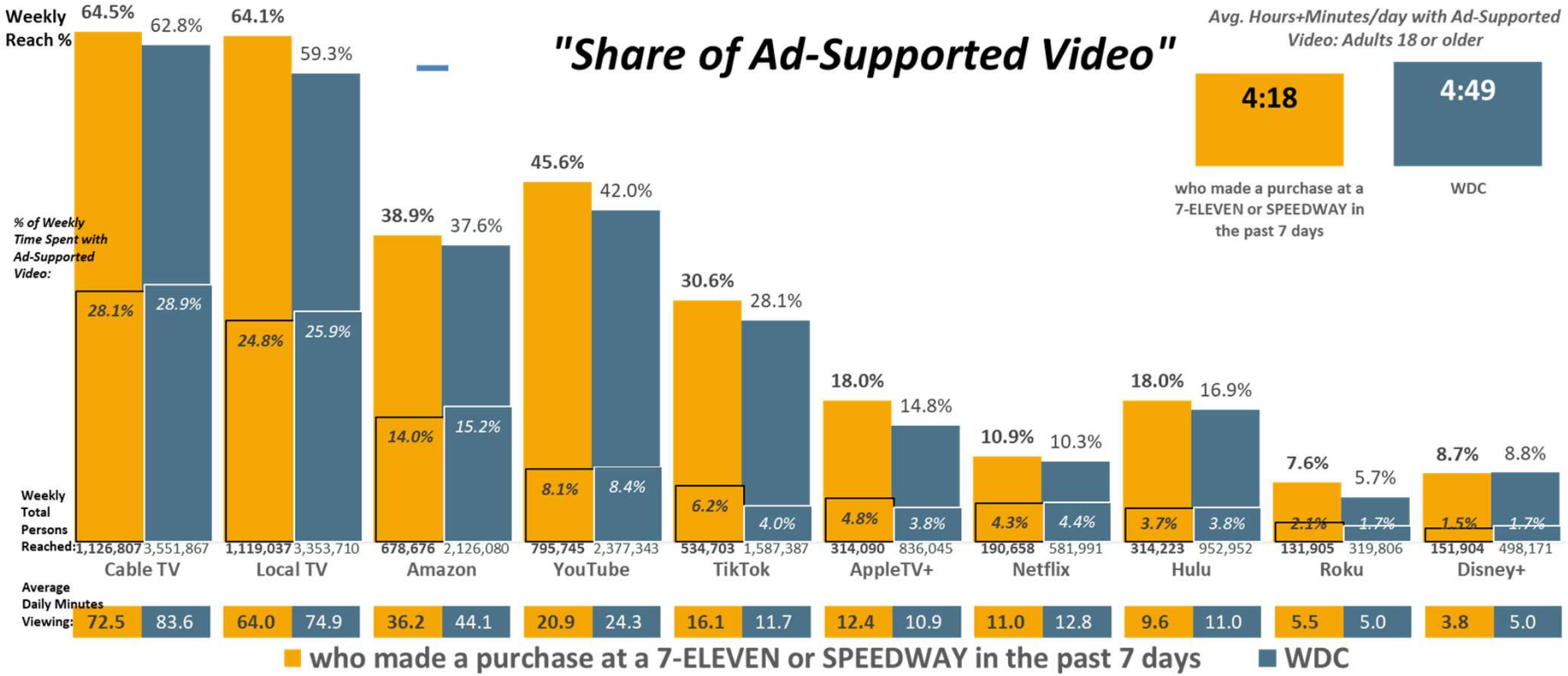
CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 933 CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 3,420

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1,119,037 or 64.1% of Adults 18 or older who made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days watch Ad-Supported Local TV Stations for an average of 64. minutes every day representing 24.8% of all time spent daily with Ad-Supported Video.



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,455 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,411

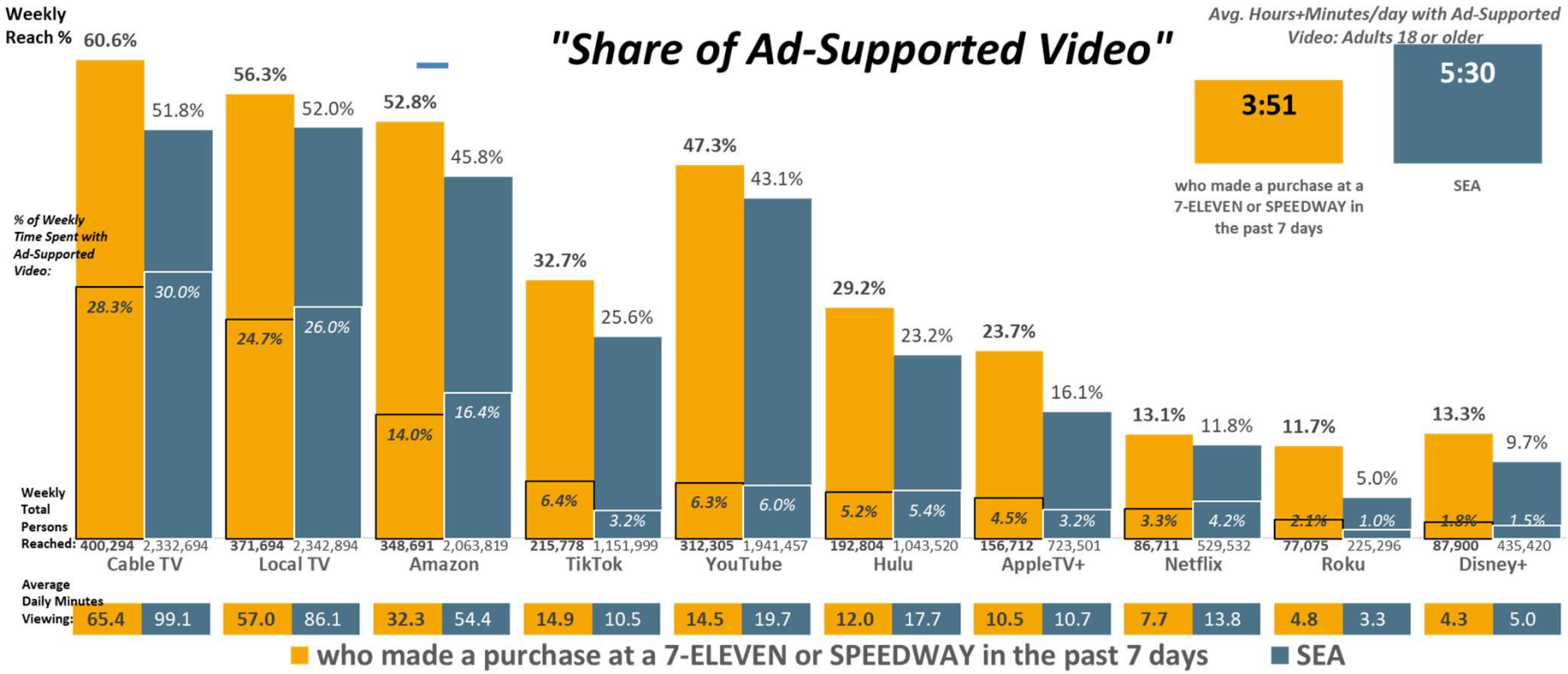
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(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)

SEA

371,694 or 56.3% of Adults 18 or older who made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days watch Ad-Supported Local TV Stations for an average of 57. minutes every day representing 24.7% of all time spent daily with Ad-Supported Video.



SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 478 SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,860

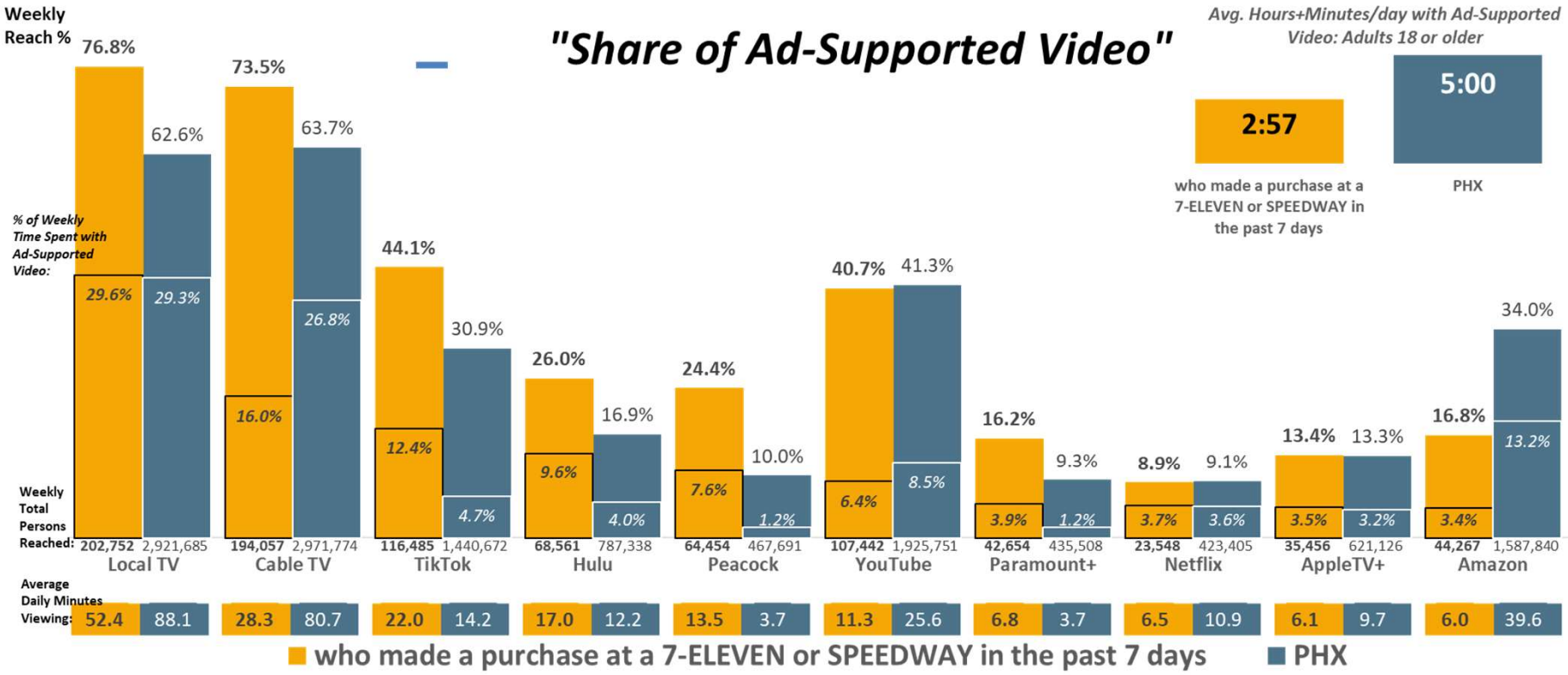
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(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)

PHX

202,752 or 76.8% of Adults 18 or older who made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days watch Ad-Supported Local TV Stations for an average of 52.4 minutes every day representing 29.6% of all time spent daily with Ad-Supported Video.



PHX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 98 PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,268

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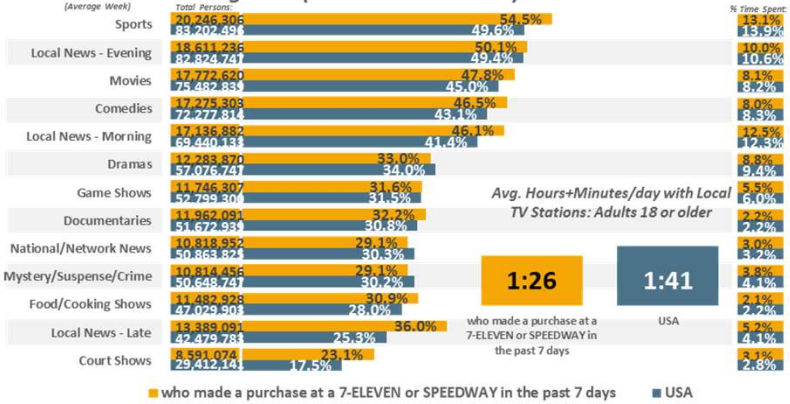
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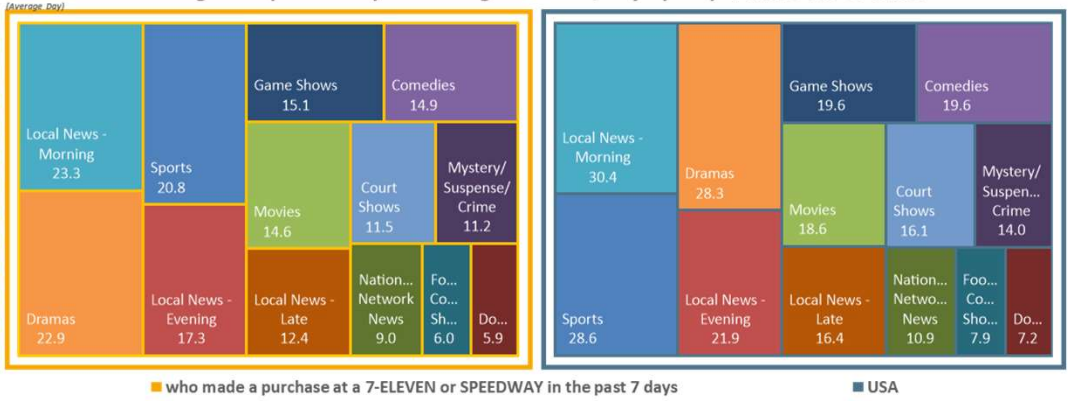


36,537,715 or 66.1% of Adults 18 or older who made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Movies, Local News - Morning, Comedies, and Local News -

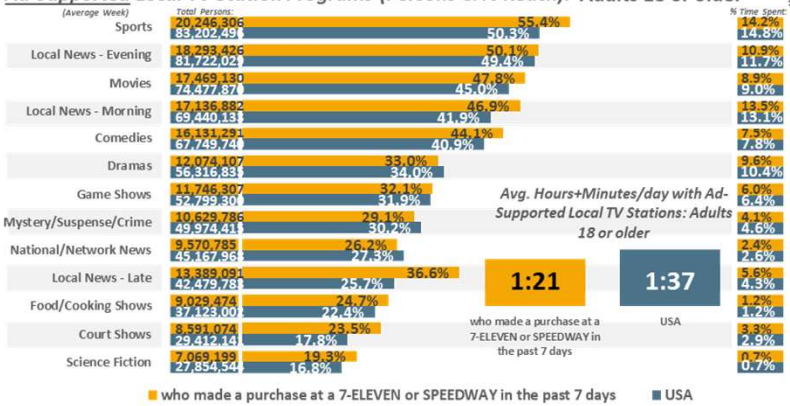
Local TV Station Programs (Persons & % Reach): Adults 18 or older



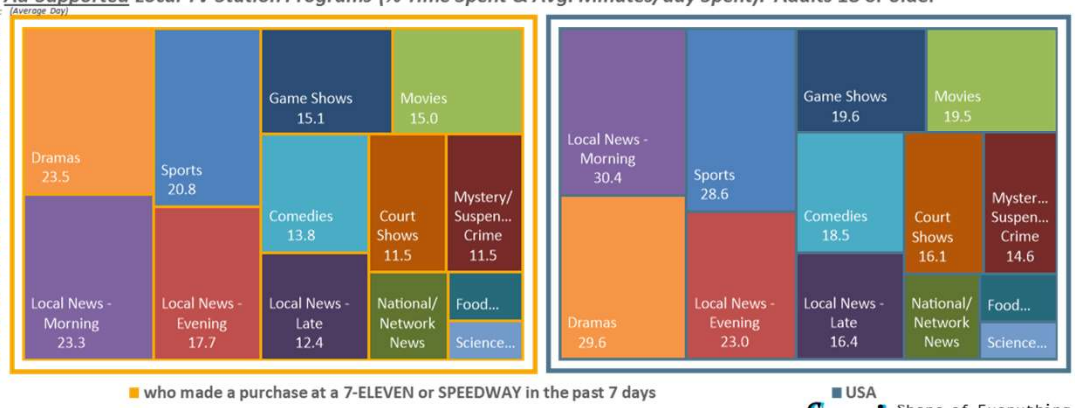
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 4,429

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USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,097

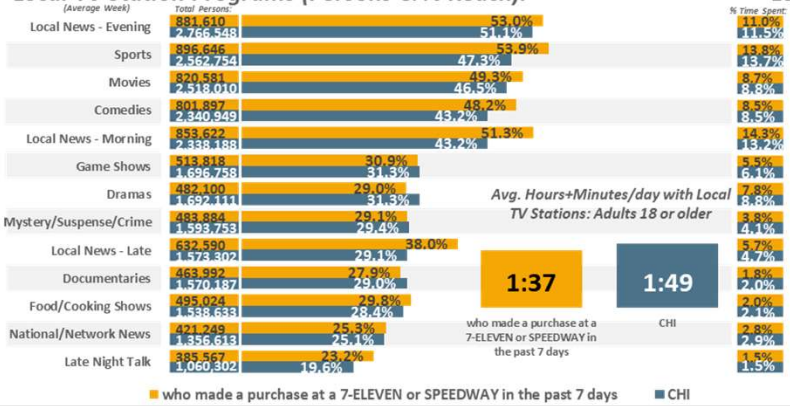
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(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)

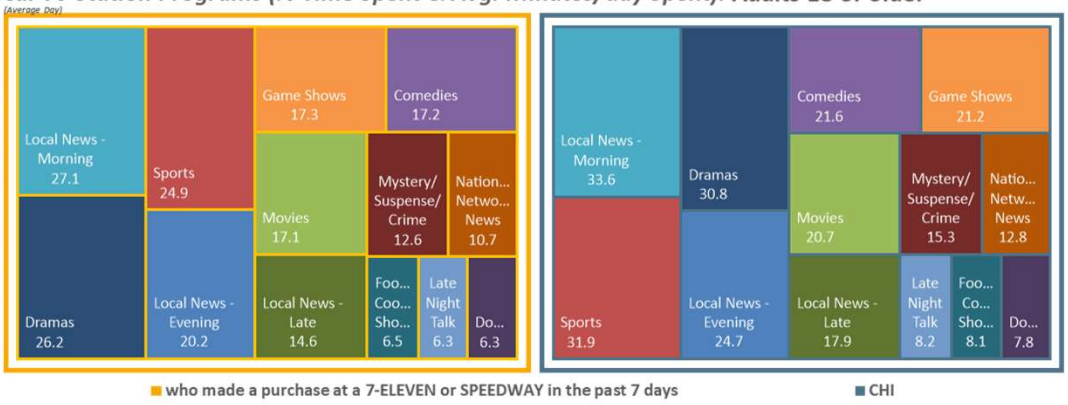
CHI

1,645,258 or 72.1% of Adults 18 or older who made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Movies, Comedies, and Local News - L

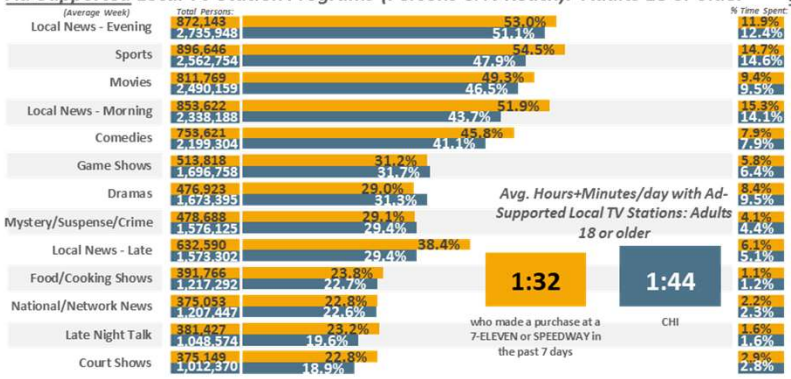
Local TV Station Programs (Persons & % Reach): Adults 18 or older



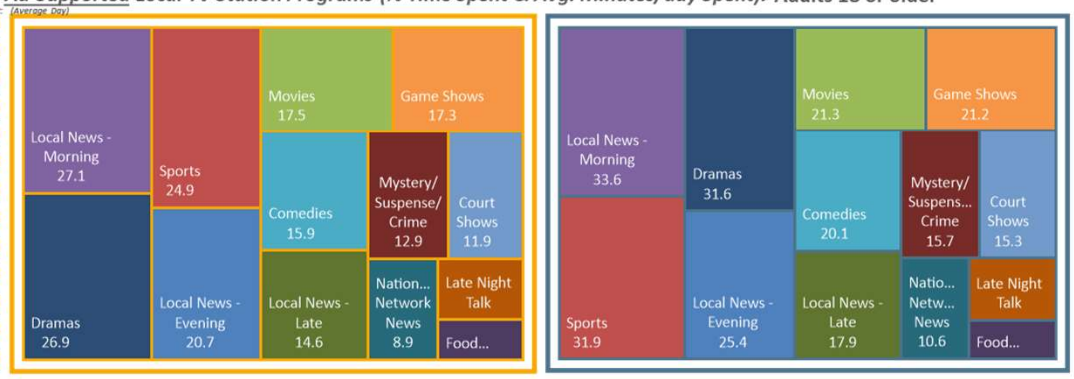
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 933

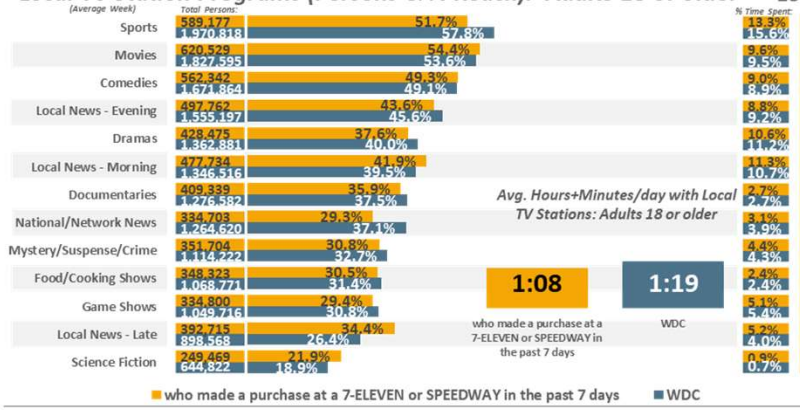
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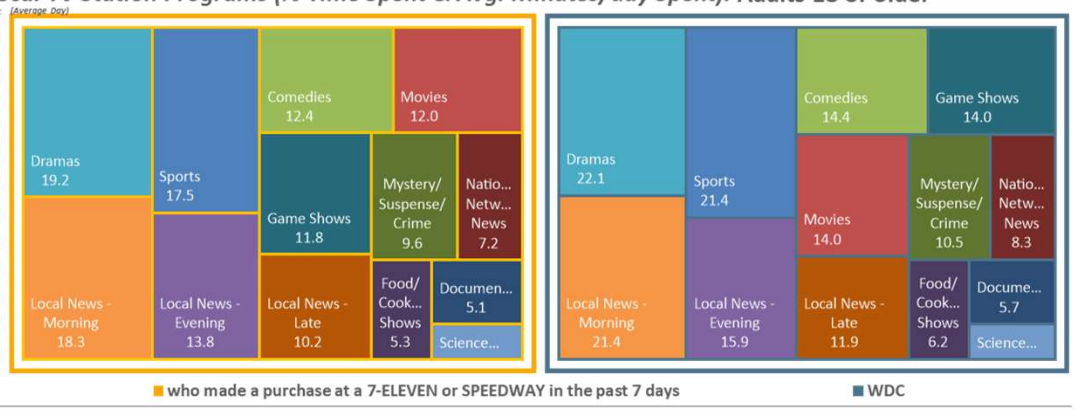
(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)

1,119,037 or 64.1% of Adults 18 or older who made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Movies, Sports, Comedies, Local News - Evening, Local News - Morning, and Dramas.

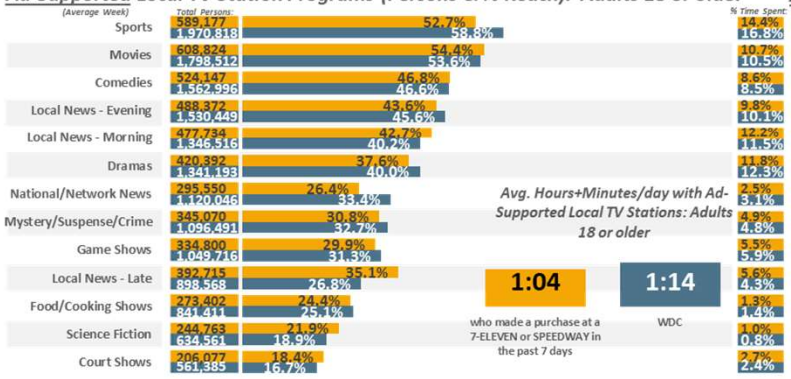
Local TV Station Programs (Persons & % Reach): Adults 18 or older



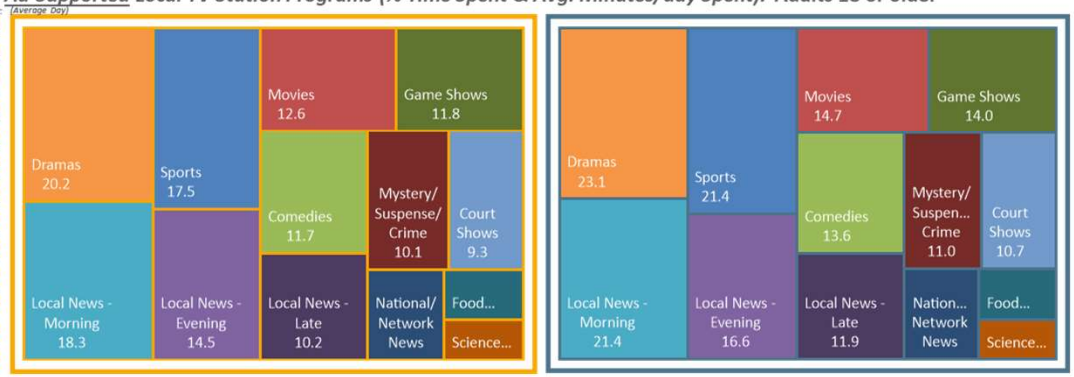
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,455

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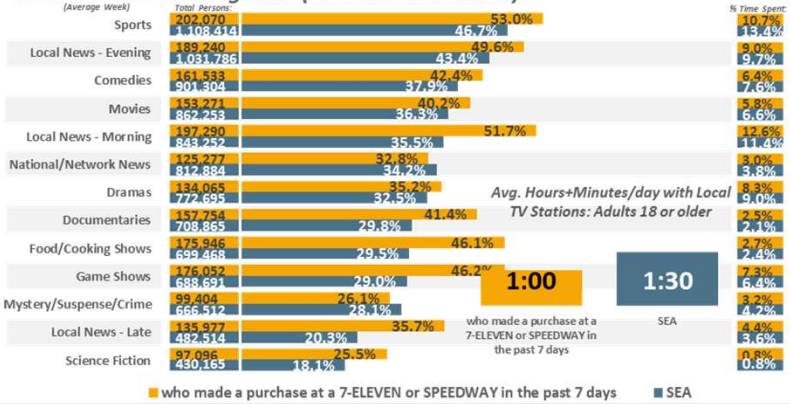
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(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)

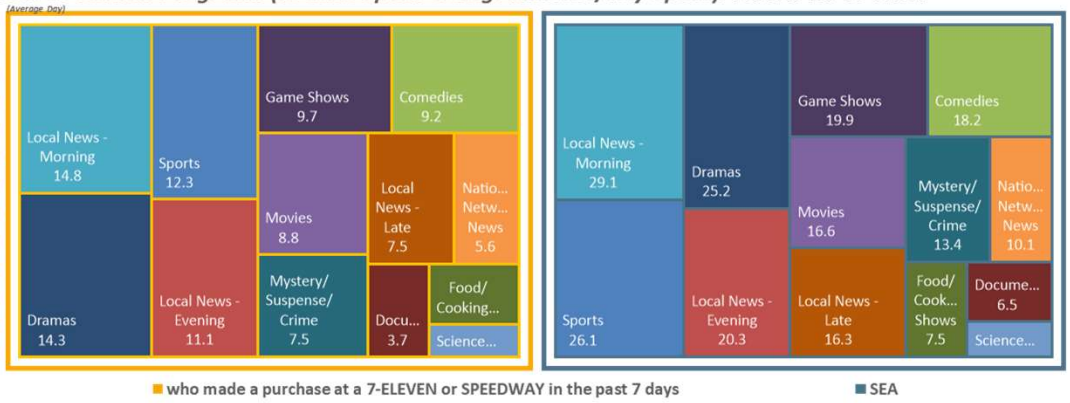
SEA

371,694 or 56.3% of Adults 18 or older who made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Morning, Local News - Evening, Game Shows, Comedies, and Movies.

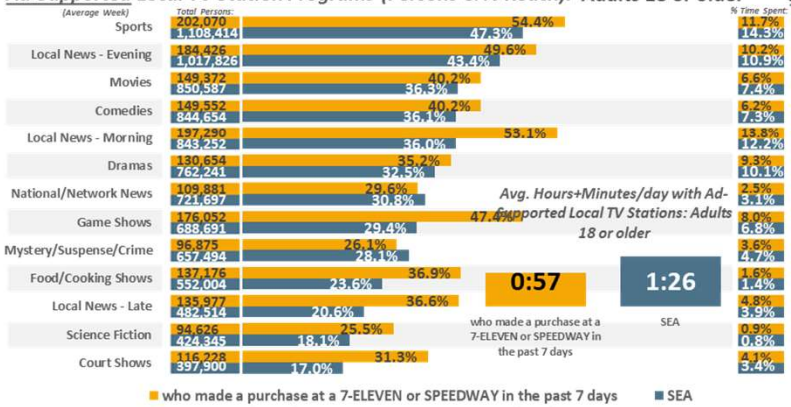
Local TV Station Programs (Persons & % Reach): Adults 18 or older



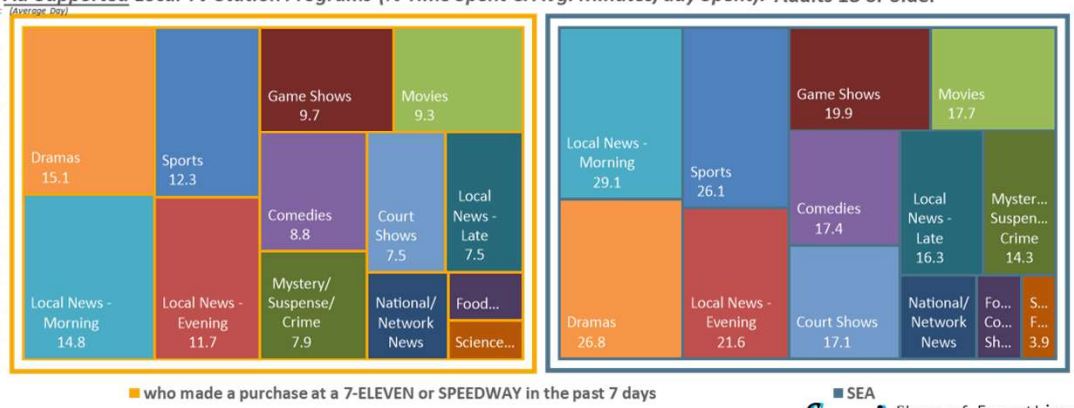
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 478

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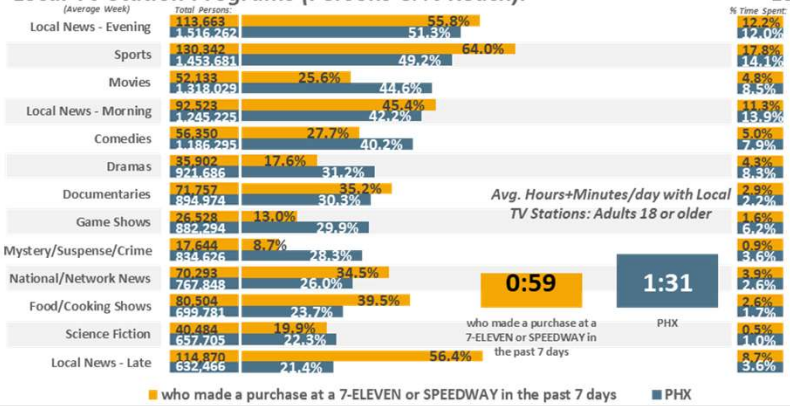
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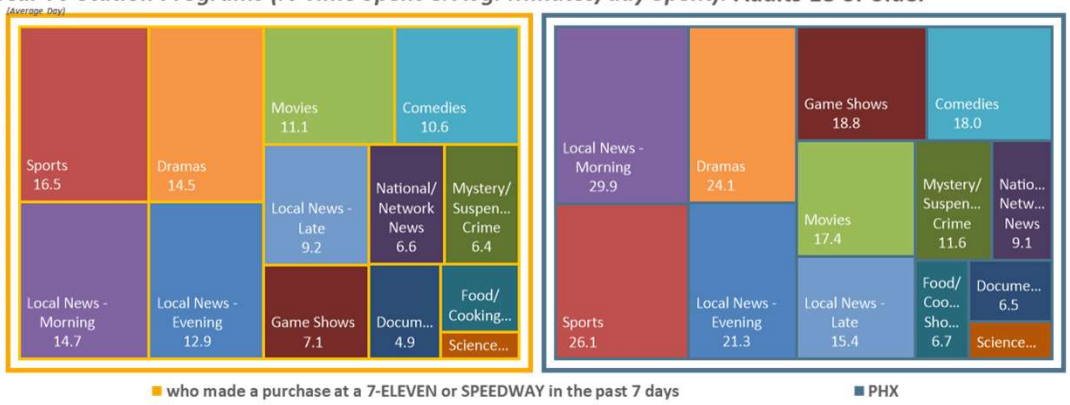
PHX

202,752 or 76.8% of Adults 18 or older who made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Late, Local News - Evening, Local News - Morning, Novelas, and Food/C

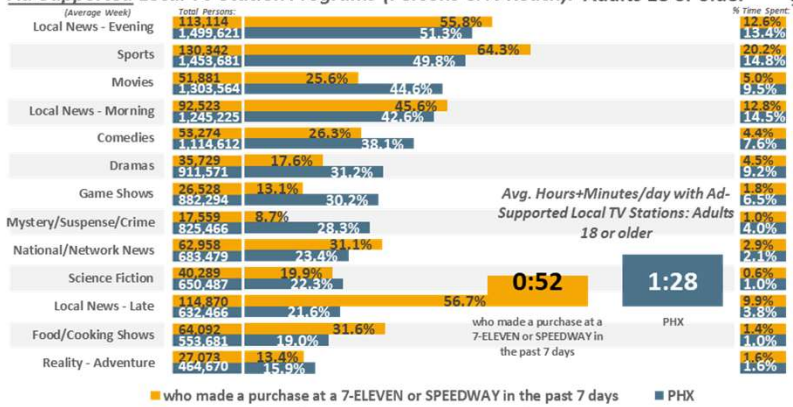
Local TV Station Programs (Persons & % Reach): Adults 18 or older



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



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



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



PHX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 98

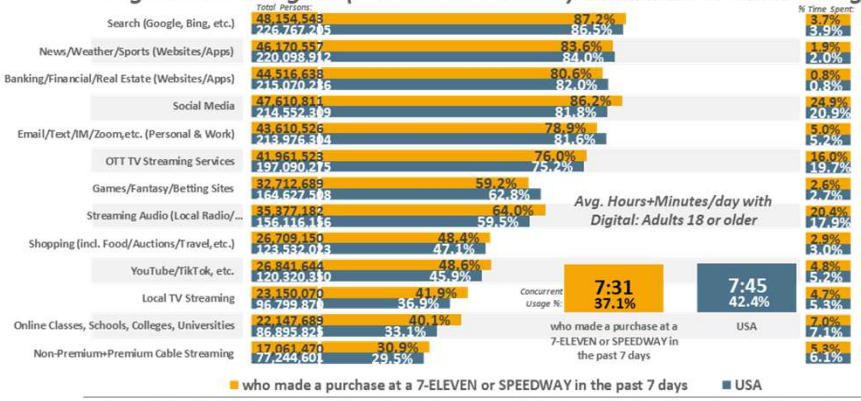
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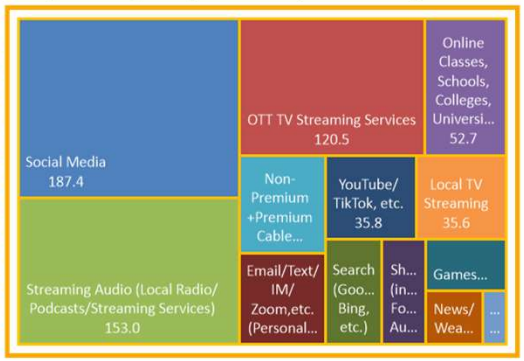
(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)

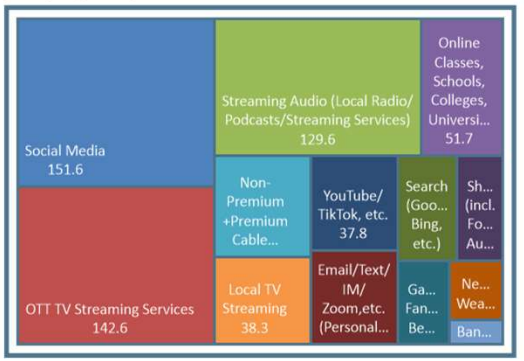
41,759,713 or 75.6% of Adults 18 or older who made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days use Ad-Supported Social Media for an average of 164.4 minutes every day representing 29.3% of all time spent daily with Ad-Supported Digital Media.

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

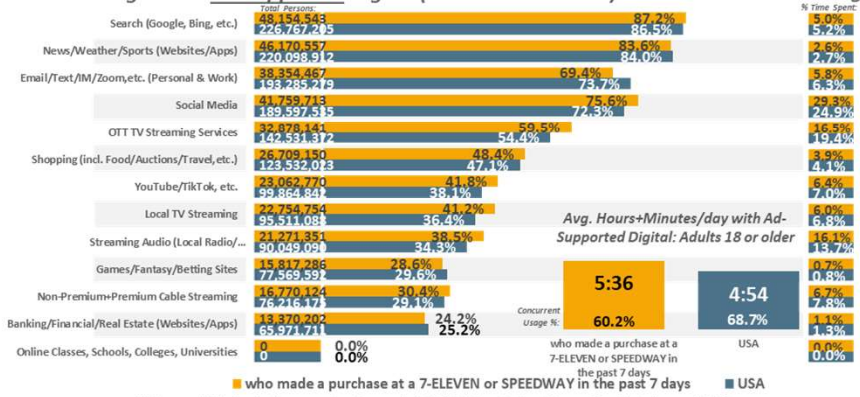


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

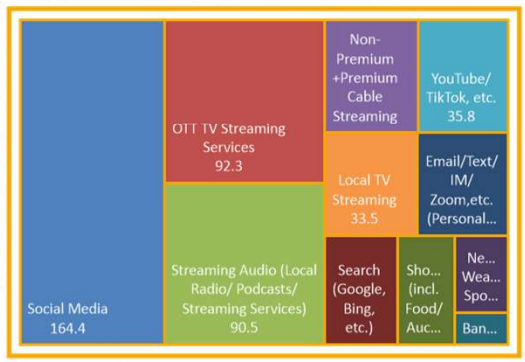


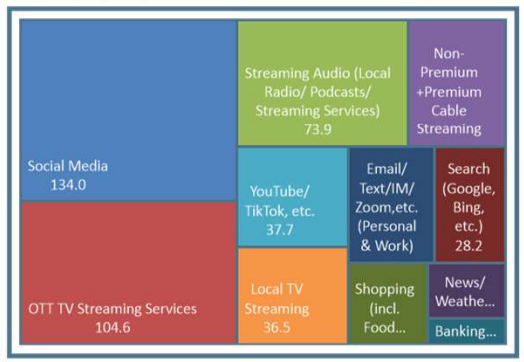


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





USA USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 4,429

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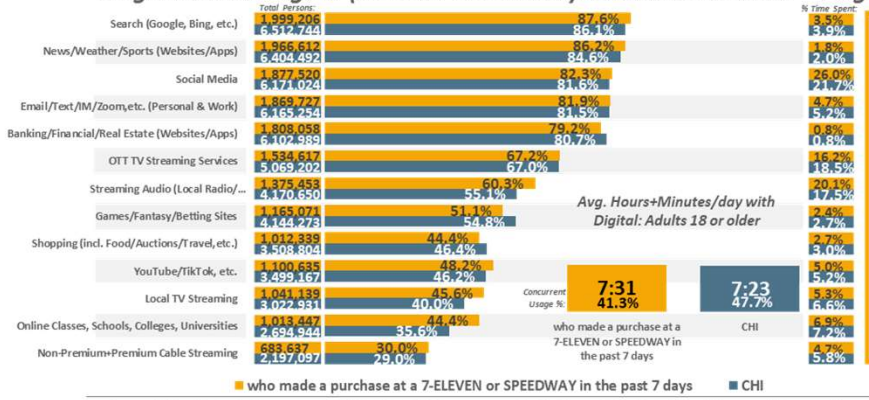
USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,097

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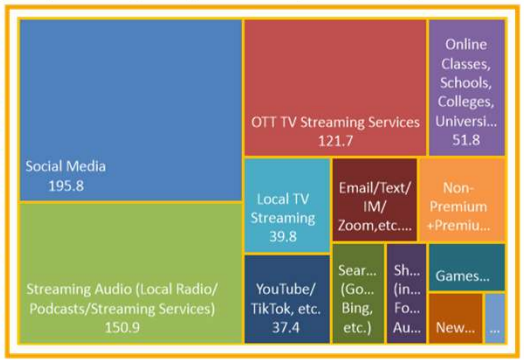
(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)

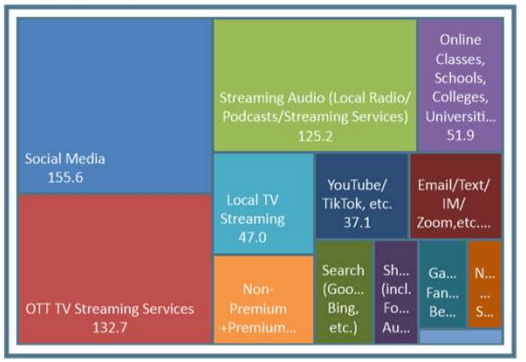
1,628,366 or 71.4% of Adults 18 or older who made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days use Ad-Supported Social Media for an average of 169.8 minutes every day representing 30.3% of all time spent daily with Ad-Supported Digital Media.

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

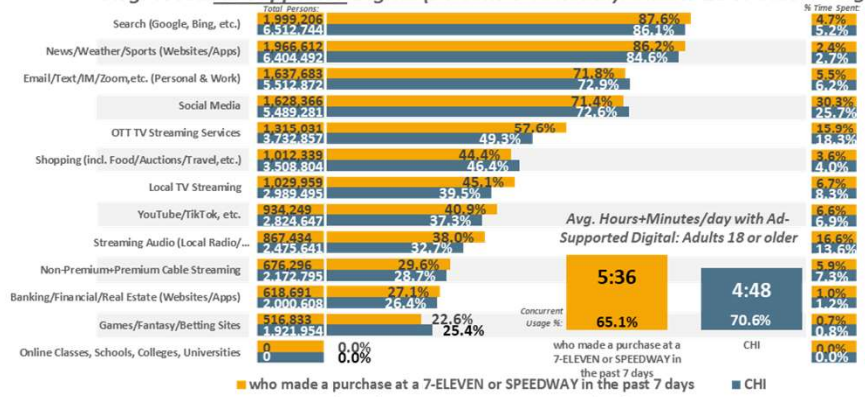


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

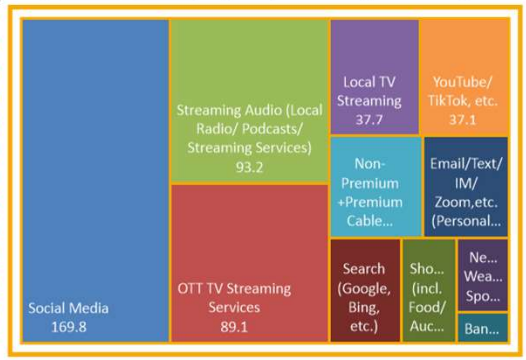


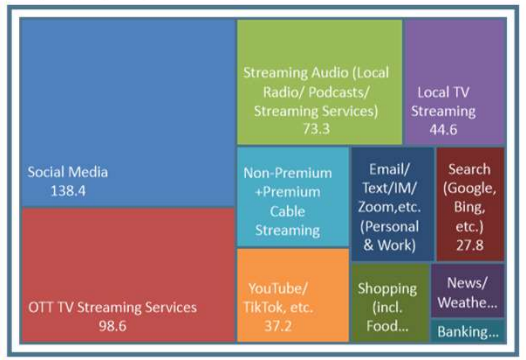


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 933

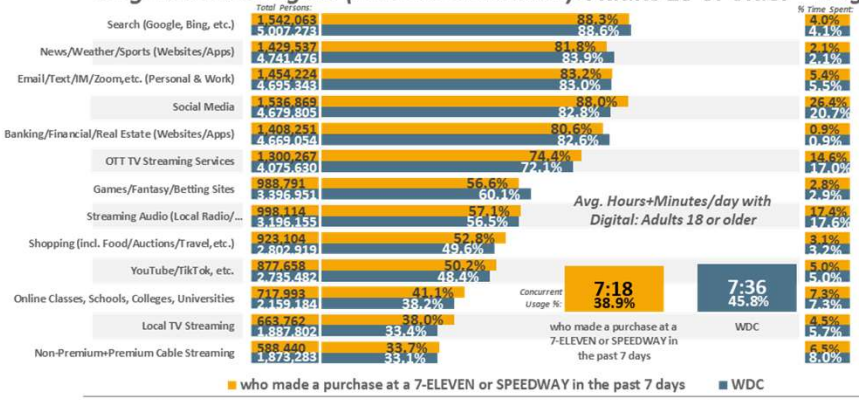
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(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)

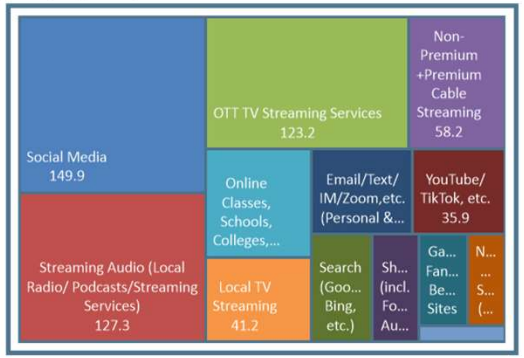
1,346,453 or 77.1% of Adults 18 or older who made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days use Ad-Supported Social Media for an average of 168.9 minutes every day representing 30.6% of all time spent daily with Ad-Supported Digital Media.

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

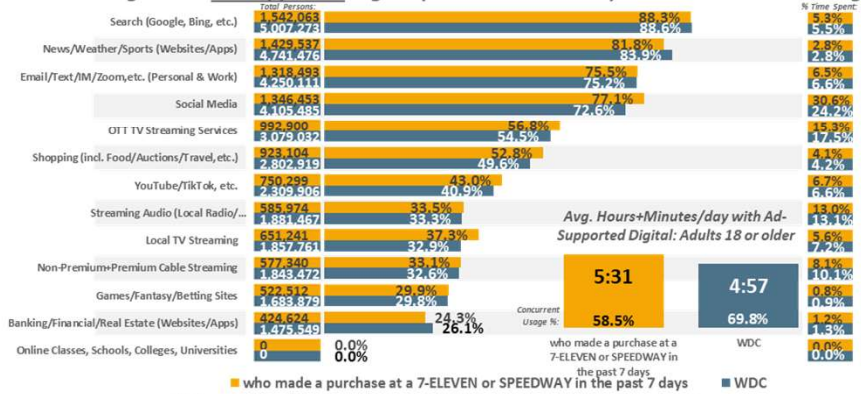


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

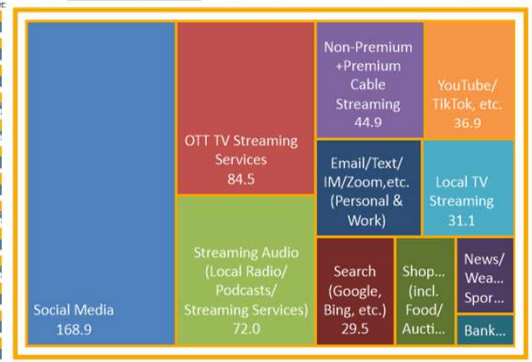


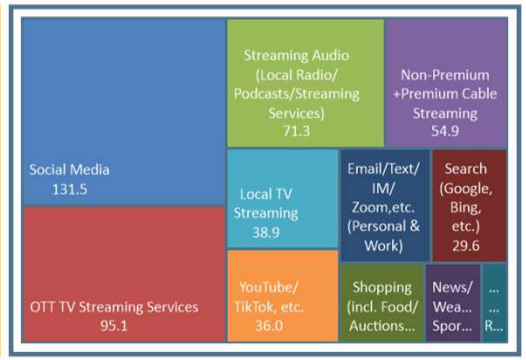


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,455

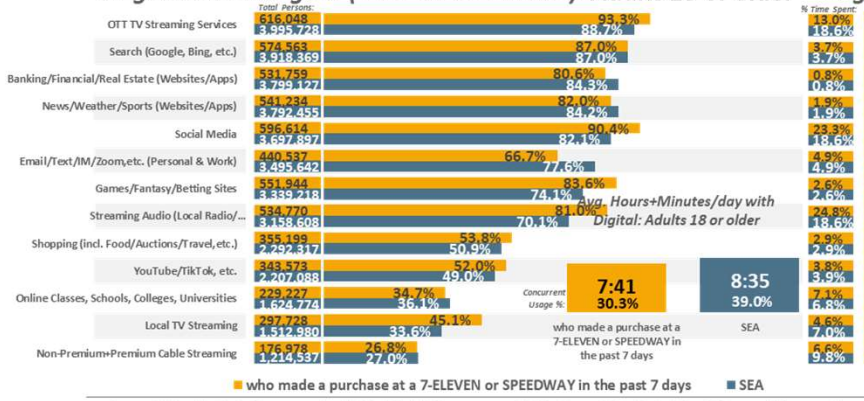
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(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)

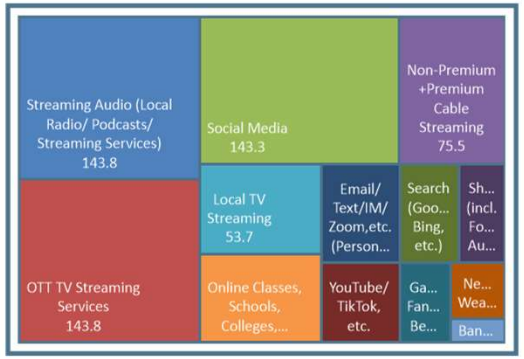
504,978 or 76.5% of Adults 18 or older who made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days use Ad-Supported Social Media for an average of 151.9 minutes every day representing 27.% of all time spent daily with Ad-Supported Digital Media.

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

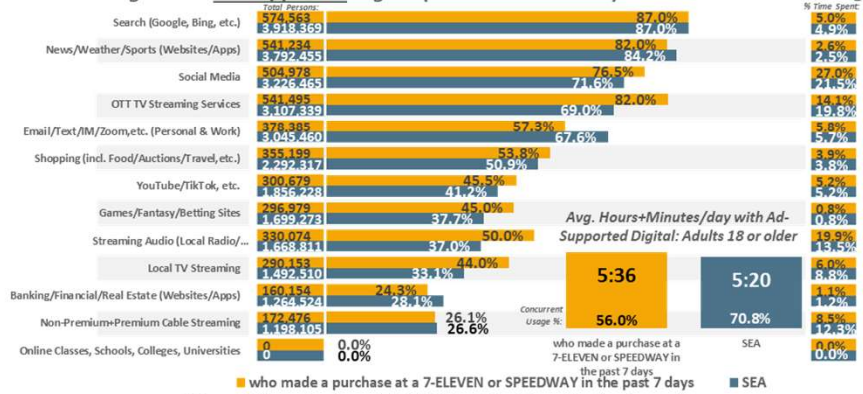


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

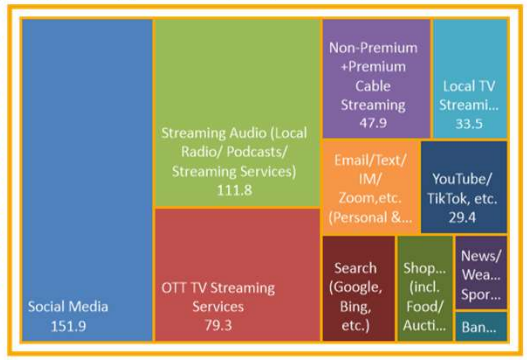


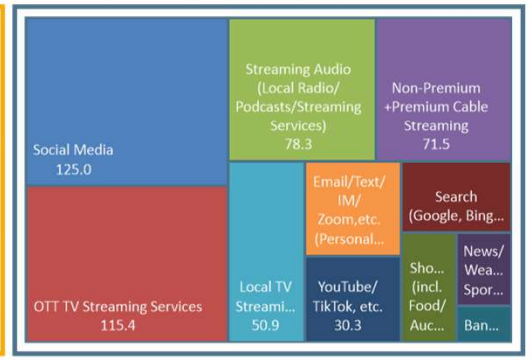


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 478

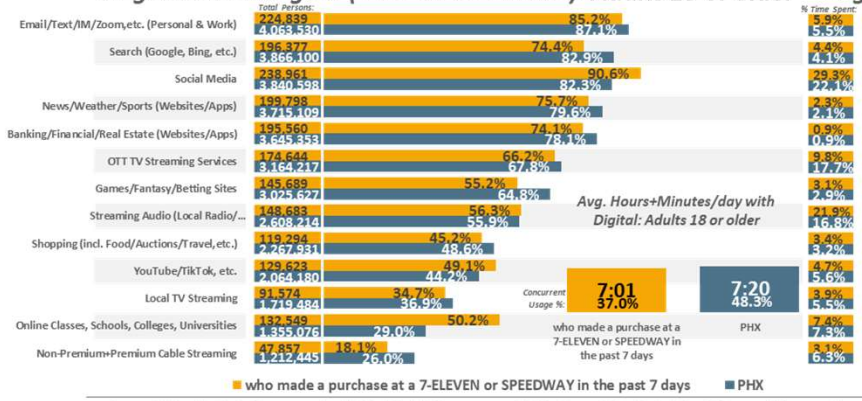
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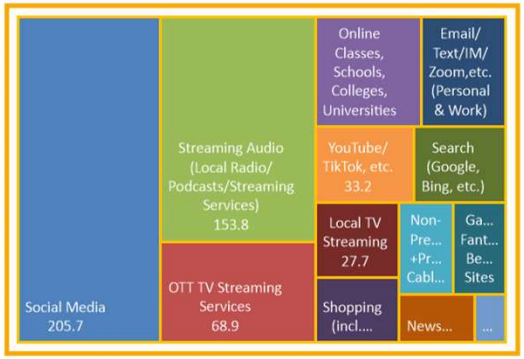
(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)

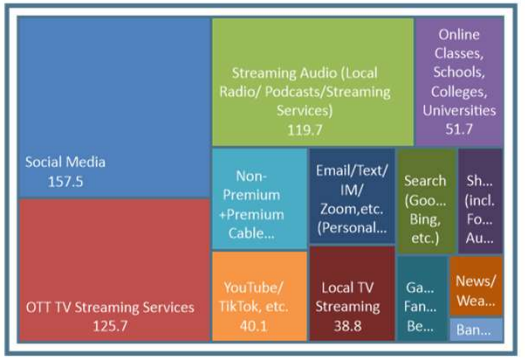
229,865 or 87.1% of Adults 18 or older who made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days use Ad-Supported Social Media for an average of 197.9 minutes every day representing 36.5% of all time spent daily with Ad-Supported Digital Media.

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

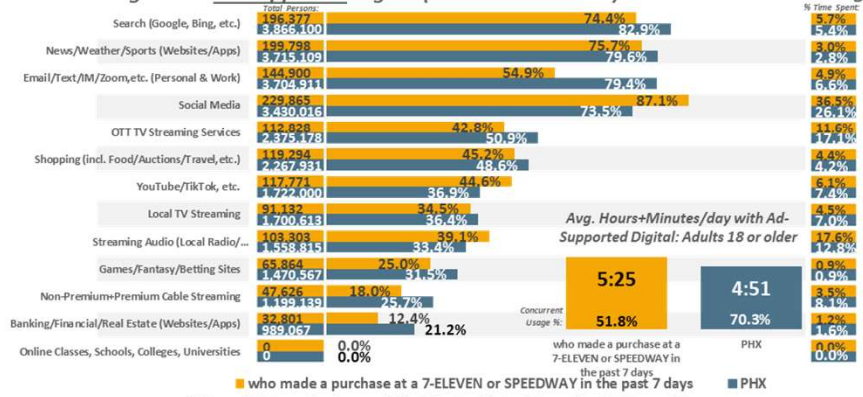


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



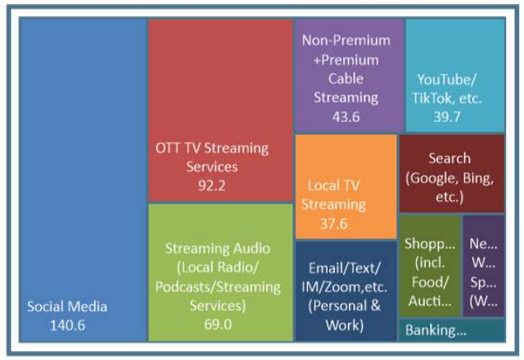


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





PHX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 98

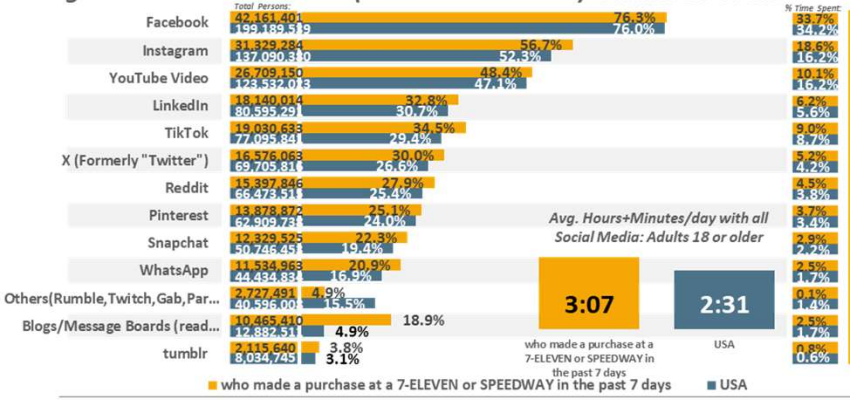
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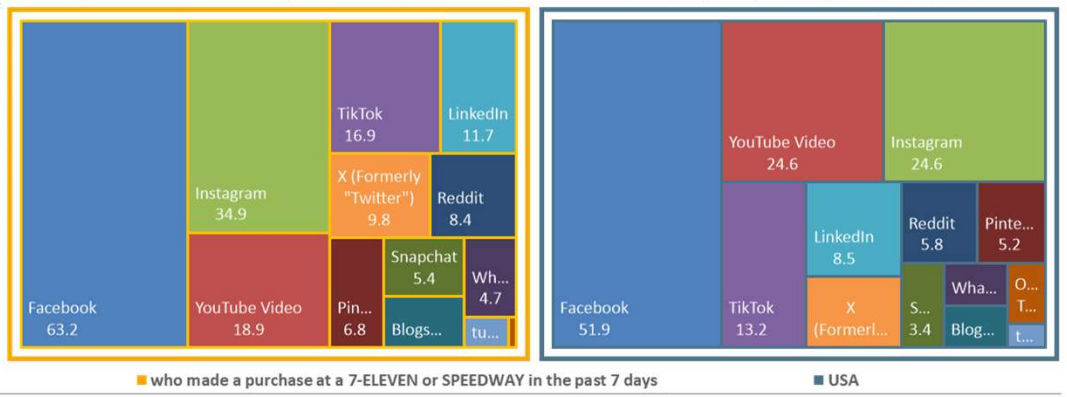
(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)

41,759,713 or 75.6% of Adults 18 or older who made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days use Ad-Supported Facebook for an average of 60.8 minutes every day representing 37.% of all time spent daily with Ad-Supported Social Media.

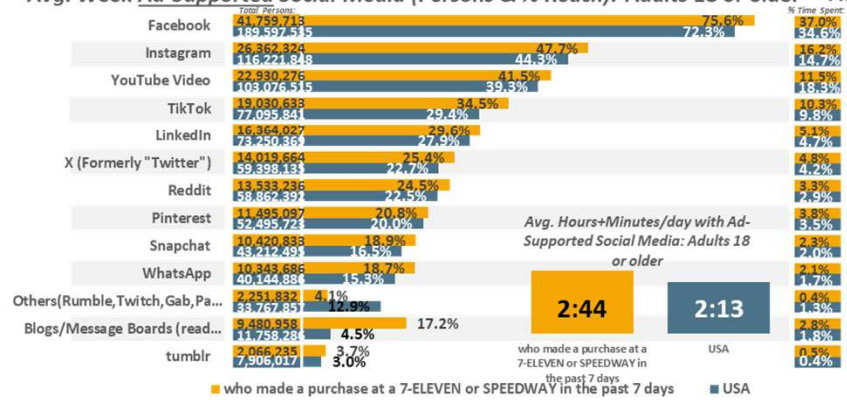
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



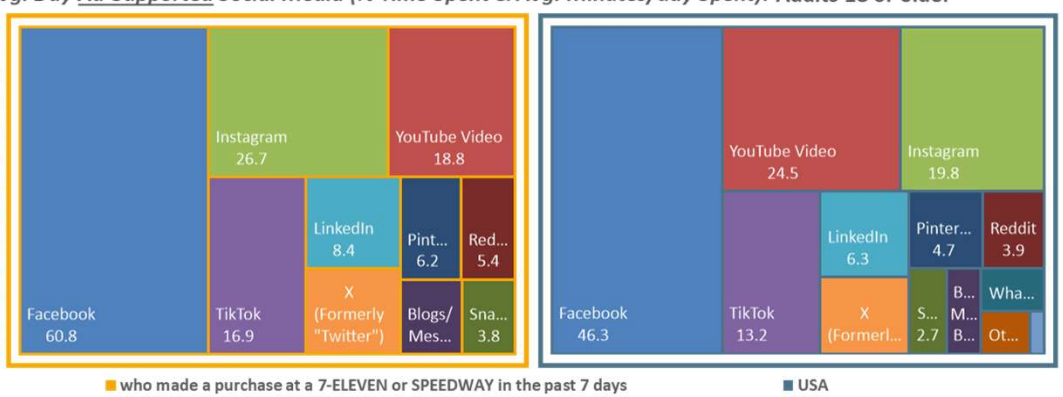
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 4,429

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USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,097

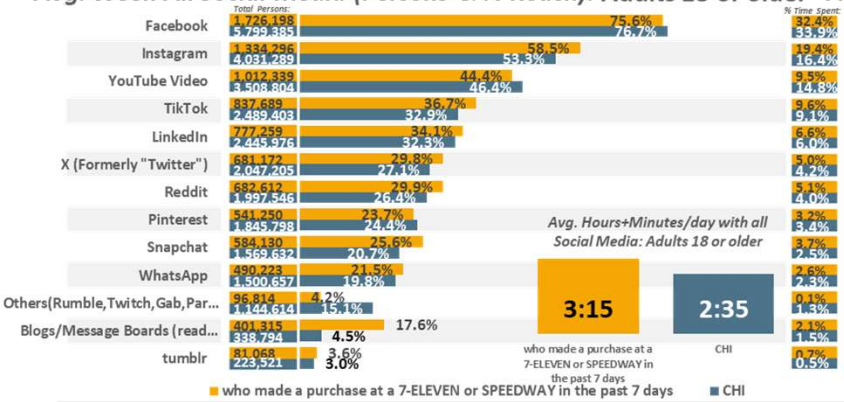
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(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)

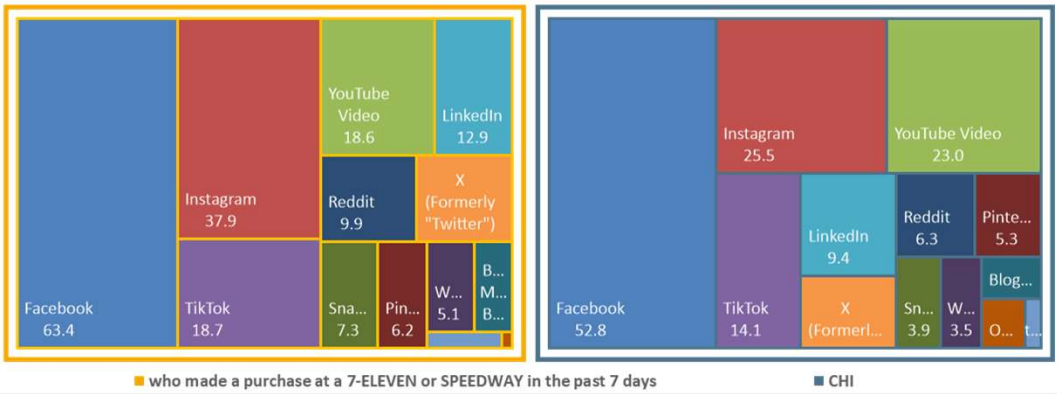


1,628,366 or 71.4% of Adults 18 or older who made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days use Ad-Supported Facebook for an average of 60.7 minutes every day representing 35.8% of all time spent daily with Ad-Supported Social Media.

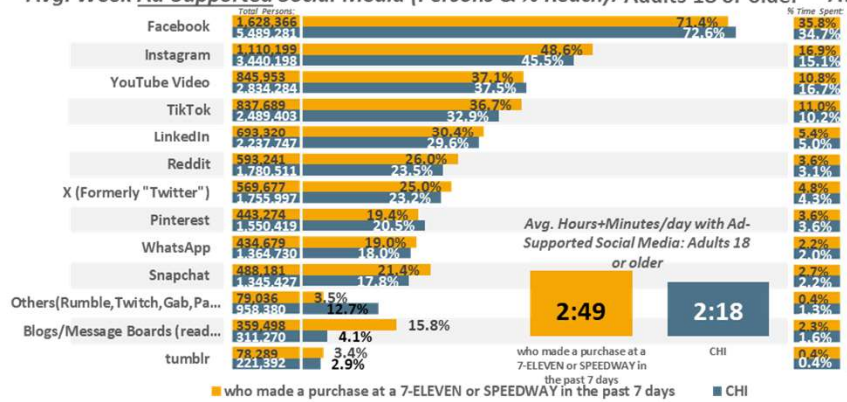
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



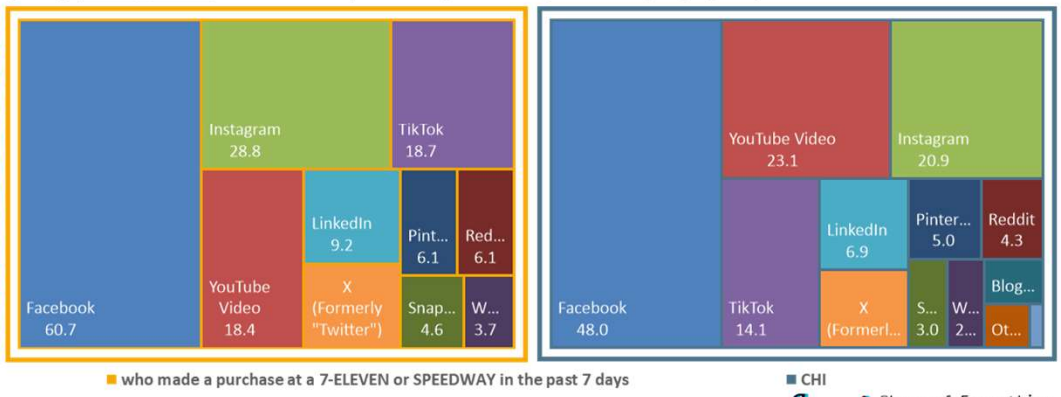
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 933

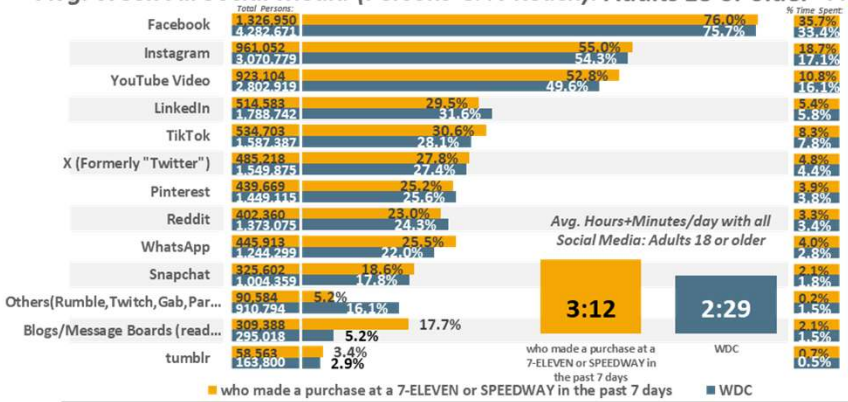
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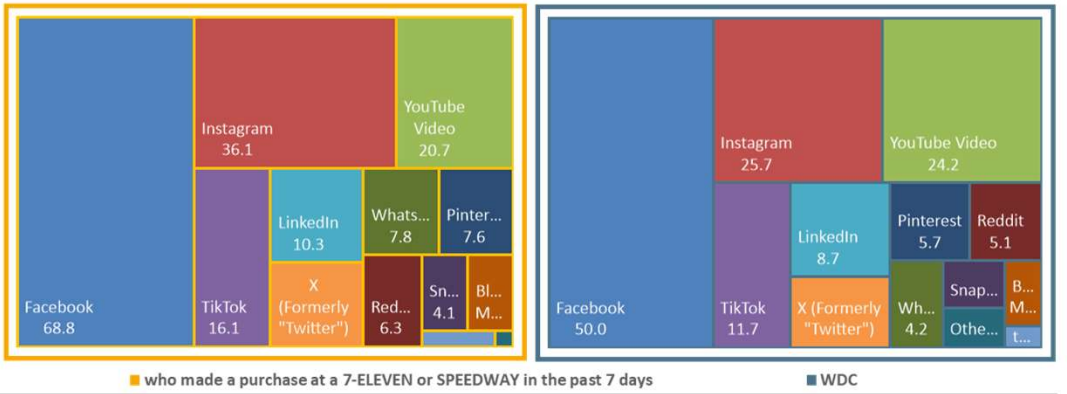
(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)

1,326,950 or 76.% of Adults 18 or older who made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days use Ad-Supported Facebook for an average of 64.5 minutes every day representing 38.2% of all time spent daily with Ad-Supported Social Media.

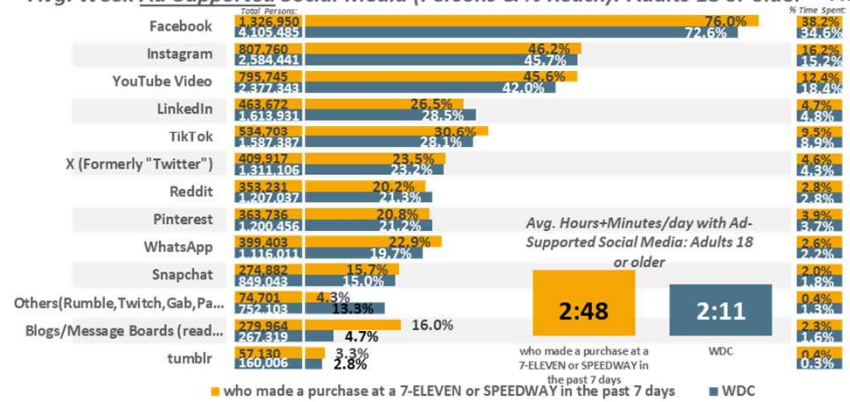
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



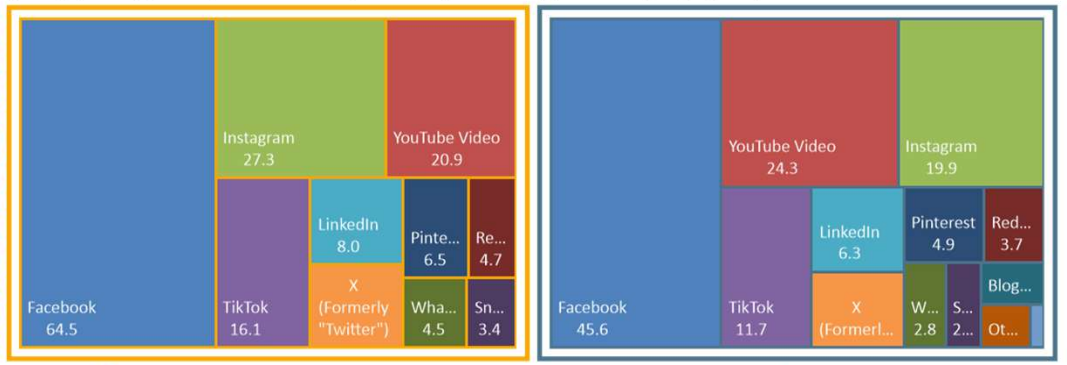
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,455

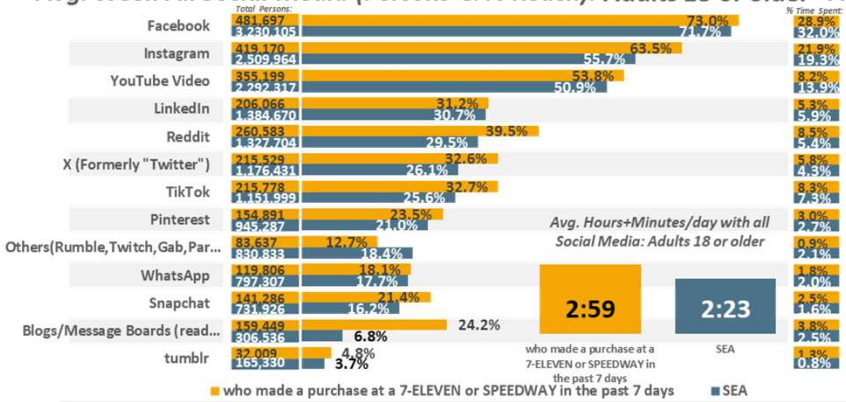
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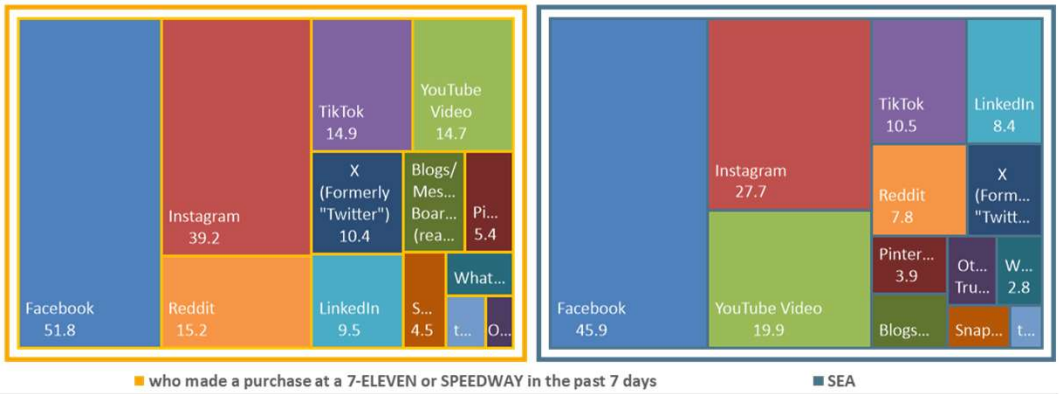
(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)

481,697 or 73.% of Adults 18 or older who made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days use Ad-Supported Facebook for an average of 54.3 minutes every day representing 35.8% of all time spent daily with Ad-Supported Social Media.

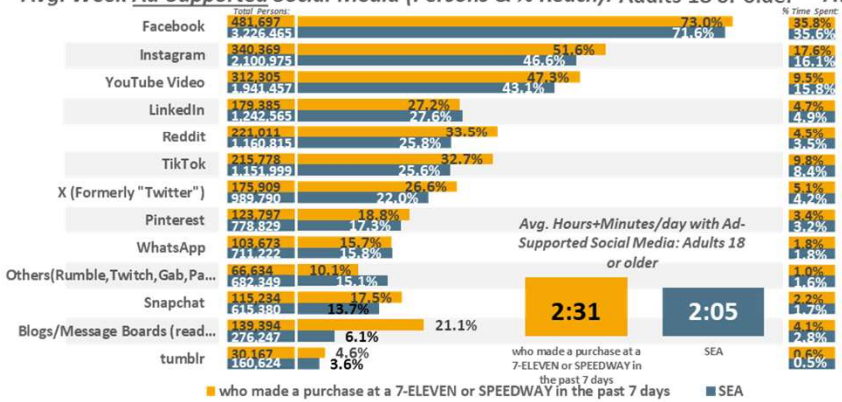
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



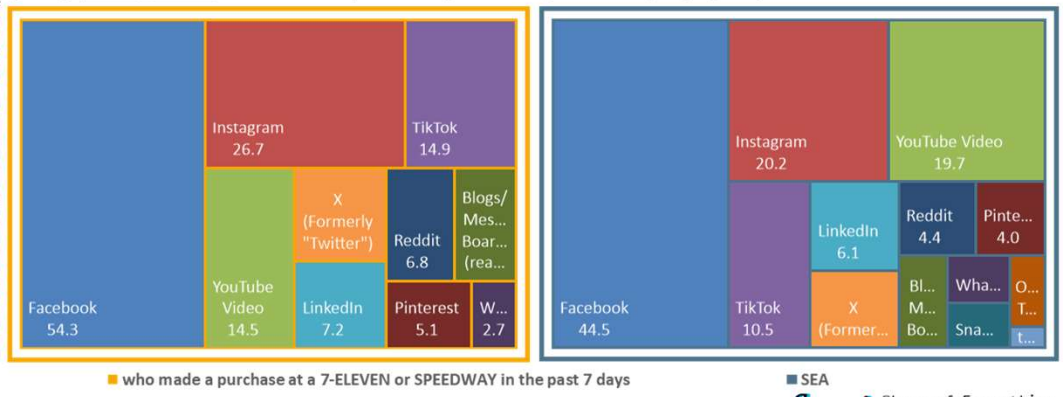
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 478

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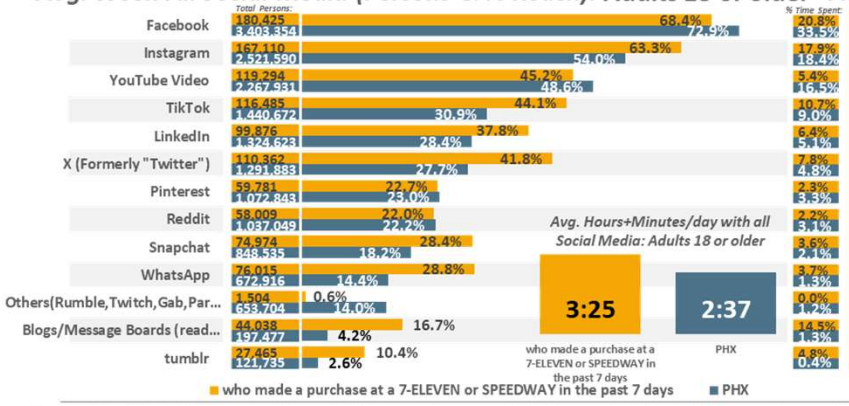
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(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)

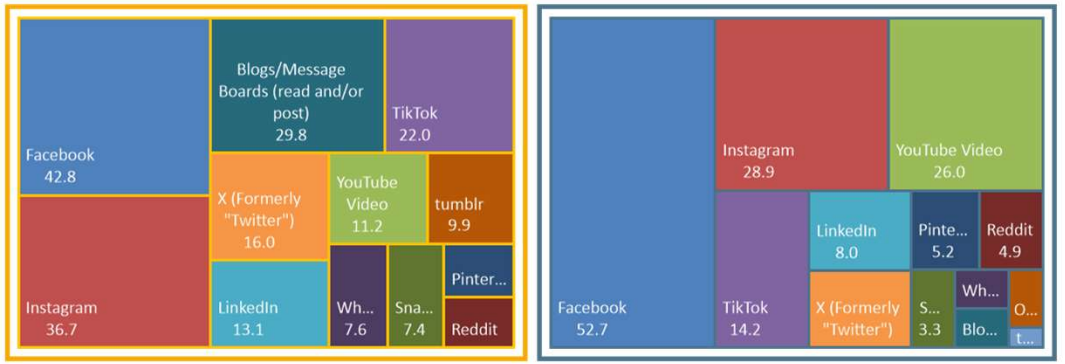
PHX

180,425 or 68.4% of Adults 18 or older who made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days use Ad-Supported Facebook for an average of 55. minutes every day representing 27.8% of all time spent daily with Ad-Supported Social Media.

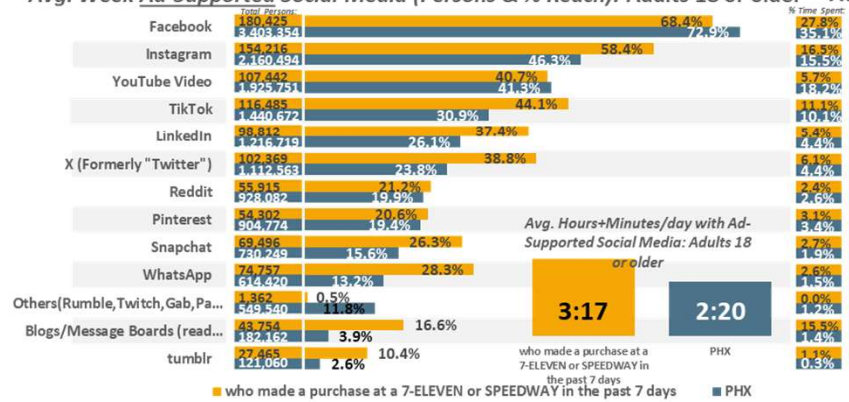
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



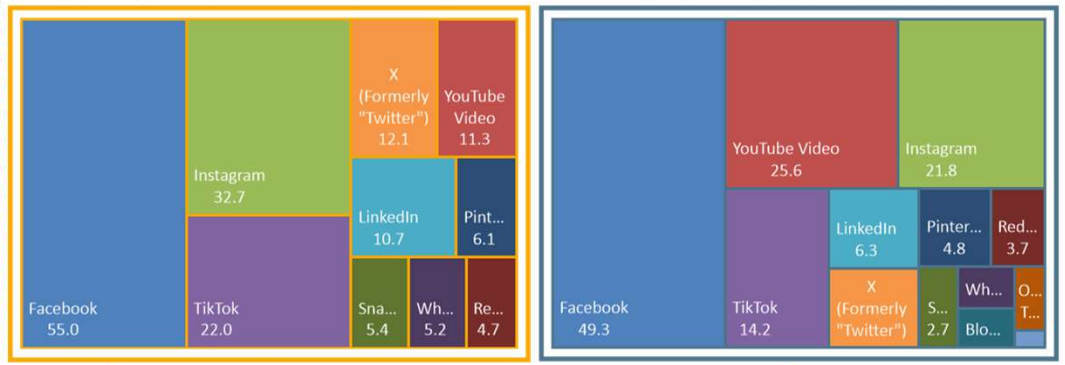
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



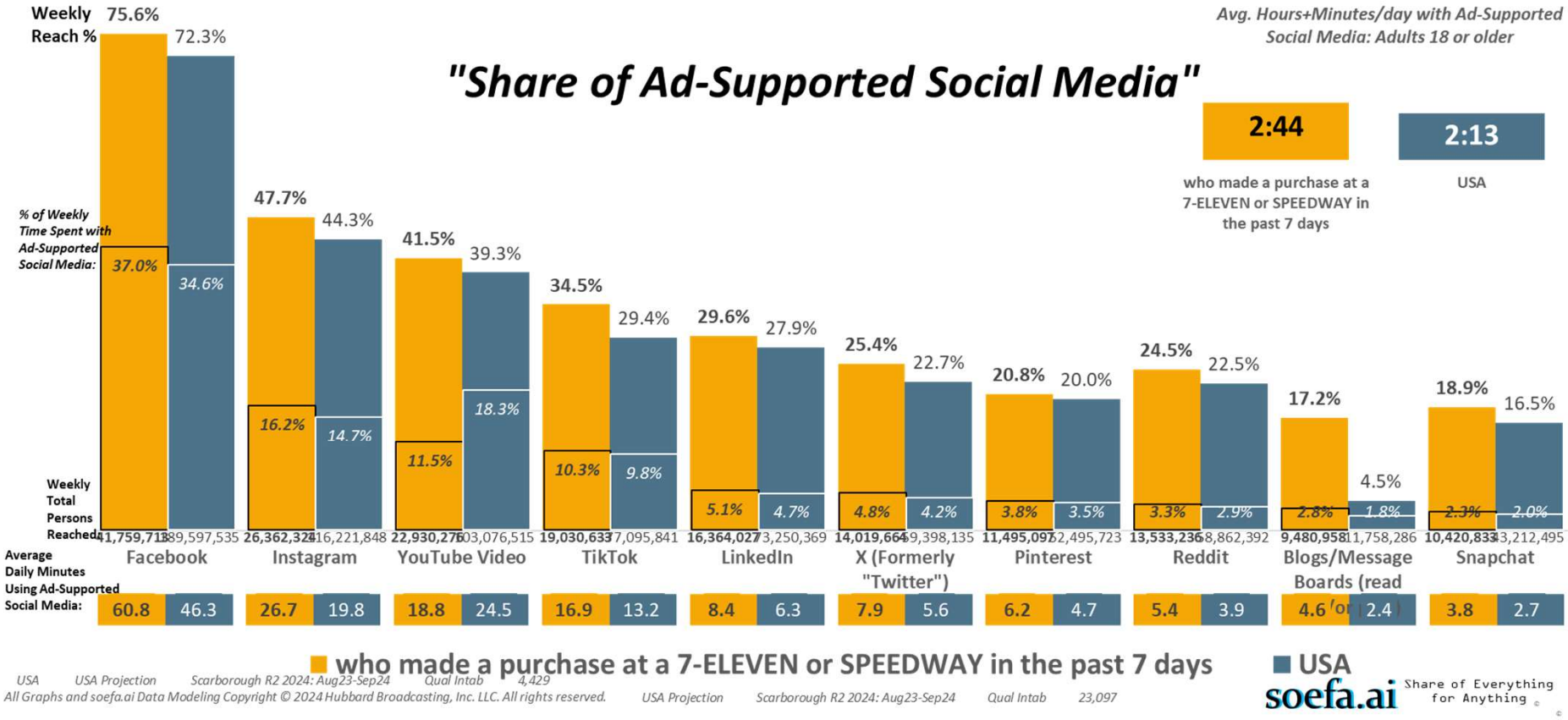
PHX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 98

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(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)

41,759,713 or 75.6% of Adults 18 or older who made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days use Ad-Supported Facebook for an average of 60.8 minutes every day representing 37.% of all time spent daily with Ad-Supported Social Media.



USA USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 4,429

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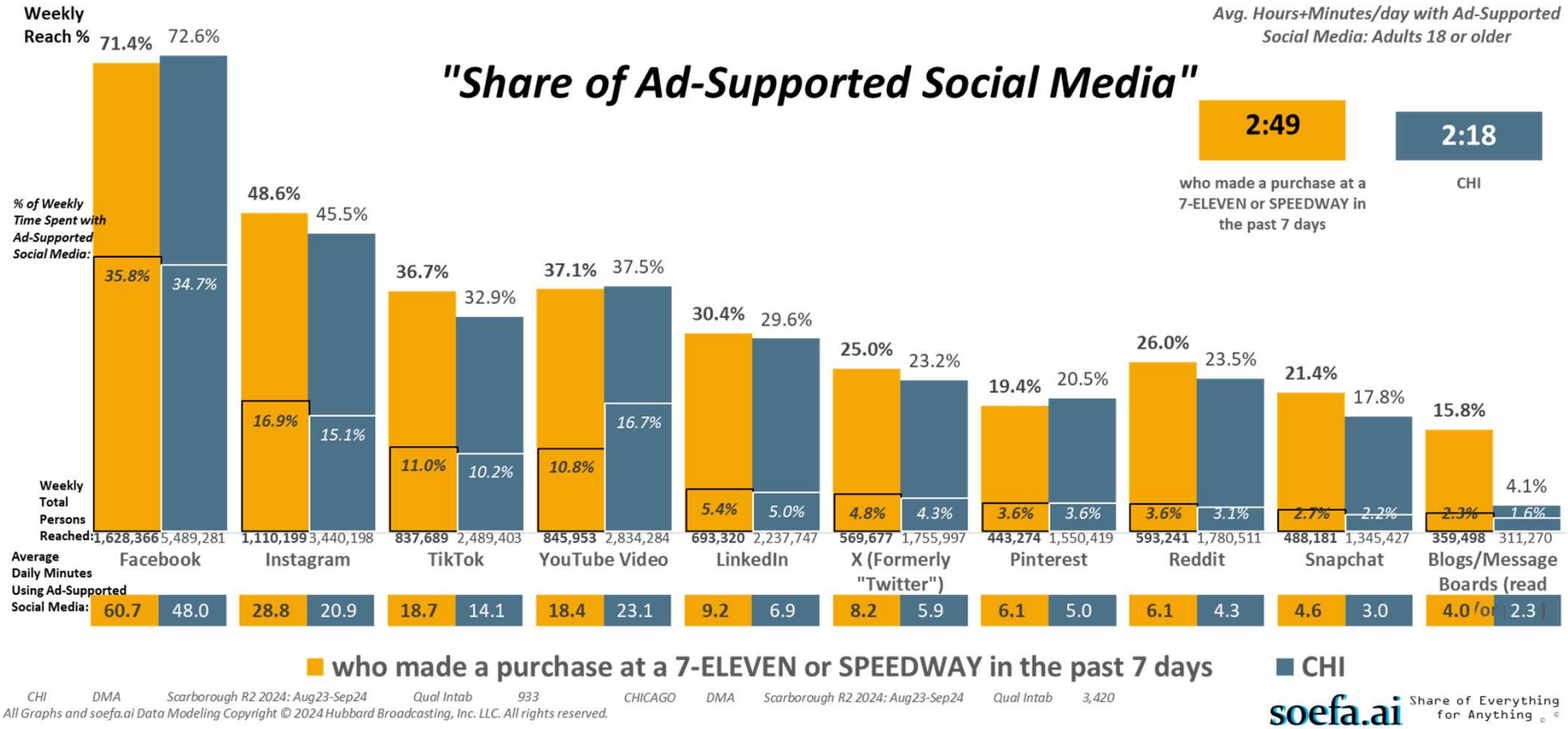
USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,097

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(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)

CHI

1,628,366 or 71.4% of Adults 18 or older who made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days use Ad-Supported Facebook for an average of 60.7 minutes every day representing 35.8% of all time spent daily with Ad-Supported Social Media.



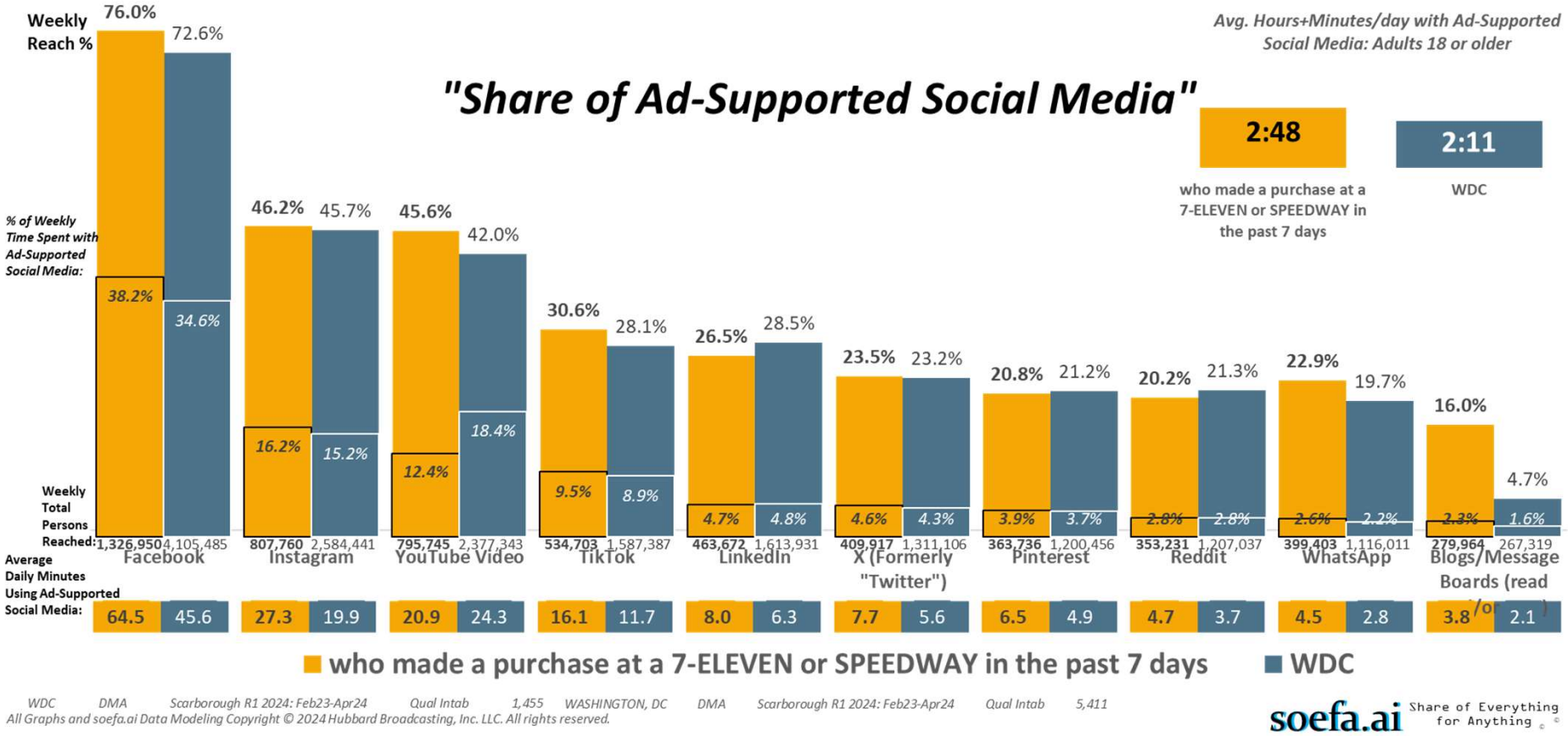
CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 933 CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 3,420

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(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)

1,326,950 or 76.% of Adults 18 or older who made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days use Ad-Supported Facebook for an average of 64.5 minutes every day representing 38.2% of all time spent daily with Ad-Supported Social Media.



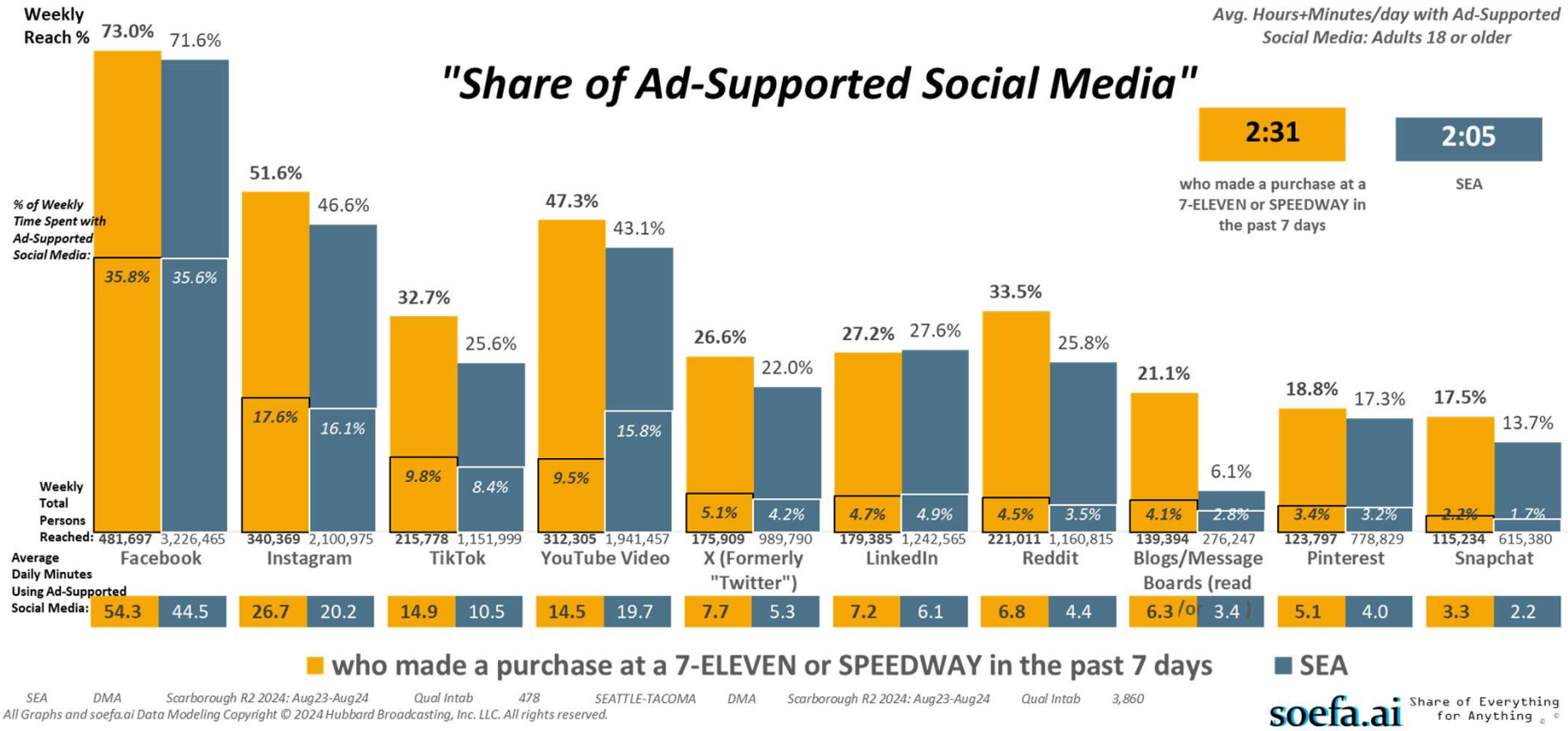
WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,455 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,411

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(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)

481,697 or 73.% of Adults 18 or older who made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days use Ad-Supported Facebook for an average of 54.3 minutes every day representing 35.8% of all time spent daily with Ad-Supported Social Media.



SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 478 SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,860

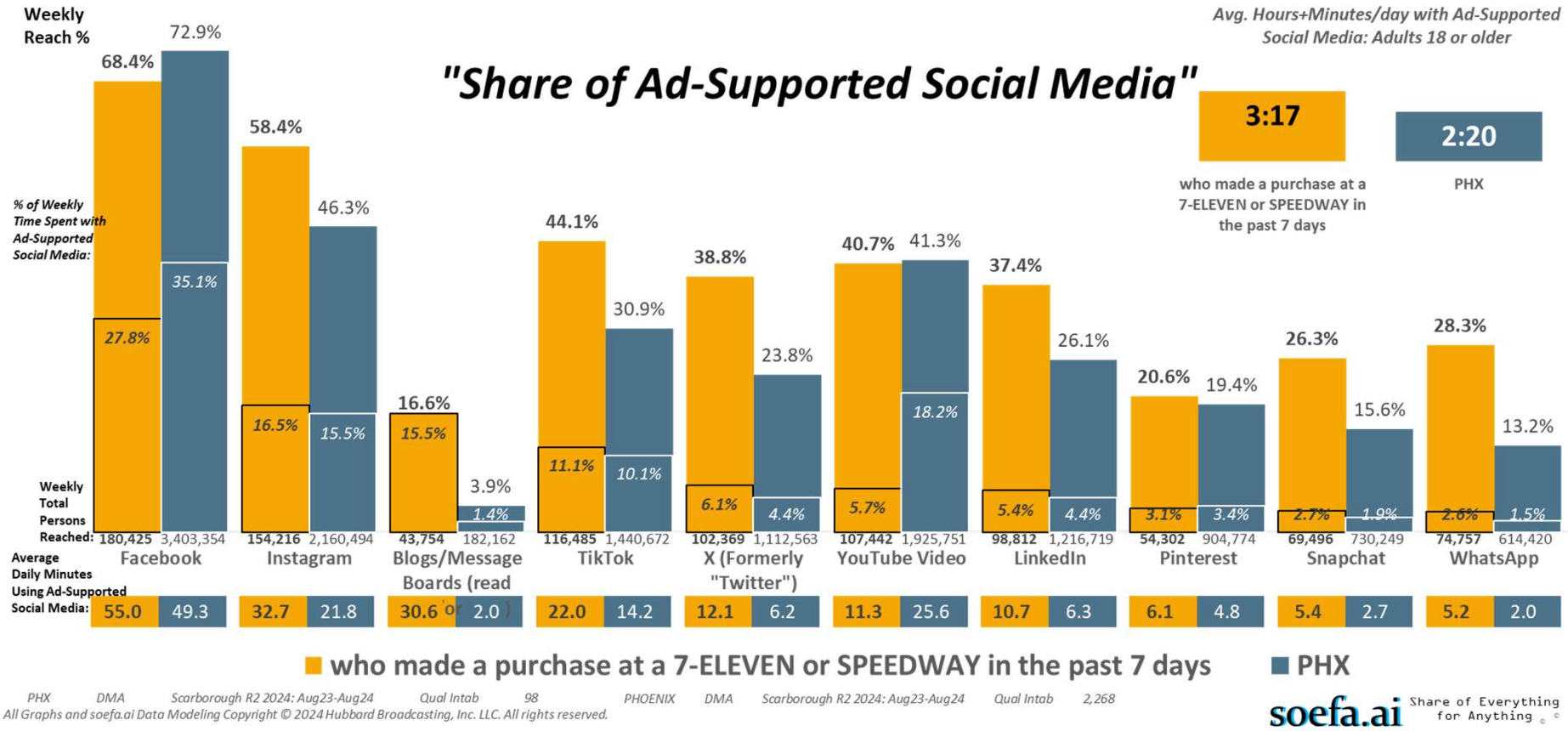
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(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)

PHX

180,425 or 68.4% of Adults 18 or older who made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days use Ad-Supported Facebook for an average of 55. minutes every day representing 27.8% of all time spent daily with Ad-Supported Social Media.



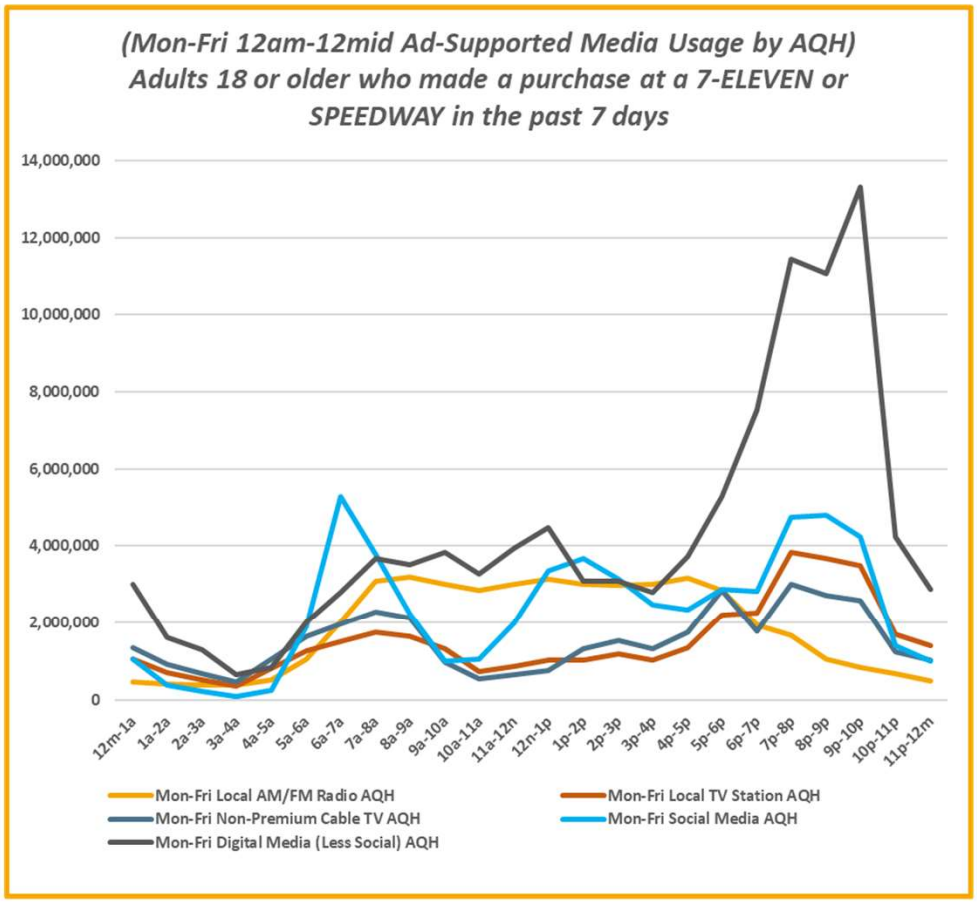
PHX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 98 PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,268

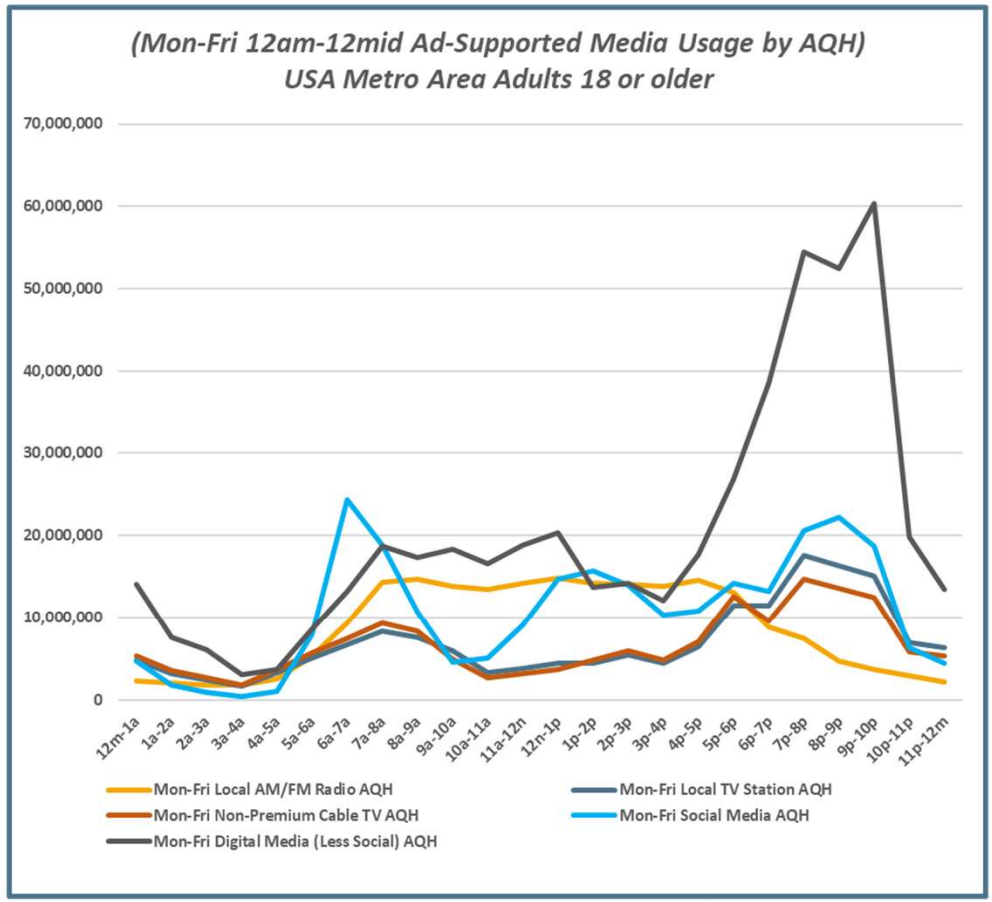
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(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 3,924,449; Local Radio: 2,859,723; Social Media: 2,765,044; Non-Prem. Cable: 1,525,474; Local TV: 1,371,687 reaching Adults 18 or older who made a purchase at a 7-ELEVEN





USA USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 4,429

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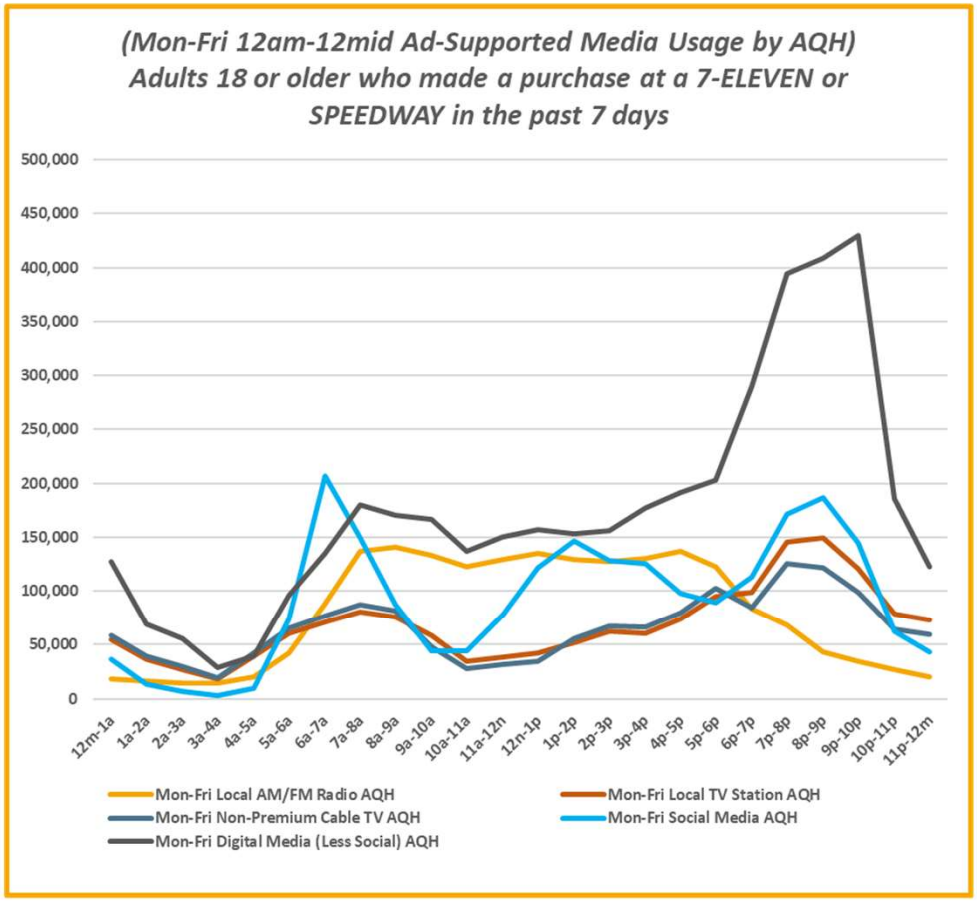
USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,097

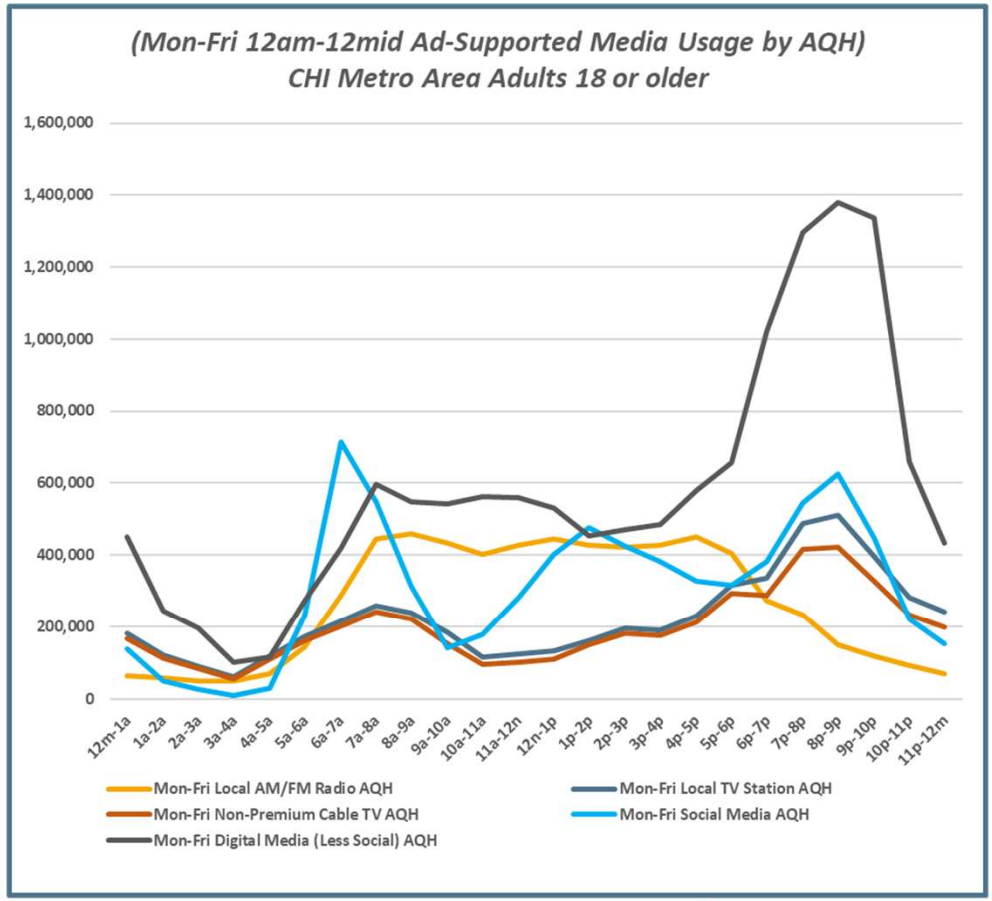
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(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)

CHI

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 174,333; Local Radio: 124,258; Social Media: 110,016; Local TV: 64,827; Non-Prem. Cable: 64,803 reaching Adults 18 or older who made a purchase at a 7-ELEVEN or SPEEDWAY





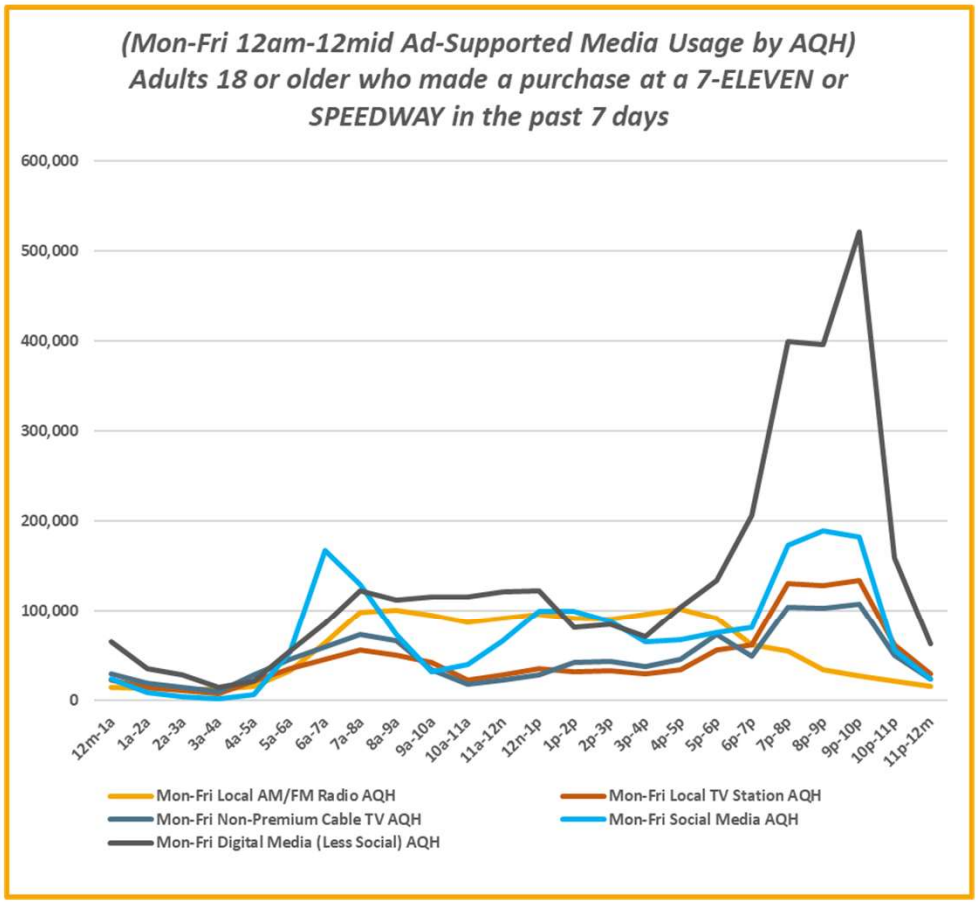
CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 933

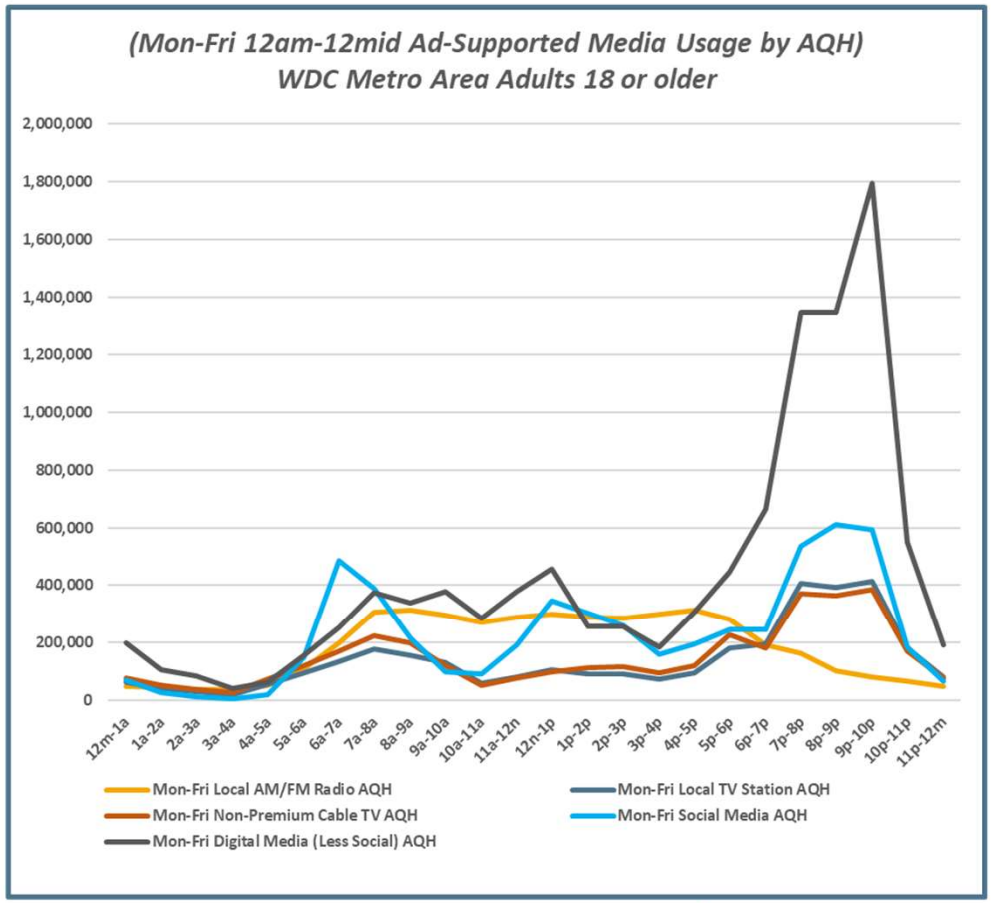
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(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 113,595; Local Radio: 89,566; Social Media: 83,260; Non-Prem. Cable: 45,489; Local TV: 40,306 reaching Adults 18 or older who made a purchase at a 7-ELEVEN or SPEEDWAY in





WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,455

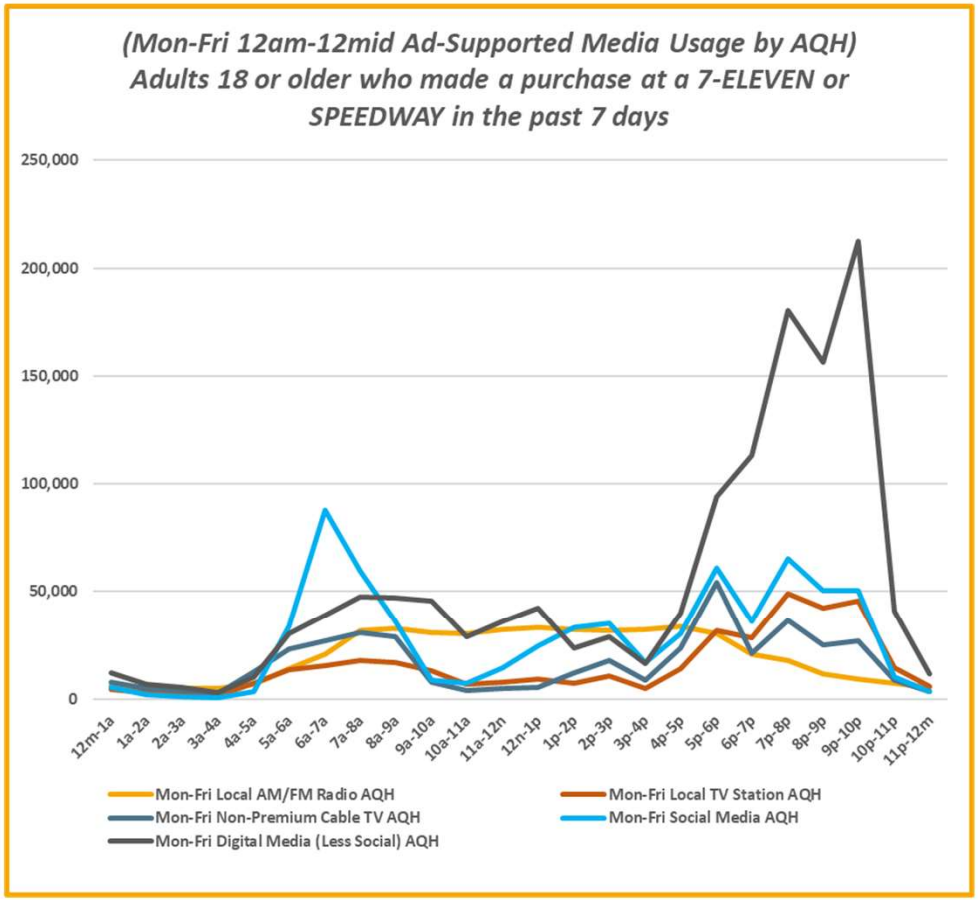
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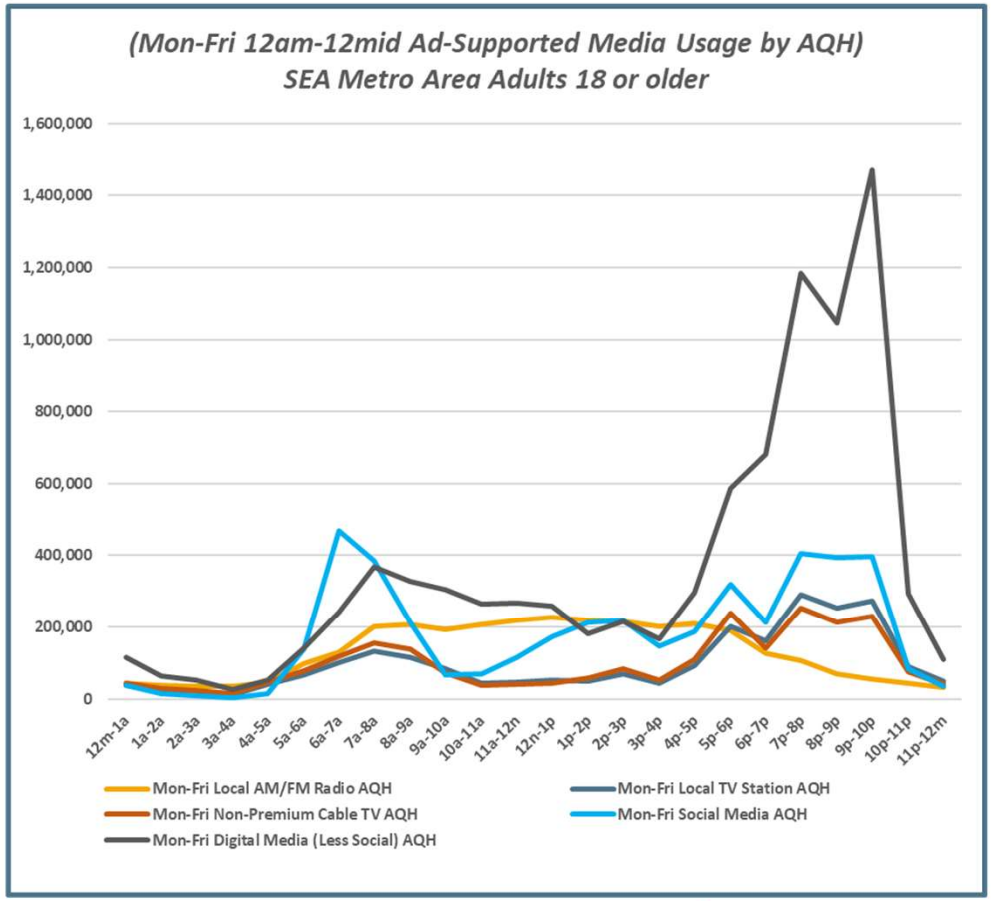
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(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)

SEA

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 46,318; Social Media: 34,680; Local Radio: 30,137; Non-Prem. Cable: 18,865; Local TV: 14,081 reaching Adults 18 or older who made a purchase at a 7-ELEVEN or SPEEDWAY in





SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 478

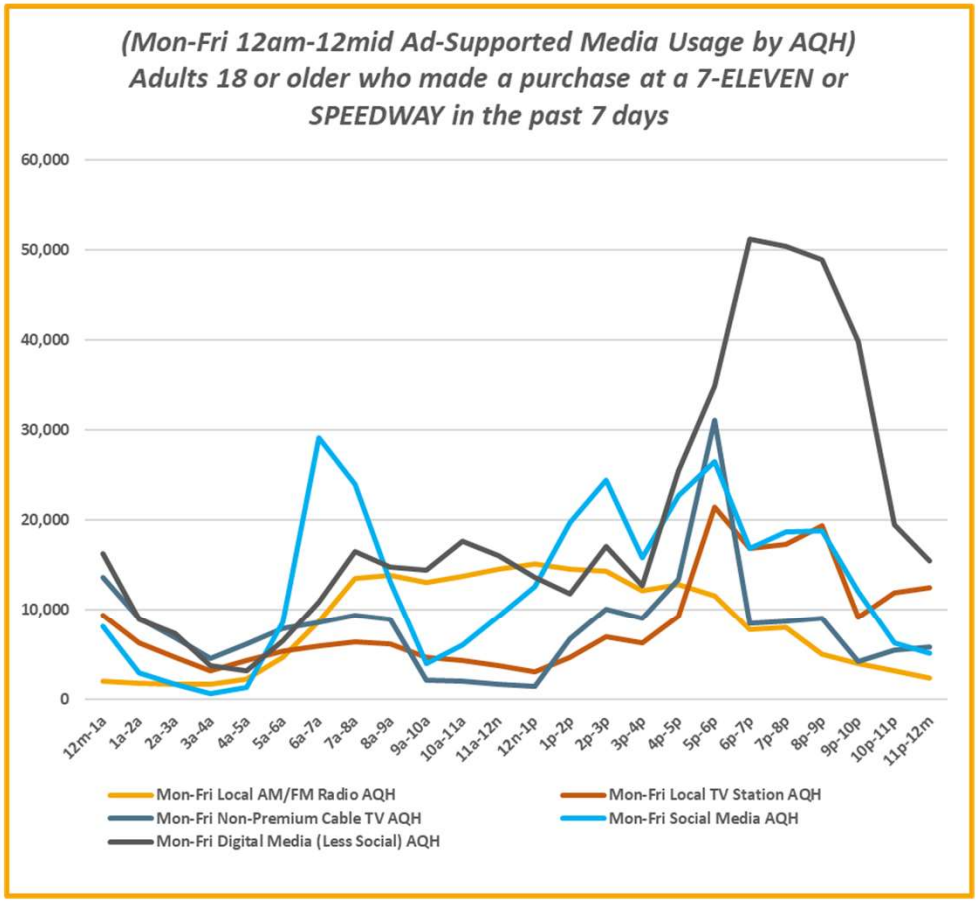
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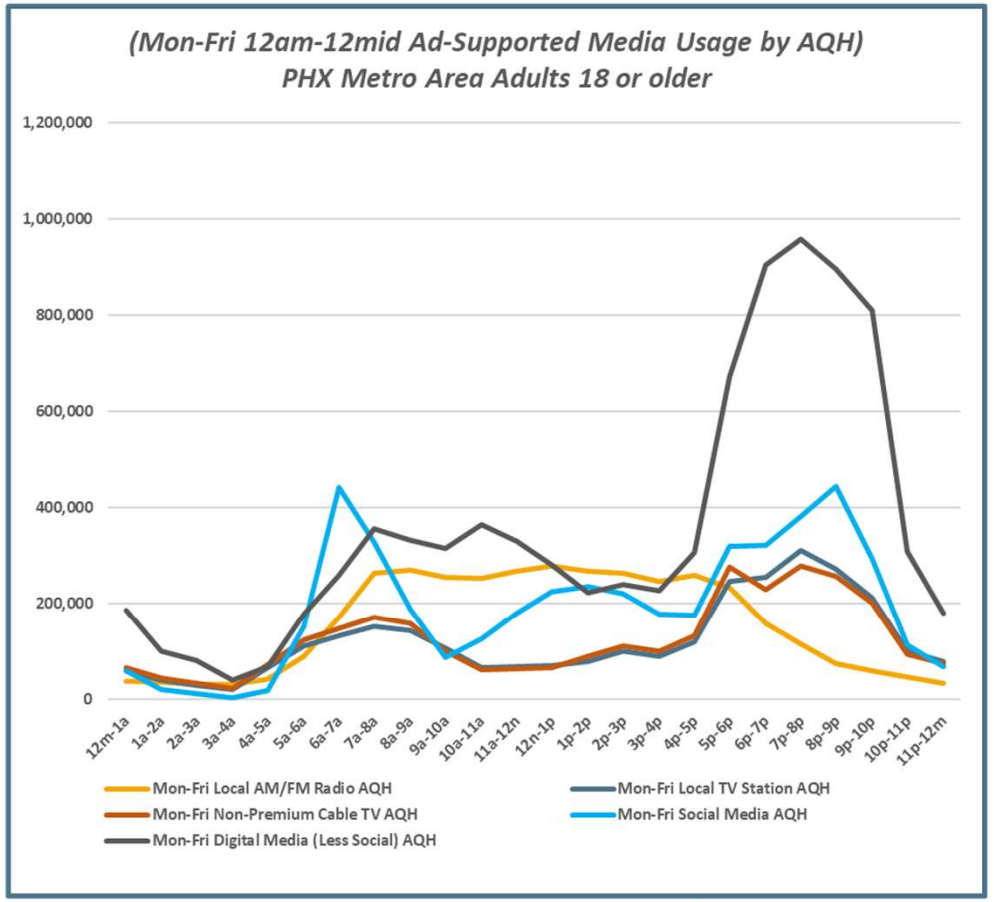
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(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)

PHX

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 19,769; Social Media: 17,235; Local Radio: 12,753; Non-Prem. Cable: 8,686; Local TV: 7,655 reaching Adults 18 or older who made a purchase at a 7-ELEVEN or SPEEDWAY in th





PHX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 98

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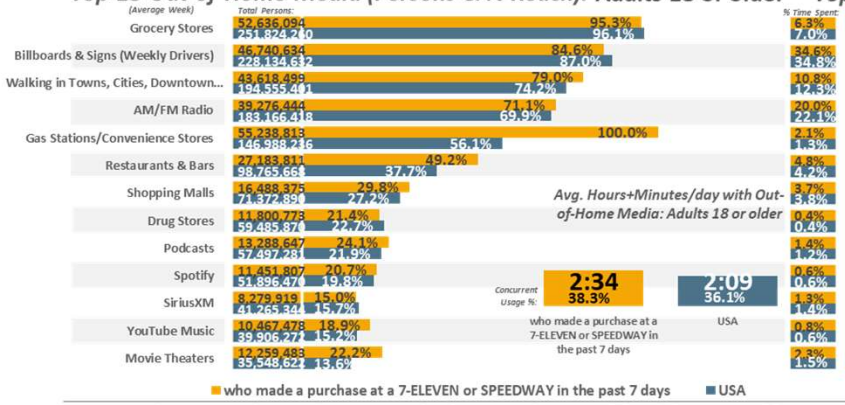
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(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)

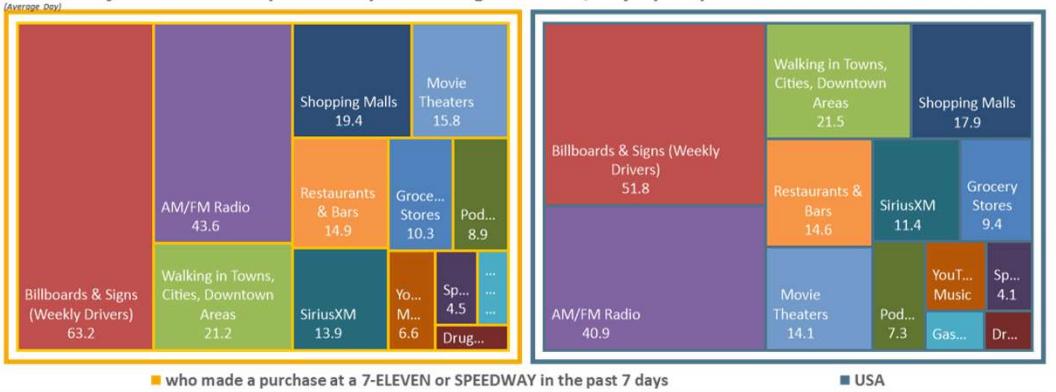
USA

46,740,634 or 84.6% of Adults 18 or older who made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days spend an average of 63.2 minutes per day driving, seeing Billboards and Signs. 68.2% Listen to Local Radio Stations Out-of-Home for an average of 40

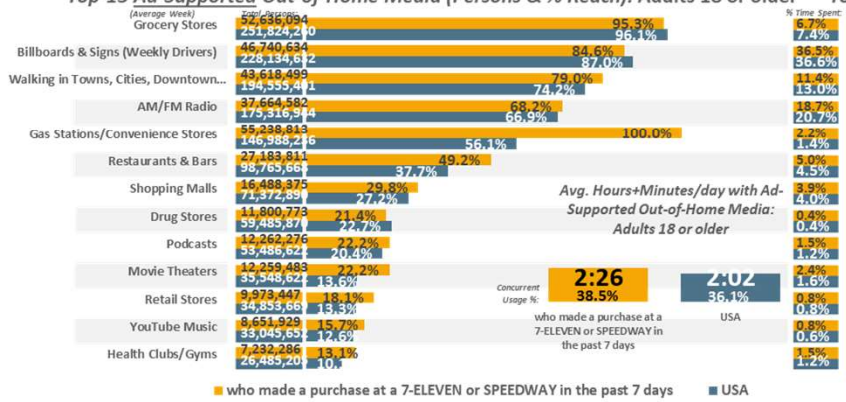
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



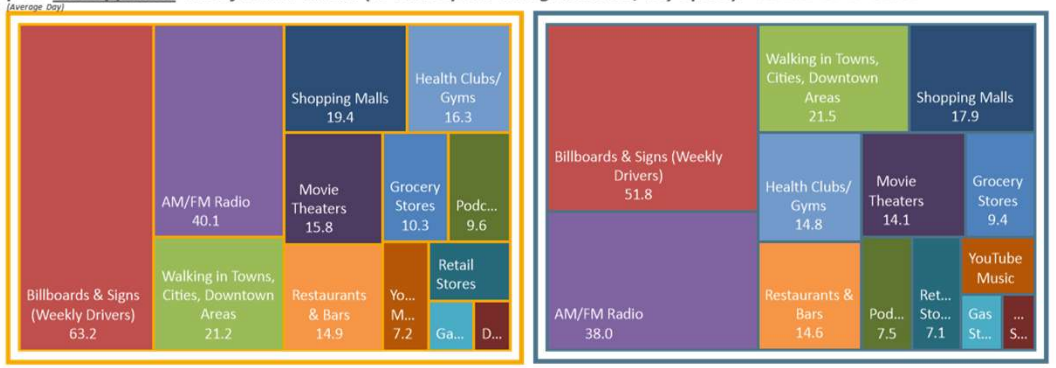
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 4,429

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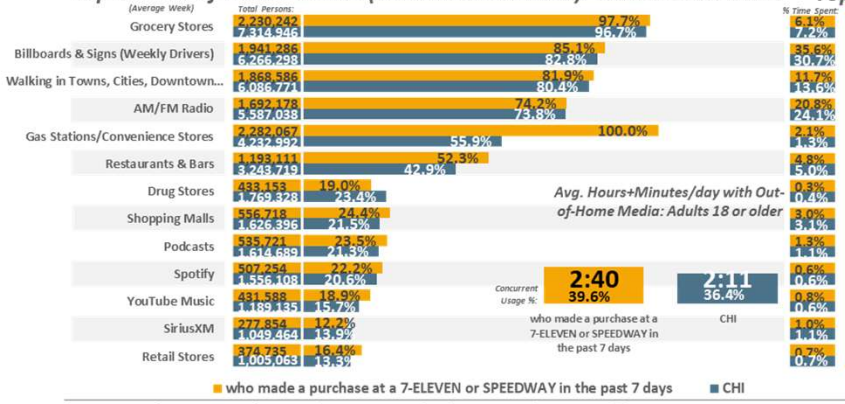
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(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)

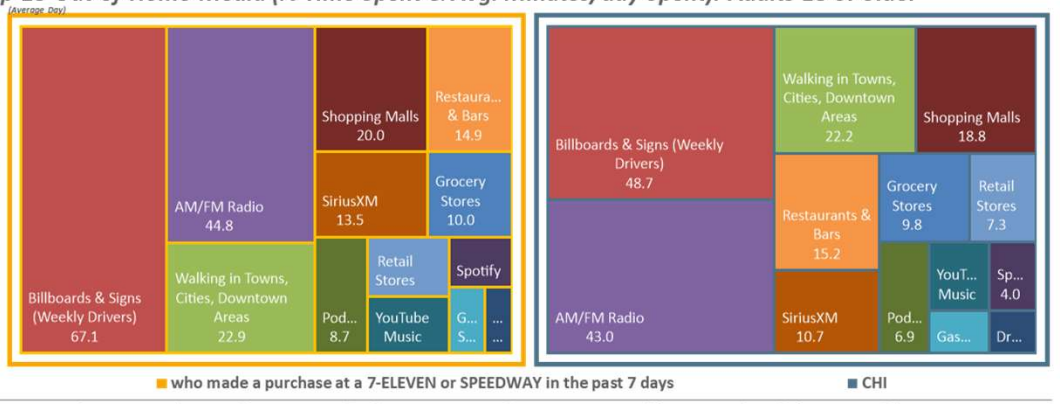
CHI

1,941,286 or 85.1% of Adults 18 or older who made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days spend an average of 67.1 minutes per day driving, seeing Billboards and Signs. 70.9% Listen to Local Radio Stations Out-of-Home for an average of 41.

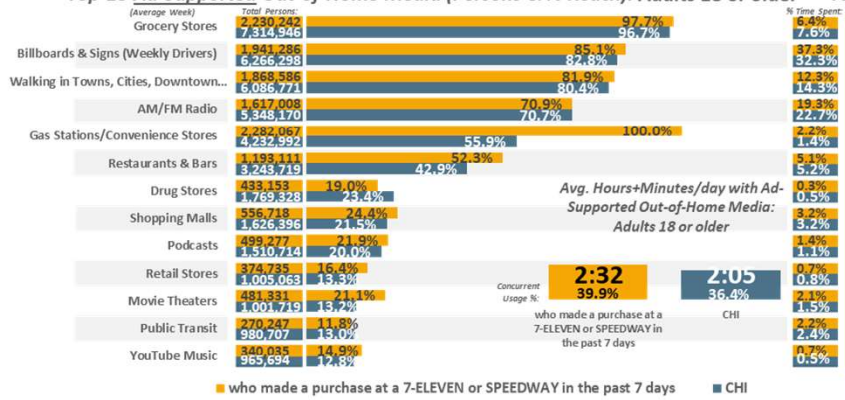
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



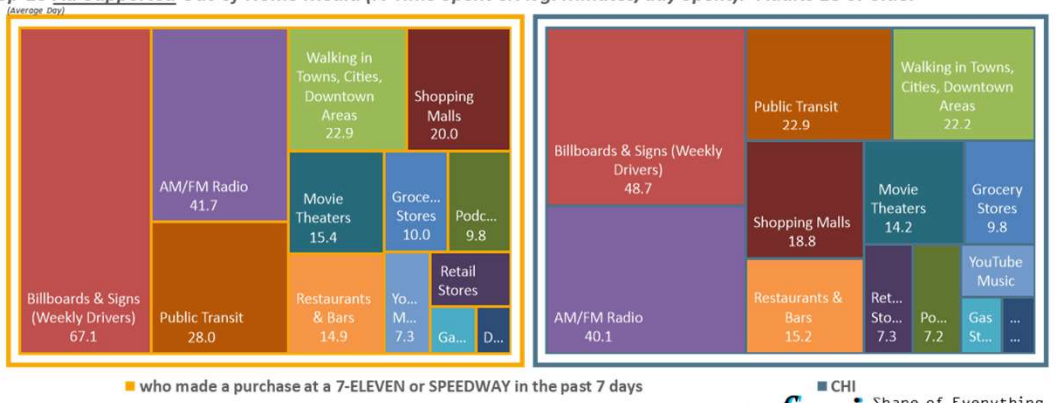
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 933

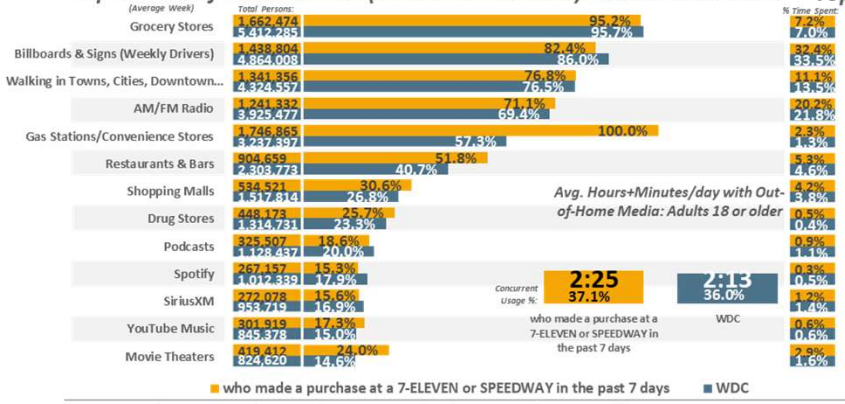
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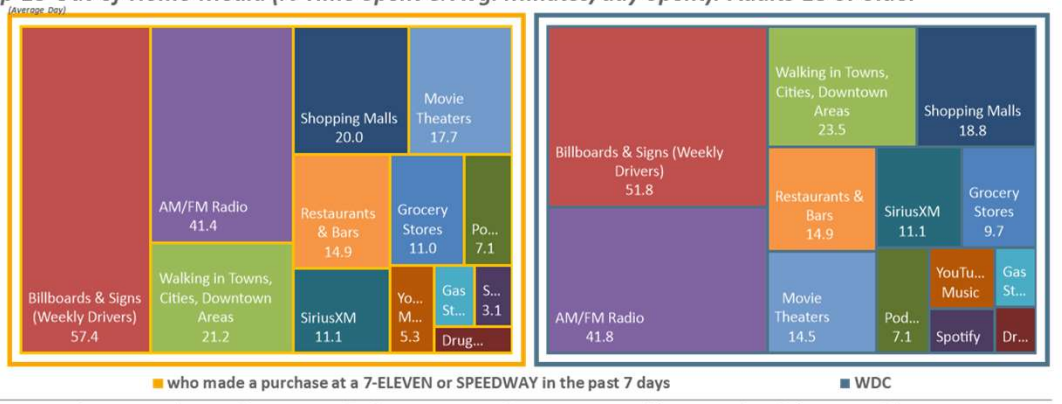
(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)

1,438,804 or 82.4% of Adults 18 or older who made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days spend an average of 57.4 minutes per day driving, seeing Billboards and Signs. 67.8% Listen to Local Radio Stations Out-of-Home for an average of 38.

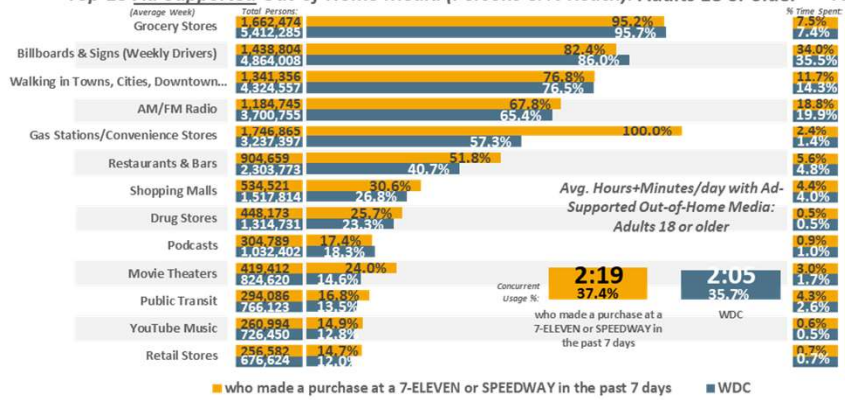
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



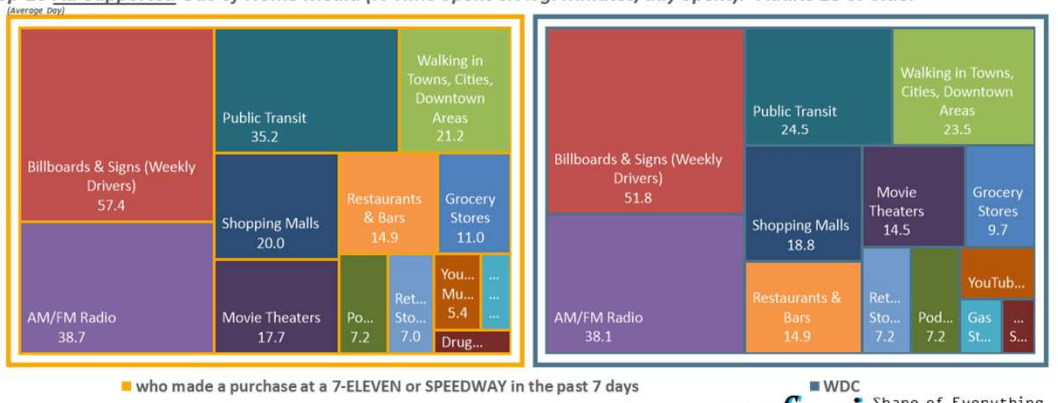
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,455

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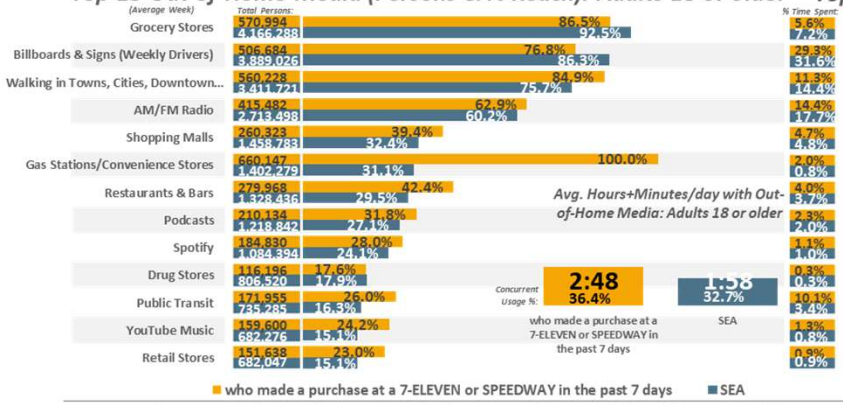
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(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)

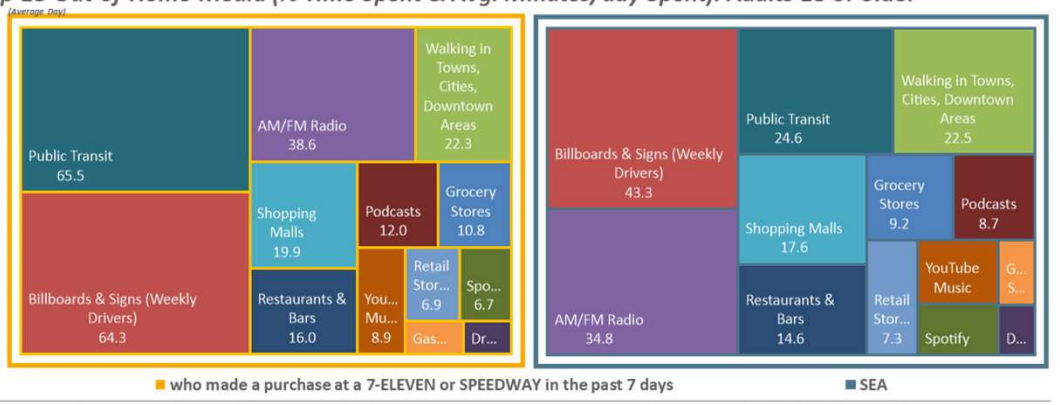
SEA

506,684 or 76.8% of Adults 18 or older who made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days spend an average of 64.3 minutes per day driving, seeing Billboards and Signs. 61.4% Listen to Local Radio Stations Out-of-Home for an average of 34.2

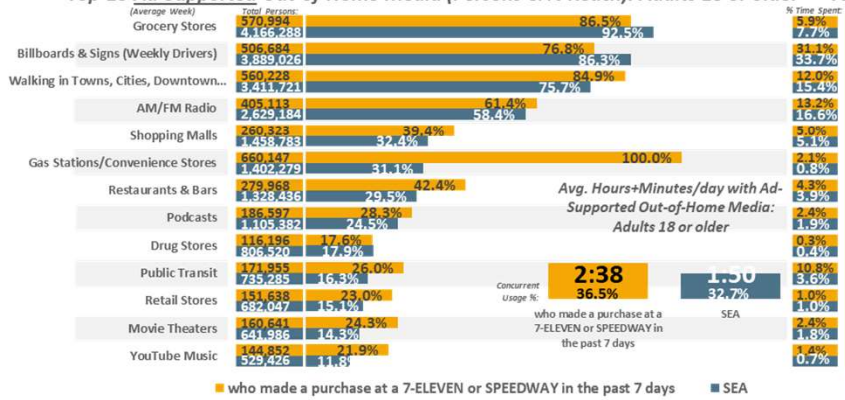
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



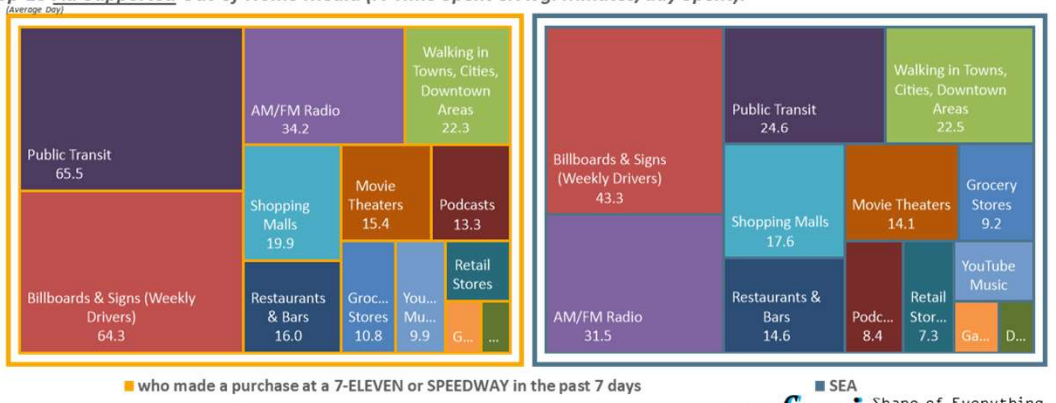
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 478

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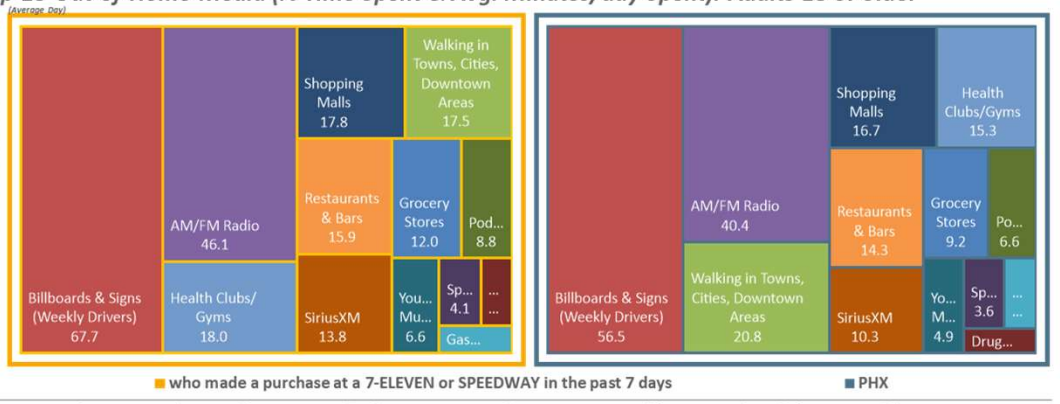
(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)

239,625 or 90.8% of Adults 18 or older who made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days spend an average of 67.7 minutes per day driving, seeing Billboards and Signs. 64.1% Listen to Local Radio Stations Out-of-Home for an average of 39.6

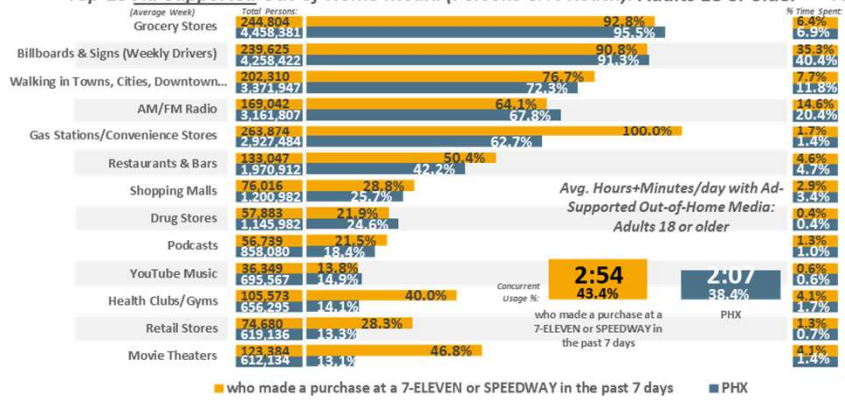
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



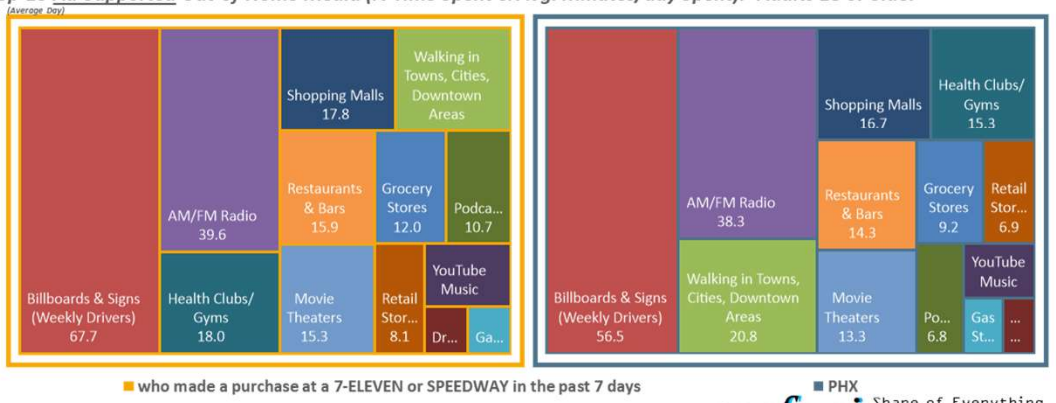
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 98

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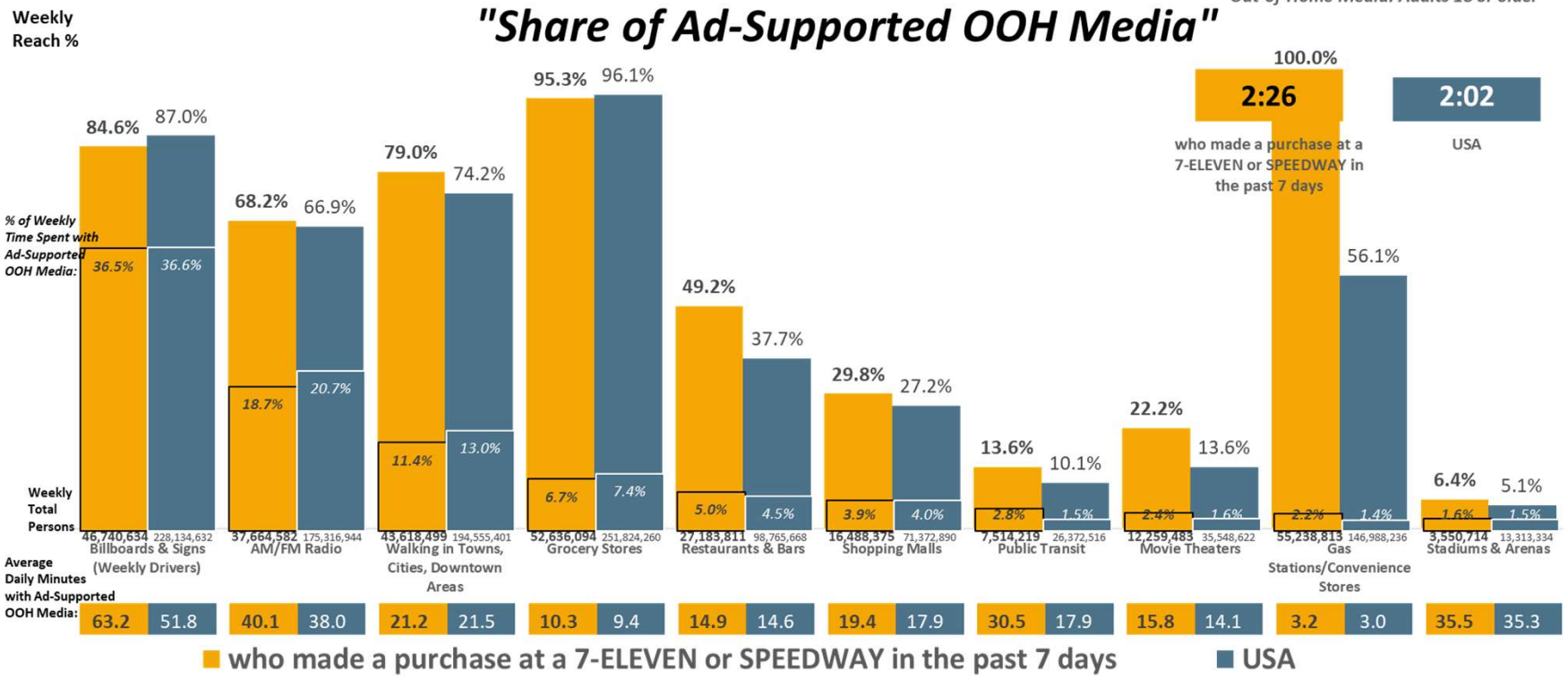
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(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)

46,740,634 or 84.6% of Adults 18 or older who made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days spend an average of 63.2 minutes per day driving, seeing Billboards and Signs representing 36.5% of all Time Spent with Ad-Supported Out-of-Home Med

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

"Share of Ad-Supported OOH Media"



USA USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 4,429

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USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,097

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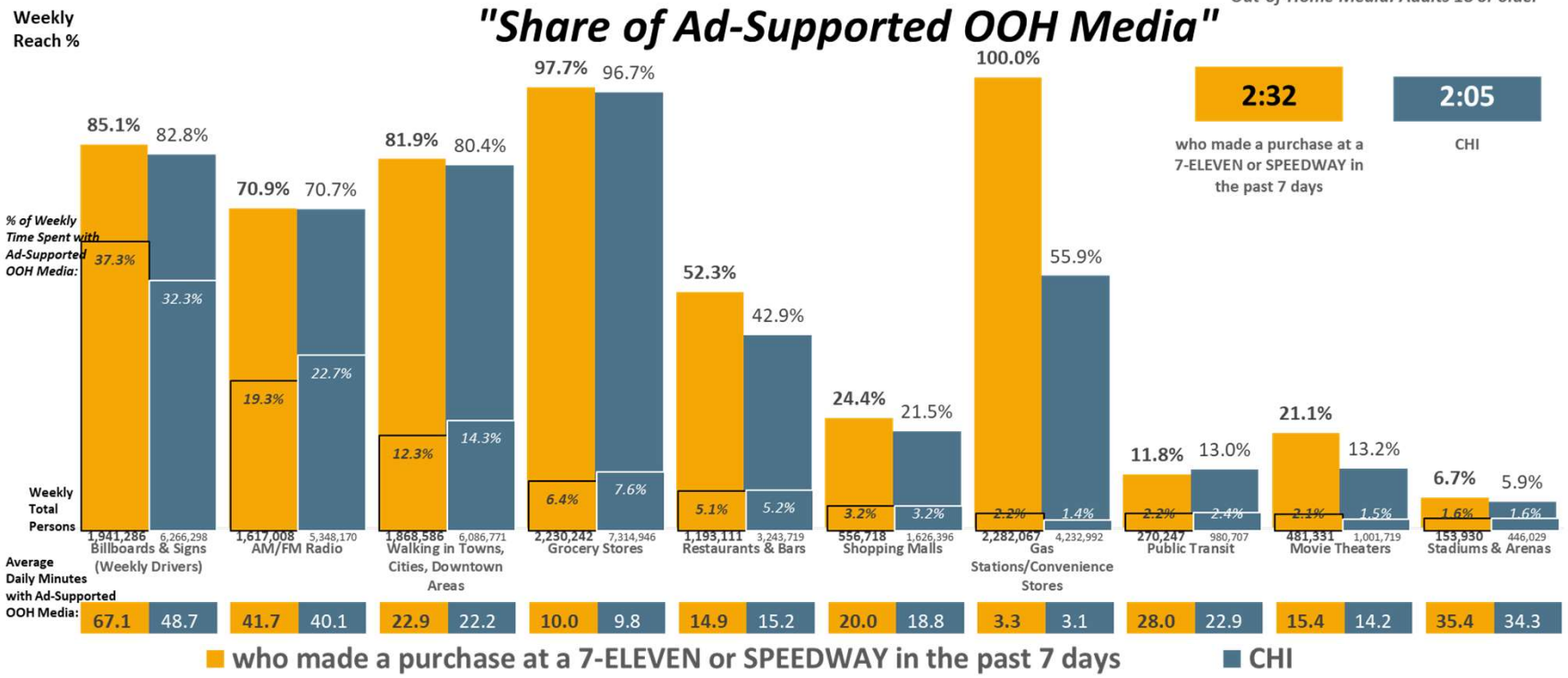
(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)

CHI

1,941,286 or 85.1% of Adults 18 or older who made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days spend an average of 67.1 minutes per day driving, seeing Billboards and Signs representing 37.3% of all Time Spent with Ad-Supported Out-of-Home Medi

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

"Share of Ad-Supported OOH Media"



CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 933 CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 3,420

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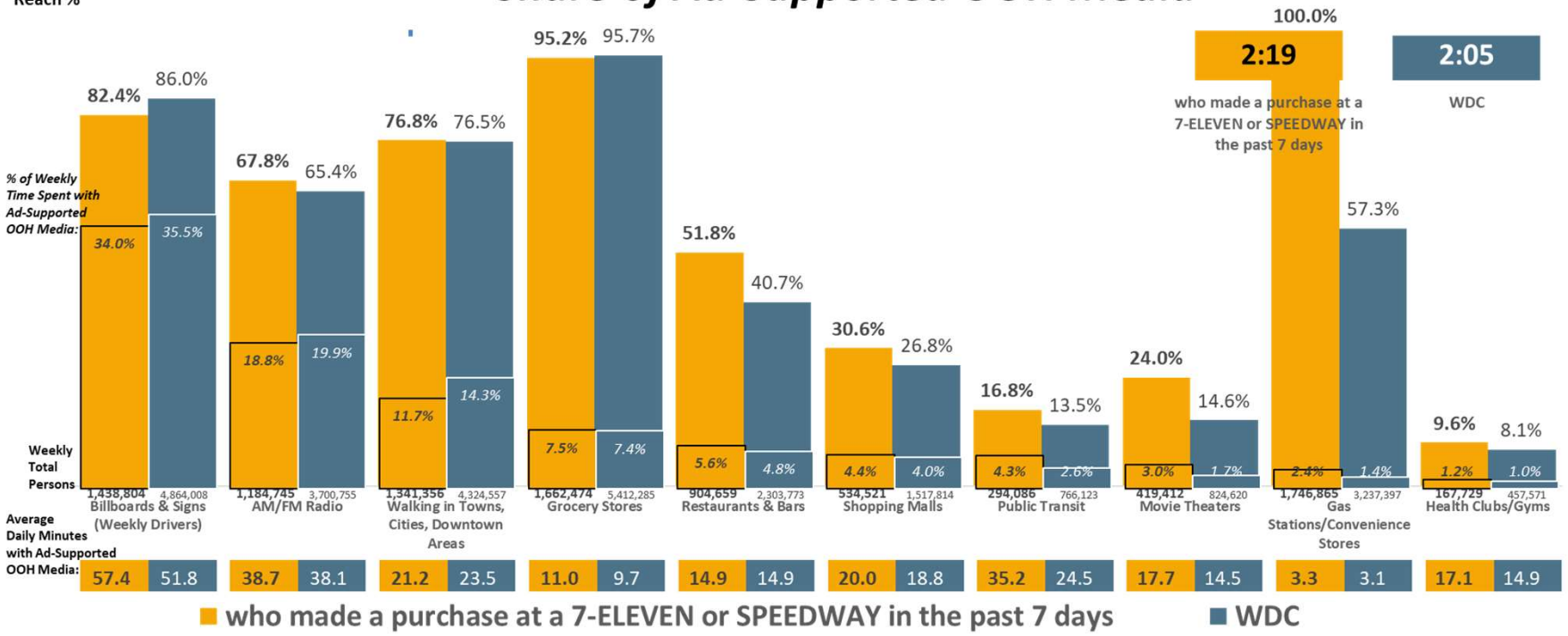
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(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)

1,438,804 or 82.4% of Adults 18 or older who made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days spend an average of 57.4 minutes per day driving, seeing Billboards and Signs representing 34.% of all Time Spent with Ad-Supported Out-of-Home Media

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

"Share of Ad-Supported OOH Media"



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,455 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,411

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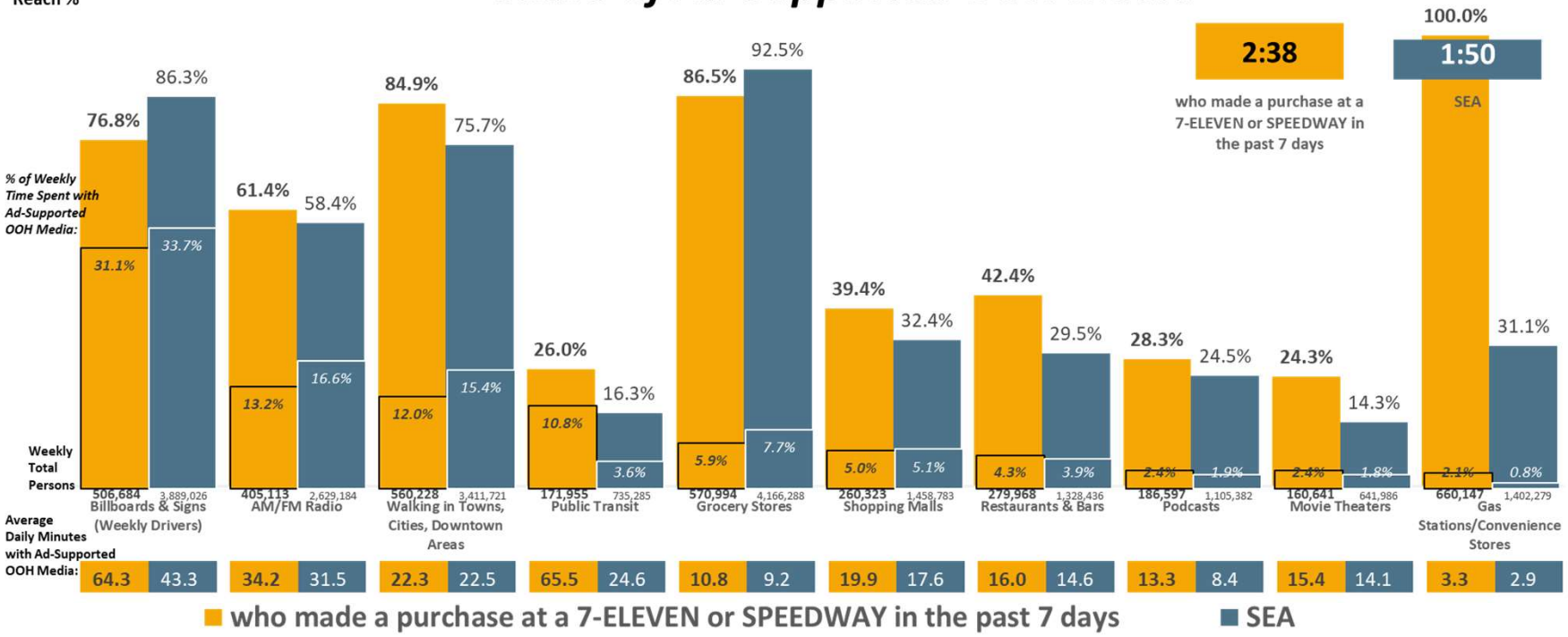
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(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)

506,684 or 76.8% of Adults 18 or older who made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days spend an average of 64.3 minutes per day driving, seeing Billboards and Signs representing 31.1% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 478 SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,860

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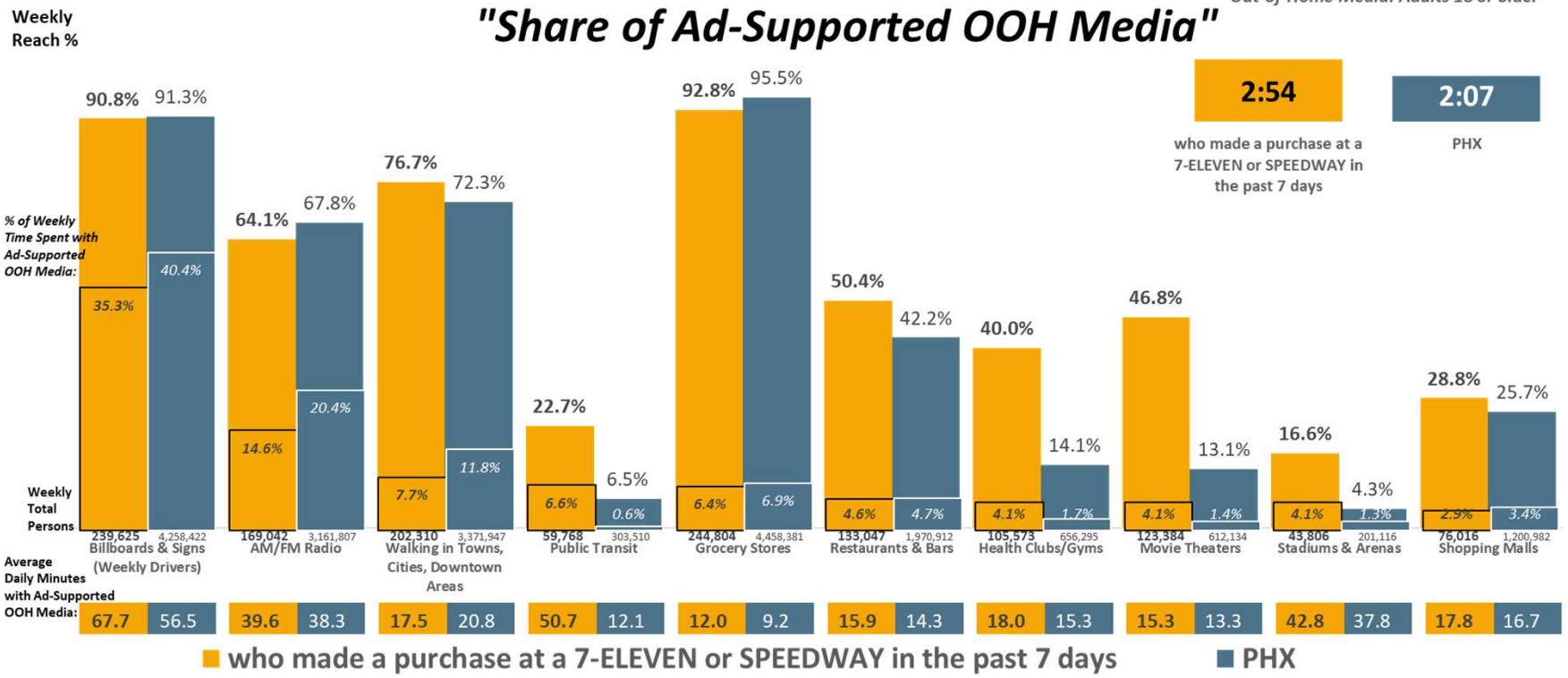
(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)

PHX

239,625 or 90.8% of Adults 18 or older who made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days spend an average of 67.7 minutes per day driving, seeing Billboards and Signs representing 35.3% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



PHX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 98 PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,268

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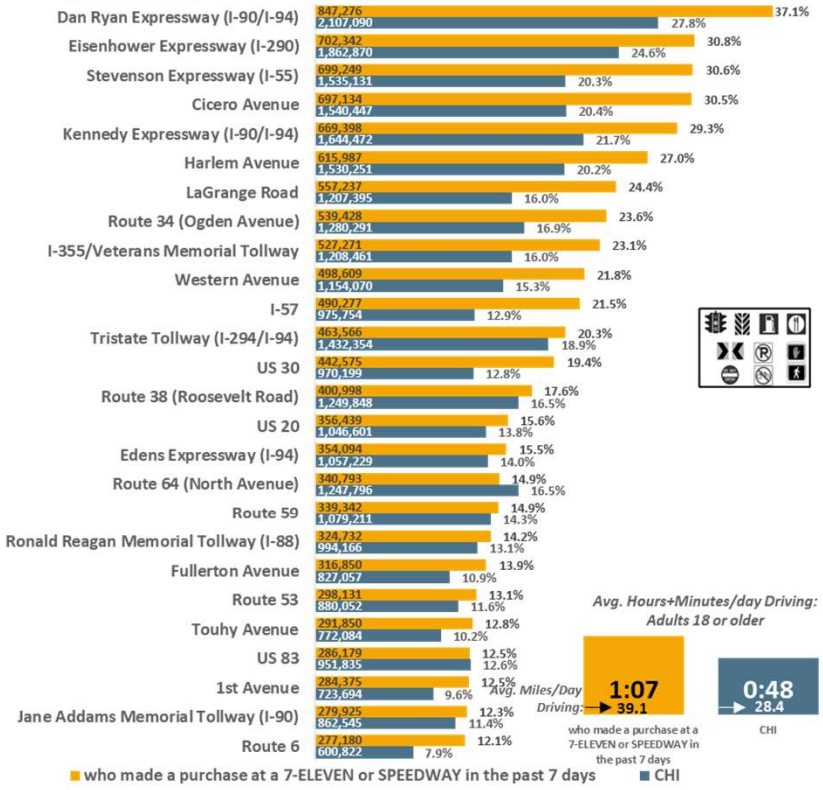
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(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)

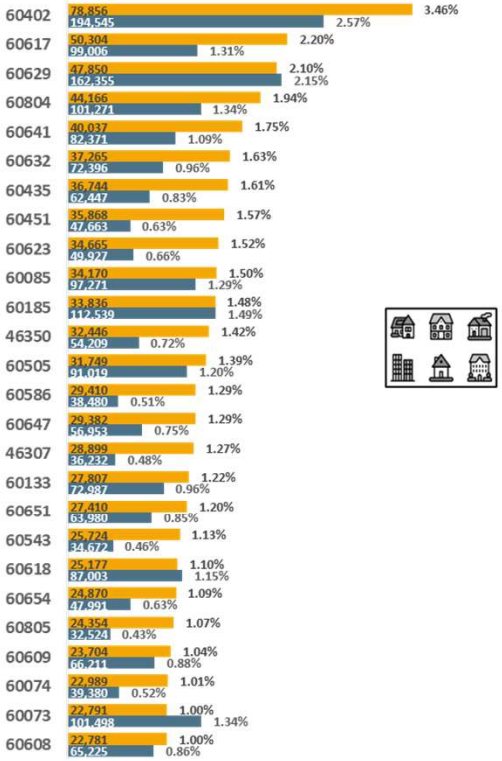


1,941,286 or 85.1% of Adults 18 or older who made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days spend an average of 67.1 minutes per day driving an average of 39.1 miles each day and are 66.6% more likely to use I-57 than the Metro average.

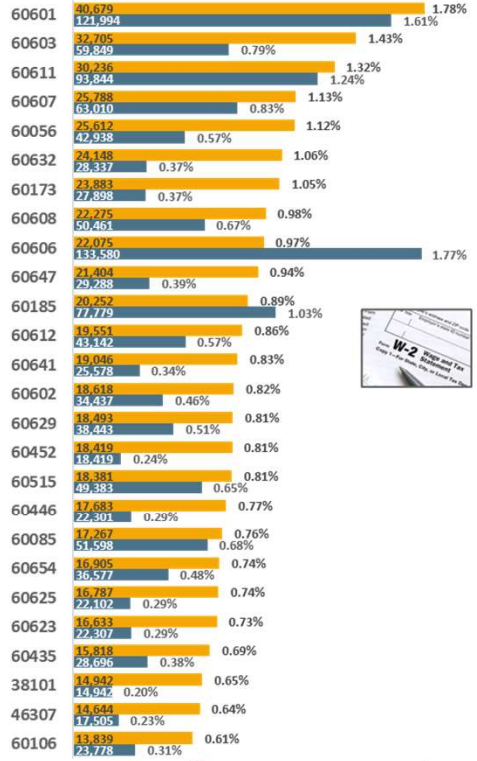
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 933

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(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)



1,438,804 or 82.4% of Adults 18 or older who made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days spend an average of 57.4 minutes per day driving an average of 33.4 miles each day and are 88.4% more likely to use Kenilworth Avenue than the Metro

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

	who made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days		WDC	
I-95/I-495/Capital Beltway	1,066,985	61.1%	3,085,995	54.6%
I-66	546,119	31.3%	1,652,981	29.2%
Route 1	483,072	27.7%	1,209,774	21.4%
I-295/Baltimore Washington Parkway	467,145	26.7%	1,207,534	21.4%
Route 28	291,722	16.7%	764,557	13.5%
Route 355/Rockville Pike/Wisconsin Avenue	256,024	14.7%	765,697	13.5%
Route 97/Georgia Avenue	252,070	14.4%	651,900	11.5%
East-West Highway	249,057	14.3%	613,198	10.8%
Route 29/Colesville Road	249,021	14.3%	604,032	10.7%
Route 50/New York Avenue	246,614	14.1%	684,324	12.1%
Kenilworth Avenue	239,899	13.7%	412,125	7.3%
Pennsylvania Avenue	228,002	13.1%	555,823	9.8%
New Hampshire Avenue	213,023	12.2%	487,765	8.6%
Route 5/Branch Avenue	196,894	11.3%	382,753	6.8%
Veirs Mill Road	174,963	10.0%	456,728	8.1%
Randolph Road	174,301	10.0%	407,320	7.2%
14th Street	167,291	9.6%	580,984	10.3%
16th Street	155,309	8.9%	502,365	8.9%
Route 301	154,977	8.9%	476,863	8.4%
Constitution Avenue	153,425	8.8%	448,904	7.9%
K Street	150,271	8.6%	457,077	8.1%
Route 185/Connecticut Avenue	131,159	7.5%	465,866	8.2%
Massachusetts Avenue	125,562	7.2%	466,825	8.3%
H Street/Benning Road	115,491	6.6%	272,7	4.8%
Route 15	112,291	6.4%	379,676	6.7%
Route 214/Central Avenue	103,778	5.9%	240,1	1.2%

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

Avg. Miles/Day Driving: 0:57 → 33.4 who made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days

0:51 → 30.1 WDC

Top-26 Residential Zip Codes: Adults 18 or older

20877	48,896	2.80%
	79,208	1.40%
20783	47,184	2.70%
	87,881	1.55%
22407	35,154	2.01%
	59,402	1.05%
20111	30,118	1.72%
	66,497	1.18%
22042	29,558	1.69%
	49,813	0.88%
20782	29,378	1.68%
	50,648	0.90%
20712	28,389	1.63%
	33,586	0.59%
20902	28,198	1.61%
	73,217	1.29%
22193	26,307	1.51%
	57,334	1.01%
22204	26,305	1.51%
	70,036	1.24%
22191	24,400	1.40%
	72,529	1.28%
20164	21,884	1.25%
	40,955	0.72%
20737	20,318	1.16%
	37,820	0.67%
20176	20,098	1.15%
	50,332	0.89%
20774	19,641	1.12%
	40,641	0.72%
20784	19,310	1.11%
	27,690	0.49%
20747	19,156	1.10%
	30,653	0.54%
20715	18,564	1.06%
	31,547	0.56%
22306	18,068	1.03%
	60,895	1.08%
21703	17,379	0.99%
	62,472	1.10%
20748	16,855	0.96%
	36,902	0.65%
20910	16,850	0.96%
	47,994	0.85%
22630	16,736	0.96%
	24,758	0.44%
22305	15,618	0.89%
	43,019	0.76%
20904	15,336	0.88%
	43,930	0.78%
20019	15,187	0.87%
	43,052	0.76%

Top-26 Employment Zip Codes: Adults 18 or older

20852	44,380	2.54%
	78,175	1.38%
20782	25,092	1.44%
	31,103	0.55%
20001	23,684	1.36%
	65,711	1.16%
22102	21,990	1.26%
	44,646	0.79%
22042	21,805	1.25%
	26,709	0.47%
20902	20,747	1.19%
	27,143	0.48%
20002	20,746	1.19%
	54,930	0.97%
20147	20,410	1.17%
	43,721	0.77%
20151	19,621	1.12%
	44,259	0.78%
20030	18,359	1.05%
	48,866	0.86%
22191	15,764	0.90%
	28,371	0.50%
22314	15,298	0.88%
	37,693	0.67%
22204	14,298	0.82%
	27,841	0.49%
20005	13,910	0.80%
	63,176	1.12%
20171	13,341	0.76%
	36,496	0.65%
20009	13,193	0.76%
	27,886	0.49%
20850	11,970	0.69%
	46,952	0.83%
21701	11,810	0.68%
	30,112	0.53%
22306	11,713	0.67%
	16,141	0.29%
21703	11,594	0.66%
	44,622	0.79%
20910	10,770	0.62%
	26,482	0.47%
22201	10,398	0.60%
	30,602	0.54%
20175	10,393	0.59%
	19,677	0.35%
22182	10,363	0.59%
	16,875	0.30%
20036	10,357	0.59%
	41,729	0.74%
22026	10,006	0.57%
	11,3	0.20%

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WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,455

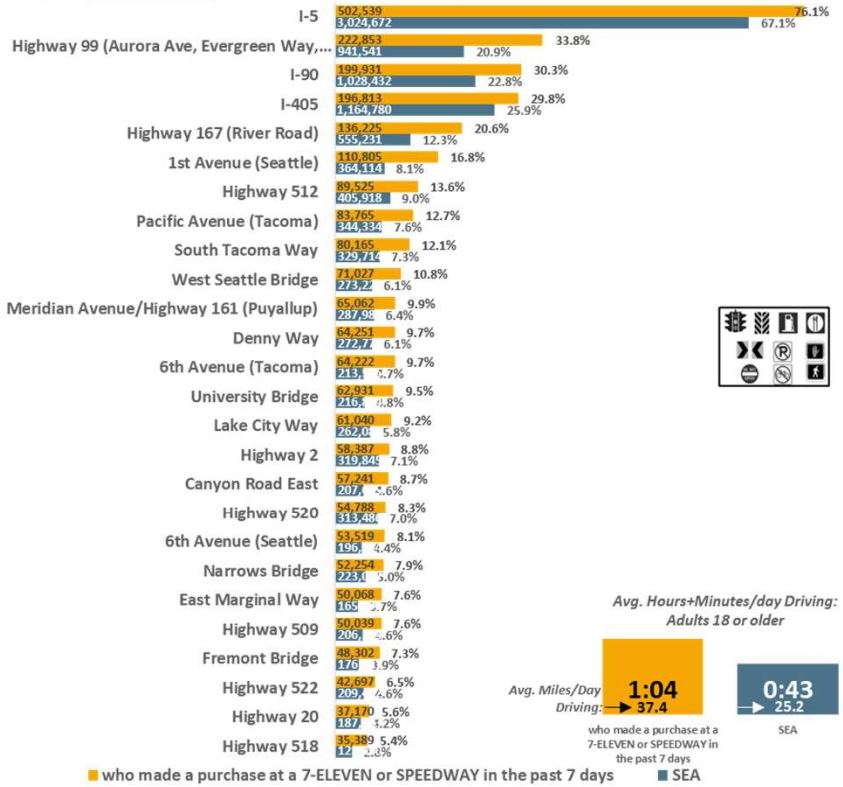
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(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)

SEA

506,684 or 76.8% of Adults 18 or older who made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days spend an average of 64.3 minutes per day driving an average of 37.4 miles each day and are 107.7% more likely to use 1st Avenue (Seattle) than the Metr

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



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

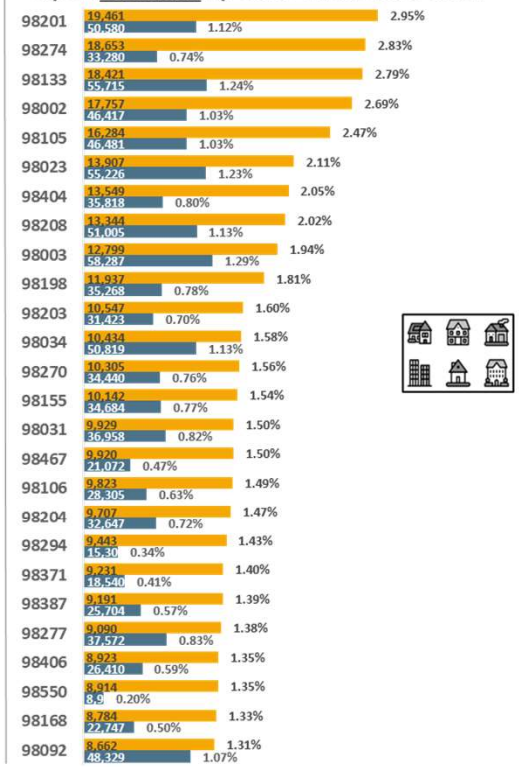
Avg. Miles/Day Driving:

who made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days

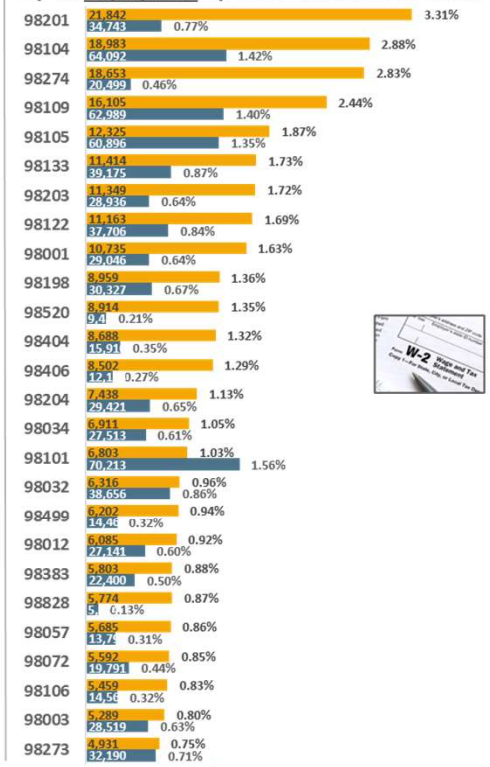
SEA

■ who made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days ■ SEA

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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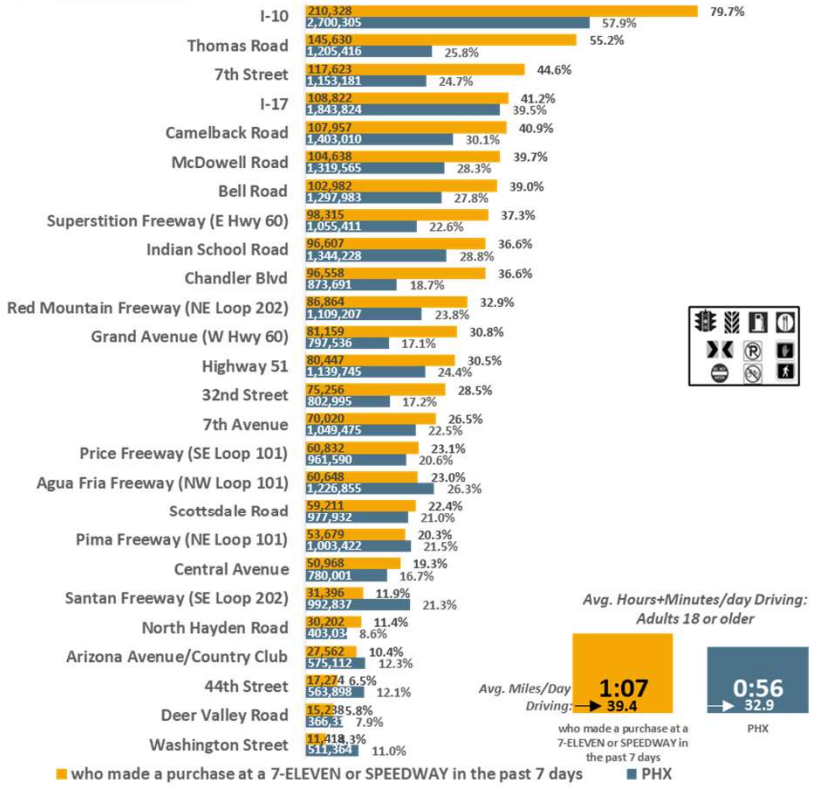
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(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)

PHX

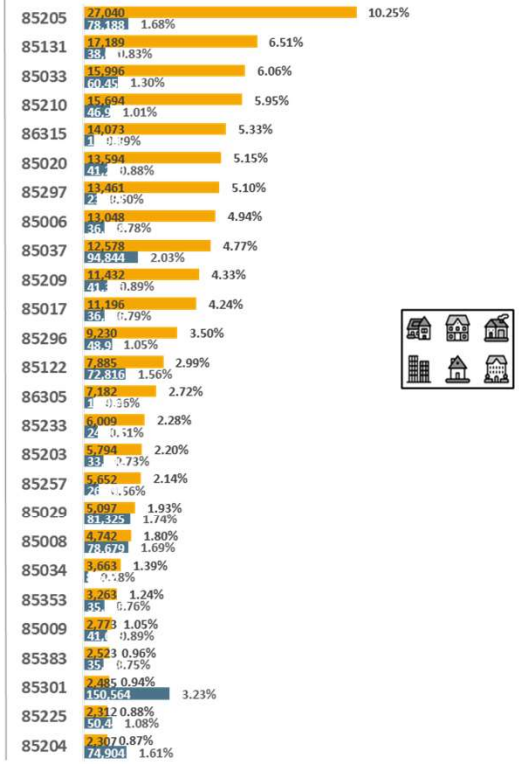
239,625 or 90.8% of Adults 18 or older who made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days spend an average of 67.7 minutes per day driving an average of 39.4 miles each day and are 113.6% more likely to use Thomas Road than the Metro average

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

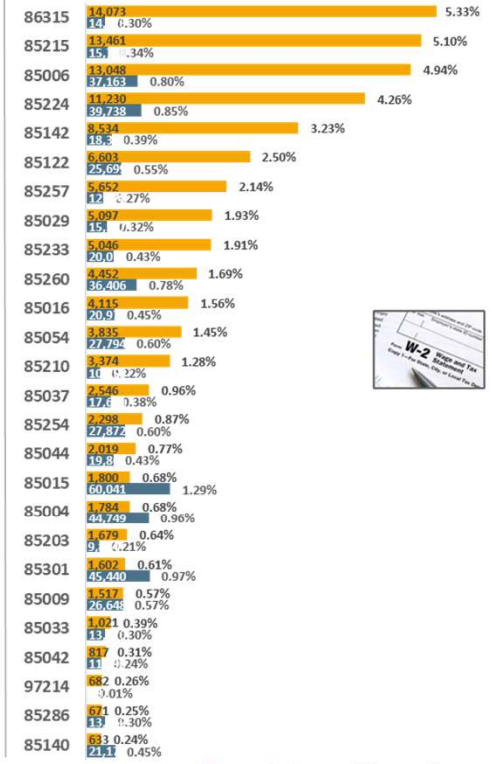


Avg. Hours+Minutes/day Driving: Adults 18 or older

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



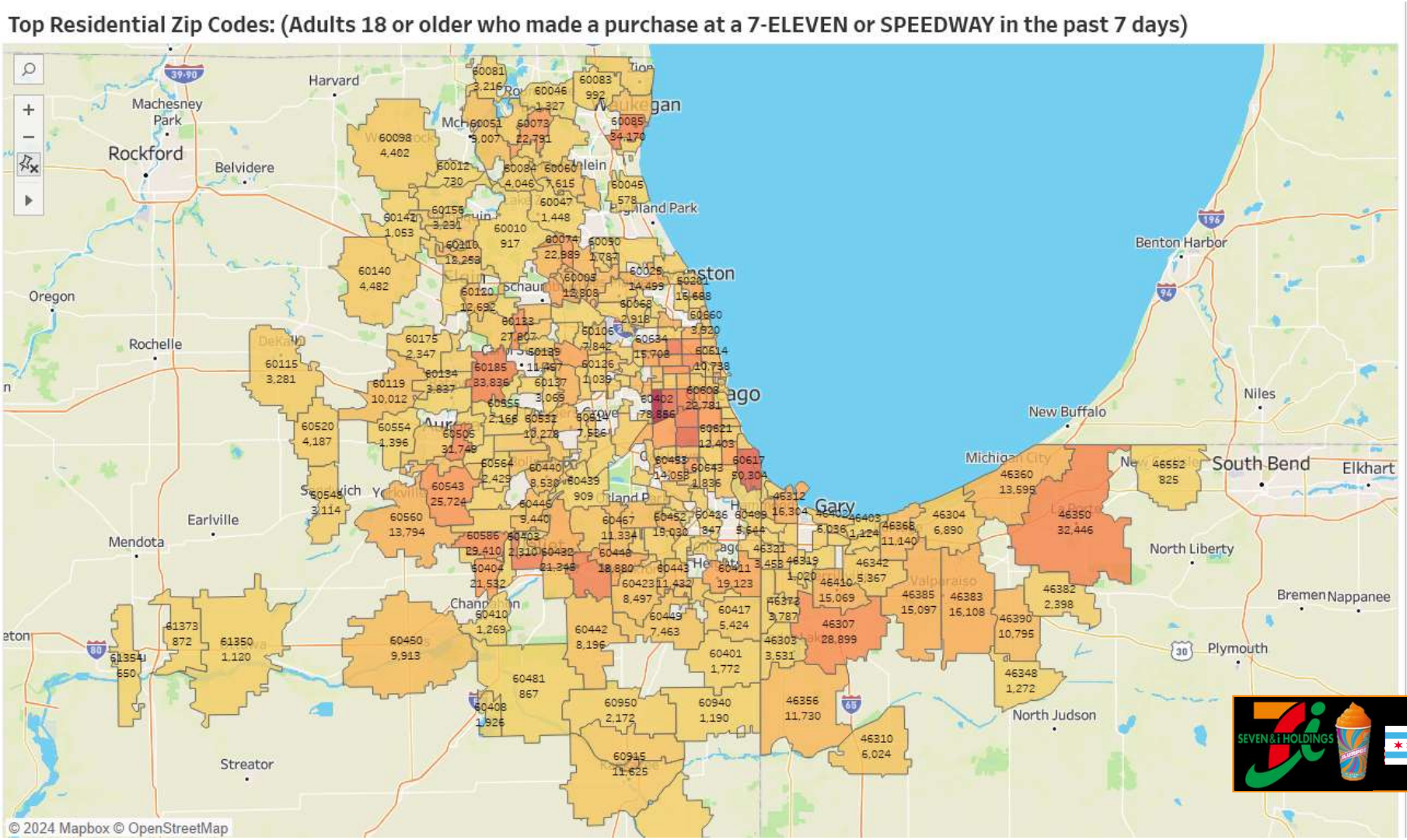
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(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)

Top Residential Zip Codes: (Adults 18 or older who made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days)

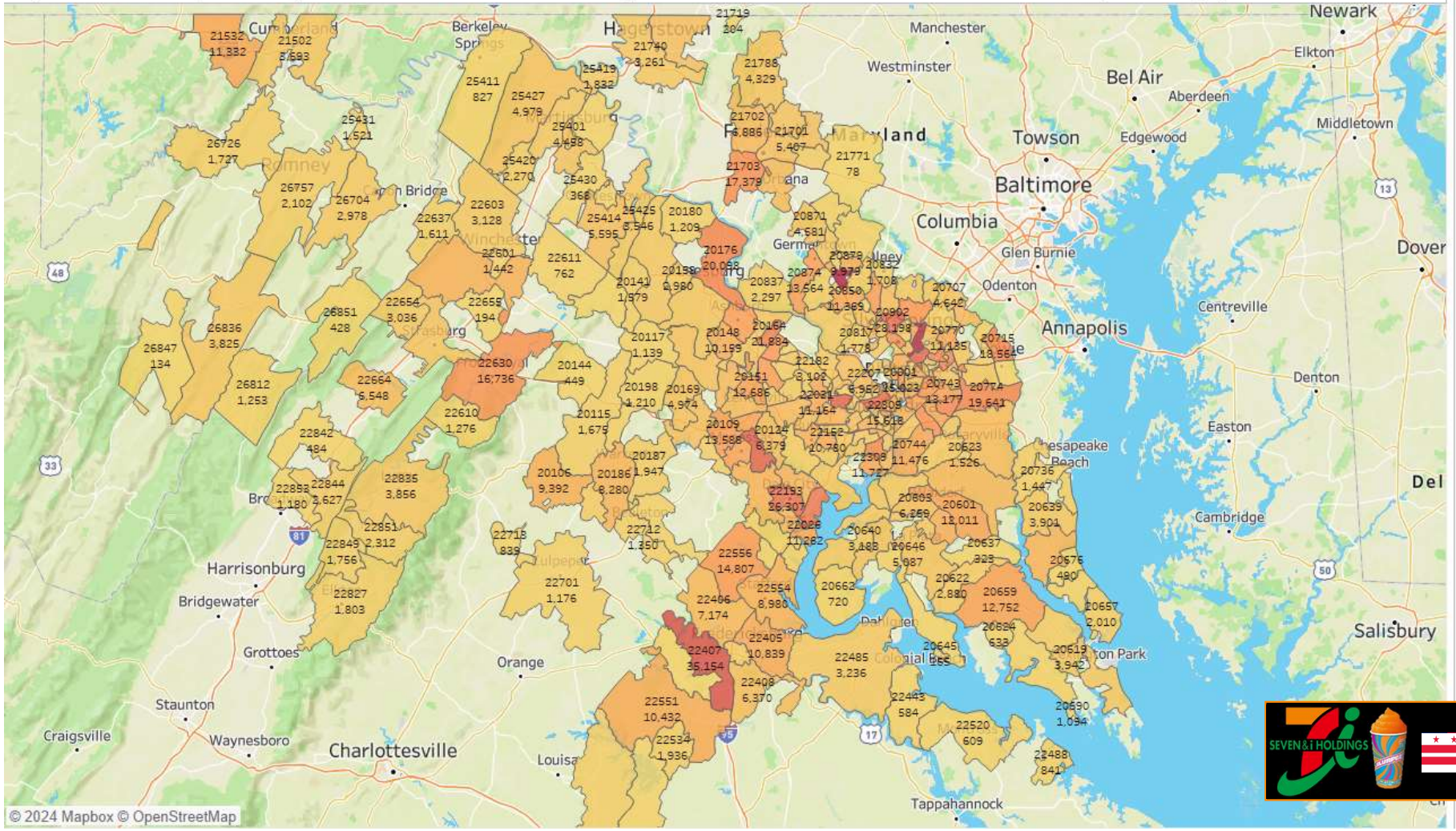


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(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)

Top Residential Zip Codes: (Adults 18 or older who made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days)



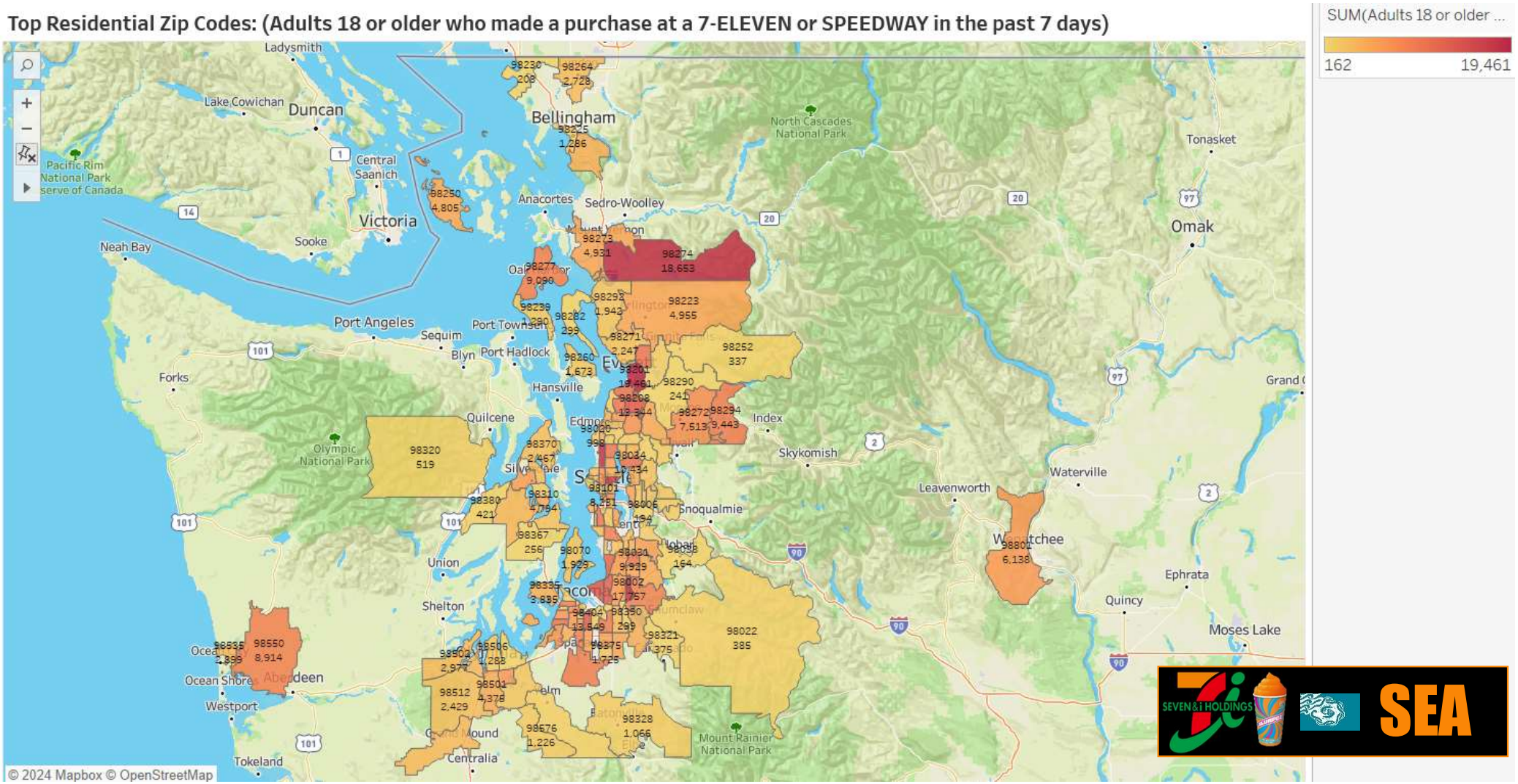
WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,455

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(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)

Top Residential Zip Codes: (Adults 18 or older who made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days)



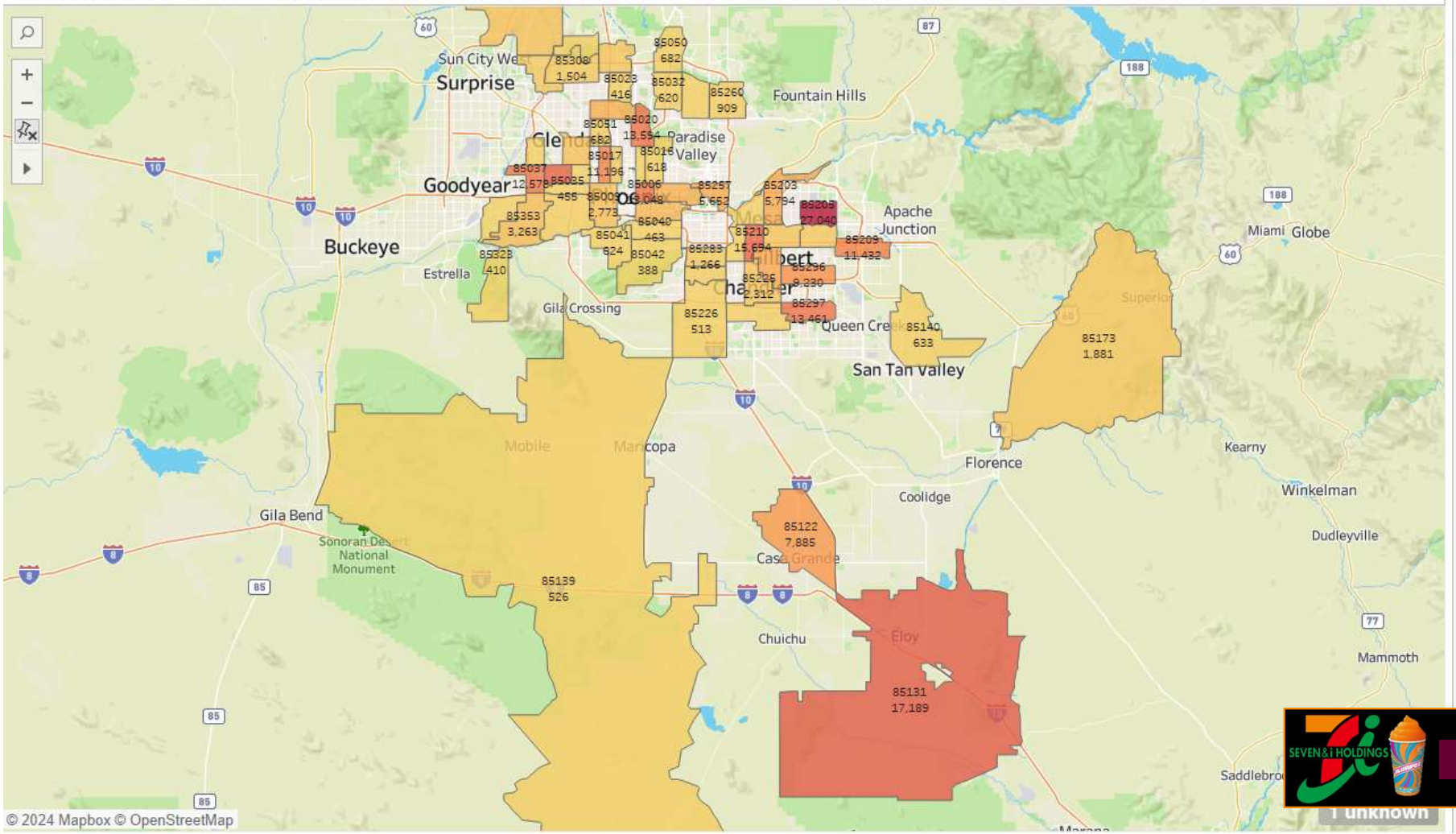
SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 478

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(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)

Top Residential Zip Codes: (Adults 18 or older who made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days)



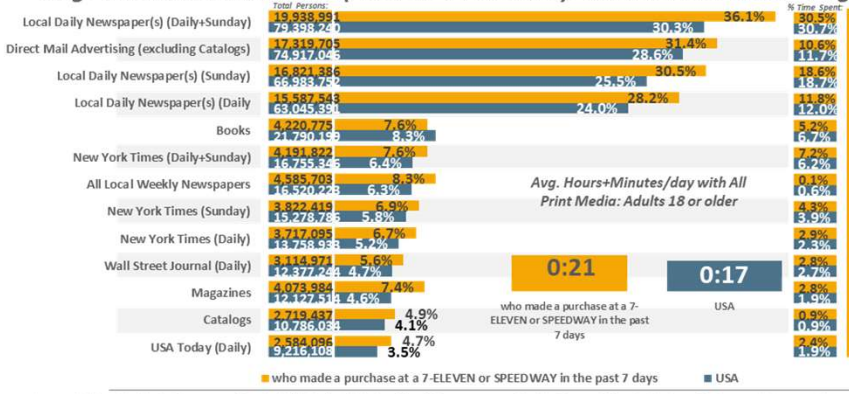
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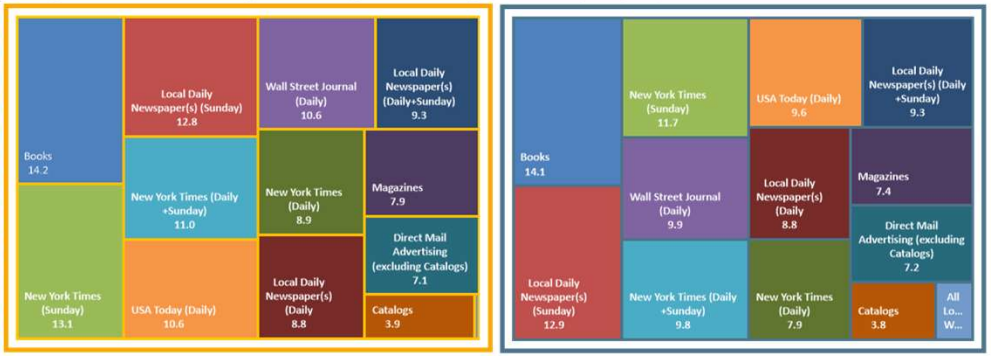
(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)

19,938,991 or 36.1% of Adults 18 or older who made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.3 minutes every day representing 32.1% of all time spent daily with All forms of P

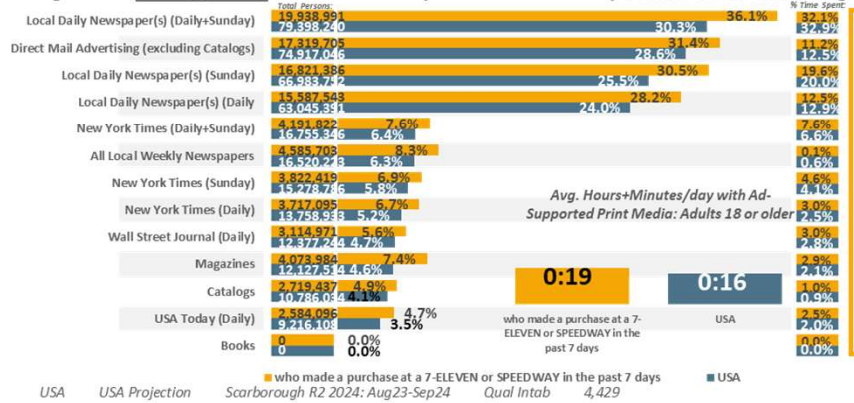
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



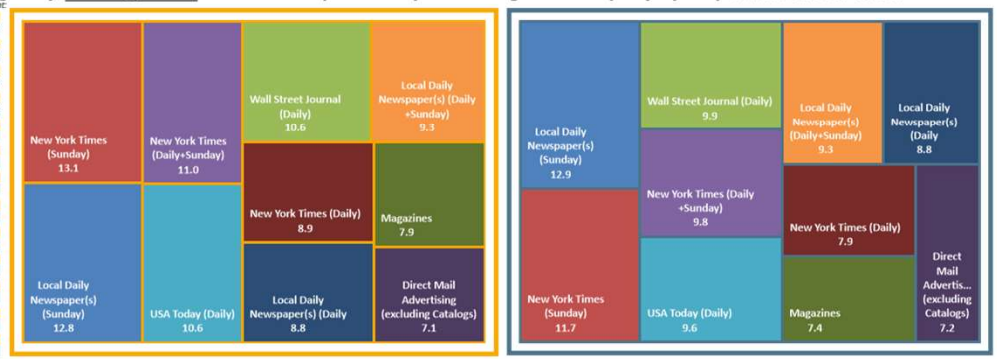
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 4,429

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USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,097

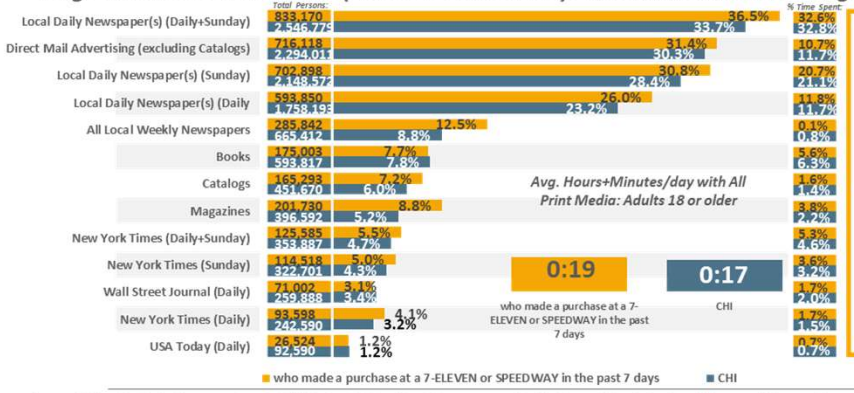
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(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)

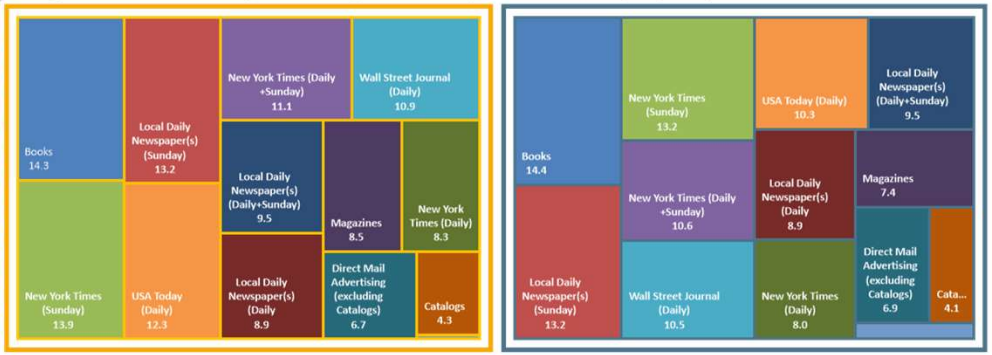
CHI

833,170 or 36.5% of Adults 18 or older who made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.5 minutes every day representing 34.5% of all time spent daily with All forms of Prin

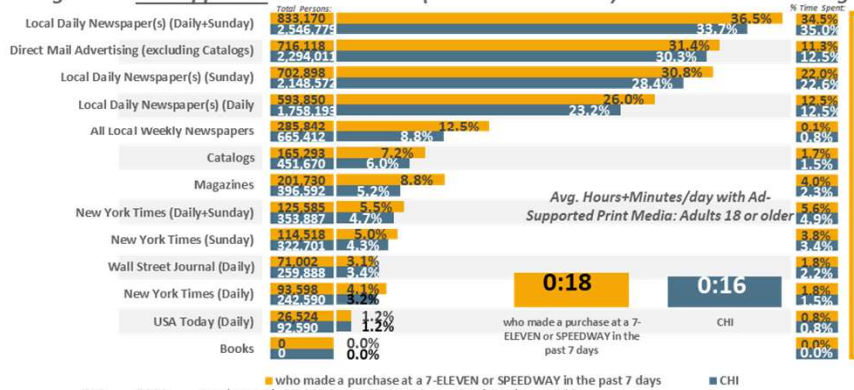
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



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



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



CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 933

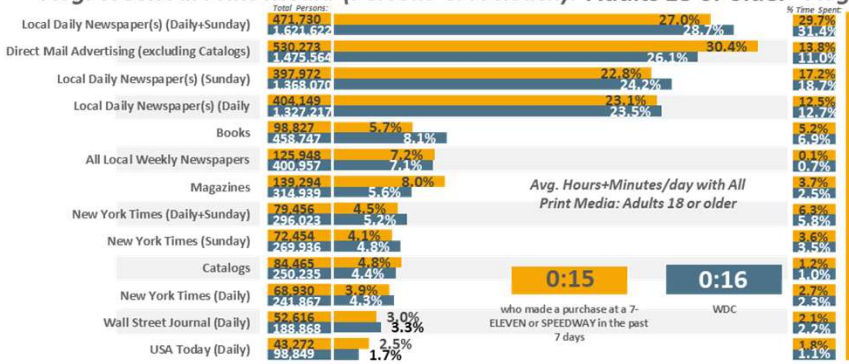
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471,730 or 27.% of Adults 18 or older who made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.7 minutes every day representing 31.4% of all time spent daily with All forms of Print

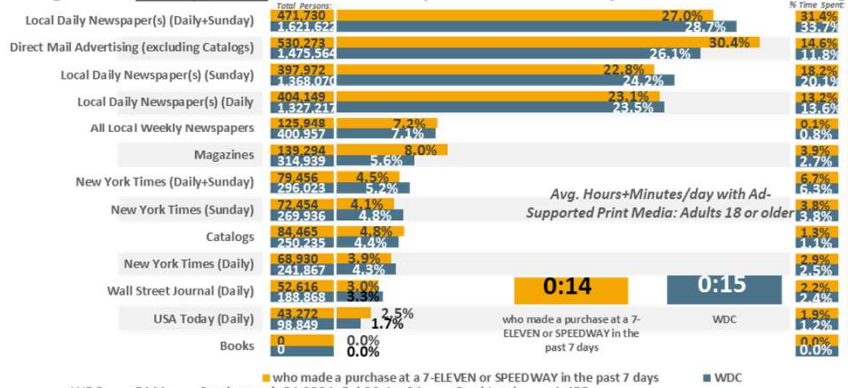
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



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



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



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,455

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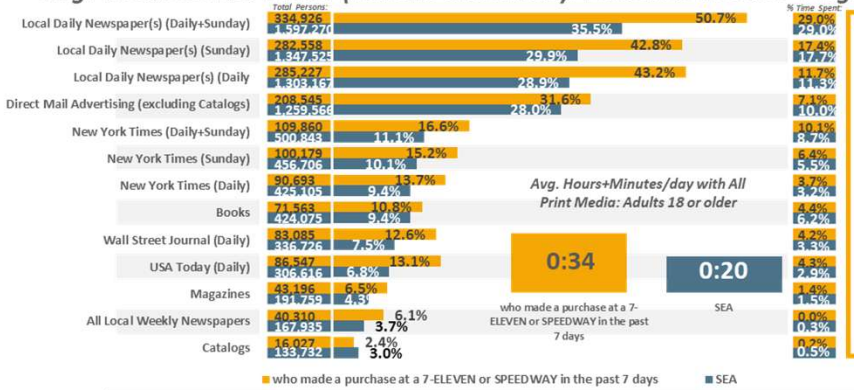
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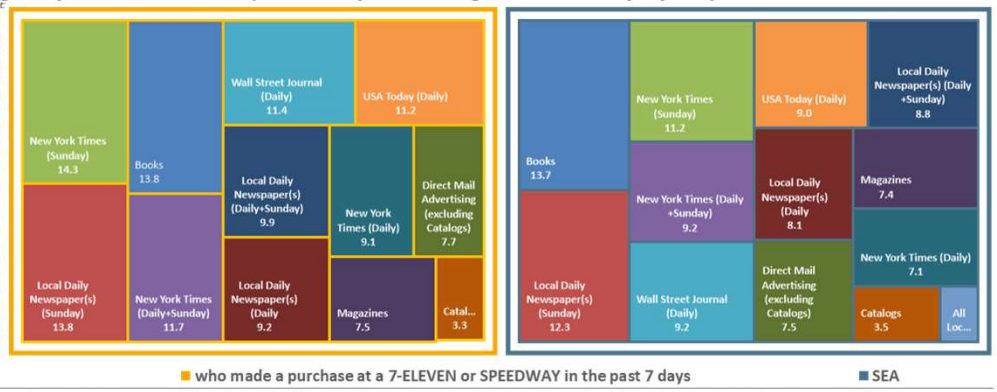
SEA

334,926 or 50.7% of Adults 18 or older who made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.9 minutes every day representing 30.4% of all time spent daily with All forms of Prin

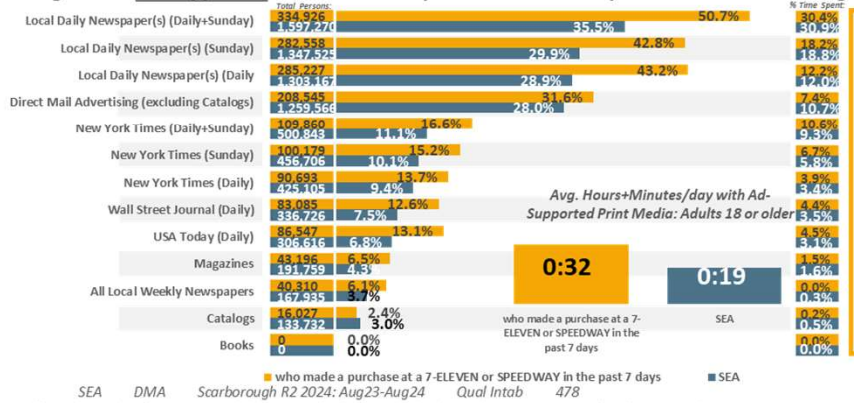
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



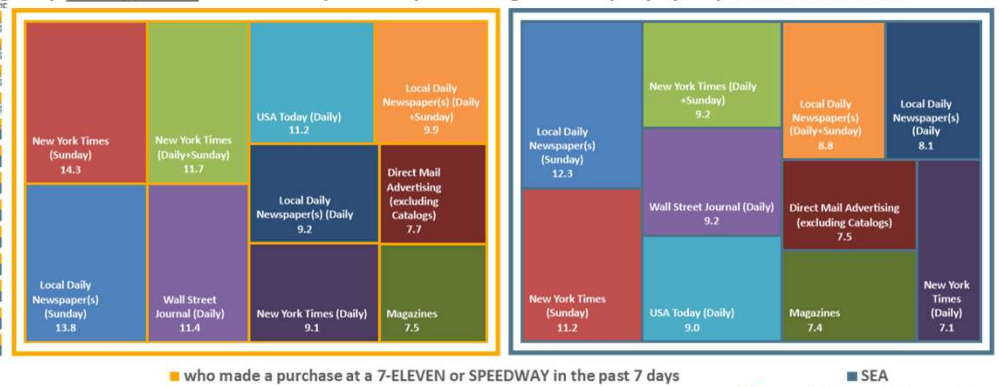
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 478

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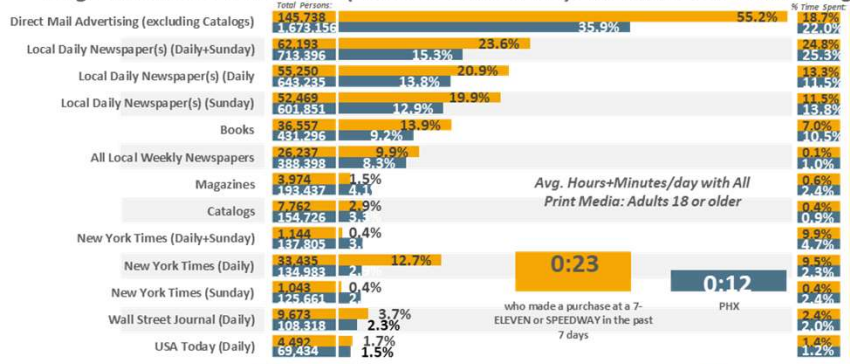
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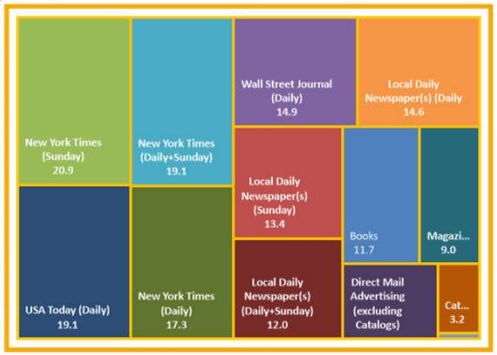
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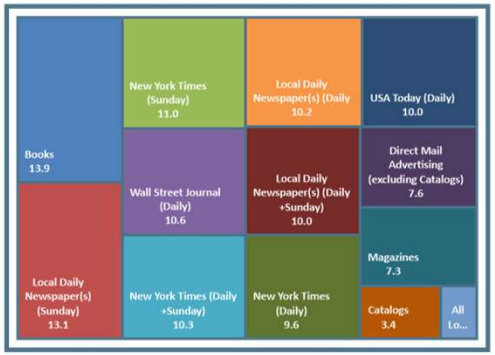
PHX

62,193 or 23.6% of Adults 18 or older who made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 12. minutes every day representing 26.7% of all time spent daily with All forms of Print

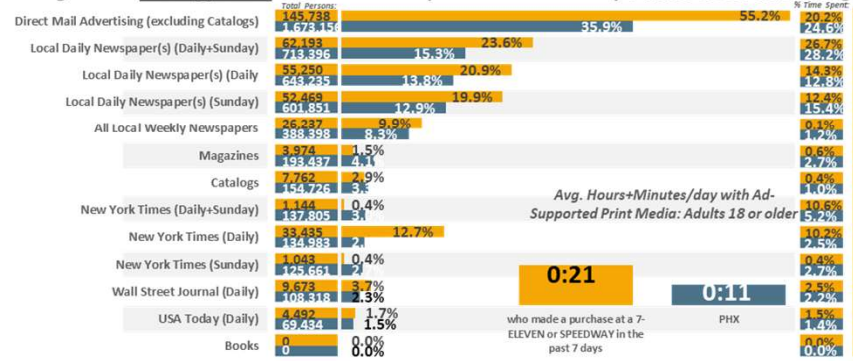
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older

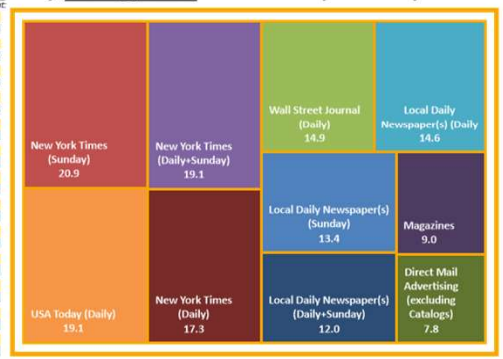






Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older







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