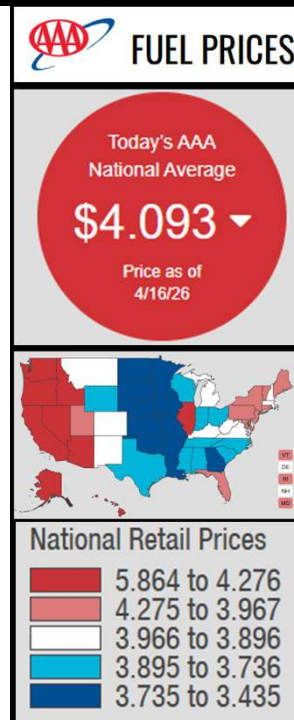
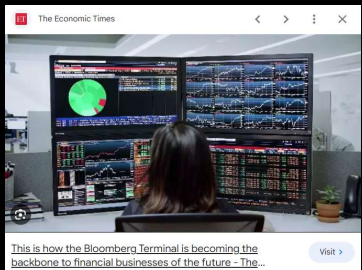


USA+4 DMAs – P18+ who Bought GAS at a CONVENIENCE STORE in the past 7 days!

Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of USA, CHICAGO, WASHINGTON, DC, SEATTLE-TACOMA and PHOENIX DMA P18+ who Bought GAS at a CONVENIENCE STORE in the past 7 days as of January 31, 2026.



P18+



Vanguard BlackRock



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

Convenience stores bought gas past 7 days (HHLID): 7-Eleven, or AmeriStop, or ampm, or BP, or Casey's, or Chevron Food Mart, or Circle K, or Cumberland Farms, or Holiday Station Stores, or Hy-Vee Fast & Fresh, or Kwik Trip, or Mobil Mart, or Other convenience store/gas station, or QuikTrip, or RaceTrac, or Sheetz, or Shell Food Mart, or Speedway, or UDF (United Dairy Farmers), or Wawa



44.5% or 116,762,871 of USA Adults 18 or older Bought GAS at a CONVENIENCE STORE in the past 7 days. Typical Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days are 46.5 years old (4.7% younger than average) and have a \$95,505 (.1% lower than average) annual household income.

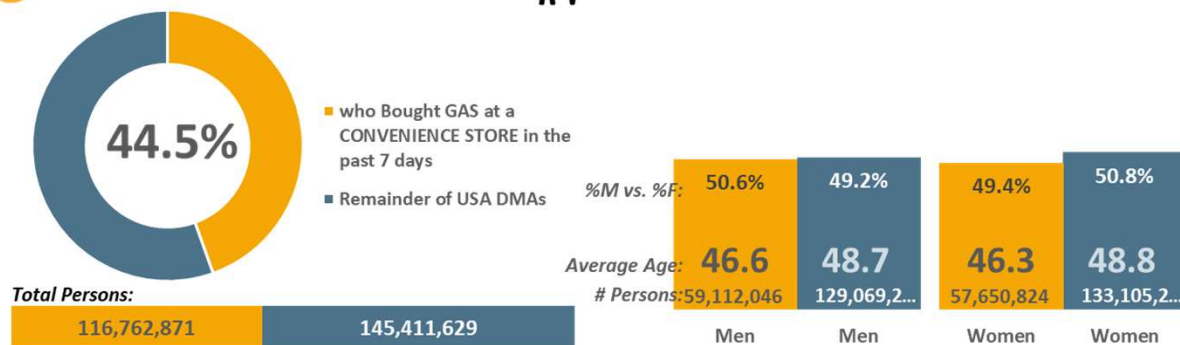


Percent of Market: Adults 18 or older

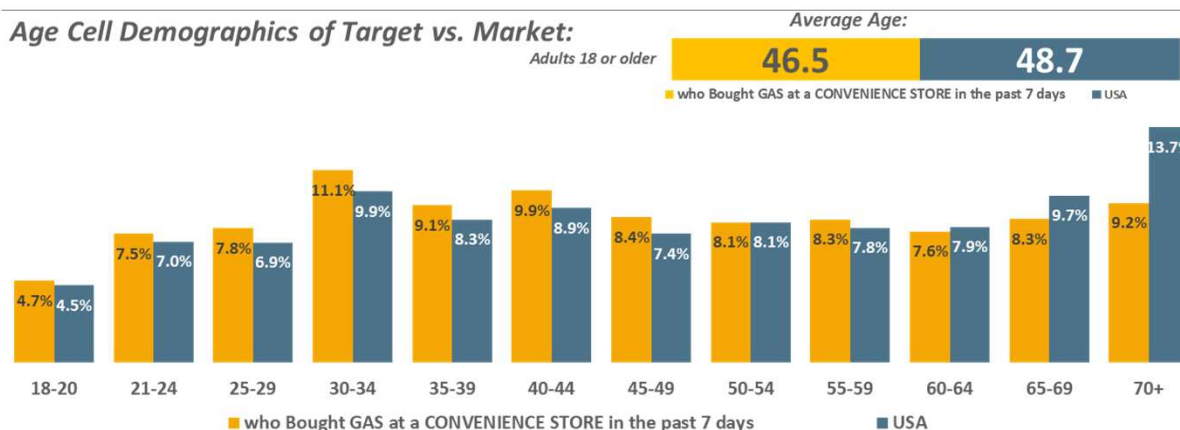


Gender of Target vs. Market: Adults 18 or older

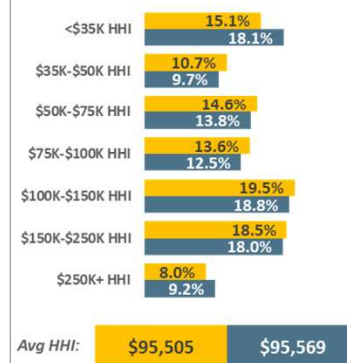
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R1 2026: Sep24-Jan26 Qual Intab 11,212
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USA Projection Scarborough R1 2026: Sep24-Jan26 Qual Intab 25,371

Convenience stores bought gas past 7 days (HHLD): 7-Eleven, or AmeriStop, or ampm, or BP, or Casey's, or Chevron Food Mart, or Circle K, or Cumberland Farms, or Holiday Station Stores, or Hy-Vee Fast & Fresh, or Kwik Trip, or Mobil Mart, or Other convenience store/gas station, or QuikTrip, or RaceTrac, or Sheetz, or Shell Food Mart, or Speedway, or UDF (United Dairy Farmers), or Wawa



34.2% or 2,579,698 of CHI DMA Adults 18 or older Bought GAS at a CONVENIENCE STORE in the past 7 days. Typical Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days are 45. years old (6.8% younger than average) and have a \$109,494 (1.9% higher than average) annual household income.

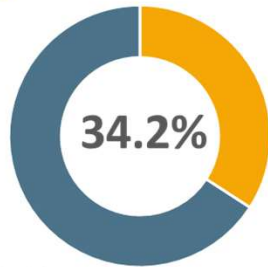


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



who Bought GAS at a CONVENIENCE STORE in the past 7 days
Remainder of CHI DMA

Total Persons:

2,579,698

4,972,612

%M vs. %F:

51.9%

48.7%

Average Age:

44.9

48.4

Persons:

1,338,557

3,680,479

Men

Men

Women

Women

Age Cell Demographics of Target vs. Market:

Average Age:

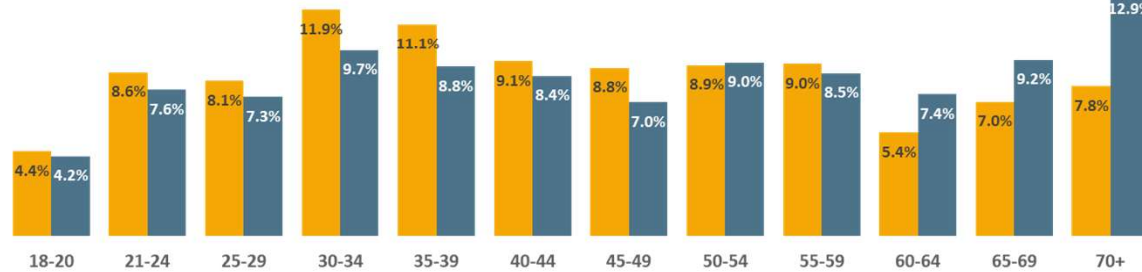
Adults 18 or older

45.0

48.3

who Bought GAS at a CONVENIENCE STORE in the past 7 days

CHI



who Bought GAS at a CONVENIENCE STORE in the past 7 days

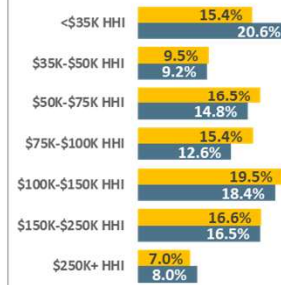
CHI

CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,474

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HHI of Target vs. Market:



Avg HHI:

\$109,494

\$107,489

Convenience stores bought gas past 7 days (HHLD): 7-Eleven, or AmeriStop, or ampm, or BP, or Casey's, or Chevron Food Mart, or Circle K, or Cumberland Farms, or Holiday Station Stores, or Hy-Vee Fast & Fresh, or Kwik Trip, or Mobil Mart, or Other convenience store/gas station, or QuikTrip, or RaceTrac, or Sheetz, or Shell Food Mart, or Speedway, or UDF (United Dairy Farmers), or Wawa



40.7% or 2,324,918 of WDC DMA Adults 18 or older Bought GAS at a CONVENIENCE STORE in the past 7 days. Typical Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days are 46.5 years old (2.9% younger than average) and have a \$138,577 (1.1% higher than average) annual household income.

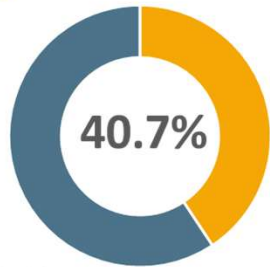


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



who Bought GAS at a CONVENIENCE STORE in the past 7 days
Remainder of WDC DMA

Total Persons:

2,324,918

3,389,809

	Men	Men	Women	Women
%M vs. %F:	50.0%	48.8%	50.0%	51.2%
Average Age:	46.6	47.8	46.4	48.0
# Persons:	1,162,564	2,790,018	1,162,354	2,924,709

Age Cell Demographics of Target vs. Market:

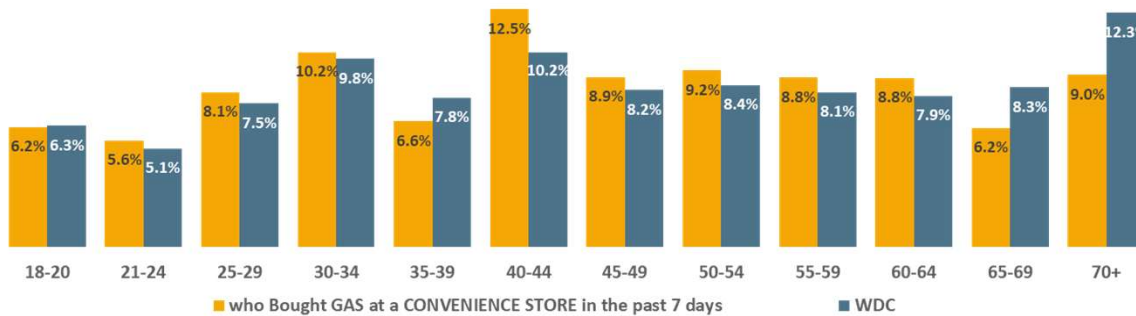
Average Age:

Adults 18 or older

46.5

47.9

who Bought GAS at a CONVENIENCE STORE in the past 7 days WDC

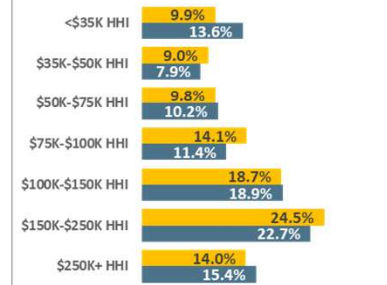


who Bought GAS at a CONVENIENCE STORE in the past 7 days

WDC



HHI of Target vs. Market:



Avg HHI:

\$138,577

\$137,019

WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 2,558
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Convenience stores bought gas past 7 days (HHLD): 7-Eleven, or AmeriStop, or ampm, or BP, or Casey's, or Chevron Food Mart, or Circle K, or Cumberland Farms, or Holiday Station Stores, or Hy-Vee Fast & Fresh, or Kwik Trip, or Mobil Mart, or Other convenience store/gas station, or QuikTrip, or RaceTrac, or Sheetz, or Shell Food Mart, or Speedway, or UDF (United Dairy Farmers), or Wawa



27.8% or 1,256,737 of SEA DMA Adults 18 or older Bought GAS at a CONVENIENCE STORE in the past 7 days. Typical Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days are 42.9 years old (11.2% younger than average) and have a \$115,143 (7.8% lower than average) annual household income.

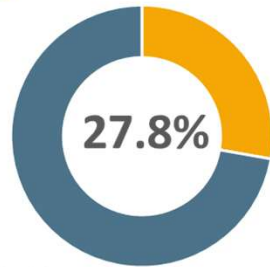


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



- who Bought GAS at a CONVENIENCE STORE in the past 7 days
- Remainder of SEA DMA

Total Persons:

1,256,737

3,267,874

%M vs. %F:

50.9%

50.3%

49.1%

49.7%

Average Age:

42.4

48.1

43.3

48.5

Persons:

640,217

2,275,509

616,520

2,249,102

Men

Men

Women

Women

Age Cell Demographics of Target vs. Market:

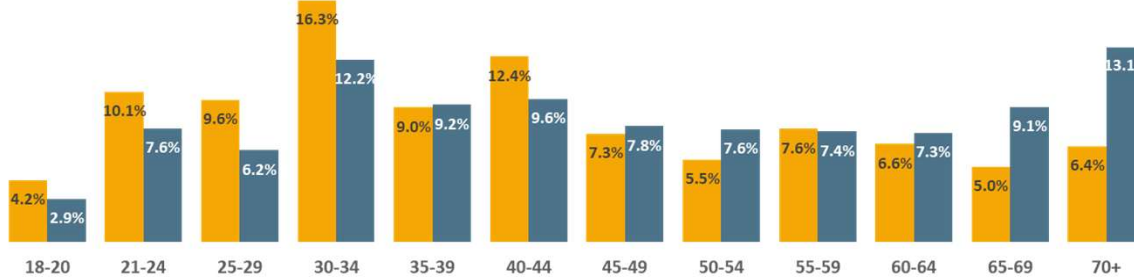
Average Age:

Adults 18 or older

42.9

48.3

- who Bought GAS at a CONVENIENCE STORE in the past 7 days
- SEA



who Bought GAS at a CONVENIENCE STORE in the past 7 days

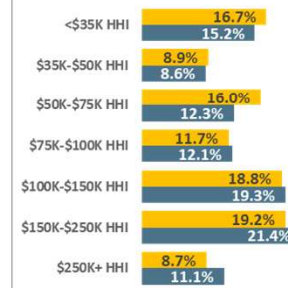
SEA

SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,011

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HHI of Target vs. Market:



Avg HHI:

\$115,143

\$124,869

Convenience stores bought gas past 7 days (HHLD): 7-Eleven, or AmeriStop, or ampm, or BP, or Casey's, or Chevron Food Mart, or Circle K, or Cumberland Farms, or Holiday Station Stores, or Hy-Vee Fast & Fresh, or Kwik Trip, or Mobil Mart, or Other convenience store/gas station, or QuikTrip, or RaceTrac, or Sheetz, or Shell Food Mart, or Speedway, or UDF (United Dairy Farmers), or Wawa



45.5% or 2,169,347 of PHX DMA Adults 18 or older Bought GAS at a CONVENIENCE STORE in the past 7 days. Typical Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days are 43.9 years old (9.7% younger than average) and have a \$105,204 (.1% lower than average) annual household income.

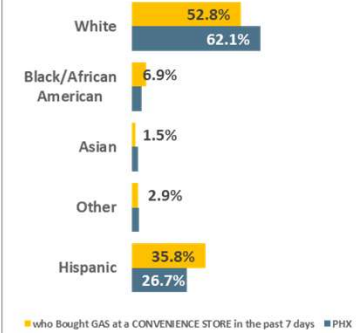
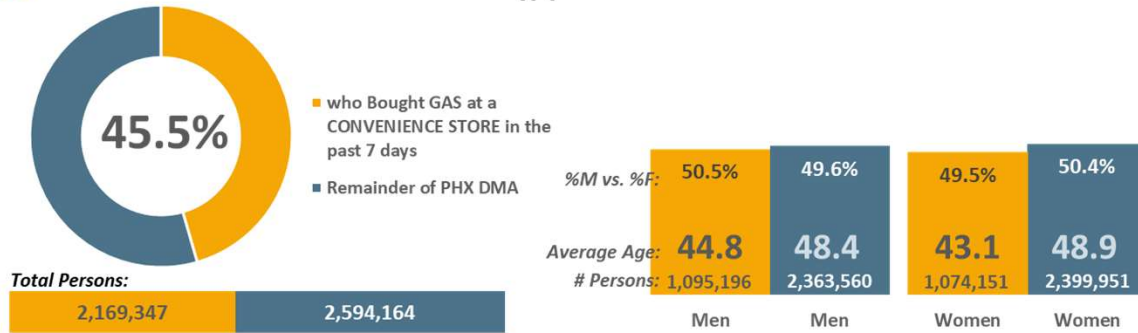


Percent of Market: Adults 18 or older

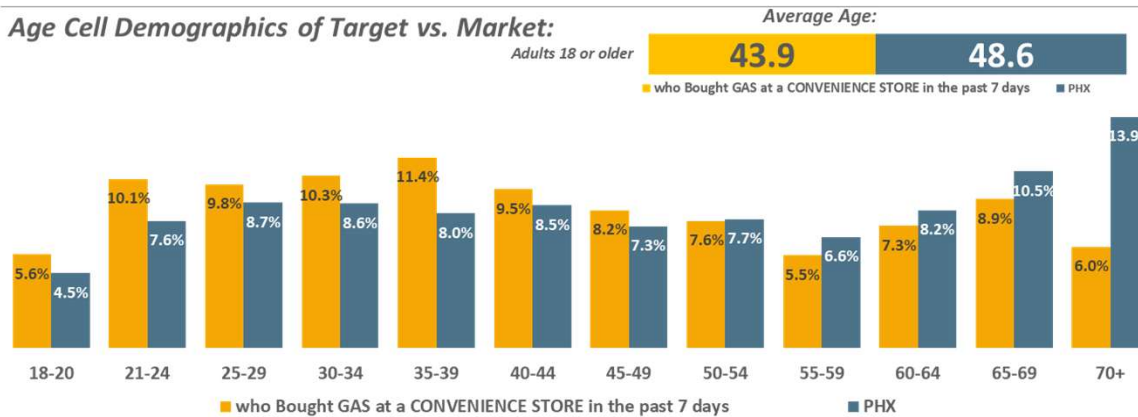


Gender of Target vs. Market: Adults 18 or older

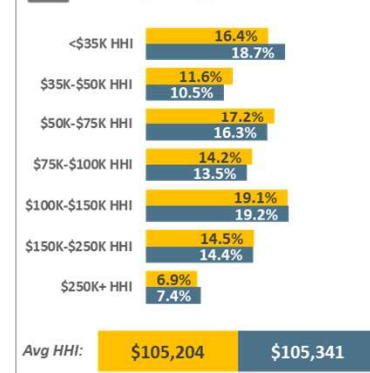
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,132
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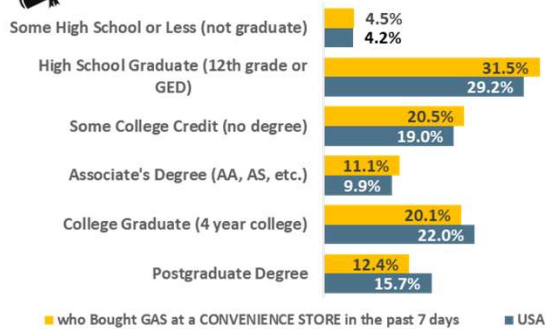
Convenience stores bought gas past 7 days (HHLD): 7-Eleven, or AmeriStop, or ampm, or BP, or Casey's, or Chevron Food Mart, or Circle K, or Cumberland Farms, or Holiday Station Stores, or Hy-Vee Fast & Fresh, or Kwik Trip, or Mobil Mart, or Other convenience store/gas station, or QuikTrip, or RaceTrac, or Sheetz, or Shell Food Mart, or Speedway, or UDF (United Dairy Farmers), or Wawa



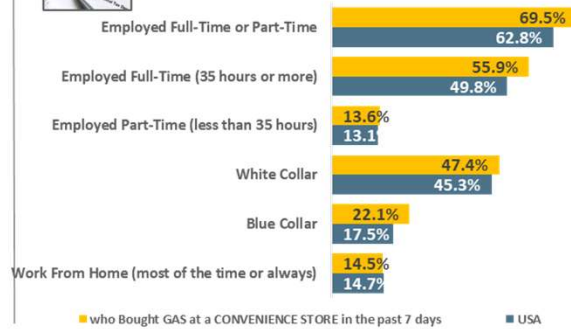
44.5% or 116,762,871 of USA Adults 18 or older Bought GAS at a CONVENIENCE STORE in the past 7 days. Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days are 13.7% less likely to be a college graduate, 12.4% more likely to work full-time, 1.8% more likely to be married, 18.6% more likely to be a parent of 1 or more children under 1



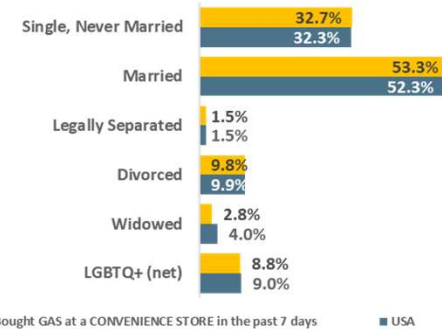
Education Levels: Adults 18 or older



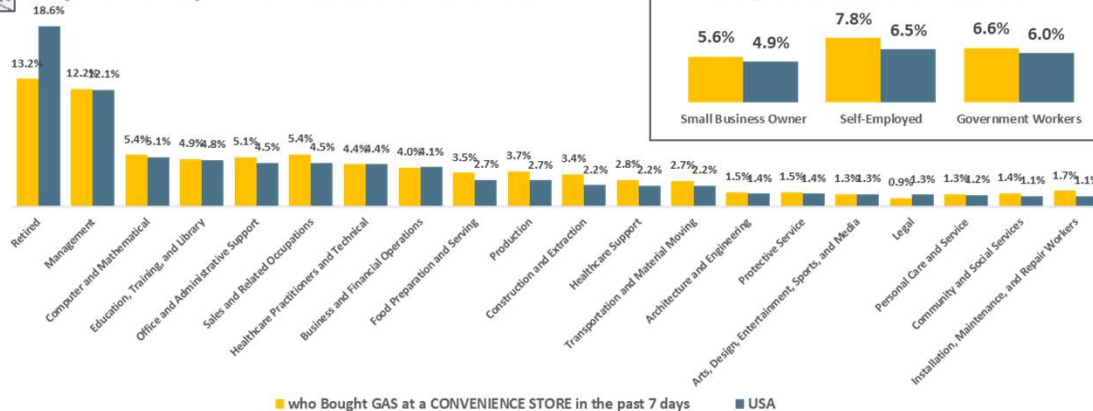
Employment: Adults 18 or older



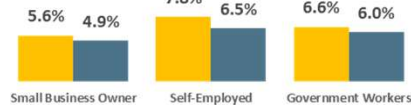
Marital Status: Adults 18 or older



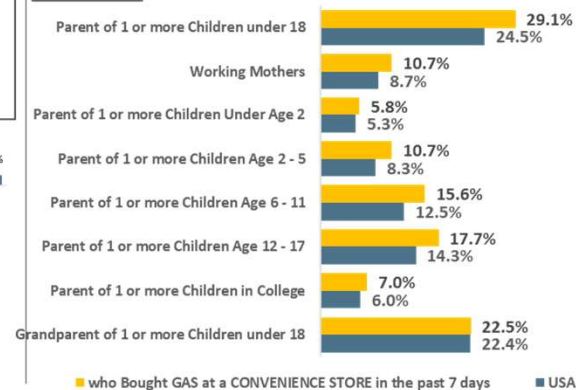
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

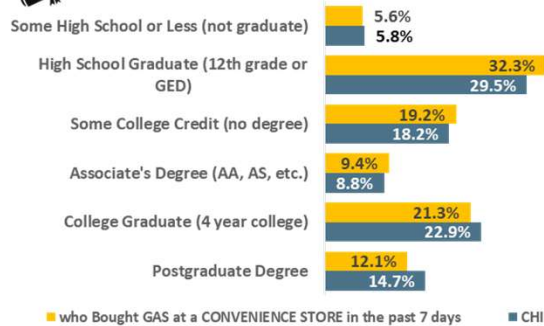




34.2% or 2,579,698 of CHI DMA Adults 18 or older Bought GAS at a CONVENIENCE STORE in the past 7 days. Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days are 11.2% less likely to be a college graduate, 11.3% more likely to work full-time, 2.% more likely to be married, 27.% more likely to be a parent of 1 or more children under 18.



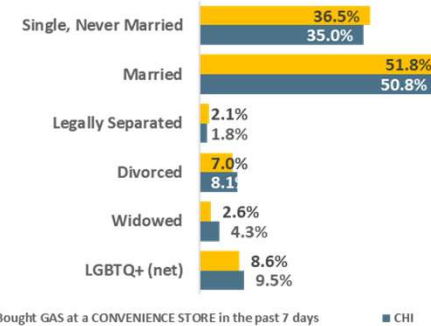
Education Levels: Adults 18 or older



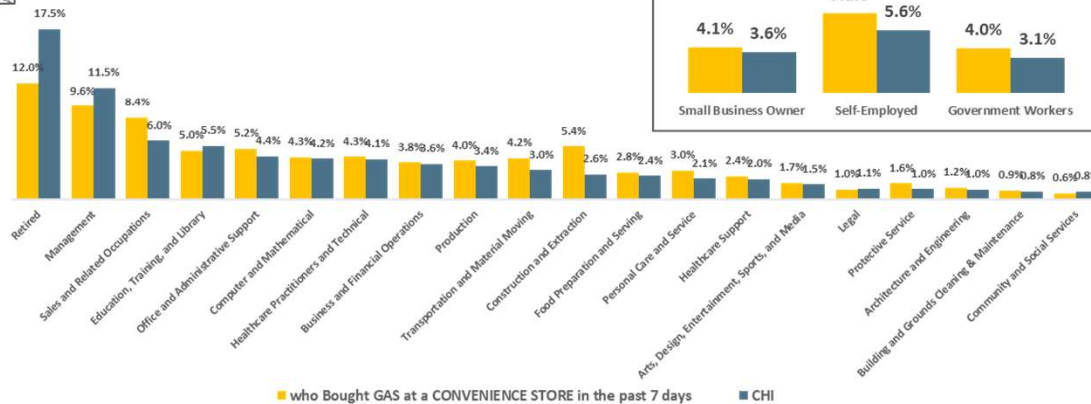
Employment: Adults 18 or older



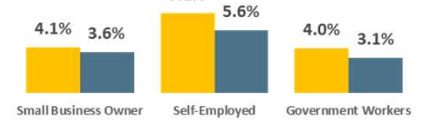
Marital Status: Adults 18 or older



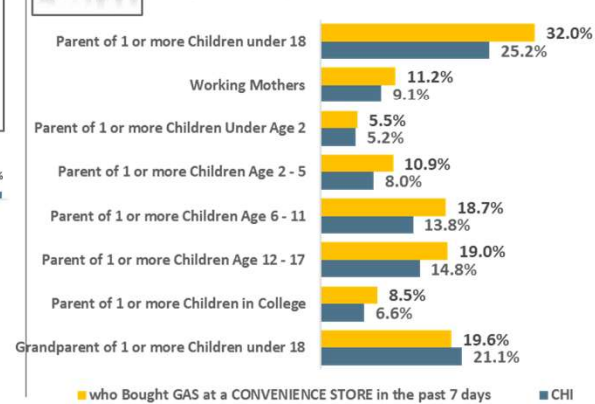
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,474
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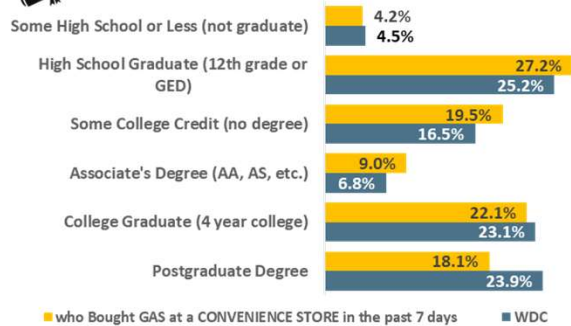
Convenience stores bought gas past 7 days (HHLID): 7-Eleven, or AmeriStop, or ampm, or BP, or Casey's, or Chevron Food Mart, or Circle K, or Cumberland Farms, or Holiday Station Stores, or Hy-Vee Fast & Fresh, or Kwik Trip, or Mobil Mart, or Other convenience store/gas station, or QuikTrip, or RaceTrac, or Sheetz, or Shell Food Mart, or Speedway, or UDF (United Dairy Farmers), or Wawa



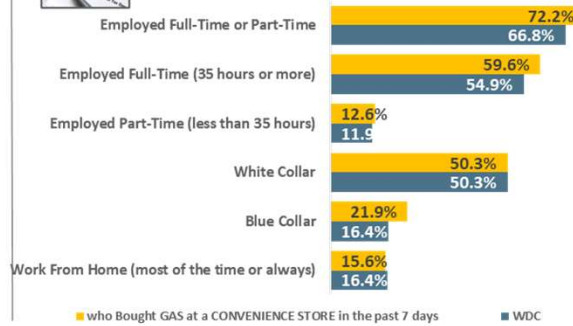
40.7% or 2,324,918 of WDC DMA Adults 18 or older Bought GAS at a CONVENIENCE STORE in the past 7 days. Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days are 14.5% less likely to be a college graduate, 8.6% more likely to work full-time, 6.6% more likely to be married, 12.7% more likely to be a parent of 1 or more children under 18



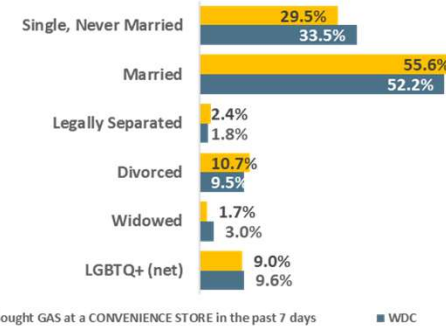
Education Levels: Adults 18 or older



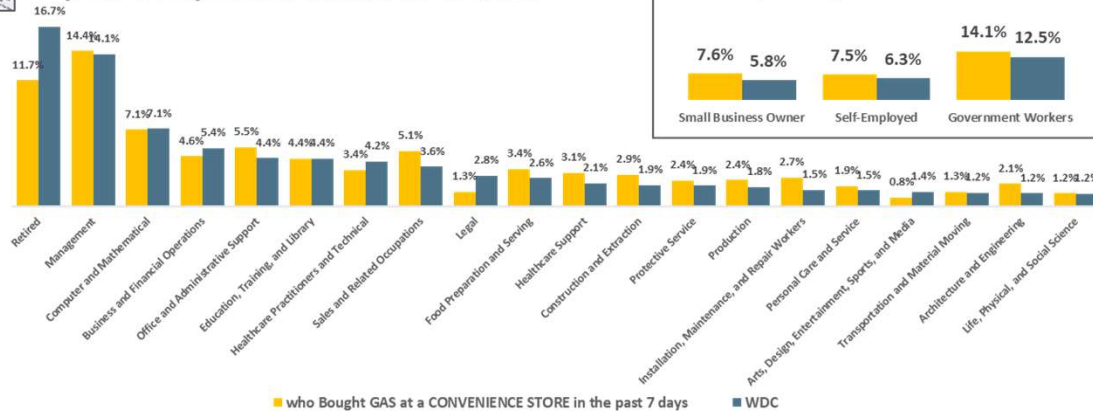
Employment: Adults 18 or older



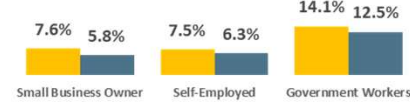
Marital Status: Adults 18 or older



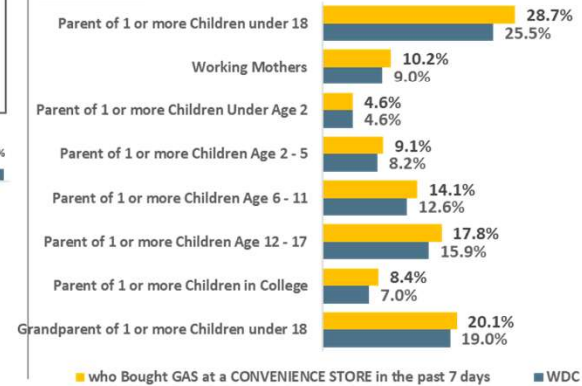
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 2,558
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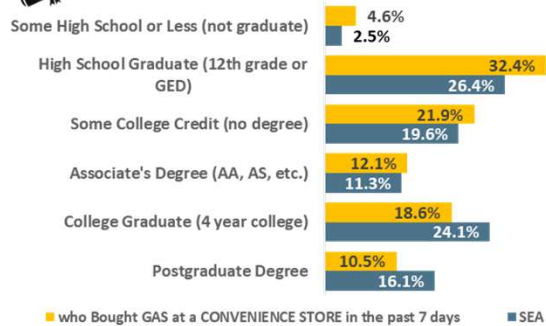
Convenience stores bought gas past 7 days (HHLD): 7-Eleven, or AmeriStop, or ampm, or BP, or Casey's, or Chevron Food Mart, or Circle K, or Cumberland Farms, or Holiday Station Stores, or Hy-Vee Fast & Fresh, or Kwik Trip, or Mobil Mart, or Other convenience store/gas station, or QuikTrip, or RaceTrac, or Sheetz, or Shell Food Mart, or Speedway, or UDF (United Dairy Farmers), or Wawa



27.8% or 1,256,737 of SEA DMA Adults 18 or older Bought GAS at a CONVENIENCE STORE in the past 7 days. Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days are 27.8% less likely to be a college graduate, 10.5% more likely to work full-time, 8.5% less likely to be married, 29.6% more likely to be a parent of 1 or more children under 1



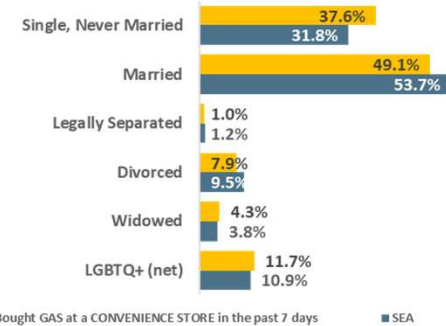
Education Levels: Adults 18 or older



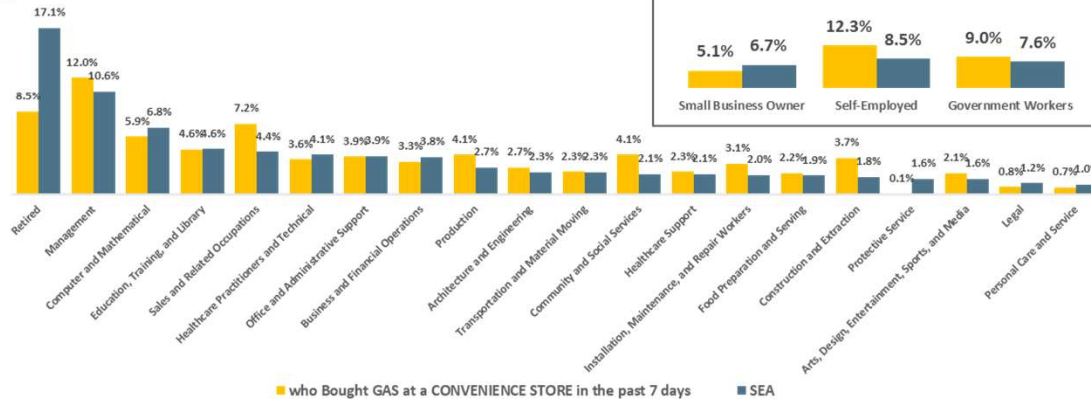
Employment: Adults 18 or older



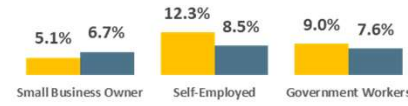
Marital Status: Adults 18 or older



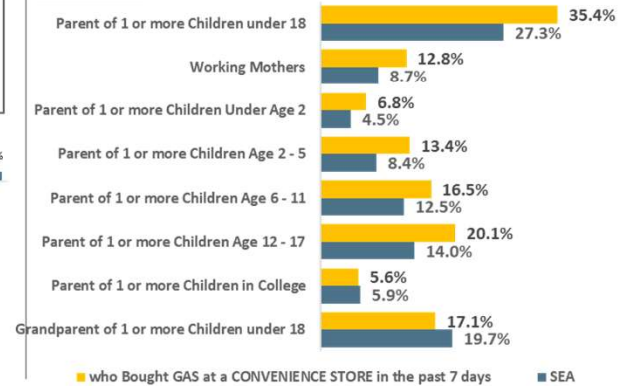
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

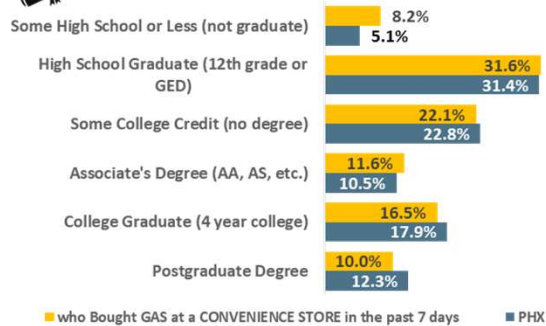




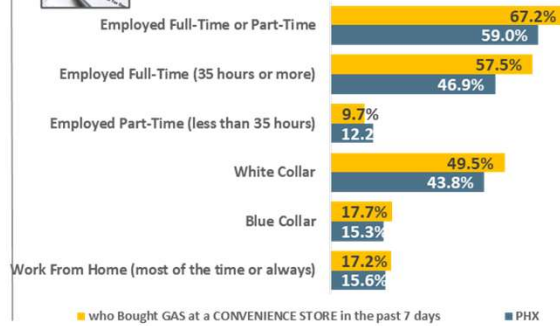
45.5% or 2,169,347 of PHX DMA Adults 18 or older Bought GAS at a CONVENIENCE STORE in the past 7 days. Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days are 12.3% less likely to be a college graduate, 22.6% more likely to work full-time, .% less likely to be married, 33.% more likely to be a parent of 1 or more children under 18.



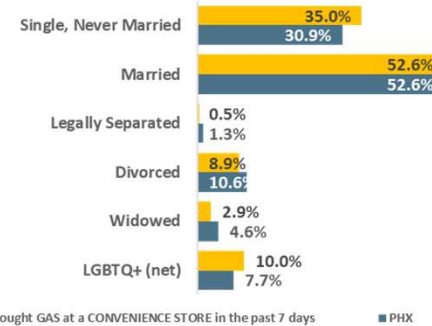
Education Levels: Adults 18 or older



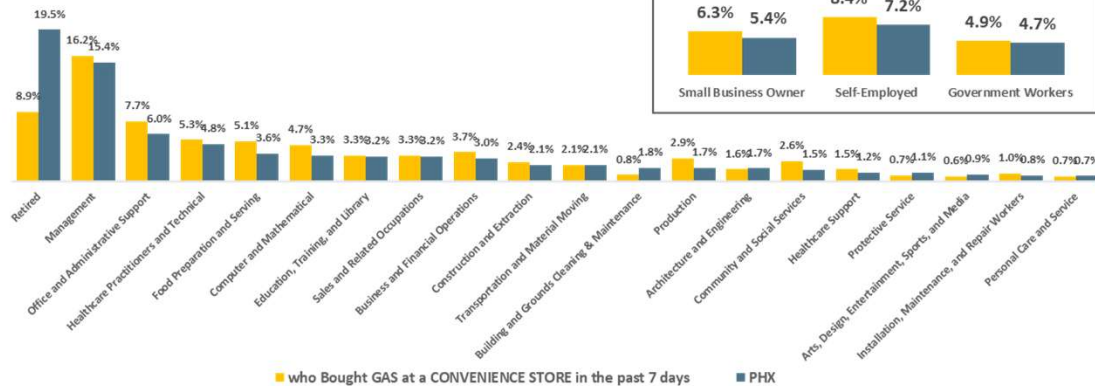
Employment: Adults 18 or older



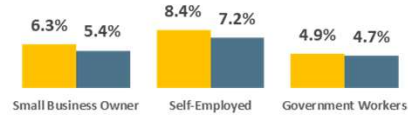
Marital Status: Adults 18 or older



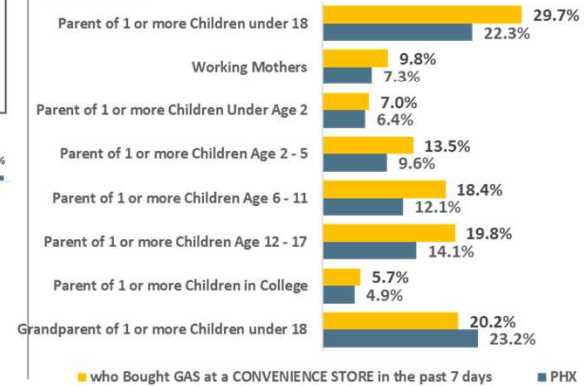
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older



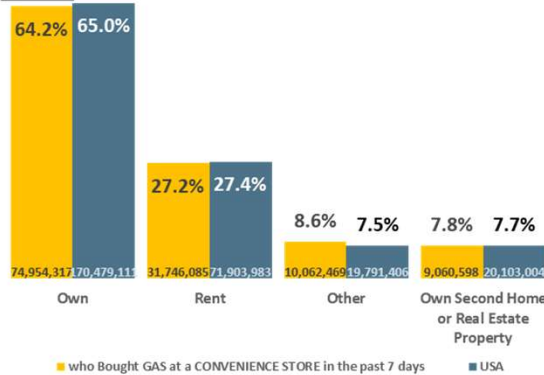
PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,132
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Convenience stores bought gas past 7 days (HHLID): 7-Eleven, or AmeriStop, or ampm, or BP, or Casey's, or Chevron Food Mart, or Circle K, or Cumberland Farms, or Holiday Station Stores, or Hy-Vee Fast & Fresh, or Kwik Trip, or Mobil Mart, or Other convenience store/gas station, or QuikTrip, or RaceTrac, or Sheetz, or Shell Food Mart, or Speedway, or UDF (United Dairy Farmers), or Wawa

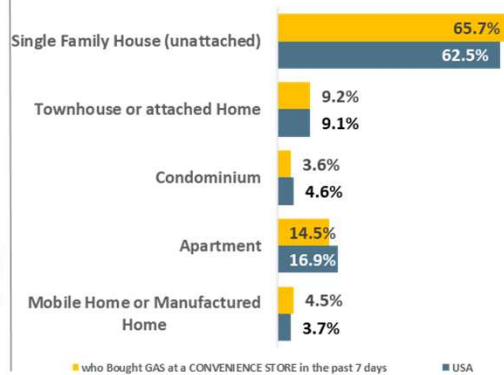


44.5% or 116,762,871 of USA Adults 18 or older Bought GAS at a CONVENIENCE STORE in the past 7 days. Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days are 1.3% less likely to own their home, 3.3% more likely to own a higher valued home, 5.1% more likely to have a single-family home, 20.9% more likely to have a dog.

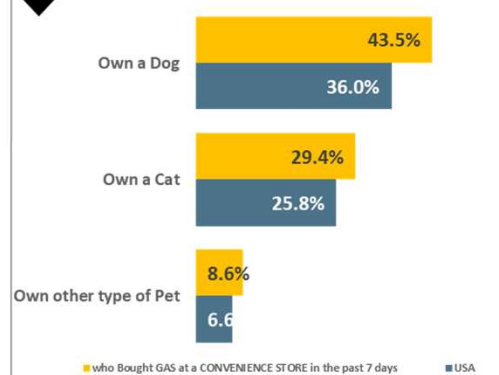
Own/Rent/Other: Adults 18 or older



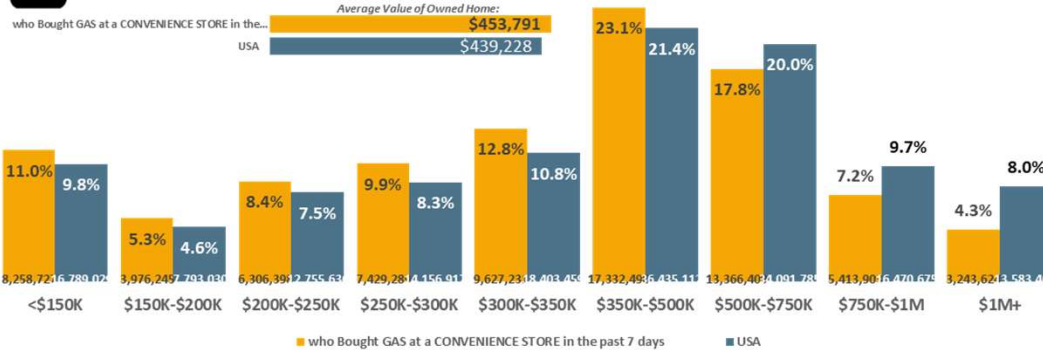
Type of Home: Adults 18 or older



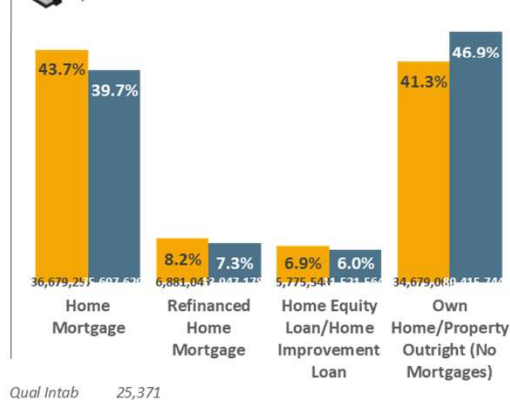
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA USA Projection Scarborough R1 2026: Sep24-Jan26 Qual Intab 11,212
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USA Projection Scarborough R1 2026: Sep24-Jan26

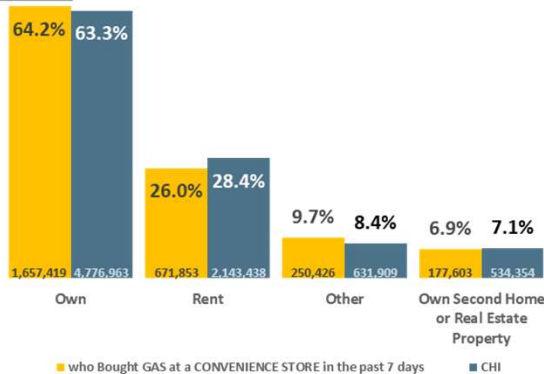
Qual Intab 25,371

Convenience stores bought gas past 7 days (HHLD): 7-Eleven, or AmeriStop, or ampm, or BP, or Casey's, or Chevron Food Mart, or Circle K, or Cumberland Farms, or Holiday Station Stores, or Hy-Vee Fast & Fresh, or Kwik Trip, or Mobil Mart, or Other convenience store/gas station, or QuikTrip, or RaceTrac, or Sheetz, or Shell Food Mart, or Speedway, or UDF (United Dairy Farmers), or Wawa

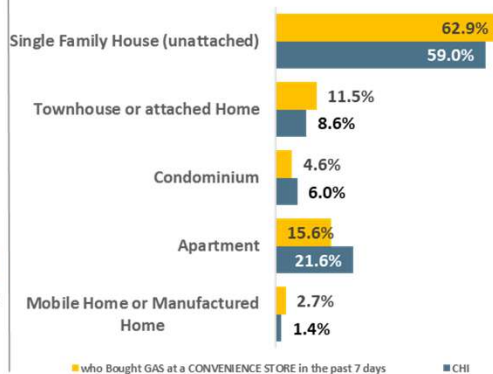


34.2% or 2,579,698 of CHI DMA Adults 18 or older Bought GAS at a CONVENIENCE STORE in the past 7 days. Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days are 1.6% more likely to own their home, 13.2% more likely to own a lower valued home, 6.6% more likely to have a single-family home, 23.6% more likely to have a dog.

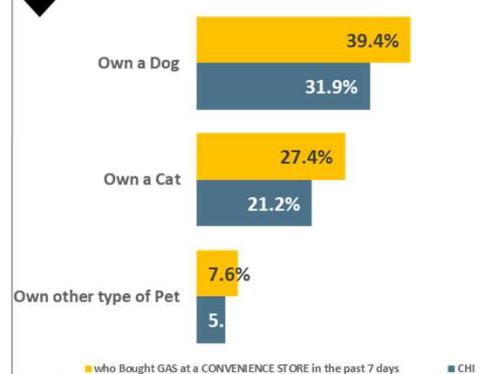
Own/Rent/Other: Adults 18 or older



Type of Home: Adults 18 or older



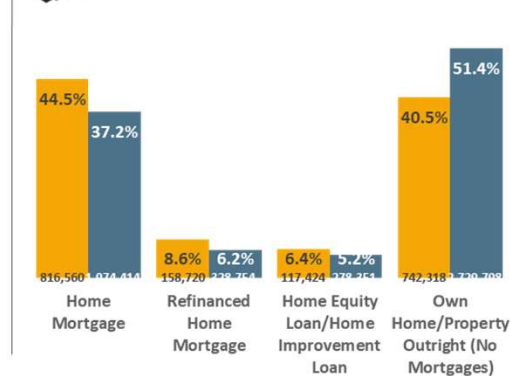
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



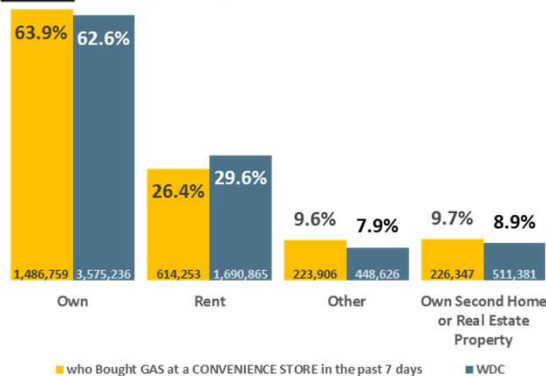
CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,474
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Convenience stores bought gas past 7 days (HHLD): 7-Eleven, or AmeriStop, or ampm, or BP, or Casey's, or Chevron Food Mart, or Circle K, or Cumberland Farms, or Holiday Station Stores, or Hy-Vee Fast & Fresh, or Kwik Trip, or Mobil Mart, or Other convenience store/gas station, or QuikTrip, or RaceTrac, or Sheetz, or Shell Food Mart, or Speedway, or UDF (United Dairy Farmers), or Wawa

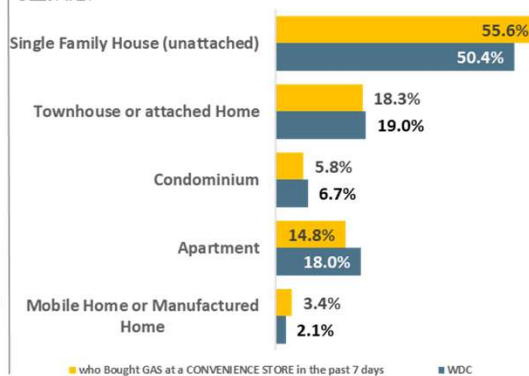


40.7% or 2,324,918 of WDC DMA Adults 18 or older Bought GAS at a CONVENIENCE STORE in the past 7 days. Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days are 2.2% more likely to own their home, 11.% more likely to own a lower valued home, 10.5% more likely to have a single-family home, 30.7% more likely to have a dog.

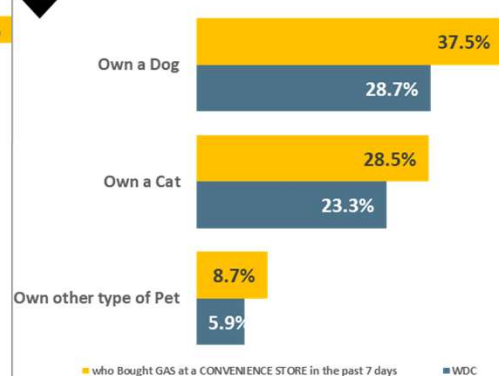
Own/Rent/Other: Adults 18 or older



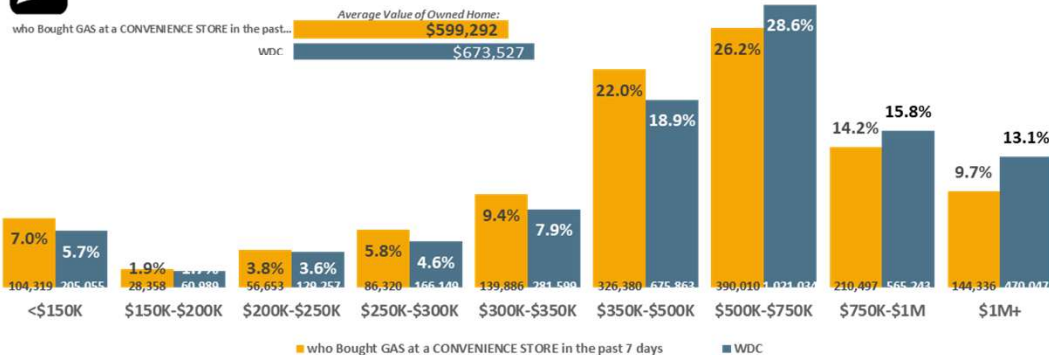
Type of Home: Adults 18 or older



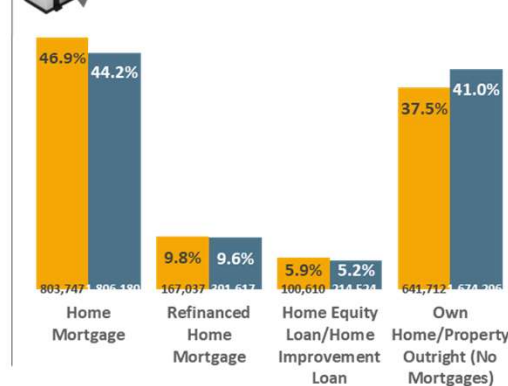
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



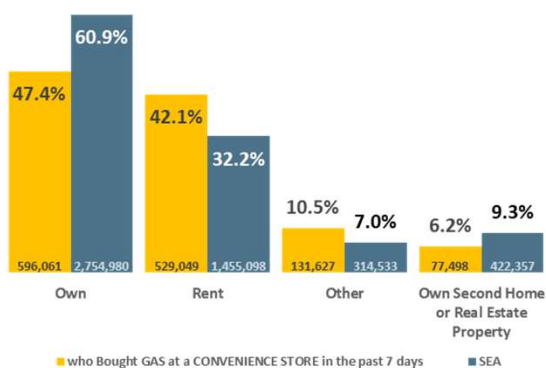
WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 2,558
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Convenience stores bought gas past 7 days (HHLD): 7-Eleven, or AmeriStop, or ampm, or BP, or Casey's, or Chevron Food Mart, or Circle K, or Cumberland Farms, or Holiday Station Stores, or Hy-Vee Fast & Fresh, or Kwik Trip, or Mobil Mart, or Other convenience store/gas station, or QuikTrip, or RaceTrac, or Sheetz, or Shell Food Mart, or Speedway, or UDF (United Dairy Farmers), or Wawa

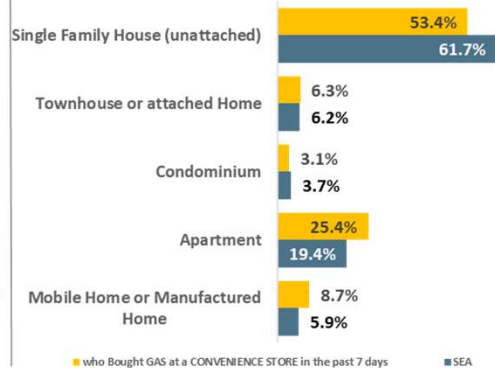


27.8% or 1,256,737 of SEA DMA Adults 18 or older Bought GAS at a CONVENIENCE STORE in the past 7 days. Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days are 22.1% less likely to own their home, 11.1% more likely to own a lower valued home, 13.4% less likely to have a single-family home, 24.1% more likely to have a dog.

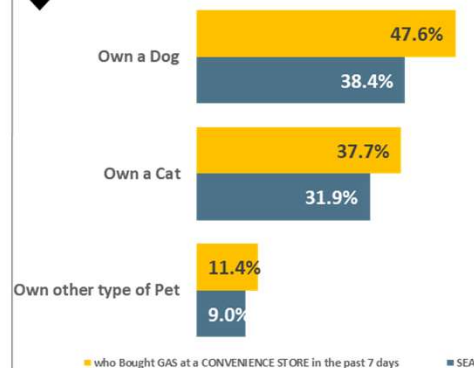
Own/Rent/Other: Adults 18 or older



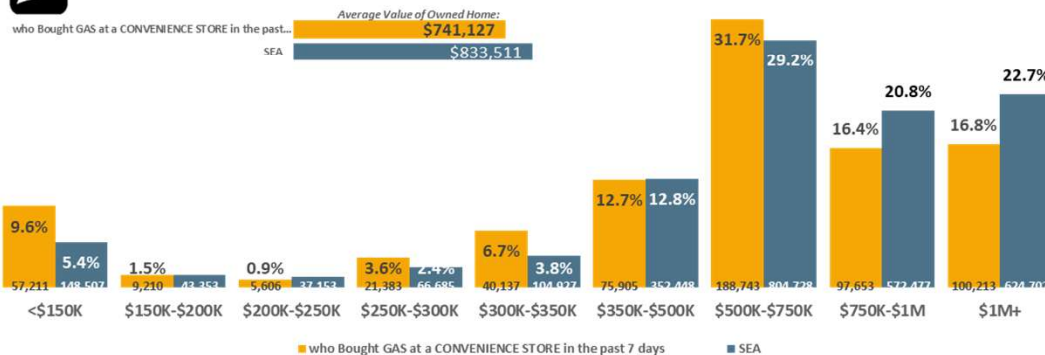
Type of Home: Adults 18 or older



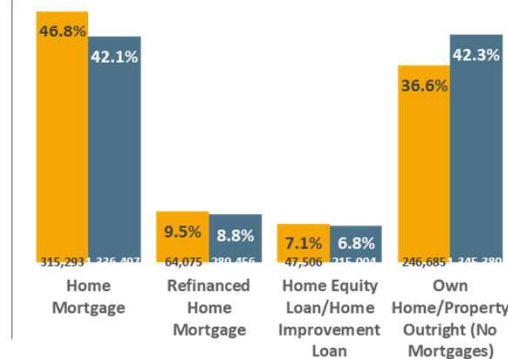
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



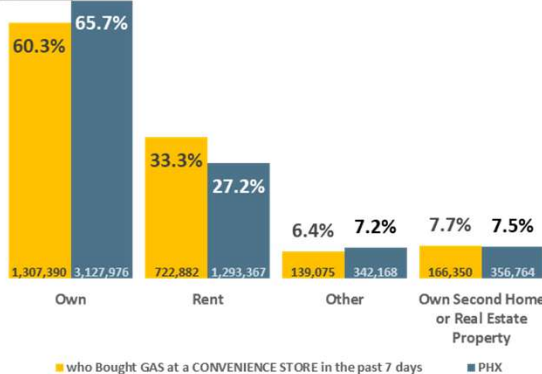
Home Loans: Adults 18 or older



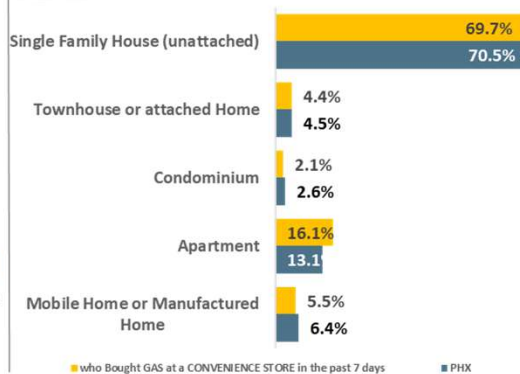


45.5% or 2,169,347 of PHX DMA Adults 18 or older Bought GAS at a CONVENIENCE STORE in the past 7 days. Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days are 8.2% less likely to own their home, 8.% more likely to own a lower valued home, 1.1% less likely to have a single-family home, 20.4% more likely to have a dog.

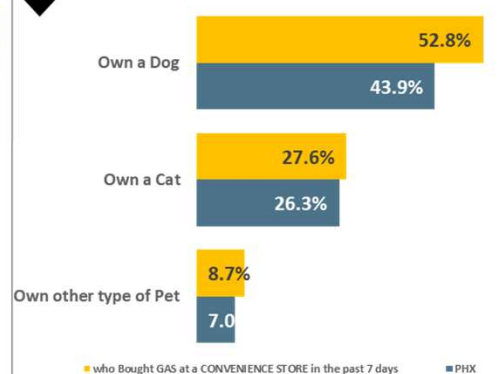
Own/Rent/Other: Adults 18 or older



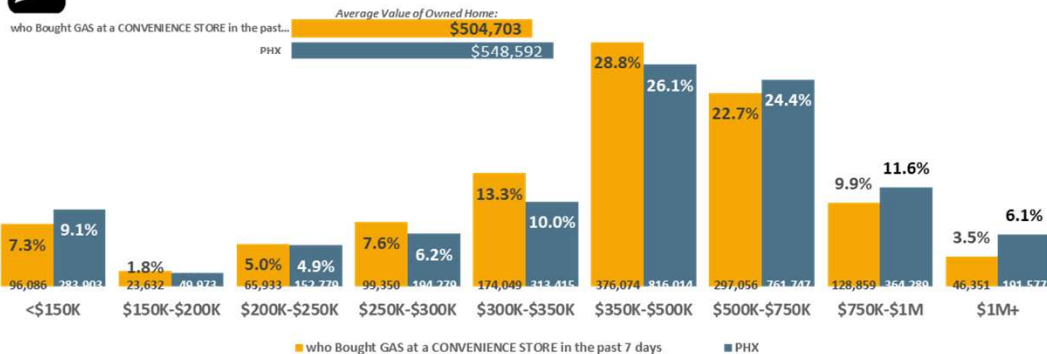
Type of Home: Adults 18 or older



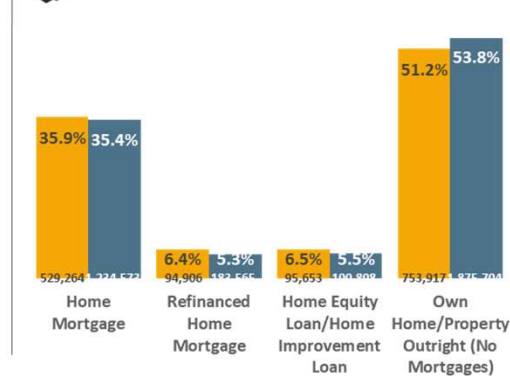
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,132
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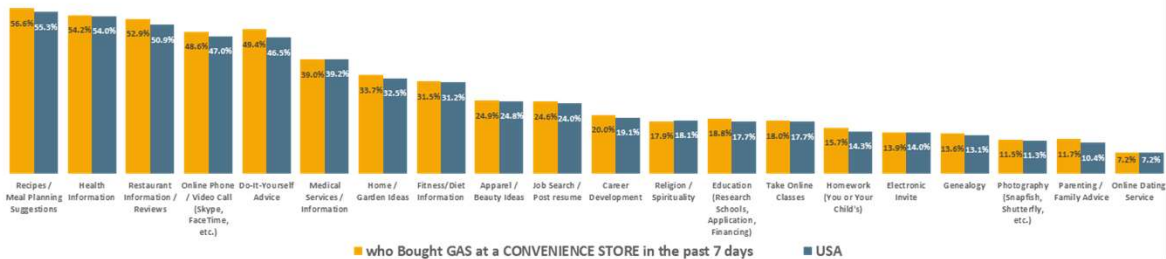
Convenience stores bought gas past 7 days (HHLD): 7-Eleven, or AmeriStop, or ampm, or BP, or Casey's, or Chevron Food Mart, or Circle K, or Cumberland Farms, or Holiday Station Stores, or Hy-Vee Fast & Fresh, or Kwik Trip, or Mobil Mart, or Other convenience store/gas station, or QuikTrip, or RaceTrac, or Sheetz, or Shell Food Mart, or Speedway, or UDF (United Dairy Farmers), or Wawa



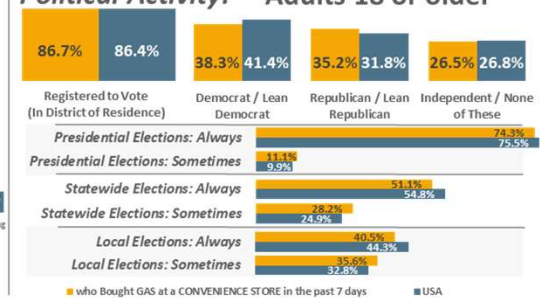
44.5% or 116,762,871 of USA Adults 18 or older Bought GAS at a CONVENIENCE STORE in the past 7 days. Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days are 6.2% more likely to look up D-I-Y advice online, 8.6% less likely to always vote in local elections, 7.3% more likely to belong to a gym, 2.2% less likely to fly domestic past



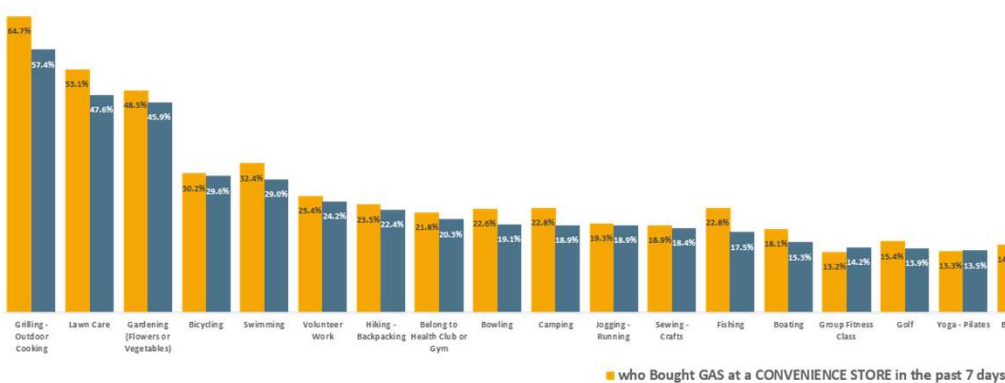
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



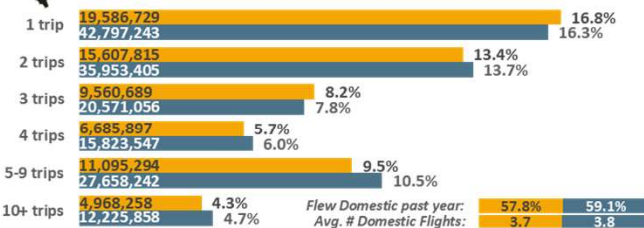
Political Activity: Adults 18 or older



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



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

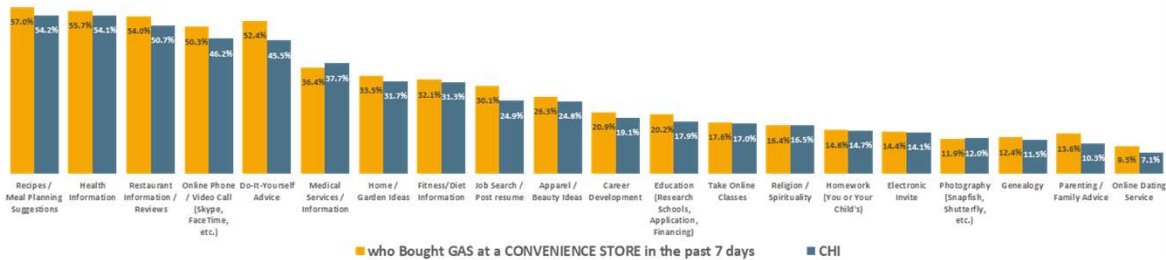




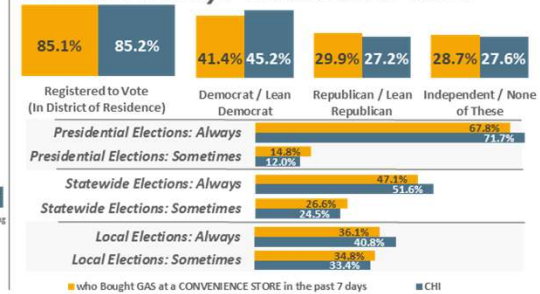
34.2% or 2,579,698 of CHI DMA Adults 18 or older Bought GAS at a CONVENIENCE STORE in the past 7 days. Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days are 15.% more likely to look up D-I-Y advice online, 11.5% less likely to always vote in local elections, 23.2% more likely to belong to a gym, 3.4% less likely to fly domestic pa



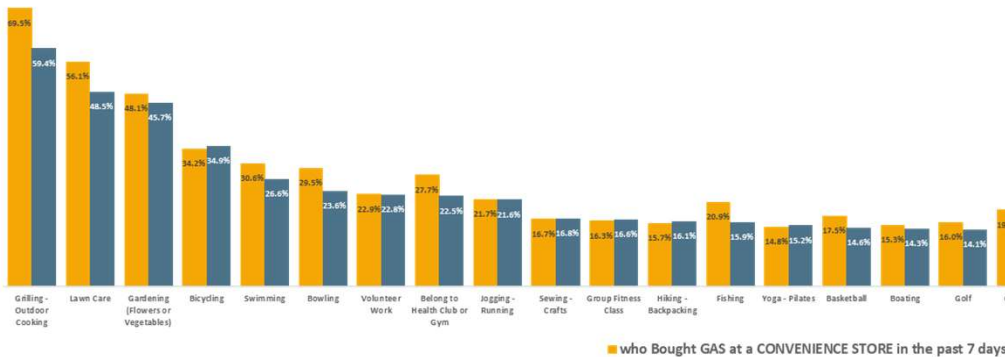
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



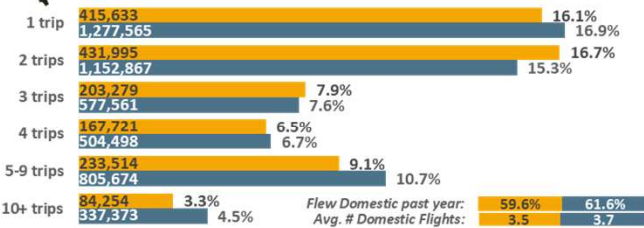
Political Activity: Adults 18 or older



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



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

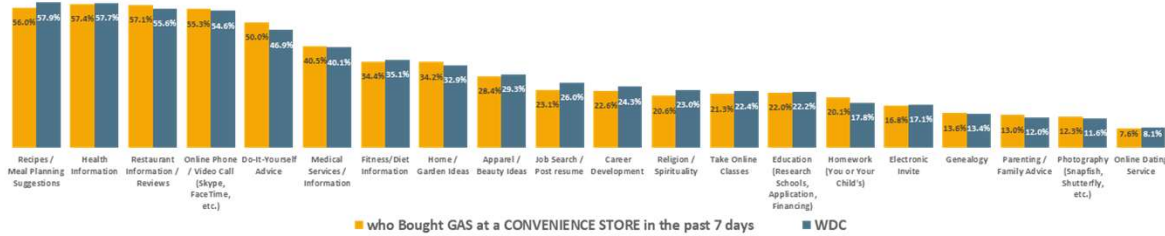




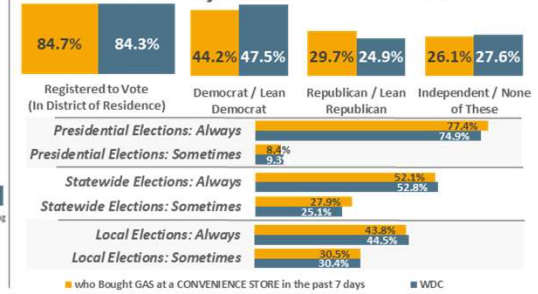
40.7% or 2,324,918 of WDC DMA Adults 18 or older Bought GAS at a CONVENIENCE STORE in the past 7 days. Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days are 6.5% more likely to look up D-I-Y advice online, 1.5% less likely to always vote in local elections, 17.1% more likely to belong to a gym, 2.6% less likely to fly domestic pas



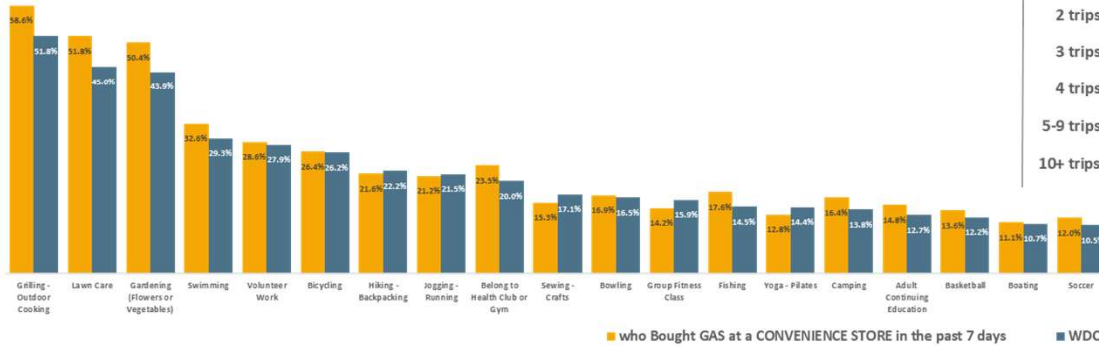
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



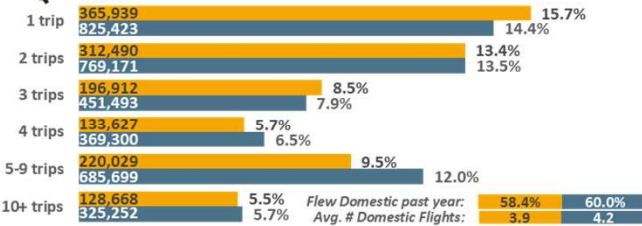
Political Activity: Adults 18 or older



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



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

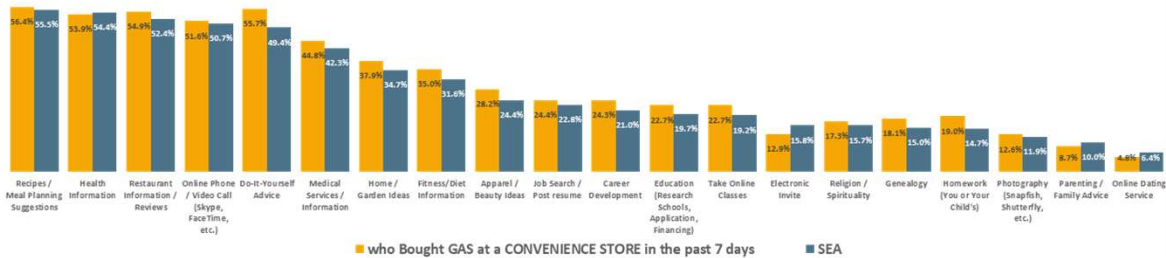




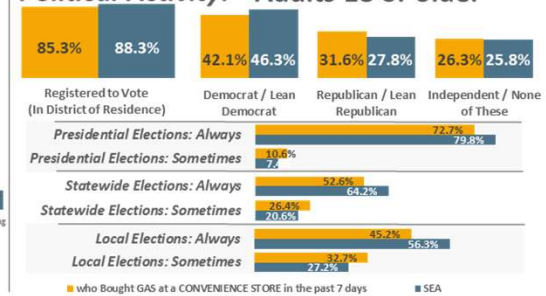
27.8% or 1,256,737 of SEA DMA Adults 18 or older Bought GAS at a CONVENIENCE STORE in the past 7 days. Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days are 12.8% more likely to look up D-I-Y advice online, 19.7% less likely to always vote in local elections, 3.7% more likely to belong to a gym, .2% less likely to fly domestic pas



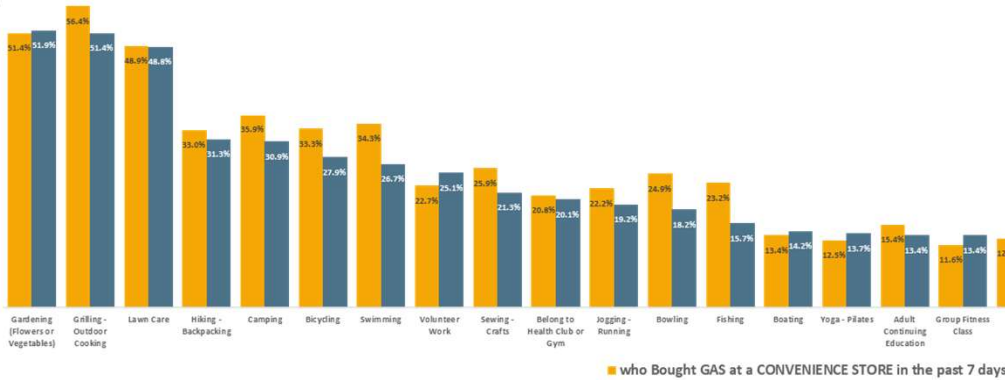
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



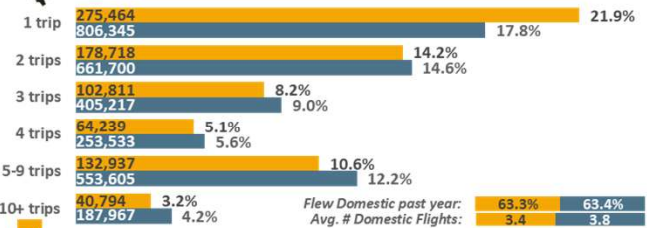
Political Activity: Adults 18 or older



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



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

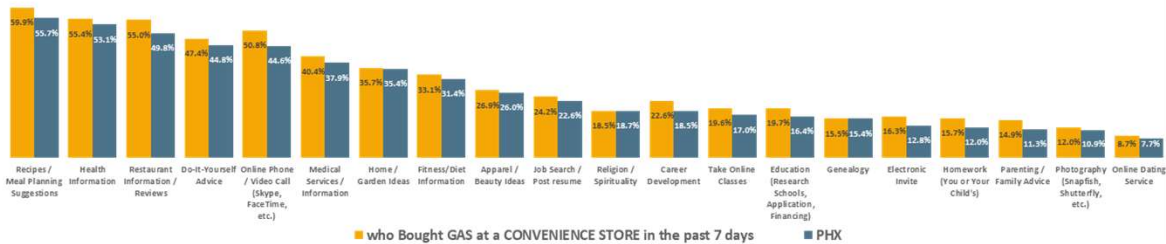




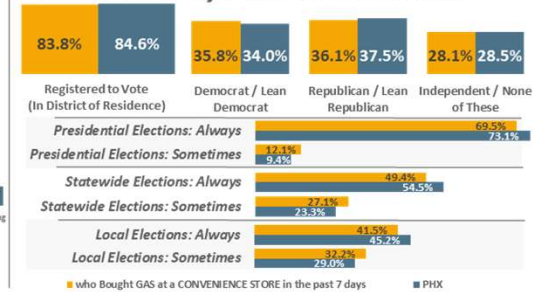
45.5% or 2,169,347 of PHX DMA Adults 18 or older Bought GAS at a CONVENIENCE STORE in the past 7 days. Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days are 5.7% more likely to look up D-I-Y advice online, 8.3% less likely to always vote in local elections, 3.% more likely to belong to a gym, 4.7% more likely to fly domestic past



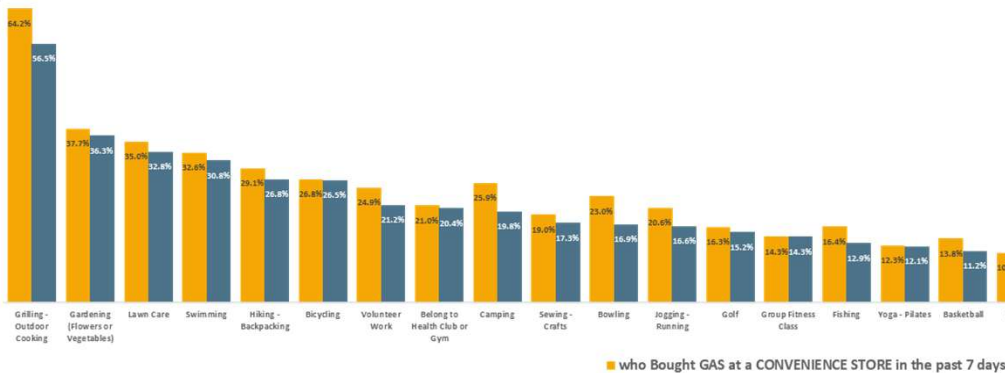
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



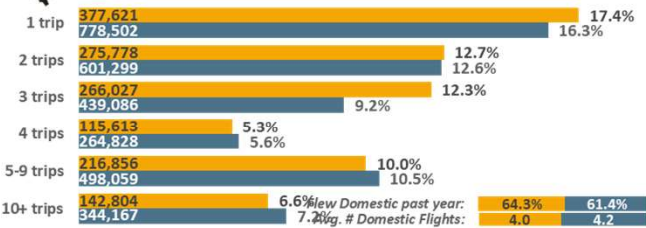
Political Activity: Adults 18 or older



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



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



New Domestic past year: 64.3%
Avg. # Domestic Flights: 4.0



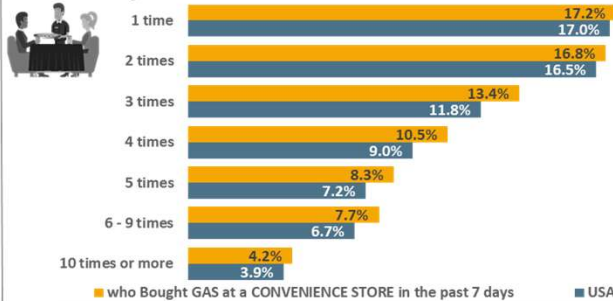
44.5% or 116,762,871 of USA Adults 18 or older Bought GAS at a CONVENIENCE STORE in the past 7 days. Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days are 8.% more likely to use QSRs past mo., 8.3% more likely to use Sit-Down Restaurants past mo., 13.9% more likely to use Casinos past yr., 28.4% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



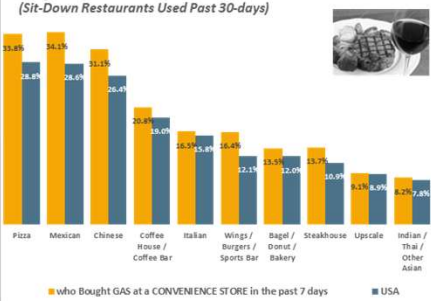
Total Monthly QSR Users:	90.3%	83.6%
Avg. Monthly QSR Meals:	6.7	5.9

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



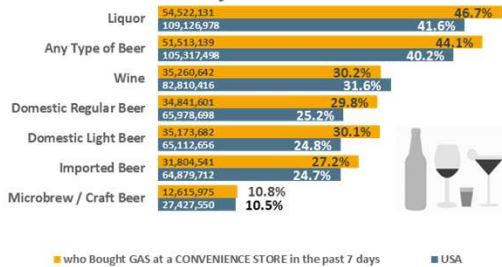
Total Monthly Sit-Down Restaurant Users:	78.1%	72.1%
Avg. Monthly Sit-Down Restaurant Meals:	3.8	3.7

Top-10 Cuisines: Adults 18 or older

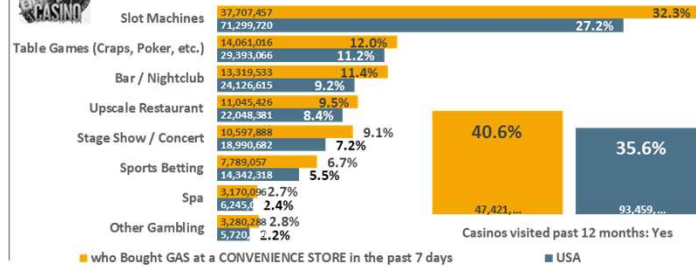


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)	21.9%
who Bought GAS at a CONVENIENCE STORE in the past 7 days	19.7%

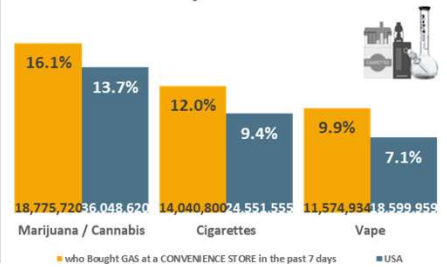
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



Used Past 30-days: Adults 18 or older





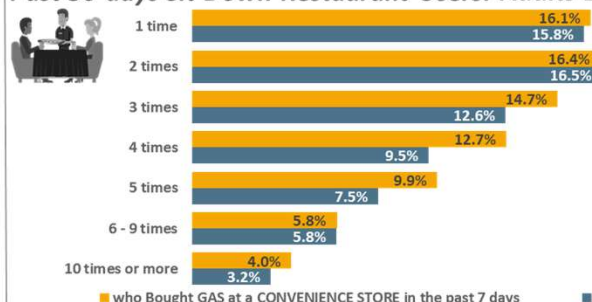
34.2% or 2,579,698 of CHI DMA Adults 18 or older Bought GAS at a CONVENIENCE STORE in the past 7 days. Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days are 9.5% more likely to use QSRs past mo., 12.2% more likely to use Sit-Down Restaurants past mo., 19.5% more likely to use Casinos past yr., 40.2% more likely to smoke cigarettes

Past 30-days QSR Users: Adults 18 or older



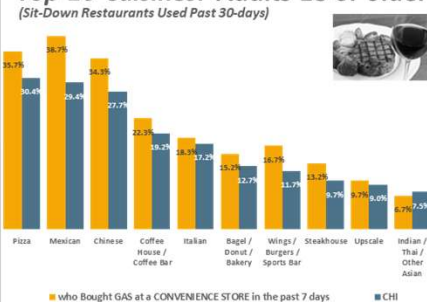
Total Monthly QSR Users: 92.7%
 Avg. Monthly QSR Meals: 7.0

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



Total Monthly Sit-Down Restaurant Users: 79.6%
 Avg. Monthly Sit-Down Restaurant Meals: 3.7

Top-10 Cuisines: Adults 18 or older

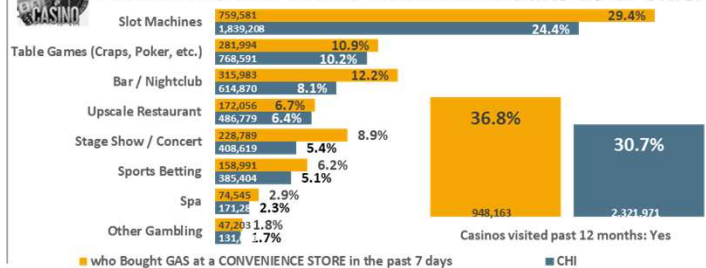


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
 who Bought GAS at a CONVENIENCE STORE in the past 7 days: 27.8%
 CHI: 22.6%

Drank Past 30-days: Adults 18 or older

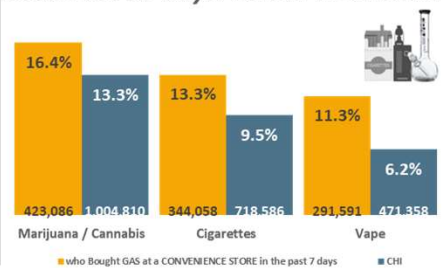


Past 12 months Casino Activities: Adults 18 or older



Casinos visited past 12 months: Yes
 36.8%
 30.7%

Used Past 30-days: Adults 18 or older





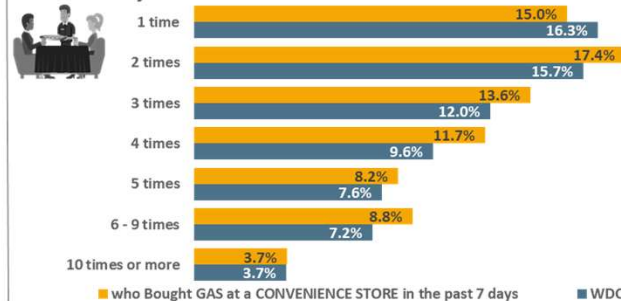
40.7% or 2,324,918 of WDC DMA Adults 18 or older Bought GAS at a CONVENIENCE STORE in the past 7 days. Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days are 9.% more likely to use QSRs past mo., 8.9% more likely to use Sit-Down Restaurants past mo., 9.4% more likely to use Casinos past yr., 29.6% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



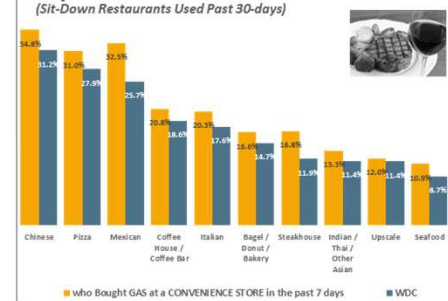
Total Monthly QSR Users: 90.3%
Avg. Monthly QSR Meals: 6.4

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



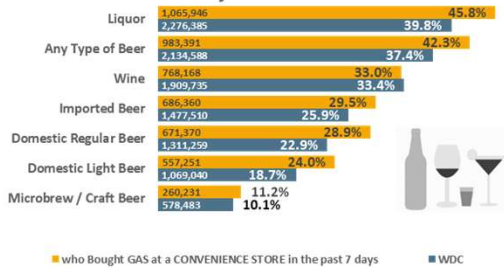
Total Monthly Sit-Down Restaurant Users: 78.5%
Avg. Monthly Sit-Down Restaurant Meals: 3.8

Top-10 Cuisines: Adults 18 or older



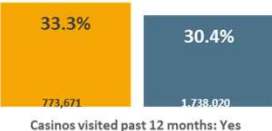
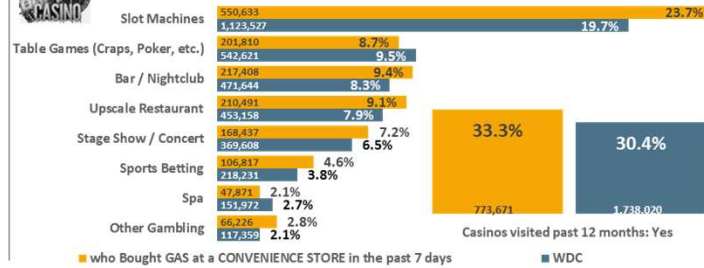
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who Bought GAS at a CONVENIENCE STORE in the past 7 days: 618,209 (26.6%)
WDC: 1,397,483 (24.5%)

Drank Past 30-days: Adults 18 or older

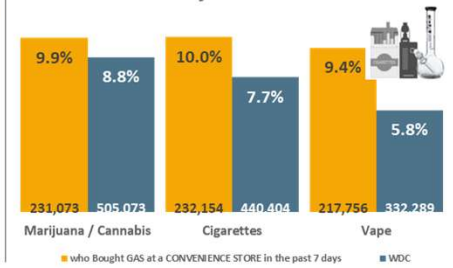


WDC DMA Scarborough R2 2025; Oct24-Aug25 Qual Intab 2,558
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Past 12 months Casino Activities: Adults 18 or older



Used Past 30-days: Adults 18 or older

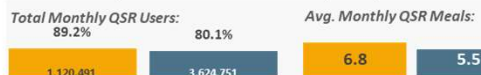
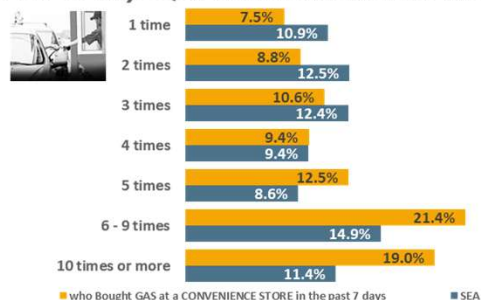


Convenience stores bought gas past 7 days (HHLID): 7-Eleven, or AmeriStop, or ampm, or BP, or Casey's, or Chevron Food Mart, or Circle K, or Cumberland Farms, or Holiday Station Stores, or Hy-Vee Fast & Fresh, or Kwik Trip, or Mobil Mart, or Other convenience store/gas station, or QuikTrip, or RaceTrac, or Sheetz, or Shell Food Mart, or Speedway, or UDF (United Dairy Farmers), or Wawa

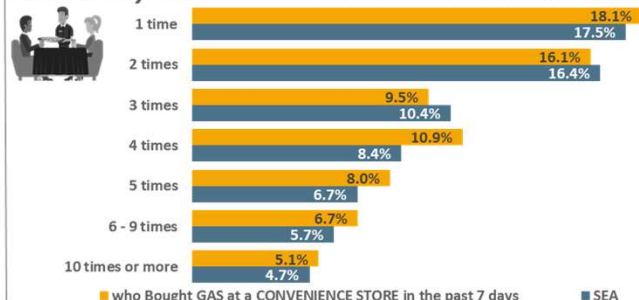


27.8% or 1,256,737 of SEA DMA Adults 18 or older Bought GAS at a CONVENIENCE STORE in the past 7 days. Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days are 11.3% more likely to use QSRs past mo., 6.5% more likely to use Sit-Down Restaurants past mo., 24.8% more likely to use Casinos past yr., 65.3% more likely to smoke cigarettes

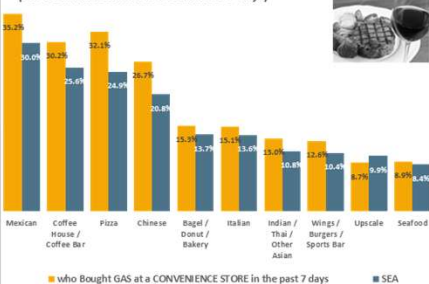
Past 30-days QSR Users: Adults 18 or older



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



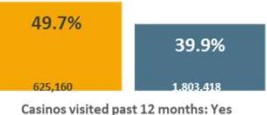
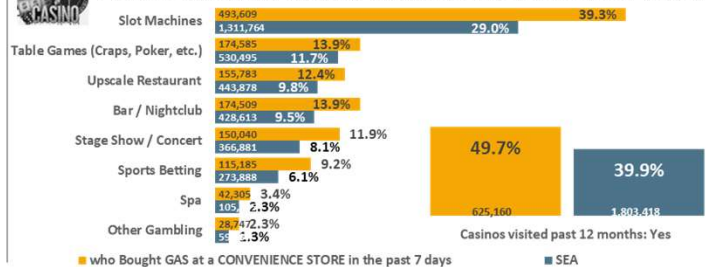
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



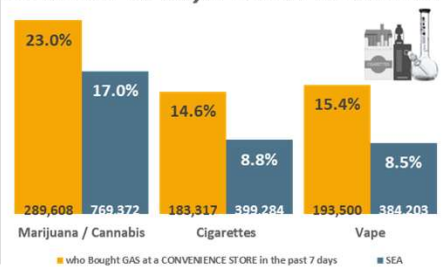
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



Used Past 30-days: Adults 18 or older





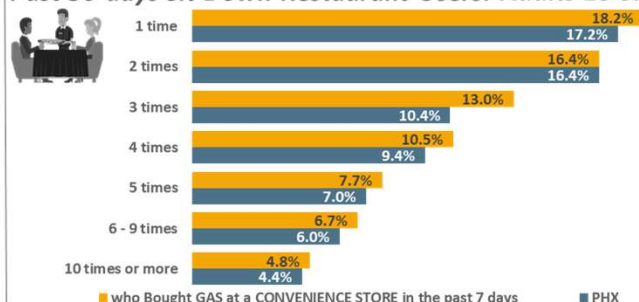
45.5% or 2,169,347 of PHX DMA Adults 18 or older Bought GAS at a CONVENIENCE STORE in the past 7 days. Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days are 8.9% more likely to use QSRs past mo., 9.1% more likely to use Sit-Down Restaurants past mo., 11.5% more likely to use Casinos past yr., 23.5% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:	90.8%	83.5%
Avg. Monthly QSR Meals:	7.3	6.3
who Bought GAS at a CONVENIENCE STORE in the past 7 days	1,970,815	3,975,699

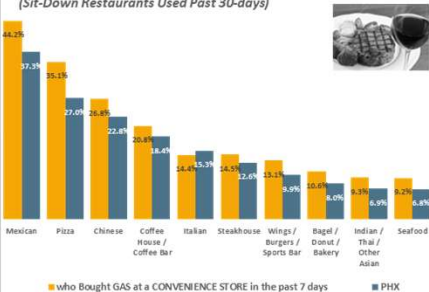
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:	77.3%	70.8%
Avg. Monthly Sit-Down Restaurant Meals:	3.8	3.7
who Bought GAS at a CONVENIENCE STORE in the past 7 days	1,676,864	3,373,900

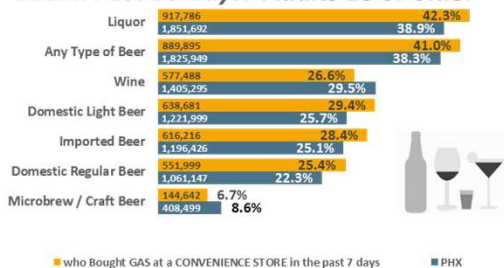
Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)	414,010	19.1%
who Bought GAS at a CONVENIENCE STORE in the past 7 days	785,235	16.5%

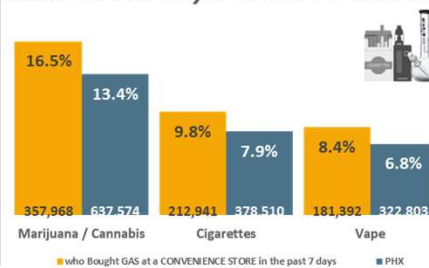
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



Used Past 30-days: Adults 18 or older

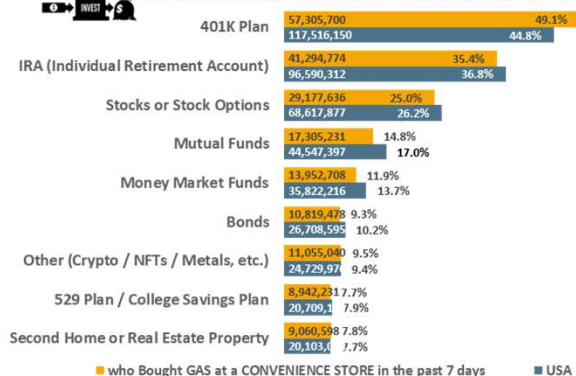




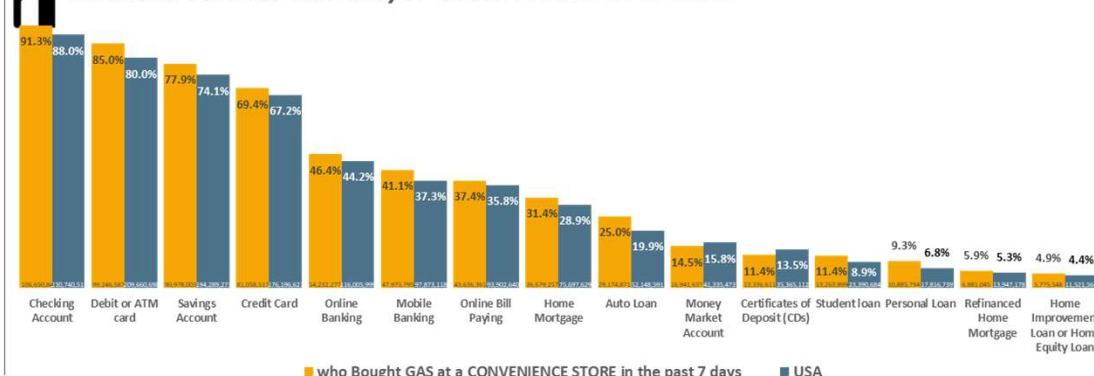
44.5% or 116,762,871 of USA Adults 18 or older Bought GAS at a CONVENIENCE STORE in the past 7 days. Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days are 9.5% more likely to have a 401K, 25.6% more likely to have an Auto Loan, 2.8% less likely to Invest/Trade Stocks Online, 13.5% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



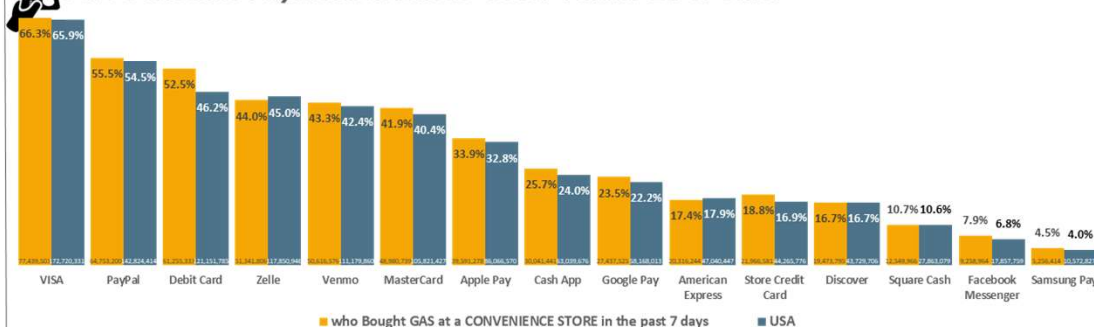
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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





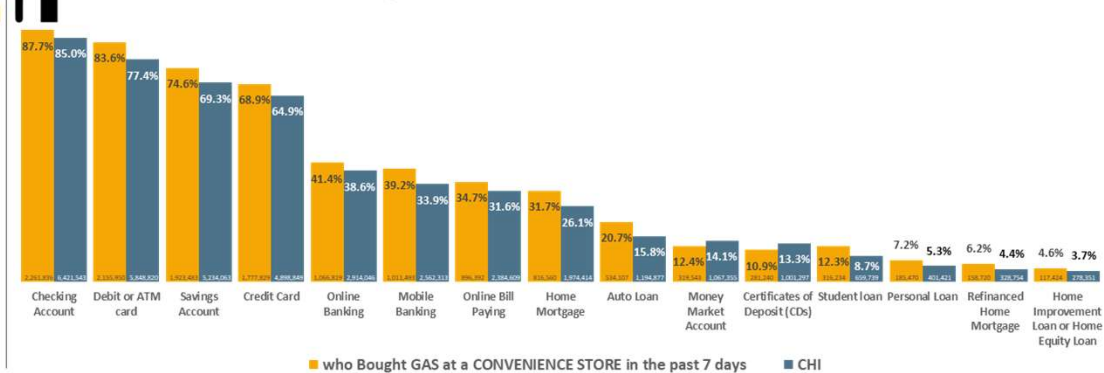
34.2% or 2,579,698 of CHI DMA Adults 18 or older Bought GAS at a CONVENIENCE STORE in the past 7 days. Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days are 11.% more likely to have a 401K, 30.9% more likely to have an Auto Loan, 1.1% more likely to Invest/Trade Stocks Online, 17.3% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



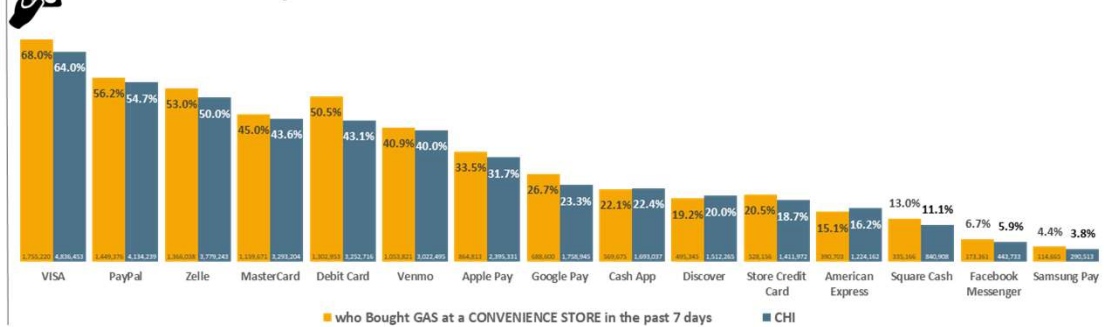
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

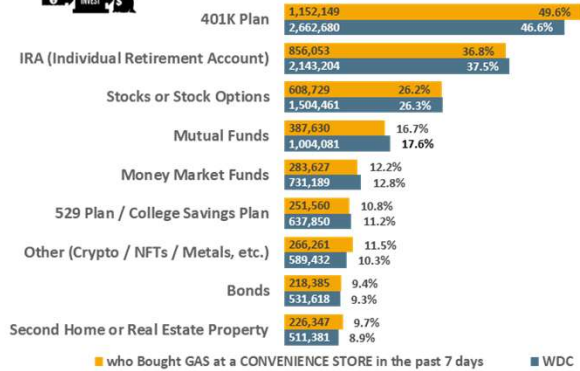




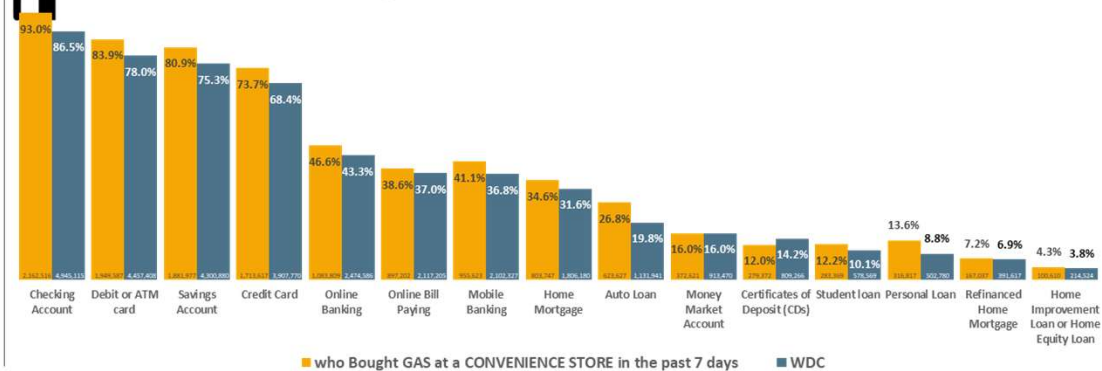
40.7% or 2,324,918 of WDC DMA Adults 18 or older Bought GAS at a CONVENIENCE STORE in the past 7 days. Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days are 6.4% more likely to have a 401K, 35.4% more likely to have an Auto Loan, .9% less likely to Invest/Trade Stocks Online, 15.% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



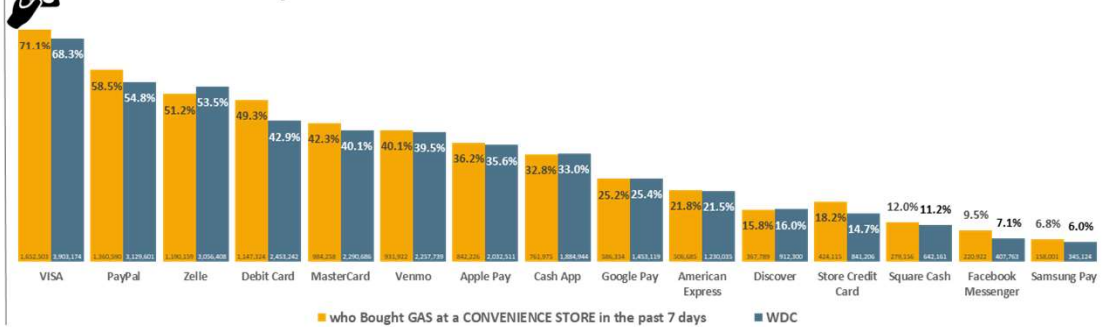
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

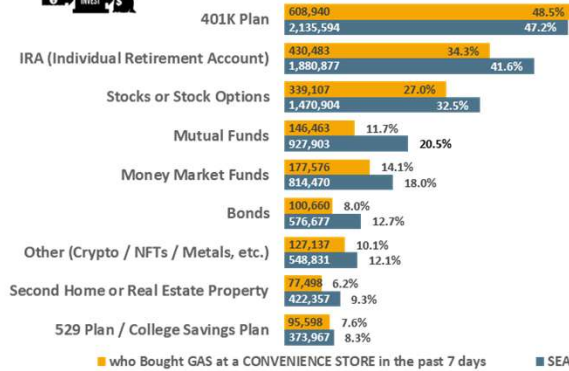




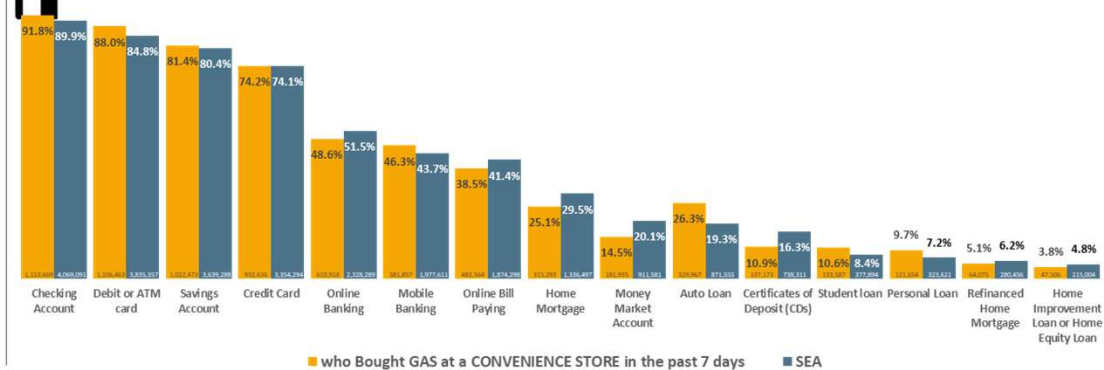
27.8% or 1,256,737 of SEA DMA Adults 18 or older Bought GAS at a CONVENIENCE STORE in the past 7 days. Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days are 2.7% more likely to have a 401K, 36.3% more likely to have an Auto Loan, 16.8% less likely to Invest/Trade Stocks Online, 9.8% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



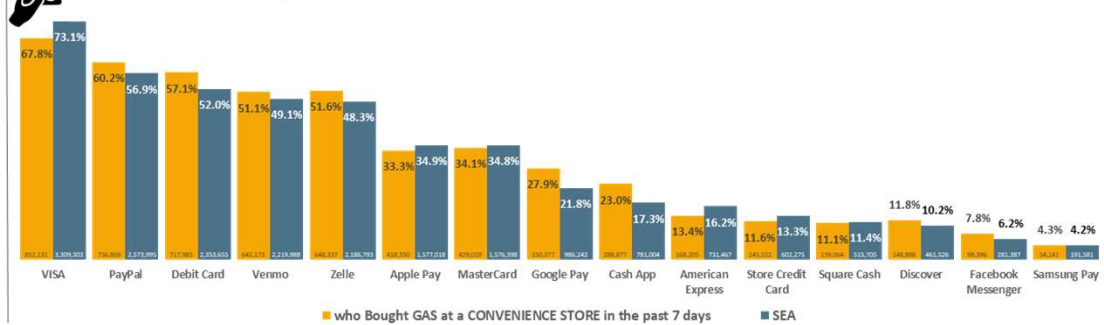
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

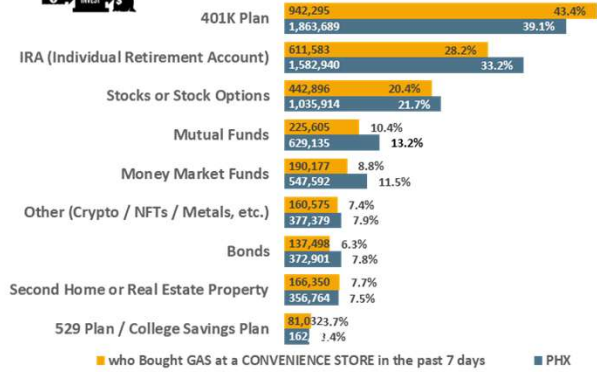




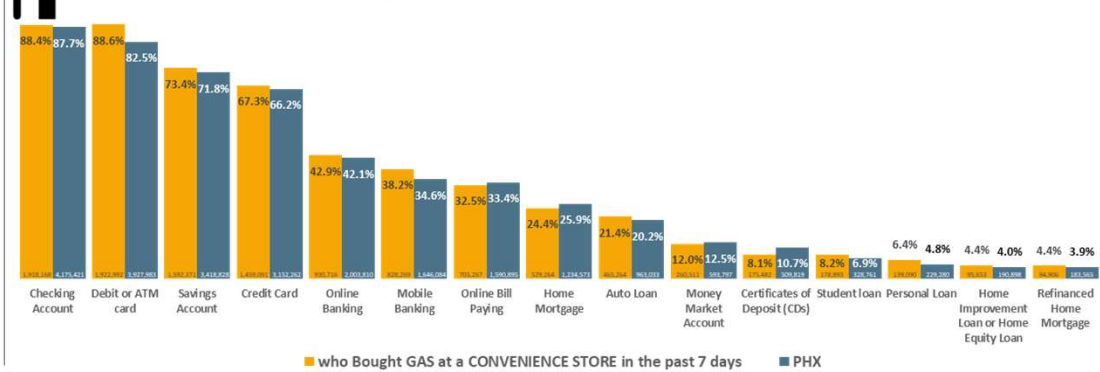
45.5% or 2,169,347 of PHX DMA Adults 18 or older Bought GAS at a CONVENIENCE STORE in the past 7 days. Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days are 11.% more likely to have a 401K, 6.1% more likely to have an Auto Loan, 1.% more likely to Invest/Trade Stocks Online, 20.2% more likely to pay with their Debit Card.



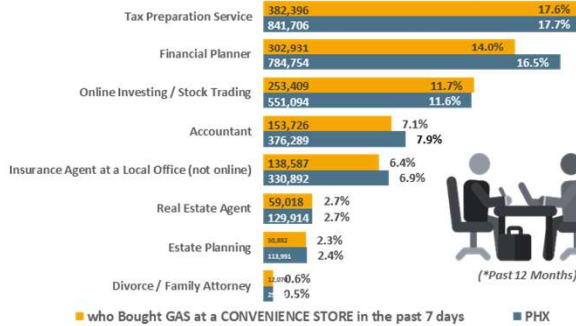
Investments Owned: Adults 18 or older



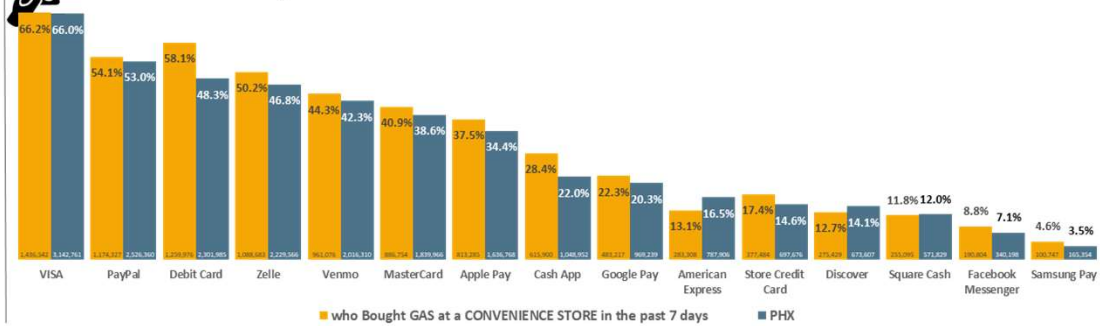
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older

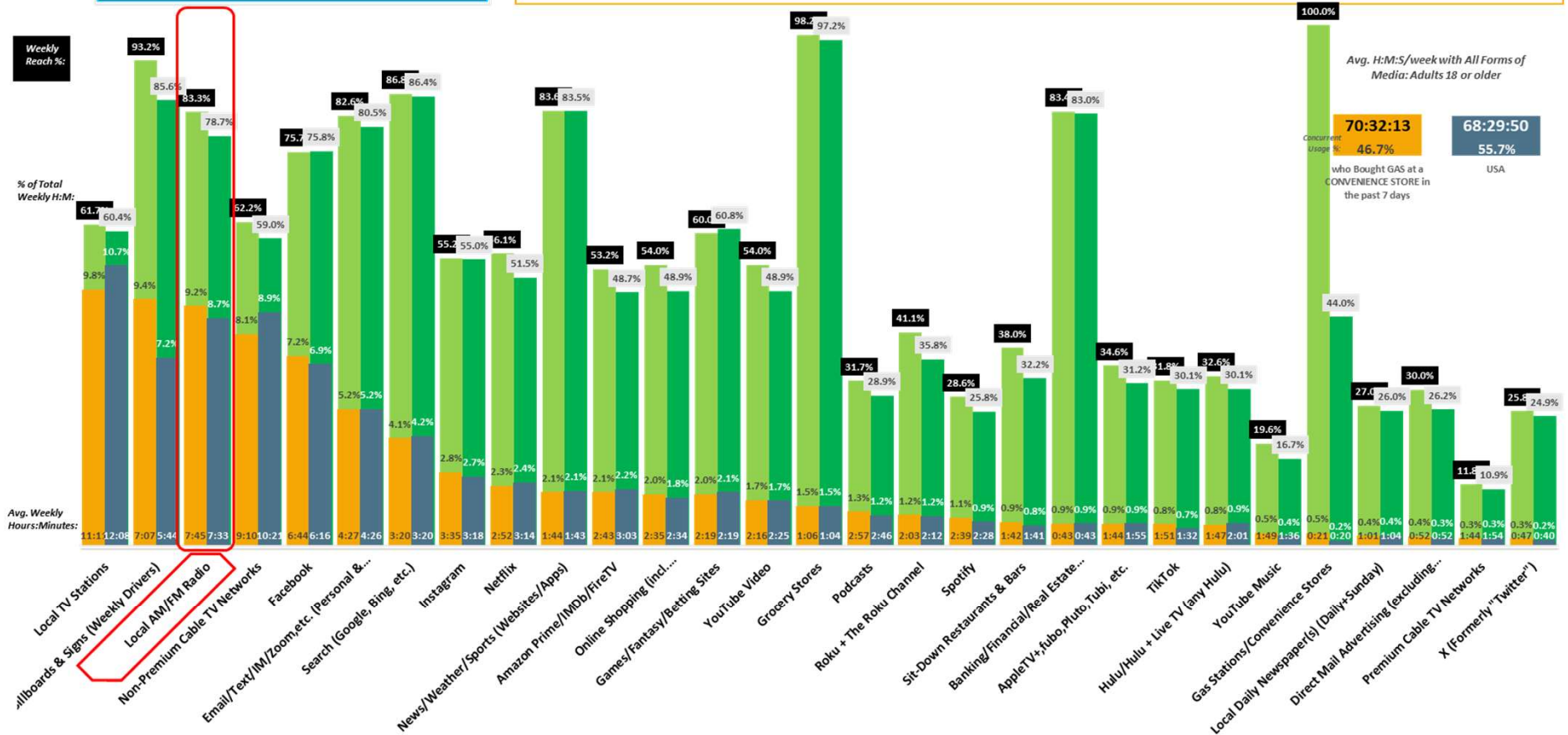


Past 3-Months Payment Methods Used: Adults 18 or older





Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days spend an average of 2 days, 22 hours, 32 minutes and 13 seconds each week with All Forms of Media.
83.3% of Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days spend an avg. of 7 hours and 45 minutes each week listening to All Local AM/FM Radio, representing 9.2% of total time spent with all forms of Media.



■ who Bought GAS at a CONVENIENCE STORE in the past 7 days ■ USA

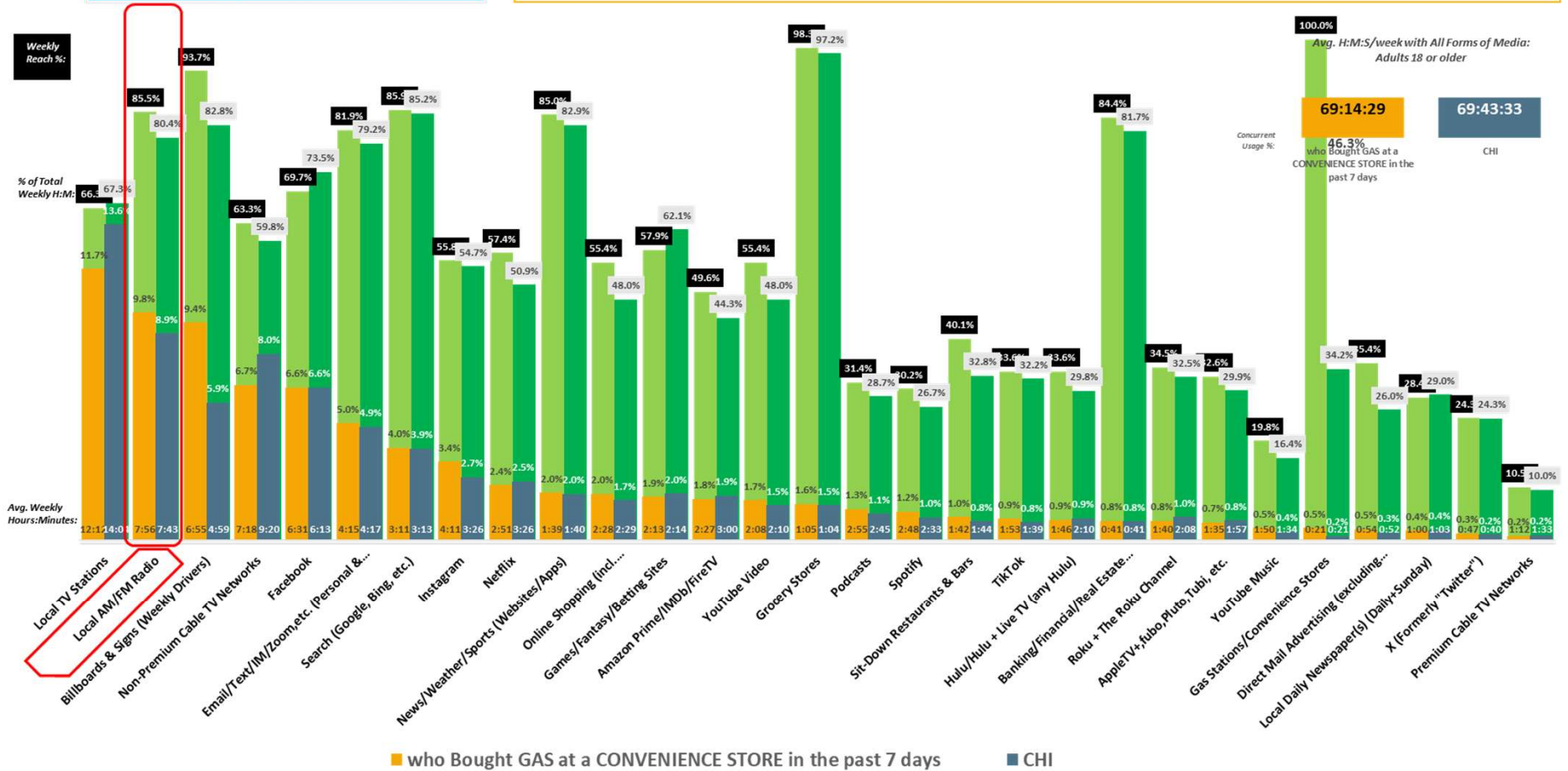
USA USA Projection Scarborough R1 2026: Sep24-Jan26 Qual Intab 11,212 USA Projection Scarborough R1 2026: Sep24-Jan26 Qual Intab 25,371
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Convenience stores bought gas past 7 days (HHLID): 7-Eleven, or AamenStop, or ampm, or BP, or Casey's, or Chevron Food Mart, or Circle K, or Cumberland Farms, or Holiday Station Stores, or Hy-Vee Food Stores, or Kroger, or Love's Travel Stop, or Mobil Mart, or other convenience store/gas station, or QuikTrip, or RaceTrac, or Sheetz, or Shell Food Mart, or Speedway, or UDF (United Dairy Farmers), or Wawa

HB Hubbard Share of Everything for Anything ©



Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days spend an average of 2 days, 21 hours, 14 minutes and 29 seconds each week with All Forms of Media.
85.5% of Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days spend an avg. of 7 hours and 56 minutes each week listening to All Local AM/FM Radio, representing 9.8% of total time spent with all forms of Media.



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,474
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CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,186

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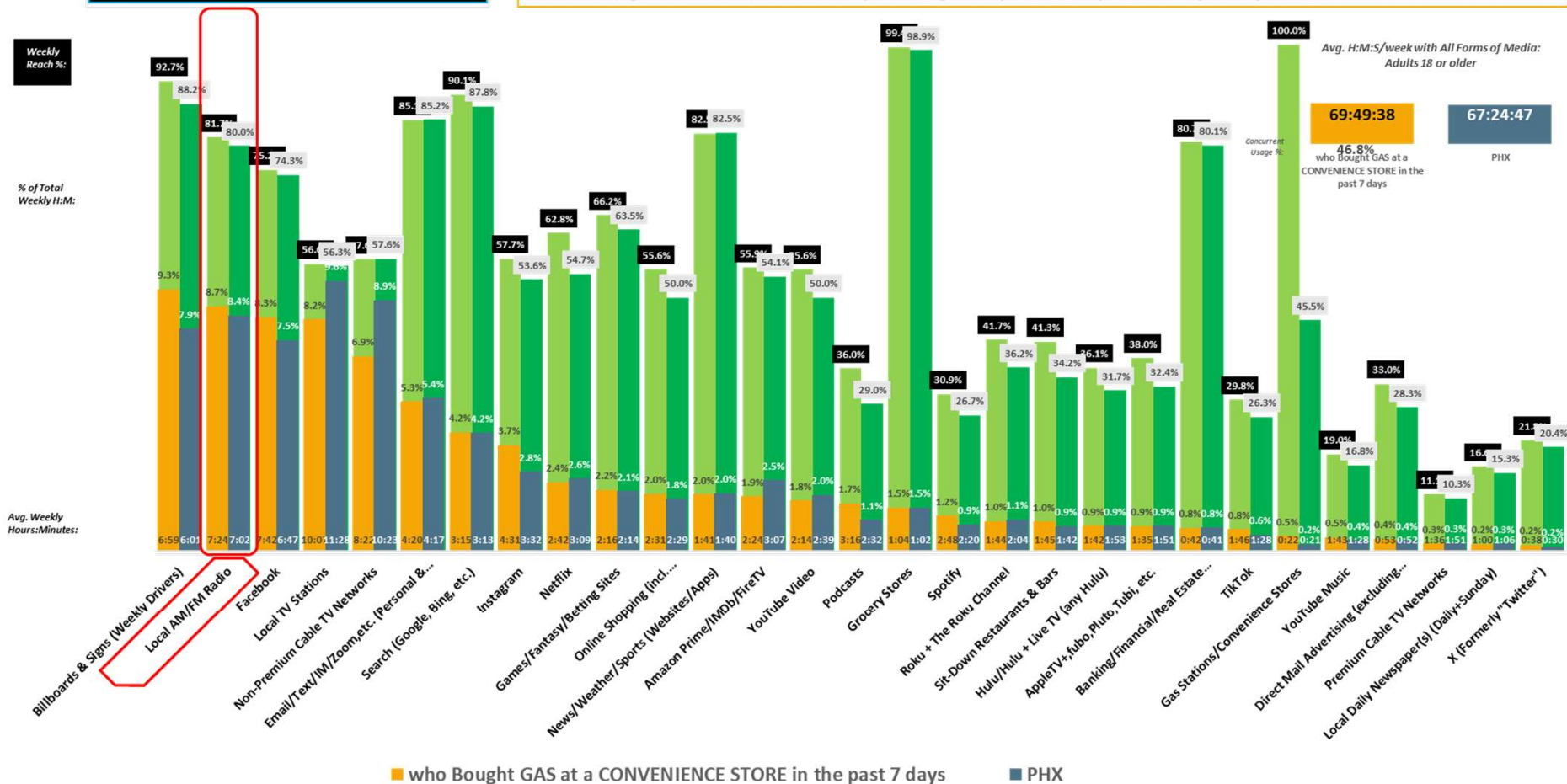
Convenience stores bought gas past 7 days (HHLD): 7-Eleven, or AmienStop, or ampm, or BP, or Casey's, or Chevron Food Mart, or Circle K, or Cumberland Farms, or Holiday Station Stores, or Hy-Vee, or IGA, or Kroger, or Kumon, or Mobil Mart, or other convenience store/gas station, or QuikTrip, or RaceTrac, or Sheetz, or Shell Food Mart, or Speedway, or UDF (United Dairy Farmers), or Wawa







Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days spend an average of 2 days, 21 hours, 49 minutes and 38 seconds each week with All Forms of Media.
81.7% of Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days spend an avg. of 7 hours and 24 minutes each week listening to All Local AM/FM Radio, representing 8.7% of total time spent with all forms of Media.



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

69:49:38
46.8% who Bought GAS at a CONVENIENCE STORE in the past 7 days

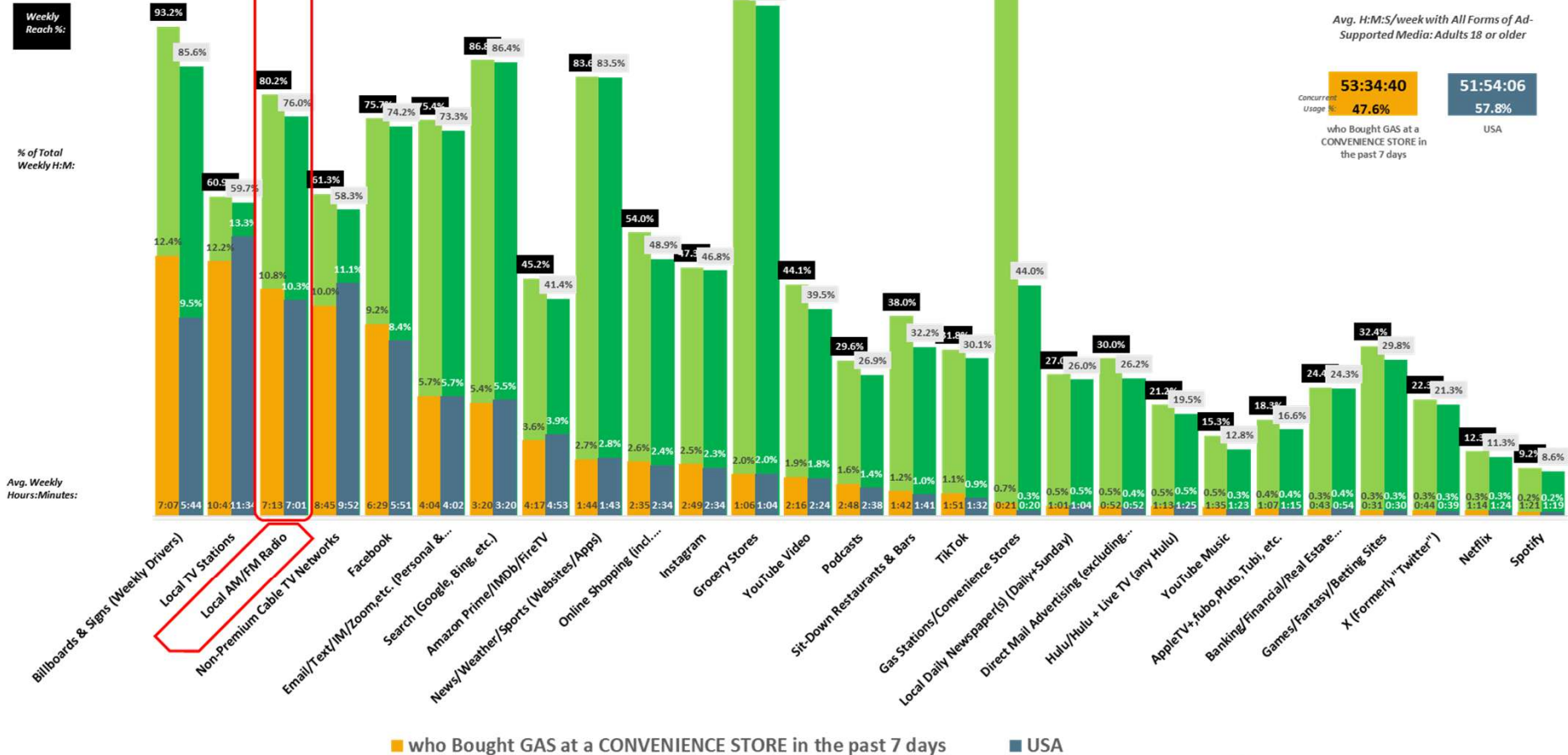
PHX

who Bought GAS at a CONVENIENCE STORE in the past 7 days

PHX

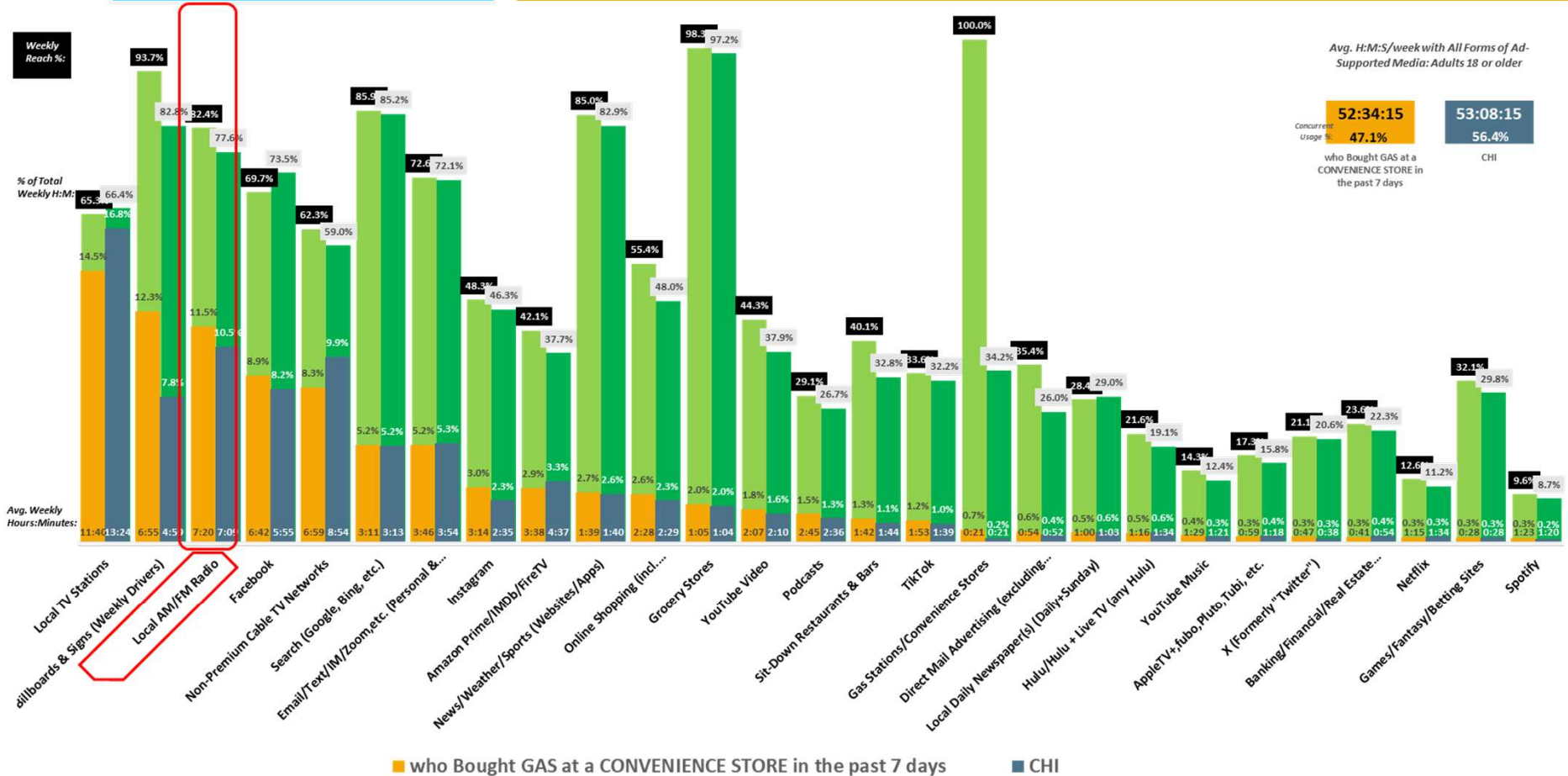


Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days spend an average of 2 days, 5 hours, 34 minutes and 40 seconds each week with All Forms of Ad-Supported Media.
80.2% of Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days spend an avg. of 7 hours and 13 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.8% of total time spent with all forms of Ad-Supported Media





Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days spend an average of 2 days, 4 hours, 34 minutes and 15 seconds each week with All Forms of Ad-Supported Media.
82.4% of Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days spend an avg. of 7 hours and 20 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.5% of total time spent with all forms of Ad-Supported Media

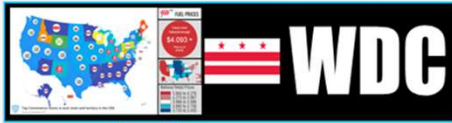


Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older

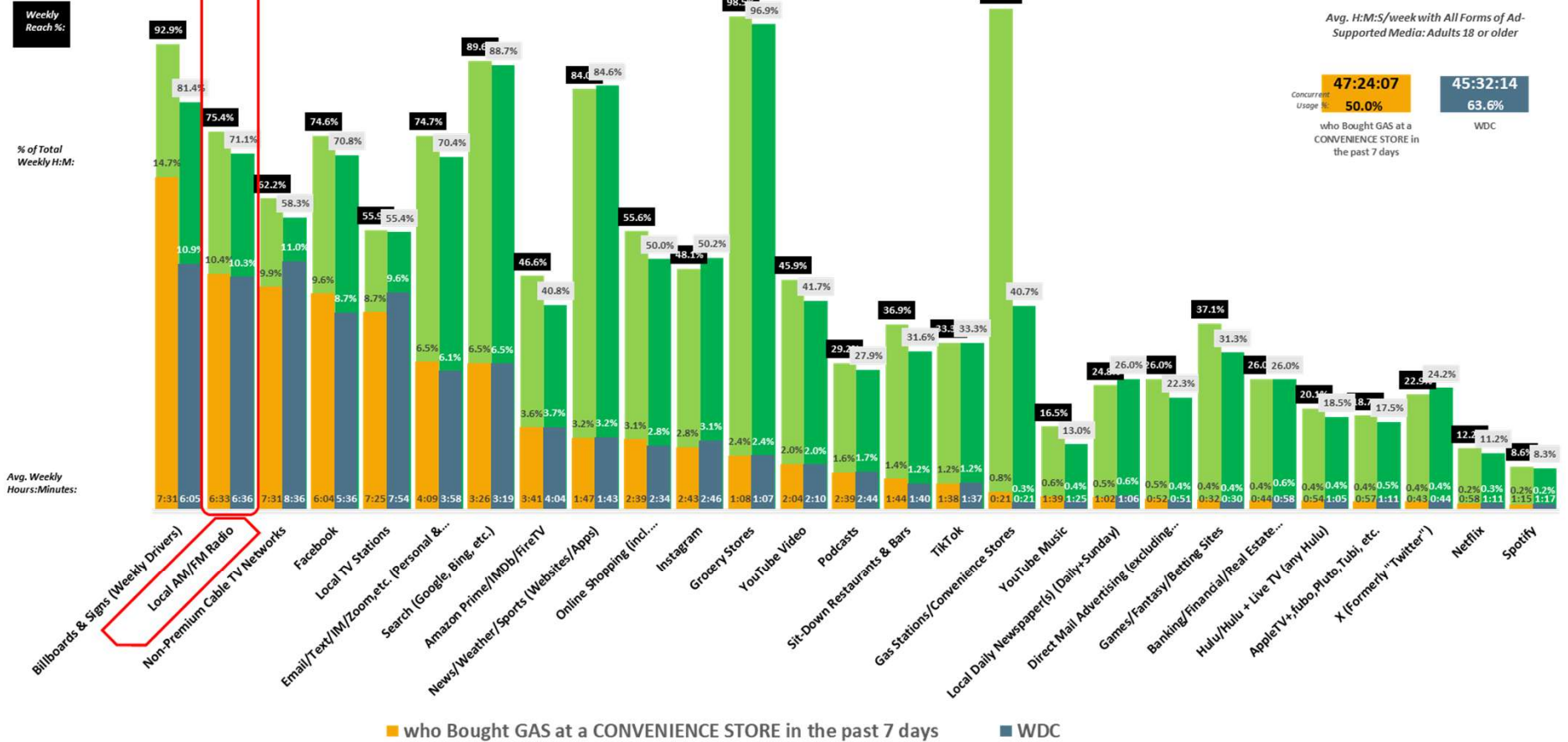
Concurrent Usage %: 52:34:15 (47.1%)

CHI: 53:08:15 (56.4%)

who Bought GAS at a CONVENIENCE STORE in the past 7 days

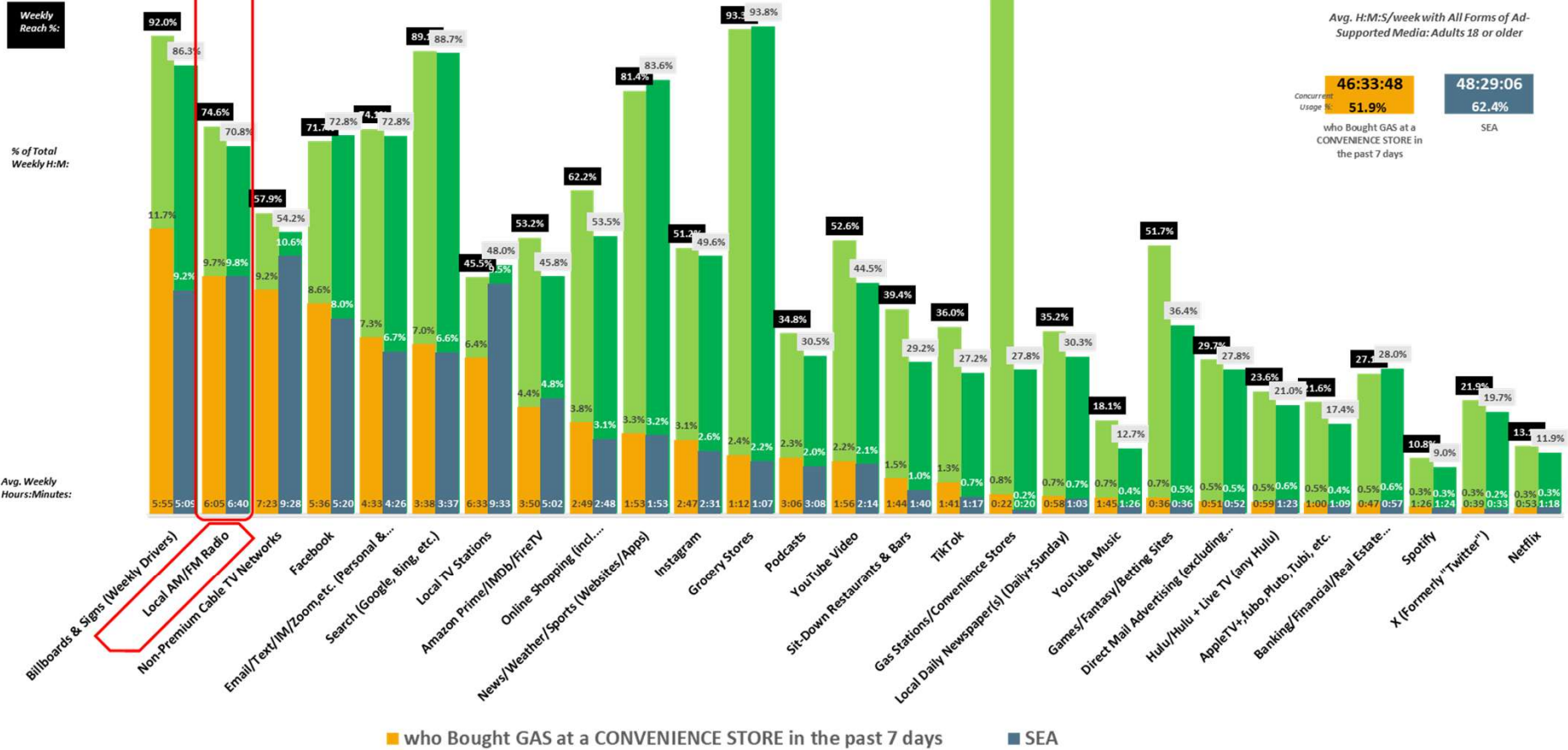


Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days spend an average of 1 days, 23 hours, 24 minutes and 7 seconds each week with All Forms of Ad-Supported Media.
75.4% of Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days spend an avg. of 6 hours and 33 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.4% of total time spent with all forms of Ad-Supported Media





Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days spend an average of 1 days, 22 hours, 33 minutes and 48 seconds each week with All Forms of Ad-Supported Media.
 74.6% of Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days spend an avg. of 6 hours and 5 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.7% of total time spent with all forms of Ad-Supported Media.



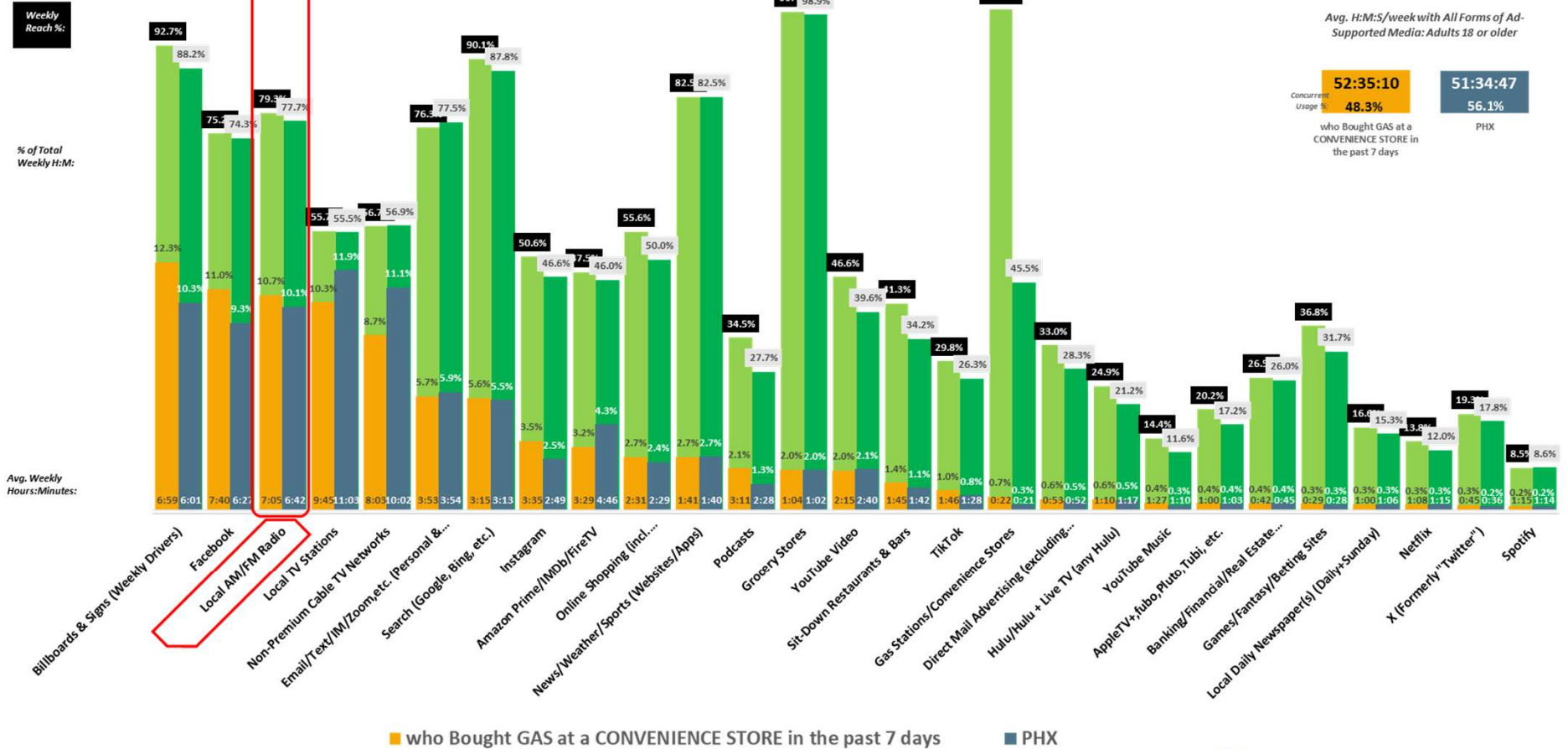
Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older

Concurrent Usage %: 46:33:48 (SEA) 51.9% (SEA)

who Bought GAS at a CONVENIENCE STORE in the past 7 days



Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days spend an average of 2 days, 4 hours, 35 minutes and 10 seconds each week with All Forms of Ad-Supported Media.
79.3% of Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days spend an avg. of 7 hours and 5 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.7% of total time spent with all forms of Ad-Supported Media.



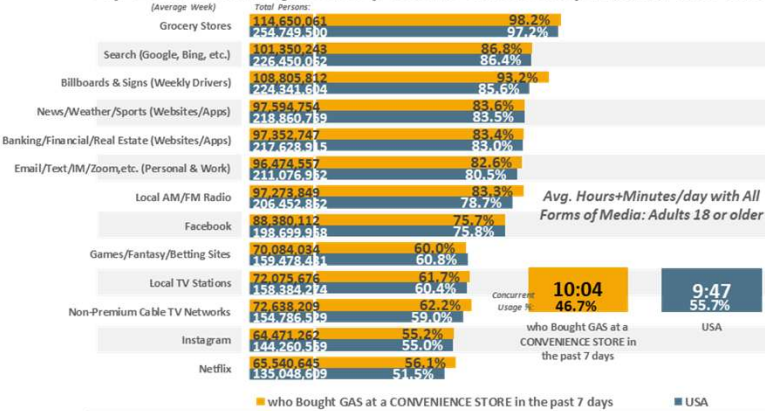
Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older

52:35:10	51:34:47
Concurrent Usage	PHX
48.3%	56.1%
who Bought GAS at a CONVENIENCE STORE in the past 7 days	

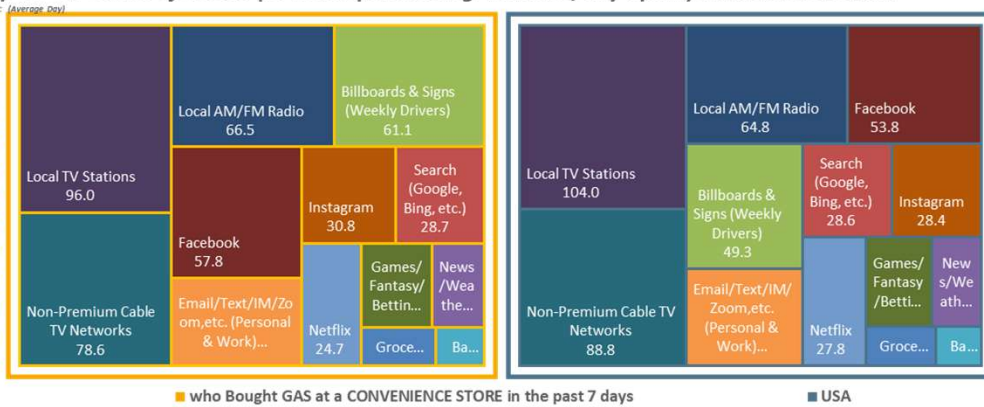


Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days spend an average of 7 hours and 39 minutes each day with All Forms of Ad-Supported Media. 80.2% listen to Local AM/FM Radio for an avg. of 61.9 minutes/day. (Local Radio delivers 10.8% of Time with Ad-Supported Media.)

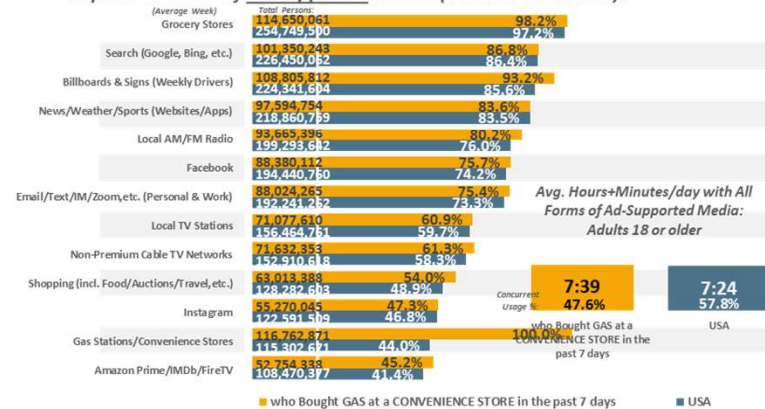
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



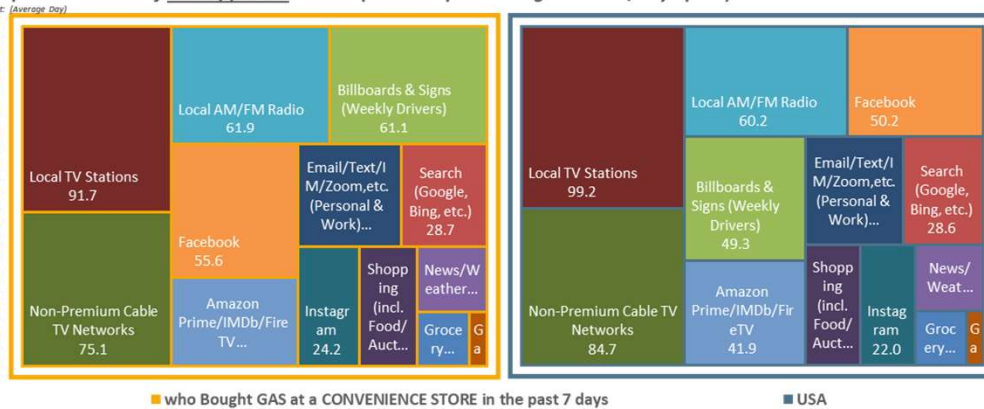
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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: Sep24-Jan26 Qual Intab 11,212
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USA Projection Scarborough R1 2026: Sep24-Jan26 Qual Intab 25,371

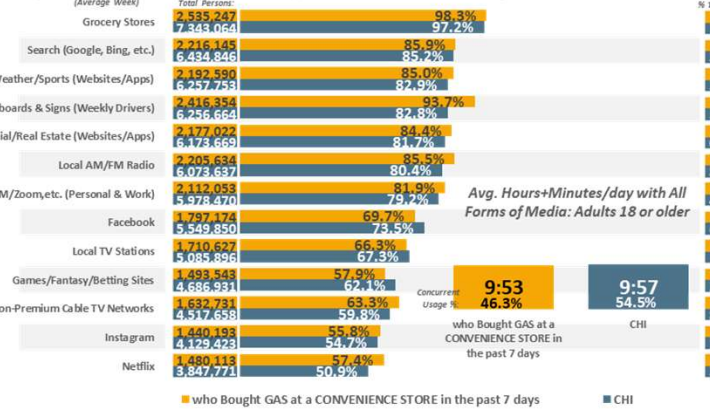
soefa.ai Share of Everything for Anything

Convenience stores bought gas past 7 days (HHLD): 7-Eleven, or AmeriStop, or ampm, or BP, or Casey's, or Chevron Food Mart, or Circle K, or Cumberland Farms, or Holiday Station Stores, or Hy-Vee Fast & Fresh, or Kwik Trip, or Mobil Mart, or Other convenience store/gas station, or QuikTrip, or RaceTrac, or Sheetz, or Shell Food Mart, or Speedway, or UDF (United Dairy Farmers), or Wawa

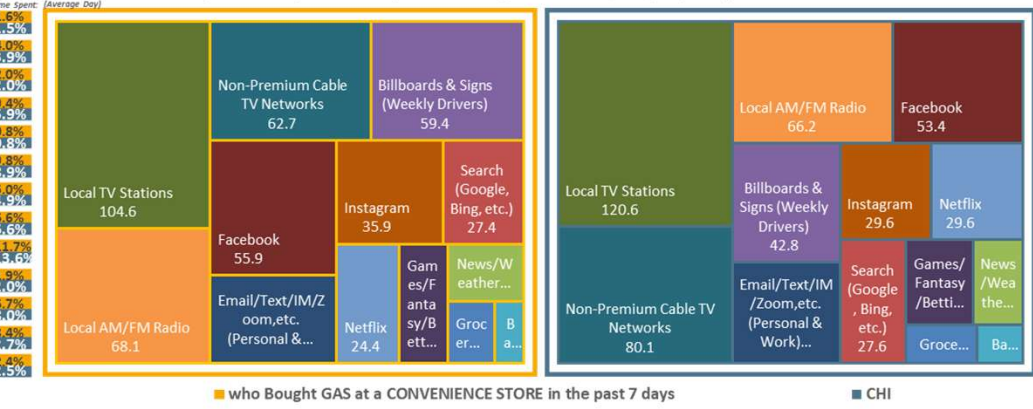


Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days spend an average of 7 hours and 30 minutes each day with All Forms of Ad-Supported Media. 82.4% listen to Local AM/FM Radio for an avg. of 63. minutes/day. (Local Radio delivers 11.5% of Time with Ad-Supported Media.)

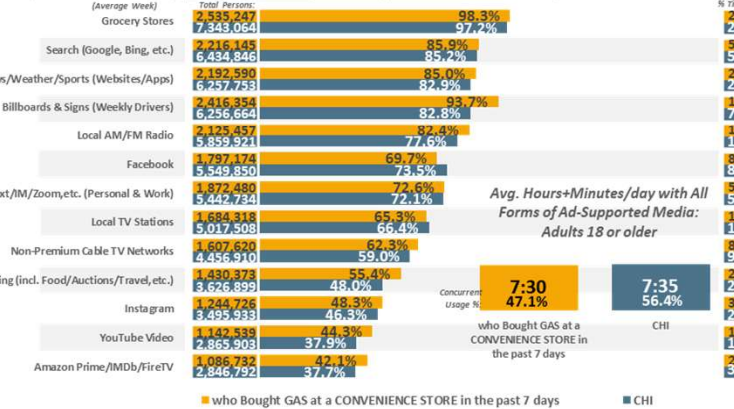
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



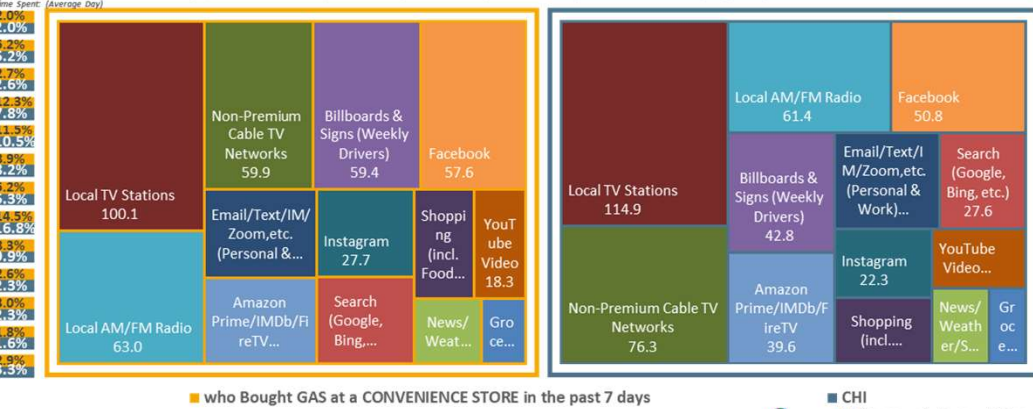
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,474
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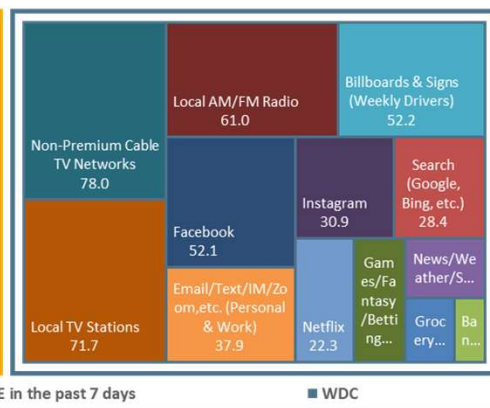
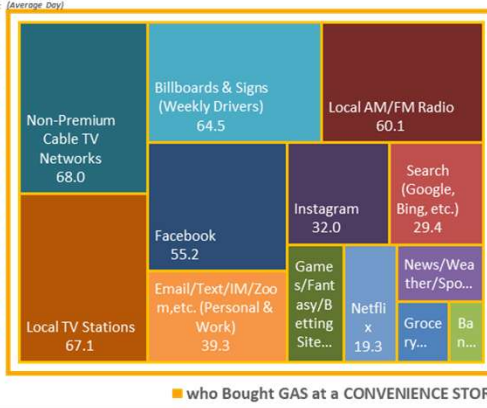
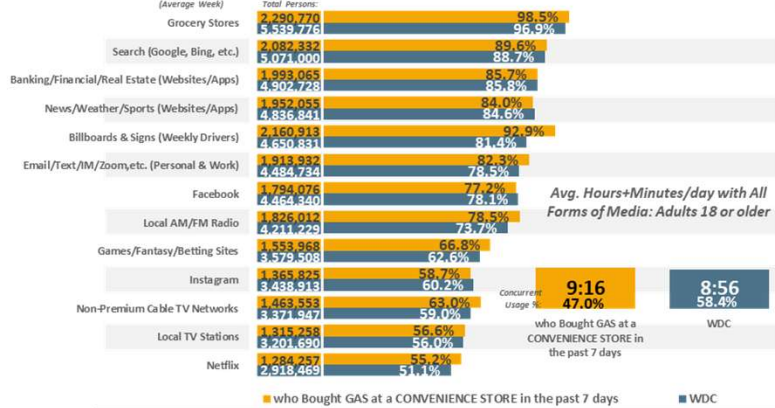
Convenience stores bought gas past 7 days (HHLD): 7-Eleven, or AmeriStop, or ampm, or BP, or Casey's, or Chevron Food Mart, or Circle K, or Cumberland Farms, or Holiday Station Stores, or Hy-Vee Fast & Fresh, or Kwik Trip, or Mobil Mart, or Other convenience store/gas station, or QuikTrip, or RaceTrac, or Sheetz, or Shell Food Mart, or Speedway, or UDF (United Dairy Farmers), or Wawa



Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days spend an average of 6 hours and 46 minutes each day with All Forms of Ad-Supported Media. 75.4% listen to Local AM/FM Radio for an avg. of 56.3 minutes/day. (Local Radio delivers 10.4% of Time with Ad-Supported Media.)

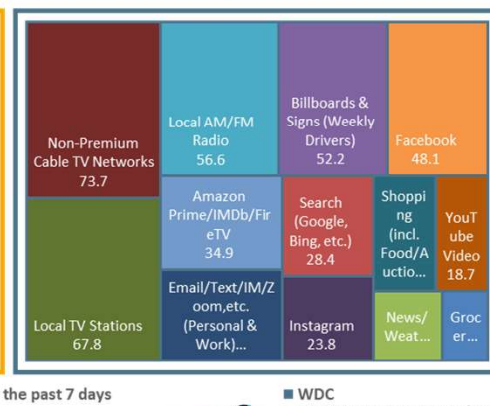
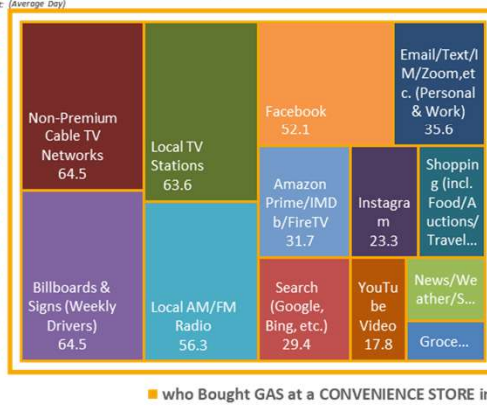
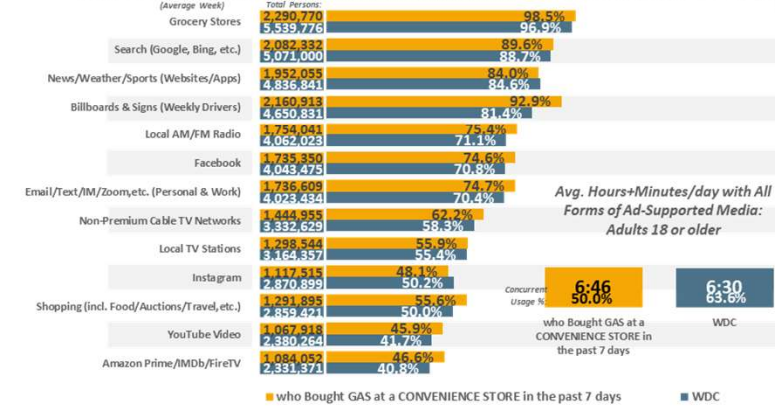
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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 R2 2025: Oct24-Aug25 Qual Intab 2,558
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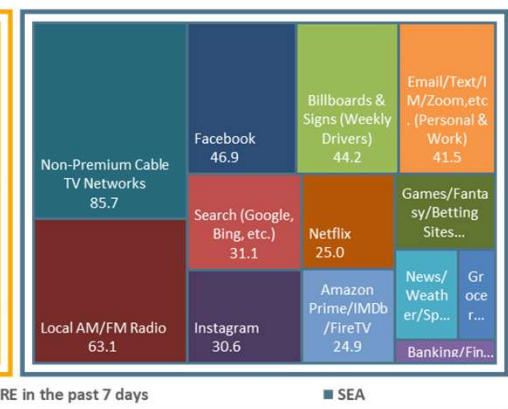
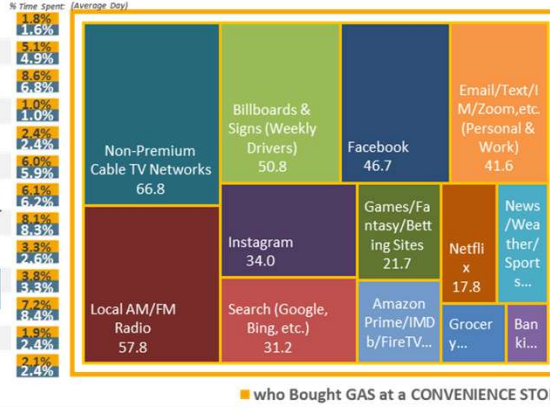
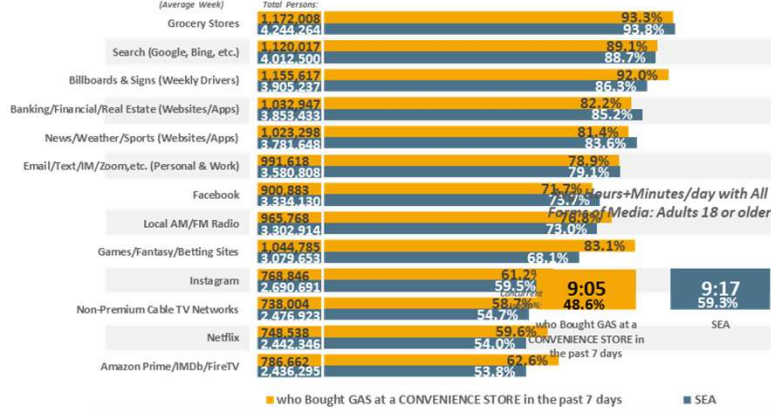
Convenience stores bought gas past 7 days (HHLD): 7-Eleven, or AmeriStop, or ampm, or BP, or Casey's, or Chevron Food Mart, or Circle K, or Cumberland Farms, or Holiday Station Stores, or Hy-Vee Fast & Fresh, or Kwik Trip, or Mobil Mart, or Other convenience store/gas station, or QuikTrip, or RaceTrac, or Sheetz, or Shell Food Mart, or Speedway, or UDF (United Dairy Farmers), or Wawa



Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days spend an average of 6 hours and 39 minutes each day with All Forms of Ad-Supported Media. 74.6% listen to Local AM/FM Radio for an avg. of 52.1 minutes/day. (Local Radio delivers 9.7% of Time with Ad-Supported Media.)

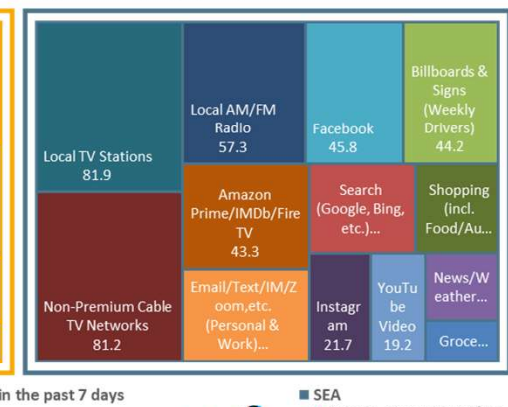
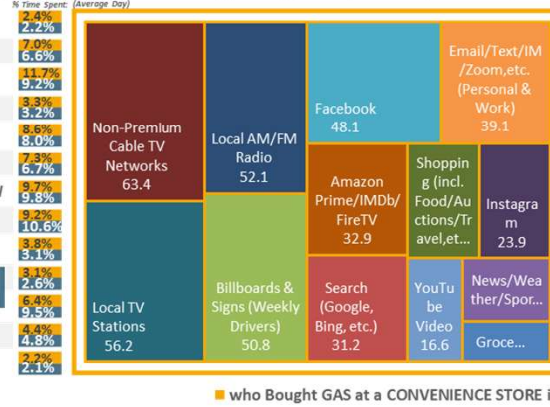
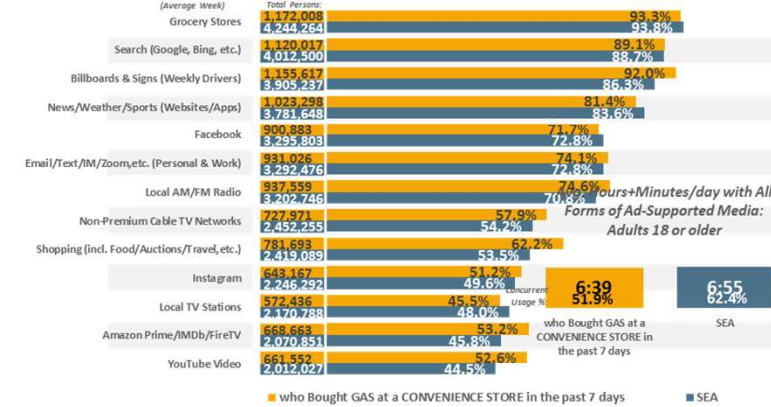
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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



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

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

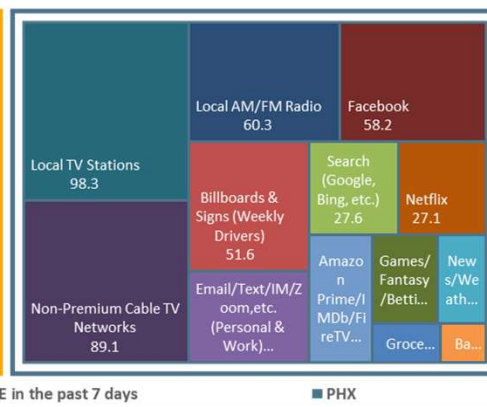
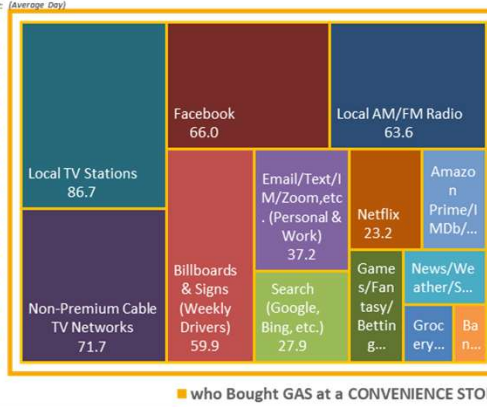
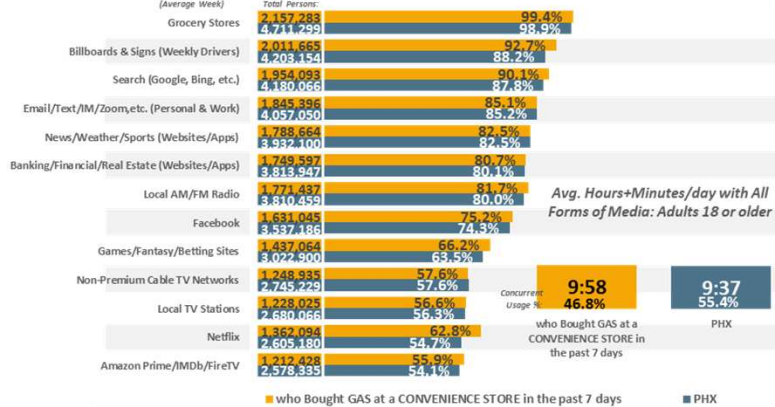




Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days spend an average of 7 hours and 30 minutes each day with All Forms of Ad-Supported Media. 79.3% listen to Local AM/FM Radio for an avg. of 60.7 minutes/day. (Local Radio delivers 10.7% of Time with Ad-Supported Media.)

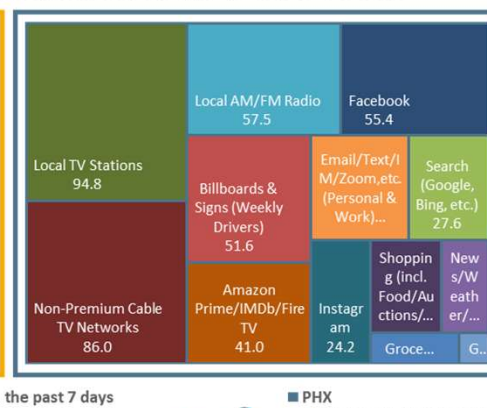
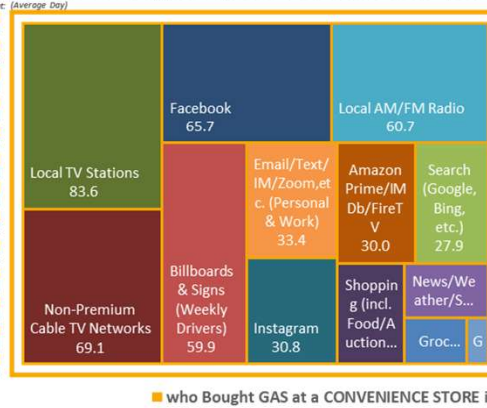
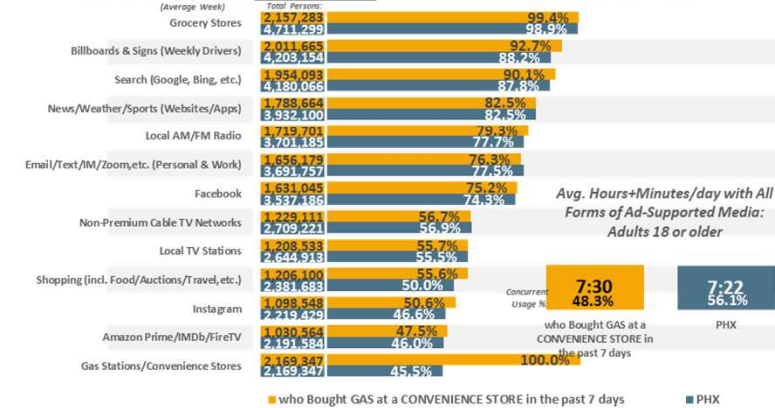
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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



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

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



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,132
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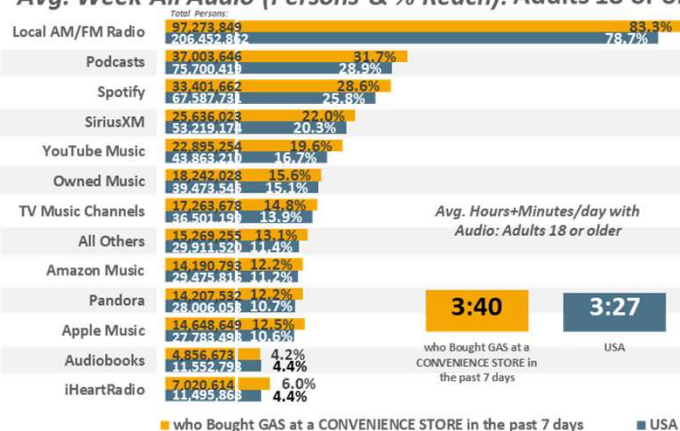
soefa.ai Share of Everything for Anything

Convenience stores bought gas past 7 days (HHLD): 7-Eleven, or AmeriStop, or ampm, or BP, or Casey's, or Chevron Food Mart, or Circle K, or Cumberland Farms, or Holiday Station Stores, or Hy-Vee Fast & Fresh, or Kwik Trip, or Mobil Mart, or Other convenience store/gas station, or QuikTrip, or RaceTrac, or Sheetz, or Shell Food Mart, or Speedway, or UDF (United Dairy Farmers), or Wawa

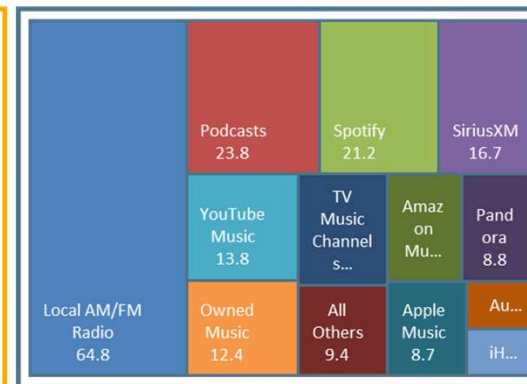
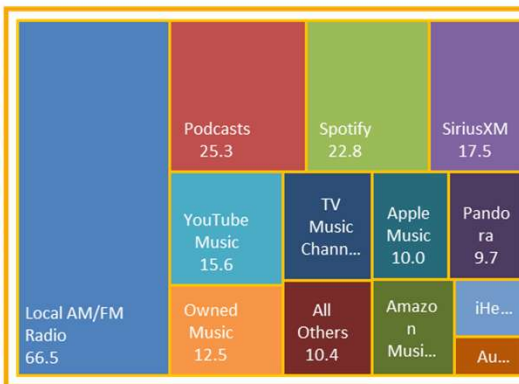


93,665,396 or 80.2% of Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 61.9 minutes every day representing 40.1% of all time spent daily with Ad-Supported Audio.

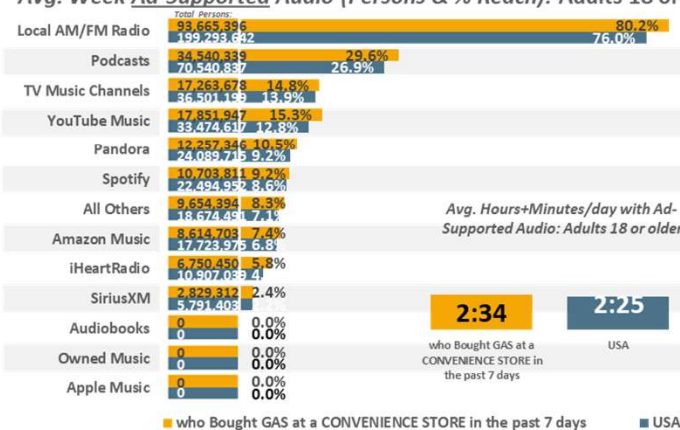
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



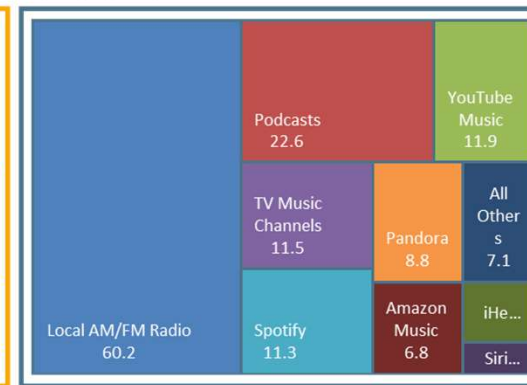
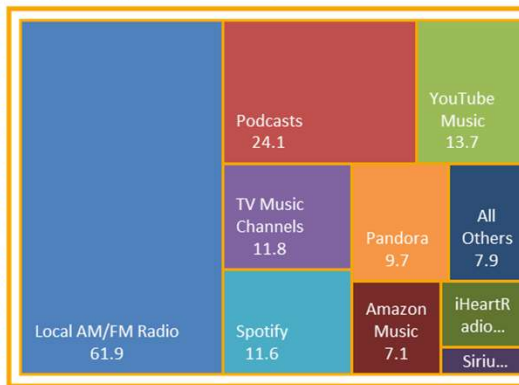
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



USA USA Projection Scarborough R1 2026: Sep24-Jan26 Qual Intab 11,212
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Scarborough R1 2026: Sep24-Jan26

USA Projection

Scarborough R1 2026: Sep24-Jan26

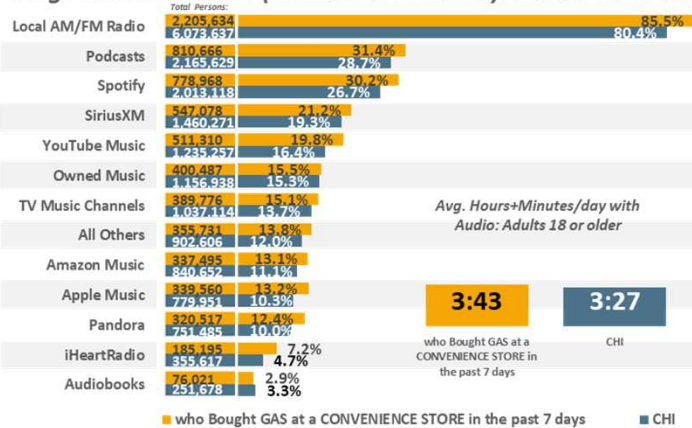
soefa.ai Share of Everything for Anything

Convenience stores bought gas past 7 days (HHLD): 7-Eleven, or AmeriStop, or ampm, or BP, or Casey's, or Chevron Food Mart, or Circle K, or Cumberland Farms, or Holiday Station Stores, or Hy-Vee Fast & Fresh, or Kwik Trip, or Mobil Mart, or Other convenience store/gas station, or QuikTrip, or RaceTrac, or Sheetz, or Shell Food Mart, or Speedway, or UDF (United Dairy Farmers), or Wawa

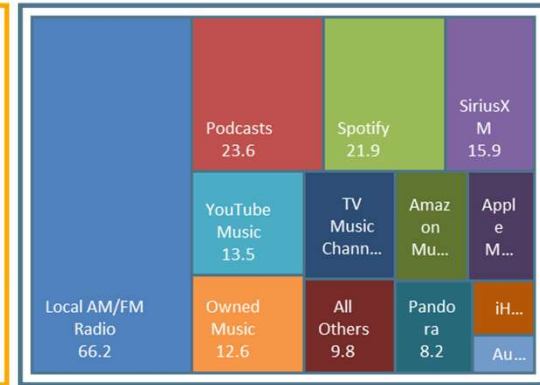
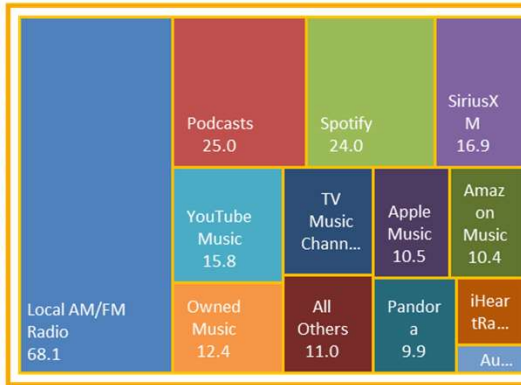


2,125,457 or 82.4% of Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 63. minutes every day representing 40.4% of all time spent daily with Ad-Supported Audio.

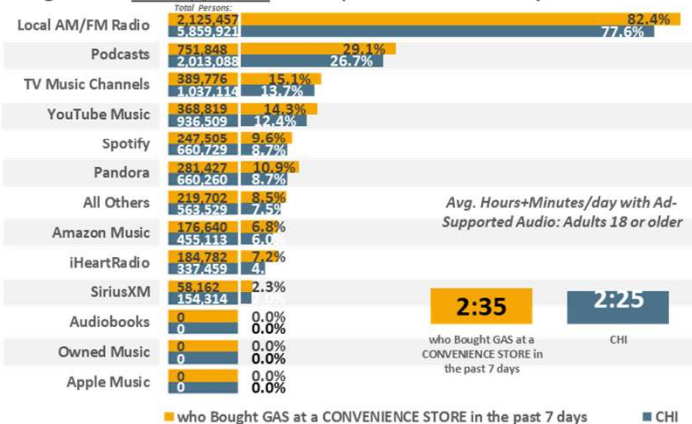
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



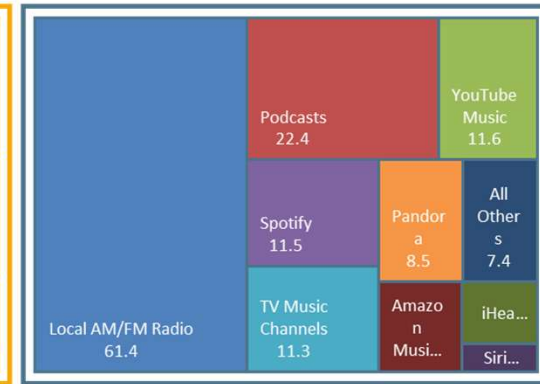
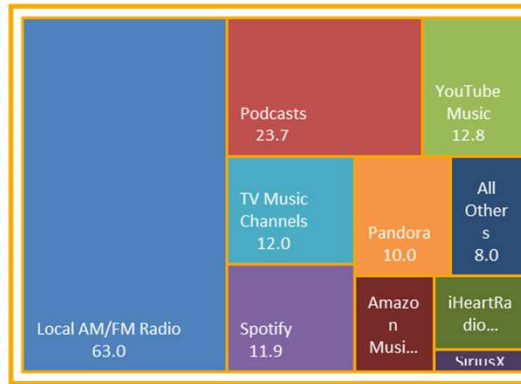
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



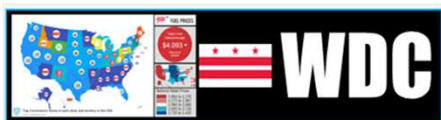
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,474
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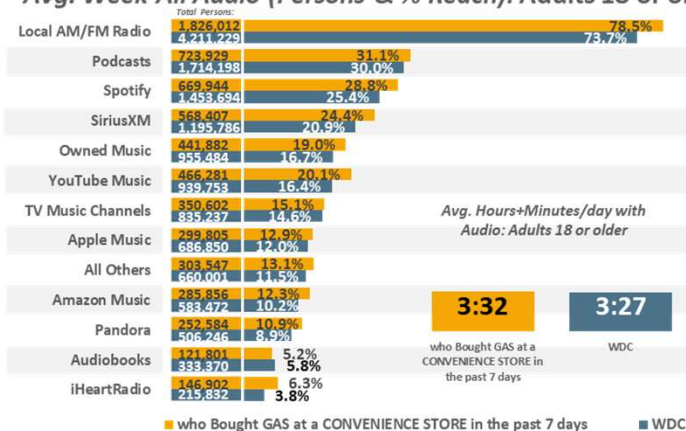
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Convenience stores bought gas past 7 days (HHLD): 7-Eleven, or AmeriStop, or ampm, or BP, or Casey's, or Chevron Food Mart, or Circle K, or Cumberland Farms, or Holiday Station Stores, or Hy-Vee Fast & Fresh, or Kwik Trip, or Mobil Mart, or Other convenience store/gas station, or QuikTrip, or RaceTrac, or Sheetz, or Shell Food Mart, or Speedway, or UDF (United Dairy Farmers), or Wawa

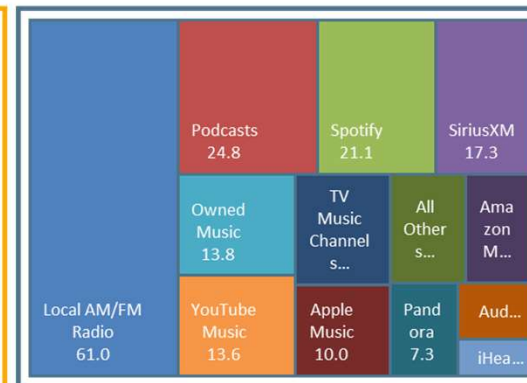
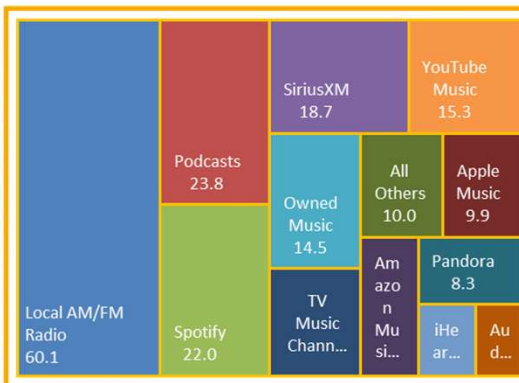


1,754,041 or 75.4% of Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 56.3 minutes every day representing 38.4% of all time spent daily with Ad-Supported Audio.

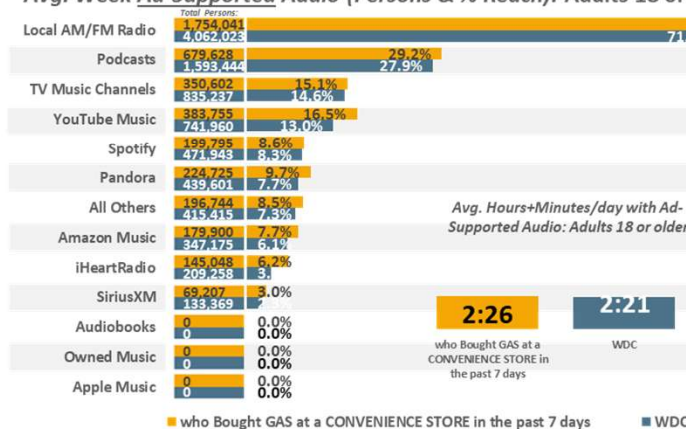
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



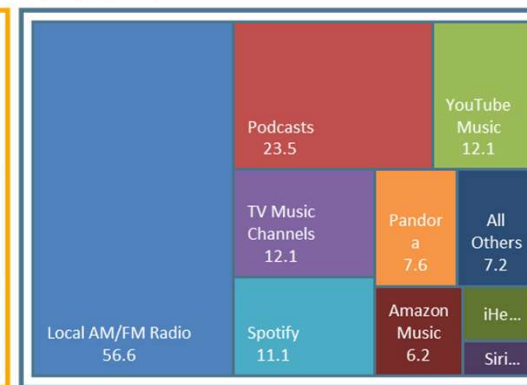
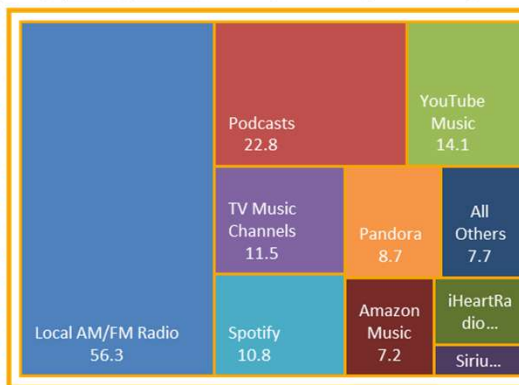
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 2,558
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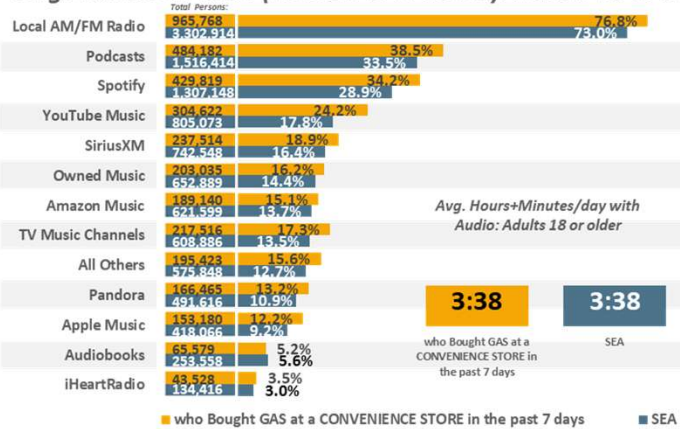
soefa.ai Share of Everything for Anything

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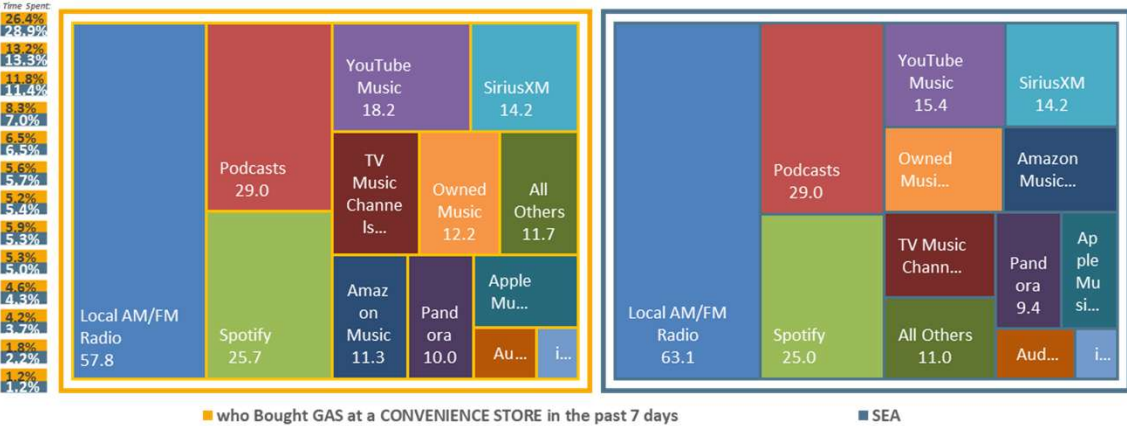


937,559 or 74.6% of Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 52.1 minutes every day representing 35.2% of all time spent daily with Ad-Supported Audio.

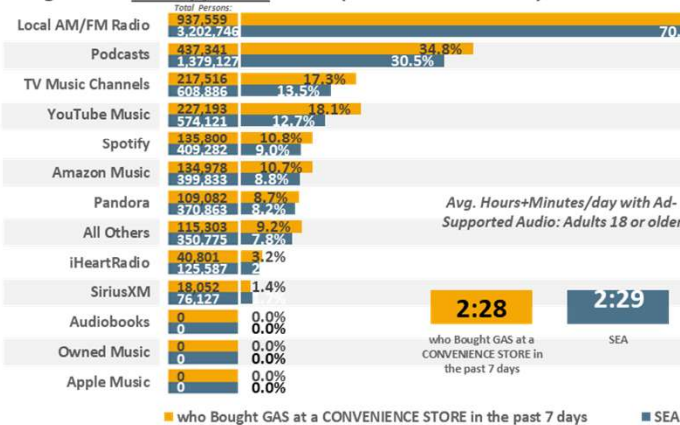
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



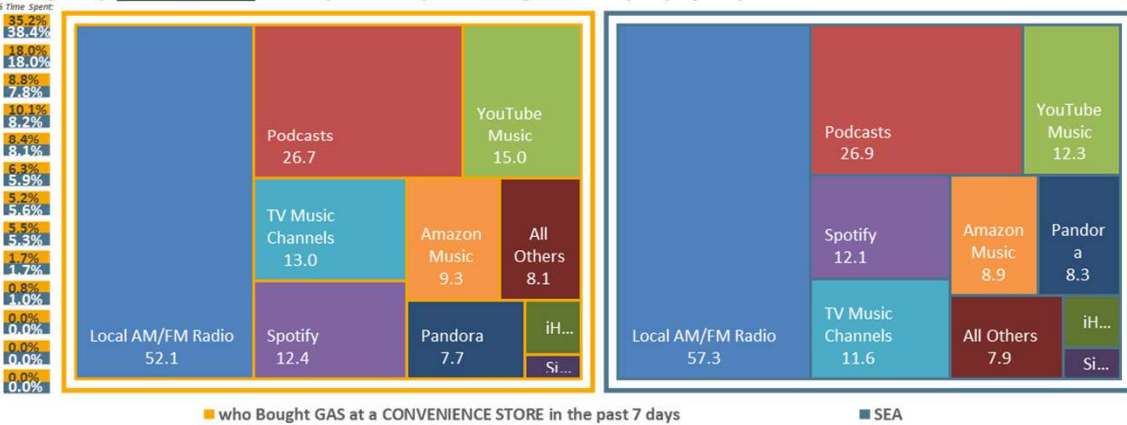
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



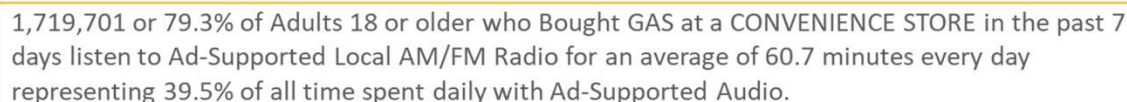
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



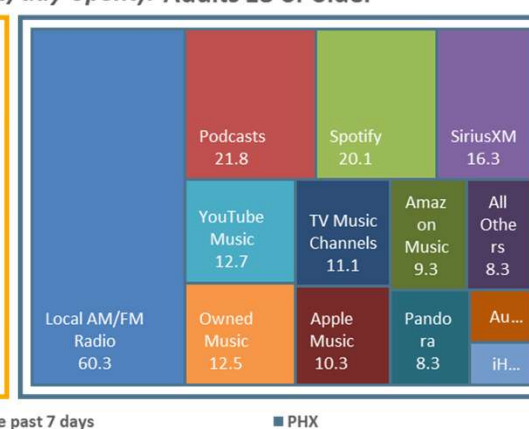
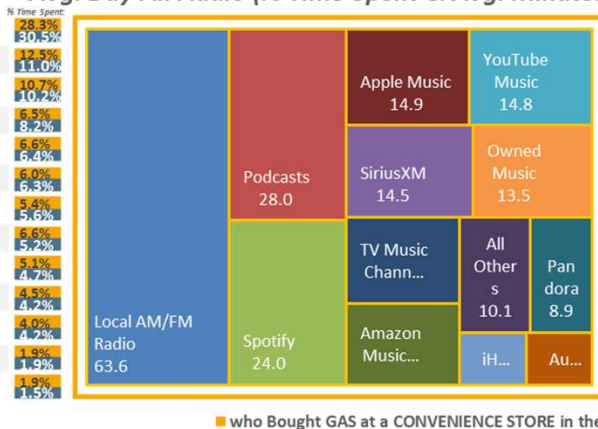
SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,011
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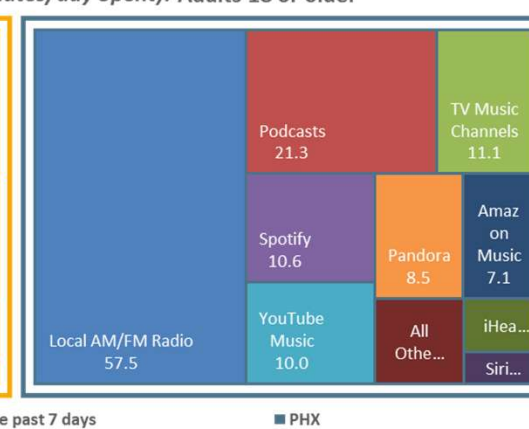
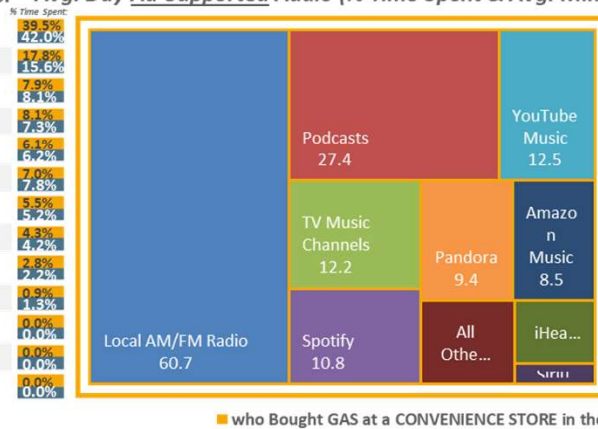
Convenience stores bought gas past 7 days (HHLD): 7-Eleven, or AmeriStop, or ampm, or BP, or Casey's, or Chevron Food Mart, or Circle K, or Cumberland Farms, or Holiday Station Stores, or Hy-Vee Fast & Fresh, or Kwik Trip, or Mobil Mart, or Other convenience store/gas station, or QuikTrip, or RaceTrac, or Sheetz, or Shell Food Mart, or Speedway, or UDF (United Dairy Farmers), or Wawa



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



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

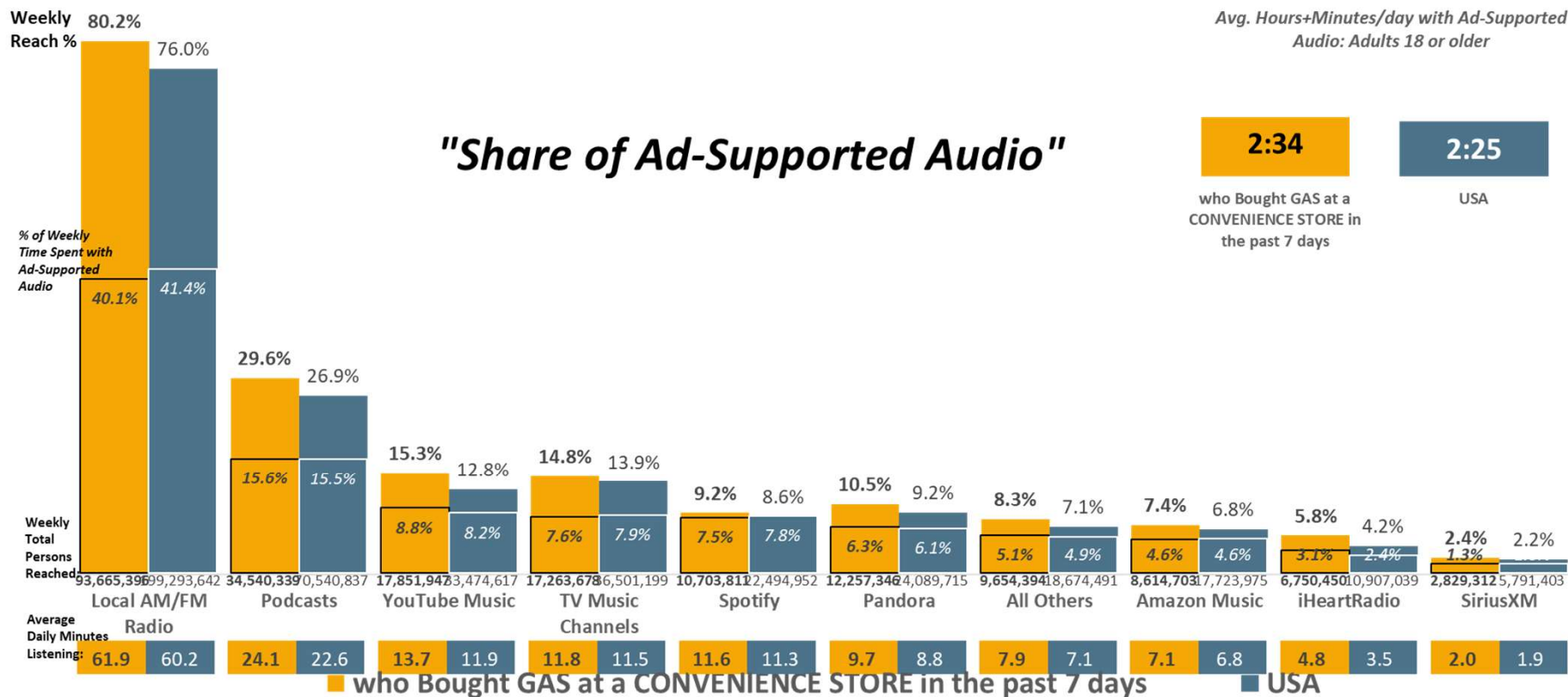


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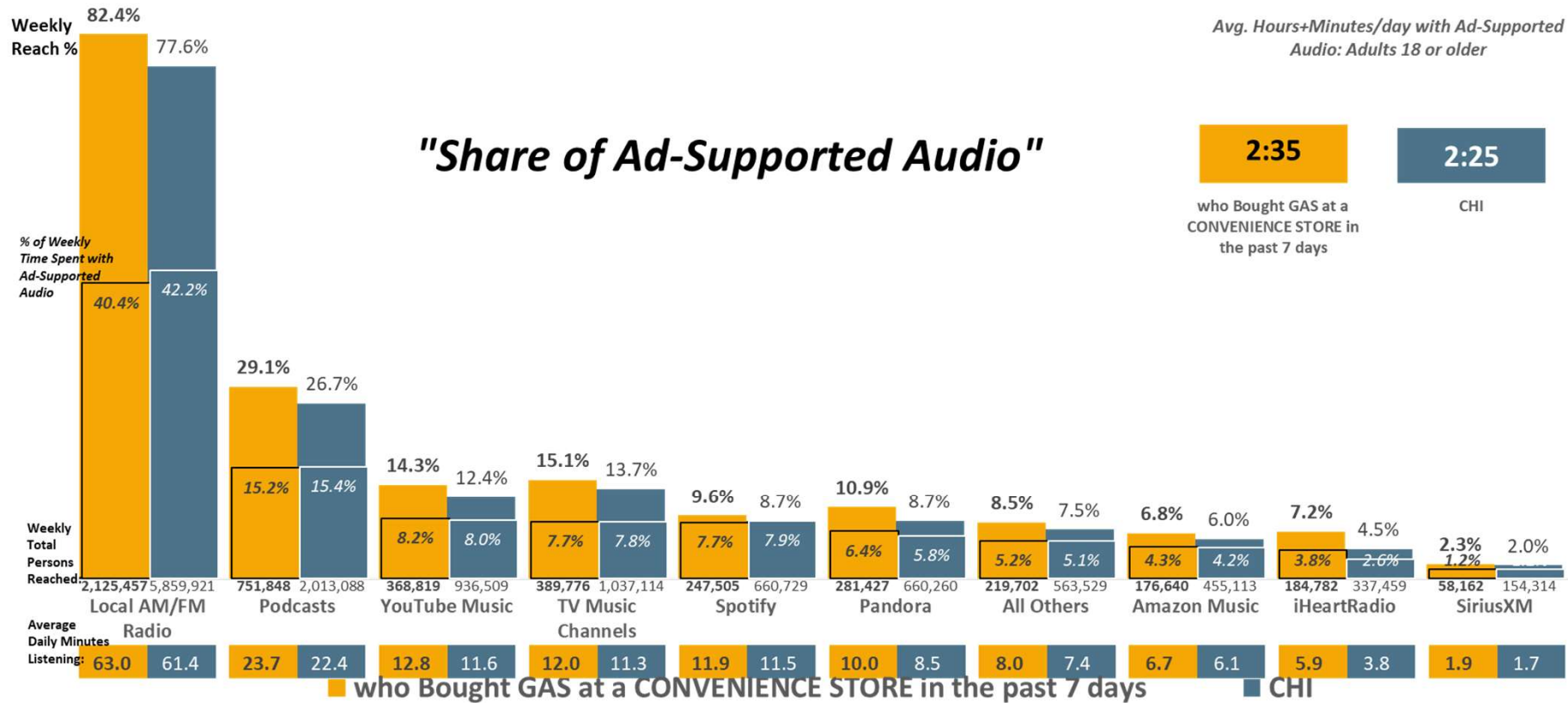


93,665,396 or 80.2% of Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 61.9 minutes every day representing 40.1% of all time spent daily with Ad-Supported Audio.



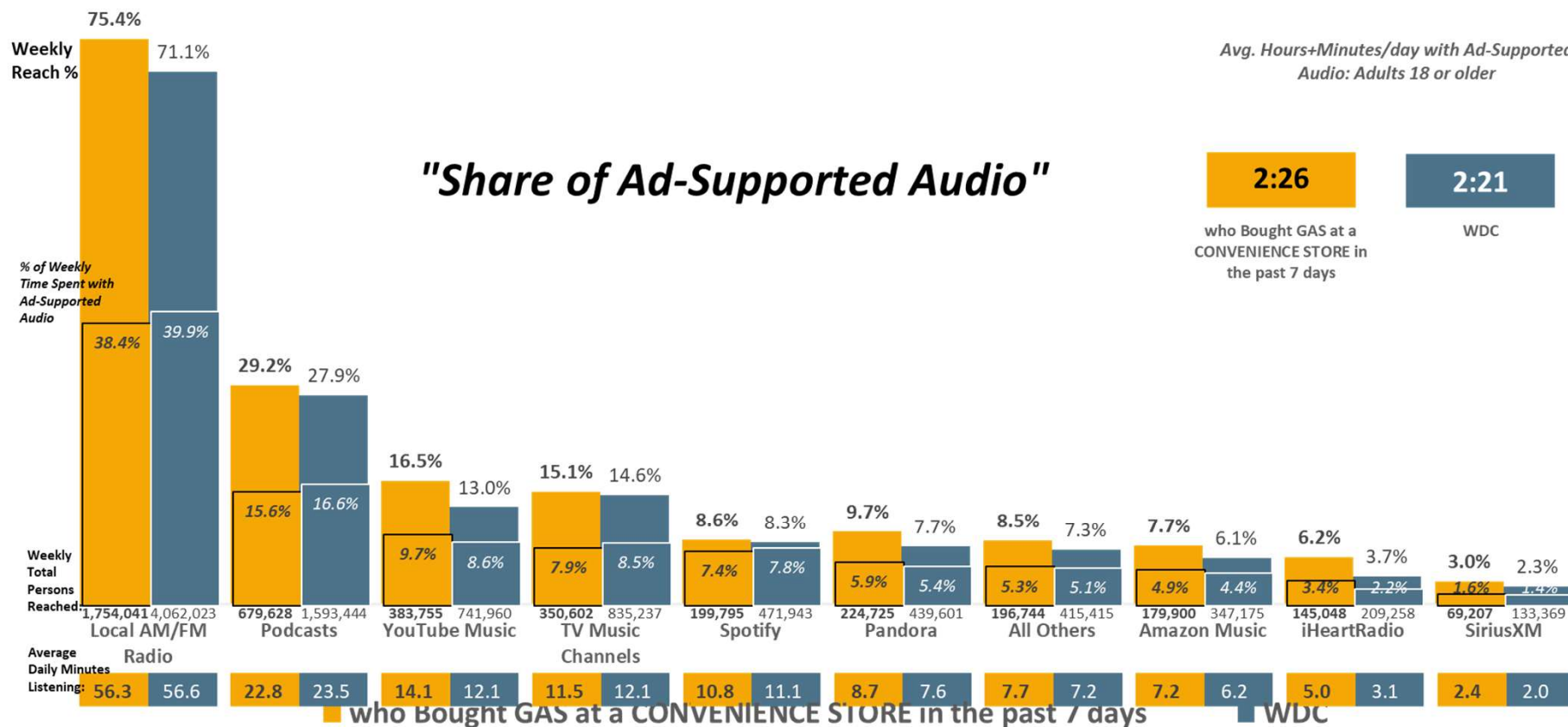


2,125,457 or 82.4% of Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 63. minutes every day representing 40.4% of all time spent daily with Ad-Supported Audio.



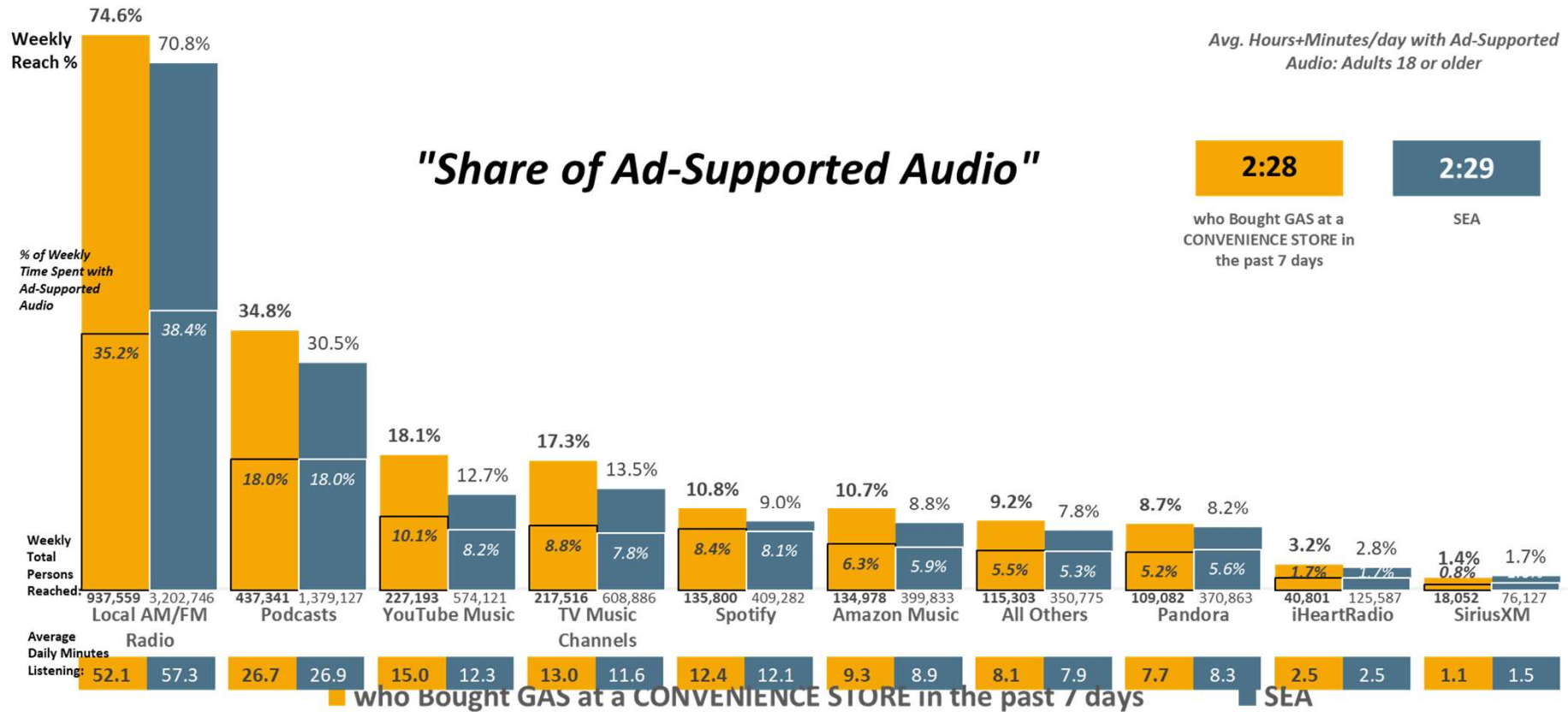


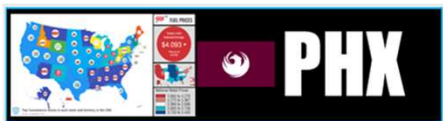
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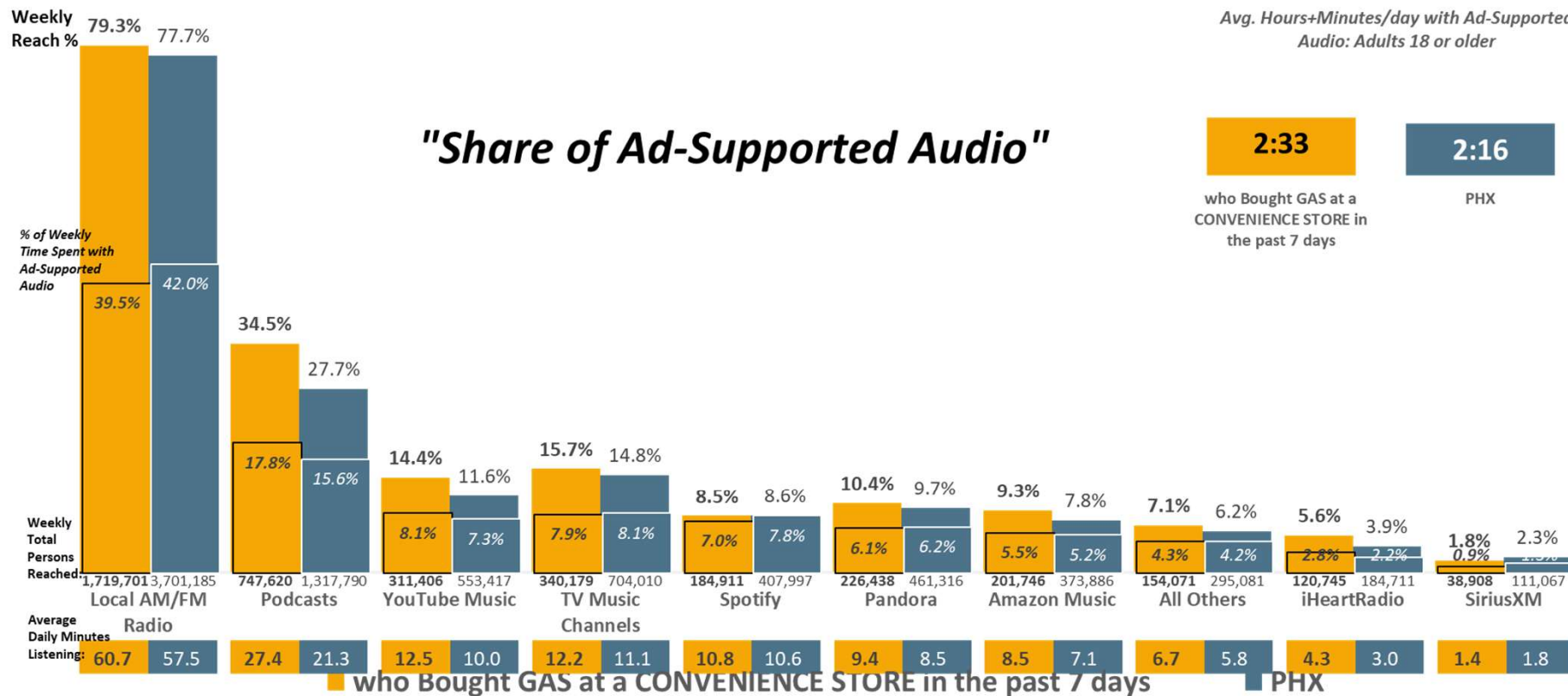


937,559 or 74.6% of Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 52.1 minutes every day representing 35.2% of all time spent daily with Ad-Supported Audio.





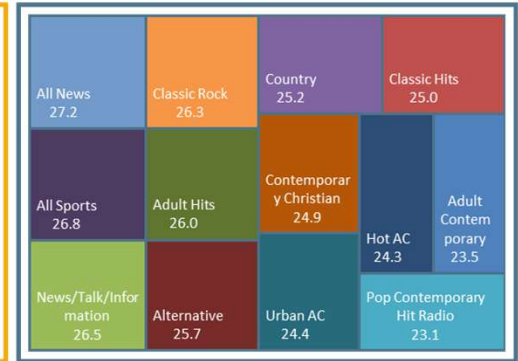
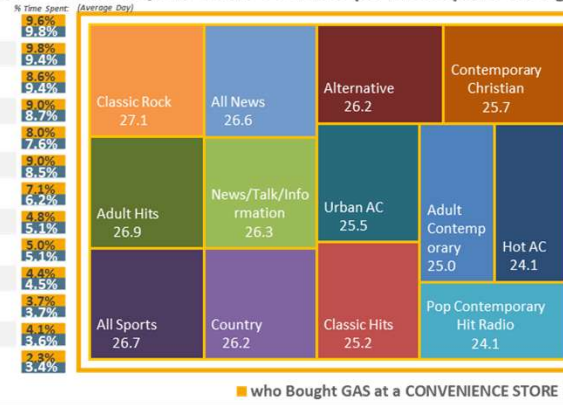
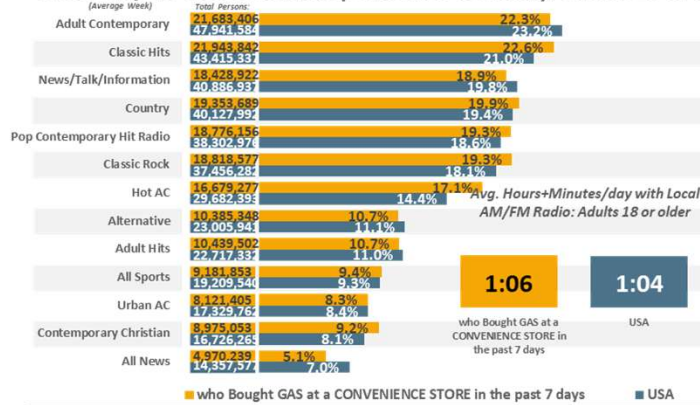
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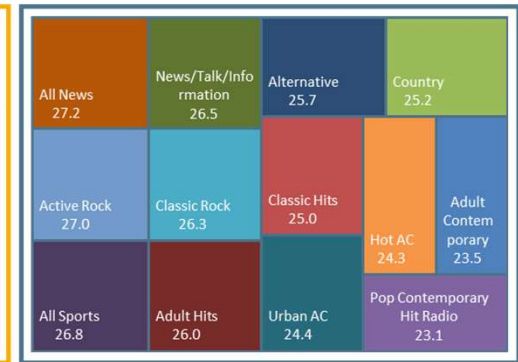
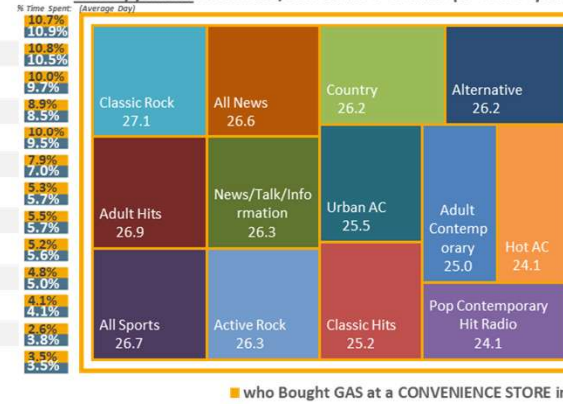
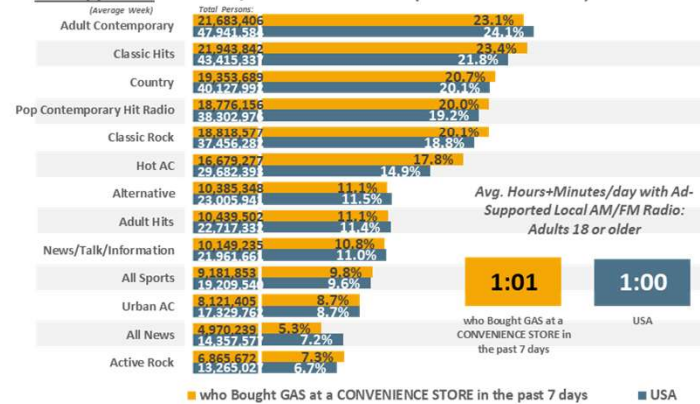


93,665,396 or 80.2% of Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Adult Contemporary, Country, Classic Rock, and Pop Contemporary Hit Radio.

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



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



USA USA Projection Scarborough R1 2026: Sep24-Jan26 Qual Intab 11,212
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USA Projection Scarborough R1 2026: Sep24-Jan26 Qual Intab 25,371

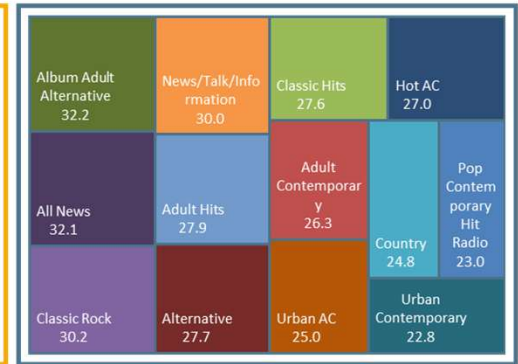
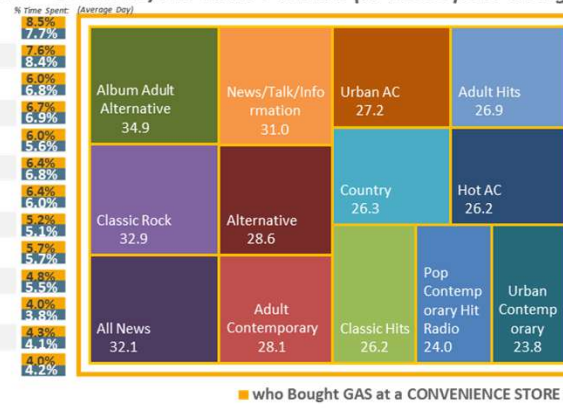
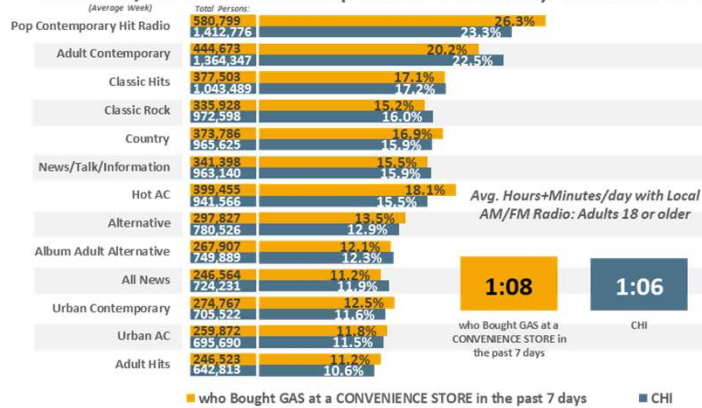
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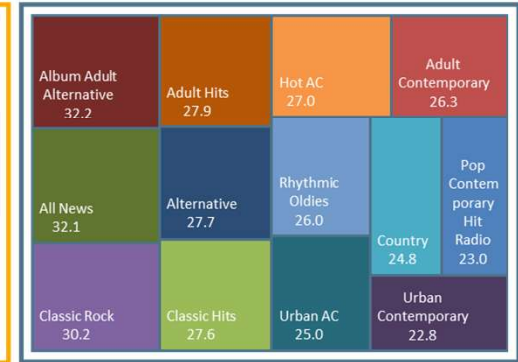
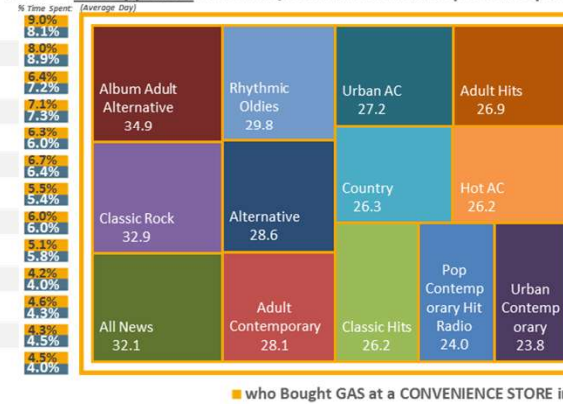
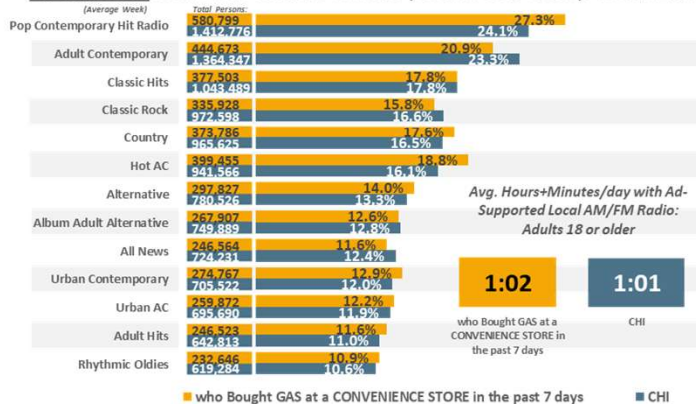


2,125,457 or 82.4% of Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Adult Contemporary, Hot AC, Classic Hits, and Country.

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



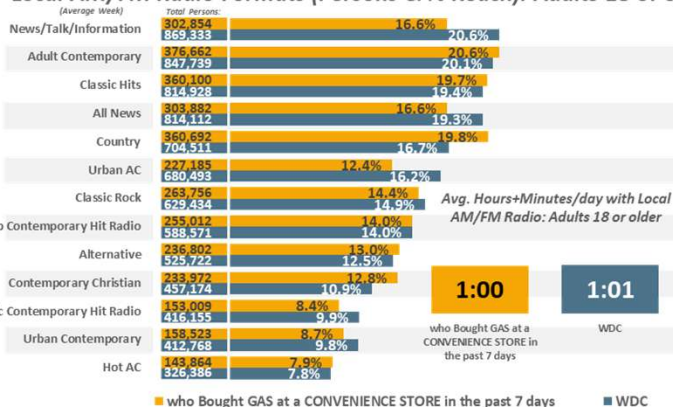
Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older **Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



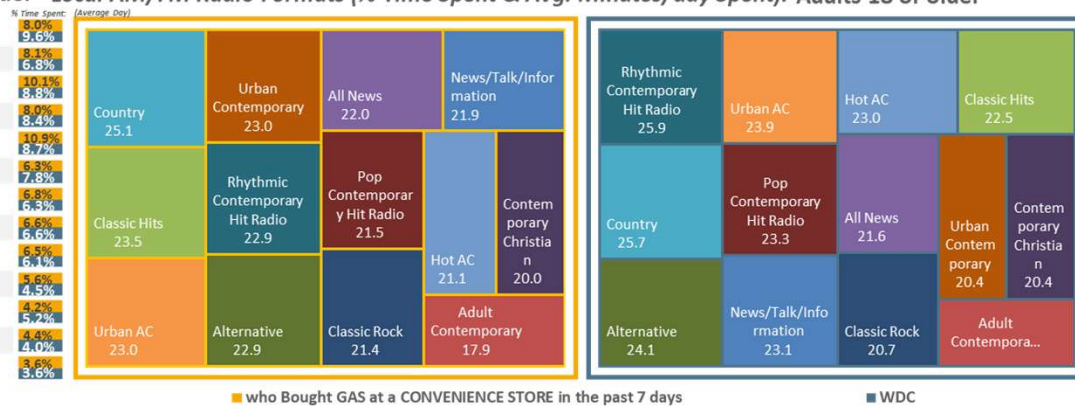


1,754,041 or 75.4% of Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Country, Classic Hits, All News, and Classic Rock.

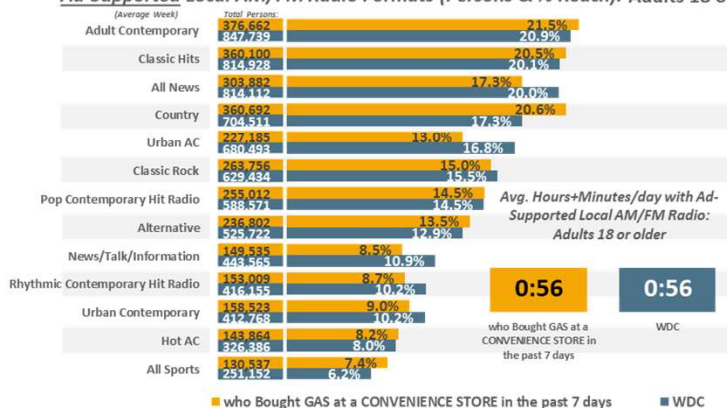
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



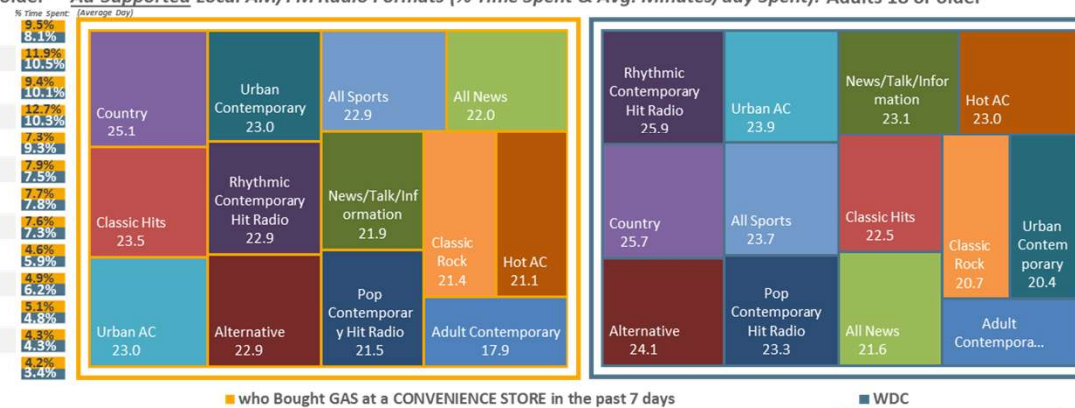
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 2,558
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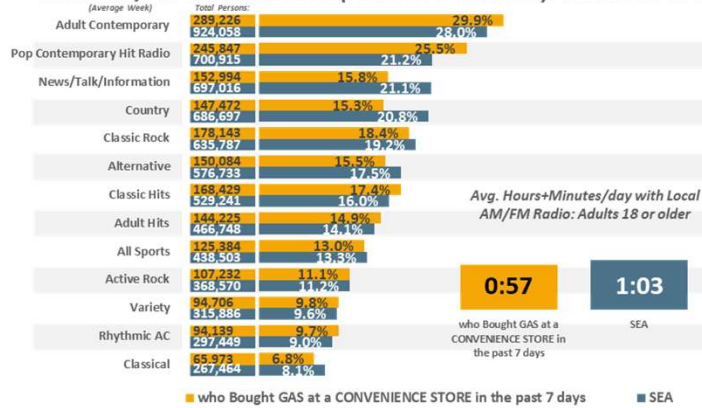
soefa.ai Share of Everything for Anything

Convenience stores bought gas past 7 days (HHLD): 7-Eleven, or AmeriStop, or ampm, or BP, or Casey's, or Chevron Food Mart, or Circle K, or Cumberland Farms, or Holiday Station Stores, or Hy-Vee Fast & Fresh, or Kwik Trip, or Mobil Mart, or Other convenience store/gas station, or QuikTrip, or RaceTrac, or Sheetz, or Shell Food Mart, or Speedway, or UDF (United Dairy Farmers), or Wawa

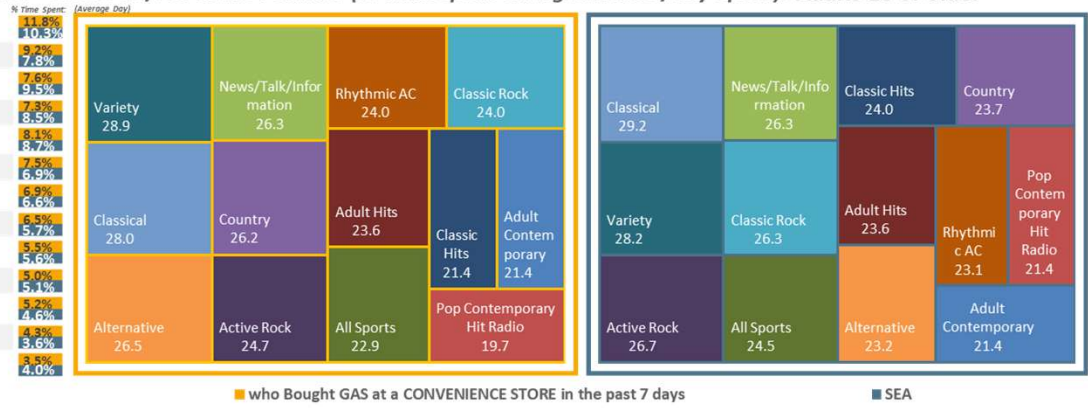


937,559 or 74.6% of Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Classic Rock, Classic Hits, and Alternative.

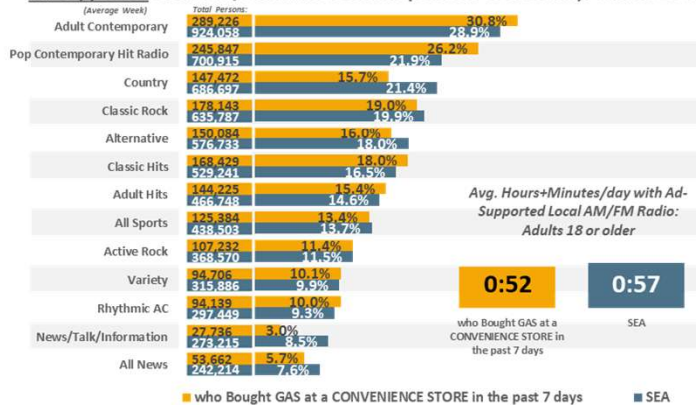
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



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



SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,011
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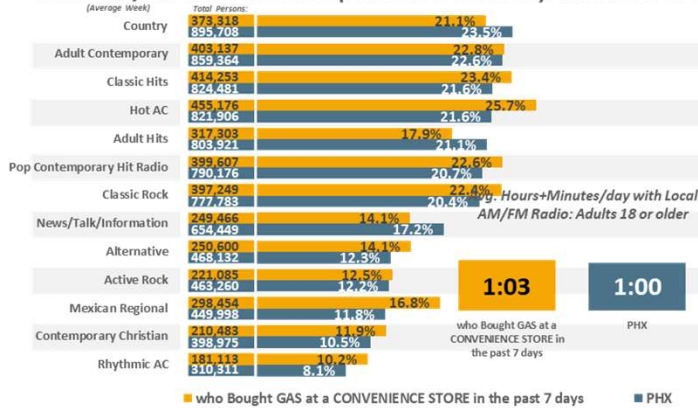
soefa.ai Share of Everything for Anything

Convenience stores bought gas past 7 days (HHLD): 7-Eleven, or AmeriStop, or ampm, or BP, or Casey's, or Chevron Food Mart, or Circle K, or Cumberland Farms, or Holiday Station Stores, or Hy-Vee Fast & Fresh, or Kwik Trip, or Mobil Mart, or Other convenience store/gas station, or QuikTrip, or RaceTrac, or Sheetz, or Shell Food Mart, or Speedway, or UDF (United Dairy Farmers), or Wawa



1,719,701 or 79.3% of Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Hot AC, Classic Hits, Adult Contemporary, Pop Contemporary Hit Radio, and Classic Rock.

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



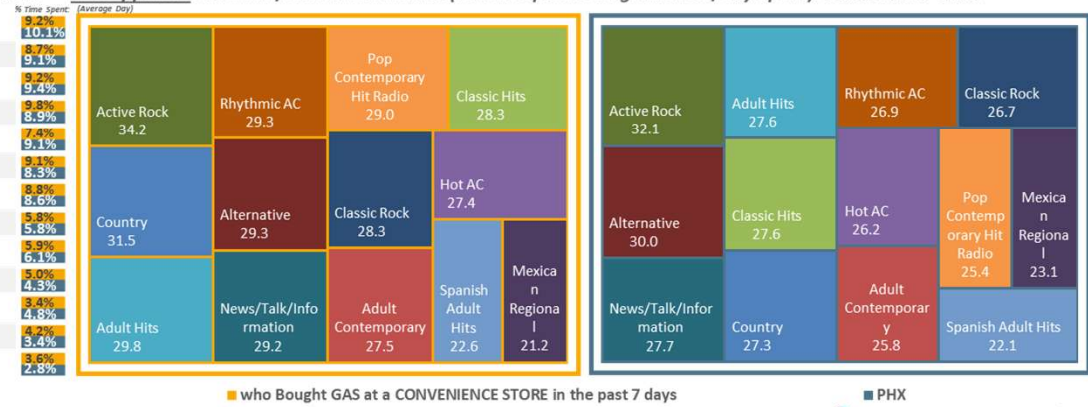
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,132
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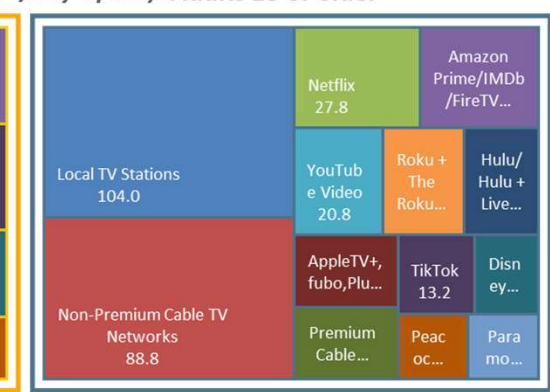
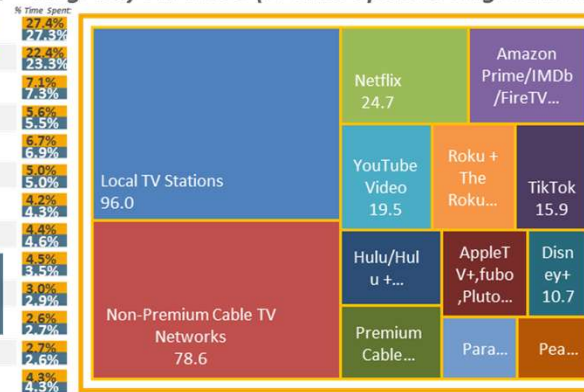
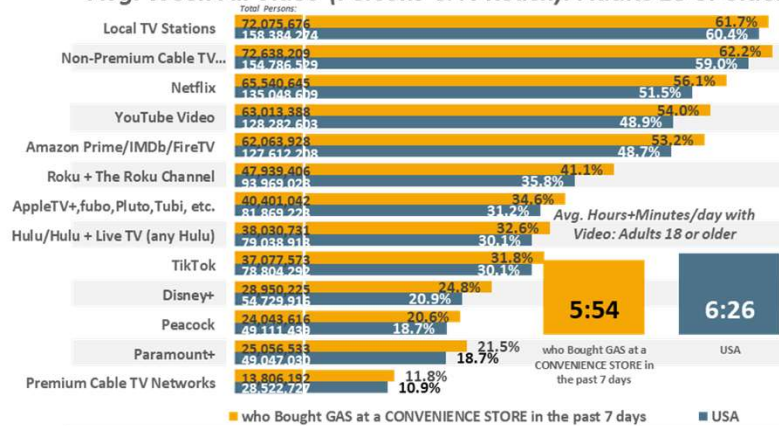
Convenience stores bought gas past 7 days (HHLD): 7-Eleven, or AmeriStop, or ampm, or BP, or Casey's, or Chevron Food Mart, or Circle K, or Cumberland Farms, or Holiday Station Stores, or Hy-Vee Fast & Fresh, or Kwik Trip, or Mobil Mart, or Other convenience store/gas station, or QuikTrip, or RaceTrac, or Sheetz, or Shell Food Mart, or Speedway, or UDF (United Dairy Farmers), or Wawa



71,077,610 or 60.9% of Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days watch Ad-Supported Local TV Stations for an average of 91.7 minutes every day representing 31.7% of all time spent daily with Ad-Supported Video.

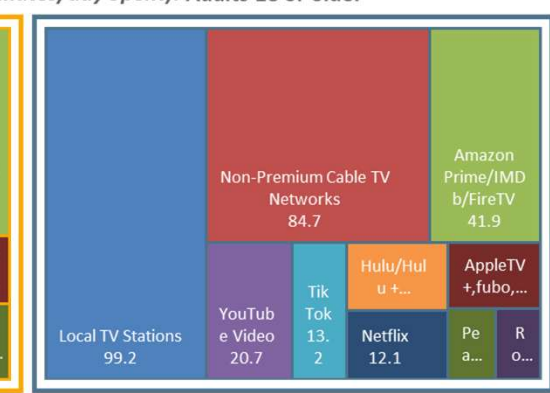
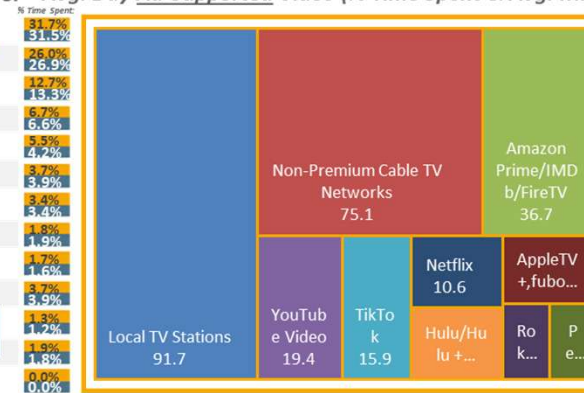
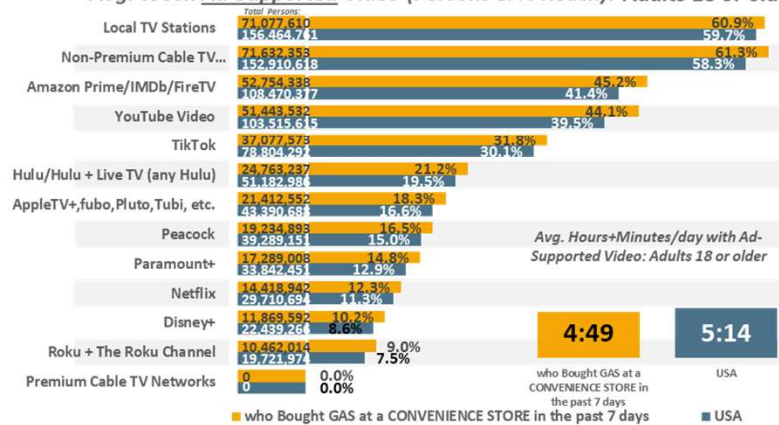
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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

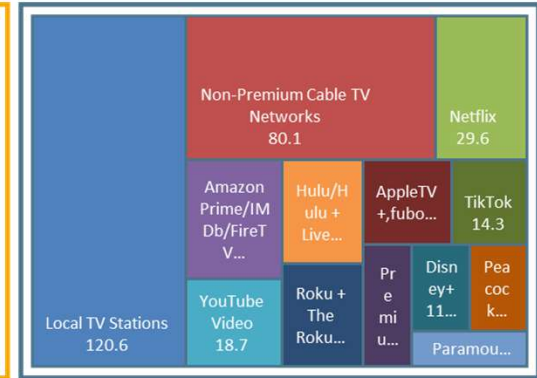
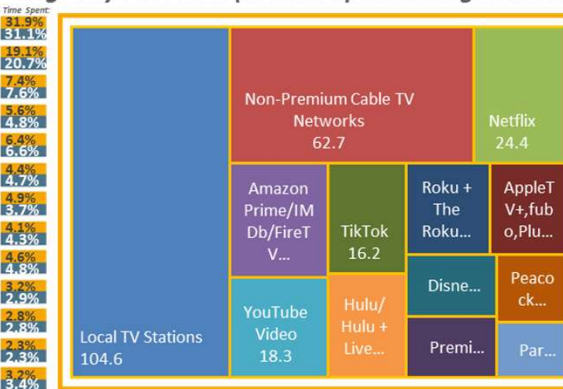
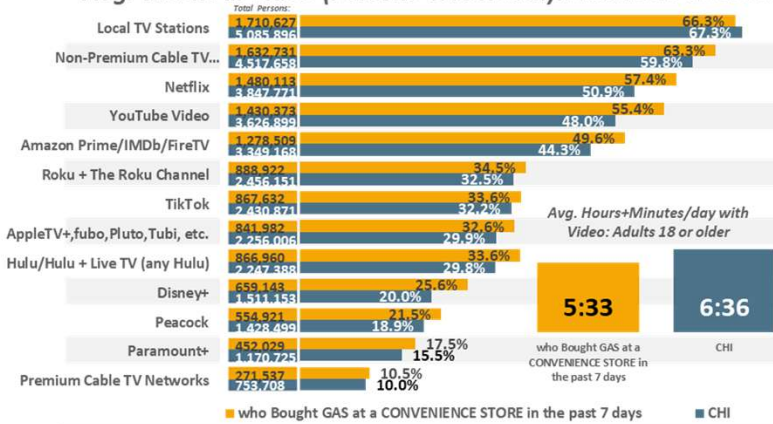




1,684,318 or 65.3% of Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days watch Ad-Supported Local TV Stations for an average of 100.1 minutes every day representing 36.8% of all time spent daily with Ad-Supported Video.

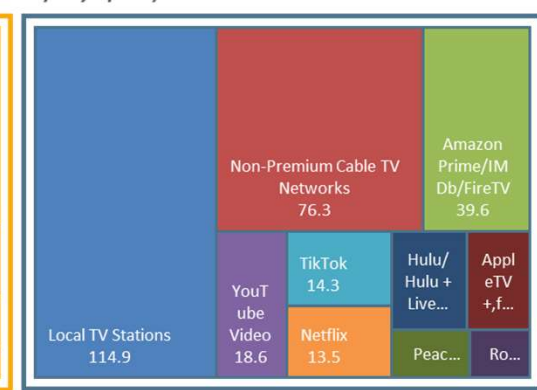
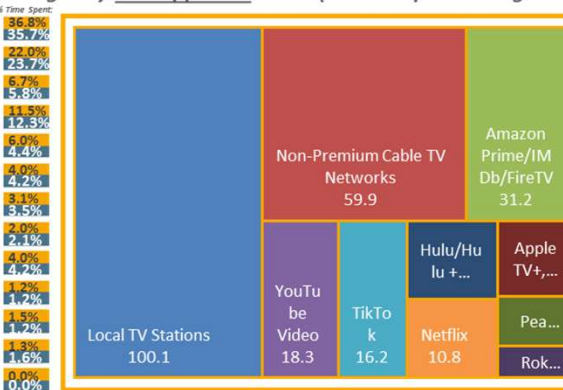
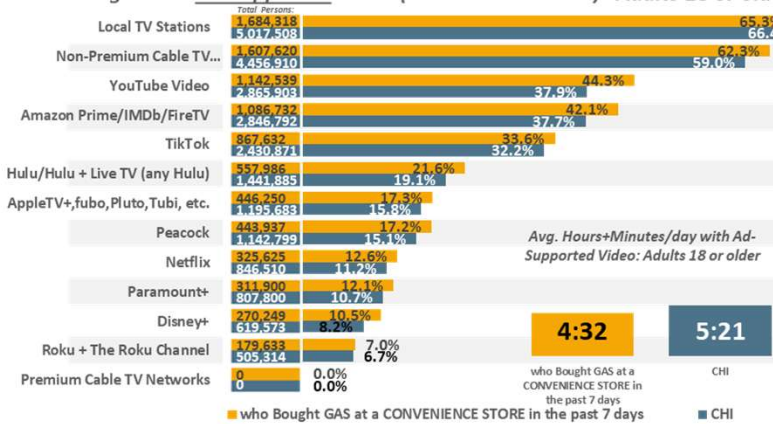
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,474
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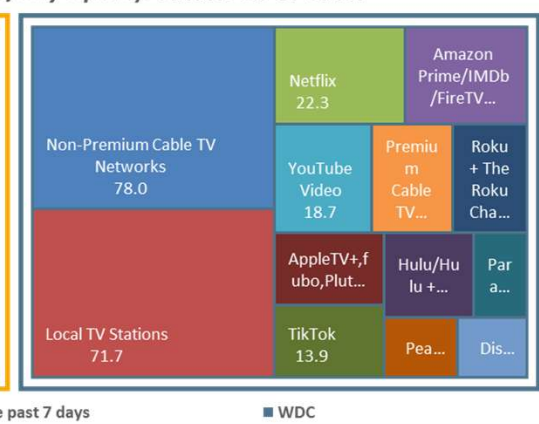
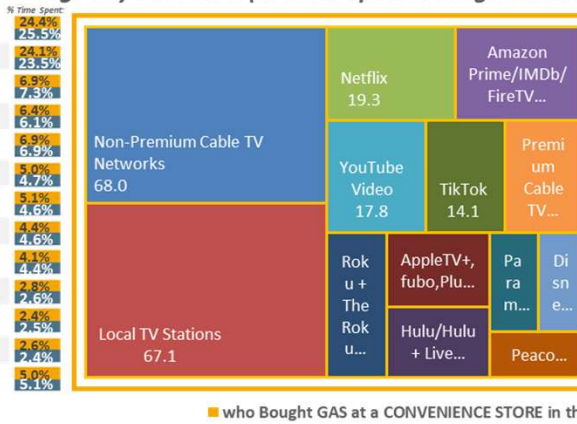
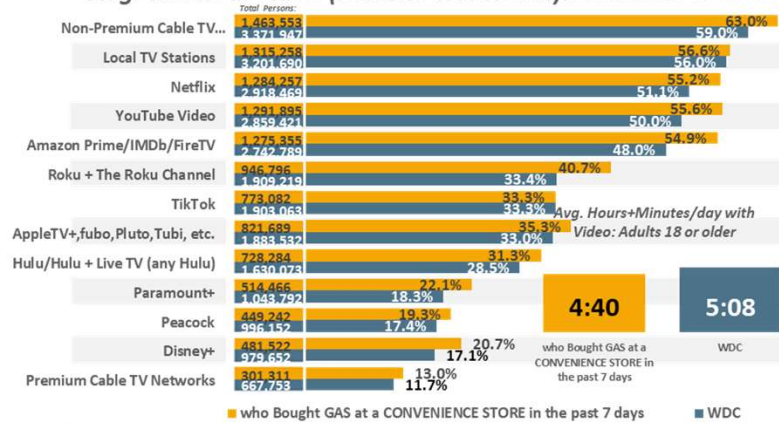
Convenience stores bought gas past 7 days (HHLD): 7-Eleven, or AmeriStop, or ampm, or BP, or Casey's, or Chevron Food Mart, or Circle K, or Cumberland Farms, or Holiday Station Stores, or Hy-Vee Fast & Fresh, or Kwik Trip, or Mobil Mart, or Other convenience store/gas station, or QuikTrip, or RaceTrac, or Sheetz, or Shell Food Mart, or Speedway, or UDF (United Dairy Farmers), or Wawa



1,298,544 or 55.9% of Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days watch Ad-Supported Local TV Stations for an average of 63.6 minutes every day representing 27.6% of all time spent daily with Ad-Supported Video.

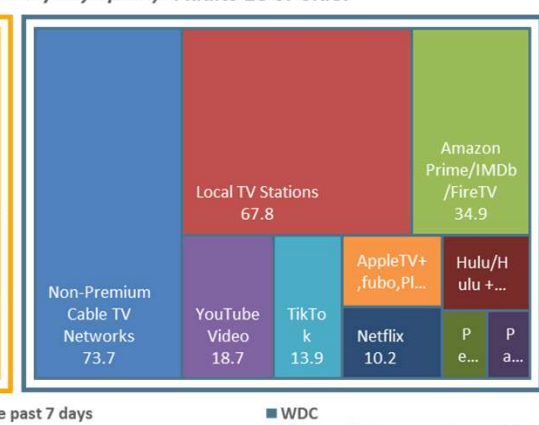
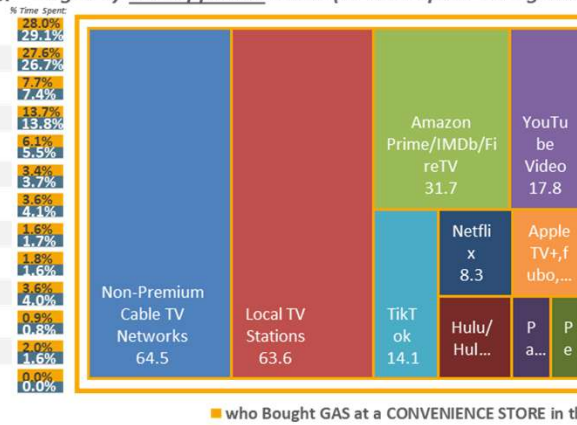
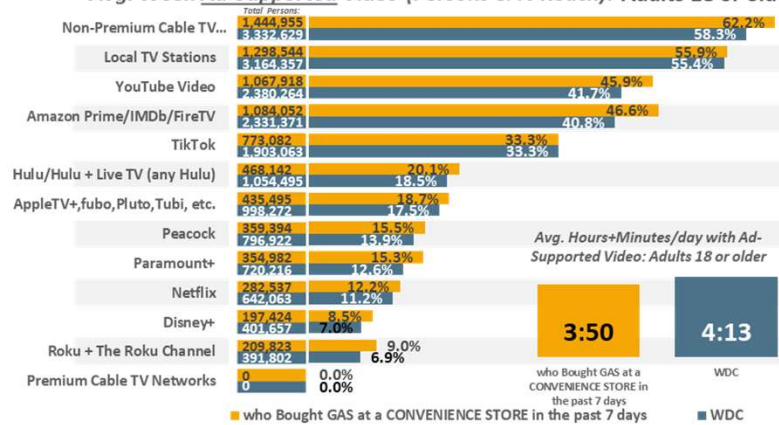
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 2,558
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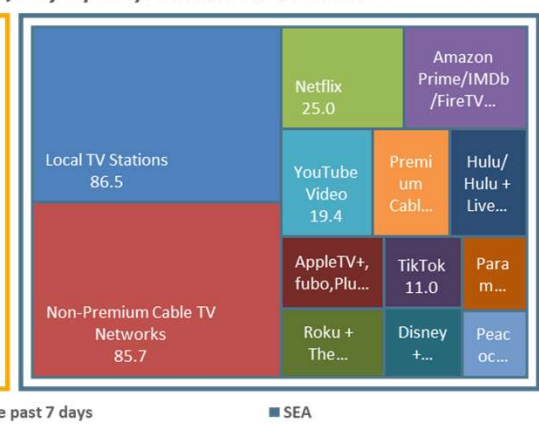
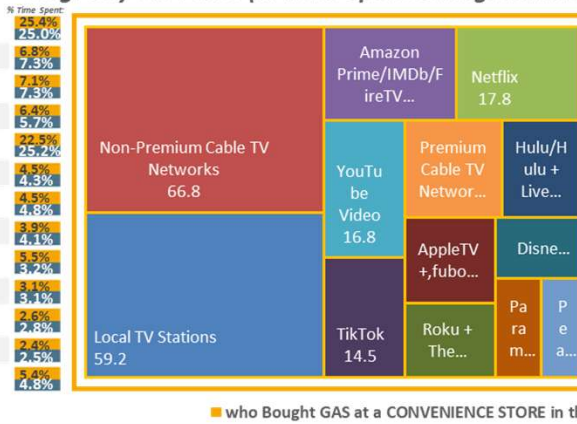
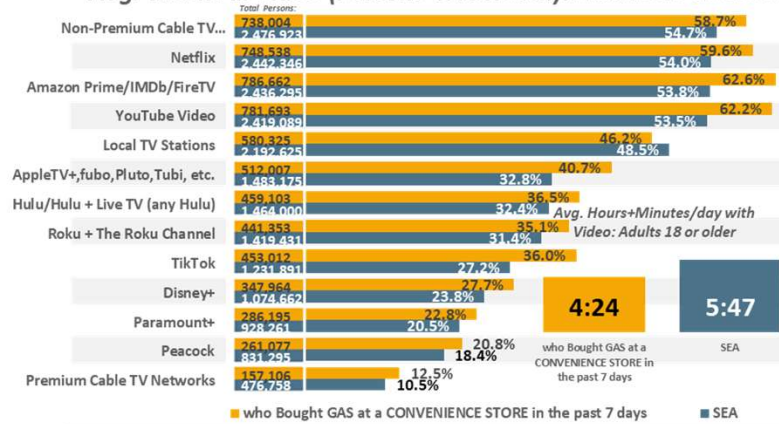
Convenience stores bought gas past 7 days (HHLD): 7-Eleven, or AmeriStop, or ampm, or BP, or Casey's, or Chevron Food Mart, or Circle K, or Cumberland Farms, or Holiday Station Stores, or Hy-Vee Fast & Fresh, or Kwik Trip, or Mobil Mart, or Other convenience store/gas station, or QuikTrip, or RaceTrac, or Sheetz, or Shell Food Mart, or Speedway, or UDF (United Dairy Farmers), or Wawa



572,436 or 45.5% of Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days watch Ad-Supported Local TV Stations for an average of 56.2 minutes every day representing 25.5% of all time spent daily with Ad-Supported Video.

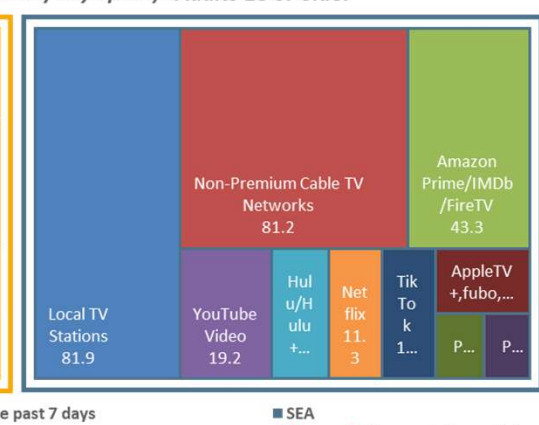
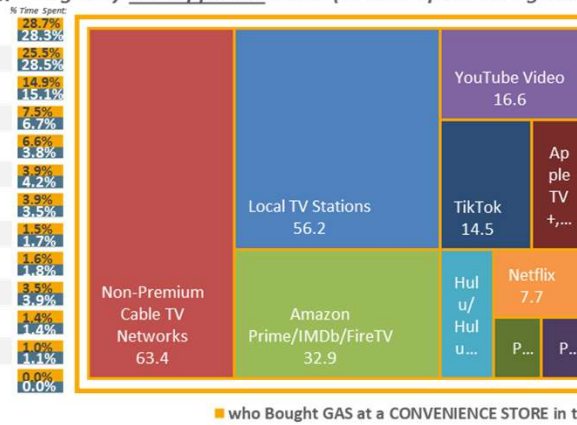
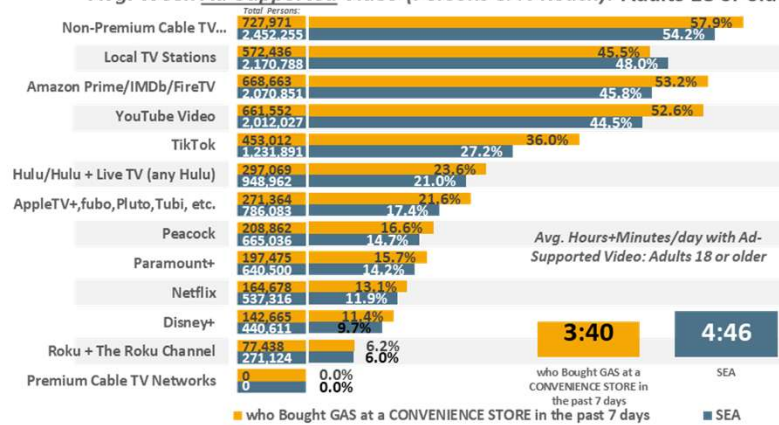
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,011
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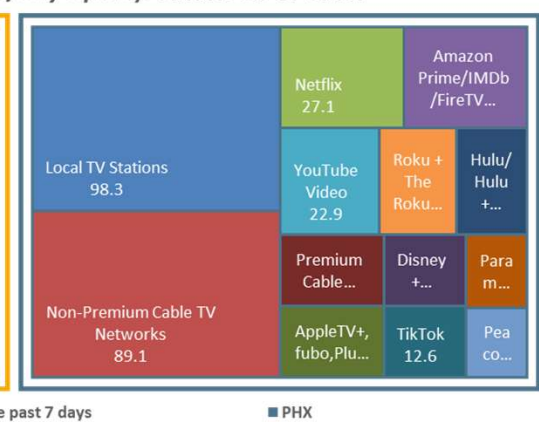
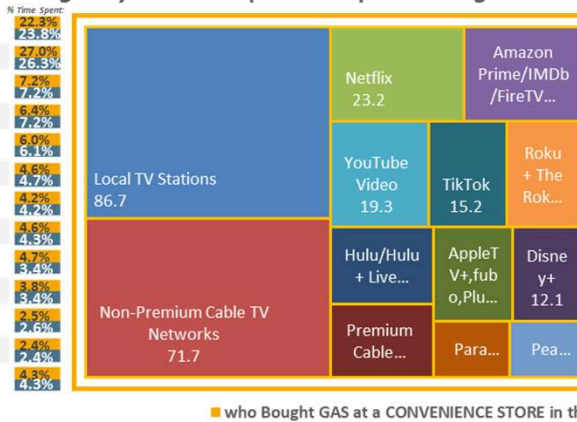
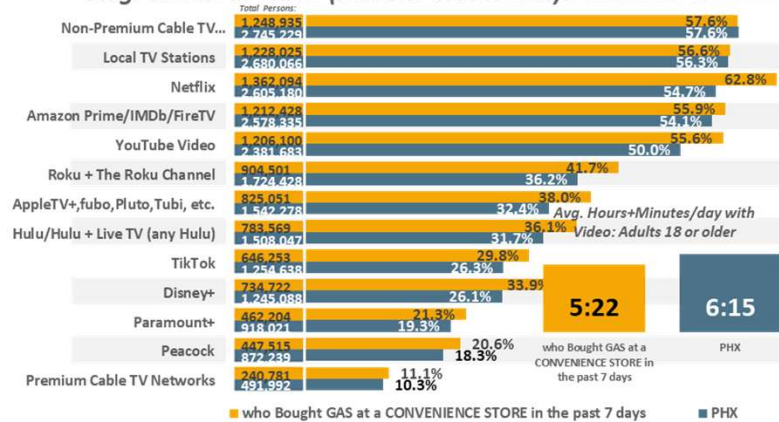
Convenience stores bought gas past 7 days (HHLD): 7-Eleven, or AmeriStop, or ampm, or BP, or Casey's, or Chevron Food Mart, or Circle K, or Cumberland Farms, or Holiday Station Stores, or Hy-Vee Fast & Fresh, or Kwik Trip, or Mobil Mart, or Other convenience store/gas station, or QuikTrip, or RaceTrac, or Sheetz, or Shell Food Mart, or Speedway, or UDF (United Dairy Farmers), or Wawa



1,208,533 or 55.7% of Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days watch Ad-Supported Local TV Stations for an average of 83.6 minutes every day representing 31.8% of all time spent daily with Ad-Supported Video.

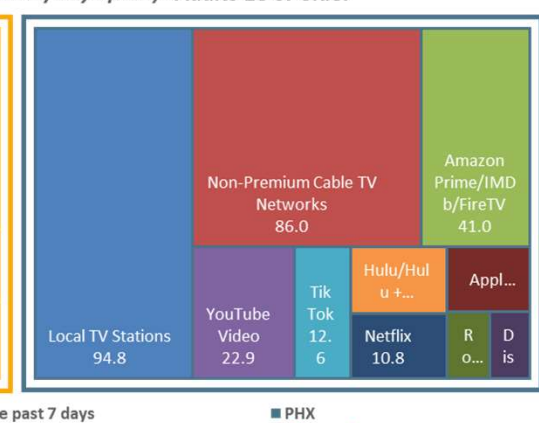
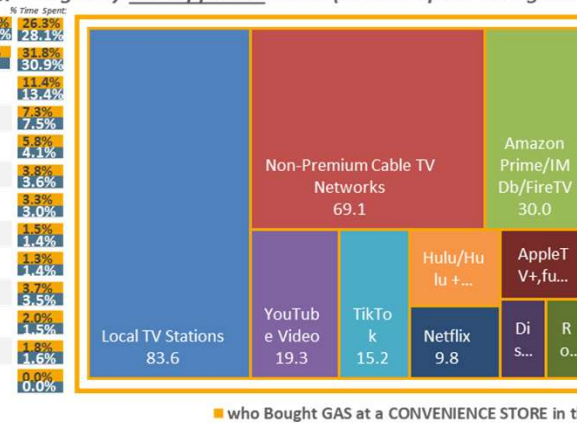
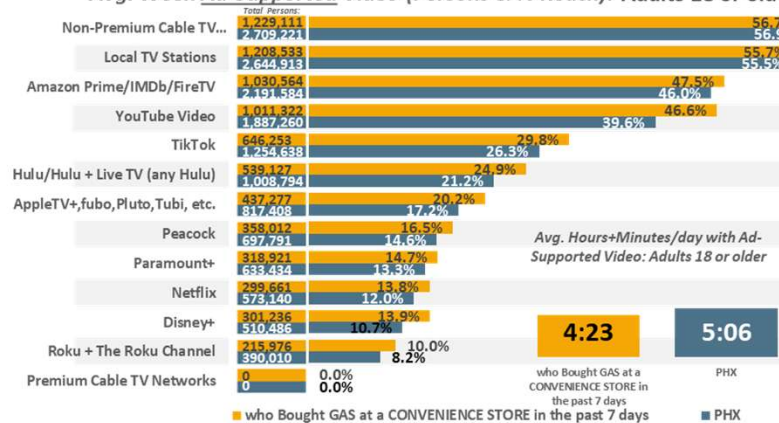
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



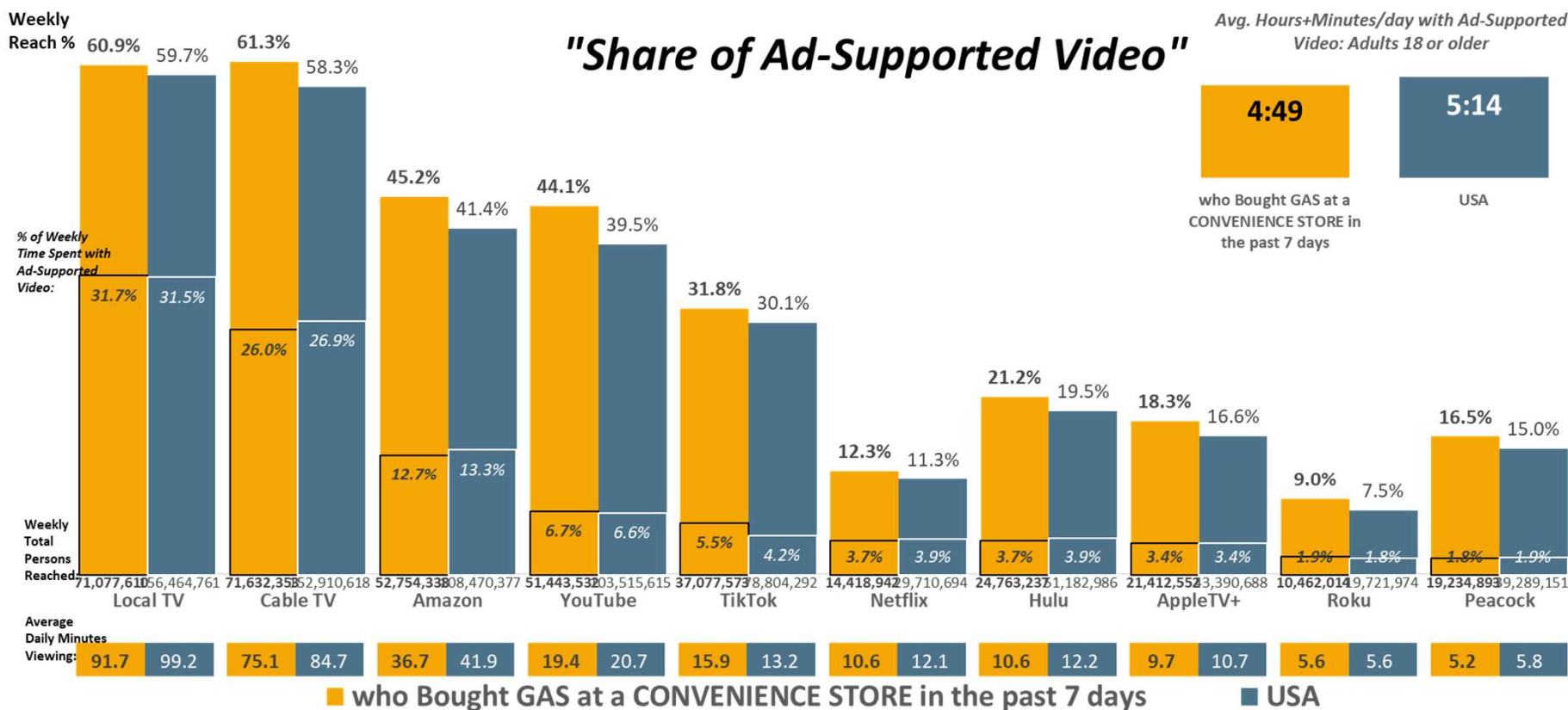
PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,132
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Convenience stores bought gas past 7 days (HHLD): 7-Eleven, or AmeriStop, or ampm, or BP, or Casey's, or Chevron Food Mart, or Circle K, or Cumberland Farms, or Holiday Station Stores, or Hy-Vee Fast & Fresh, or Kwik Trip, or Mobil Mart, or Other convenience store/gas station, or QuikTrip, or RaceTrac, or Sheetz, or Shell Food Mart, or Speedway, or UDF (United Dairy Farmers), or Wawa



71,077,610 or 60.9% of Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days watch Ad-Supported Local TV Stations for an average of 91.7 minutes every day representing 31.7% of all time spent daily with Ad-Supported Video.



USA USA Projection Scarborough R1 2026: Sep24-Jan26 Qual Intab 11,212
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USA Projection Scarborough R1 2026: Sep24-Jan26 Qual Intab 25,371

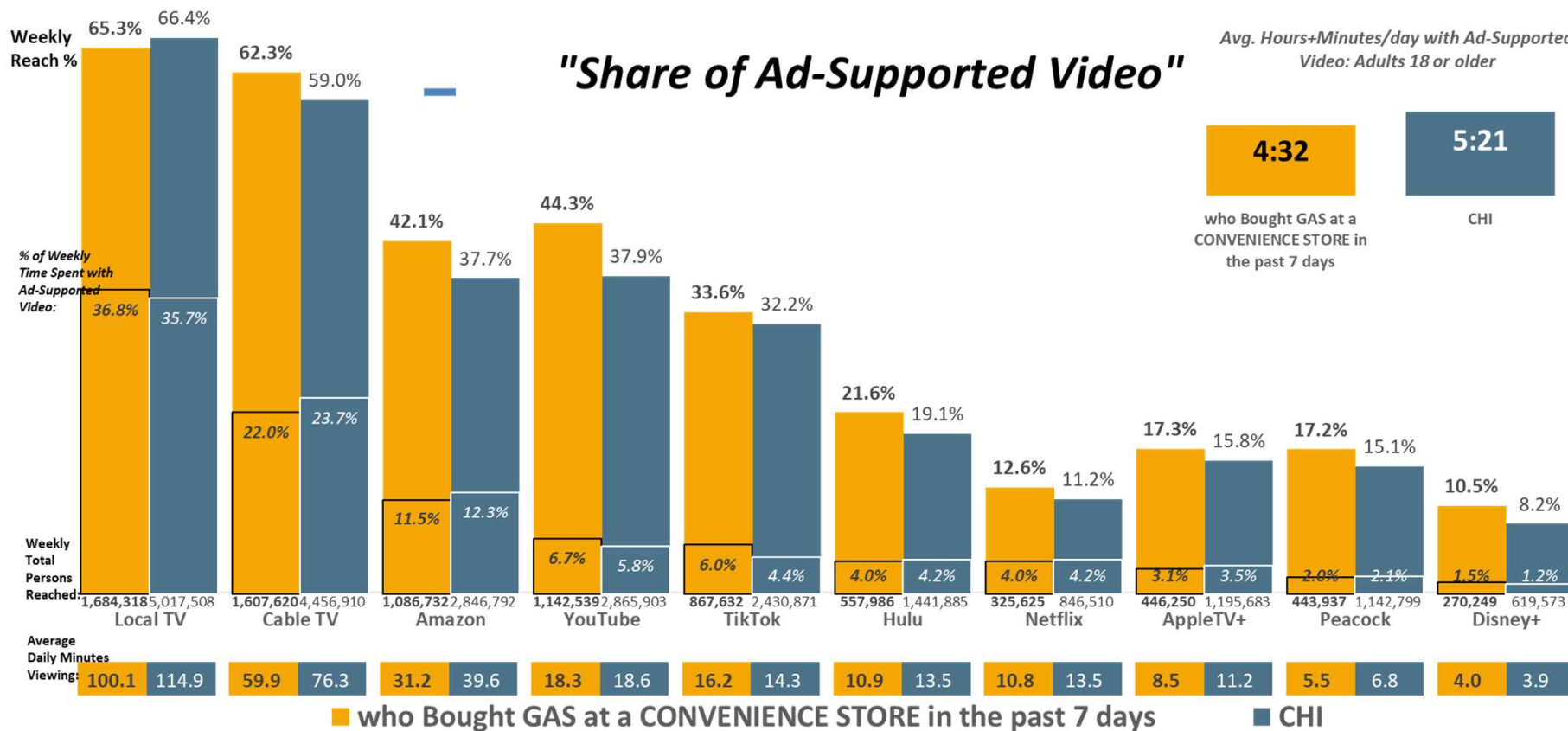
soefa.ai Share of Everything for Anything®

Convenience stores bought gas past 7 days (HHLD): 7-Eleven, or AmeriStop, or ampm, or BP, or Casey's, or Chevron Food Mart, or Circle K, or Cumberland Farms, or Holiday Station Stores, or Hy-Vee Fast & Fresh, or Kwik Trip, or Mobil Mart, or Other convenience store/gas station, or QuikTrip, or RaceTrac, or Sheetz, or Shell Food Mart, or Speedway, or UDF (United Dairy Farmers), or Wawa



1,684,318 or 65.3% of Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days watch Ad-Supported Local TV Stations for an average of 100.1 minutes every day representing 36.8% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"

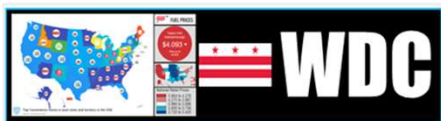


CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,474
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CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,186

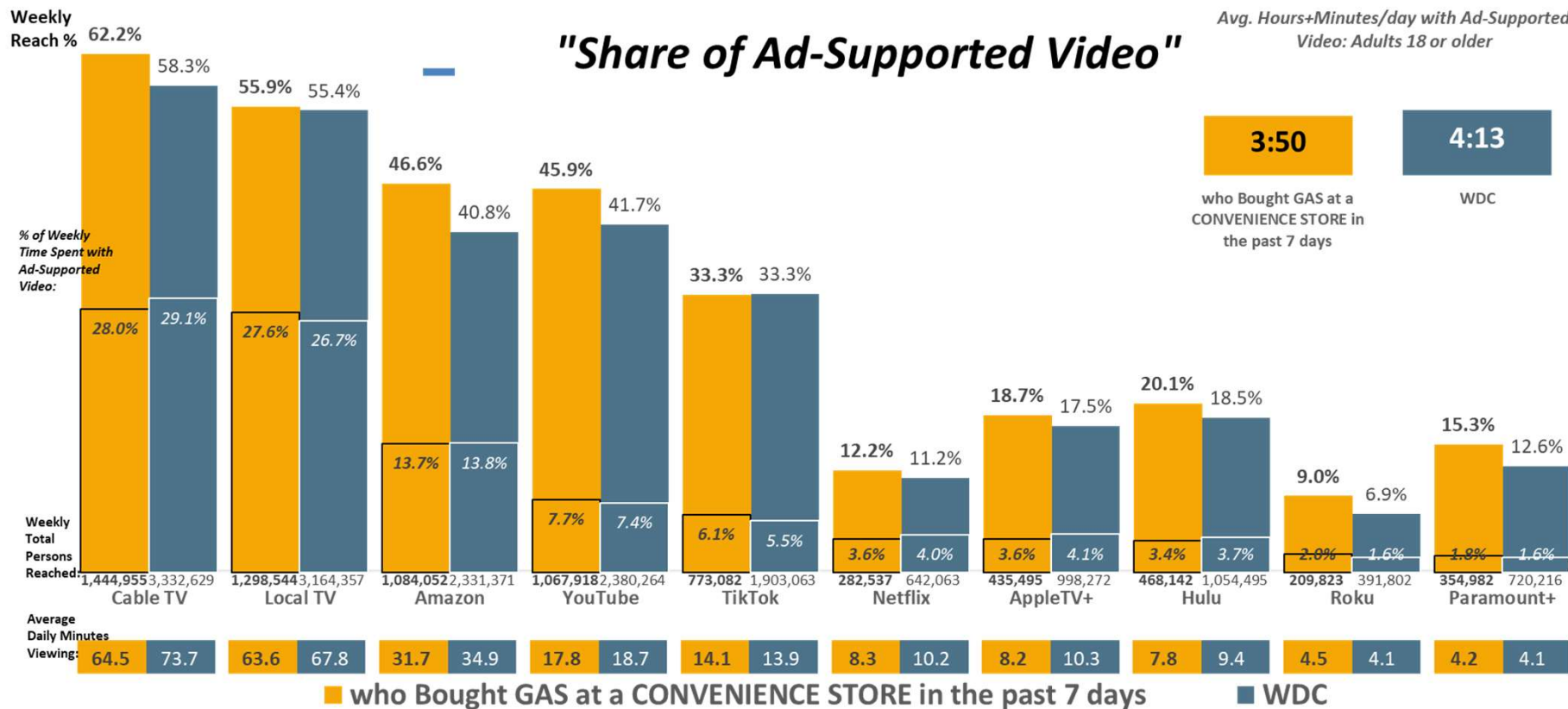
soefa.ai Share of Everything for Anything

Convenience stores bought gas past 7 days (HHLD): 7-Eleven, or AmeriStop, or ampm, or BP, or Casey's, or Chevron Food Mart, or Circle K, or Cumberland Farms, or Holiday Station Stores, or Hy-Vee Fast & Fresh, or Kwik Trip, or Mobil Mart, or Other convenience store/gas station, or QuikTrip, or RaceTrac, or Sheetz, or Shell Food Mart, or Speedway, or UDF (United Dairy Farmers), or Wawa



1,298,544 or 55.9% of Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days watch Ad-Supported Local TV Stations for an average of 63.6 minutes every day representing 27.6% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"



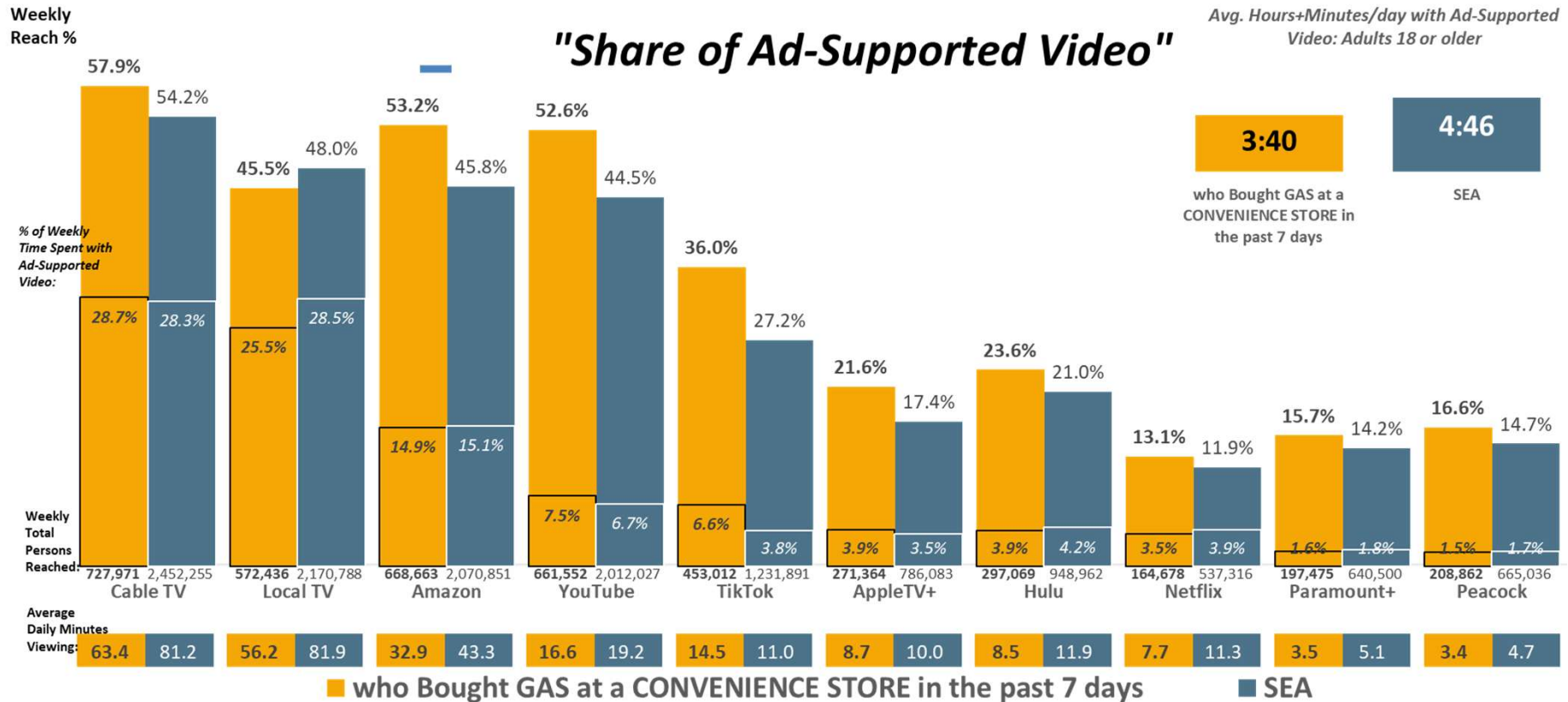
WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 2,558 WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919
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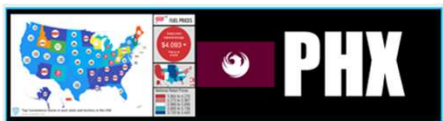
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Convenience stores bought gas past 7 days (HHLD): 7-Eleven, or AmeriStop, or ampm, or BP, or Casey's, or Chevron Food Mart, or Circle K, or Cumberland Farms, or Holiday Station Stores, or Hy-Vee Fast & Fresh, or Kwik Trip, or Mobil Mart, or Other convenience store/gas station, or QuikTrip, or RaceTrac, or Sheetz, or Shell Food Mart, or Speedway, or UDF (United Dairy Farmers), or Wawa



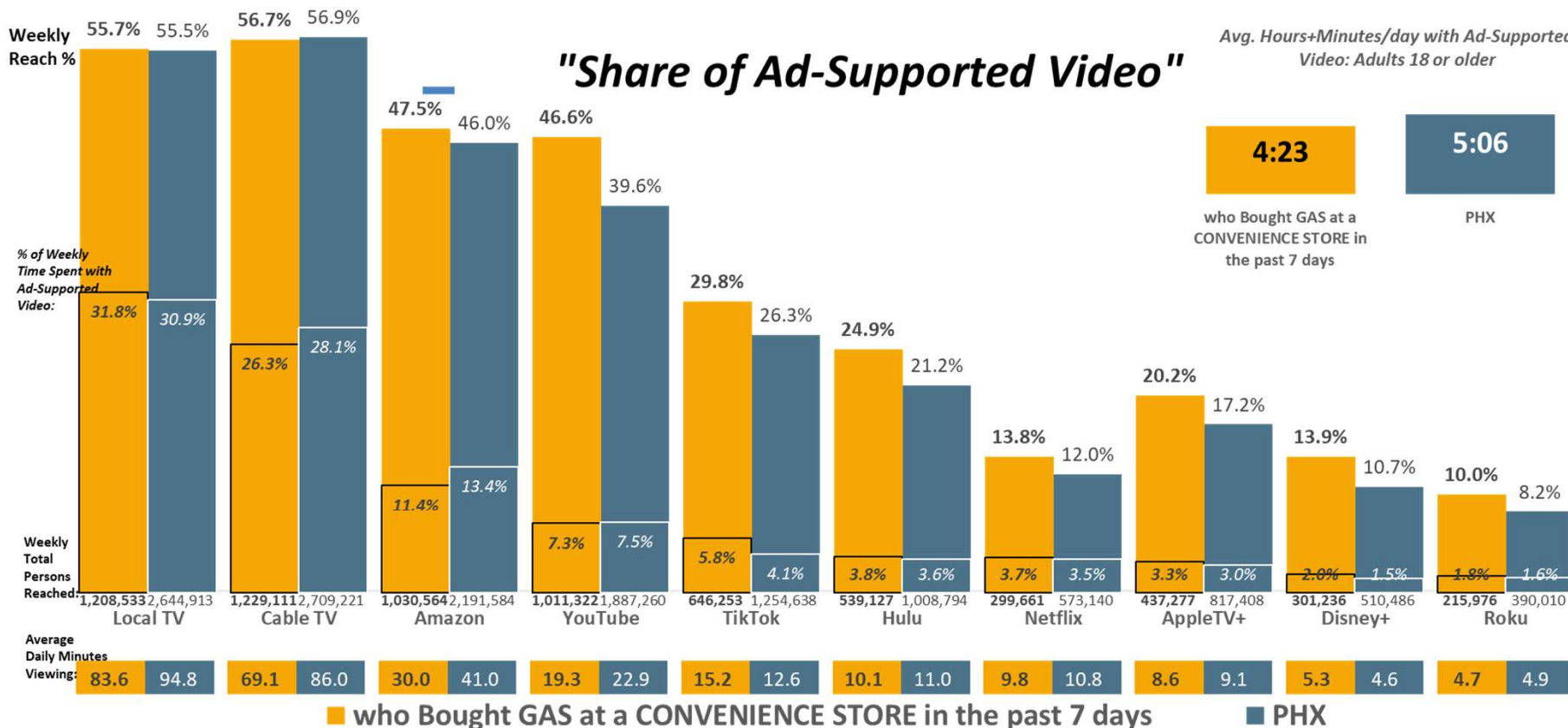
572,436 or 45.5% of Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days watch Ad-Supported Local TV Stations for an average of 56.2 minutes every day representing 25.5% of all time spent daily with Ad-Supported Video.





1,208,533 or 55.7% of Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days watch Ad-Supported Local TV Stations for an average of 83.6 minutes every day representing 31.8% 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

4:23

who Bought GAS at a CONVENIENCE STORE in the past 7 days

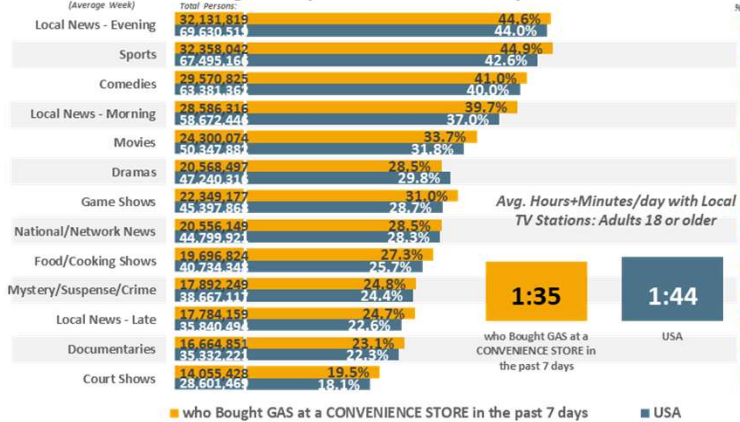
5:06

PHX

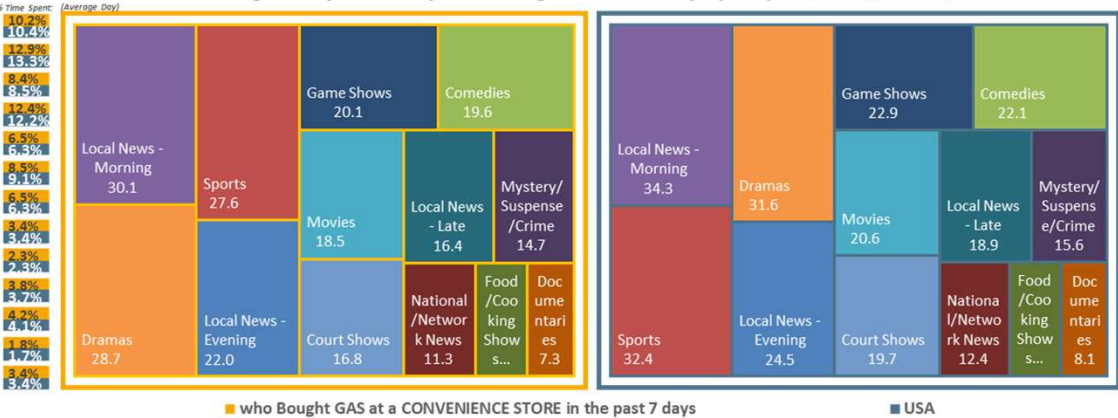


71,077,610 or 60.9% of Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, Movies, and Game Shows.

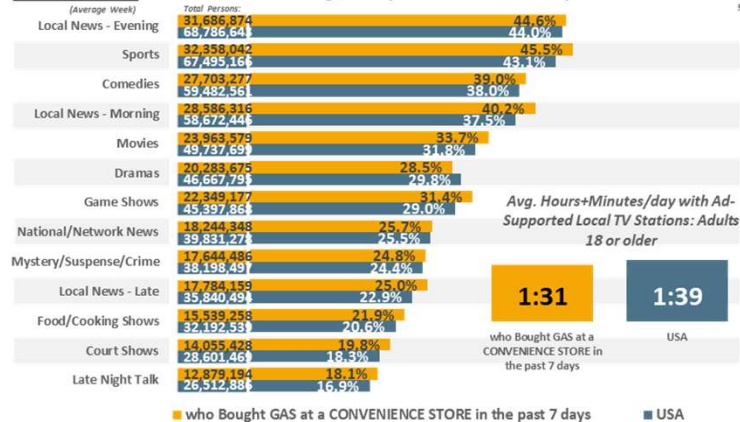
Local TV Station Programs (Persons & % Reach): Adults 18 or older



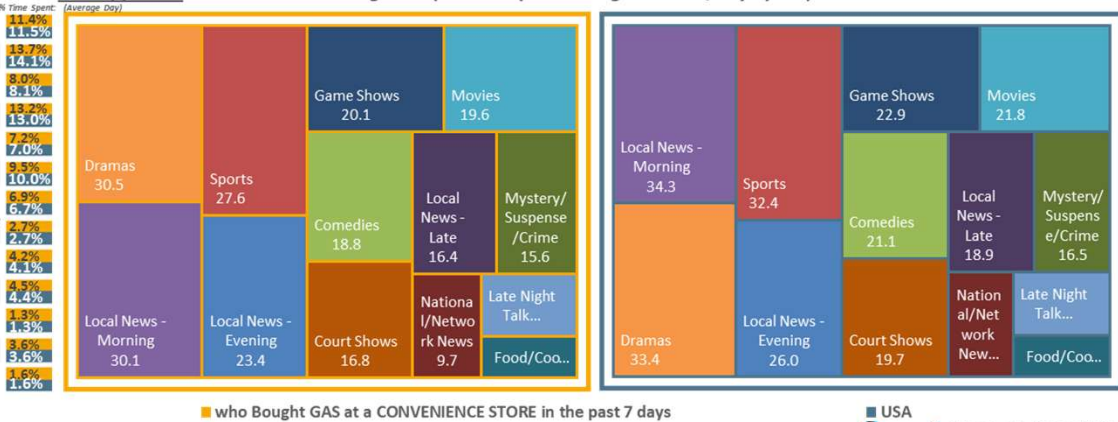
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2026: Sep24-Jan26 Qual Intab 11,212
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USA Projection Scarborough R1 2026: Sep24-Jan26 Qual Intab 25,371

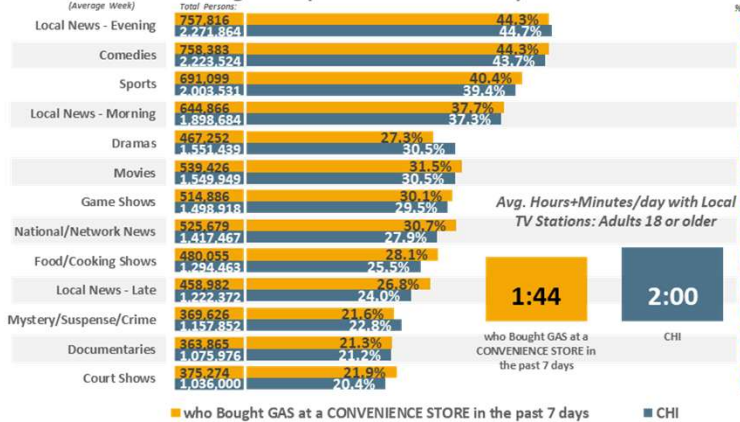
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Convenience stores bought gas past 7 days (HHLD): 7-Eleven, or AmeriStop, or ampm, or BP, or Casey's, or Chevron Food Mart, or Circle K, or Cumberland Farms, or Holiday Station Stores, or Hy-Vee Fast & Fresh, or Kwik Trip, or Mobil Mart, or Other convenience store/gas station, or QuikTrip, or RaceTrac, or Sheetz, or Shell Food Mart, or Speedway, or UDF (United Dairy Farmers), or Wawa

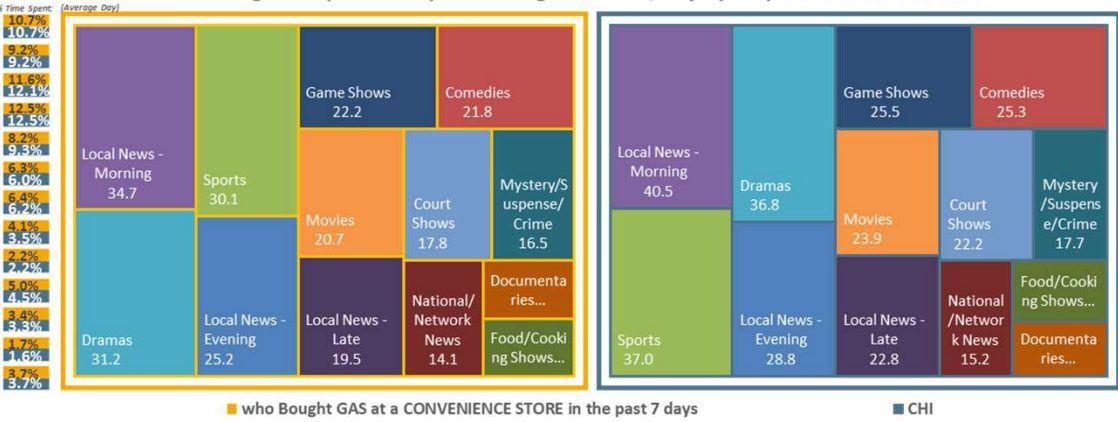


1,684,318 or 65.3% of Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Comedies, Sports, Local News - Morning, Movies, and Game Shows.

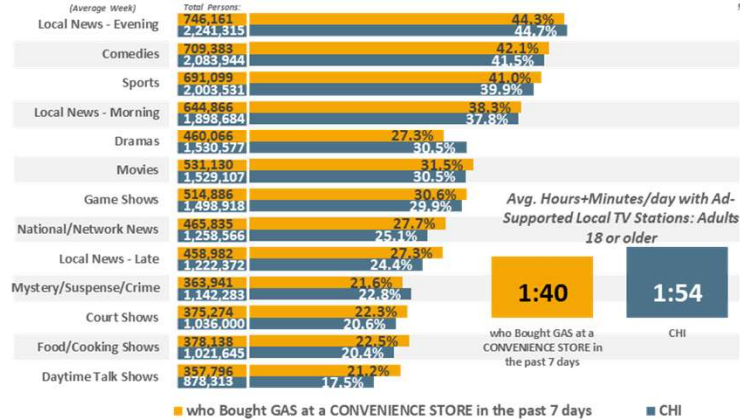
Local TV Station Programs (Persons & % Reach): Adults 18 or older



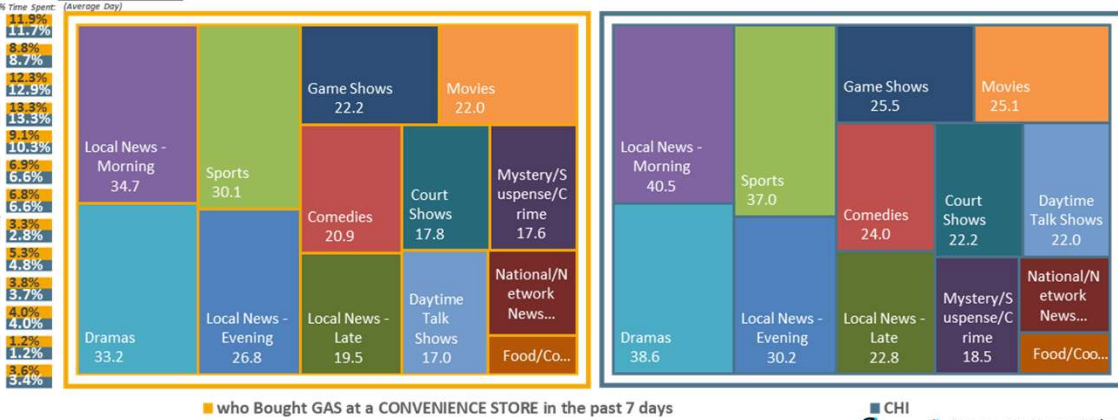
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,474
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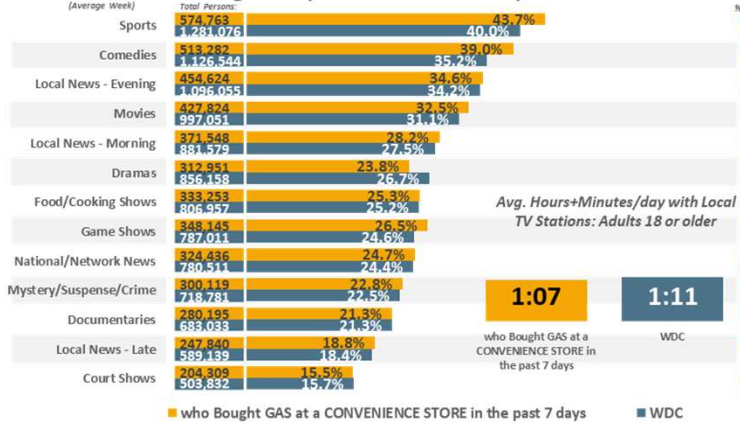
soefa.ai Share of Everything for Anything

Convenience stores bought gas past 7 days (HHLD): 7-Eleven, or AmeriStop, or ampm, or BP, or Casey's, or Chevron Food Mart, or Circle K, or Cumberland Farms, or Holiday Station Stores, or Hy-Vee Fast & Fresh, or Kwik Trip, or Mobil Mart, or Other convenience store/gas station, or QuikTrip, or RaceTrac, or Sheetz, or Shell Food Mart, or Speedway, or UDF (United Dairy Farmers), or Wawa

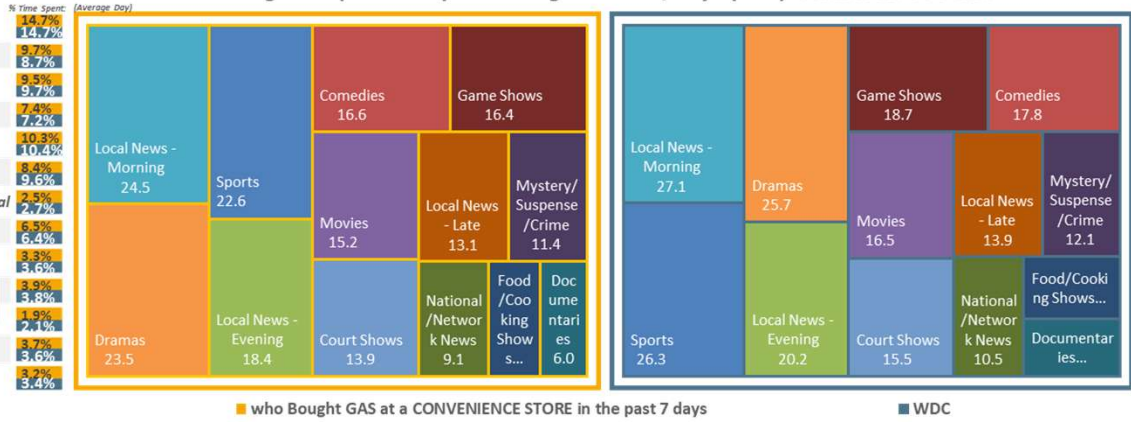


1,298,544 or 55.9% of Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Local News - Evening, Movies, Local News - Morning, and Game Shows.

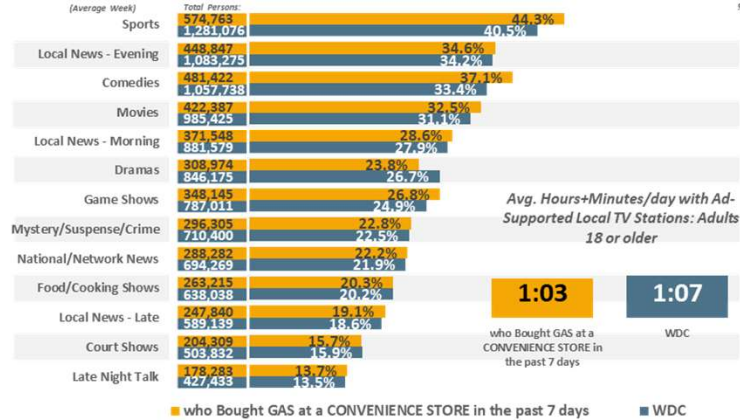
Local TV Station Programs (Persons & % Reach): Adults 18 or older



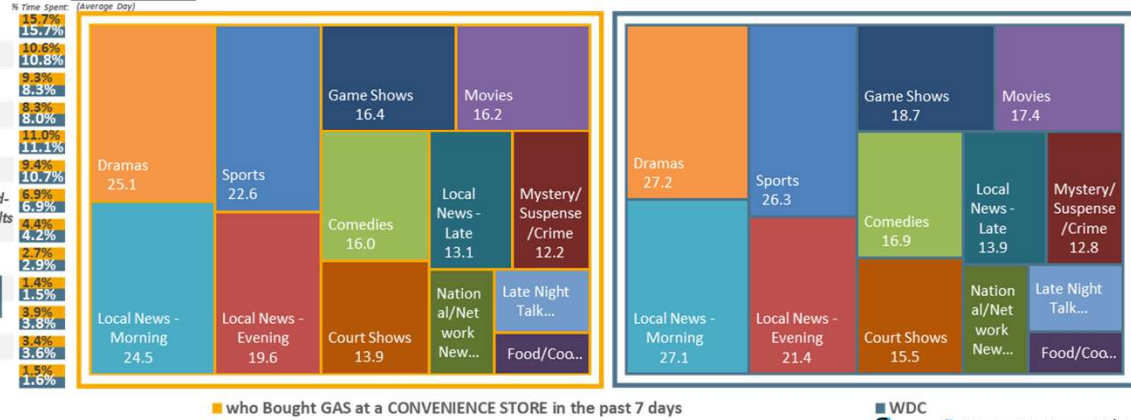
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 2,558
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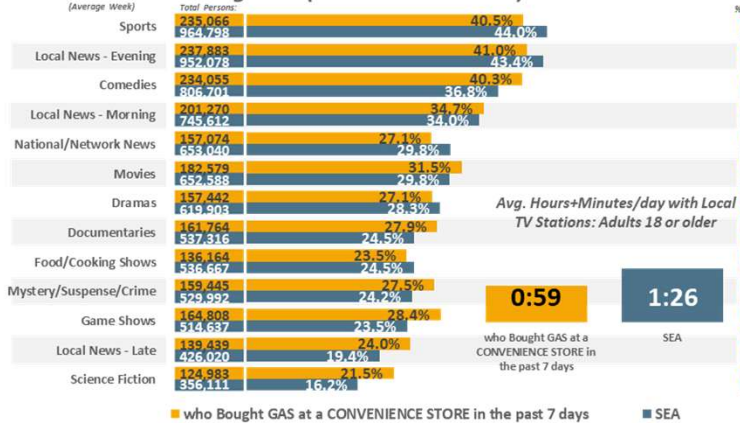
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Convenience stores bought gas past 7 days (HHLD): 7-Eleven, or AmeriStop, or ampm, or BP, or Casey's, or Chevron Food Mart, or Circle K, or Cumberland Farms, or Holiday Station Stores, or Hy-Vee Fast & Fresh, or Kwik Trip, or Mobil Mart, or Other convenience store/gas station, or QuikTrip, or RaceTrac, or Sheetz, or Shell Food Mart, or Speedway, or UDF (United Dairy Farmers), or Wawa



572,436 or 45.5% of Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Morning, Movies, and Game Shows.

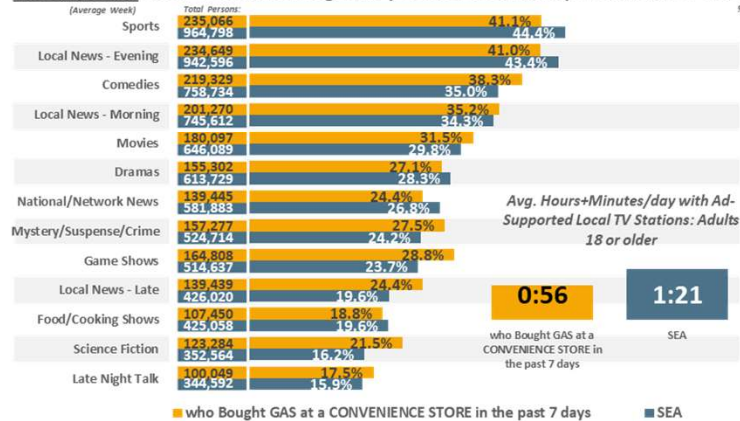
Local TV Station Programs (Persons & % Reach): Adults 18 or older



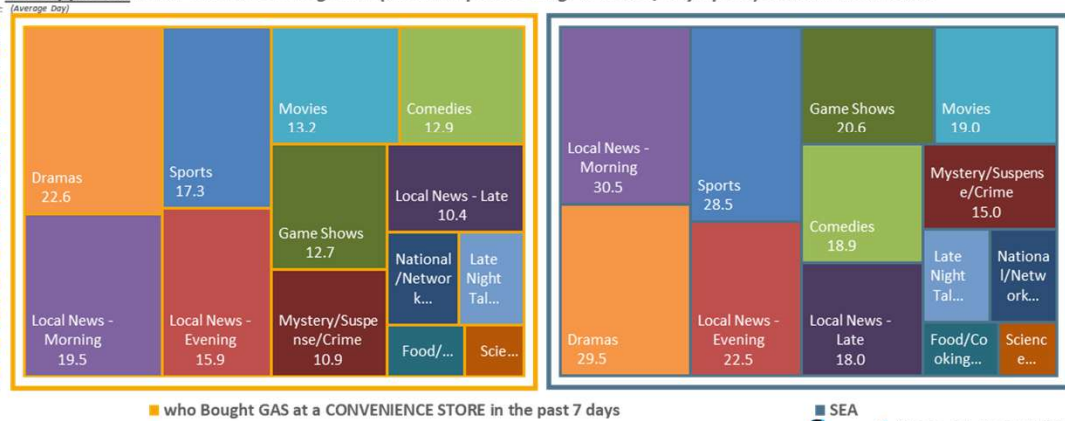
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,011
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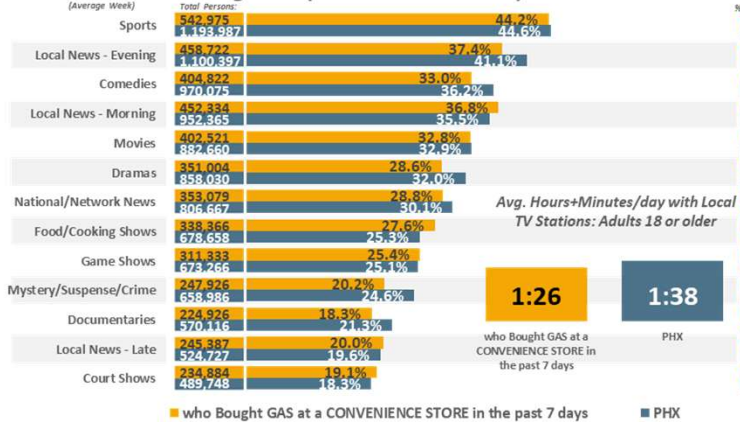
SEA
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Convenience stores bought gas past 7 days (HHLD): 7-Eleven, or AmeriStop, or ampm, or BP, or Casey's, or Chevron Food Mart, or Circle K, or Cumberland Farms, or Holiday Station Stores, or Hy-Vee Fast & Fresh, or Kwik Trip, or Mobil Mart, or Other convenience store/gas station, or QuikTrip, or RaceTrac, or Sheetz, or Shell Food Mart, or Speedway, or UDF (United Dairy Farmers), or Wawa



1,208,533 or 55.7% of Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Morning, Local News - Evening, Movies, Comedies, and Dramas.

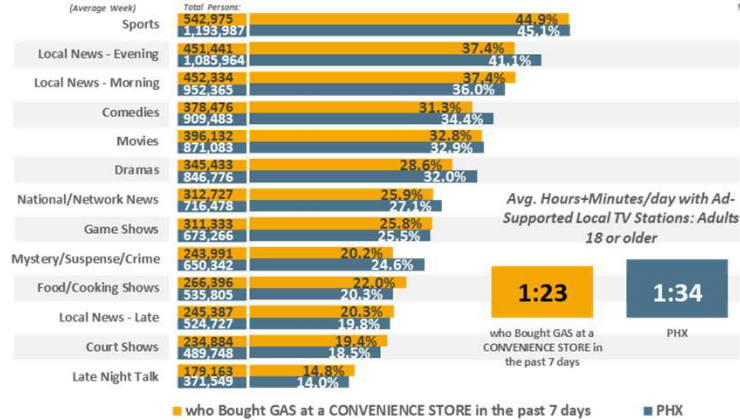
Local TV Station Programs (Persons & % Reach): Adults 18 or older



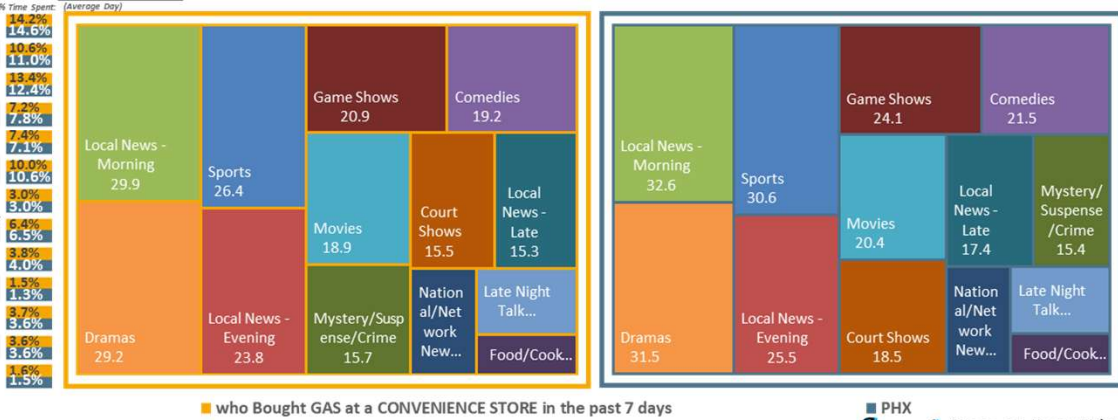
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



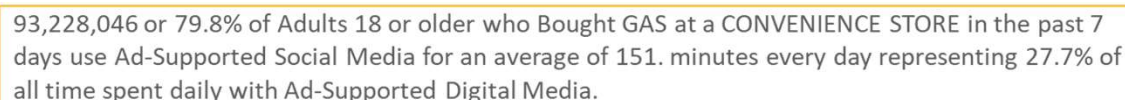
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,132
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Convenience stores bought gas past 7 days (HHL): 7-Eleven, or AmeriStop, or ampm, or BP, or Casey's, or Chevron Food Mart, or Circle K, or Cumberland Farms, or Holiday Station Stores, or Hy-Vee Fast & Fresh, or Kwik Trip, or Mobil Mart, or Other convenience store/gas station, or QuikTrip, or RaceTrac, or Sheetz, or Shell Food Mart, or Speedway, or UDF (United Dairy Farmers), or Wawa

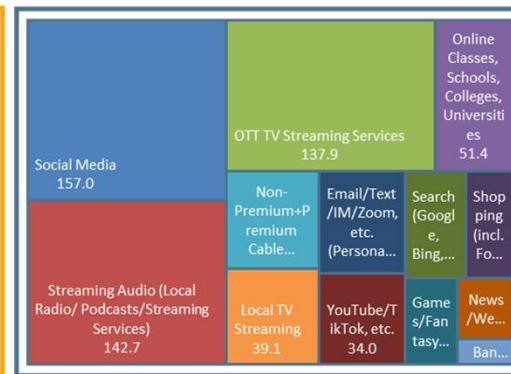
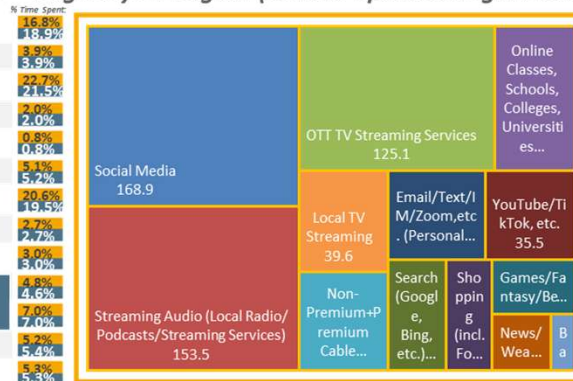


Category	Total Persons	Current Usage %	Concurrent Usage %
OTT TV Streaming Services	106,512,767	91.2%	
Search (Google, Bing, etc.)	104,890,249	86.8%	
Social Media	104,328,806	83.4%	
Weather/Sports (Websites/Apps)	97,594,754	83.6%	
Real Estate (Websites/Apps)	97,352,747	83.0%	
Zoom/etc. (Personal & Work)	96,474,557	82.6%	
Streaming Audio (Local/Radio/Podcasts/Streaming Services)	86,549,879	74.1%	
Games/Fantasy/Betting Sites	70,094,934	60.8%	
Local Food/Auctions/Travel, etc.)	63,013,388	54.0%	
YouTube/TikTok, etc.	56,583,786	48.5%	
Schools, Colleges, Universities	40,773,876	34.9%	
Premium Cable Streaming	30,863,028	26.4%	
Local TV Streaming	29,457,008	26.1%	

Avg. Hours Spent Daily on Digital Media

7:26
28.7%

who Bought GMA CONVENIENCE STATION the past 7 days



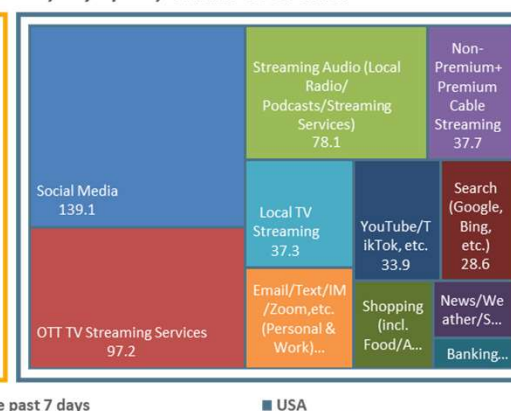
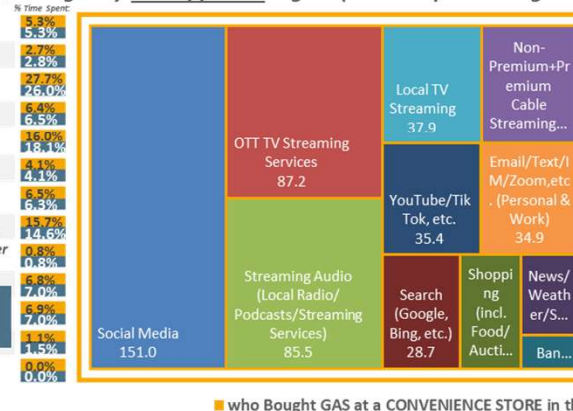
Category	USA (Total Persons)	USA (Avg. Hours+Minutes/day)	USA (Concurrent User %)
Search (Google, Bing, etc.)	101,350,248	86.8%	86.8%
Weather/Sports (Websites/Apps)	97,899,764	83.6%	83.6%
Social Media	93,228,046	79.8%	79.8%
Netflix/Amazon/YouTube/Zoom/etc. (Personal & Work)	88,024,265	75.4%	75.4%
OTT TV Streaming Services	77,517,575	66.4%	66.4%
Online Retail (e.g., Amazon, eBay, etc.)	69,658,813	60.9%	60.9%
Food/Auctions/Travel, etc.	63,013,388	54.0%	54.0%
YouTube/TikTok, etc.	45,015,980	38.6%	38.6%
Online Radio/Podcasts/Streaming Services	45,002,238	38.5%	38.5%
Gaming/Fantasy/Betting Sites	37,822,232	32.4%	32.4%
Music/Premium Cable Streaming	30,435,654	26.1%	26.1%
Local TV Streaming	33,782,635	28.9%	28.9%
Real Estate (Websites/Apps)	26,932,445	24.4%	24.4%
Schools, Colleges, Universities	0	0.0%	0.0%

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

Concurrent User %:

- who Bought GAS at a CONVENIENCE STORE in the past 7 days: 5:27 (55.6%)
- who Bought GAS at a CONVENIENCE STORE in the past 7 days: 4:57 (69.1%)

Legend: ■ USA



USA Projection	Scarborough R1 2026: Sep24-Jan26	Qual Intab	25.371
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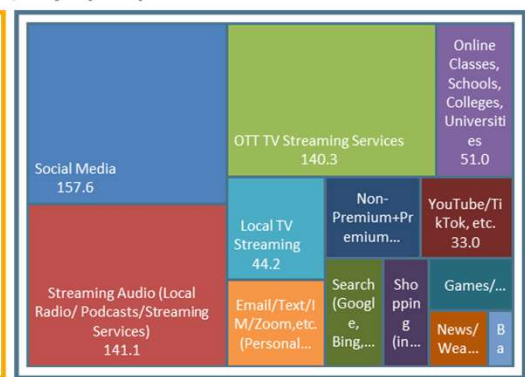
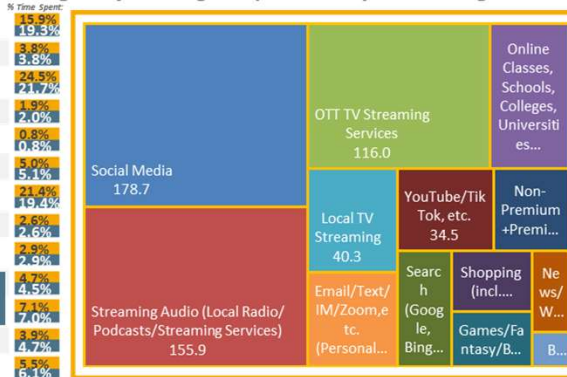
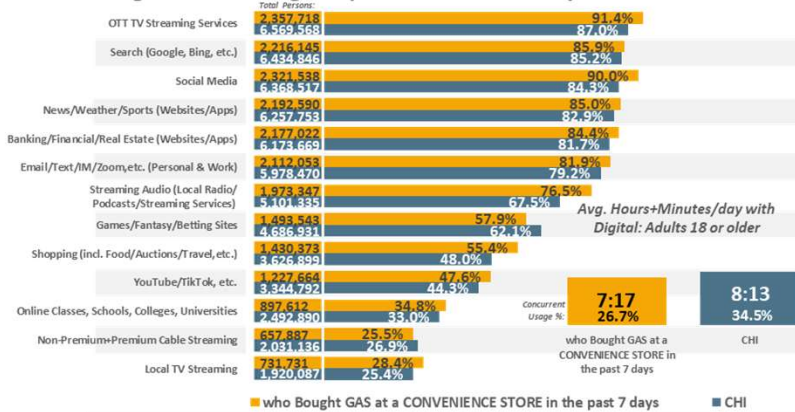
Convenience stores bought gas past 7 days (HHLID): 7-Eleven, or AmeriStop, or ampm, or BP, or Casey's, or Chevron Food Mart, or Circle K, or Cumberland Farms, or Holiday Station Stores, or Hy-Vee Fast & Fresh, or Kwik Trip, or Mobil Mart, or Other convenience store/gas station, or QuikTrip, or RaceTrac, or Sheetz, or Shell Food Mart, or Speedway, or UDF (United Dairy Farmers), or Wawa



2,091,450 or 81.1% of Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days use Ad-Supported Social Media for an average of 161. minutes every day representing 30.4% of all time spent daily with Ad-Supported Digital Media.

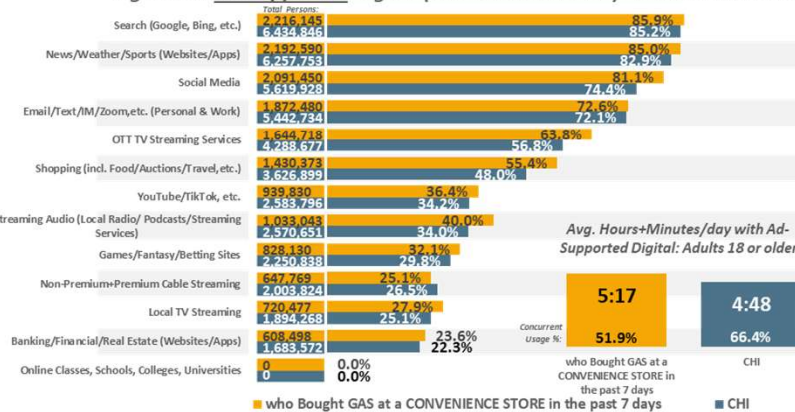
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,474
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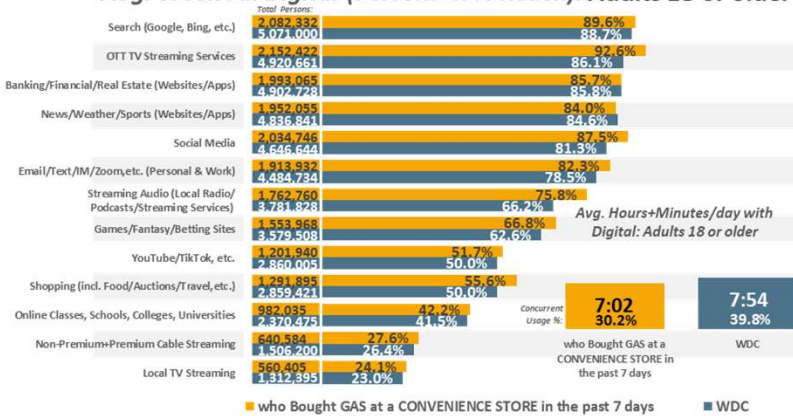
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Convenience stores bought gas past 7 days (HHLD): 7-Eleven, or AmeriStop, or ampm, or BP, or Casey's, or Chevron Food Mart, or Circle K, or Cumberland Farms, or Holiday Station Stores, or Hy-Vee Fast & Fresh, or Kwik Trip, or Mobil Mart, or Other convenience store/gas station, or QuikTrip, or RaceTrac, or Sheetz, or Shell Food Mart, or Speedway, or UDF (United Dairy Farmers), or Wawa

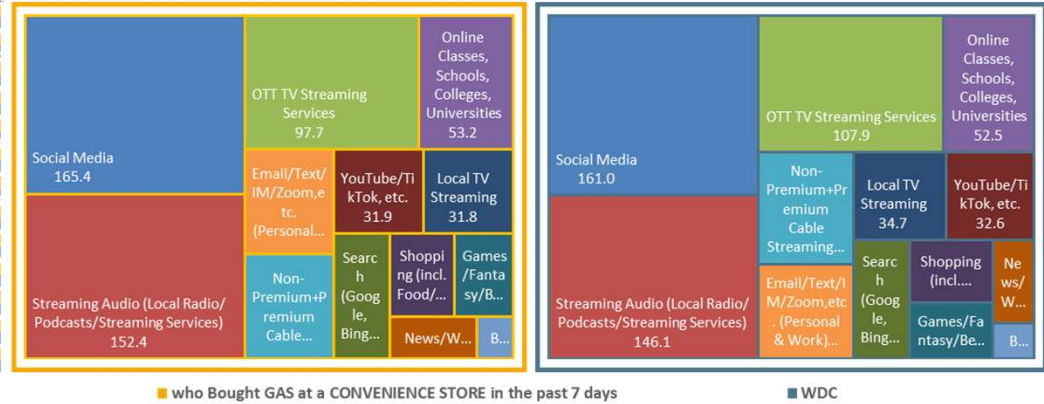


1,735,350 or 74.6% of Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days use Ad-Supported Social Media for an average of 141. minutes every day representing 27.8% of all time spent daily with Ad-Supported Digital Media.

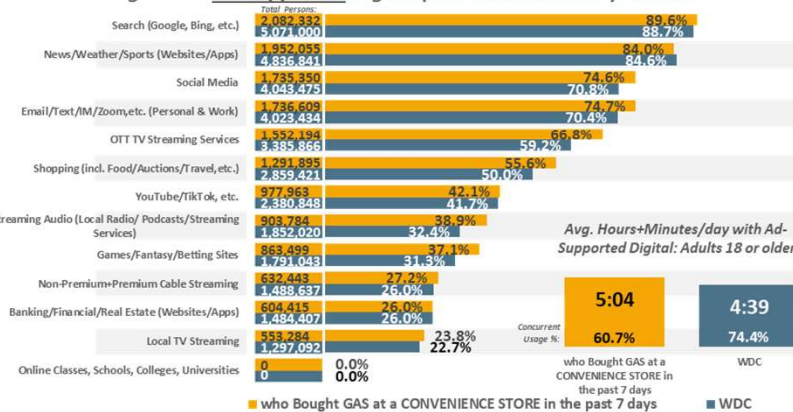
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



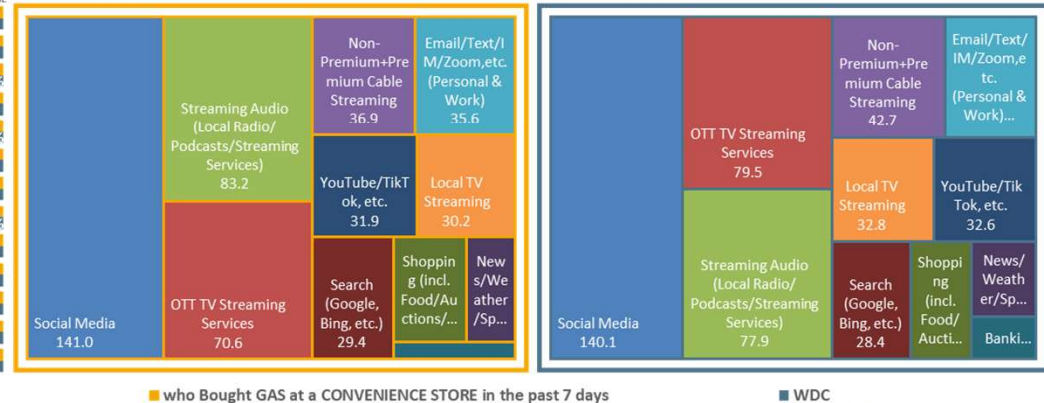
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 2,558
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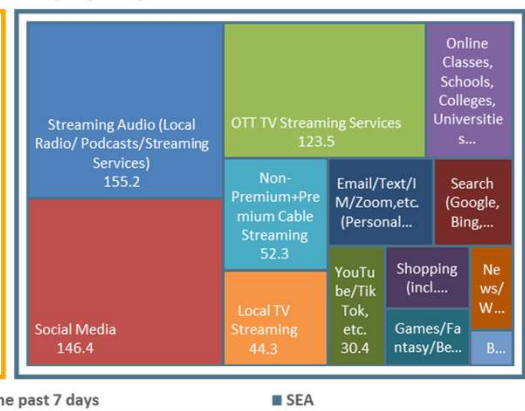
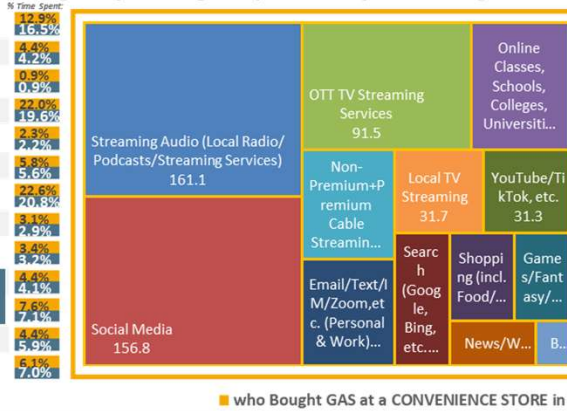
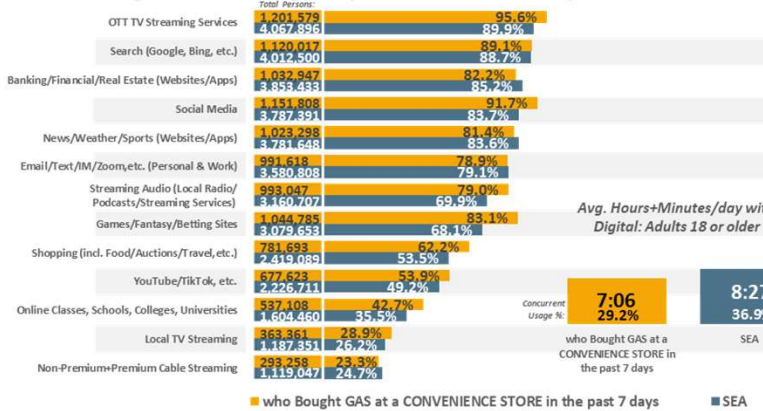
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1,004,346 or 79.9% of Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days use Ad-Supported Social Media for an average of 136.7 minutes every day representing 26.3% of all time spent daily with Ad-Supported Digital Media.

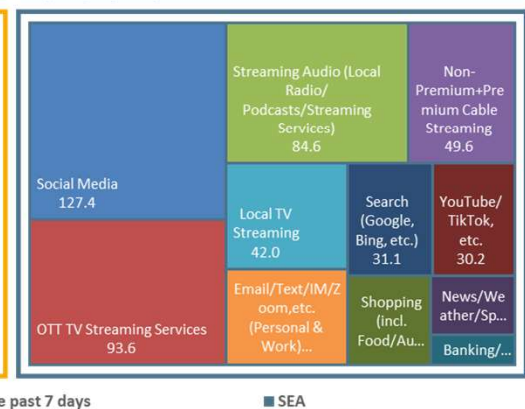
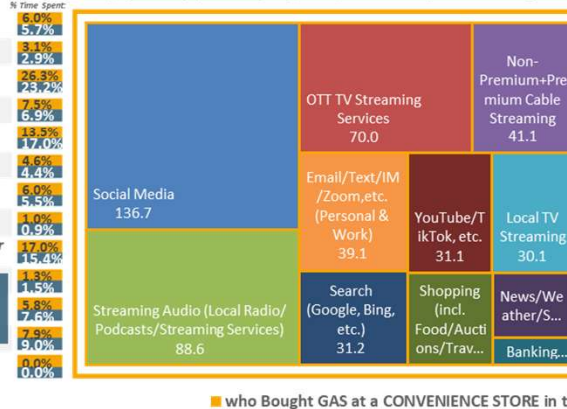
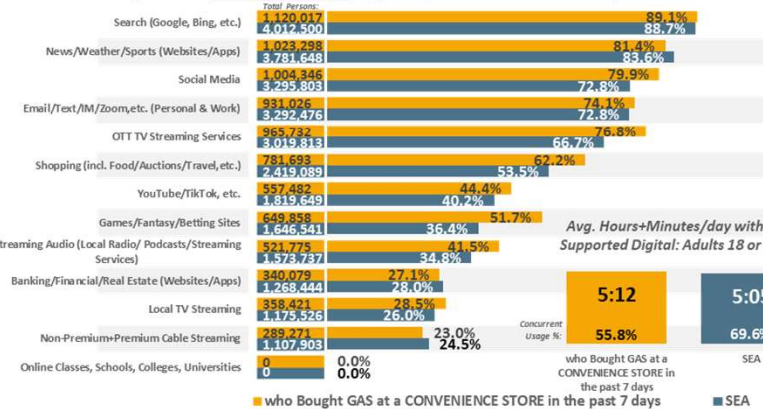
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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

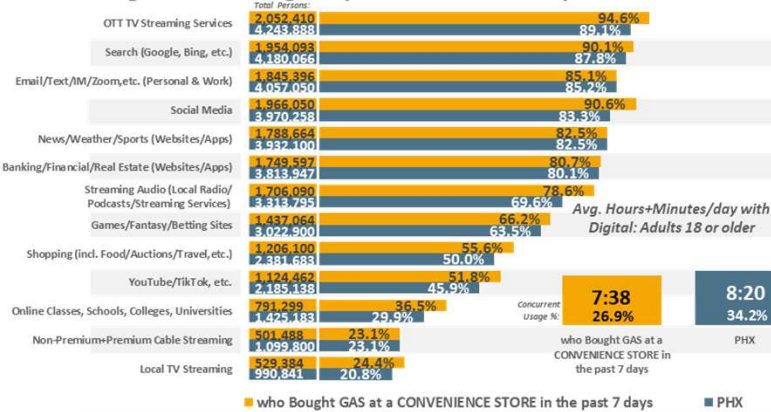
Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



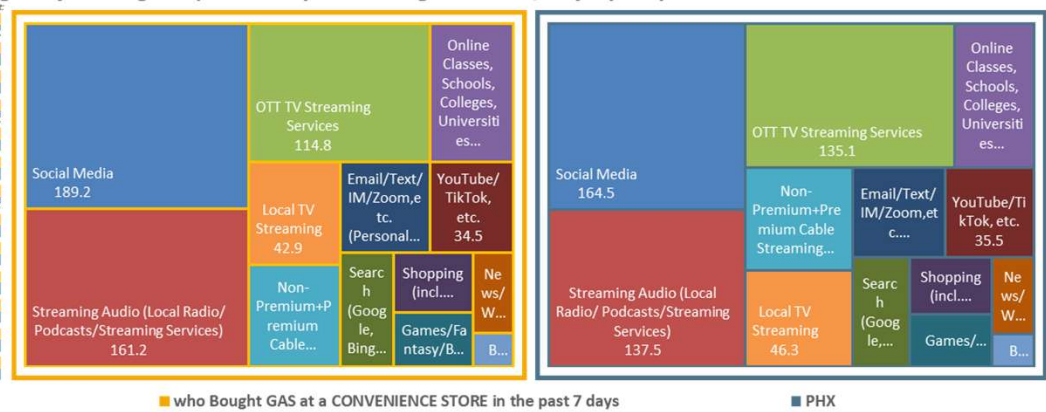


1,799,461 or 82.9% of Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days use Ad-Supported Social Media for an average of 173.1 minutes every day representing 31.0% of all time spent daily with Ad-Supported Digital Media.

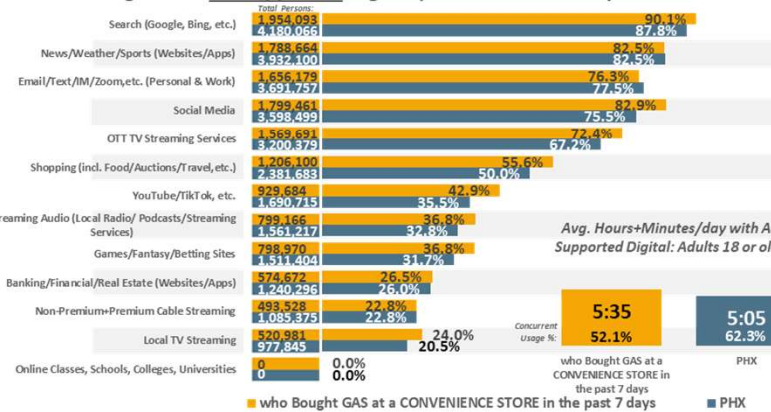
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



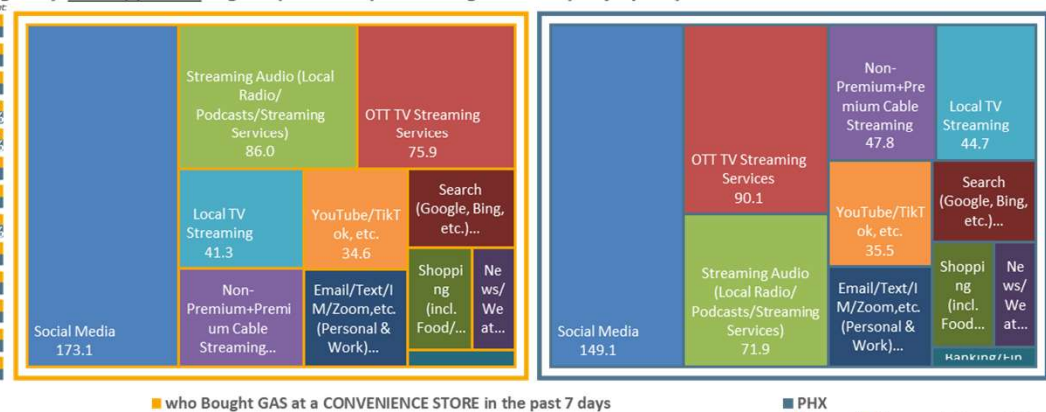
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



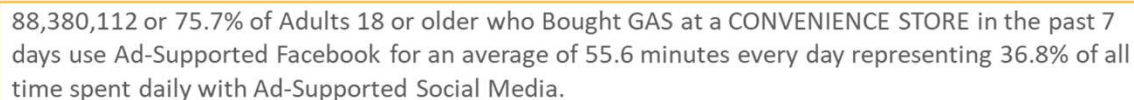
Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



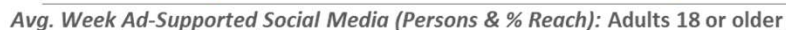
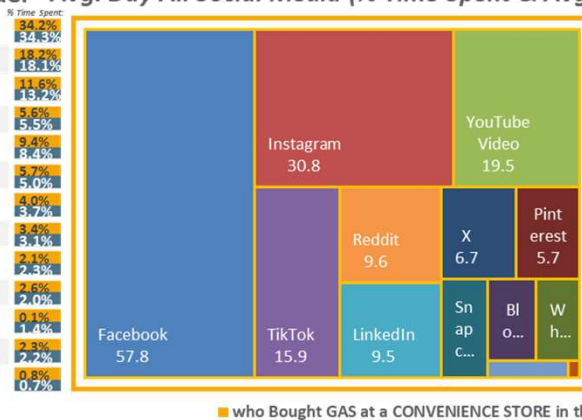
PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,132
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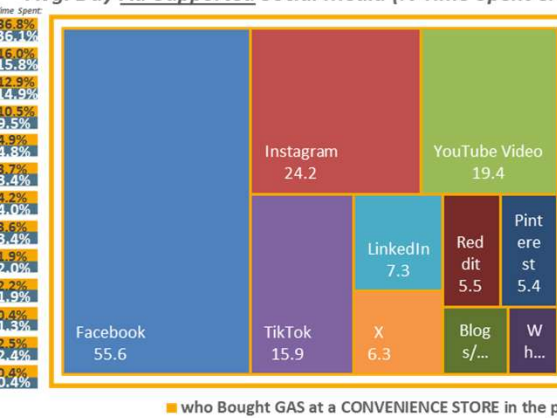
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Total Persons:	88 380 112	75.7%
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	Total Persons:	% Total
Facebook	88,380,112	75.7%



USA Projection	Scarborough R1 2026: Sep24-Jan26	Qual Intab	25.371
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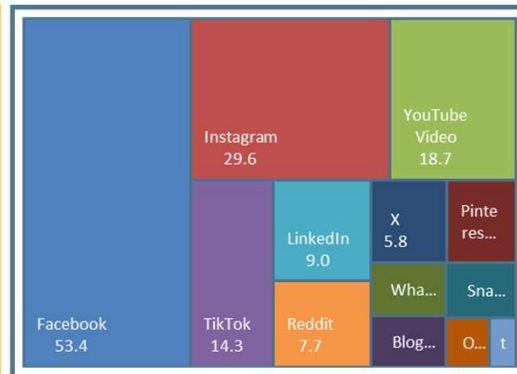
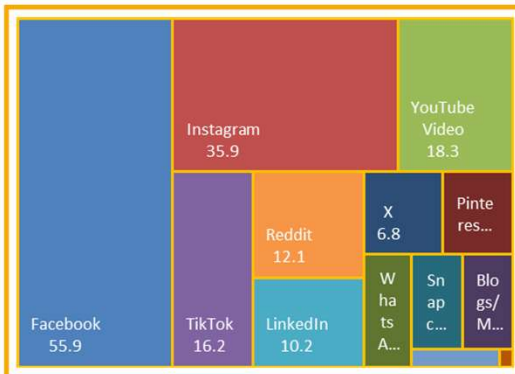
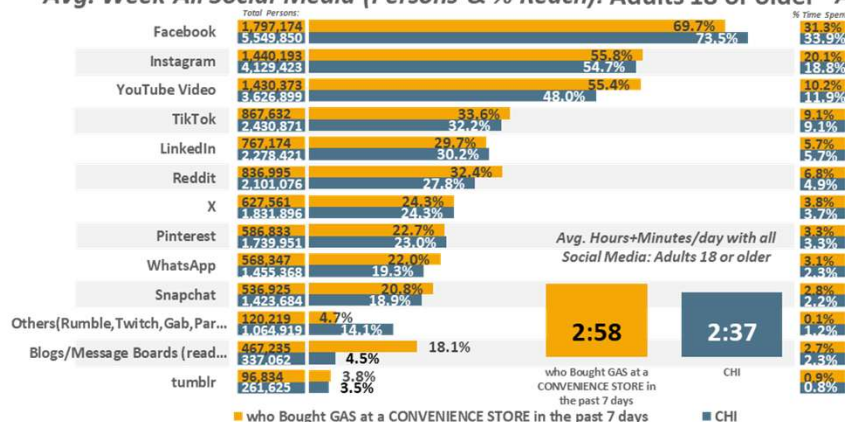
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for Anything ©

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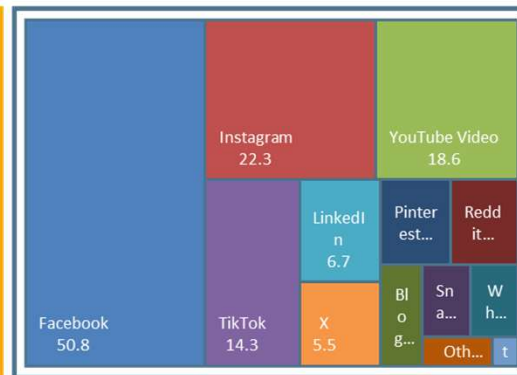
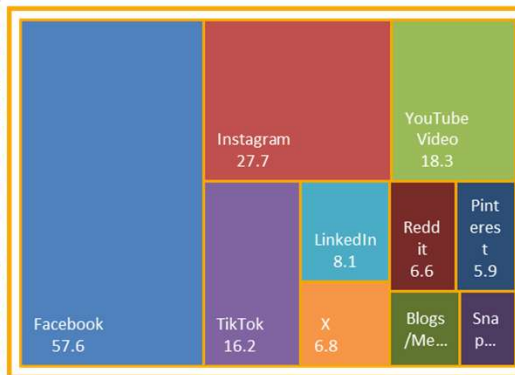
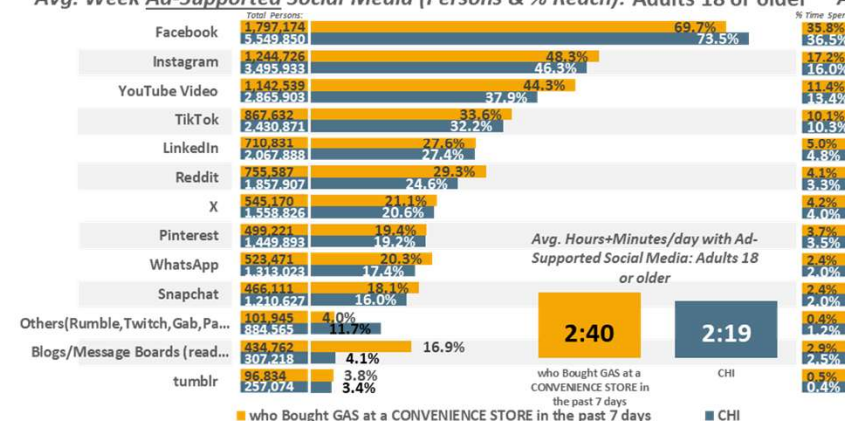


1,797,174 or 69.7% of Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days use Ad-Supported Facebook for an average of 57.6 minutes every day representing 35.8% of all time spent daily with Ad-Supported Social Media.

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



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



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,474
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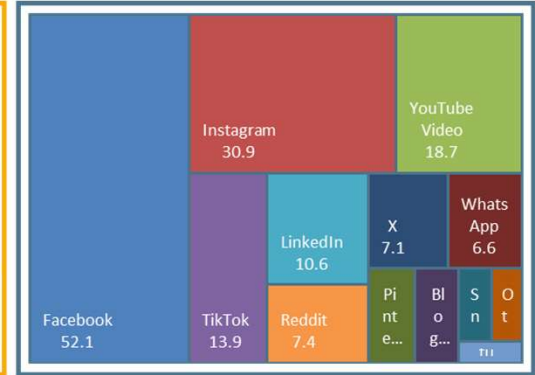
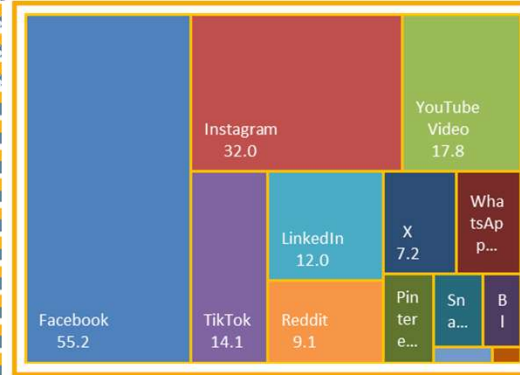
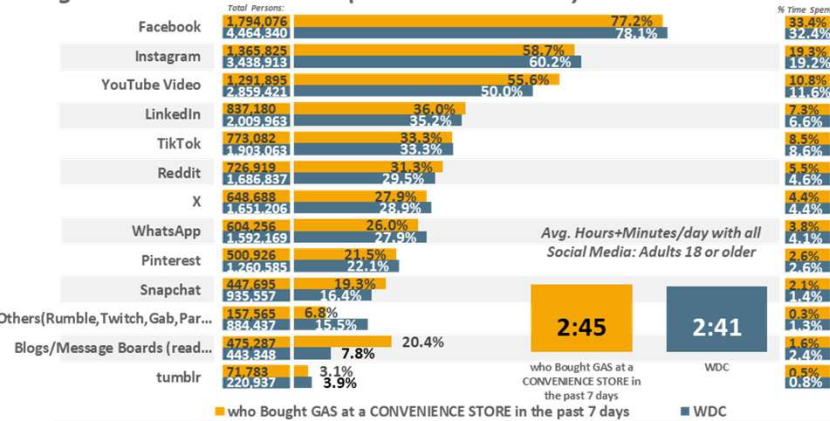
soefa.ai Share of Everything for Anything

Convenience stores bought gas past 7 days (HHL): 7-Eleven, or AmeriStop, or ampm, or BP, or Casey's, or Chevron Food Mart, or Circle K, or Cumberland Farms, or Holiday Station Stores, or Hy-Vee Fast & Fresh, or Kwik Trip, or Mobil Mart, or Other convenience store/gas station, or QuikTrip, or RaceTrac, or Sheetz, or Shell Food Mart, or Speedway, or UDF (United Dairy Farmers), or Wawa

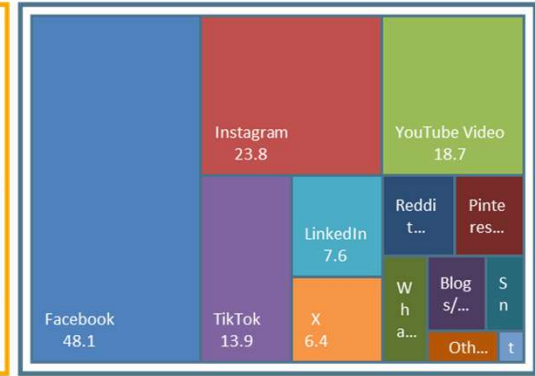
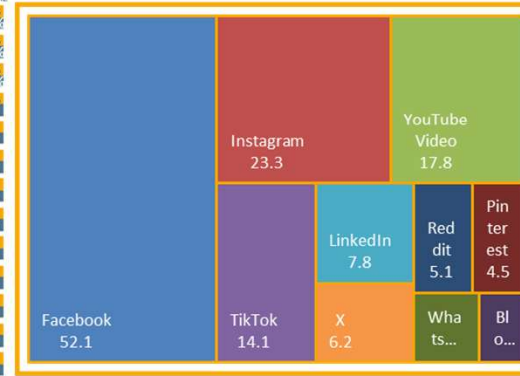
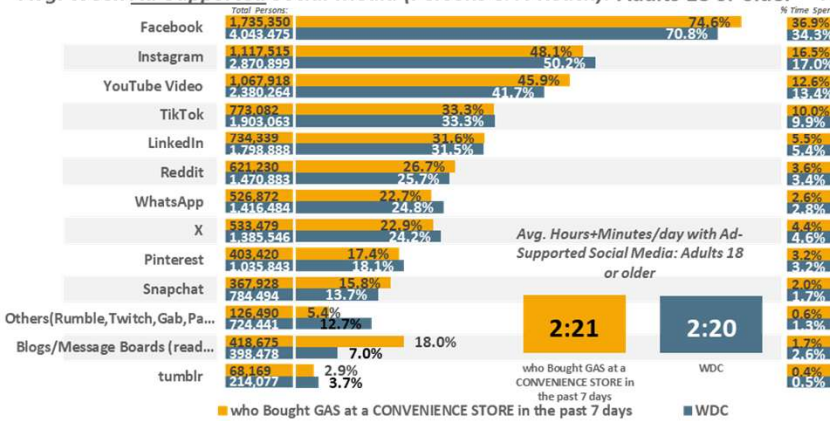


1,735,350 or 74.6% of Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days use Ad-Supported Facebook for an average of 52.1 minutes every day representing 36.9% of all time spent daily with Ad-Supported Social Media.

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**



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 2,558
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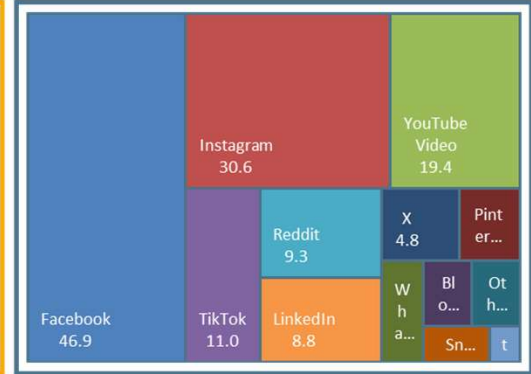
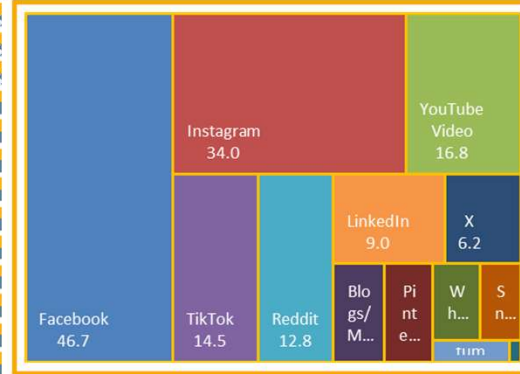
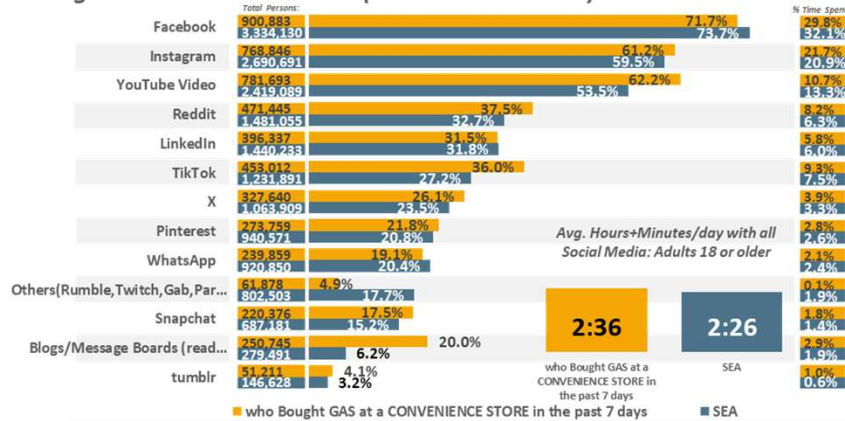
soefa.ai Share of Everything for Anything

Convenience stores bought gas past 7 days (HHL): 7-Eleven, or AmeriStop, or ampm, or BP, or Casey's, or Chevron Food Mart, or Circle K, or Cumberland Farms, or Holiday Station Stores, or Hy-Vee Fast & Fresh, or Kwik Trip, or Mobil Mart, or Other convenience store/gas station, or QuikTrip, or RaceTrac, or Sheetz, or Shell Food Mart, or Speedway, or UDF (United Dairy Farmers), or Wawa

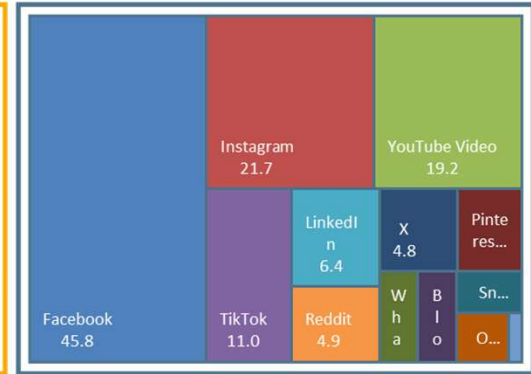
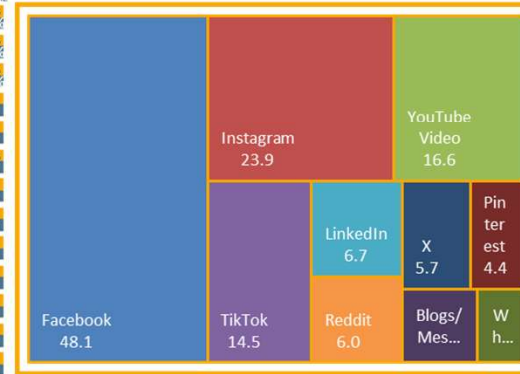
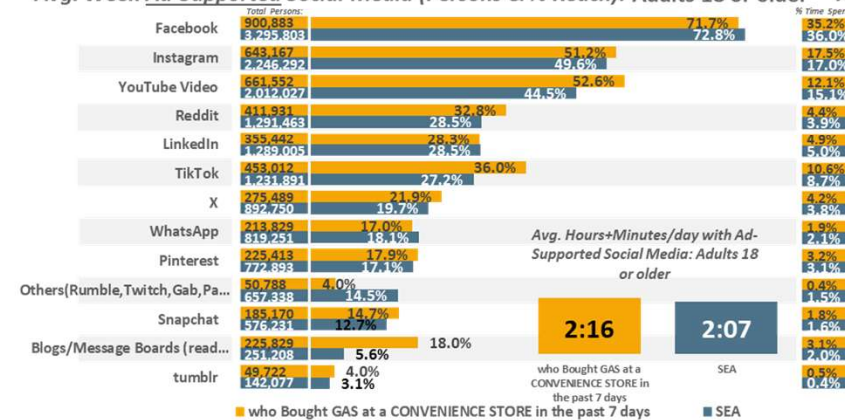


900,883 or 71.7% of Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days use Ad-Supported Facebook for an average of 48.1 minutes every day representing 35.2% of all time spent daily with Ad-Supported Social Media.

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



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



SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,011
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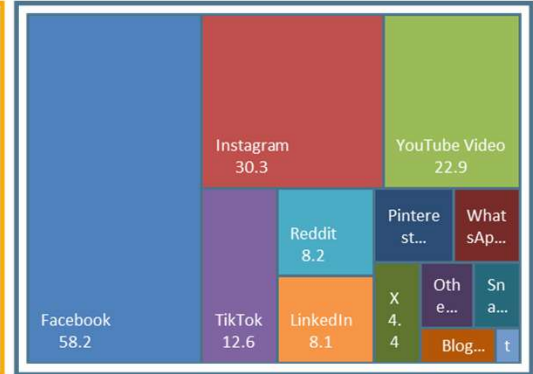
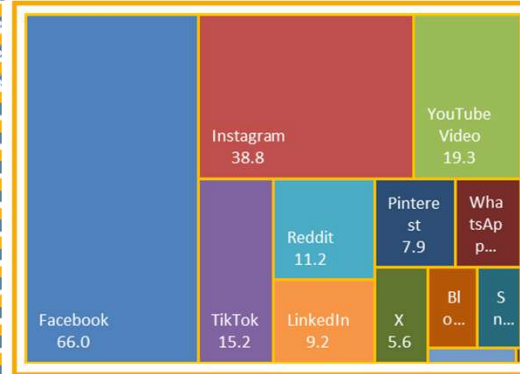
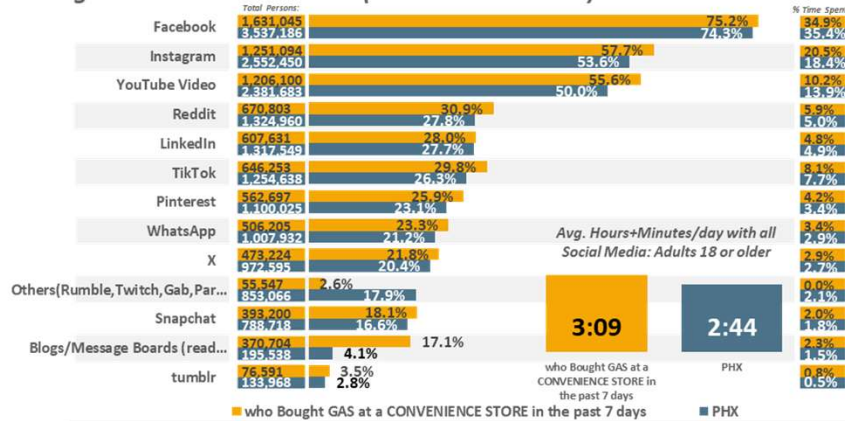
soefa.ai Share of Everything for Anything

Convenience stores bought gas past 7 days (HHL): 7-Eleven, or AmeriStop, or ampm, or BP, or Casey's, or Chevron Food Mart, or Circle K, or Cumberland Farms, or Holiday Station Stores, or Hy-Vee Fast & Fresh, or Kwik Trip, or Mobil Mart, or Other convenience store/gas station, or QuikTrip, or RaceTrac, or Sheetz, or Shell Food Mart, or Speedway, or UDF (United Dairy Farmers), or Wawa

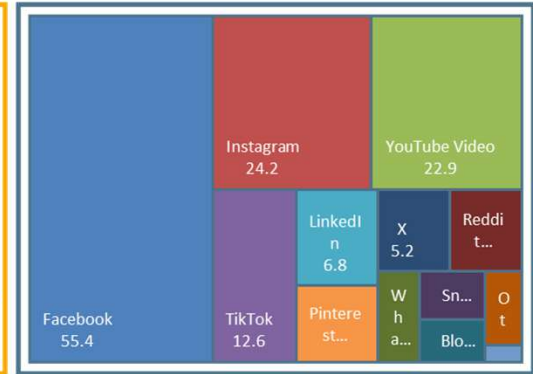
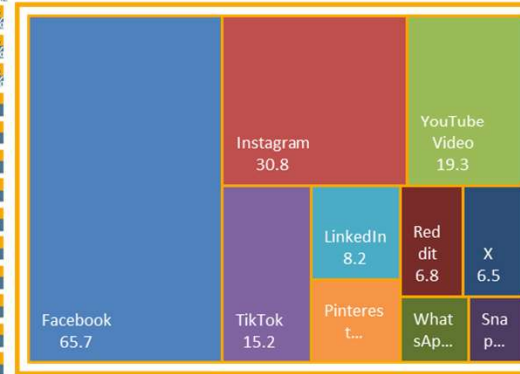
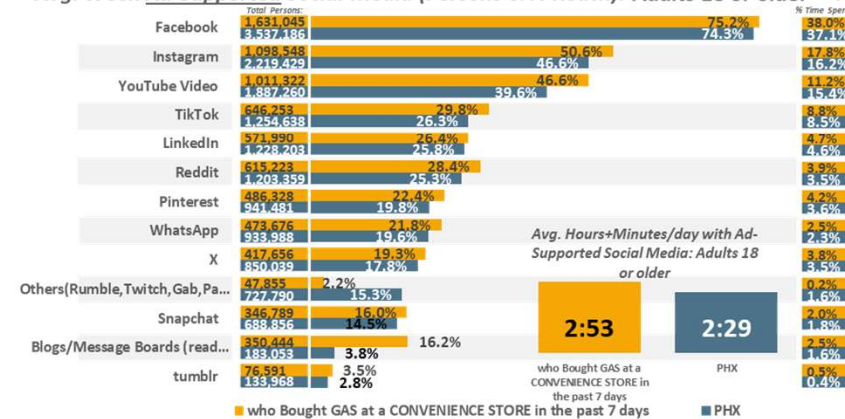


1,631,045 or 75.2% of Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days use Ad-Supported Facebook for an average of 65.7 minutes every day representing 38.0% of all time spent daily with Ad-Supported Social Media.

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



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



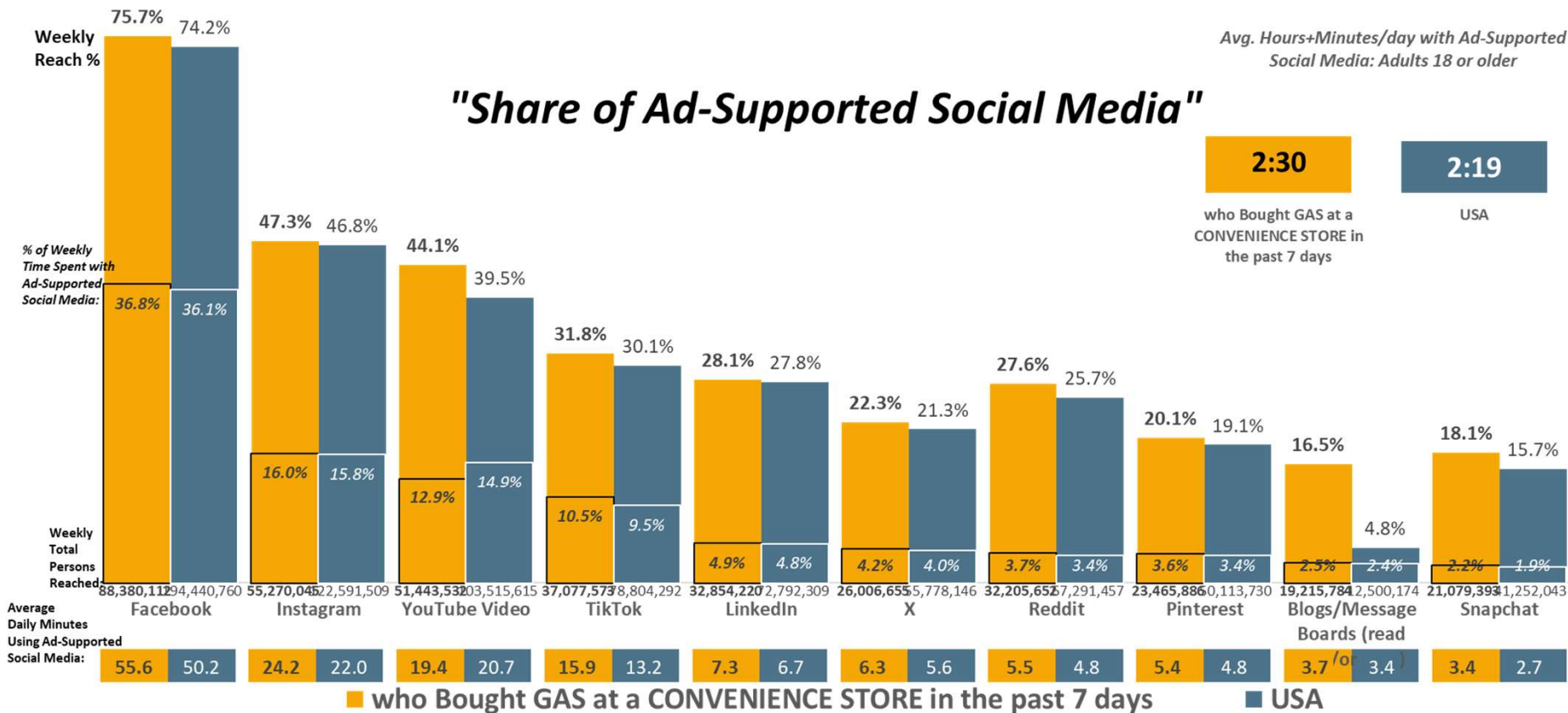
PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,132
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Convenience stores bought gas past 7 days (HHL): 7-Eleven, or AmeriStop, or ampm, or BP, or Casey's, or Chevron Food Mart, or Circle K, or Cumberland Farms, or Holiday Station Stores, or Hy-Vee Fast & Fresh, or Kwik Trip, or Mobil Mart, or Other convenience store/gas station, or QuikTrip, or RaceTrac, or Sheetz, or Shell Food Mart, or Speedway, or UDF (United Dairy Farmers), or Wawa



88,380,112 or 75.7% of Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days use Ad-Supported Facebook for an average of 55.6 minutes every day representing 36.8% of all time spent daily with Ad-Supported Social Media.



USA USA Projection Scarborough R1 2026: Sep24-Jan26 Qual Intab 11,212
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USA Projection Scarborough R1 2026: Sep24-Jan26 Qual Intab 25,371

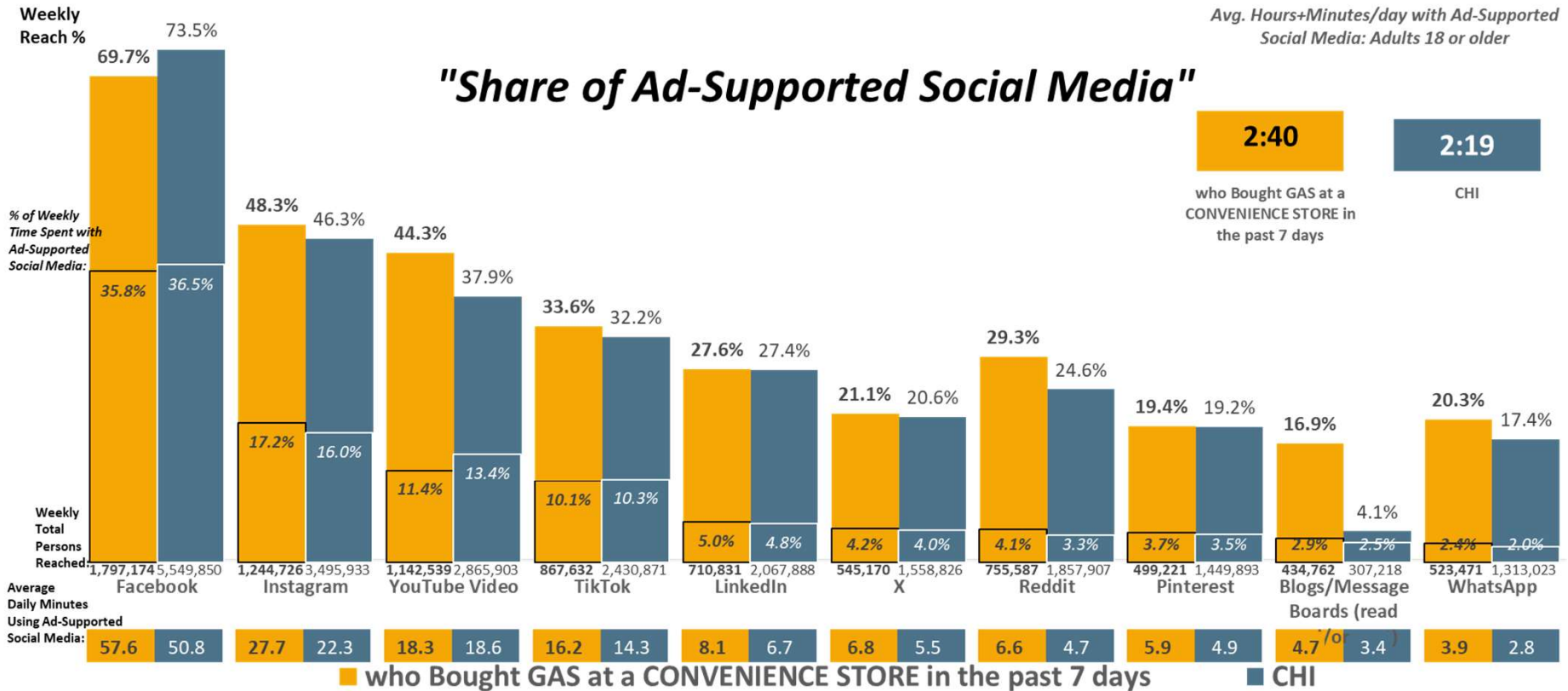
soefa.ai Share of Everything for Anything®

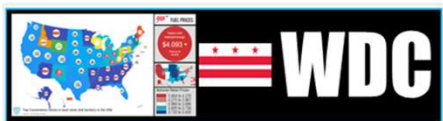
Convenience stores bought gas past 7 days (HHLD): 7-Eleven, or AmeriStop, or ampm, or BP, or Casey's, or Chevron Food Mart, or Circle K, or Cumberland Farms, or Holiday Station Stores, or Hy-Vee Fast & Fresh, or Kwik Trip, or Mobil Mart, or Other convenience store/gas station, or QuikTrip, or RaceTrac, or Sheetz, or Shell Food Mart, or Speedway, or UDF (United Dairy Farmers), or Wawa



1,797,174 or 69.7% of Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days use Ad-Supported Facebook for an average of 57.6 minutes every day representing 35.8% of all time spent daily with Ad-Supported Social Media.

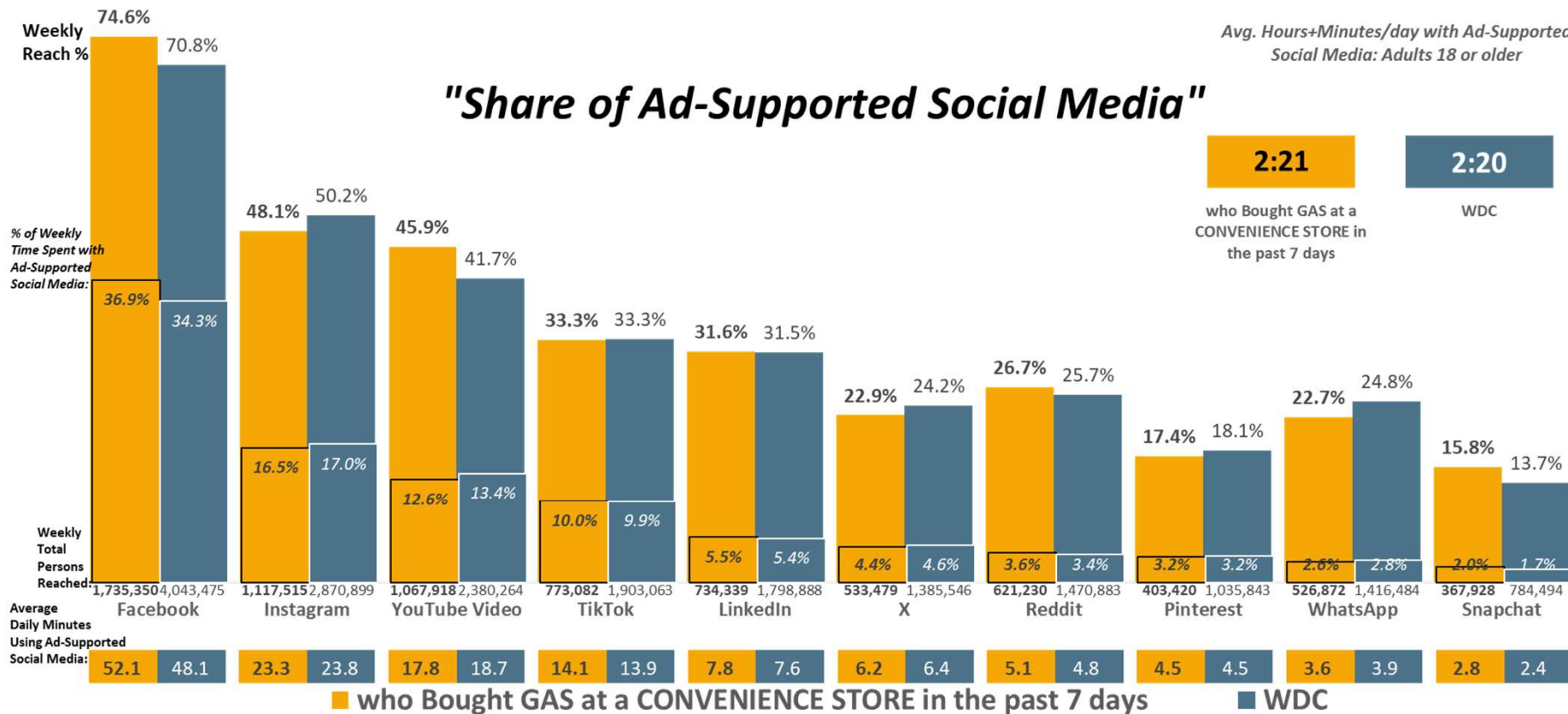
"Share of Ad-Supported Social Media"





1,735,350 or 74.6% of Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days use Ad-Supported Facebook for an average of 52.1 minutes every day representing 36.9% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 2,558 WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919
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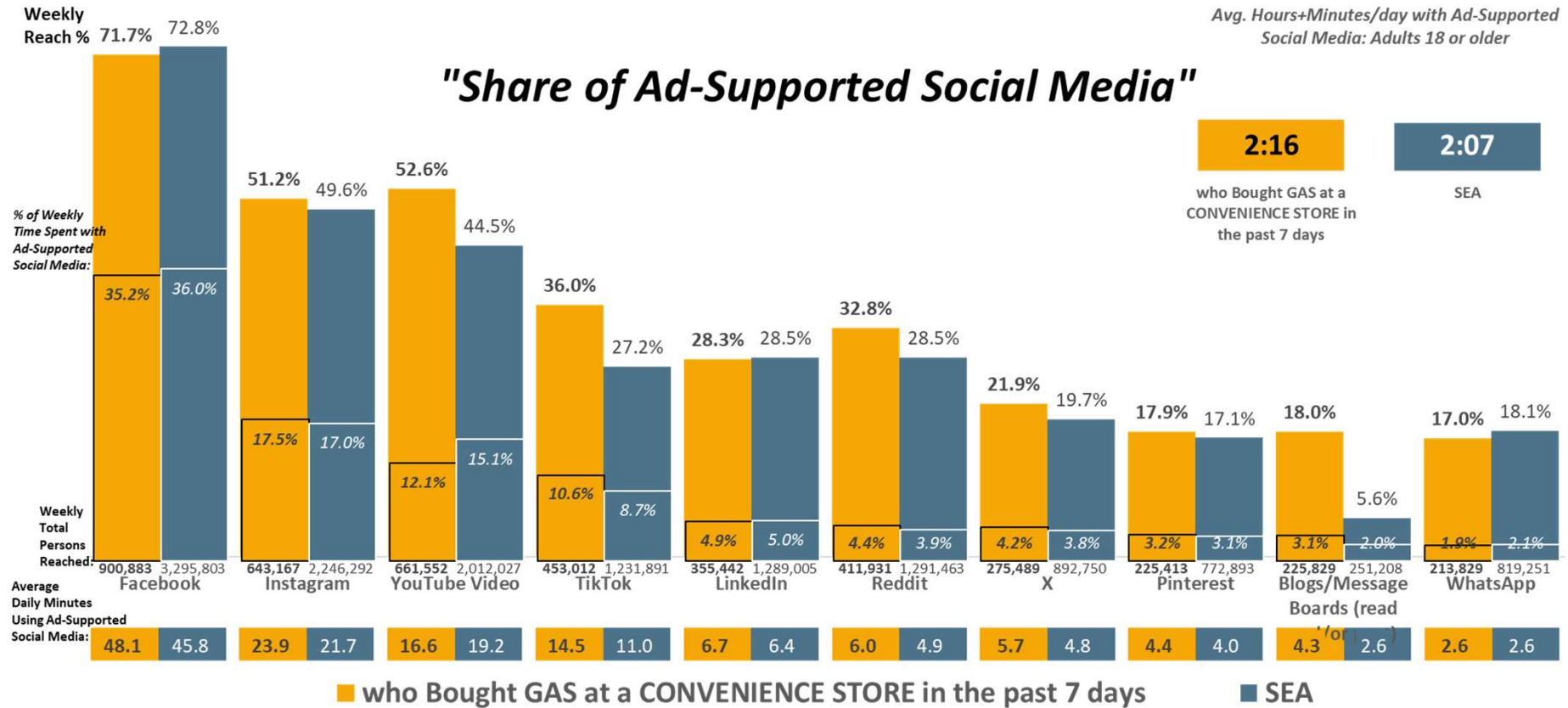
soefa.ai Share of Everything for Anything

Convenience stores bought gas past 7 days (HHLD): 7-Eleven, or AmeriStop, or ampm, or BP, or Casey's, or Chevron Food Mart, or Circle K, or Cumberland Farms, or Holiday Station Stores, or Hy-Vee Fast & Fresh, or Kwik Trip, or Mobil Mart, or Other convenience store/gas station, or QuikTrip, or RaceTrac, or Sheetz, or Shell Food Mart, or Speedway, or UDF (United Dairy Farmers), or Wawa



900,883 or 71.7% of Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days use Ad-Supported Facebook for an average of 48.1 minutes every day representing 35.2% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,011 SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,986
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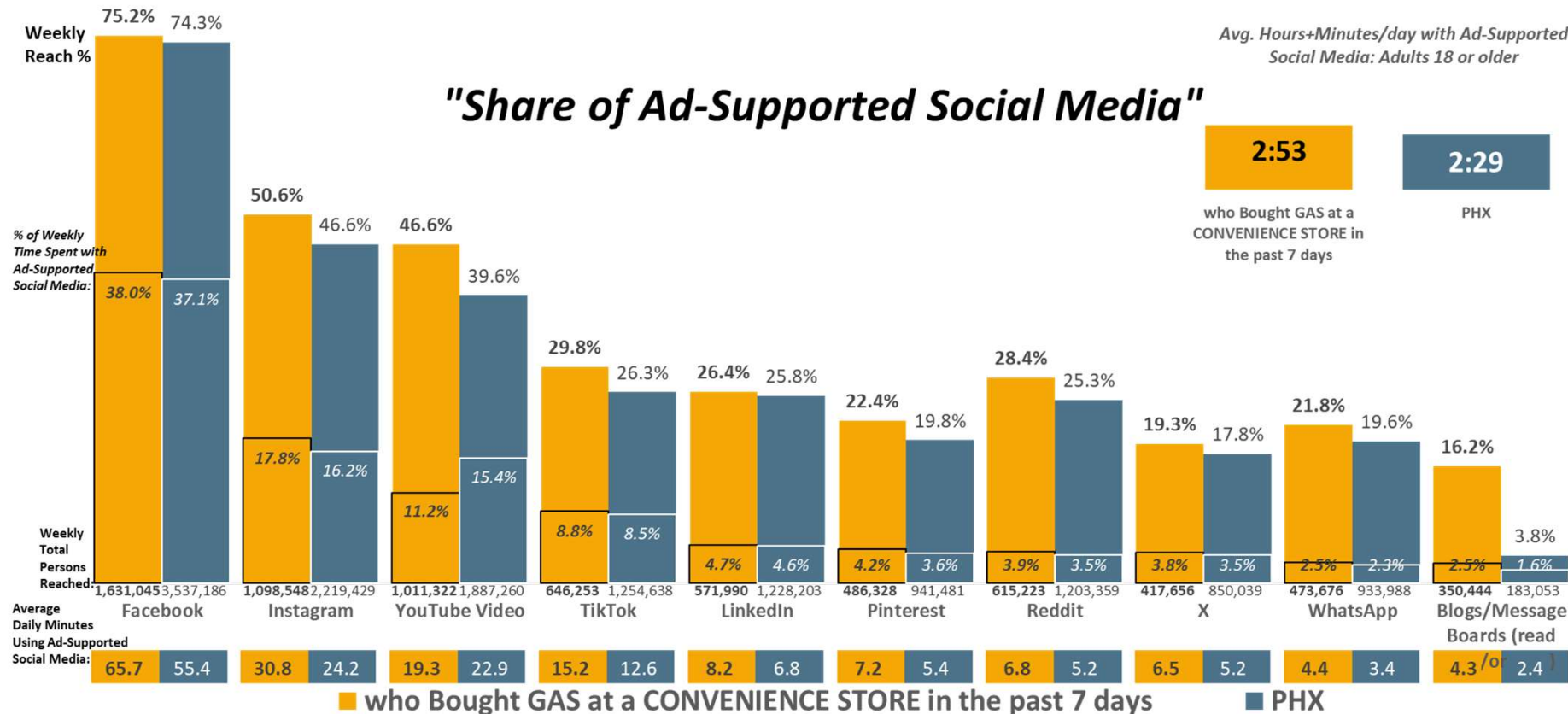
soefa.ai Share of Everything for Anything

Convenience stores bought gas past 7 days (HHLD): 7-Eleven, or AmeriStop, or ampm, or BP, or Casey's, or Chevron Food Mart, or Circle K, or Cumberland Farms, or Holiday Station Stores, or Hy-Vee Fast & Fresh, or Kwik Trip, or Mobil Mart, or Other convenience store/gas station, or QuikTrip, or RaceTrac, or Sheetz, or Shell Food Mart, or Speedway, or UDF (United Dairy Farmers), or Wawa



1,631,045 or 75.2% of Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days use Ad-Supported Facebook for an average of 65.7 minutes every day representing 38.% of all time spent daily with Ad-Supported Social Media.

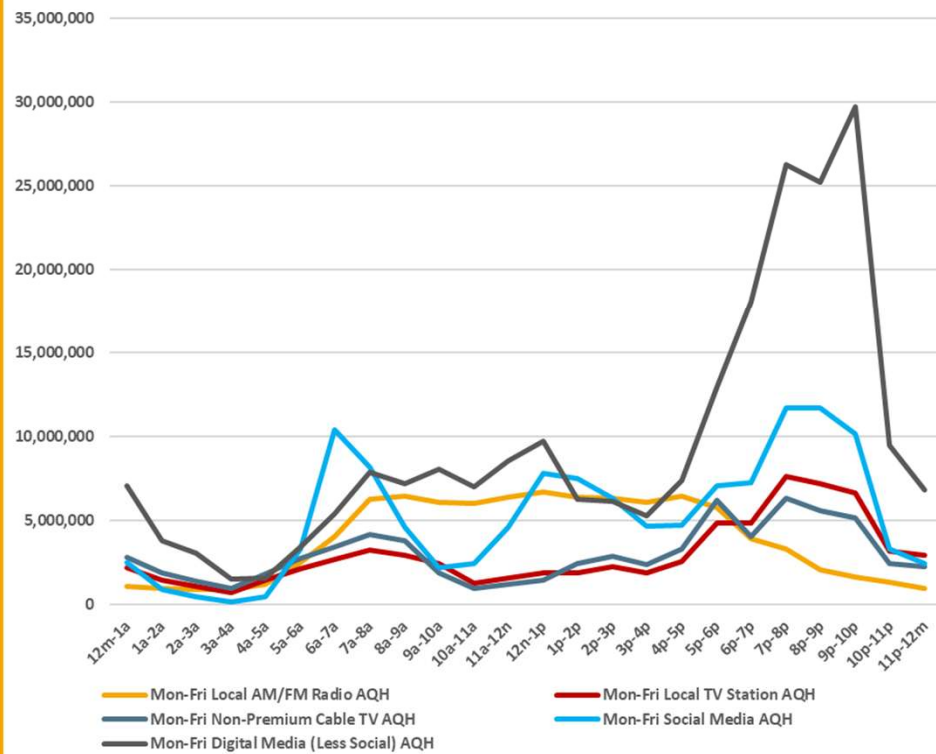
"Share of Ad-Supported Social Media"



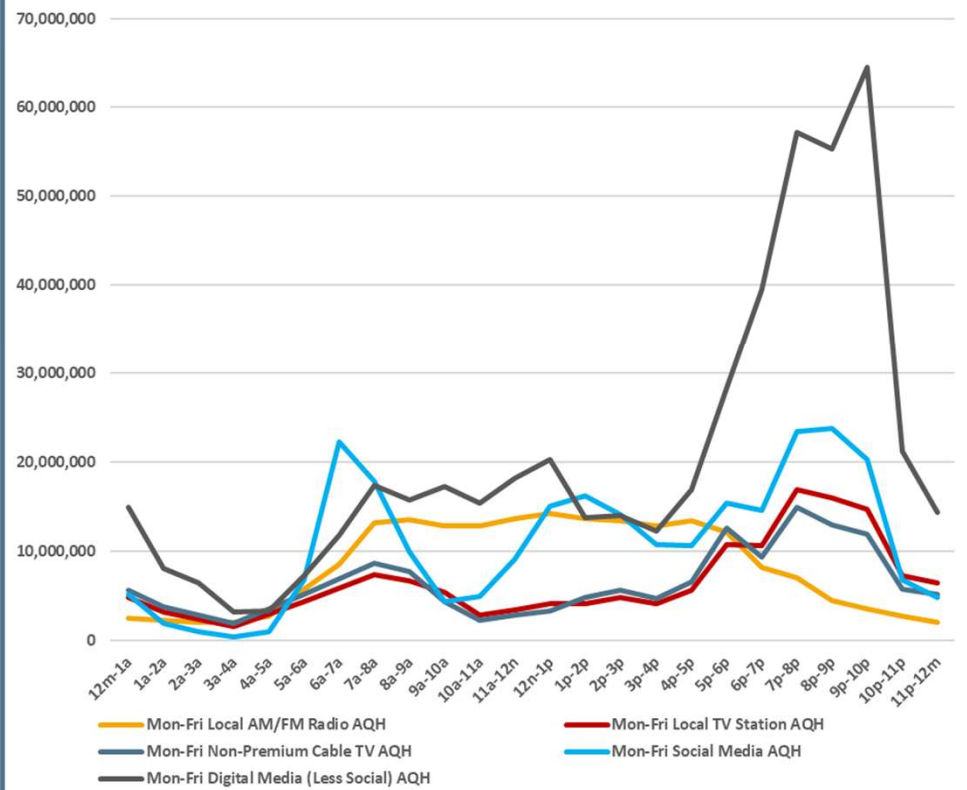


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 8,445,935; Social Media: 5,979,272; Local Radio: 5,910,821; Non-Prem. Cable: 2,939,824; Local TV: 2,643,378 reaching Adults 18 or older who Bought GAS at a CONVENIENCE ST

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Bought GAS at a CONVENIENCE
STORE in the past 7 days



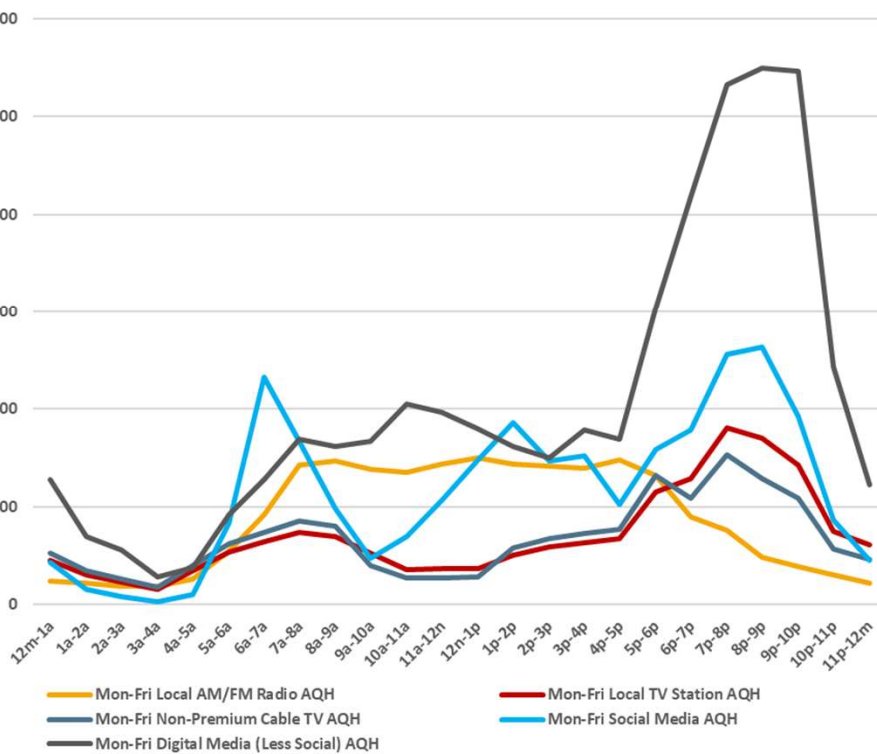
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA 210 DMA Area Adults 18 or older



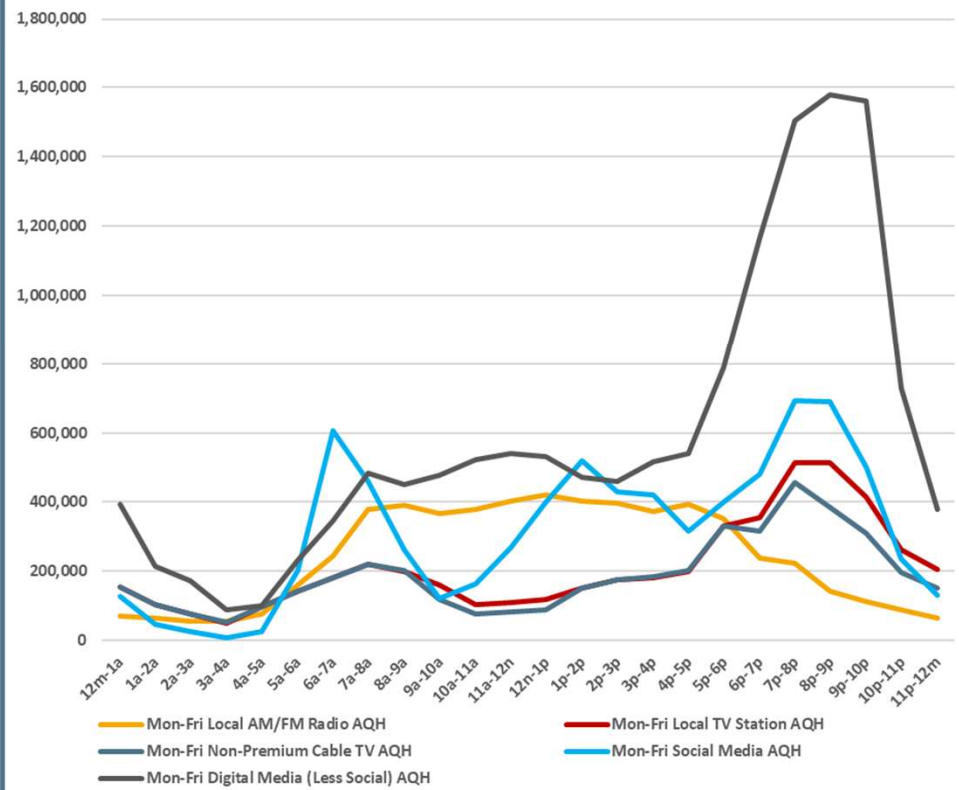


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 199,244; Social Media: 137,950; Local Radio: 134,178; Non-Prem. Cable: 67,706; Local TV: 65,539 reaching Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the p

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Bought GAS at a CONVENIENCE
STORE in the past 7 days**



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



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,474
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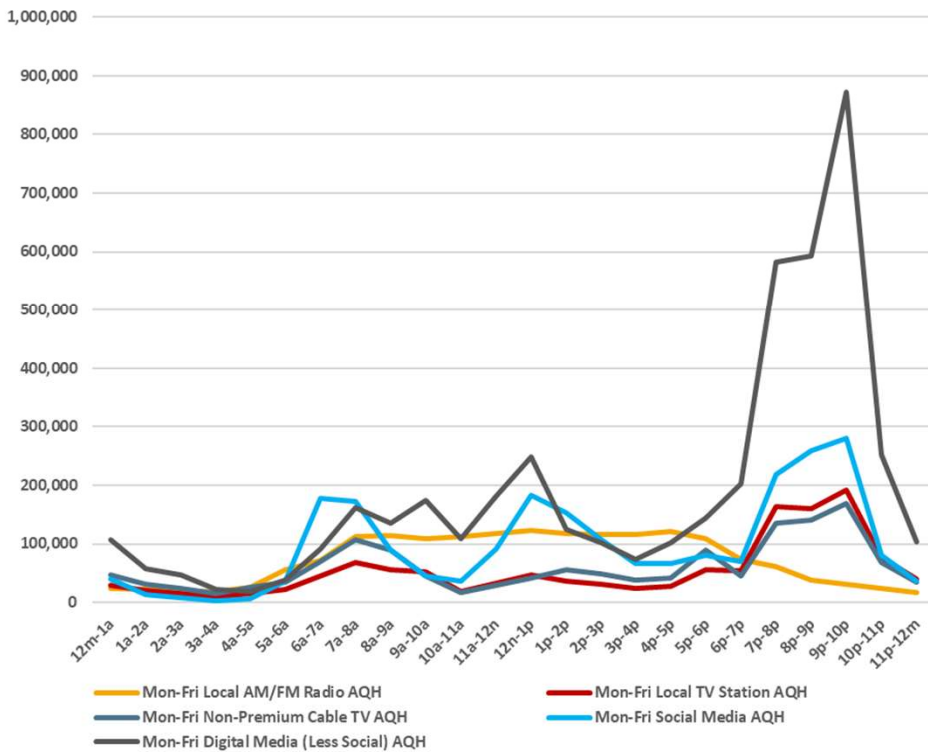
Convenience stores bought gas past 7 days (HHLD): 7-Eleven, or AmeriStop, or ampm, or BP, or Casey's, or Chevron Food Mart, or Circle K, or Cumberland Farms, or Holiday Station Stores, or Hy-Vee Fast & Fresh, or Kwik Trip, or Mobil Mart, or Other convenience store/gas station, or QuikTrip, or RaceTrac, or Sheetz, or Shell Food Mart, or Speedway, or UDF (United Dairy Farmers), or Wawa

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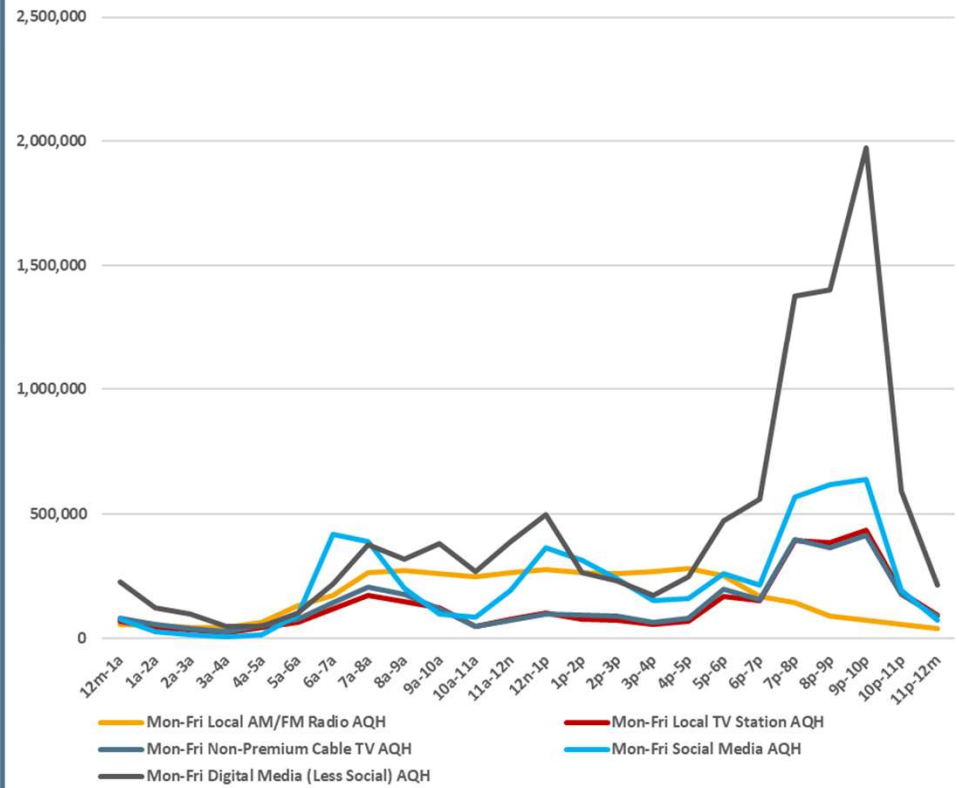


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 142,540;
Local Radio: 108,987; Social Media: 103,302; Non-Prem. Cable: 55,325; Local TV: 42,379
reaching Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the p

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Bought GAS at a CONVENIENCE
STORE in the past 7 days



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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 2,558
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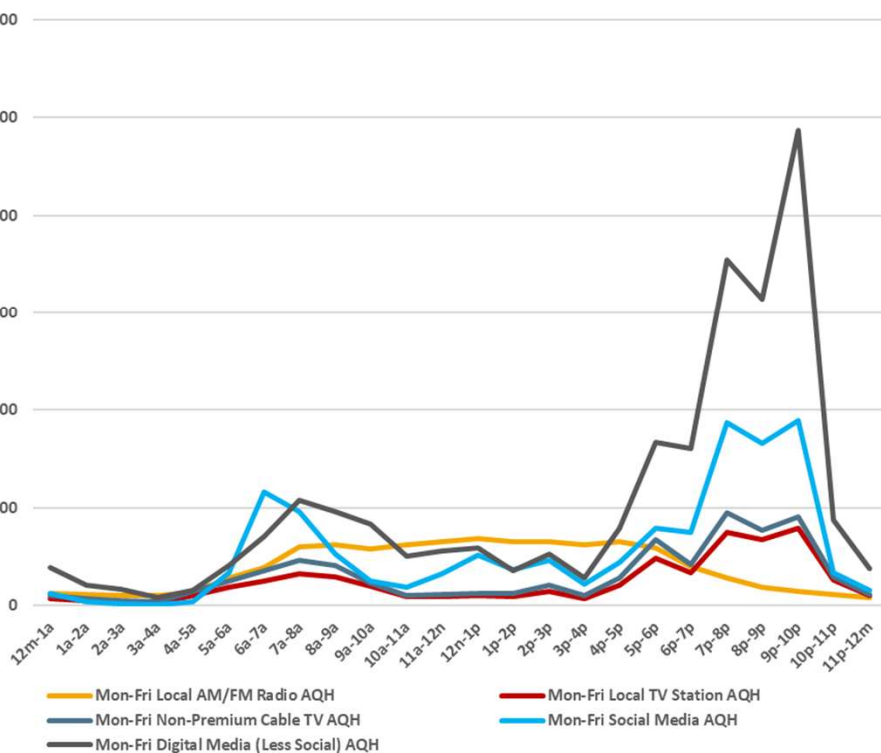
Convenience stores bought gas past 7 days (HHLD): 7-Eleven, or AmeriStop, or ampm, or BP, or Casey's, or Chevron Food Mart, or Circle K, or Cumberland Farms, or Holiday Station Stores, or Hy-Vee Fast & Fresh, or Kwik Trip, or Mobil Mart, or
Other convenience store/gas station, or QuikTrip, or RaceTrac, or Sheetz, or Shell Food Mart, or Speedway, or UDF (United Dairy Farmers), or Wawa

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for Anything ®

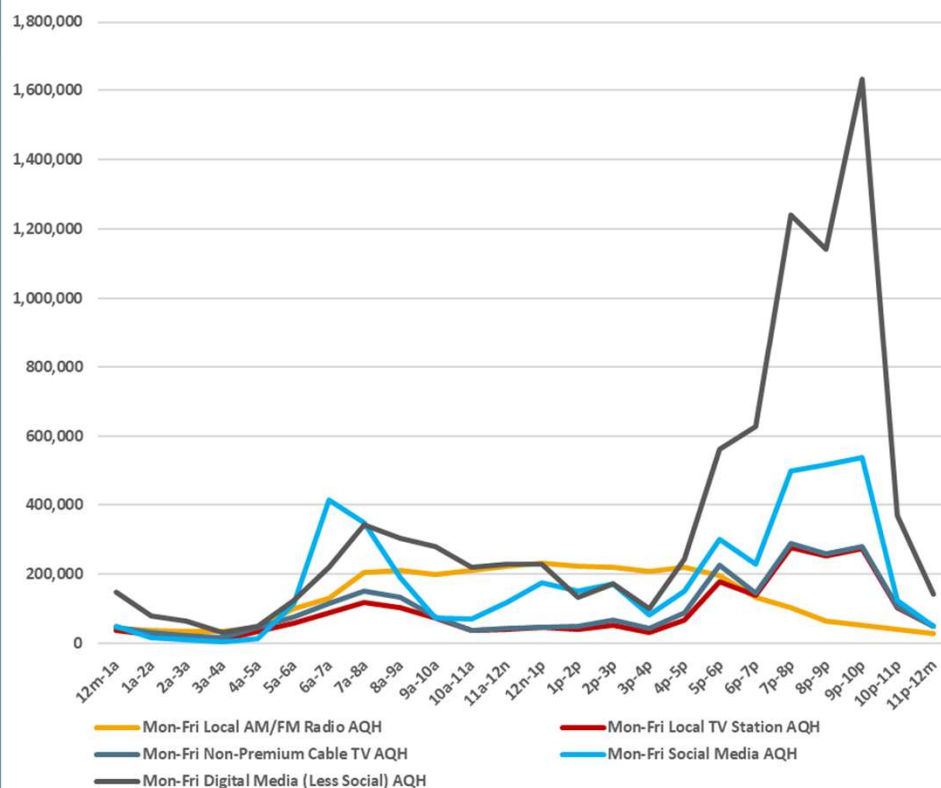


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 80,433; Local Radio: 59,358; Social Media: 53,575; Non-Prem. Cable: 27,580; Local TV: 20,628 reaching Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Bought GAS at a CONVENIENCE
STORE in the past 7 days



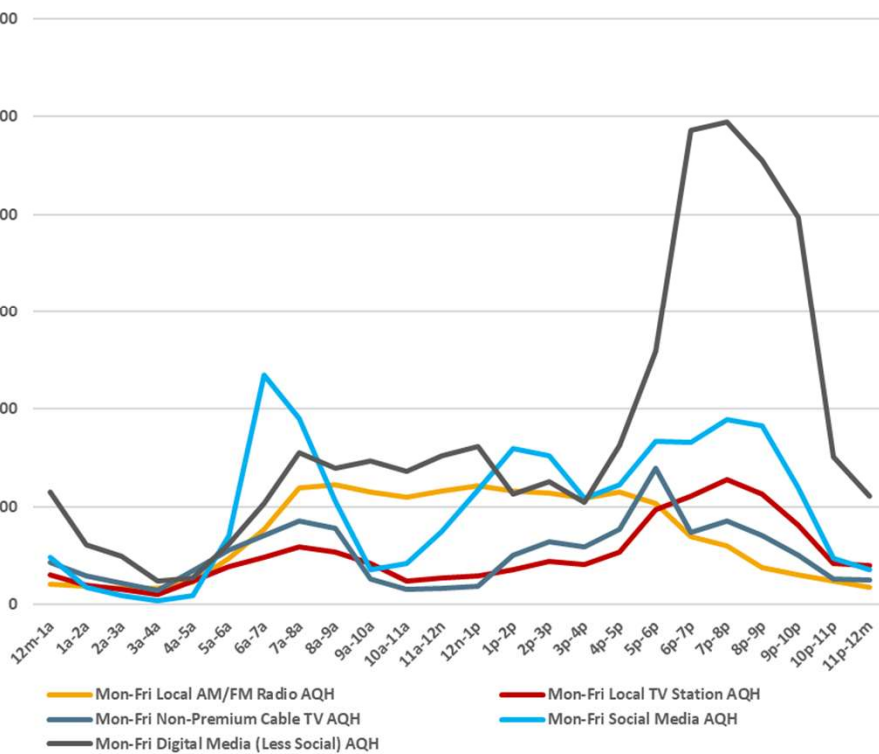
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
SEA Metro Area Adults 18 or older



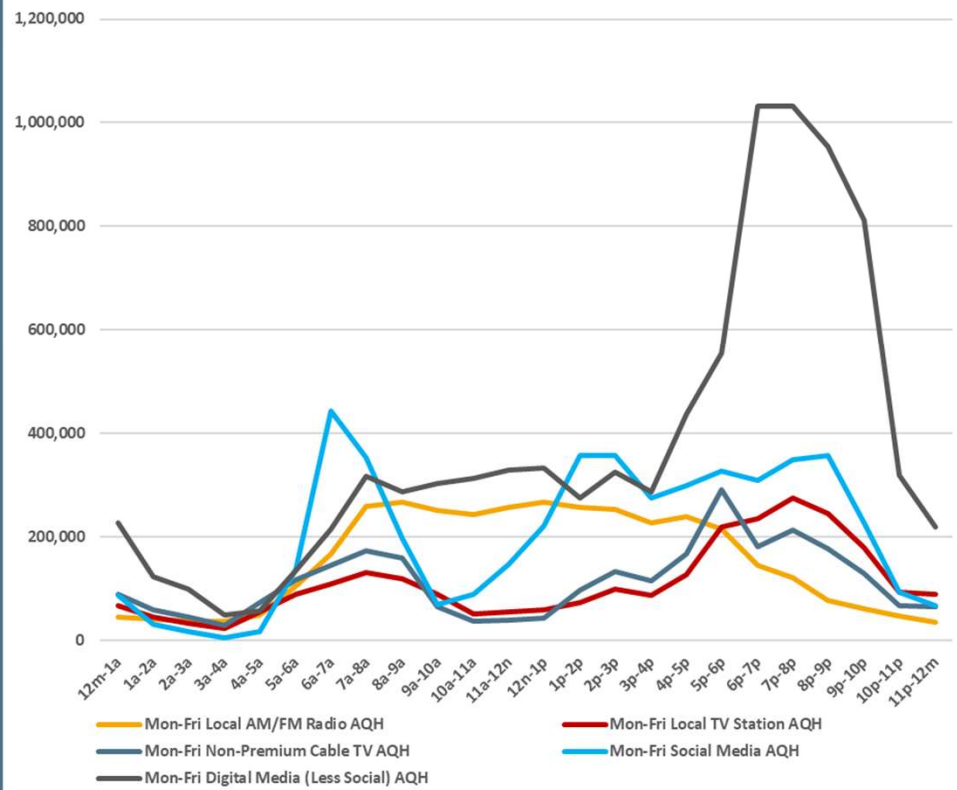


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 172,930;
Social Media: 129,090; Local Radio: 108,392; Non-Prem. Cable: 59,439; Local TV: 51,229
reaching Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the p

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Bought GAS at a CONVENIENCE
STORE in the past 7 days



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



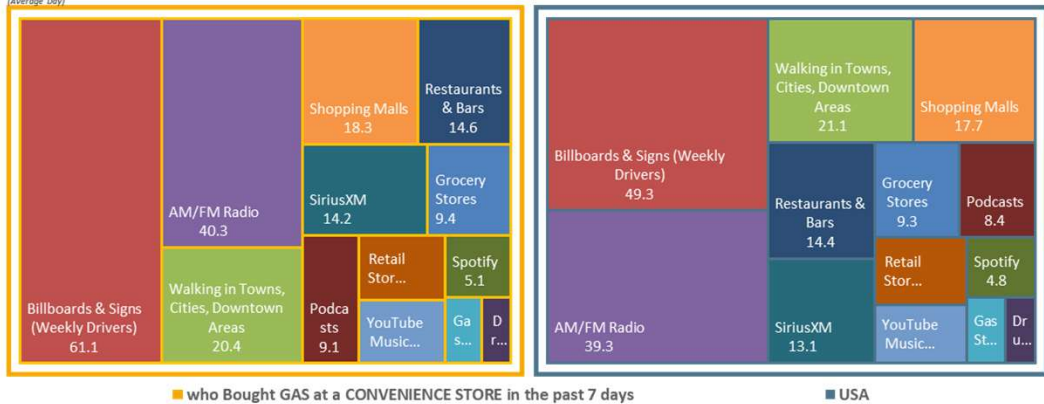


108,805,812 or 93.2% of Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days spend an average of 61.1 minutes per day driving, seeing Billboards and Signs. 67.1% Listen to Local Radio Stations Out-of-Home for an average of 37.5 minu

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



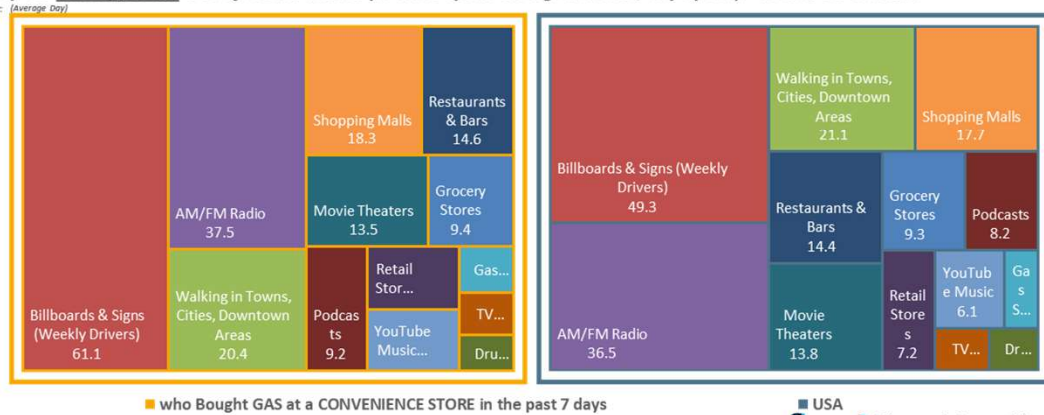
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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: Sep24-Jan26 Qual Intab 11,212
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USA Projection Scarborough R1 2026: Sep24-Jan26 Qual Intab 25,371

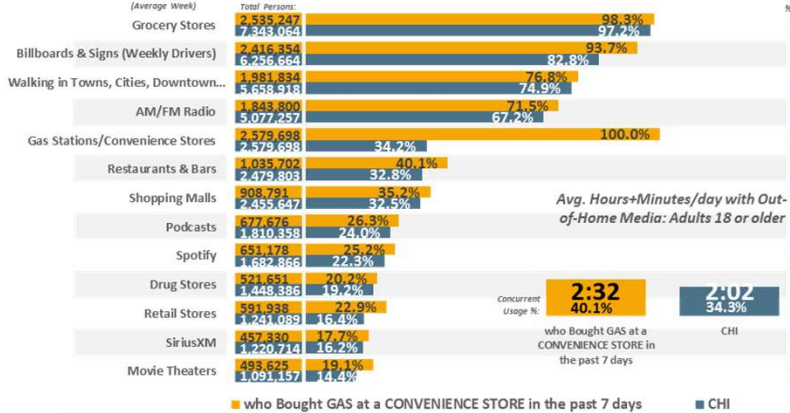
soefa.ai Share of Everything for Anything

Convenience stores bought gas past 7 days (HHLD): 7-Eleven, or AmeriStop, or ampm, or BP, or Casey's, or Chevron Food Mart, or Circle K, or Cumberland Farms, or Holiday Station Stores, or Hy-Vee Fast & Fresh, or Kwik Trip, or Mobil Mart, or Other convenience store/gas station, or QuikTrip, or RaceTrac, or Sheetz, or Shell Food Mart, or Speedway, or UDF (United Dairy Farmers), or Wawa

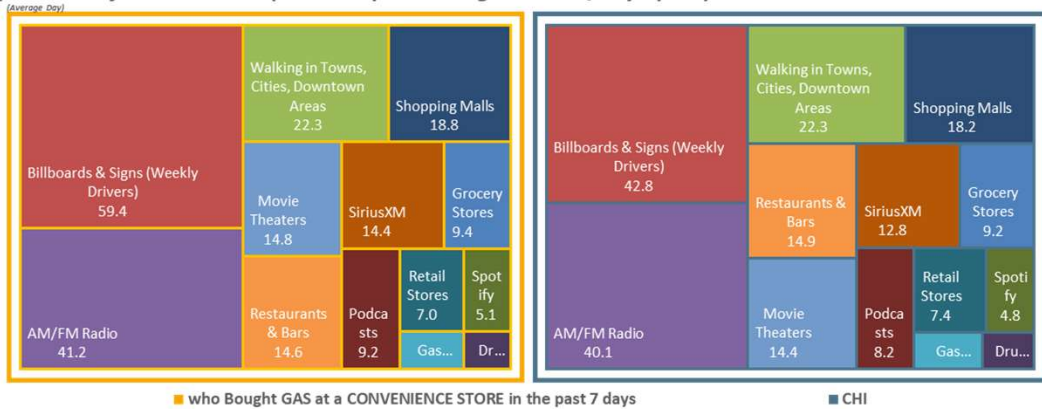


2,416,354 or 93.7% of Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days spend an average of 59.4 minutes per day driving, seeing Billboards and Signs. 68.9% Listen to Local Radio Stations Out-of-Home for an average of 38.2 minute

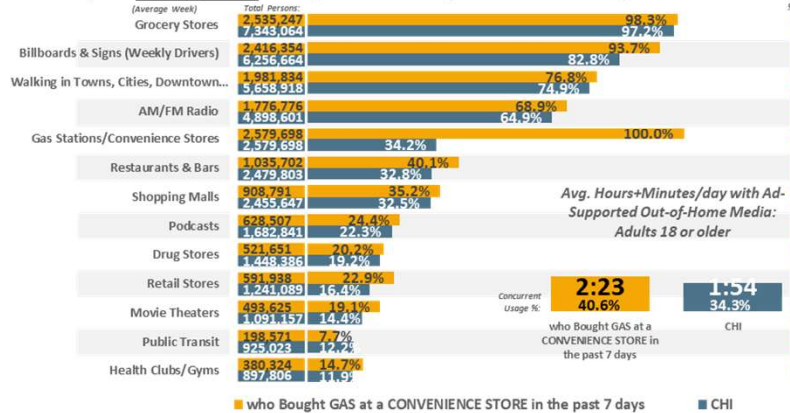
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



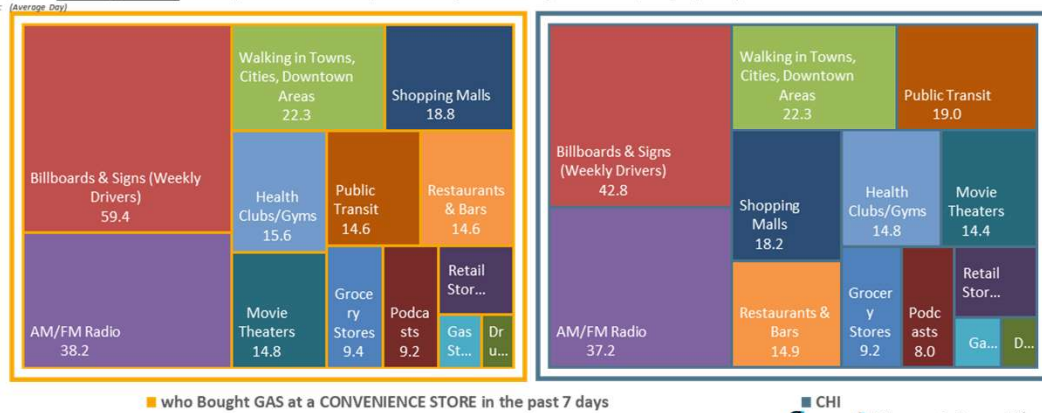
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



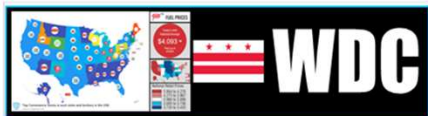
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,474
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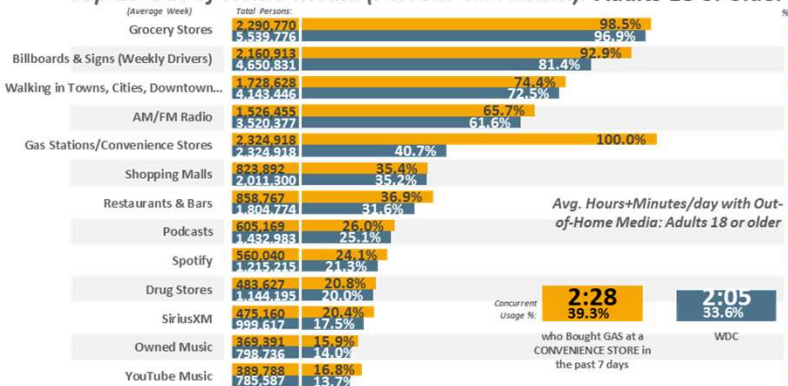
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Convenience stores bought gas past 7 days (HHLD): 7-Eleven, or AmeriStop, or ampm, or BP, or Casey's, or Chevron Food Mart, or Circle K, or Cumberland Farms, or Holiday Station Stores, or Hy-Vee Fast & Fresh, or Kwik Trip, or Mobil Mart, or Other convenience store/gas station, or QuikTrip, or RaceTrac, or Sheetz, or Shell Food Mart, or Speedway, or UDF (United Dairy Farmers), or Wawa



2,160,913 or 92.9% of Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days spend an average of 64.5 minutes per day driving, seeing Billboards and Signs. 63.1% Listen to Local Radio Stations Out-of-Home for an average of 34.1 minute

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

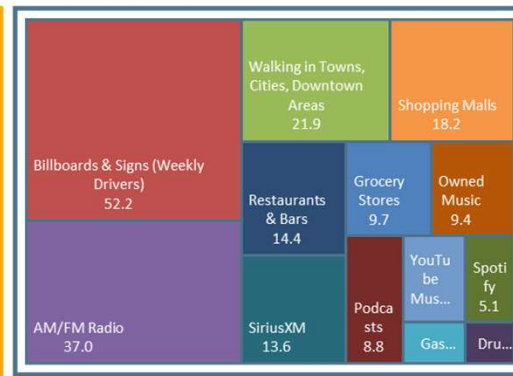
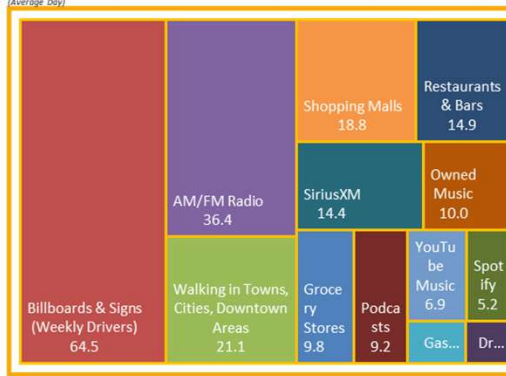


Avg. Hours+Minutes/day with Out-of-Home Media: Adults 18 or older

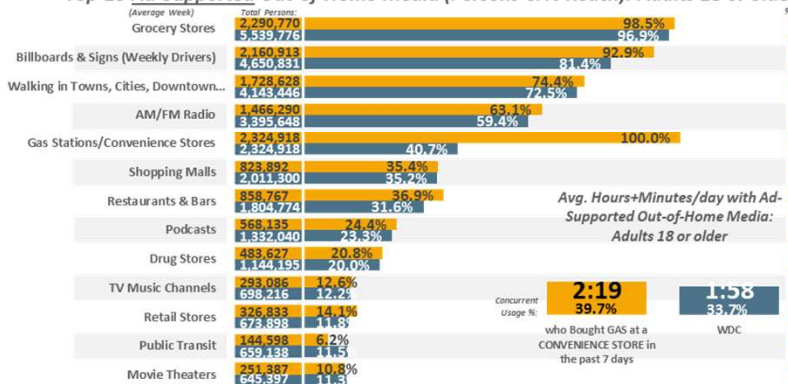
who Bought GAS at a CONVENIENCE STORE in the past 7 days: 2:28 (39.3%)

WDC: 2:05 (33.6%)

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

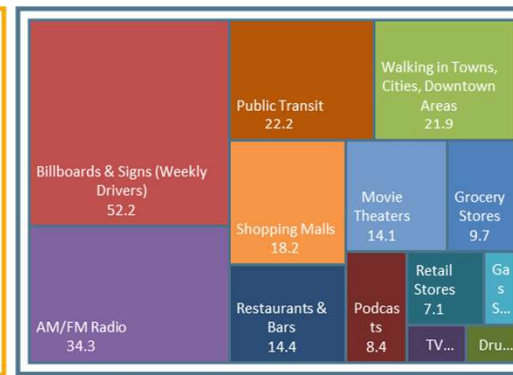


Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 18 or older

who Bought GAS at a CONVENIENCE STORE in the past 7 days: 2:19 (39.7%)

WDC: 1:58 (33.7%)

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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 2,558
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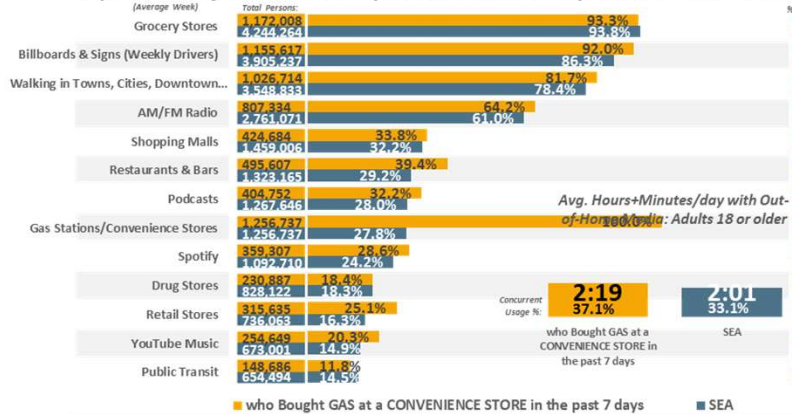
soefa.ai Share of Everything for Anything

Convenience stores bought gas past 7 days (HHLD): 7-Eleven, or AmeriStop, or ampm, or BP, or Casey's, or Chevron Food Mart, or Circle K, or Cumberland Farms, or Holiday Station Stores, or Hy-Vee Fast & Fresh, or Kwik Trip, or Mobil Mart, or Other convenience store/gas station, or QuikTrip, or RaceTrac, or Sheetz, or Shell Food Mart, or Speedway, or UDF (United Dairy Farmers), or Wawa

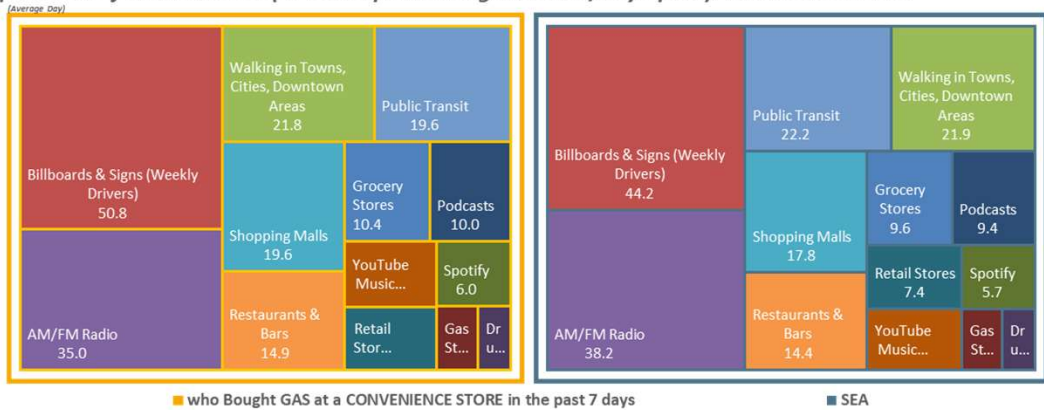


1,155,617 or 92.% of Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days spend an average of 50.8 minutes per day driving, seeing Billboards and Signs. 62.4% Listen to Local Radio Stations Out-of-Home for an average of 31.6 minutes

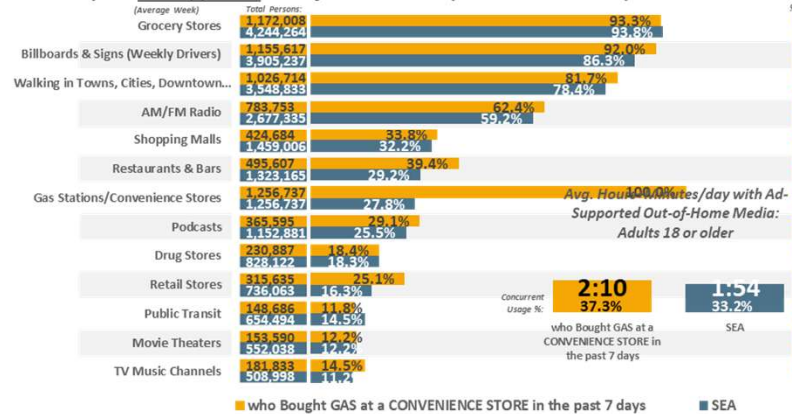
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



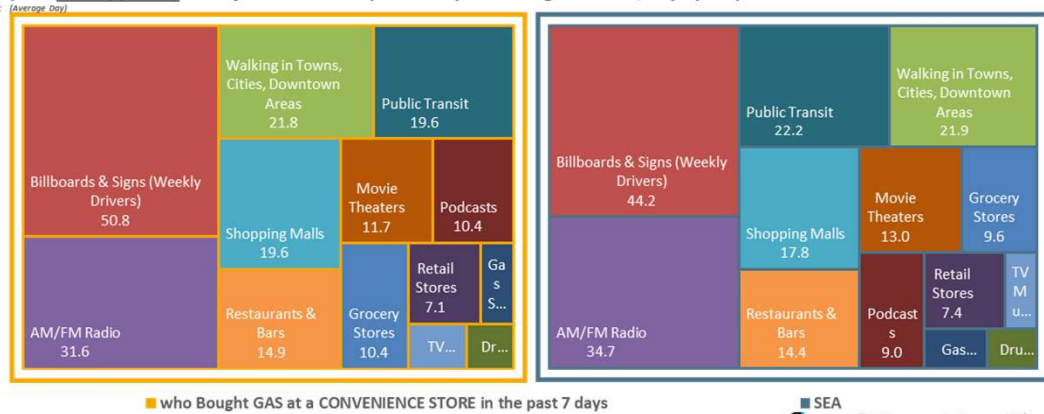
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,011
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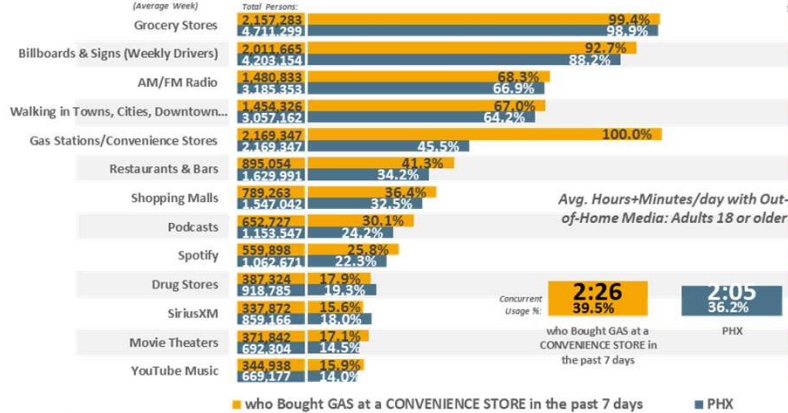
soefa.ai Share of Everything for Anything

Convenience stores bought gas past 7 days (HHL): 7-Eleven, or AmeriStop, or ampm, or BP, or Casey's, or Chevron Food Mart, or Circle K, or Cumberland Farms, or Holiday Station Stores, or Hy-Vee Fast & Fresh, or Kwik Trip, or Mobil Mart, or Other convenience store/gas station, or QuikTrip, or RaceTrac, or Sheetz, or Shell Food Mart, or Speedway, or UDF (United Dairy Farmers), or Wawa

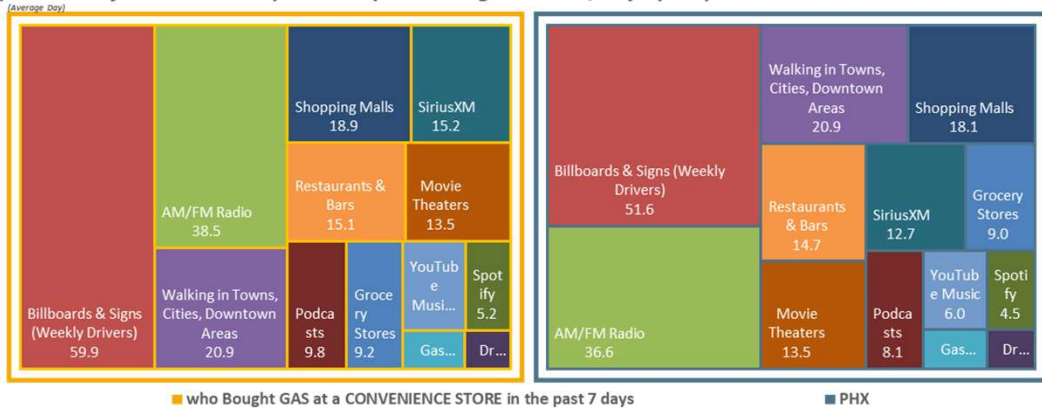


2,011,665 or 92.7% of Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days spend an average of 59.9 minutes per day driving, seeing Billboards and Signs. 66.3% Listen to Local Radio Stations Out-of-Home for an average of 36.8 minute

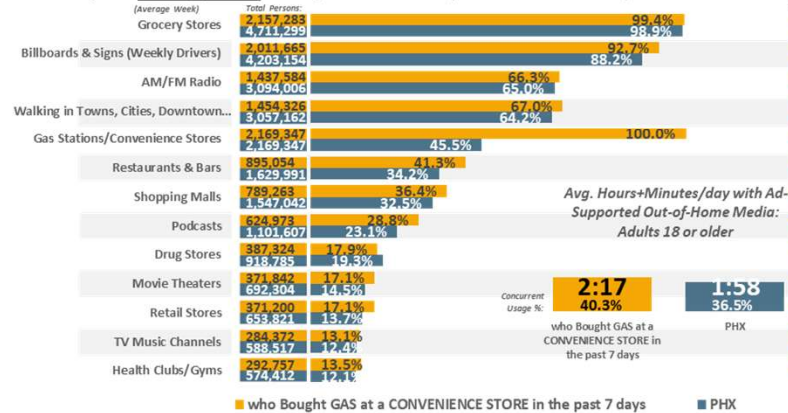
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



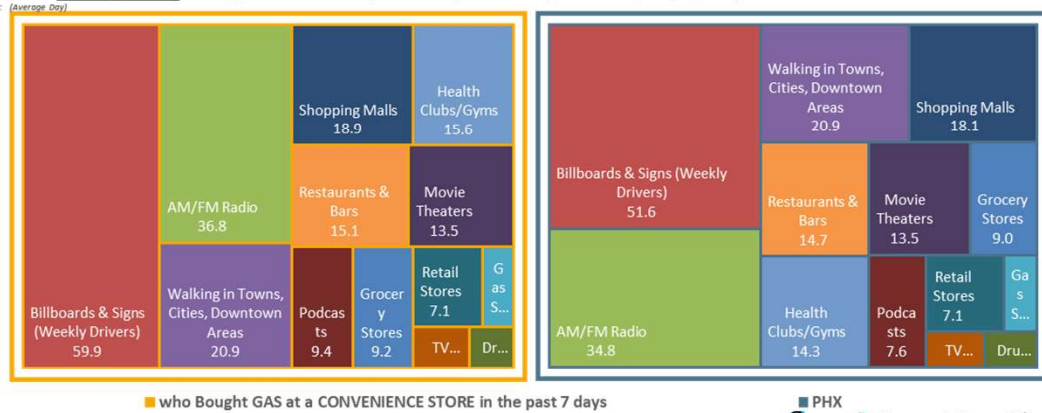
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,132
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Convenience stores bought gas past 7 days (HHLID): 7-Eleven, or AmeriStop, or ampm, or BP, or Casey's, or Chevron Food Mart, or Circle K, or Cumberland Farms, or Holiday Station Stores, or Hy-Vee Fast & Fresh, or Kwik Trip, or Mobil Mart, or Other convenience store/gas station, or QuikTrip, or RaceTrac, or Sheetz, or Shell Food Mart, or Speedway, or UDF (United Dairy Farmers), or Wawa

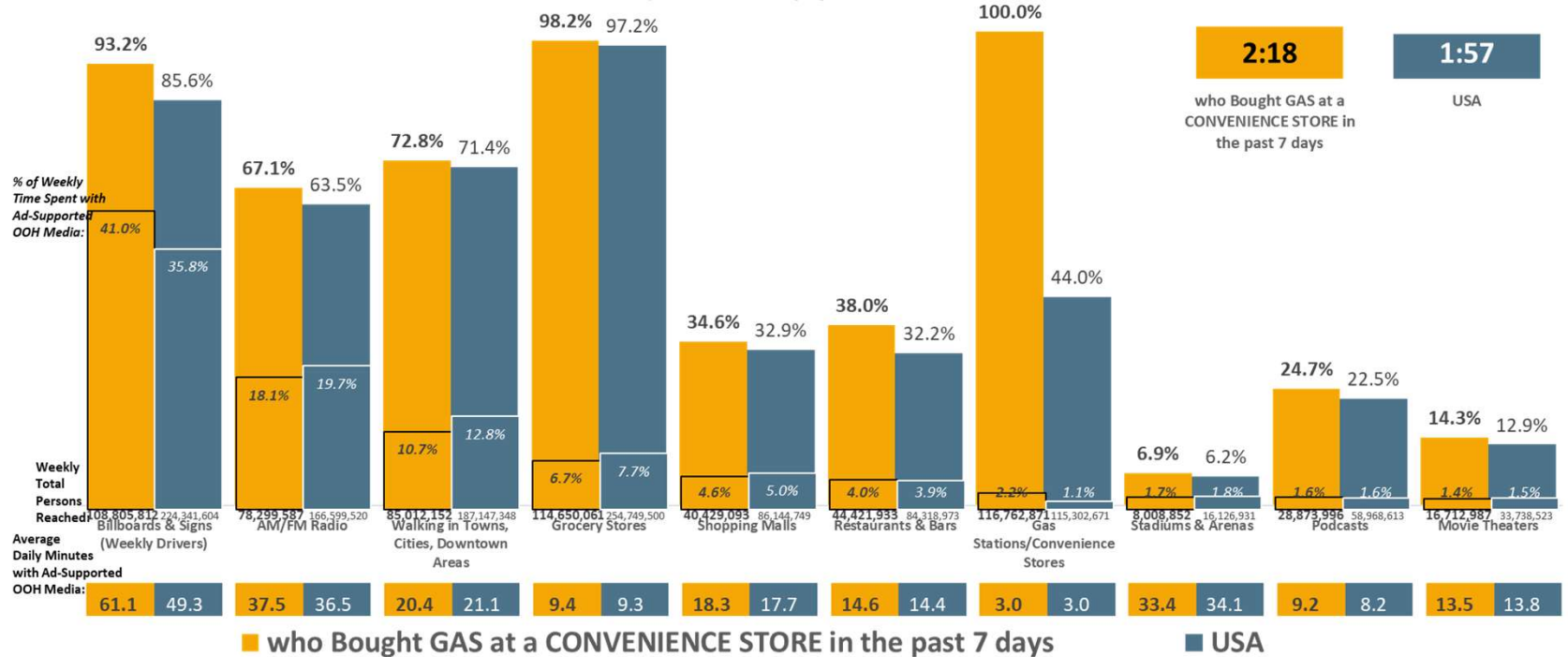


108,805,812 or 93.2% of Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days spend an average of 61.1 minutes per day driving, seeing Billboards and Signs representing 41.1% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



USA USA Projection Scarborough R1 2026: Sep24-Jan26 Qual Intab 11,212
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USA Projection Scarborough R1 2026: Sep24-Jan26 Qual Intab 25,371

soefa.ai Share of Everything for Anything

Convenience stores bought gas past 7 days (HHLD): 7-Eleven, or AmeriStop, or ampm, or BP, or Casey's, or Chevron Food Mart, or Circle K, or Cumberland Farms, or Holiday Station Stores, or Hy-Vee Fast & Fresh, or Kwik Trip, or Mobil Mart, or Other convenience store/gas station, or QuikTrip, or RaceTrac, or Sheetz, or Shell Food Mart, or Speedway, or UDF (United Dairy Farmers), or Wawa

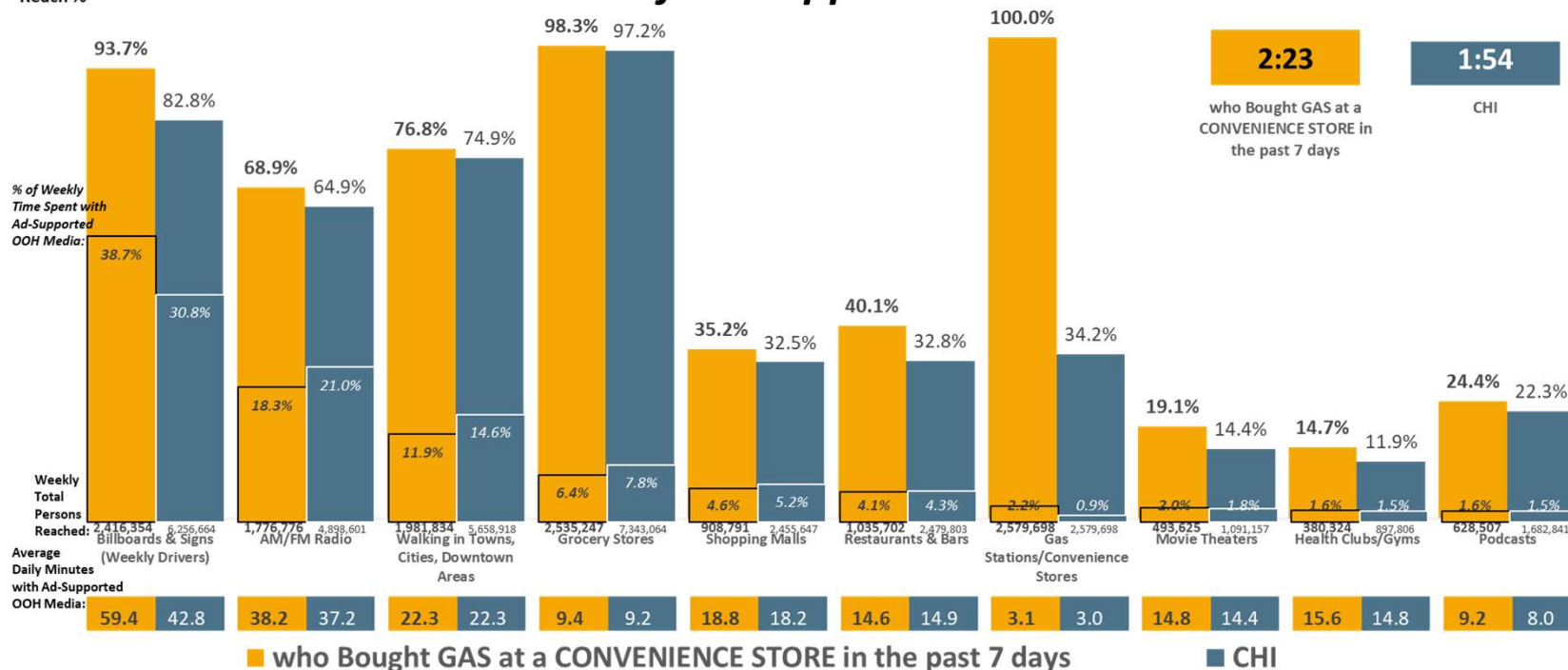


2,416,354 or 93.7% of Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days spend an average of 59.4 minutes per day driving, seeing Billboards and Signs representing 38.7% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,474
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CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,186

soefa.ai Share of Everything for Anything

Convenience stores bought gas past 7 days (HHLD): 7-Eleven, or AmeriStop, or ampm, or BP, or Casey's, or Chevron Food Mart, or Circle K, or Cumberland Farms, or Holiday Station Stores, or Hy-Vee Fast & Fresh, or Kwik Trip, or Mobil Mart, or Other convenience store/gas station, or QuikTrip, or RaceTrac, or Sheetz, or Shell Food Mart, or Speedway, or UDF (United Dairy Farmers), or Wawa

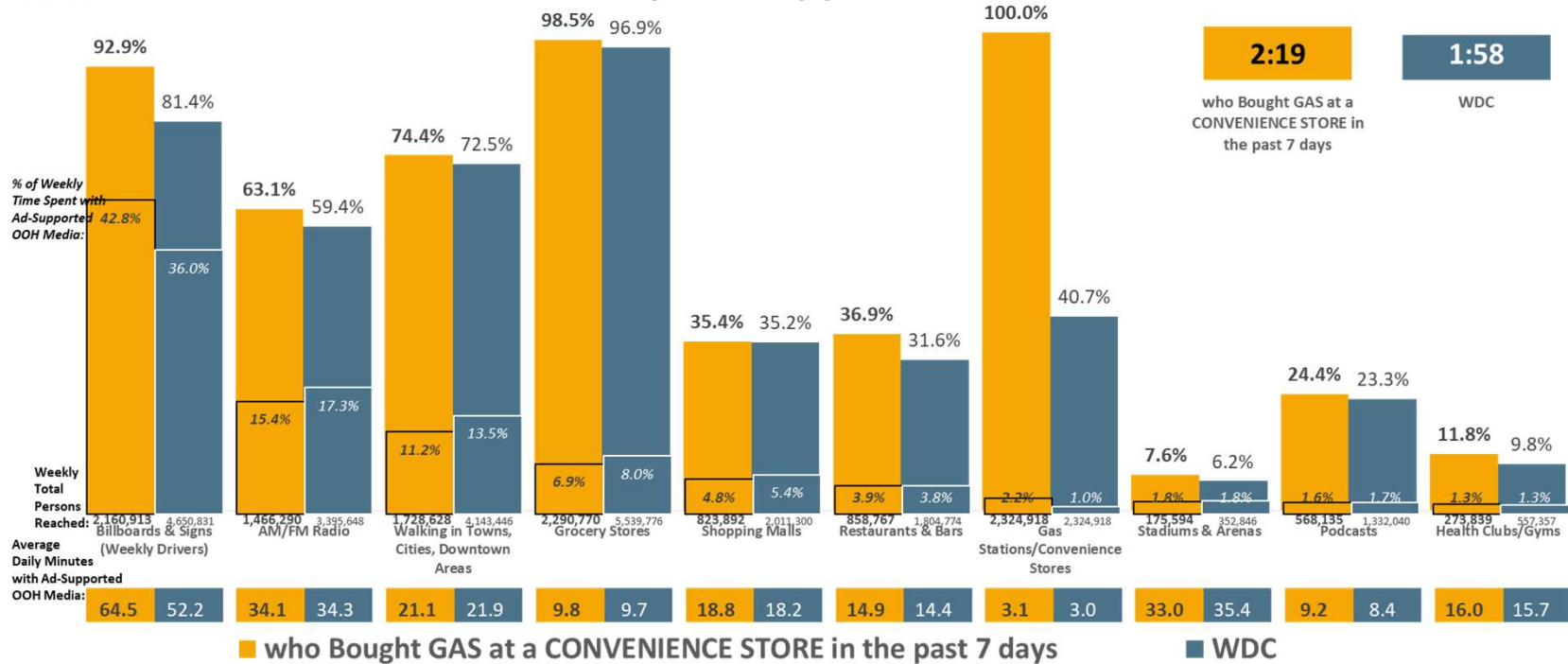


2,160,913 or 92.9% of Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days spend an average of 64.5 minutes per day driving, seeing Billboards and Signs representing 42.8% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 2,558 WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919
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Convenience stores bought gas past 7 days (HHLD): 7-Eleven, or AmeriStop, or ampm, or BP, or Casey's, or Chevron Food Mart, or Circle K, or Cumberland Farms, or Holiday Station Stores, or Hy-Vee Fast & Fresh, or Kwik Trip, or Mobil Mart, or Other convenience store/gas station, or QuikTrip, or RaceTrac, or Sheetz, or Shell Food Mart, or Speedway, or UDF (United Dairy Farmers), or Wawa

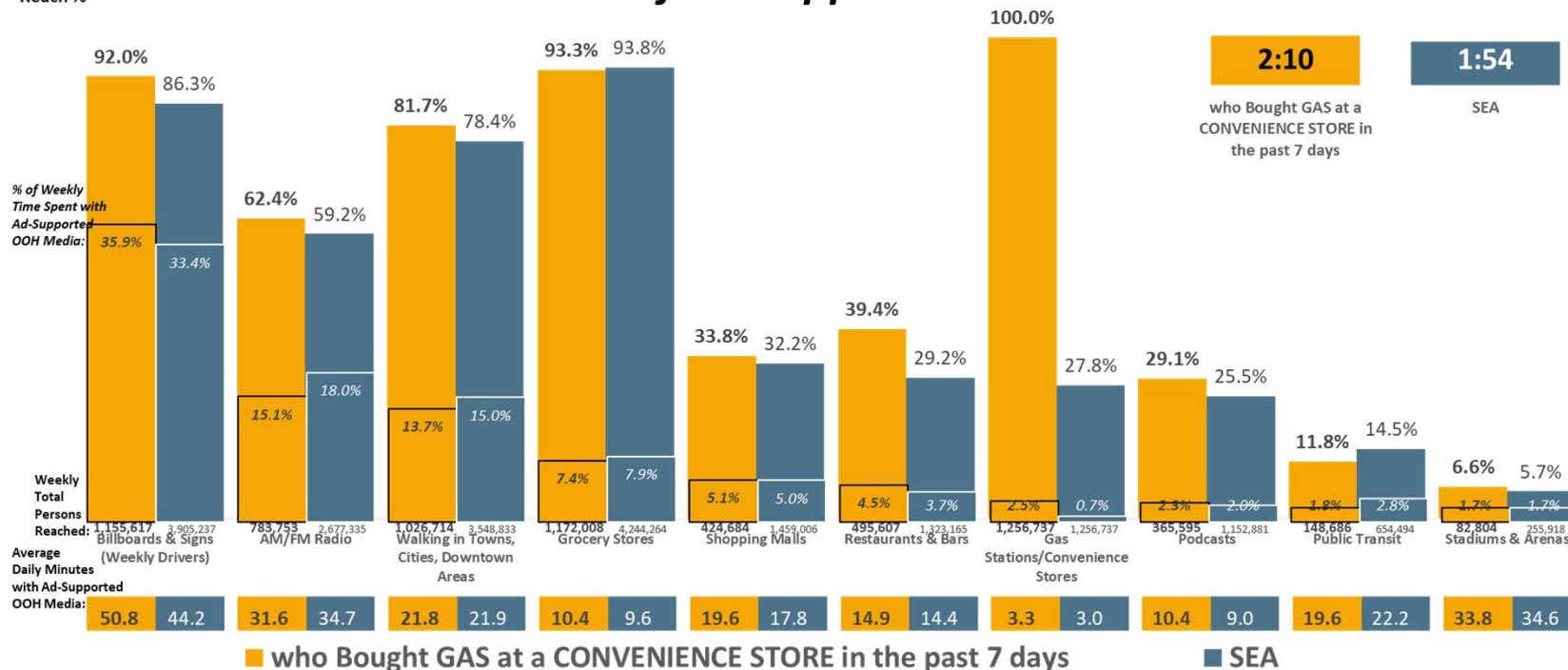


1,155,617 or 92.0% of Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days spend an average of 50.8 minutes per day driving, seeing Billboards and Signs representing 35.9% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,011 SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,986
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Convenience stores bought gas past 7 days (HHLD): 7-Eleven, or AmeriStop, or ampm, or BP, or Casey's, or Chevron Food Mart, or Circle K, or Cumberland Farms, or Holiday Station Stores, or Hy-Vee Fast & Fresh, or Kwik Trip, or Mobil Mart, or Other convenience store/gas station, or QuikTrip, or RaceTrac, or Sheetz, or Shell Food Mart, or Speedway, or UDF (United Dairy Farmers), or Wawa

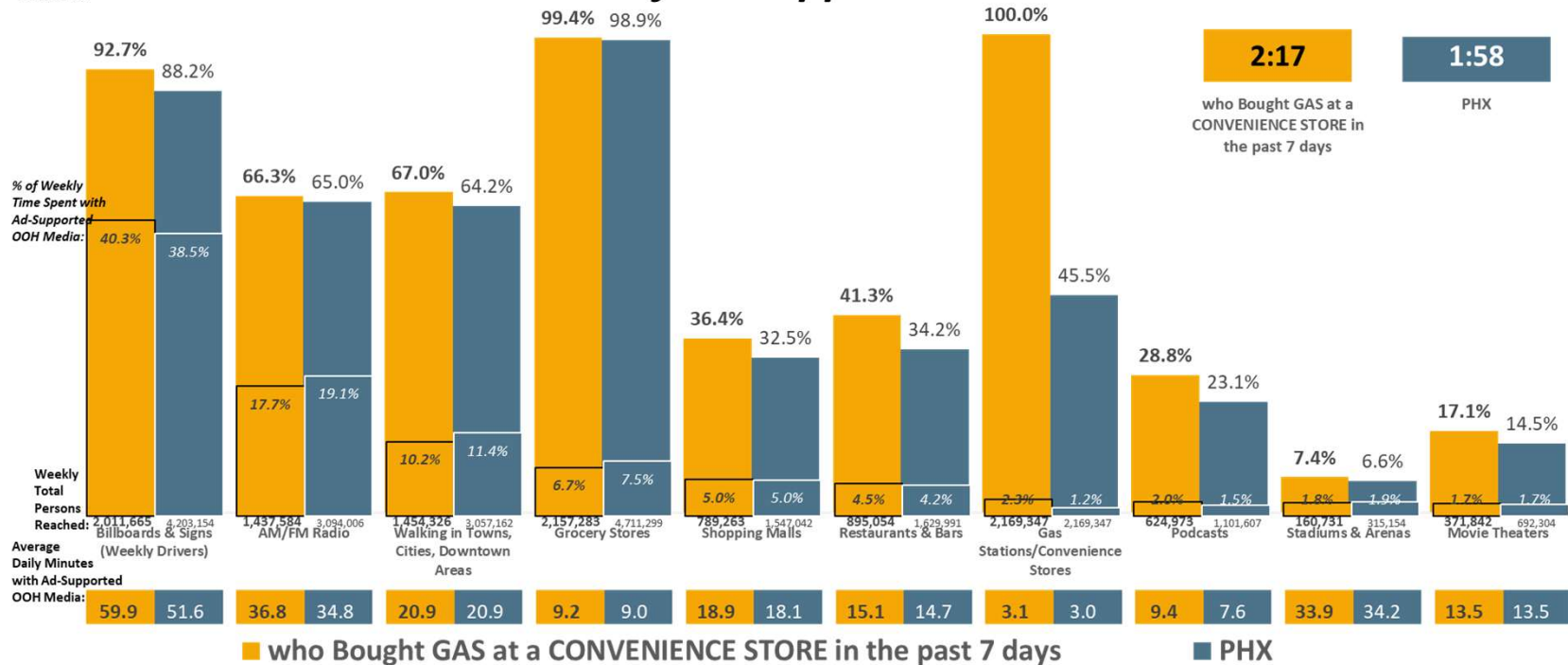


2,011,665 or 92.7% of Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days spend an average of 59.9 minutes per day driving, seeing Billboards and Signs representing 40.3% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,132
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PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,520

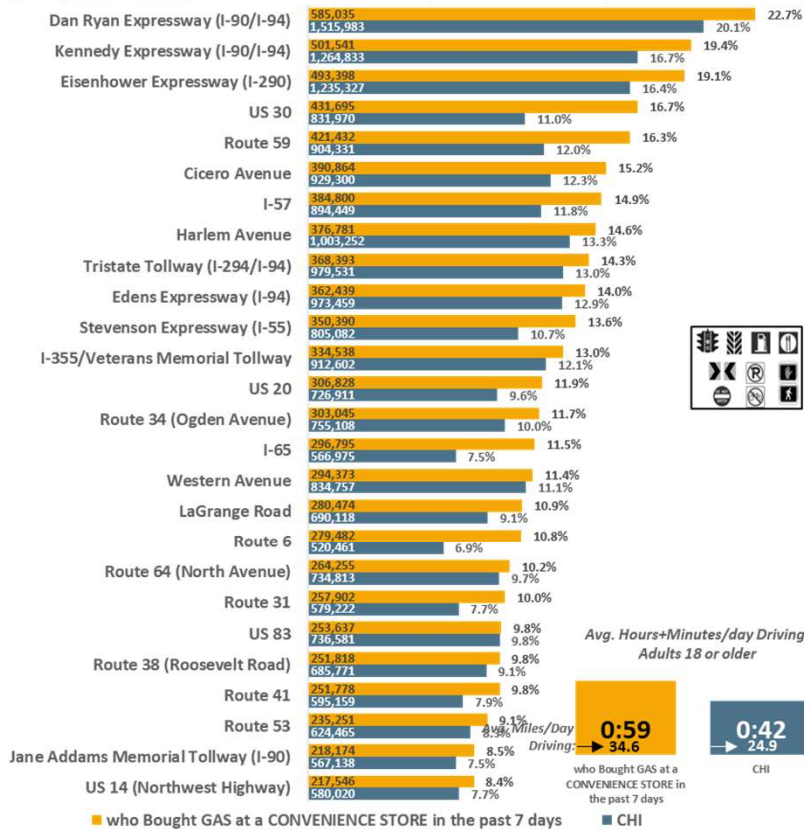
soefa.ai Share of Everything for Anything

Convenience stores bought gas past 7 days (HHLD): 7-Eleven, or AmeriStop, or ampm, or BP, or Casey's, or Chevron Food Mart, or Circle K, or Cumberland Farms, or Holiday Station Stores, or Hy-Vee Fast & Fresh, or Kwik Trip, or Mobil Mart, or Other convenience store/gas station, or QuikTrip, or RaceTrac, or Sheetz, or Shell Food Mart, or Speedway, or UDF (United Dairy Farmers), or Wawa

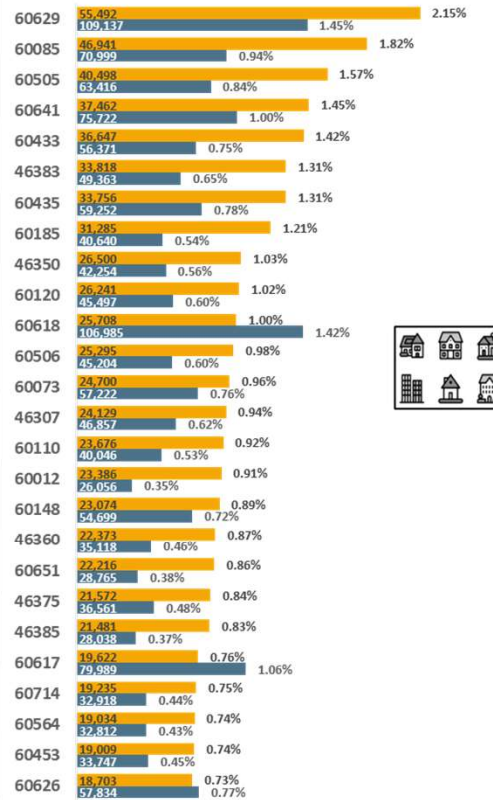


2,416,354 or 93.7% of Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days spend an average of 59.4 minutes per day driving an average of 34.6 miles each day and are 57.2% more likely to use Route 6 than the Metro average.

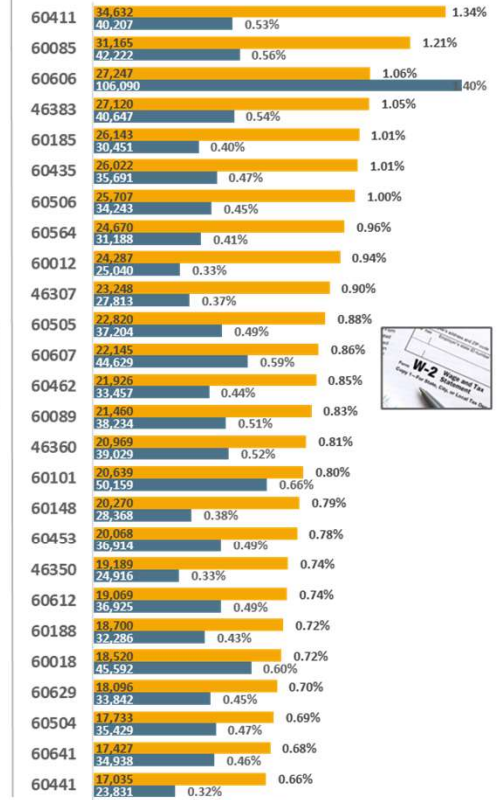
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



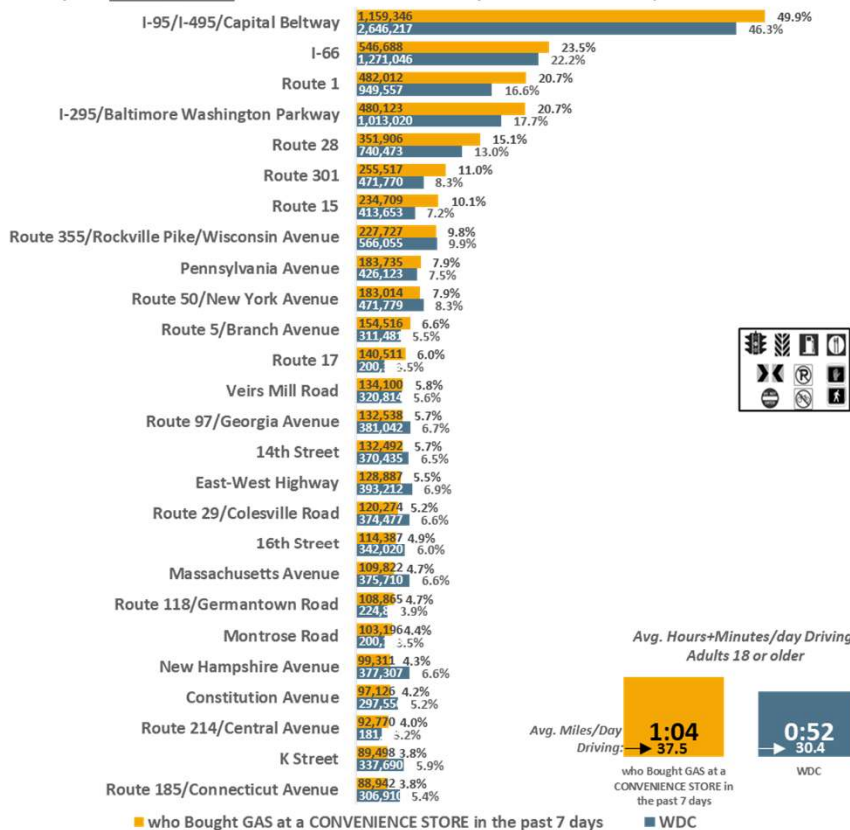
Top-26 Employment Zip Codes: Adults 18 or older





2,160,913 or 92.9% of Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days spend an average of 64.5 minutes per day driving an average of 37.5 miles each day and are 72.4% more likely to use Route 17 than the Metro average.

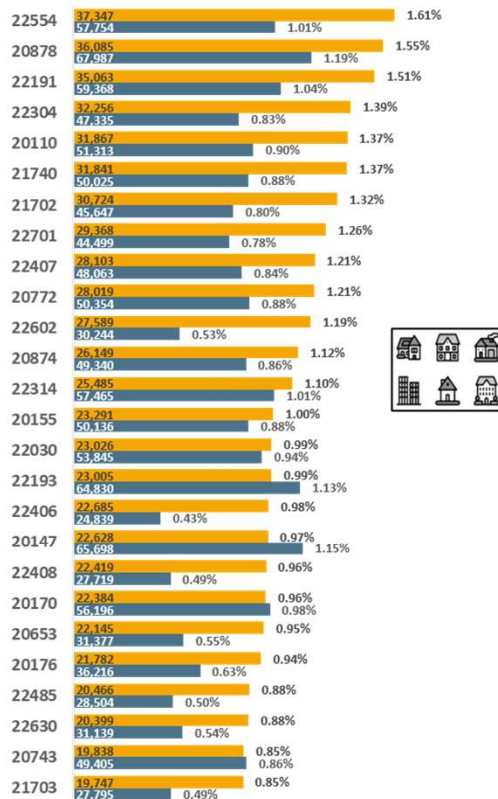
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



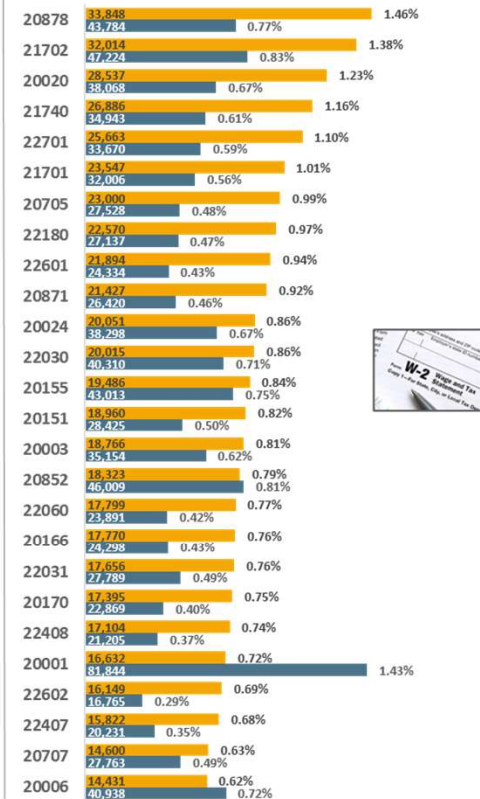
Avg. Hours+Minutes/day Driving:
Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older

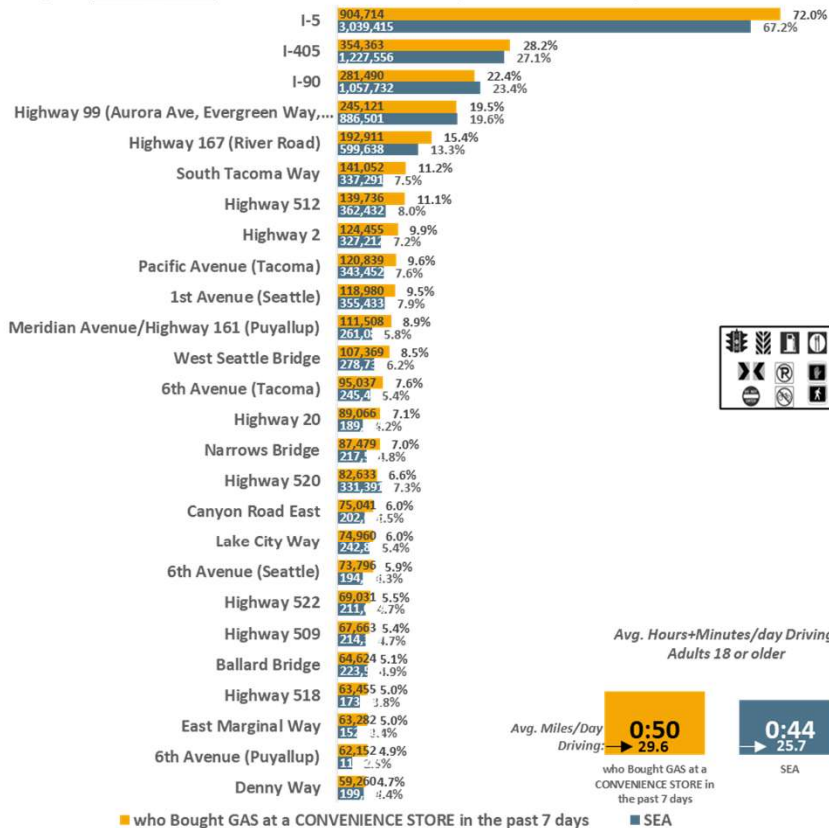


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1,155,617 or 92.% of Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days spend an average of 50.8 minutes per day driving an average of 29.6 miles each day and are 68.9% more likely to use Highway 20 than the Metro average.

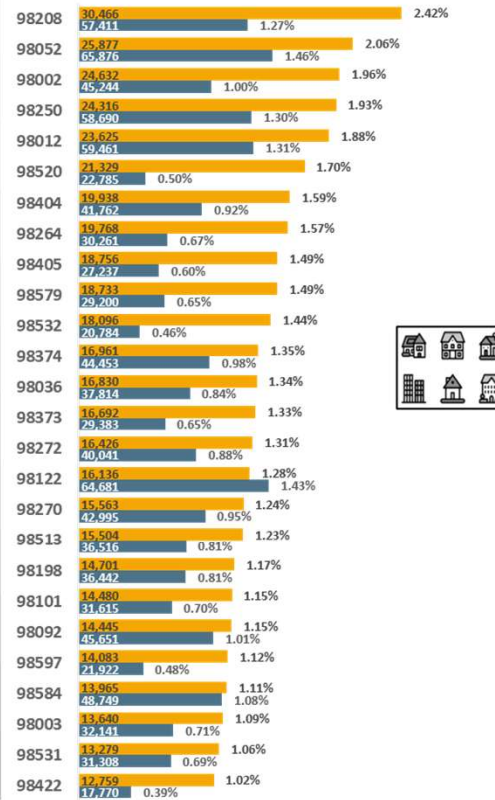
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



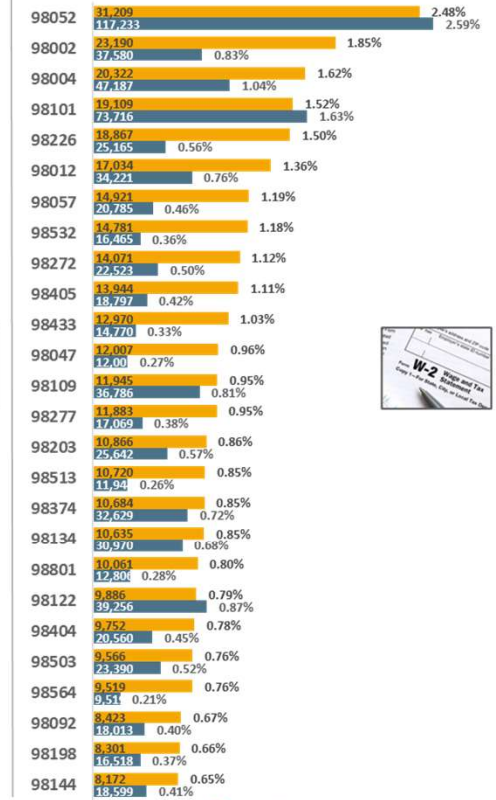
Avg. Hours+Minutes/day Driving:
Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older

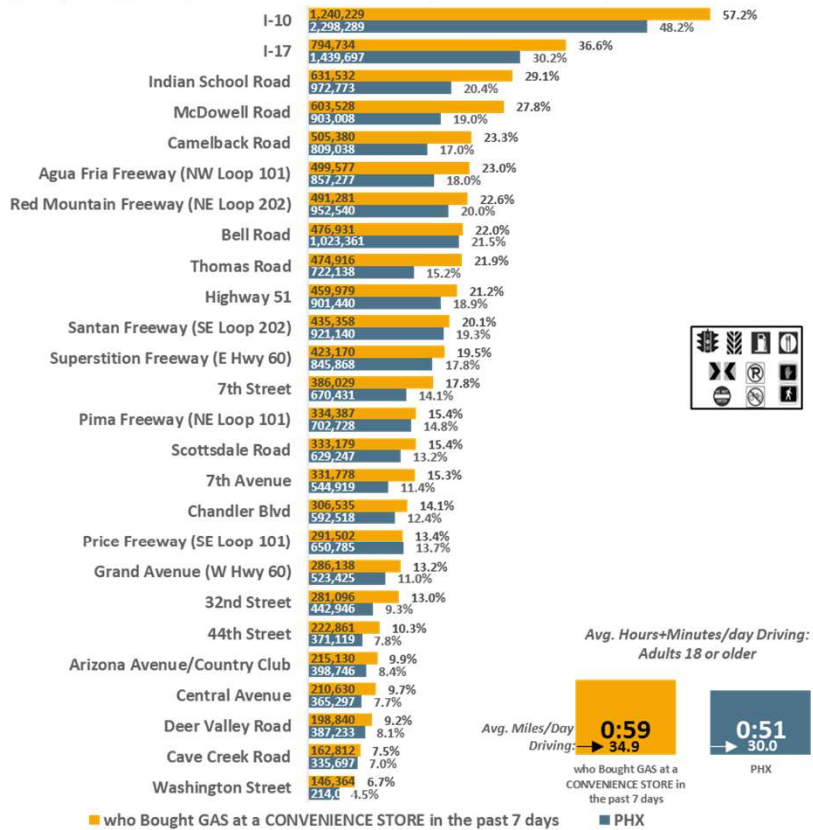


soefa.ai Share of Everything for Anything

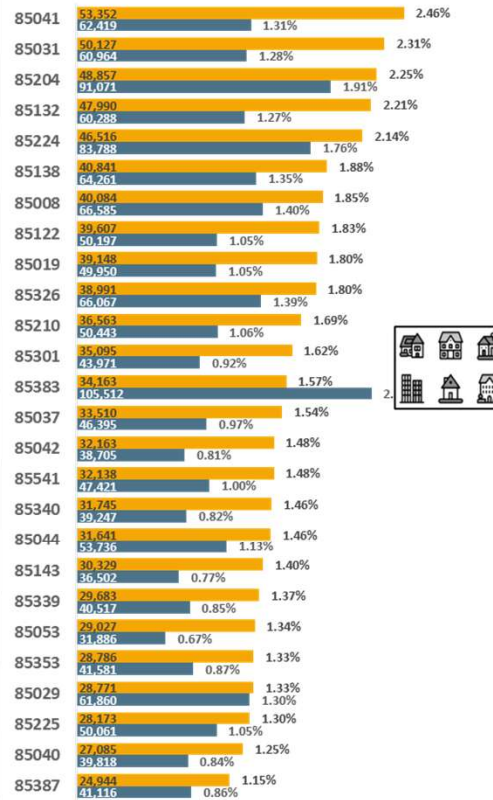


2,011,665 or 92.7% of Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days spend an average of 59.9 minutes per day driving an average of 34.9 miles each day and are 46.8% more likely to use McDowell Road than the Metro average.

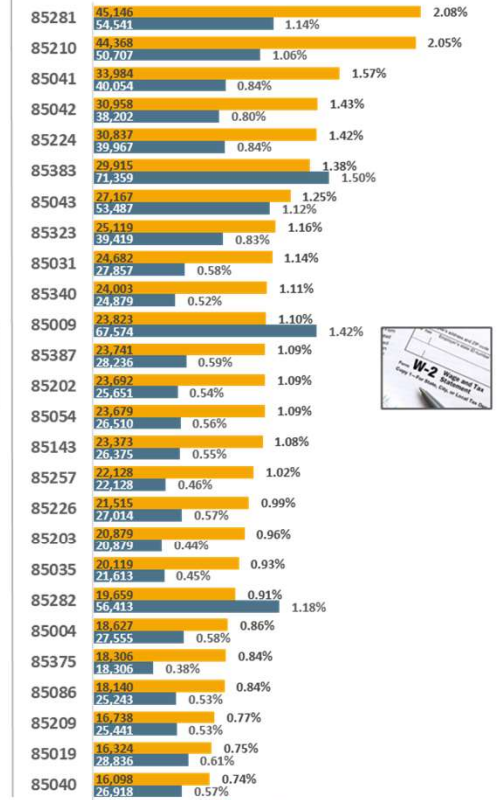
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



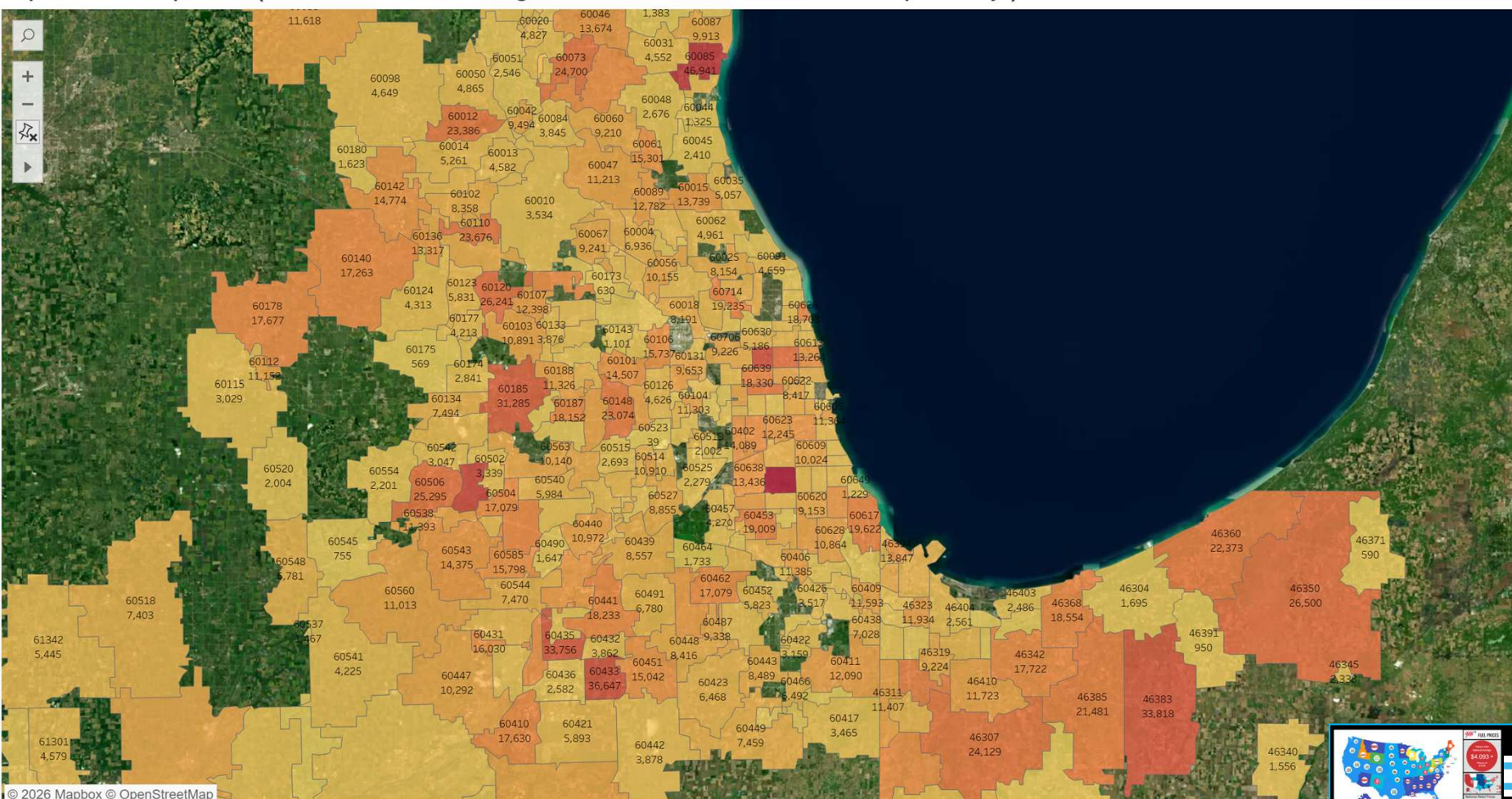
Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



Top Residential Zip Codes: (Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days)



SUM(Adults 18 or older...)



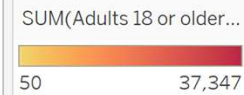
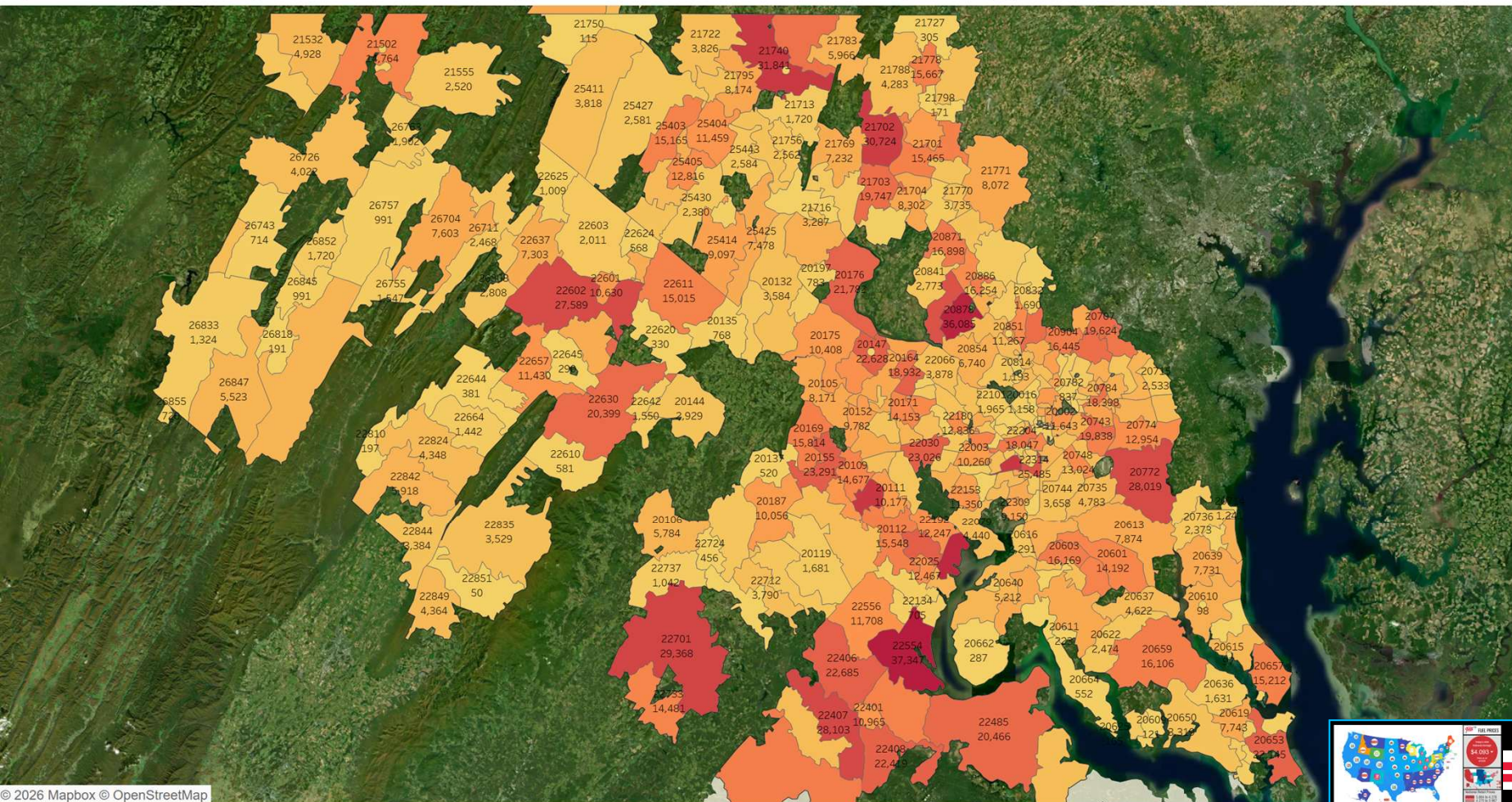
CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,474

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Convenience stores bought gas past 7 days (HHL): 7-Eleven, or AmeriStop, or ampm, or BP, or Casey's, or Chevron Food Mart, or Circle K, or Cumberland Farms, or Holiday Station Stores, or Hy-Vee Fast & Fresh, or Kwik Trip, or Mobil Mart, or Other convenience store/gas station, or QuikTrip, or RaceTrac, or Sheetz, or Shell Food Mart, or Speedway, or UDF (United Dairy Farmers), or Wawa

Top Residential Zip Codes: (Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days)



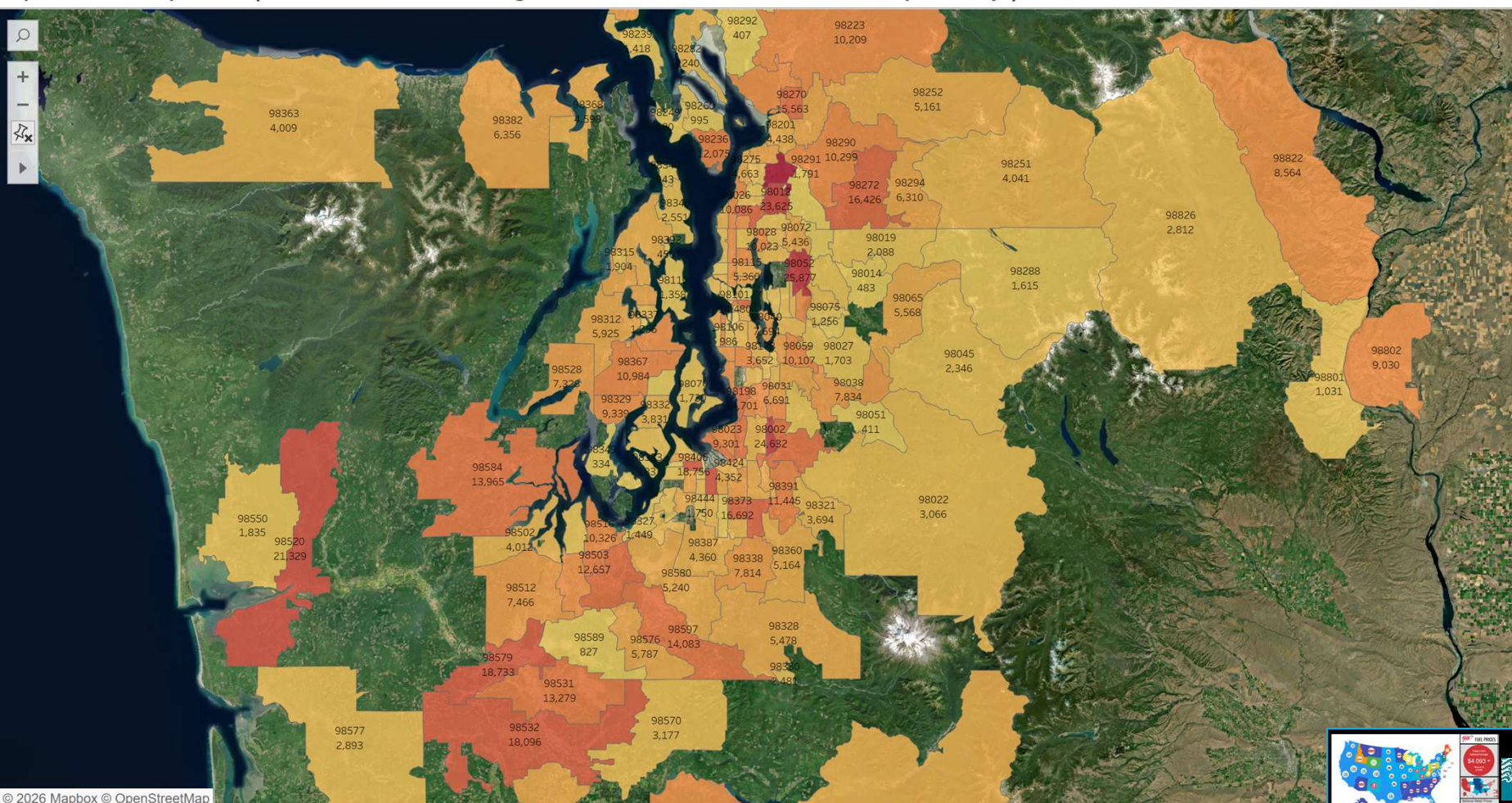
WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 2,558
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Convenience stores bought gas past 7 days (HHLID): 7-Eleven, or AmeriStop, or ampm, or BP, or Casey's, or Chevron Food Mart, or Circle K, or Cumberland Farms, or Holiday Station Stores, or Hy-Vee Fast & Fresh, or Kwik Trip, or Mobil Mart, or Other convenience store/gas station, or QuikTrip, or RaceTrac, or Sheetz, or Shell Food Mart, or Speedway, or UDF (United Dairy Farmers), or Wawa

Top Residential Zip Codes: (Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days)

SUM(Adults 18 or older...



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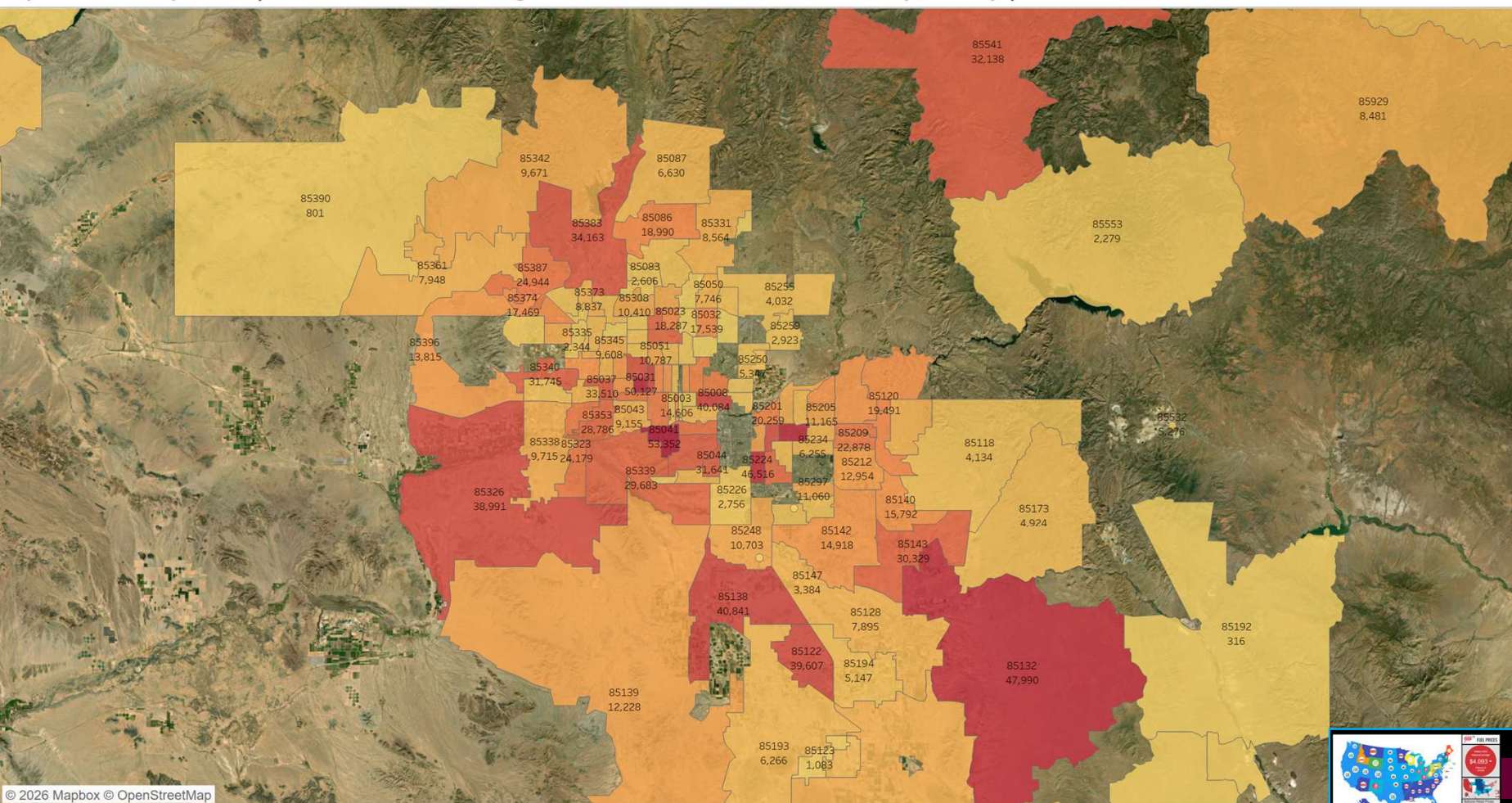
SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,011

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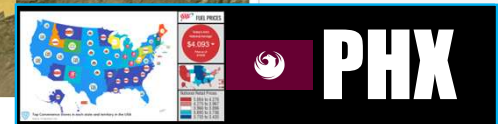
Convenience stores bought gas past 7 days (HHLD): 7-Eleven, or AmeriStop, or ampm, or BP, or Casey's, or Chevron Food Mart, or Circle K, or Cumberland Farms, or Holiday Station Stores, or Hy-Vee Fast & Fresh, or Kwik Trip, or Mobil Mart, or Other convenience store/gas station, or QuikTrip, or RaceTrac, or Sheetz, or Shell Food Mart, or Speedway, or UDF (United Dairy Farmers), or Wawa

Top Residential Zip Codes: (Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days)



SUM(Adults 18 or older...
44 53,352

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PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,132
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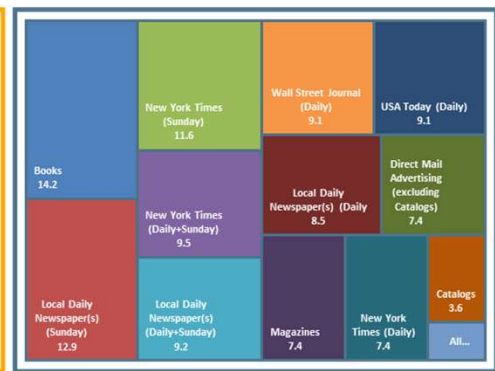
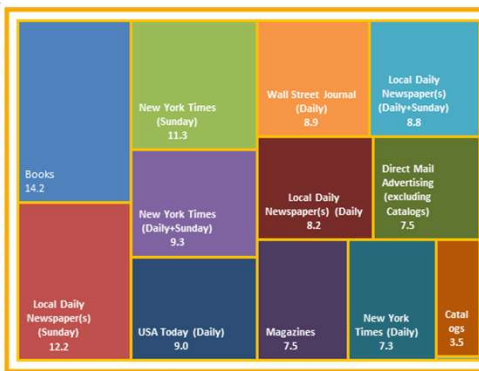
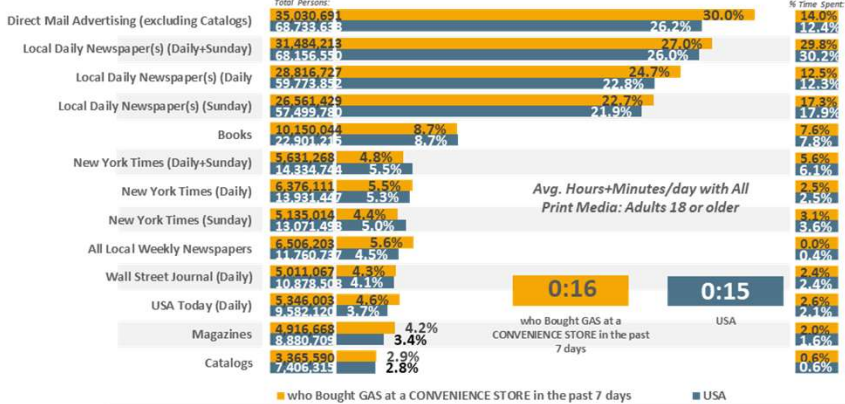
soefa.ai Share of Everything for Anything

Convenience stores bought gas past 7 days (HHLD): 7-Eleven, or AmeriStop, or ampm, or BP, or Casey's, or Chevron Food Mart, or Circle K, or Cumberland Farms, or Holiday Station Stores, or Hy-Vee Fast & Fresh, or Kwik Trip, or Mobil Mart, or Other convenience store/gas station, or QuikTrip, or RaceTrac, or Sheetz, or Shell Food Mart, or Speedway, or UDF (United Dairy Farmers), or Wawa

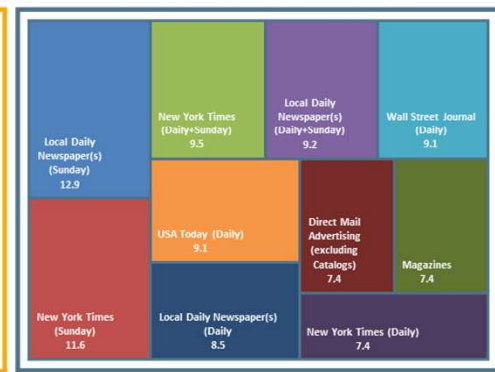
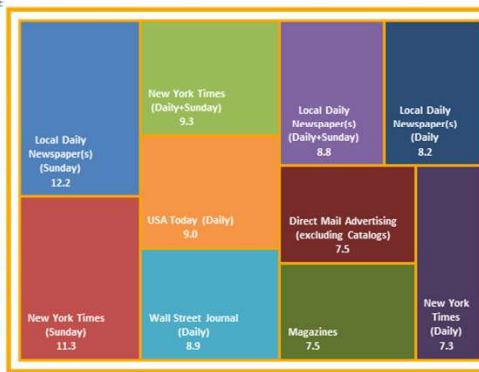
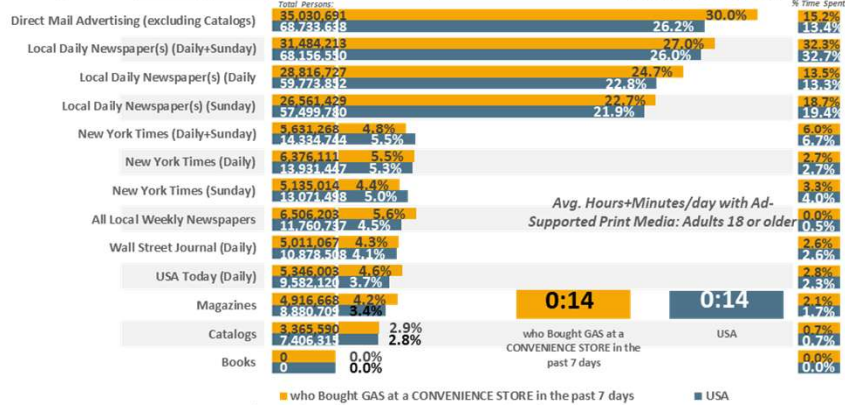


31,484,213 or 27.7% of Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.8 minutes every day representing 32.3% of all time spent daily with All forms of Print Medi

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**



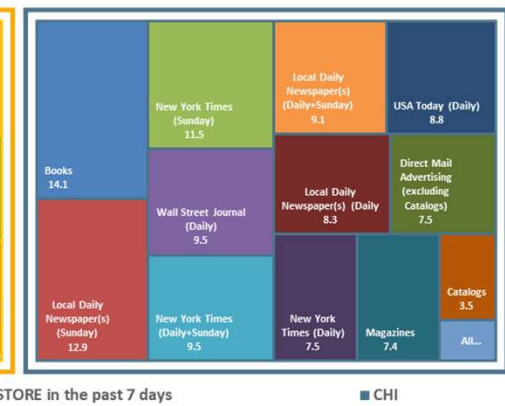
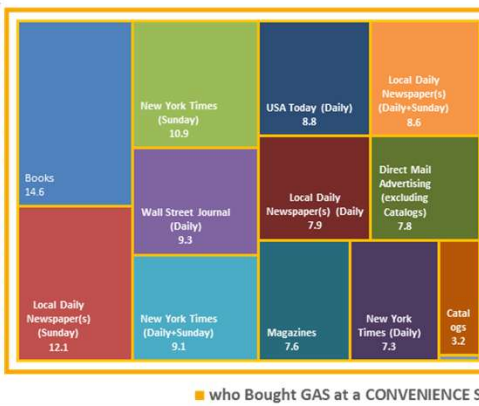
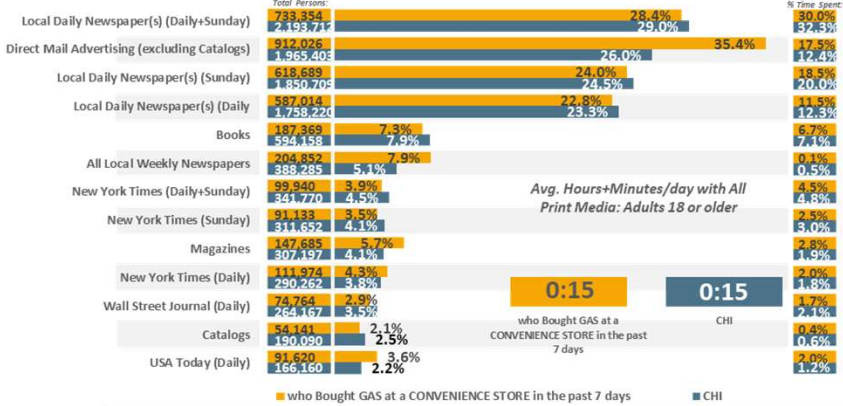
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



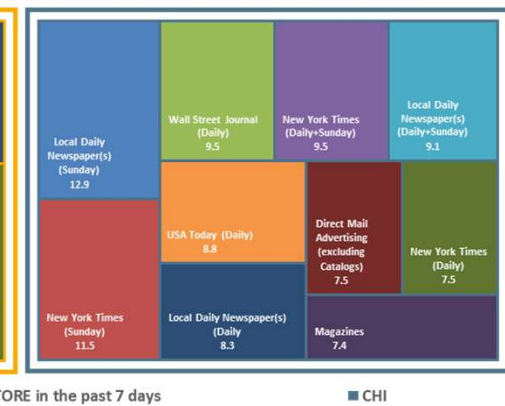
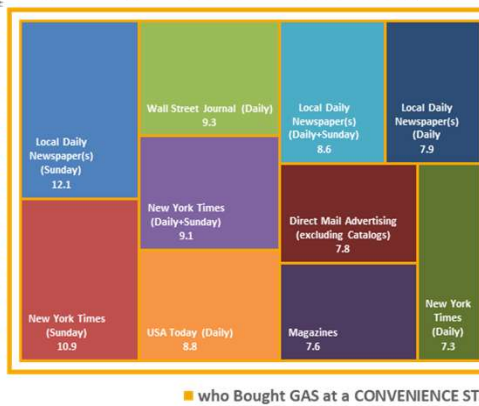
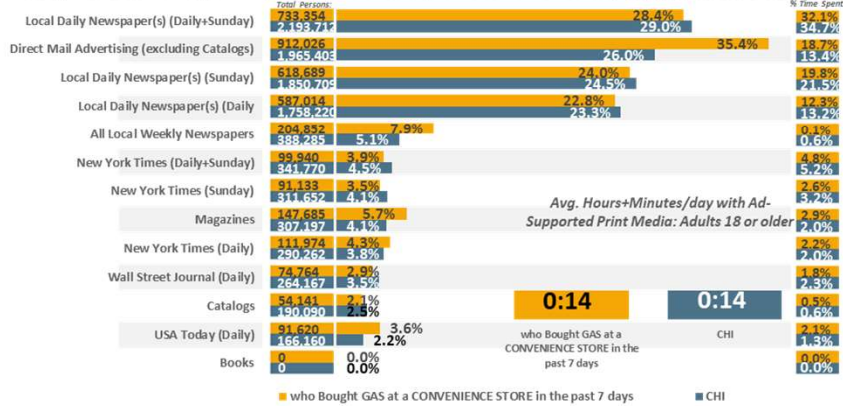


733,354 or 28.4% of Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.6 minutes every day representing 32.1% of all time spent daily with All forms of Print Media.

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**



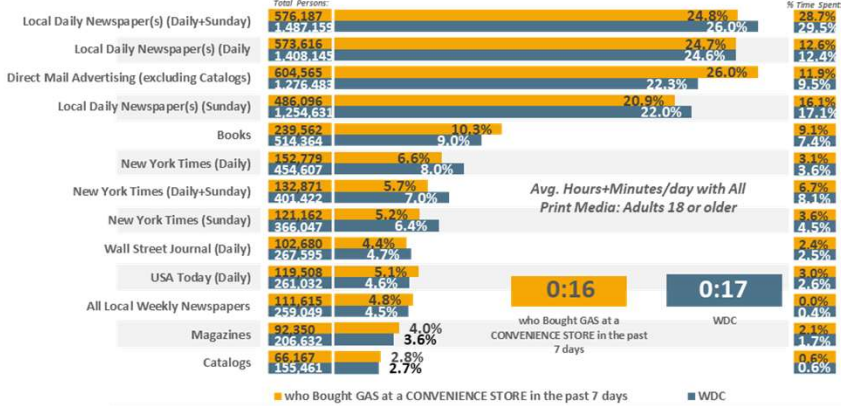
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



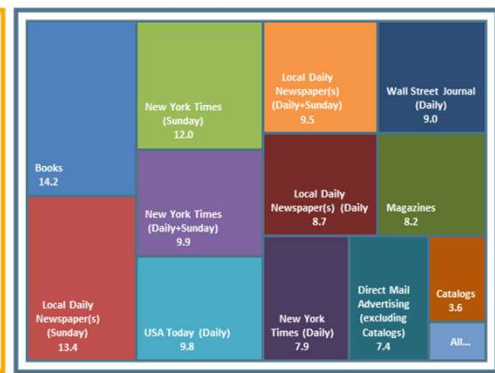
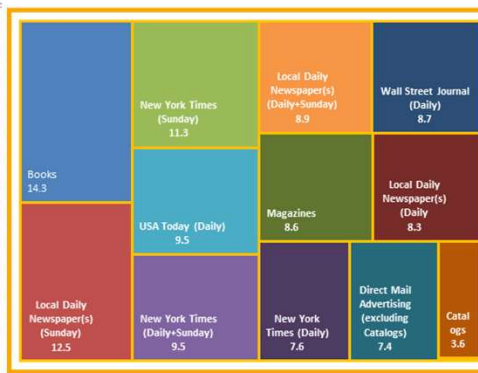


576,187 or 24.8% of Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.9 minutes every day representing 31.5% of all time spent daily with All forms of Print Media.

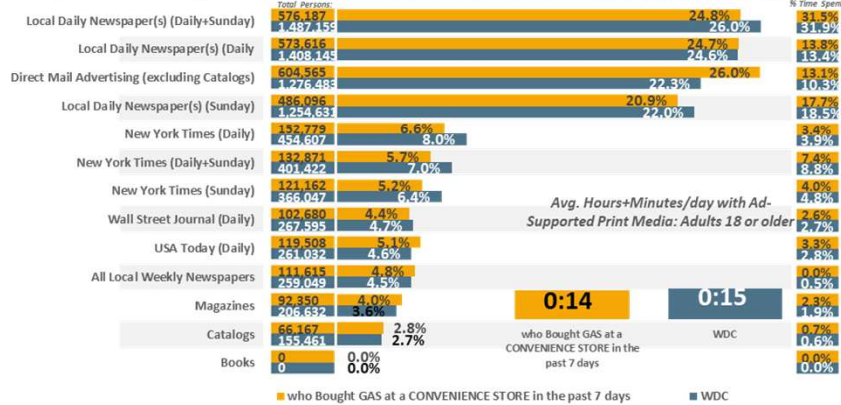
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



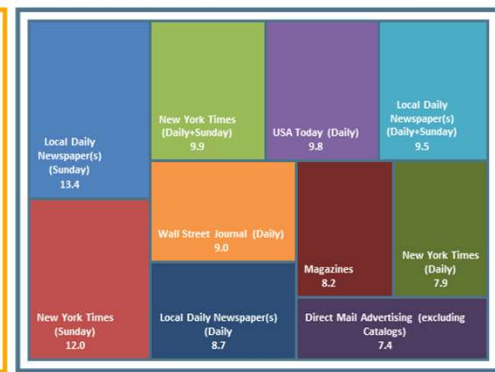
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 2,558
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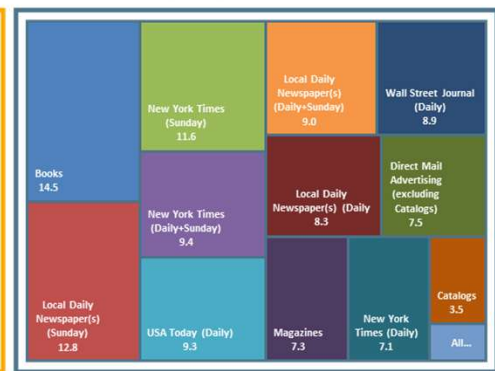
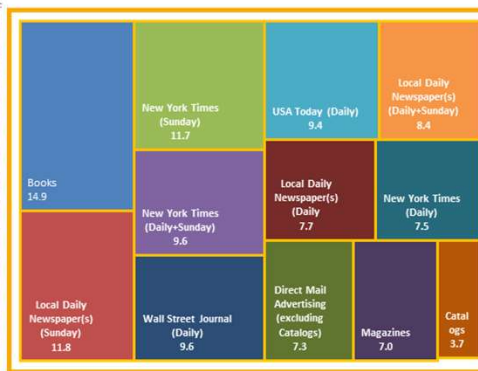
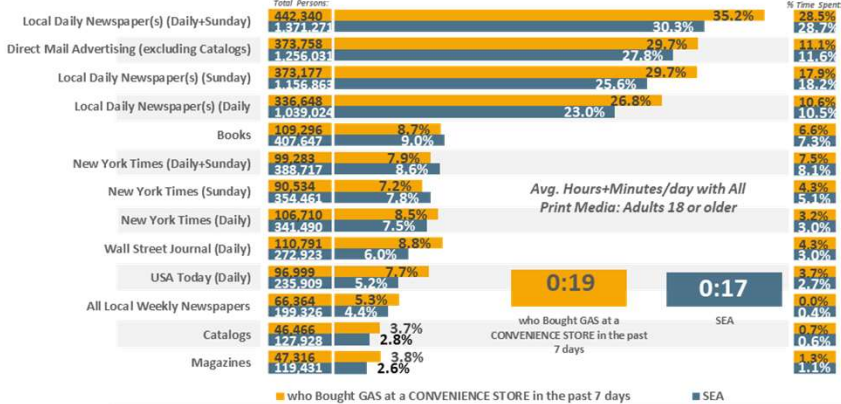
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Convenience stores bought gas past 7 days (HHLD): 7-Eleven, or AmeriStop, or ampm, or BP, or Casey's, or Chevron Food Mart, or Circle K, or Cumberland Farms, or Holiday Station Stores, or Hy-Vee Fast & Fresh, or Kwik Trip, or Mobil Mart, or Other convenience store/gas station, or QuikTrip, or RaceTrac, or Sheetz, or Shell Food Mart, or Speedway, or UDF (United Dairy Farmers), or Wawa

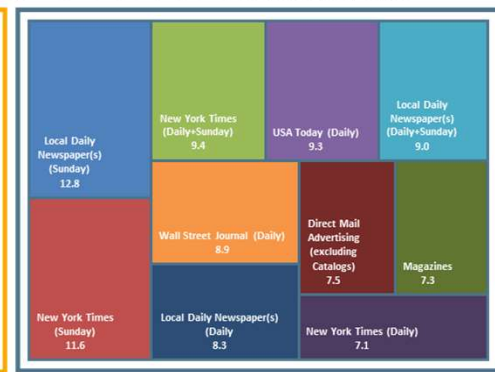
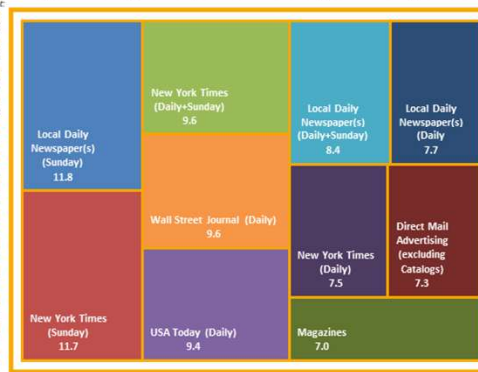
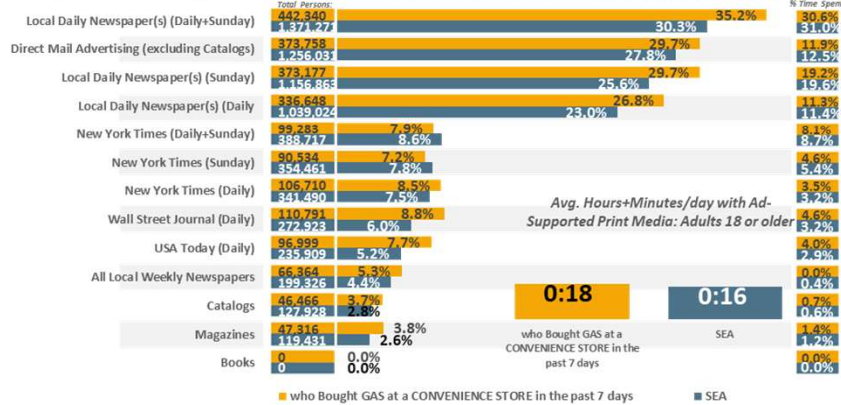


442,340 or 35.2% of Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.4 minutes every day representing 30.6% of all time spent daily with All forms of Print Media.

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**



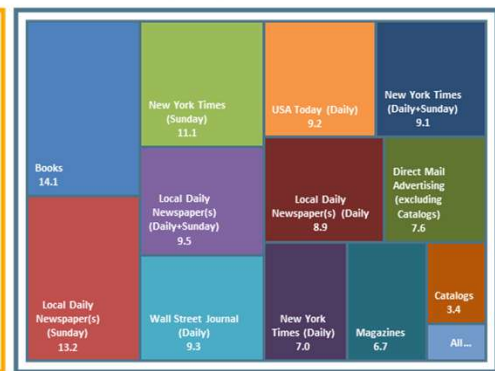
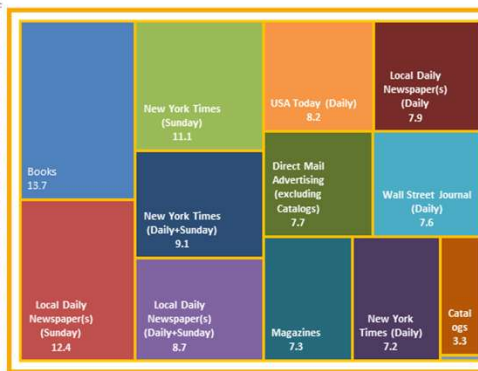
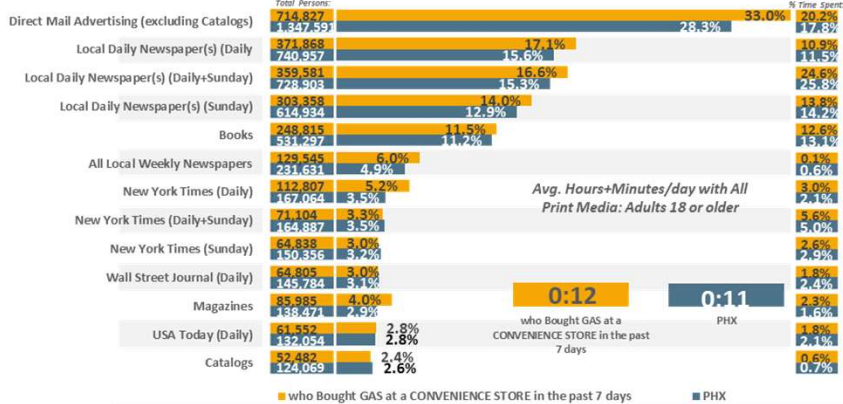
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



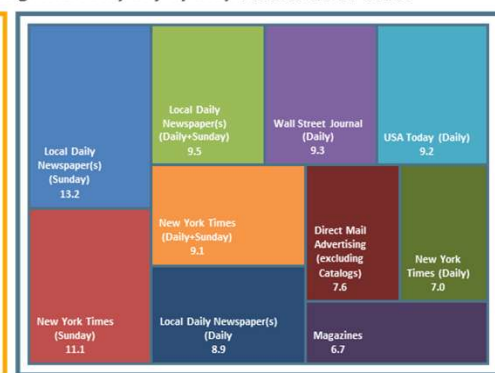
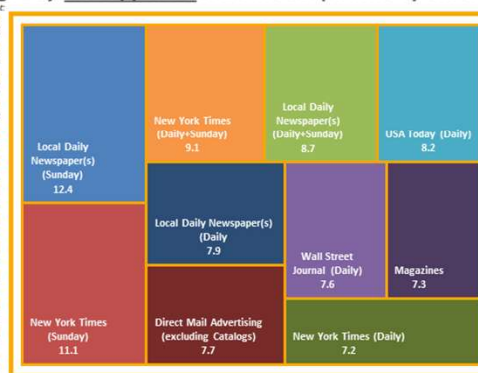
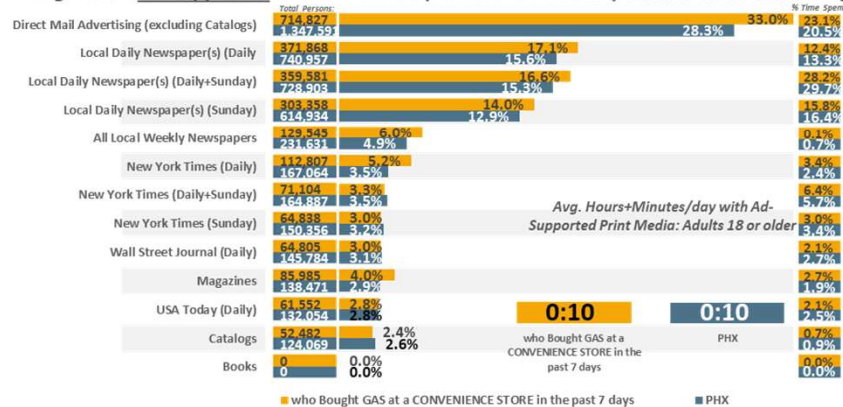


359,581 or 16.6% of Adults 18 or older who Bought GAS at a CONVENIENCE STORE in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.7 minutes every day representing 28.2% of all time spent daily with All forms of Print Media.

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



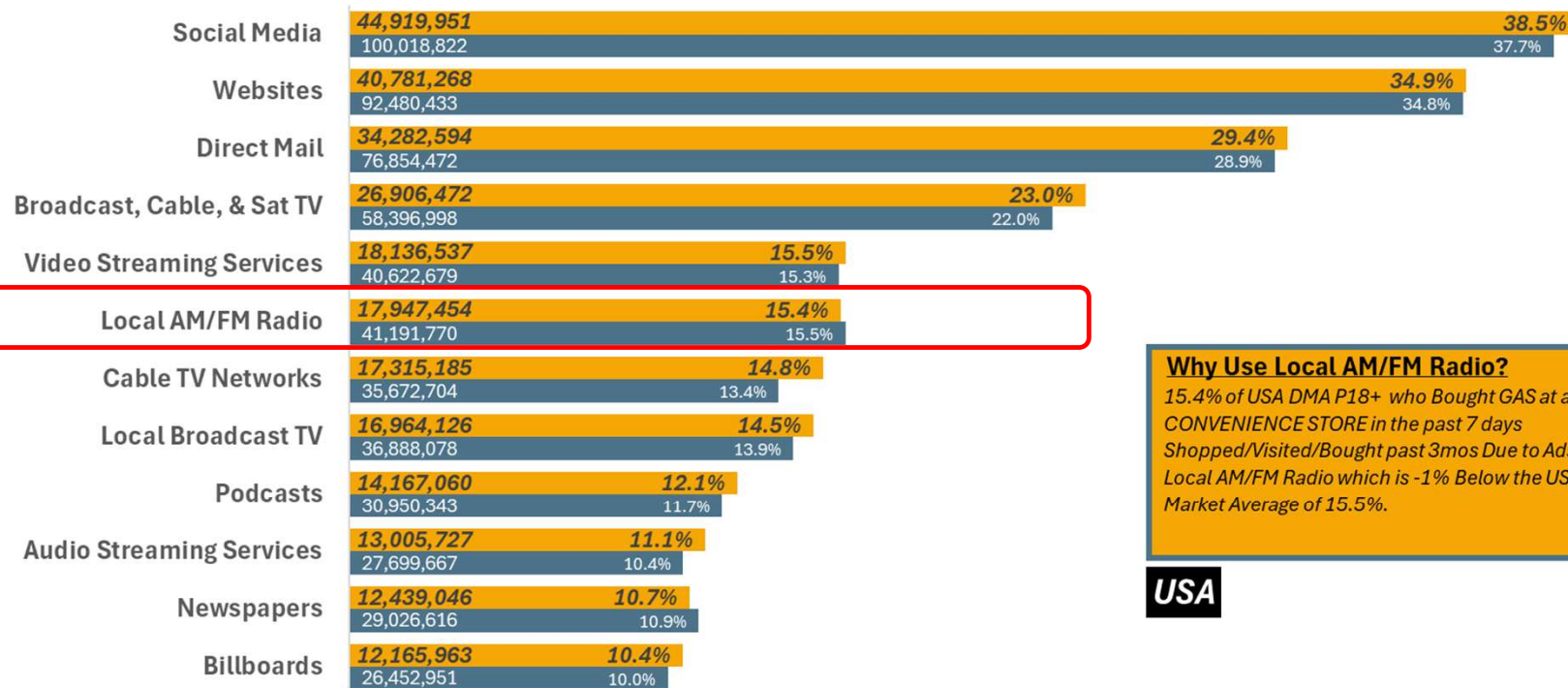
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





"Advertising Actions"

**P18+ who Bought GAS at a CONVENIENCE STORE in the past 7 days
(Shopped/Visited/Bought past 3mos Due to Ads on %)**



Why Use Local AM/FM Radio?

15.4% of USA DMA P18+ who Bought GAS at a CONVENIENCE STORE in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -1% Below the USA DMA Market Average of 15.5%.

USA

■ P18+ who Bought GAS at a CONVENIENCE STORE 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: Sep24-Jan26 Qual Intab: 11212

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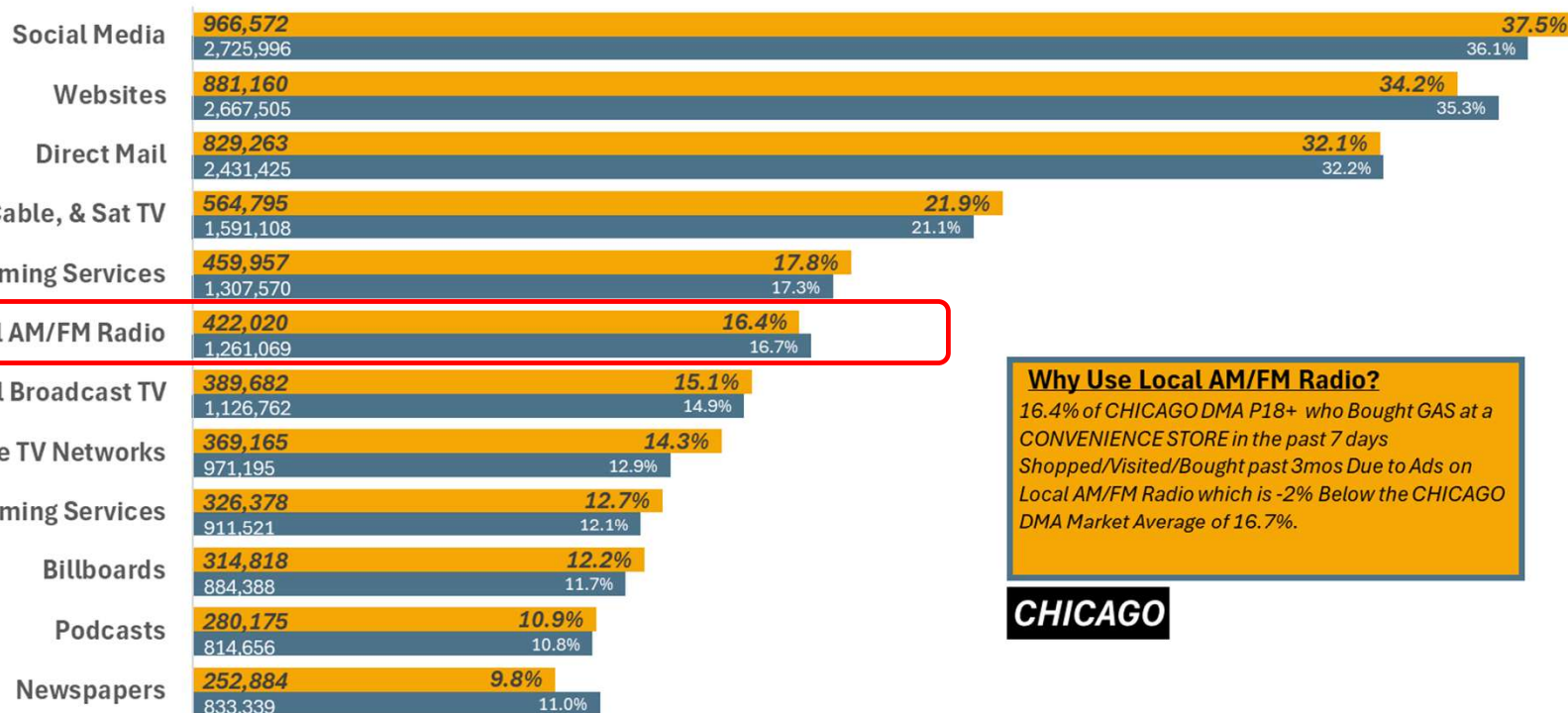
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Convenience stores bought gas past 7 days (HHLD): 7-Eleven, or AmeriStop, or ampm, or BP, or Casey's, or Chevron Food Mart, or Circle K, or Cumberland Farms, or Holiday Station Stores, or Hy-Vee Fast & Fresh, or Kwik Trip, or Mobil Mart, or Other convenience store/gas station, or QuikTrip, or RaceTrac, or Sheetz, or Shell Food Mart, or Speedway, or UDF (United Dairy Farmers), or Wawa



"Advertising Actions"

**P18+ who Bought GAS at a CONVENIENCE STORE in the past 7 days
(Shopped/Visited/Bought past 3mos Due to Ads on %)**



Why Use Local AM/FM Radio?

16.4% of CHICAGO DMA P18+ who Bought GAS at a CONVENIENCE STORE in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -2% Below the CHICAGO DMA Market Average of 16.7%.

CHICAGO

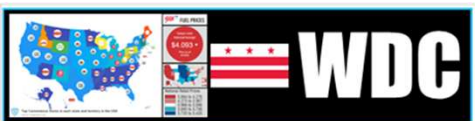
■ P18+ who Bought GAS at a CONVENIENCE STORE in the past 7 days (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab: 1474
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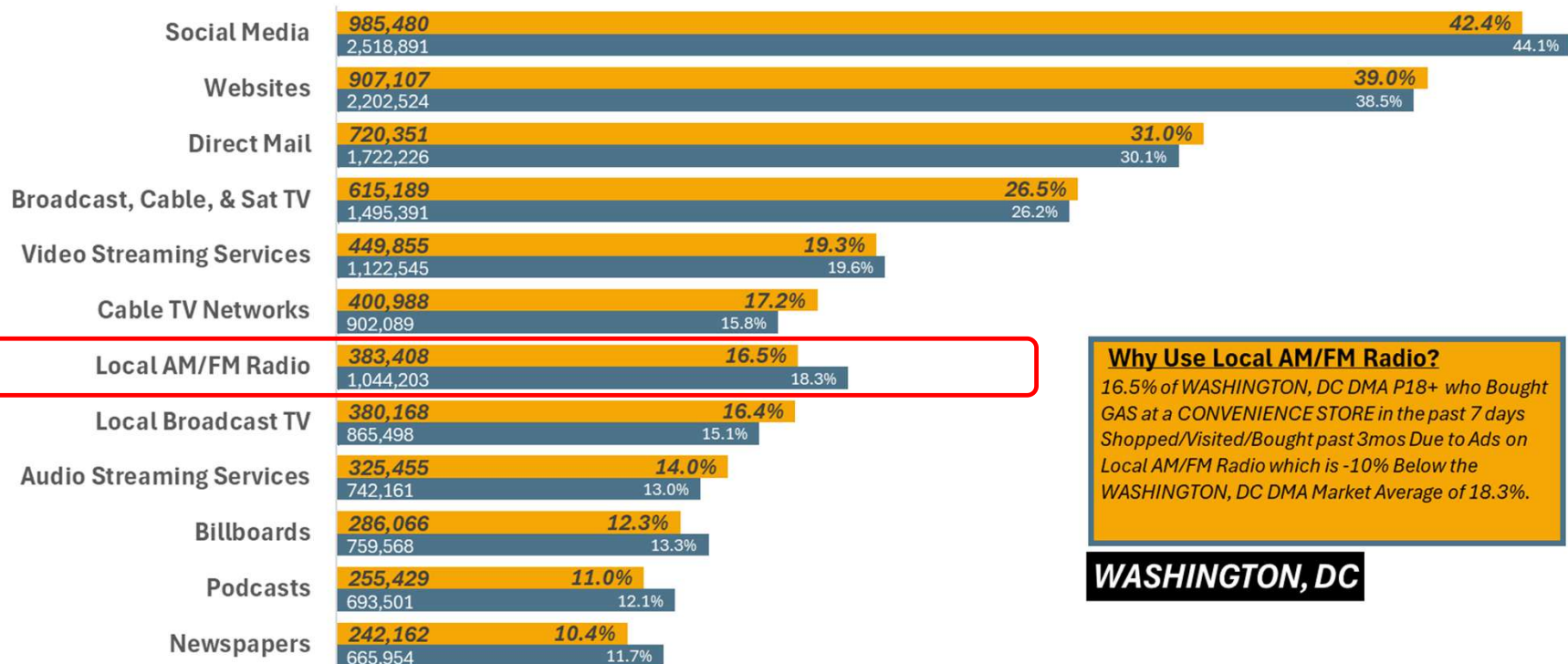
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Convenience stores bought gas past 7 days (HHLD): 7-Eleven, or AmeriStop, or ampm, or BP, or Casey's, or Chevron Food Mart, or Circle K, or Cumberland Farms, or Holiday Station Stores, or Hy-Vee Fast & Fresh, or Kwik Trip, or Mobil Mart, or Other convenience store/gas station, or QuikTrip, or RaceTrac, or Sheetz, or Shell Food Mart, or Speedway, or UDF (United Dairy Farmers), or Wawa



"Advertising Actions"

**P18+ who Bought GAS at a CONVENIENCE STORE in the past 7 days
(Shopped/Visited/Bought past 3mos Due to Ads on %)**



Why Use Local AM/FM Radio?

16.5% of WASHINGTON, DC DMA P18+ who Bought GAS at a CONVENIENCE STORE in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -10% Below the WASHINGTON, DC DMA Market Average of 18.3%.

WASHINGTON, DC

■ P18+ who Bought GAS at a CONVENIENCE STORE 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 R2 2025: Oct24-Aug25 Qual Intab: 2558
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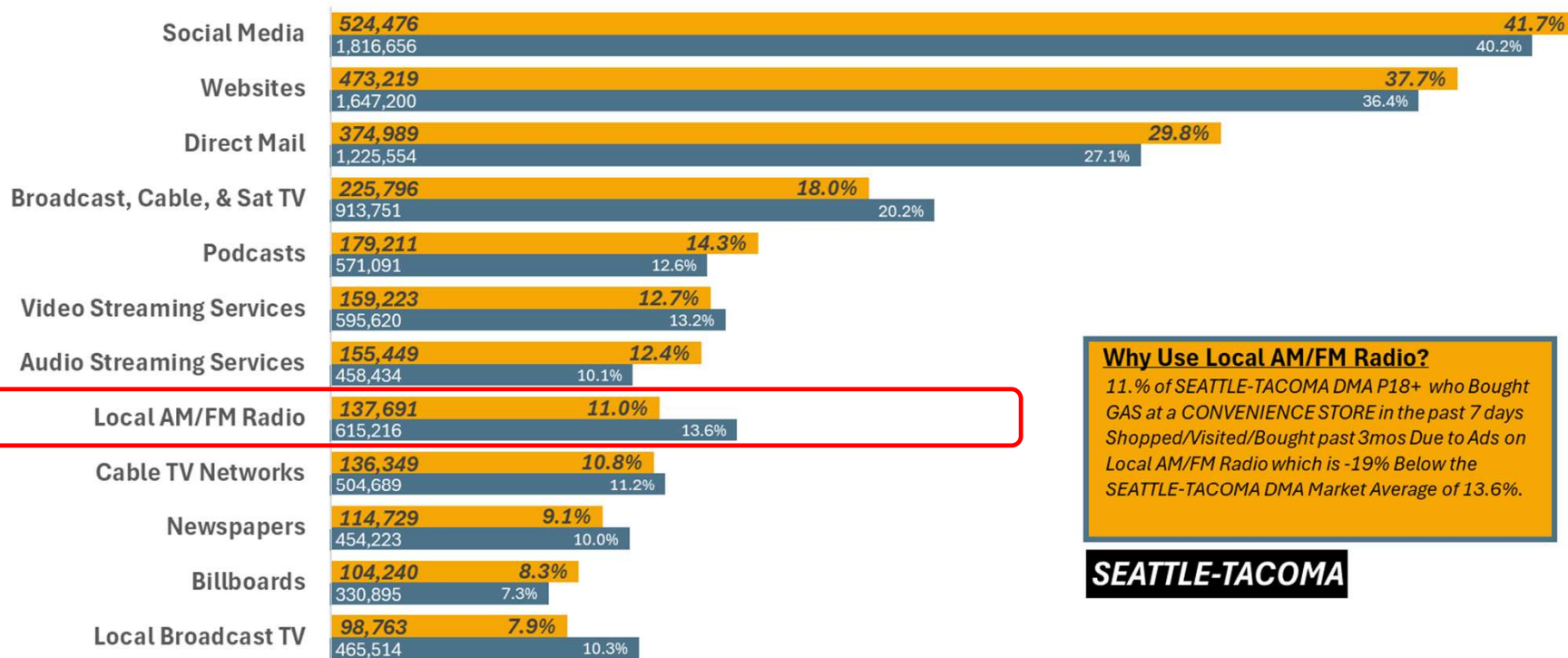
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Convenience stores bought gas past 7 days (HHLD): 7-Eleven, or AmeriStop, or ampm, or BP, or Casey's, or Chevron Food Mart, or Circle K, or Cumberland Farms, or Holiday Station Stores, or Hy-Vee Fast & Fresh, or Kwik Trip, or Mobil Mart, or Other convenience store/gas station, or QuikTrip, or RaceTrac, or Sheetz, or Shell Food Mart, or Speedway, or UDF (United Dairy Farmers), or Wawa



"Advertising Actions"

**P18+ who Bought GAS at a CONVENIENCE STORE in the past 7 days
(Shopped/Visited/Bought past 3mos Due to Ads on %)**



Why Use Local AM/FM Radio?

11. % of SEATTLE-TACOMA DMA P18+ who Bought GAS at a CONVENIENCE STORE in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -19% Below the SEATTLE-TACOMA DMA Market Average of 13.6%.

SEATTLE-TACOMA

■ P18+ who Bought GAS at a CONVENIENCE STORE 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 R2 2025: Sep24-Jul25 Qual Intab: 1011

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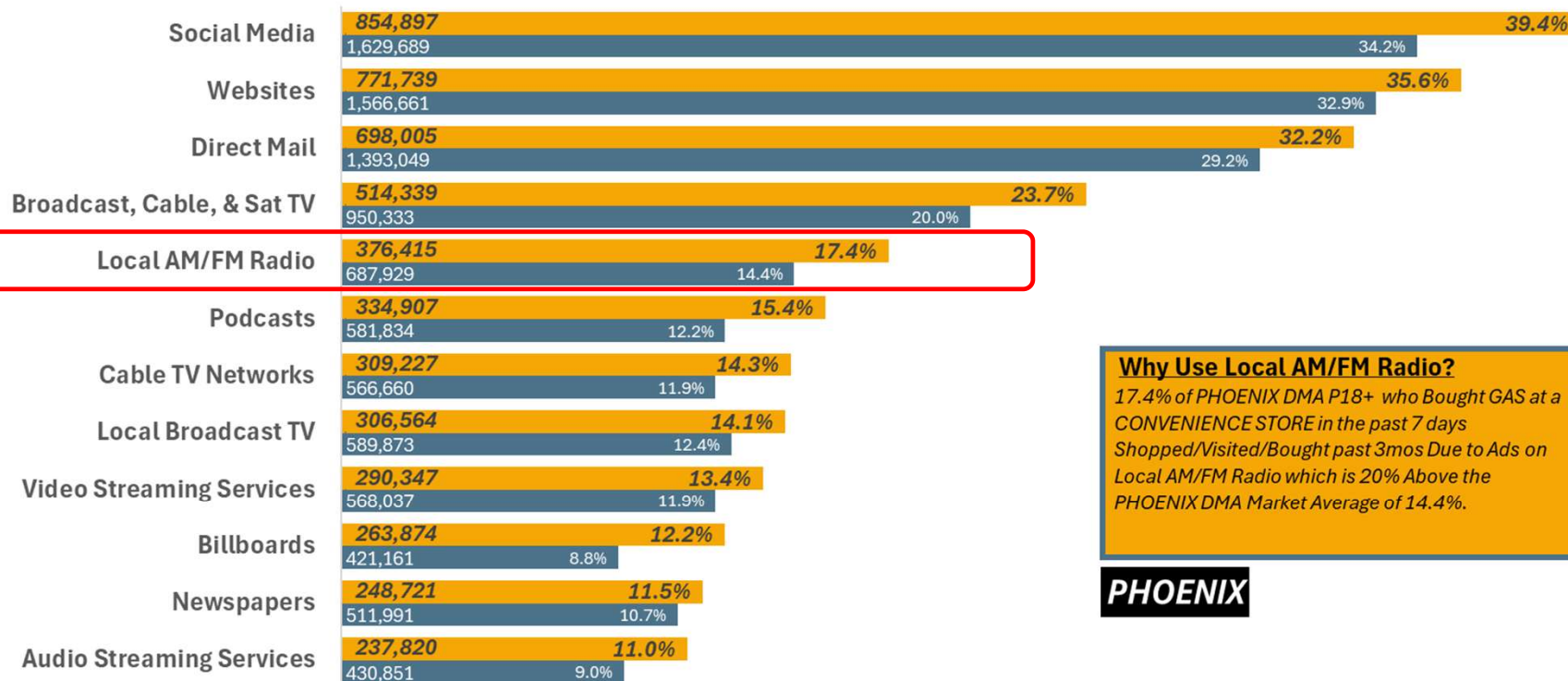
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Convenience stores bought gas past 7 days (HHLD): 7-Eleven, or AmeriStop, or ampm, or BP, or Casey's, or Chevron Food Mart, or Circle K, or Cumberland Farms, or Holiday Station Stores, or Hy-Vee Fast & Fresh, or Kwik Trip, or Mobil Mart, or Other convenience store/gas station, or QuikTrip, or RaceTrac, or Sheetz, or Shell Food Mart, or Speedway, or UDF (United Dairy Farmers), or Wawa



"Advertising Actions"

**P18+ who Bought GAS at a CONVENIENCE STORE in the past 7 days
(Shopped/Visited/Bought past 3mos Due to Ads on %)**



Why Use Local AM/FM Radio?

17.4% of PHOENIX DMA P18+ who Bought GAS at a CONVENIENCE STORE in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 20% Above the PHOENIX DMA Market Average of 14.4%.

PHOENIX

■ P18+ who Bought GAS at a CONVENIENCE STORE 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 R2 2025: Aug24-Jul25 Qual Intab: 1132
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Convenience stores bought gas past 7 days (HHLD): 7-Eleven, or AmeriStop, or ampm, or BP, or Casey's, or Chevron Food Mart, or Circle K, or Cumberland Farms, or Holiday Station Stores, or Hy-Vee Fast & Fresh, or Kwik Trip, or Mobil Mart, or Other convenience store/gas station, or QuikTrip, or RaceTrac, or Sheetz, or Shell Food Mart, or Speedway, or UDF (United Dairy Farmers), or Wawa