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

Complete Demographic & Media Use Profiles















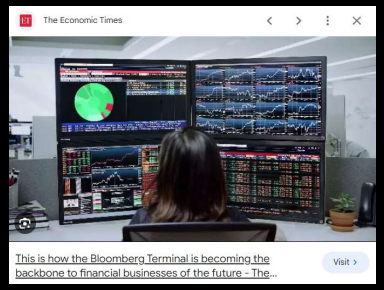


Complete Demographic, Psychographic, and Total Media Usage Profiles of USA, MINNEAPOLIS-ST. PAUL, ST. LOUIS, CINCINNATI, and WEST PALM BEACH DMA P18+ who Purchased Items at a 7-ELEVEN and/or SPEEDWAY Convenience Store in the past 7 days as of SEPTEMBER 2024!

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)

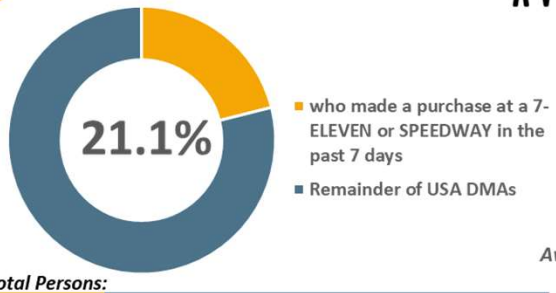
And, Yes! You ARE Smart Enough to Read a Bloomberg Terminal. So get ready to Learn!

HUBBARD BROADCASTING INC. HB

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.

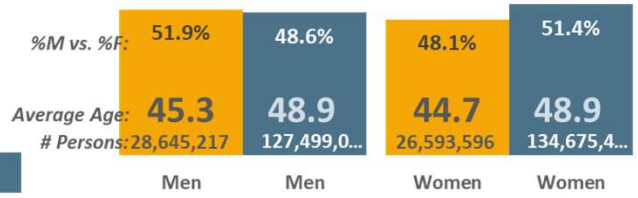
Percent of Market: Adults 18 or older



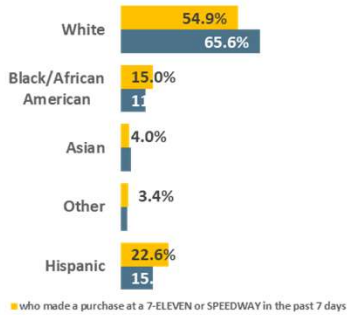
Total Persons:

55,238,813	206,935,687

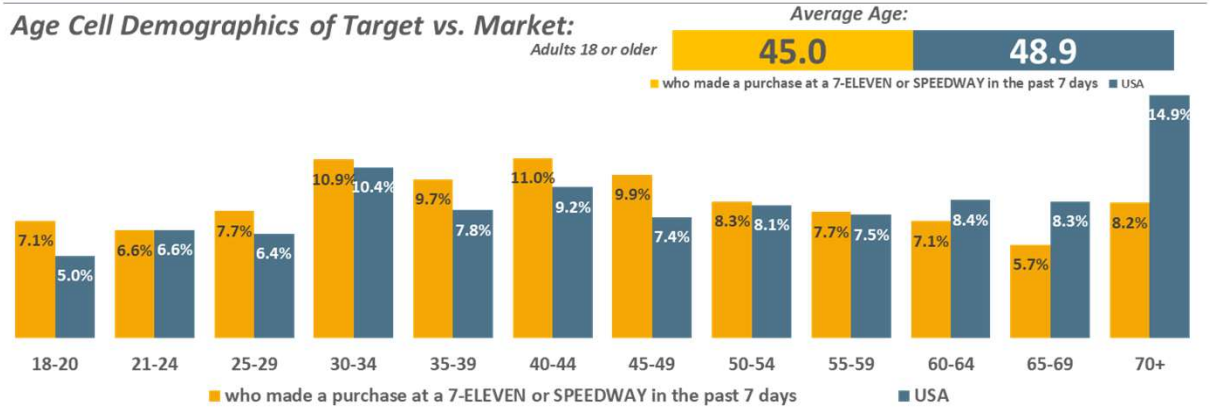
Gender of Target vs. Market: Adults 18 or older



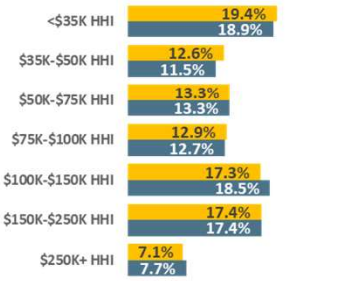
Ethnicity of Target vs. Market:



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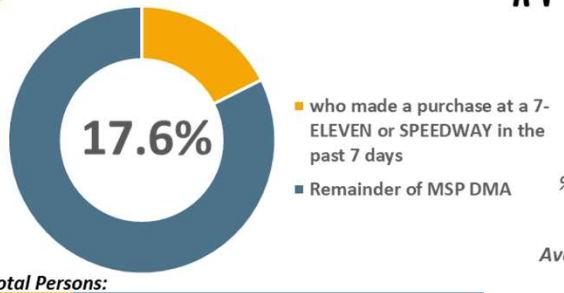
USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,097

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

MSP

17.6% or 679,893 of MSP 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 44.5 years old (8.8% younger than average) and have a $107,879 (.8% higher than average) annual household …

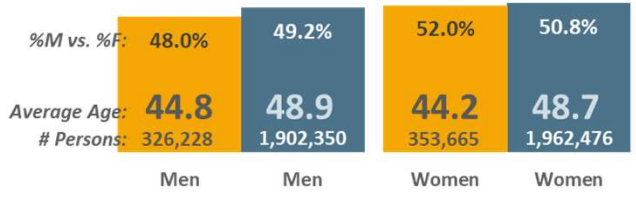
Percent of Market: Adults 18 or older



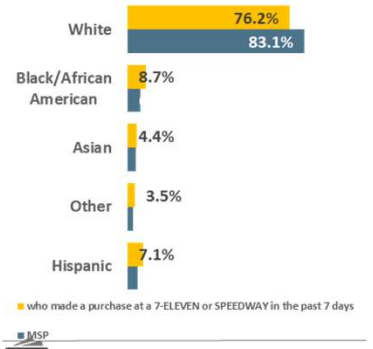
Total Persons:

679,893	3,184,933

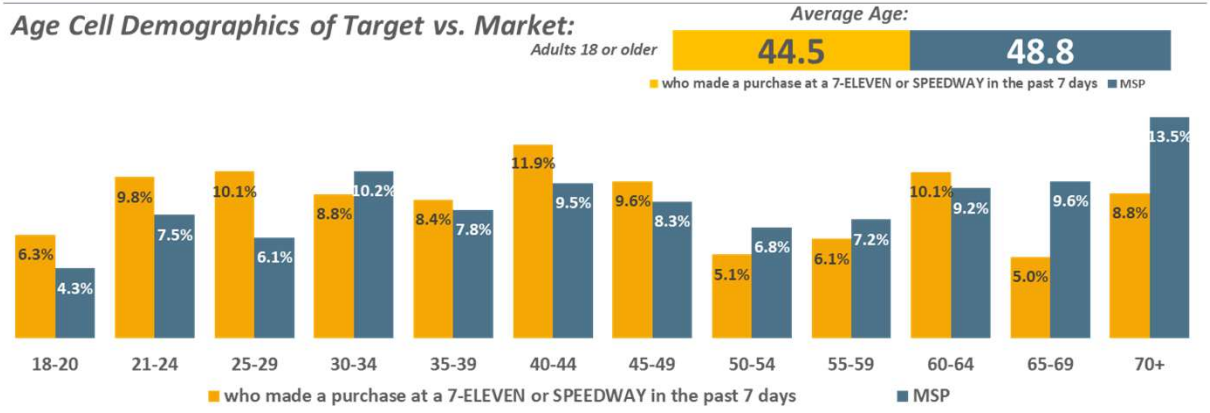
Gender of Target vs. Market: Adults 18 or older



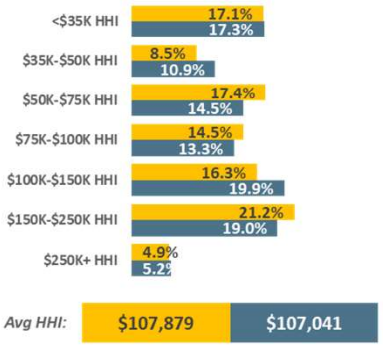
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI:	$107,879	$107,041

MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 317

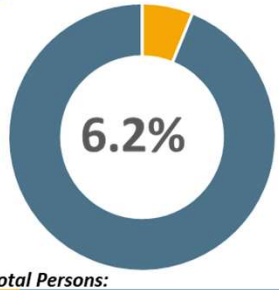
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(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)

STL

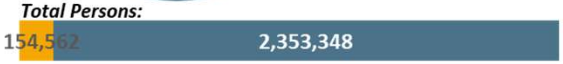
6.2% or 154,562 of STL DMA Adults 18 or older made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days. Typical Adults 18 or older who made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days are 41.4 years old (16.5% younger than average) and have a $85,260 (9.7% lower than average) annual household…

Percent of Market: Adults 18 or older

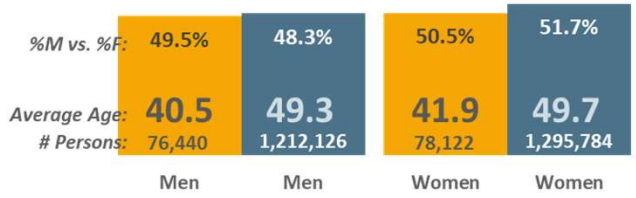


- who made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days
- Remainder of STL DMA

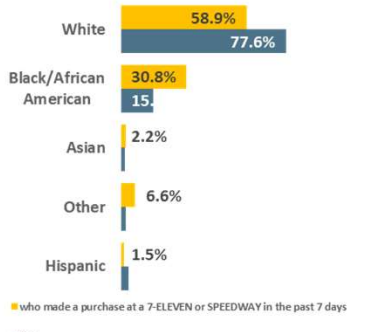
Total Persons:



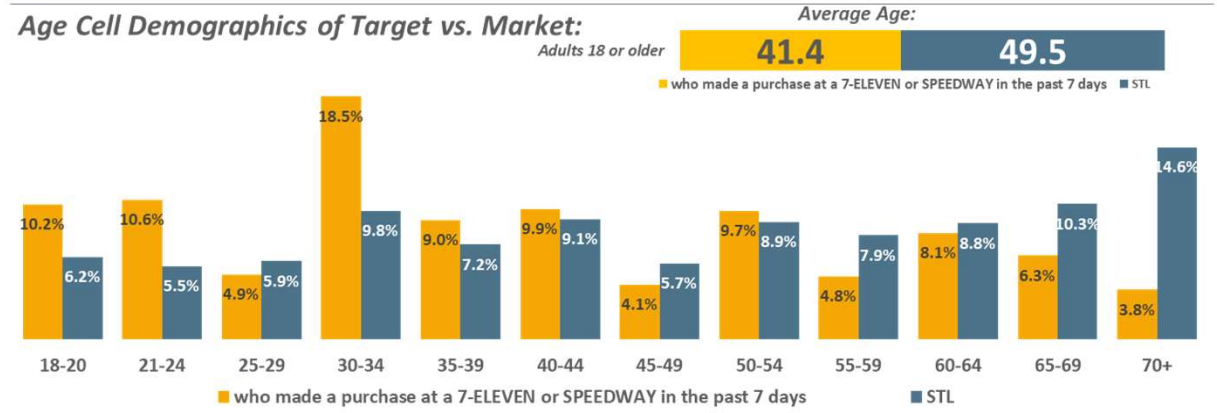
Gender of Target vs. Market: Adults 18 or older



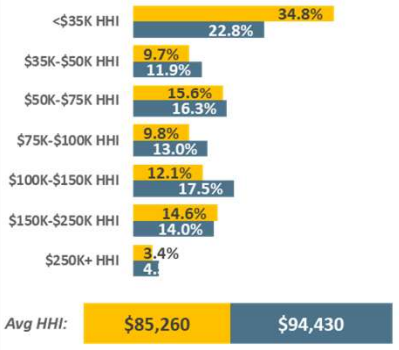
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



STL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 109

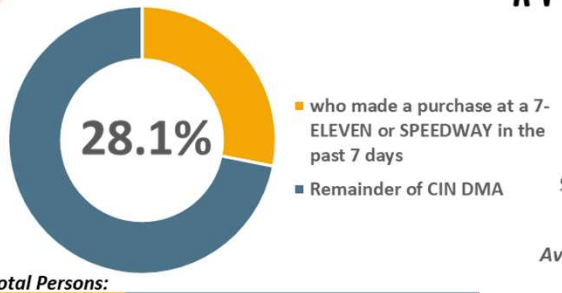
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(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)

CIN

28.1% or 538,159 of CIN 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 44.7 years old (8.5% younger than average) and have a $92,526 (3.2% lower than average) annual household…

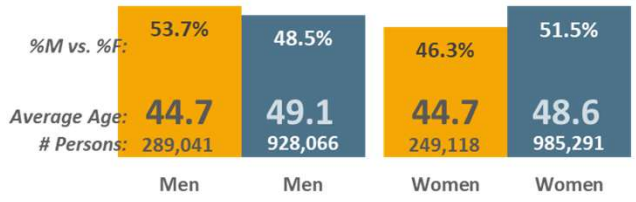
Percent of Market: Adults 18 or older



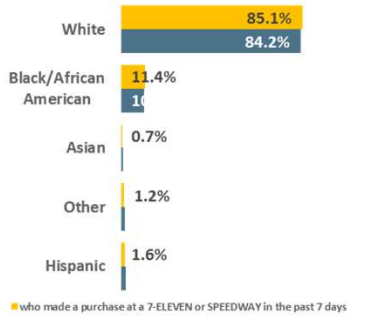
Total Persons:

538,159	1,375,198

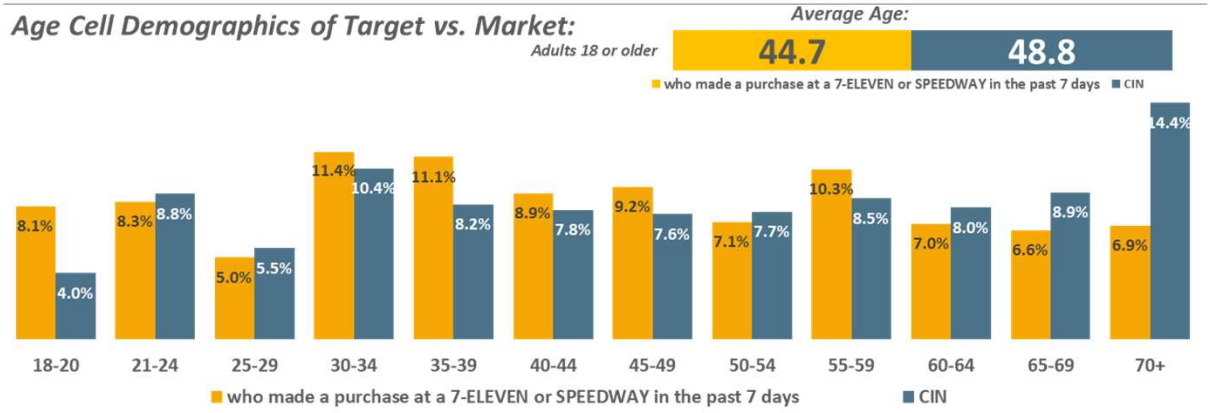
Gender of Target vs. Market: Adults 18 or older



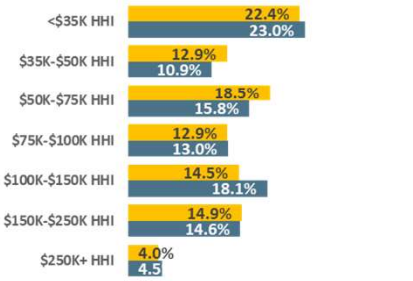
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI:	$92,526	$95,581

CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 455

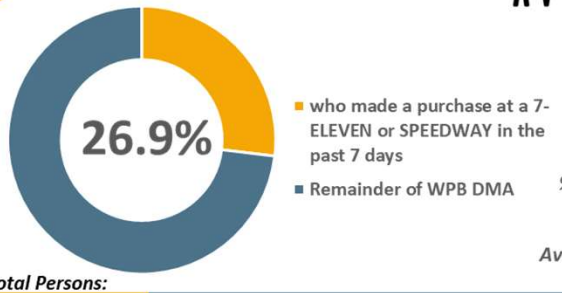
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(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)

WPB

26.9% or 505,578 of WPB 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 48. years old (10.5% younger than average) and have a $95,157 (1.8% lower than average) annual household income.

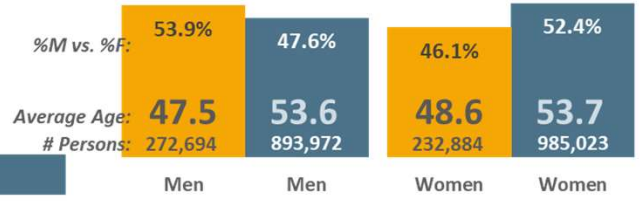
Percent of Market: Adults 18 or older



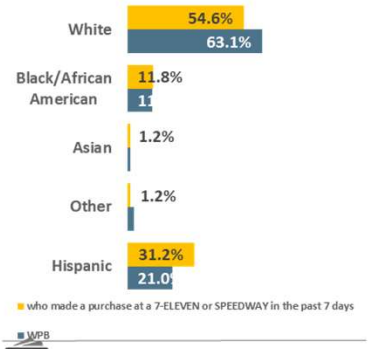
Total Persons:



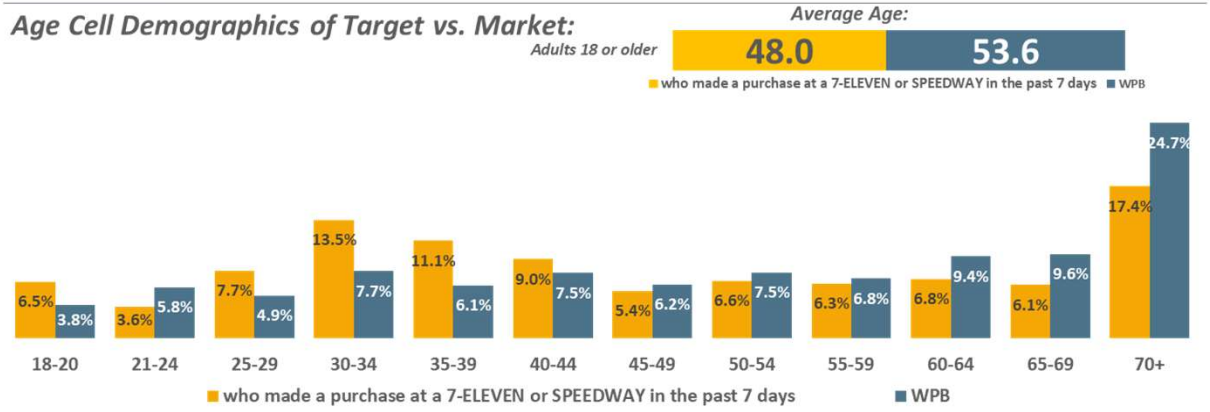
Gender of Target vs. Market: Adults 18 or older



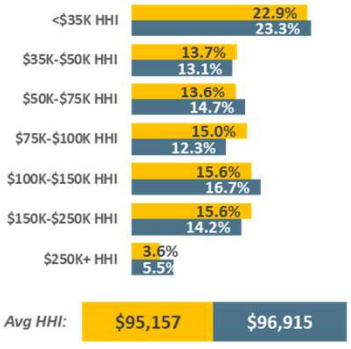
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 584

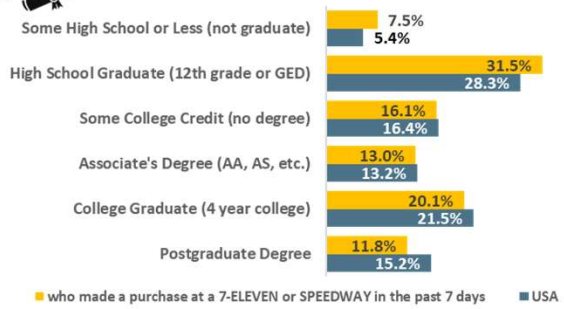
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(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)

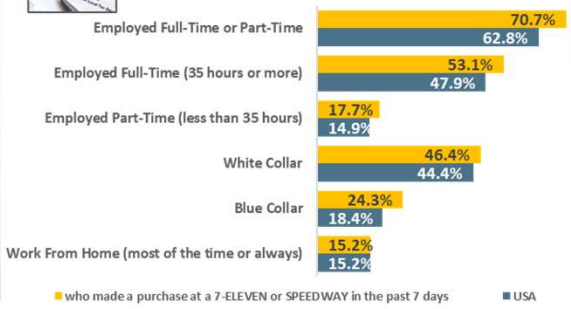
USA

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

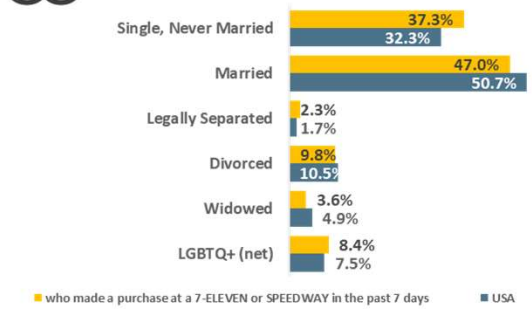
Education Levels: Adults 18 or older



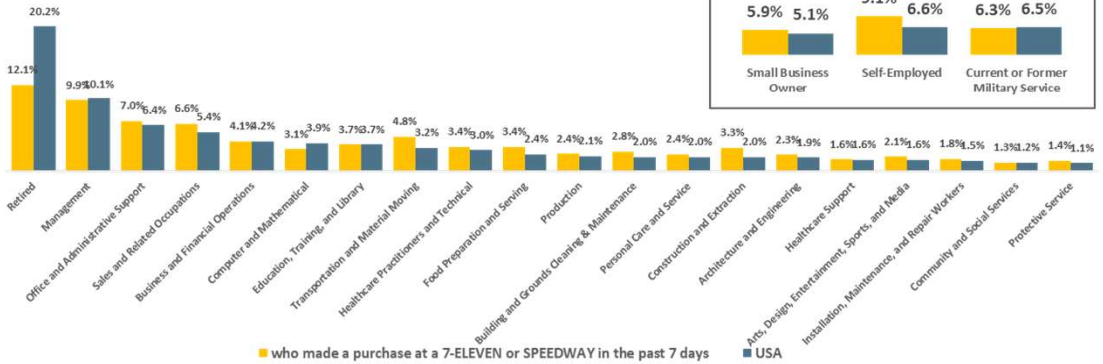
Employment: Adults 18 or older



Marital Status: Adults 18 or older

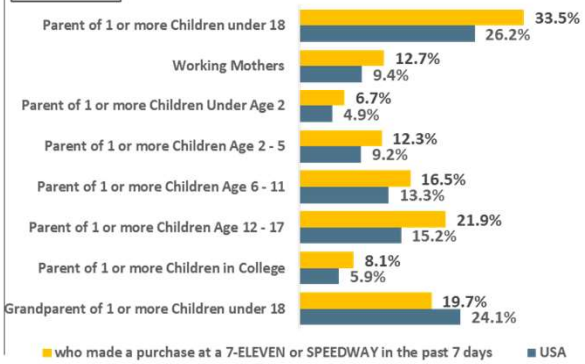


Top-20 Occupations: Adults 18 or older



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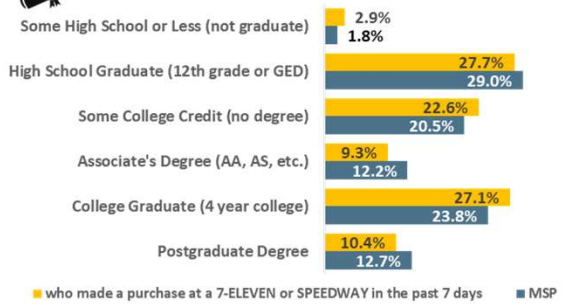
USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,097

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

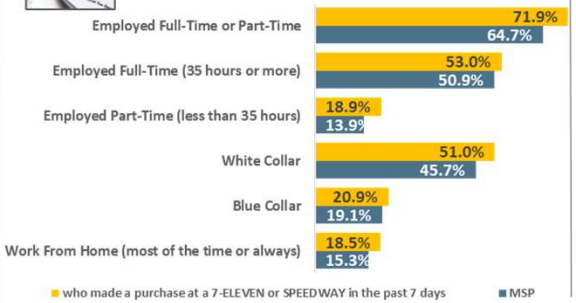
MSP

17.6% or 679,893 of MSP 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 2.7% more likely to be a college graduate, 4.2% more likely to work full-time, 17.6% less likely to be married, 27.1% more likely to be a parent of 1 or more children

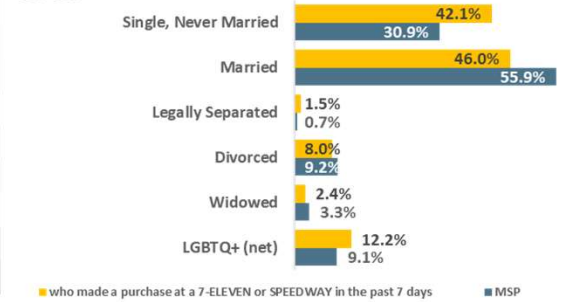
Education Levels: Adults 18 or older



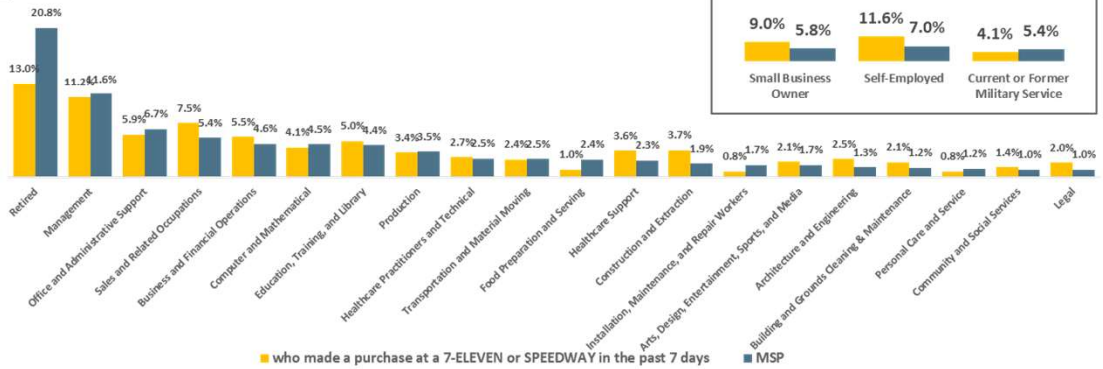
Employment: Adults 18 or older



Marital Status: Adults 18 or older

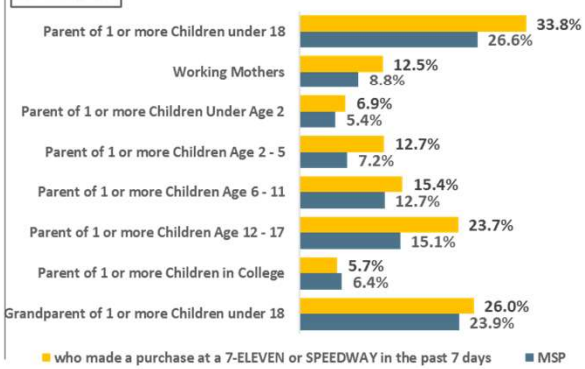


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 317

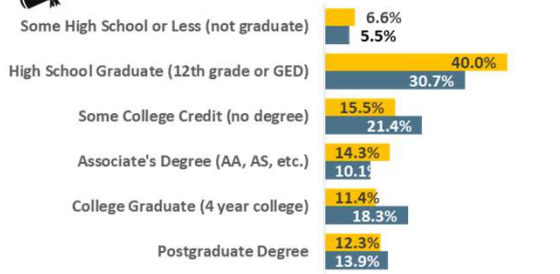
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(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)

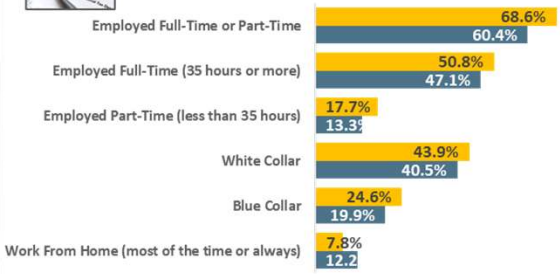
STL

6.2% or 154,562 of STL 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 26.5% less likely to be a college graduate, 8.% more likely to work full-time, 40.3% less likely to be married, 11.8% more likely to be a parent of 1 or more children

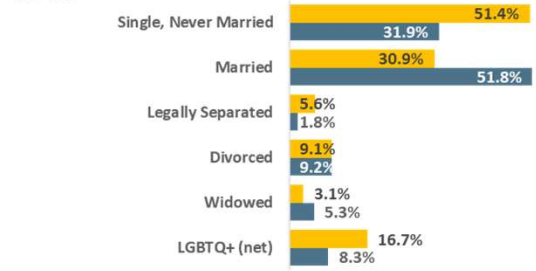
Education Levels: Adults 18 or older



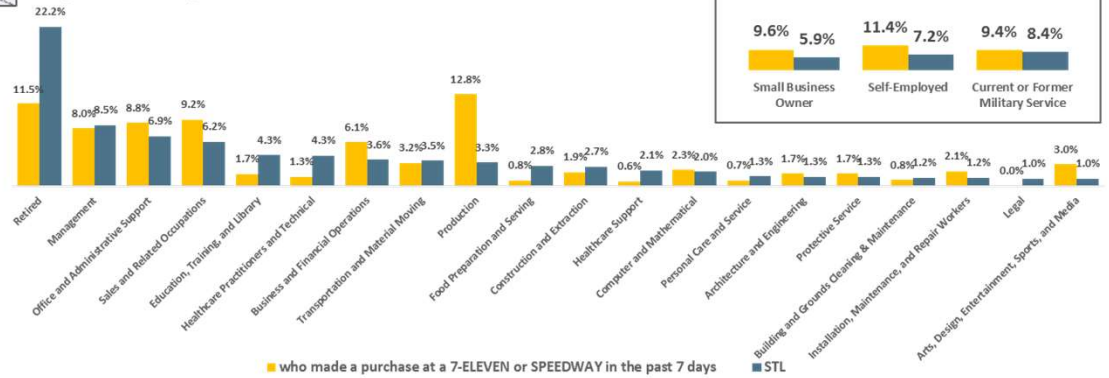
Employment: Adults 18 or older



Marital Status: Adults 18 or older

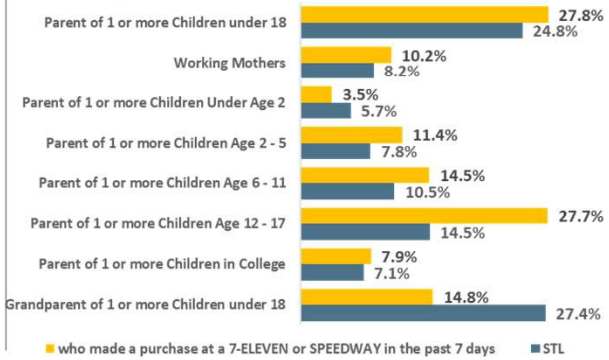


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



STL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 109

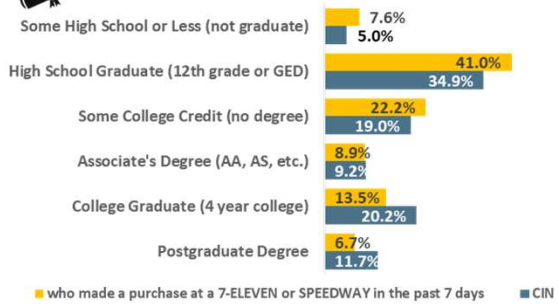
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(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)

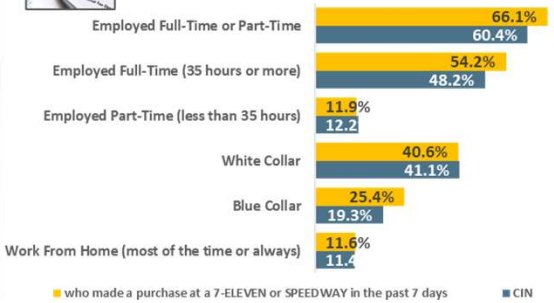
CIN

28.1% or 538,159 of CIN 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 36.6% less likely to be a college graduate, 12.5% more likely to work full-time, 14.1% less likely to be married, 15.9% more likely to be a parent of 1 or more childre

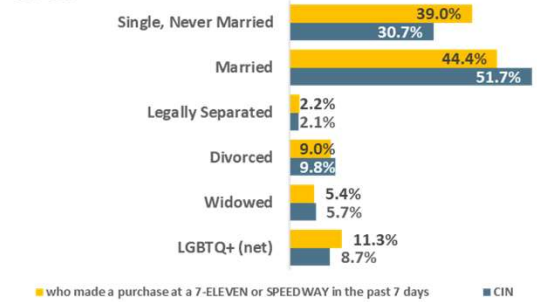
Education Levels: Adults 18 or older



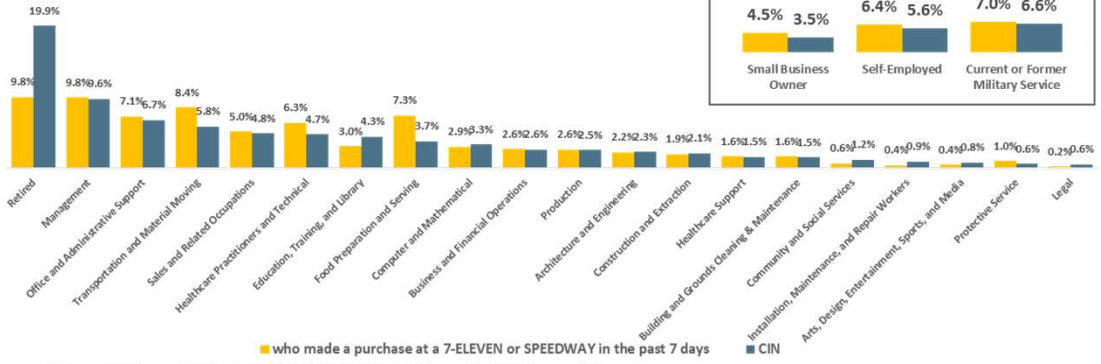
Employment: Adults 18 or older



Marital Status: Adults 18 or older

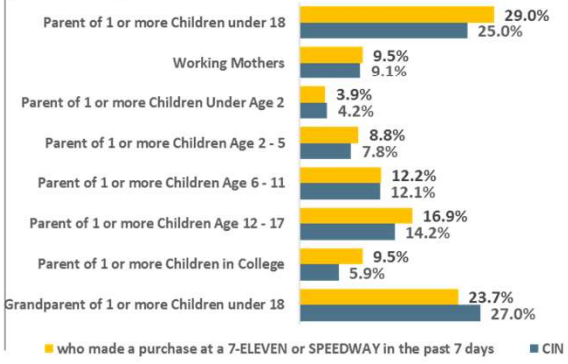


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 455

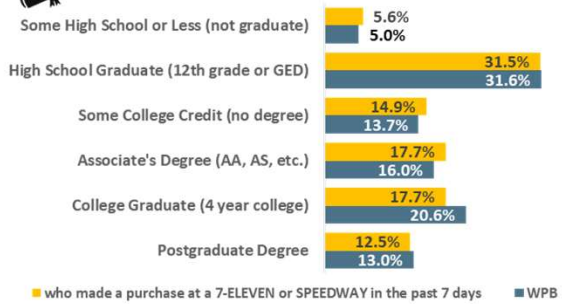
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(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)

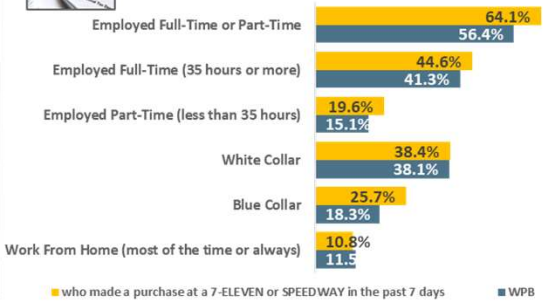
WPB

26.9% or 505,578 of WPB 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 10.% less likely to be a college graduate, 8.% more likely to work full-time, 1.1% less likely to be married, 39.8% more likely to be a parent of 1 or more children un

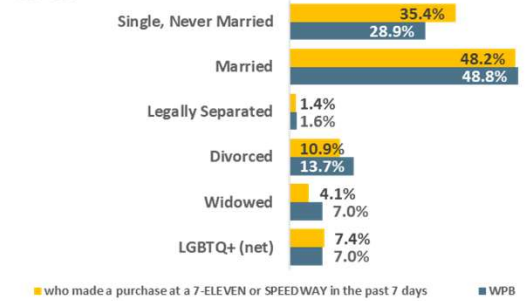
Education Levels: Adults 18 or older



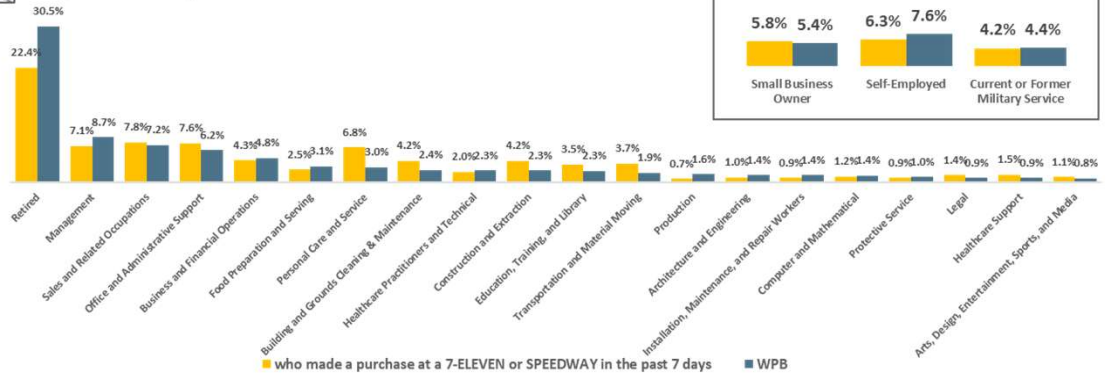
Employment: Adults 18 or older



Marital Status: Adults 18 or older

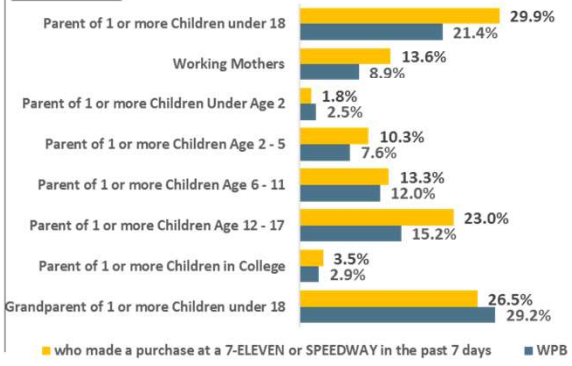


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 584

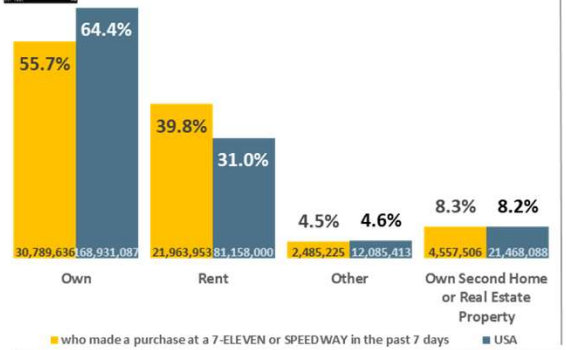
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(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)

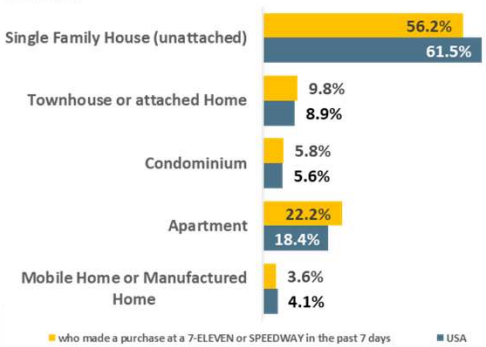
USA

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 13.5% 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.

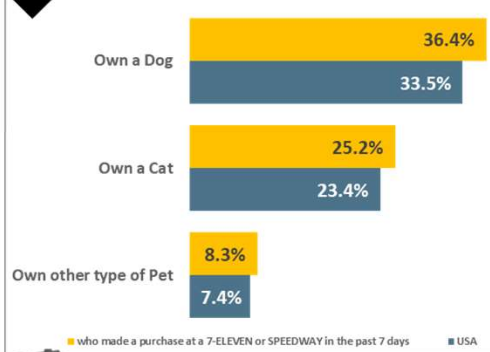
Own/Rent/Other: Adults 18 or older



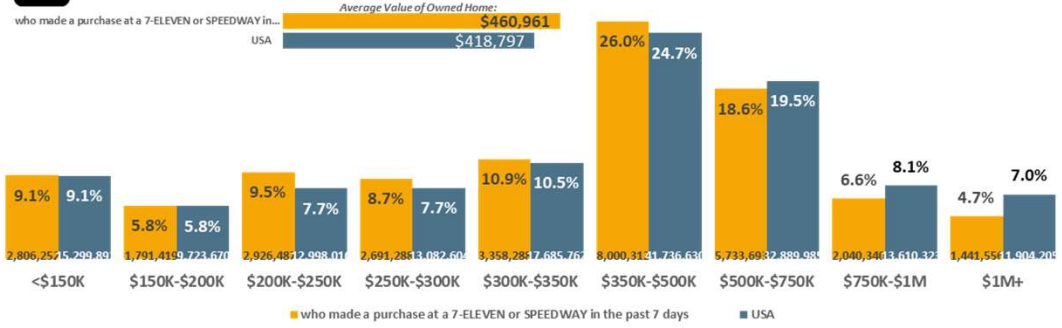
Type of Home: Adults 18 or older



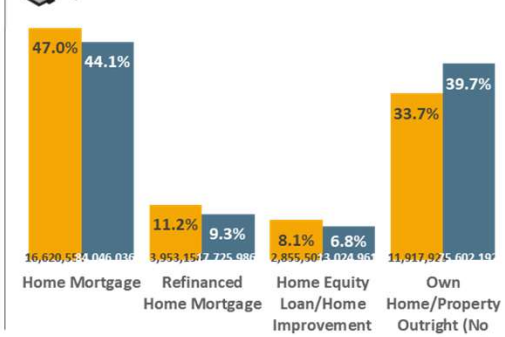
Pets in Home: Adults 18 or older



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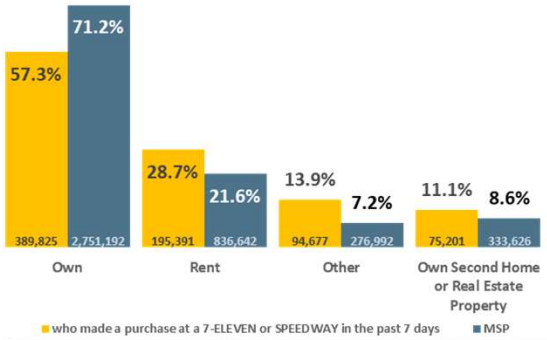
USA Projection *Scarborough R2 2024: Aug23-Sep24* *Qual Intab* *23,097*

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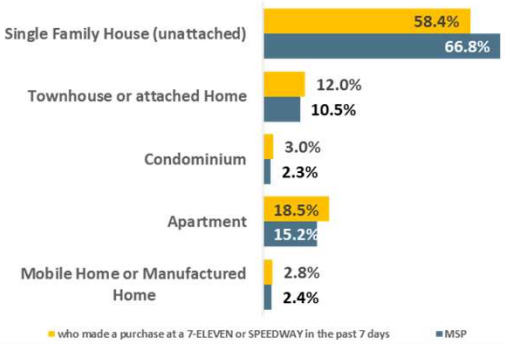
MSP

17.6% or 679,893 of MSP 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 19.5% less likely to own their home, .6% more likely to own a lower valued home, 12.7% less likely to have a single-family home, 17.6% more likely to have a dog.

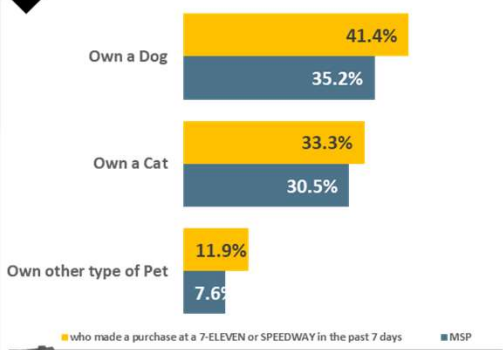
Own/Rent/Other: Adults 18 or older



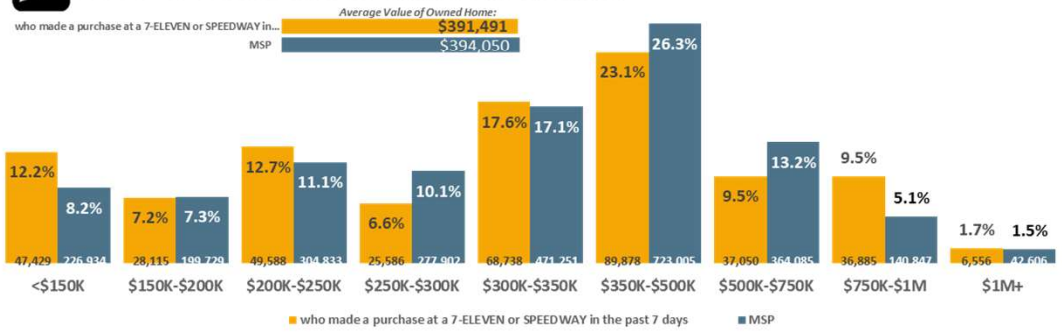
Type of Home: Adults 18 or older



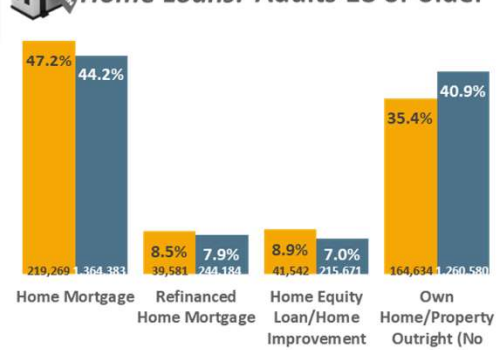
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 317

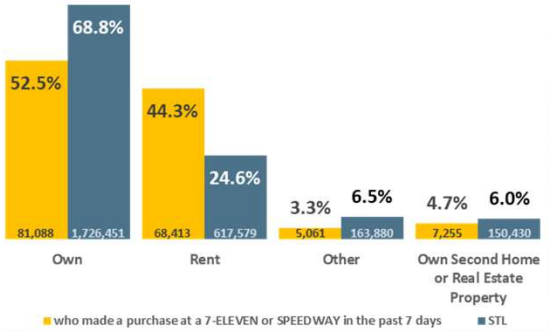
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(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)

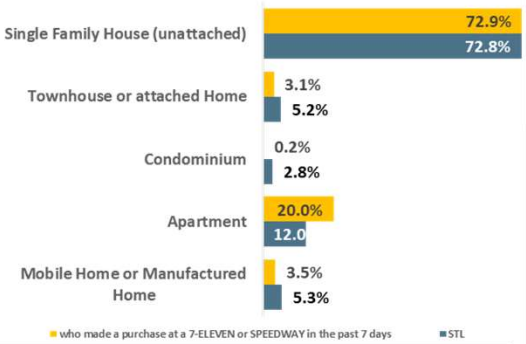
STL

6.2% or 154,562 of STL 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 23.8% less likely to own their home, 3.5% more likely to own a lower valued home, .2% more likely to have a single-family home, 13.% more likely to have a dog.

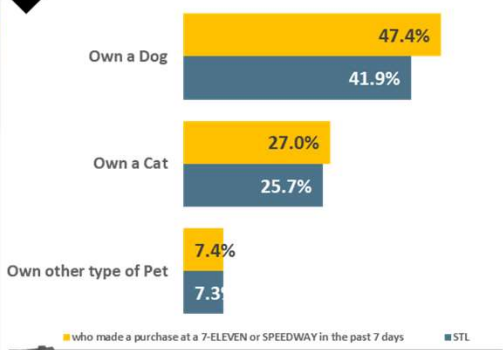
Own/Rent/Other: Adults 18 or older



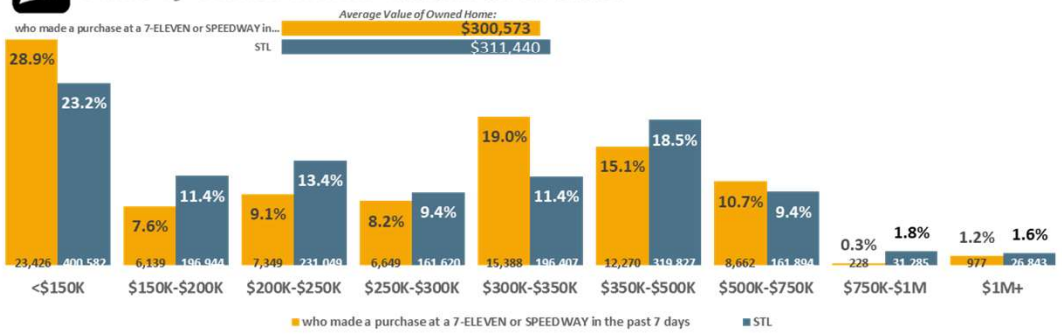
Type of Home: Adults 18 or older



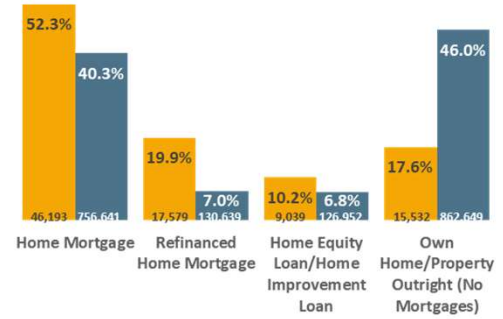
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



STL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 109

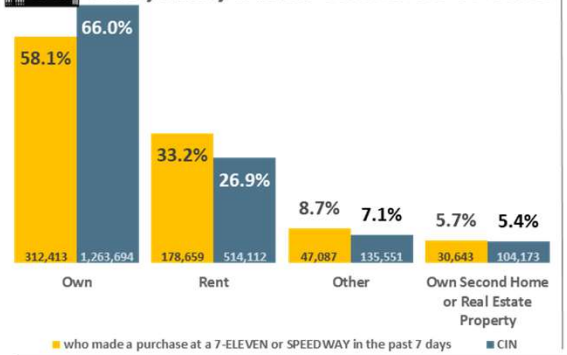
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(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)

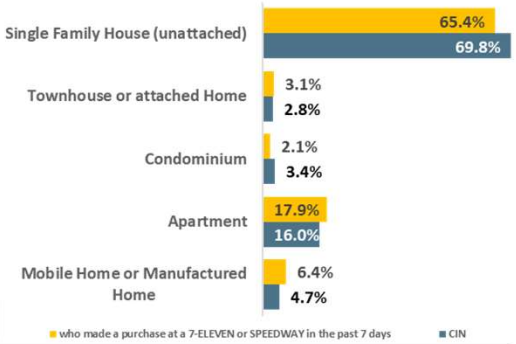
CIN

28.1% or 538,159 of CIN 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 12.1% less likely to own their home, 15.7% more likely to own a lower valued home, 6.4% less likely to have a single-family home, 10.% more likely to have a dog.

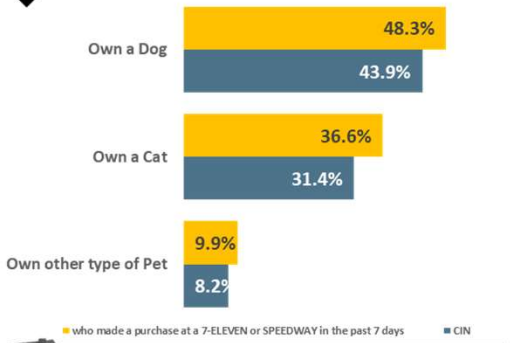
Own/Rent/Other: Adults 18 or older



Type of Home: Adults 18 or older



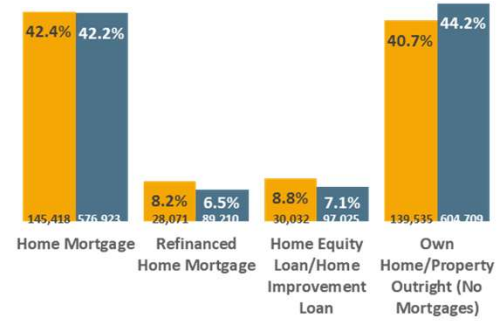
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 455

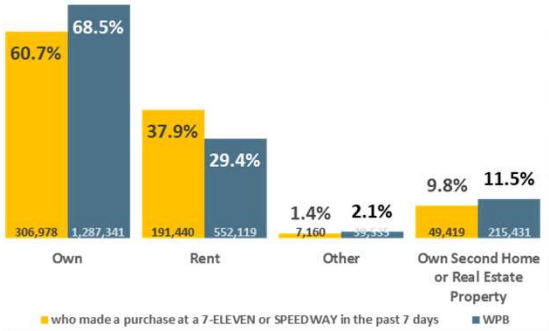
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(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)

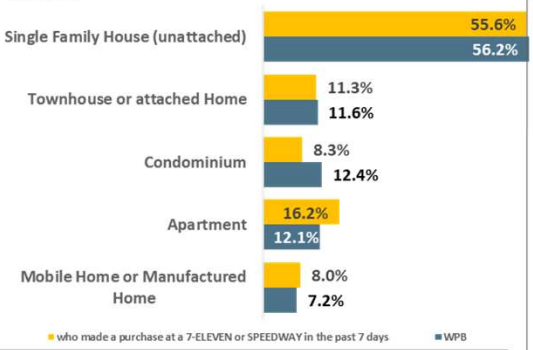
WPB

26.9% or 505,578 of WPB 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 11.4% less likely to own their home, 13.4% more likely to own a lower valued home, 1.% less likely to have a single-family home, 31.4% more likely to have a dog.

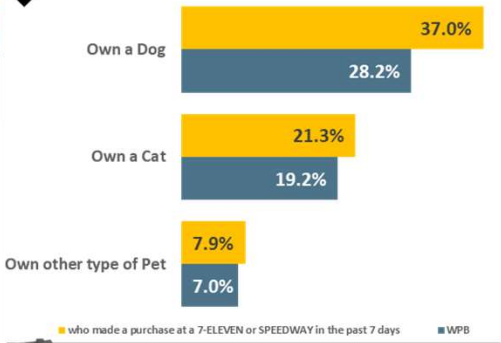
Own/Rent/Other: Adults 18 or older



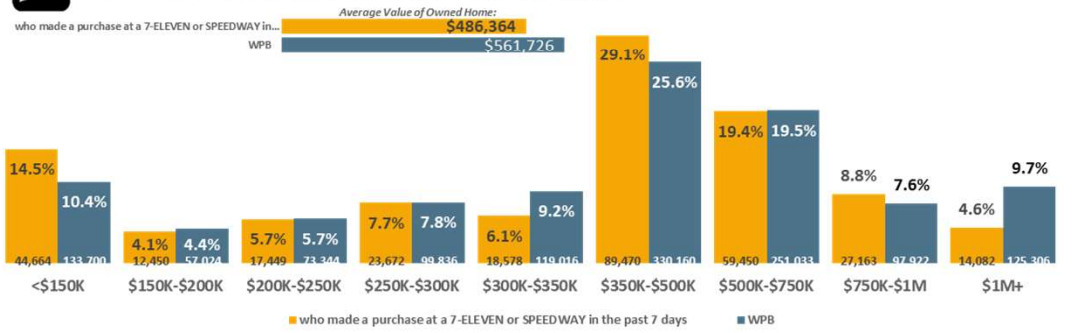
Type of Home: Adults 18 or older



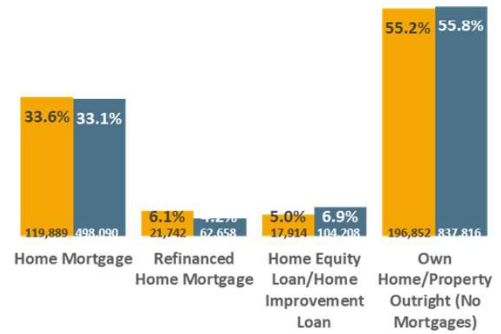
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 584

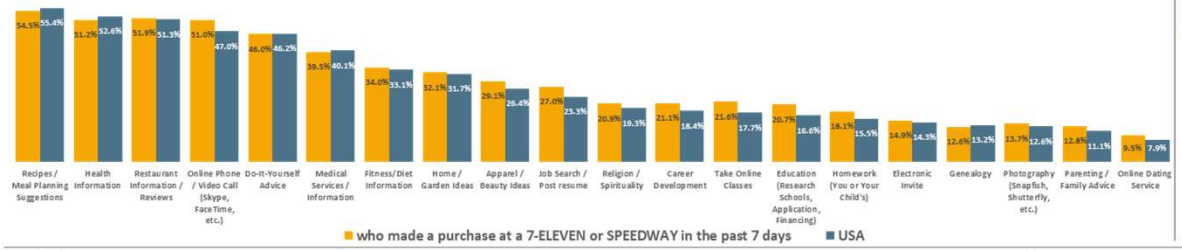
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(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)

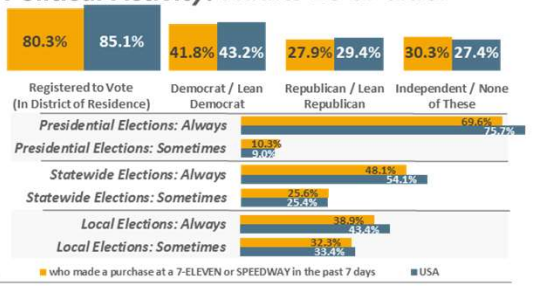


21.1% or 55,238,813 of USA Adults 18 or older made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days. Adults 18 or older who made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days are .3% less likely to look up D-I-Y advice online, 10.4% less likely to always vote in local elections, 1.5%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

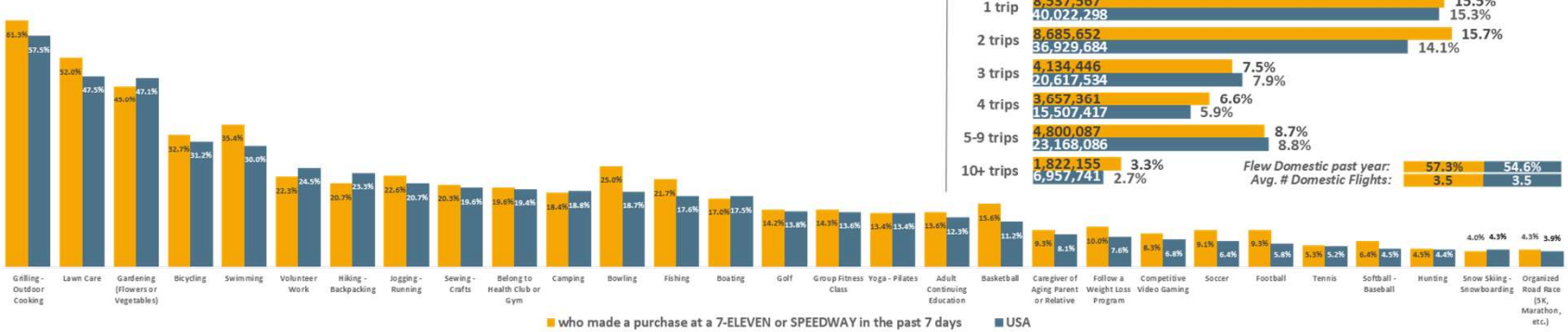
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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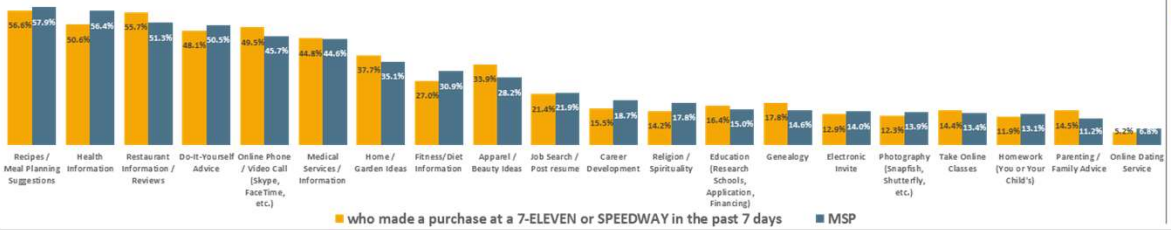
USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,097

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

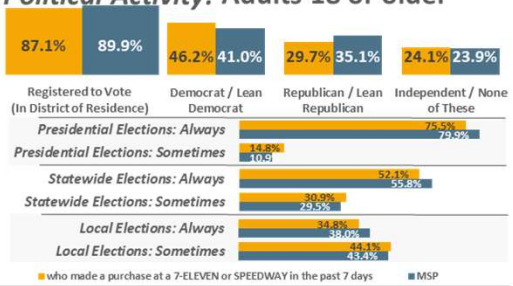
MSP

17.6% or 679,893 of MSP 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 look up D-I-Y advice online, 8.4% less likely to always vote in local elections, 9.7% more likely to belong to a gym, 10.6% more likely to fly dome

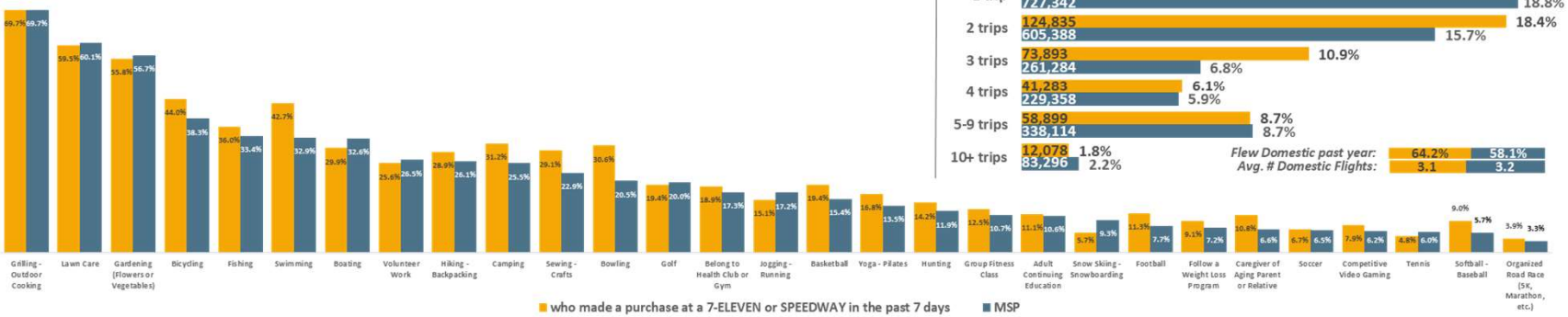
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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

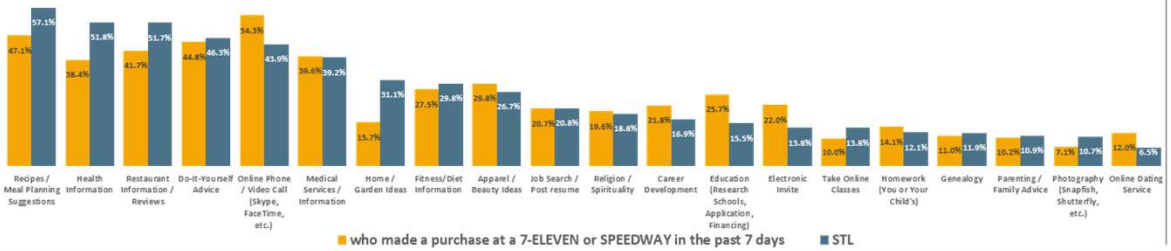
MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 317

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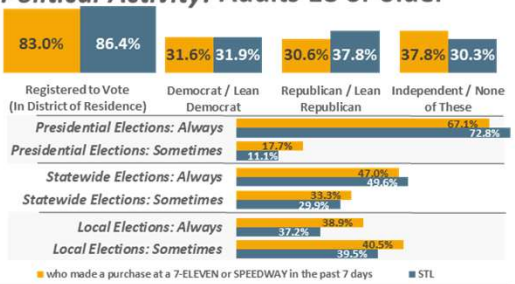
(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)

6.2% or 154,562 of STL 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 3.2% less likely to look up D-I-Y advice online, 4.5% more likely to always vote in local elections, 21.9% more likely to belong to a gym, 2.5% more likely to fly dome

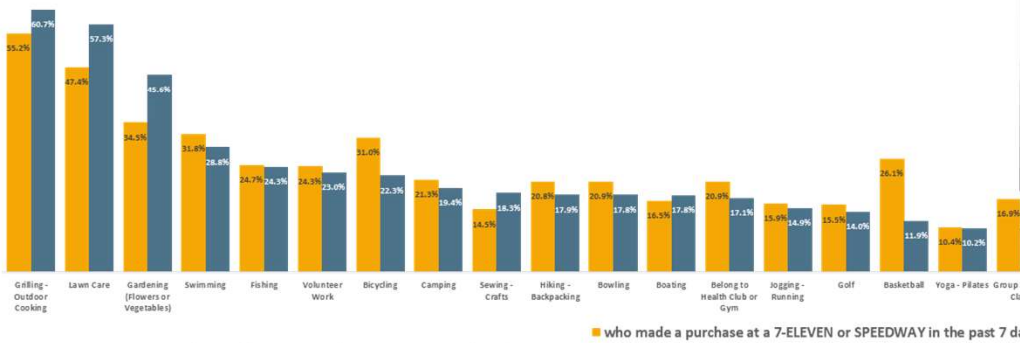
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



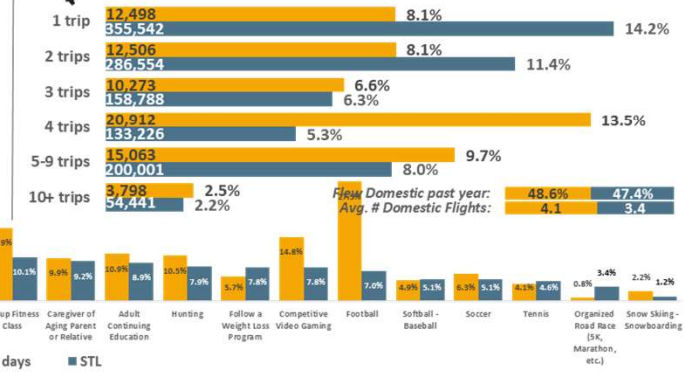
Political Activity: Adults 18 or older



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



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



STL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 109

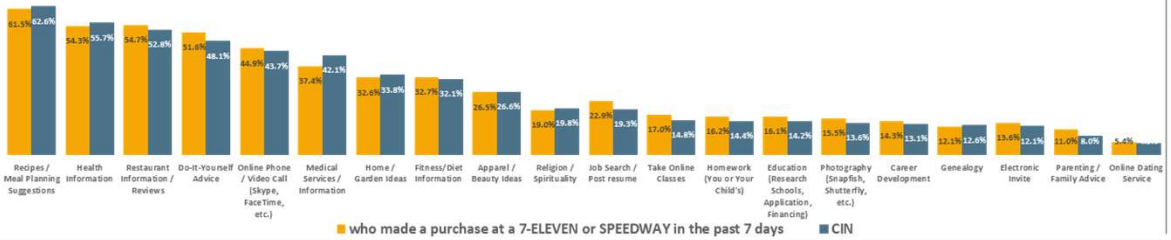
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(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)

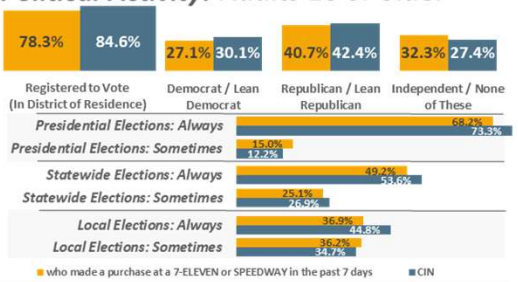
CIN

28.1% or 538,159 of CIN 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 7.3% more likely to look up D-I-Y advice online, 17.6% less likely to always vote in local elections, 9.8% more likely to belong to a gym, 7.7% less likely to fly dome

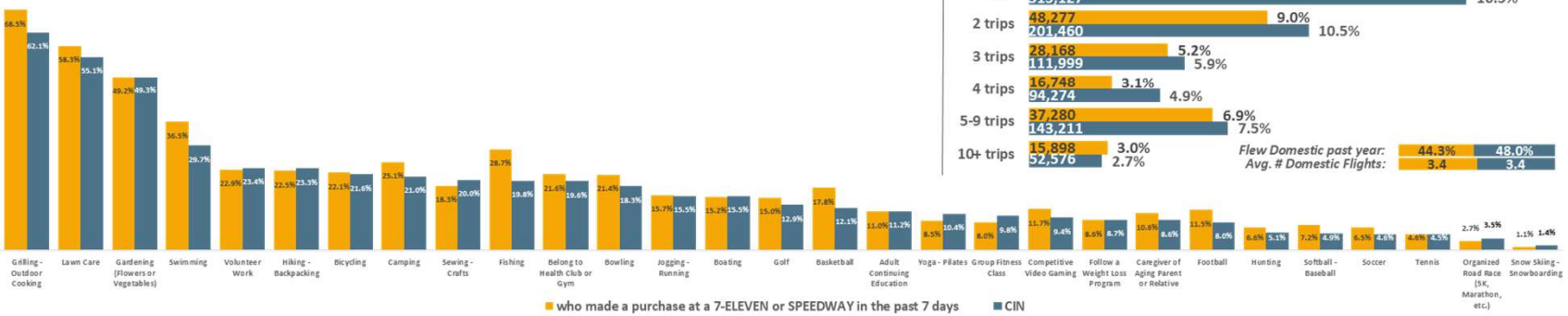
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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

CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 455

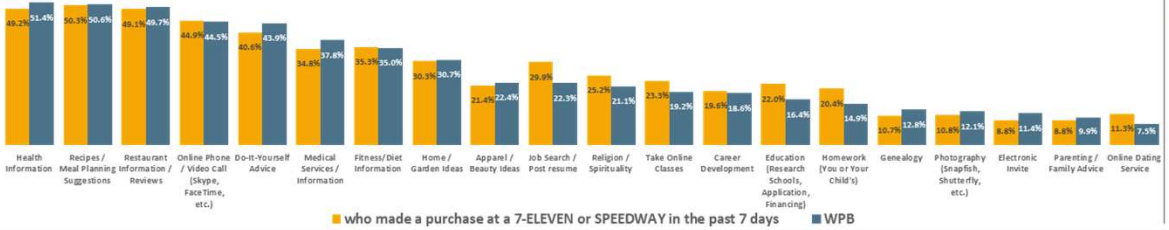
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(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)

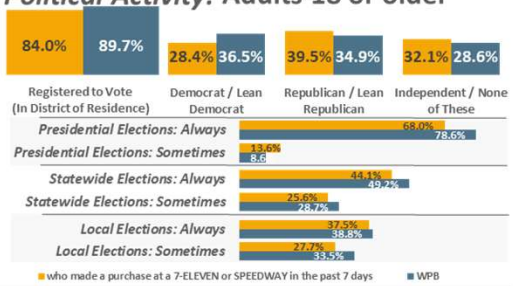
WPB

26.9% or 505,578 of WPB 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 7.4% less likely to look up D-I-Y advice online, 3.4% less likely to always vote in local elections, 15.5% more likely to belong to a gym, 7.% more likely to fly domes

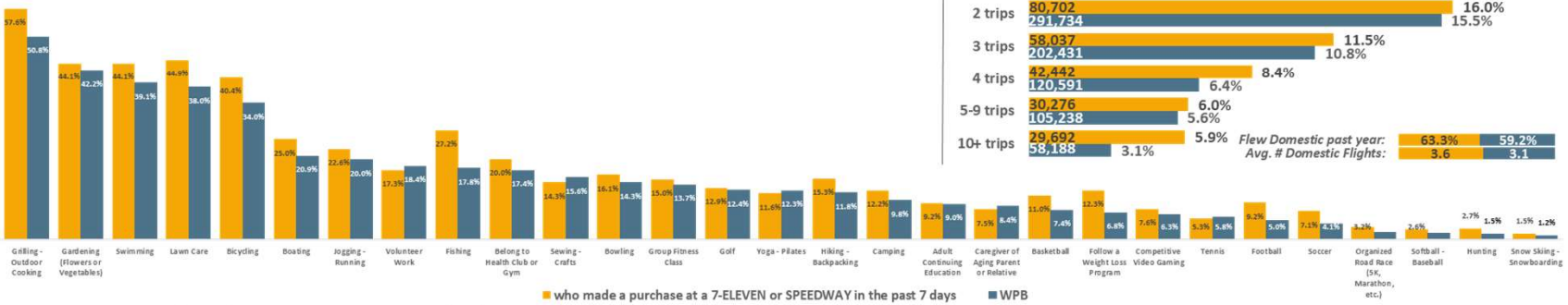
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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

WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 584

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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

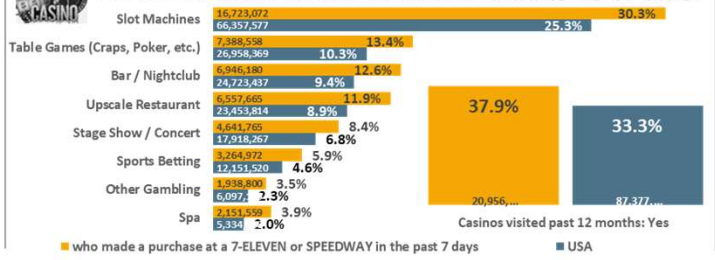
18.6%

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)

MSP

17.6% or 679,893 of MSP 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 7.1% more likely to use QSRs past mo., 1.% less likely to use Sit-Down Restaurants past mo., 16.7% more likely to use Casinos past yr., 106.3% more likely to smoke cig

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



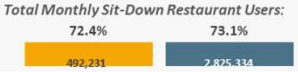
Avg. Monthly QSR Meals:



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.)

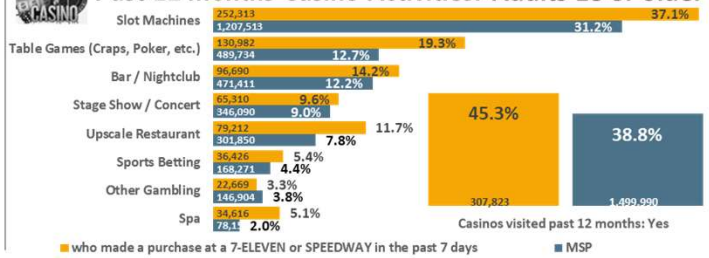


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 317

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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)

STL

6.2% or 154,562 of STL 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 6.8% more likely to use QSRs past mo., 2.4% more likely to use Sit-Down Restaurants past mo., 79.7% more likely to use Casinos past yr., 68.8% more likely to smoke cig

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 94.3% 145,760 | 88.3% 2,214,811

Avg. Monthly QSR Meals: 8.4 | 6.3

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



Total Monthly Sit-Down Restaurant Users: 75.4% 116,567 | 73.6% 1,846,832

Avg. Monthly Sit-Down Restaurant Meals: 5.0 | 3.9

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)

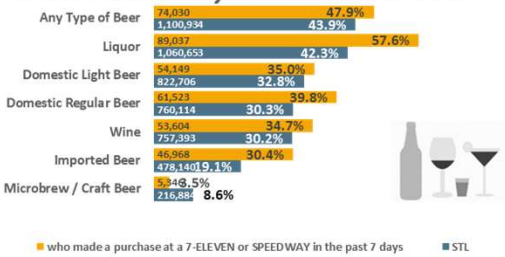


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

who made a purchase at a 7-ELEVEN or SPEEDWAY in... 43,076 27.9%

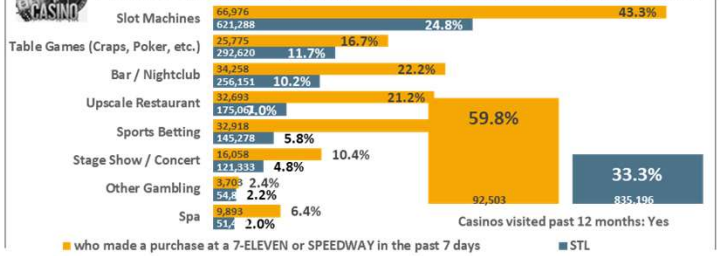
STL 341,559 13.6%

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



STL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 109

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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)

CIN

28.1% or 538,159 of CIN 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 6.1% more likely to use QSRs past mo., 2.7% more likely to use Sit-Down Restaurants past mo., 19.% more likely to use Casinos past yr., 38.2% more likely to smoke ciga

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



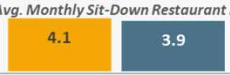
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:

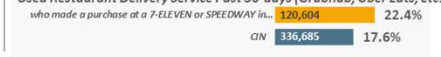


Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

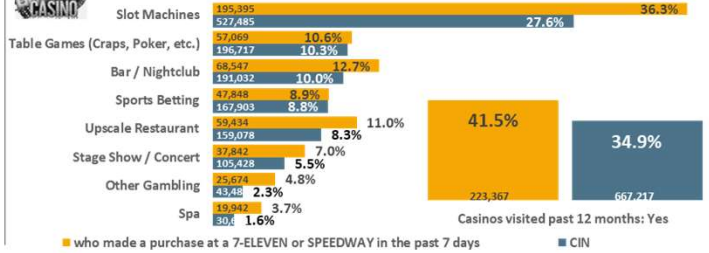


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 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)

WPB

26.9% or 505,578 of WPB 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 8.7% more likely to use QSRs past mo., 3.1% more likely to use Sit-Down Restaurants past mo., 8.1% more likely to use Casinos past yr., 46.6% more likely to smoke ciga

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 91.5% 462,725 | 84.2% 1,581,371

Avg. Monthly QSR Meals: 7.7 | 6.1

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



Total Monthly Sit-Down Restaurant Users: 80.8% 408,669 | 78.4% 1,473,029

Avg. Monthly Sit-Down Restaurant Meals: 5.2 | 4.8

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... 95,675 18.9%

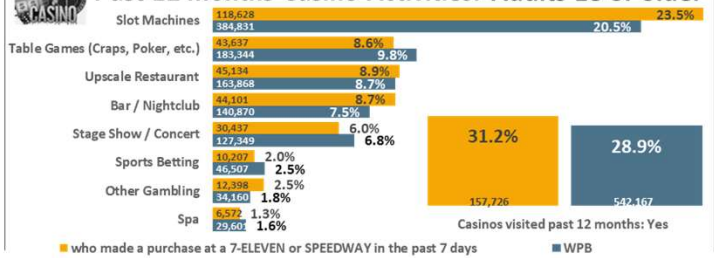
WPB 321,552 17.1%

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



WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 584

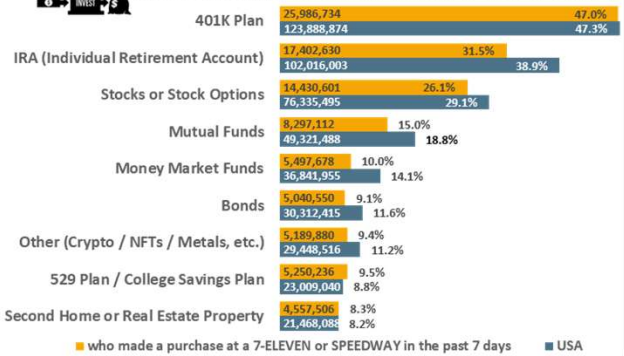
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(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)

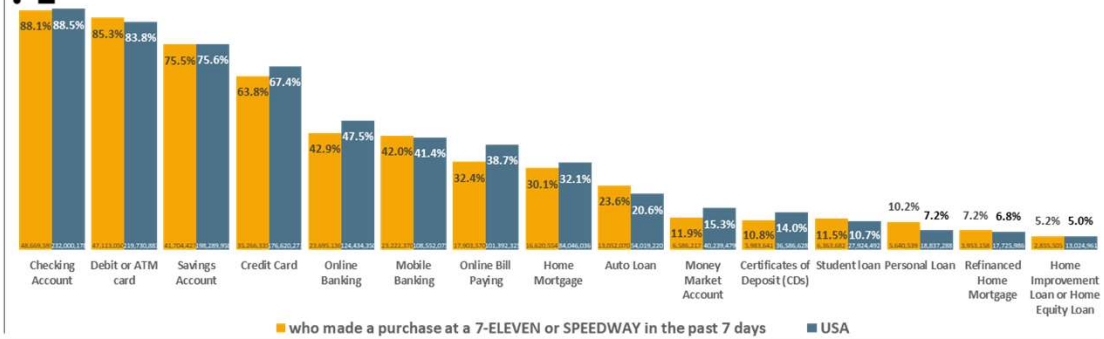


21.1% or 55,238,813 of USA Adults 18 or older made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days. Adults 18 or older who made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days are .4% less likely to have a 401K, 14.7% more likely to have an Auto Loan, 4.8% less likely to Invest/Trade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

Investments Owned: Adults 18 or older



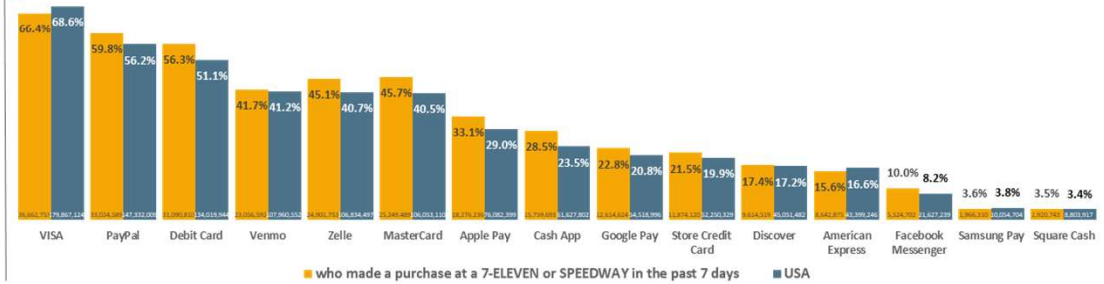
Financial Services Has and/or Uses: Adults 18 or older



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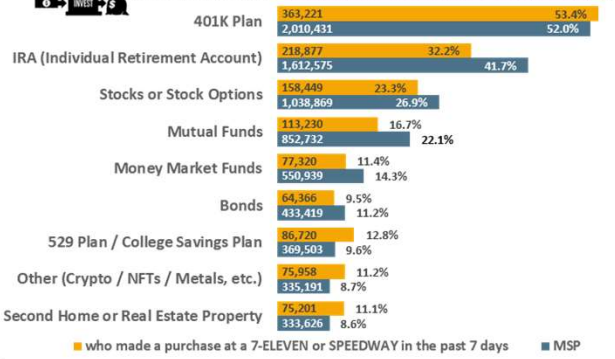
USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,097

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

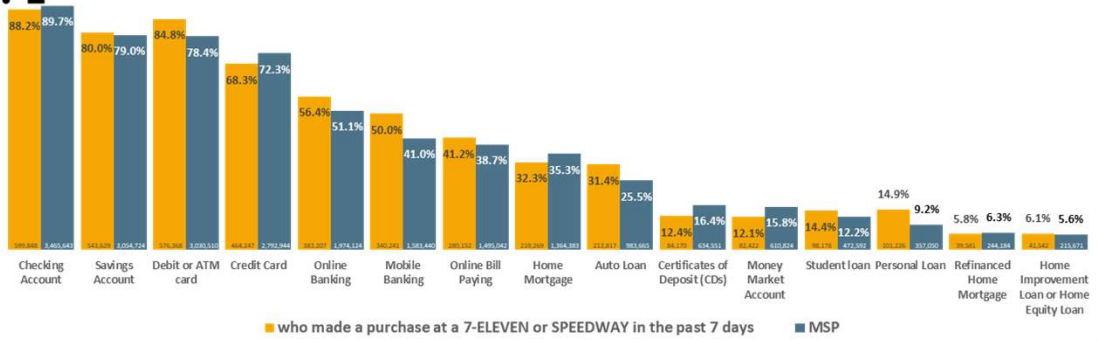
MSP

17.6% or 679,893 of MSP 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 2.7% more likely to have a 401K, 23.6% more likely to have an Auto Loan, 21.3% less likely to Invest/Trade Stocks Online, 29.4% more likely to pay with their Debit Car

Investments Owned: Adults 18 or older



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

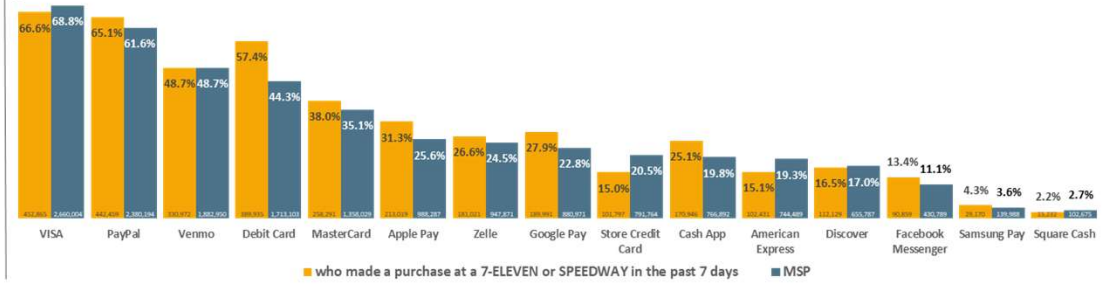


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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



MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 317

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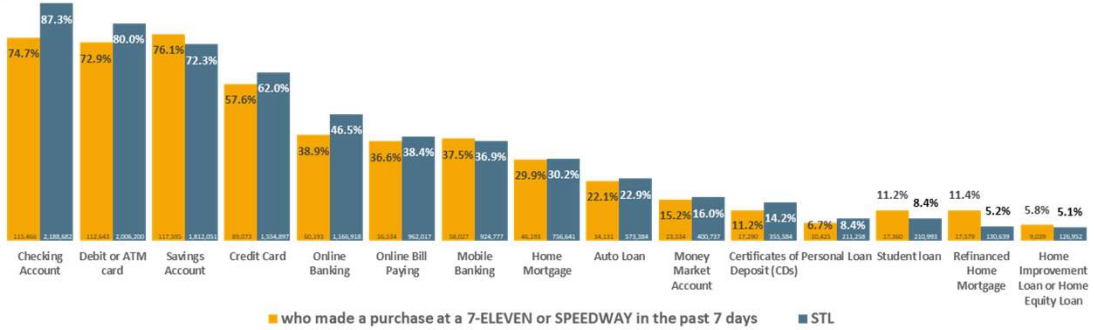
(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)

6.2% or 154,562 of STL 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 4.2% less likely to have a 401K, 3.4% less likely to have an Auto Loan, 33.8% more likely to Invest/Trade Stocks Online, 8.8% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



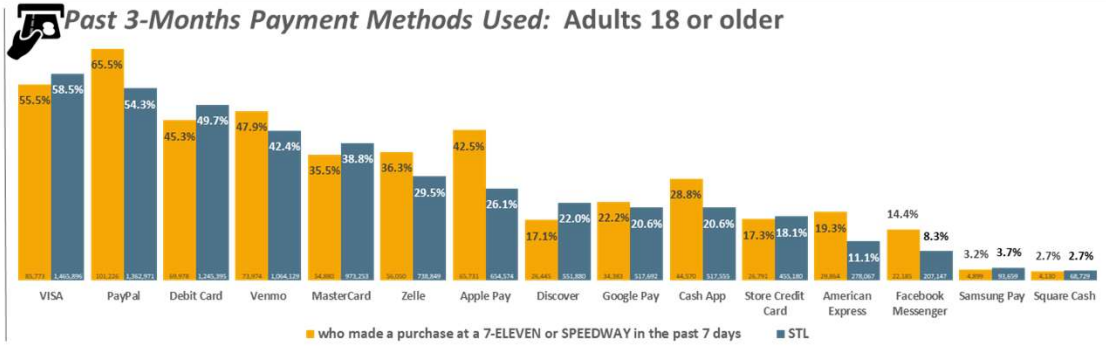
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



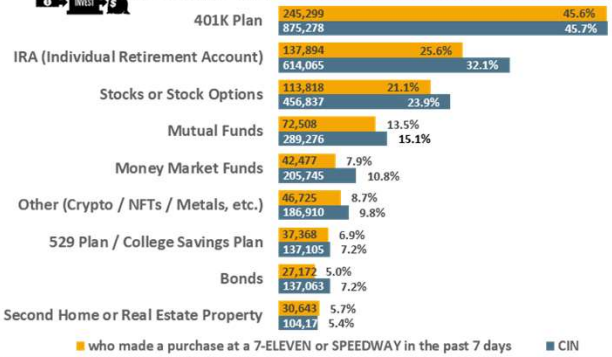
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(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)

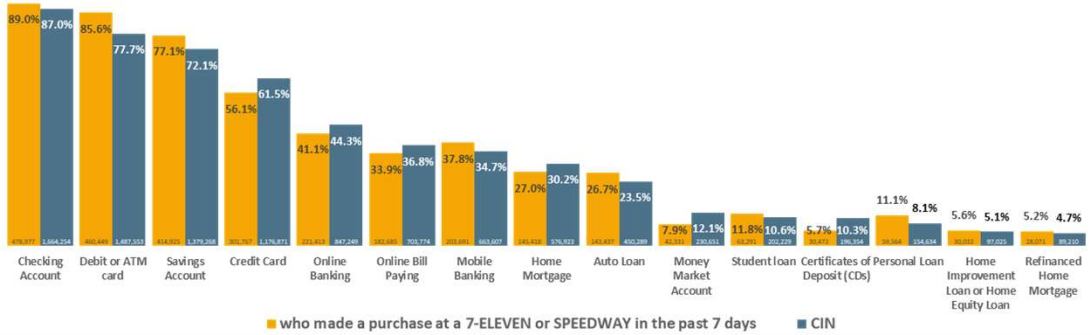
CIN

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Investments Owned: Adults 18 or older



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

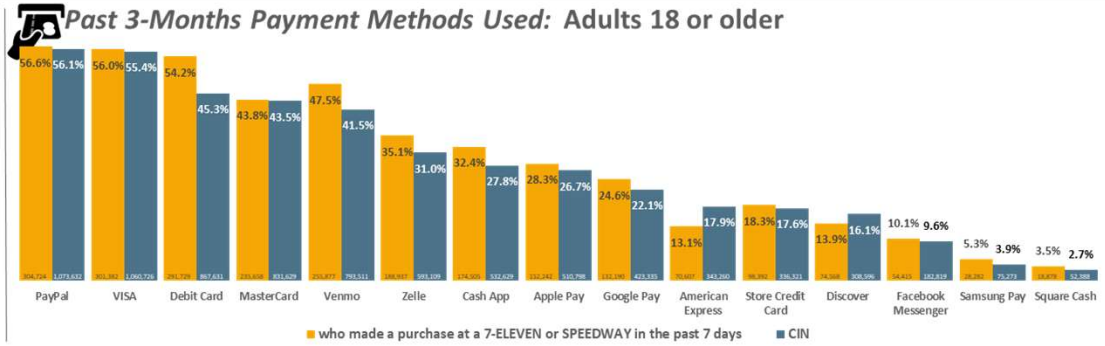


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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



CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 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)

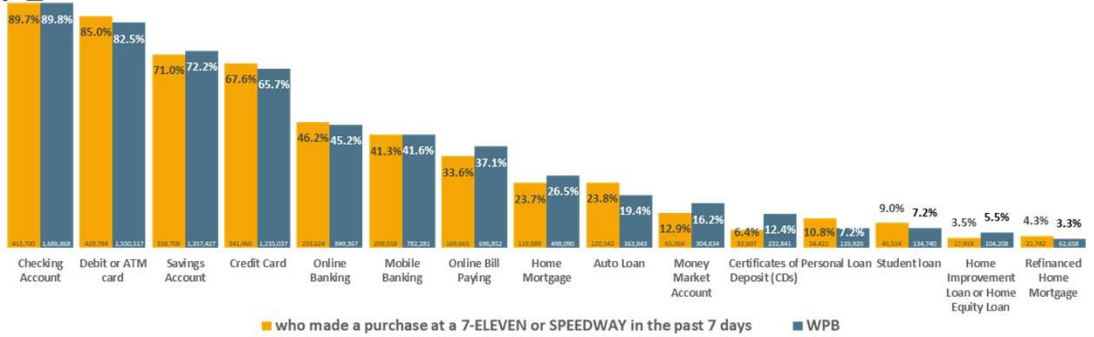
WPB

26.9% or 505,578 of WPB 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, 23.1% more likely to have an Auto Loan, 7.3% more likely to Invest/Trade Stocks Online, 5.4% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



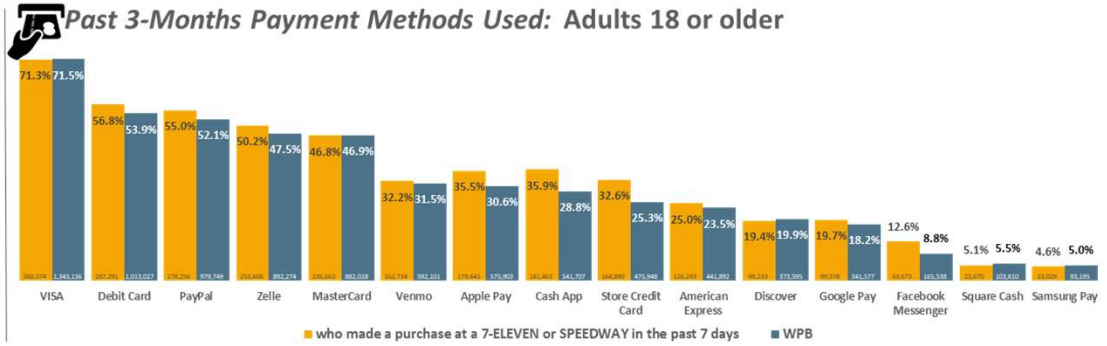
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



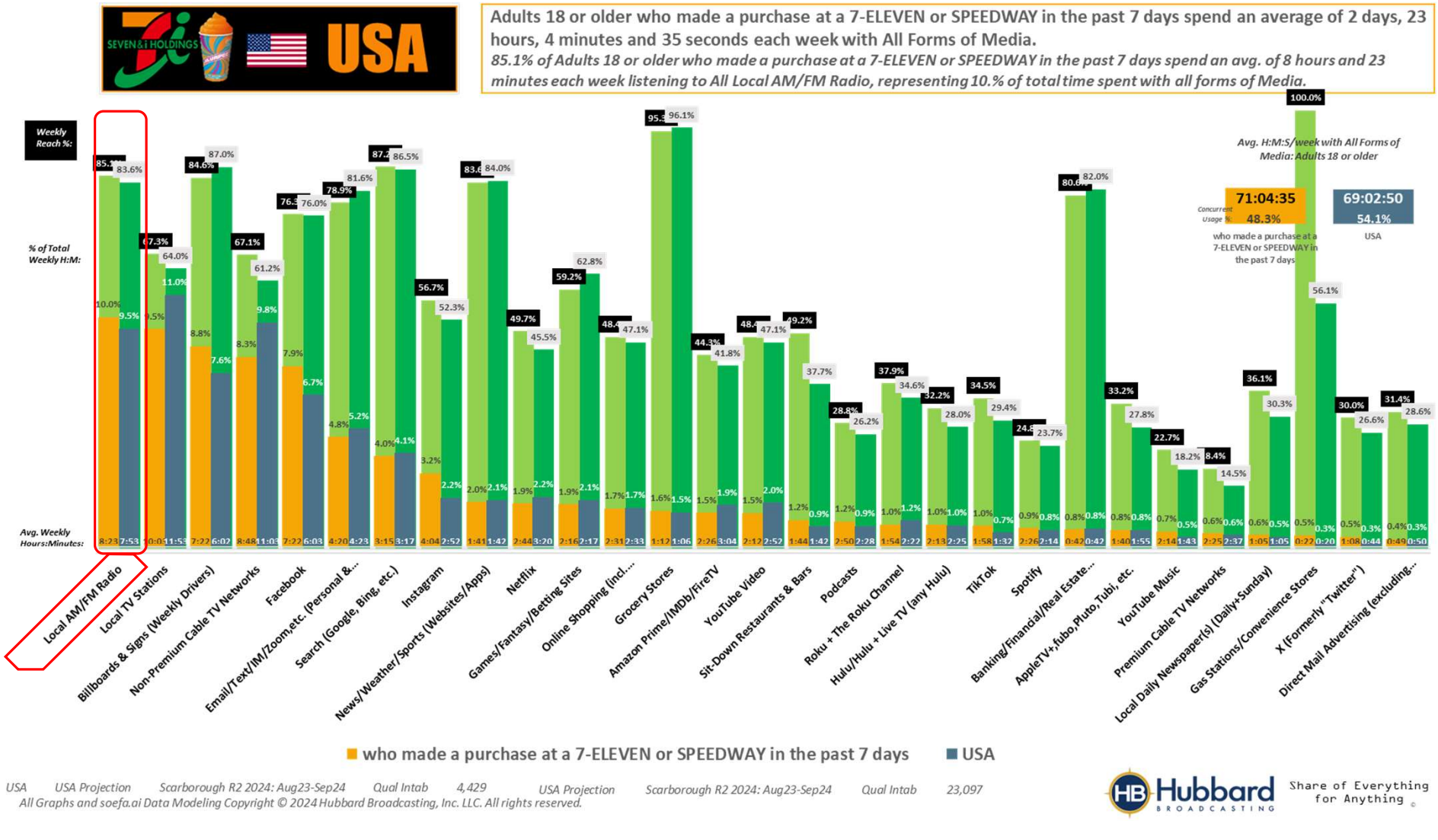
Past 3-Months Payment Methods Used: Adults 18 or older



WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 584

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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)

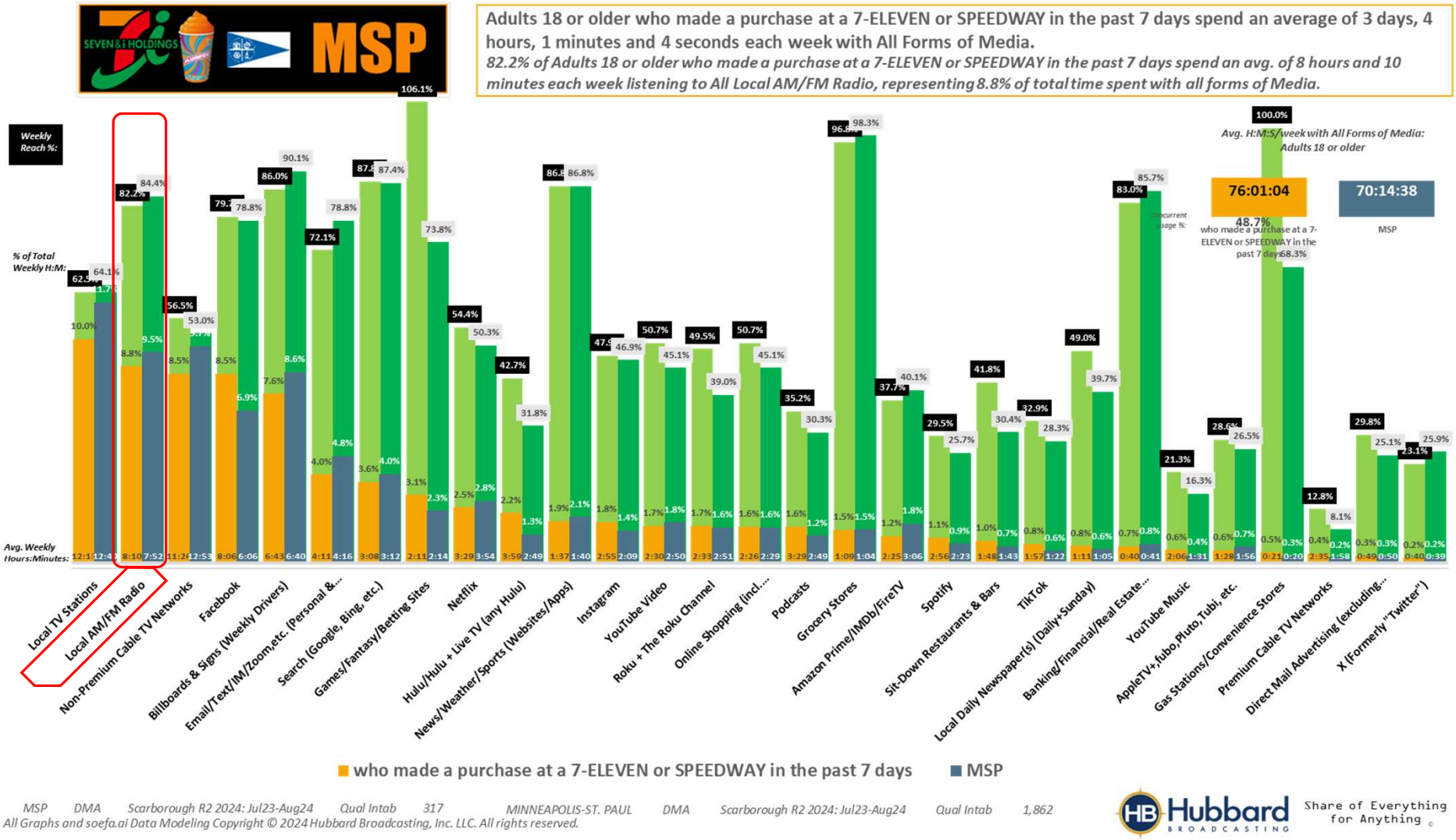


USA USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 4,429 USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,097

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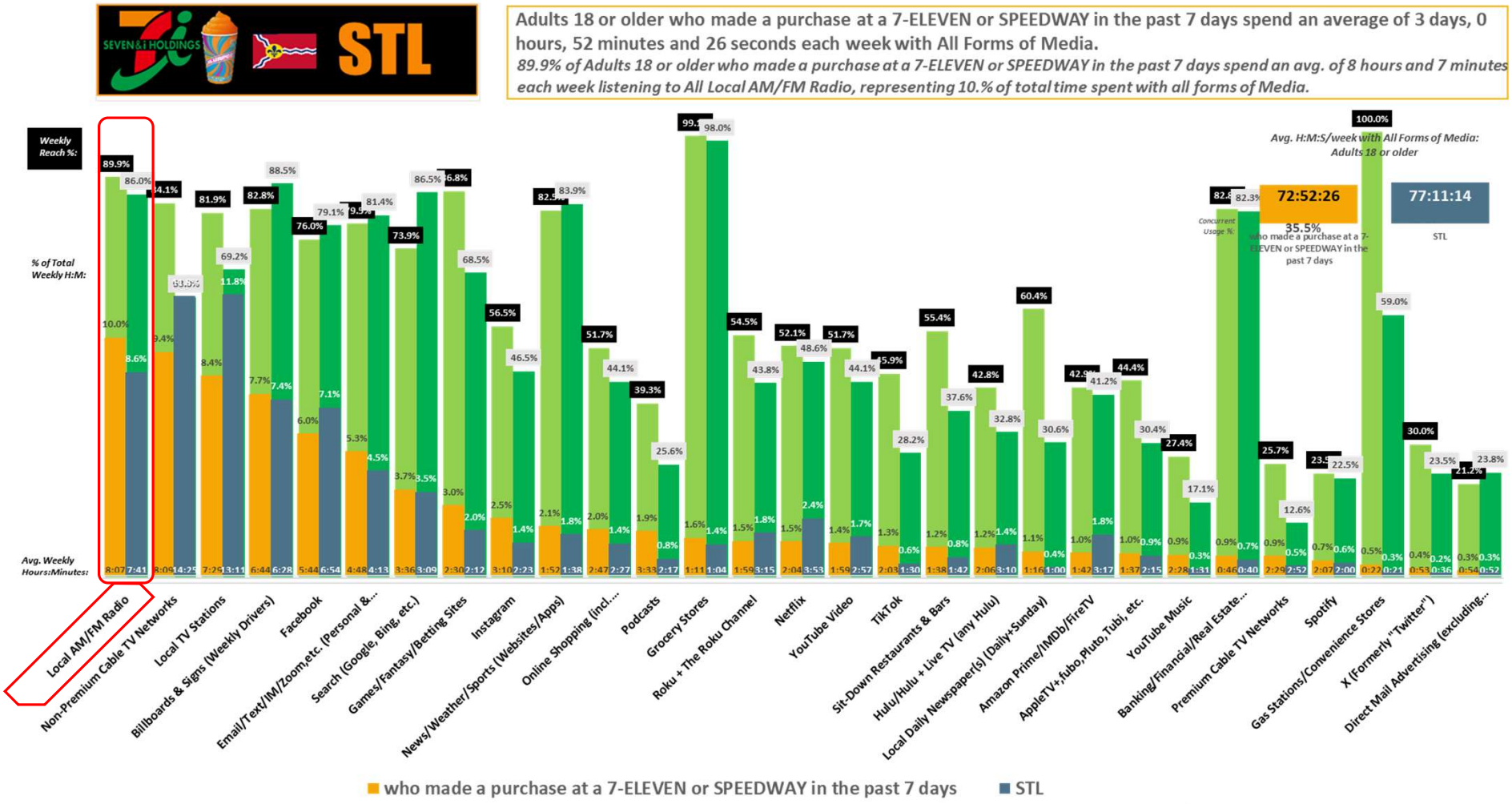


MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 317 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,862

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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)

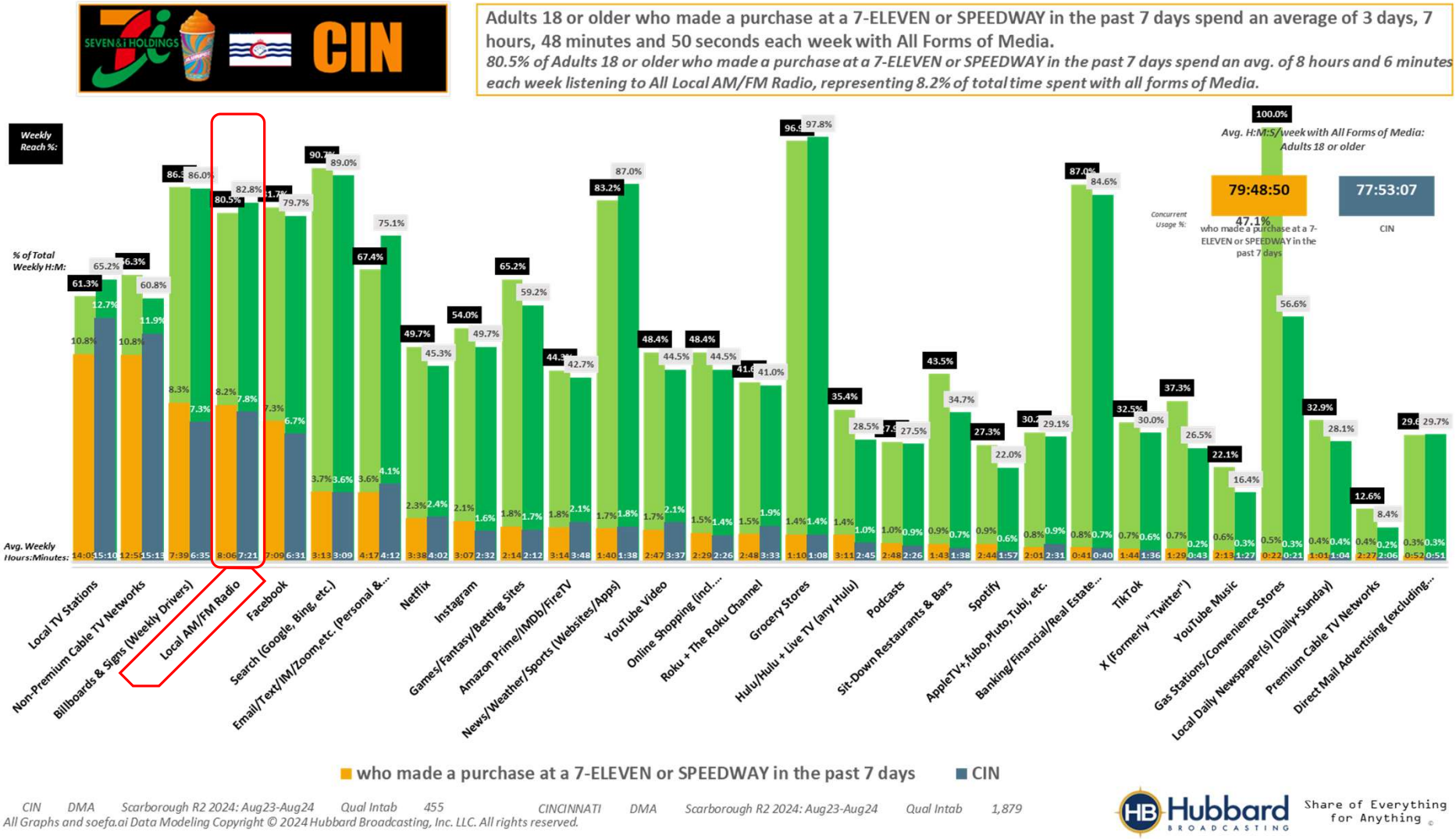


STL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 109 ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,933

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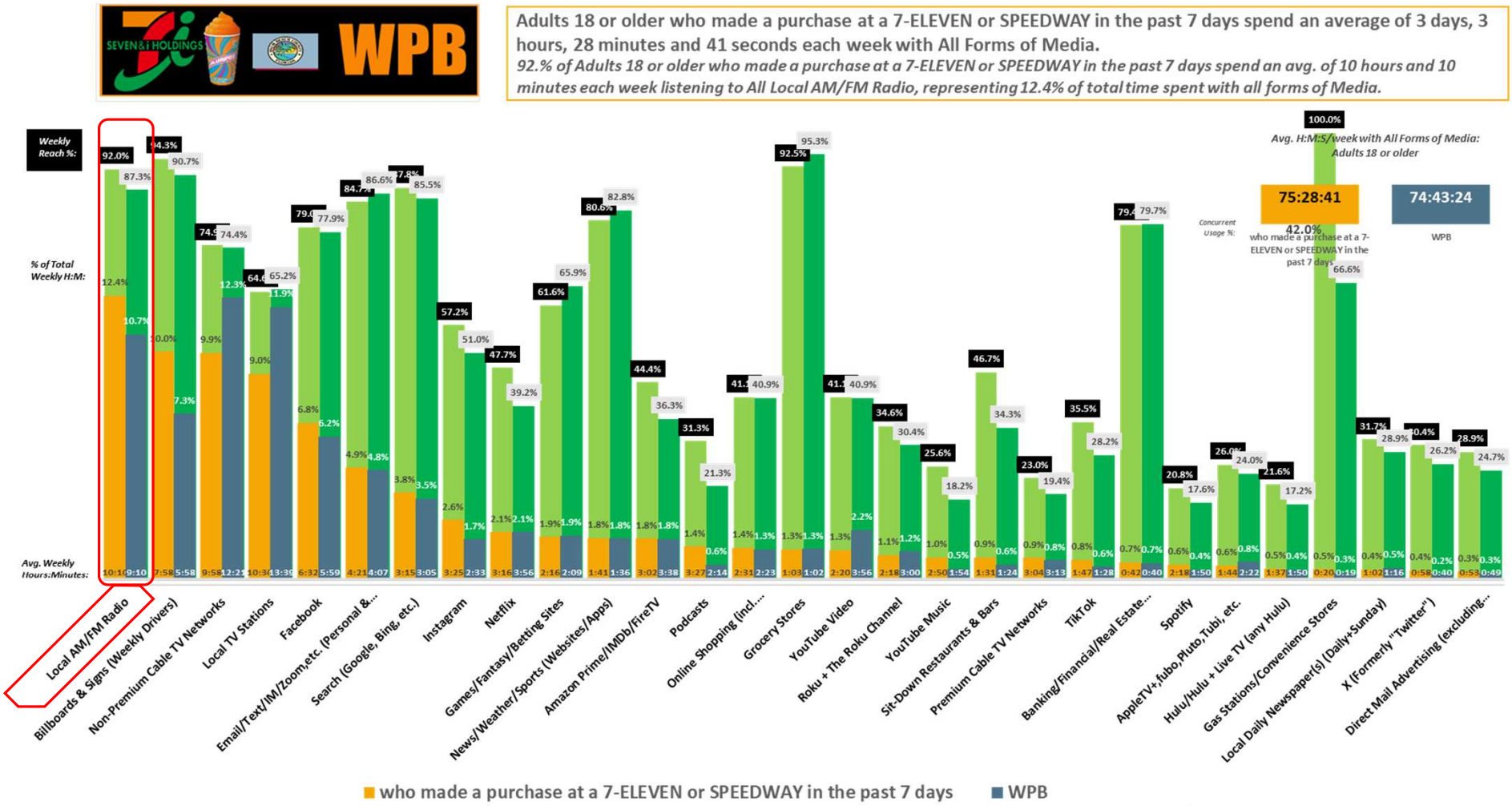


CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 455 CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,879

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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)

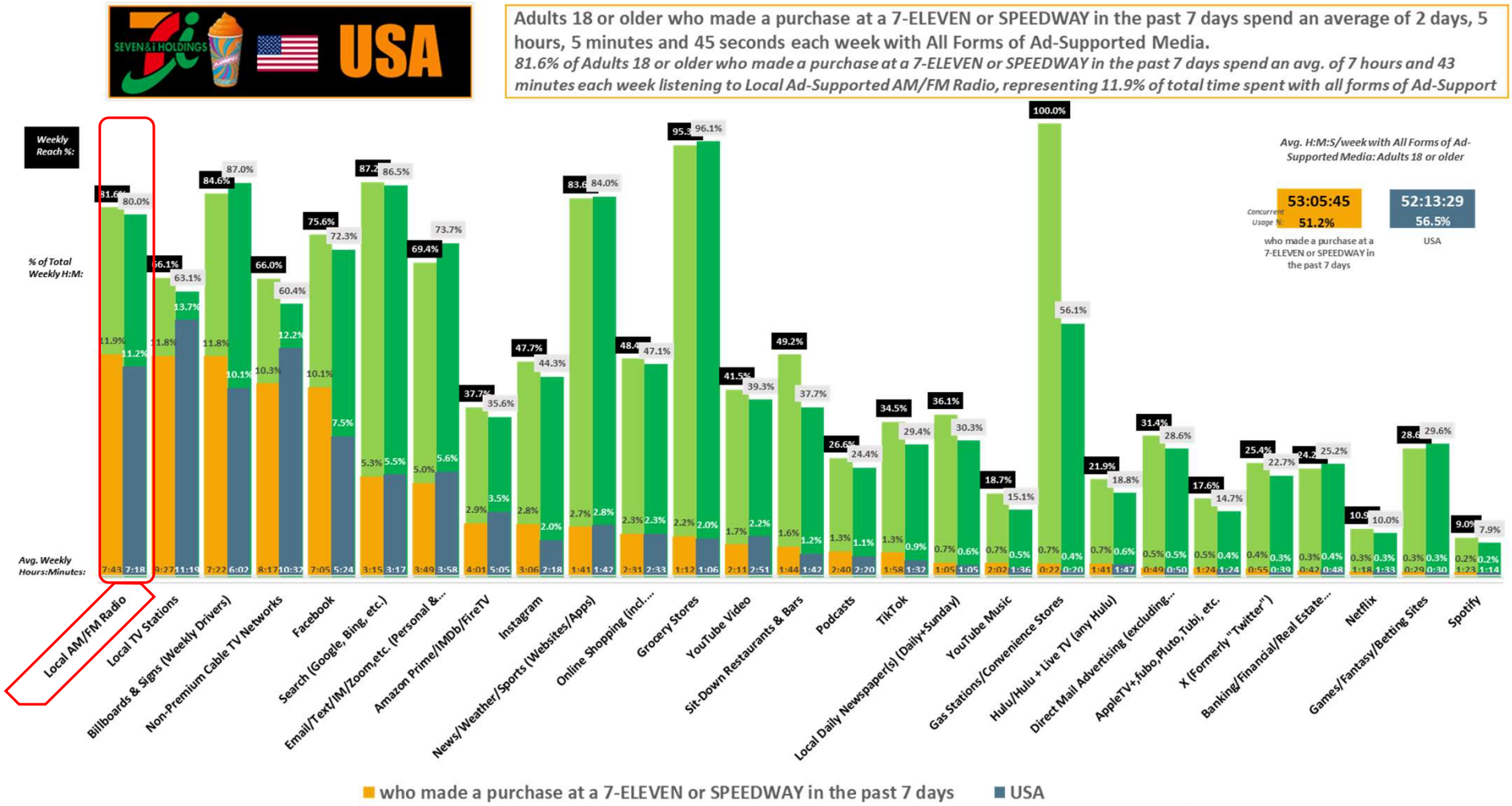


WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 584 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 2,464

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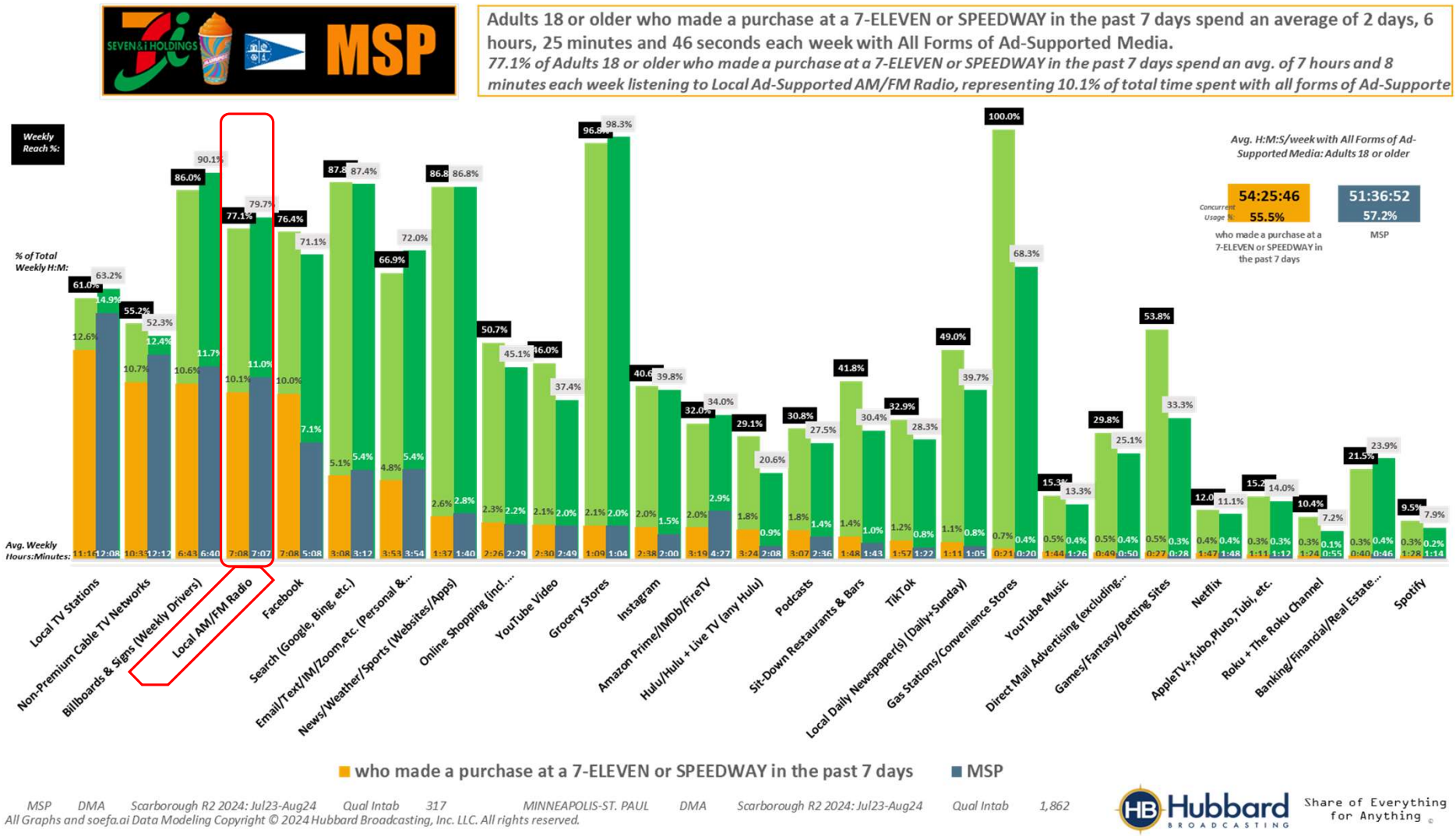


USA USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 4,429 USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,097

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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)

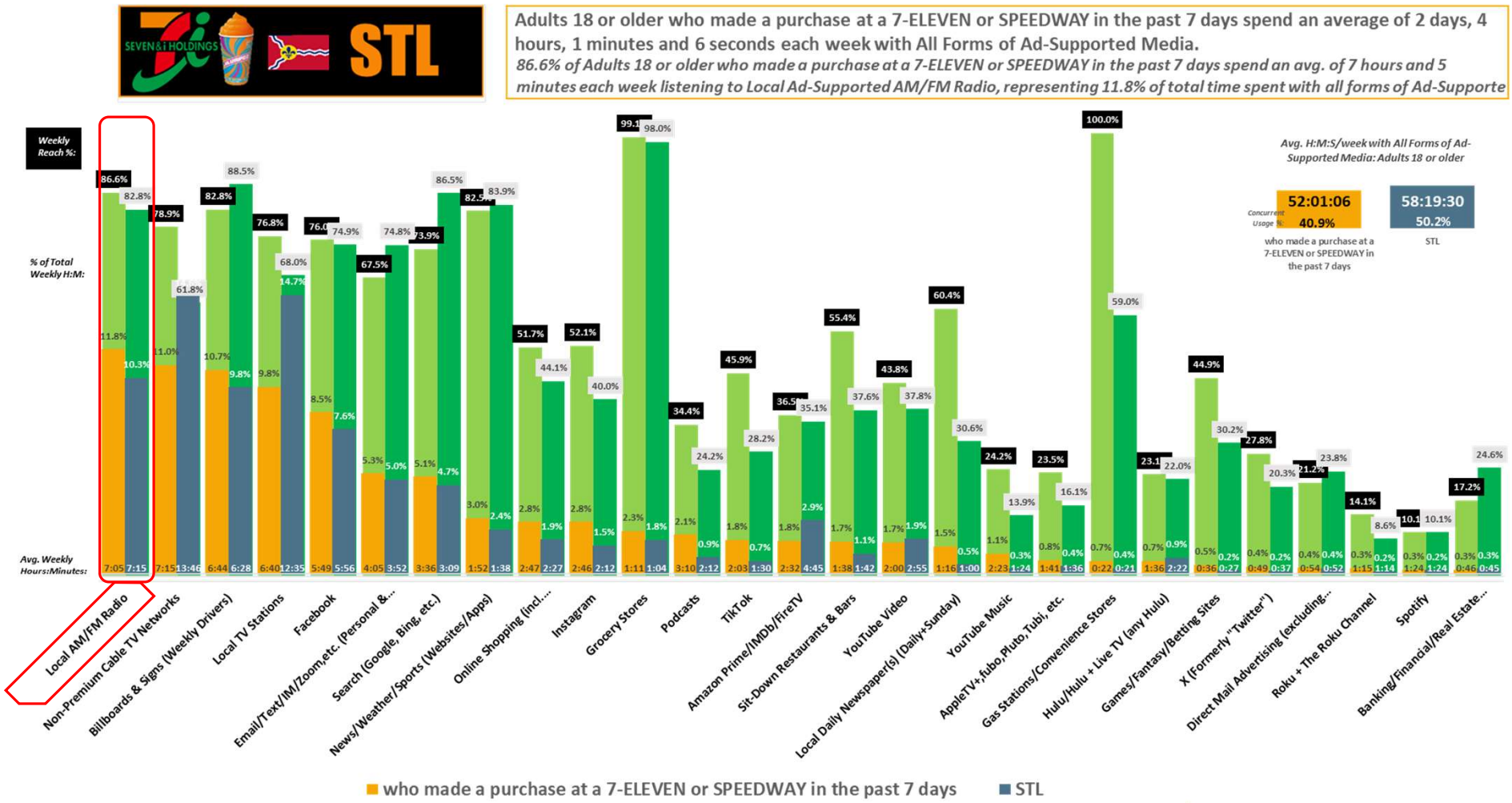


MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 317 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,862

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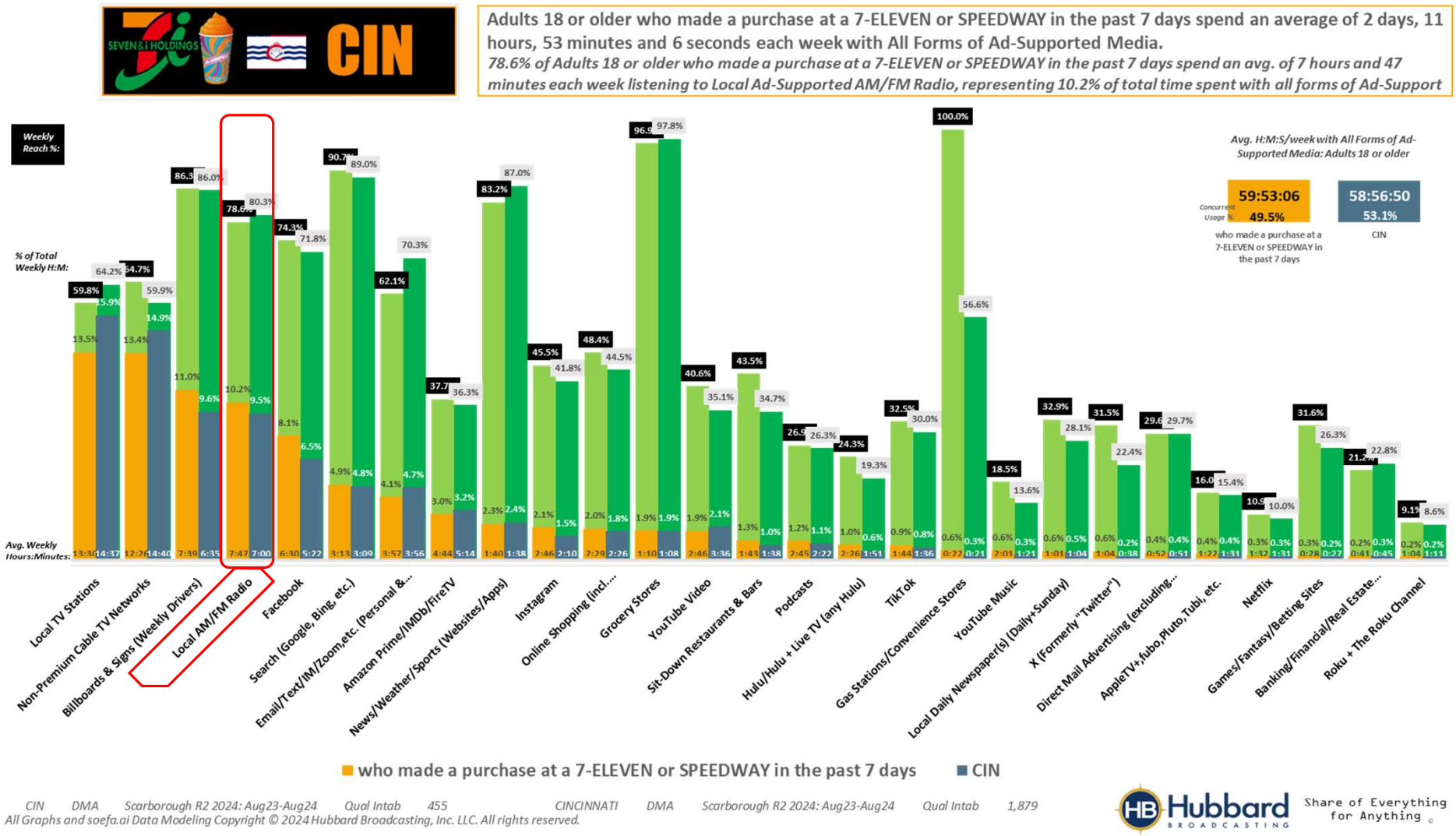


STL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 109 ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,933

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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)

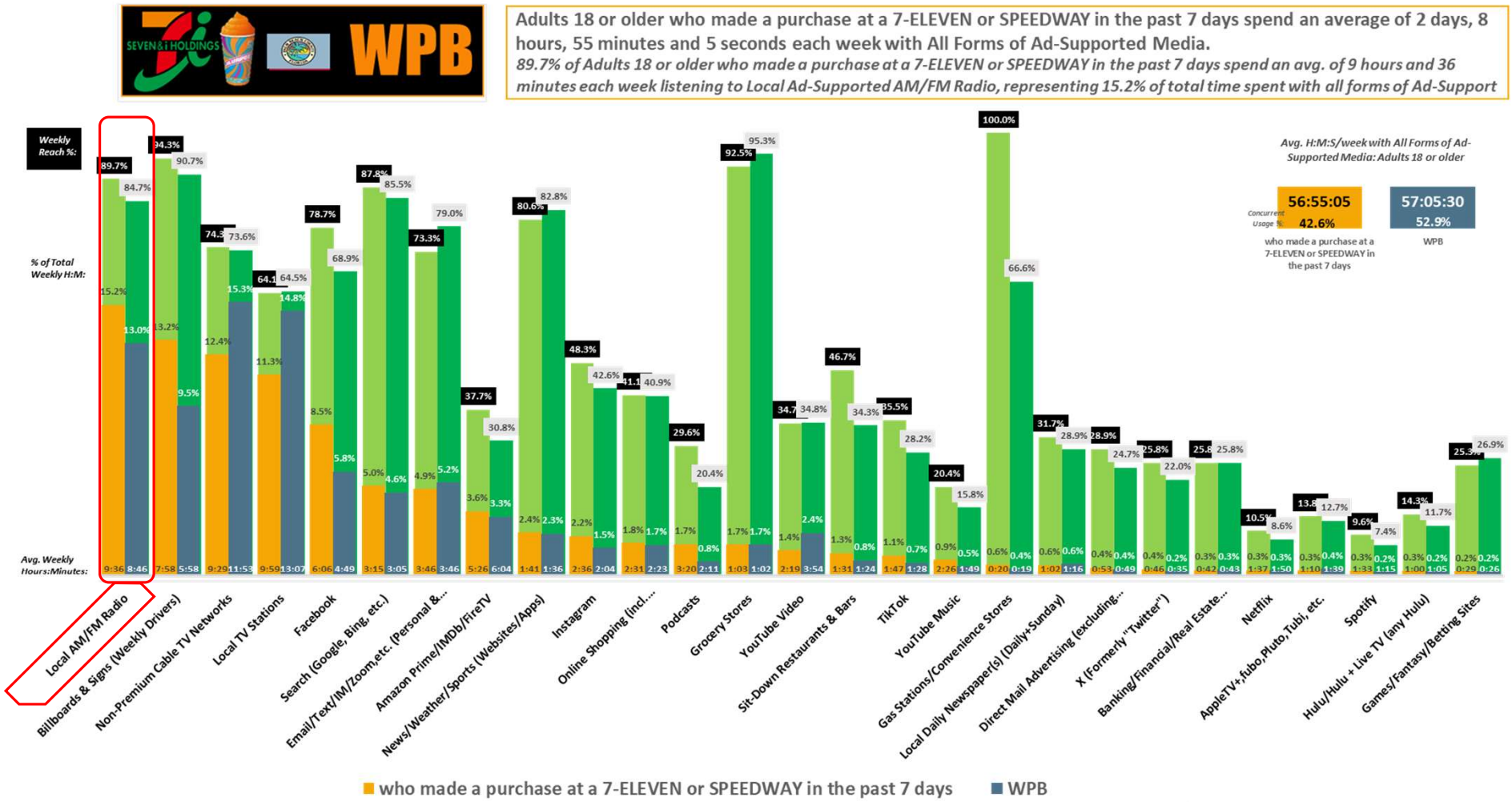


CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 455 CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,879

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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)



WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 584 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 2,464

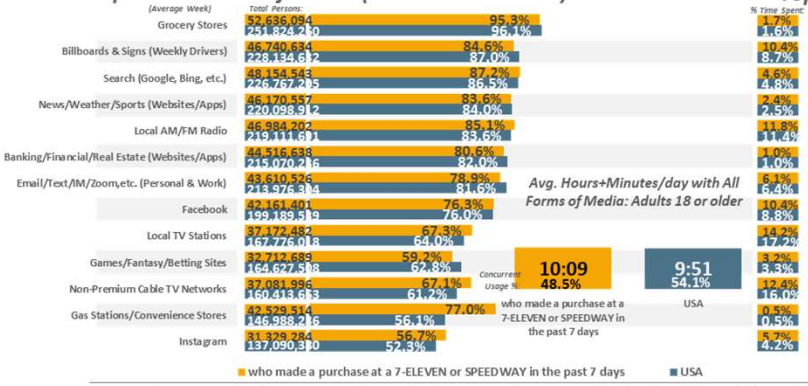
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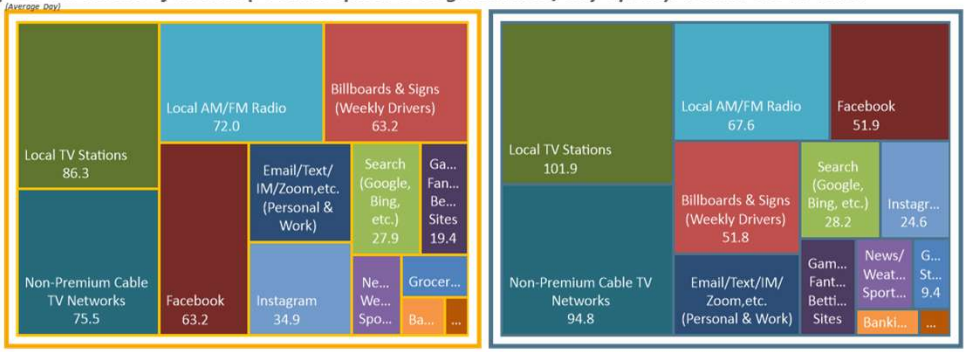
(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)

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.)*

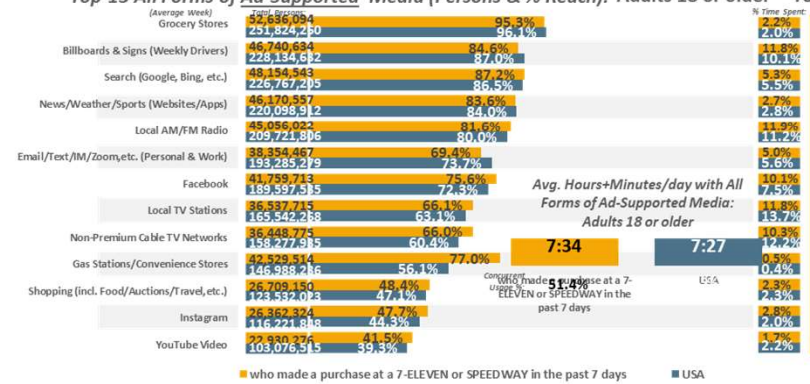
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



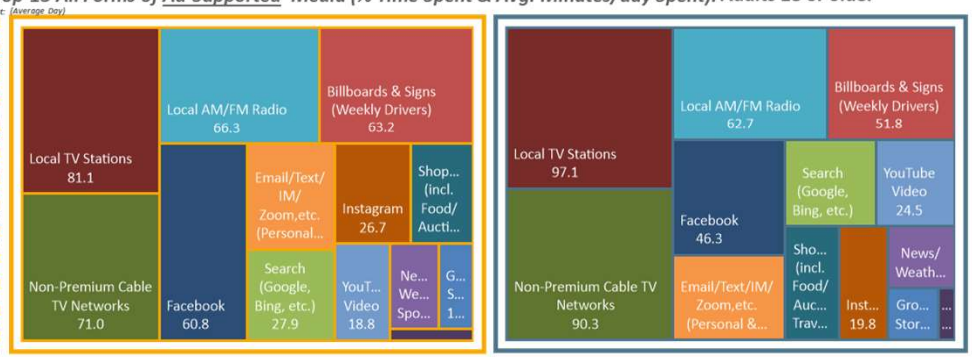
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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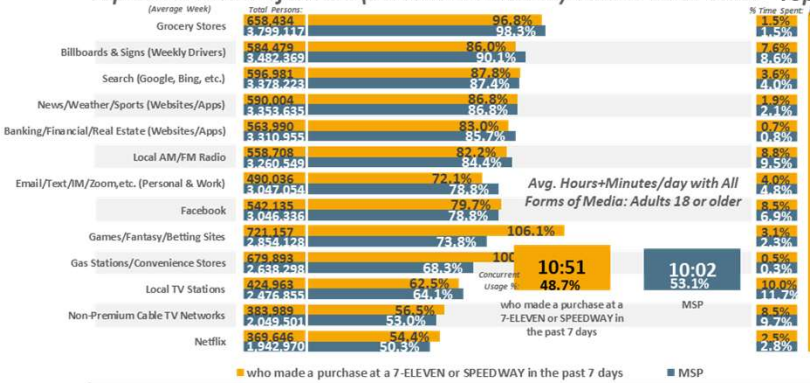
USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,097

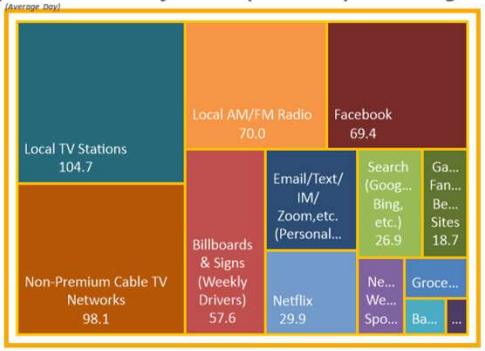
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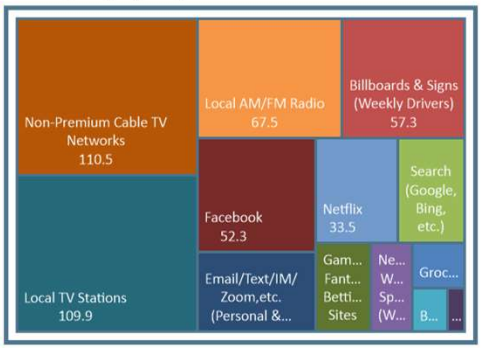
(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)

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 46 minutes each day with All Forms of Ad-Supported Media. 77.1% listen to Local AM/FM Radio for an avg. of 61.2 minutes/day. *(Local Radio delivers 10.1% of Time with Ad-Supported Media.)*

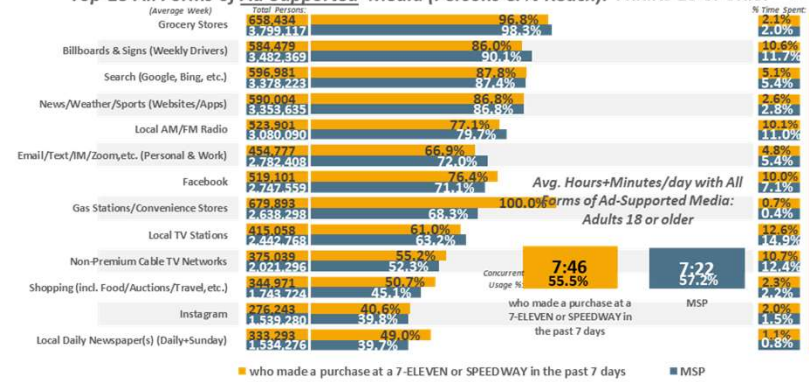
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**

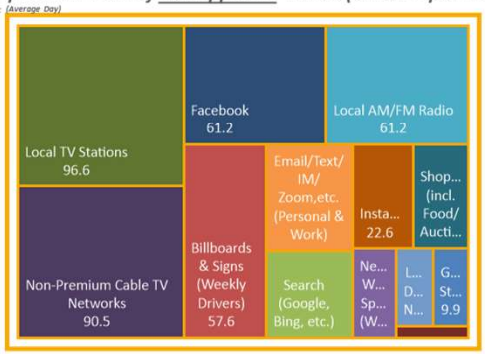


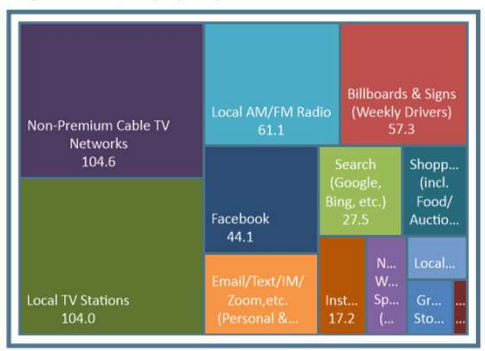




Top-13 All Forms of Ad-Supported Media (Persons & % Reach): **Adults 18 or older**







MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 317

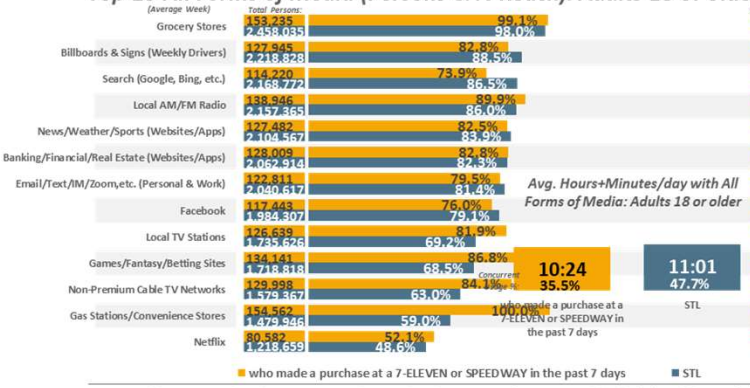
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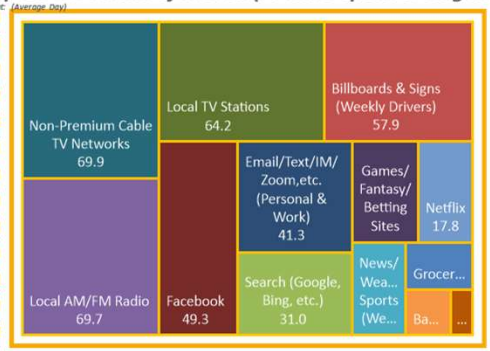
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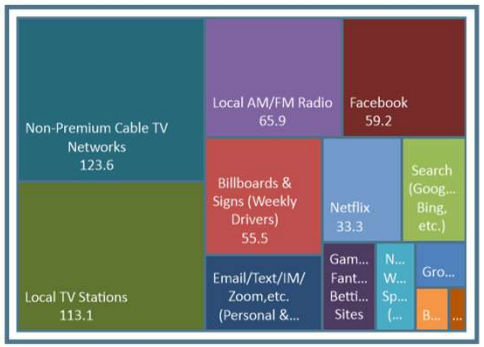
(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)

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 25 minutes each day with All Forms of Ad-Supported Media. 86.6% listen to Local AM/FM Radio for an avg. of 60.8 minutes/day. *(Local Radio delivers 11.8% of Time with Ad-Supported Media.)*

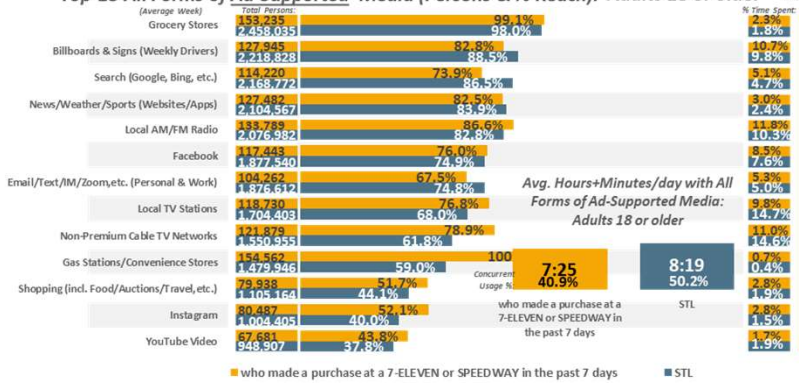
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**

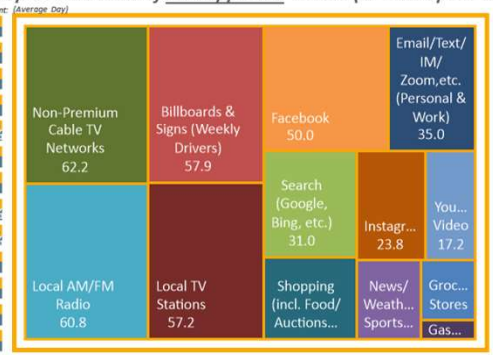


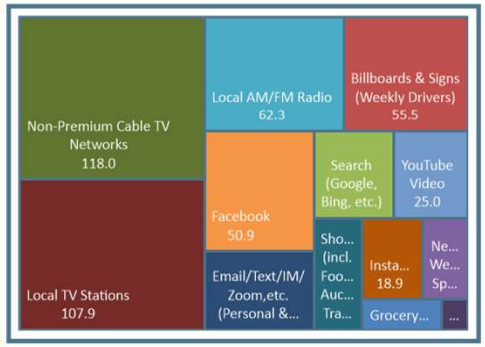




Top-13 All Forms of Ad-Supported Media (Persons & % Reach): **Adults 18 or older**







STL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 109

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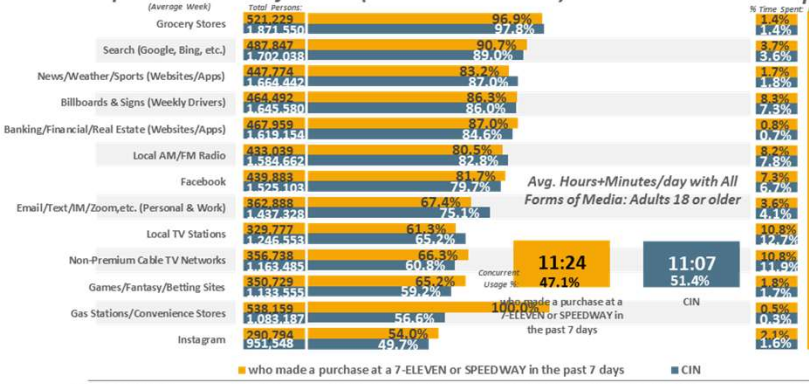
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(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)

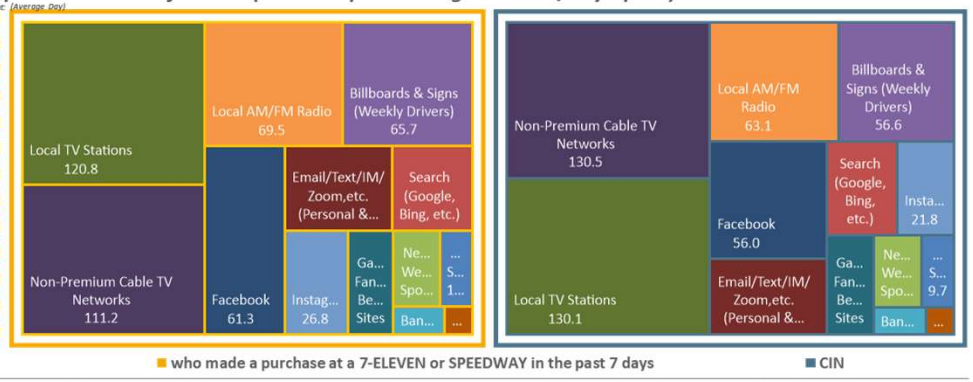
CIN

Adults 18 or older who made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days spend an average of 8 hours and 33 minutes each day with All Forms of Ad-Supported Media. 78.6% listen to Local AM/FM Radio for an avg. of 66.8 minutes/day. *(Local Radio delivers 10.2% of Time with Ad-Supported Media.)*

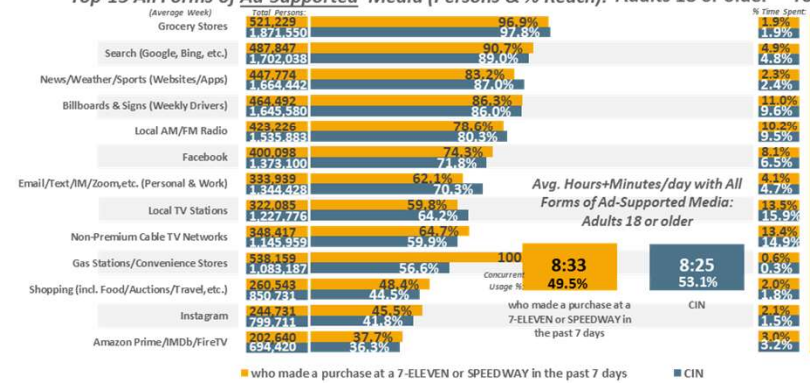
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



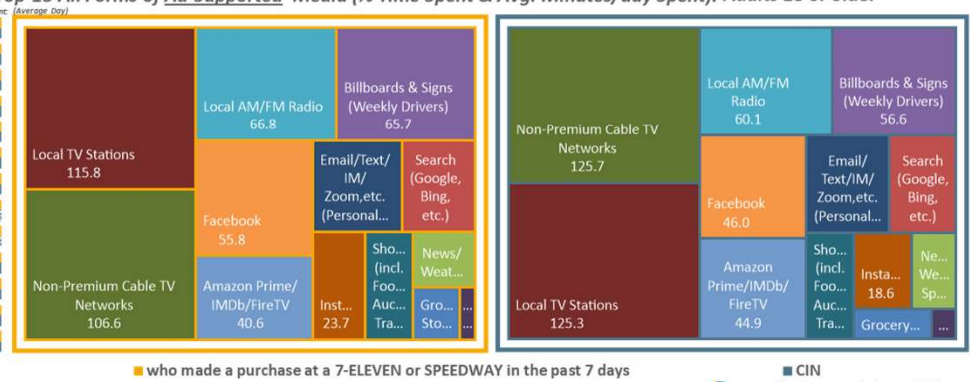
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 455

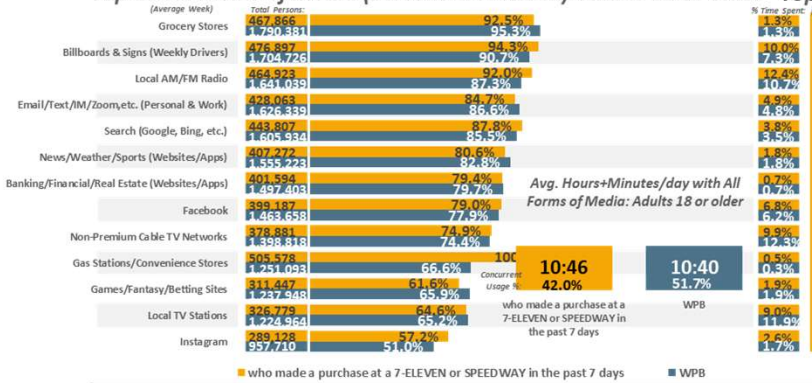
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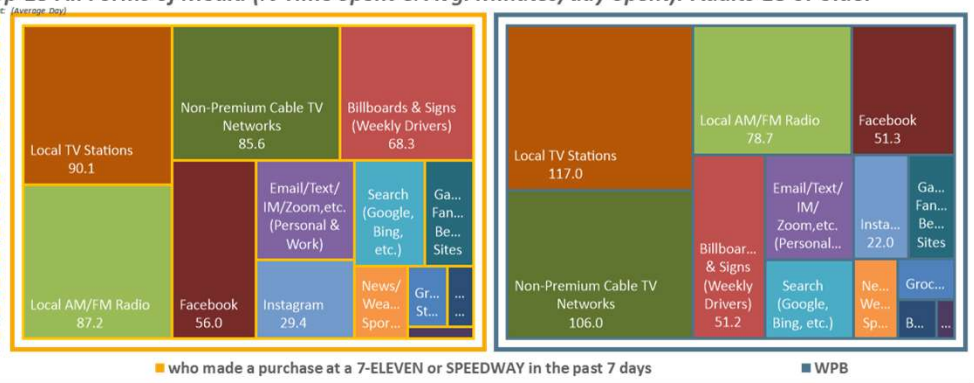
(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)

Adults 18 or older who made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days spend an average of 8 hours and 7 minutes each day with All Forms of Ad-Supported Media. 89.7% listen to Local AM/FM Radio for an avg. of 82.4 minutes/day. *(Local Radio delivers 15.2% of Time with Ad-Supported Media.)*

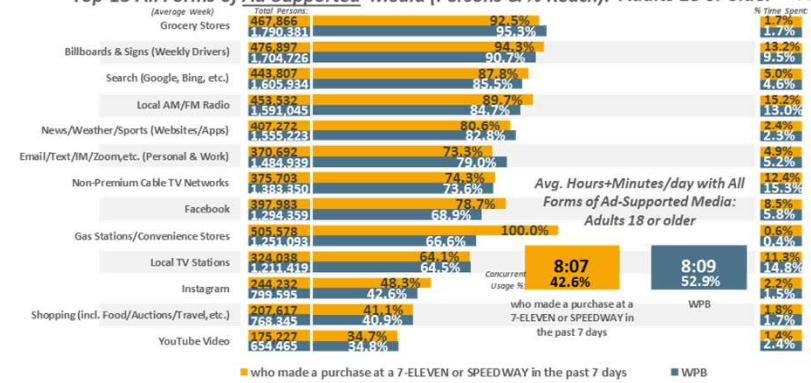
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



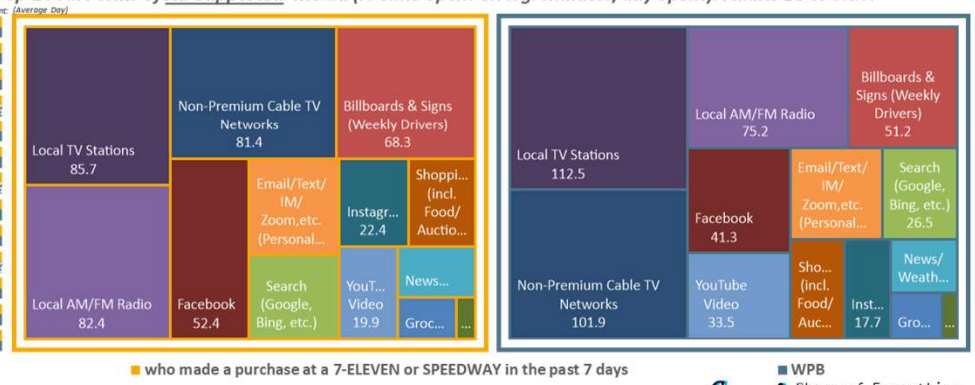
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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



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



WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 584

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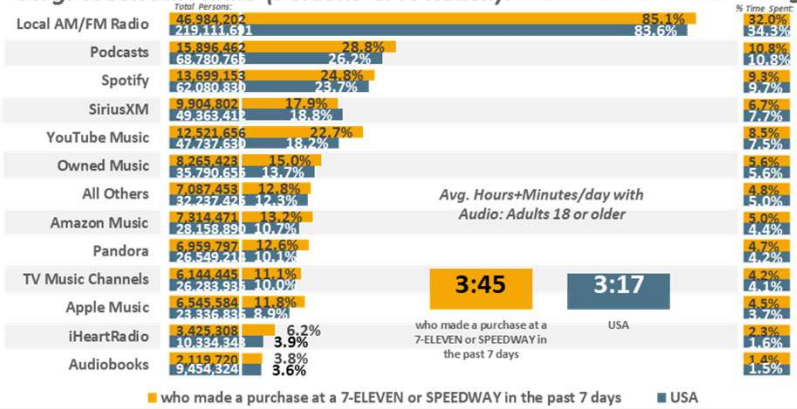
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(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)

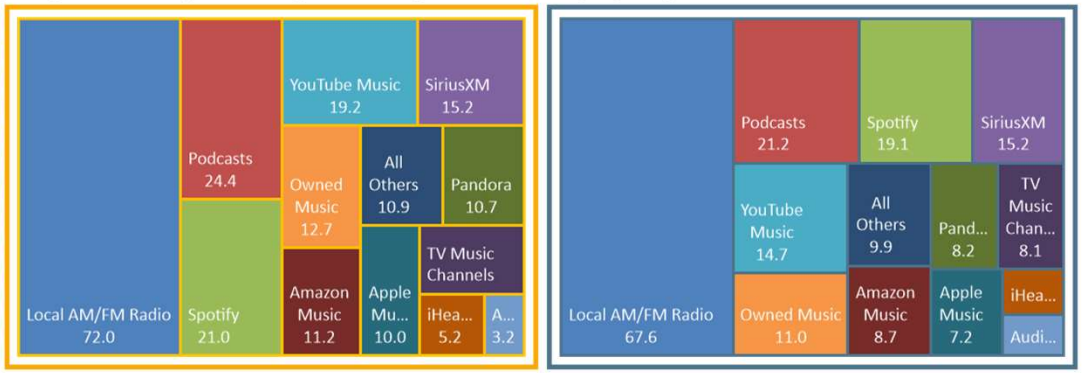


45,056,022 or 81.6% of Adults 18 or older who made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 66.3 minutes every day representing 40.4% of all time spent daily with Ad-Supported Audio

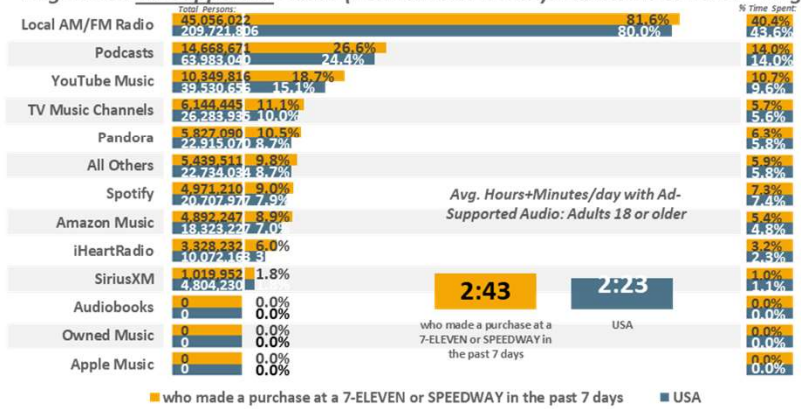
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



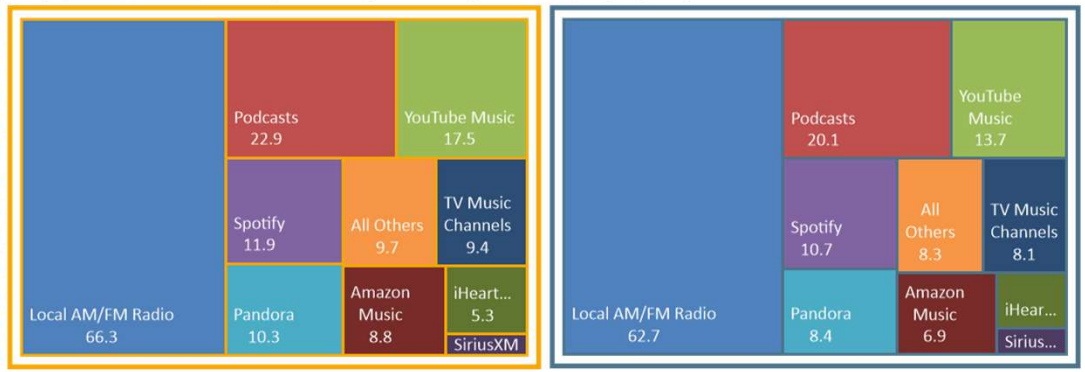
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

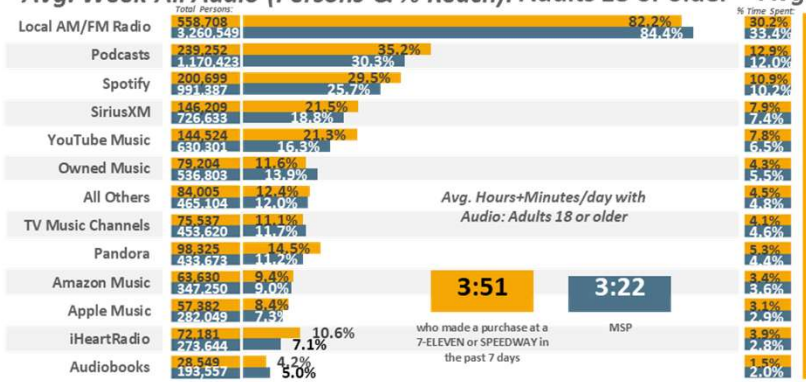
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(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)

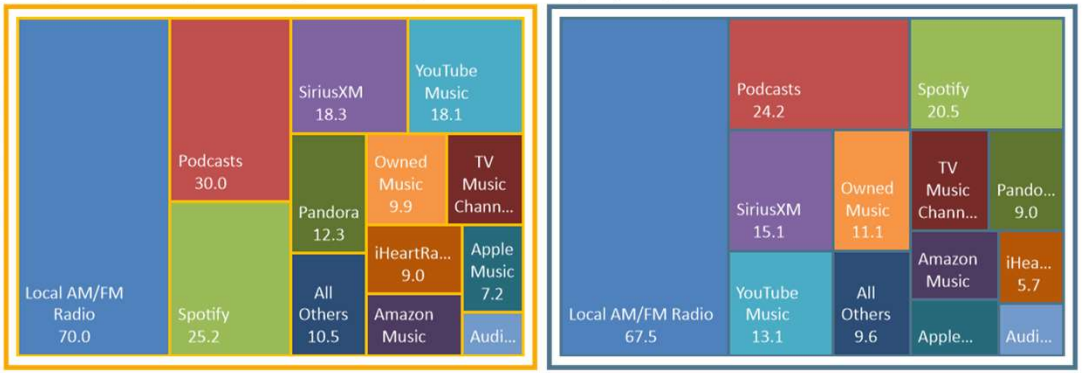
MSP

523,901 or 77.1% 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 61.2 minutes every day representing 38.2% of all time spent daily with Ad-Supported Audio.

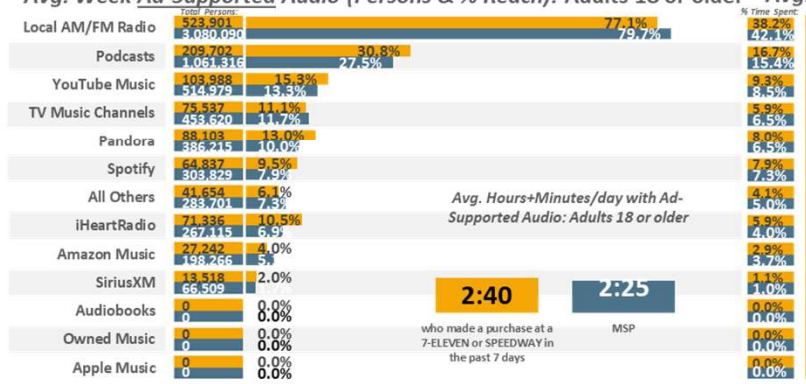
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



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



MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 317

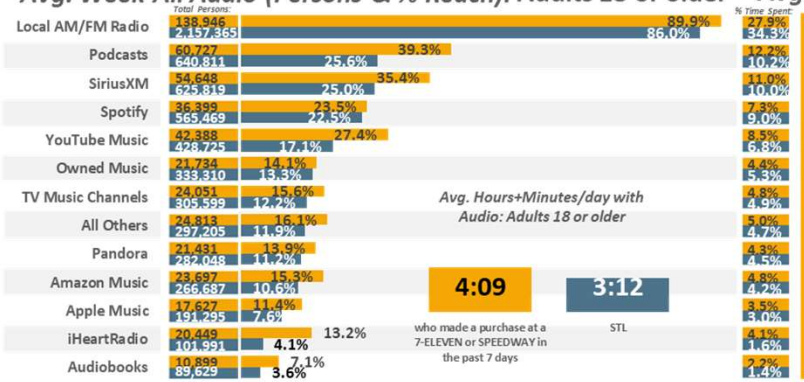
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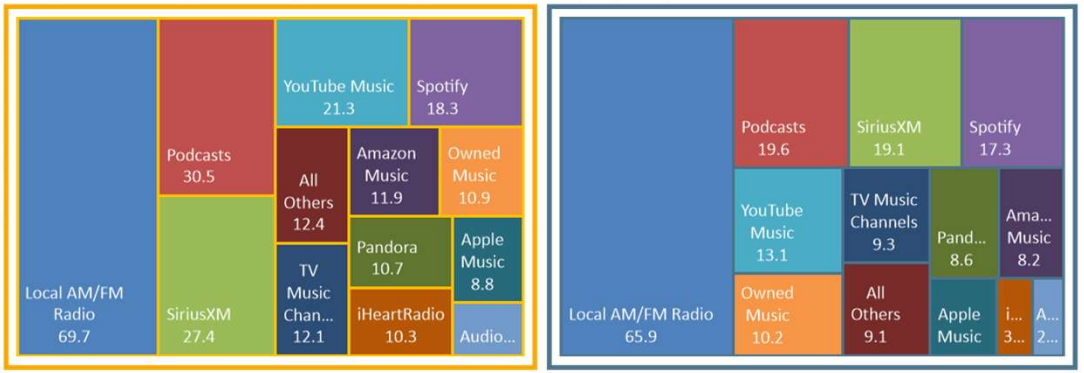
(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)

133,789 or 86.6% 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 60.8 minutes every day representing 34.1% of all time spent daily with Ad-Supported Audio.

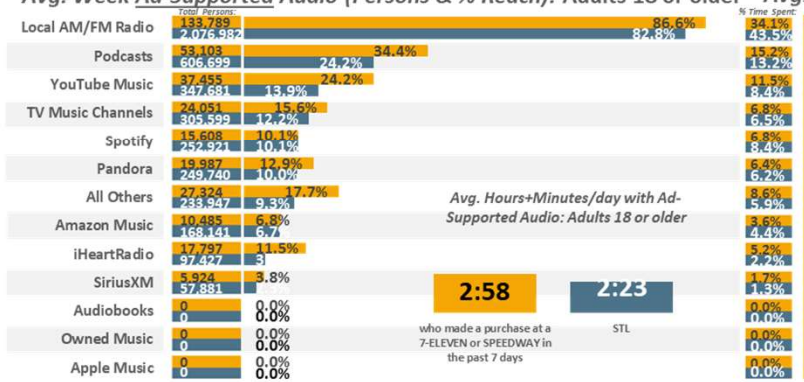
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



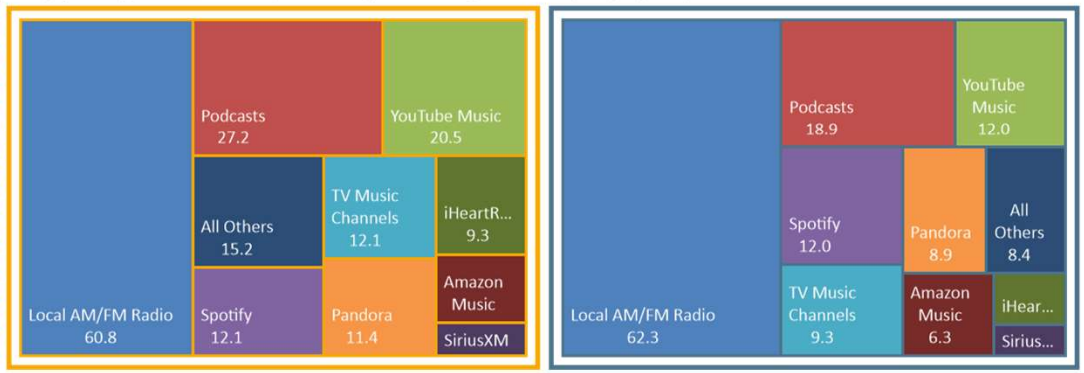
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



STL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 109

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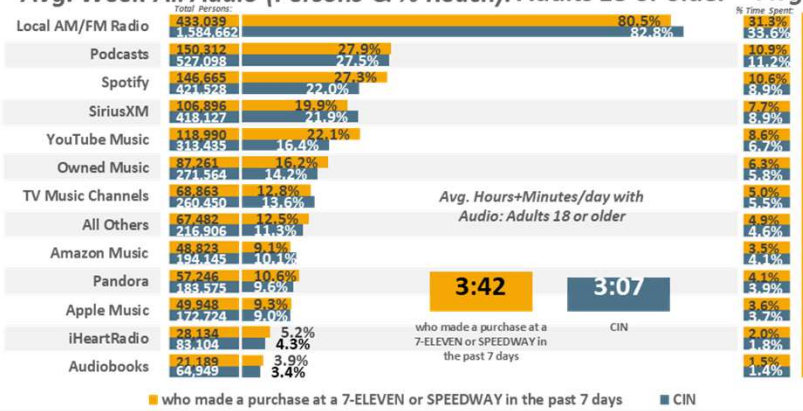
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(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)

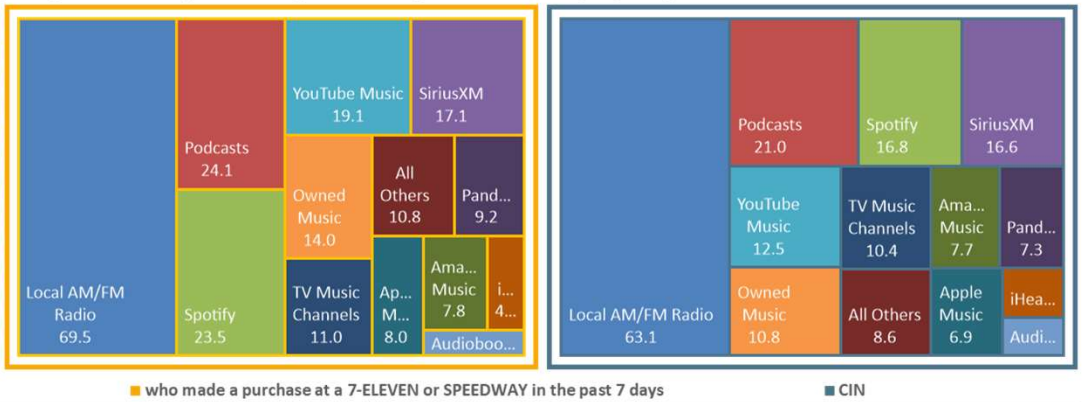
CIN

423,226 or 78.6% 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 66.8 minutes every day representing 42.1% of all time spent daily with Ad-Supported Audio.

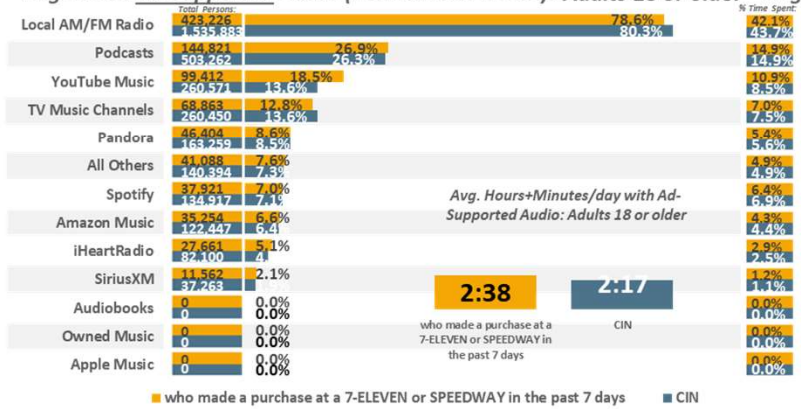
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



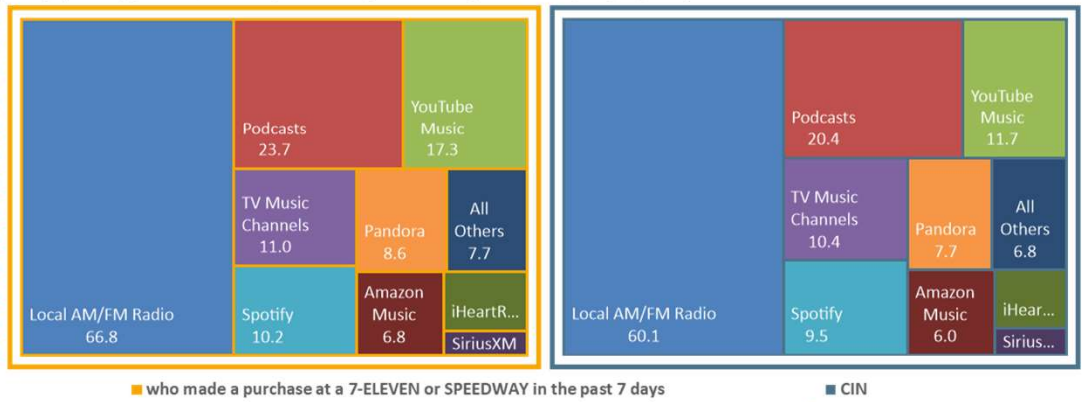
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 455

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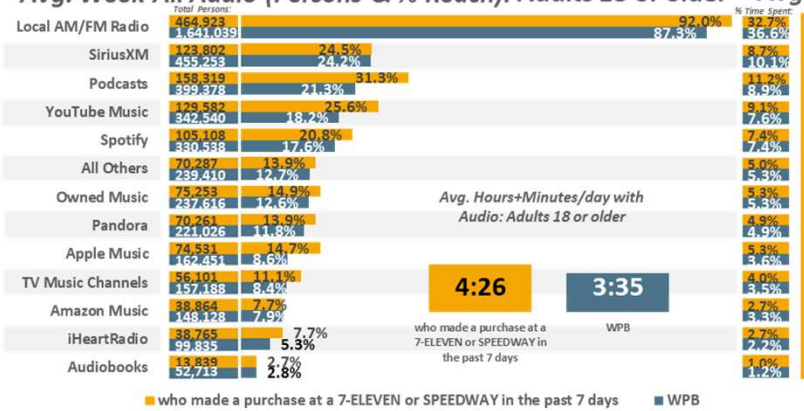
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(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)

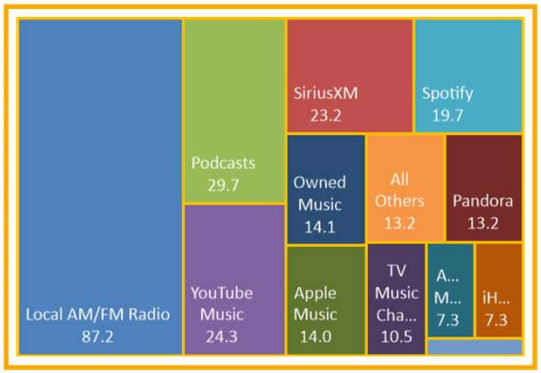


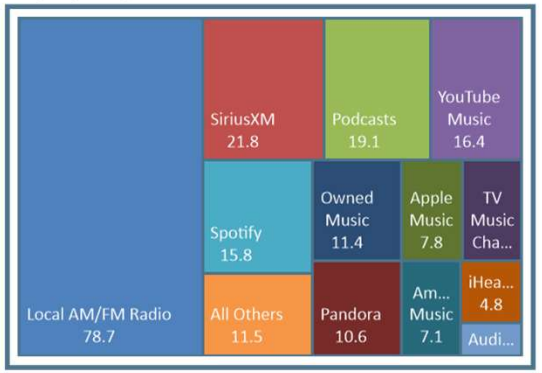
453,532 or 89.7% of Adults 18 or older who made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 82.4 minutes every day representing 42.% of all time spent daily with Ad-Supported Audio.

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

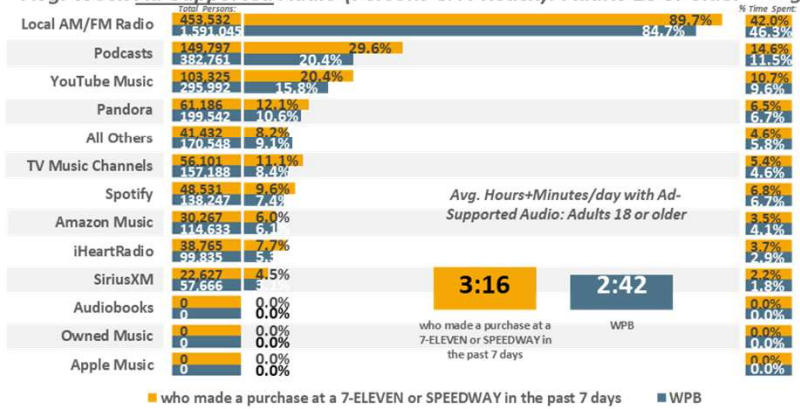


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

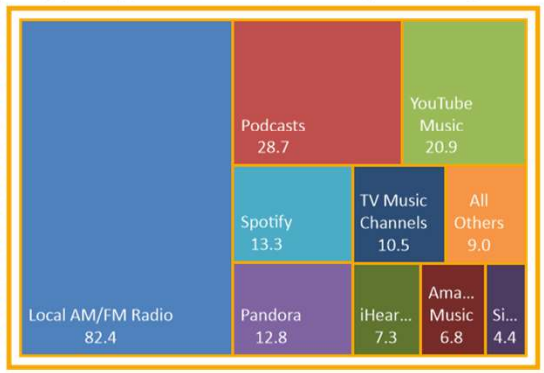


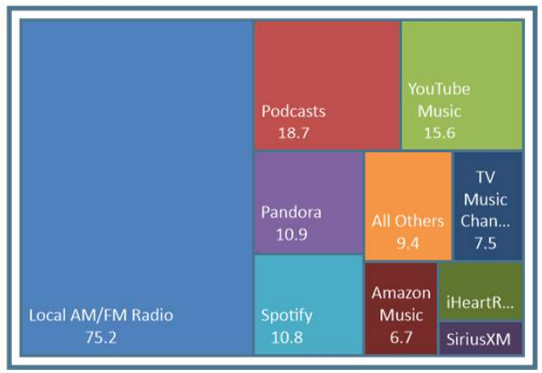


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



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





WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 584

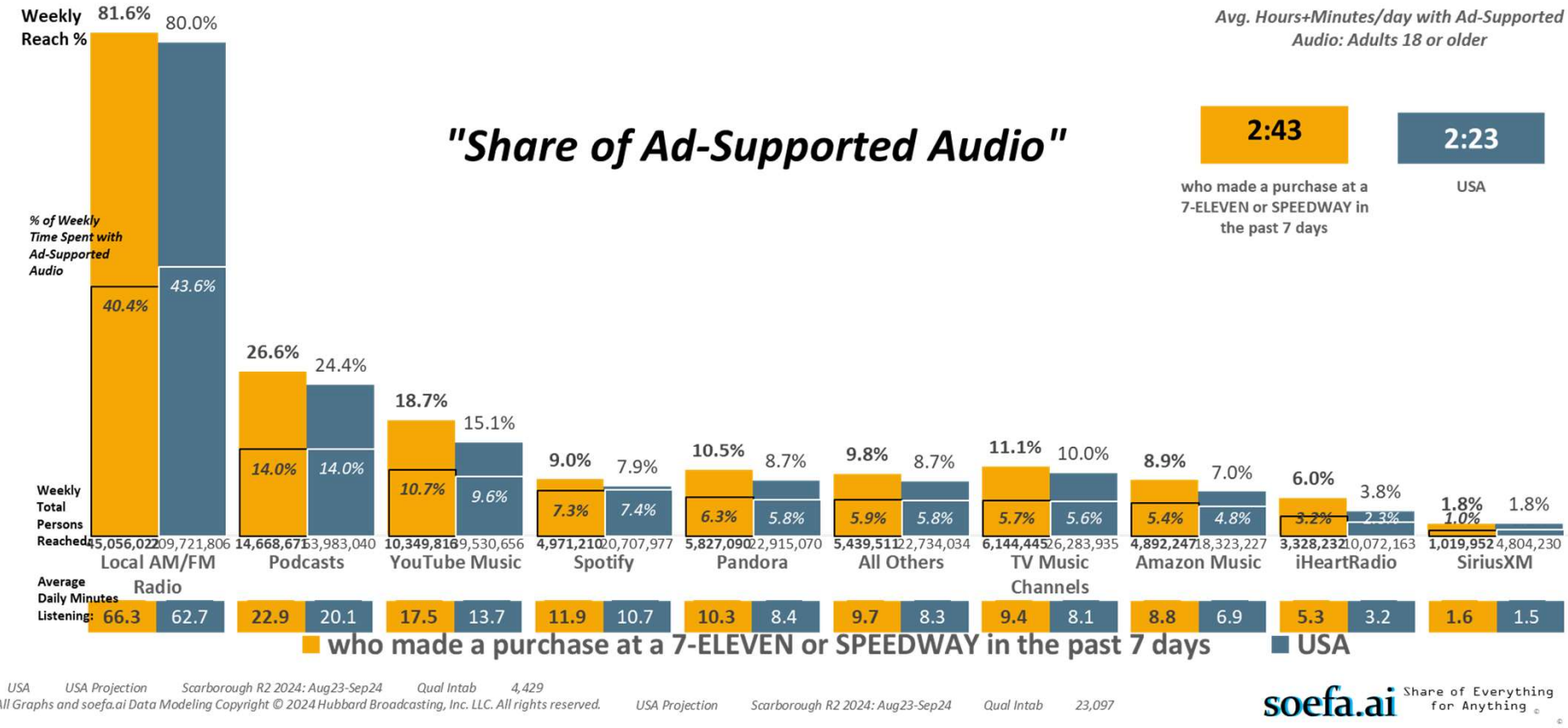
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(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)



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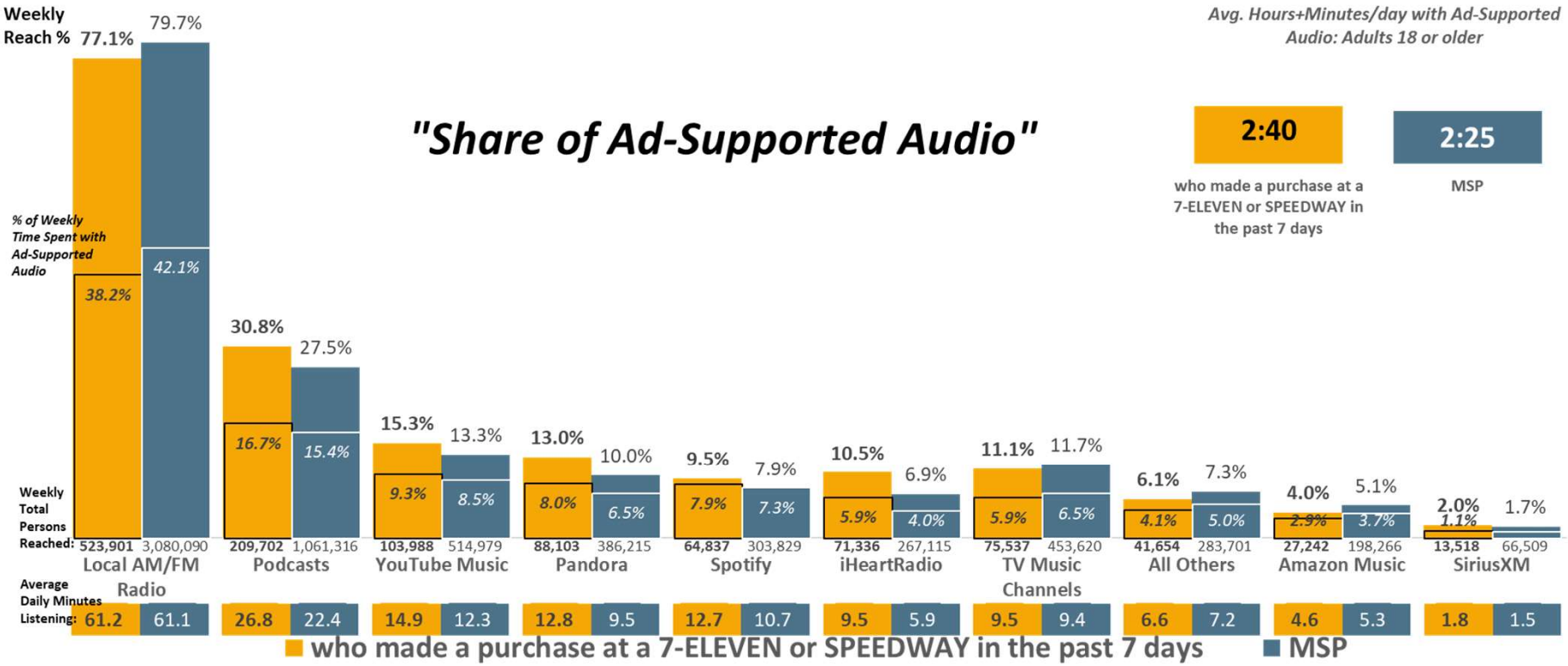
USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,097

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

MSP

523,901 or 77.1% 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 61.2 minutes every day representing 38.2% of all time spent daily with Ad-Supported Audio.



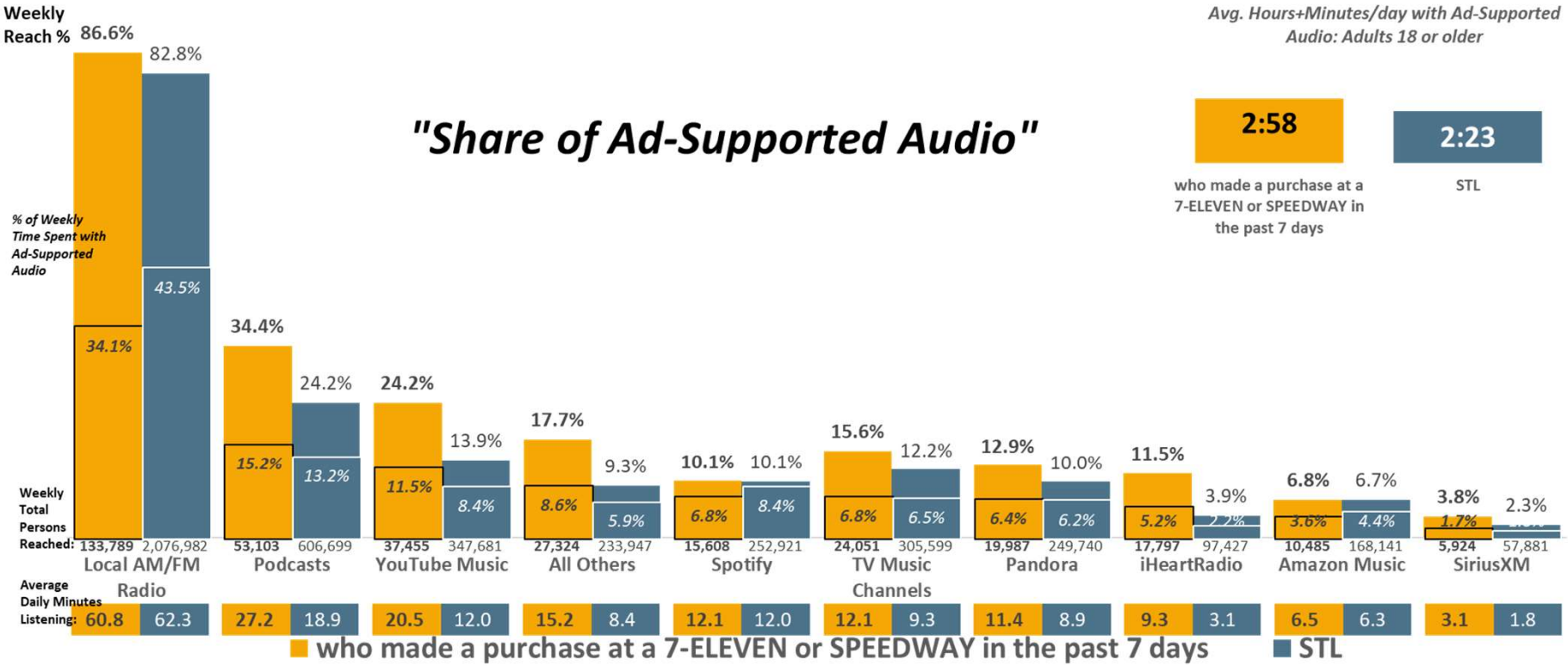
MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 317 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,862

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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)

133,789 or 86.6% 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 60.8 minutes every day representing 34.1% of all time spent daily with Ad-Supported Audio.



STL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 109 ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,933

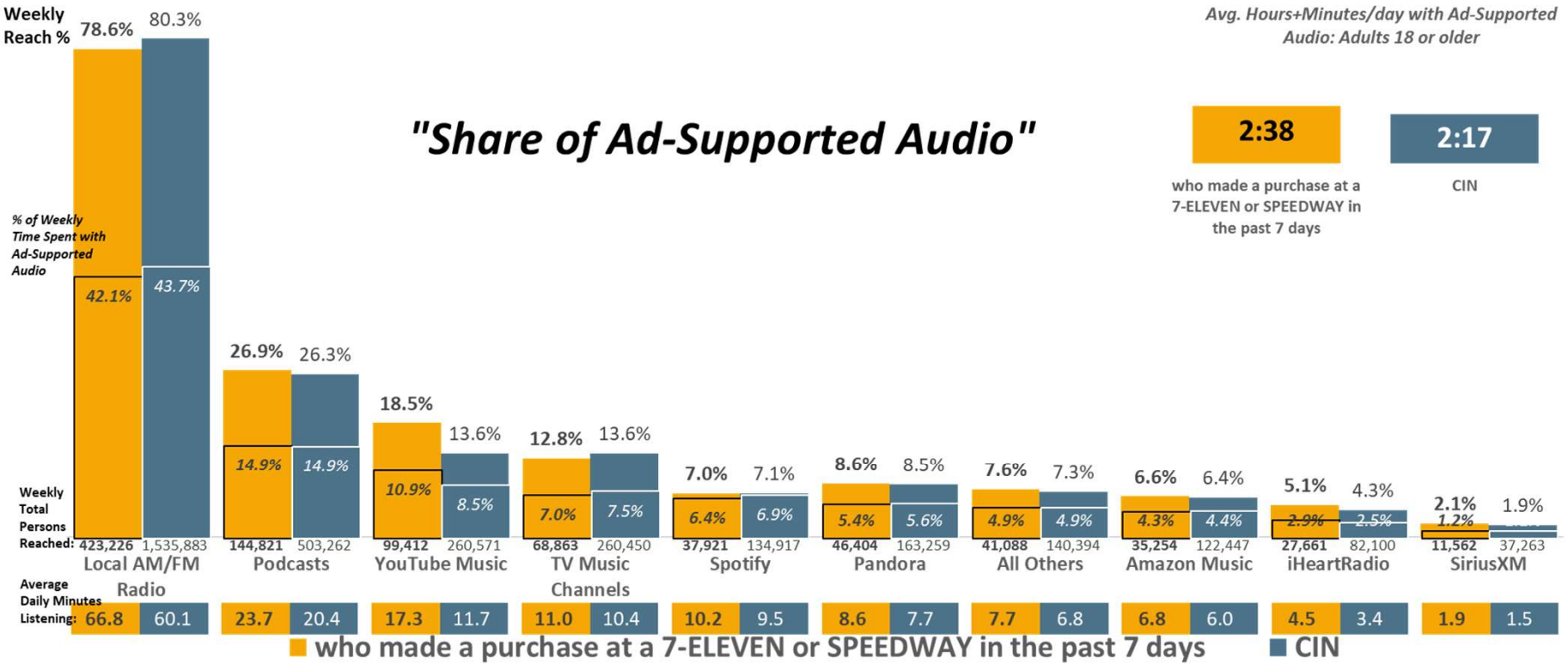
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(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)

CIN

423,226 or 78.6% 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 66.8 minutes every day representing 42.1% of all time spent daily with Ad-Supported Audio.



CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 455 CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,879

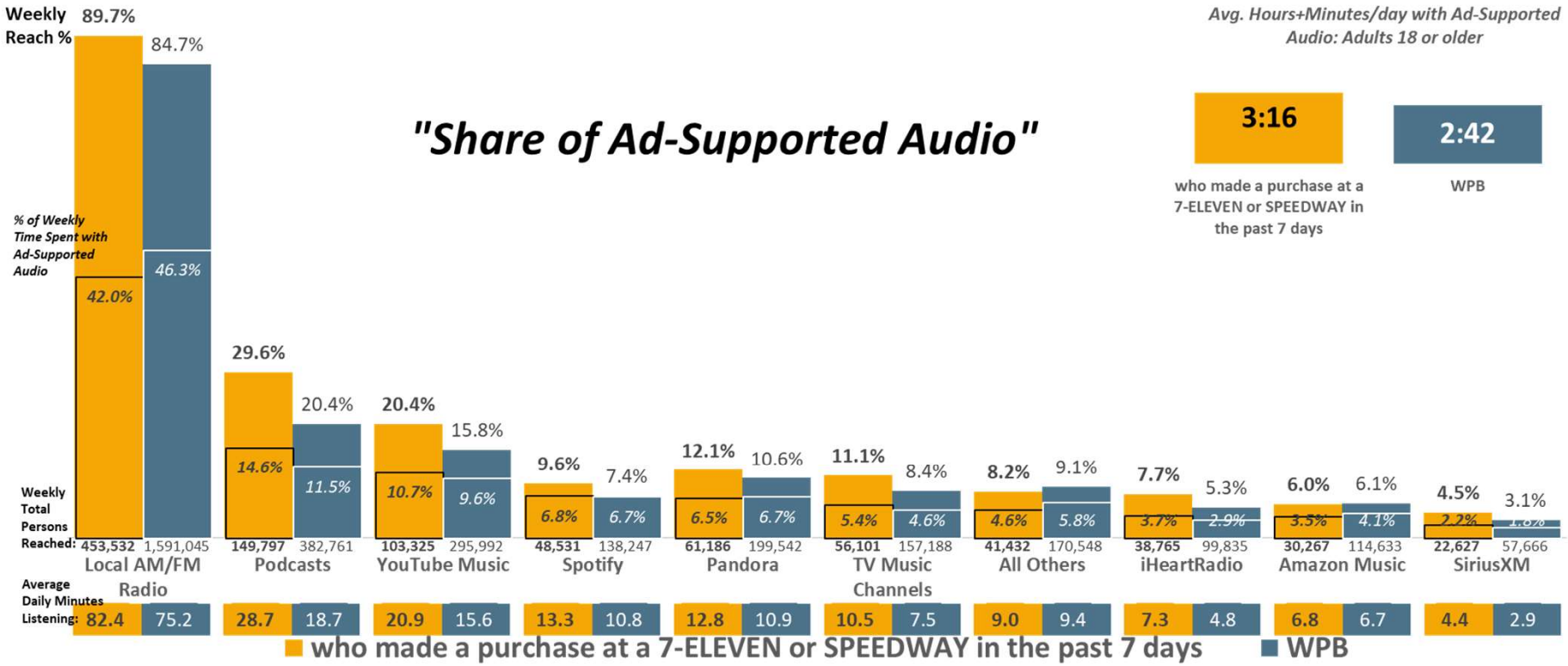
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(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)

WPB

453,532 or 89.7% 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 82.4 minutes every day representing 42.% of all time spent daily with Ad-Supported Audio.



WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 584 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 2,464

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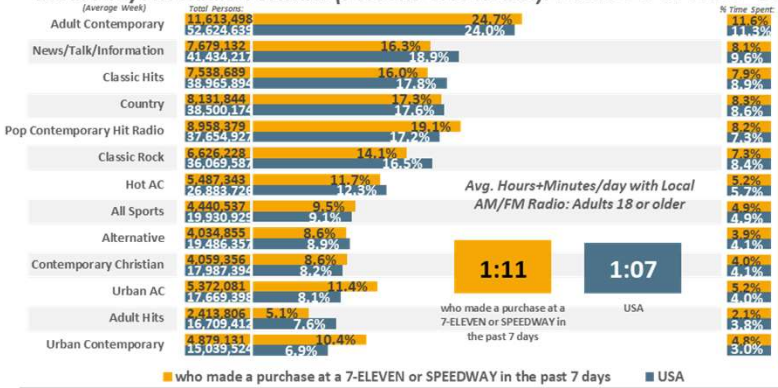
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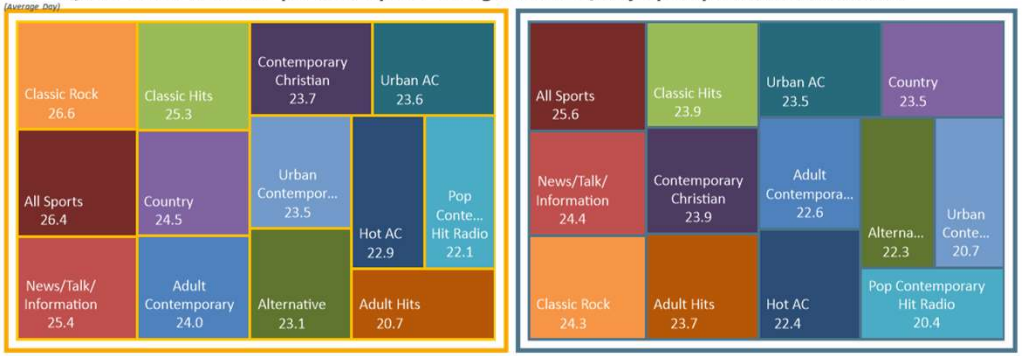
USA

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

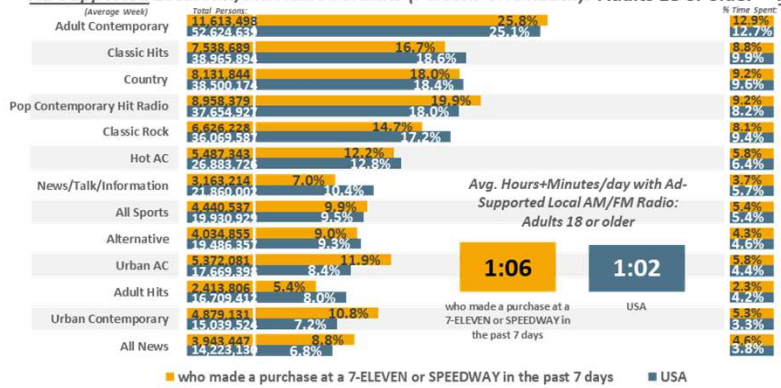
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



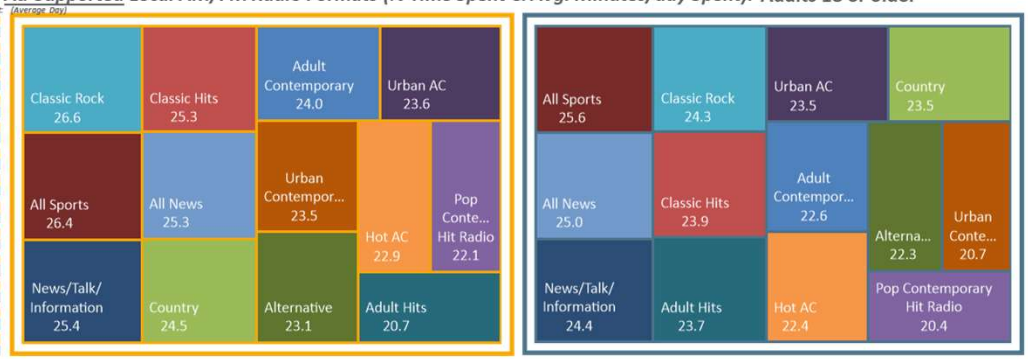
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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*

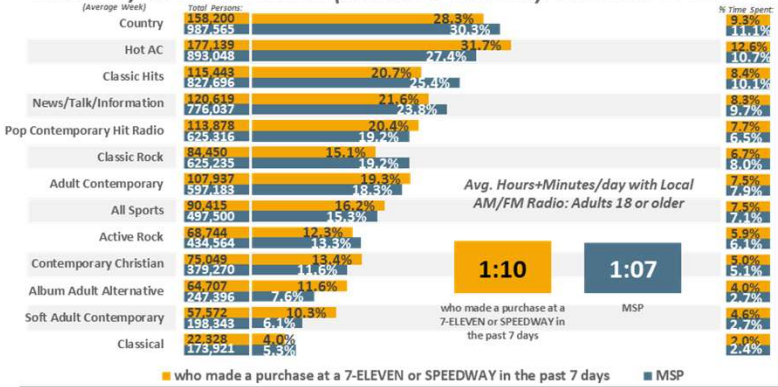
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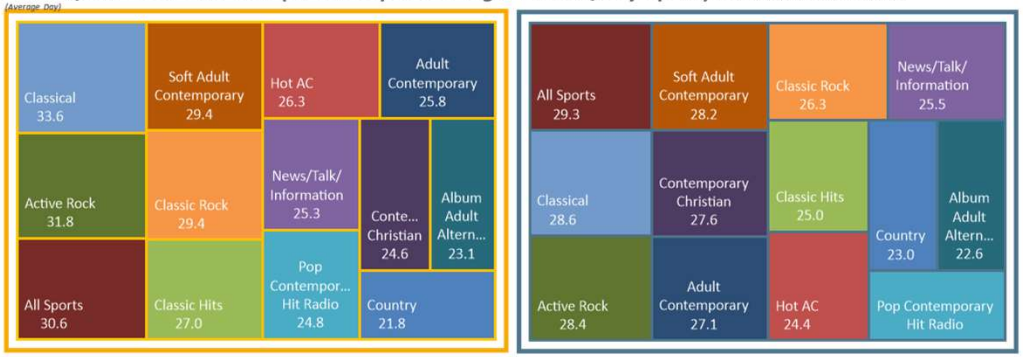
MSP

523,901 or 77.1% 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 Hot AC, Country, Classic Hits, Pop Contemporary Hit Radio, and Adult Contemporary.

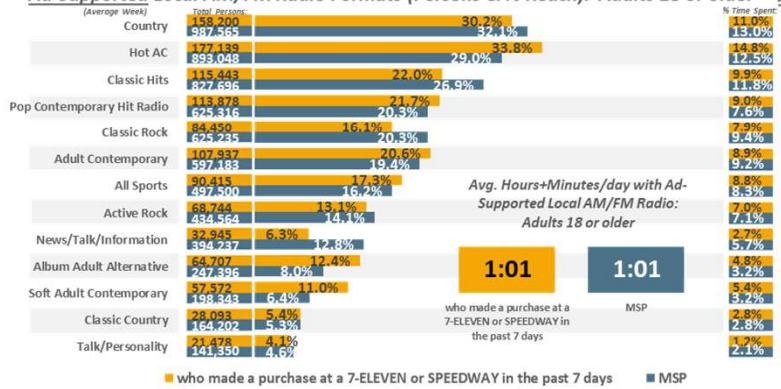
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



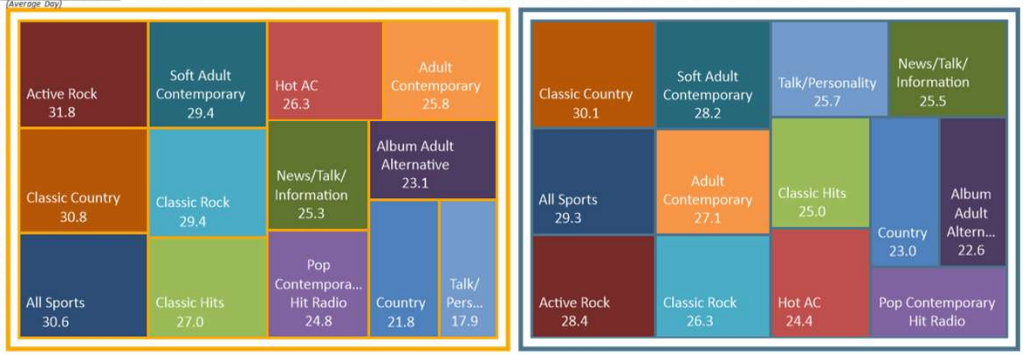
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 317

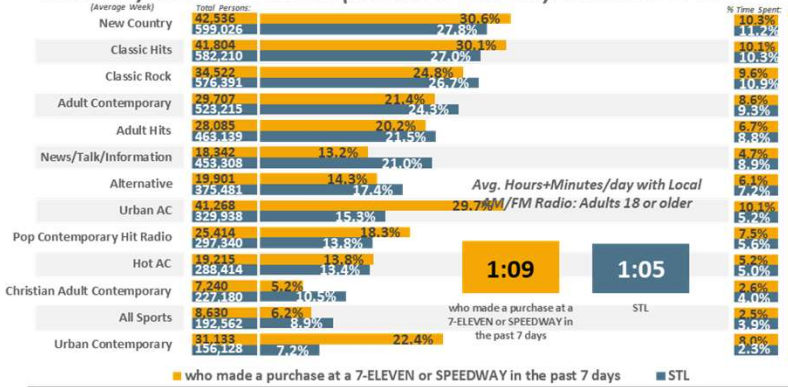
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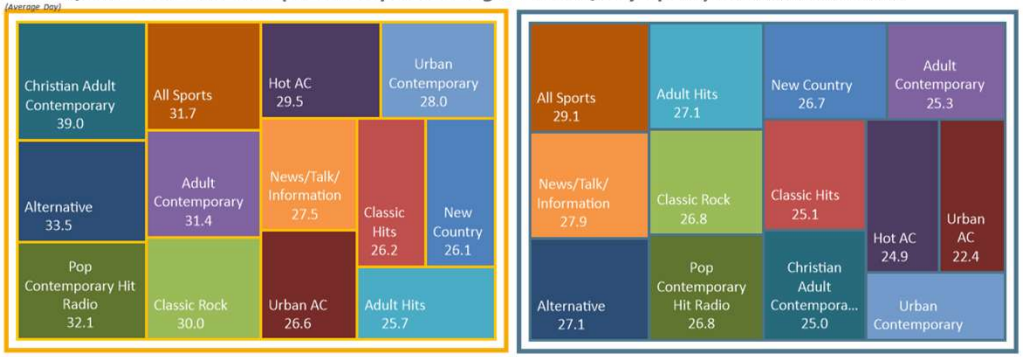
(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)

133,789 or 86.6% 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 New Country, Classic Hits, Urban AC, Classic Rock, and Urban Contemporary.

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



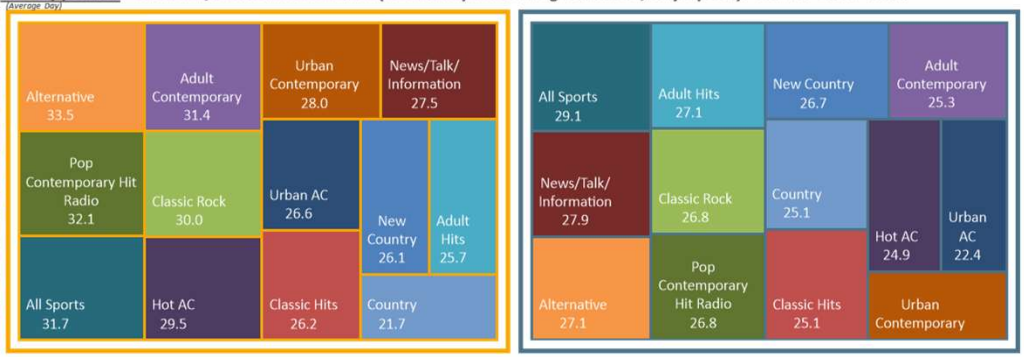
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



STL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 109

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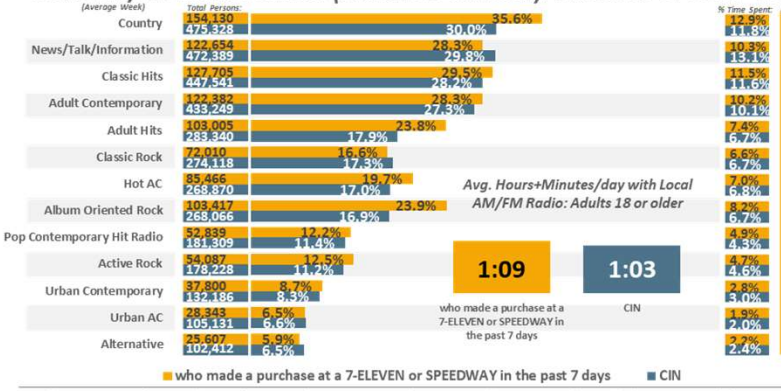
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(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)

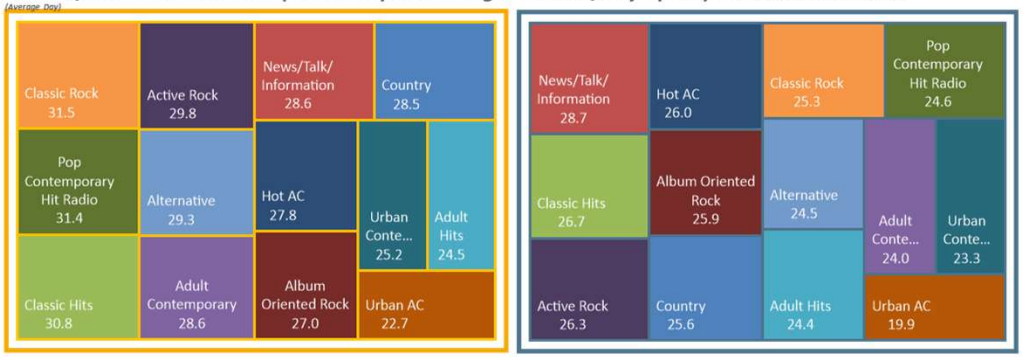
CIN

423,226 or 78.6% 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 Country, Classic Hits, Adult Contemporary, Album Oriented Rock, and Adult Hits.

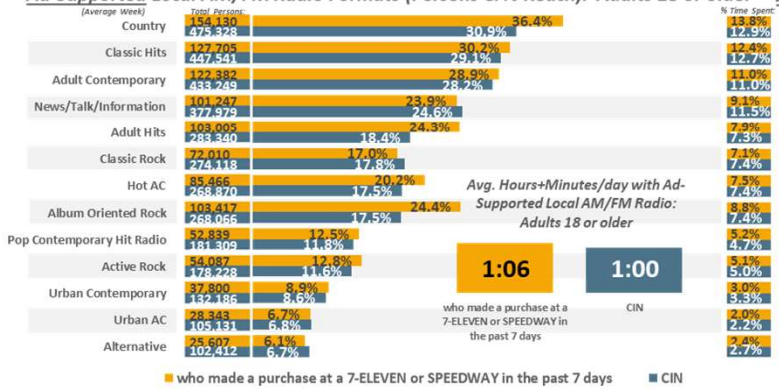
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



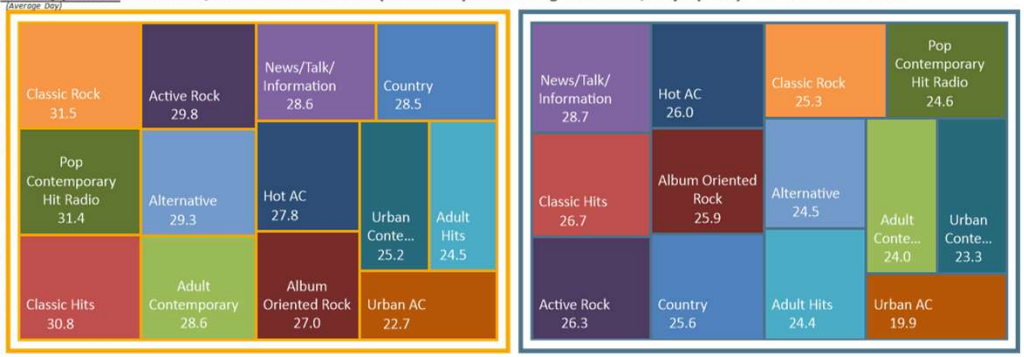
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 455

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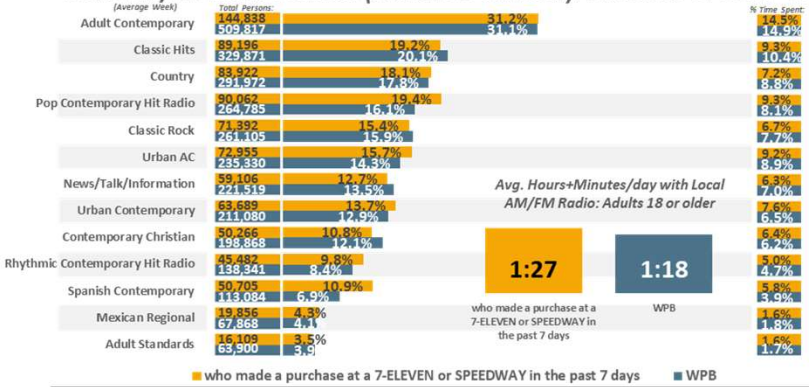
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(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)

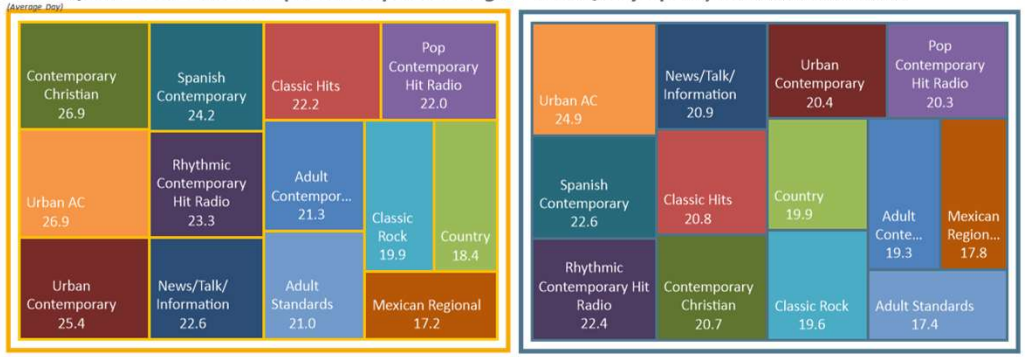


453,532 or 89.7% of Adults 18 or older who made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Classic Hits, Country, and Urban AC.

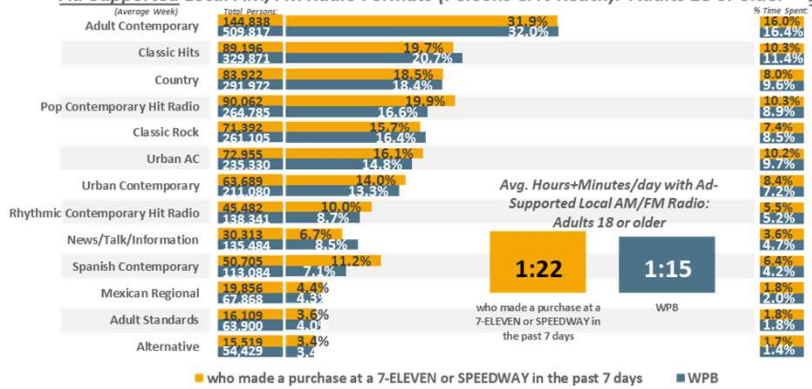
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



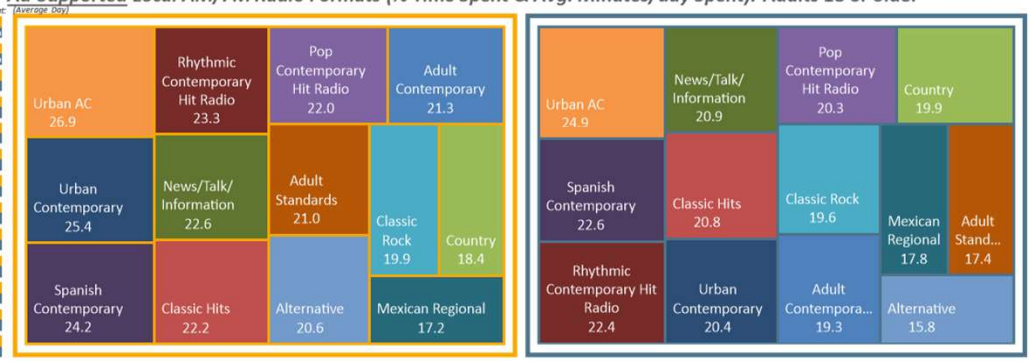
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 584

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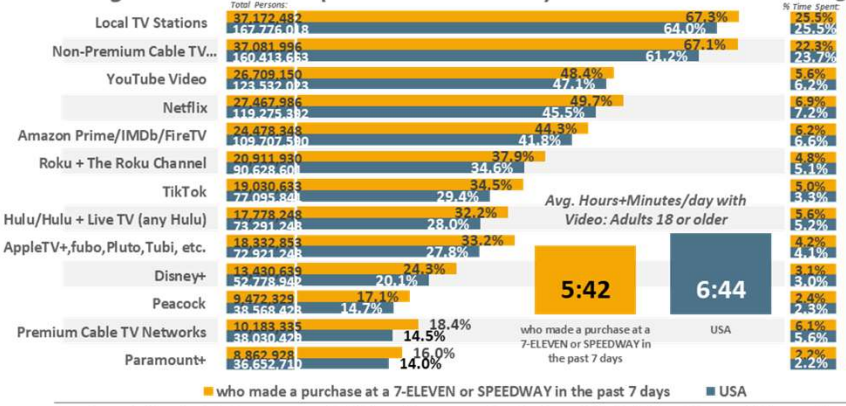
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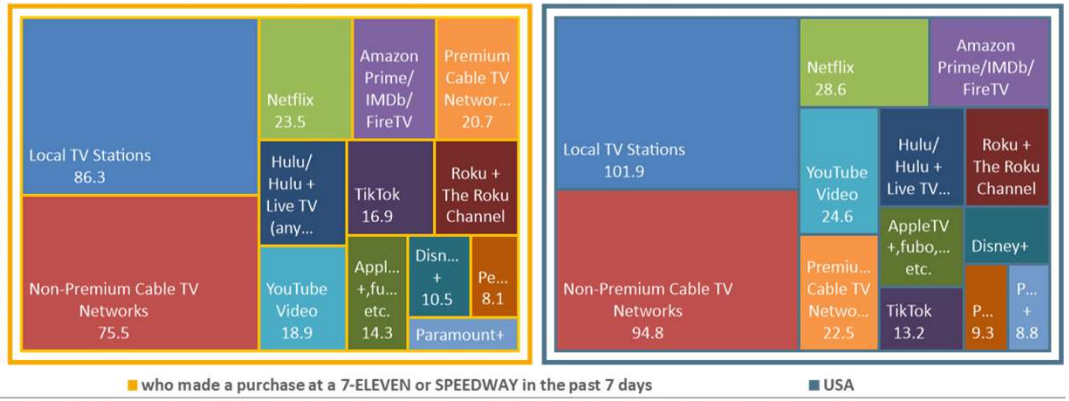
USA

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.

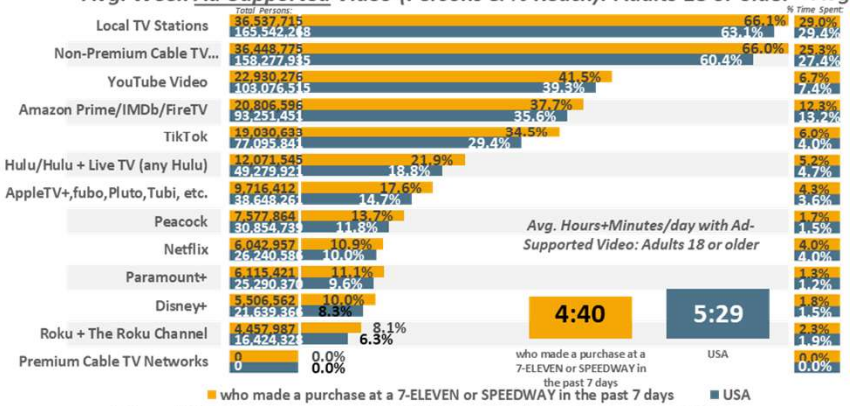
Avg. Week All Video (Persons & % Reach): Adults 18 or older



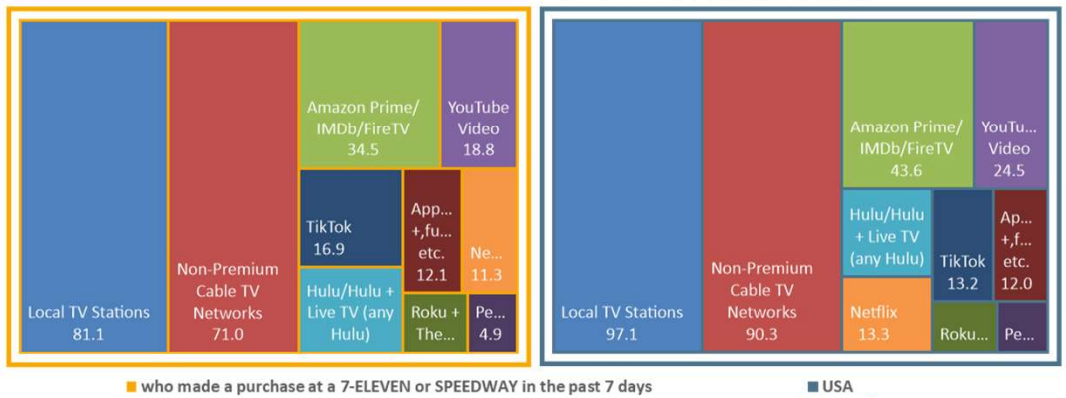
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

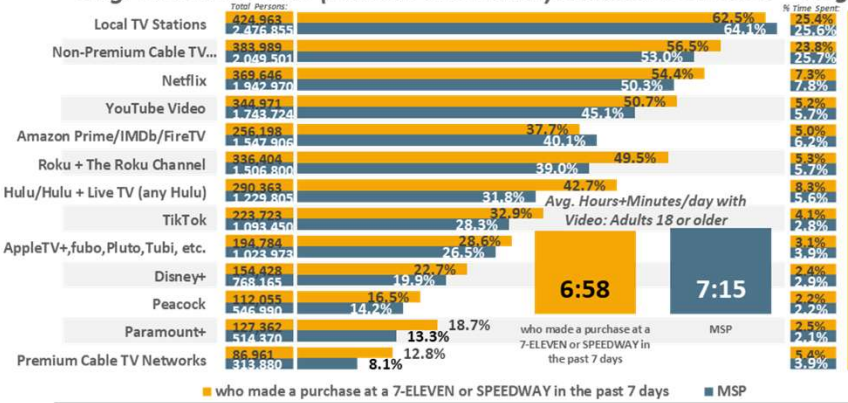
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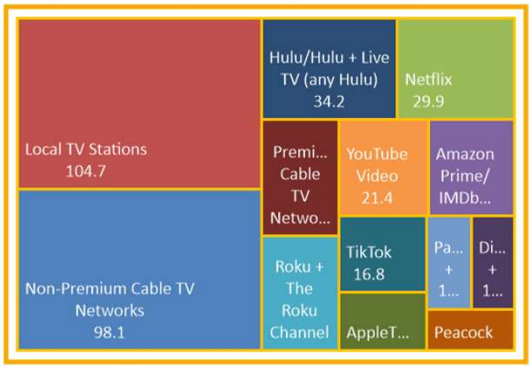
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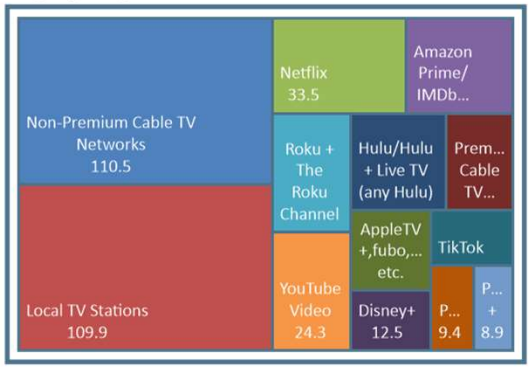
415,058 or 61.% of Adults 18 or older who made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days watch Ad-Supported Local TV Stations for an average of 96.6 minutes every day representing 28.7% of all time spent daily with Ad-Supported Video.

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



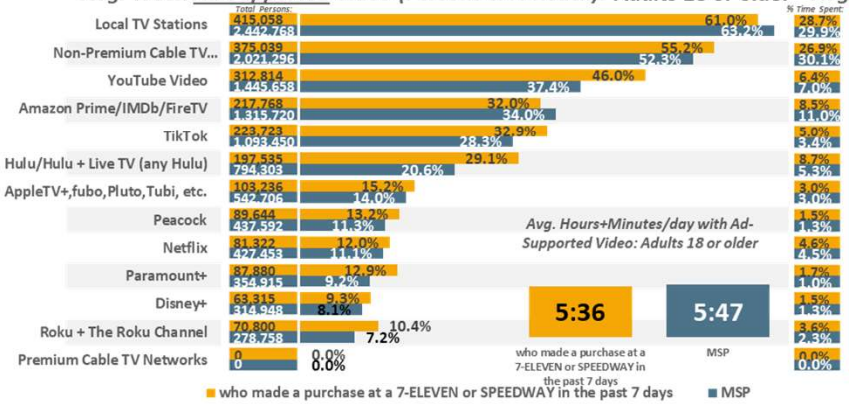
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



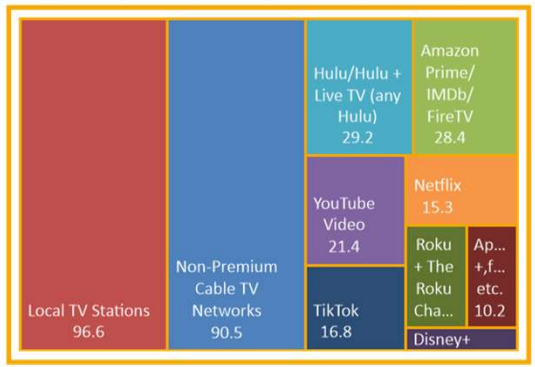


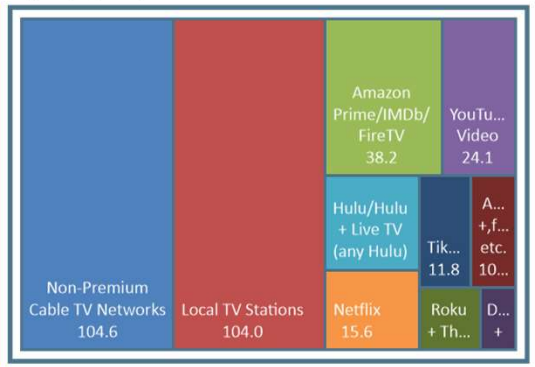
■ who made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days ■ MSP

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 ■ MSP

MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 317

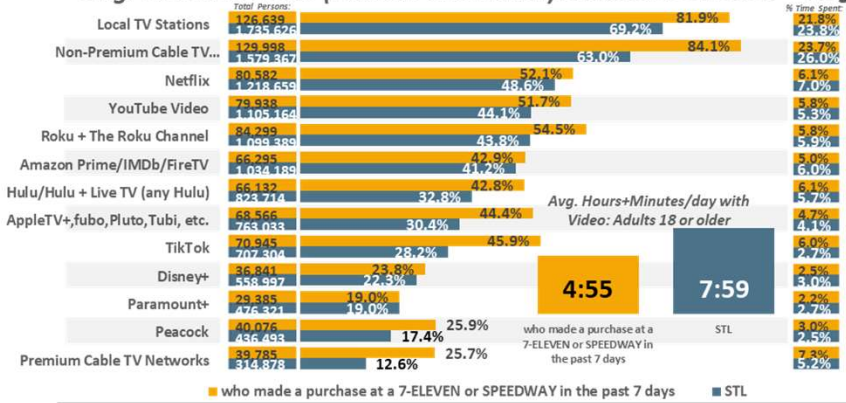
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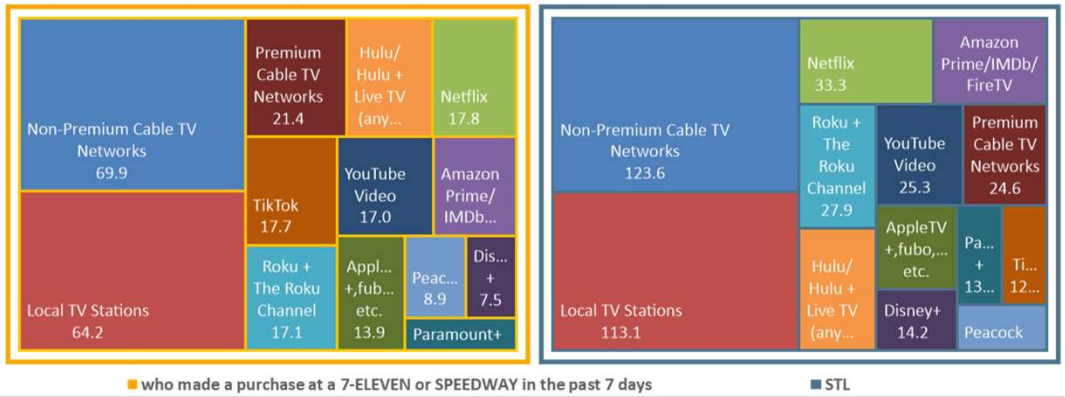
(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)

118,730 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 57.2 minutes every day representing 24.% of all time spent daily with Ad-Supported Video.

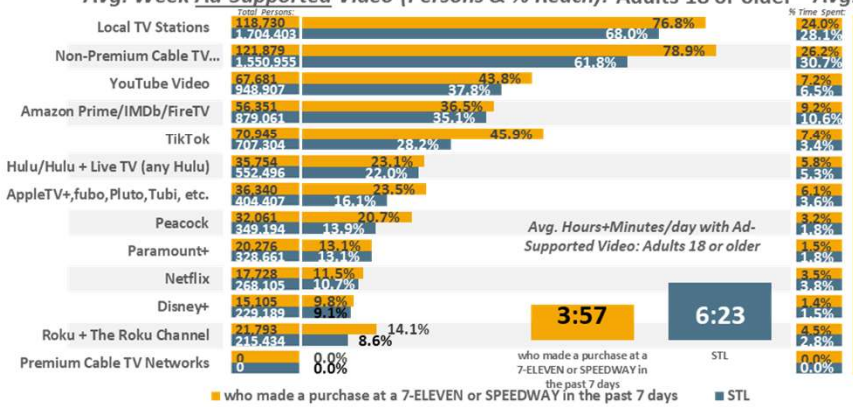
Avg. Week All Video (Persons & % Reach): Adults 18 or older



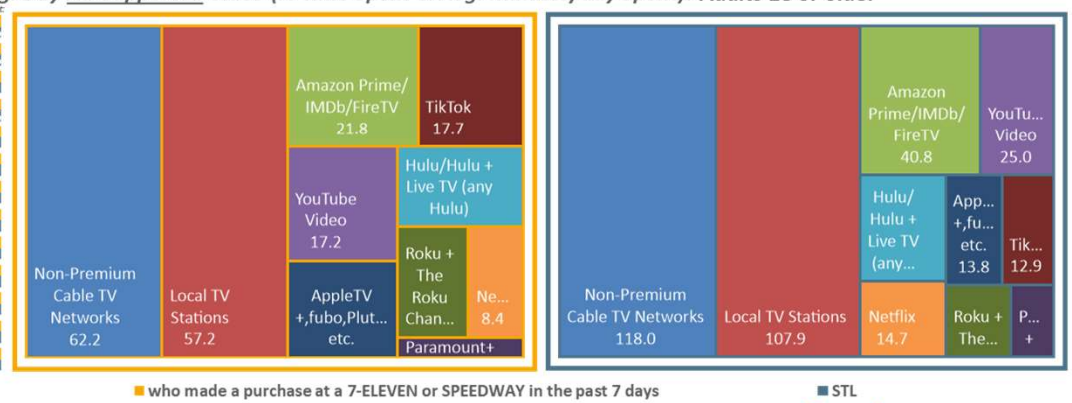
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



STL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 109

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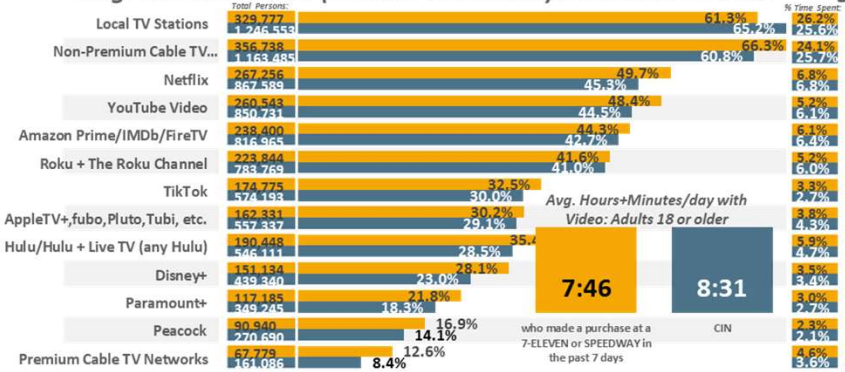
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(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)

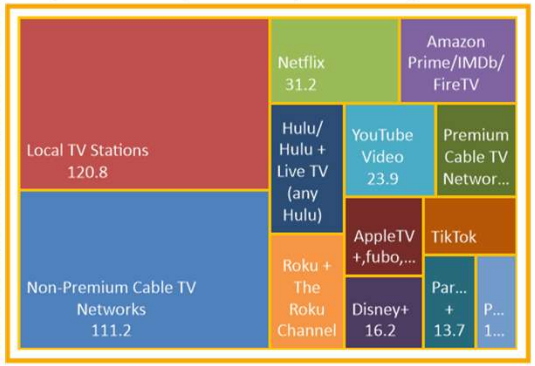
CIN

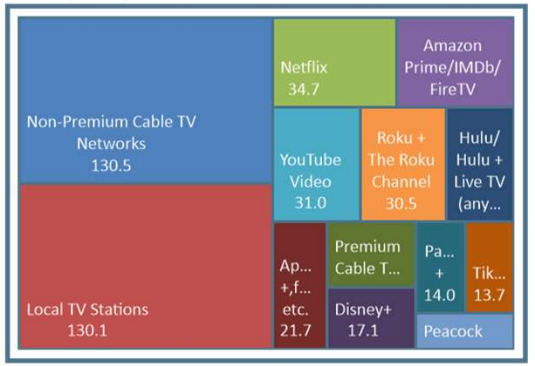
322,085 or 59.8% of Adults 18 or older who made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days watch Ad-Supported Local TV Stations for an average of 115.8 minutes every day representing 30.6% of all time spent daily with Ad-Supported Video.

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

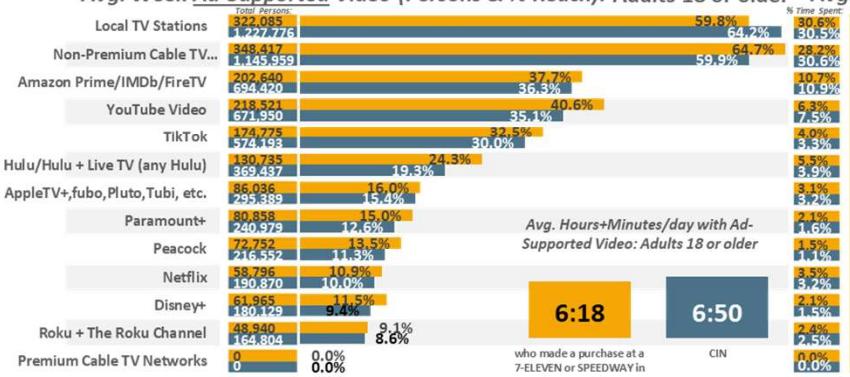


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

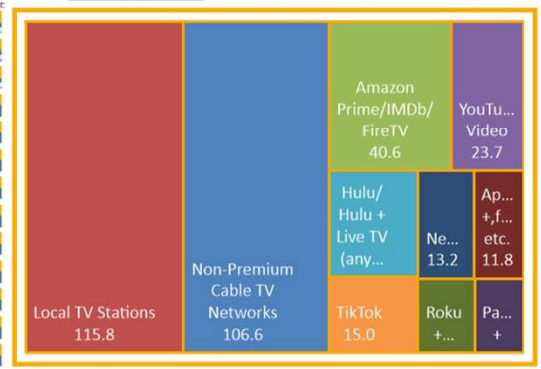


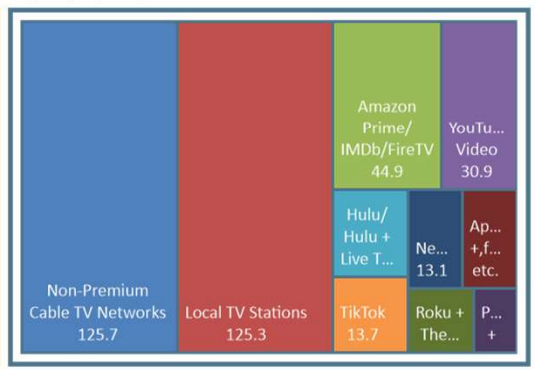


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 455

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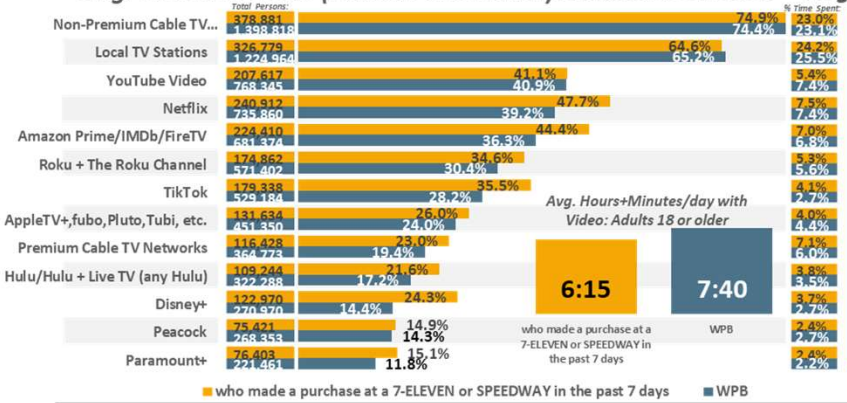
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(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)

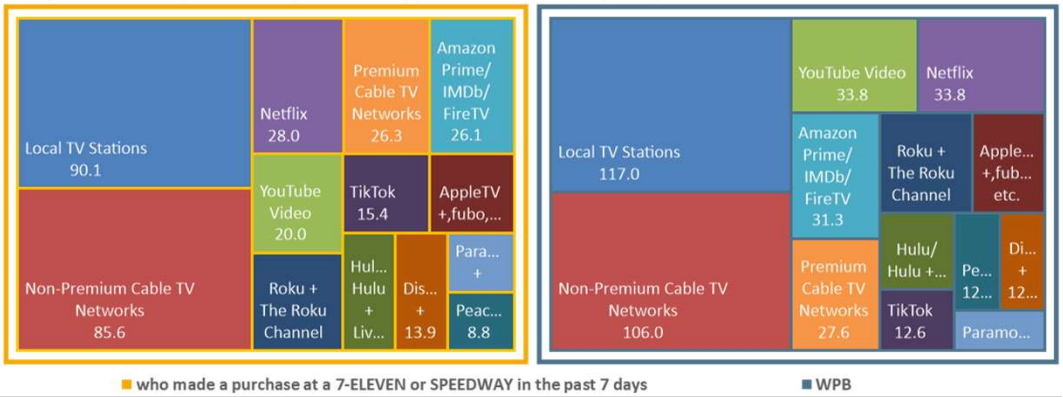


324,038 or 64.1% of Adults 18 or older who made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days watch Ad-Supported Local TV Stations for an average of 85.7 minutes every day representing 28.3% of all time spent daily with Ad-Supported Video.

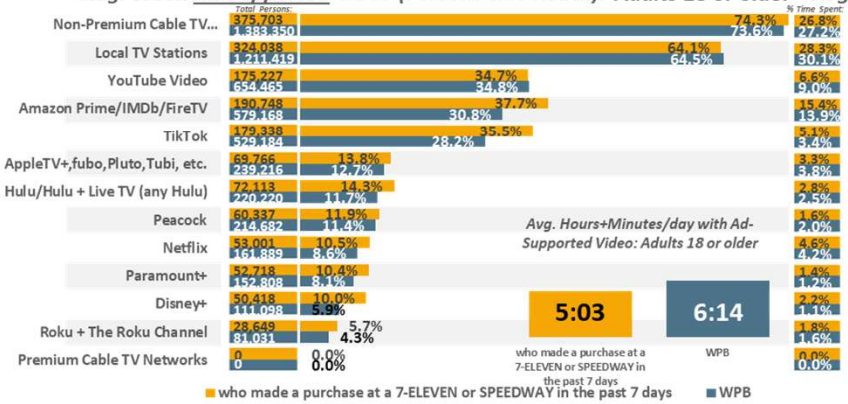
Avg. Week All Video (Persons & % Reach): Adults 18 or older



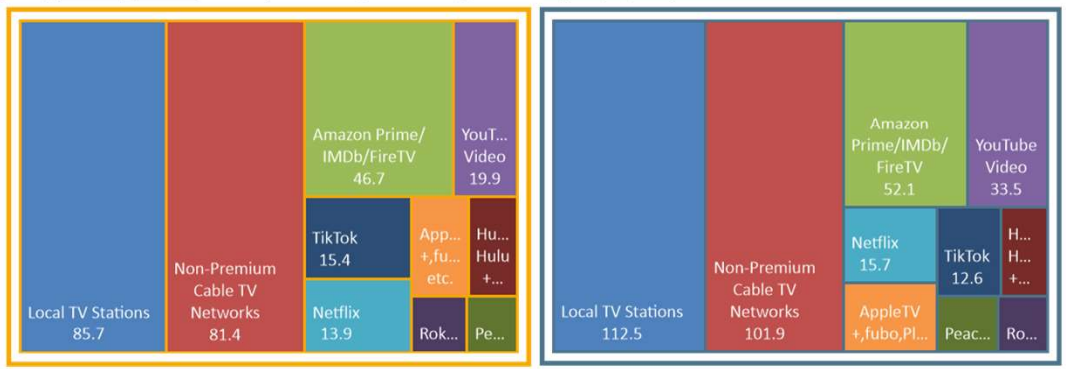
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 584

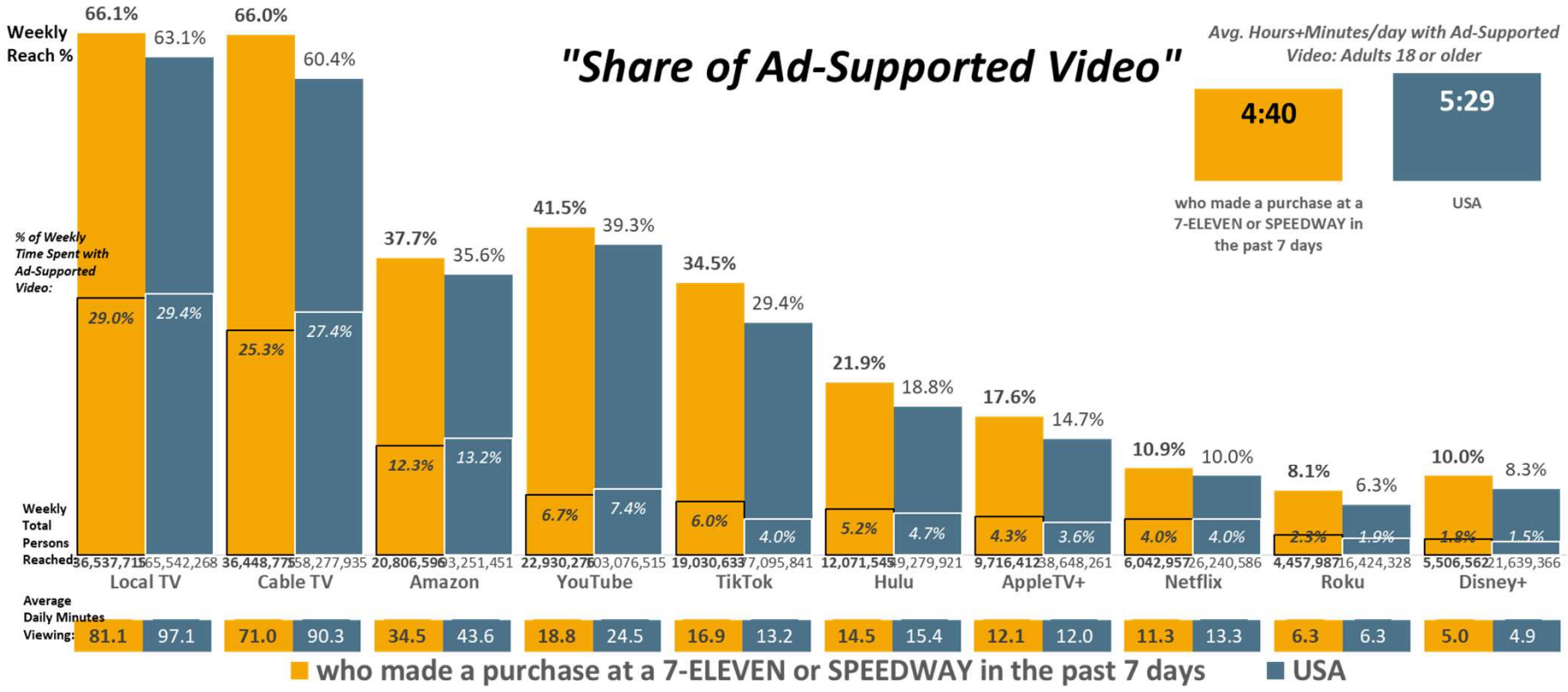
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USA

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.



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

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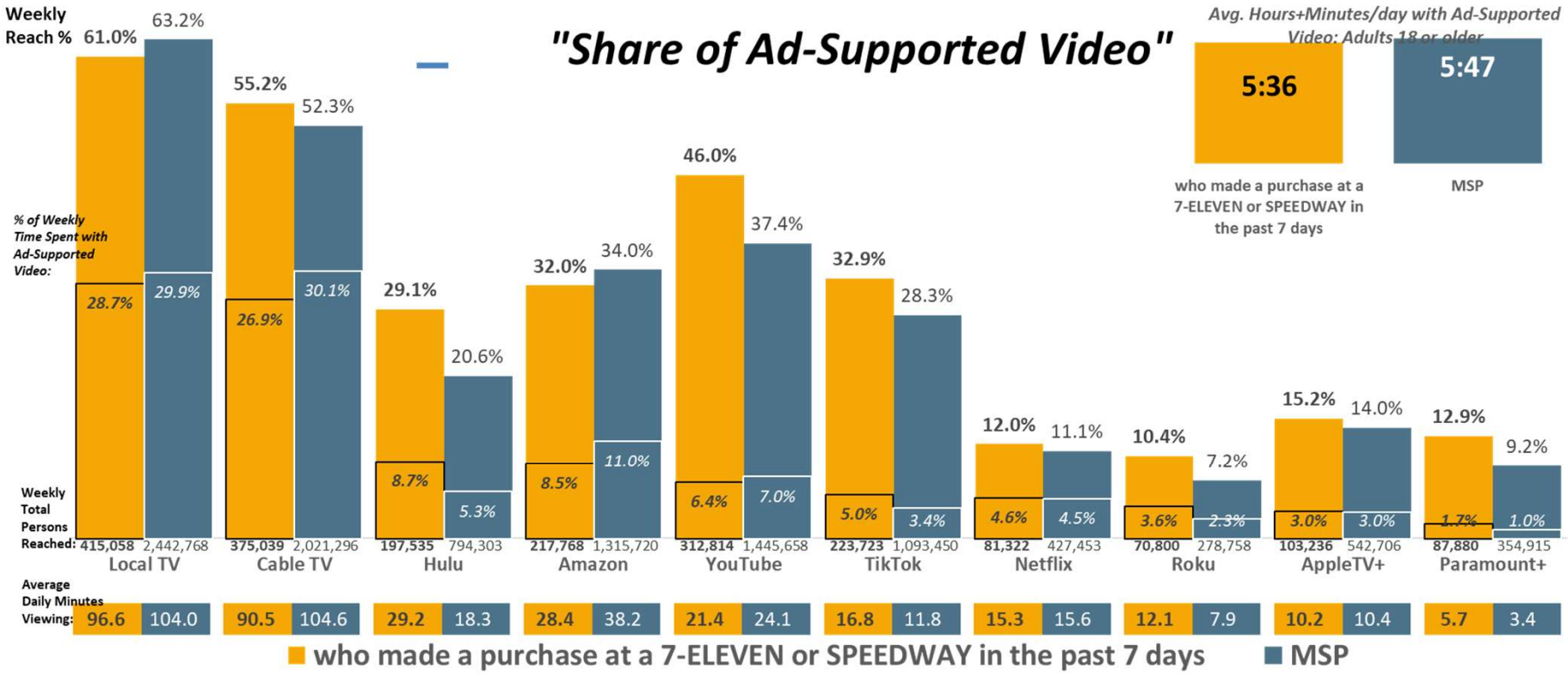
USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,097

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MSP

415,058 or 61.% 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 96.6 minutes every day representing 28.7% of all time spent daily with Ad-Supported Video.



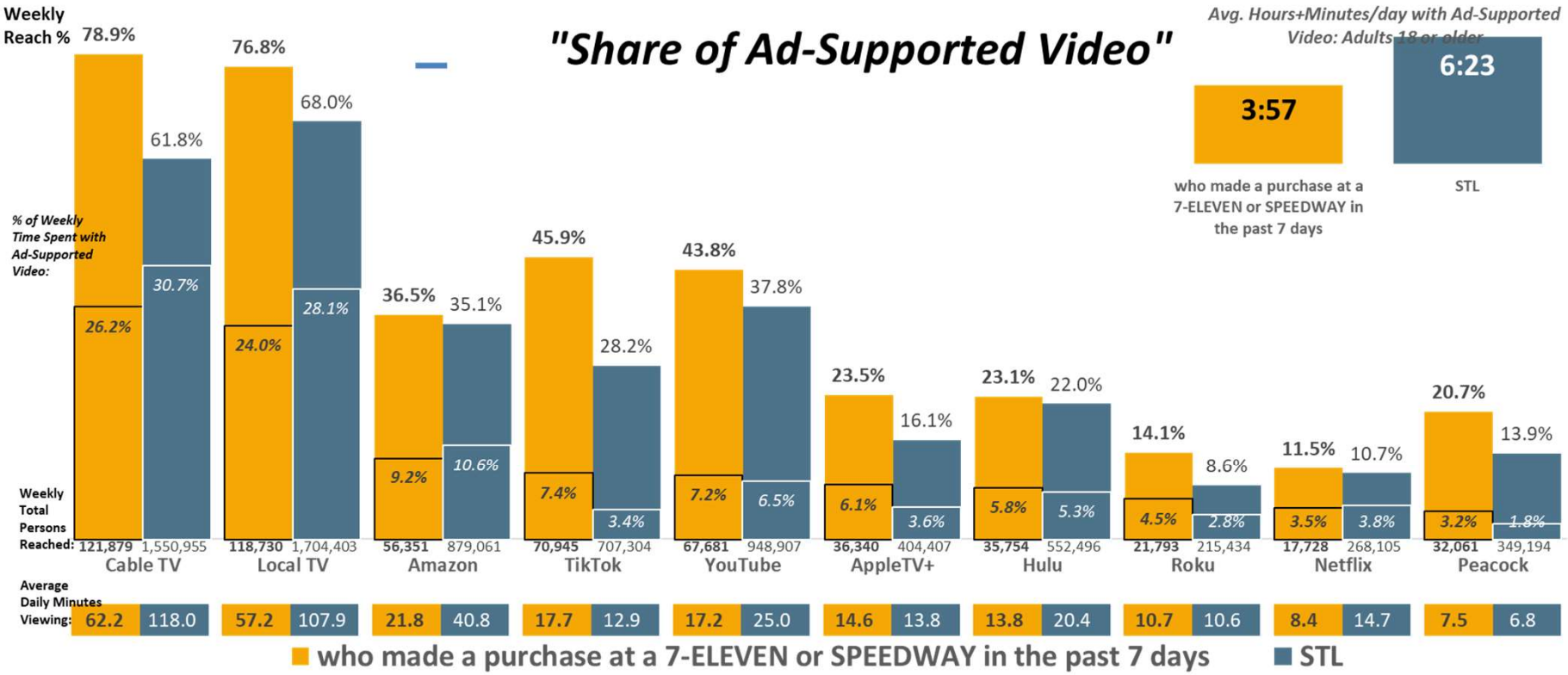
MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 317 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,862

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118,730 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 57.2 minutes every day representing 24.% of all time spent daily with Ad-Supported Video.



STL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 109 ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,933

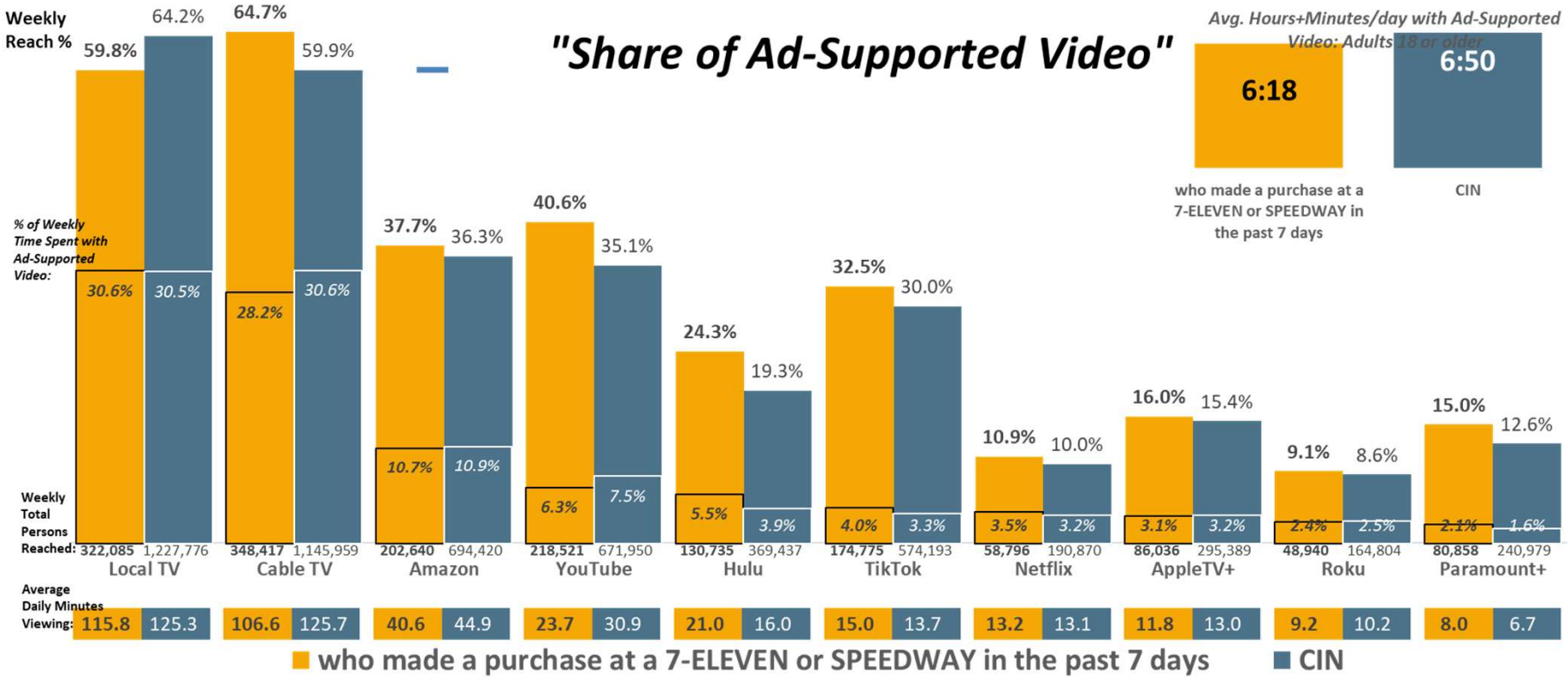
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CIN

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CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 455 CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,879

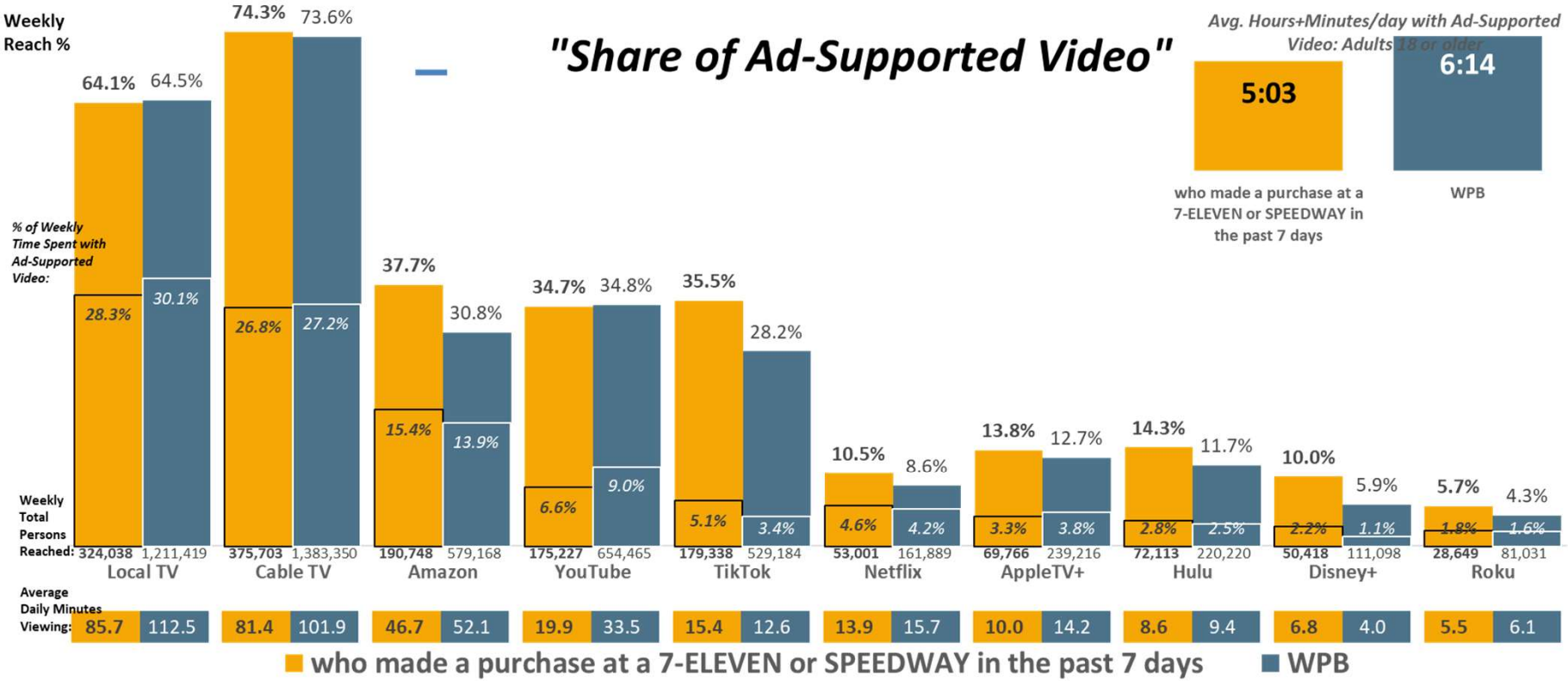
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WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 584 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 2,464

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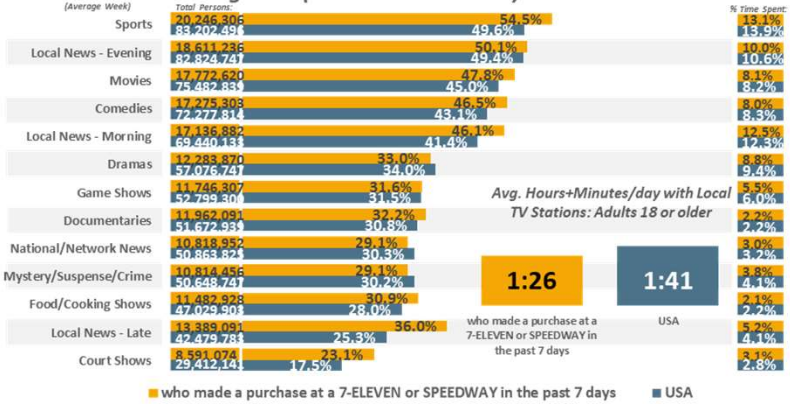
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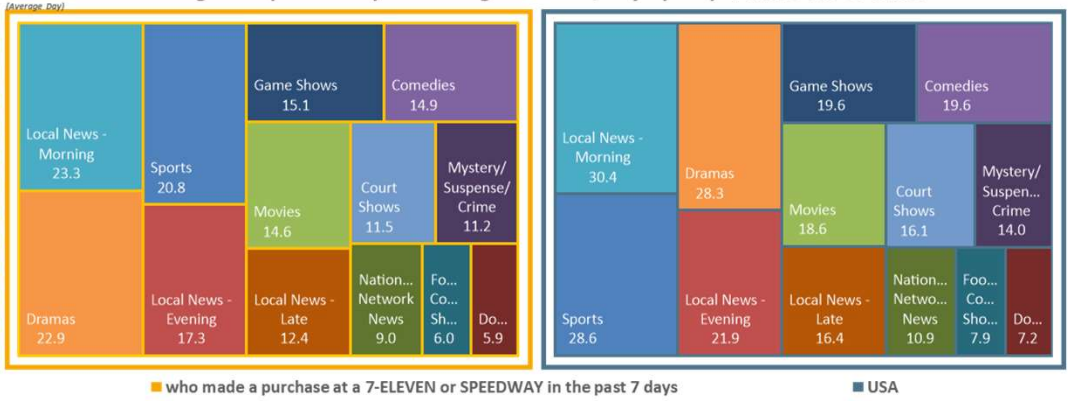


36,537,715 or 66.1% of Adults 18 or older who made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Movies, Local News - Morning, Comedies, and Local News -

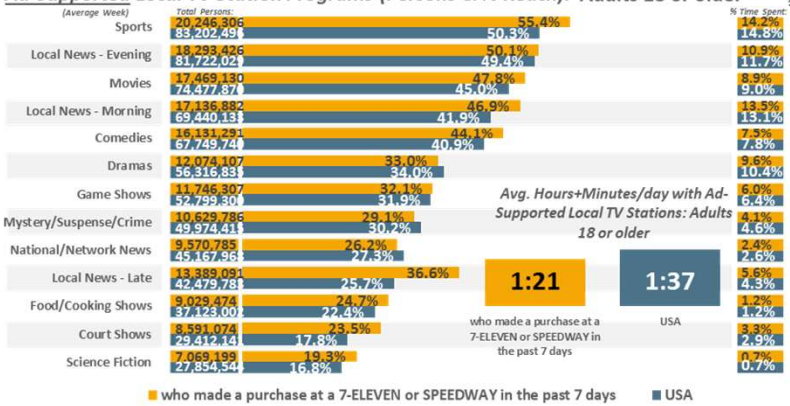
Local TV Station Programs (Persons & % Reach): Adults 18 or older



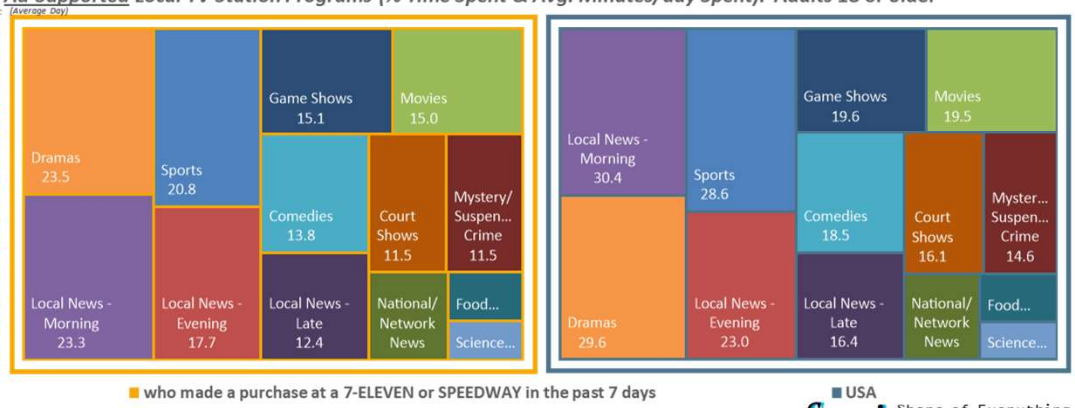
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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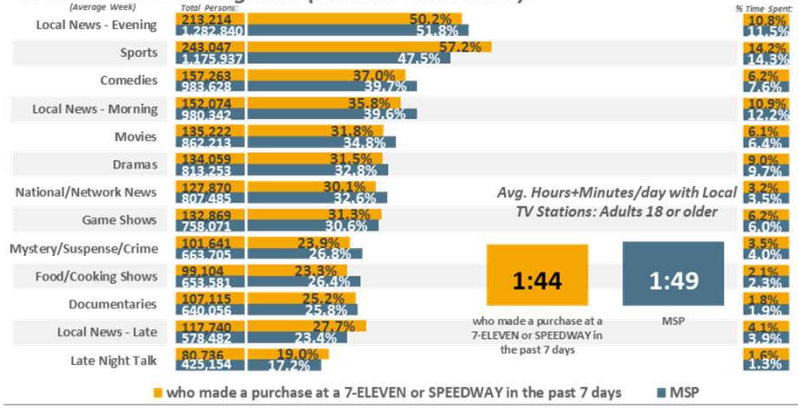
USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,097

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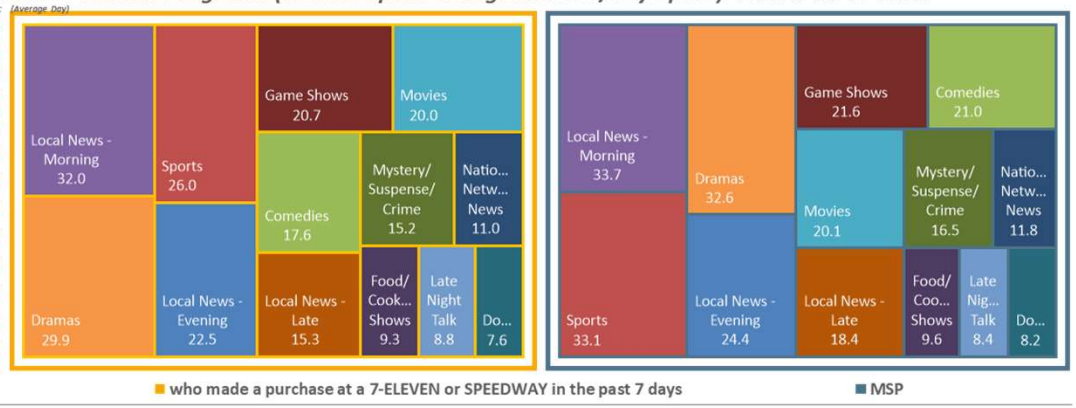
(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)

415,058 or 61.% 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, Comedies, Game Shows, and Movies.

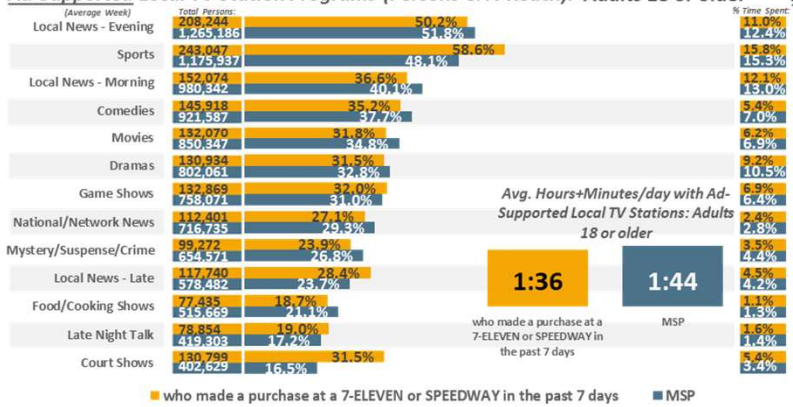
Local TV Station Programs (Persons & % Reach): Adults 18 or older



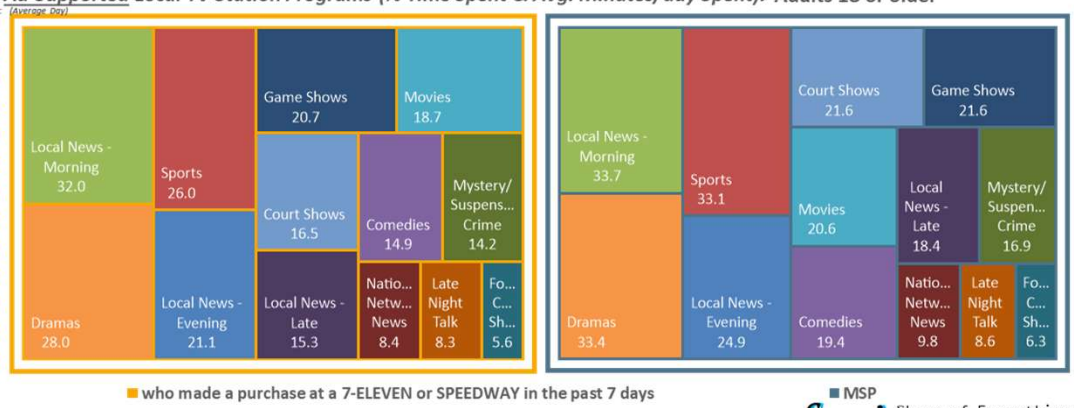
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 317

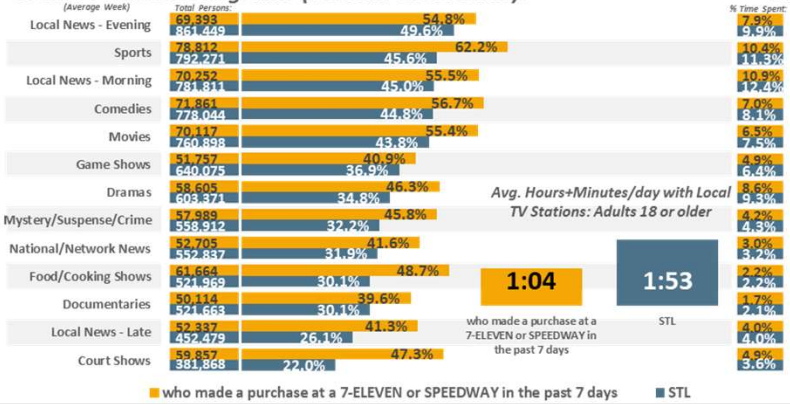
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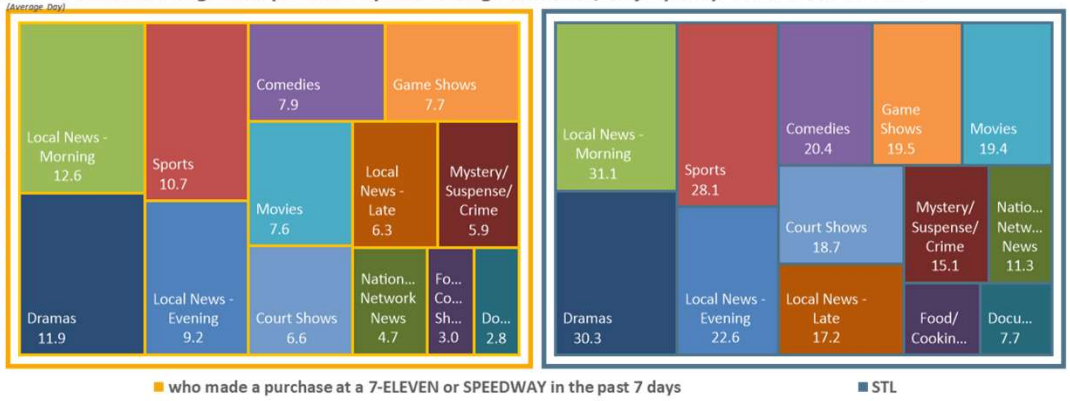
(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)

118,730 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 - Morning, Movies, Local News - Evening, Comedies, and Court Shows.

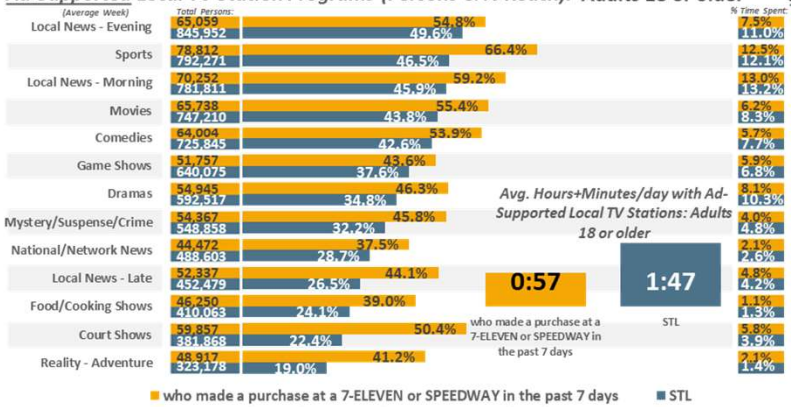
Local TV Station Programs (Persons & % Reach): Adults 18 or older



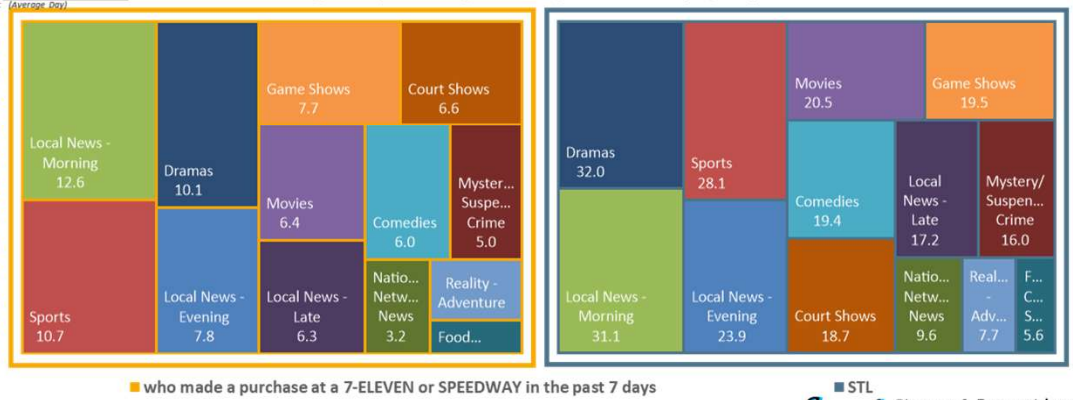
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



STL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 109

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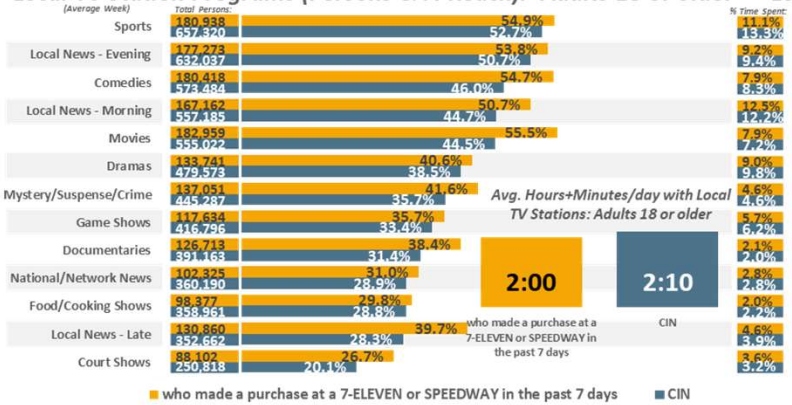
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(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)

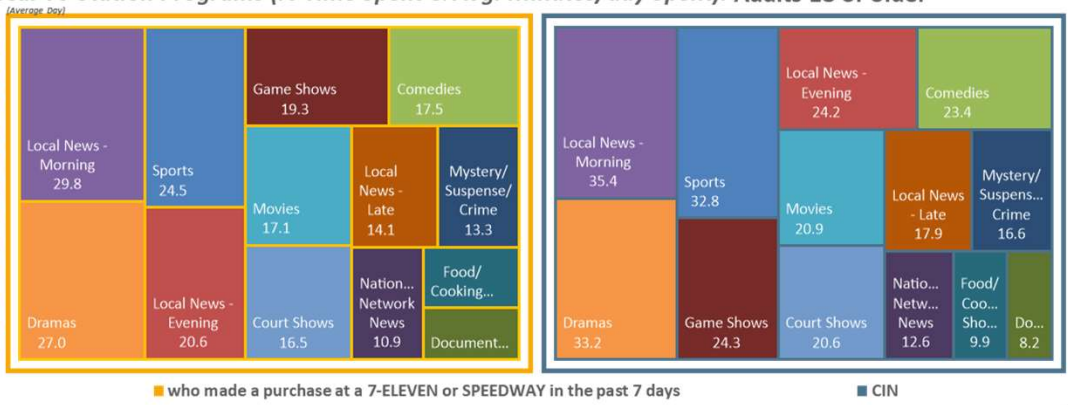
CIN

322,085 or 59.8% 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, Movies, Local News - Evening, Comedies, Local News - Morning, and Mystery/Suspense

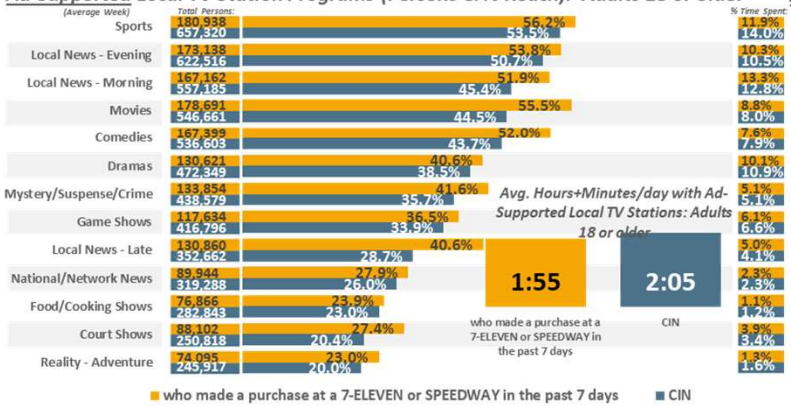
Local TV Station Programs (Persons & % Reach): Adults 18 or older



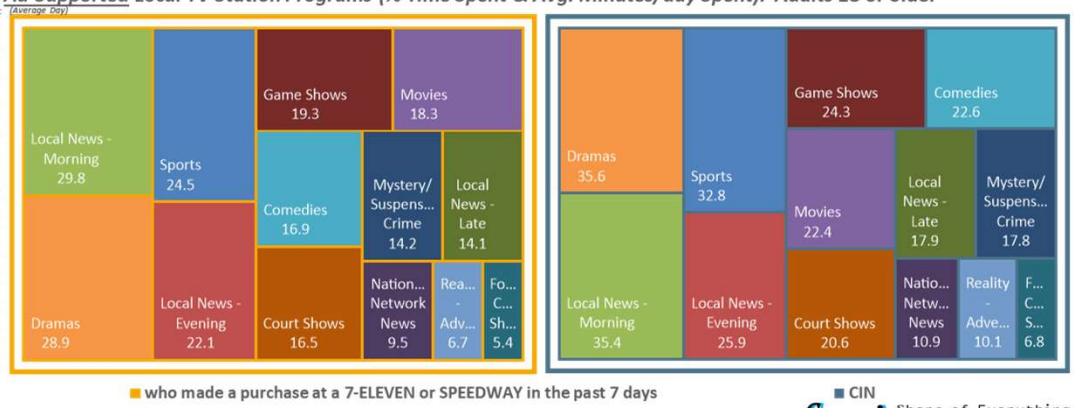
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 455

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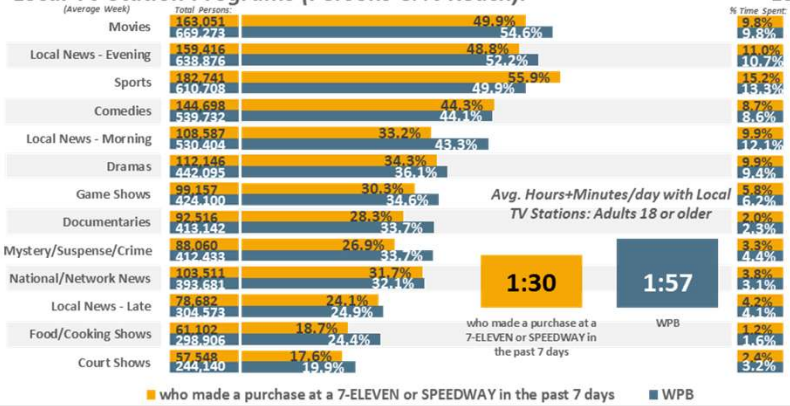
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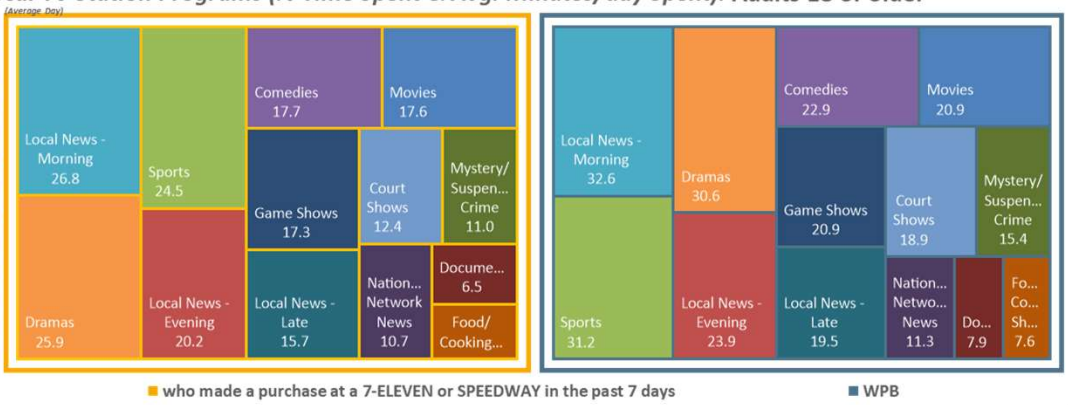
WPB

324,038 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 Sports, Movies, Local News - Evening, Comedies, Dramas, and Local News - Morning.

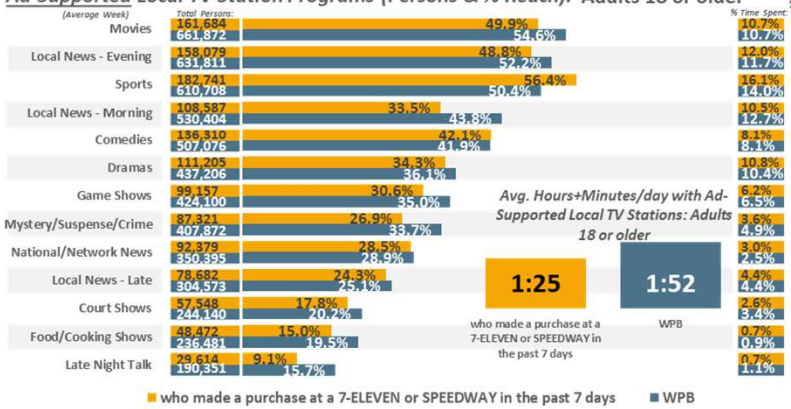
Local TV Station Programs (Persons & % Reach): Adults 18 or older



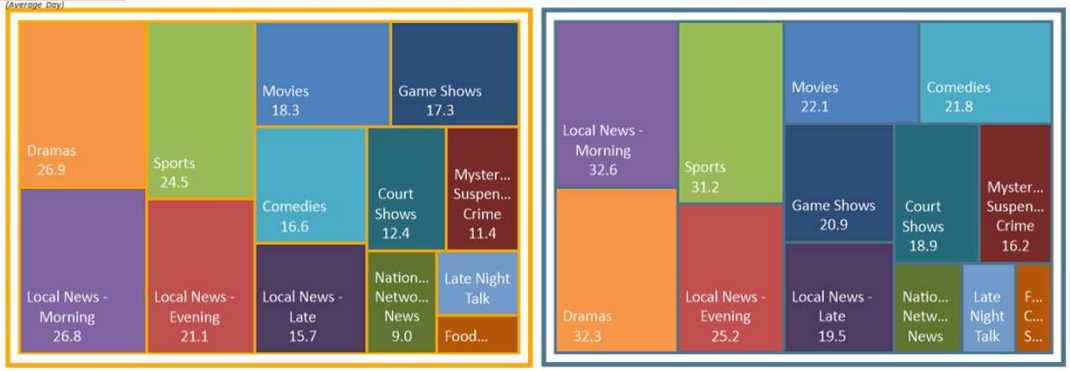
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 584

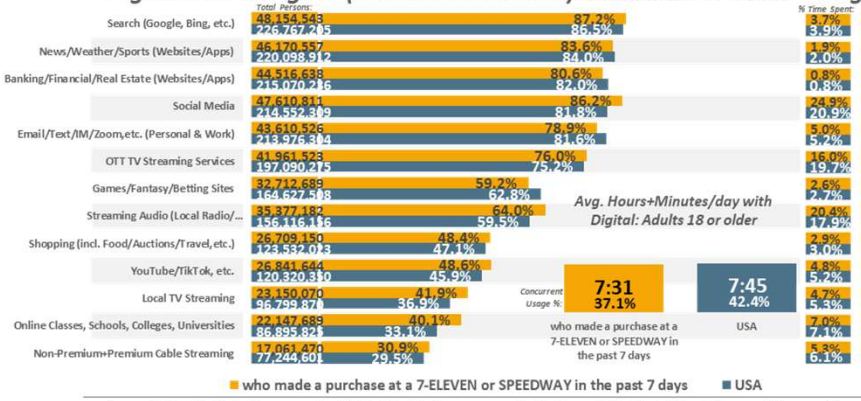
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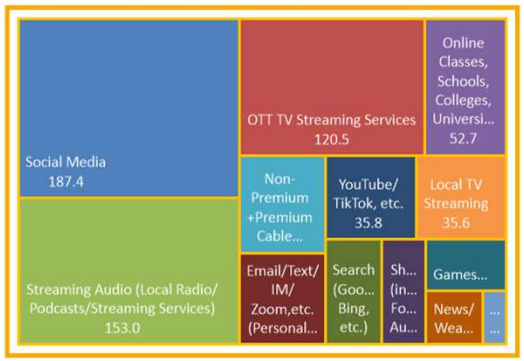
(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)

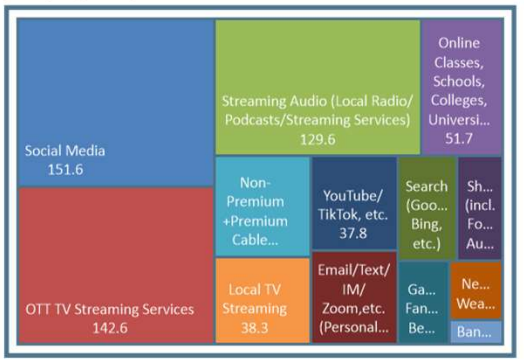
41,759,713 or 75.6% of Adults 18 or older who made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days use Ad-Supported Social Media for an average of 164.4 minutes every day representing 29.3% of all time spent daily with Ad-Supported Digital Media.

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

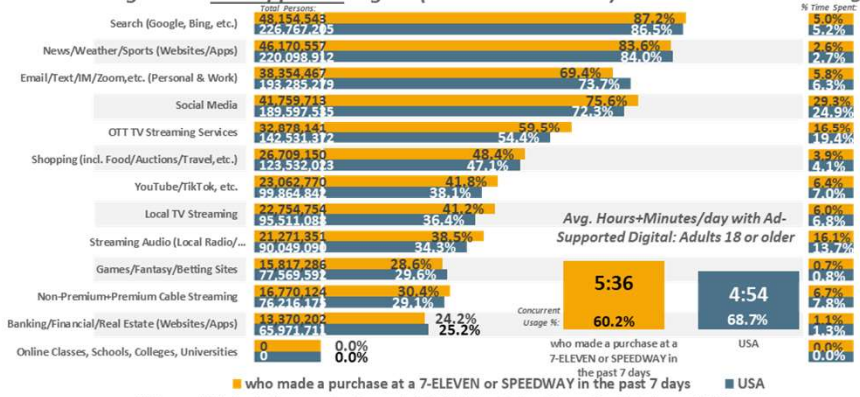


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

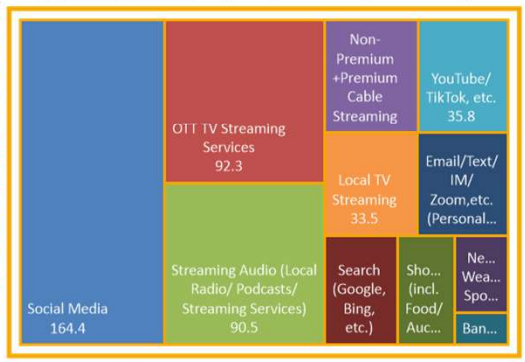


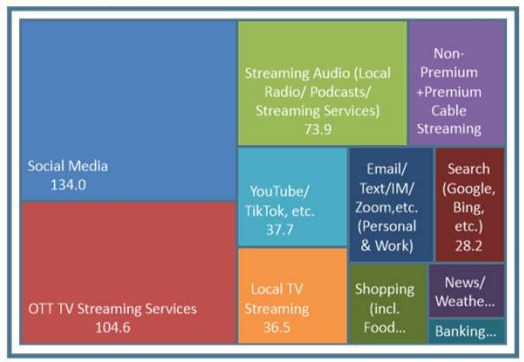


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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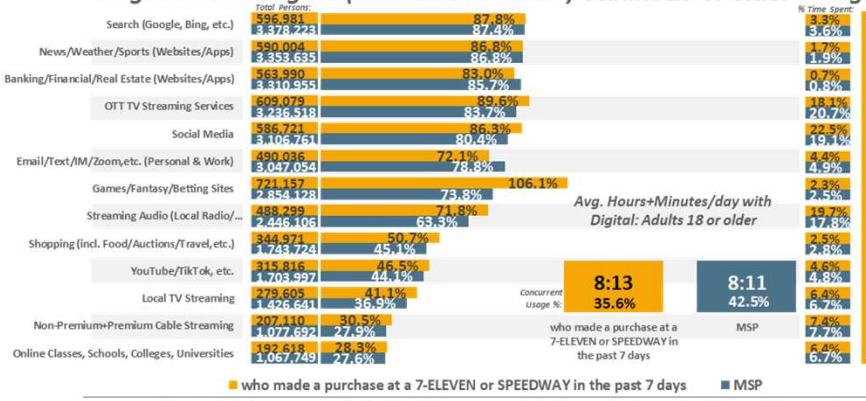
USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,097

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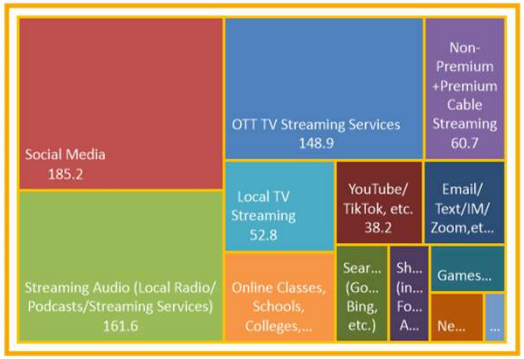
(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)

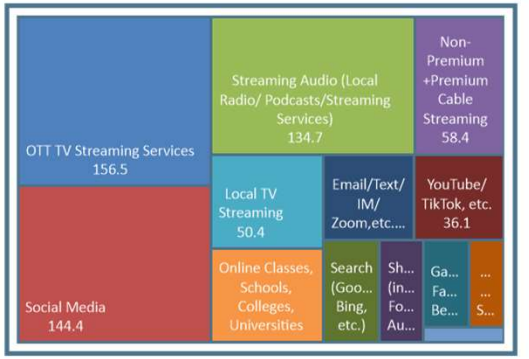
519,101 or 76.4% of Adults 18 or older who made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days use Ad-Supported Social Media for an average of 163.9 minutes every day representing 26.6% of all time spent daily with Ad-Supported Digital Media.

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

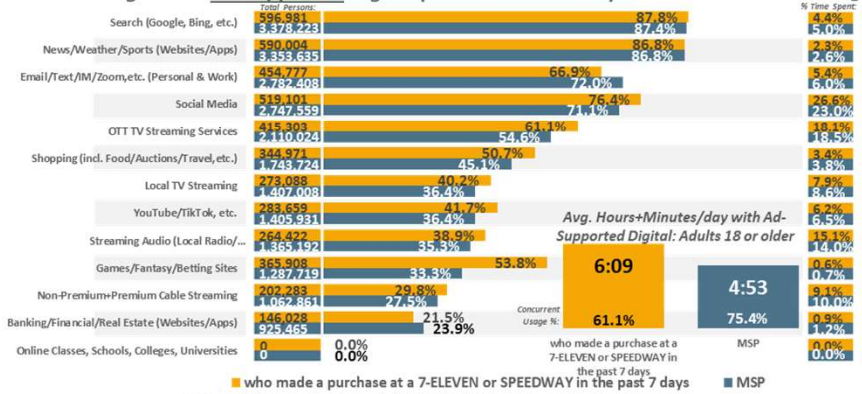


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

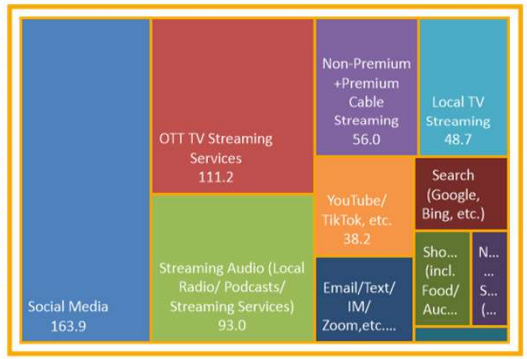


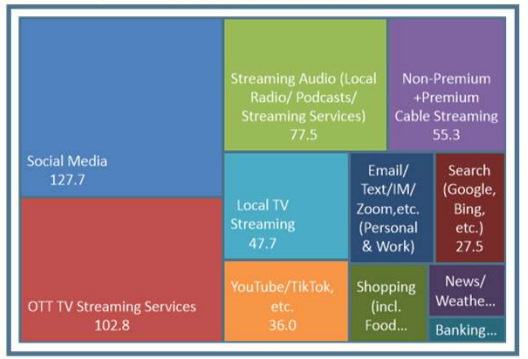


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 317

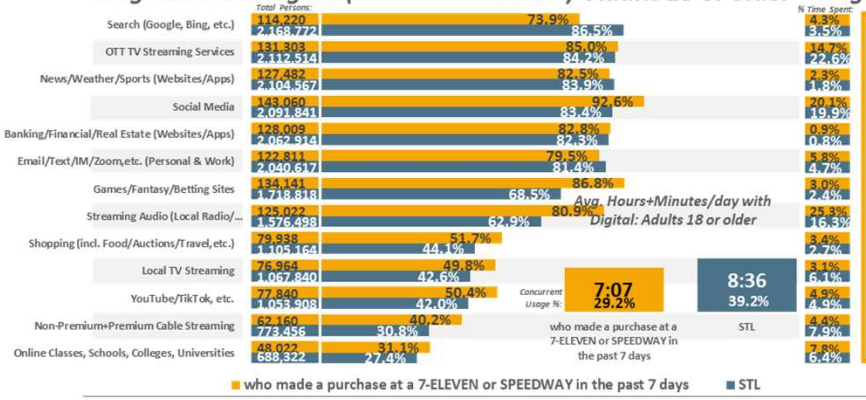
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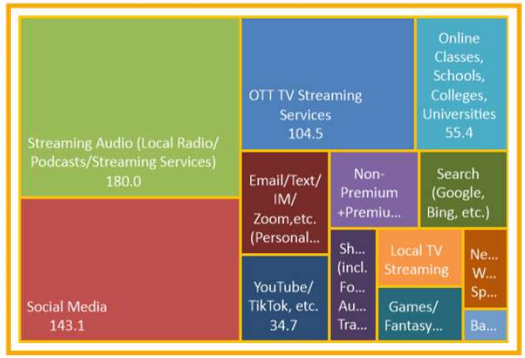
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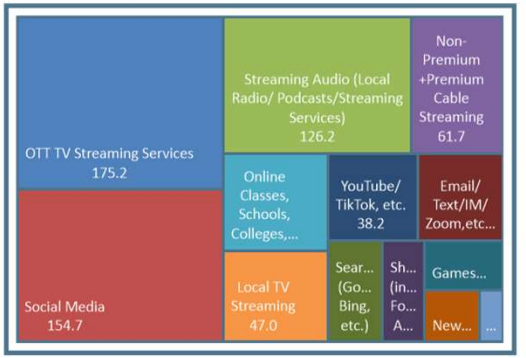
137,399 or 88.9% of Adults 18 or older who made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days use Ad-Supported Social Media for an average of 137.4 minutes every day representing 25.8% of all time spent daily with Ad-Supported Digital Media.

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

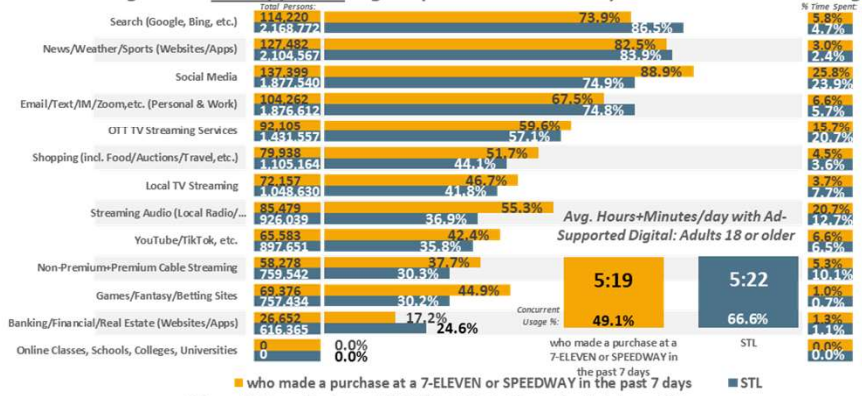


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



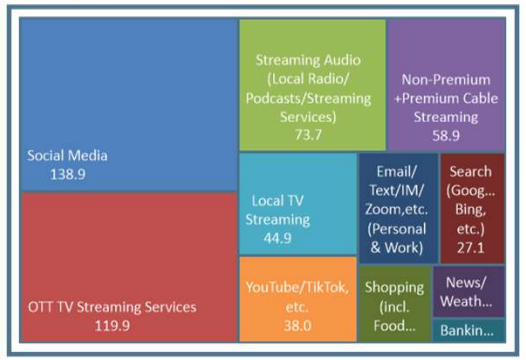


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





STL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 109

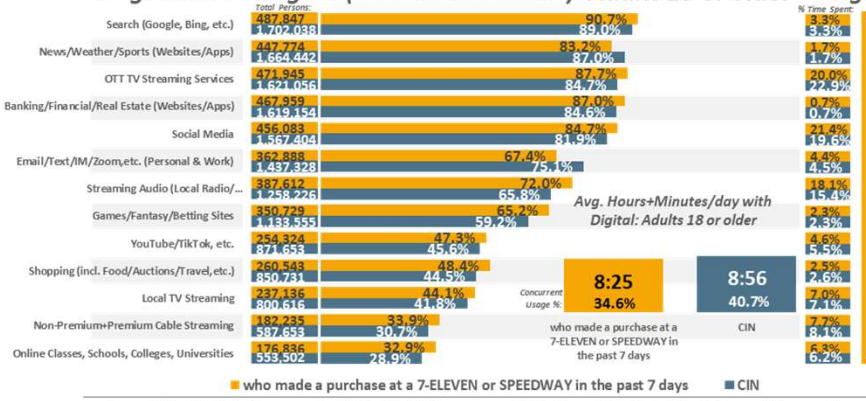
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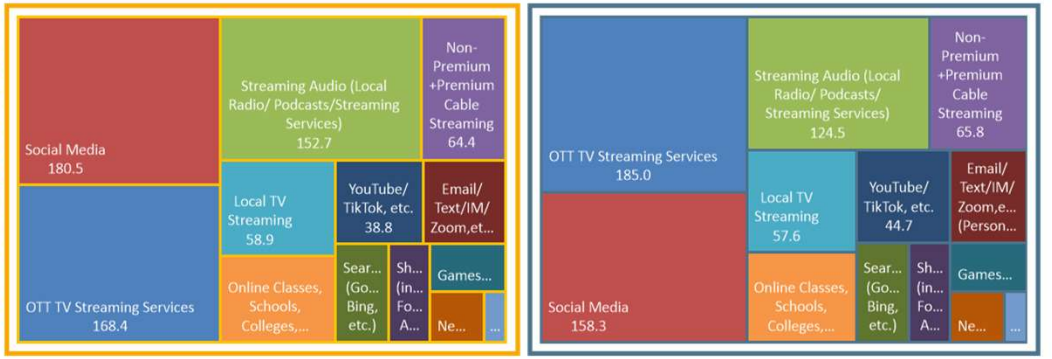
(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)

400,098 or 74.3% 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 158.4 minutes every day representing 25.4% of all time spent daily with Ad-Supported Digital Media.

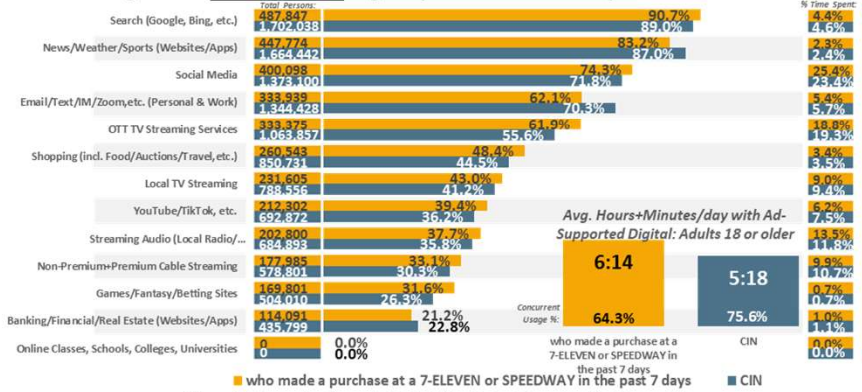
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



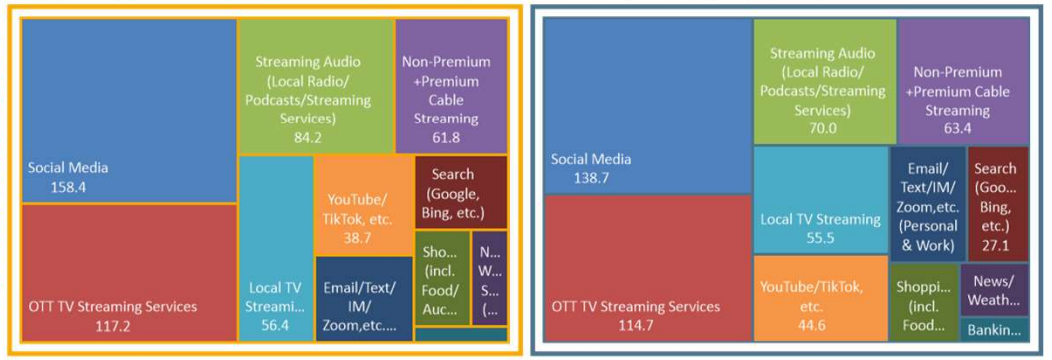
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 455

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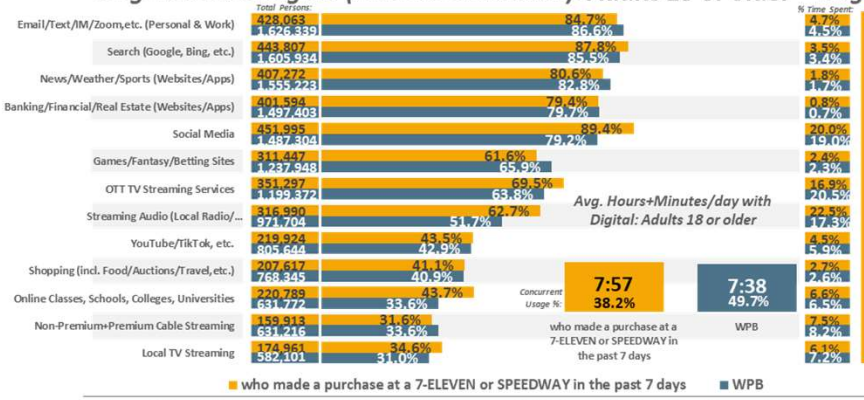
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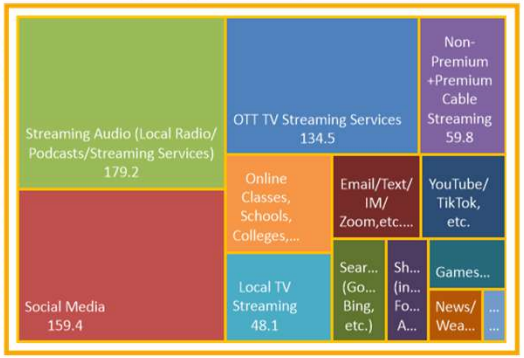


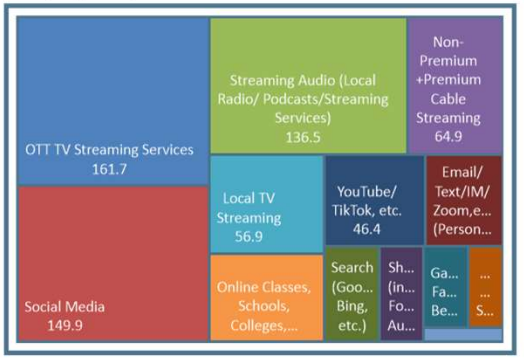
397,983 or 78.7% of Adults 18 or older who made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days use Ad-Supported Social Media for an average of 140.4 minutes every day representing 23.7% of all time spent daily with Ad-Supported Digital Media.

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

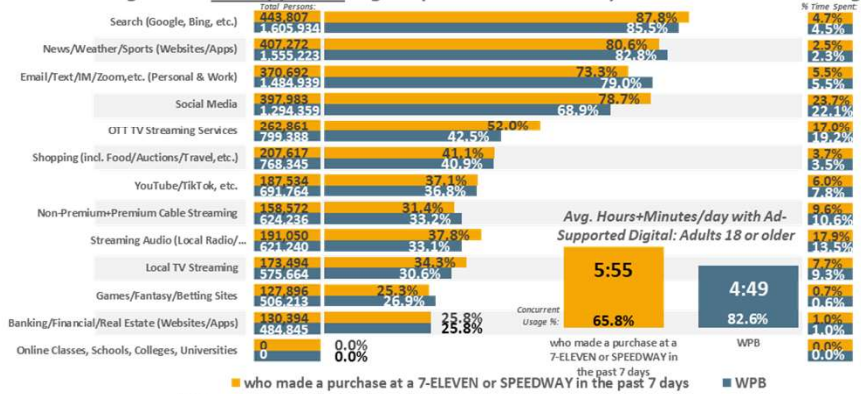


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

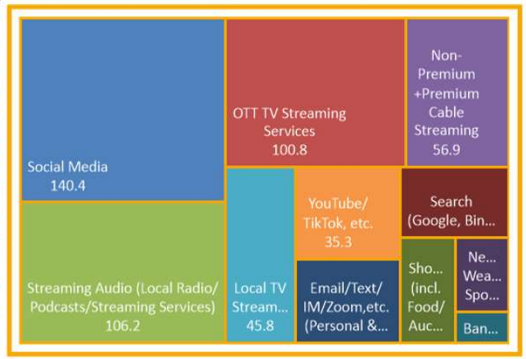


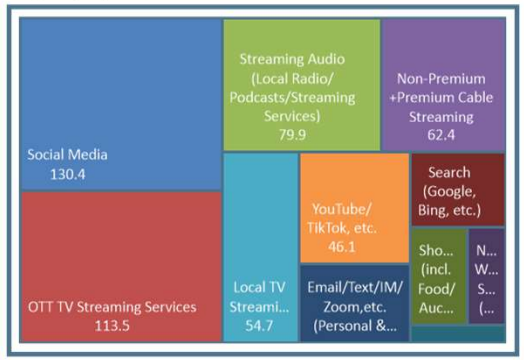


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 584

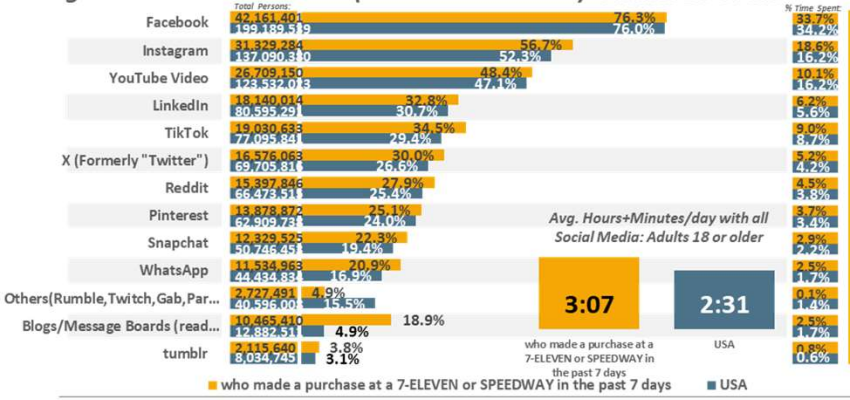
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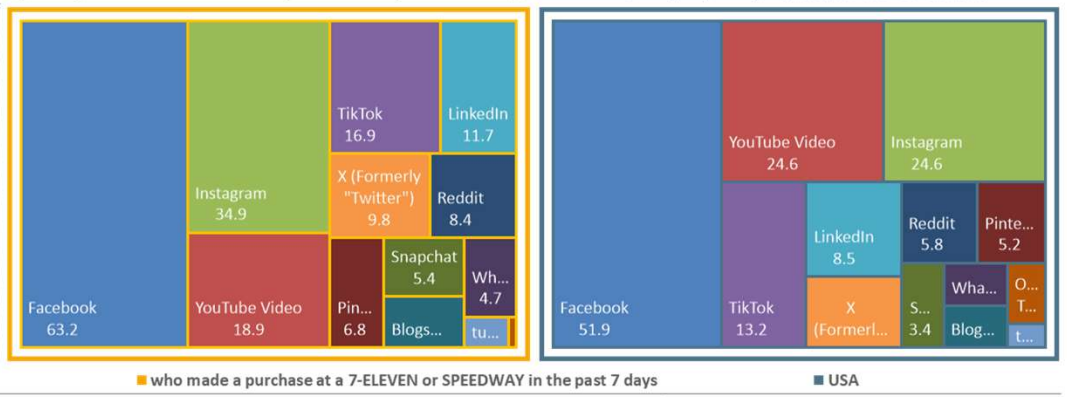
(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)

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.

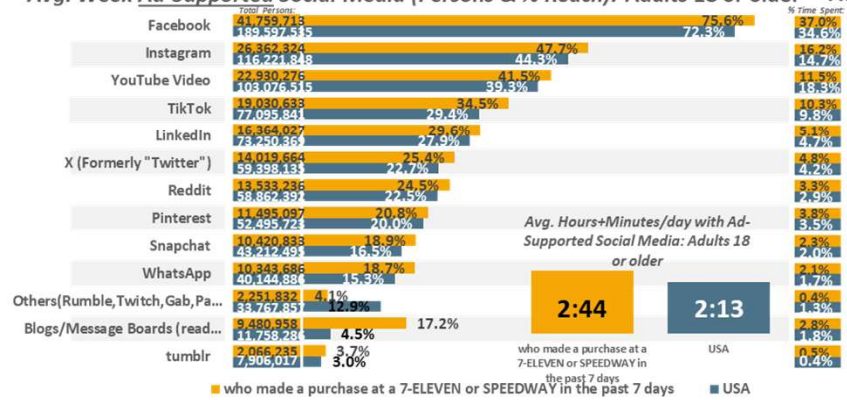
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



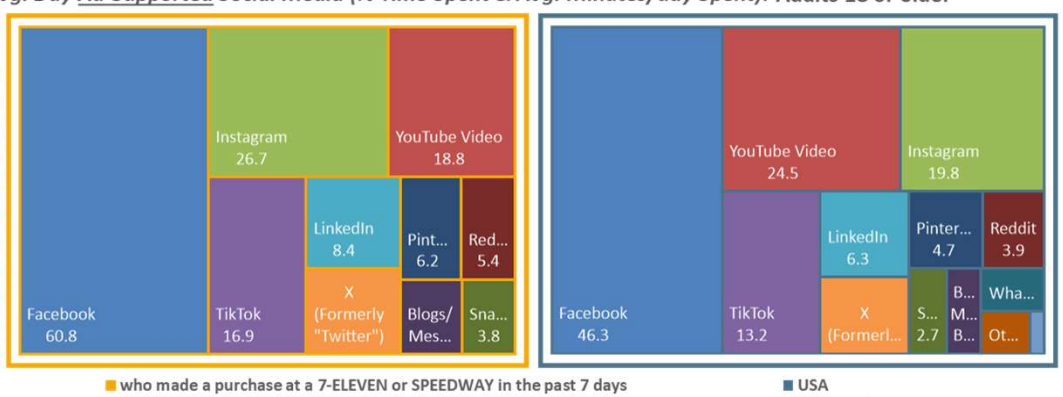
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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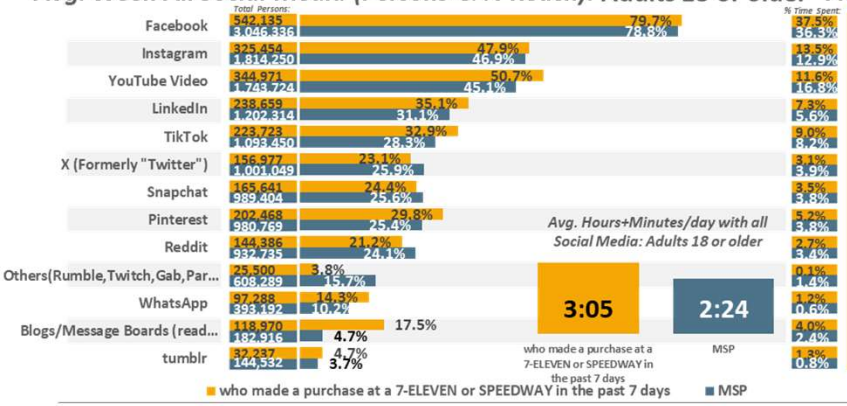
USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,097

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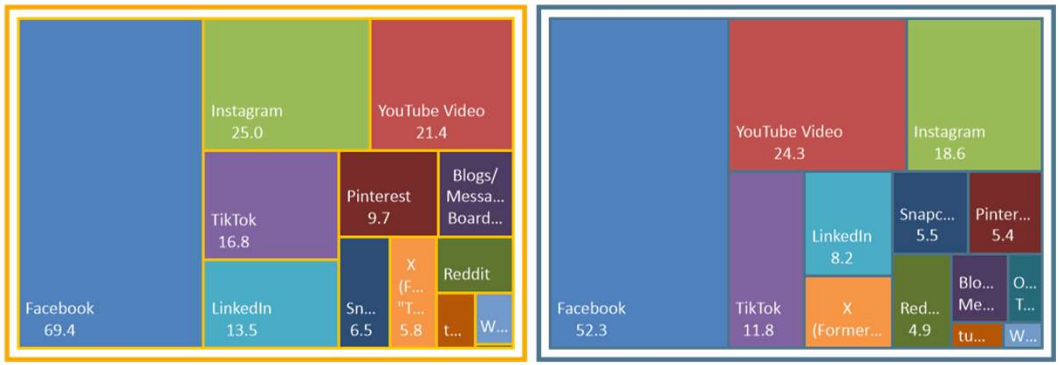
(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)

519,101 or 76.4% 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 61.2 minutes every day representing 37.3% of all time spent daily with Ad-Supported Social Media.

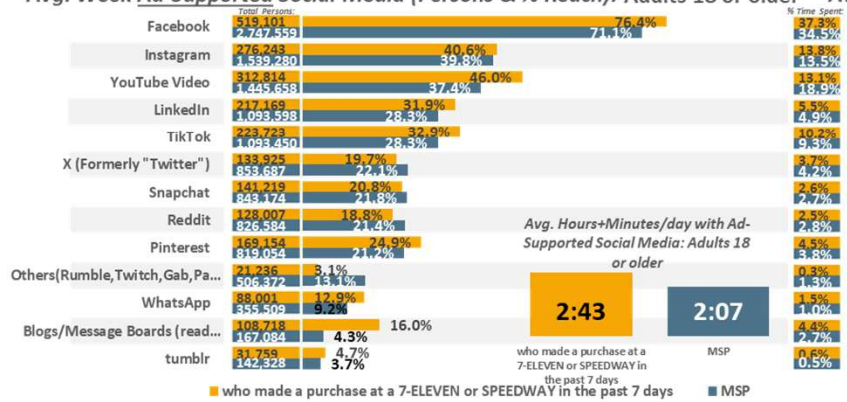
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



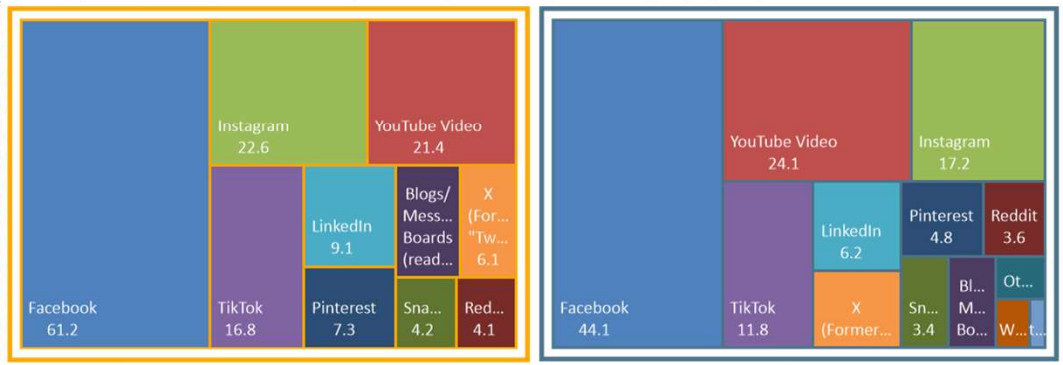
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 317

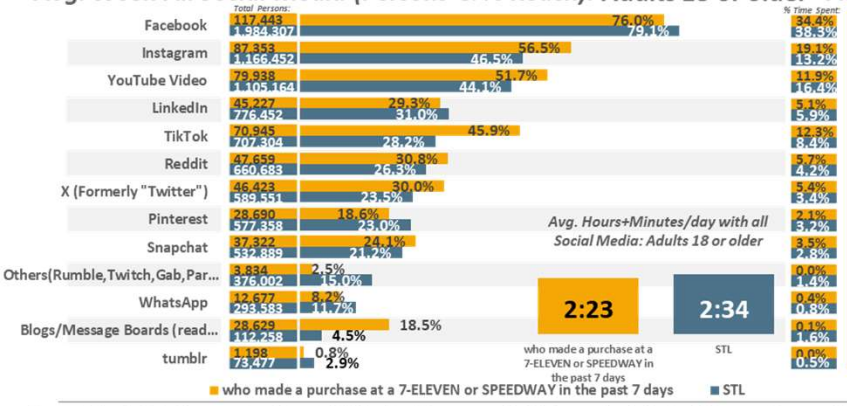
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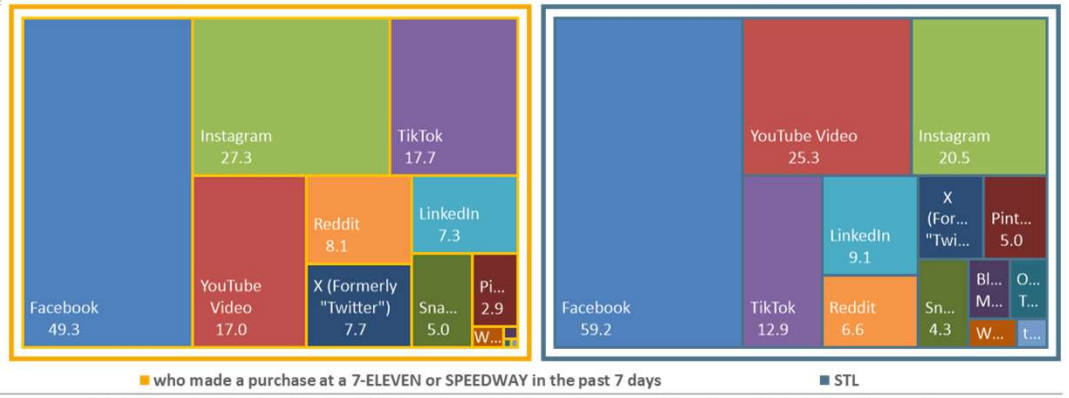
(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)

117,443 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 50. minutes every day representing 36.4% of all time spent daily with Ad-Supported Social Media.

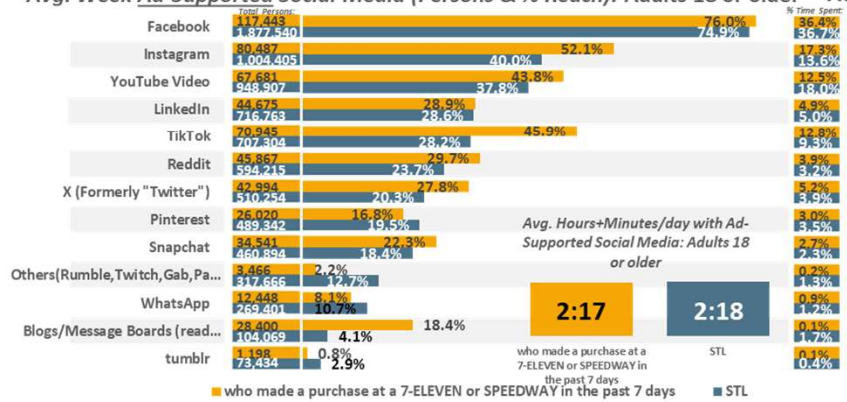
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



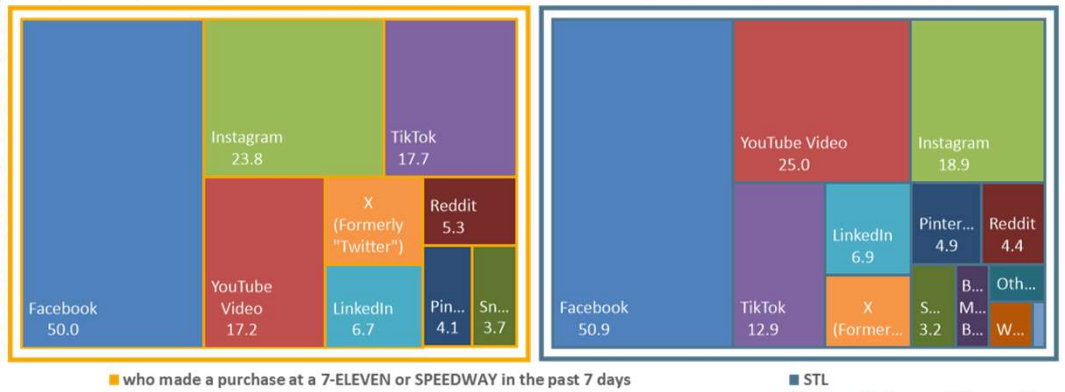
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



STL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 109

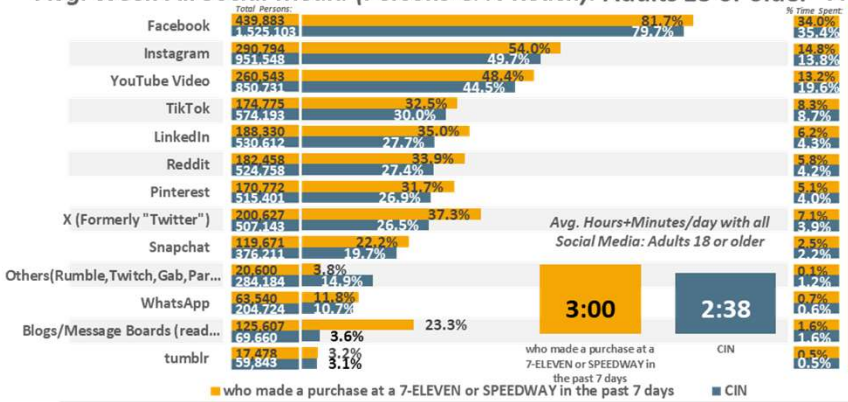
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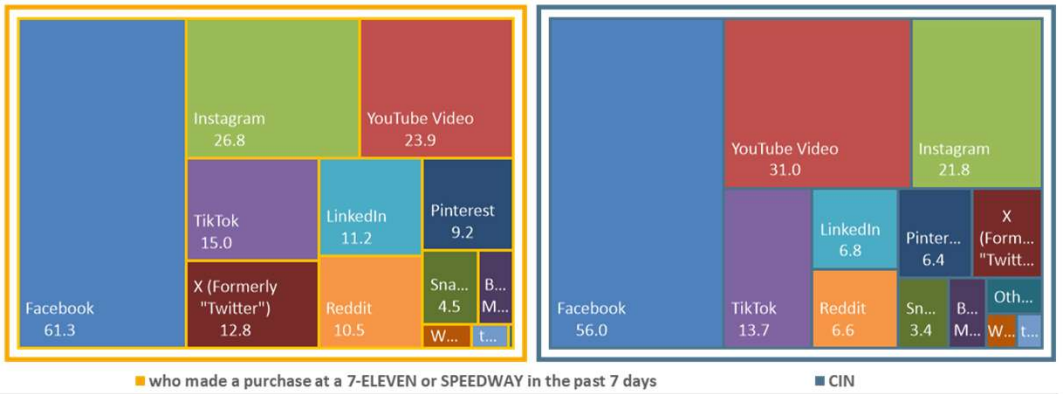
(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)

400,098 or 74.3% 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 55.8 minutes every day representing 35.2% of all time spent daily with Ad-Supported Social Media.

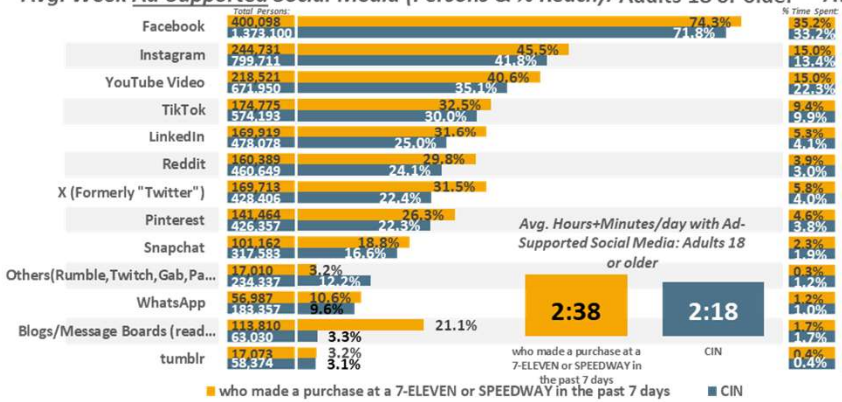
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



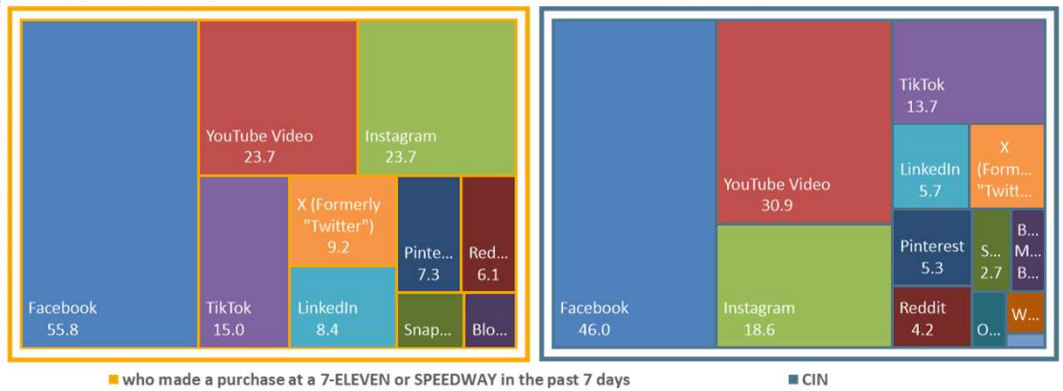
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 455

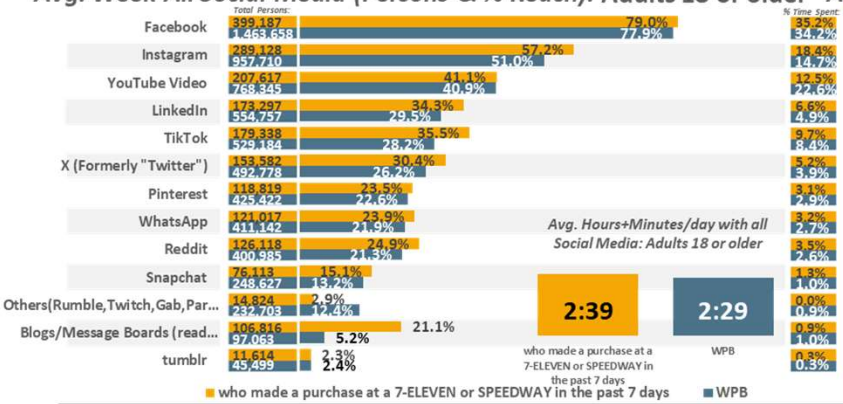
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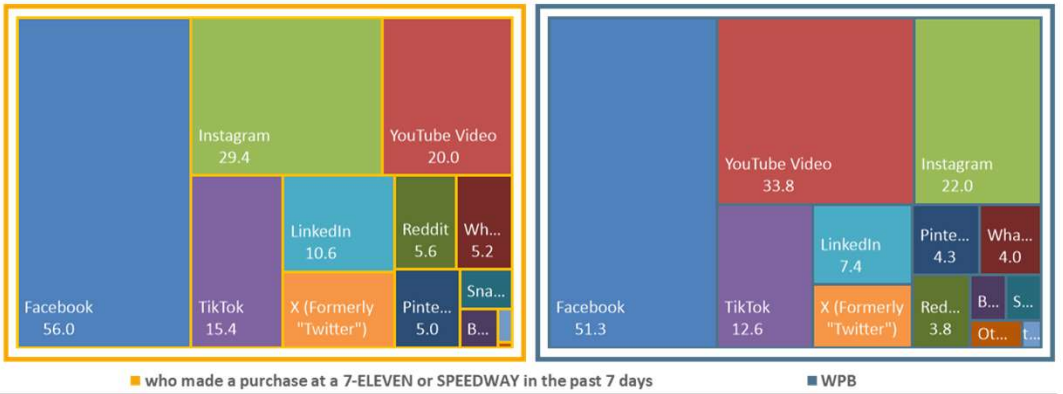
(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)

397,983 or 78.7% 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 52.4 minutes every day representing 37.3% of all time spent daily with Ad-Supported Social Media.

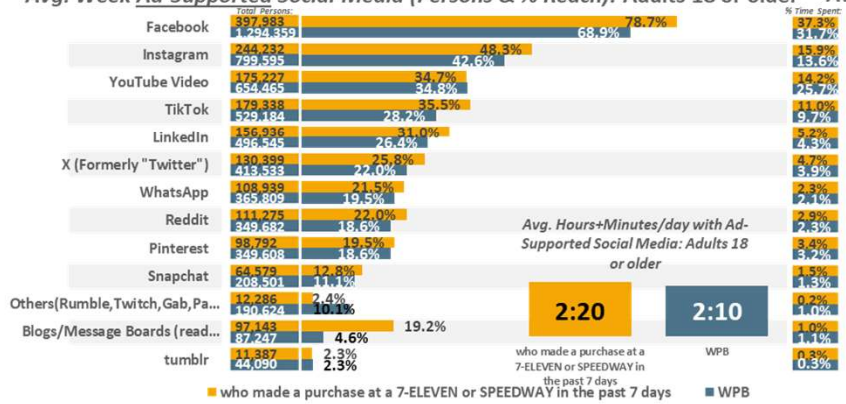
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



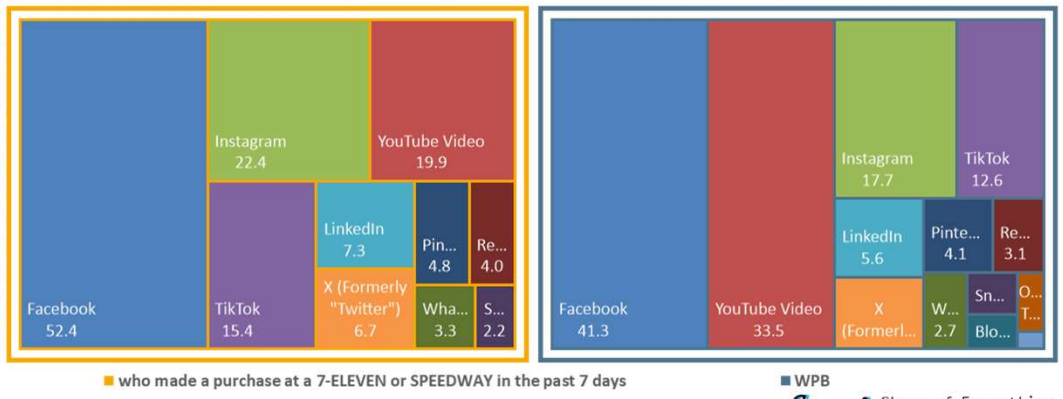
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



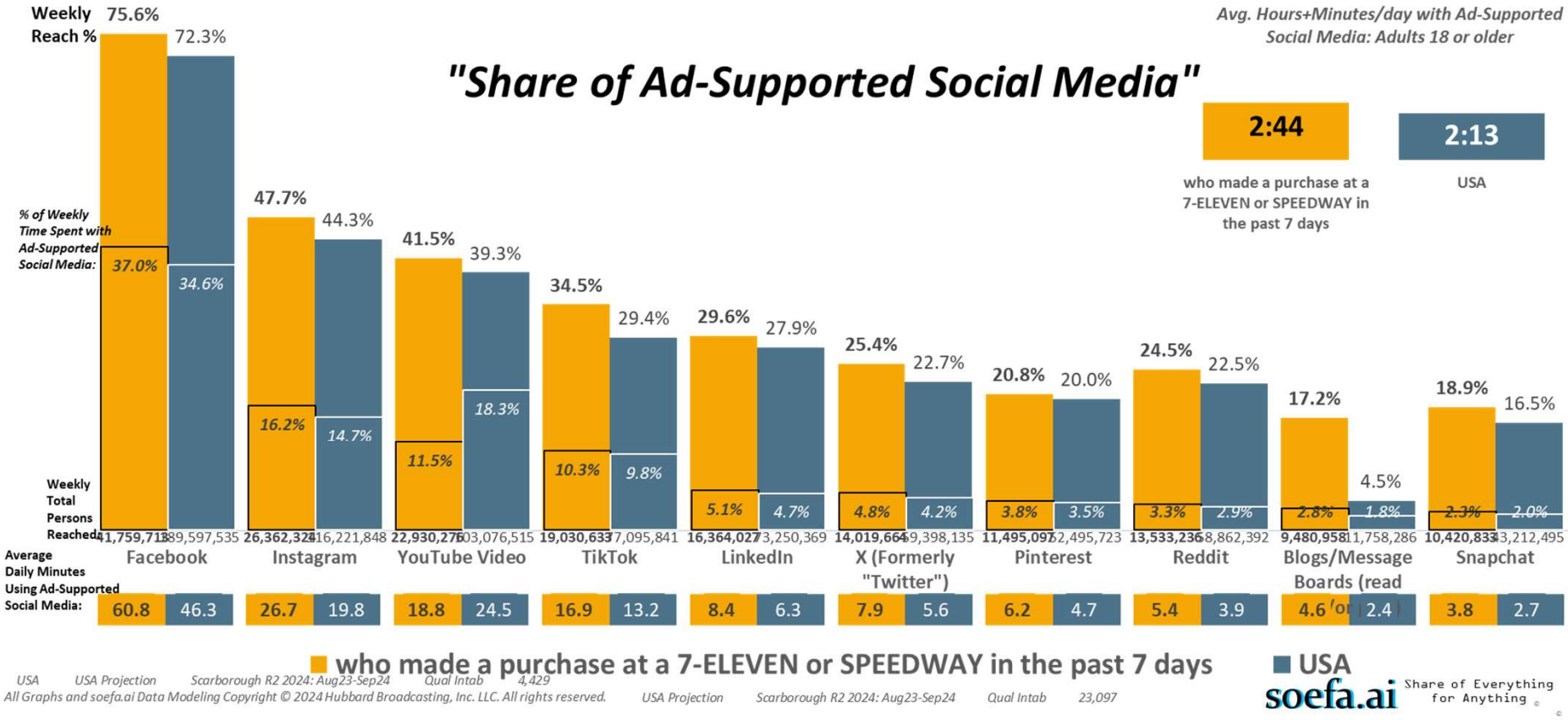
WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 584

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

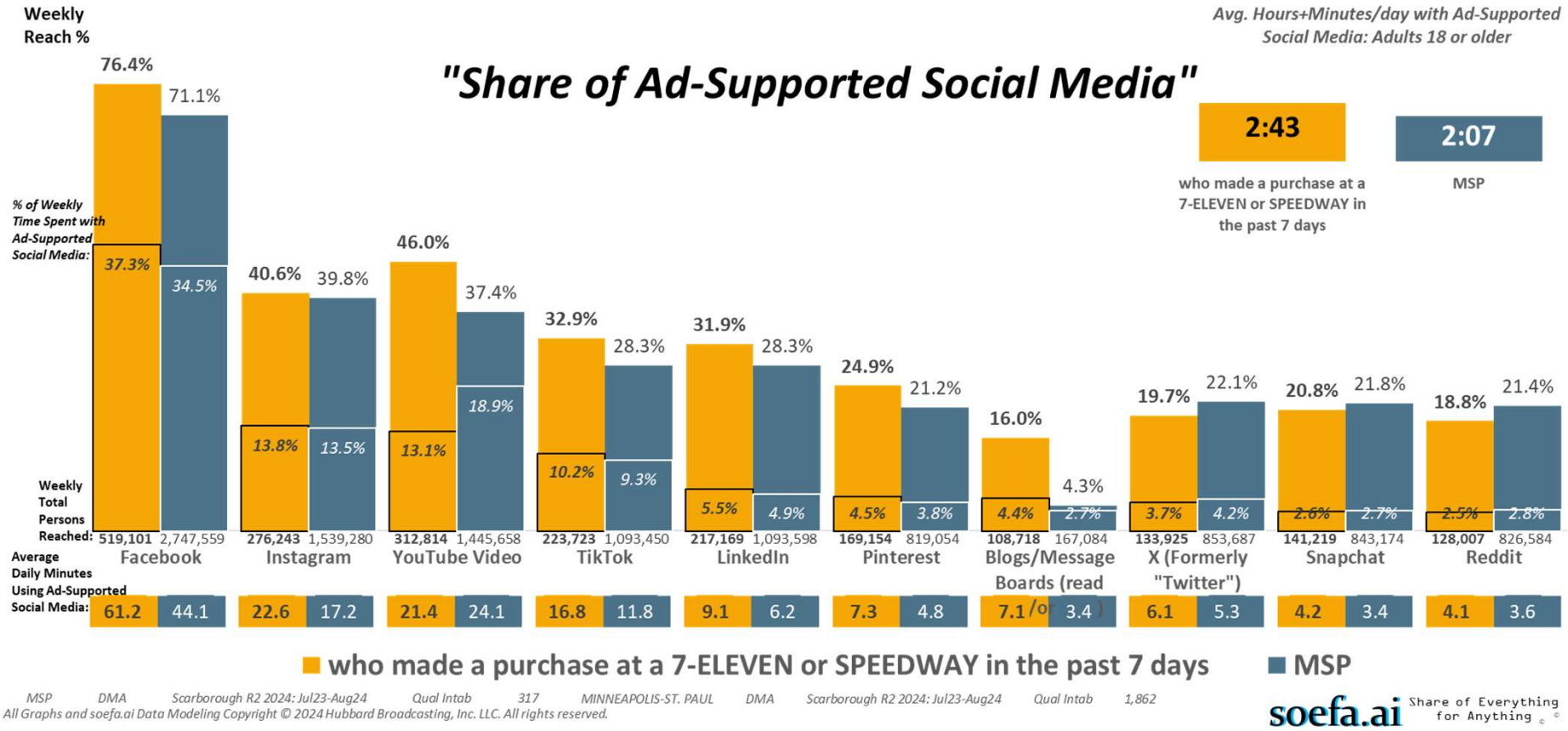
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USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,097

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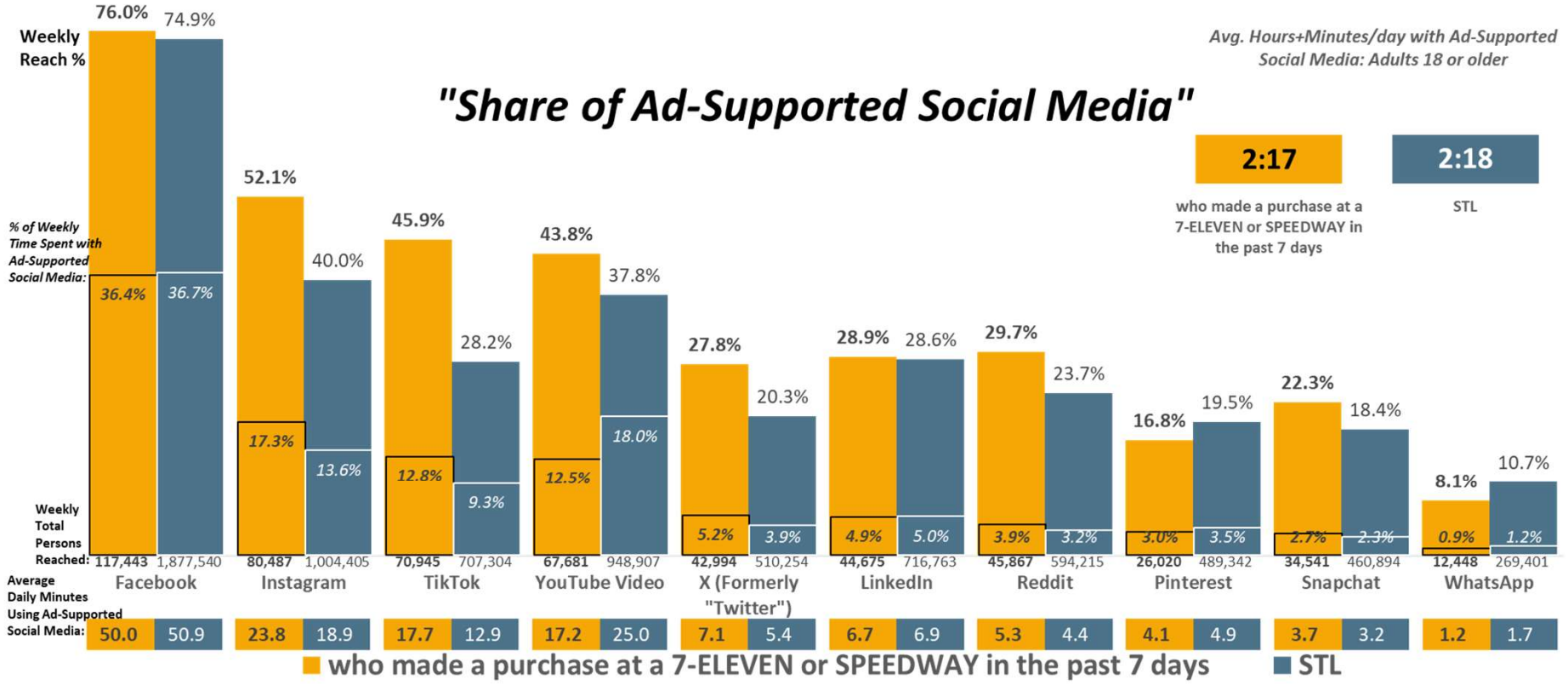
MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 317 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,862

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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)

117,443 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 50. minutes every day representing 36.4% of all time spent daily with Ad-Supported Social Media.



STL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 109 ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,933

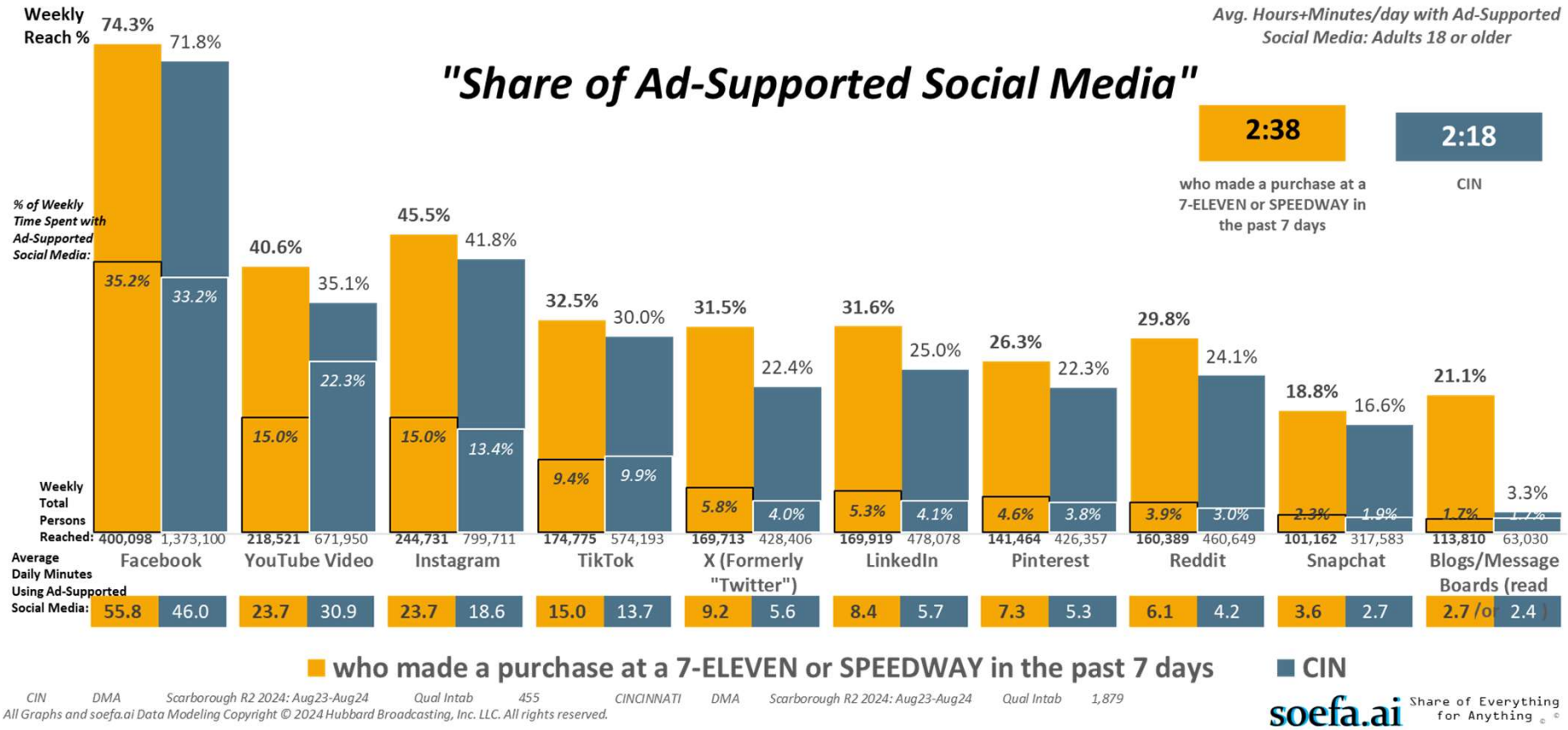
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(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)

CIN

400,098 or 74.3% 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 55.8 minutes every day representing 35.2% of all time spent daily with Ad-Supported Social Media.



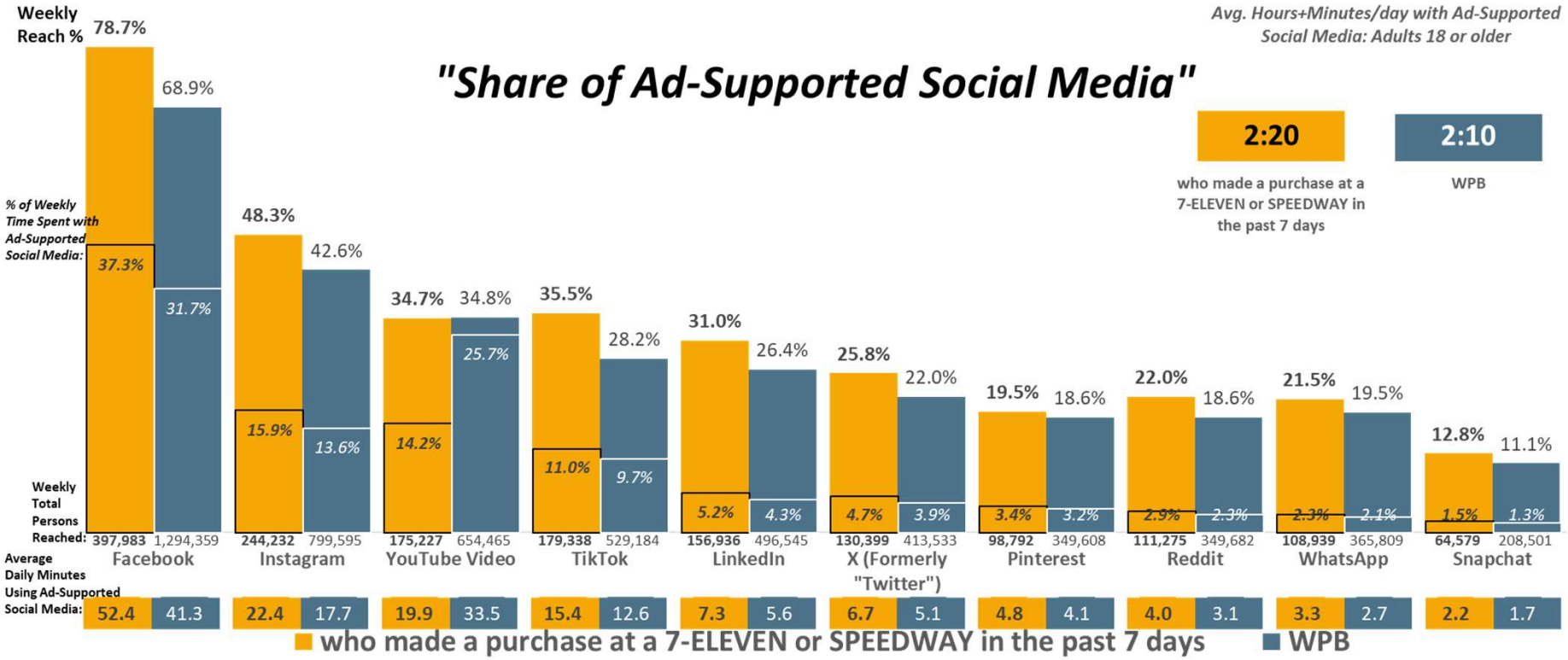
CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 455 CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,879

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397,983 or 78.7% 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 52.4 minutes every day representing 37.3% of all time spent daily with Ad-Supported Social Media.



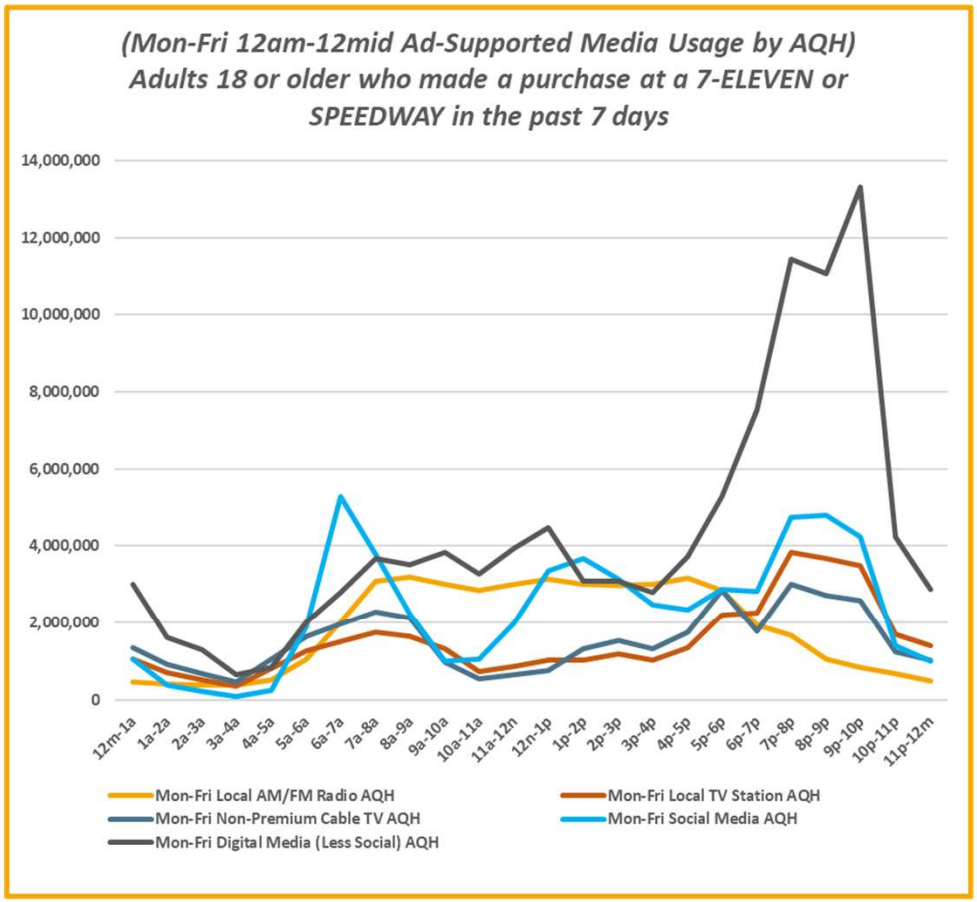
WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 584 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 2,464

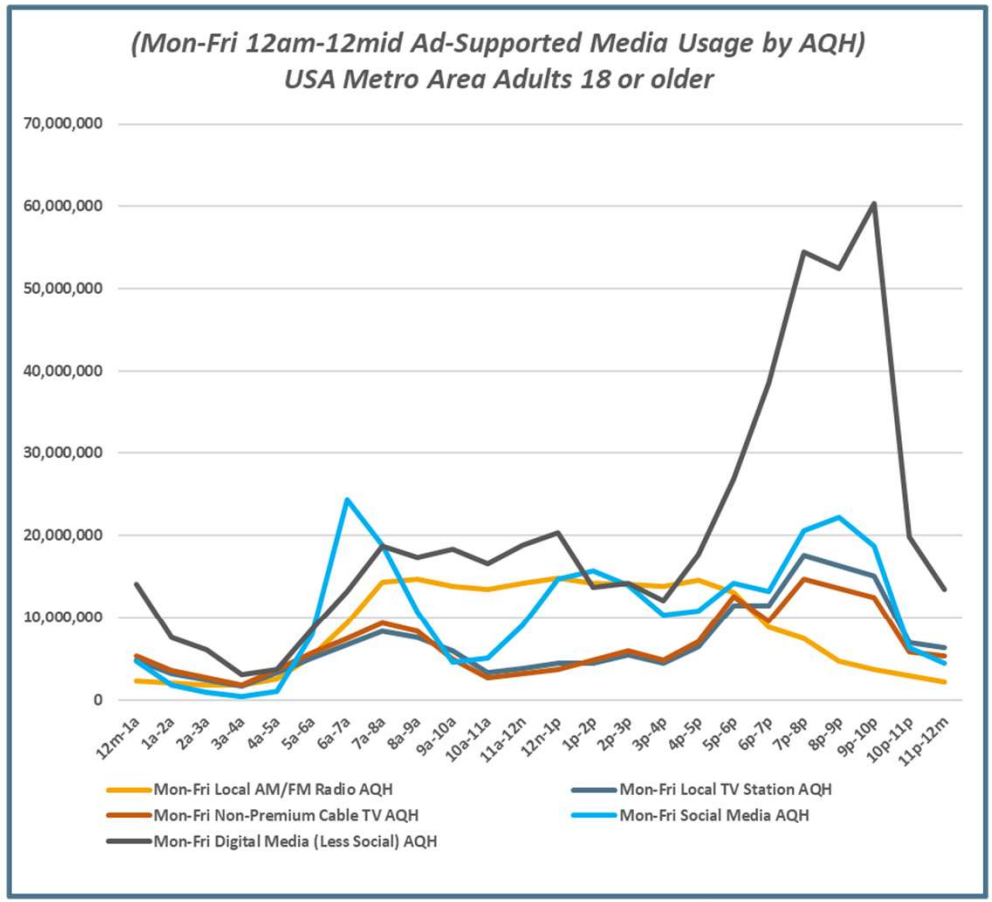
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(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)

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

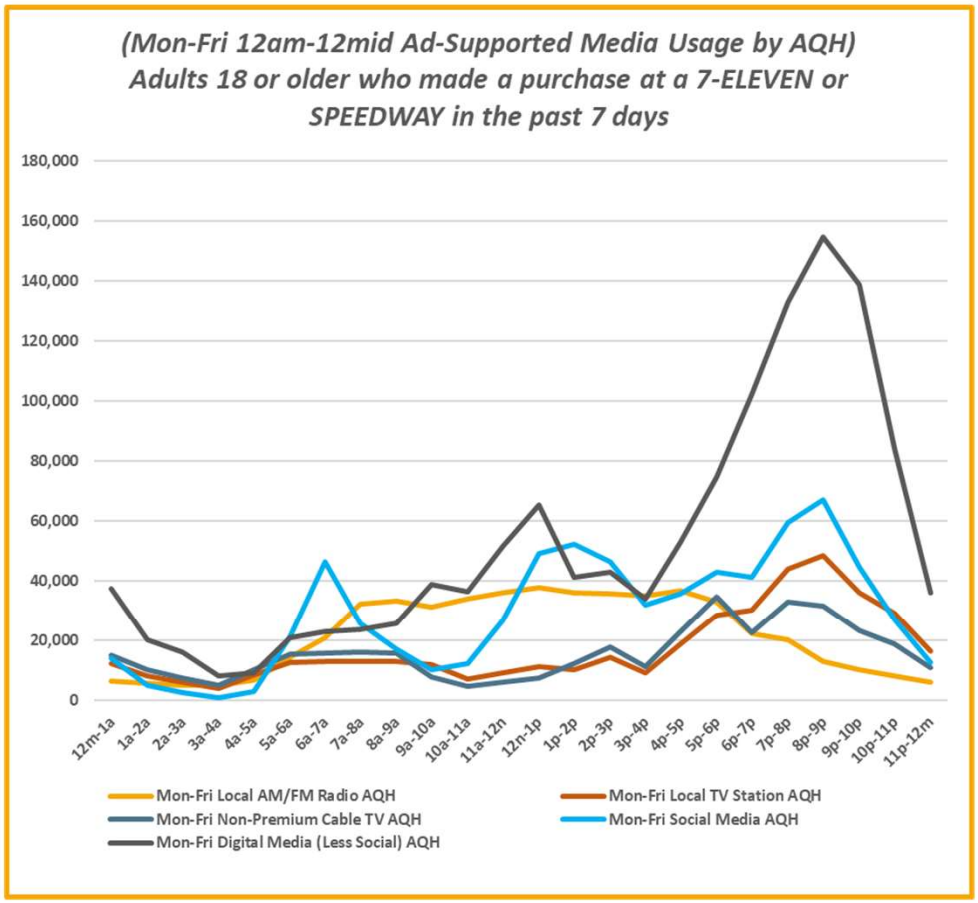
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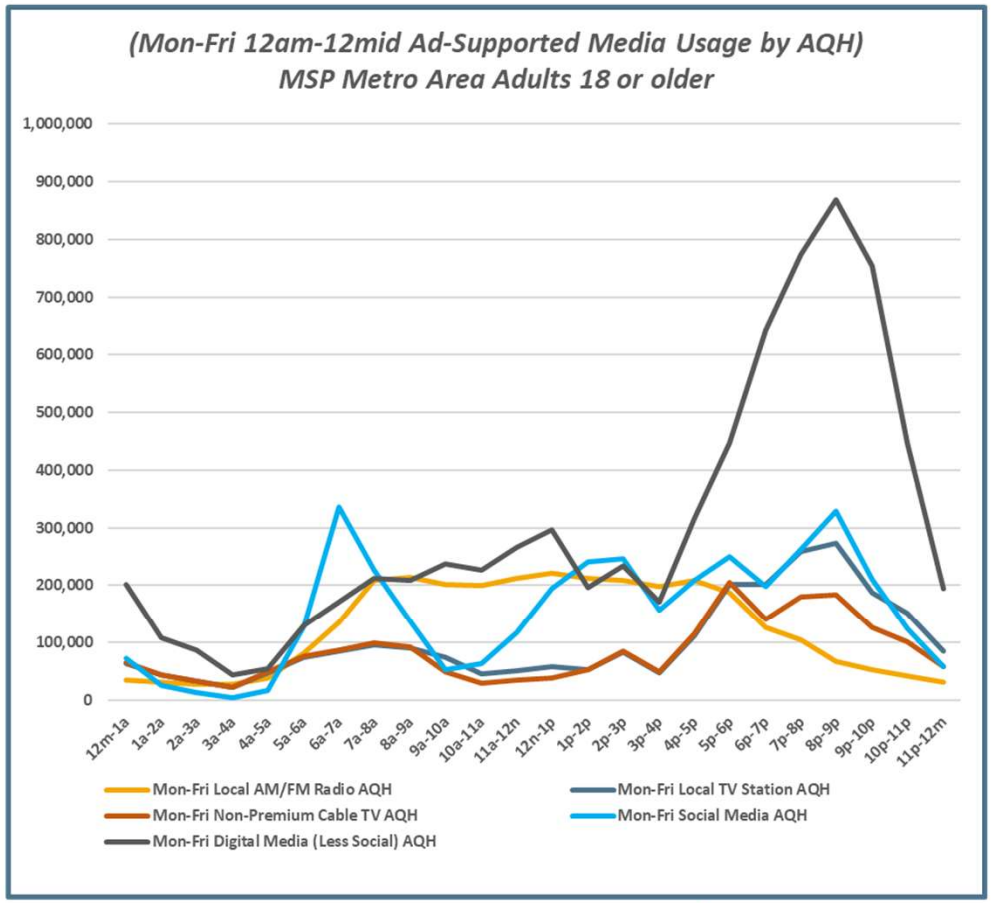
USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,097

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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)

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 47,141; Social Media: 33,661; Local Radio: 32,604; Non-Prem. Cable: 14,950; Local TV: 14,562 reaching Adults 18 or older who made a purchase at a 7-ELEVEN or SPEEDWAY in





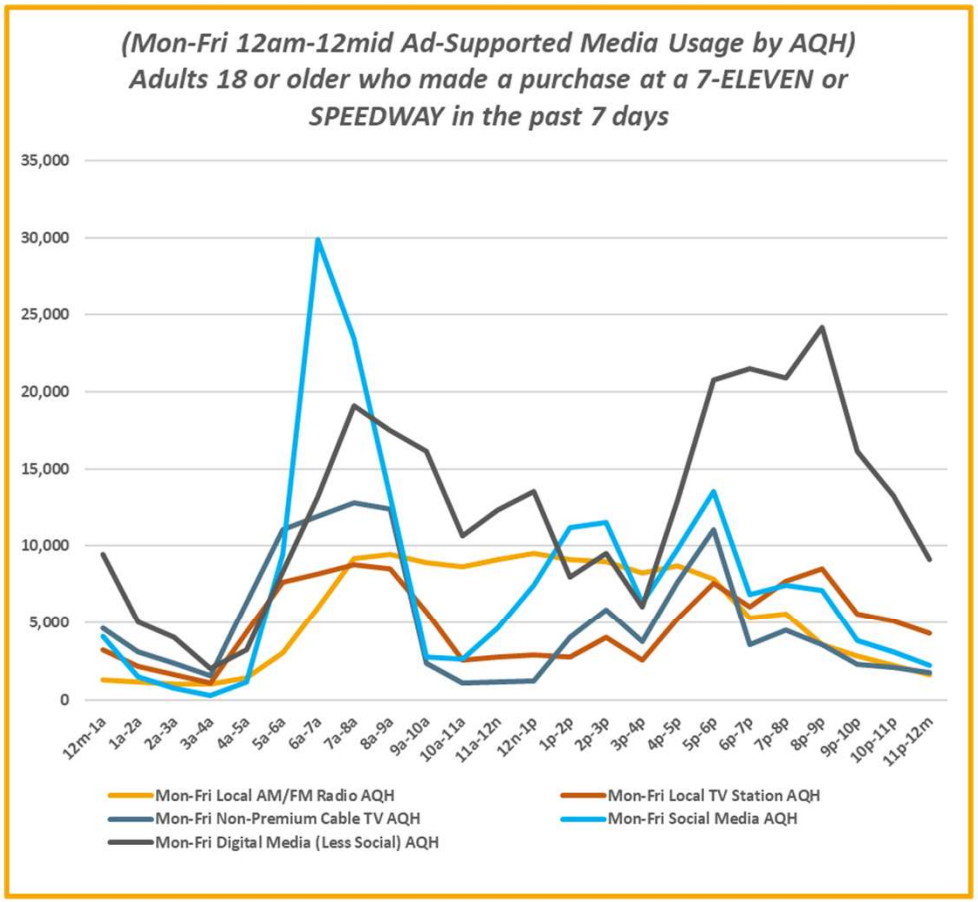
MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 317

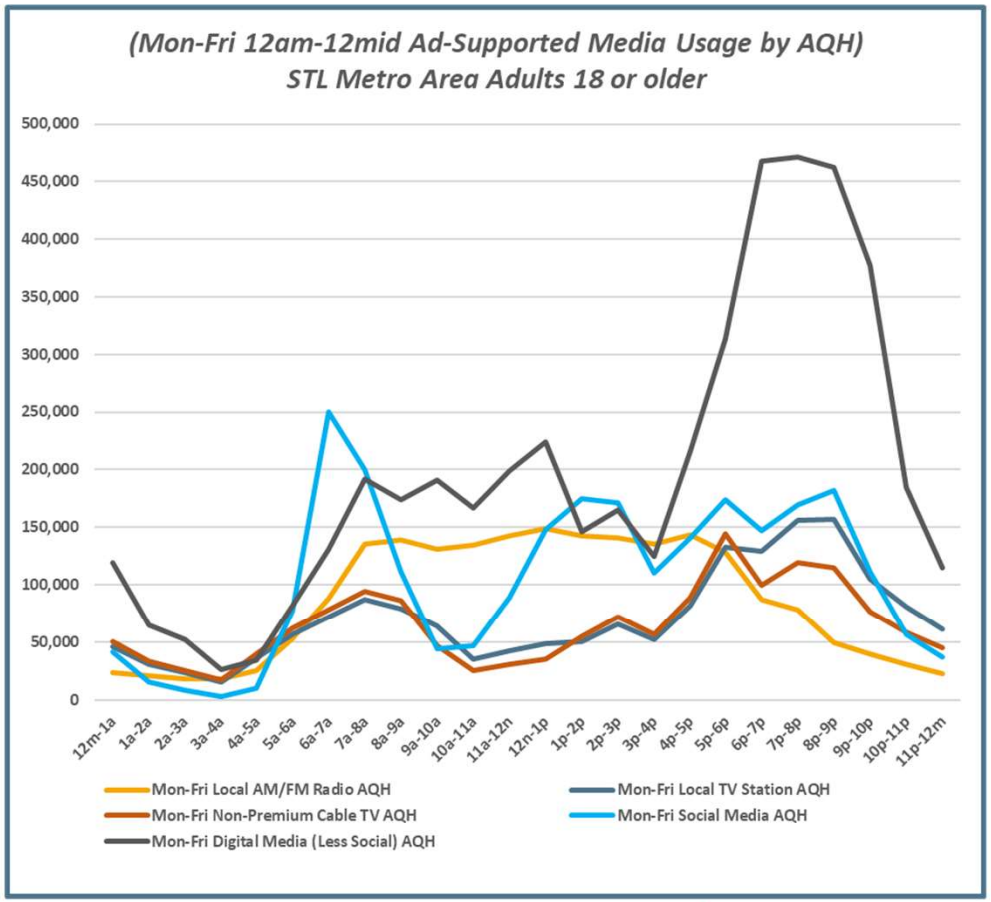
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(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 13,936; Social Media: 11,017; Local Radio: 8,384; Non-Prem. Cable: 6,049; Local TV: 5,202 reaching Adults 18 or older who made a purchase at a 7-ELEVEN or SPEEDWAY in the





STL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 109

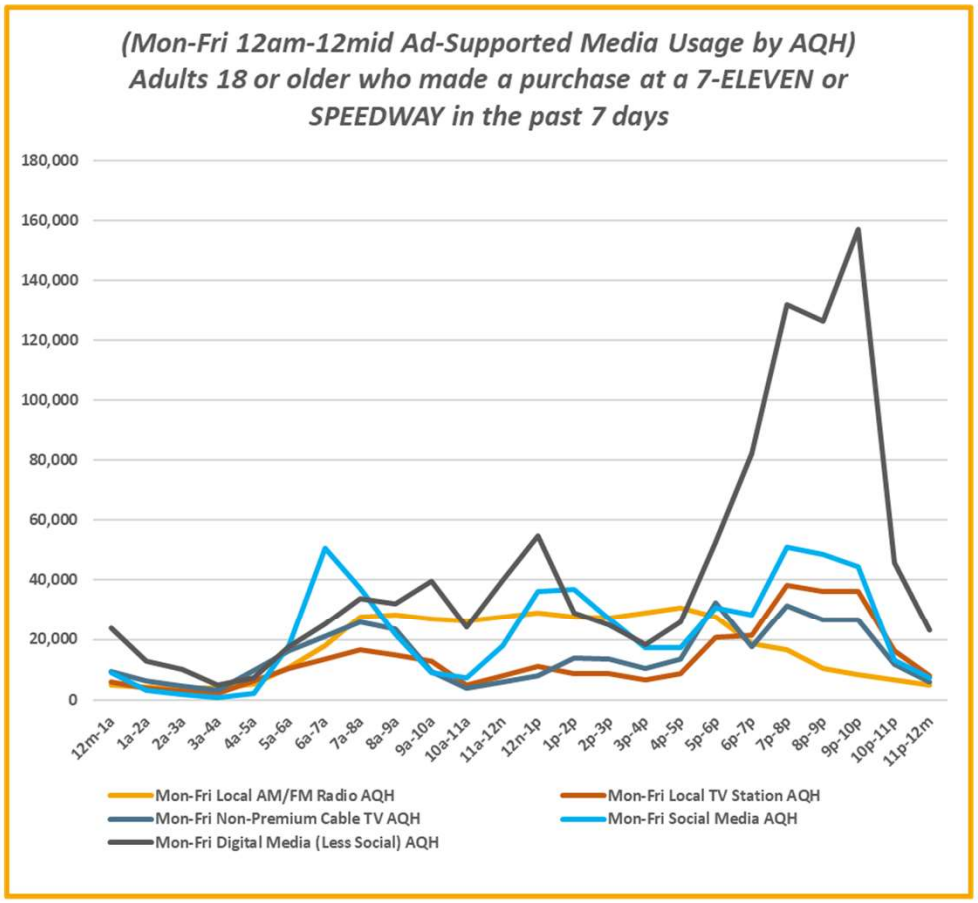
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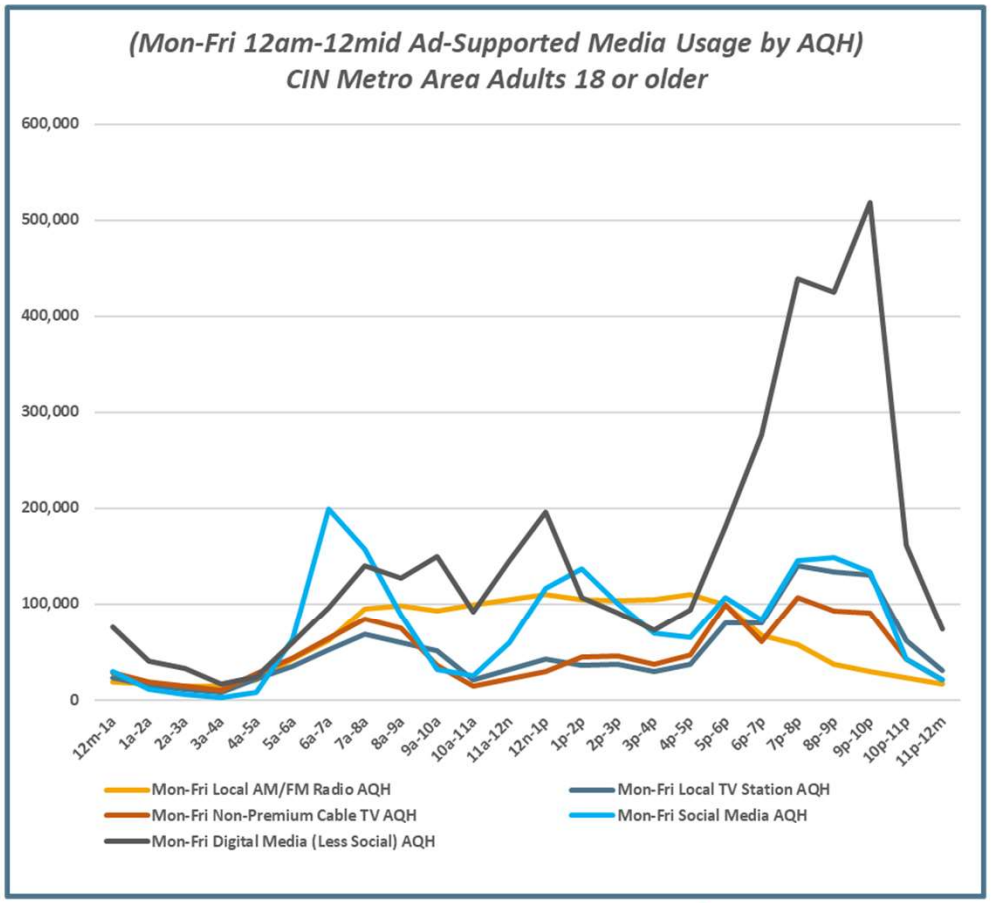
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(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)

CIN

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 37,108; Local Radio: 26,473; Social Media: 25,922; Non-Prem. Cable: 15,221; Local TV: 12,019 reaching Adults 18 or older who made a purchase at a 7-ELEVEN or SPEEDWAY in





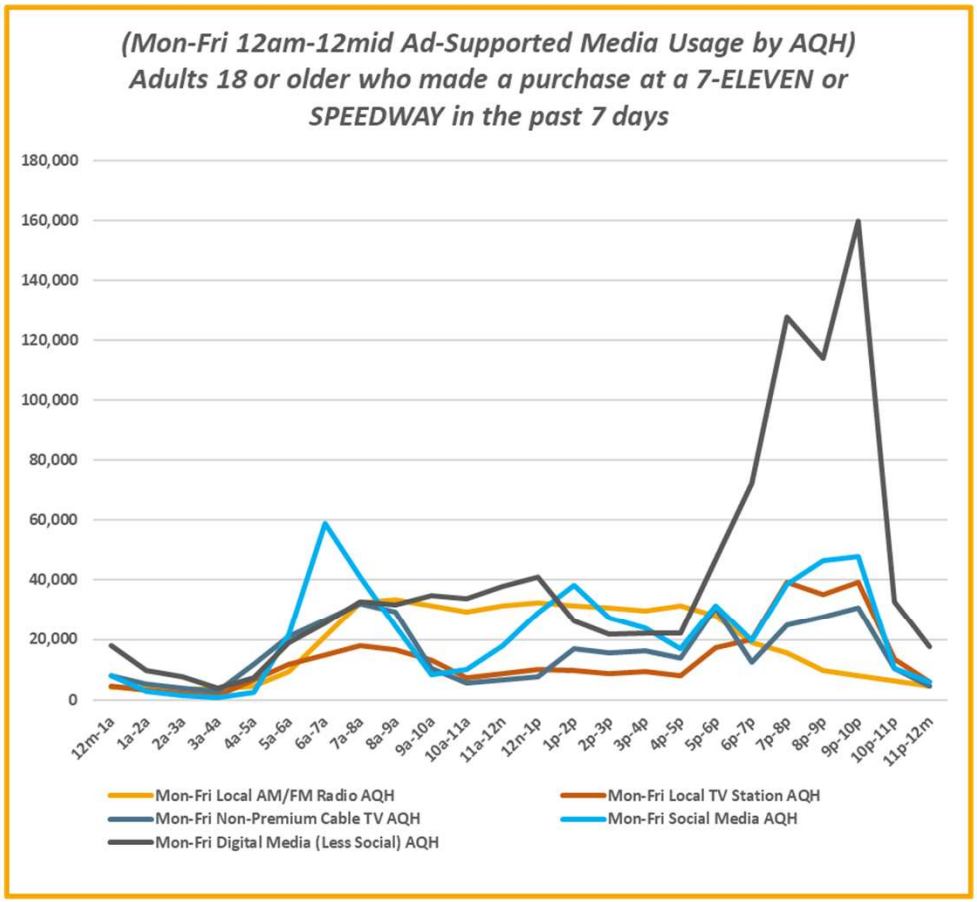
CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 455

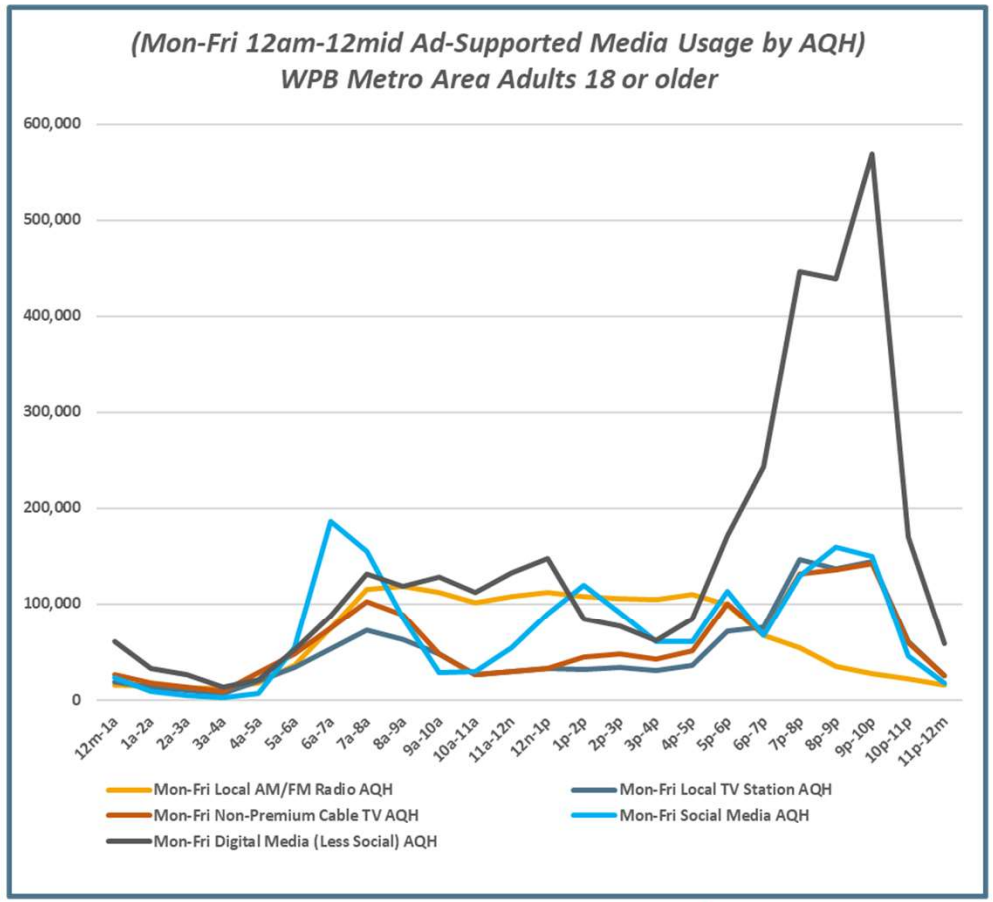
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(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 34,562; Local Radio: 29,336; Social Media: 26,689; Non-Prem. Cable: 17,284; Local TV: 12,386 reaching Adults 18 or older who made a purchase at a 7-ELEVEN or SPEEDWAY in





WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 584

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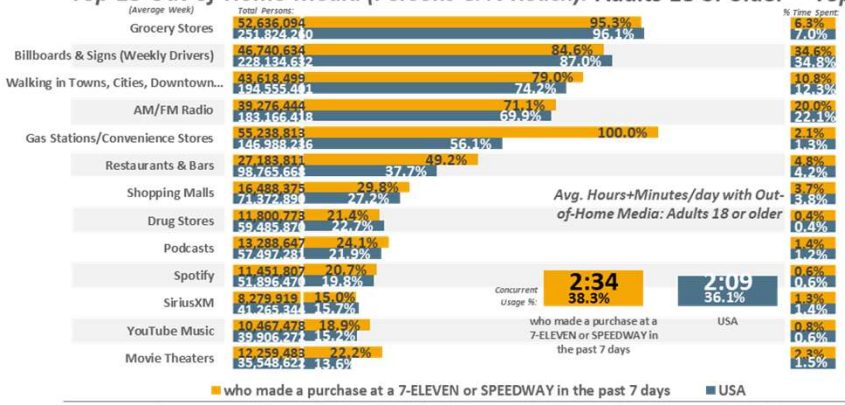
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(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)

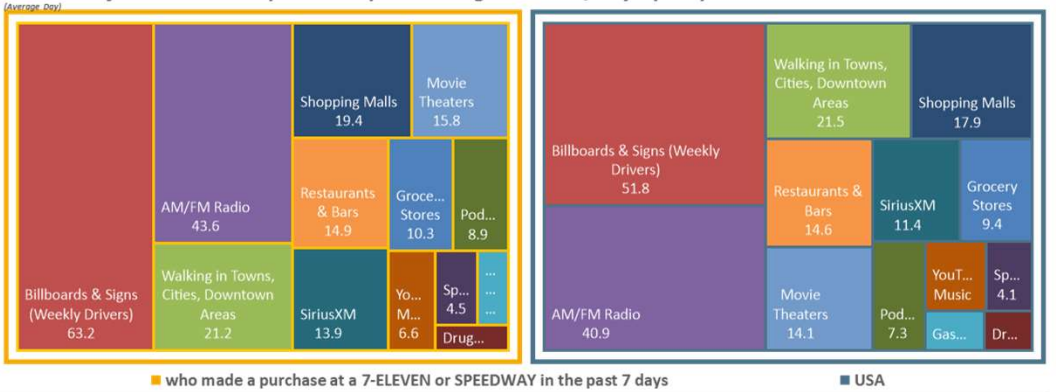
USA

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

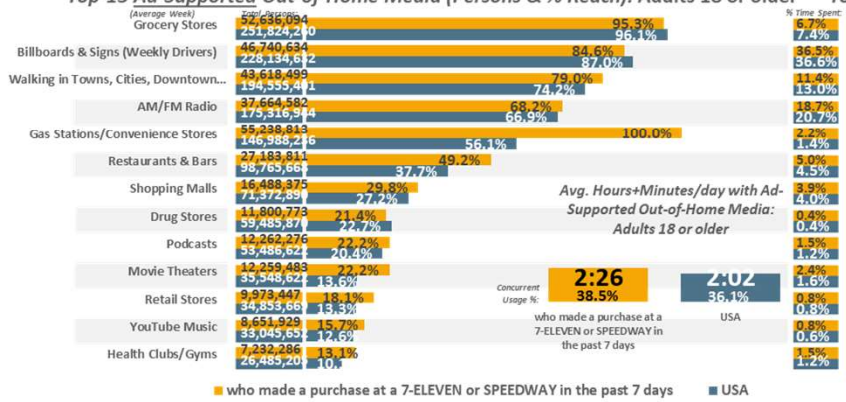
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



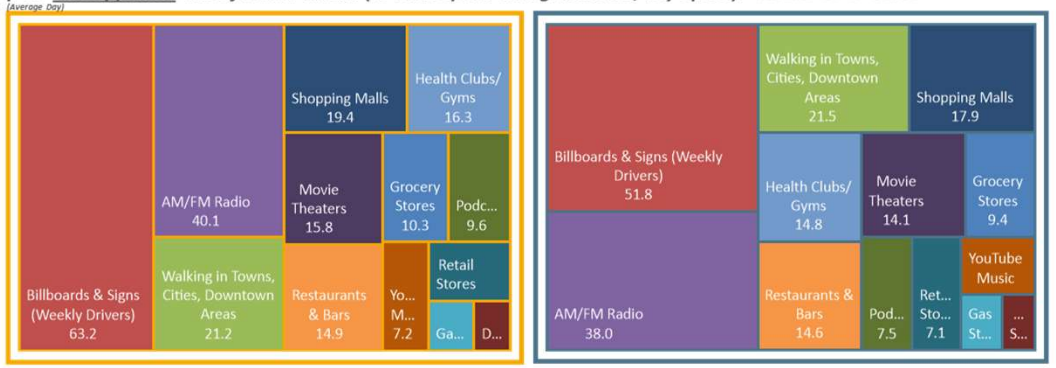
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

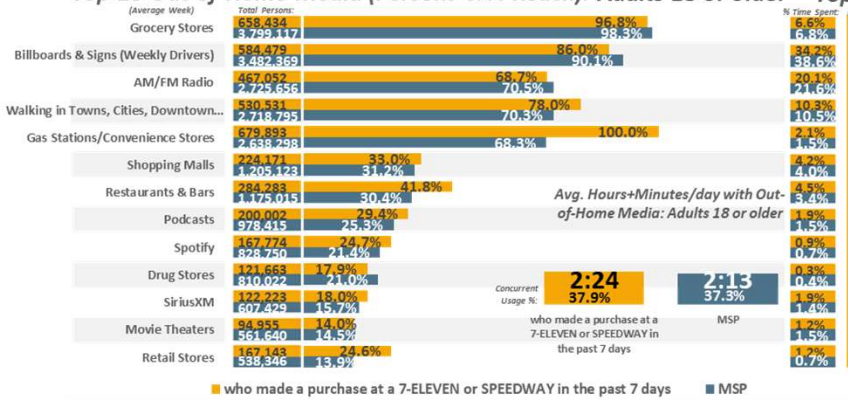
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(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)

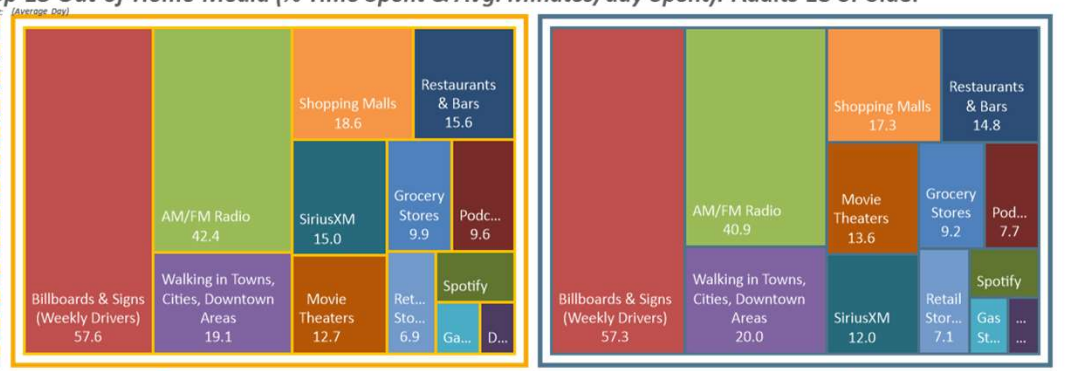
MSP

584,479 or 86.% of Adults 18 or older who made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days spend an average of 57.6 minutes per day driving, seeing Billboards and Signs. 64.4% Listen to Local Radio Stations Out-of-Home for an average of 37.1 m

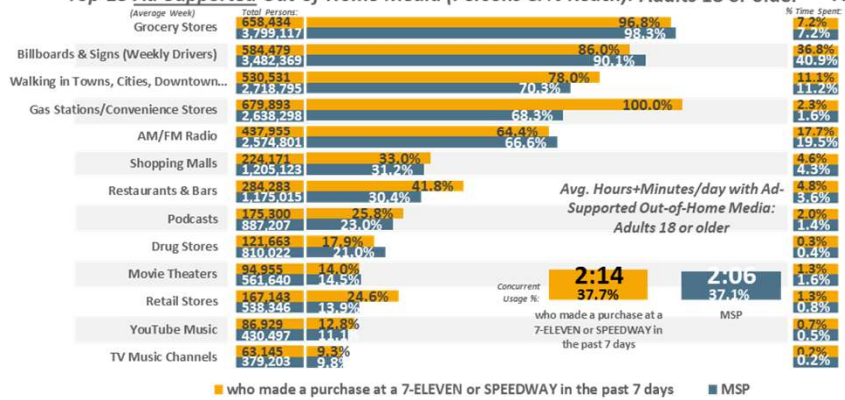
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



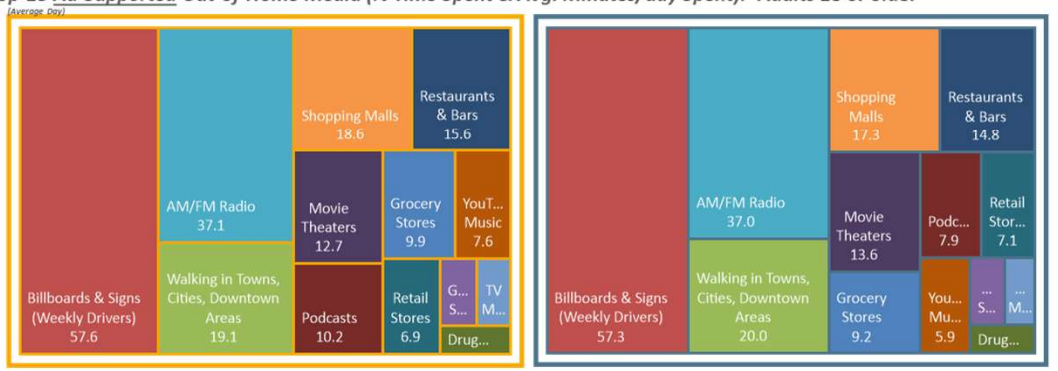
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 317

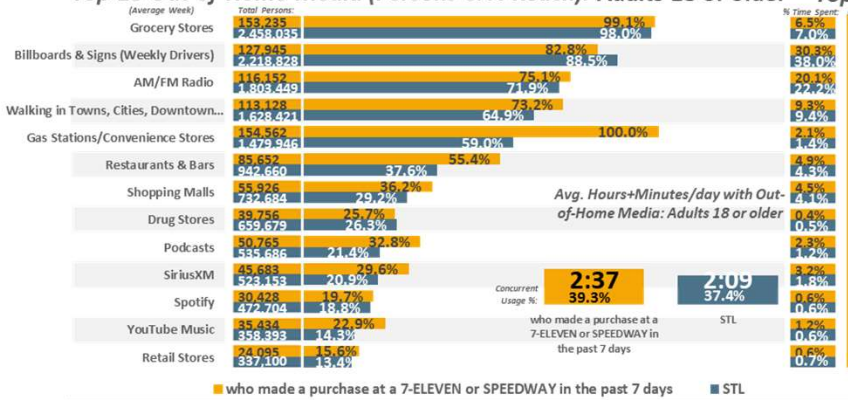
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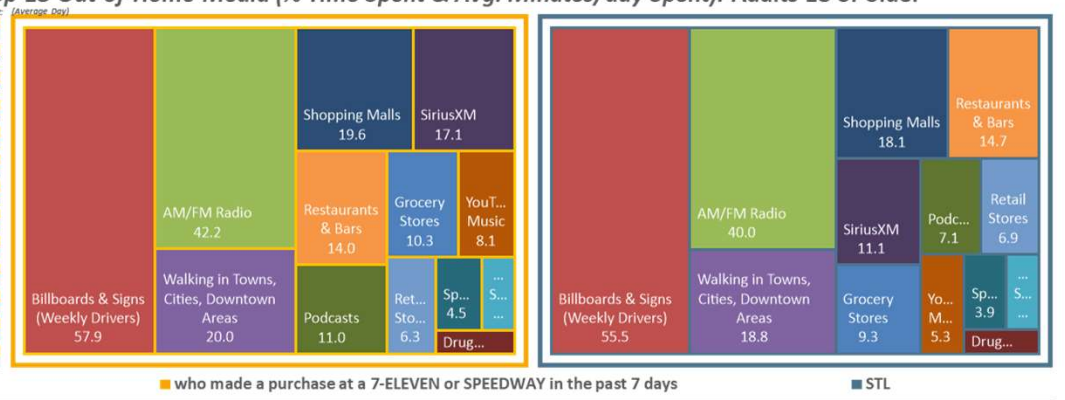
(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)

127,945 or 82.8% of Adults 18 or older who made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days spend an average of 57.9 minutes per day driving, seeing Billboards and Signs. 72.4% Listen to Local Radio Stations Out-of-Home for an average of 36.9

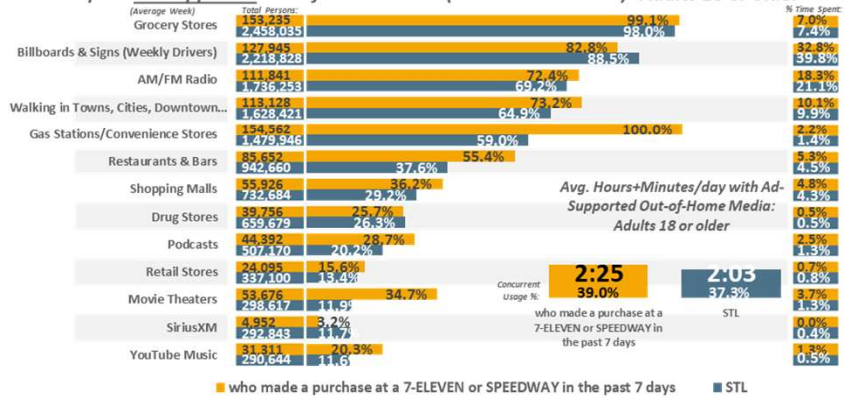
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



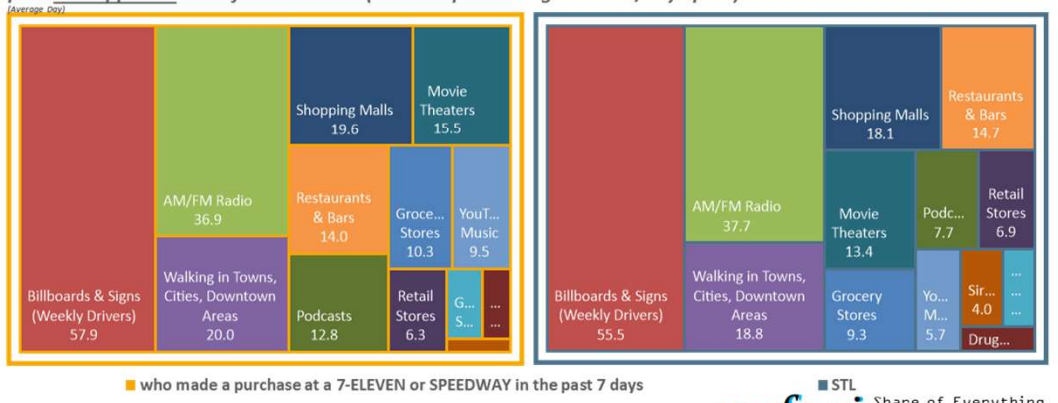
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



STL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 109

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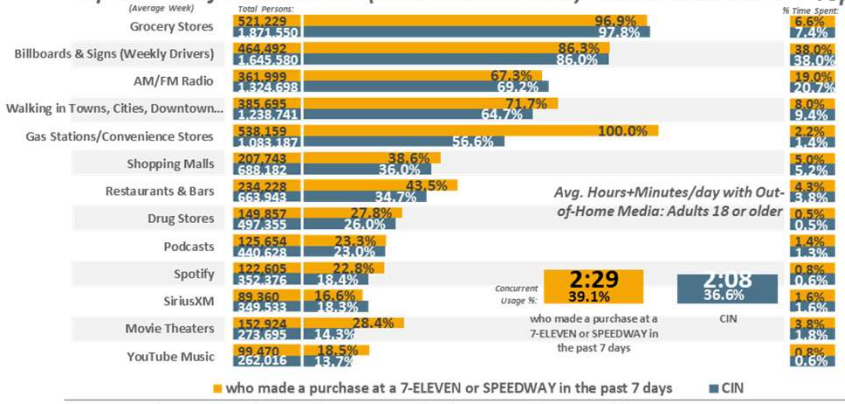
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(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)

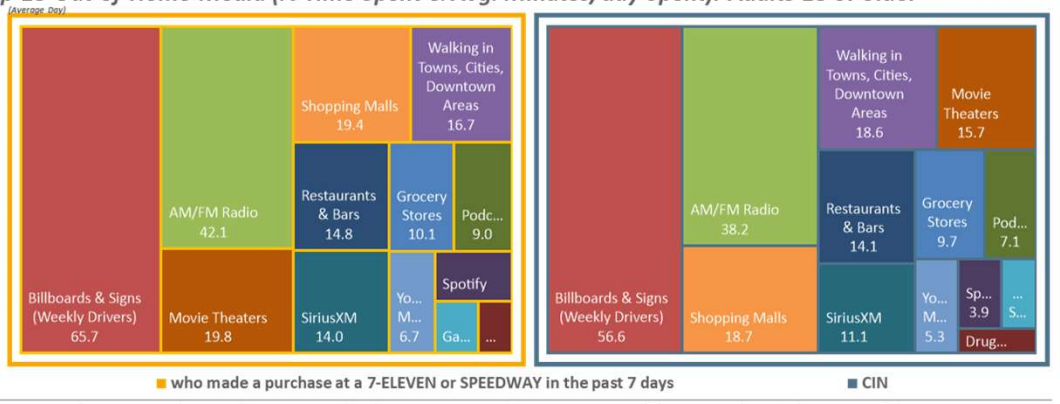
CIN

464,492 or 86.3% of Adults 18 or older who made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days spend an average of 65.7 minutes per day driving, seeing Billboards and Signs. 65.7% Listen to Local Radio Stations Out-of-Home for an average of 40.5

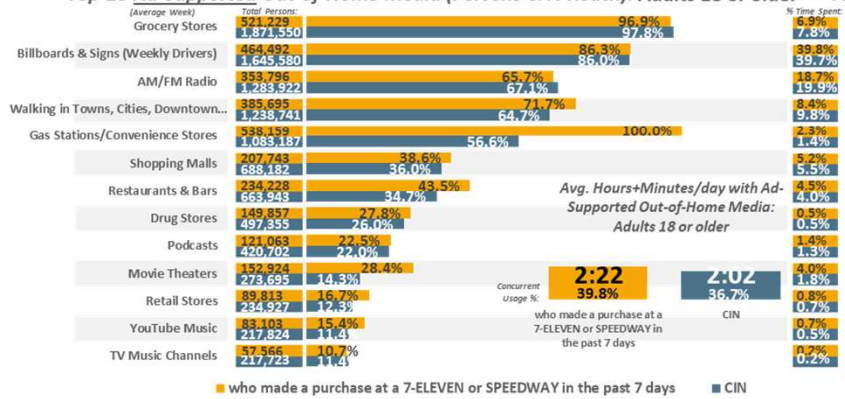
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



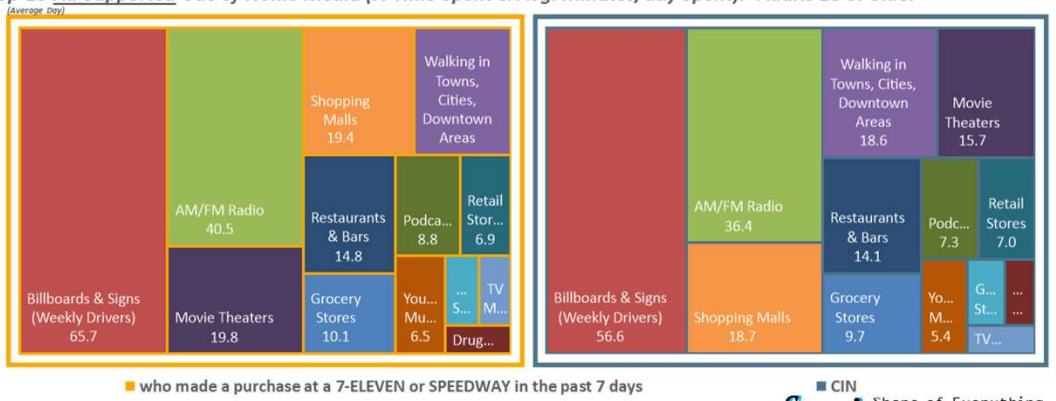
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 455

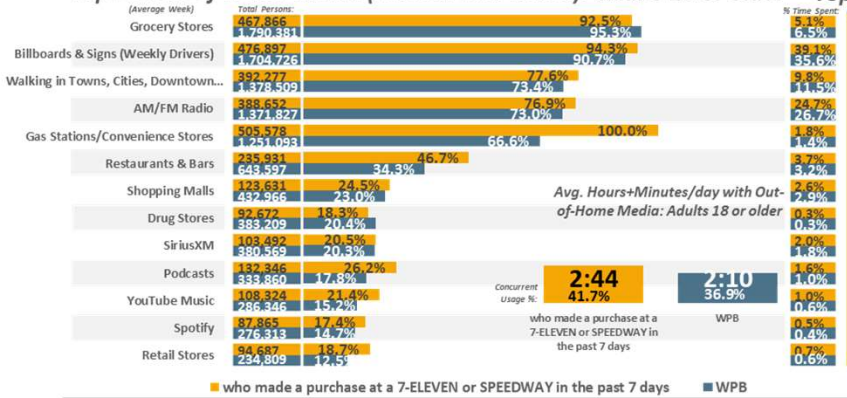
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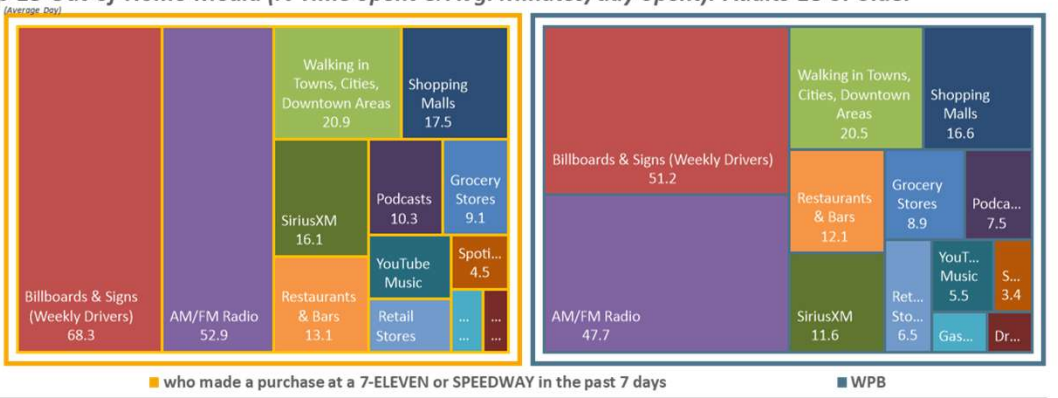
(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)

476,897 or 94.3% of Adults 18 or older who made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days spend an average of 68.3 minutes per day driving, seeing Billboards and Signs. 75.% Listen to Local Radio Stations Out-of-Home for an average of 49.9 m

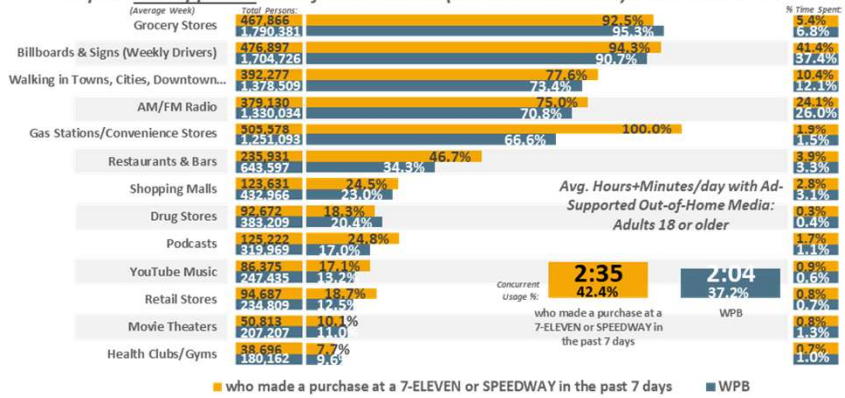
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



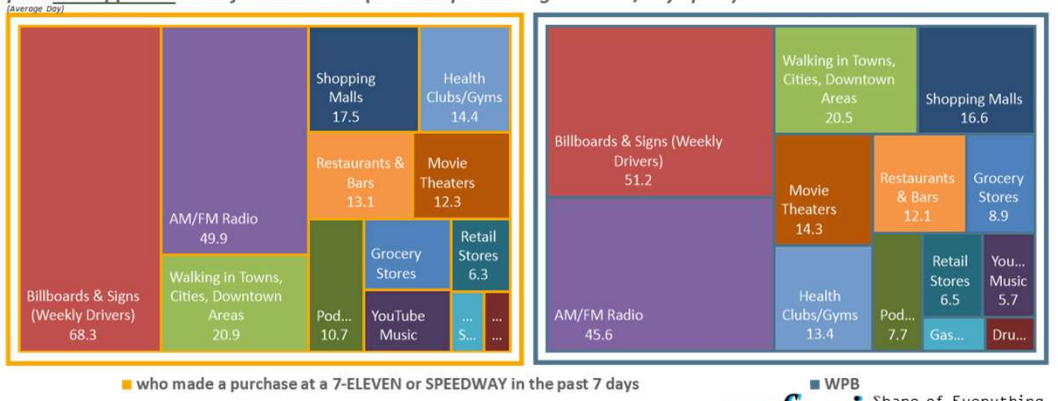
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 584

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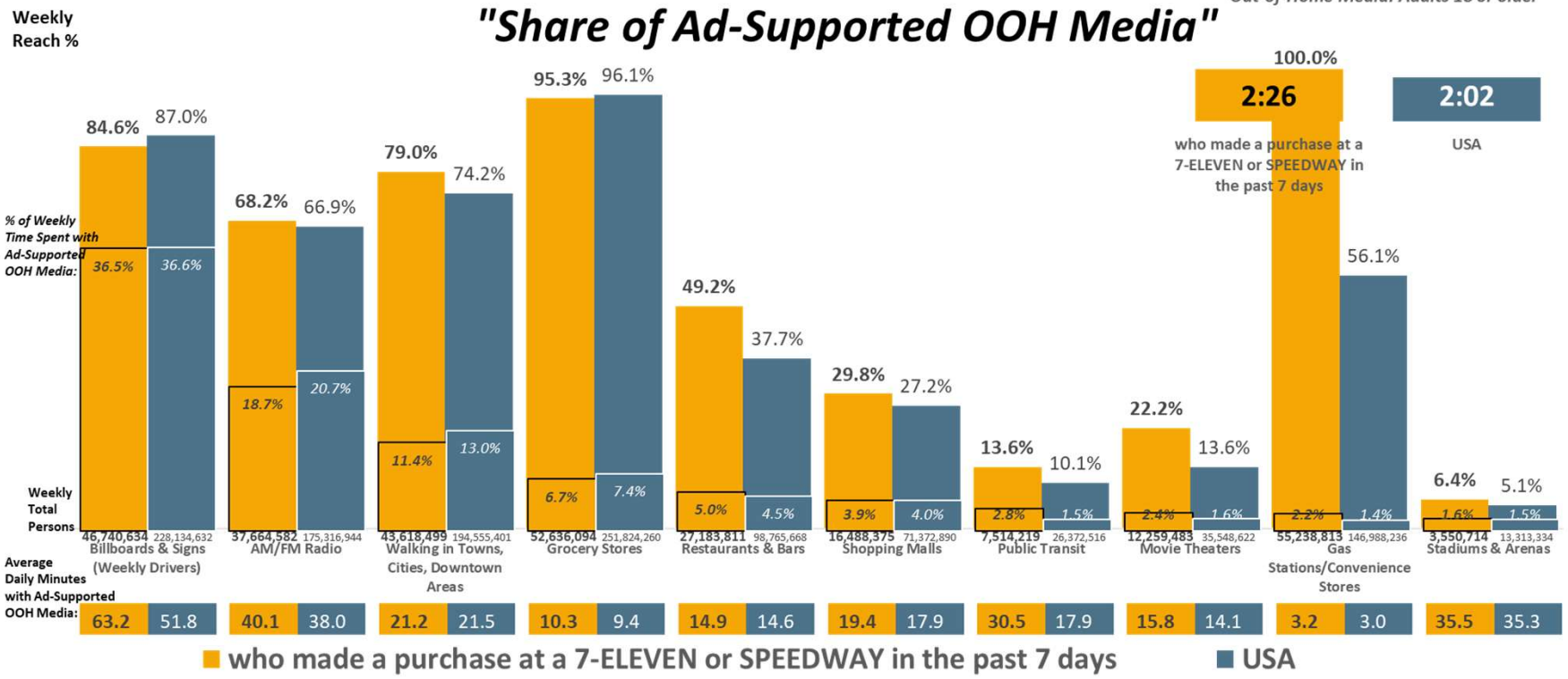
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(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)

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

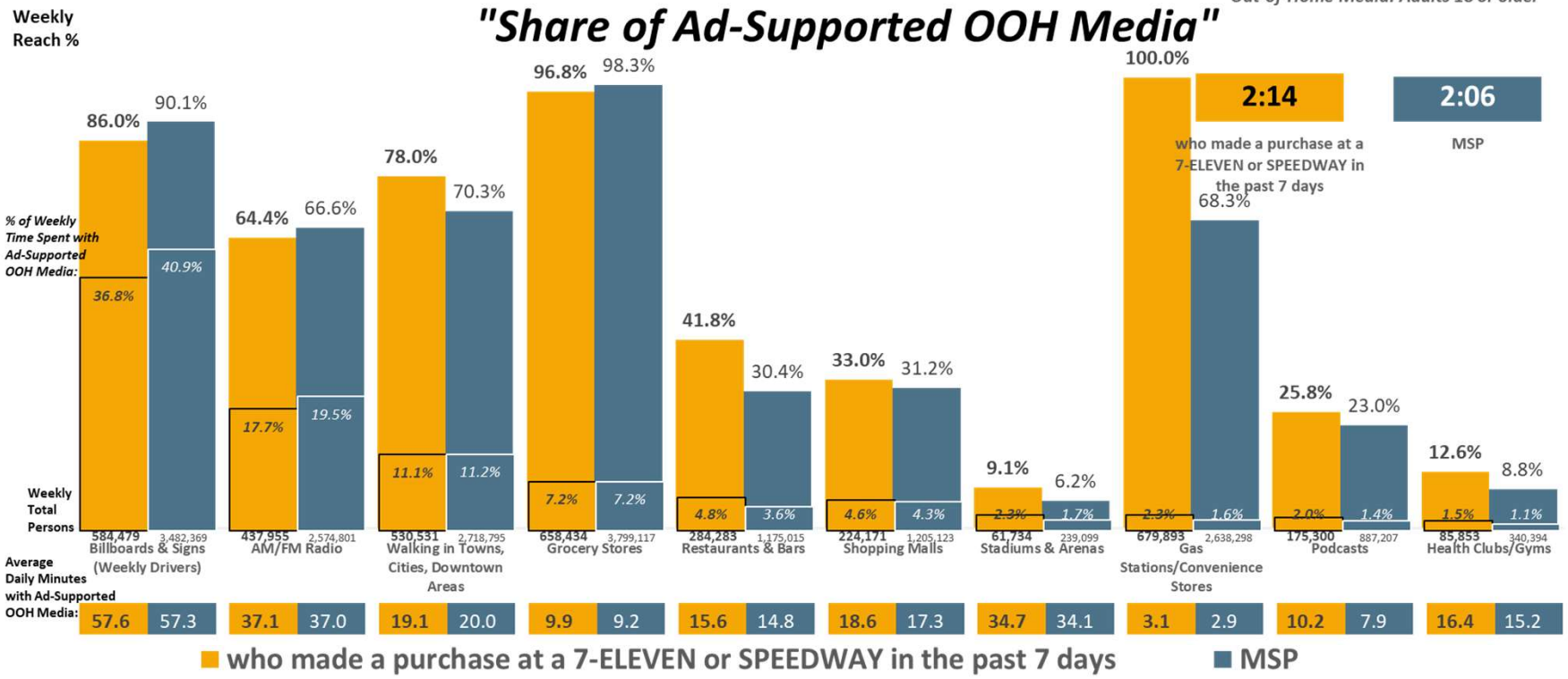
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(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)

584,479 or 86.% of Adults 18 or older who made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days spend an average of 57.6 minutes per day driving, seeing Billboards and Signs representing 36.8% 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"



MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 317 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,862

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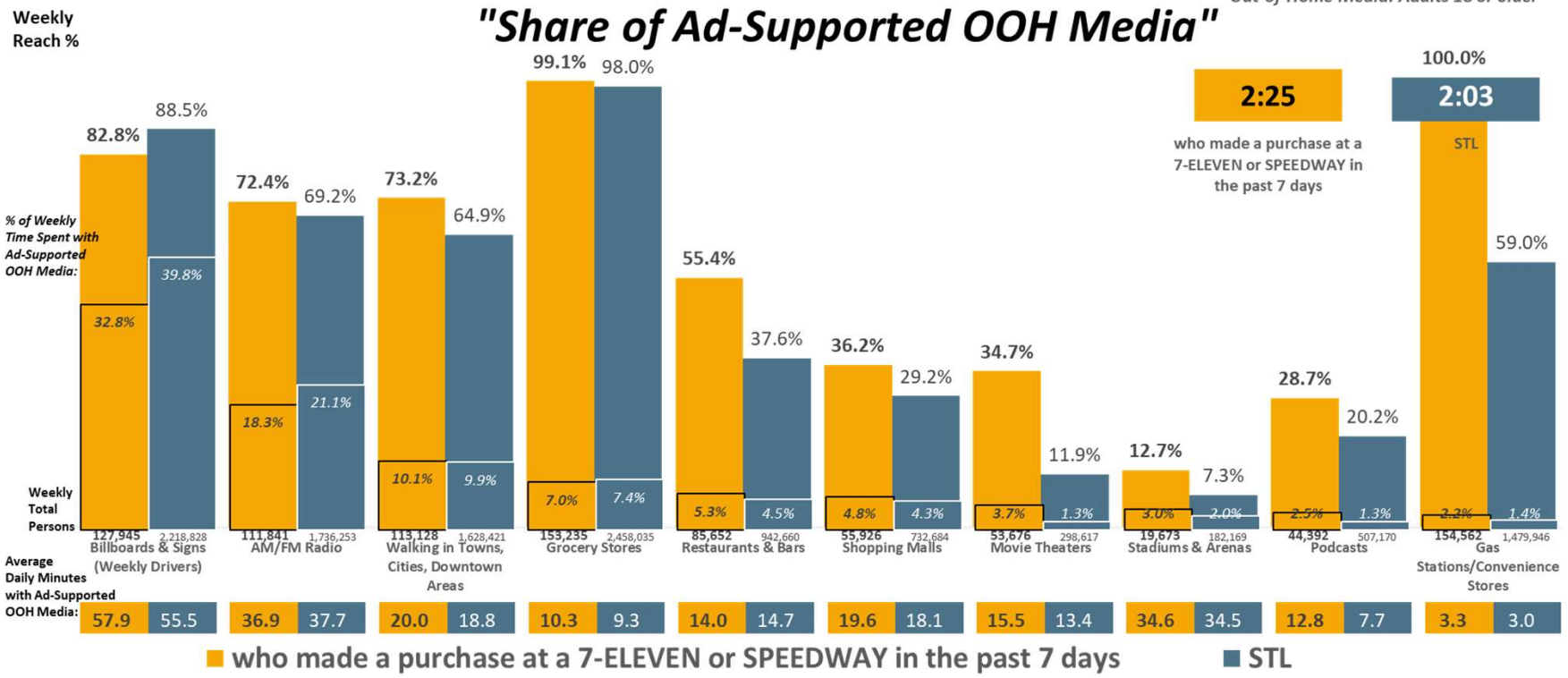
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(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)

127,945 or 82.8% of Adults 18 or older who made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days spend an average of 57.9 minutes per day driving, seeing Billboards and Signs representing 32.8% 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"



STL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 109 ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,933

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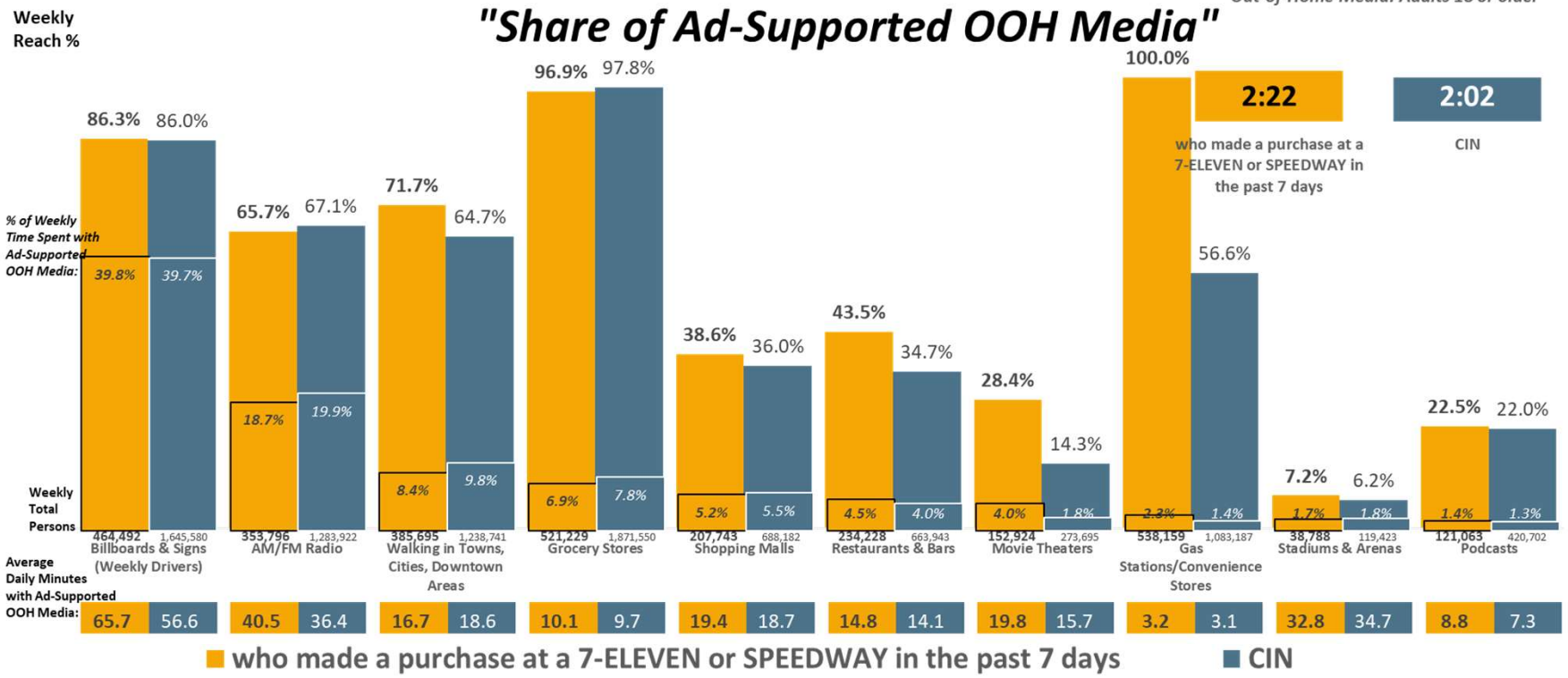
(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)

CIN

464,492 or 86.3% of Adults 18 or older who made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days spend an average of 65.7 minutes per day driving, seeing Billboards and Signs representing 39.8% 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"



CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 455 CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,879

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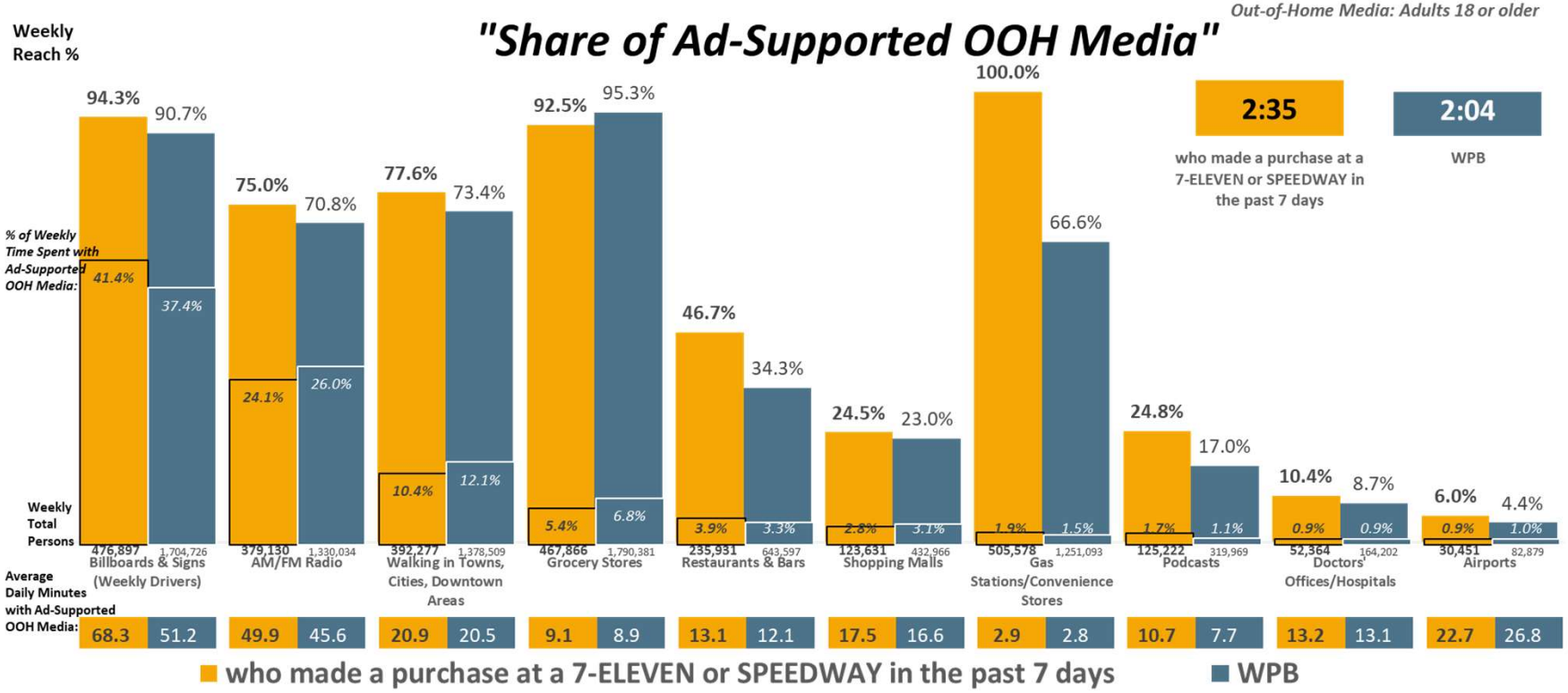
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(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)



476,897 or 94.3% of Adults 18 or older who made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days spend an average of 68.3 minutes per day driving, seeing Billboards and Signs representing 41.4% of all Time Spent with Ad-Supported Out-of-Home Media.

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



WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 584 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 2,464

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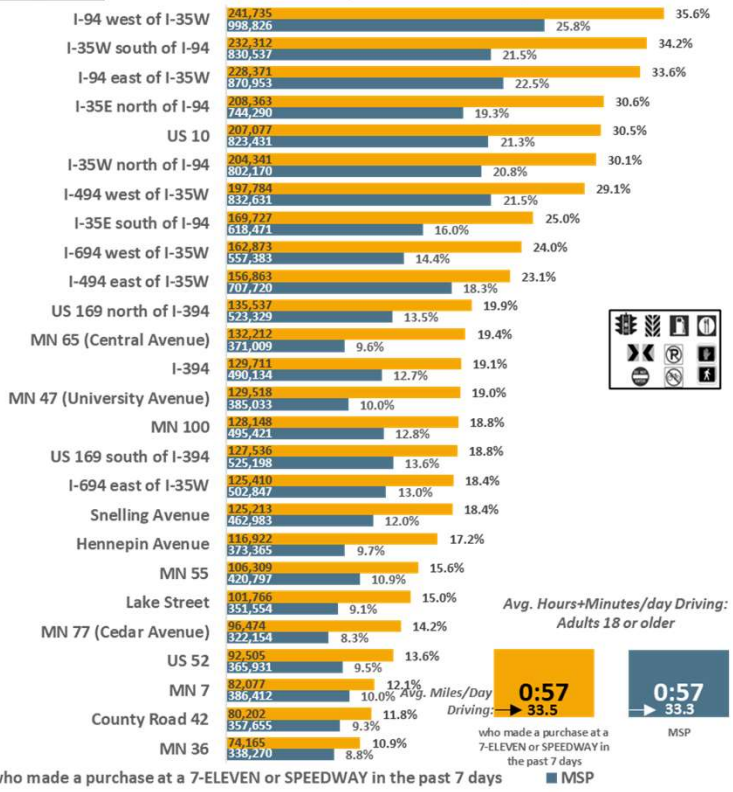
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(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)

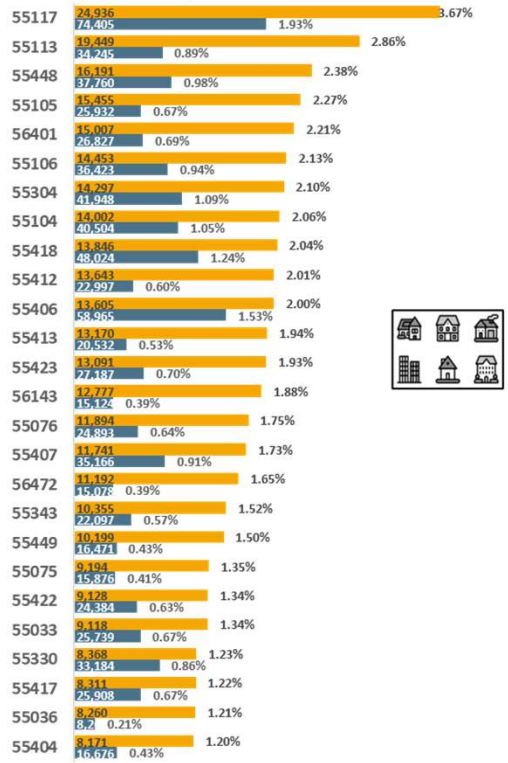
MSP

584,479 or 86.% of Adults 18 or older who made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days spend an average of 57.6 minutes per day driving an average of 33.5 miles each day and are 102.6% more likely to use MN 65 (Central Avenue) than the Met

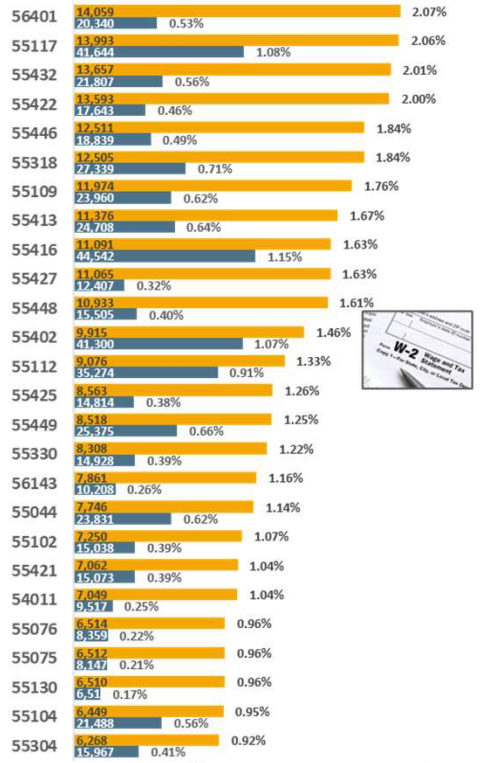
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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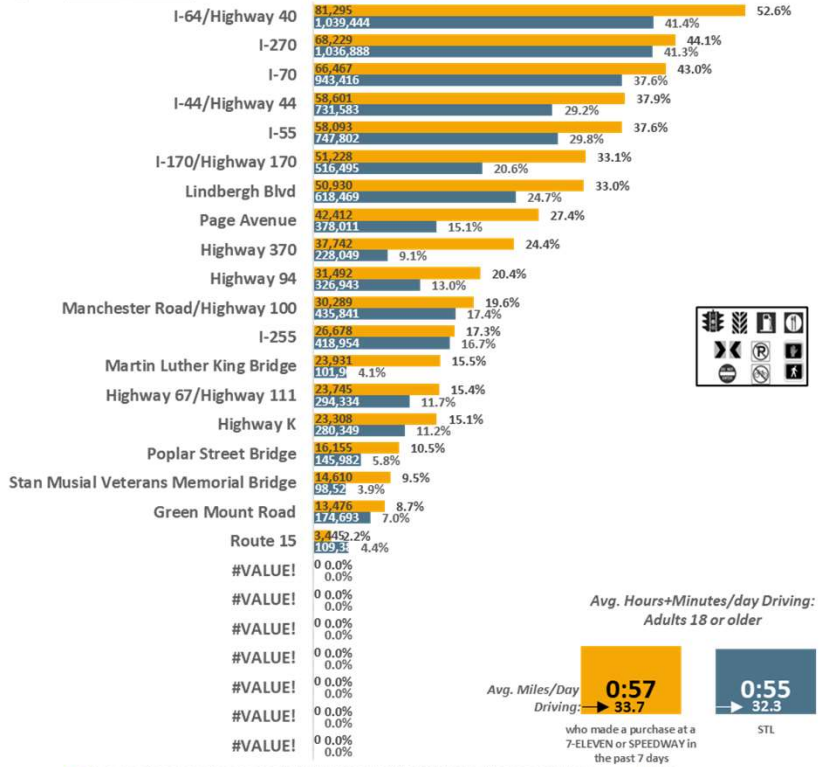
MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 317

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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)

127,945 or 82.8% of Adults 18 or older who made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days spend an average of 57.9 minutes per day driving an average of 33.7 miles each day and are 281.% more likely to use Martin Luther King Bridge than the

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



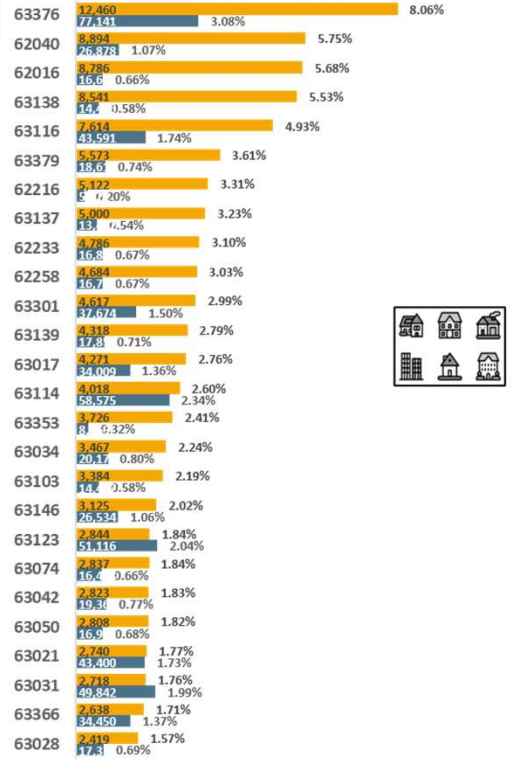
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving: → 33.7

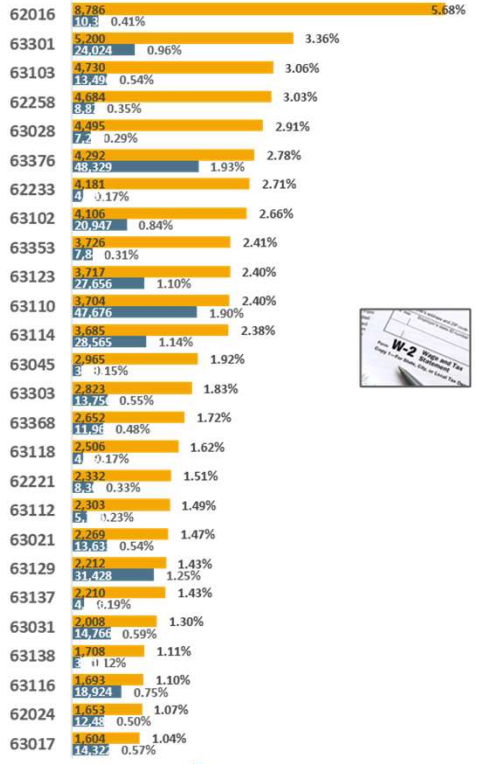
0:57 who made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days

0:55 → 32.3 STL

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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STL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 109

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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)

CIN

464,492 or 86.3% of Adults 18 or older who made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days spend an average of 65.7 minutes per day driving an average of 38.2 miles each day and are 67.9% more likely to use Route 747 than the Metro average.

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		CIN	
I-75	335,579	62.4%	1,054,643	55.1%
I-275	324,760	60.3%	1,021,536	53.4%
I-71	243,171	45.2%	884,229	46.2%
Dixie Highway	153,691	28.6%	374,129	19.6%
US 22 (Montgomery Road)	108,847	20.2%	415,117	21.7%
I-471	106,444	19.8%	339,189	17.7%
I-74	103,403	19.2%	340,869	17.8%
US 27 (Colerain Avenue)	99,038	18.4%	284,757	14.9%
Ronald Reagan Cross County Highway	83,367	15.5%	321,681	16.8%
US 127 (Hamilton Avenue)	80,008	14.9%	240,465	12.6%
Route 42	76,584	14.2%	231,946	12.1%
Winton Road	75,051	13.9%	212,322	11.1%
US 50 (River Road)	65,914	12.2%	219,904	11.5%
Norwood Lateral Expressway	65,356	12.1%	198,060	10.4%
State Road 125 (Beechmont Avenue/Ohio Pike)	62,984	11.7%	198,406	10.4%
Route 747	62,593	11.6%	132,512	6.9%
Route 32	60,922	11.3%	221,894	11.6%
Route 48	56,545	10.5%	151,809	7.9%
Glenway Avenue	56,236	10.4%	196,642	10.3%
Harrison Avenue	49,463	9.2%	206,927	10.8%
State Road 747 (Princeton, Glendale Road)	48,595	9.0%	133,587	7.0%
Route 28	48,487	9.0%	143,197	7.5%
US 50 (Columbia Parkway)	47,068	8.7%	155,727	8.1%
Loveland - Madeira Road	42,929	8.0%	150,662	7.9%
I-675	41,861	7.8%	93,495	4.9%
Red Bank Road	38,845	7.2%	169,775	8.9%

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

Avg. Miles/Day Driving: 38.2

1:05 — who made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days

0:56 (32.9) — CIN

Top-26 Residential Zip Codes: Adults 18 or older

45044	27,232	5.06%
	49,717	2.60%
45011	24,685	4.59%
	56,667	2.96%
45013	17,975	3.34%
	51,870	2.71%
45255	16,130	3.00%
	27,732	1.45%
45036	15,029	2.79%
	33,600	1.76%
45066	14,648	2.72%
	25,911	1.35%
41042	14,625	2.72%
	42,124	2.20%
45056	13,836	2.57%
	40,618	2.12%
45231	12,973	2.41%
	39,249	2.05%
41011	12,877	2.39%
	22,464	1.17%
45102	10,776	2.00%
	29,834	1.56%
41018	10,408	1.93%
	31,103	1.63%
45103	10,000	1.86%
	33,383	1.74%
45238	9,639	1.79%
	36,316	1.90%
45212	9,054	1.68%
	23,455	1.23%
45014	9,007	1.67%
	30,709	1.60%
41040	8,753	1.63%
	11,580	0.61%
45133	8,453	1.57%
	19,190	1.00%
45650	8,205	1.52%
	9,027	0.47%
45244	8,158	1.52%
	27,388	1.43%
41001	7,533	1.40%
	17,714	0.93%
45005	7,461	1.39%
	25,629	1.34%
45239	7,421	1.38%
	25,839	1.35%
41071	7,000	1.30%
	15,276	0.80%
45225	6,960	1.29%
	8,610	0.45%
41005	6,438	1.20%
	25,101	1.31%

Top-26 Employment Zip Codes: Adults 18 or older

45044	19,036	3.54%
	33,670	1.76%
45229	14,007	2.60%
	31,537	1.65%
45011	13,810	2.57%
	20,565	1.07%
41018	11,942	2.22%
	28,928	1.51%
45202	10,904	2.03%
	40,127	2.10%
45212	10,362	1.93%
	18,851	0.99%
45036	9,329	1.73%
	13,900	0.73%
45014	9,063	1.68%
	31,556	1.65%
45251	8,966	1.67%
	10,555	0.55%
45013	8,272	1.54%
	21,970	1.15%
41076	7,950	1.48%
	11,527	0.60%
45069	7,733	1.44%
	28,690	1.50%
45103	7,494	1.39%
	21,358	1.12%
45056	6,608	1.23%
	20,854	1.09%
41042	6,470	1.20%
	28,547	1.49%
45239	6,105	1.13%
	16,828	0.88%
41015	6,054	1.12%
	12,922	0.68%
45240	5,892	1.09%
	9,187	0.48%
41071	5,808	1.08%
	11,659	0.61%
45342	5,524	1.03%
	5,892	0.31%
45245	5,317	0.99%
	6,332	0.33%
45066	5,140	0.96%
	8,289	0.43%
45249	4,892	0.91%
	12,653	0.66%
41091	4,528	0.84%
	8,767	0.46%
45040	4,492	0.83%
	36,052	1.88%
45242	4,345	0.81%
	21,452	1.12%

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CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 455

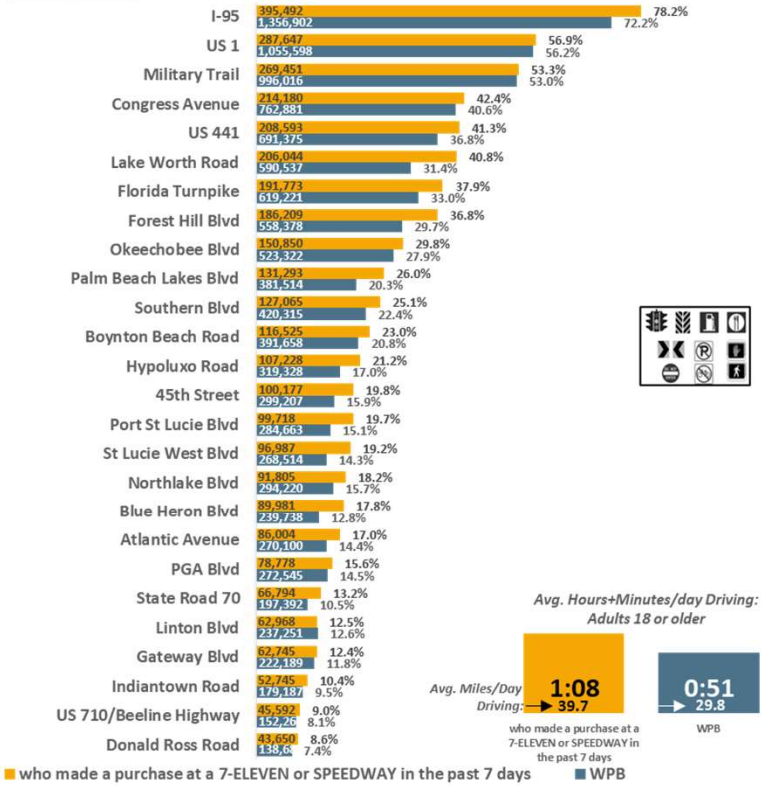
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(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)

WPB

476,897 or 94.3% of Adults 18 or older who made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days spend an average of 68.3 minutes per day driving an average of 39.7 miles each day and are 39.5% more likely to use Blue Heron Blvd than the Metro aver

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



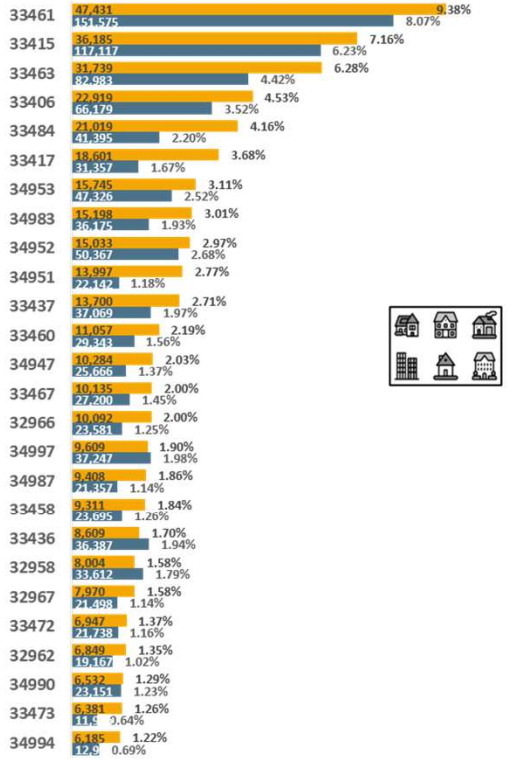
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving: 39.7

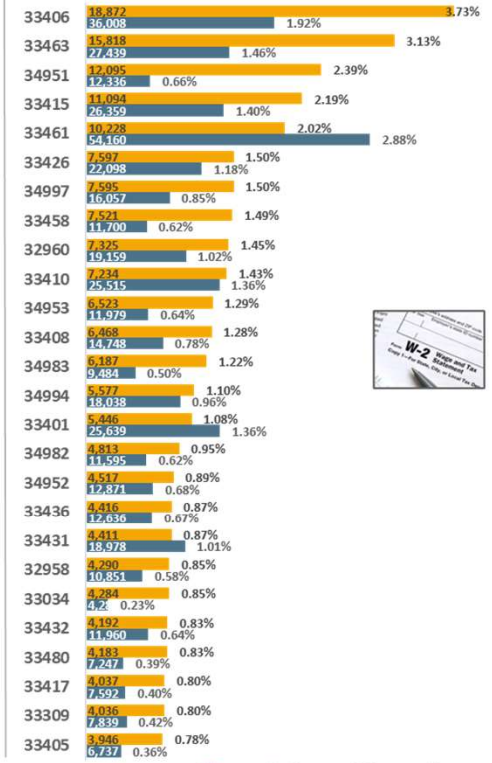
who made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days

WPB

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



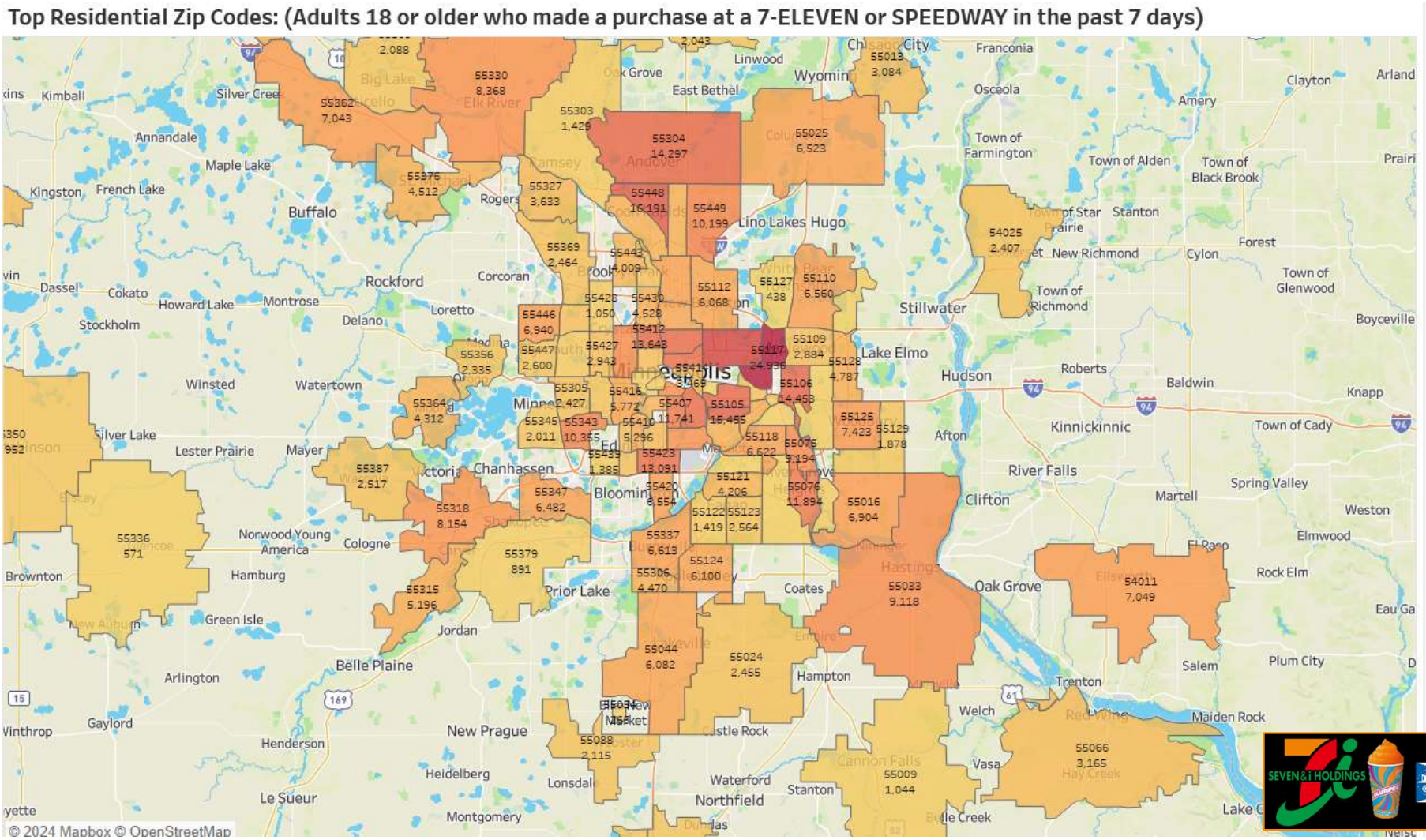
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WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 584

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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)



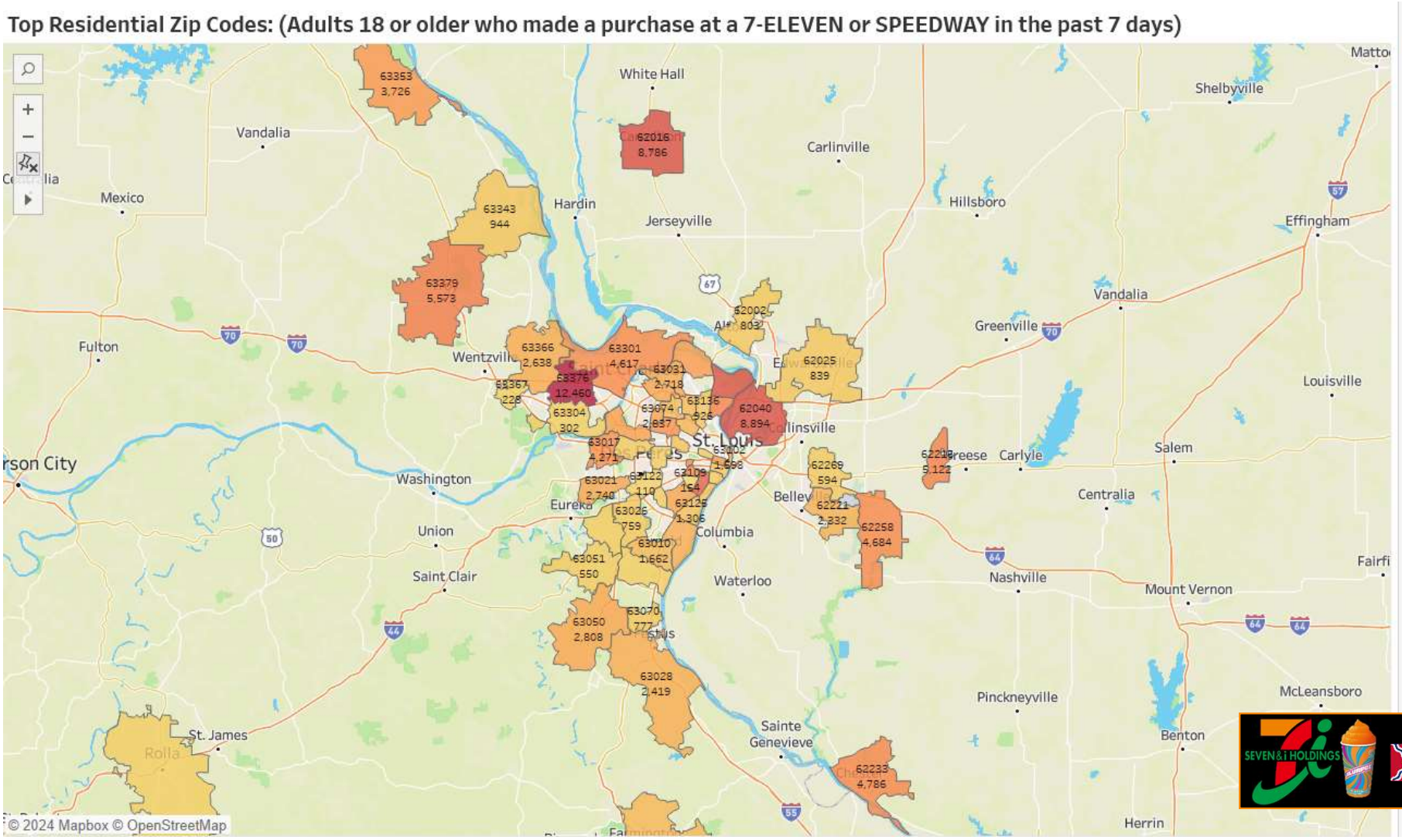
MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 317

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

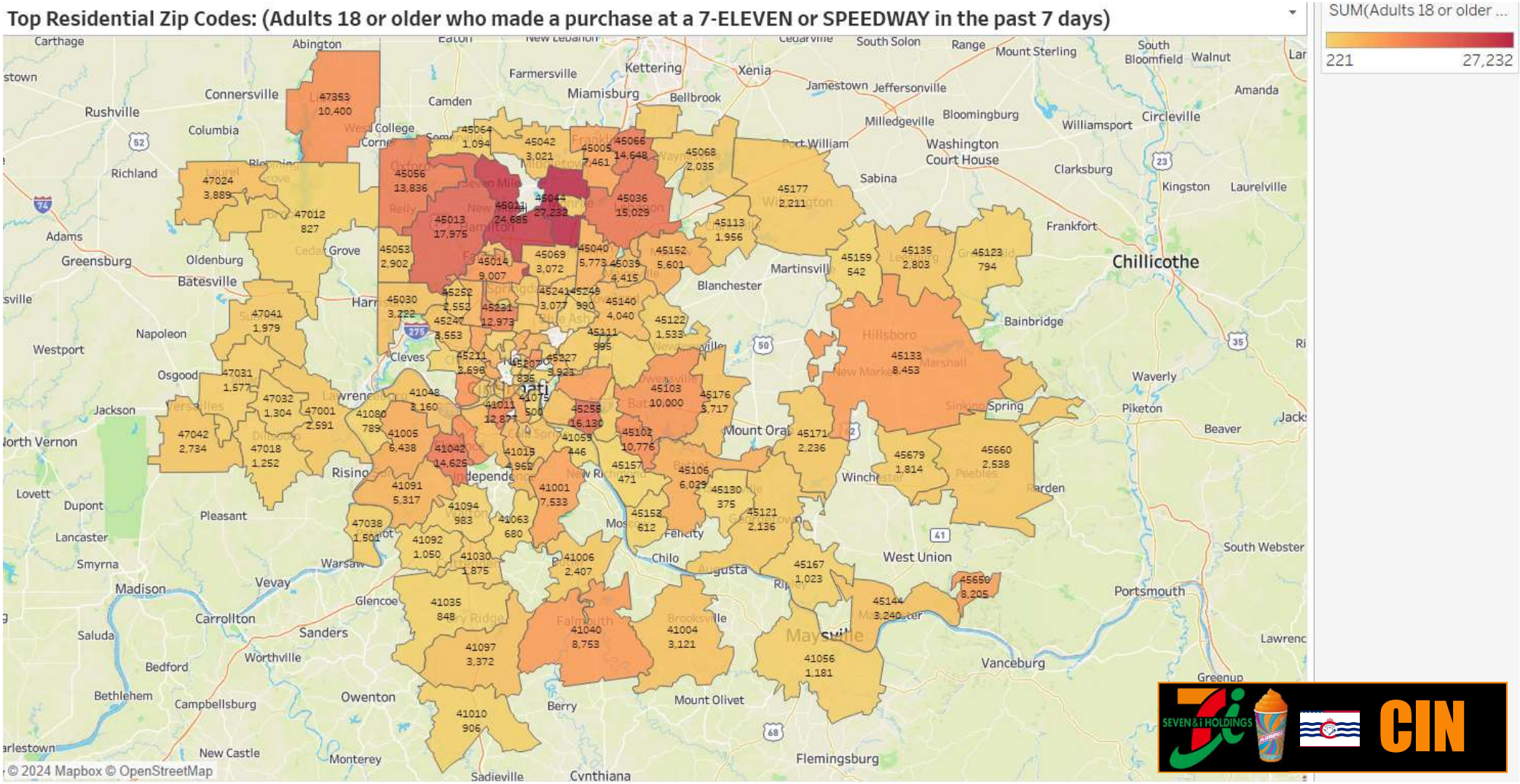


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(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)

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

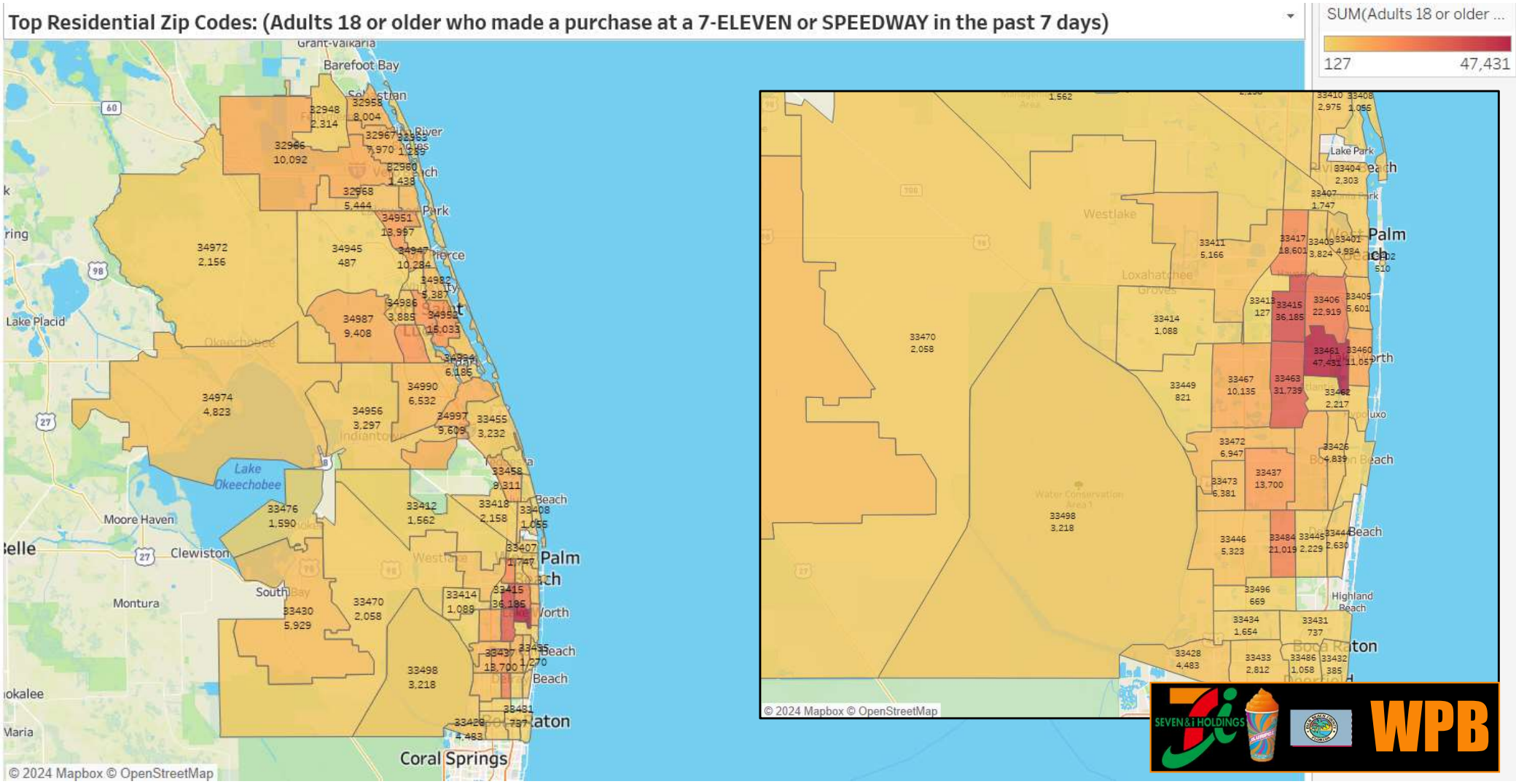


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(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)

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



WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 584

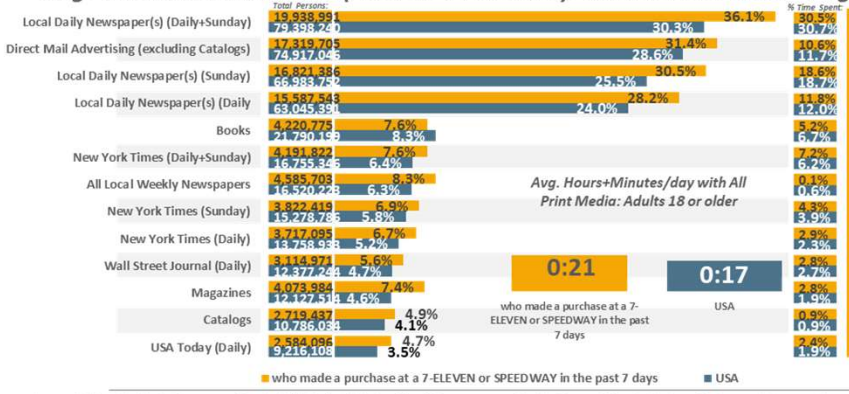
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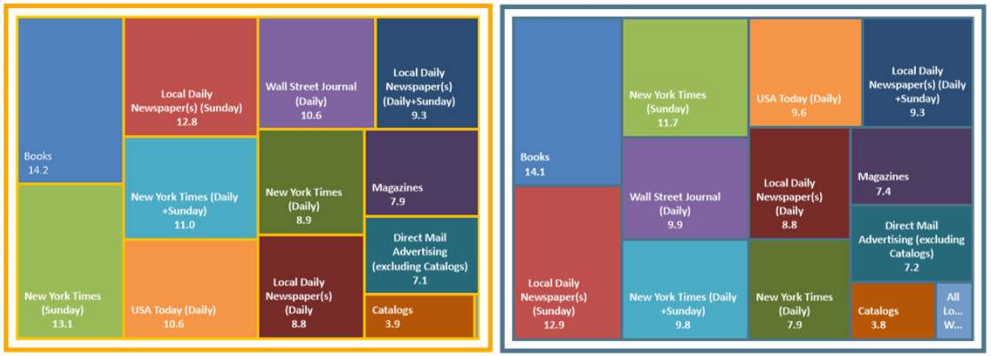
(Convenience stores bought any item past 7 days (HHLD): 7-Eleven OR Convenience stores bought any item past 7 days (HHLD): Speedway)

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

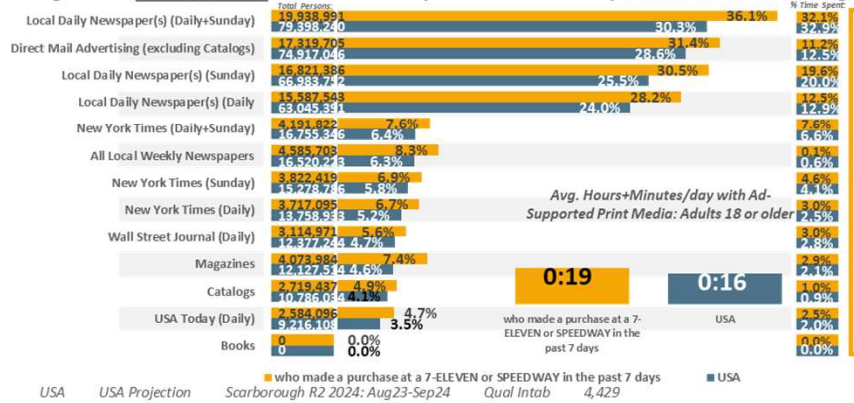
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



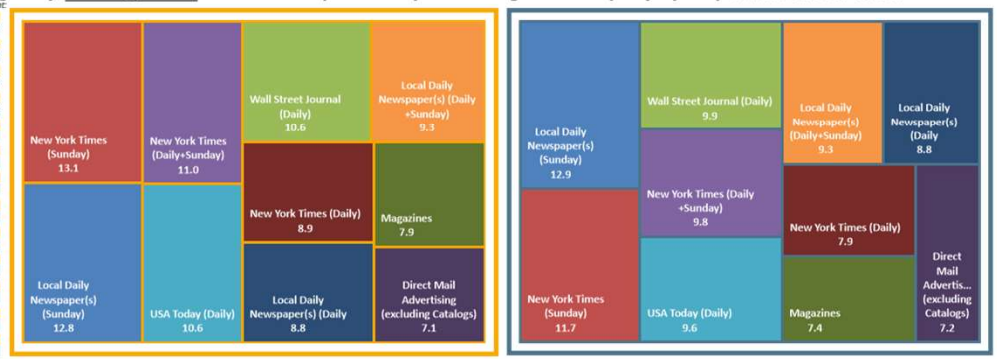
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

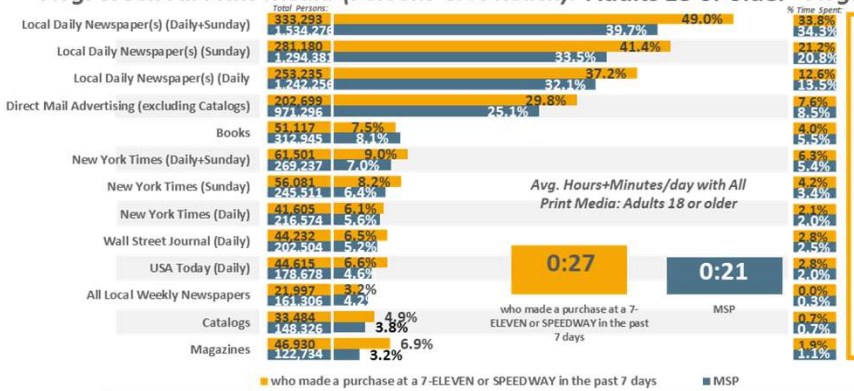
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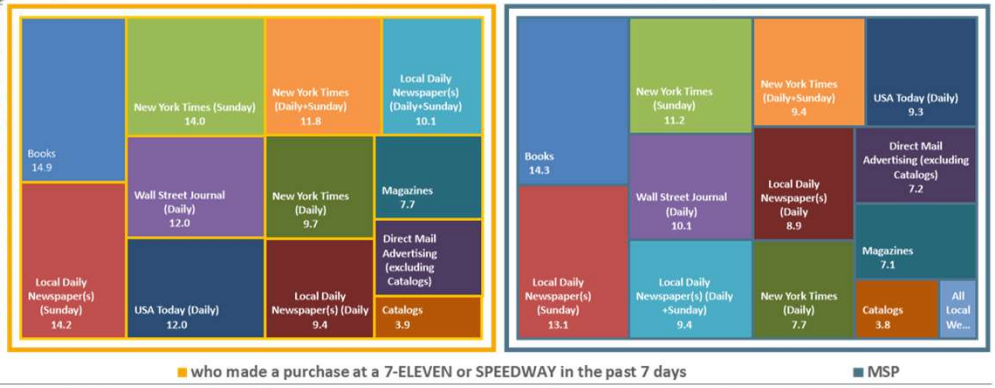
MSP

333,293 or 49.% 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 10.1 minutes every day representing 35.2% of all time spent daily with All forms of Prin

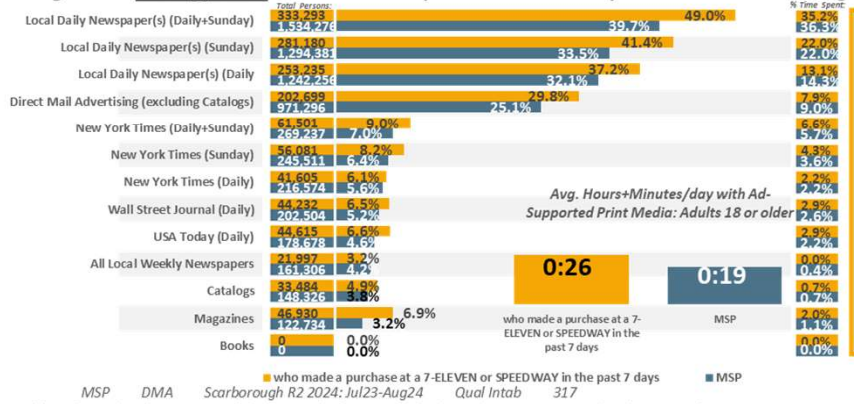
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



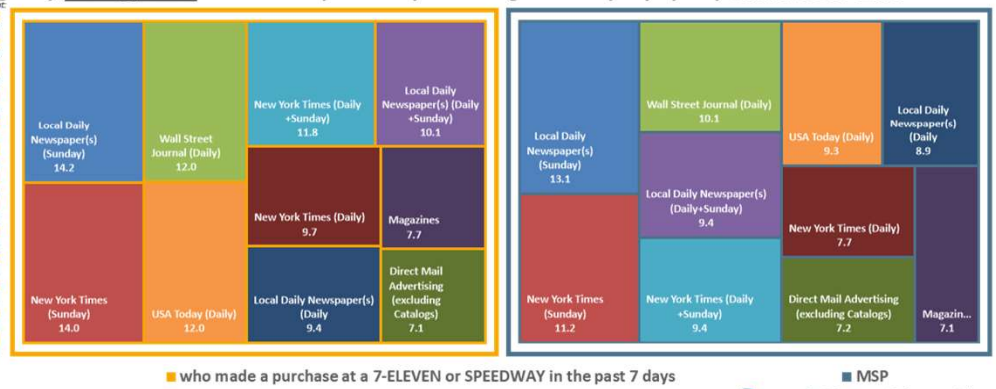
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 317

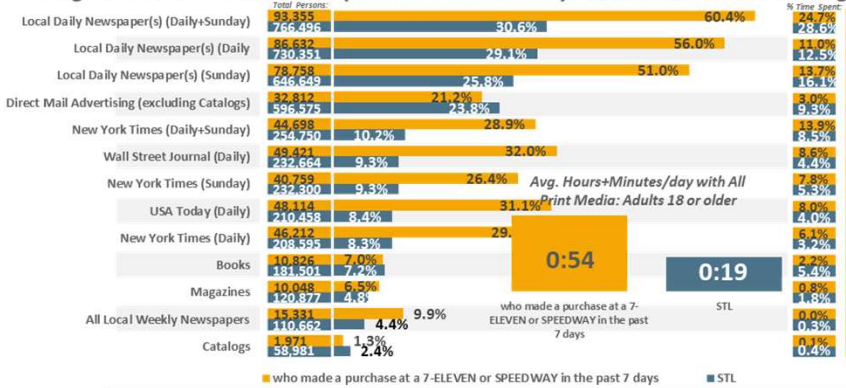
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93,355 or 60.4% of Adults 18 or older who made a purchase at a 7-ELEVEN or SPEEDWAY in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.9 minutes every day representing 25.3% of all time spent daily with All forms of Prin

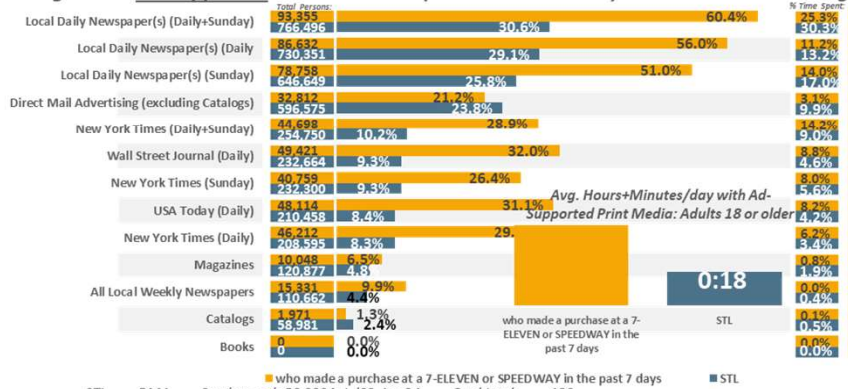
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



STL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 109

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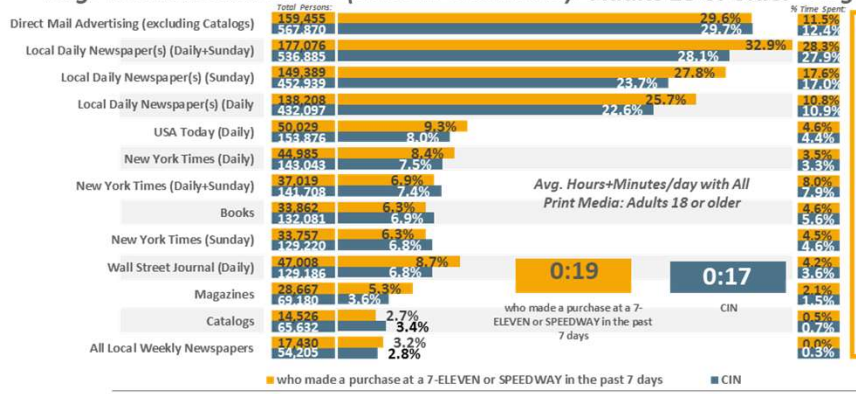
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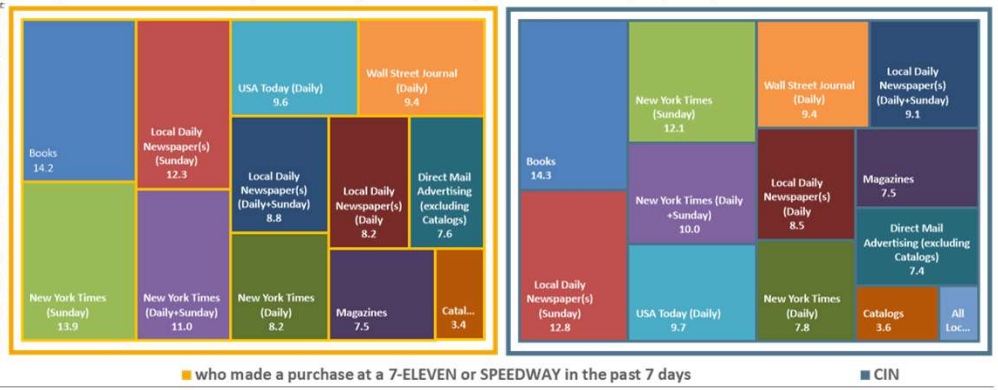
CIN

177,076 or 32.9% 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 8.8 minutes every day representing 29.7% of all time spent daily with All forms of Prin

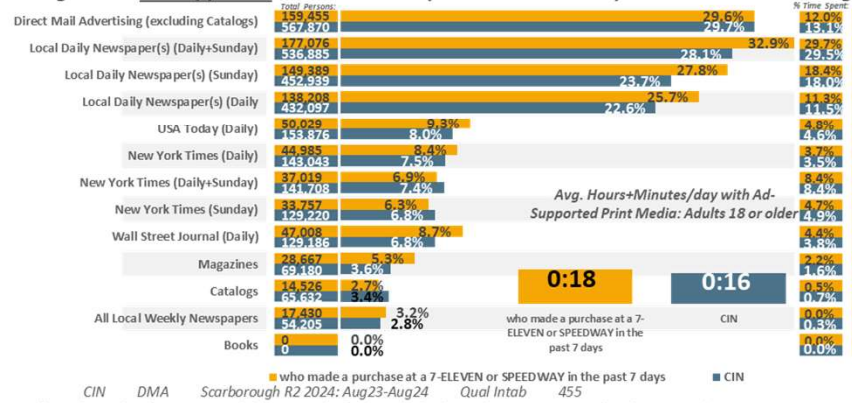
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



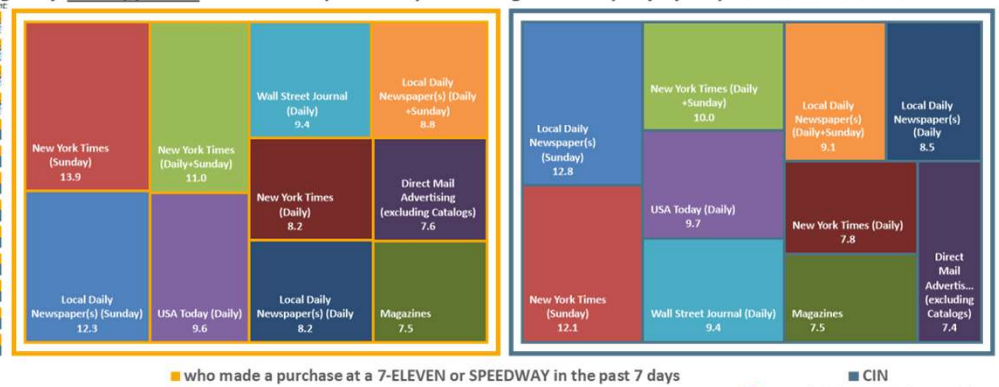
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 455

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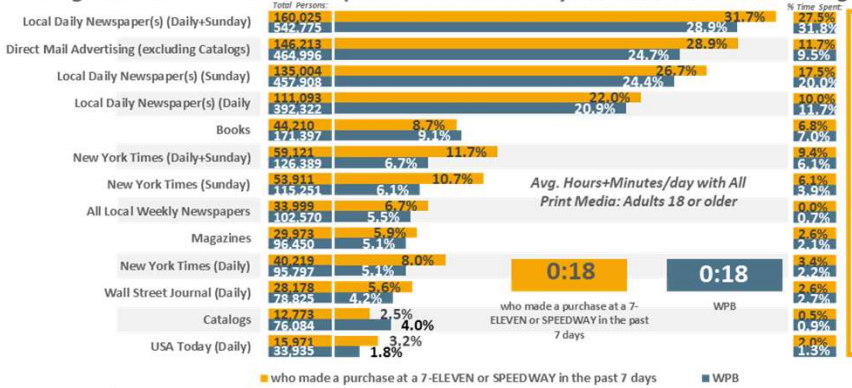
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WPB

160,025 or 31.7% 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. minutes every day representing 29.5% of all time spent daily with All forms of Print

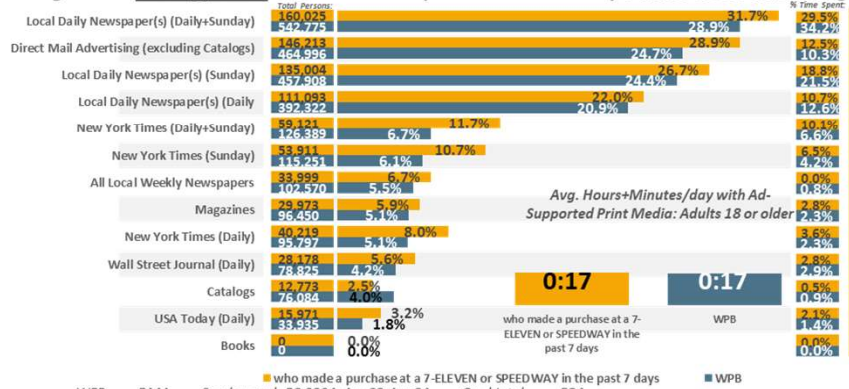
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 584

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