

USA+4 DMAs – P18+ who Purchased Fuel for a DIESEL Vehicle in the past 7 days!

Complete Demographic & Media Use Profiles



**Marathon
Petroleum Corporation**



Complete Demographic, Psychographic, and Total Media Usage Profiles of USA, CHICAGO, WASHINGTON, DC, SEATTLE-TACOMA and PHOENIX DMA P18+ who Purchased Fuel for a DIESEL Vehicle in the past 7 days as of March 31, 2026.



eia Independent Statistics and Analysis
U.S. Energy Information Administration

U.S. On-Highway Diesel Fuel Prices*(dollars per gallon)

[full history](#) [XLS](#)

	08/31/26	09/07/26	09/14/26	Change from 2 year ago	year ago	week ago
U.S.	5.599	5.967	6.285	↑ 2.759	↑ 2.546	↑ 0.318

P18+

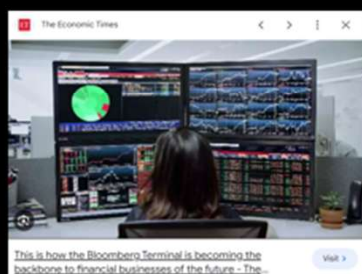
Hubbard
media that connects

ConocoPhillips

Vanguard BlackRock

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

[[[Detailed occupation codes: Transportation and Material Moving OR Detailed occupation codes: Farming, Fishing, and Forestry OR Detailed occupation codes: Construction and Extraction OR Make/model of any vehicle (HHLD): DODGE RAM 2500 OR Make/model of any vehicle (HHLD): DODGE RAM 3500 OR Make/model of any vehicle (HHLD): FORD F250 OR Make/model of any vehicle (HHLD): FORD F350 OR Make/model of any vehicle (HHLD): GMC SIERRA OR Make/model of any vehicle (HHLD): RAM 2500] AND [Total miles traveled in car, van, truck or bus past 7 days: 200 miles or more]]]





3.1% or 8,429,169 of USA DMA Adults 18 or older Purchased Fuel for a DIESEL Vehicle in the past 7 days.
Typical Adults 18 or older who Purchased Fuel for a DIESEL Vehicle in the past 7 days are 48. years old (1.7% younger than average) and have a \$143,905 (22.7% higher than average) annual household income.

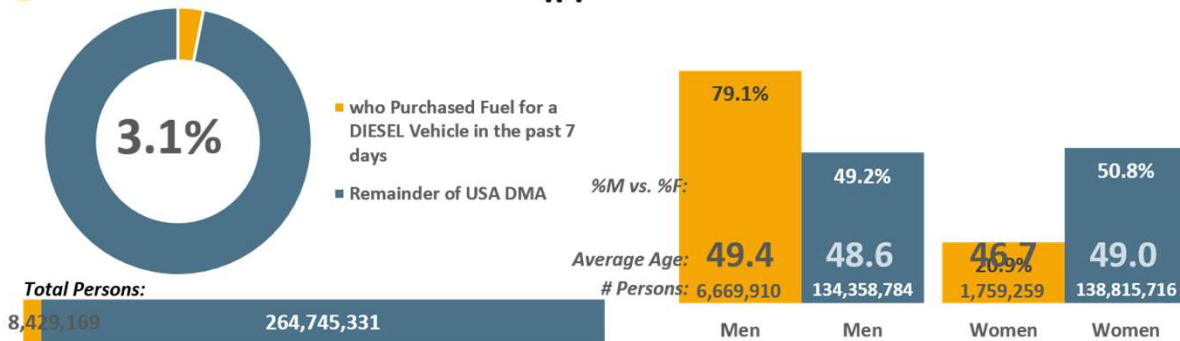


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:

Adults 18 or older

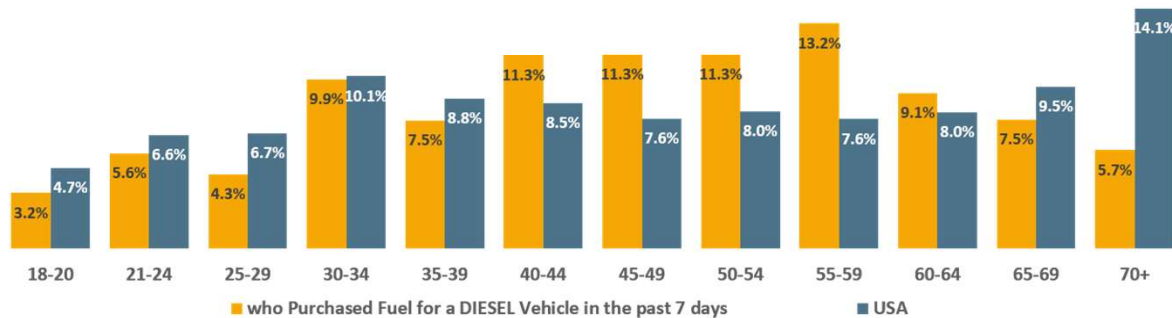
Average Age:

48.0

48.8

who Purchased Fuel for a DIESEL Vehicle in the past 7 days

USA

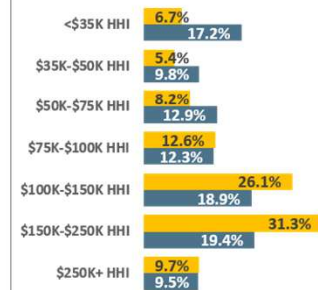


who Purchased Fuel for a DIESEL Vehicle in the past 7 days

USA



HHI of Target vs. Market:



Avg HHI:

\$143,905

\$117,258

USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 555
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[[[Detailed occupation codes: Transportation and Material Moving OR Detailed occupation codes: Farming, Fishing, and Forestry OR Detailed occupation codes: Construction and Extraction OR Make/model of any vehicle (HHLD): DODGE RAM 2500 OR Make/model of any vehicle (HHLD): DODGE RAM 3500 OR Make/model of any vehicle (HHLD): FORD F250 OR Make/model of any vehicle (HHLD): FORD F350 OR Make/model of any vehicle (HHLD): GMC SIERRA OR Make/model of any vehicle (HHLD): RAM 2500) AND (Total miles traveled in car, van, truck or bus past 7 days: 200 miles or more)]]]



2.4% or 184,871 of CHI DMA Adults 18 or older Purchased Fuel for a DIESEL Vehicle in the past 7 days.
Typical Adults 18 or older who Purchased Fuel for a DIESEL Vehicle in the past 7 days are 46.2 years old
(4.5% younger than average) and have a \$156,971 (39.5% higher than average) annual household income.



Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



■ who Purchased Fuel for a DIESEL Vehicle in the past 7 days
■ Remainder of CHI DMA

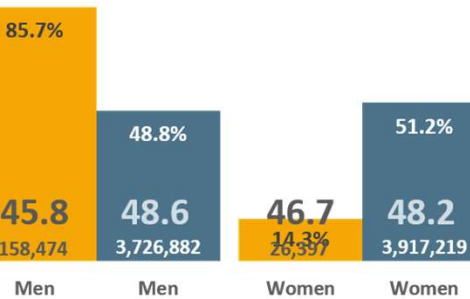
Total Persons:

184,871 7,459,230

%M vs. %F:

Average Age:

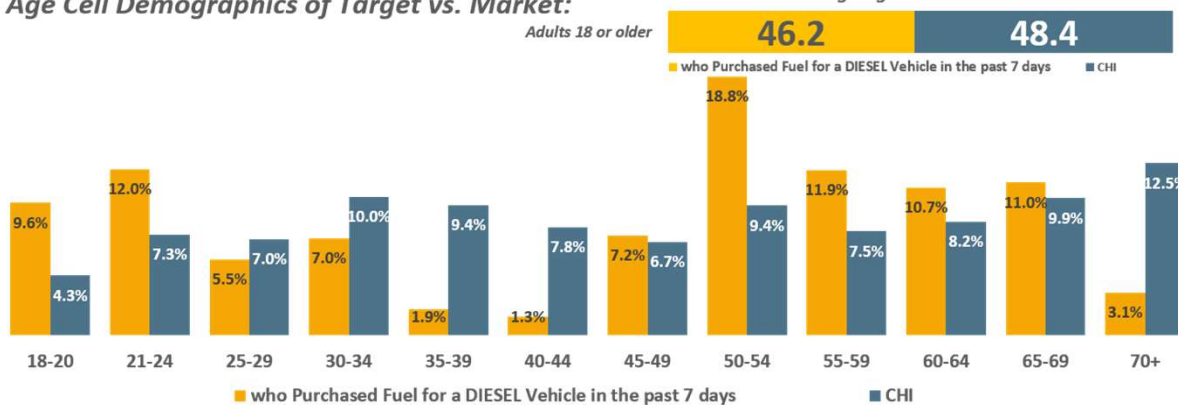
Persons:



Age Cell Demographics of Target vs. Market:

Average Age:

Adults 18 or older

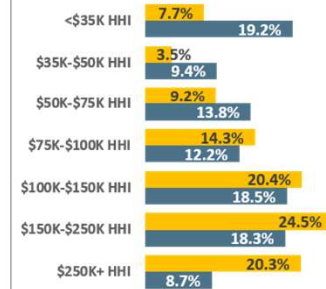


■ who Purchased Fuel for a DIESEL Vehicle in the past 7 days

■ CHI



HHI of Target vs. Market:



Avg HHI:

\$156,971

\$112,514

CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 69
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[[[Detailed occupation codes: Transportation and Material Moving OR Detailed occupation codes: Farming, Fishing, and Forestry OR Detailed occupation codes: Construction and Extraction OR Make/model of any vehicle (HHLD): DODGE RAM 2500 OR Make/model of any vehicle (HHLD): DODGE RAM 3500 OR Make/model of any vehicle (HHLD): FORD F250 OR Make/model of any vehicle (HHLD): FORD F350 OR Make/model of any vehicle (HHLD): GMC SIERRA OR Make/model of any vehicle (HHLD): RAM 2500) AND (Total miles traveled in car, van, truck or bus past 7 days: 200 miles or more)]]



1.8% or 103,051 of WDC DMA Adults 18 or older Purchased Fuel for a DIESEL Vehicle in the past 7 days. Typical Adults 18 or older who Purchased Fuel for a DIESEL Vehicle in the past 7 days are 46. years old (4.2% younger than average) and have a \$138,598 (.5% lower than average) annual household income.

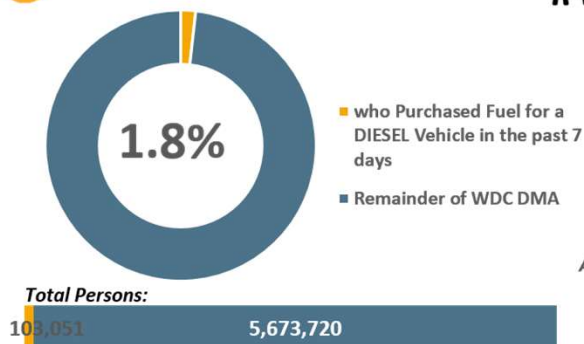


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

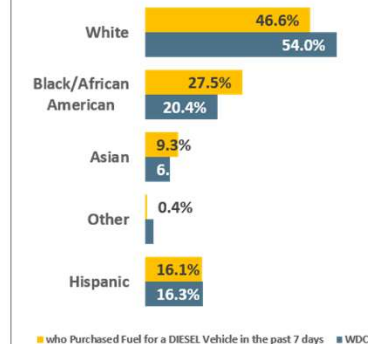
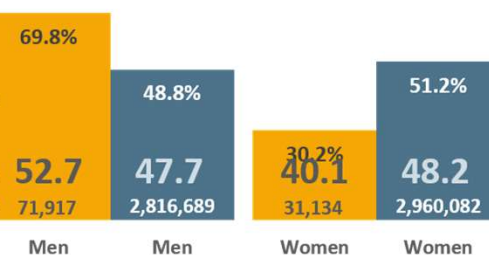
Ethnicity of Target vs. Market:



%M vs. %F:

Average Age:

Persons:



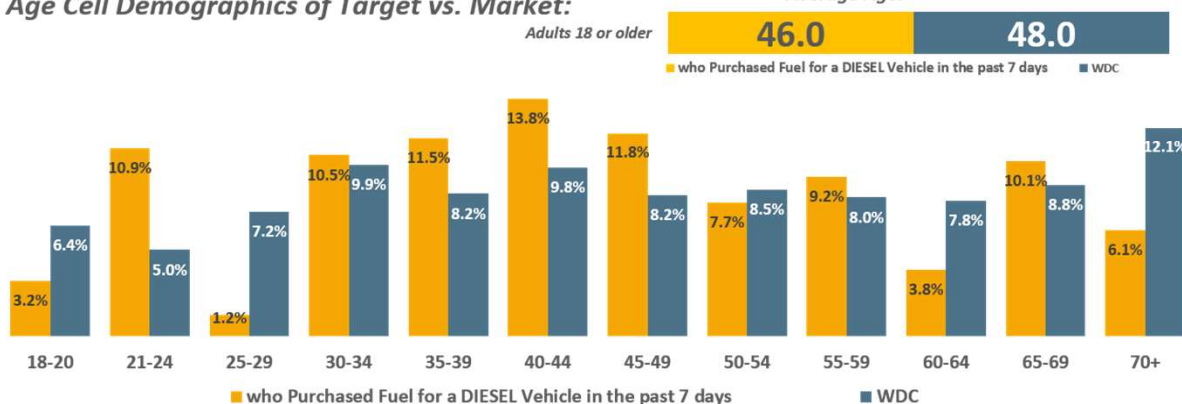
Age Cell Demographics of Target vs. Market:

Average Age:

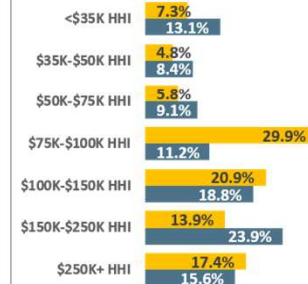
Adults 18 or older

who Purchased Fuel for a DIESEL Vehicle in the past 7 days

WDC



HHI of Target vs. Market:



Avg HHI: \$138,598 (Target) vs \$139,294 (Market)

WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 104
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[[[Detailed occupation codes: Transportation and Material Moving OR Detailed occupation codes: Farming, Fishing, and Forestry OR Detailed occupation codes: Construction and Extraction OR Make/model of any vehicle (HHLD): DODGE RAM 2500 OR Make/model of any vehicle (HHLD): DODGE RAM 3500 OR Make/model of any vehicle (HHLD): FORD F250 OR Make/model of any vehicle (HHLD): FORD F350 OR Make/model of any vehicle (HHLD): GMC SIERRA OR Make/model of any vehicle (HHLD): RAM 2500) AND (Total miles traveled in car, van, truck or bus past 7 days: 200 miles or more)]]]



3.5% or 159,868 of SEA DMA Adults 18 or older Purchased Fuel for a DIESEL Vehicle in the past 7 days. Typical Adults 18 or older who Purchased Fuel for a DIESEL Vehicle in the past 7 days are 47.9 years old (.7% younger than average) and have a \$166,799 (29.6% higher than average) annual household income.

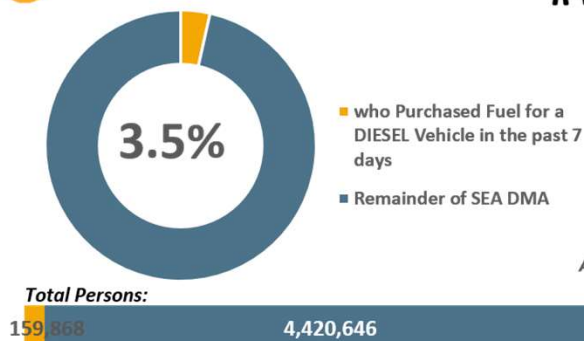


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

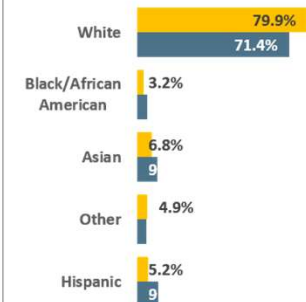
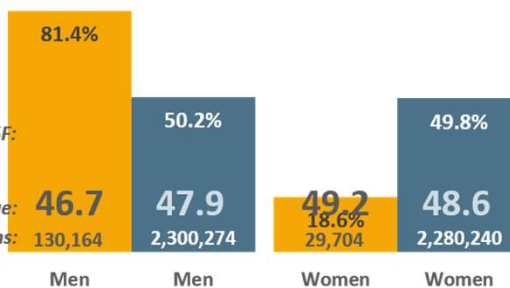
Ethnicity of Target vs. Market:



%M vs. %F:

Average Age:

Persons:

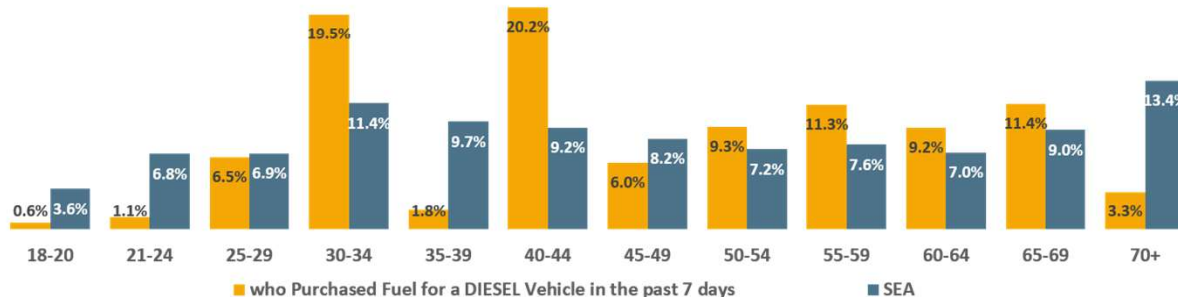


who Purchased Fuel for a DIESEL Vehicle in the past 7 days SEA

Age Cell Demographics of Target vs. Market:

Average Age:

Adults 18 or older

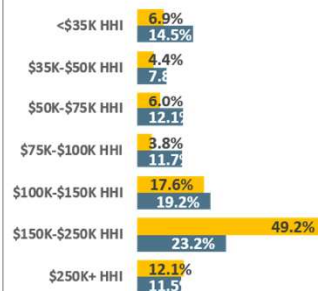


who Purchased Fuel for a DIESEL Vehicle in the past 7 days

SEA



HHI of Target vs. Market:



Avg HHI: \$166,799 (Target) vs \$128,694 (SEA)

SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 80
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[[[Detailed occupation codes: Transportation and Material Moving OR Detailed occupation codes: Farming, Fishing, and Forestry OR Detailed occupation codes: Construction and Extraction OR Make/model of any vehicle (HHLD): DODGE RAM 2500 OR Make/model of any vehicle (HHLD): DODGE RAM 3500 OR Make/model of any vehicle (HHLD): FORD F250 OR Make/model of any vehicle (HHLD): FORD F350 OR Make/model of any vehicle (HHLD): GMC SIERRA OR Make/model of any vehicle (HHLD): RAM 2500) AND (Total miles traveled in car, van, truck or bus past 7 days: 200 miles or more)]]



4.1% or 199,079 of PHX DMA Adults 18 or older Purchased Fuel for a DIESEL Vehicle in the past 7 days. Typical Adults 18 or older who Purchased Fuel for a DIESEL Vehicle in the past 7 days are 48.9 years old (.1% younger than average) and have a \$149,476 (39.6% higher than average) annual household income.

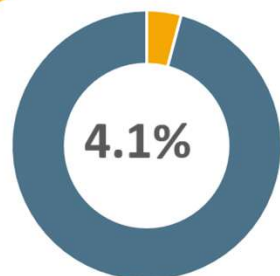


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



- who Purchased Fuel for a DIESEL Vehicle in the past 7 days
- Remainder of PHX DMA

Total Persons:



%M vs. %F:

Average Age:

Persons:

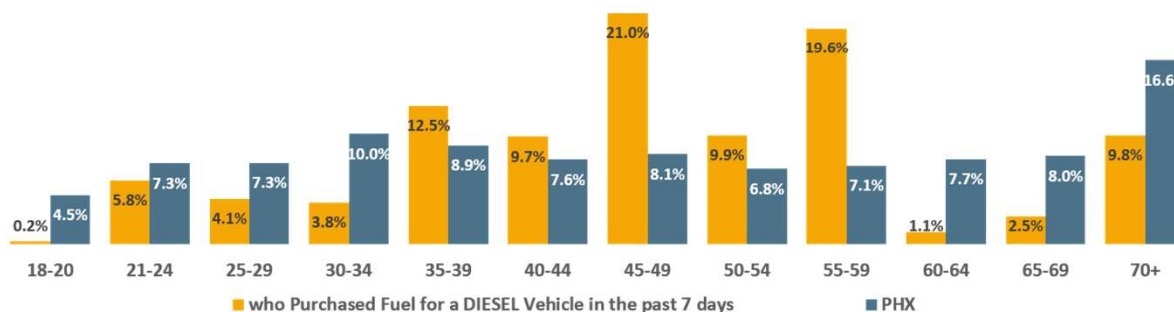


HHI of Target vs. Market:

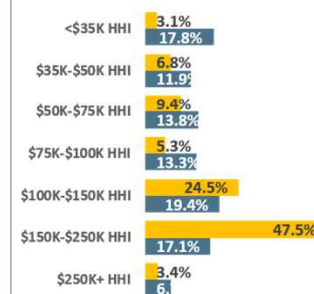
Age Cell Demographics of Target vs. Market:

Average Age:

Adults 18 or older



HHI of Target vs. Market:



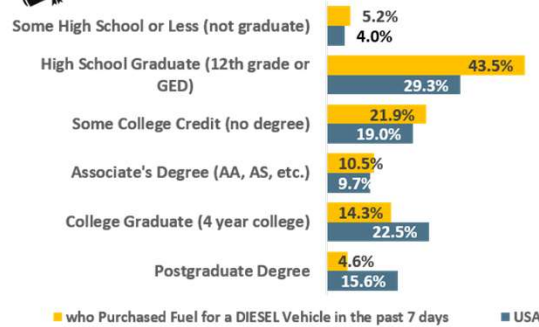
Avg HHI: \$149,476 vs \$107,066



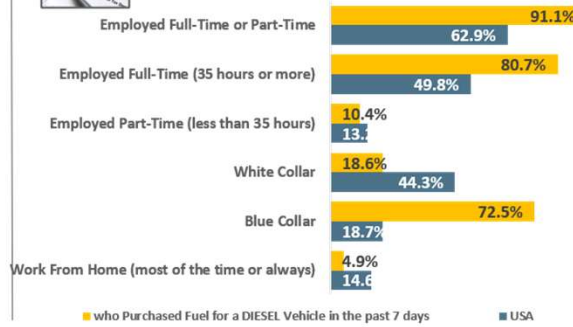
3.1% or 8,429,169 of USA DMA Adults 18 or older Purchased Fuel for a DIESEL Vehicle in the past 7 days. Adults 18 or older who Purchased Fuel for a DIESEL Vehicle in the past 7 days are 50.4% less likely to be a college graduate, 62.2% more likely to work full-time, 22.8% more likely to be married, 40.% more likely to be a parent of 1 or more children under



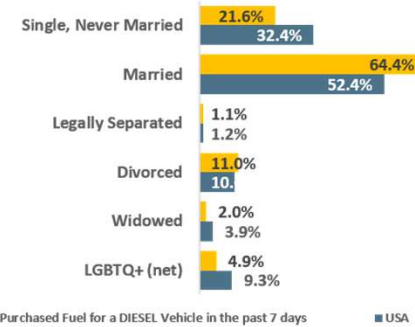
Education Levels: Adults 18 or older



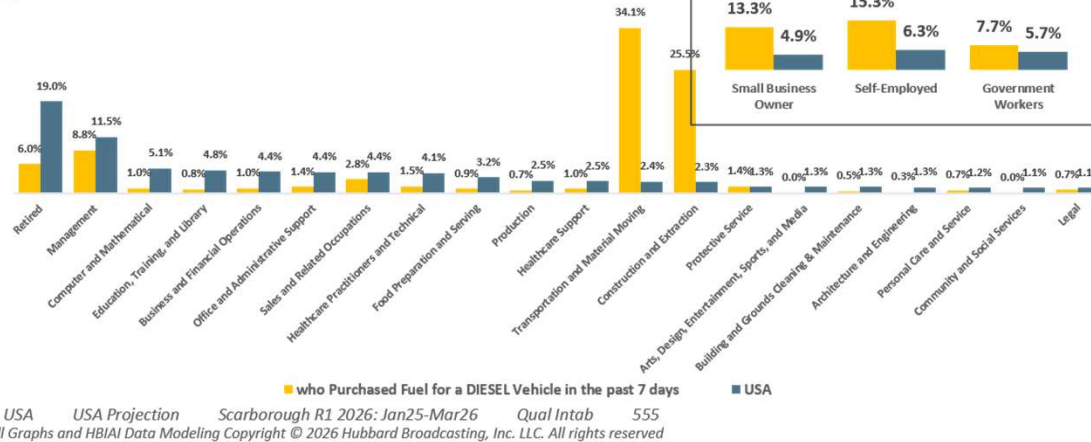
Employment: Adults 18 or older



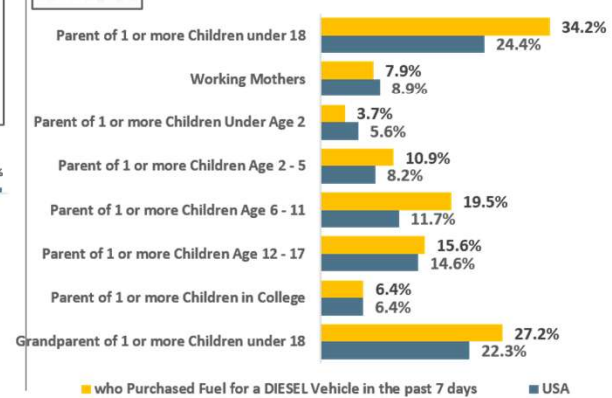
Marital Status: Adults 18 or older



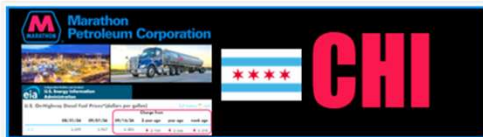
Top-20 Occupations: Adults 18 or older



Stage in Life: Adults 18 or older



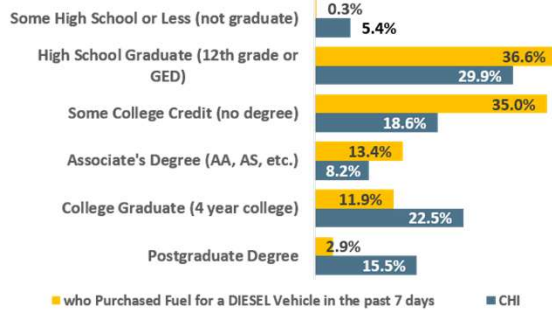
[[[Detailed occupation codes: Transportation and Material Moving OR Detailed occupation codes: Farming, Fishing, and Forestry OR Detailed occupation codes: Construction and Extraction OR Make/model of any vehicle (HHLD): DODGE RAM 2500 OR Make/model of any vehicle (HHLD): DODGE RAM 3500 OR Make/model of any vehicle (HHLD): FORD F250 OR Make/model of any vehicle (HHLD): FORD F350 OR Make/model of any vehicle (HHLD): GMC SIERRA OR Make/model of any vehicle (HHLD): RAM 2500) AND (Total miles traveled in car, van, truck or bus past 7 days: 200 miles or more)]]]



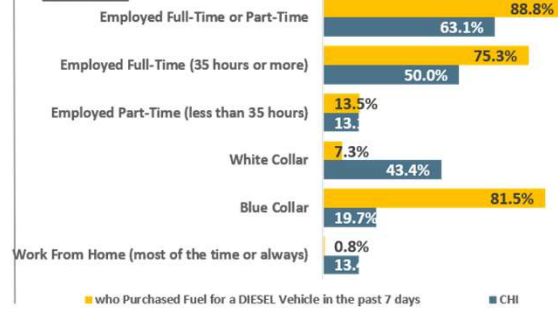
2.4% or 184,871 of CHI DMA Adults 18 or older Purchased Fuel for a DIESEL Vehicle in the past 7 days. Adults 18 or older who Purchased Fuel for a DIESEL Vehicle in the past 7 days are 61.% less likely to be a college graduate, 50.7% more likely to work full-time, 36.9% more likely to be married, 17.9% less likely to be a parent of 1 or more children under



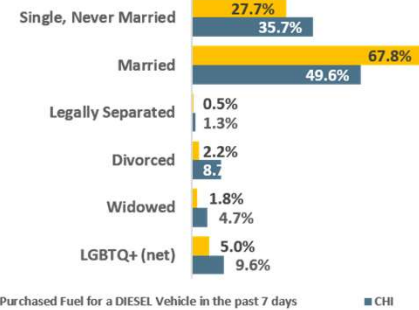
Education Levels: Adults 18 or older



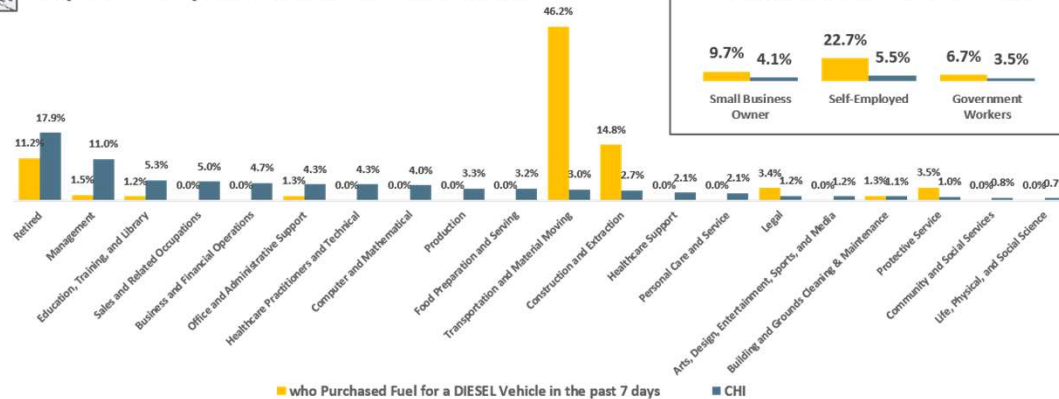
Employment: Adults 18 or older



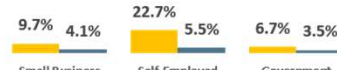
Marital Status: Adults 18 or older



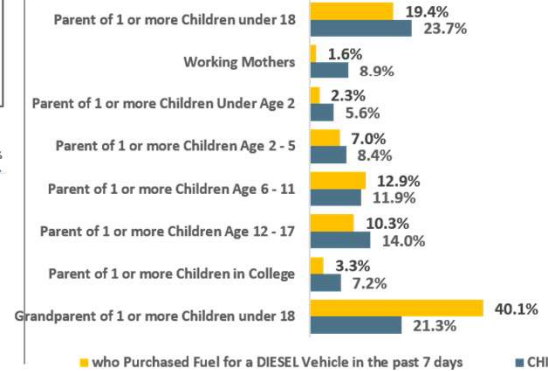
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

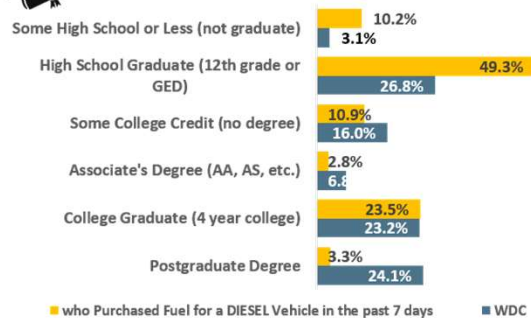




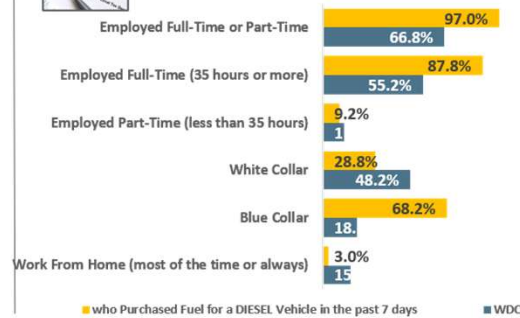
1.8% or 103,051 of WDC DMA Adults 18 or older Purchased Fuel for a DIESEL Vehicle in the past 7 days. Adults 18 or older who Purchased Fuel for a DIESEL Vehicle in the past 7 days are 43.5% less likely to be a college graduate, 59.2% more likely to work full-time, 3% less likely to be married, 71.4% more likely to be a parent of 1 or more children under



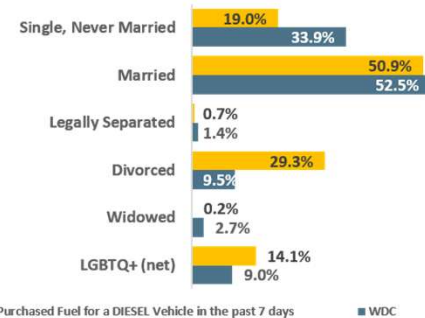
Education Levels: Adults 18 or older



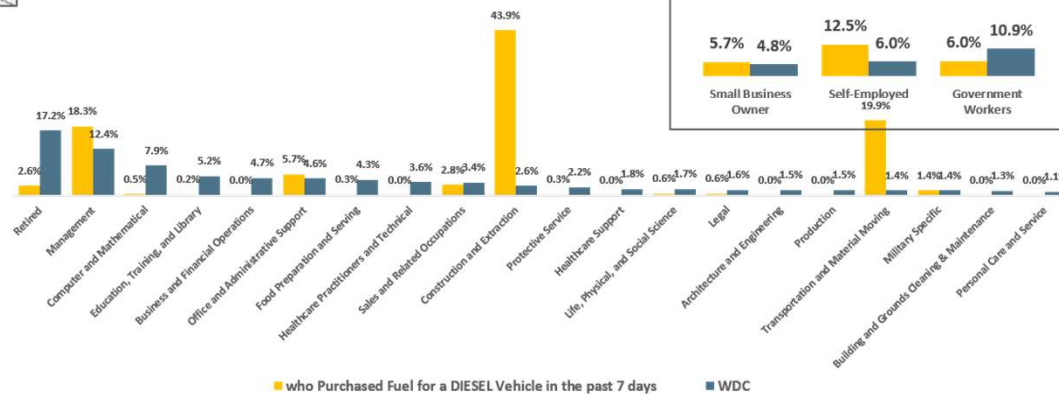
Employment: Adults 18 or older



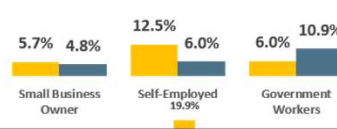
Marital Status: Adults 18 or older



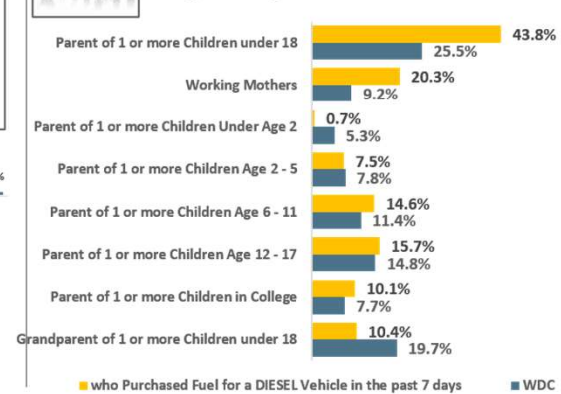
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

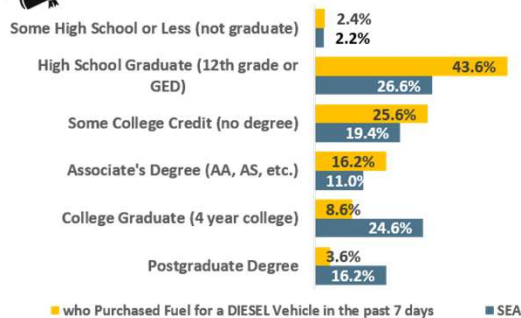




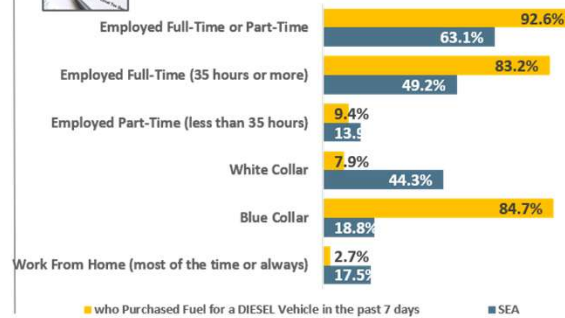
3.5% or 159,868 of SEA DMA Adults 18 or older Purchased Fuel for a DIESEL Vehicle in the past 7 days. Adults 18 or older who Purchased Fuel for a DIESEL Vehicle in the past 7 days are 70.3% less likely to be a college graduate, 69.1% more likely to work full-time, 22.9% more likely to be married, 43.4% more likely to be a parent of 1 or more children unde



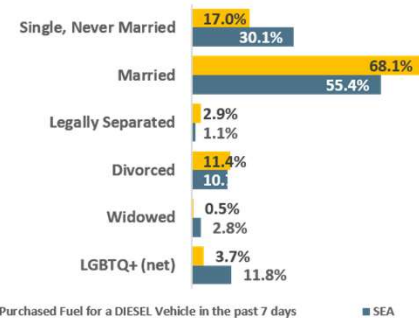
Education Levels: Adults 18 or older



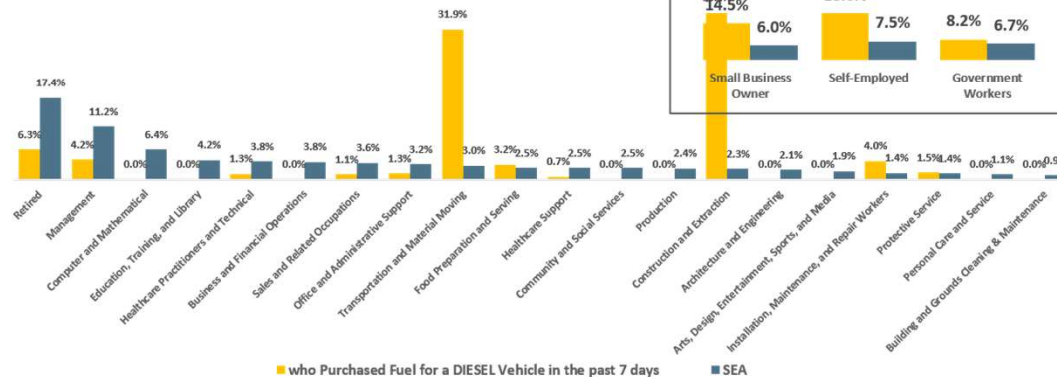
Employment: Adults 18 or older



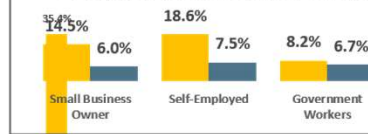
Marital Status: Adults 18 or older



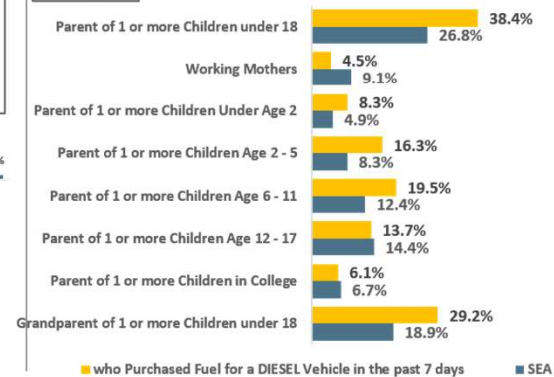
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

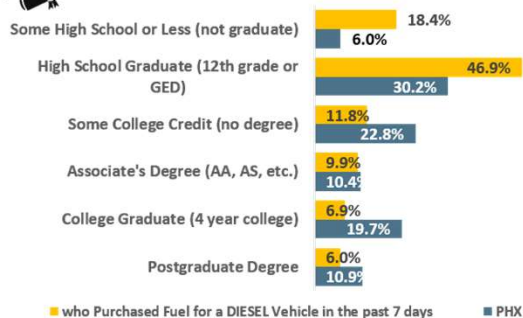




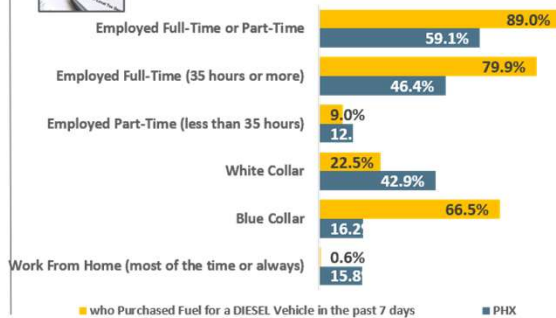
4.1% or 199,079 of PHX DMA Adults 18 or older Purchased Fuel for a DIESEL Vehicle in the past 7 days. Adults 18 or older who Purchased Fuel for a DIESEL Vehicle in the past 7 days are 57.9% less likely to be a college graduate, 72.1% more likely to work full-time, 25.6% more likely to be married, 43.2% more likely to be a parent of 1 or more children unde



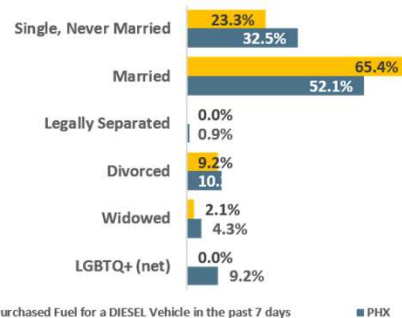
Education Levels: Adults 18 or older



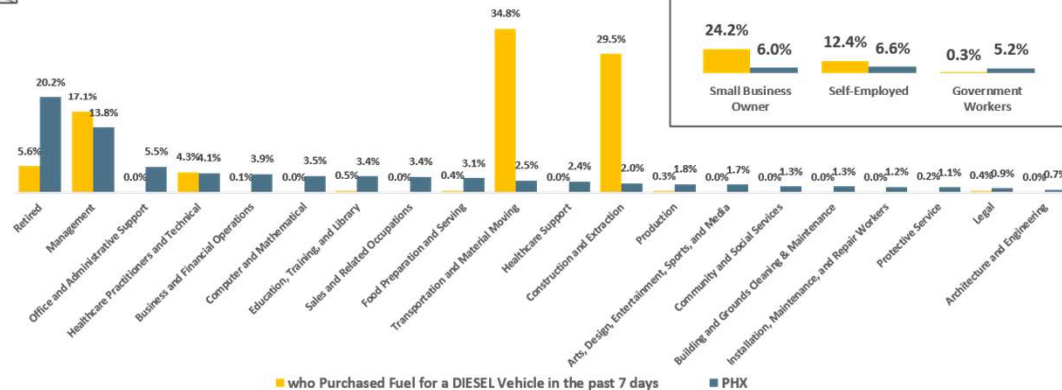
Employment: Adults 18 or older



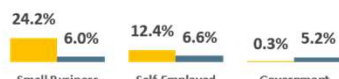
Marital Status: Adults 18 or older



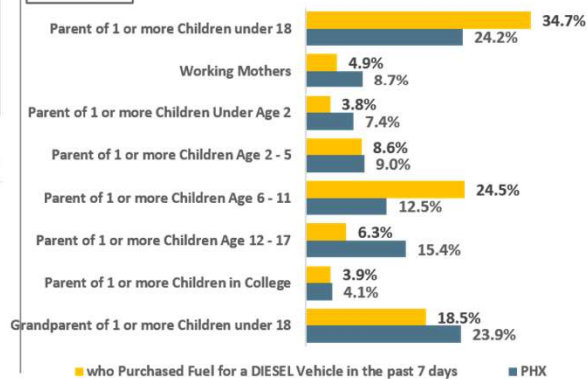
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

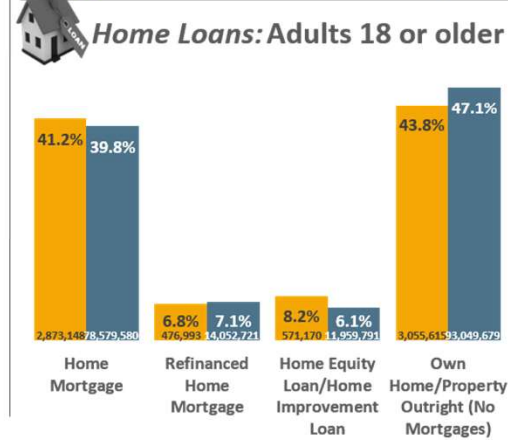
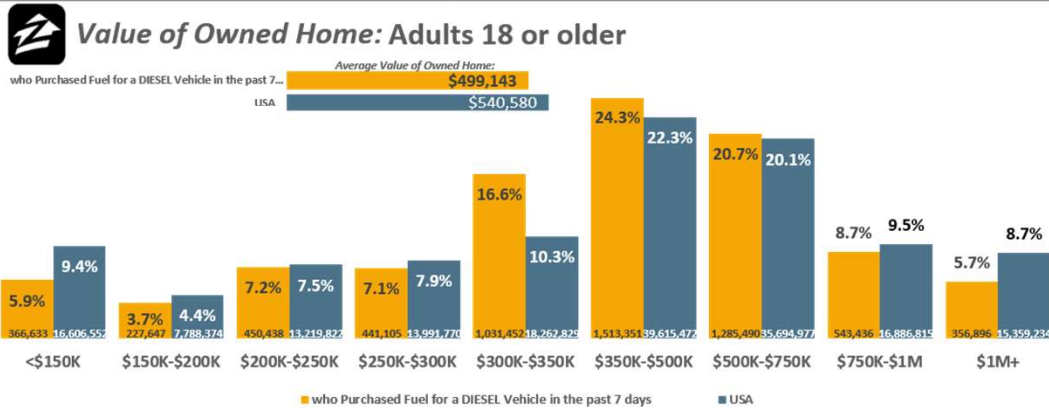
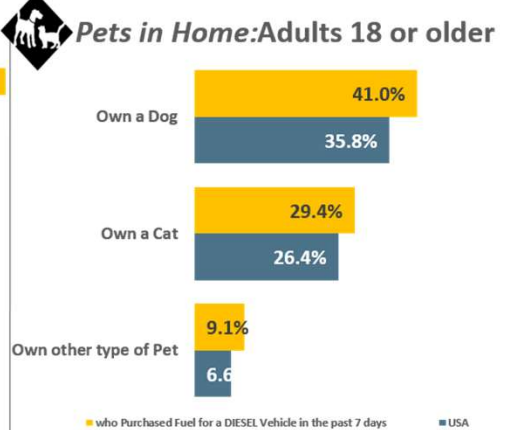
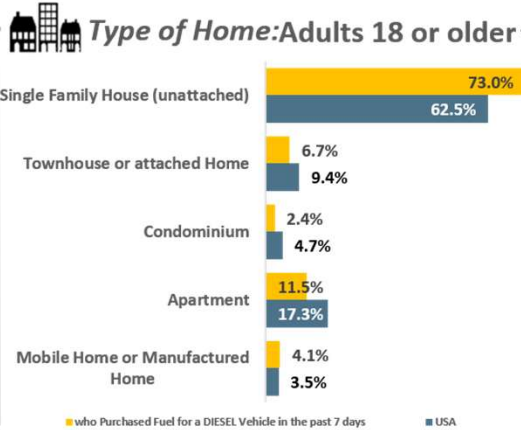
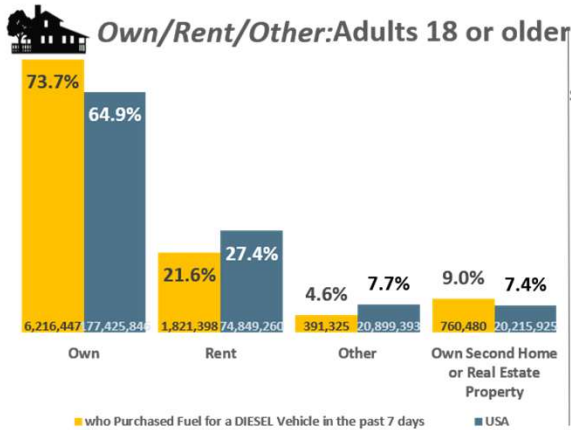


Stage in Life: Adults 18 or older





3.1% or 8,429,169 of USA DMA Adults 18 or older Purchased Fuel for a DIESEL Vehicle in the past 7 days. Adults 18 or older who Purchased Fuel for a DIESEL Vehicle in the past 7 days are 13.5% more likely to own their home, 7.7% more likely to own a lower valued home, 16.8% more likely to have a single-family home, 14.3% more likely to have a dog.



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 555
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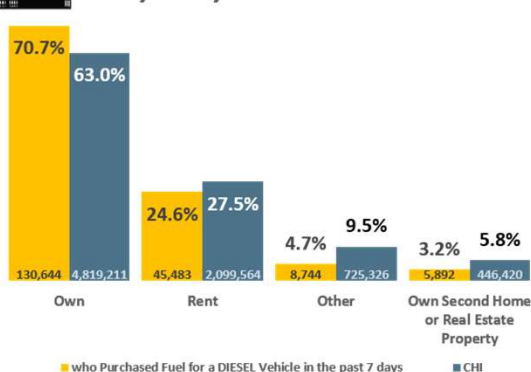
[[[Detailed occupation codes: Transportation and Material Moving OR Detailed occupation codes: Farming, Fishing, and Forestry OR Detailed occupation codes: Construction and Extraction OR Make/model of any vehicle (HHLD): DODGE RAM 2500 OR Make/model of any vehicle (HHLD): DODGE RAM 3500 OR Make/model of any vehicle (HHLD): FORD F250 OR Make/model of any vehicle (HHLD): FORD F350 OR Make/model of any vehicle (HHLD): GMC SIERRA OR Make/model of any vehicle (HHLD): RAM 2500) AND (Total miles traveled in car, van, truck or bus past 7 days: 200 miles or more)]]]



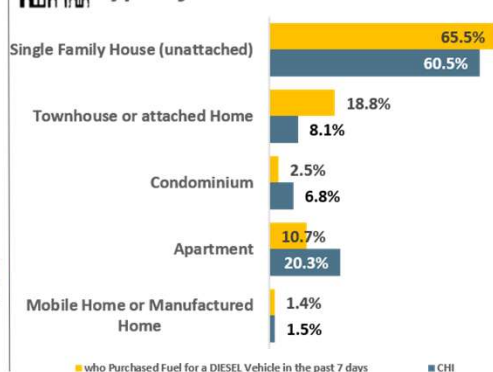
2.4% or 184,871 of CHI DMA Adults 18 or older Purchased Fuel for a DIESEL Vehicle in the past 7 days. Adults 18 or older who Purchased Fuel for a DIESEL Vehicle in the past 7 days are 12.1% more likely to own their home, 18.8% more likely to own a lower valued home, 8.2% more likely to have a single-family home, 16.3% less likely to have a dog.



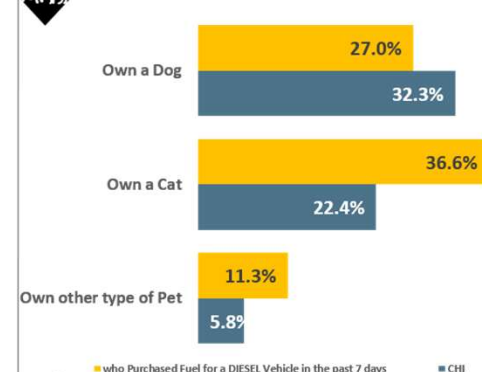
Own/Rent/Other: Adults 18 or older



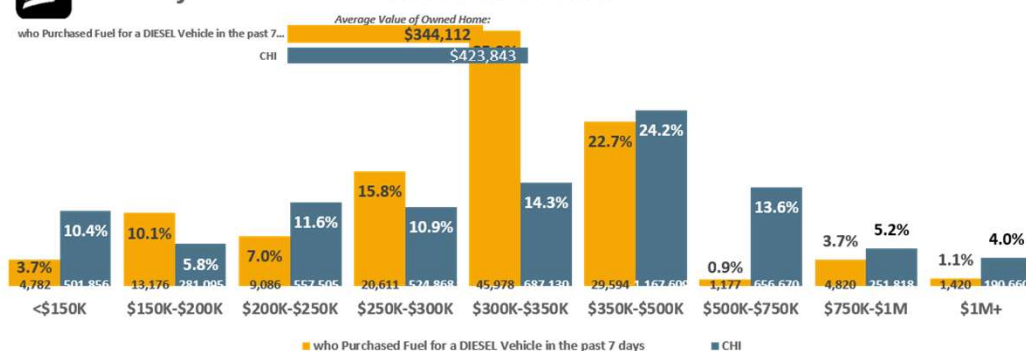
Type of Home: Adults 18 or older



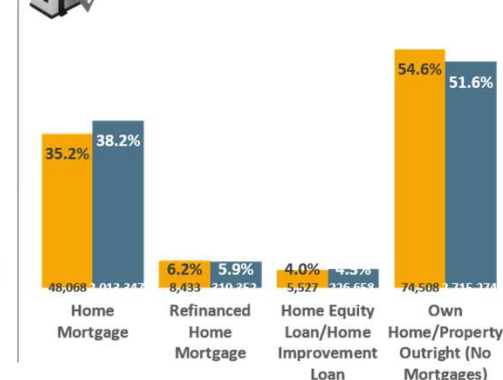
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older

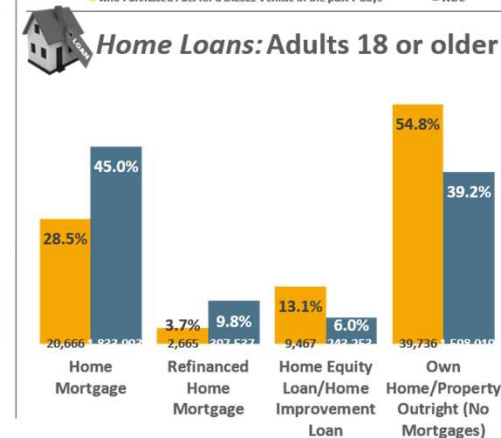
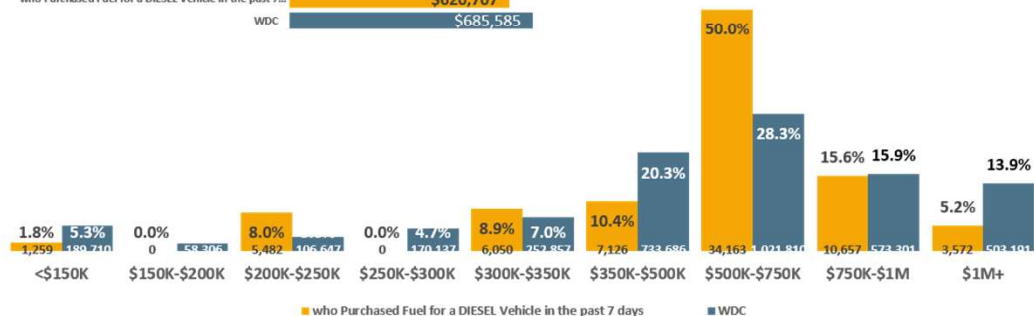
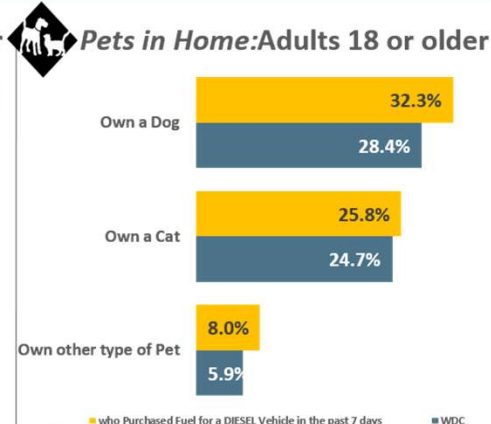
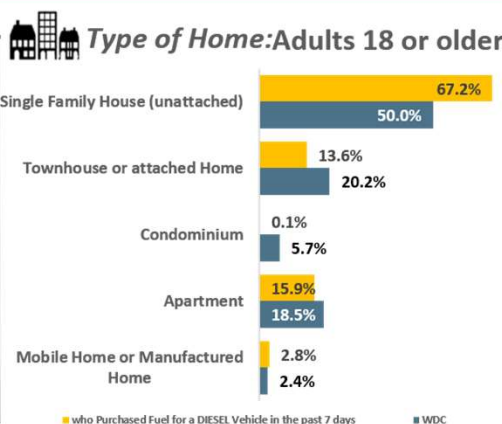
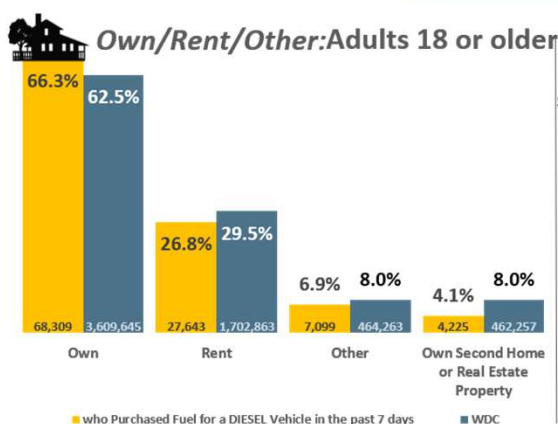


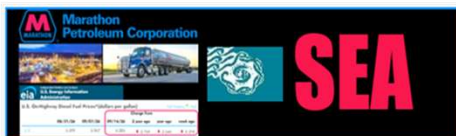
Home Loans: Adults 18 or older





1.8% or 103,051 of WDC DMA Adults 18 or older Purchased Fuel for a DIESEL Vehicle in the past 7 days. Adults 18 or older who Purchased Fuel for a DIESEL Vehicle in the past 7 days are 6.1% more likely to own their home, 9.5% more likely to own a lower valued home, 34.2% more likely to have a single-family home, 14.% more likely to have a dog.

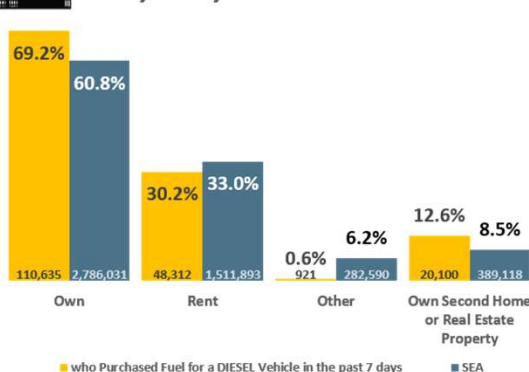




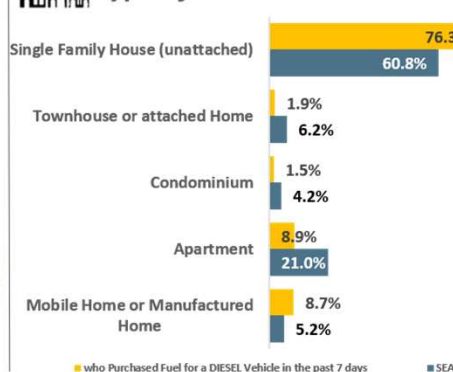
3.5% or 159,868 of SEA DMA Adults 18 or older Purchased Fuel for a DIESEL Vehicle in the past 7 days. Adults 18 or older who Purchased Fuel for a DIESEL Vehicle in the past 7 days are 13.8% more likely to own their home, 14.1% more likely to own a lower valued home, 25.5% more likely to have a single-family home, 11.1% more likely to have a dog.



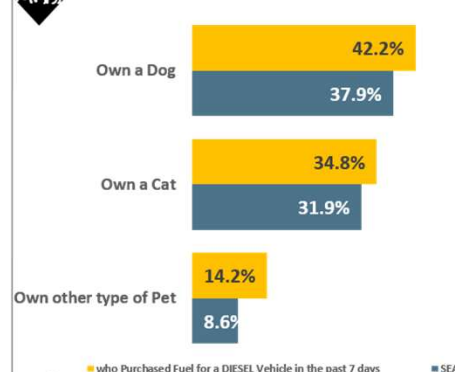
Own/Rent/Other: Adults 18 or older



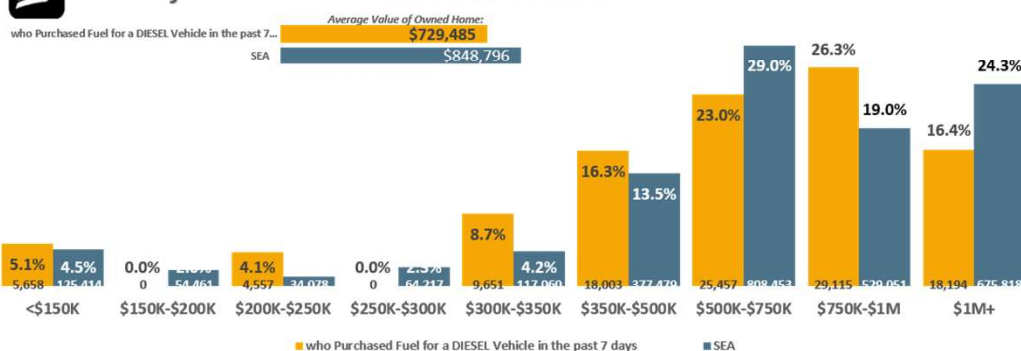
Type of Home: Adults 18 or older



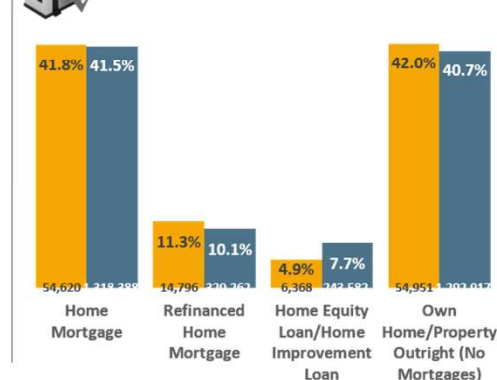
Pets in Home: Adults 18 or older

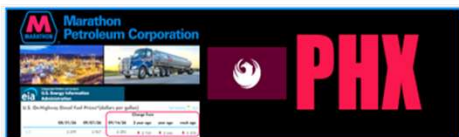


Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

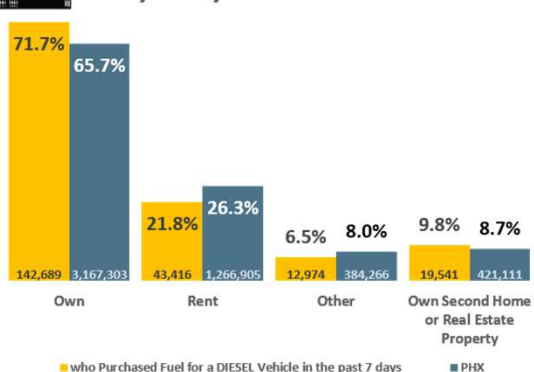




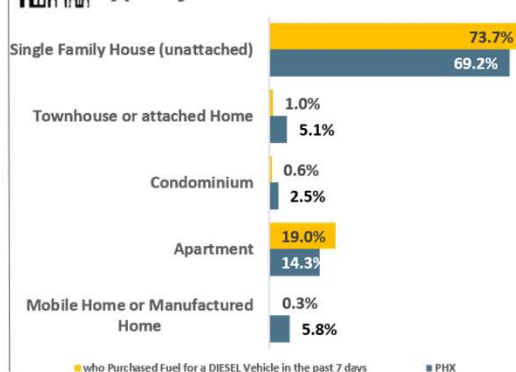
4.1% or 199,079 of PHX DMA Adults 18 or older Purchased Fuel for a DIESEL Vehicle in the past 7 days. Adults 18 or older who Purchased Fuel for a DIESEL Vehicle in the past 7 days are 9.% more likely to own their home, 1.% more likely to own a higher valued home, 6.4% more likely to have a single-family home, 3.8% less likely to have a dog.



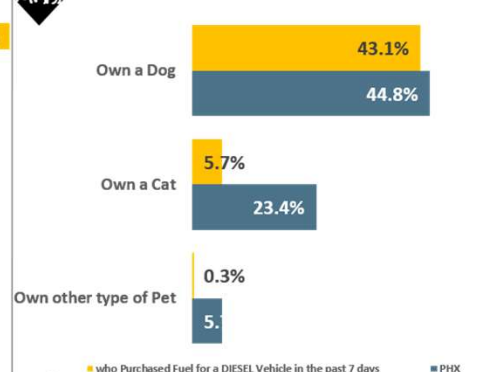
Own/Rent/Other: Adults 18 or older



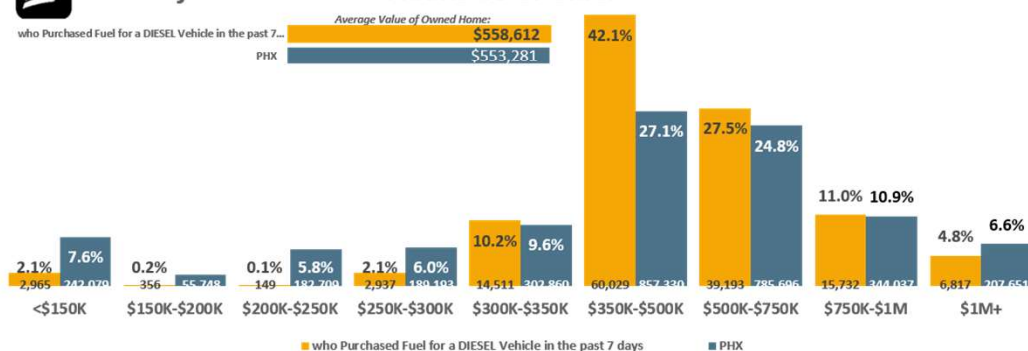
Type of Home: Adults 18 or older



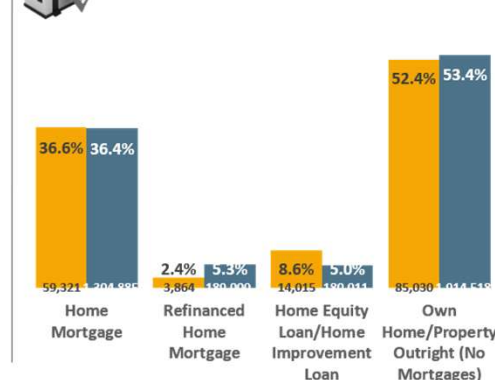
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

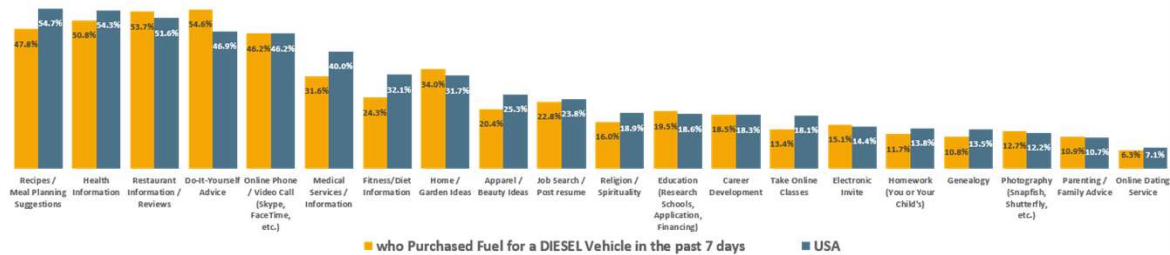




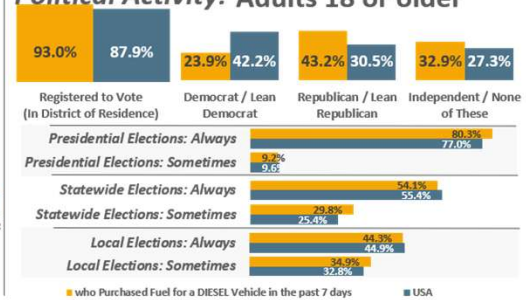
3.1% or 8,429,169 of USA DMA Adults 18 or older Purchased Fuel for a DIESEL Vehicle in the past 7 days. Adults 18 or older who Purchased Fuel for a DIESEL Vehicle in the past 7 days are 16.3% more likely to look up D-I-Y advice online, 1.2% less likely to always vote in local elections, 21.6% less likely to belong to a gym, 2.9% more likely to fly domestic



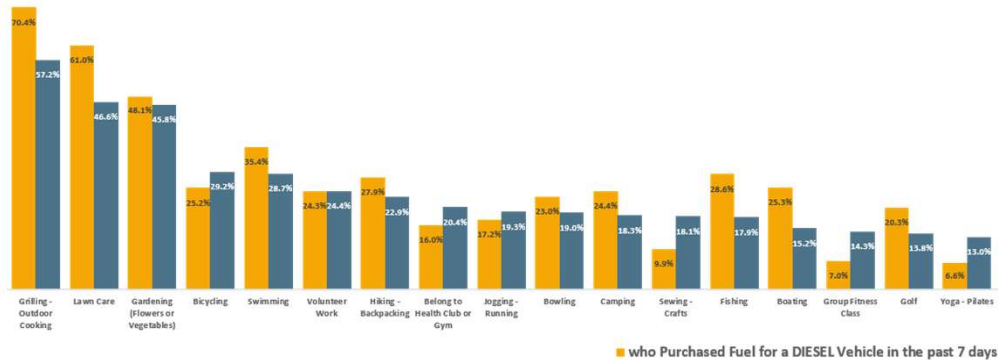
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



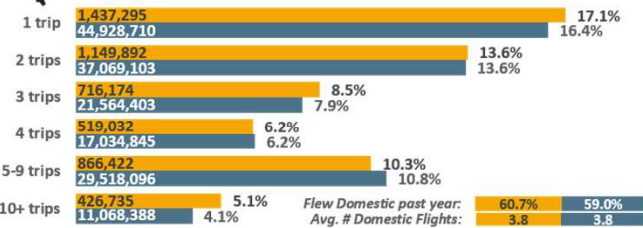
Political Activity: Adults 18 or older



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



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

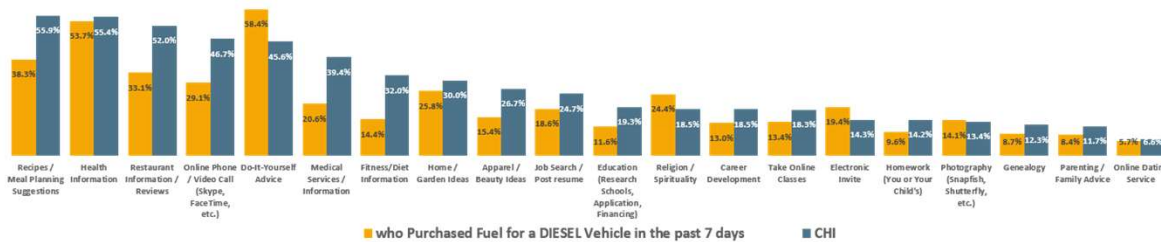




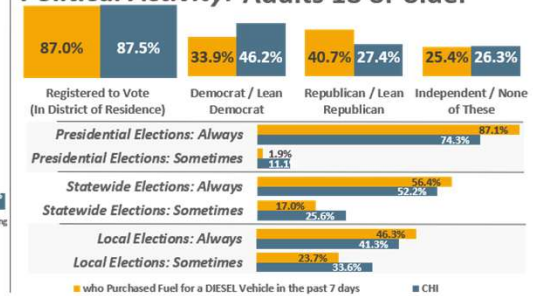
2.4% or 184,871 of CHI DMA Adults 18 or older Purchased Fuel for a DIESEL Vehicle in the past 7 days. Adults 18 or older who Purchased Fuel for a DIESEL Vehicle in the past 7 days are 28.2% more likely to look up D-I-Y advice online, 12.% more likely to always vote in local elections, 20.1% more likely to belong to a gym, .1% more likely to fly domestic p



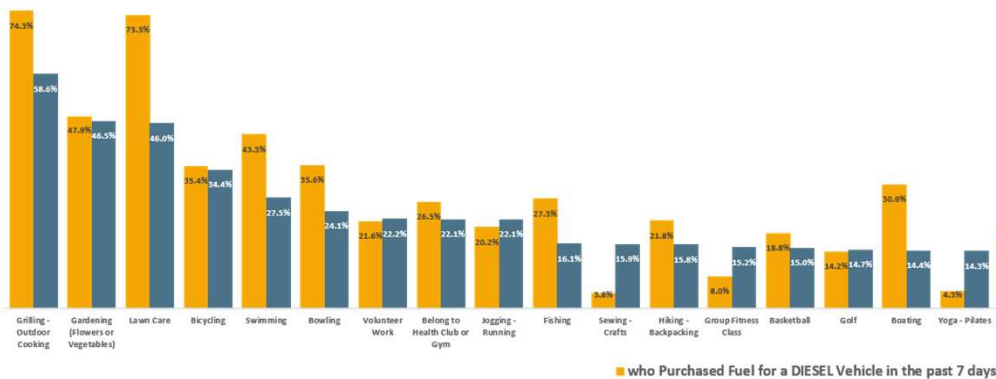
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



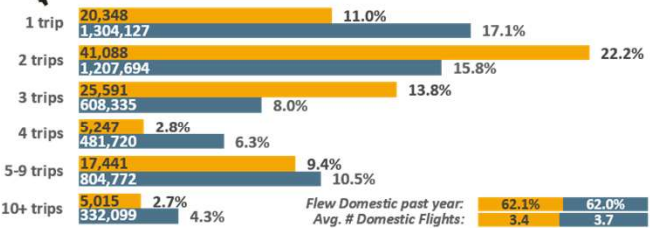
Political Activity: Adults 18 or older



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



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

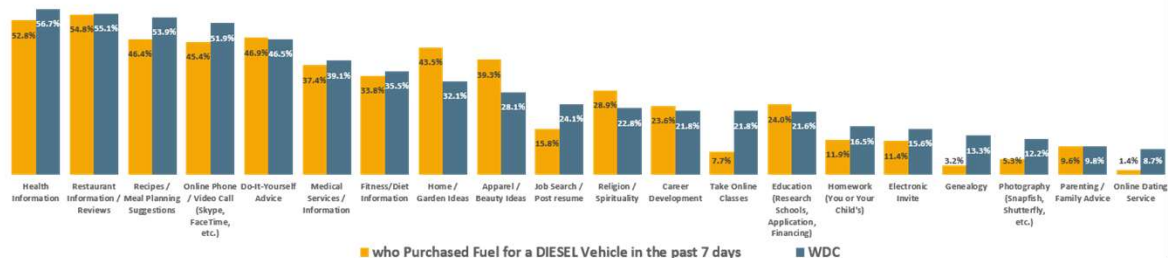




1.8% or 103,051 of WDC DMA Adults 18 or older Purchased Fuel for a DIESEL Vehicle in the past 7 days. Adults 18 or older who Purchased Fuel for a DIESEL Vehicle in the past 7 days are .9% more likely to look up D-I-Y advice online, 36.9% less likely to always vote in local elections, 26.5% less likely to belong to a gym, 14.1% less likely to fly domestic



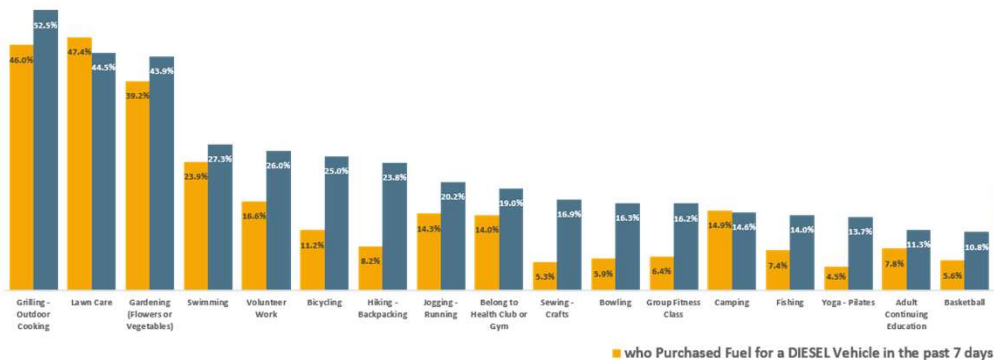
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



who Purchased Fuel for a DIESEL Vehicle in the past 7 days WDC



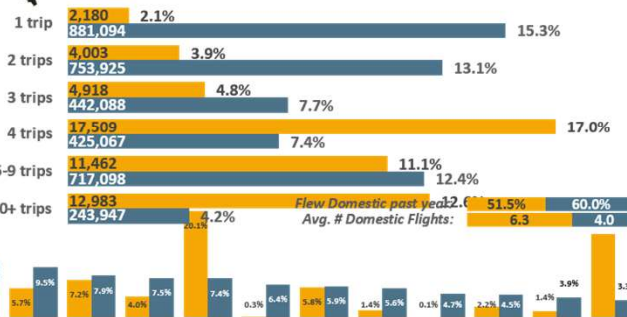
Top-30 past 12-months Active Lifestyle Activities: Adults 18 or older



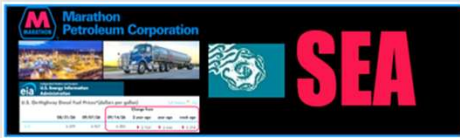
who Purchased Fuel for a DIESEL Vehicle in the past 7 days WDC



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



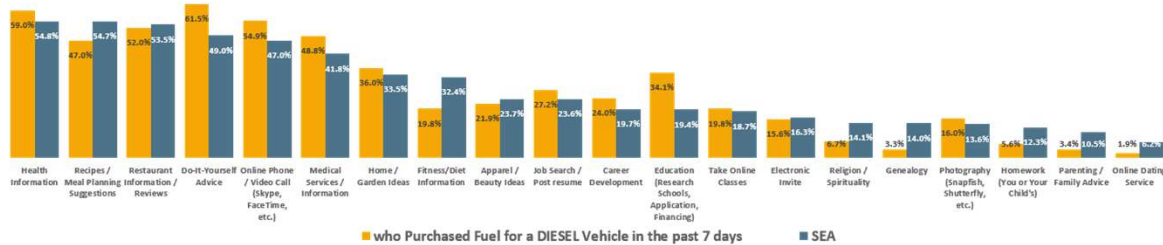
Flew Domestic past year 2.0%
Avg. # Domestic Flights: 6.3



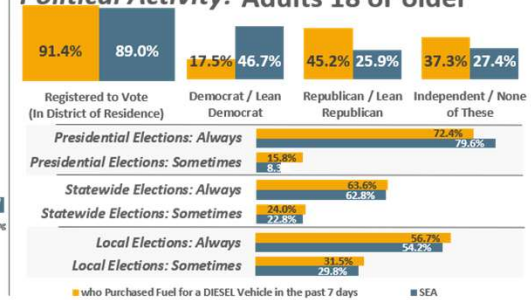
3.5% or 159,868 of SEA DMA Adults 18 or older Purchased Fuel for a DIESEL Vehicle in the past 7 days. Adults 18 or older who Purchased Fuel for a DIESEL Vehicle in the past 7 days are 25.6% more likely to look up D-I-Y advice online, 4.7% more likely to always vote in local elections, 31.4% less likely to belong to a gym, 15.4% more likely to fly domestic



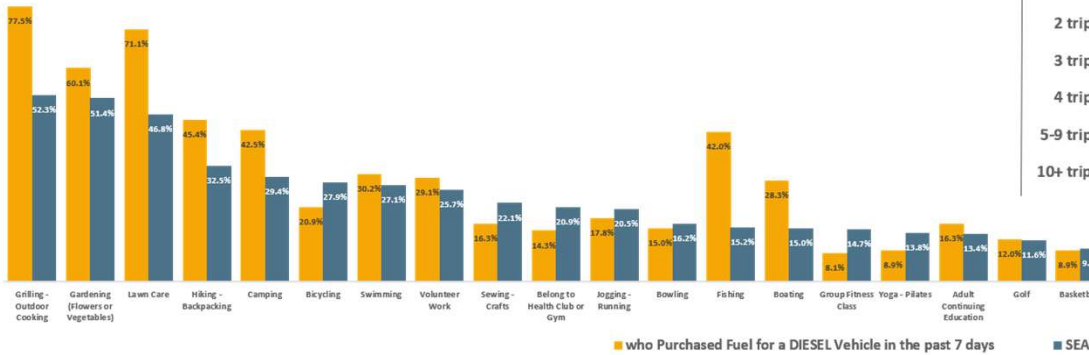
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



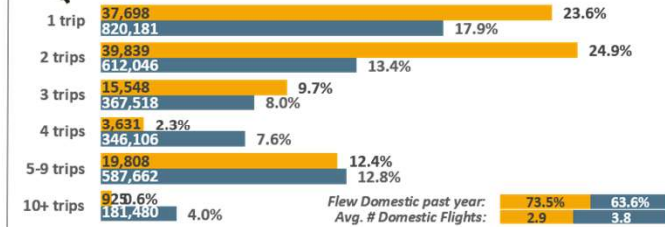
Political Activity: Adults 18 or older



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



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



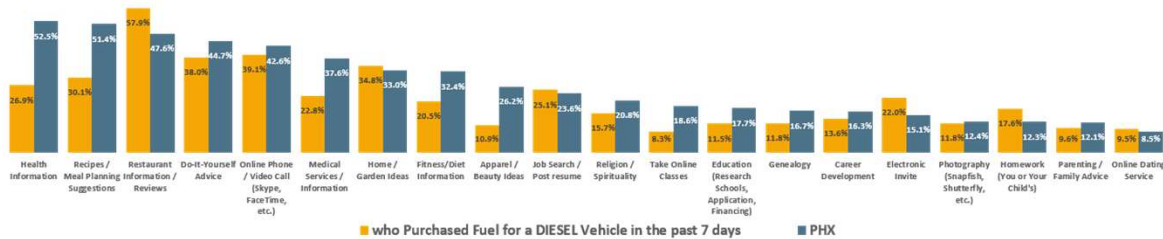
Flew Domestic past year: 73.5% vs 63.6%
Avg. # Domestic Flights: 2.9 vs 3.8



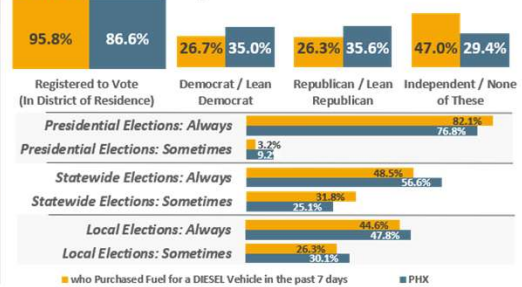
4.1% or 199,079 of PHX DMA Adults 18 or older Purchased Fuel for a DIESEL Vehicle in the past 7 days. Adults 18 or older who Purchased Fuel for a DIESEL Vehicle in the past 7 days are 14.9% less likely to look up D-I-Y advice online, 6.7% less likely to always vote in local elections, 75.9% less likely to belong to a gym, 8.6% more likely to fly domestic



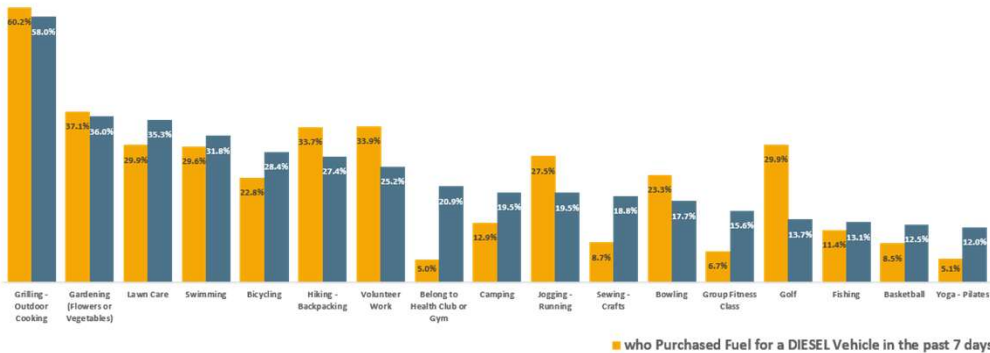
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



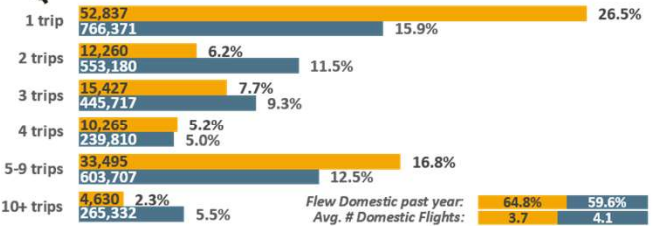
Political Activity: Adults 18 or older



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



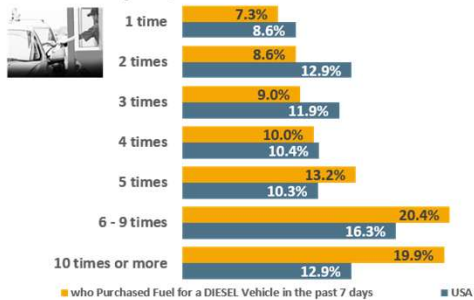
Past 12-months Domestic Airline Trips: Adults 18 or older



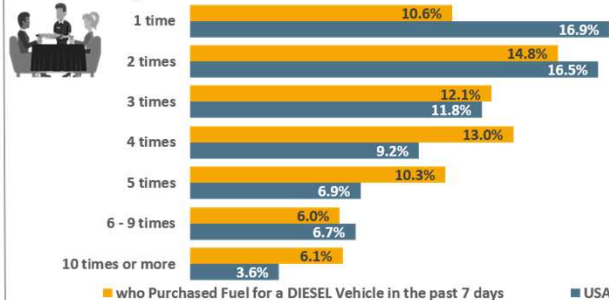


3.1% or 8,429,169 of USA DMA Adults 18 or older Purchased Fuel for a DIESEL Vehicle in the past 7 days. Adults 18 or older who Purchased Fuel for a DIESEL Vehicle in the past 7 days are 6.1% more likely to use QSRs past mo., 2.2% more likely to use Sit-Down Restaurants past mo., 22.2% more likely to use Casinos past yr., 19.5% less likely to smoke cigarette

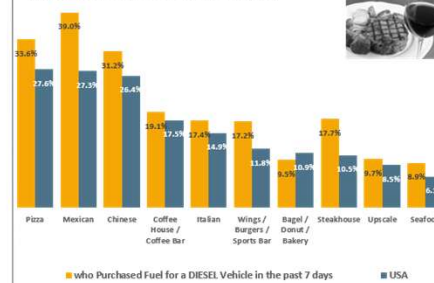
Past 30-days QSR Users: Adults 18 or older



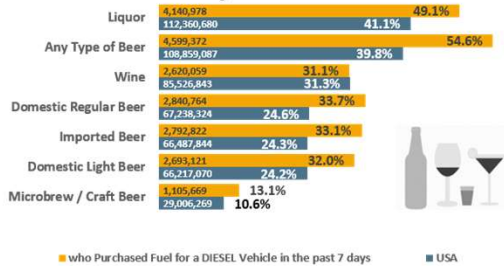
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



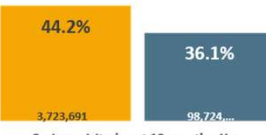
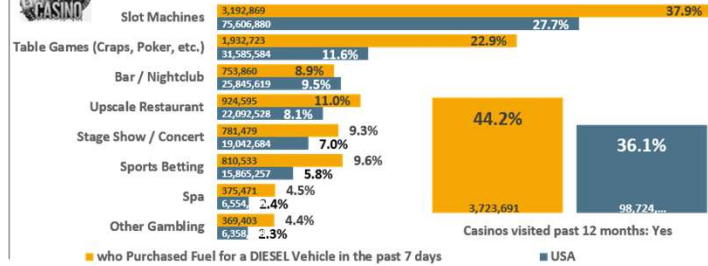
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



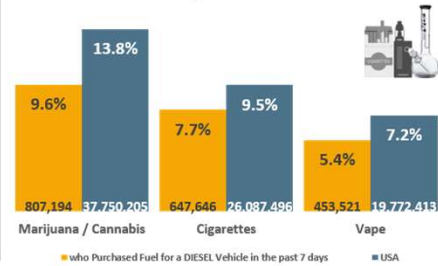
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



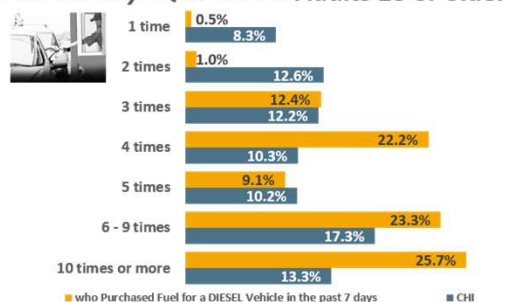
Used Past 30-days: Adults 18 or older



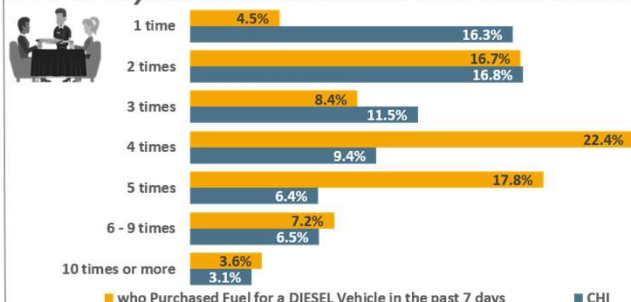


2.4% or 184,871 of CHI DMA Adults 18 or older Purchased Fuel for a DIESEL Vehicle in the past 7 days. Adults 18 or older who Purchased Fuel for a DIESEL Vehicle in the past 7 days are 11.9% more likely to use QSRs past mo., 15.4% more likely to use Sit-Down Restaurants past mo., 38.% more likely to use Casinos past yr., 41.5% less likely to smoke cigarett

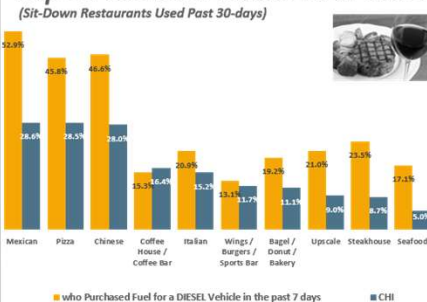
Past 30-days QSR Users: Adults 18 or older



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



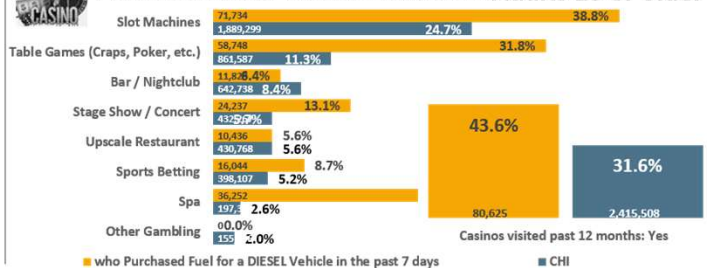
Top-10 Cuisines: Adults 18 or older



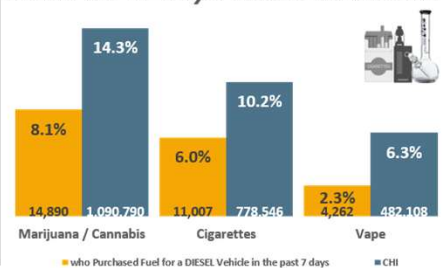
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



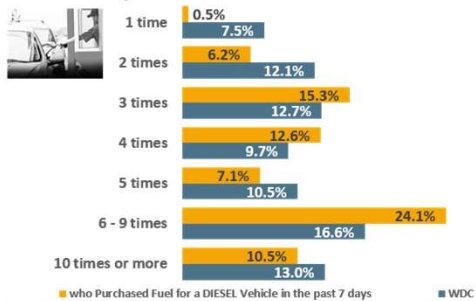
Used Past 30-days: Adults 18 or older



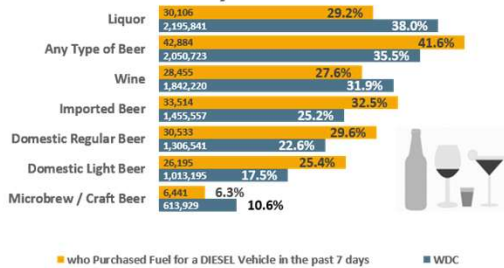


1.8% or 103,051 of WDC DMA Adults 18 or older Purchased Fuel for a DIESEL Vehicle in the past 7 days. Adults 18 or older who Purchased Fuel for a DIESEL Vehicle in the past 7 days are 7.1% less likely to use QSRs past mo., 35.9% less likely to use Sit-Down Restaurants past mo., 22.3% less likely to use Casinos past yr., 88.9% less likely to smoke cigarett

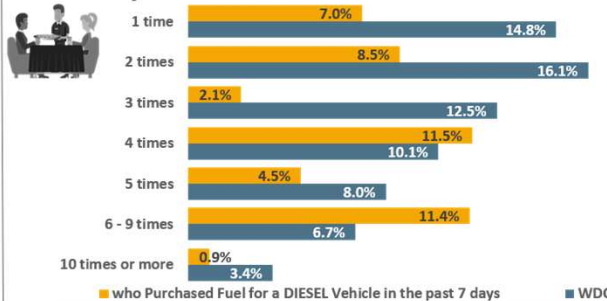
Past 30-days QSR Users: Adults 18 or older



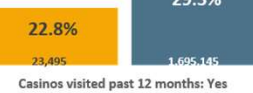
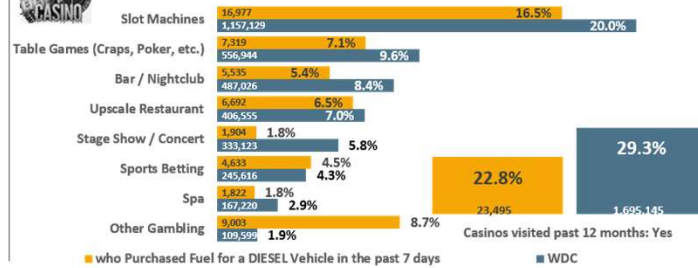
Drank Past 30-days: Adults 18 or older



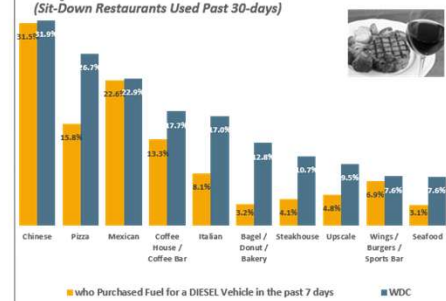
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



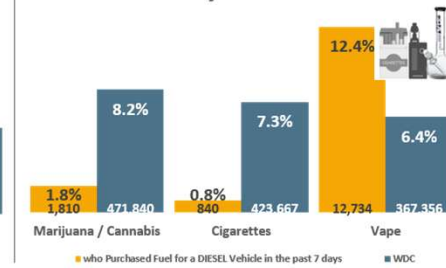
Past 12 months Casino Activities: Adults 18 or older



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



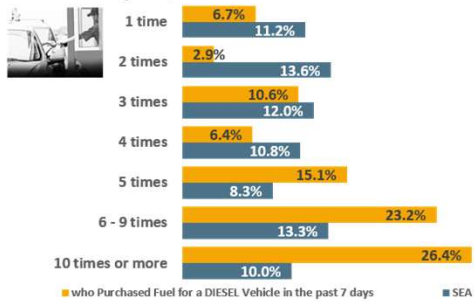
Used Past 30-days: Adults 18 or older



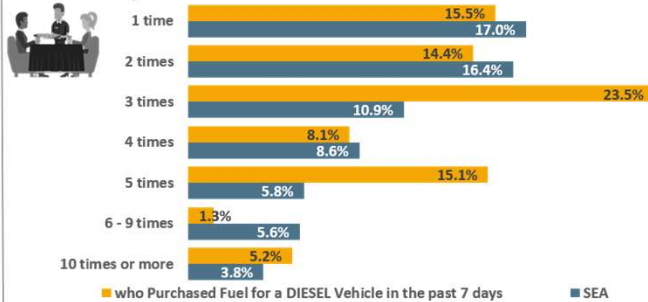


3.5% or 159,868 of SEA DMA Adults 18 or older Purchased Fuel for a DIESEL Vehicle in the past 7 days. Adults 18 or older who Purchased Fuel for a DIESEL Vehicle in the past 7 days are 15.4% more likely to use QSRs past mo., 22.% more likely to use Sit-Down Restaurants past mo., 47.9% more likely to use Casinos past yr., 50.2% more likely to smoke cigarett

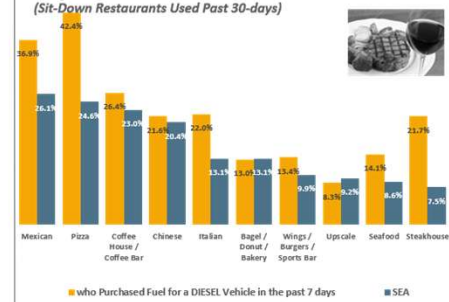
Past 30-days QSR Users: Adults 18 or older



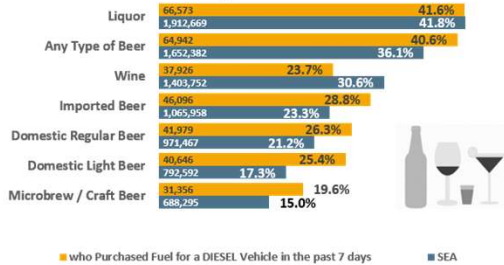
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



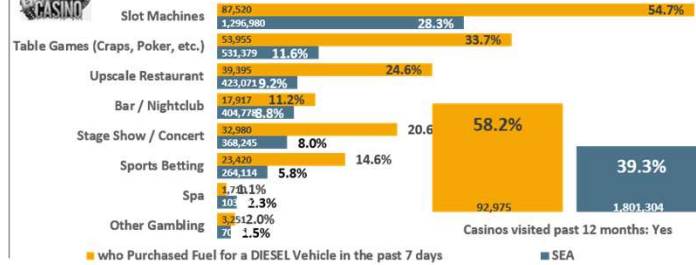
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



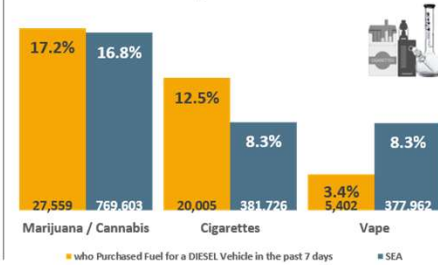
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



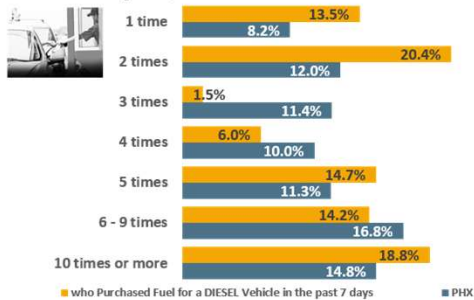
Used Past 30-days: Adults 18 or older





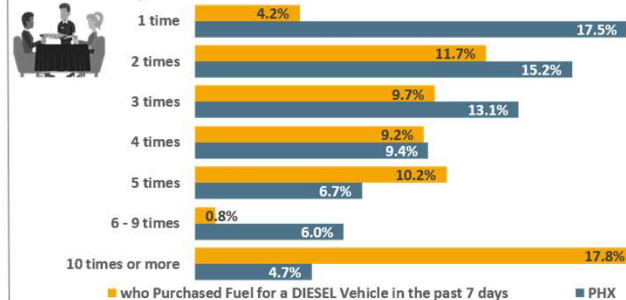
4.1% or 199,079 of PHX DMA Adults 18 or older Purchased Fuel for a DIESEL Vehicle in the past 7 days. Adults 18 or older who Purchased Fuel for a DIESEL Vehicle in the past 7 days are 5.5% more likely to use QSRs past mo., 12.3% less likely to use Sit-Down Restaurants past mo., 7.1% more likely to use Casinos past yr., 82.3% less likely to smoke cigarette

Past 30-days QSR Users: Adults 18 or older



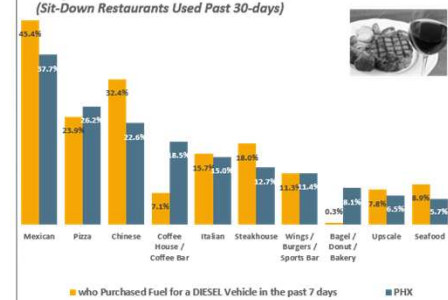
Total Monthly QSR Users: 89.2%
Avg. Monthly QSR Meals: 6.1

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



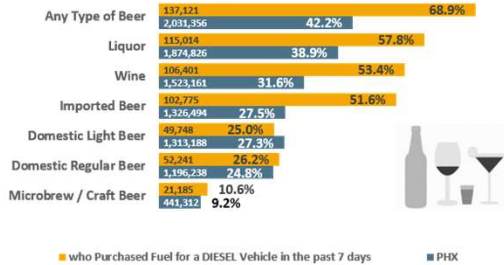
Total Monthly Sit-Down Restaurant Users: 63.7%
Avg. Monthly Sit-Down Restaurant Meals: 6.6

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

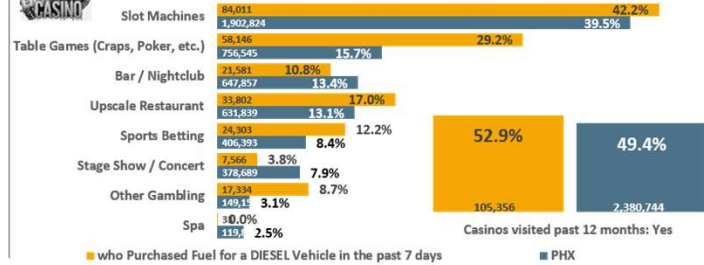


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who Purchased Fuel for a DIESEL Vehicle in the past 7 days: 14.4%
PHX: 17.4%

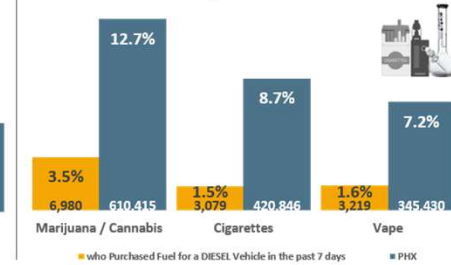
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



Used Past 30-days: Adults 18 or older

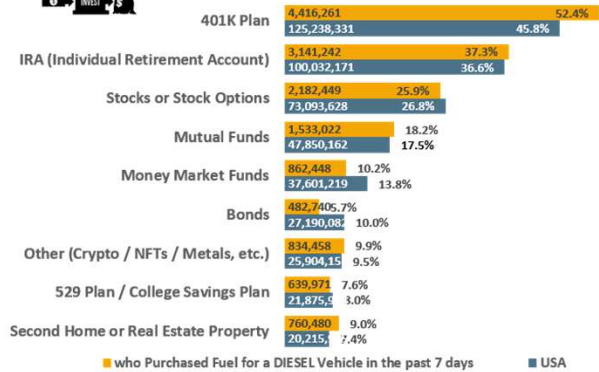




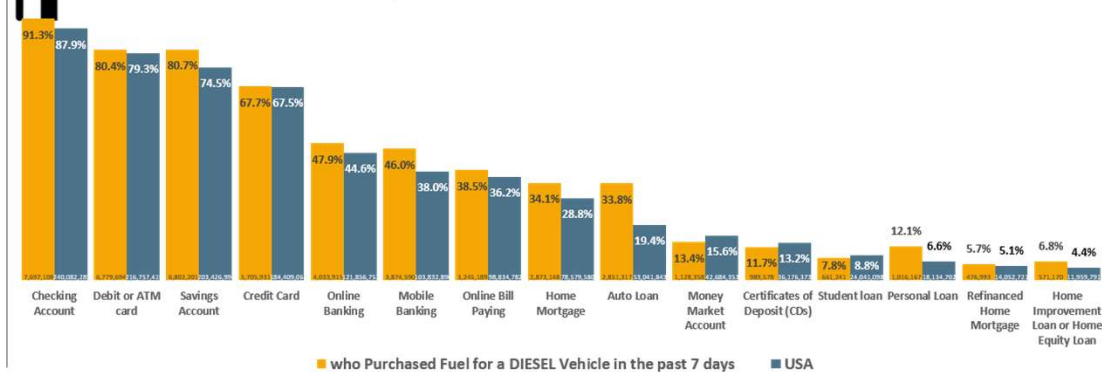
3.1% or 8,429,169 of USA DMA Adults 18 or older Purchased Fuel for a DIESEL Vehicle in the past 7 days. Adults 18 or older who Purchased Fuel for a DIESEL Vehicle in the past 7 days are 14.3% more likely to have a 401K, 74.2% more likely to have an Auto Loan, 19.9% more likely to Invest/Trade Stocks Online, 8.7% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



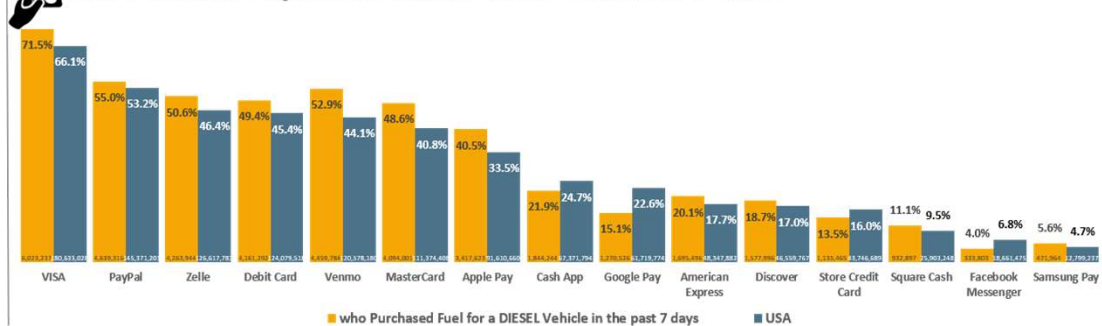
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

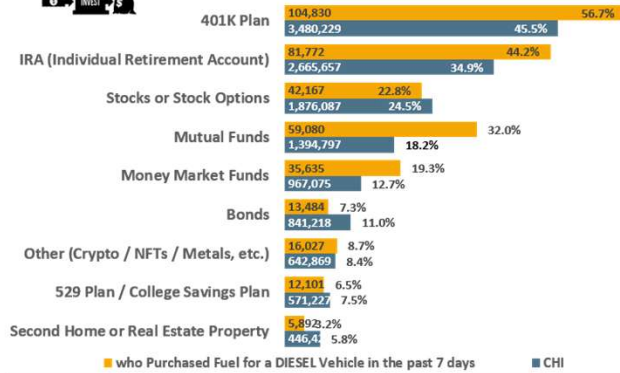




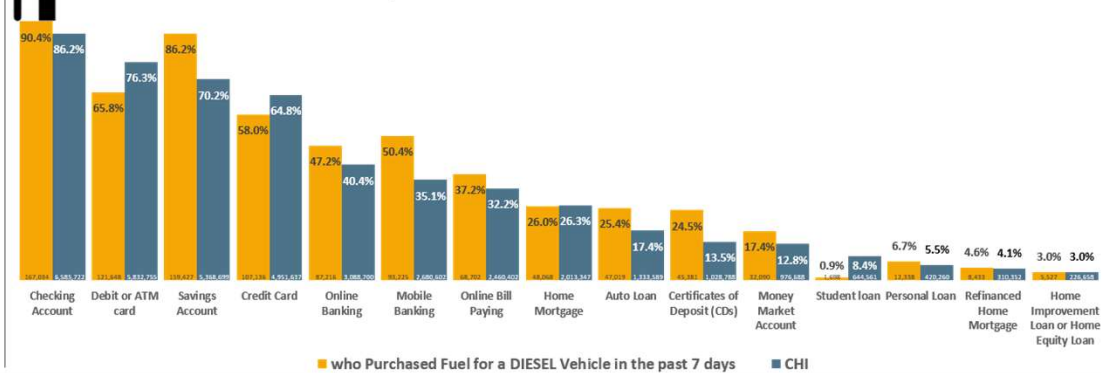
2.4% or 184,871 of CHI DMA Adults 18 or older Purchased Fuel for a DIESEL Vehicle in the past 7 days. Adults 18 or older who Purchased Fuel for a DIESEL Vehicle in the past 7 days are 24.5% more likely to have a 401K, 45.8% more likely to have an Auto Loan, 89.8% more likely to Invest/Trade Stocks Online, 6.7% less likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



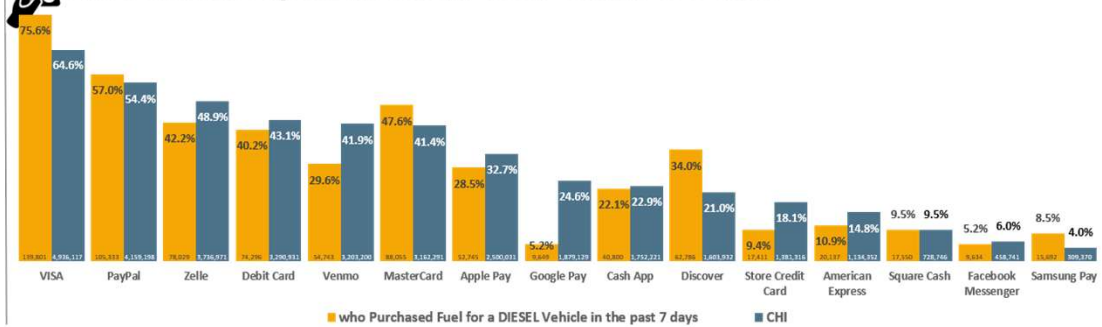
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

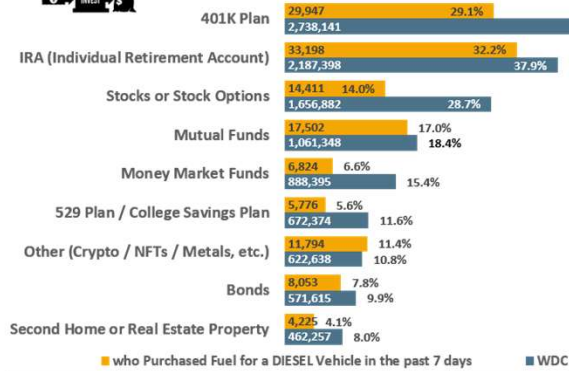




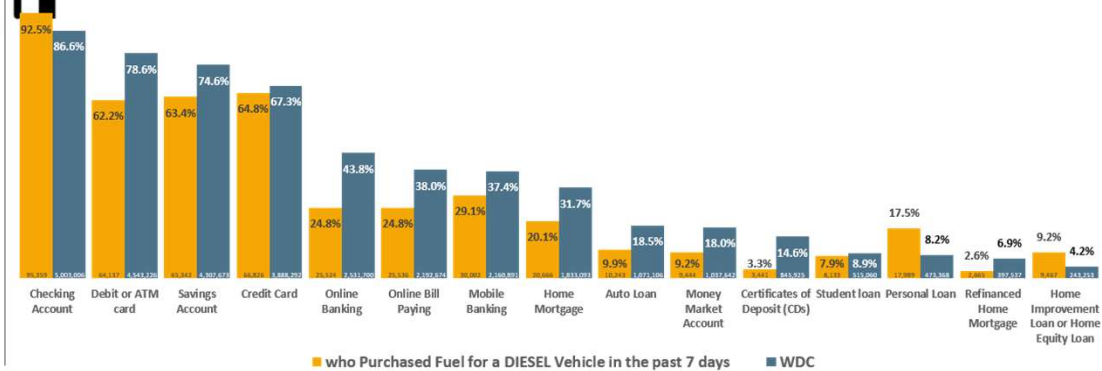
1.8% or 103,051 of WDC DMA Adults 18 or older Purchased Fuel for a DIESEL Vehicle in the past 7 days. Adults 18 or older who Purchased Fuel for a DIESEL Vehicle in the past 7 days are 38.7% less likely to have a 401K, 46.4% less likely to have an Auto Loan, 34.9% less likely to Invest/Trade Stocks Online, 25.% more likely to pay with their Debit Card.



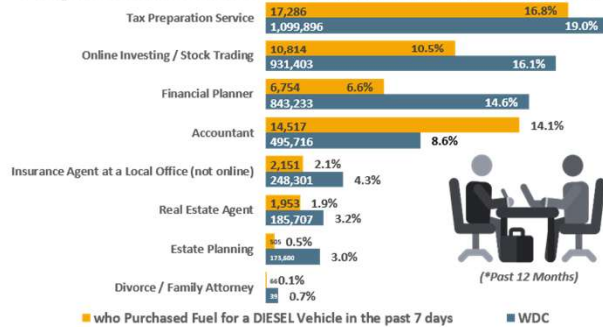
Investments Owned: Adults 18 or older



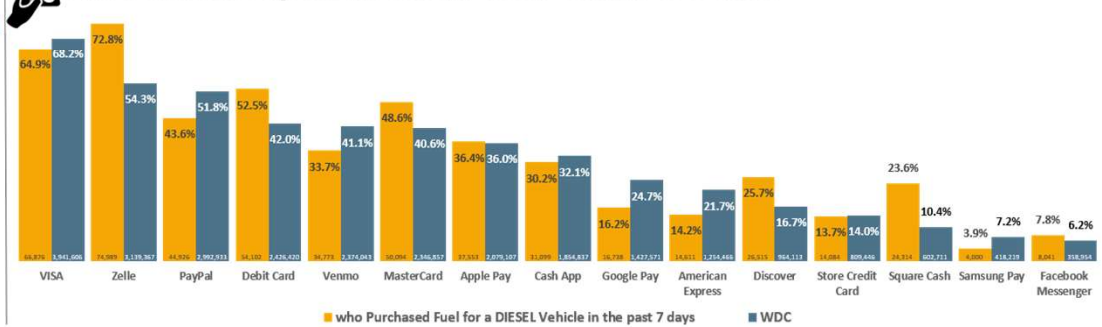
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

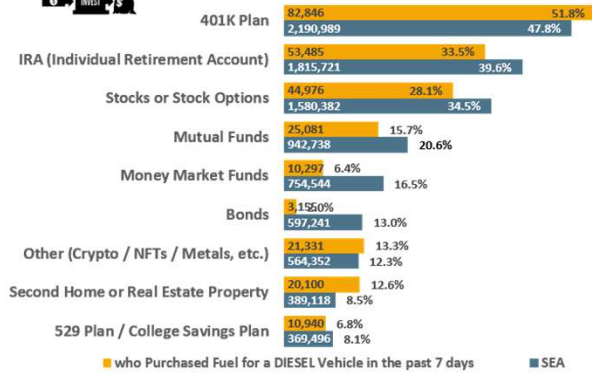




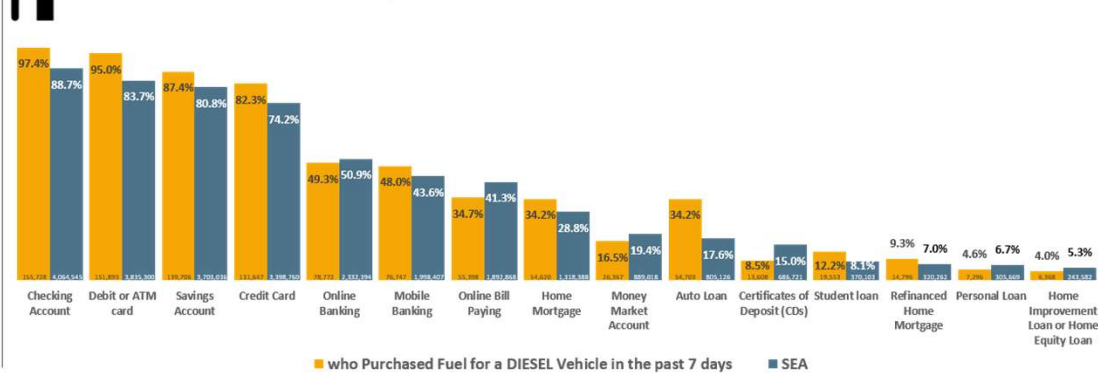
3.5% or 159,868 of SEA DMA Adults 18 or older Purchased Fuel for a DIESEL Vehicle in the past 7 days.
Adults 18 or older who Purchased Fuel for a DIESEL Vehicle in the past 7 days are 8.3% more likely to have a 401K, 94.7% more likely to have an Auto Loan, 1.3% more likely to Invest/Trade Stocks Online, 15.3% more likely to pay with their Debit Card.



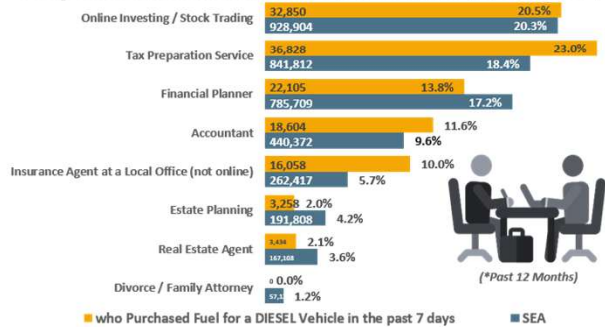
Investments Owned: Adults 18 or older



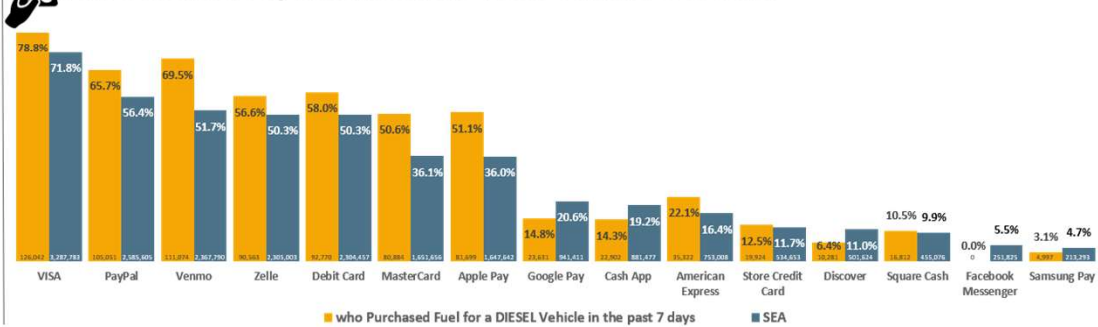
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

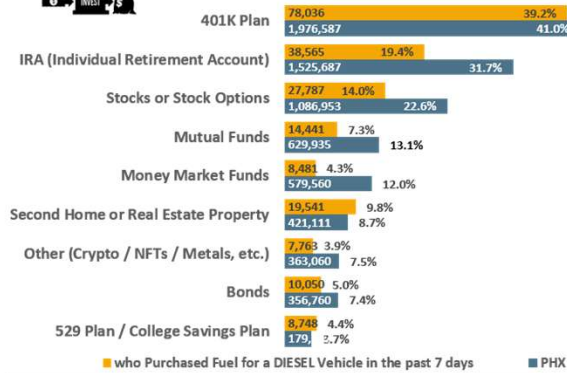




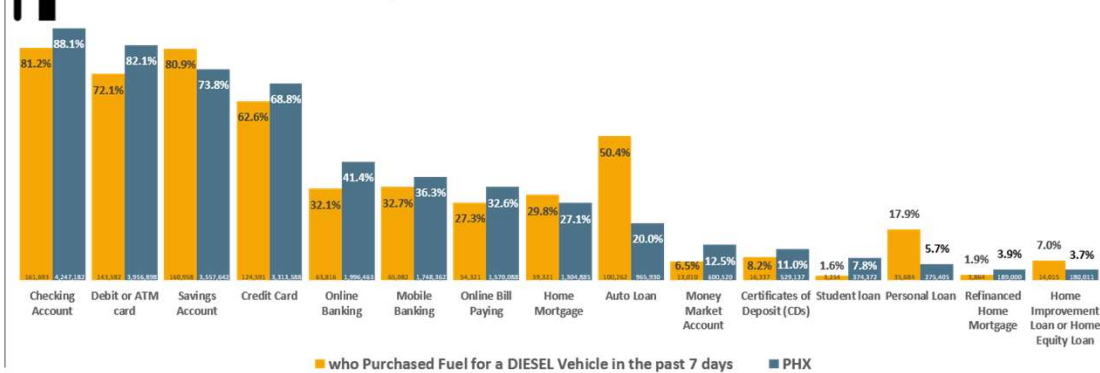
4.1% or 199,079 of PHX DMA Adults 18 or older Purchased Fuel for a DIESEL Vehicle in the past 7 days. Adults 18 or older who Purchased Fuel for a DIESEL Vehicle in the past 7 days are 4.4% less likely to have a 401K, 151.2% more likely to have an Auto Loan, 31.7% less likely to Invest/Trade Stocks Online, 3.9% less likely to pay with their Debit Card.



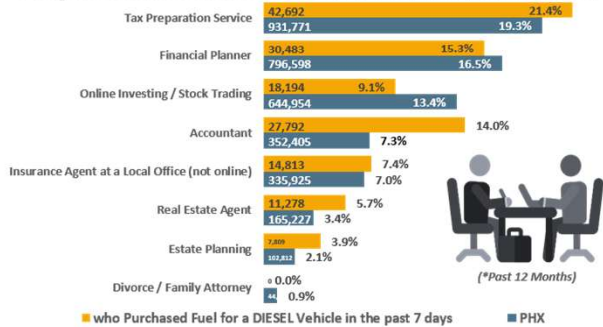
Investments Owned: Adults 18 or older



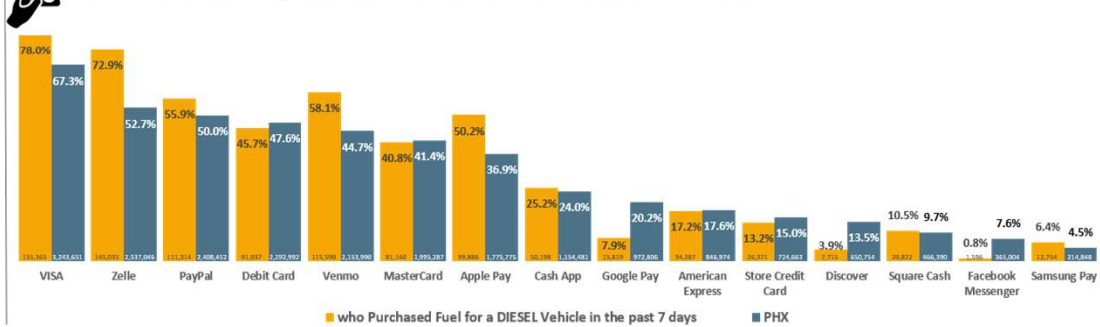
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



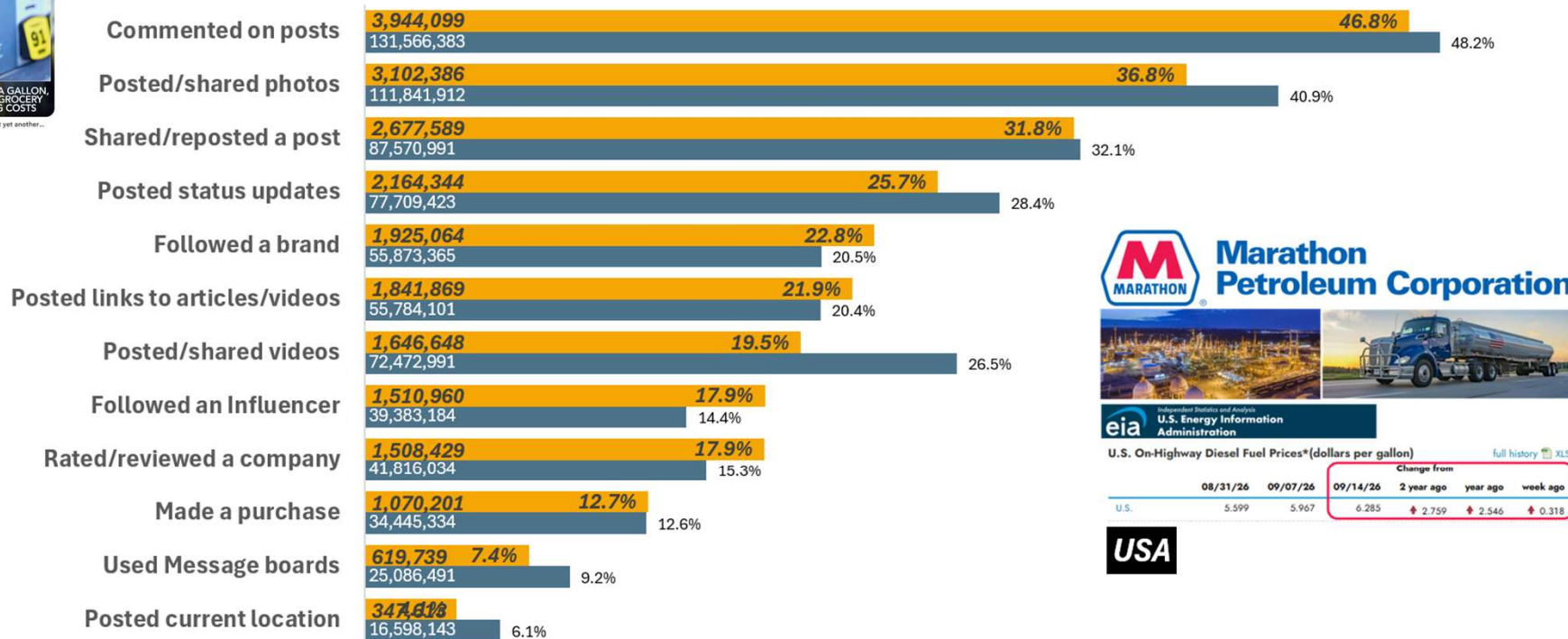
Past 3-Months Payment Methods Used: Adults 18 or older





"Social Media Activities past 30 days"

P18+ who Purchased Fuel for a DIESEL Vehicle in the past 7 days (Social Media Activities past 30 days)



■ P18+ who Purchased Fuel for a DIESEL Vehicle in the past 7 days (Social Media Activities past 30 days)

■ P18+ USA (Social Media Activities past 30 days)

USA DMA Scarborough R1 2026: Jan25-Mar26 Qual Intab: 555
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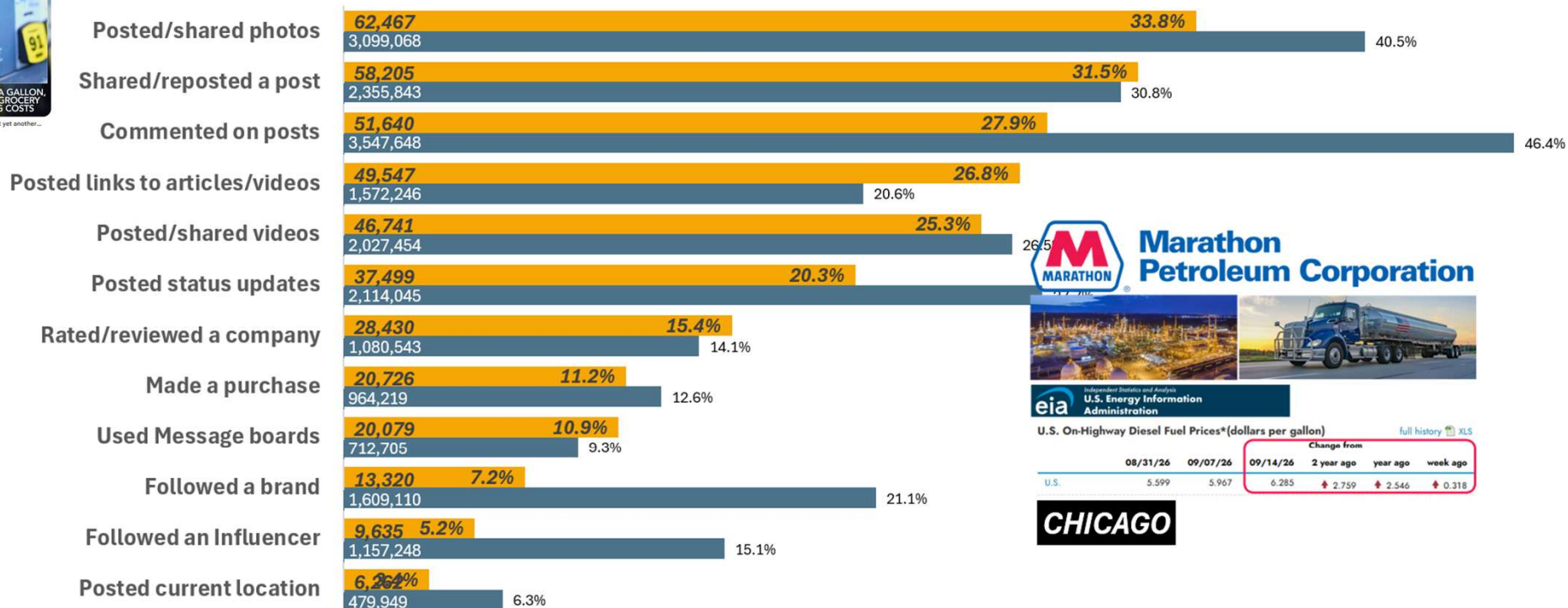
[[[Detailed occupation codes: Transportation and Material Moving OR Detailed occupation codes: Farming, Fishing, and Forestry OR Detailed occupation codes: Construction and Extraction OR Make/model of any vehicle (HHLD): DODGE RAM 2500 OR Make/model of any vehicle (HHLD): DODGE RAM 3500 OR Make/model of any vehicle (HHLD): FORD F250 OR Make/model of any vehicle (HHLD): FORD F350 OR Make/model of any vehicle (HHLD): GMC SIERRA OR Make/model of any vehicle (HHLD): RAM 2500) AND (Total miles traveled in car, van, truck or bus past 7 days: 200 miles or more)]]]



Diesel prices in the U.S. hit yet another...
Facebook

"Social Media Activities past 30 days"

P18+ who Purchased Fuel for a DIESEL Vehicle in the past 7 days (Social Media Activities past 30 days)



U.S. On-Highway Diesel Fuel Prices*(dollars per gallon)					
U.S.	08/31/26	09/07/26	Change from		
			09/14/26	2 year ago	year ago
U.S.	5.599	5.967	6.285	2.759	2.546



■ P18+ who Purchased Fuel for a DIESEL Vehicle in the past 7 days (Social Media Activities past 30 days) ■ P18+ CHICAGO (Social Media Activities past 30 days)

CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 69
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[[[Detailed occupation codes: Transportation and Material Moving OR Detailed occupation codes: Farming, Fishing, and Forestry OR Detailed occupation codes: Construction and Extraction OR Make/model of any vehicle (HHLD): DODGE RAM 2500 OR Make/model of any vehicle (HHLD): DODGE RAM 3500 OR Make/model of any vehicle (HHLD): FORD F250 OR Make/model of any vehicle (HHLD): FORD F350 OR Make/model of any vehicle (HHLD): GMC SIERRA OR Make/model of any vehicle (HHLD): RAM 2500) AND (Total miles traveled in car, van, truck or bus past 7 days: 200 miles or more)]]]

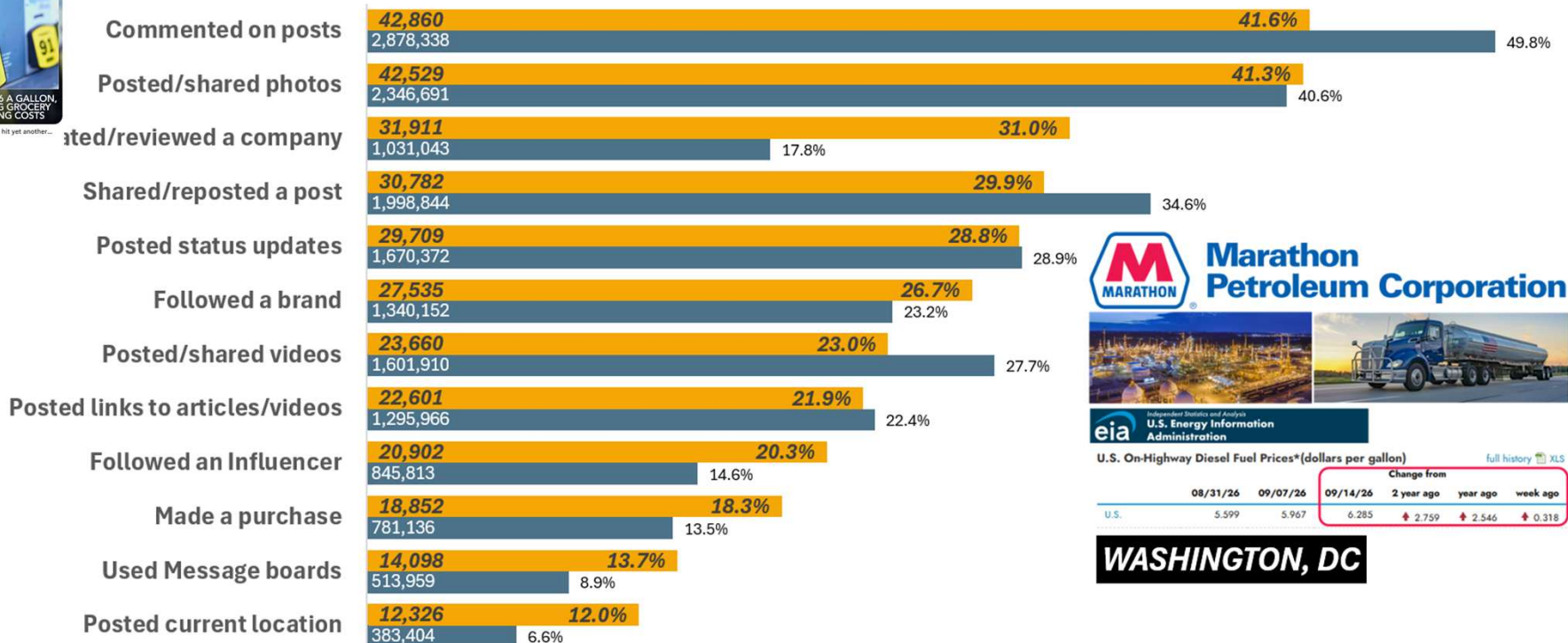


"Social Media Activities past 30 days"

P18+ who Purchased Fuel for a DIESEL Vehicle in the past 7 days (Social Media Activities past 30 days)



Diesel prices in the U.S. hit yet another...
Facebook



WASHINGTON, DC

■ P18+ who Purchased Fuel for a DIESEL Vehicle in the past 7 days (Social Media Activities past 30 days)

■ P18+ WASHINGTON, DC (Social Media Activities past 30 days)

WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab: 104
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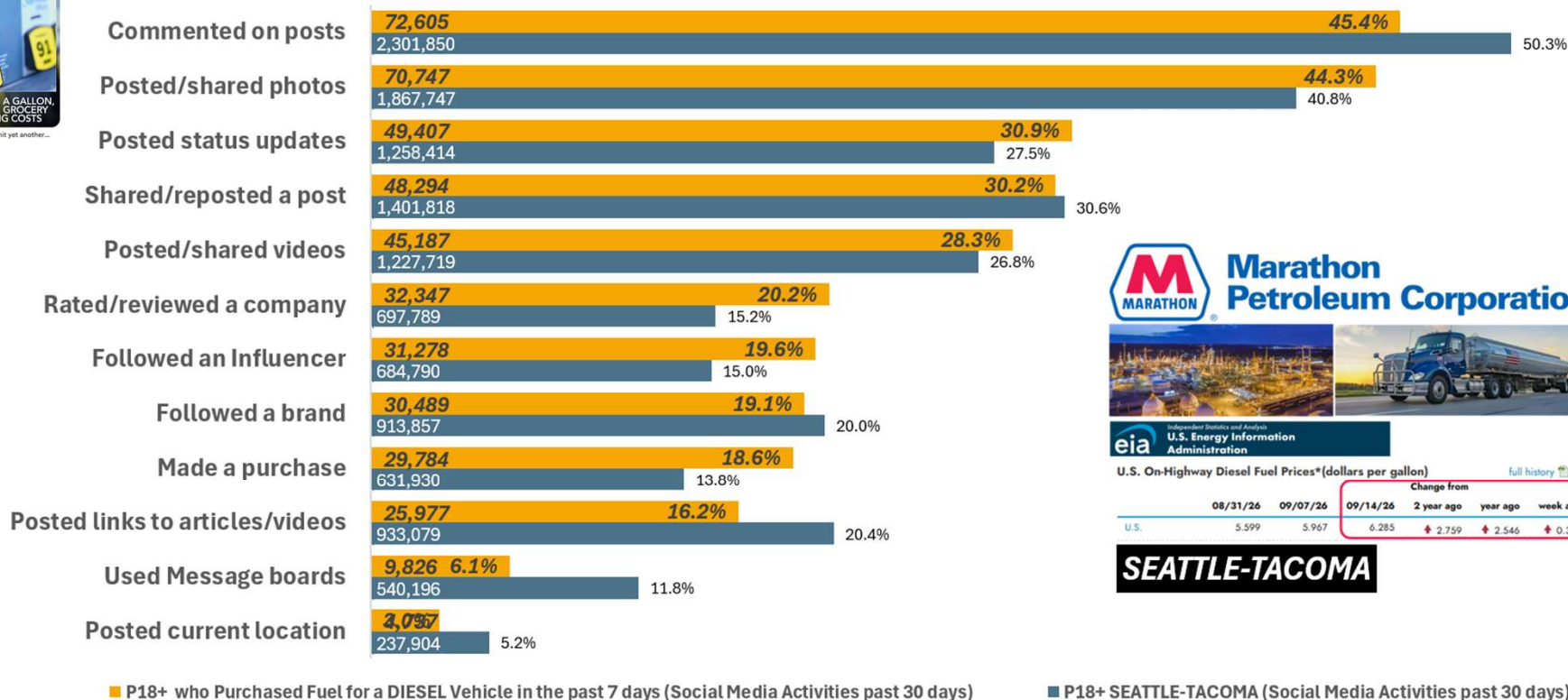
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[[[Detailed occupation codes: Transportation and Material Moving OR Detailed occupation codes: Farming, Fishing, and Forestry OR Detailed occupation codes: Construction and Extraction OR Make/model of any vehicle (HHLD): DODGE RAM 2500 OR Make/model of any vehicle (HHLD): DODGE RAM 3500 OR Make/model of any vehicle (HHLD): FORD F250 OR Make/model of any vehicle (HHLD): FORD F350 OR Make/model of any vehicle (HHLD): GMC SIERRA OR Make/model of any vehicle (HHLD): RAM 2500) AND (Total miles traveled in car, van, truck or bus past 7 days: 200 miles or more)]]]



"Social Media Activities past 30 days"

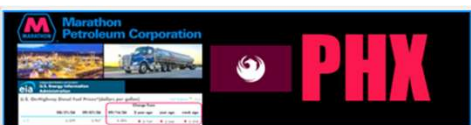
P18+ who Purchased Fuel for a DIESEL Vehicle in the past 7 days (Social Media Activities past 30 days)



SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab: 80
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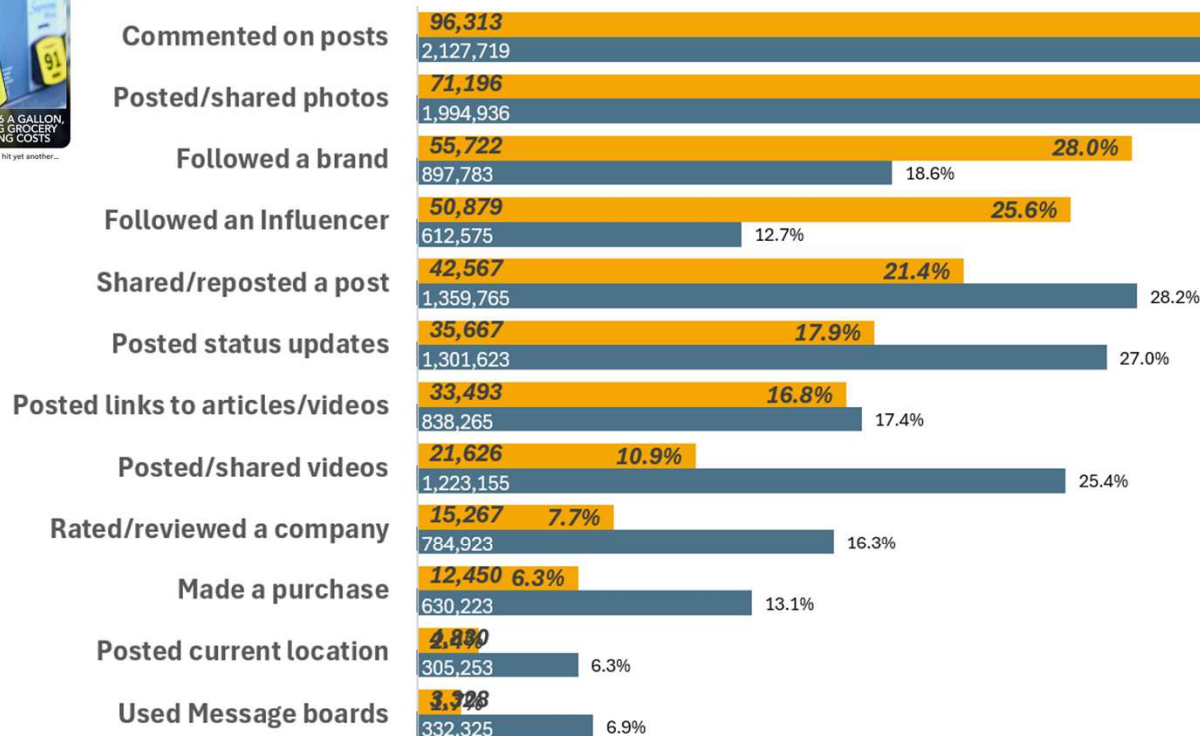
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[[[Detailed occupation codes: Transportation and Material Moving OR Detailed occupation codes: Farming, Fishing, and Forestry OR Detailed occupation codes: Construction and Extraction OR Make/model of any vehicle (HHLD): DODGE RAM 2500 OR Make/model of any vehicle (HHLD): DODGE RAM 3500 OR Make/model of any vehicle (HHLD): FORD F250 OR Make/model of any vehicle (HHLD): FORD F350 OR Make/model of any vehicle (HHLD): GMC SIERRA OR Make/model of any vehicle (HHLD): RAM 2500) AND (Total miles traveled in car, van, truck or bus past 7 days: 200 miles or more)]]]



"Social Media Activities past 30 days"

P18+ who Purchased Fuel for a DIESEL Vehicle in the past 7 days (Social Media Activities past 30 days)



■ P18+ who Purchased Fuel for a DIESEL Vehicle in the past 7 days (Social Media Activities past 30 days)

■ P18+ PHOENIX (Social Media Activities past 30 days)

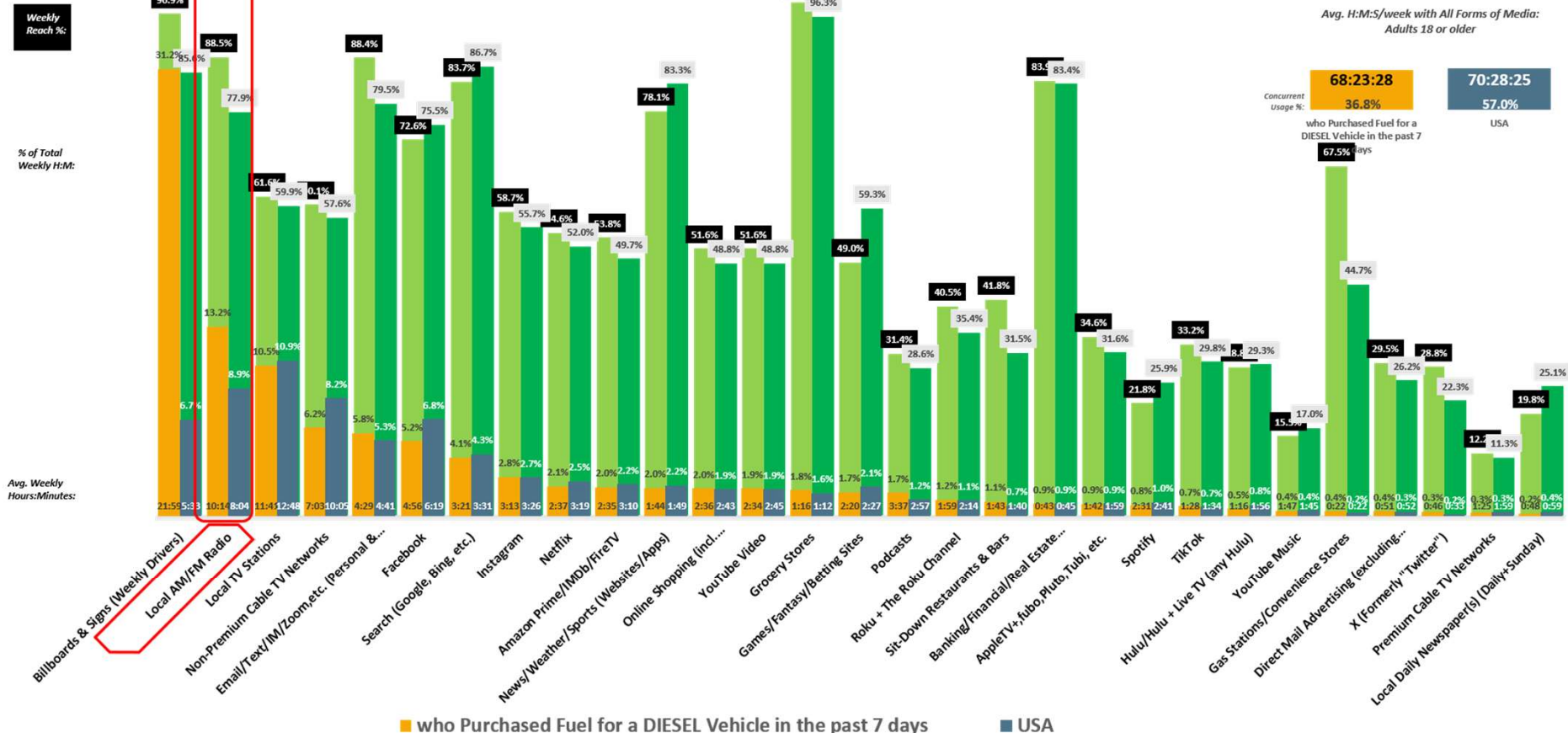
PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 62
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[[Detailed occupation codes: Transportation and Material Moving OR Detailed occupation codes: Farming, Fishing, and Forestry OR Detailed occupation codes: Construction and Extraction OR Make/model of any vehicle (HHLD): DODGE RAM 2500 OR Make/model of any vehicle (HHLD): DODGE RAM 3500 OR Make/model of any vehicle (HHLD): FORD F250 OR Make/model of any vehicle (HHLD): FORD F350 OR Make/model of any vehicle (HHLD): GMC SIERRA OR Make/model of any vehicle (HHLD): RAM 2500) AND (Total miles traveled in car, van, truck or bus past 7 days: 200 miles or more)]]

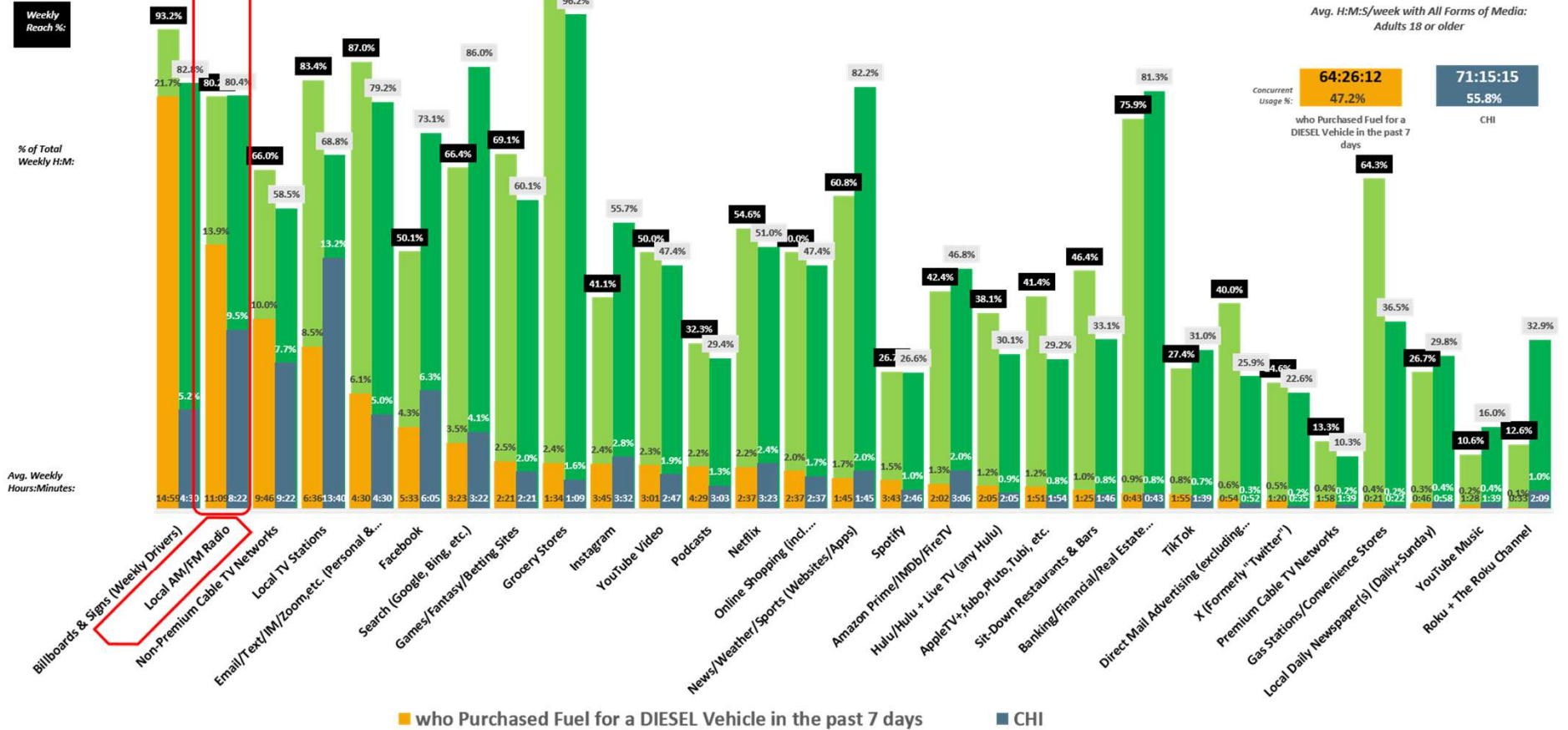


Adults 18 or older who Purchased Fuel for a DIESEL Vehicle in the past 7 days spend an average of 2 days, 20 hours, 23 minutes and 28 seconds each week with All Forms of Media.
88.5% of Adults 18 or older who Purchased Fuel for a DIESEL Vehicle in the past 7 days spend an avg. of 10 hours and 14 minutes each week listening to All Local AM/FM Radio, representing 13.2% of total time spent with all forms of Media.



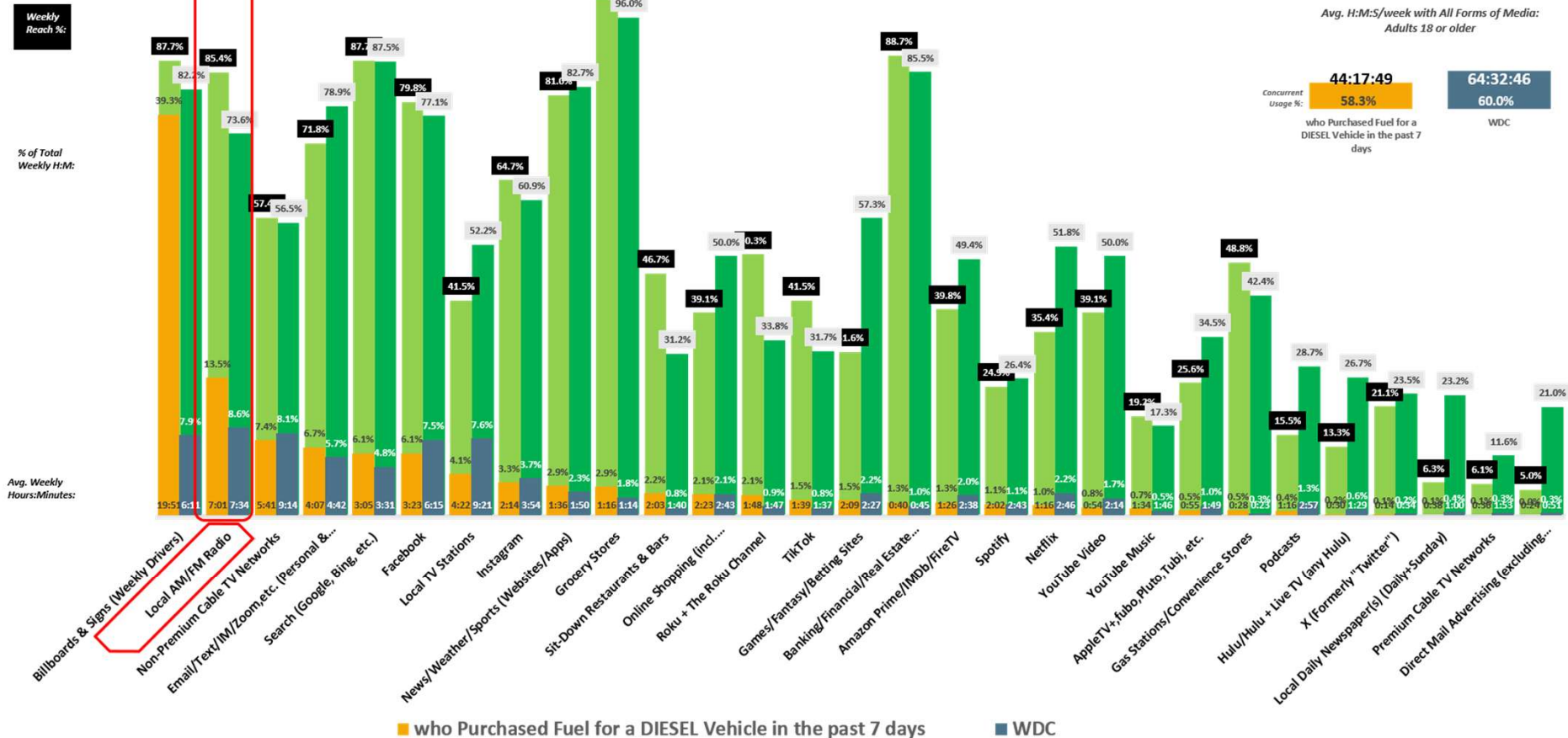


Adults 18 or older who Purchased Fuel for a DIESEL Vehicle in the past 7 days spend an average of 2 days, 16 hours, 26 minutes and 12 seconds each week with All Forms of Media.
80.2% of Adults 18 or older who Purchased Fuel for a DIESEL Vehicle in the past 7 days spend an avg. of 11 hours and 9 minutes each week listening to All Local AM/FM Radio, representing 13.9% of total time spent with all forms of Media.



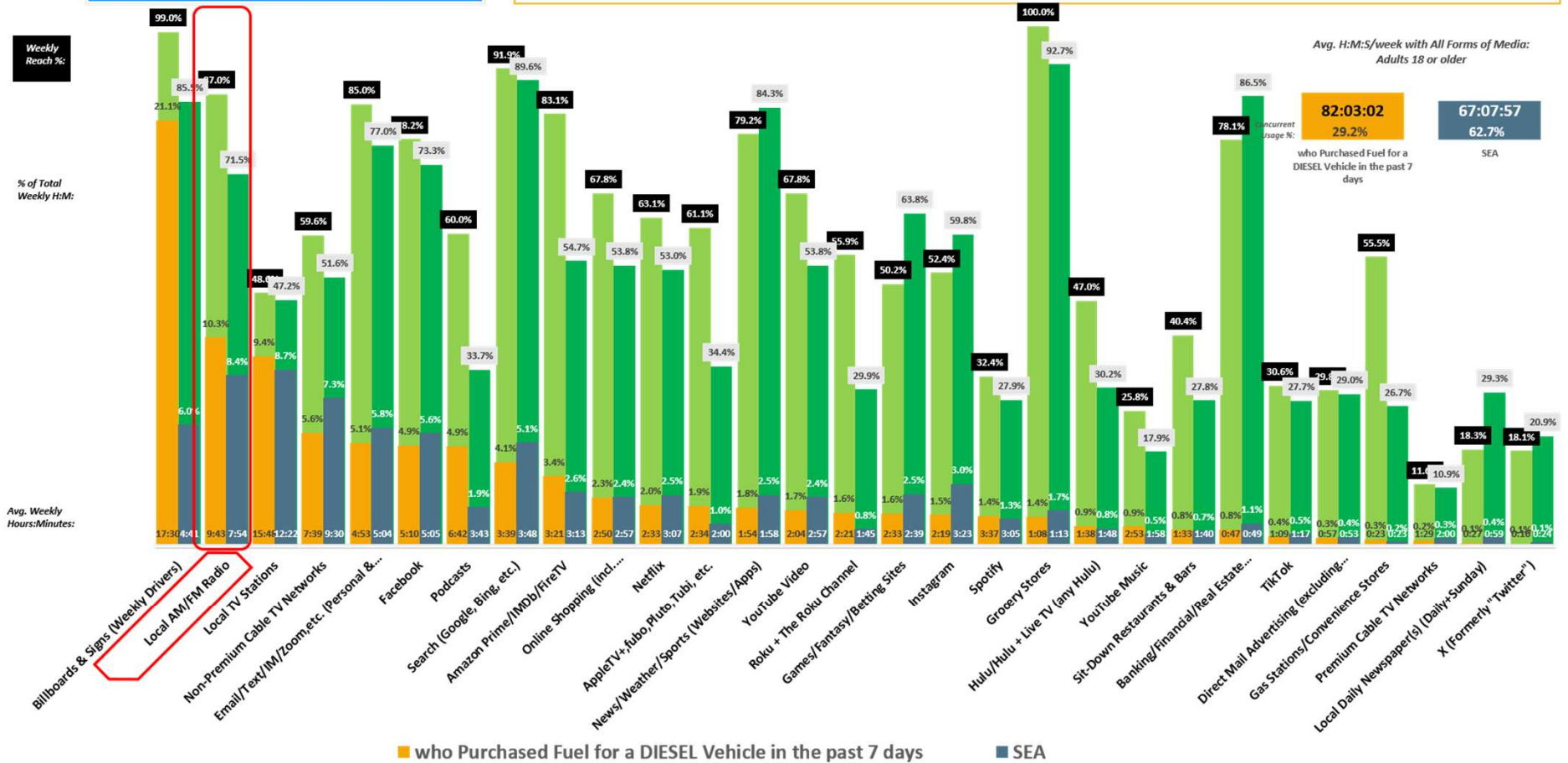


Adults 18 or older who Purchased Fuel for a DIESEL Vehicle in the past 7 days spend an average of 1 days, 20 hours, 17 minutes and 49 seconds each week with All Forms of Media.
85.4% of Adults 18 or older who Purchased Fuel for a DIESEL Vehicle in the past 7 days spend an avg. of 7 hours and 1 minutes each week listening to All Local AM/FM Radio, representing 13.5% of total time spent with all forms of Media.



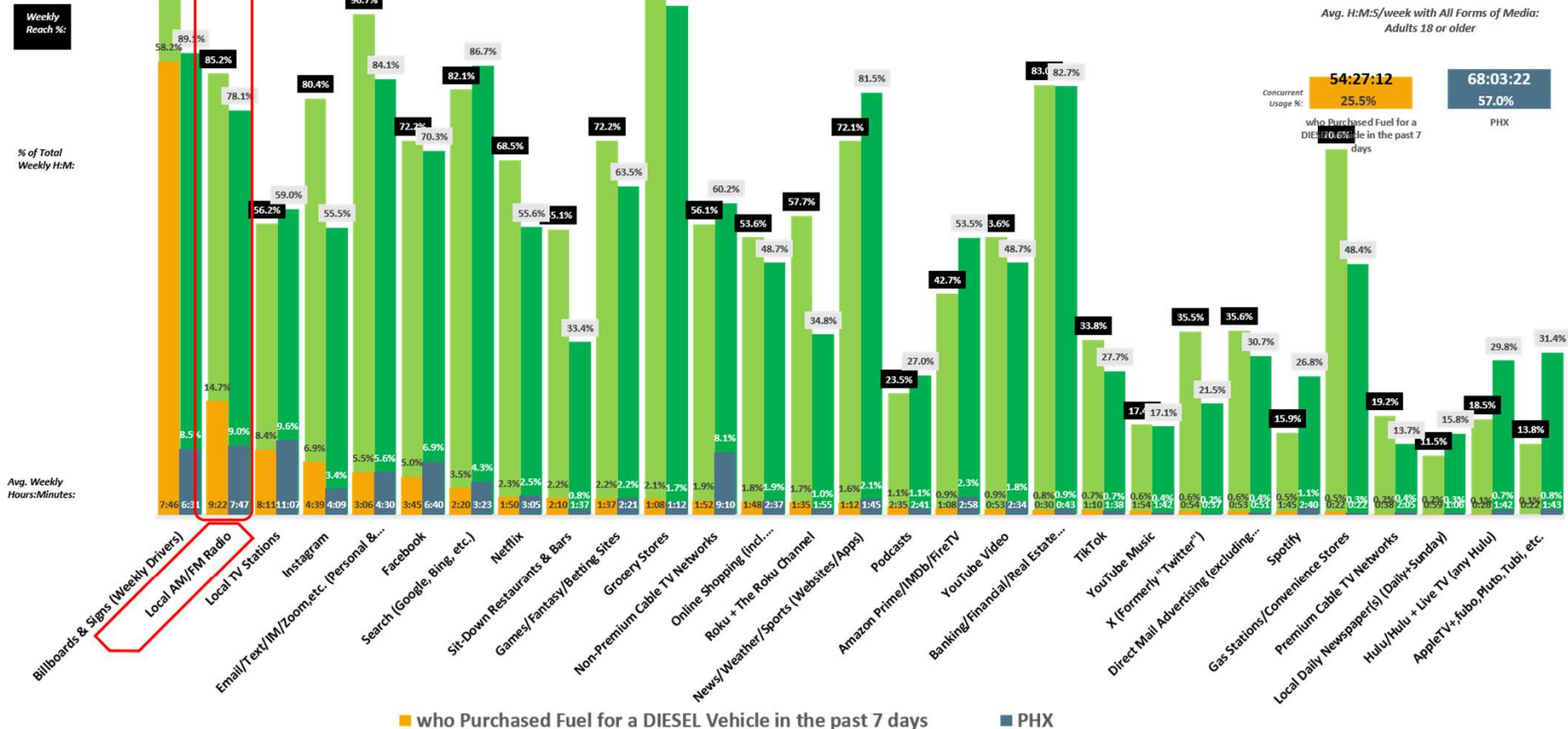


Adults 18 or older who Purchased Fuel for a DIESEL Vehicle in the past 7 days spend an average of 3 days, 10 hours, 3 minutes and 2 seconds each week with All Forms of Media.
87.7% of Adults 18 or older who Purchased Fuel for a DIESEL Vehicle in the past 7 days spend an avg. of 9 hours and 43 minutes each week listening to All Local AM/FM Radio, representing 10.3% of total time spent with all forms of Media.





Adults 18 or older who Purchased Fuel for a DIESEL Vehicle in the past 7 days spend an average of 2 days, 6 hours, 27 minutes and 12 seconds each week with All Forms of Media.
85.2% of Adults 18 or older who Purchased Fuel for a DIESEL Vehicle in the past 7 days spend an avg. of 9 hours and 22 minutes each week listening to All Local AM/FM Radio, representing 14.7% of total time spent with all forms of Media.



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

Concurrent
Usage %:

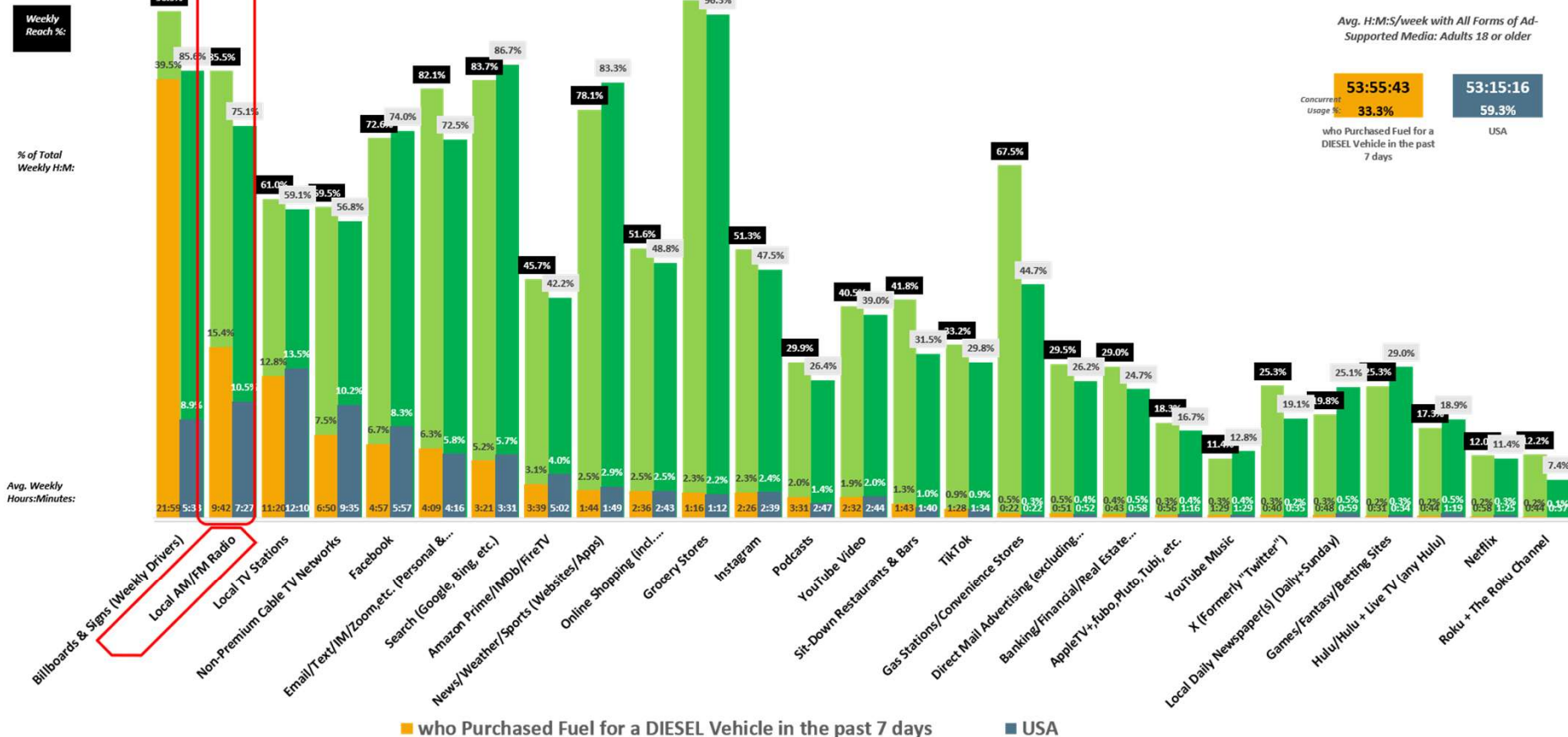
who Purchased Fuel for a
DIESEL Vehicle in the past 7
days

PHX



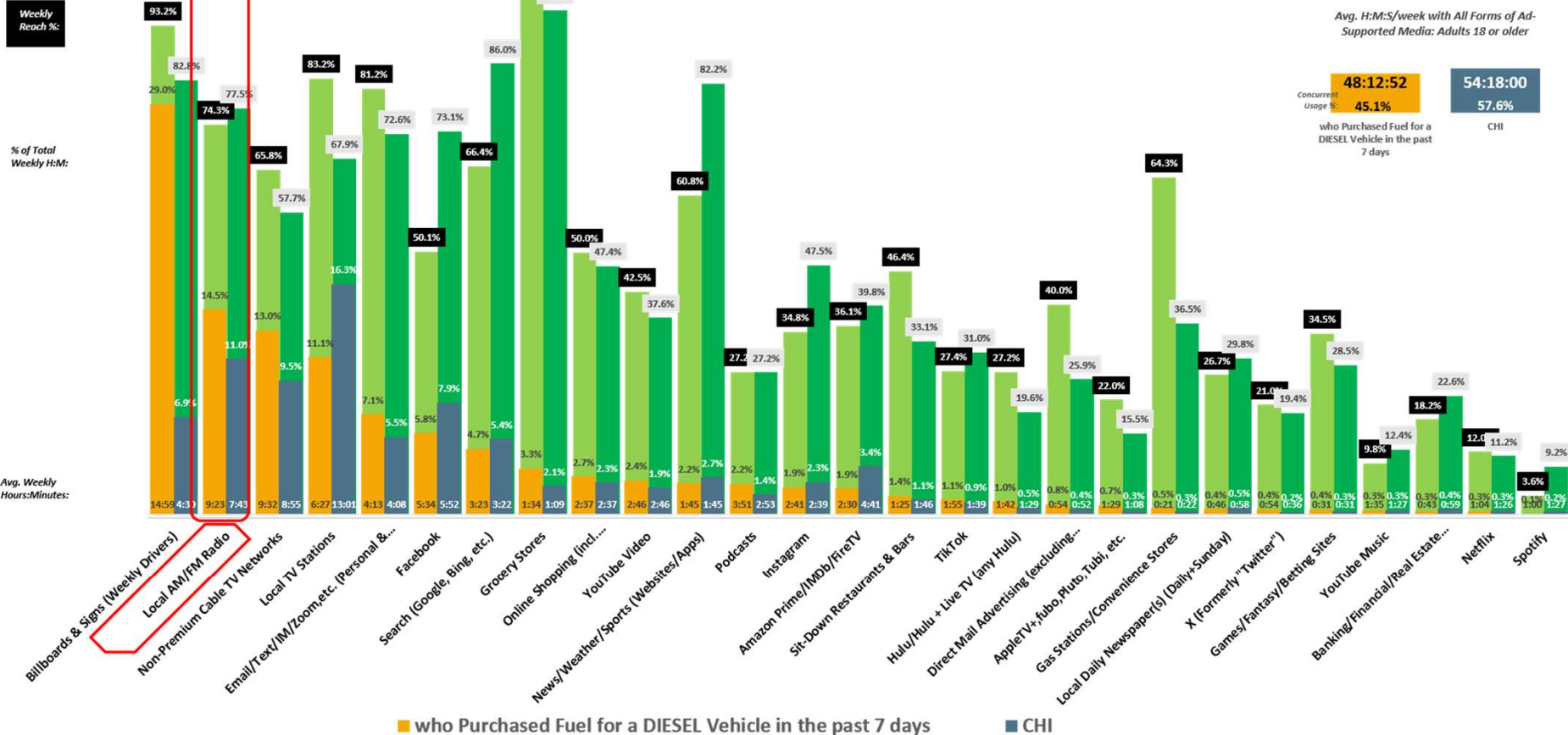
Adults 18 or older who Purchased Fuel for a DIESEL Vehicle in the past 7 days spend an average of 2 days, 5 hours, 55 minutes and 43 seconds each week with All Forms of Ad-Supported Media.

85.5% of Adults 18 or older who Purchased Fuel for a DIESEL Vehicle in the past 7 days spend an avg. of 9 hours and 42 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 15.4% of total time spent with all forms of Ad-Supported Med





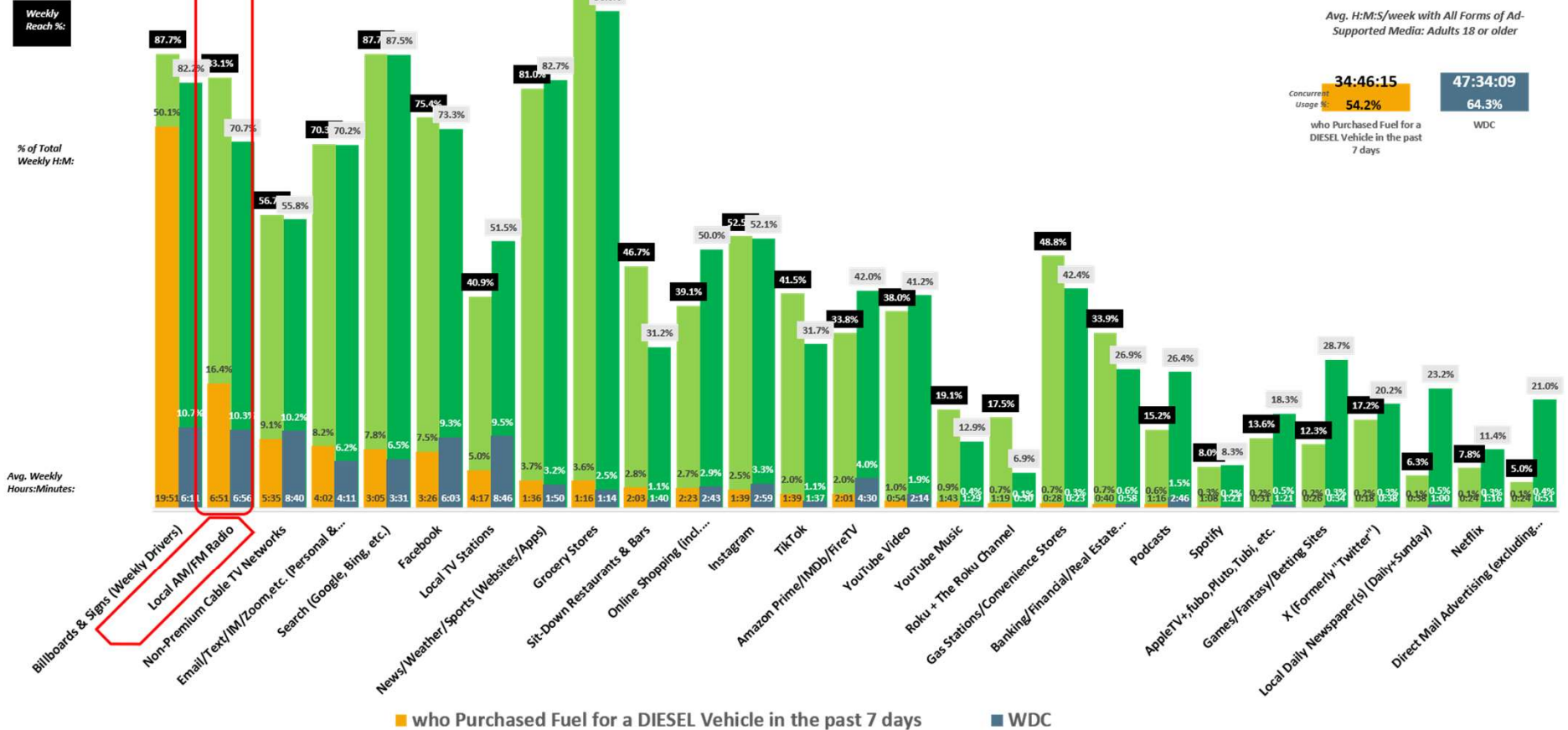
Adults 18 or older who Purchased Fuel for a DIESEL Vehicle in the past 7 days spend an average of 2 days, 0 hours, 12 minutes and 52 seconds each week with All Forms of Ad-Supported Media.
 74.3% of Adults 18 or older who Purchased Fuel for a DIESEL Vehicle in the past 7 days spend an avg. of 9 hours and 23 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 14.5% of total time spent with all forms of Ad-Supported Med





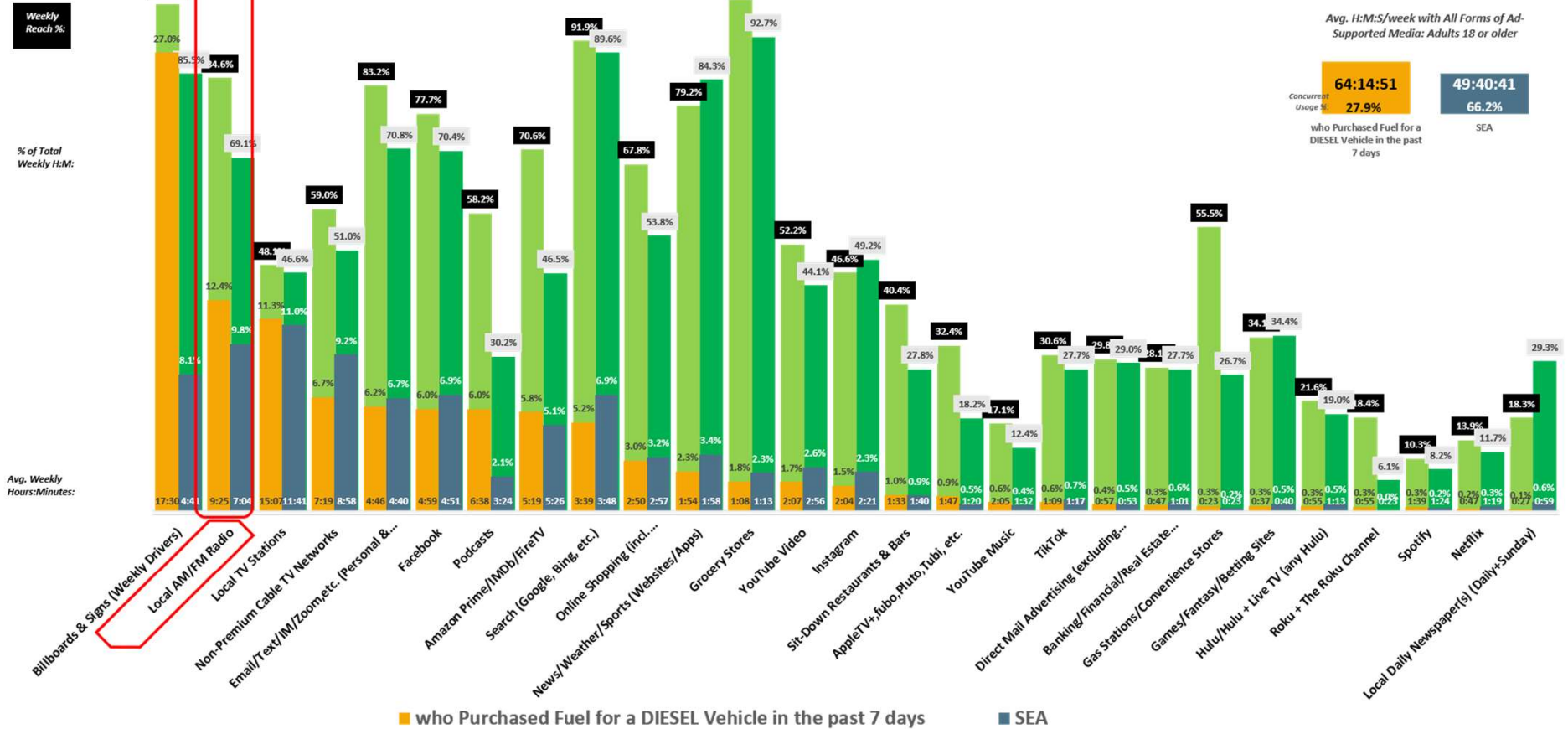
Adults 18 or older who Purchased Fuel for a DIESEL Vehicle in the past 7 days spend an average of 1 days, 10 hours, 46 minutes and 15 seconds each week with All Forms of Ad-Supported Media.

83.1% of Adults 18 or older who Purchased Fuel for a DIESEL Vehicle in the past 7 days spend an avg. of 6 hours and 51 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 16.4% of total time spent with all forms of Ad-Supported Med





Adults 18 or older who Purchased Fuel for a DIESEL Vehicle in the past 7 days spend an average of 2 days, 16 hours, 14 minutes and 51 seconds each week with All Forms of Ad-Supported Media.
84.6% of Adults 18 or older who Purchased Fuel for a DIESEL Vehicle in the past 7 days spend an avg. of 9 hours and 25 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.4% of total time spent with all forms of Ad-Supported Med



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 80
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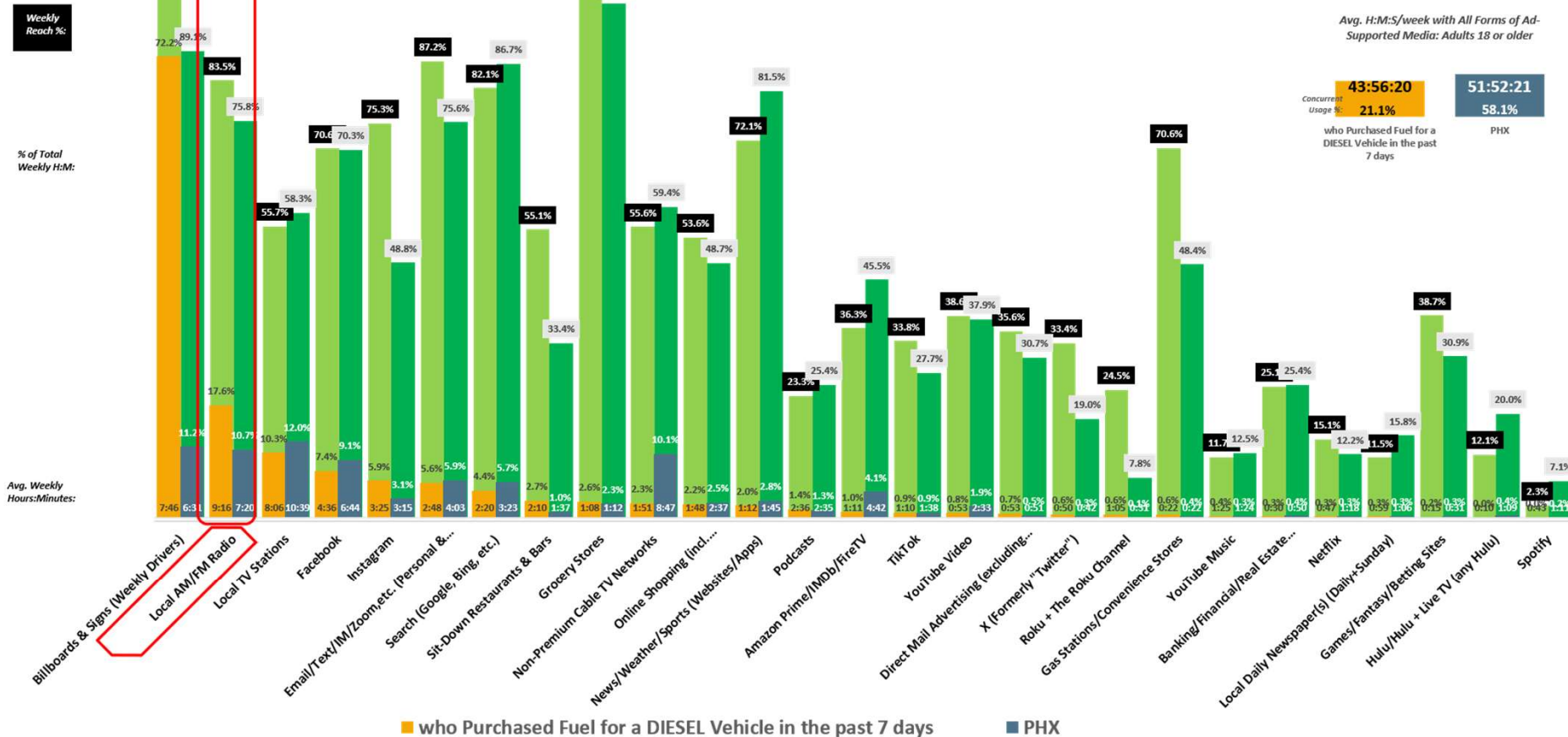
SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab

3,874,800 **Hubbard** BROADCASTING Share of Everything for Anything.

[[[Detailed occupation codes: Transportation and Material Moving OR Detailed occupation codes: Farming, Fishing, and Forestry OR Detailed occupation codes: Construction and Extraction OR Make/model of any vehicle (HHLD): DODGE RAM 2500 OR Make/model of any vehicle (HHLD): DODGE RAM 3500 OR Make/model of any vehicle (HHLD): FORD F250 OR Make/model of any vehicle (HHLD): FORD F350 OR Make/model of any vehicle (HHLD): GMC SIERRA OR Make/model of any vehicle (HHLD): RAM 2500] AND (Total miles traveled in car, van, truck or bus past 7 days: 200 miles or more)]]



Adults 18 or older who Purchased Fuel for a DIESEL Vehicle in the past 7 days spend an average of 1 days, 19 hours, 56 minutes and 20 seconds each week with All Forms of Ad-Supported Media.
83.5% of Adults 18 or older who Purchased Fuel for a DIESEL Vehicle in the past 7 days spend an avg. of 9 hours and 16 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 17.6% of total time spent with all forms of Ad-Supported Med



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

43:56:20
21.1%
who Purchased Fuel for a DIESEL Vehicle in the past 7 days

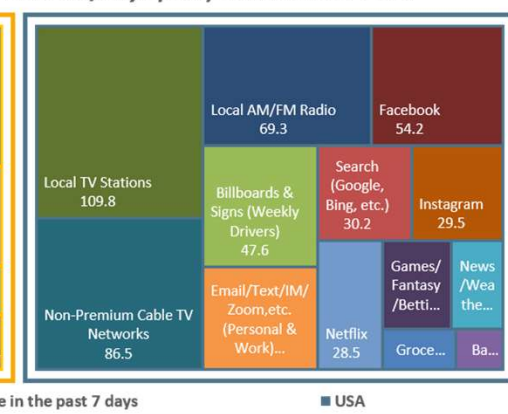
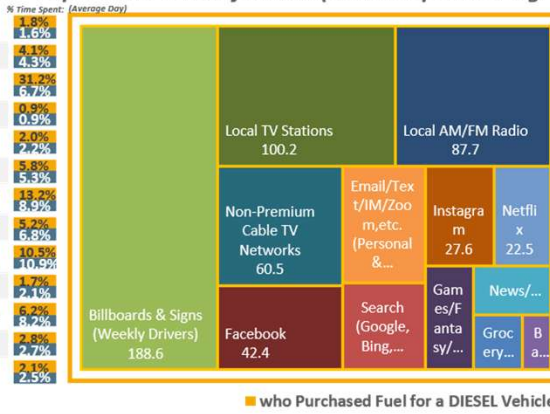
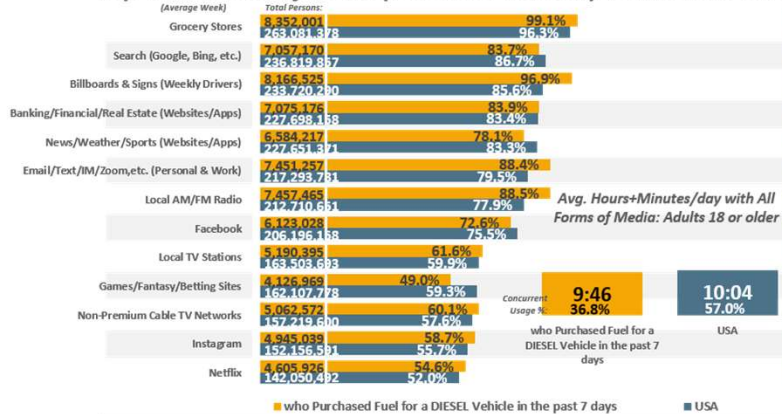
51:52:21
58.1%
PHX



Adults 18 or older who Purchased Fuel for a DIESEL Vehicle in the past 7 days spend an average of 7 hours and 42 minutes each day with All Forms of Ad-Supported Media. 85.5% listen to Local AM/FM Radio for an avg. of 83.3 minutes/day. (Local Radio delivers 15.4% of Time with Ad-Supported Media.)

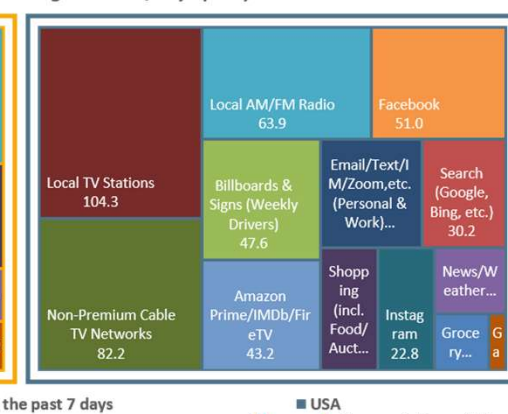
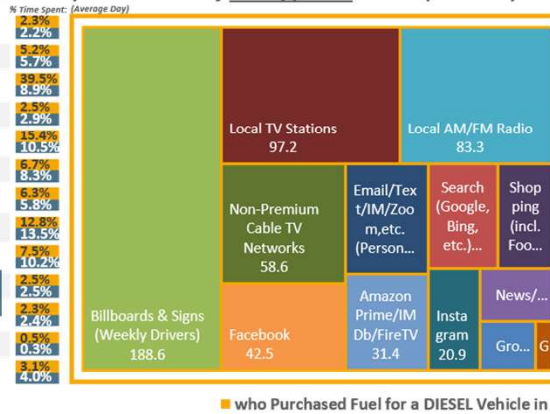
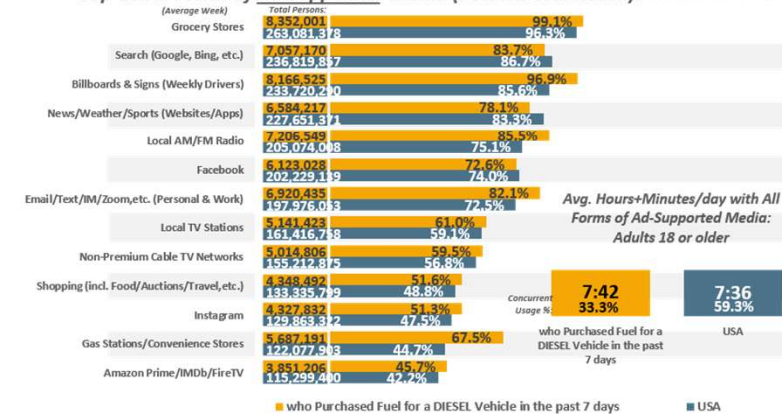
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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



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

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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 555
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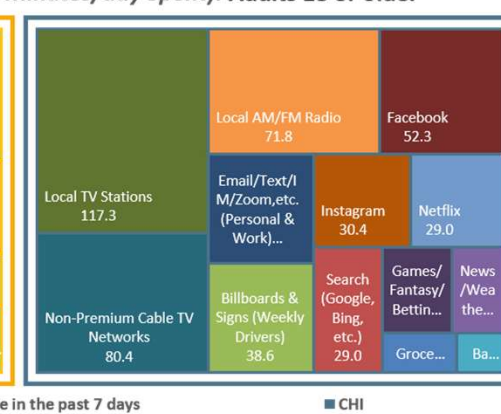
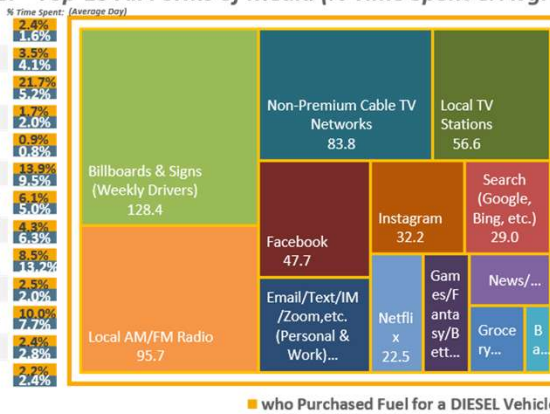
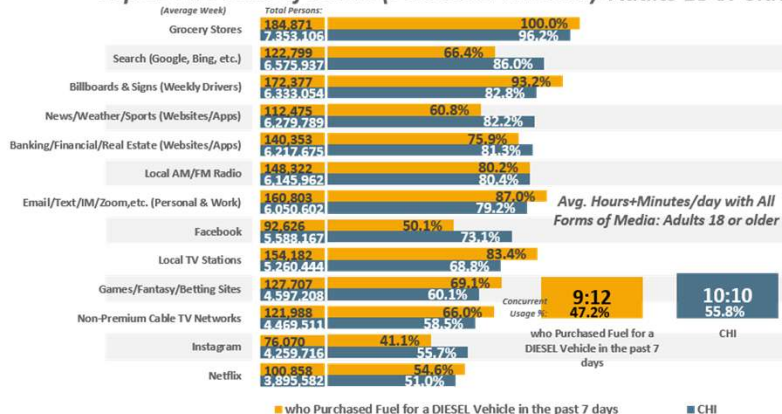
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Adults 18 or older who Purchased Fuel for a DIESEL Vehicle in the past 7 days spend an average of 6 hours and 53 minutes each day with All Forms of Ad-Supported Media. 74.3% listen to Local AM/FM Radio for an avg. of 80.6 minutes/day. (Local Radio delivers 14.5% of Time with Ad-Supported Media.)

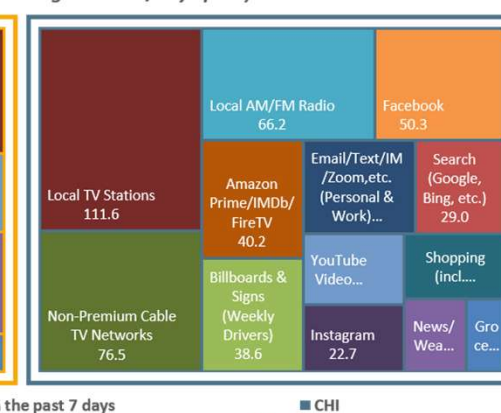
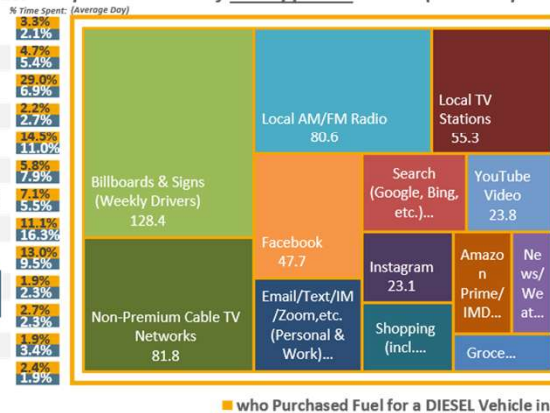
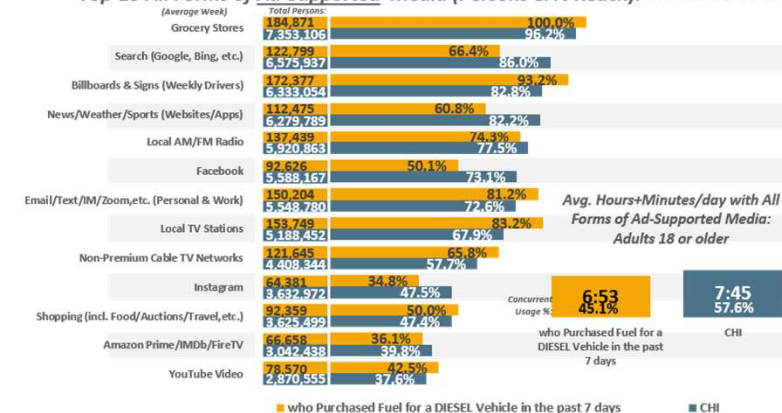
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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



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

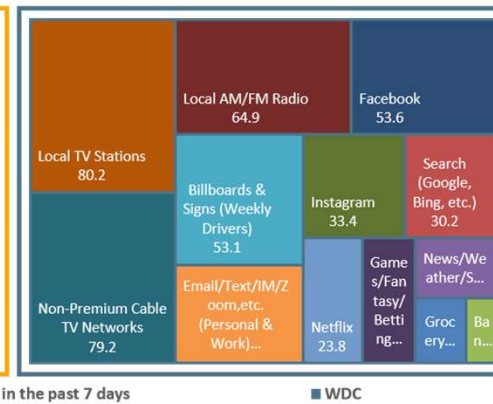
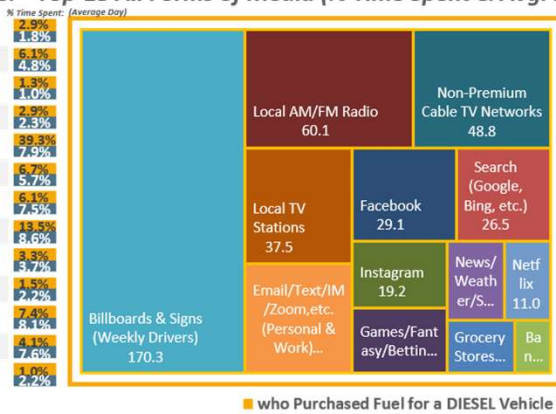
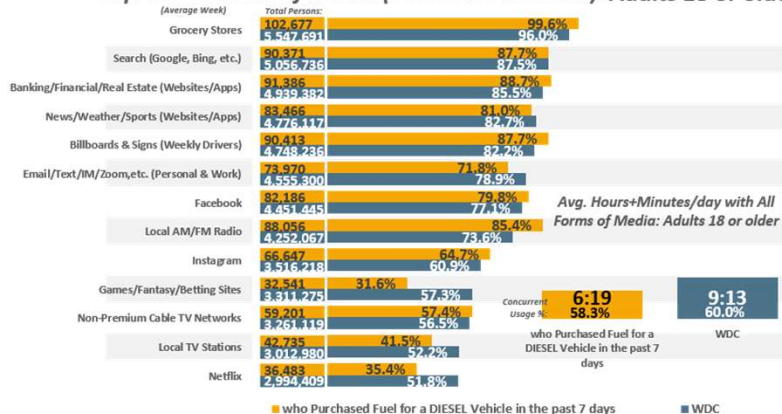
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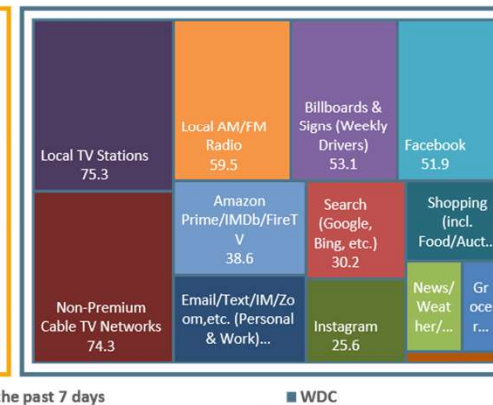
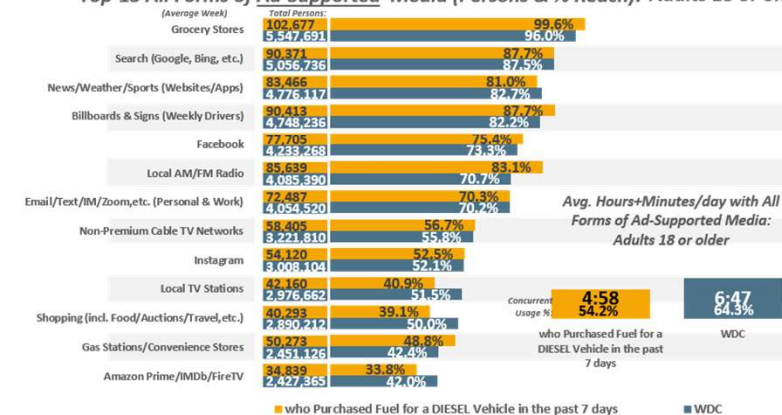


Adults 18 or older who Purchased Fuel for a DIESEL Vehicle in the past 7 days spend an average of 4 hours and 58 minutes each day with All Forms of Ad-Supported Media. 83.1% listen to Local AM/FM Radio for an avg. of 58.8 minutes/day. (Local Radio delivers 16.4% of Time with Ad-Supported Media.)

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



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



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 104
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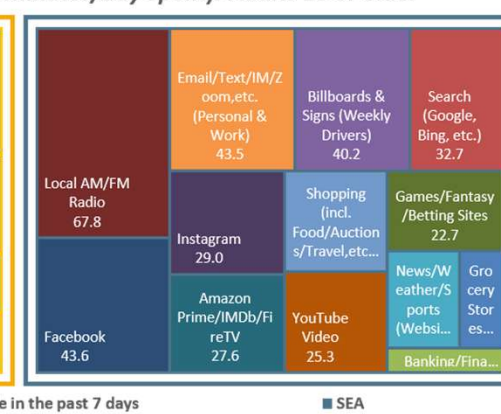
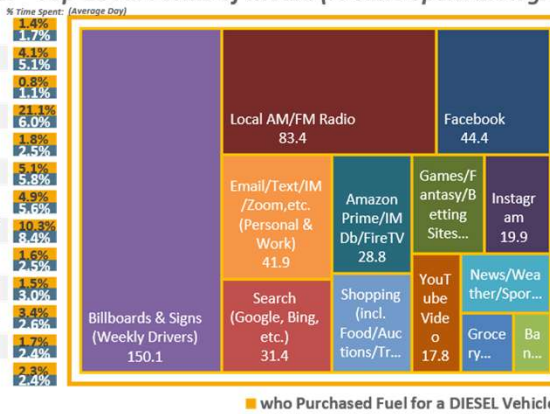
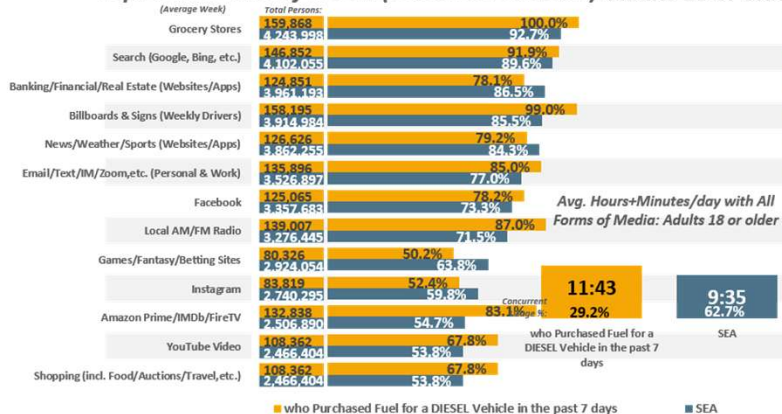
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Adults 18 or older who Purchased Fuel for a DIESEL Vehicle in the past 7 days spend an average of 9 hours and 10 minutes each day with All Forms of Ad-Supported Media. 84.6% listen to Local AM/FM Radio for an avg. of 80.8 minutes/day. (Local Radio delivers 12.4% of Time with Ad-Supported Media.)

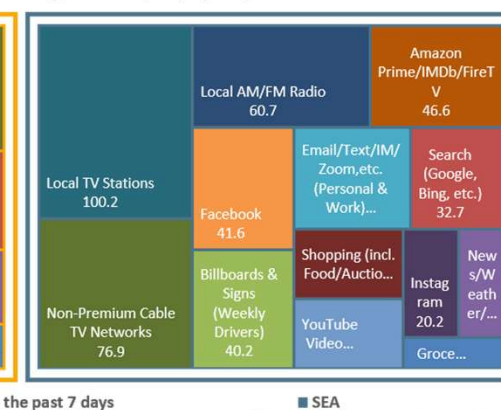
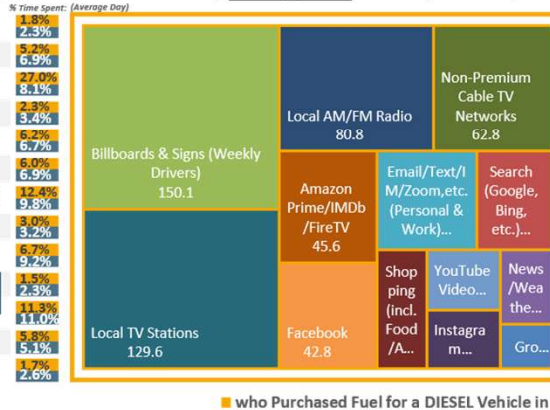
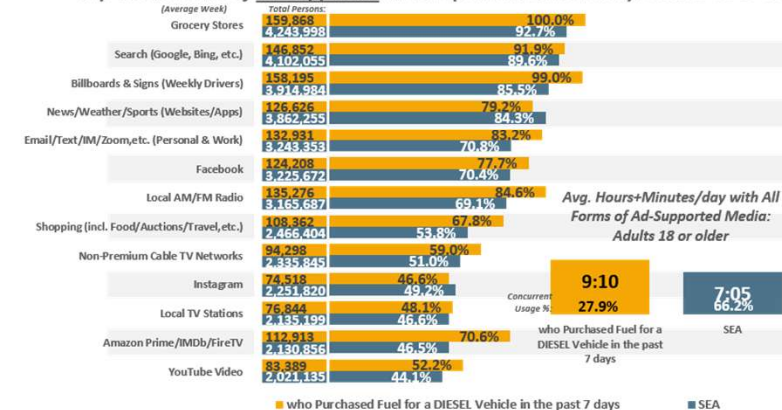
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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



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

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



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 80
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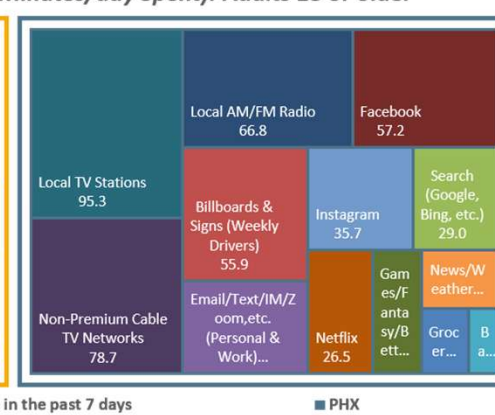
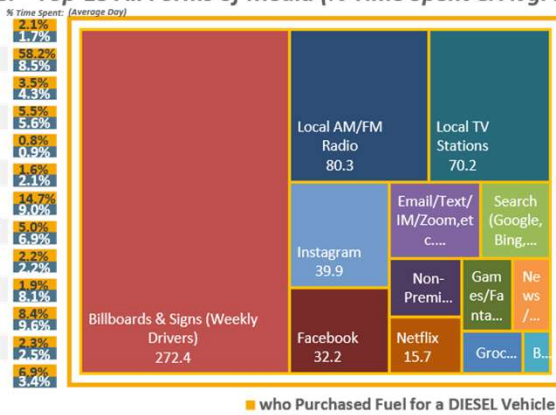
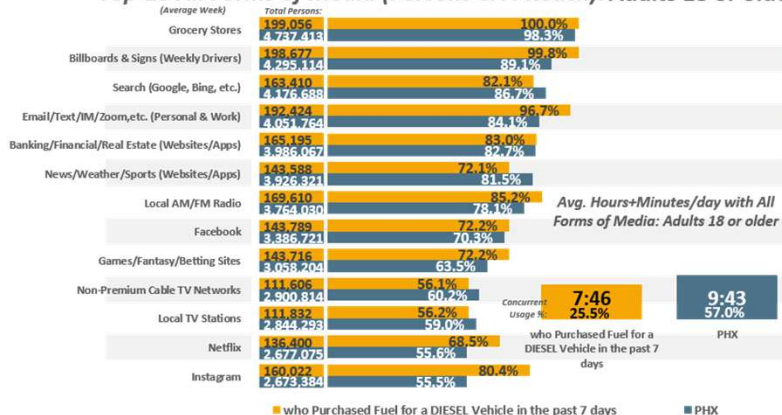
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Adults 18 or older who Purchased Fuel for a DIESEL Vehicle in the past 7 days spend an average of 6 hours and 16 minutes each day with All Forms of Ad-Supported Media. 83.5% listen to Local AM/FM Radio for an avg. of 79.5 minutes/day. (Local Radio delivers 17.6% of Time with Ad-Supported Media.)

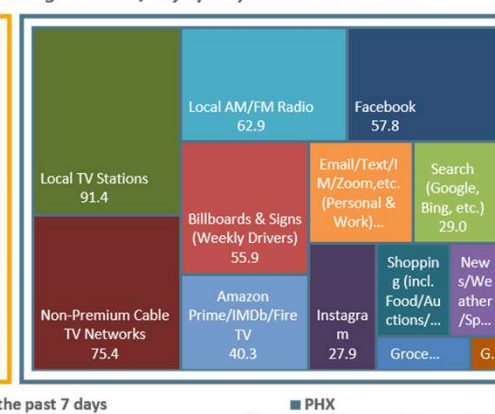
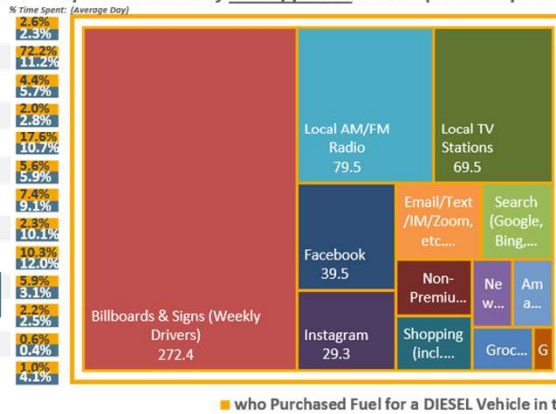
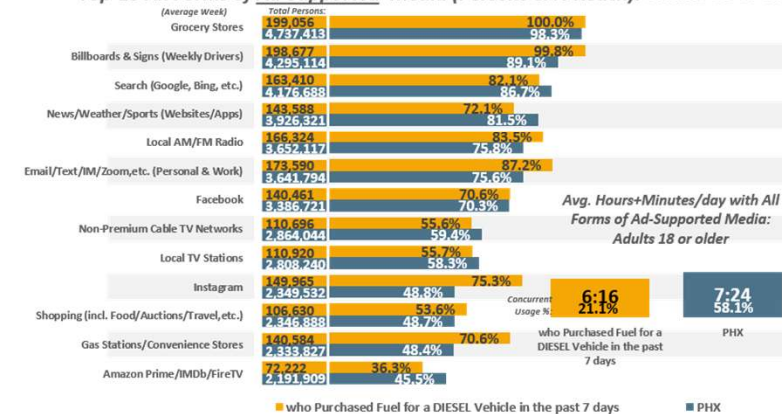
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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



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

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



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 62
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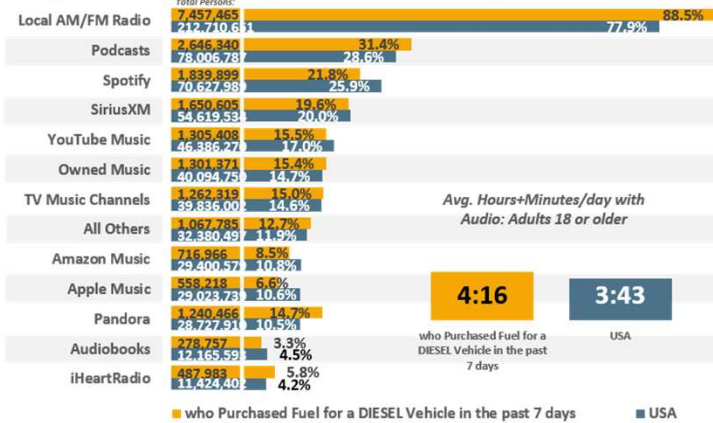
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[[[Detailed occupation codes: Transportation and Material Moving OR Detailed occupation codes: Farming, Fishing, and Forestry OR Detailed occupation codes: Construction and Extraction OR Make/model of any vehicle (HHLD): DODGE RAM 2500 OR Make/model of any vehicle (HHLD): DODGE RAM 3500 OR Make/model of any vehicle (HHLD): FORD F250 OR Make/model of any vehicle (HHLD): FORD F350 OR Make/model of any vehicle (HHLD): GMC SIERRA OR Make/model of any vehicle (HHLD): RAM 2500] AND [Total miles traveled in car, van, truck or bus past 7 days: 200 miles or more]]]

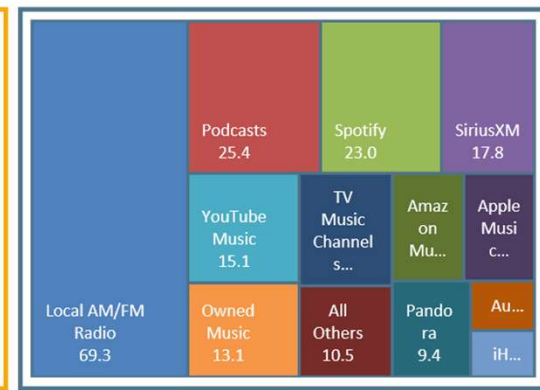
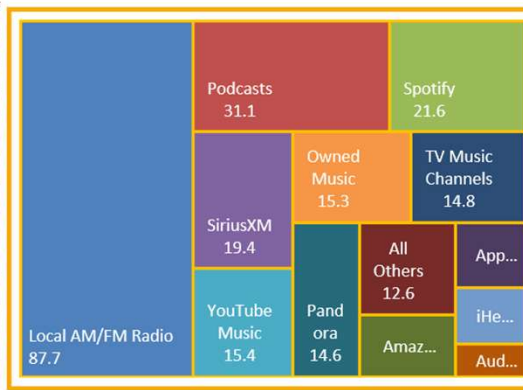


7,206,549 or 85.5% of Adults 18 or older who Purchased Fuel for a DIESEL Vehicle in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 83.3 minutes every day representing 43.8% of all time spent daily with Ad-Supported Audio.

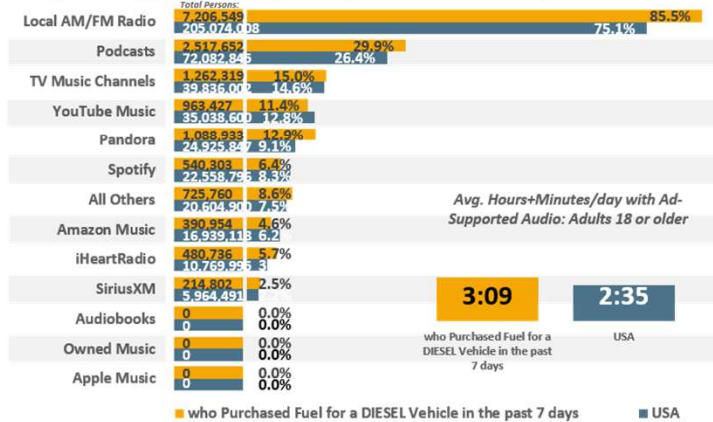
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



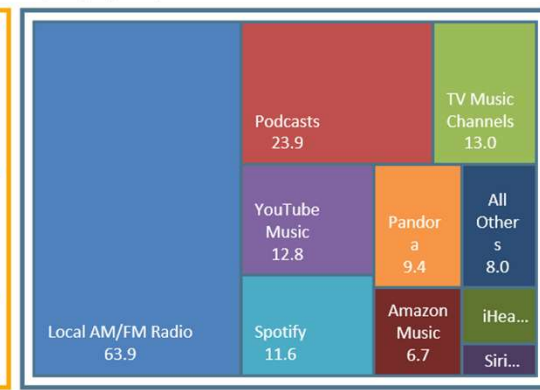
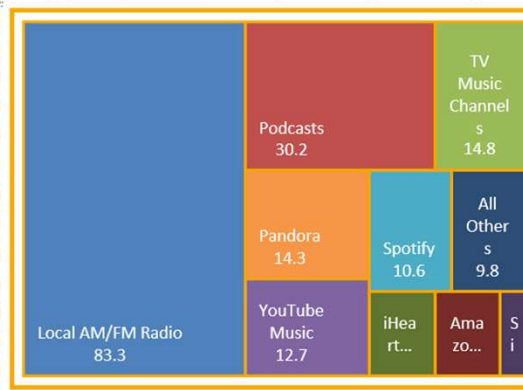
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 555
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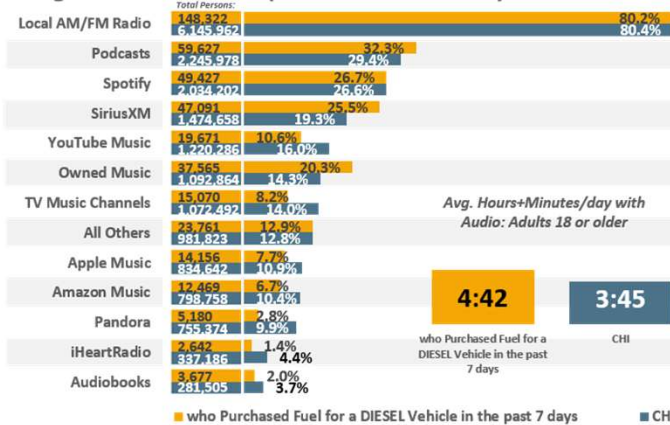
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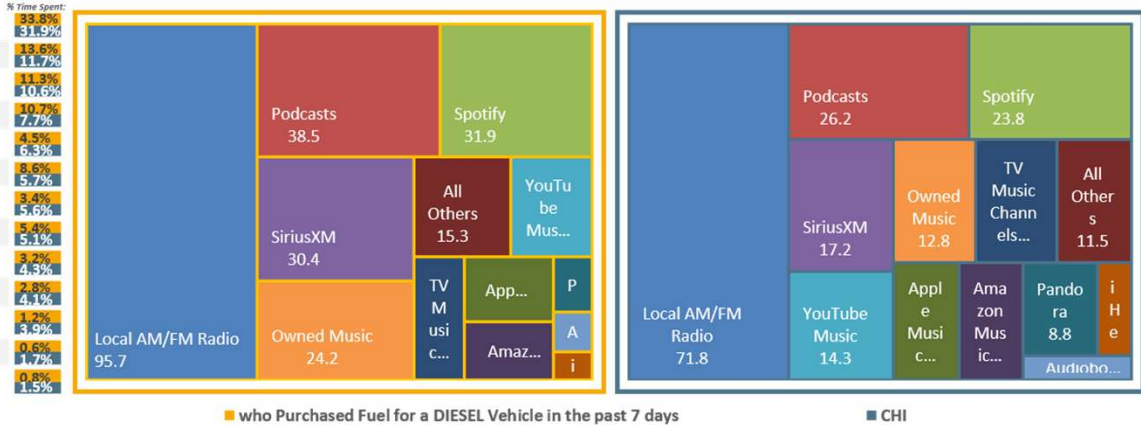


137,439 or 74.3% of Adults 18 or older who Purchased Fuel for a DIESEL Vehicle in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 80.6 minutes every day representing 46.6% of all time spent daily with Ad-Supported Audio.

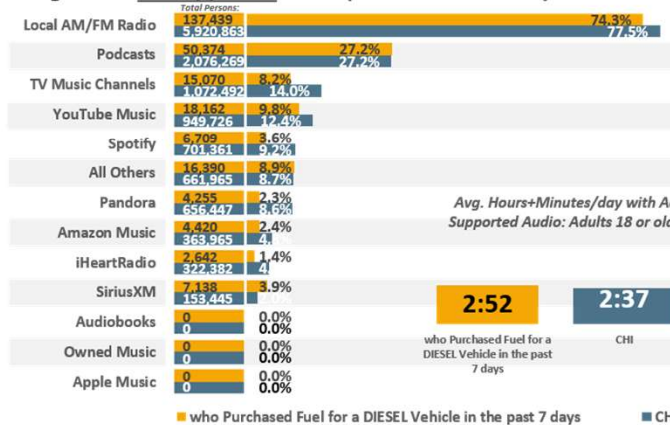
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



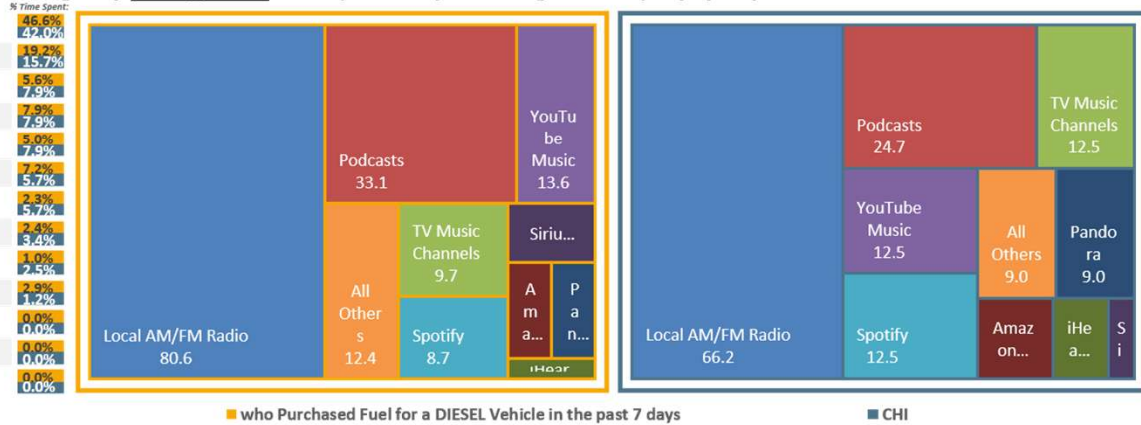
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



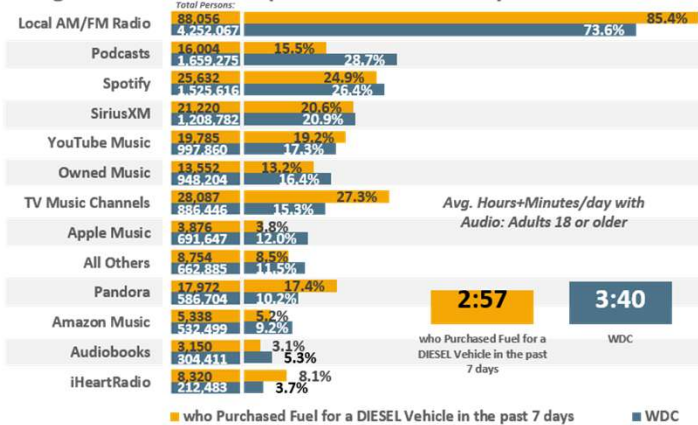
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



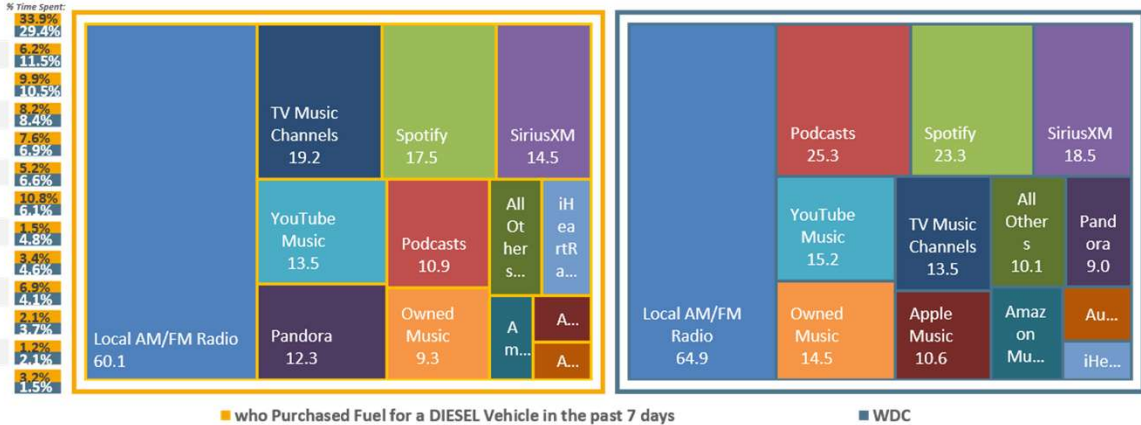


85,639 or 83.1% of Adults 18 or older who Purchased Fuel for a DIESEL Vehicle in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 58.8 minutes every day representing 43.6% of all time spent daily with Ad-Supported Audio.

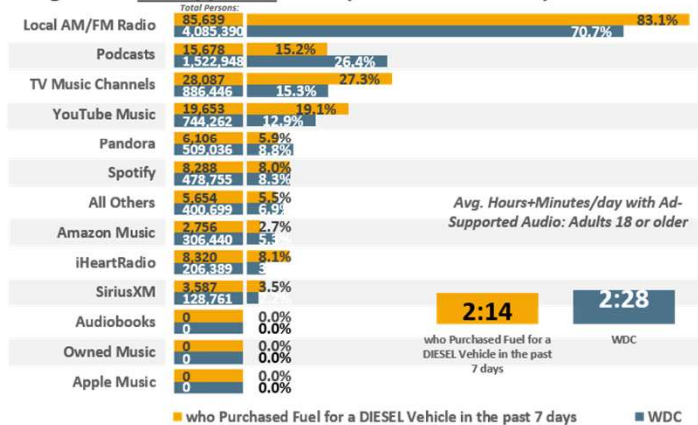
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



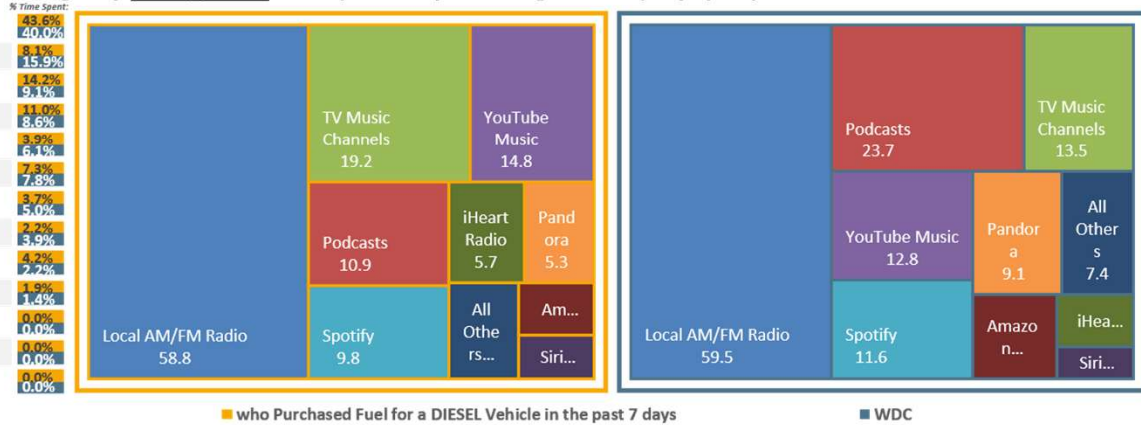
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



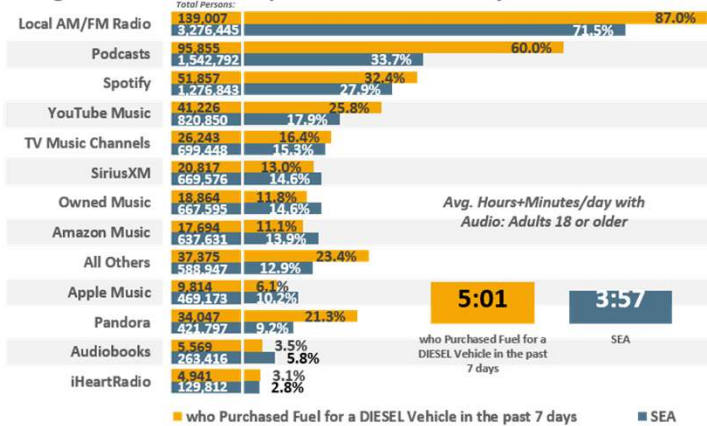
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



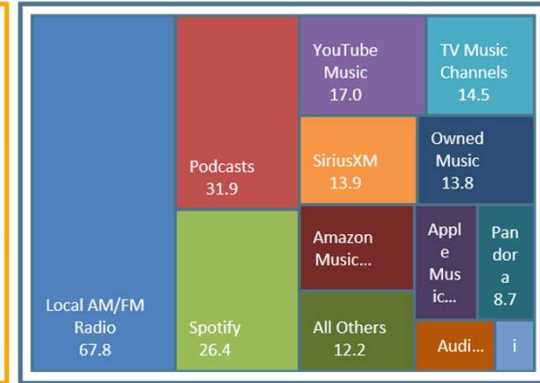
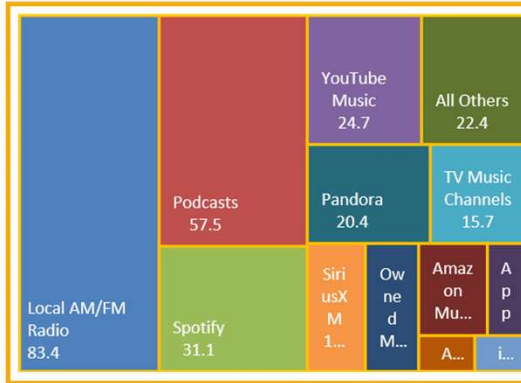


135,276 or 84.6% of Adults 18 or older who Purchased Fuel for a DIESEL Vehicle in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 80.8 minutes every day representing 35.1% of all time spent daily with Ad-Supported Audio.

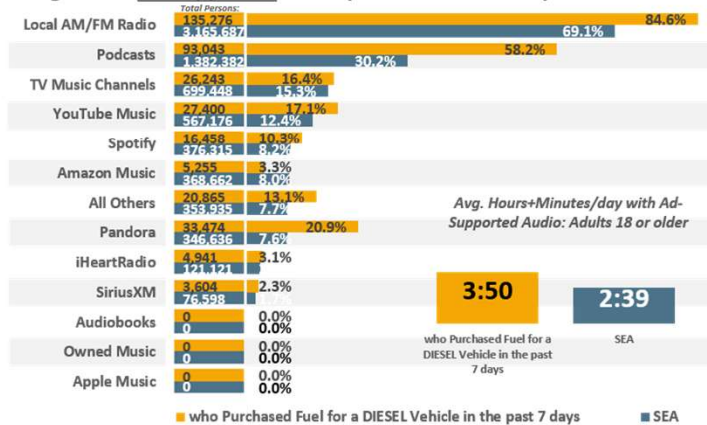
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



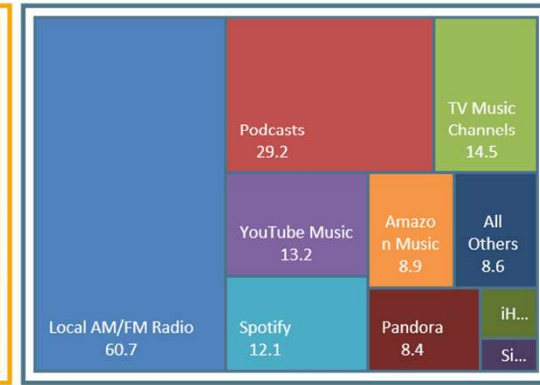
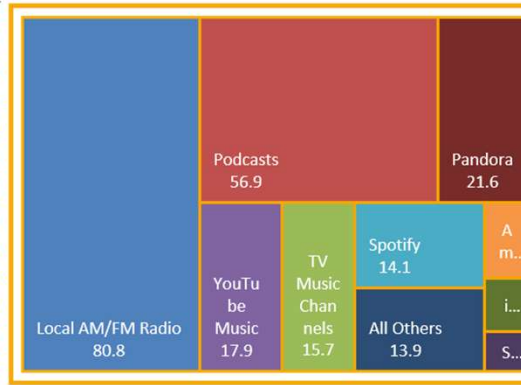
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



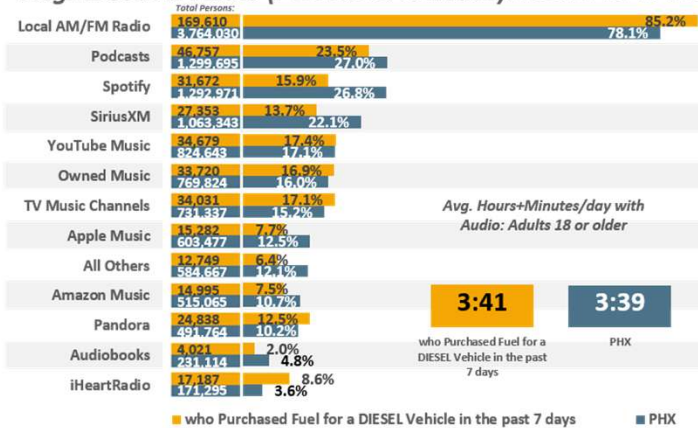
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



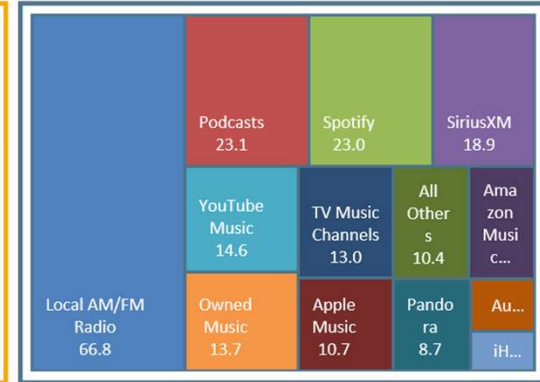
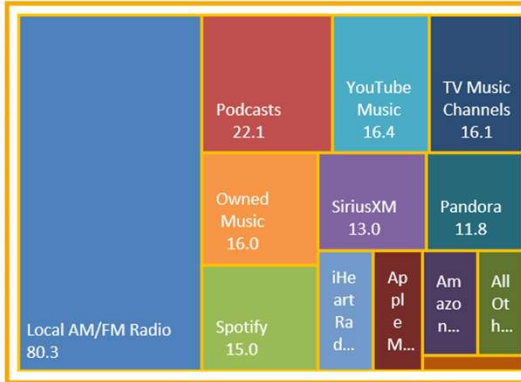


166,324 or 83.5% of Adults 18 or older who Purchased Fuel for a DIESEL Vehicle in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 79.5 minutes every day representing 47.2% of all time spent daily with Ad-Supported Audio.

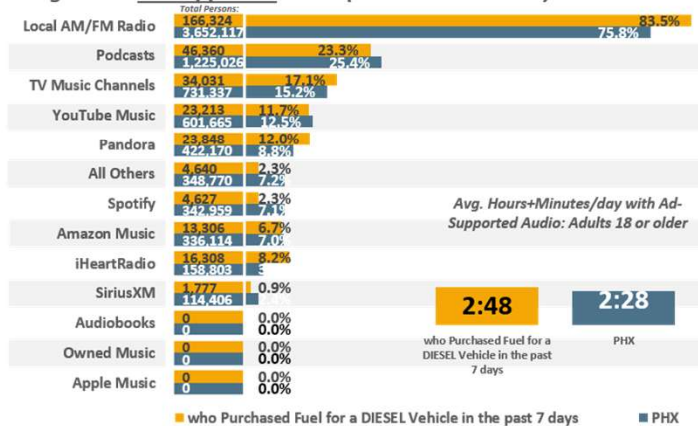
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



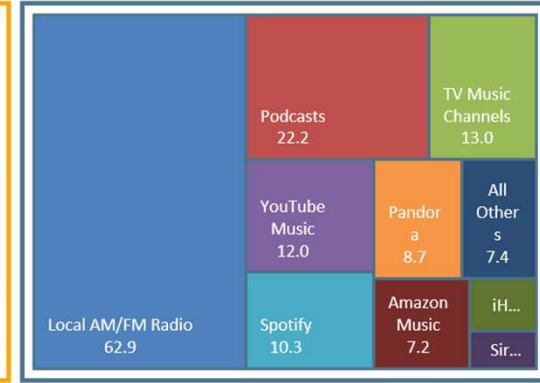
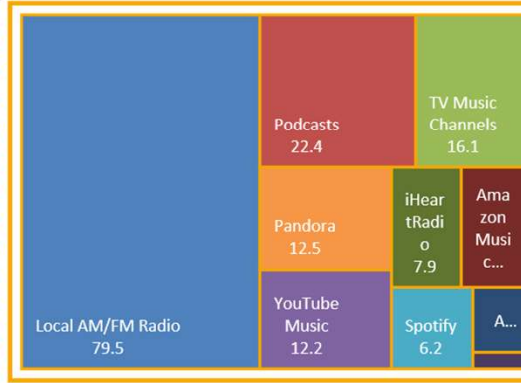
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

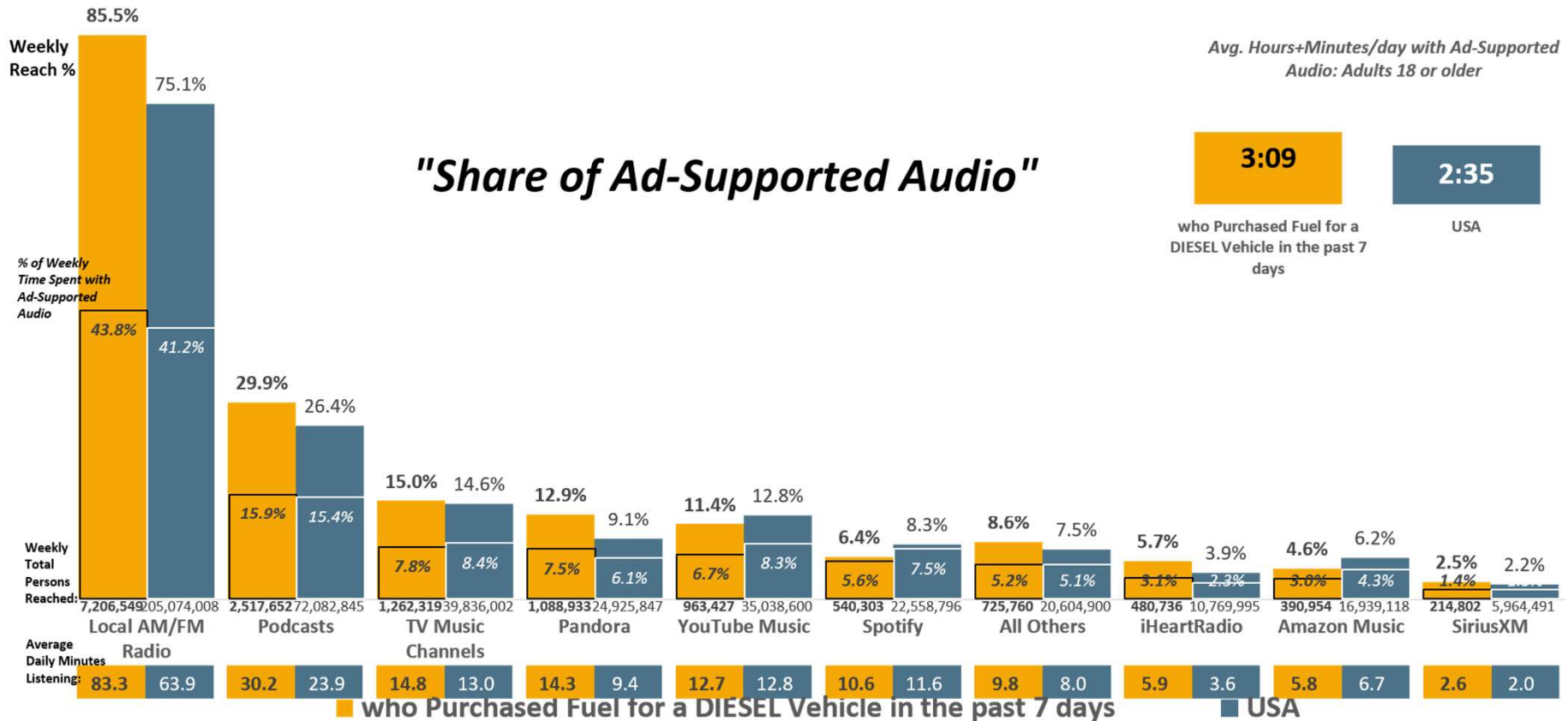


Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



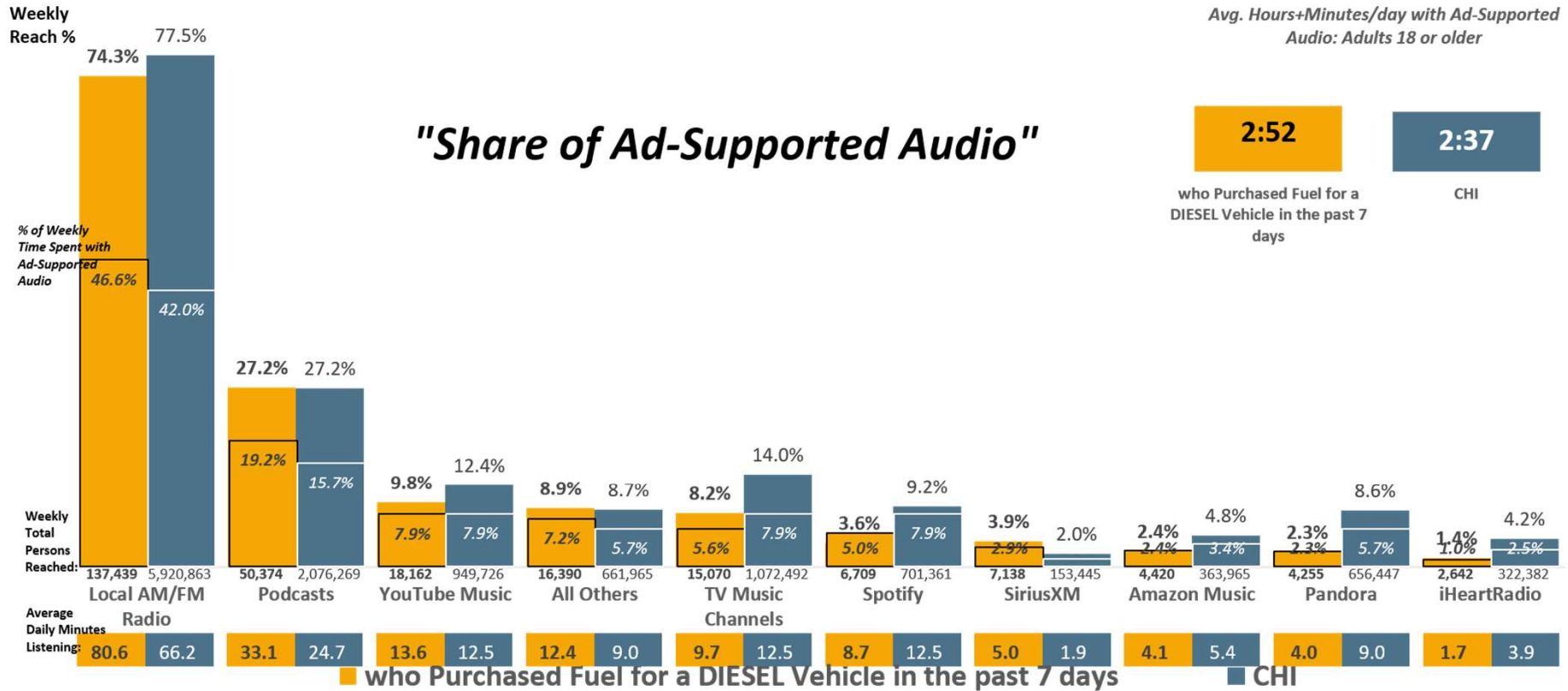


7,206,549 or 85.5% of Adults 18 or older who Purchased Fuel for a DIESEL Vehicle in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 83.3 minutes every day representing 43.8% of all time spent daily with Ad-Supported Audio.



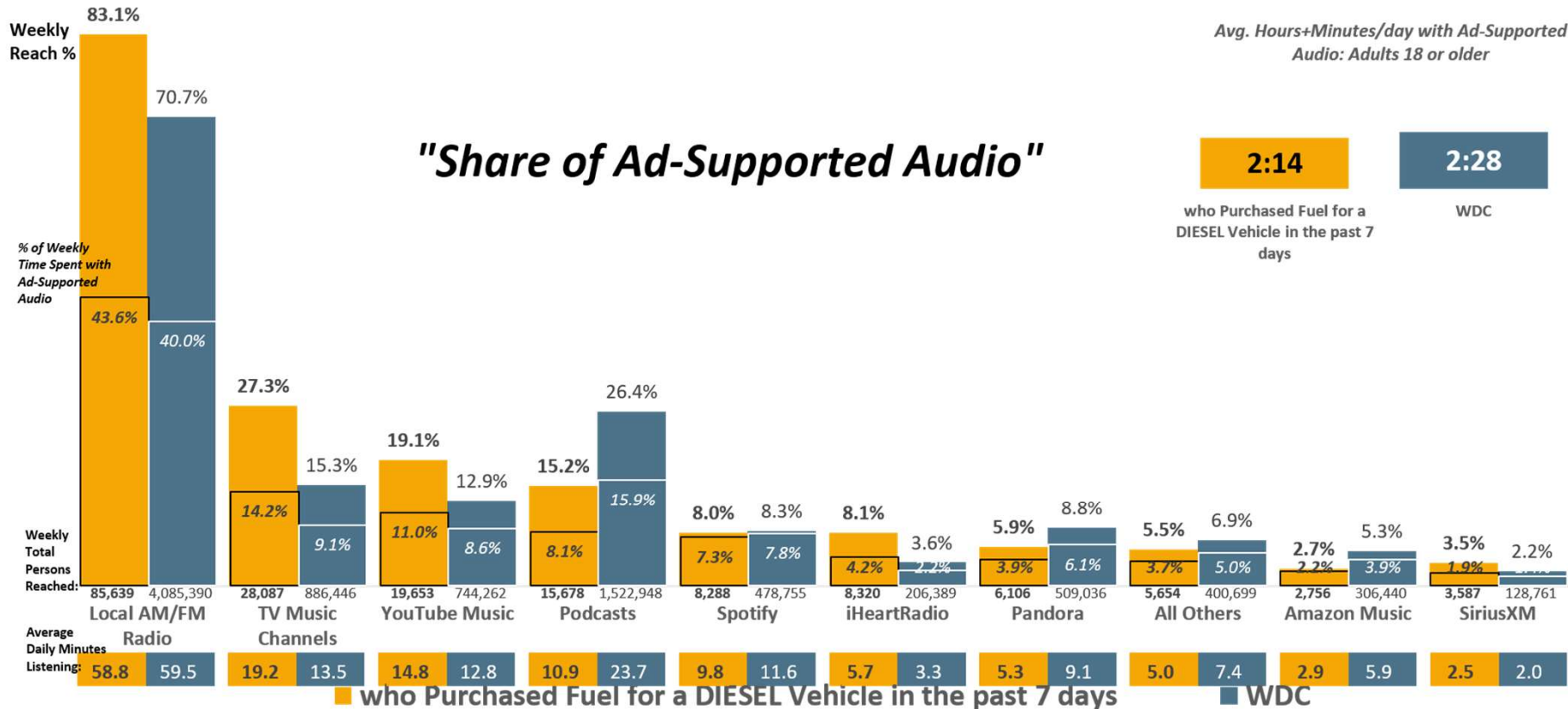


137,439 or 74.3% of Adults 18 or older who Purchased Fuel for a DIESEL Vehicle in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 80.6 minutes every day representing 46.6% of all time spent daily with Ad-Supported Audio.



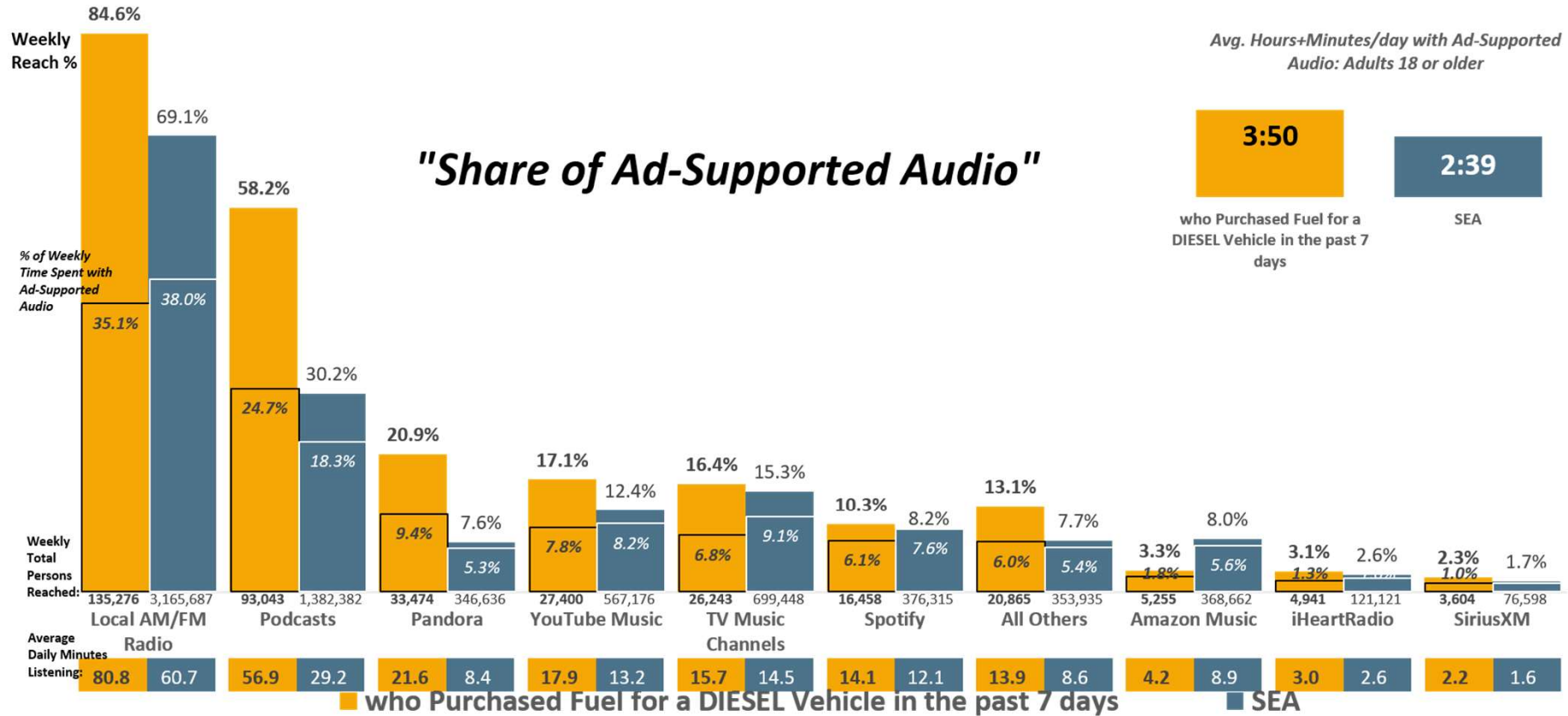


85,639 or 83.1% of Adults 18 or older who Purchased Fuel for a DIESEL Vehicle in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 58.8 minutes every day representing 43.6% of all time spent daily with Ad-Supported Audio.



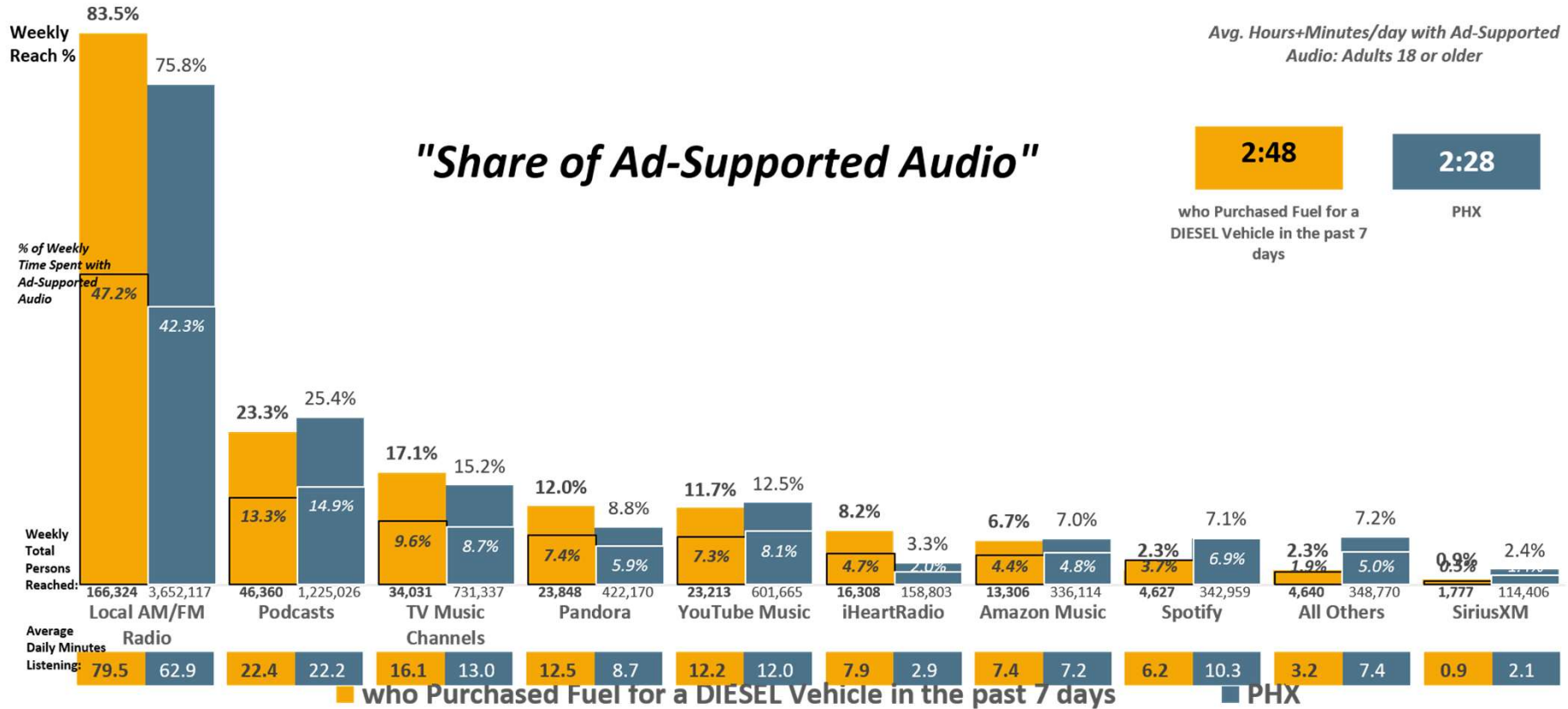


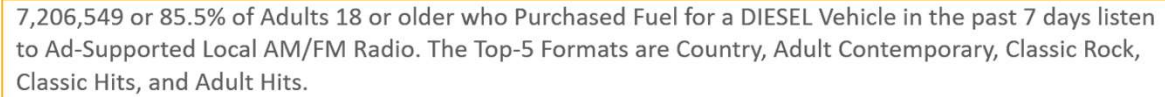
135,276 or 84.6% of Adults 18 or older who Purchased Fuel for a DIESEL Vehicle in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 80.8 minutes every day representing 35.1% of all time spent daily with Ad-Supported Audio.





166,324 or 83.5% of Adults 18 or older who Purchased Fuel for a DIESEL Vehicle in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 79.5 minutes every day representing 47.2% of all time spent daily with Ad-Supported Audio.





	(Average Week)	Total Persons:		
Adult Contemporary	2,055,237	52,827,793	27.6%	
Classical Hits	1,966,608	45,120,534	26.4%	
News/Talk/Information	4,852,307	42,900,487	20.2%	
Country	2,503,077	42,344,983	19.9%	
Pop Contemporary Hit Radio	1,407,525	40,903,880	19.2%	
Classic Rock	1,988,572	40,211,194	18.9%	
Hot AC	1,072,749	19,715,522	14.9%	
Adult Hits	1,172,625	24,484,857	11.5%	
Alternative	1,187,570	24,317,667	11.4%	
All Sports	921,034	22,121,796	10.4%	
Contemporary Christian	588,649	19,245,838	9.0%	
Urban AC	899,498	18,352,311	8.6%	
All News	671,011	15,389,173	7.9%	

■ who Purchased Fuel for a DIESEL Vehicle in the past 7 days
 ■ USA

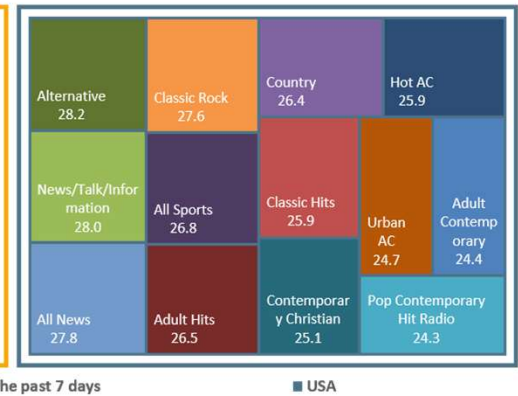
1:27

who Purchased Fuel for a DIESEL Vehicle in the past 7 days

1:09

USA

Avg. Hours+Minutes/day with Local AM/FM Radio: Adults 18 or older

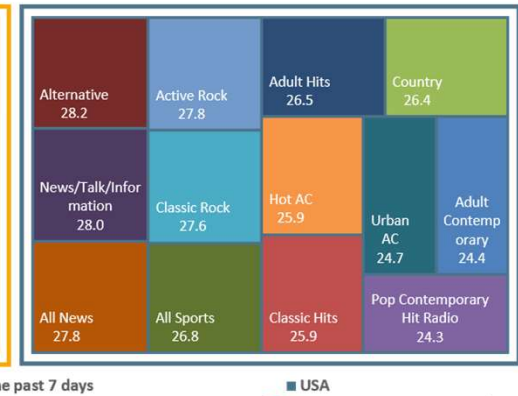


	(Average Week)	Total Persons:	
Adult Contemporary		2,055,237	28.5%
		5,748,747	25.5%
	Classic Hits	1,965,608	27.3%
Country		4,617,030	27.5%
		2,503,077	34.7%
		4,844,985	20.6%
Pop Contemporary Hit Radio		1,407,525	19.5%
		4,000,650	19.9%
	Classic Rock	1,385,372	27.6%
Hot AC		4,021,119	19.6%
		1,072,749	14.9%
		3,119,622	15.5%
Adult Hits		1,577,625	21.9%
		2,434,657	11.9%
	Alternative	1,187,570	16.5%
All Sports		2,437,667	11.9%
		921,034	12.8%
		2,211,751	10.8%
News/Talk/Information		1,405,340	19.5%
		2,110,531	10.3%
	Urban AC	398,498	5.5%
All News		18,392,317	9.0%
		671,011	9.3%
		15,389,172	7.6%
Active Rock		750,216	10.4%
		1,412,652	6.9%

who Purchased Fuel for a DIESEL Vehicle in the past 7 days
USA

1:23
1:03

who Purchased Fuel for a DIESEL Vehicle in the past 7 days
USA



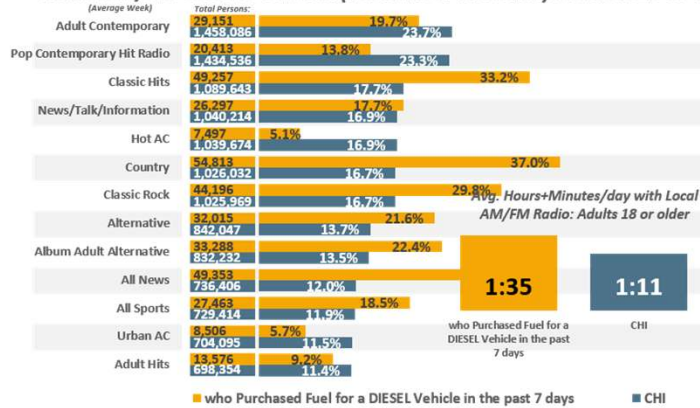
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[[Detailed occupation codes: Transportation and Material Moving (H4) Detailed occupation code: Farming, Fishing, and Forestry or Detailed occupation code: Construction and Extraction or Make/model of any vehicle (HHLD): DODGE RAM 2500 or Make/model of any vehicle (HHLD): DODGE RAM 3500 or Make/model of any vehicle (HHLD): FORD F250 or Make/model of any vehicle (HHLD): FORD F350 or Make/model of any vehicle (HHLD): GMC Sierra or Make/model of any vehicle (HHLD: RAM 2500) And (Total miles traveled in car, van, truck or bus past 7 days: 200 miles or more)]]

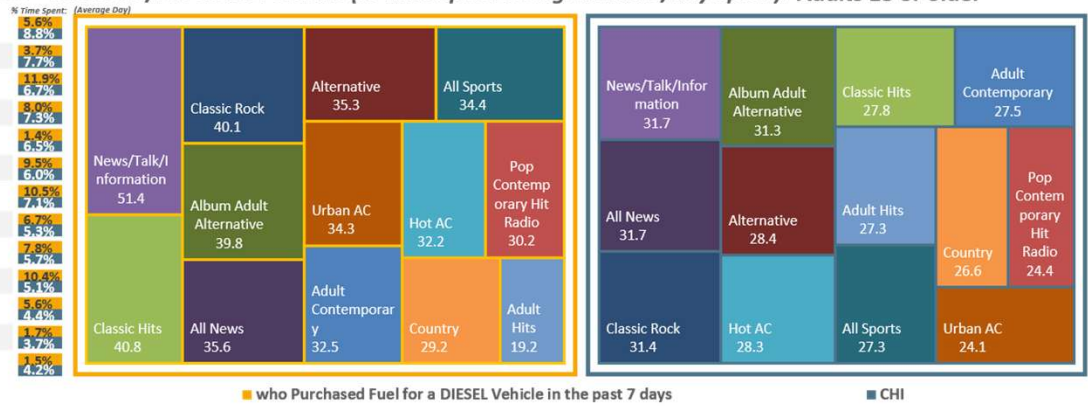


137,439 or 74.3% of Adults 18 or older who Purchased Fuel for a DIESEL Vehicle in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, All News, Classic Hits, Classic Rock, and Album Adult Alternative.

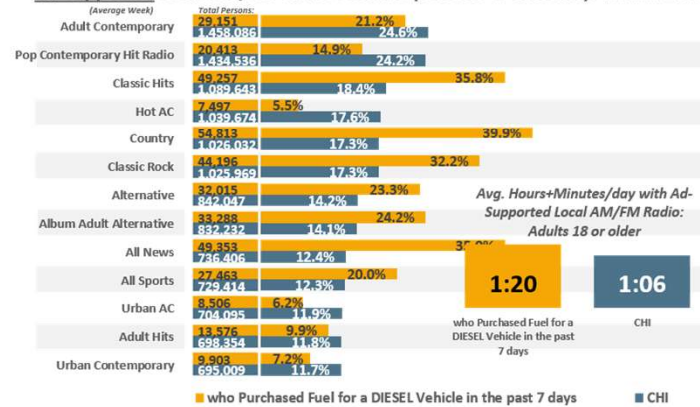
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



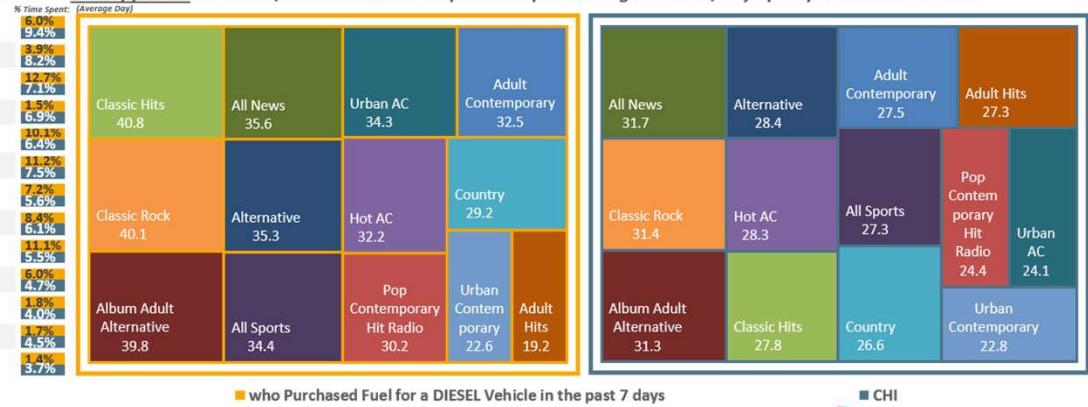
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

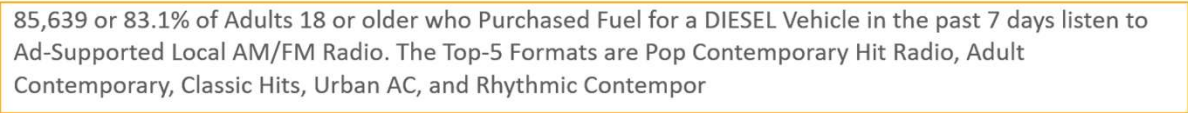


Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older

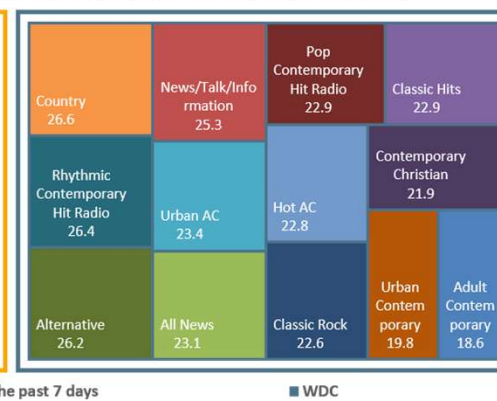
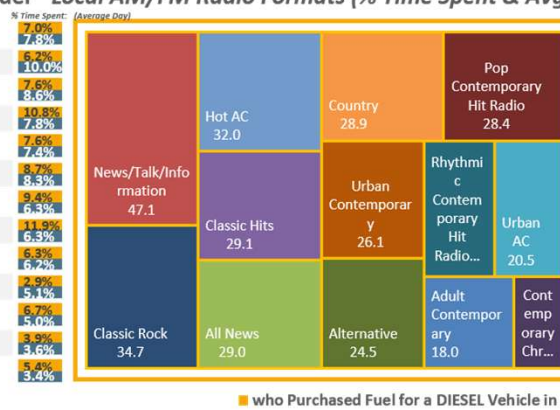


Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

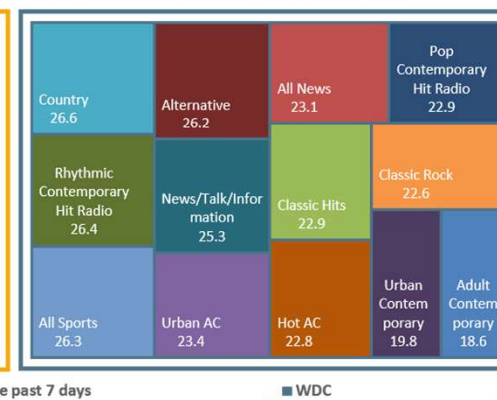
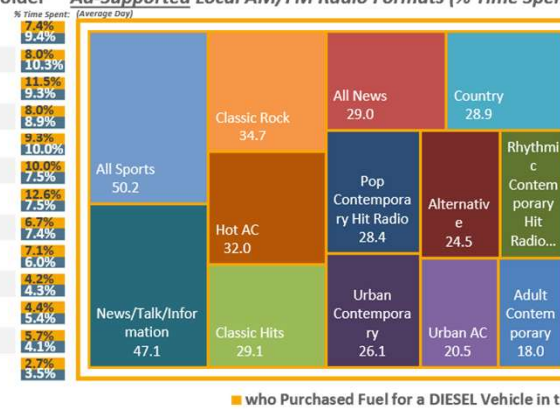




Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



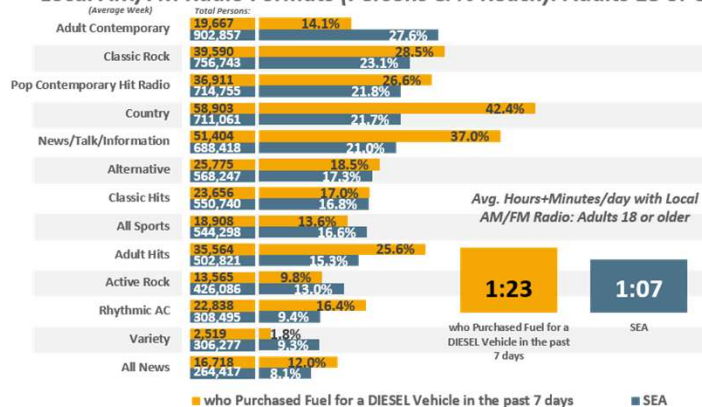
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(Detailed occupation codes: Transportation and Material Moving OR Detailed occupation codes: Construction and Extraction OR Make/model of any vehicle (HHLD); DODGE RAM 2500 OR Make/model of any vehicle (HHLD); DODGE RAM 3500 OR Make/model of any vehicle (HHLD); FORD F350 OR Make/model of any vehicle (HHLD); GMC SIERRA OR Make/model of any vehicle (HHLD); RAM 2500 AND Total miles traveled in car, van, truck or bus, past 7 days; 200 miles or more!!!

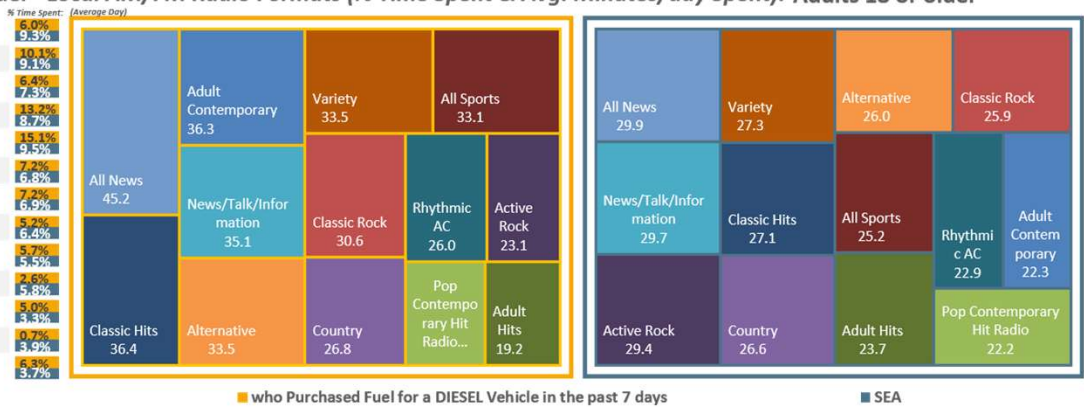


135,276 or 84.6% of Adults 18 or older who Purchased Fuel for a DIESEL Vehicle in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, News/Talk/Information, Classic Rock, Pop Contemporary Hit Radio, and Adult Hits.

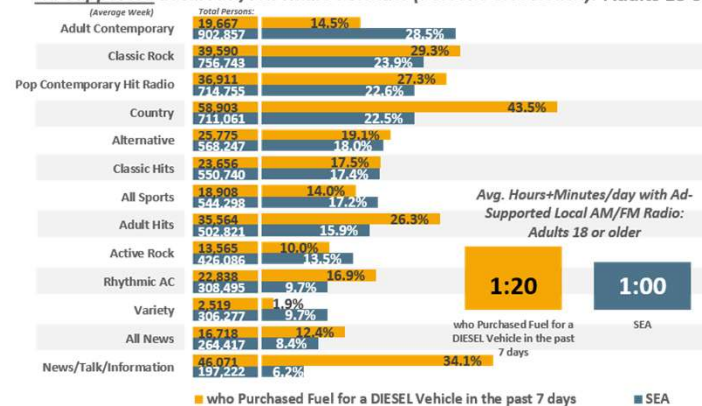
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



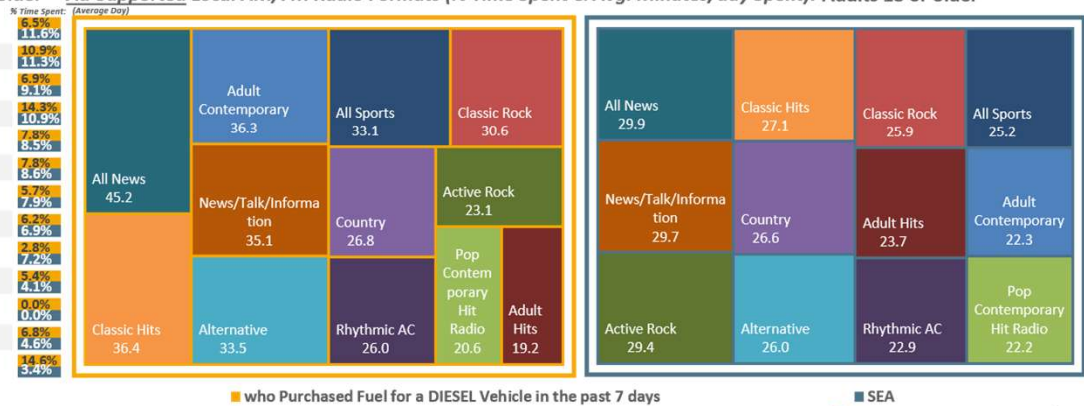
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



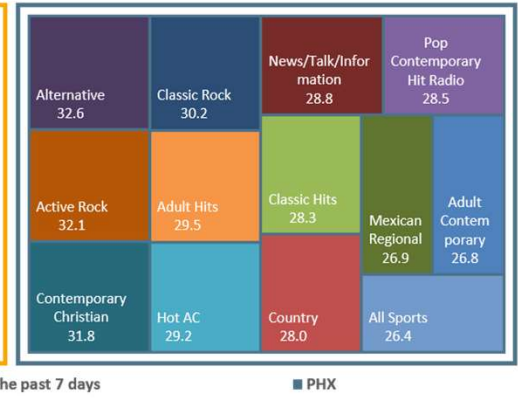
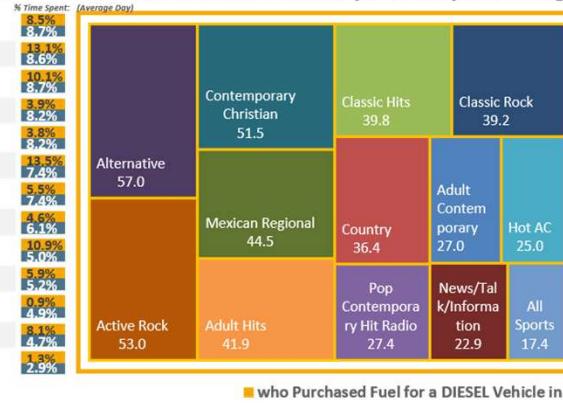
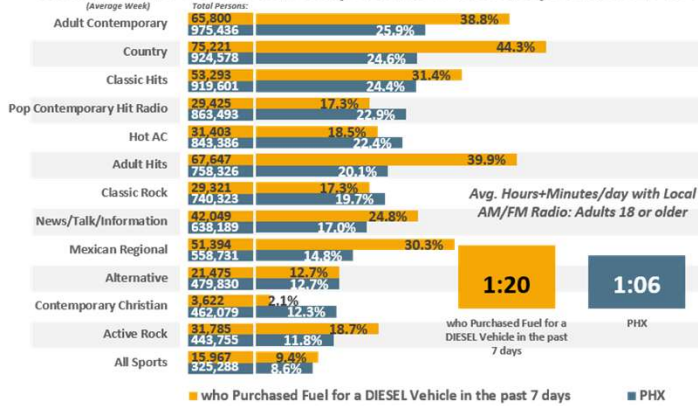
Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



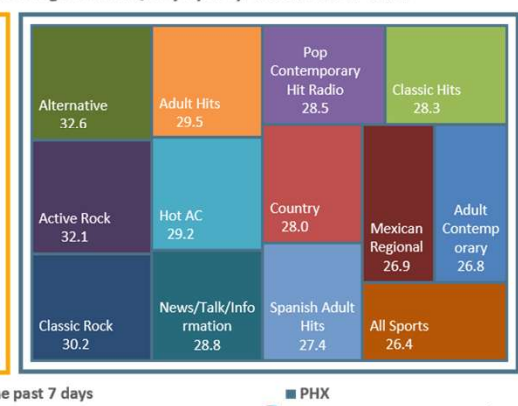
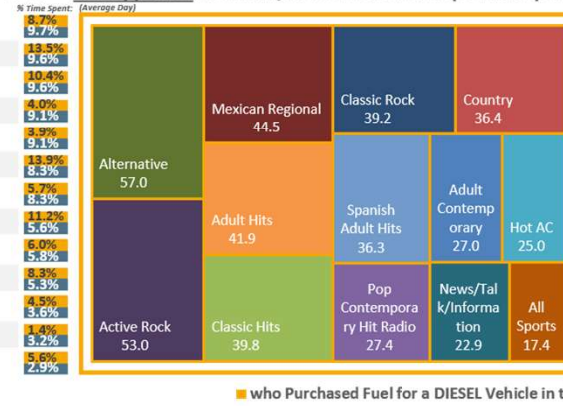
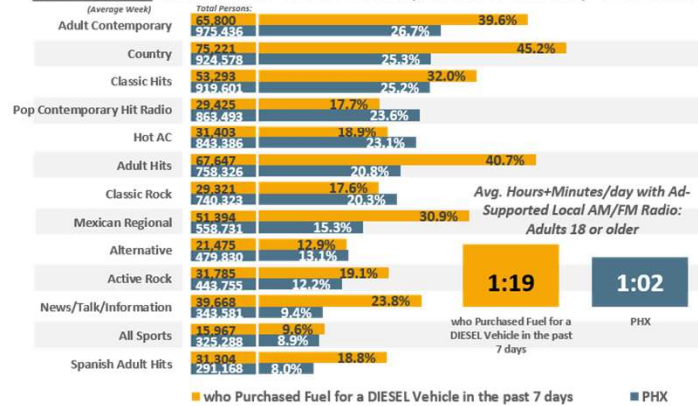


166,324 or 83.5% of Adults 18 or older who Purchased Fuel for a DIESEL Vehicle in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Adult Hits, Adult Contemporary, Classic Hits, and Mexican Regional.

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



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



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 62
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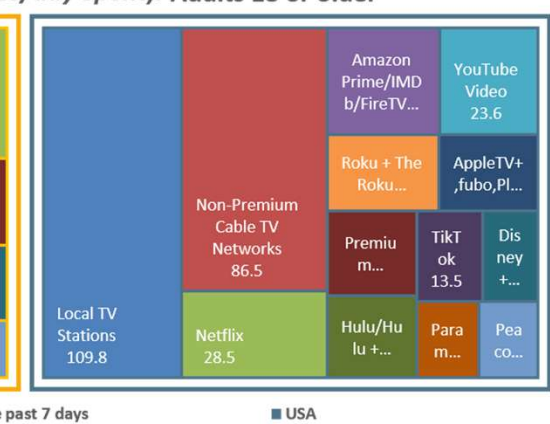
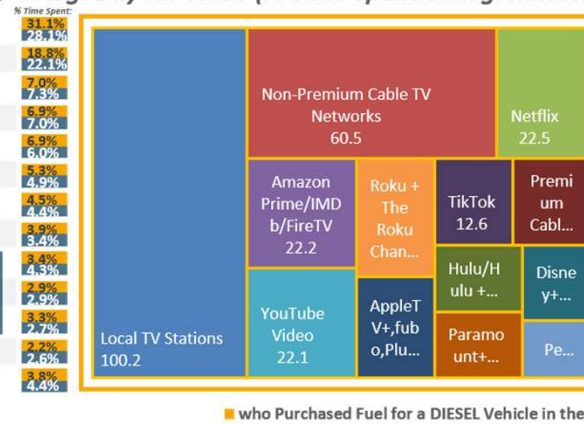
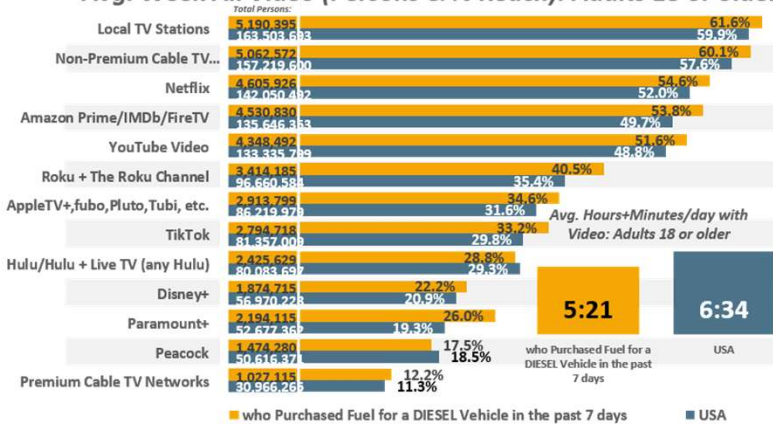
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5,141,423 or 61.% of Adults 18 or older who Purchased Fuel for a DIESEL Vehicle in the past 7 days watch Ad-Supported Local TV Stations for an average of 97.2 minutes every day representing 37.% of all time spent daily with Ad-Supported Video.

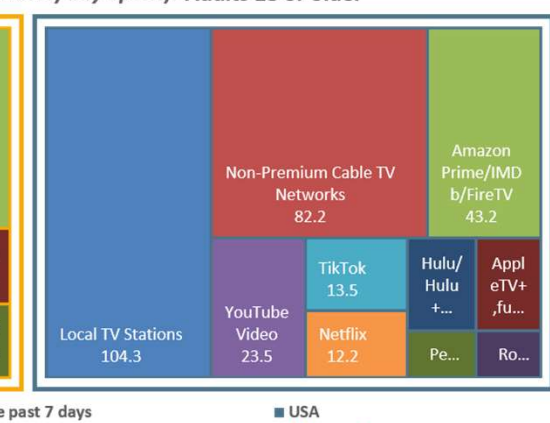
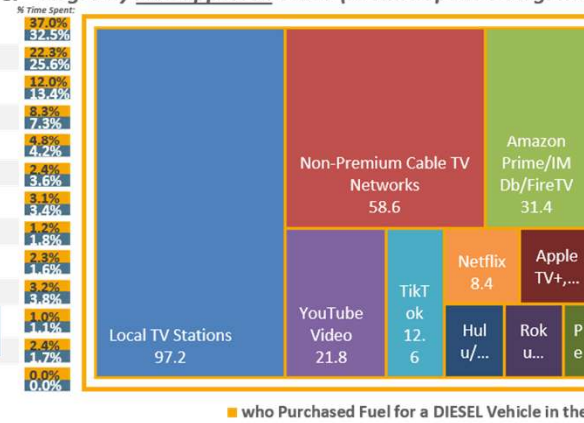
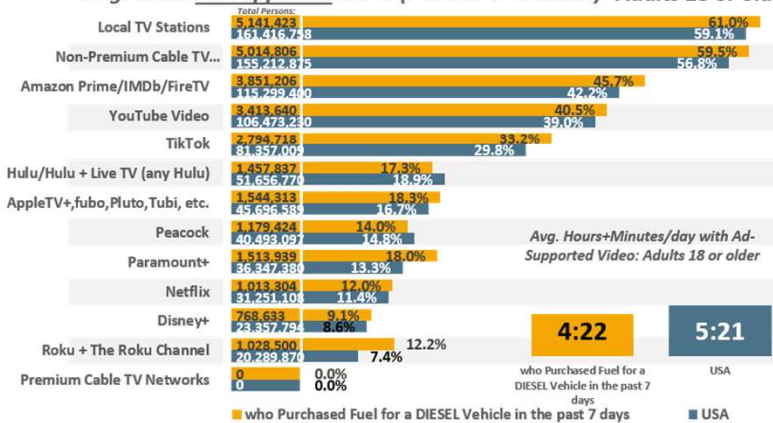
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

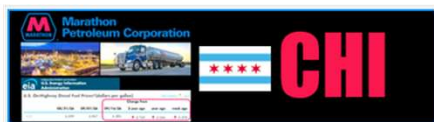
Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 555
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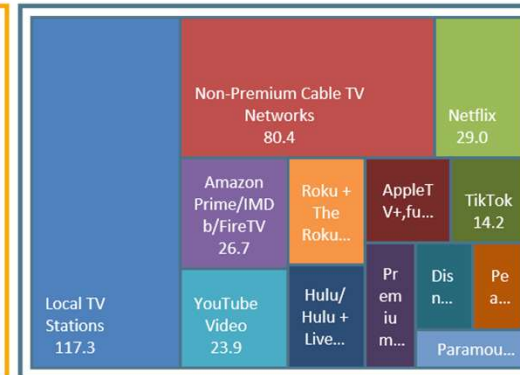
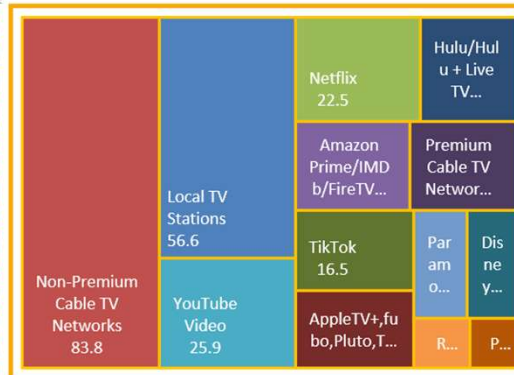
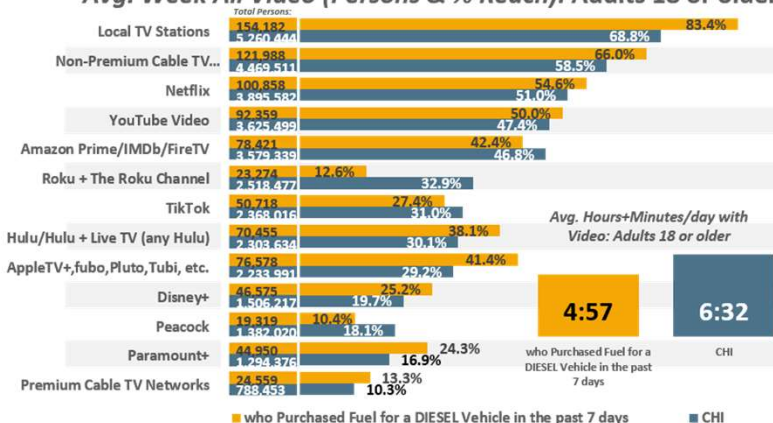
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153,749 or 83.2% of Adults 18 or older who Purchased Fuel for a DIESEL Vehicle in the past 7 days watch Ad-Supported Local TV Stations for an average of 55.3 minutes every day representing 22.4% of all time spent daily with Ad-Supported Video.

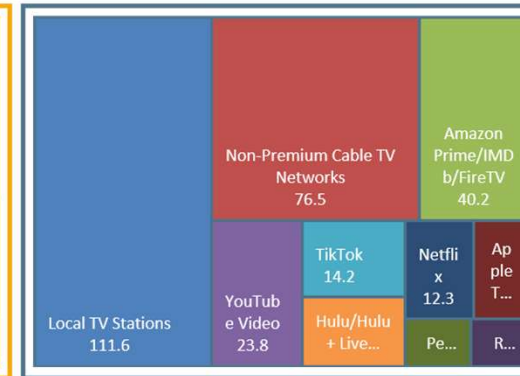
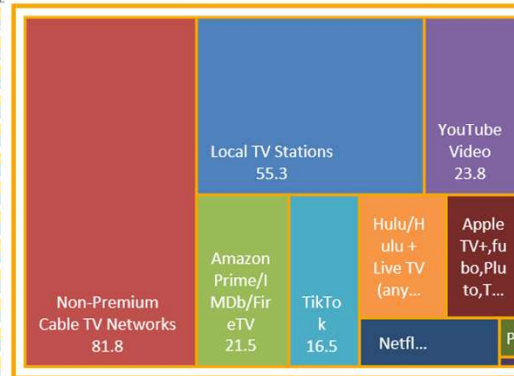
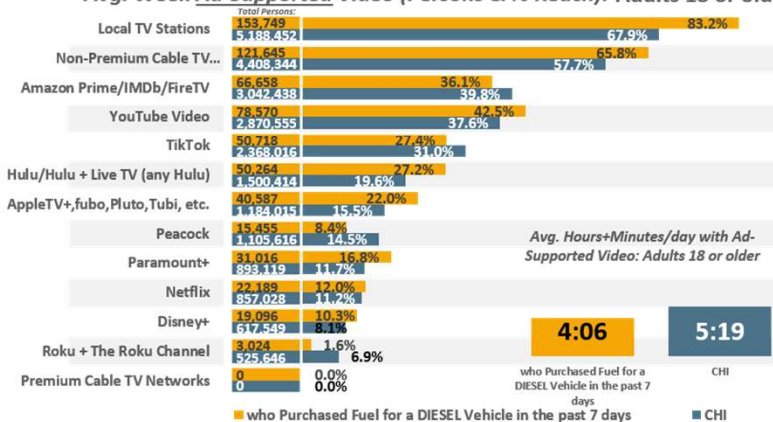
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 69
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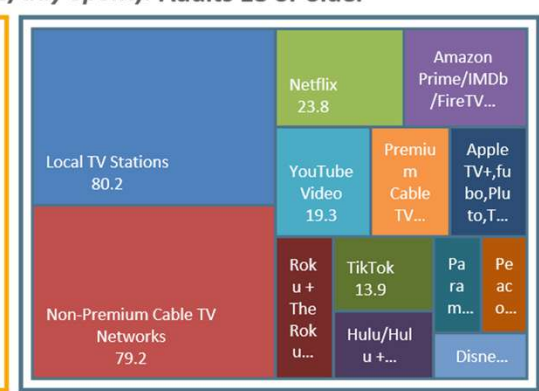
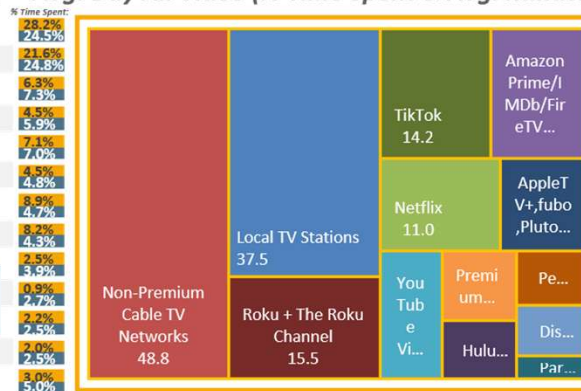
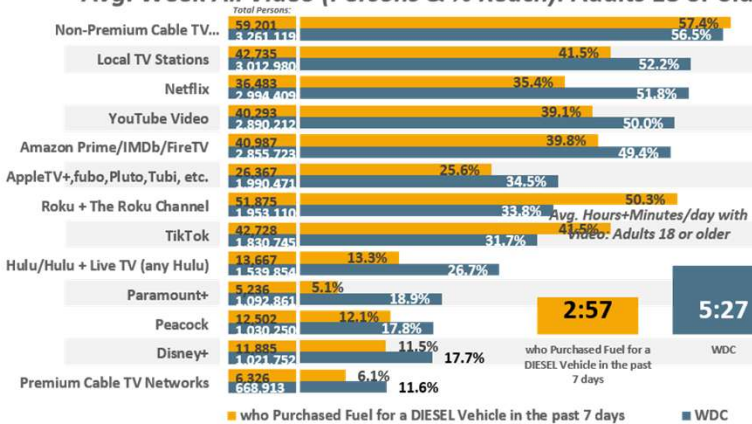
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42,160 or 40.9% of Adults 18 or older who Purchased Fuel for a DIESEL Vehicle in the past 7 days watch Ad-Supported Local TV Stations for an average of 36.7 minutes every day representing 25.0% of all time spent daily with Ad-Supported Video.

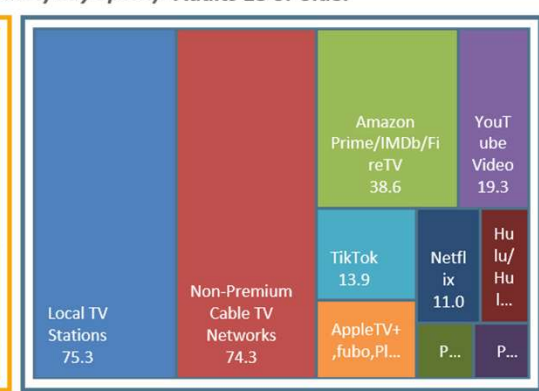
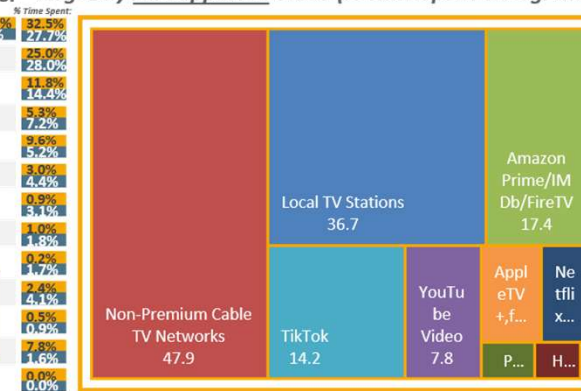
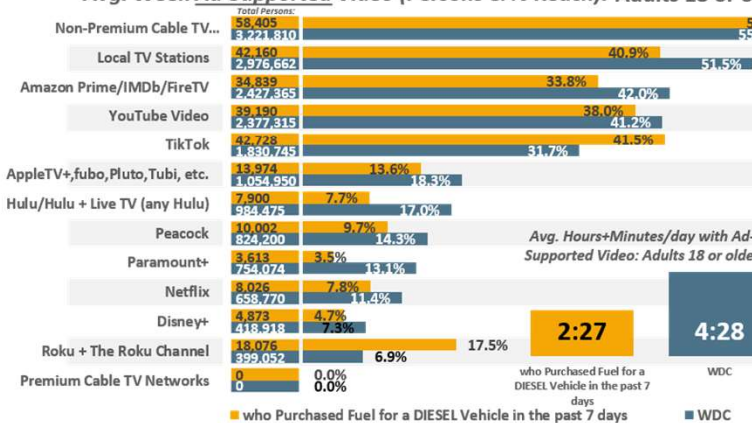
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 104
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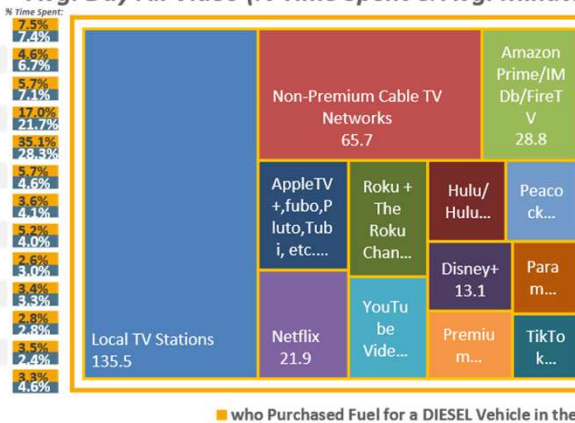
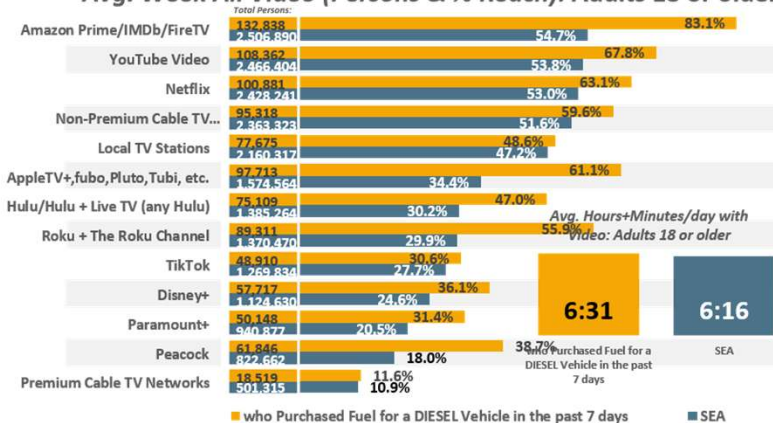
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76,844 or 48.1% of Adults 18 or older who Purchased Fuel for a DIESEL Vehicle in the past 7 days watch Ad-Supported Local TV Stations for an average of 129.6 minutes every day representing 40.1% of all time spent daily with Ad-Supported Video.

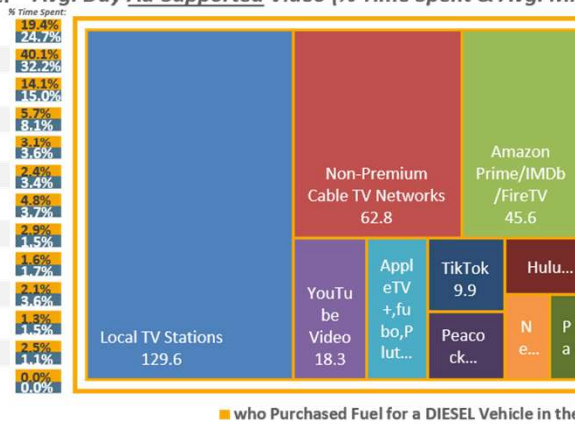
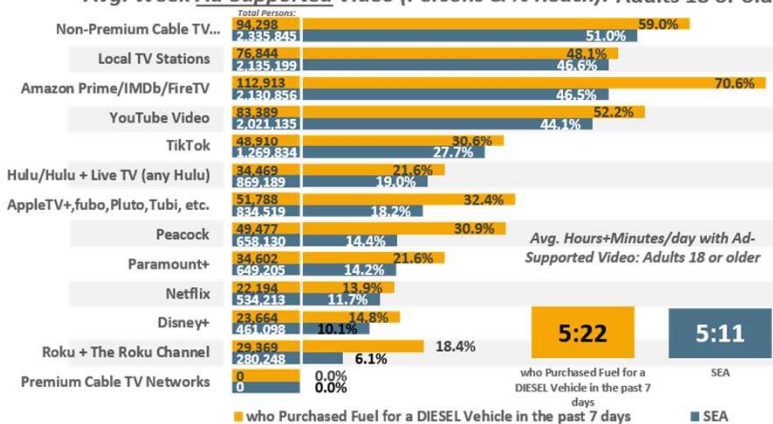
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 80
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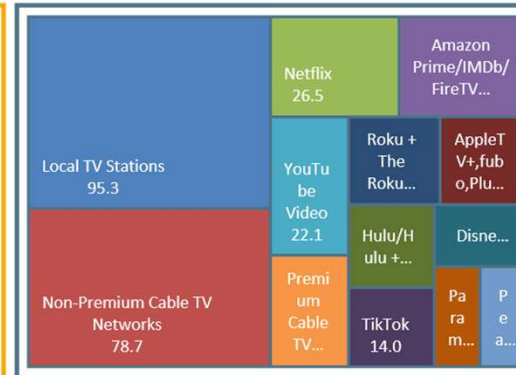
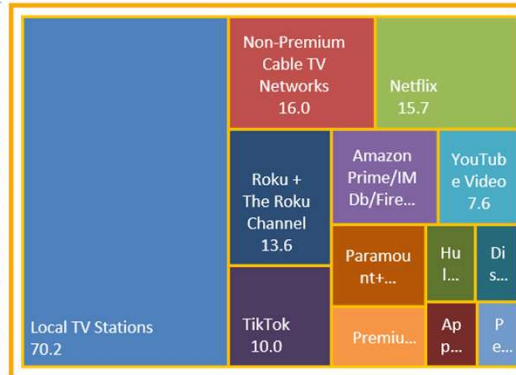
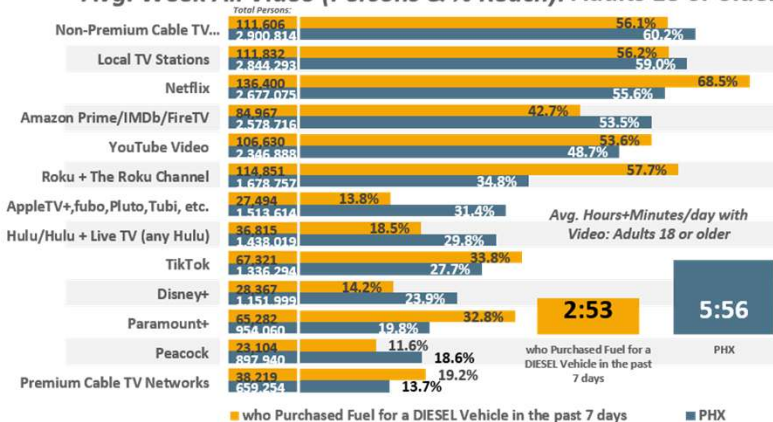
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110,920 or 55.7% of Adults 18 or older who Purchased Fuel for a DIESEL Vehicle in the past 7 days watch Ad-Supported Local TV Stations for an average of 69.5 minutes every day representing 50.5% of all time spent daily with Ad-Supported Video.

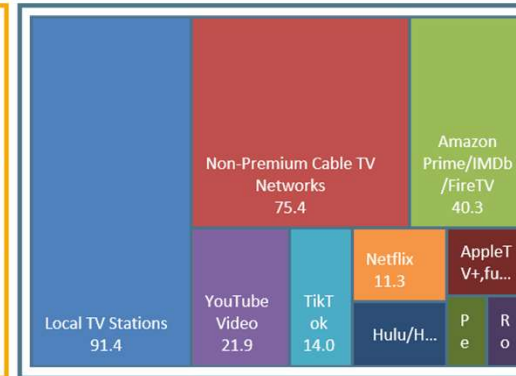
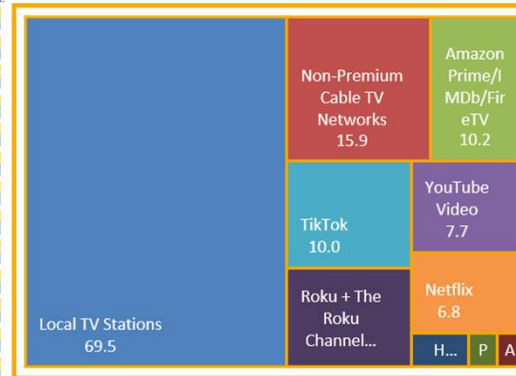
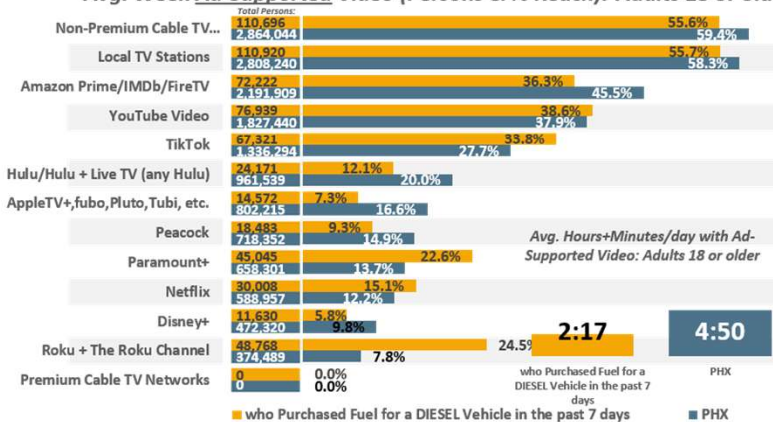
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 62
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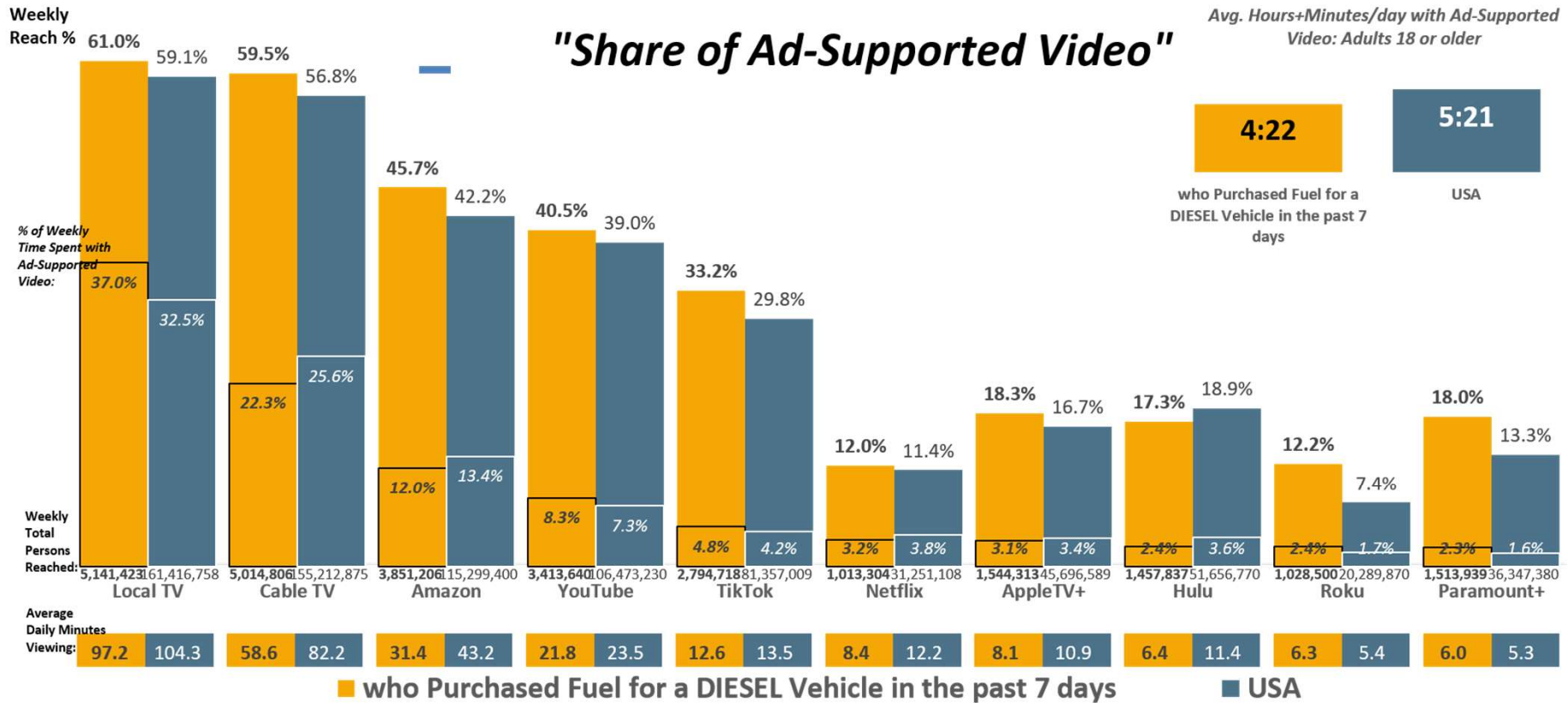
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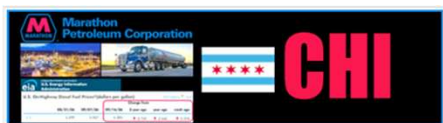
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5,141,423 or 61.1% of Adults 18 or older who Purchased Fuel for a DIESEL Vehicle in the past 7 days watch Ad-Supported Local TV Stations for an average of 97.2 minutes every day representing 37.0% of all time spent daily with Ad-Supported Video.

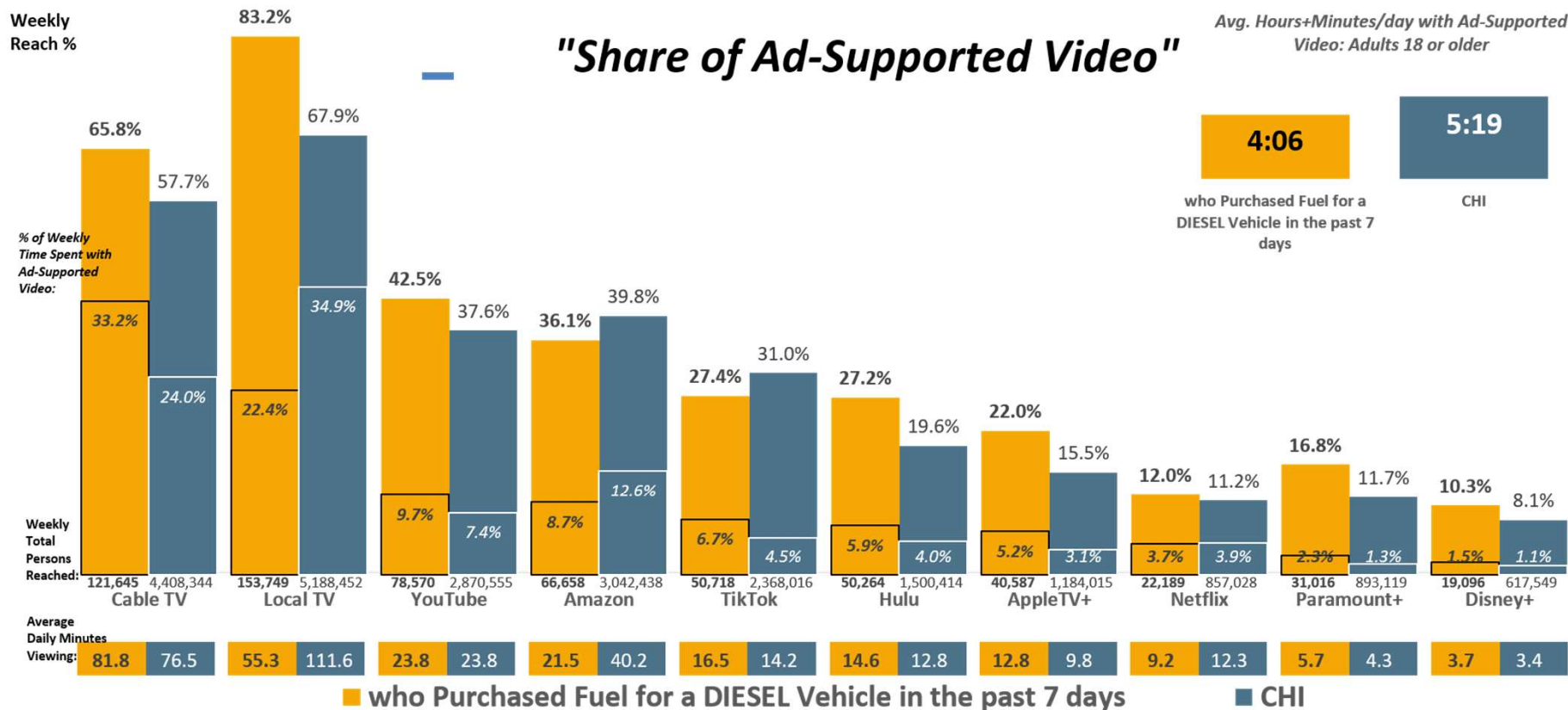
"Share of Ad-Supported Video"





153,749 or 83.2% of Adults 18 or older who Purchased Fuel for a DIESEL Vehicle in the past 7 days watch Ad-Supported Local TV Stations for an average of 55.3 minutes every day representing 22.4% of all time spent daily with Ad-Supported Video.

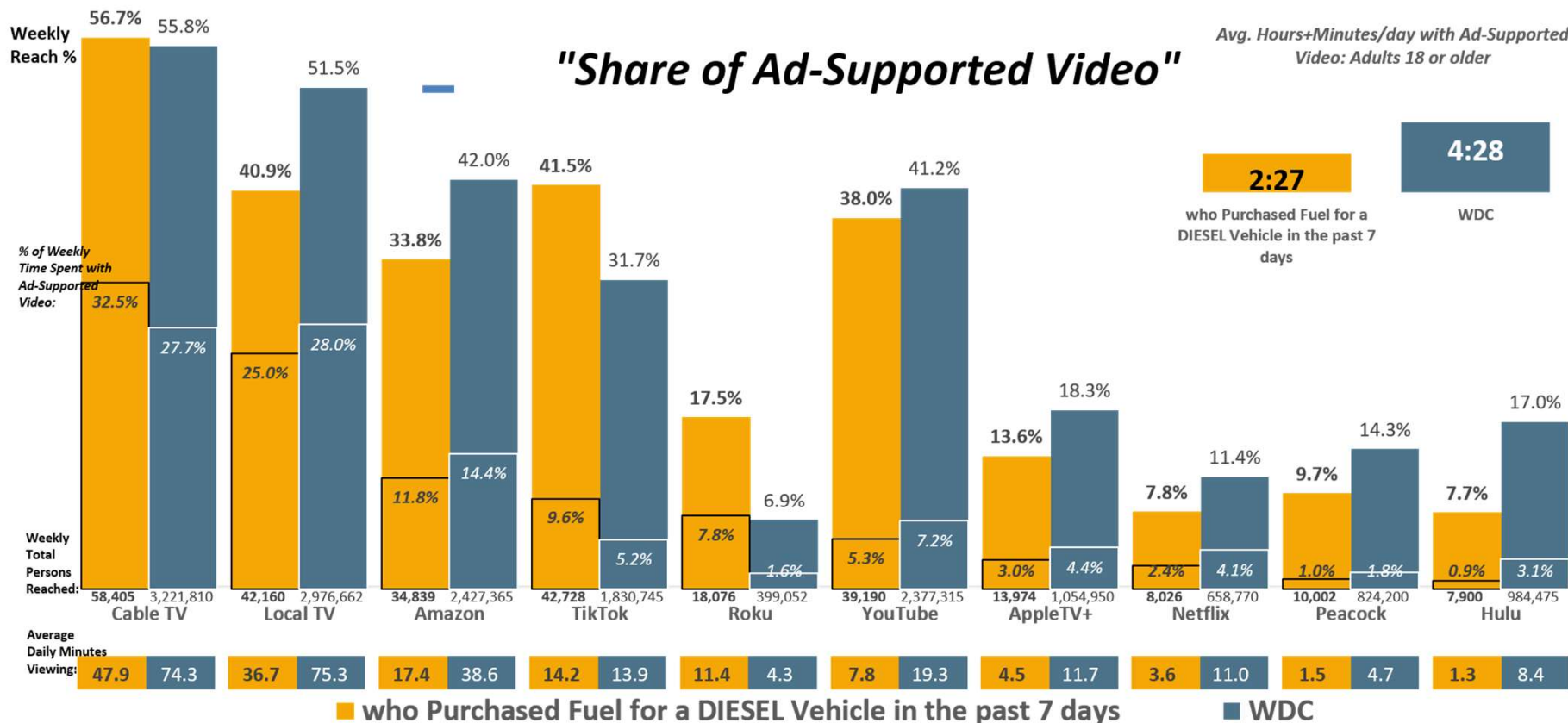
"Share of Ad-Supported Video"





42,160 or 40.9% of Adults 18 or older who Purchased Fuel for a DIESEL Vehicle in the past 7 days watch Ad-Supported Local TV Stations for an average of 36.7 minutes every day representing 25.0% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"



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

2:27

who Purchased Fuel for a DIESEL Vehicle in the past 7 days

4:28

WDC

■ who Purchased Fuel for a DIESEL Vehicle in the past 7 days

■ WDC

WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 104 WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 5,703
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[[[Detailed occupation codes: Transportation and Material Moving OR Detailed occupation codes: Farming, Fishing, and Forestry OR Detailed occupation codes: Construction and Extraction OR Make/model of any vehicle (HHLD): DODGE RAM 2500 OR Make/model of any vehicle (HHLD): DODGE RAM 3500 OR Make/model of any vehicle (HHLD): FORD F250 OR Make/model of any vehicle (HHLD): FORD F350 OR Make/model of any vehicle (HHLD): GMC SIERRA OR Make/model of any vehicle (HHLD): RAM 2500) AND (Total miles traveled in car, van, truck or bus past 7 days: 200 miles or more)]]]

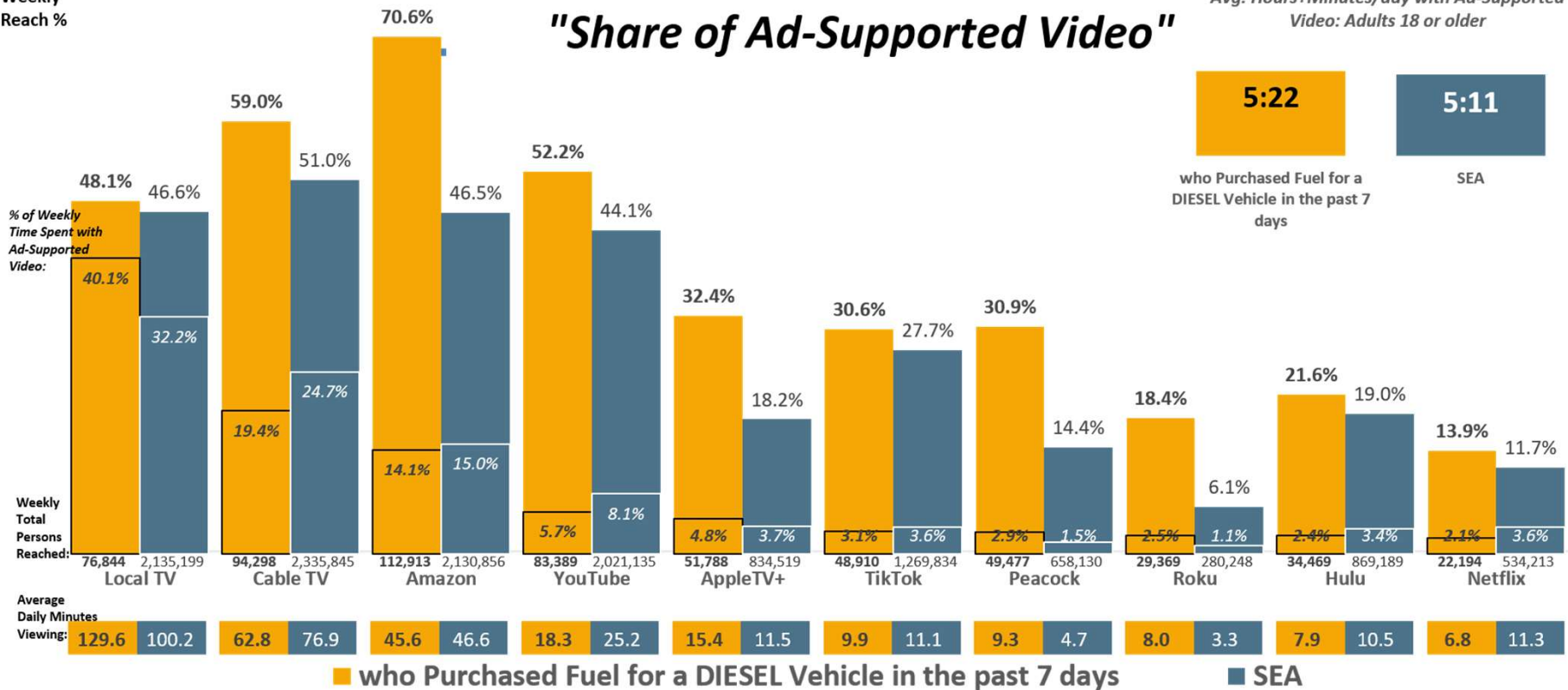


76,844 or 48.1% of Adults 18 or older who Purchased Fuel for a DIESEL Vehicle in the past 7 days watch Ad-Supported Local TV Stations for an average of 129.6 minutes every day representing 40.1% of all time spent daily with Ad-Supported Video.

Weekly
Reach %

"Share of Ad-Supported Video"

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



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 80 SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 3,887
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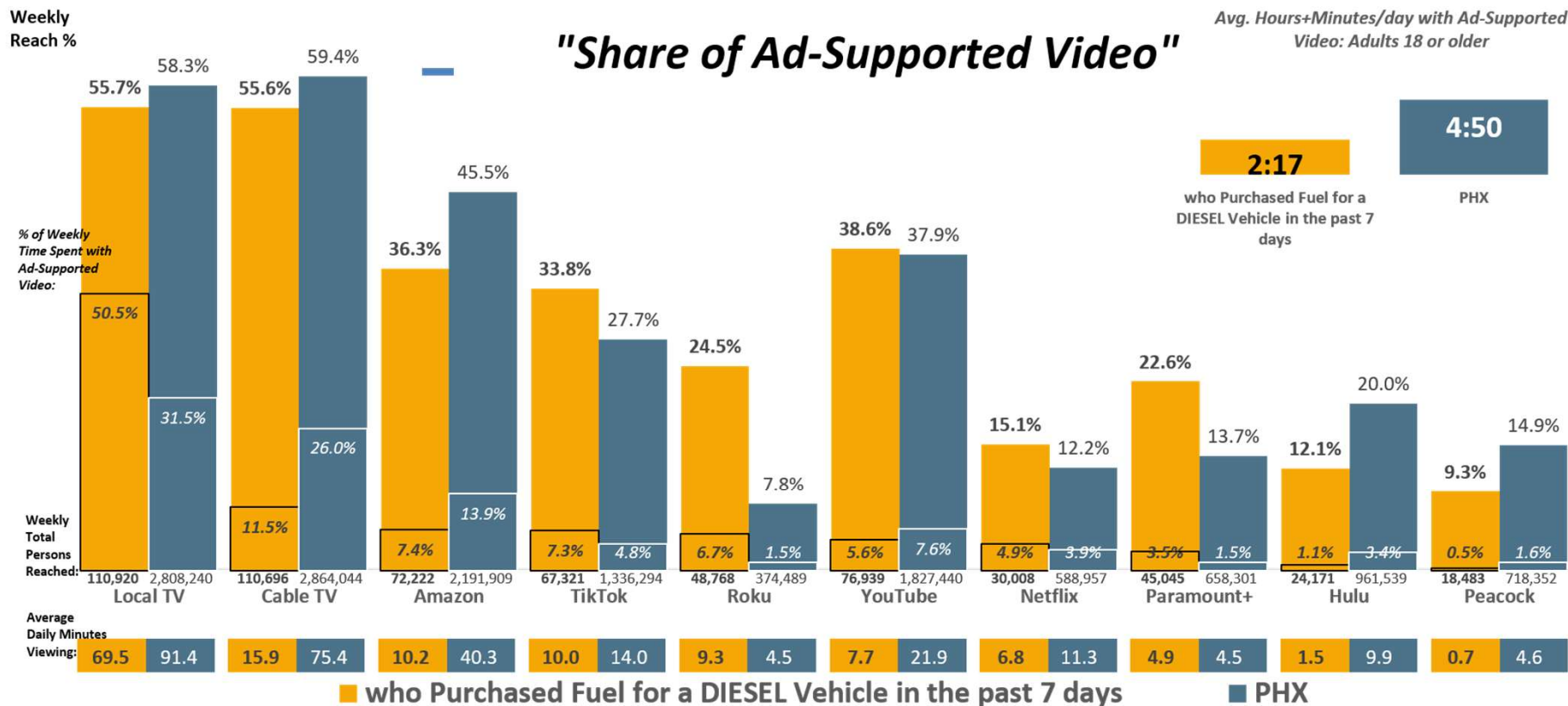
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110,920 or 55.7% of Adults 18 or older who Purchased Fuel for a DIESEL Vehicle in the past 7 days watch Ad-Supported Local TV Stations for an average of 69.5 minutes every day representing 50.5% of all time spent daily with Ad-Supported Video.

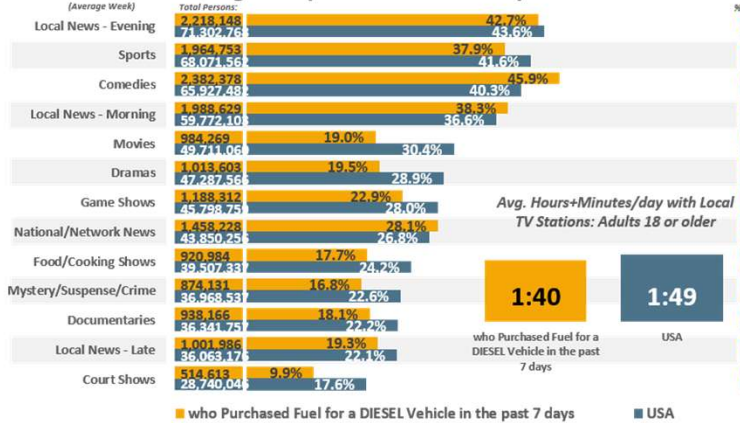
"Share of Ad-Supported Video"



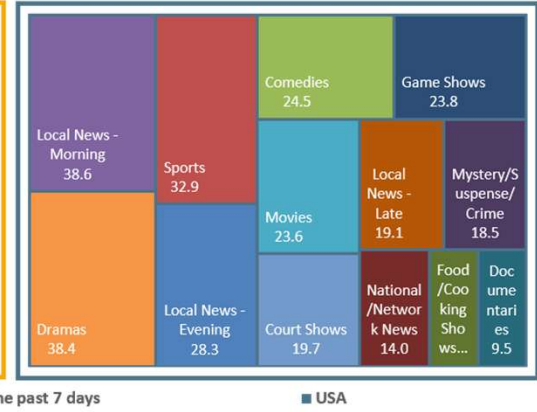
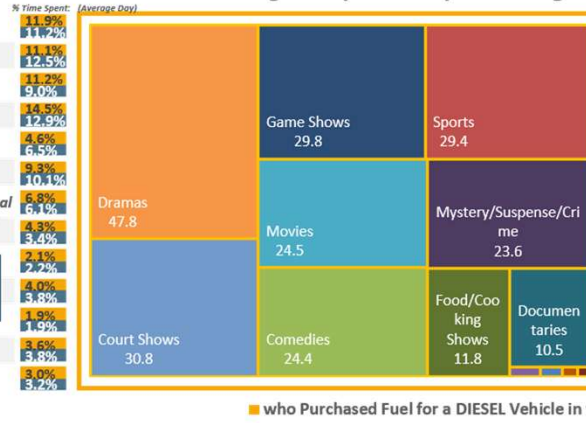


5,141,423 or 61.% of Adults 18 or older who Purchased Fuel for a DIESEL Vehicle in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Local News - Evening, Local News - Morning, Sports, National/Network News, and Game S

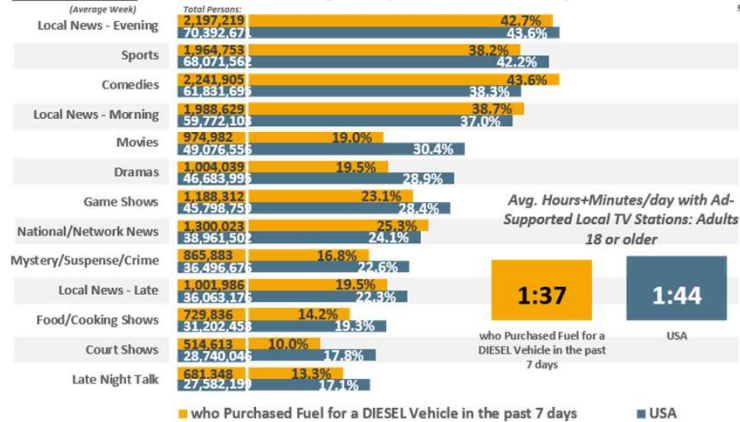
Local TV Station Programs (Persons & % Reach): Adults 18 or older



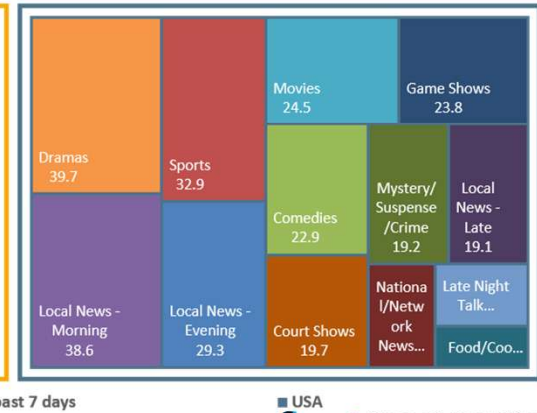
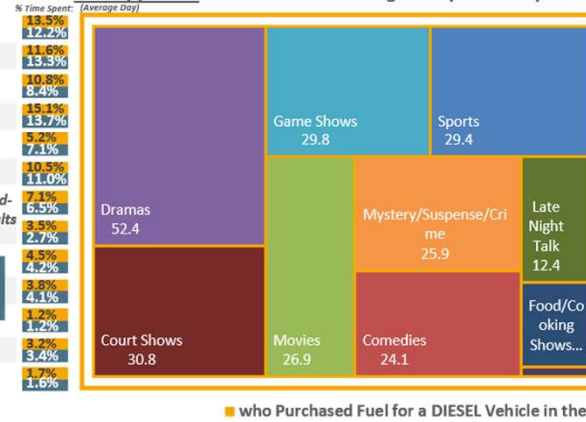
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 555
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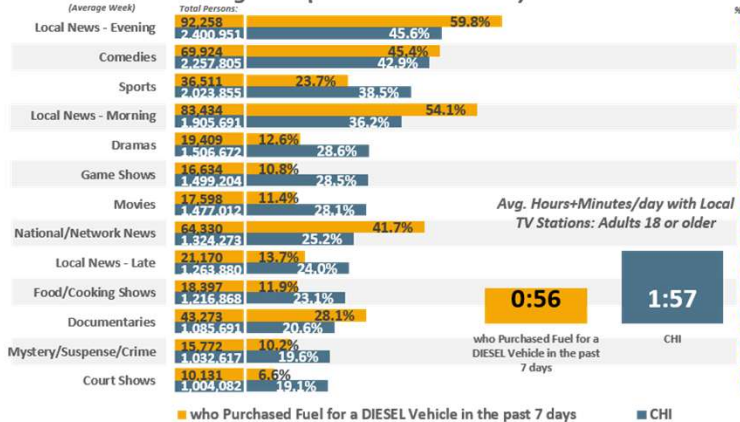
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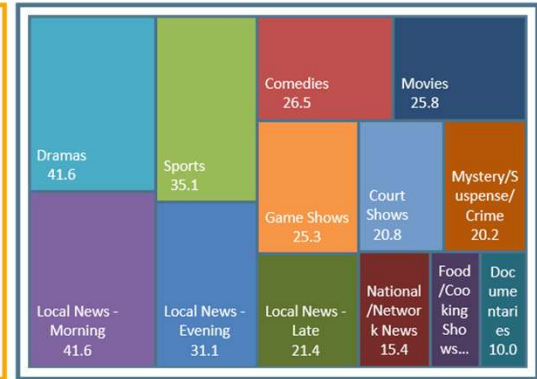
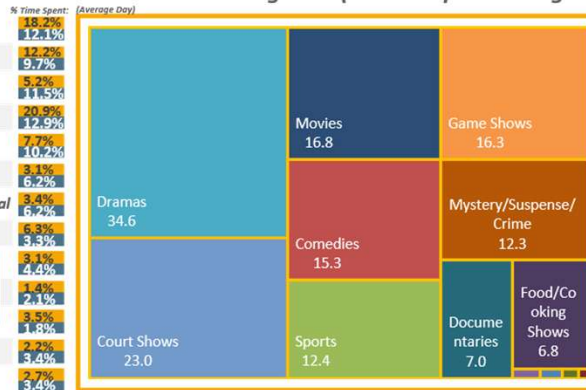


153,749 or 83.2% of Adults 18 or older who Purchased Fuel for a DIESEL Vehicle in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Local News - Morning, Comedies, National/Network News, Sports, and Local N

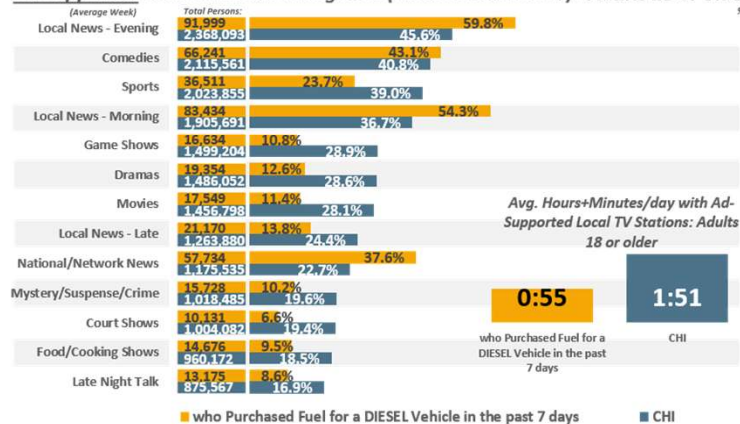
Local TV Station Programs (Persons & % Reach): Adults 18 or older



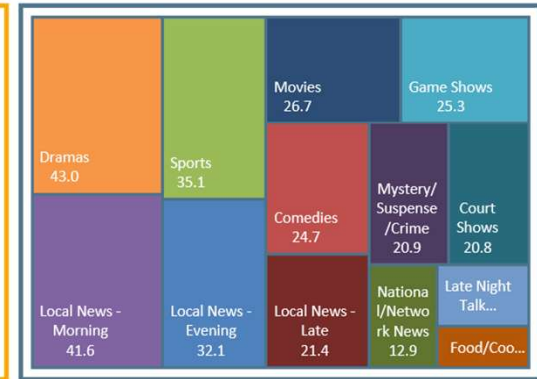
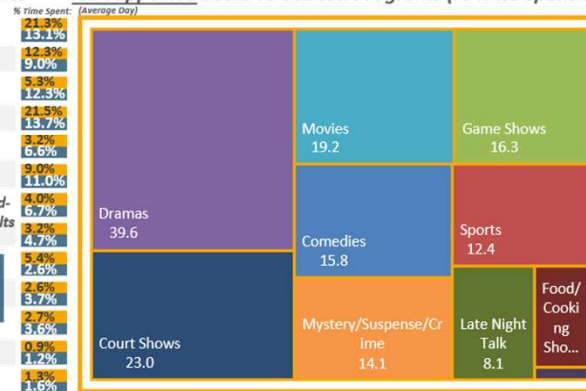
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



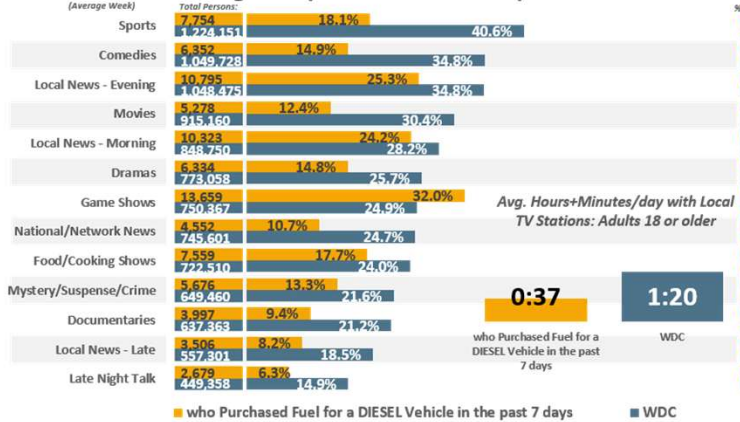
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



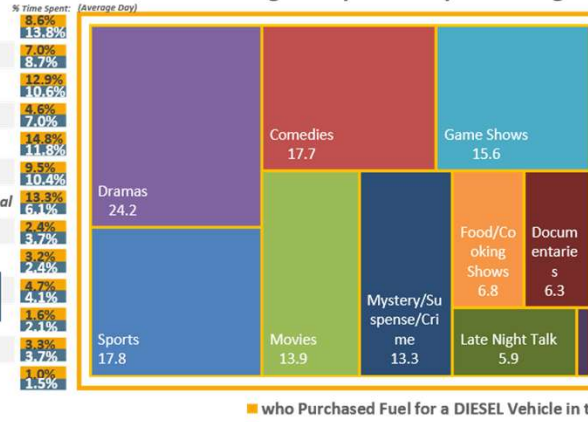


42,160 or 40.9% of Adults 18 or older who Purchased Fuel for a DIESEL Vehicle in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Game Shows, Local News - Evening, Local News - Morning, Sports, Dramas, and Food/Cooking Shows.

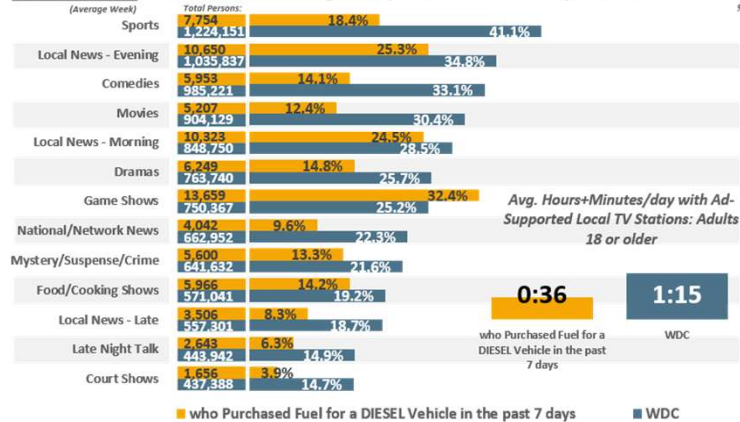
Local TV Station Programs (Persons & % Reach): Adults 18 or older



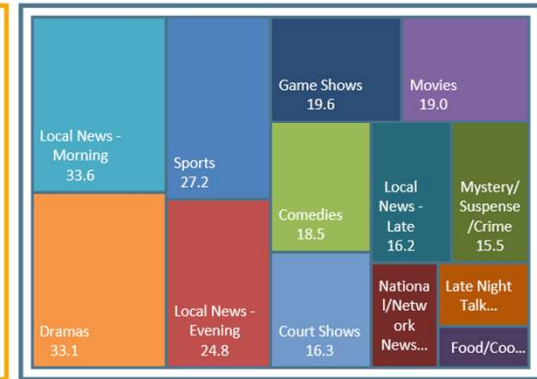
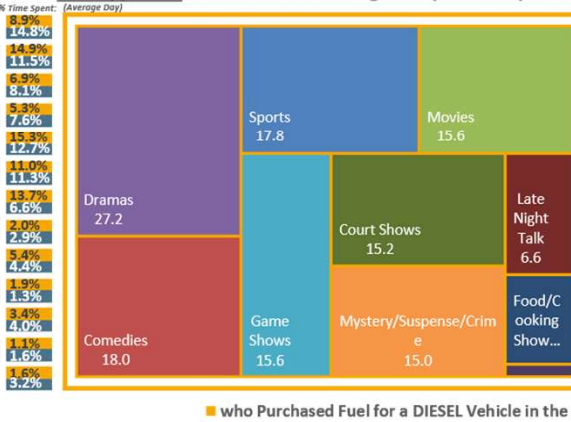
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



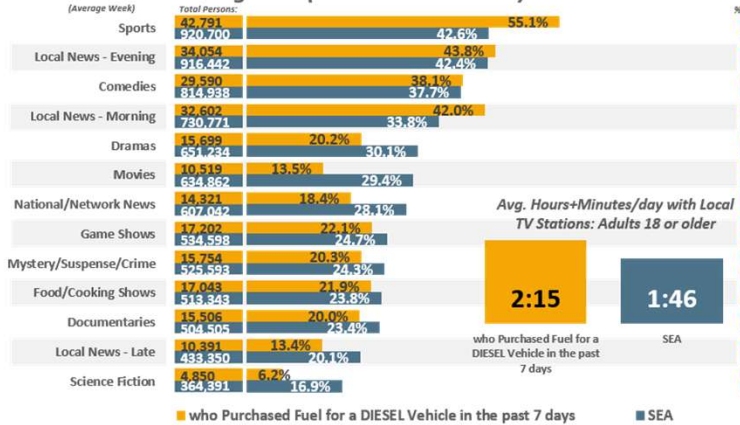
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



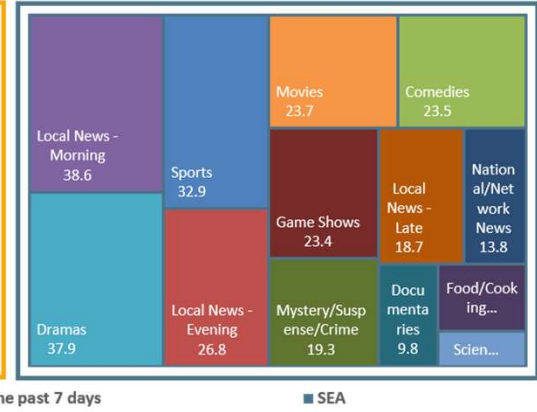
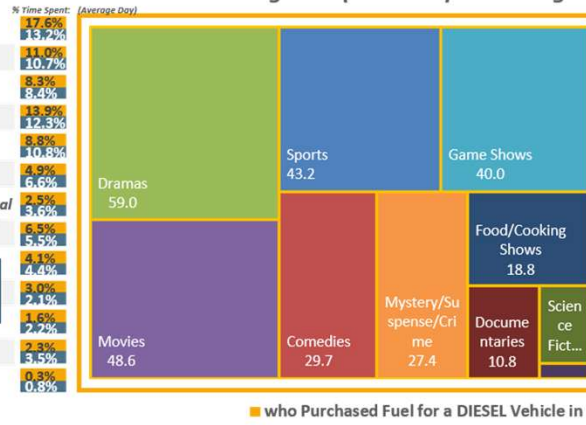


76,844 or 48.1% of Adults 18 or older who Purchased Fuel for a DIESEL Vehicle in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, Game Shows, and Mystery/Suspense/Cr

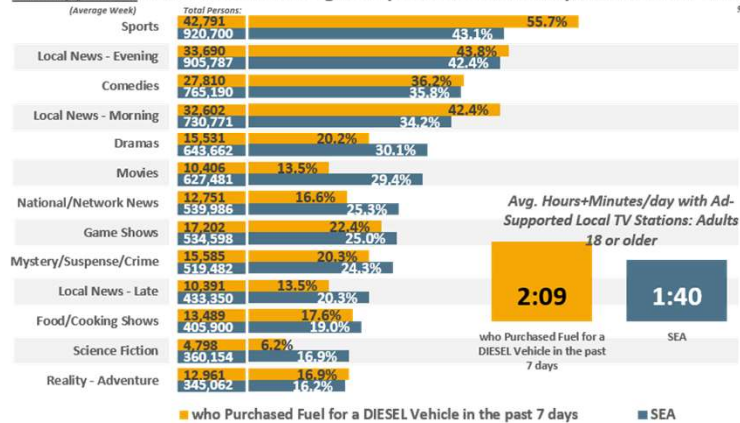
Local TV Station Programs (Persons & % Reach): Adults 18 or older



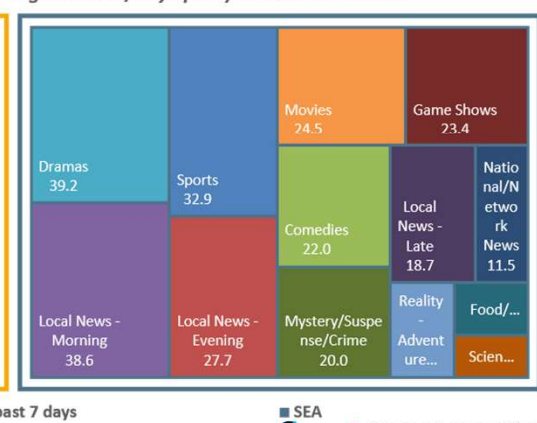
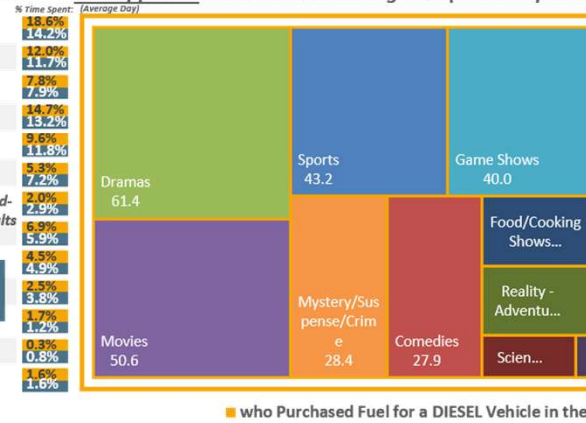
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 80
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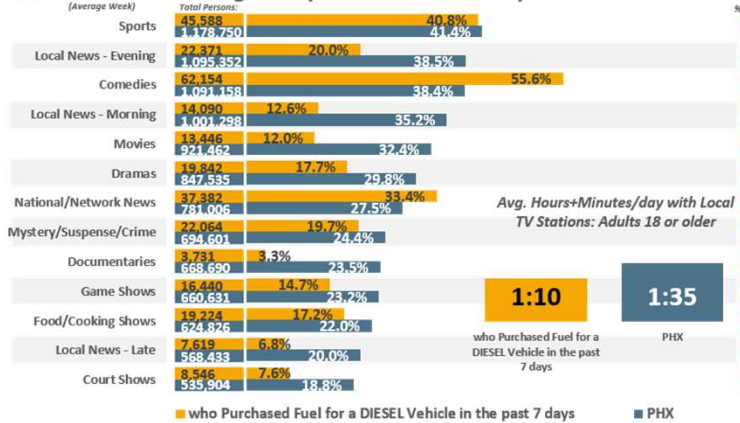
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[[[Detailed occupation codes: Transportation and Material Moving OR Detailed occupation codes: Farming, Fishing, and Forestry OR Detailed occupation codes: Construction and Extraction OR Make/model of any vehicle (HHLD): DODGE RAM 2500 OR Make/model of any vehicle (HHLD): DODGE RAM 3500 OR Make/model of any vehicle (HHLD): FORD F250 OR Make/model of any vehicle (HHLD): FORD F350 OR Make/model of any vehicle (HHLD): GMC SIERRA OR Make/model of any vehicle (HHLD): RAM 2500) AND (Total miles traveled in car, van, truck or bus past 7 days: 200 miles or more)]]]

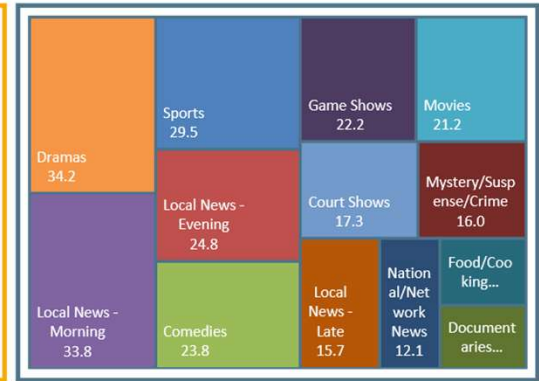
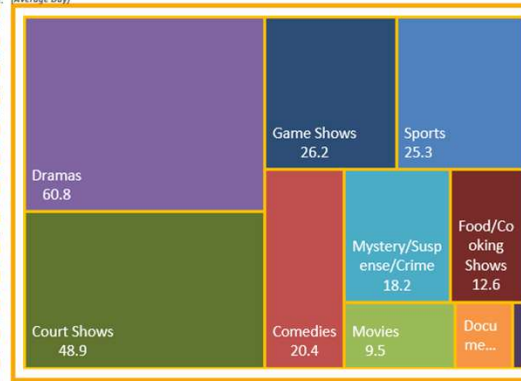


110,920 or 55.7% of Adults 18 or older who Purchased Fuel for a DIESEL Vehicle in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Sports, National/Network News, Local News - Evening, Mystery/Suspense/Crime, and Drama

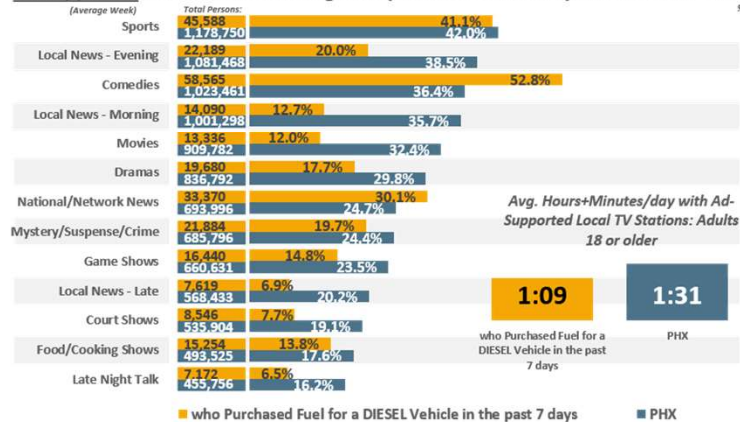
Local TV Station Programs (Persons & % Reach): Adults 18 or older



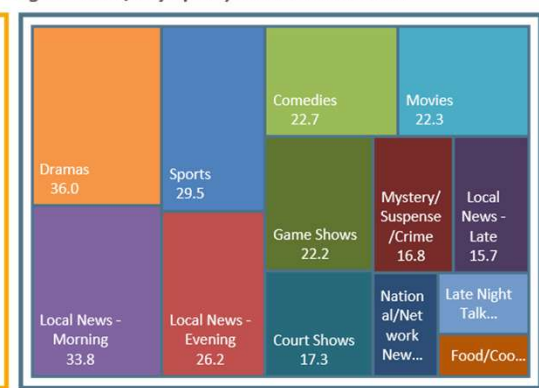
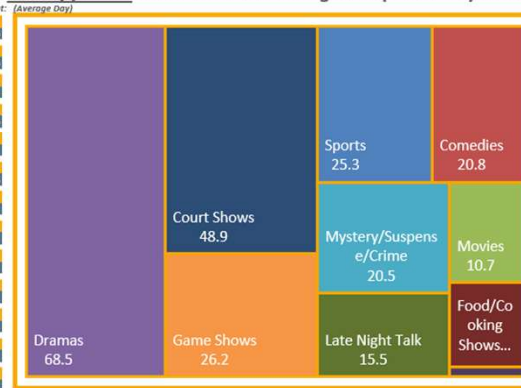
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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

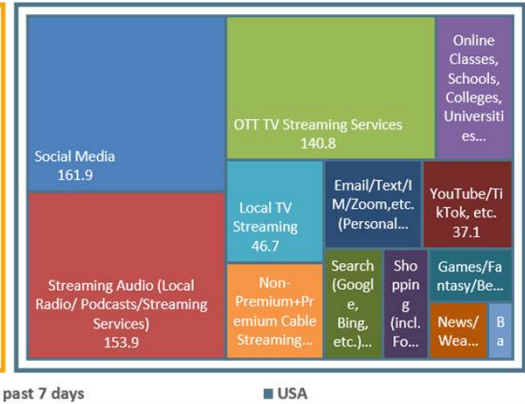
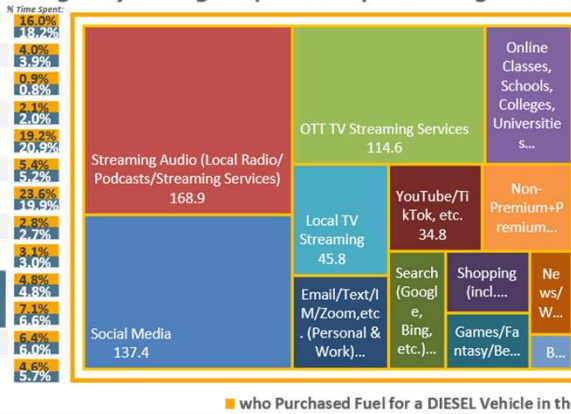
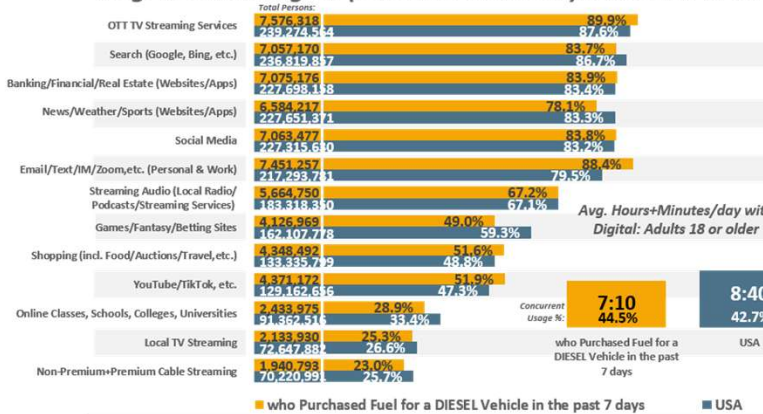




6,443,739 or 76.4% of Adults 18 or older who Purchased Fuel for a DIESEL Vehicle in the past 7 days use Ad-Supported Social Media for an average of 125.4 minutes every day representing 24.1% of all time spent daily with Ad-Supported Digital Media.

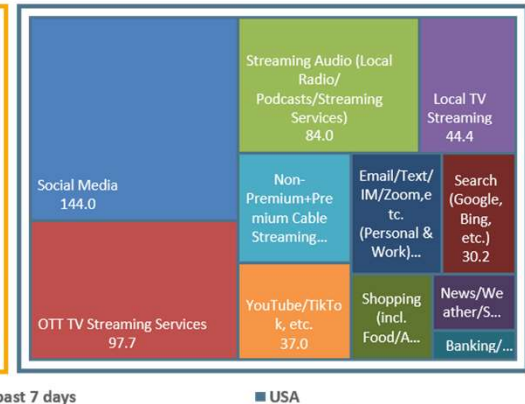
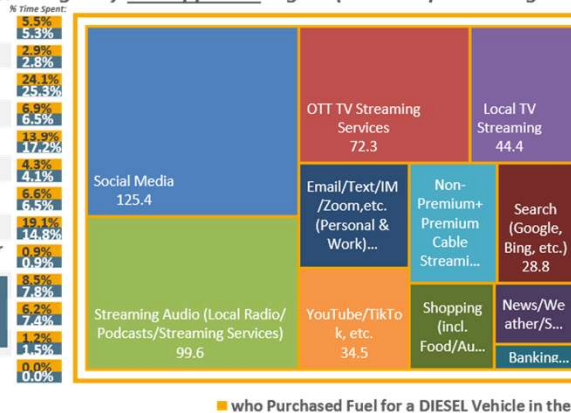
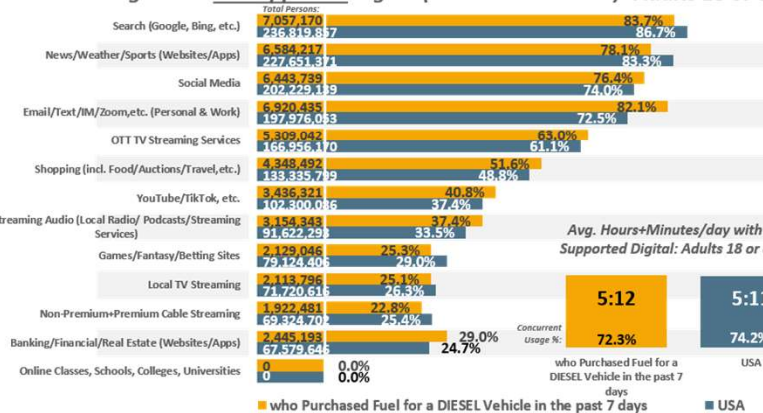
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

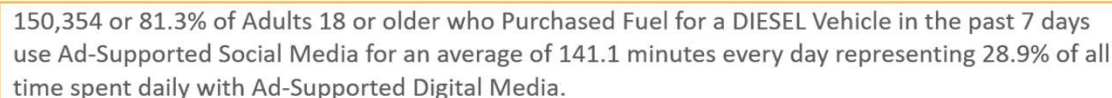
Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



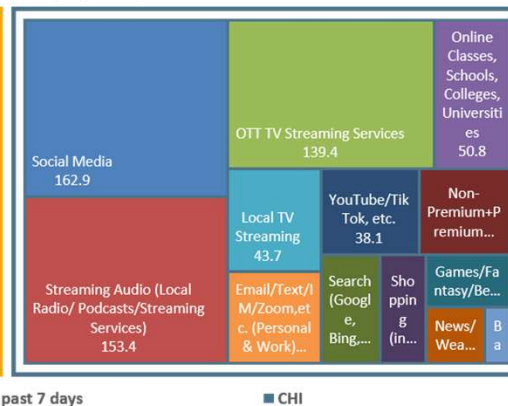
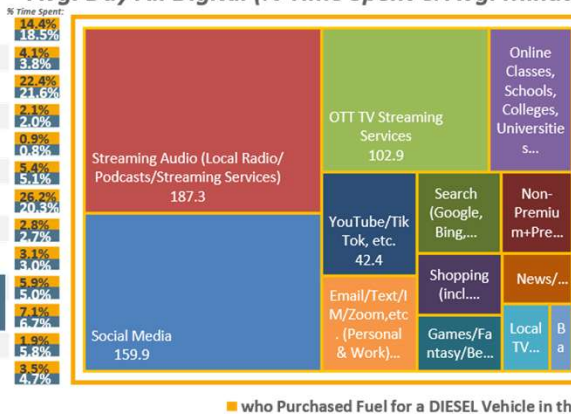
USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 555
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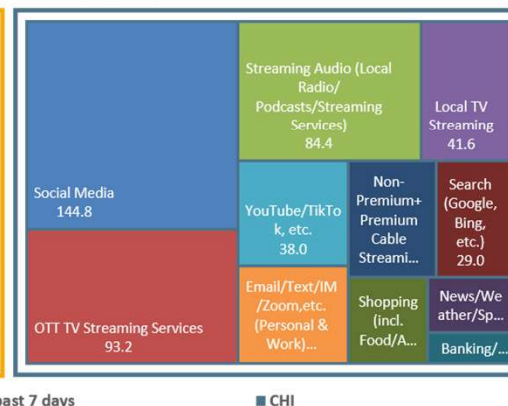
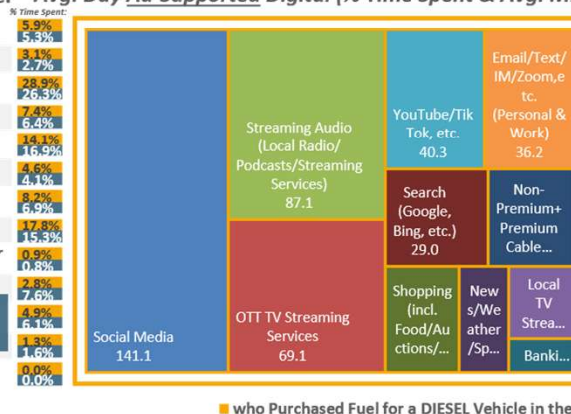
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Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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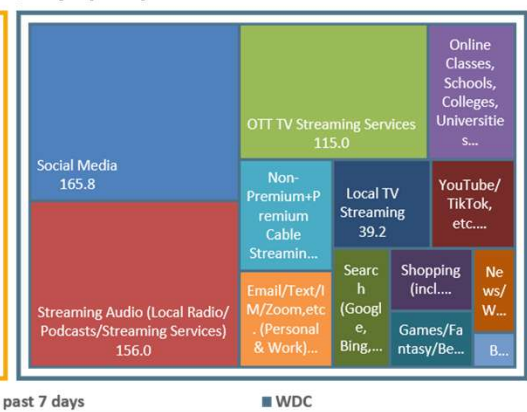
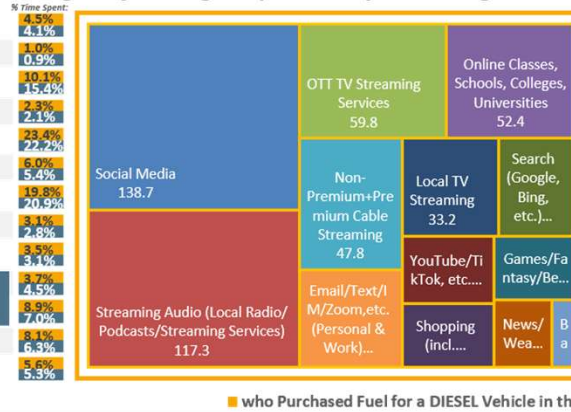
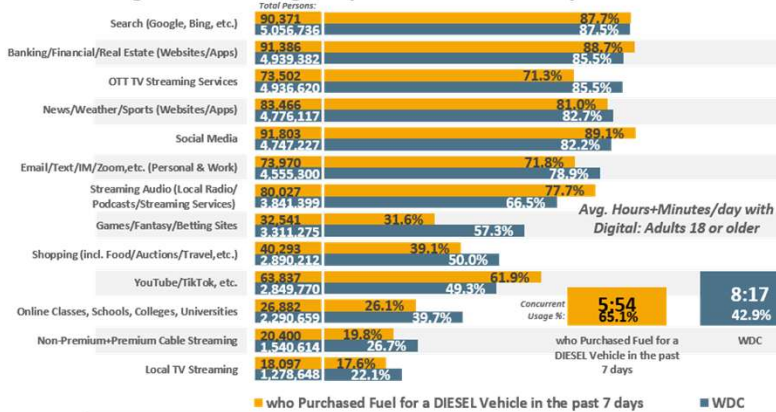
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77,705 or 75.4% of Adults 18 or older who Purchased Fuel for a DIESEL Vehicle in the past 7 days use Ad-Supported Social Media for an average of 117.4 minutes every day representing 27.1% of all time spent daily with Ad-Supported Digital Media.

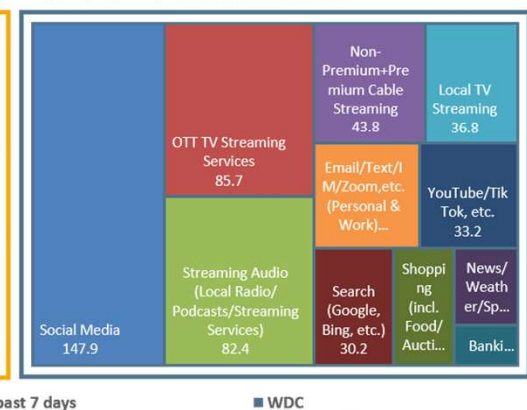
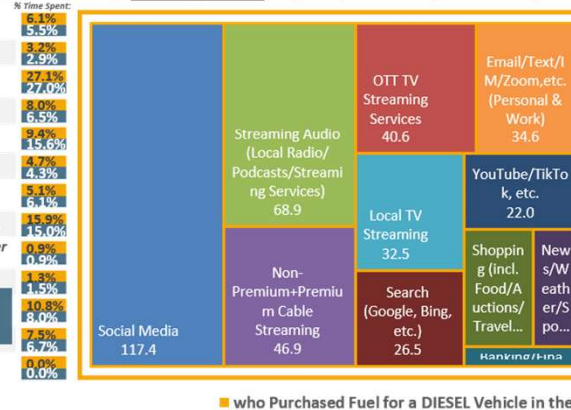
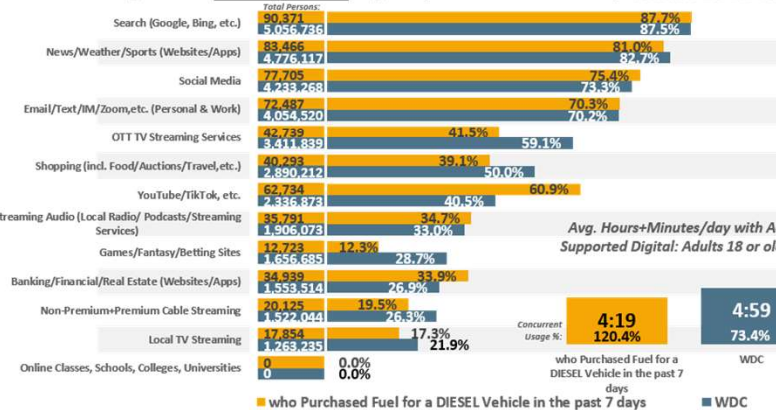
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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

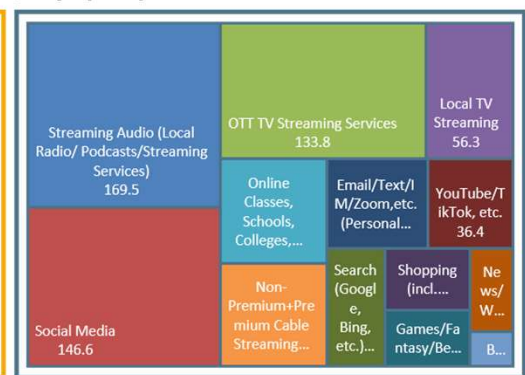
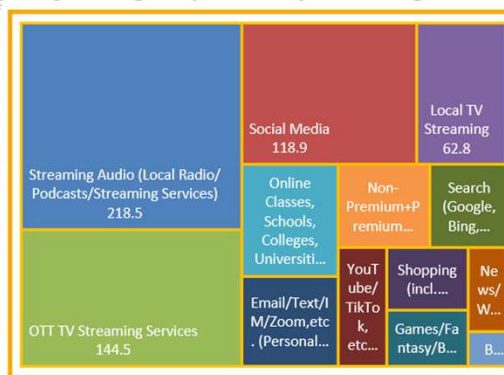
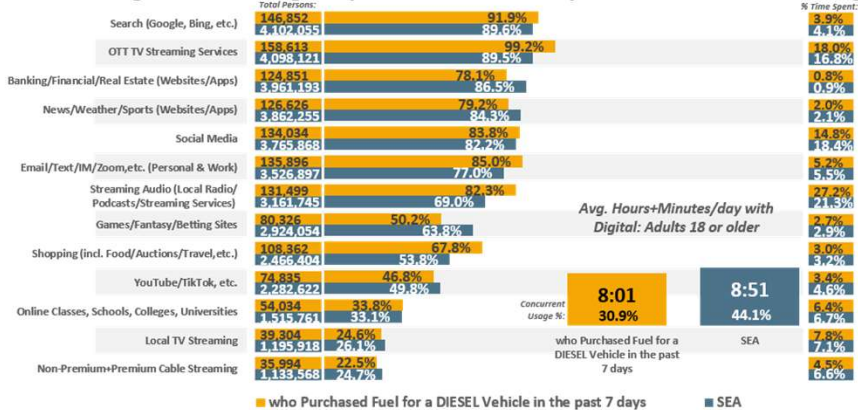




124,208 or 77.7% of Adults 18 or older who Purchased Fuel for a DIESEL Vehicle in the past 7 days use Ad-Supported Social Media for an average of 110.2 minutes every day representing 18.3% of all time spent daily with Ad-Supported Digital Media.

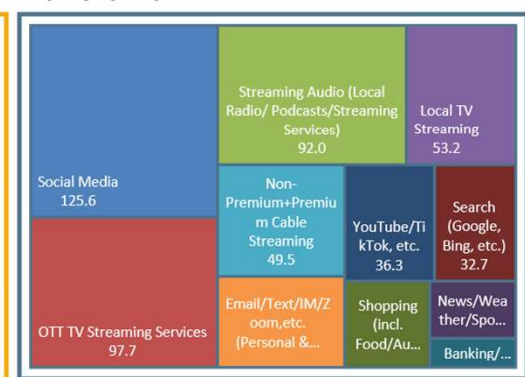
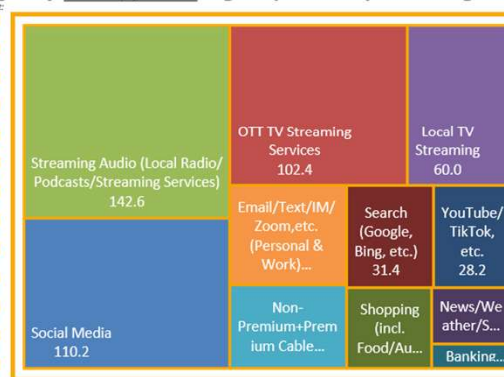
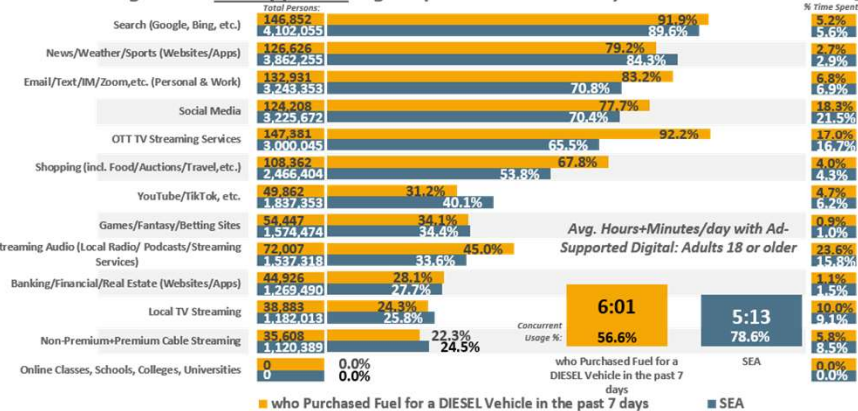
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 80
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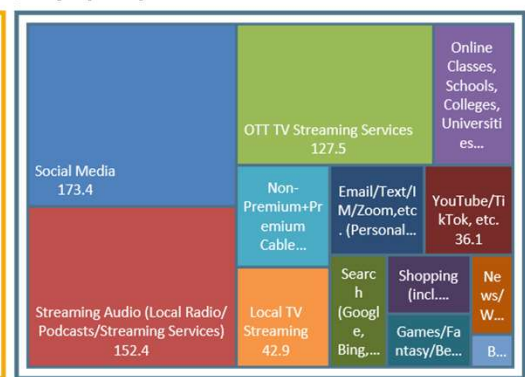
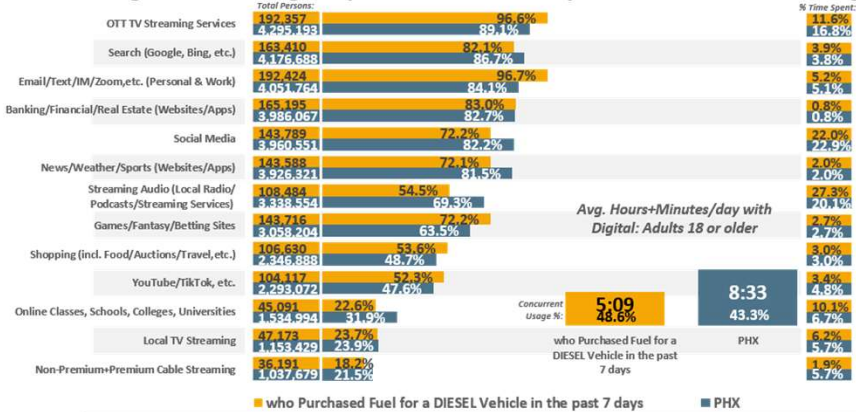
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140,461 or 70.6% of Adults 18 or older who Purchased Fuel for a DIESEL Vehicle in the past 7 days use Ad-Supported Social Media for an average of 111. minutes every day representing 30.7% of all time spent daily with Ad-Supported Digital Media.

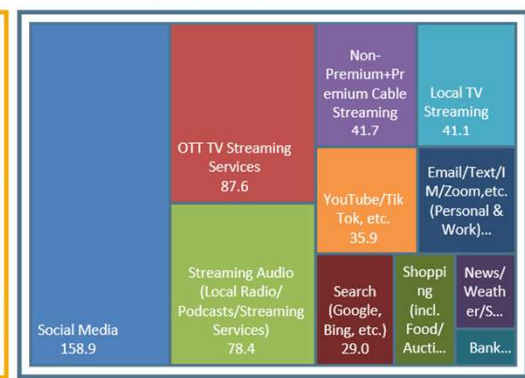
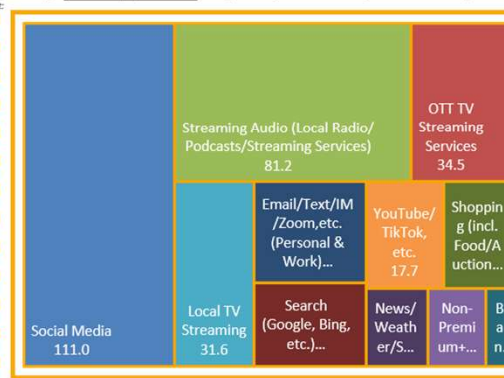
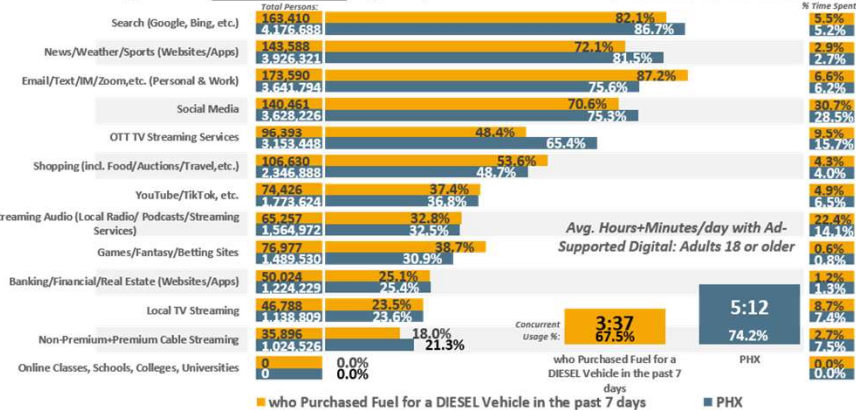
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 62
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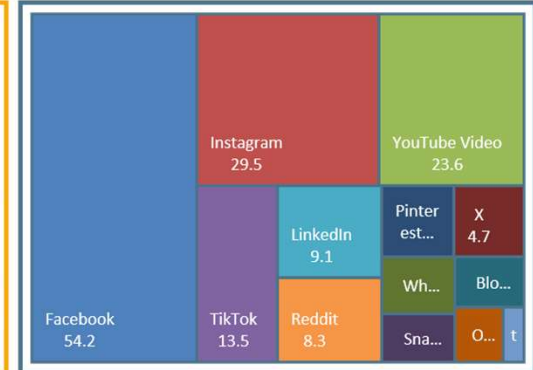
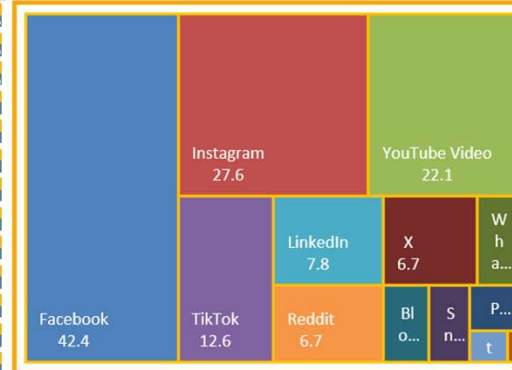
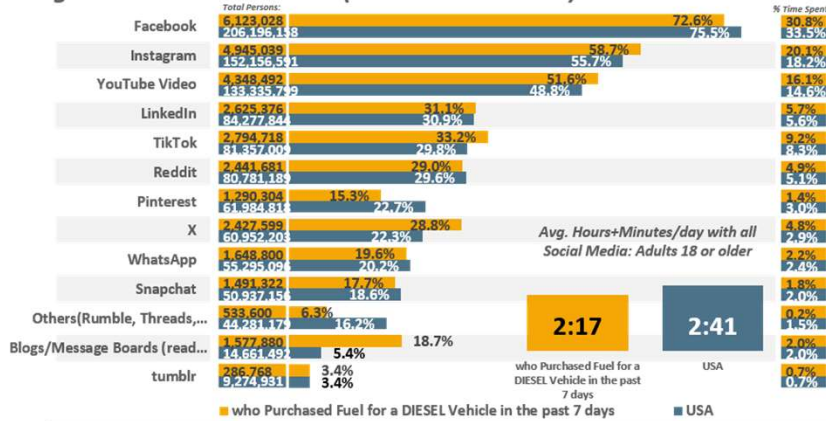
soefa.ai Share of Everything for Anything

[[[Detailed occupation codes: Transportation and Material Moving OR Detailed occupation codes: Farming, Fishing, and Forestry OR Detailed occupation codes: Construction and Extraction OR Make/model of any vehicle (HHLD): DODGE RAM 2500 OR Make/model of any vehicle (HHLD): DODGE RAM 3500 OR Make/model of any vehicle (HHLD): FORD F250 OR Make/model of any vehicle (HHLD): FORD F350 OR Make/model of any vehicle (HHLD): GMC SIERRA OR Make/model of any vehicle (HHLD): RAM 2500] AND [Total miles traveled in car, van, truck or bus past 7 days: 200 miles or more]]]

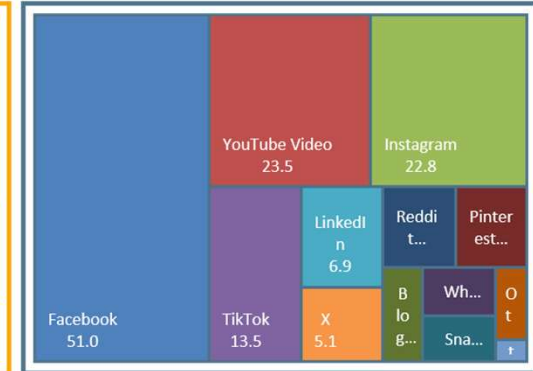
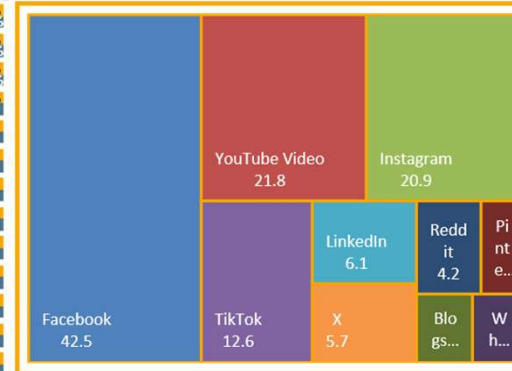
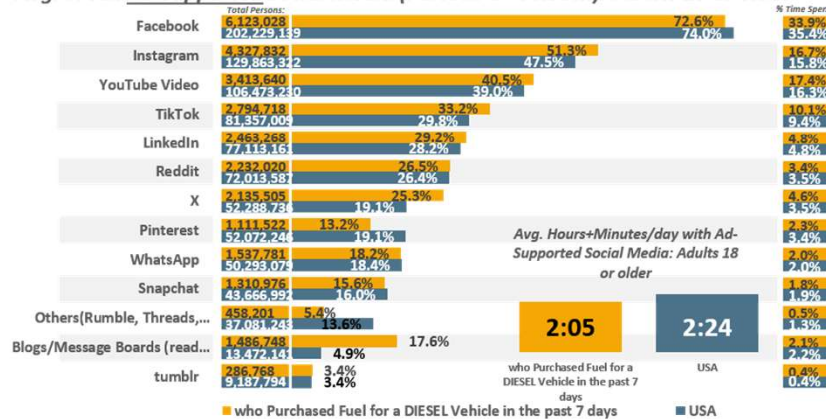


6,123,028 or 72.6% of Adults 18 or older who Purchased Fuel for a DIESEL Vehicle in the past 7 days use Ad-Supported Facebook for an average of 42.5 minutes every day representing 33.9% of all time spent daily with Ad-Supported Social Media.

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



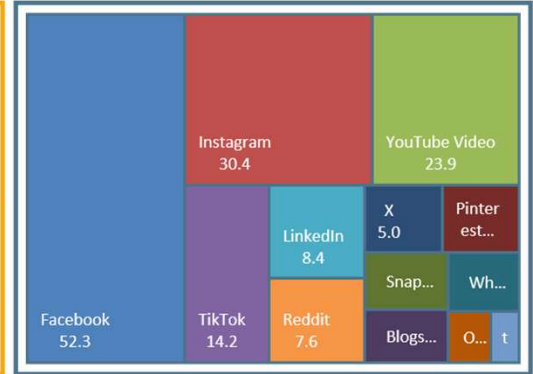
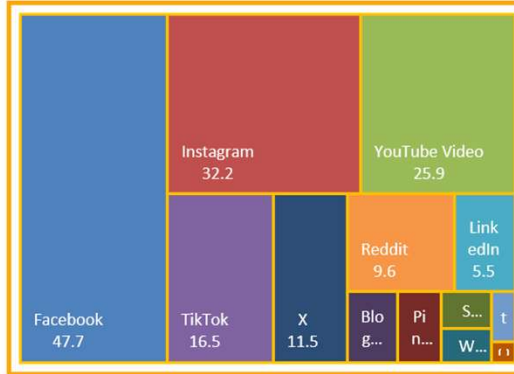
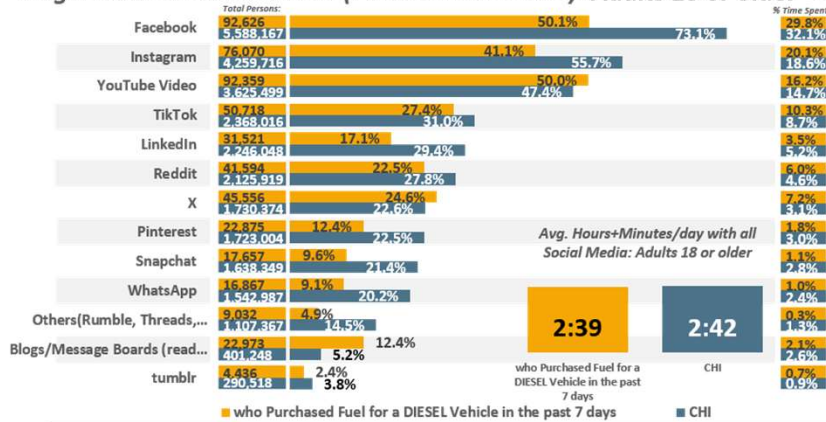
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



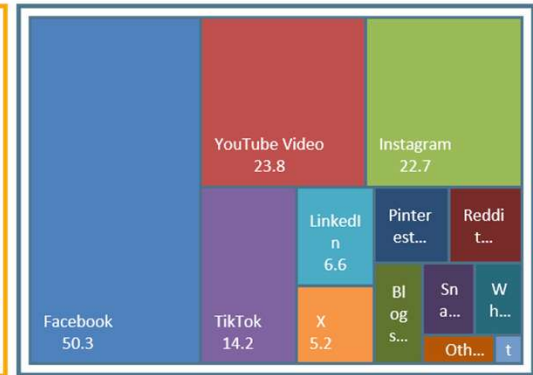
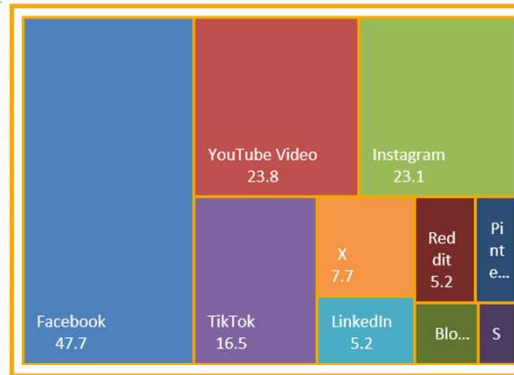
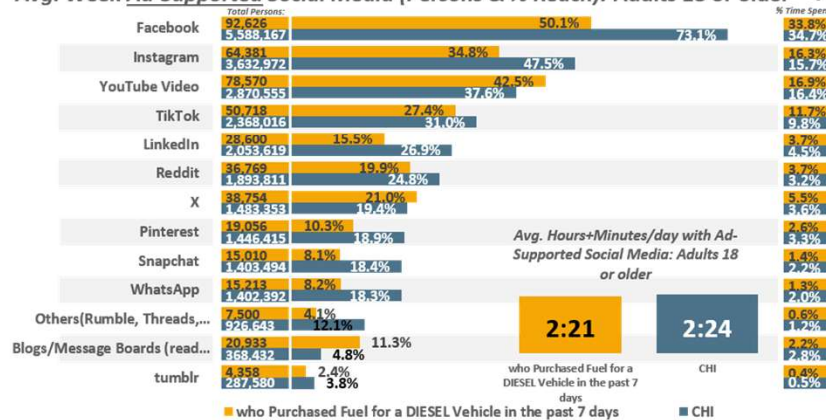


92,626 or 50.1% of Adults 18 or older who Purchased Fuel for a DIESEL Vehicle in the past 7 days use Ad-Supported Facebook for an average of 47.7 minutes every day representing 33.8% of all time spent daily with Ad-Supported Social Media.

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



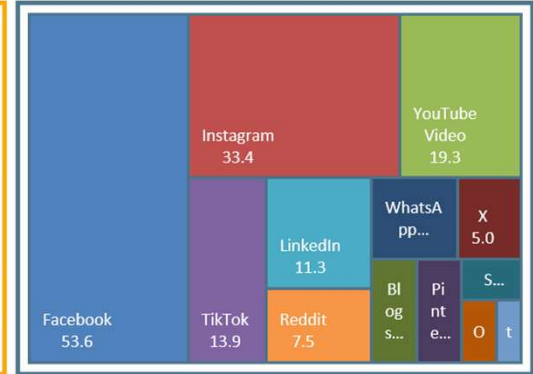
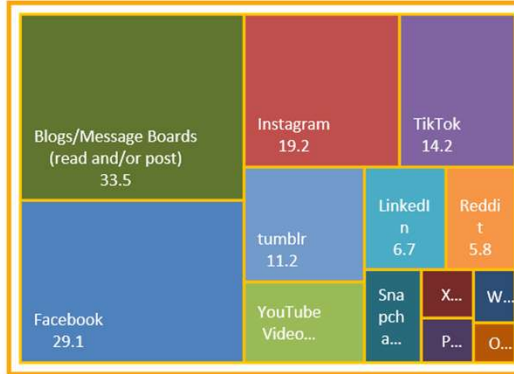
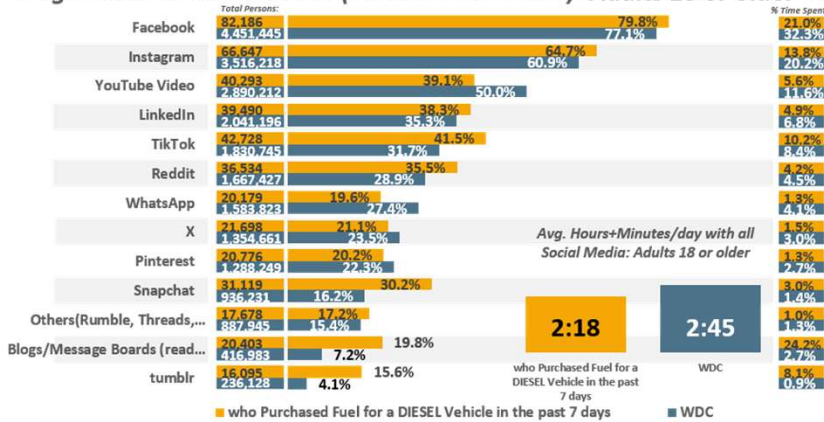
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



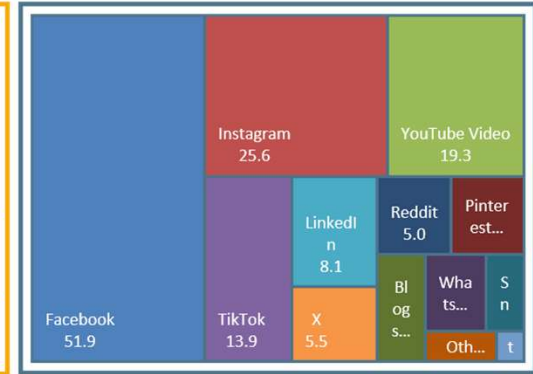
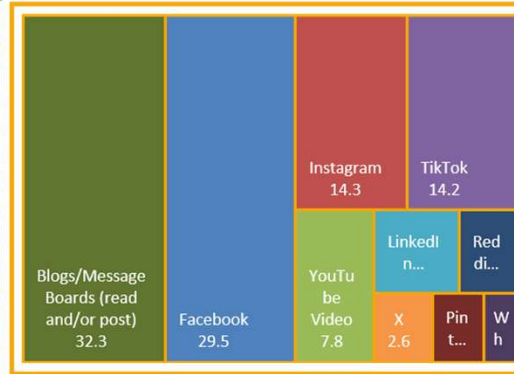
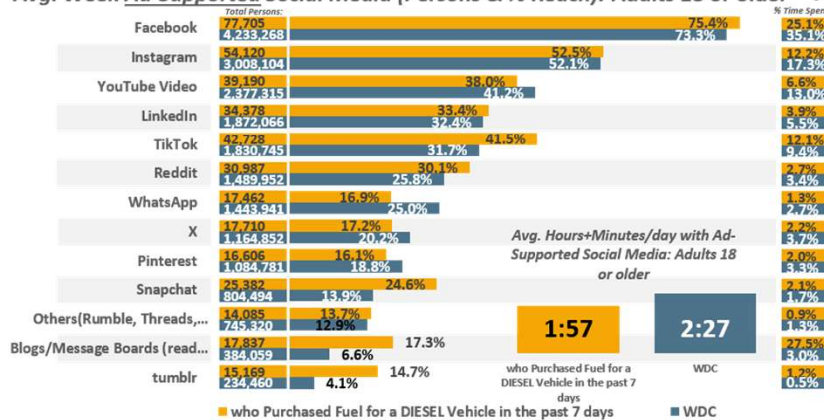


17,837 or 17.3% of Adults 18 or older who Purchased Fuel for a DIESEL Vehicle in the past 7 days use Ad-Supported Blogs/Message Boards (read and/or post) for an average of 32.3 minutes every day representing 27.5% of all time spent daily with Ad-Supported

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



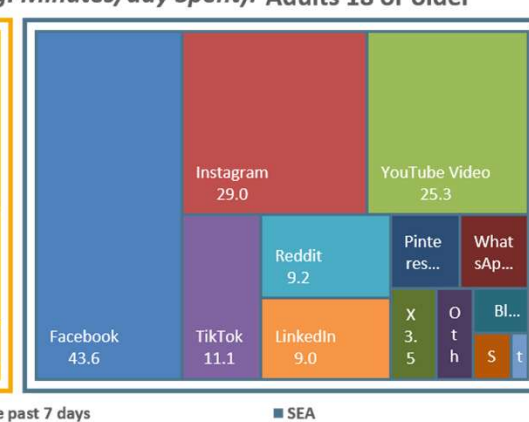
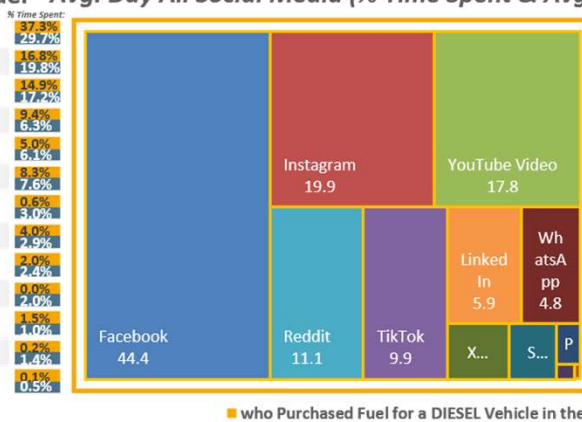
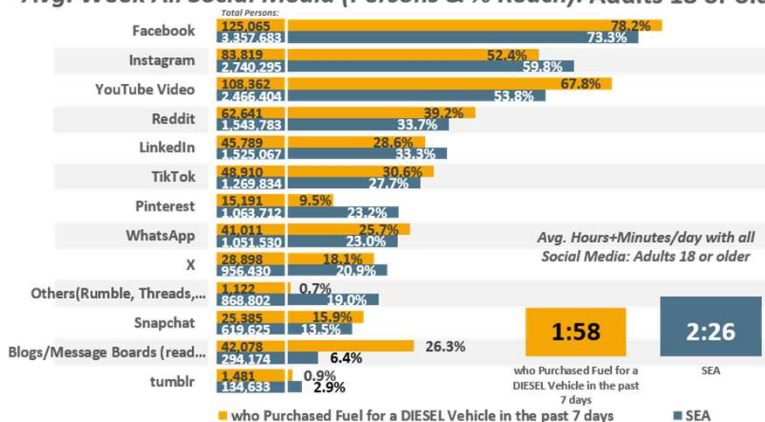
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



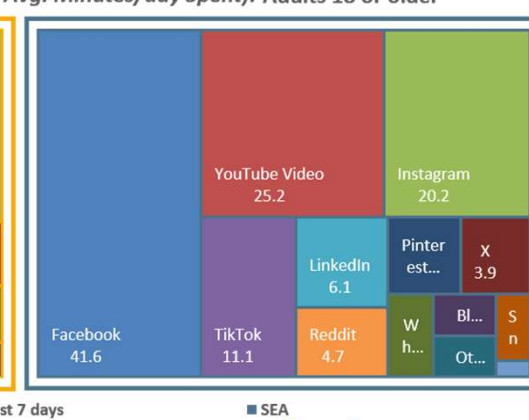
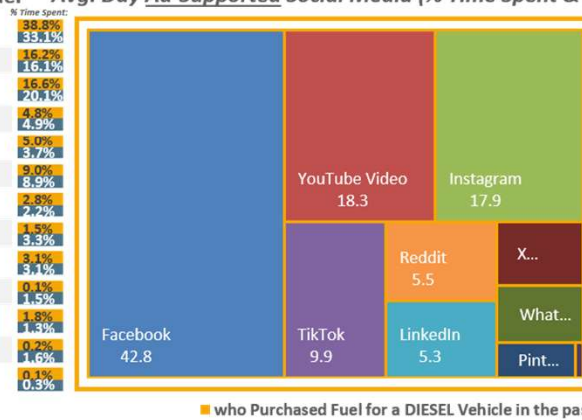
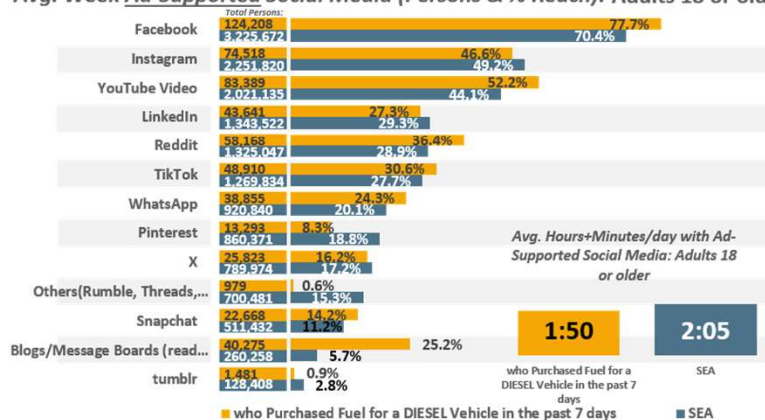


124,208 or 77.7% of Adults 18 or older who Purchased Fuel for a DIESEL Vehicle in the past 7 days use Ad-Supported Facebook for an average of 42.8 minutes every day representing 38.8% of all time spent daily with Ad-Supported Social Media.

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



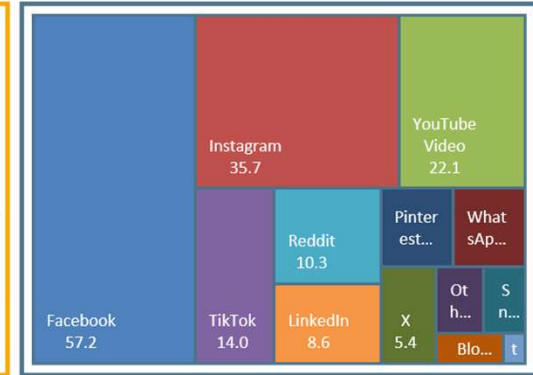
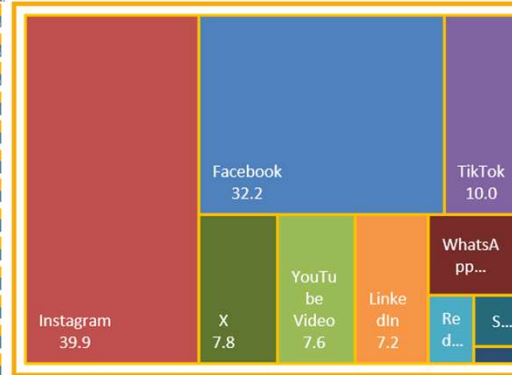
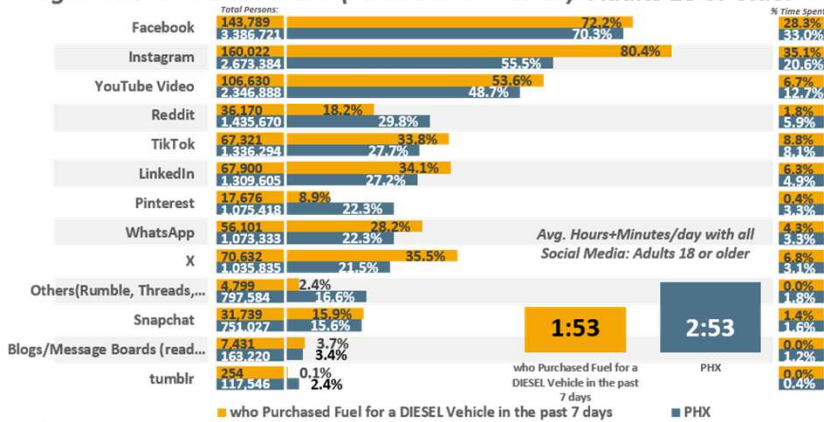
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



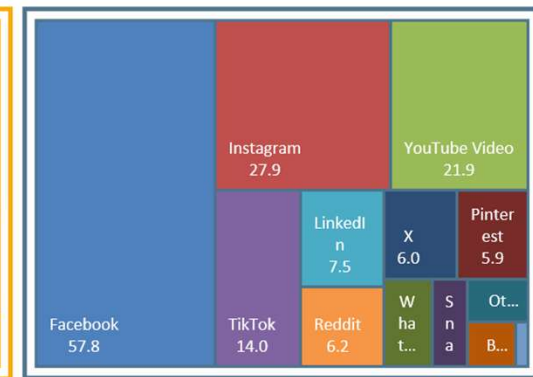
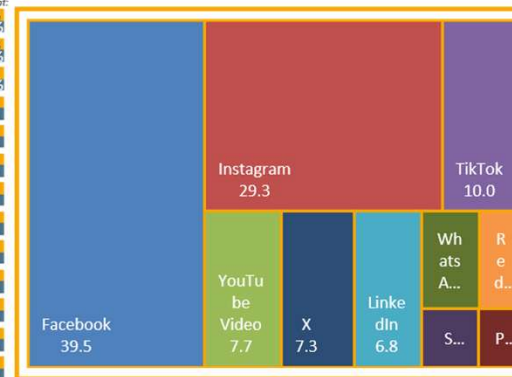
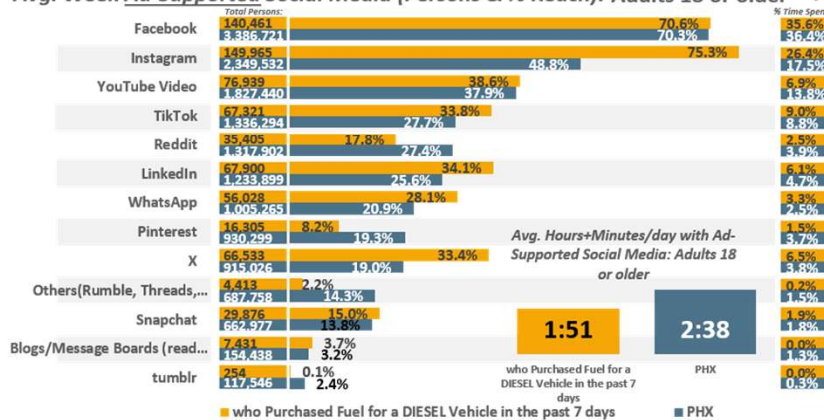


140,461 or 70.6% of Adults 18 or older who Purchased Fuel for a DIESEL Vehicle in the past 7 days use Ad-Supported Facebook for an average of 39.5 minutes every day representing 35.6% of all time spent daily with Ad-Supported Social Media.

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



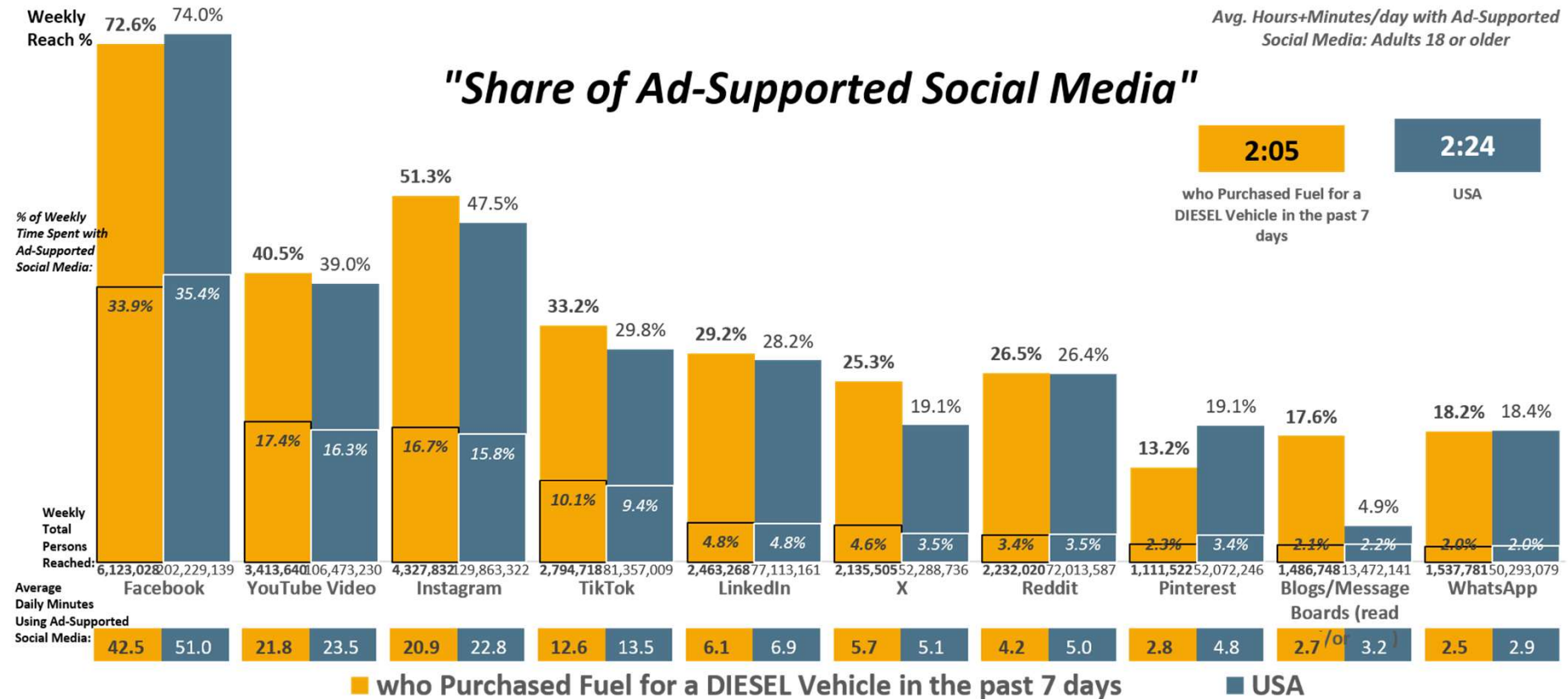
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



[[[Detailed occupation codes: Transportation and Material Moving OR Detailed occupation codes: Farming, Fishing, and Forestry OR Detailed occupation codes: Construction and Extraction OR Make/model of any vehicle (HHLD): DODGE RAM 2500 OR Make/model of any vehicle (HHLD): DODGE RAM 3500 OR Make/model of any vehicle (HHLD): FORD F250 OR Make/model of any vehicle (HHLD): FORD F350 OR Make/model of any vehicle (HHLD): GMC SIERRA OR Make/model of any vehicle (HHLD): RAM 2500) AND (Total miles traveled in car, van, truck or bus past 7 days: 200 miles or more)]]]



6,123,028 or 72.6% of Adults 18 or older who Purchased Fuel for a DIESEL Vehicle in the past 7 days use Ad-Supported Facebook for an average of 42.5 minutes every day representing 33.9% of all time spent daily with Ad-Supported Social Media.

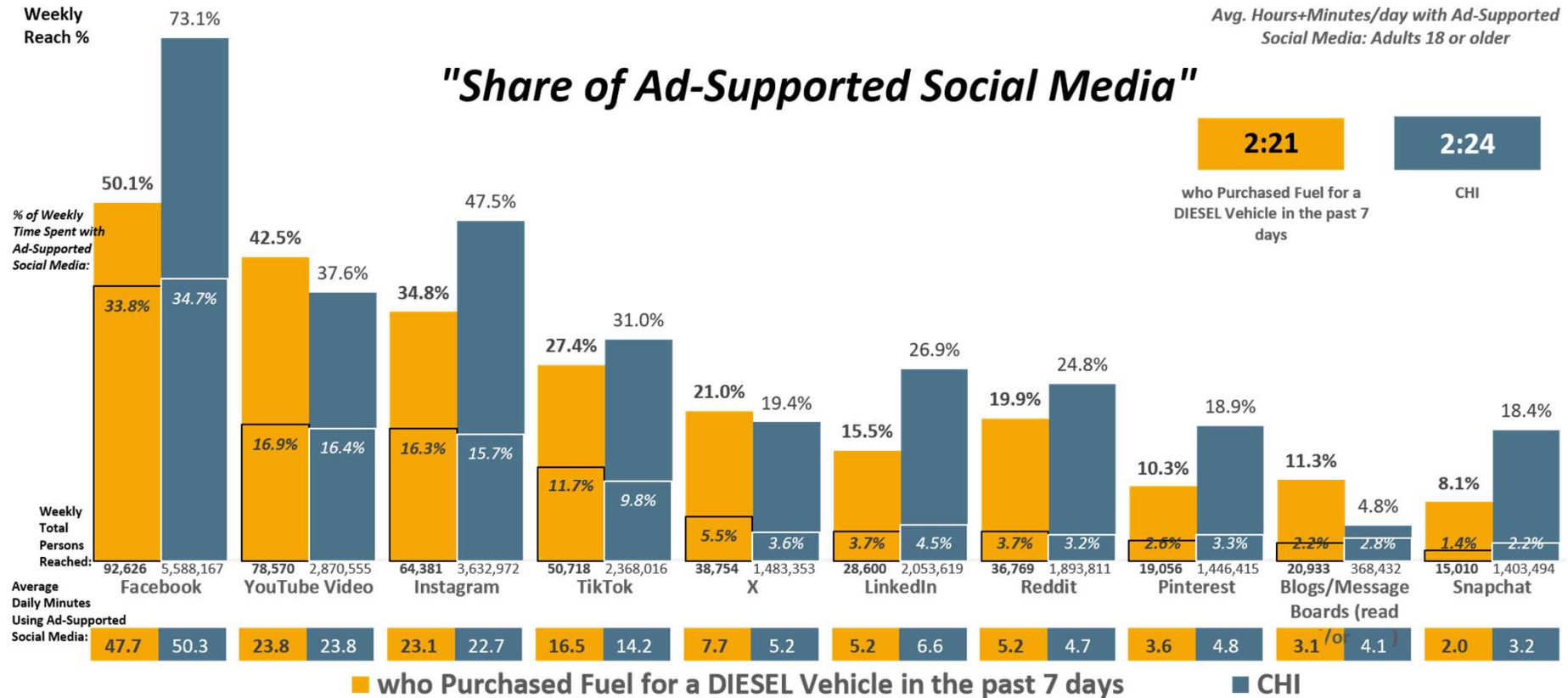


[[[Detailed occupation codes: Transportation and Material Moving OR Detailed occupation codes: Farming, Fishing, and Forestry OR Detailed occupation codes: Construction and Extraction OR Make/model of any vehicle (IHILD): DODGE RAM 2500 OR Make/model of any vehicle (IHILD): DODGE RAM 3500 OR Make/model of any vehicle (IHILD): FORD F250 OR Make/model of any vehicle (IHILD): FORD F350 OR Make/model of any vehicle (HHLD): GMC SIERRA OR Make/model of any vehicle (HHLD): RAM 2500) AND (Total miles traveled in car, van, truck or bus past 7 days: 200 miles or more)]]]



92,626 or 50.1% of Adults 18 or older who Purchased Fuel for a DIESEL Vehicle in the past 7 days use Ad-Supported Facebook for an average of 47.7 minutes every day representing 33.8% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 69
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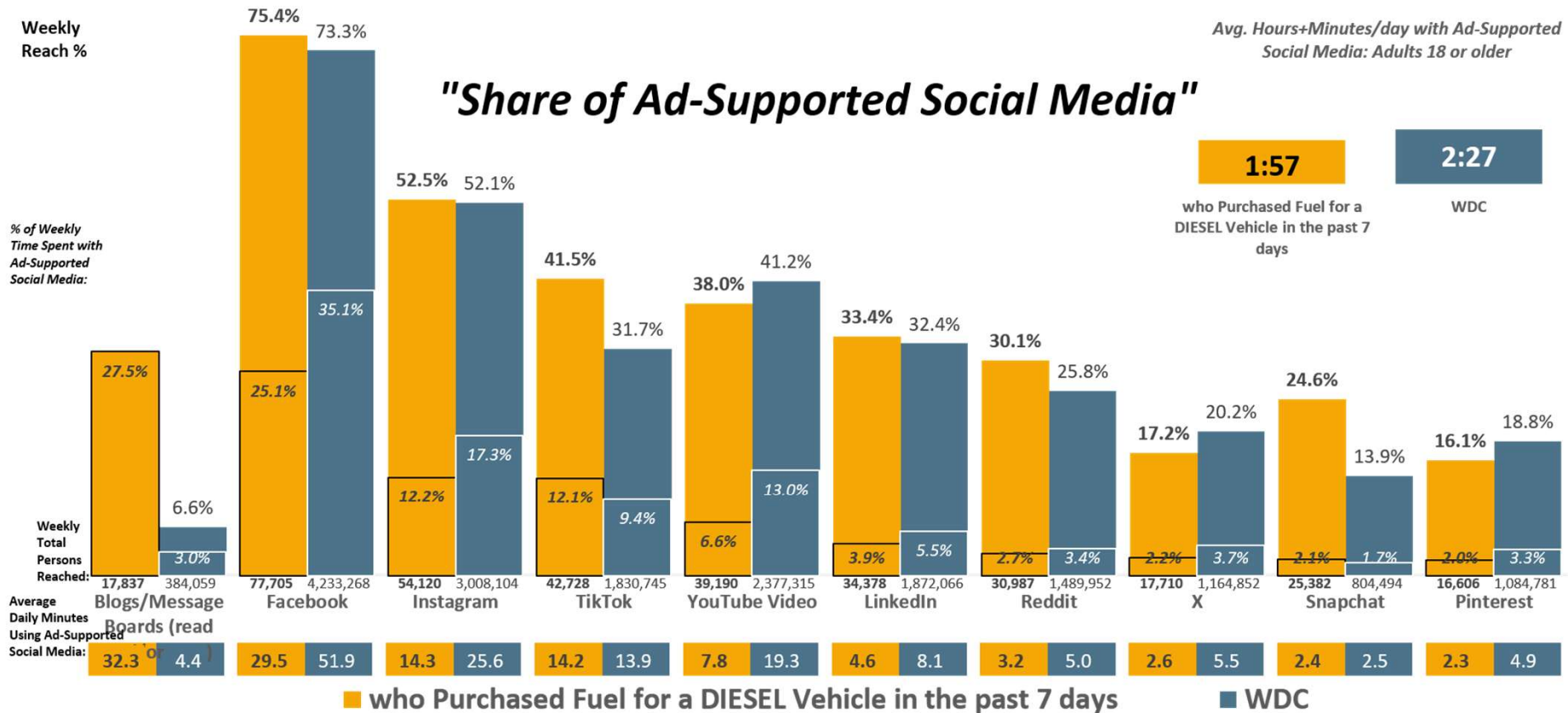
CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 4,001

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[[[Detailed occupation codes: Transportation and Material Moving OR Detailed occupation codes: Farming, Fishing, and Forestry OR Detailed occupation codes: Construction and Extraction OR Make/model of any vehicle (HHLD): DODGE RAM 2500 OR Make/model of any vehicle (HHLD): DODGE RAM 3500 OR Make/model of any vehicle (HHLD): FORD F250 OR Make/model of any vehicle (HHLD): FORD F350 OR Make/model of any vehicle (HHLD): GMC SIERRA OR Make/model of any vehicle (HHLD): RAM 2500) AND (Total miles traveled in car, van, truck or bus past 7 days: 200 miles or more)]]]



17,837 or 17.3% of Adults 18 or older who Purchased Fuel for a DIESEL Vehicle in the past 7 days use Ad-Supported Blogs/Message Boards (read and/or post) for an average of 32.3 minutes every day representing 27.5% of all time spent daily with Ad-Supported



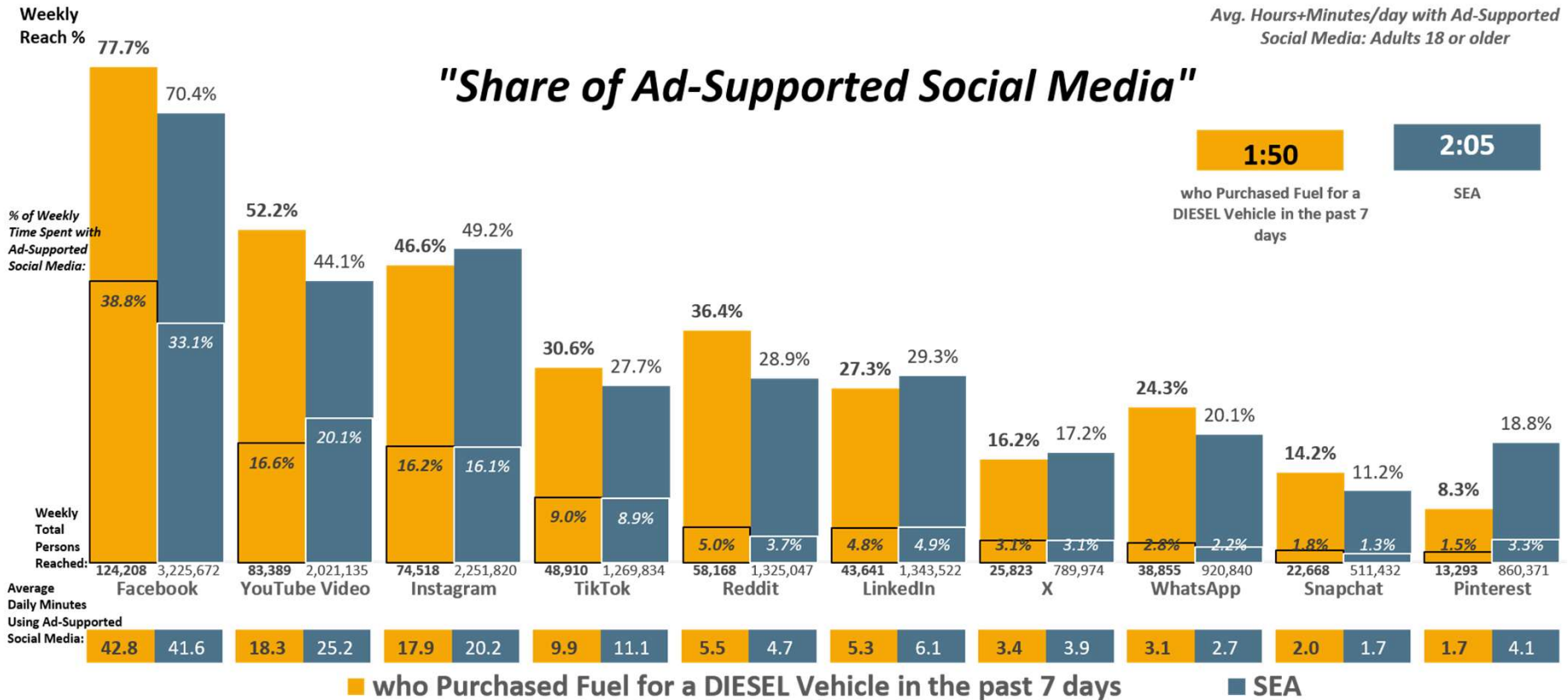
WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 104 WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 5,703
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[[[Detailed occupation codes: Transportation and Material Moving OR Detailed occupation codes: Farming, Fishing, and Forestry OR Detailed occupation codes: Construction and Extraction OR Make/model of any vehicle (HHLD): DODGE RAM 2500 OR Make/model of any vehicle (HHLD): DODGE RAM 3500 OR Make/model of any vehicle (HHLD): FORD F250 OR Make/model of any vehicle (HHLD): FORD F350 OR Make/model of any vehicle (HHLD): GMC SIERRA OR Make/model of any vehicle (HHLD): RAM 2500) AND (Total miles traveled in car, van, truck or bus past 7 days: 200 miles or more)]]]



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SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 80 SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 3,887
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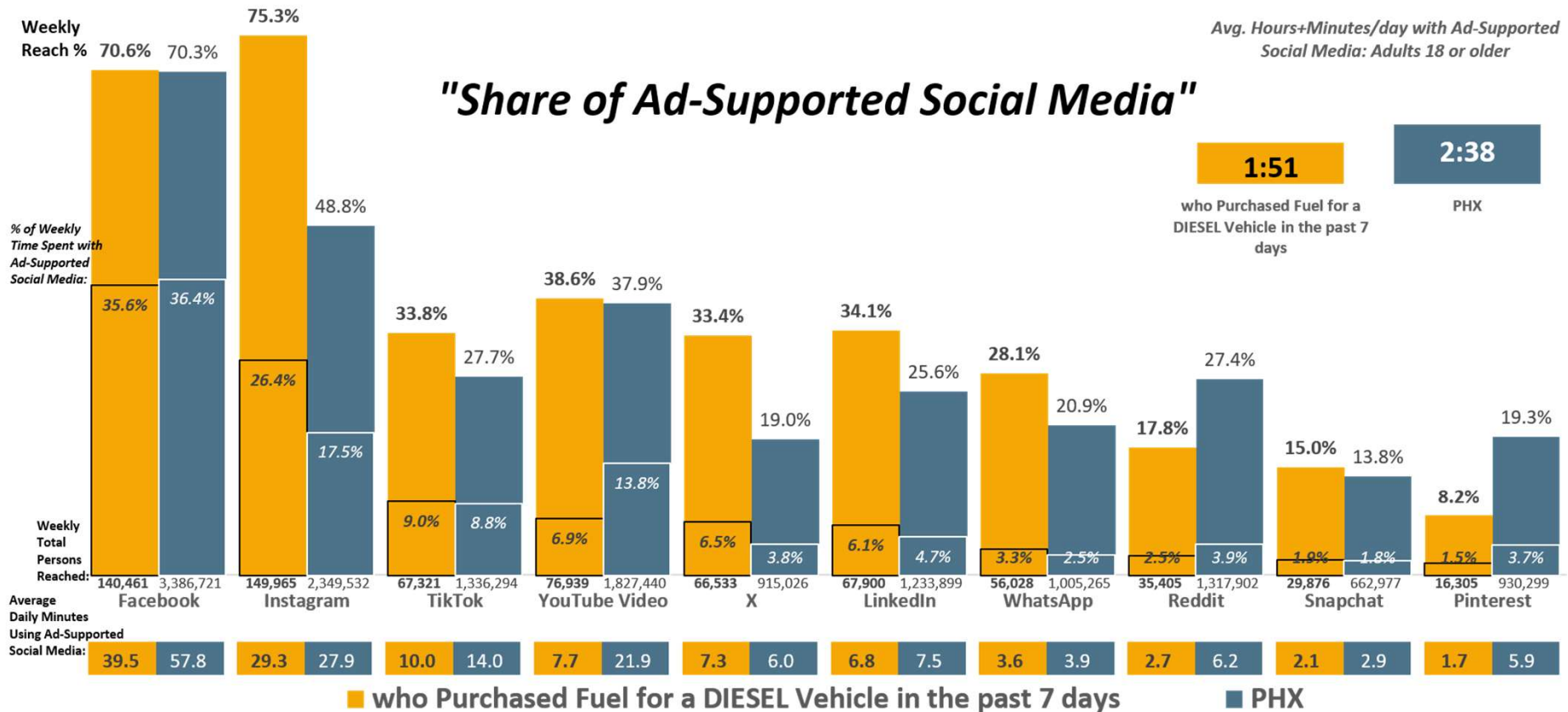
soefa.ai Share of Everything for Anything

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140,461 or 70.6% of Adults 18 or older who Purchased Fuel for a DIESEL Vehicle in the past 7 days use Ad-Supported Facebook for an average of 39.5 minutes every day representing 35.6% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 62
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PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 2,406

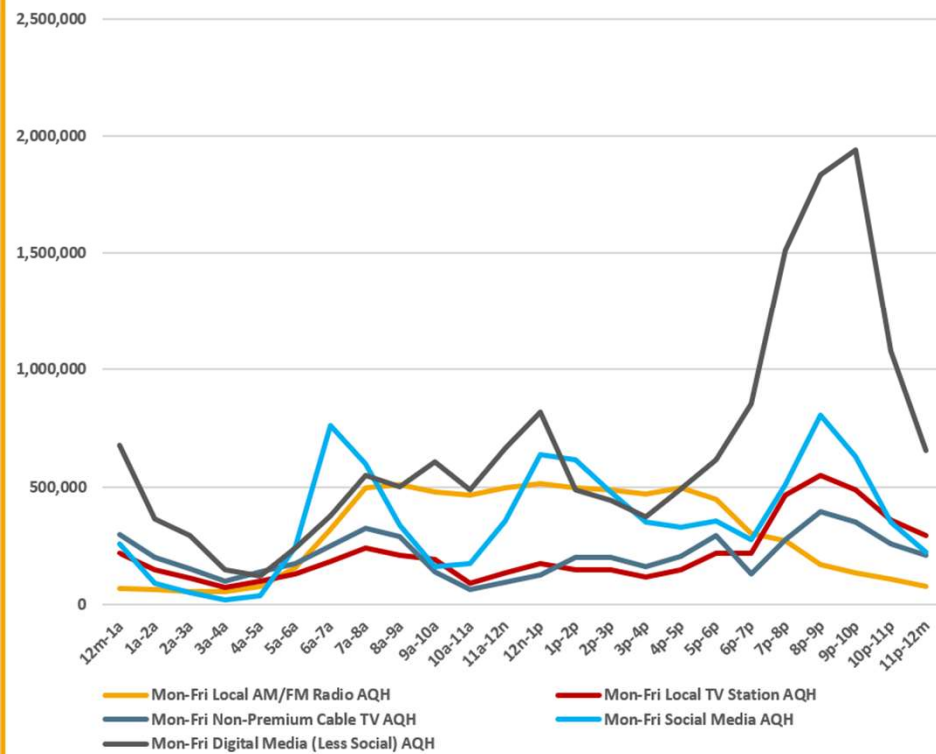
soefa.ai Share of Everything for Anything

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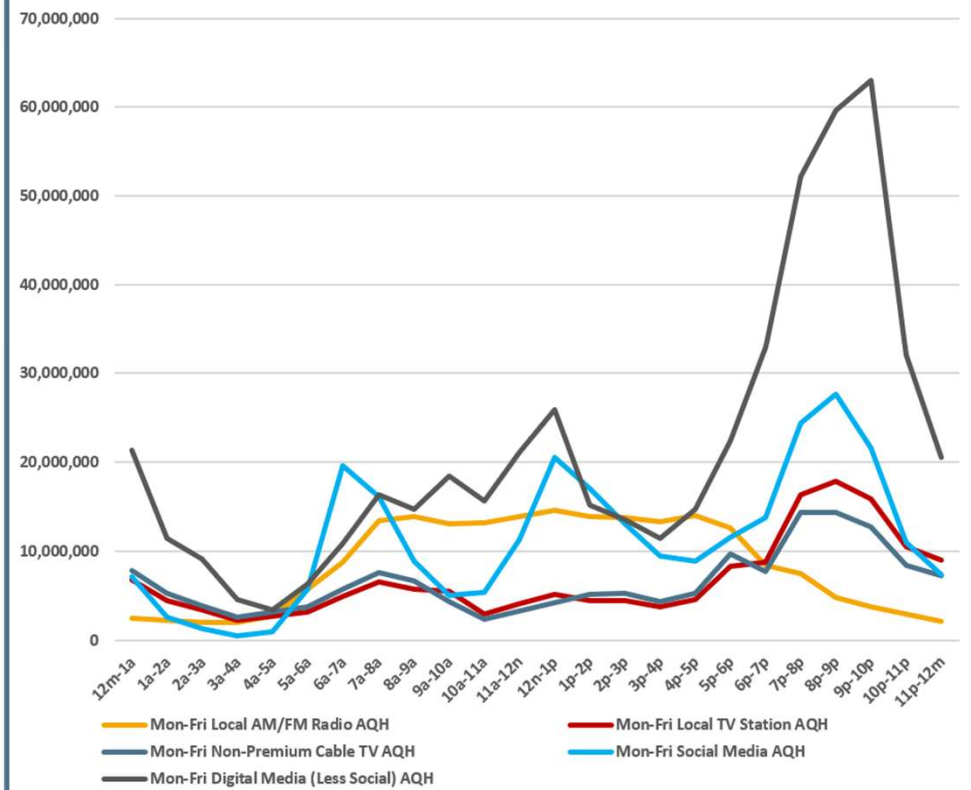


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 558,881;
Local Radio: 459,722; Social Media: 417,219; Non-Prem. Cable: 189,873; Local TV: 170,171
reaching Adults 18 or older who Purchased Fuel for a DIESEL Vehicle in t

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Purchased Fuel for a DIESEL Vehicle in
the past 7 days



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 555
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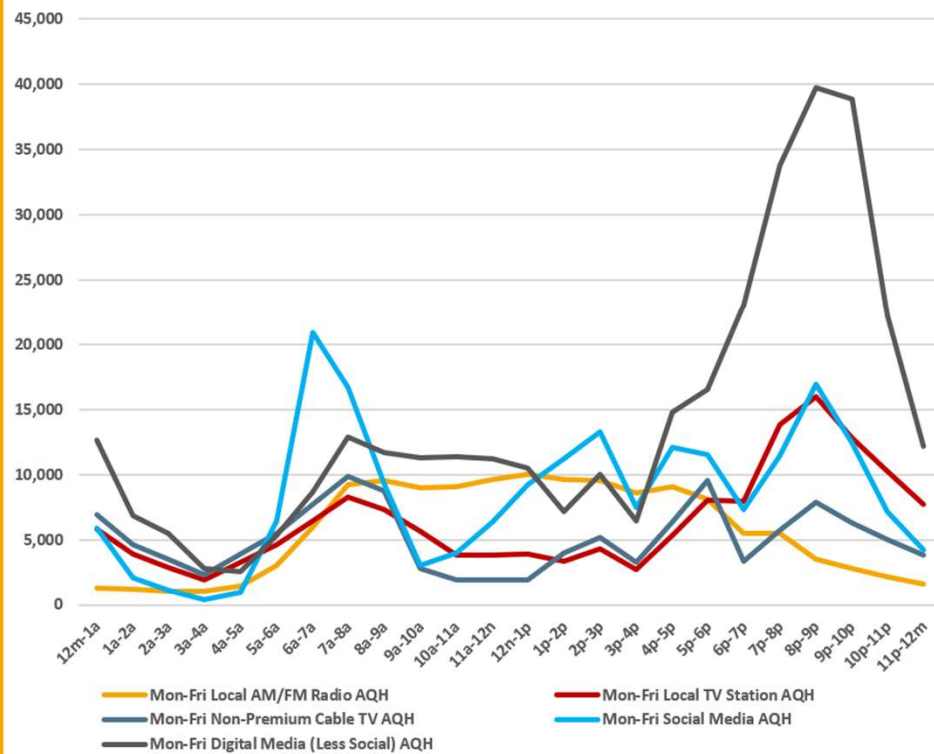
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for Anything ®

[[[Detailed occupation codes: Transportation and Material Moving OR Detailed occupation codes: Farming, Fishing, and Forestry OR Detailed occupation codes: Construction and Extraction OR Make/model of any vehicle (HHLD): DODGE RAM 2500 OR Make/model of any vehicle (HHLD): DODGE RAM 3500 OR Make/model of any vehicle (HHLD): FORD F250 OR Make/model of any vehicle (HHLD): FORD F350 OR Make/model of any vehicle (HHLD): GMC SIERRA OR Make/model of any vehicle (HHLD): RAM 2500] AND (Total miles traveled in car, van, truck or bus past 7 days: 200 miles or more)]]

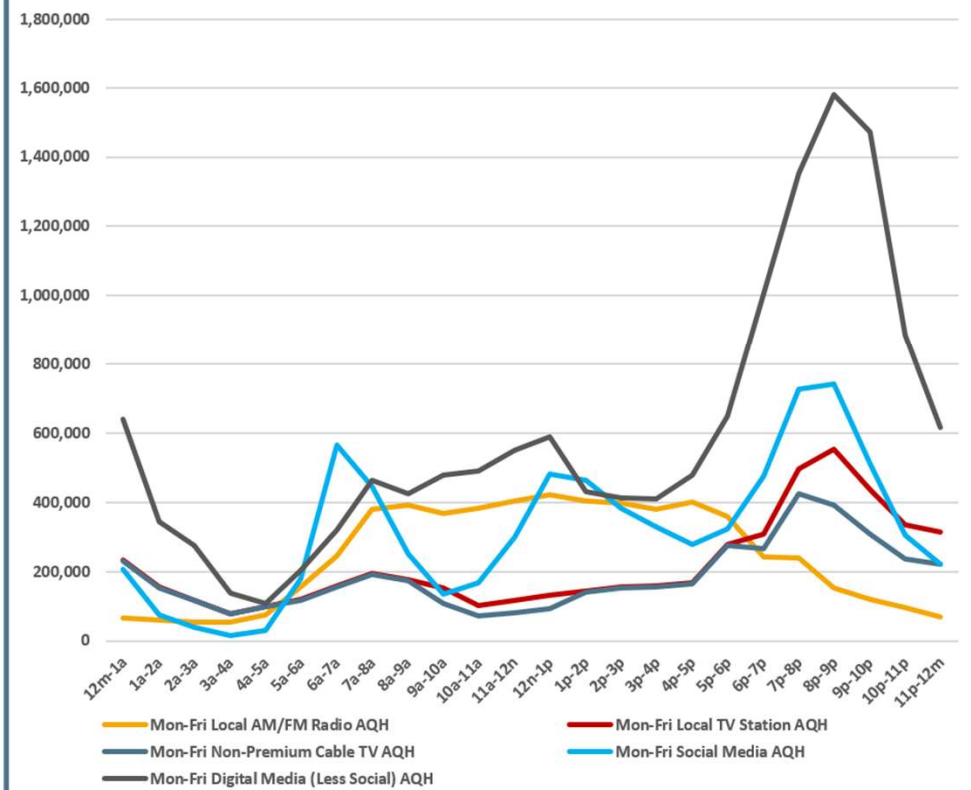


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 11,969;
Social Media: 10,193; Local Radio: 8,687; Local TV: 5,449; Non-Prem. Cable: 5,100
reaching Adults 18 or older who Purchased Fuel for a DIESEL Vehicle in the past

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Purchased Fuel for a DIESEL Vehicle in
the past 7 days



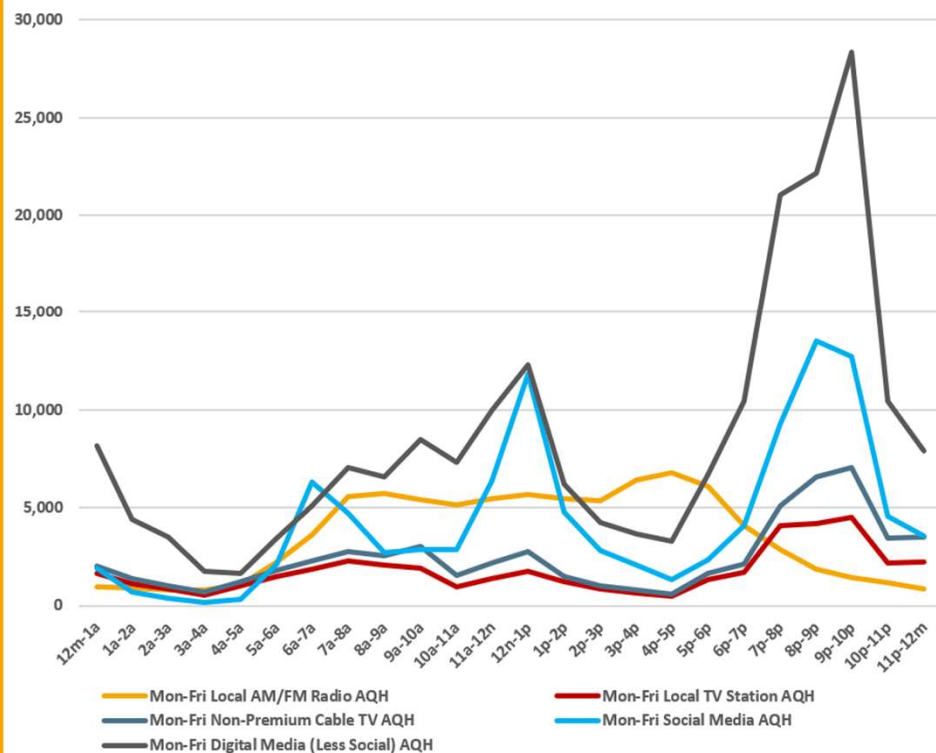
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
CHI Metro Area Adults 18 or older



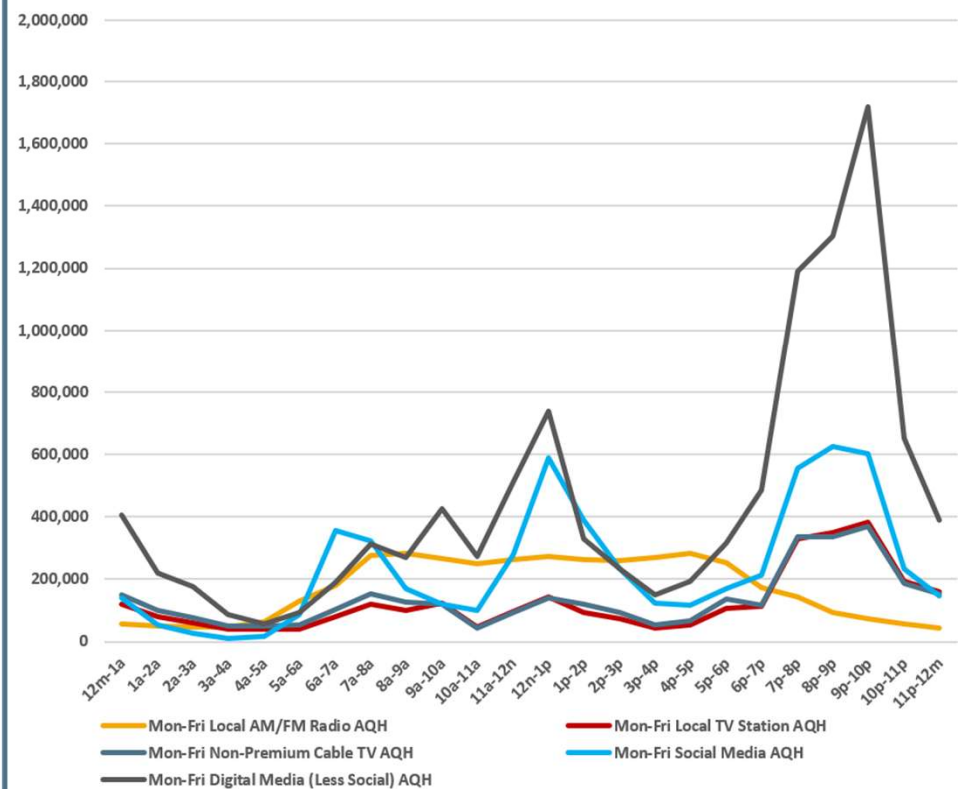


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 7,019; Local Radio: 5,441; Social Media: 4,235; Non-Prem. Cable: 1,892; Local TV: 1,412 reaching Adults 18 or older who Purchased Fuel for a DIESEL Vehicle in the past 7

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Purchased Fuel for a DIESEL Vehicle in the past 7 days



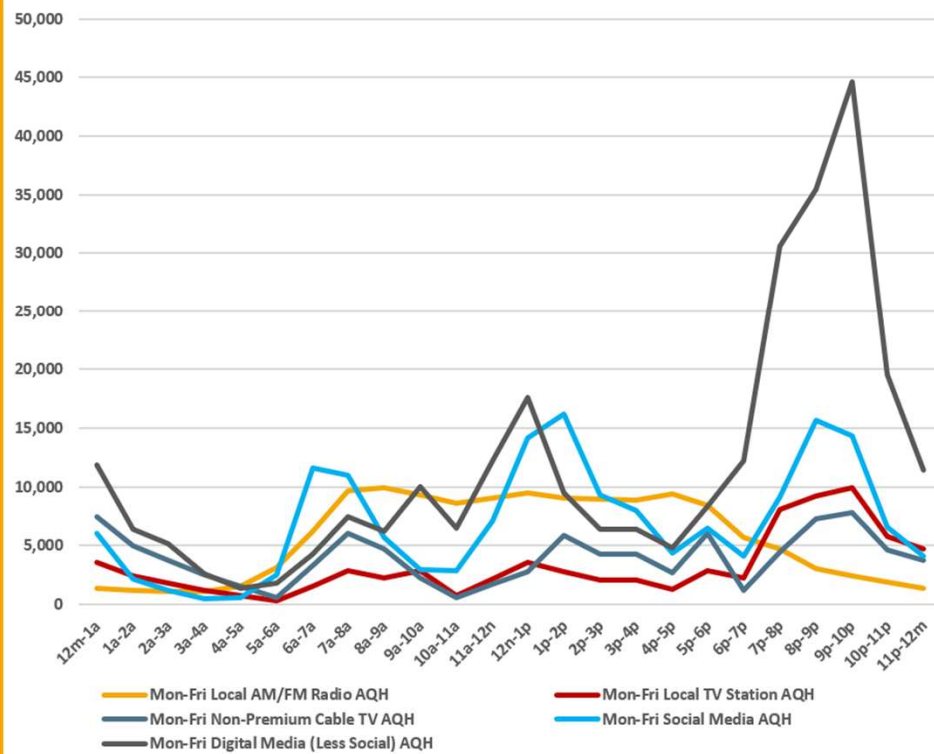
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
WDC Metro Area Adults 18 or older



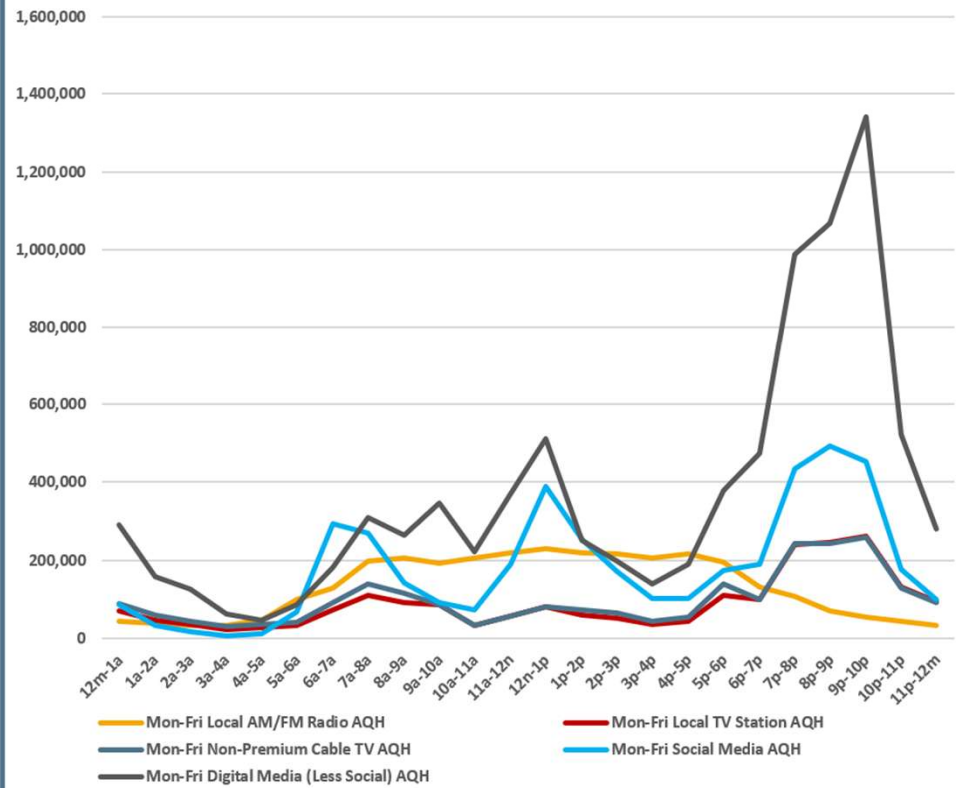


M-F 6a-7p Avg. Available Impressions per 15-min. are... Local Radio: 8,659; All Other Digital Media: 8,602; Social Media: 7,988; Non-Prem. Cable: 3,511; Local TV: 2,247 reaching Adults 18 or older who Purchased Fuel for a DIESEL Vehicle in the past 7

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Purchased Fuel for a DIESEL Vehicle in
the past 7 days



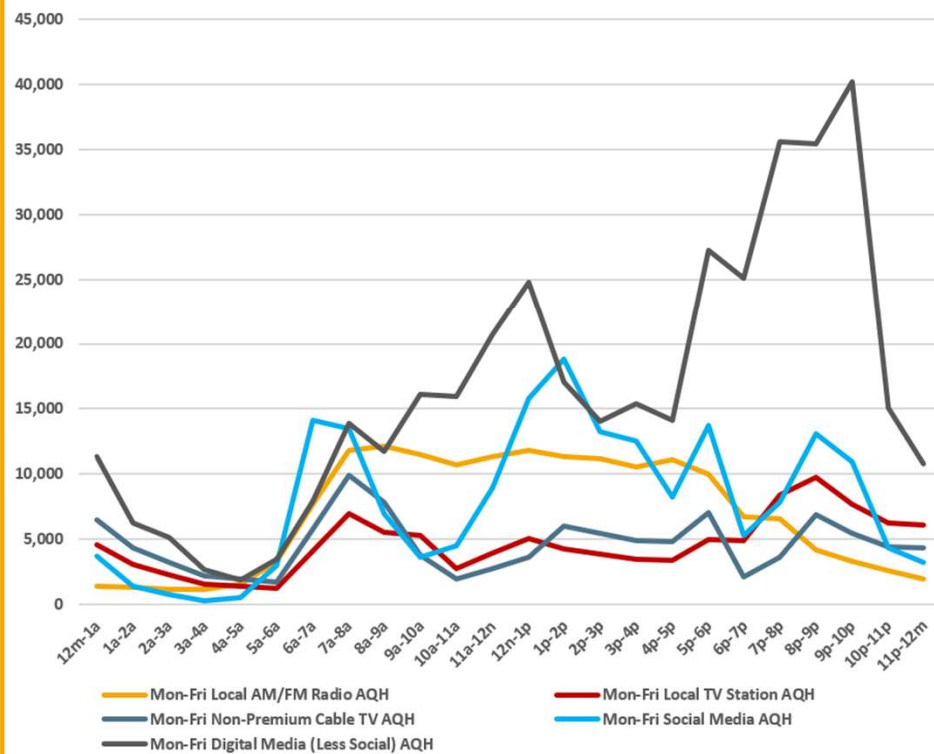
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
SEA Metro Area Adults 18 or older



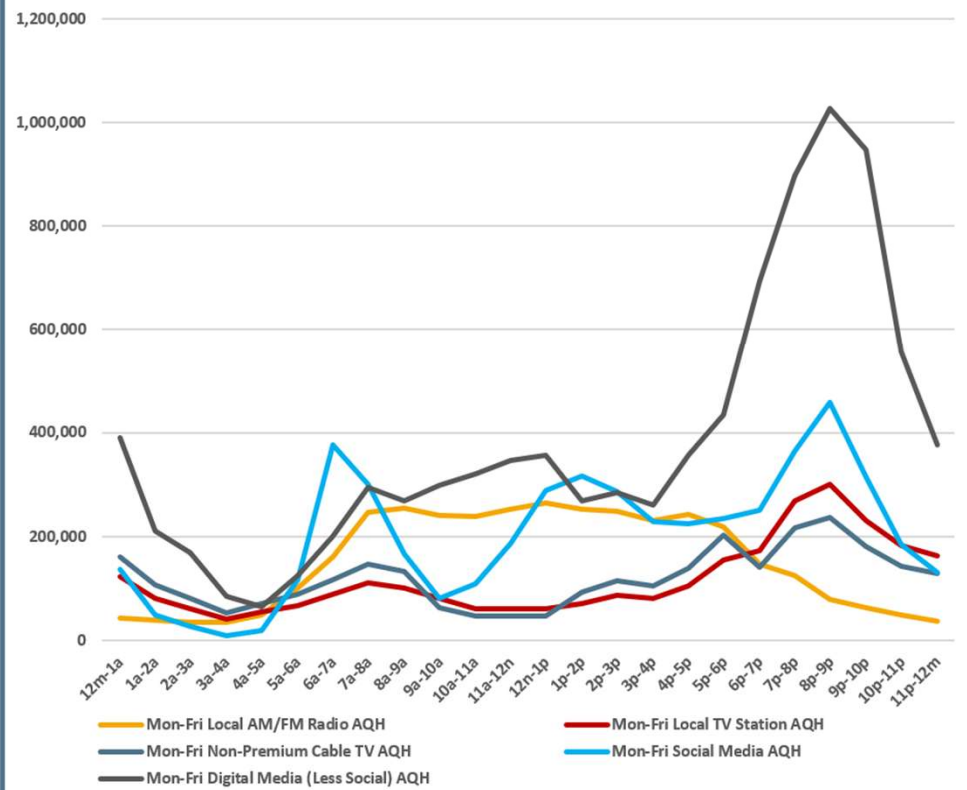


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 17,225;
Social Media: 10,703; Local Radio: 10,604; Non-Prem. Cable: 5,079; Local TV: 4,510
reaching Adults 18 or older who Purchased Fuel for a DIESEL Vehicle in the past

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Purchased Fuel for a DIESEL Vehicle in
the past 7 days



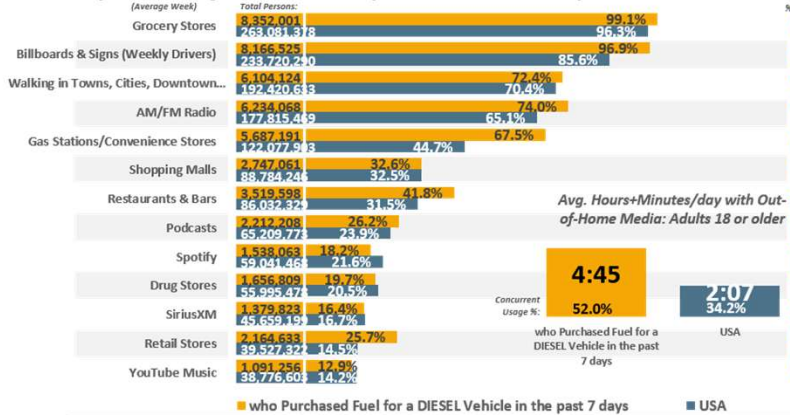
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
PHX Metro Area Adults 18 or older



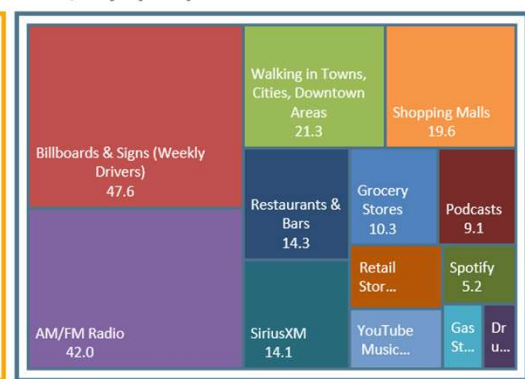
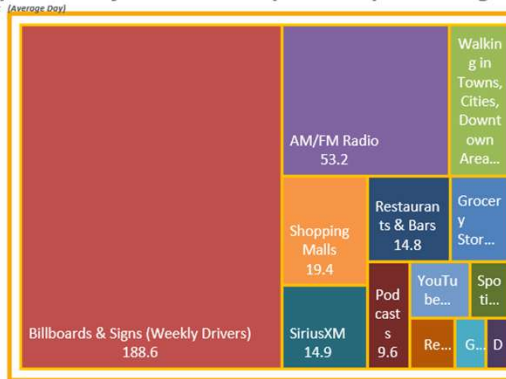


8,166,525 or 96.9% of Adults 18 or older who Purchased Fuel for a DIESEL Vehicle in the past 7 days spend an average of 188.6 minutes per day driving, seeing Billboards and Signs. 71.5% Listen to Local Radio Stations Out-of-Home for an average of 50.4 min

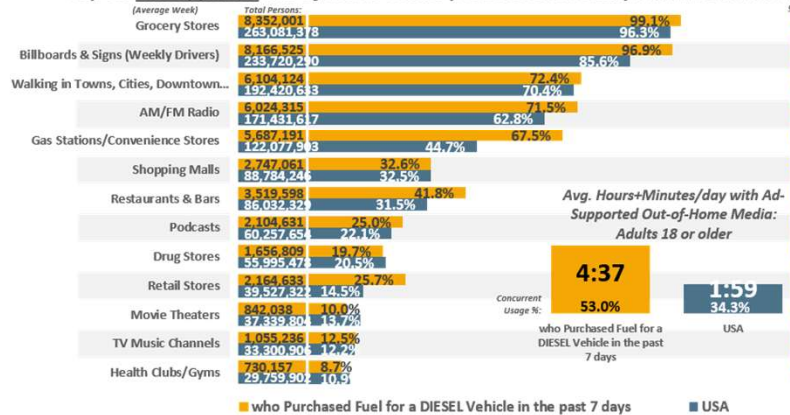
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



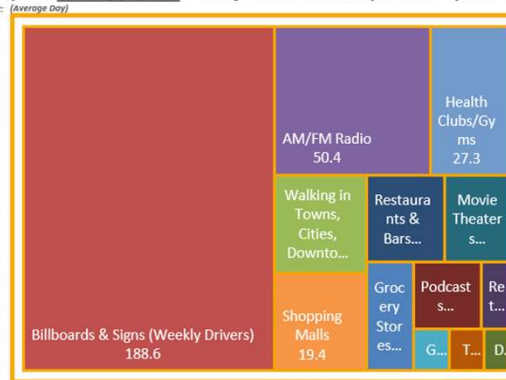
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 555
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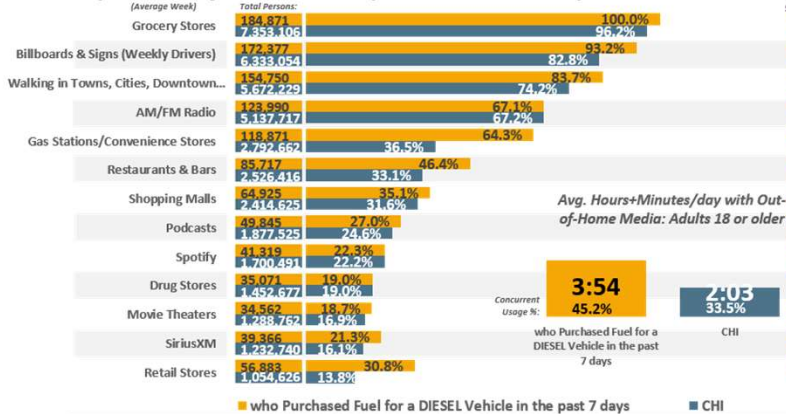
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[[[Detailed occupation codes: Transportation and Material Moving OR Detailed occupation codes: Farming, Fishing, and Forestry OR Detailed occupation codes: Construction and Extraction OR Make/model of any vehicle (HHLD): DODGE RAM 2500 OR Make/model of any vehicle (HHLD): DODGE RAM 3500 OR Make/model of any vehicle (HHLD): FORD F250 OR Make/model of any vehicle (HHLD): FORD F350 OR Make/model of any vehicle (HHLD): GMC SIERRA OR Make/model of any vehicle (HHLD): RAM 2500) AND (Total miles traveled in car, van, truck or bus past 7 days: 200 miles or more)]]]

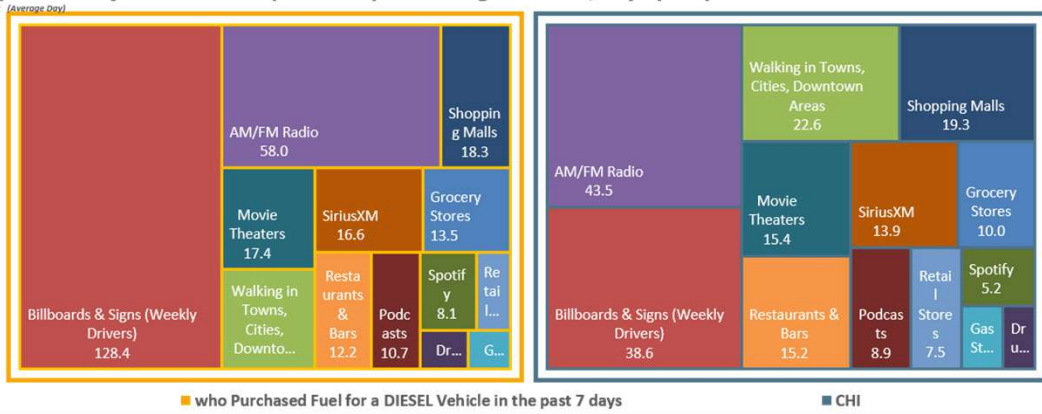


172,377 or 93.2% of Adults 18 or older who Purchased Fuel for a DIESEL Vehicle in the past 7 days spend an average of 128.4 minutes per day driving, seeing Billboards and Signs. 62.1% Listen to Local Radio Stations Out-of-Home for an average of 48.8 minut

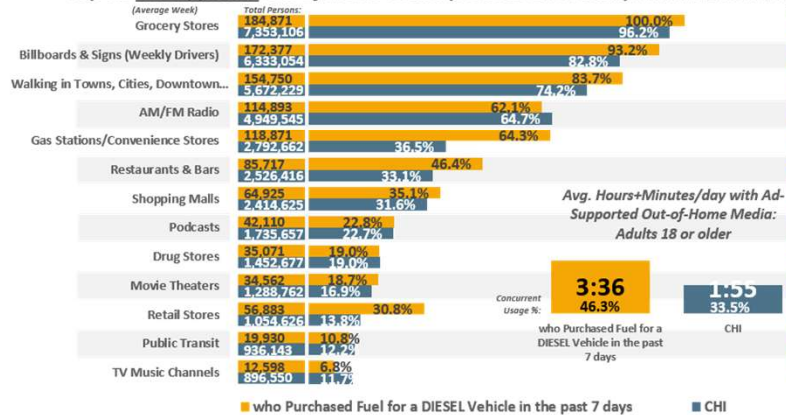
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



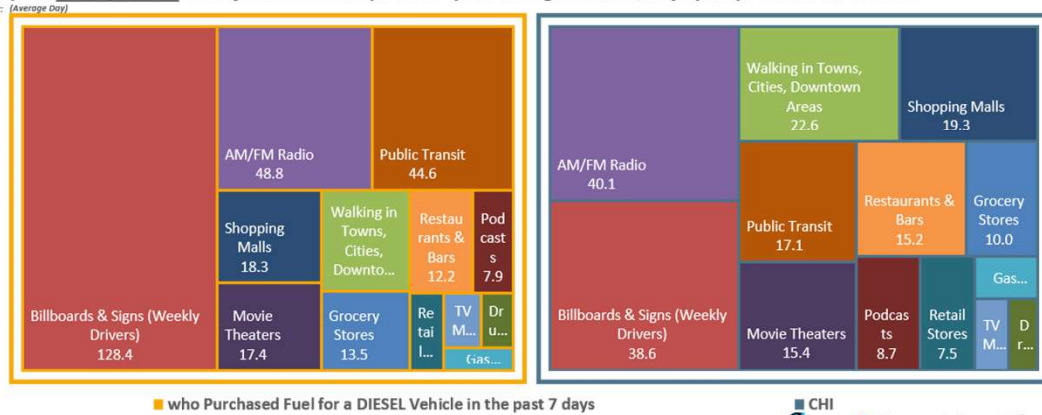
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 69
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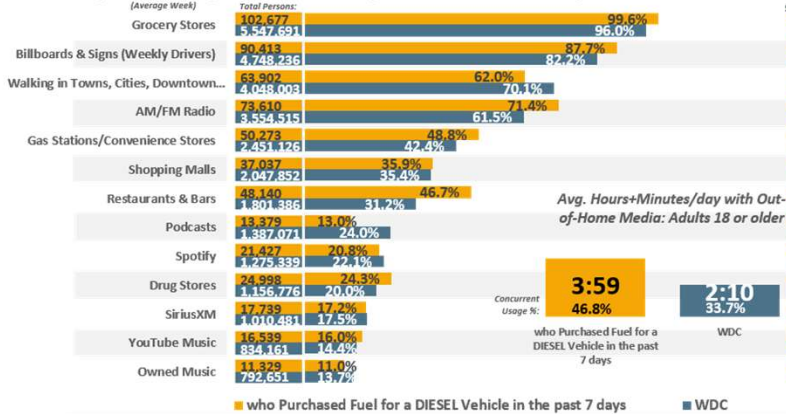
soefa.ai Share of Everything for Anything

[[[Detailed occupation codes: Transportation and Material Moving OR Detailed occupation codes: Farming, Fishing, and Forestry OR Detailed occupation codes: Construction and Extraction OR Make/model of any vehicle (HHLD): DODGE RAM 2500 OR Make/model of any vehicle (HHLD): DODGE RAM 3500 OR Make/model of any vehicle (HHLD): FORD F250 OR Make/model of any vehicle (HHLD): FORD F350 OR Make/model of any vehicle (HHLD): GMC SIERRA OR Make/model of any vehicle (HHLD): RAM 2500] AND [Total miles traveled in car, van, truck or bus past 7 days: 200 miles or more]]]

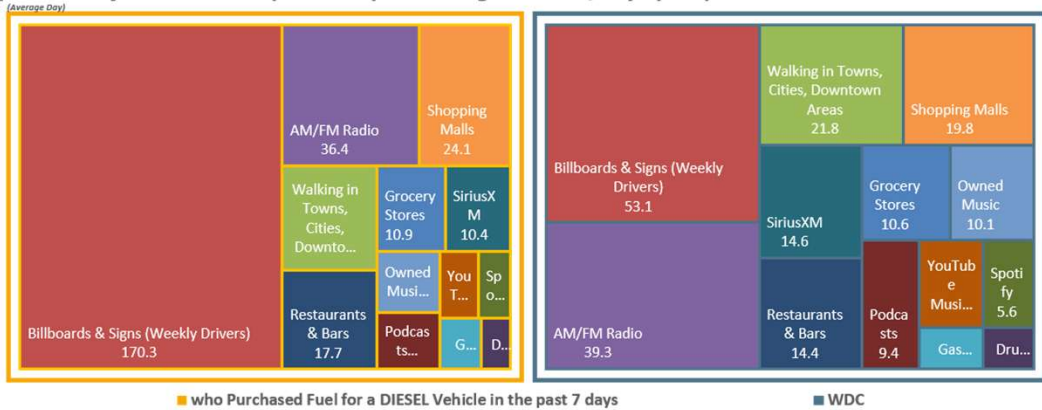


90,413 or 87.7% of Adults 18 or older who Purchased Fuel for a DIESEL Vehicle in the past 7 days spend an average of 170.3 minutes per day driving, seeing Billboards and Signs. 69.5% Listen to Local Radio Stations Out-of-Home for an average of 35.6 minute

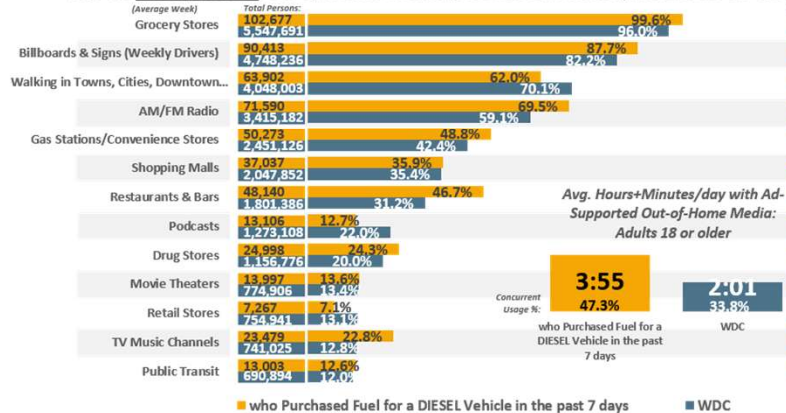
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



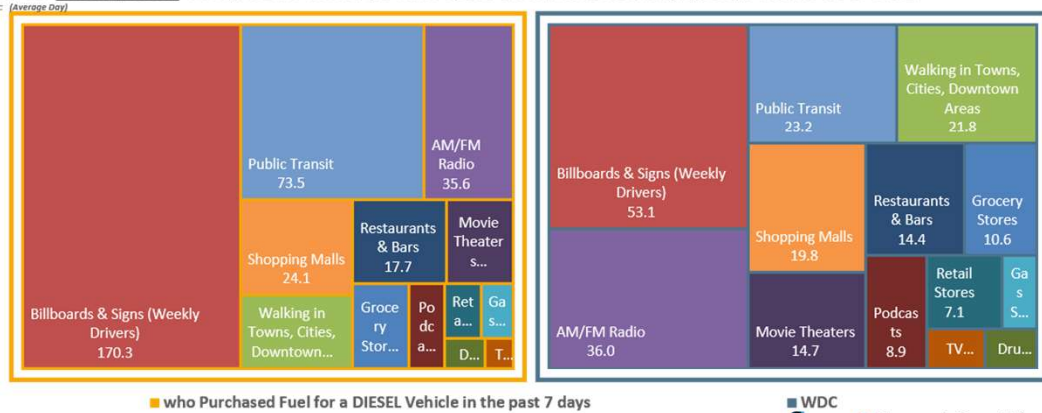
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 104
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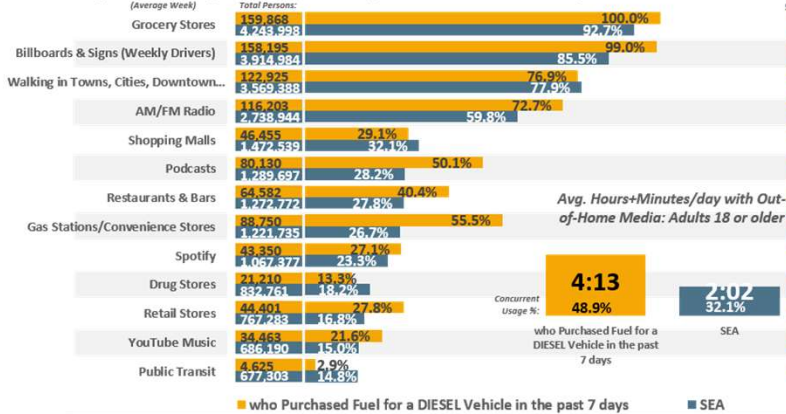
soefa.ai Share of Everything for Anything

[[[Detailed occupation codes: Transportation and Material Moving OR Detailed occupation codes: Farming, Fishing, and Forestry OR Detailed occupation codes: Construction and Extraction OR Make/model of any vehicle (HHLD): DODGE RAM 2500 OR Make/model of any vehicle (HHLD): DODGE RAM 3500 OR Make/model of any vehicle (HHLD): FORD F250 OR Make/model of any vehicle (HHLD): FORD F350 OR Make/model of any vehicle (HHLD): GMC SIERRA OR Make/model of any vehicle (HHLD): RAM 2500) AND (Total miles traveled in car, van, truck or bus past 7 days: 200 miles or more)]]]

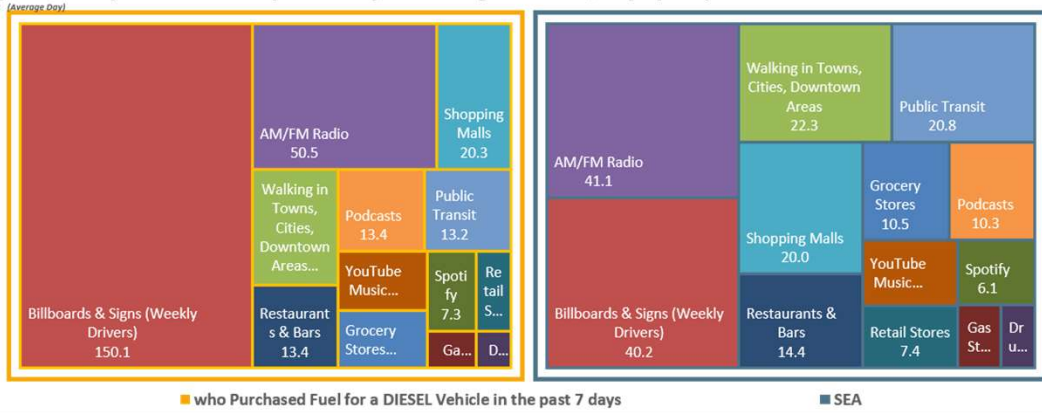


158,195 or 99.% of Adults 18 or older who Purchased Fuel for a DIESEL Vehicle in the past 7 days spend an average of 150.1 minutes per day driving, seeing Billboards and Signs. 70.7% Listen to Local Radio Stations Out-of-Home for an average of 48.9 minute

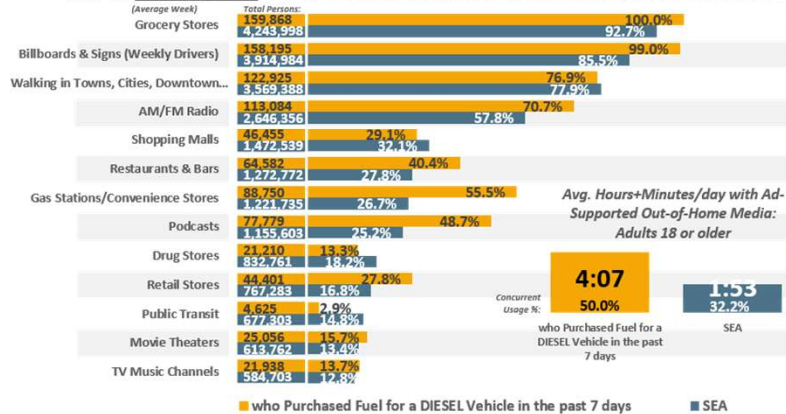
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



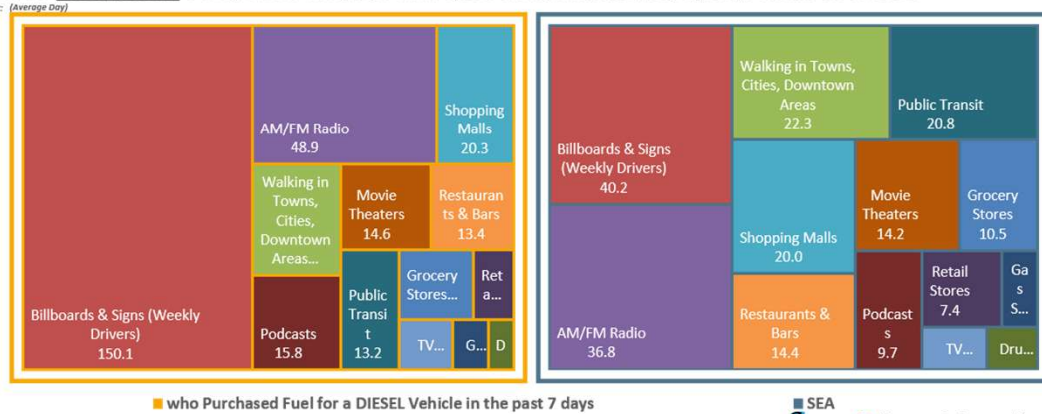
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 80
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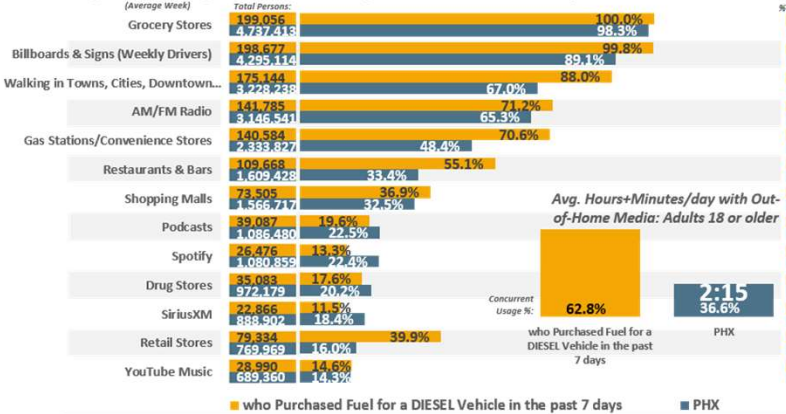
soefa.ai Share of Everything for Anything

[[[Detailed occupation codes: Transportation and Material Moving OR Detailed occupation codes: Farming, Fishing, and Forestry OR Detailed occupation codes: Construction and Extraction OR Make/model of any vehicle (HHLD): DODGE RAM 2500 OR Make/model of any vehicle (HHLD): DODGE RAM 3500 OR Make/model of any vehicle (HHLD): FORD F250 OR Make/model of any vehicle (HHLD): FORD F350 OR Make/model of any vehicle (HHLD): GMC SIERRA OR Make/model of any vehicle (HHLD): RAM 2500] AND (Total miles traveled in car, van, truck or bus past 7 days: 200 miles or more)]]

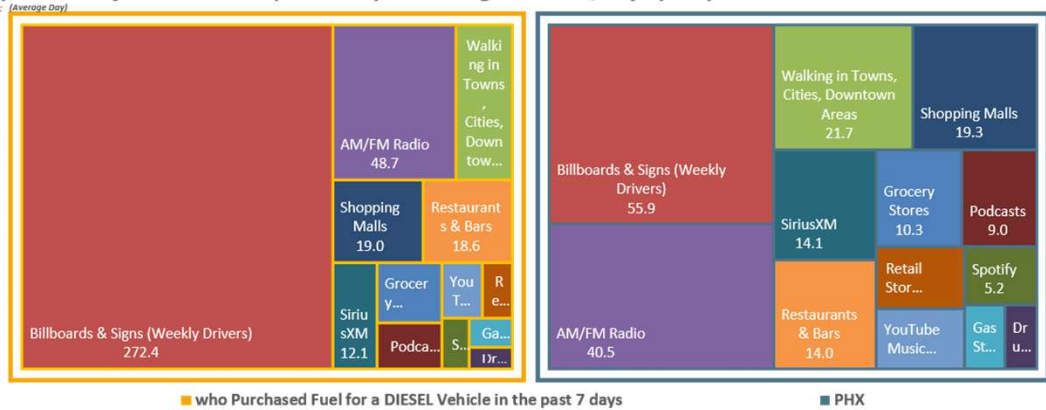


198,677 or 99.8% of Adults 18 or older who Purchased Fuel for a DIESEL Vehicle in the past 7 days spend an average of 272.4 minutes per day driving, seeing Billboards and Signs. 69.8% Listen to Local Radio Stations Out-of-Home for an average of 48.2 minutes

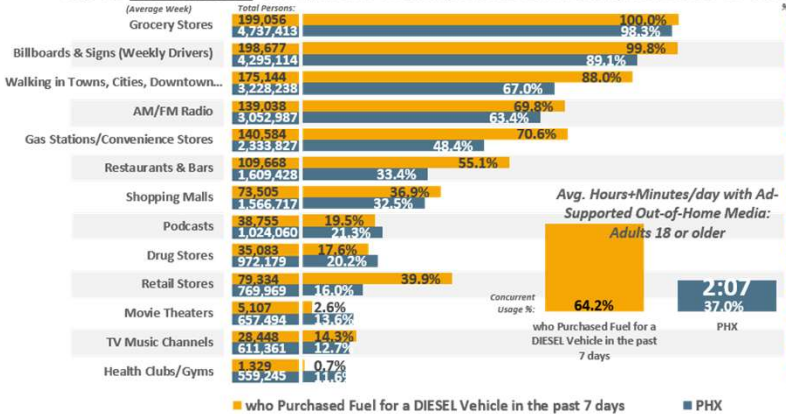
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



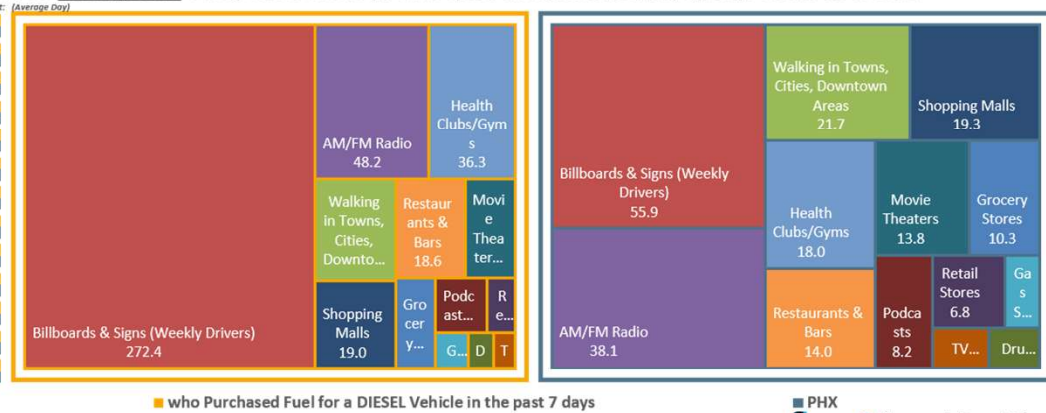
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



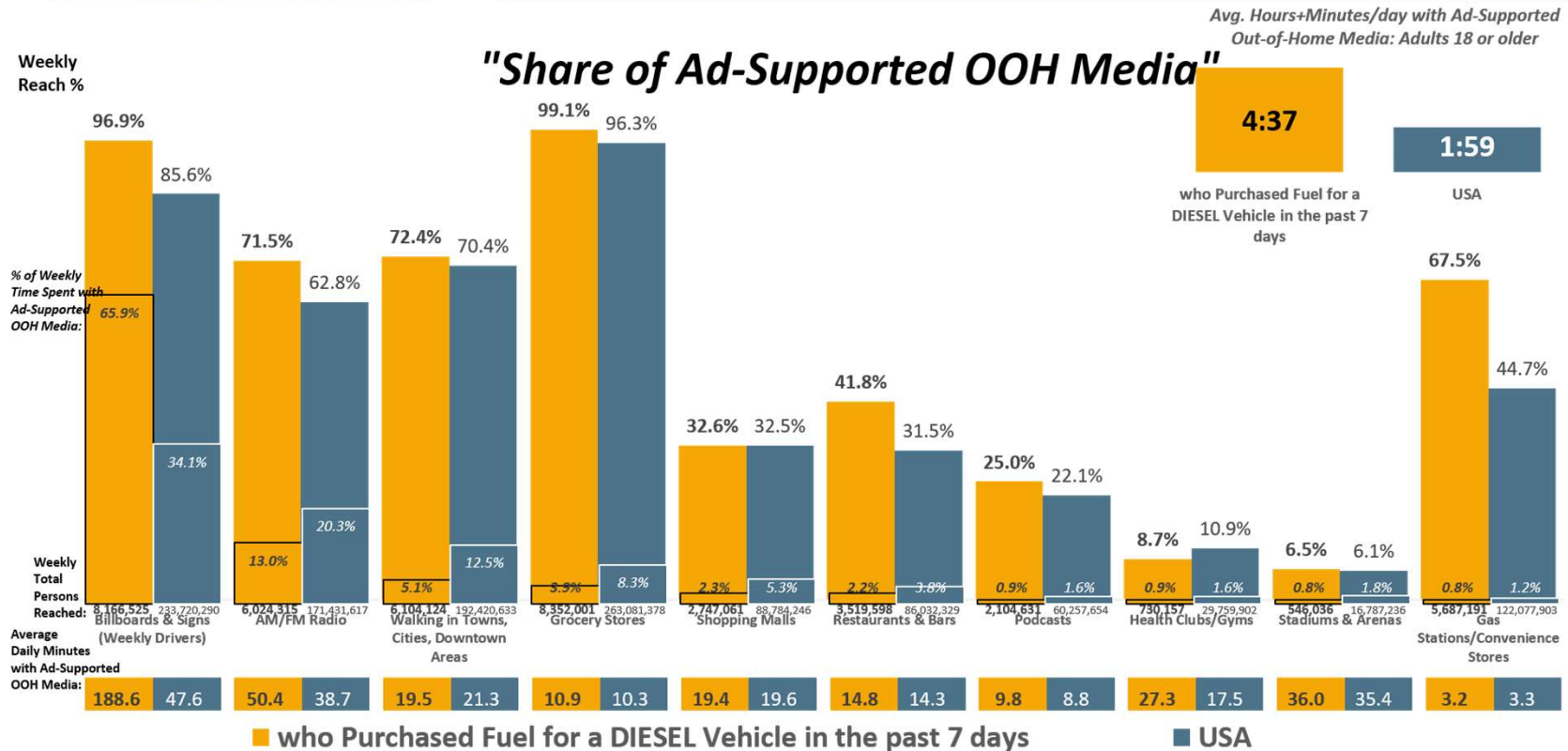
PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 62
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[[[Detailed occupation codes: Transportation and Material Moving OR Detailed occupation codes: Farming, Fishing, and Forestry OR Detailed occupation codes: Construction and Extraction OR Make/model of any vehicle (HHLD): DODGE RAM 2500 OR Make/model of any vehicle (HHLD): DODGE RAM 3500 OR Make/model of any vehicle (HHLD): FORD F250 OR Make/model of any vehicle (HHLD): FORD F350 OR Make/model of any vehicle (HHLD): GMC SIERRA OR Make/model of any vehicle (HHLD): RAM 2500) AND (Total miles traveled in car, van, truck or bus past 7 days: 200 miles or more)]]]



8,166,525 or 96.9% of Adults 18 or older who Purchased Fuel for a DIESEL Vehicle in the past 7 days spend an average of 188.6 minutes per day driving, seeing Billboards and Signs representing 65.9% of all Time Spent with Ad-Supported Out-of-Home Media.



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 555 Scarborough R1 2026: Jan25-Mar26 USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 24,338

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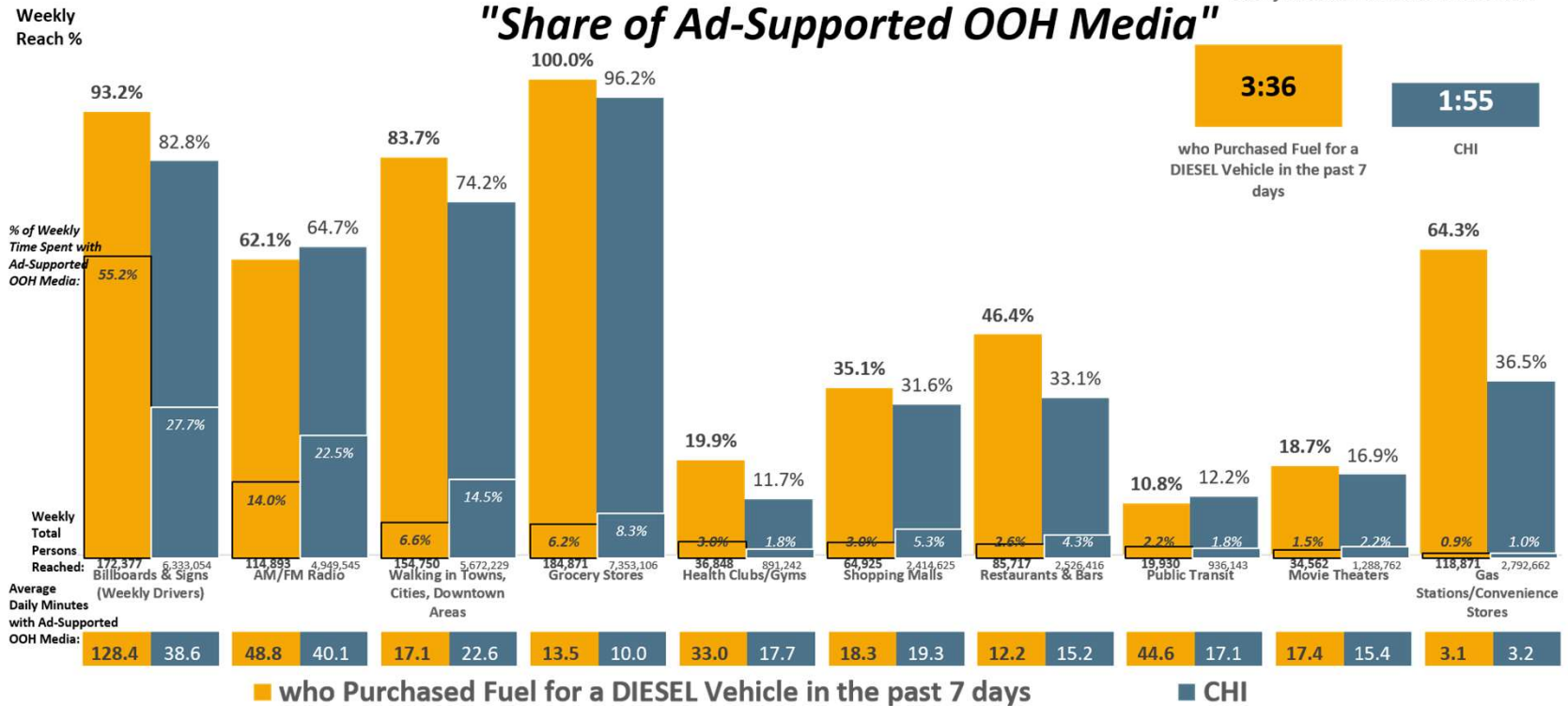
soefa.ai Share of Everything for Anything

[[[Detailed occupation codes: Transportation and Material Moving OR Detailed occupation codes: Farming, Fishing, and Forestry OR Detailed occupation codes: Construction and Extraction OR Make/model of any vehicle (HHLD): DODGE RAM 2500 OR Make/model of any vehicle (HHLD): DODGE RAM 3500 OR Make/model of any vehicle (HHLD): FORD F250 OR Make/model of any vehicle (HHLD): FORD F350 OR Make/model of any vehicle (HHLD): GMC SIERRA OR Make/model of any vehicle (HHLD): RAM 2500) AND (Total miles traveled in car, van, truck or bus past 7 days: 200 miles or more)]]



172,377 or 93.2% of Adults 18 or older who Purchased Fuel for a DIESEL Vehicle in the past 7 days spend an average of 128.4 minutes per day driving, seeing Billboards and Signs representing 55.2% of all Time Spent with Ad-Supported Out-of-Home Media.

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



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 69 CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 4,001
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[[[Detailed occupation codes: Transportation and Material Moving OR Detailed occupation codes: Farming, Fishing, and Forestry OR Detailed occupation codes: Construction and Extraction OR Make/model of any vehicle (HHLD): DODGE RAM 2500 OR Make/model of any vehicle (HHLD): DODGE RAM 3500 OR Make/model of any vehicle (HHLD): FORD F250 OR Make/model of any vehicle (HHLD): FORD F350 OR Make/model of any vehicle (HHLD): GMC SIERRA OR Make/model of any vehicle (HHLD): RAM 2500) AND (Total miles traveled in car, van, truck or bus past 7 days: 200 miles or more)]]

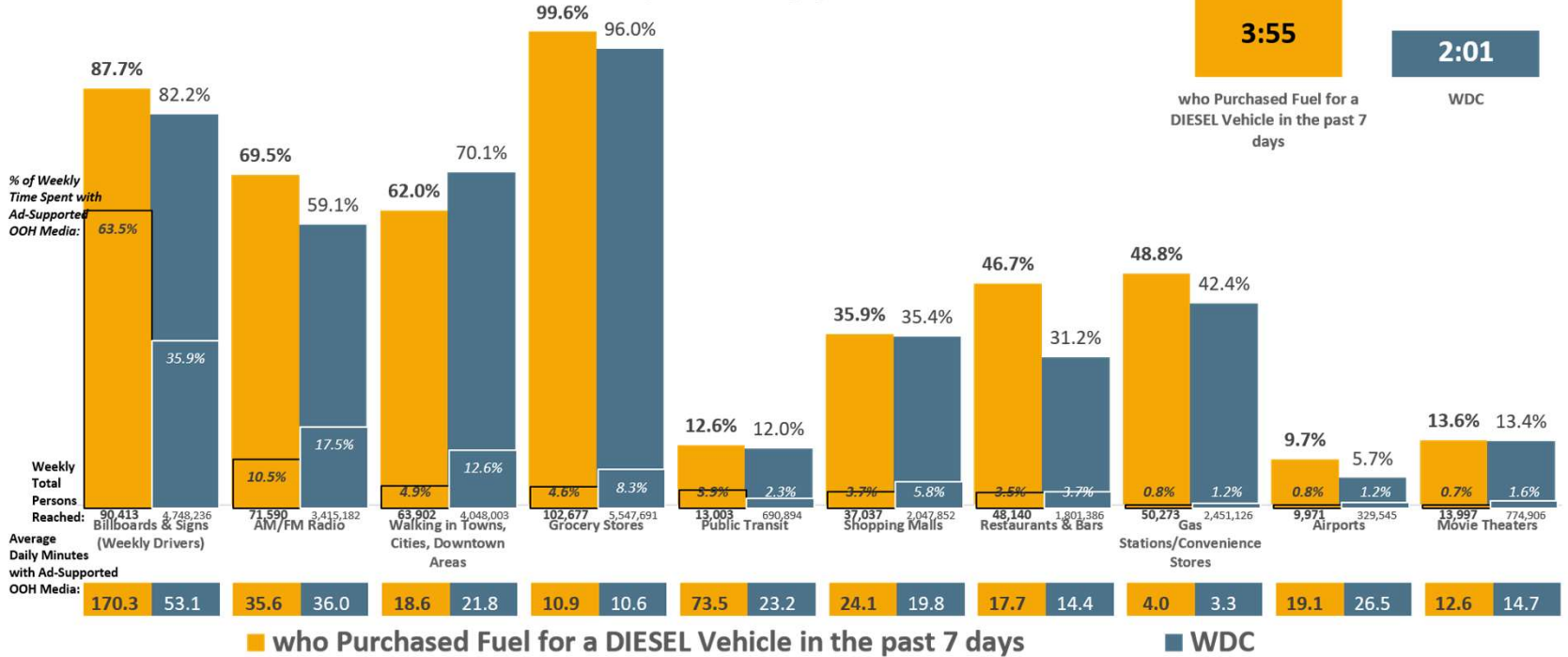


90,413 or 87.7% of Adults 18 or older who Purchased Fuel for a DIESEL Vehicle in the past 7 days spend an average of 170.3 minutes per day driving, seeing Billboards and Signs representing 63.5% of all Time Spent with Ad-Supported Out-of-Home Media.

Weekly Reach %

"Share of Ad-Supported OOH Media"

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



3:55

who Purchased Fuel for a DIESEL Vehicle in the past 7 days

2:01

WDC

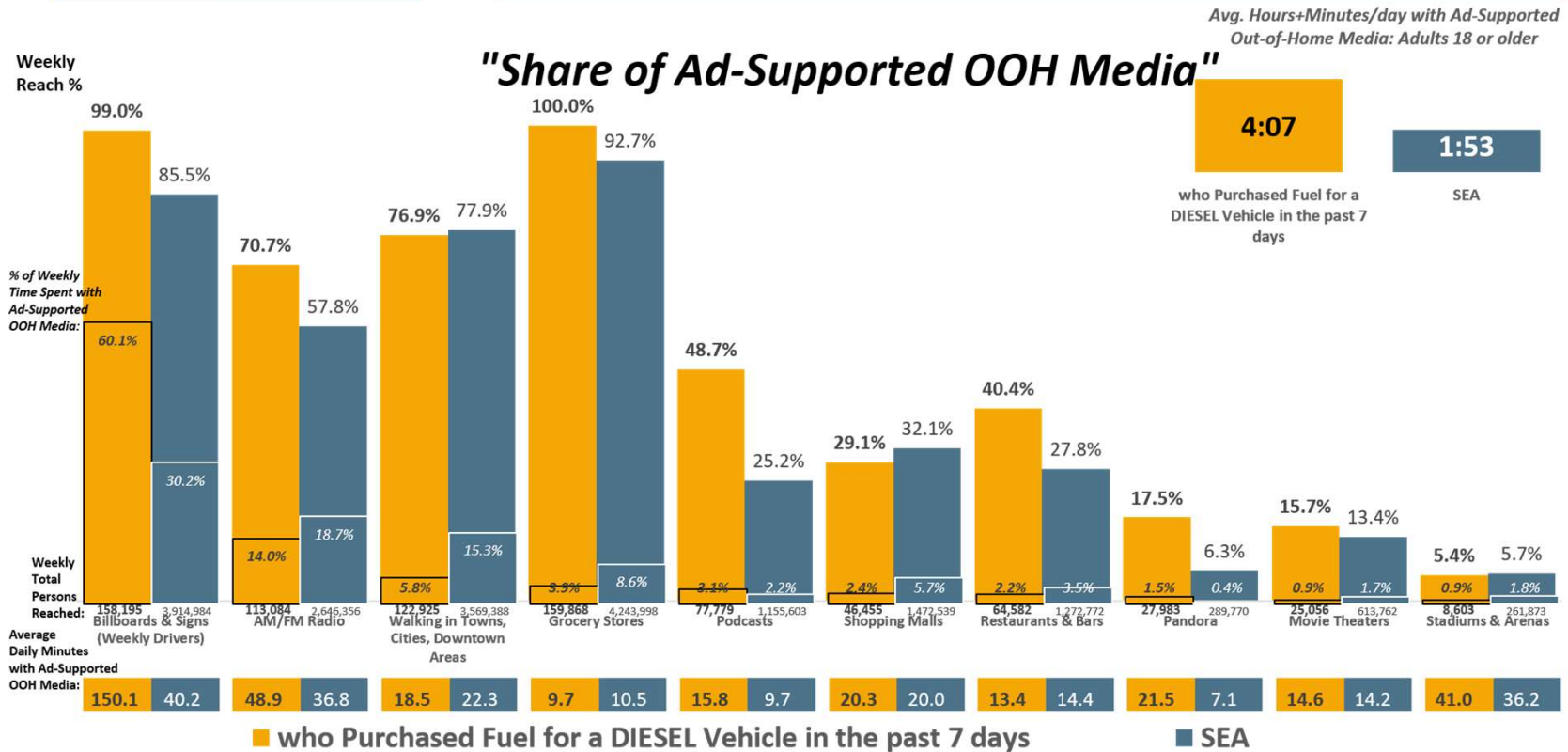
WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 104 WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 5,703
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[[[Detailed occupation codes: Transportation and Material Moving OR Detailed occupation codes: Farming, Fishing, and Forestry OR Detailed occupation codes: Construction and Extraction OR Make/model of any vehicle (HHLD): DODGE RAM 2500 OR Make/model of any vehicle (HHLD): DODGE RAM 3500 OR Make/model of any vehicle (HHLD): FORD F250 OR Make/model of any vehicle (HHLD): FORD F350 OR Make/model of any vehicle (HHLD): GMC SIERRA OR Make/model of any vehicle (HHLD): RAM 2500) AND (Total miles traveled in car, van, truck or bus past 7 days: 200 miles or more)]]]



158,195 or 99.0% of Adults 18 or older who Purchased Fuel for a DIESEL Vehicle in the past 7 days spend an average of 150.1 minutes per day driving, seeing Billboards and Signs representing 60.1% of all Time Spent with Ad-Supported Out-of-Home Media.



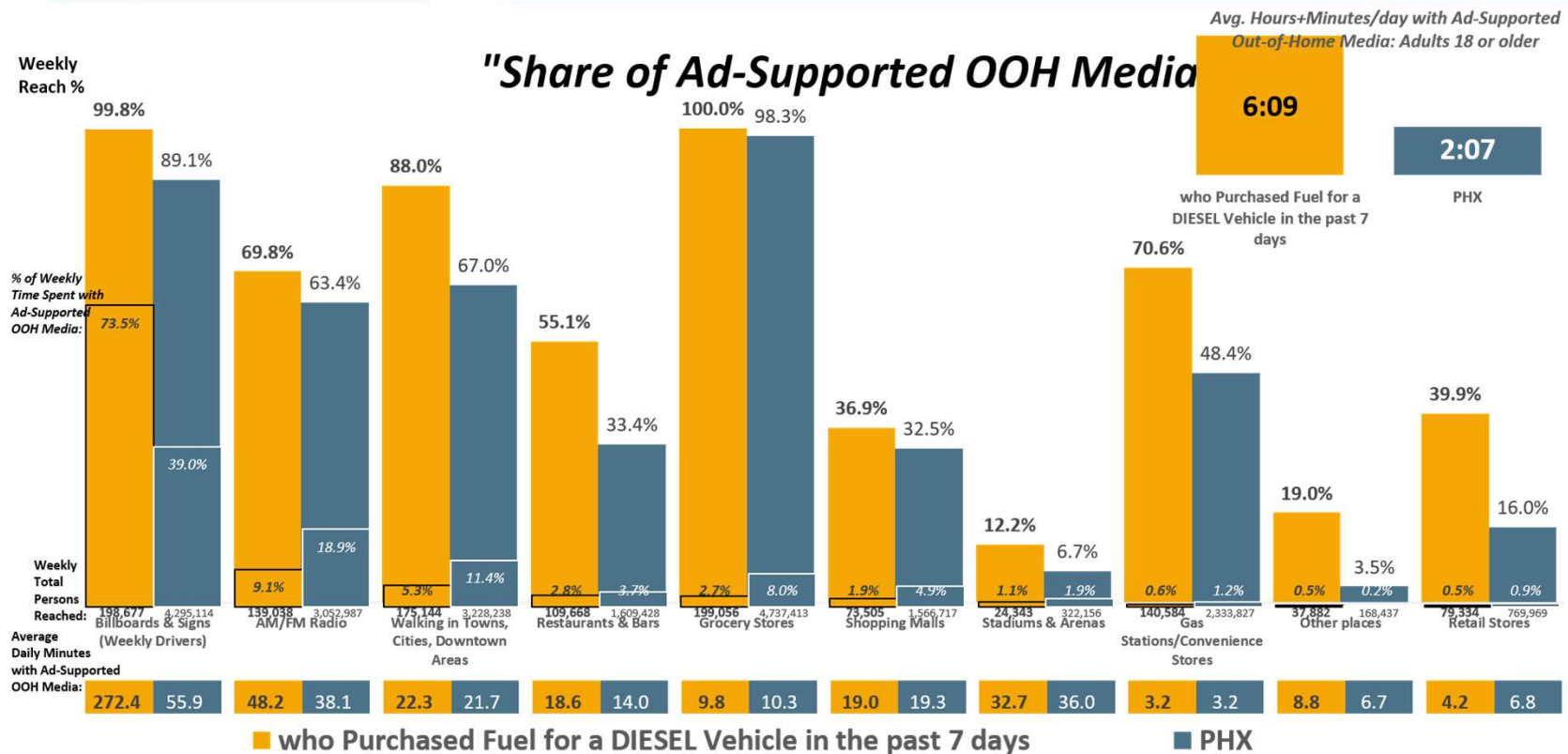
SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 80 SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 3,887
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[[[Detailed occupation codes: Transportation and Material Moving OR Detailed occupation codes: Farming, Fishing, and Forestry OR Detailed occupation codes: Construction and Extraction OR Make/model of any vehicle (HHLD): DODGE RAM 2500 OR Make/model of any vehicle (HHLD): DODGE RAM 3500 OR Make/model of any vehicle (HHLD): FORD F250 OR Make/model of any vehicle (HHLD): FORD F350 OR Make/model of any vehicle (HHLD): GMC SIERRA OR Make/model of any vehicle (HHLD): RAM 2500] AND (Total miles traveled in car, van, truck or bus past 7 days: 200 miles or more)]]



198,677 or 99.8% of Adults 18 or older who Purchased Fuel for a DIESEL Vehicle in the past 7 days spend an average of 272.4 minutes per day driving, seeing Billboards and Signs representing 73.5% of all Time Spent with Ad-Supported Out-of-Home Media.



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 62
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PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 2,406

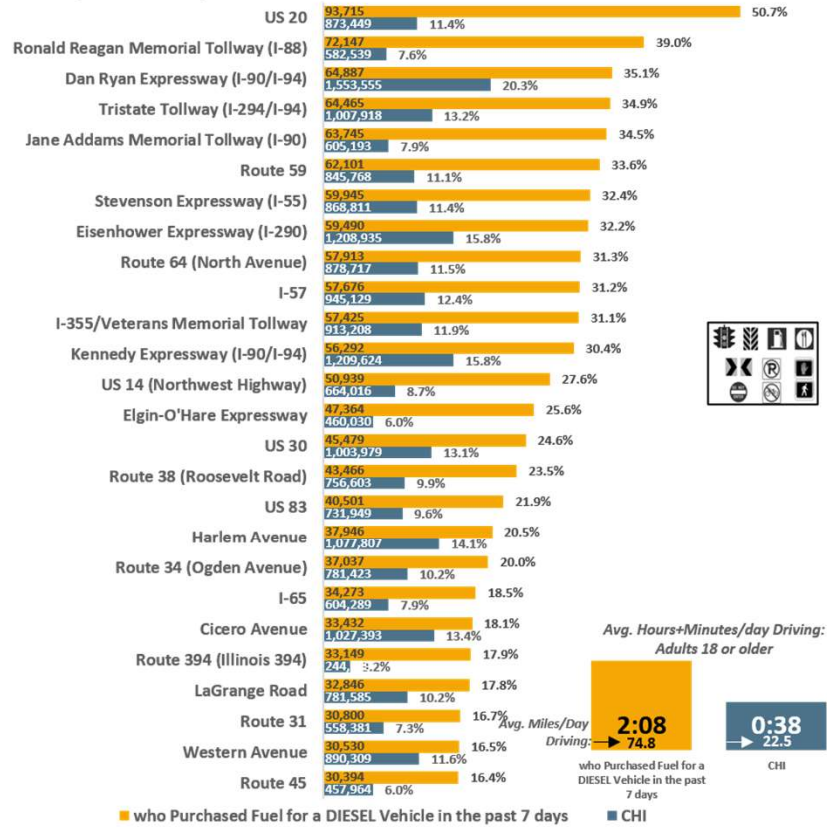
soefa.ai Share of Everything for Anything

[[[Detailed occupation codes: Transportation and Material Moving OR Detailed occupation codes: Farming, Fishing, and Forestry OR Detailed occupation codes: Construction and Extraction OR Make/model of any vehicle (HHLD): DODGE RAM 2500 OR Make/model of any vehicle (HHLD): DODGE RAM 3500 OR Make/model of any vehicle (HHLD): FORD F250 OR Make/model of any vehicle (HHLD): FORD F350 OR Make/model of any vehicle (HHLD): GMC SIERRA OR Make/model of any vehicle (HHLD): RAM 2500) AND (Total miles traveled in car, van, truck or bus past 7 days: 200 miles or more)]]]

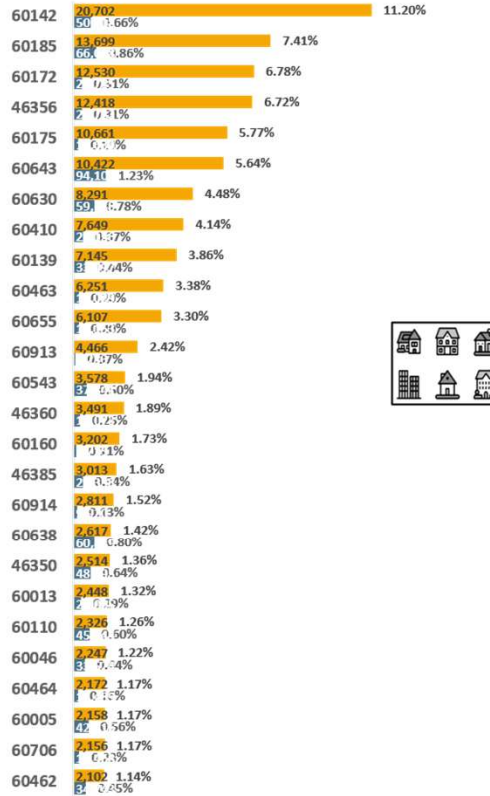


172,377 or 93.2% of Adults 18 or older who Purchased Fuel for a DIESEL Vehicle in the past 7 days spend an average of 128.4 minutes per day driving an average of 74.8 miles each day and are 412.1% more likely to use Ronald Reagan Memorial Tollway (I-88) t

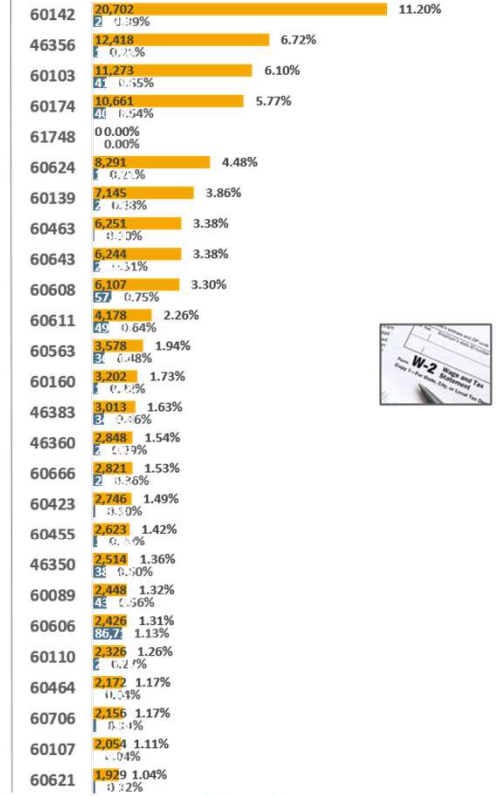
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



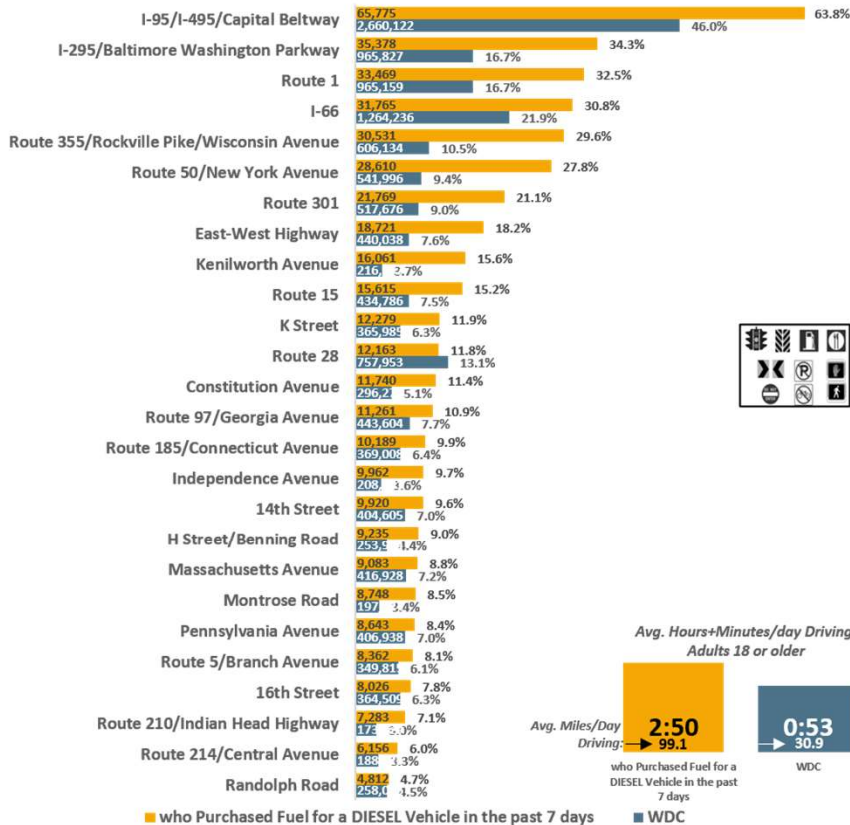
Top-26 Employment Zip Codes: Adults 18 or older



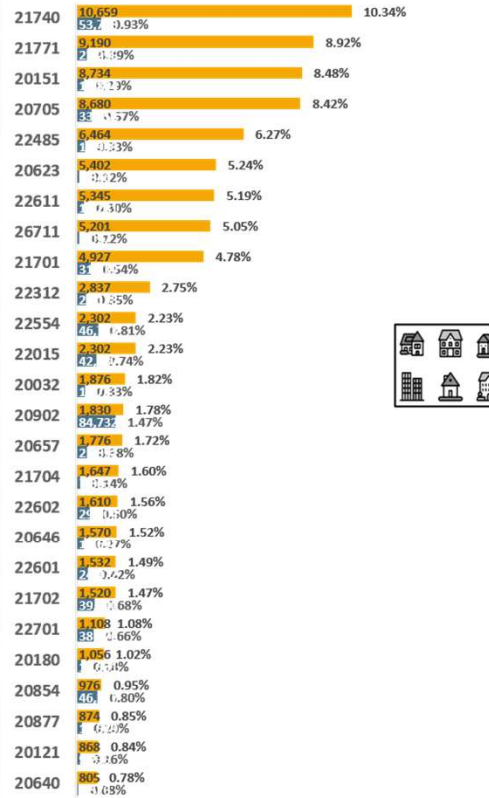


90,413 or 87.7% of Adults 18 or older who Purchased Fuel for a DIESEL Vehicle in the past 7 days spend an average of 170.3 minutes per day driving an average of 99.1 miles each day and are 315.9% more likely to use Kenilworth Avenue than the Metro average

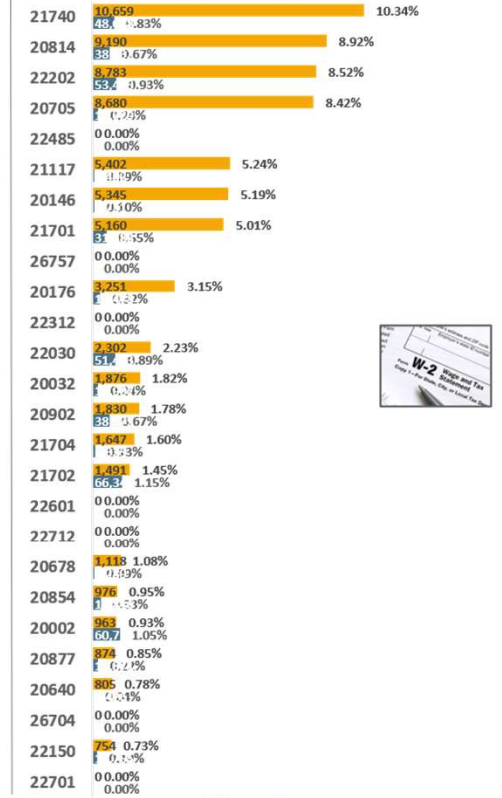
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older

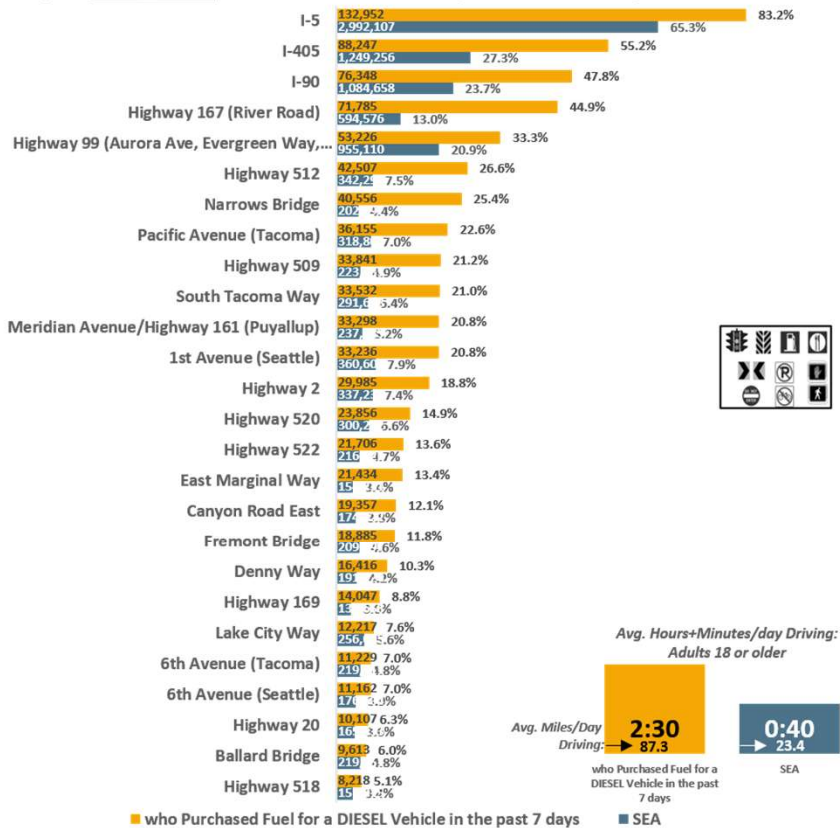


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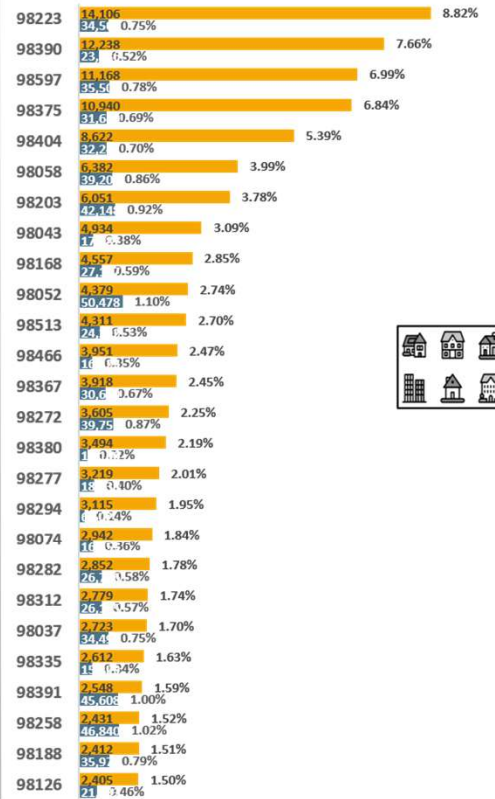


158,195 or 99.% of Adults 18 or older who Purchased Fuel for a DIESEL Vehicle in the past 7 days spend an average of 150.1 minutes per day driving an average of 87.3 miles each day and are 474.4% more likely to use Narrows Bridge than the Metro average.

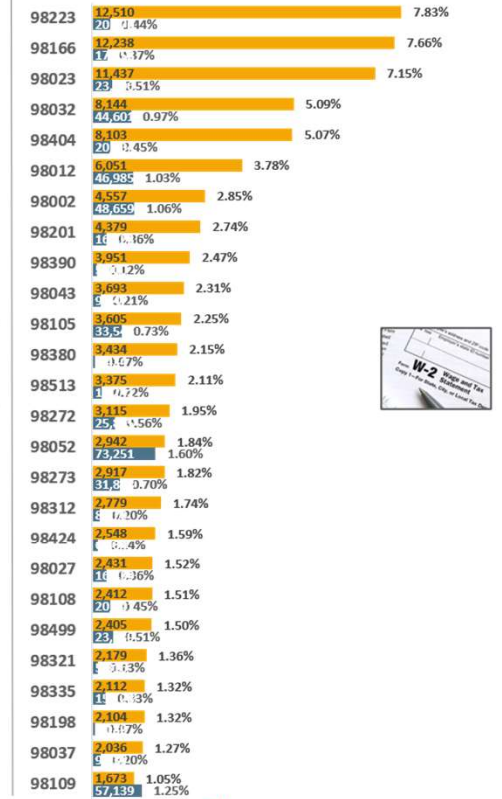
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



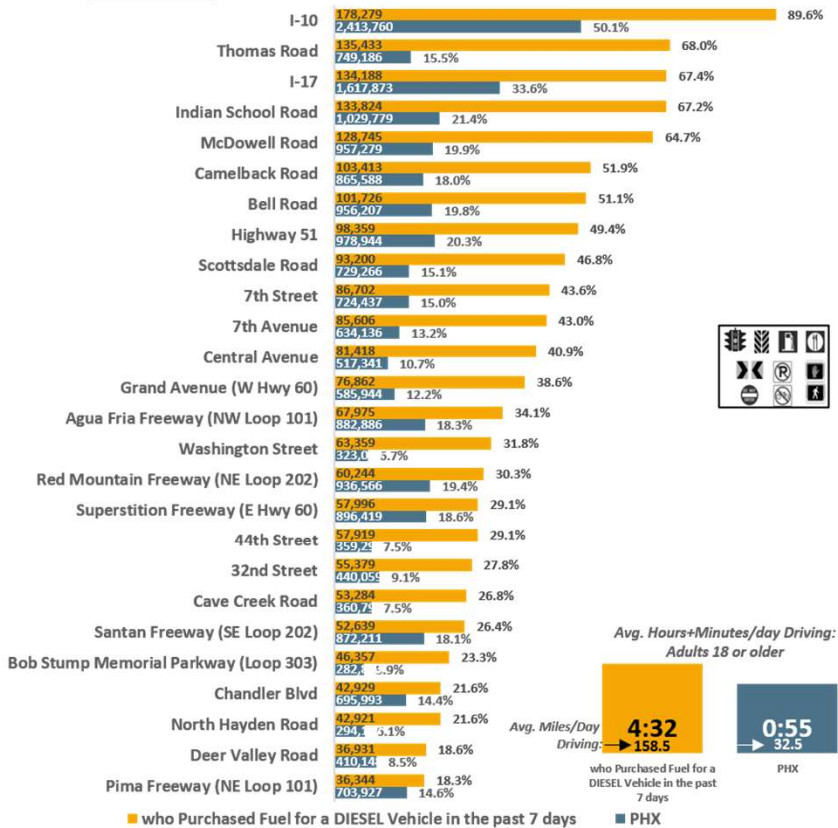
Top-26 Employment Zip Codes: Adults 18 or older





198,677 or 99.8% of Adults 18 or older who Purchased Fuel for a DIESEL Vehicle in the past 7 days
spend an average of 272.4 minutes per day driving an average of 158.5 miles each day and are
374.7% more likely to use Washington Street than the Metro avera

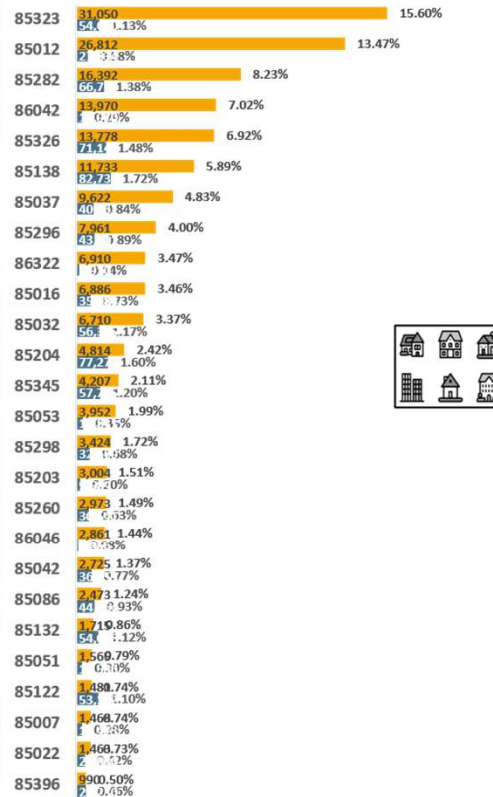
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



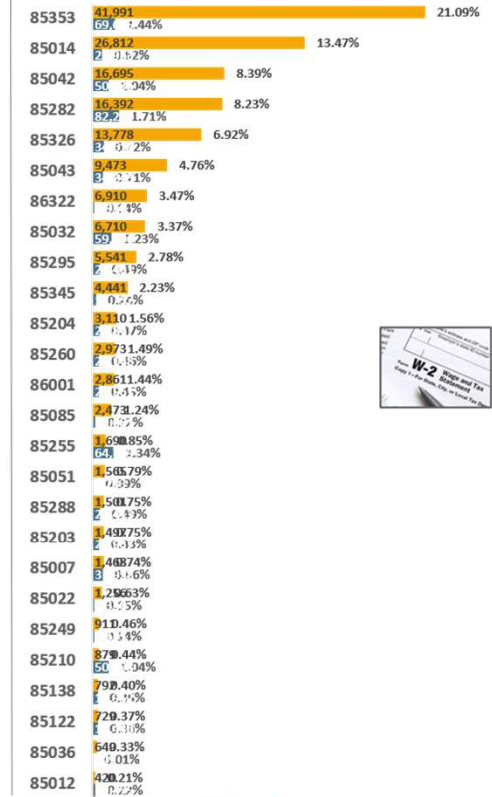
Avg. Hours+Minutes/day Driving:
Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older

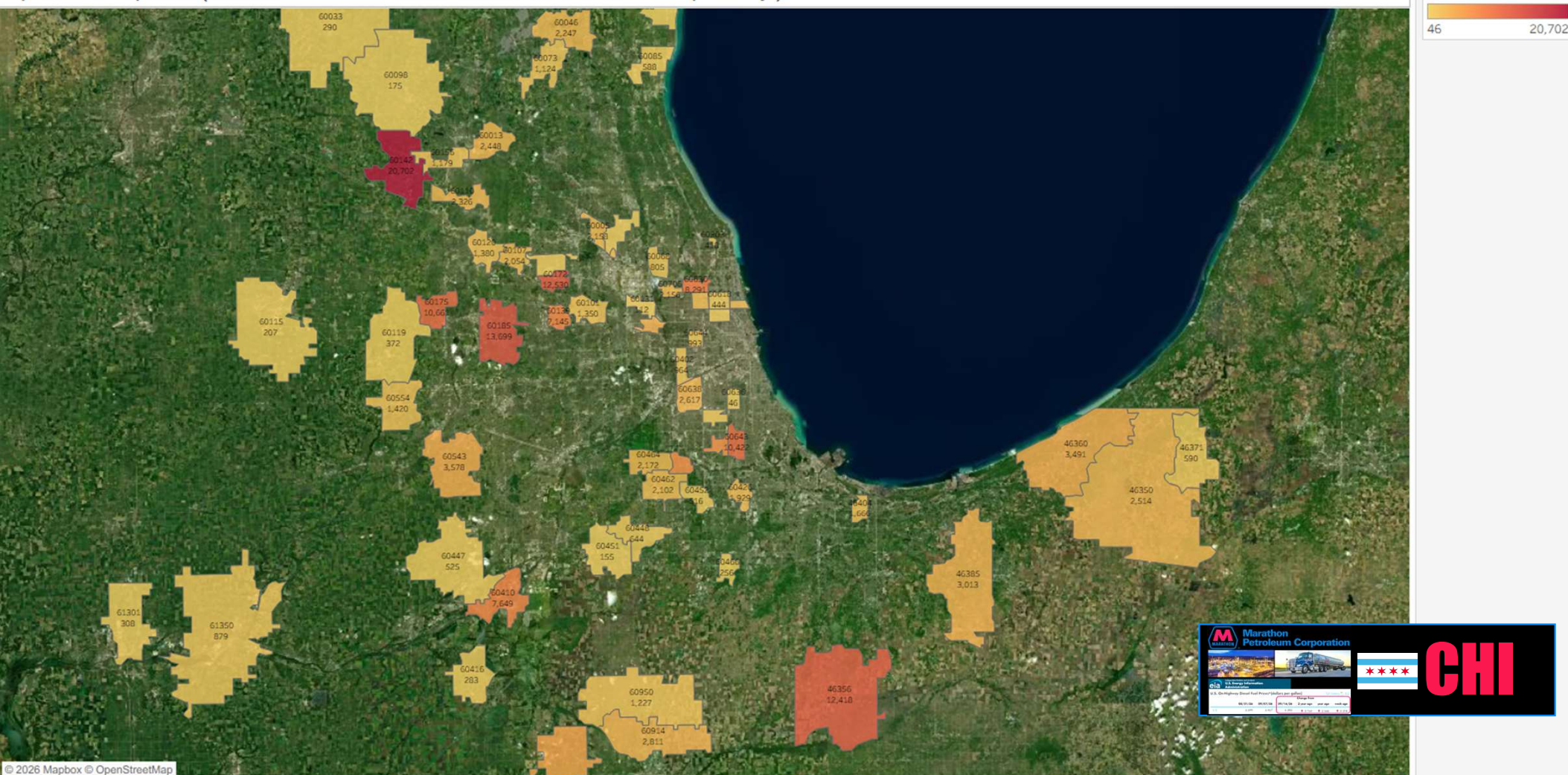


Top-26 Employment Zip Codes: Adults 18 or older



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Top Residential Zip Codes: (Adults 18 or older who Purchased Fuel for a DIESEL Vehicle in the past 7 days)



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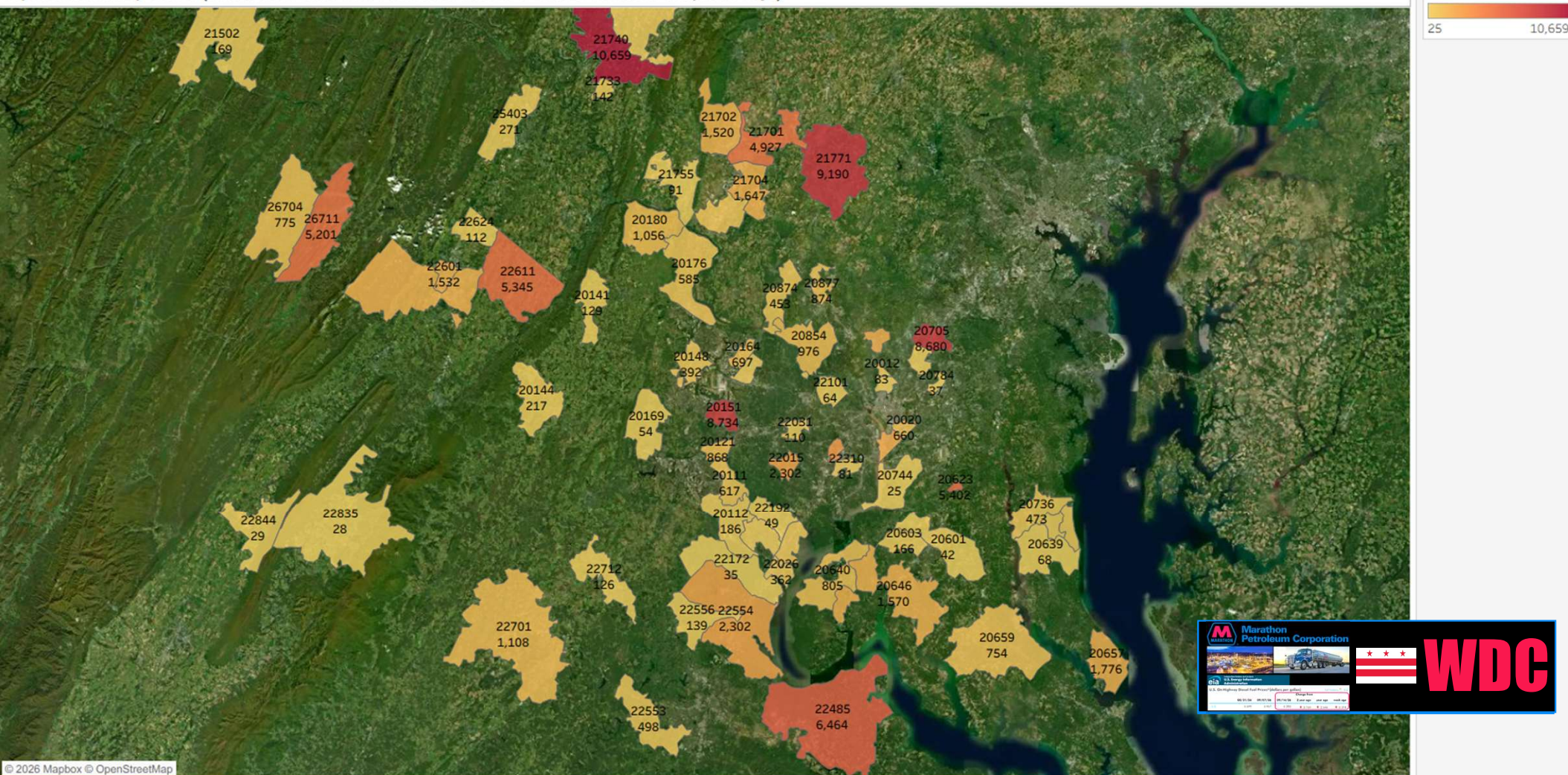
CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intob 69

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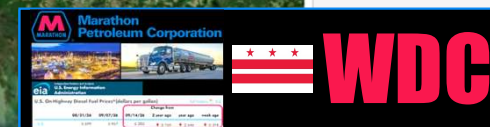
[[[Detailed occupation codes: Transportation and Material Moving OR Detailed occupation codes: Farming, Fishing, and Forestry OR Detailed occupation codes: Construction and Extraction OR Make/model of any vehicle (HHLD): DODGE RAM 2500 OR Make/model of any vehicle (HHLD): DODGE RAM 3500 OR Make/model of any vehicle (HHLD): FORD F250 OR Make/model of any vehicle (HHLD): FORD F350 OR Make/model of any vehicle (HHLD): GMC SIERRA OR Make/model of any vehicle (HHLD): RAM 2500] AND [Total miles traveled in car, van, truck or bus past 7 days: 200 miles or more]]

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for Anything.

Top Residential Zip Codes: (Adults 18 or older who Purchased Fuel for a DIESEL Vehicle in the past 7 days)



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WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 104

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[[[Detailed occupation codes: Transportation and Material Moving OR Detailed occupation codes: Farming, Fishing, and Forestry OR Detailed occupation codes: Construction and Extraction OR Make/model of any vehicle (HHLD): DODGE RAM 2500 OR Make/model of any vehicle (HHLD): DODGE RAM 3500 OR Make/model of any vehicle (HHLD): FORD F250 OR Make/model of any vehicle (HHLD): FORD F350 OR Make/model of any vehicle (HHLD): GMC SIERRA OR Make/model of any vehicle (HHLD): RAM 2500) AND (Total miles traveled in car, van, truck or bus past 7 days: 200 miles or more)]]

Top Residential Zip Codes: (Adults 18 or older who Purchased Fuel for a DIESEL Vehicle in the past 7 days)



SUM(Adults 18 or olde...
93 14,106

SEA

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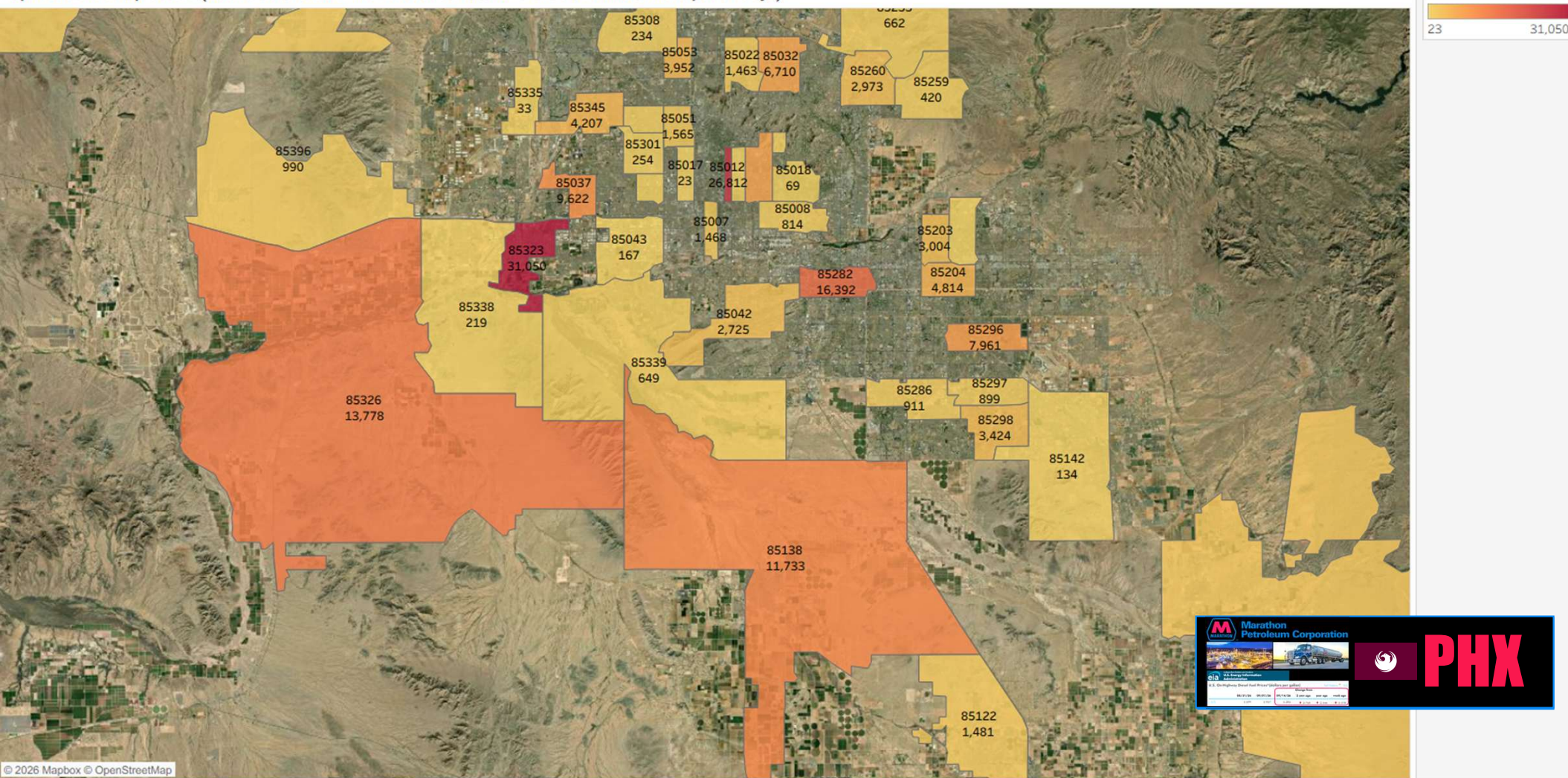
SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 80

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[[[Detailed occupation codes: Transportation and Material Moving OR Detailed occupation codes: Farming, Fishing, and Forestry OR Detailed occupation codes: Construction and Extraction OR Make/model of any vehicle (HHLD): DODGE RAM 2500 OR Make/model of any vehicle (HHLD): DODGE RAM 3500 OR Make/model of any vehicle (HHLD): FORD F250 OR Make/model of any vehicle (HHLD): FORD F350 OR Make/model of any vehicle (HHLD): GMC SIERRA OR Make/model of any vehicle (HHLD): RAM 2500) AND (Total miles traveled in car, van, truck or bus past 7 days: 200 miles or more)]]

Top Residential Zip Codes: (Adults 18 or older who Purchased Fuel for a DIESEL Vehicle in the past 7 days)

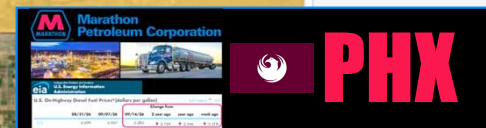


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PHX DMA Scarborough R1 2025: Feb25-Feb26 Qual Intab 62

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[[[Detailed occupation codes: Transportation and Material Moving OR Detailed occupation codes: Farming, Fishing, and Forestry OR Detailed occupation codes: Construction and Extraction OR Make/model of any vehicle (HHLD): DODGE RAM 2500 OR Make/model of any vehicle (HHLD): DODGE RAM 3500 OR Make/model of any vehicle (HHLD): FORD F250 OR Make/model of any vehicle (HHLD): FORD F350 OR Make/model of any vehicle (HHLD): GMC SIERRA OR Make/model of any vehicle (HHLD): RAM 2500) AND (Total miles traveled in car, van, truck or bus past 7 days: 200 miles or more)]]

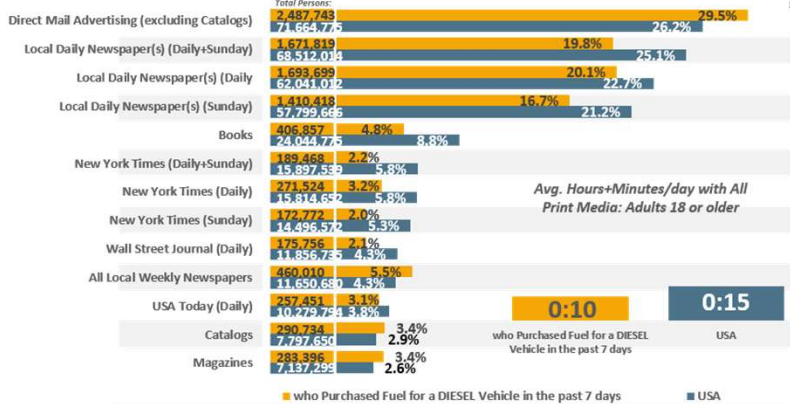


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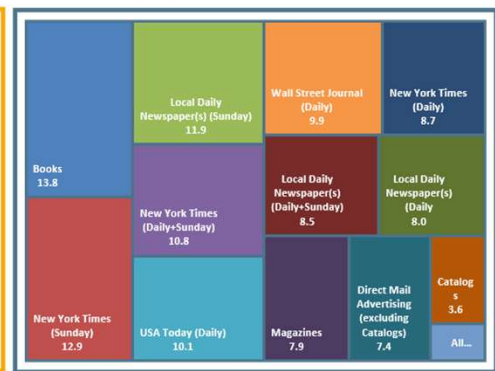
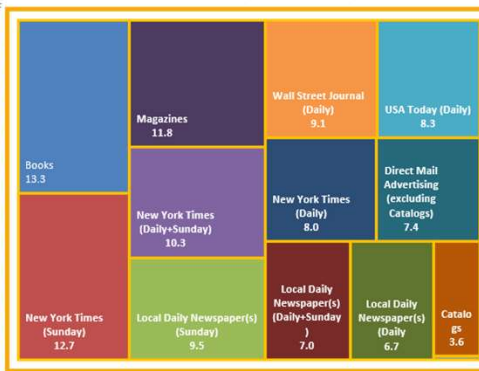


1,671,819 or 19.8% of Adults 18 or older who Purchased Fuel for a DIESEL Vehicle in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7. minutes every day representing 29.2% of all time spent daily with All forms of Print Med

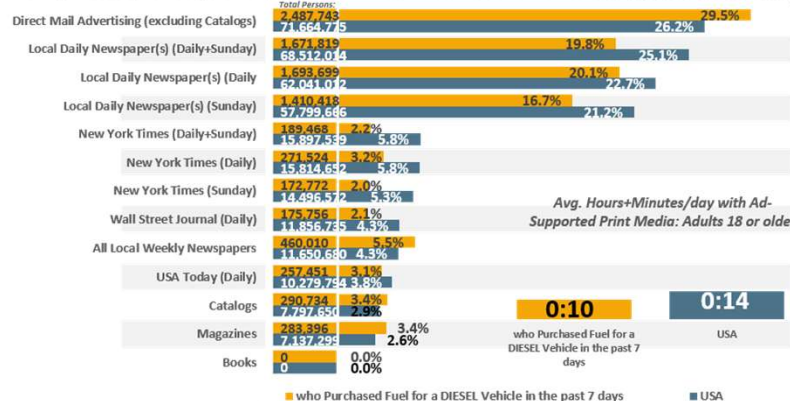
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



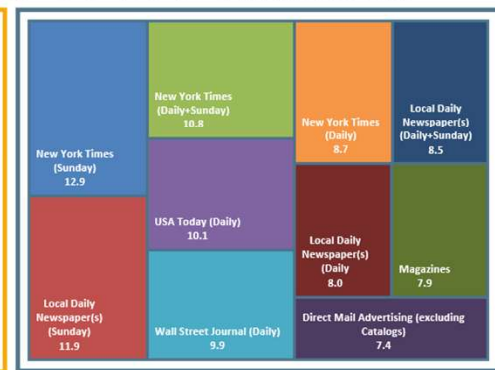
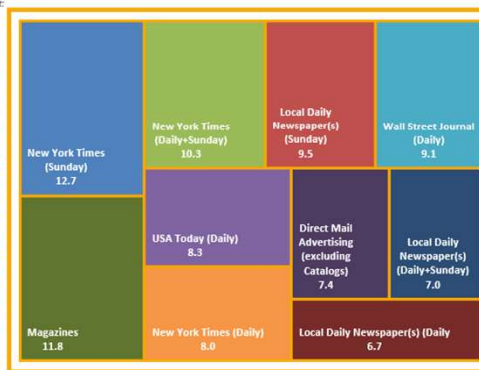
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 555
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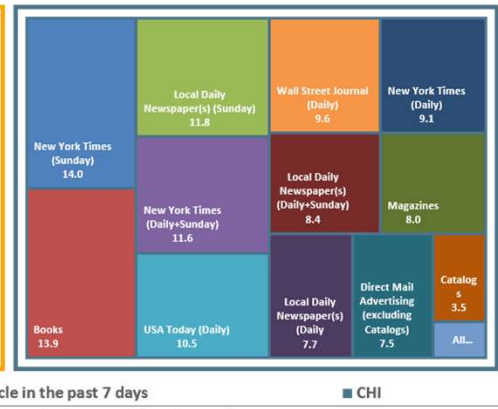
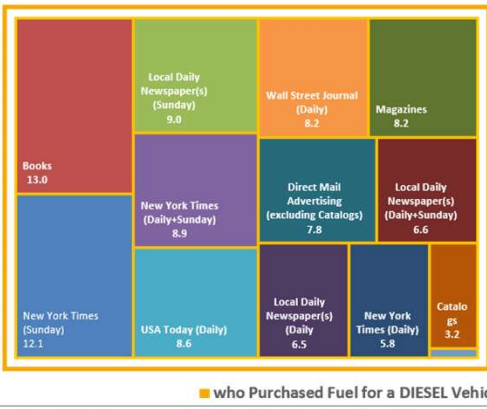
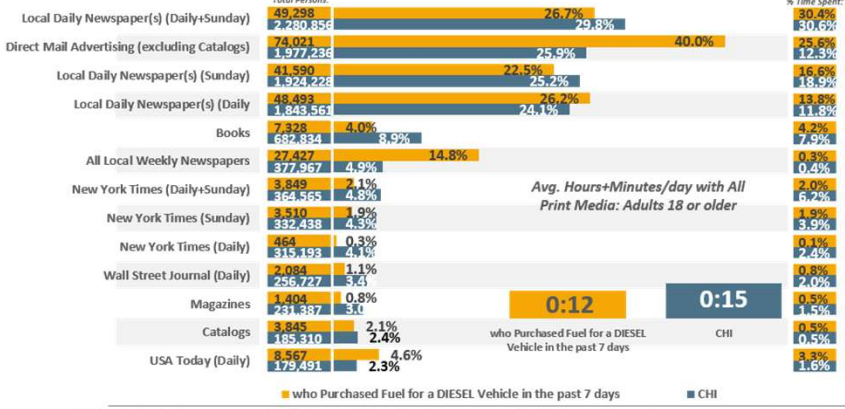
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[[[Detailed occupation codes: Transportation and Material Moving OR Detailed occupation codes: Farming, Fishing, and Forestry OR Detailed occupation codes: Construction and Extraction OR Make/model of any vehicle (HHLD): DODGE RAM 2500 OR Make/model of any vehicle (HHLD): DODGE RAM 3500 OR Make/model of any vehicle (HHLD): FORD F250 OR Make/model of any vehicle (HHLD): FORD F350 OR Make/model of any vehicle (HHLD): GMC SIERRA OR Make/model of any vehicle (HHLD): RAM 2500) AND (Total miles traveled in car, van, truck or bus past 7 days: 200 miles or more)]]]

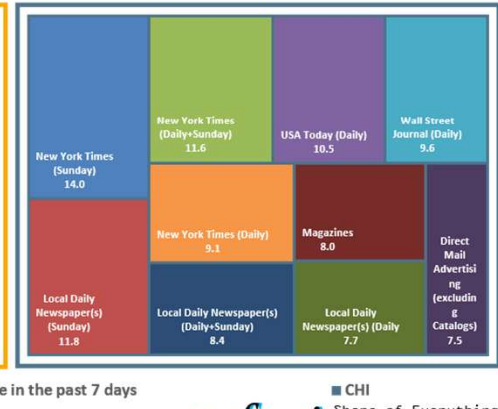
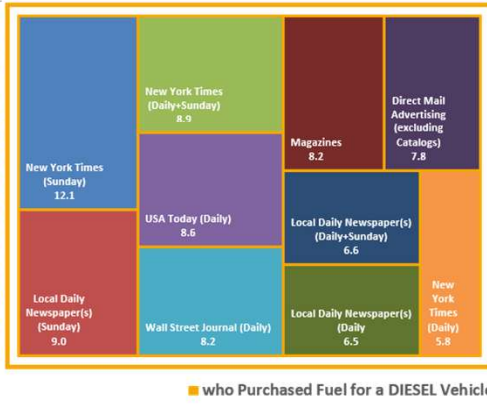
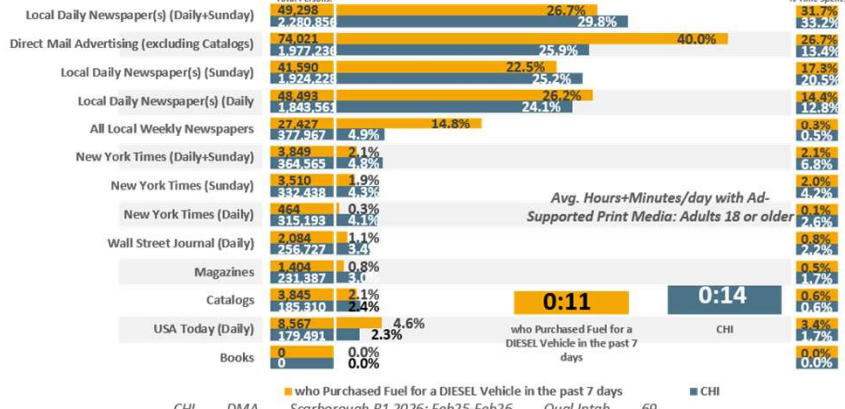


49,298 or 26.7% of Adults 18 or older who Purchased Fuel for a DIESEL Vehicle in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 6.6 minutes every day representing 31.7% of all time spent daily with All forms of Print Media

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



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

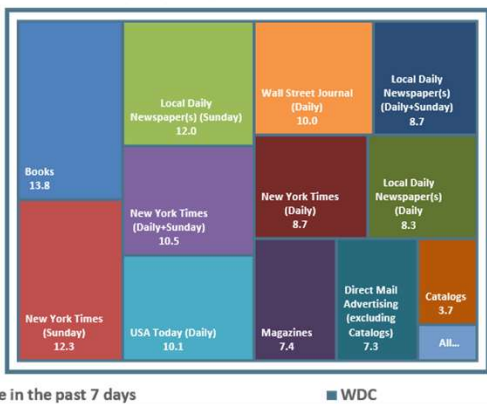
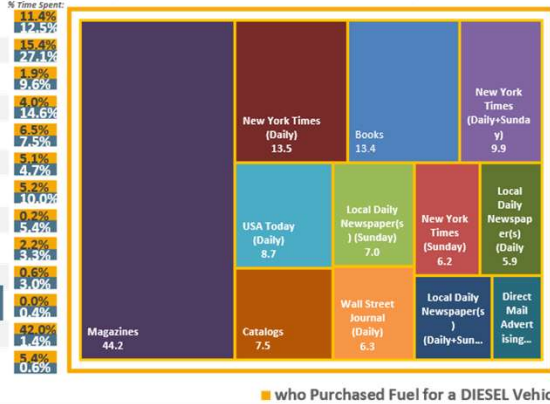
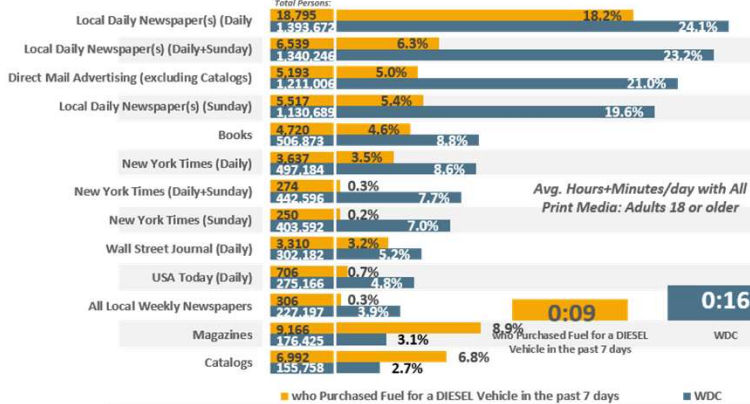


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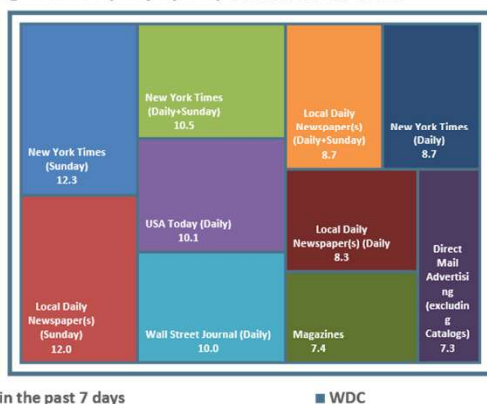
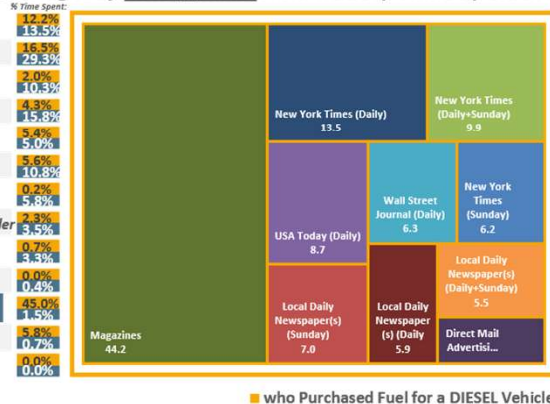
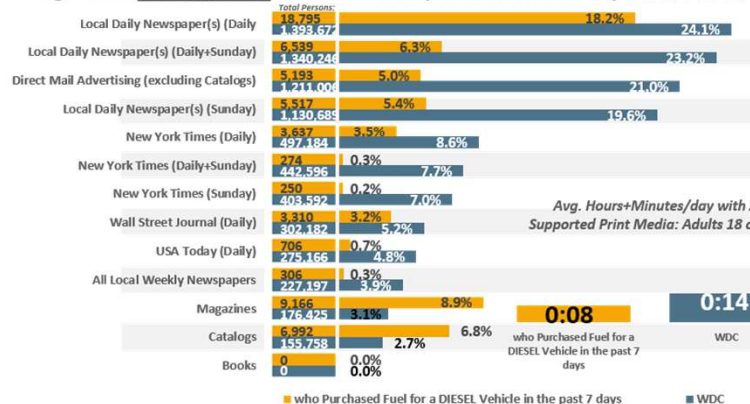


9,166 or 8.9% of Adults 18 or older who Purchased Fuel for a DIESEL Vehicle in the past 7 days read Magazines for an average of 44.2 minutes every day representing 45.% of all time spent daily with All forms of Print Media.

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



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

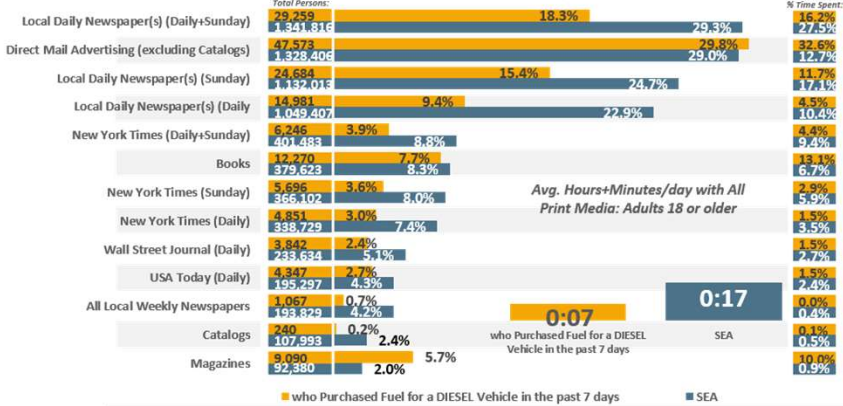


[[[Detailed occupation codes: Transportation and Material Moving OR Detailed occupation codes: Farming, Fishing, and Forestry OR Detailed occupation codes: Construction and Extraction OR Make/model of any vehicle (HHLD): DODGE RAM 2500 OR Make/model of any vehicle (HHLD): DODGE RAM 3500 OR Make/model of any vehicle (HHLD): FORD F250 OR Make/model of any vehicle (HHLD): FORD F350 OR Make/model of any vehicle (HHLD): GMC SIERRA OR Make/model of any vehicle (HHLD): RAM 2500) AND (Total miles traveled in car, van, truck or bus past 7 days: 200 miles or more)]]]

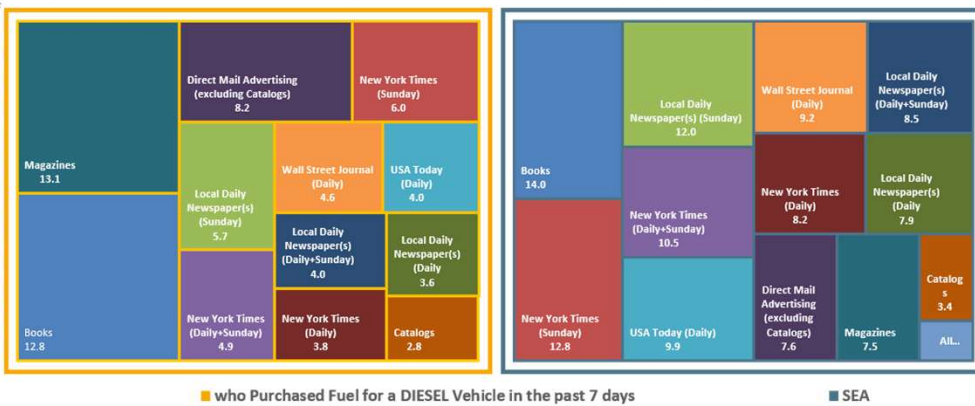


47,573 or 29.8% of Adults 18 or older who Purchased Fuel for a DIESEL Vehicle in the past 7 days read Direct Mail Advertising (excluding Catalogs) for an average of 8.2 minutes every day representing 37.5% of all time spent daily with All forms of Print

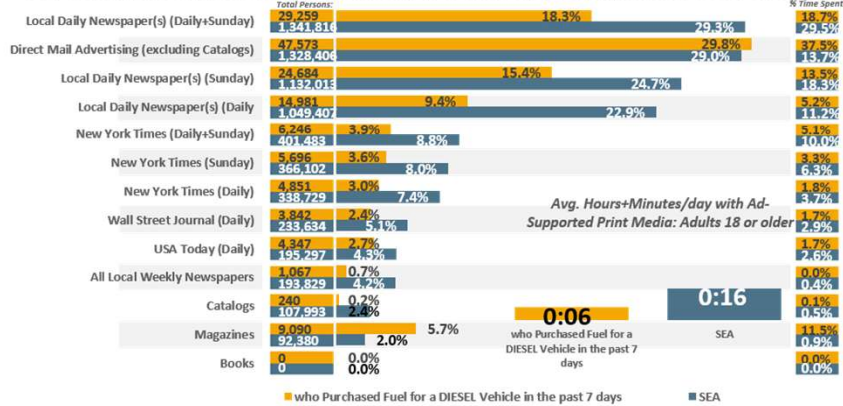
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



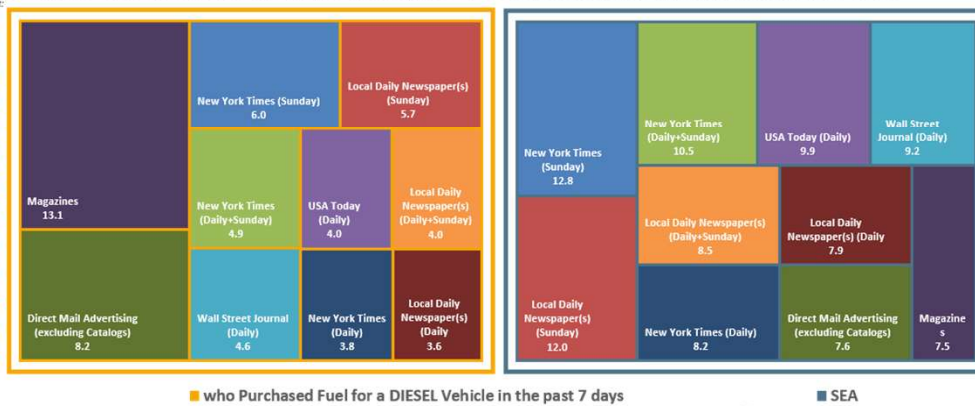
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 80
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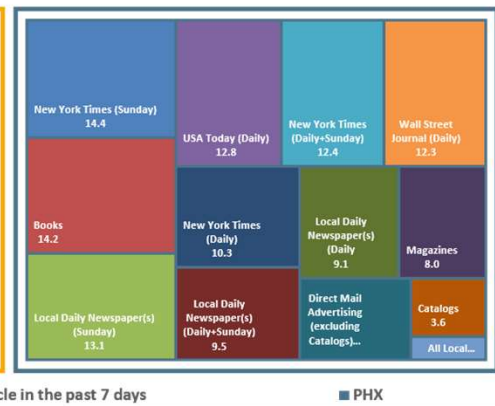
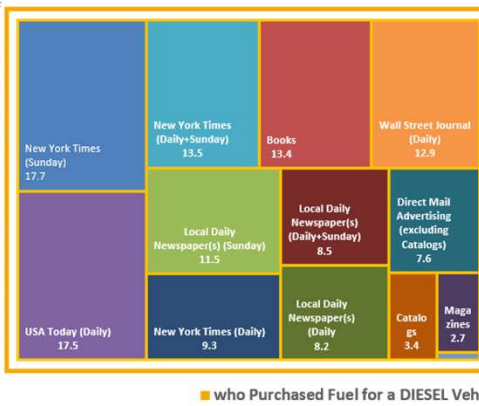
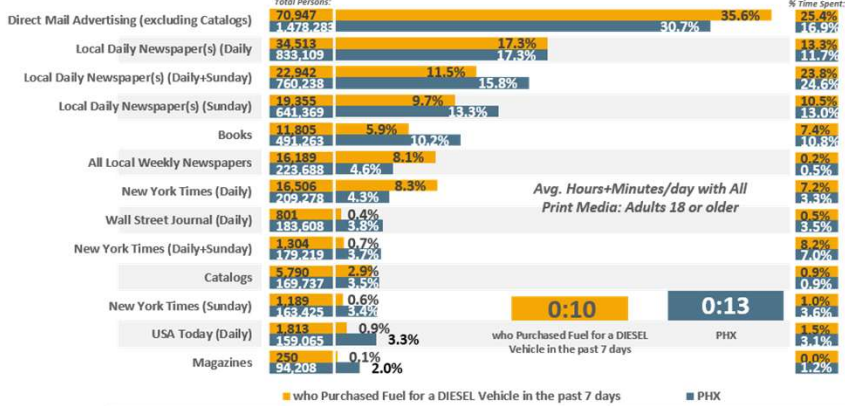
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[[[Detailed occupation codes: Transportation and Material Moving OR Detailed occupation codes: Farming, Fishing, and Forestry OR Detailed occupation codes: Construction and Extraction OR Make/model of any vehicle (HHLD): DODGE RAM 2500 OR Make/model of any vehicle (HHLD): DODGE RAM 3500 OR Make/model of any vehicle (HHLD): FORD F250 OR Make/model of any vehicle (HHLD): FORD F350 OR Make/model of any vehicle (HHLD): GMC SIERRA OR Make/model of any vehicle (HHLD): RAM 2500) AND (Total miles traveled in car, van, truck or bus past 7 days: 200 miles or more)]]]

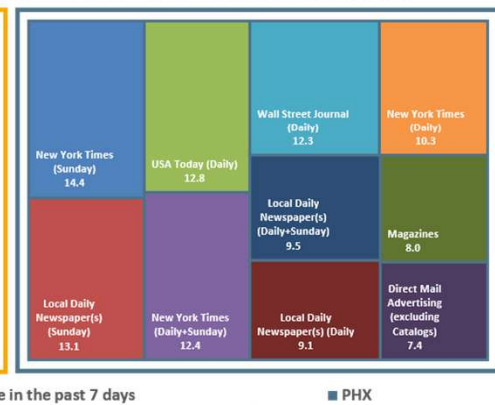
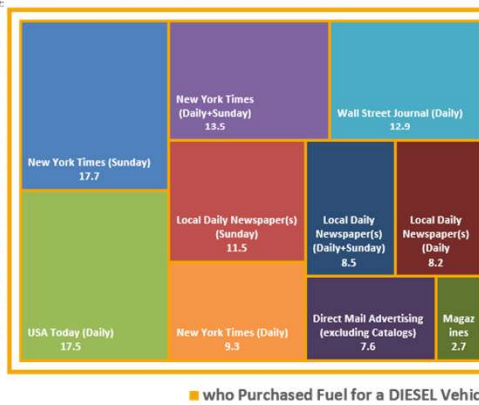
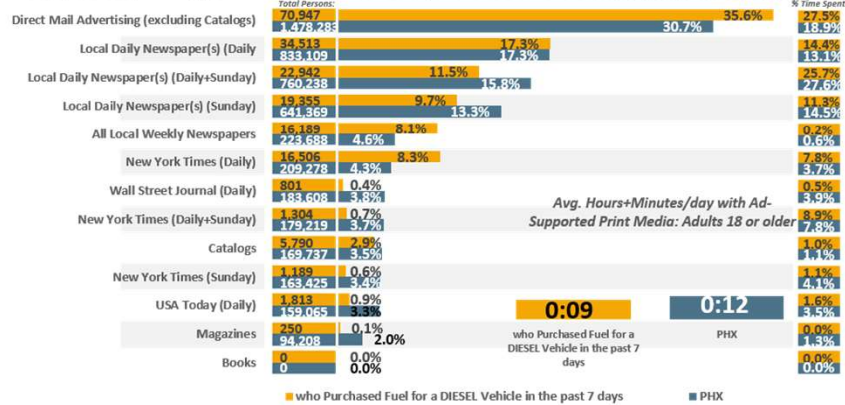


70,947 or 35.6% of Adults 18 or older who Purchased Fuel for a DIESEL Vehicle in the past 7 days read Direct Mail Advertising (excluding Catalogs) for an average of 7.6 minutes every day representing 27.5% of all time spent daily with All forms of Print

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



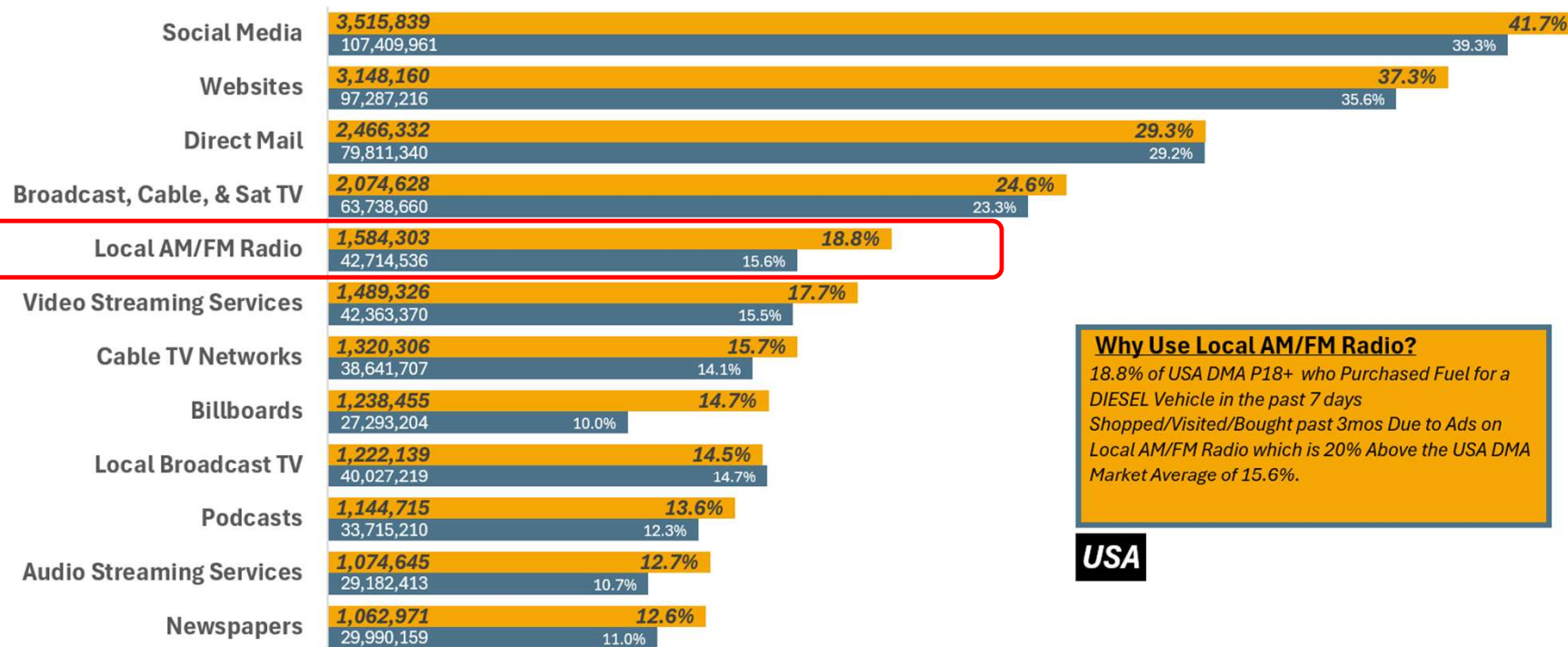
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





"Advertising Actions"

**P18+ who Purchased Fuel for a DIESEL Vehicle in the past 7 days
(Shopped/Visited/Bought past 3mos Due to Ads on %)**



Why Use Local AM/FM Radio?

18.8% of USA DMA P18+ who Purchased Fuel for a DIESEL Vehicle in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 20% Above the USA DMA Market Average of 15.6%.

USA

■ P18+ who Purchased Fuel for a DIESEL Vehicle in the past 7 days (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

USA DMA Scarborough R1 2026: Jan25-Mar26

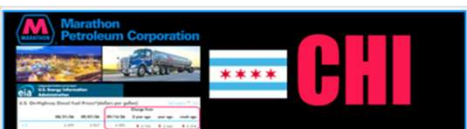
Qual Intab: 555

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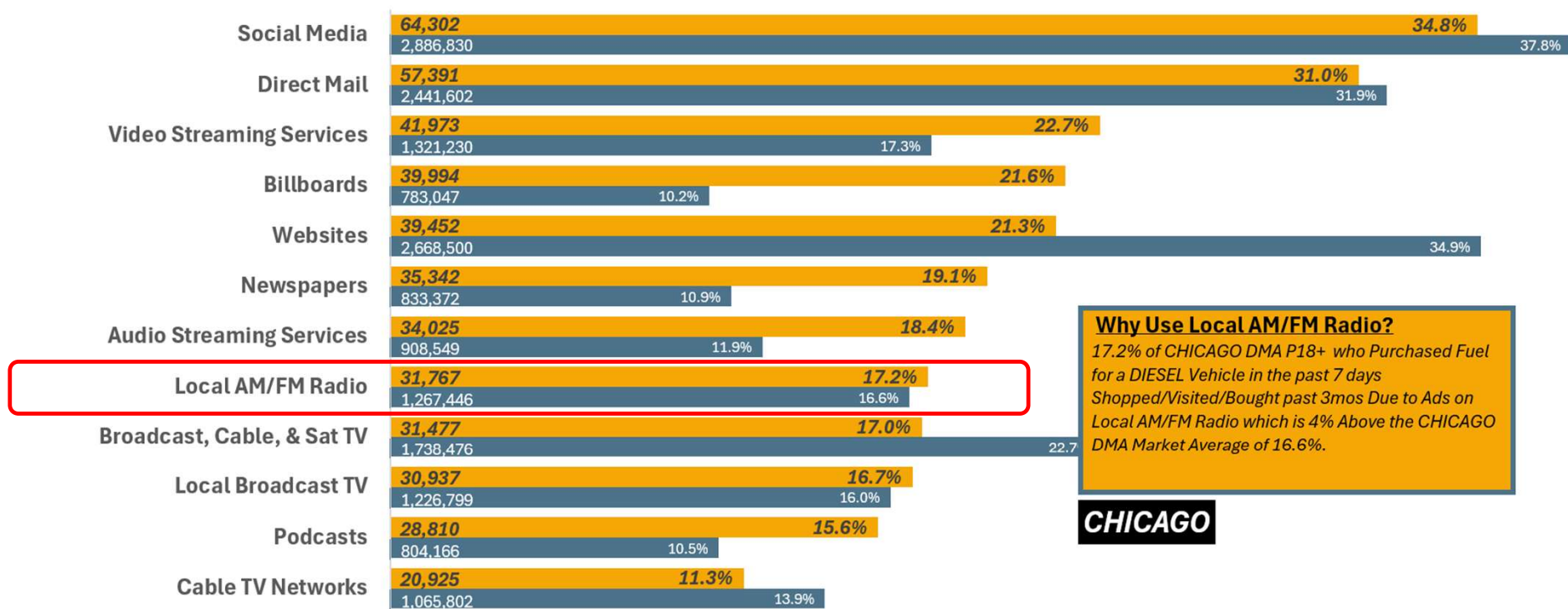
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[[[Detailed occupation codes: Transportation and Material Moving OR Detailed occupation codes: Farming, Fishing, and Forestry OR Detailed occupation codes: Construction and Extraction OR Make/model of any vehicle (HHLD): DODGE RAM 2500 OR Make/model of any vehicle (HHLD): DODGE RAM 3500 OR Make/model of any vehicle (HHLD): FORD F250 OR Make/model of any vehicle (HHLD): FORD F350 OR Make/model of any vehicle (HHLD): GMC SIERRA OR Make/model of any vehicle (HHLD): RAM 2500) AND (Total miles traveled in car, van, truck or bus past 7 days: 200 miles or more)]]]



"Advertising Actions"

**P18+ who Purchased Fuel for a DIESEL Vehicle in the past 7 days
(Shopped/Visited/Bought past 3mos Due to Ads on %)**



Why Use Local AM/FM Radio?
17.2% of CHICAGO DMA P18+ who Purchased Fuel for a DIESEL Vehicle in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 4% Above the CHICAGO DMA Market Average of 16.6%.

CHICAGO

■ P18+ who Purchased Fuel for a DIESEL Vehicle in the past 7 days (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 69
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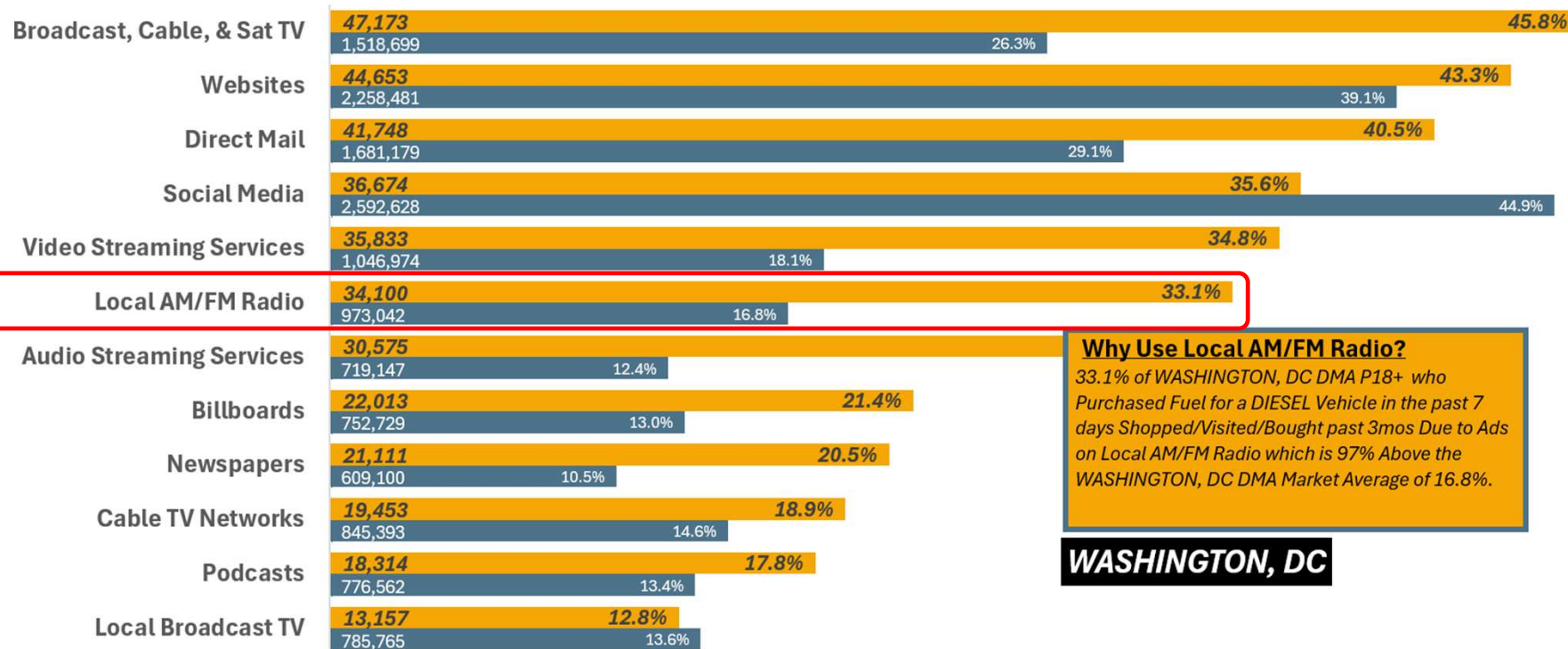
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[[[Detailed occupation codes: Transportation and Material Moving OR Detailed occupation codes: Farming, Fishing, and Forestry OR Detailed occupation codes: Construction and Extraction OR Make/model of any vehicle (HHLD): DODGE RAM 2500 OR Make/model of any vehicle (HHLD): DODGE RAM 3500 OR Make/model of any vehicle (HHLD): FORD F250 OR Make/model of any vehicle (HHLD): FORD F350 OR Make/model of any vehicle (HHLD): GMC SIERRA OR Make/model of any vehicle (HHLD): RAM 2500) AND (Total miles traveled in car, van, truck or bus past 7 days: 200 miles or more)]]]



"Advertising Actions"

**P18+ who Purchased Fuel for a DIESEL Vehicle in the past 7 days
(Shopped/Visited/Bought past 3mos Due to Ads on %)**



Why Use Local AM/FM Radio?

33.1% of WASHINGTON, DC DMA P18+ who Purchased Fuel for a DIESEL Vehicle in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 97% Above the WASHINGTON, DC DMA Market Average of 16.8%.

WASHINGTON, DC

■ P18+ who Purchased Fuel for a DIESEL Vehicle in the past 7 days (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab: 104

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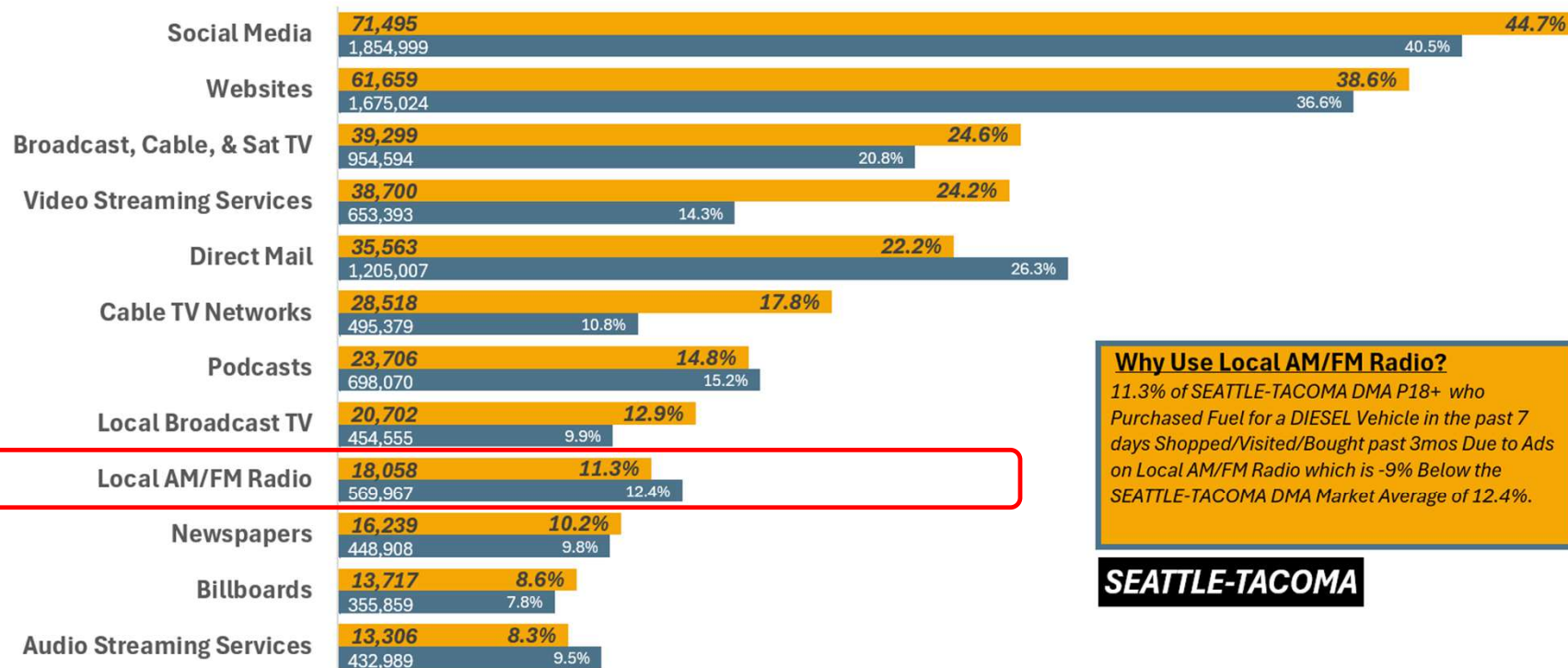
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[[[Detailed occupation codes: Transportation and Material Moving OR Detailed occupation codes: Farming, Fishing, and Forestry OR Detailed occupation codes: Construction and Extraction OR Make/model of any vehicle (HHLD): DODGE RAM 2500 OR Make/model of any vehicle (HHLD): DODGE RAM 3500 OR Make/model of any vehicle (HHLD): FORD F250 OR Make/model of any vehicle (HHLD): FORD F350 OR Make/model of any vehicle (HHLD): GMC SIERRA OR Make/model of any vehicle (HHLD): RAM 2500) AND (Total miles traveled in car, van, truck or bus past 7 days: 200 miles or more)]]]



"Advertising Actions"

**P18+ who Purchased Fuel for a DIESEL Vehicle in the past 7 days
(Shopped/Visited/Bought past 3mos Due to Ads on %)**



Why Use Local AM/FM Radio?

11.3% of SEATTLE-TACOMA DMA P18+ who Purchased Fuel for a DIESEL Vehicle in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -9% Below the SEATTLE-TACOMA DMA Market Average of 12.4%.

SEATTLE-TACOMA

■ P18+ who Purchased Fuel for a DIESEL Vehicle in the past 7 days (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab: 80

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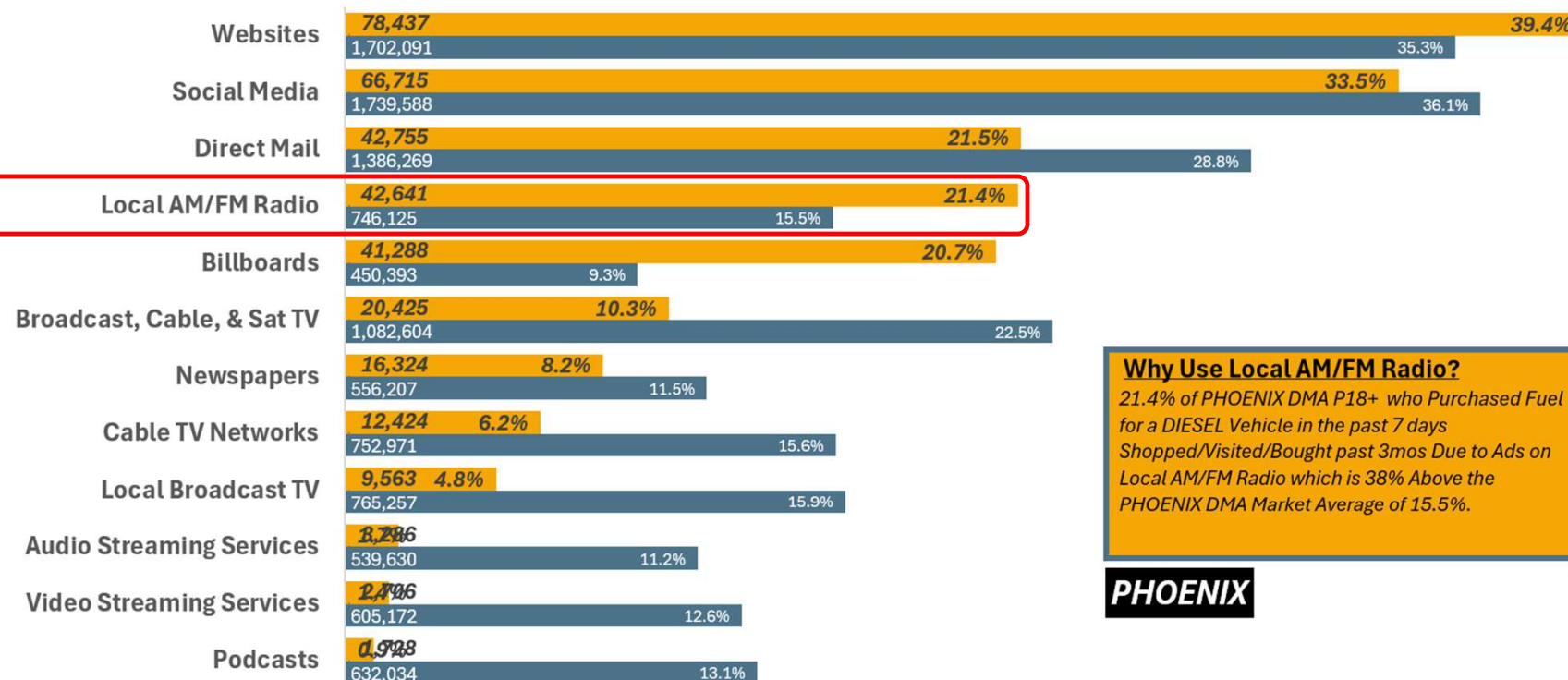
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[[[Detailed occupation codes: Transportation and Material Moving OR Detailed occupation codes: Farming, Fishing, and Forestry OR Detailed occupation codes: Construction and Extraction OR Make/model of any vehicle (HHLD): DODGE RAM 2500 OR Make/model of any vehicle (HHLD): DODGE RAM 3500 OR Make/model of any vehicle (HHLD): FORD F250 OR Make/model of any vehicle (HHLD): FORD F350 OR Make/model of any vehicle (HHLD): GMC SIERRA OR Make/model of any vehicle (HHLD): RAM 2500) AND (Total miles traveled in car, van, truck or bus past 7 days: 200 miles or more)]]]



"Advertising Actions"

**P18+ who Purchased Fuel for a DIESEL Vehicle in the past 7 days
(Shopped/Visited/Bought past 3mos Due to Ads on %)**



Why Use Local AM/FM Radio?

21.4% of PHOENIX DMA P18+ who Purchased Fuel for a DIESEL Vehicle in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 38% Above the PHOENIX DMA Market Average of 15.5%.

PHOENIX

■ P18+ who Purchased Fuel for a DIESEL Vehicle in the past 7 days (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 62

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[[[Detailed occupation codes: Transportation and Material Moving OR Detailed occupation codes: Farming, Fishing, and Forestry OR Detailed occupation codes: Construction and Extraction OR Make/model of any vehicle (HHLD): DODGE RAM 2500 OR Make/model of any vehicle (HHLD): DODGE RAM 3500 OR Make/model of any vehicle (HHLD): FORD F250 OR Make/model of any vehicle (HHLD): FORD F350 OR Make/model of any vehicle (HHLD): GMC SIERRA OR Make/model of any vehicle (HHLD): RAM 2500) AND (Total miles traveled in car, van, truck or bus past 7 days: 200 miles or more)]]]