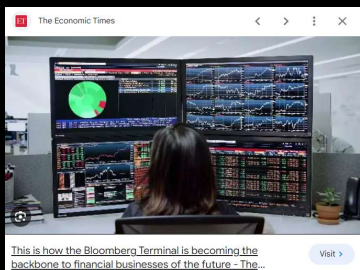


USA+4 More DMAs – P18+ who Bought Items at FAMILY DOLLAR in the past 3 months!

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 Bought Items at **FAMILY DOLLAR** in the past 3 months as of March 31, 2026.



FAMILY DOLLAR



P18+



BRIGADE
CAPITAL MANAGEMENT



Macellum
CAPITAL MANAGEMENT

ARKHOUSE



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

Major stores bought past 3 months: Family Dollar



9.4% or 25,772,730 of USA Adults 18 or older Bought Items at FAMILY DOLLAR in the past 3 months.
 Typical Adults 18 or older who Bought Items at FAMILY DOLLAR in the past 3 months are 49.5 years old
 (1.3% older than average) and have a \$69,223 (29.6% lower than average) annual household income.

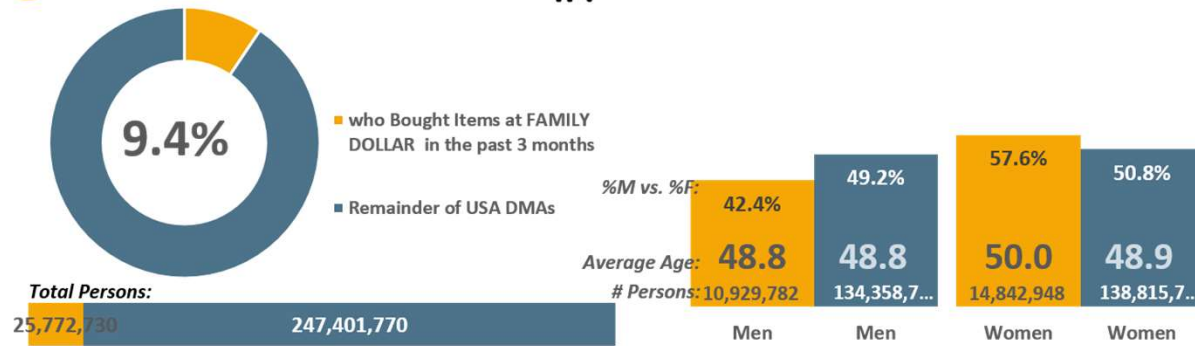


Percent of Market: Adults 18 or older

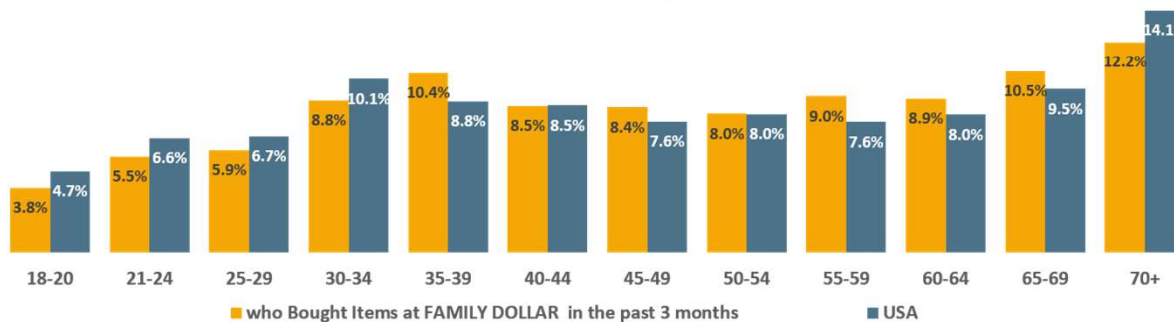
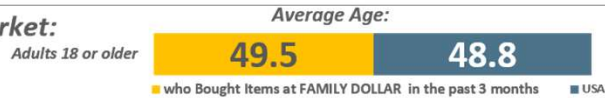


Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 2,261
 All Graphs and HBI AI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

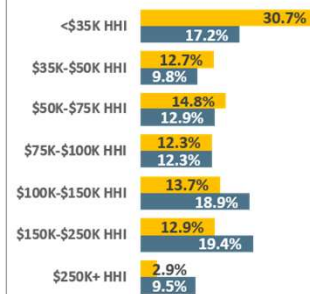
USA Projection

Scarborough R1 2026: Jan 25-Mar26

Qual Intab

24,338

HHI of Target vs. Market:



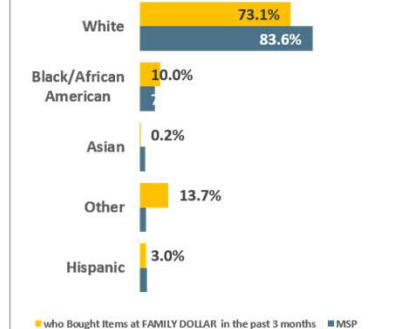
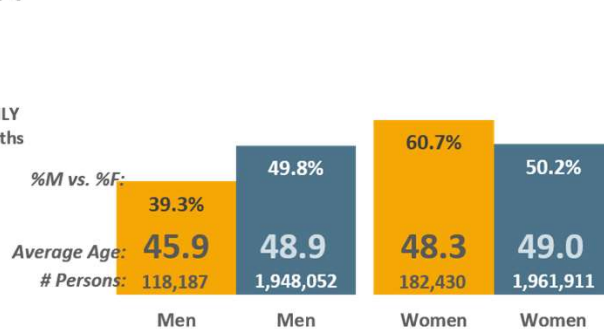
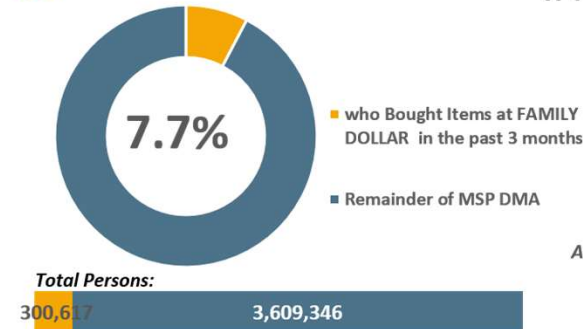
Avg HHI:
 \$69,223 (Target) vs \$98,335 (Market)

Major stores bought past 3 months: Family Dollar

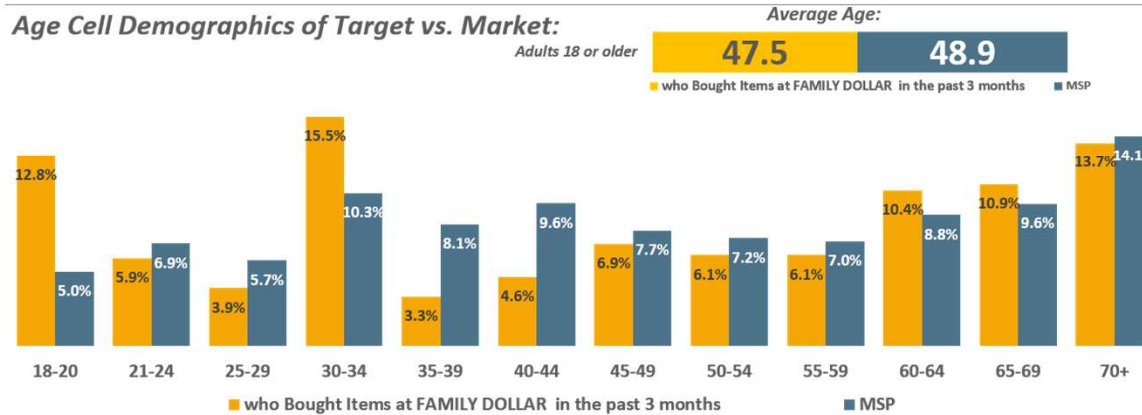


7.7% or 300,617 of MSP DMA Adults 18 or older Bought Items at FAMILY DOLLAR in the past 3 months. Typical Adults 18 or older who Bought Items at FAMILY DOLLAR in the past 3 months are 47.5 years old (3% younger than average) and have a \$87,803 (23.3% lower than average) annual household income.

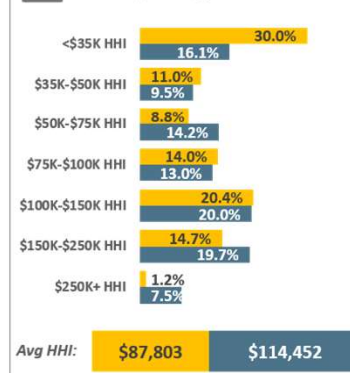
Percent of Market: Adults 18 or older **Gender of Target vs. Market: Adults 18 or older** **Ethnicity of Target vs. Market:**



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:





10.6% or 266,865 of STL DMA Adults 18 or older Bought Items at FAMILY DOLLAR in the past 3 months. Typical Adults 18 or older who Bought Items at FAMILY DOLLAR in the past 3 months are 50.3 years old (1.6% older than average) and have a \$79,181 (23.8% lower than average) annual household income.



Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



■ who Bought Items at FAMILY DOLLAR in the past 3 months
■ Remainder of STL DMA

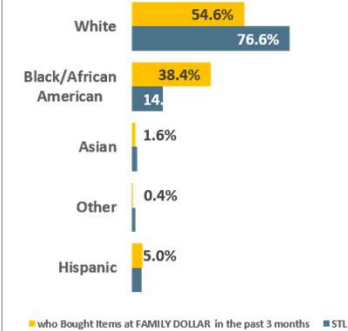
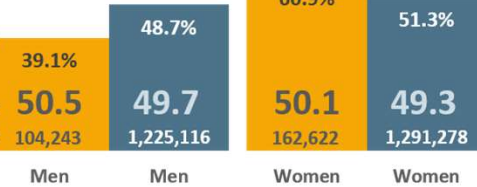
Total Persons:

266,865 2,249,529

%M vs. %F:

Average Age:

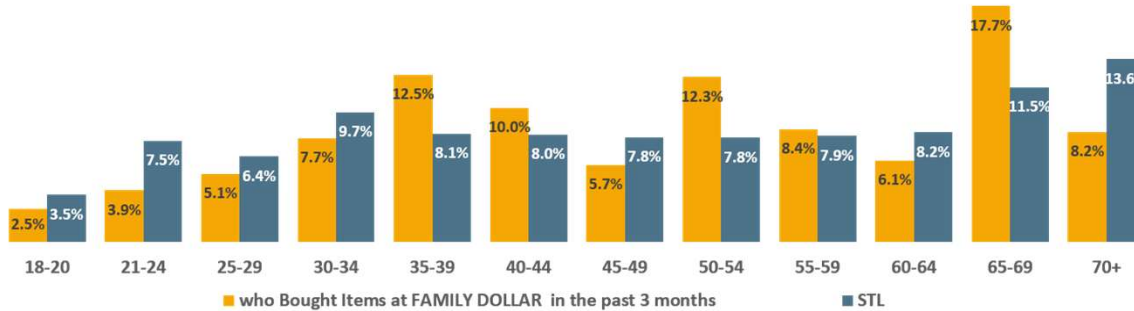
Persons:



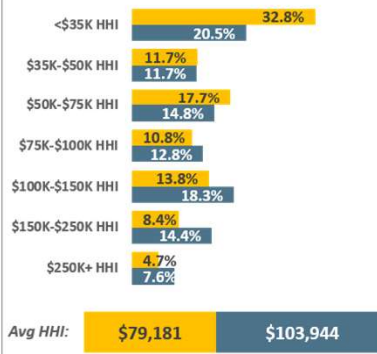
Age Cell Demographics of Target vs. Market:

Average Age:

Adults 18 or older



HHI of Target vs. Market:



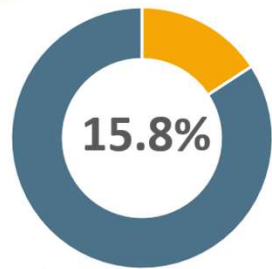
Avg HHI: \$79,181 \$103,944



15.8% or 306,969 of CIN DMA Adults 18 or older Bought Items at FAMILY DOLLAR in the past 3 months. Typical Adults 18 or older who Bought Items at FAMILY DOLLAR in the past 3 months are 48.1 years old (1.1% younger than average) and have a \$73,429 (29.% lower than average) annual household income.



Percent of Market: Adults 18 or older



■ who Bought Items at FAMILY DOLLAR in the past 3 months
■ Remainder of CIN DMA

Total Persons:

306,969 1,636,995

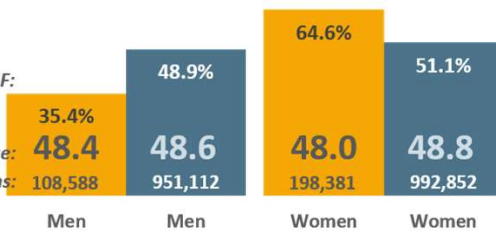


Gender of Target vs. Market: Adults 18 or older

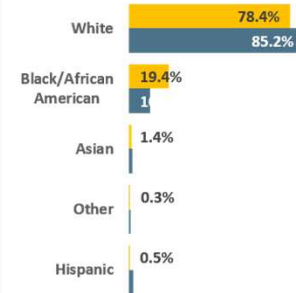
%M vs. %F:

Average Age:

Persons:



Ethnicity of Target vs. Market:

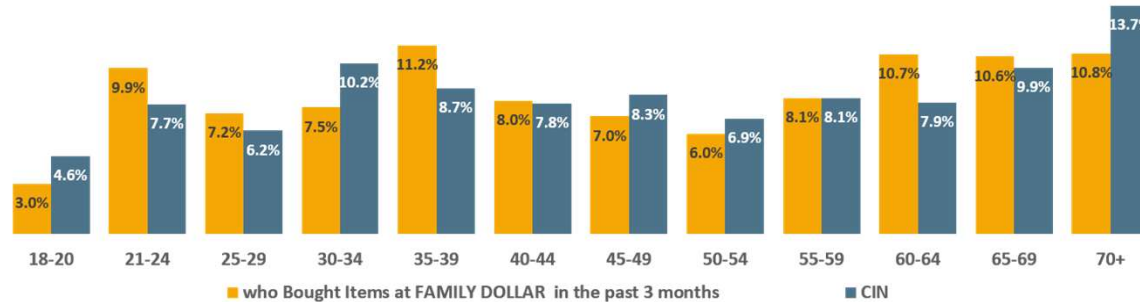


■ who Bought Items at FAMILY DOLLAR in the past 3 months ■ CIN

Age Cell Demographics of Target vs. Market:

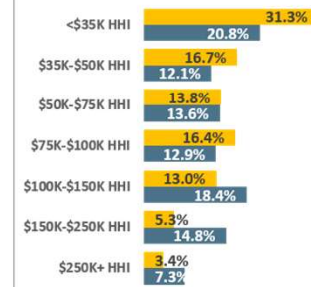
Adults 18 or older

Average Age:



■ who Bought Items at FAMILY DOLLAR in the past 3 months ■ CIN

HHI of Target vs. Market:



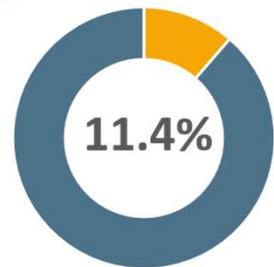
Avg HHI: \$73,429 \$103,481



11.4% or 220,886 of WPB DMA Adults 18 or older Bought Items at FAMILY DOLLAR in the past 3 months. Typical Adults 18 or older who Bought Items at FAMILY DOLLAR in the past 3 months are 49.8 years old (6.6% younger than average) and have a \$70,398 (33.2% lower than average) annual household income.



Percent of Market: Adults 18 or older



■ who Bought Items at FAMILY DOLLAR in the past 3 months
■ Remainder of WPB DMA

Total Persons:

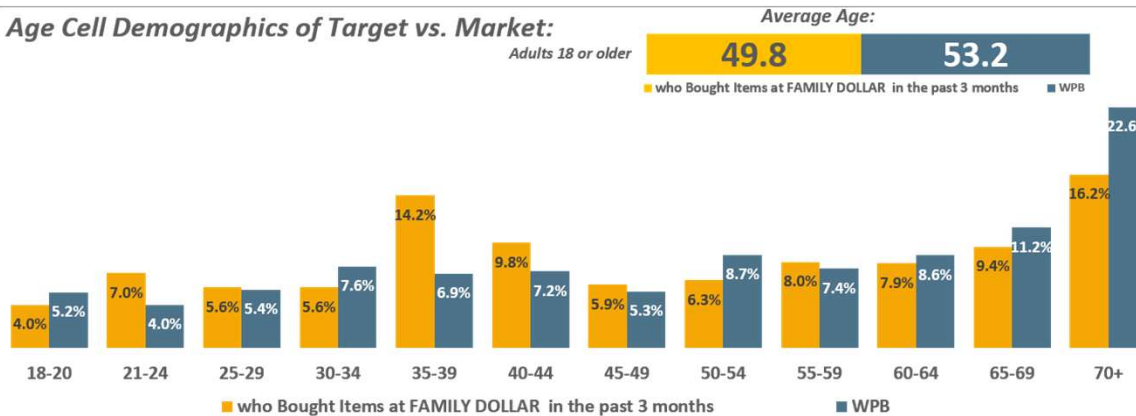
220,886 1,723,112



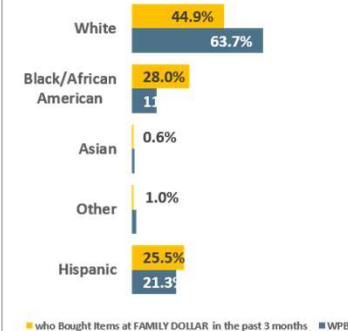
Gender of Target vs. Market: Adults 18 or older

	Men	Men	Women	Women
%M vs. %F:	40.7%	48.5%	59.3%	51.5%
Average Age:	45.8	53.3	52.3	53.2
# Persons:	89,862	941,910	131,024	1,002,088

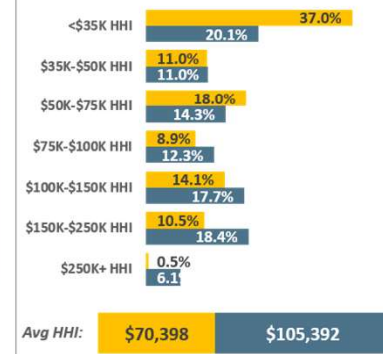
Age Cell Demographics of Target vs. Market:



Ethnicity of Target vs. Market:



HHI of Target vs. Market:

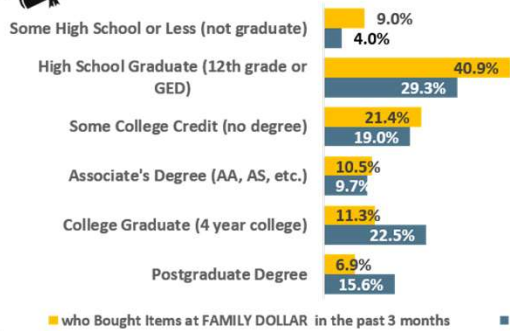




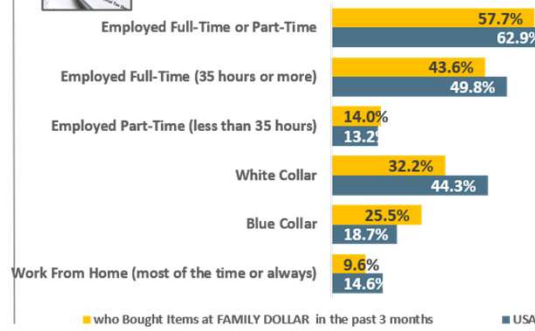
9.4% or 25,772,730 of USA Adults 18 or older Bought Items at FAMILY DOLLAR in the past 3 months. Adults 18 or older who Bought Items at FAMILY DOLLAR in the past 3 months are 52.1% less likely to be a college graduate, 12.3% less likely to work full-time, 18.% less likely to be married, 22.% more likely to be a parent of 1 or more children under 18.



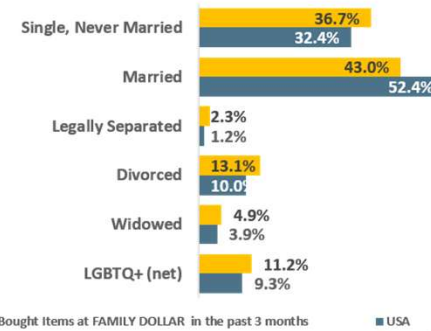
Education Levels: Adults 18 or older



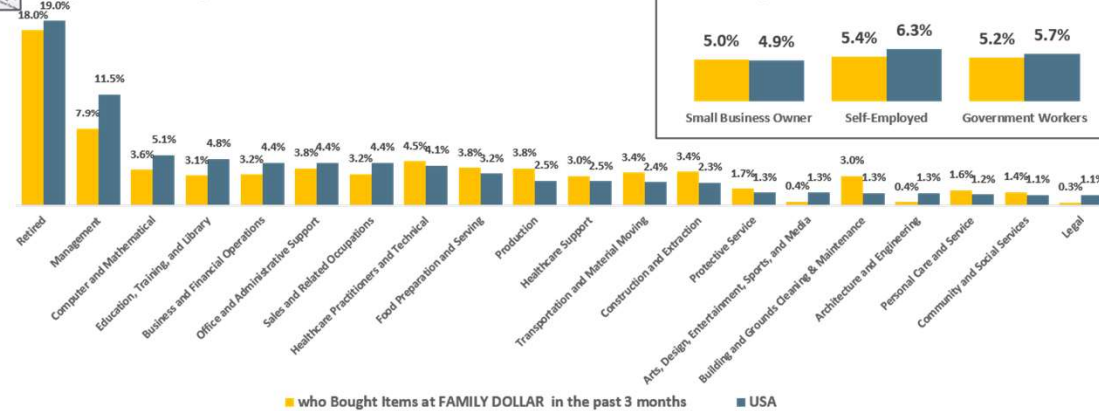
Employment: Adults 18 or older



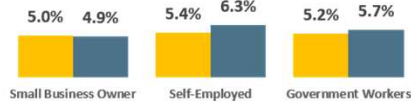
Marital Status: Adults 18 or older



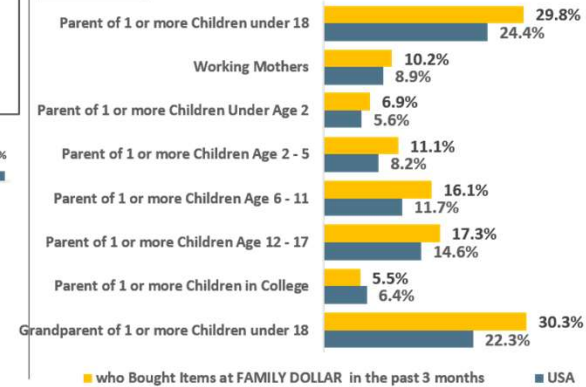
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 2,261
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

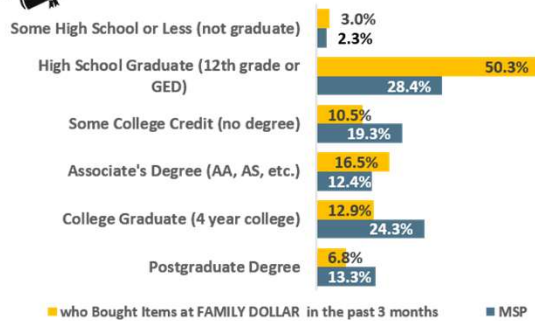
Major stores bought past 3 months: Family Dollar



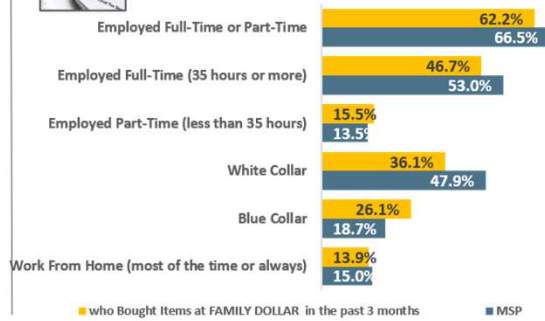
7.7% or 300,617 of MSP DMA Adults 18 or older Bought Items at FAMILY DOLLAR in the past 3 months. Adults 18 or older who Bought Items at FAMILY DOLLAR in the past 3 months are 47.7% less likely to be a college graduate, 11.9% less likely to work full-time, 15.6% less likely to be married, 13.8% less likely to be a parent of 1 or more children under 1



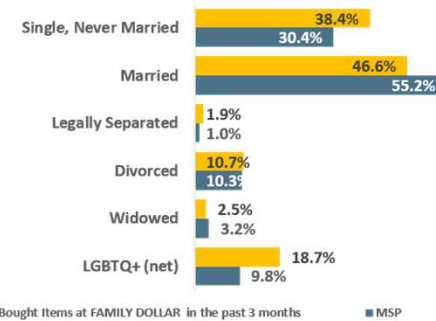
Education Levels: Adults 18 or older



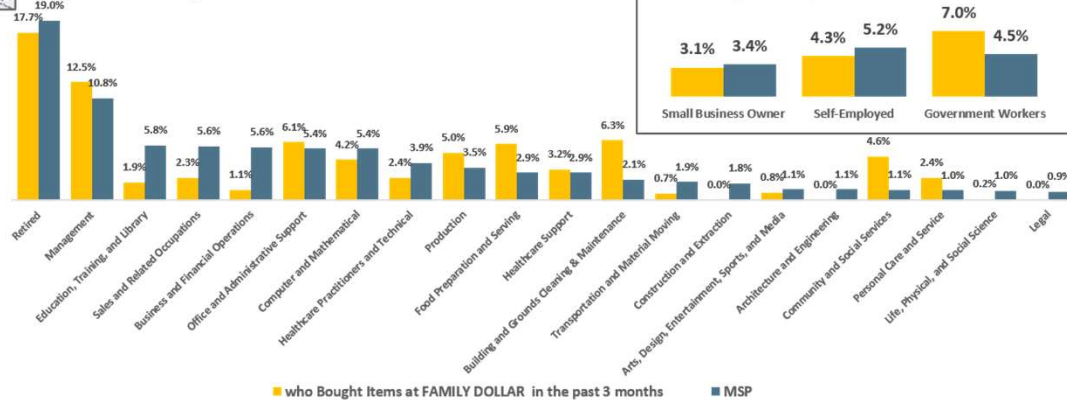
Employment: Adults 18 or older



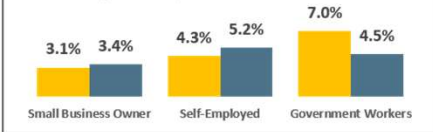
Marital Status: Adults 18 or older



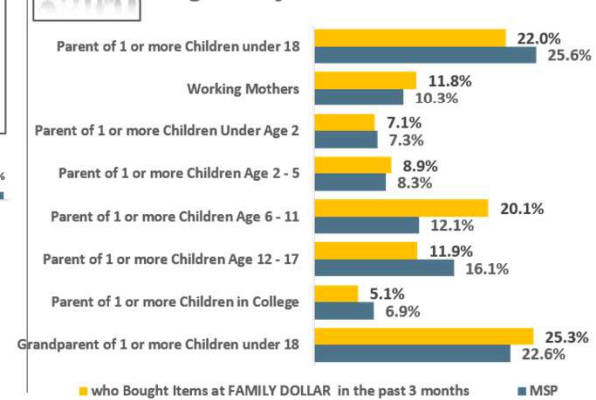
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

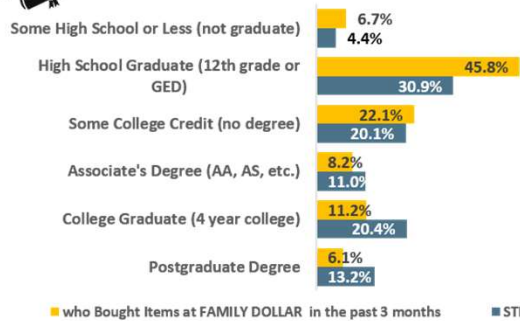




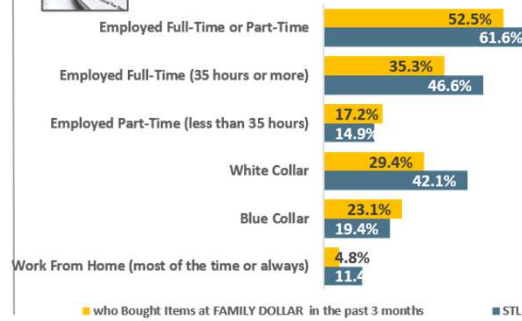
10.6% or 266,865 of STL DMA Adults 18 or older Bought Items at FAMILY DOLLAR in the past 3 months. Adults 18 or older who Bought Items at FAMILY DOLLAR in the past 3 months are 48.4% less likely to be a college graduate, 24.3% less likely to work full-time, 27.4% less likely to be married, 22.9% more likely to be a parent of 1 or more children under 1



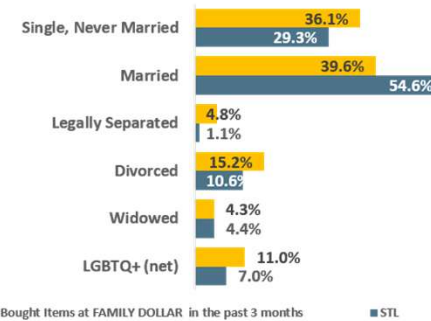
Education Levels: Adults 18 or older



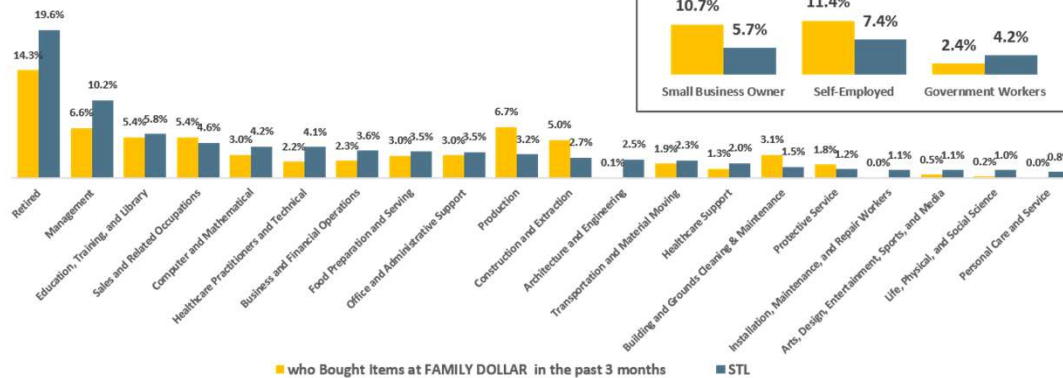
Employment: Adults 18 or older



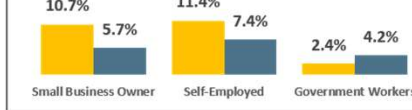
Marital Status: Adults 18 or older



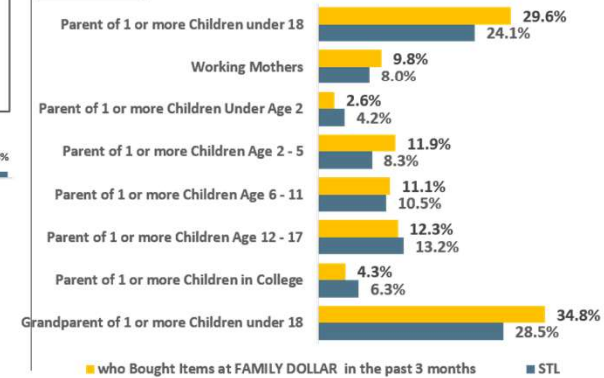
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

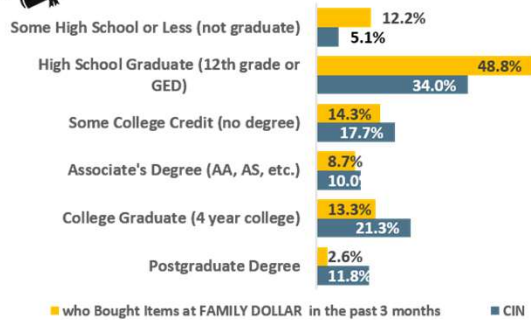




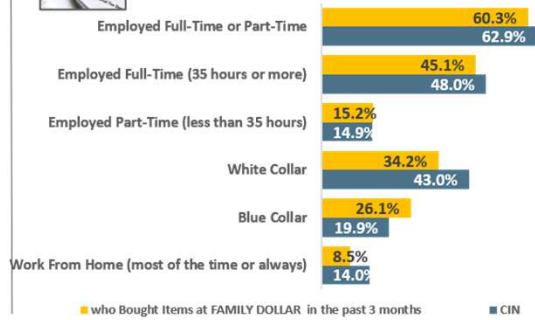
15.8% or 306,969 of CIN DMA Adults 18 or older Bought Items at FAMILY DOLLAR in the past 3 months. Adults 18 or older who Bought Items at FAMILY DOLLAR in the past 3 months are 51.8% less likely to be a college graduate, 6.1% less likely to work full-time, 10.6% less likely to be married, 10.2% more likely to be a parent of 1 or more children under 18



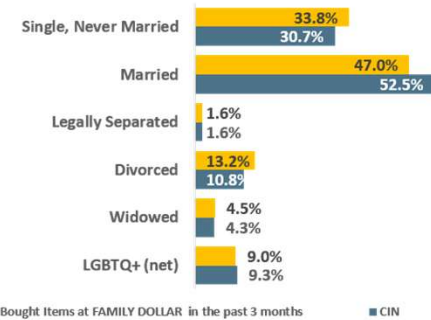
Education Levels: Adults 18 or older



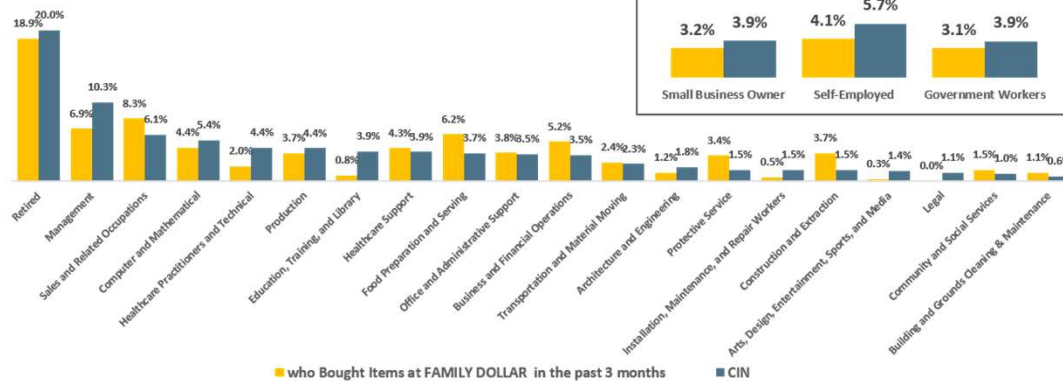
Employment: Adults 18 or older



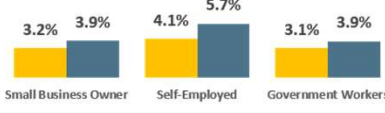
Marital Status: Adults 18 or older



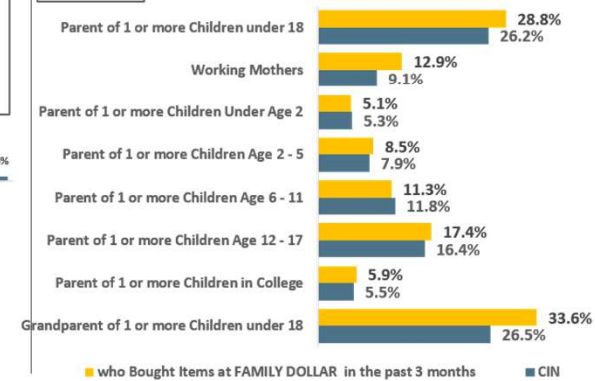
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

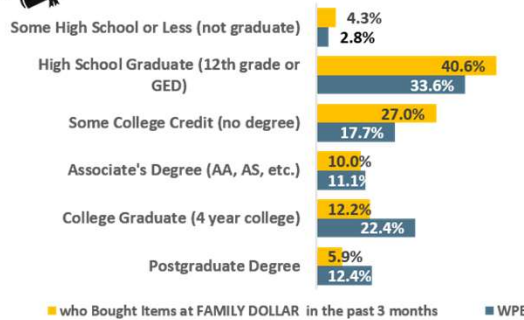




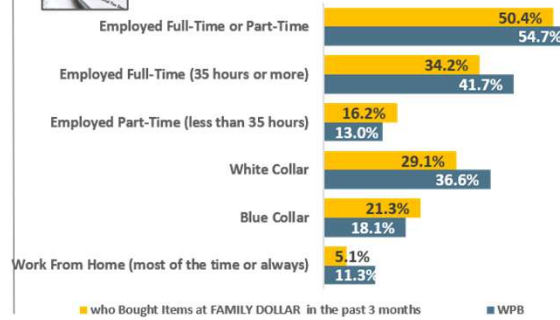
11.4% or 220,886 of WPB DMA Adults 18 or older Bought Items at FAMILY DOLLAR in the past 3 months. Adults 18 or older who Bought Items at FAMILY DOLLAR in the past 3 months are 48.2% less likely to be a college graduate, 18.% less likely to work full-time, 33.9% less likely to be married, 64.2% more likely to be a parent of 1 or more children under 18



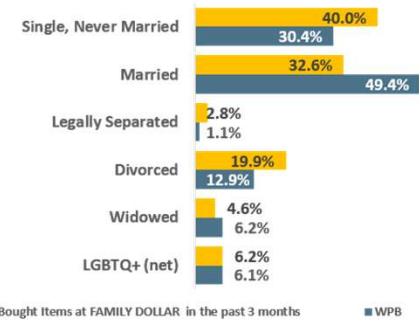
Education Levels: Adults 18 or older



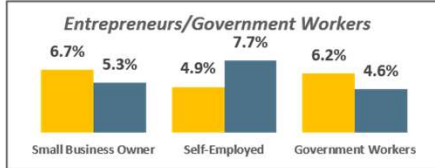
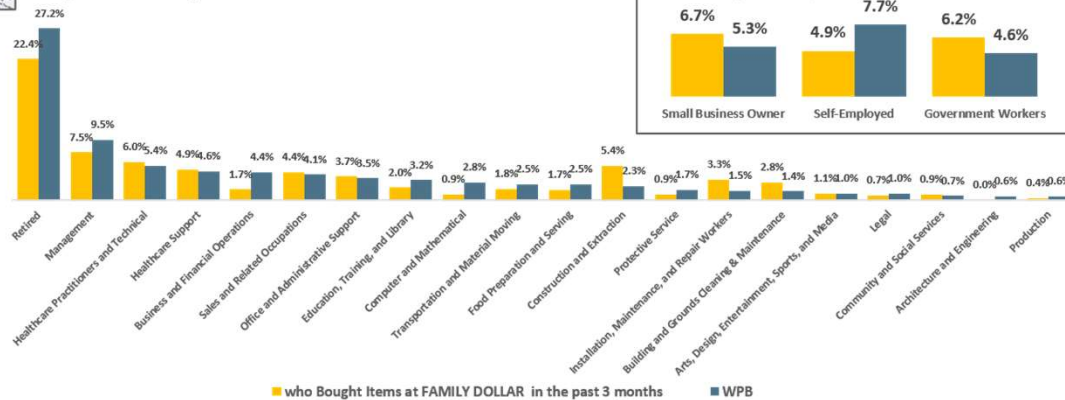
Employment: Adults 18 or older



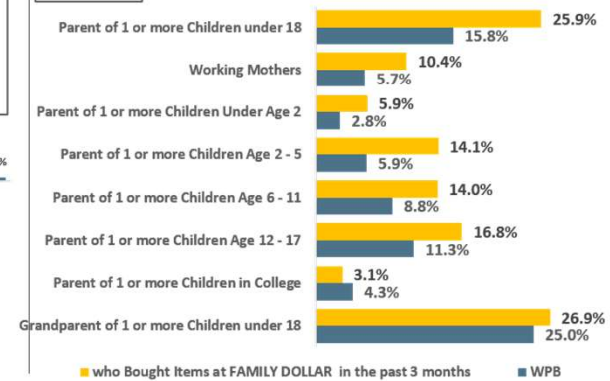
Marital Status: Adults 18 or older



Top-20 Occupations: Adults 18 or older



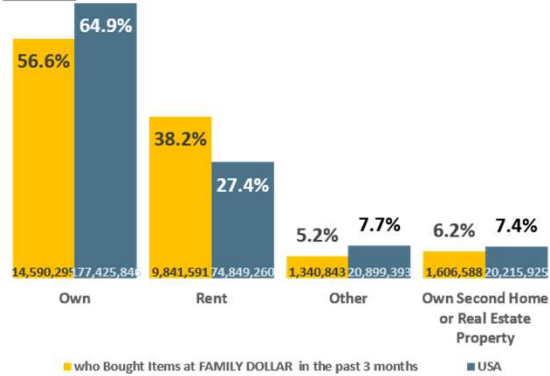
Stage in Life: Adults 18 or older



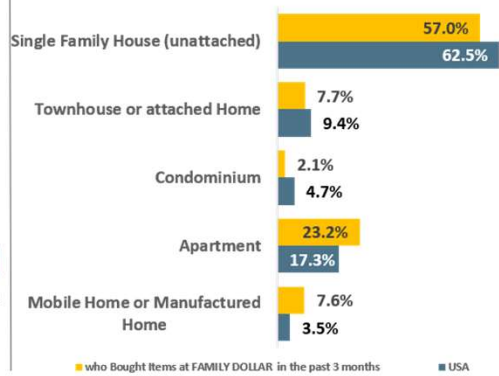


9.4% or 25,772,730 of USA Adults 18 or older Bought Items at FAMILY DOLLAR in the past 3 months. Adults 18 or older who Bought Items at FAMILY DOLLAR in the past 3 months are 12.8% less likely to own their home, 20.8% more likely to own a lower valued home, 8.7% less likely to have a single-family home, 13.7% more likely to have a dog.

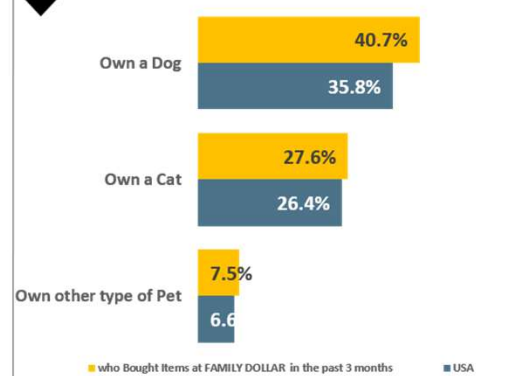
Own/Rent/Other: Adults 18 or older



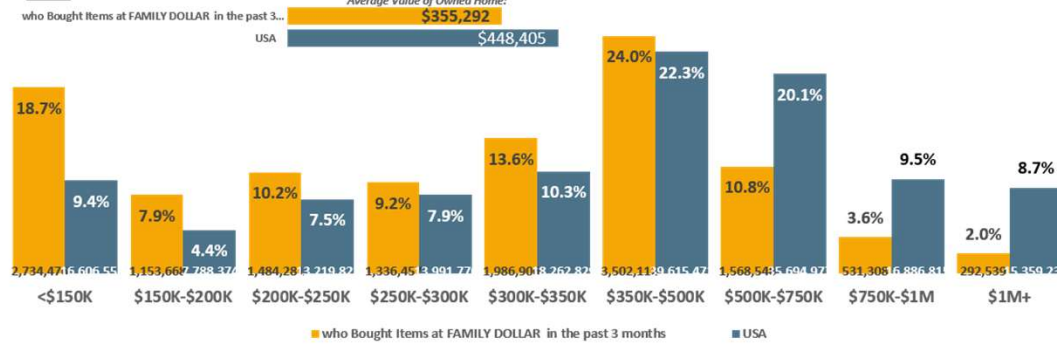
Type of Home: Adults 18 or older



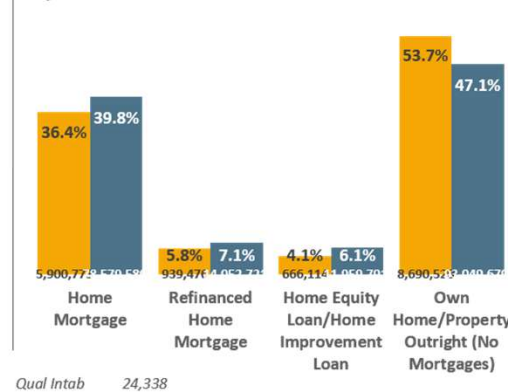
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



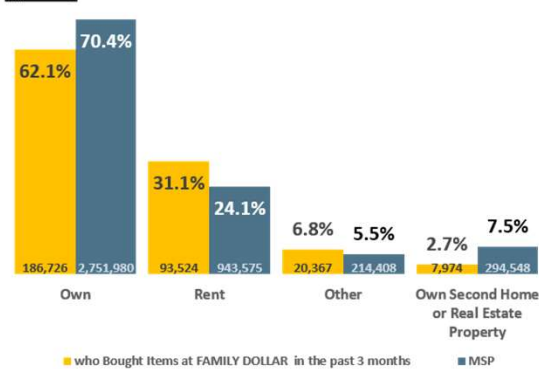
USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 2,261
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Major stores bought past 3 months: Family Dollar

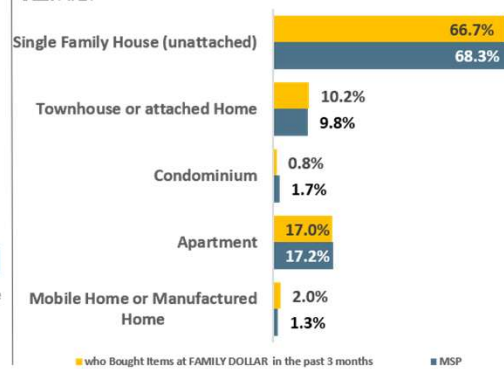


7.7% or 300,617 of MSP DMA Adults 18 or older Bought Items at FAMILY DOLLAR in the past 3 months. Adults 18 or older who Bought Items at FAMILY DOLLAR in the past 3 months are 11.7% less likely to own their home, 10.% more likely to own a lower valued home, 2.3% less likely to have a single-family home, .5% less likely to have a dog.

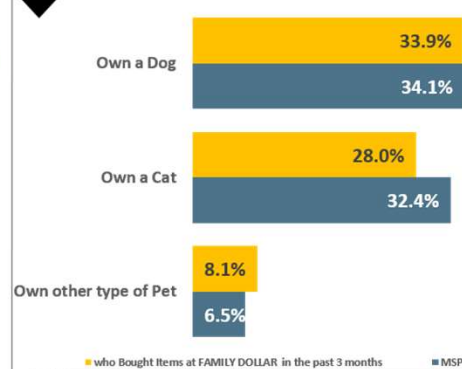
Own/Rent/Other: Adults 18 or older



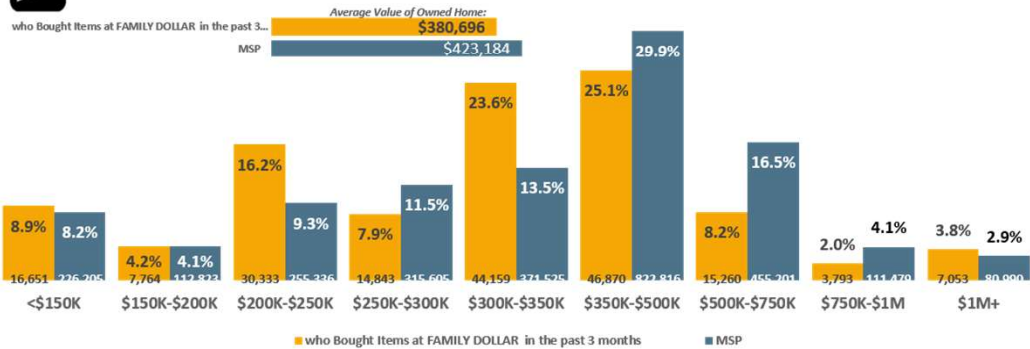
Type of Home: Adults 18 or older



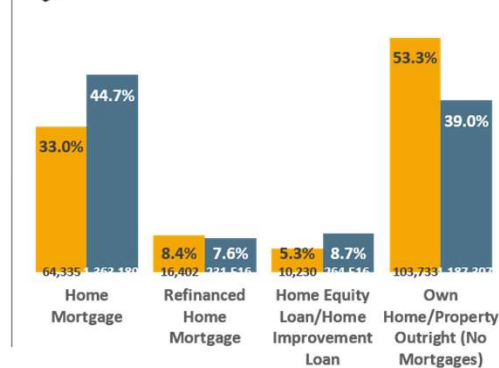
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

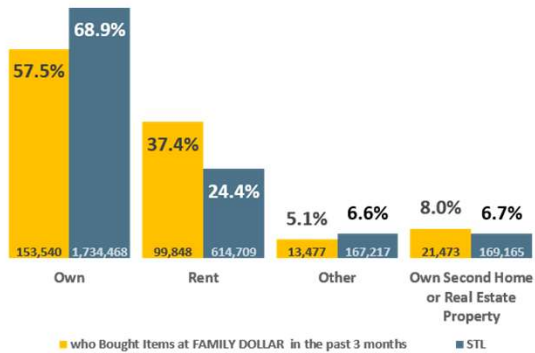




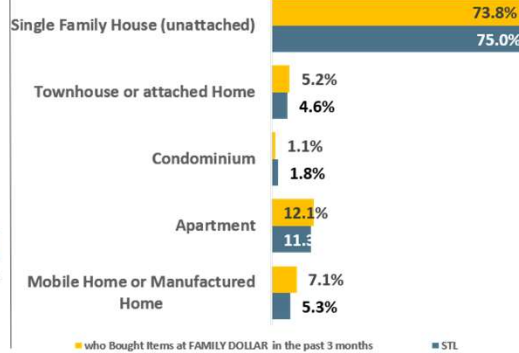
10.6% or 266,865 of STL DMA Adults 18 or older Bought Items at FAMILY DOLLAR in the past 3 months. Adults 18 or older who Bought Items at FAMILY DOLLAR in the past 3 months are 16.5% less likely to own their home, 35.7% more likely to own a lower valued home, 1.6% less likely to have a single-family home, 2.1% less likely to have a dog.



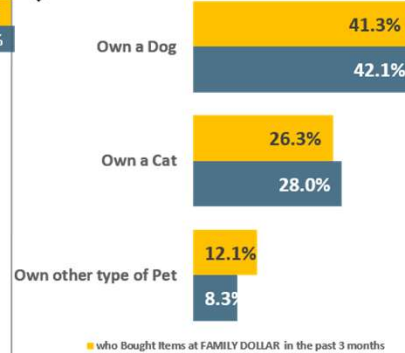
Own/Rent/Other: Adults 18 or older



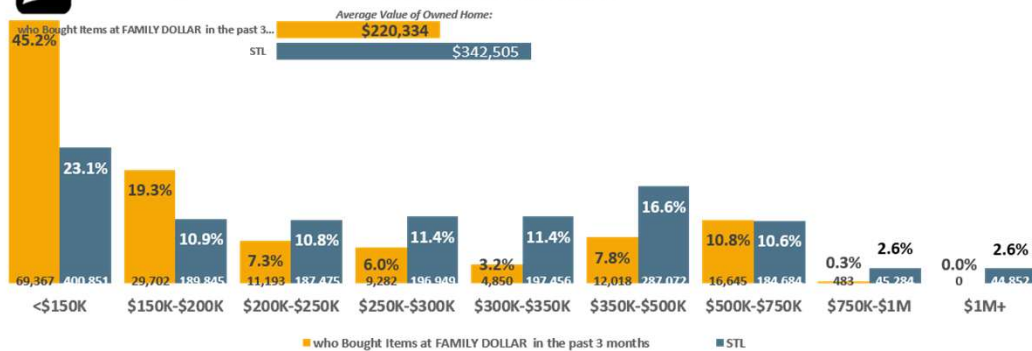
Type of Home: Adults 18 or older



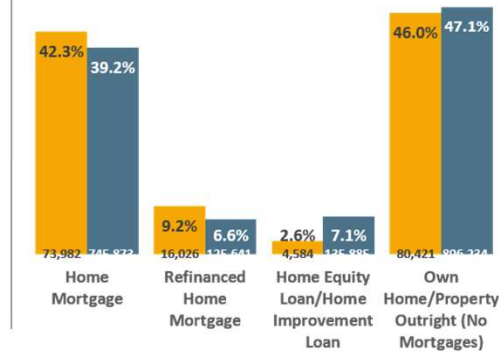
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



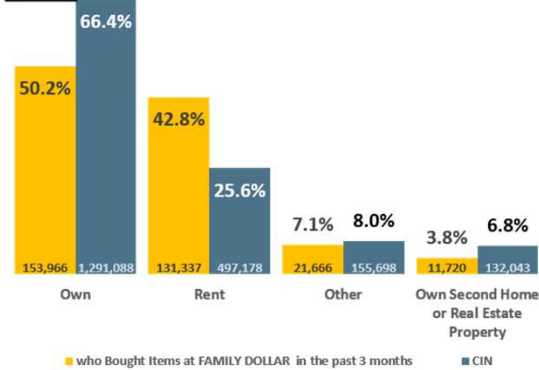
Home Loans: Adults 18 or older



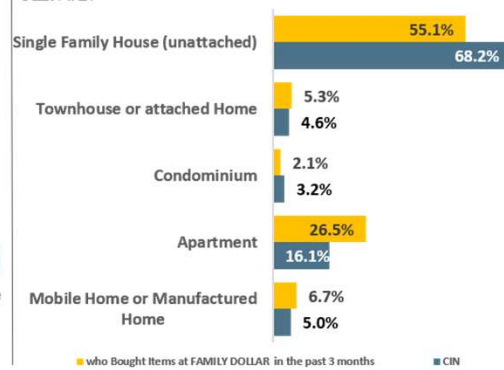


15.8% or 306,969 of CIN DMA Adults 18 or older Bought Items at FAMILY DOLLAR in the past 3 months. Adults 18 or older who Bought Items at FAMILY DOLLAR in the past 3 months are 24.5% less likely to own their home, 28.4% more likely to own a lower valued home, 19.2% less likely to have a single-family home, 2.7% more likely to have a dog.

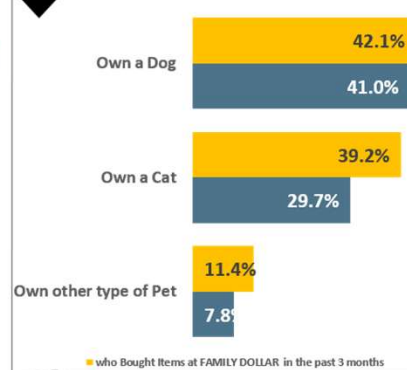
Own/Rent/Other: Adults 18 or older



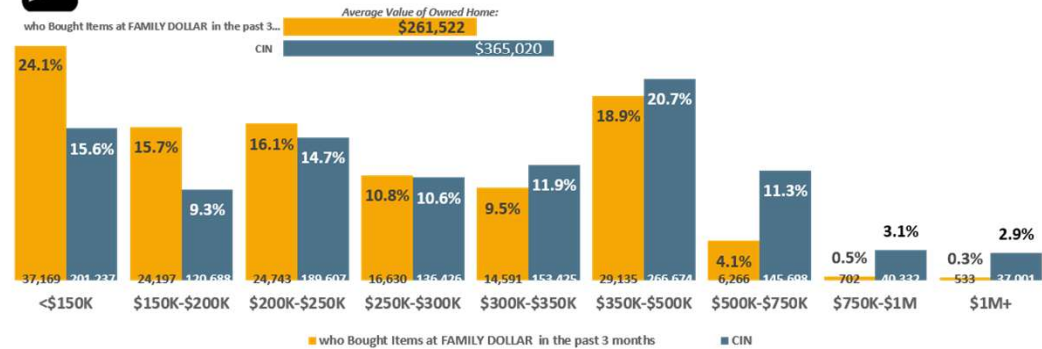
Type of Home: Adults 18 or older



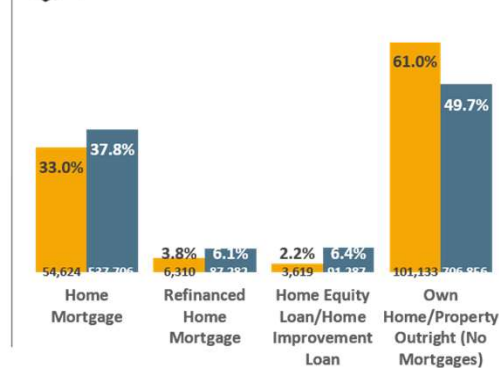
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



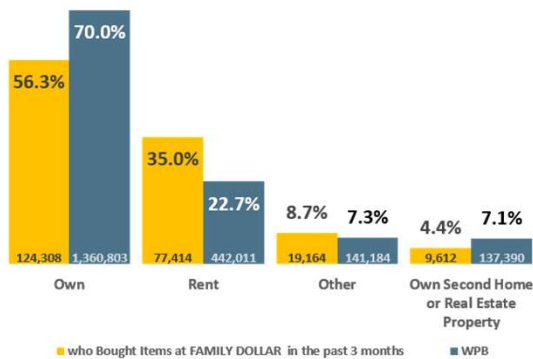
Home Loans: Adults 18 or older



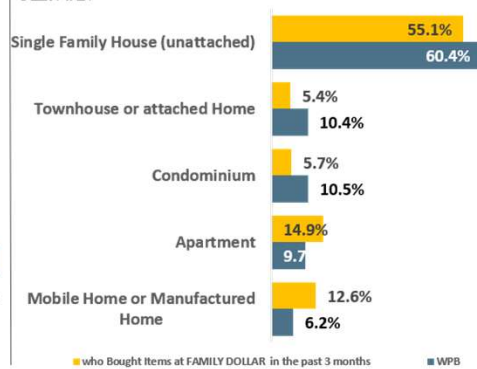


11.4% or 220,886 of WPB DMA Adults 18 or older Bought Items at FAMILY DOLLAR in the past 3 months. Adults 18 or older who Bought Items at FAMILY DOLLAR in the past 3 months are 19.6% less likely to own their home, 29.3% more likely to own a lower valued home, 8.7% less likely to have a single-family home, 6.% less likely to have a dog.

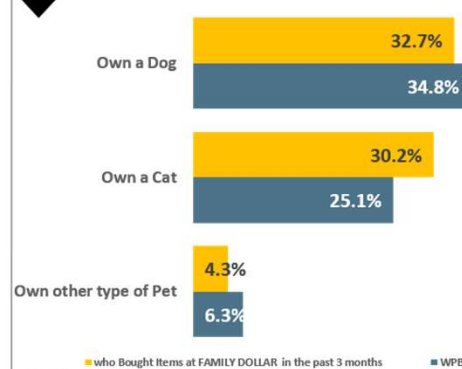
Own/Rent/Other: Adults 18 or older



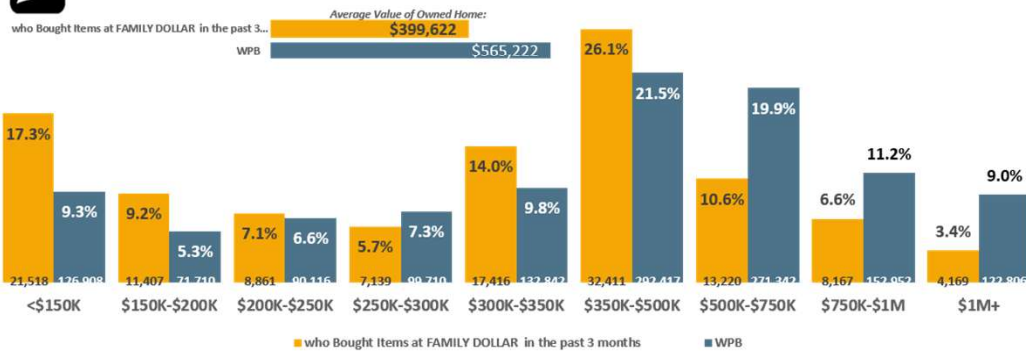
Type of Home: Adults 18 or older



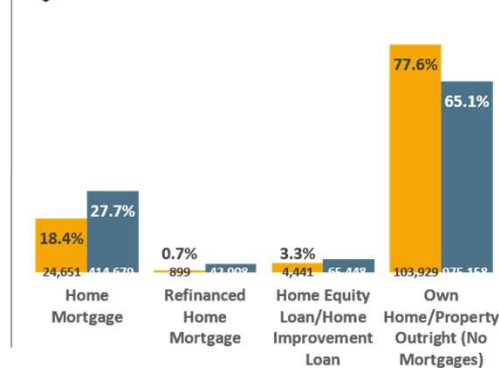
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

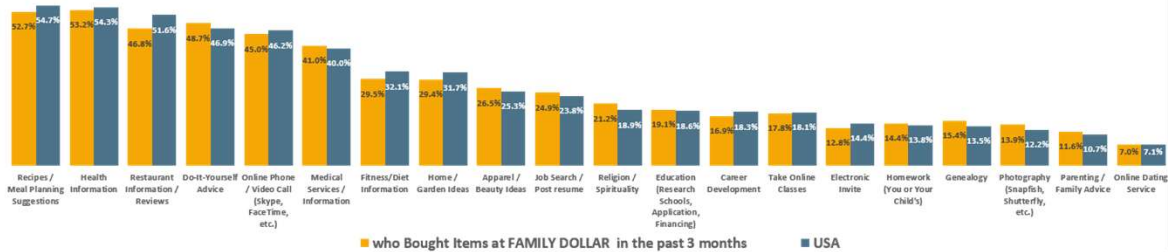




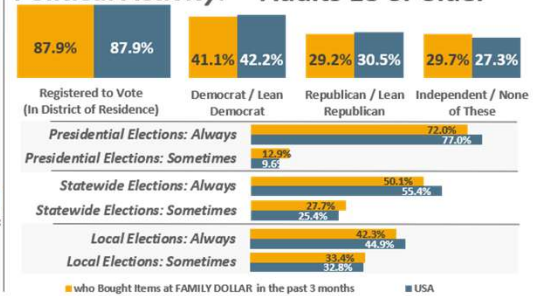
9.4% or 25,772,730 of USA Adults 18 or older Bought Items at FAMILY DOLLAR in the past 3 months. Adults 18 or older who Bought Items at FAMILY DOLLAR in the past 3 months are 3.8% more likely to look up D-I-Y advice online, 5.7% less likely to always vote in local elections, 19.% less likely to belong to a gym, 16.9% less likely to fly domestic past



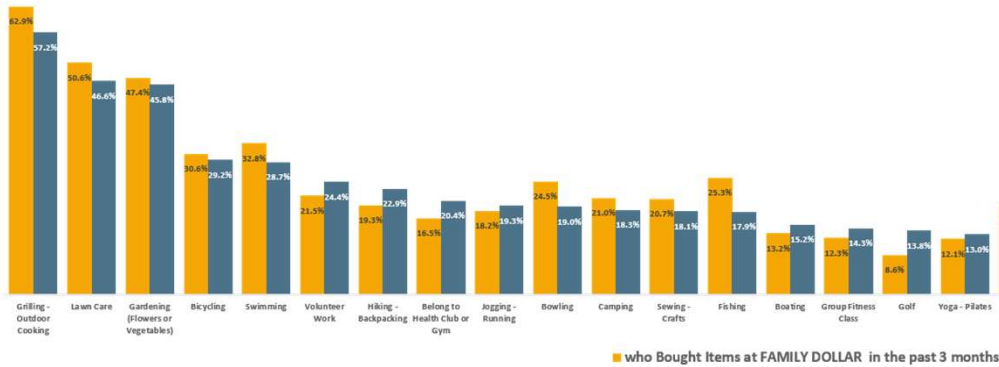
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



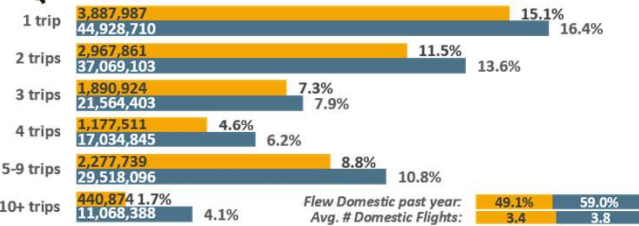
Political Activity: Adults 18 or older



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



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



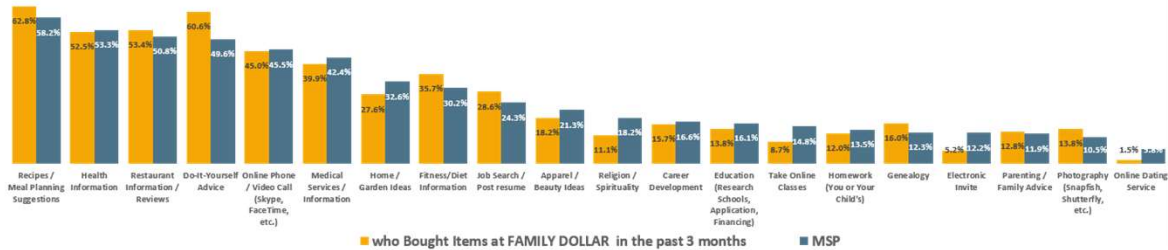
Flew Domestic past year: 49.1% vs 59.0%
Avg. # Domestic Flights: 3.4 vs 3.8



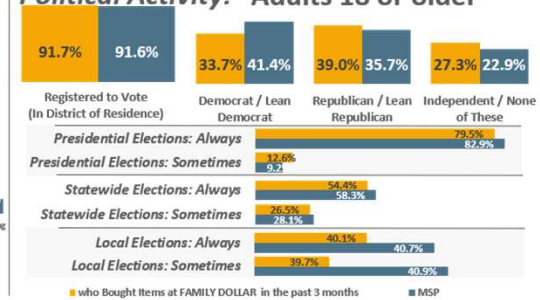
7.7% or 300,617 of MSP DMA Adults 18 or older Bought Items at FAMILY DOLLAR in the past 3 months. Adults 18 or older who Bought Items at FAMILY DOLLAR in the past 3 months are 22.2% more likely to look up D-I-Y advice online, 1.6% less likely to always vote in local elections, 16.% less likely to belong to a gym, 18.3% less likely to fly domestic pas



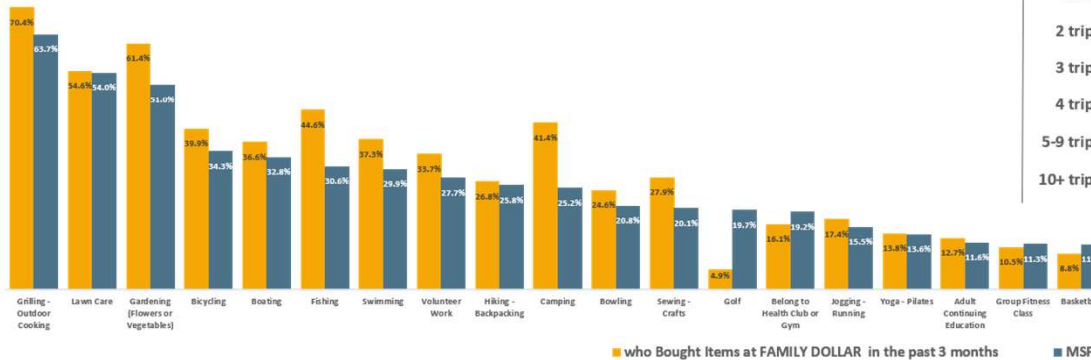
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



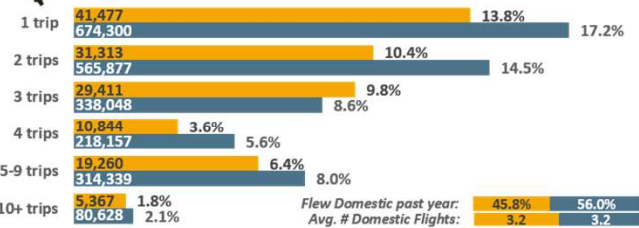
Political Activity: Adults 18 or older



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



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

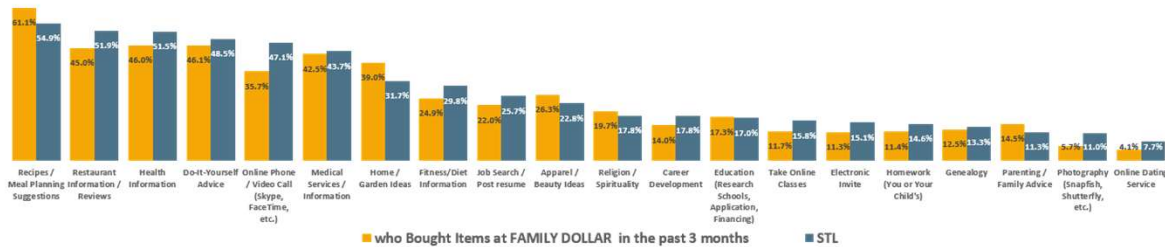




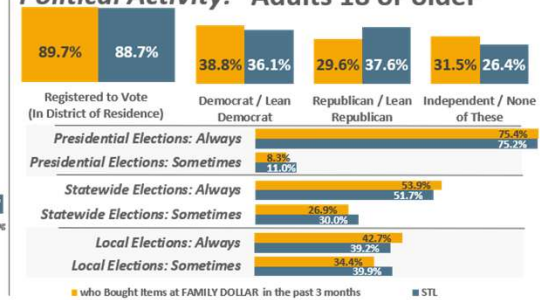
10.6% or 266,865 of STL DMA Adults 18 or older Bought Items at FAMILY DOLLAR in the past 3 months. Adults 18 or older who Bought Items at FAMILY DOLLAR in the past 3 months are 4.9% less likely to look up D-I-Y advice online, 8.9% more likely to always vote in local elections, 42.6% less likely to belong to a gym, 20.4% less likely to fly domestic pas



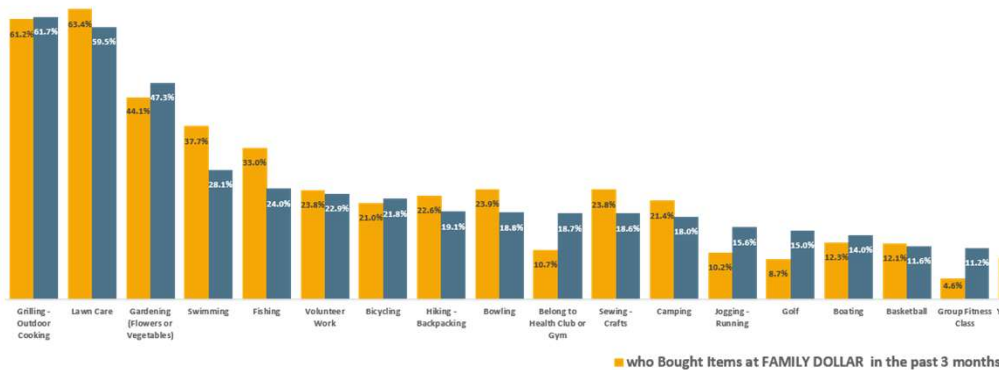
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



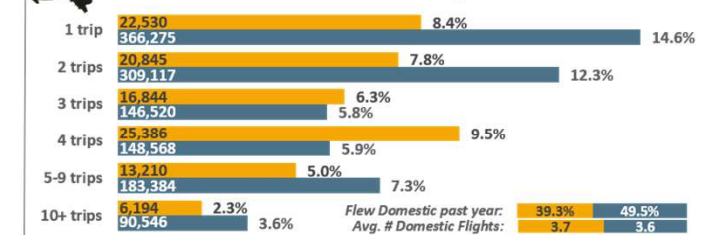
Political Activity: Adults 18 or older



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



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



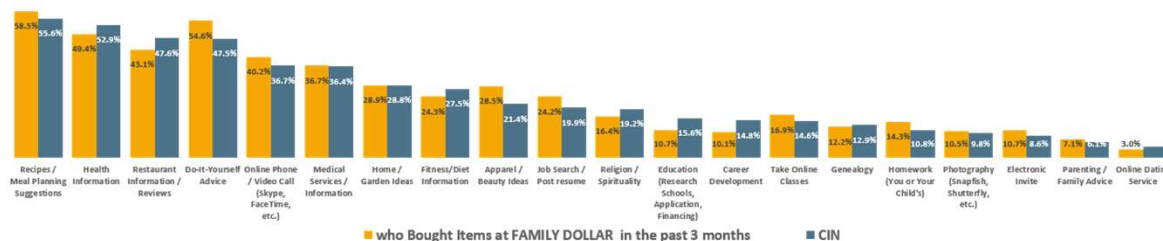
Flew Domestic past year: 39.3%
Avg. # Domestic Flights: 3.7



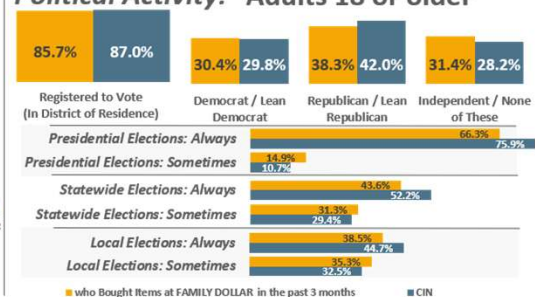
15.8% or 306,969 of CIN DMA Adults 18 or older Bought Items at FAMILY DOLLAR in the past 3 months. Adults 18 or older who Bought Items at FAMILY DOLLAR in the past 3 months are 15.1% more likely to look up D-I-Y advice online, 13.8% less likely to always vote in local elections, 32.9% less likely to belong to a gym, 12.6% less likely to fly domestic p



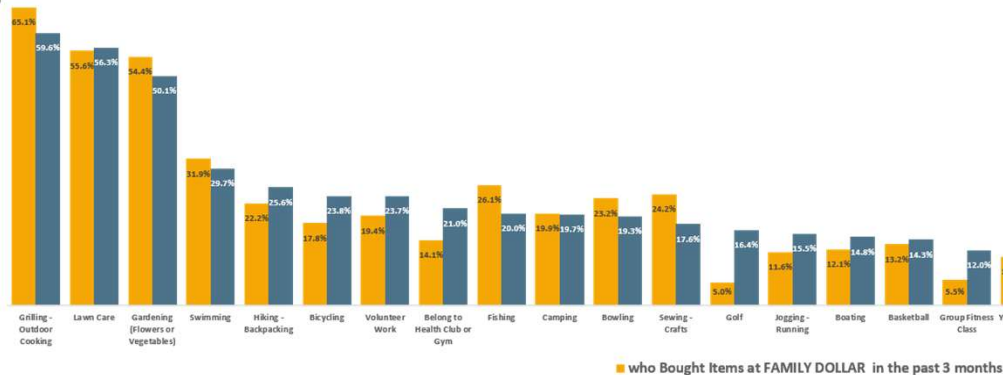
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



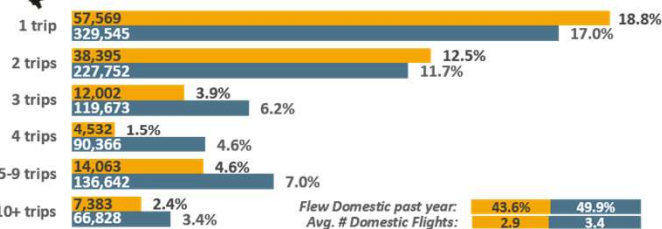
Political Activity: Adults 18 or older



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



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

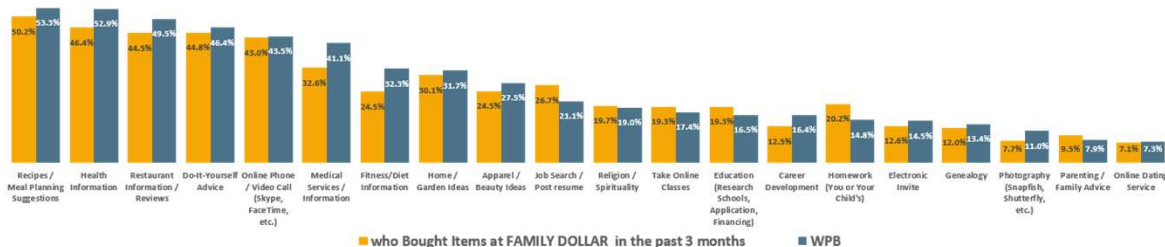




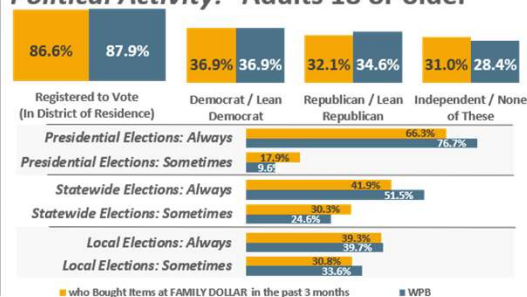
11.4% or 220,886 of WPB DMA Adults 18 or older Bought Items at FAMILY DOLLAR in the past 3 months. Adults 18 or older who Bought Items at FAMILY DOLLAR in the past 3 months are 3.4% less likely to look up D-I-Y advice online, 1.1% less likely to always vote in local elections, 23.6% less likely to belong to a gym, 12.6% less likely to fly domestic pas



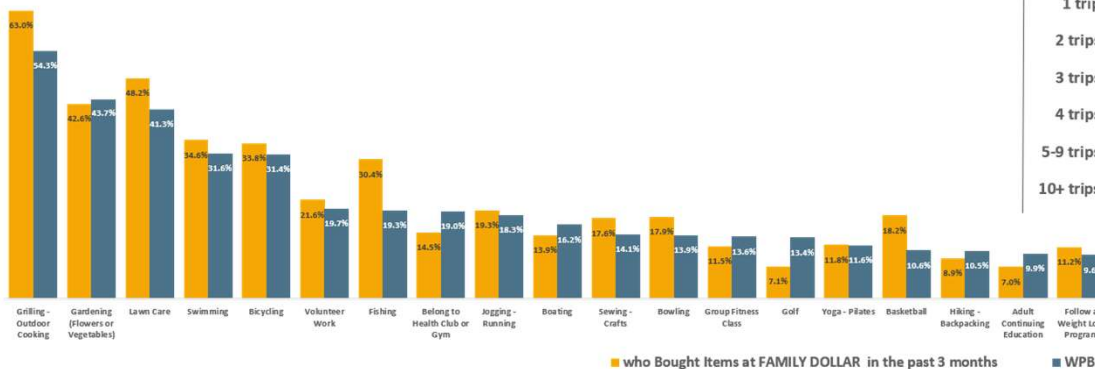
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



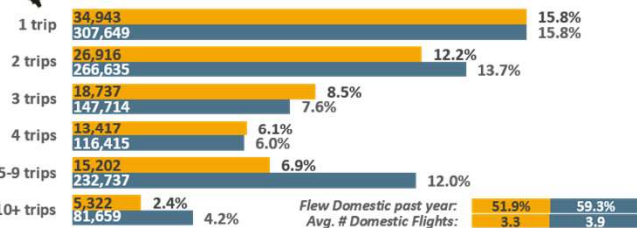
Political Activity: Adults 18 or older



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



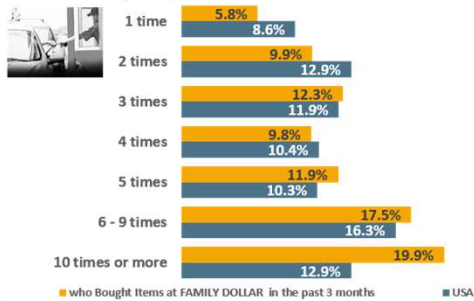
Past 12-months Domestic Airline Trips: Adults 18 or older





9.4% or 25,772,730 of USA Adults 18 or older Bought Items at FAMILY DOLLAR in the past 3 months. Adults 18 or older who Bought Items at FAMILY DOLLAR in the past 3 months are 4.5% more likely to use QSRs past mo., 7% less likely to use Sit-Down Restaurants past mo., 25% more likely to use Casinos past yr., 116.6% more likely to smoke cigarettes.

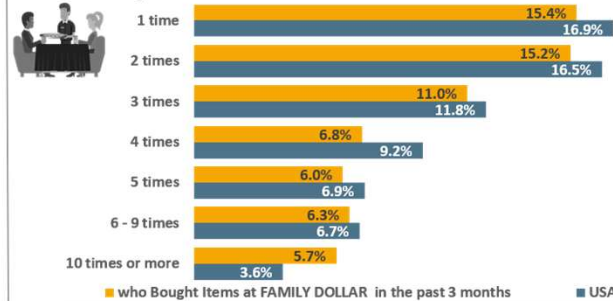
Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 87.1%
 22,441,097

Avg. Monthly QSR Meals: 6.8
 227,580,847

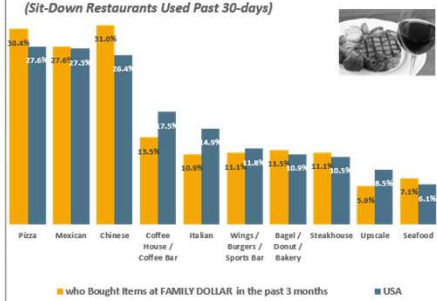
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users: 66.4%
 17,122,344

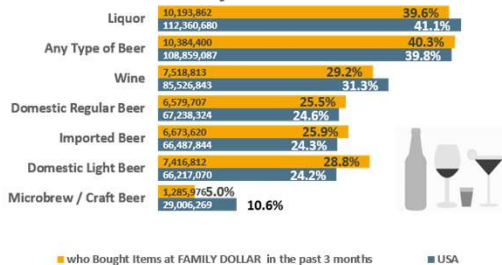
Avg. Monthly Sit-Down Restaurant Meals: 4.1
 195,235,468

Top-10 Cuisines: Adults 18 or older

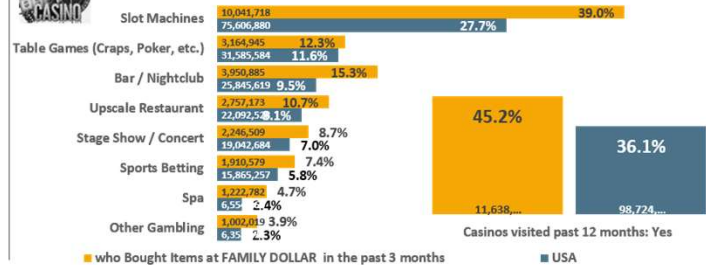


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
 who Bought Items at FAMILY DOLLAR in the past 3 months: 6,246,217 (24.2%)
 USA: 19.9%

Drank Past 30-days: Adults 18 or older



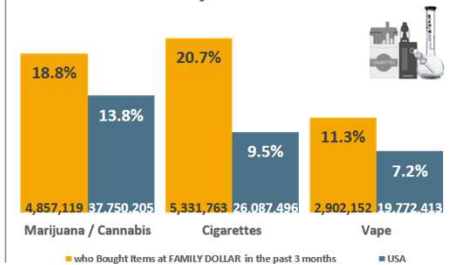
Past 12 months Casino Activities: Adults 18 or older



Casinos visited past 12 months: Yes
 45.2%
 11,638,000

36.1%
 98,724,000

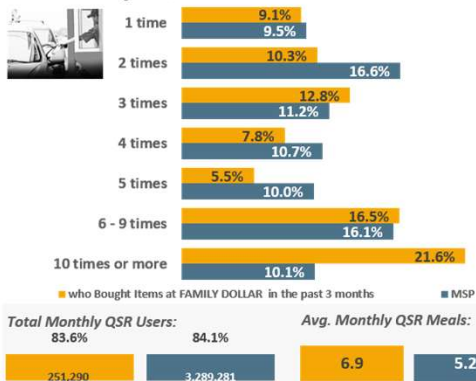
Used Past 30-days: Adults 18 or older



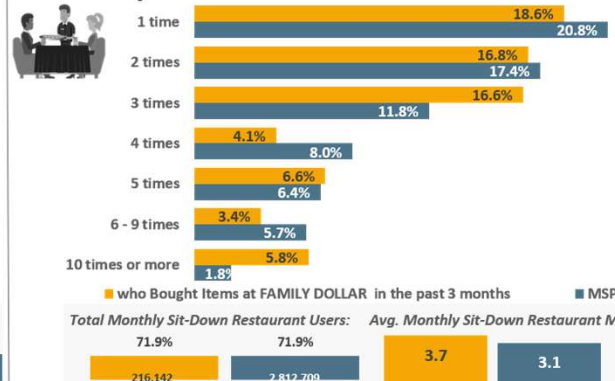


7.7% or 300,617 of MSP DMA Adults 18 or older Bought Items at FAMILY DOLLAR in the past 3 months. Adults 18 or older who Bought Items at FAMILY DOLLAR in the past 3 months are .6% less likely to use QSRs past mo., .1% less likely to use Sit-Down Restaurants past mo., 27.4% more likely to use Casinos past yr., 78.9% more likely to smoke cigarettes.

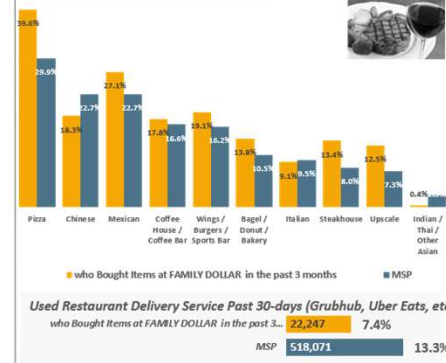
Past 30-days QSR Users: Adults 18 or older



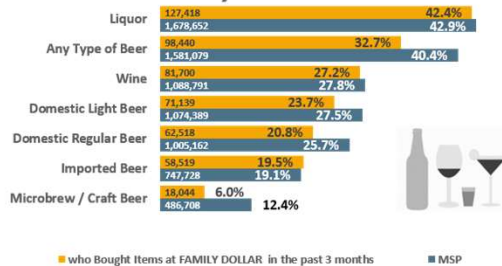
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



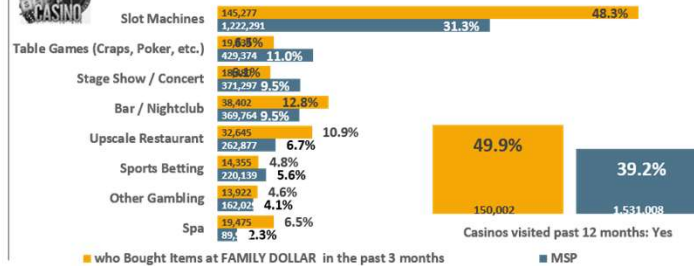
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



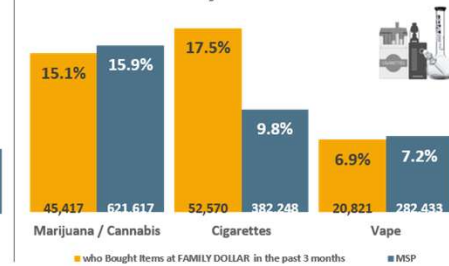
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



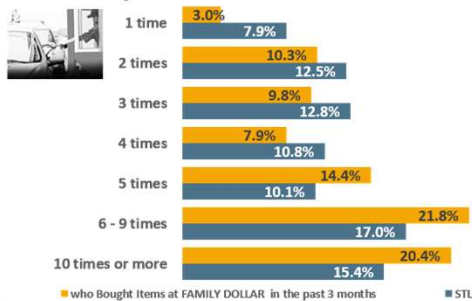
Used Past 30-days: Adults 18 or older



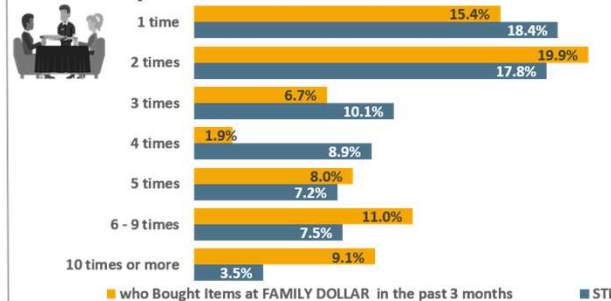


10.6% or 266,865 of STL DMA Adults 18 or older Bought Items at FAMILY DOLLAR in the past 3 months. Adults 18 or older who Bought Items at FAMILY DOLLAR in the past 3 months are 1.2% more likely to use QSRs past mo., 1.7% less likely to use Sit-Down Restaurants past mo., 19.3% more likely to use Casinos past yr., 107.8% more likely to smoke cigarettes.

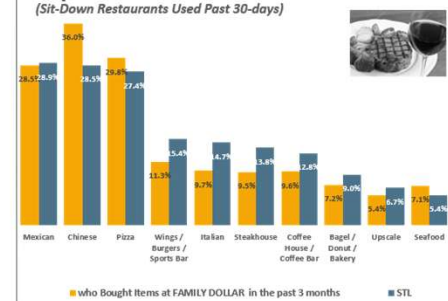
Past 30-days QSR Users: Adults 18 or older



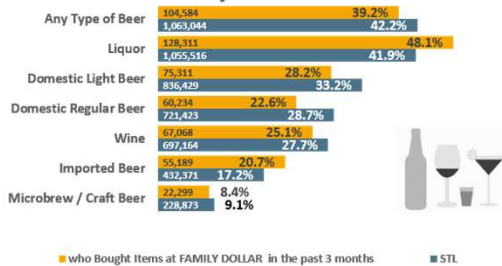
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



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

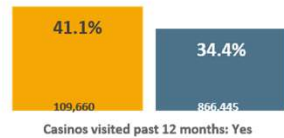
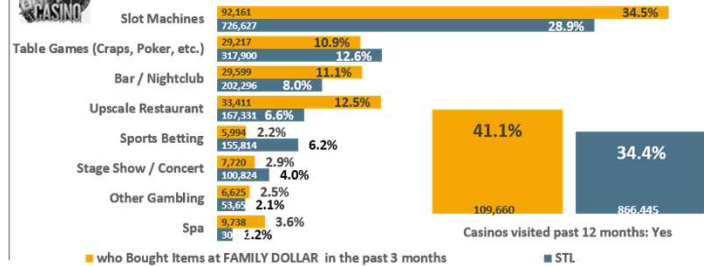


Drank Past 30-days: Adults 18 or older

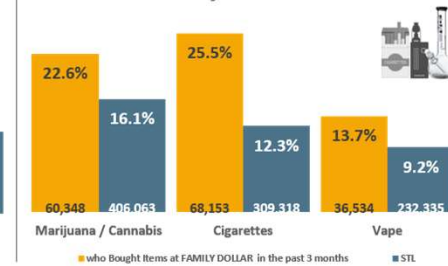


STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 199
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Past 12 months Casino Activities: Adults 18 or older



Used Past 30-days: Adults 18 or older

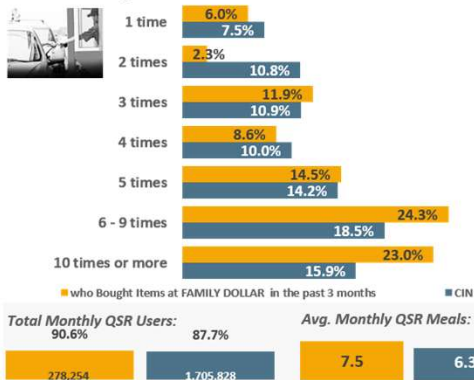


Major stores bought past 3 months: Family Dollar

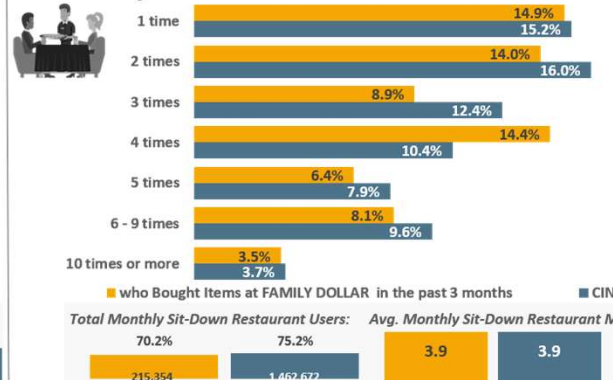


15.8% or 306,969 of CIN DMA Adults 18 or older Bought Items at FAMILY DOLLAR in the past 3 months. Adults 18 or older who Bought Items at FAMILY DOLLAR in the past 3 months are 3.3% more likely to use QSRs past mo., 6.8% less likely to use Sit-Down Restaurants past mo., 13.3% more likely to use Casinos past yr., 64.4% more likely to smoke cigarettes.

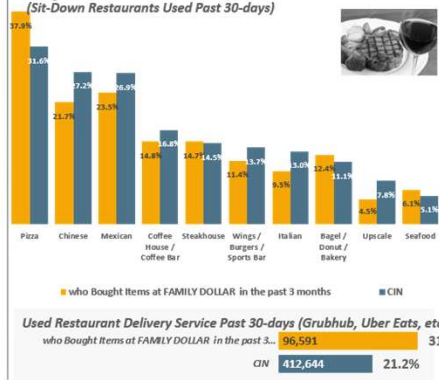
Past 30-days QSR Users: Adults 18 or older



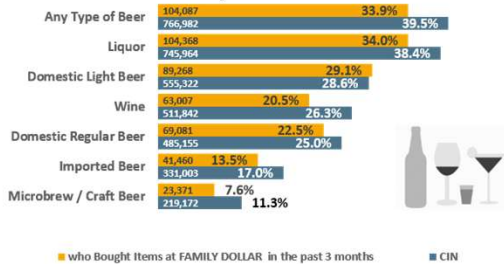
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



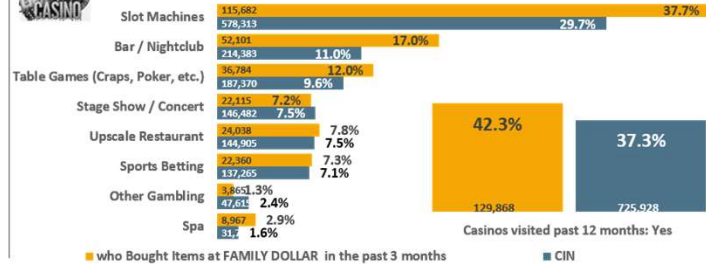
Top-10 Cuisines: Adults 18 or older



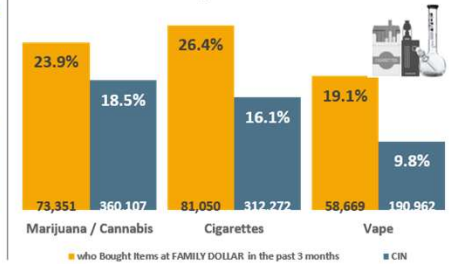
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



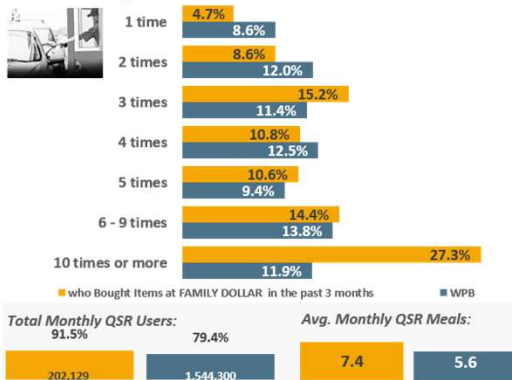
Used Past 30-days: Adults 18 or older



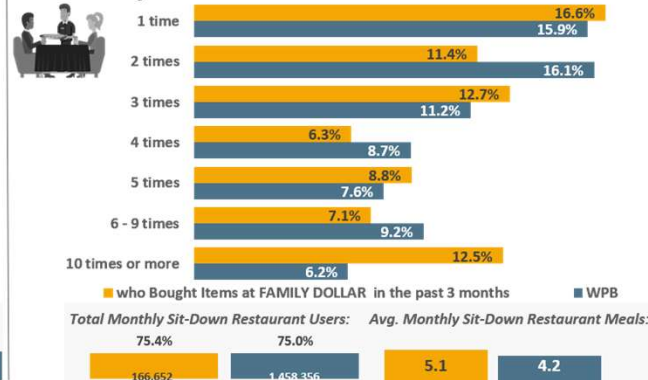


11.4% or 220,886 of WPB DMA Adults 18 or older Bought Items at FAMILY DOLLAR in the past 3 months. Adults 18 or older who Bought Items at FAMILY DOLLAR in the past 3 months are 15.2% more likely to use QSRs past mo., .6% more likely to use Sit-Down Restaurants past mo., 11.2% more likely to use Casinos past yr., 150.3% more likely to smoke cigarettes.

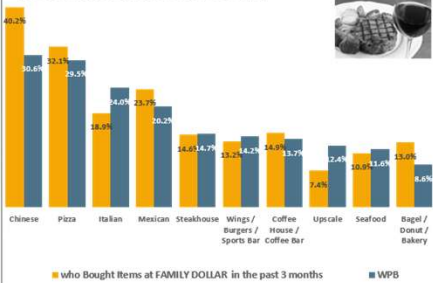
Past 30-days QSR Users: Adults 18 or older



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

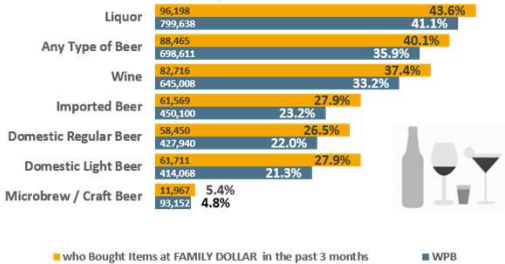


Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)

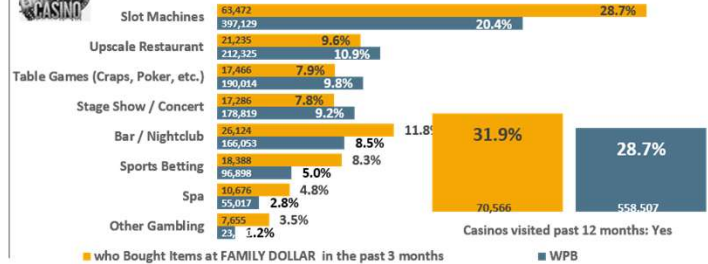


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who Bought Items at FAMILY DOLLAR in the past 3 months: 69,182 (31.3%)
WPB: 387,595 (19.9%)

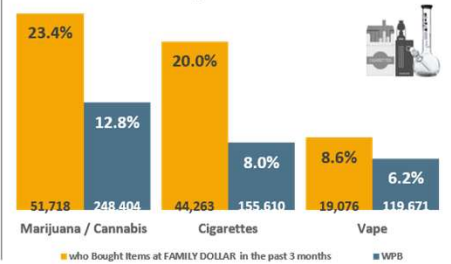
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



Used Past 30-days: Adults 18 or older

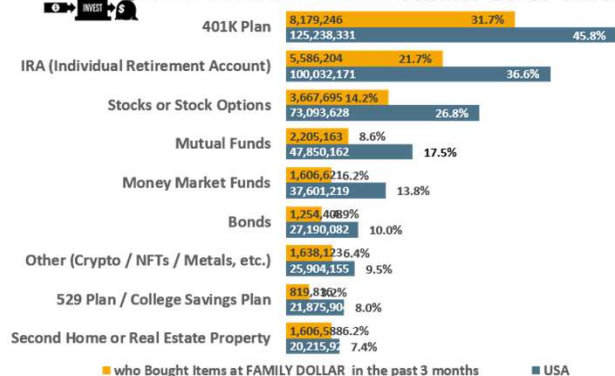




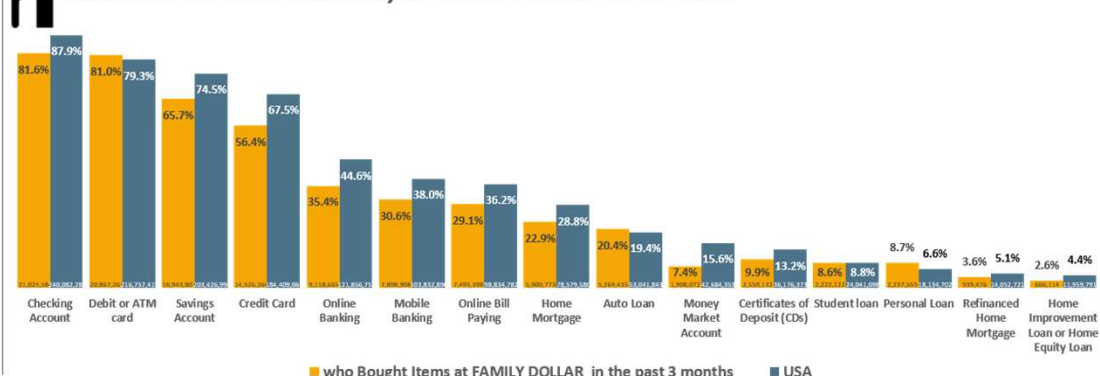
9.4% or 25,772,730 of USA Adults 18 or older Bought Items at FAMILY DOLLAR in the past 3 months. Adults 18 or older who Bought Items at FAMILY DOLLAR in the past 3 months are 30.8% less likely to have a 401K, 5.3% more likely to have an Auto Loan, 42.9% less likely to Invest/Trade Stocks Online, 31.% more likely to pay with their Debit Card.



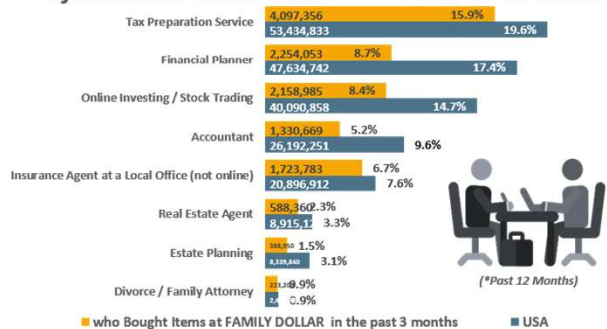
Investments Owned: Adults 18 or older



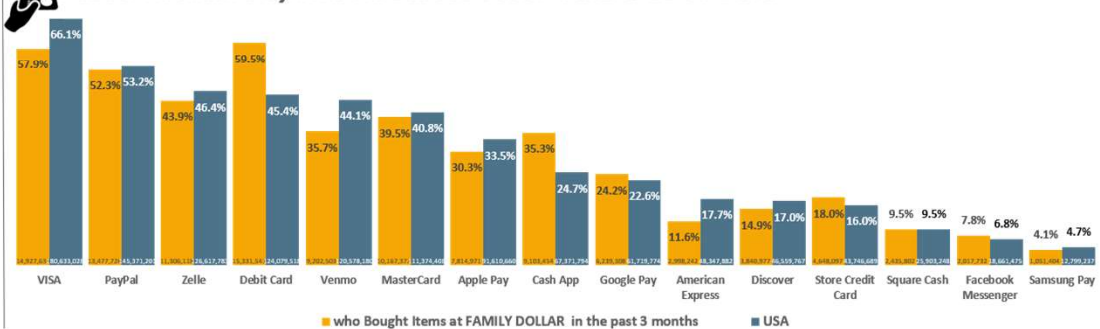
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older

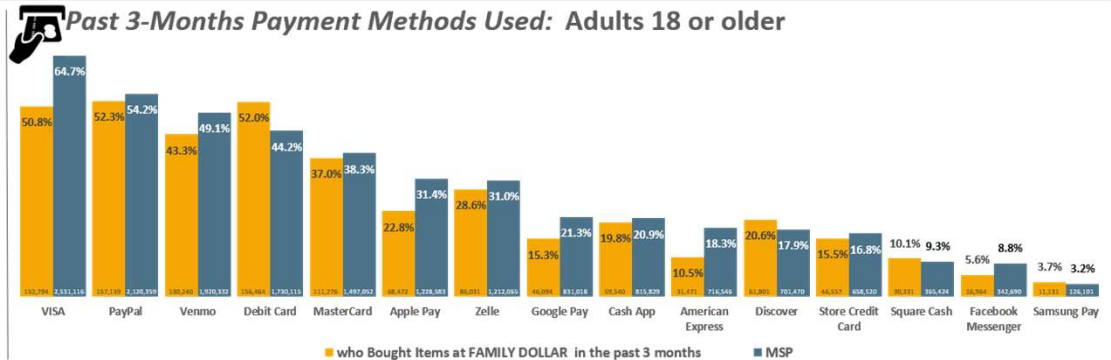
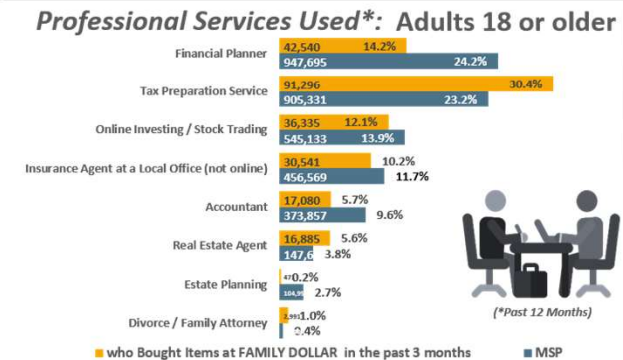
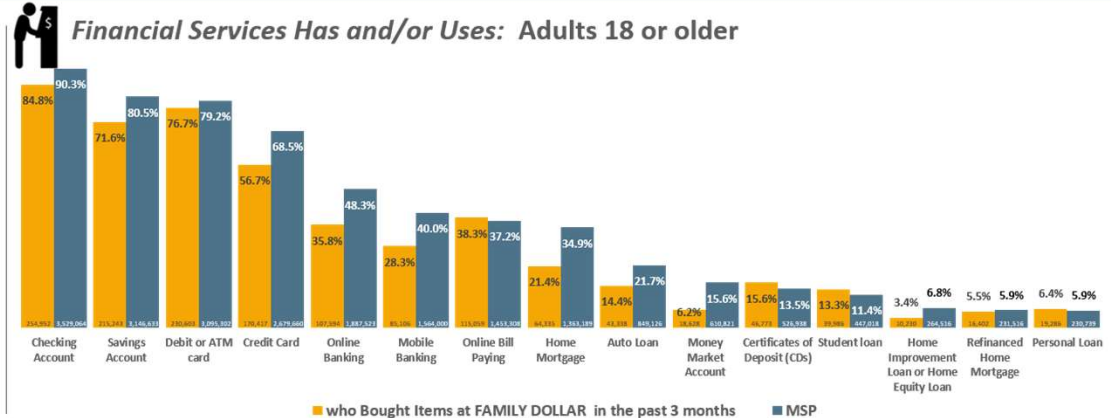
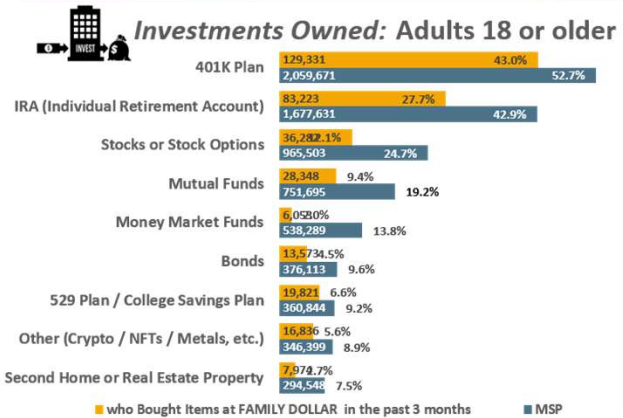


Past 3-Months Payment Methods Used: Adults 18 or older





7.7% or 300,617 of MSP DMA Adults 18 or older Bought Items at FAMILY DOLLAR in the past 3 months. Adults 18 or older who Bought Items at FAMILY DOLLAR in the past 3 months are 18.3% less likely to have a 401K, 33.6% less likely to have an Auto Loan, 13.3% less likely to Invest/Trade Stocks Online, 17.6% more likely to pay with their Debit Card.



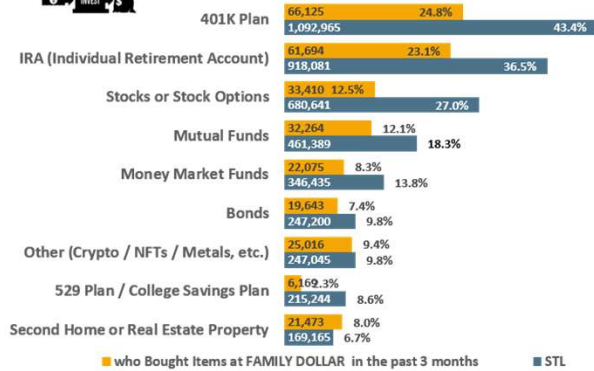
Major stores bought past 3 months: Family Dollar



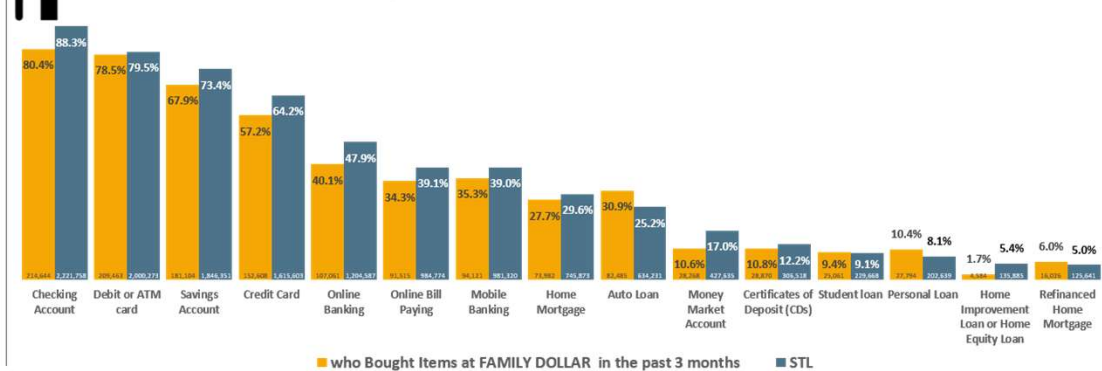
10.6% or 266,865 of STL DMA Adults 18 or older Bought Items at FAMILY DOLLAR in the past 3 months. Adults 18 or older who Bought Items at FAMILY DOLLAR in the past 3 months are 43.% less likely to have a 401K, 22.6% more likely to have an Auto Loan, 28.9% less likely to Invest/Trade Stocks Online, 14.4% more likely to pay with their Debit Card.



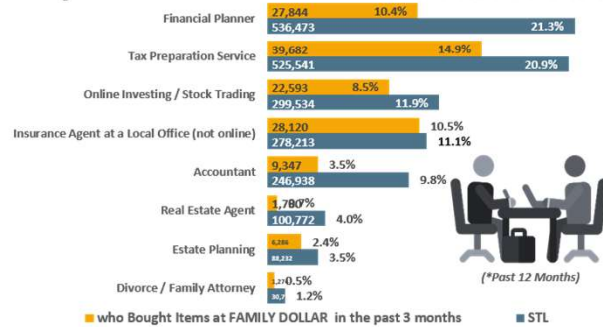
Investments Owned: Adults 18 or older



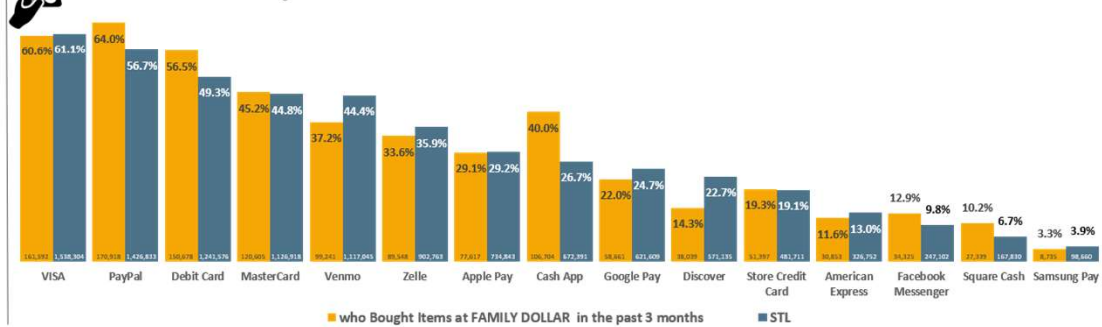
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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





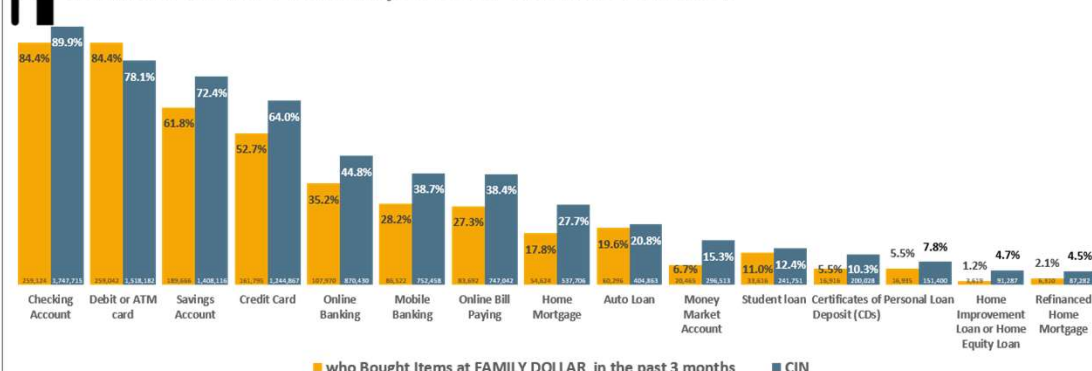
15.8% or 306,969 of CIN DMA Adults 18 or older Bought Items at FAMILY DOLLAR in the past 3 months. Adults 18 or older who Bought Items at FAMILY DOLLAR in the past 3 months are 23.8% less likely to have a 401K, 5.7% less likely to have an Auto Loan, 45.9% less likely to Invest/Trade Stocks Online, 36.8% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



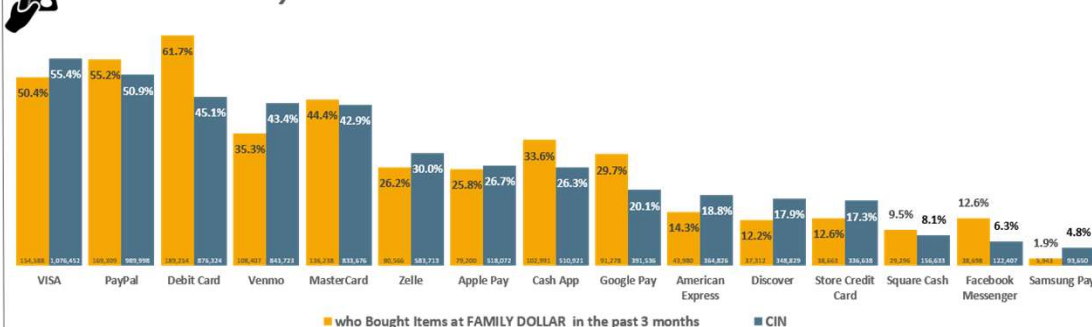
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

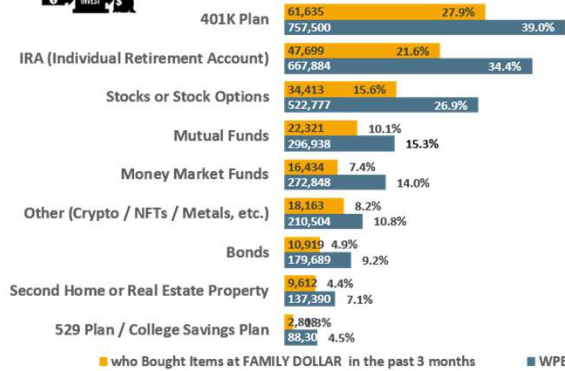




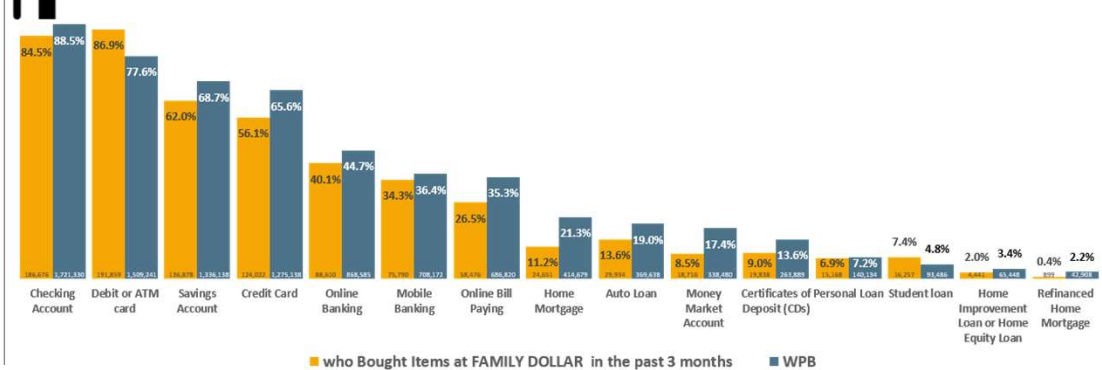
11.4% or 220,886 of WPB DMA Adults 18 or older Bought Items at FAMILY DOLLAR in the past 3 months. Adults 18 or older who Bought Items at FAMILY DOLLAR in the past 3 months are 28.4% less likely to have a 401K, 28.7% less likely to have an Auto Loan, 23.% less likely to Invest/Trade Stocks Online, 48.2% more likely to pay with their Debit Card.



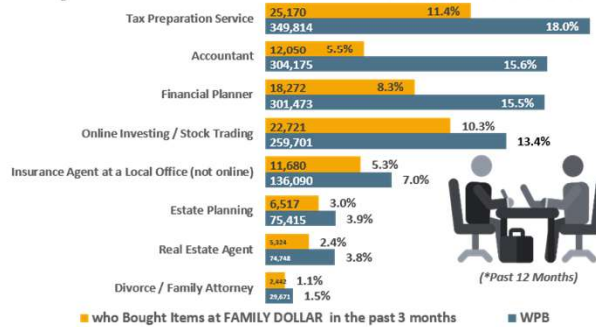
Investments Owned: Adults 18 or older



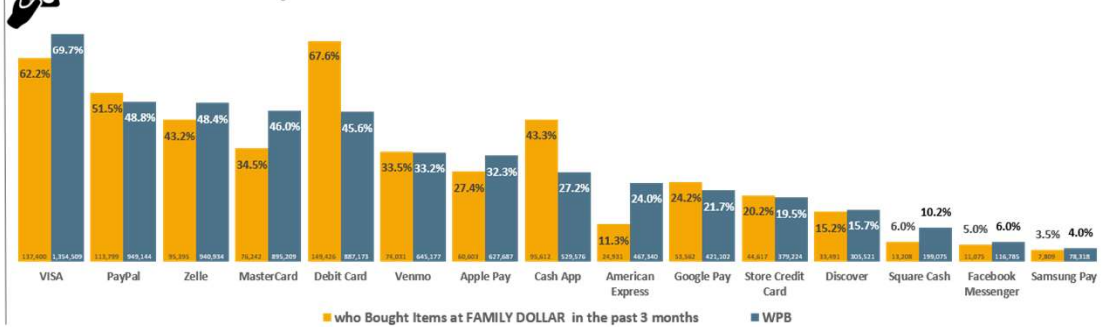
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older

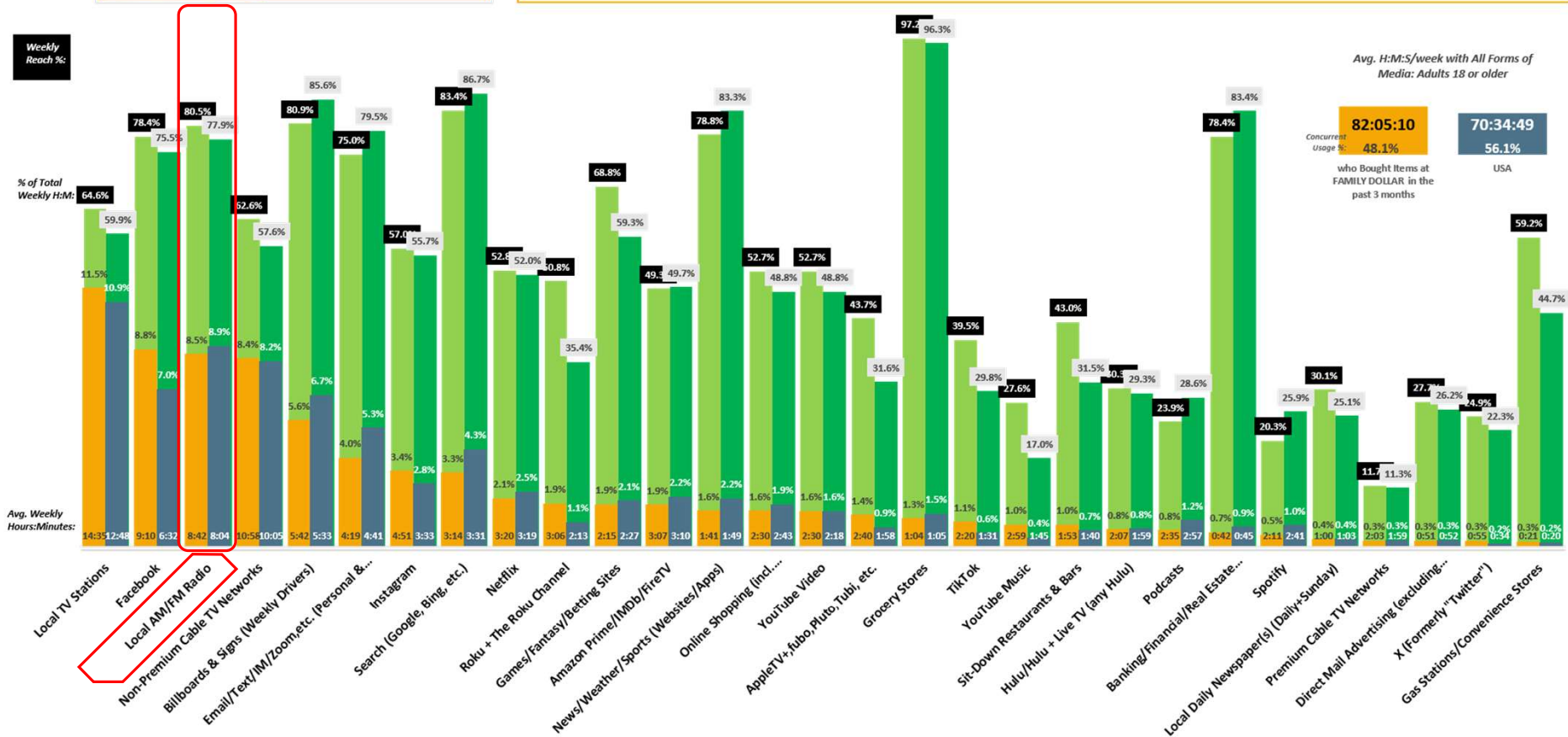


Past 3-Months Payment Methods Used: Adults 18 or older





Adults 18 or older who Bought Items at FAMILY DOLLAR in the past 3 months spend an average of 3 days, 10 hours, 5 minutes and 10 seconds each week with All Forms of Media.
 80.5% of Adults 18 or older who Bought Items at FAMILY DOLLAR in the past 3 months spend an avg. of 8 hours and 42 minutes each week listening to All Local AM/FM Radio, representing 8.5% of total time spent with all forms of Media.



■ who Bought Items at FAMILY DOLLAR in the past 3 months ■ USA

USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 2,261
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

Major stores bought past 3 months: Family Dollar

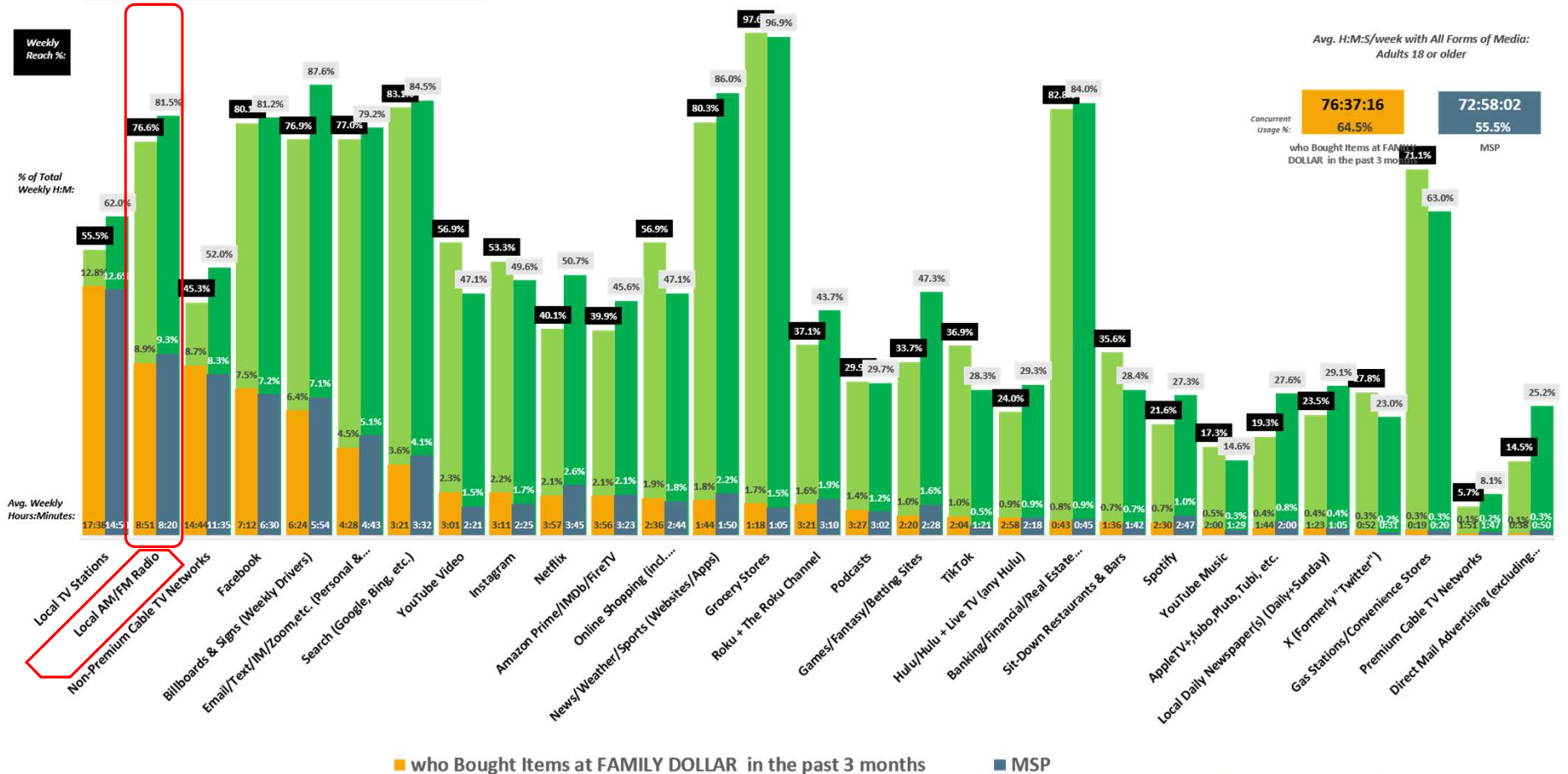


Share of Everything for Anything



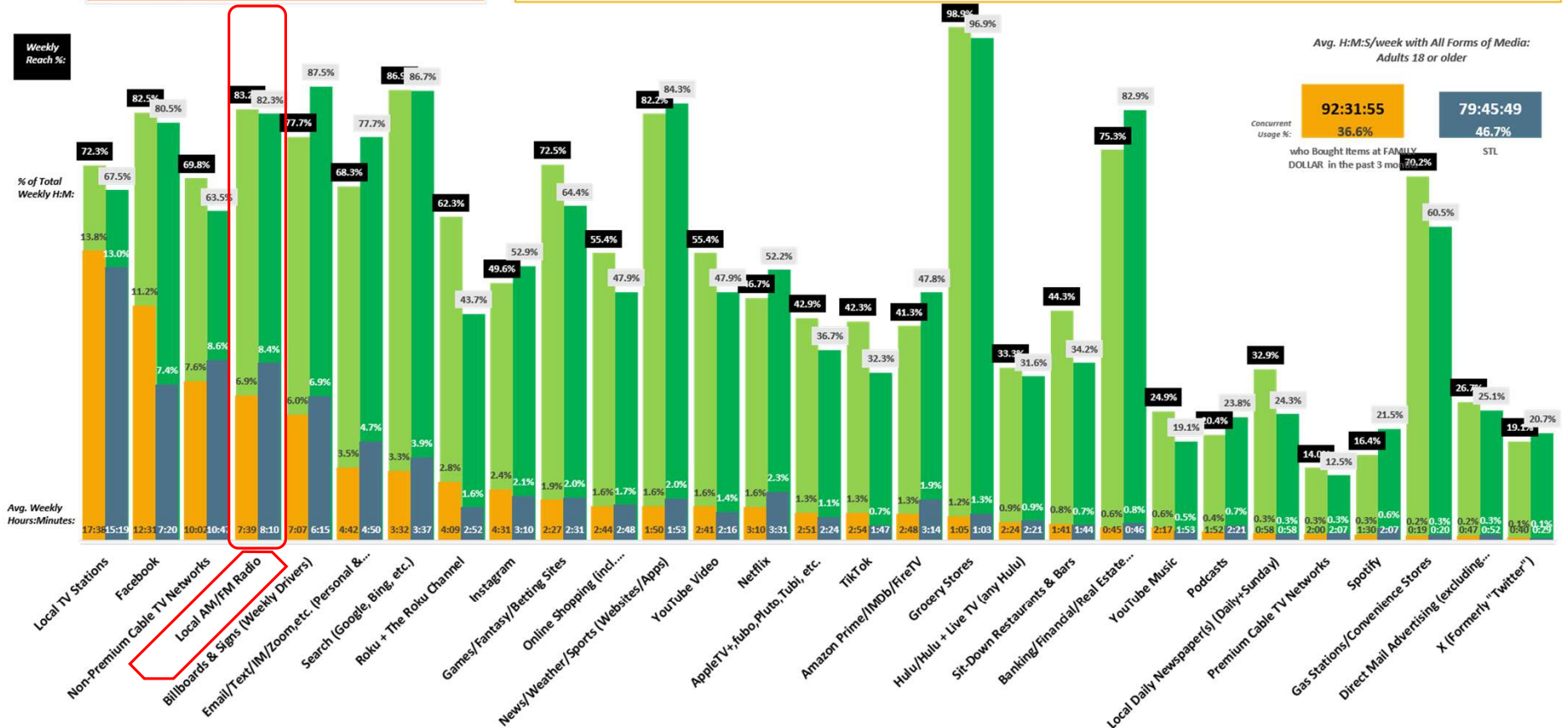
Adults 18 or older who Bought Items at FAMILY DOLLAR in the past 3 months spend an average of 3 days, 4 hours, 37 minutes and 16 seconds each week with All Forms of Media.

76.6% of Adults 18 or older who Bought Items at FAMILY DOLLAR in the past 3 months spend an avg. of 8 hours and 51 minutes each week listening to All Local AM/FM Radio, representing 8.9% of total time spent with all forms of Media.





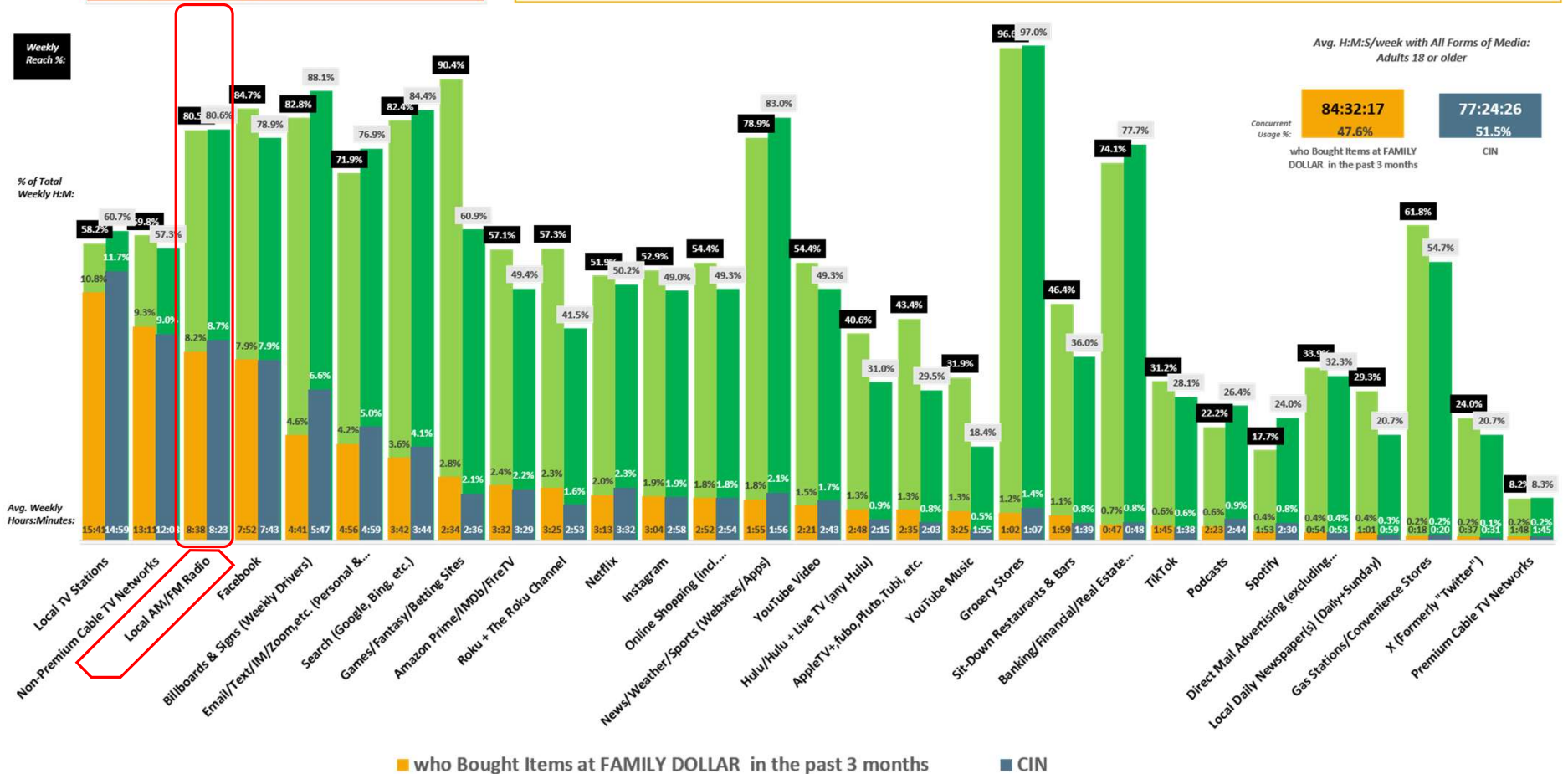
Adults 18 or older who Bought Items at FAMILY DOLLAR in the past 3 months spend an average of 3 days, 20 hours, 31 minutes and 55 seconds each week with All Forms of Media.
 83.2% of Adults 18 or older who Bought Items at FAMILY DOLLAR in the past 3 months spend an avg. of 7 hours and 39 minutes each week listening to All Local AM/FM Radio, representing 6.9% of total time spent with all forms of Media.



■ who Bought Items at FAMILY DOLLAR in the past 3 months ■ STL

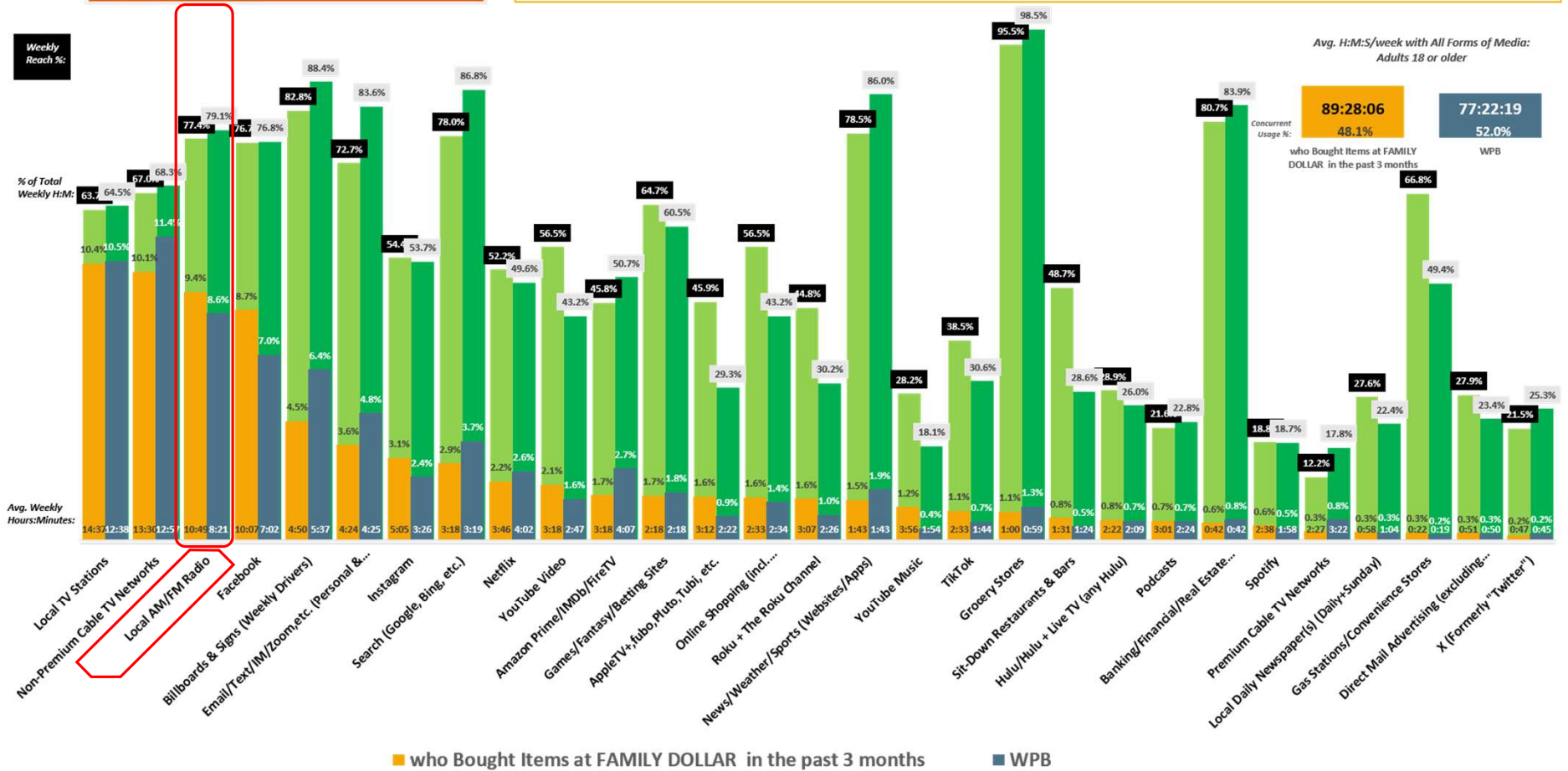


Adults 18 or older who Bought Items at FAMILY DOLLAR in the past 3 months spend an average of 3 days, 12 hours, 32 minutes and 17 seconds each week with All Forms of Media.
 80.5% of Adults 18 or older who Bought Items at FAMILY DOLLAR in the past 3 months spend an avg. of 8 hours and 38 minutes each week listening to All Local AM/FM Radio, representing 8.2% of total time spent with all forms of Media.



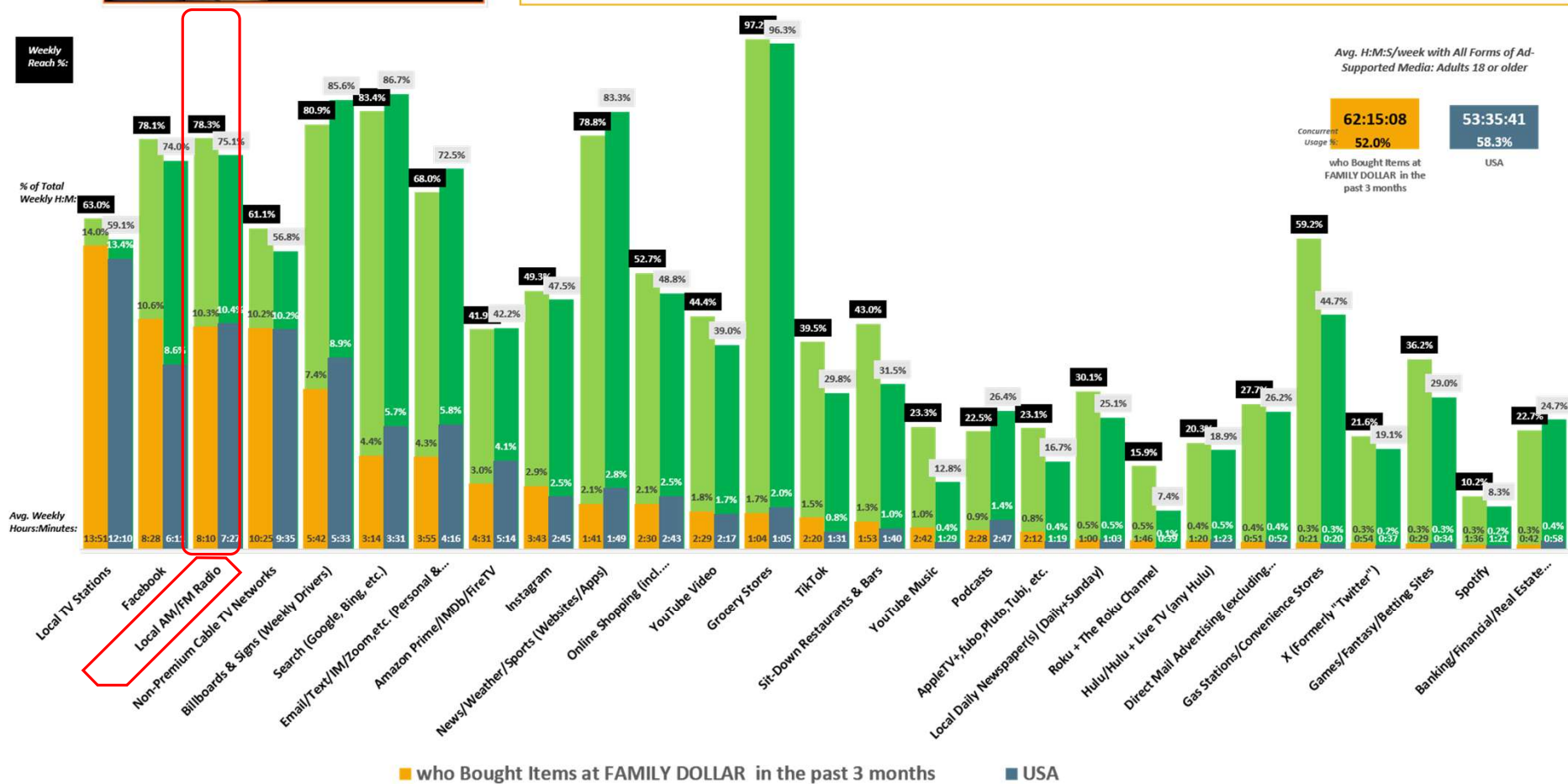


Adults 18 or older who Bought Items at FAMILY DOLLAR in the past 3 months spend an average of 3 days, 17 hours, 28 minutes and 6 seconds each week with All Forms of Media.
 77.4% of Adults 18 or older who Bought Items at FAMILY DOLLAR in the past 3 months spend an avg. of 10 hours and 49 minutes each week listening to All Local AM/FM Radio, representing 9.4% of total time spent with all forms of Media.



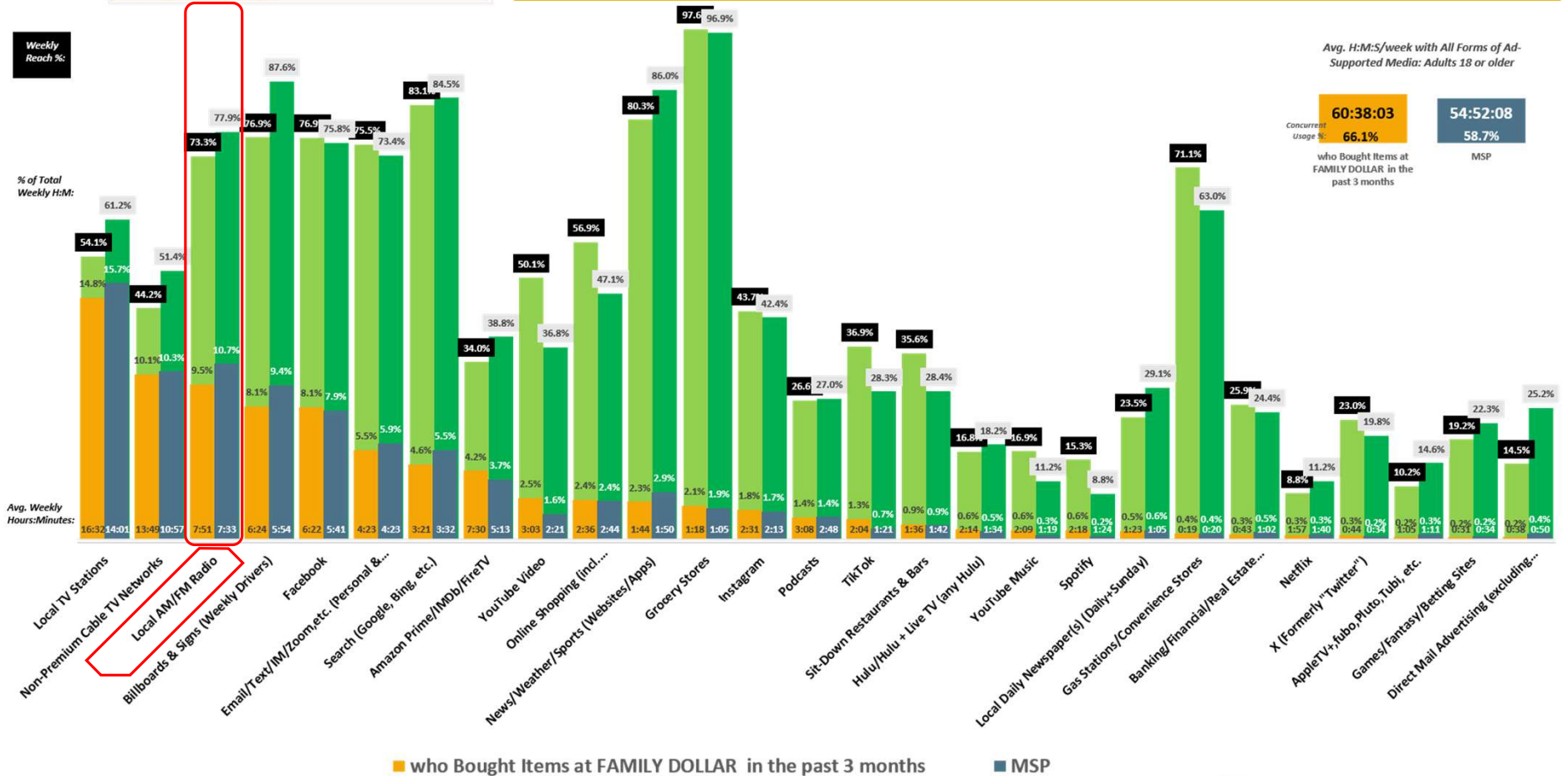


Adults 18 or older who Bought Items at FAMILY DOLLAR in the past 3 months spend an average of 2 days, 14 hours, 15 minutes and 8 seconds each week with All Forms of Ad-Supported Media.
 78.3% of Adults 18 or older who Bought Items at FAMILY DOLLAR in the past 3 months spend an avg. of 8 hours and 10 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.3% of total time spent with all forms of Ad-Supported Media.



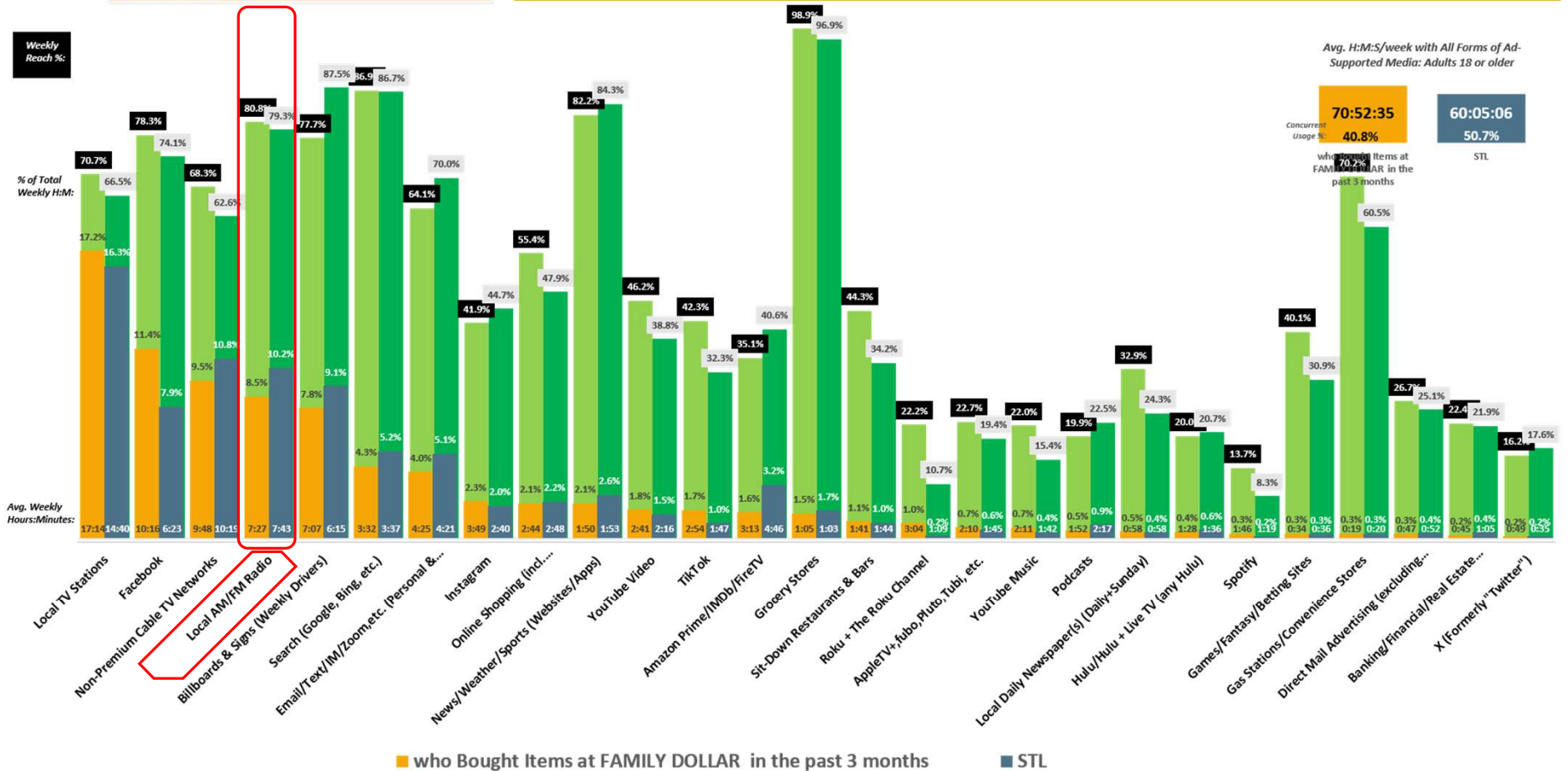


Adults 18 or older who Bought Items at FAMILY DOLLAR in the past 3 months spend an average of 2 days, 12 hours, 38 minutes and 3 seconds each week with All Forms of Ad-Supported Media.
 73.3% of Adults 18 or older who Bought Items at FAMILY DOLLAR in the past 3 months spend an avg. of 7 hours and 51 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.5% of total time spent with all forms of Ad-Supported Media.





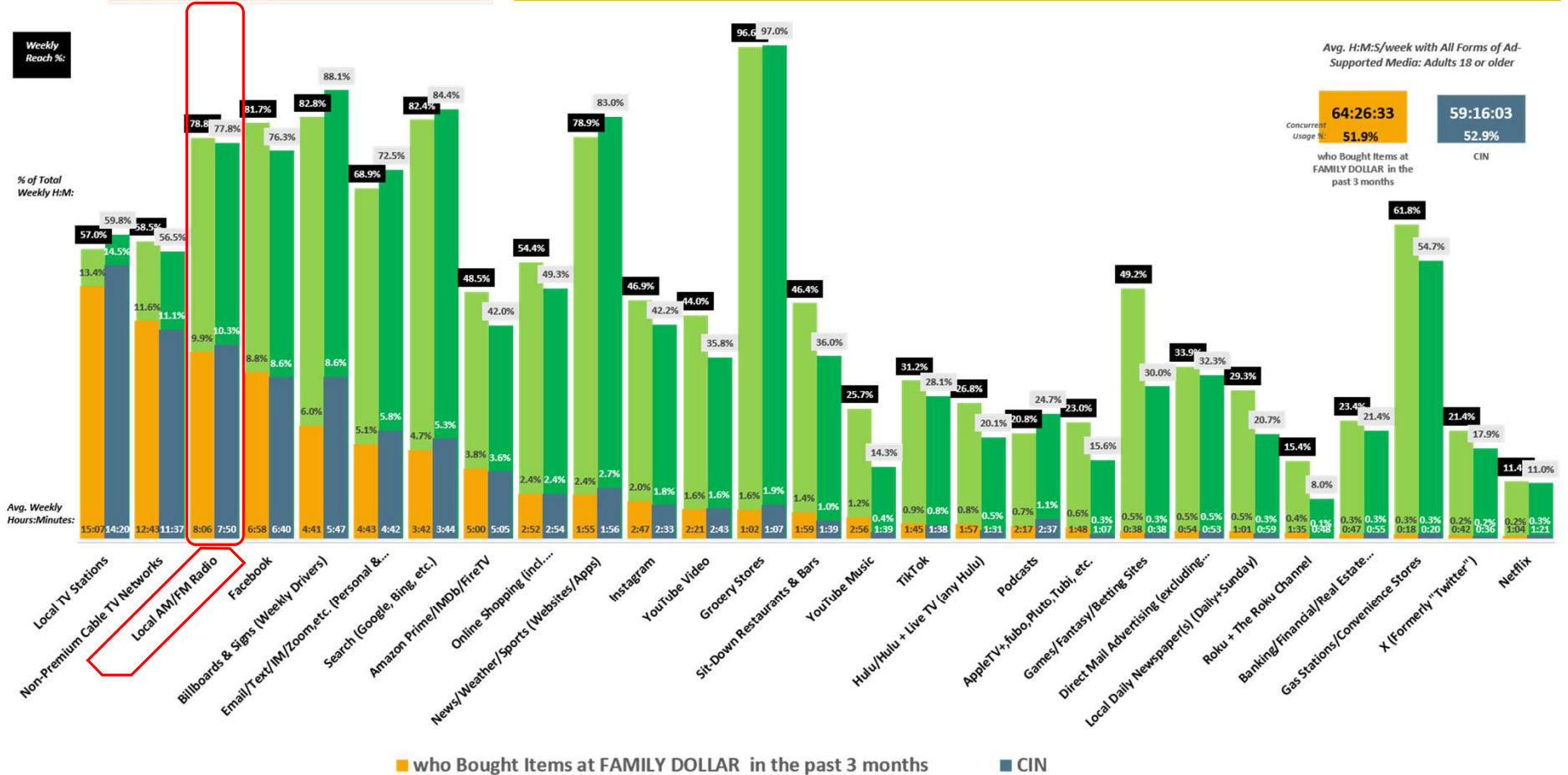
Adults 18 or older who Bought Items at FAMILY DOLLAR in the past 3 months spend an average of 2 days, 22 hours, 52 minutes and 35 seconds each week with All Forms of Ad-Supported Media.
 80.8% of Adults 18 or older who Bought Items at FAMILY DOLLAR in the past 3 months spend an avg. of 7 hours and 27 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 8.5% of total time spent with all forms of Ad-Supported Media.





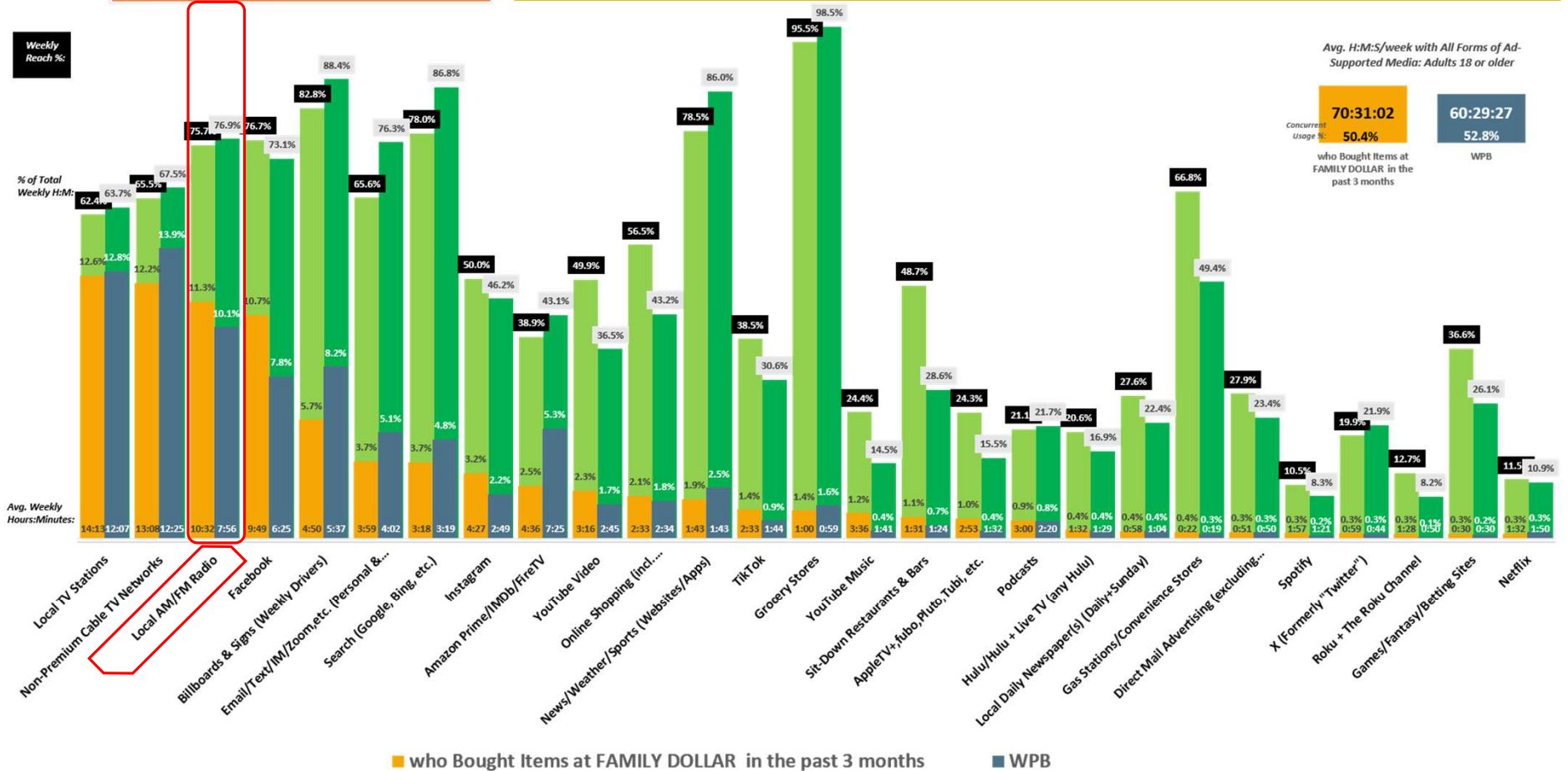
Adults 18 or older who Bought Items at FAMILY DOLLAR in the past 3 months spend an average of 2 days, 16 hours, 26 minutes and 33 seconds each week with All Forms of Ad-Supported Media.

78.8% of Adults 18 or older who Bought Items at FAMILY DOLLAR in the past 3 months spend an avg. of 8 hours and 6 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.9% of total time spent with all forms of Ad-Supported Media.





Adults 18 or older who Bought Items at FAMILY DOLLAR in the past 3 months spend an average of 2 days, 22 hours, 31 minutes and 2 seconds each week with All Forms of Ad-Supported Media.
 75.7% of Adults 18 or older who Bought Items at FAMILY DOLLAR in the past 3 months spend an avg. of 10 hours and 32 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.3% of total time spent with all forms of Ad-Supported Media

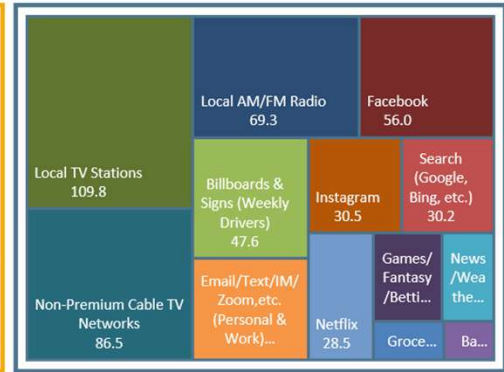
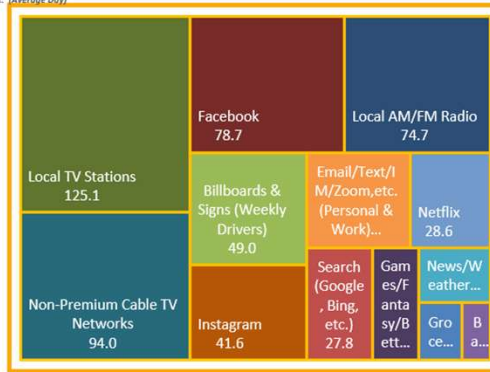
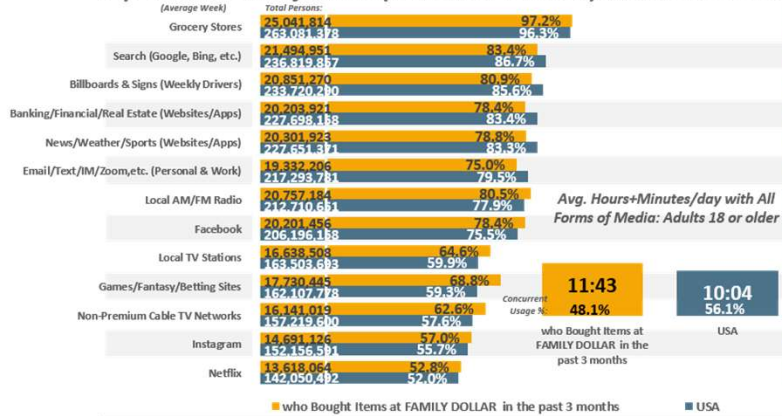




Adults 18 or older who Bought Items at FAMILY DOLLAR in the past 3 months spend an average of 8 hours and 53 minutes each day with All Forms of Ad-Supported Media. 78.3% listen to Local AM/FM Radio for an avg. of 70.1 minutes/day. (Local Radio delivers 10.3% of Time with Ad-Supported Media.)

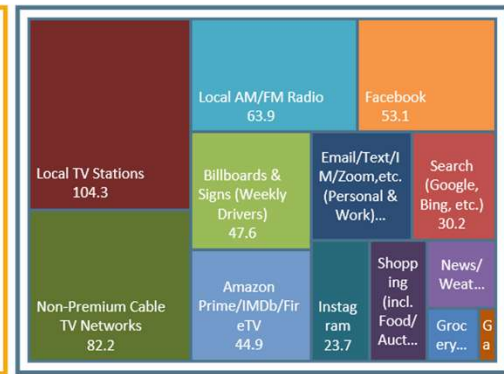
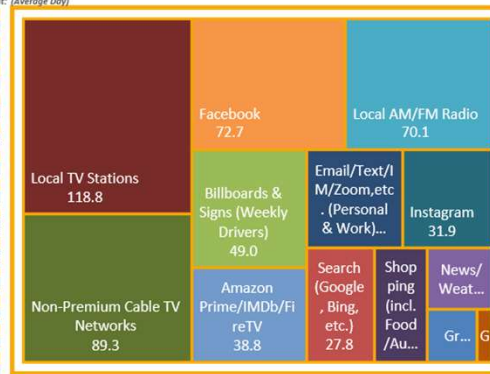
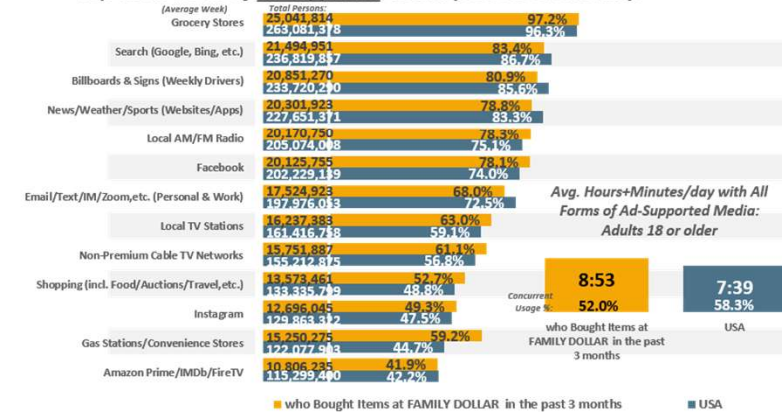
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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



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

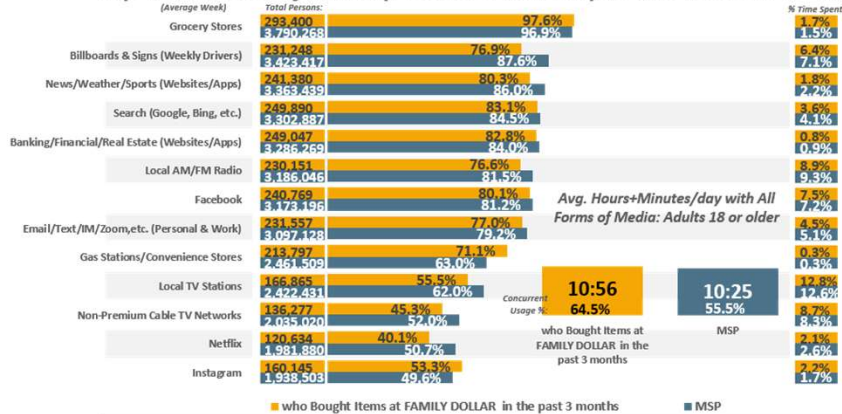
Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



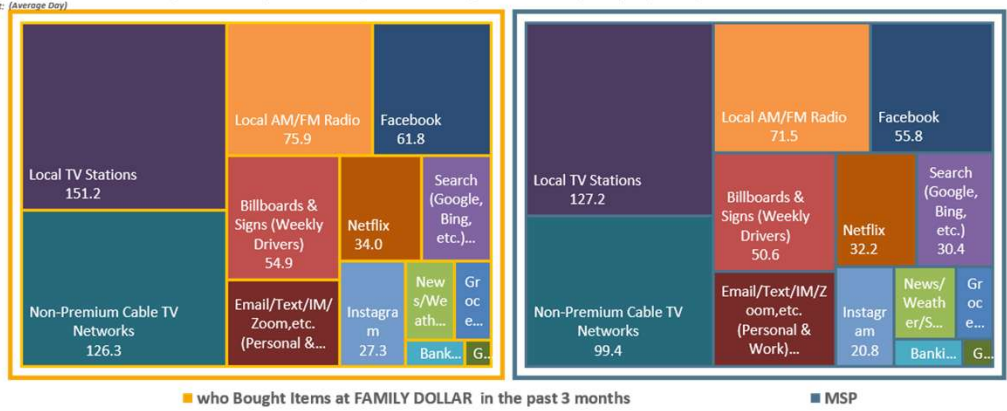


Adults 18 or older who Bought Items at FAMILY DOLLAR in the past 3 months spend an average of 8 hours and 39 minutes each day with All Forms of Ad-Supported Media. 73.3% listen to Local AM/FM Radio for an avg. of 67.3 minutes/day. (Local Radio delivers 9.5% of Time with Ad-Supported Media.)

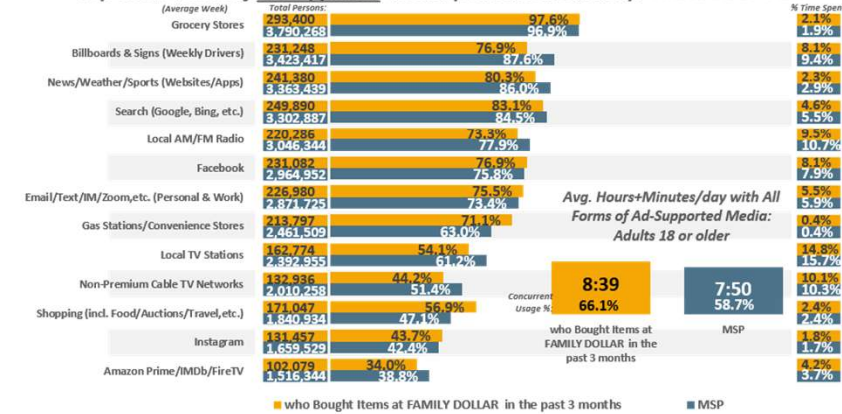
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



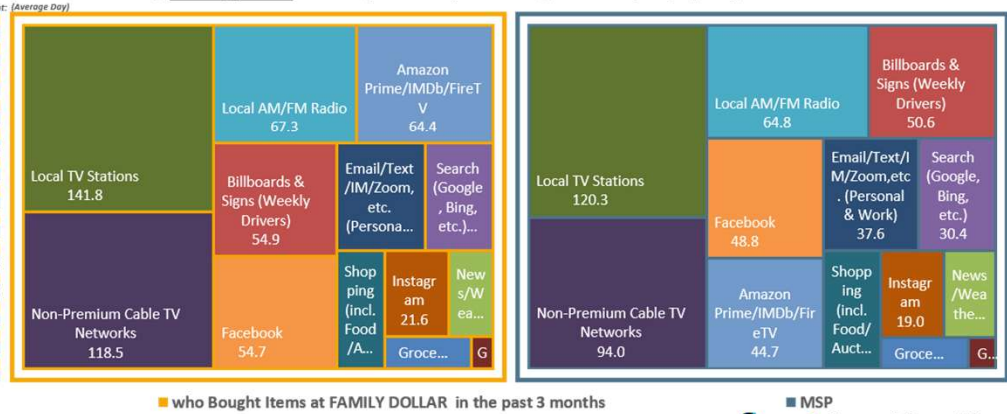
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 124
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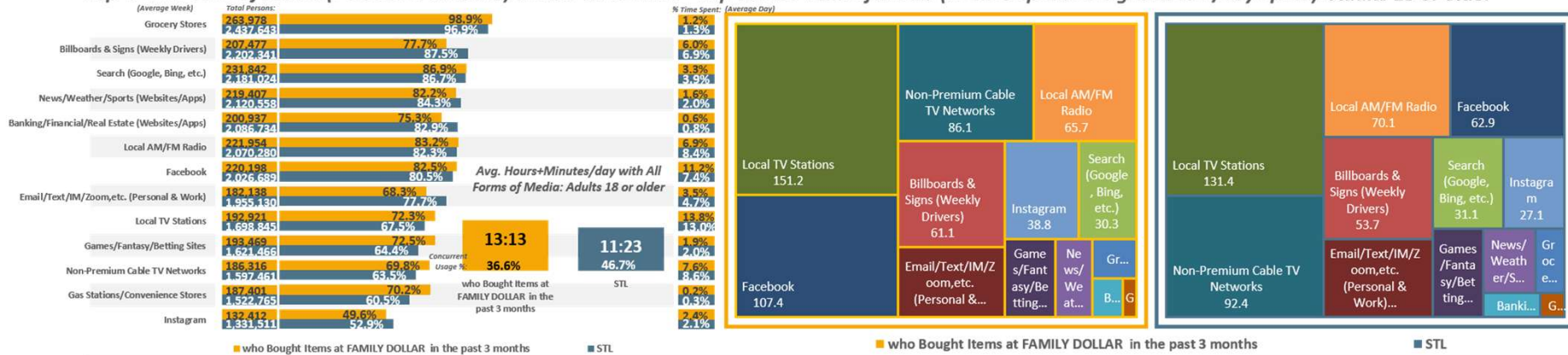
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Major stores bought past 3 months: Family Dollar

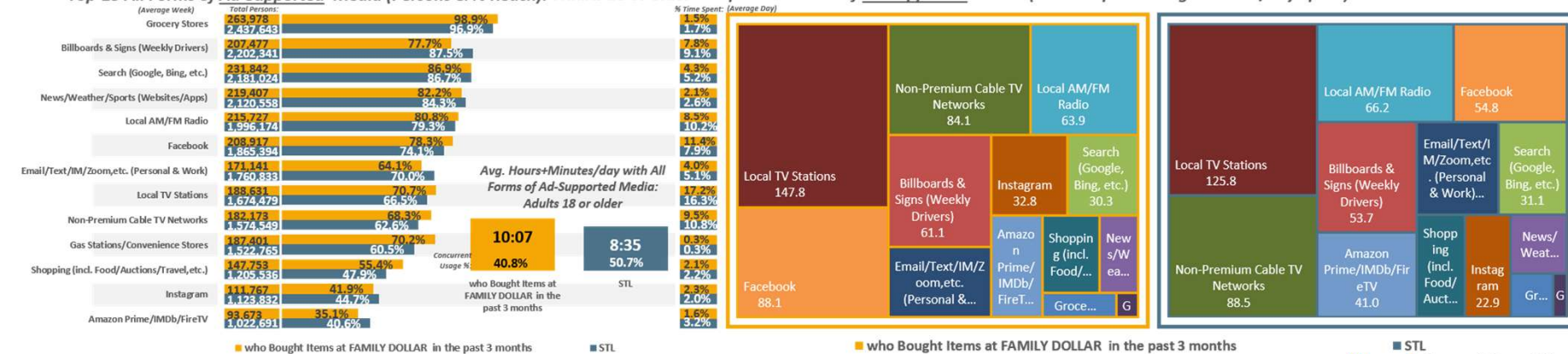


Adults 18 or older who Bought Items at FAMILY DOLLAR in the past 3 months spend an average of 10 hours and 7 minutes each day with All Forms of Ad-Supported Media. 80.8% listen to Local AM/FM Radio for an avg. of 63.9 minutes/day. (Local Radio delivers 8.5% of Time with Ad-Supported Media.)

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**



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 199
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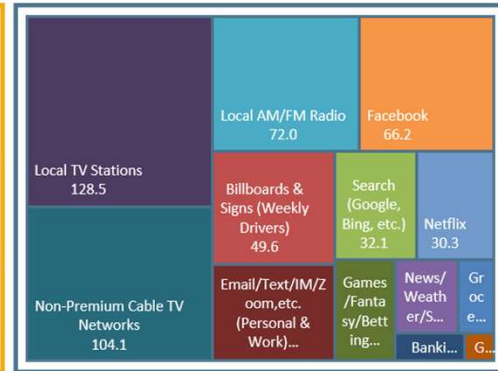
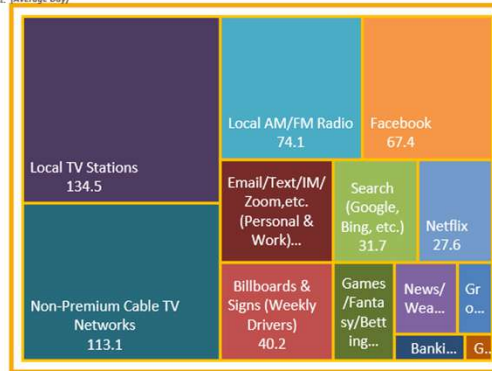
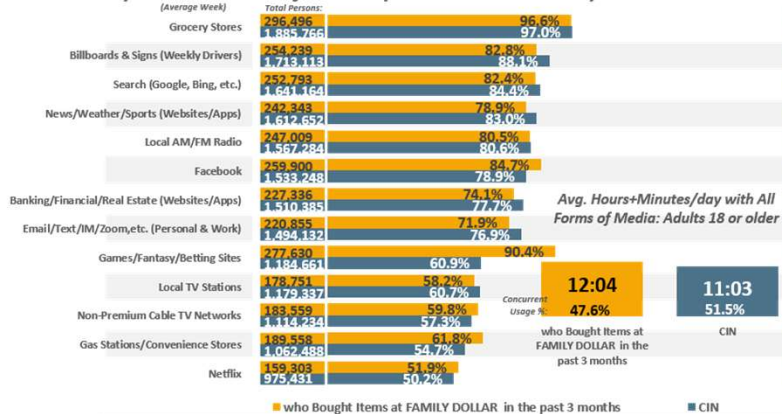
Major stores bought past 3 months: Family Dollar



Adults 18 or older who Bought Items at FAMILY DOLLAR in the past 3 months spend an average of 9 hours and 12 minutes each day with All Forms of Ad-Supported Media. 78.8% listen to Local AM/FM Radio for an avg. of 69.5 minutes/day. (Local Radio delivers 9.9% of Time with Ad-Supported Media.)

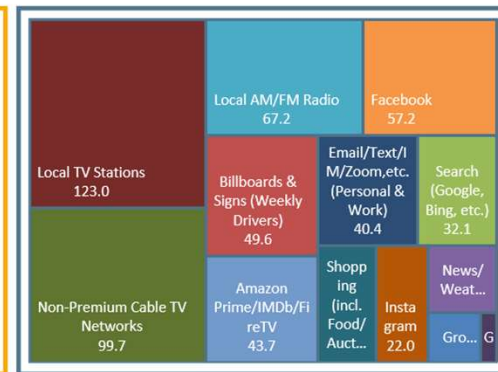
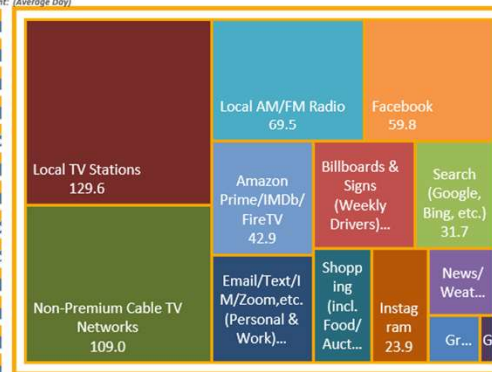
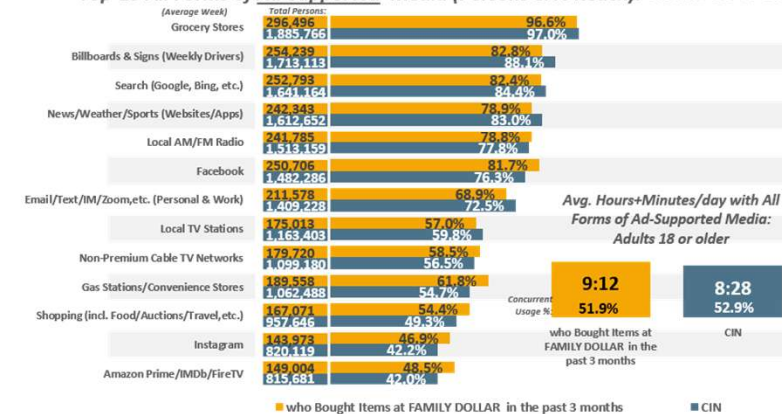
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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



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

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



CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 291
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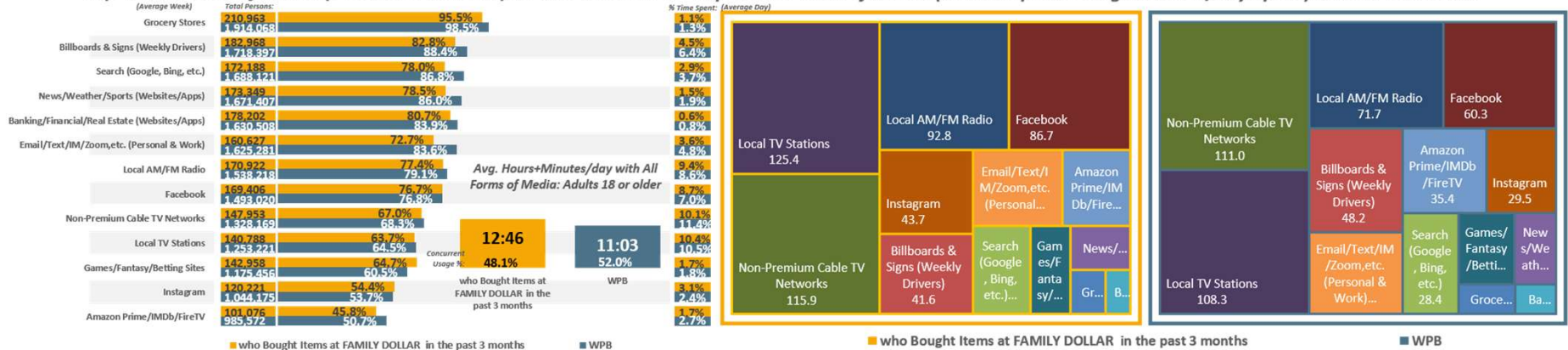
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Major stores bought past 3 months: Family Dollar

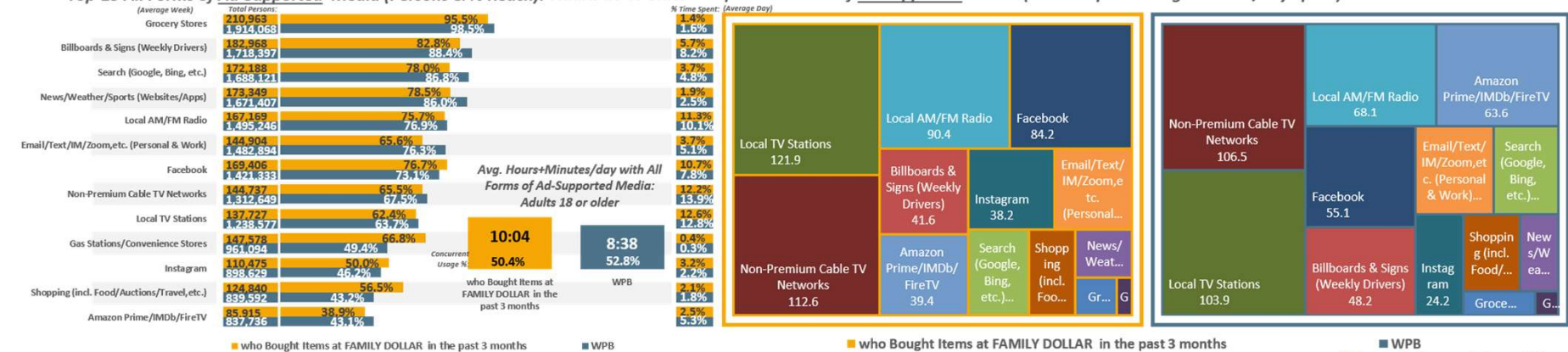


Adults 18 or older who Bought Items at FAMILY DOLLAR in the past 3 months spend an average of 10 hours and 4 minutes each day with All Forms of Ad-Supported Media. 75.7% listen to Local AM/FM Radio for an avg. of 90.4 minutes/day. (Local Radio delivers 11.3% of Time with Ad-Supported Media.)

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



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



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 317
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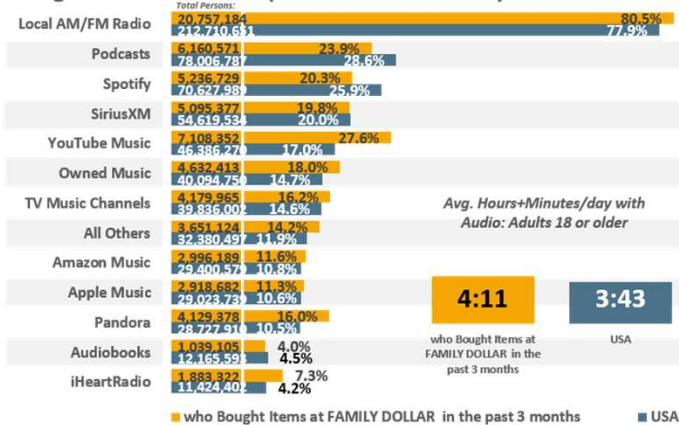
soefa.ai Share of Everything for Anything

Major stores bought past 3 months: Family Dollar

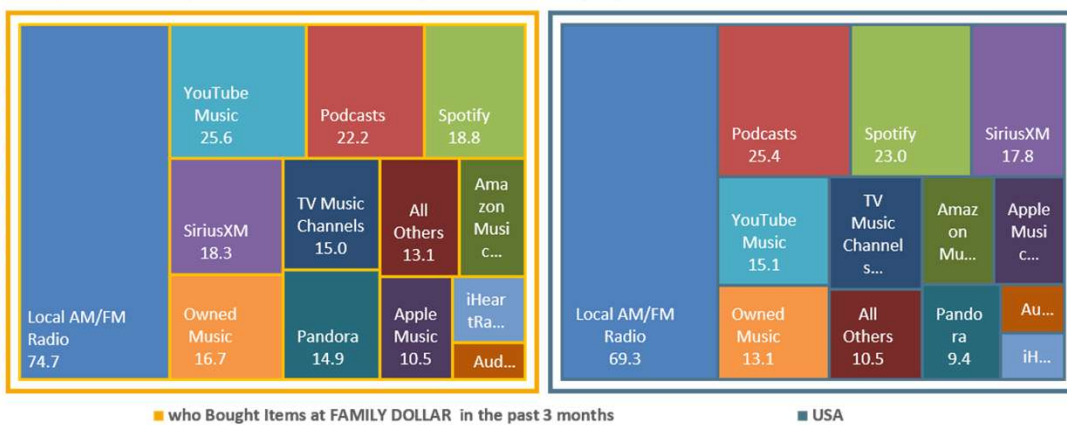


20,170,750 or 78.3% of Adults 18 or older who Bought Items at FAMILY DOLLAR in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 70.1 minutes every day representing 37.5% of all time spent daily with Ad-Supported Audio.

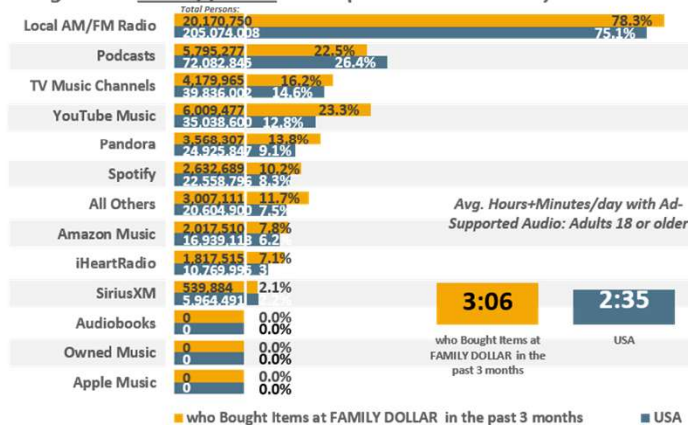
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



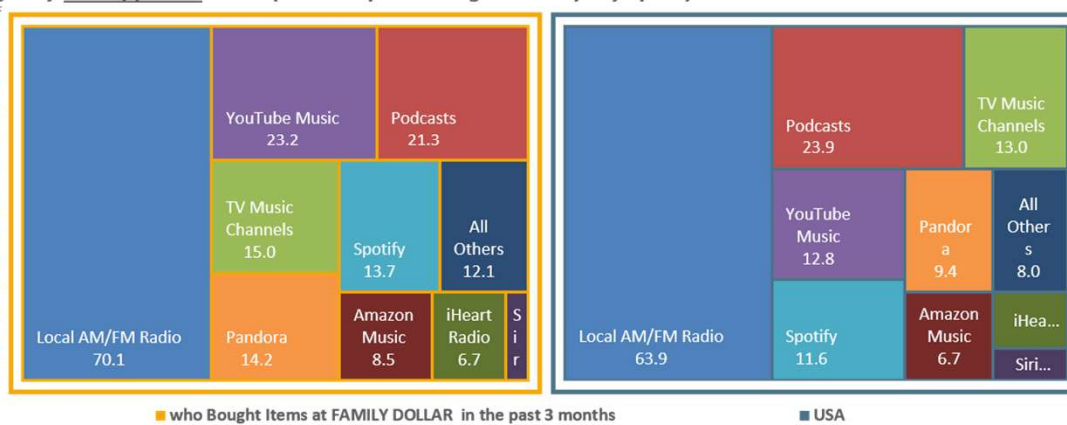
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 2,261
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Scarborough R1 2026: Jan 25-Mar26 USA Projection

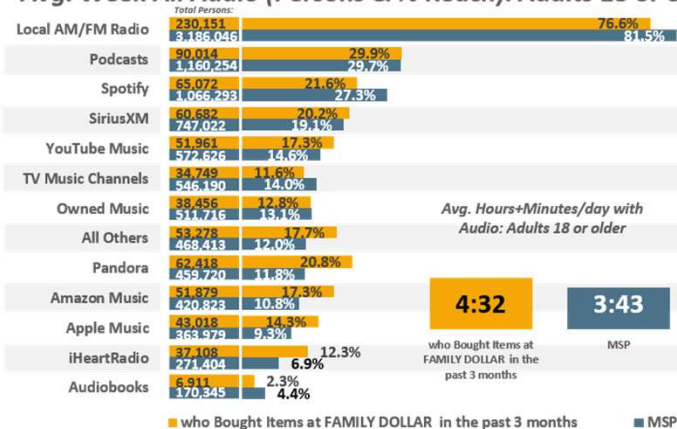
soefa.ai Share of Everything for Anything

Major stores bought past 3 months: Family Dollar

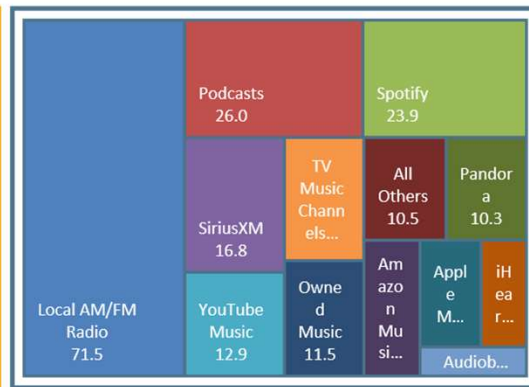
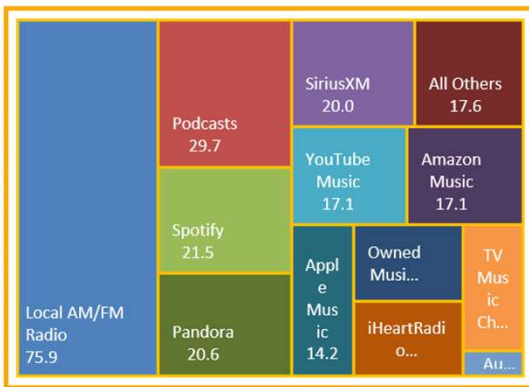


220,286 or 73.3% of Adults 18 or older who Bought Items at FAMILY DOLLAR in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 67.3 minutes every day representing 31.3% of all time spent daily with Ad-Supported Audio.

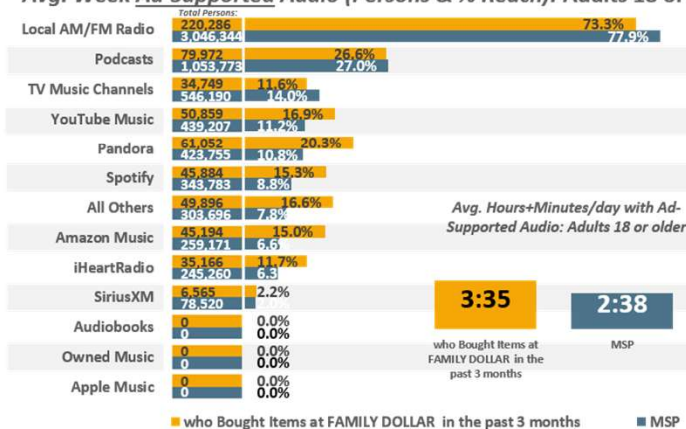
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



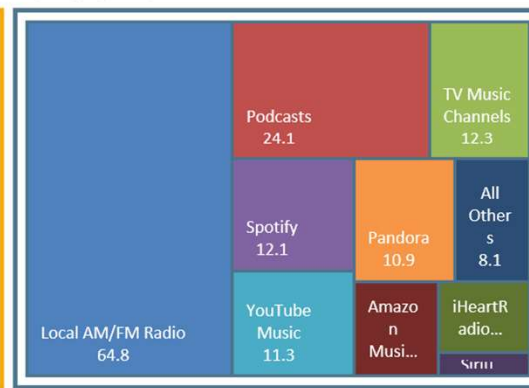
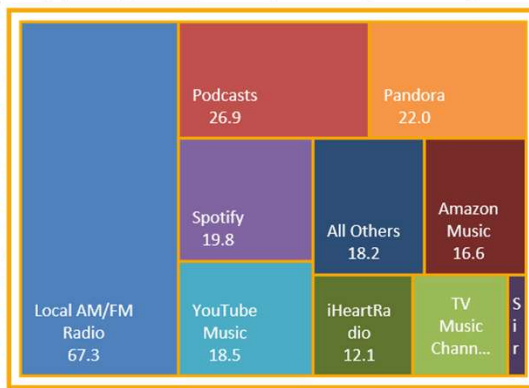
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



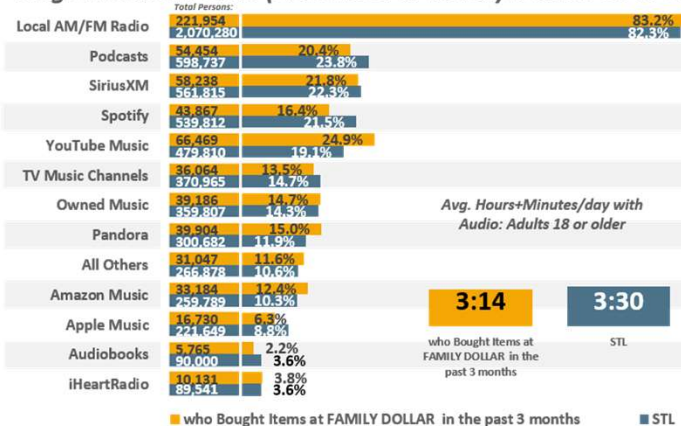
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



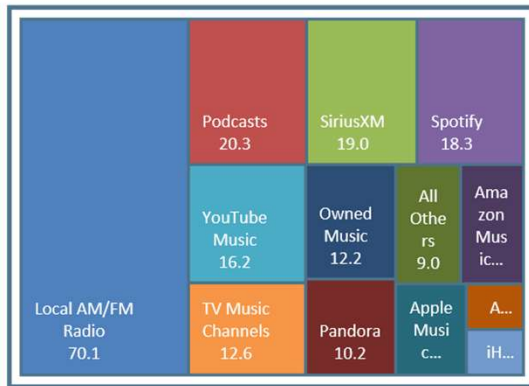
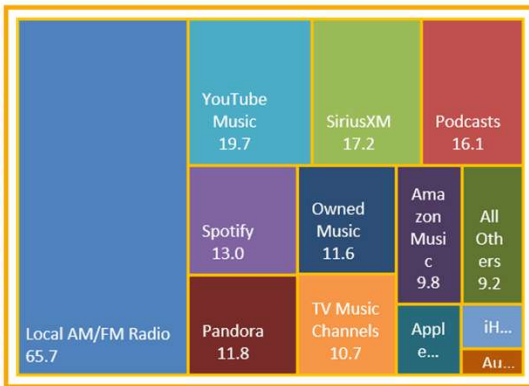


215,727 or 80.8% of Adults 18 or older who Bought Items at FAMILY DOLLAR in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 63.9 minutes every day representing 40.6% of all time spent daily with Ad-Supported Audio.

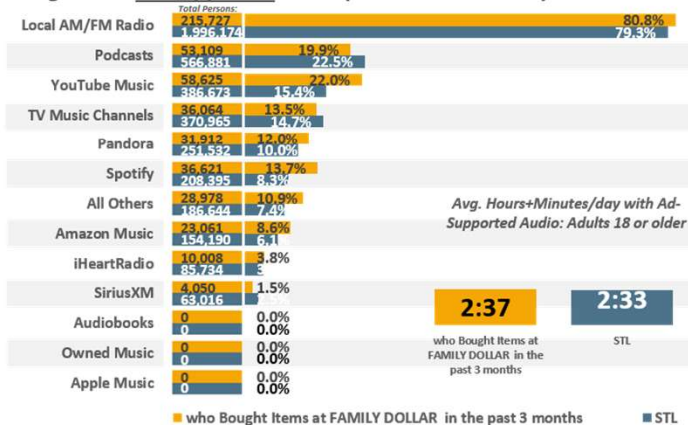
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



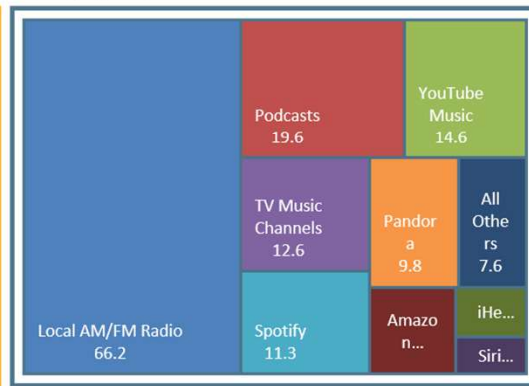
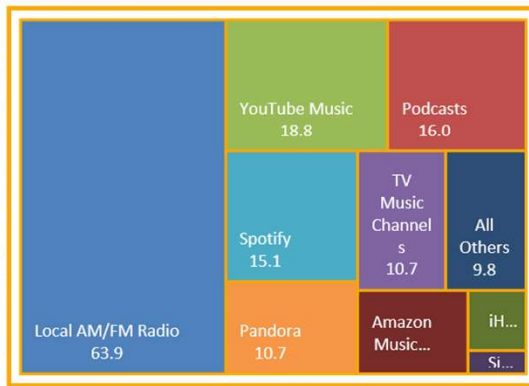
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



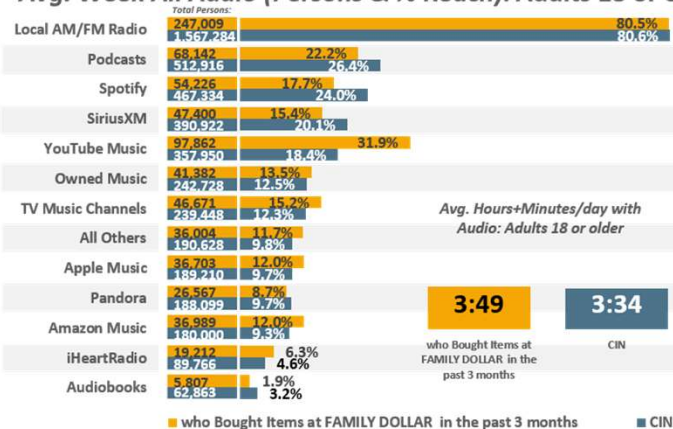
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



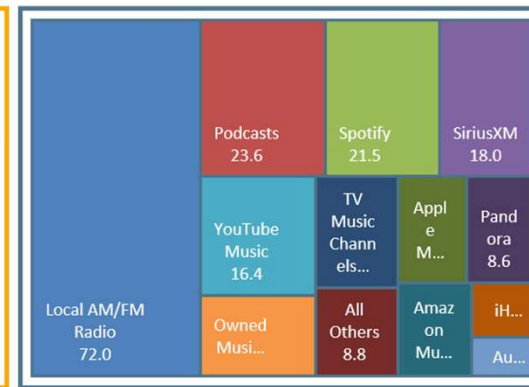
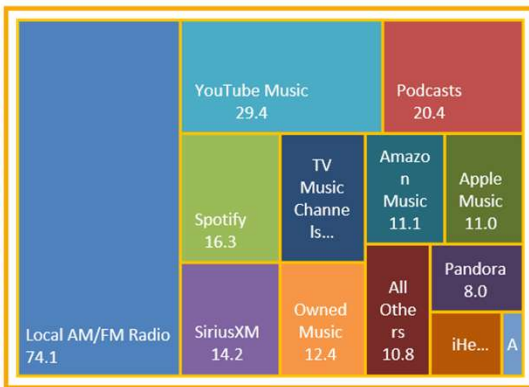


241,785 or 78.8% of Adults 18 or older who Bought Items at FAMILY DOLLAR in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 69.5 minutes every day representing 41.8% of all time spent daily with Ad-Supported Audio.

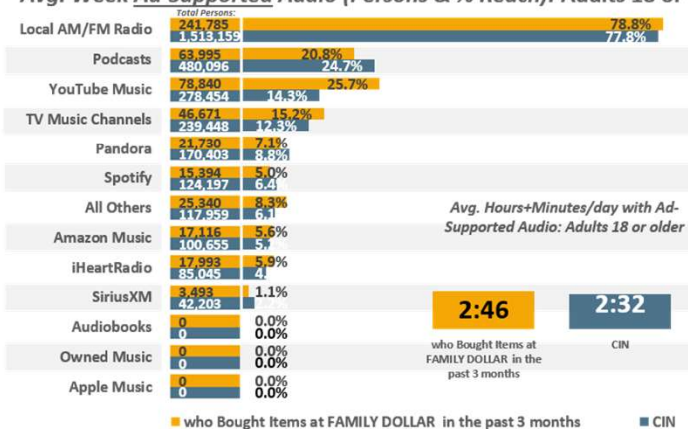
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



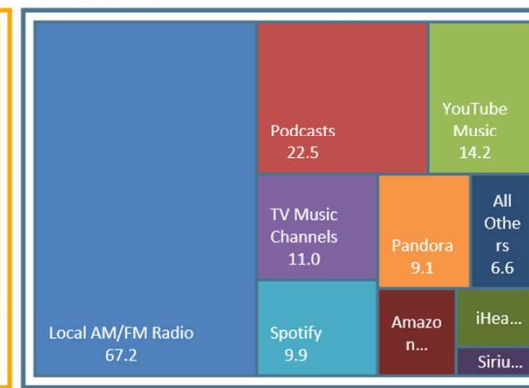
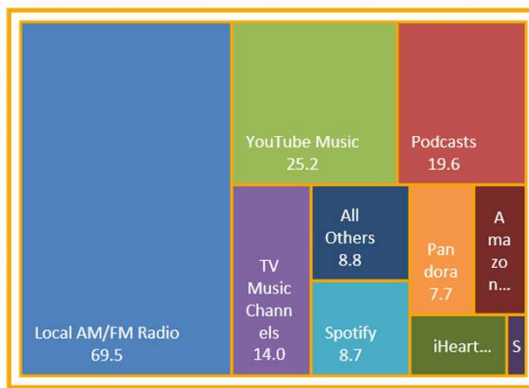
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



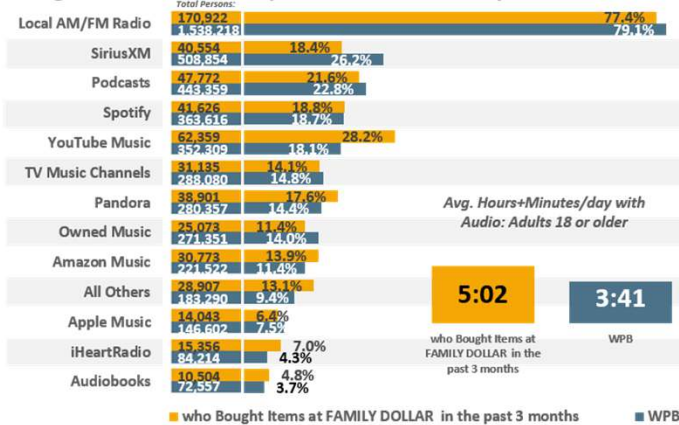
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



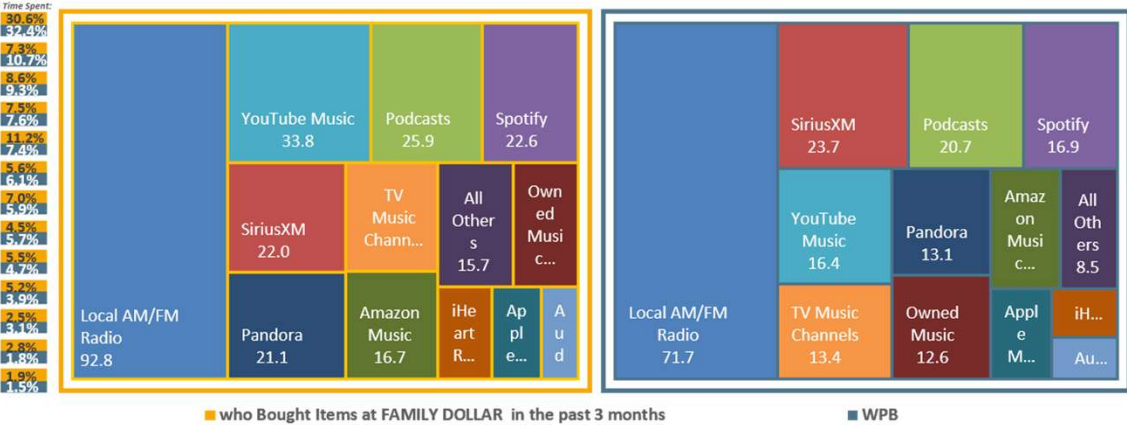


167,169 or 75.7% of Adults 18 or older who Bought Items at FAMILY DOLLAR in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 90.4 minutes every day representing 37.9% of all time spent daily with Ad-Supported Audio.

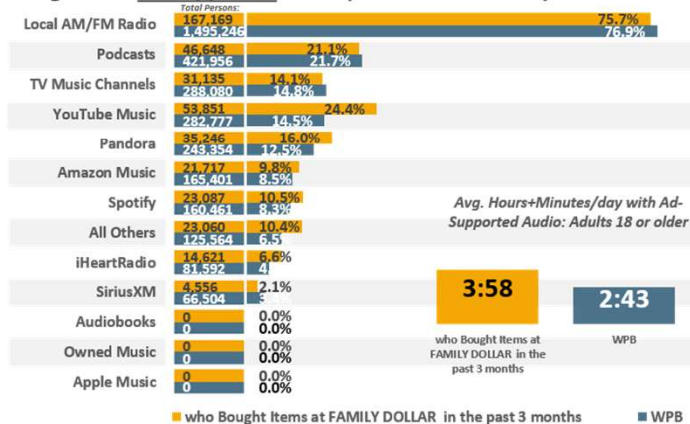
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



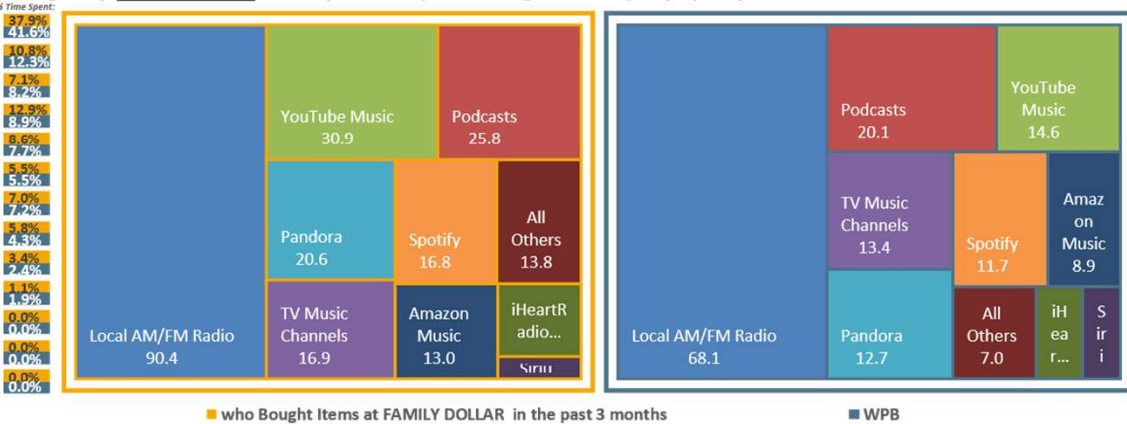
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

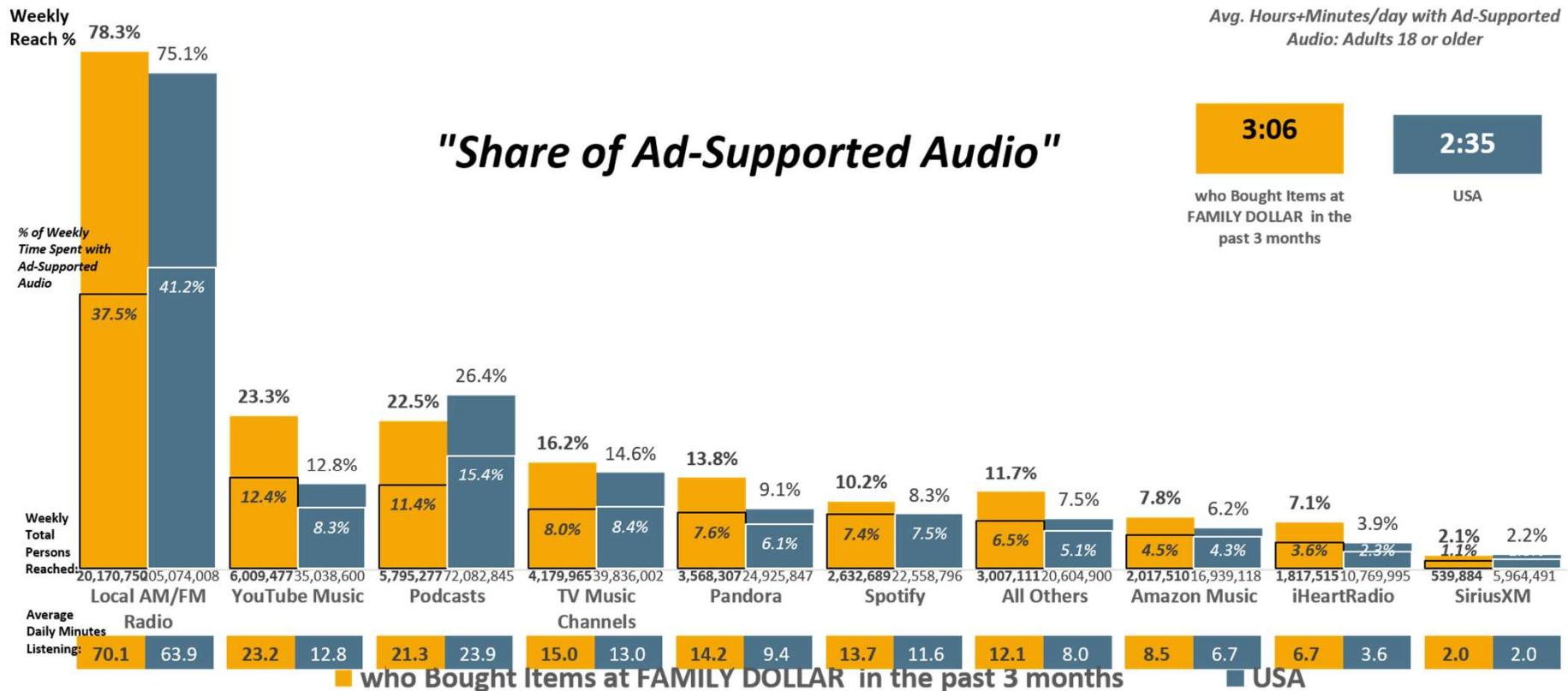


Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





20,170,750 or 78.3% of Adults 18 or older who Bought Items at FAMILY DOLLAR in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 70.1 minutes every day representing 37.5% of all time spent daily with Ad-Supported Audio.



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 2,261
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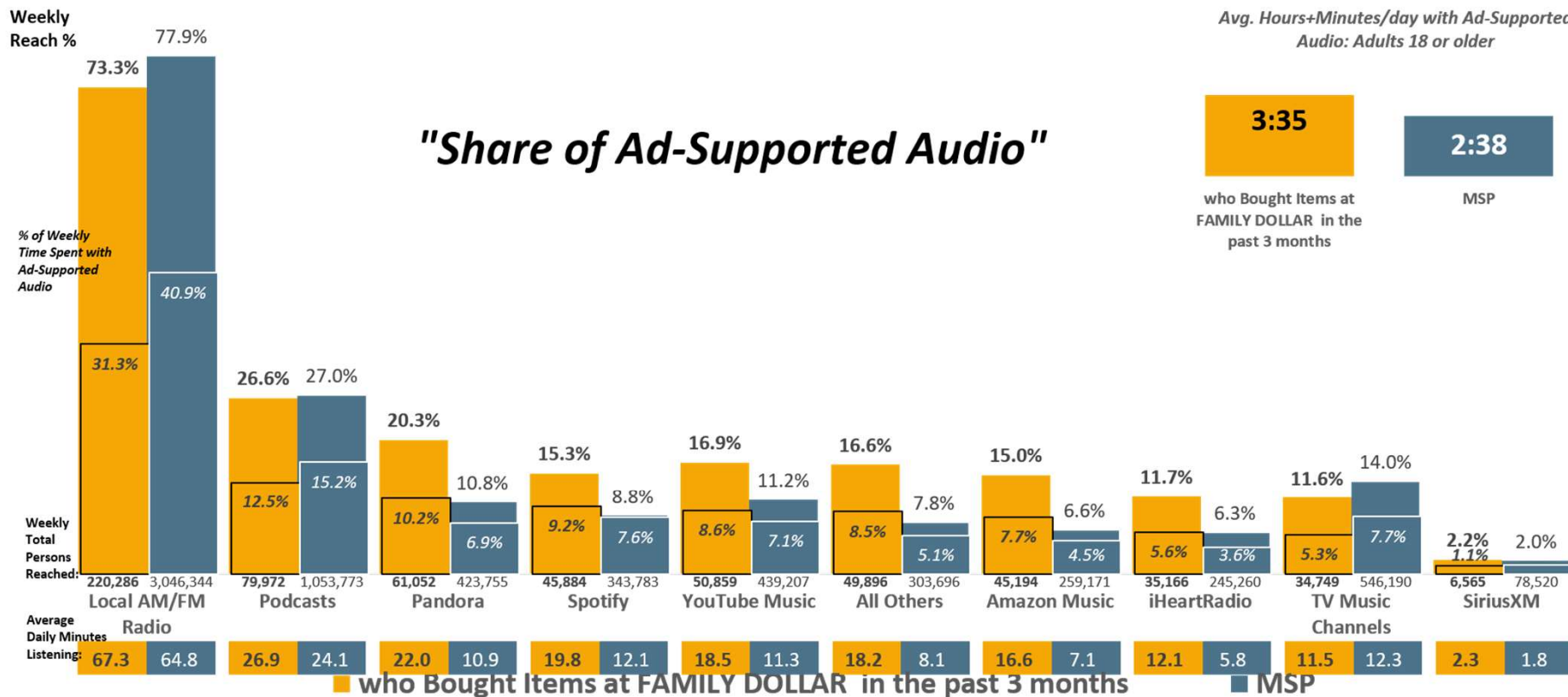
USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

soefa.ai Share of Everything for Anything

Major stores bought past 3 months: Family Dollar

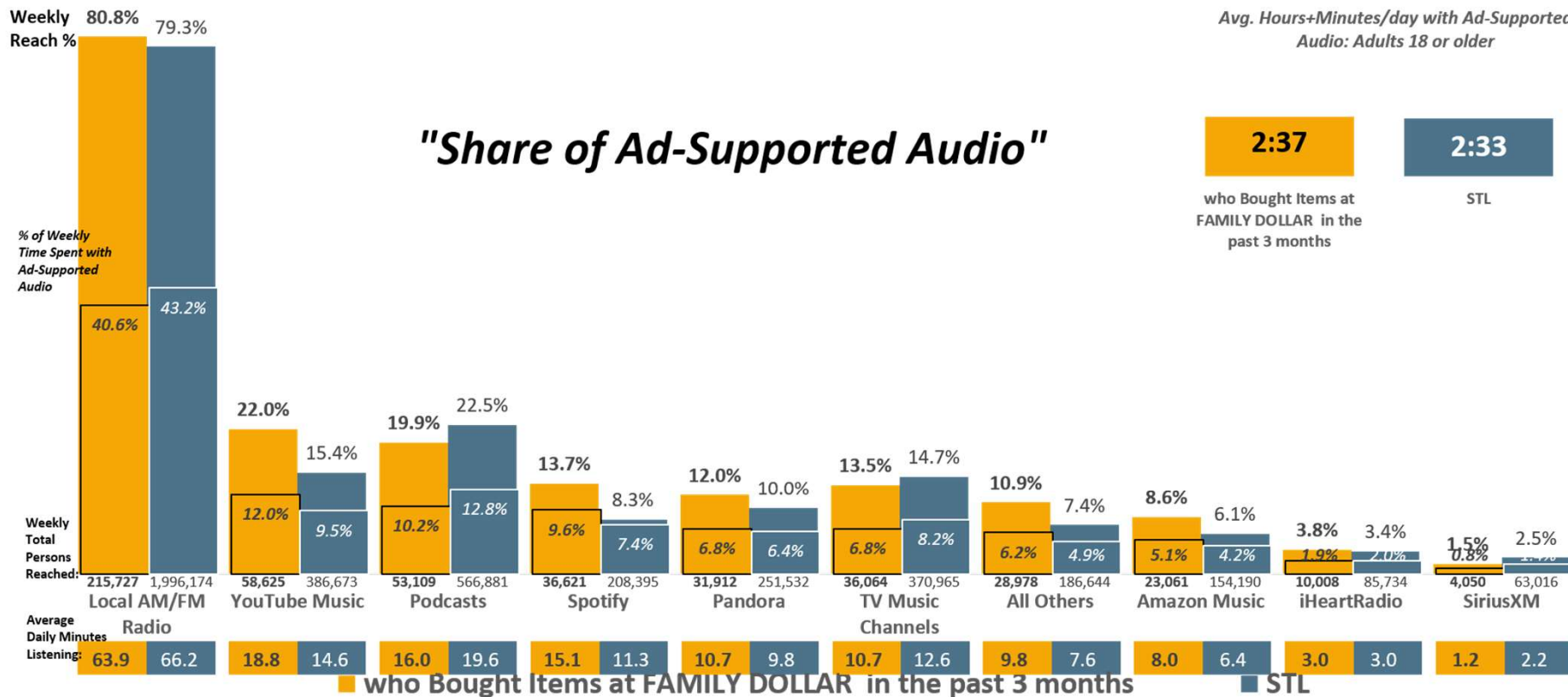


220,286 or 73.3% of Adults 18 or older who Bought Items at FAMILY DOLLAR in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 67.3 minutes every day representing 31.3% of all time spent daily with Ad-Supported Audio.



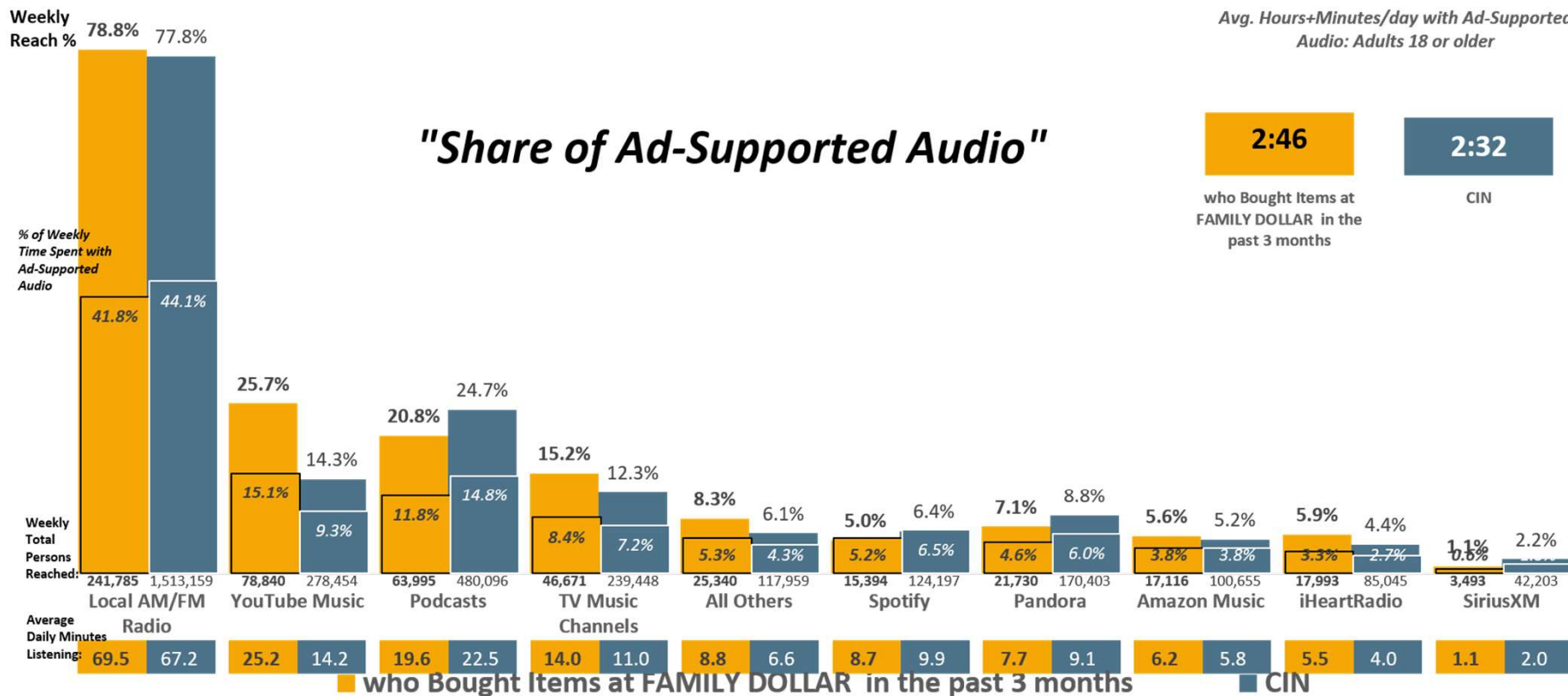


215,727 or 80.8% of Adults 18 or older who Bought Items at FAMILY DOLLAR in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 63.9 minutes every day representing 40.6% of all time spent daily with Ad-Supported Audio.



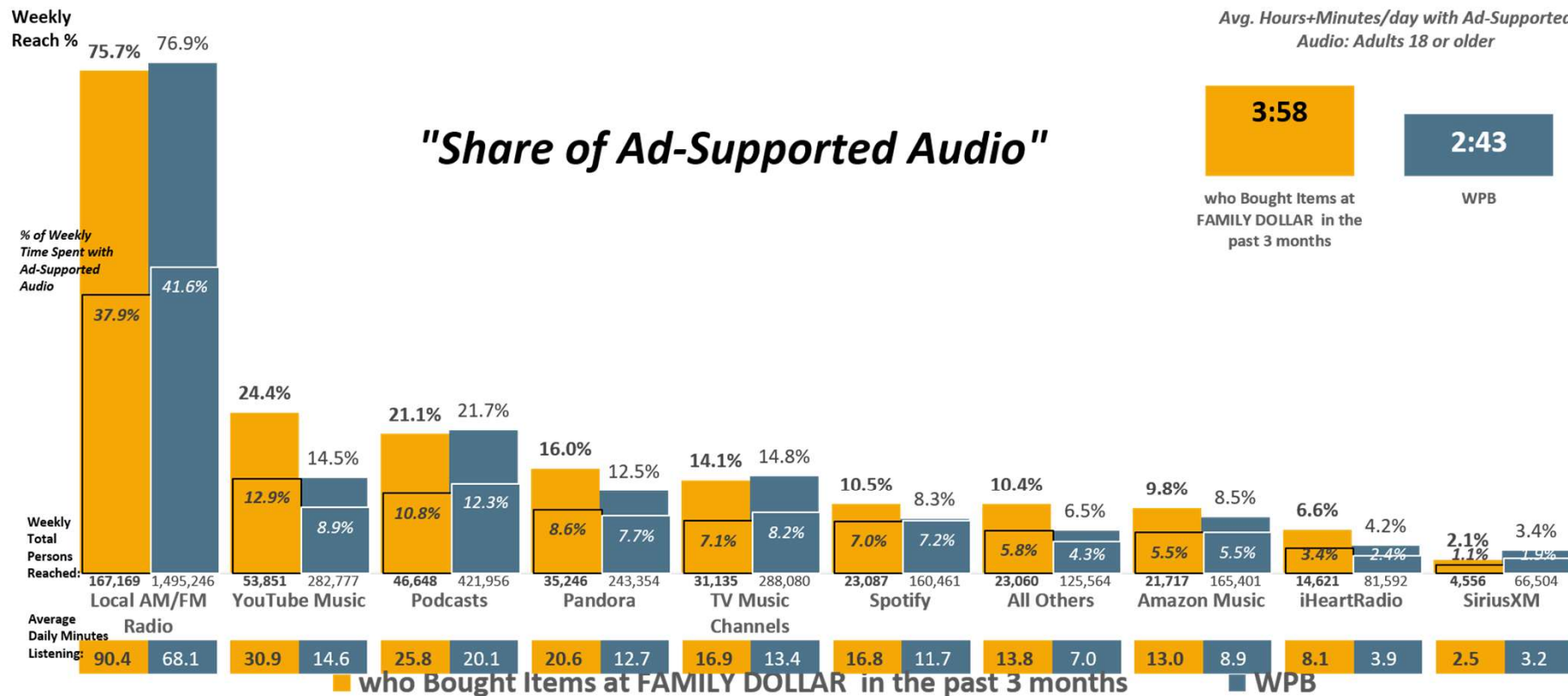


241,785 or 78.8% of Adults 18 or older who Bought Items at FAMILY DOLLAR in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 69.5 minutes every day representing 41.8% of all time spent daily with Ad-Supported Audio.





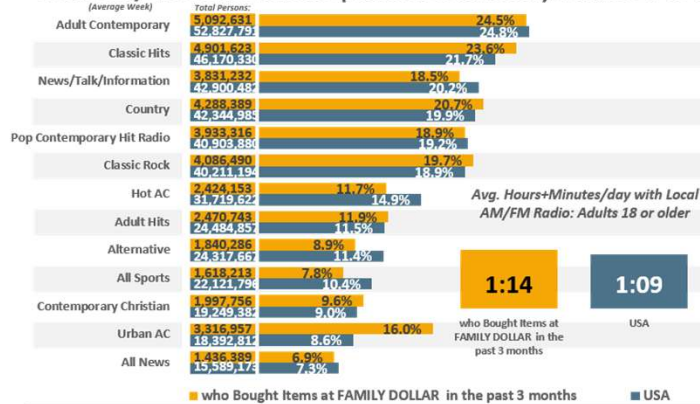
167,169 or 75.7% of Adults 18 or older who Bought Items at FAMILY DOLLAR in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 90.4 minutes every day representing 37.9% of all time spent daily with Ad-Supported Audio.



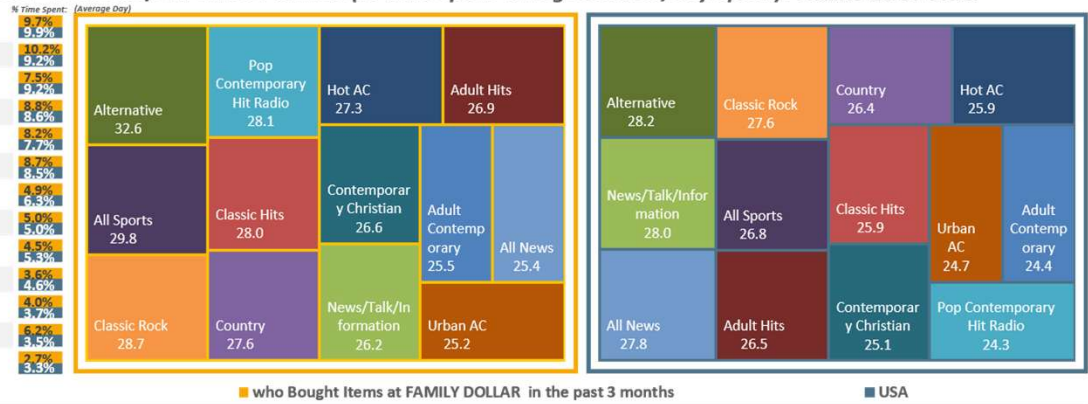


20,170,750 or 78.3% of Adults 18 or older who Bought Items at FAMILY DOLLAR in the past 3 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Country, Classic Rock, and Pop Contemporary Hit Radio.

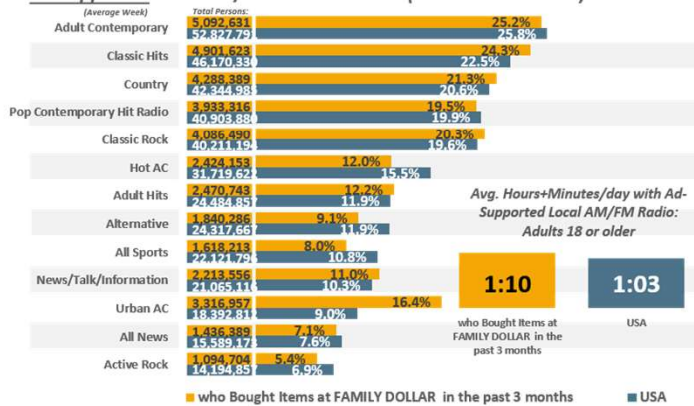
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



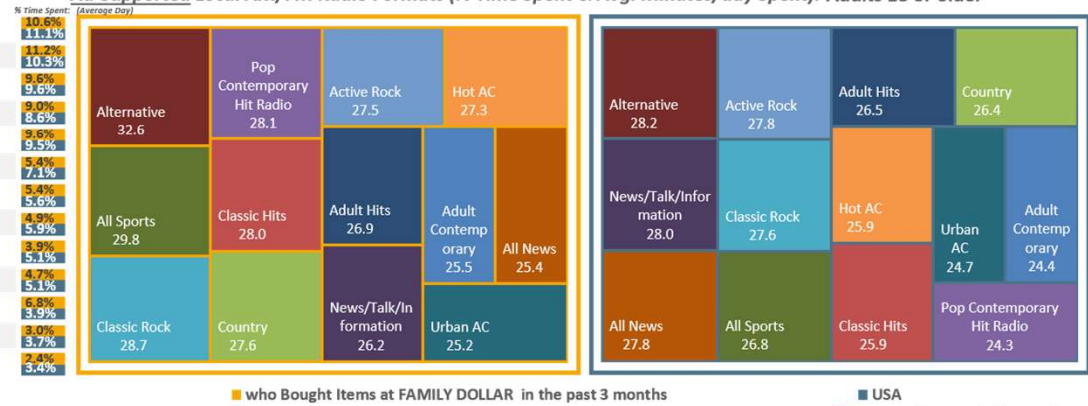
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 2,261
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

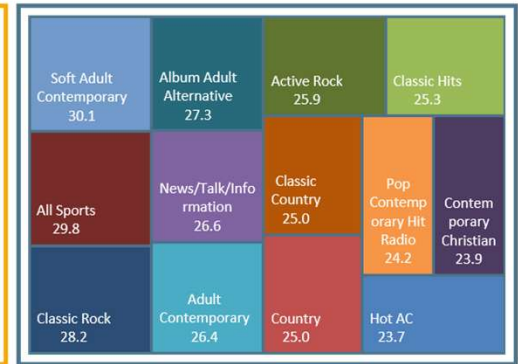
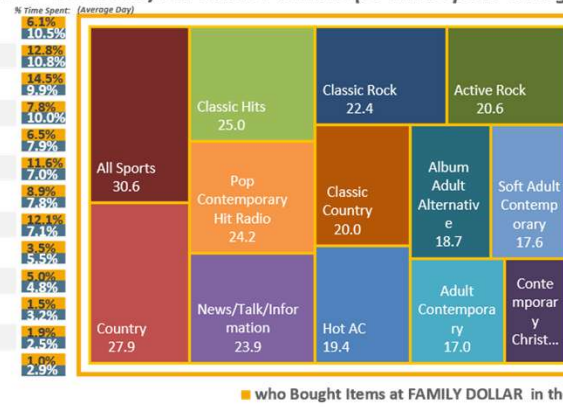
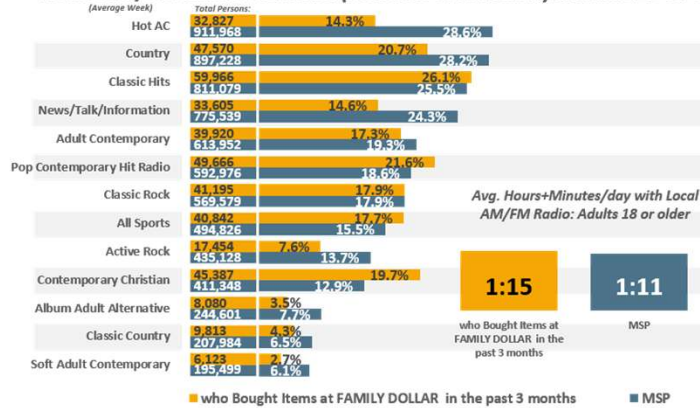
soefa.ai Share of Everything for Anything

Major stores bought past 3 months: Family Dollar

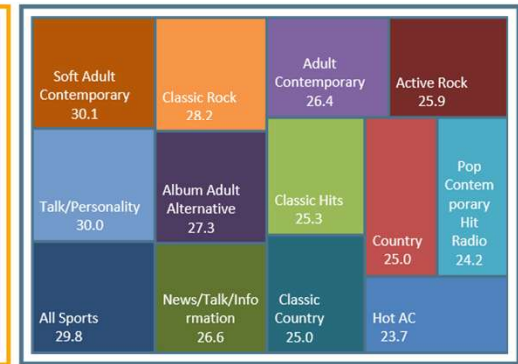
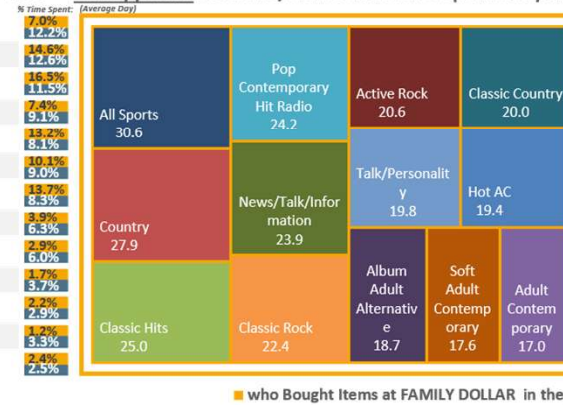
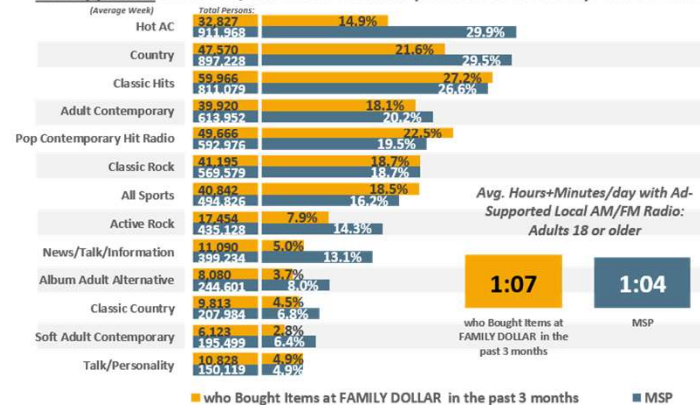


220,286 or 73.3% of Adults 18 or older who Bought Items at FAMILY DOLLAR in the past 3 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Pop Contemporary Hit Radio, Country, Classic Rock, and All Sports.

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**



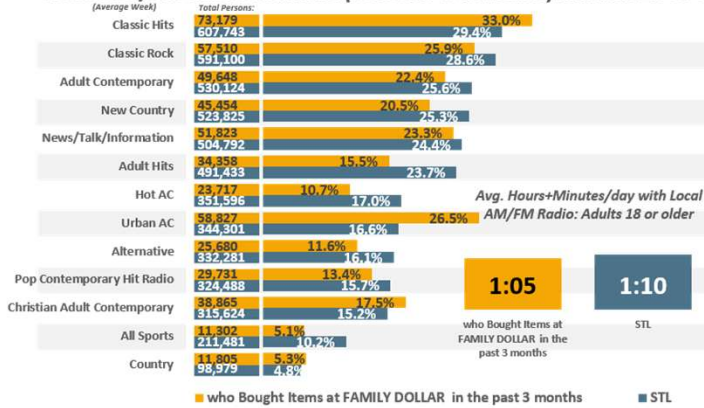
Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older **Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



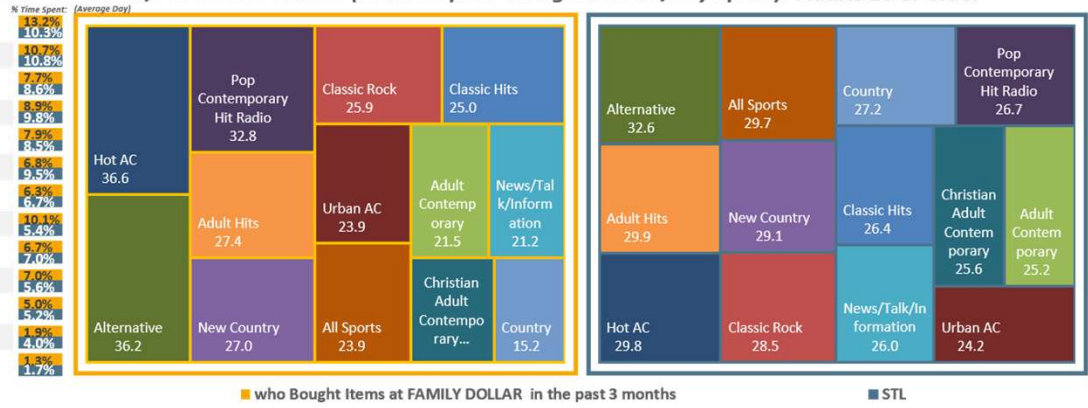


215,727 or 80.8% of Adults 18 or older who Bought Items at FAMILY DOLLAR in the past 3 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Urban AC, Classic Rock, Adult Contemporary, and New Country.

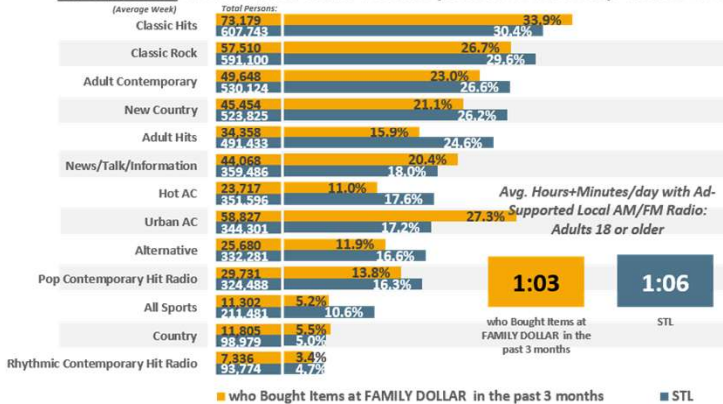
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



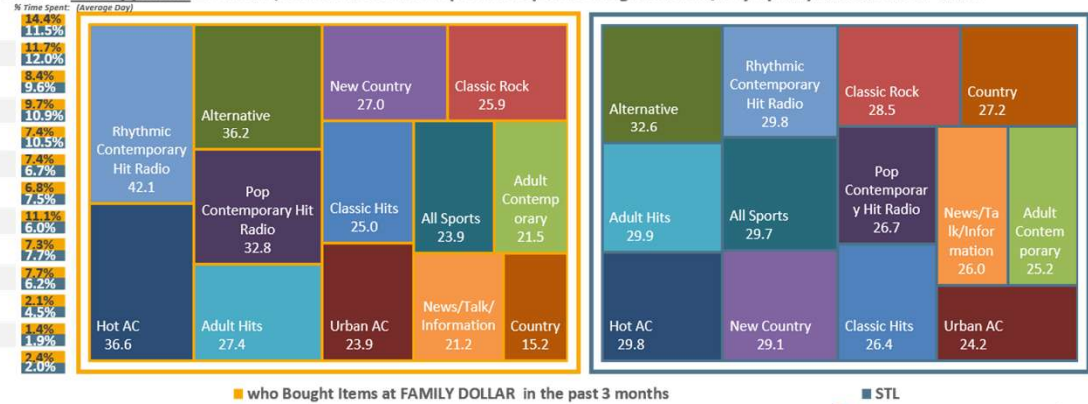
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 199
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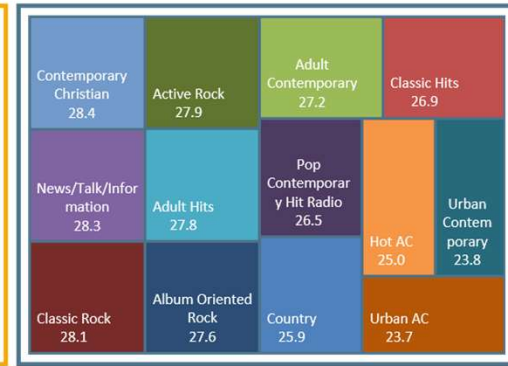
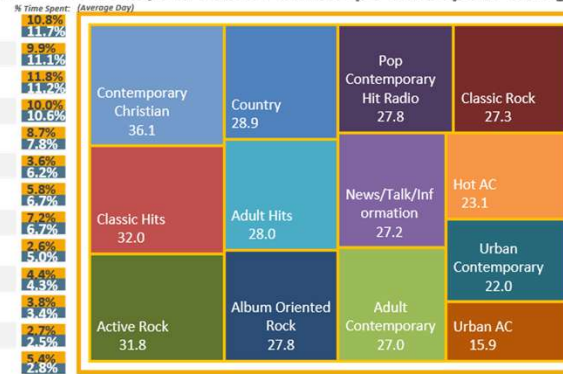
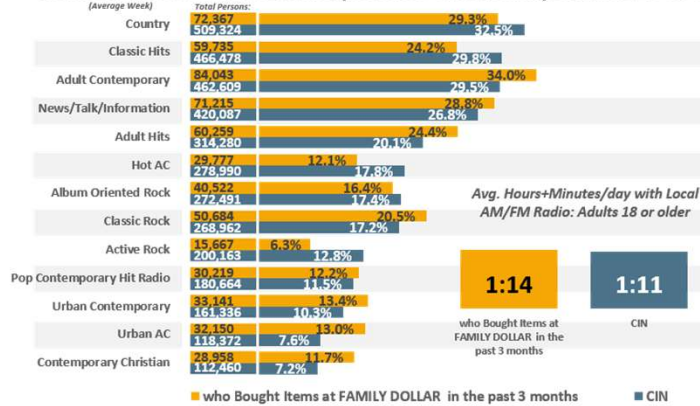
soefa.ai Share of Everything for Anything

Major stores bought past 3 months: Family Dollar

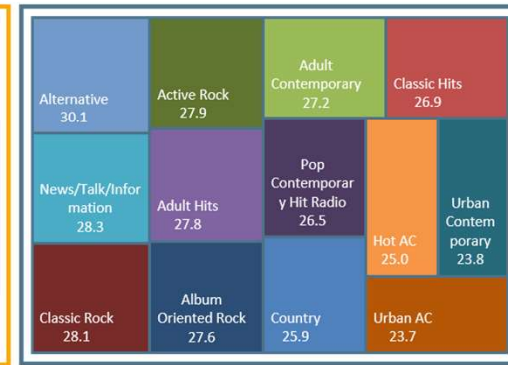
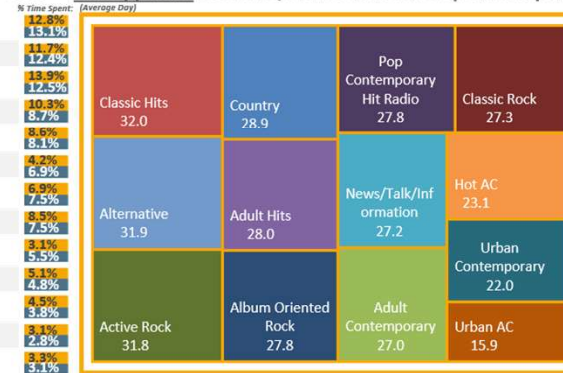
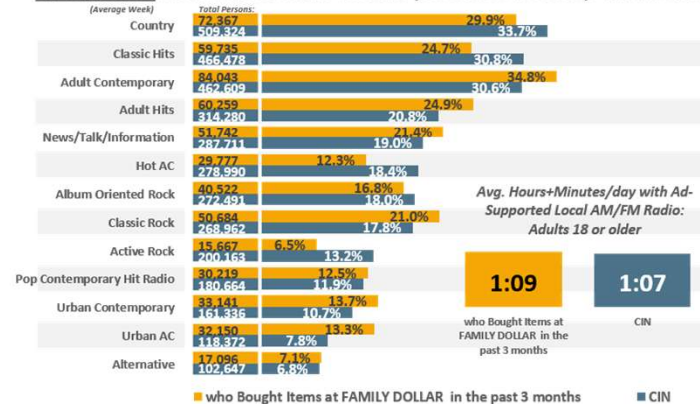


241,785 or 78.8% of Adults 18 or older who Bought Items at FAMILY DOLLAR in the past 3 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Country, Adult Hits, Classic Hits, and News/Talk/Information.

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



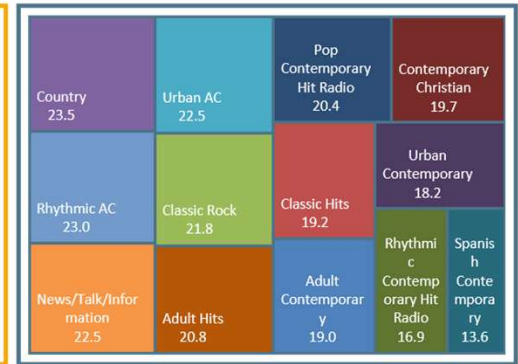
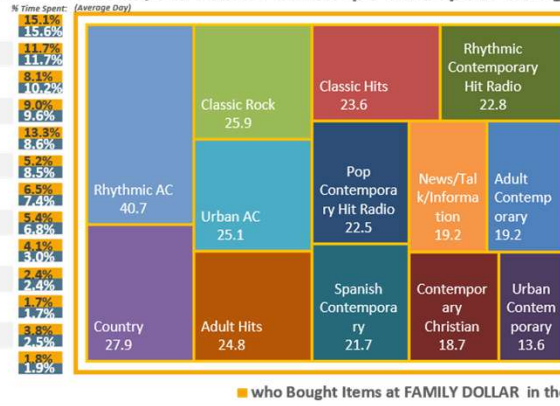
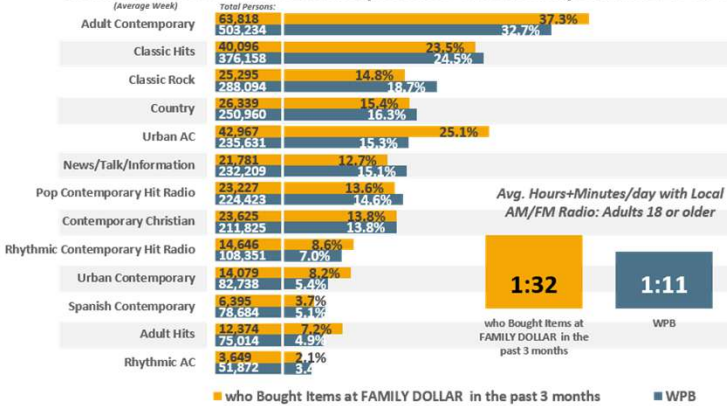
Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



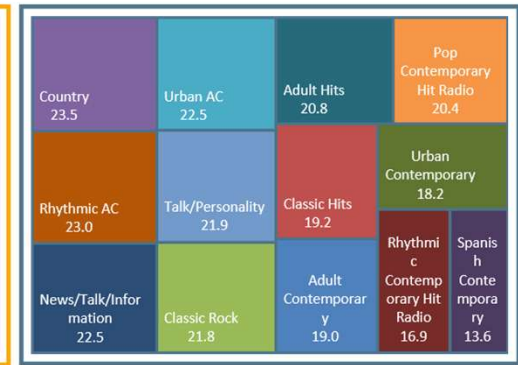
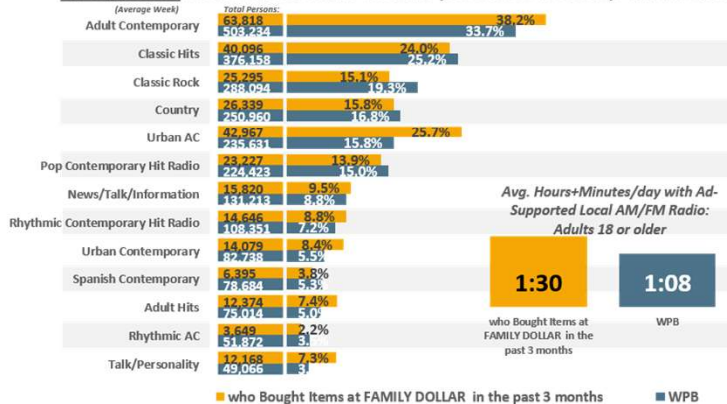


167,169 or 75.7% of Adults 18 or older who Bought Items at FAMILY DOLLAR in the past 3 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Urban AC, Classic Hits, Country, and Classic Rock.

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



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

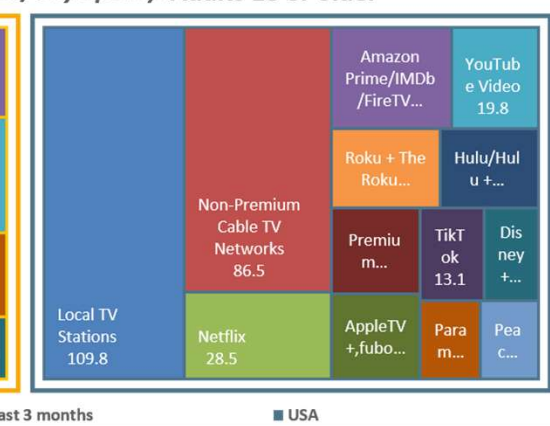
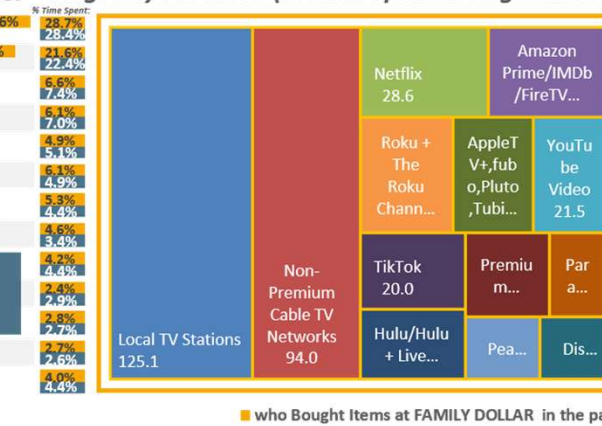
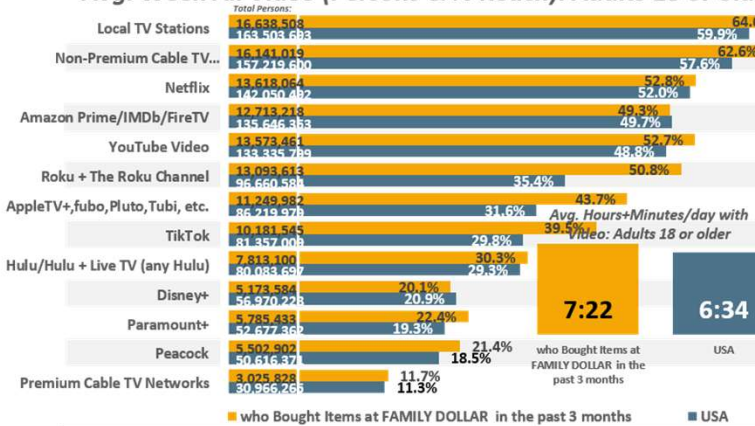




16,237,383 or 63.% of Adults 18 or older who Bought Items at FAMILY DOLLAR in the past 3 months watch Ad-Supported Local TV Stations for an average of 118.8 minutes every day representing 32.8% of all time spent daily with Ad-Supported Video.

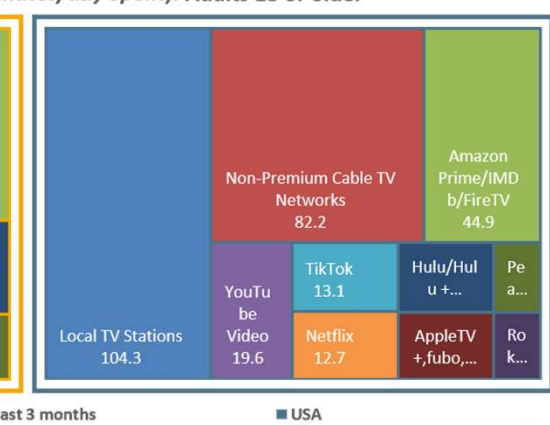
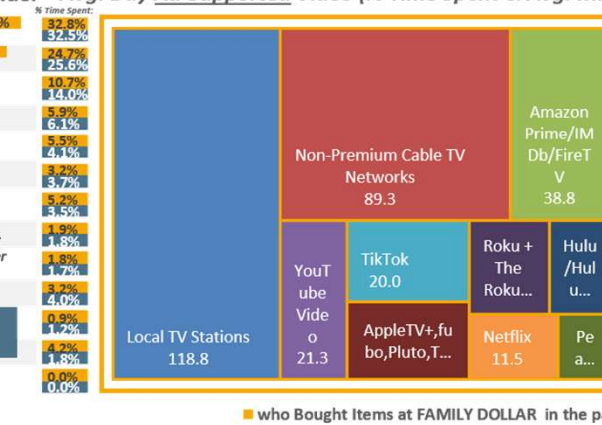
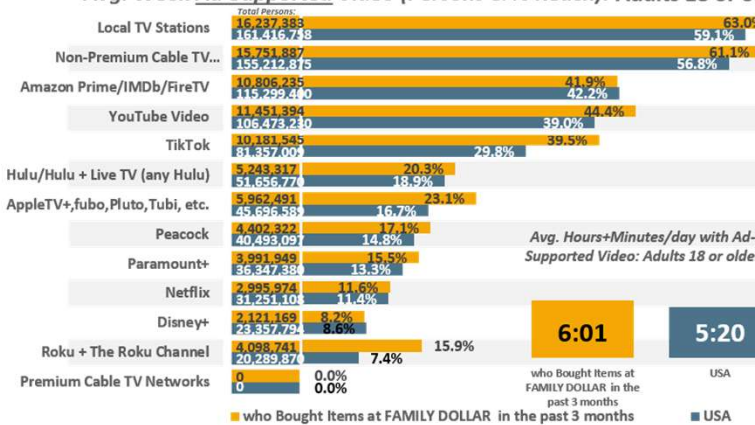
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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

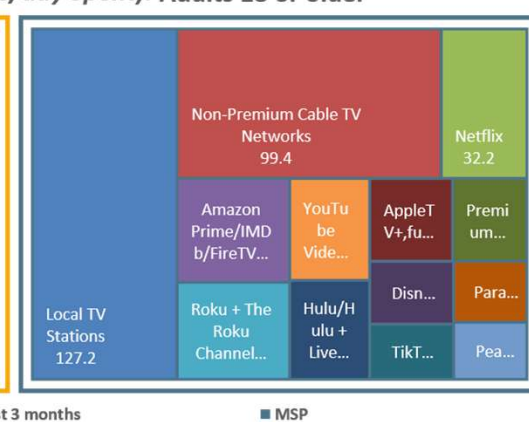
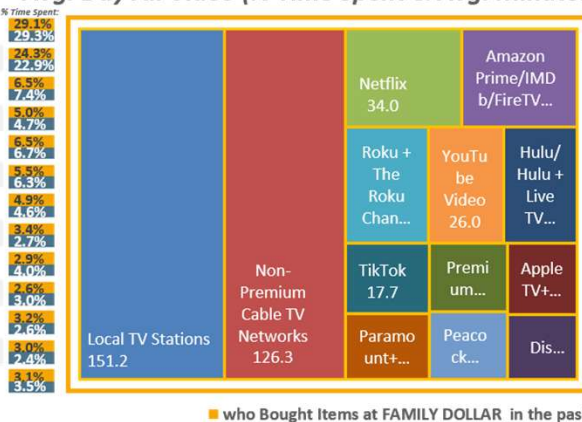
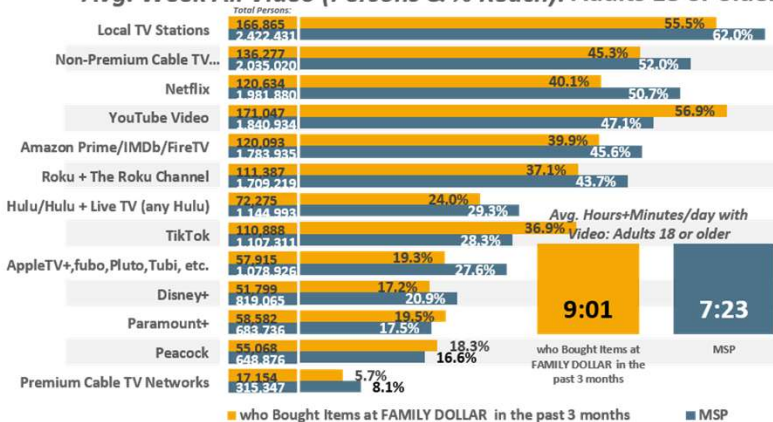




162,774 or 54.1% of Adults 18 or older who Bought Items at FAMILY DOLLAR in the past 3 months watch Ad-Supported Local TV Stations for an average of 141.8 minutes every day representing 31.4% of all time spent daily with Ad-Supported Video.

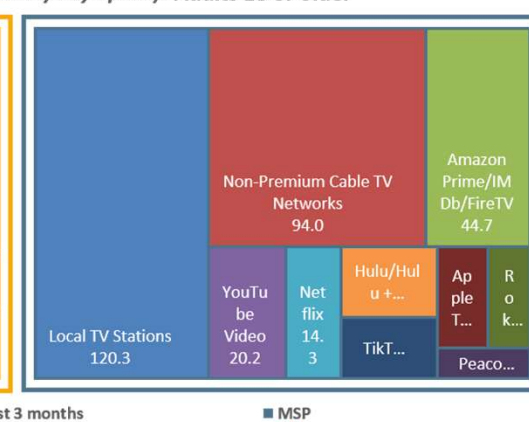
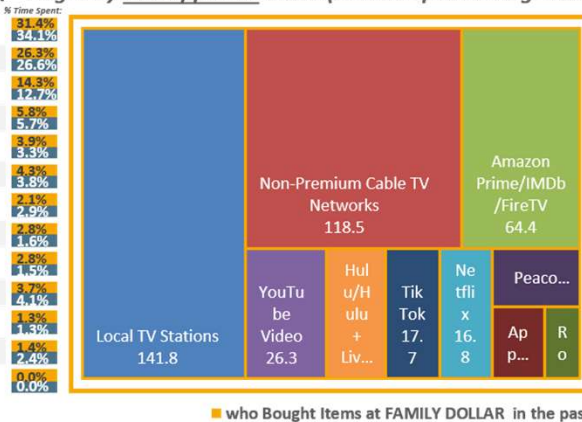
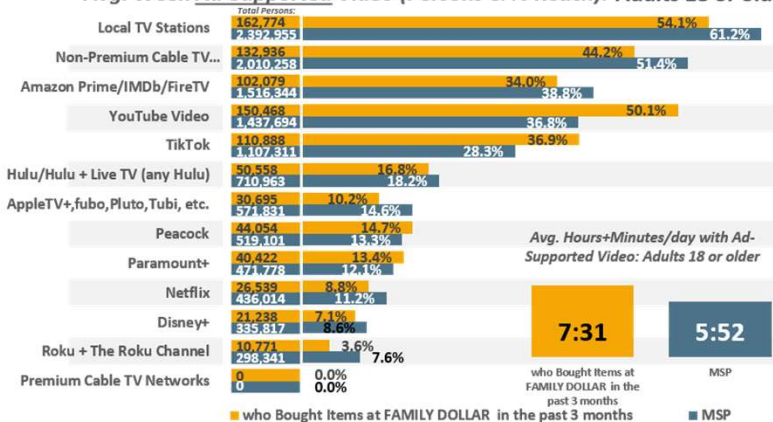
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 124
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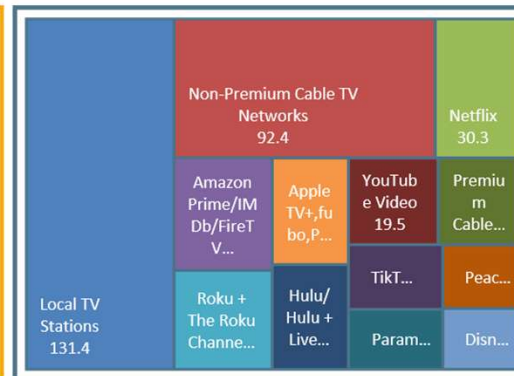
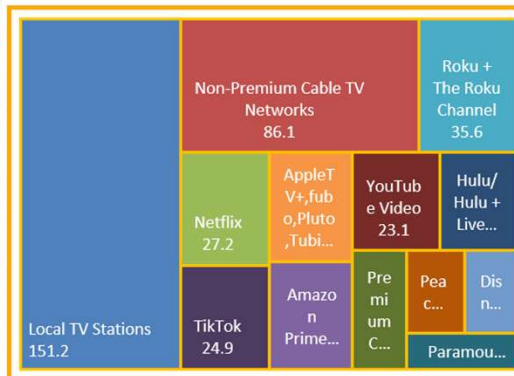
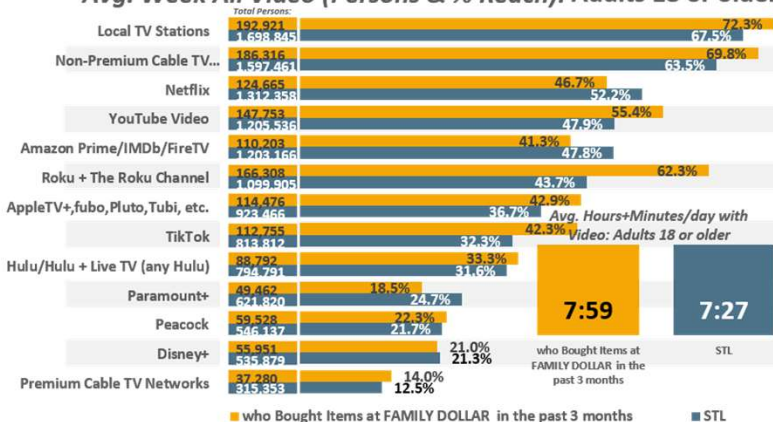
Major stores bought past 3 months: Family Dollar



188,631 or 70.7% of Adults 18 or older who Bought Items at FAMILY DOLLAR in the past 3 months watch Ad-Supported Local TV Stations for an average of 147.8 minutes every day representing 37.9% of all time spent daily with Ad-Supported Video.

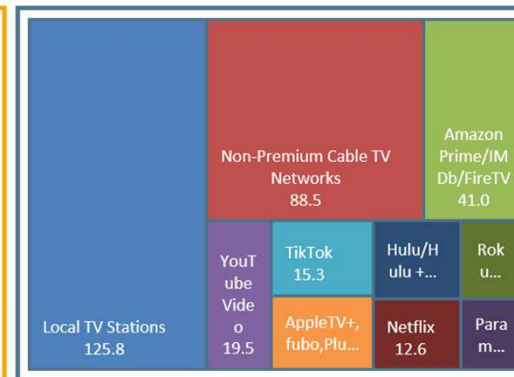
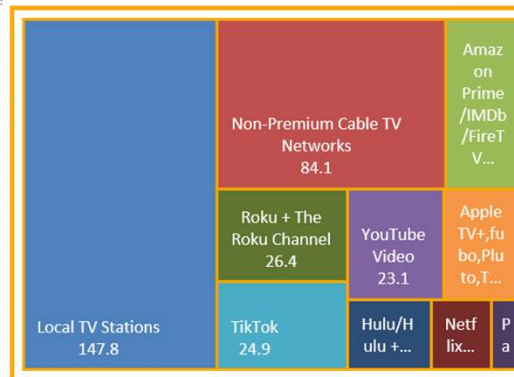
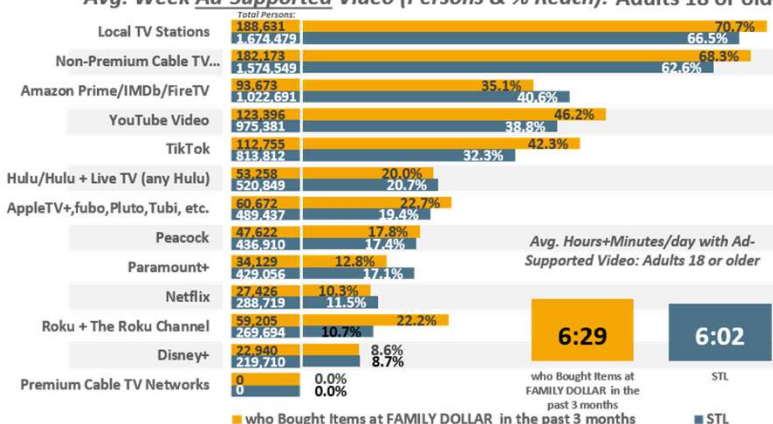
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 199
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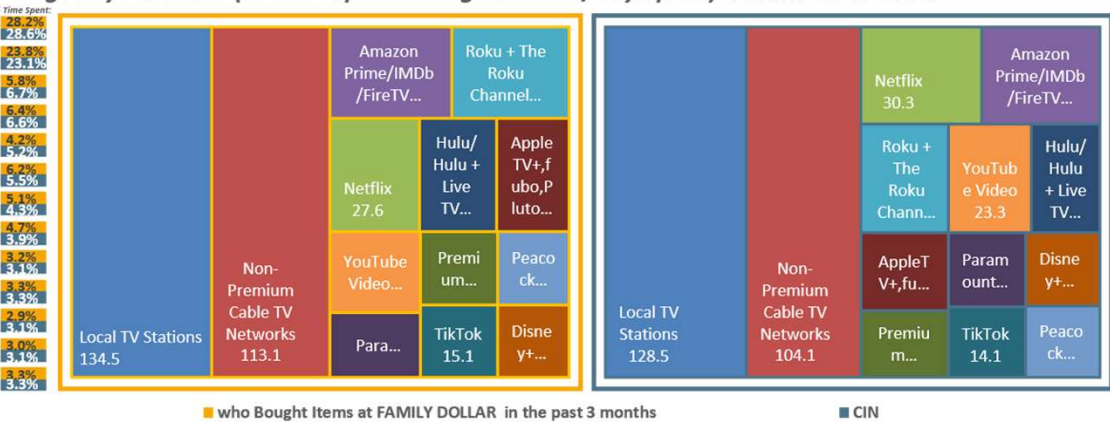
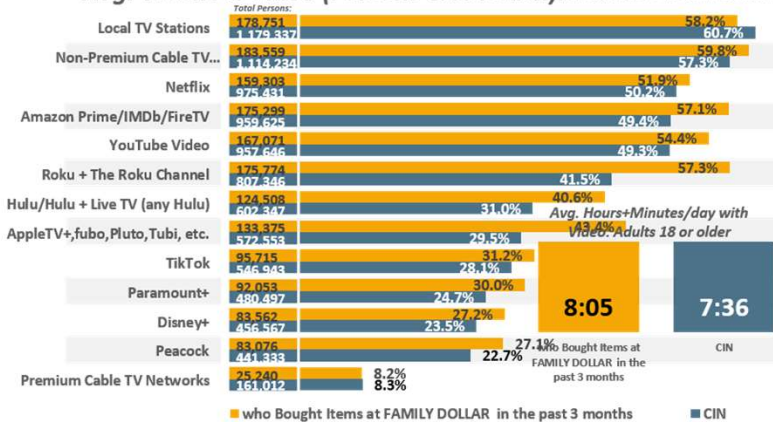
Major stores bought past 3 months: Family Dollar



175,013 or 57.% of Adults 18 or older who Bought Items at FAMILY DOLLAR in the past 3 months watch Ad-Supported Local TV Stations for an average of 129.6 minutes every day representing 32.8% of all time spent daily with Ad-Supported Video.

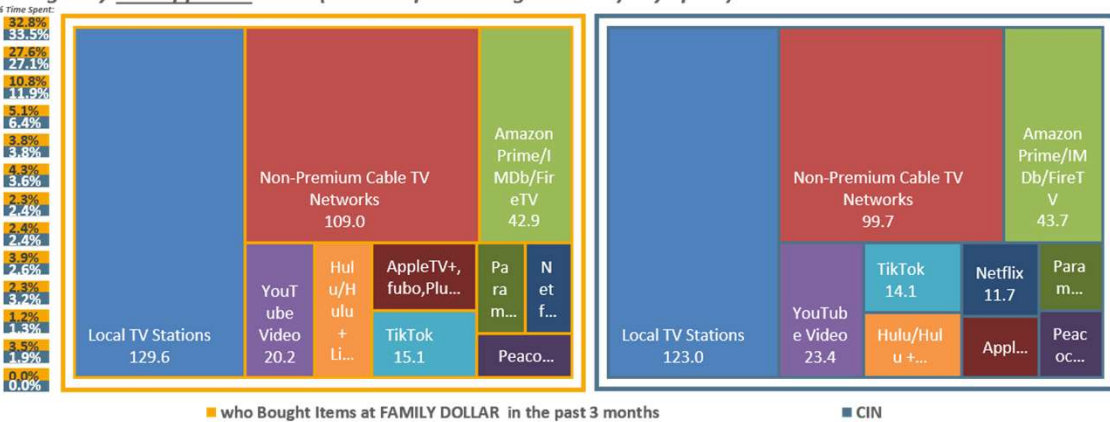
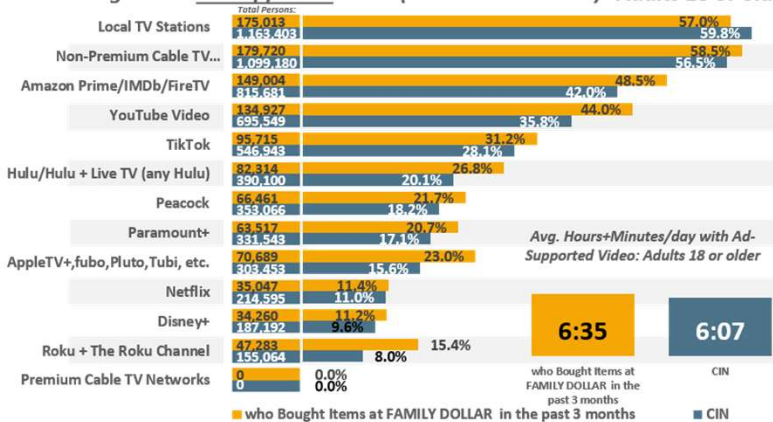
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 291
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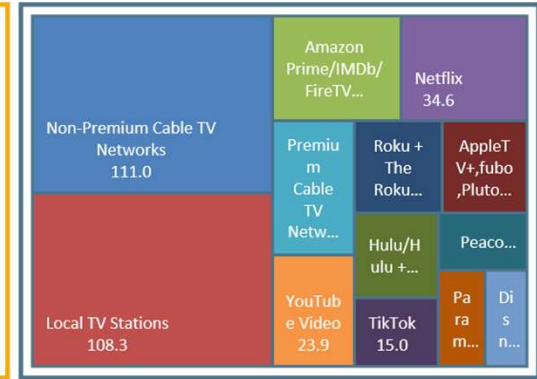
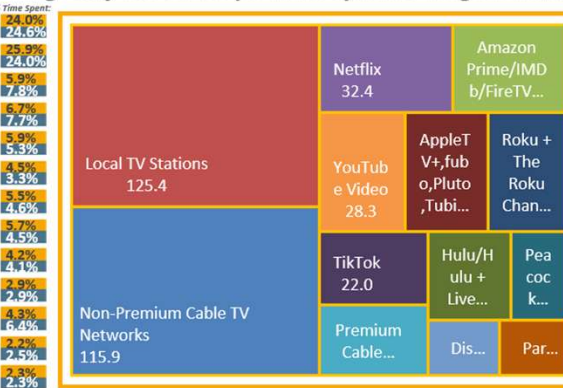
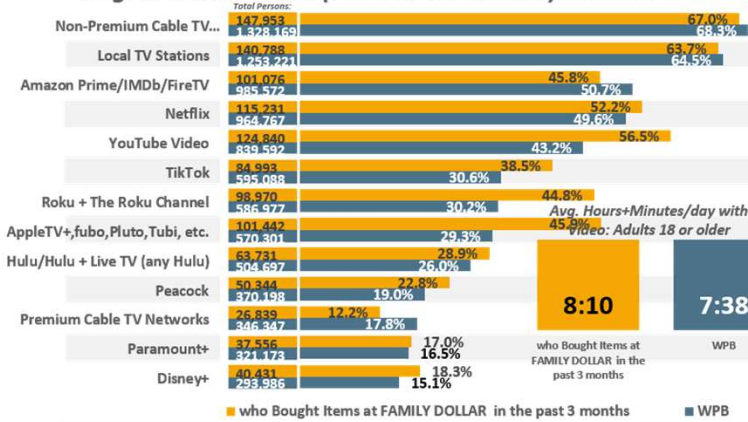
Major stores bought past 3 months: Family Dollar



137,727 or 62.4% of Adults 18 or older who Bought Items at FAMILY DOLLAR in the past 3 months watch Ad-Supported Local TV Stations for an average of 121.9 minutes every day representing 30.1% of all time spent daily with Ad-Supported Video.

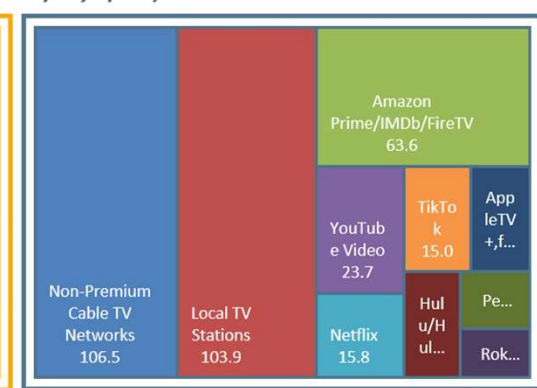
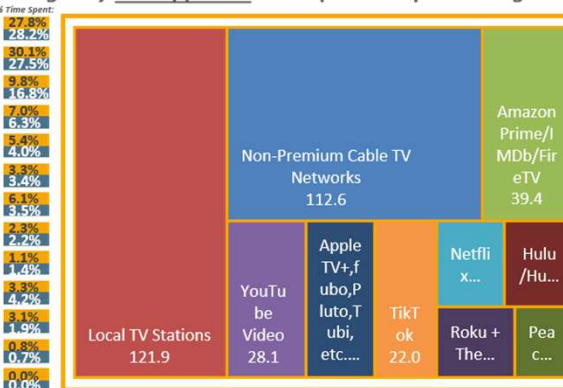
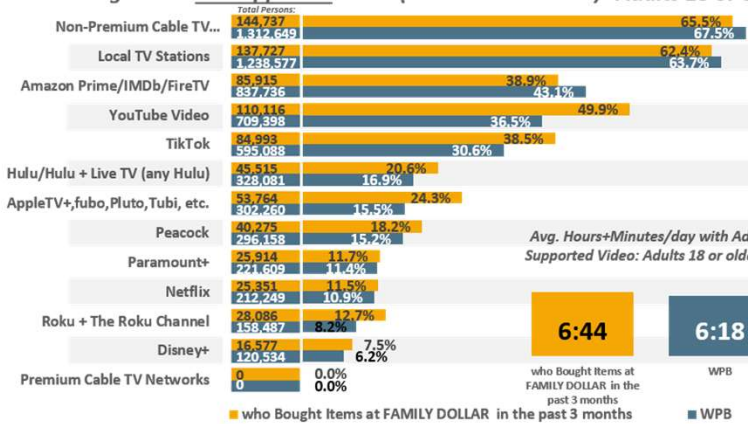
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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

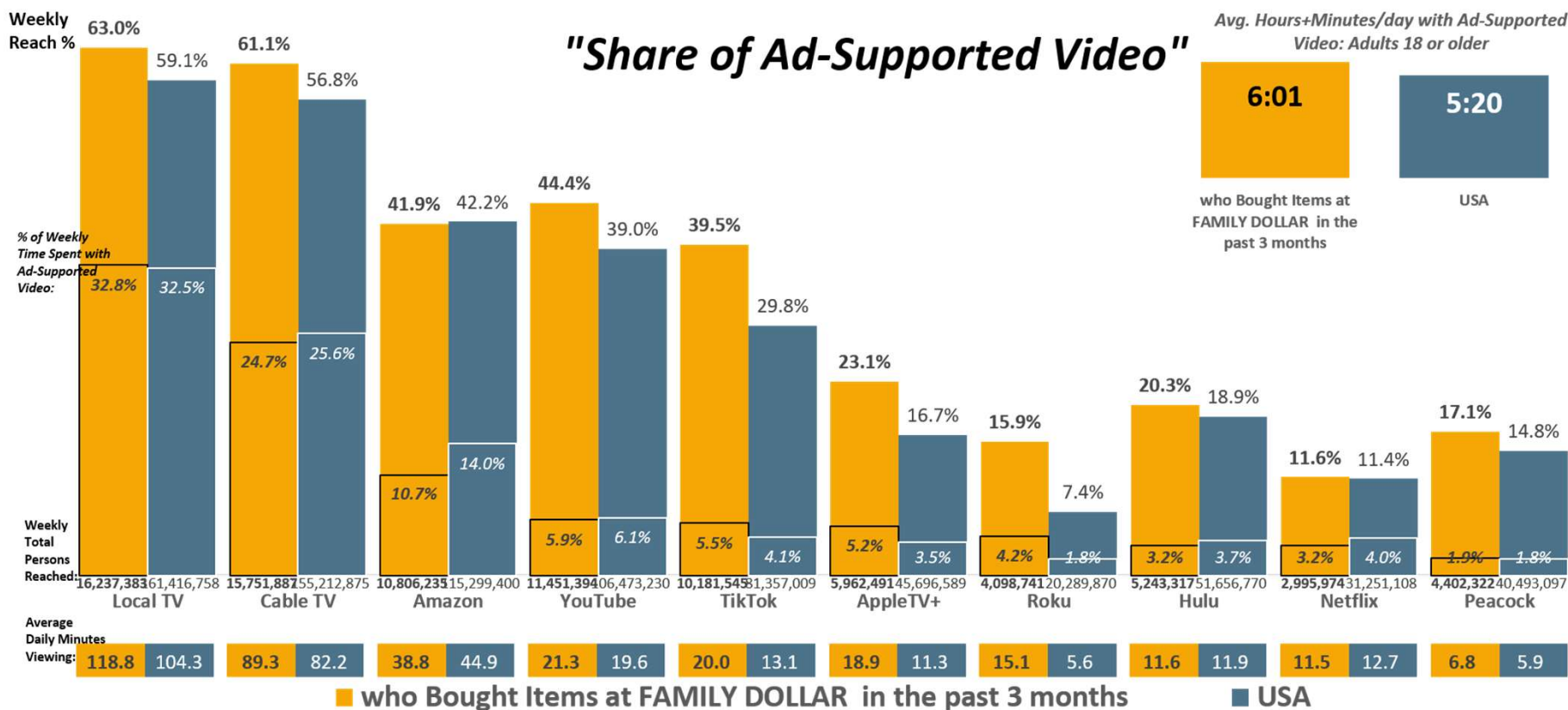
Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





16,237,383 or 63.% of Adults 18 or older who Bought Items at FAMILY DOLLAR in the past 3 months watch Ad-Supported Local TV Stations for an average of 118.8 minutes every day representing 32.8% of all time spent daily with Ad-Supported Video.

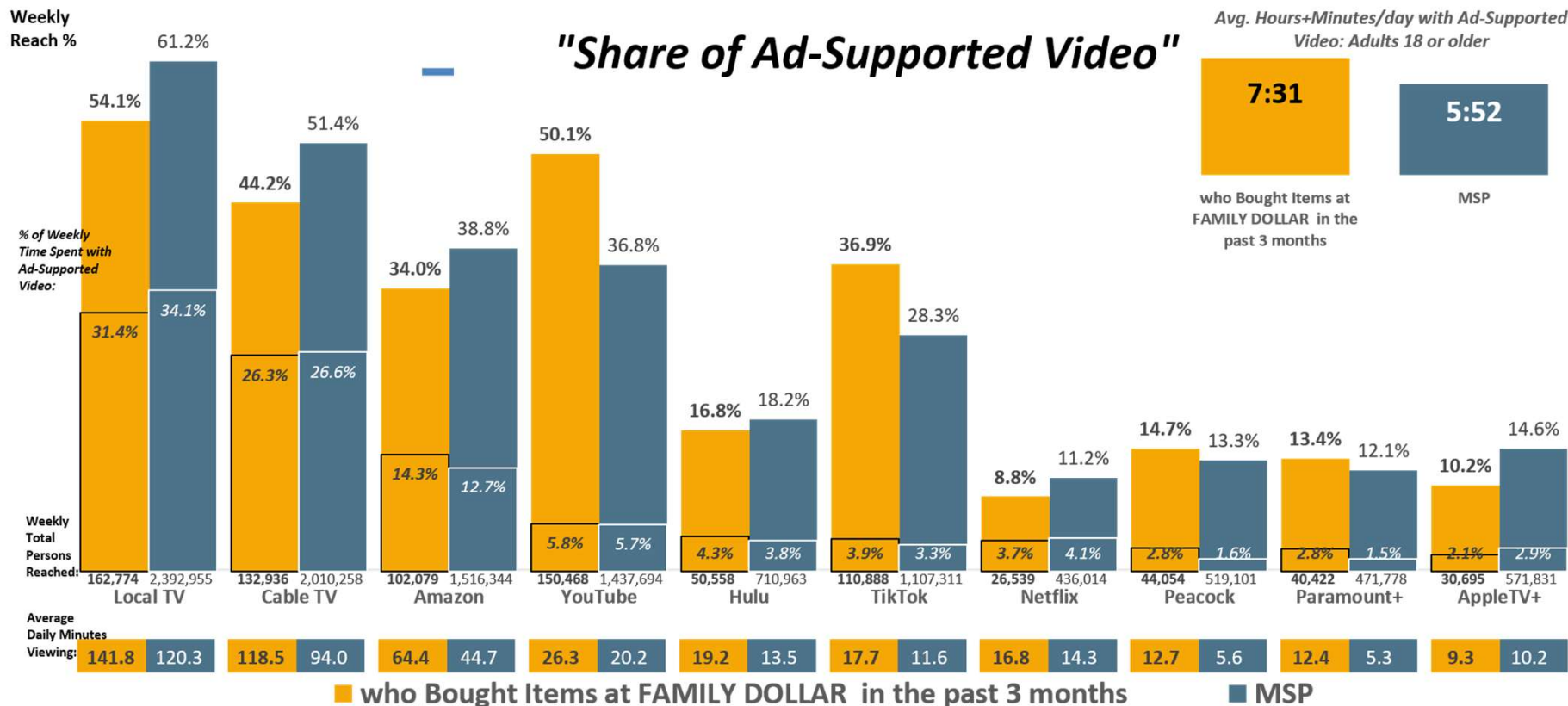
"Share of Ad-Supported Video"





162,774 or 54.1% of Adults 18 or older who Bought Items at FAMILY DOLLAR in the past 3 months watch Ad-Supported Local TV Stations for an average of 141.8 minutes every day representing 31.4% of all time spent daily with Ad-Supported Video.

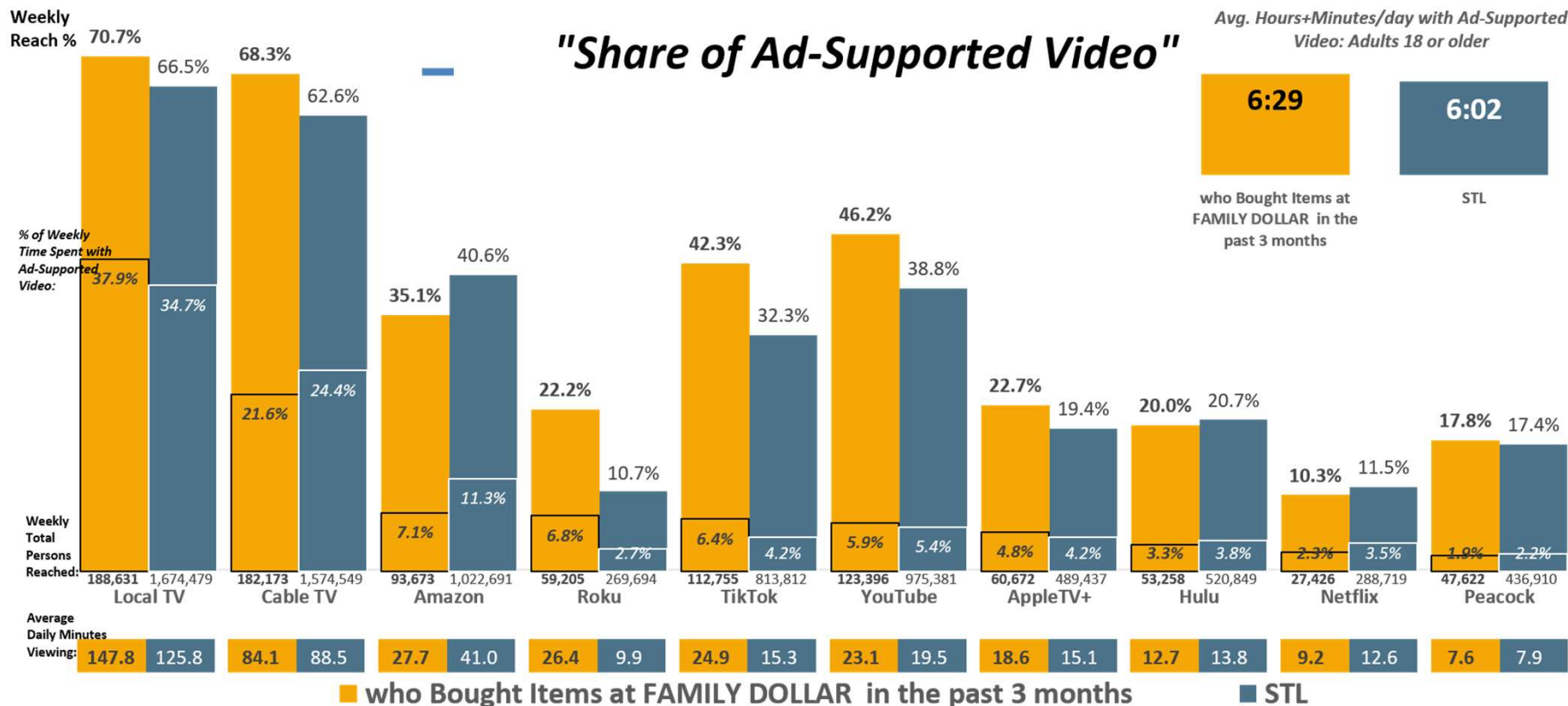
"Share of Ad-Supported Video"





188,631 or 70.7% of Adults 18 or older who Bought Items at FAMILY DOLLAR in the past 3 months watch Ad-Supported Local TV Stations for an average of 147.8 minutes every day representing 37.9% of all time spent daily with Ad-Supported Video.

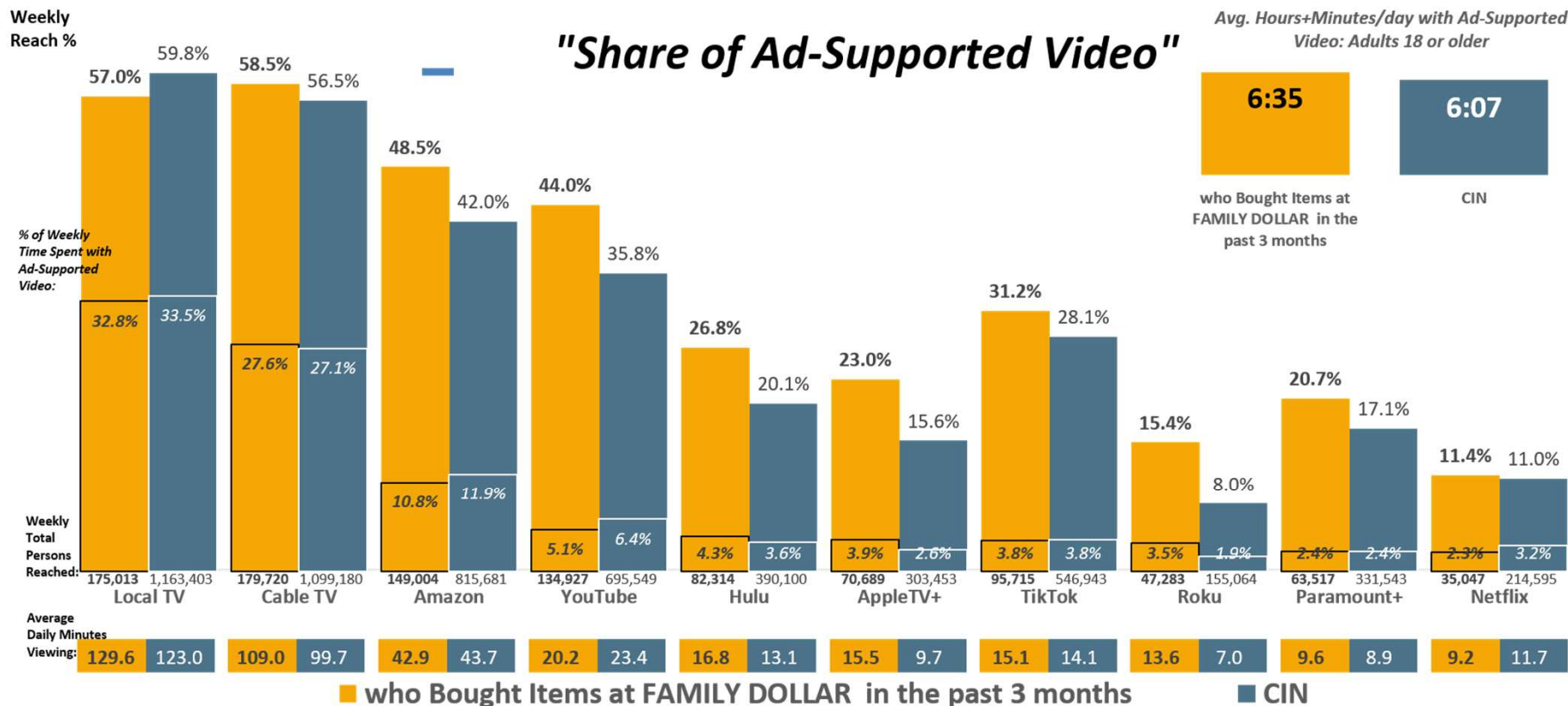
"Share of Ad-Supported Video"





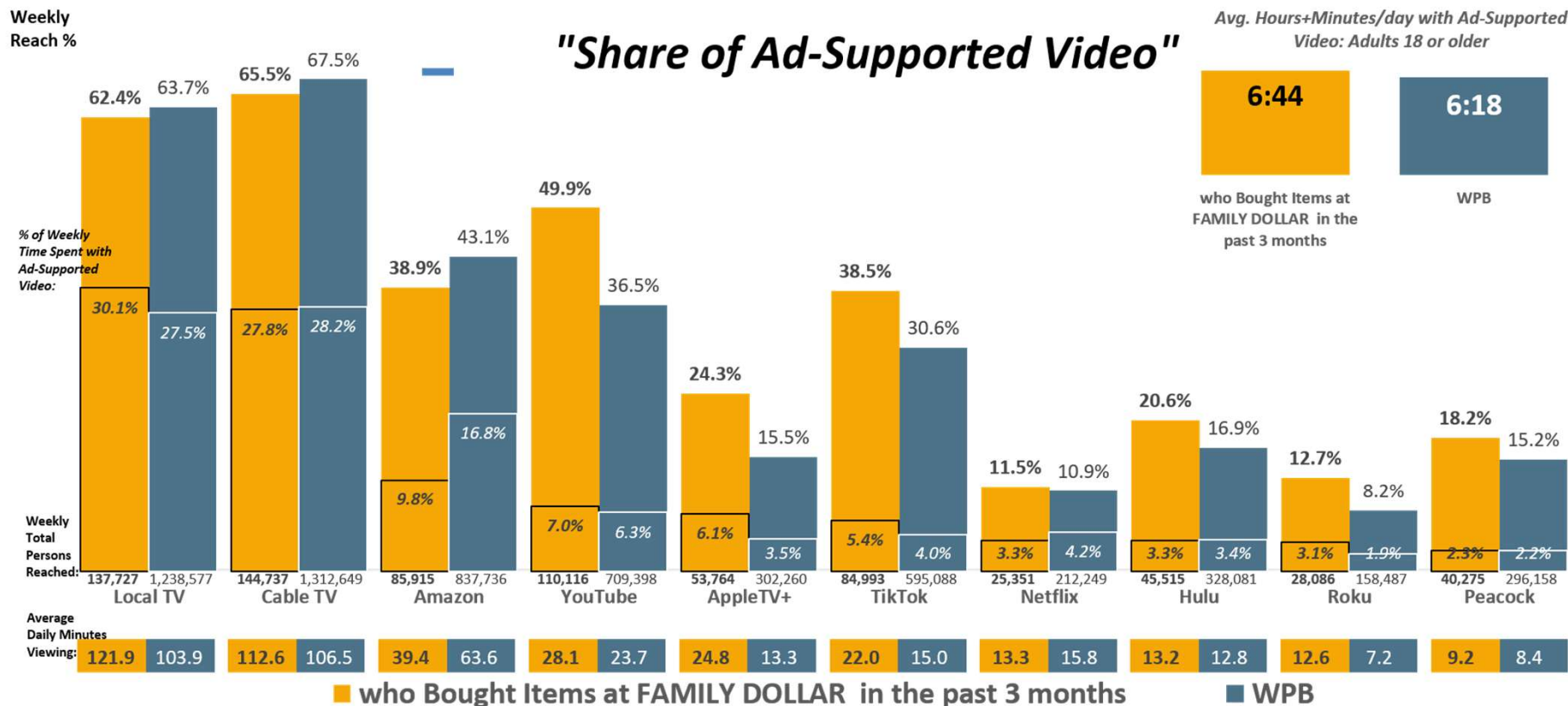
175,013 or 57.% of Adults 18 or older who Bought Items at FAMILY DOLLAR in the past 3 months watch Ad-Supported Local TV Stations for an average of 129.6 minutes every day representing 32.8% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"





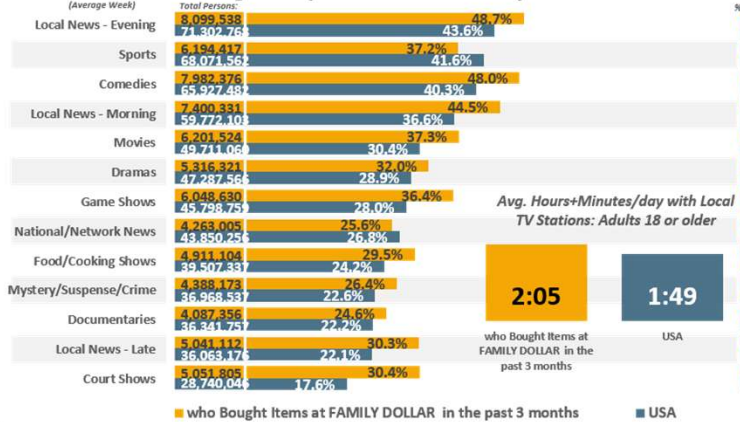
137,727 or 62.4% of Adults 18 or older who Bought Items at FAMILY DOLLAR in the past 3 months watch Ad-Supported Local TV Stations for an average of 121.9 minutes every day representing 30.1% of all time spent daily with Ad-Supported Video.



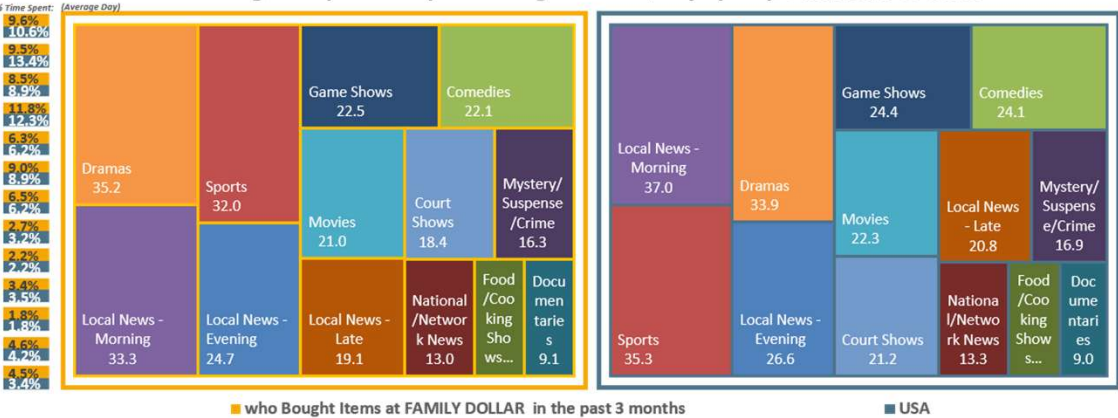


16,237,383 or 63.% of Adults 18 or older who Bought Items at FAMILY DOLLAR in the past 3 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Local News - Morning, Comedies, Sports, Movies, and Game Shows.

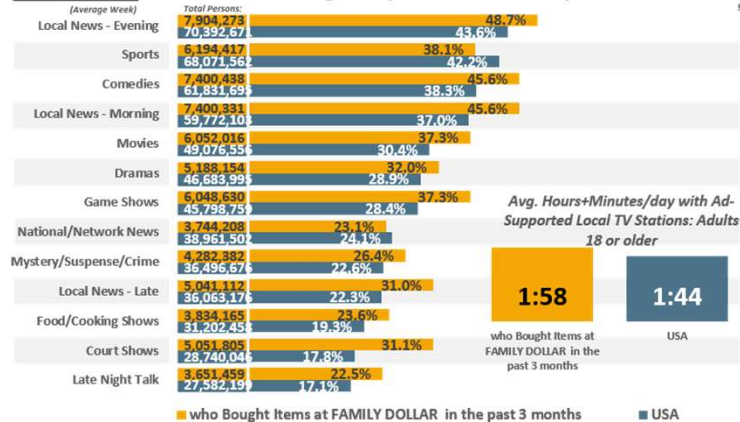
Local TV Station Programs (Persons & % Reach): Adults 18 or older



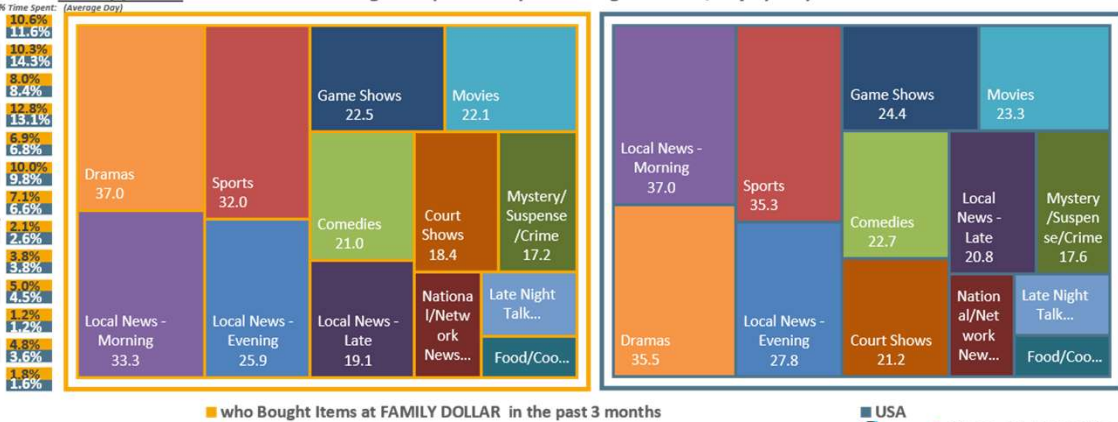
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



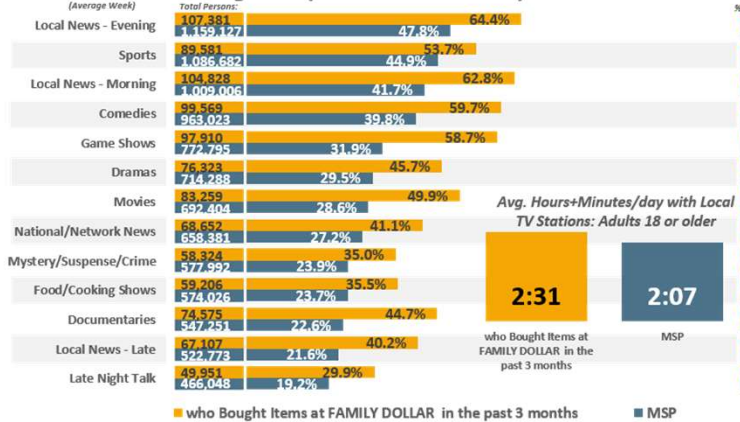
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



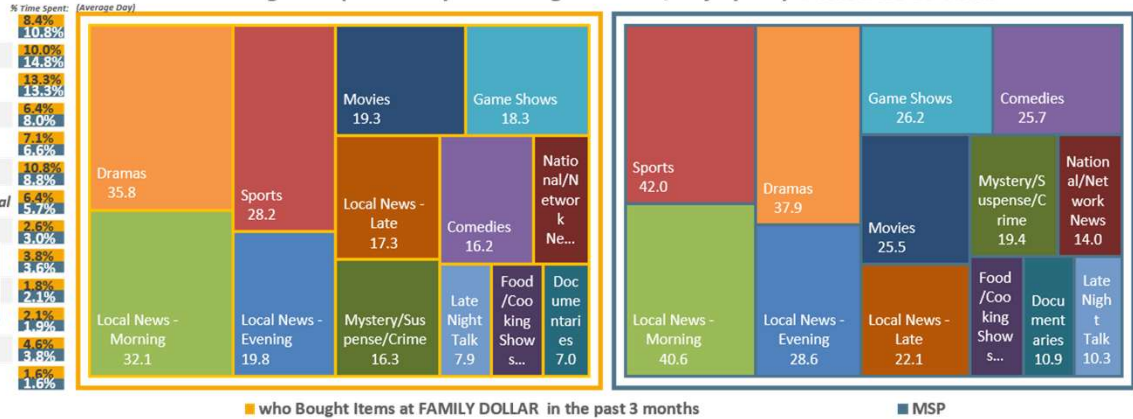


162,774 or 54.1% of Adults 18 or older who Bought Items at FAMILY DOLLAR in the past 3 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Morning, Local News - Evening, Game Shows, Comedies, Sports, and Movies.

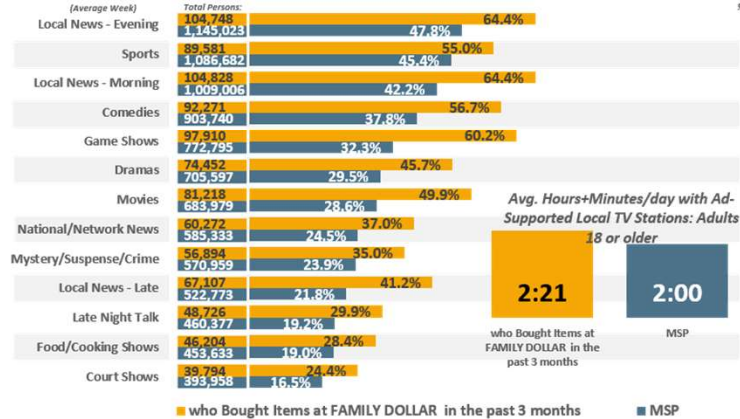
Local TV Station Programs (Persons & % Reach): Adults 18 or older



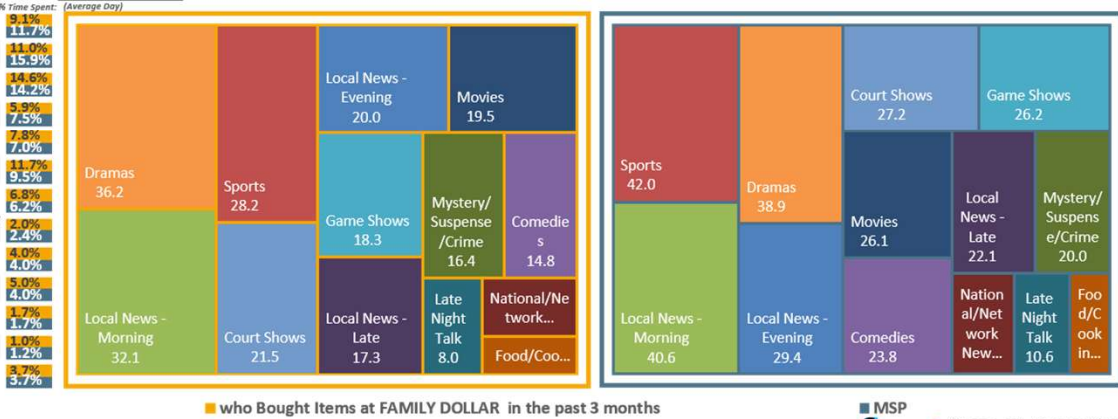
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 R1 2026: Feb25-Feb26 Qual Intab 124
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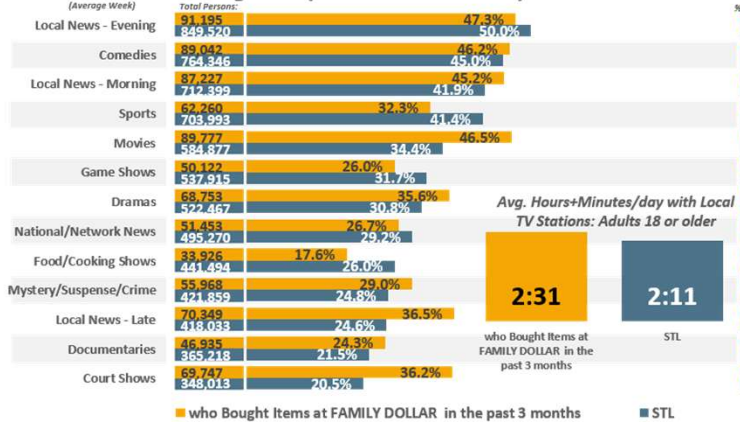
soefa.ai Share of Everything for Anything

Major stores bought past 3 months: Family Dollar

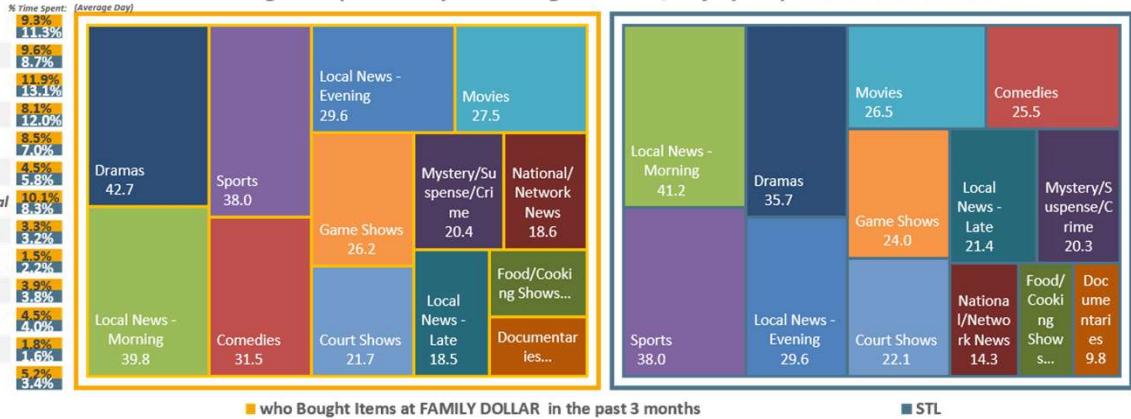


188,631 or 70.7% of Adults 18 or older who Bought Items at FAMILY DOLLAR in the past 3 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Movies, Local News - Morning, Comedies, Local News - Late, and Court Shows.

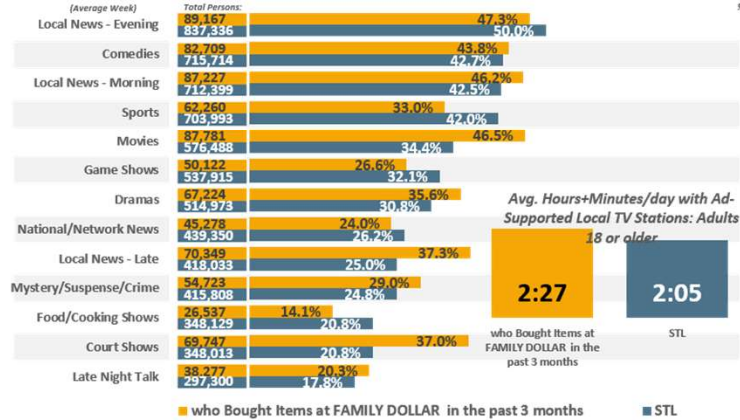
Local TV Station Programs (Persons & % Reach): Adults 18 or older



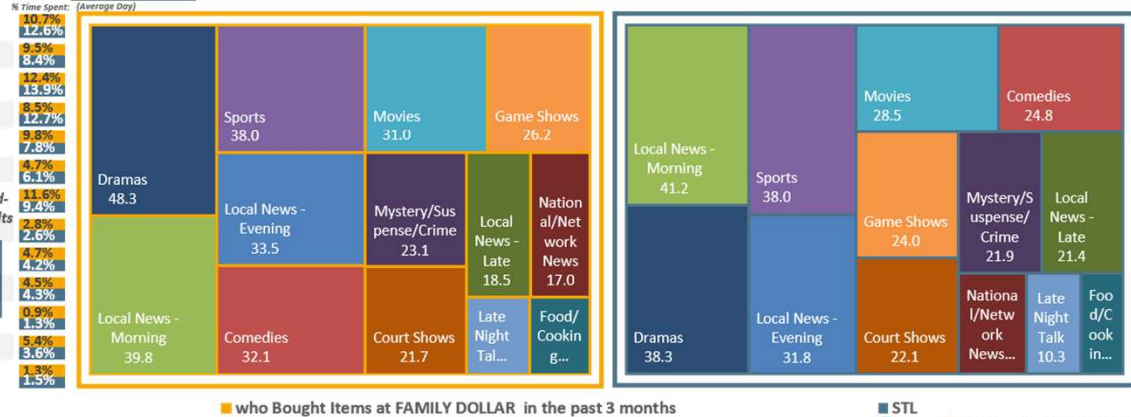
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 R1 2026: Feb25-Feb26 Qual Intab 199
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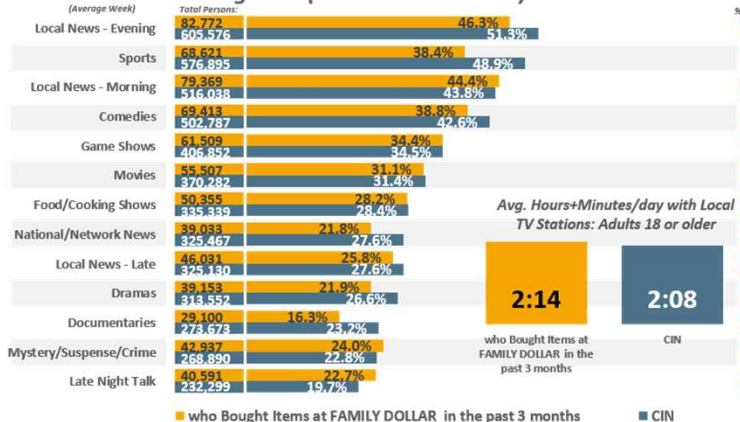
soefa.ai Share of Everything for Anything

Major stores bought past 3 months: Family Dollar

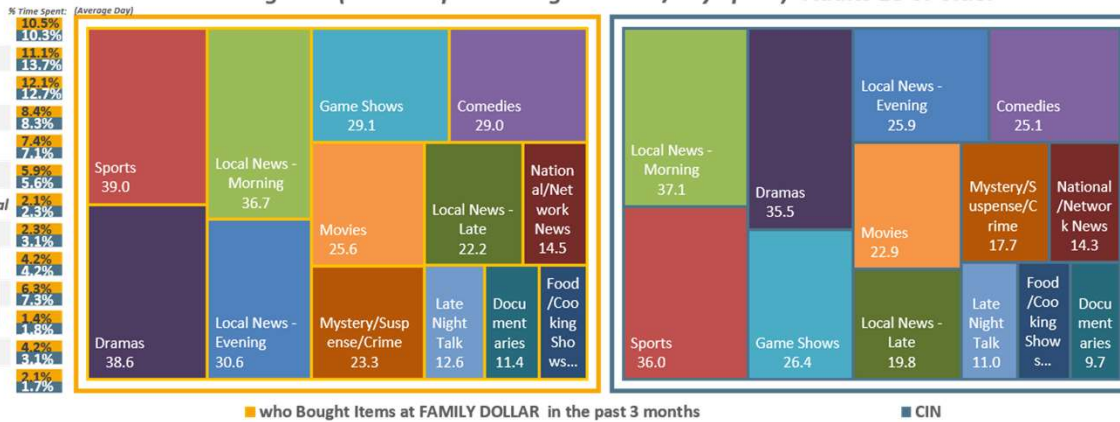


175,013 or 57.% of Adults 18 or older who Bought Items at FAMILY DOLLAR in the past 3 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Local News - Morning, Sports, Comedies, Game Shows, and Movies.

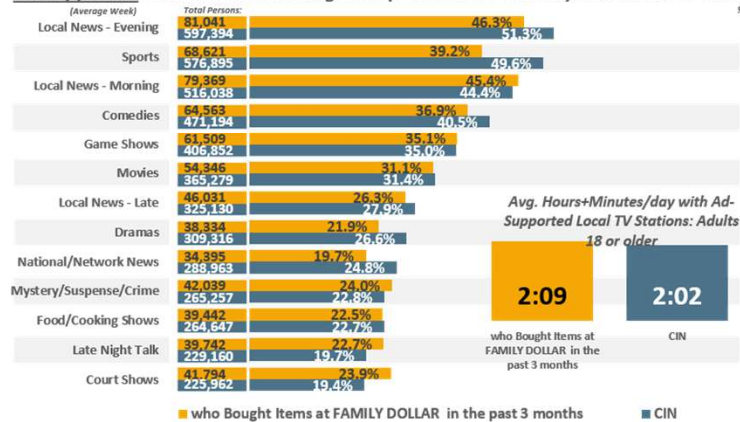
Local TV Station Programs (Persons & % Reach): Adults 18 or older



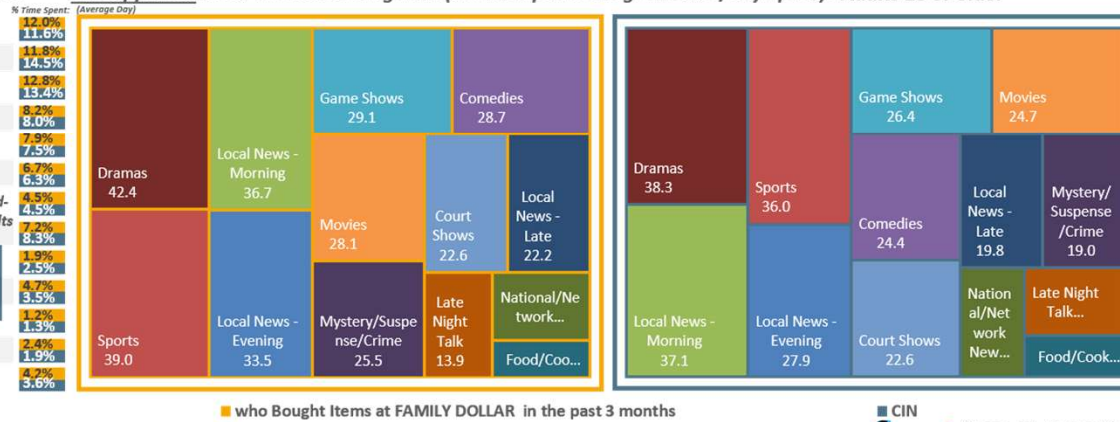
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 291
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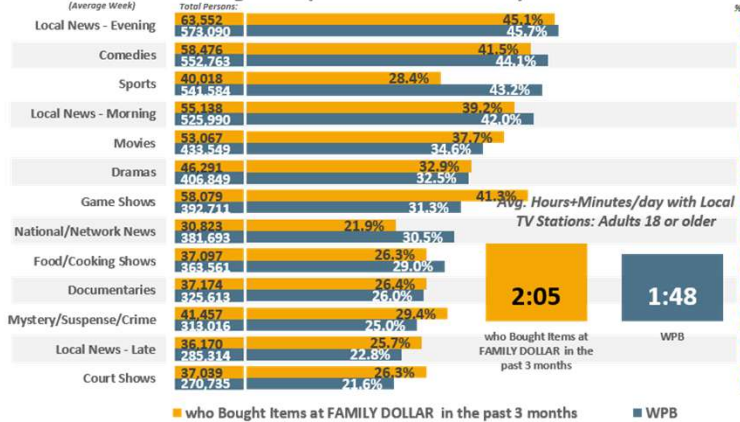
CIN
soefa.ai Share of Everything for Anything

Major stores bought past 3 months: Family Dollar

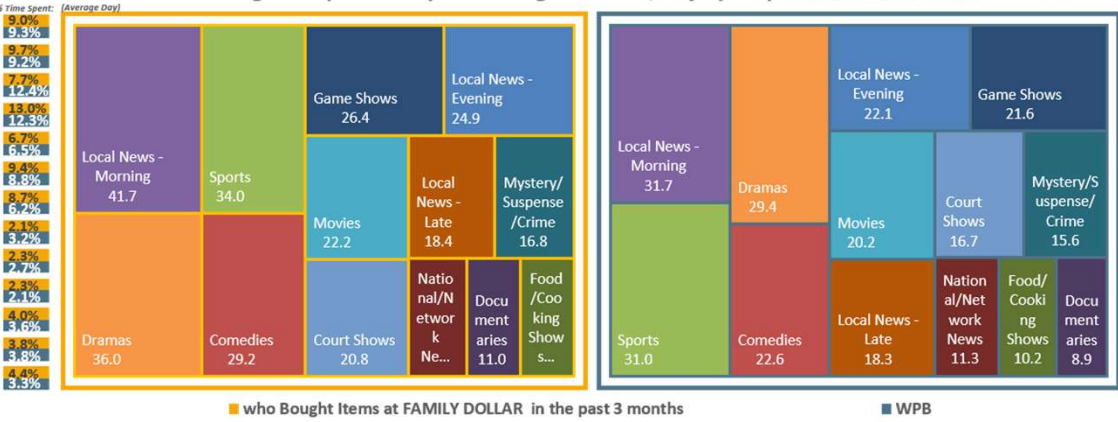


137,727 or 62.4% of Adults 18 or older who Bought Items at FAMILY DOLLAR in the past 3 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Game Shows, Local News - Morning, Comedies, Movies, and Dramas.

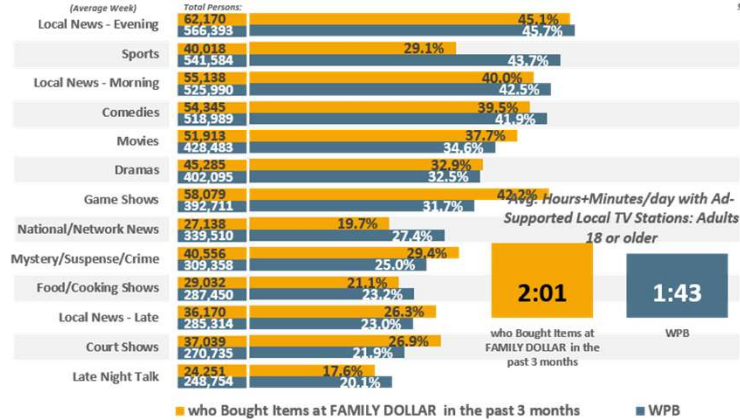
Local TV Station Programs (Persons & % Reach): Adults 18 or older



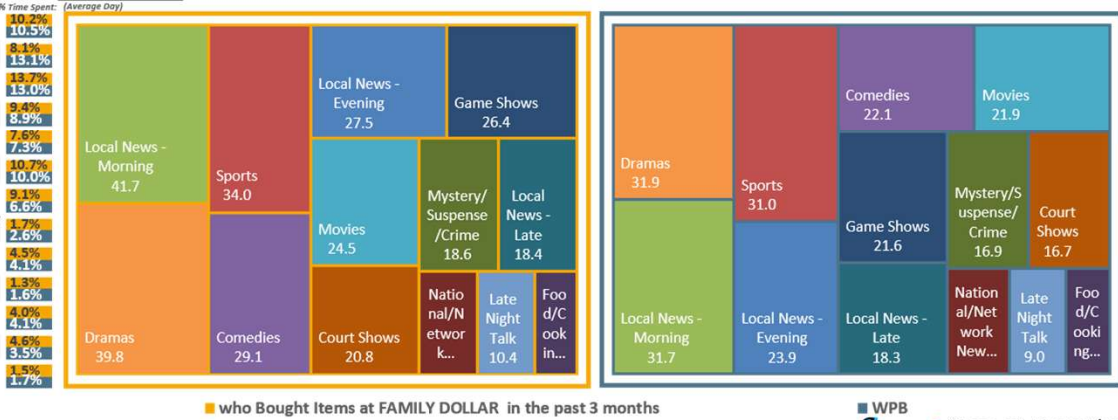
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

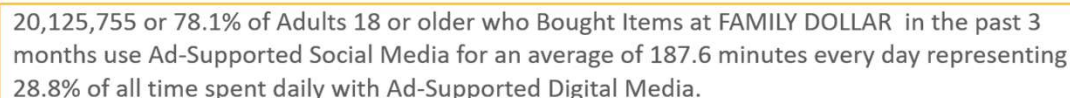


Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 18 or older

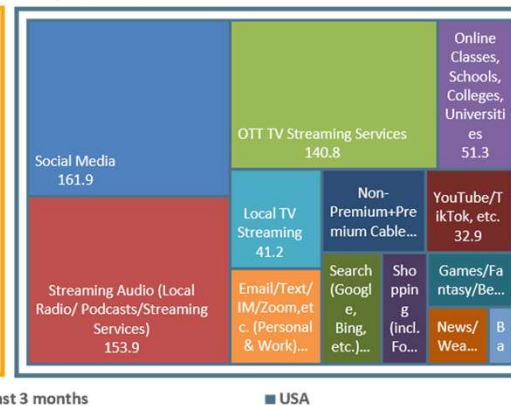
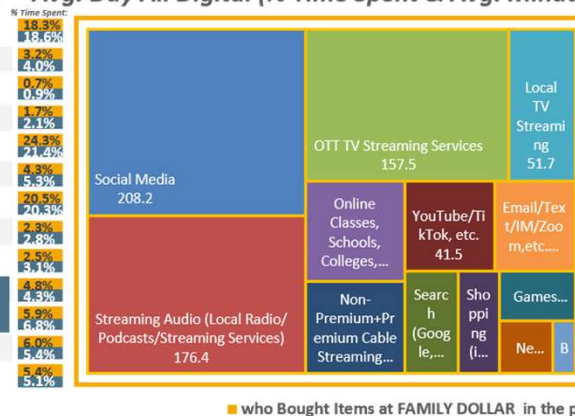


Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

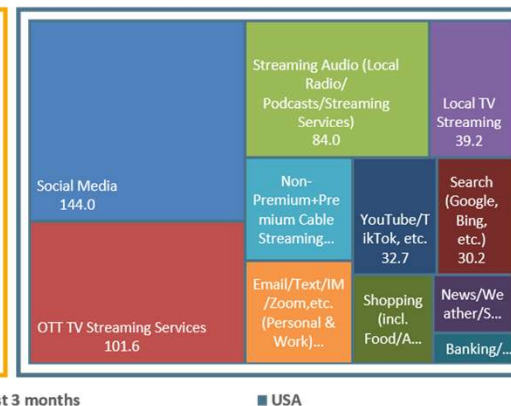
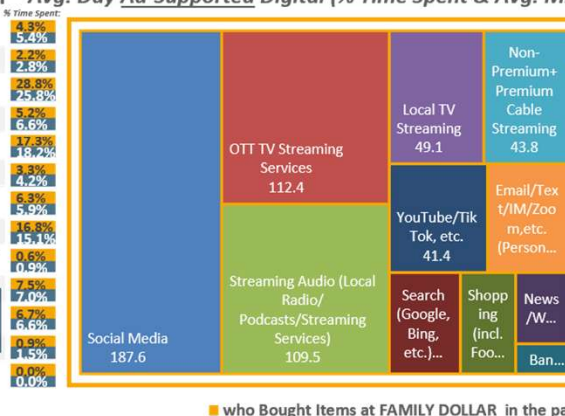




Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



USA Projection	Scarborough R1 2026: Jan 25-Mar26	Qual Intab	24,338
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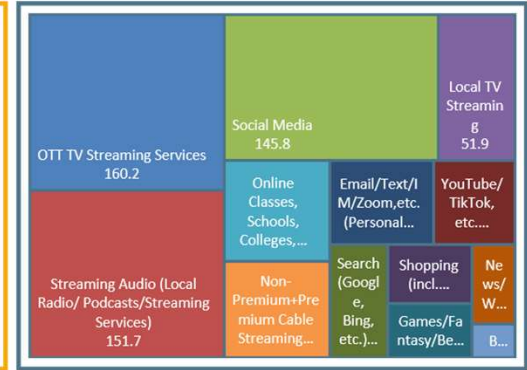
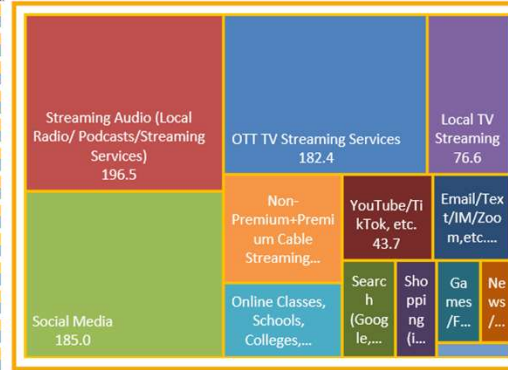
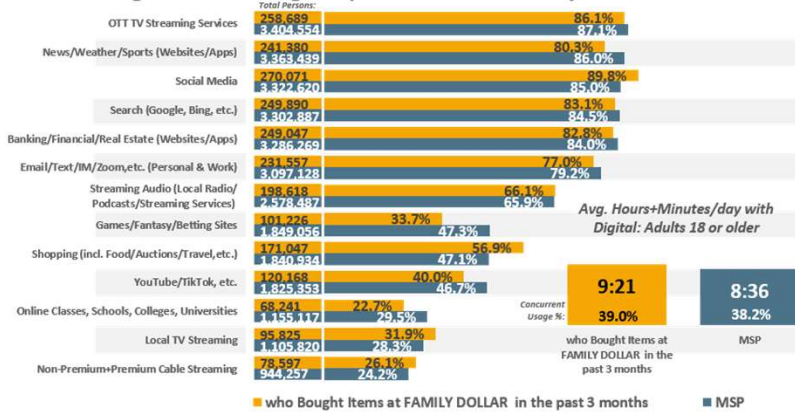
Major stores bought past 3 months: Family Dollar



231,082 or 76.9% of Adults 18 or older who Bought Items at FAMILY DOLLAR in the past 3 months use Ad-Supported Social Media for an average of 158.3 minutes every day representing 21.3% of all time spent daily with Ad-Supported Digital Media.

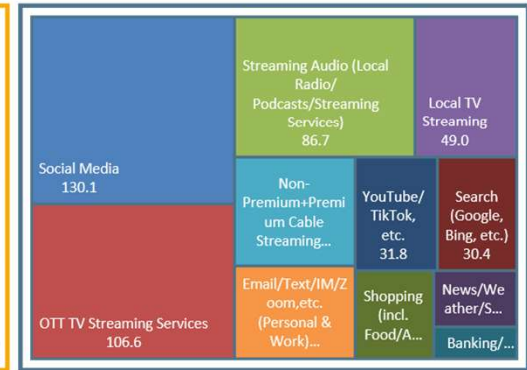
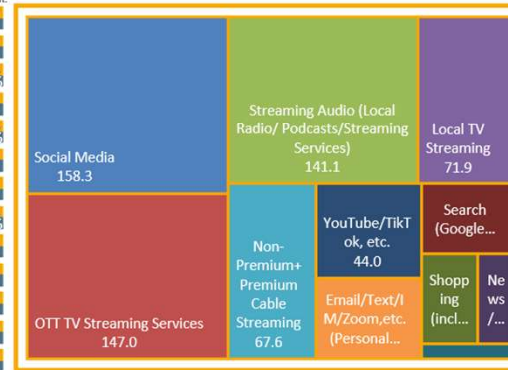
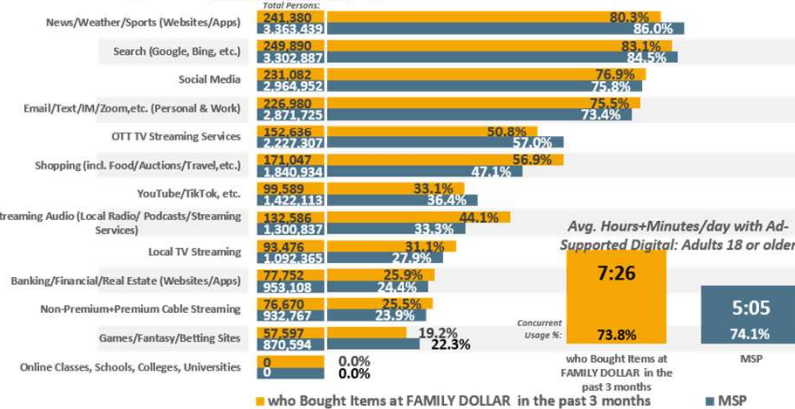
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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

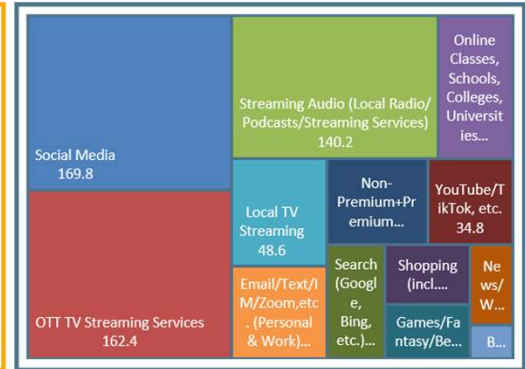
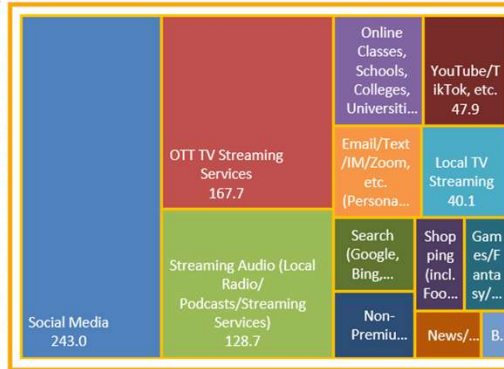
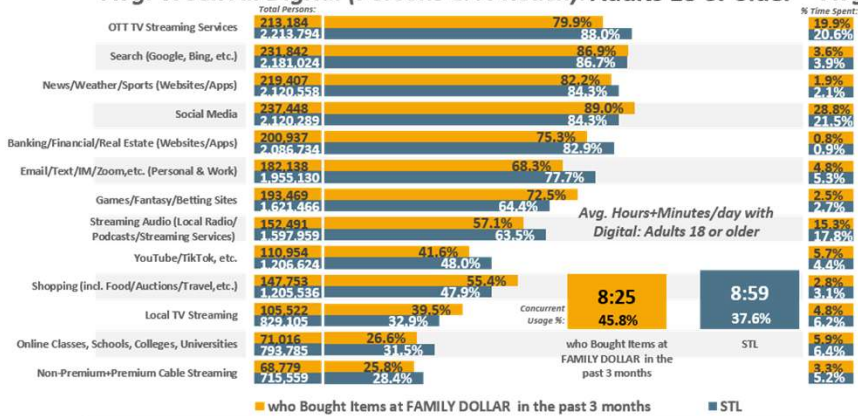




208,917 or 78.3% of Adults 18 or older who Bought Items at FAMILY DOLLAR in the past 3 months use Ad-Supported Social Media for an average of 213.8 minutes every day representing 33.3% of all time spent daily with Ad-Supported Digital Media.

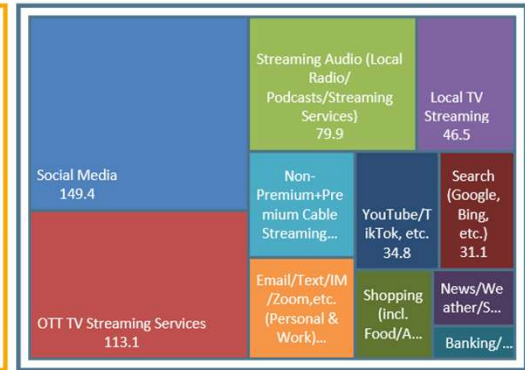
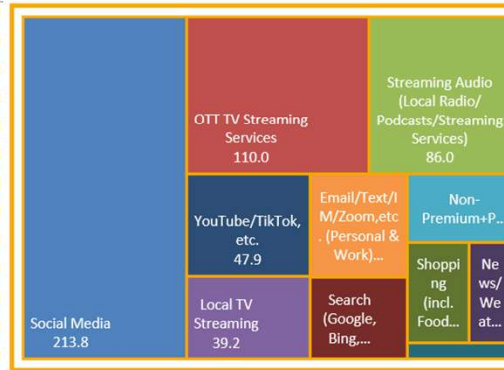
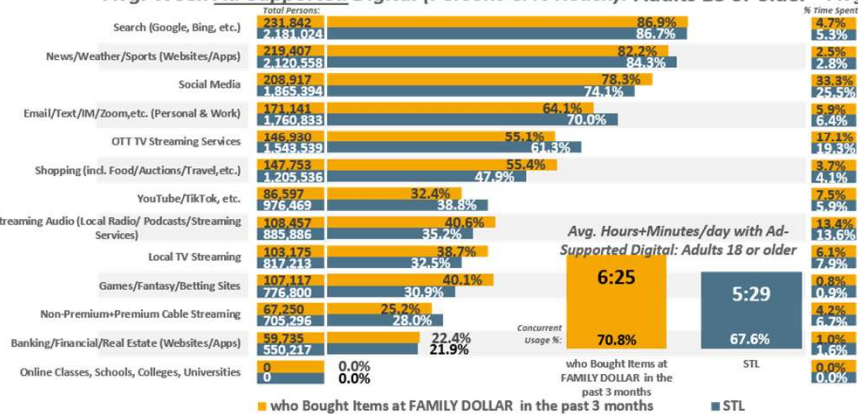
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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

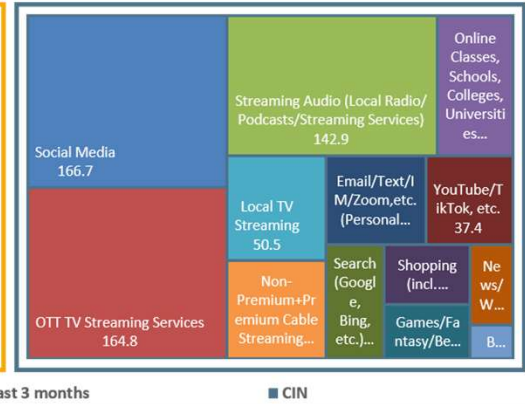
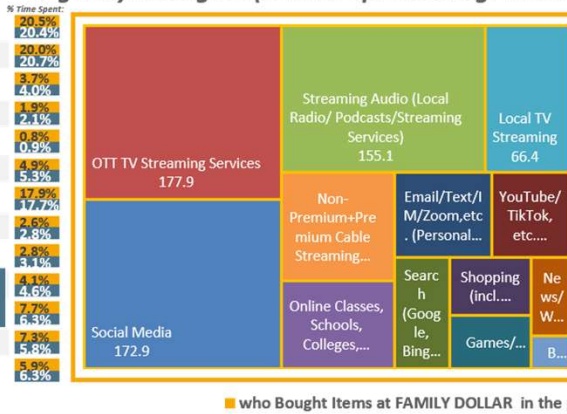
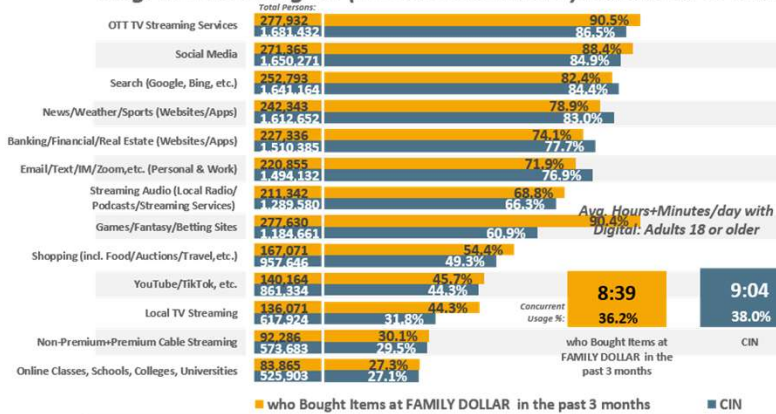




250,706 or 81.7% of Adults 18 or older who Bought Items at FAMILY DOLLAR in the past 3 months use Ad-Supported Social Media for an average of 159.7 minutes every day representing 24.3% of all time spent daily with Ad-Supported Digital Media.

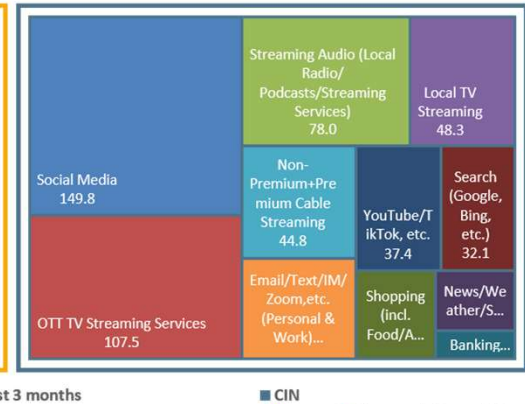
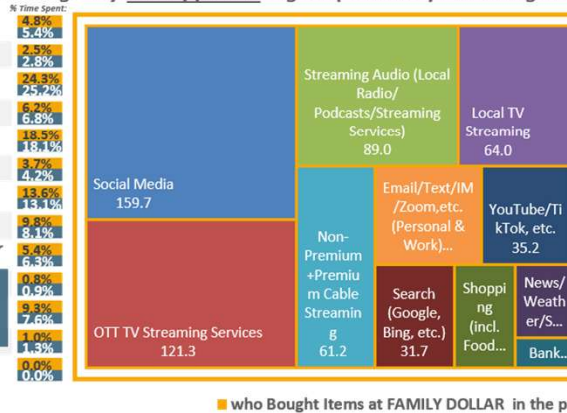
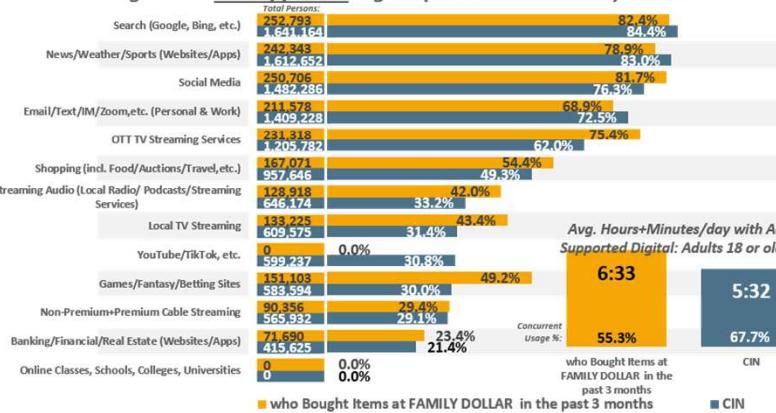
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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

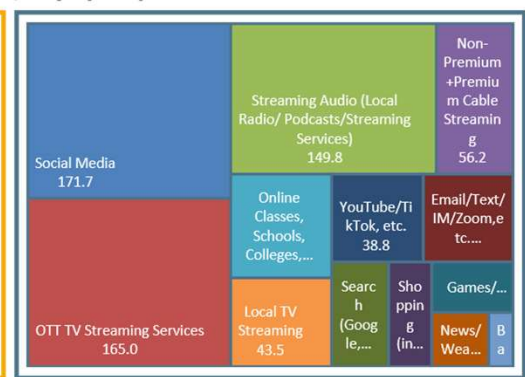
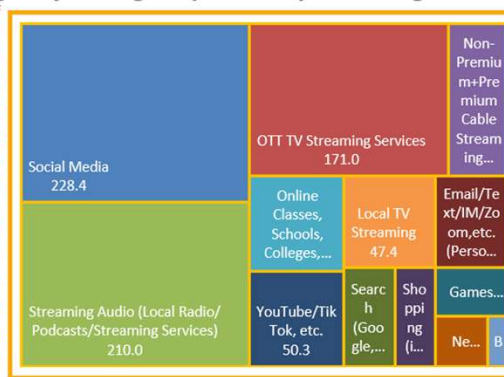
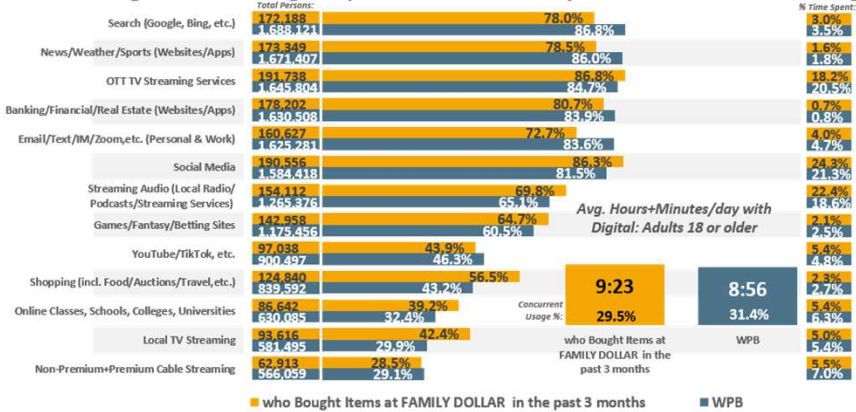




182,526 or 82.6% of Adults 18 or older who Bought Items at FAMILY DOLLAR in the past 3 months use Ad-Supported Social Media for an average of 218.7 minutes every day representing 29.7% of all time spent daily with Ad-Supported Digital Media.

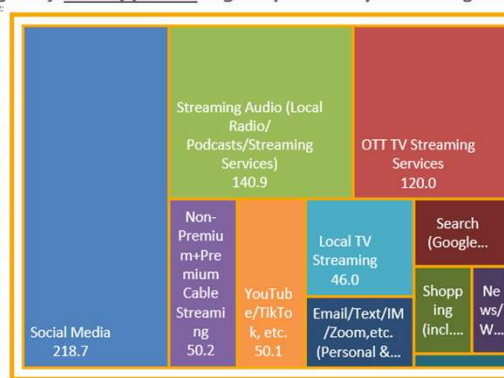
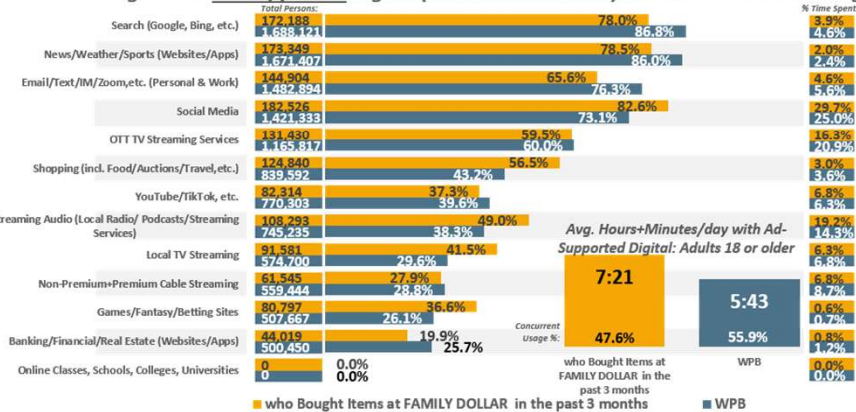
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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

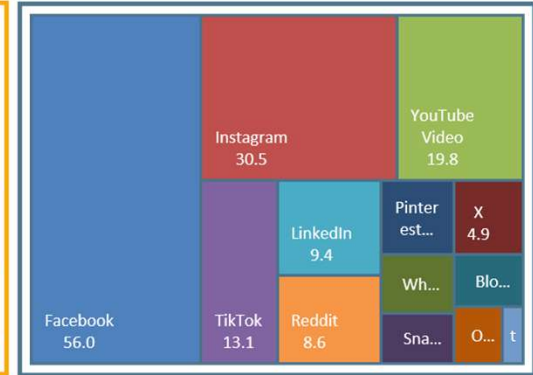
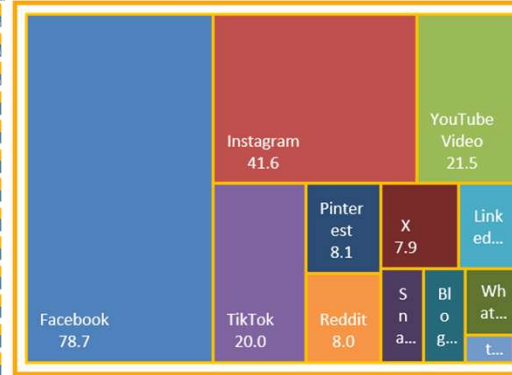
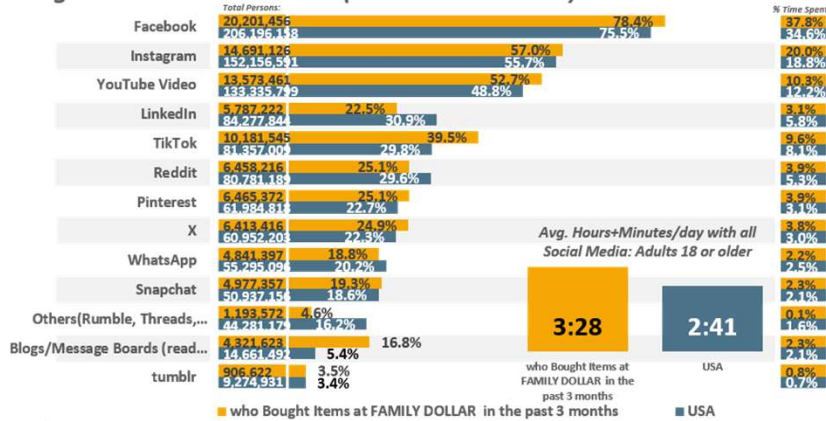
Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



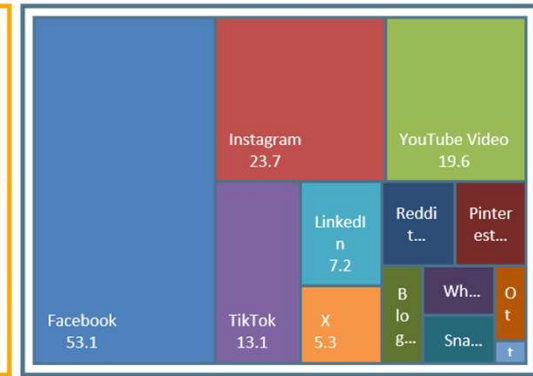
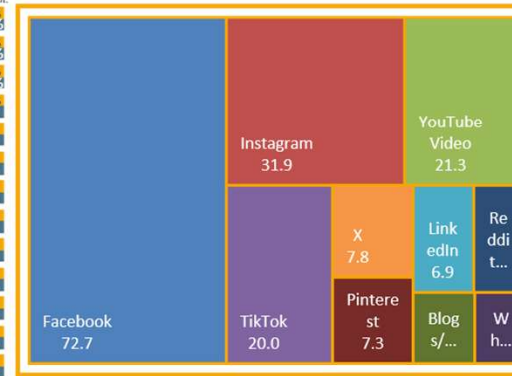
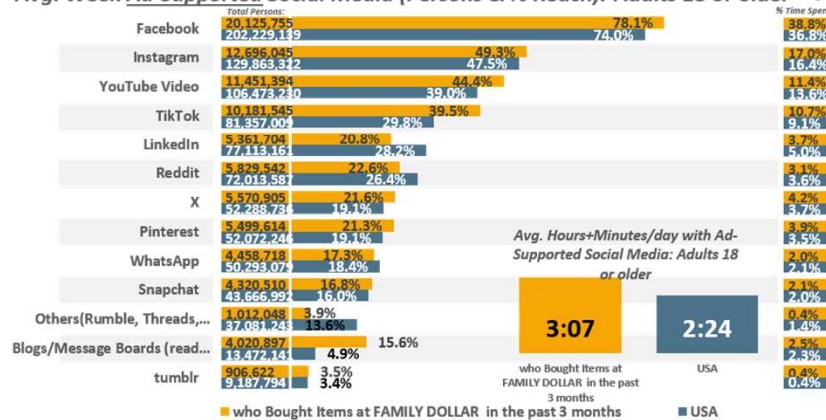


20,125,755 or 78.1% of Adults 18 or older who Bought Items at FAMILY DOLLAR in the past 3 months use Ad-Supported Facebook for an average of 72.7 minutes every day representing 38.8% of all time spent daily with Ad-Supported Social Media.

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



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



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

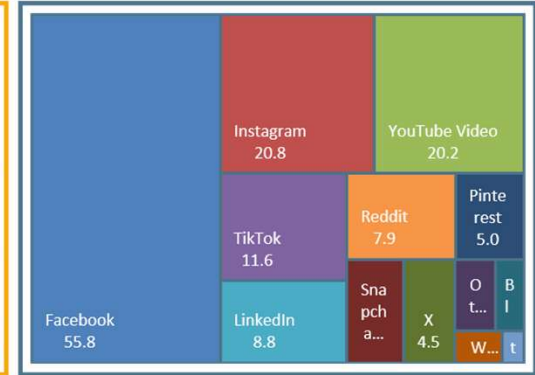
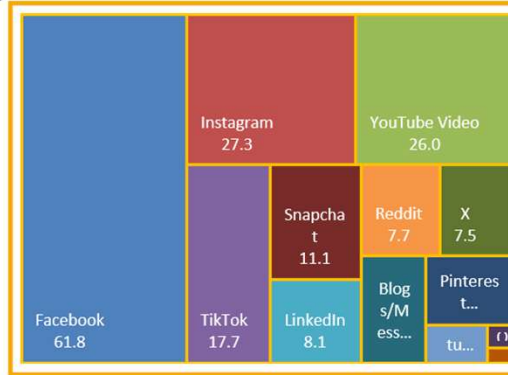
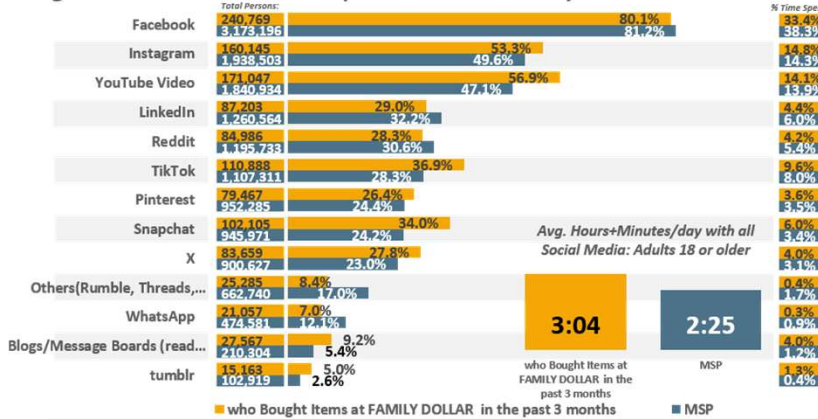
soefa.ai Share of Everything for Anything.

Major stores bought past 3 months: Family Dollar

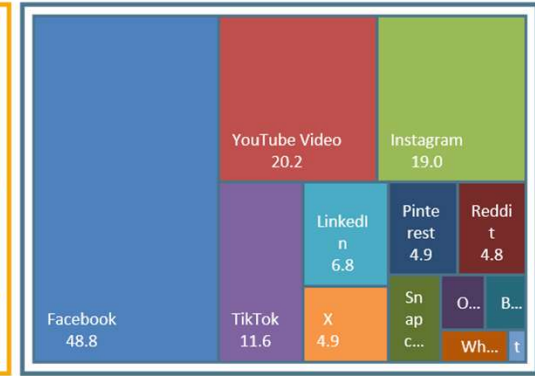
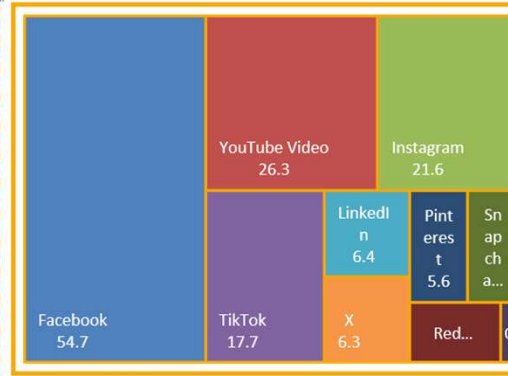
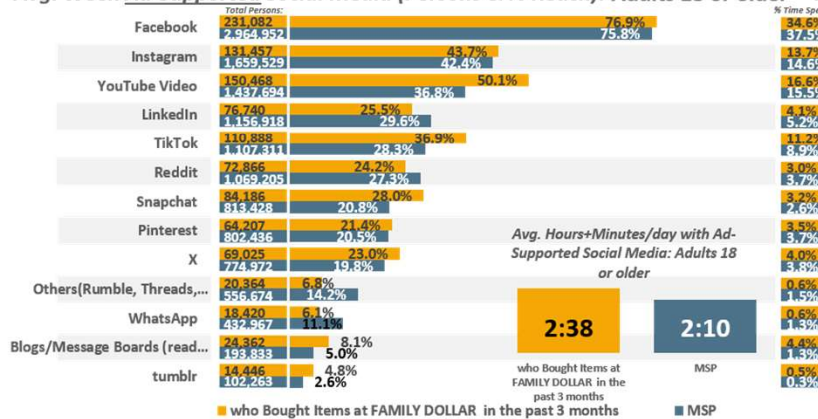


231,082 or 76.9% of Adults 18 or older who Bought Items at FAMILY DOLLAR in the past 3 months use Ad-Supported Facebook for an average of 54.7 minutes every day representing 34.6% of all time spent daily with Ad-Supported Social Media.

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



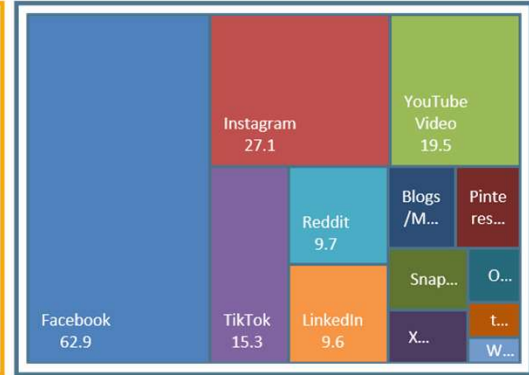
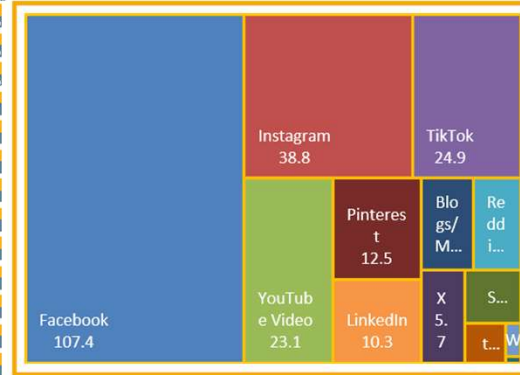
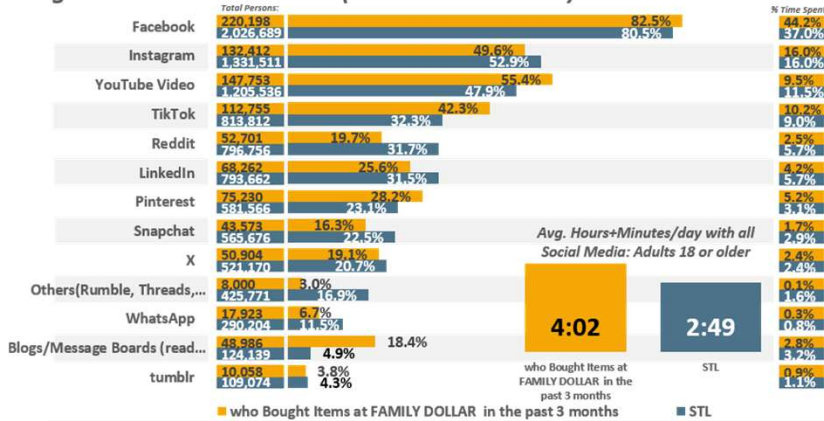
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



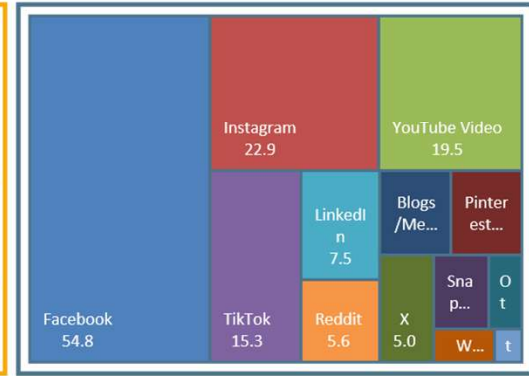
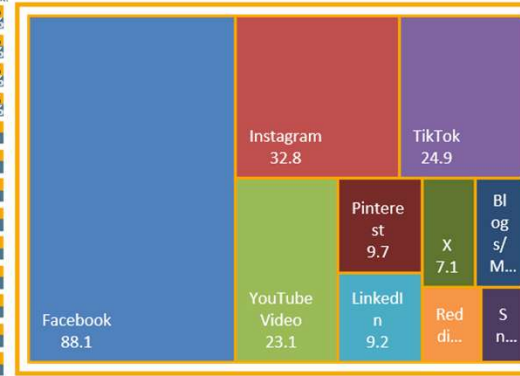
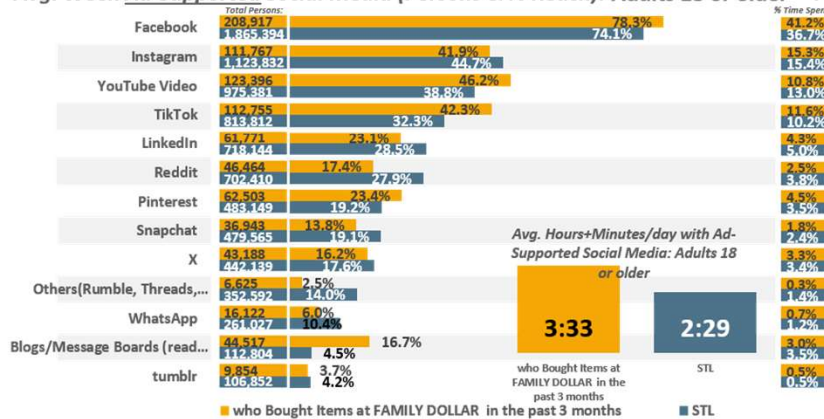


208,917 or 78.3% of Adults 18 or older who Bought Items at FAMILY DOLLAR in the past 3 months use Ad-Supported Facebook for an average of 88.1 minutes every day representing 41.2% of all time spent daily with Ad-Supported Social Media.

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



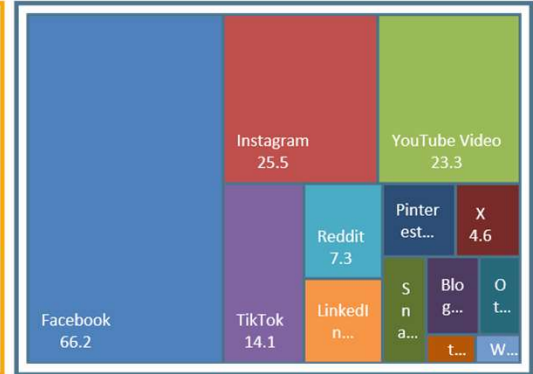
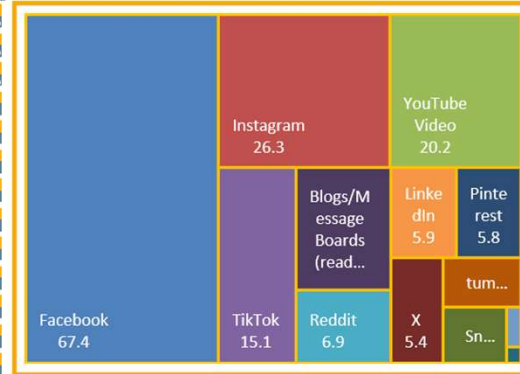
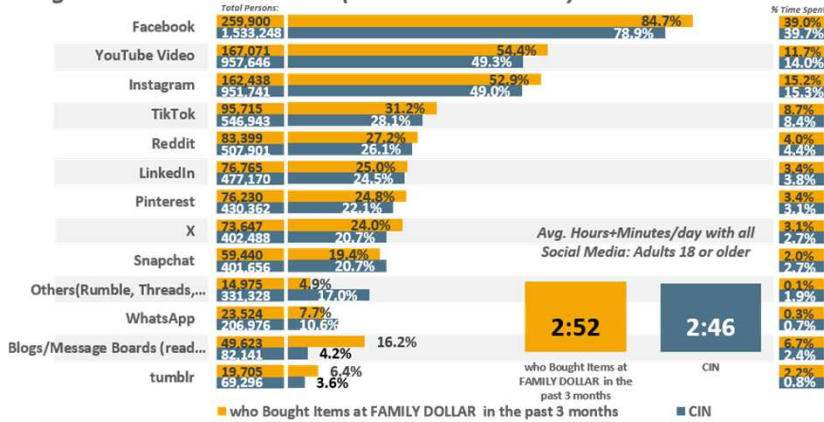
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



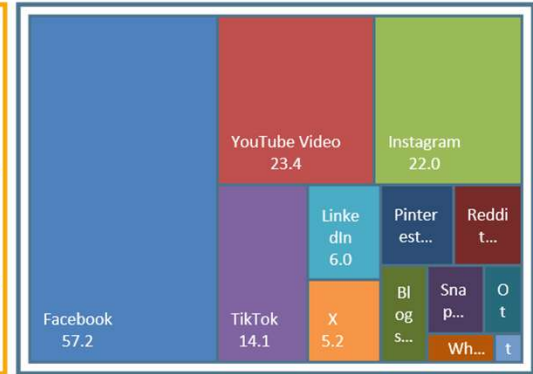
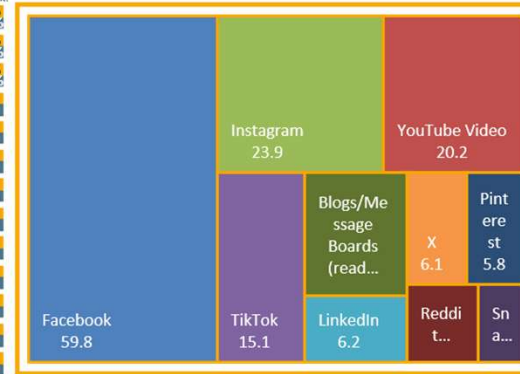
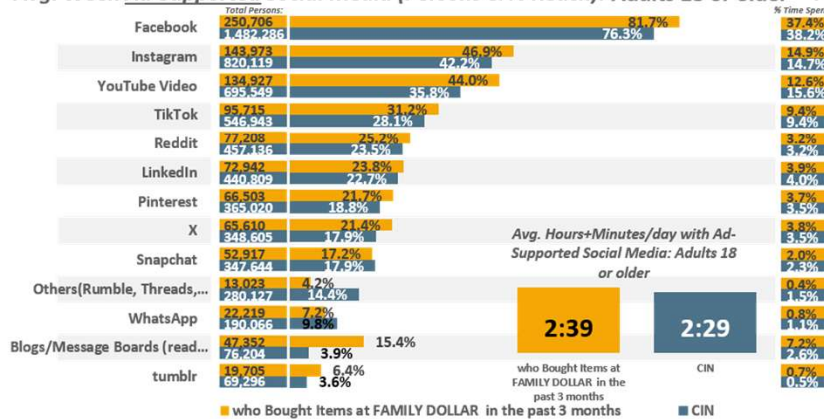


250,706 or 81.7% of Adults 18 or older who Bought Items at FAMILY DOLLAR in the past 3 months use Ad-Supported Facebook for an average of 59.8 minutes every day representing 37.4% of all time spent daily with Ad-Supported Social Media.

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**



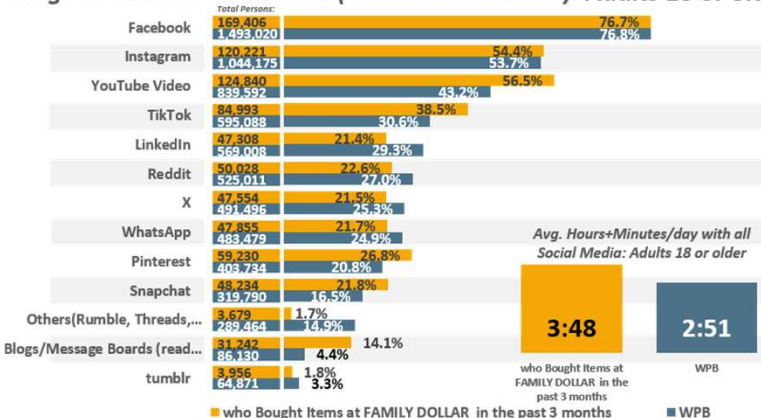
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



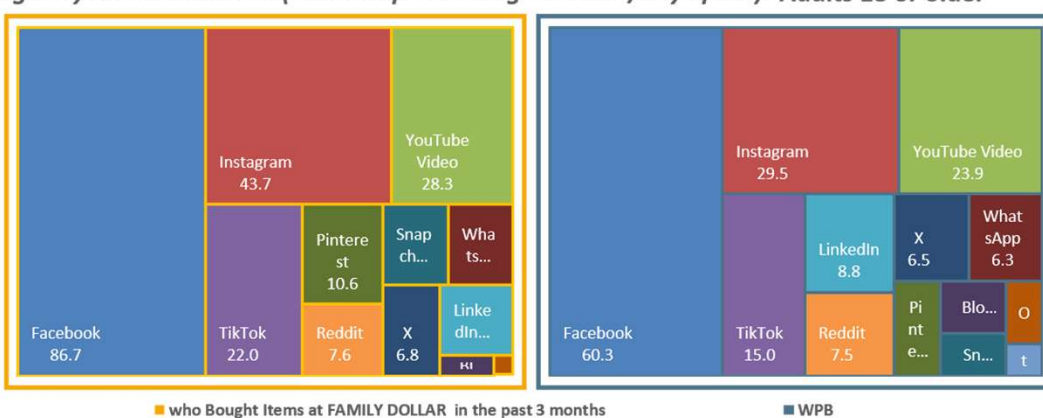


169,406 or 76.7% of Adults 18 or older who Bought Items at FAMILY DOLLAR in the past 3 months use Ad-Supported Facebook for an average of 84.2 minutes every day representing 38.5% of all time spent daily with Ad-Supported Social Media.

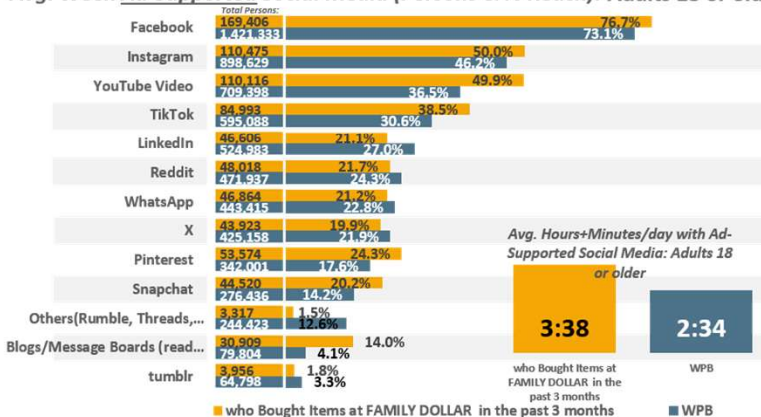
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



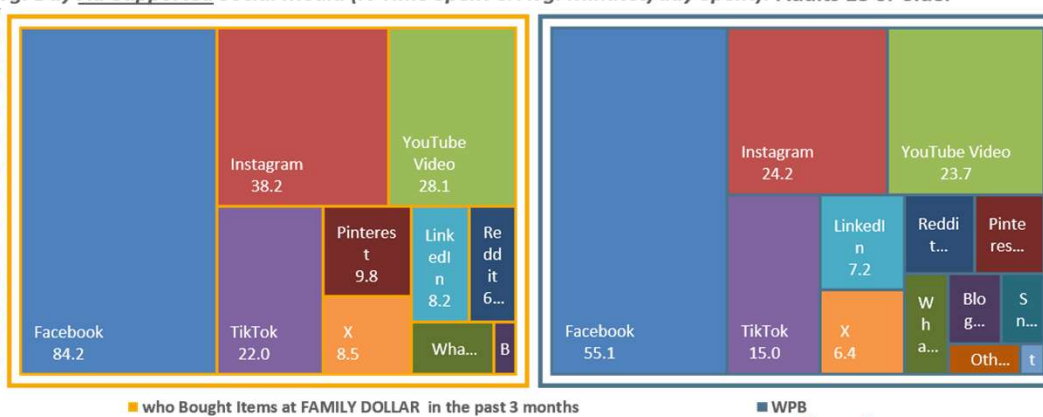
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



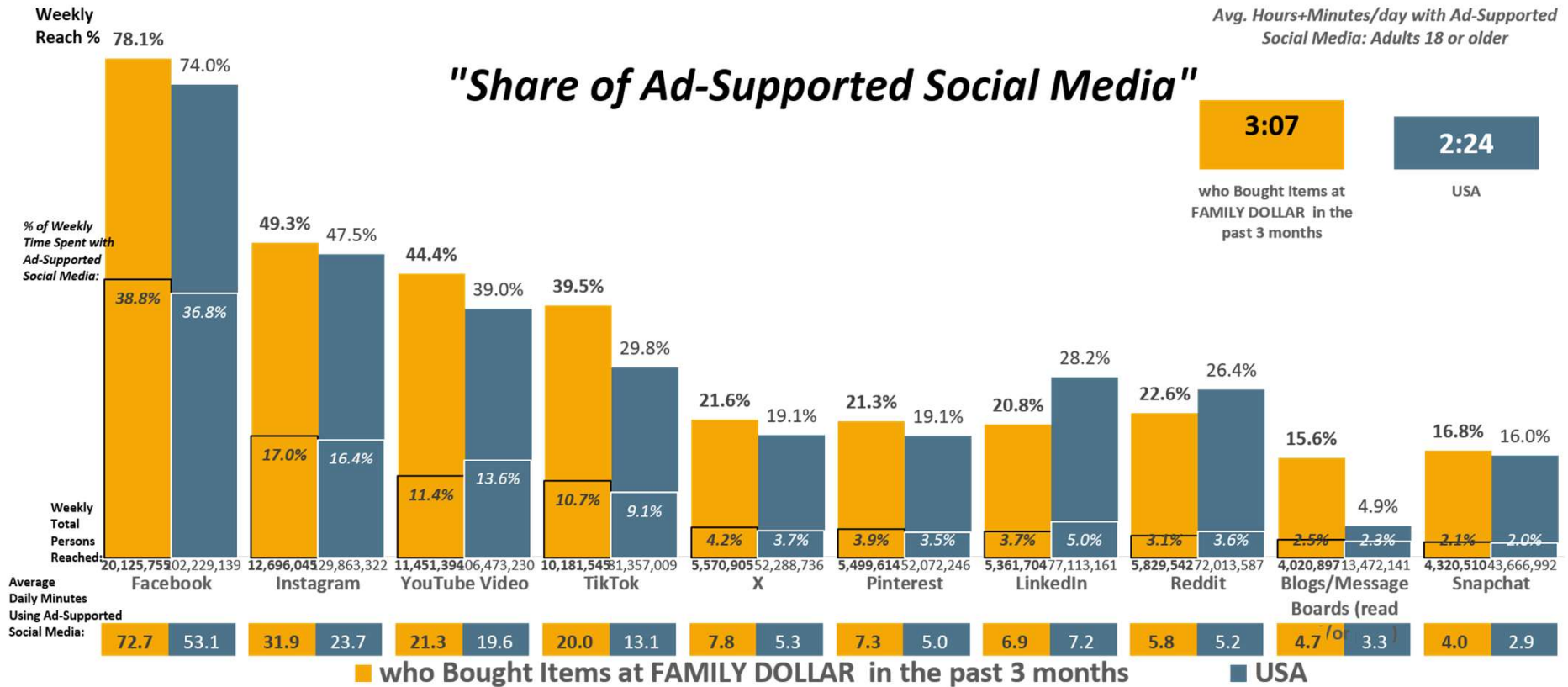
Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





20,125,755 or 78.1% of Adults 18 or older who Bought Items at FAMILY DOLLAR in the past 3 months use Ad-Supported Facebook for an average of 72.7 minutes every day representing 38.8% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



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

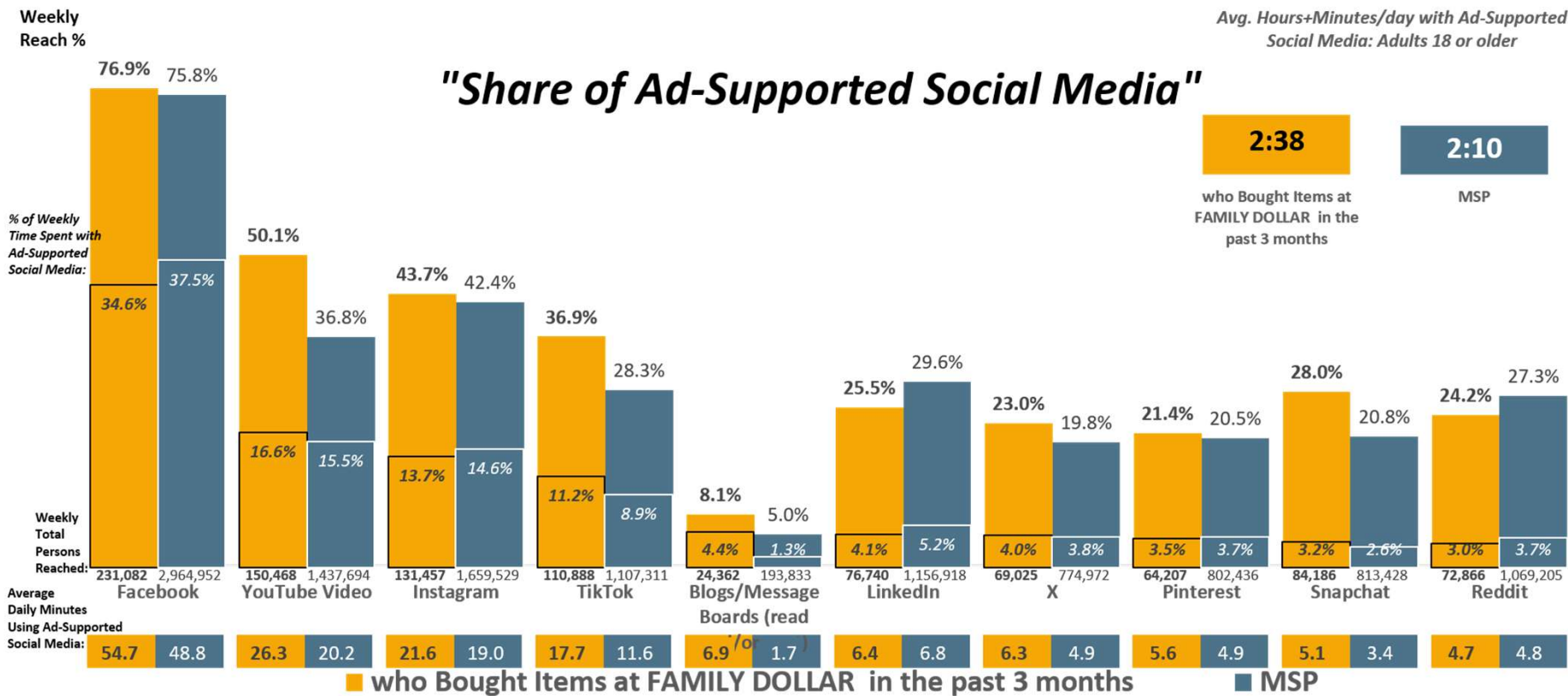
soefa.ai Share of Everything for Anything®

Major stores bought past 3 months: Family Dollar



231,082 or 76.9% of Adults 18 or older who Bought Items at FAMILY DOLLAR in the past 3 months use Ad-Supported Facebook for an average of 54.7 minutes every day representing 34.6% of all time spent daily with Ad-Supported Social Media.

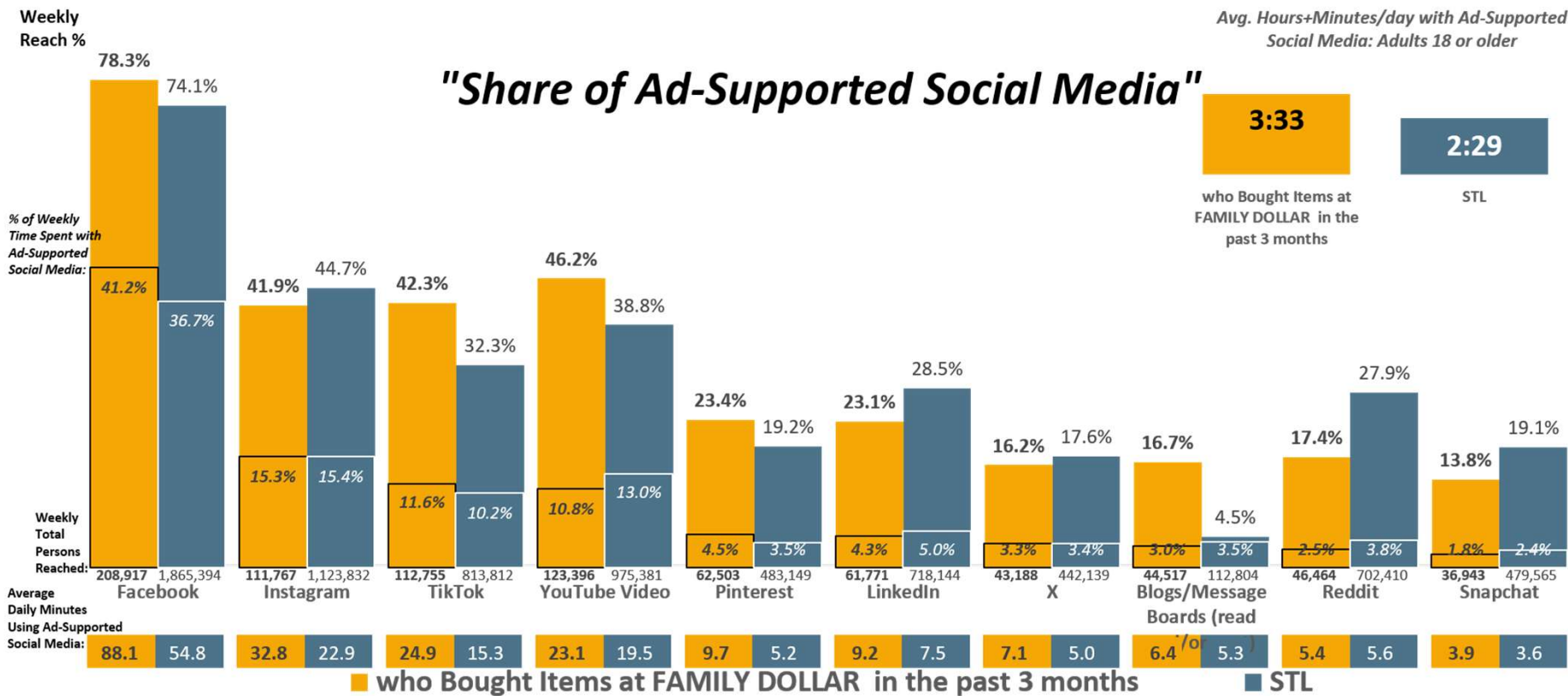
"Share of Ad-Supported Social Media"





208,917 or 78.3% of Adults 18 or older who Bought Items at FAMILY DOLLAR in the past 3 months use Ad-Supported Facebook for an average of 88.1 minutes every day representing 41.2% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



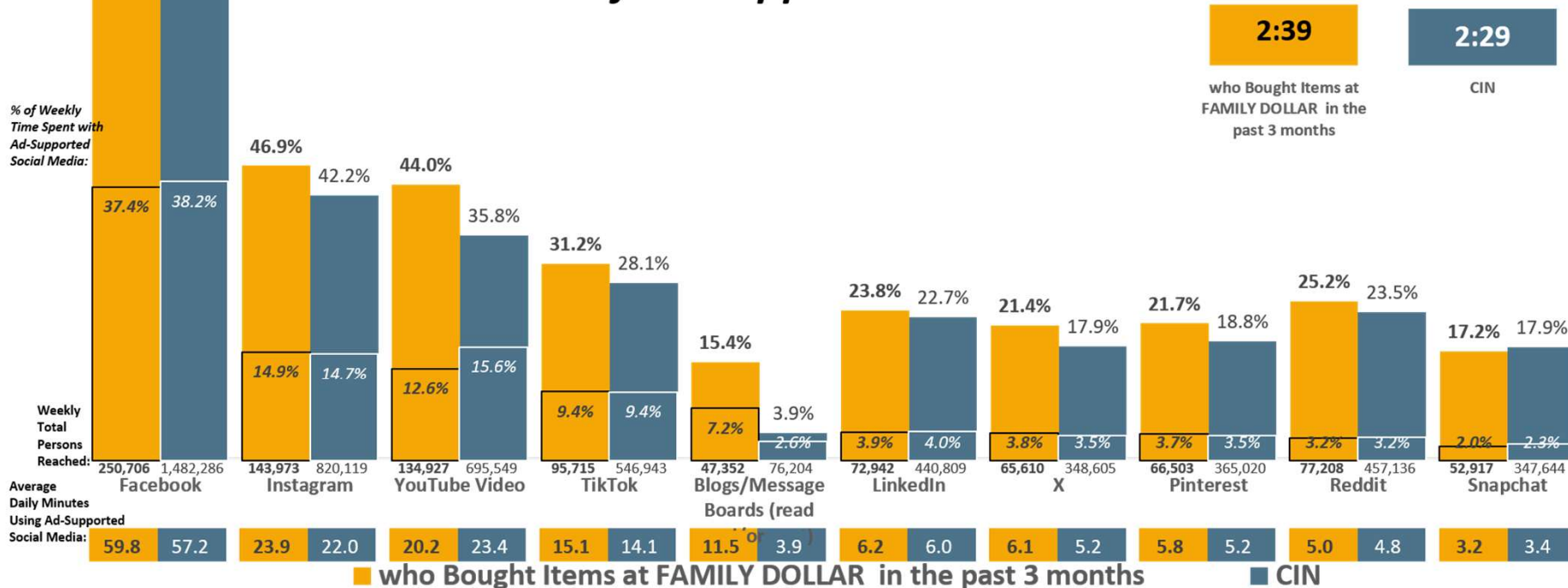


250,706 or 81.7% of Adults 18 or older who Bought Items at FAMILY DOLLAR in the past 3 months use Ad-Supported Facebook for an average of 59.8 minutes every day representing 37.4% of all time spent daily with Ad-Supported Social Media.

Weekly
Reach % 81.7%

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

"Share of Ad-Supported Social Media"



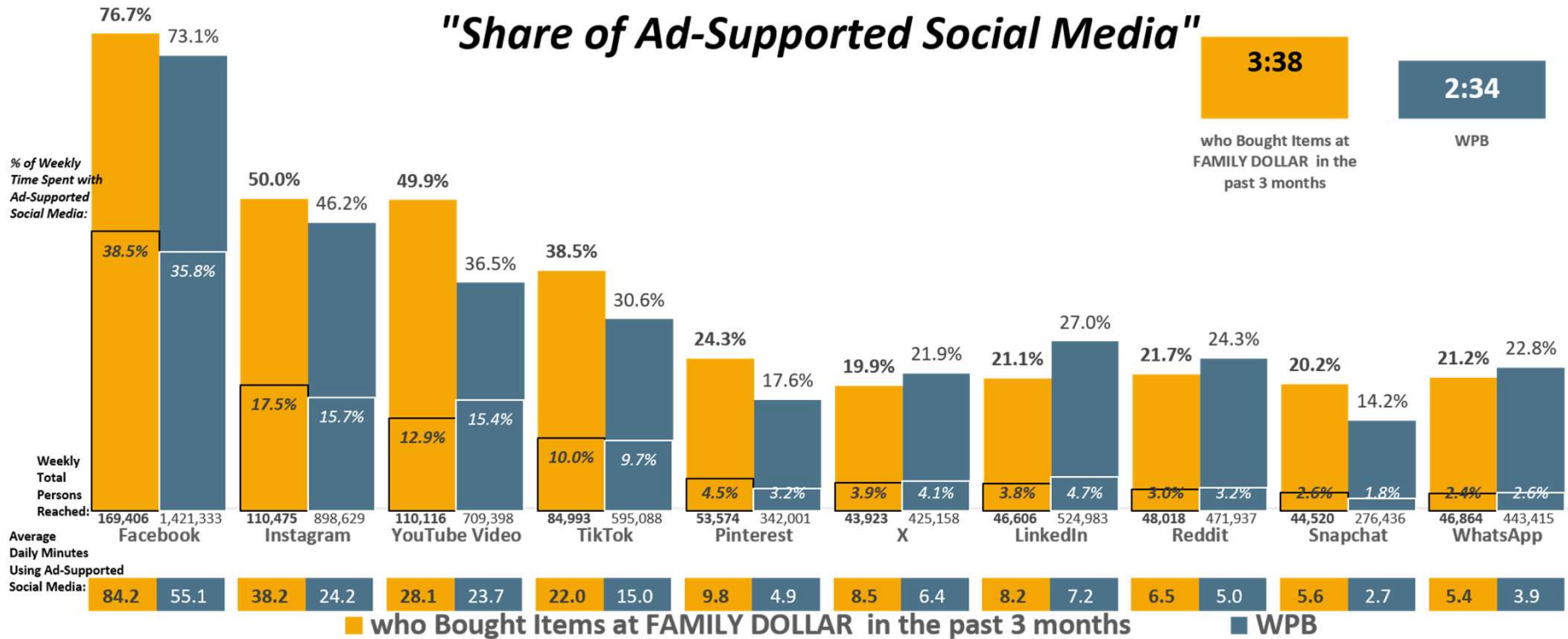


169,406 or 76.7% of Adults 18 or older who Bought Items at FAMILY DOLLAR in the past 3 months use Ad-Supported Facebook for an average of 84.2 minutes every day representing 38.5% of all time spent daily with Ad-Supported Social Media.

Weekly
Reach %

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

"Share of Ad-Supported Social Media"



3:38

who Bought Items at
FAMILY DOLLAR in the
past 3 months

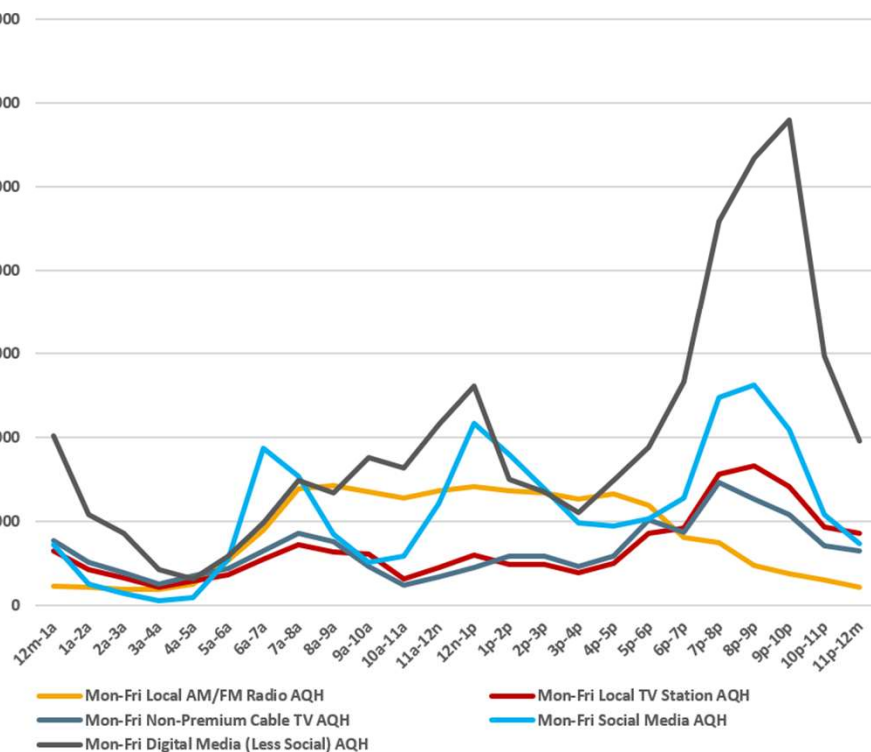
2:34

WPB

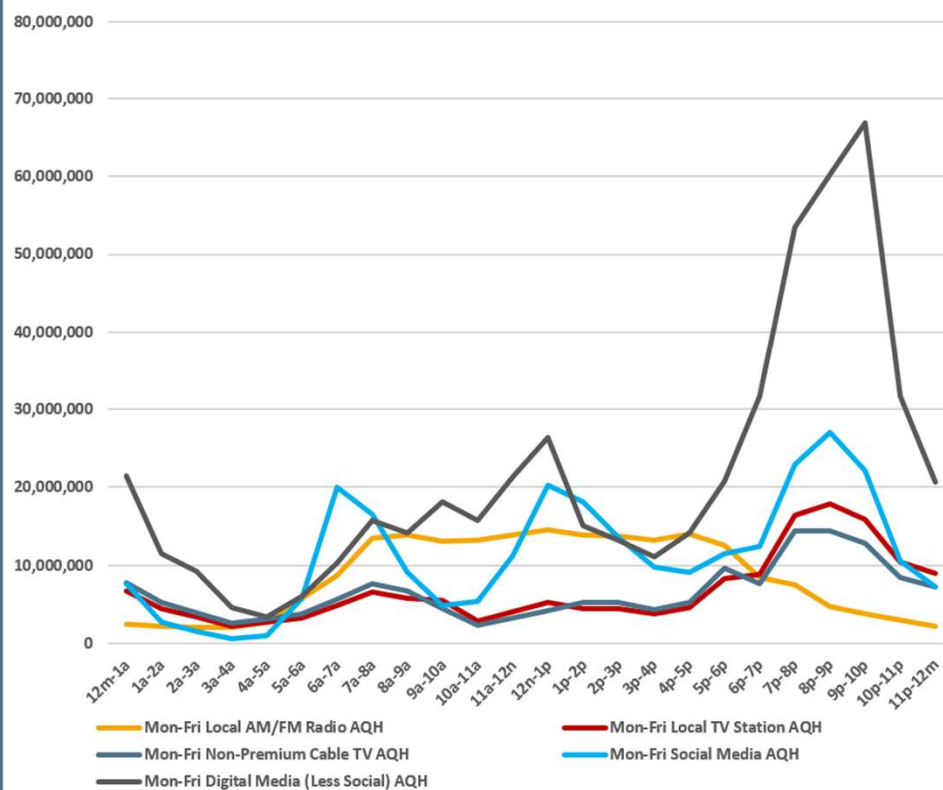


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 1,690,198;
Local Radio: 1,263,532; Social Media: 1,241,953; Non-Prem. Cable: 606,291; Local TV:
579,264 reaching Adults 18 or older who Bought Items at FAMILY DOLLAR in

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Bought Items at FAMILY DOLLAR in
the past 3 months



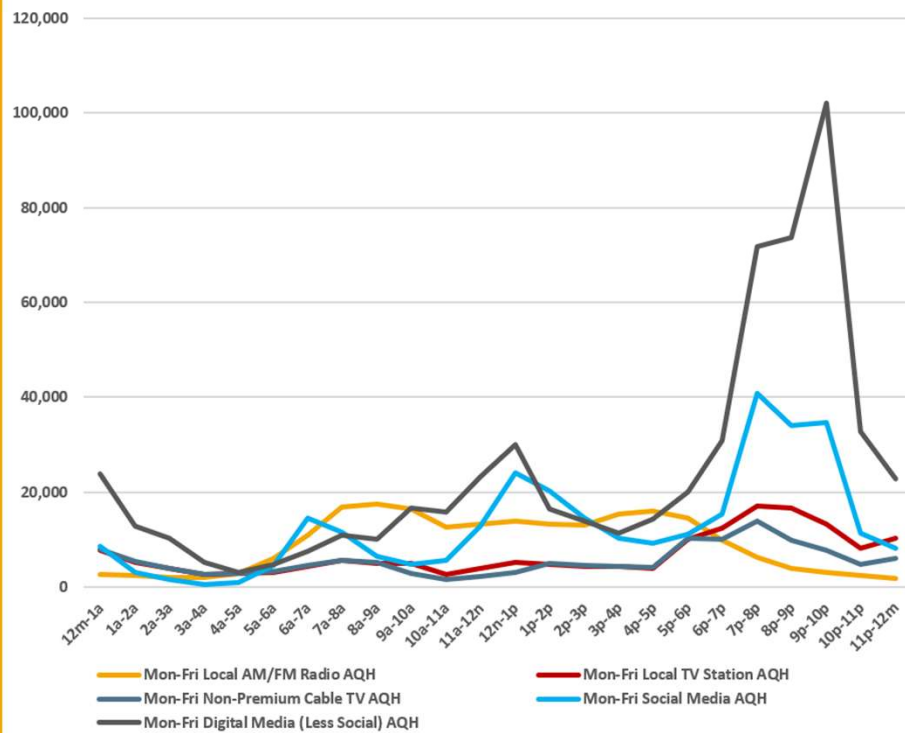
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA 210 DMA Area Adults 18 or older



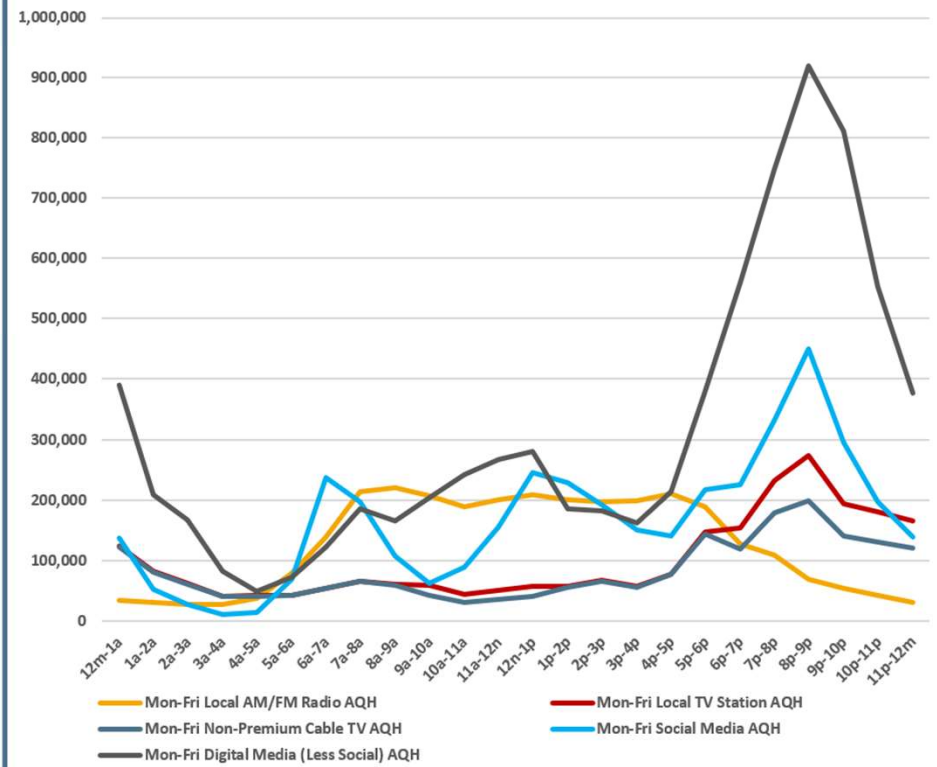


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 17,033;
Local Radio: 14,163; Social Media: 12,382; Local TV: 5,506; Non-Prem. Cable: 4,914
reaching Adults 18 or older who Bought Items at FAMILY DOLLAR in the past 3 mo

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Bought Items at FAMILY DOLLAR in
the past 3 months**



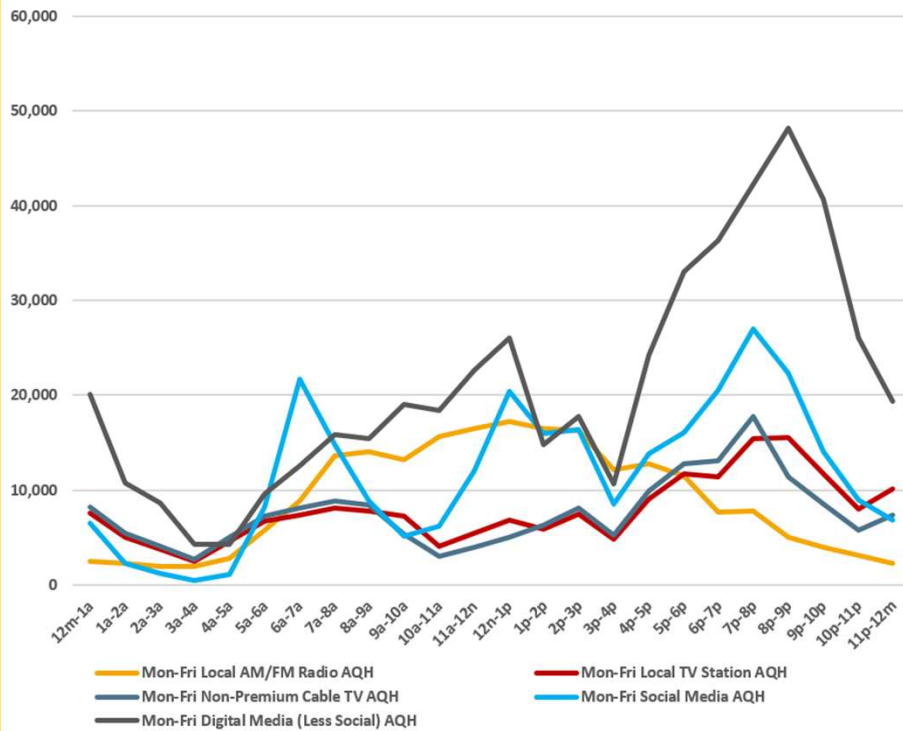
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
MSP Metro Area Adults 18 or older**



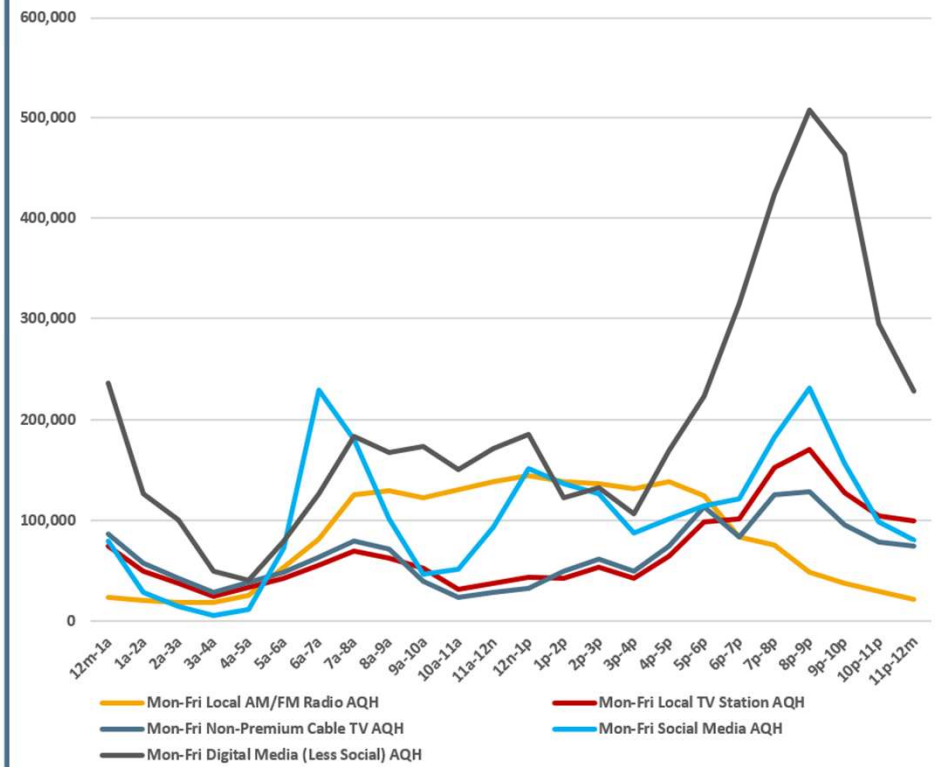


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 20,543; Social Media: 13,896; Local Radio: 13,543; Non-Prem. Cable: 7,562; Local TV: 7,500 reaching Adults 18 or older who Bought Items at FAMILY DOLLAR in the past 3 mo

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Bought Items at FAMILY DOLLAR in
the past 3 months**



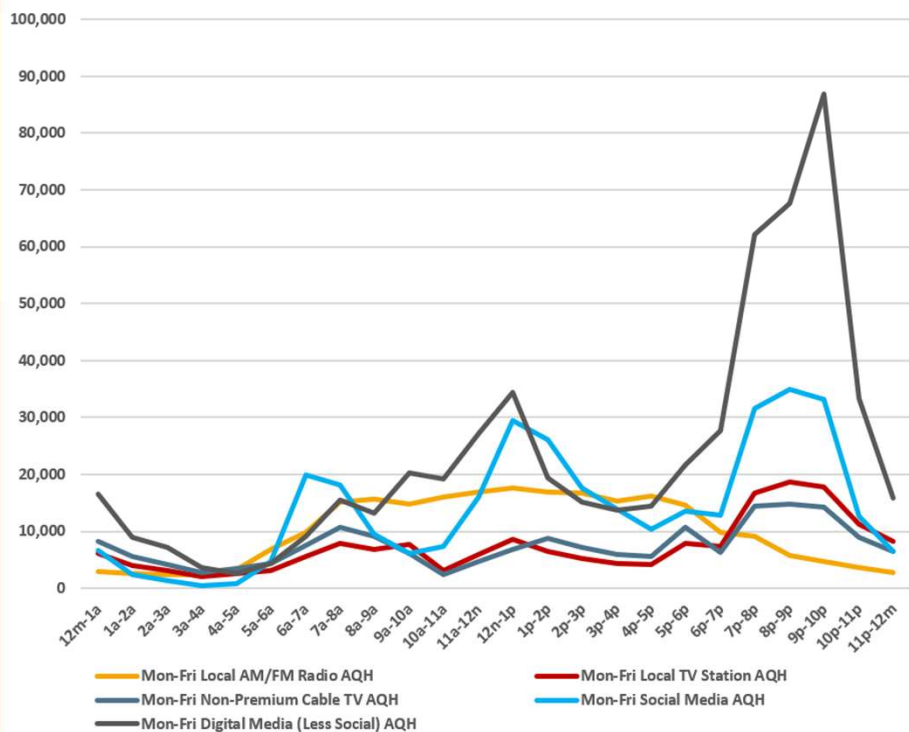
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
STL Metro Area Adults 18 or older**



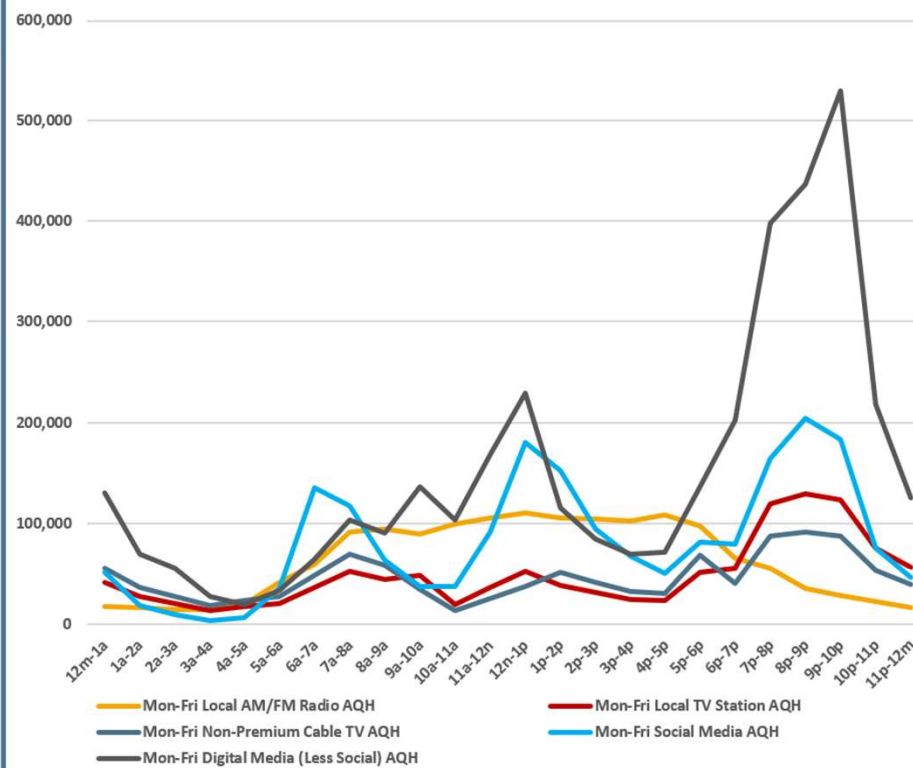


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 19,311; Social Media: 15,431; Local Radio: 15,025; Non-Prem. Cable: 7,093; Local TV: 6,243 reaching Adults 18 or older who Bought Items at FAMILY DOLLAR in the past 3 mo

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Bought Items at FAMILY DOLLAR in
the past 3 months**



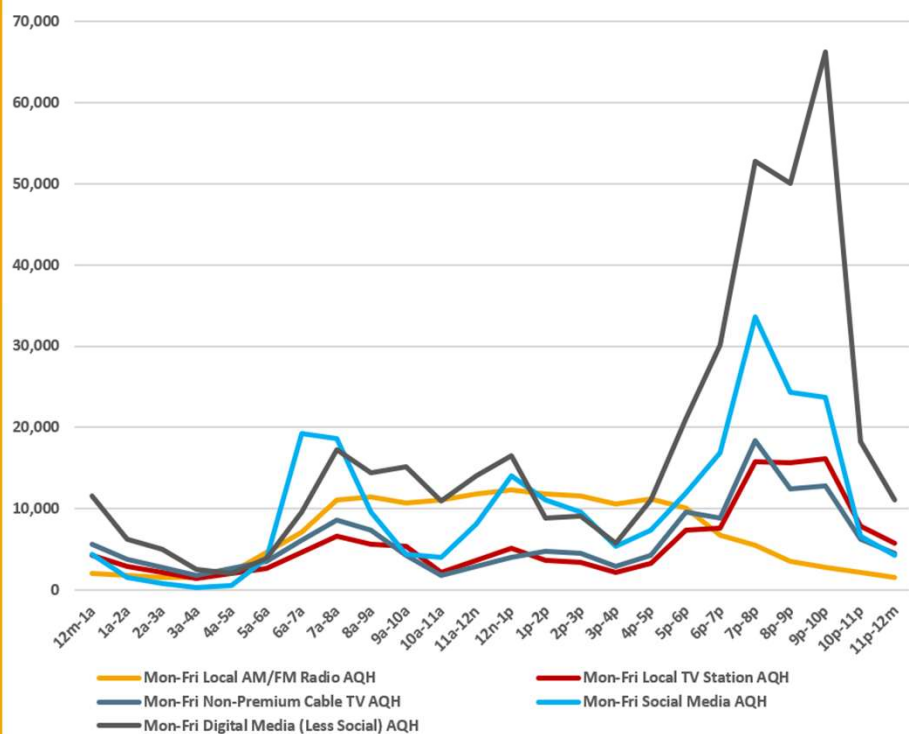
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
CIN Metro Area Adults 18 or older**



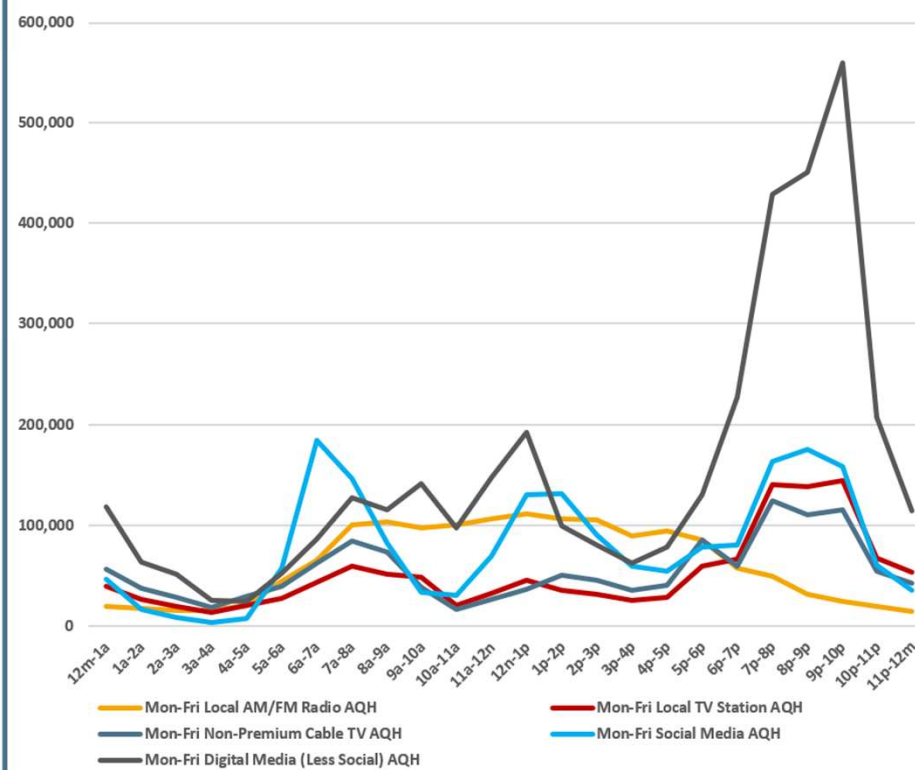


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 14,155; Social Media: 10,798; Local Radio: 10,593; Non-Prem. Cable: 5,385; Local TV: 4,688 reaching Adults 18 or older who Bought Items at FAMILY DOLLAR in the past 3 mo

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Bought Items at FAMILY DOLLAR in
the past 3 months**



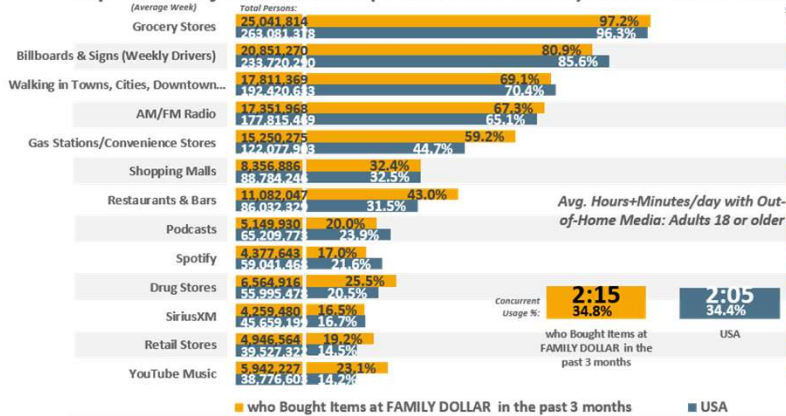
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
WPB Metro Area Adults 18 or older**



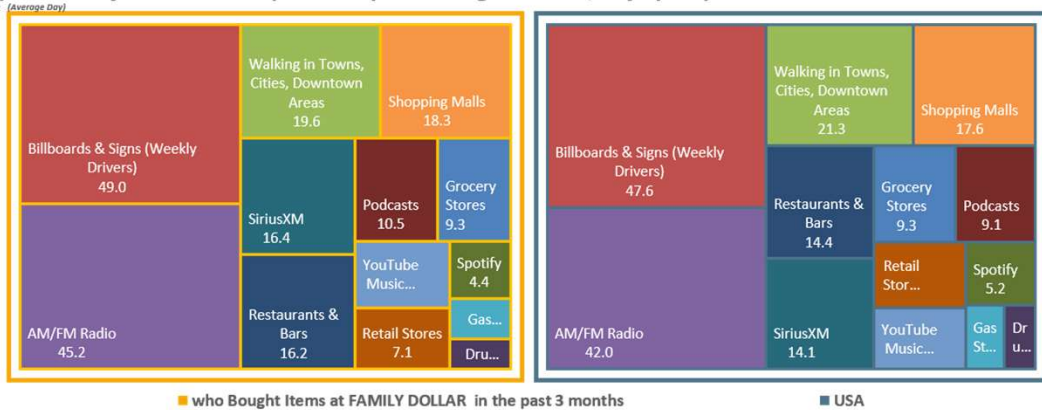


20,851,270 or 80.9% of Adults 18 or older who Bought Items at FAMILY DOLLAR in the past 3 months spend an average of 49. minutes per day driving, seeing Billboards and Signs. 65.4% Listen to Local Radio Stations Out-of-Home for an average of 42.5 minutes

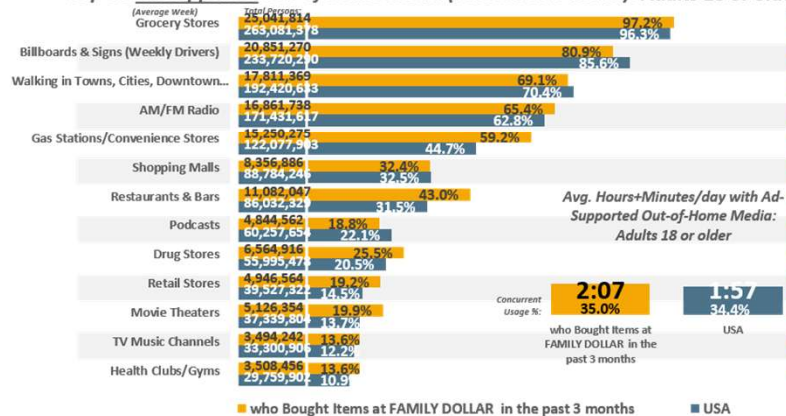
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



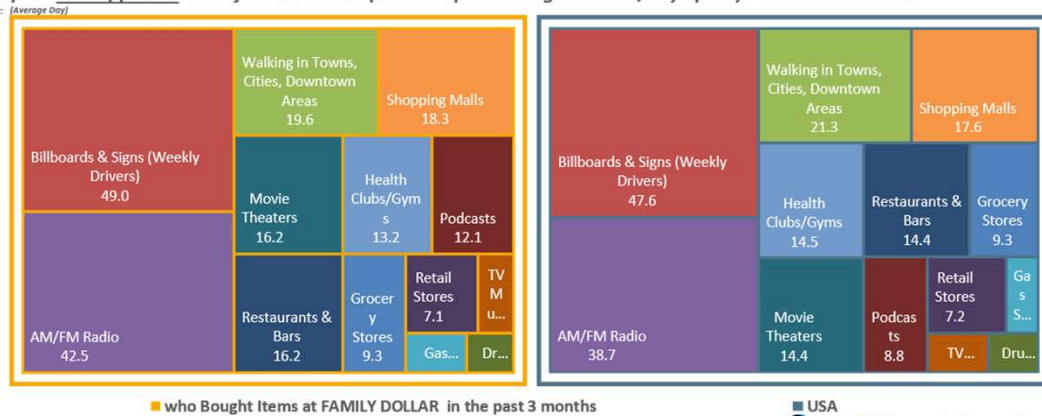
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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

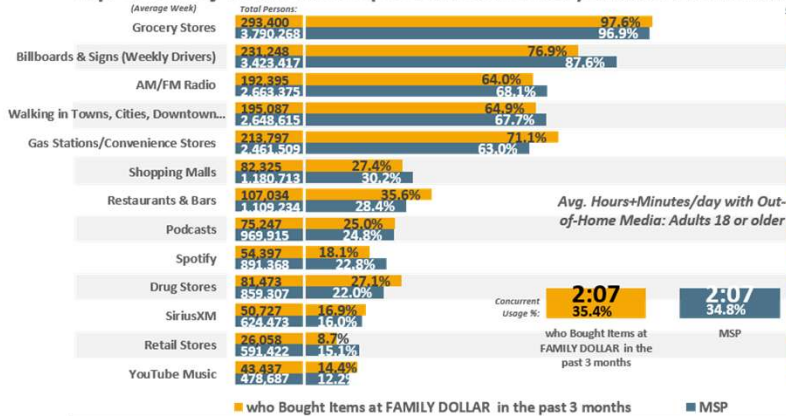
soefa.ai Share of Everything for Anything

Major stores bought past 3 months: Family Dollar

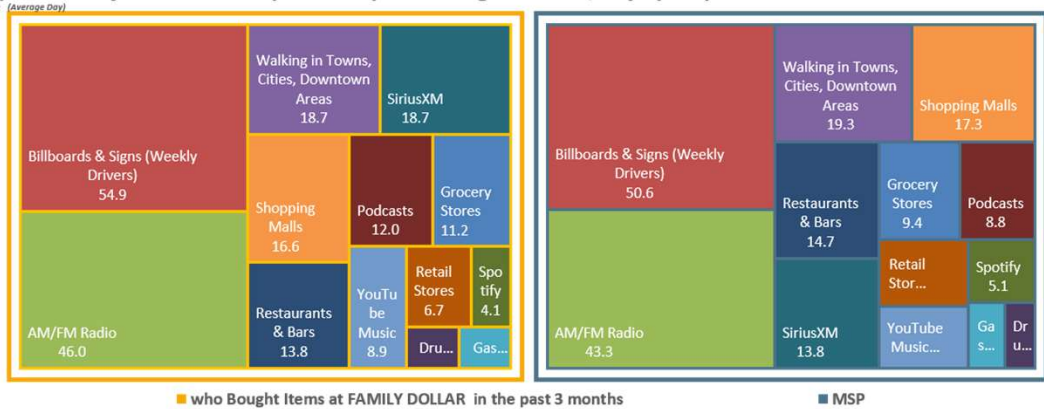


231,248 or 76.9% of Adults 18 or older who Bought Items at FAMILY DOLLAR in the past 3 months spend an average of 54.9 minutes per day driving, seeing Billboards and Signs. 61.3% Listen to Local Radio Stations Out-of-Home for an average of 40.8 minutes/d

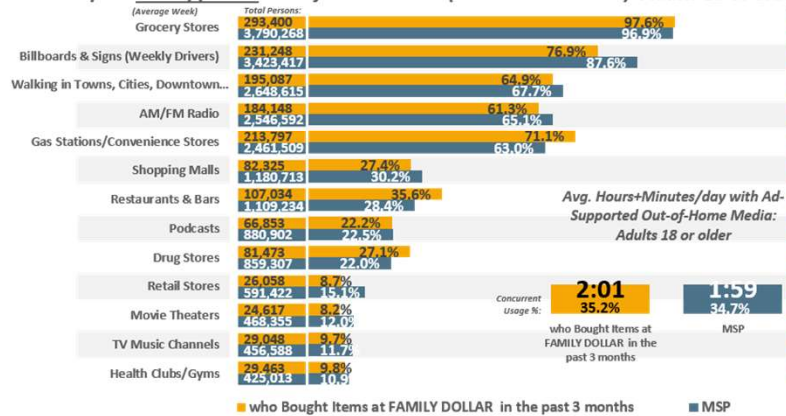
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



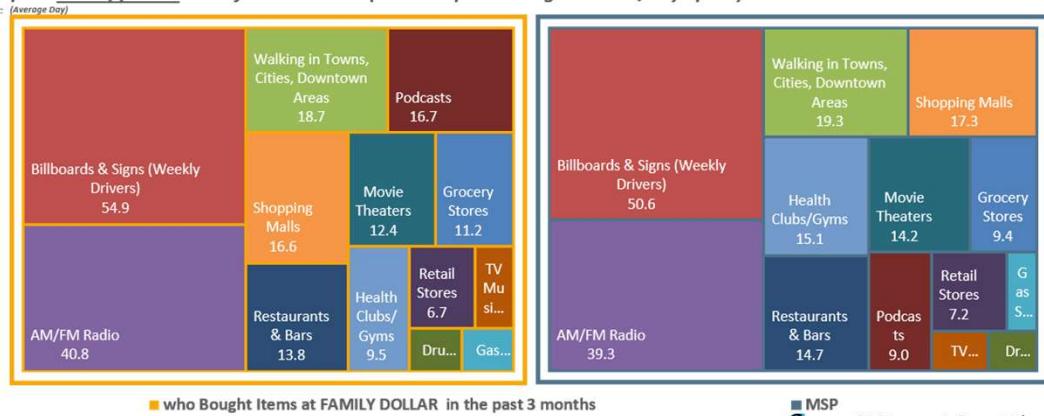
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



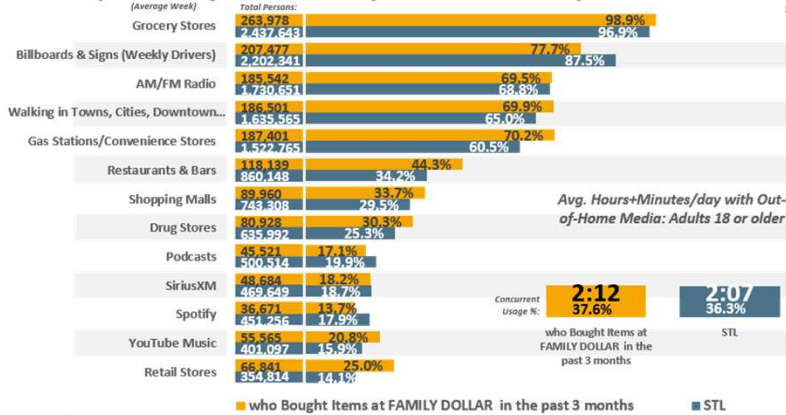
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



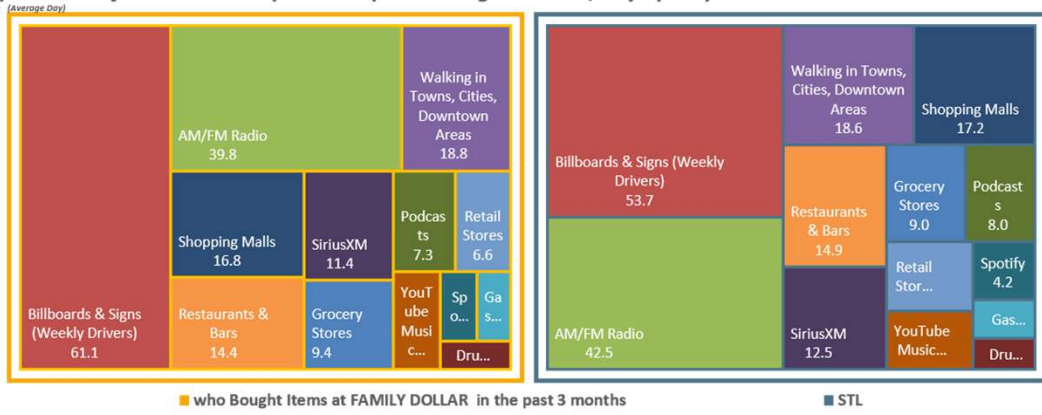


207,477 or 77.7% of Adults 18 or older who Bought Items at FAMILY DOLLAR in the past 3 months spend an average of 61.1 minutes per day driving, seeing Billboards and Signs. 67.6% Listen to Local Radio Stations Out-of-Home for an average of 38.7 minutes/d

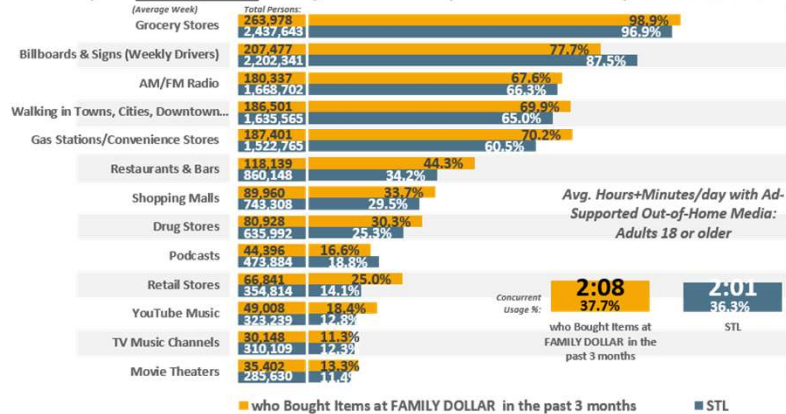
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



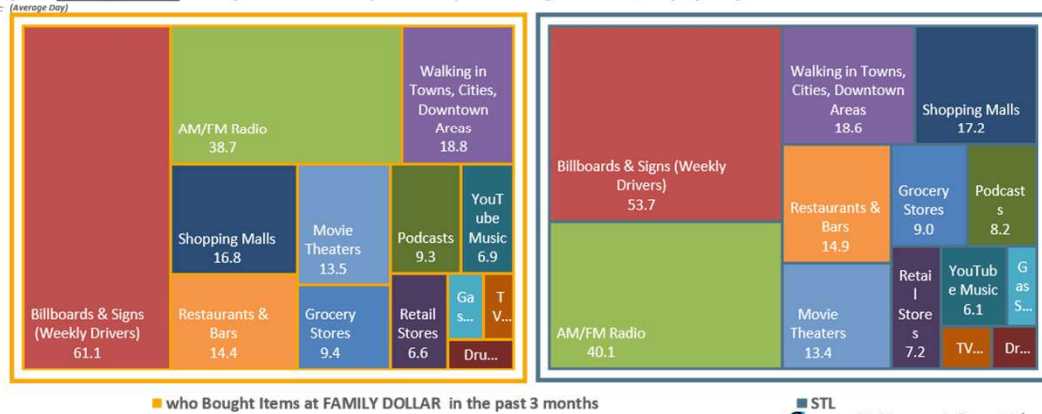
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



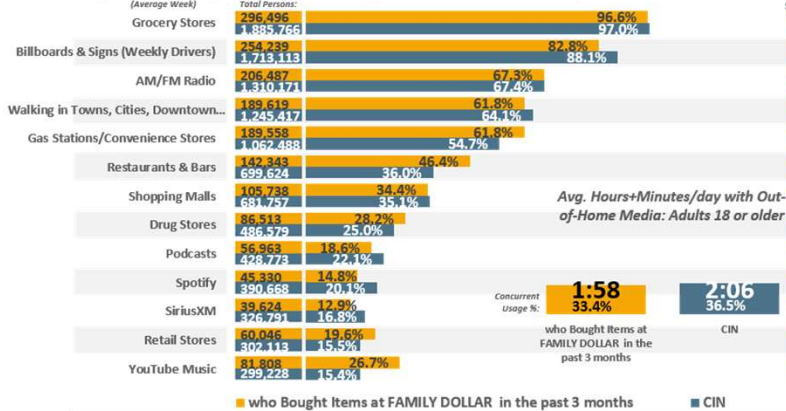
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



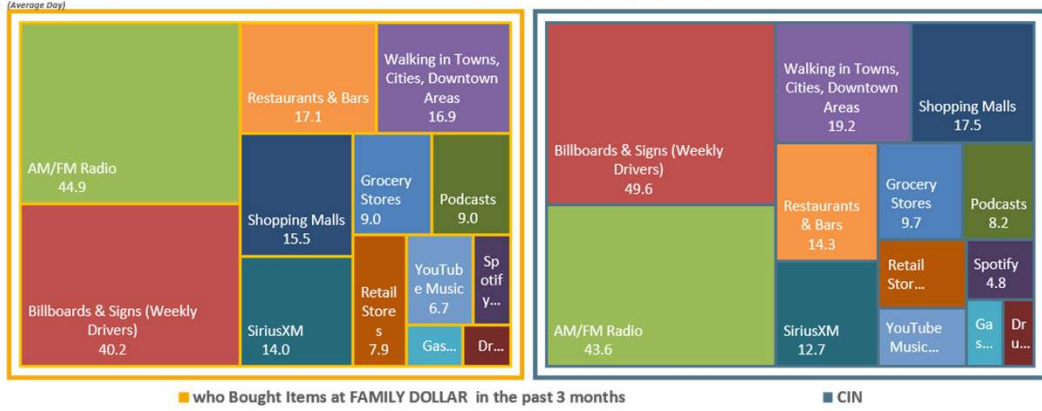


254,239 or 82.8% of Adults 18 or older who Bought Items at FAMILY DOLLAR in the past 3 months spend an average of 40.2 minutes per day driving, seeing Billboards and Signs. 65.8% Listen to Local Radio Stations Out-of-Home for an average of 42.1 minutes/d

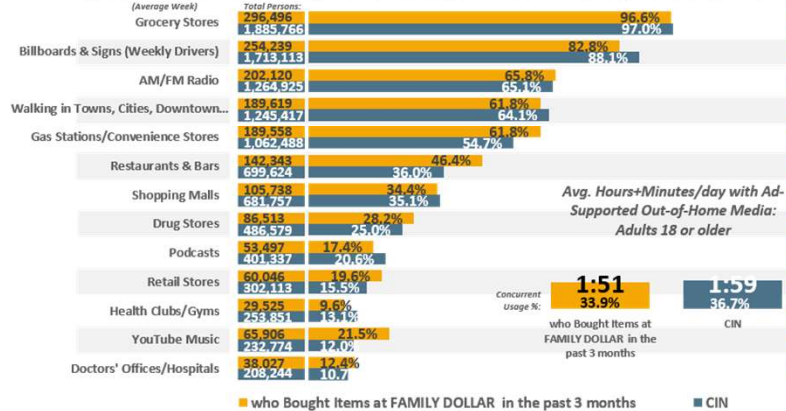
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



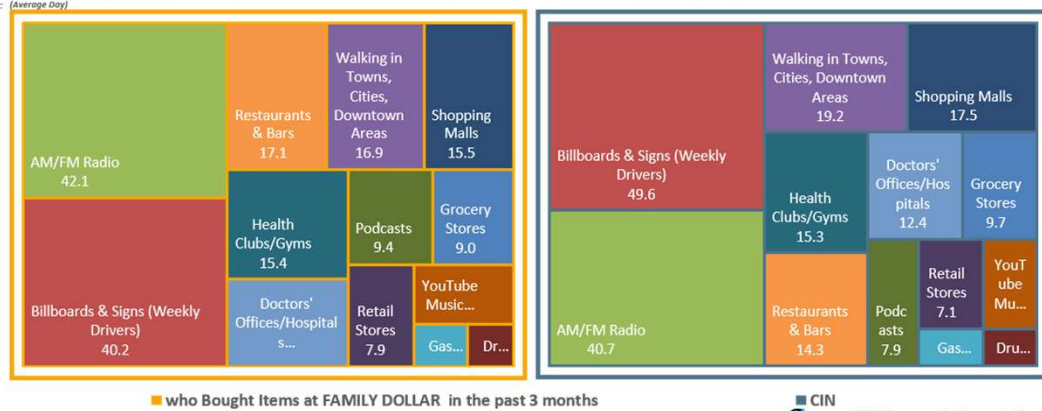
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



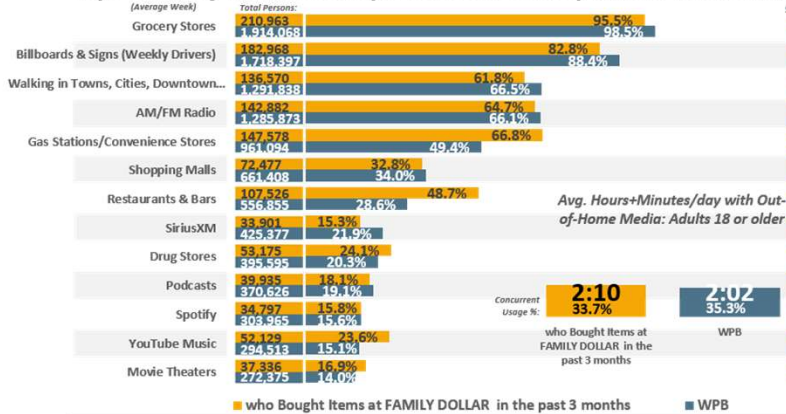
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



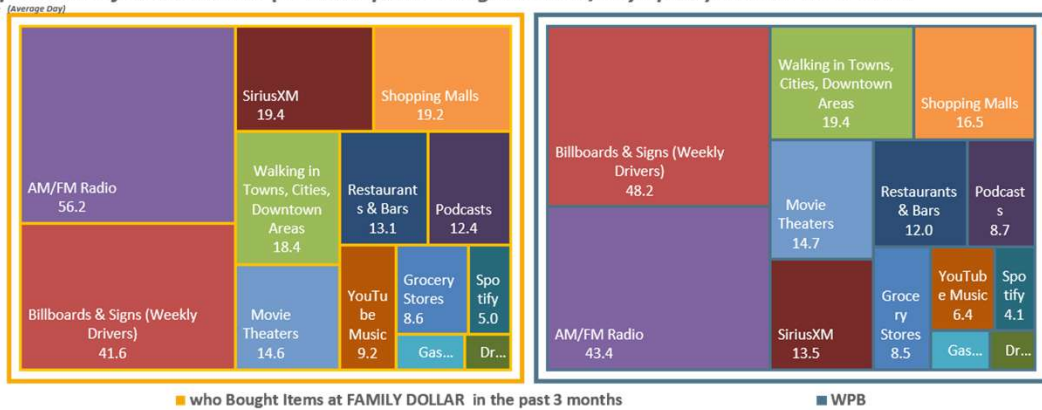


182,968 or 82.8% of Adults 18 or older who Bought Items at FAMILY DOLLAR in the past 3 months spend an average of 41.6 minutes per day driving, seeing Billboards and Signs. 63.3% Listen to Local Radio Stations Out-of-Home for an average of 54.8 minutes/d

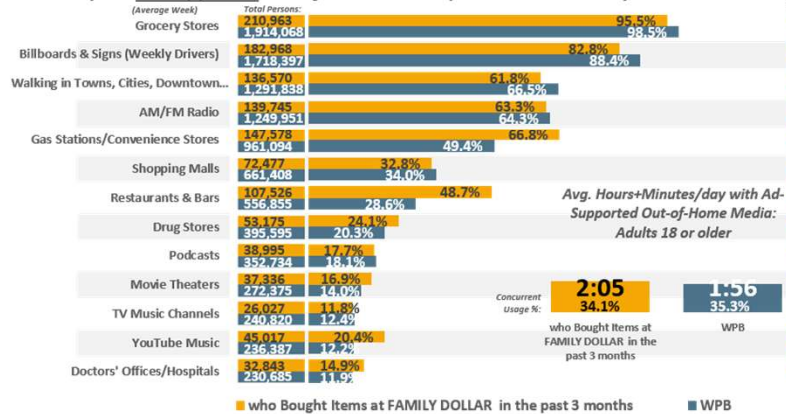
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



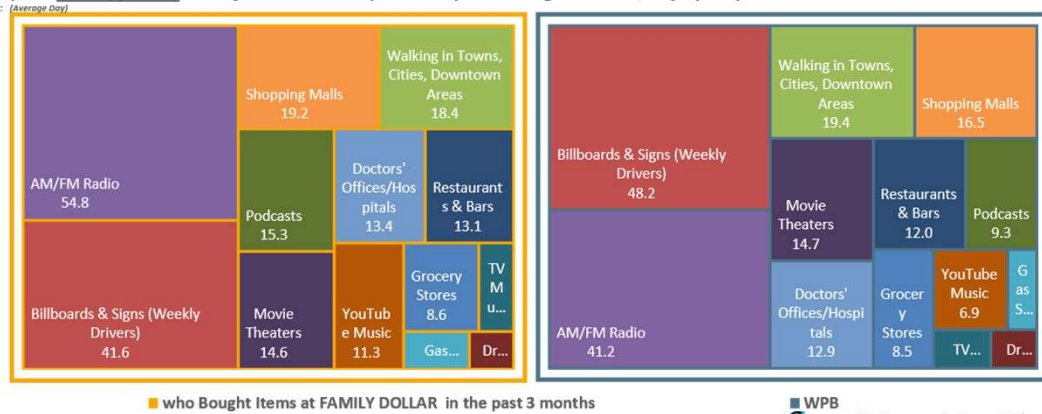
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 317
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Major stores bought past 3 months: Family Dollar

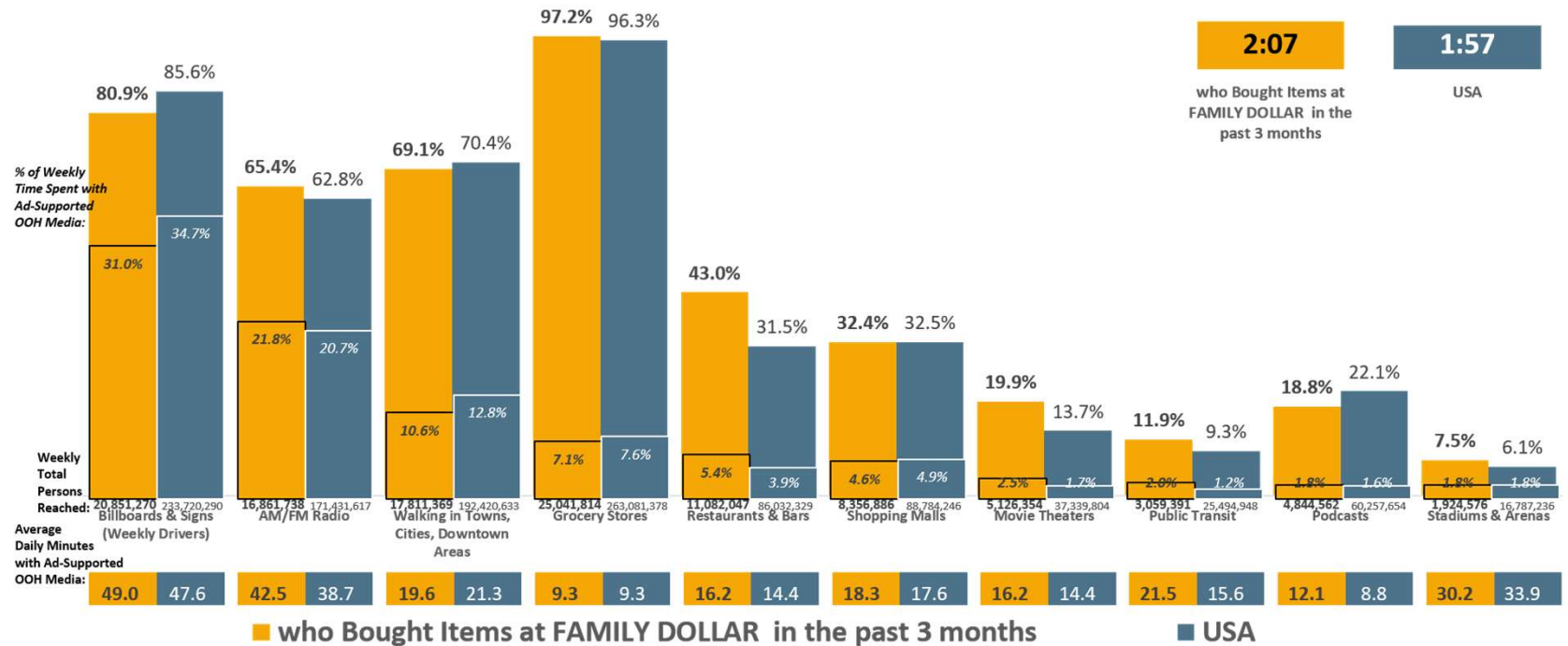


20,851,270 or 80.9% of Adults 18 or older who Bought Items at FAMILY DOLLAR in the past 3 months spend an average of 49. minutes per day driving, seeing Billboards and Signs representing 31.% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 2,261
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Major stores bought past 3 months: Family Dollar

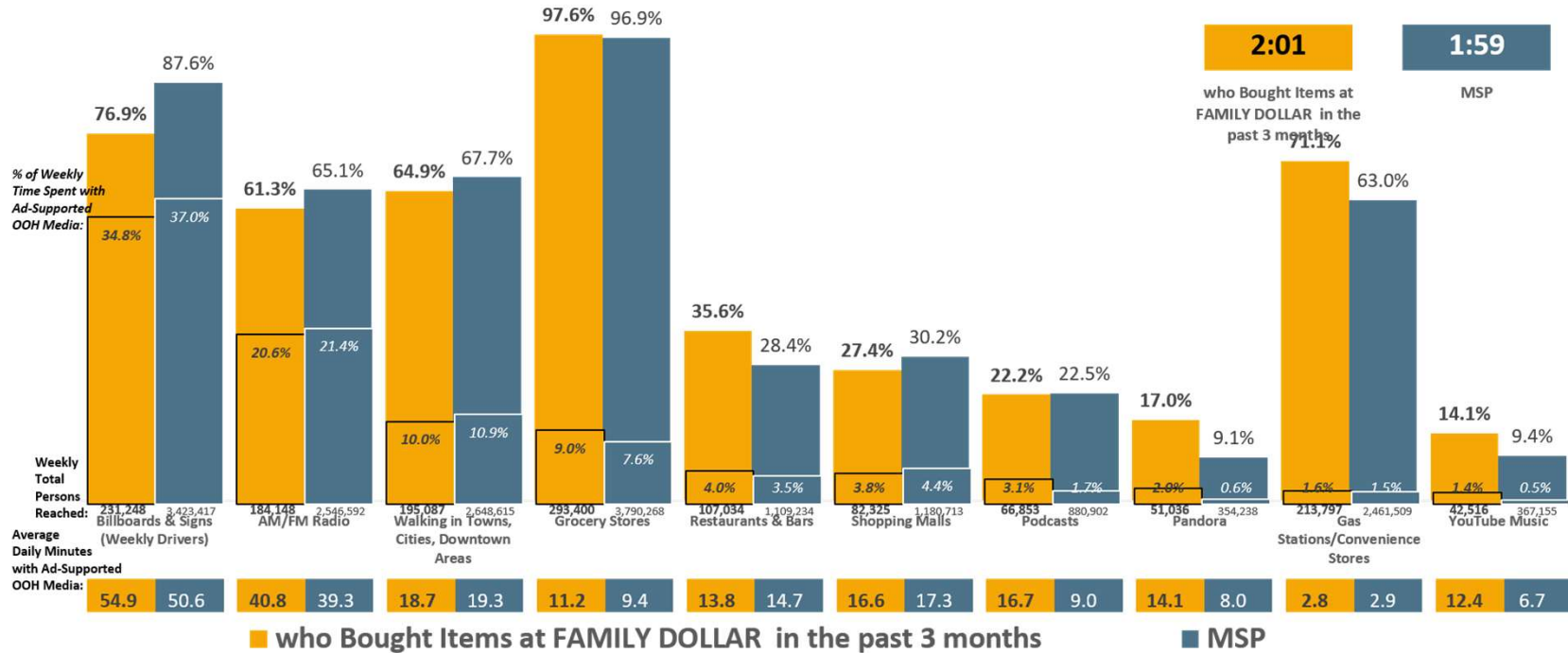


231,248 or 76.9% of Adults 18 or older who Bought Items at FAMILY DOLLAR in the past 3 months spend an average of 54.9 minutes per day driving, seeing Billboards and Signs representing 34.8% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 124 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,934

soefa.ai Share of Everything for Anything

Major stores bought past 3 months: Family Dollar

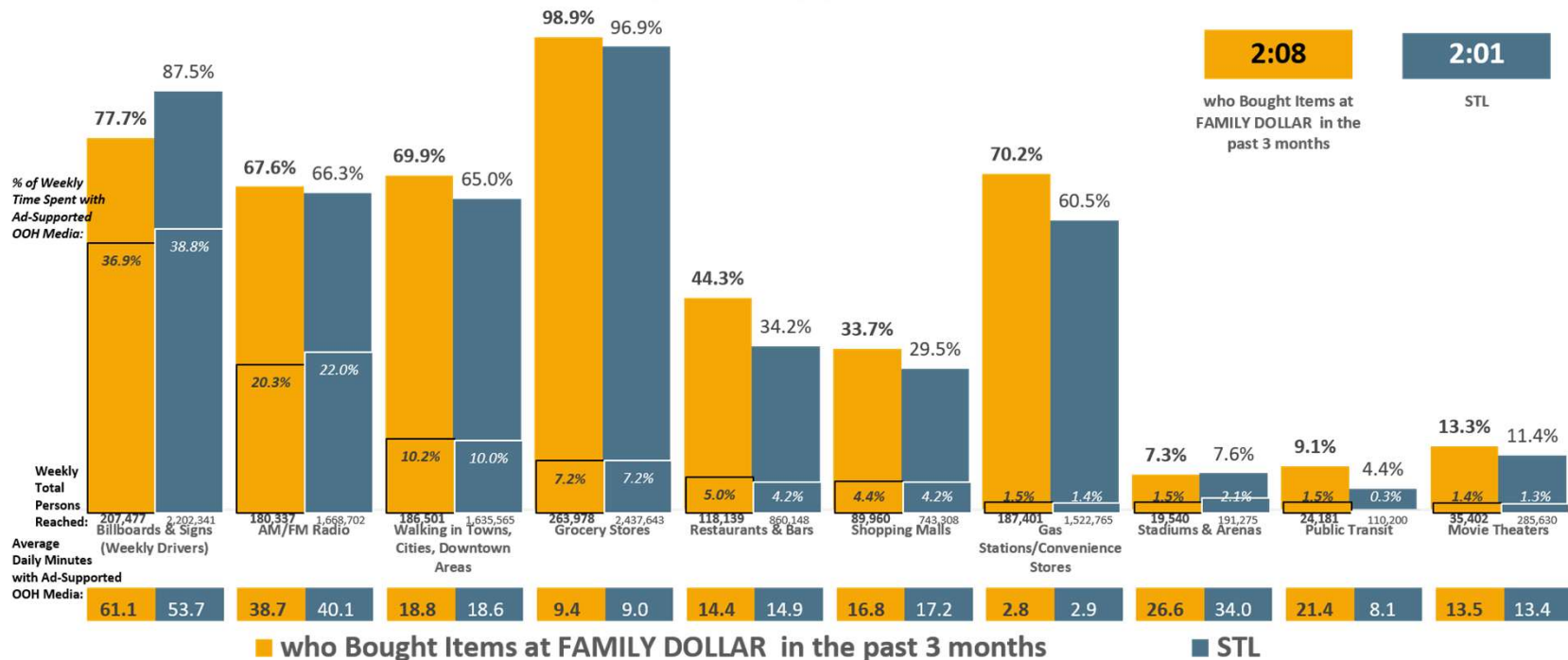


207,477 or 77.7% of Adults 18 or older who Bought Items at FAMILY DOLLAR in the past 3 months spend an average of 61.1 minutes per day driving, seeing Billboards and Signs representing 36.9% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 199
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ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,956

soefa.ai Share of Everything for Anything

Major stores bought past 3 months: Family Dollar

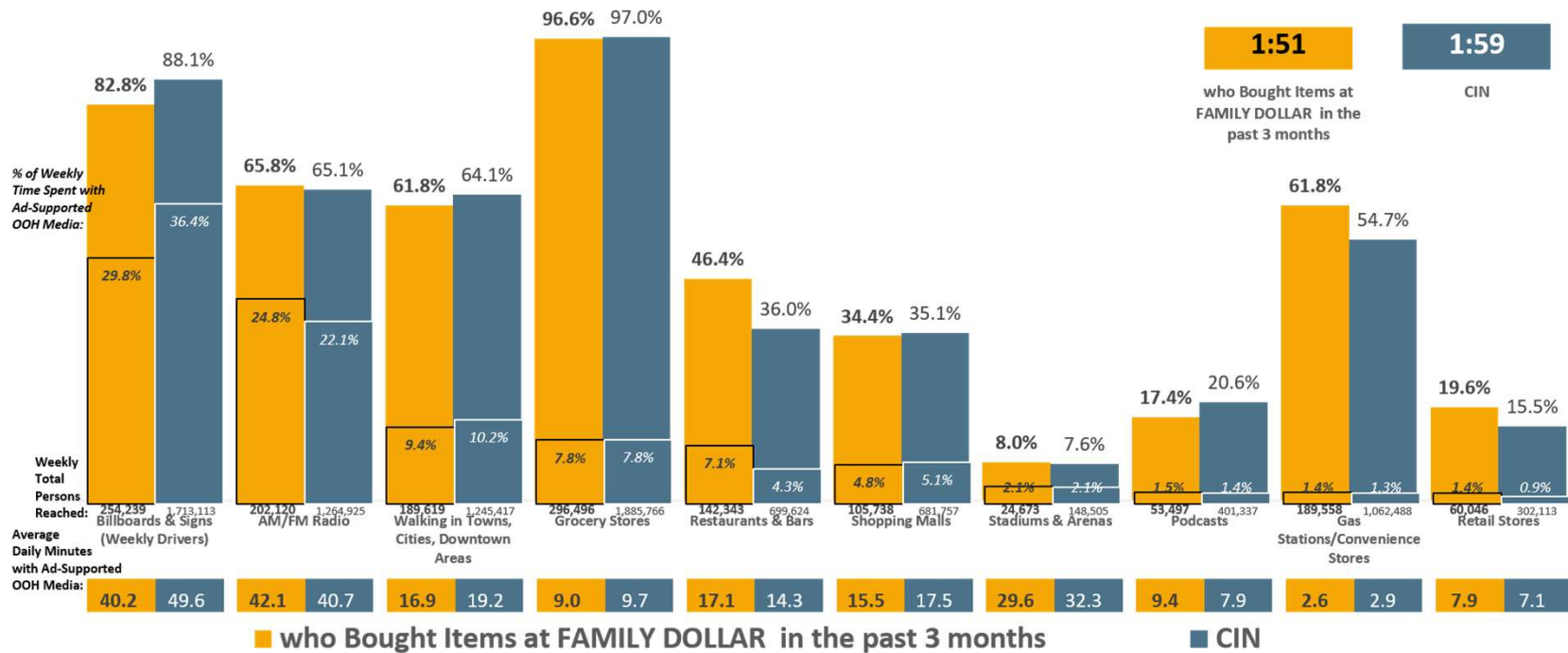


254,239 or 82.8% of Adults 18 or older who Bought Items at FAMILY DOLLAR in the past 3 months spend an average of 40.2 minutes per day driving, seeing Billboards and Signs representing 29.8% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 291
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CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,900

soefa.ai Share of Everything for Anything

Major stores bought past 3 months: Family Dollar

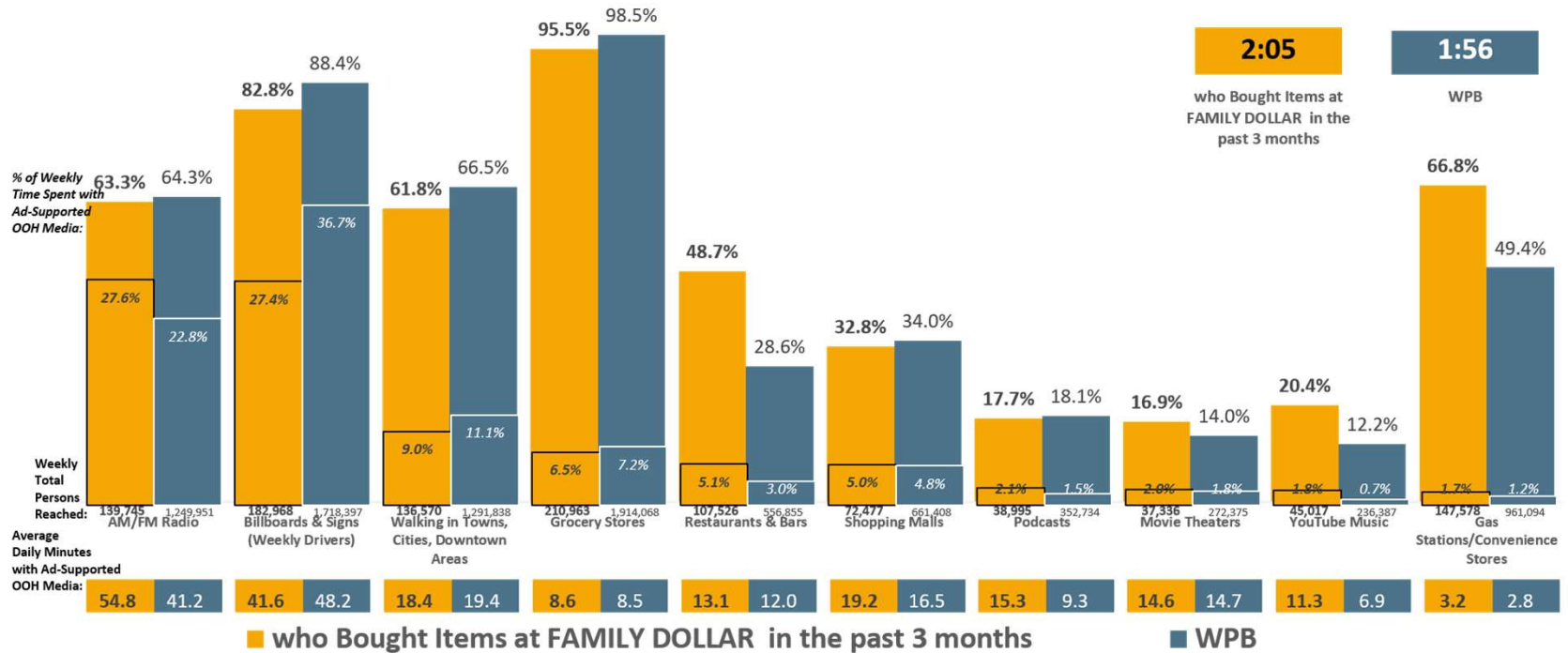


182,968 or 82.8% of Adults 18 or older who Bought Items at FAMILY DOLLAR in the past 3 months spend an average of 41.6 minutes per day driving, seeing Billboards and Signs representing 27.4% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 317 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 2,551
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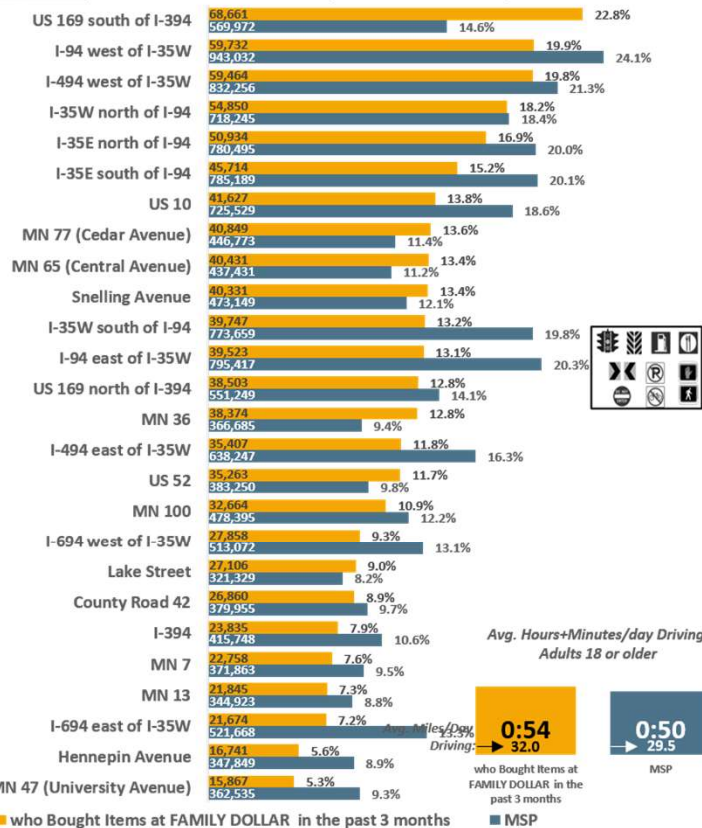
soefa.ai Share of Everything for Anything

Major stores bought past 3 months: Family Dollar

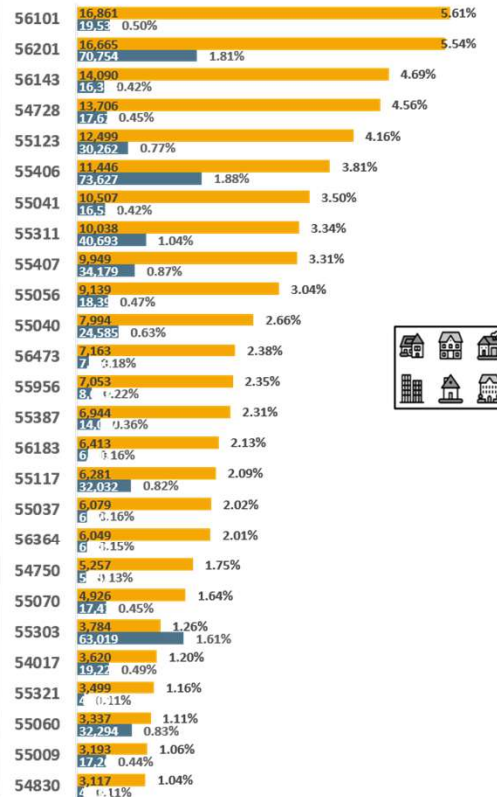


231,248 or 76.9% of Adults 18 or older who Bought Items at FAMILY DOLLAR in the past 3 months spend an average of 54.9 minutes per day driving an average of 32. miles each day and are 56.7% more likely to use US 169 south of I-394 than the Metro average.

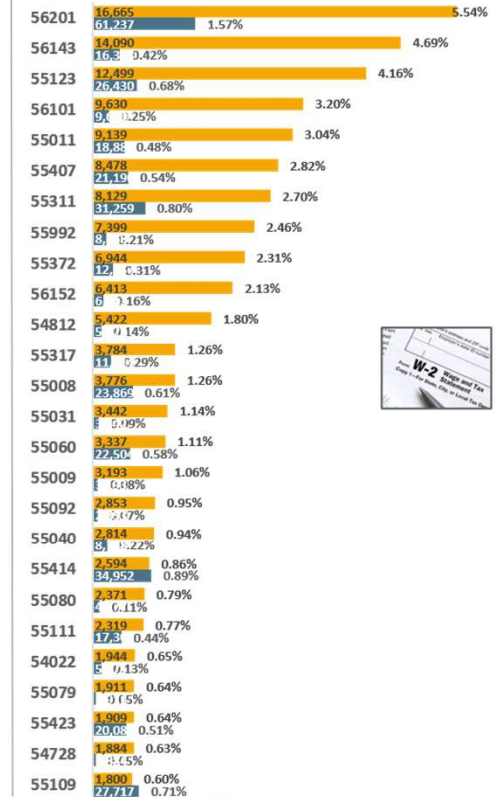
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



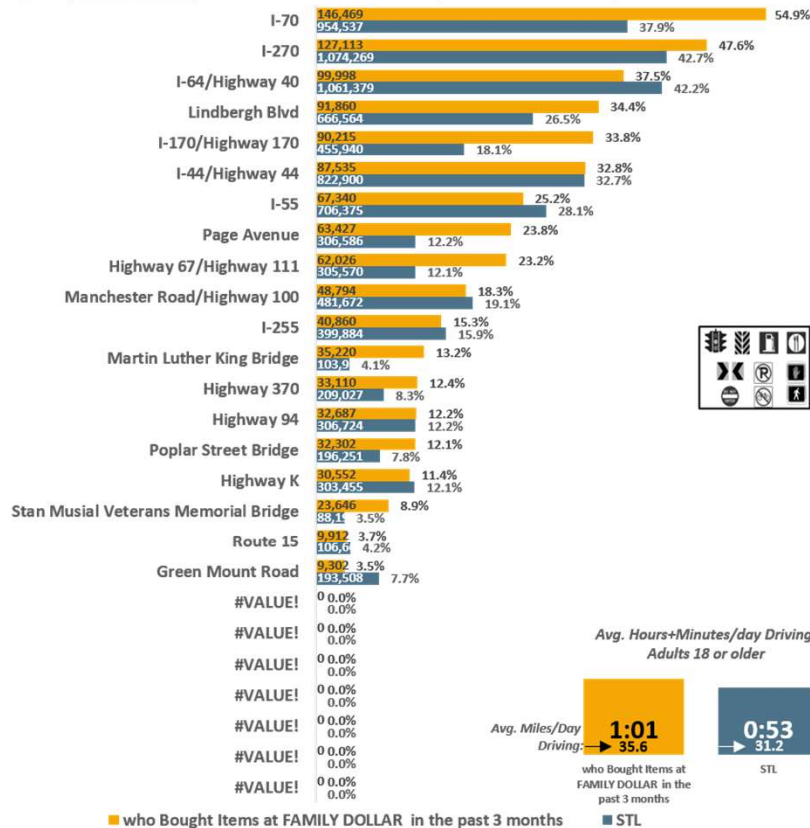
Top-26 Employment Zip Codes: Adults 18 or older



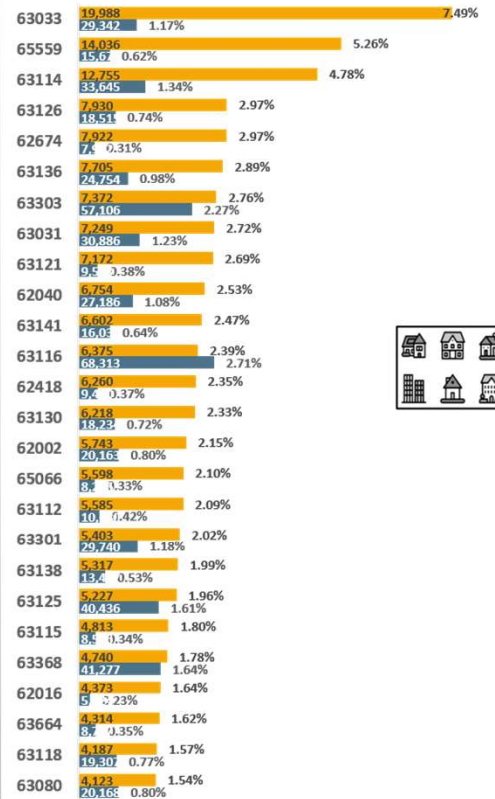


207,477 or 77.7% of Adults 18 or older who Bought Items at FAMILY DOLLAR in the past 3 months spend an average of 61.1 minutes per day driving an average of 35.6 miles each day and are 219.6% more likely to use Martin Luther King Bridge than the Metro av

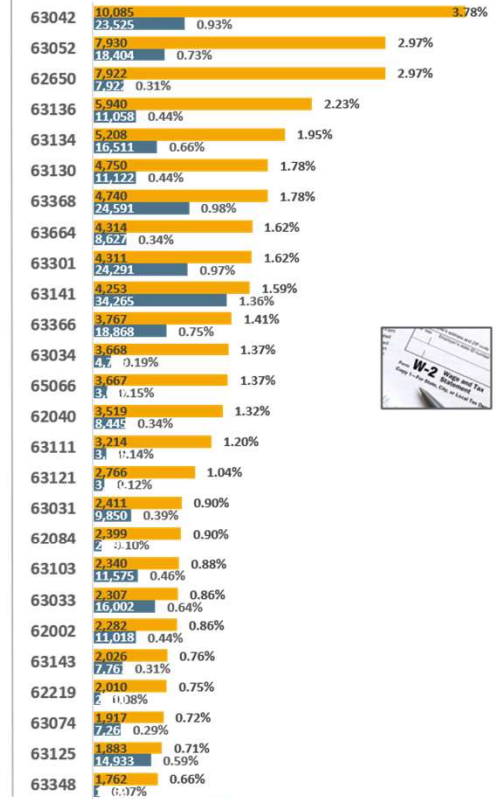
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



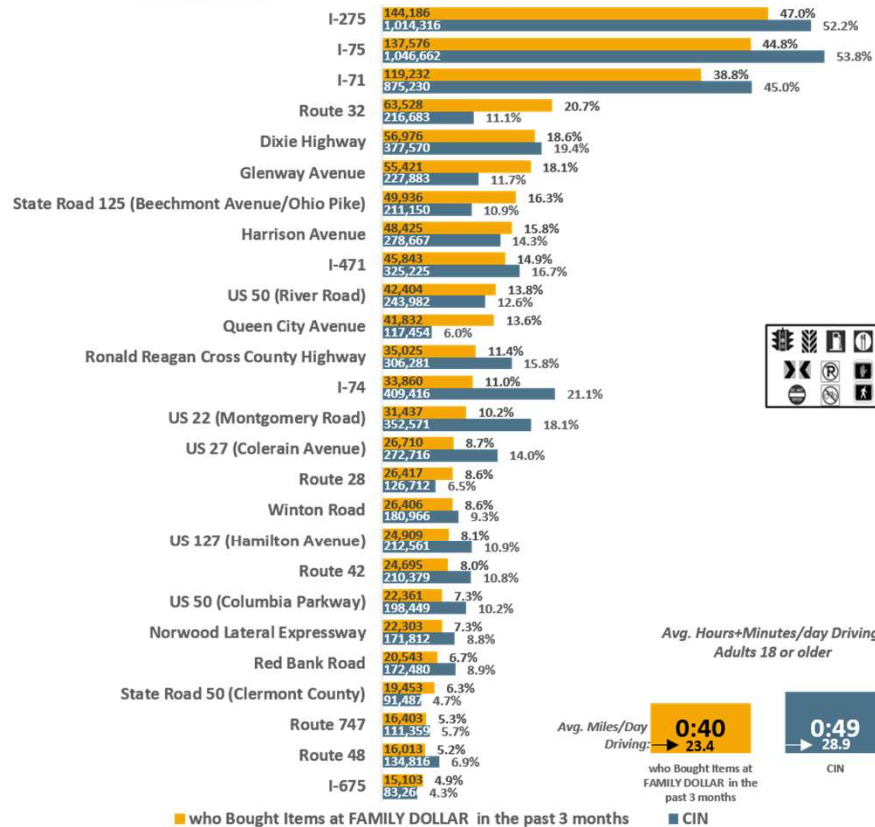
Top-26 Employment Zip Codes: Adults 18 or older





254,239 or 82.8% of Adults 18 or older who Bought Items at FAMILY DOLLAR in the past 3 months spend an average of 40.2 minutes per day driving an average of 23.4 miles each day and are 125.5% more likely to use Queen City Avenue than the Metro average.

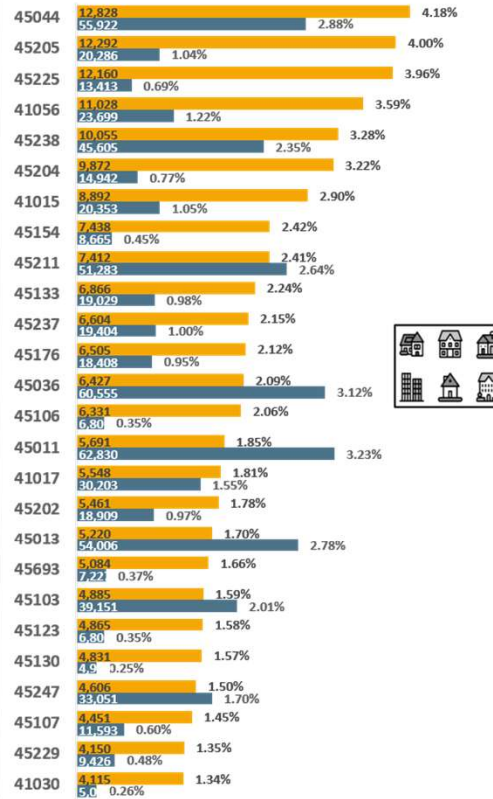
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



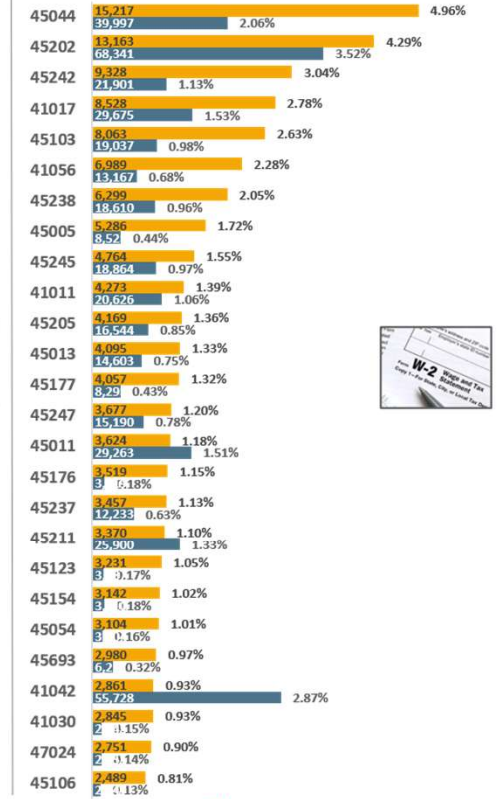
Avg. Hours+Minutes/day Driving:
Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older

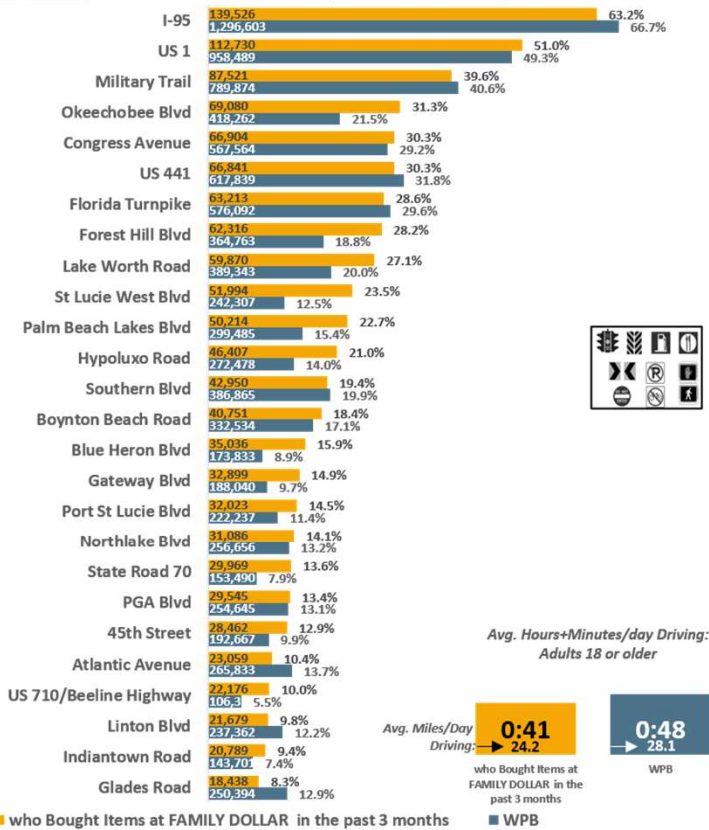


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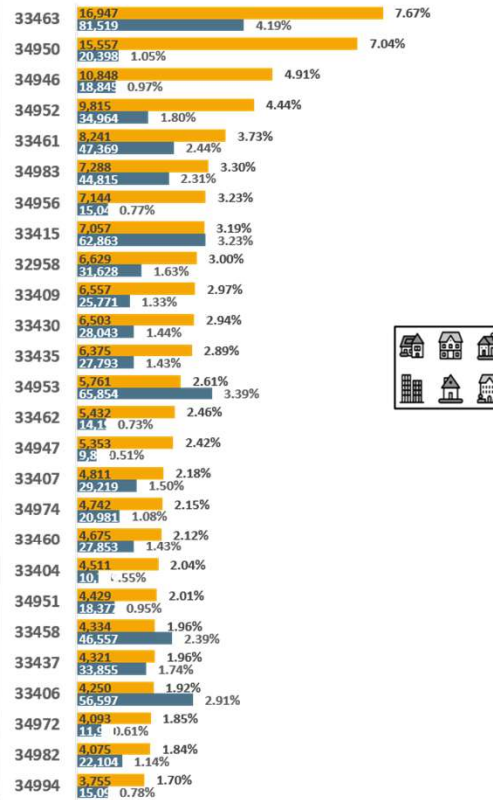


182,968 or 82.8% of Adults 18 or older who Bought Items at FAMILY DOLLAR in the past 3 months spend an average of 41.6 minutes per day driving an average of 24.2 miles each day and are 88.8% more likely to use St Lucie West Blvd than the Metro average.

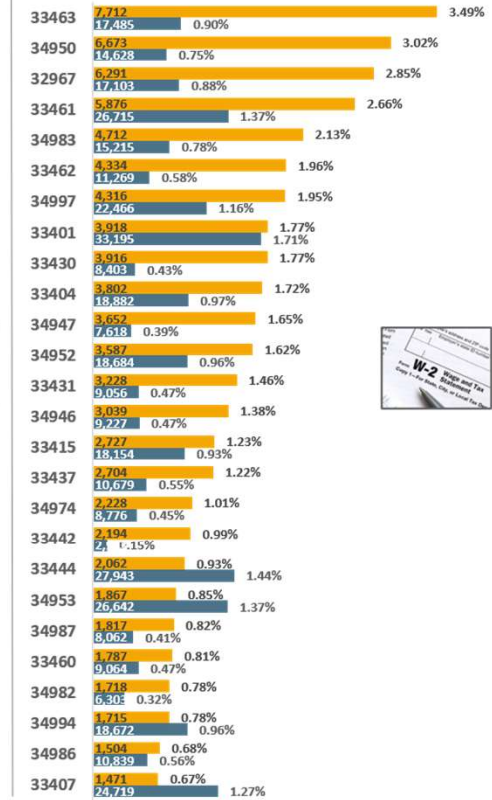
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older

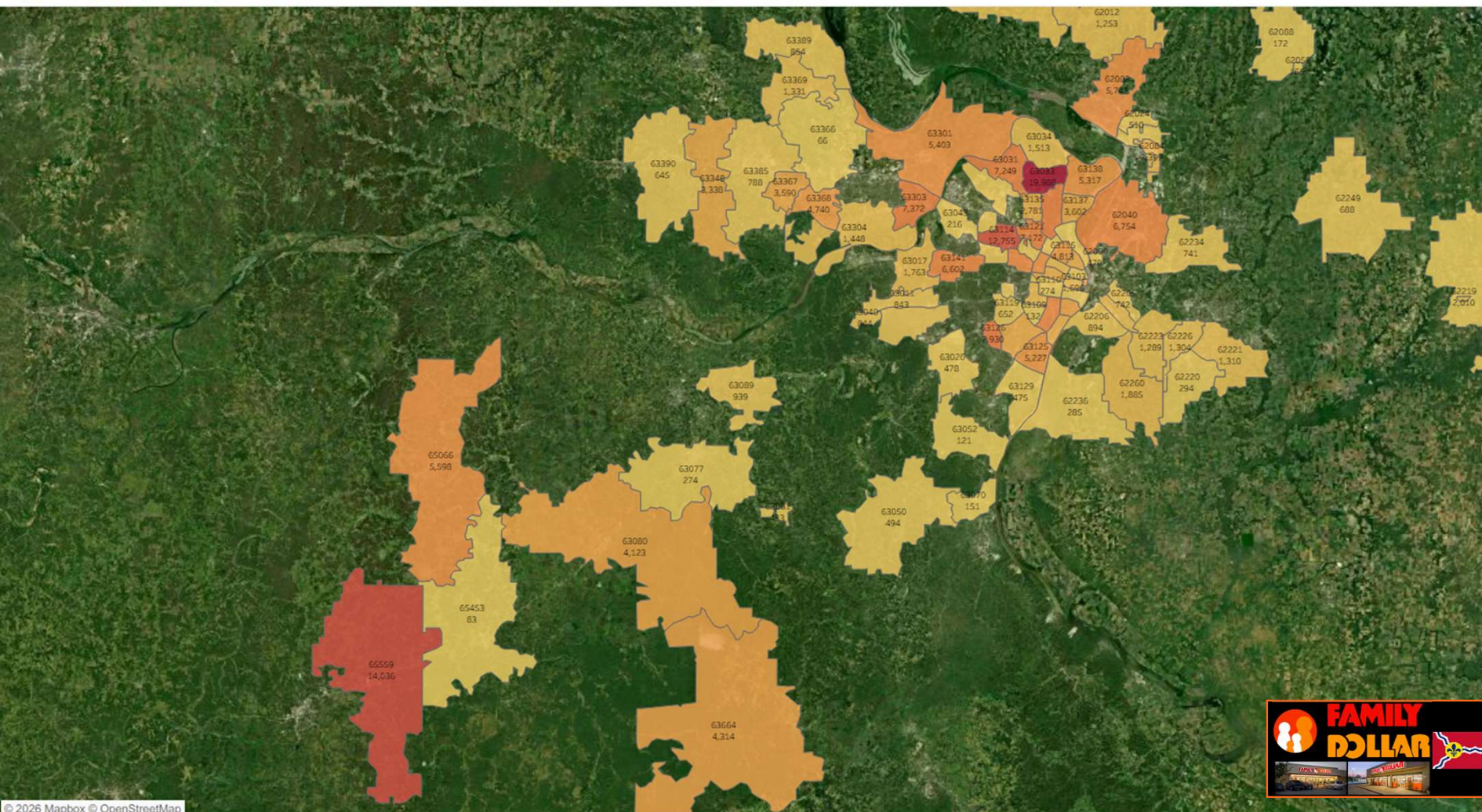


▼

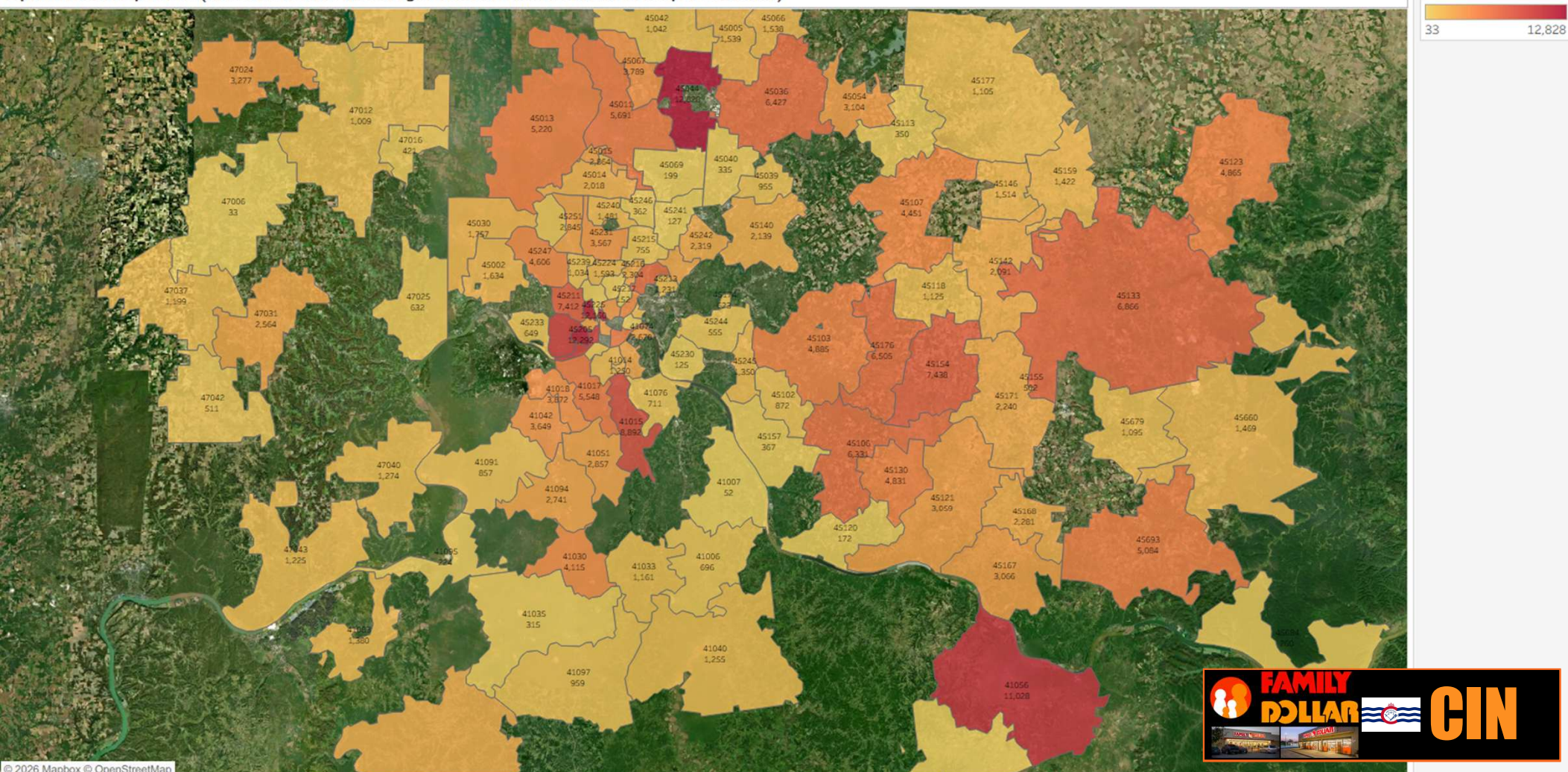


SUM(Adults 18 or older...)

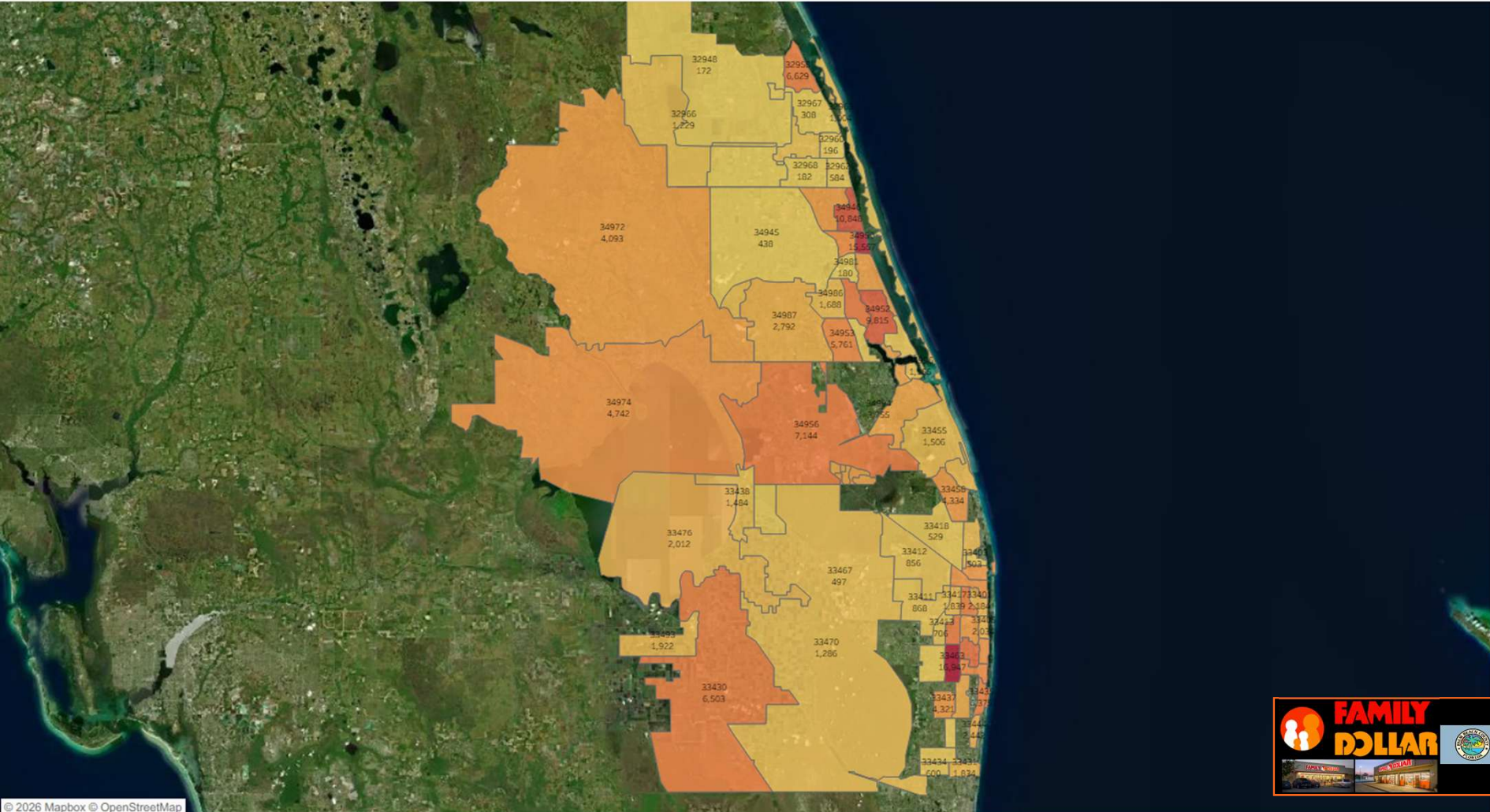
66 19,988



Top Residential Zip Codes: (Adults 18 or older who Bought Items at FAMILY DOLLAR in the past 3 months)



Top Residential Zip Codes: (Adults 18 or older who Bought Items at FAMILY DOLLAR in the past 3 months)



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WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab
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317

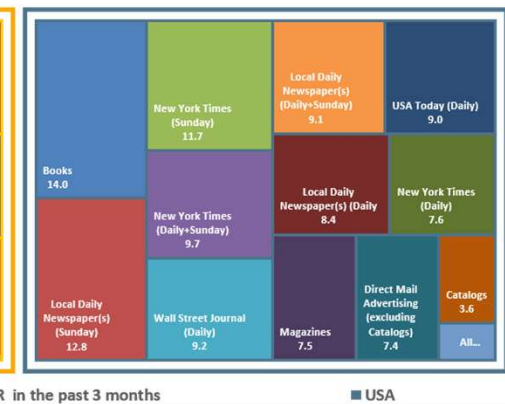
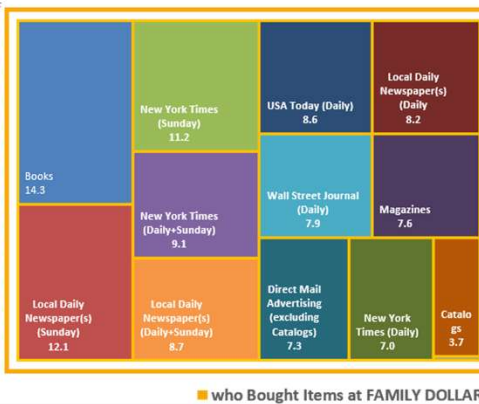
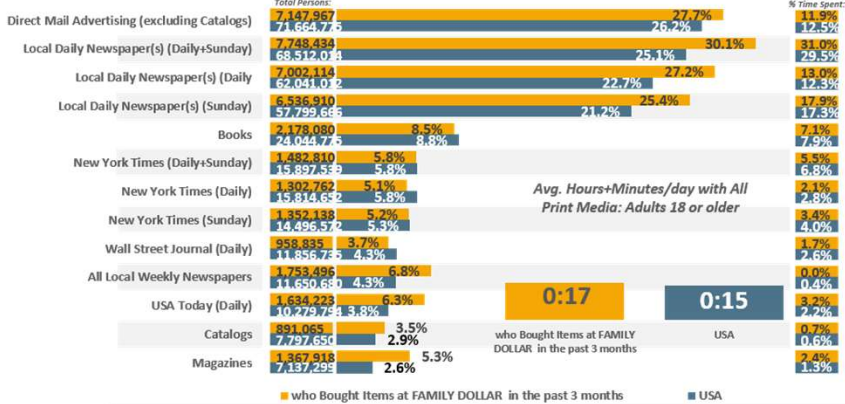
soefa.ai Share of Everything for Anything

Major stores bought past 3 months: Family Dollar

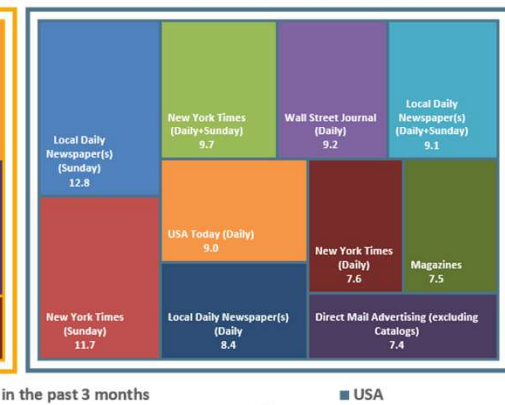
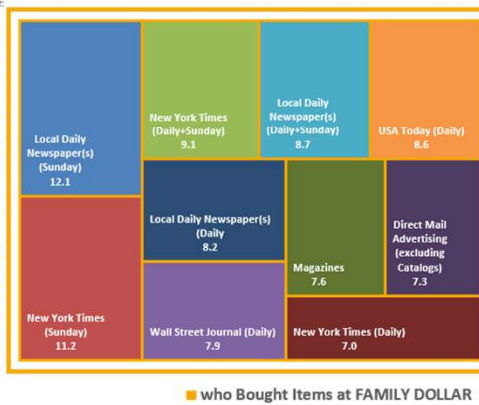
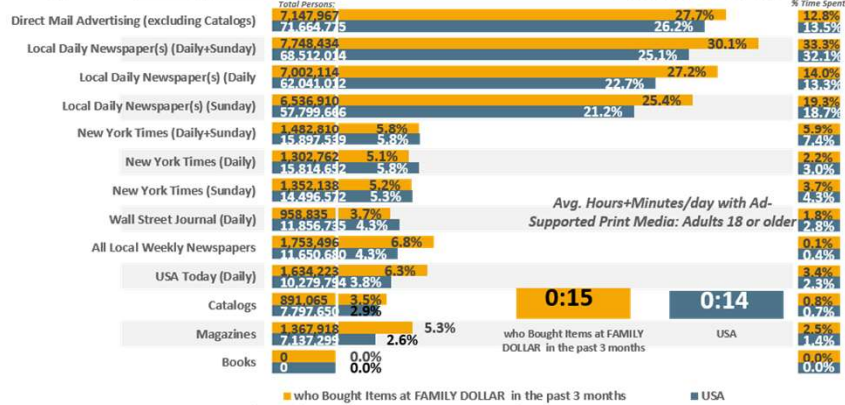


7,748,434 or 30.1% of Adults 18 or older who Bought Items at FAMILY DOLLAR in the past 3 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.7 minutes every day representing 33.3% of all time spent daily with All forms of Print Media

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



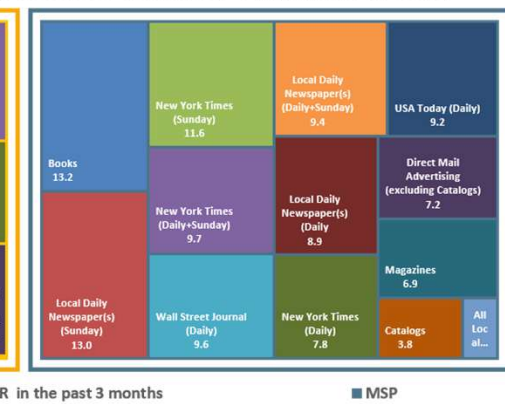
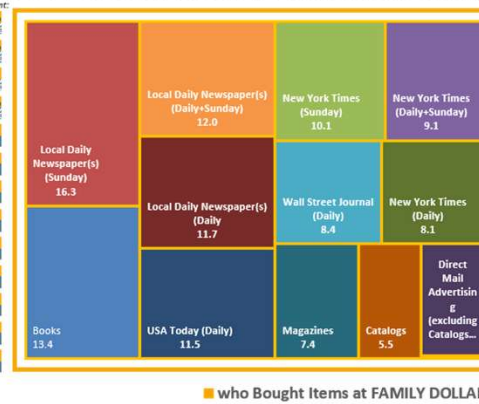
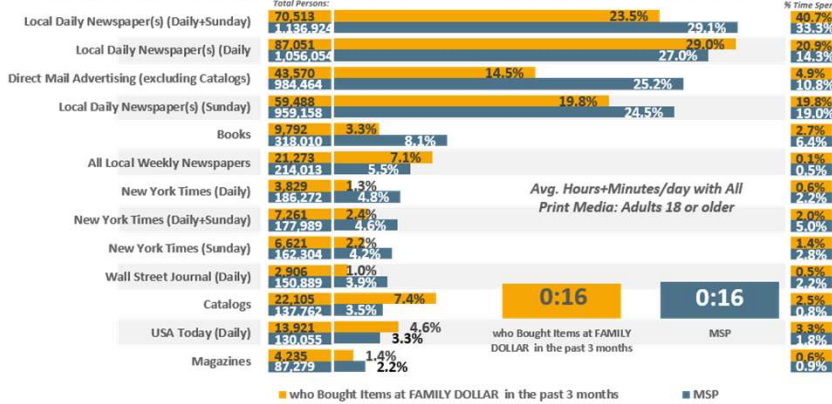
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



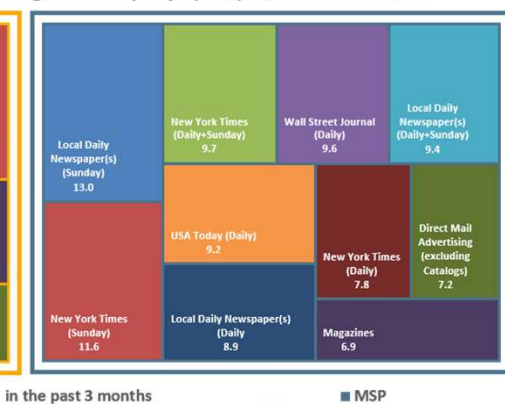
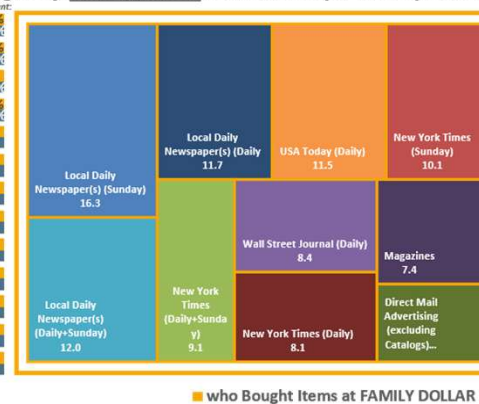
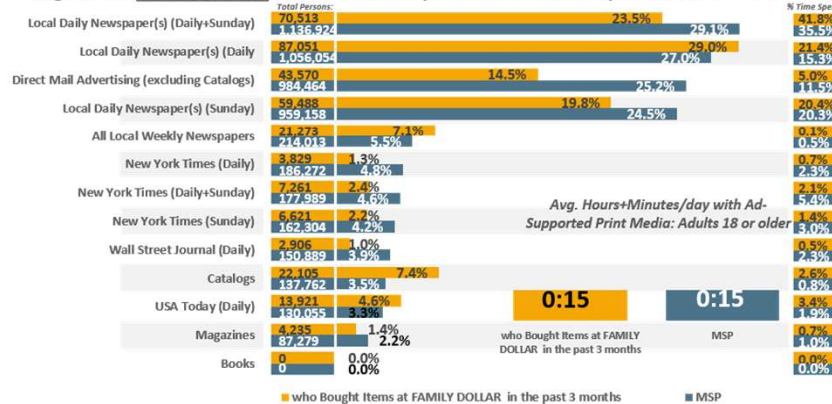


70,513 or 23.5% of Adults 18 or older who Bought Items at FAMILY DOLLAR in the past 3 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 12. minutes every day representing 41.8% of all time spent daily with All forms of Print Media.

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



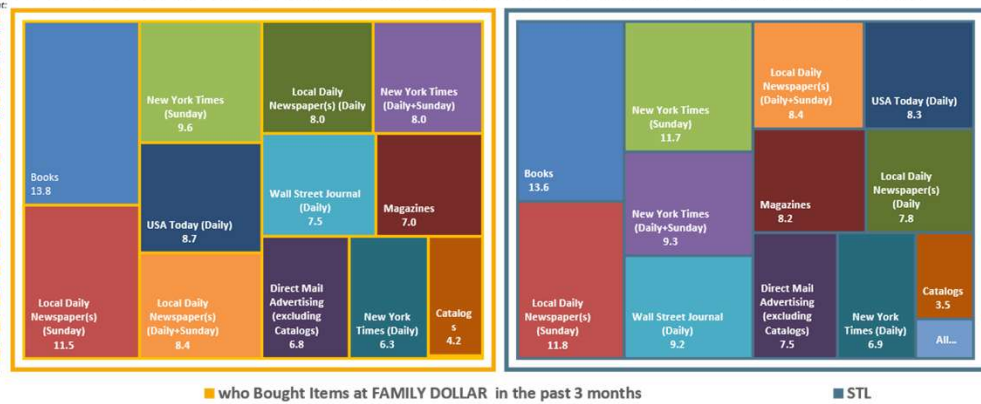
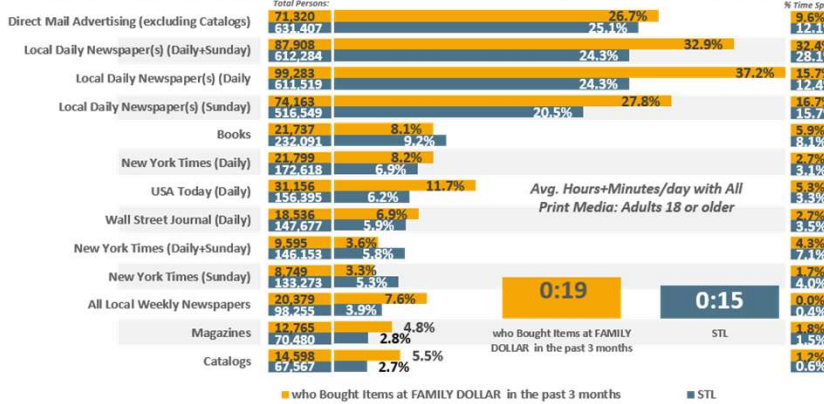
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



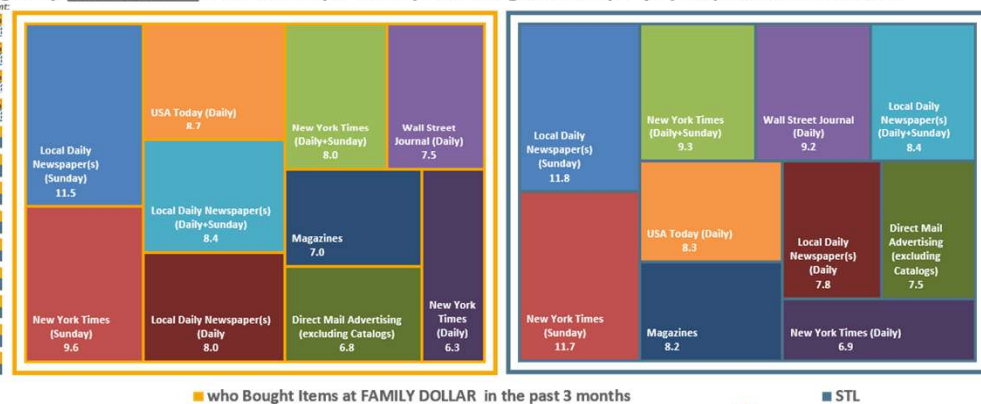
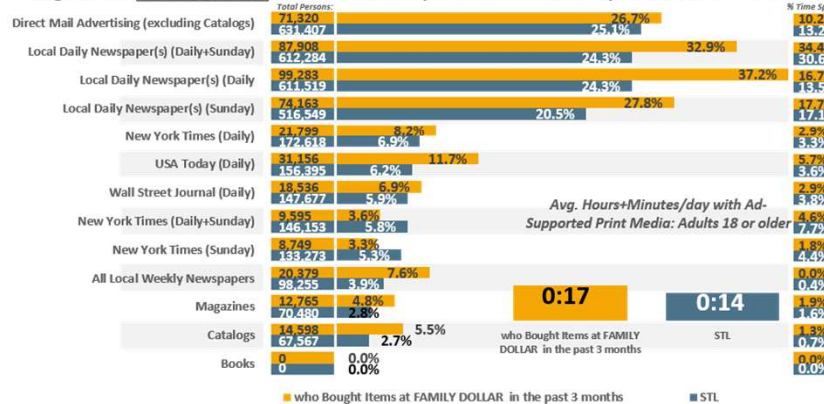


87,908 or 32.9% of Adults 18 or older who Bought Items at FAMILY DOLLAR in the past 3 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.4 minutes every day representing 34.4% of all time spent daily with All forms of Print Media.

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



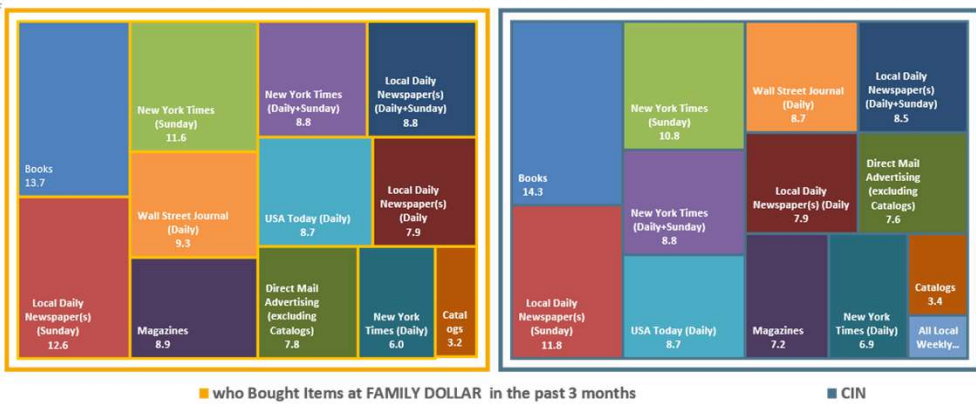
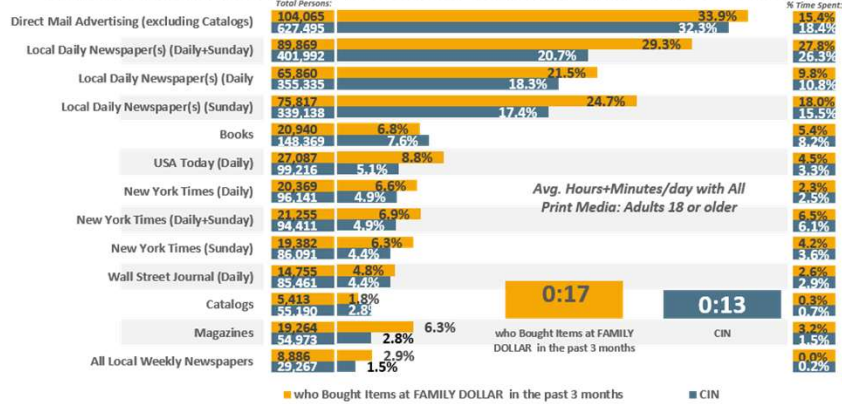
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



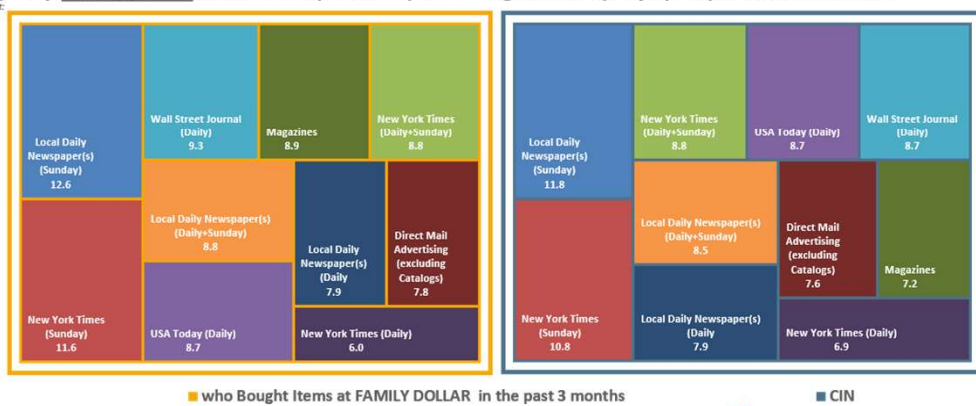
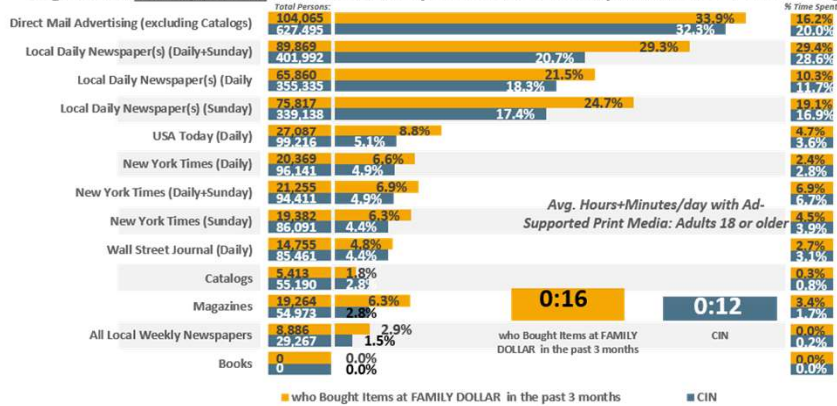


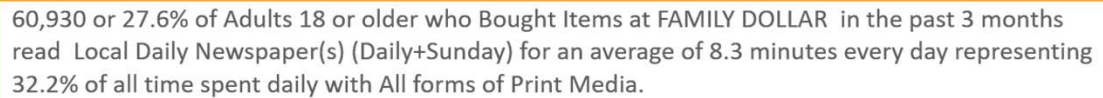
89,869 or 29.3% of Adults 18 or older who Bought Items at FAMILY DOLLAR in the past 3 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.8 minutes every day representing 29.4% of all time spent daily with All forms of Print Media.

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



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

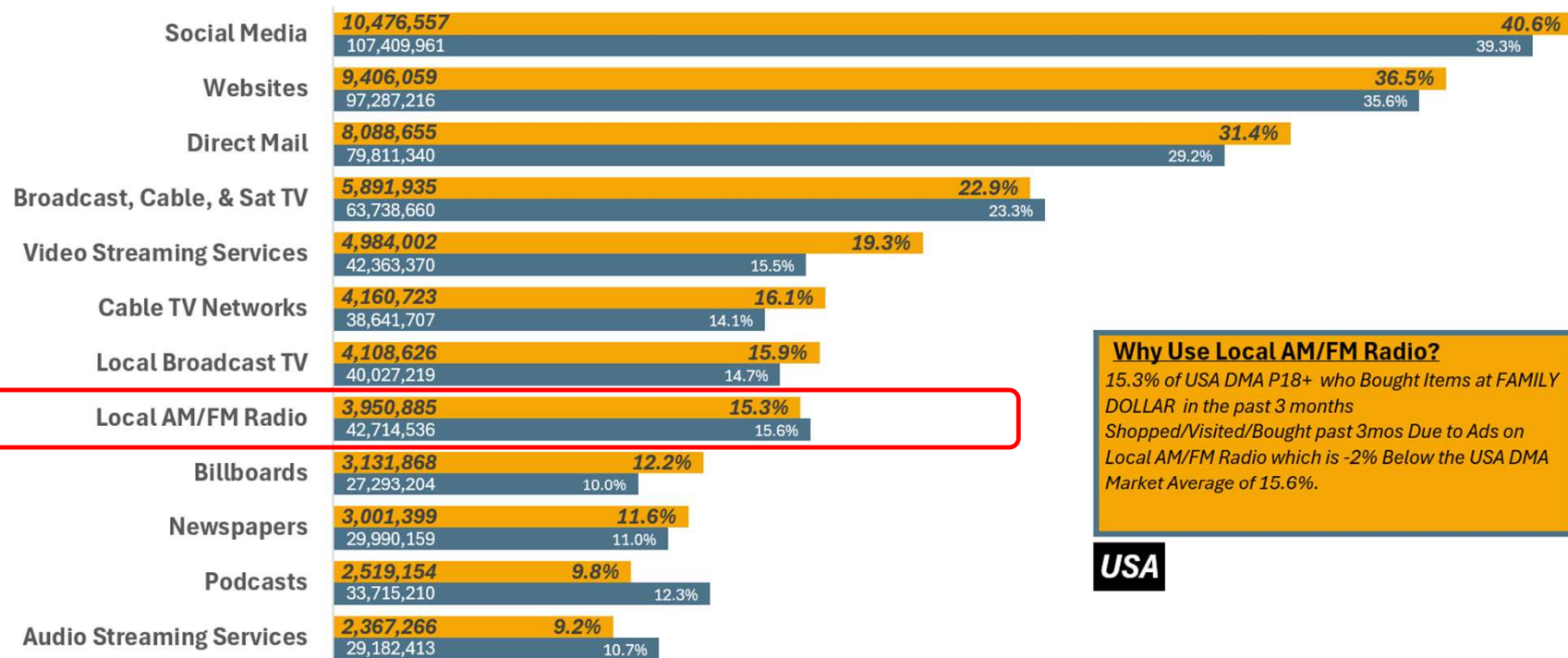






"Advertising Actions"

**P18+ who Bought Items at FAMILY DOLLAR in the past 3 months
(Shopped/Visited/Bought past 3mos Due to Ads on %)**



Why Use Local AM/FM Radio?

15.3% of USA DMA P18+ who Bought Items at FAMILY DOLLAR in the past 3 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -2% Below the USA DMA Market Average of 15.6%.

USA

■ P18+ who Bought Items at FAMILY DOLLAR in the past 3 months (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

USA DMA Scarborough R1 2026: Jan25-Mar26 Qual Intab: 2261
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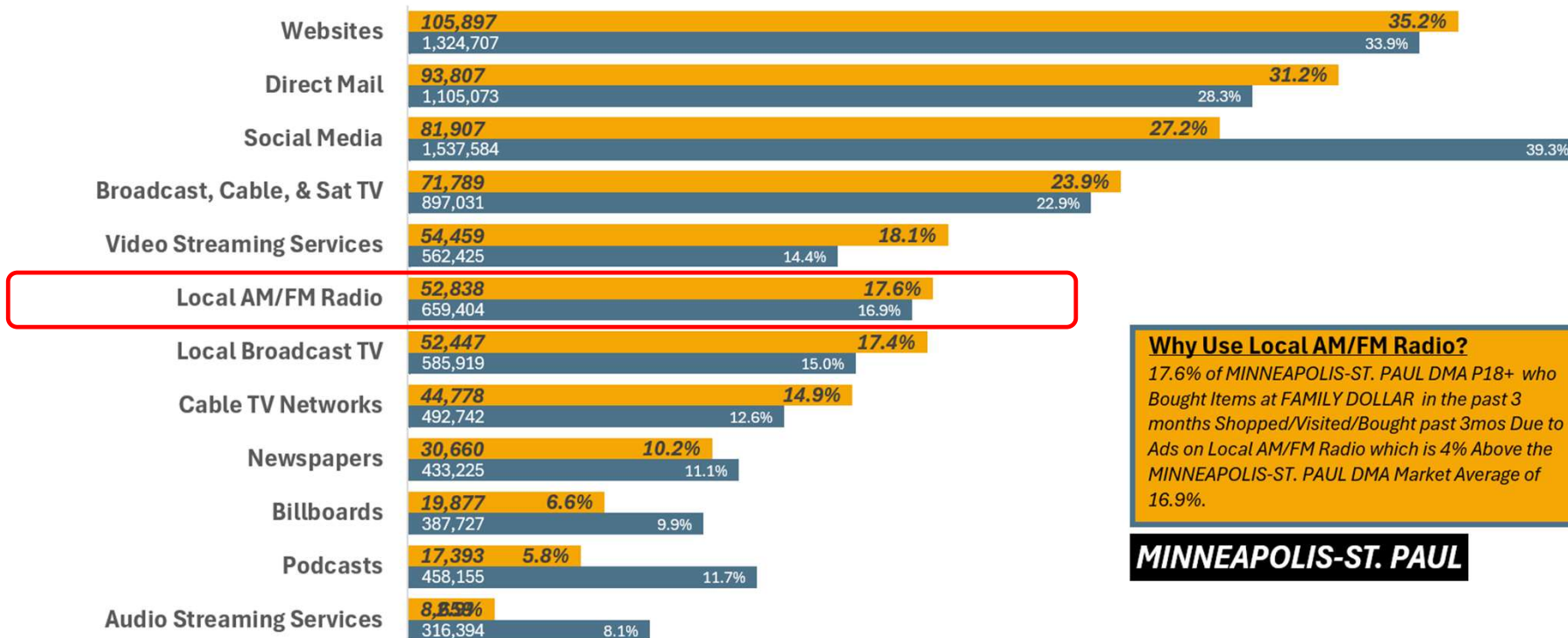
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Major stores bought past 3 months: Family Dollar



"Advertising Actions"

**P18+ who Bought Items at FAMILY DOLLAR in the past 3 months
(Shopped/Visited/Bought past 3mos Due to Ads on %)**



Why Use Local AM/FM Radio?

17.6% of MINNEAPOLIS-ST. PAUL DMA P18+ who Bought Items at FAMILY DOLLAR in the past 3 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 4% Above the MINNEAPOLIS-ST. PAUL DMA Market Average of 16.9%.

MINNEAPOLIS-ST. PAUL

■ P18+ who Bought Items at FAMILY DOLLAR in the past 3 months (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P18+ MINNEAPOLIS-ST. PAUL AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 124
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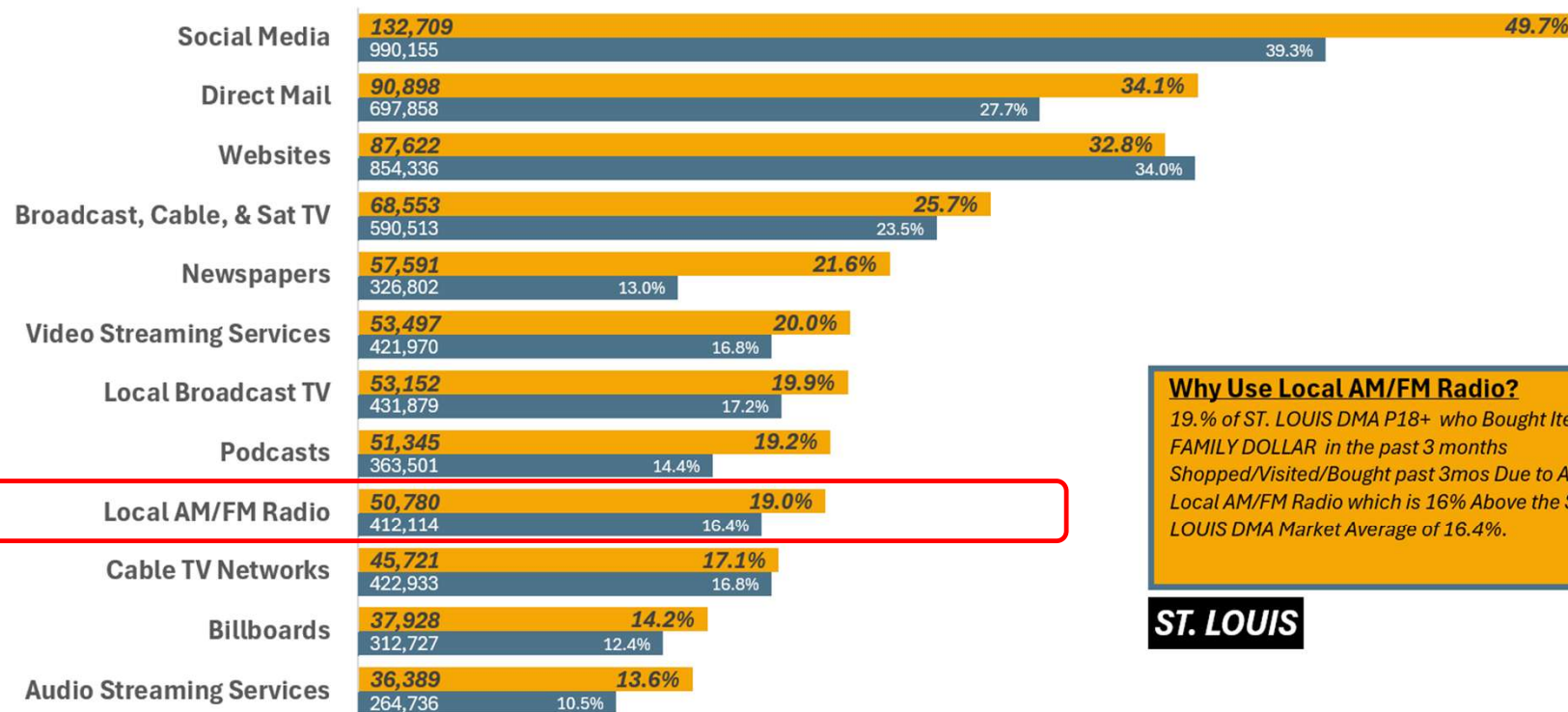
soefa.ai Share of Everything for Anything

Major stores bought past 3 months: Family Dollar



"Advertising Actions"

**P18+ who Bought Items at FAMILY DOLLAR in the past 3 months
(Shopped/Visited/Bought past 3mos Due to Ads on %)**



Why Use Local AM/FM Radio?

19. % of ST. LOUIS DMA P18+ who Bought Items at FAMILY DOLLAR in the past 3 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 16% Above the ST. LOUIS DMA Market Average of 16.4%.

ST. LOUIS

■ P18+ who Bought Items at FAMILY DOLLAR in the past 3 months (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 199
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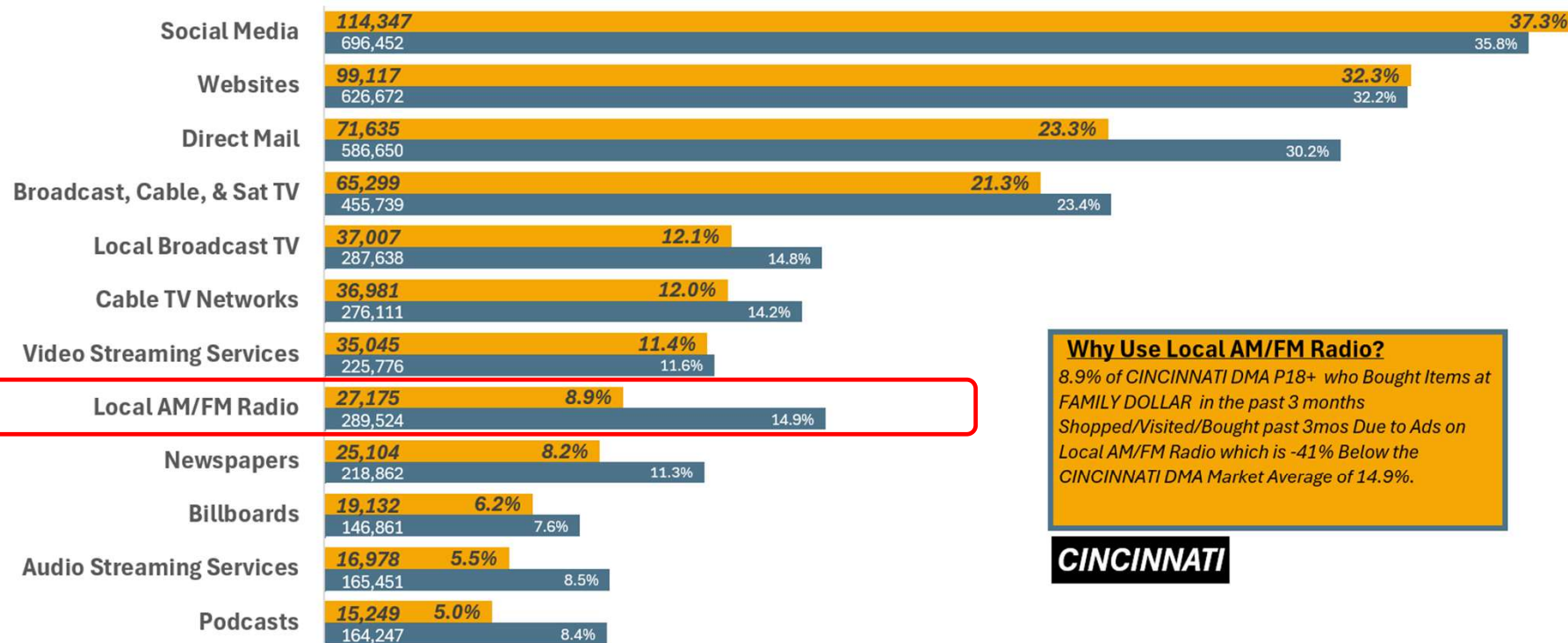
soefa.ai Share of Everything for Anything ®

Major stores bought past 3 months: Family Dollar



"Advertising Actions"

**P18+ who Bought Items at FAMILY DOLLAR in the past 3 months
(Shopped/Visited/Bought past 3mos Due to Ads on %)**



Why Use Local AM/FM Radio?

8.9% of CINCINNATI DMA P18+ who Bought Items at FAMILY DOLLAR in the past 3 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -41% Below the CINCINNATI DMA Market Average of 14.9%.

CINCINNATI

■ P18+ who Bought Items at FAMILY DOLLAR in the past 3 months (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 291
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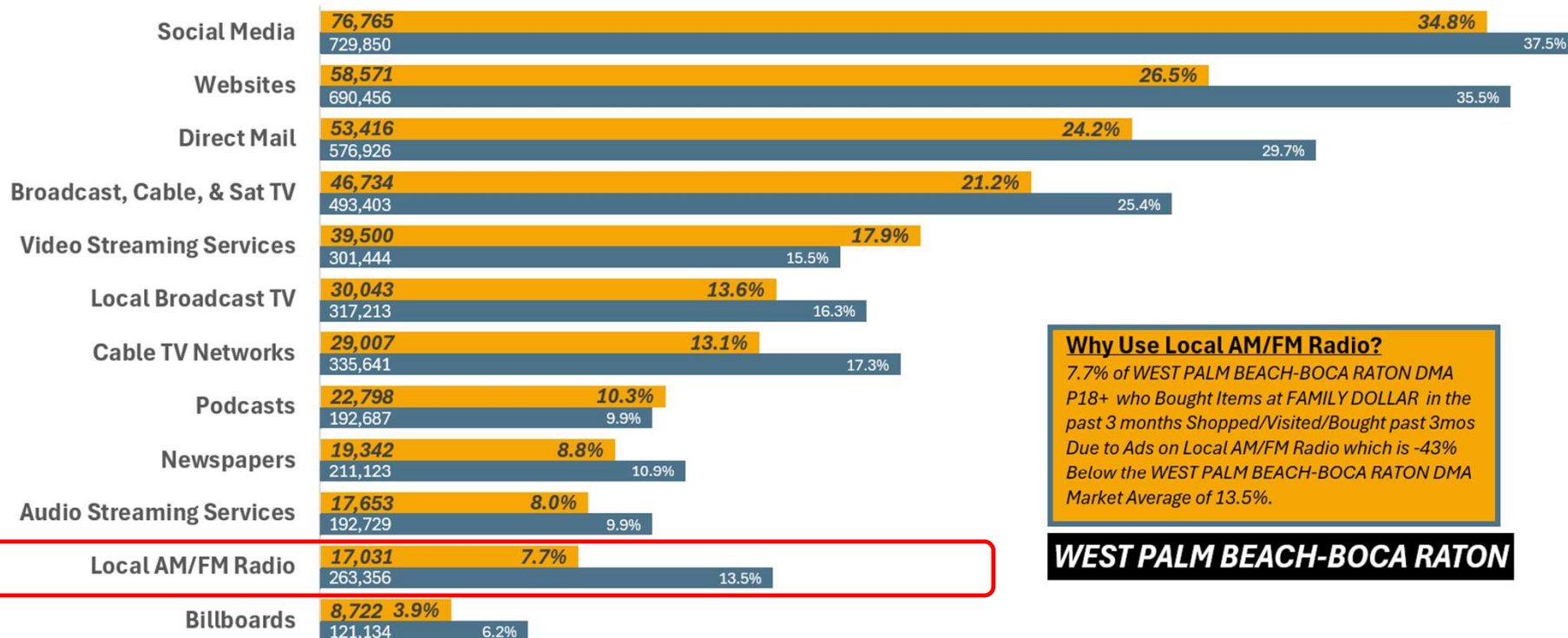
soefa.ai Share of Everything
for Anything ®

Major stores bought past 3 months: Family Dollar



"Advertising Actions"

**P18+ who Bought Items at FAMILY DOLLAR in the past 3 months
(Shopped/Visited/Bought past 3mos Due to Ads on %)**



Why Use Local AM/FM Radio?

7.7% of WEST PALM BEACH-BOCA RATON DMA
P18+ who Bought Items at FAMILY DOLLAR in the
past 3 months Shopped/Visited/Bought past 3mos
Due to Ads on Local AM/FM Radio which is -43%
Below the WEST PALM BEACH-BOCA RATON DMA
Market Average of 13.5%.

WEST PALM BEACH-BOCA RATON

■ P18+ who Bought Items at FAMILY DOLLAR in the past 3 months (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P18+ WEST PALM BEACH-BOCA RATON AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab: 317
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Major stores bought past 3 months: Family Dollar