

# USA+4 More DMAs – P18+ who Shopped at O'REILLY AUTO PARTS in the past 12 months!

## Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of **USA, MINNEAPOLIS-ST. PAUL, ST. LOUIS, CINCINNATI, and WEST PALM BEACH DMA** P18+ who Shopped at O'REILLY AUTO PARTS in the past 12 months as of March 31, 2026.



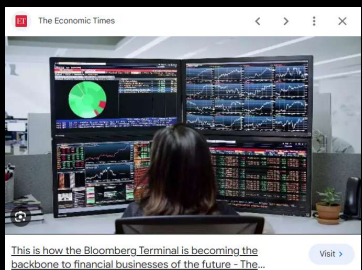
# P18+

**Hubbard**  
media that connects

**Vanguard BlackRock**

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

Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): O'Reilly Auto Parts





13.0% or 35,537,466 of USA Adults 18 or older Shopped at O'REILLY AUTO PARTS in the past 12mos.  
 Typical Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos are 50.1 years old (2.6% older than average) and have a \$92,549 (5.9% lower than average) annual household income.

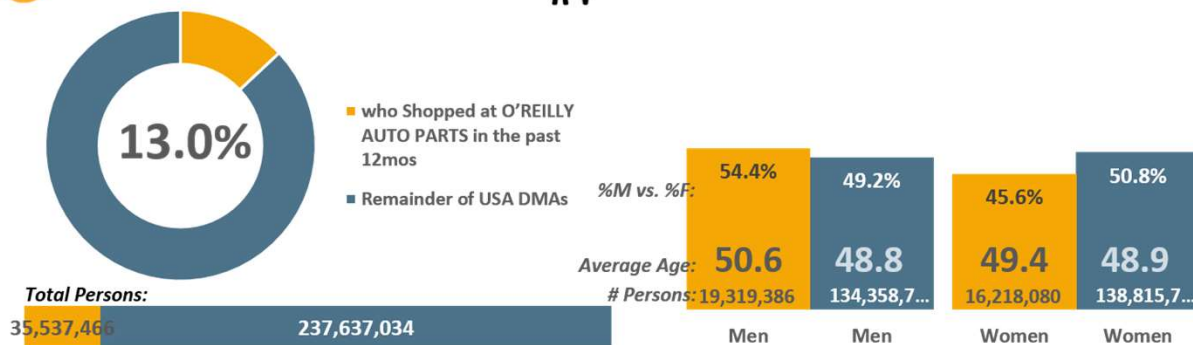


Percent of Market: Adults 18 or older

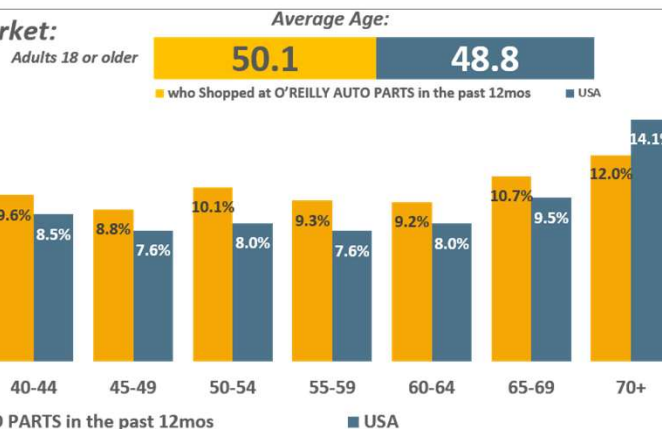


Gender of Target vs. Market: Adults 18 or older

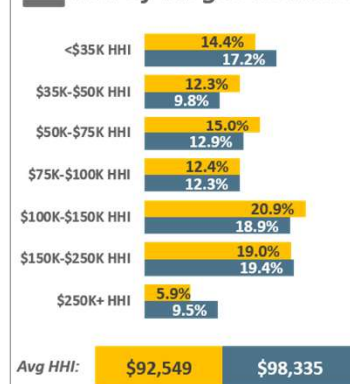
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 2,785  
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): O'Reilly Auto Parts





18.0% or 704,572 of MSP DMA Adults 18 or older Shopped at O'REILLY AUTO PARTS in the past 12mos.  
Typical Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos are 49.5 years old (1.3% older than average) and have a \$116,888 (2.1% higher than average) annual household income.

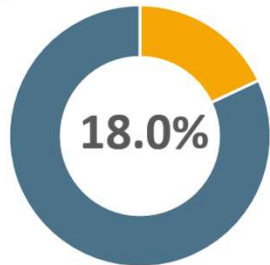


Percent of Market: Adults 18 or older



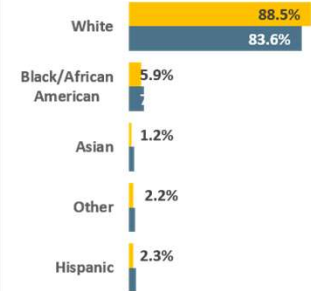
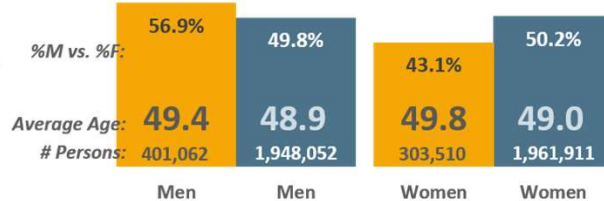
Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



■ who Shopped at O'REILLY AUTO PARTS in the past 12mos  
■ Remainder of MSP DMA

Total Persons:

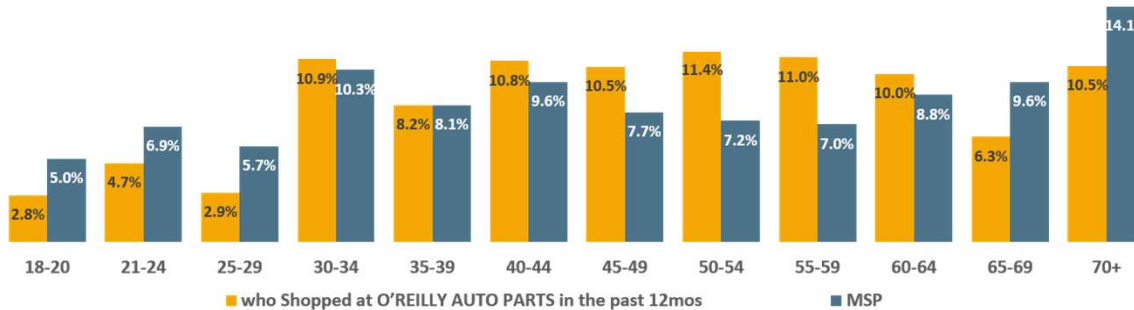


■ who Shopped at O'REILLY AUTO PARTS in the past 12mos ■ MSP

Age Cell Demographics of Target vs. Market:

Average Age:

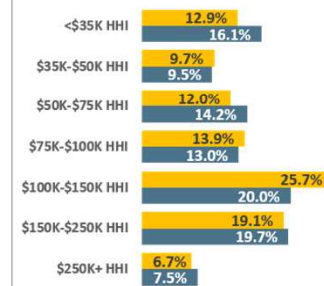
Adults 18 or older



■ who Shopped at O'REILLY AUTO PARTS in the past 12mos ■ MSP



HHI of Target vs. Market:



Avg HHI:



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 320  
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): O'Reilly Auto Parts



19.0% or 479,218 of STL DMA Adults 18 or older Shopped at O'REILLY AUTO PARTS in the past 12mos.  
Typical Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos are 52.9 years old (6.8% older than average) and have a \$98,168 (5.6% lower than average) annual household income.

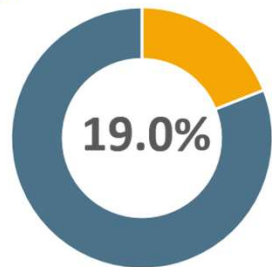


## Percent of Market: Adults 18 or older



## Gender of Target vs. Market: Adults 18 or older

## Ethnicity of Target vs. Market:

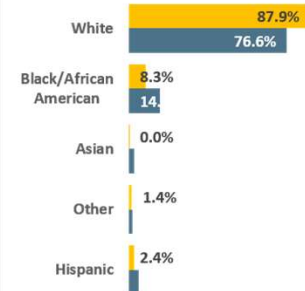


■ who Shopped at O'REILLY AUTO PARTS in the past 12mos  
■ Remainder of STL DMA

Total Persons:

479,218 2,037,176

|              |         |           |         |           |
|--------------|---------|-----------|---------|-----------|
| %M vs. %F:   | 51.5%   | 48.7%     | 48.5%   | 51.3%     |
| Average Age: | 54.4    | 49.7      | 51.3    | 49.3      |
| # Persons:   | 246,908 | 1,225,116 | 232,310 | 1,291,278 |
|              | Men     | Men       | Women   | Women     |



■ who Shopped at O'REILLY AUTO PARTS in the past 12mos ■ STL

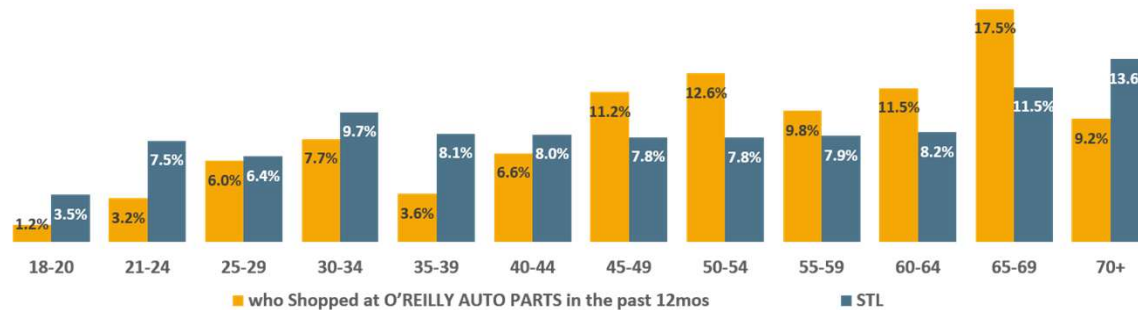
## Age Cell Demographics of Target vs. Market:

Average Age:

Adults 18 or older

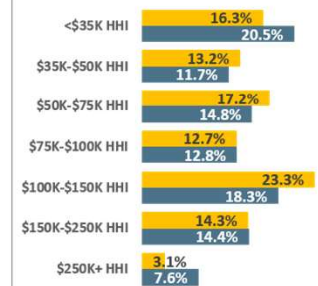
52.9 49.5

■ who Shopped at O'REILLY AUTO PARTS in the past 12mos ■ STL



■ who Shopped at O'REILLY AUTO PARTS in the past 12mos ■ STL

## HHI of Target vs. Market:



Avg HHI: \$98,168 \$103,944



14.1% or 273,980 of CIN DMA Adults 18 or older Shopped at O'REILLY AUTO PARTS in the past 12mos.  
Typical Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos are 50.1 years old (3.1% older than average) and have a \$116,203 (12.3% higher than average) annual household income.

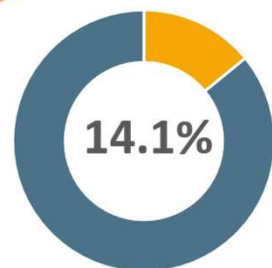


Percent of Market: Adults 18 or older



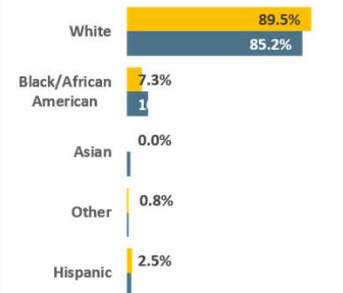
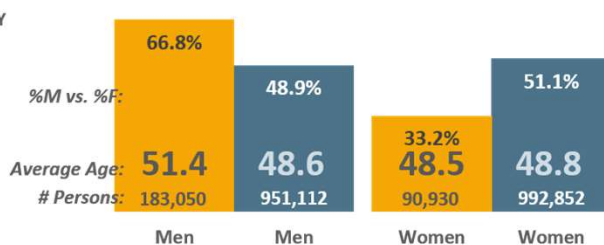
Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



■ who Shopped at O'REILLY AUTO PARTS in the past 12mos  
■ Remainder of CIN DMA

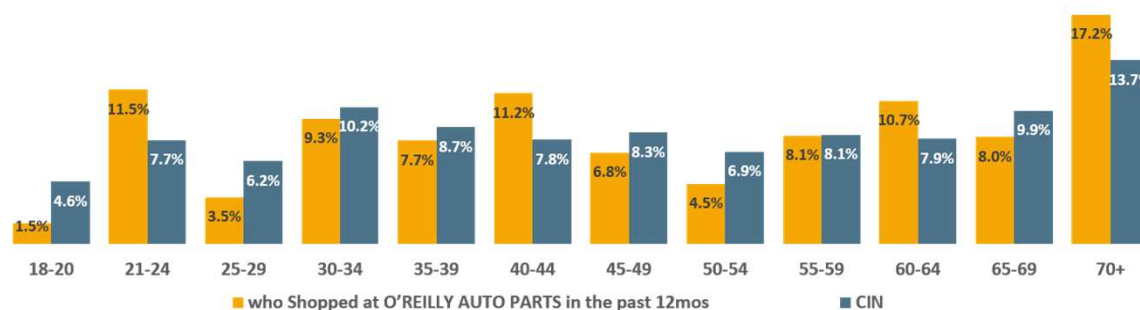
Total Persons:



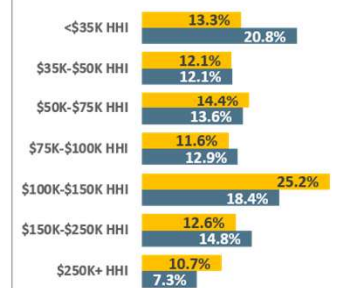
Age Cell Demographics of Target vs. Market:

Adults 18 or older

Average Age:

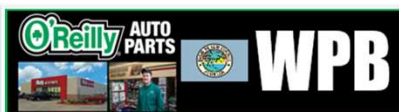


HHI of Target vs. Market:



Avg HHI: \$116,203 (yellow) \$103,481 (blue)





7.9% or 152,697 of WPB DMA Adults 18 or older Shopped at O'REILLY AUTO PARTS in the past 12mos.  
Typical Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos are 51.3 years old (3.6% younger than average) and have a \$83,631 (20.6% lower than average) annual household income.

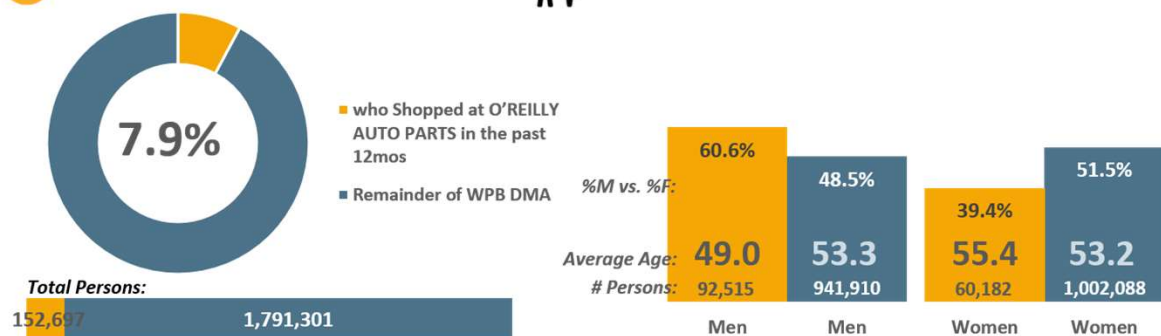


Percent of Market: Adults 18 or older

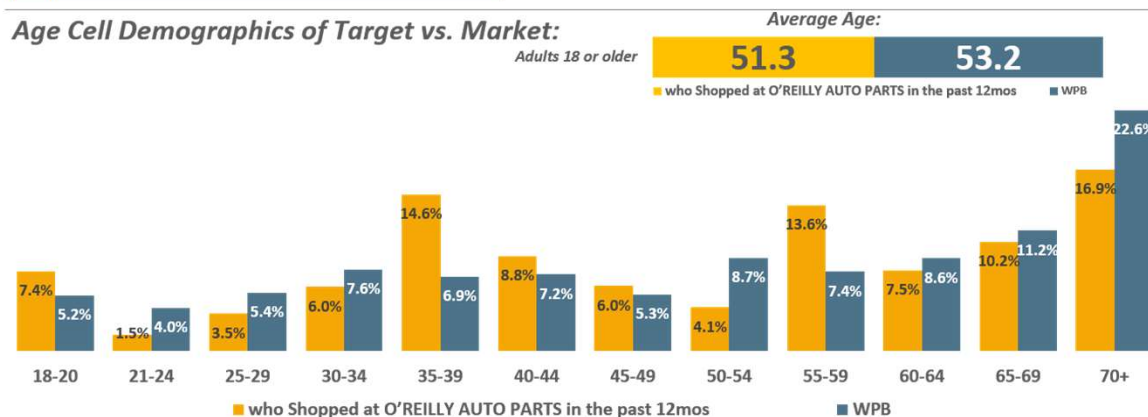


Gender of Target vs. Market: Adults 18 or older

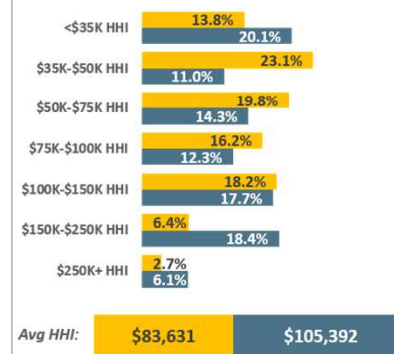
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 209  
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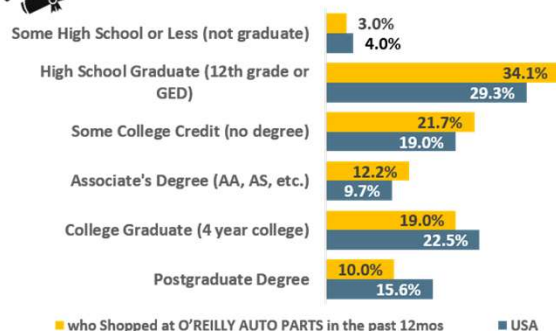
Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): O'Reilly Auto Parts



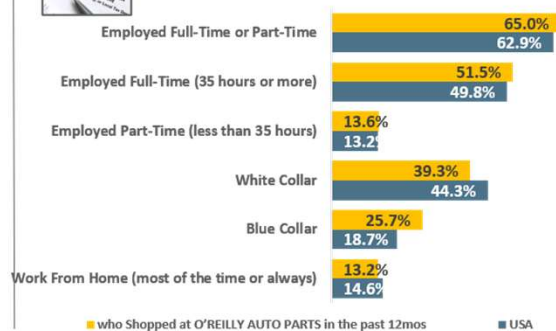
13.1% or 35,537,466 of USA Adults 18 or older Shopped at O'REILLY AUTO PARTS in the past 12mos. Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos are 23.7% less likely to be a college graduate, 3.4% more likely to work full-time, 9.1% more likely to be married, 11.7% more likely to be a parent of 1 or more children under 18.



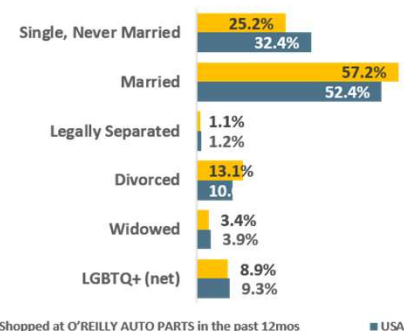
### Education Levels: Adults 18 or older



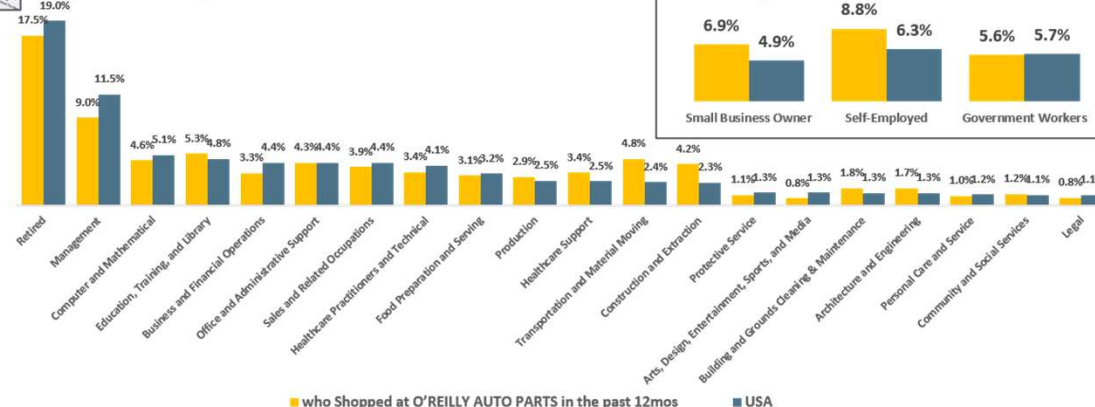
### Employment: Adults 18 or older



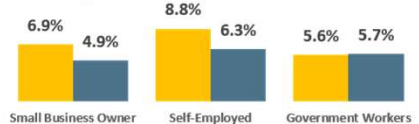
### Marital Status: Adults 18 or older



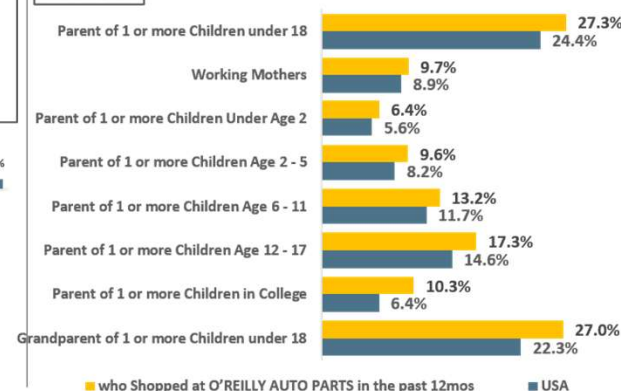
### Top-20 Occupations: Adults 18 or older



#### Entrepreneurs/Government Workers



### Stage in Life: Adults 18 or older



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 2,785  
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

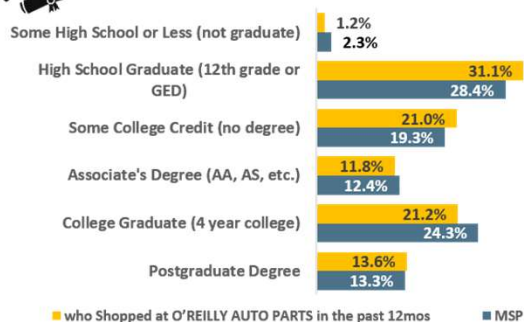
Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): O'Reilly Auto Parts



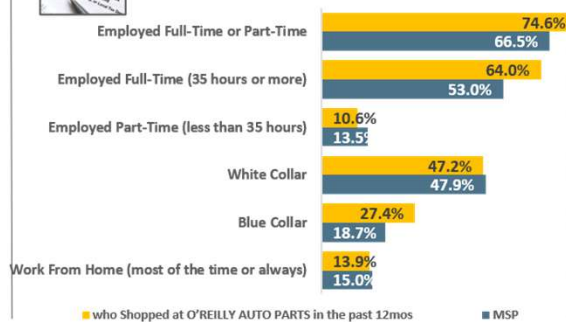
18.1% or 704,572 of MSP DMA Adults 18 or older Shopped at O'REILLY AUTO PARTS in the past 12mos. Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos are 7.4% less likely to be a college graduate, 20.8% more likely to work full-time, 7.6% more likely to be married, 28.1% more likely to be a parent of 1 or more children under 18.



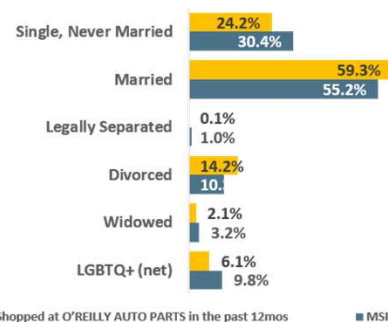
### Education Levels: Adults 18 or older



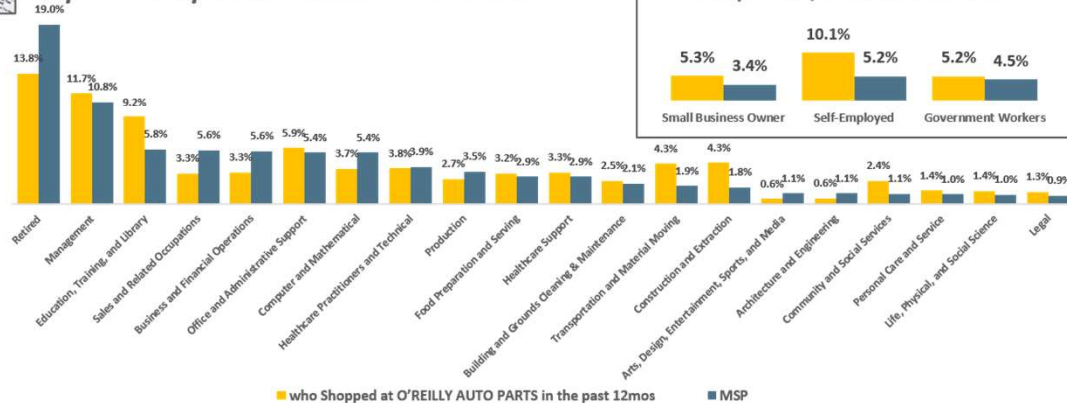
### Employment: Adults 18 or older



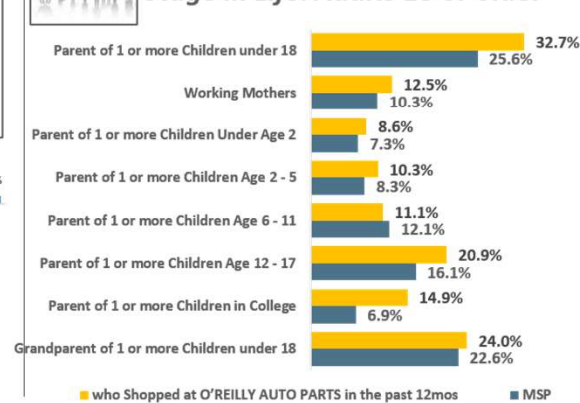
### Marital Status: Adults 18 or older

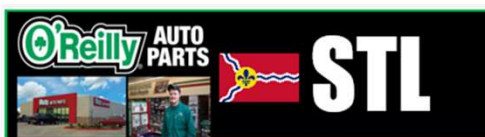


### Top-20 Occupations: Adults 18 or older



### Stage in Life: Adults 18 or older

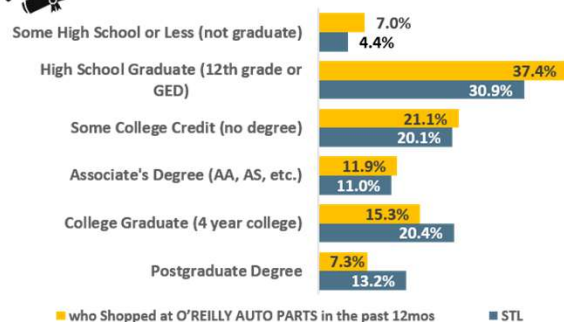




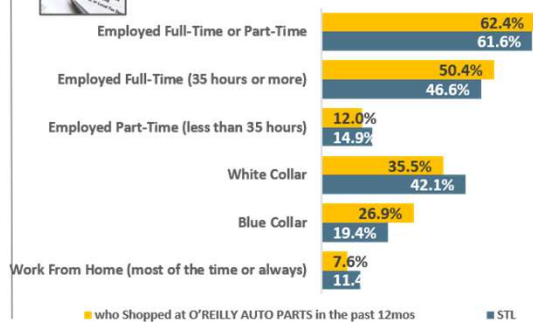
19.9% or 479,218 of STL DMA Adults 18 or older Shopped at O'REILLY AUTO PARTS in the past 12mos. Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos are 32.6% less likely to be a college graduate, 8.1% more likely to work full-time, 15.7% more likely to be married, 3.% less likely to be a parent of 1 or more children under 18.



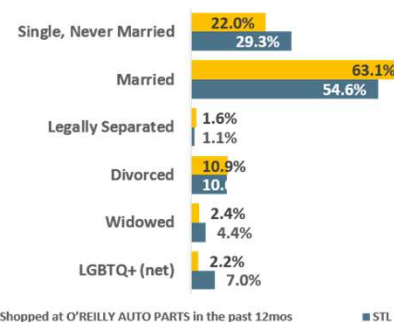
### Education Levels: Adults 18 or older



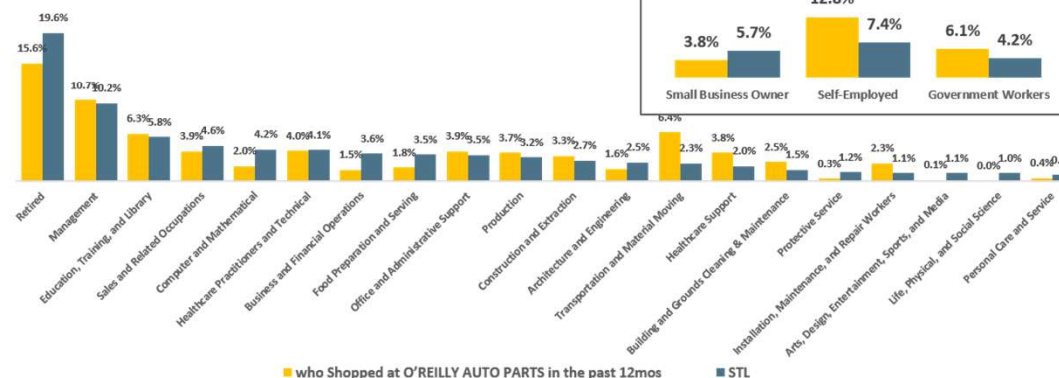
### Employment: Adults 18 or older



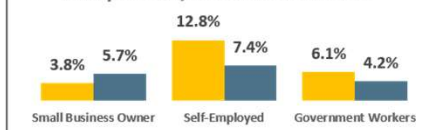
### Marital Status: Adults 18 or older



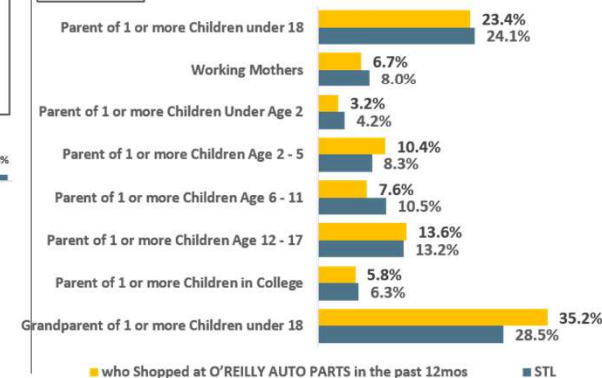
### Top-20 Occupations: Adults 18 or older



### Entrepreneurs/Government Workers



### Stage in Life: Adults 18 or older



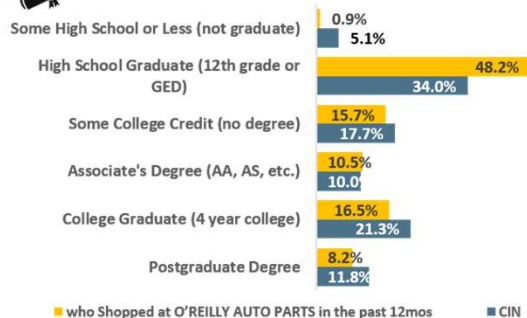




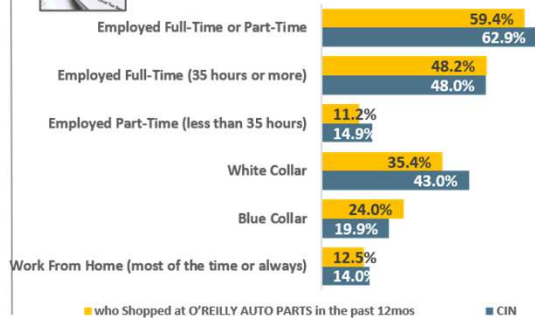
14.1% or 273,980 of CIN DMA Adults 18 or older Shopped at O'REILLY AUTO PARTS in the past 12mos. Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos are 25.6% less likely to be a college graduate, .3% more likely to work full-time, 9.7% more likely to be married, .7% more likely to be a parent of 1 or more children under 18.



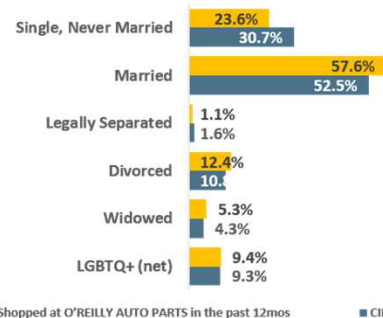
### Education Levels: Adults 18 or older



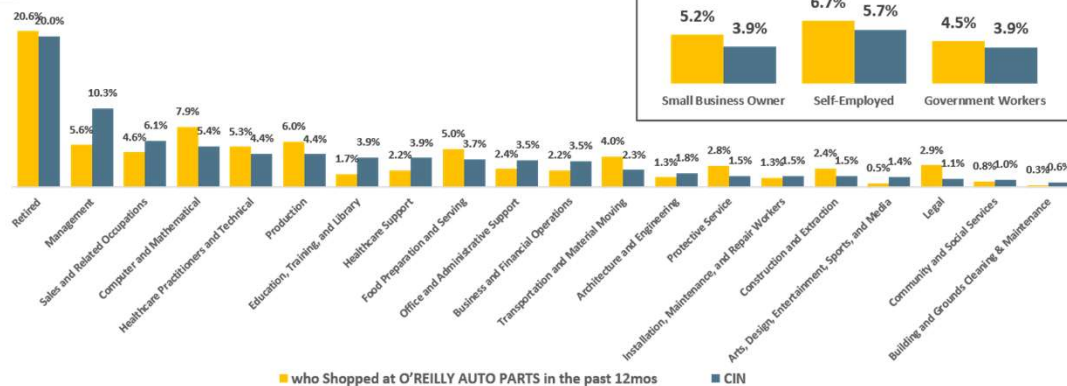
### Employment: Adults 18 or older



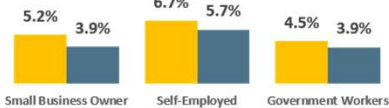
### Marital Status: Adults 18 or older



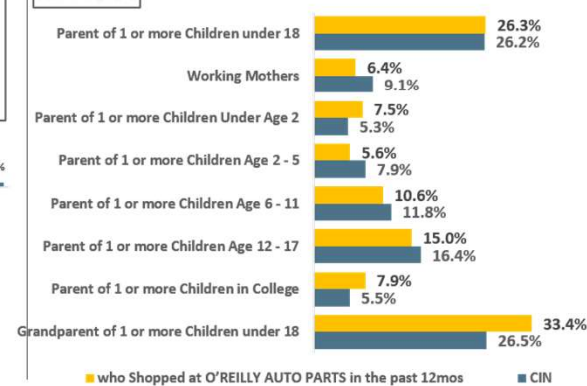
### Top-20 Occupations: Adults 18 or older



### Entrepreneurs/Government Workers



### Stage in Life: Adults 18 or older

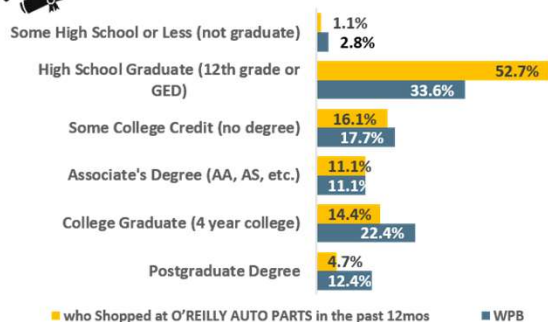




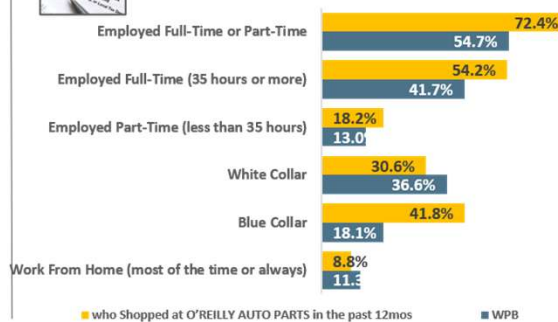
7.9% or 152,697 of WPB DMA Adults 18 or older Shopped at O'REILLY AUTO PARTS in the past 12mos. Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos are 45.3% less likely to be a college graduate, 29.9% more likely to work full-time, 20.8% less likely to be married, 8.1% more likely to be a parent of 1 or more children under 18.



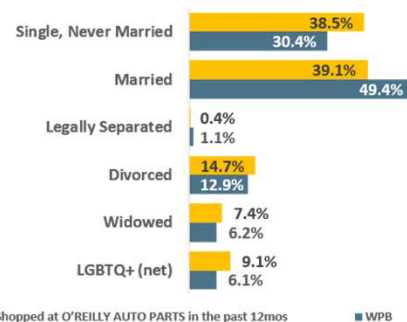
### Education Levels: Adults 18 or older



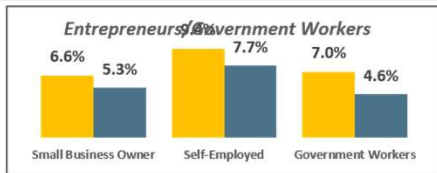
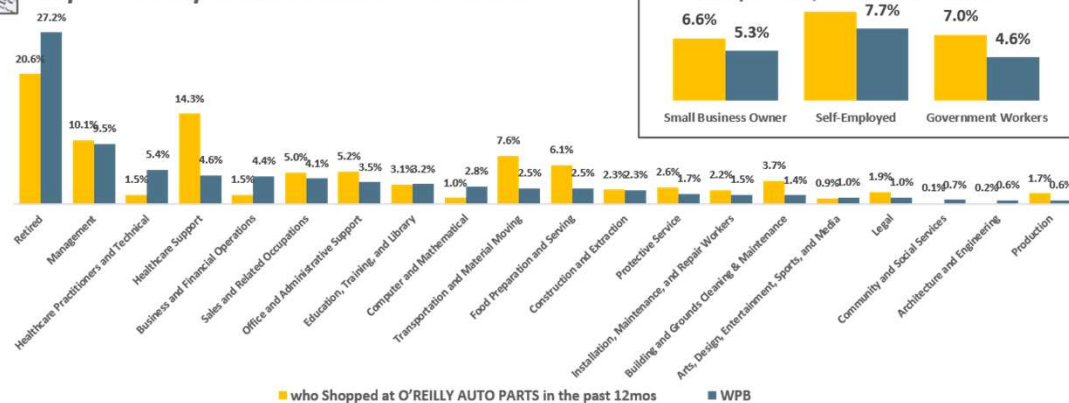
### Employment: Adults 18 or older



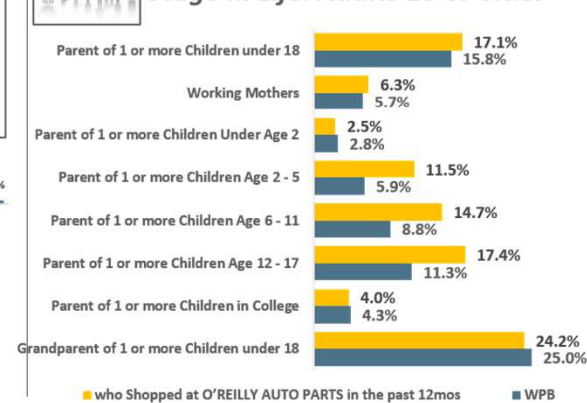
### Marital Status: Adults 18 or older



### Top-20 Occupations: Adults 18 or older



### Stage in Life: Adults 18 or older



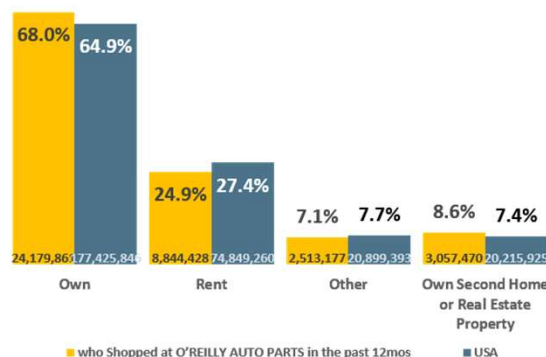
WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 209  
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): O'Reilly Auto Parts

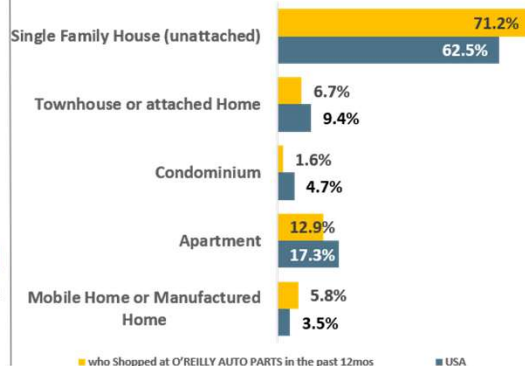


13.3% or 35,537,466 of USA Adults 18 or older Shopped at O'REILLY AUTO PARTS in the past 12mos. Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos are 4.8% more likely to own their home, 7.4% more likely to own a higher valued home, 14.4% more likely to have a single-family home, 24.4% more likely to have a dog.

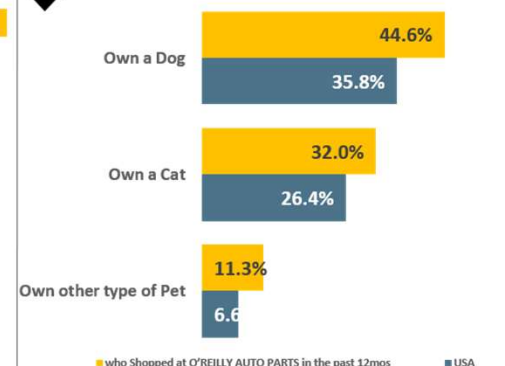
### Own/Rent/Other: Adults 18 or older



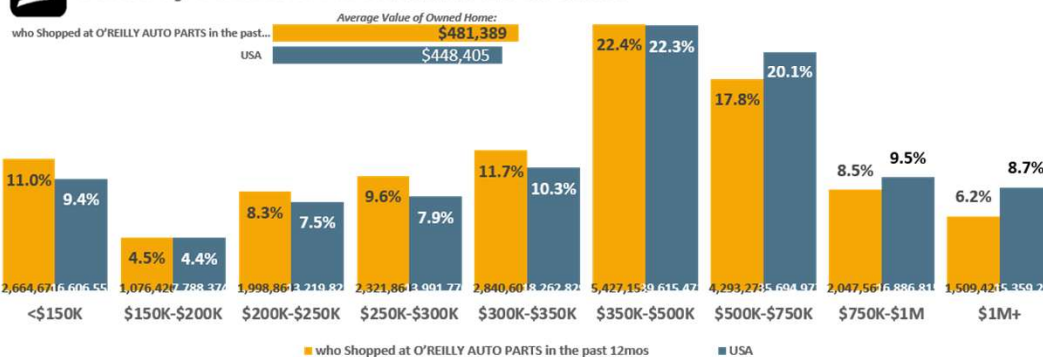
### Type of Home: Adults 18 or older



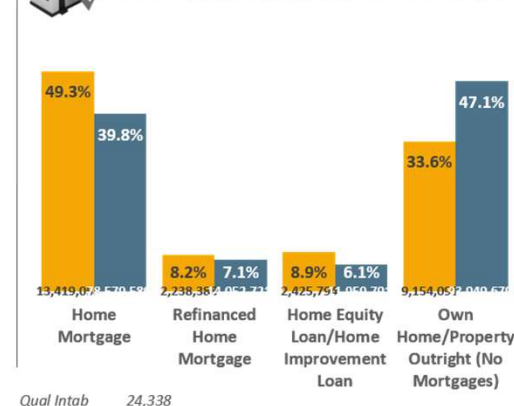
### Pets in Home: Adults 18 or older



### Value of Owned Home: Adults 18 or older



### Home Loans: Adults 18 or older



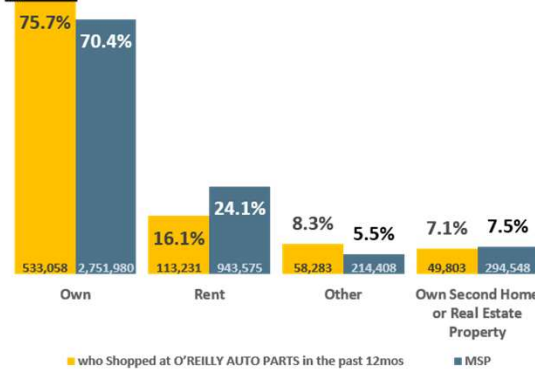
USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 2,785  
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): O'Reilly Auto Parts

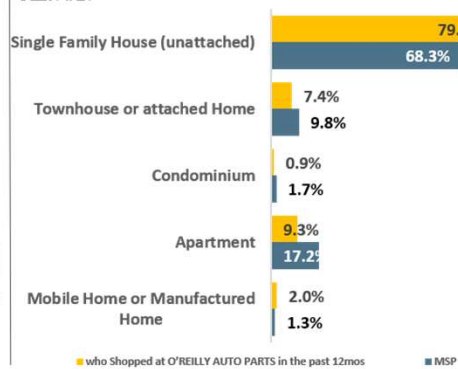


18.8% or 704,572 of MSP DMA Adults 18 or older Shopped at O'REILLY AUTO PARTS in the past 12mos. Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos are 7.5% more likely to own their home, 4.5% more likely to own a lower valued home, 16.9% more likely to have a single-family home, 25.0% more likely to have a dog.

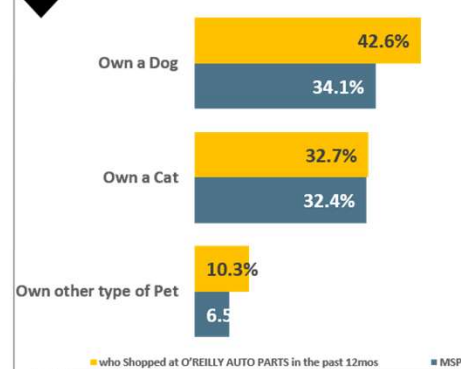
### Own/Rent/Other: Adults 18 or older



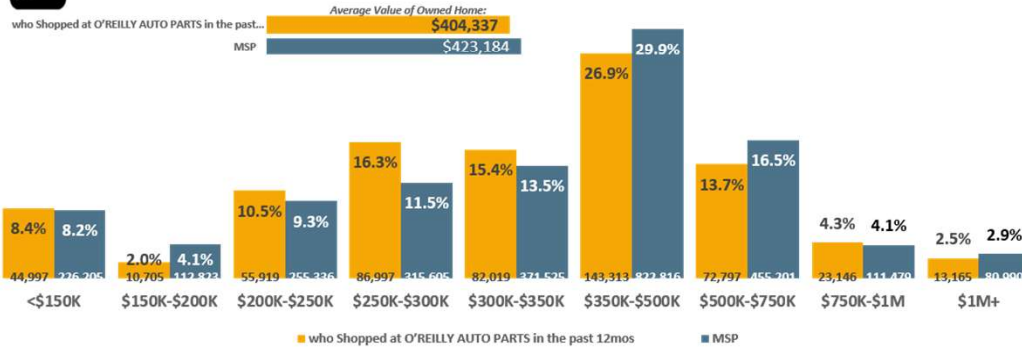
### Type of Home: Adults 18 or older



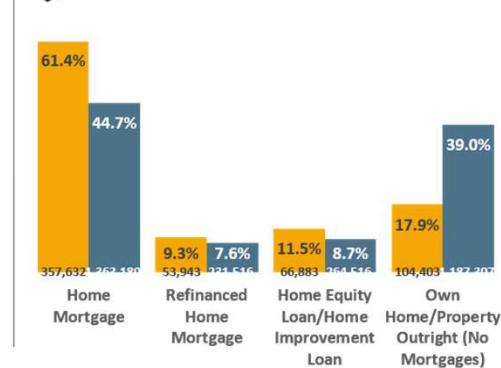
### Pets in Home: Adults 18 or older



### Value of Owned Home: Adults 18 or older



### Home Loans: Adults 18 or older

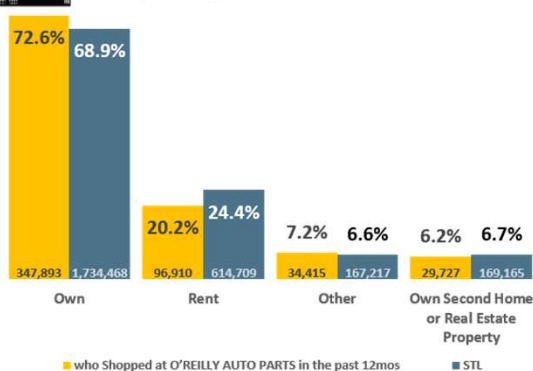




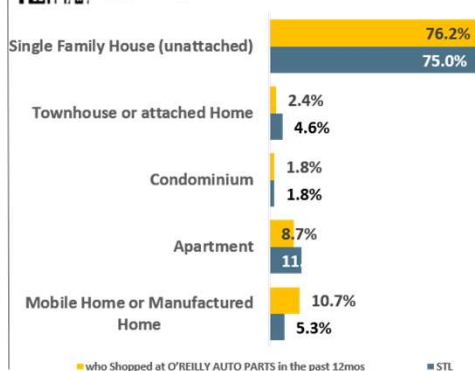


19.9% or 479,218 of STL DMA Adults 18 or older Shopped at O'REILLY AUTO PARTS in the past 12mos. Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos are 5.3% more likely to own their home, 11.1% more likely to own a lower valued home, 1.6% more likely to have a single-family home, 3.1% more likely to have a dog.

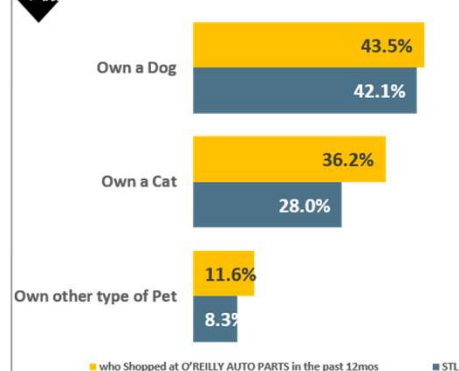
### Own/Rent/Other: Adults 18 or older



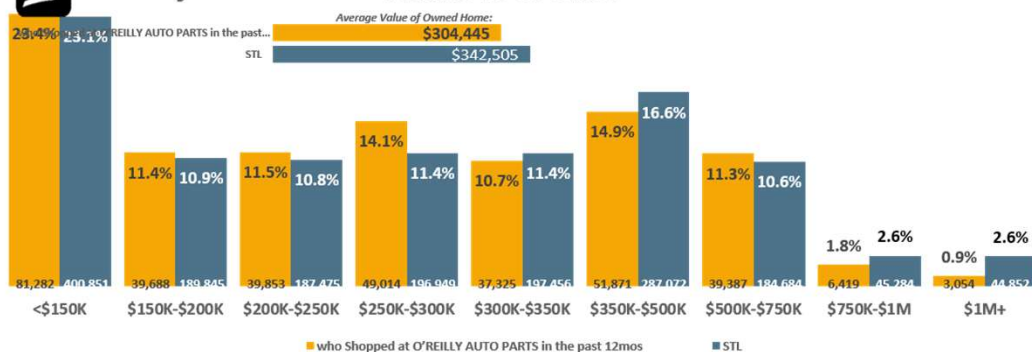
### Type of Home: Adults 18 or older



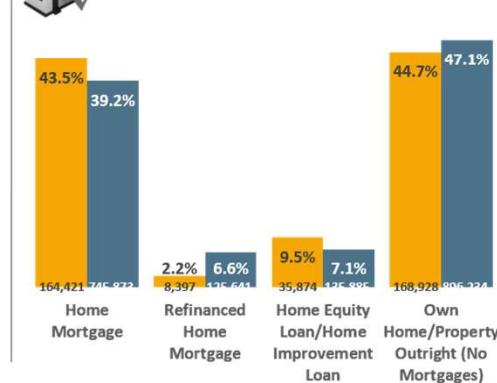
### Pets in Home: Adults 18 or older



### Value of Owned Home: Adults 18 or older



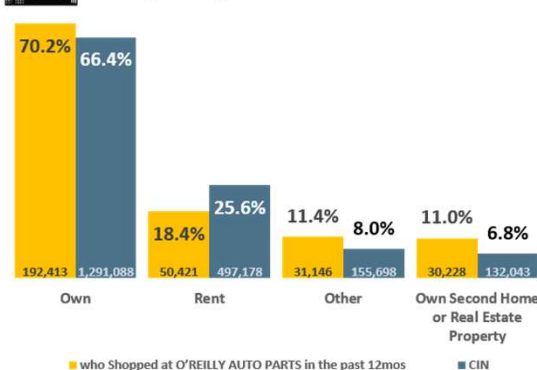
### Home Loans: Adults 18 or older



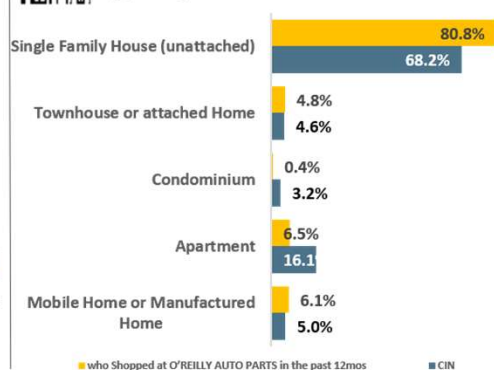


14.1% or 273,980 of CIN DMA Adults 18 or older Shopped at O'REILLY AUTO PARTS in the past 12mos. Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos are 5.7% more likely to own their home, 6.5% more likely to own a lower valued home, 18.5% more likely to have a single-family home, 18.1% more likely to have a dog.

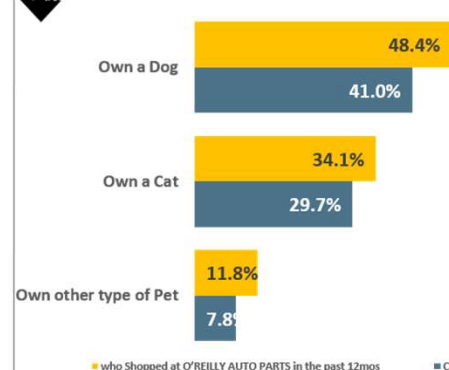
### Own/Rent/Other: Adults 18 or older



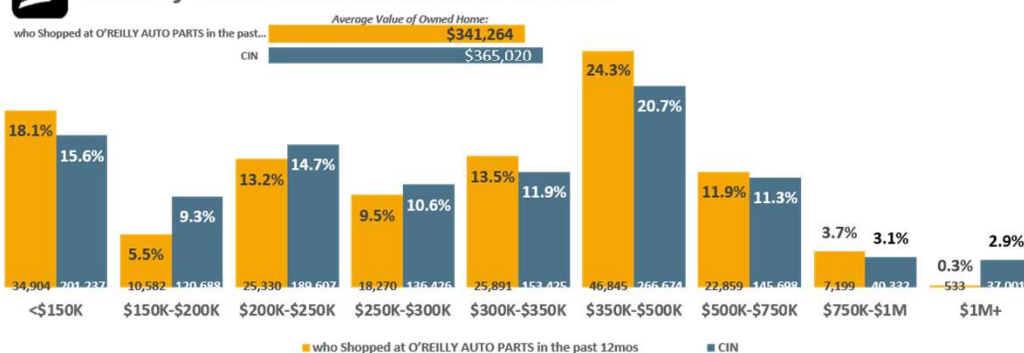
### Type of Home: Adults 18 or older



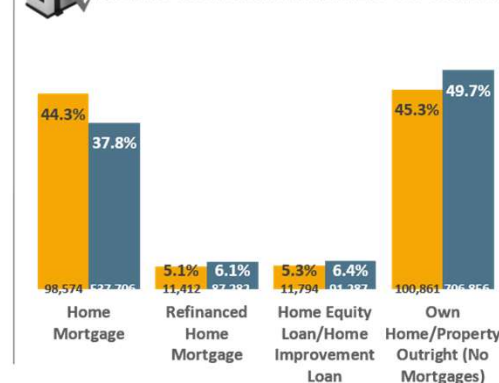
### Pets in Home: Adults 18 or older



### Value of Owned Home: Adults 18 or older



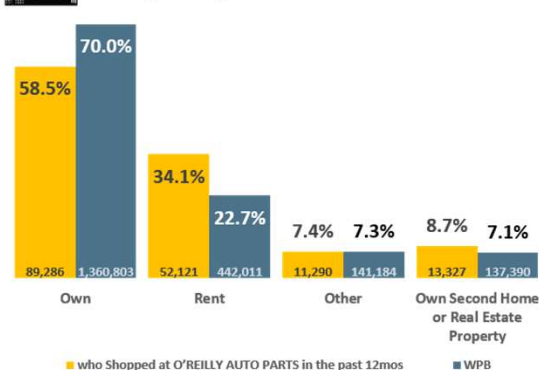
### Home Loans: Adults 18 or older



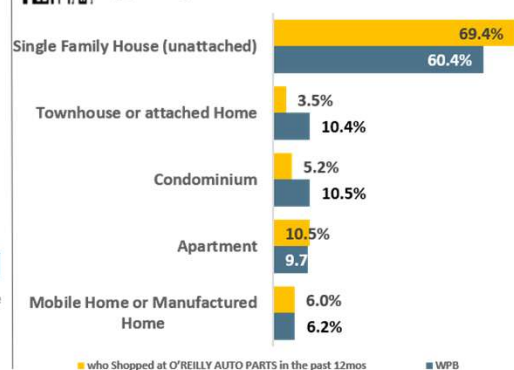


7.9% or 152,697 of WPB DMA Adults 18 or older Shopped at O'REILLY AUTO PARTS in the past 12mos. Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos are 16.5% less likely to own their home, 16.9% more likely to own a lower valued home, 15.% more likely to have a single-family home, 7.6% more likely to have a dog.

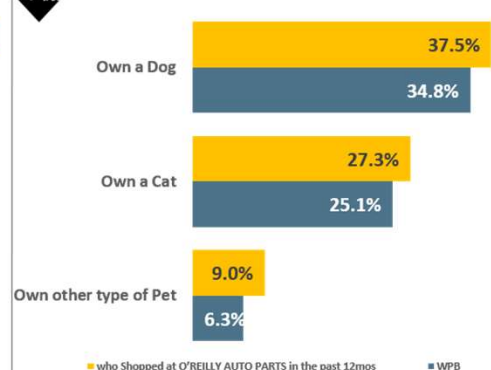
### Own/Rent/Other: Adults 18 or older



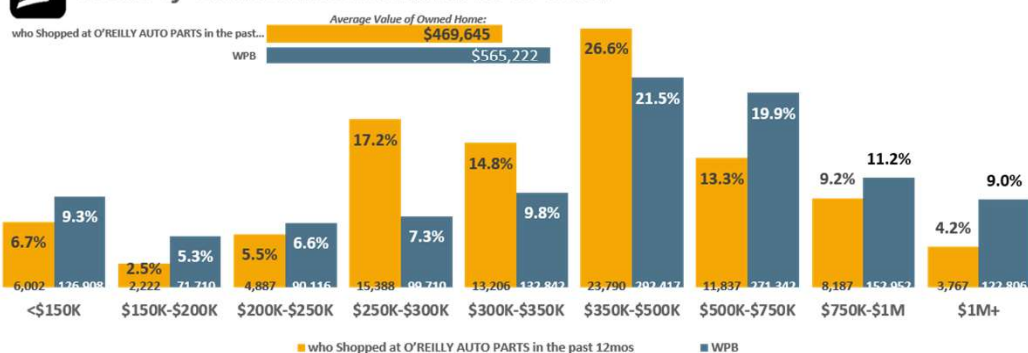
### Type of Home: Adults 18 or older



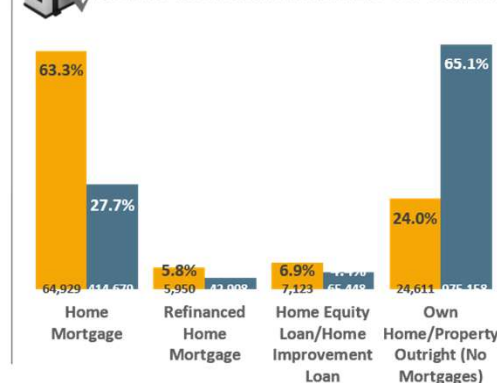
### Pets in Home: Adults 18 or older



### Value of Owned Home: Adults 18 or older



### Home Loans: Adults 18 or older

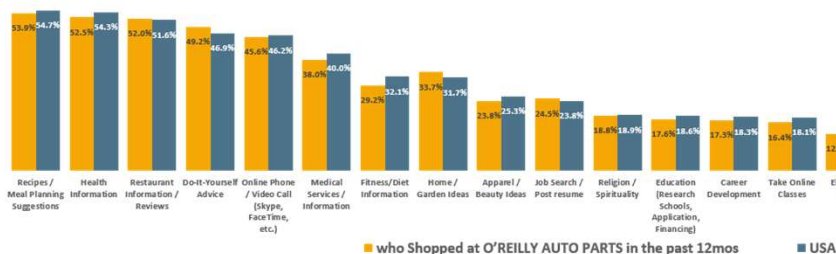




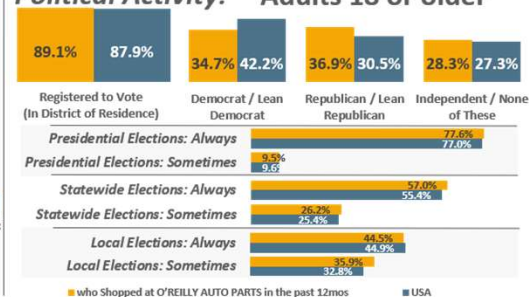
13.3% or 35,537,466 of USA Adults 18 or older Shopped at O'REILLY AUTO PARTS in the past 12mos.  
 Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos are 4.9% more likely to look up D-I-Y advice online, .8% less likely to always vote in local elections, 13.6% less likely to belong to a gym, 6.7% less likely to fly domestic past yr.



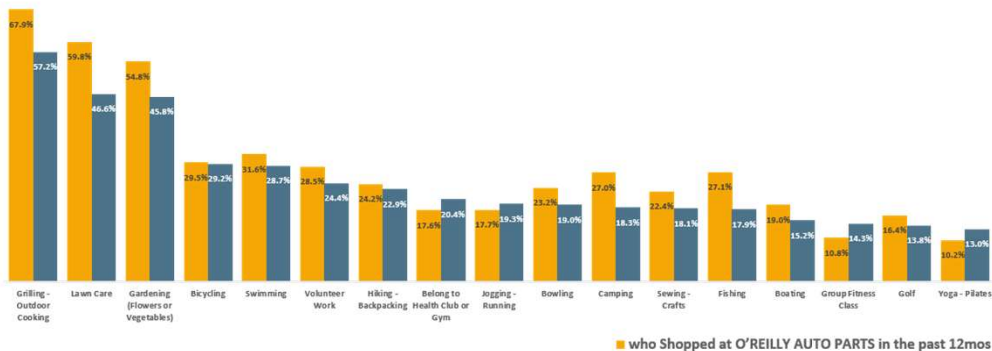
### Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



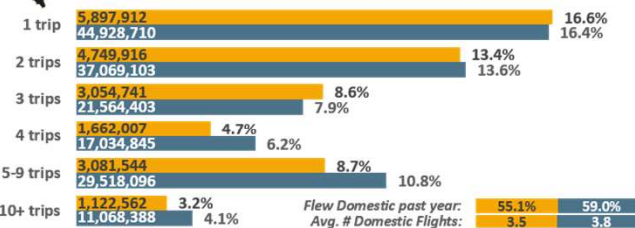
### Political Activity: Adults 18 or older



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



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



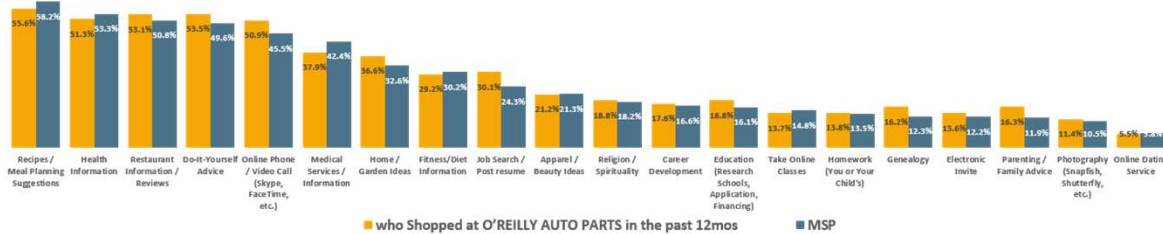




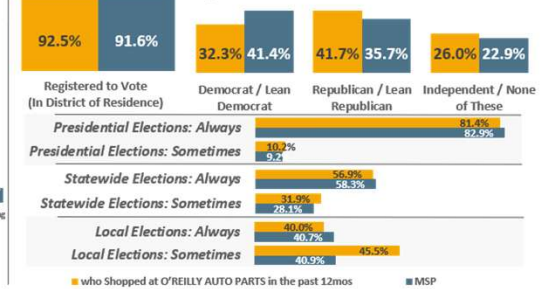
18.% or 704,572 of MSP DMA Adults 18 or older Shopped at O'REILLY AUTO PARTS in the past 12mos.  
 Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos are 7.8% more likely to look up D-I-Y advice online, 1.7% less likely to always vote in local elections, 7.9% less likely to belong to a gym, 7.1% less likely to fly domestic past yr.



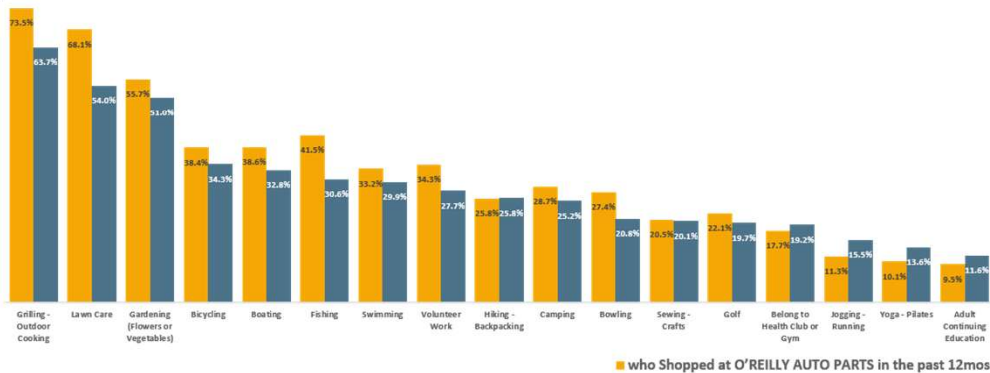
### Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



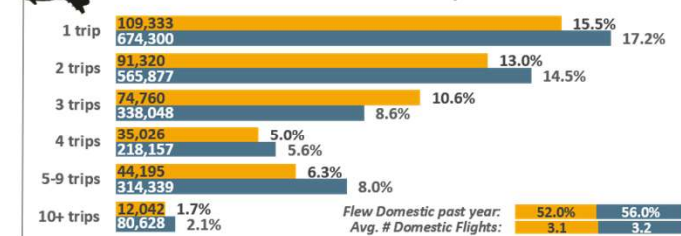
### Political Activity: Adults 18 or older



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



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

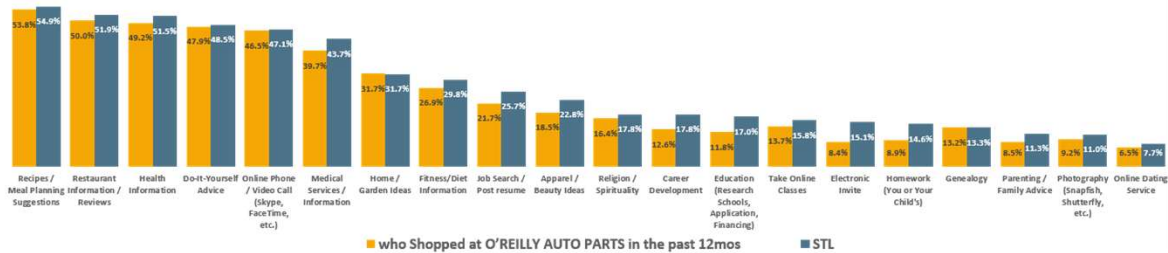




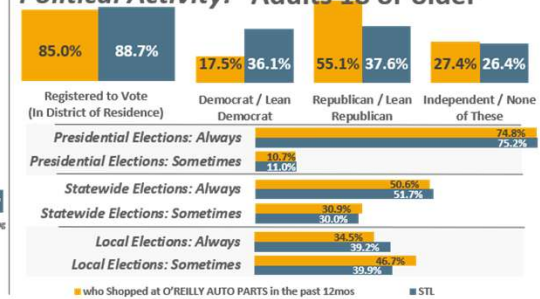
19.9% or 479,218 of STL DMA Adults 18 or older Shopped at O'REILLY AUTO PARTS in the past 12mos.  
 Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos are 1.4% less likely to look up D-I-Y advice online, 12.1% less likely to always vote in local elections, 29.6% less likely to belong to a gym, 15.9% less likely to fly domestic past



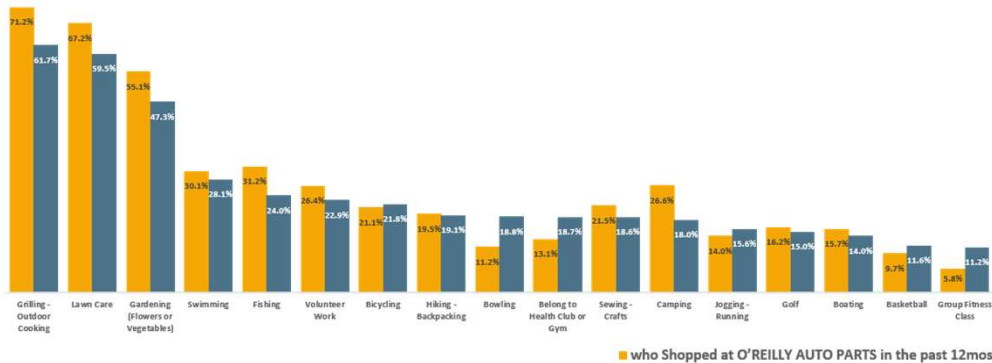
### Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



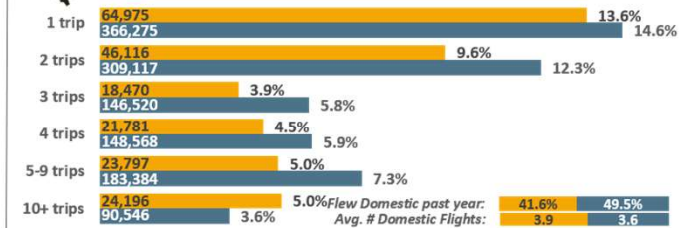
### Political Activity: Adults 18 or older



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



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

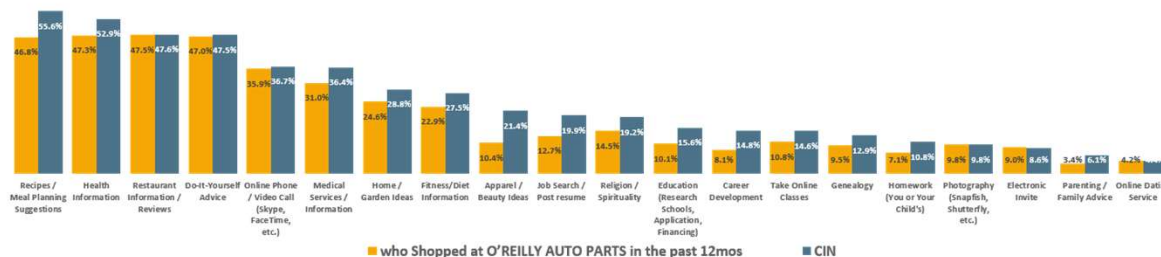




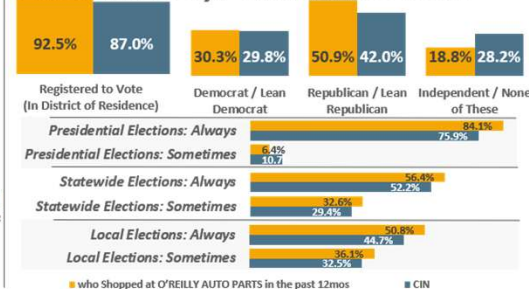
14.1% or 273,980 of CIN DMA Adults 18 or older Shopped at O'REILLY AUTO PARTS in the past 12mos. Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos are .9% less likely to look up D-I-Y advice online, 13.7% more likely to always vote in local elections, 28.% less likely to belong to a gym, 3.1% less likely to fly domestic past yr.



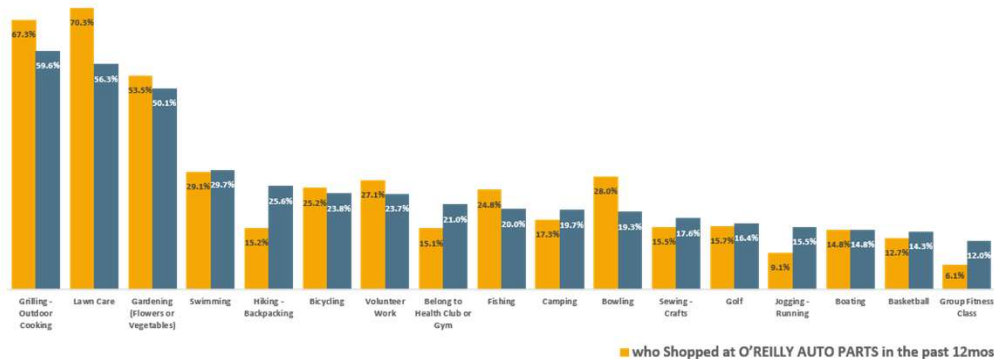
### Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



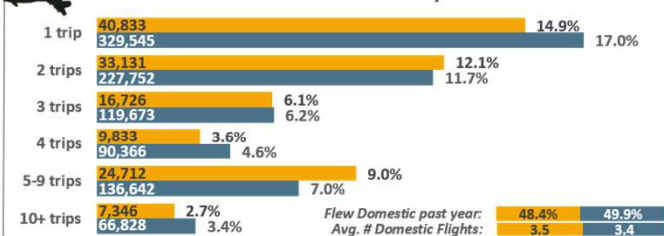
### Political Activity: Adults 18 or older



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



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



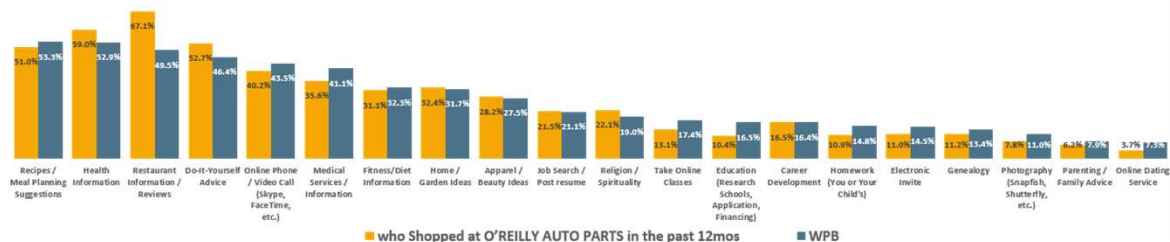
Flew Domestic past year: 48.4% (who Shopped at O'REILLY AUTO PARTS in the past 12mos) vs 49.9% (CIN)  
Avg. # Domestic Flights: 3.5 (who Shopped at O'REILLY AUTO PARTS in the past 12mos) vs 3.4 (CIN)



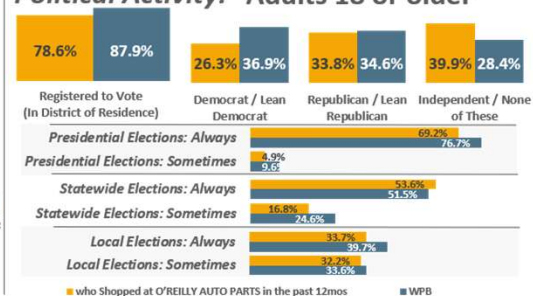
7.9% or 152,697 of WPB DMA Adults 18 or older Shopped at O'REILLY AUTO PARTS in the past 12mos. Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos are 13.5% more likely to look up D-I-Y advice online, 15.1% less likely to always vote in local elections, 48.3% less likely to belong to a gym, 17.3% less likely to fly domestic past



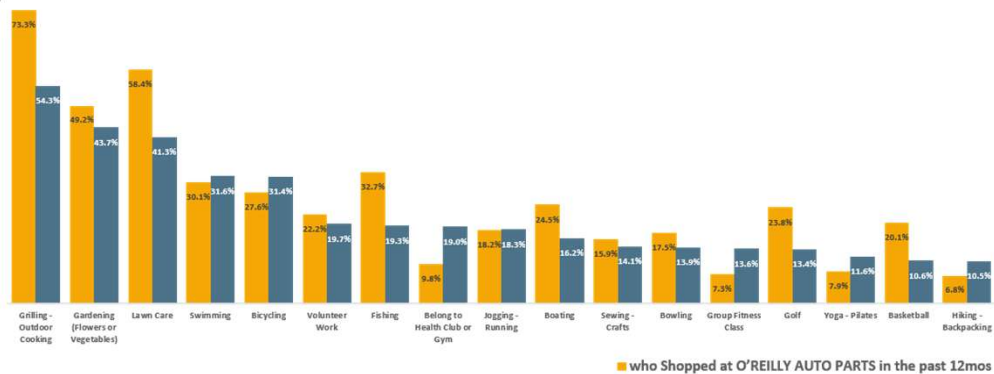
### Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



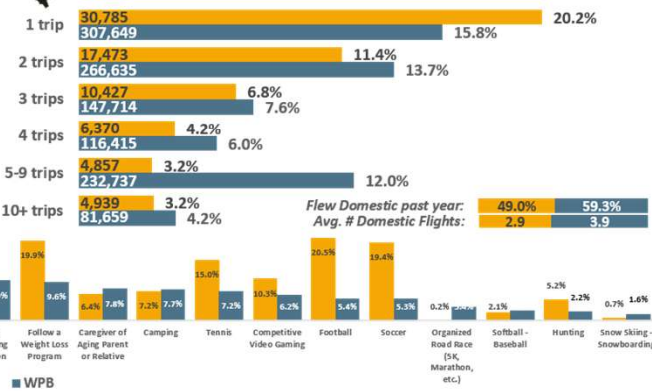
### Political Activity: Adults 18 or older



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



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

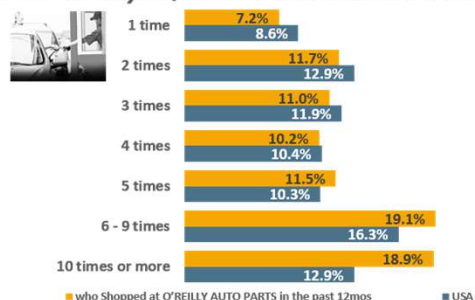






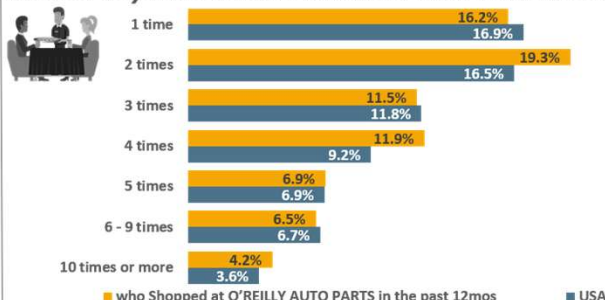
13.1% or 35,537,466 of USA Adults 18 or older Shopped at O'REILLY AUTO PARTS in the past 12mos.  
 Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos are 7.4% more likely to use QSRs past mo., 7.1% more likely to use Sit-Down Restaurants past mo., 18.4% more likely to use Casinos past yr., 40.3% more likely to smoke cigarettes.

### Past 30-days QSR Users: Adults 18 or older



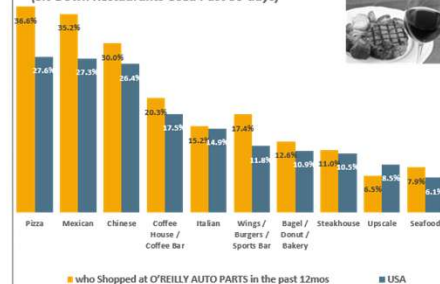
**Total Monthly QSR Users:** 89.5% (31,808,97) vs 83.3% (227,580,847)  
**Avg. Monthly QSR Meals:** 6.6 vs 5.7

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



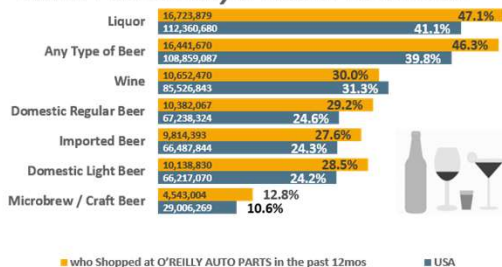
**Total Monthly Sit-Down Restaurant Users:** 76.5% (27,200,964) vs 71.5% (195,235,468)  
**Avg. Monthly Sit-Down Restaurant Meals:** 3.7 vs 3.6

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

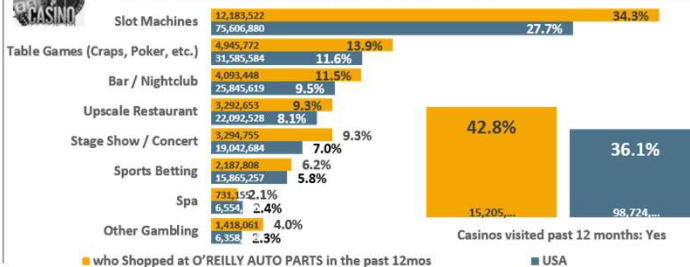


**Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)**  
 who Shopped at O'REILLY AUTO PARTS in the past 12mos: 6,634,582 (18.7%)  
 USA: 34,750,205 (19.9%)

### Drank Past 30-days: Adults 18 or older

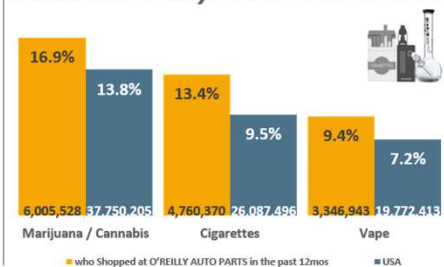


### Past 12 months Casino Activities: Adults 18 or older



**Casinos visited past 12 months: Yes**  
 42.8% (15,205,000) vs 36.1% (98,724,000)

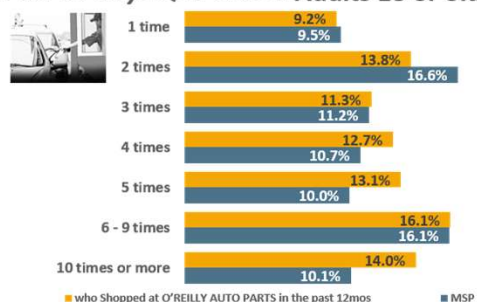
### Used Past 30-days: Adults 18 or older



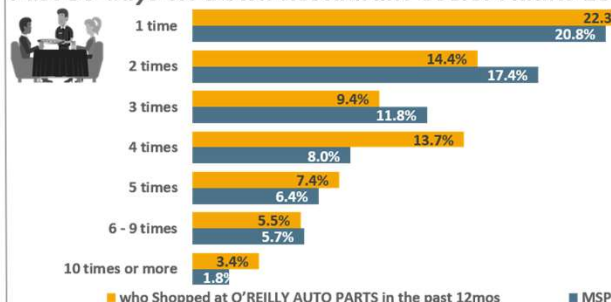


18.8% or 704,572 of MSP DMA Adults 18 or older Shopped at O'REILLY AUTO PARTS in the past 12mos. Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos are 7.3% more likely to use QSRs past mo., 5.7% more likely to use Sit-Down Restaurants past mo., 27.1% more likely to use Casinos past yr., 37.6% more likely to smoke cigarettes.

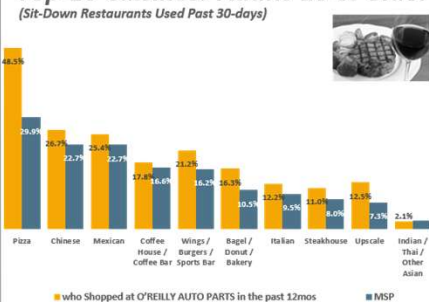
### Past 30-days QSR Users: Adults 18 or older



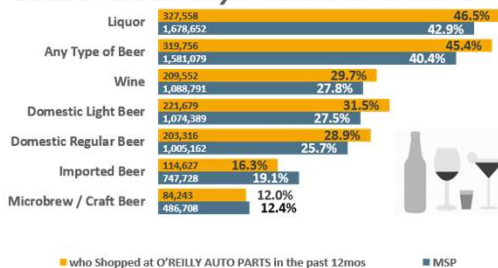
### Past 30-days Sit-Down Restaurant Users: Adults 18 or older



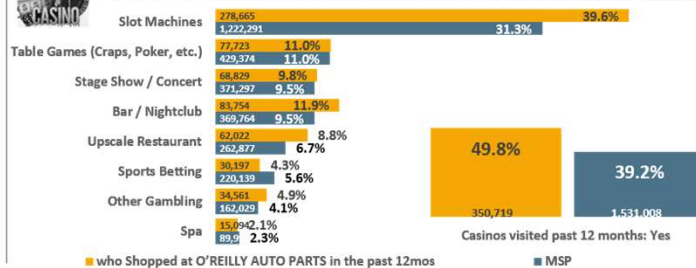
### Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



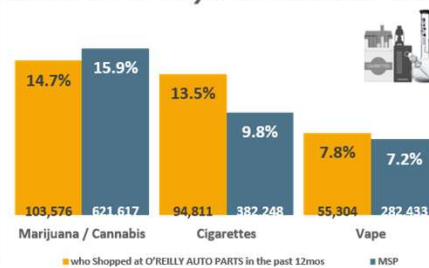
### Drank Past 30-days: Adults 18 or older



### Past 12 months Casino Activities: Adults 18 or older



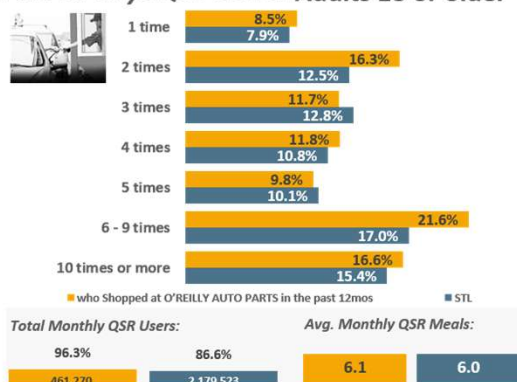
### Used Past 30-days: Adults 18 or older



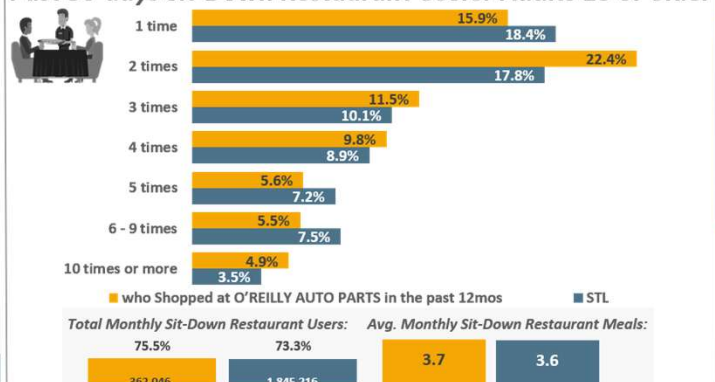


19.9% or 479,218 of STL DMA Adults 18 or older Shopped at O'REILLY AUTO PARTS in the past 12mos. Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos are 11.1% more likely to use QSRs past mo., 3.9% more likely to use Sit-Down Restaurants past mo., 7.1% more likely to use Casinos past yr., 28.7% more likely to smoke cigarettes.

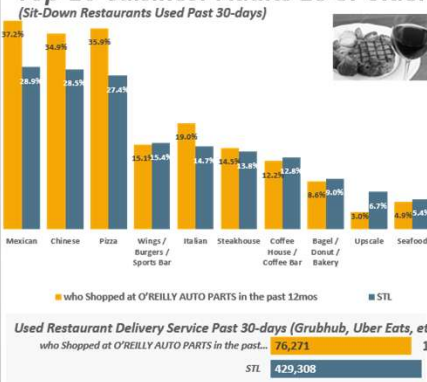
### Past 30-days QSR Users: Adults 18 or older



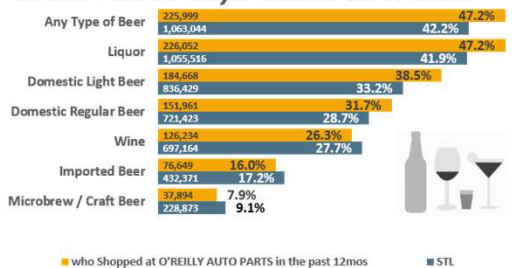
### Past 30-days Sit-Down Restaurant Users: Adults 18 or older



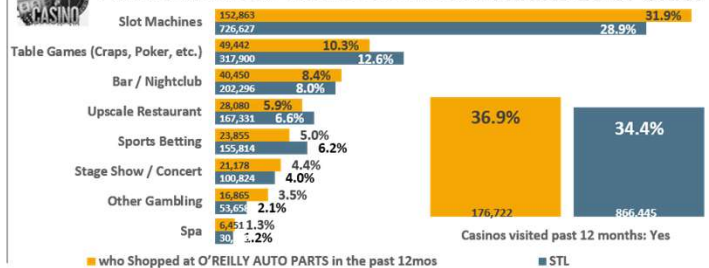
### Top-10 Cuisines: Adults 18 or older



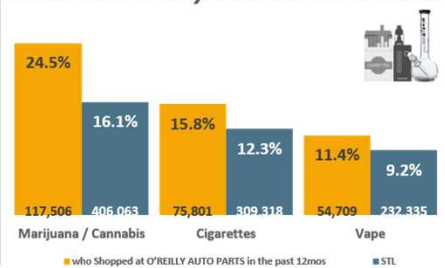
### Drank Past 30-days: Adults 18 or older



### Past 12 months Casino Activities: Adults 18 or older



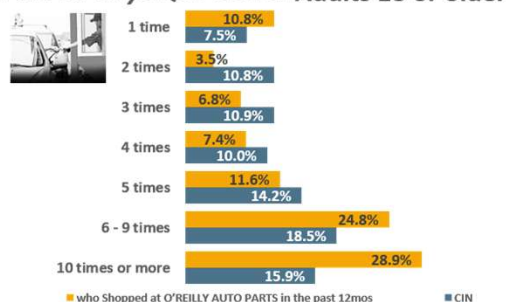
### Used Past 30-days: Adults 18 or older



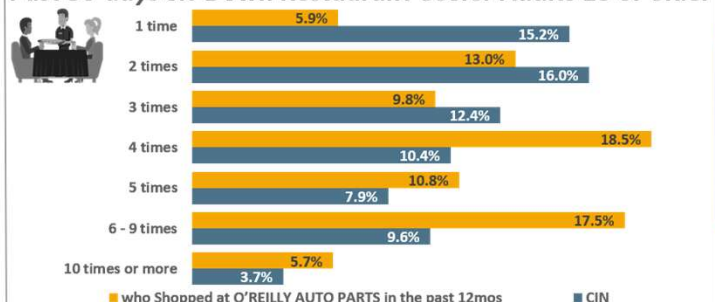


14.1% or 273,980 of CIN DMA Adults 18 or older Shopped at O'REILLY AUTO PARTS in the past 12mos. Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos are 6.9% more likely to use QSRs past mo., 7.9% more likely to use Sit-Down Restaurants past mo., 14.6% more likely to use Casinos past yr., 24.2% more likely to smoke cigarettes.

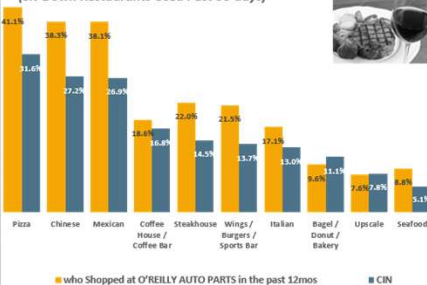
### Past 30-days QSR Users: Adults 18 or older



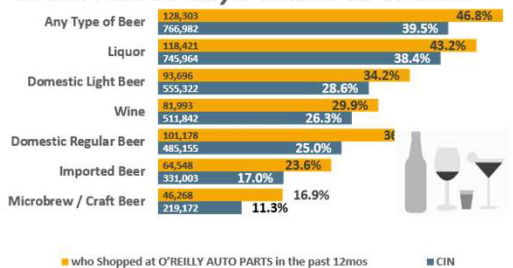
### Past 30-days Sit-Down Restaurant Users: Adults 18 or older



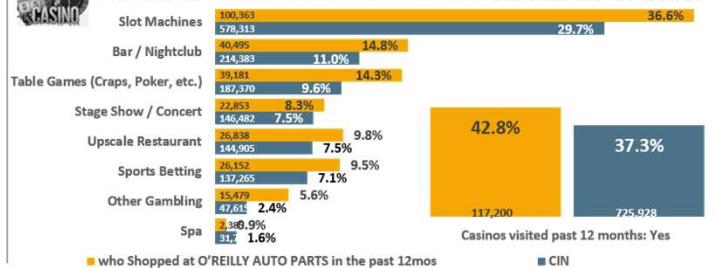
### Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



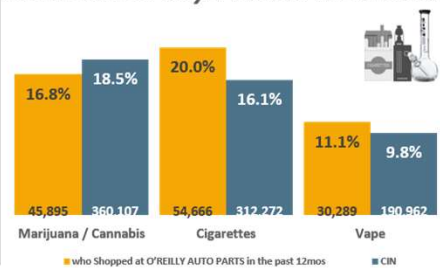
### Drank Past 30-days: Adults 18 or older



### Past 12 months Casino Activities: Adults 18 or older



### Used Past 30-days: Adults 18 or older

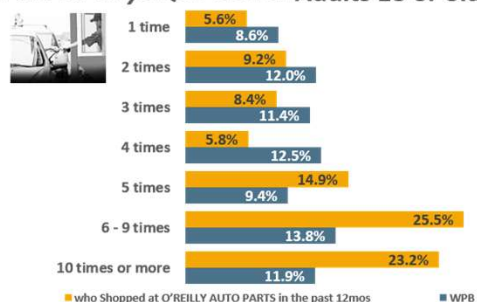




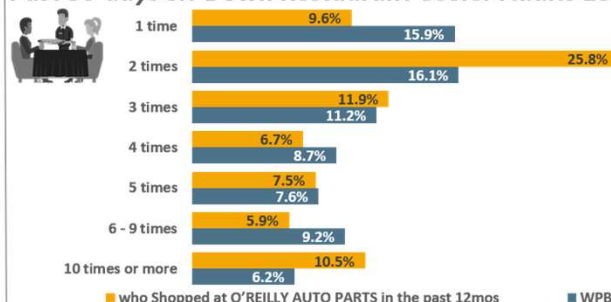


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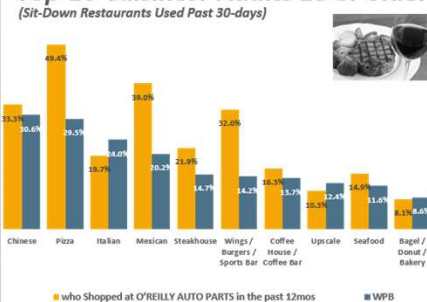
### Past 30-days QSR Users: Adults 18 or older



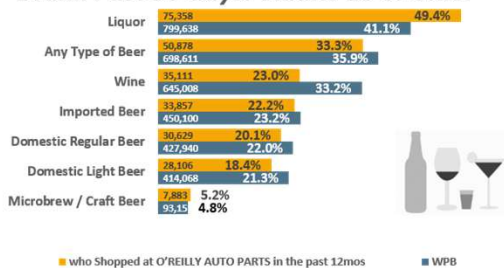
### Past 30-days Sit-Down Restaurant Users: Adults 18 or older



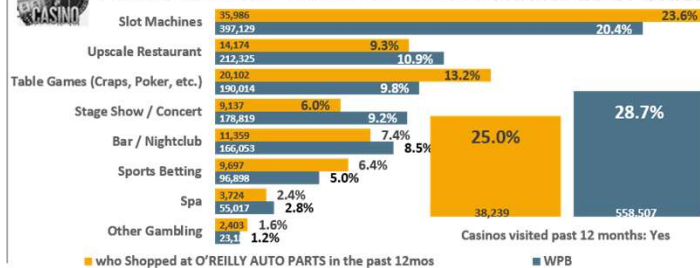
### Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



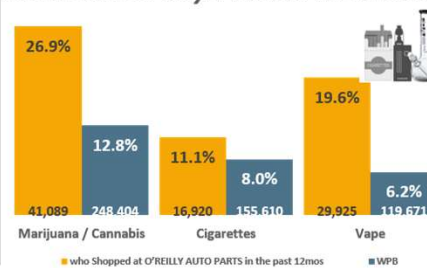
### Drank Past 30-days: Adults 18 or older



### Past 12 months Casino Activities: Adults 18 or older

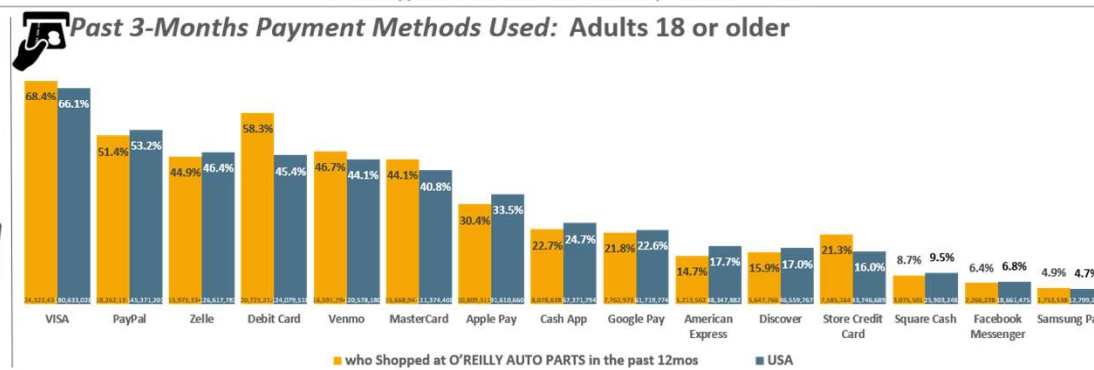
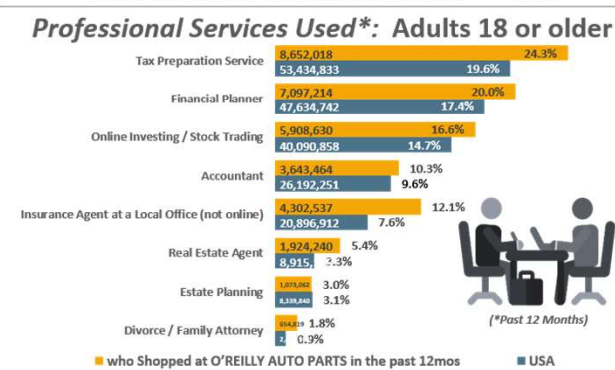
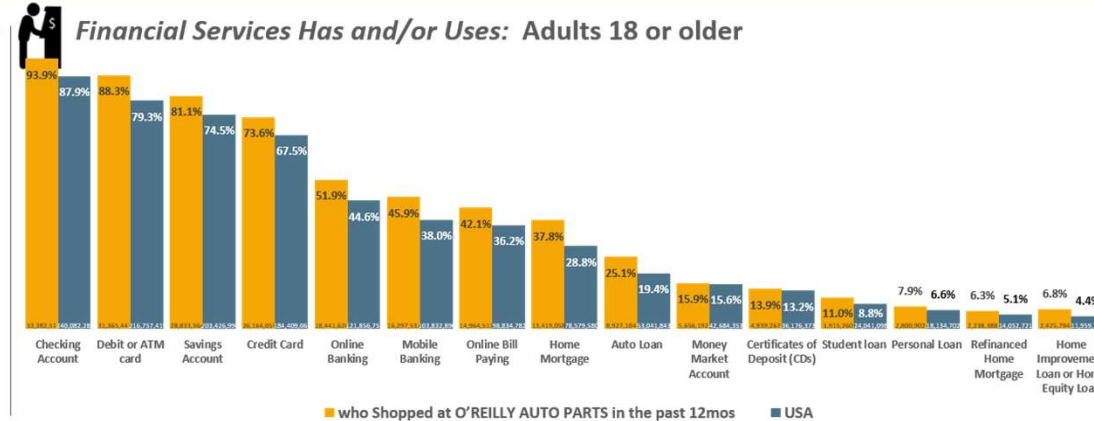
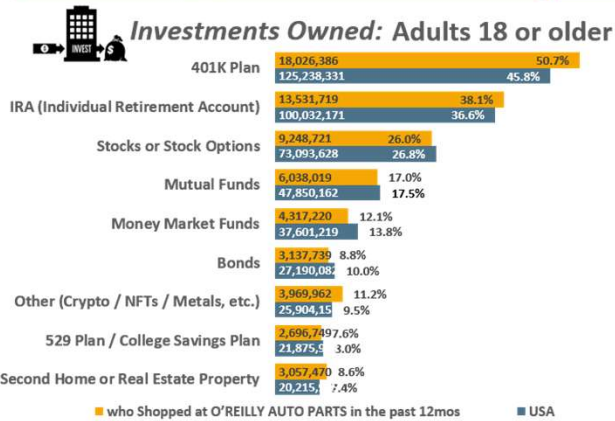


### Used Past 30-days: Adults 18 or older





13.3% or 35,537,466 of USA Adults 18 or older Shopped at O'REILLY AUTO PARTS in the past 12mos.  
 Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos are 10.6% more likely to have a 401K, 29.4% more likely to have an Auto Loan, 13.3% more likely to Invest/Trade Stocks Online, 28.4% more likely to pay with their Debit Card.

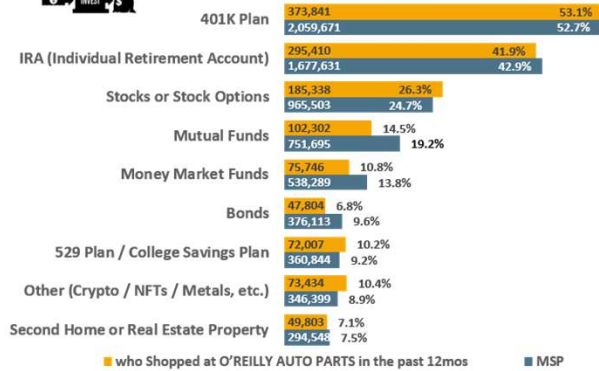




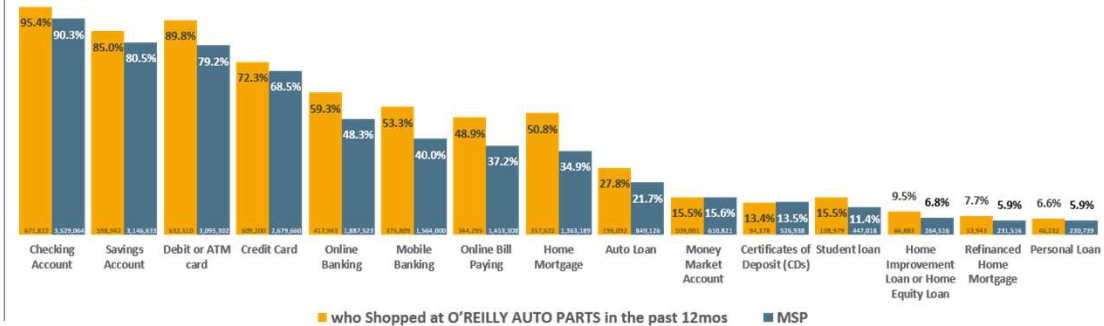
18.% or 704,572 of MSP DMA Adults 18 or older Shopped at O'REILLY AUTO PARTS in the past 12mos.  
Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos are .7% more likely to have a 401K, 28.2% more likely to have an Auto Loan, 21.% more likely to Invest/Trade Stocks Online, 20.3% more likely to pay with their Debit Card.



### Investments Owned: Adults 18 or older



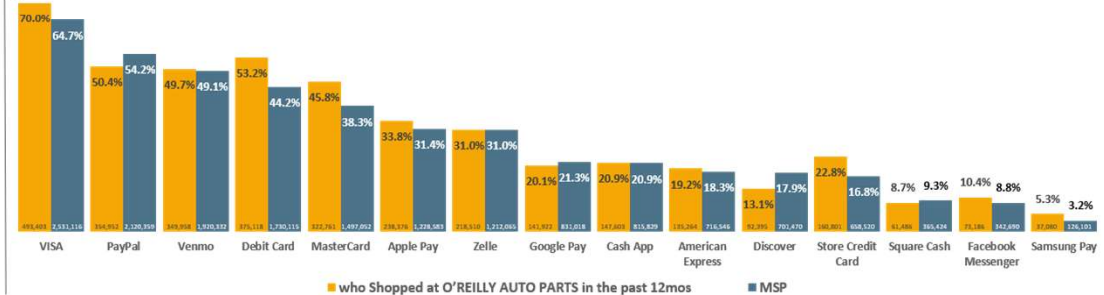
### Financial Services Has and/or Uses: Adults 18 or older



### Professional Services Used\*: Adults 18 or older



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





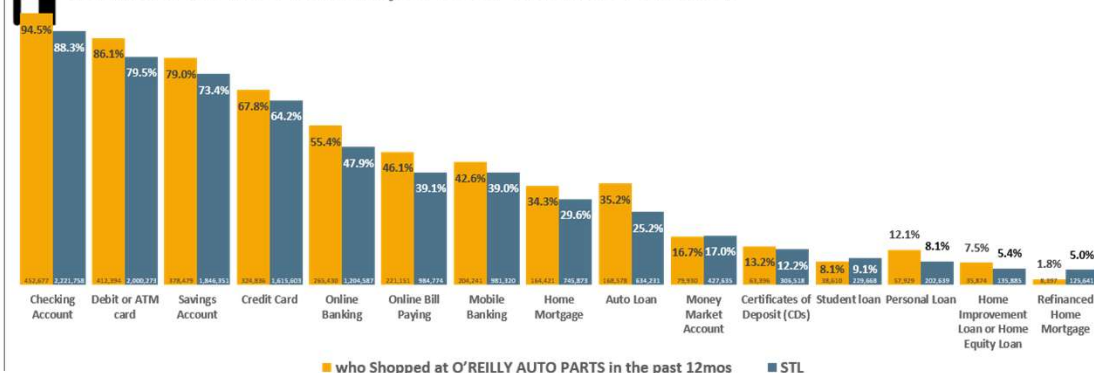
19.9% or 479,218 of STL DMA Adults 18 or older Shopped at O'REILLY AUTO PARTS in the past 12mos. Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos are 4.6% more likely to have a 401K, 39.6% more likely to have an Auto Loan, 5.8% less likely to Invest/Trade Stocks Online, 23.6% more likely to pay with their Debit Card.



### Investments Owned: Adults 18 or older



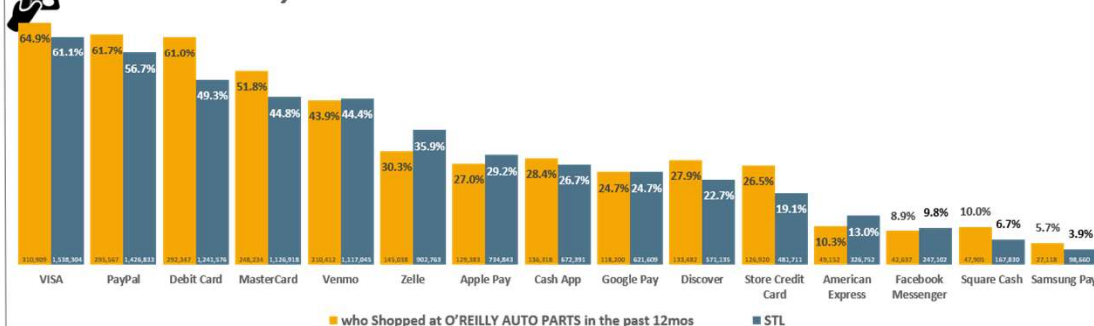
### Financial Services Has and/or Uses: Adults 18 or older



### Professional Services Used\*: Adults 18 or older



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



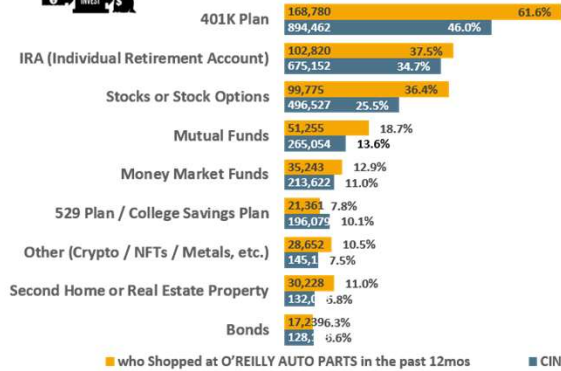




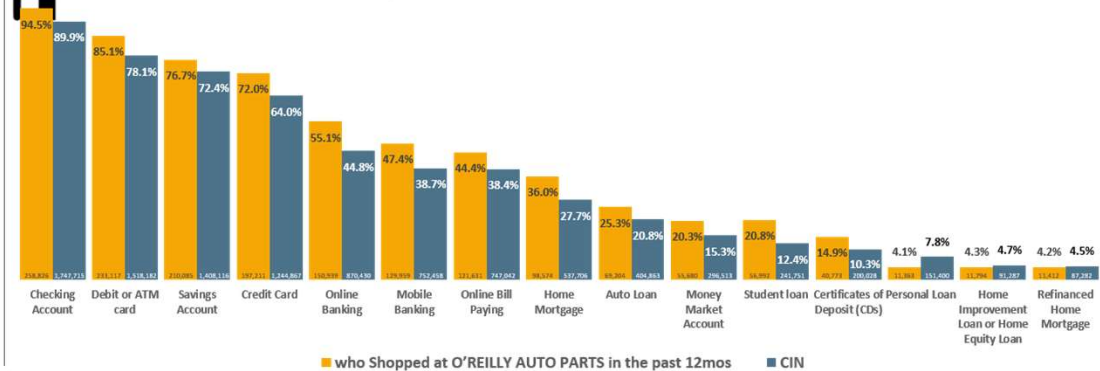
14.1% or 273,980 of CIN DMA Adults 18 or older Shopped at O'REILLY AUTO PARTS in the past 12mos.  
Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos are 33.9% more likely to have a 401K, 21.3% more likely to have an Auto Loan, 60.3% more likely to Invest/Trade Stocks Online, 20.7% more likely to pay with their Debit Card.



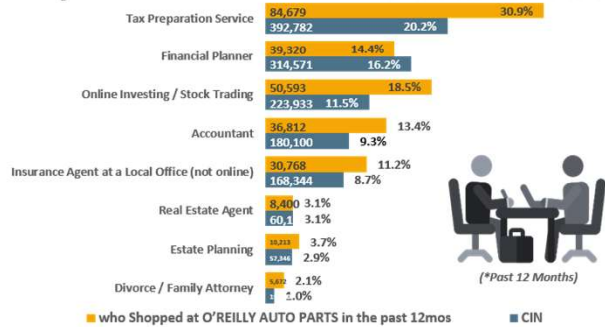
### Investments Owned: Adults 18 or older



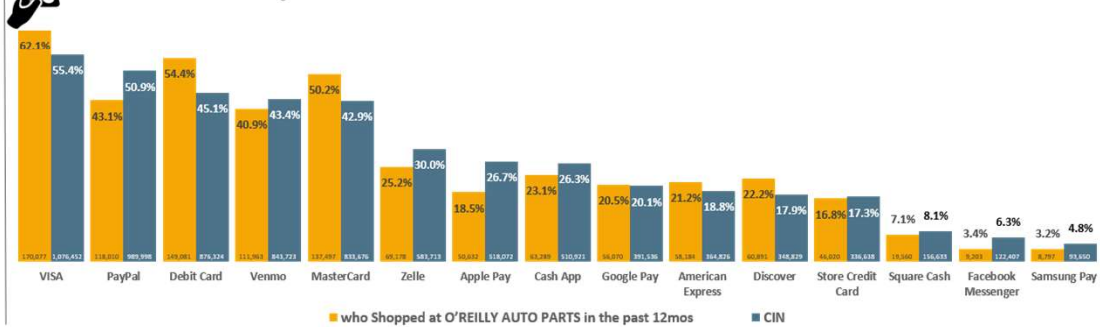
### Financial Services Has and/or Uses: Adults 18 or older



### Professional Services Used\*: Adults 18 or older



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

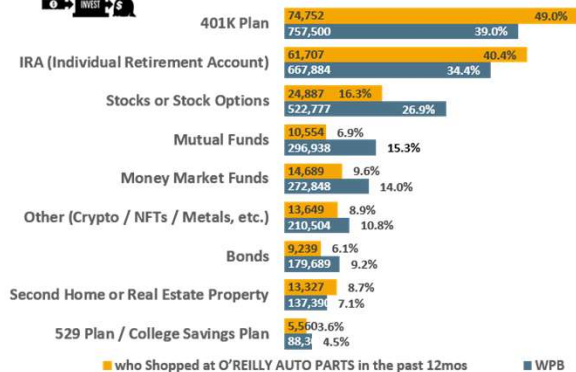




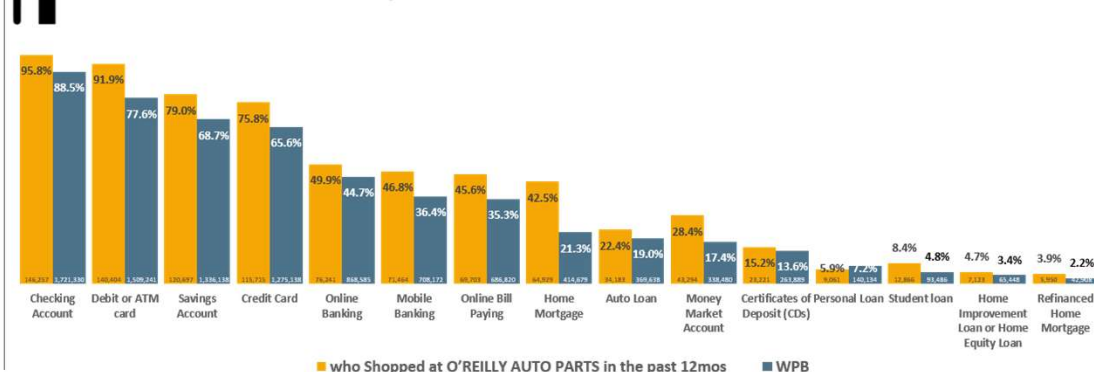
7.9% or 152,697 of WPB DMA Adults 18 or older Shopped at O'REILLY AUTO PARTS in the past 12mos. Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos are 25.6% more likely to have a 401K, 17.7% more likely to have an Auto Loan, 35.6% more likely to Invest/Trade Stocks Online, 30.2% more likely to pay with their Debit Card.



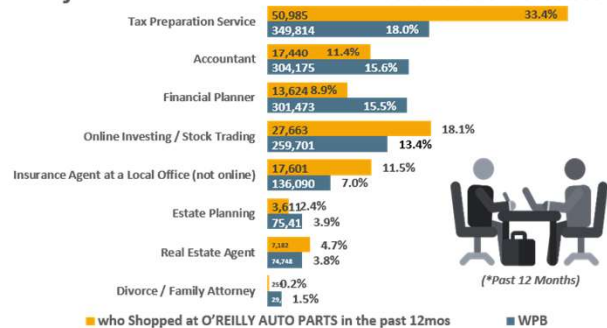
### Investments Owned: Adults 18 or older



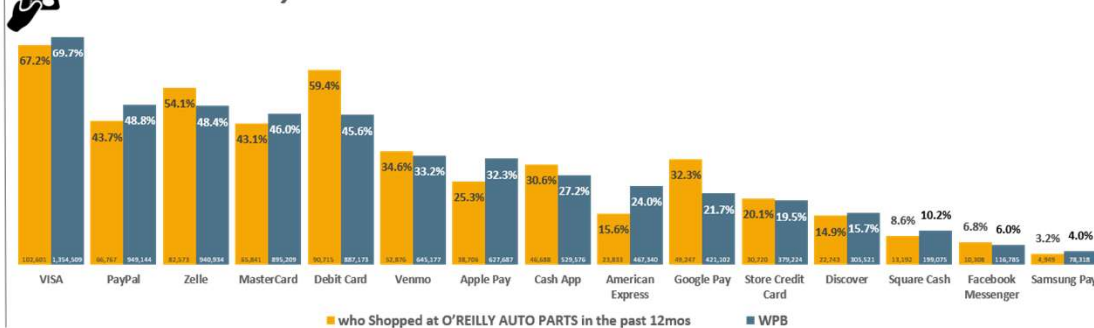
### Financial Services Has and/or Uses: Adults 18 or older



### Professional Services Used\*: Adults 18 or older



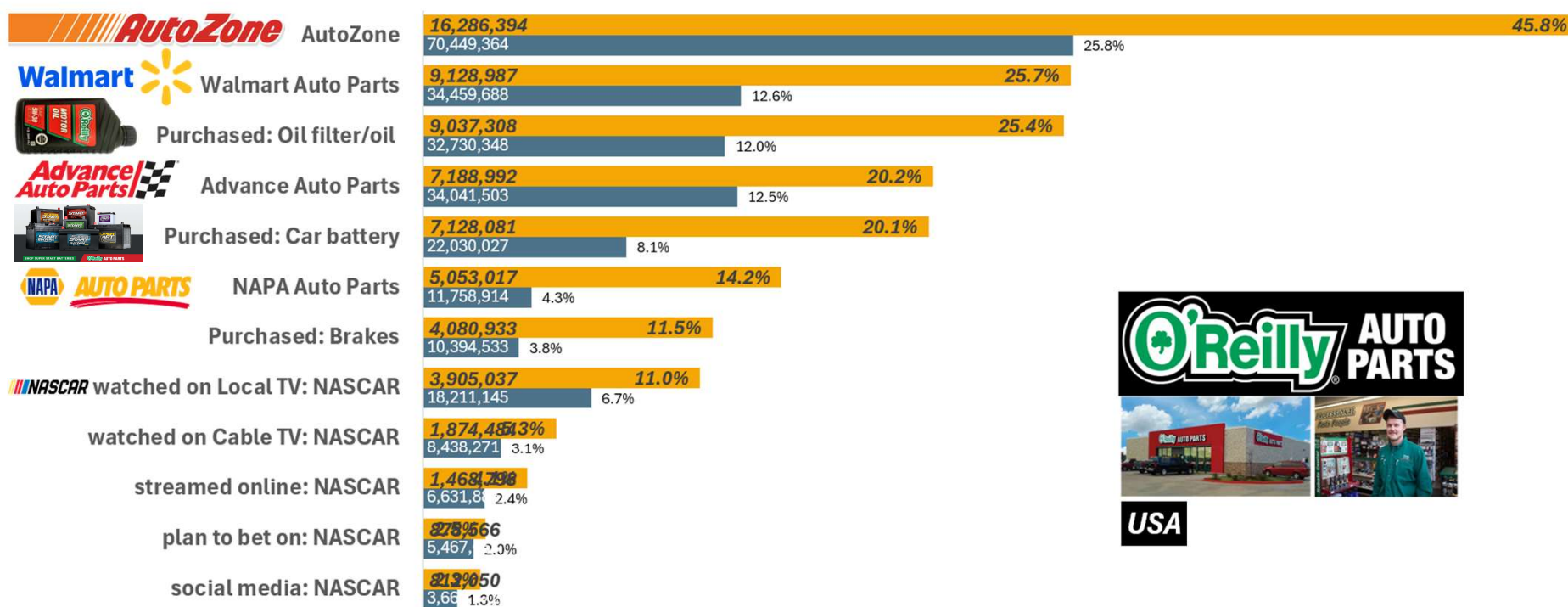
### Past 3-Months Payment Methods Used: Adults 18 or older





## "Purchases, Store Duplication, NASCAR"

P18+ who Shopped at O'REILLY AUTO PARTS in the past 12 months (Purchases Made, Stores Shopped, NASCAR Interest past 12 months)



P18+ who Shopped at O'REILLY AUTO PARTS in the past 12 months (Purchases Made, Stores Shopped, NASCAR Interest past 12 months)

P18+ USA (Purchases Made, Stores Shopped, NASCAR Interest past 12 months)

USA DMA Scarborough R1 2026: Jan25-Mar26 Qual Intab: 2785  
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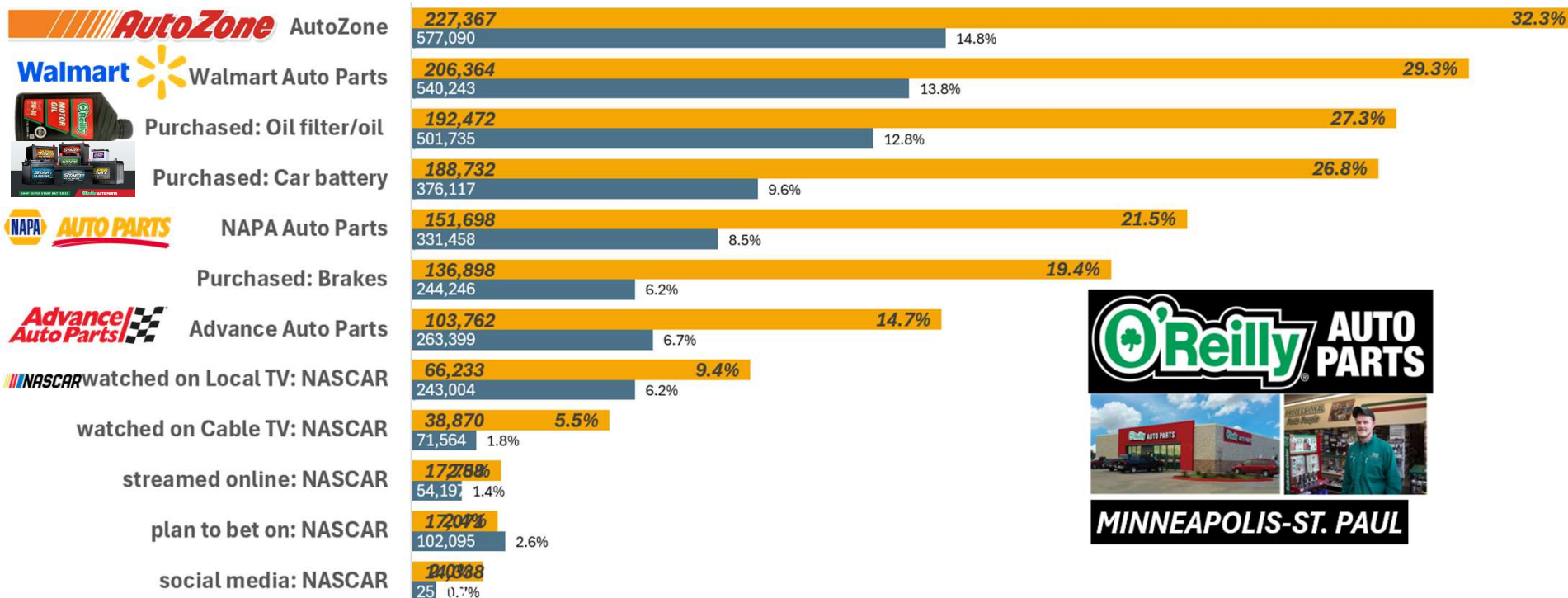
soefa.ai Share of Everything for Anything

Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): O'Reilly Auto Parts



## "Purchases, Store Duplication, NASCAR"

P18+ who Shopped at O'REILLY AUTO PARTS in the past 12 months (Purchases Made, Stores Shopped, NASCAR Interest past 12 months)



■ P18+ who Shopped at O'REILLY AUTO PARTS in the past 12 months (Purchases Made, Stores Shopped, NASCAR Interest past 12 months)

■ P18+ MINNEAPOLIS-ST. PAUL (Purchases Made, Stores Shopped, NASCAR Interest past 12 months)

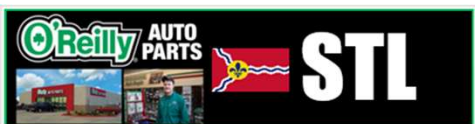
MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 320

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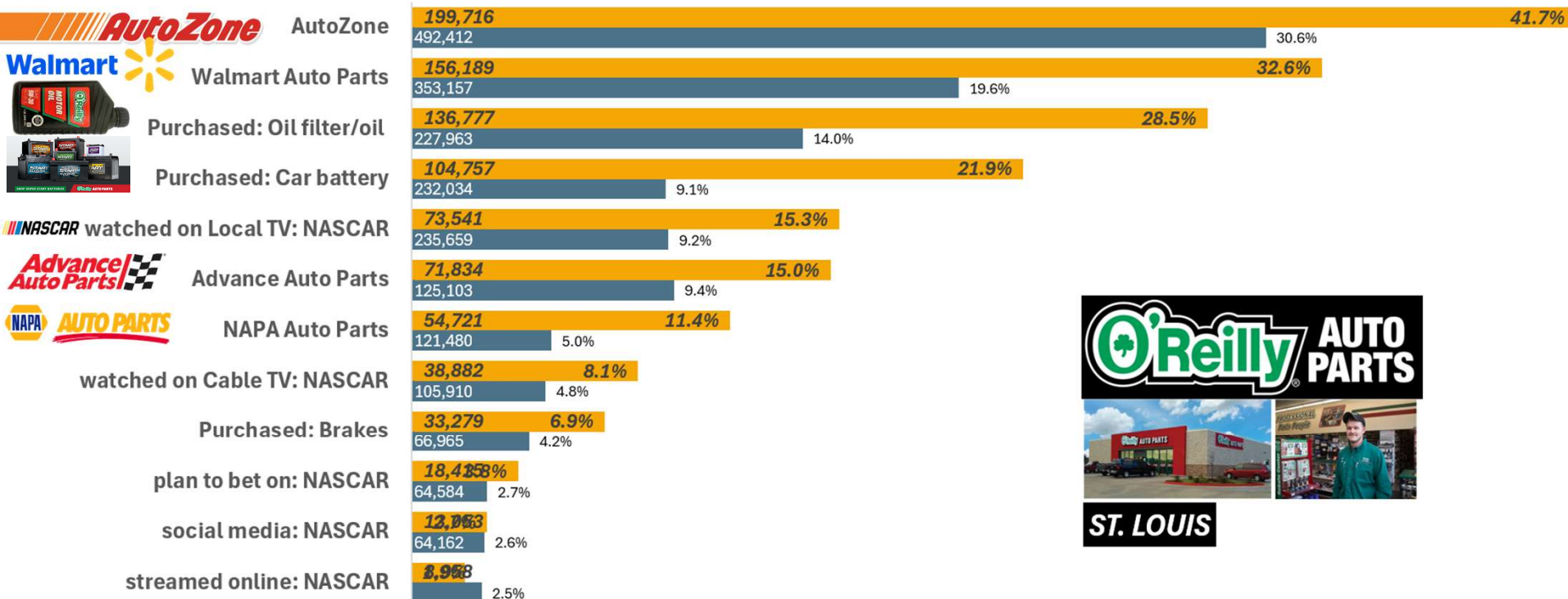
Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): O'Reilly Auto Parts





## "Purchases, Store Duplication, NASCAR"

P18+ who Shopped at O'REILLY AUTO PARTS in the past 12 months (Purchases Made, Stores Shopped, NASCAR Interest past 12 months)



■ P18+ who Shopped at O'REILLY AUTO PARTS in the past 12 months (Purchases Made, Stores Shopped, NASCAR Interest past 12 months)

■ P18+ ST. LOUIS (Purchases Made, Stores Shopped, NASCAR Interest past 12 months)

ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 338  
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): O'Reilly Auto Parts



## "Purchases, Store Duplication, NASCAR"

P18+ who Shopped at O'REILLY AUTO PARTS in the past 12 months (Purchases Made, Stores Shopped, NASCAR Interest past 12 months)

**AutoZone** AutoZone



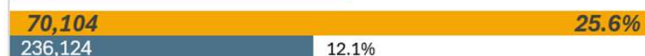
**Advance Auto Parts** Advance Auto Parts



**Purchased: Oil filter/oil**



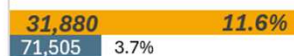
**Walmart** Walmart Auto Parts



**Purchased: Car battery**



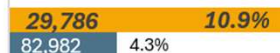
**NAPA AUTO PARTS** NAPA Auto Parts



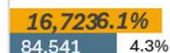
**NASCAR** watched on Local TV: NASCAR



**Purchased: Brakes**



**watched on Cable TV: NASCAR**



**plan to bet on: NASCAR**



**streamed online: NASCAR**



**social media: NASCAR**



■ P18+ who Shopped at O'REILLY AUTO PARTS in the past 12 months (Purchases Made, Stores Shopped, NASCAR Interest past 12 months)

■ P18+ CINCINNATI (Purchases Made, Stores Shopped, NASCAR Interest past 12 months)

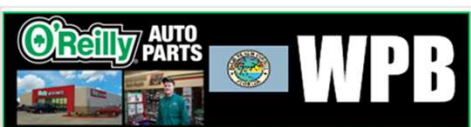


CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 244

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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): O'Reilly Auto Parts



## "Purchases, Store Duplication, NASCAR"

P18+ who Shopped at O'REILLY AUTO PARTS in the past 12 months (Purchases Made, Stores Shopped, NASCAR Interest past 12 months)

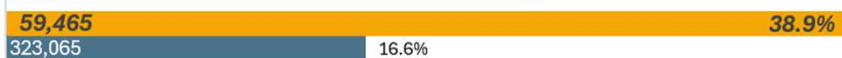
**Advance Auto Parts**



**AutoZone**



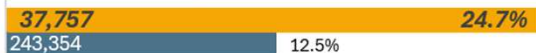
**Walmart Auto Parts**



**NASCAR watched on Local TV: NASCAR**



**Purchased: Oil filter/oil**



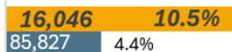
**NAPA Auto Parts**



**Purchased: Car battery**



**watched on Cable TV: NASCAR**



**Purchased: Brakes**



**streamed online: NASCAR**



**plan to bet on: NASCAR**



**social media: NASCAR**



■ P18+ who Shopped at O'REILLY AUTO PARTS in the past 12 months (Purchases Made, Stores Shopped, NASCAR Interest past 12 months)

■ P18+ WEST PALM BEACH-BOCA RATON (Purchases Made, Stores Shopped, NASCAR Interest past 12 months)

WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab: 209

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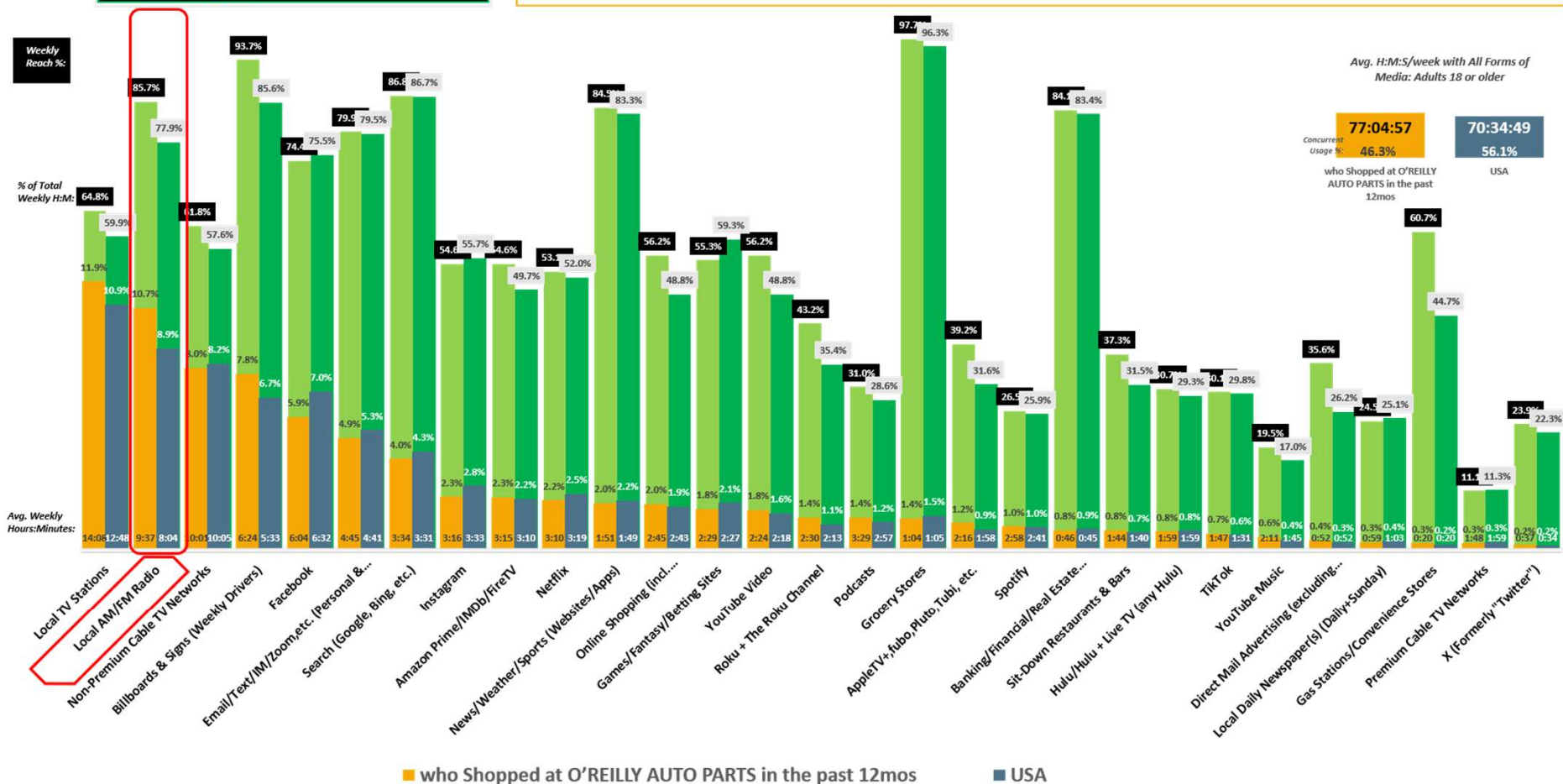
**WEST PALM BEACH-BOCA RATON**

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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): O'Reilly Auto Parts



Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos spend an average of 3 days, 5 hours, 4 minutes and 57 seconds each week with All Forms of Media.  
 85.7% of Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos spend an avg. of 9 hours and 37 minutes each week listening to All Local AM/FM Radio, representing 10.7% of total time spent with all forms of Media.



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 2,785 USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338  
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): O'Reilly Auto Parts

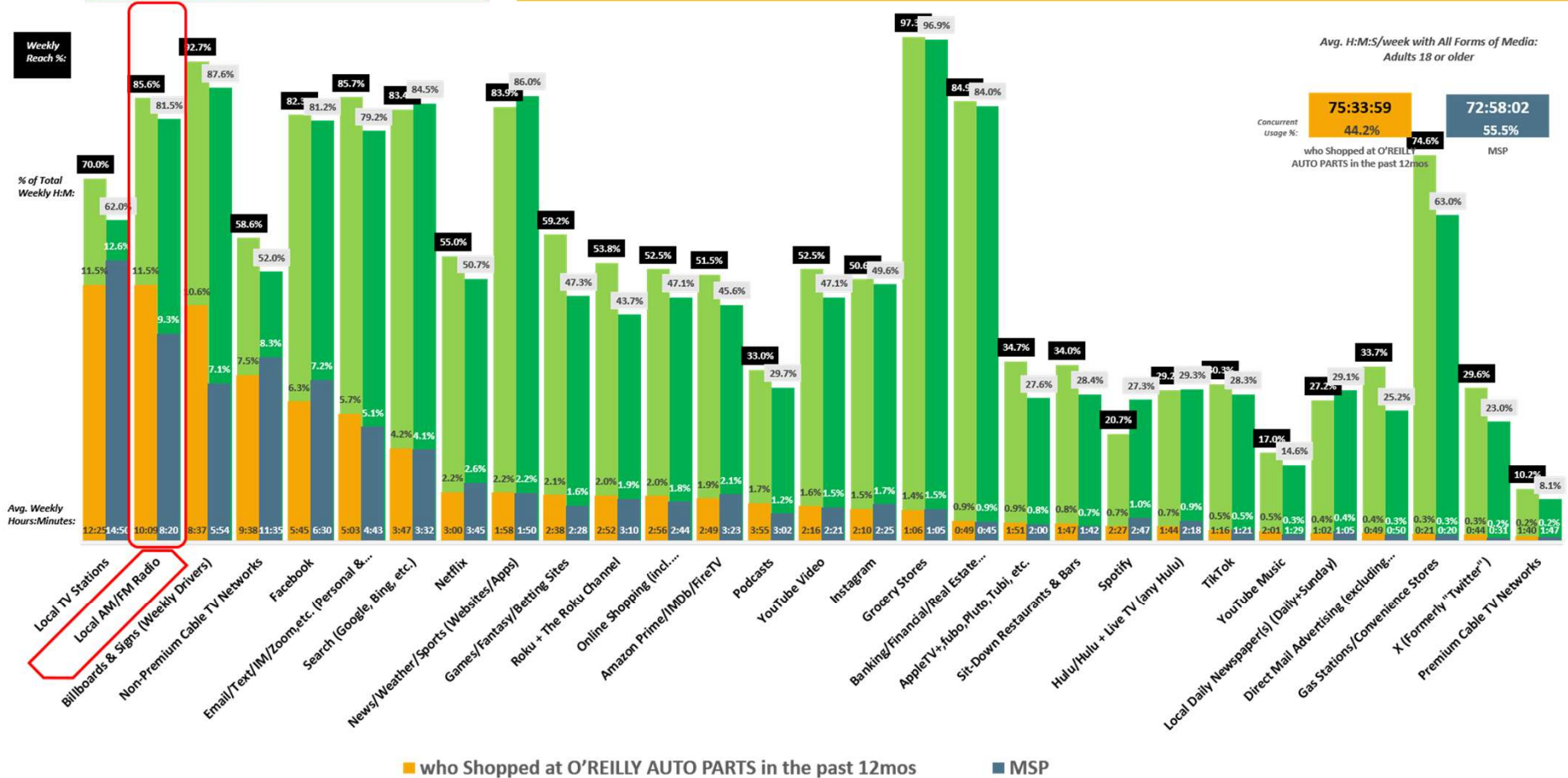


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Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos spend an average of 3 days, 3 hours, 33 minutes and 59 seconds each week with All Forms of Media.  
 85.6% of Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos spend an avg. of 10 hours and 9 minutes each week listening to All Local AM/FM Radio, representing 11.5% of total time spent with all forms of Media.



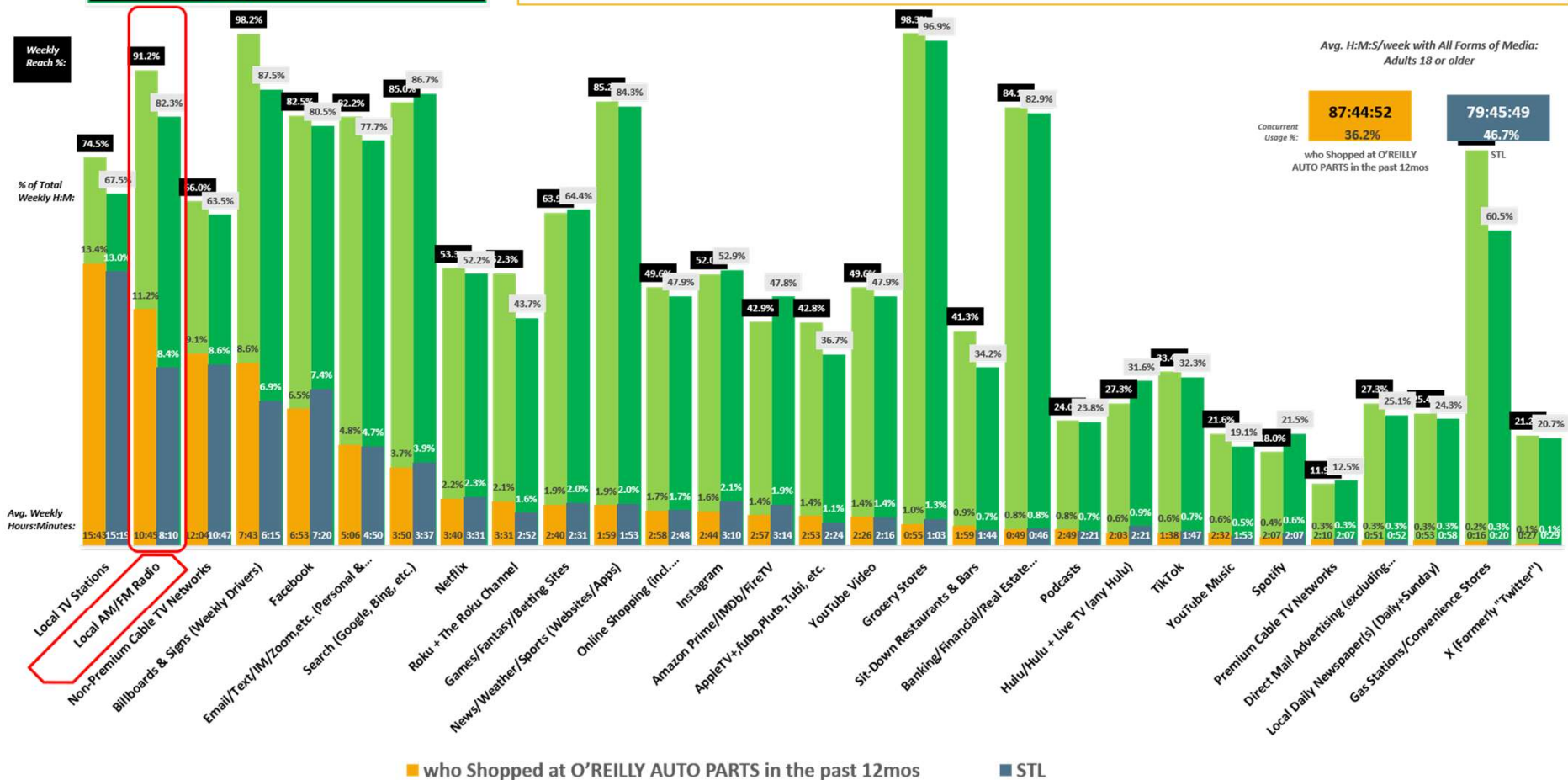
Avg. H:M:S/week with All Forms of Media:  
Adults 18 or older

Concurrent Usage %:  
 75:33:59 44.2%  
 72:58:02 55.5%  
 who Shopped at O'REILLY AUTO PARTS in the past 12mos  
 MSP

■ who Shopped at O'REILLY AUTO PARTS in the past 12mos ■ MSP

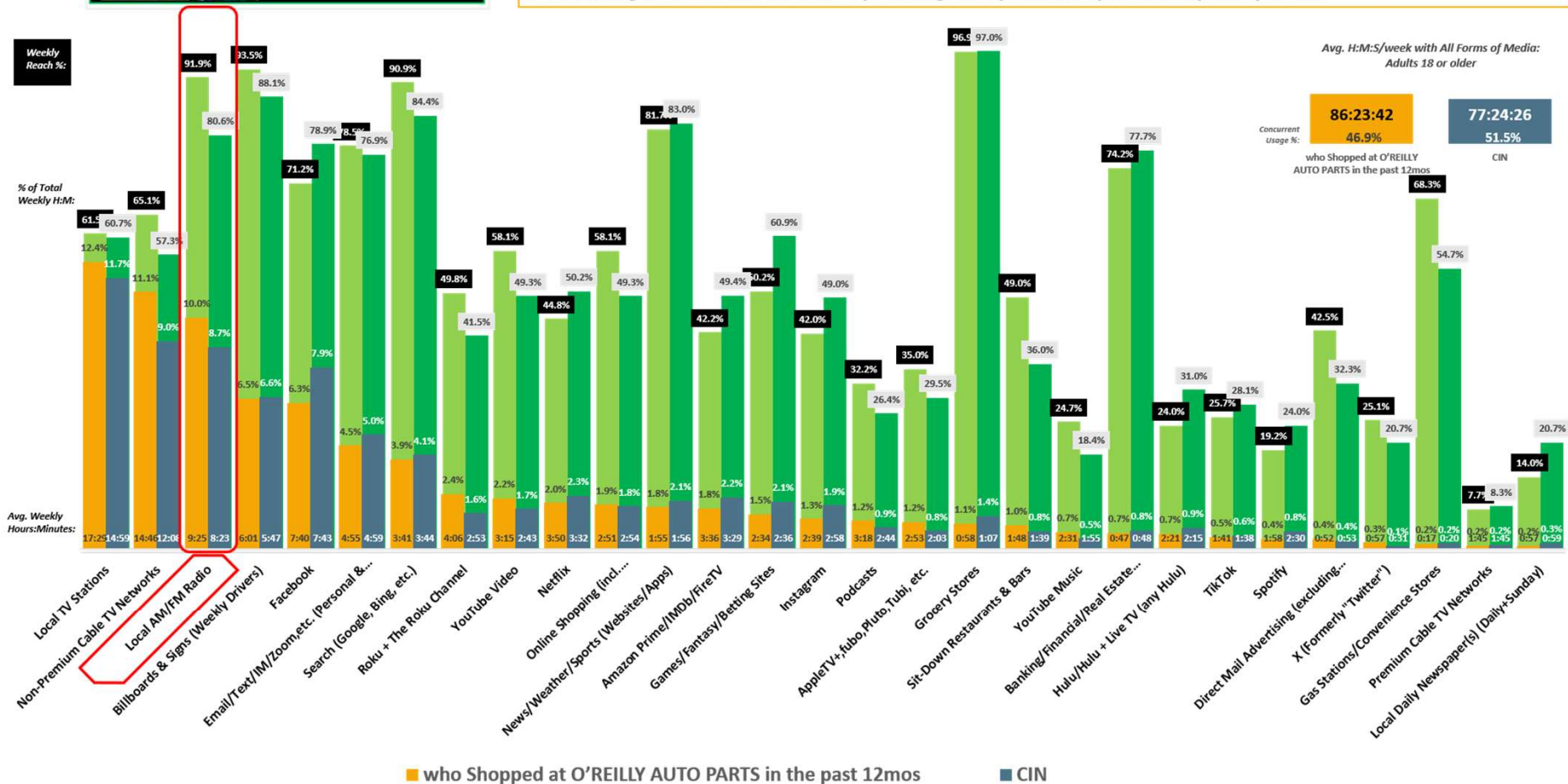


Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos spend an average of 3 days, 15 hours, 44 minutes and 52 seconds each week with All Forms of Media.  
 91.2% of Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos spend an avg. of 10 hours and 45 minutes each week listening to All Local AM/FM Radio, representing 11.2% of total time spent with all forms of Media.





Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos spend an average of 3 days, 14 hours, 23 minutes and 42 seconds each week with All Forms of Media.  
 91.9% of Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos spend an avg. of 9 hours and 25 minutes each week listening to All Local AM/FM Radio, representing 10.% of total time spent with all forms of Media.

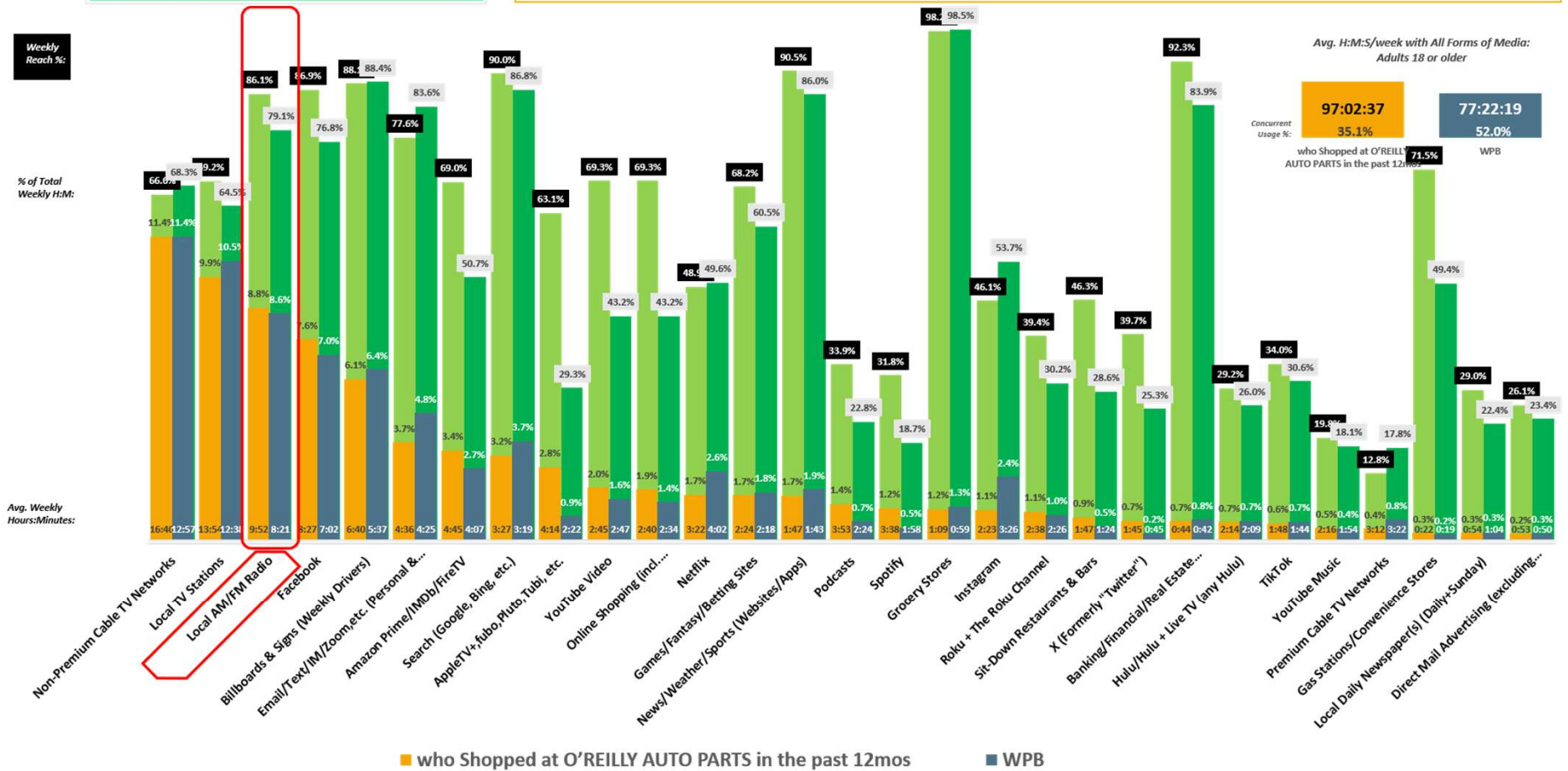


Avg. H:M:S/week with All Forms of Media:  
 Adults 18 or older

Concurrent Usage %:  
 86:23:42 46.9%  
 77:24:26 51.5%  
 who Shopped at O'REILLY AUTO PARTS in the past 12mos  
 CIN



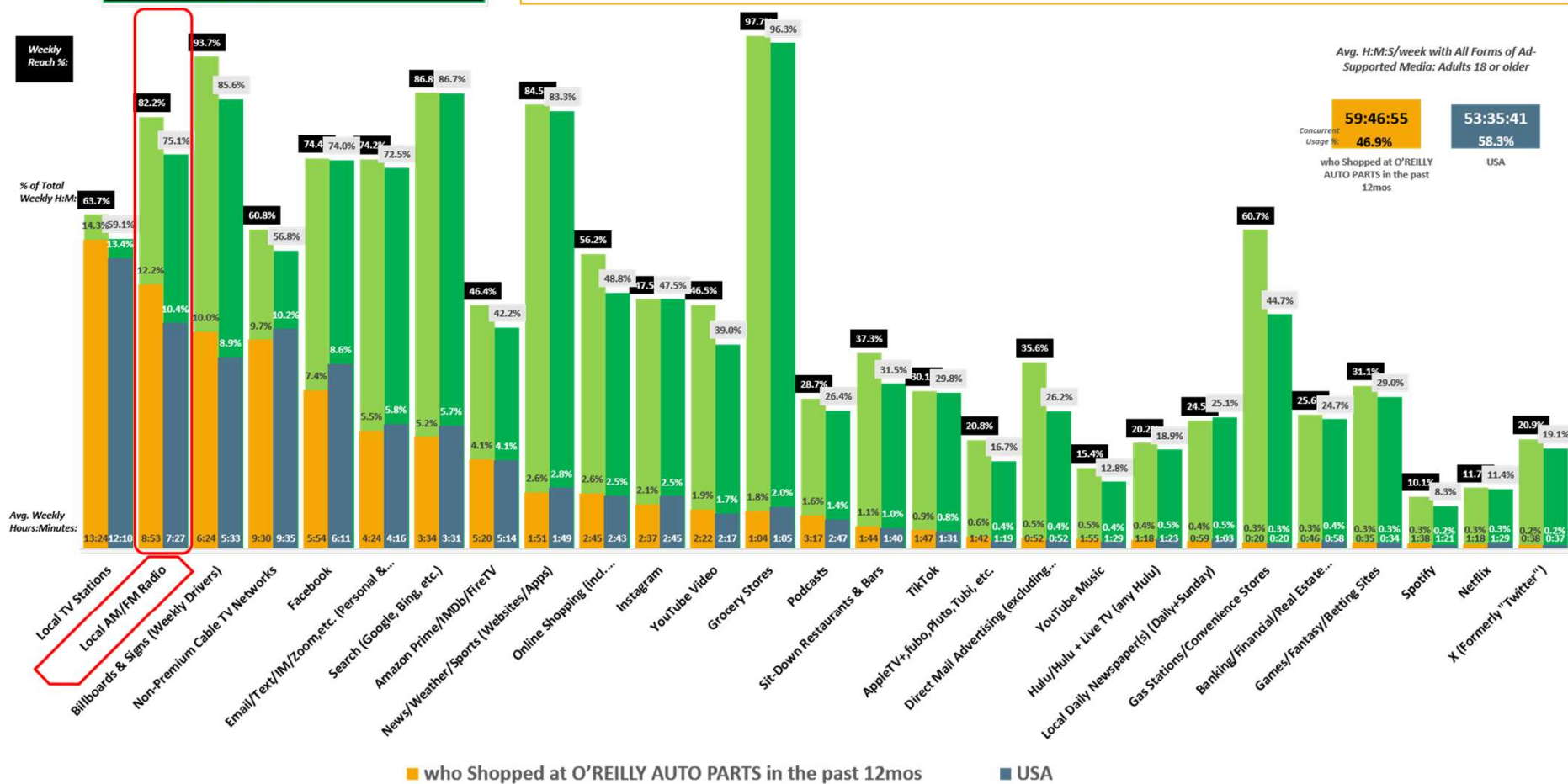
Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos spend an average of 4 days, 1 hours, 2 minutes and 37 seconds each week with All Forms of Media.  
 86.1% of Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos spend an avg. of 9 hours and 52 minutes each week listening to All Local AM/FM Radio, representing 8.8% of total time spent with all forms of Media.







Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos spend an average of 2 days, 11 hours, 46 minutes and 55 seconds each week with All Forms of Ad-Supported Media.  
 82.2% of Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos spend an avg. of 8 hours and 53 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.2% of total time spent with all forms of Ad-Supported Media.



USA USA Projection Scarborough R1 2026: Jan 25-Mar 26 Qual Intab 2,785  
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USA Projection Scarborough R1 2026: Jan 25-Mar 26 Qual Intab 24,338

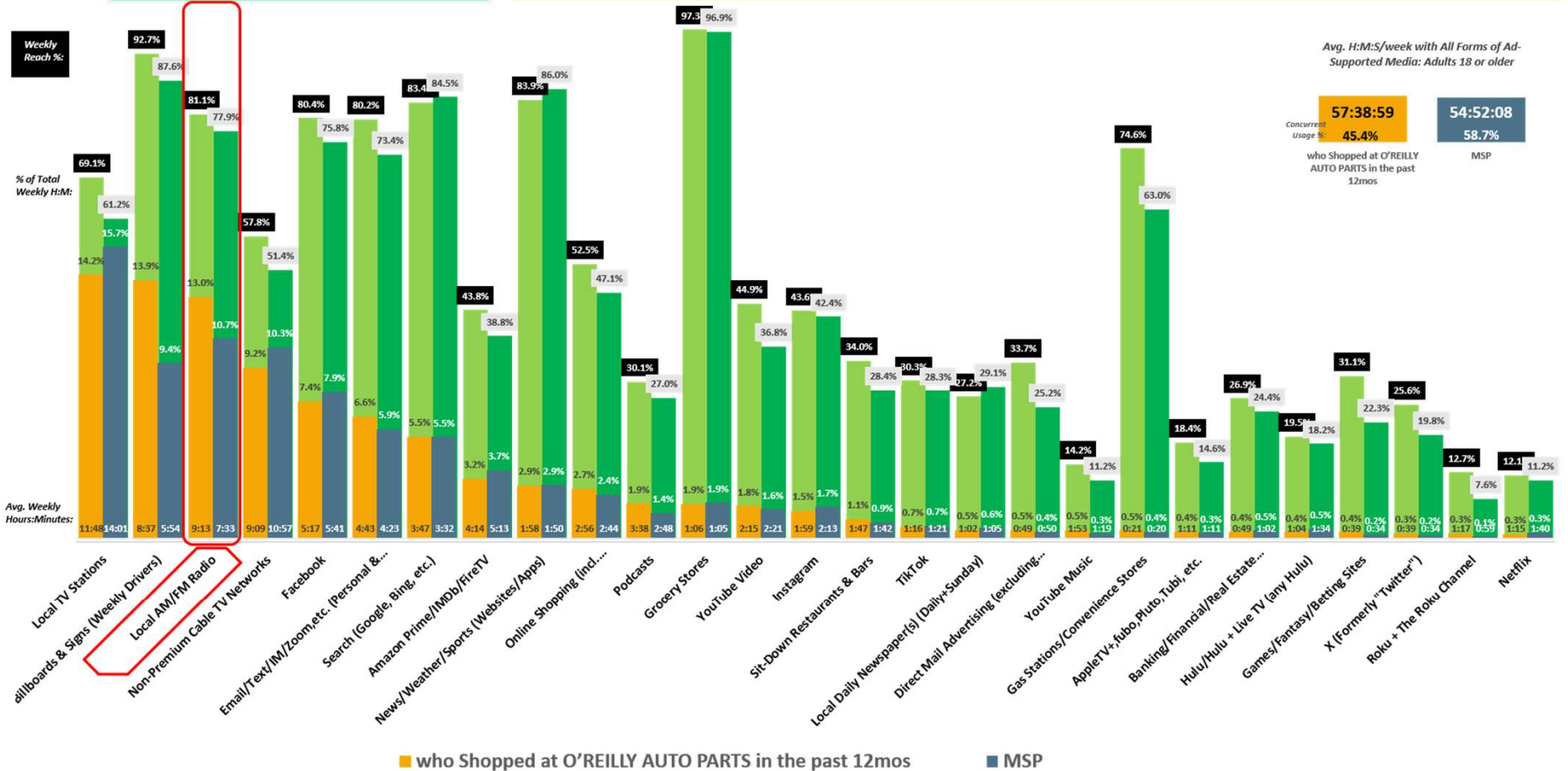
Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): O'Reilly Auto Parts



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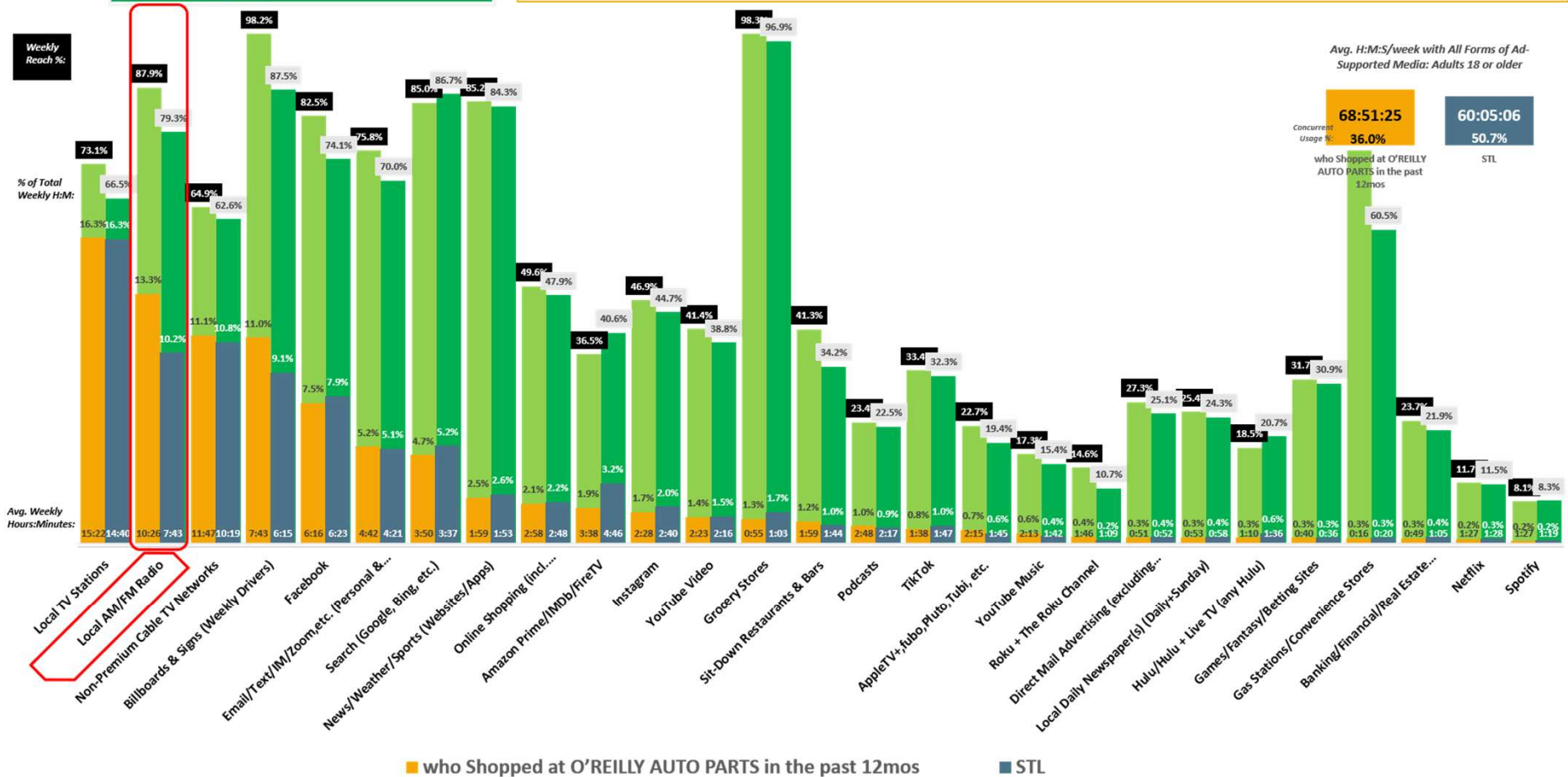


Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos spend an average of 2 days, 9 hours, 38 minutes and 59 seconds each week with All Forms of Ad-Supported Media.  
 81.1% of Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos spend an avg. of 9 hours and 13 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 13.% of total time spent with all forms of Ad-Supported Media.



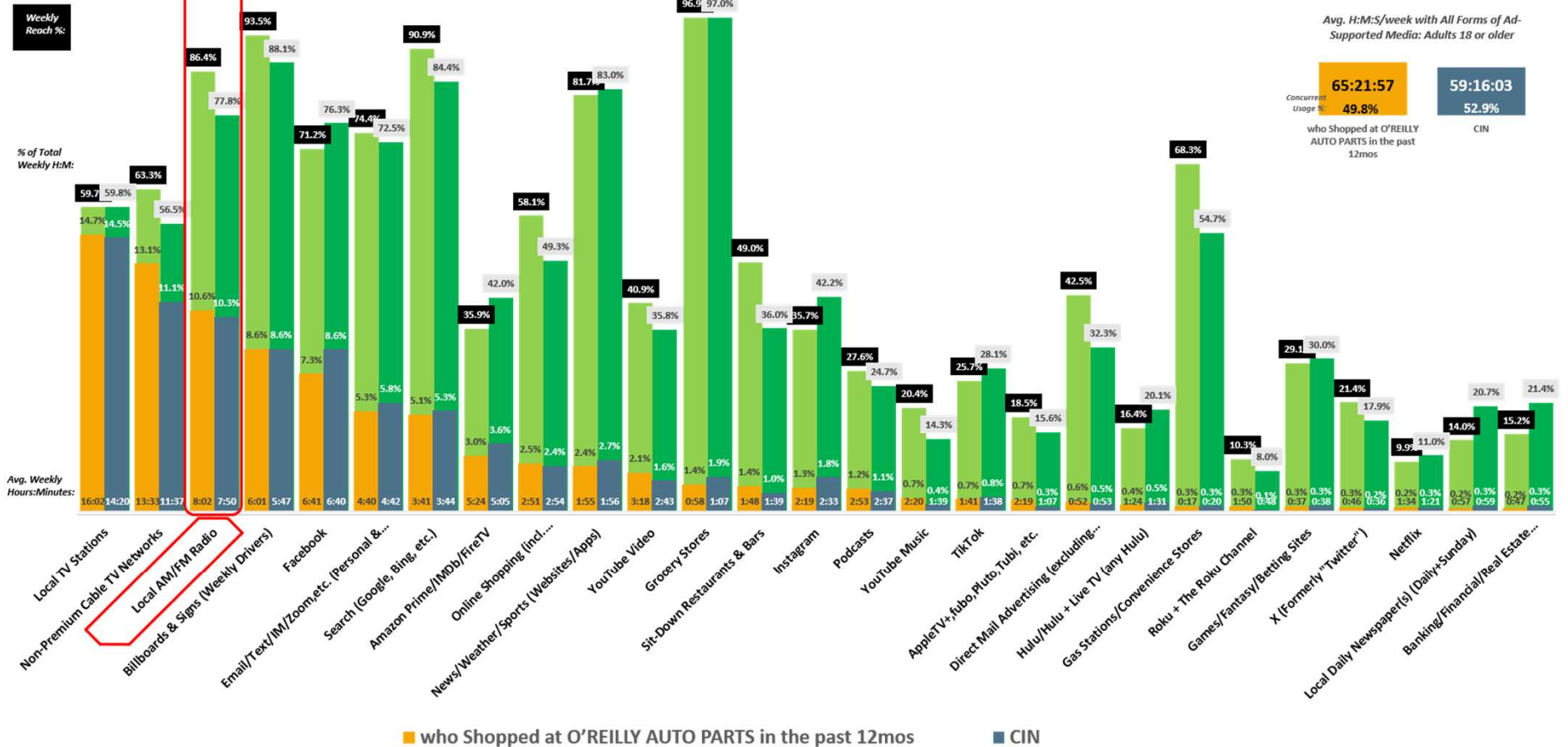


Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos spend an average of 2 days, 20 hours, 51 minutes and 25 seconds each week with All Forms of Ad-Supported Media.  
87.9% of Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos spend an avg. of 10 hours and 26 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 13.3% of total time spent with all forms of Ad-Supported Media.





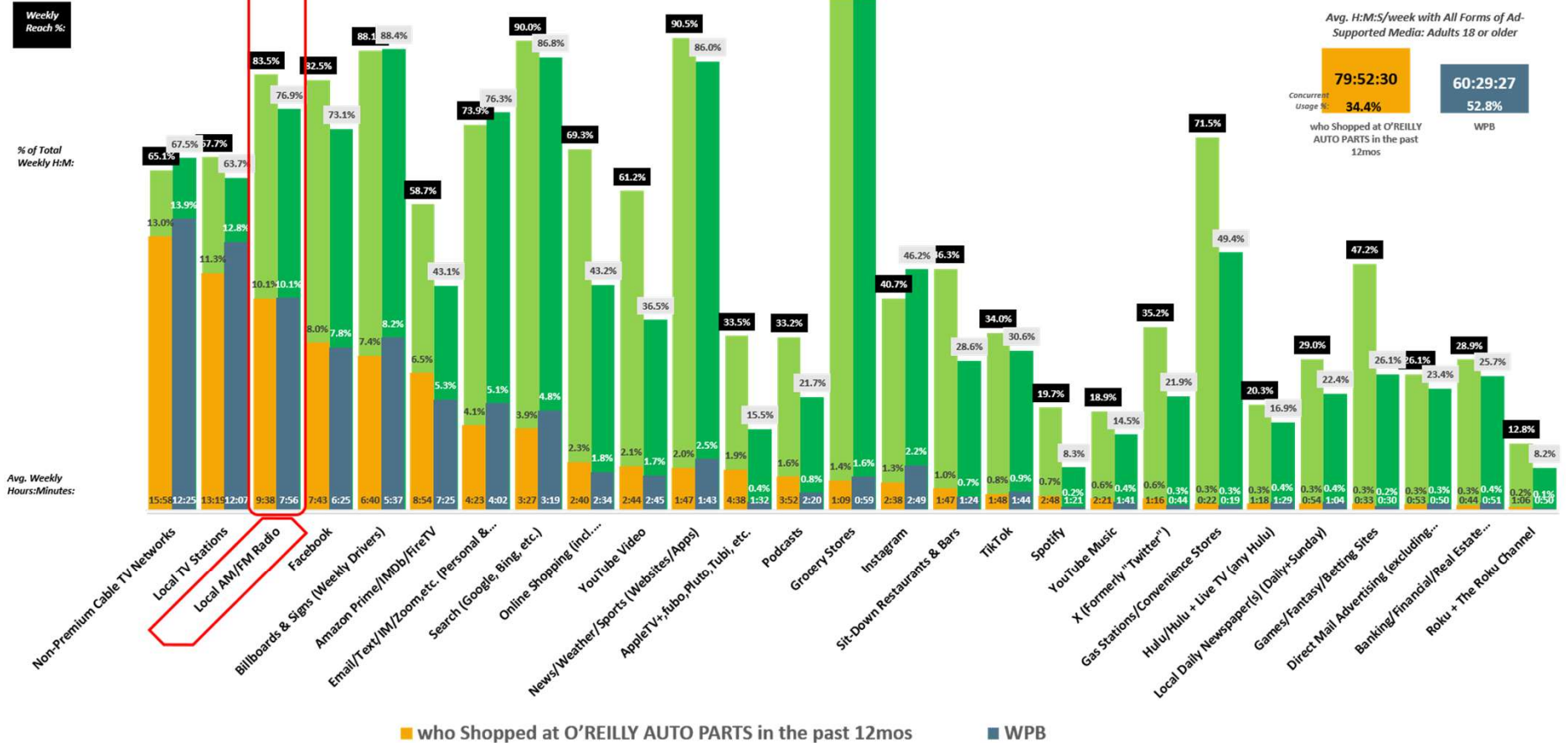
Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos spend an average of 2 days, 17 hours, 21 minutes and 57 seconds each week with All Forms of Ad-Supported Media.  
 86.4% of Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos spend an avg. of 8 hours and 2 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.6% of total time spent with all forms of Ad-Supported Media.







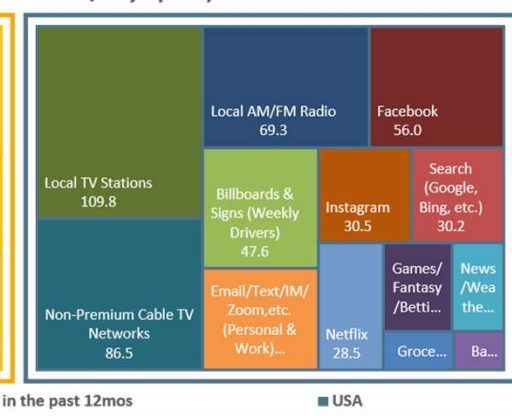
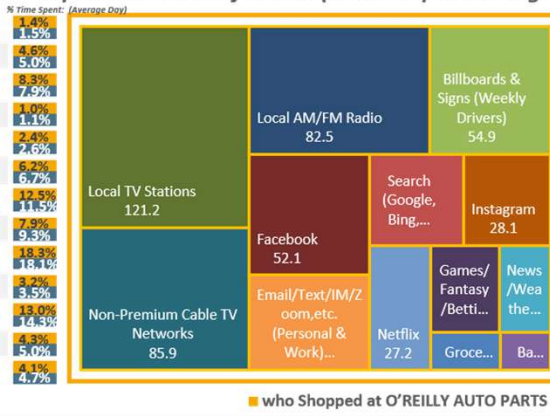
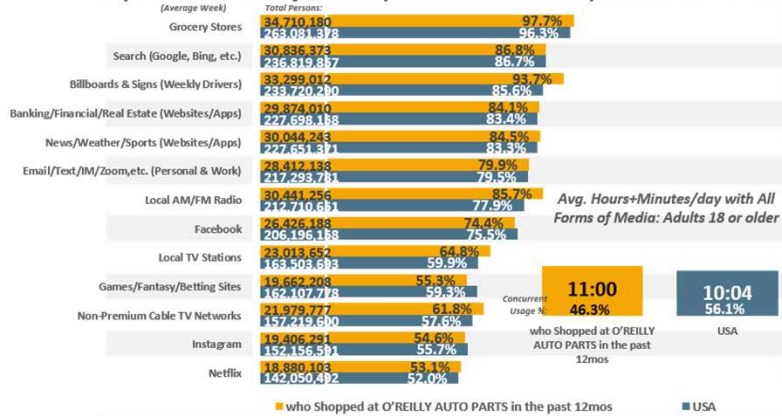
Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos spend an average of 3 days, 7 hours, 52 minutes and 30 seconds each week with All Forms of Ad-Supported Media.  
 83.5% of Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos spend an avg. of 9 hours and 38 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.1% of total time spent with all forms of Ad-Supported Media.



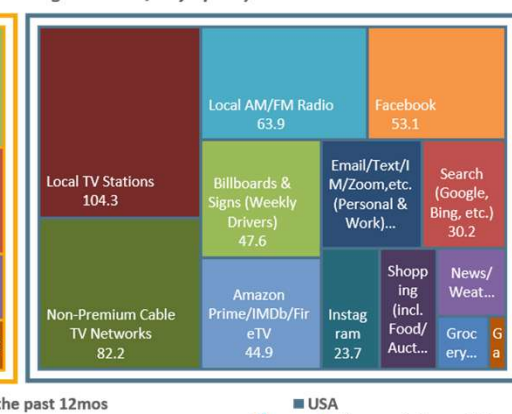
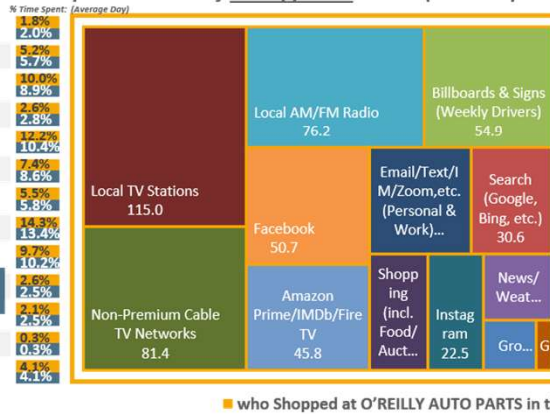
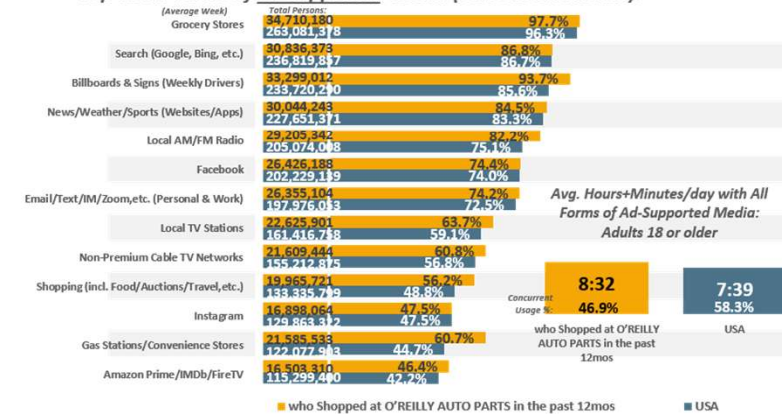


Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos spend an average of 8 hours and 32 minutes each day with All Forms of Ad-Supported Media. 82.2% listen to Local AM/FM Radio for an avg. of 76.2 minutes/day. (Local Radio delivers 12.2% of Time with Ad-Supported Media.)

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



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



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 2,785  
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

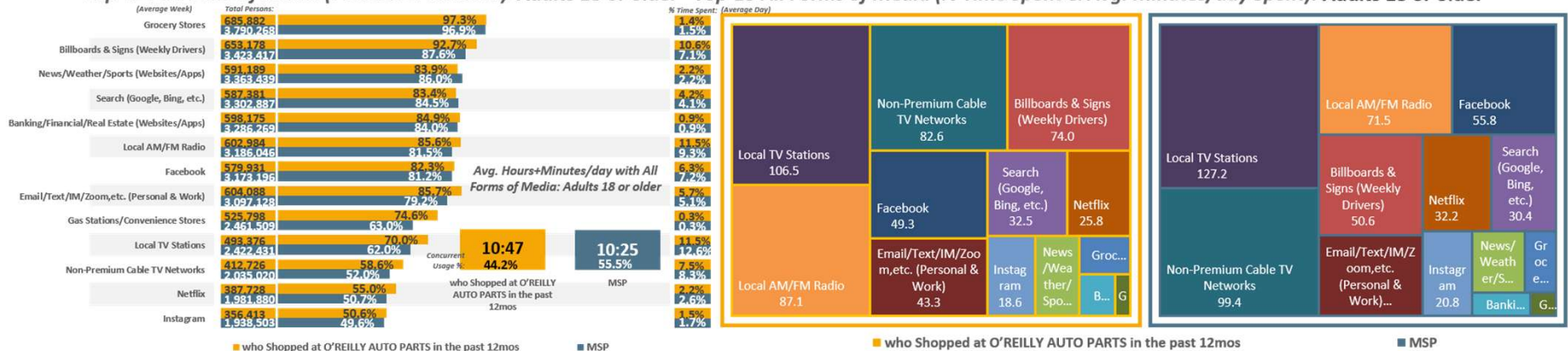
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): O'Reilly Auto Parts

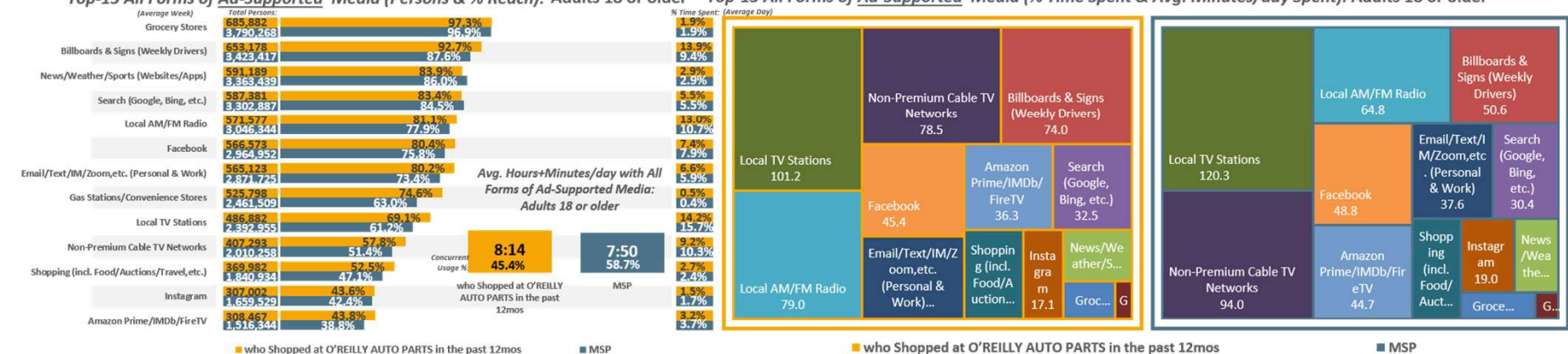


Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos spend an average of 8 hours and 14 minutes each day with All Forms of Ad-Supported Media. 81.1% listen to Local AM/FM Radio for an avg. of 79. minutes/day. (Local Radio delivers 13.% of Time with Ad-Supported Media.)

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



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



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 320  
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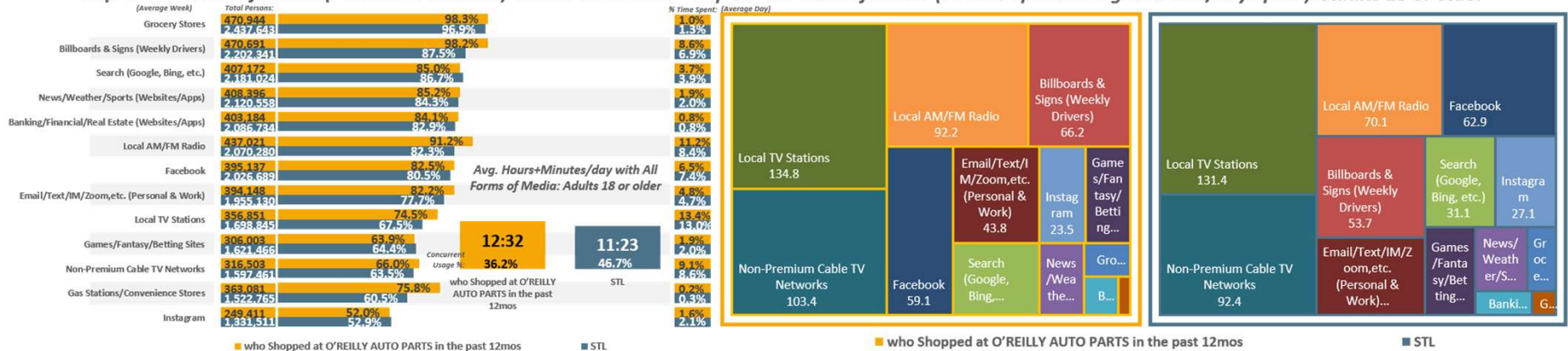
Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): O'Reilly Auto Parts



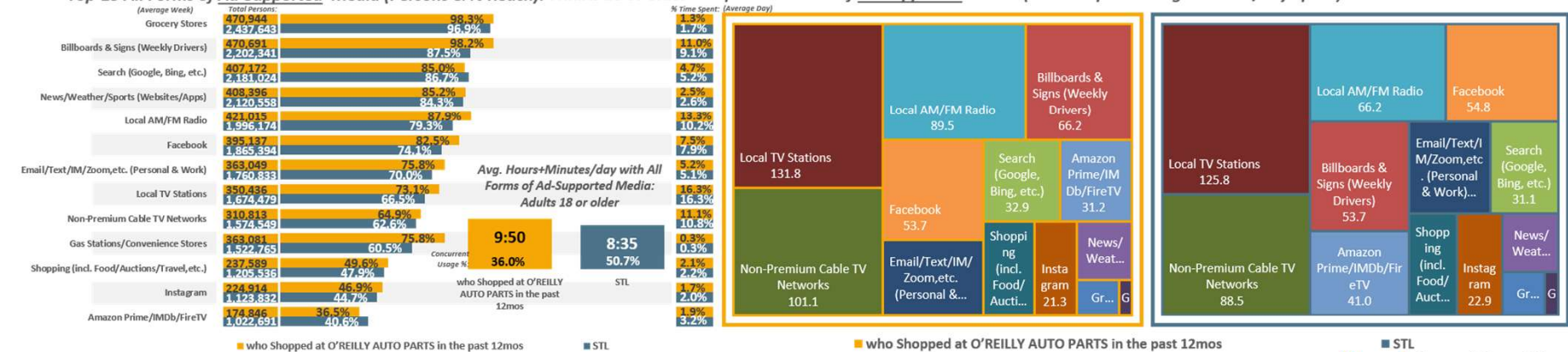


Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos spend an average of 9 hours and 50 minutes each day with All Forms of Ad-Supported Media. 87.9% listen to Local AM/FM Radio for an avg. of 89.5 minutes/day. (Local Radio delivers 13.3% of Time with Ad-Supported Media.)

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



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



STL DMA Scarborough R1 2026; Feb25-Feb26 Qual Intab 338  
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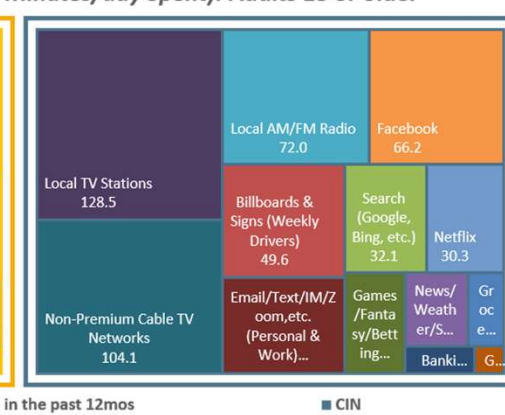
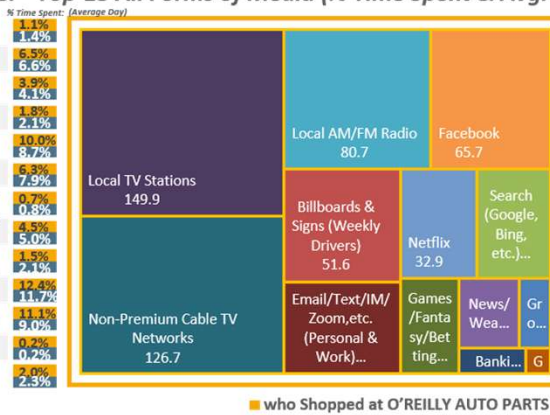
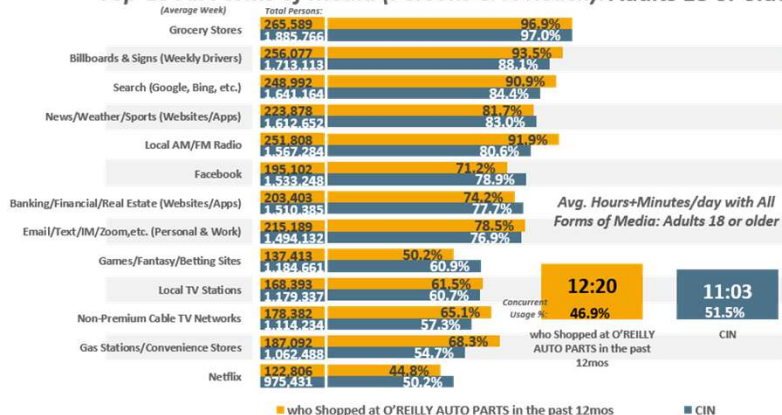
Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): O'Reilly Auto Parts



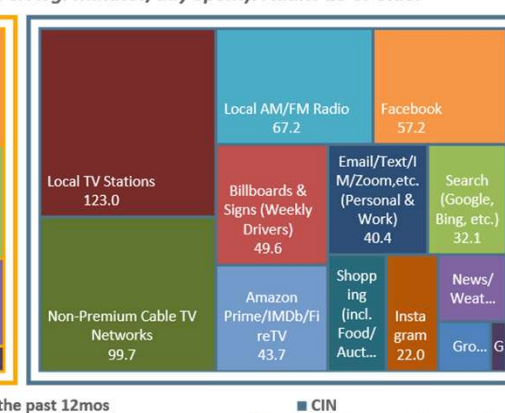
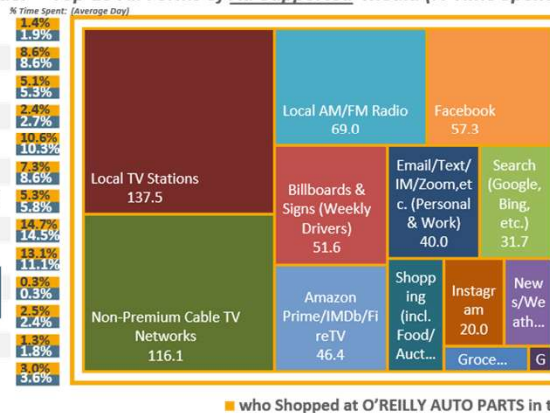
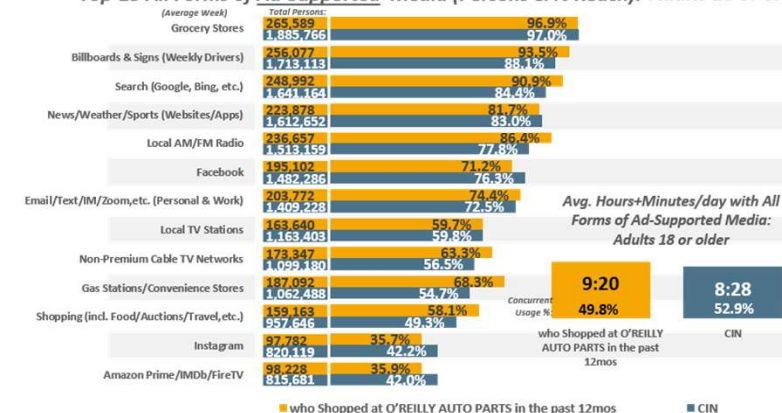


Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos spend an average of 9 hours and 20 minutes each day with All Forms of Ad-Supported Media. 86.4% listen to Local AM/FM Radio for an avg. of 69. minutes/day. (Local Radio delivers 10.6% of Time with Ad-Supported Media.)

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



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

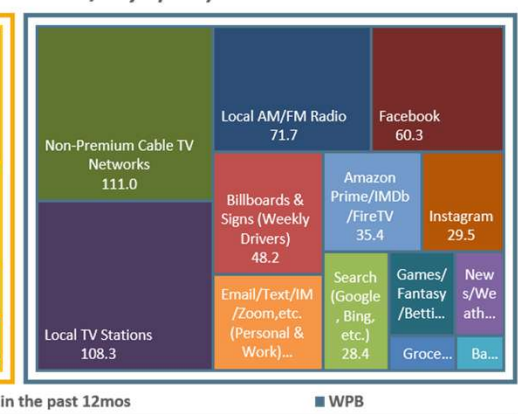
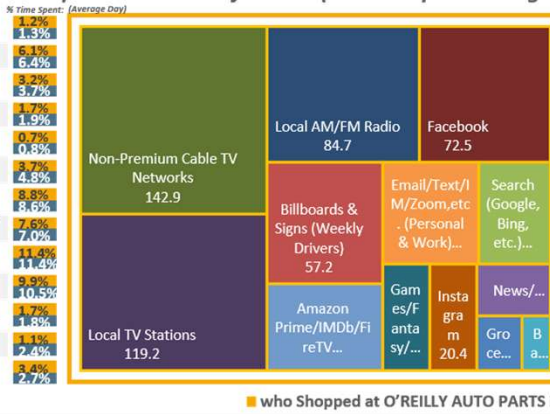
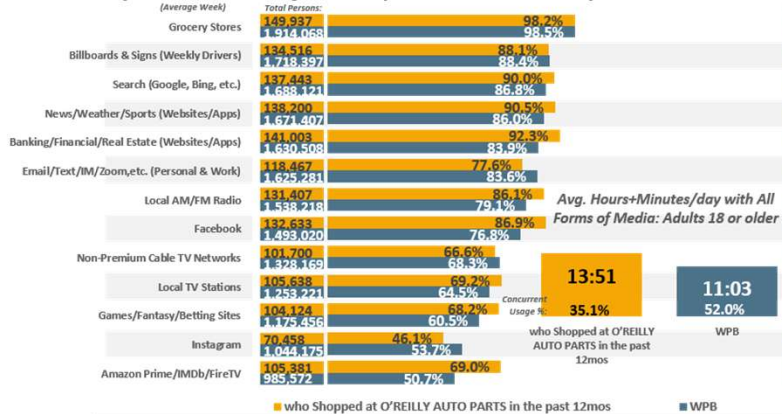




Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos spend an average of 11 hours and 24 minutes each day with All Forms of Ad-Supported Media. 83.5% listen to Local AM/FM Radio for an avg. of 82.7 minutes/day. (Local Radio delivers 10.1% of Time with Ad-Supported Media.)

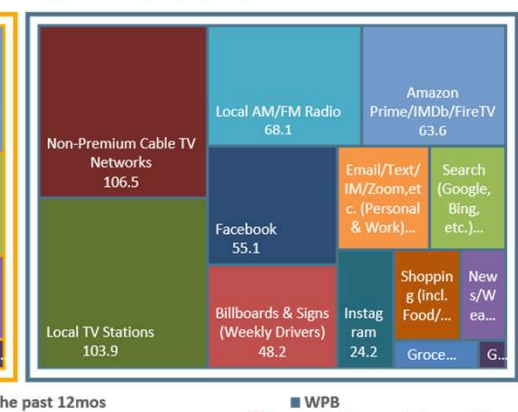
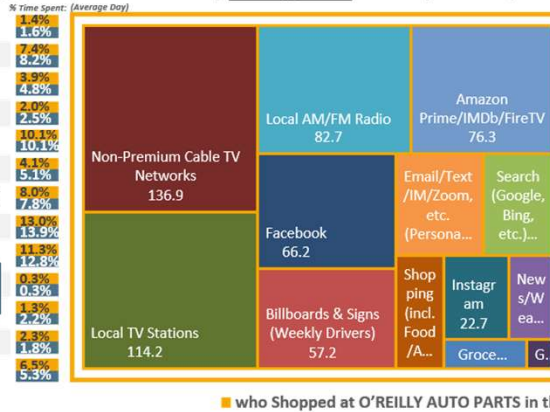
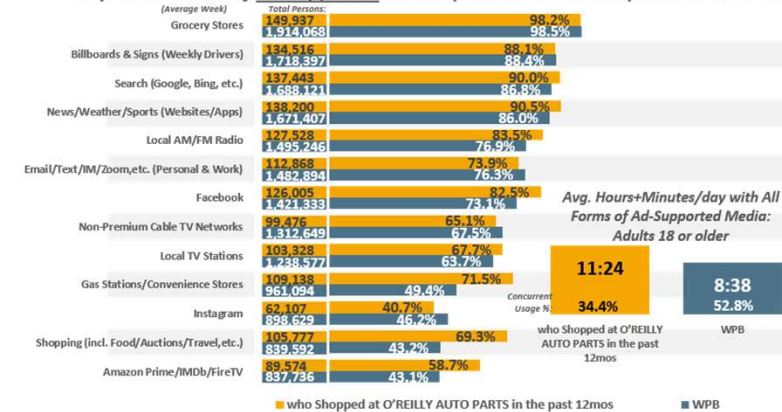
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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



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

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



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 209  
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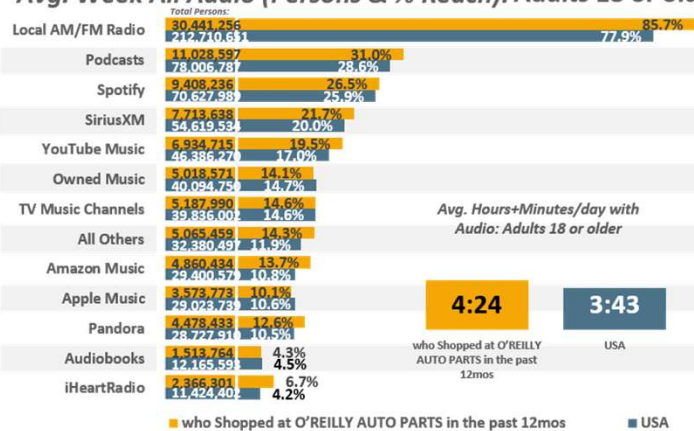
Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): O'Reilly Auto Parts



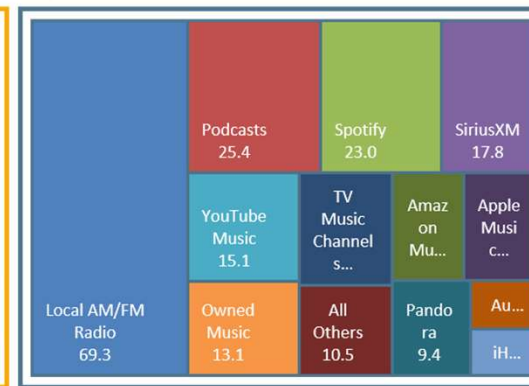
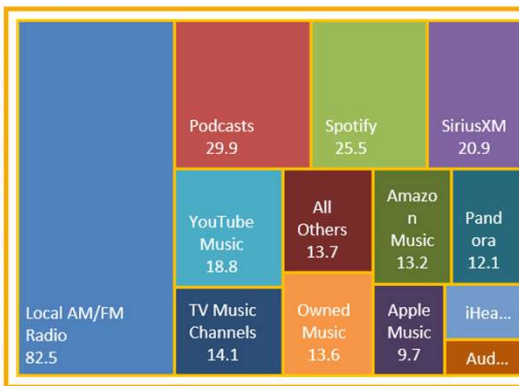


29,205,342 or 82.2% of Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 76.2 minutes every day representing 40.0% of all time spent daily with Ad-Supported Audio.

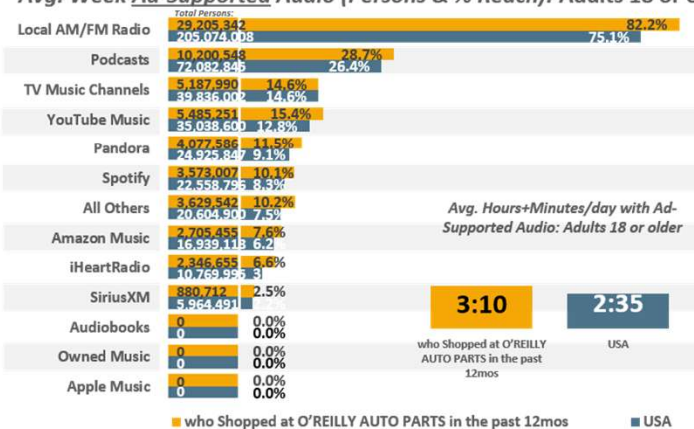
### Avg. Week All Audio (Persons & % Reach): Adults 18 or older



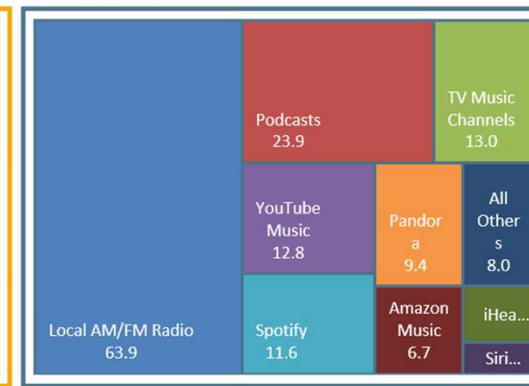
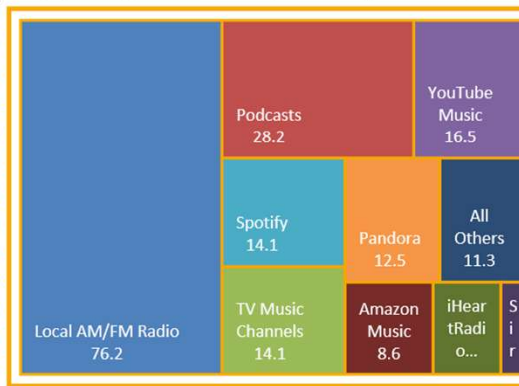
### Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 2,785  
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Scarborough R1 2026: Jan 25-Mar26 USA Projection

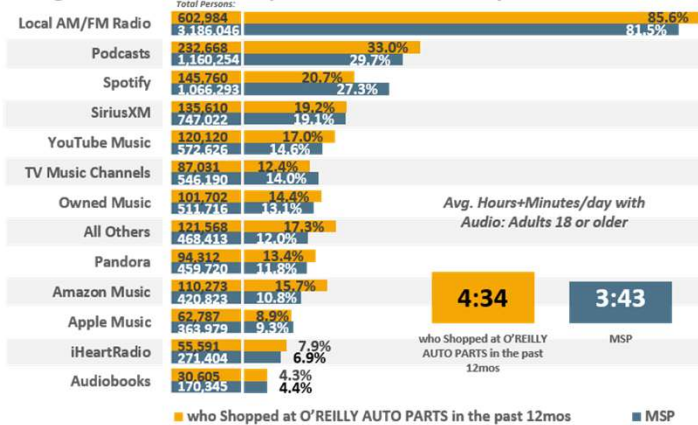
soefa.ai Share of Everything for Anything

Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): O'Reilly Auto Parts

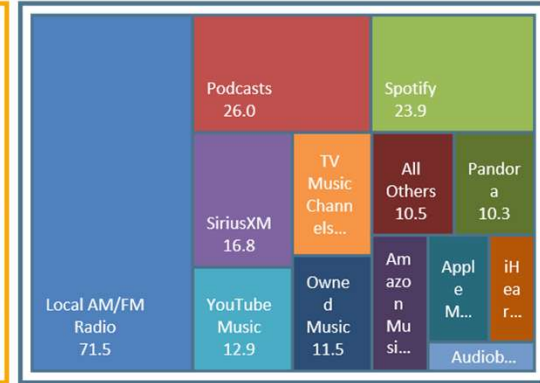
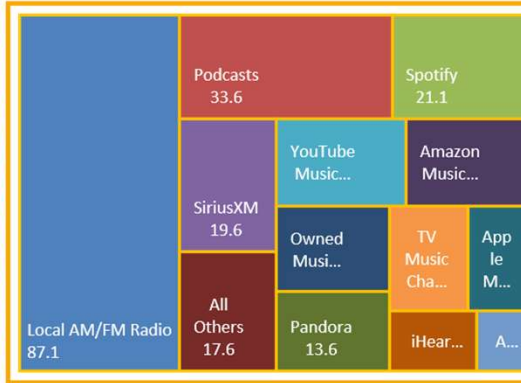


571,577 or 81.1% of Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 79. minutes every day representing 38.9% of all time spent daily with Ad-Supported Audio.

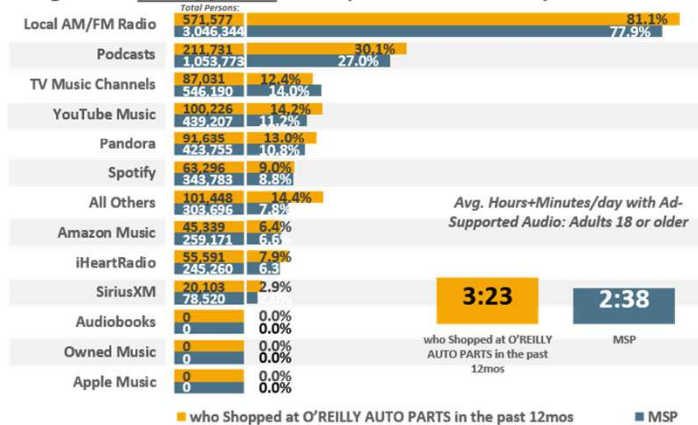
**Avg. Week All Audio (Persons & % Reach): Adults 18 or older**



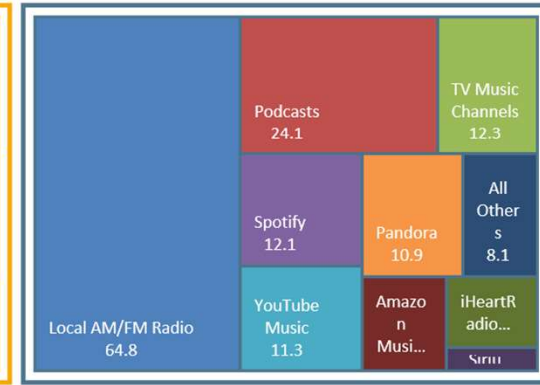
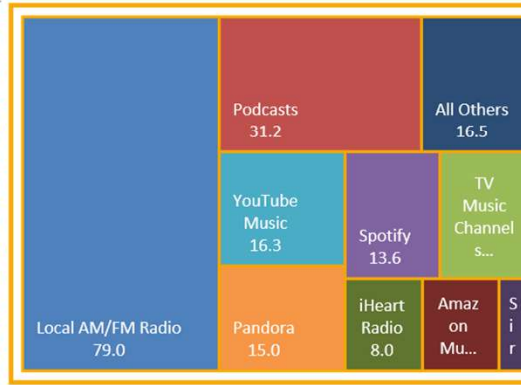
**Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



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



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



MSP DMA Scarborough R1 2026; Feb25-Feb26 Qual Intab 320  
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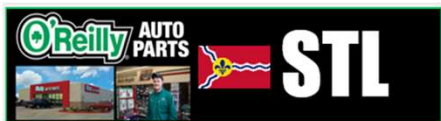
who Shopped at O'REILLY AUTO PARTS in the past 12mos

MSP

soefa.ai Share of Everything for Anything

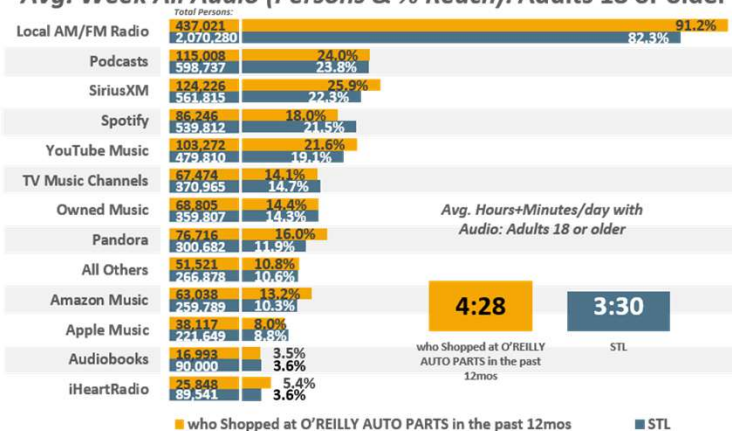
Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): O'Reilly Auto Parts



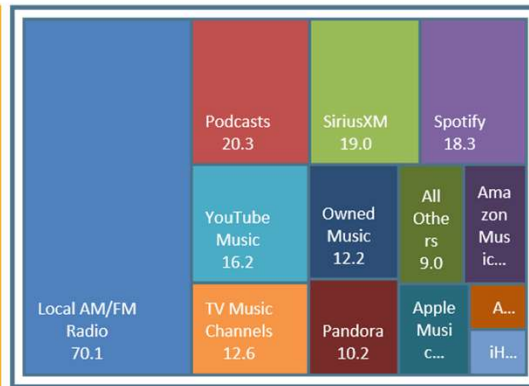
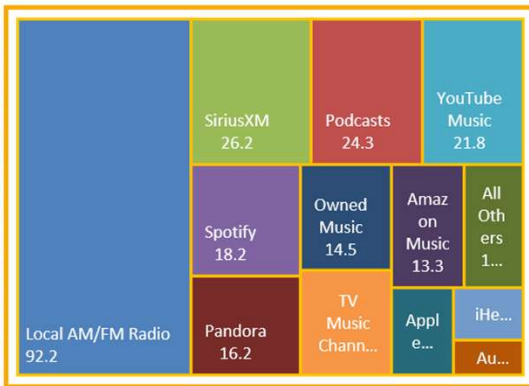


421,015 or 87.9% of Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 89.5 minutes every day representing 43.9% of all time spent daily with Ad-Supported Audio.

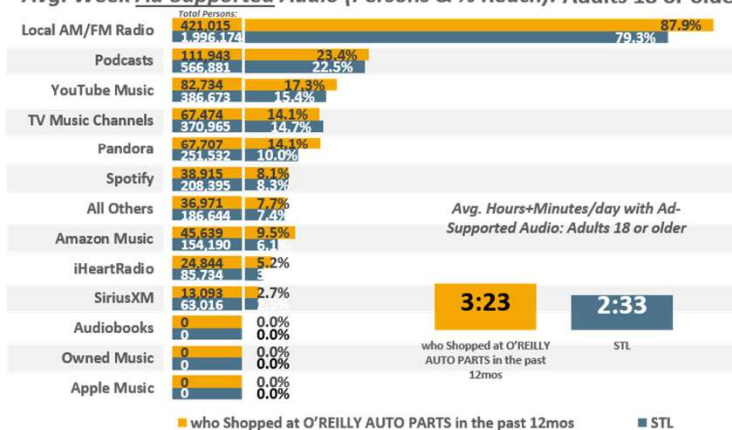
#### Avg. Week All Audio (Persons & % Reach): Adults 18 or older



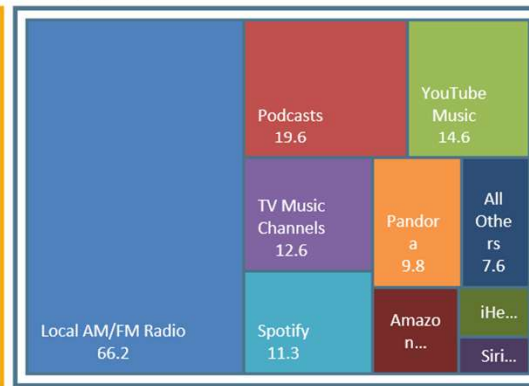
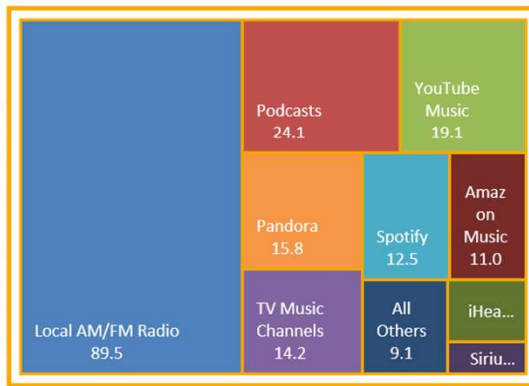
#### Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



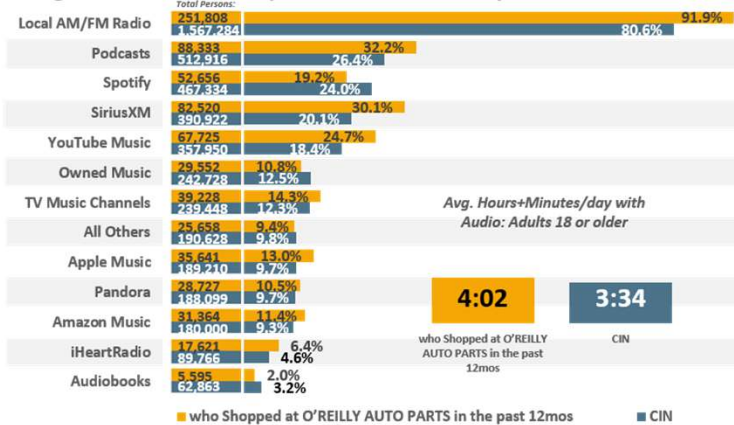
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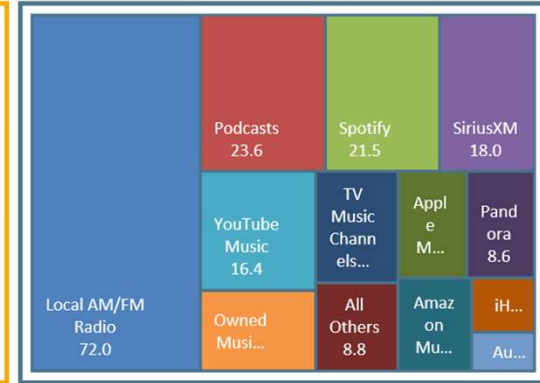
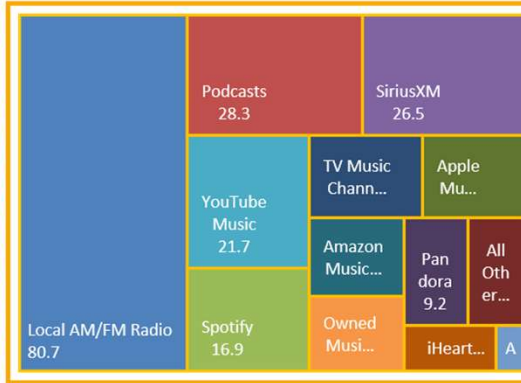


236,657 or 86.4% of Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 69. minutes every day representing 40.8% of all time spent daily with Ad-Supported Audio.

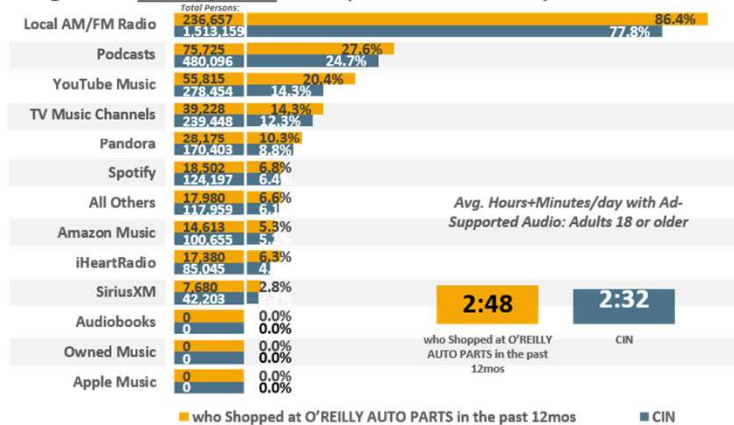
**Avg. Week All Audio (Persons & % Reach): Adults 18 or older**



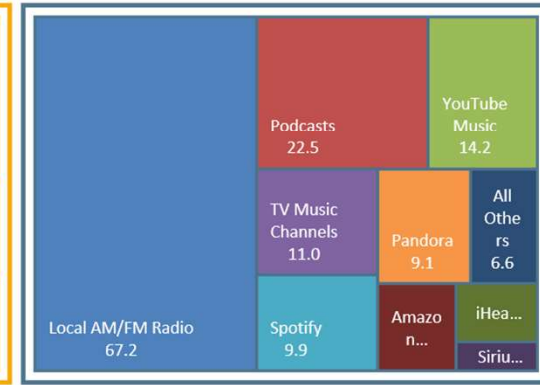
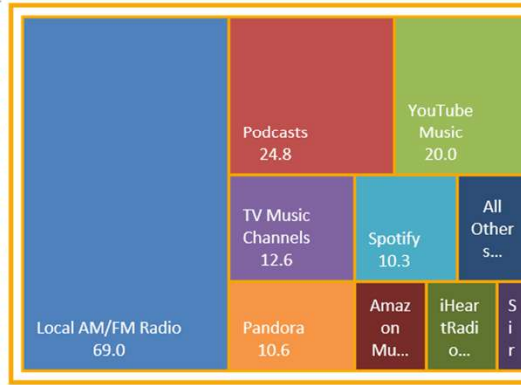
**Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



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



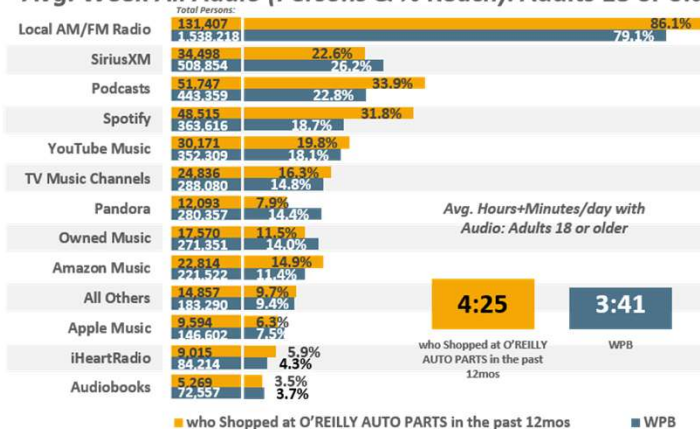
**Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



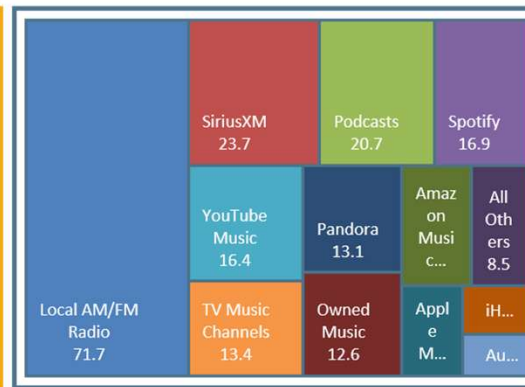
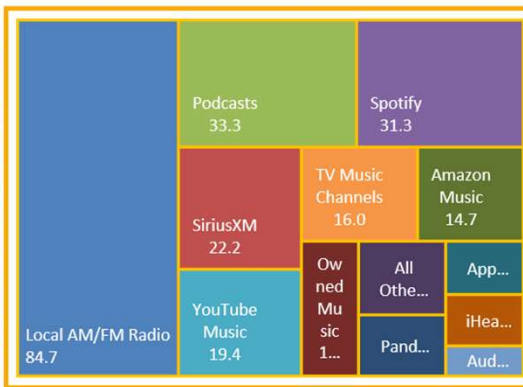


127,528 or 83.5% of Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 82.7 minutes every day representing 39.3% of all time spent daily with Ad-Supported Audio.

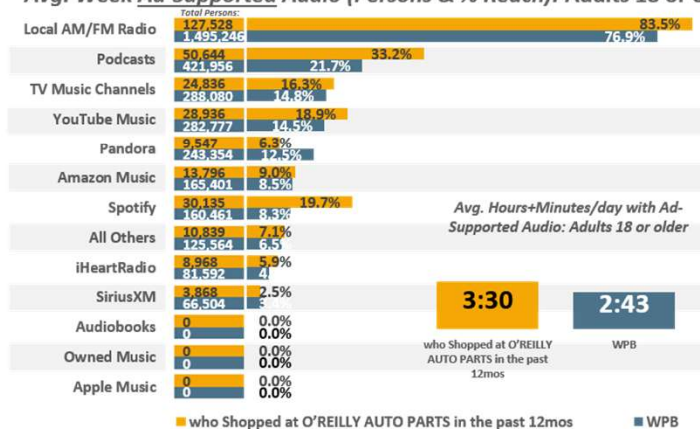
### Avg. Week All Audio (Persons & % Reach): Adults 18 or older



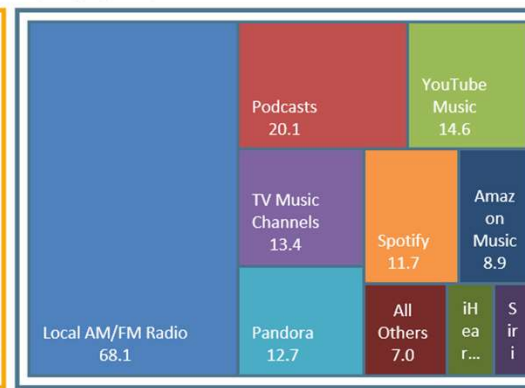
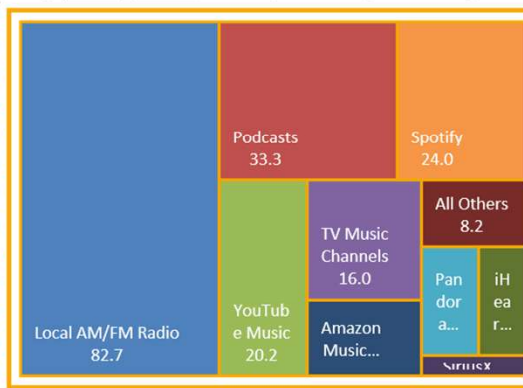
### Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



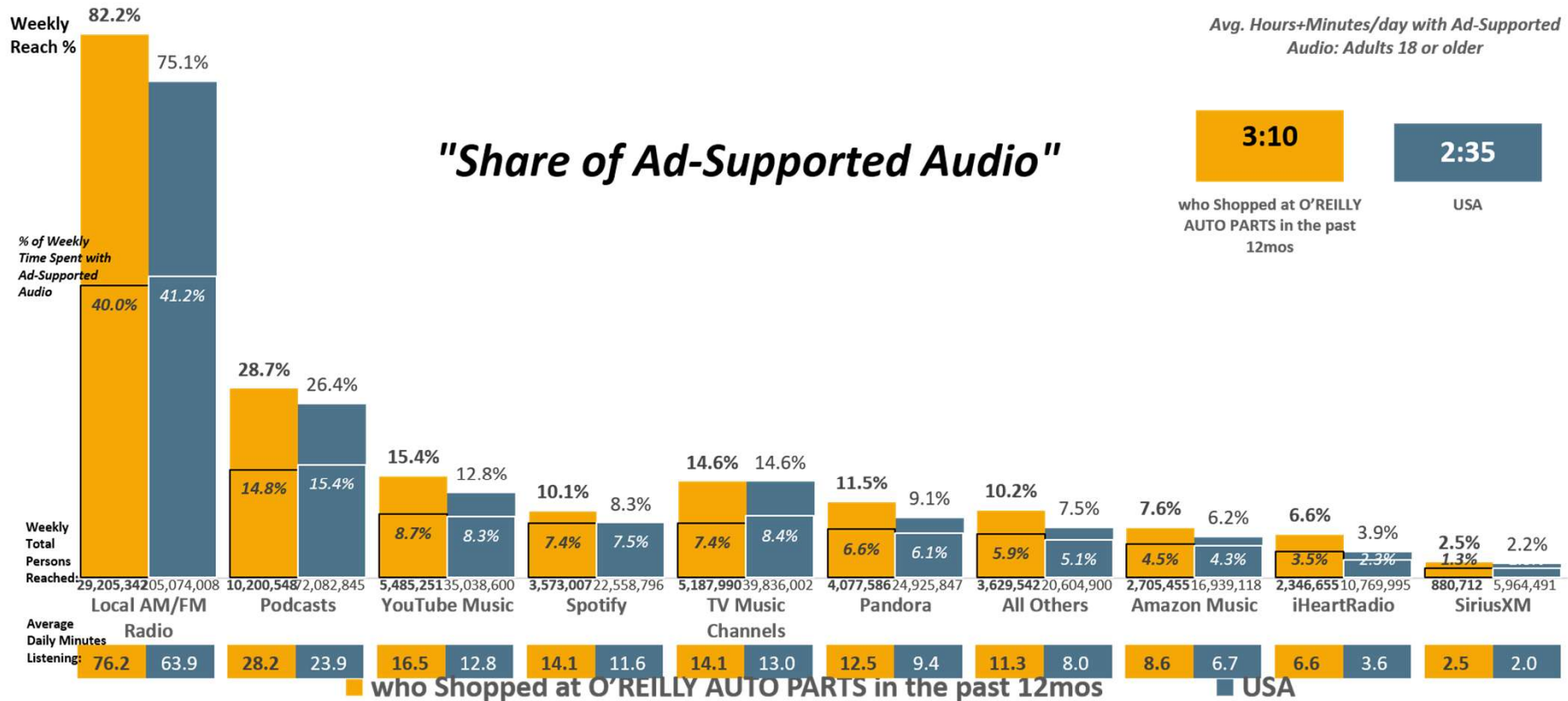
### Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older







29,205,342 or 82.2% of Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 76.2 minutes every day representing 40.0% of all time spent daily with Ad-Supported Audio.





571,577 or 81.1% of Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 79. minutes every day representing 38.9% of all time spent daily with Ad-Supported Audio.

Weekly Reach % 81.1% 77.9%

% of Weekly Time Spent with Ad-Supported Audio

Weekly Total Persons Reached:

Average Daily Minutes Listening:

## "Share of Ad-Supported Audio"

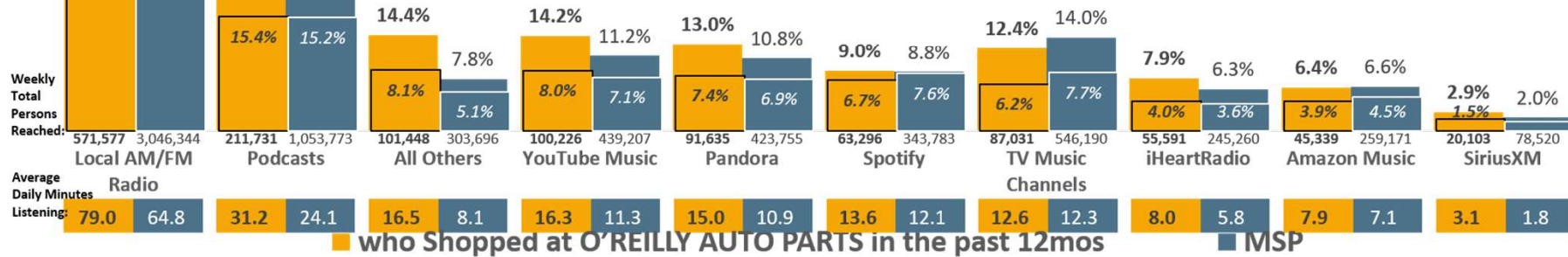
Avg. Hours+Minutes/day with Ad-Supported Audio: Adults 18 or older

3:23

2:38

who Shopped at O'REILLY AUTO PARTS in the past 12mos

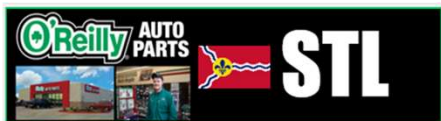
MSP



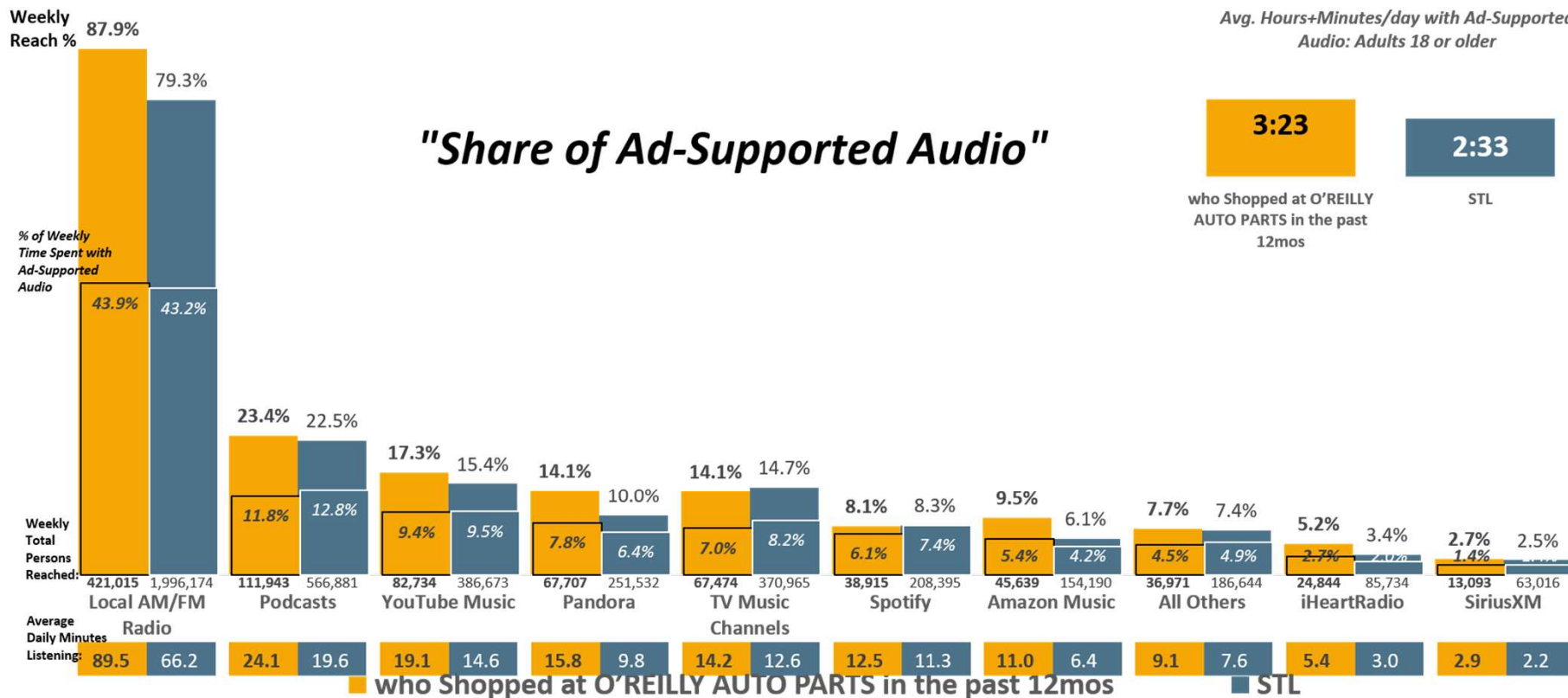
MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 320 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,934  
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): O'Reilly Auto Parts



421,015 or 87.9% of Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 89.5 minutes every day representing 43.9% of all time spent daily with Ad-Supported Audio.





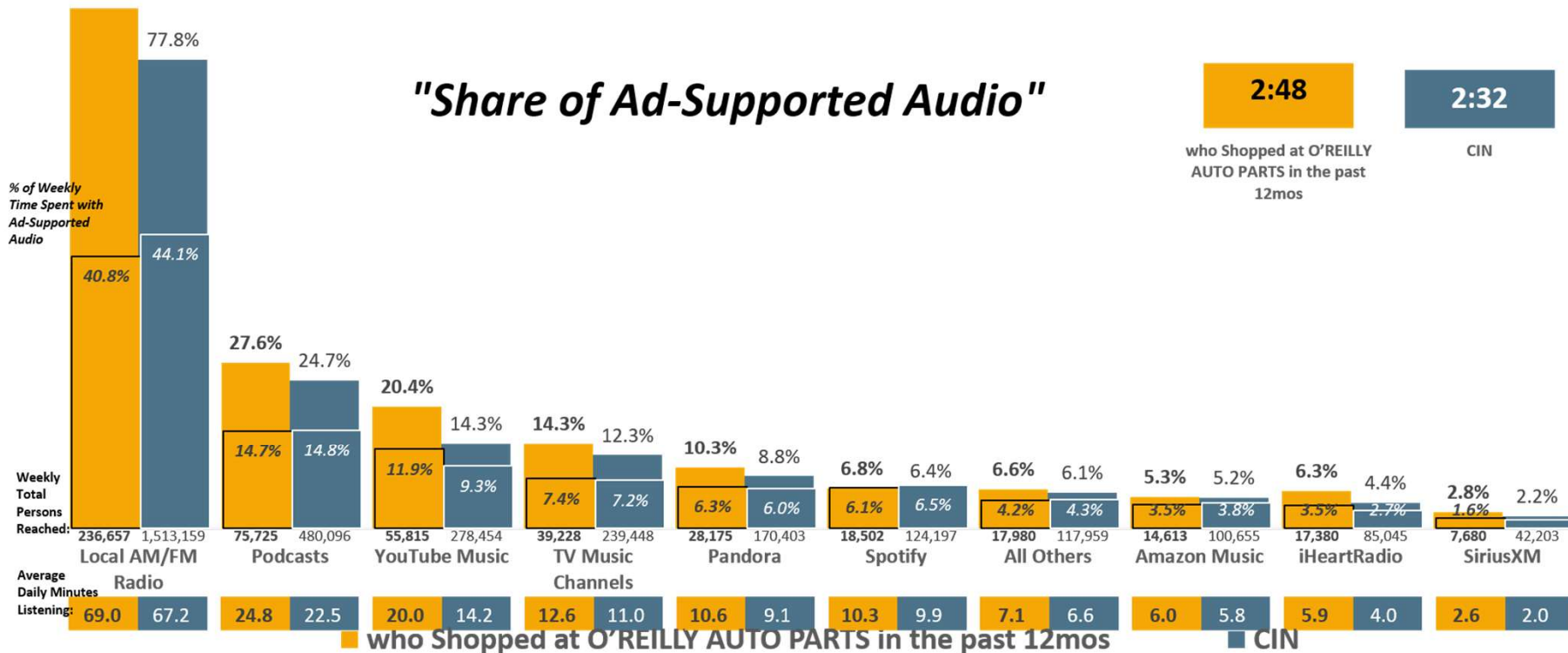


236,657 or 86.4% of Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 69. minutes every day representing 40.8% of all time spent daily with Ad-Supported Audio.

Weekly  
Reach % 86.4%

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

## "Share of Ad-Supported Audio"

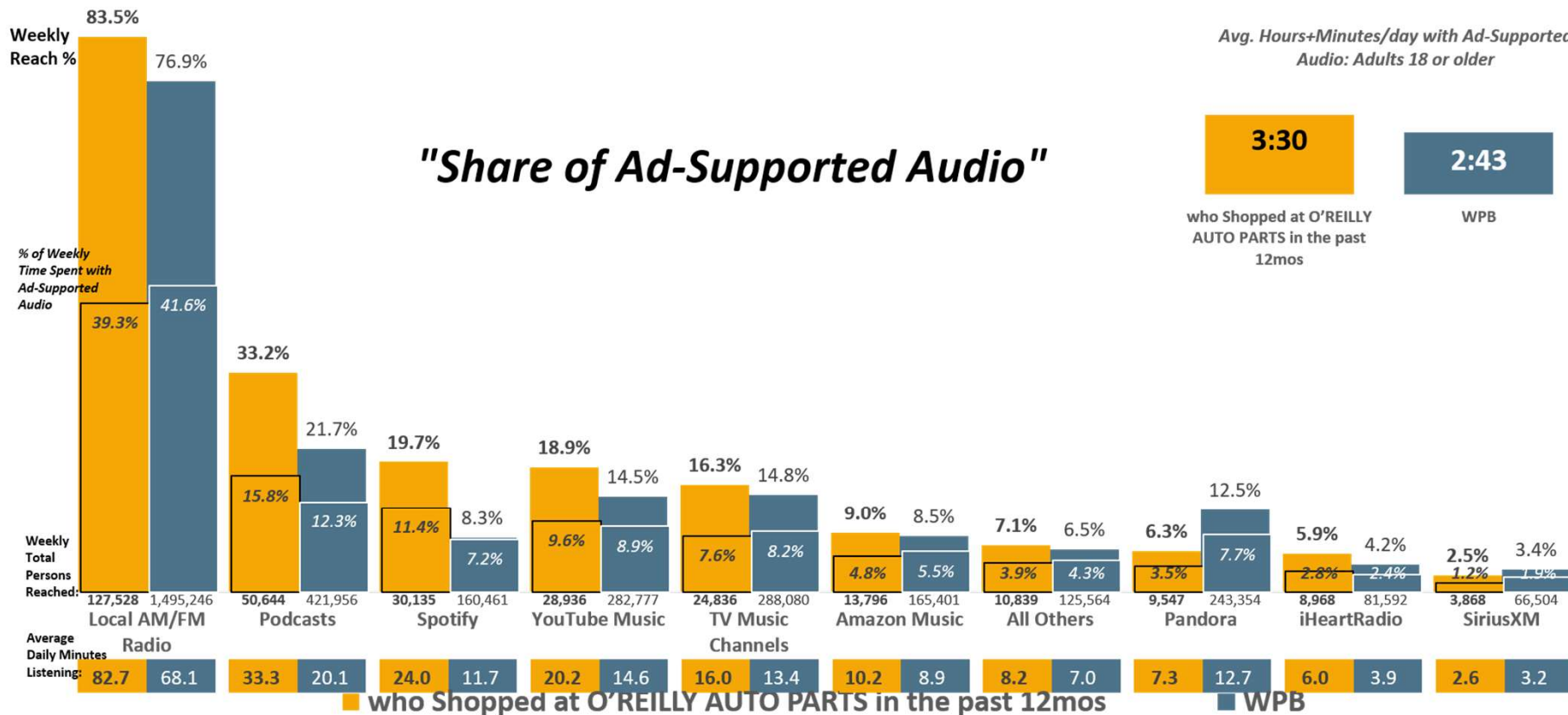


**2:48**  
who Shopped at O'REILLY  
AUTO PARTS in the past  
12mos

**2:32**  
CIN



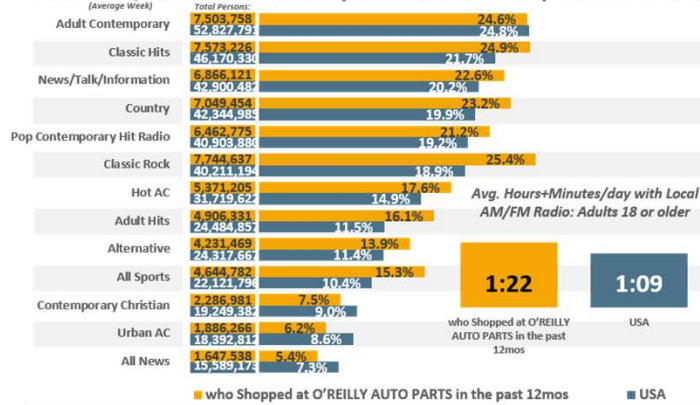
127,528 or 83.5% of Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 82.7 minutes every day representing 39.3% of all time spent daily with Ad-Supported Audio.



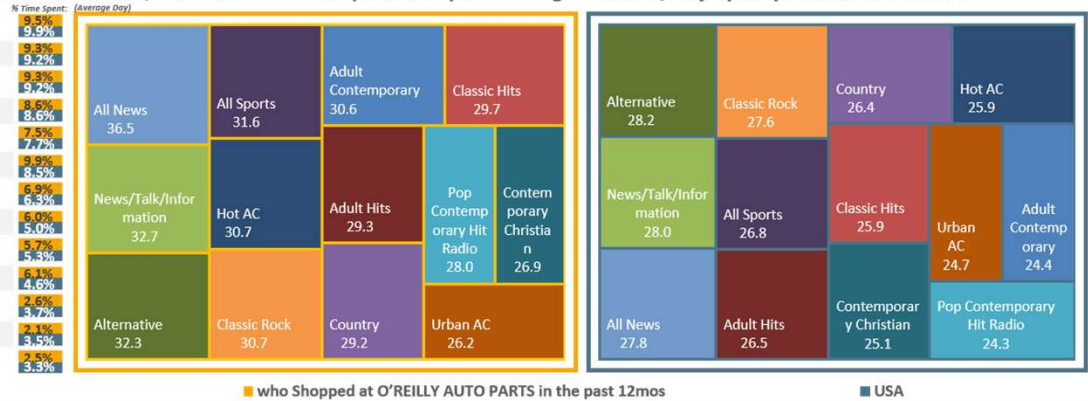


29,205,342 or 82.2% of Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Rock, Classic Hits, Adult Contemporary, Country, and Pop Contemporary Hit Radio.

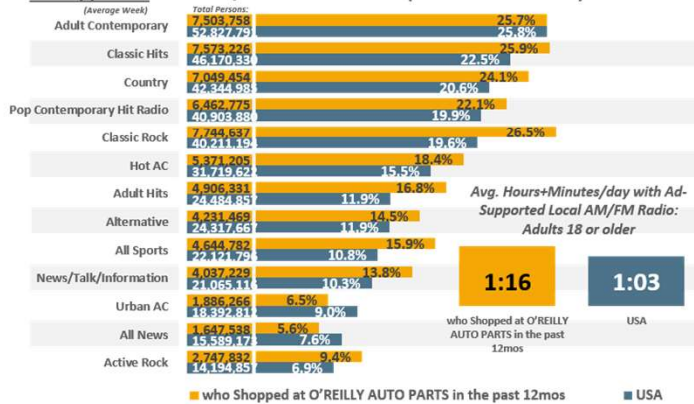
**Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older**



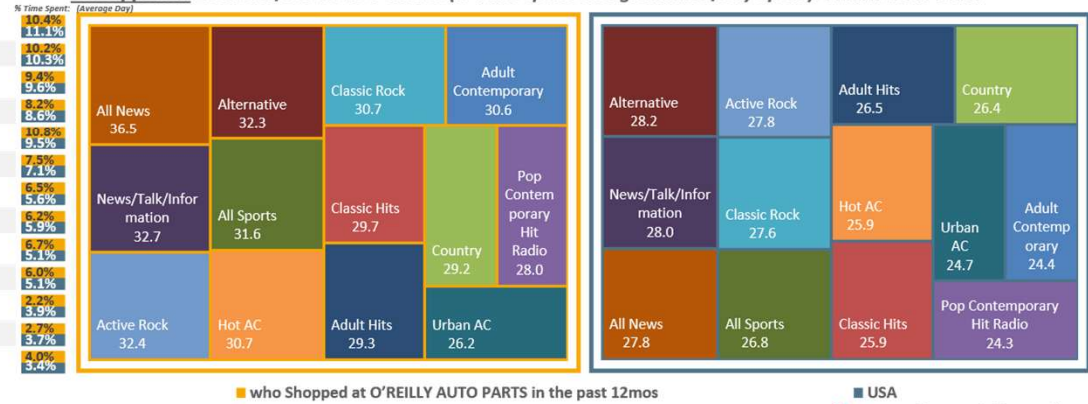
**Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



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



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



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 2,785  
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

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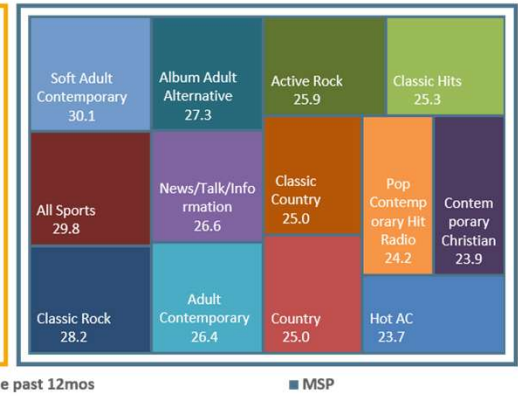
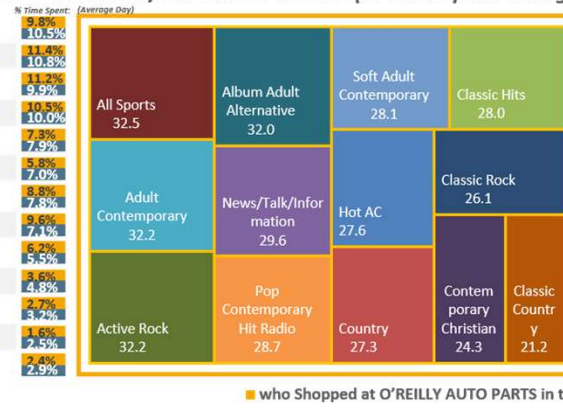
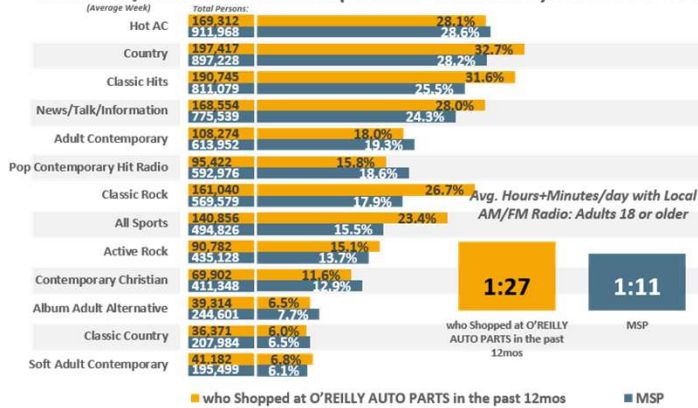
Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): O'Reilly Auto Parts



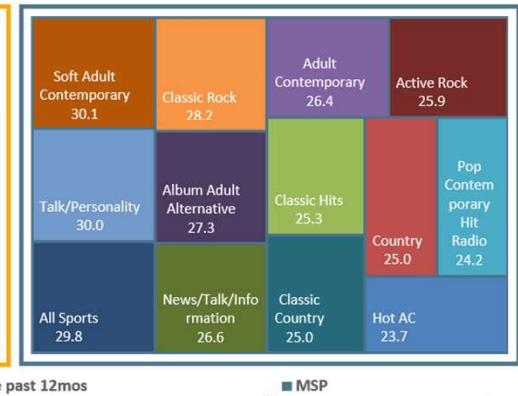
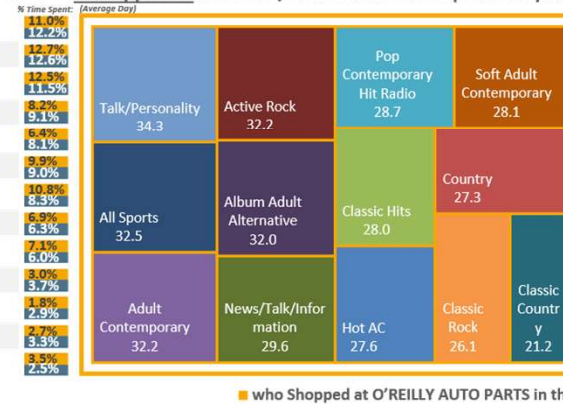
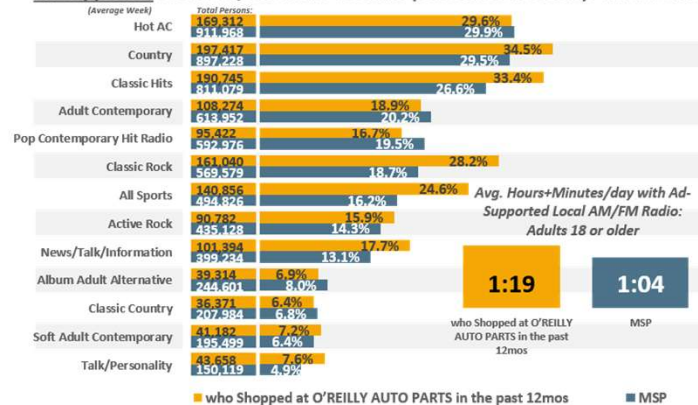


571,577 or 81.1% of Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Classic Hits, Hot AC, Classic Rock, and All Sports.

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



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



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 320  
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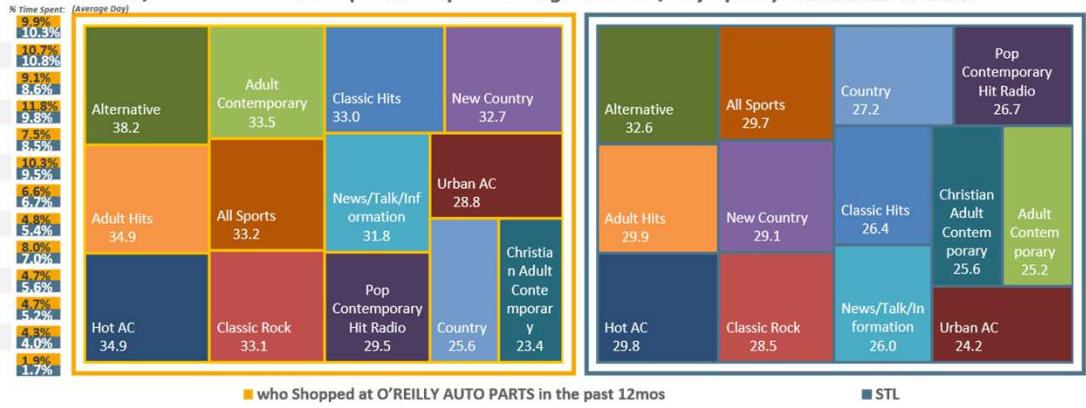
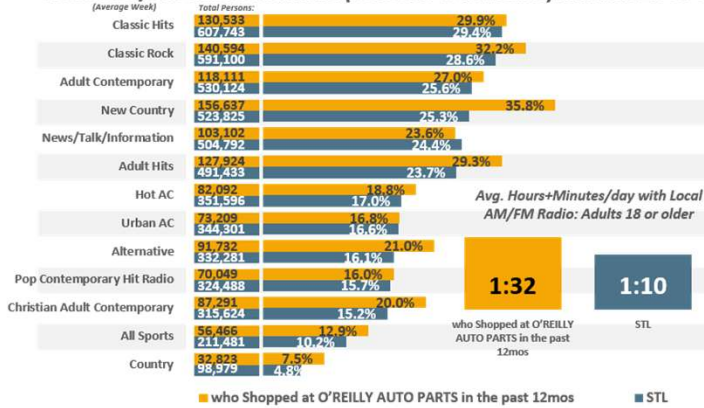
soefa.ai Share of Everything for Anything

Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): O'Reilly Auto Parts

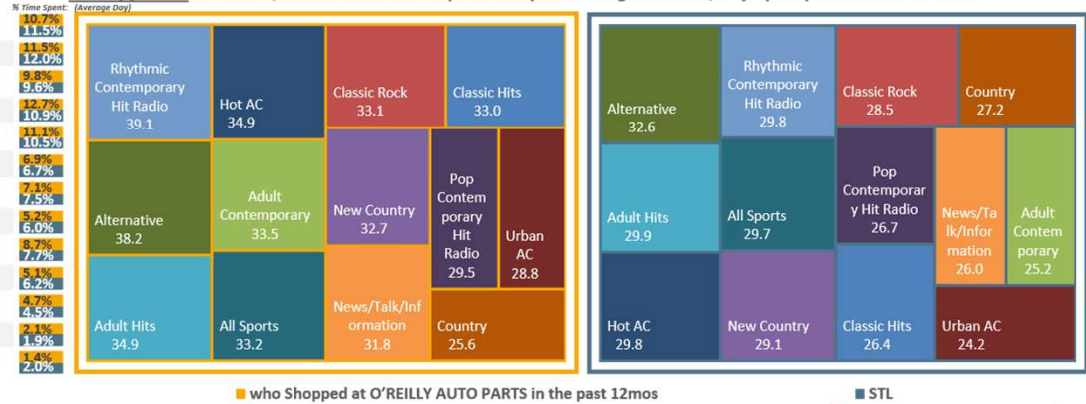
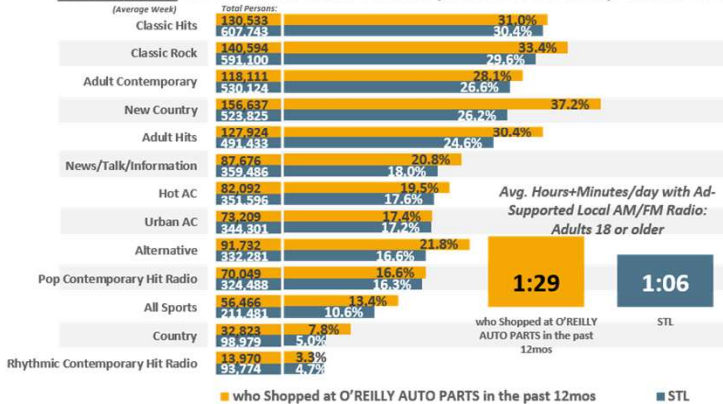


421,015 or 87.9% of Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are New Country, Classic Rock, Classic Hits, Adult Hits, and Adult Contemporary.

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



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



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 338  
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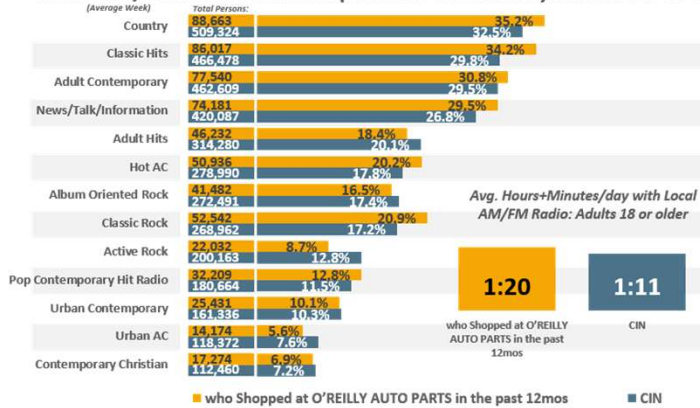
soeфа.ai Share of Everything for Anything

Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): O'Reilly Auto Parts

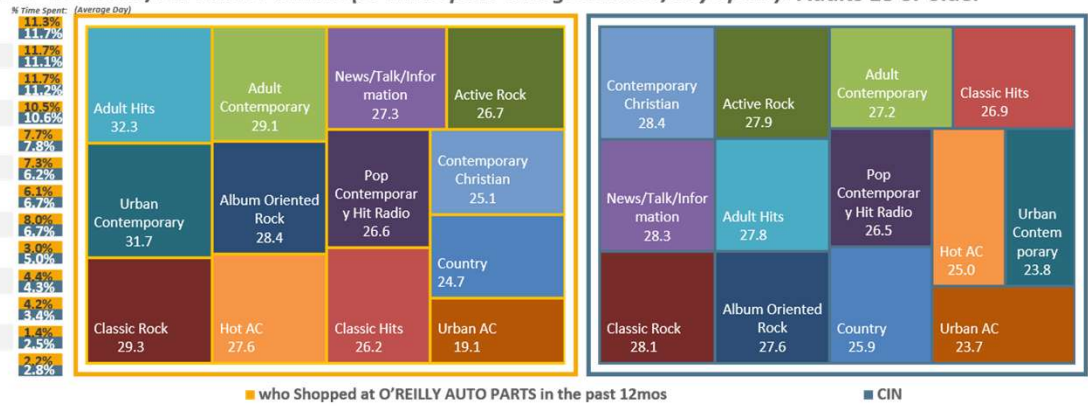


236,657 or 86.4% of Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Classic Hits, Adult Contemporary, Classic Rock, and Hot AC.

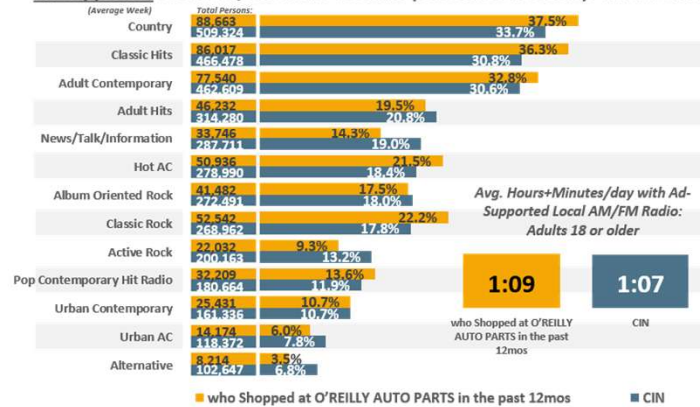
### Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



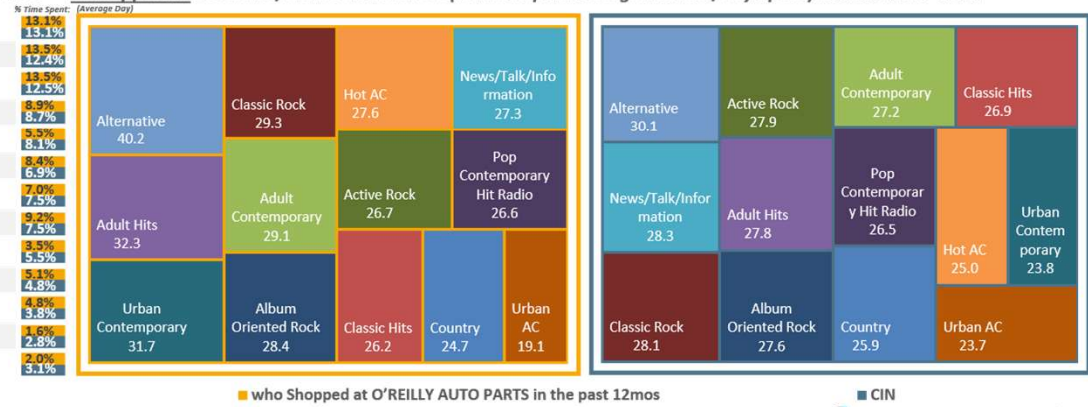
### Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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

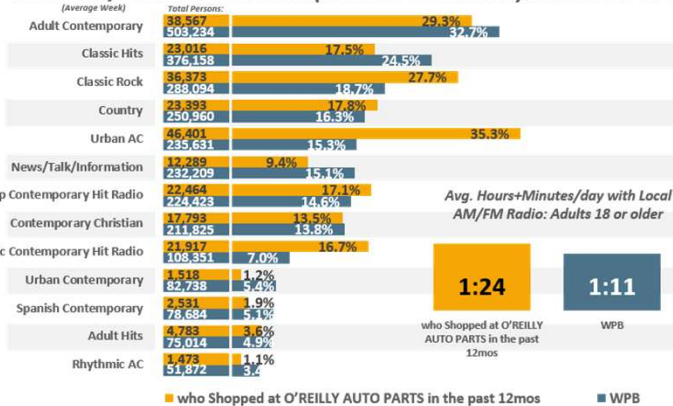




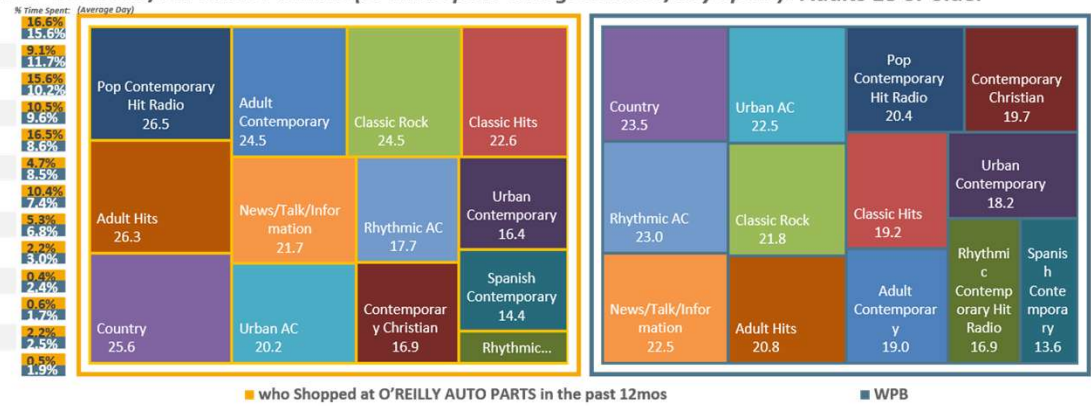


127,528 or 83.5% of Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Urban AC, Adult Contemporary, Classic Rock, Country, and Classic Hits.

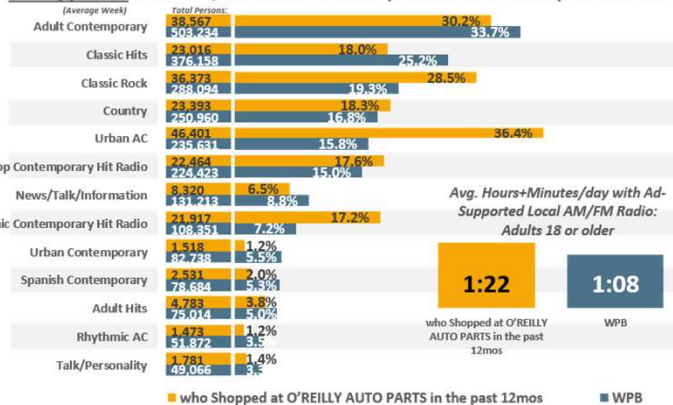
### Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



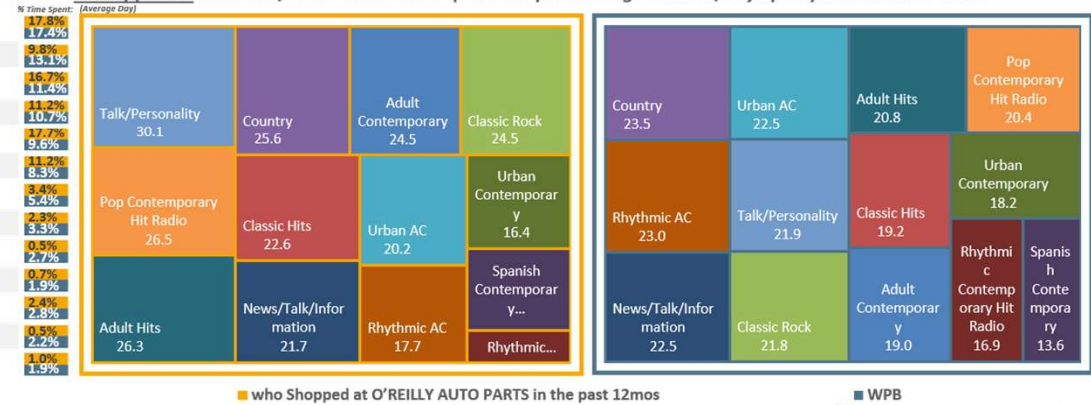
### Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



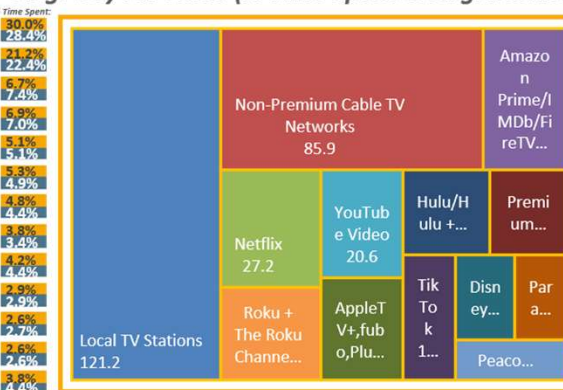
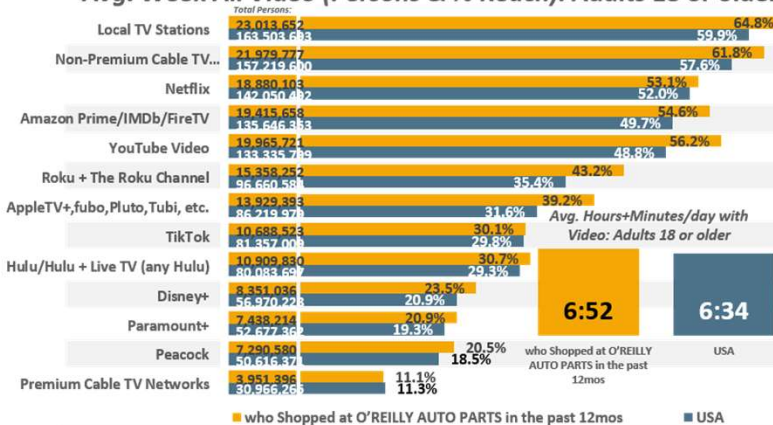




22,625,901 or 63.7% of Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos watch Ad-Supported Local TV Stations for an average of 115. minutes every day representing 33.8% of all time spent daily with Ad-Supported Video.

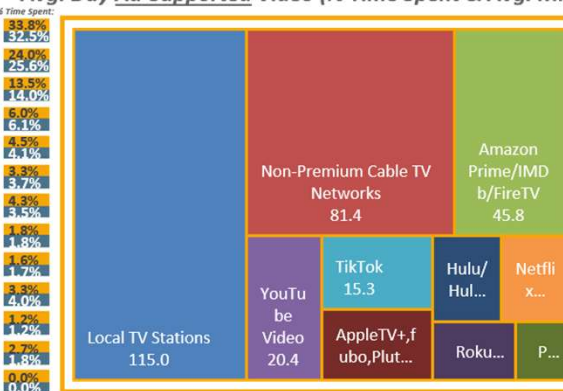
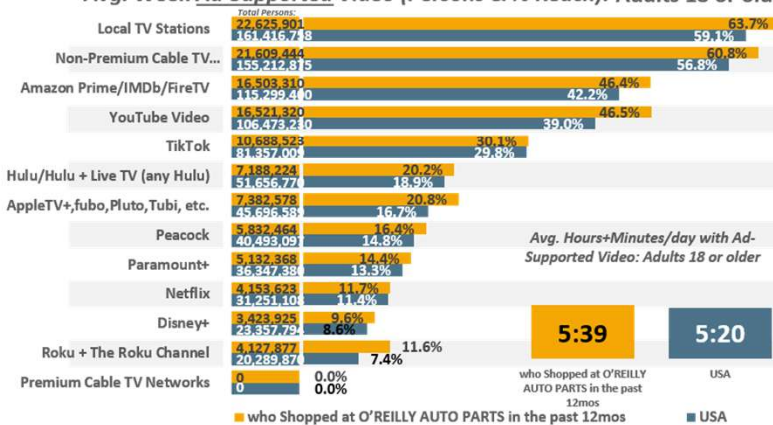
**Avg. Week All Video (Persons & % Reach): Adults 18 or older**

**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**



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 2,785  
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

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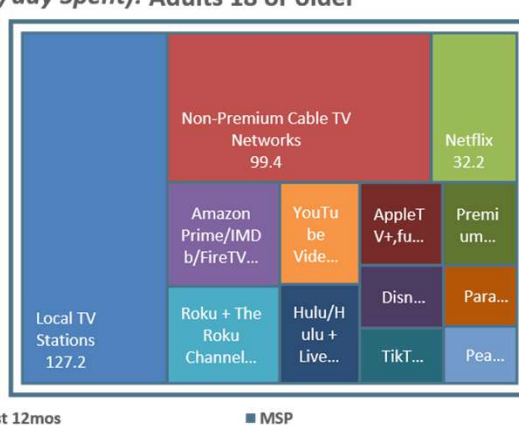
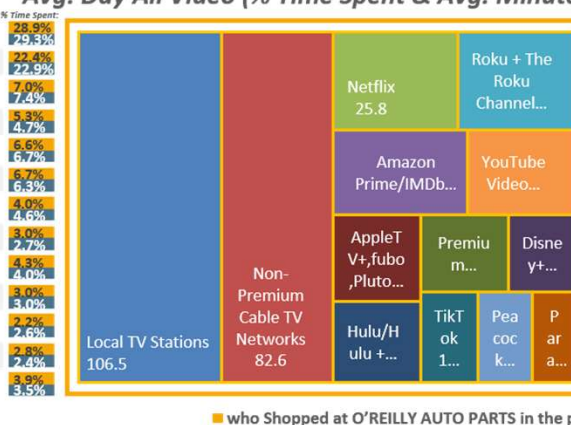
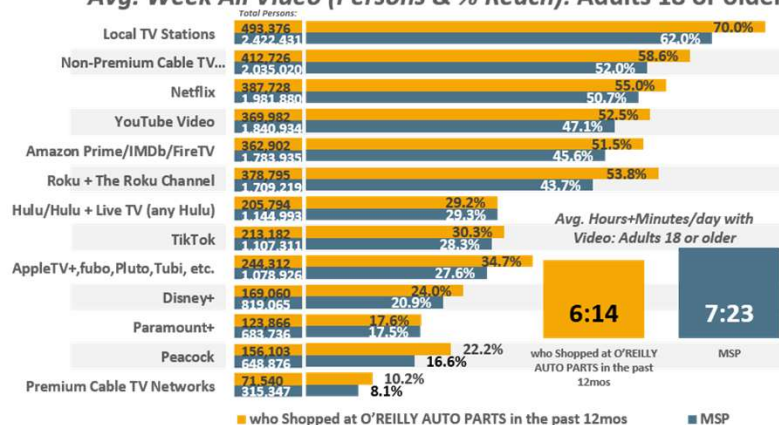
Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): O'Reilly Auto Parts



486,882 or 69.1% of Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos watch Ad-Supported Local TV Stations for an average of 101.2 minutes every day representing 33.6% of all time spent daily with Ad-Supported Video.

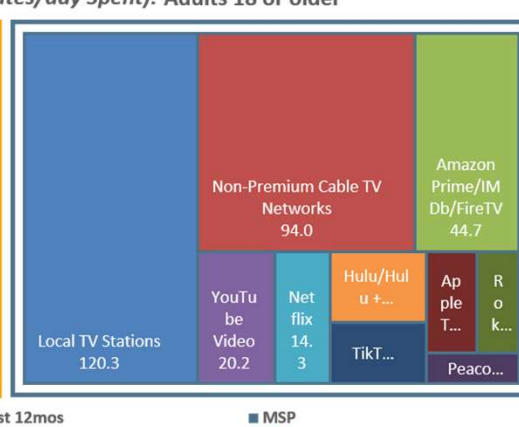
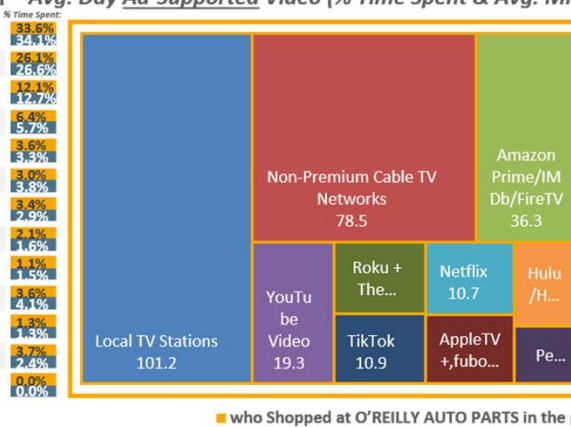
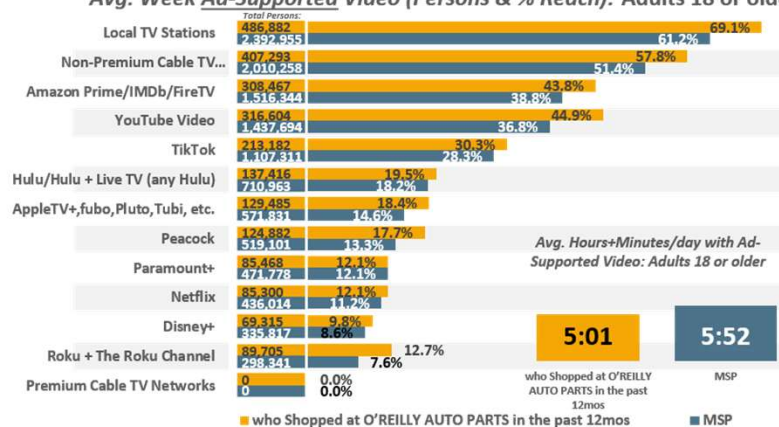
**Avg. Week All Video (Persons & % Reach): Adults 18 or older**

**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**



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 320  
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): O'Reilly Auto Parts

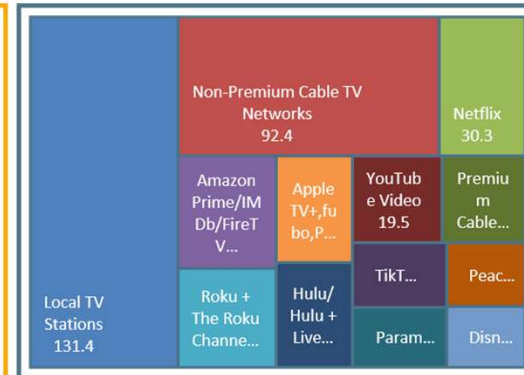
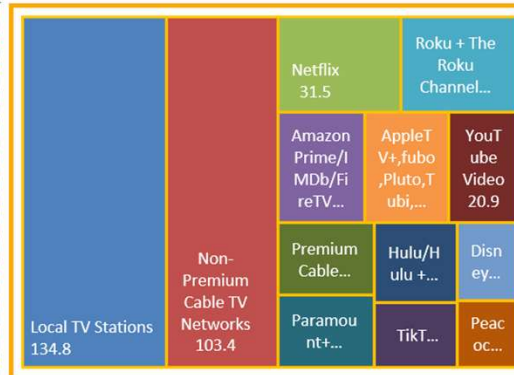
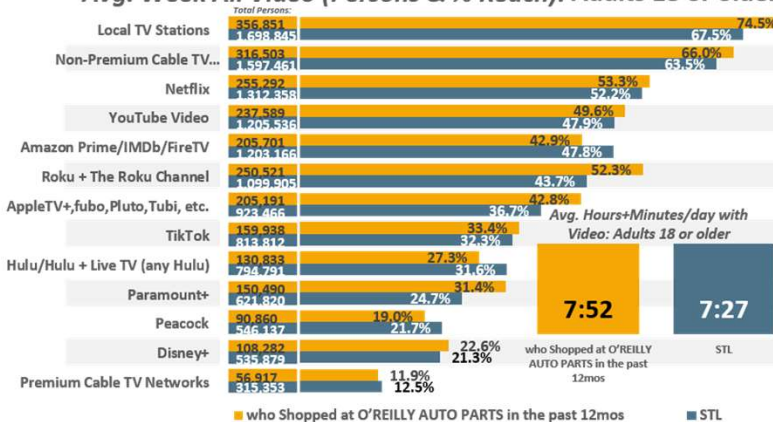




350,436 or 73.1% of Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos watch Ad-Supported Local TV Stations for an average of 131.8 minutes every day representing 34.8% of all time spent daily with Ad-Supported Video.

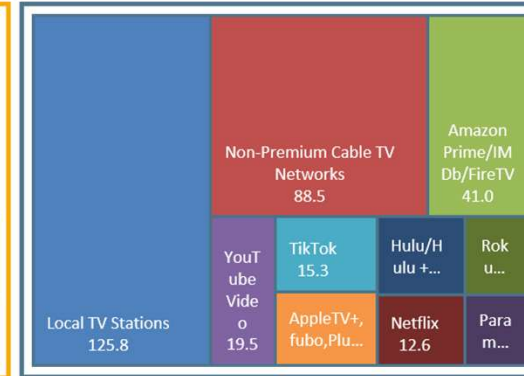
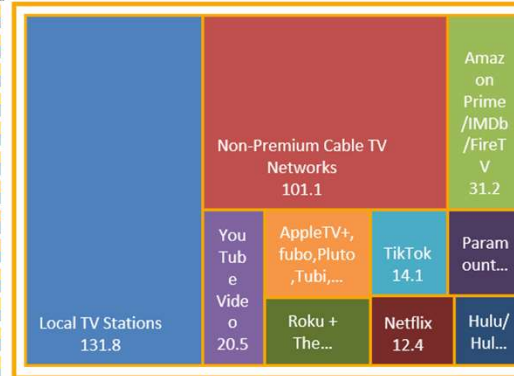
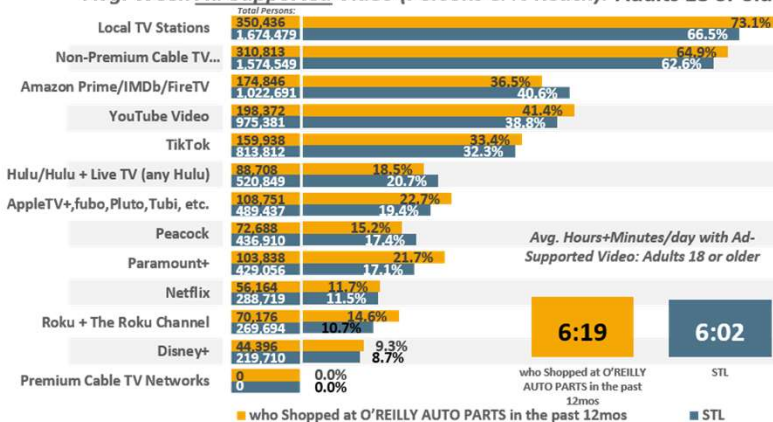
**Avg. Week All Video (Persons & % Reach): Adults 18 or older**

**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**



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 338  
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): O'Reilly Auto Parts

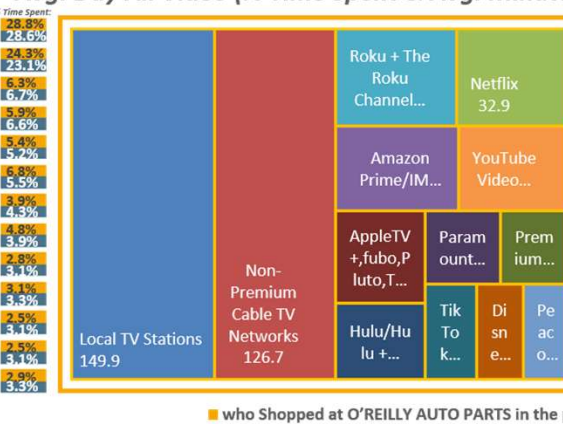
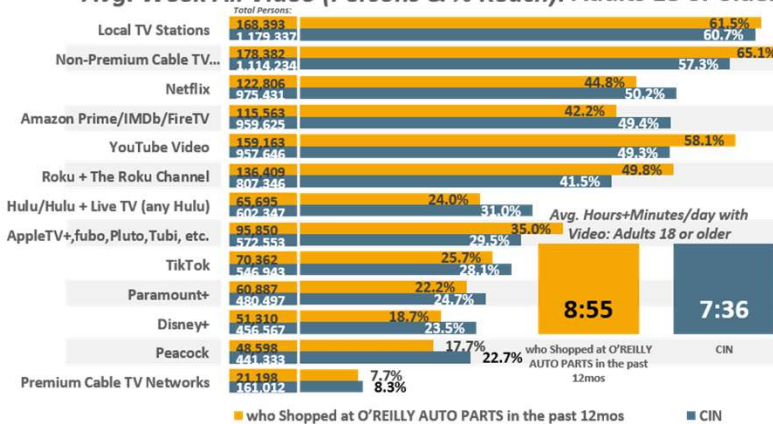




163,640 or 59.7% of Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos watch Ad-Supported Local TV Stations for an average of 137.5 minutes every day representing 32.2% of all time spent daily with Ad-Supported Video.

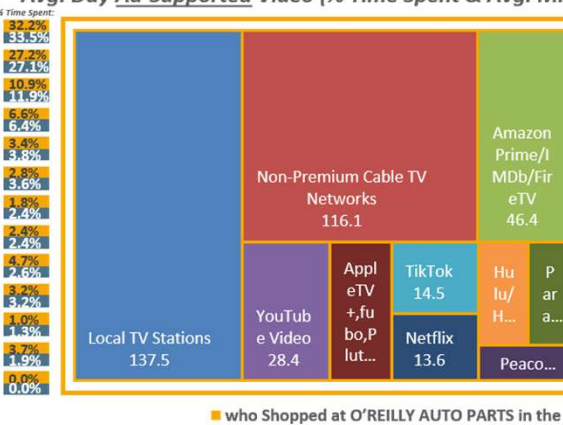
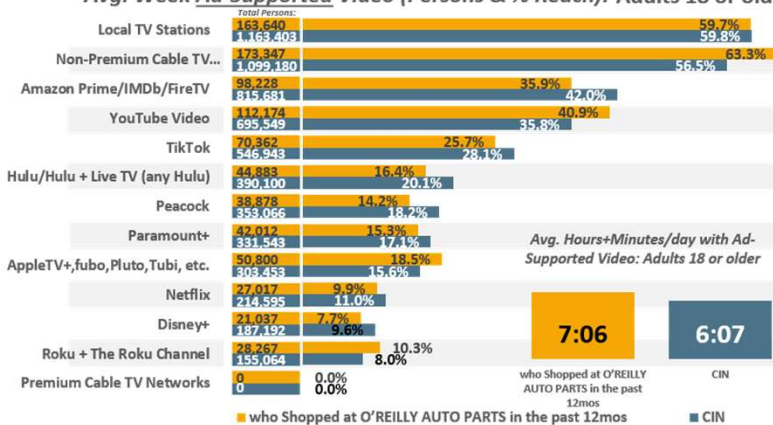
**Avg. Week All Video (Persons & % Reach): Adults 18 or older**

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



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

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



CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 244  
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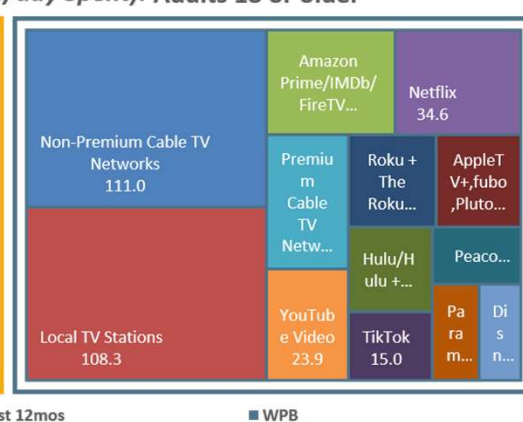
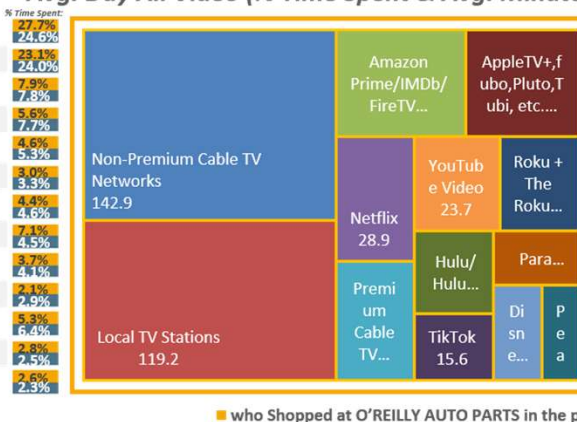
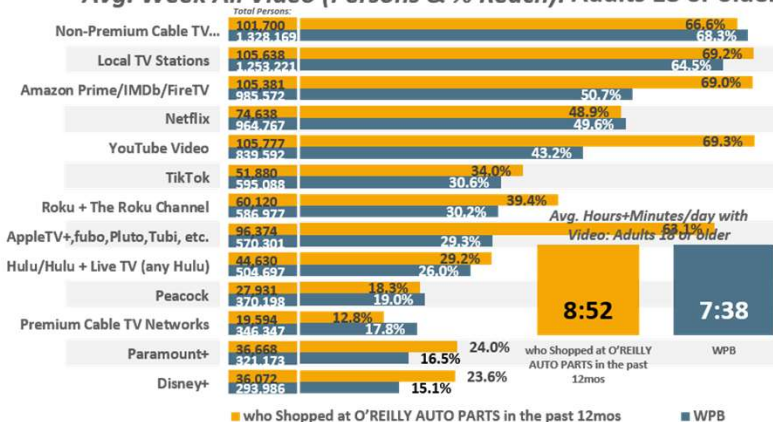
Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): O'Reilly Auto Parts



103,328 or 67.7% of Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos watch Ad-Supported Local TV Stations for an average of 114.2 minutes every day representing 25.2% of all time spent daily with Ad-Supported Video.

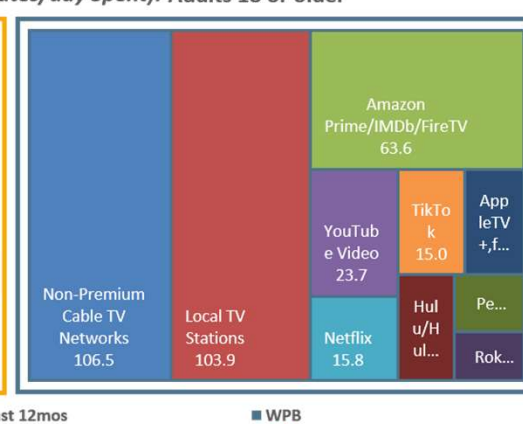
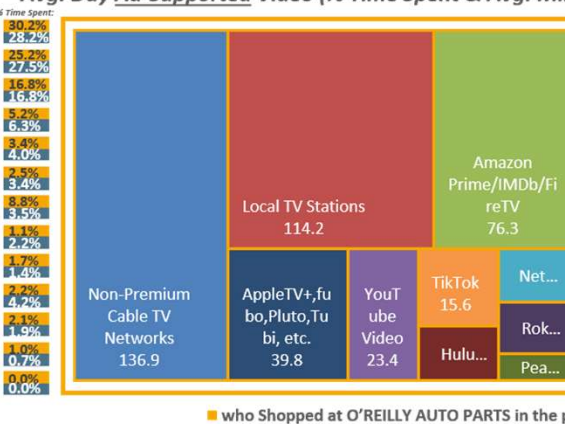
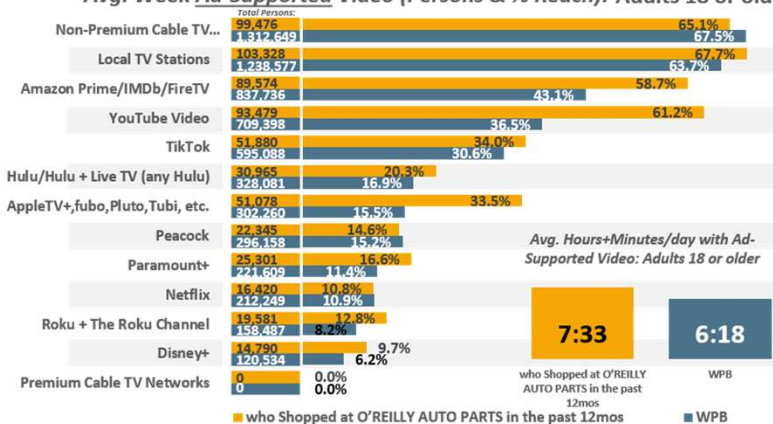
**Avg. Week All Video (Persons & % Reach): Adults 18 or older**

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



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

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



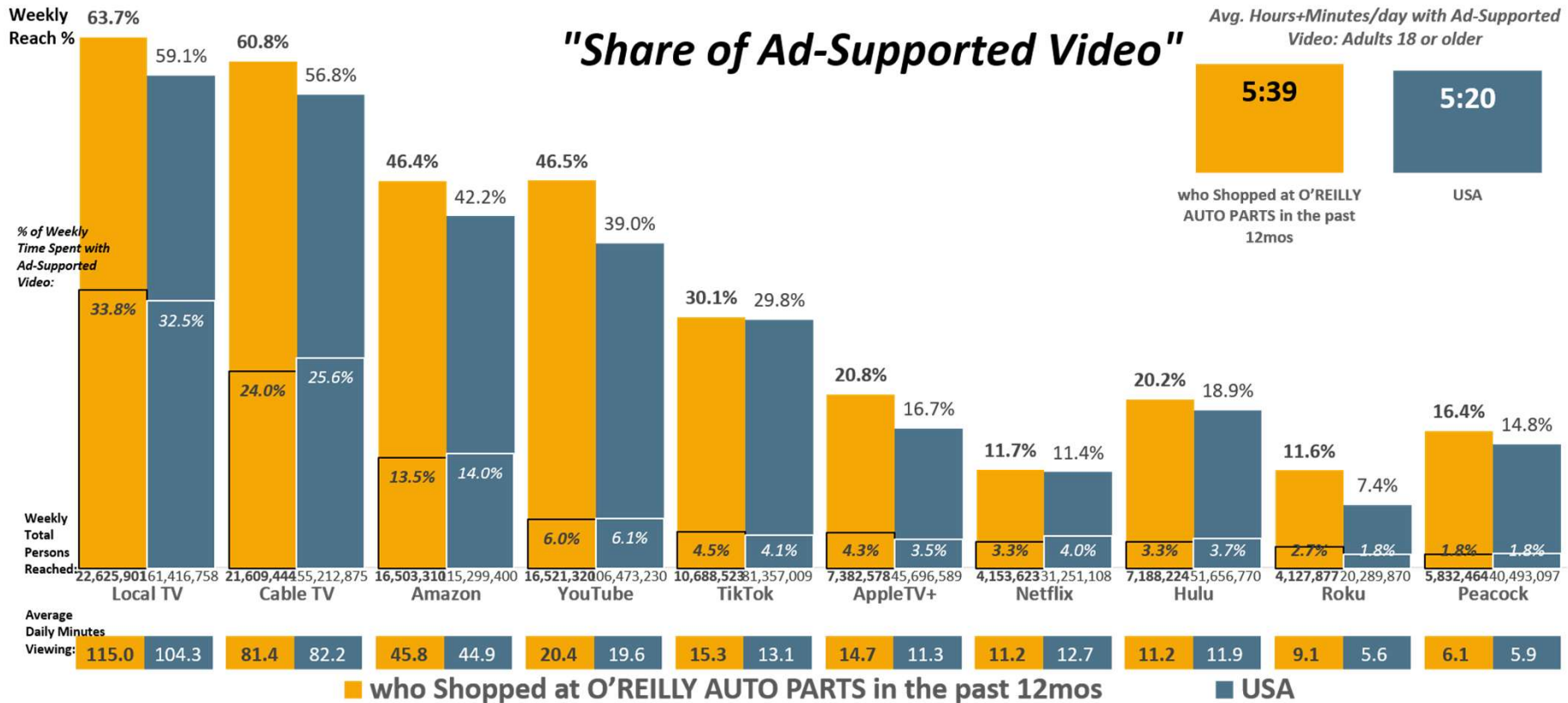
WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 209  
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): O'Reilly Auto Parts



22,625,901 or 63.7% of Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos watch Ad-Supported Local TV Stations for an average of 115. minutes every day representing 33.8% of all time spent daily with Ad-Supported Video.

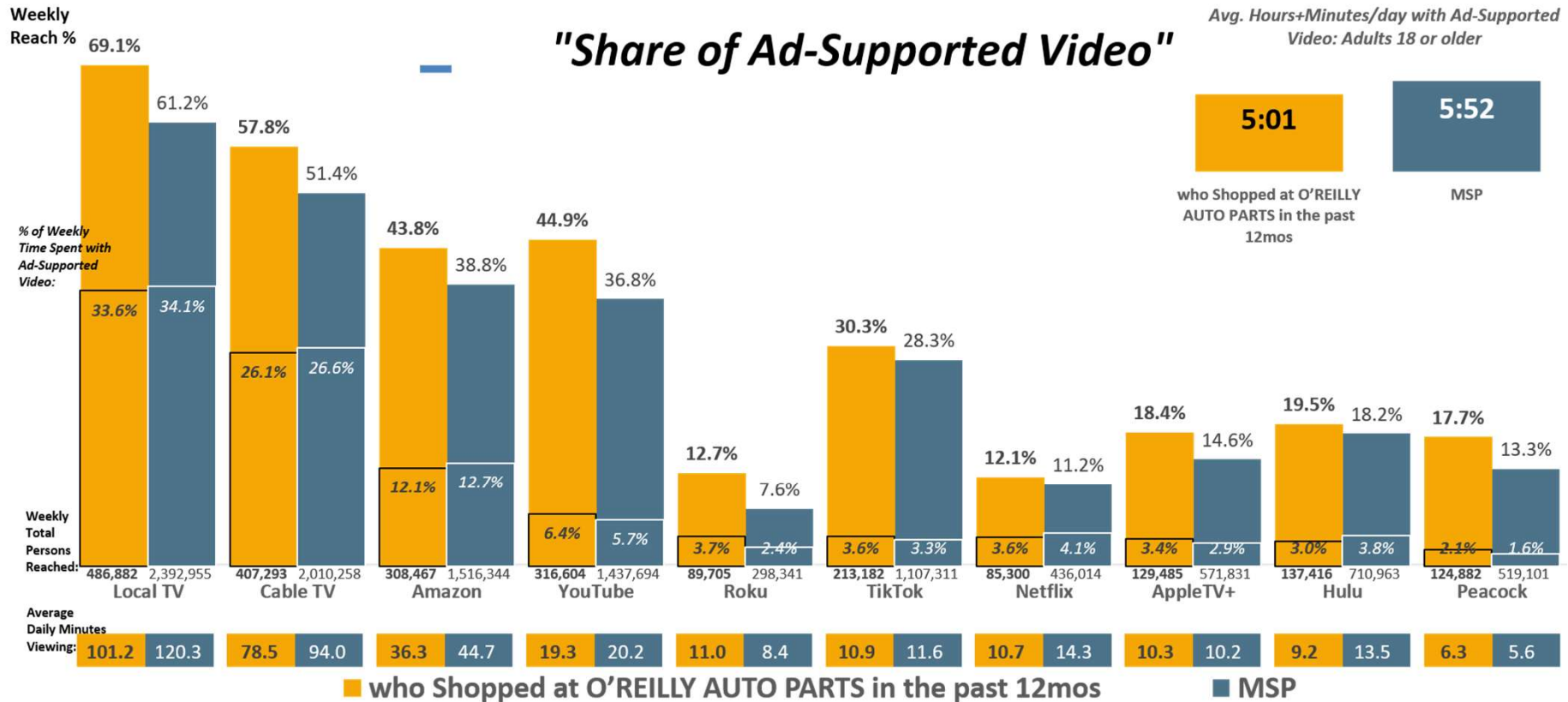






486,882 or 69.1% of Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos watch Ad-Supported Local TV Stations for an average of 101.2 minutes every day representing 33.6% of all time spent daily with Ad-Supported Video.

## "Share of Ad-Supported Video"



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 320 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,934

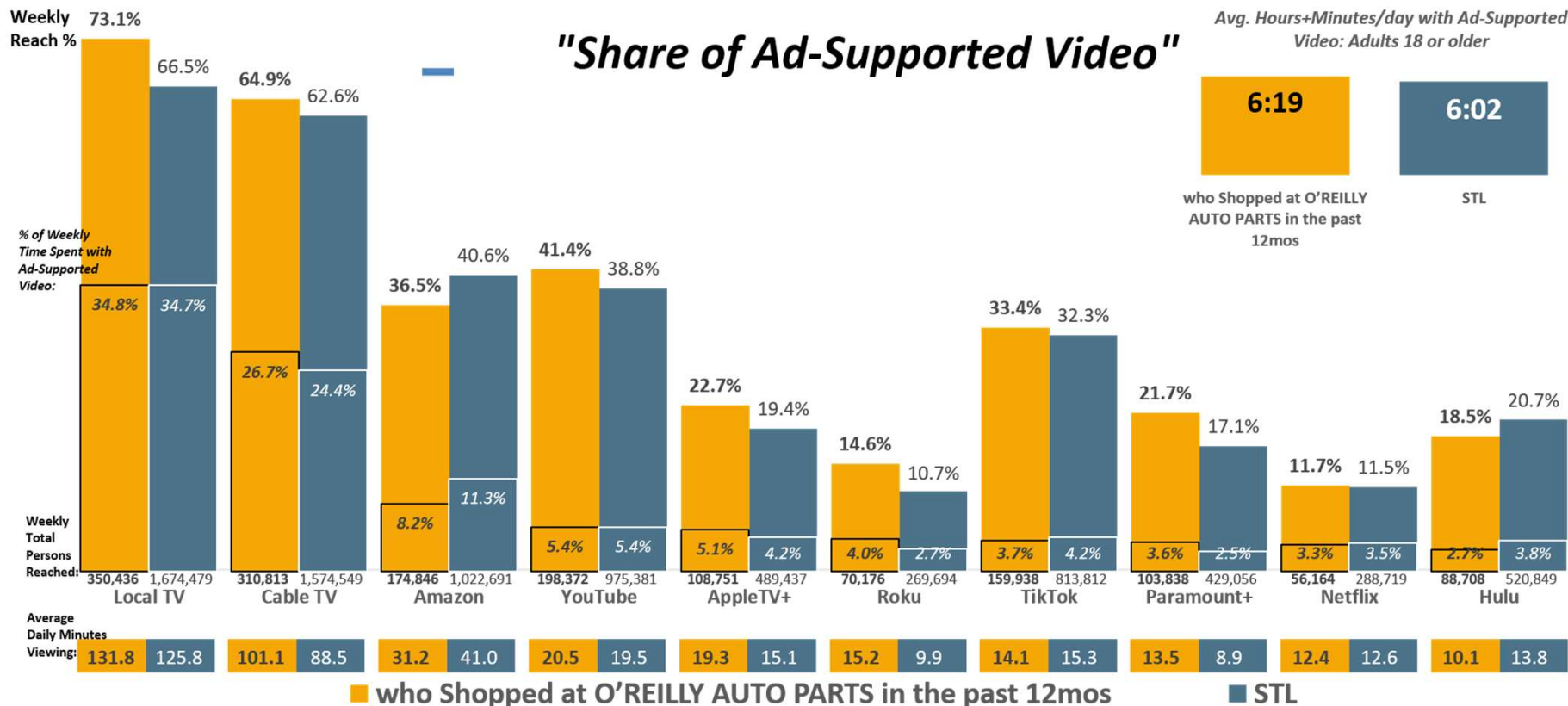
soefa.ai Share of Everything for Anything

Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): O'Reilly Auto Parts



350,436 or 73.1% of Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos watch Ad-Supported Local TV Stations for an average of 131.8 minutes every day representing 34.8% of all time spent daily with Ad-Supported Video.

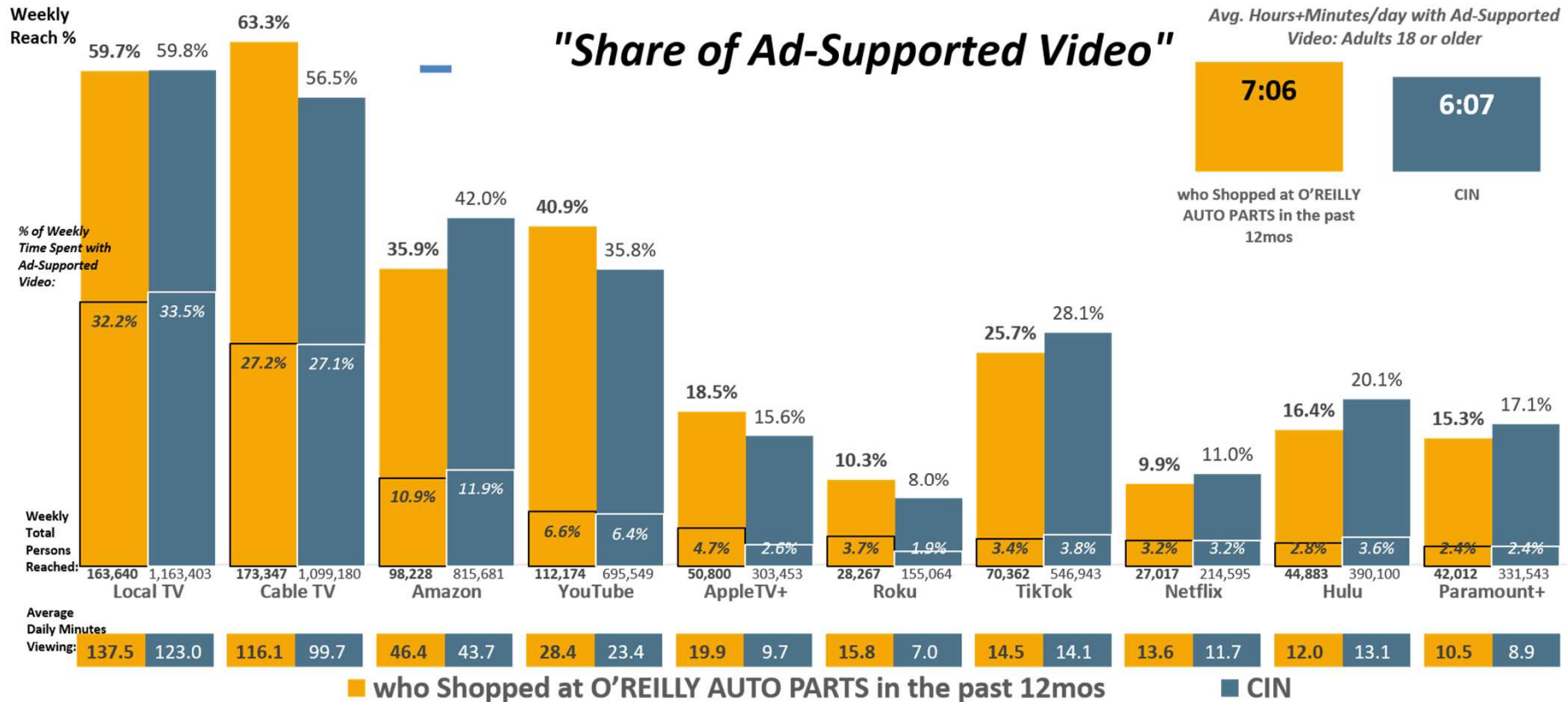
## "Share of Ad-Supported Video"





163,640 or 59.7% of Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos watch Ad-Supported Local TV Stations for an average of 137.5 minutes every day representing 32.2% of all time spent daily with Ad-Supported Video.

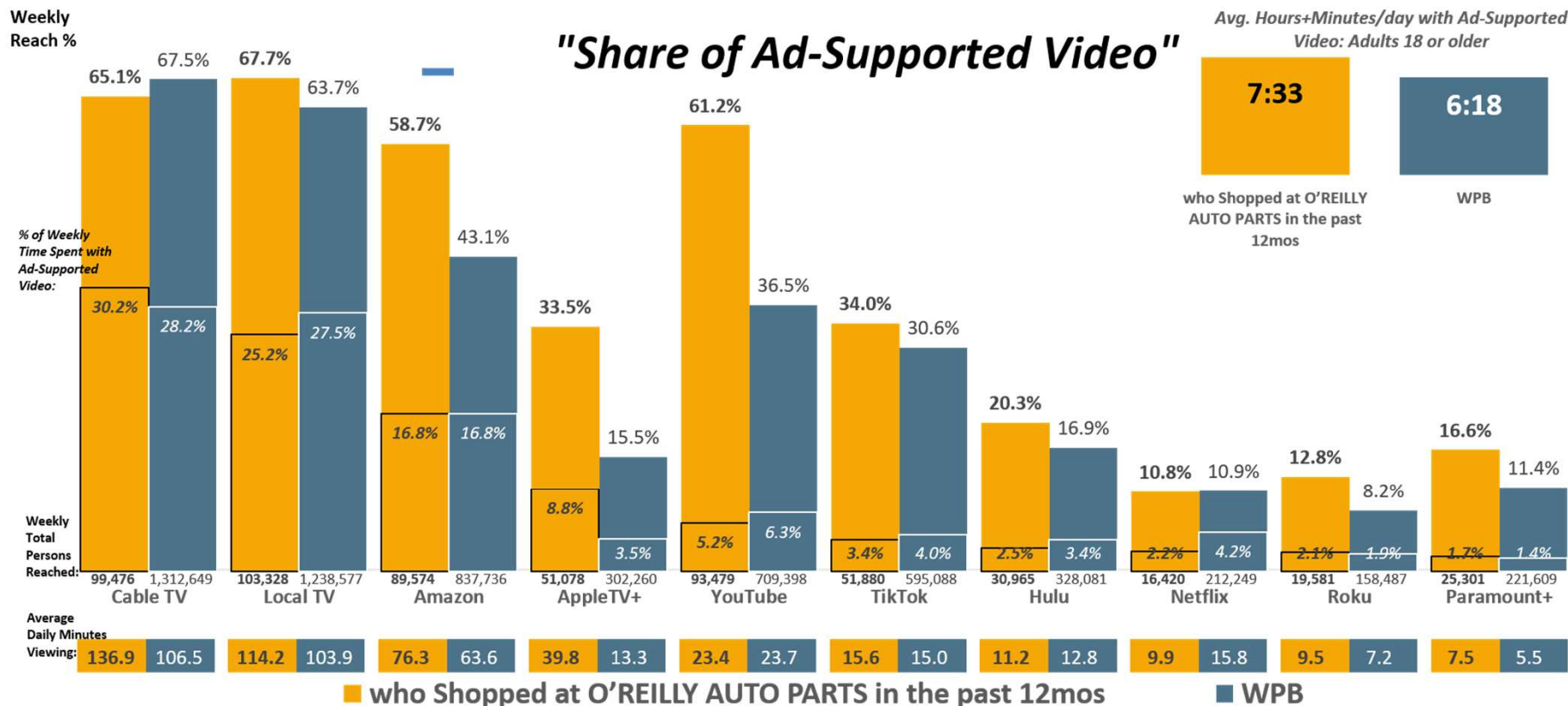
## "Share of Ad-Supported Video"







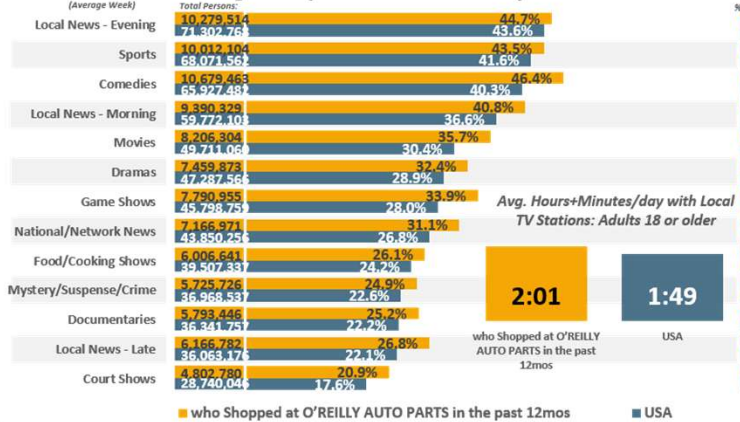
103,328 or 67.7% of Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos watch Ad-Supported Local TV Stations for an average of 114.2 minutes every day representing 25.2% of all time spent daily with Ad-Supported Video.



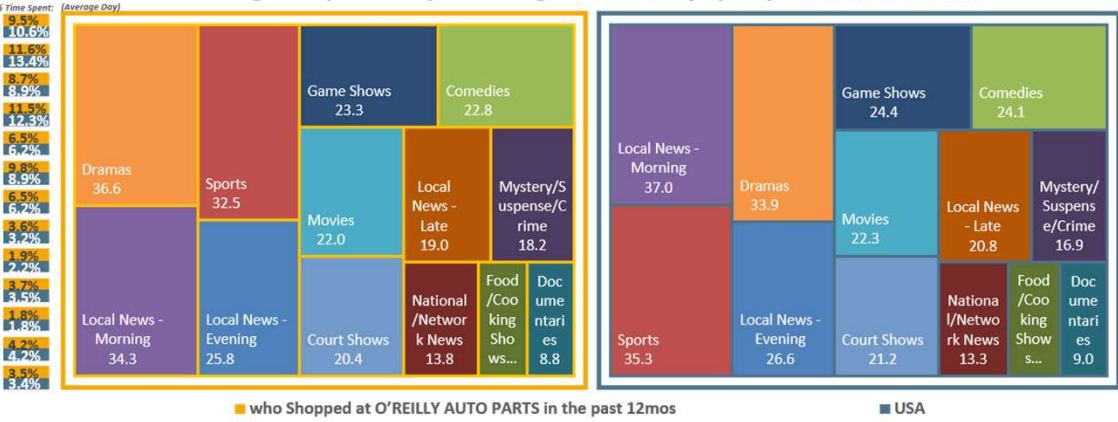


22,625,901 or 63.7% of Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Comedies, Local News - Morning, Movies, and Game Shows.

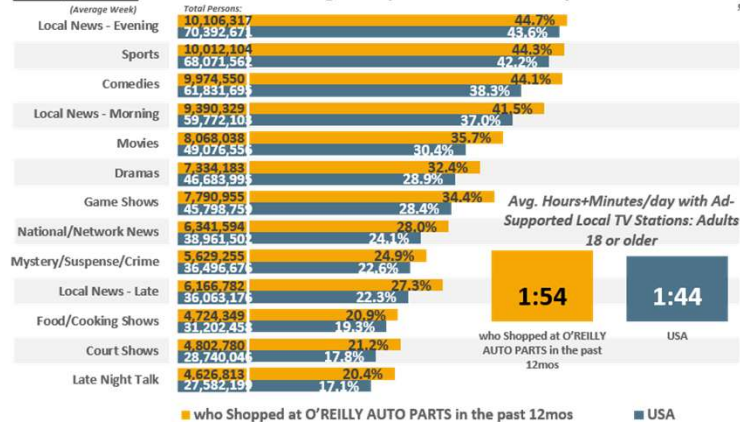
Local TV Station Programs (Persons & % Reach): Adults 18 or older



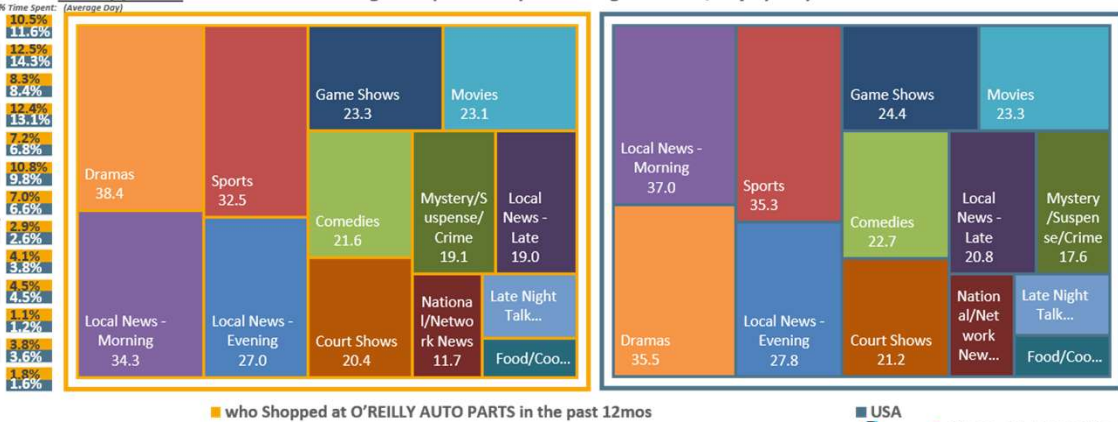
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



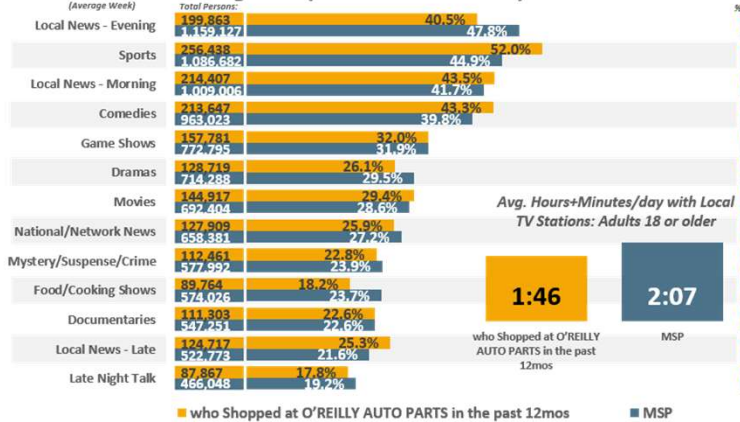
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



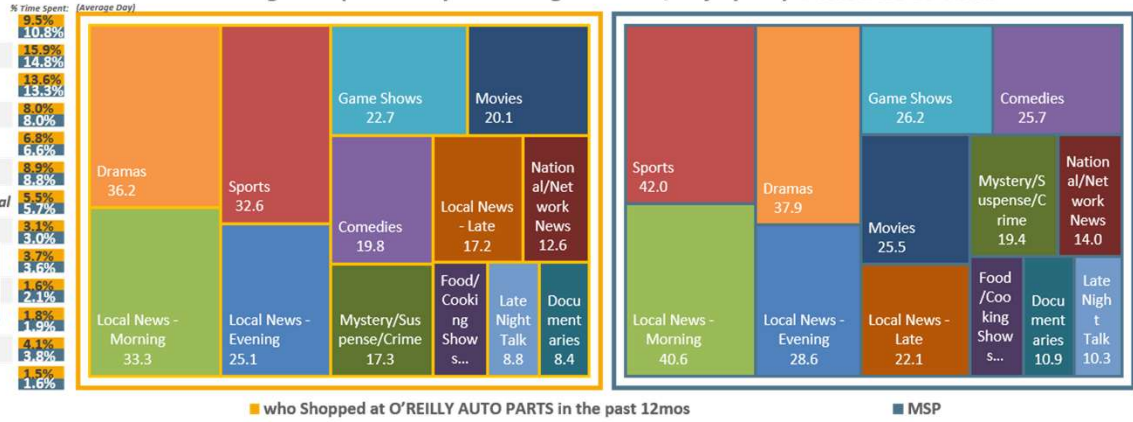


486,882 or 69.1% of Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Morning, Comedies, Local News - Evening, Game Shows, and Movies.

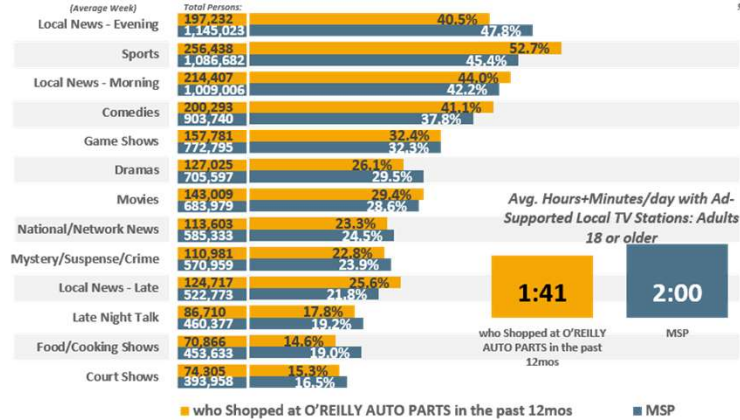
**Local TV Station Programs (Persons & % Reach): Adults 18 or older**



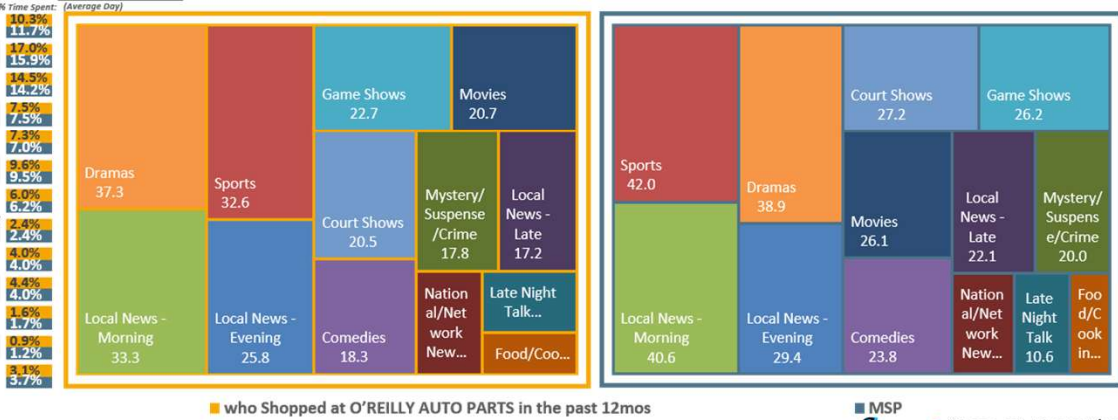
**Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



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



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



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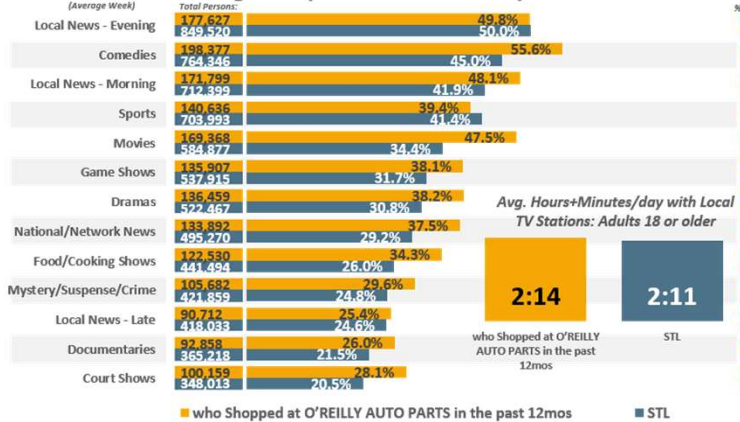
Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): O'Reilly Auto Parts



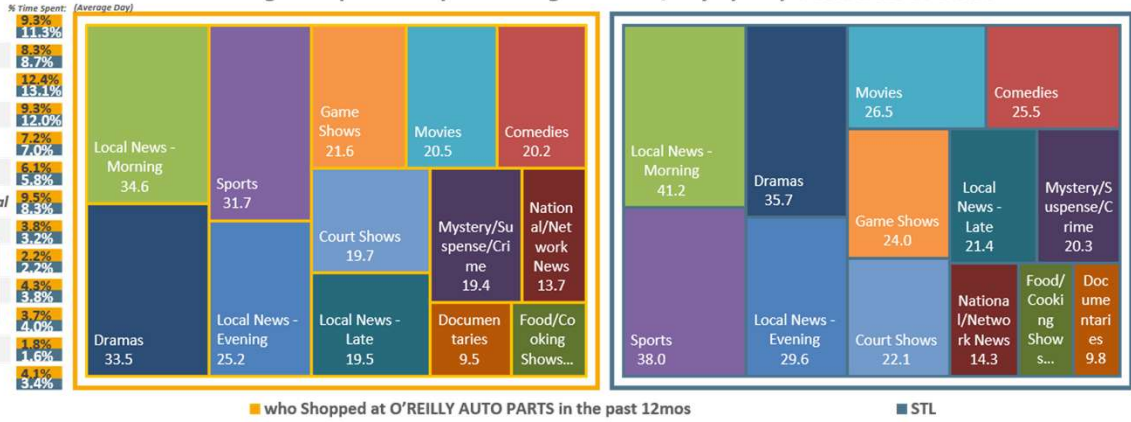


350,436 or 73.1% of Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Local News - Evening, Local News - Morning, Movies, Sports, and Game Shows.

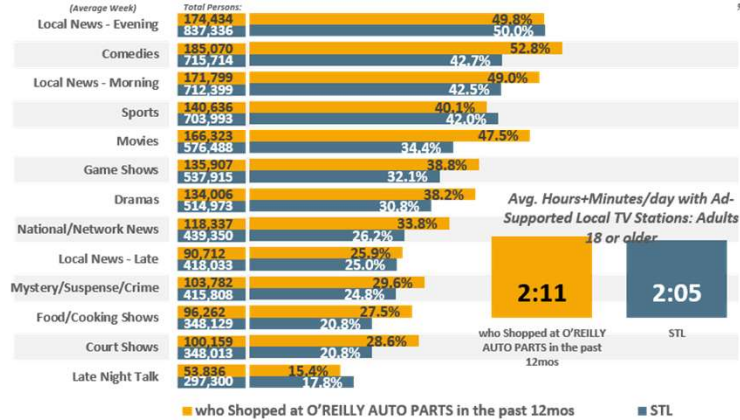
**Local TV Station Programs (Persons & % Reach): Adults 18 or older**



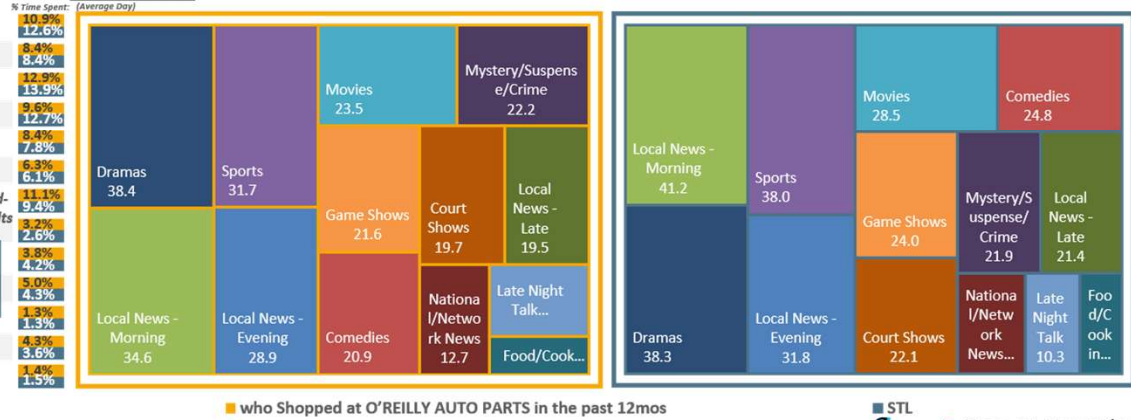
**Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



**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**



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 338  
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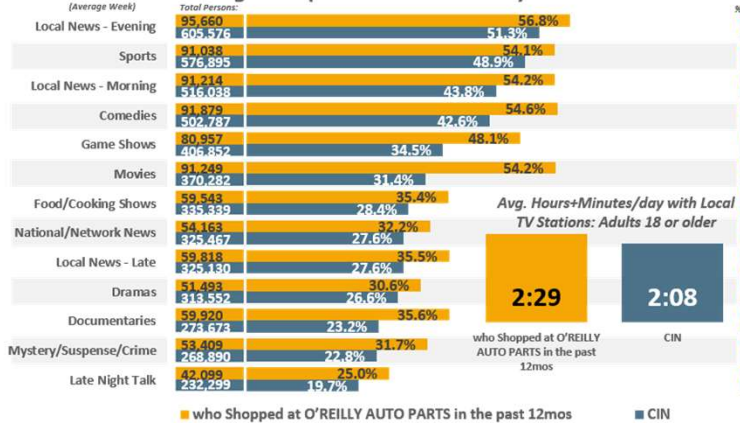
soefa.ai Share of Everything for Anything

Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): O'Reilly Auto Parts

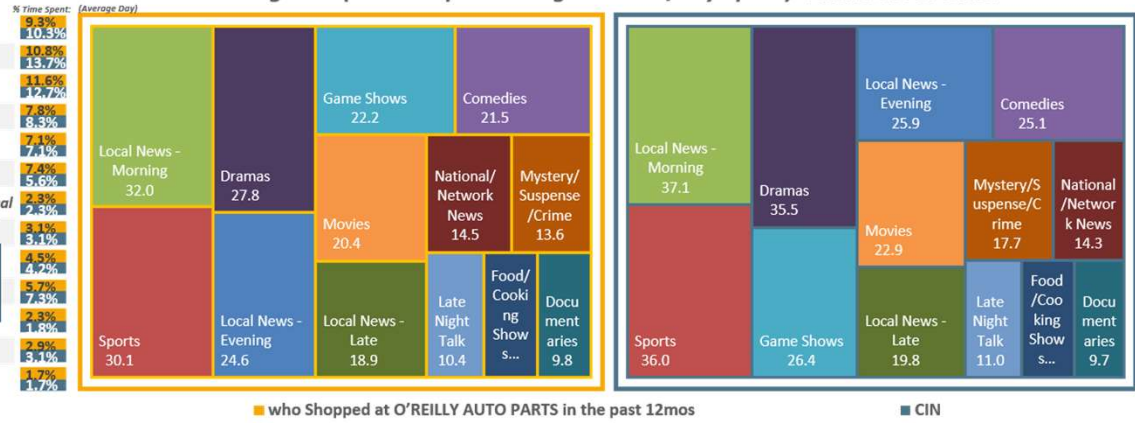


163,640 or 59.7% of Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Local News - Morning, Sports, Movies, Comedies, and Game Shows.

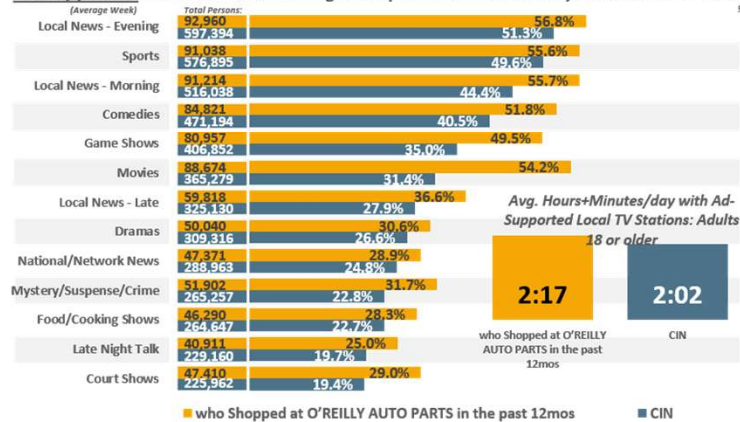
**Local TV Station Programs (Persons & % Reach): Adults 18 or older**



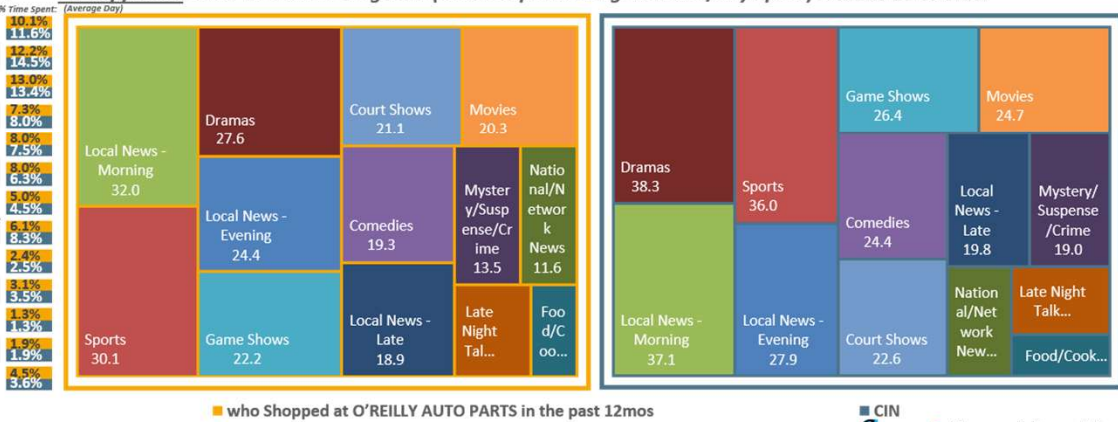
**Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



**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**

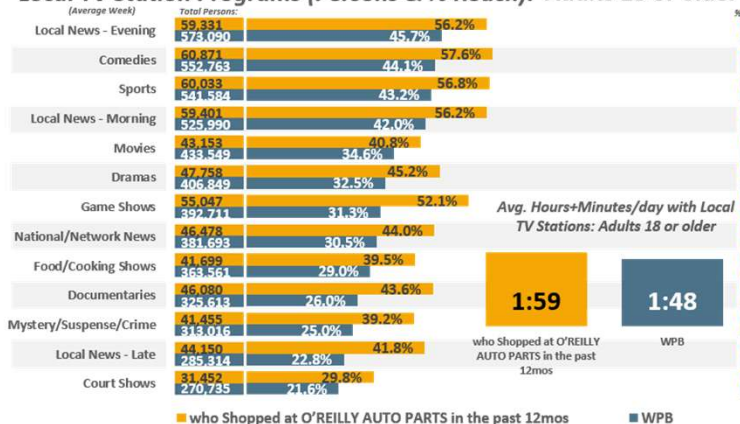




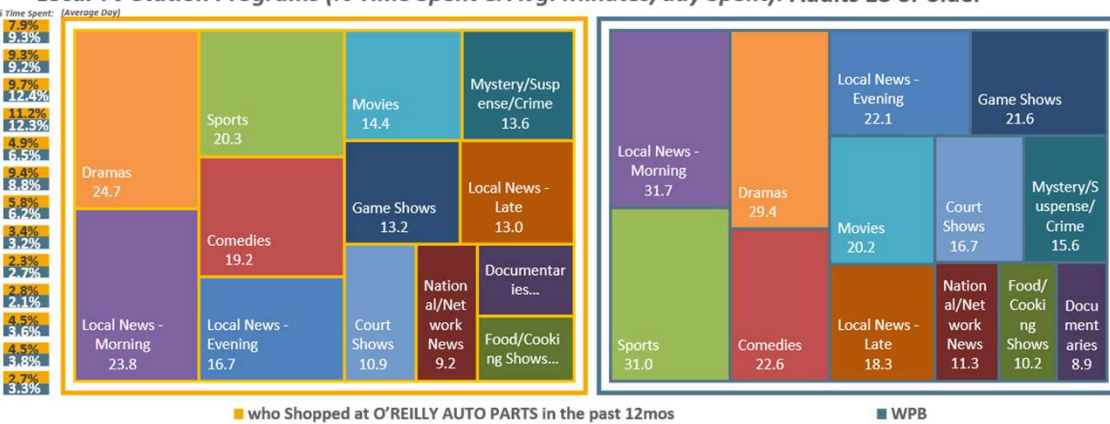


103,328 or 67.7% of Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Morning, Local News - Evening, Comedies, Game Shows, and Dramas.

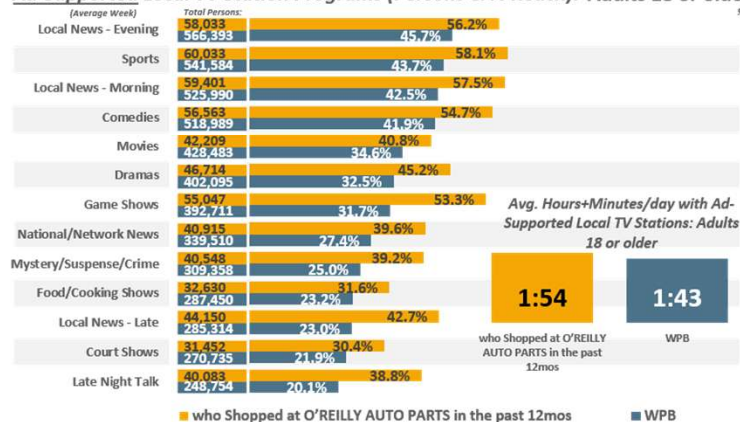
### Local TV Station Programs (Persons & % Reach): Adults 18 or older



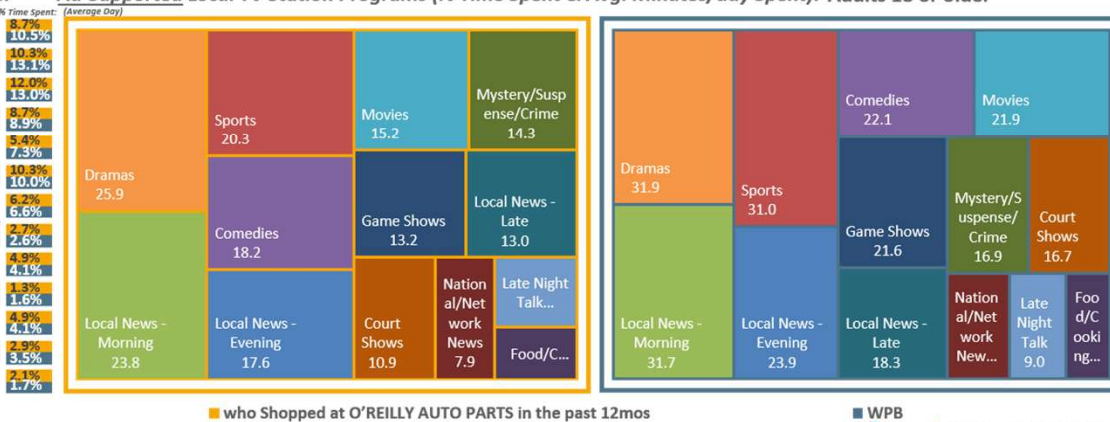
### Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



### 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



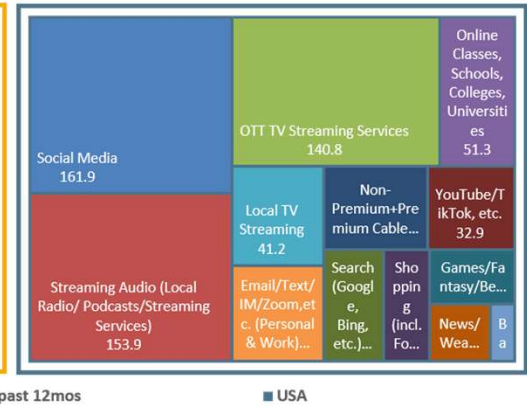
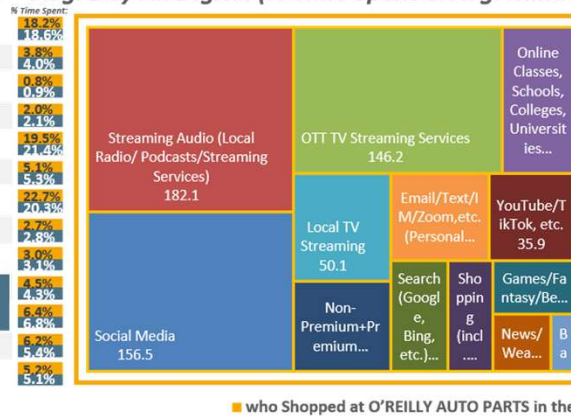
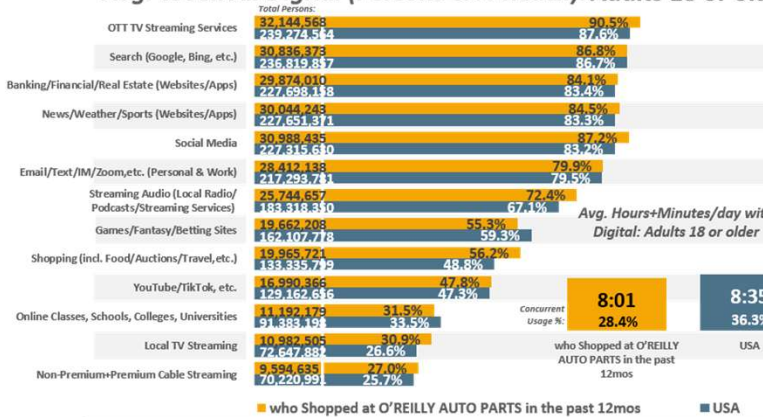




28,126,310 or 79.1% of Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos use Ad-Supported Social Media for an average of 142. minutes every day representing 23.7% of all time spent daily with Ad-Supported Digital Media.

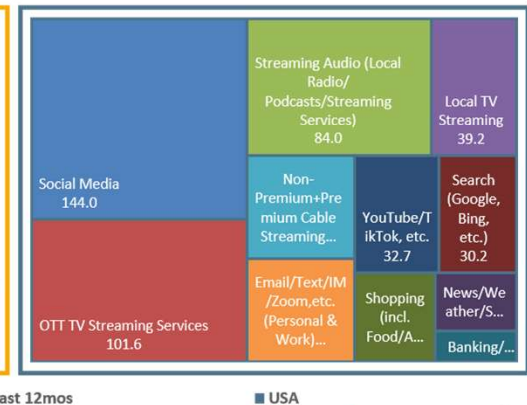
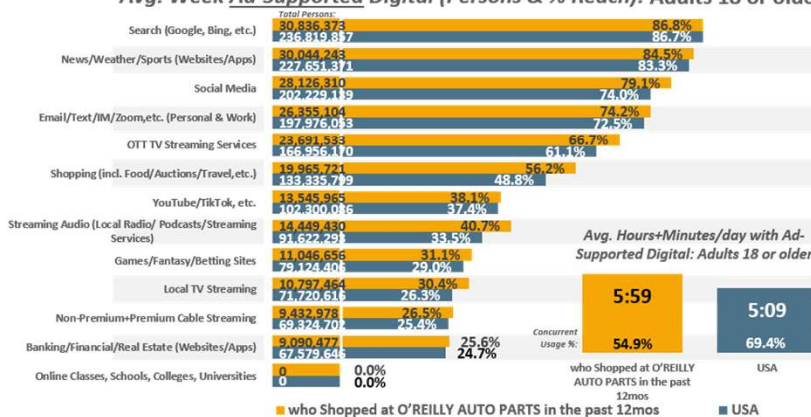
### Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 2,785  
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

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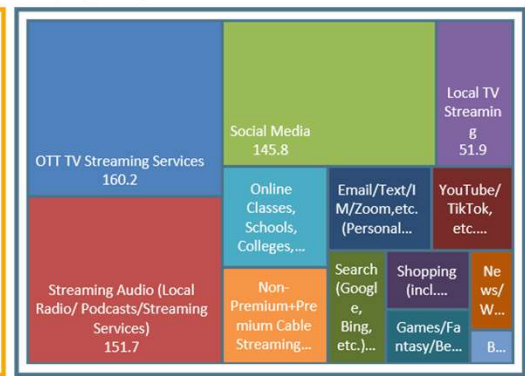
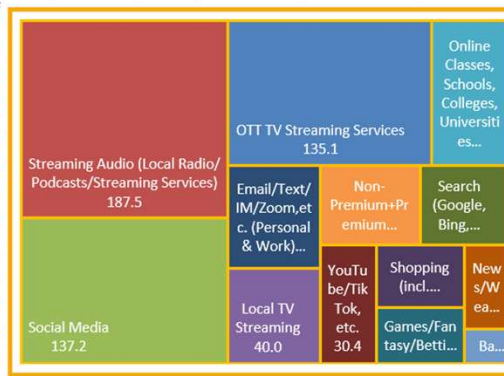
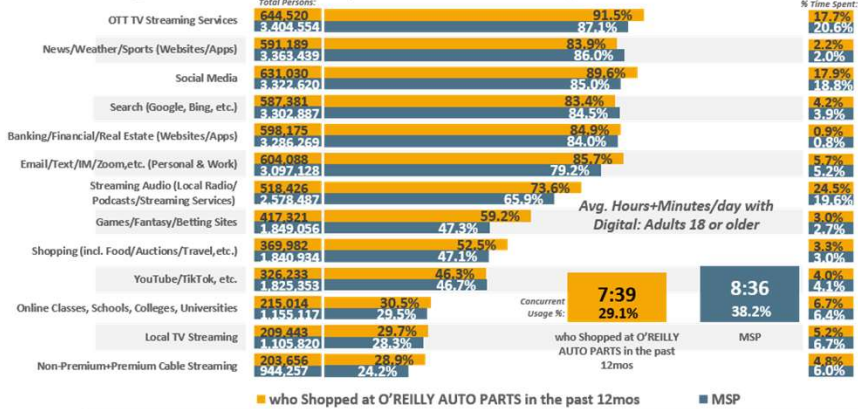
Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): O'Reilly Auto Parts



566,573 or 80.4% of Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos use Ad-Supported Social Media for an average of 123.2 minutes every day representing 21.9% of all time spent daily with Ad-Supported Digital Media.

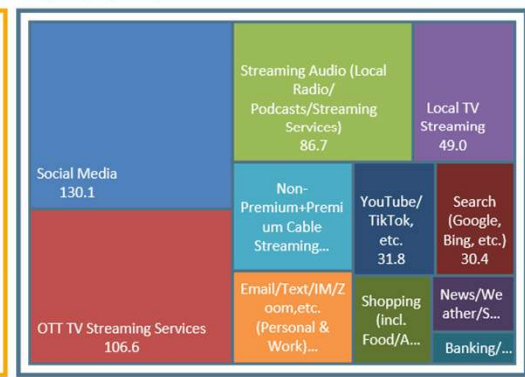
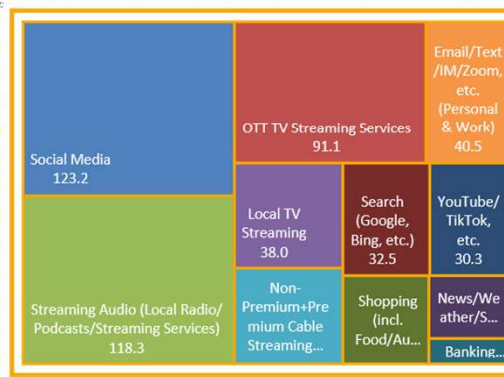
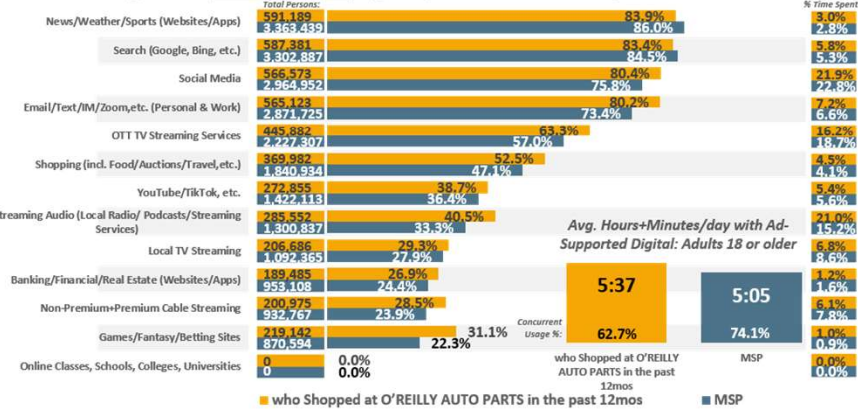
**Avg. Week All Digital (Persons & % Reach): Adults 18 or older**

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



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

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



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 320  
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): O'Reilly Auto Parts

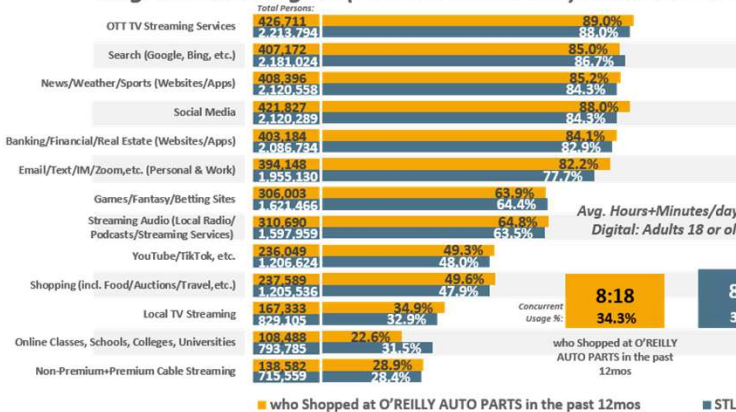




396,510 or 82.7% of Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos use Ad-Supported Social Media for an average of 137.2 minutes every day representing 22.2% of all time spent daily with Ad-Supported Digital Media.

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

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

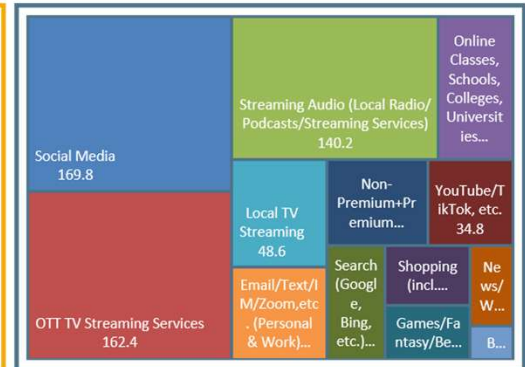
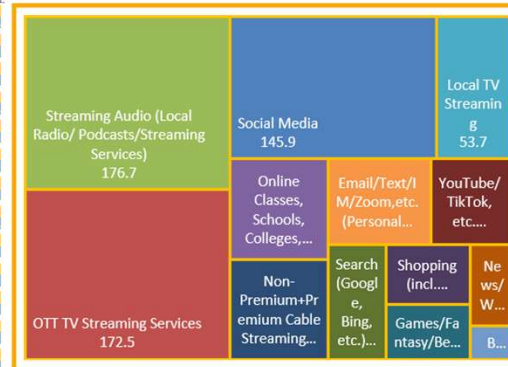


Avg. Hours+Minutes/day with Digital: Adults 18 or older

8:18  
34.3%

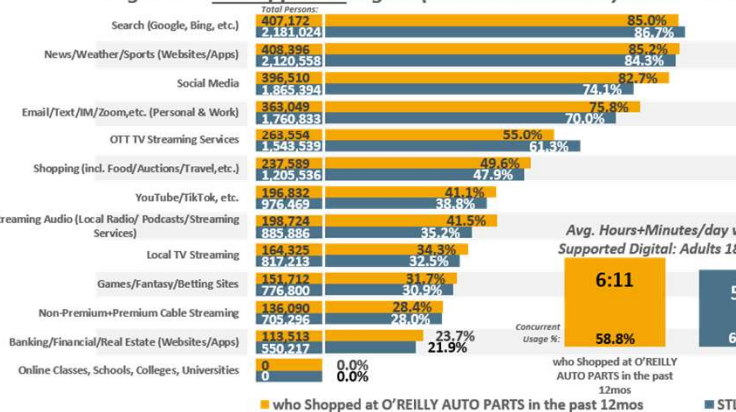
8:59  
37.6%

who Shopped at O'REILLY AUTO PARTS in the past 12mos



**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**

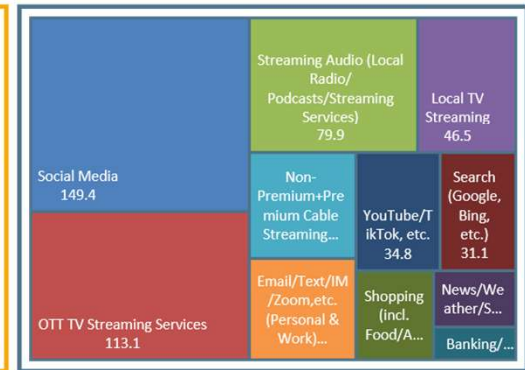
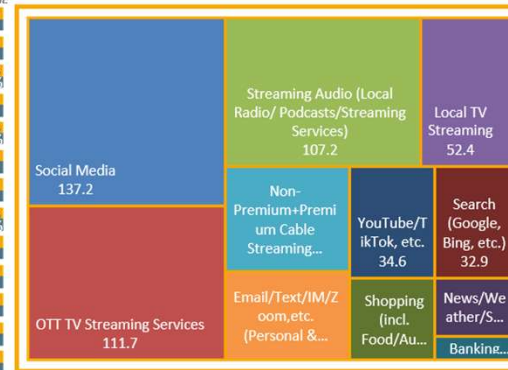


Avg. Hours+Minutes/day with Ad-Supported Digital: Adults 18 or older

6:11  
58.8%

5:29  
67.6%

who Shopped at O'REILLY AUTO PARTS in the past 12mos



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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): O'Reilly Auto Parts

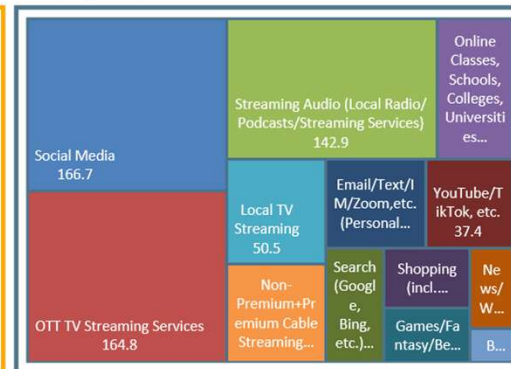
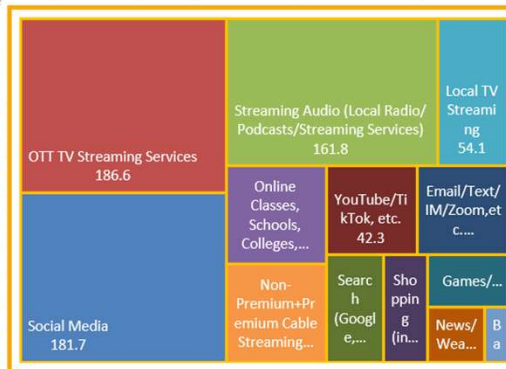
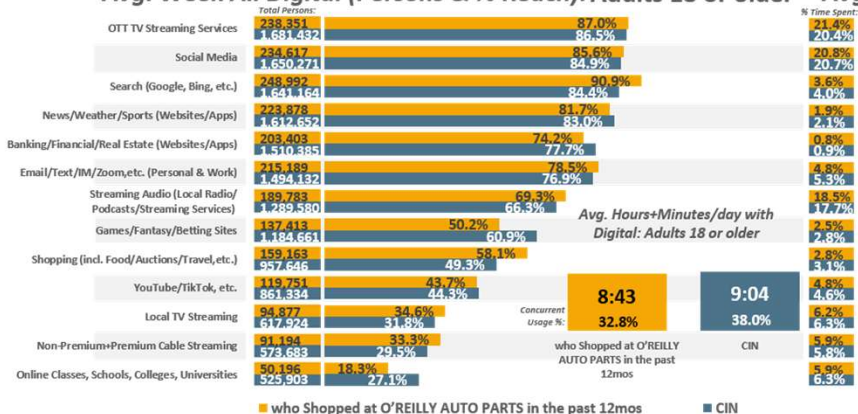




207,900 or 75.9% of Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos use Ad-Supported Social Media for an average of 161. minutes every day representing 24.8% of all time spent daily with Ad-Supported Digital Media.

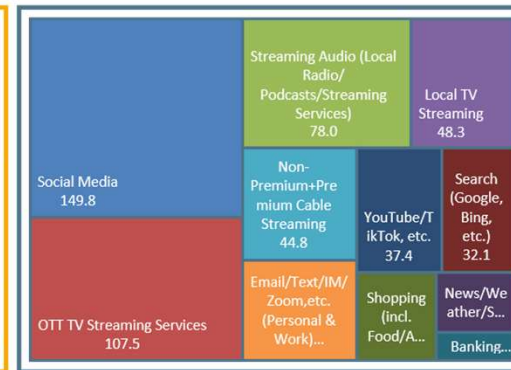
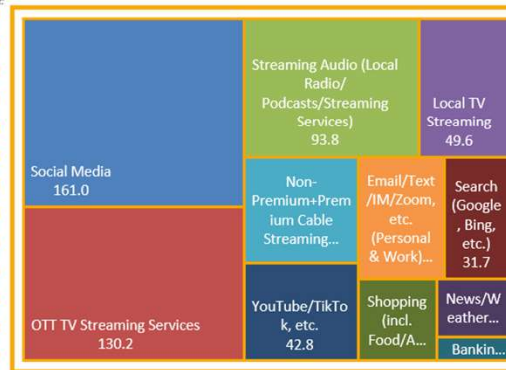
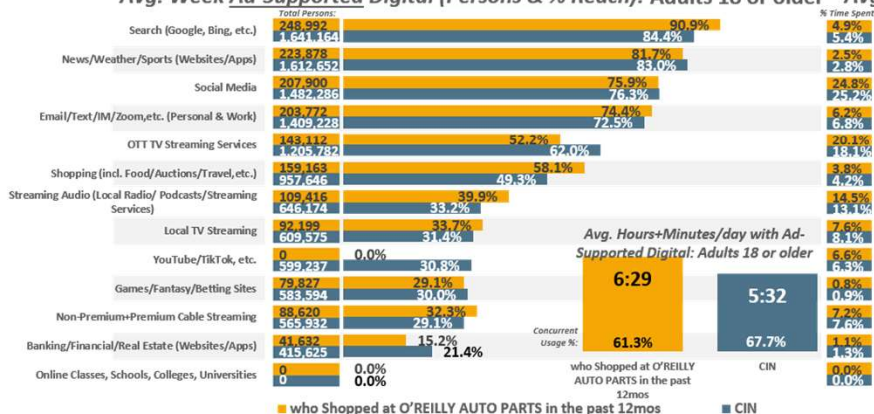
### Avg. Week All Digital (Persons & % Reach): Adults 18 or older

### 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



CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 244  
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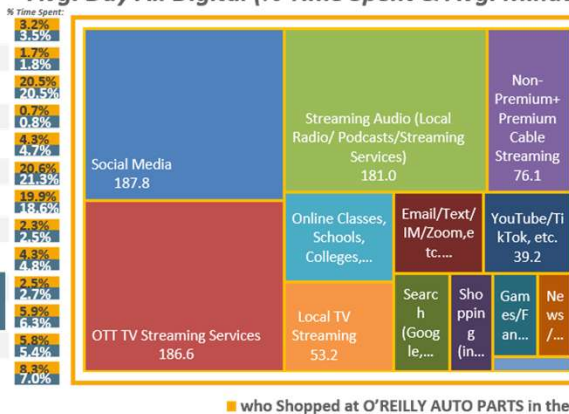
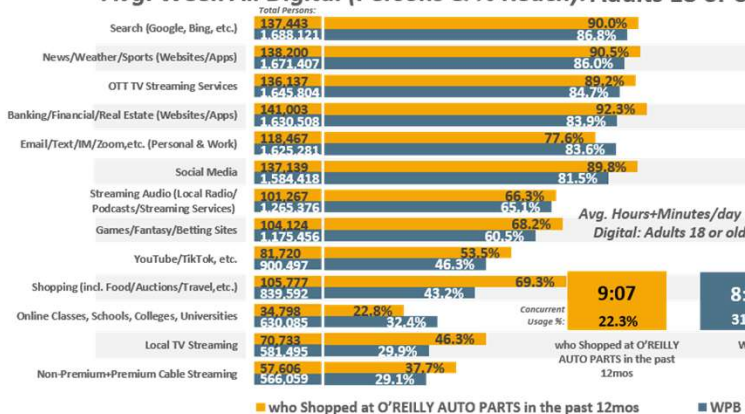
Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): O'Reilly Auto Parts



126,005 or 82.5% of Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos use Ad-Supported Social Media for an average of 172.5 minutes every day representing 23.4% of all time spent daily with Ad-Supported Digital Media.

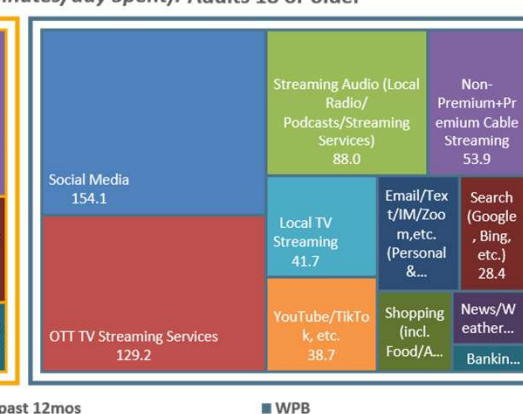
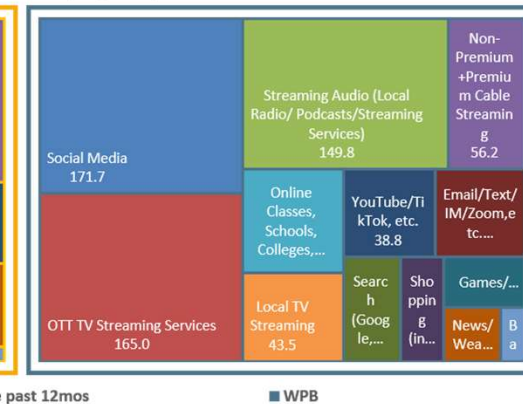
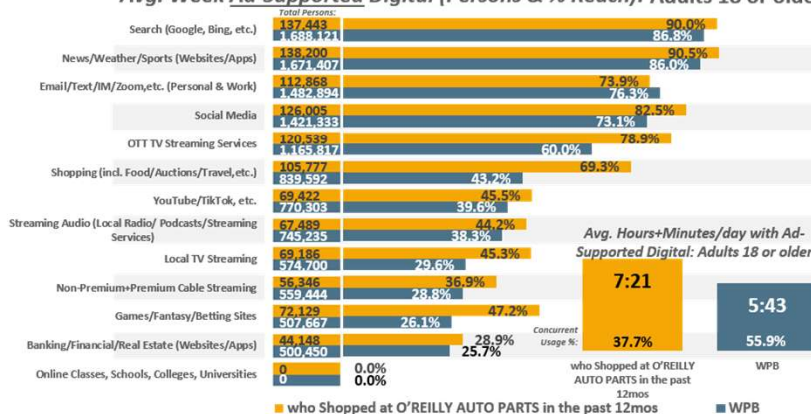
### Avg. Week All Digital (Persons & % Reach): Adults 18 or older

### 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



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 209  
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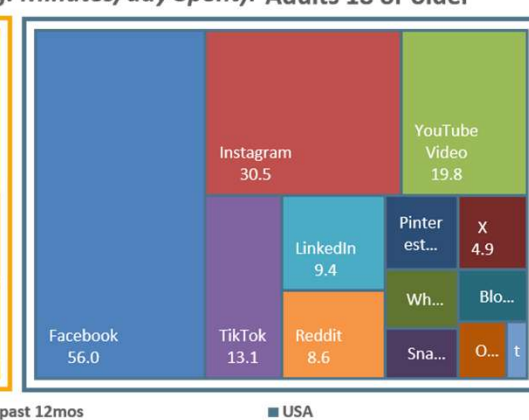
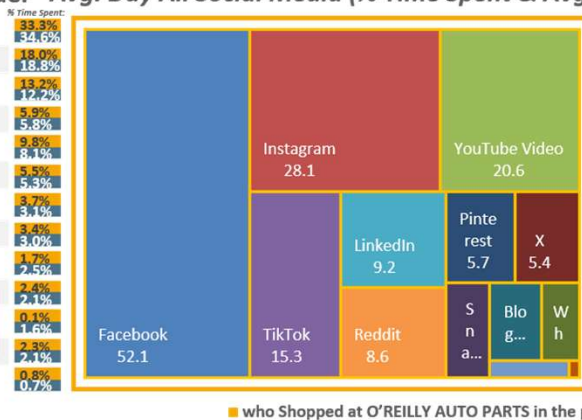
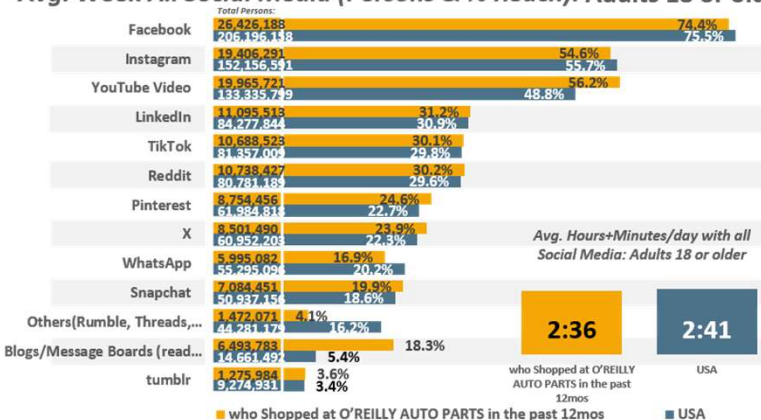
Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): O'Reilly Auto Parts



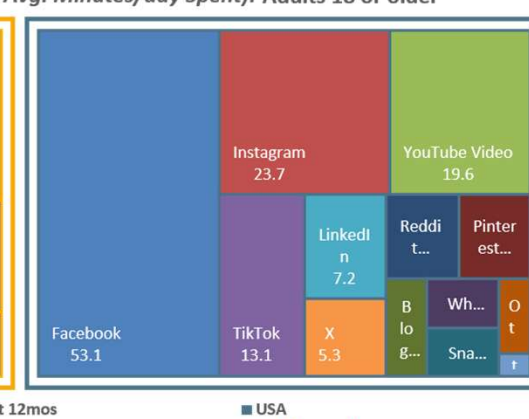
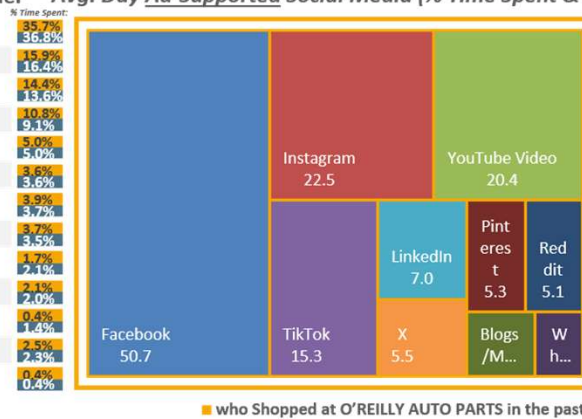
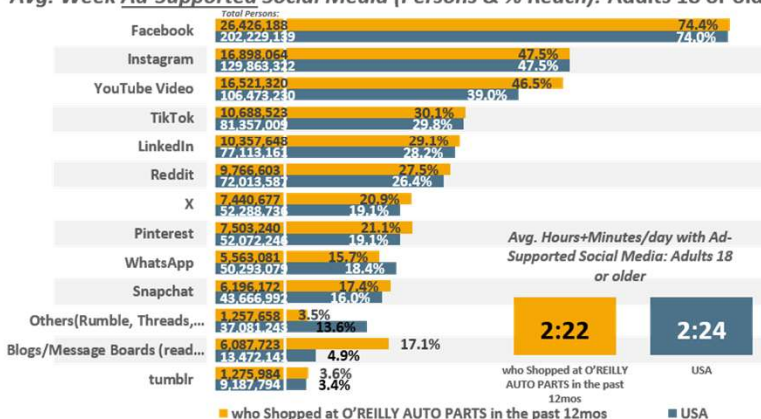


26,426,188 or 74.4% of Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos use Ad-Supported Facebook for an average of 50.7 minutes every day representing 35.7% of all time spent daily with Ad-Supported Social Media.

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



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



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 2,785  
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

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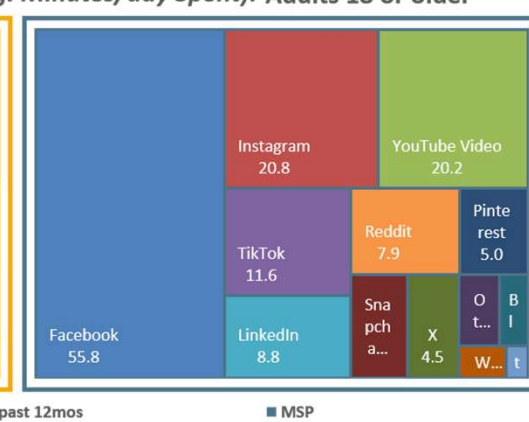
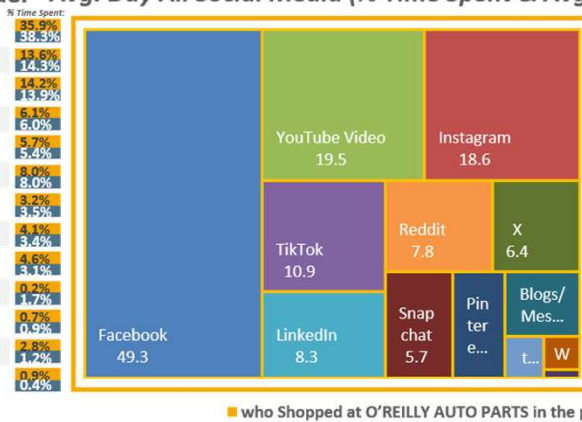
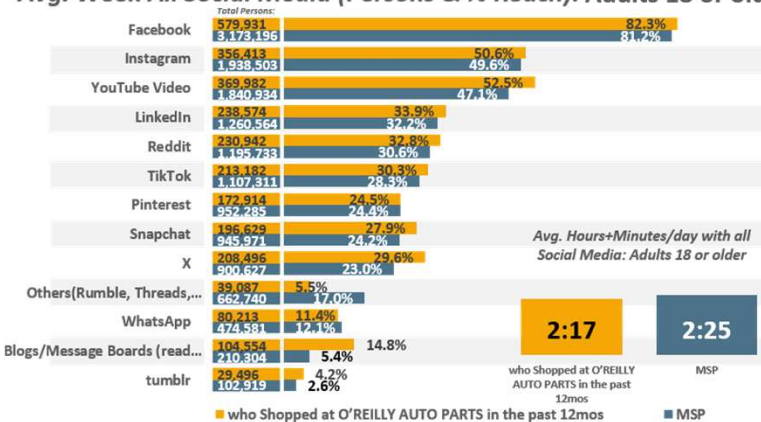
Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): O'Reilly Auto Parts



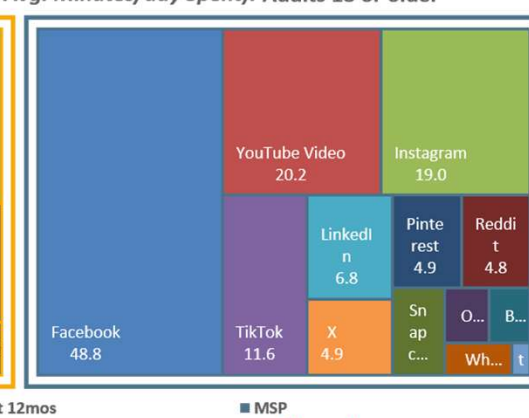
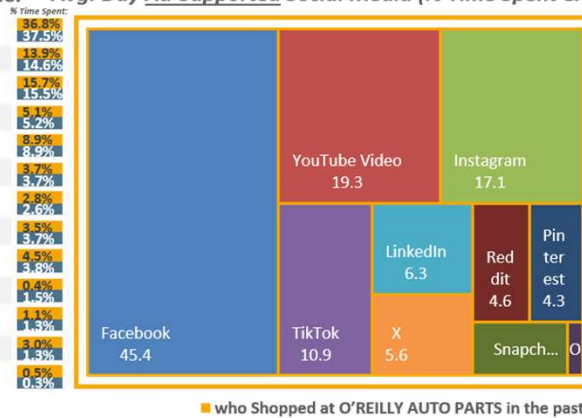
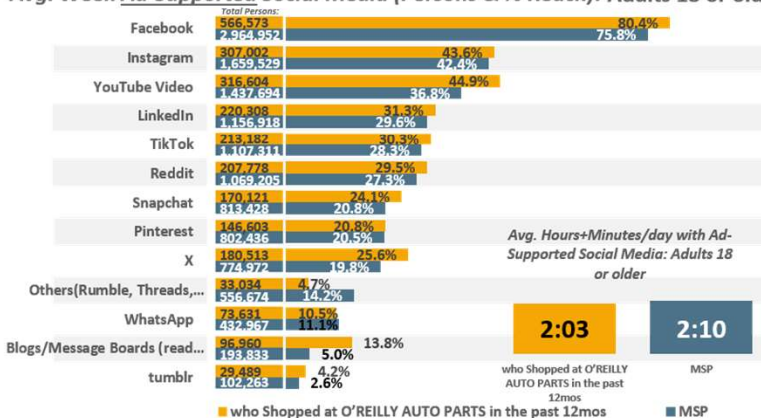


566,573 or 80.4% of Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos use Ad-Supported Facebook for an average of 45.4 minutes every day representing 36.8% of all time spent daily with Ad-Supported Social Media.

**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**



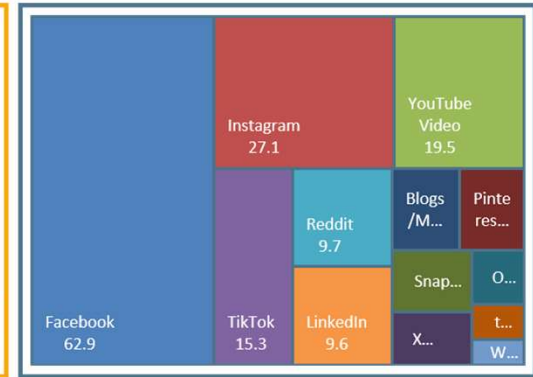
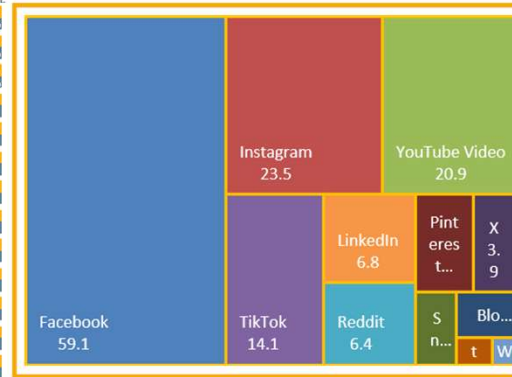
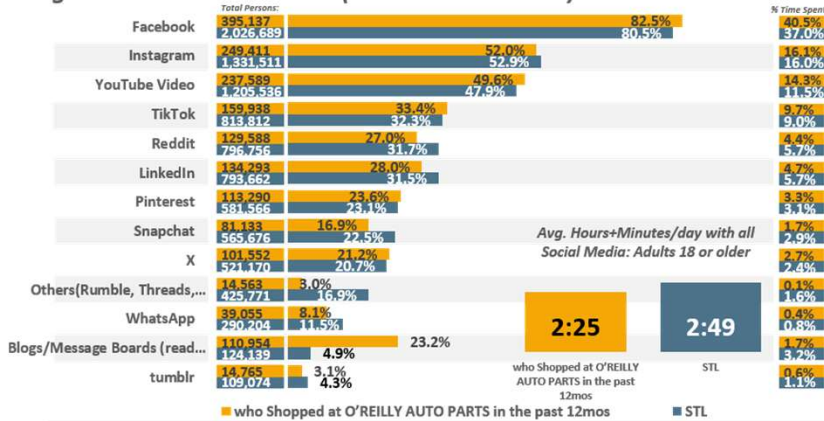
**Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older**      **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



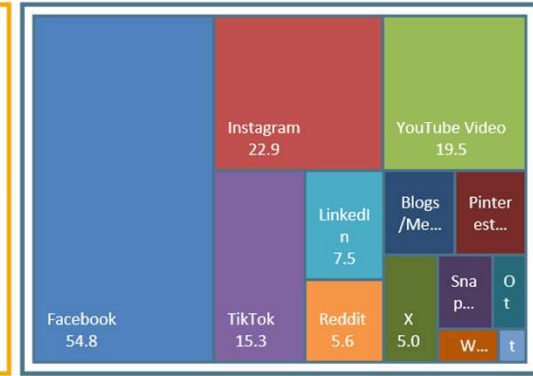
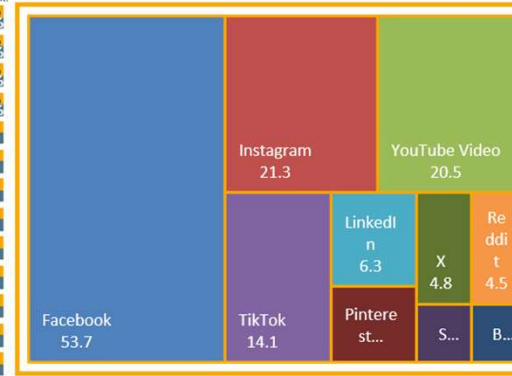
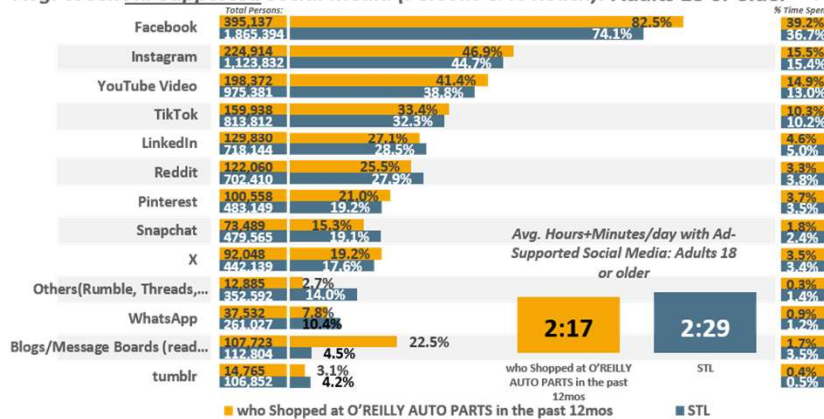


395,137 or 82.5% of Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos use Ad-Supported Facebook for an average of 53.7 minutes every day representing 39.2% of all time spent daily with Ad-Supported Social Media.

**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**



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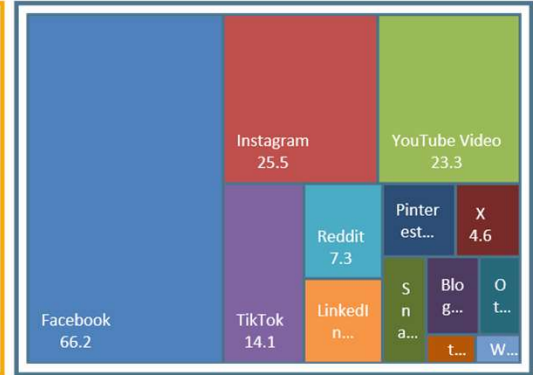
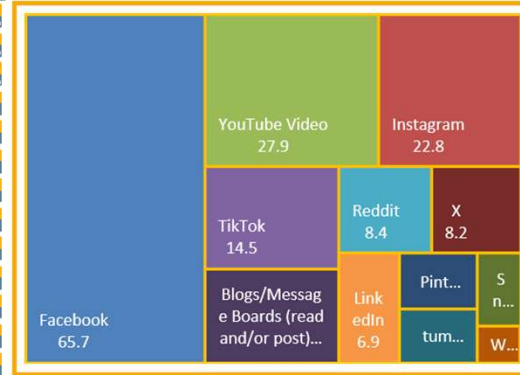
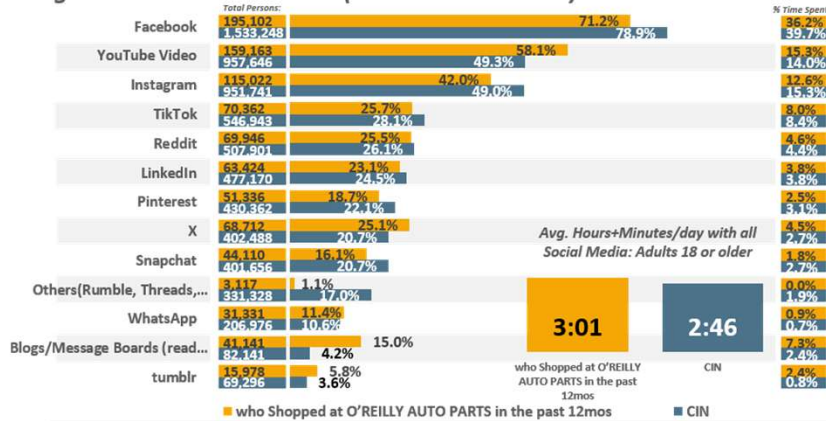
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): O'Reilly Auto Parts

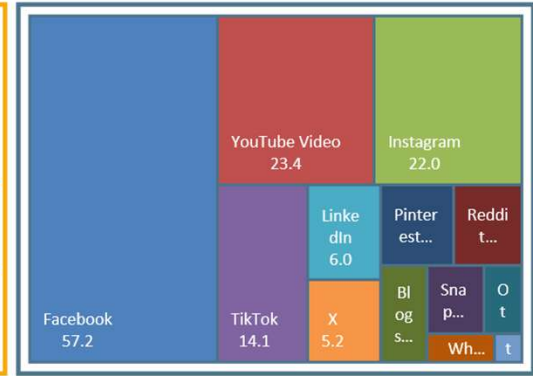
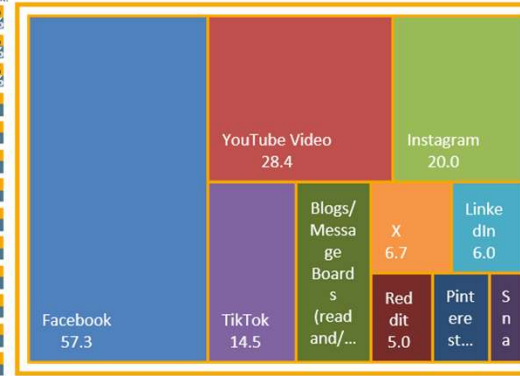
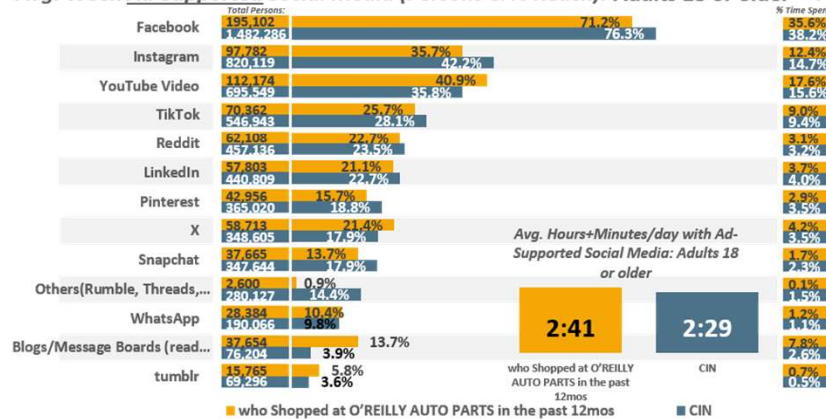


195,102 or 71.2% of Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos use Ad-Supported Facebook for an average of 57.3 minutes every day representing 35.6% of all time spent daily with Ad-Supported Social Media.

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



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

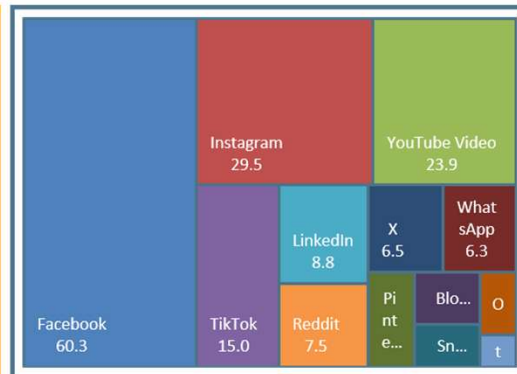
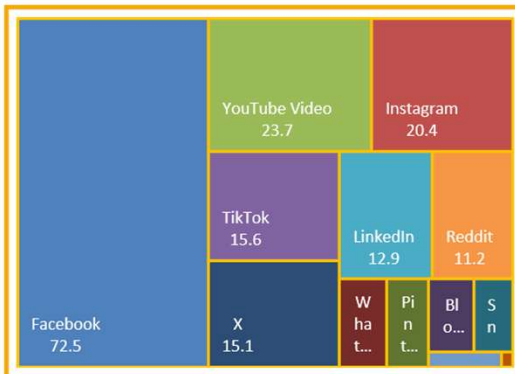
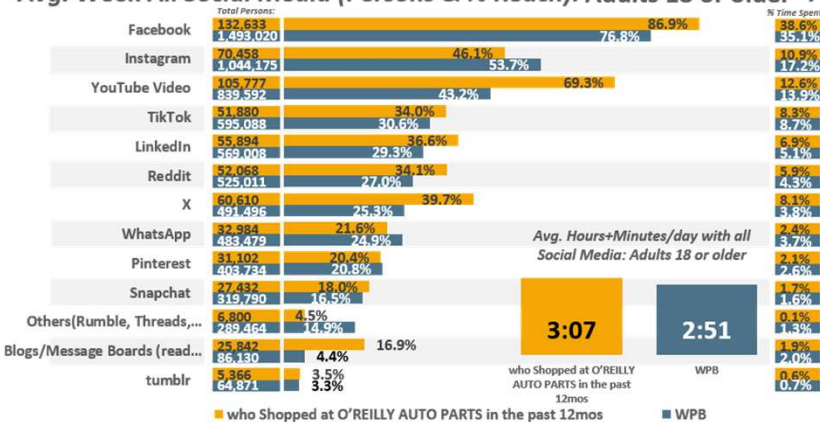




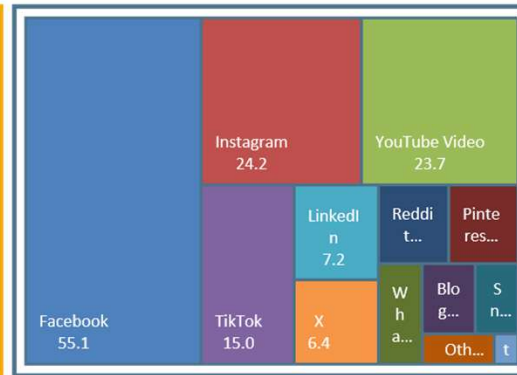
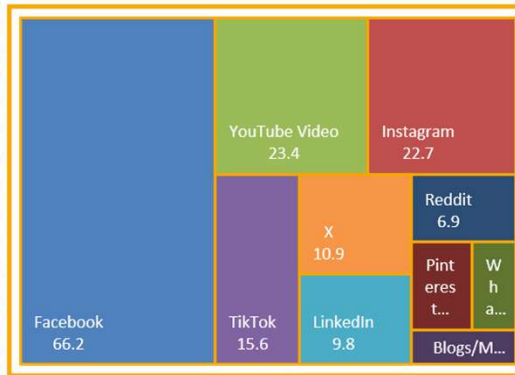
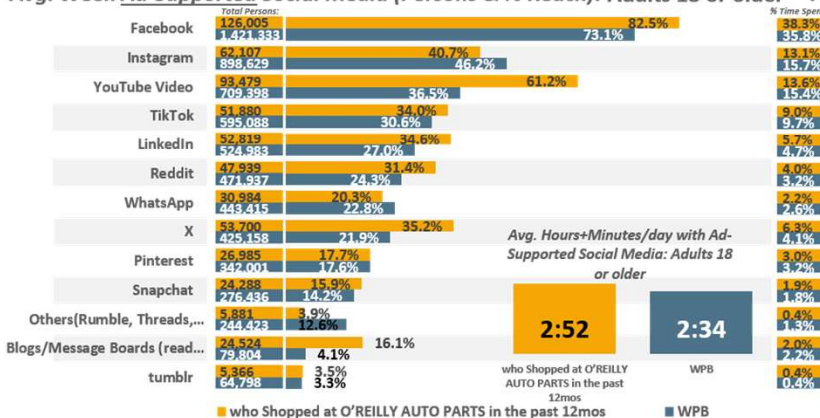


126,005 or 82.5% of Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos use Ad-Supported Facebook for an average of 66.2 minutes every day representing 38.3% of all time spent daily with Ad-Supported Social Media.

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



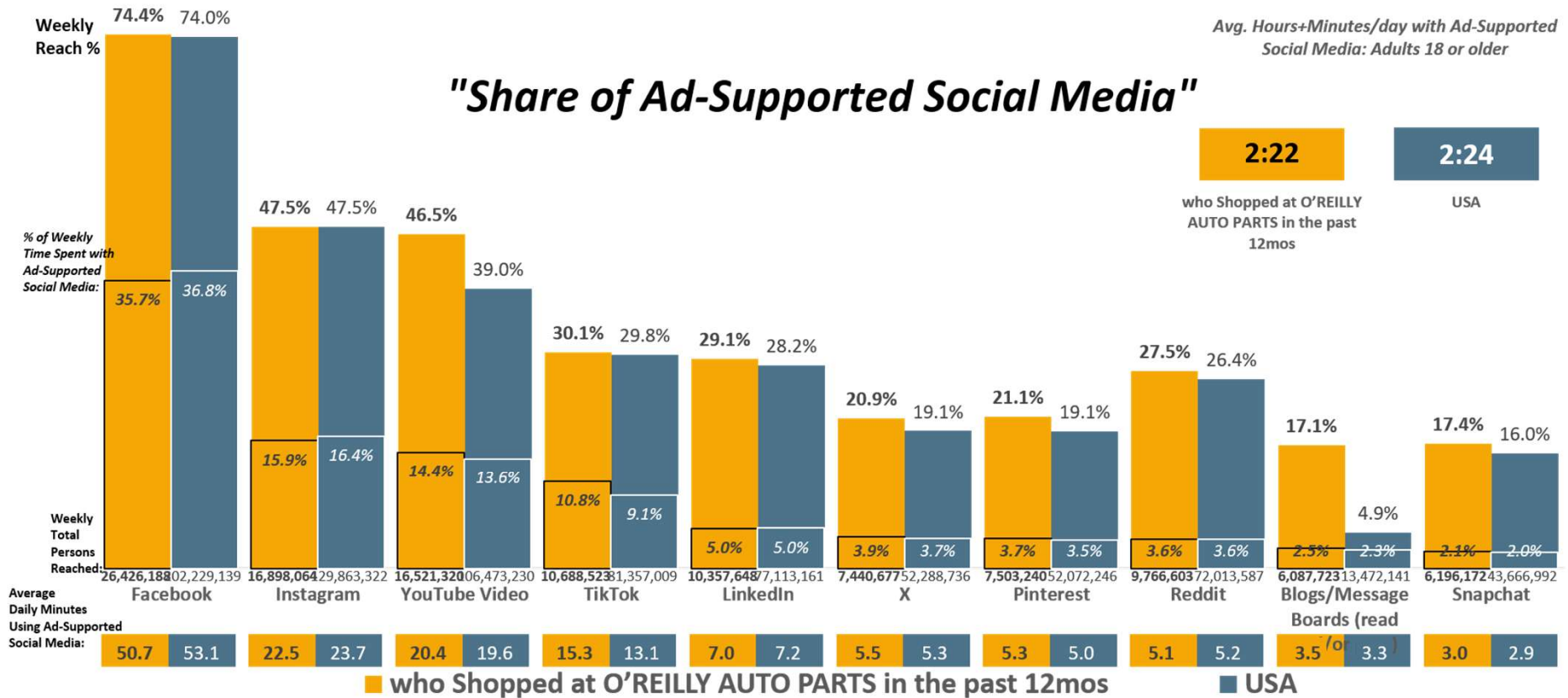
**Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older**      **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





26,426,188 or 74.4% of Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos use Ad-Supported Facebook for an average of 50.7 minutes every day representing 35.7% of all time spent daily with Ad-Supported Social Media.

## "Share of Ad-Supported Social Media"



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 2,785  
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

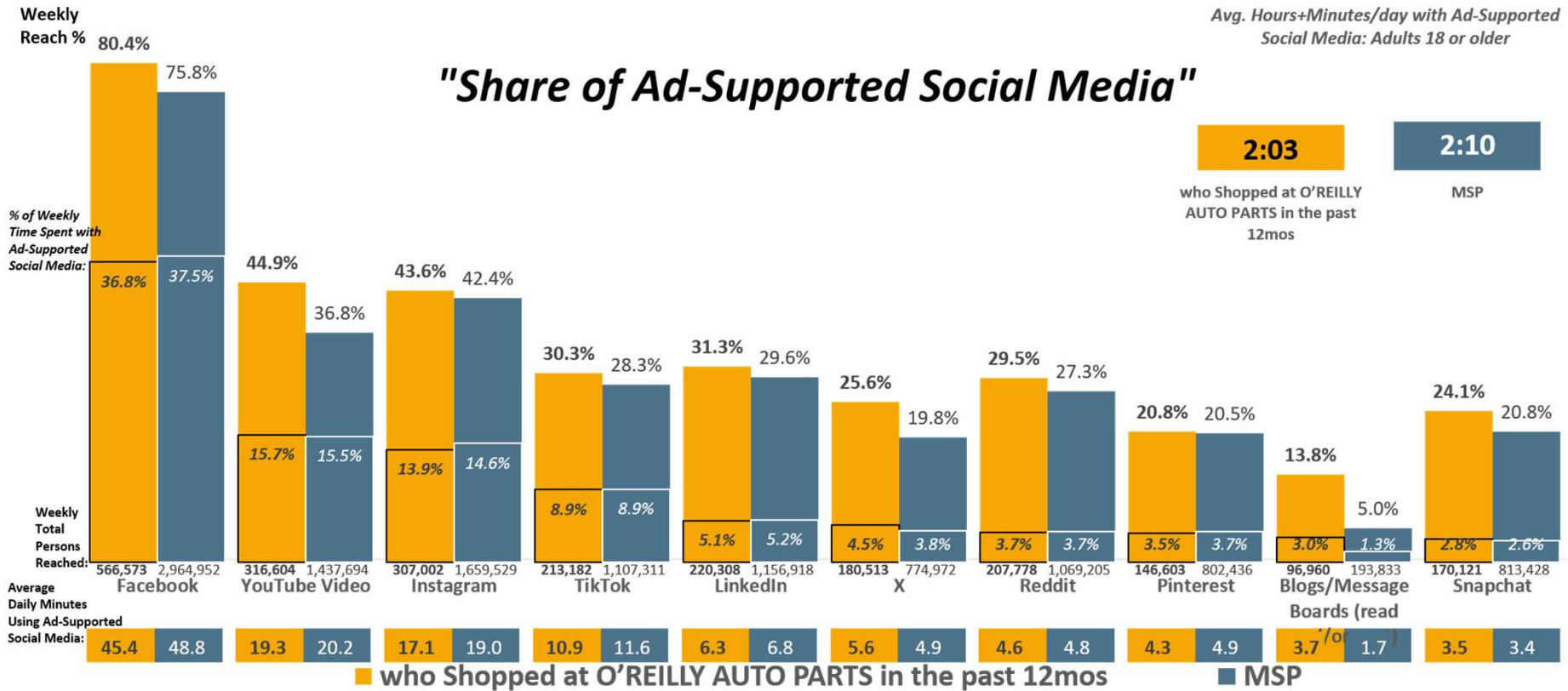
soefa.ai Share of Everything for Anything

Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): O'Reilly Auto Parts



566,573 or 80.4% of Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos use Ad-Supported Facebook for an average of 45.4 minutes every day representing 36.8% of all time spent daily with Ad-Supported Social Media.

## "Share of Ad-Supported Social Media"



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 320 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,934  
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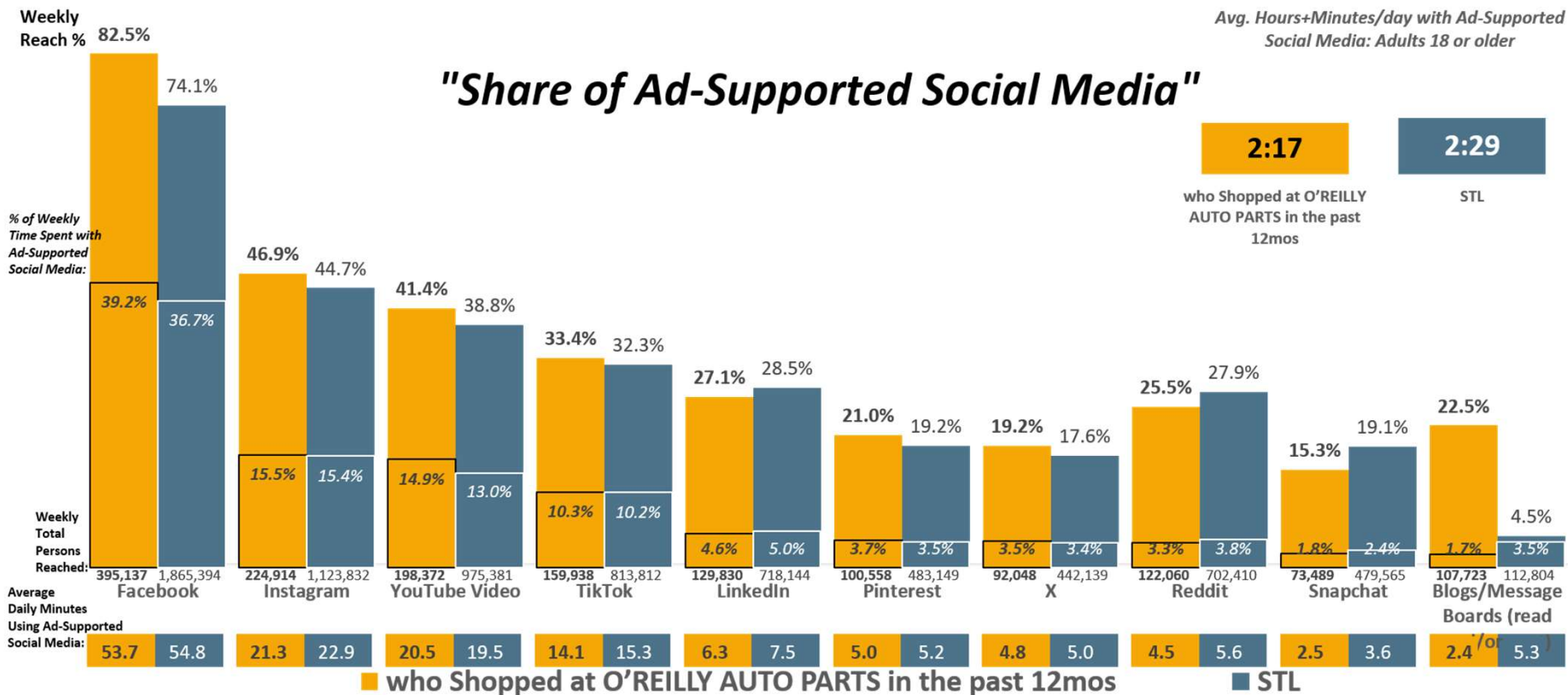
Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): O'Reilly Auto Parts





395,137 or 82.5% of Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos use Ad-Supported Facebook for an average of 53.7 minutes every day representing 39.2% of all time spent daily with Ad-Supported Social Media.

## "Share of Ad-Supported Social Media"



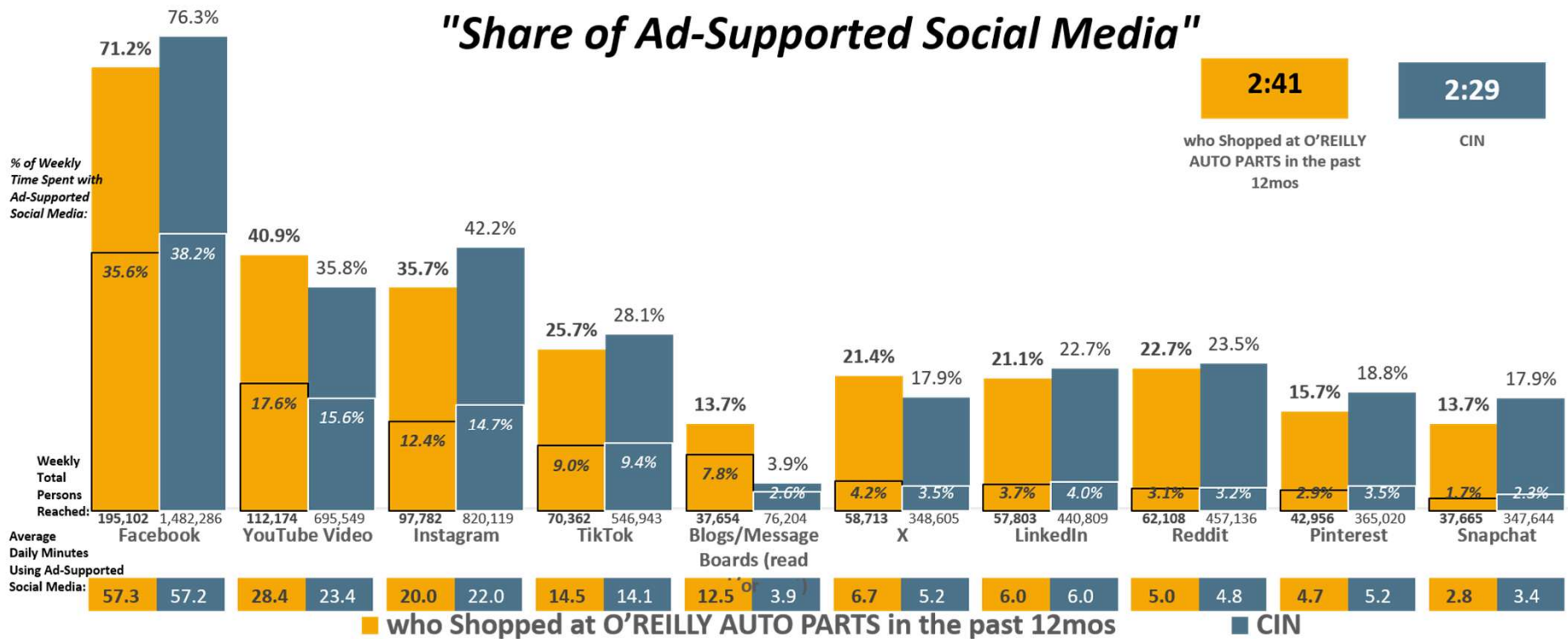


195,102 or 71.2% of Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos use Ad-Supported Facebook for an average of 57.3 minutes every day representing 35.6% of all time spent daily with Ad-Supported Social Media.

Weekly  
Reach %

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

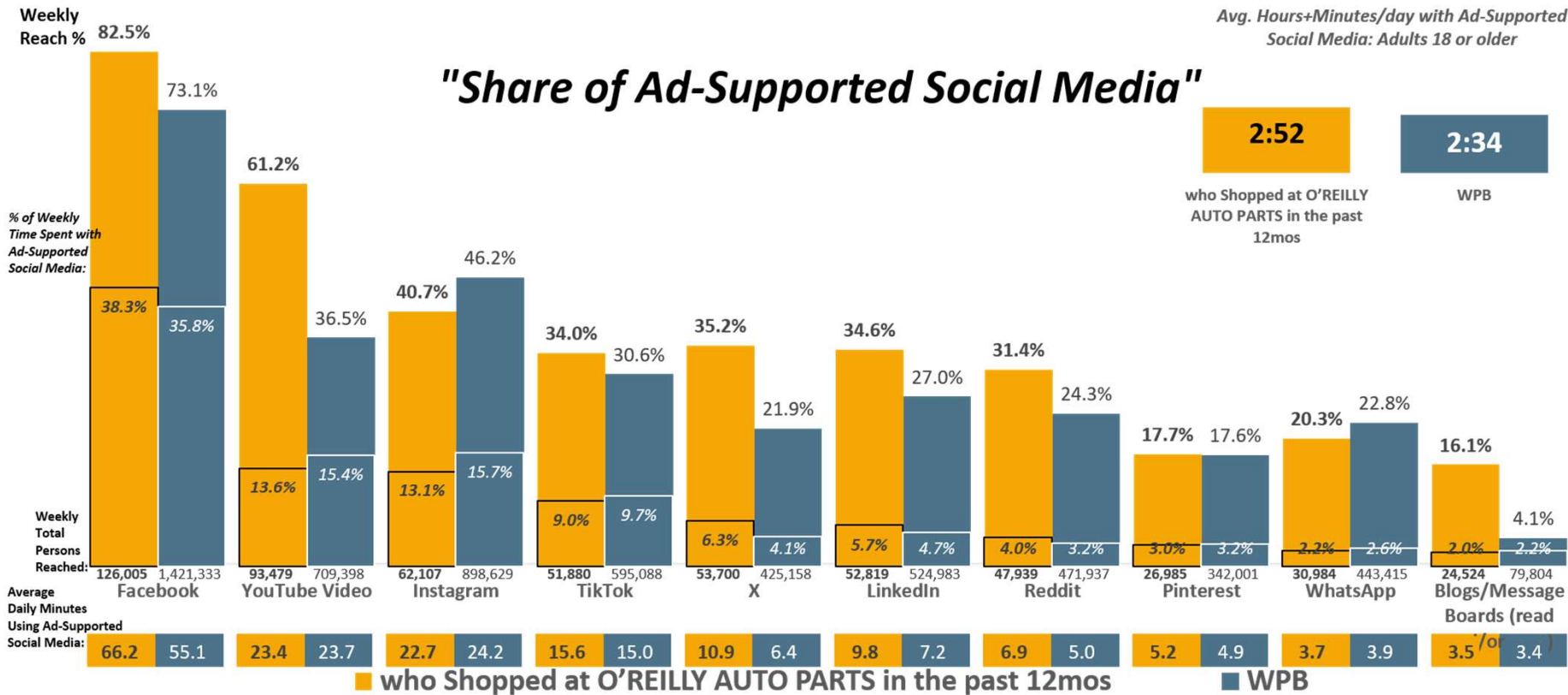
## "Share of Ad-Supported Social Media"





126,005 or 82.5% of Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos use Ad-Supported Facebook for an average of 66.2 minutes every day representing 38.3% of all time spent daily with Ad-Supported Social Media.

## "Share of Ad-Supported Social Media"

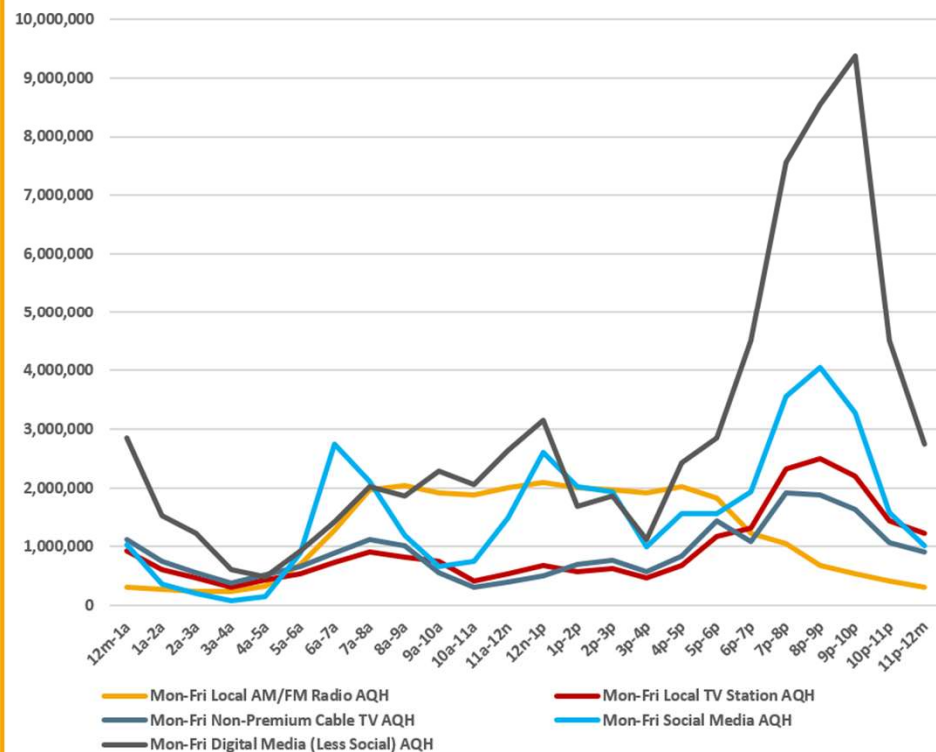




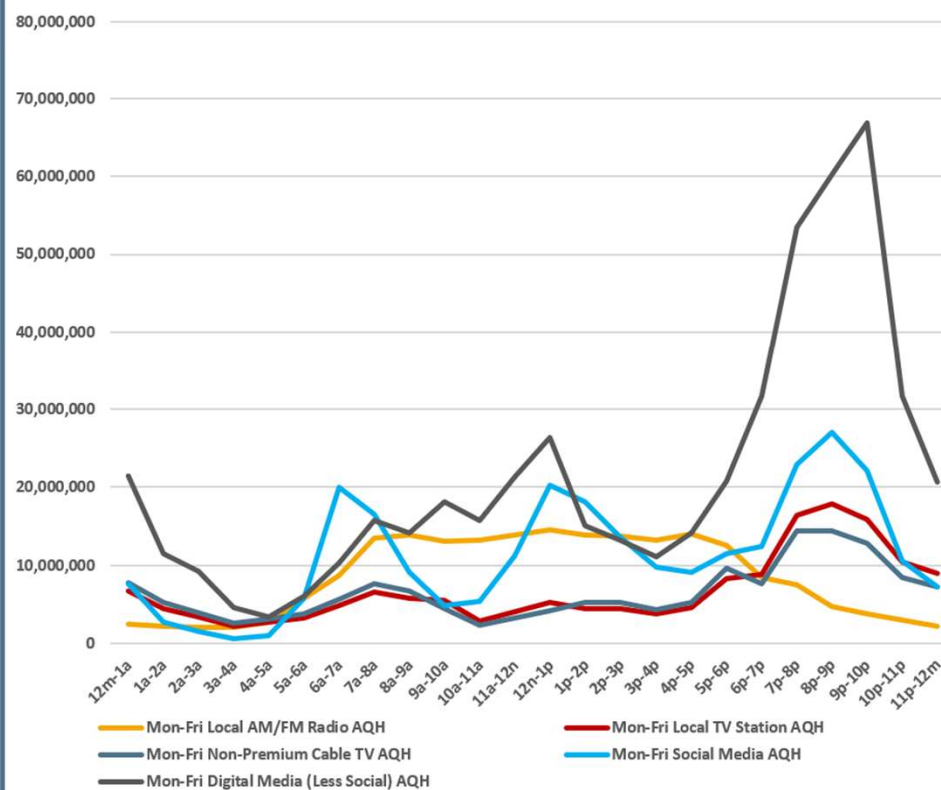


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 2,298,516;  
Local Radio: 1,856,572; Social Media: 1,654,853; Non-Prem. Cable: 784,692; Local TV:  
744,963 reaching Adults 18 or older who Shopped at O'REILLY AUTO PARTS in

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
Adults 18 or older who Shopped at O'REILLY AUTO PARTS in  
the past 12mos**



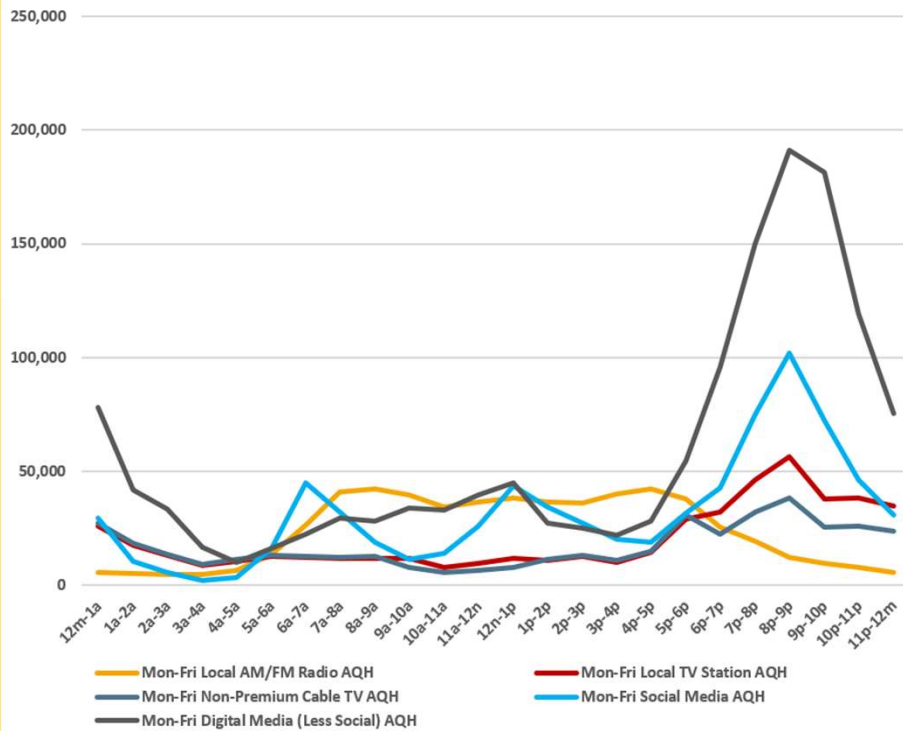
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
USA 210 DMA Area Adults 18 or older**



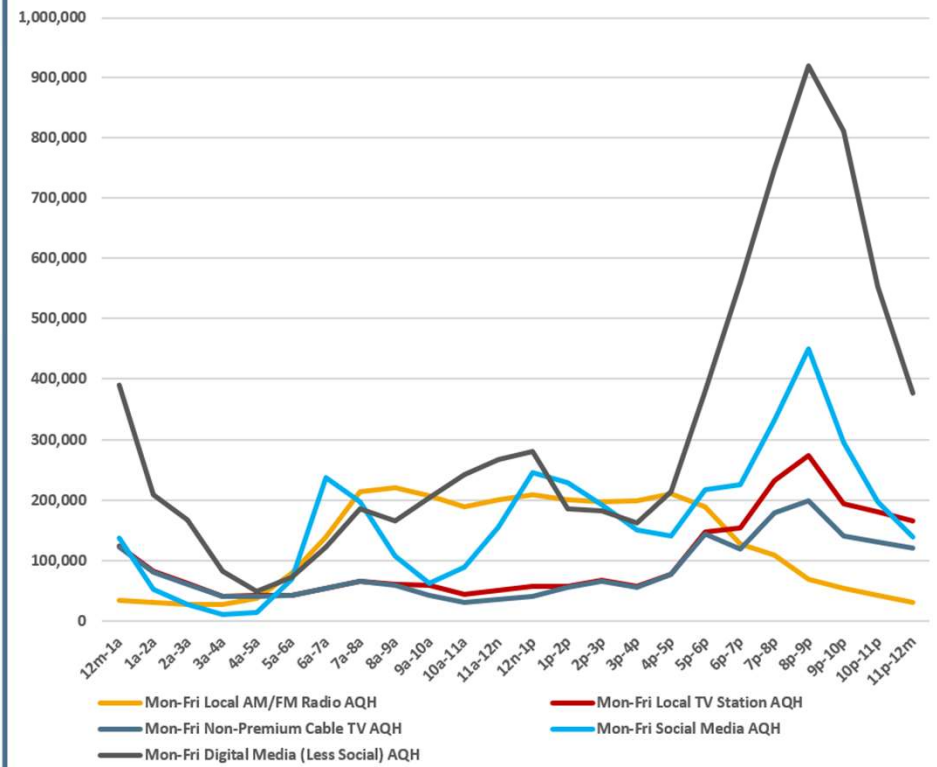


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 37,212; Local Radio: 36,676; Social Media: 28,161; Local TV: 14,295; Non-Prem. Cable: 12,996 reaching Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
Adults 18 or older who Shopped at O'REILLY AUTO PARTS in  
the past 12mos**



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



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 320  
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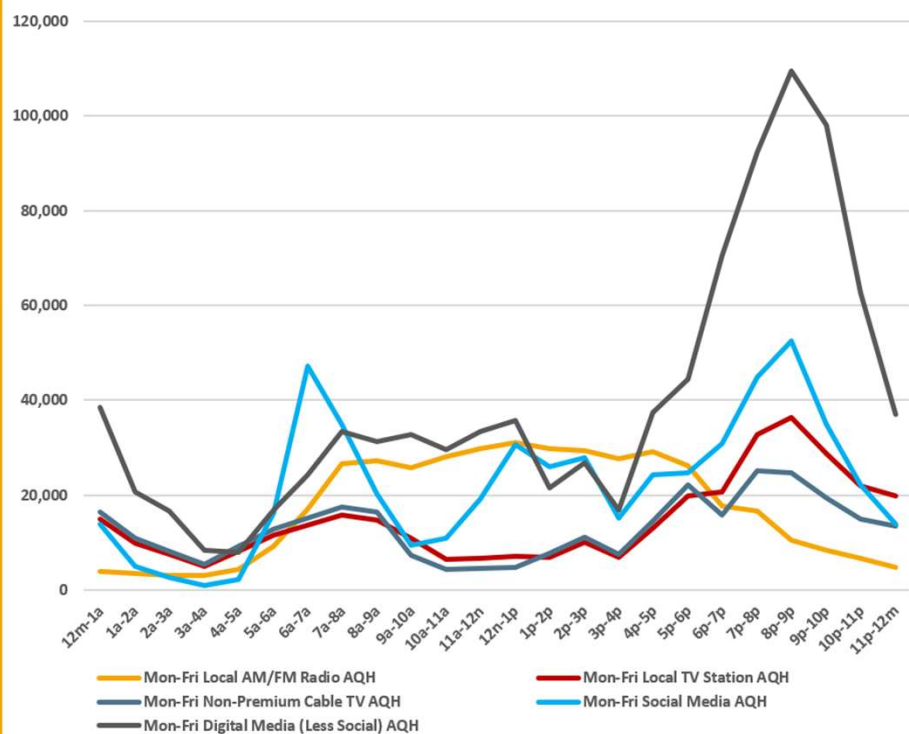
**soefa.ai** Share of Everything  
for Anything

Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): O'Reilly Auto Parts

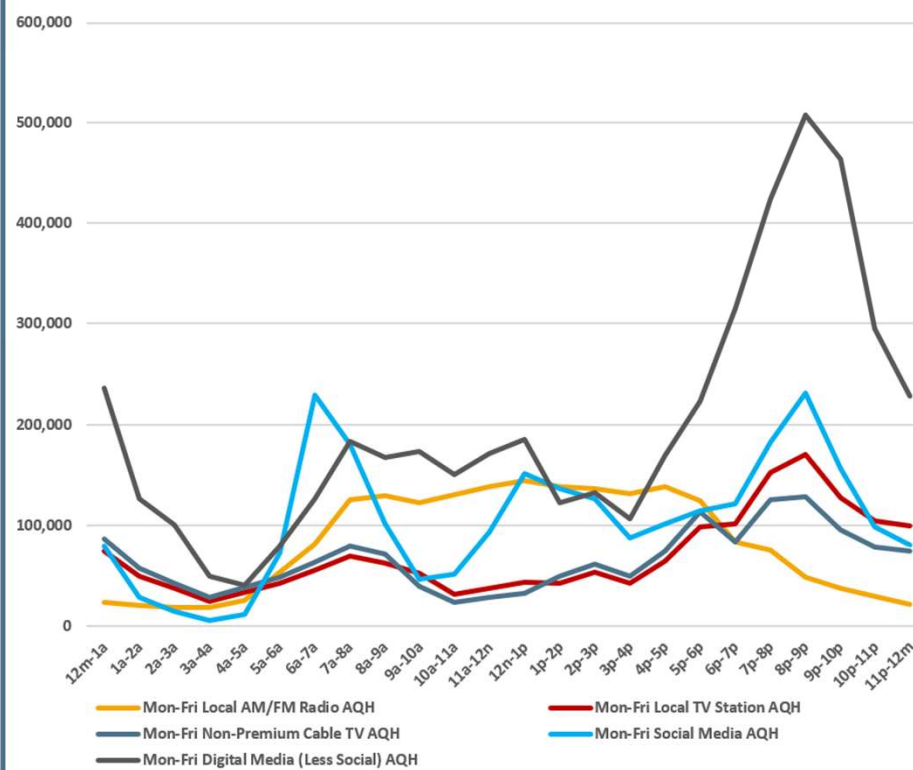


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 33,712; Local Radio: 26,633; Social Media: 24,736; Local TV: 11,800; Non-Prem. Cable: 11,505 reaching Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
Adults 18 or older who Shopped at O'REILLY AUTO PARTS in  
the past 12mos**



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

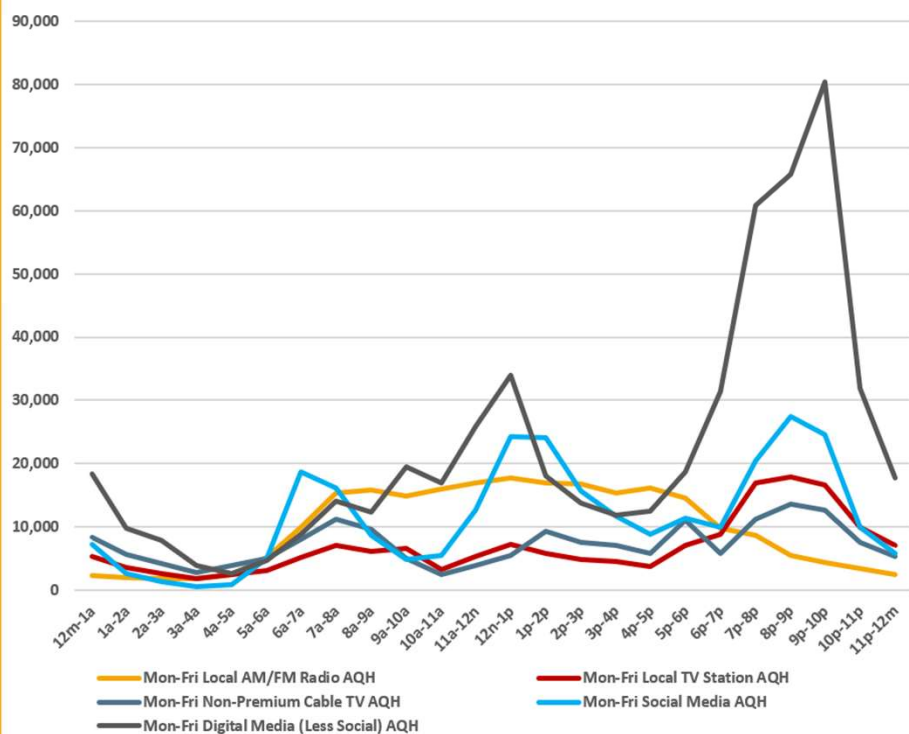




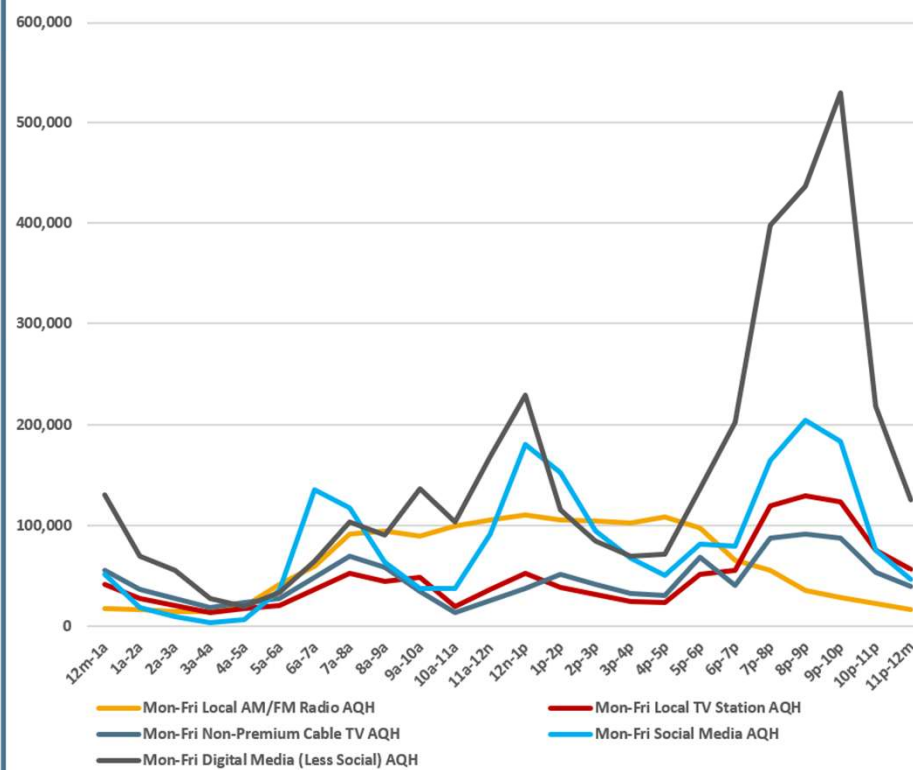


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 18,290;  
Local Radio: 15,110; Social Media: 13,276; Non-Prem. Cable: 7,156; Local TV: 5,834  
reaching Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mo

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
Adults 18 or older who Shopped at O'REILLY AUTO PARTS in  
the past 12mos**



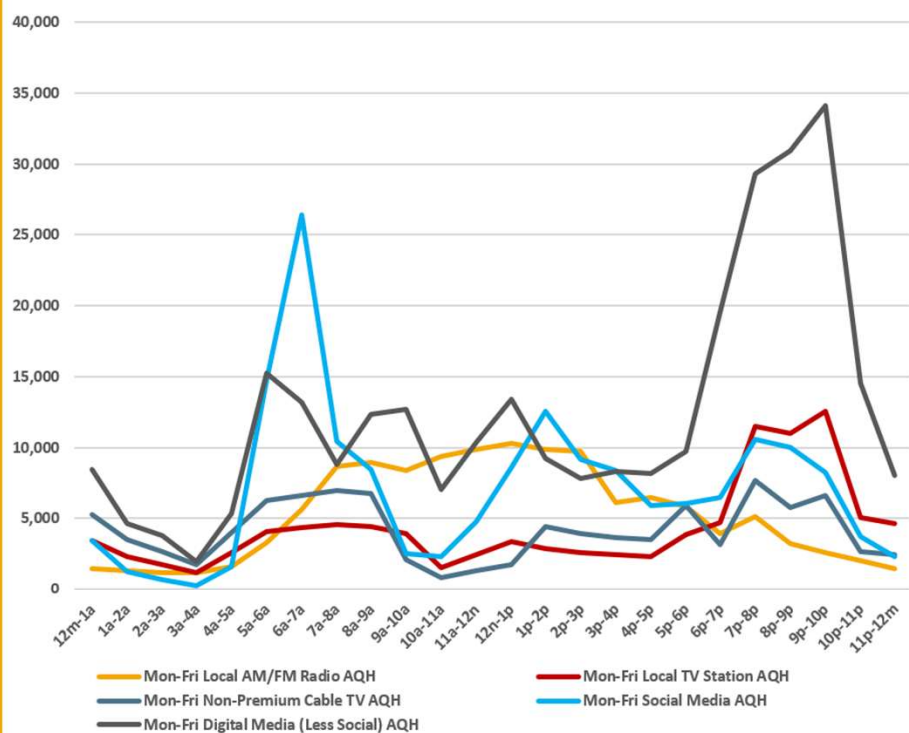
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
CIN Metro Area Adults 18 or older**



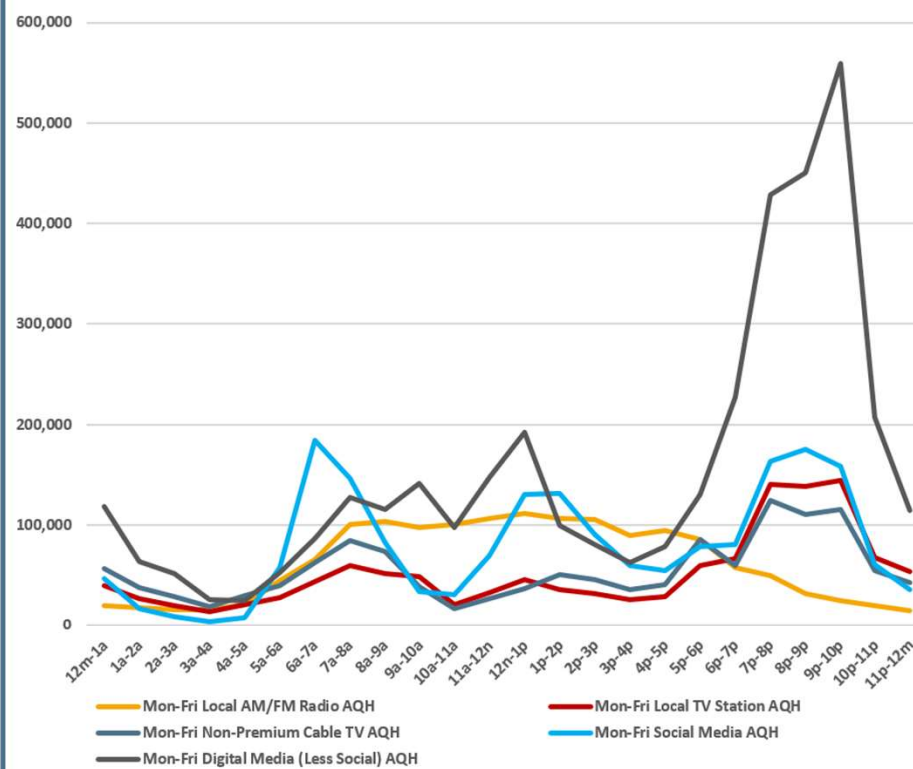


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 10,830; Social Media: 8,615; Local Radio: 7,940; Non-Prem. Cable: 3,912; Local TV: 3,335 reaching Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos.

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)**  
Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos



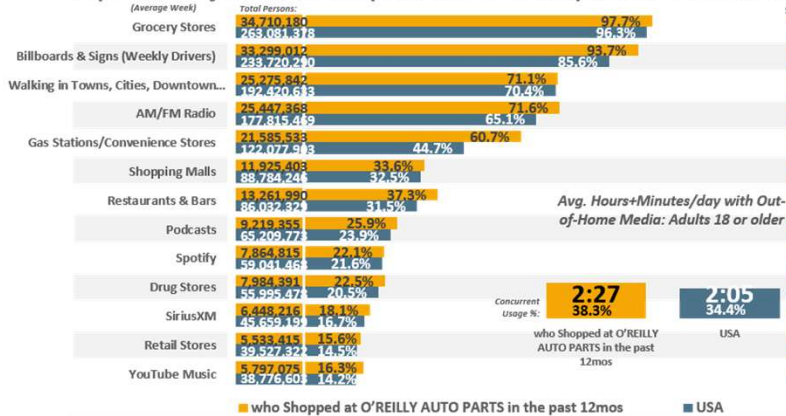
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)**  
WPB Metro Area Adults 18 or older



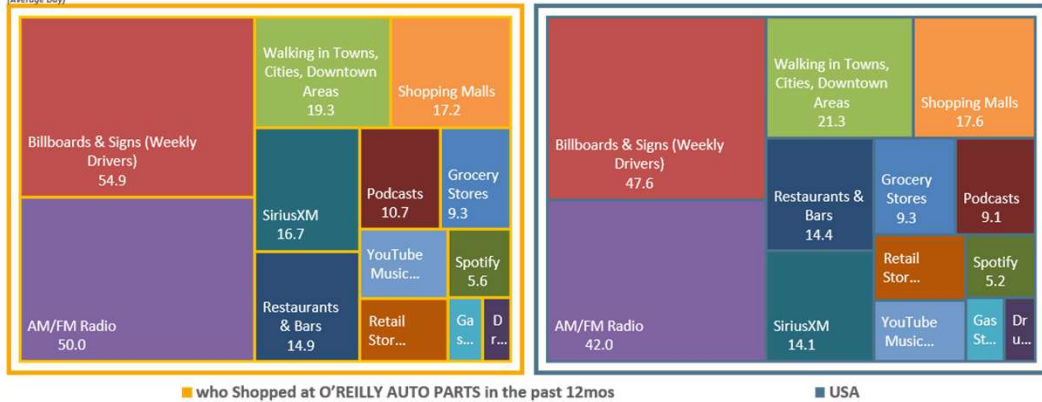


33,299,012 or 93.7% of Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos spend an average of 54.9 minutes per day driving, seeing Billboards and Signs. 68.7% Listen to Local Radio Stations Out-of-Home for an average of 46.1 minutes/d

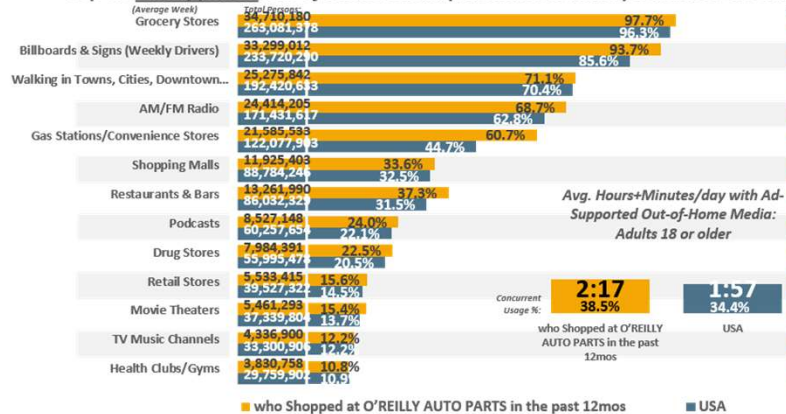
### Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



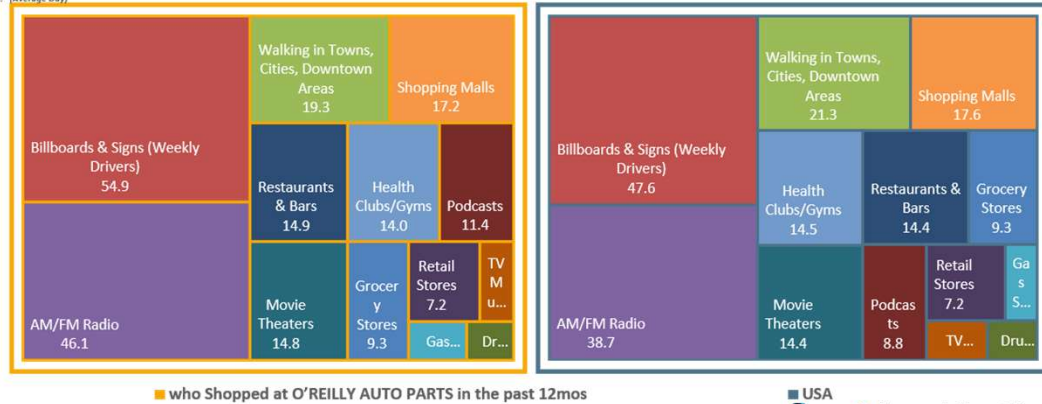
### Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 2,785  
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

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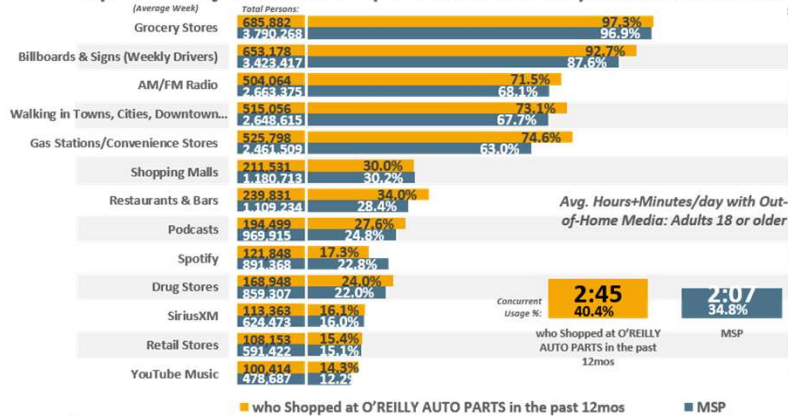
Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): O'Reilly Auto Parts



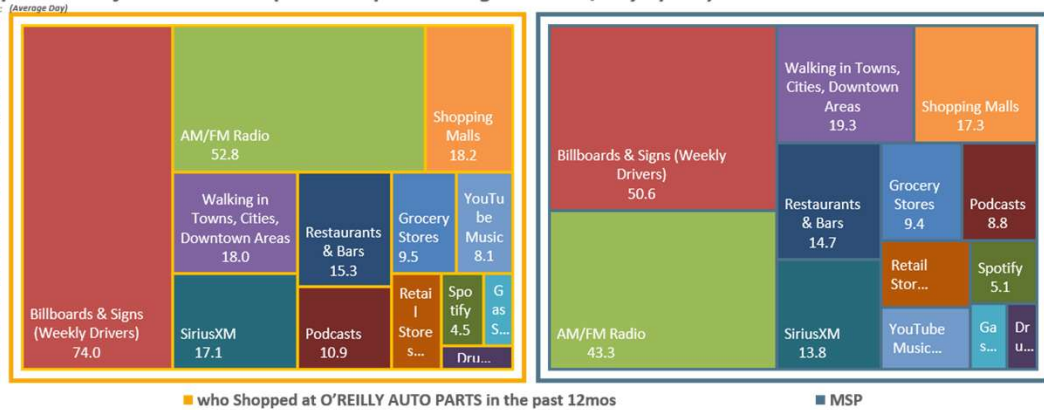


653,178 or 92.7% of Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos spend an average of 74. minutes per day driving, seeing Billboards and Signs. 67.8% Listen to Local Radio Stations Out-of-Home for an average of 47.9 minutes/day.

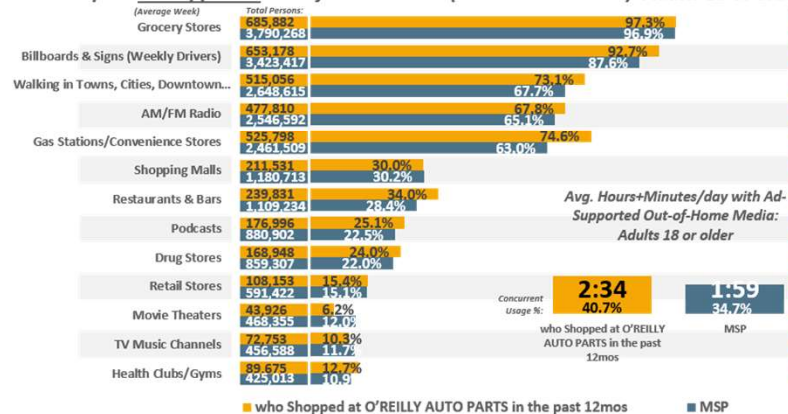
### Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



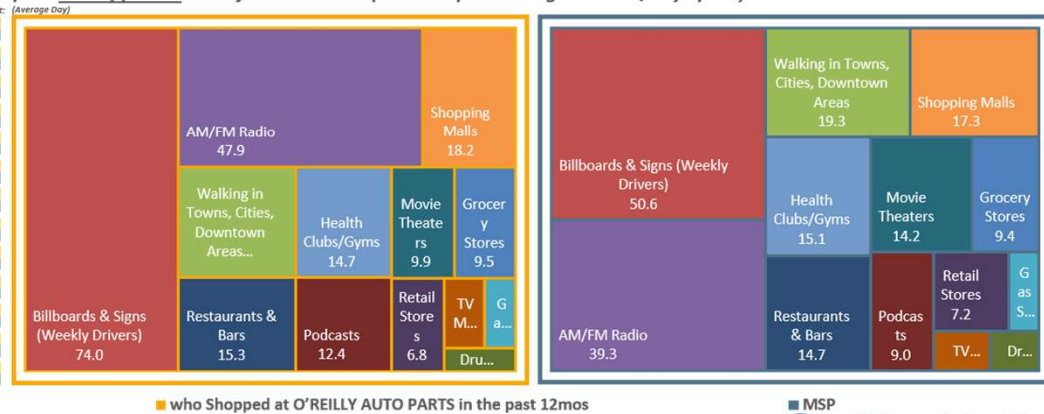
### Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 320  
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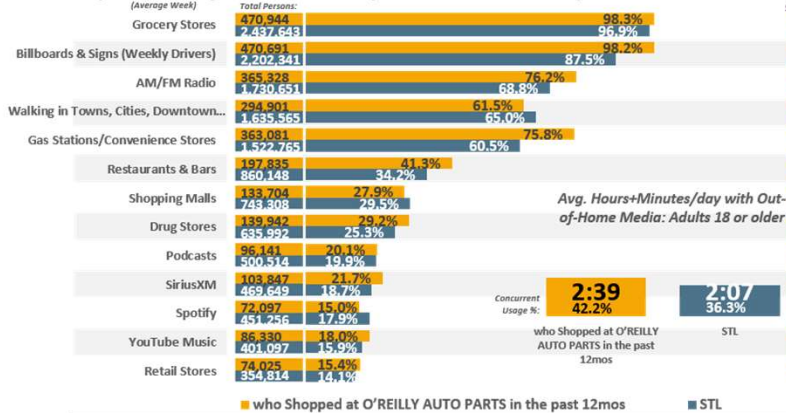
soefa.ai Share of Everything for Anything

Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): O'Reilly Auto Parts

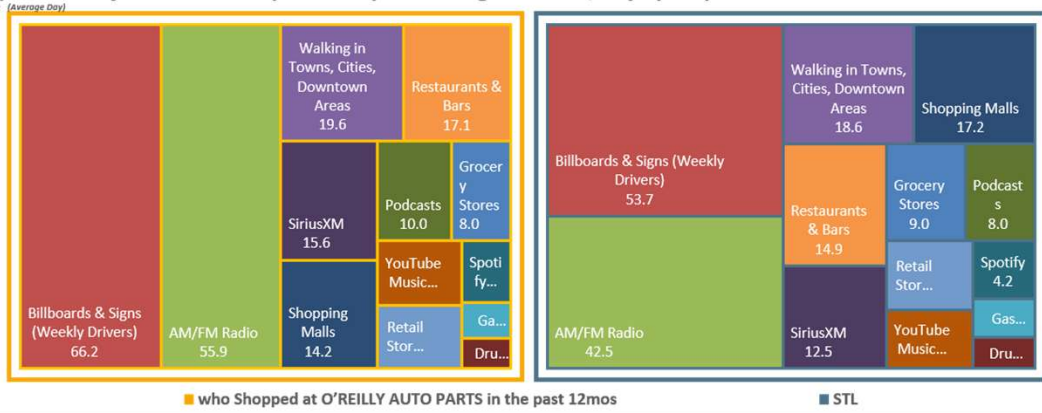


470,691 or 98.2% of Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos spend an average of 66.2 minutes per day driving, seeing Billboards and Signs. 73.4% Listen to Local Radio Stations Out-of-Home for an average of 54.2 minutes/day.

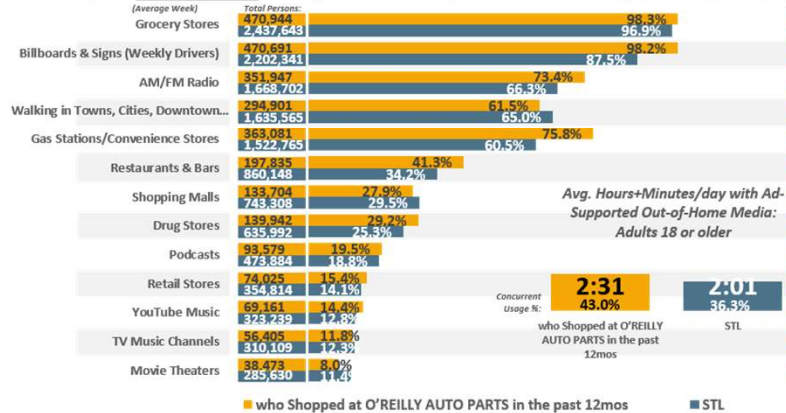
**Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older**



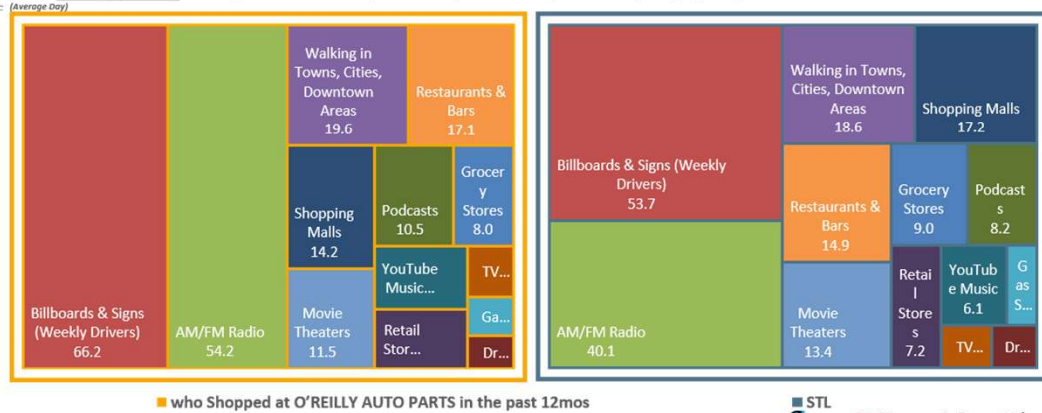
**Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



**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**

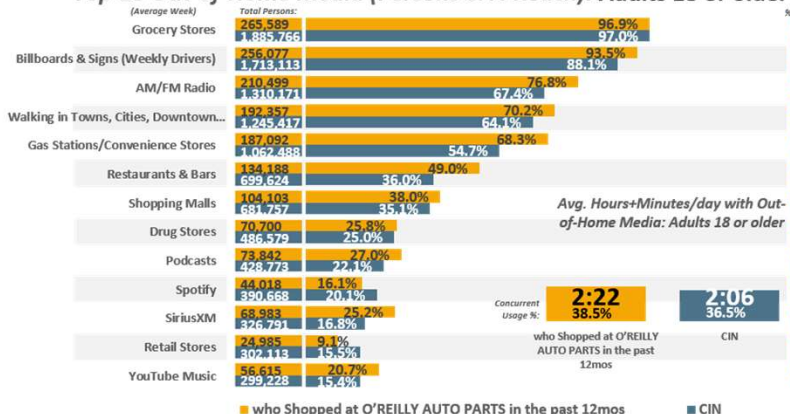




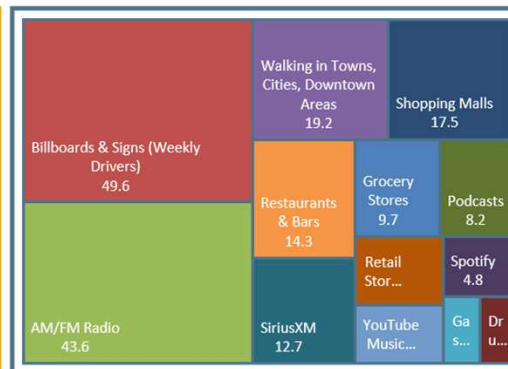
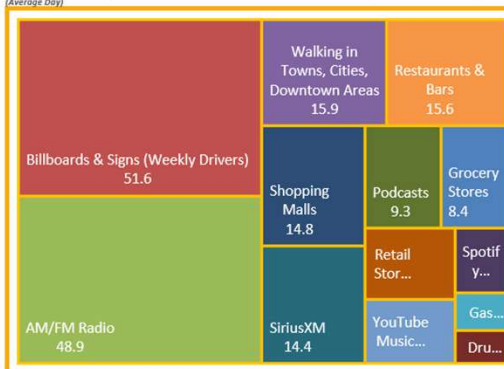


256,077 or 93.5% of Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos spend an average of 51.6 minutes per day driving, seeing Billboards and Signs. 72.2% Listen to Local Radio Stations Out-of-Home for an average of 41.8 minutes/day.

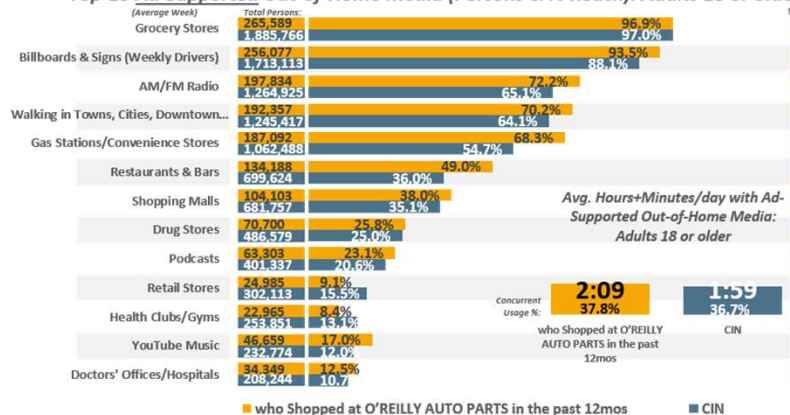
### Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



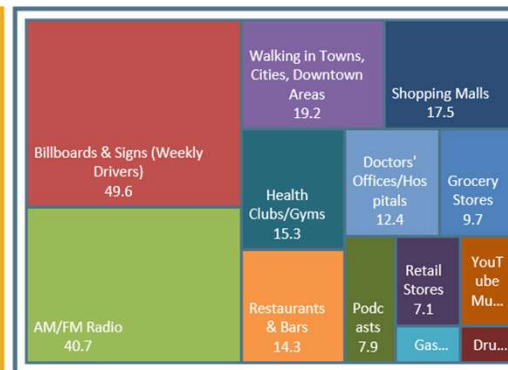
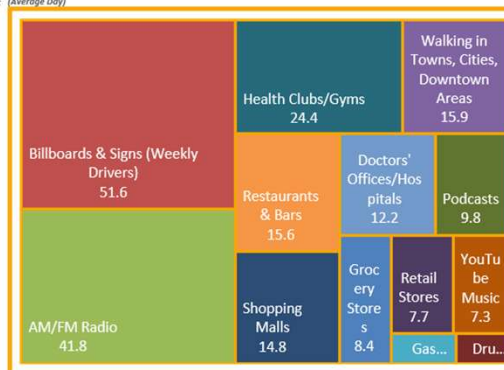
### Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



### 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

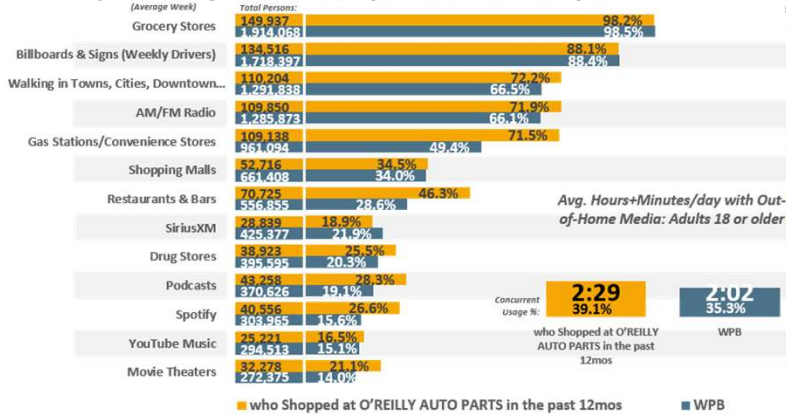




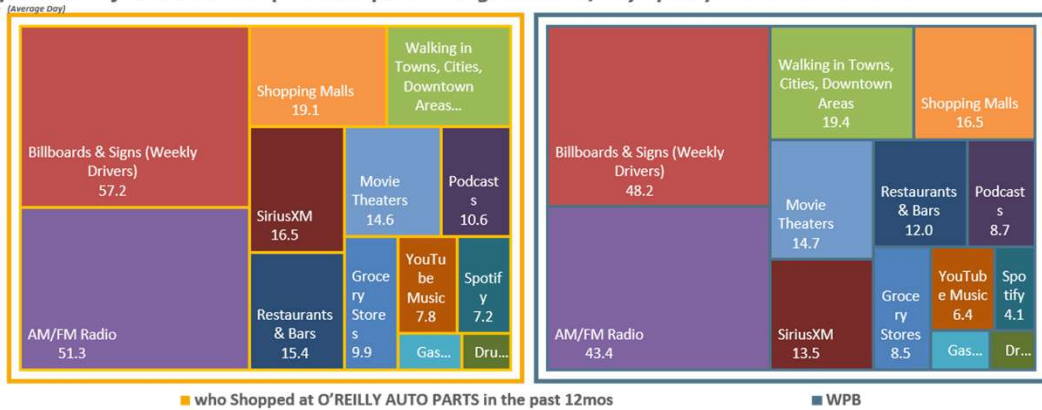


134,516 or 88.1% of Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos spend an average of 57.2 minutes per day driving, seeing Billboards and Signs. 69.8% Listen to Local Radio Stations Out-of-Home for an average of 50.1 minutes/day.

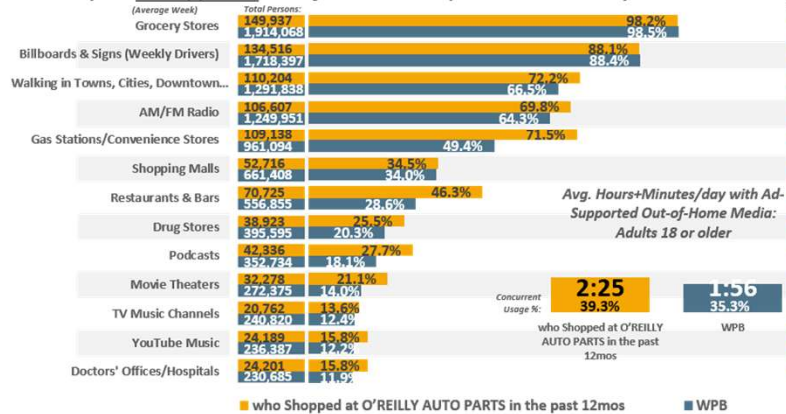
**Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older**



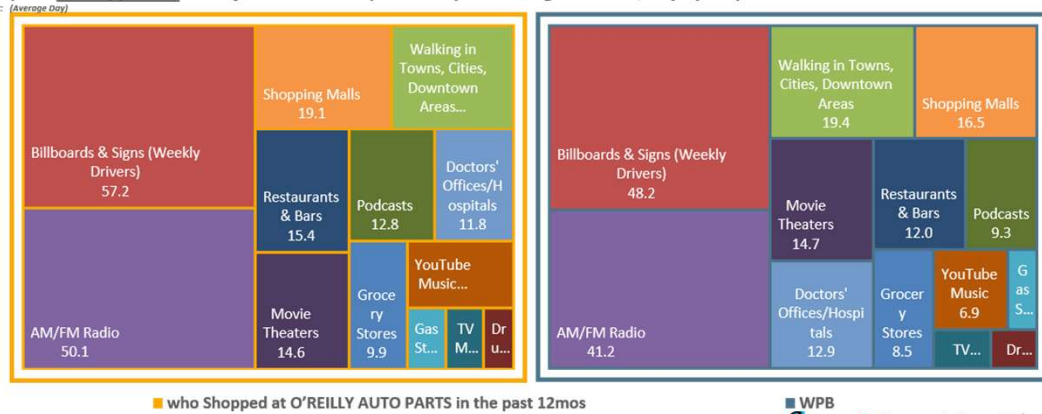
**Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



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



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



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 209  
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): O'Reilly Auto Parts

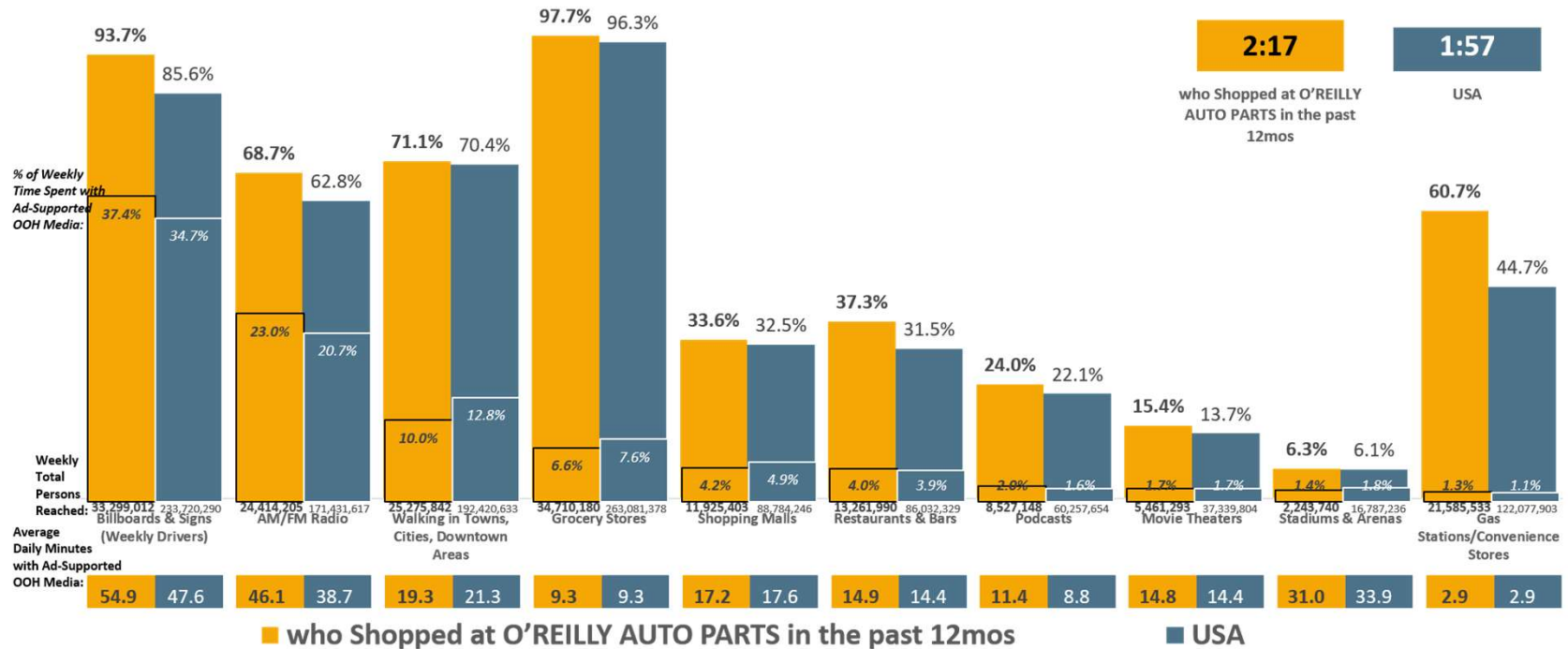


33,299,012 or 93.7% of Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos spend an average of 54.9 minutes per day driving, seeing Billboards and Signs representing 37.4% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

## "Share of Ad-Supported OOH Media"



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 2,785  
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

soefa.ai Share of Everything for Anything

Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): O'Reilly Auto Parts

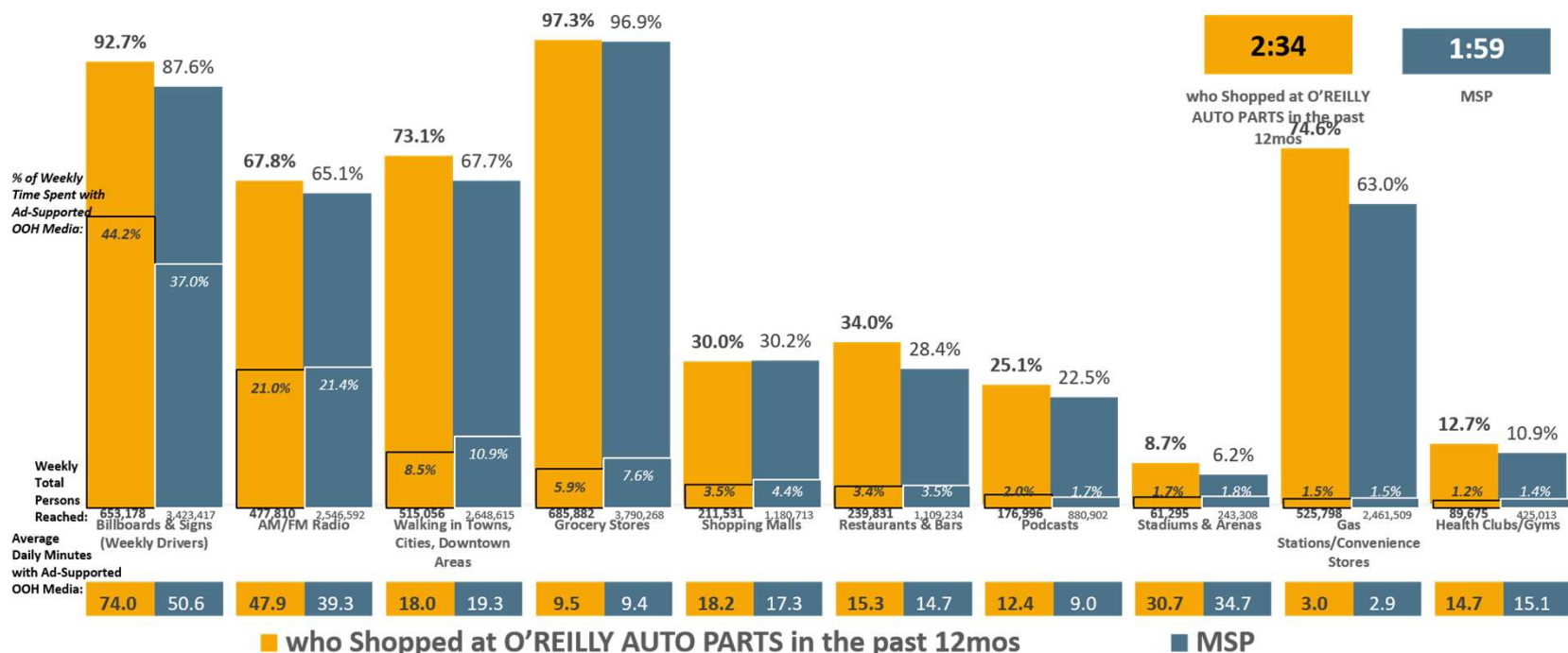


653,178 or 92.7% of Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos spend an average of 74. minutes per day driving, seeing Billboards and Signs representing 44.2% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

## "Share of Ad-Supported OOH Media"



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 320 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,934  
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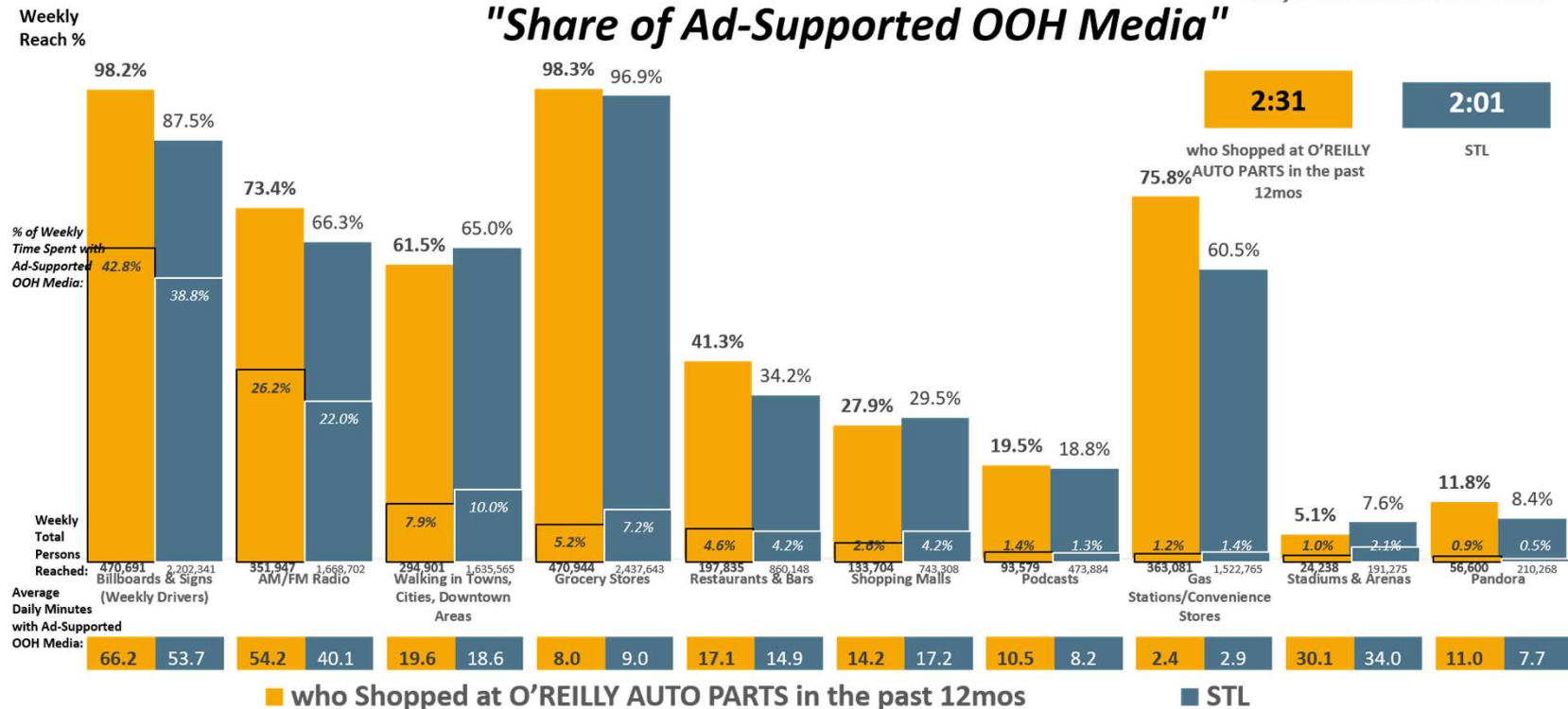
Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): O'Reilly Auto Parts





470,691 or 98.2% of Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos spend an average of 66.2 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



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 338  
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ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,956

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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): O'Reilly Auto Parts

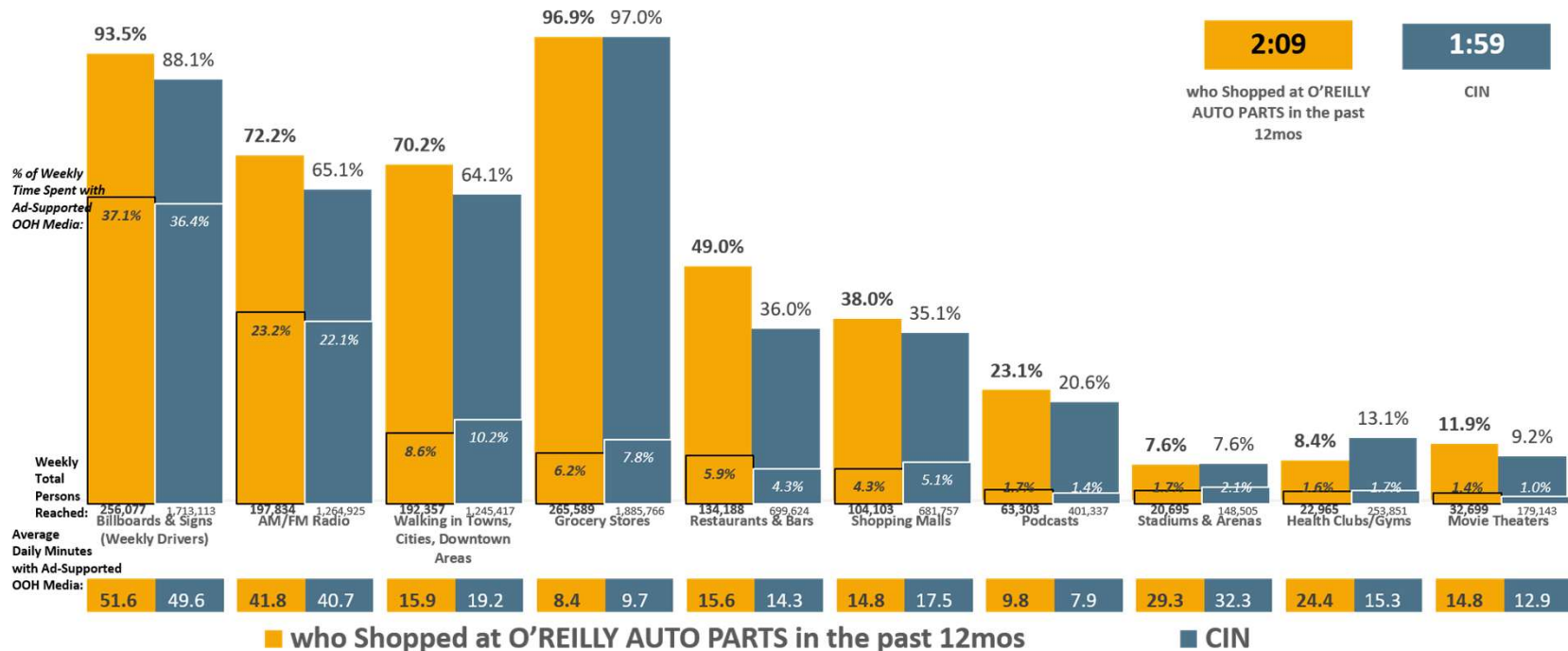


256,077 or 93.5% of Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos spend an average of 51.6 minutes per day driving, seeing Billboards and Signs representing 37.1% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

## "Share of Ad-Supported OOH Media"



CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 244  
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CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,900

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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): O'Reilly Auto Parts

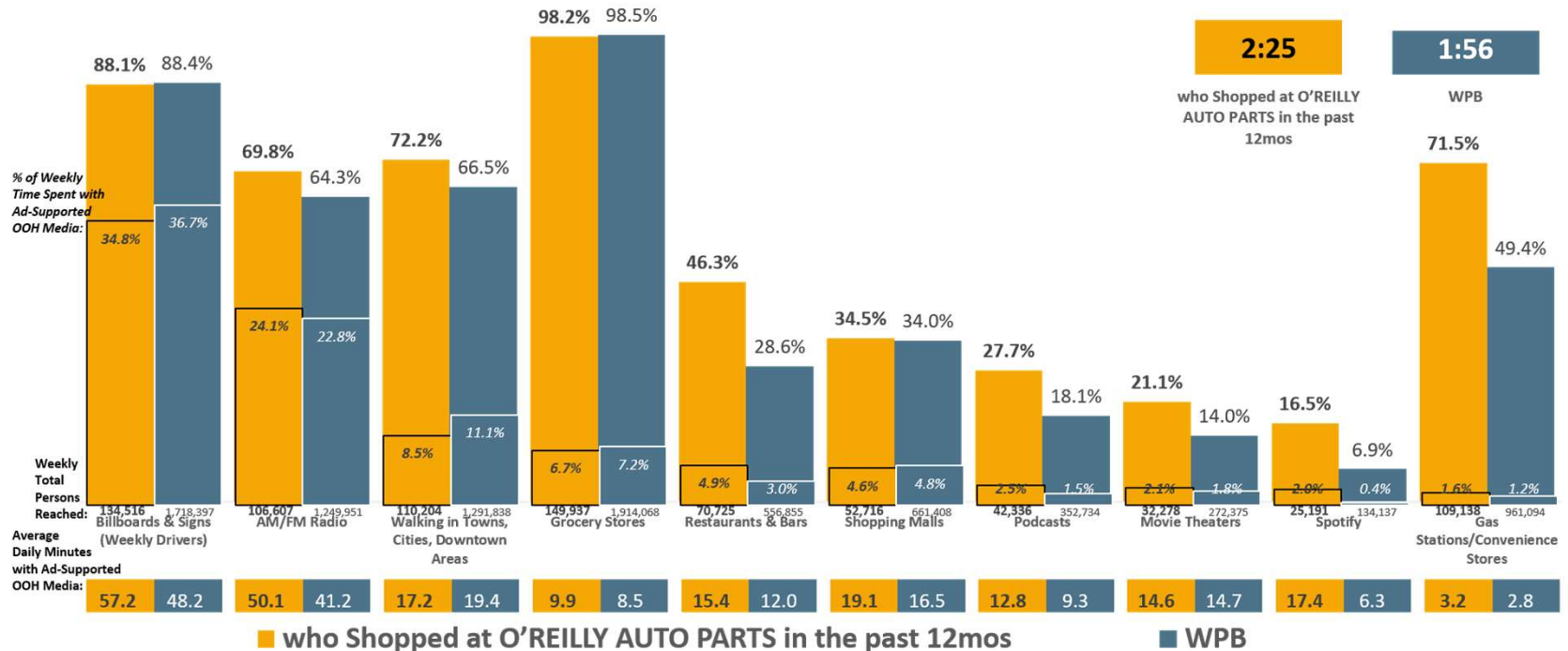


134,516 or 88.1% of Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos spend an average of 57.2 minutes per day driving, seeing Billboards and Signs representing 34.8% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

## "Share of Ad-Supported OOH Media"



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 209 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 2,551

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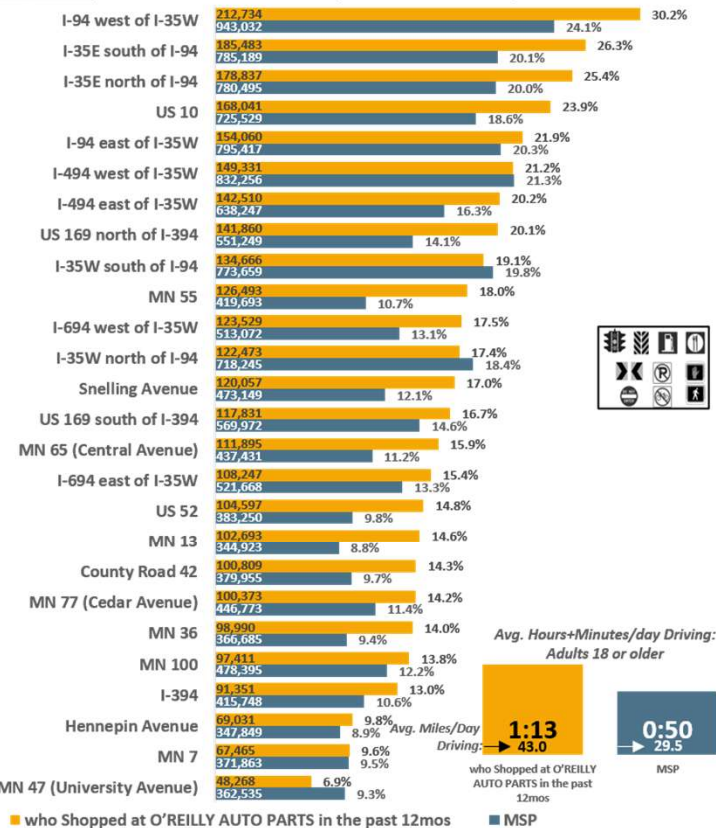
Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): O'Reilly Auto Parts



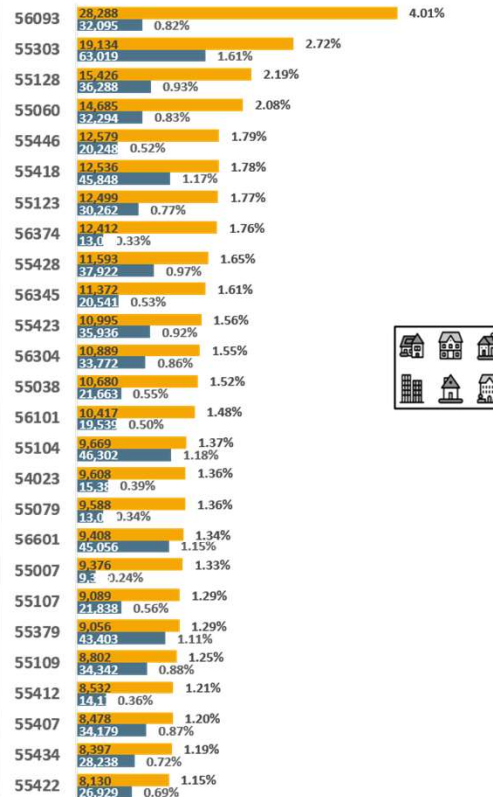


653,178 or 92.7% of Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos spend an average of 74. minutes per day driving an average of 43. miles each day and are 67.3% more likely to use MN 55 than the Metro average.

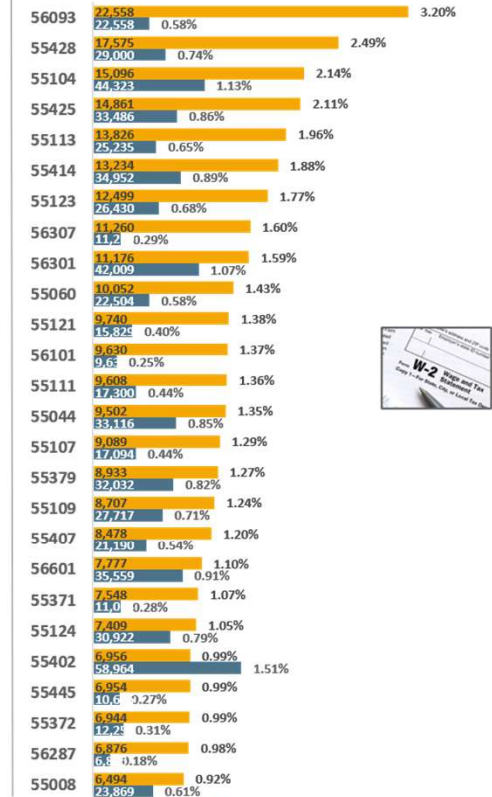
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



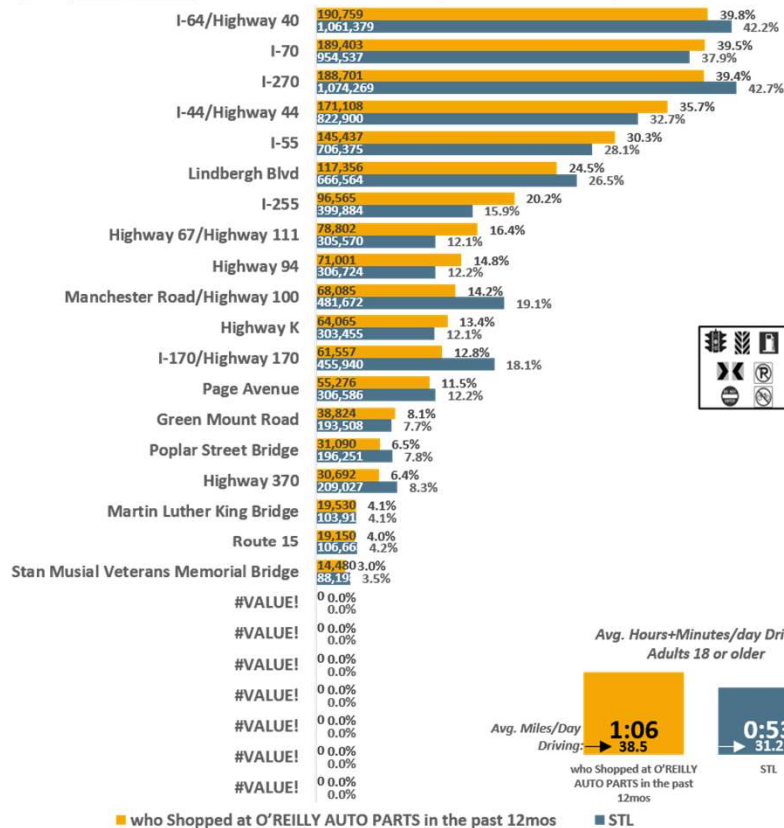
Top-26 Employment Zip Codes: Adults 18 or older



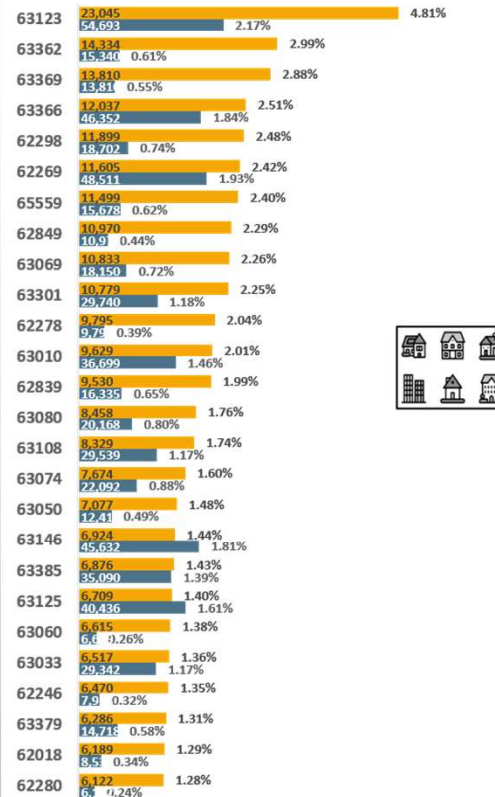


470,691 or 98.2% of Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos spend an average of 66.2 minutes per day driving an average of 38.5 miles each day and are 35.4% more likely to use Highway 67/Highway 111 than the Metro average.

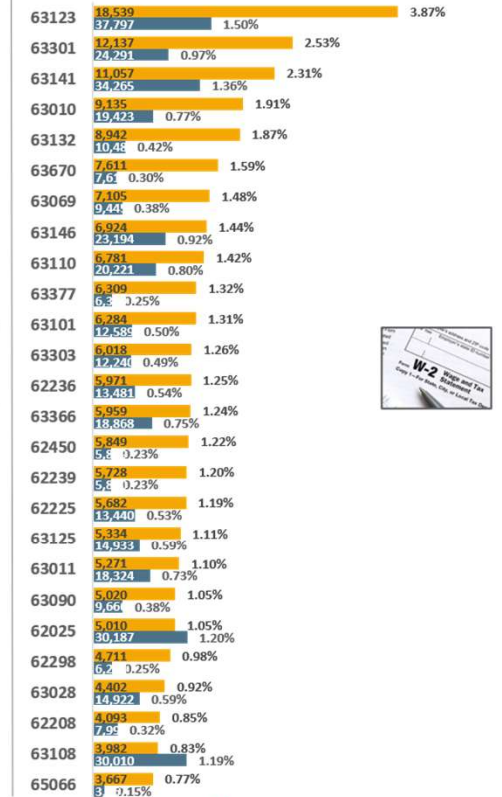
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



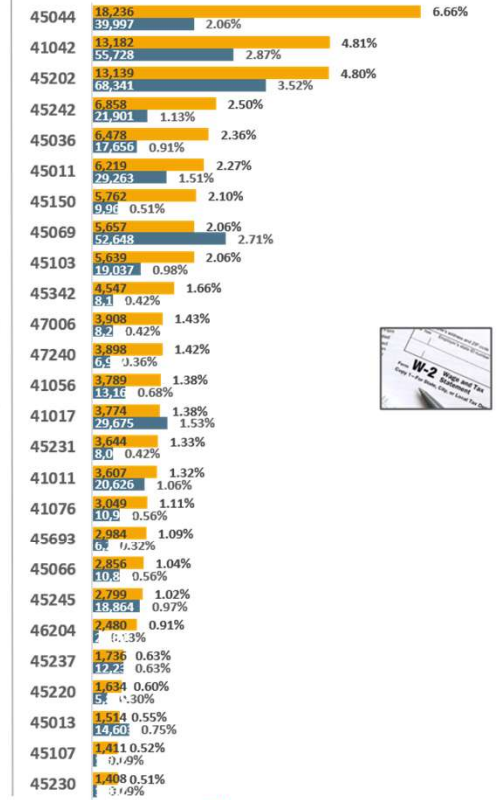
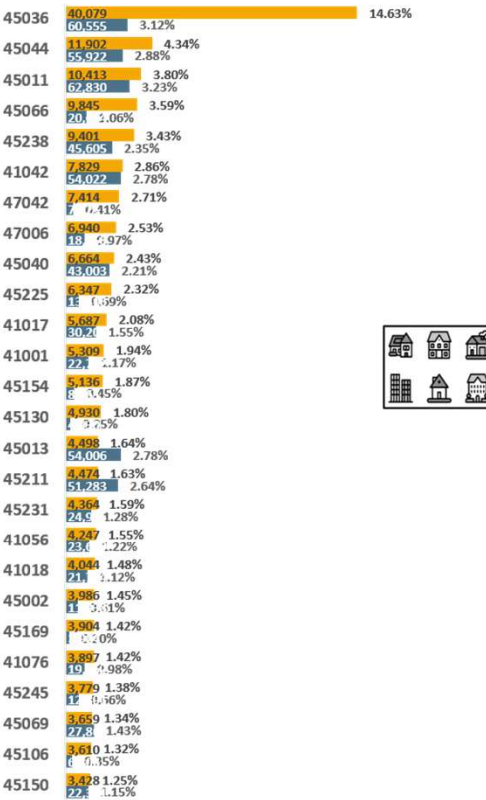
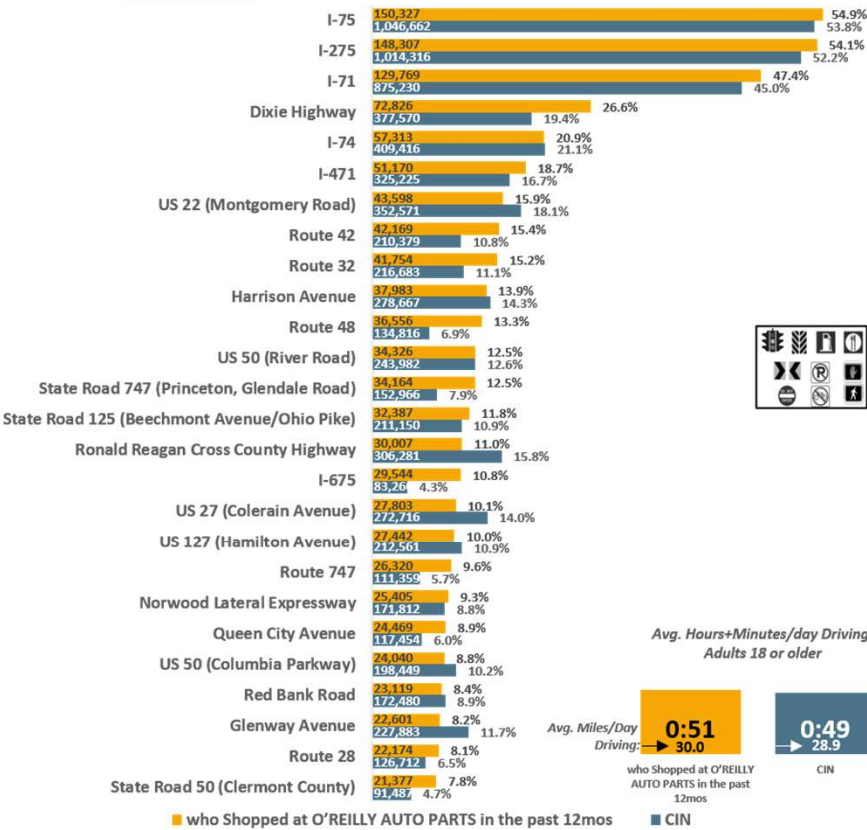


256,077 or 93.5% of Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos spend an average of 51.6 minutes per day driving an average of 30. miles each day and are 151.8% more likely to use I-675 than the Metro average.

#### 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



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

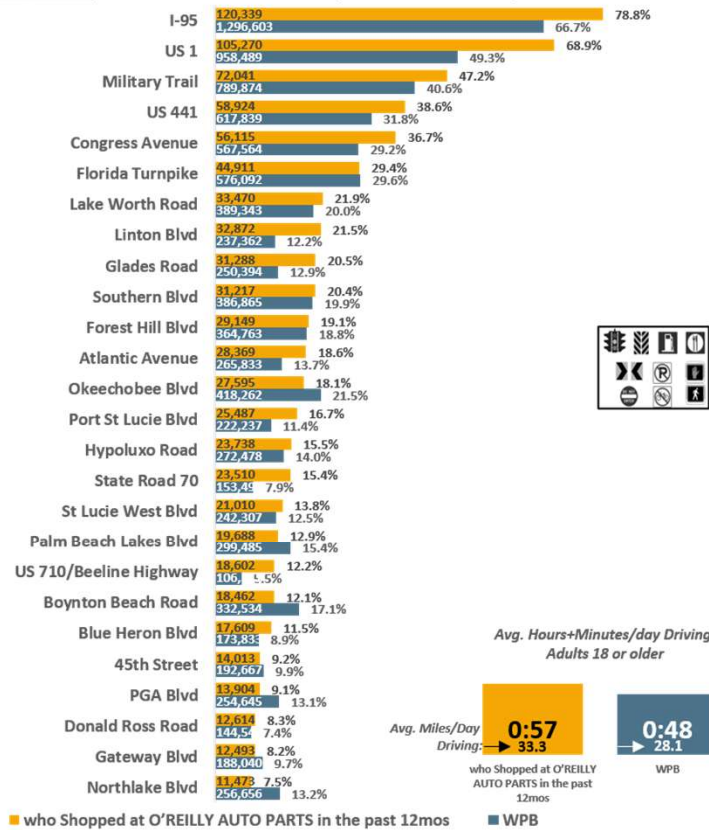






134,516 or 88.1% of Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos spend an average of 57.2 minutes per day driving an average of 33.3 miles each day and are 122.8% more likely to use US 710/Beeline Highway than the Metro average.

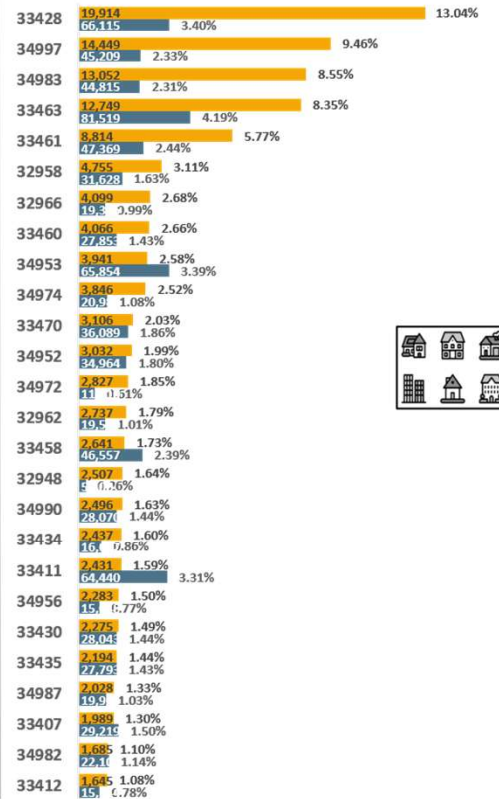
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



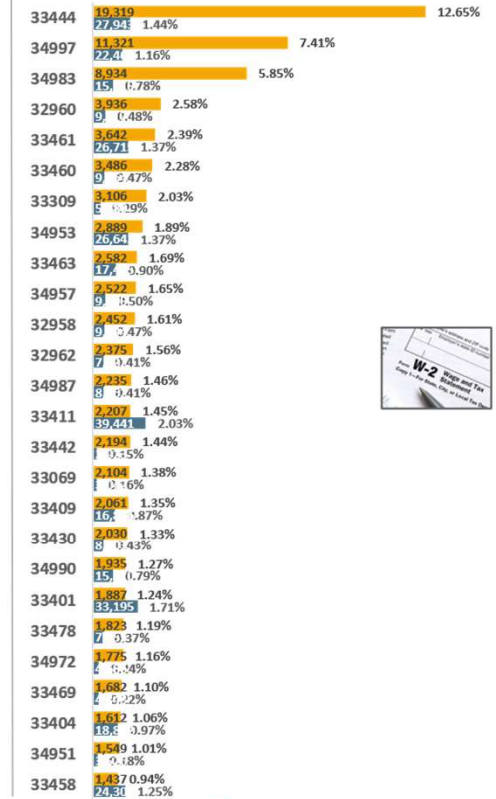
Avg. Hours+Minutes/day Driving:  
Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



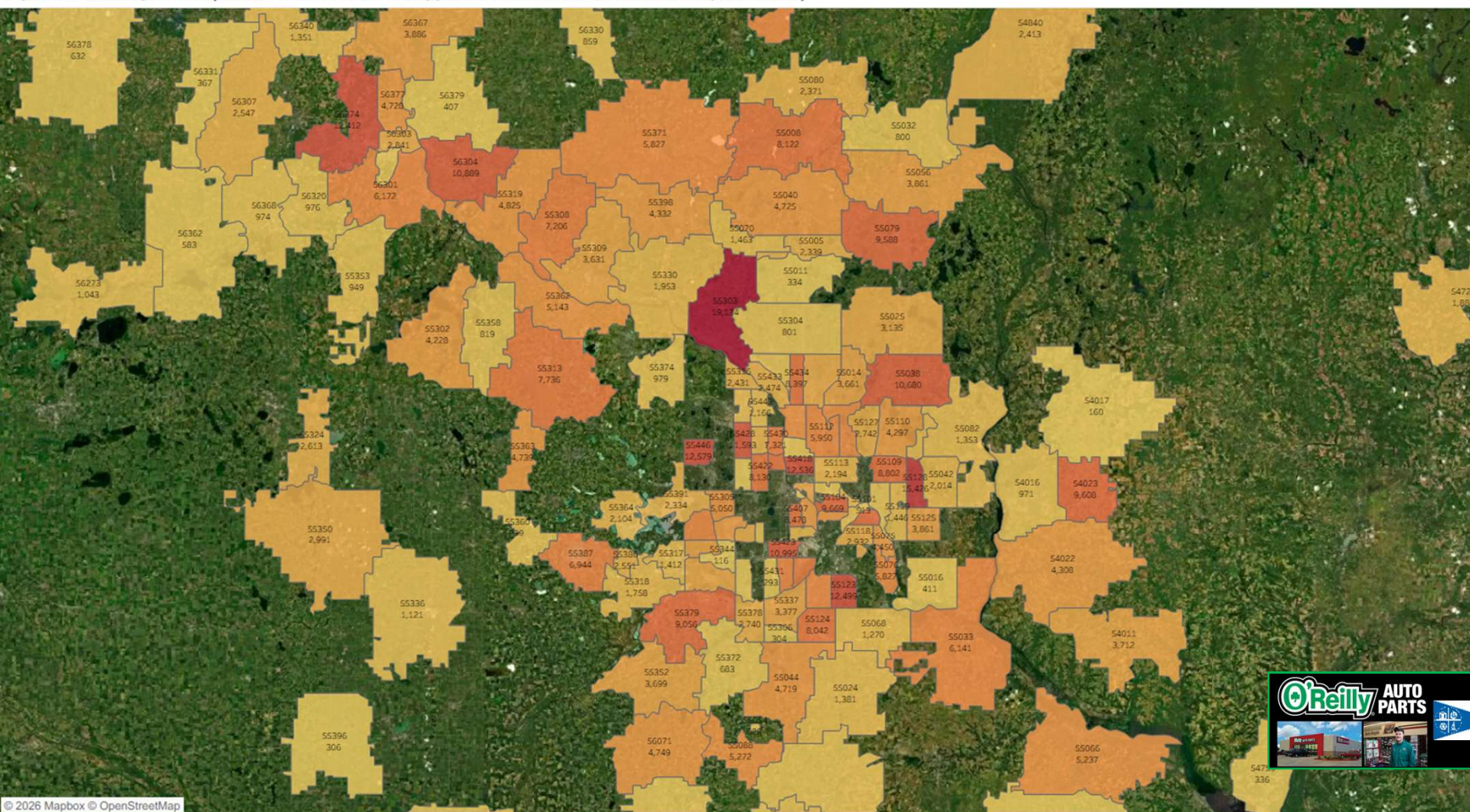
Top-26 Employment Zip Codes: Adults 18 or older



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Top Residential Zip Codes: (Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos)



SUM(Adults 18 or olde...



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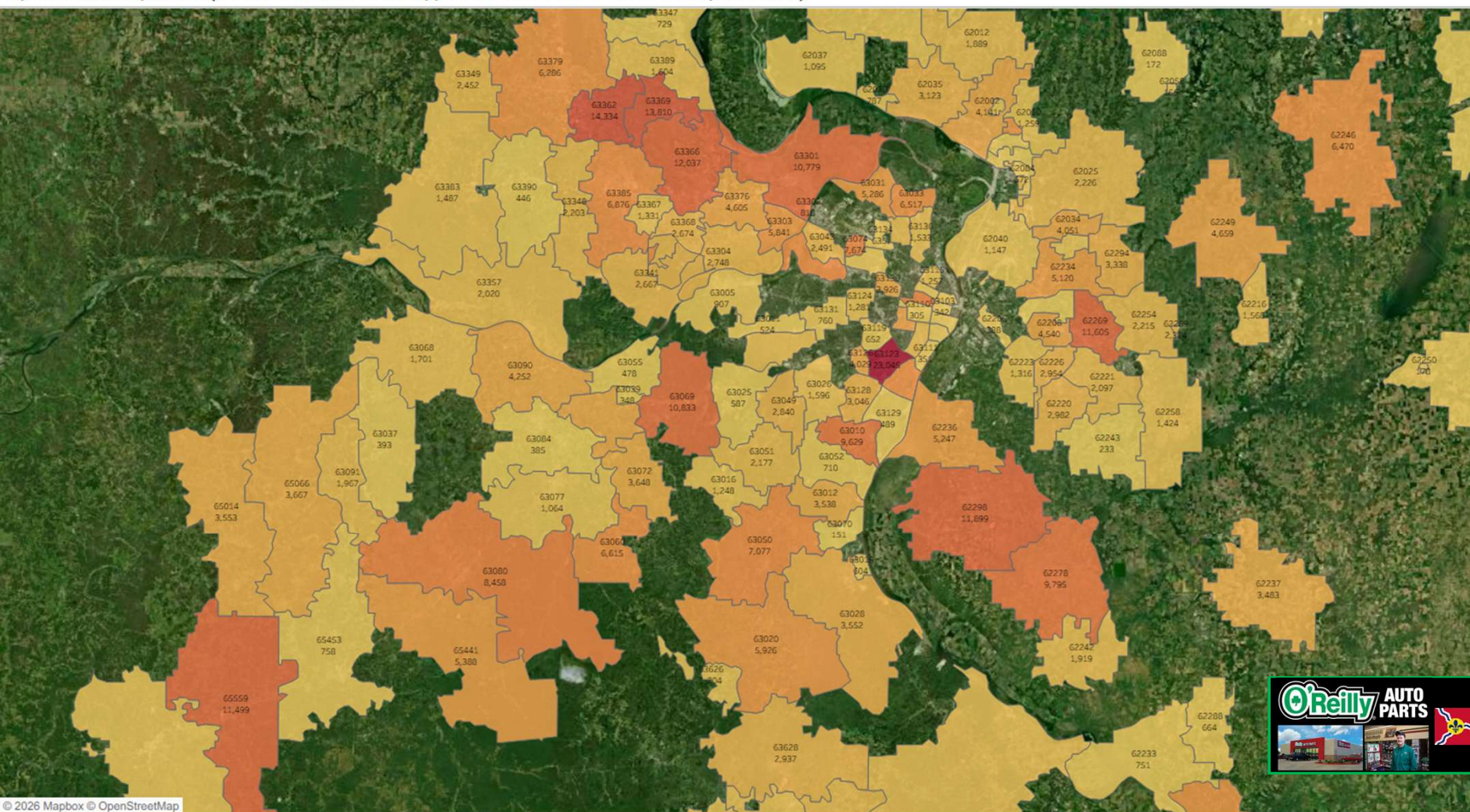
MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 320  
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): O'Reilly Auto Parts

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Top Residential Zip Codes: (Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos)



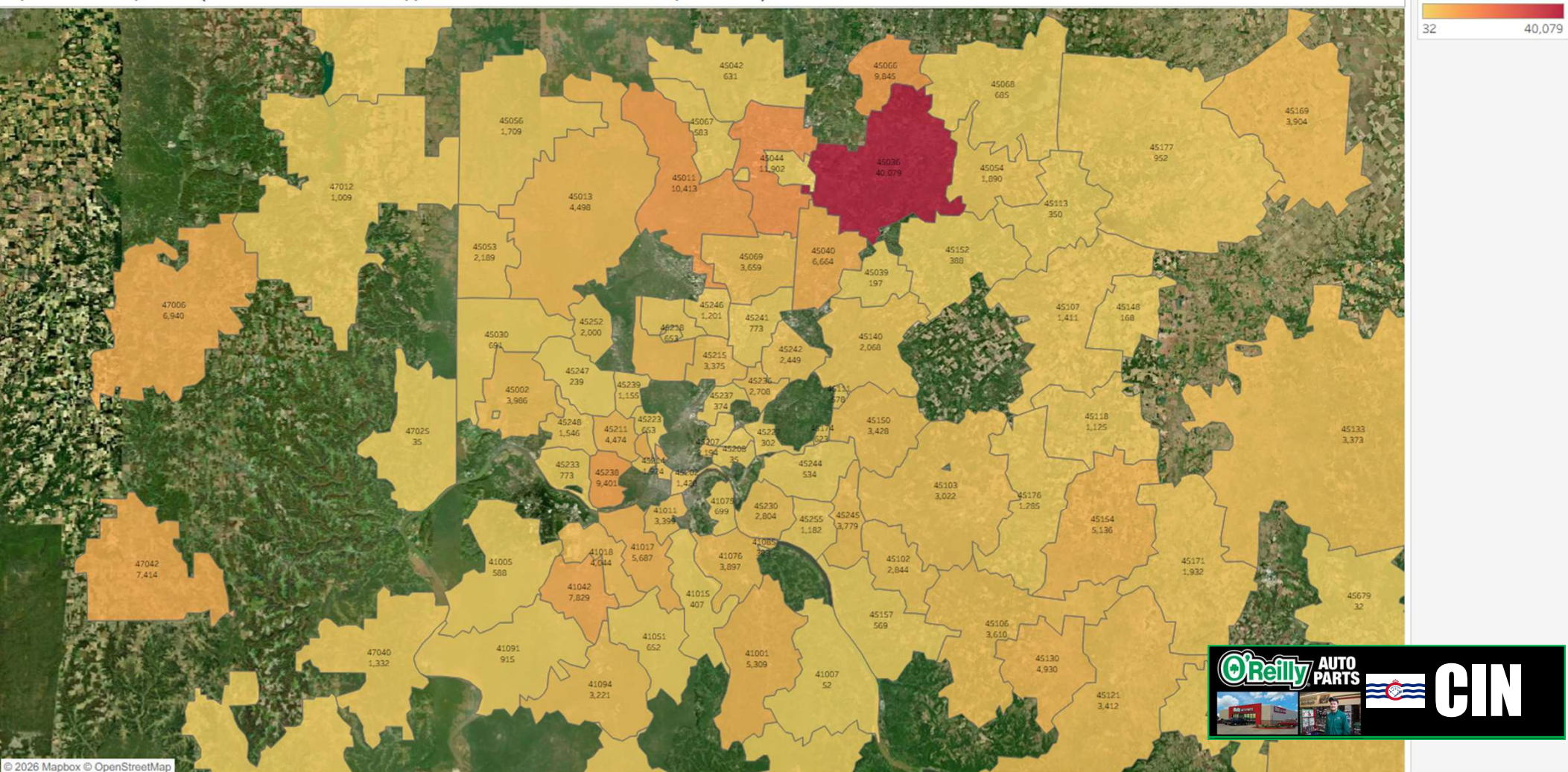
SUM(Adults 18 or older)



© 2026 Mapbox © OpenStreetMap

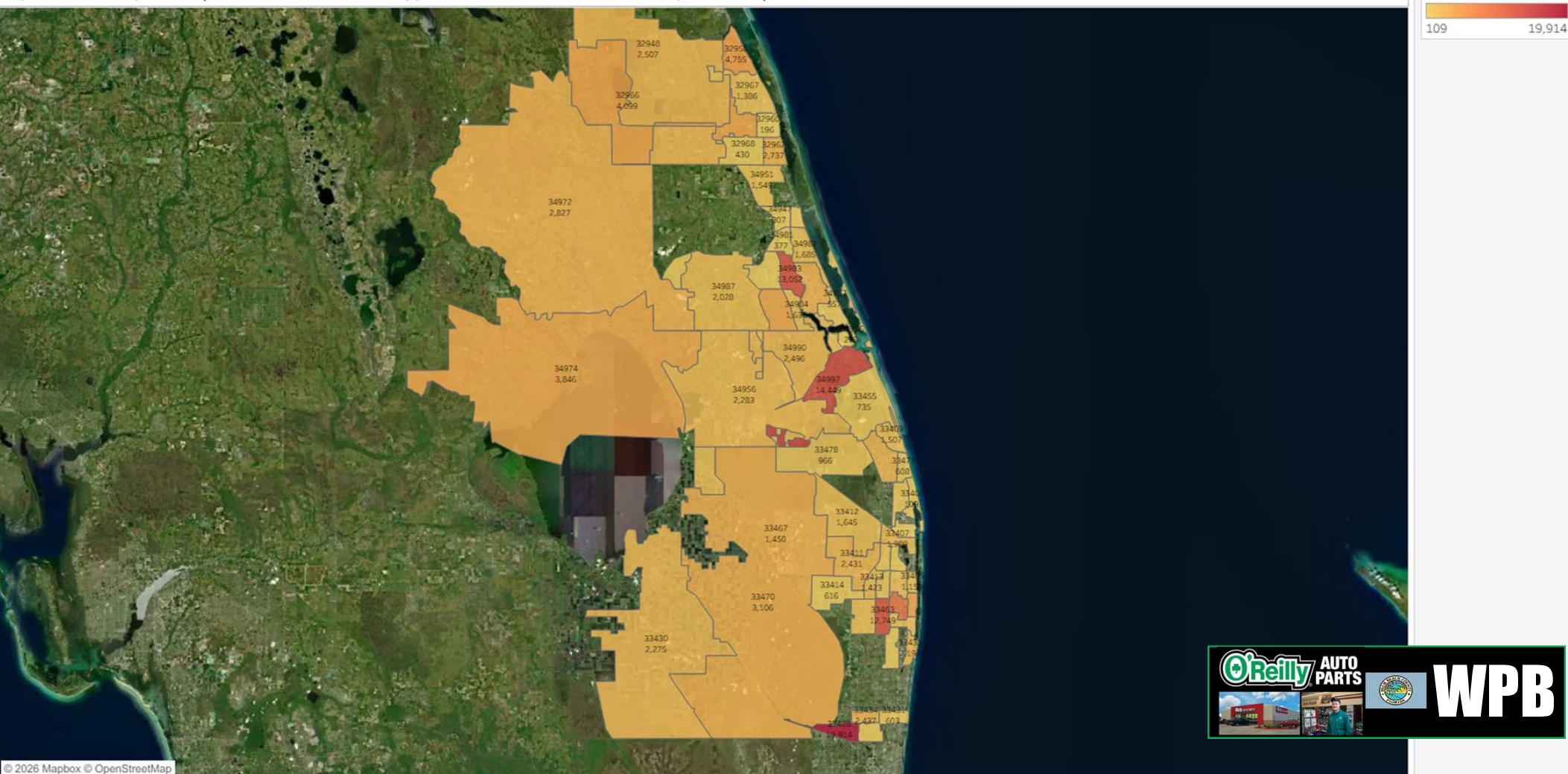


**Top Residential Zip Codes: (Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos)**





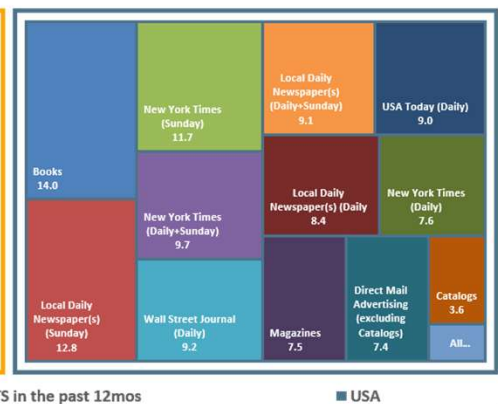
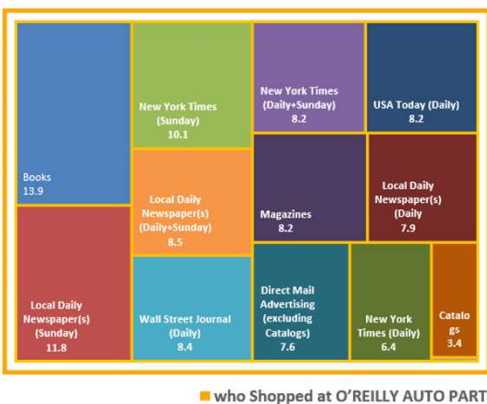
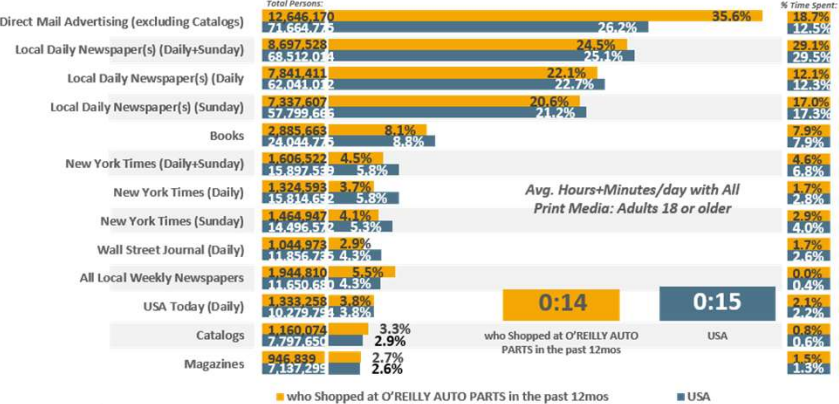
**Top Residential Zip Codes: (Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos)**



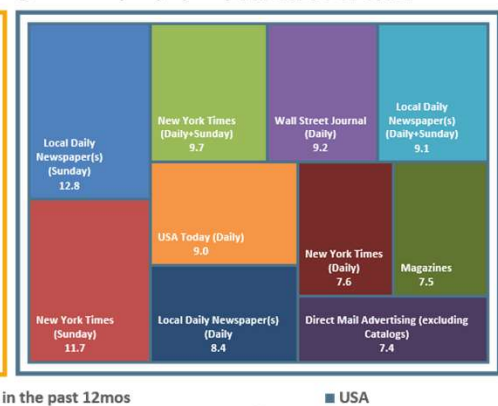
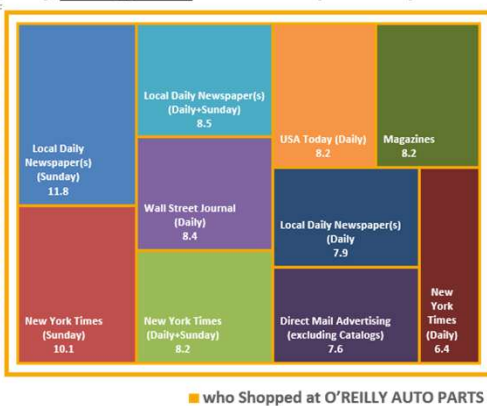
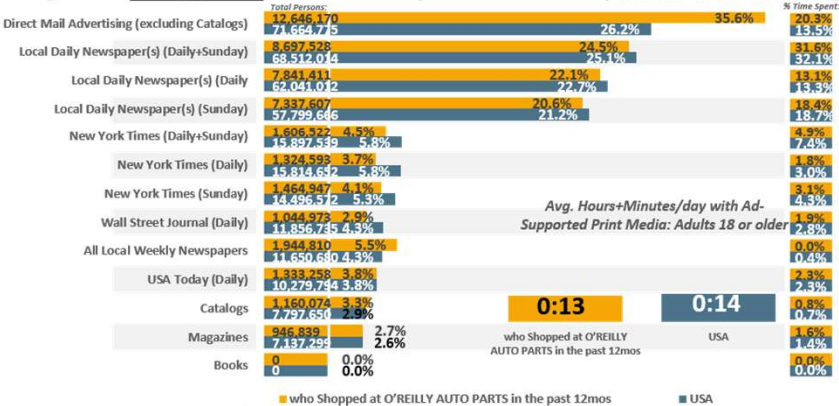


8,697,528 or 24.5% of Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.5 minutes every day representing 31.6% of all time spent daily with All forms of Print Media.

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



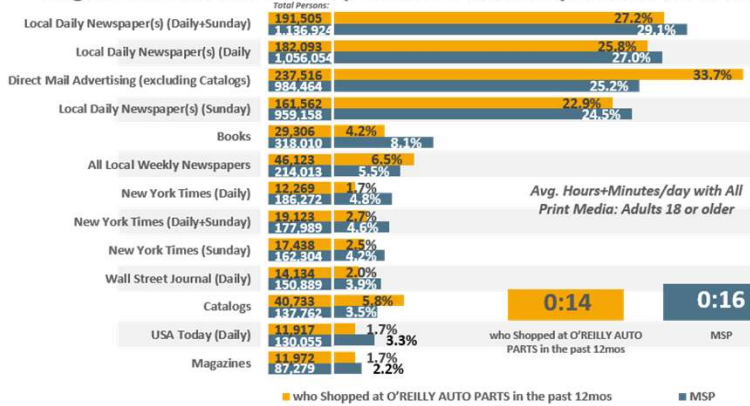
Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): O'Reilly Auto Parts



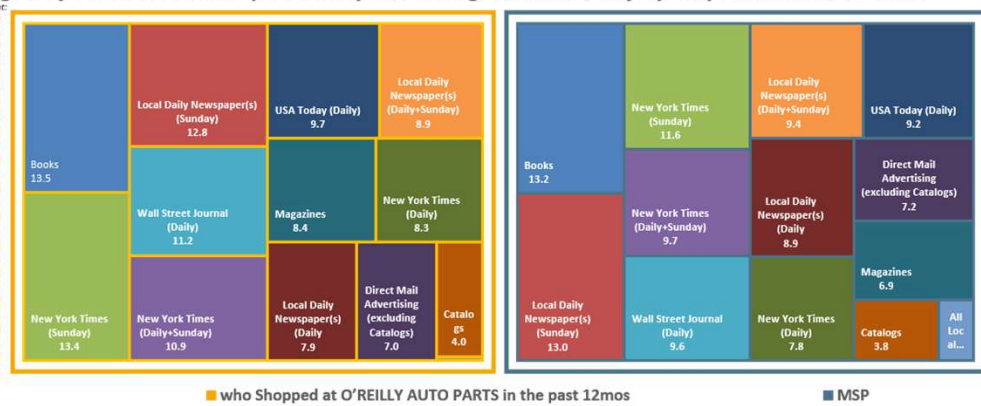


191,505 or 27.2% of Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.9 minutes every day representing 35.4% of all time spent daily with All forms of Print Media.

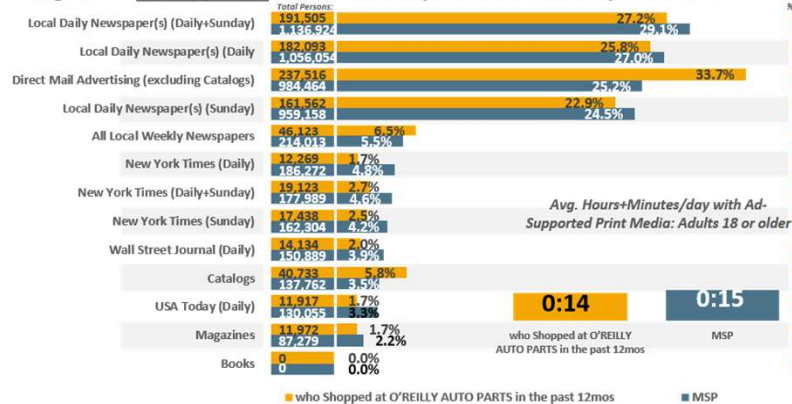
### Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



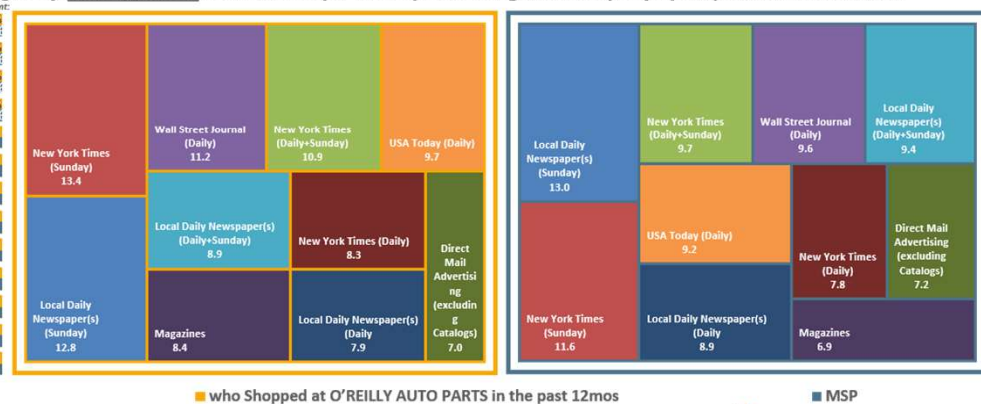
### Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



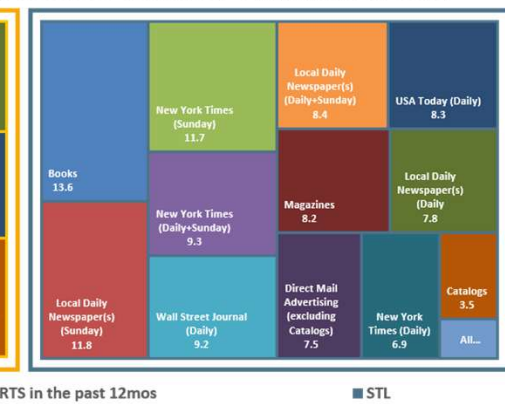
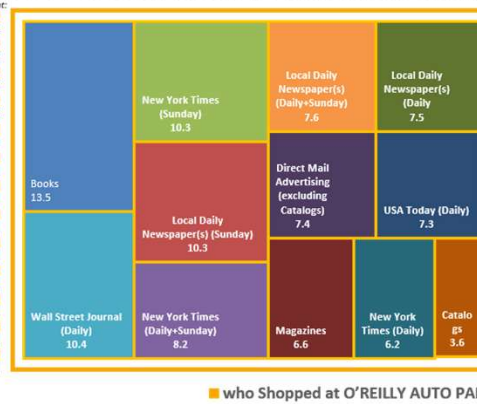
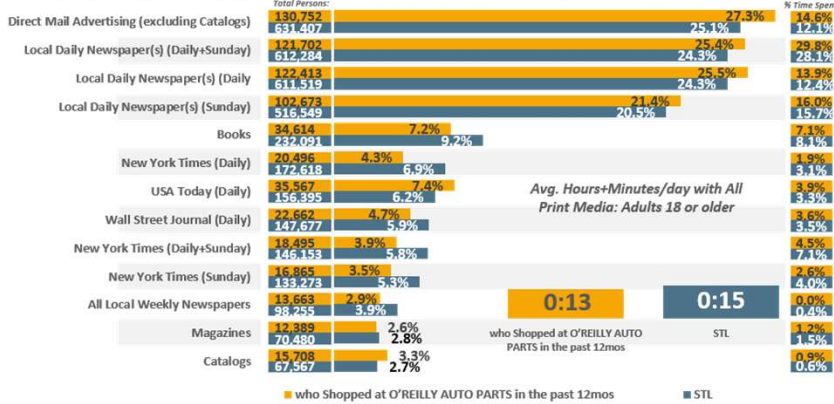
### Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



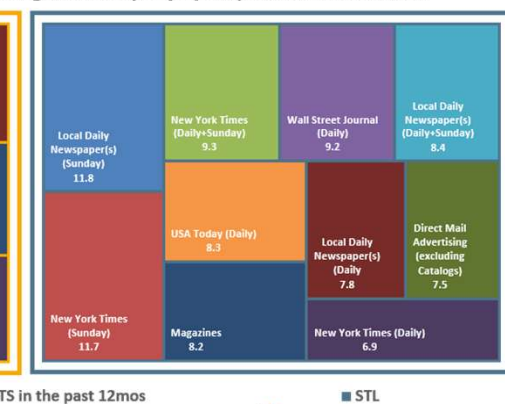
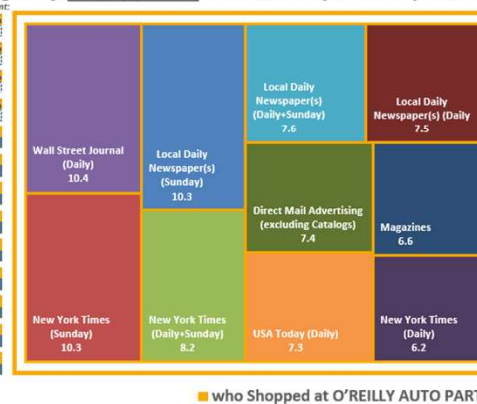
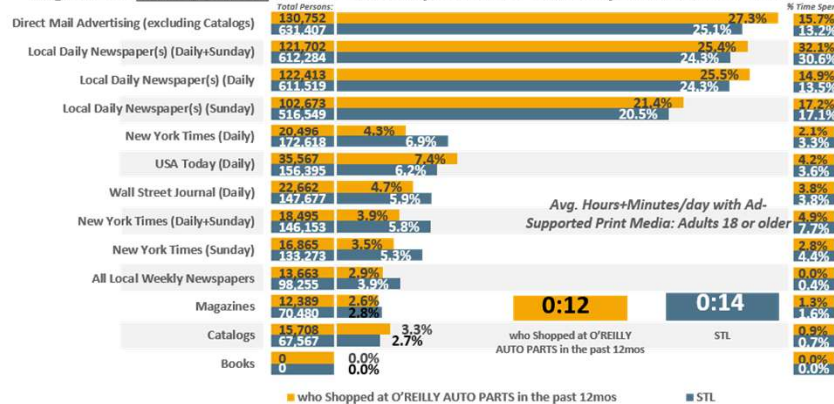


121,702 or 25.4% of Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.6 minutes every day representing 32.1% of all time spent daily with All forms of Print Media.

**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**



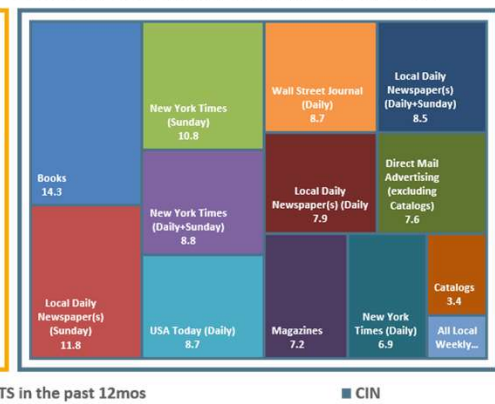
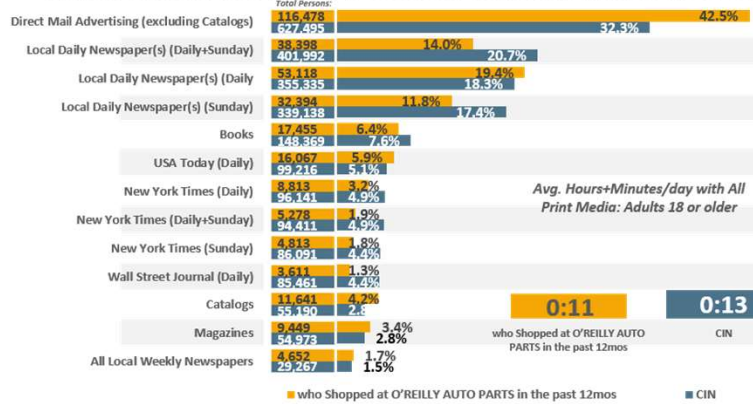
**Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older** **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



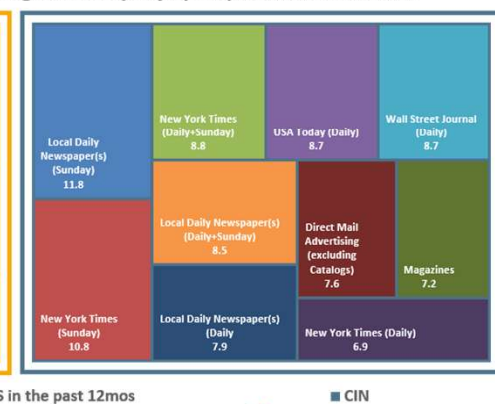
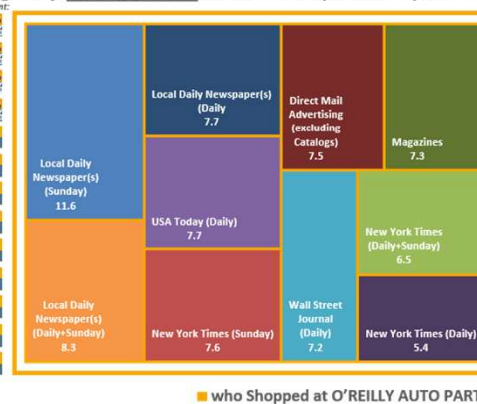
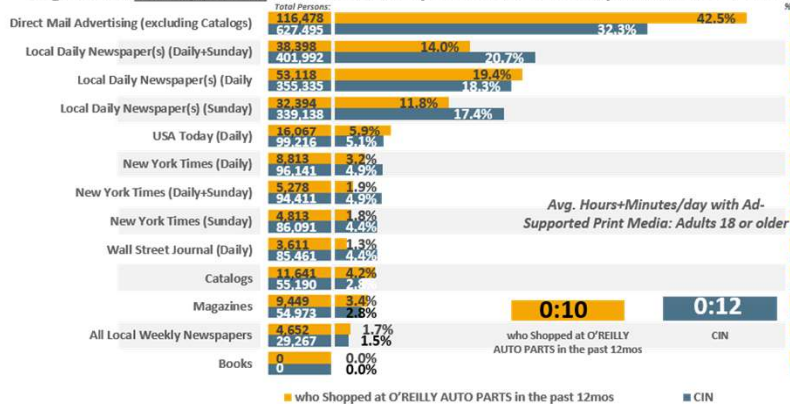


116,478 or 42.5% of Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos read Direct Mail Advertising (excluding Catalogs) for an average of 7.5 minutes every day representing 30.5% of all time spent daily with All forms of Print Media

**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**

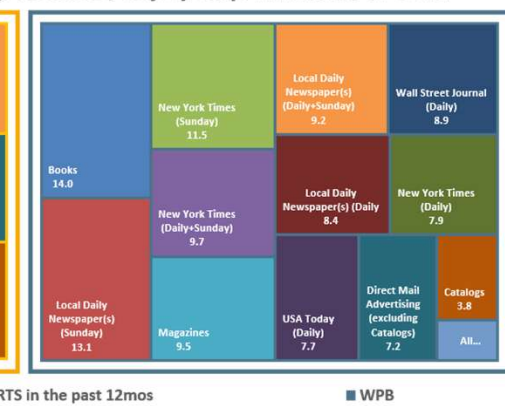
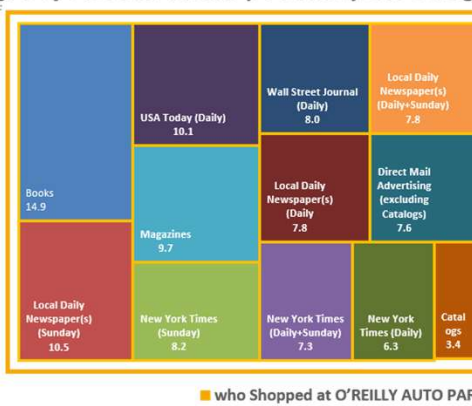
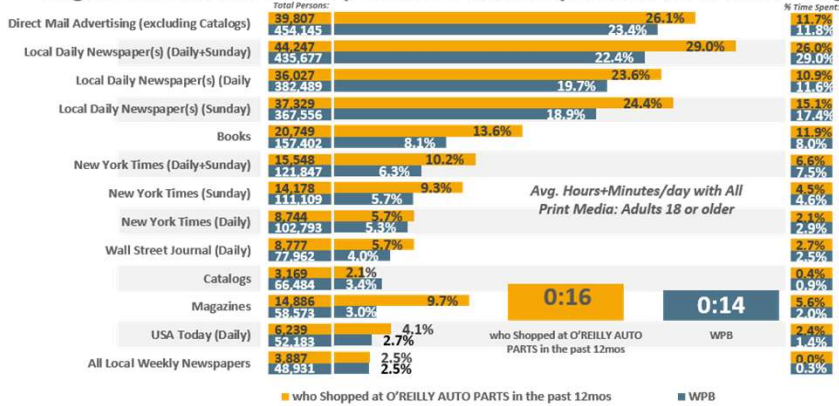




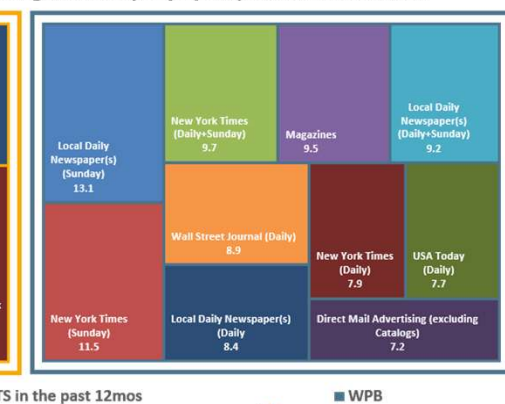
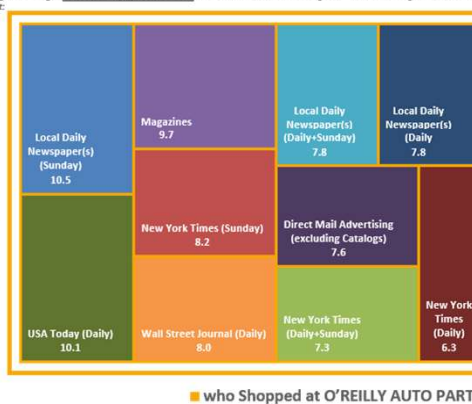
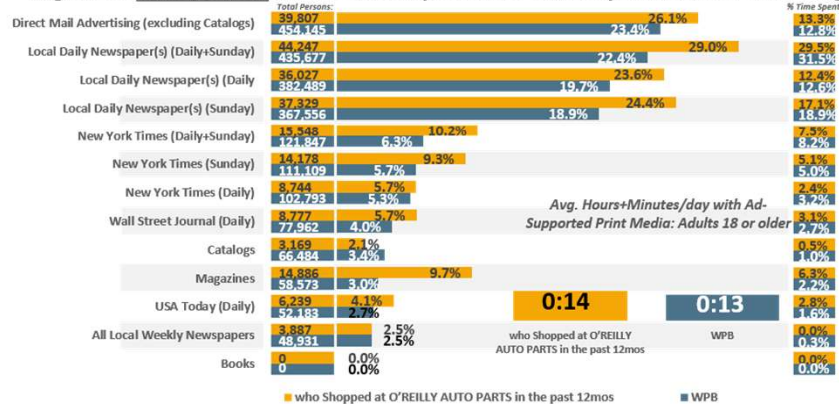


44,247 or 29.% of Adults 18 or older who Shopped at O'REILLY AUTO PARTS in the past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.8 minutes every day representing 29.5% of all time spent daily with All forms of Print Media.

**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**



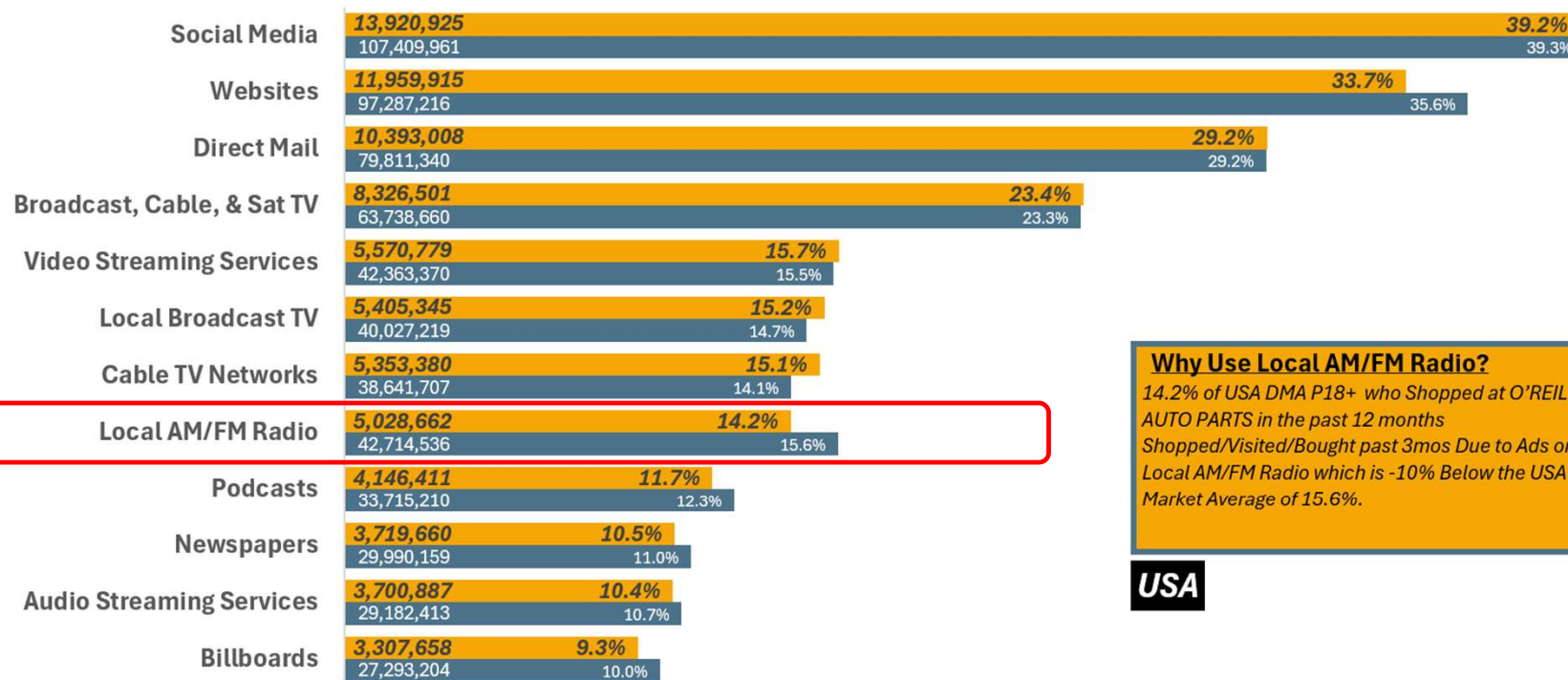
**Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older** **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





## "Advertising Actions"

**P18+ who Shopped at O'REILLY AUTO PARTS in the past 12 months  
(Shopped/Visited/Bought past 3mos Due to Ads on %)**



### Why Use Local AM/FM Radio?

14.2% of USA DMA P18+ who Shopped at O'REILLY AUTO PARTS in the past 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -10% Below the USA DMA Market Average of 15.6%.

**USA**

■ P18+ who Shopped at O'REILLY AUTO PARTS in the past 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

USA DMA Scarborough R1 2026: Jan25-Mar26 Qual Intab: 2785

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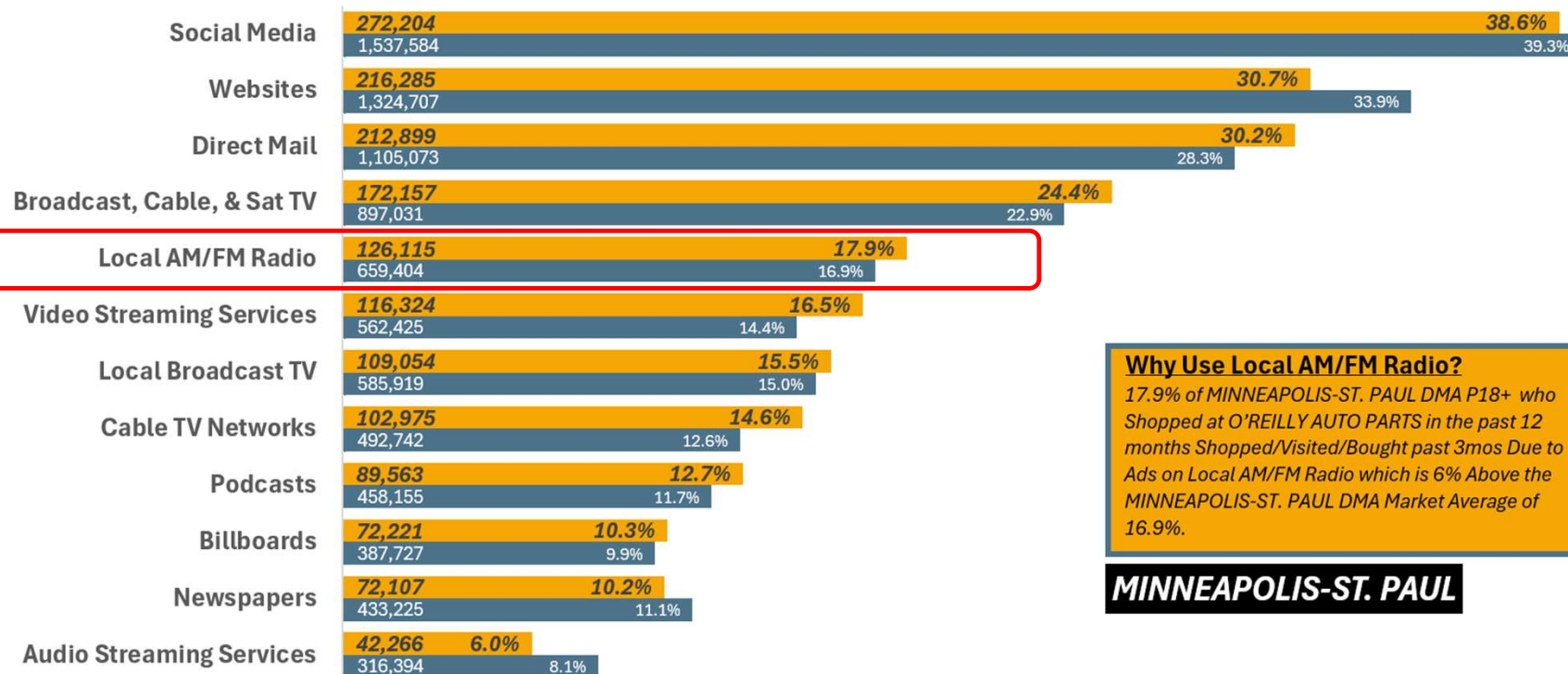
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): O'Reilly Auto Parts



## "Advertising Actions"

**P18+ who Shopped at O'REILLY AUTO PARTS in the past 12 months  
(Shopped/Visited/Bought past 3mos Due to Ads on %)**



### Why Use Local AM/FM Radio?

17.9% of MINNEAPOLIS-ST. PAUL DMA P18+ who Shopped at O'REILLY AUTO PARTS in the past 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 6% Above the MINNEAPOLIS-ST. PAUL DMA Market Average of 16.9%.

**MINNEAPOLIS-ST. PAUL**

■ P18+ who Shopped at O'REILLY AUTO PARTS in the past 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 320

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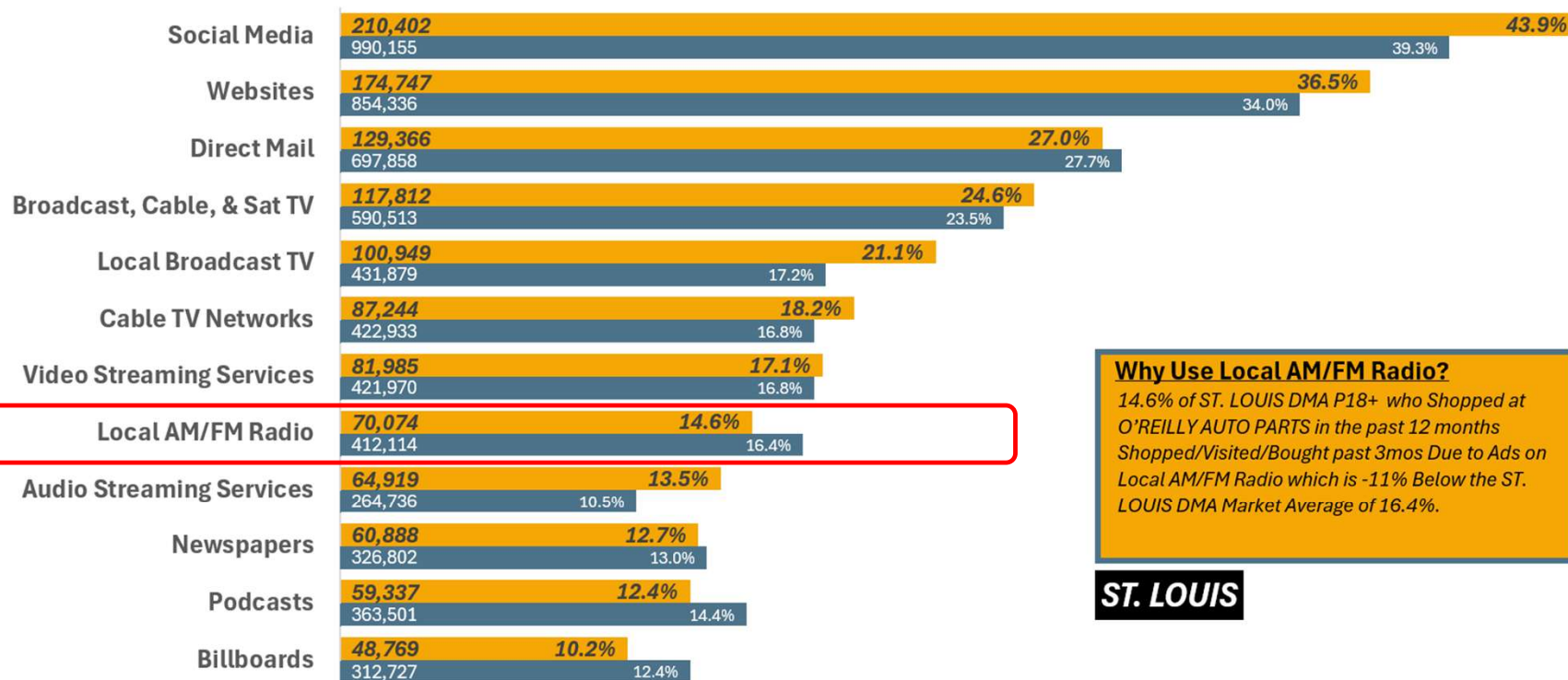
Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): O'Reilly Auto Parts





## "Advertising Actions"

**P18+ who Shopped at O'REILLY AUTO PARTS in the past 12 months  
(Shopped/Visited/Bought past 3mos Due to Ads on %)**



### Why Use Local AM/FM Radio?

14.6% of ST. LOUIS DMA P18+ who Shopped at O'REILLY AUTO PARTS in the past 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -11% Below the ST. LOUIS DMA Market Average of 16.4%.

**ST. LOUIS**

■ P18+ who Shopped at O'REILLY AUTO PARTS in the past 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 338  
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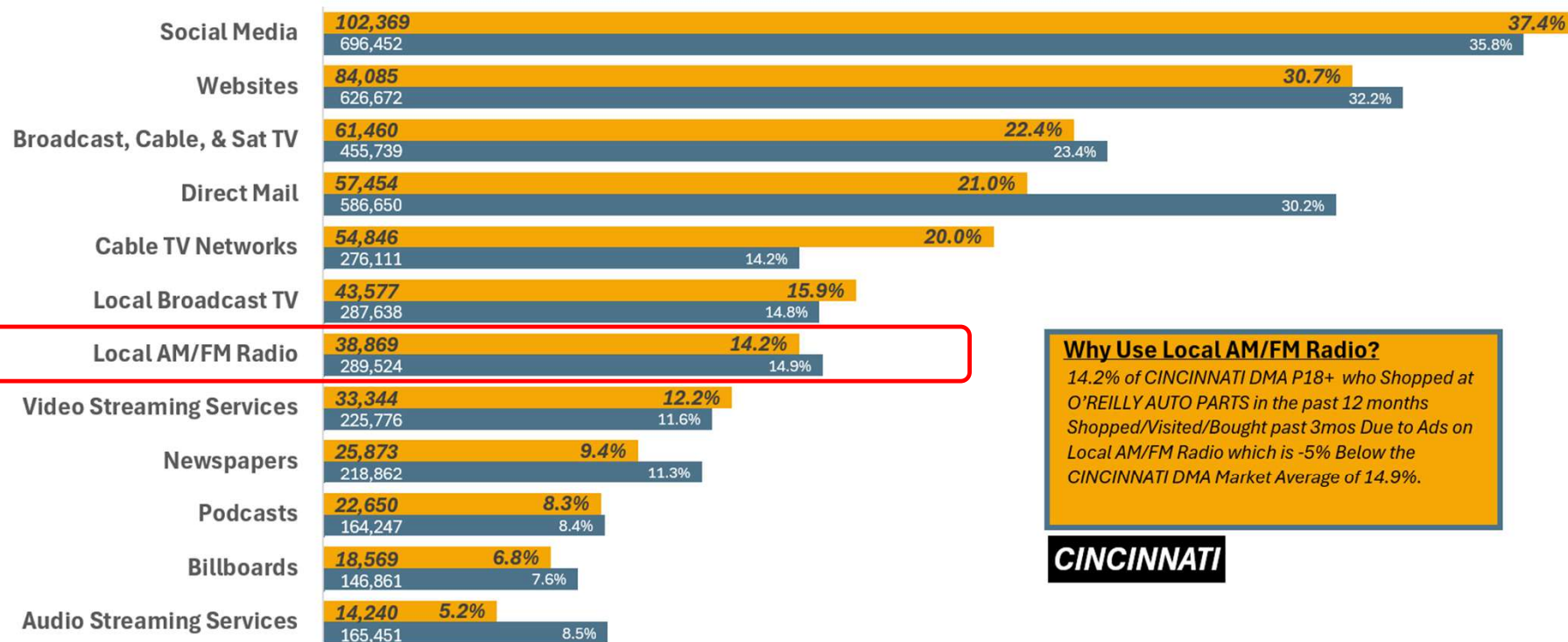
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): O'Reilly Auto Parts



## "Advertising Actions"

**P18+ who Shopped at O'REILLY AUTO PARTS in the past 12 months  
(Shopped/Visited/Bought past 3mos Due to Ads on %)**



### Why Use Local AM/FM Radio?

14.2% of CINCINNATI DMA P18+ who Shopped at O'REILLY AUTO PARTS in the past 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -5% Below the CINCINNATI DMA Market Average of 14.9%.

**CINCINNATI**

■ P18+ who Shopped at O'REILLY AUTO PARTS in the past 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 244  
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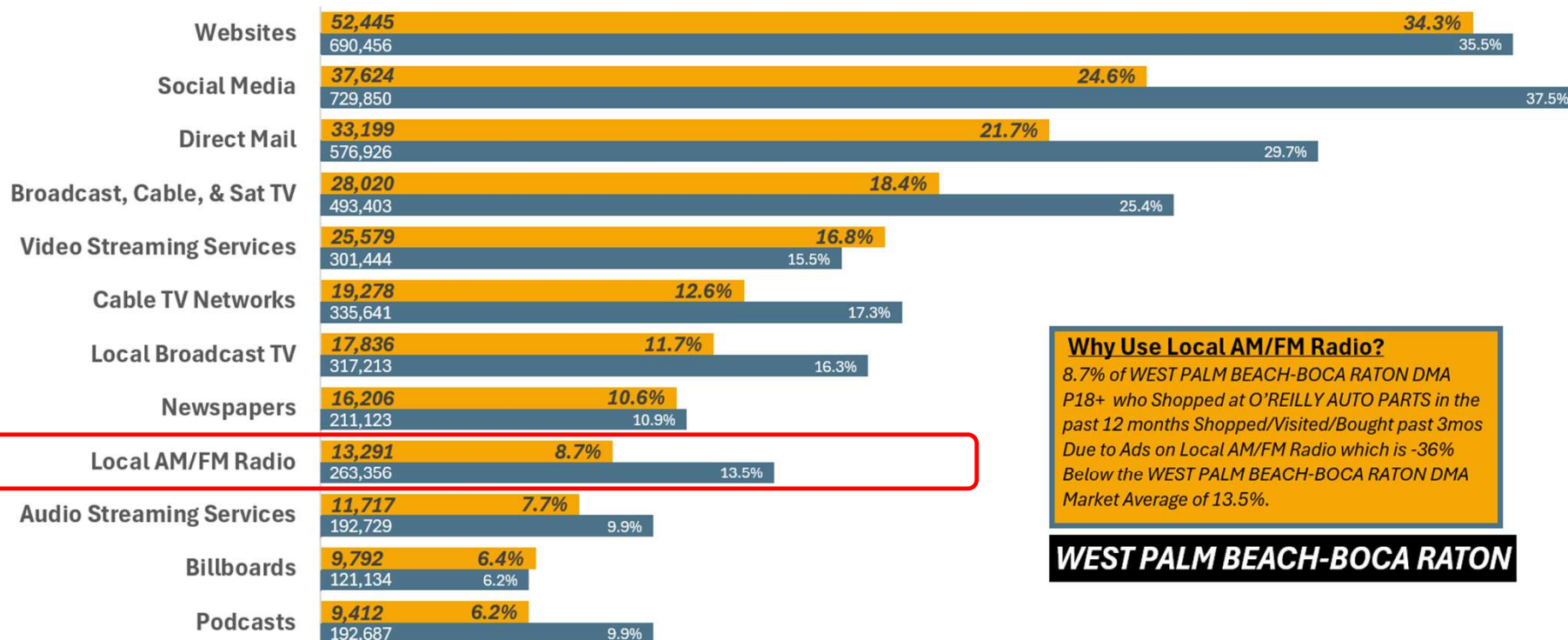
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): O'Reilly Auto Parts



## "Advertising Actions"

**P18+ who Shopped at O'REILLY AUTO PARTS in the past 12 months  
(Shopped/Visited/Bought past 3mos Due to Ads on %)**



### Why Use Local AM/FM Radio?

8.7% of WEST PALM BEACH-BOCA RATON DMA P18+ who Shopped at O'REILLY AUTO PARTS in the past 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -36% Below the WEST PALM BEACH-BOCA RATON DMA Market Average of 13.5%.

**WEST PALM BEACH-BOCA RATON**

■ P18+ who Shopped at O'REILLY AUTO PARTS in the past 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab: 209  
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): O'Reilly Auto Parts