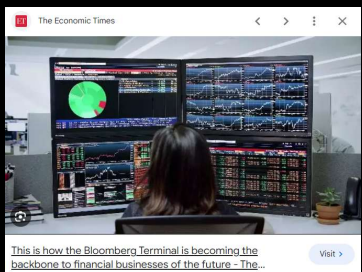


USA+4 DMAs – M25-54 who Shopped for Auto Parts at AUTOZONE in the past 12 months!

Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of **USA, CHICAGO, WASHINGTON, DC, SEATTLE-TACOMA and PHOENIX DMA M25-54** who Shopped for Auto Parts at AUTOZONE in the past 12 months as of August 31, 2025.



M25-54

Vanguard BlackRock  STATE STREET

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

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

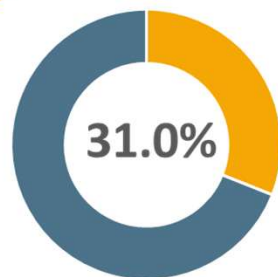




31.1% or 20,423,202 of USA Men 25 - 54 Shopped for Auto Parts at AUTOZONE in the past 12 months.
Typical Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months are 41. years old (2.7% older than average) and have a \$102,823 (5.4% lower than average) annual household income.



Percent of Market: Men 25 - 54



Total Persons:

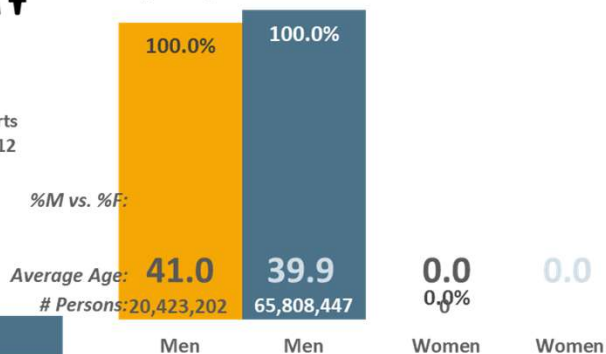
20,423,202

45,385,245

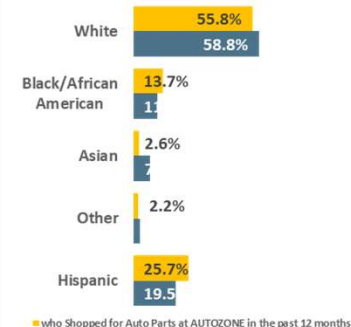
- who Shopped for Auto Parts at AUTOZONE in the past 12 months
- Remainder of USA DMAs



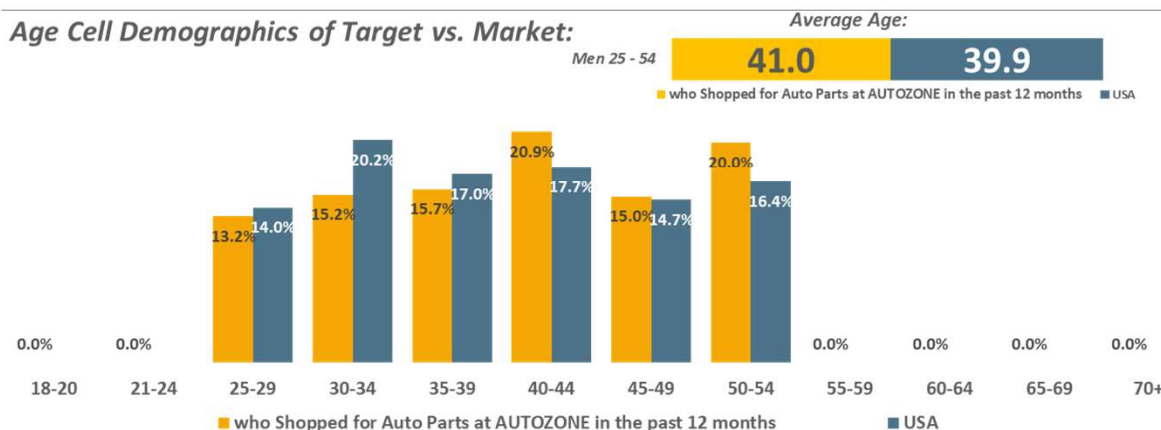
Gender of Target vs. Market: Men 25 - 54



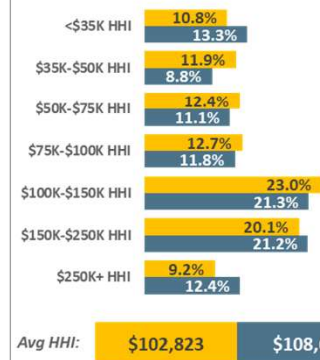
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: \$102,823 vs \$108,660



29.4% or 558,132 of CHI DMA Men 25 - 54 Shopped for Auto Parts at AUTOZONE in the past 12 months.
 Typical Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months are 42. years old (4.9% older than average) and have a \$105,483 (13.7% lower than average) annual household income.

Percent of Market: Men 25 - 54



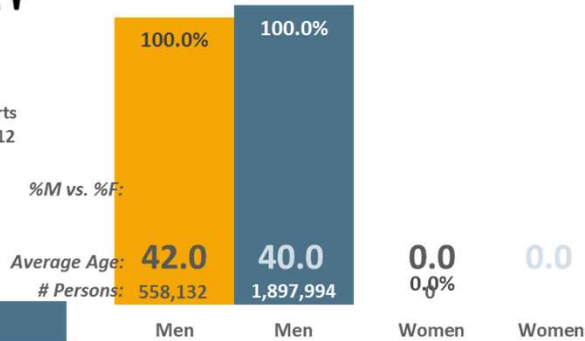
Total Persons:

558,132

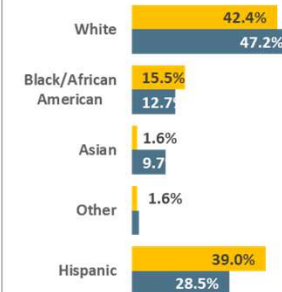
1,339,862



Gender of Target vs. Market: Men 25 - 54

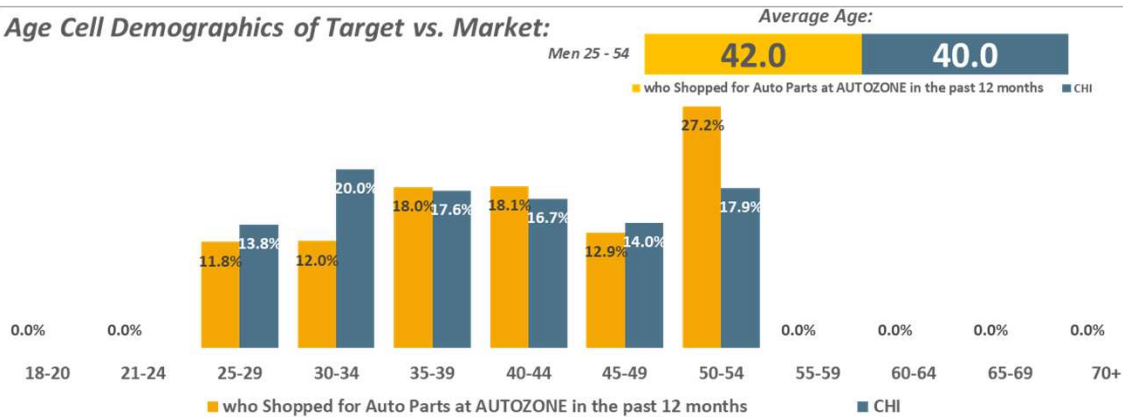


Ethnicity of Target vs. Market:

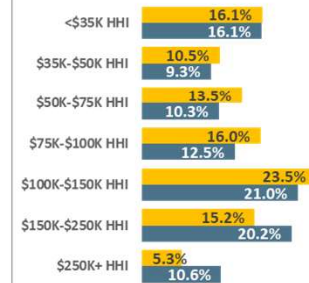


who Shopped for Auto Parts at AUTOZONE in the past 12 months CHI

Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: \$105,483 \$122,293

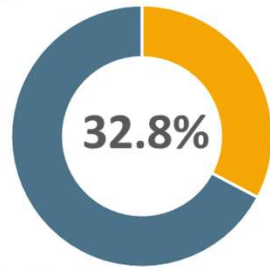
CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,129
 All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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



32.8% or 485,385 of WDC DMA Men 25 - 54 Shopped for Auto Parts at AUTOZONE in the past 12 months. Typical Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months are 41.1 years old (2.6% older than average) and have a \$140,775 (7.6% lower than average) annual household income.

Percent of Market: Men 25 - 54



■ who Shopped for Auto Parts at AUTOZONE in the past 12 months
■ Remainder of WDC DMA

Total Persons:

485,385

996,652



Gender of Target vs. Market: Men 25 - 54

%M vs. %F:

Average Age:

Persons:

41.1

485,385

40.0

1,482,037

0.0

0.0%

0.0

0.0%

Men

Men

Women

Women

Age Cell Demographics of Target vs. Market:

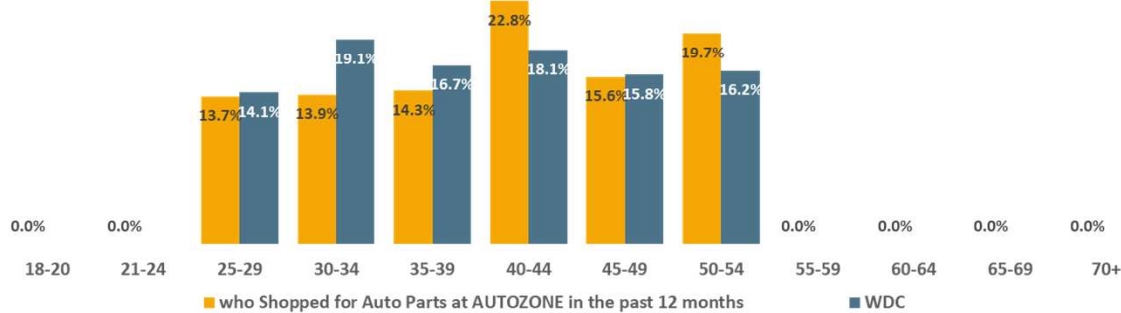
Average Age:

Men 25 - 54

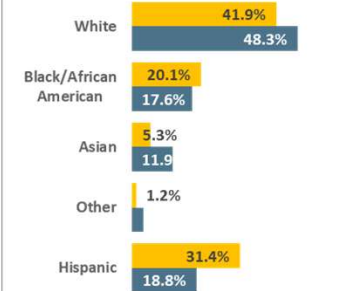
41.1

40.0

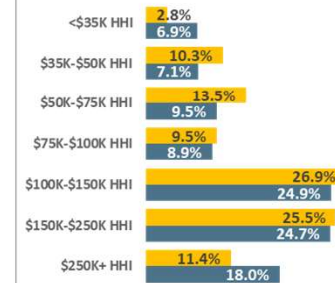
■ who Shopped for Auto Parts at AUTOZONE in the past 12 months ■ WDC



Ethnicity of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: \$140,775 \$152,351

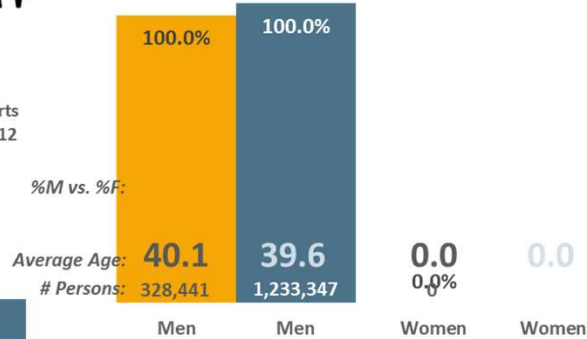


26.6% or 328,441 of SEA DMA Men 25 - 54 Shopped for Auto Parts at AUTOZONE in the past 12 months. Typical Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months are 40.1 years old (1.4% older than average) and have a \$148,586 (3.8% higher than average) annual household income.

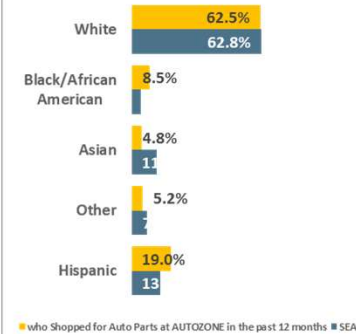
Percent of Market: Men 25 - 54



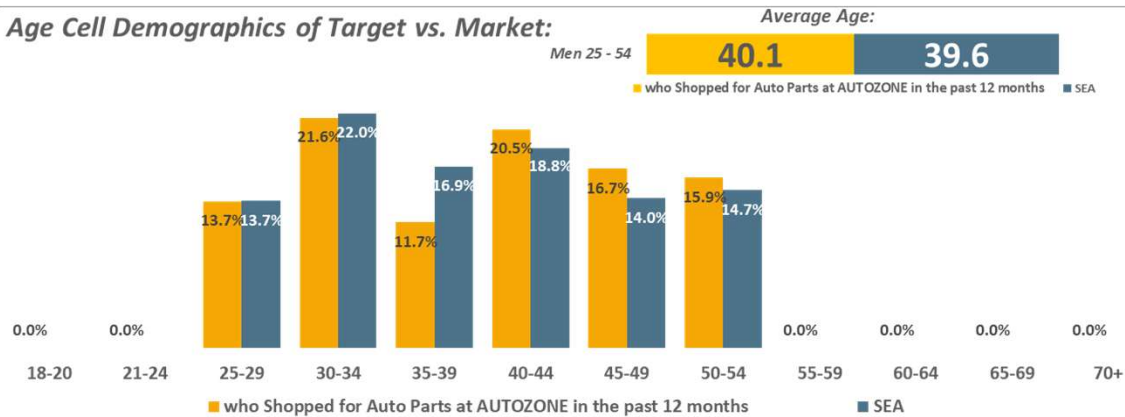
Gender of Target vs. Market: Men 25 - 54



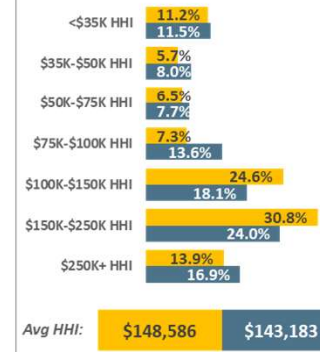
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



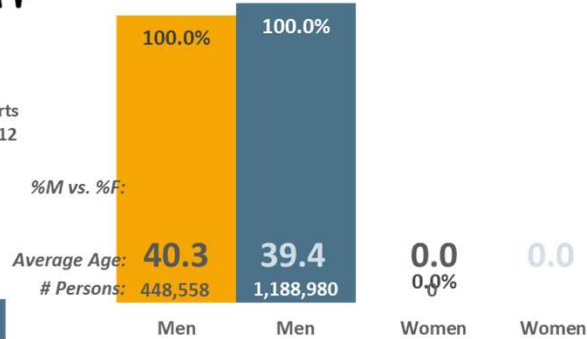


37.7% or 448,558 of PHX DMA Men 25 - 54 Shopped for Auto Parts at AUTOZONE in the past 12 months. Typical Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months are 40.3 years old (2.3% older than average) and have a \$123,190 (7.1% higher than average) annual household income.

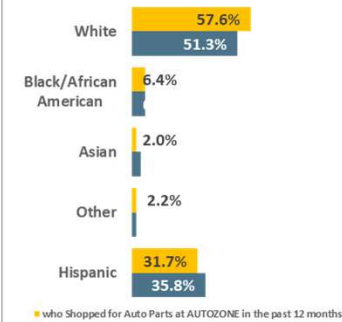
Percent of Market: Men 25 - 54



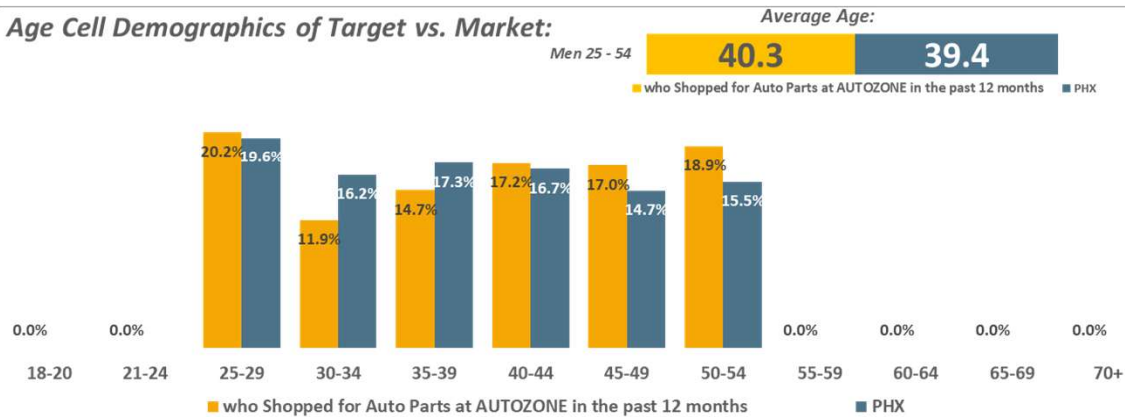
Gender of Target vs. Market: Men 25 - 54



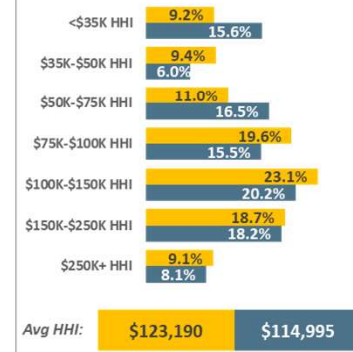
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 834
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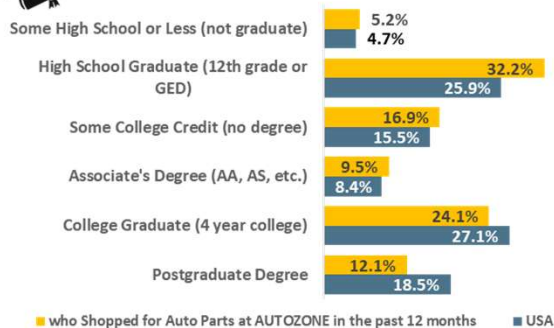
Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): AutoZone



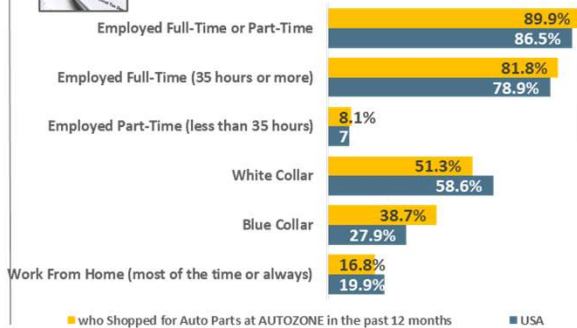
31.1% or 20,423,202 of USA Men 25 - 54 Shopped for Auto Parts at AUTOZONE in the past 12 months. Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months are 20.6% less likely to be a college graduate, 3.7% more likely to work full-time, 6.7% more likely to be married, 12.1% more likely to be a parent of 1 or more children under 18.



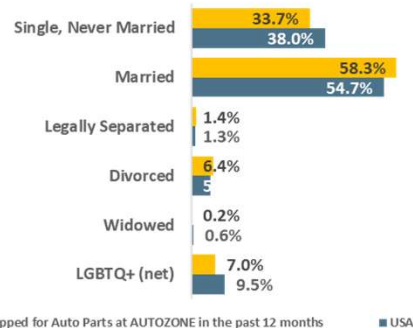
Education Levels: Men 25 - 54



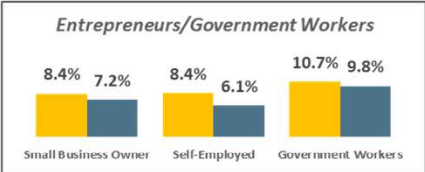
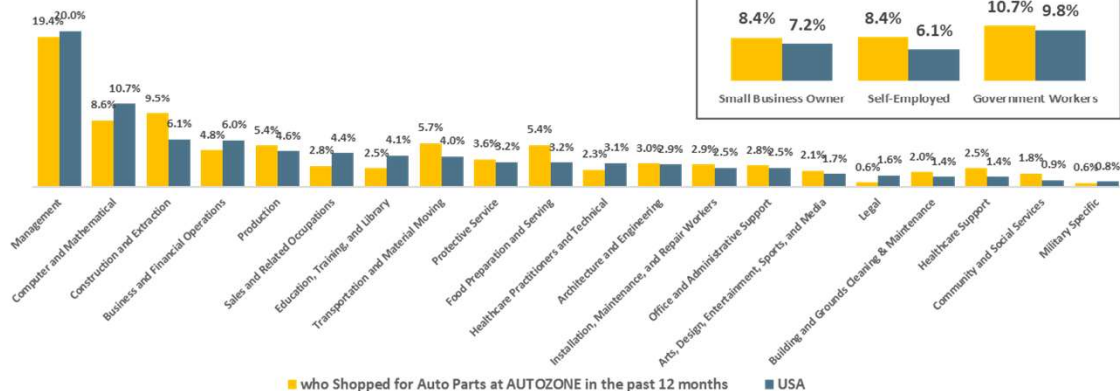
Employment: Men 25 - 54



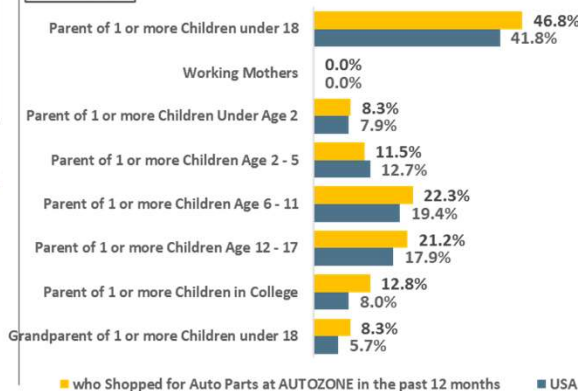
Marital Status: Men 25 - 54



Top-20 Occupations: Men 25 - 54



Stage in Life: Men 25 - 54

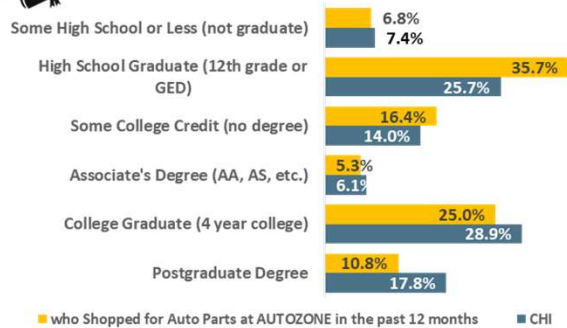




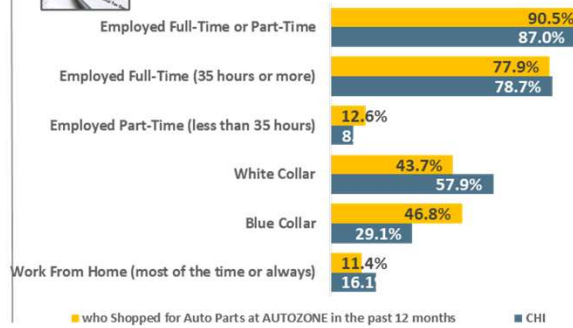
29.4% or 558,132 of CHI DMA Men 25 - 54 Shopped for Auto Parts at AUTOZONE in the past 12 months. Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months are 23.3% less likely to be a college graduate, 1.1% less likely to work full-time, 8.7% more likely to be married, 23.9% more likely to be a parent of 1 or more children under 18.



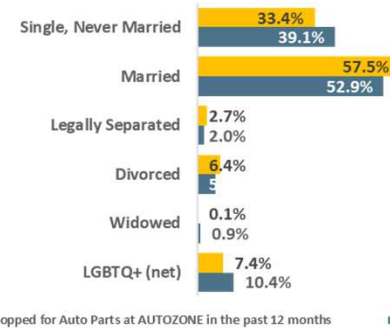
Education Levels: Men 25 - 54



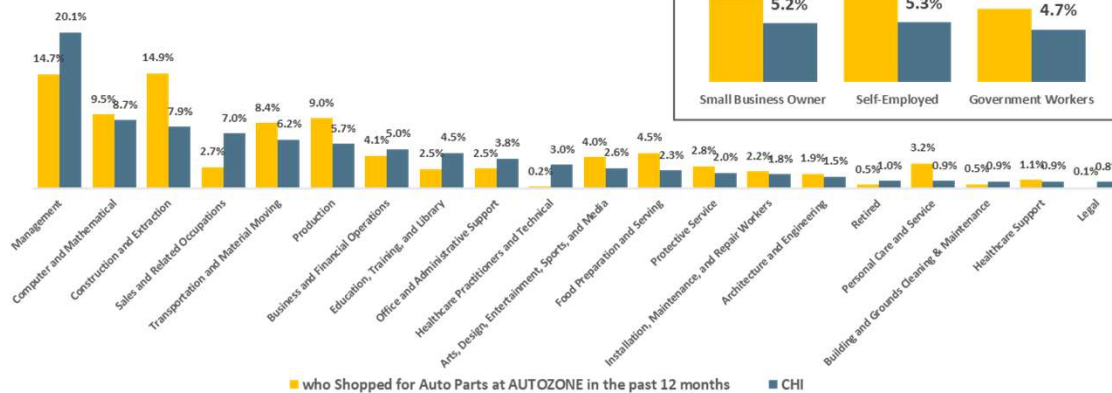
Employment: Men 25 - 54



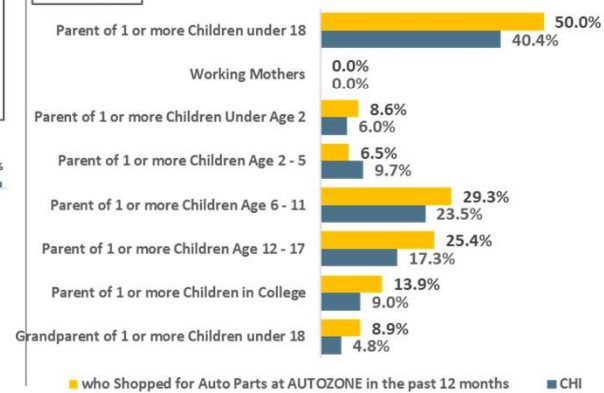
Marital Status: Men 25 - 54



Top-20 Occupations: Men 25 - 54



Stage in Life: Men 25 - 54



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,129
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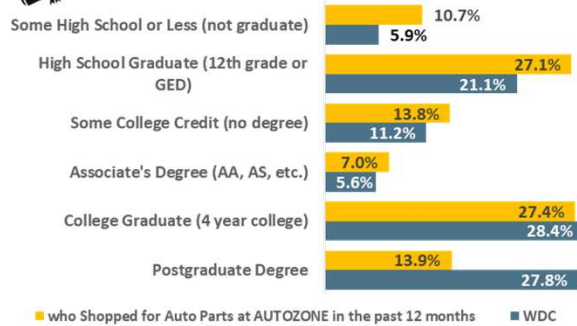
Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): AutoZone



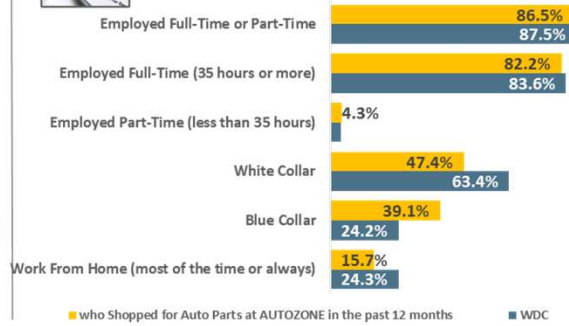
32.8% or 485,385 of WDC DMA Men 25 - 54 Shopped for Auto Parts at AUTOZONE in the past 12 months. Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months are 26.4% less likely to be a college graduate, 1.7% less likely to work full-time, 7.5% more likely to be married, 11.4% more likely to be a parent of 1 or more children under 18.



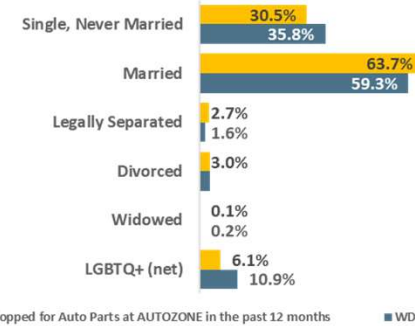
Education Levels: Men 25 - 54



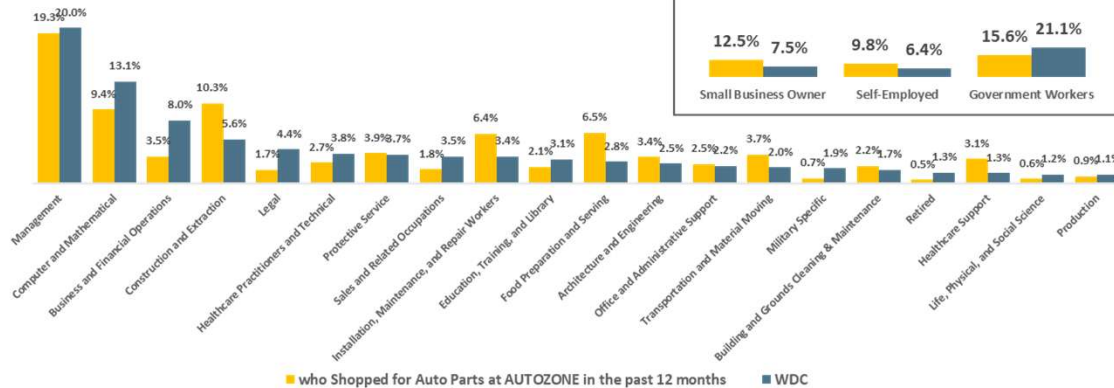
Employment: Men 25 - 54



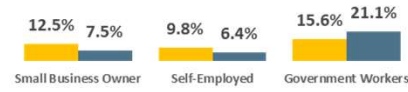
Marital Status: Men 25 - 54



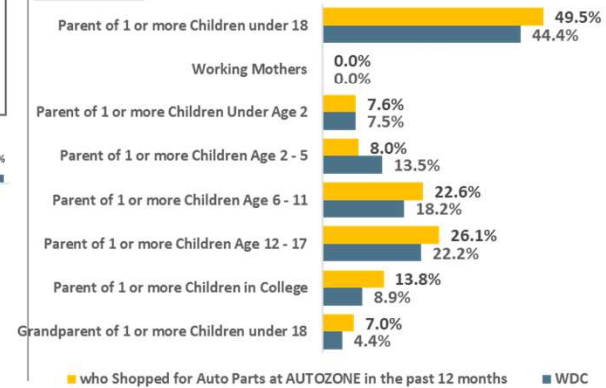
Top-20 Occupations: Men 25 - 54



Entrepreneurs/Government Workers



Stage in Life: Men 25 - 54



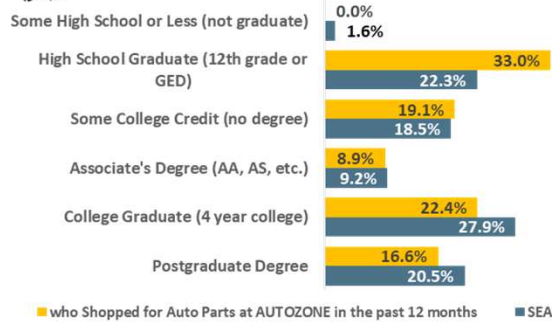
WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 1,442
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): AutoZone

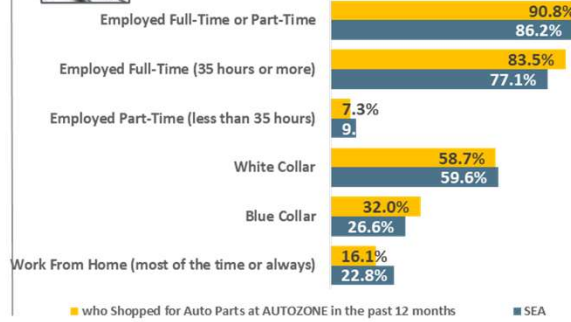


26.6% or 328,441 of SEA DMA Men 25 - 54 Shopped for Auto Parts at AUTOZONE in the past 12 months. Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months are 19.4% less likely to be a college graduate, 8.4% more likely to work full-time, 3.6% more likely to be married, 12.7% more likely to be a parent of 1 or more children under 18.

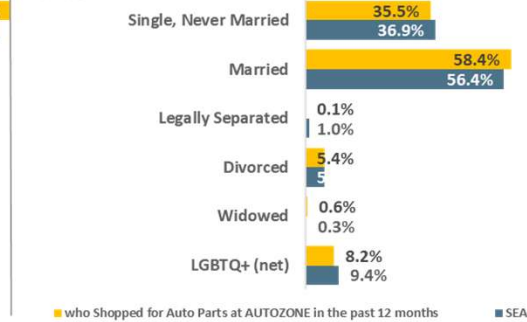
Education Levels: Men 25 - 54



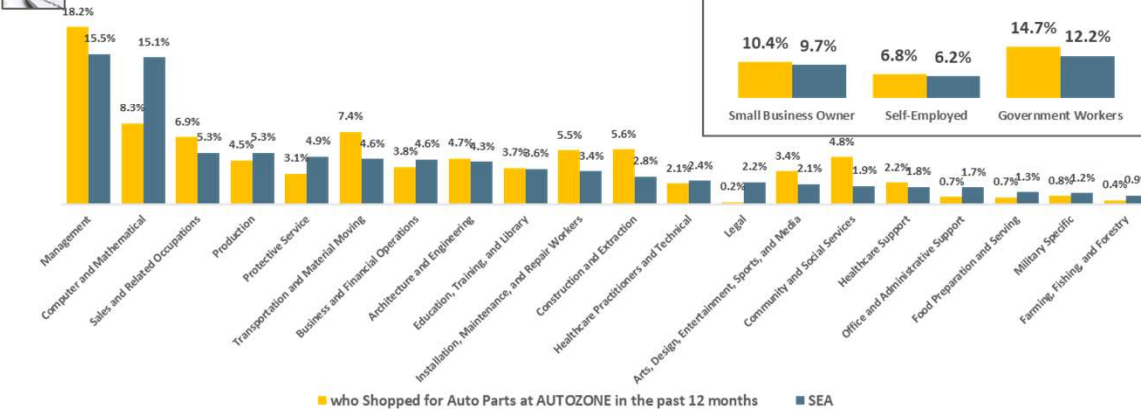
Employment: Men 25 - 54



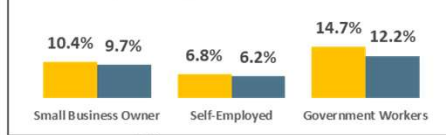
Marital Status: Men 25 - 54



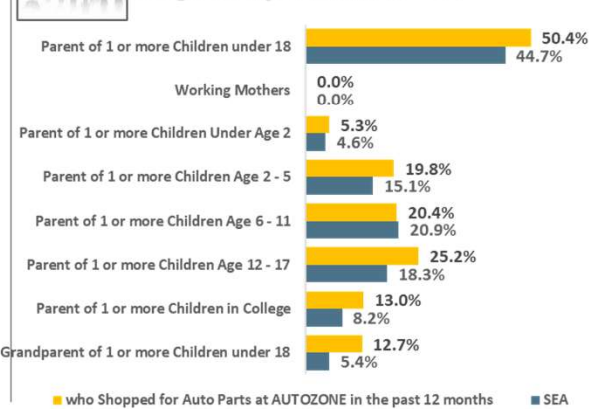
Top-20 Occupations: Men 25 - 54



Entrepreneurs/Government Workers



Stage in Life: Men 25 - 54

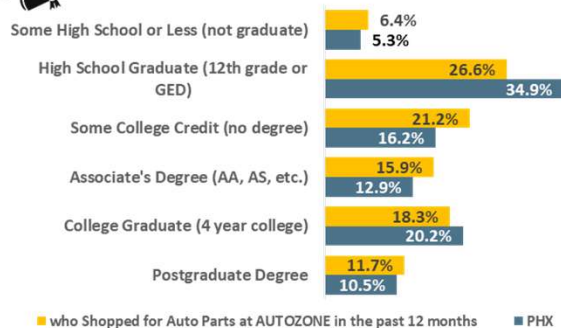




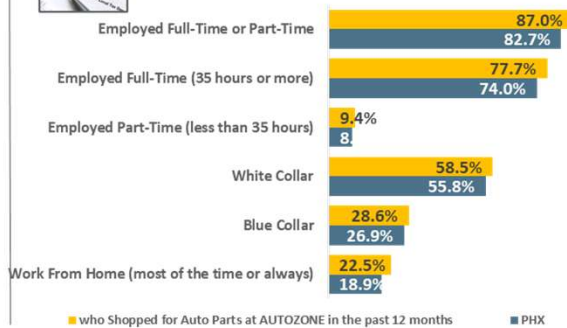
37.7% or 448,558 of PHX DMA Men 25 - 54 Shopped for Auto Parts at AUTOZONE in the past 12 months. Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months are 2.6% less likely to be a college graduate, 4.9% more likely to work full-time, 16.8% more likely to be married, 6.3% more likely to be a parent of 1 or more children under 18.



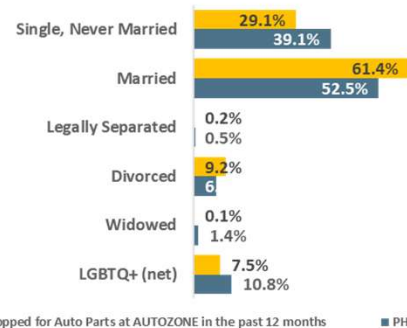
Education Levels: Men 25 - 54



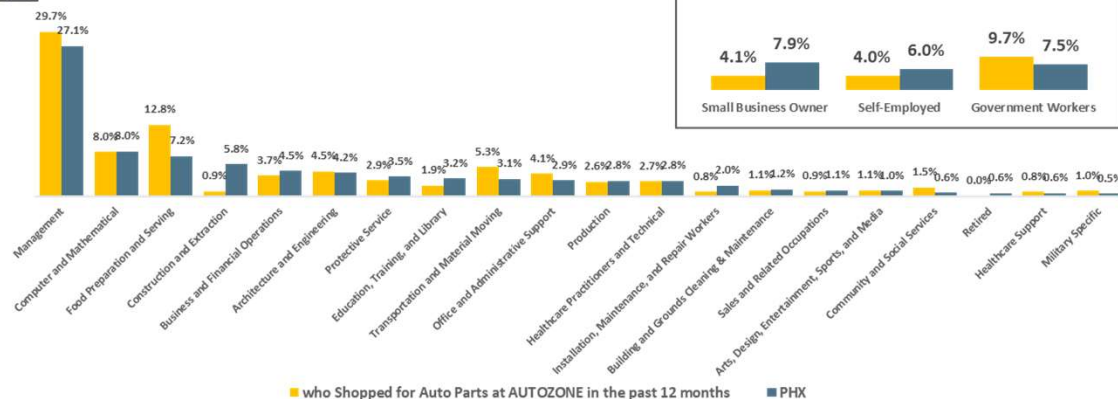
Employment: Men 25 - 54



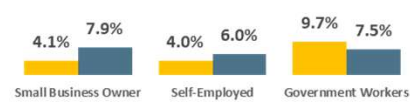
Marital Status: Men 25 - 54



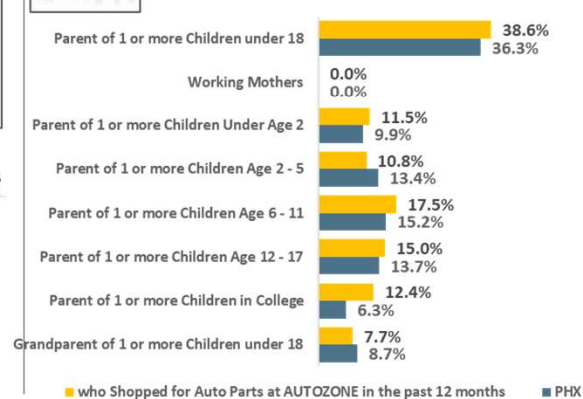
Top-20 Occupations: Men 25 - 54



Entrepreneurs/Government Workers



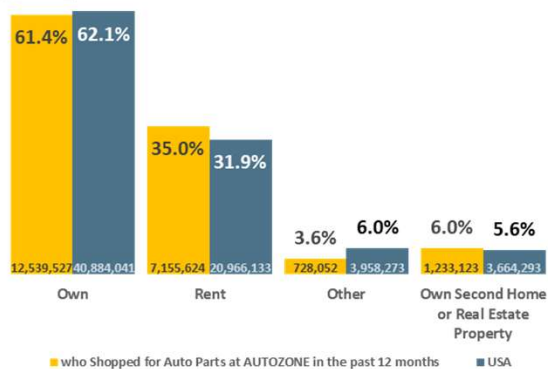
Stage in Life: Men 25 - 54



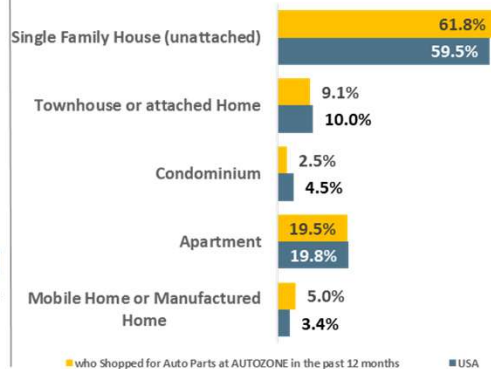


31.1% or 20,423,202 of USA Men 25 - 54 Shopped for Auto Parts at AUTOZONE in the past 12 months. Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months are 1.2% less likely to own their home, 8.4% more likely to own a higher valued home, 3.8% more likely to have a single-family home, 11.6% more likely to have a dog.

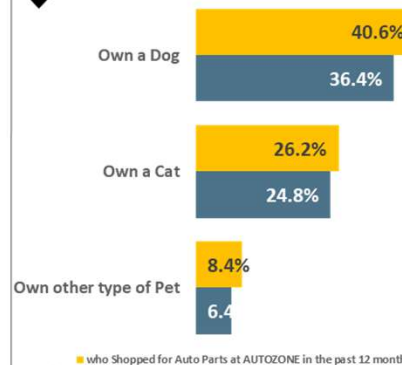
Own/Rent/Other: Men 25 - 54



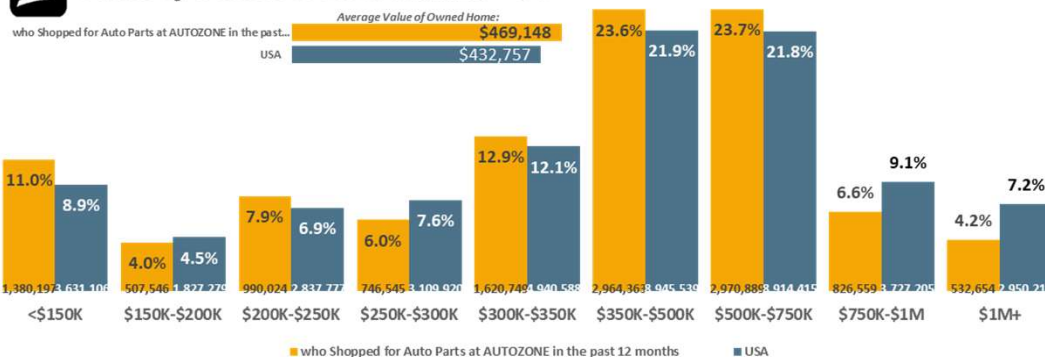
Type of Home: Men 25 - 54



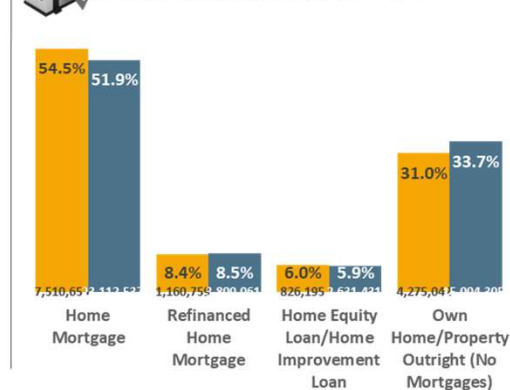
Pets in Home: Men 25 - 54



Value of Owned Home: Men 25 - 54



Home Loans: Men 25 - 54



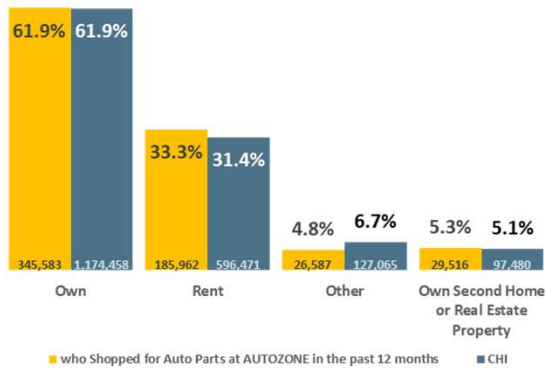
USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 6,382
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): AutoZone

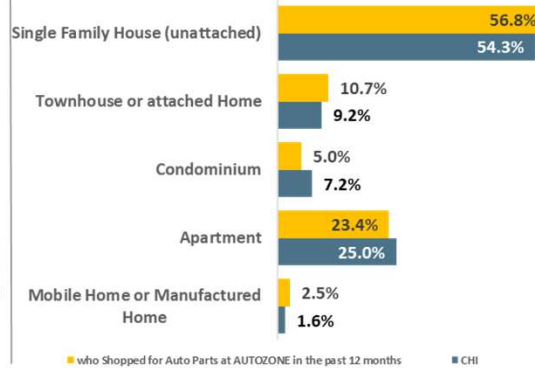


29.4% or 558,132 of CHI DMA Men 25 - 54 Shopped for Auto Parts at AUTOZONE in the past 12 months. Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months are .1% more likely to own their home, 13.6% more likely to own a lower valued home, 4.6% more likely to have a single-family home, 16.% more likely to have a dog.

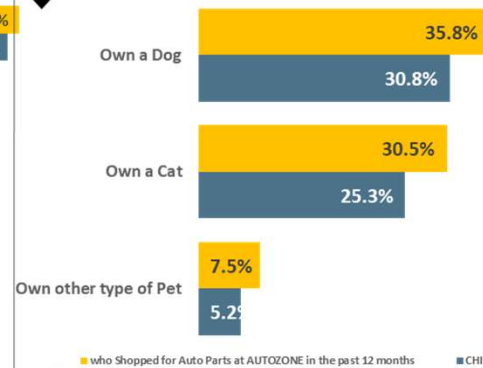
Own/Rent/Other: Men 25 - 54



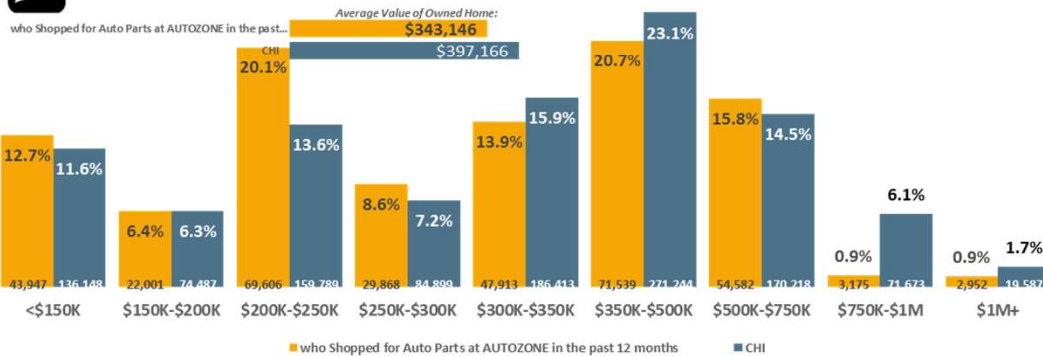
Type of Home: Men 25 - 54



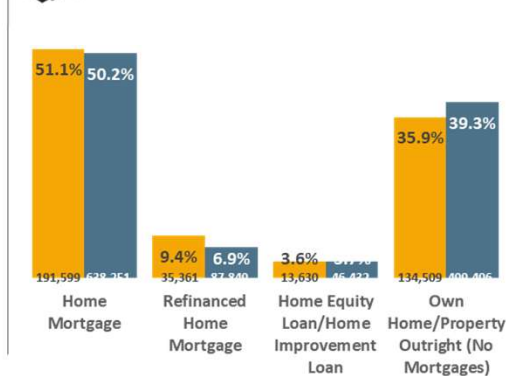
Pets in Home: Men 25 - 54



Value of Owned Home: Men 25 - 54



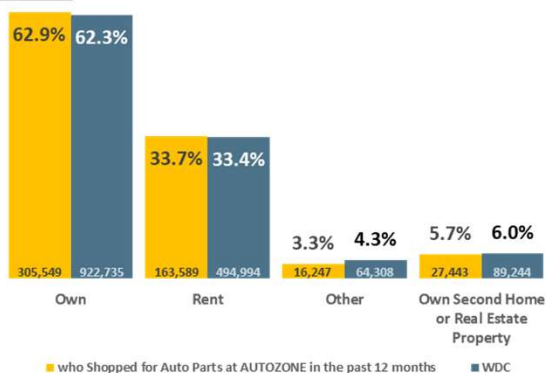
Home Loans: Men 25 - 54



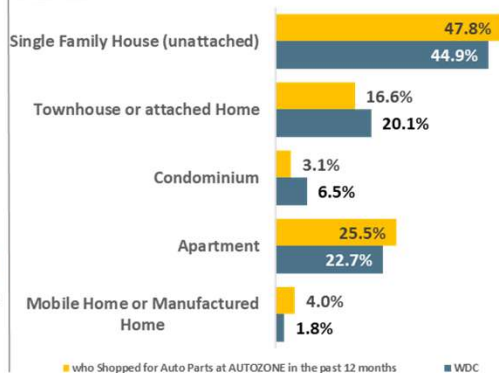


32.8% or 485,385 of WDC DMA Men 25 - 54 Shopped for Auto Parts at AUTOZONE in the past 12 months. Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months are 1.1% more likely to own their home, 7.6% more likely to own a lower valued home, 6.5% more likely to have a single-family home, 11.6% more likely to have a dog.

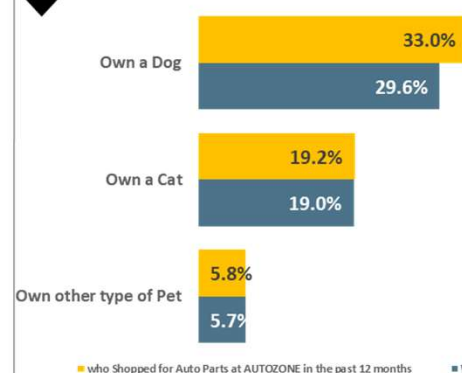
Own/Rent/Other: Men 25 - 54



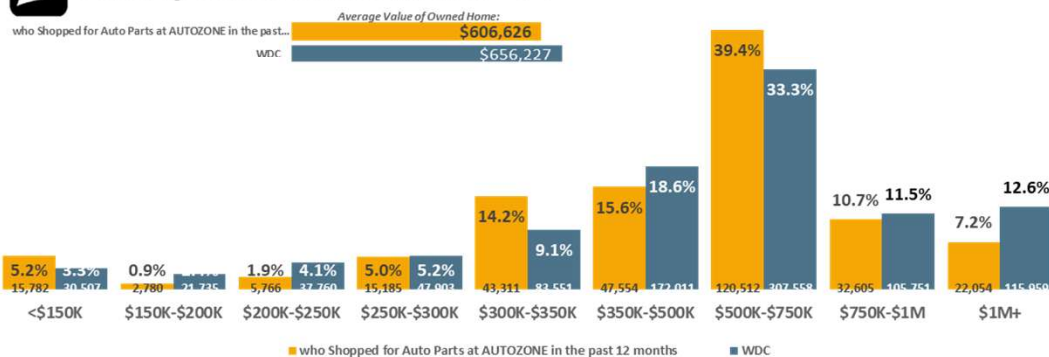
Type of Home: Men 25 - 54



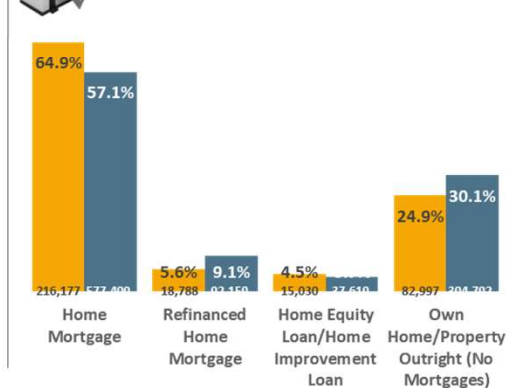
Pets in Home: Men 25 - 54



Value of Owned Home: Men 25 - 54



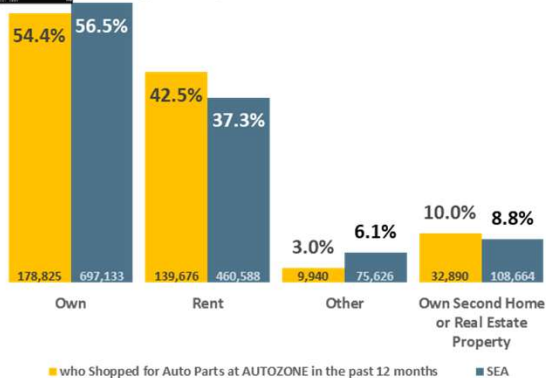
Home Loans: Men 25 - 54



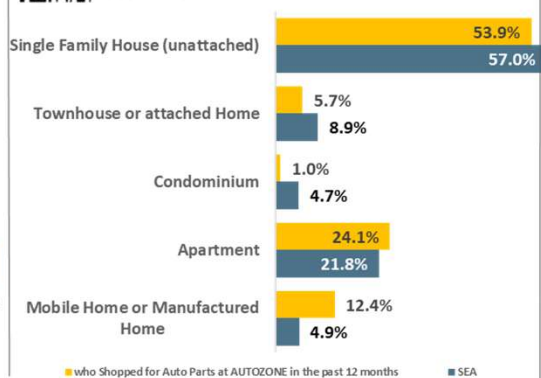


26.6% or 328,441 of SEA DMA Men 25 - 54 Shopped for Auto Parts at AUTOZONE in the past 12 months. Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months are 3.7% less likely to own their home, 14.6% more likely to own a lower valued home, 5.6% less likely to have a single-family home, 12.2% more likely to have a dog.

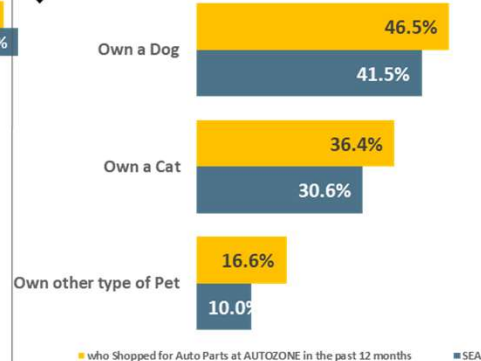
Own/Rent/Other: Men 25 - 54



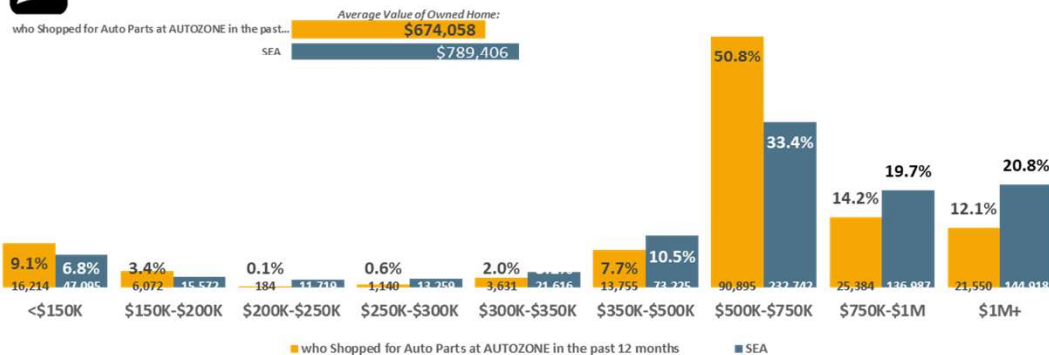
Type of Home: Men 25 - 54



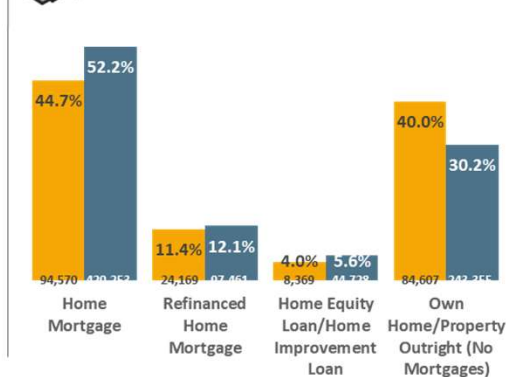
Pets in Home: Men 25 - 54



Value of Owned Home: Men 25 - 54



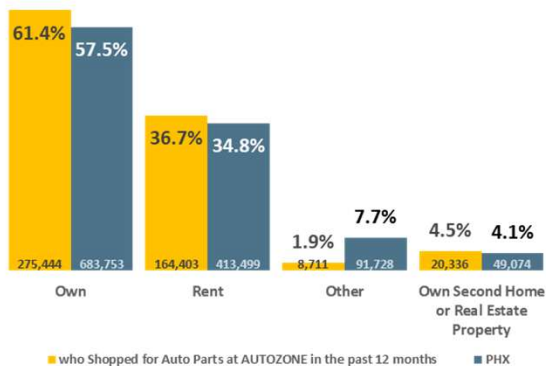
Home Loans: Men 25 - 54



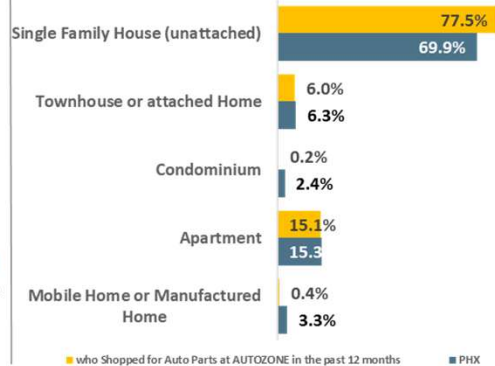


37.7% or 448,558 of PHX DMA Men 25 - 54 Shopped for Auto Parts at AUTOZONE in the past 12 months. Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months are 6.8% more likely to own their home, 1.1% more likely to own a lower valued home, 10.9% more likely to have a single-family home, 21.4% more likely to have a dog.

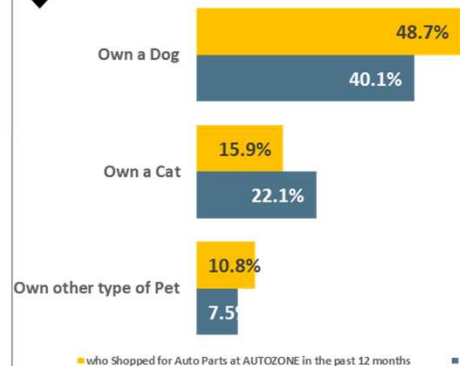
Own/Rent/Other: Men 25 - 54



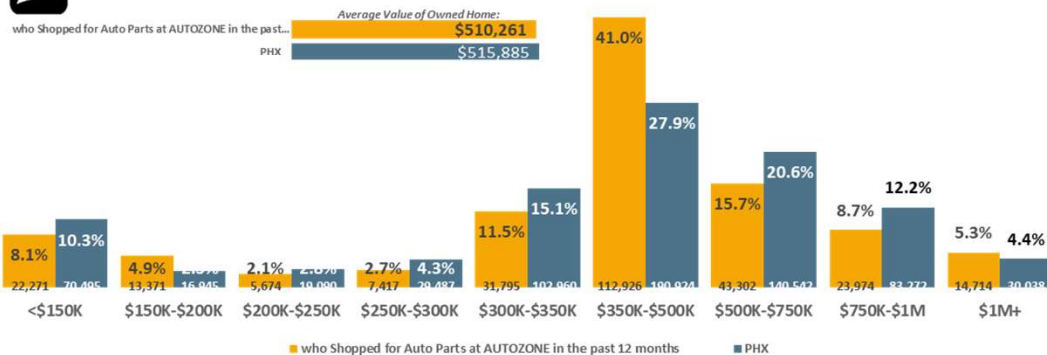
Type of Home: Men 25 - 54



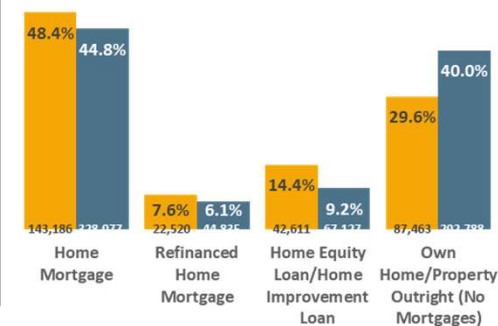
Pets in Home: Men 25 - 54



Value of Owned Home: Men 25 - 54



Home Loans: Men 25 - 54

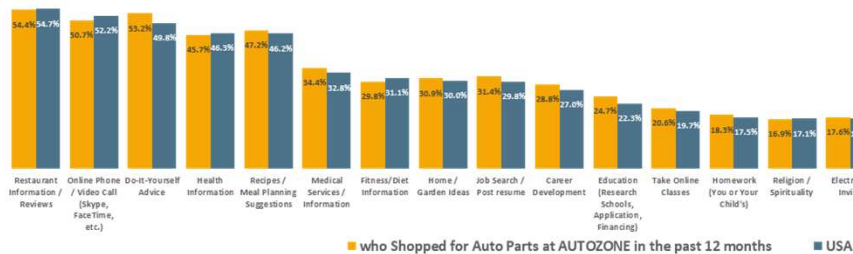




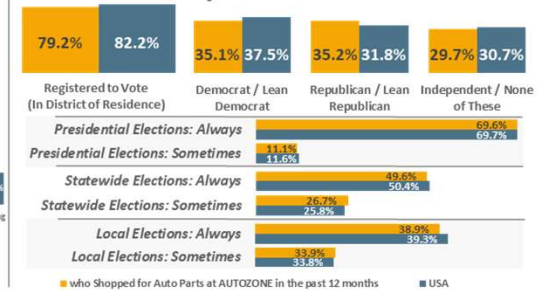
31.1% or 20,423,202 of USA Men 25 - 54 Shopped for Auto Parts at AUTOZONE in the past 12 months. Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months are 6.7% more likely to look up D-I-Y advice online, 1.1% less likely to always vote in local elections, 14.9% more likely to belong to a gym, 2.9% more likely to fly domestic past yr



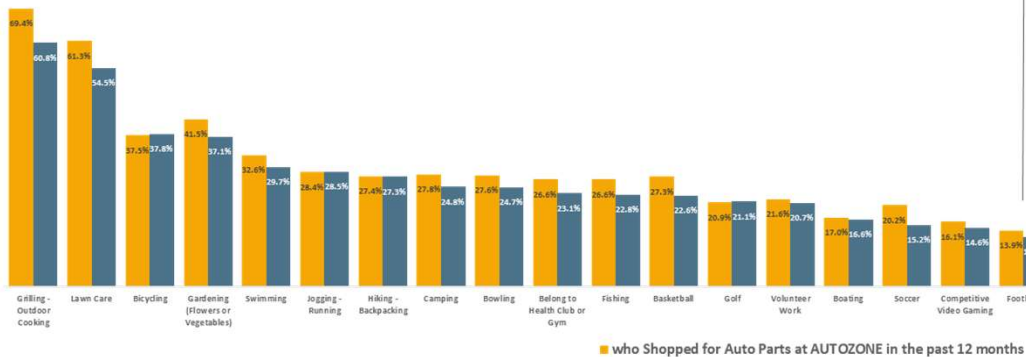
Top-20 past 30-days Online Lifestyle Activities: Men 25 - 54



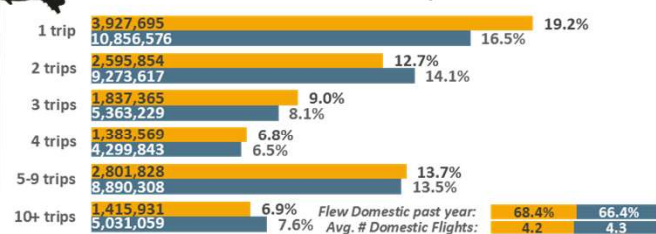
Political Activity: Men 25 - 54



Top-30 past 12-months Active Lifestyle Activities: Men 25 - 54



Past 12-months Domestic Airline Trips: Men 25 - 54



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 6,382
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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

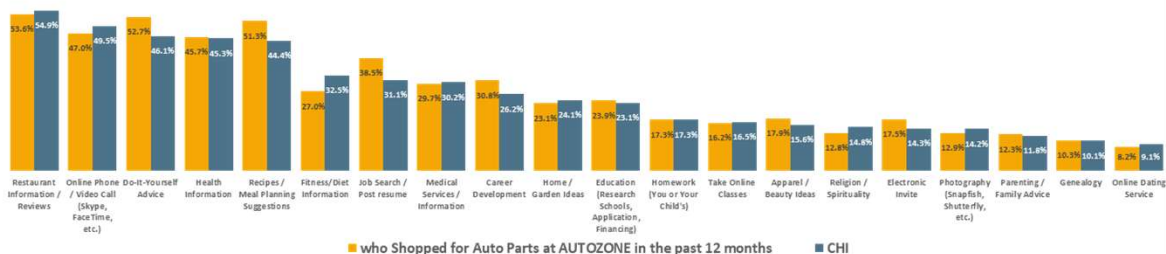
Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): AutoZone



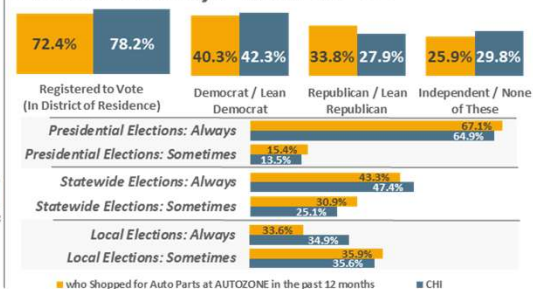
29.4% or 558,132 of CHI DMA Men 25 - 54 Shopped for Auto Parts at AUTOZONE in the past 12 months. Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months are 14.3% more likely to look up D-I-Y advice online, 3.8% less likely to always vote in local elections, 4.4% more likely to belong to a gym, 4.1% less likely to fly domestic past y



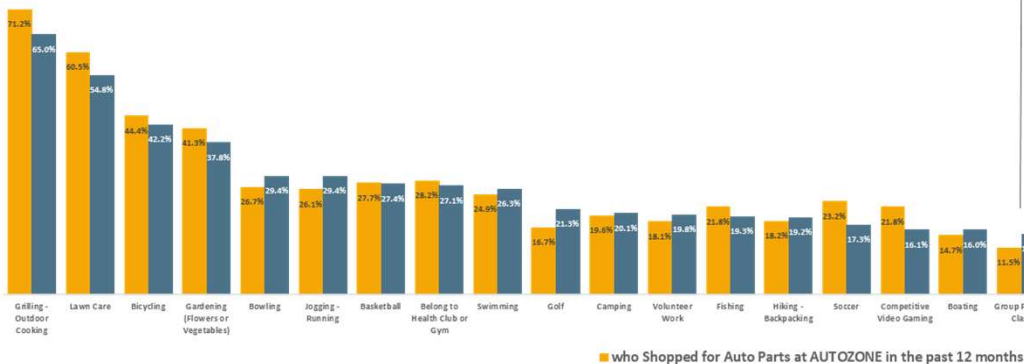
Top-20 past 30-days Online Lifestyle Activities: Men 25 - 54



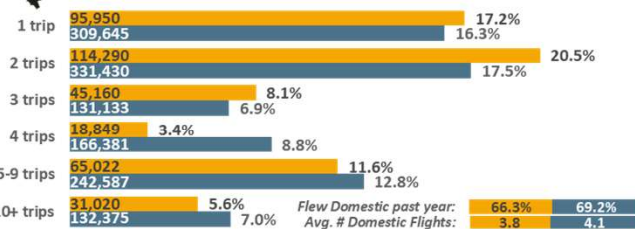
Political Activity: Men 25 - 54



Top-30 past 12-months Active Lifestyle Activities: Men 25 - 54



Past 12-months Domestic Airline Trips: Men 25 - 54

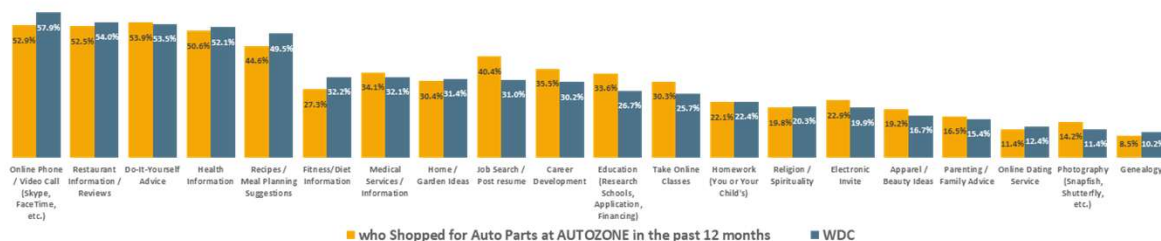




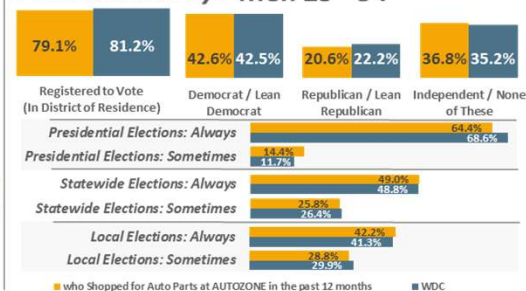
32.8% or 485,385 of WDC DMA Men 25 - 54 Shopped for Auto Parts at AUTOZONE in the past 12 months. Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months are .8% more likely to look up D-I-Y advice online, 2.1% more likely to always vote in local elections, 21.8% more likely to belong to a gym, .2% more likely to fly domestic past yr.



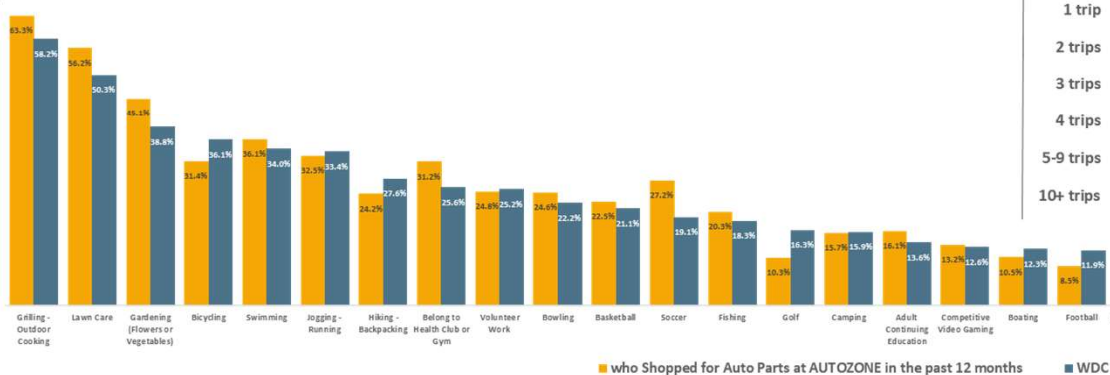
Top-20 past 30-days Online Lifestyle Activites: Men 25 - 54



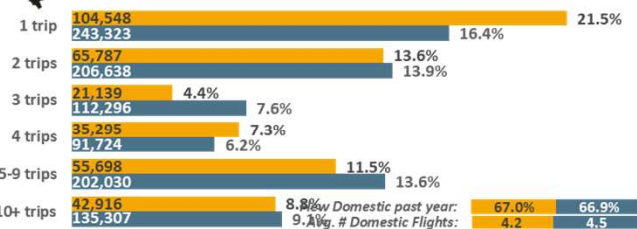
Political Activity: Men 25 - 54



Top-30 past 12-months Active Lifestyle Activites: Men 25 - 54



Past 12-months Domestic Airline Trips: Men 25 - 54



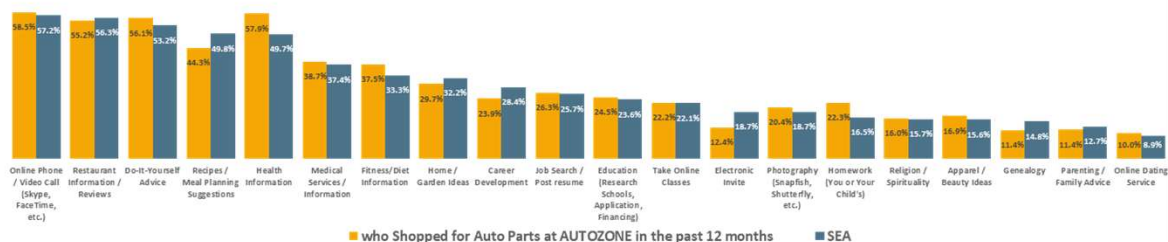
Domestic past year: 67.0% vs 66.9%
Avg. # Domestic Flights: 4.2 vs 4.5



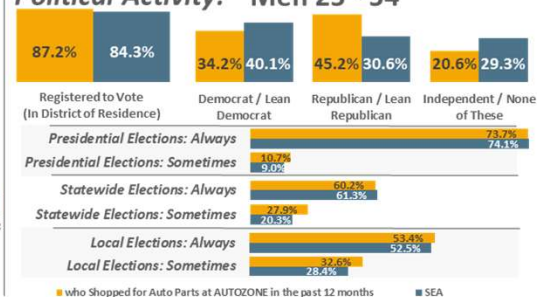
26.6% or 328,441 of SEA DMA Men 25 - 54 Shopped for Auto Parts at AUTOZONE in the past 12 months. Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months are 5.5% more likely to look up D-I-Y advice online, 1.8% more likely to always vote in local elections, 1.3% less likely to belong to a gym, 9.4% more likely to fly domestic past yr



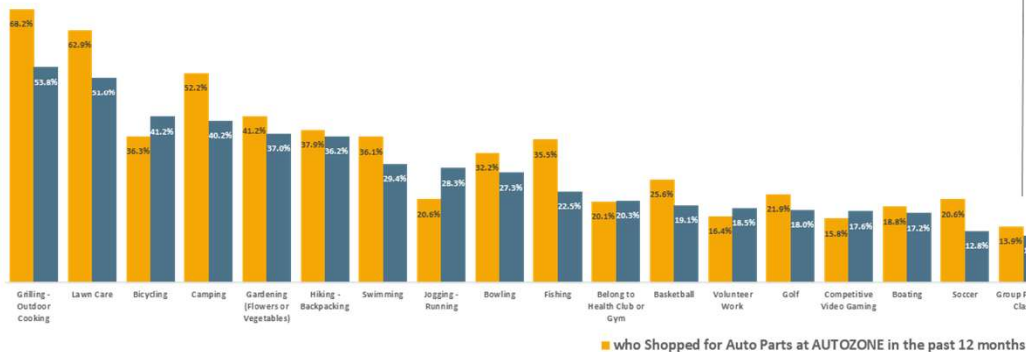
Top-20 past 30-days Online Lifestyle Activities: Men 25 - 54



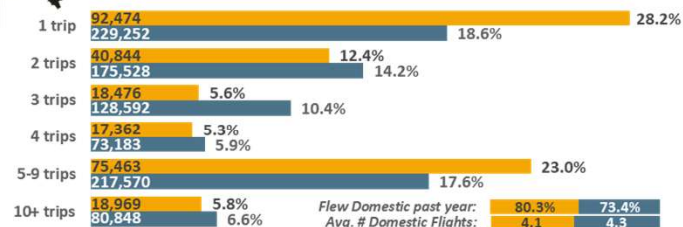
Political Activity: Men 25 - 54

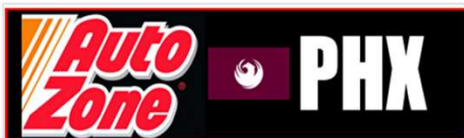


Top-30 past 12-months Active Lifestyle Activities: Men 25 - 54



Past 12-months Domestic Airline Trips: Men 25 - 54

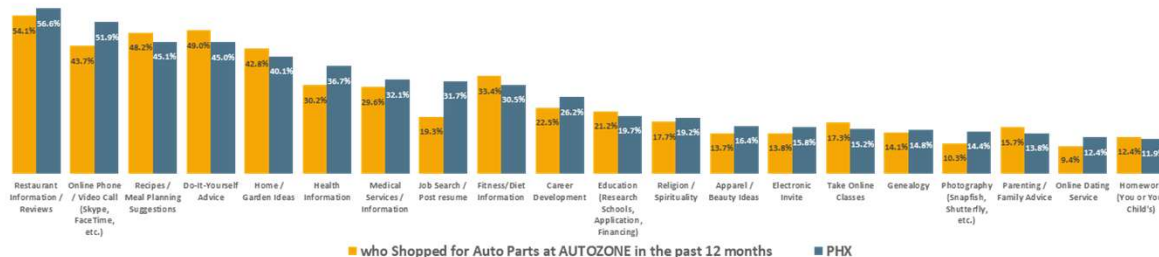




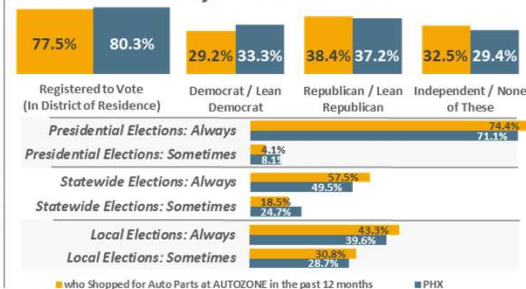
37.7% or 448,558 of PHX DMA Men 25 - 54 Shopped for Auto Parts at AUTOZONE in the past 12 months. Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months are 9.% more likely to look up D-I-Y advice online, 9.3% more likely to always vote in local elections, 20.8% more likely to belong to a gym, .7% more likely to fly domestic past yr.



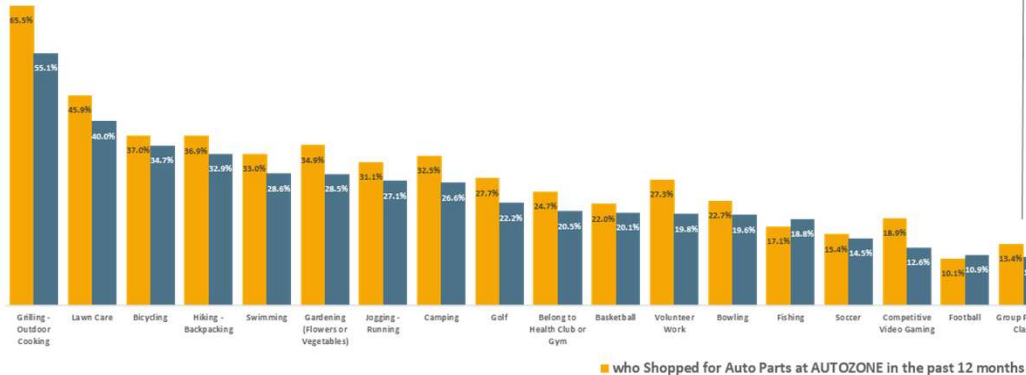
Top-20 past 30-days Online Lifestyle Activites: Men 25 - 54



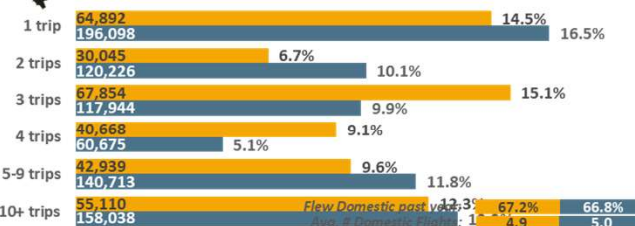
Political Activity: Men 25 - 54



Top-30 past 12-months Active Lifestyle Activites: Men 25 - 54



Past 12-months Domestic Airline Trips: Men 25 - 54

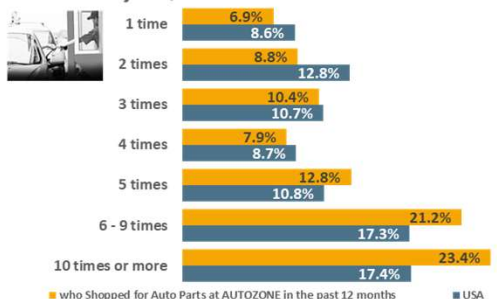


Flew Domestic past yr 67.2%
Avg. # Domestic Flights: 1.49



31.1% or 20,423,202 of USA Men 25 - 54 Shopped for Auto Parts at AUTOZONE in the past 12 months.
Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months are 6.3% more likely to use QSRs past mo., 6.7% more likely to use Sit-Down Restaurants past mo., 13.5% more likely to use Casinos past yr., 33.1% more likely to smoke cigarettes.

Past 30-days QSR Users: Men 25 - 54

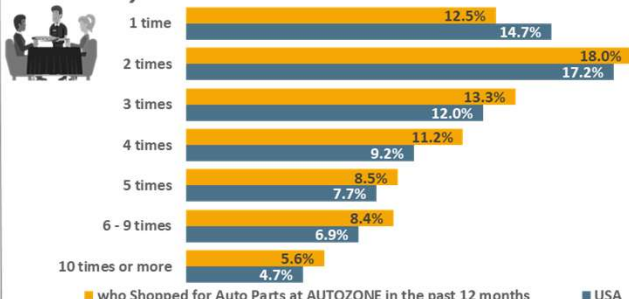


Total Monthly QSR Users: 91.6%
18,698,81

Avg. Monthly QSR Meals: 7.2
56,695,87

86.2%
6.3

Past 30-days Sit-Down Restaurant Users: Men 25 - 54

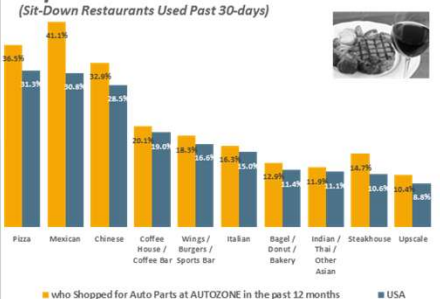


Total Monthly Sit-Down Restaurant Users: 77.3%
15,794,43

Avg. Monthly Sit-Down Restaurant Meals: 4.2
47,692,11

72.5%
3.9

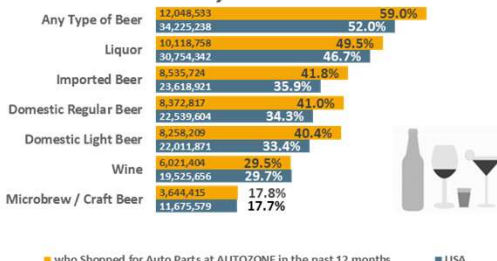
Top-10 Cuisines: Men 25 - 54



Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who Shopped for Auto Parts at AUTOZONE in the past 12 months: 25.8%
5,274,697

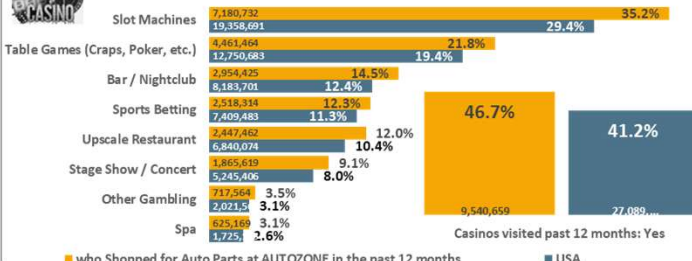
USA: 23.4%

Drank Past 30-days: Men 25 - 54



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 6,382
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Past 12 months Casino Activities: Men 25 - 54

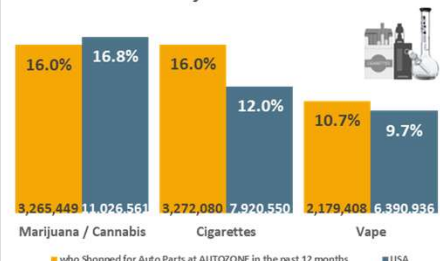


Casinos visited past 12 months: Yes
9,540,659
27,089,...

46.7%
41.2%

USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

Used Past 30-days: Men 25 - 54

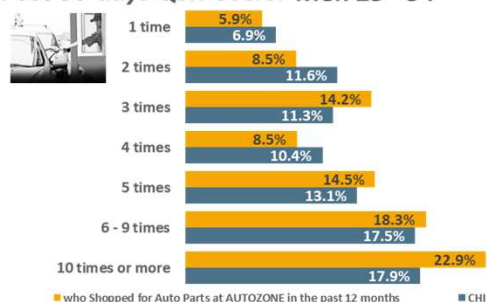


USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

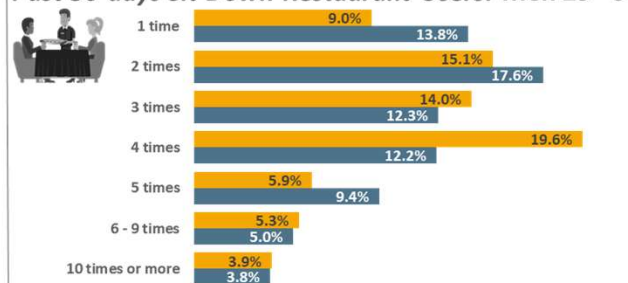


29.4% or 558,132 of CHI DMA Men 25 - 54 Shopped for Auto Parts at AUTOZONE in the past 12 months. Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months are 4.6% more likely to use QSRs past mo., 1.9% less likely to use Sit-Down Restaurants past mo., 12.4% more likely to use Casinos past yr., 66.9% less likely to smoke cigarettes.

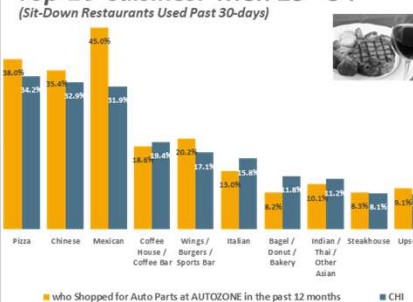
Past 30-days QSR Users: Men 25 - 54



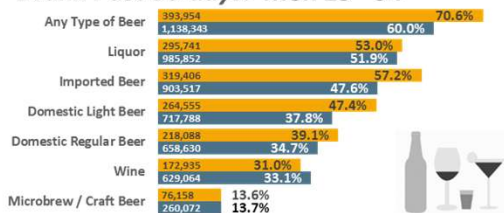
Past 30-days Sit-Down Restaurant Users: Men 25 - 54



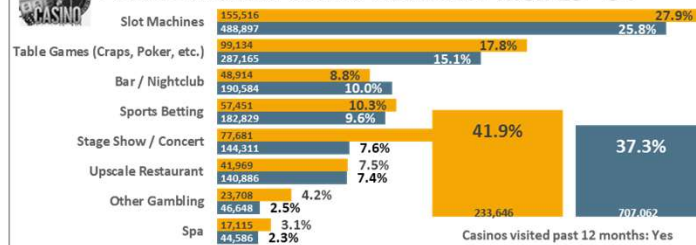
Top-10 Cuisines: Men 25 - 54



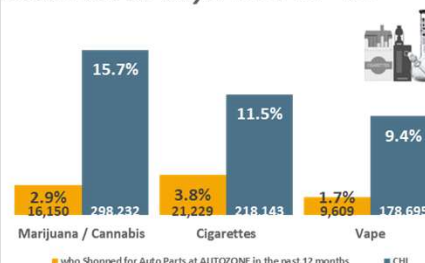
Drank Past 30-days: Men 25 - 54



Past 12 months Casino Activities: Men 25 - 54



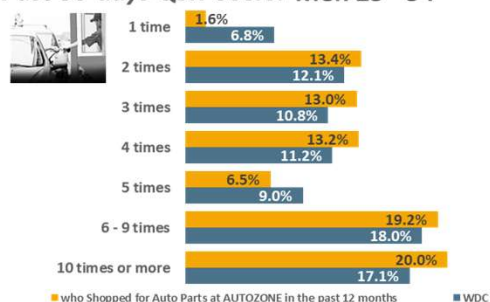
Used Past 30-days: Men 25 - 54



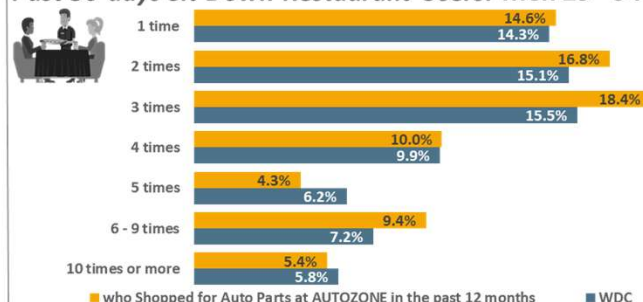


32.8% or 485,385 of WDC DMA Men 25 - 54 Shopped for Auto Parts at AUTOZONE in the past 12 months. Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months are 2.3% more likely to use QSRs past mo., 6.4% more likely to use Sit-Down Restaurants past mo., 3.1% less likely to use Casinos past yr., 58.2% less likely to smoke cigarettes.

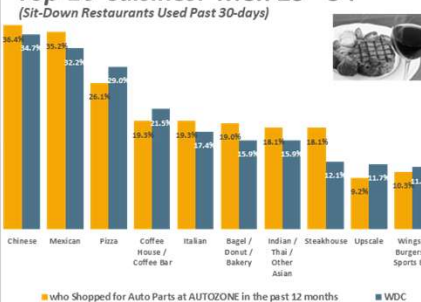
Past 30-days QSR Users: Men 25 - 54



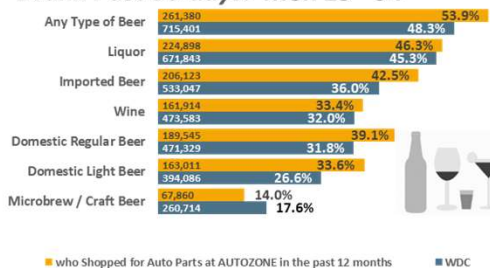
Past 30-days Sit-Down Restaurant Users: Men 25 - 54



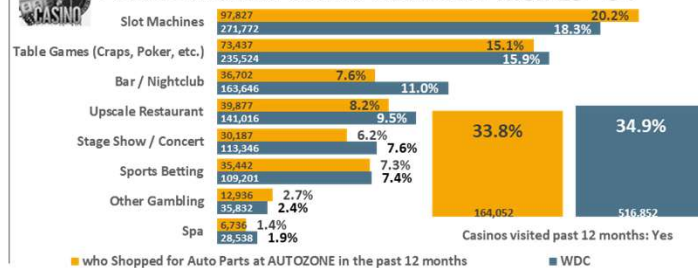
Top-10 Cuisines: Men 25 - 54



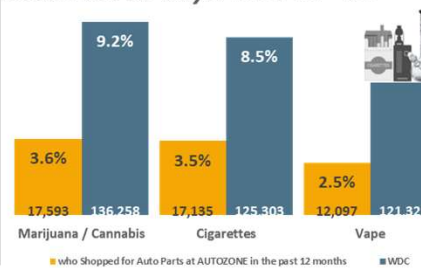
Drank Past 30-days: Men 25 - 54



Past 12 months Casino Activities: Men 25 - 54



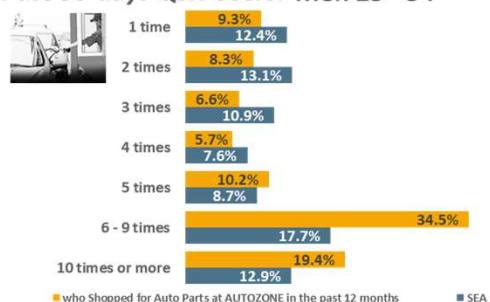
Used Past 30-days: Men 25 - 54





26.6% or 328,441 of SEA DMA Men 25 - 54 Shopped for Auto Parts at AUTOZONE in the past 12 months. Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months are 13.1% more likely to use QSRs past mo., 11.2% more likely to use Sit-Down Restaurants past mo., 27.7% more likely to use Casinos past yr., 55.8% less likely to smoke cigarettes.

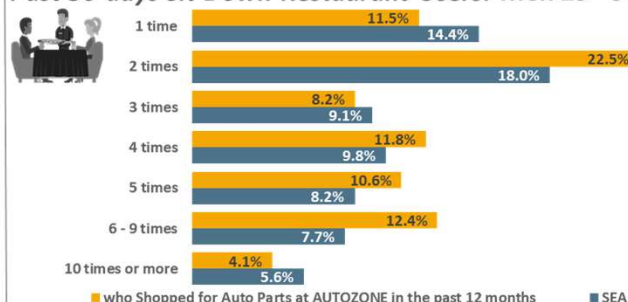
Past 30-days QSR Users: Men 25 - 54



Total Monthly QSR Users: 94.2% (309,303) vs 83.3% (1,027,301)

Avg. Monthly QSR Meals: 7.1 vs 5.7

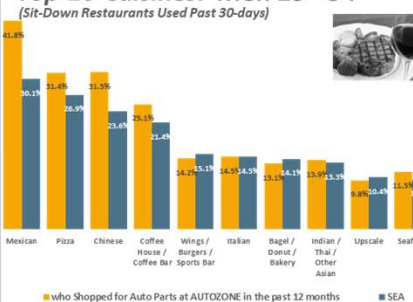
Past 30-days Sit-Down Restaurant Users: Men 25 - 54



Total Monthly Sit-Down Restaurant Users: 81.0% (266,029) vs 72.9% (808,512)

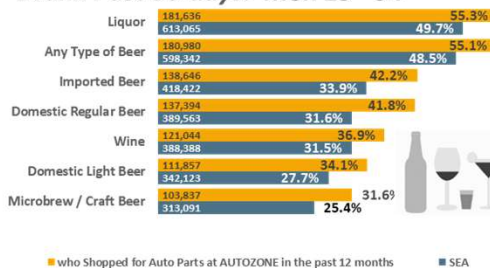
Avg. Monthly Sit-Down Restaurant Meals: 4.1 vs 4.1

Top-10 Cuisines: Men 25 - 54

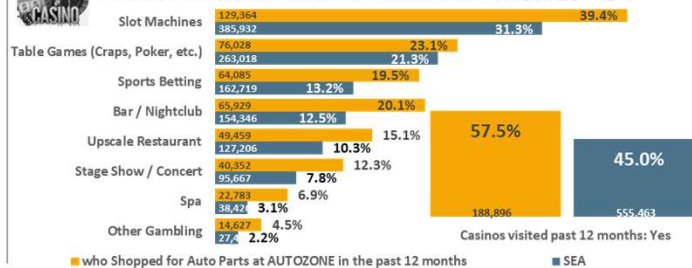


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.) who Shopped for Auto Parts at AUTOZONE in the past 12 months: 96,242 (29.3%) vs SEA: 295,986 (24.0%)

Drank Past 30-days: Men 25 - 54

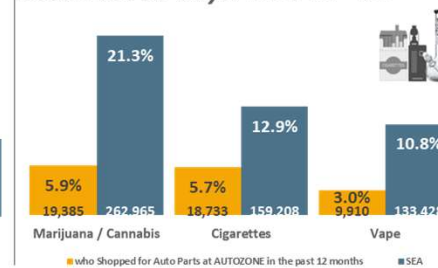


Past 12 months Casino Activities: Men 25 - 54



Casinos visited past 12 months: Yes 57.5% (188,896) vs 45.0% (555,663)

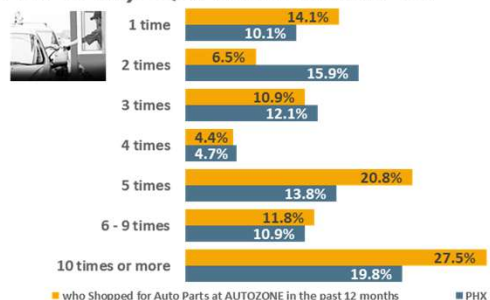
Used Past 30-days: Men 25 - 54



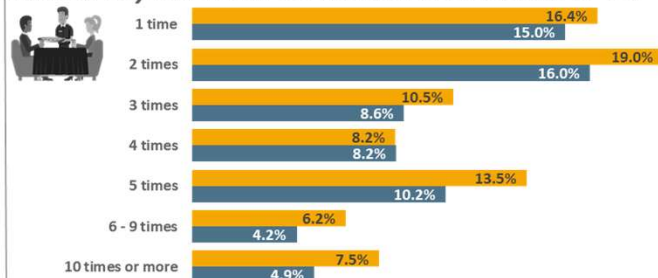


37.7% or 448,558 of PHX DMA Men 25 - 54 Shopped for Auto Parts at AUTOZONE in the past 12 months. Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months are 9.8% more likely to use QSRs past mo., 21.1% more likely to use Sit-Down Restaurants past mo., 16.7% more likely to use Casinos past yr., 57.6% less likely to smoke cigarettes.

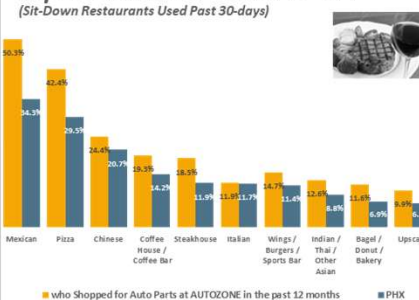
Past 30-days QSR Users: Men 25 - 54



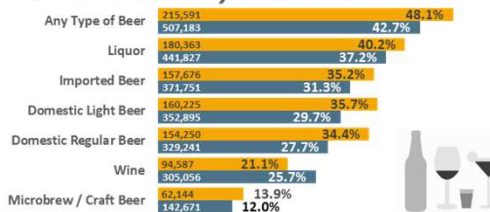
Past 30-days Sit-Down Restaurant Users: Men 25 - 54



Top-10 Cuisines: Men 25 - 54

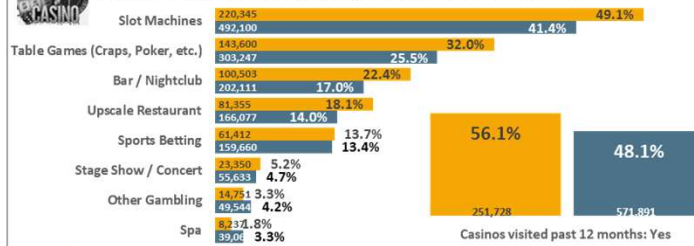


Drank Past 30-days: Men 25 - 54



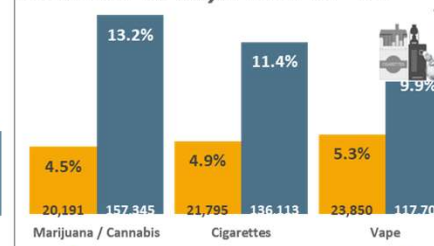
who Shopped for Auto Parts at AUTOZONE in the past 12 months PHX

Past 12 months Casino Activities: Men 25 - 54



who Shopped for Auto Parts at AUTOZONE in the past 12 months PHX

Used Past 30-days: Men 25 - 54



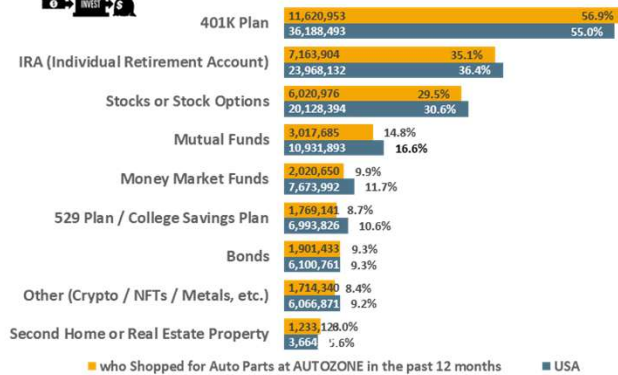
who Shopped for Auto Parts at AUTOZONE in the past 12 months PHX



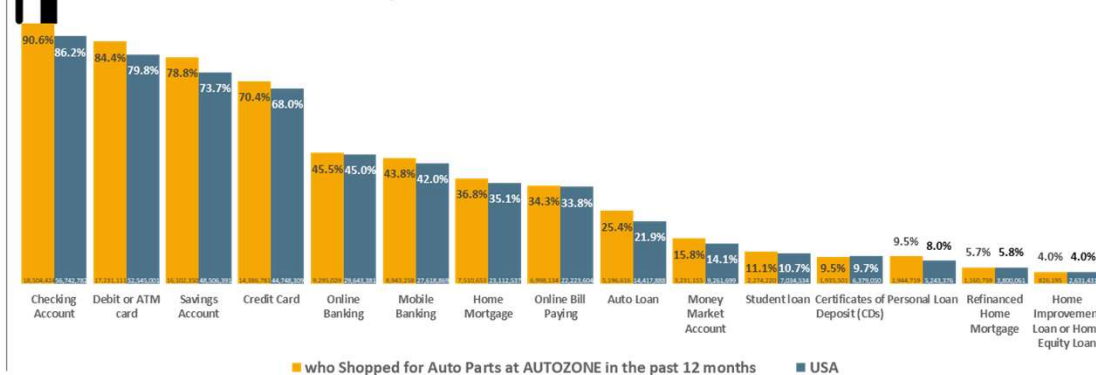
31.1% or 20,423,202 of USA Men 25 - 54 Shopped for Auto Parts at AUTOZONE in the past 12 months. Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months are 3.5% more likely to have a 401K, 16.1% more likely to have an Auto Loan, 1.7% more likely to Invest/Trade Stocks Online, 11.1% more likely to pay with their Debit Card.



Investments Owned: Men 25 - 54



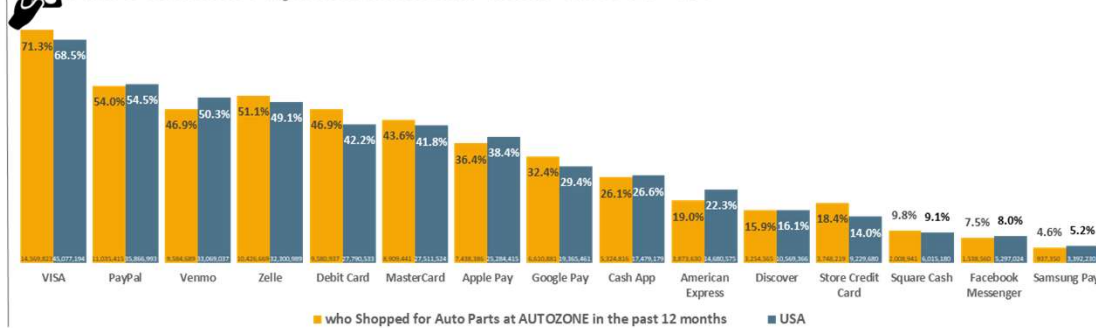
Financial Services Has and/or Uses: Men 25 - 54



Professional Services Used*: Men 25 - 54



Past 3-Months Payment Methods Used: Men 25 - 54

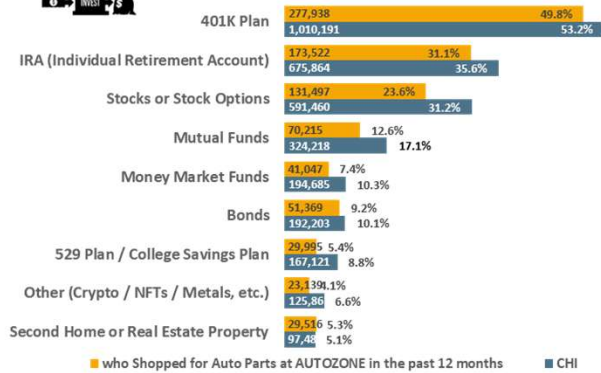




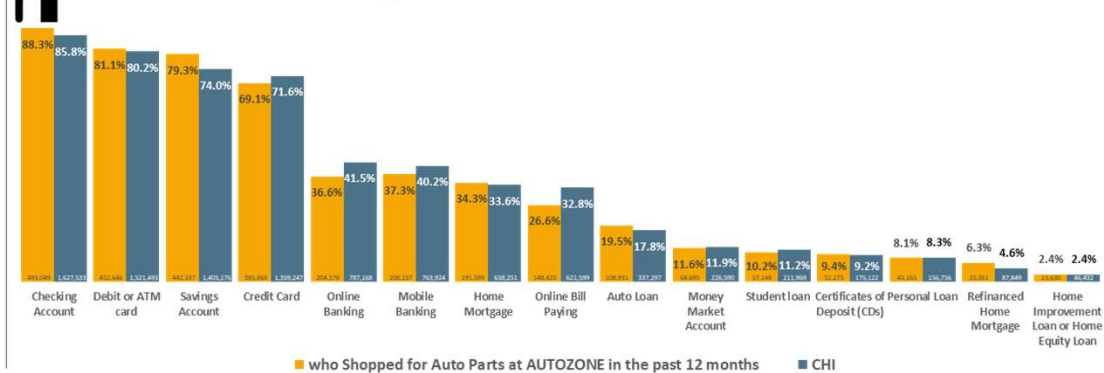
29.4% or 558,132 of CHI DMA Men 25 - 54 Shopped for Auto Parts at AUTOZONE in the past 12 months. Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months are 6.4% less likely to have a 401K, 9.8% more likely to have an Auto Loan, 8.4% less likely to Invest/Trade Stocks Online, 23.3% more likely to pay with their Debit Card.



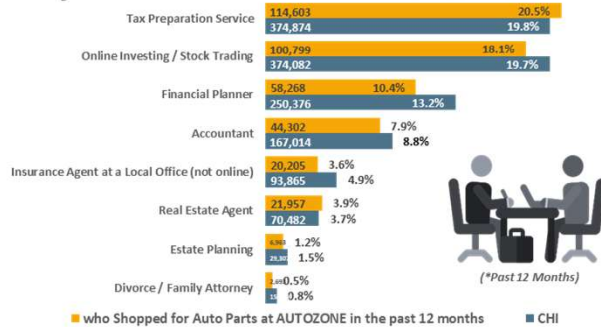
Investments Owned: Men 25 - 54



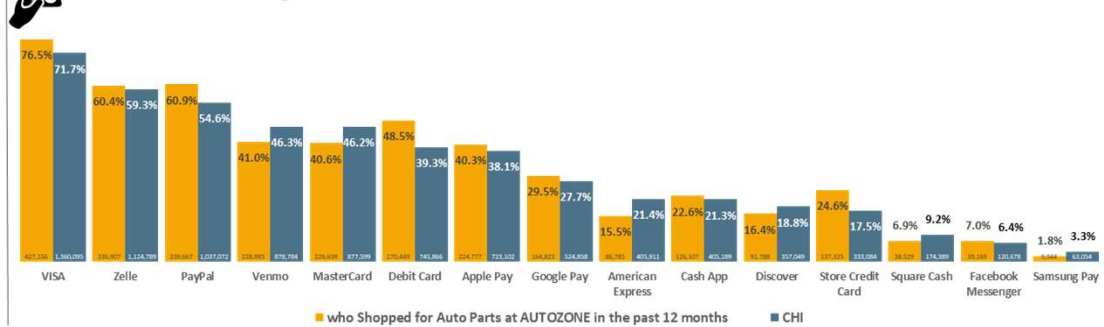
Financial Services Has and/or Uses: Men 25 - 54



Professional Services Used*: Men 25 - 54



Past 3-Months Payment Methods Used: Men 25 - 54

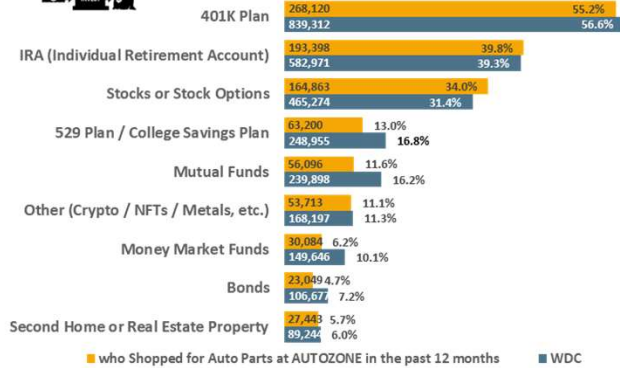




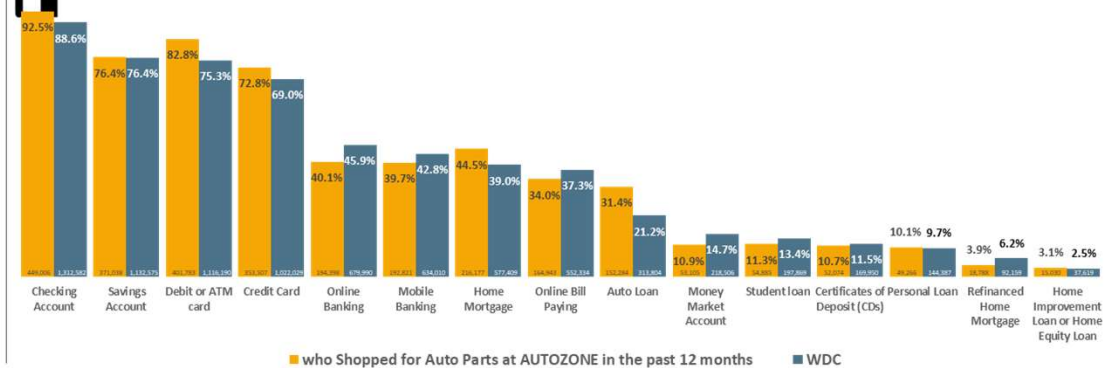
32.8% or 485,385 of WDC DMA Men 25 - 54 Shopped for Auto Parts at AUTOZONE in the past 12 months. Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months are 2.5% less likely to have a 401K, 48.2% more likely to have an Auto Loan, 4.4% less likely to Invest/Trade Stocks Online, 29.1% more likely to pay with their Debit Card.



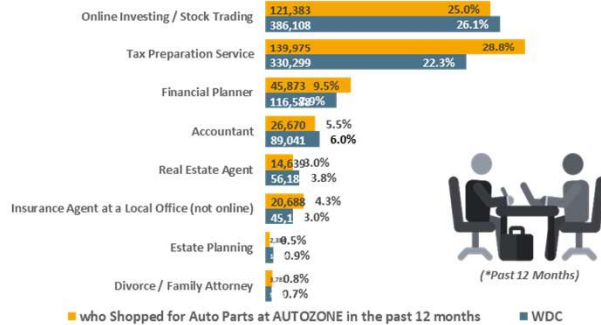
Investments Owned: Men 25 - 54



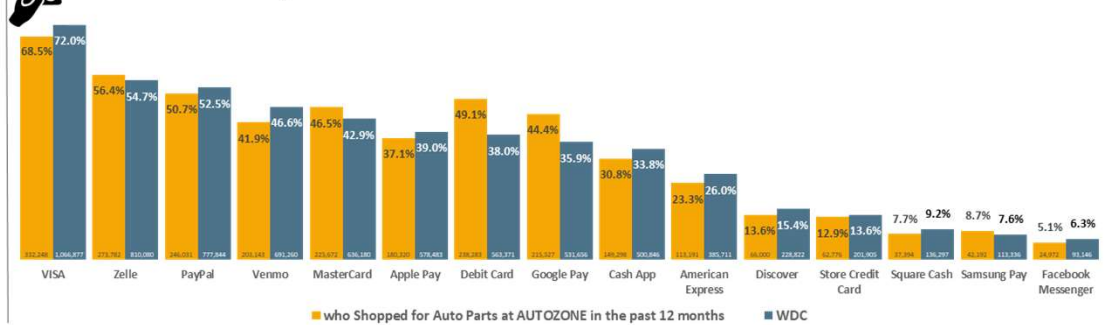
Financial Services Has and/or Uses: Men 25 - 54



Professional Services Used*: Men 25 - 54



Past 3-Months Payment Methods Used: Men 25 - 54

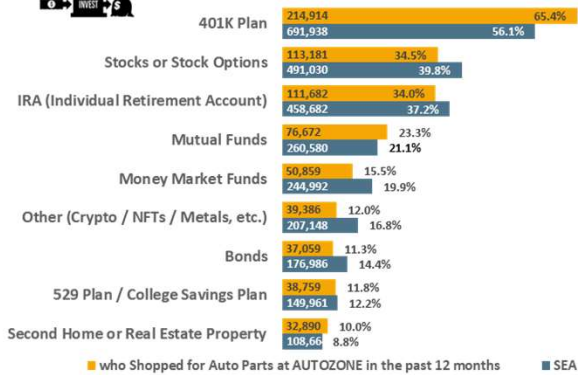




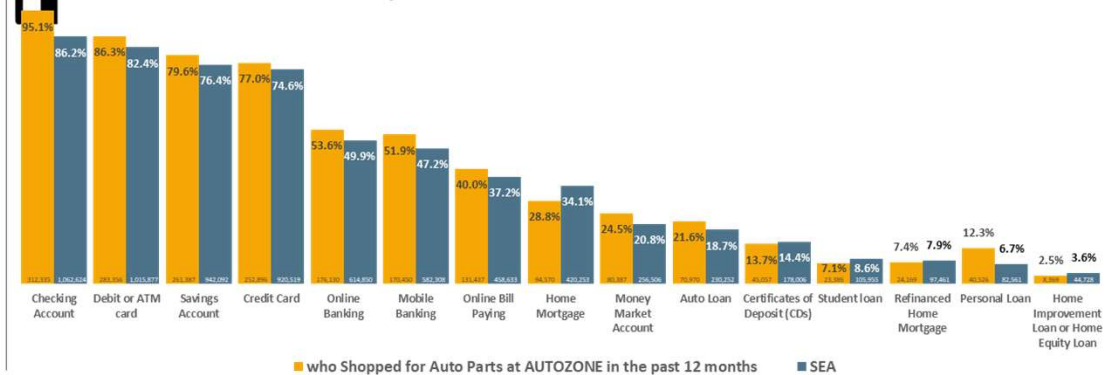
26.6% or 328,441 of SEA DMA Men 25 - 54 Shopped for Auto Parts at AUTOZONE in the past 12 months. Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months are 16.6% more likely to have a 401K, 15.7% more likely to have an Auto Loan, 14.4% less likely to Invest/Trade Stocks Online, 3.5% more likely to pay with their Debit Card.



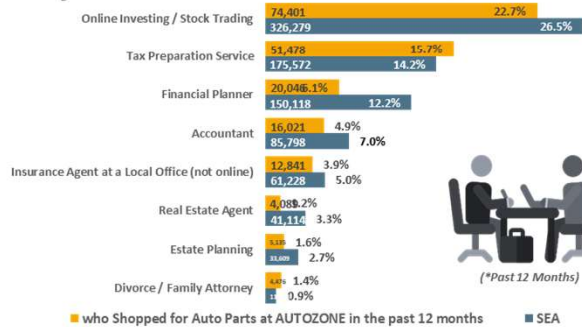
Investments Owned: Men 25 - 54



Financial Services Has and/or Uses: Men 25 - 54



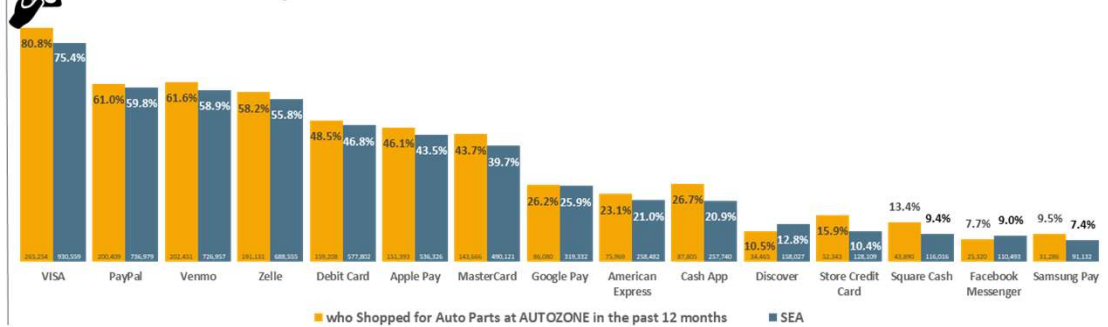
Professional Services Used*: Men 25 - 54



(*Past 12 Months)



Past 3-Months Payment Methods Used: Men 25 - 54

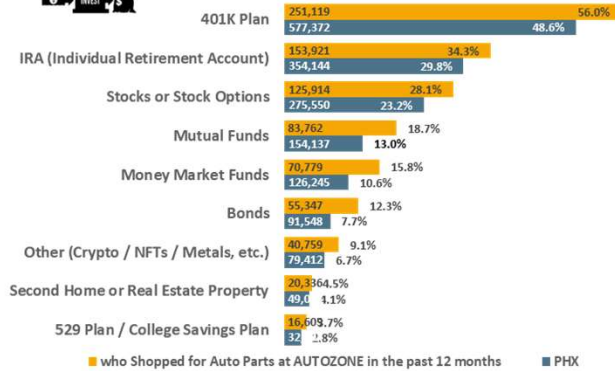




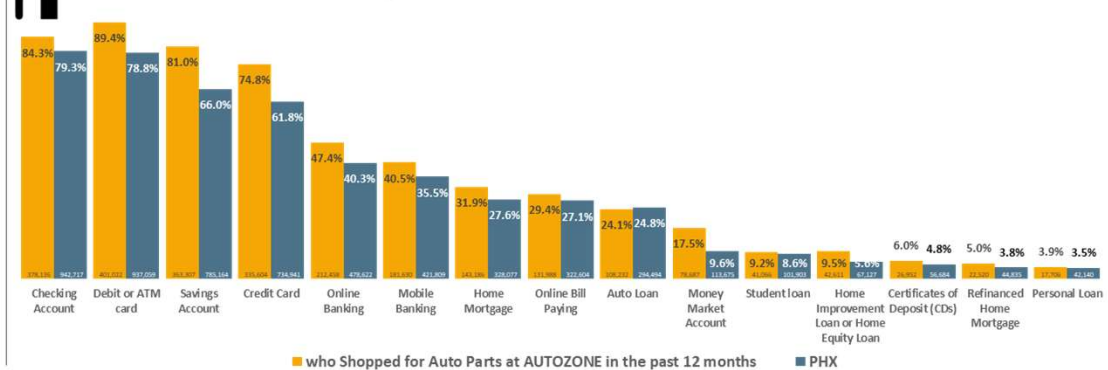
37.7% or 448,558 of PHX DMA Men 25 - 54 Shopped for Auto Parts at AUTOZONE in the past 12 months. Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months are 15.3% more likely to have a 401K, 2.6% less likely to have an Auto Loan, 26.4% more likely to Invest/Trade Stocks Online, .9% more likely to pay with their Debit Card.



Investments Owned: Men 25 - 54



Financial Services Has and/or Uses: Men 25 - 54



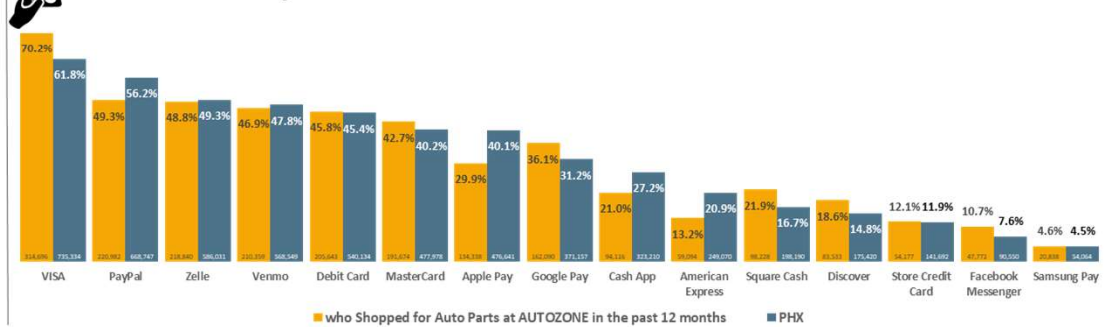
Professional Services Used*: Men 25 - 54



(*Past 12 Months)

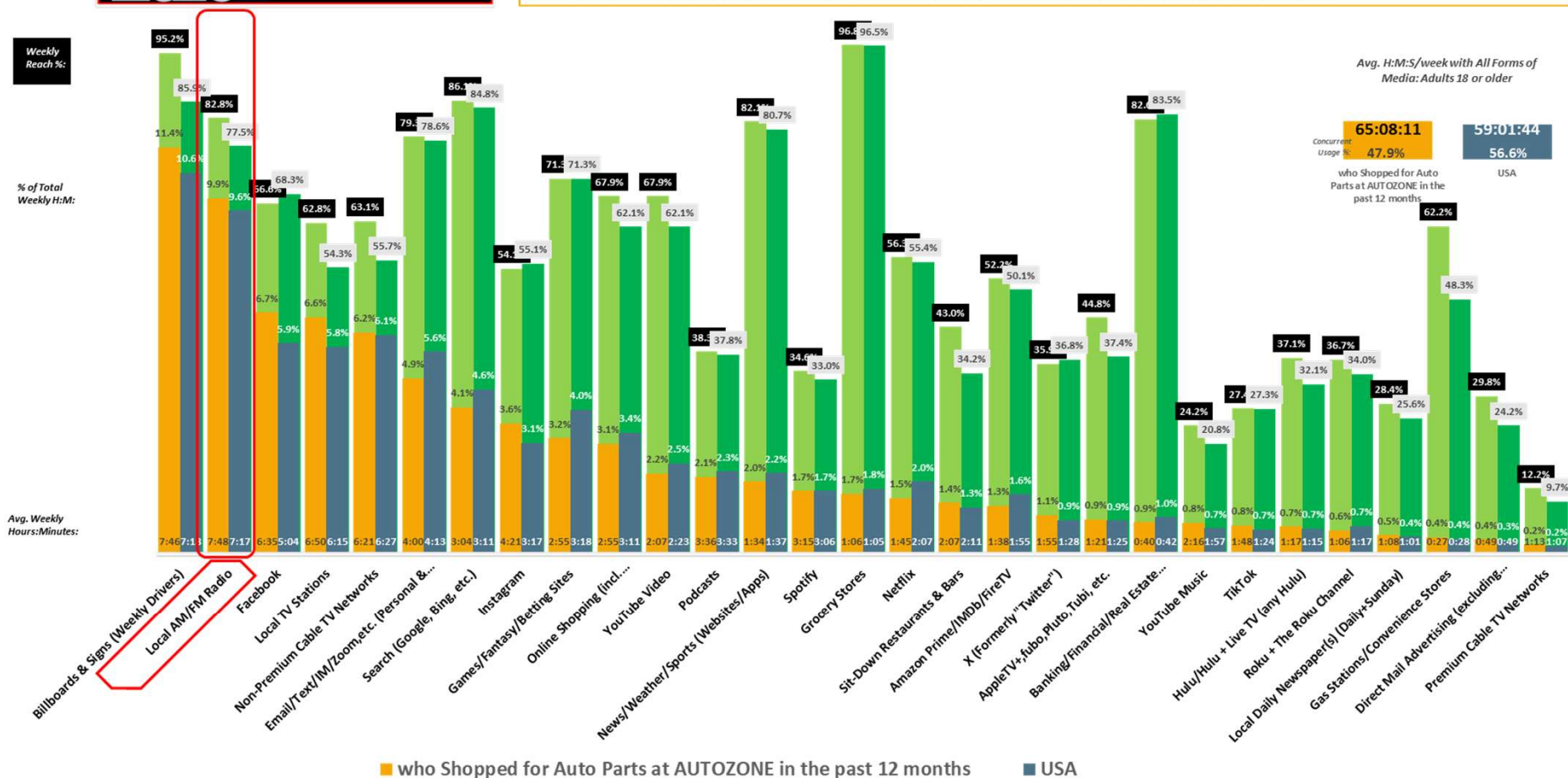


Past 3-Months Payment Methods Used: Men 25 - 54





Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months spend an average of 2 days, 17 hours, 8 minutes and 11 seconds each week with All Forms of Media.
 82.8% of Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months spend an avg. of 7 hours and 48 minutes each week listening to All Local AM/FM Radio, representing 9.9% of total time spent with all forms of Media.



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 6,382 USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507
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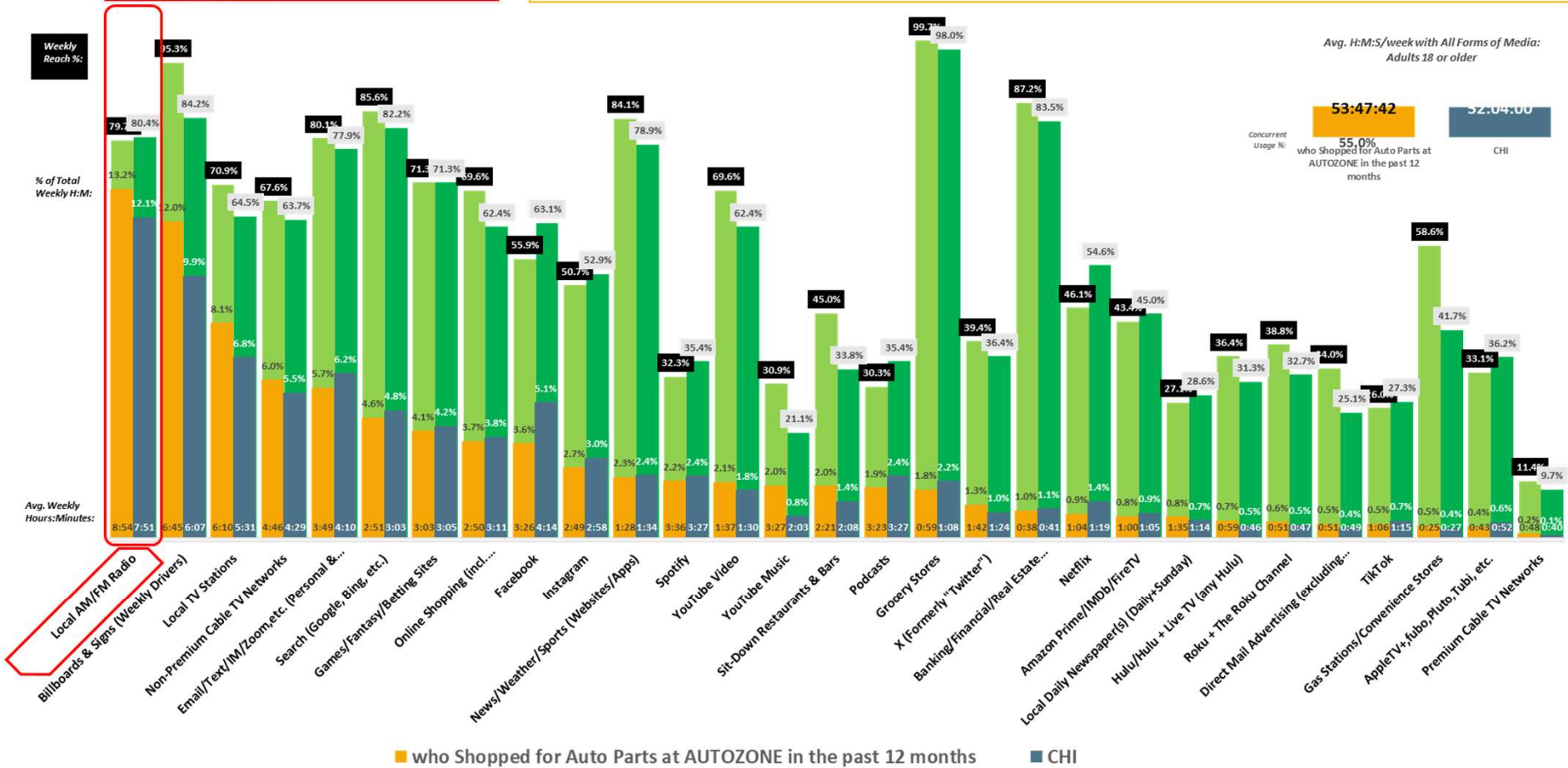
Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): AutoZone



Share of Everything for Anything

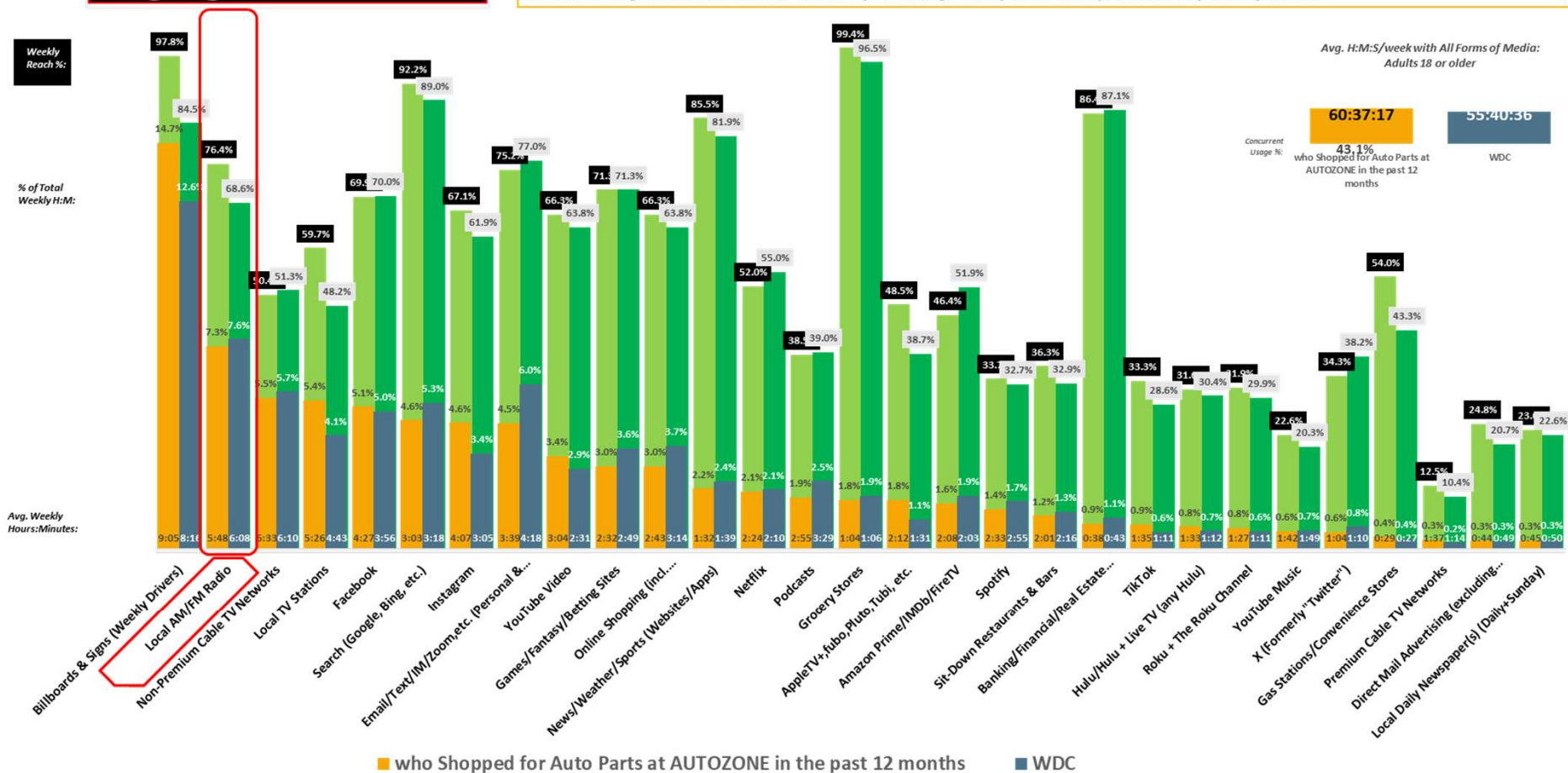


Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months spend an average of 2 days, 5 hours, 47 minutes and 42 seconds each week with All Forms of Media.
 79.7% of Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months spend an avg. of 8 hours and 54 minutes each week listening to All Local AM/FM Radio, representing 13.2% of total time spent with all forms of Media.



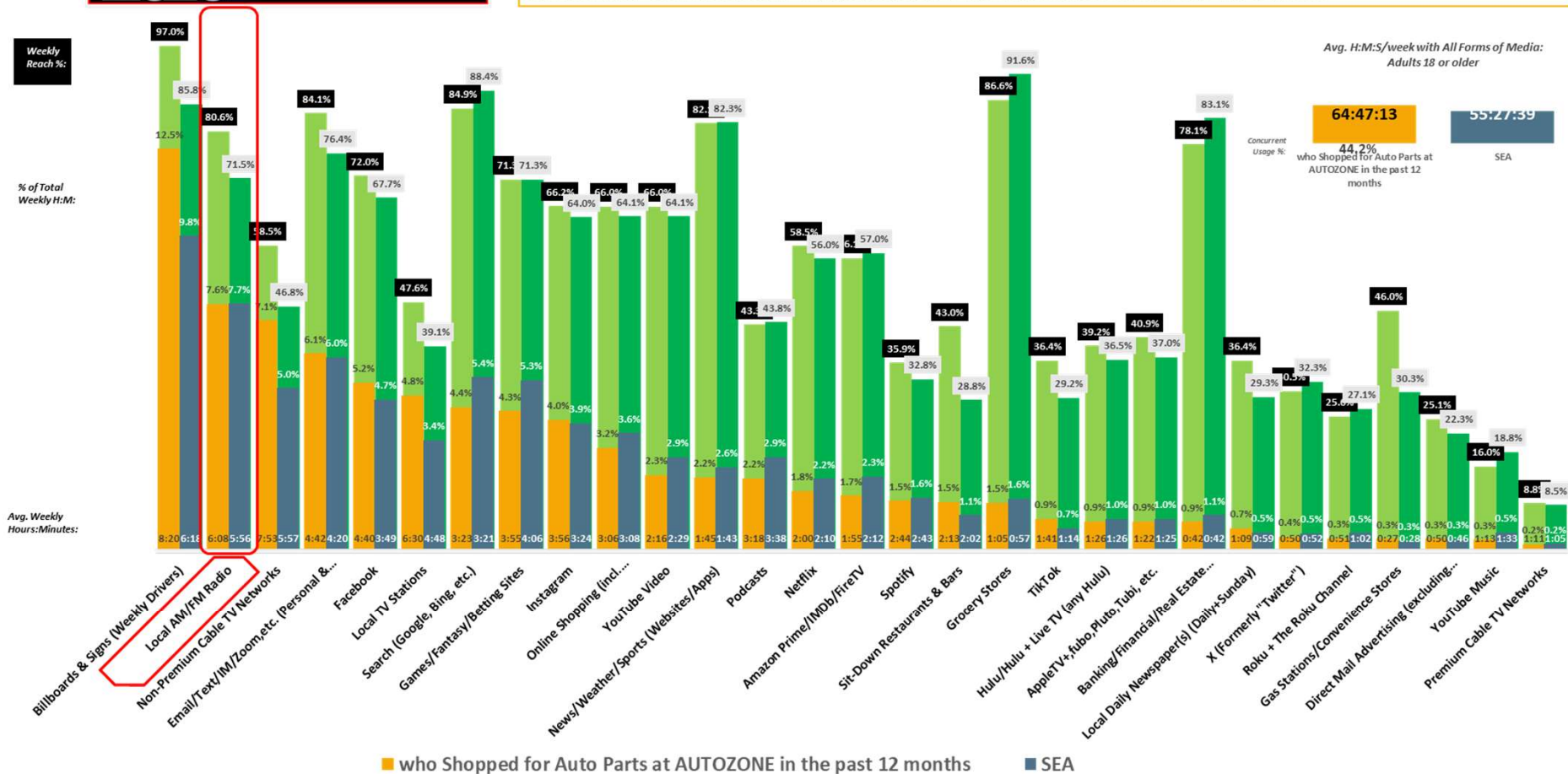


Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months spend an average of 2 days, 12 hours, 37 minutes and 17 seconds each week with All Forms of Media.
76.4% of Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months spend an avg. of 5 hours and 48 minutes each week listening to All Local AM/FM Radio, representing 7.3% of total time spent with all forms of Media.



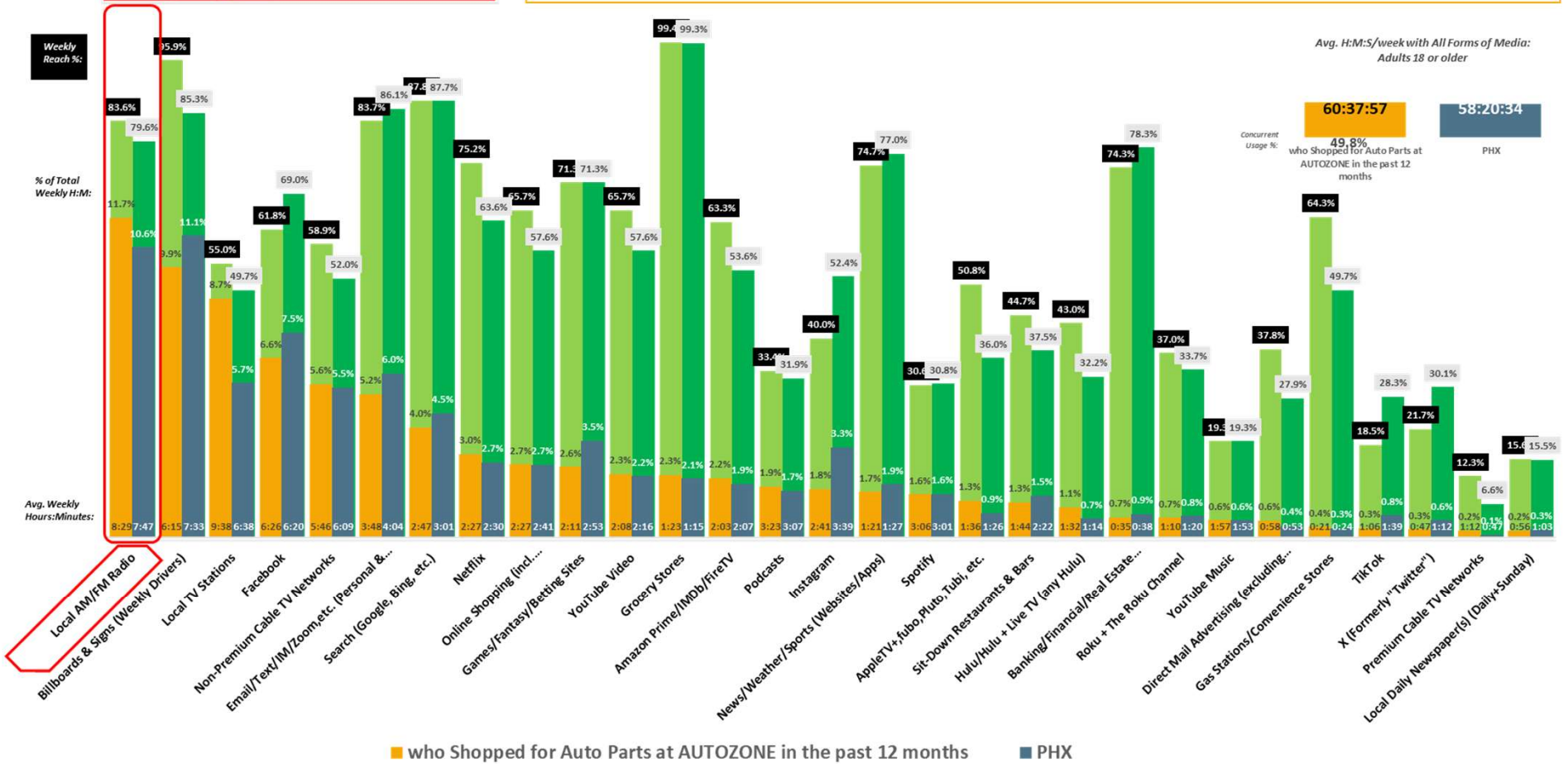


Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months spend an average of 2 days, 16 hours, 47 minutes and 13 seconds each week with All Forms of Media.
80.6% of Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months spend an avg. of 6 hours and 8 minutes each week listening to All Local AM/FM Radio, representing 7.6% of total time spent with all forms of Media.



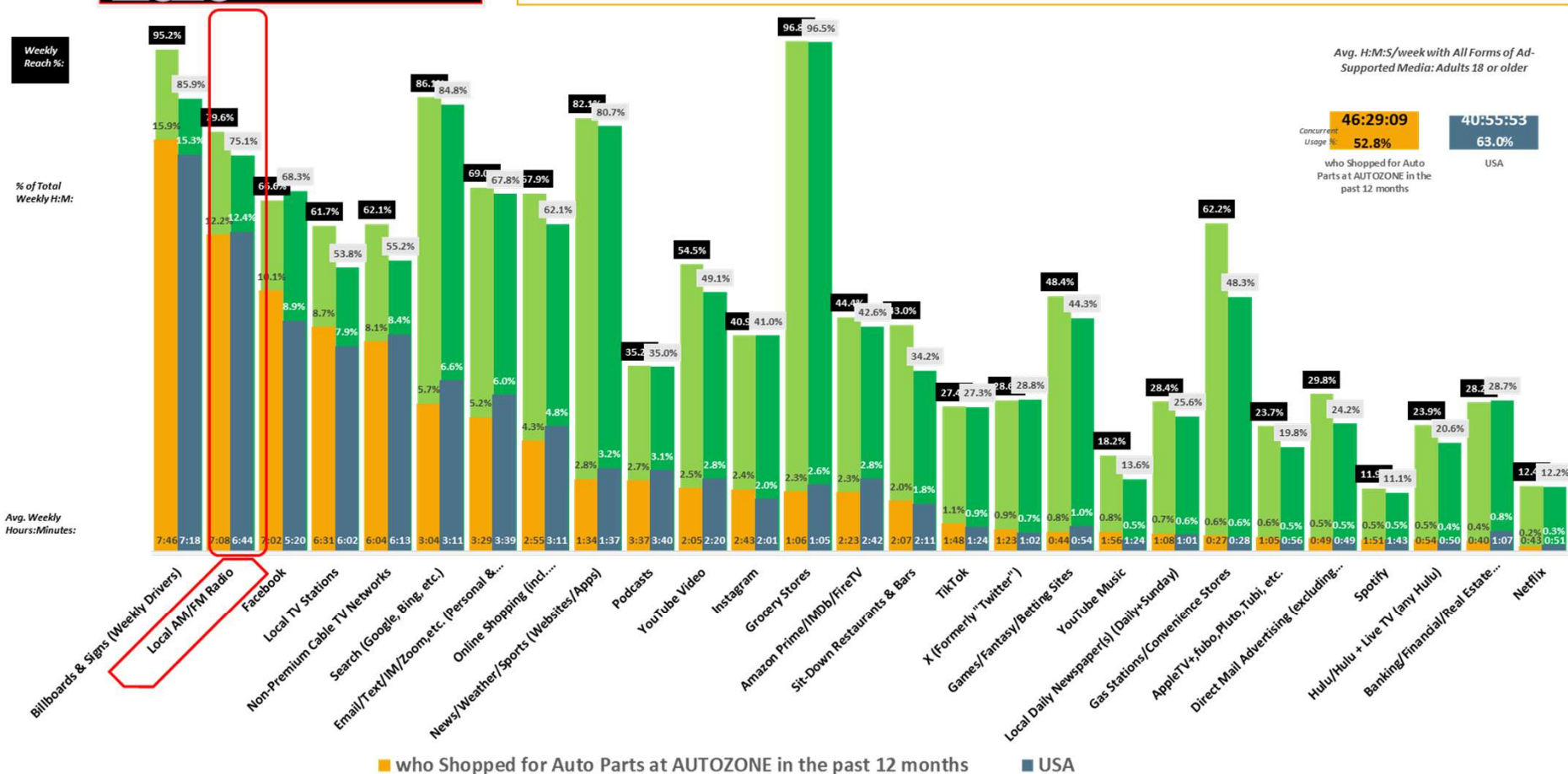


Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months spend an average of 2 days, 12 hours, 37 minutes and 57 seconds each week with All Forms of Media.
 83.6% of Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months spend an avg. of 8 hours and 29 minutes each week listening to All Local AM/FM Radio, representing 11.7% of total time spent with all forms of Media.





Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months spend an average of 1 days, 22 hours, 29 minutes and 9 seconds each week with All Forms of Ad-Supported Media.
 79.6% of Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months spend an avg. of 7 hours and 8 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.2% of total time spent with all forms of Ad-Supported Media.



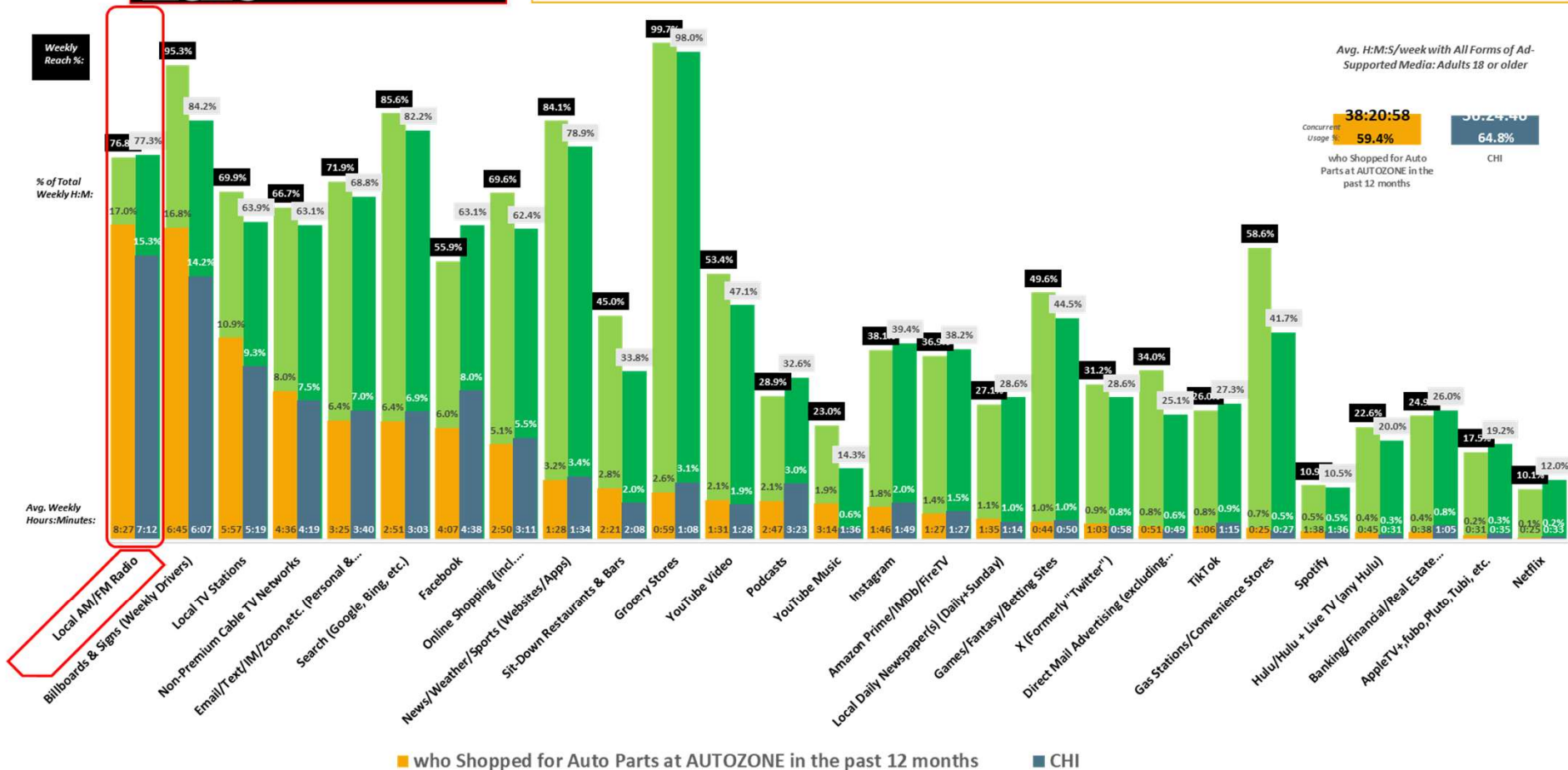
Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older

46:29:09
Concurrent Usage % **52.8%**
who Shopped for Auto Parts at AUTOZONE in the past 12 months

40:55:53
63.0%
USA

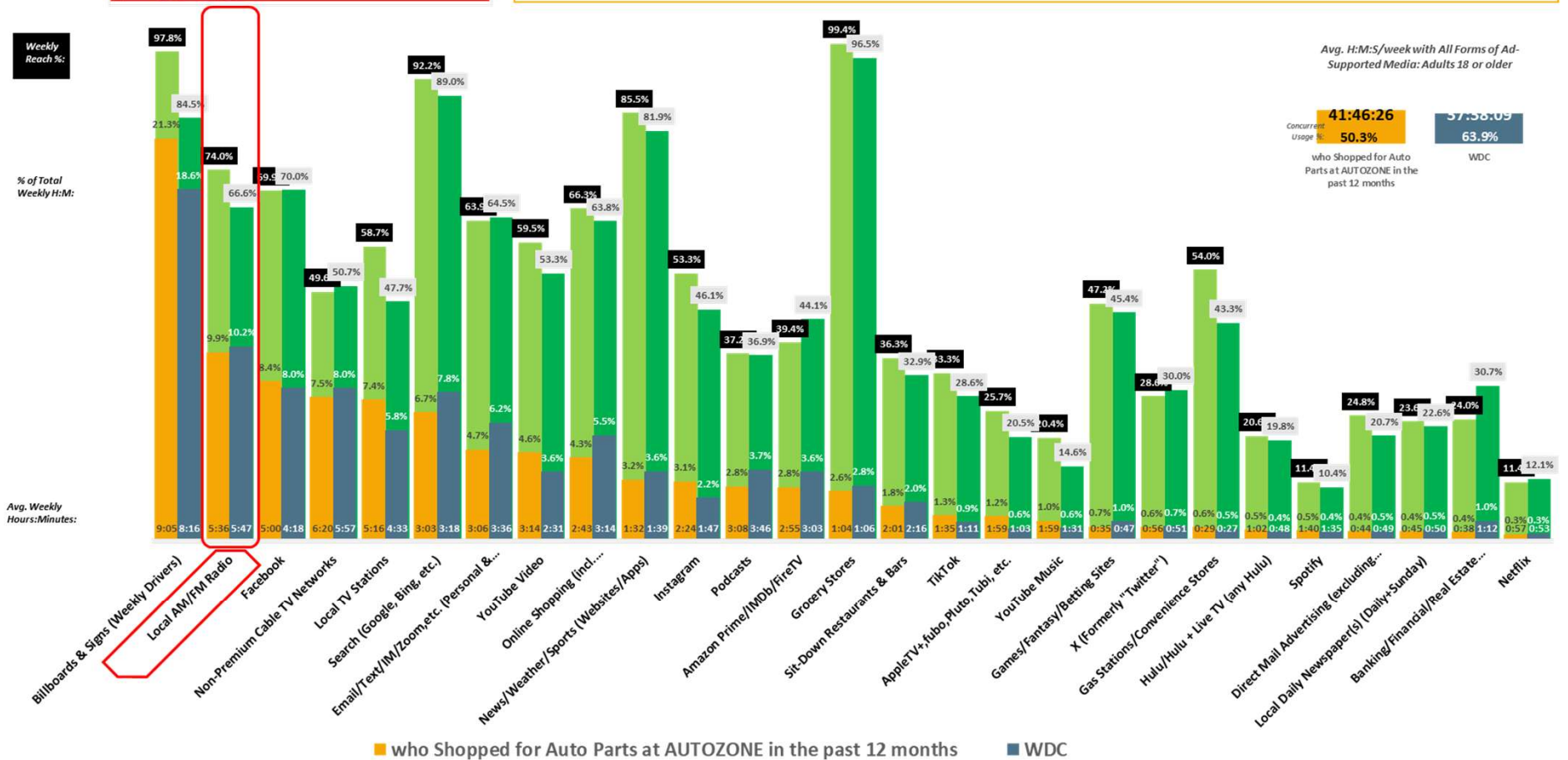


Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months spend an average of 1 days, 14 hours, 20 minutes and 58 seconds each week with All Forms of Ad-Supported Media.
 76.8% of Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months spend an avg. of 8 hours and 27 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 17.% of total time spent with all forms of Ad-Supported Media.



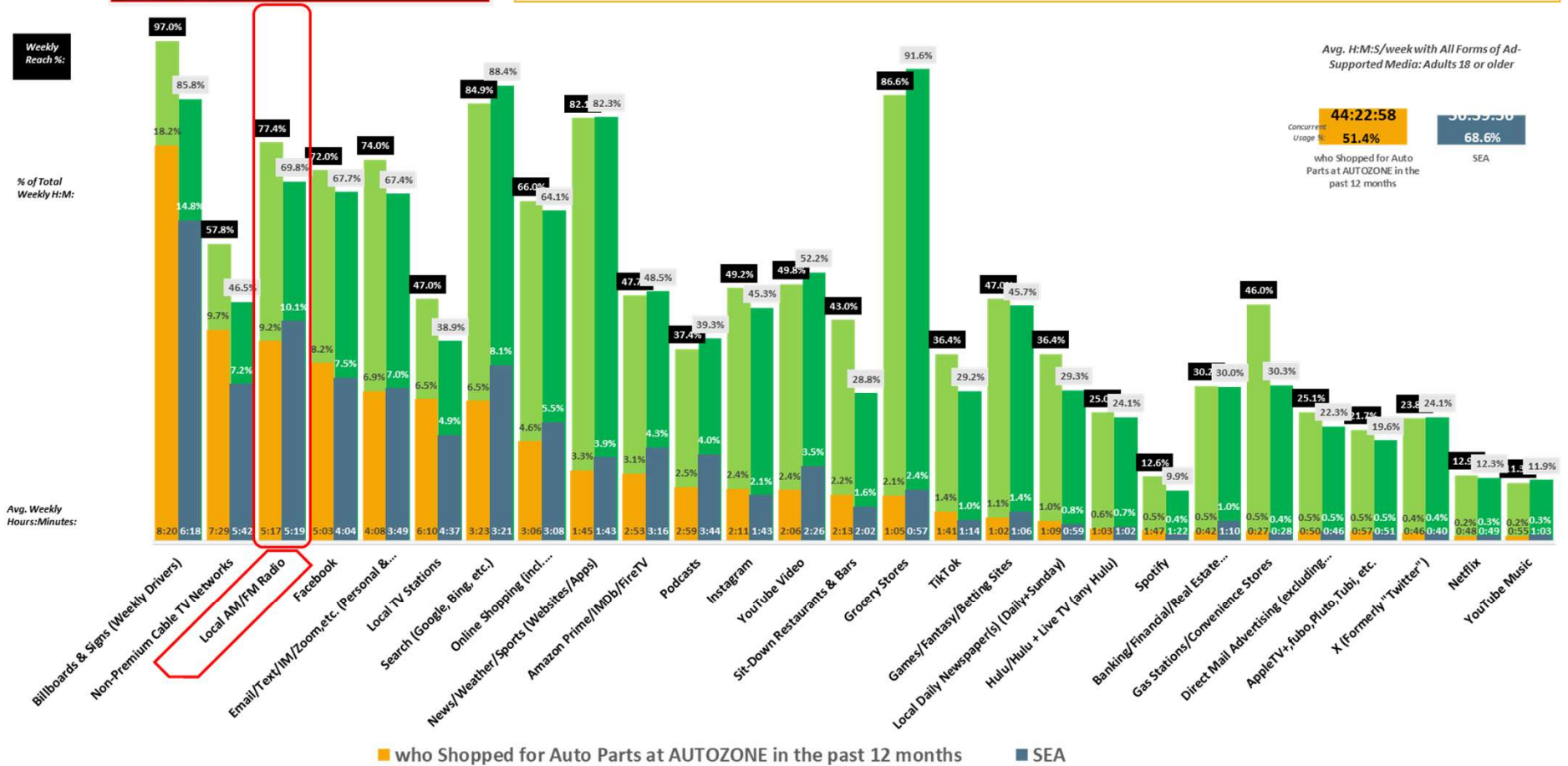


Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months spend an average of 1 days, 17 hours, 46 minutes and 26 seconds each week with All Forms of Ad-Supported Media.
 74.% of Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months spend an avg. of 5 hours and 36 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.9% of total time spent with all forms of Ad-Supported Media.





Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months spend an average of 1 days, 20 hours, 22 minutes and 58 seconds each week with All Forms of Ad-Supported Media.
 77.4% of Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months spend an avg. of 5 hours and 17 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.2% of total time spent with all forms of Ad-Supported Media.

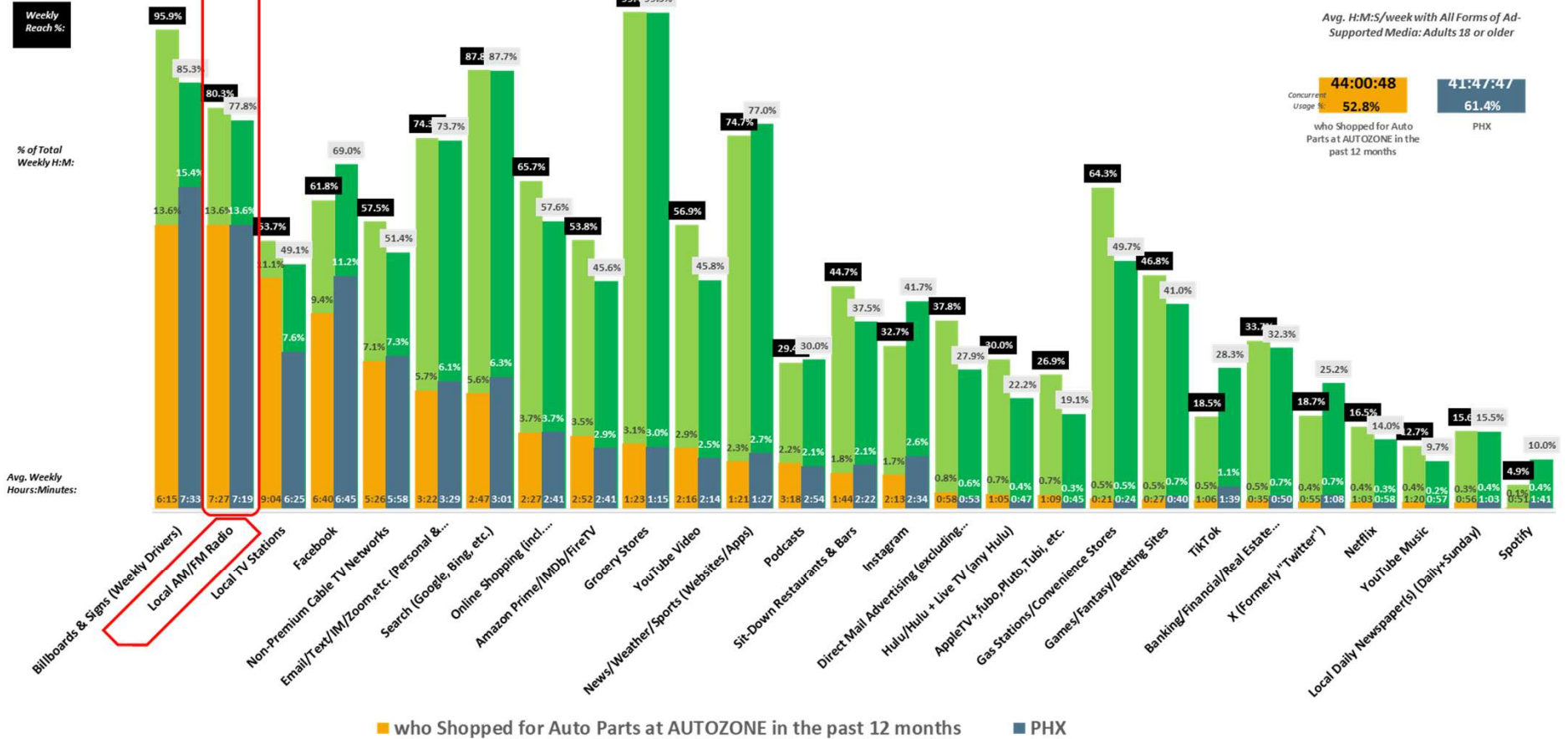


Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older

44:22:58
 Concurrent Usage % 51.4%
 who Shopped for Auto Parts at AUTOZONE in the past 12 months
 36:39:36
 68.6%
 SEA



Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months spend an average of 1 days, 20 hours, 0 minutes and 48 seconds each week with All Forms of Ad-Supported Media.
 80.3% of Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months spend an avg. of 7 hours and 27 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 13.6% of total time spent with all forms of Ad-Supported Media.



Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older

44:00:48
Concurrent Usage %
52.8%

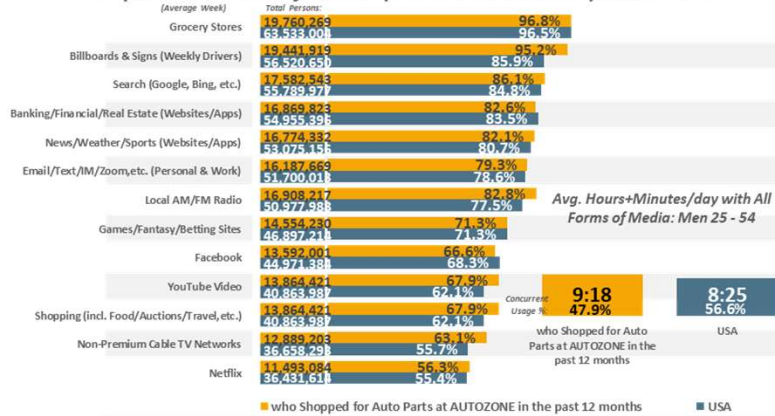
41:47:47
PHX
61.4%

who Shopped for Auto Parts at AUTOZONE in the past 12 months

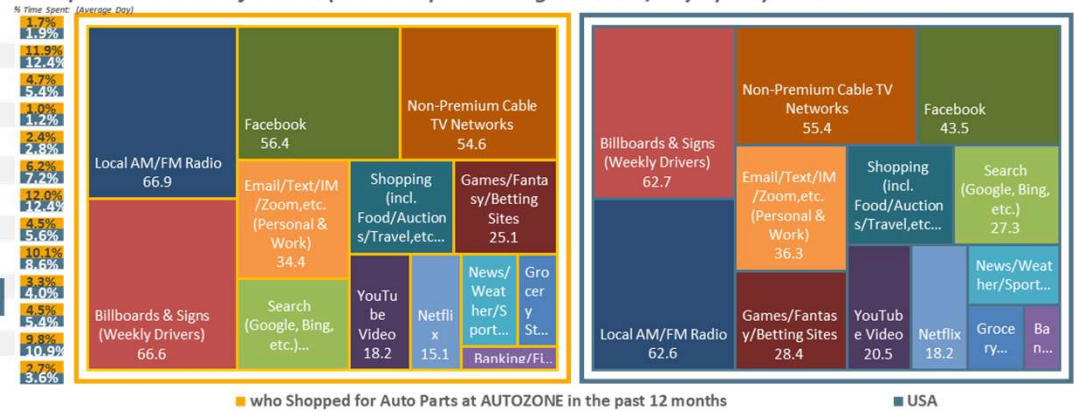


Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months spend an average of 6 hours and 38 minutes each day with All Forms of Ad-Supported Media. 79.6% listen to Local AM/FM Radio for an avg. of 61.2 minutes/day. (Local Radio delivers 12.2% of Time with Ad-Supported Media.)

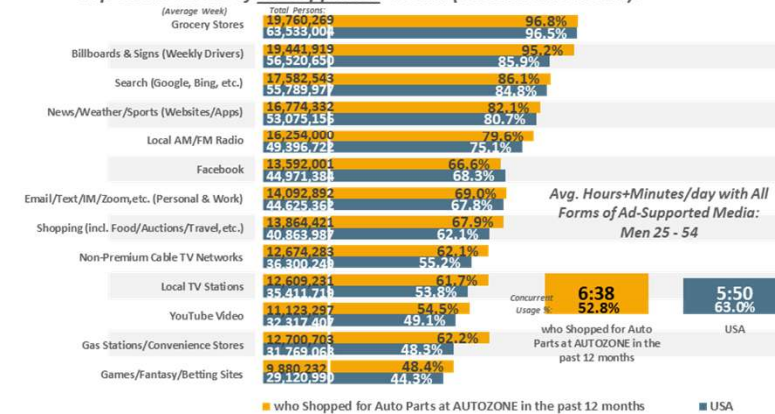
Top-13 All Forms of Media (Persons & % Reach): Men 25 - 54



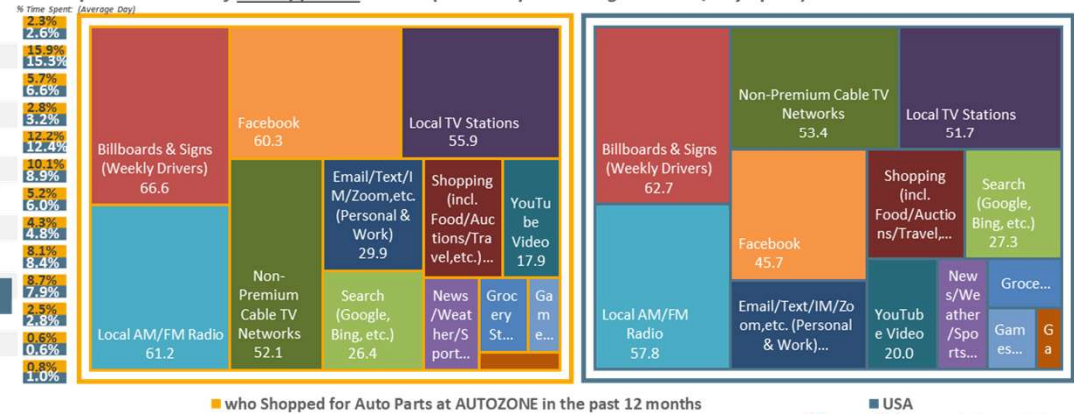
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Men 25 - 54



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 6,382
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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

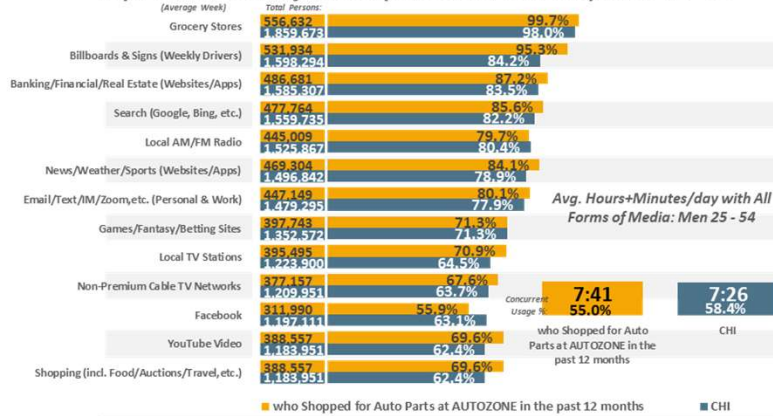
soefa.ai Share of Everything for Anything

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

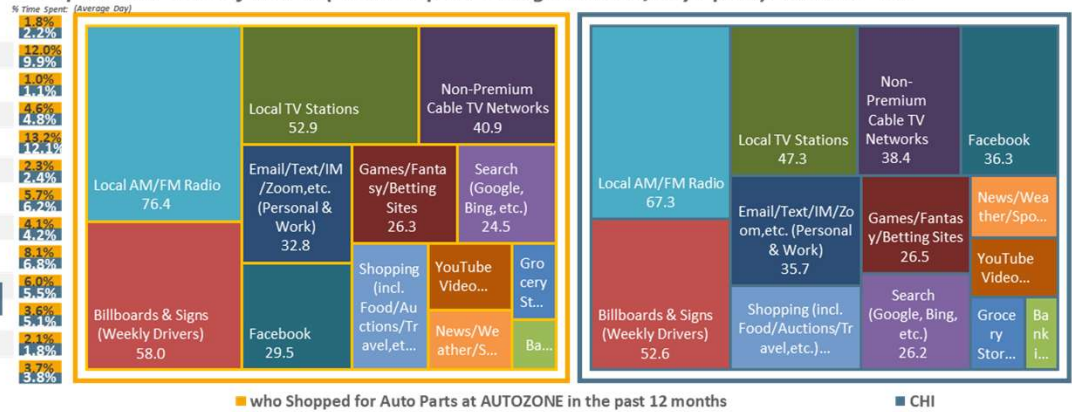


Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months spend an average of 5 hours and 28 minutes each day with All Forms of Ad-Supported Media. 76.8% listen to Local AM/FM Radio for an avg. of 72.5 minutes/day. (Local Radio delivers 17.% of Time with Ad-Supported Media.)

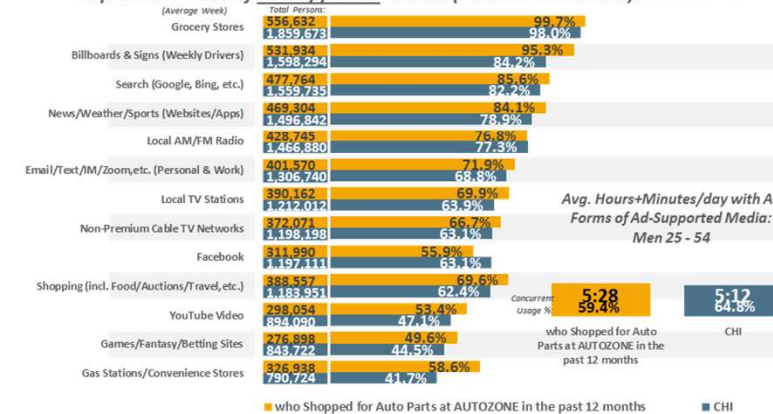
Top-13 All Forms of Media (Persons & % Reach): Men 25 - 54



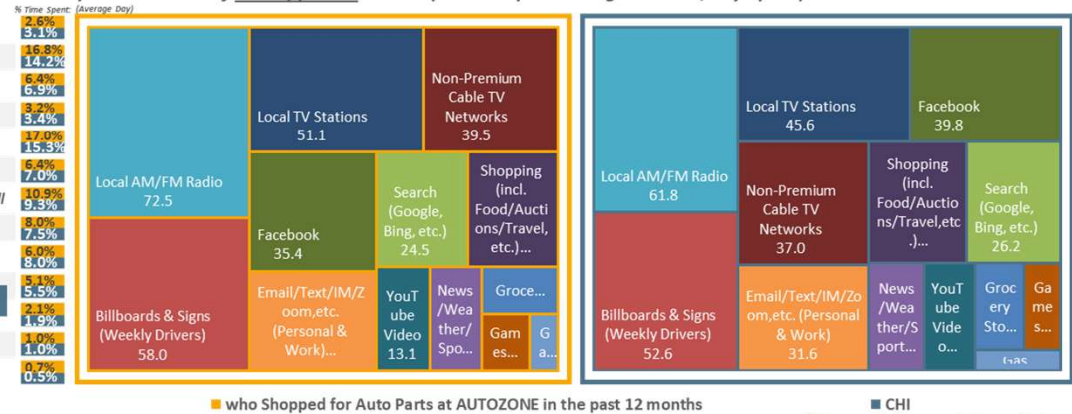
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Men 25 - 54



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,129
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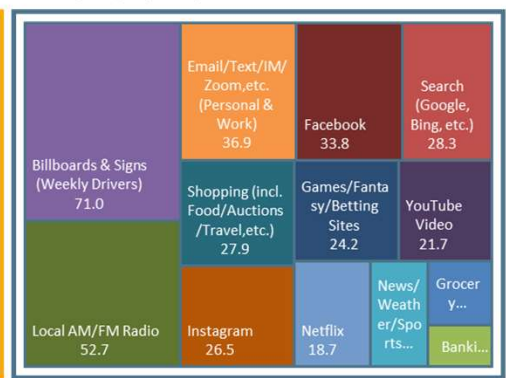
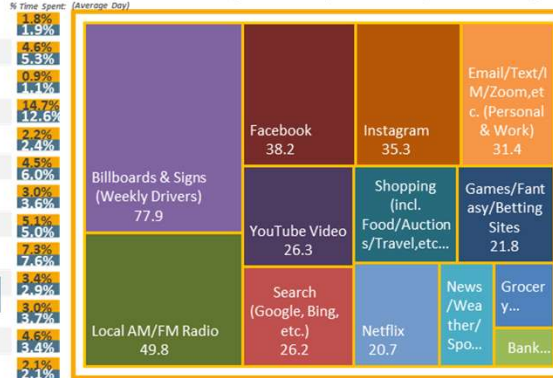
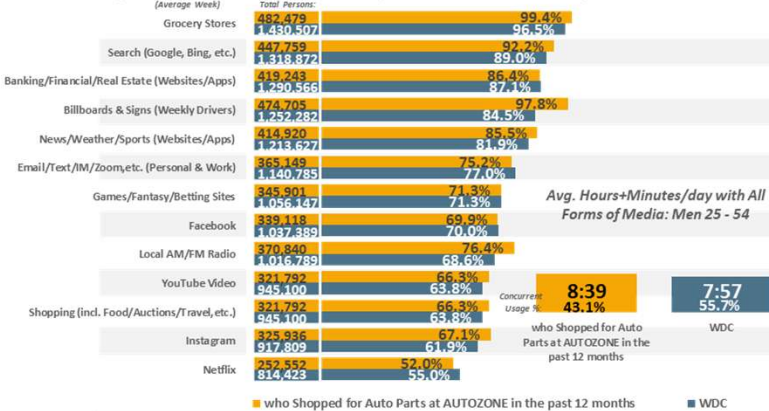
Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): AutoZone



Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months spend an average of 5 hours and 58 minutes each day with All Forms of Ad-Supported Media. 74.% listen to Local AM/FM Radio for an avg. of 48. minutes/day. (Local Radio delivers 9.9% of Time with Ad-Supported Media.)

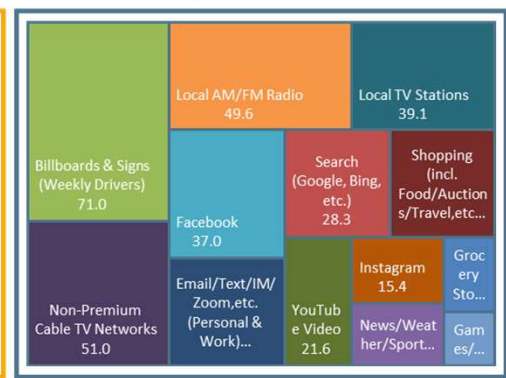
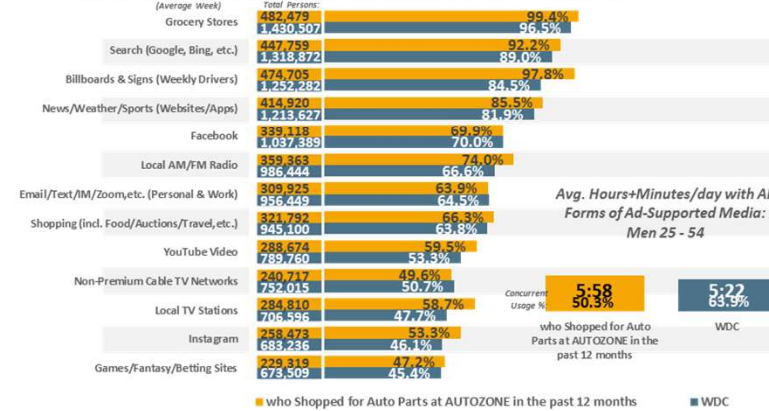
Top-13 All Forms of Media (Persons & % Reach): Men 25 - 54

Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Men 25 - 54

Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 1,442
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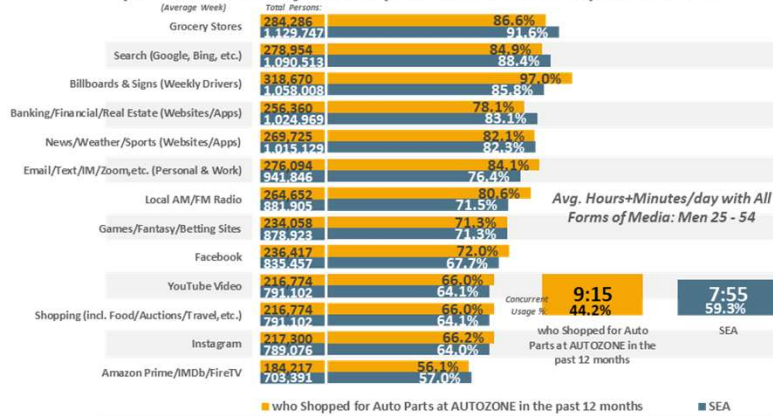
soefa.ai Share of Everything for Anything

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

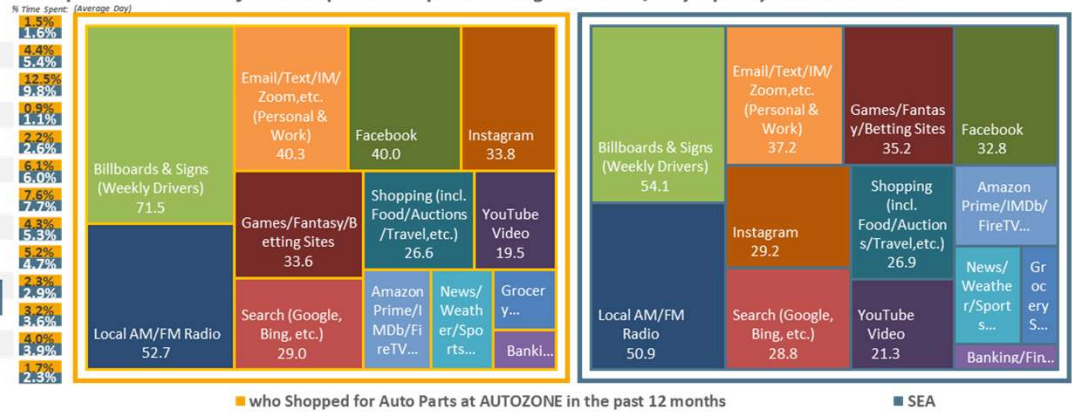


Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months spend an average of 6 hours and 20 minutes each day with All Forms of Ad-Supported Media. 77.4% listen to Local AM/FM Radio for an avg. of 45.3 minutes/day. (Local Radio delivers 9.2% of Time with Ad-Supported Media.)

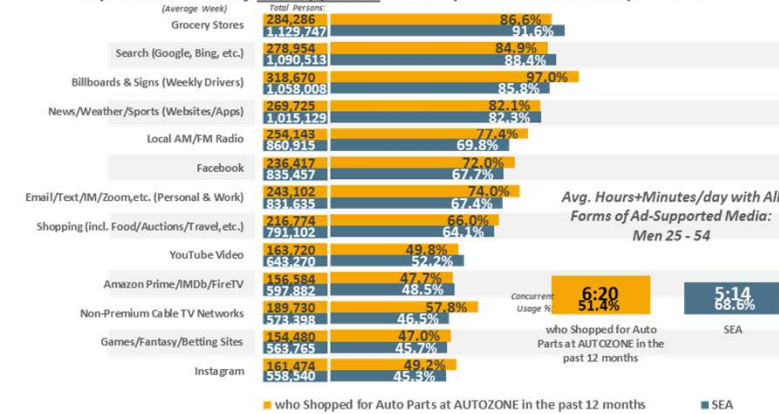
Top-13 All Forms of Media (Persons & % Reach): Men 25 - 54



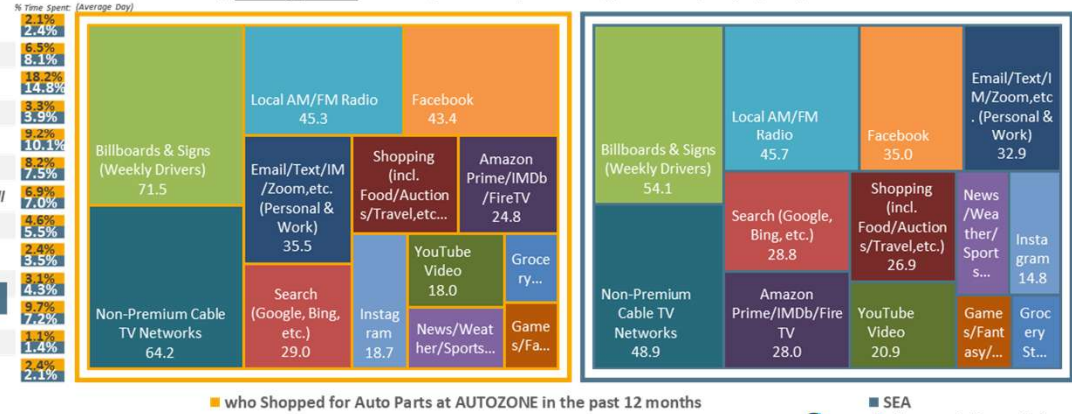
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Men 25 - 54



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 884
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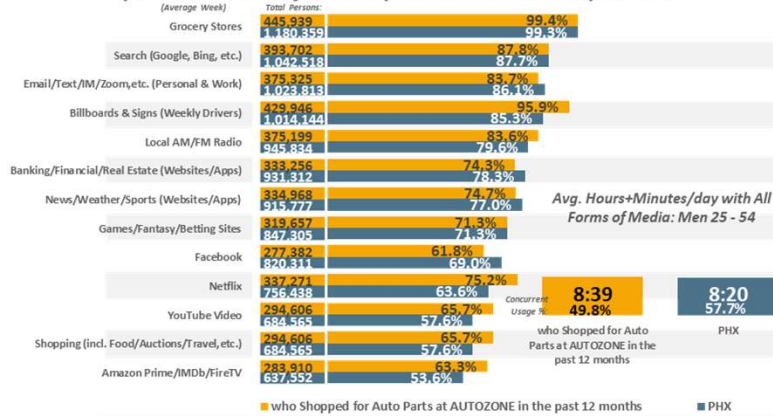
soefa.ai Share of Everything for Anything

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

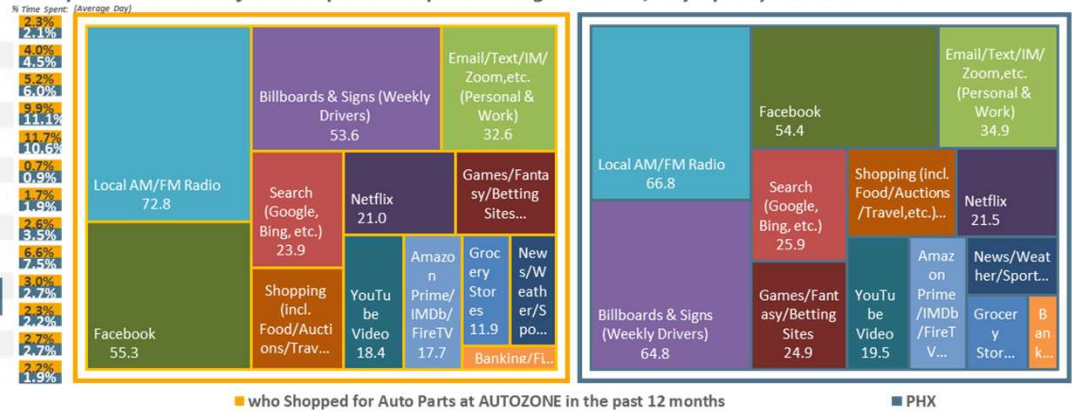


Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months spend an average of 6 hours and 17 minutes each day with All Forms of Ad-Supported Media. 80.3% listen to Local AM/FM Radio for an avg. of 64. minutes/day. (Local Radio delivers 13.6% of Time with Ad-Supported Media.)

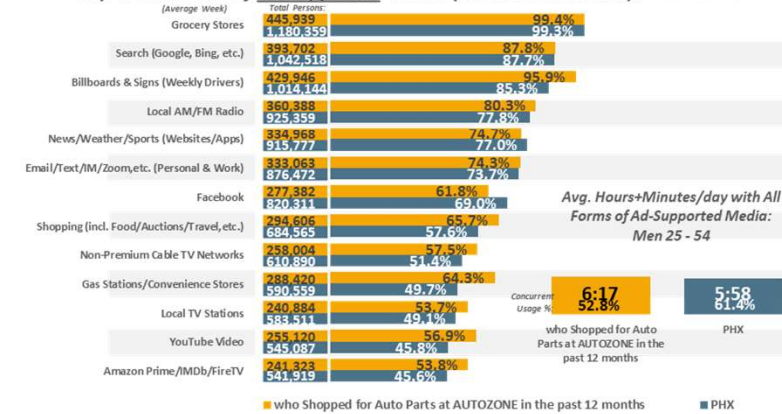
Top-13 All Forms of Media (Persons & % Reach): Men 25 - 54



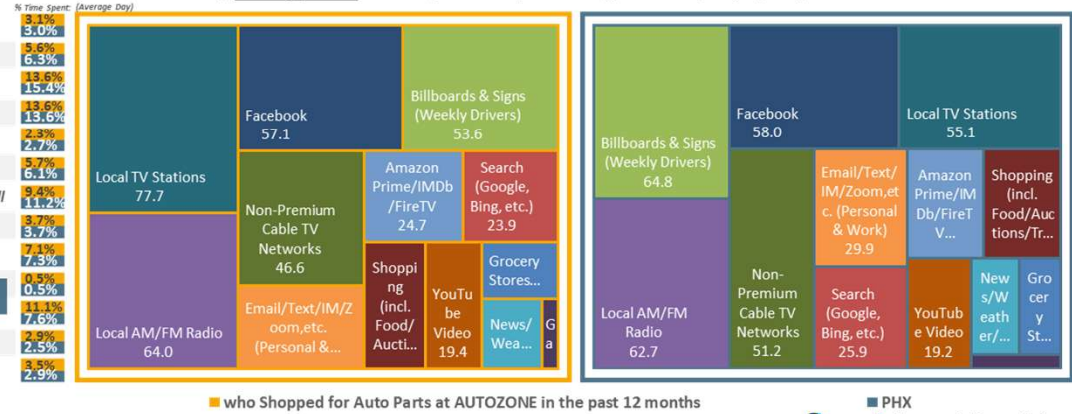
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Men 25 - 54



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 834
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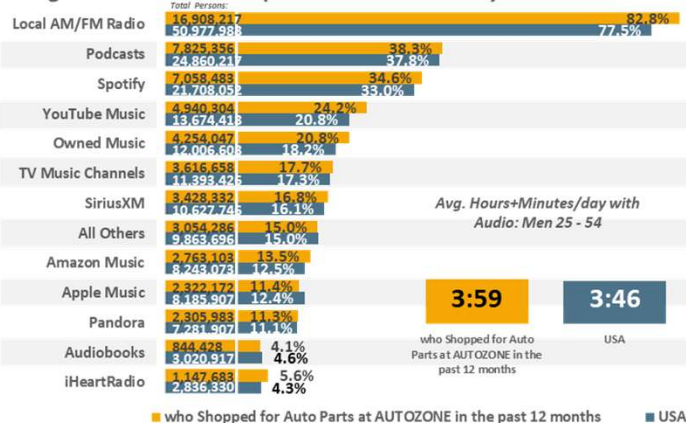
soefa.ai Share of Everything for Anything

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

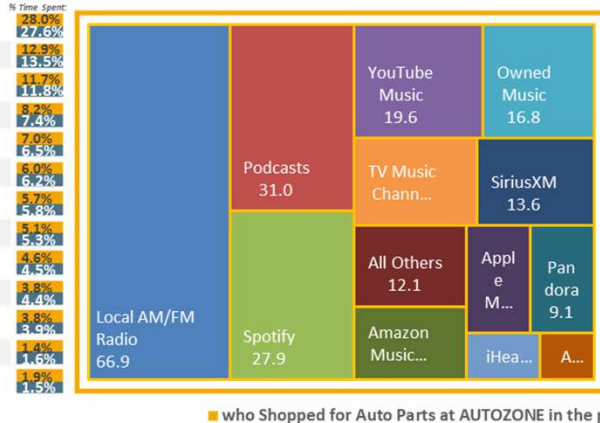


16,254,000 or 79.6% of Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months listen to Ad-Supported Local AM/FM Radio for an average of 61.2 minutes every day representing 35.2% of all time spent daily with Ad-Supported Audio.

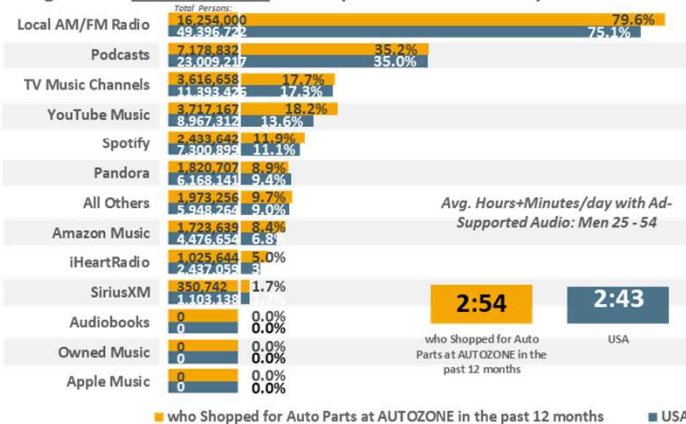
Avg. Week All Audio (Persons & % Reach): Men 25 - 54



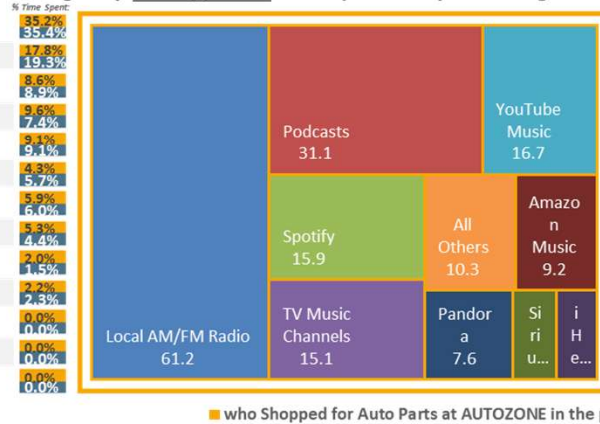
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



Avg. Week Ad-Supported Audio (Persons & % Reach): Men 25 - 54



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 6,382
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Scarborough R2 2025: Sep24-Aug25 USA Projection

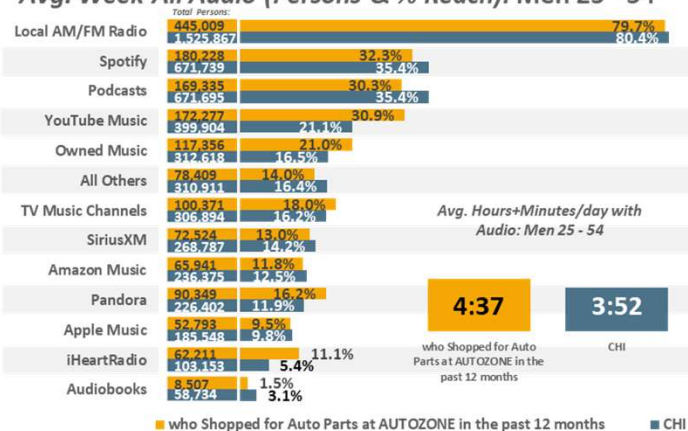
soefa.ai Share of Everything for Anything

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

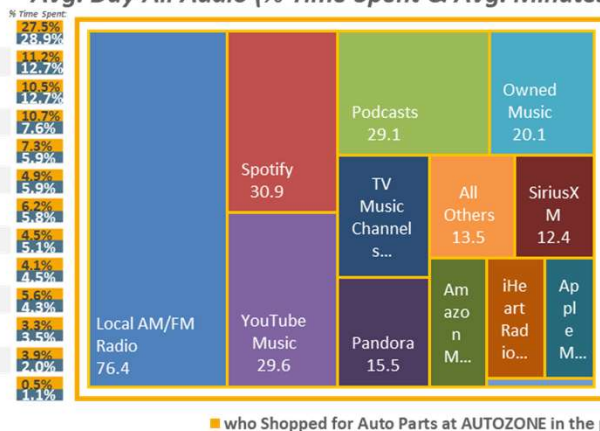


428,745 or 76.8% of Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months listen to Ad-Supported Local AM/FM Radio for an average of 72.5 minutes every day representing 35.0% of all time spent daily with Ad-Supported Audio.

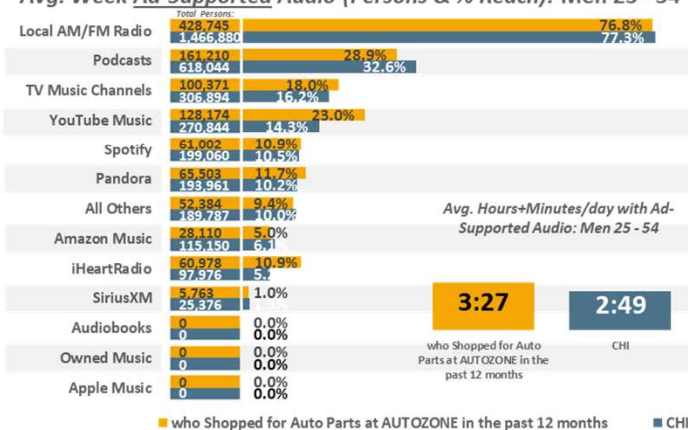
Avg. Week All Audio (Persons & % Reach): Men 25 - 54



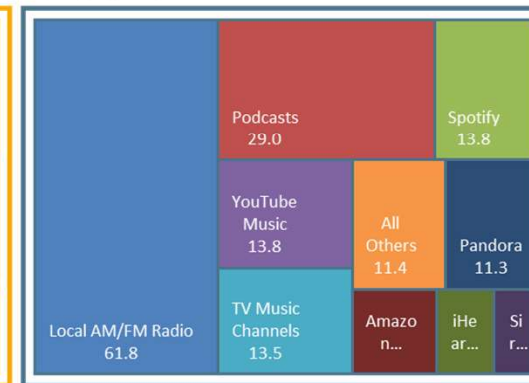
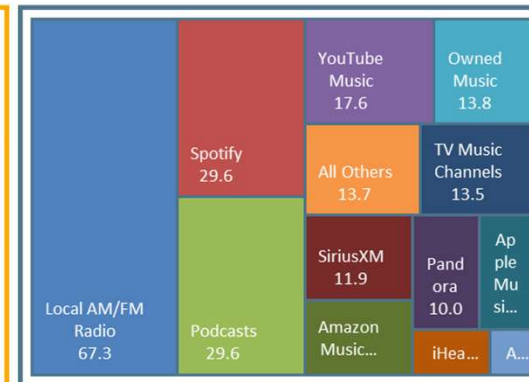
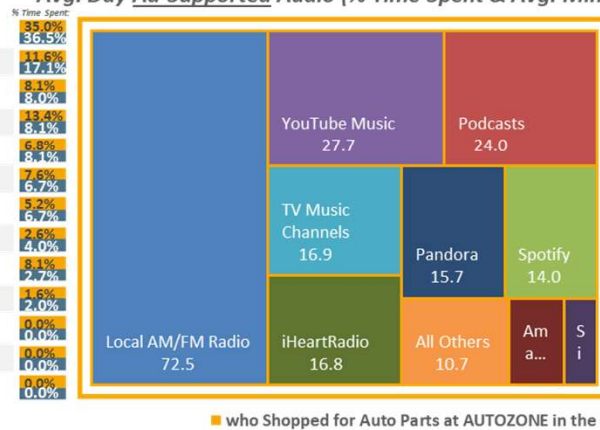
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



Avg. Week Ad-Supported Audio (Persons & % Reach): Men 25 - 54



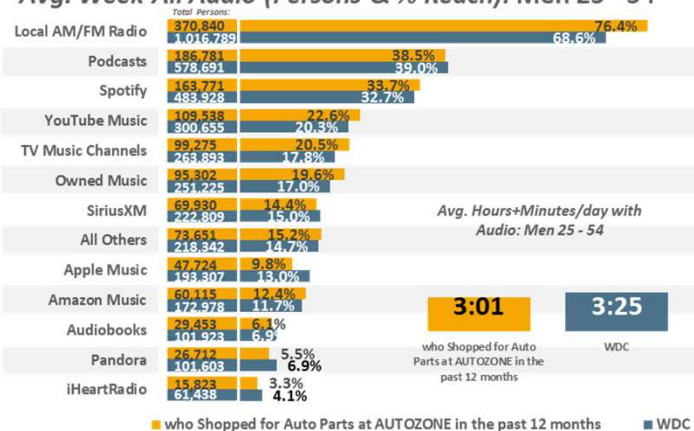
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



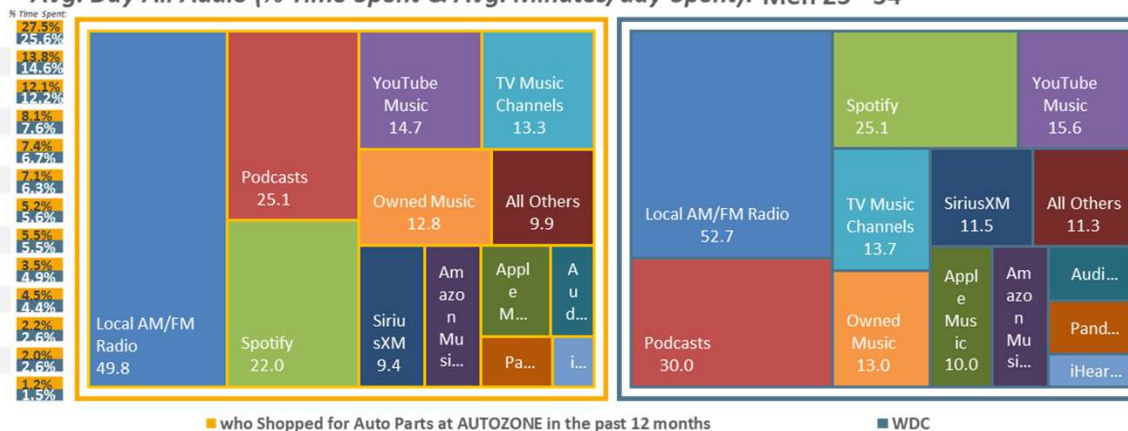


359,363 or 74.% of Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months listen to Ad-Supported Local AM/FM Radio for an average of 48. minutes every day representing 32.9% of all time spent daily with Ad-Supported Audio.

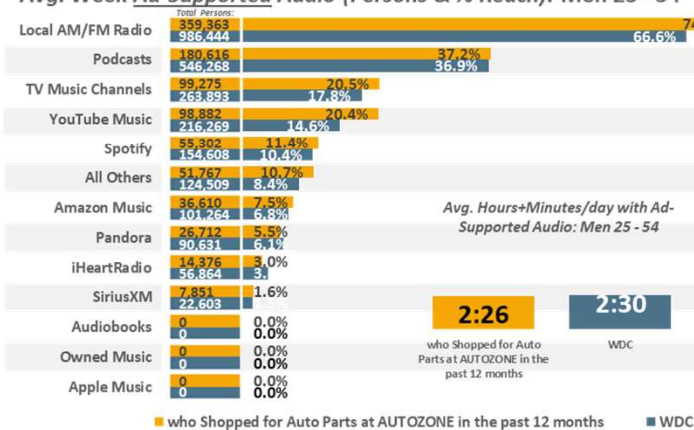
Avg. Week All Audio (Persons & % Reach): Men 25 - 54



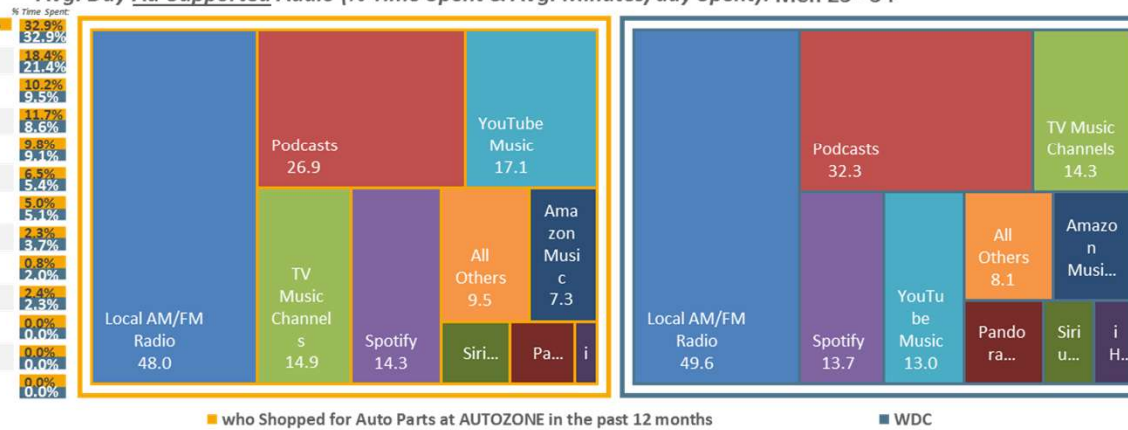
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



Avg. Week Ad-Supported Audio (Persons & % Reach): Men 25 - 54



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 1,442
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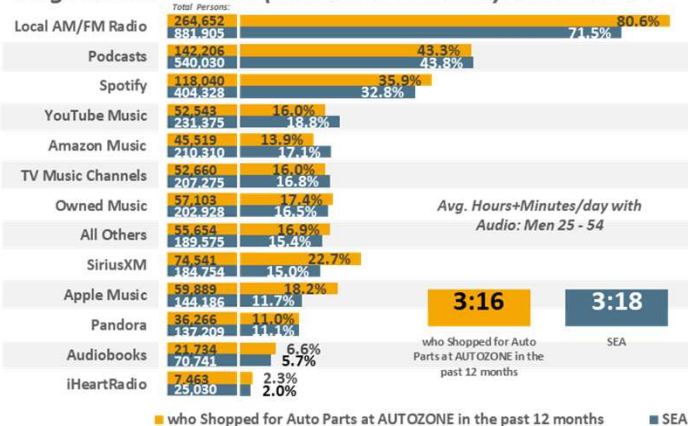
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): AutoZone

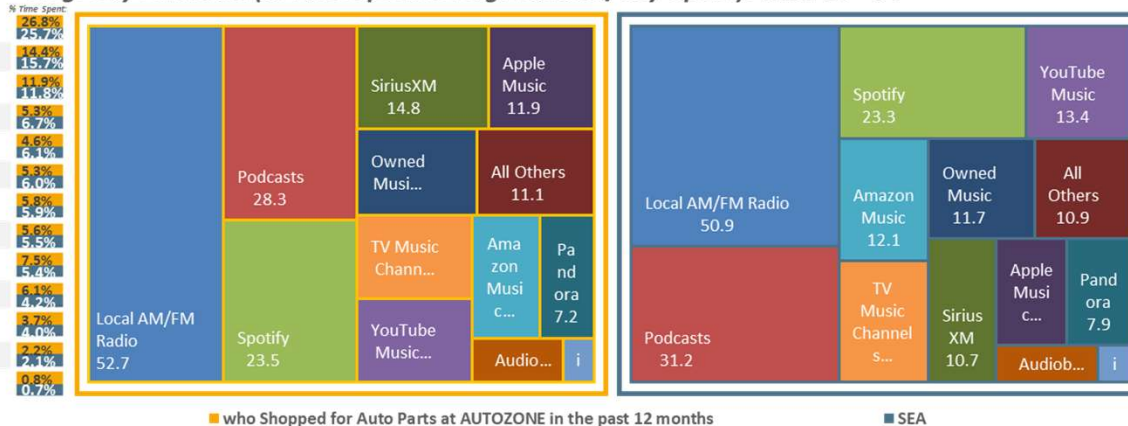


254,143 or 77.4% of Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months listen to Ad-Supported Local AM/FM Radio for an average of 45.3 minutes every day representing 34.6% of all time spent daily with Ad-Supported Audio.

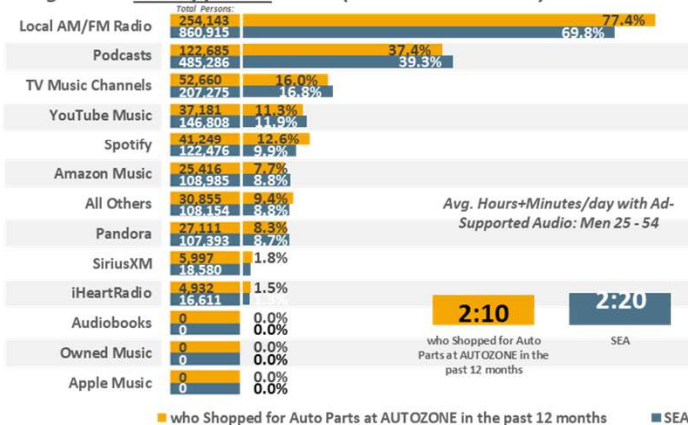
Avg. Week All Audio (Persons & % Reach): Men 25 - 54



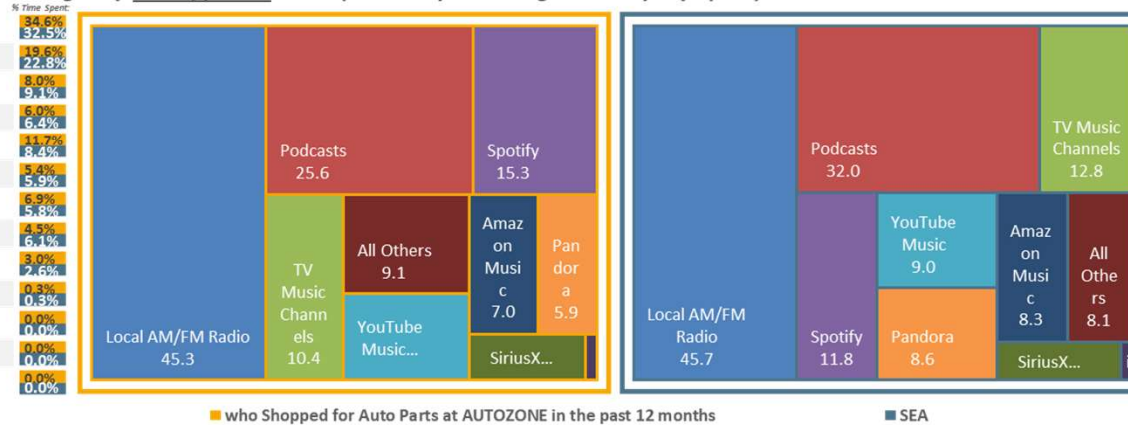
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



Avg. Week Ad-Supported Audio (Persons & % Reach): Men 25 - 54



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 884
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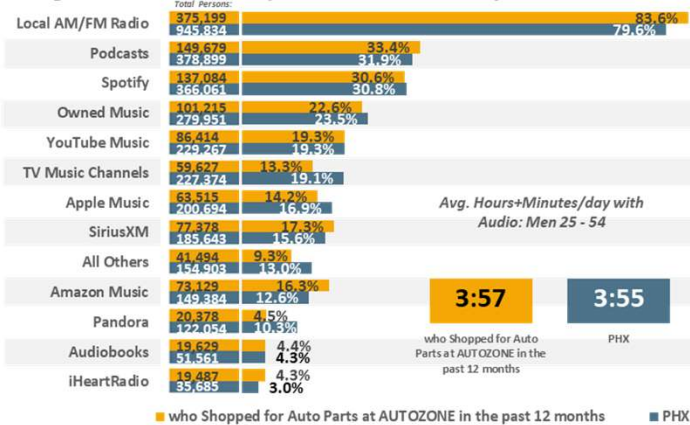
soefa.ai Share of Everything for Anything

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

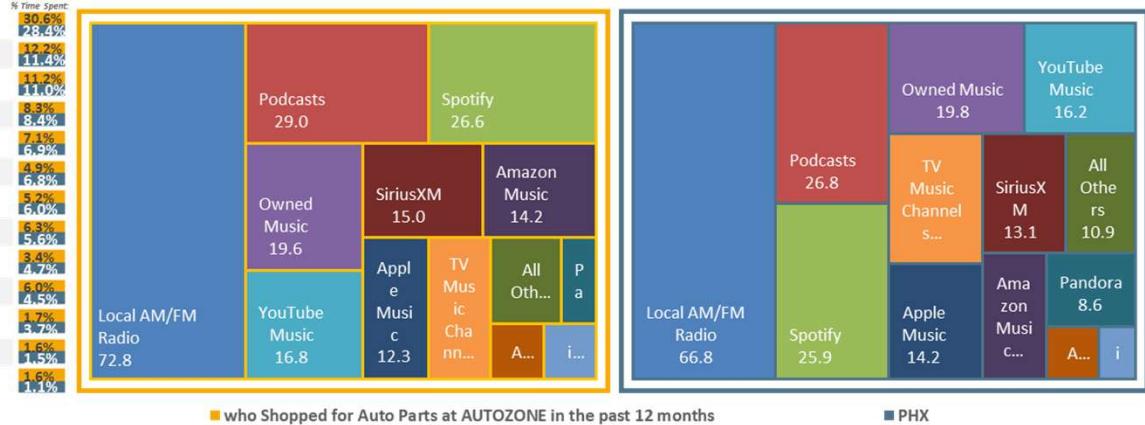


360,388 or 80.3% of Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months listen to Ad-Supported Local AM/FM Radio for an average of 64. minutes every day representing 42.% of all time spent daily with Ad-Supported Audio.

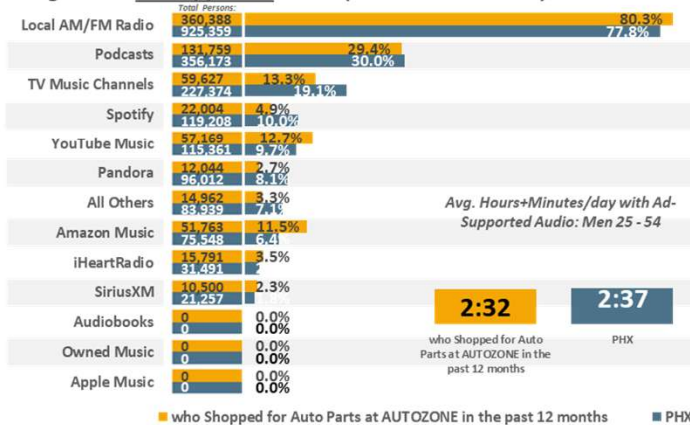
Avg. Week All Audio (Persons & % Reach): Men 25 - 54



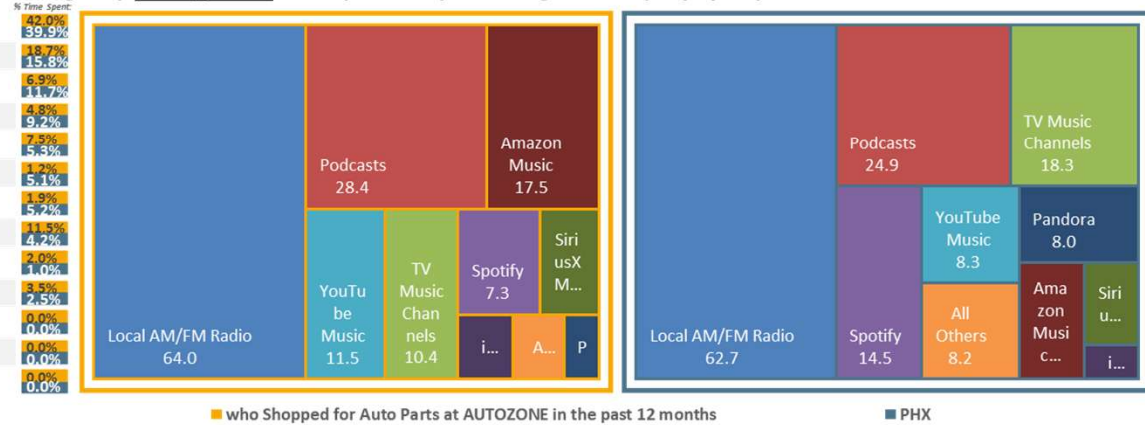
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



Avg. Week Ad-Supported Audio (Persons & % Reach): Men 25 - 54



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



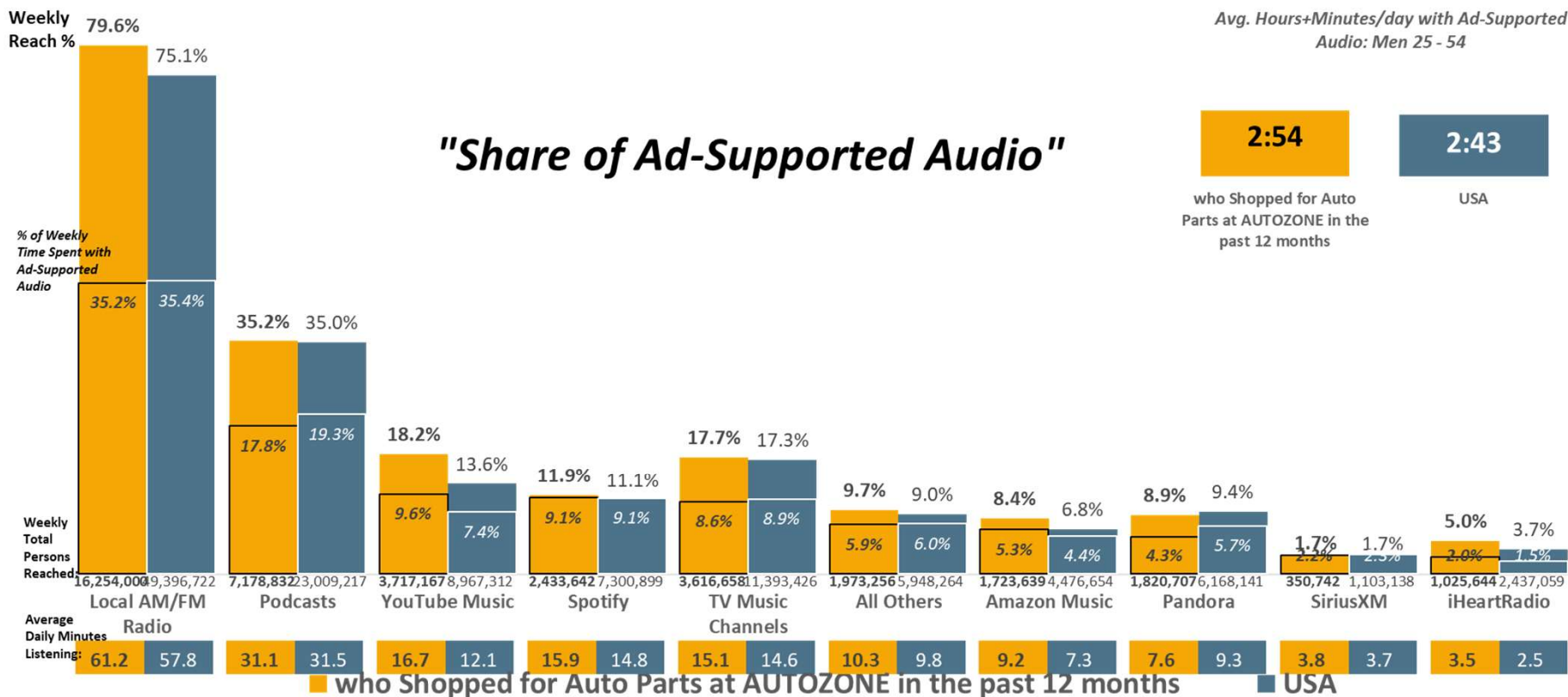
PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 834
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): AutoZone



16,254,000 or 79.6% of Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months listen to Ad-Supported Local AM/FM Radio for an average of 61.2 minutes every day representing 35.2% of all time spent daily with Ad-Supported Audio.



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 6,382
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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

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



428,745 or 76.8% of Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months listen to Ad-Supported Local AM/FM Radio for an average of 72.5 minutes every day representing 35.0% of all time spent daily with Ad-Supported Audio.

Weekly Reach % 76.8% 77.3%

Avg. Hours+Minutes/day with Ad-Supported Audio: Men 25 - 54

3:27

2:49

who Shopped for Auto Parts at AUTOZONE in the past 12 months

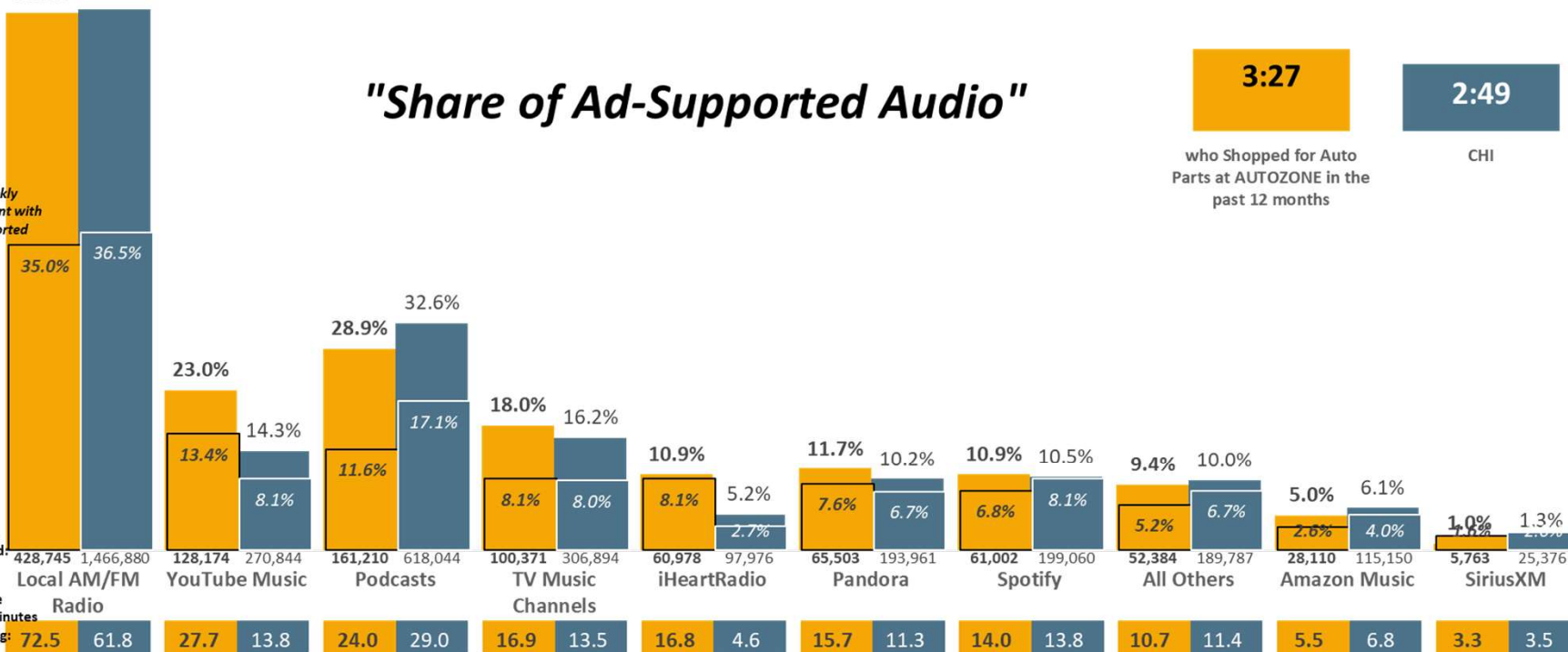
CHI

"Share of Ad-Supported Audio"

% of Weekly Time Spent with Ad-Supported Audio

Weekly Total Persons Reached

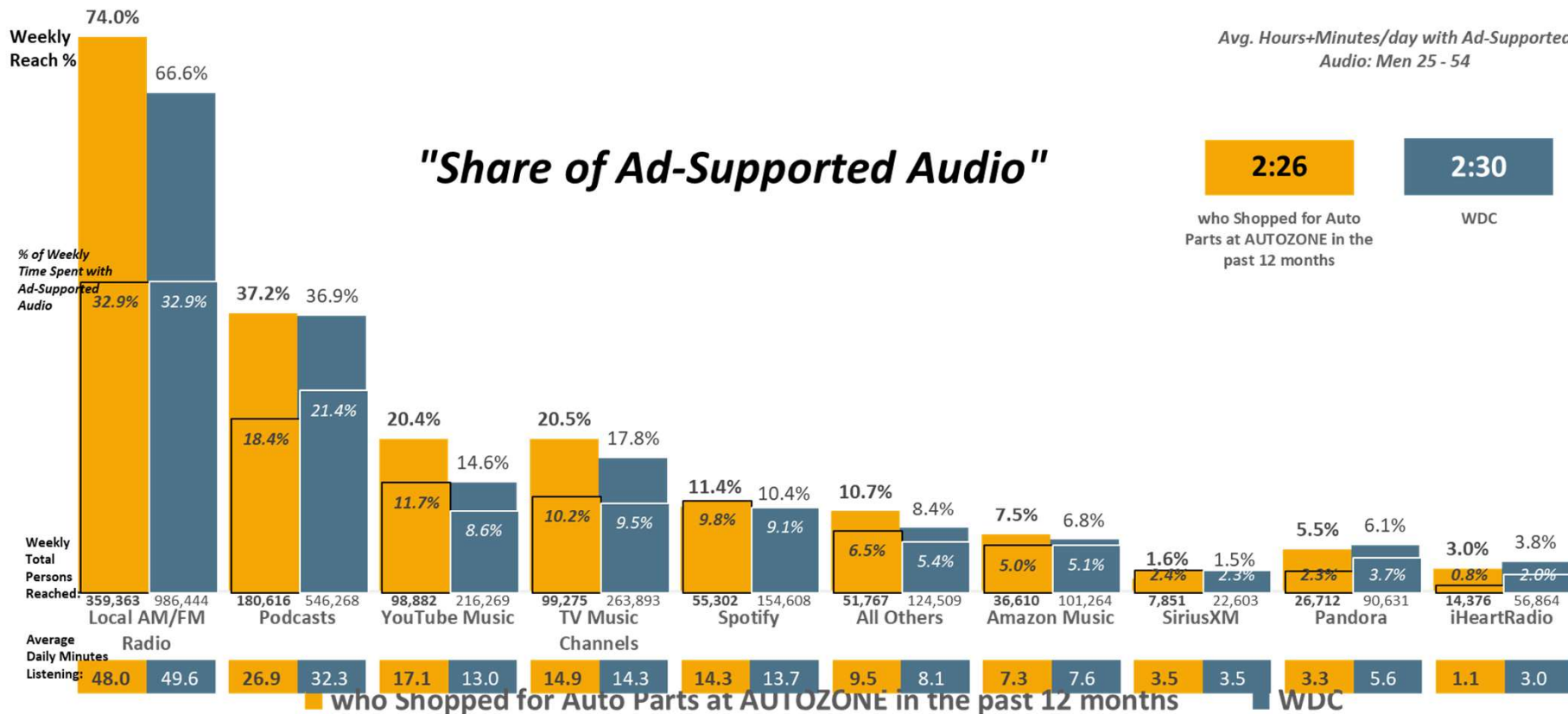
Average Daily Minutes Listening



■ who Shopped for Auto Parts at AUTOZONE in the past 12 months ■ CHI



359,363 or 74.% of Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months listen to Ad-Supported Local AM/FM Radio for an average of 48. minutes every day representing 32.9% of all time spent daily with Ad-Supported Audio.



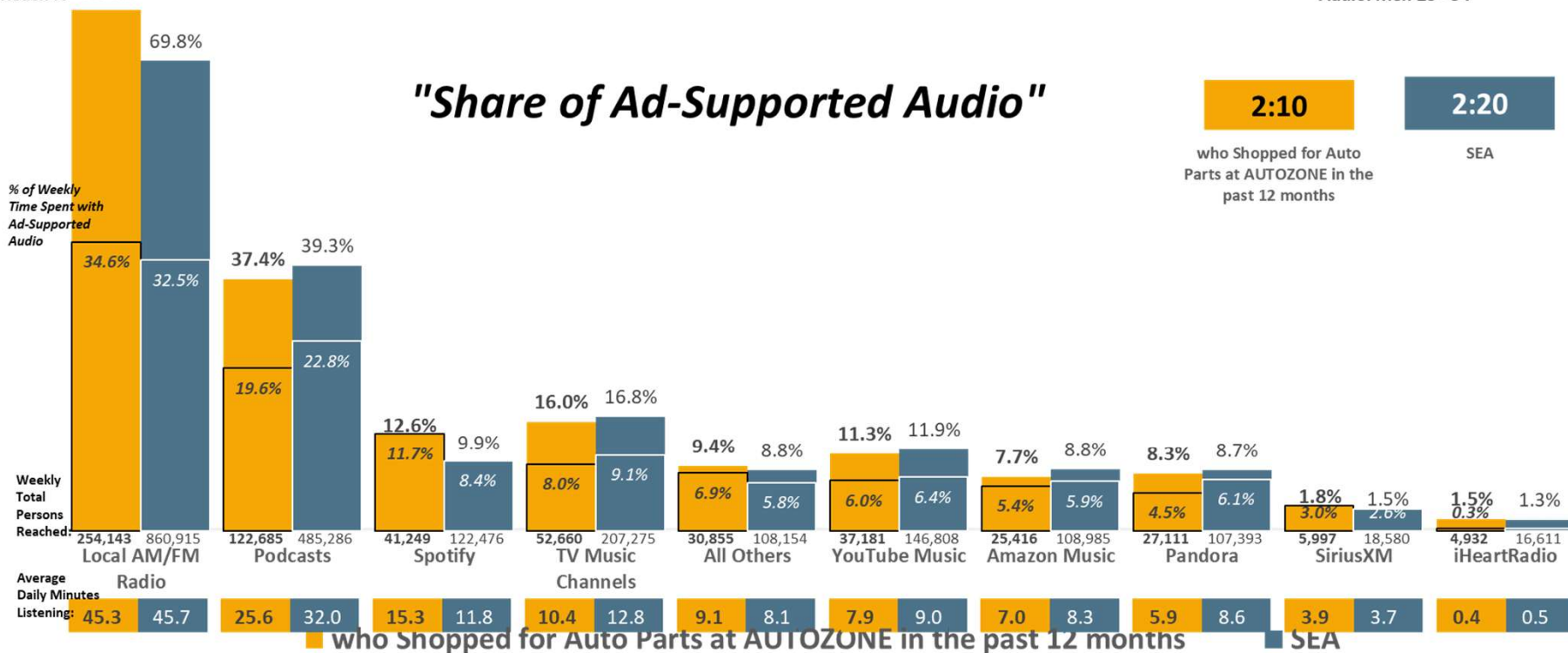


254,143 or 77.4% of Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months listen to Ad-Supported Local AM/FM Radio for an average of 45.3 minutes every day representing 34.6% of all time spent daily with Ad-Supported Audio.

Weekly Reach % 77.4%

Avg. Hours+Minutes/day with Ad-Supported Audio: Men 25 - 54

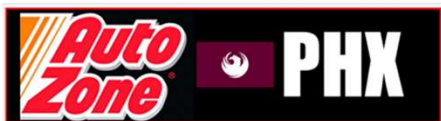
"Share of Ad-Supported Audio"



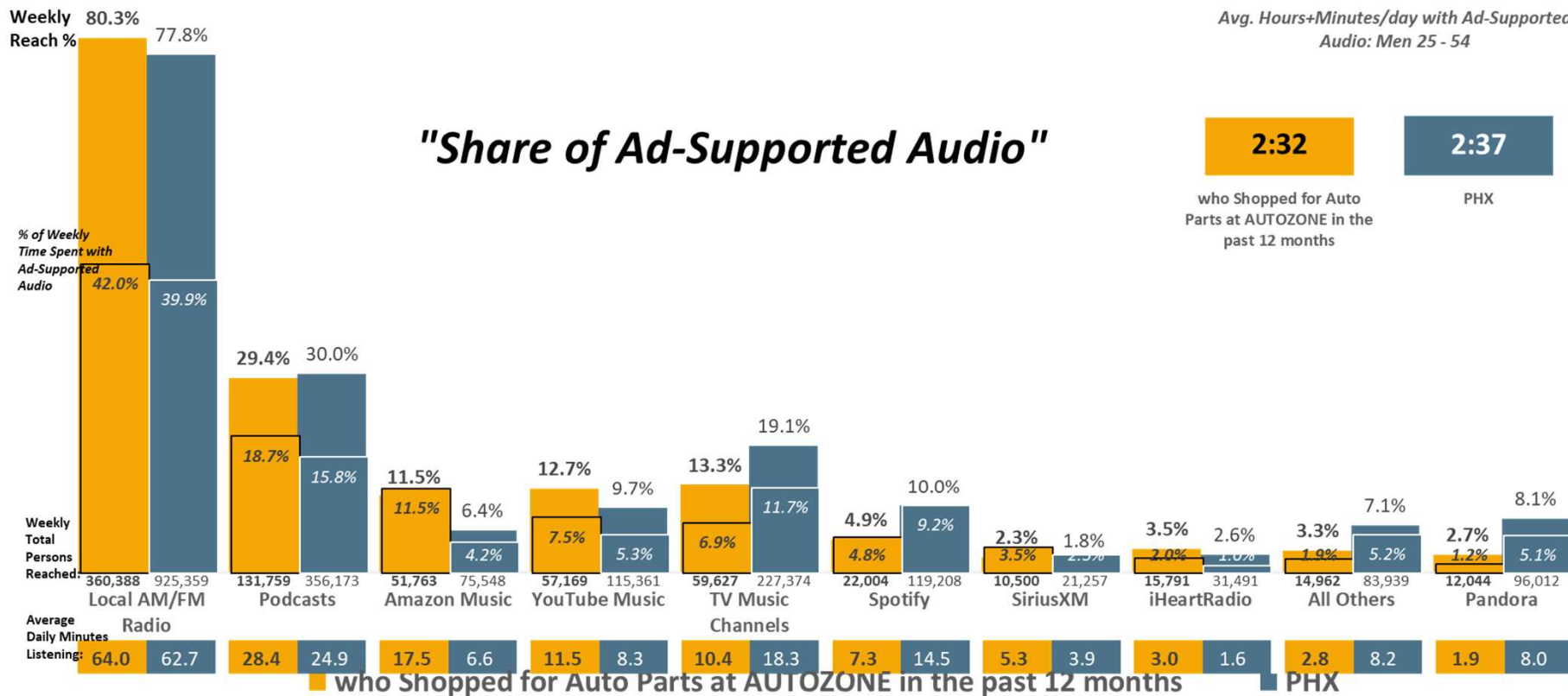
SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 884 SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,986
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): AutoZone



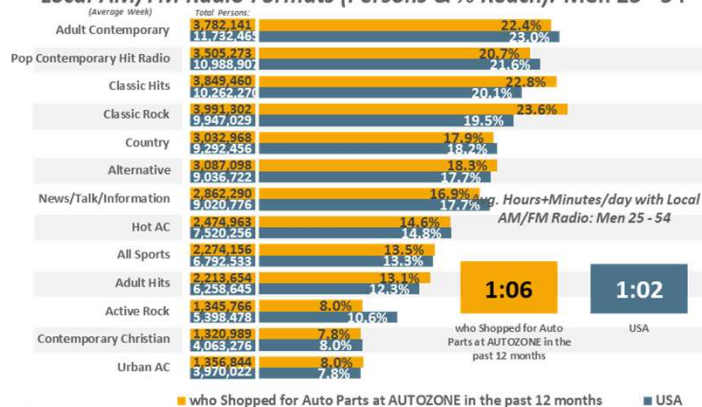
360,388 or 80.3% of Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months listen to Ad-Supported Local AM/FM Radio for an average of 64. minutes every day representing 42.% of all time spent daily with Ad-Supported Audio.



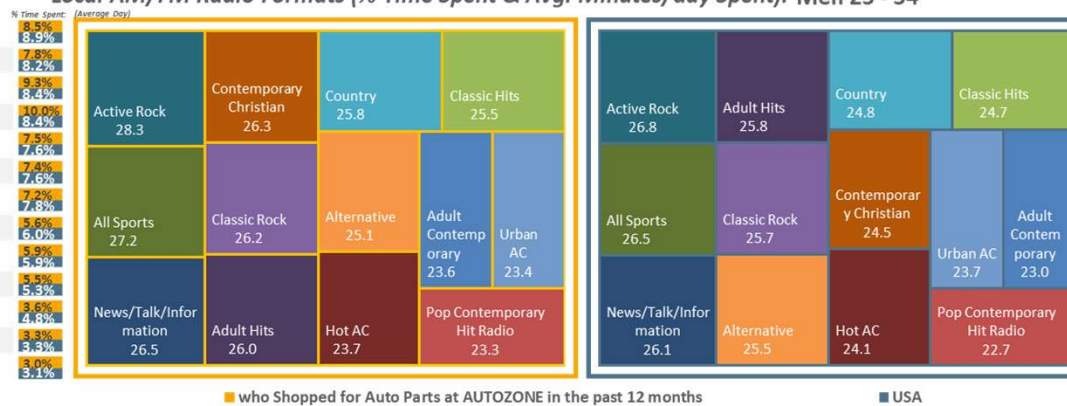


16,254,000 or 79.6% of Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Rock, Classic Hits, Adult Contemporary, Pop Contemporary Hit Radio, and Alternative.

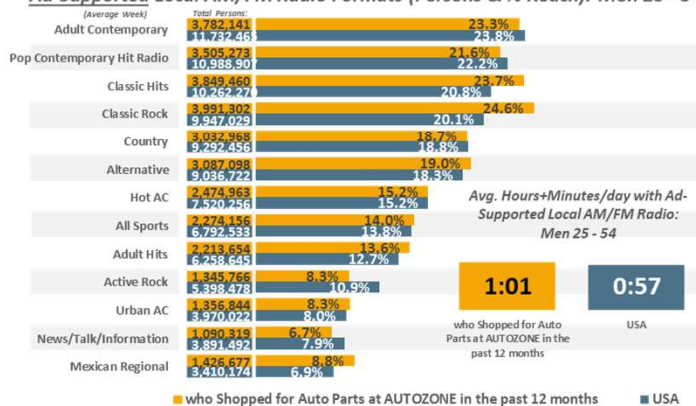
Local AM/FM Radio Formats (Persons & % Reach): Men 25 - 54



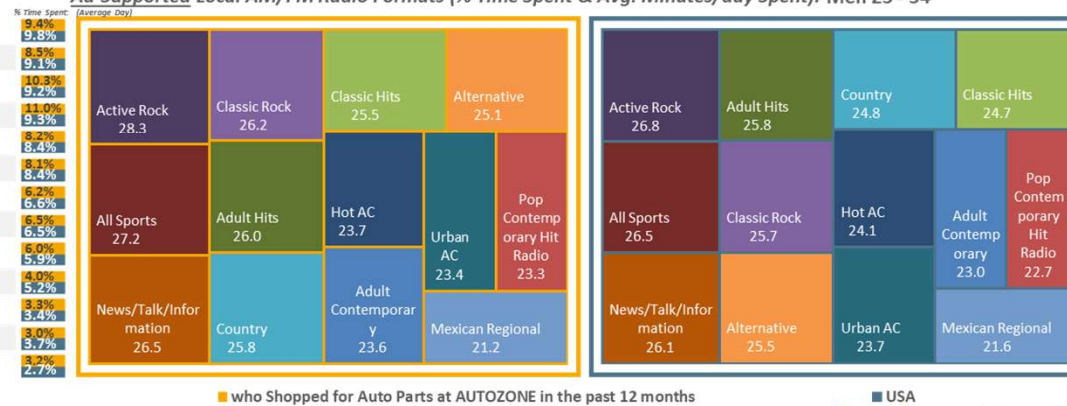
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Men 25 - 54



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 6,382
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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

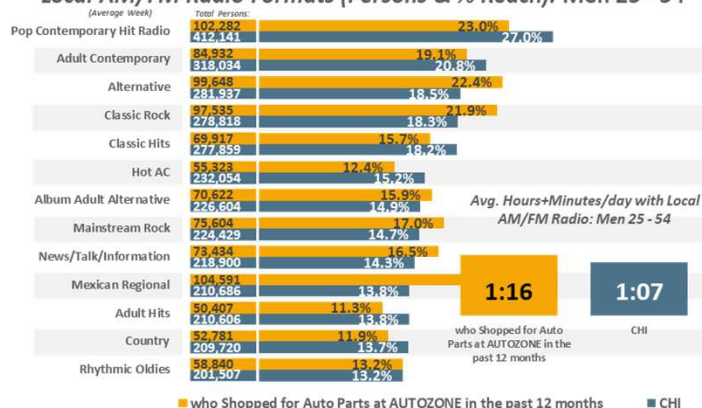
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): AutoZone

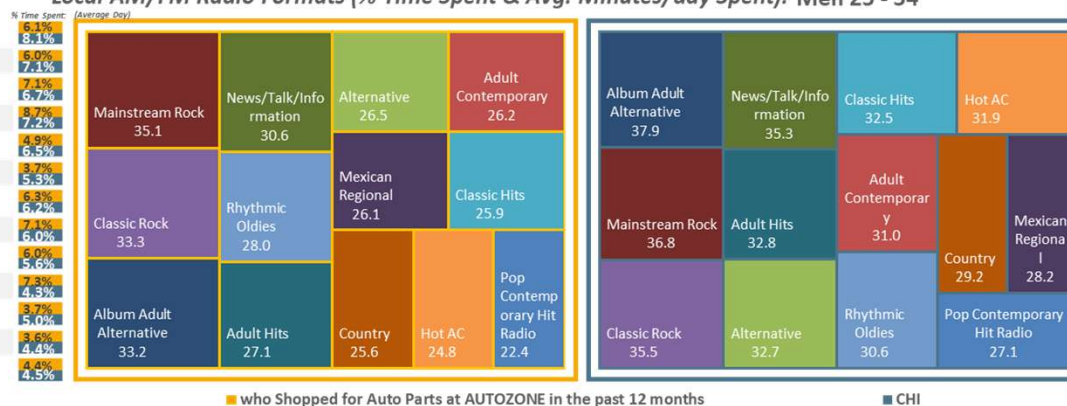


428,745 or 76.8% of Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Mexican Regional, Pop Contemporary Hit Radio, Alternative, Classic Rock, and Adult Contemporary.

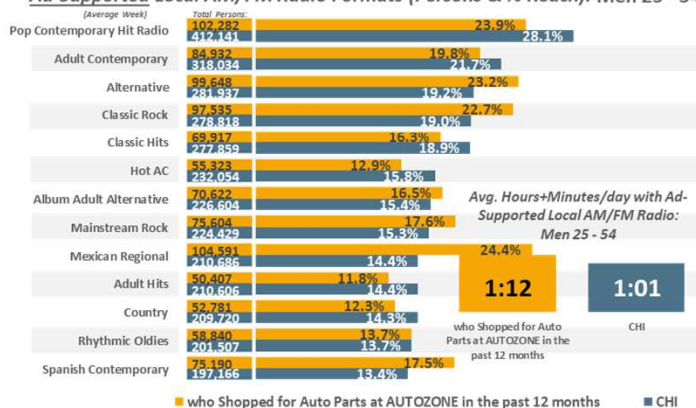
Local AM/FM Radio Formats (Persons & % Reach): Men 25 - 54



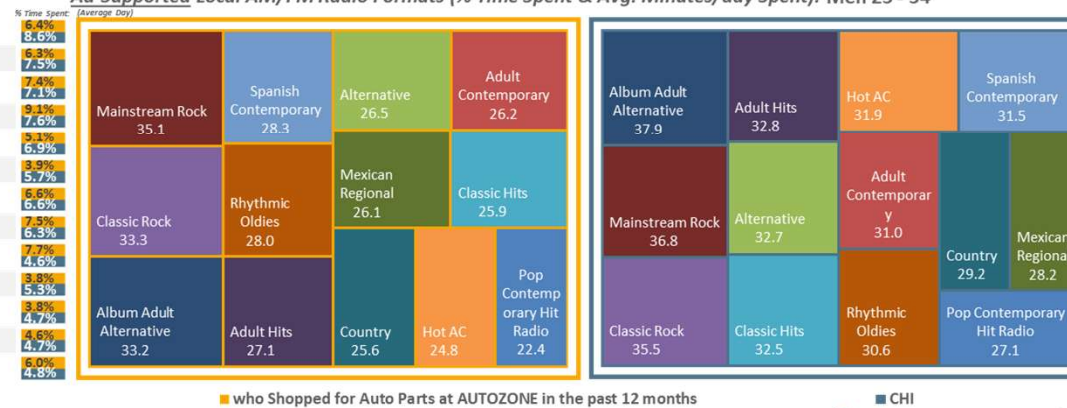
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Men 25 - 54



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,129
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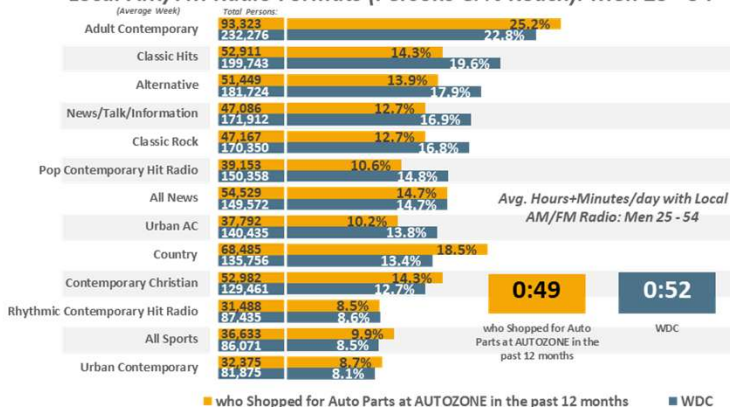
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): AutoZone

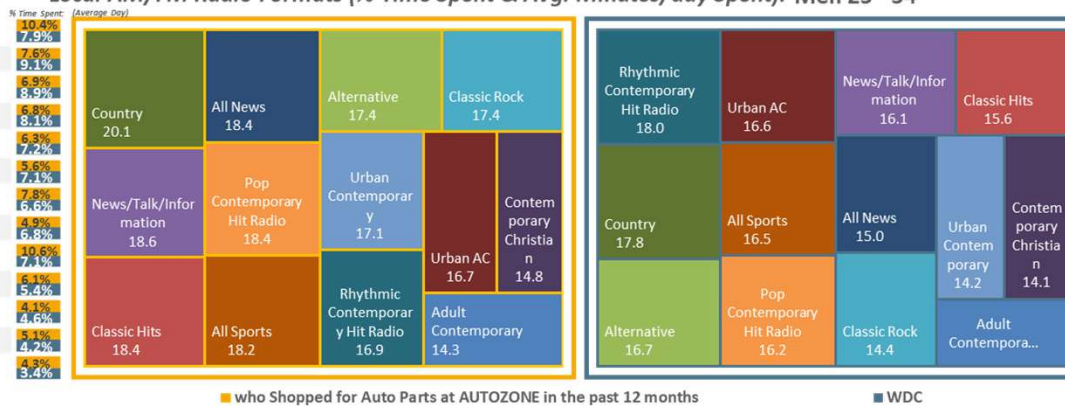


359,363 or 74.% of Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Country, All News, Classic Hits, and Alternative.

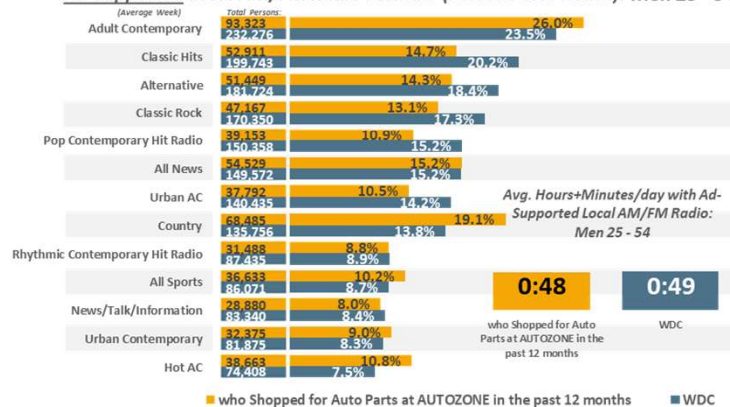
Local AM/FM Radio Formats (Persons & % Reach): Men 25 - 54



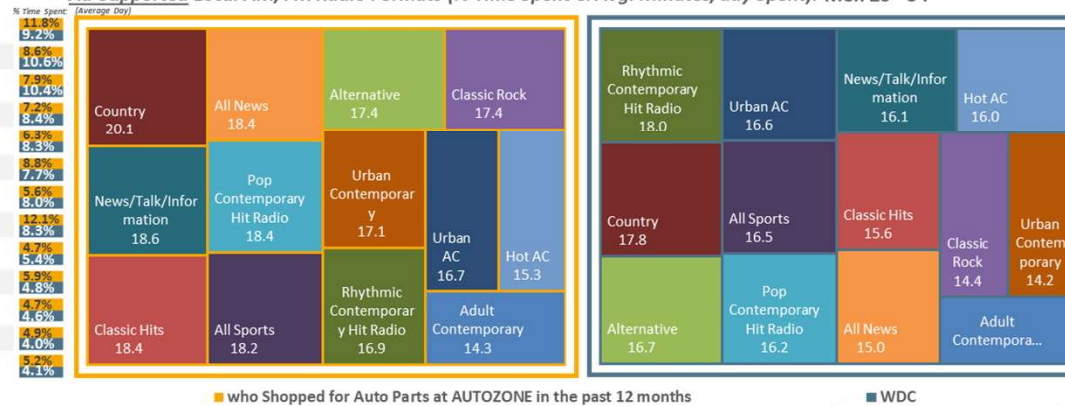
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Men 25 - 54



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 1,442
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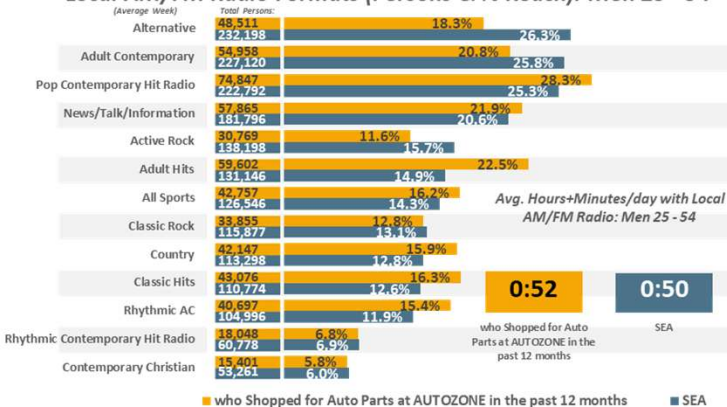
soefa.ai Share of Everything for Anything

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

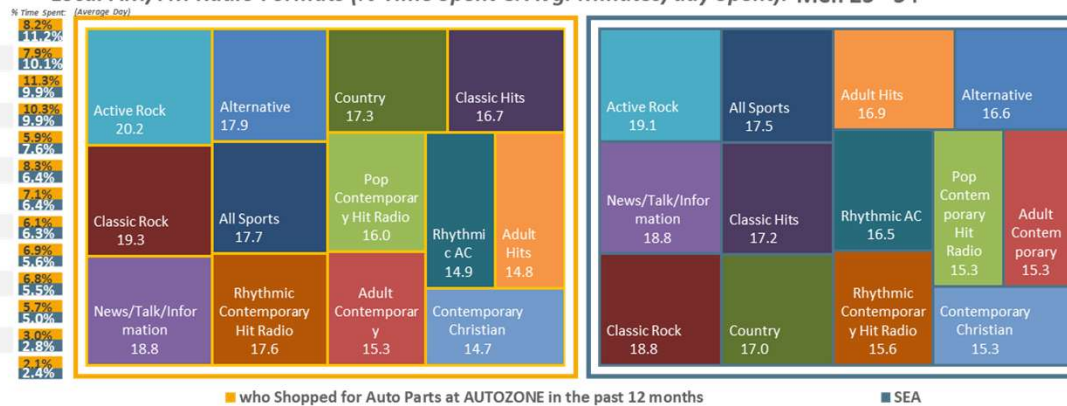


254,143 or 77.4% of Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Adult Hits, Adult Contemporary, Alternative, and Classic Hits.

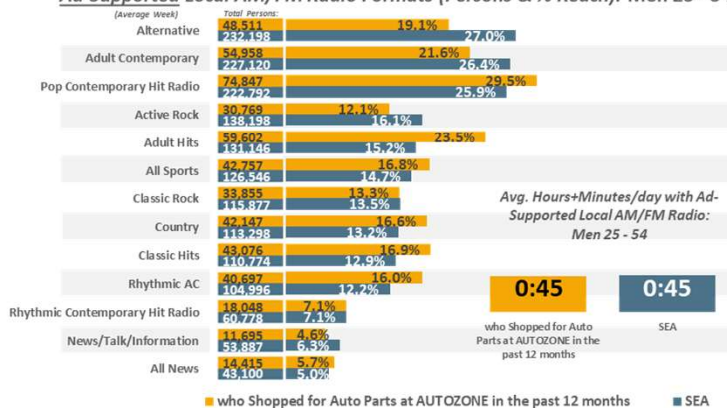
Local AM/FM Radio Formats (Persons & % Reach): Men 25 - 54



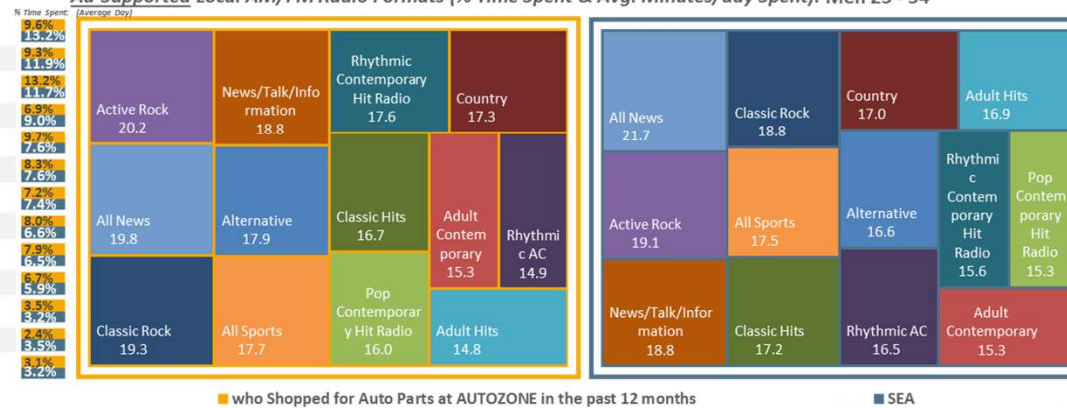
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Men 25 - 54



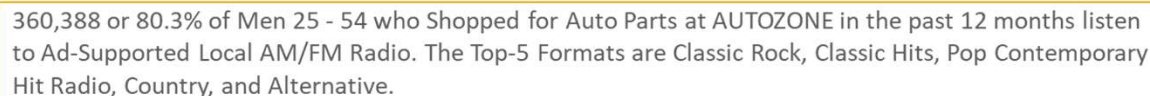
Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



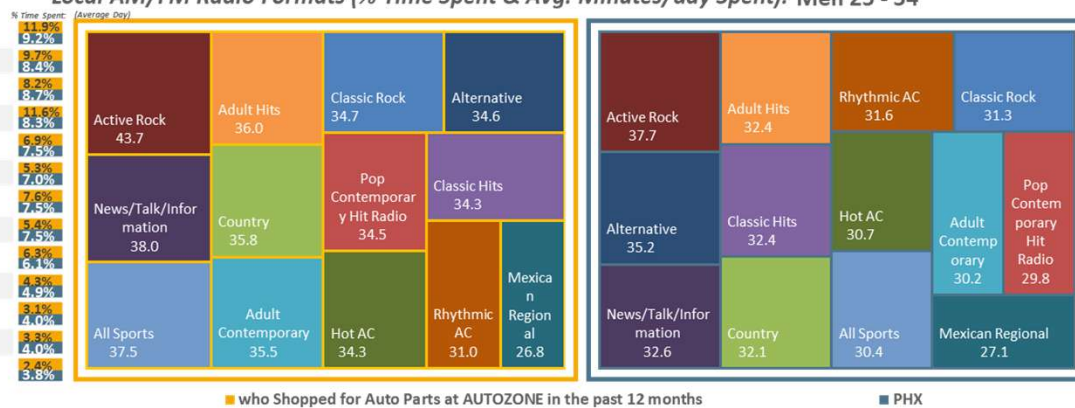
SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 884
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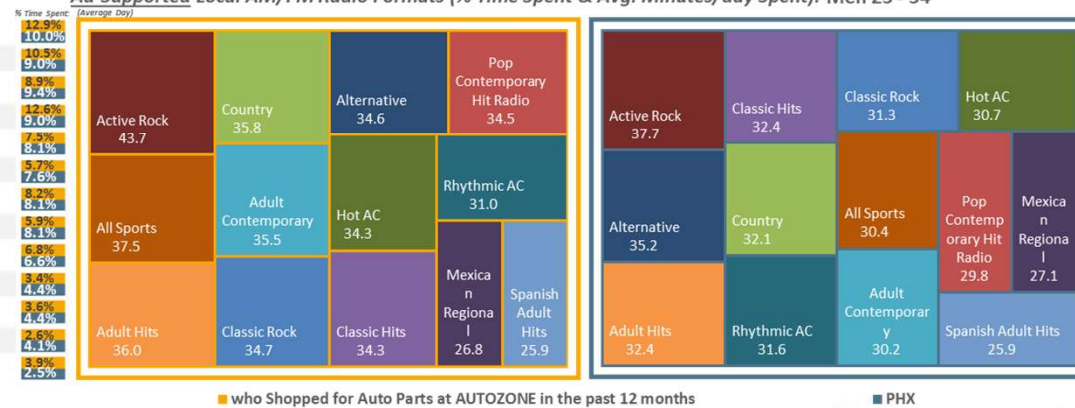
Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): AutoZone



Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



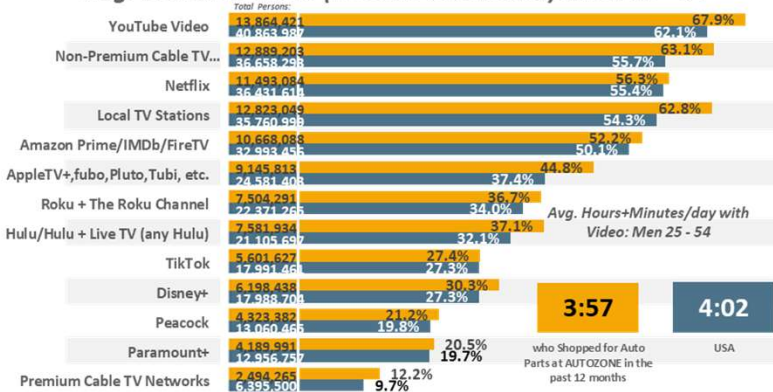
■ PHX
soefa.ai Share of Everything
for Anything

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



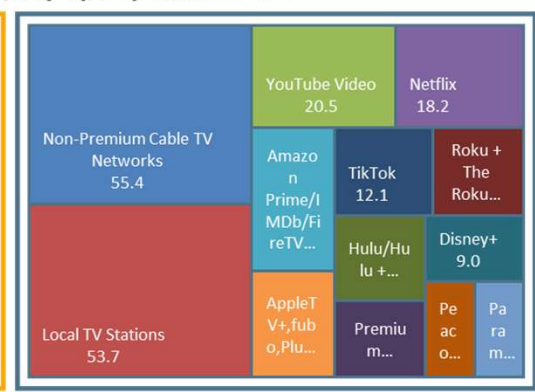
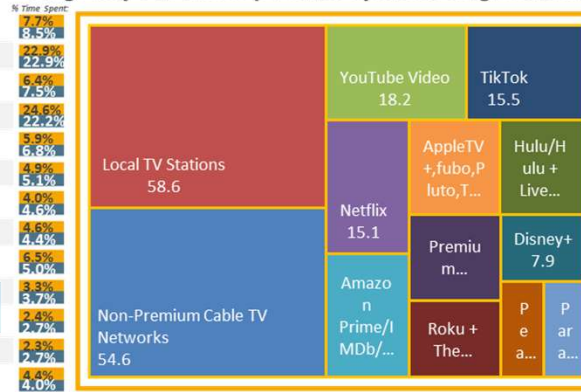
12,609,231 or 61.7% of Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months watch Ad-Supported Local TV Stations for an average of 55.9 minutes every day representing 28.4% of all time spent daily with Ad-Supported Video.

Avg. Week All Video (Persons & % Reach): Men 25 - 54

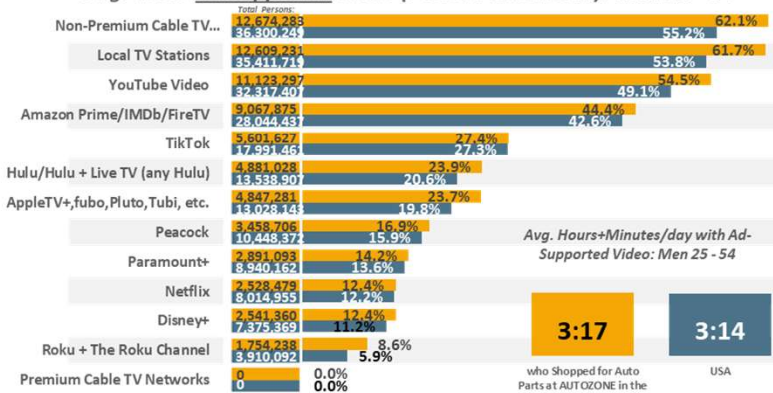


Avg. Hours+Minutes/day with Video: Men 25 - 54
3:57
4:02

Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54

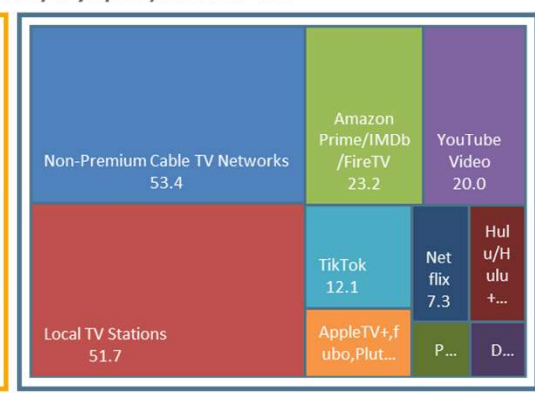
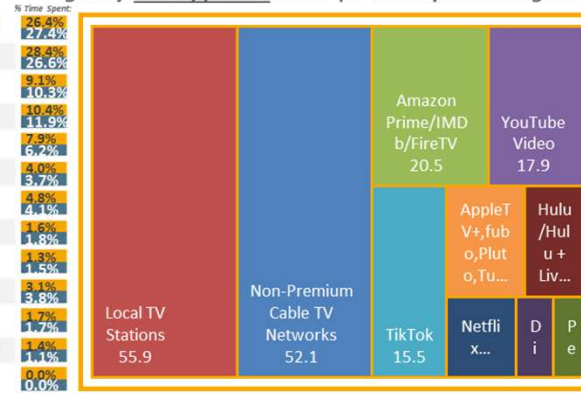


Avg. Week Ad-Supported Video (Persons & % Reach): Men 25 - 54



Avg. Hours+Minutes/day with Ad-Supported Video: Men 25 - 54
3:17
3:14

Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54

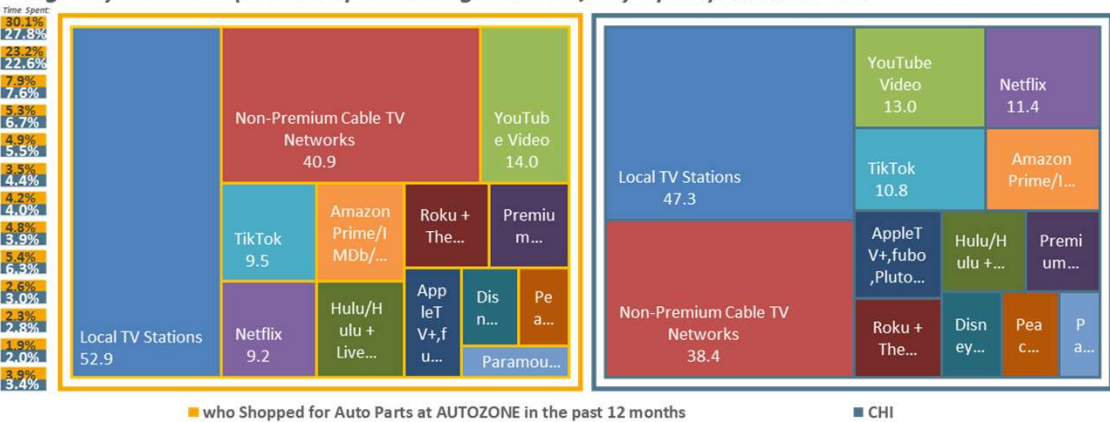
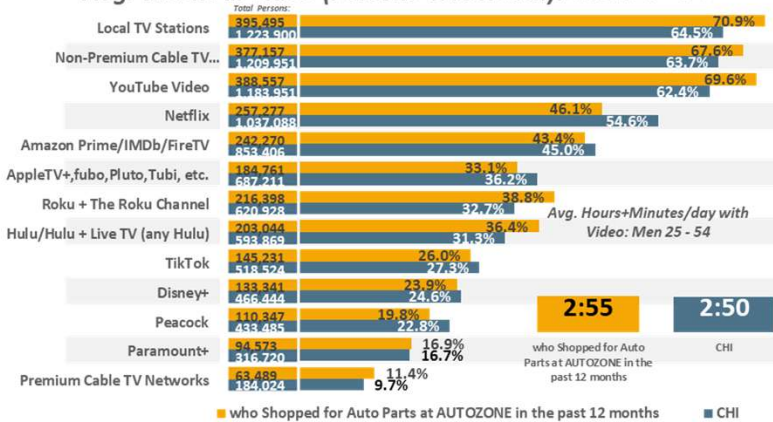




390,162 or 69.9% of Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months watch Ad-Supported Local TV Stations for an average of 51.1 minutes every day representing 34.3% of all time spent daily with Ad-Supported Video.

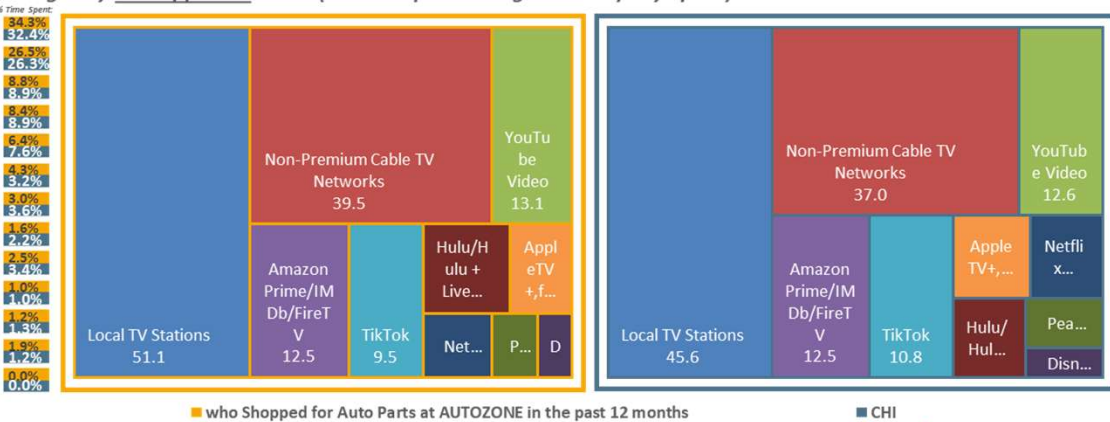
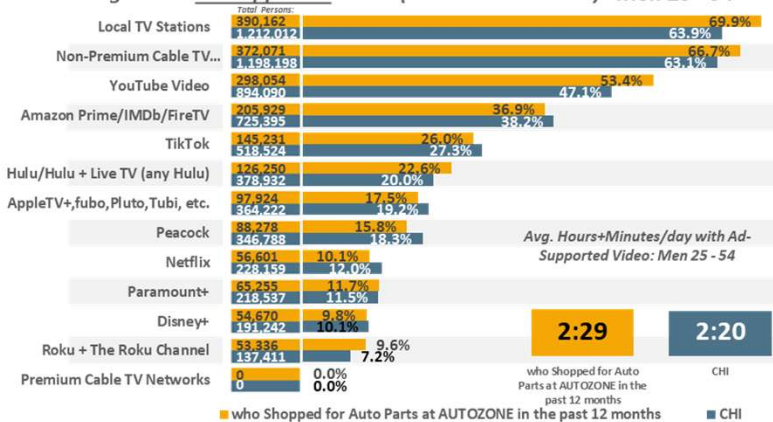
Avg. Week All Video (Persons & % Reach): Men 25 - 54

Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



Avg. Week Ad-Supported Video (Persons & % Reach): Men 25 - 54

Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,129
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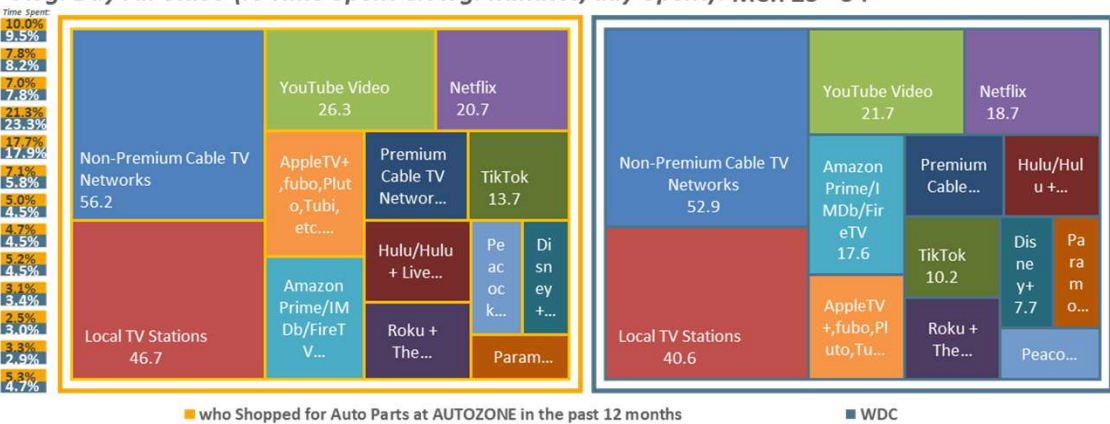
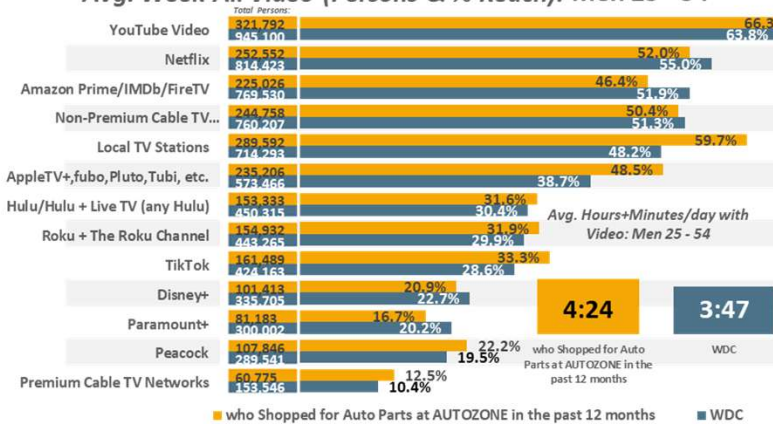
Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): AutoZone



284,810 or 58.7% of Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months watch Ad-Supported Local TV Stations for an average of 45.2 minutes every day representing 21.1% of all time spent daily with Ad-Supported Video.

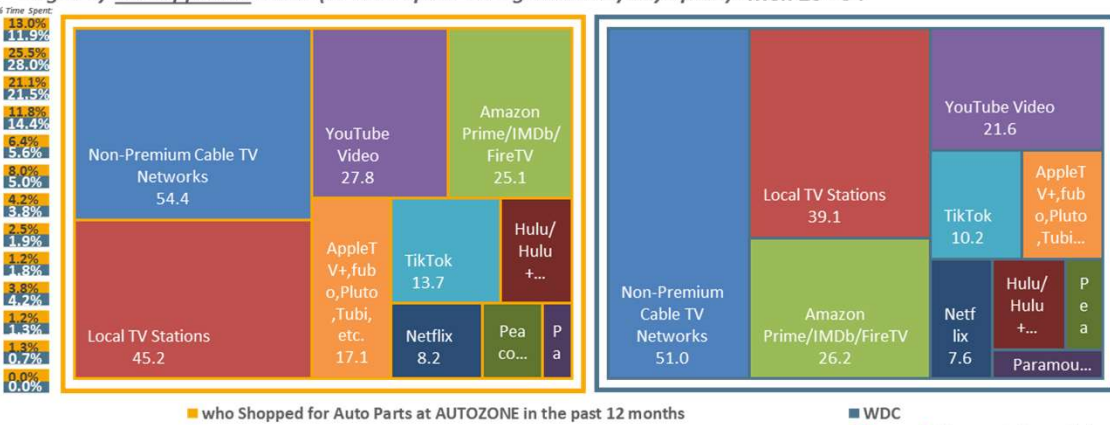
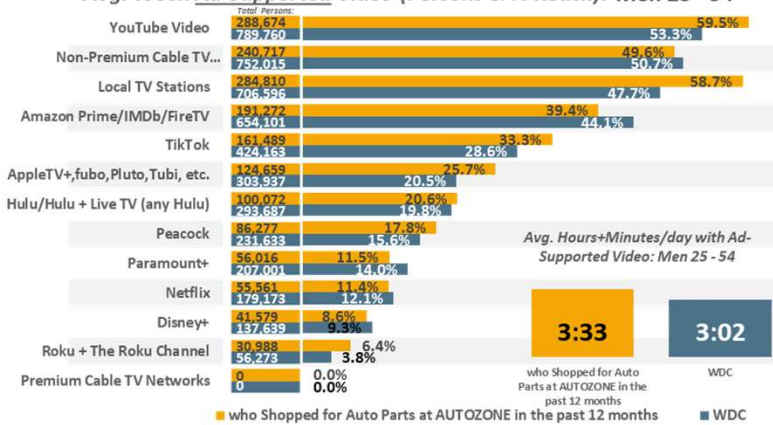
Avg. Week All Video (Persons & % Reach): Men 25 - 54

Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



Avg. Week Ad-Supported Video (Persons & % Reach): Men 25 - 54

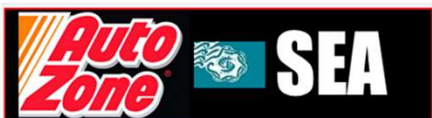
Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 1,442
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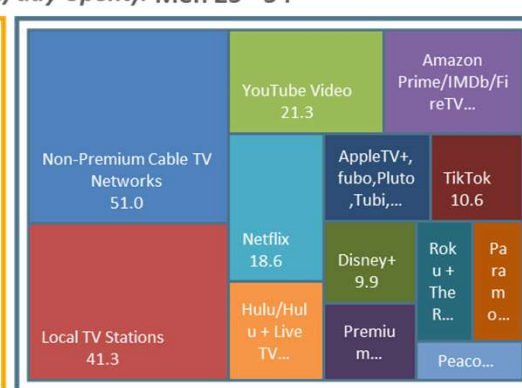
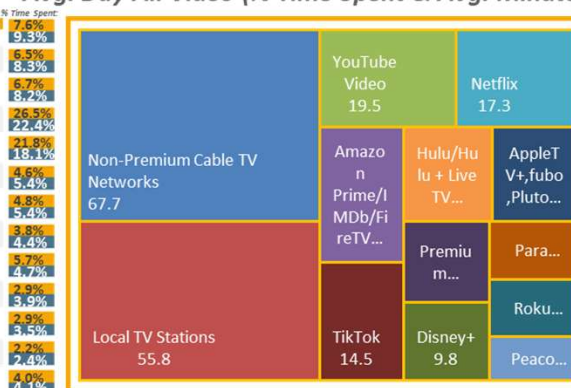
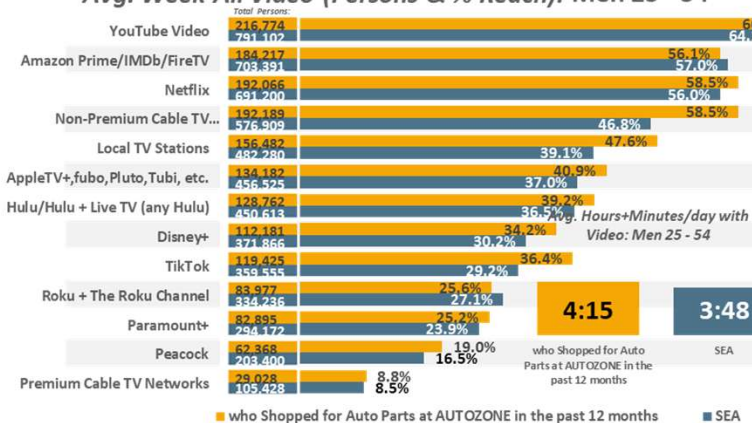
Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): AutoZone



154,480 or 47.% of Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months watch Ad-Supported Local TV Stations for an average of 52.9 minutes every day representing 25.1% of all time spent daily with Ad-Supported Video.

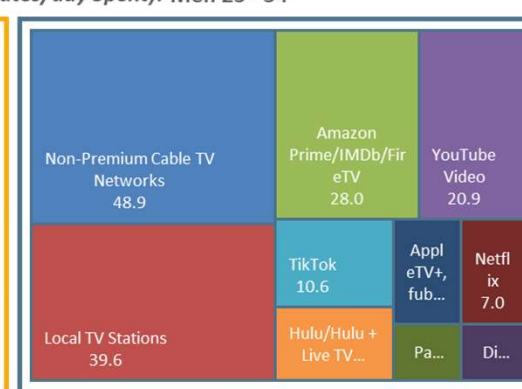
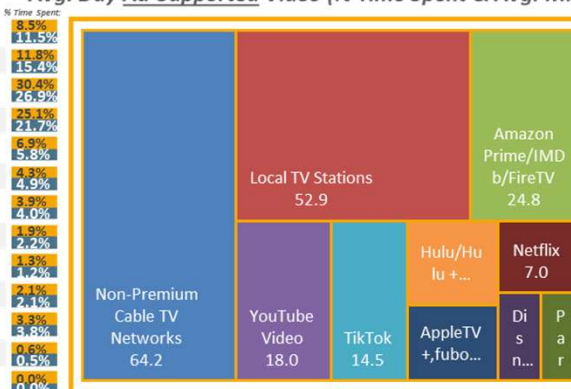
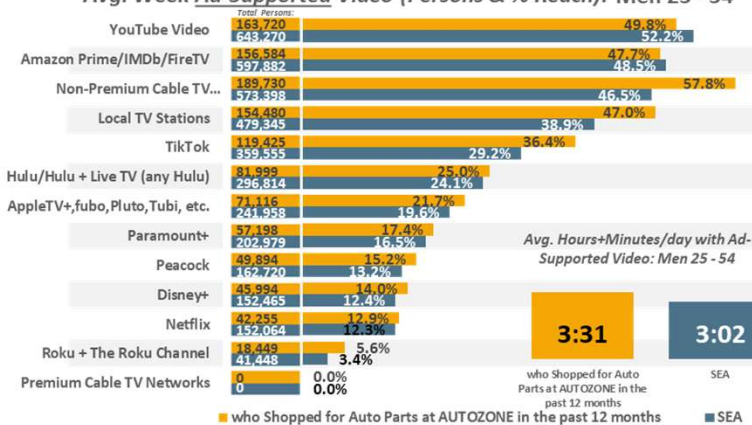
Avg. Week All Video (Persons & % Reach): Men 25 - 54

Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



Avg. Week Ad-Supported Video (Persons & % Reach): Men 25 - 54

Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 884
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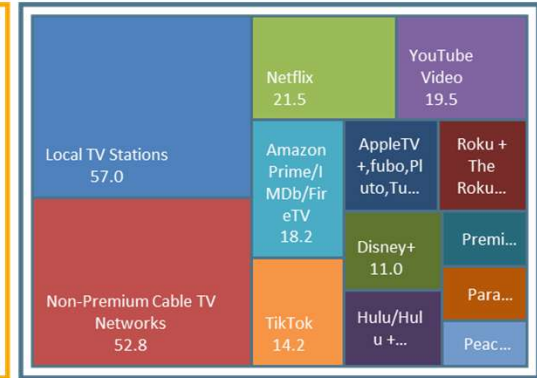
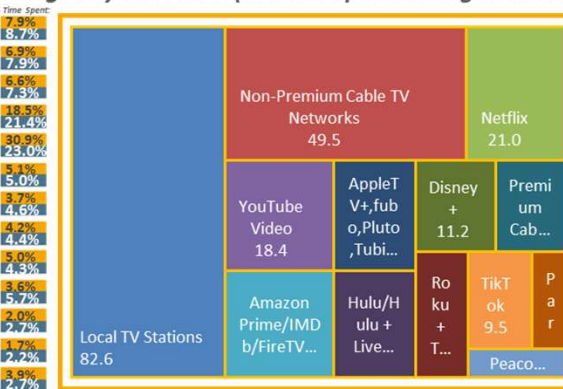
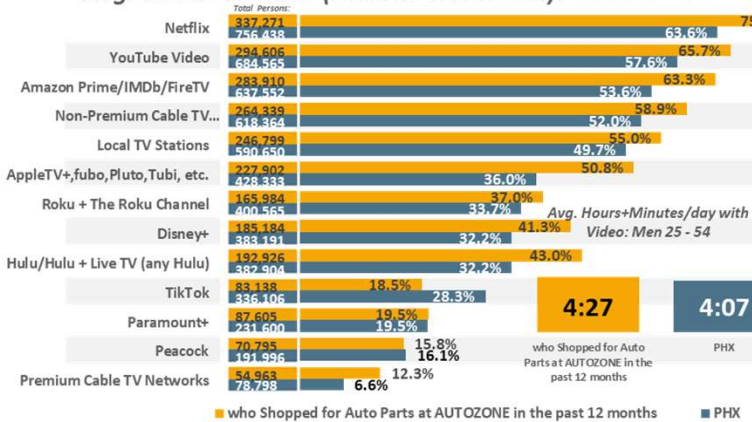
Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): AutoZone



240,884 or 53.7% of Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months watch Ad-Supported Local TV Stations for an average of 77.7 minutes every day representing 35.7% of all time spent daily with Ad-Supported Video.

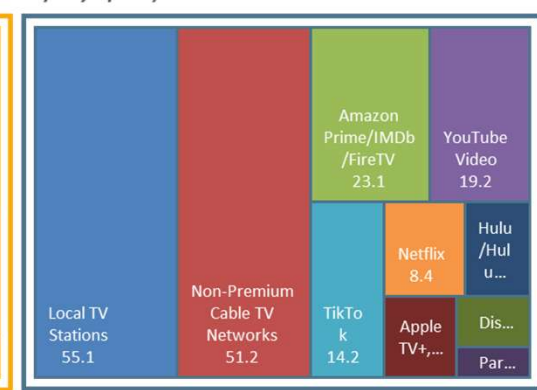
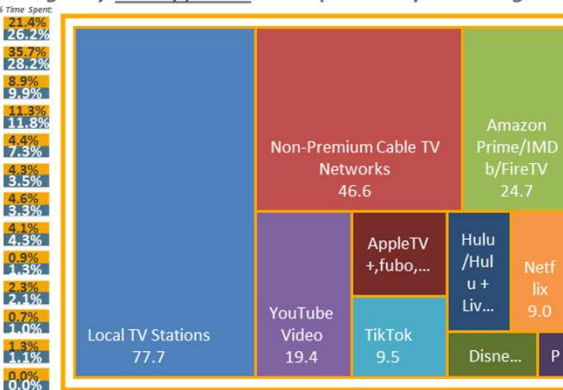
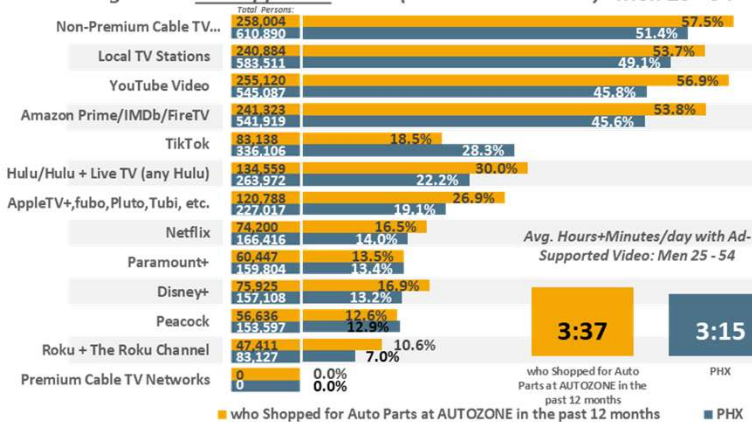
Avg. Week All Video (Persons & % Reach): Men 25 - 54

Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



Avg. Week Ad-Supported Video (Persons & % Reach): Men 25 - 54

Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



PHX DMA Scarborough R2 2025: Aug 24-Jul 25 Qual Intab 834
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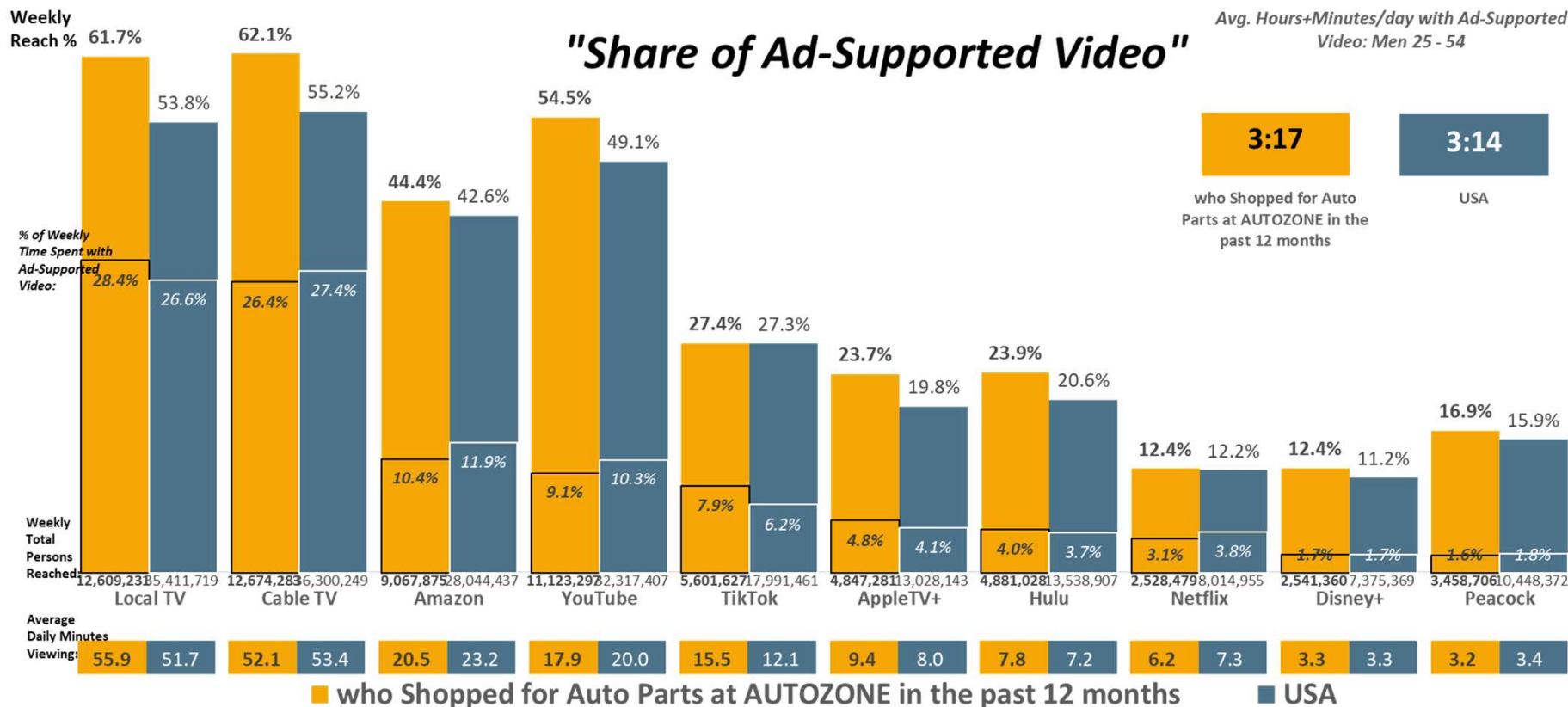
soefa.ai Share of Everything for Anything

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



12,609,231 or 61.7% of Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months watch Ad-Supported Local TV Stations for an average of 55.9 minutes every day representing 28.4% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 6,382
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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

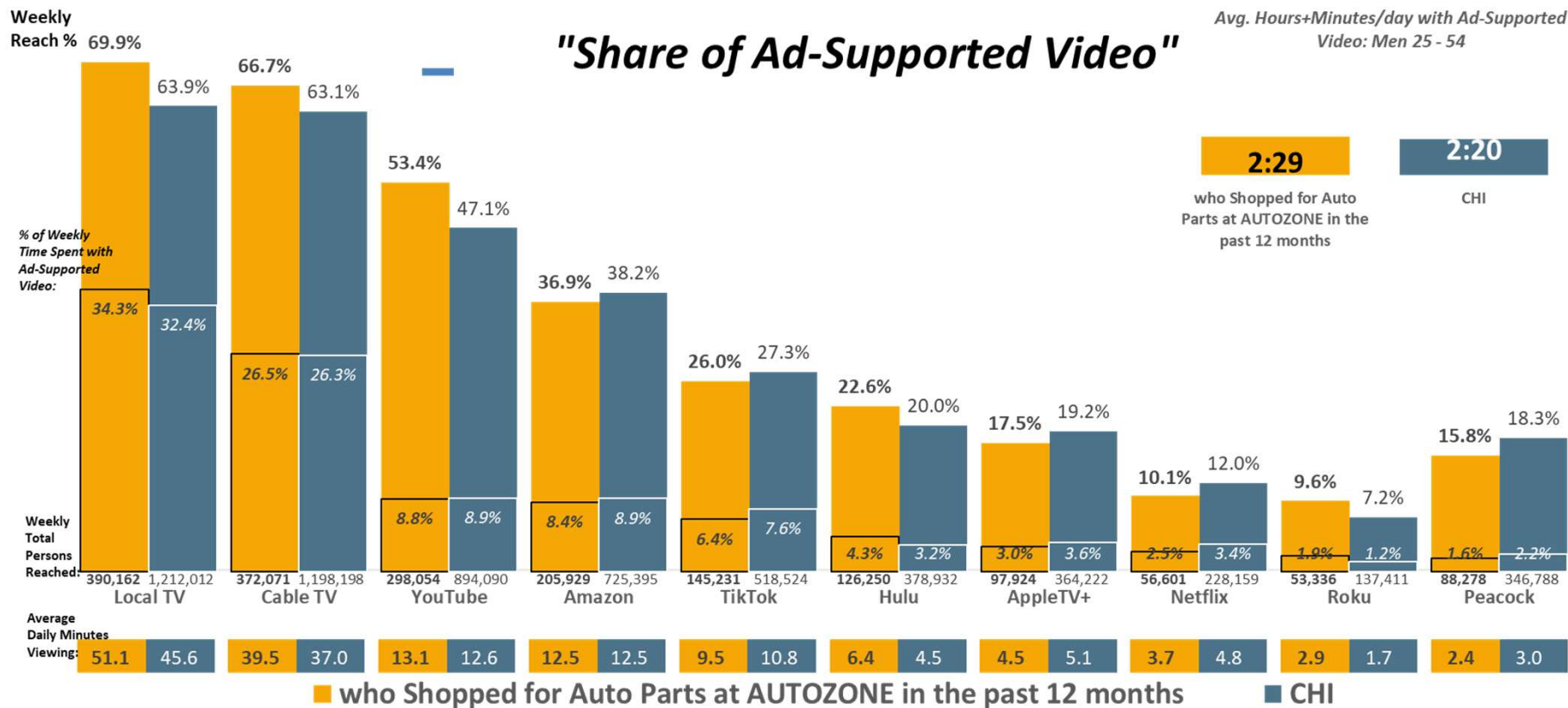
soefa.ai Share of Everything for Anything

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



390,162 or 69.9% of Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months watch Ad-Supported Local TV Stations for an average of 51.1 minutes every day representing 34.3% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,129
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CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,186

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

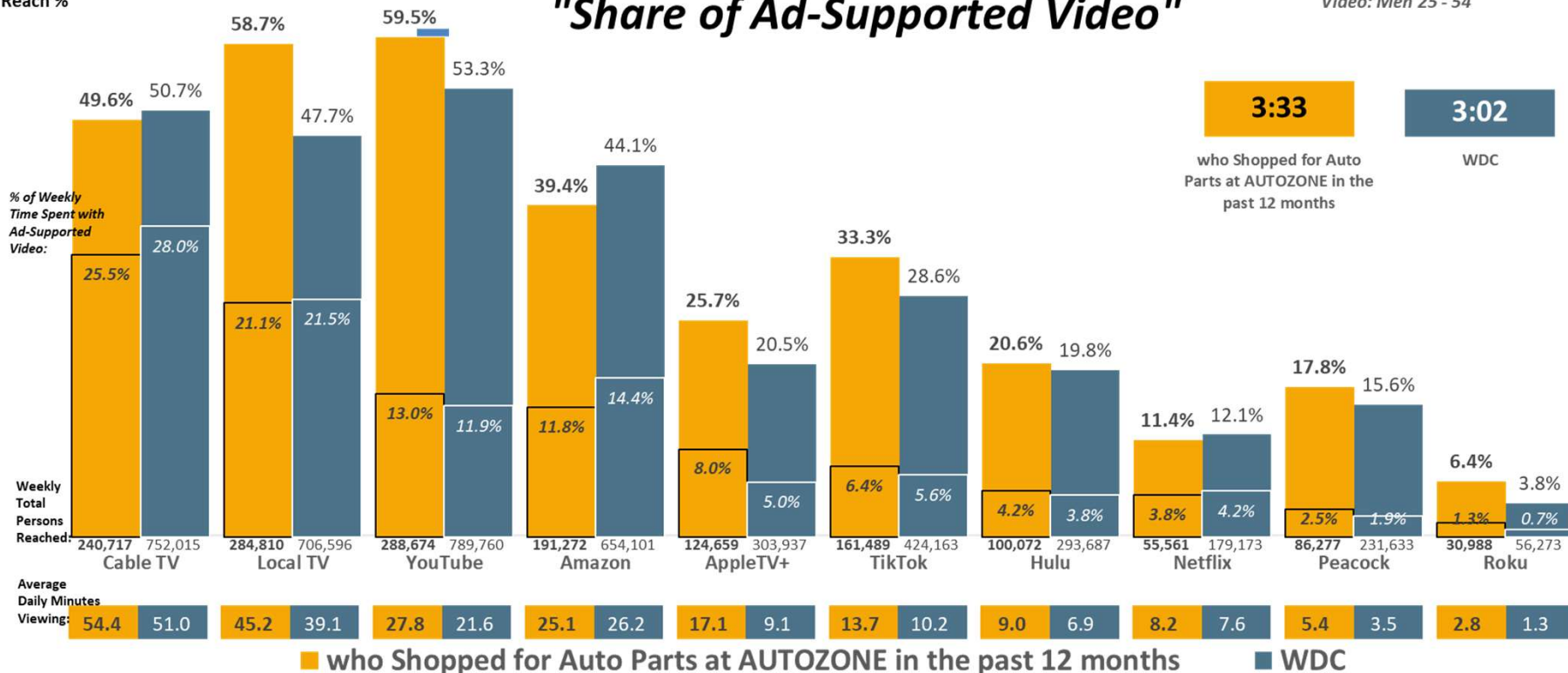


284,810 or 58.7% of Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months watch Ad-Supported Local TV Stations for an average of 45.2 minutes every day representing 21.1% of all time spent daily with Ad-Supported Video.

Weekly
Reach %

"Share of Ad-Supported Video"

Avg. Hours+Minutes/day with Ad-Supported
Video: Men 25 - 54

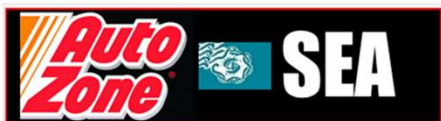


WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 1,442
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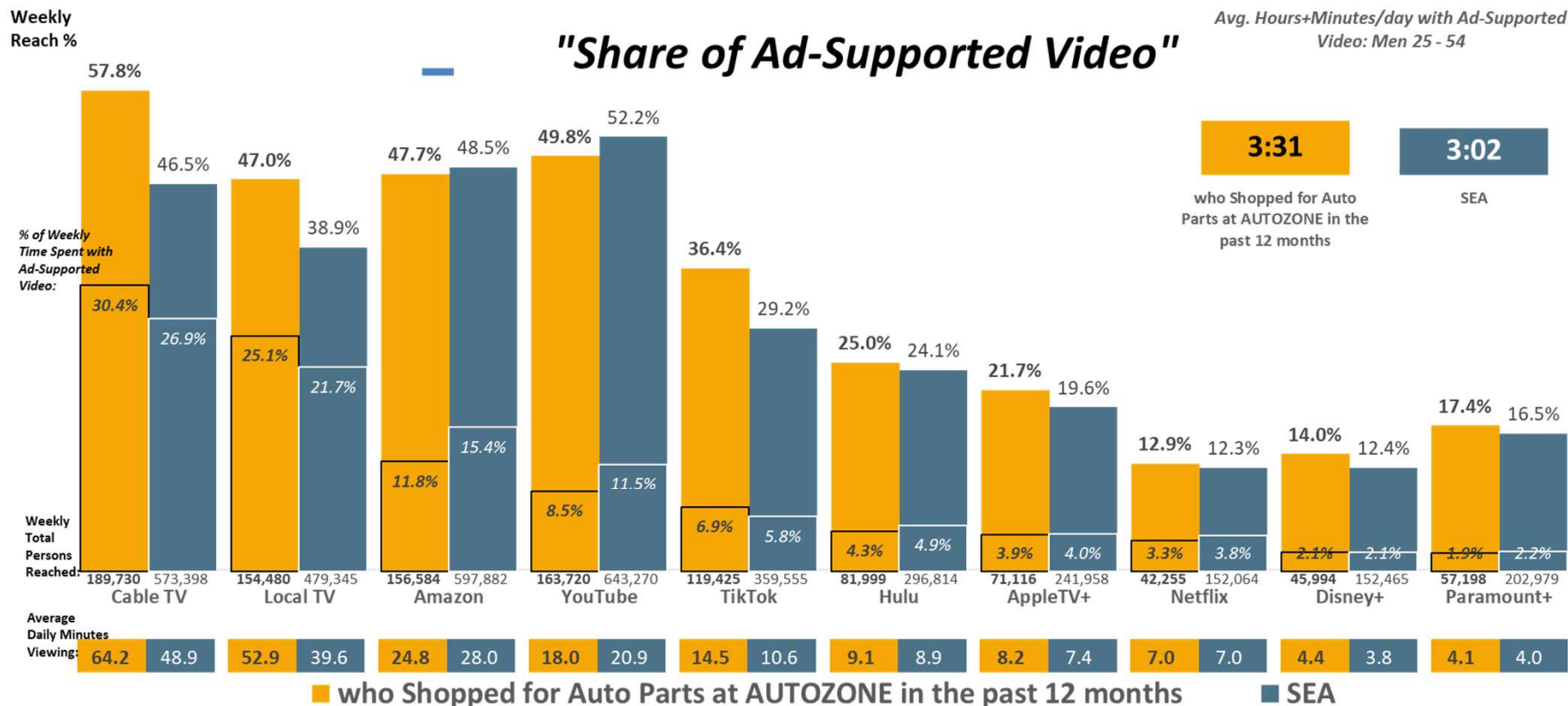
WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919

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for Anything

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



154,480 or 47.% of Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months watch Ad-Supported Local TV Stations for an average of 52.9 minutes every day representing 25.1% of all time spent daily with Ad-Supported Video.



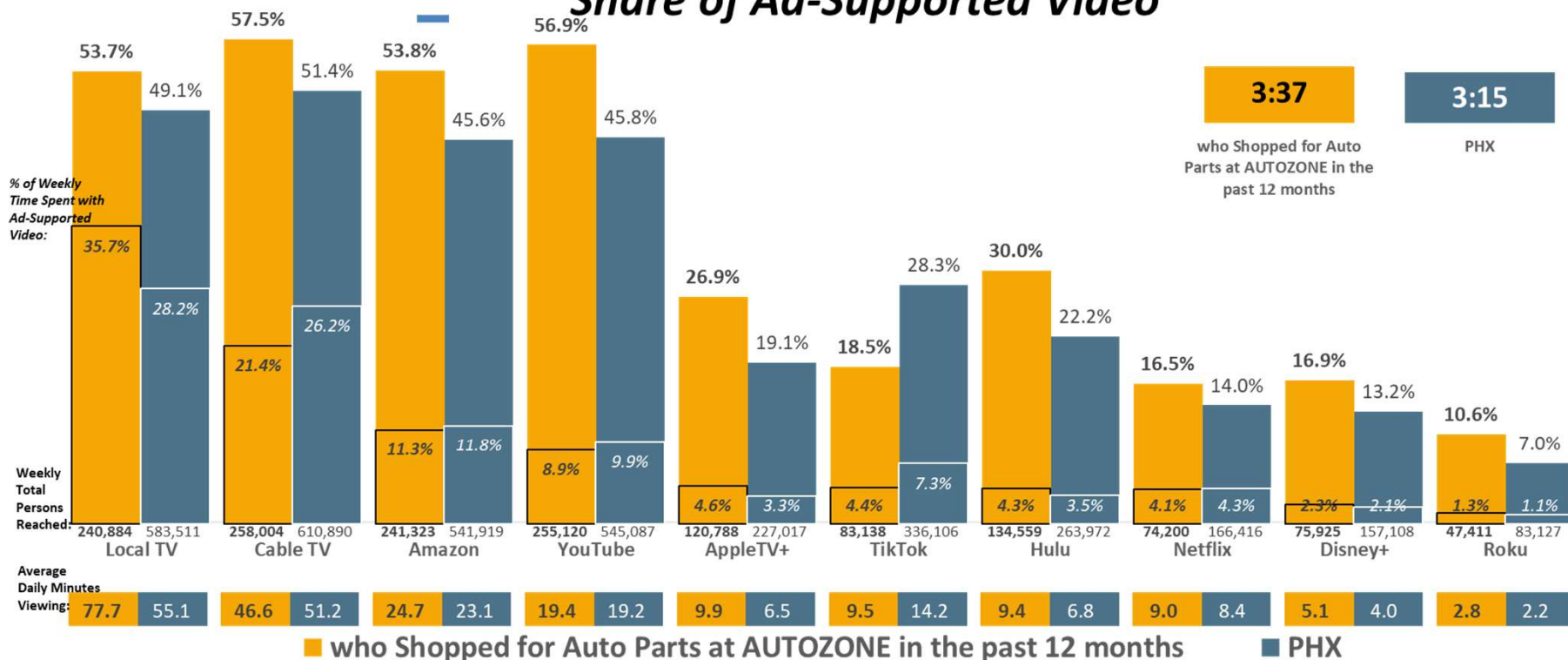


240,884 or 53.7% of Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months watch Ad-Supported Local TV Stations for an average of 77.7 minutes every day representing 35.7% of all time spent daily with Ad-Supported Video.

Weekly
Reach %

"Share of Ad-Supported Video"

Avg. Hours+Minutes/day with Ad-Supported
Video: Men 25 - 54



3:37

who Shopped for Auto
Parts at AUTOZONE in the
past 12 months

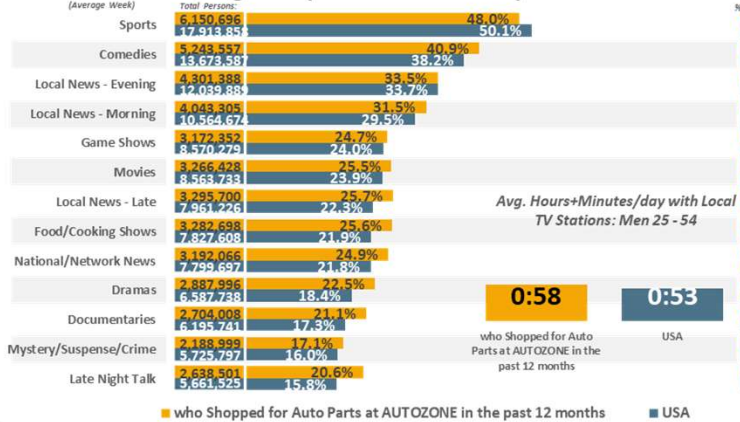
3:15

PHX

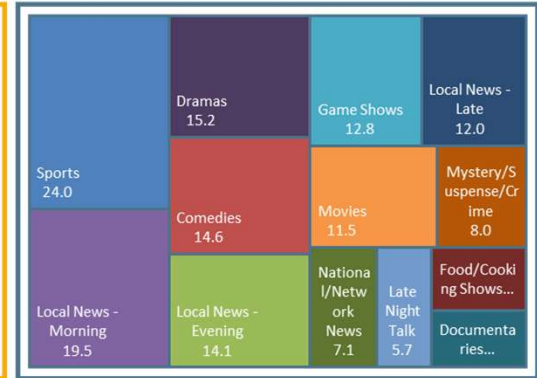


12,609,231 or 61.7% of Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Local News - Evening, Local News - Morning, Local News - Late, and Movies.

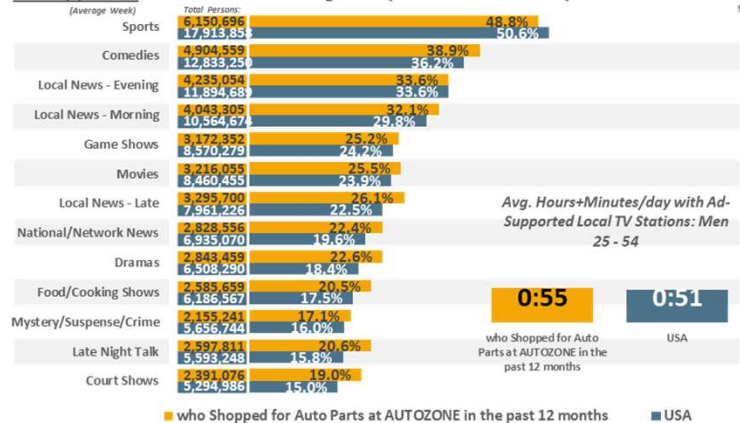
Local TV Station Programs (Persons & % Reach): Men 25 - 54



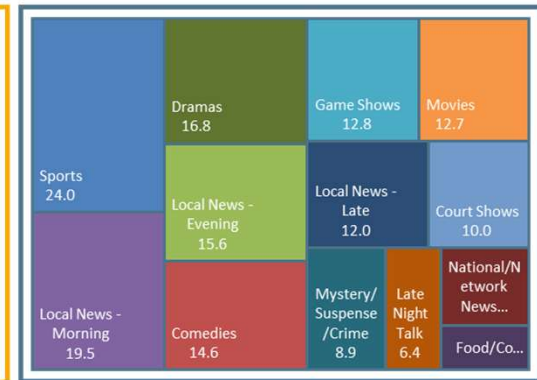
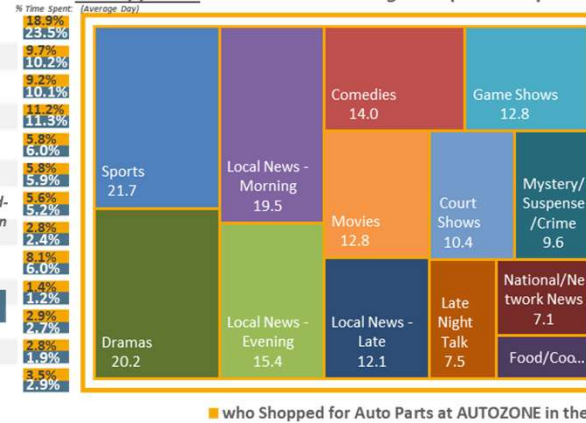
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



Ad-Supported Local TV Station Programs (Persons & % Reach): Men 25 - 54



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 6,382
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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

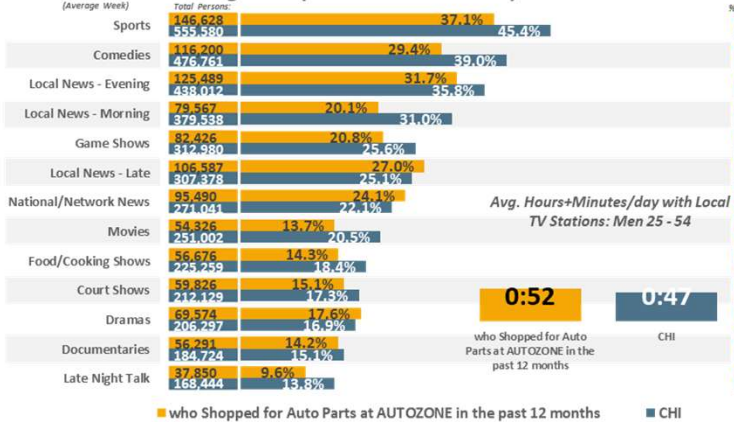
soefa.ai Share of Everything for Anything

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

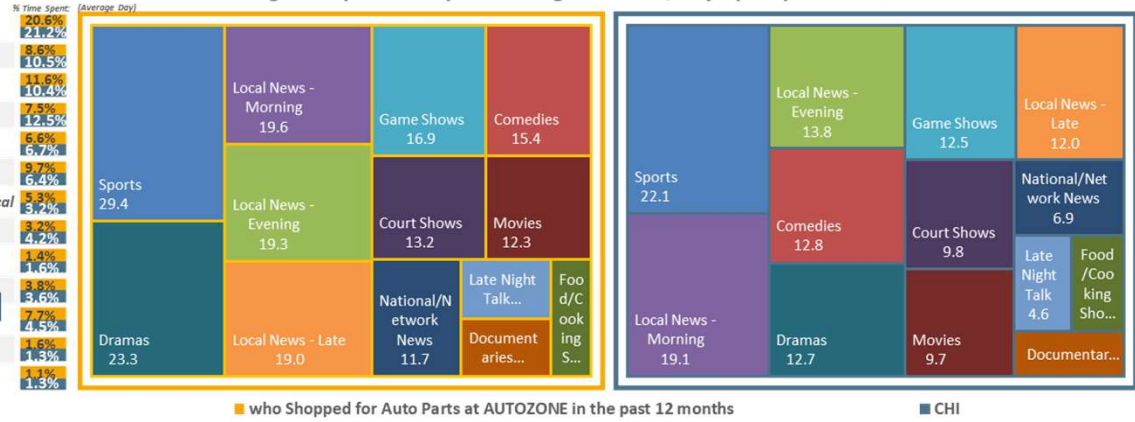


390,162 or 69.9% of Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Late, National/Network News, and Game Shows.

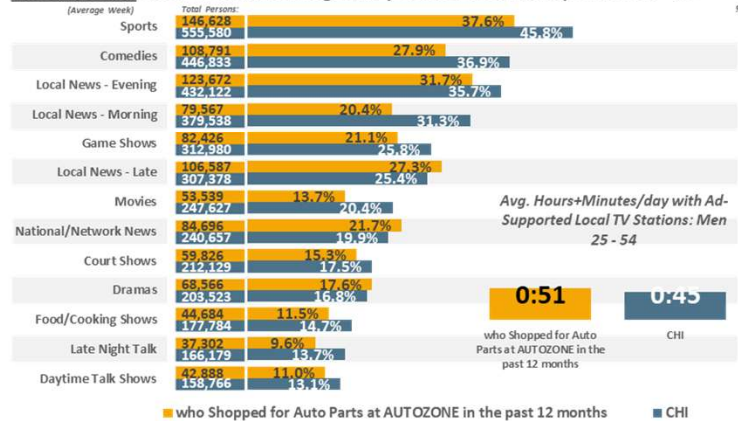
Local TV Station Programs (Persons & % Reach): Men 25 - 54



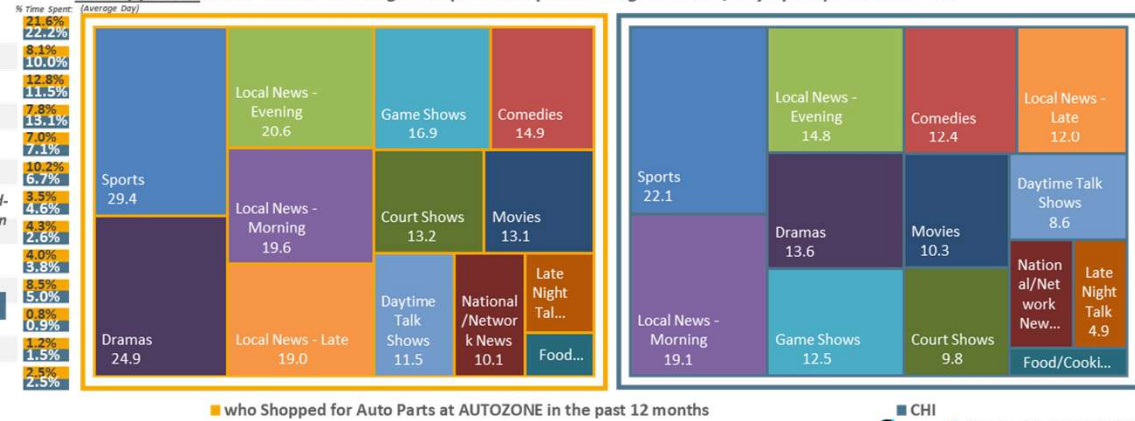
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



Ad-Supported Local TV Station Programs (Persons & % Reach): Men 25 - 54



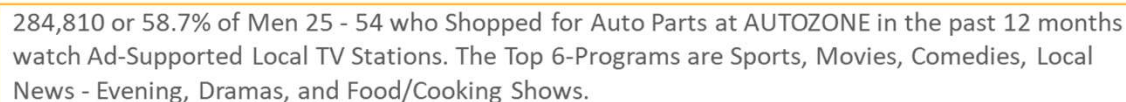
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



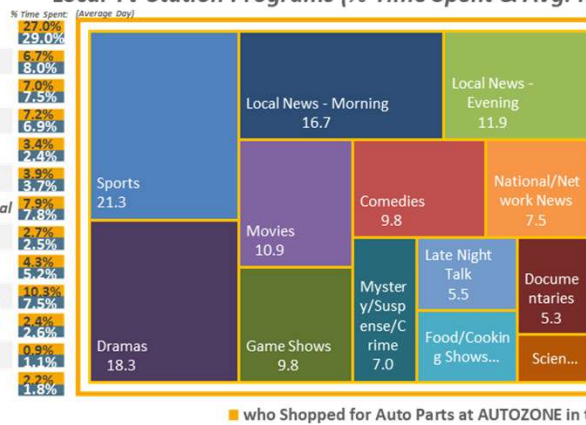
CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,129
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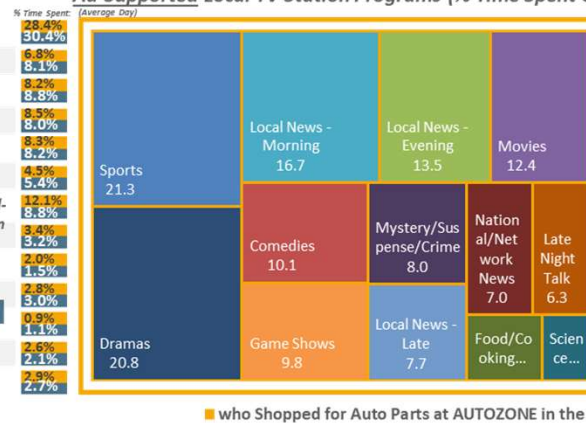
Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): AutoZone



Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



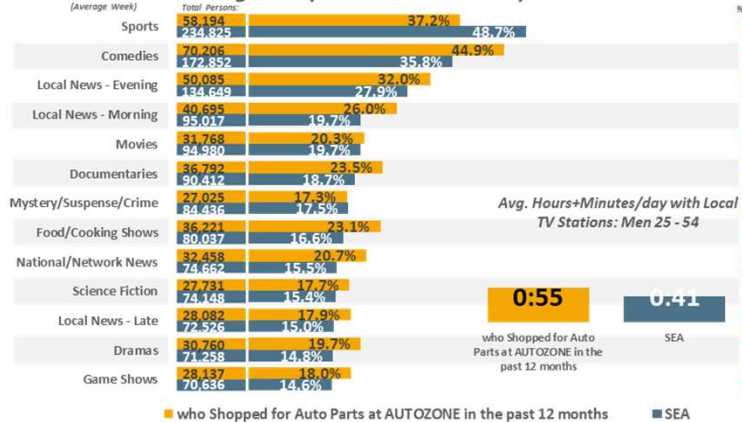
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): AutoZone

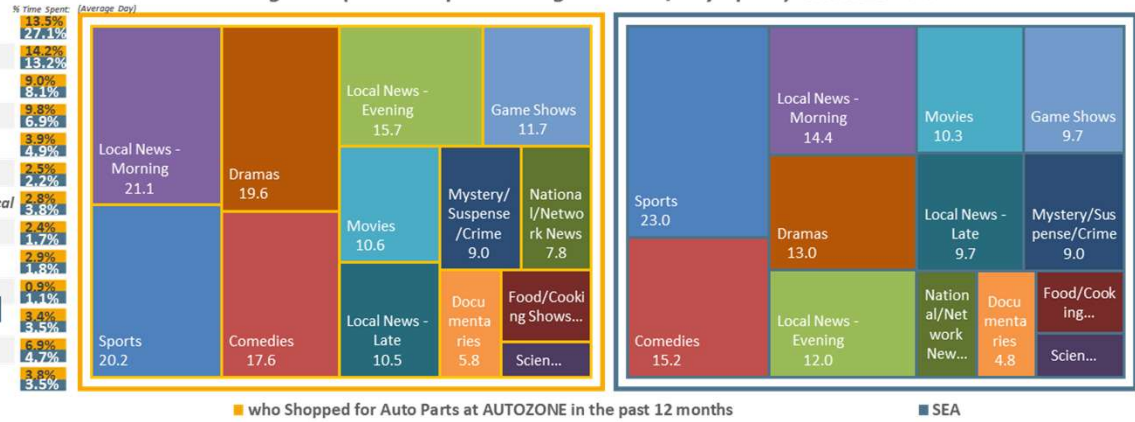


154,480 or 47.% of Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Sports, Local News - Evening, Local News - Morning, Late Night Talk, and Movies.

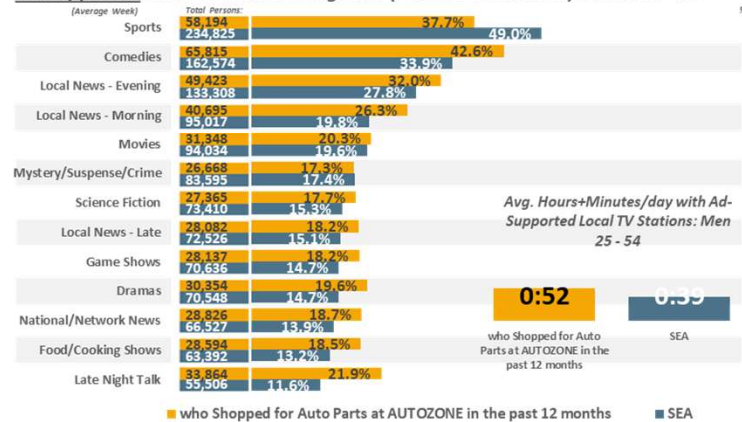
Local TV Station Programs (Persons & % Reach): Men 25 - 54



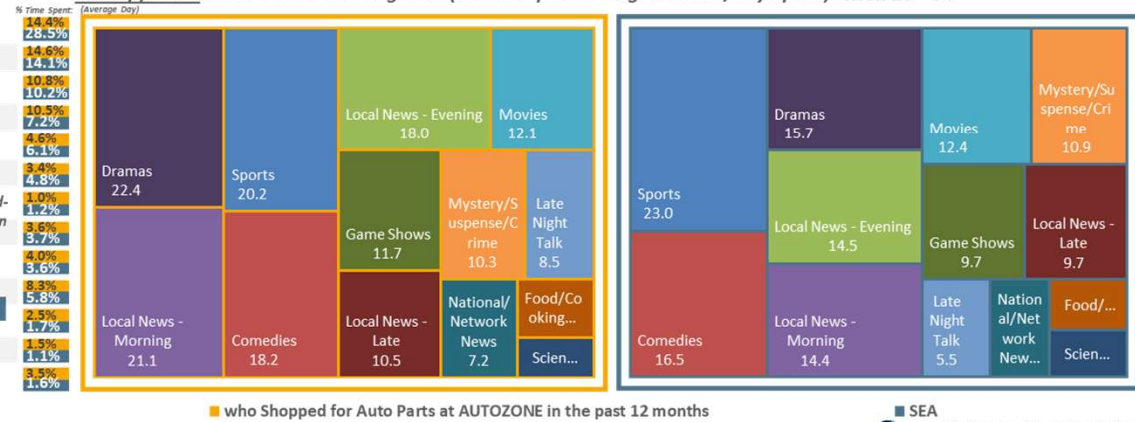
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



Ad-Supported Local TV Station Programs (Persons & % Reach): Men 25 - 54



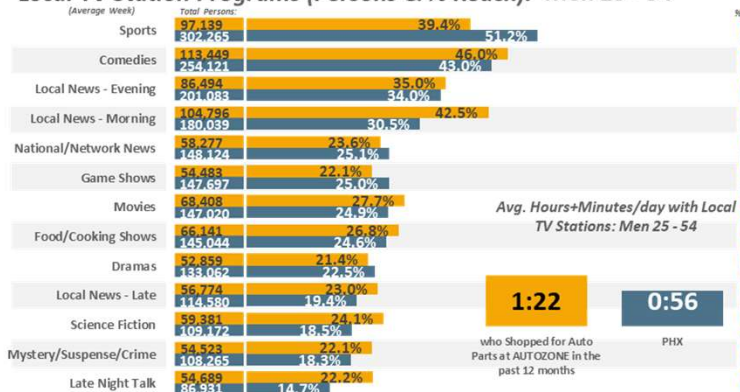
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



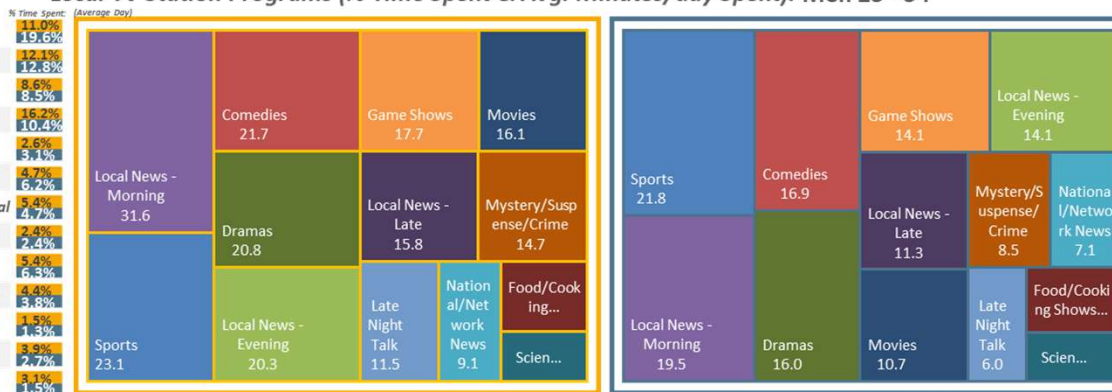


240,884 or 53.7% of Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Local News - Morning, Sports, Local News - Evening, Movies, and Science Fiction.

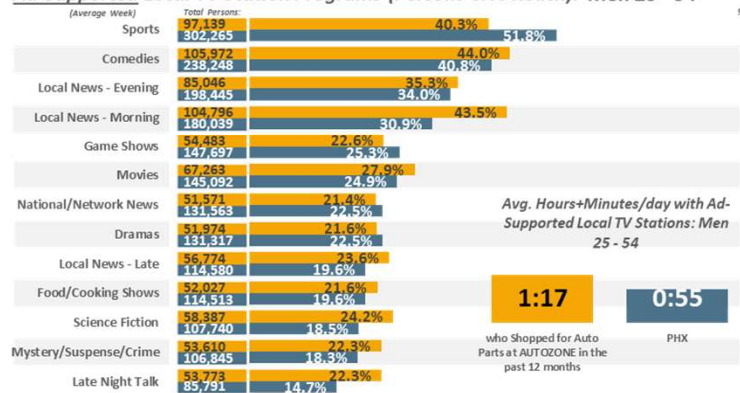
Local TV Station Programs (Persons & % Reach): Men 25 - 54



Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



Ad-Supported Local TV Station Programs (Persons & % Reach): Men 25 - 54



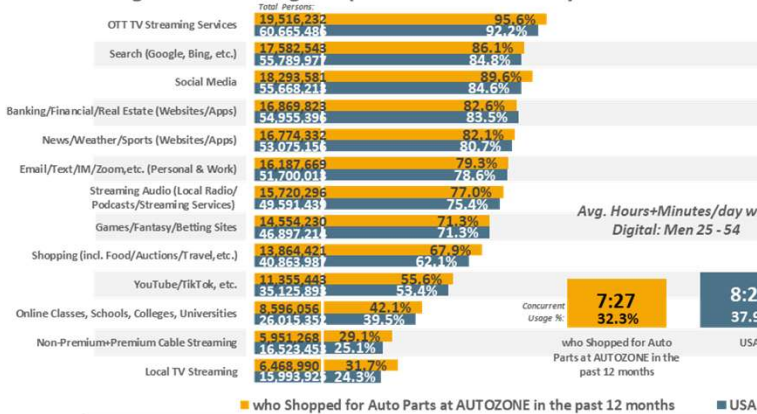
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



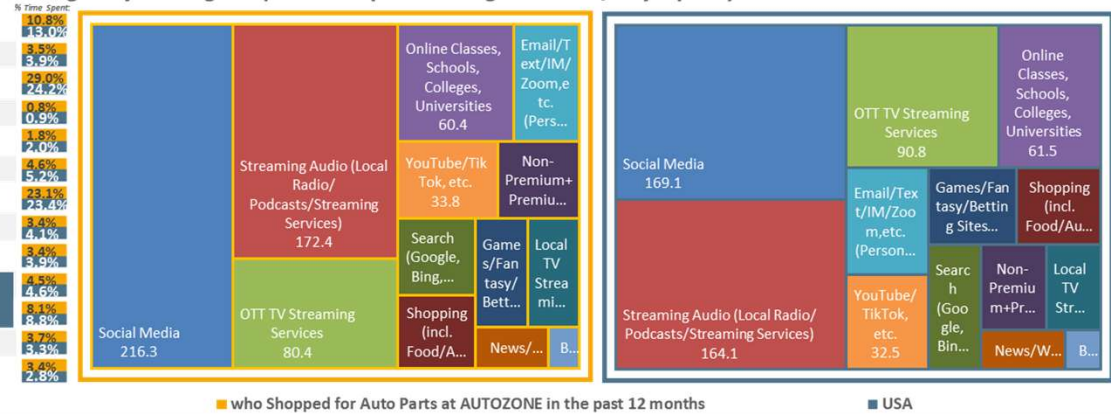


15,987,969 or 78.3% of Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months use Ad-Supported Social Media for an average of 199. minutes every day representing 36.6% of all time spent daily with Ad-Supported Digital Media.

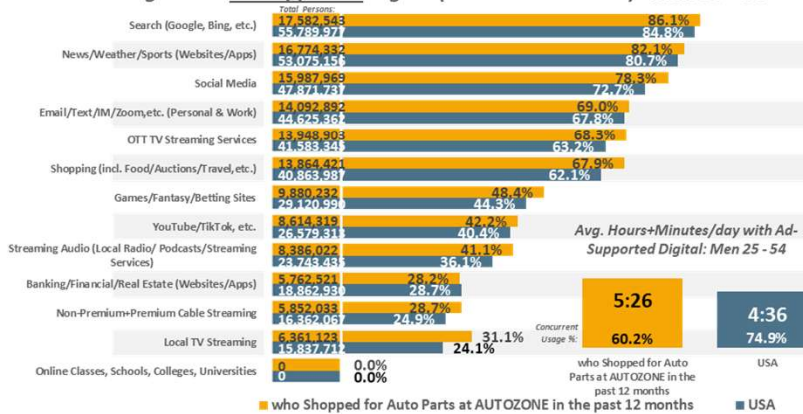
Avg. Week All Digital (Persons & % Reach): Men 25 - 54



Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



Avg. Week Ad-Supported Digital (Persons & % Reach): Men 25 - 54



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 6,382
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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

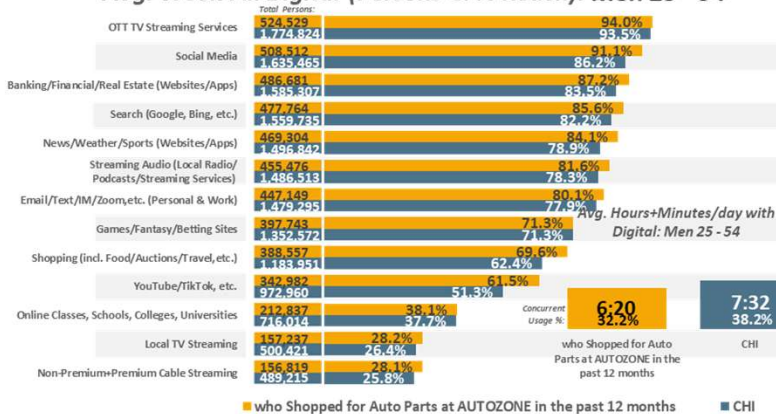
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): AutoZone

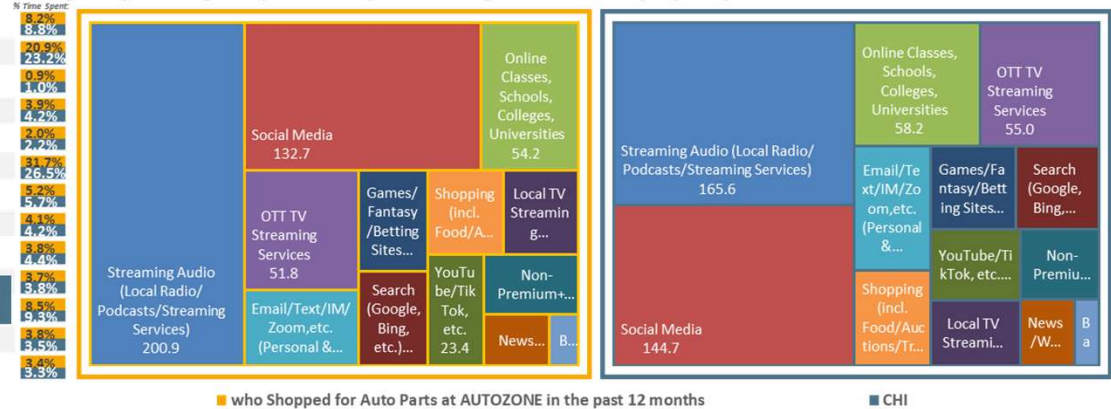


441,678 or 79.1% of Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months use Ad-Supported Social Media for an average of 122.1 minutes every day representing 27.4% of all time spent daily with Ad-Supported Digital Media.

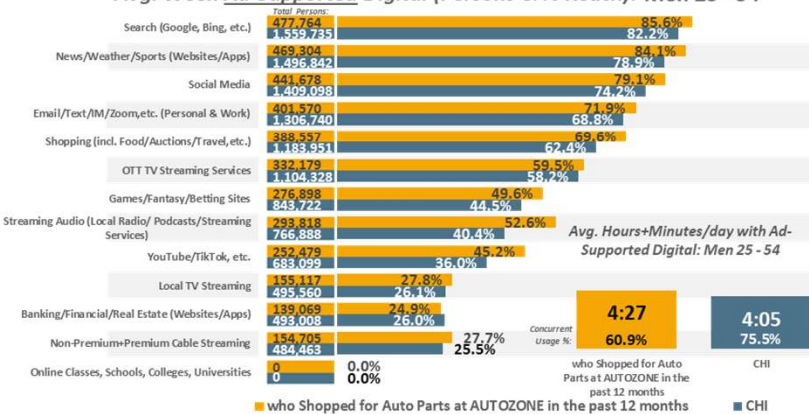
Avg. Week All Digital (Persons & % Reach): Men 25 - 54



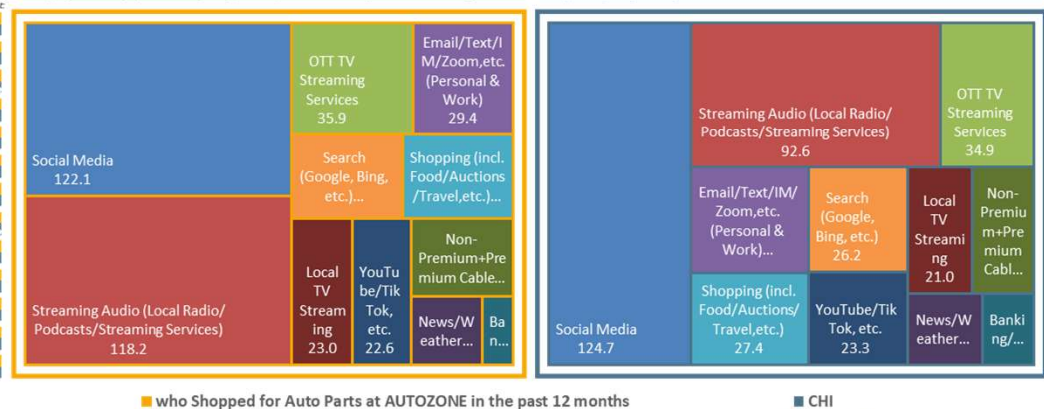
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



Avg. Week Ad-Supported Digital (Persons & % Reach): Men 25 - 54



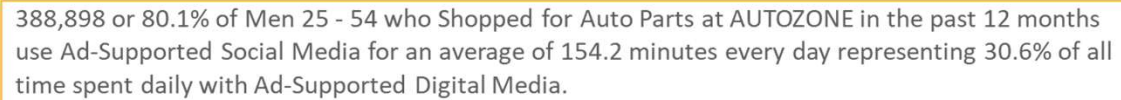
Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



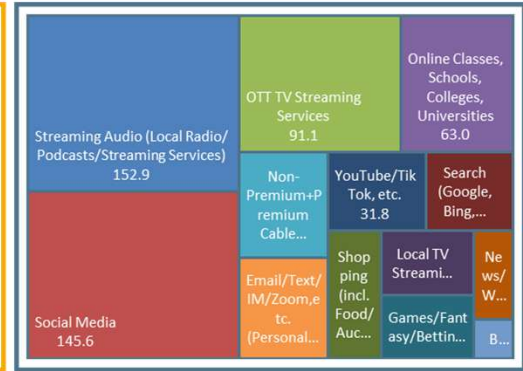
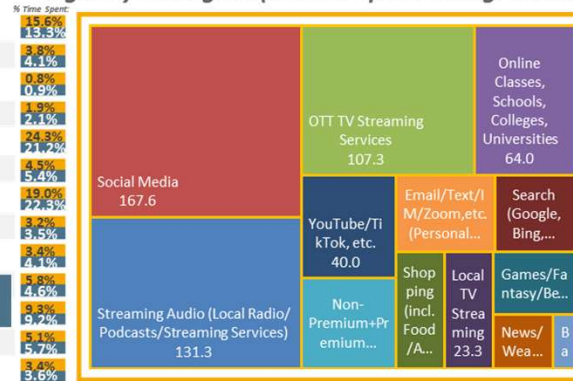
CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,129
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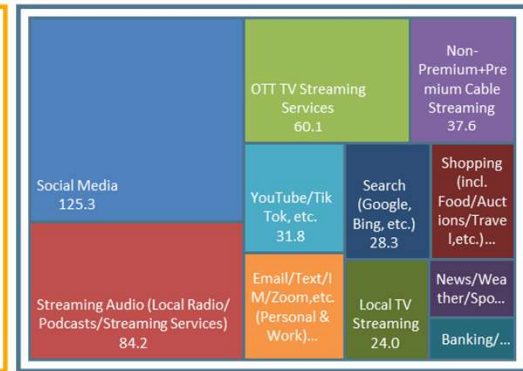
Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): AutoZone



Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



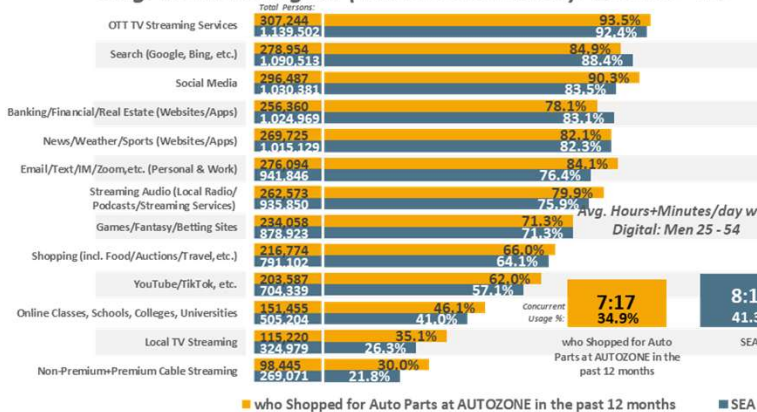
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): AutoZone

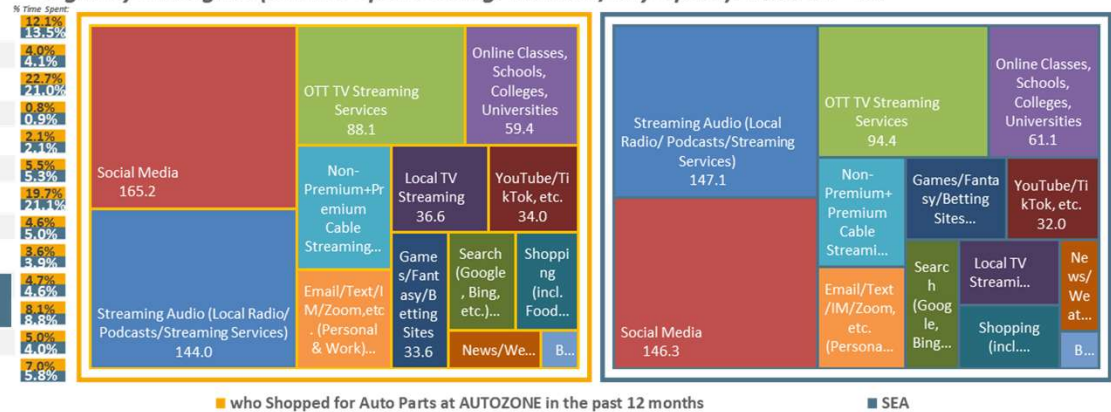


254,690 or 77.5% of Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months use Ad-Supported Social Media for an average of 152. minutes every day representing 29.1% of all time spent daily with Ad-Supported Digital Media.

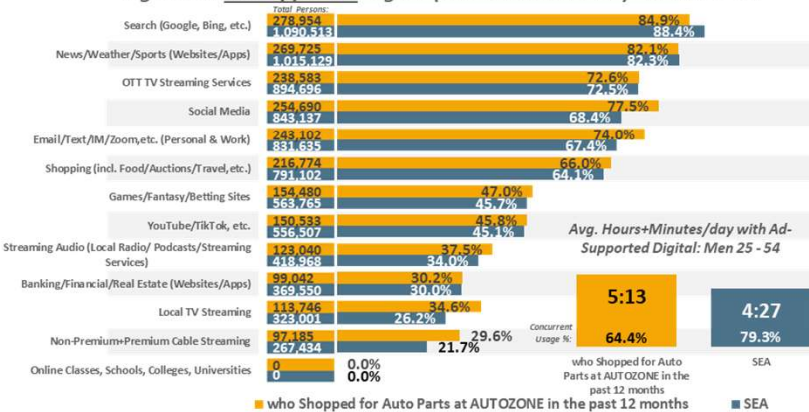
Avg. Week All Digital (Persons & % Reach): Men 25 - 54



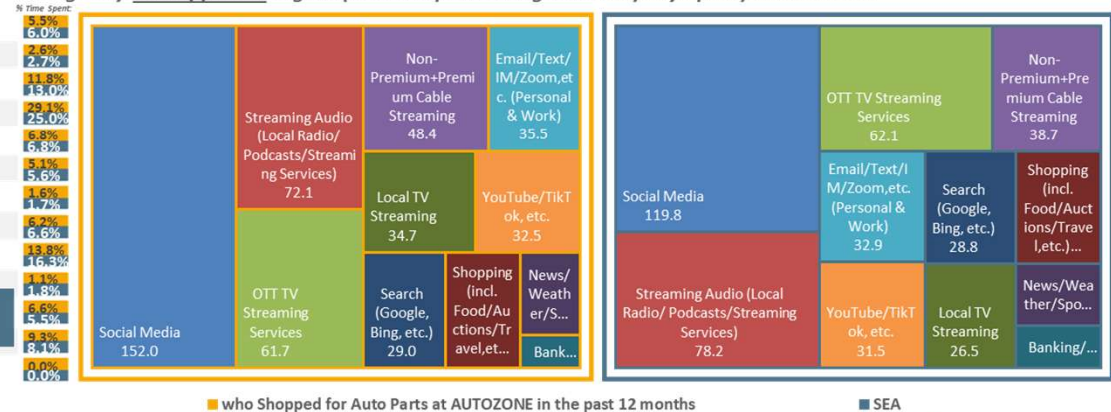
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



Avg. Week Ad-Supported Digital (Persons & % Reach): Men 25 - 54



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 884
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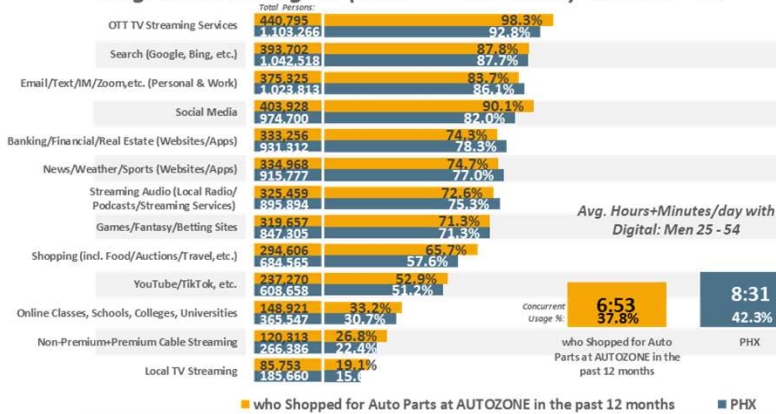
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): AutoZone

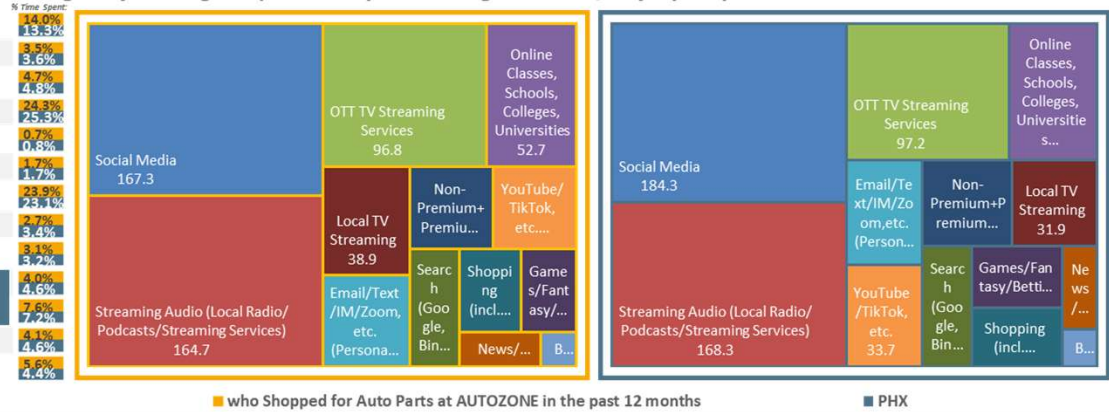


381,985 or 85.2% of Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months use Ad-Supported Social Media for an average of 153.9 minutes every day representing 32.2% of all time spent daily with Ad-Supported Digital Media.

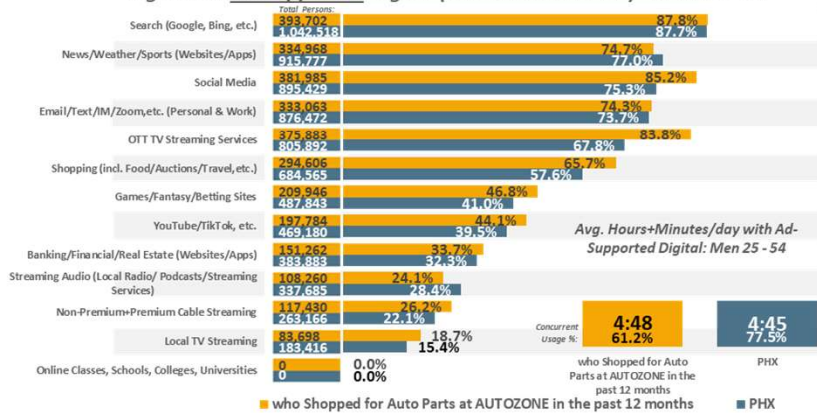
Avg. Week All Digital (Persons & % Reach): Men 25 - 54



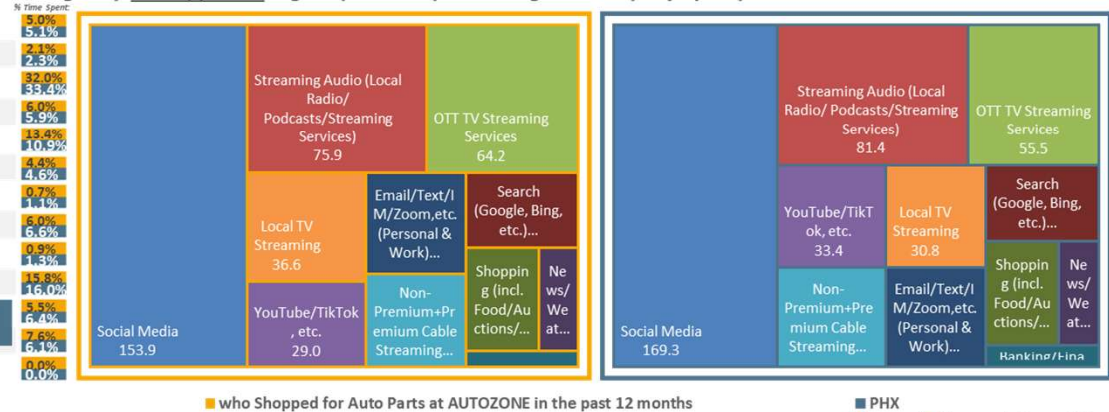
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



Avg. Week Ad-Supported Digital (Persons & % Reach): Men 25 - 54



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



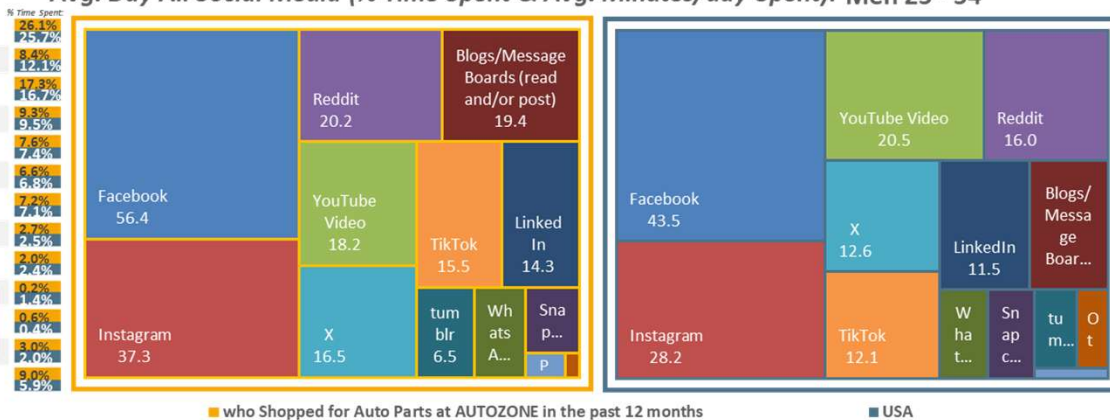
PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 834
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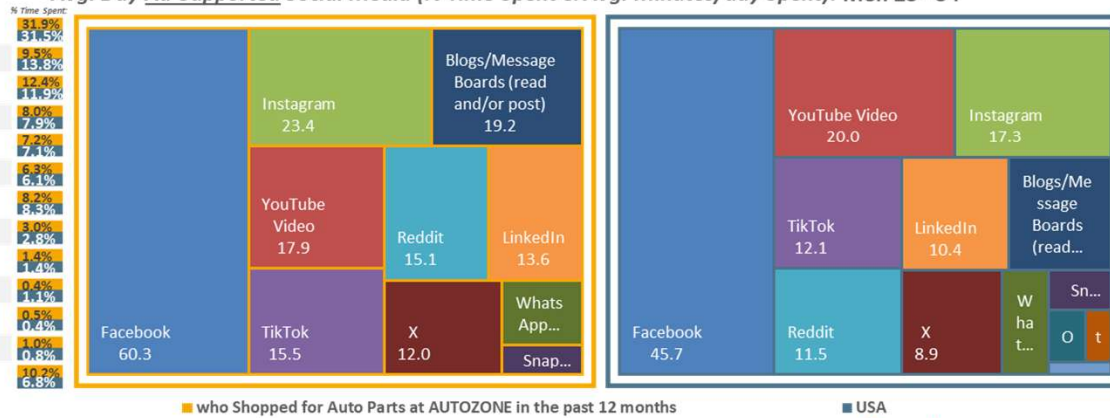
Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): AutoZone



Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54

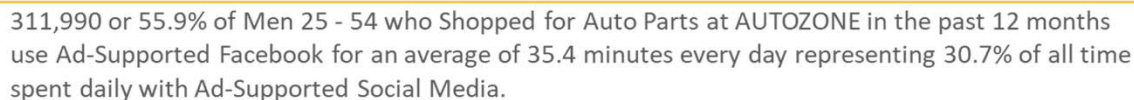


Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54

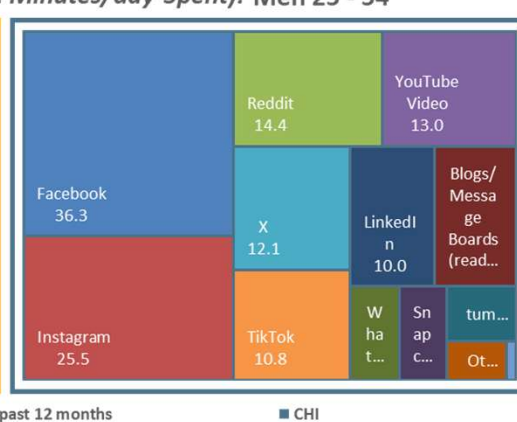
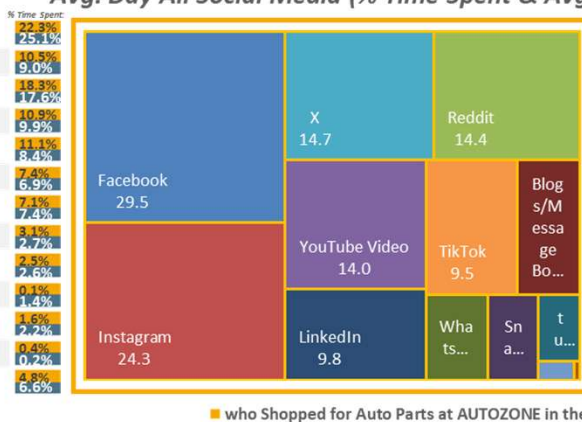


USA Projection	Scarborough R2 2025: Sep24-Aug25	Qual Intab	25.507
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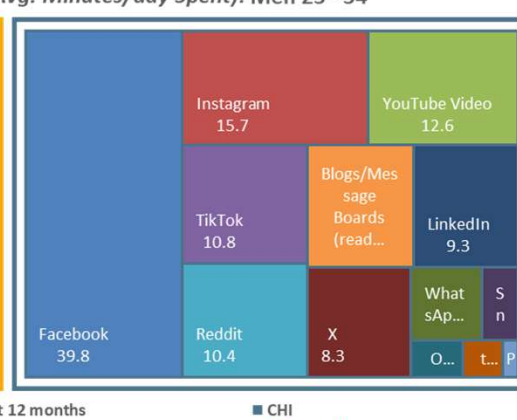
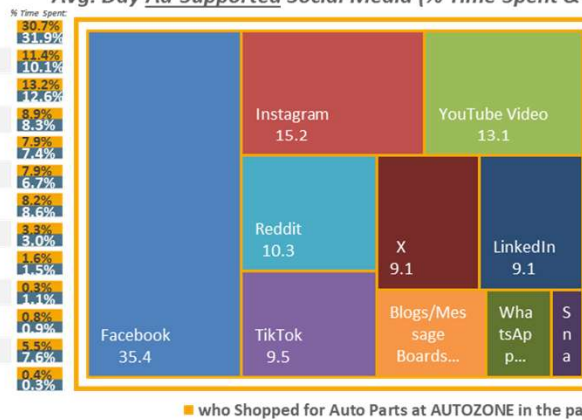
Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): AutoZone



Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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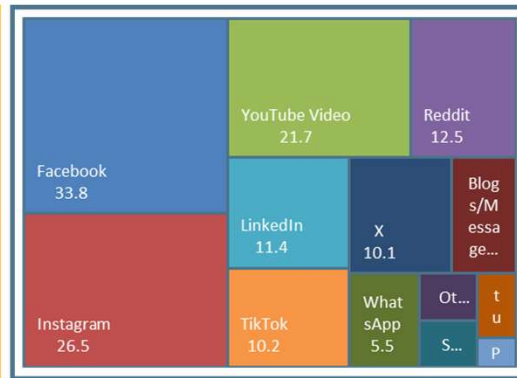
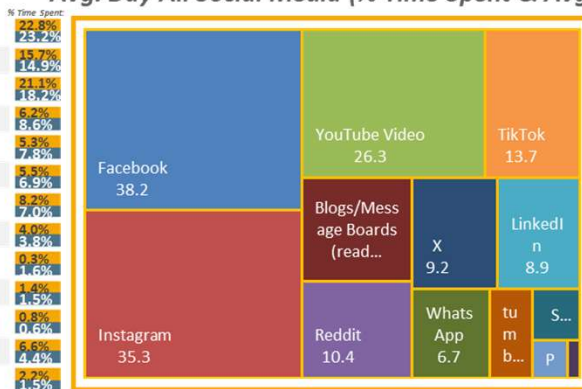
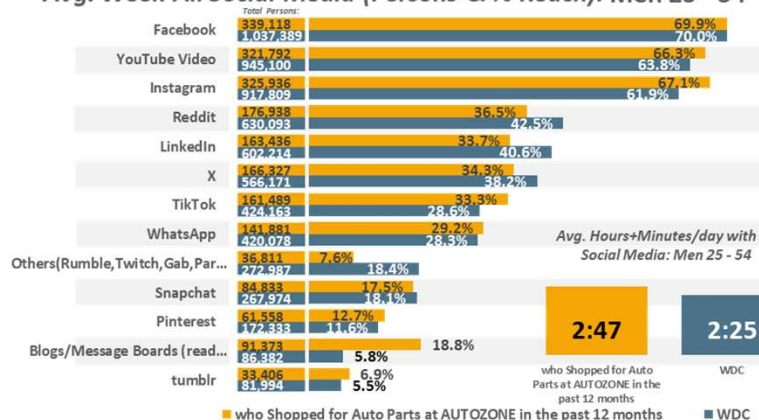
Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): AutoZone



339,118 or 69.9% of Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months use Ad-Supported Facebook for an average of 43. minutes every day representing 28.0% of all time spent daily with Ad-Supported Social Media.

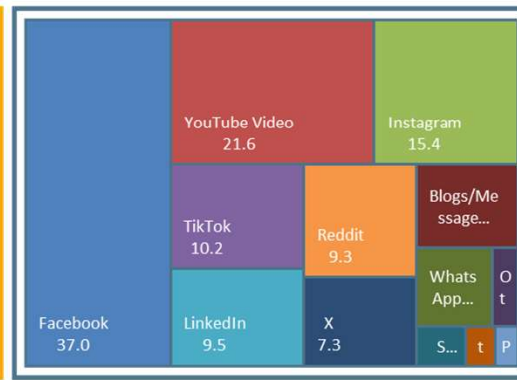
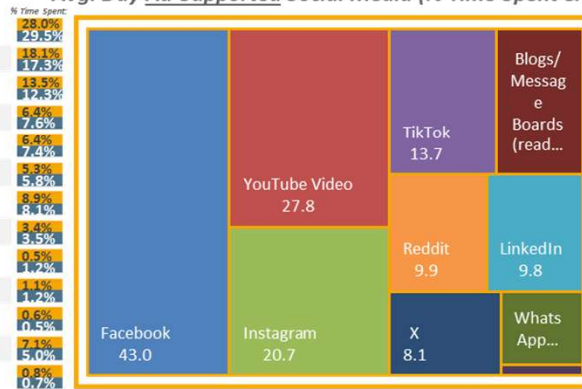
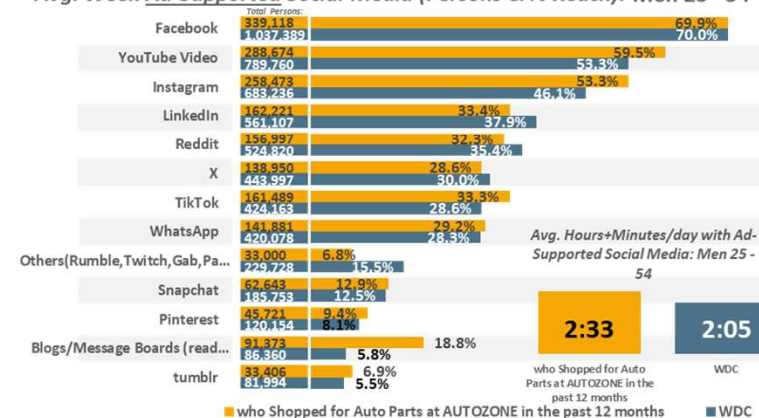
Avg. Week All Social Media (Persons & % Reach): Men 25 - 54

Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



Avg. Week Ad-Supported Social Media (Persons & % Reach): Men 25 - 54

Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 1,442
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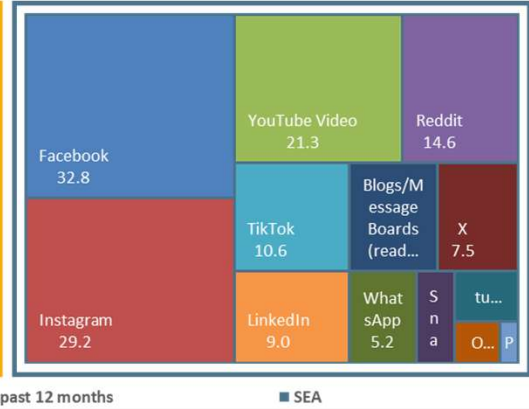
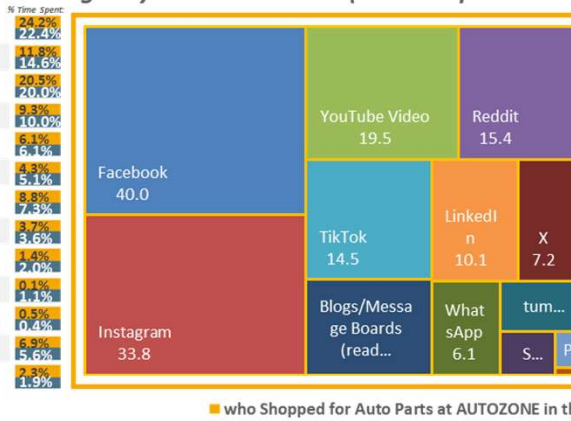
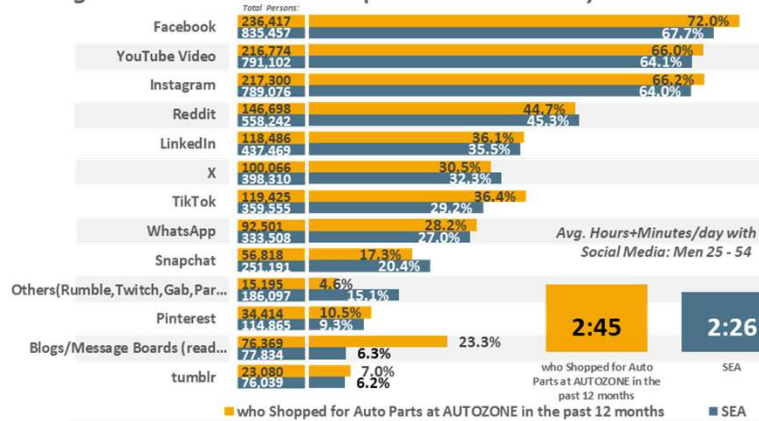
Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): AutoZone



236,417 or 72.% of Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months use Ad-Supported Facebook for an average of 43.4 minutes every day representing 30.6% of all time spent daily with Ad-Supported Social Media.

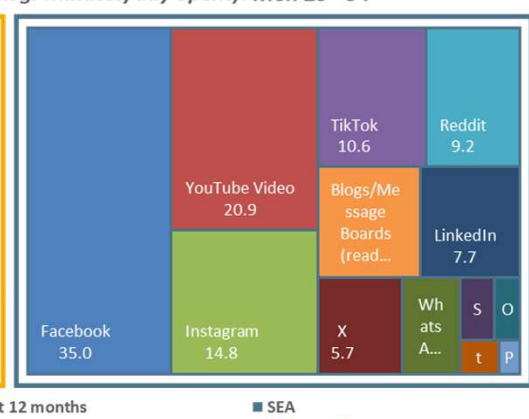
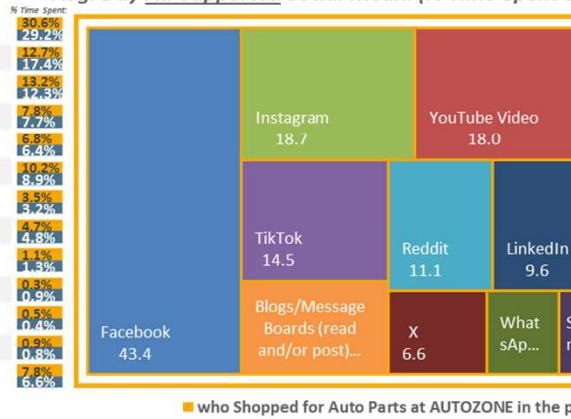
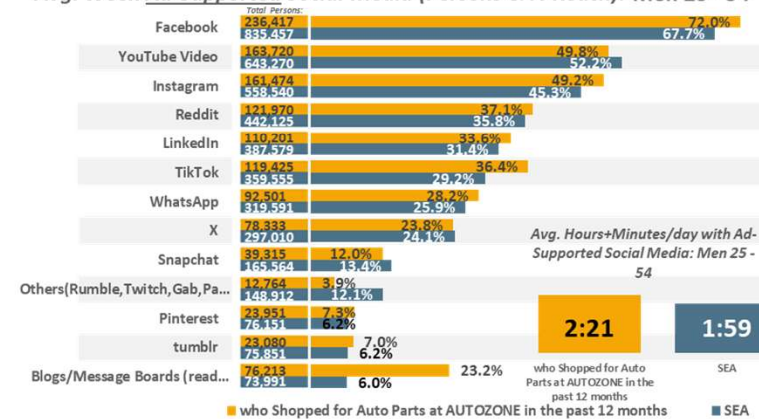
Avg. Week All Social Media (Persons & % Reach): Men 25 - 54

Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



Avg. Week Ad-Supported Social Media (Persons & % Reach): Men 25 - 54

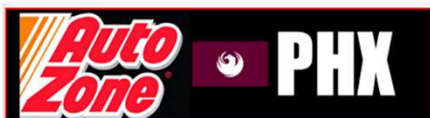
Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 884
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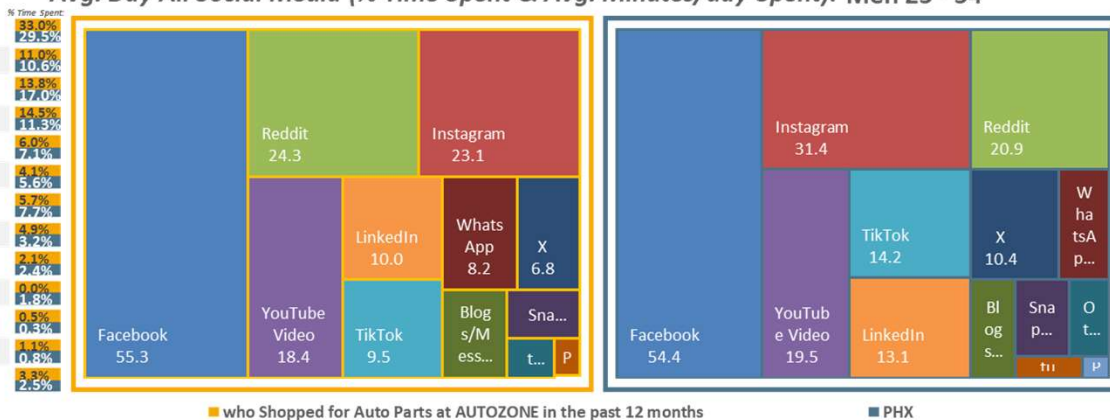
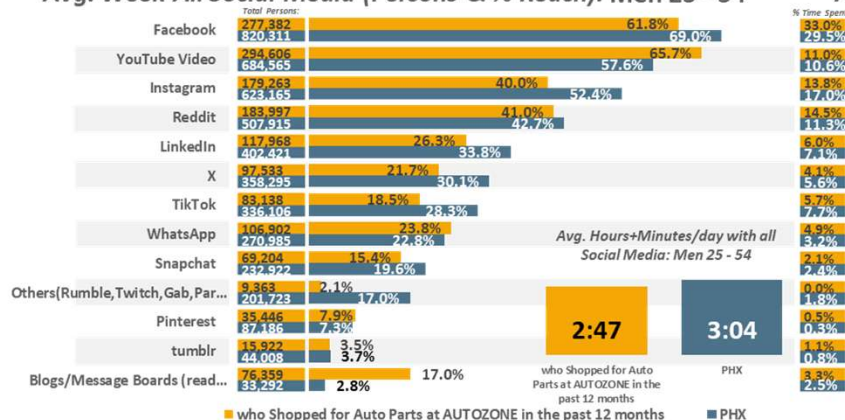
Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): AutoZone



277,382 or 61.8% of Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months use Ad-Supported Facebook for an average of 57.1 minutes every day representing 36.1% of all time spent daily with Ad-Supported Social Media.

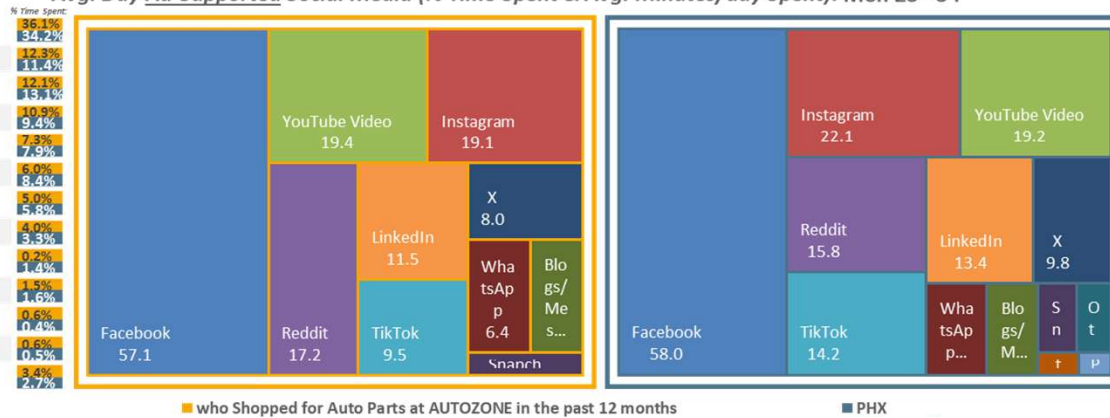
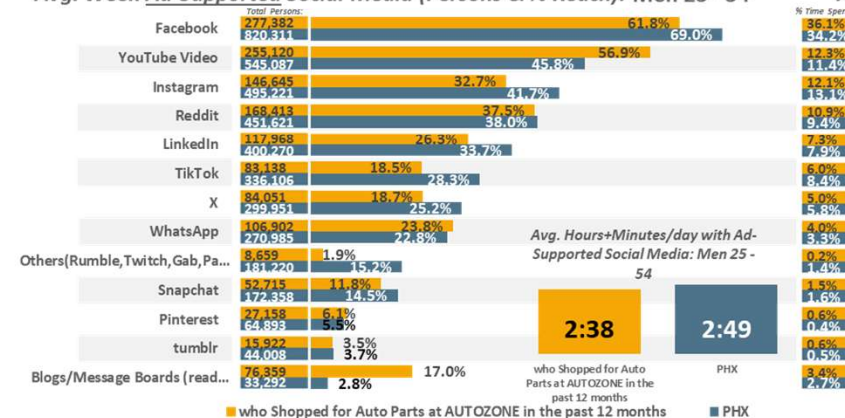
Avg. Week All Social Media (Persons & % Reach): Men 25 - 54

Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



Avg. Week Ad-Supported Social Media (Persons & % Reach): Men 25 - 54

Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



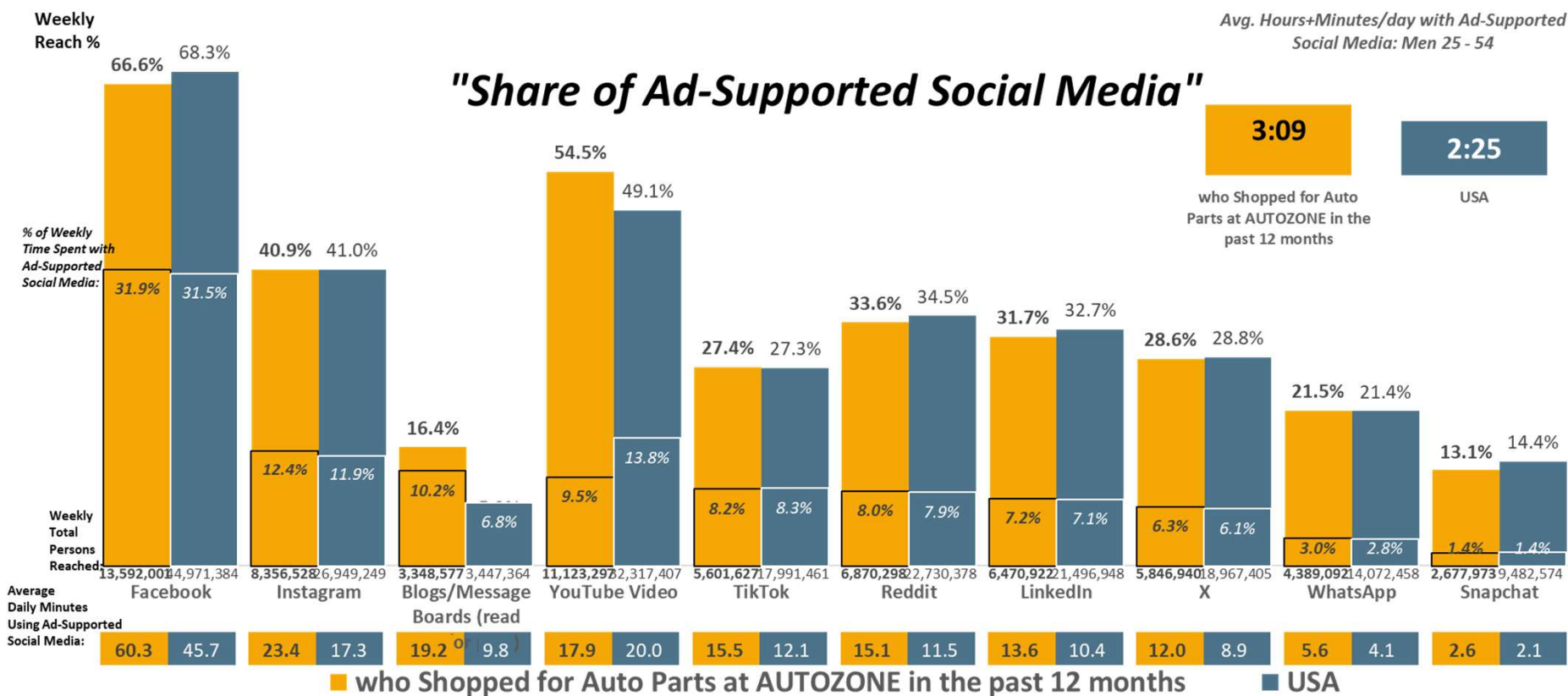
PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 834
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): AutoZone



13,592,001 or 66.6% of Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months use Ad-Supported Facebook for an average of 60.3 minutes every day representing 31.9% of all time spent daily with Ad-Supported Social Media.



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 6,382
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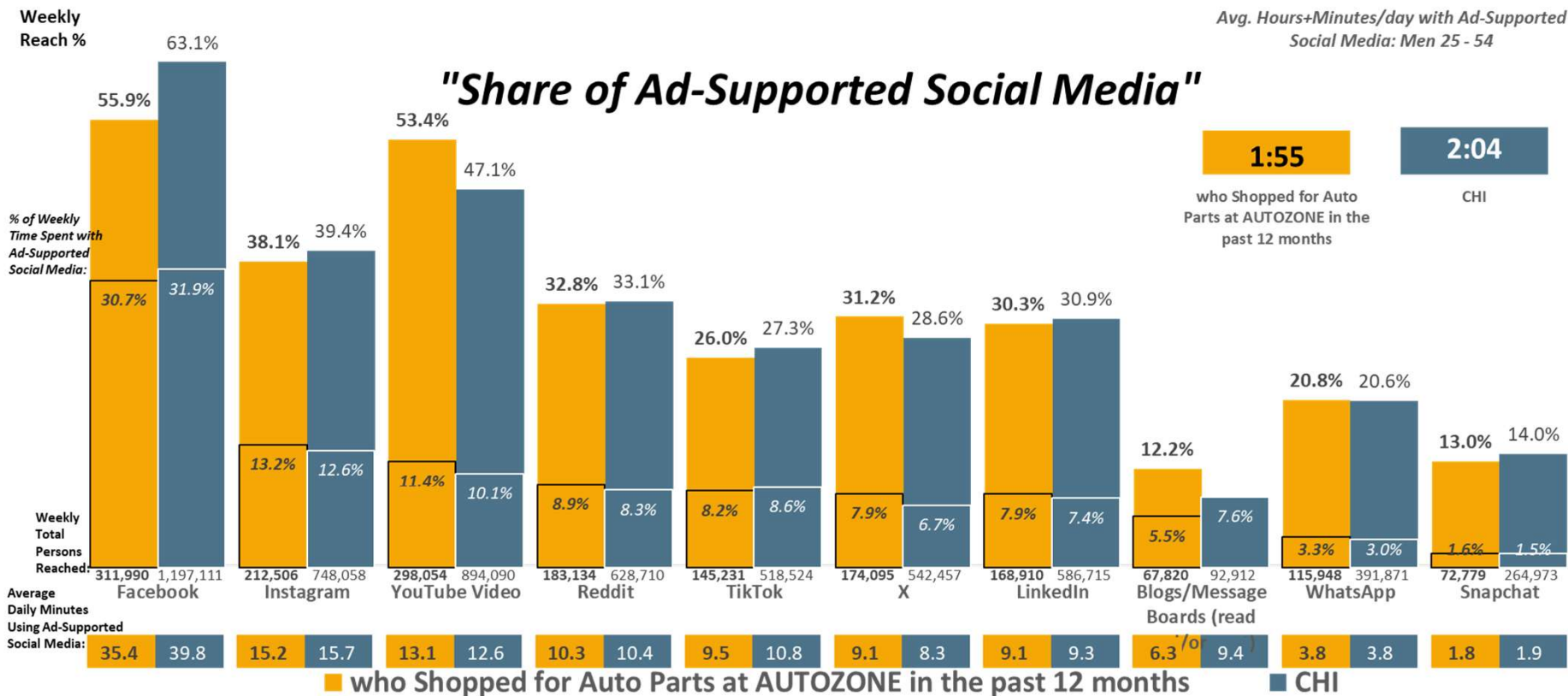
USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

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

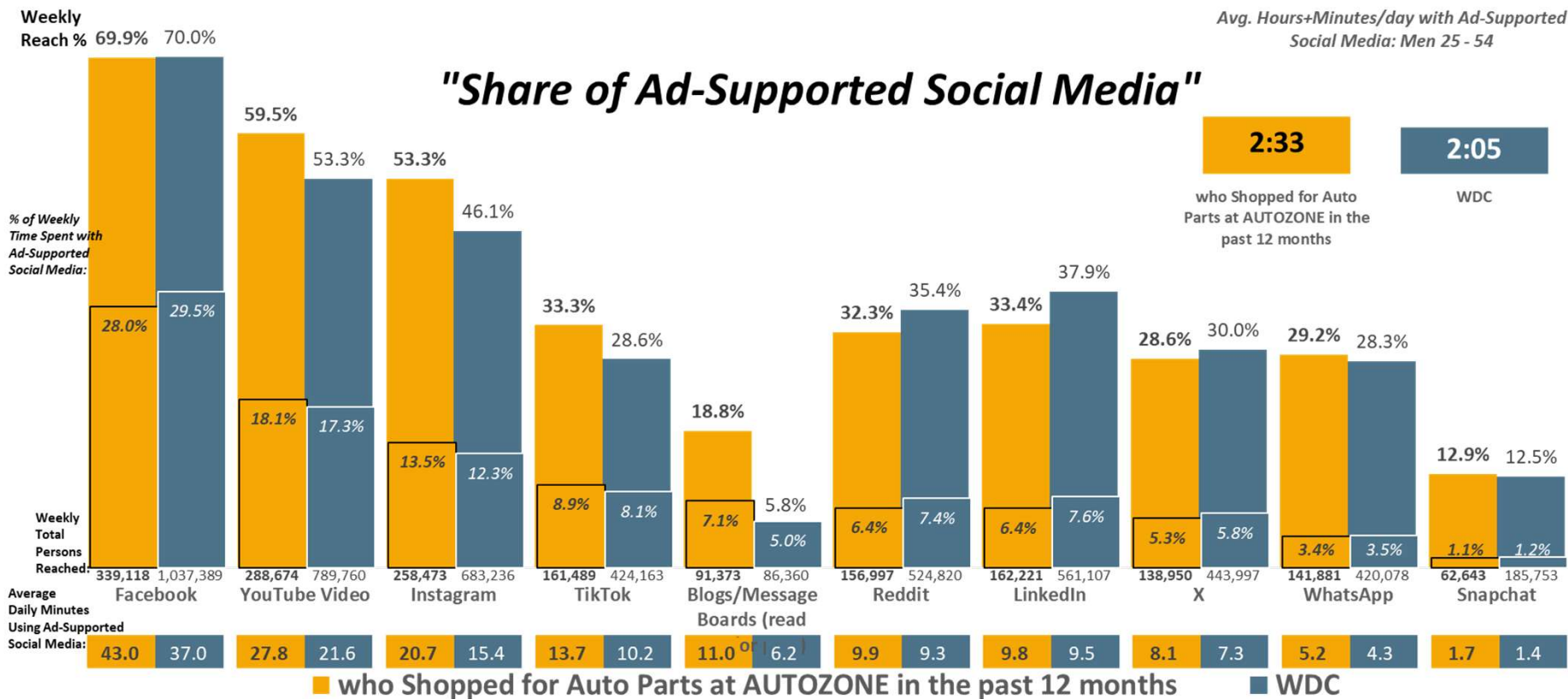


311,990 or 55.9% of Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months use Ad-Supported Facebook for an average of 35.4 minutes every day representing 30.7% of all time spent daily with Ad-Supported Social Media.





339,118 or 69.9% of Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months use Ad-Supported Facebook for an average of 43. minutes every day representing 28.% of all time spent daily with Ad-Supported Social Media.



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 1,442 WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919
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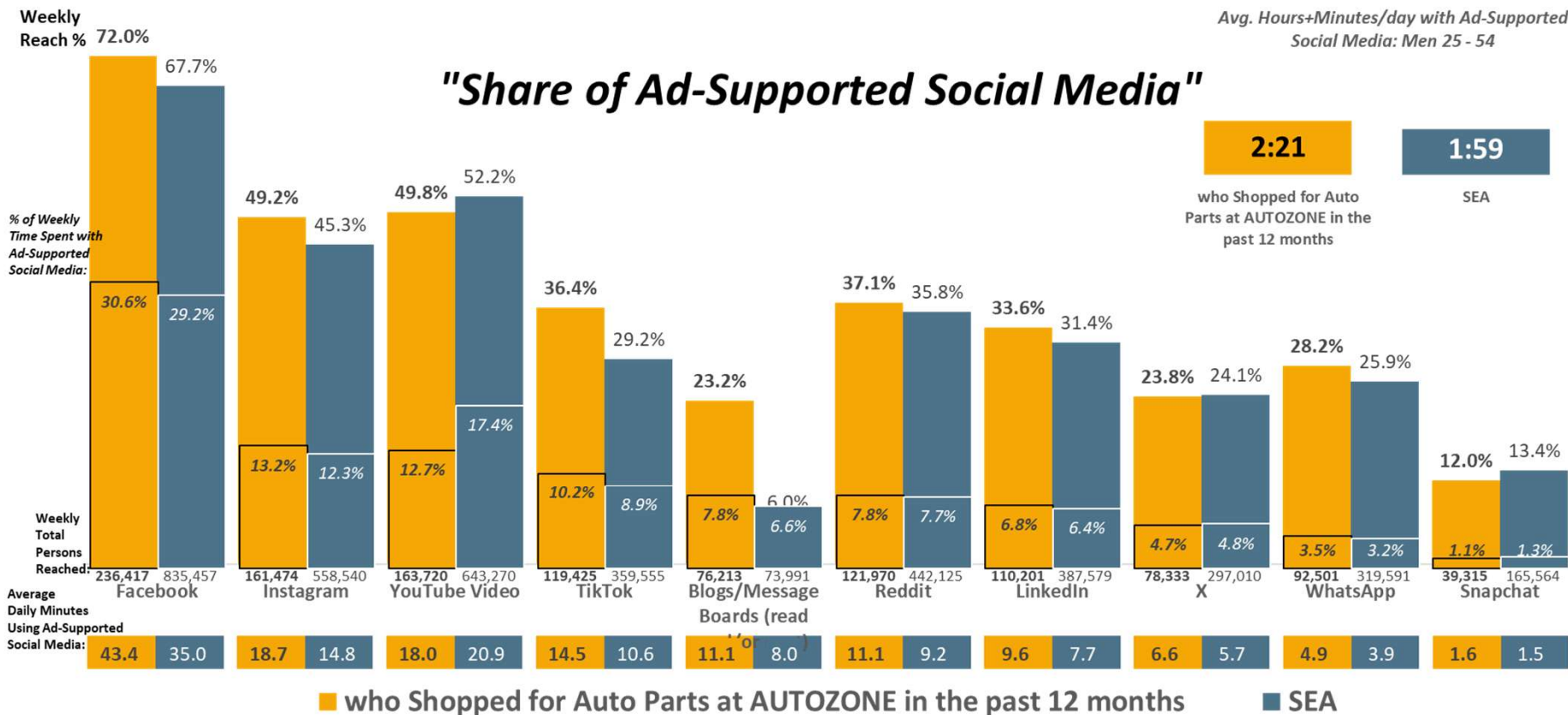
soefa.ai Share of Everything for Anything

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



236,417 or 72.% of Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months use Ad-Supported Facebook for an average of 43.4 minutes every day representing 30.6% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



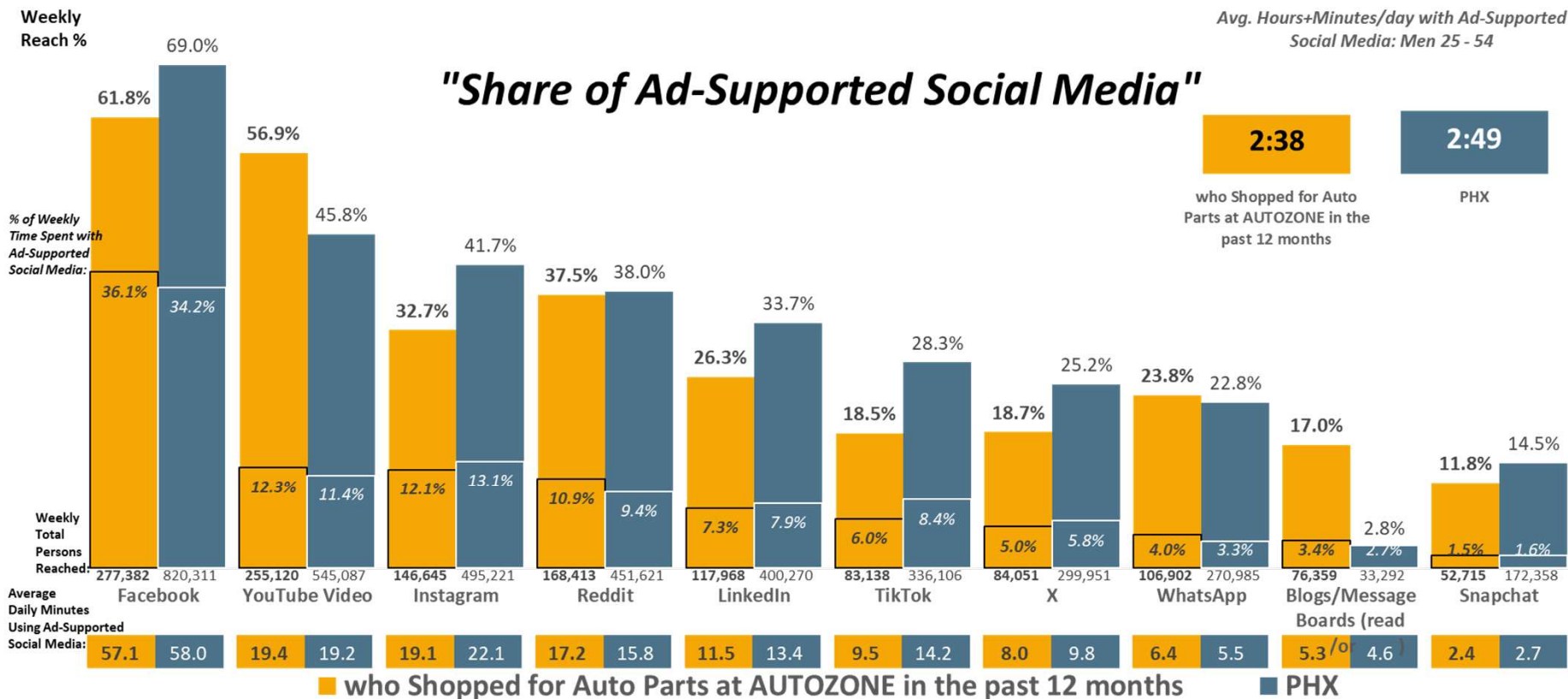
SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 884 SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,986
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): AutoZone



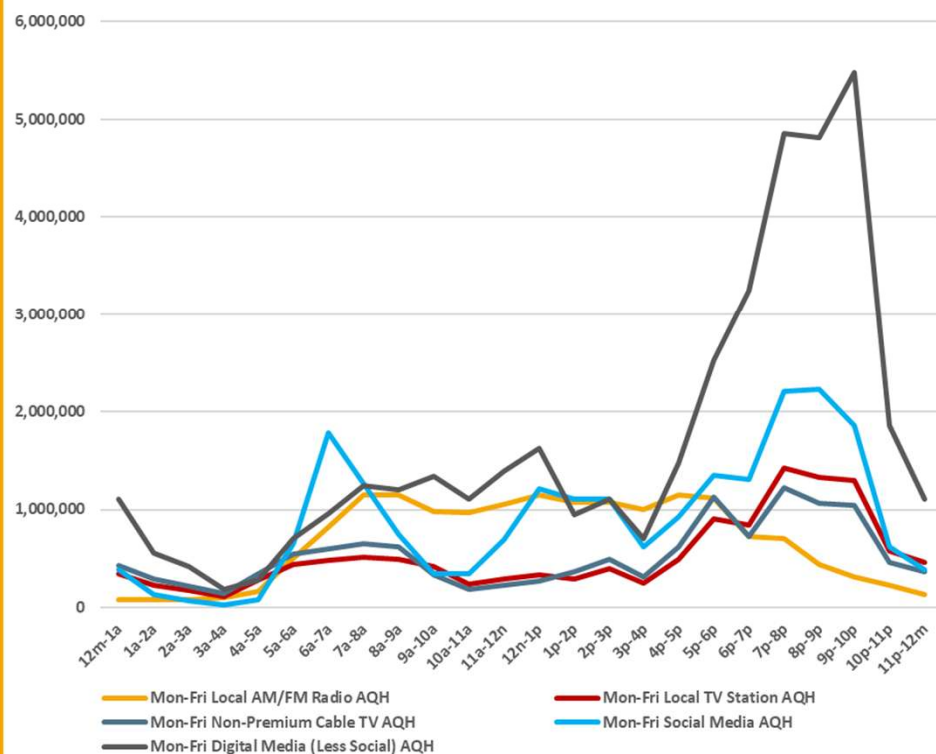
277,382 or 61.8% of Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months use Ad-Supported Facebook for an average of 57.1 minutes every day representing 36.1% of all time spent daily with Ad-Supported Social Media.



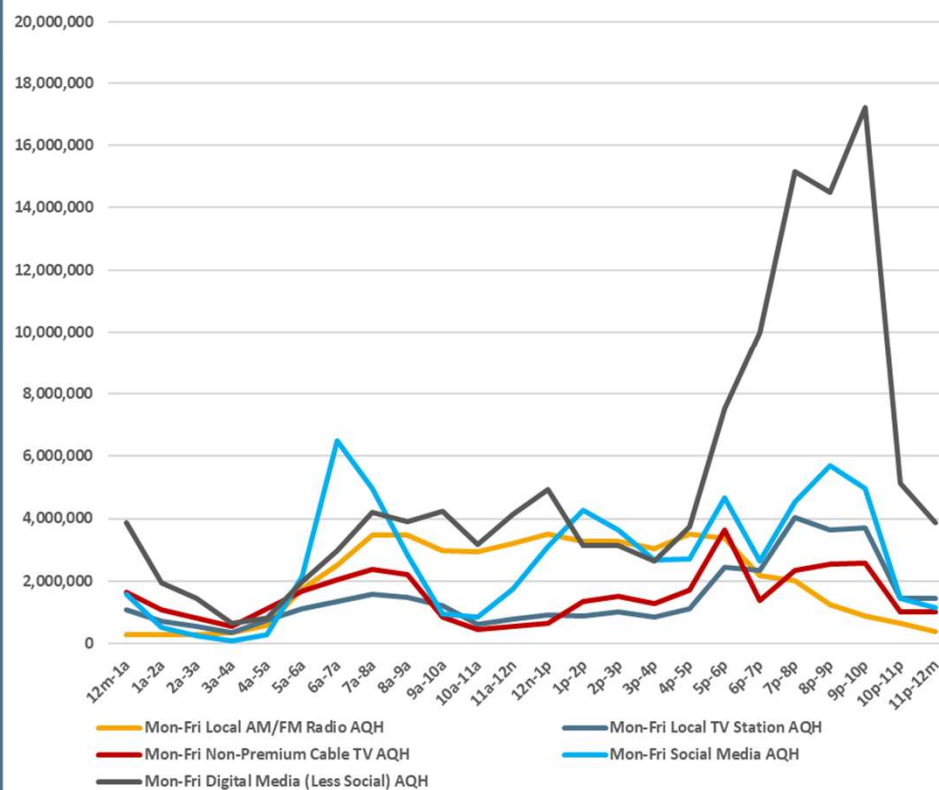


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 1,451,429;
Local Radio: 1,030,672; Social Media: 983,685; Non-Prem. Cable: 503,361; Local TV:
457,377 reaching Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the p

*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in
the past 12 months*



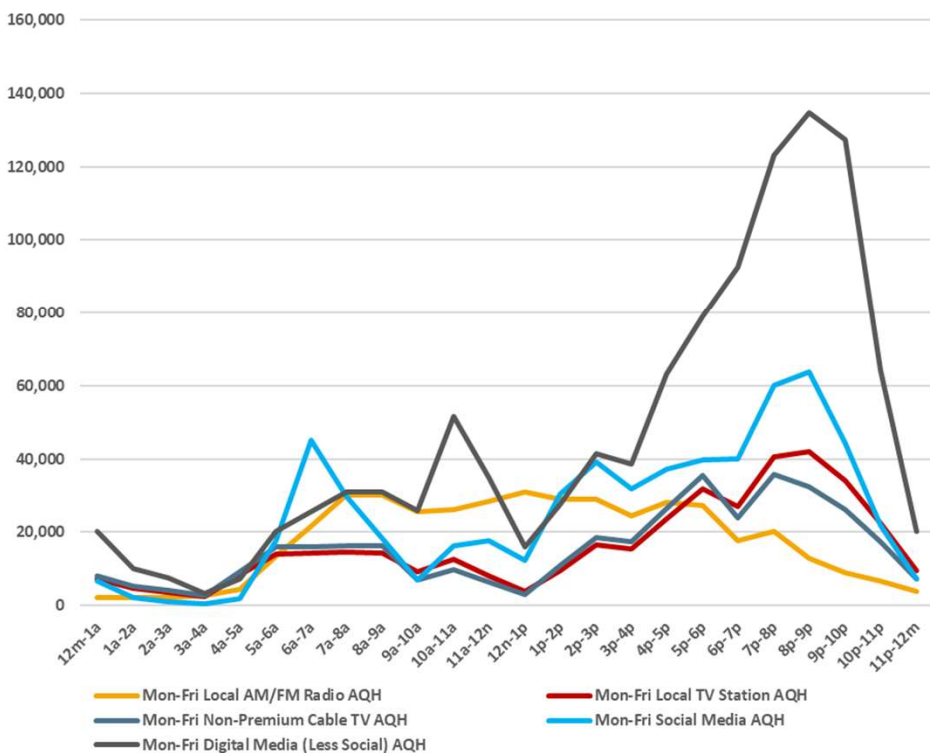
*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA 210 DMA Area Men 25 - 54*



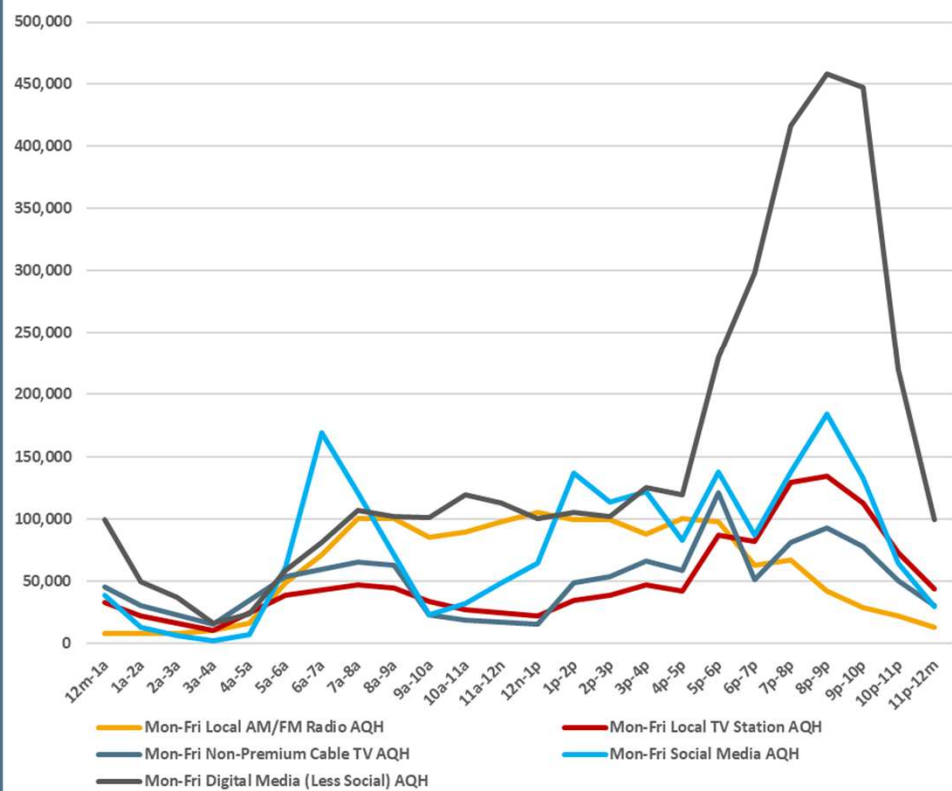


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 42,994;
Social Media: 28,042; Local Radio: 26,825; Non-Prem. Cable: 15,970; Local TV: 15,479
reaching Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 mo

*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in
the past 12 months*



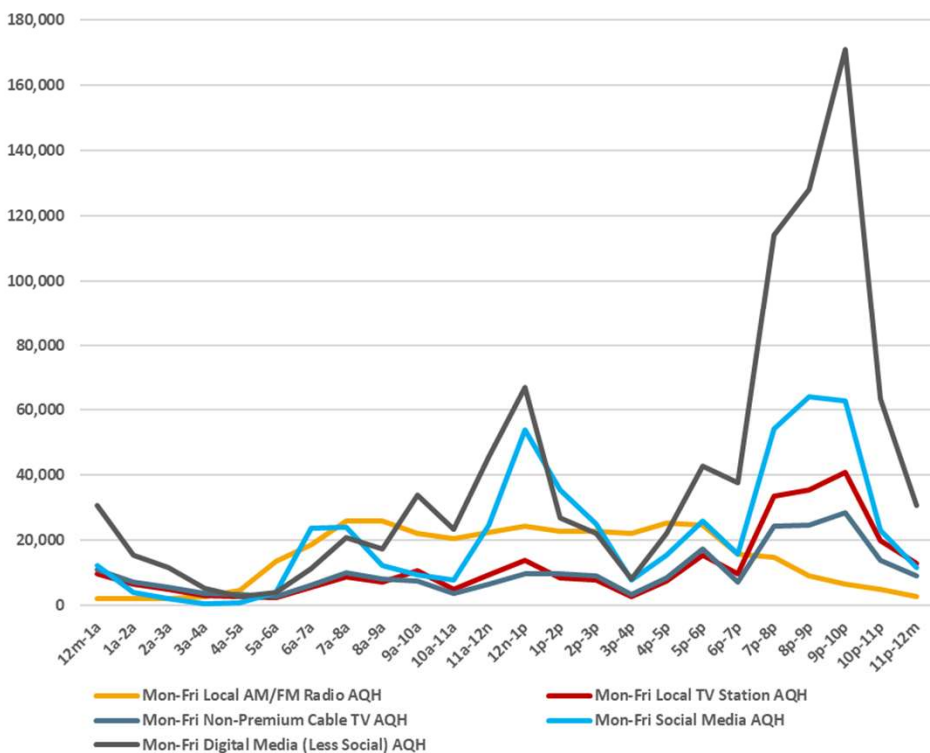
*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
CHI Metro Area Men 25 - 54*



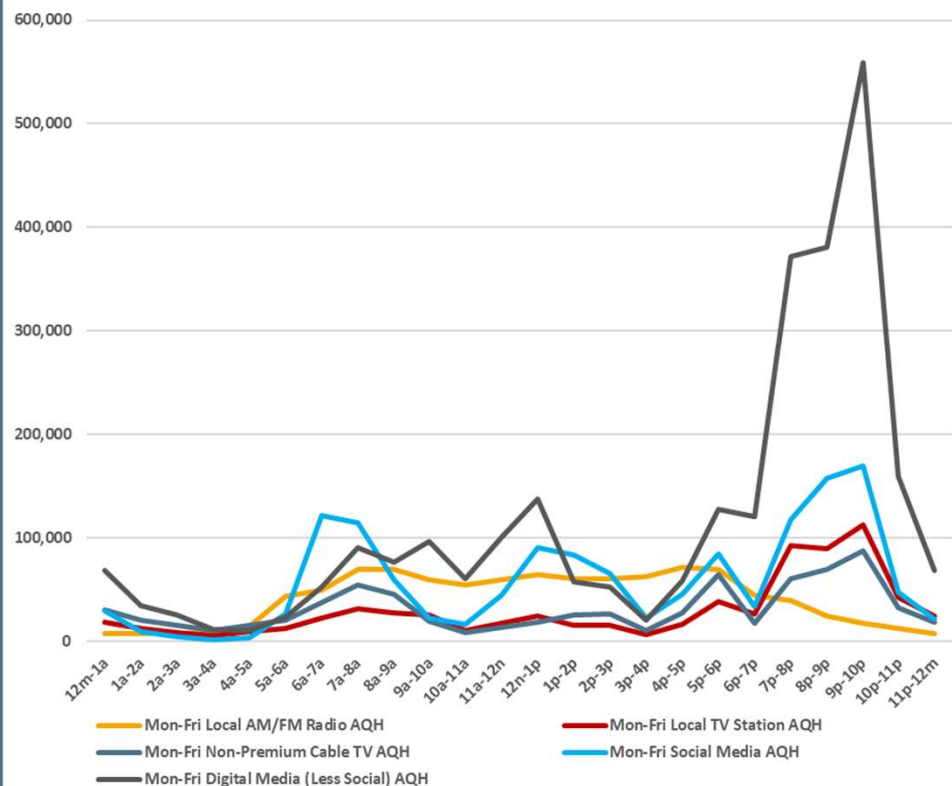


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 29,137;
Local Radio: 22,594; Social Media: 21,628; Local TV: 8,656; Non-Prem. Cable: 8,213
reaching Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 mont

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in
the past 12 months



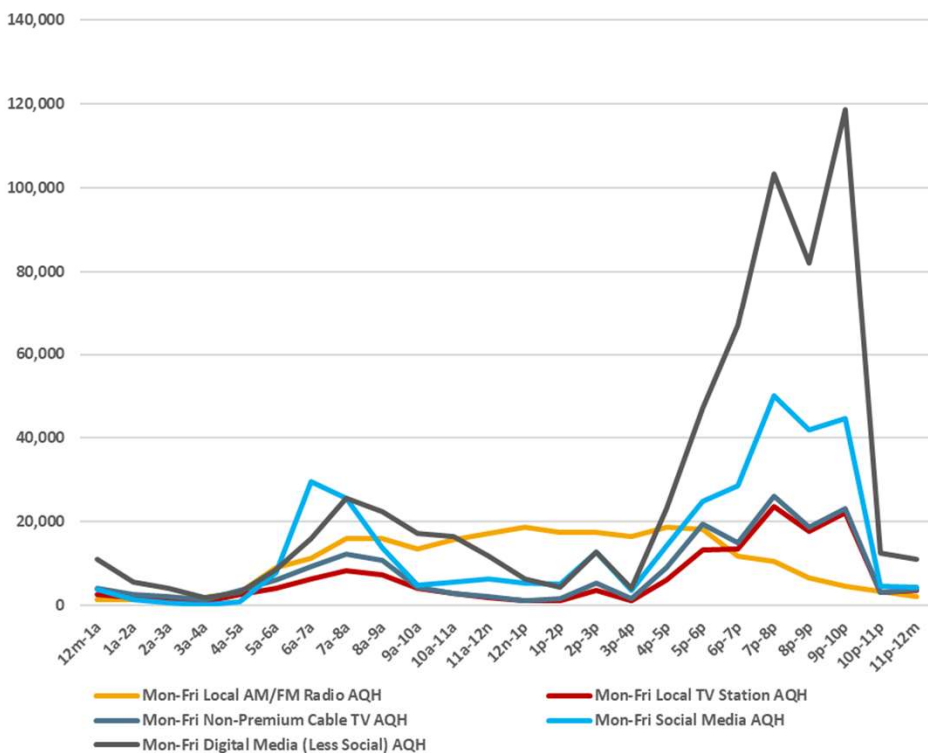
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
WDC DMA Men 25 - 54



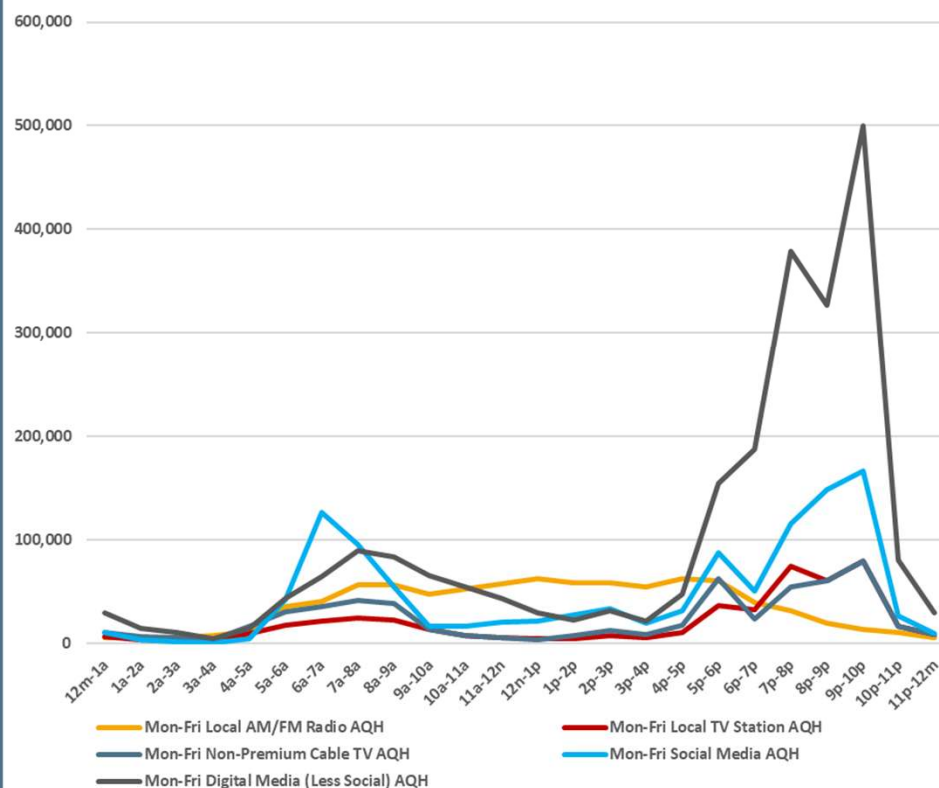


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 21,103;
Local Radio: 16,017; Social Media: 13,920; Non-Prem. Cable: 7,293; Local TV: 5,429
reaching Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 mont

*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in
the past 12 months*



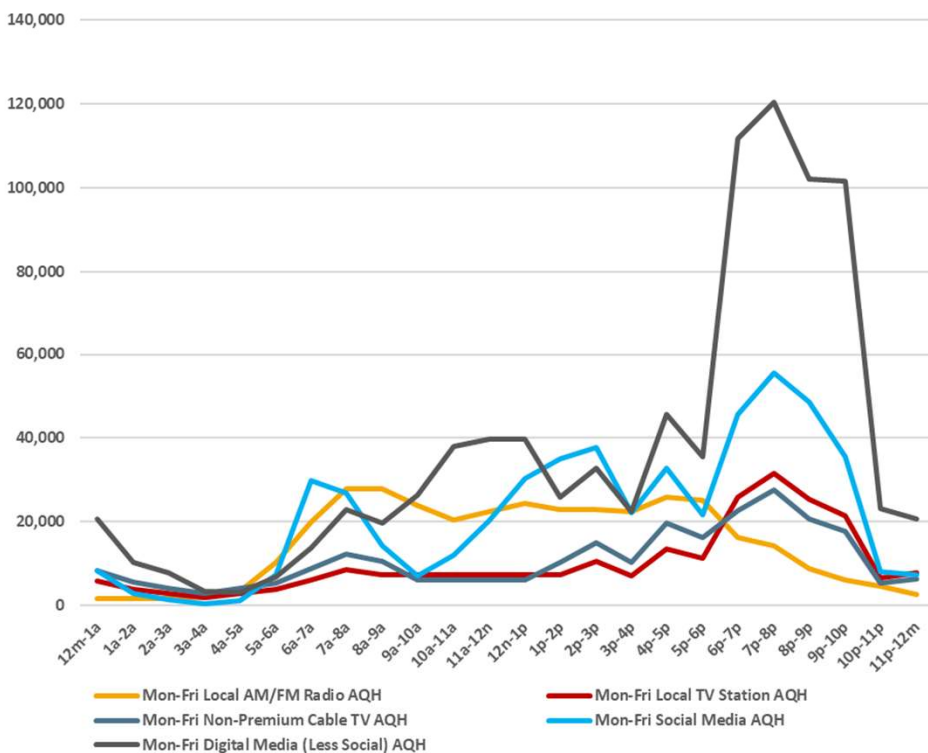
*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
SEA Metro Area Men 25 - 54*



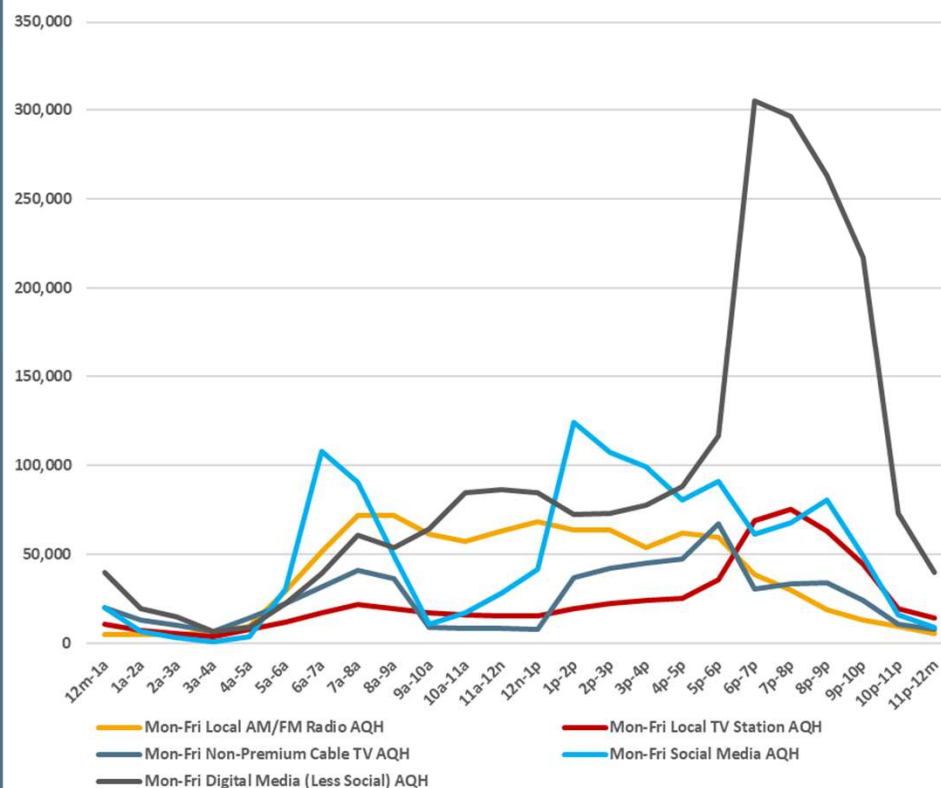


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 36,503;
Social Media: 25,812; Local Radio: 23,265; Non-Prem. Cable: 11,543; Local TV: 9,782
reaching Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 mon

*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in
the past 12 months*



*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
PHX Metro Area Men 25 - 54*



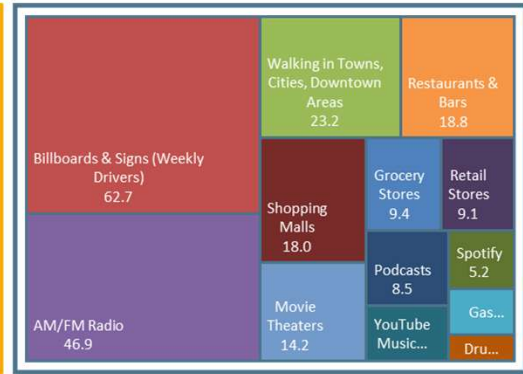
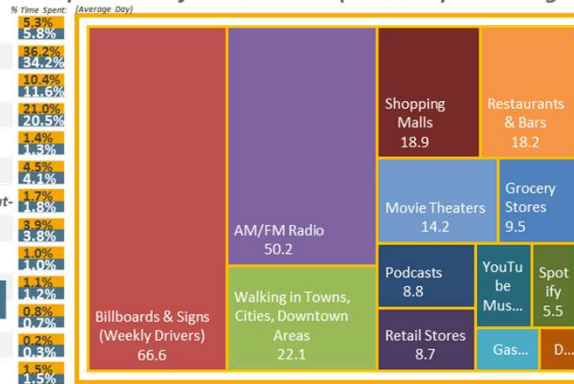


19,441,919 or 95.2% of Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months spend an average of 66.6 minutes per day driving, seeing Billboards and Signs. 70.6% Listen to Local Radio Stations Out-of-Home for an average of 45.9 minutes/

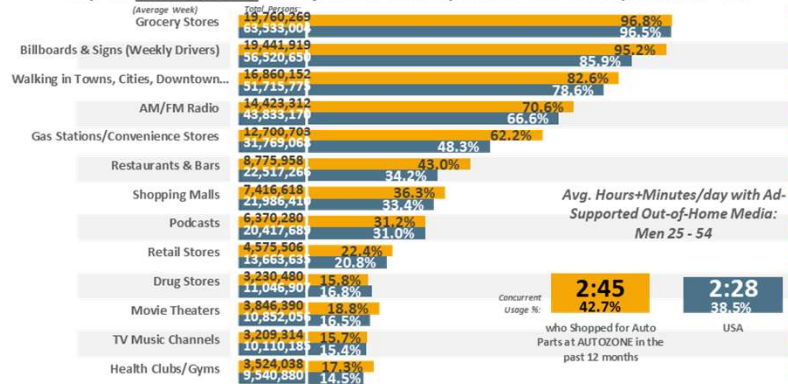
Top-13 Out-of-Home Media (Persons & % Reach): Men 25 - 54



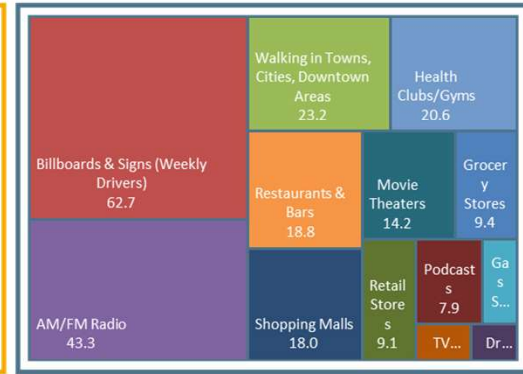
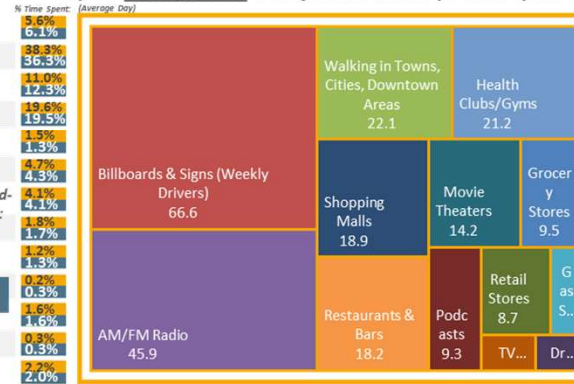
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Men 25 - 54



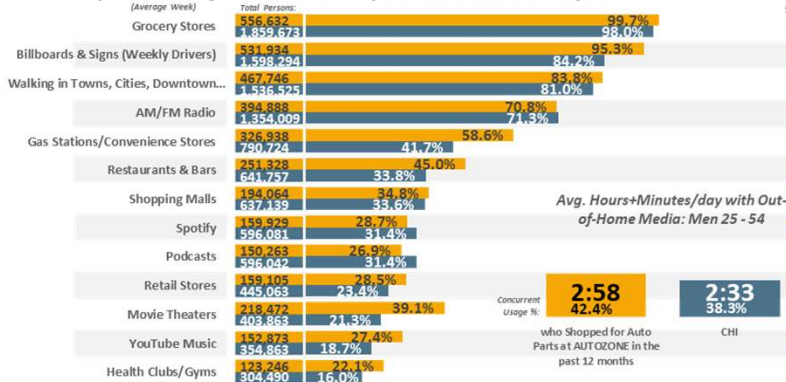
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



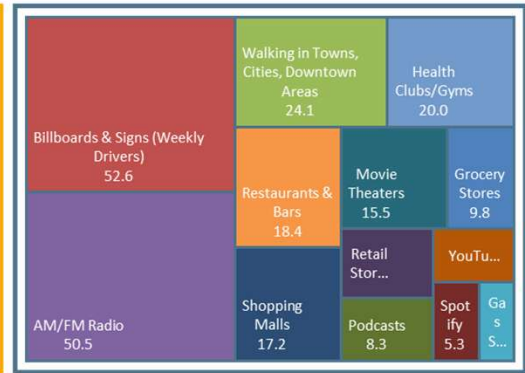
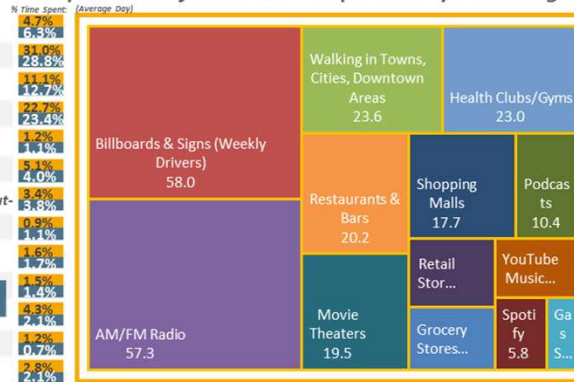


531,934 or 95.3% of Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months spend an average of 58. minutes per day driving, seeing Billboards and Signs. 68.2% Listen to Local Radio Stations Out-of-Home for an average of 54.4 minutes/day.

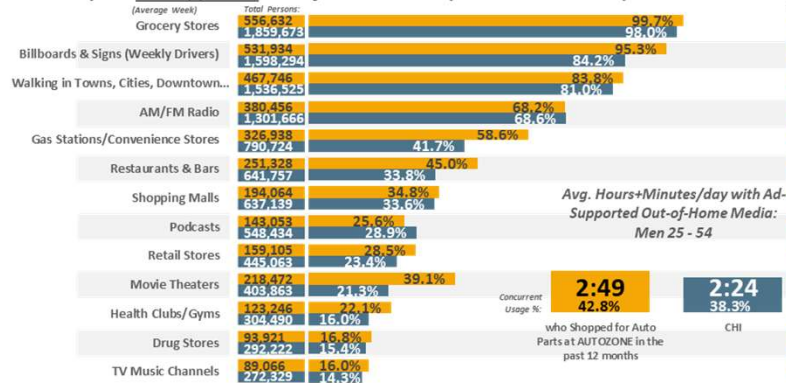
Top-13 Out-of-Home Media (Persons & % Reach): Men 25 - 54



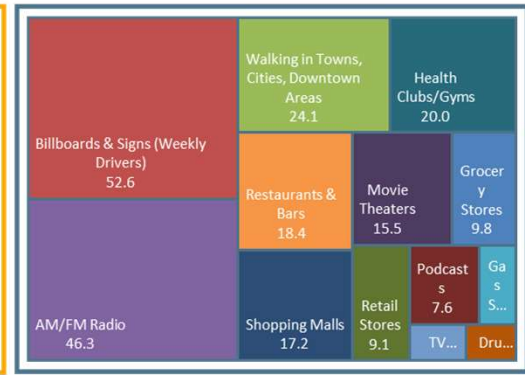
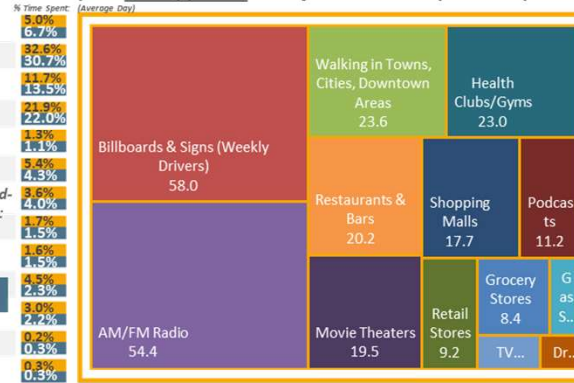
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Men 25 - 54



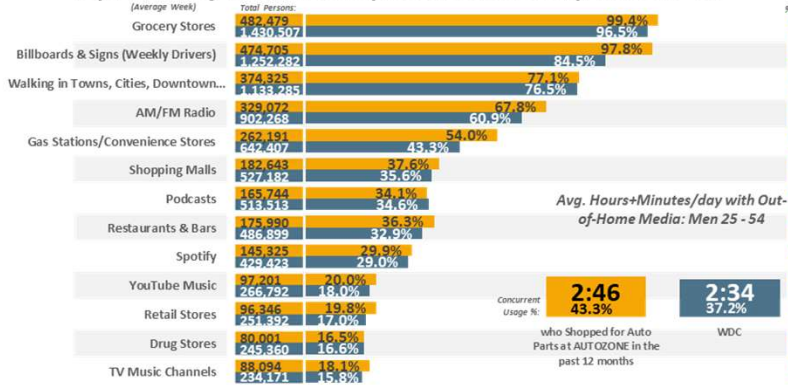
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



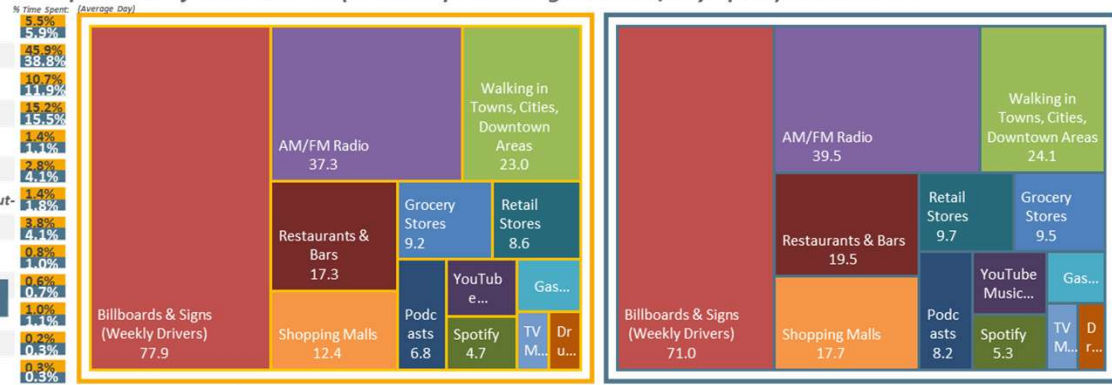


474,705 or 97.8% of Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months spend an average of 77.9 minutes per day driving, seeing Billboards and Signs. 65.7% Listen to Local Radio Stations Out-of-Home for an average of 36. minutes/day.

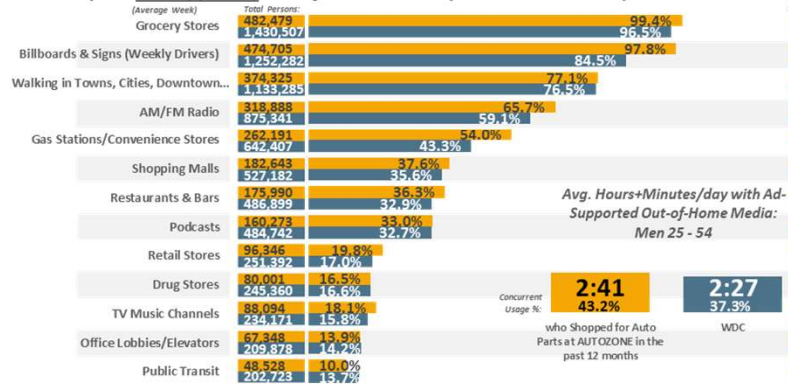
Top-13 Out-of-Home Media (Persons & % Reach): Men 25 - 54



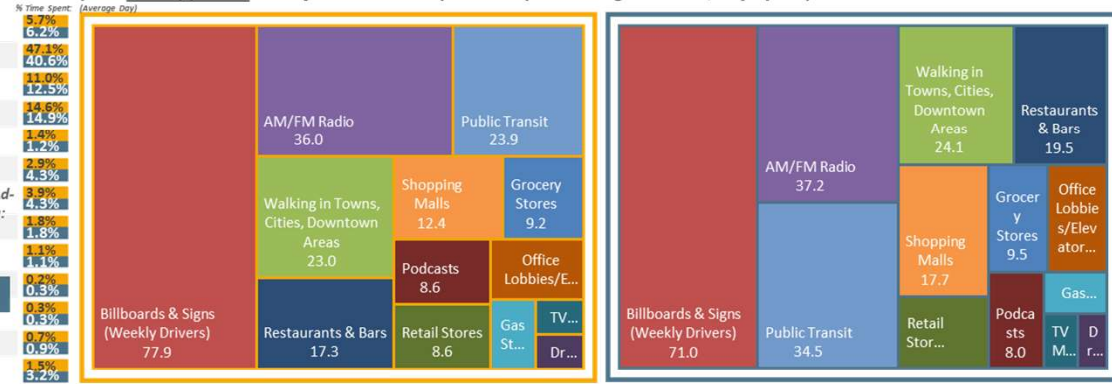
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Men 25 - 54



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 1,442
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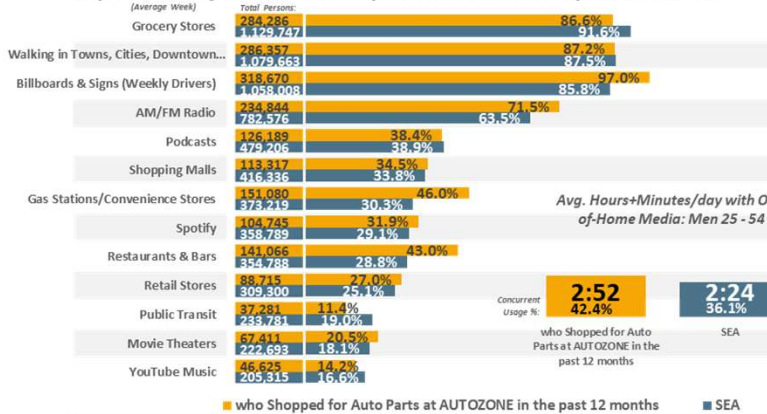
soefa.ai Share of Everything for Anything

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

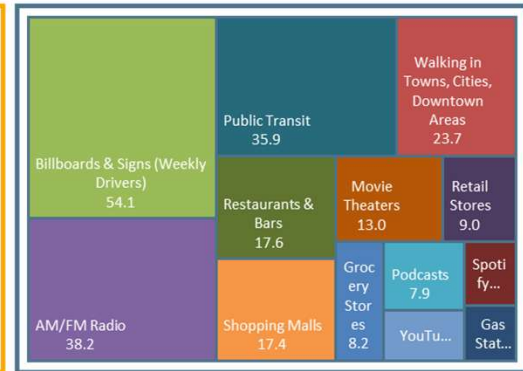
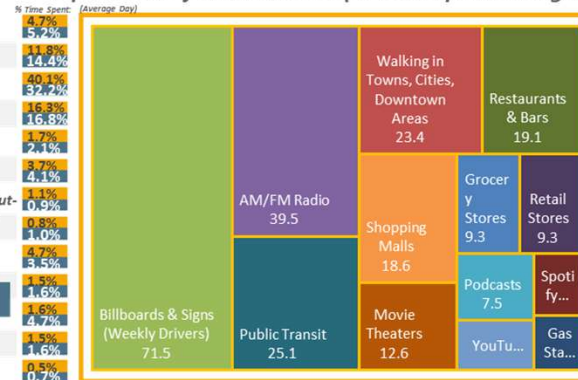


318,670 or 97.% of Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months spend an average of 71.5 minutes per day driving, seeing Billboards and Signs. 68.7% Listen to Local Radio Stations Out-of-Home for an average of 34. minutes/day.

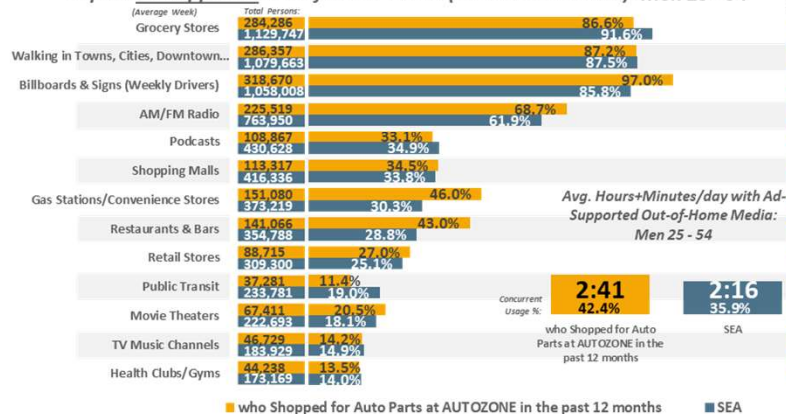
Top-13 Out-of-Home Media (Persons & % Reach): Men 25 - 54



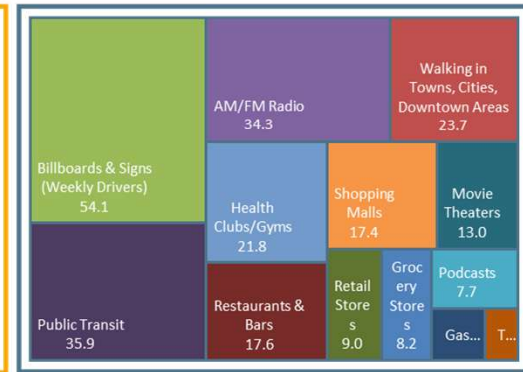
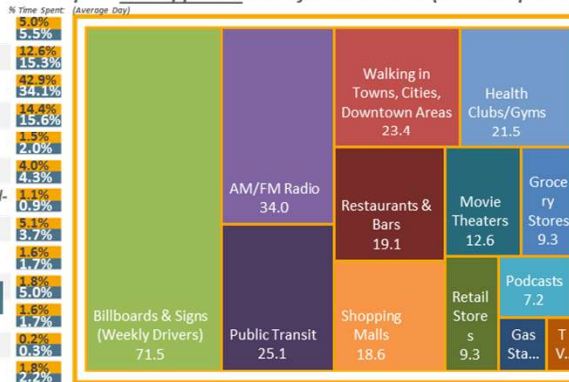
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Men 25 - 54



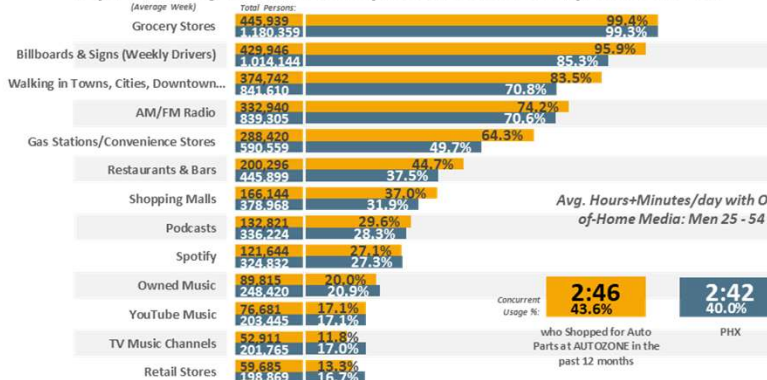
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



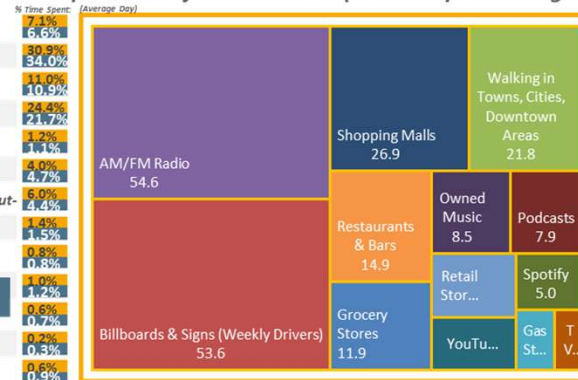


429,946 or 95.9% of Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months spend an average of 53.6 minutes per day driving, seeing Billboards and Signs. 71.3% Listen to Local Radio Stations Out-of-Home for an average of 47.9 minutes/day

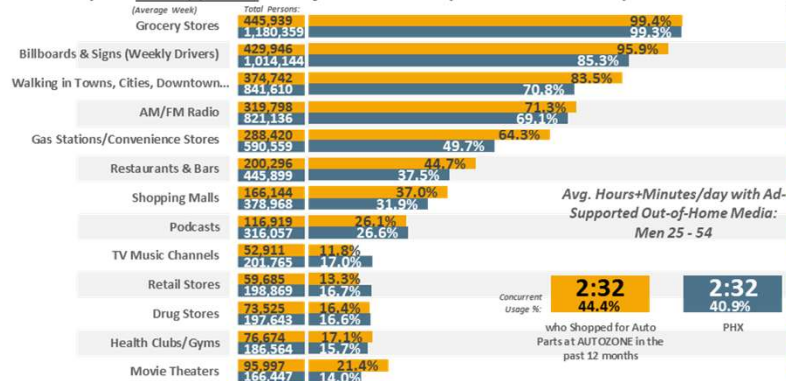
Top-13 Out-of-Home Media (Persons & % Reach): Men 25 - 54



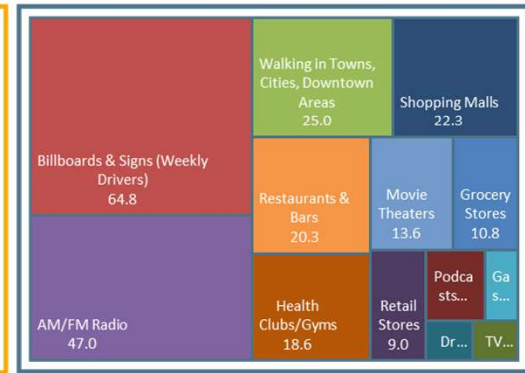
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Men 25 - 54



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



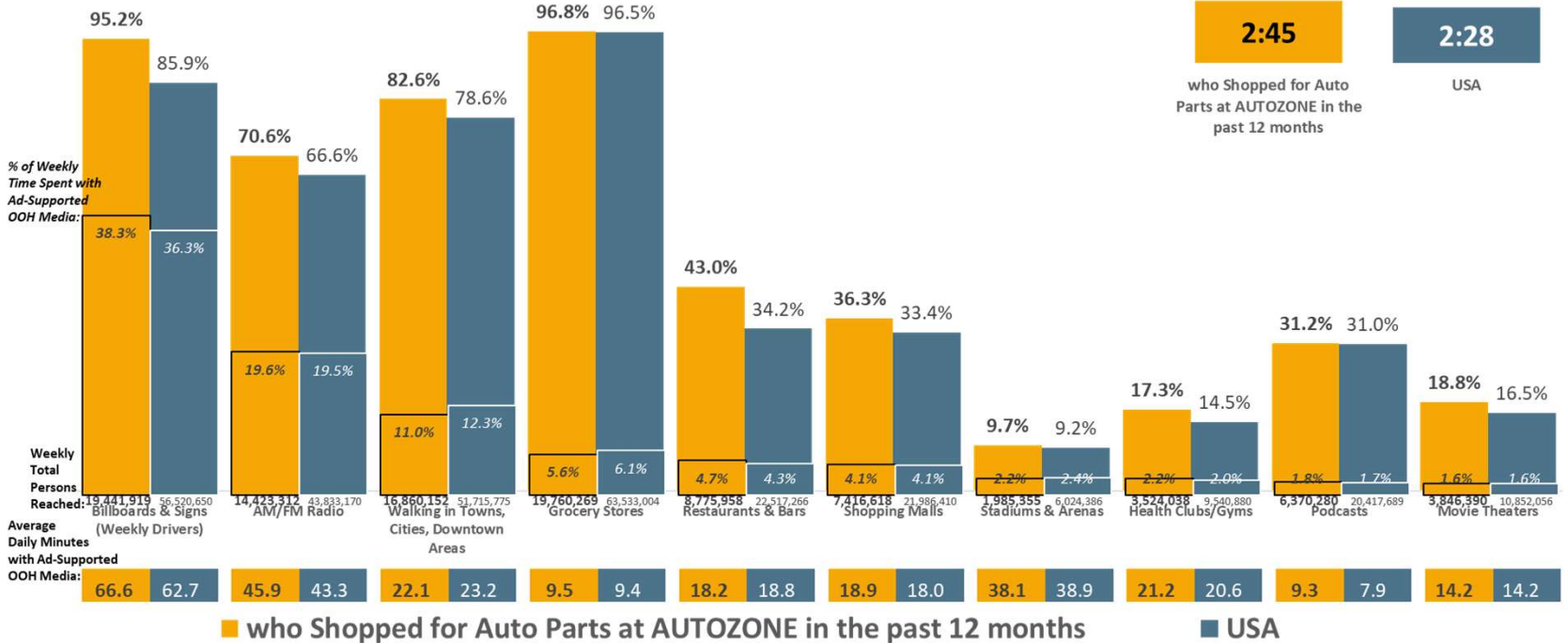


19,441,919 or 95.2% of Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months spend an average of 66.6 minutes per day driving, seeing Billboards and Signs representing 38.3% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Men 25 - 54

Weekly Reach %

"Share of Ad-Supported OOH Media"



2:45
 who Shopped for Auto Parts at AUTOZONE in the past 12 months
2:28
 USA

USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 6,382
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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

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

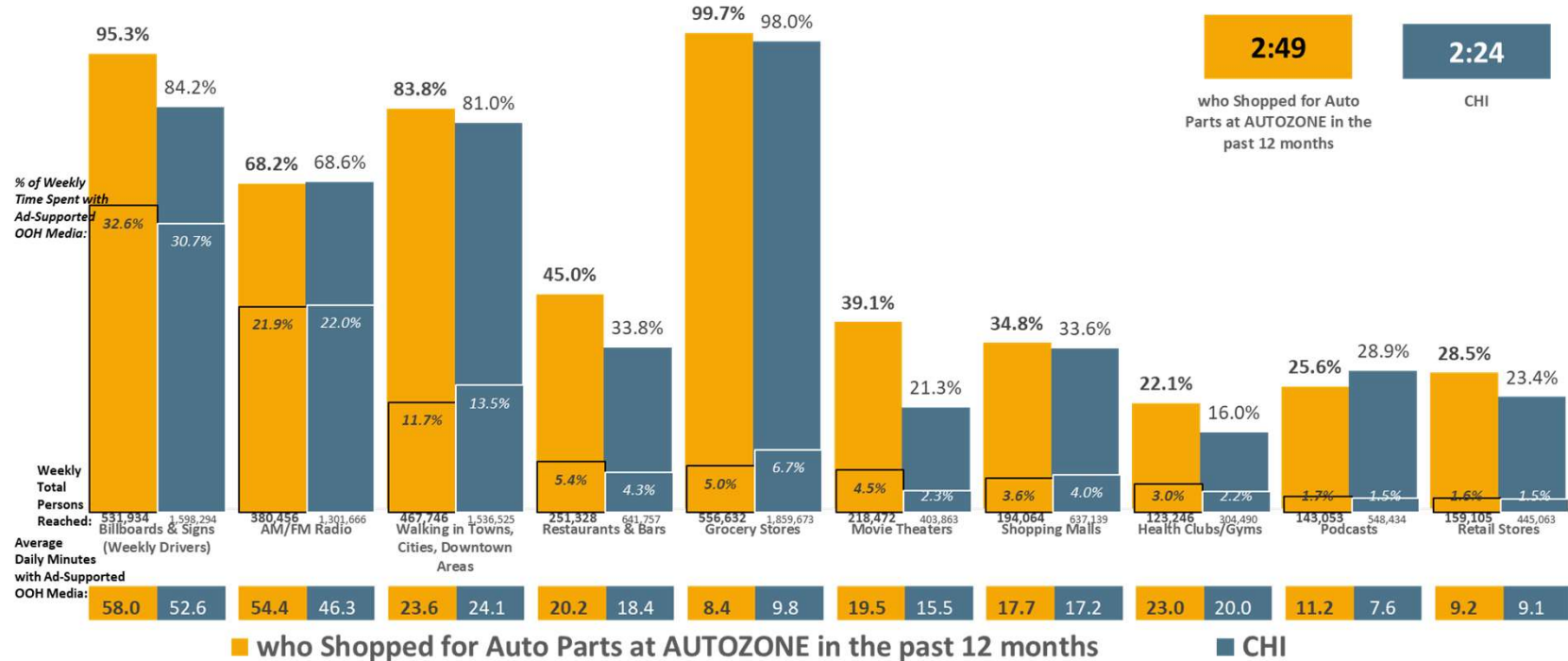


531,934 or 95.3% of Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months spend an average of 58. minutes per day driving, seeing Billboards and Signs representing 32.6% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Men 25 - 54

Weekly Reach %

"Share of Ad-Supported OOH Media"



2:49

who Shopped for Auto Parts at AUTOZONE in the past 12 months

2:24

CHI

CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,129
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CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,186

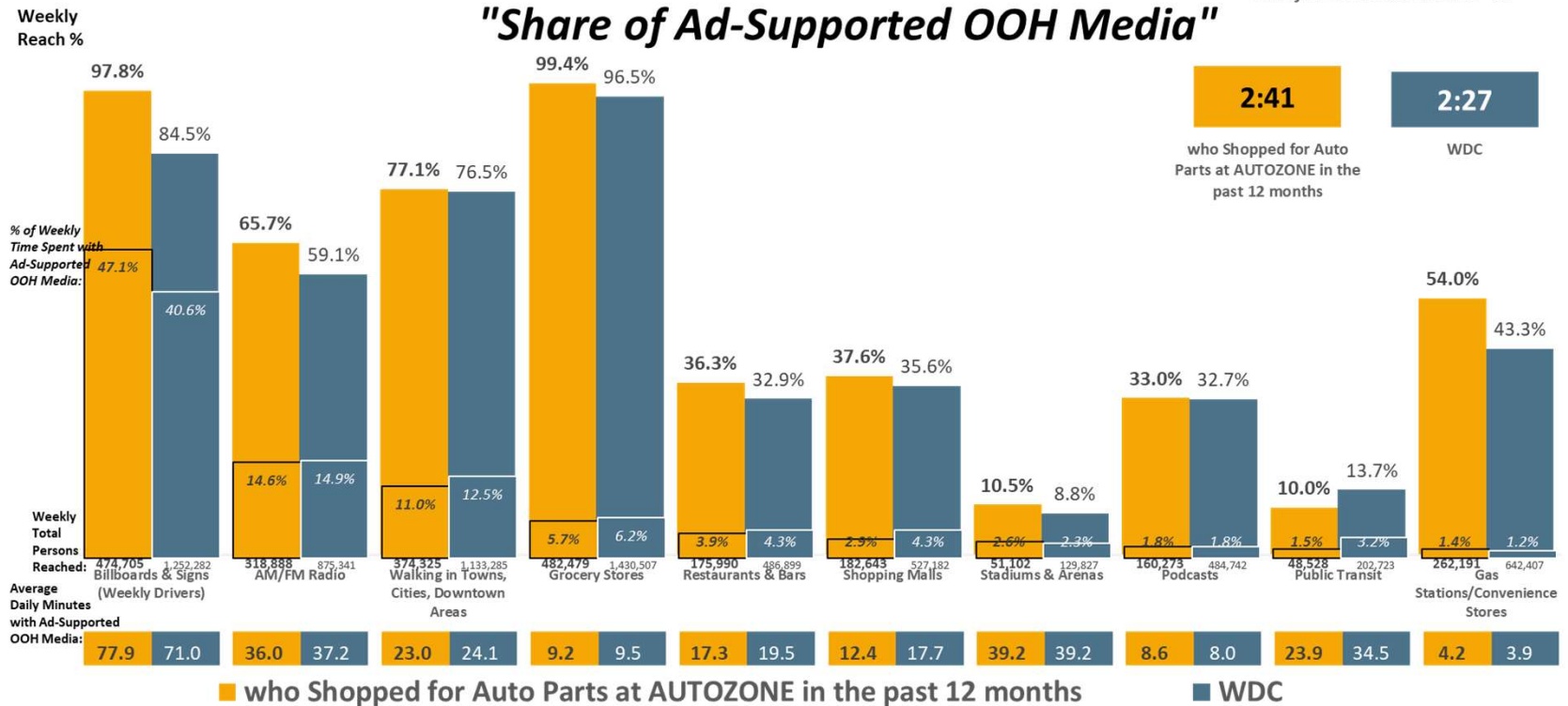
soefa.ai Share of Everything for Anything

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



474,705 or 97.8% of Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months spend an average of 77.9 minutes per day driving, seeing Billboards and Signs representing 47.1% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Men 25 - 54



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 1,442 WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919

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

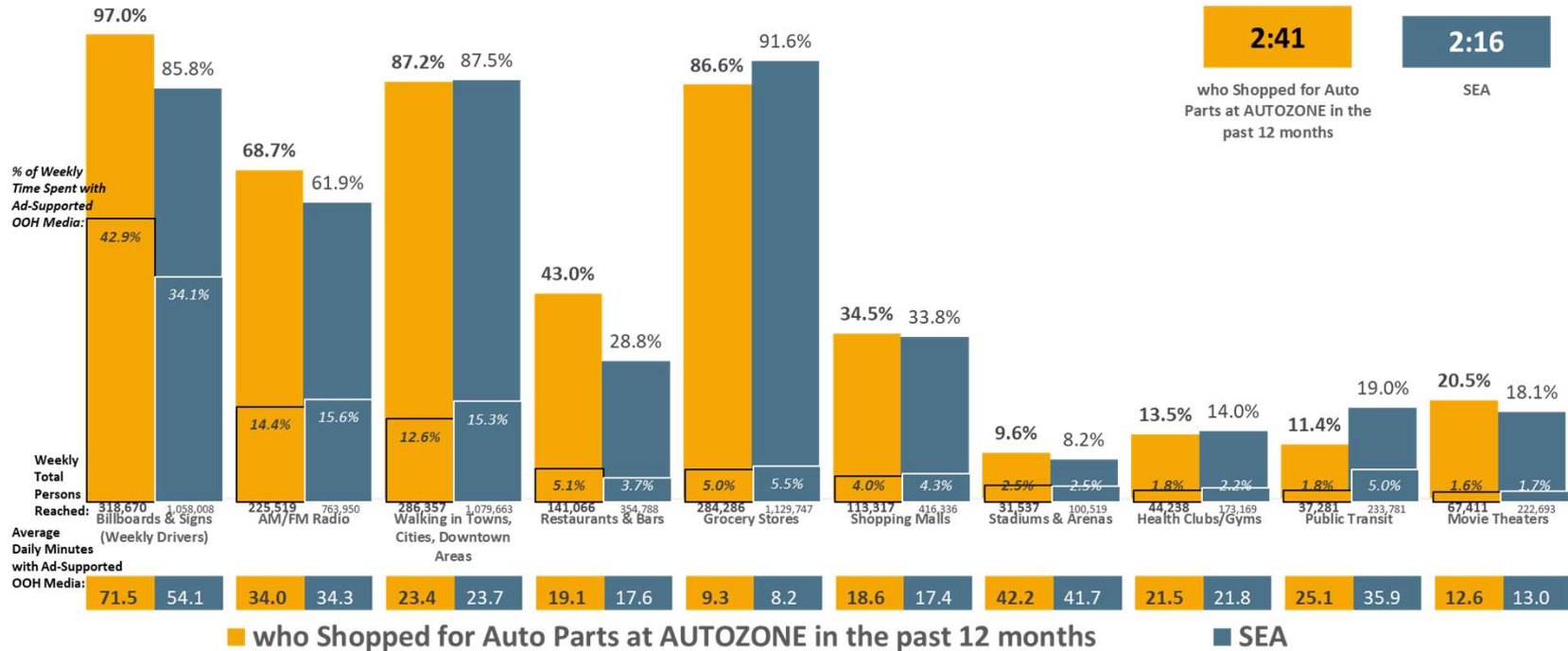


318,670 or 97.0% of Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months spend an average of 71.5 minutes per day driving, seeing Billboards and Signs representing 42.9% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Men 25 - 54

Weekly Reach %

"Share of Ad-Supported OOH Media"



SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 884 SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,986
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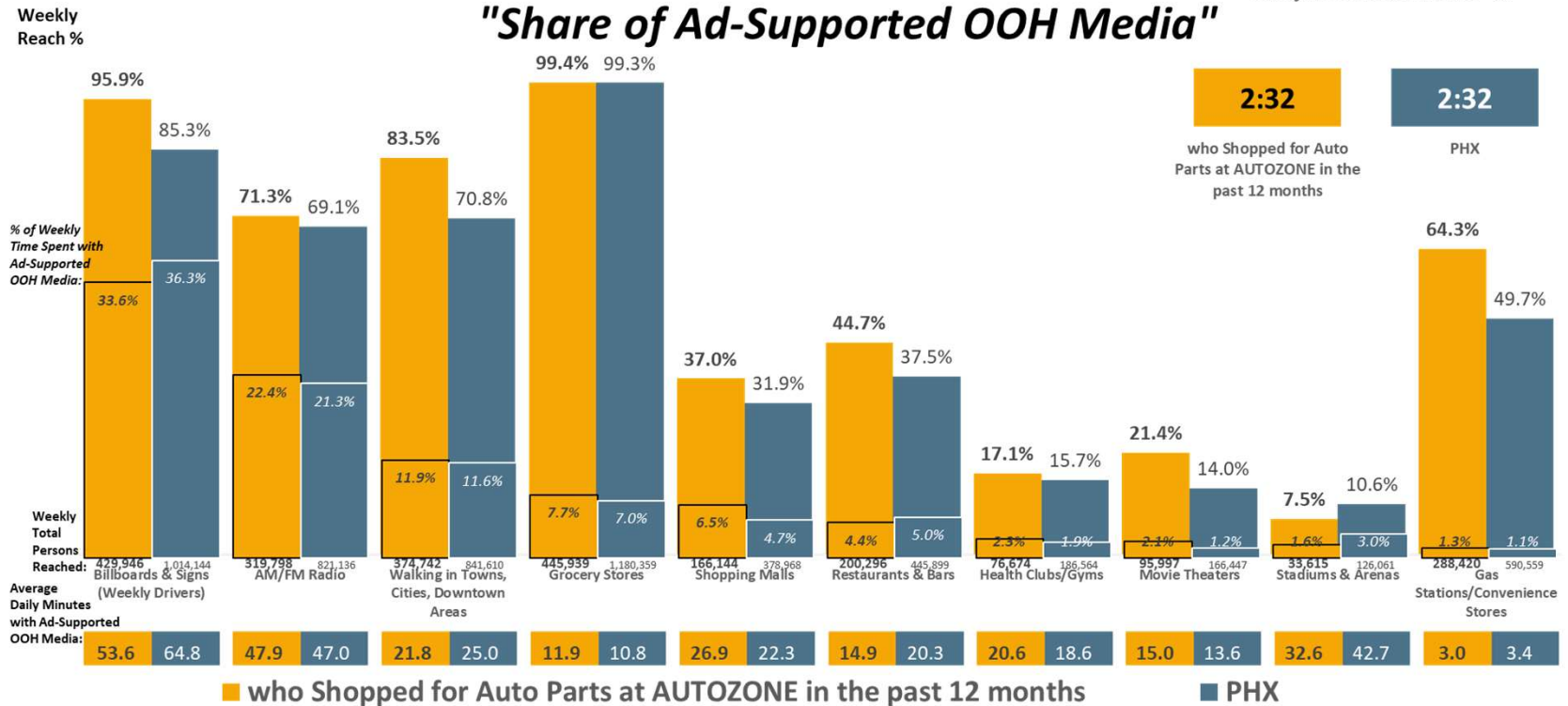
soefa.ai Share of Everything for Anything

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



429,946 or 95.9% of Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months spend an average of 53.6 minutes per day driving, seeing Billboards and Signs representing 33.6% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Men 25 - 54



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 834
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PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,520

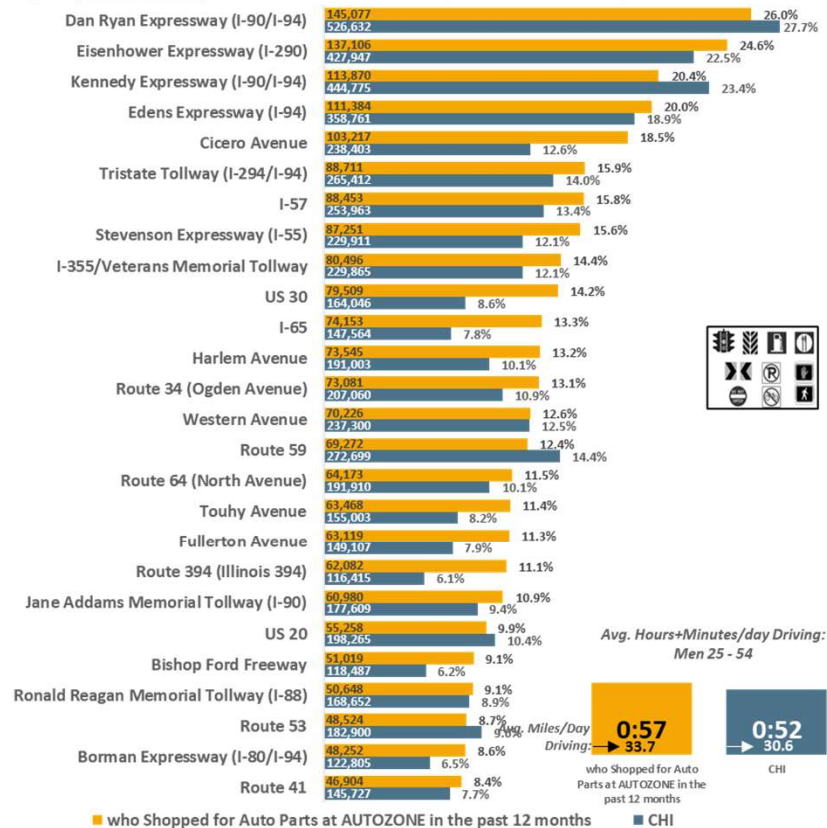
soefa.ai Share of Everything for Anything

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

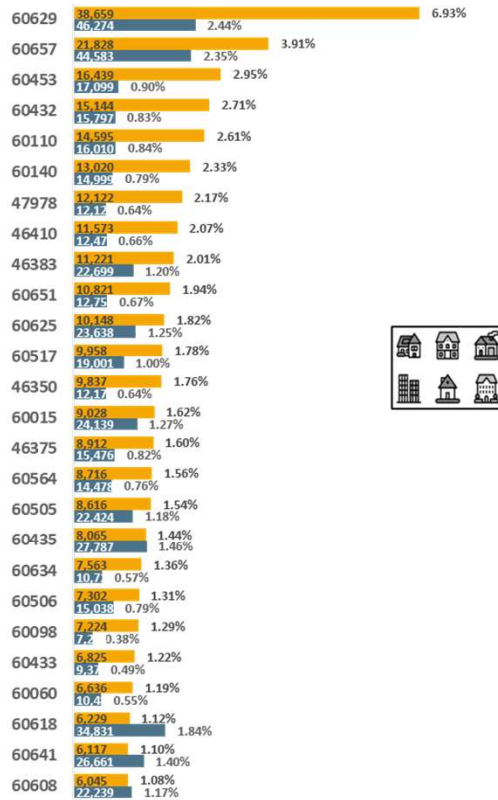


531,934 or 95.3% of Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months spend an average of 58. minutes per day driving an average of 33.7 miles each day and are 81.3% more likely to use Route 394 (Illinois 394) than the Metro average

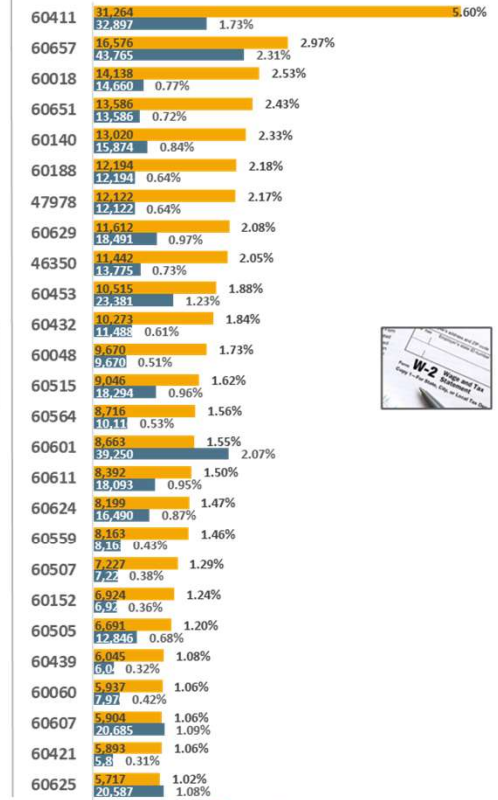
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Men 25 - 54



Top-26 Residential Zip Codes: Men 25 - 54



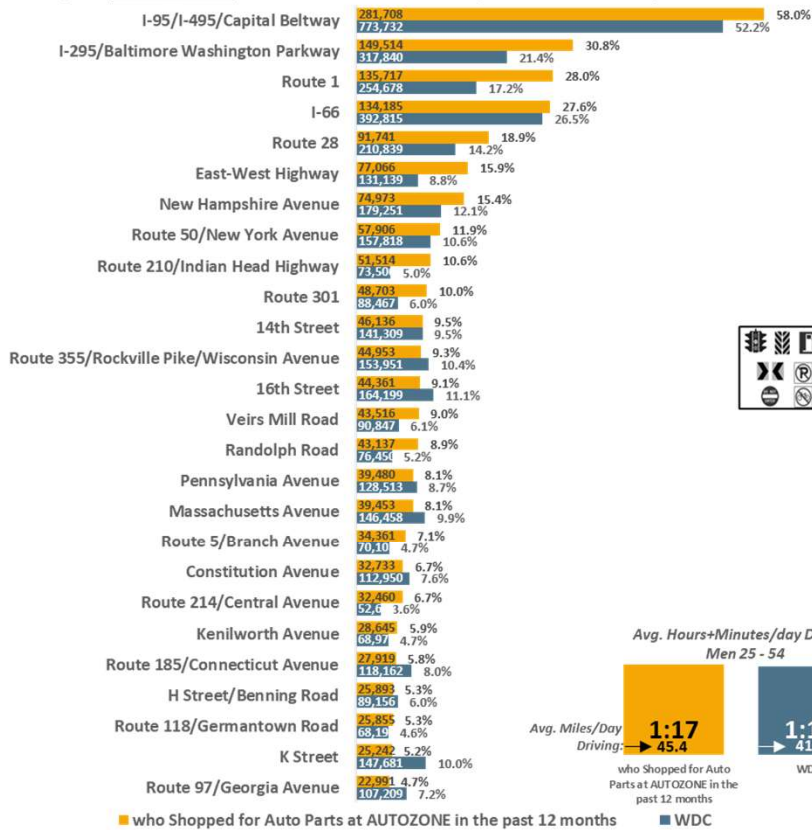
Top-26 Employment Zip Codes: Men 25 - 54



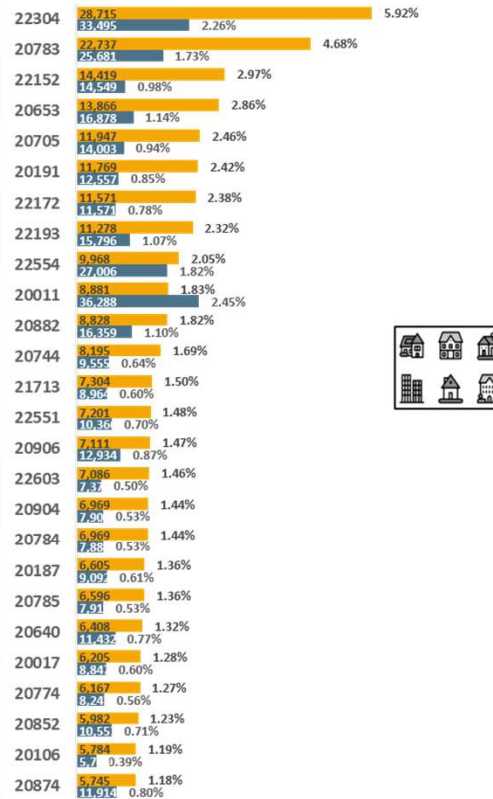


474,705 or 97.8% of Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months spend an average of 77.9 minutes per day driving an average of 45.4 miles each day and are 114.% more likely to use Route 210/Indian Head Highway than the Metro a

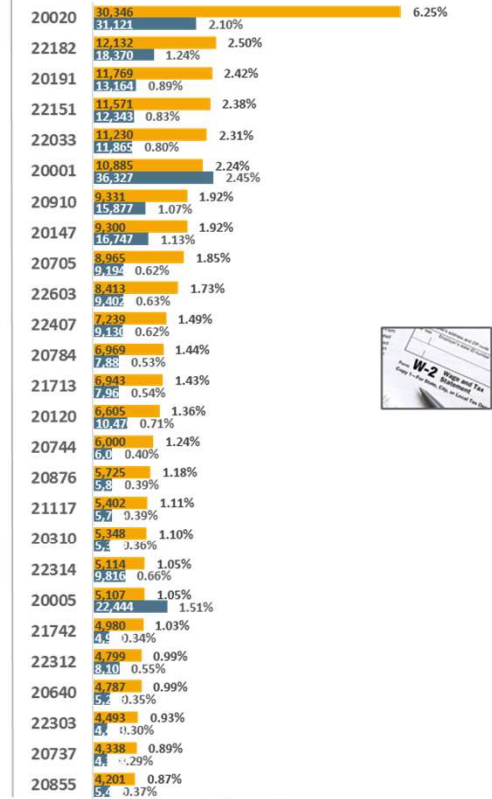
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Men 25 - 54



Top-26 Residential Zip Codes: Men 25 - 54



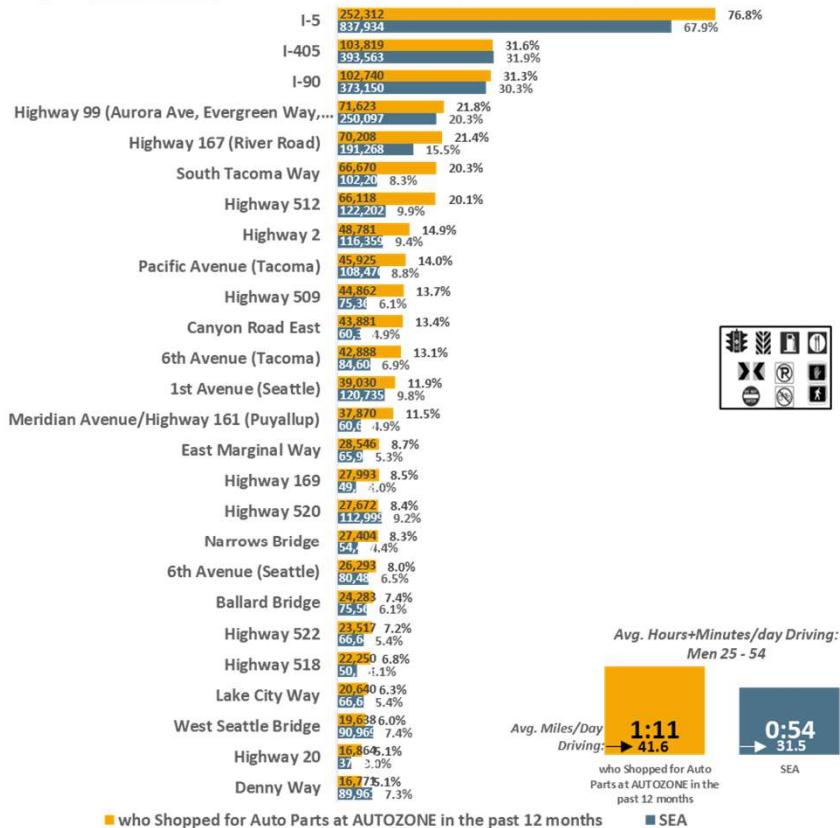
Top-26 Employment Zip Codes: Men 25 - 54



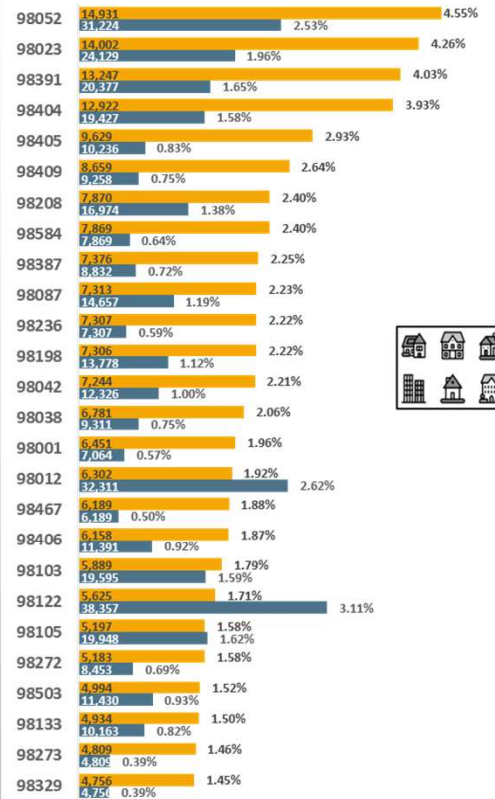


318,670 or 97.% of Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months spend an average of 71.5 minutes per day driving an average of 41.6 miles each day and are 173.2% more likely to use Canyon Road East than the Metro average.

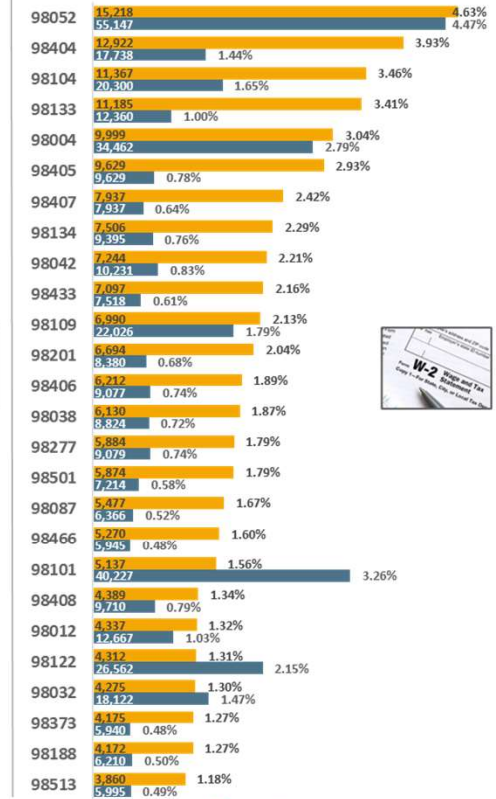
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Men 25 - 54



Top-26 Residential Zip Codes: Men 25 - 54



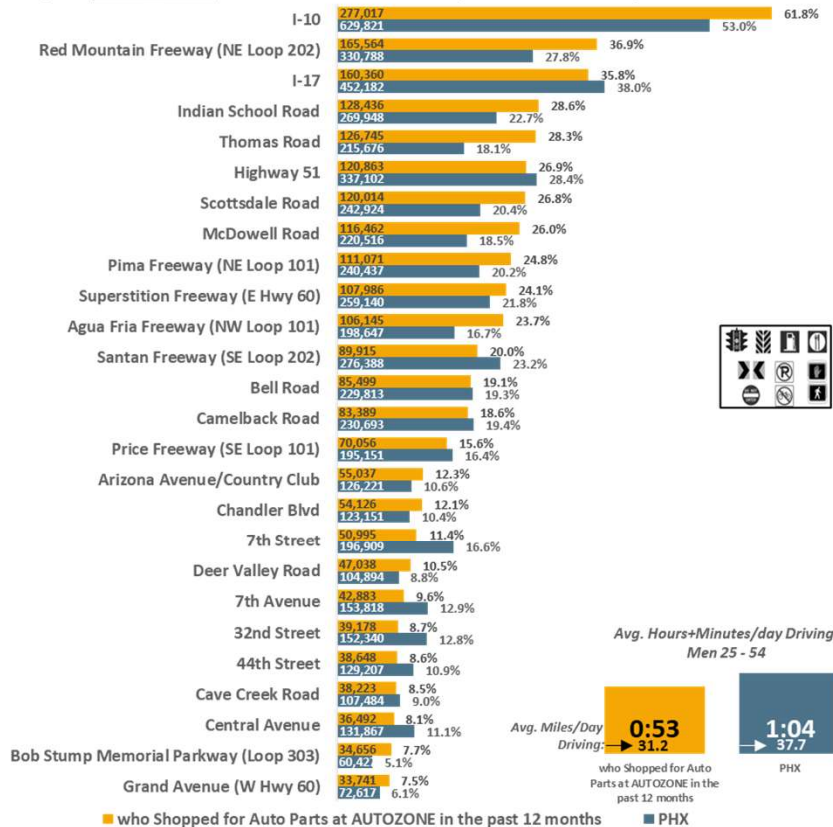
Top-26 Employment Zip Codes: Men 25 - 54



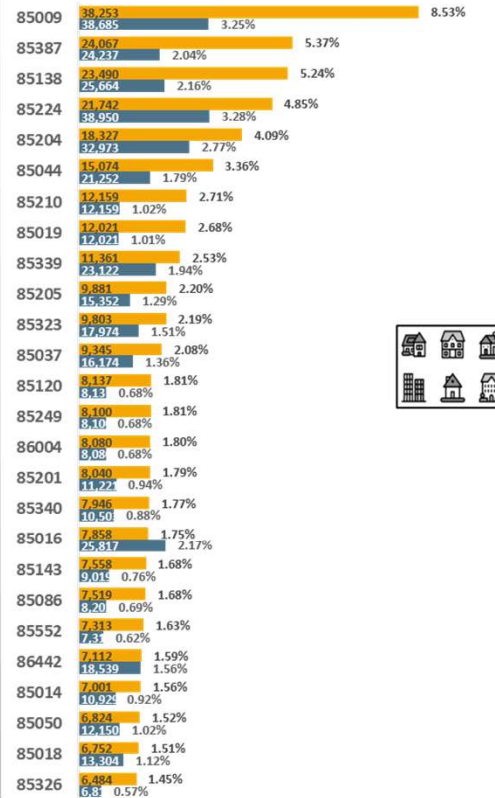


429,946 or 95.9% of Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months spend an average of 53.6 minutes per day driving an average of 31.2 miles each day and are 55.8% more likely to use Thomas Road than the Metro average.

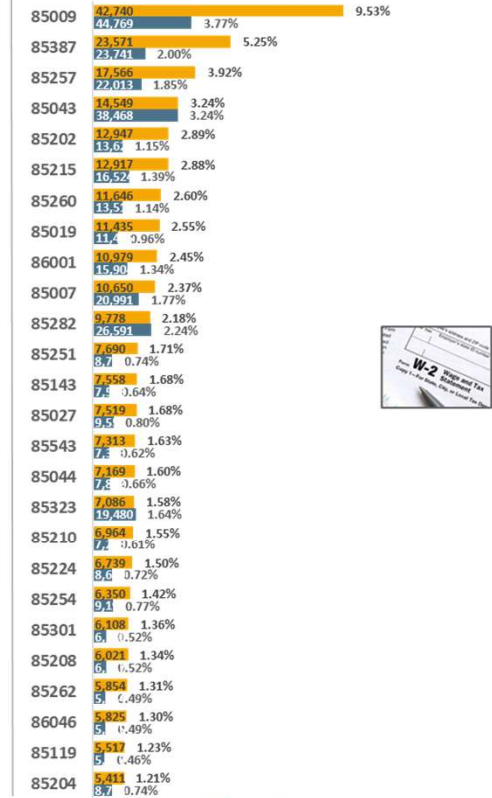
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Men 25 - 54



Top-26 Residential Zip Codes: Men 25 - 54



Top-26 Employment Zip Codes: Men 25 - 54



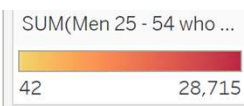
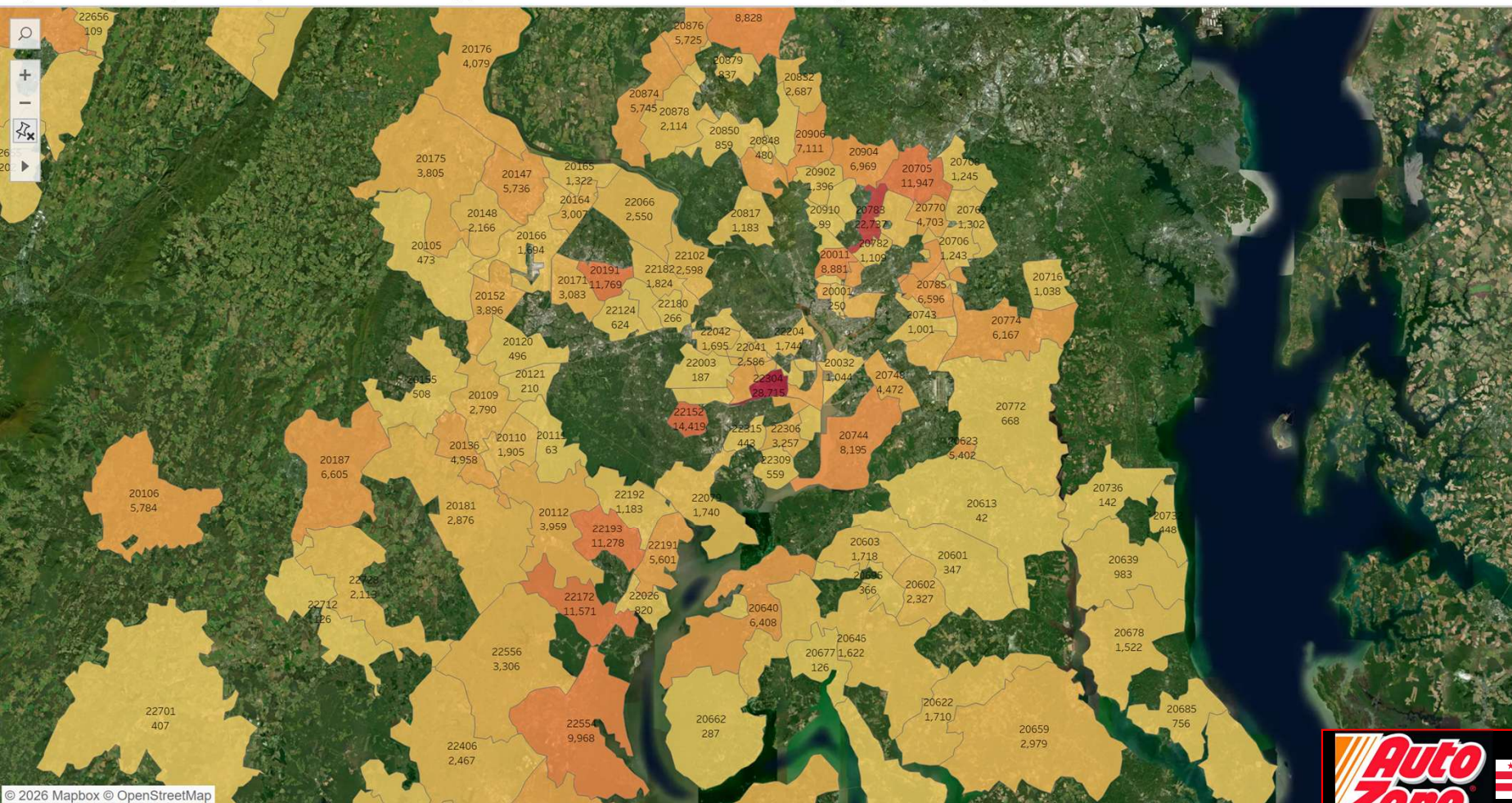
This is an aerial map of a coastal region, likely in Mexico, showing a grid of colored overlays (yellow, orange, red) and numerical data labels. The map includes a legend in the top left corner with icons for search, zoom, and layers. The numerical labels are distributed across the map, with some highlighted in red. The map is bordered by a dark blue area representing the ocean on the right side. The bottom left corner contains the text "© 2026 Mapbox © OpenStreetMap". The bottom right corner features the "Auto Zone" logo, which includes a stylized "Auto Zone" text and a small Mexican flag icon.



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for Anything. ®

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

Top Residential Zip Codes: (Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months)



© 2026 Mapbox © OpenStreetMap

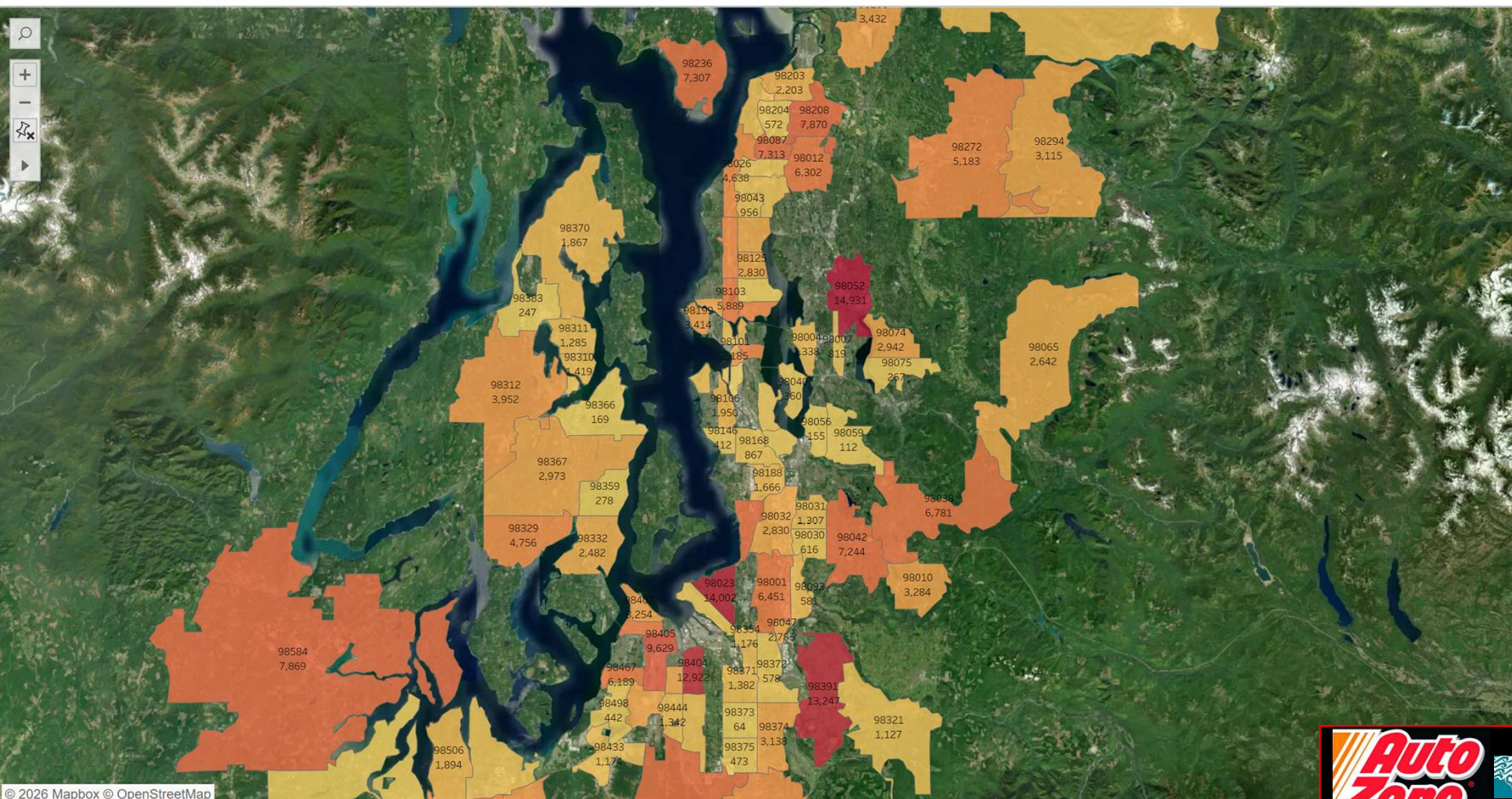


WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 1,442
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): AutoZone

Top Residential Zip Codes: (Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months)



SUM(Men 25 - 54 who ...



© 2026 Mapbox © OpenStreetMap



SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 884
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): AutoZone

68 38,253



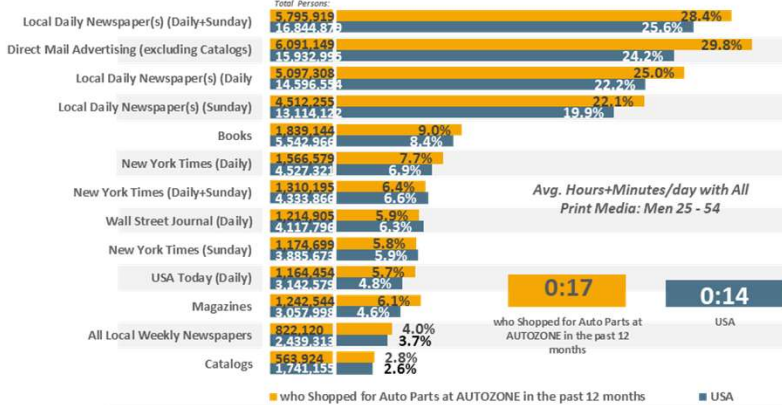
soefa.ai Share of Everything
for Anything.

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

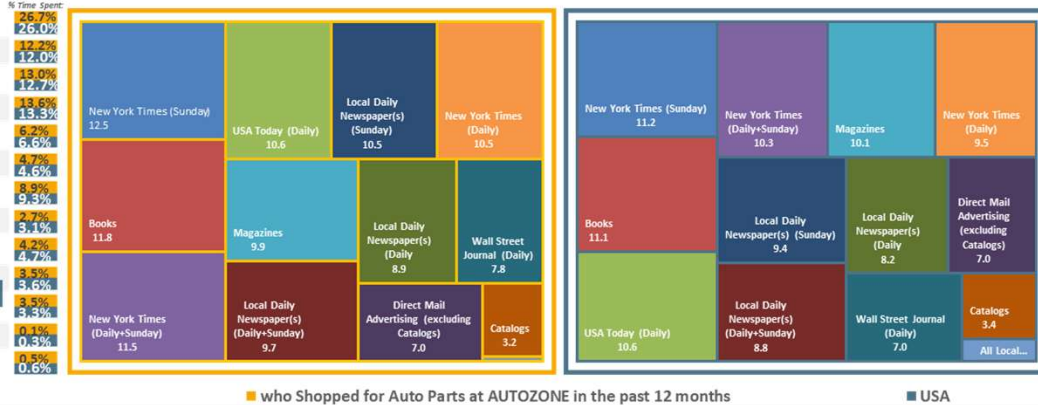


5,795,919 or 28.4% of Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.7 minutes every day representing 28.4% of all time spent daily with All forms of Print Media.

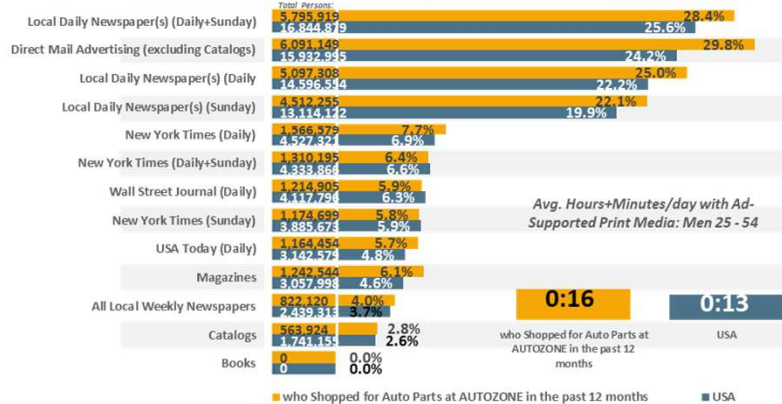
Avg. Week All Print Media (Persons & % Reach): Men 25 - 54



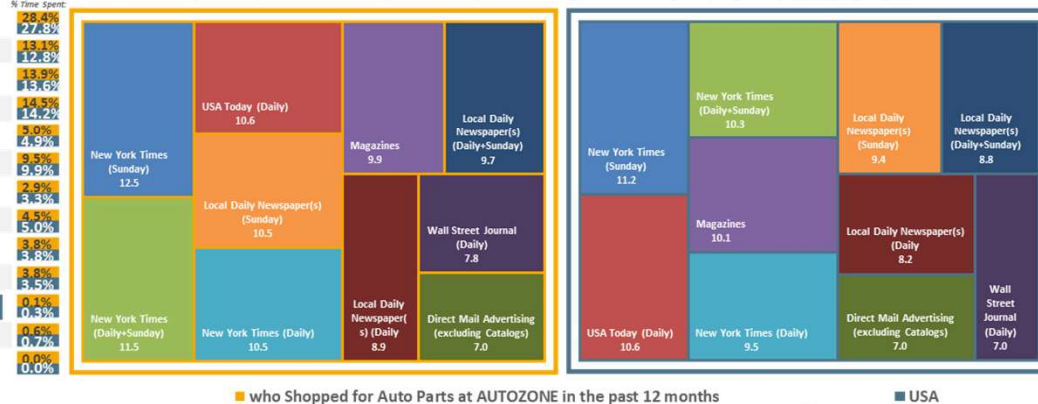
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Men 25 - 54



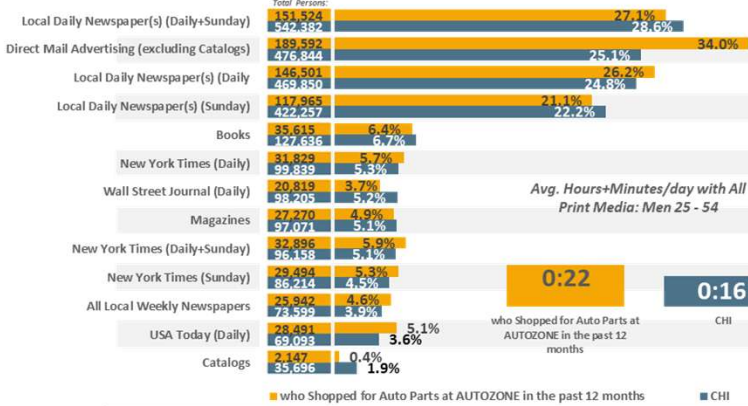
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



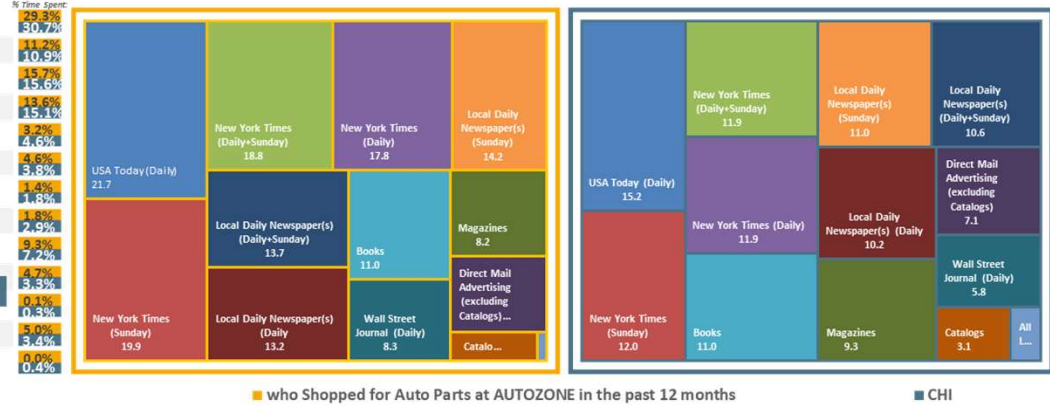


151,524 or 27.1% of Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 13.7 minutes every day representing 30.2% of all time spent daily with All forms of Print Media.

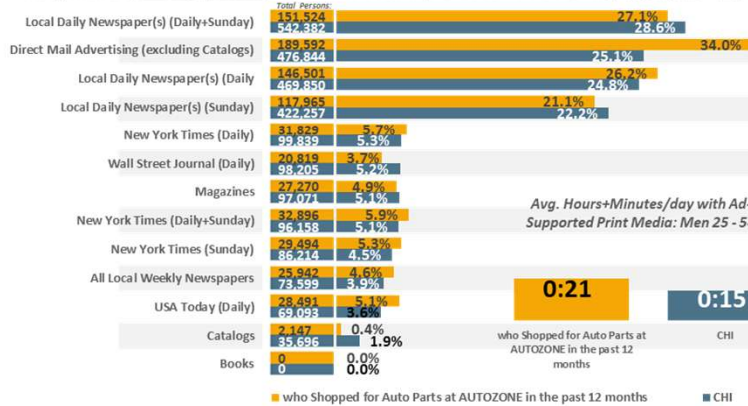
Avg. Week All Print Media (Persons & % Reach): Men 25 - 54



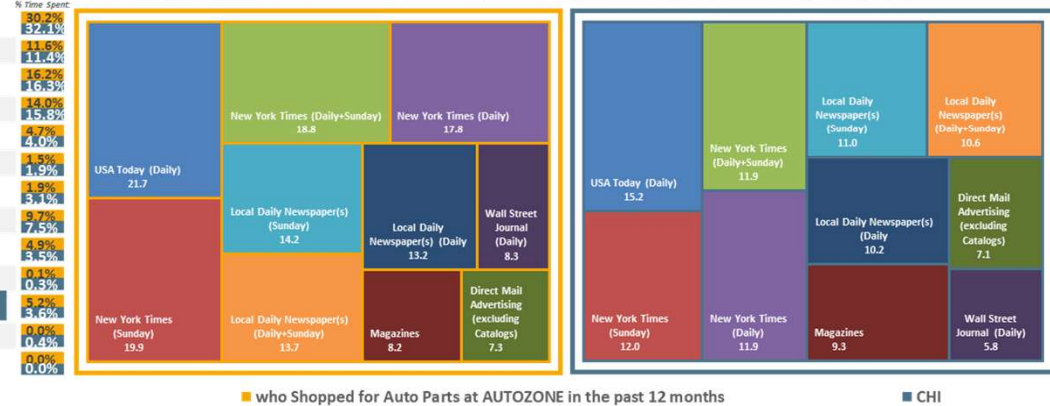
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Men 25 - 54



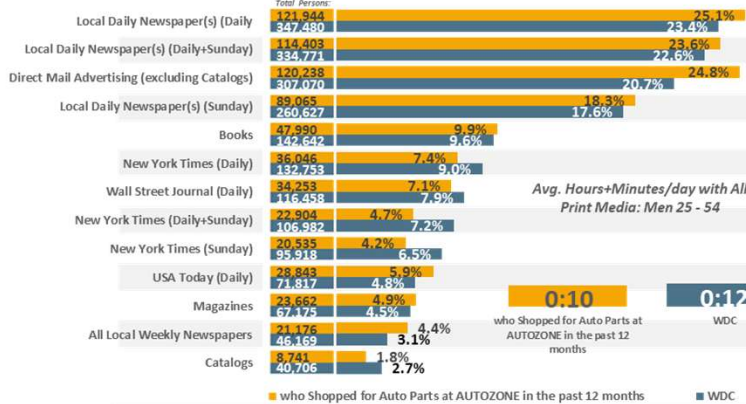
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



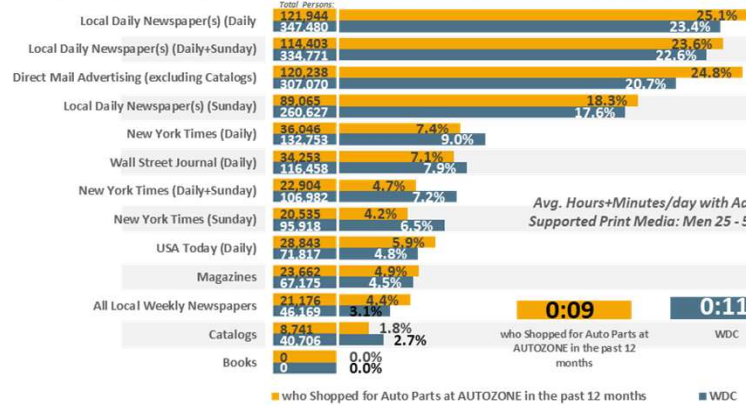


114,403 or 23.6% of Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 6.6 minutes every day representing 29.9% of all time spent daily with All forms of Print Media.

Avg. Week All Print Media (Persons & % Reach): Men 25 - 54

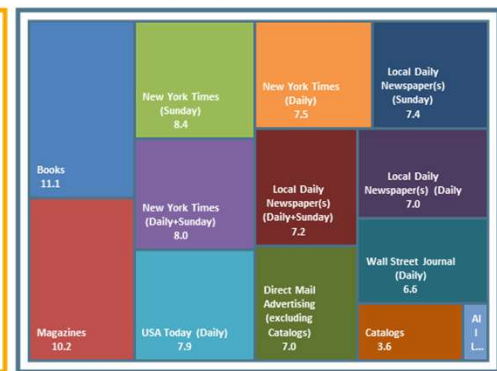
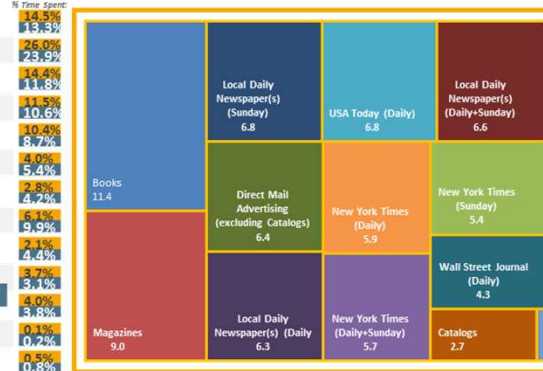


Avg. Week Ad-Supported All Print Media (Persons & % Reach): Men 25 - 54

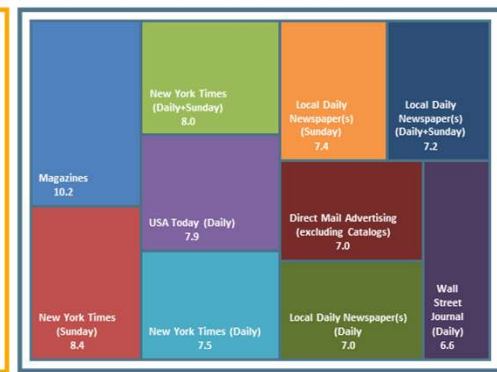


WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 1,442
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Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



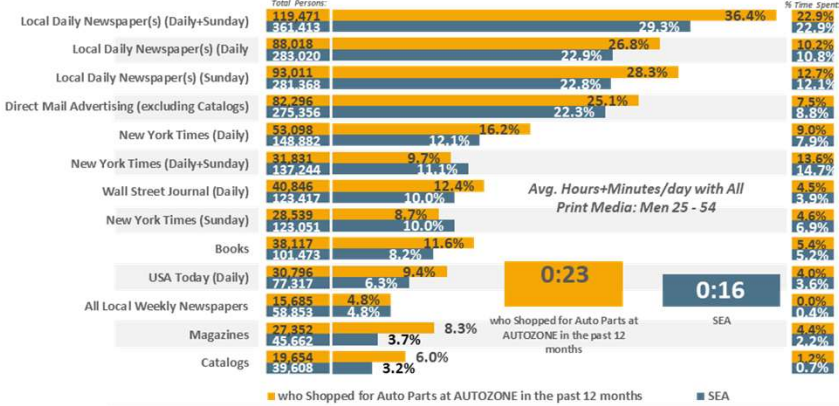
Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): AutoZone

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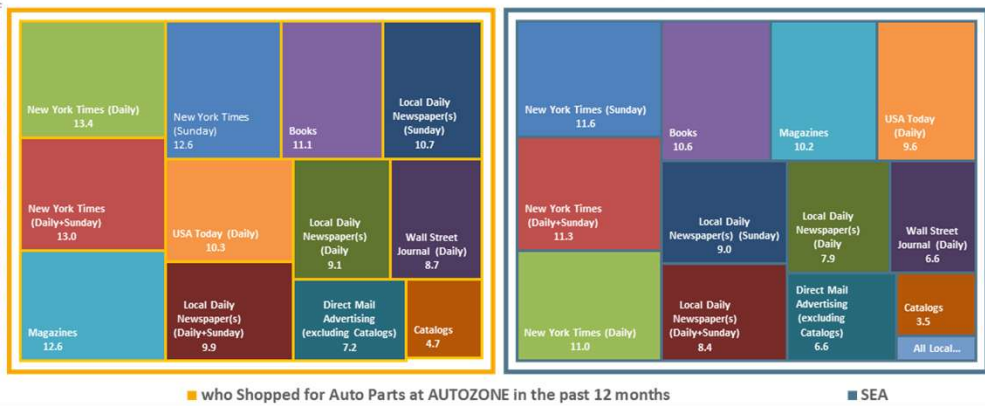


119,471 or 36.4% of Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.9 minutes every day representing 24.2% of all time spent daily with All forms of Print Media.

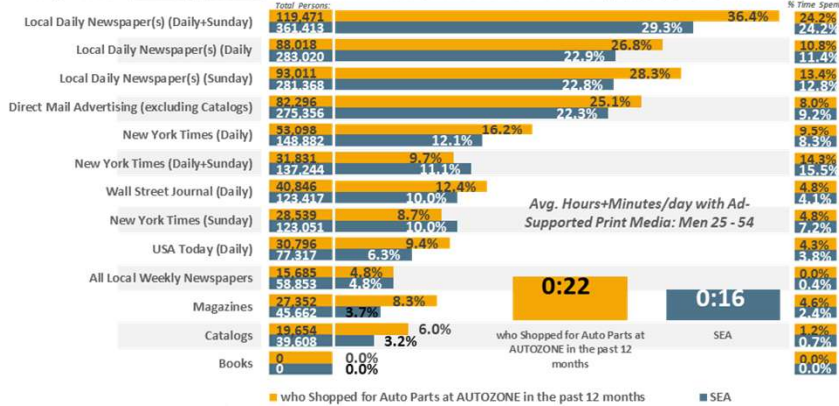
Avg. Week All Print Media (Persons & % Reach): Men 25 - 54



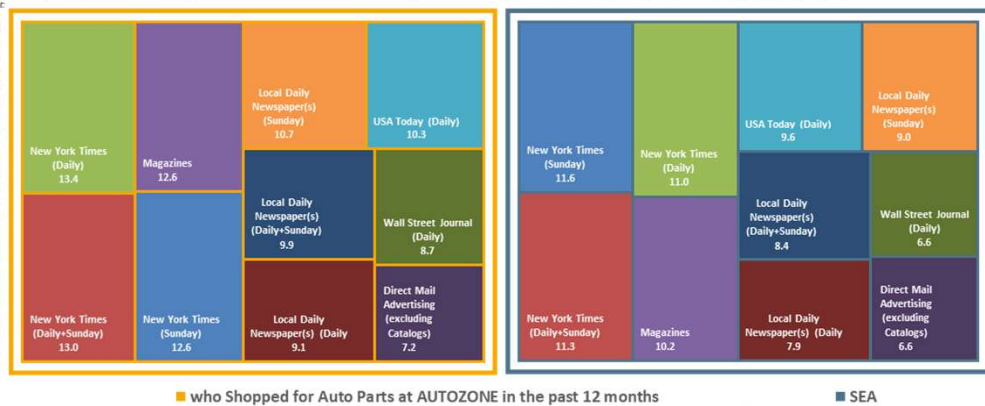
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Men 25 - 54



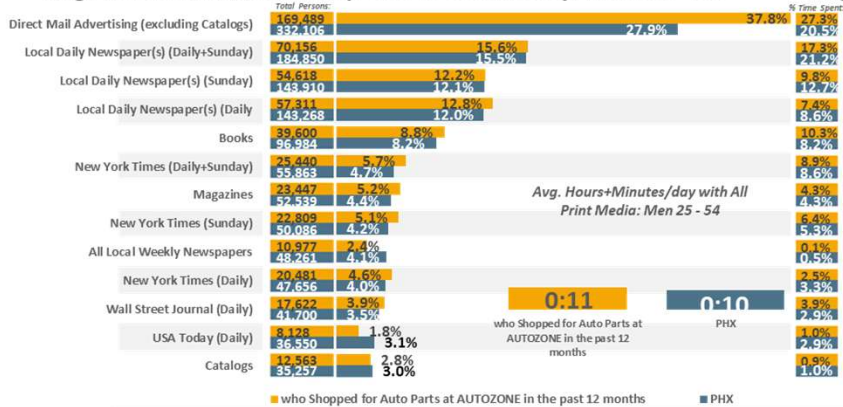
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54





169,489 or 37.8% of Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months read Direct Mail Advertising (excluding Catalogs) for an average of 8.3 minutes every day representing 30.5% of all time spent daily with All forms of Print Medi

Avg. Week All Print Media (Persons & % Reach): Men 25 - 54

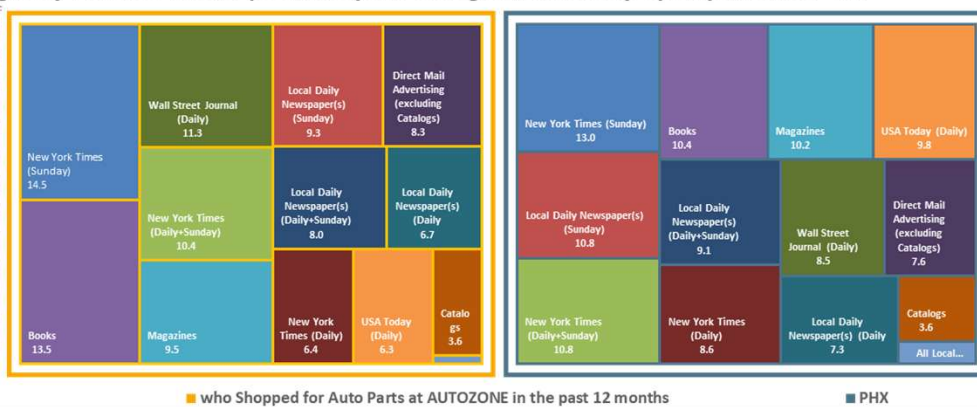


Avg. Hours+Minutes/day with All Print Media: Men 25 - 54

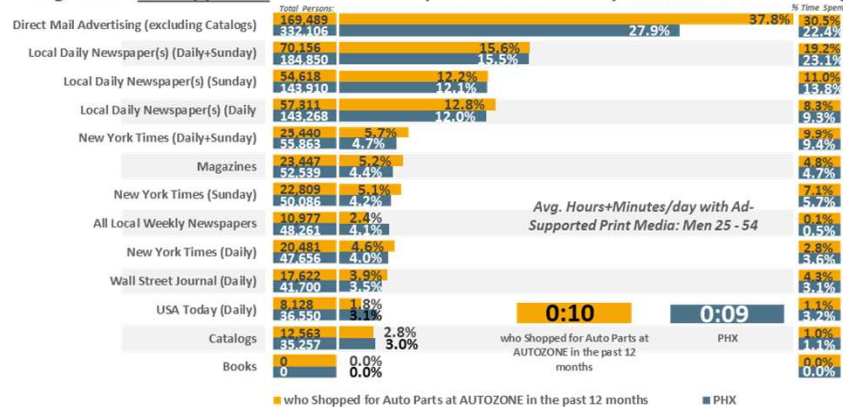
0:11 who Shopped for Auto Parts at AUTOZONE in the past 12 months

PHX

Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Men 25 - 54

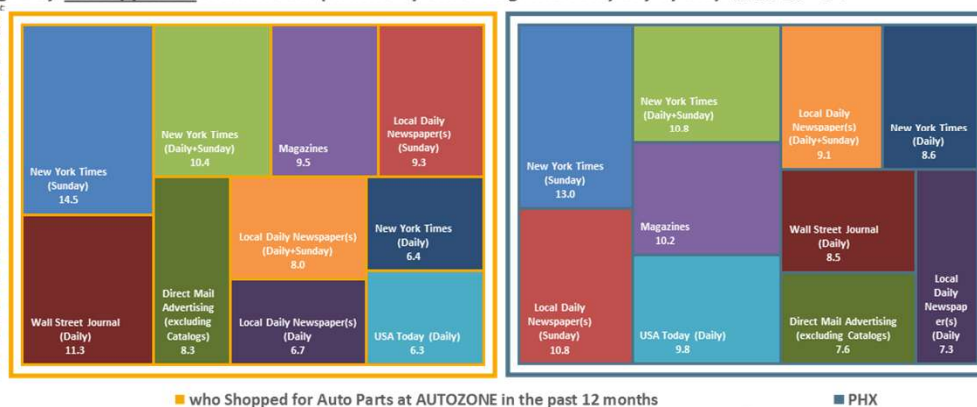


Avg. Hours+Minutes/day with Ad-Supported Print Media: Men 25 - 54

0:10 who Shopped for Auto Parts at AUTOZONE in the past 12 months

PHX

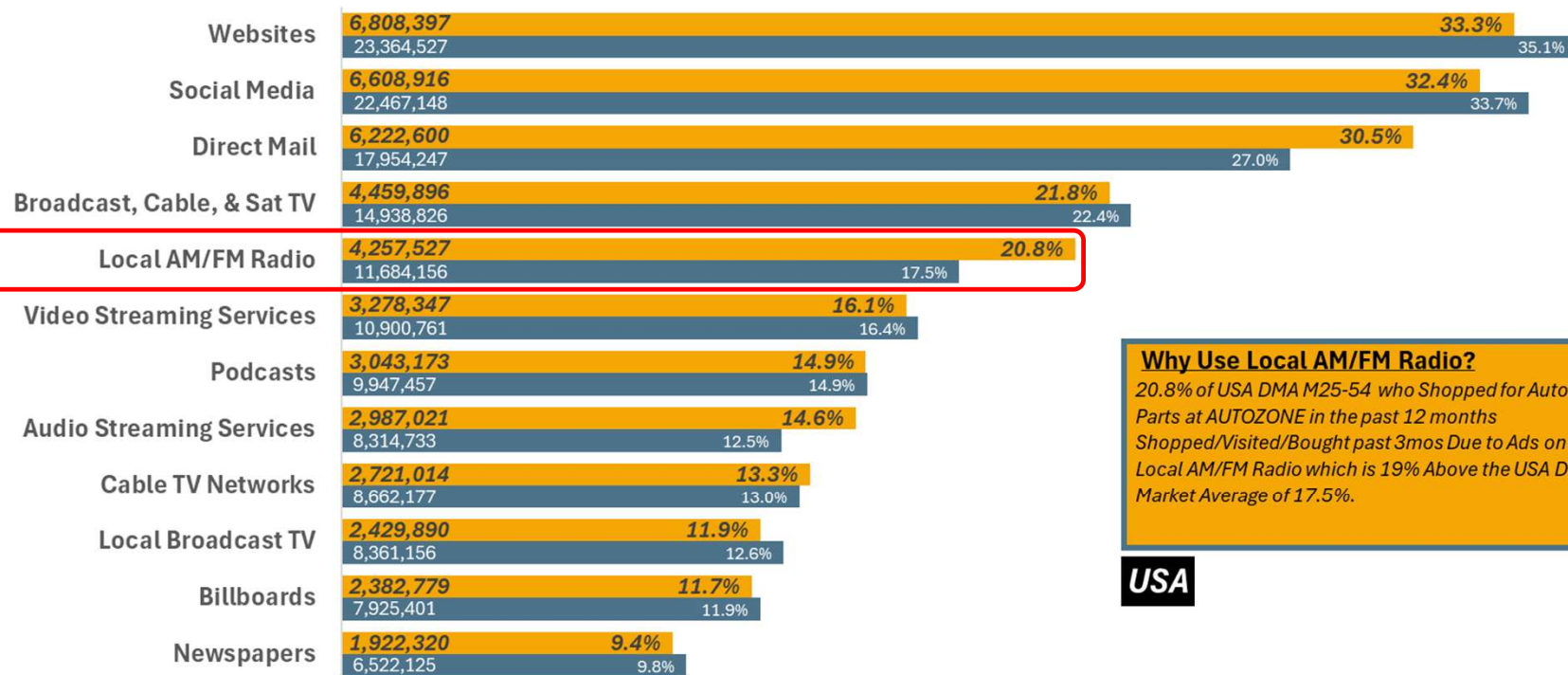
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54





"Advertising Actions"

M25-54 who Shopped for Auto Parts at AUTOZONE in the past 12 months
(Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

20.8% of USA DMA M25-54 who Shopped for Auto Parts at AUTOZONE in the past 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 19% Above the USA DMA Market Average of 17.5%.

USA

■ M25-54 who Shopped for Auto Parts at AUTOZONE in the past 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ M25-54 USA AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

USA DMA ScarboroughR2 2025: Sep24-Aug25 Qual Intab: 1339

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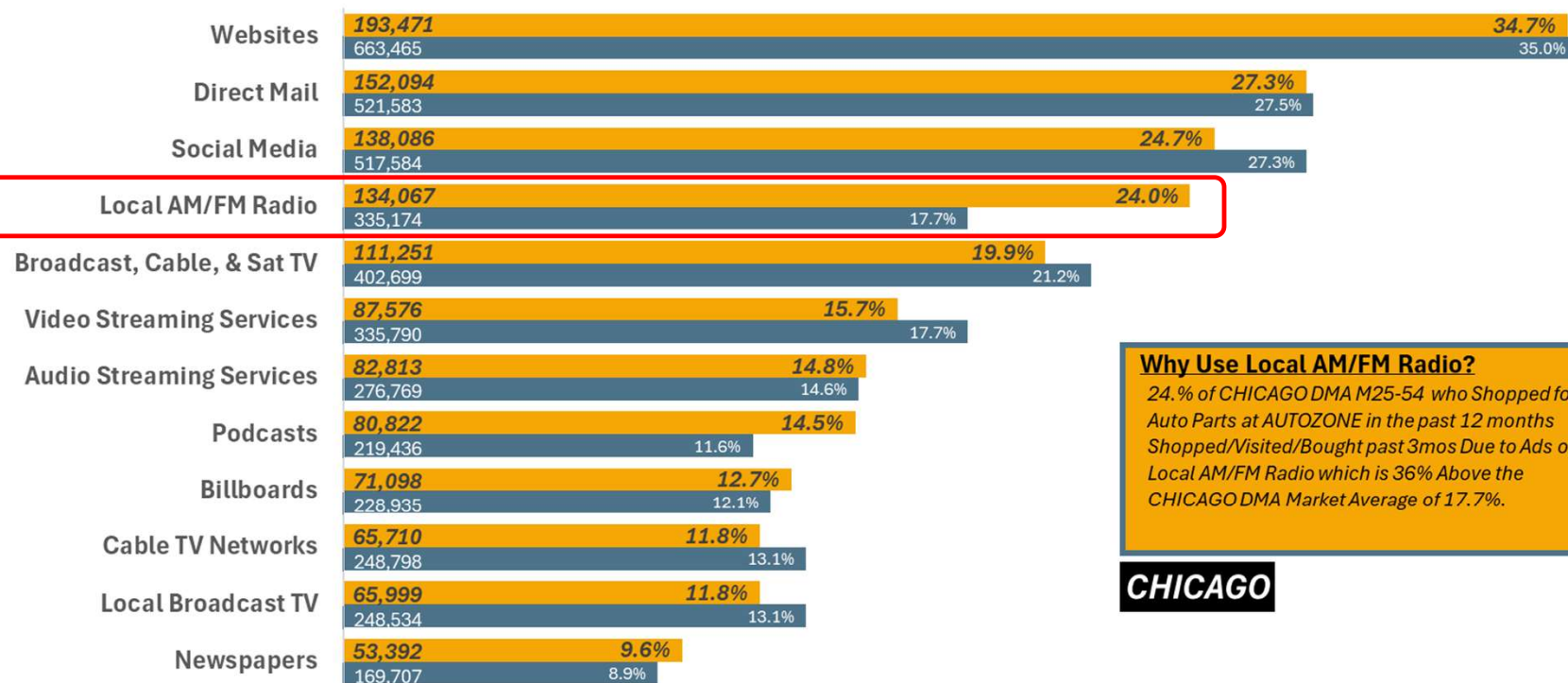
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): AutoZone



"Advertising Actions"

M25-54 who Shopped for Auto Parts at AUTOZONE in the past 12 months
(Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

24. % of CHICAGO DMA M25-54 who Shopped for Auto Parts at AUTOZONE in the past 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 36% Above the CHICAGO DMA Market Average of 17.7%.

CHICAGO

■ M25-54 who Shopped for Auto Parts at AUTOZONE in the past 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ M25-54 CHICAGO AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab: 258

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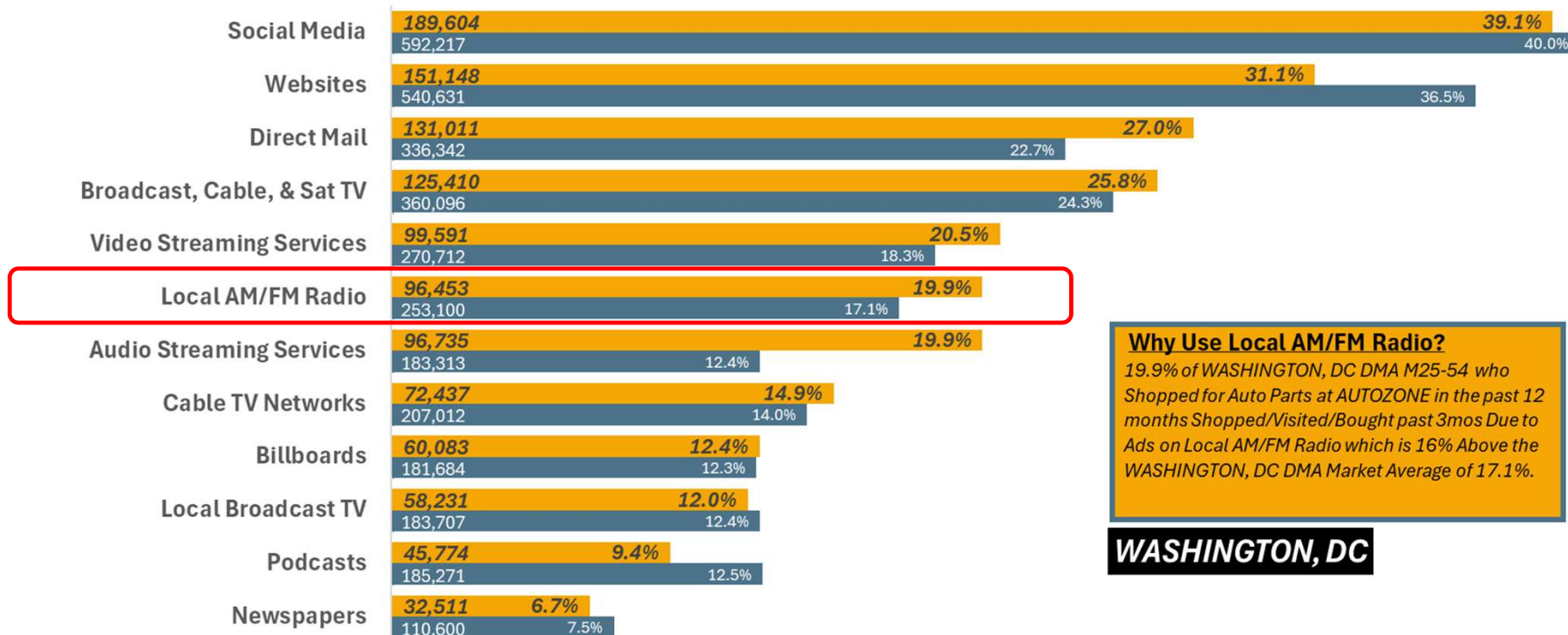
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): AutoZone



"Advertising Actions"

M25-54 who Shopped for Auto Parts at AUTOZONE in the past 12 months
(Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

19.9% of WASHINGTON, DC DMA M25-54 who Shopped for Auto Parts at AUTOZONE in the past 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 16% Above the WASHINGTON, DC DMA Market Average of 17.1%.

WASHINGTON, DC

■ M25-54 who Shopped for Auto Parts at AUTOZONE in the past 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)

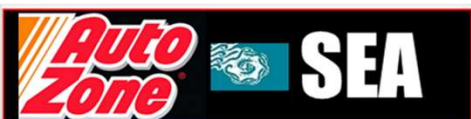
■ M25-54 WASHINGTON, DC AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab: 348

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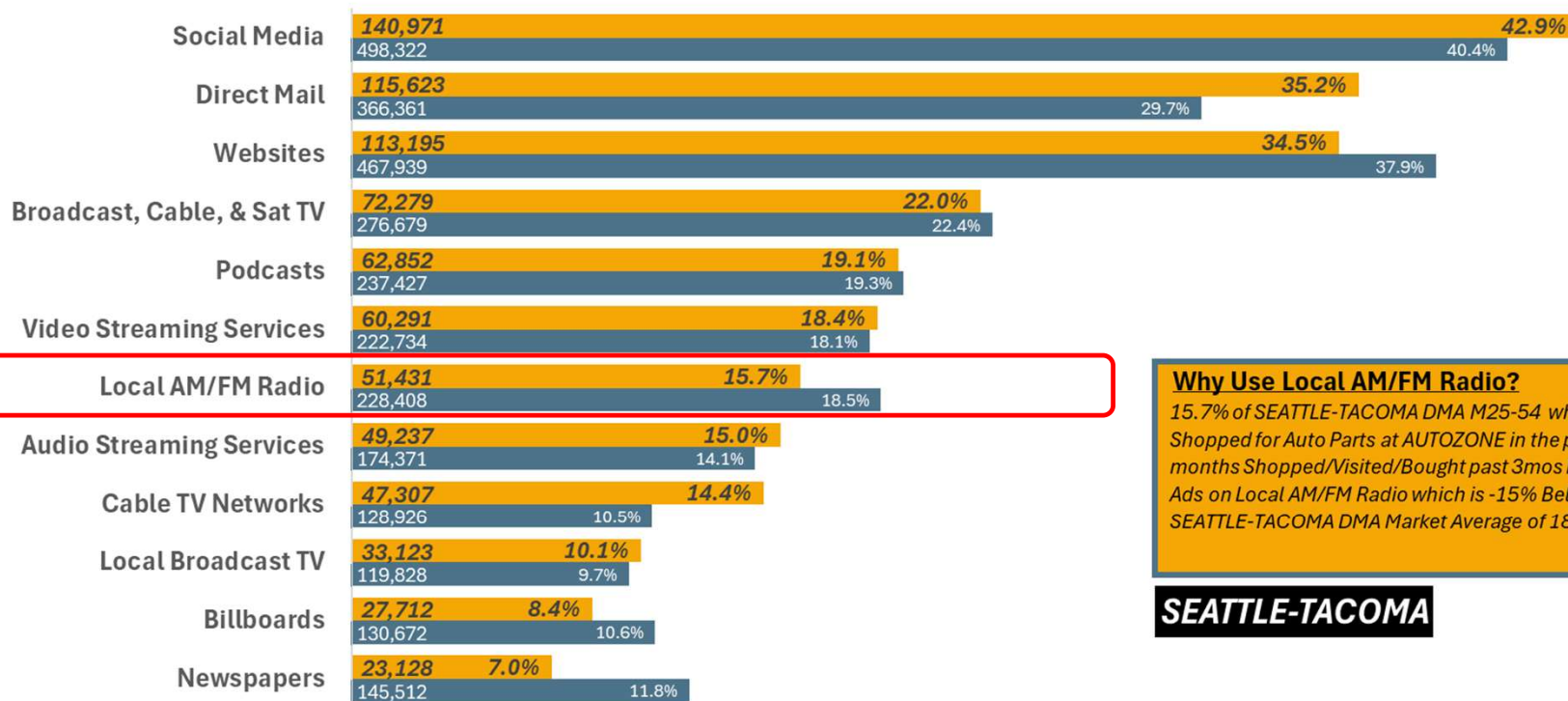
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): AutoZone



"Advertising Actions"

M25-54 who Shopped for Auto Parts at AUTOZONE in the past 12 months
(Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

15.7% of SEATTLE-TACOMA DMA M25-54 who Shopped for Auto Parts at AUTOZONE in the past 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -15% Below the SEATTLE-TACOMA DMA Market Average of 18.5%.

SEATTLE-TACOMA

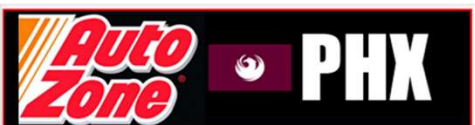
■ M25-54 who Shopped for Auto Parts at AUTOZONE in the past 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ M25-54 SEATTLE-TACOMA AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab: 198
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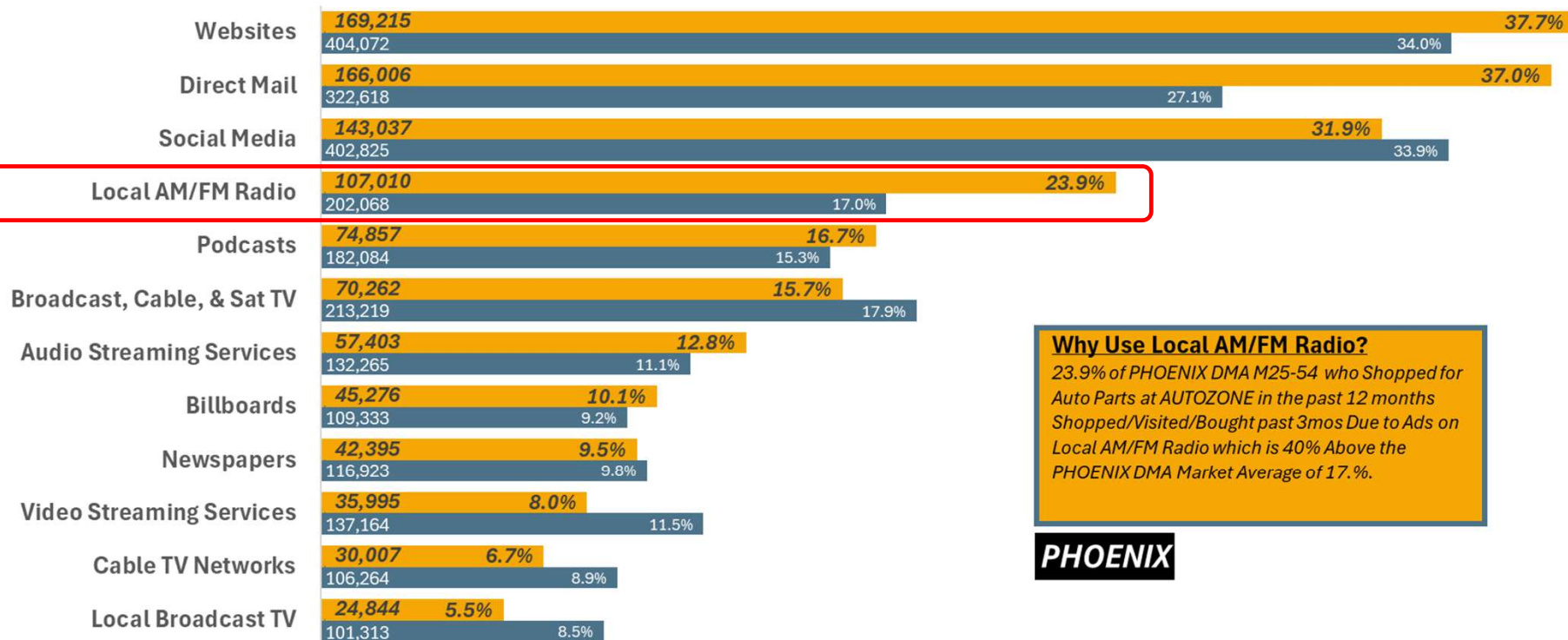
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): AutoZone



"Advertising Actions"

M25-54 who Shopped for Auto Parts at AUTOZONE in the past 12 months
(Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

23.9% of PHOENIX DMA M25-54 who Shopped for Auto Parts at AUTOZONE in the past 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 40% Above the PHOENIX DMA Market Average of 17.0%.

PHOENIX

■ M25-54 who Shopped for Auto Parts at AUTOZONE in the past 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ M25-54 PHOENIX AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab: 168
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): AutoZone