USA –P18+ past 3mos Shoppers of DOLLAR STORES!

Complete Demographic & Media Use Profiles



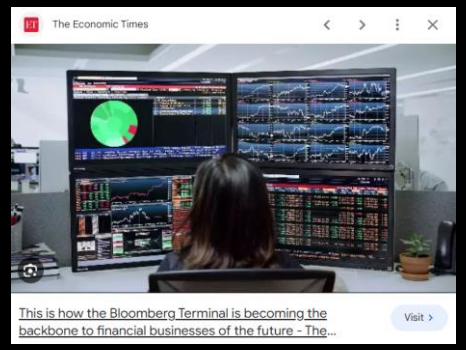
Complete Demographic, Psychographic, and Total Media Usage Profiles of P18+ past 3 months shoppers of DOLLAR GENERAL, DOLLAR TREE, FAMILY DOLLAR, ANY DOLLAR STORE or NOT SHOPPED AT A DOLLAR STORE of April 2024!

DOLLAR GENERAL®

Save time. Save money. **Every day!**®

DOLLAR TREE®

FAMILY DOLLAR®



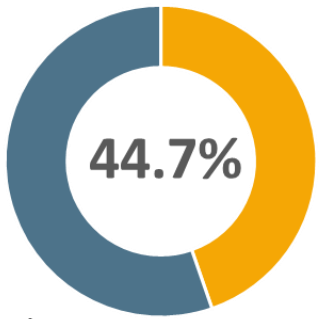
Stores/services shopped past 3 months: Dollar General
Stores/services shopped past 3 months: Dollar Tree
Stores/services shopped past 3 months: Family Dollar
Stores/services shopped past 3 months: Dollar General or Dollar Tree or Family Dollar
NOT Stores/services shopped past 3 months: Dollar General or Dollar Tree or Family Dollar

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

HUBBARD BROADCASTING INC. HB INC.

44.7% or 117,122,219 of USA Adults 18 or older shopped at DOLLAR GENERAL in the past 3mos.
Typical Adults 18 or older who shopped at DOLLAR GENERAL in the past 3mos are 49.7 years old (1.7% older than average) and have a $72,485 (19.2% lower than average) annual household income.

Percent of Market: Adults 18 or older



who shopped at DOLLAR GENERAL in the past 3mos

Remainder of USA Metro

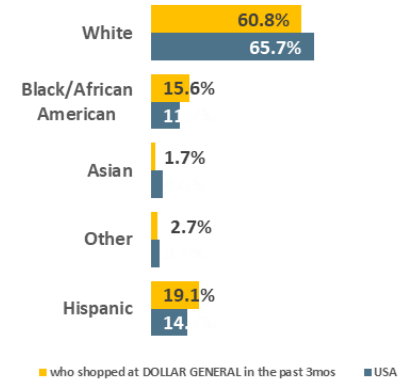
Total Persons:

117,122,219	145,052,281

Gender of Target vs. Market: Adults 18 or older

	Men	Men	Women	Women
%M vs. %F:	42.6%	48.7%	57.4%	51.3%
Average Age:	49.5	48.7	49.9	49.0
# Persons:	49,891,921	127,701,3...	67,230,298	134,473,1...

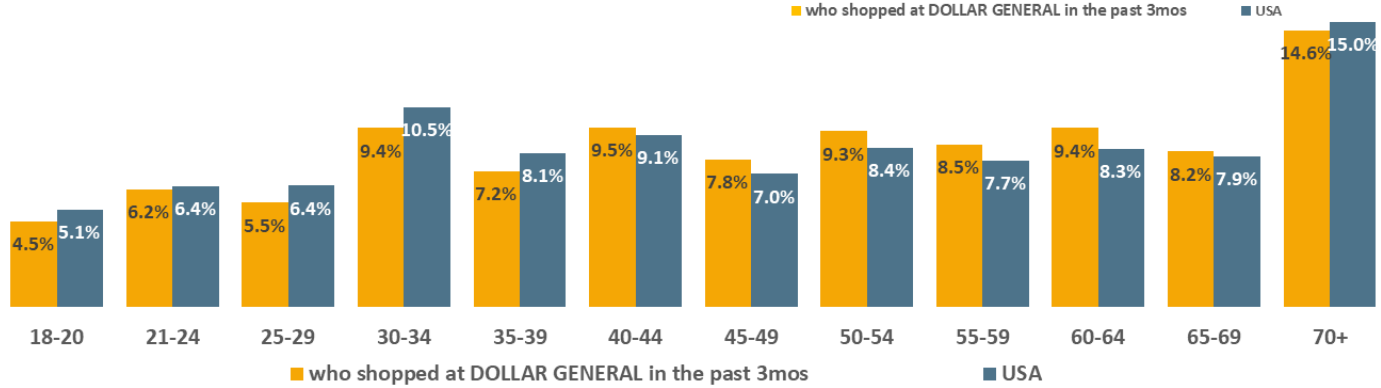
Ethnicity of Target vs. Market:



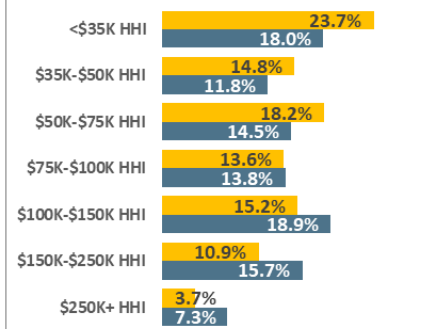
Age Cell Demographics of Target vs. Market:

Average Age:

Adults 18 or older	who shopped at DOLLAR GENERAL in the past 3mos	USA
	49.7	48.8



HHI of Target vs. Market:



Avg HHI:	$72,485	$89,672

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 11,151

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41.1% or 107,690,159 of USA Adults 18 or older shopped at DOLLAR TREE in the past 3mos.
Typical Adults 18 or older who shopped at DOLLAR TREE in the past 3mos are 49.1 years old (.6% older than average) and have a $75,786 (15.5% lower than average) annual household income.

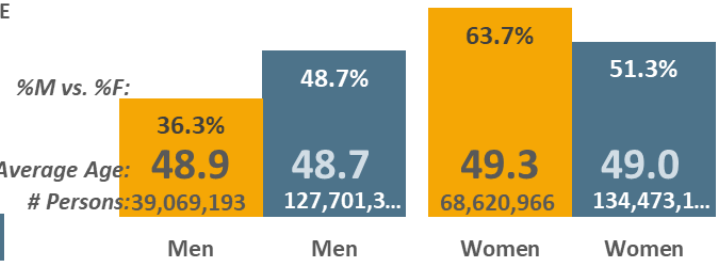
Percent of Market: Adults 18 or older



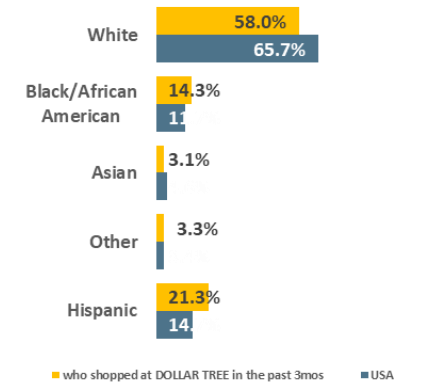
Total Persons:

who shopped at DOLLAR TREE in the past 3mos	Remainder of USA Metro
107,690,159	154,484,341

Gender of Target vs. Market: Adults 18 or older



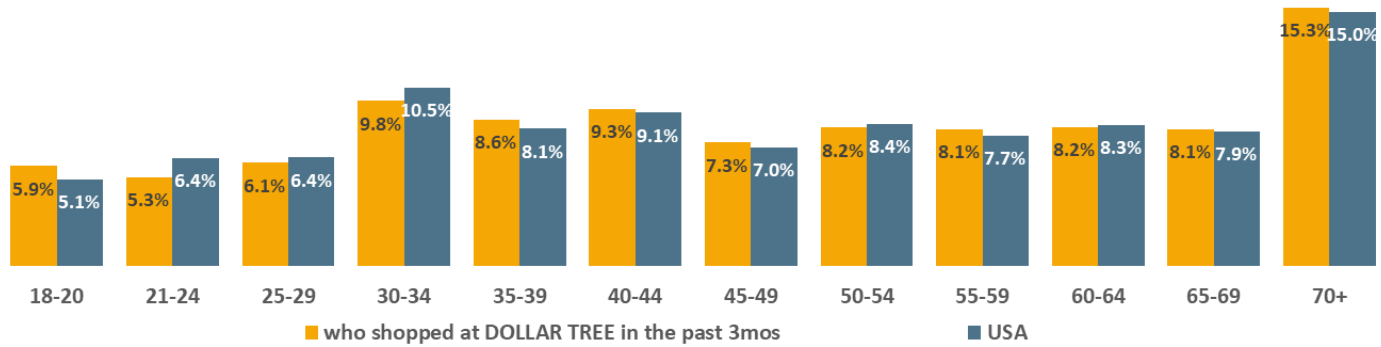
Ethnicity of Target vs. Market:



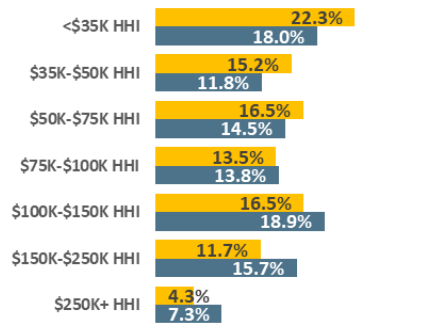
Age Cell Demographics of Target vs. Market:

Average Age:

Adults 18 or older	who shopped at DOLLAR TREE in the past 3mos	USA
	49.1	48.8



HHI of Target vs. Market:



Avg HHI:	$75,786	$89,672

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 11,151

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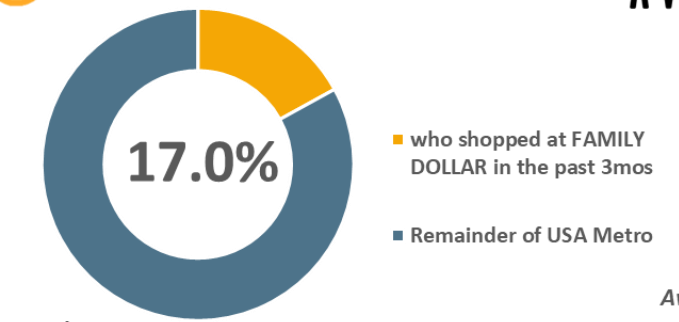
Stores/services shopped past 3 months: Dollar Tree

17.% or 44,592,504 of USA Adults 18 or older shopped at FAMILY DOLLAR in the past 3mos.
Typical Adults 18 or older who shopped at FAMILY DOLLAR in the past 3mos are 48.6 years old (.5% younger than average) and have a $59,980 (33.1% lower than average) annual household income.

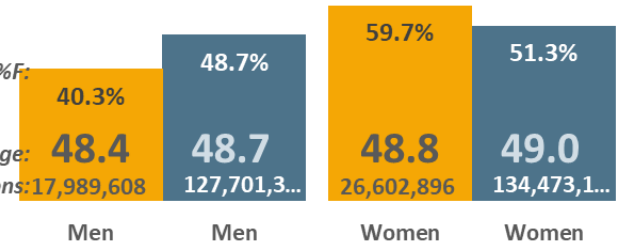
Percent of Market: Adults 18 or older



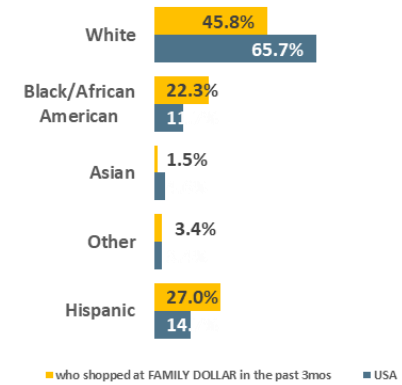
Total Persons:



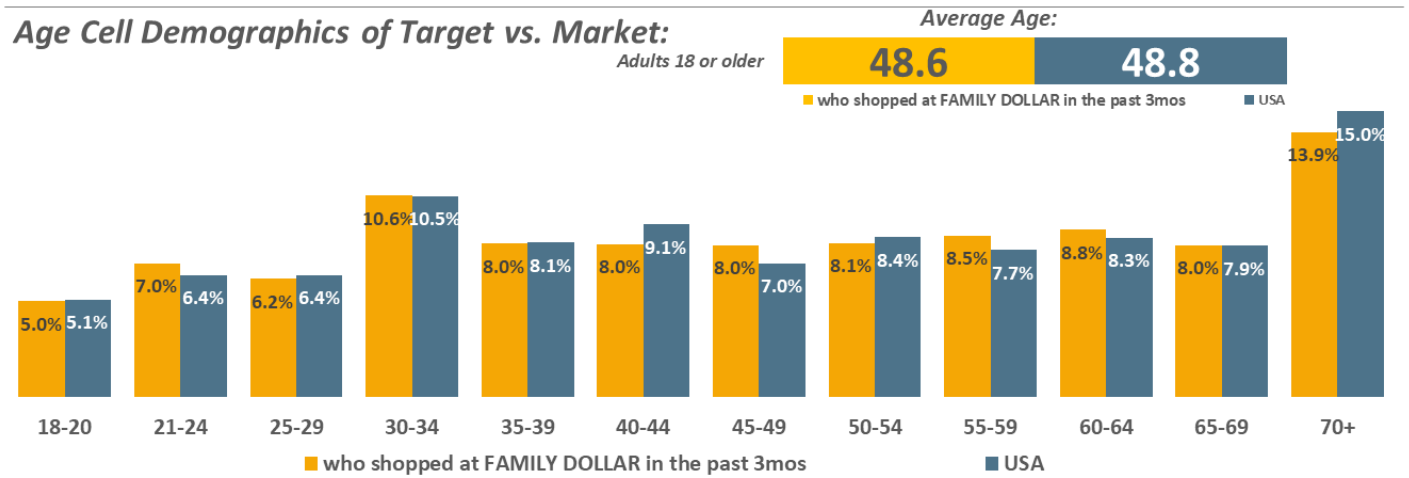
Gender of Target vs. Market: Adults 18 or older



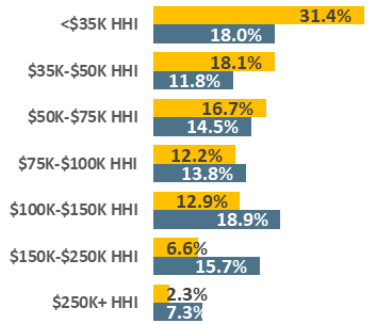
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI:



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Stores/services shopped past 3 months: Family Dollar

ANY DOLLAR GENERAL / DOLLAR TREE / FAMILY DOLLAR

50.2% or 131,727,703 of USA Adults 18 or older shopped at ANY DOLLAR STORE in the past 3mos.
Typical Adults 18 or older who shopped at ANY DOLLAR STORE in the past 3mos are 49.5 years old (1.4% older than average) and have a $75,722 (15.6% lower than average) annual household income.

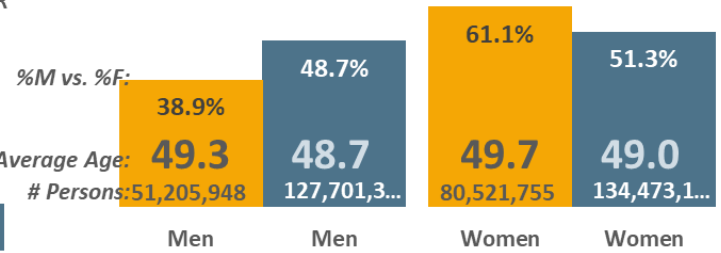
Percent of Market: Adults 18 or older



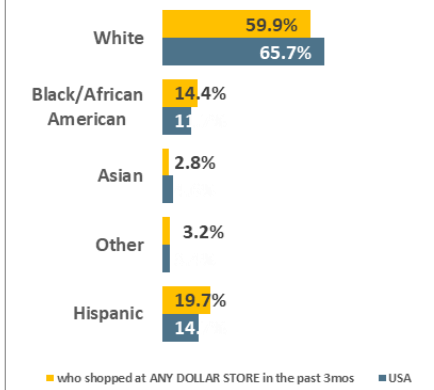
Total Persons:

131,727,703	130,446,797

Gender of Target vs. Market: Adults 18 or older



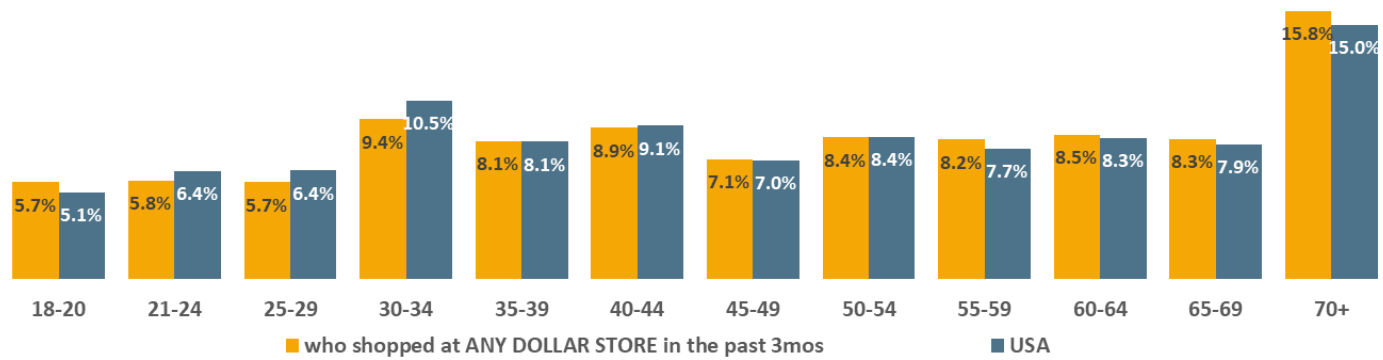
Ethnicity of Target vs. Market:



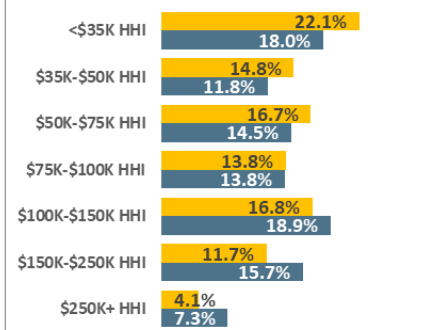
Age Cell Demographics of Target vs. Market:

Average Age:

Adults 18 or older	49.5	48.8
	who shopped at ANY DOLLAR STORE in the past 3mos	USA



HHI of Target vs. Market:



Avg HHI:	$75,722	$89,672

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 11,151

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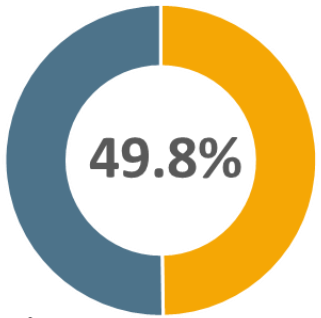
Stores/services shopped past 3 months: Dollar General or Dollar Tree or Family Dollar

NOT DOLLAR GENERAL / DOLLAR TREE / FAMILY DOLLAR

49.8% or 130,446,797 of USA Adults 18 or older did NOT shop at a DOLLAR STORE in the past 3mos.
Typical Adults 18 or older who did NOT shop at a DOLLAR STORE in the past 3mos are 48.2 years old (1.4% younger than average) and have a $103,758 (15.7% higher than average) annual household income.

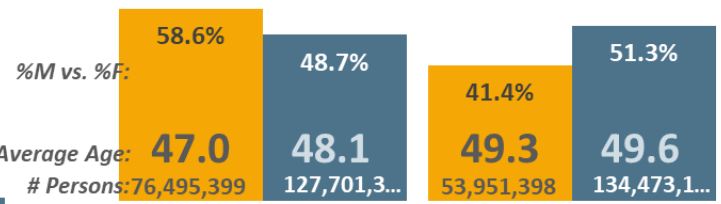
Percent of Market: Adults 18 or older



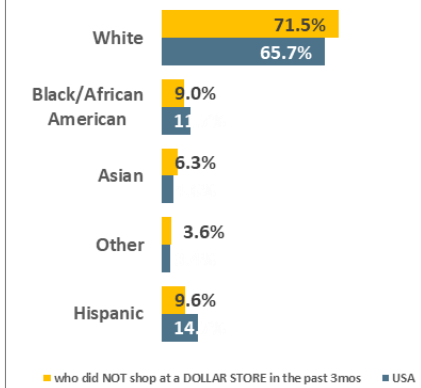
Total Persons:

130,446,797	131,727,703

Gender of Target vs. Market: Adults 18 or older



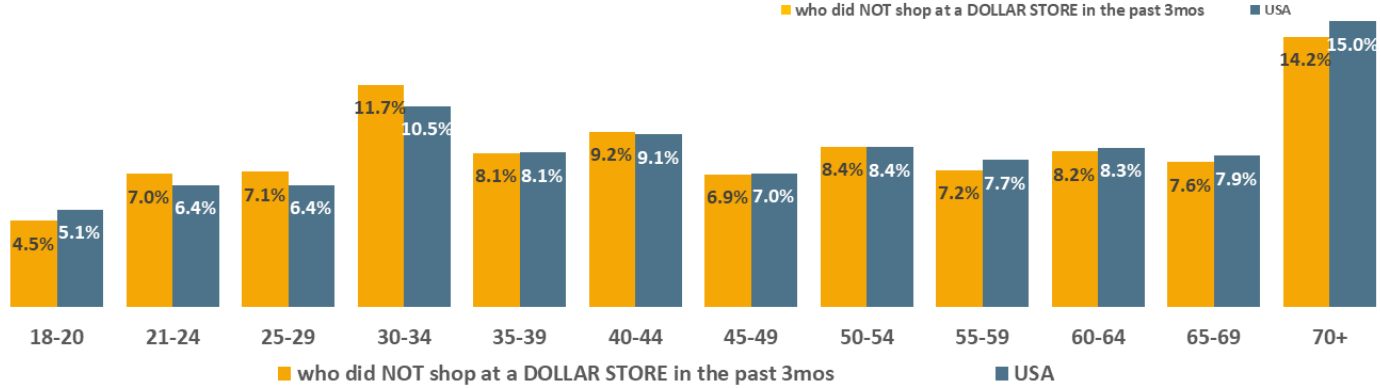
Ethnicity of Target vs. Market:



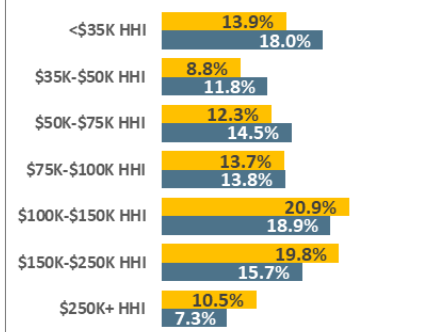
Age Cell Demographics of Target vs. Market:

Average Age:

Adults 18 or older	48.2	48.8
	who did NOT shop at a DOLLAR STORE in the past 3mos	USA



HHI of Target vs. Market:



Avg HHI:

$103,758	$89,672

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 12,182

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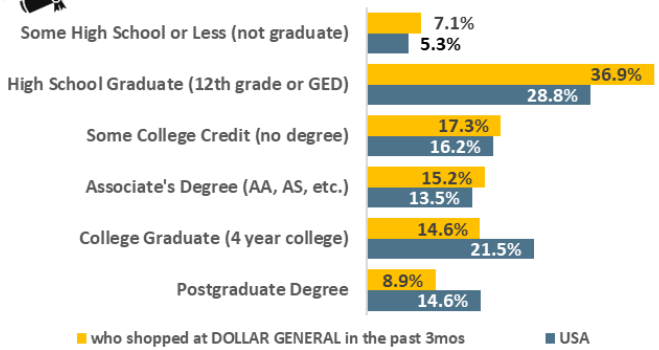
NOT Stores/services shopped past 3 months: Dollar General or Dollar Tree or Family Dollar

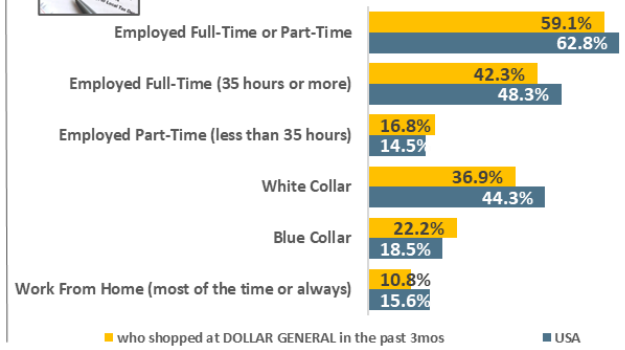
DOLLAR GENERAL

44.7% or 117,122,219 of USA Adults 18 or older shopped at DOLLAR GENERAL in the past 3mos.
Adults 18 or older who shopped at DOLLAR GENERAL in the past 3mos are 34.9% less likely to be a college graduate, 12.4% less likely to work full-time, 2.8% less likely to be married, 11.5% more likely to be a parent of 1 or more children under 18.

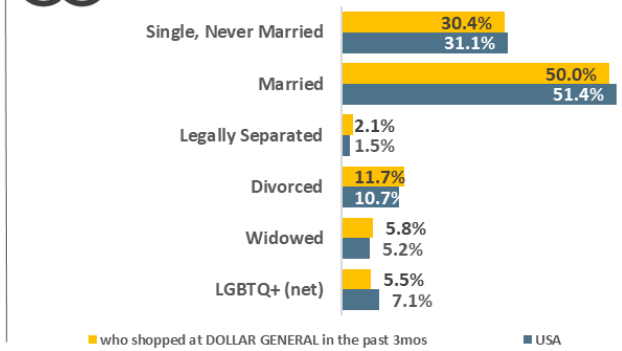
Education Levels: Adults 18 or older



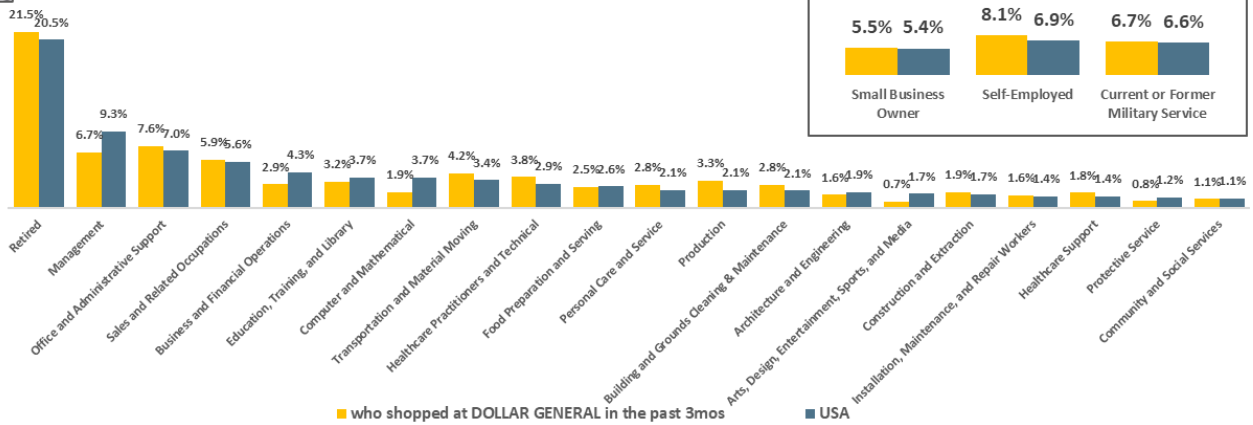
Employment: Adults 18 or older



Marital Status: Adults 18 or older

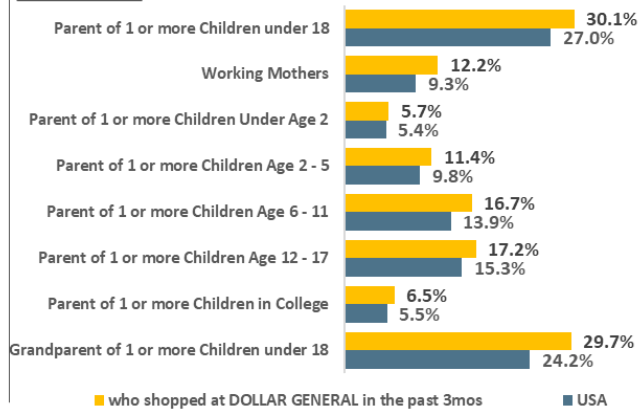


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 11,151

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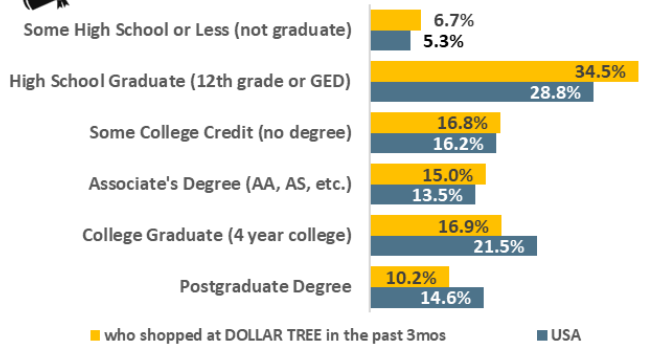
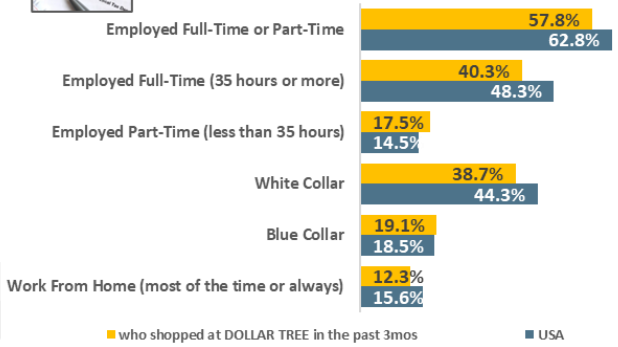
Stores/services shopped past 3 months: Dollar General

41.1% or 107,690,159 of USA Adults 18 or older shopped at DOLLAR TREE in the past 3mos.
Adults 18 or older who shopped at DOLLAR TREE in the past 3mos are 25.% less likely to be a college graduate, 16.6% less likely to work full-time, 3.% less likely to be married, 10.5% more likely to be a parent of 1 or more children under 18.

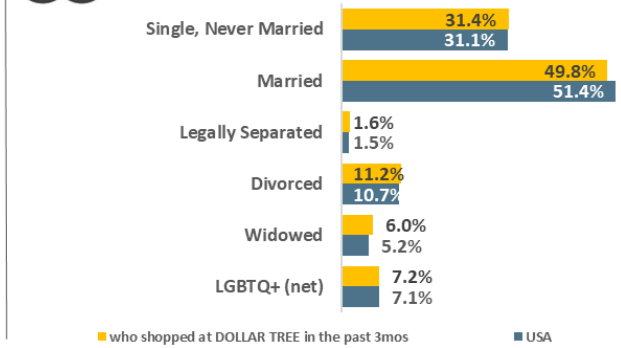
Education Levels: Adults 18 or older



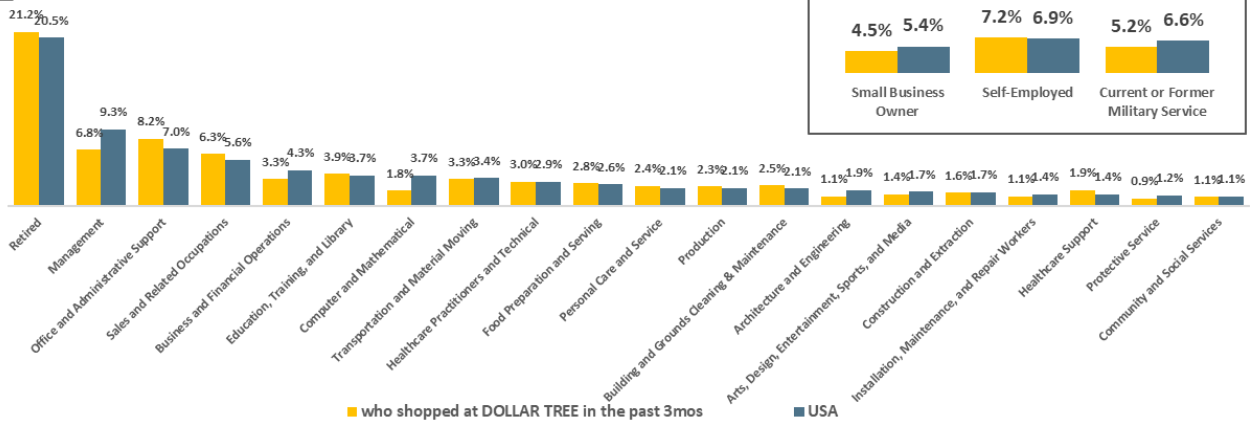
Employment: Adults 18 or older



Marital Status: Adults 18 or older

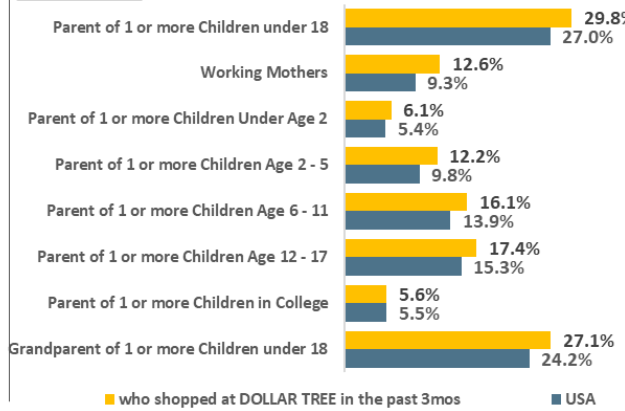


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 11,151

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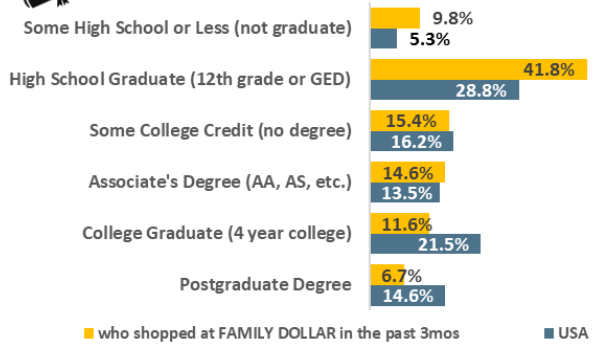
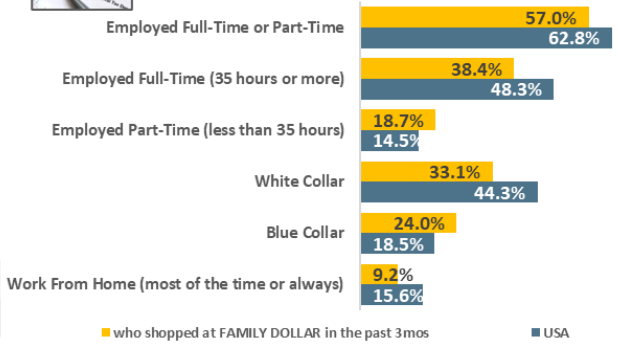
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

17.% or 44,592,504 of USA Adults 18 or older shopped at FAMILY DOLLAR in the past 3mos.
Adults 18 or older who shopped at FAMILY DOLLAR in the past 3mos are 49.3% less likely to be a college graduate, 20.5% less likely to work full-time, 16.6% less likely to be married, 16.6% more likely to be a parent of 1 or more children under 18.

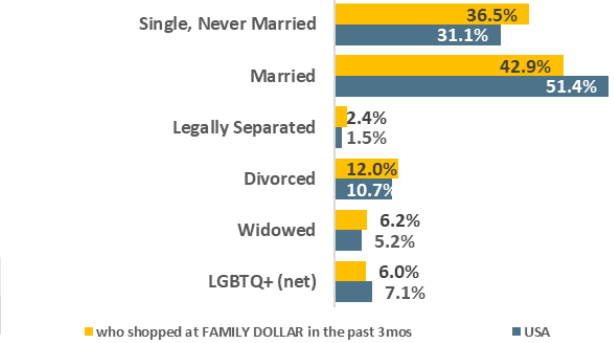
Education Levels: Adults 18 or older



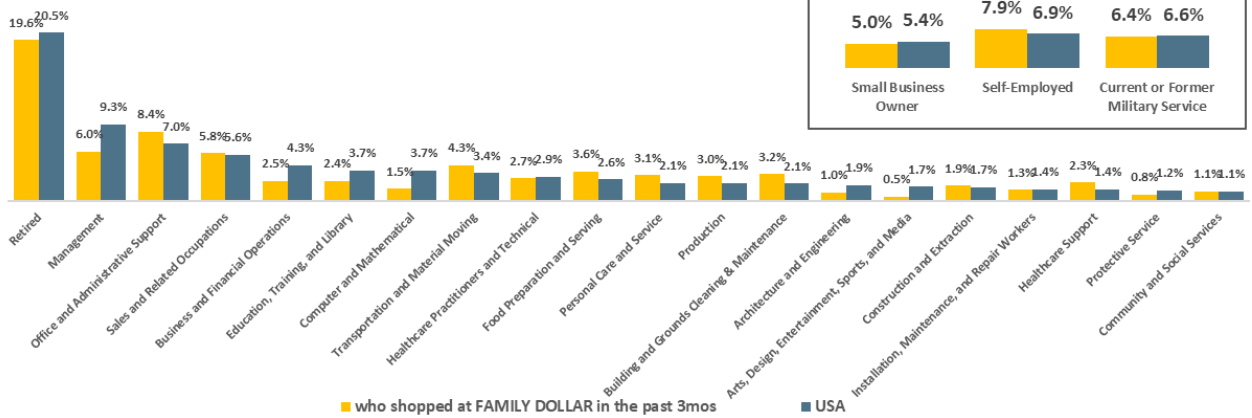
Employment: Adults 18 or older



Marital Status: Adults 18 or older

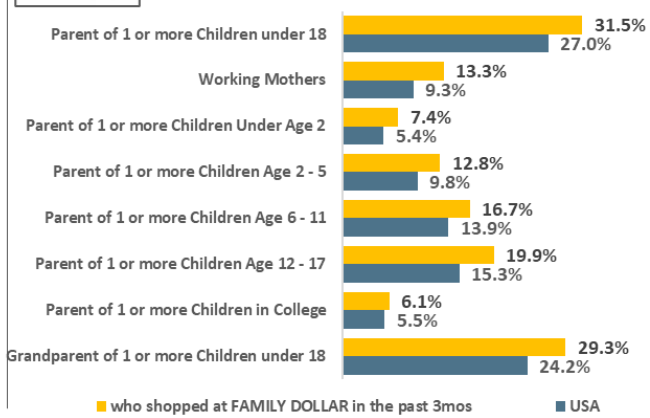


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 11,151

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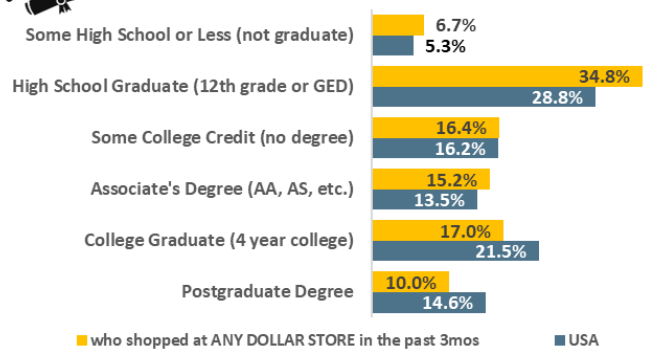
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

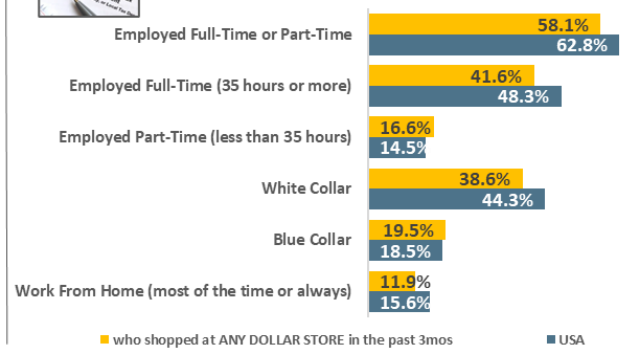
ANY DOLLAR GENERAL / DOLLAR TREE / FAMILY DOLLAR

50.2% or 131,727,703 of USA Adults 18 or older shopped at ANY DOLLAR STORE in the past 3mos.
Adults 18 or older who shopped at ANY DOLLAR STORE in the past 3mos are 25.4% less likely to be a college graduate, 13.9% less likely to work full-time, 2.3% less likely to be married, 7.6% more likely to be a parent of 1 or more children under 18.

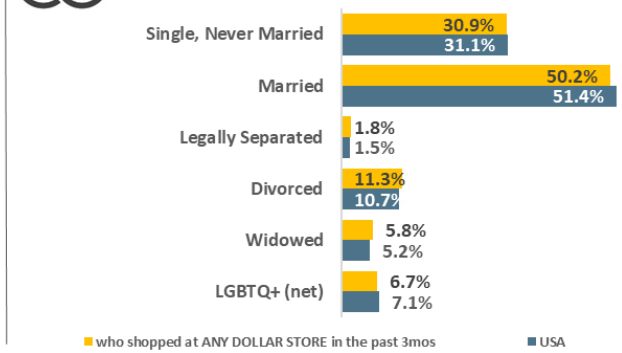
Education Levels: Adults 18 or older



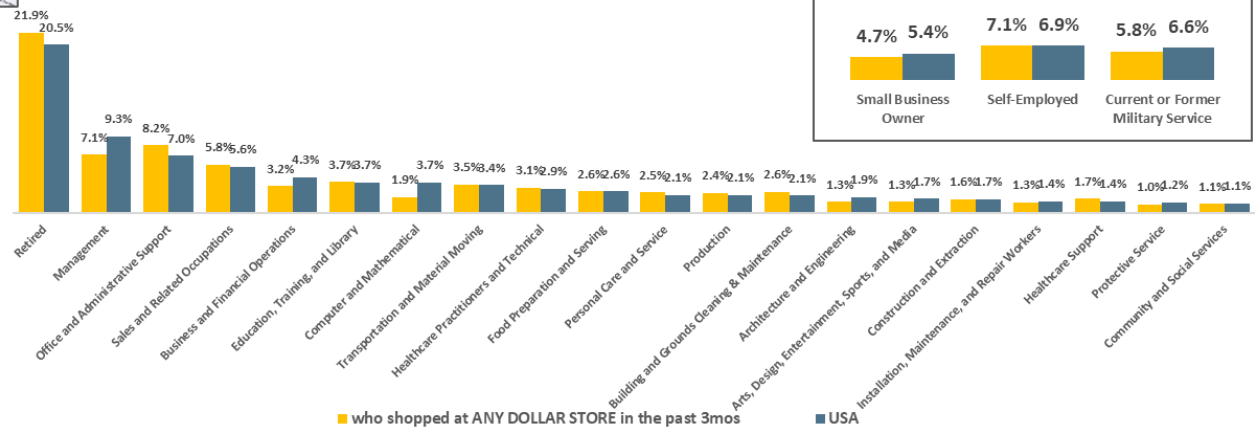
Employment: Adults 18 or older



Marital Status: Adults 18 or older

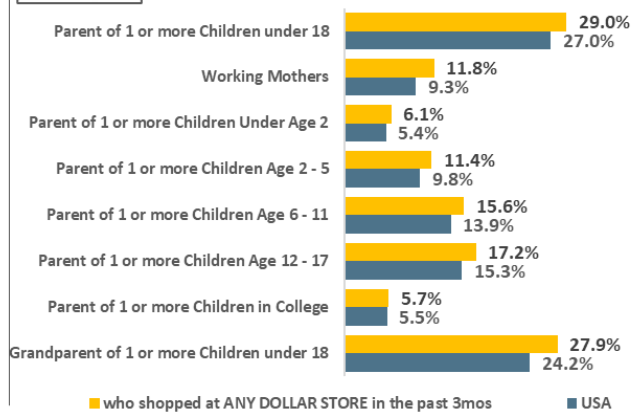


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 11,151

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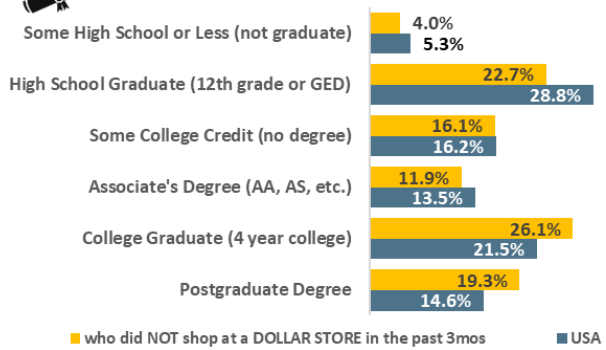
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

Stores/services shopped past 3 months: Dollar General or Dollar Tree or Family Dollar

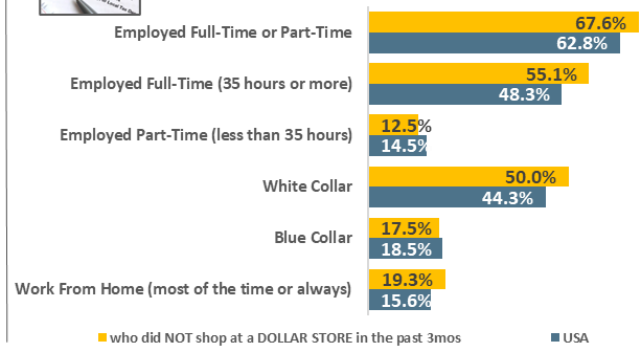
NOT DOLLAR GENERAL DOLLAR TREE FAMILY DOLLAR

49.8% or 130,446,797 of USA Adults 18 or older did NOT shop at a DOLLAR STORE in the past 3mos. Adults 18 or older who did NOT shop at a DOLLAR STORE in the past 3mos are 25.7% more likely to be a college graduate, 14.4% more likely to work full-time, 2.3% more likely to be married, 7.7% less likely to be a parent of 1 or more children under 18.

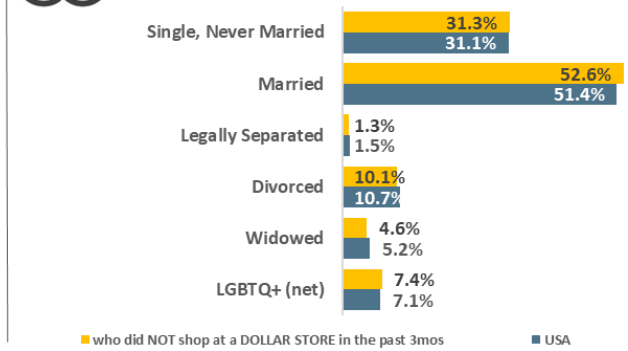
Education Levels: Adults 18 or older



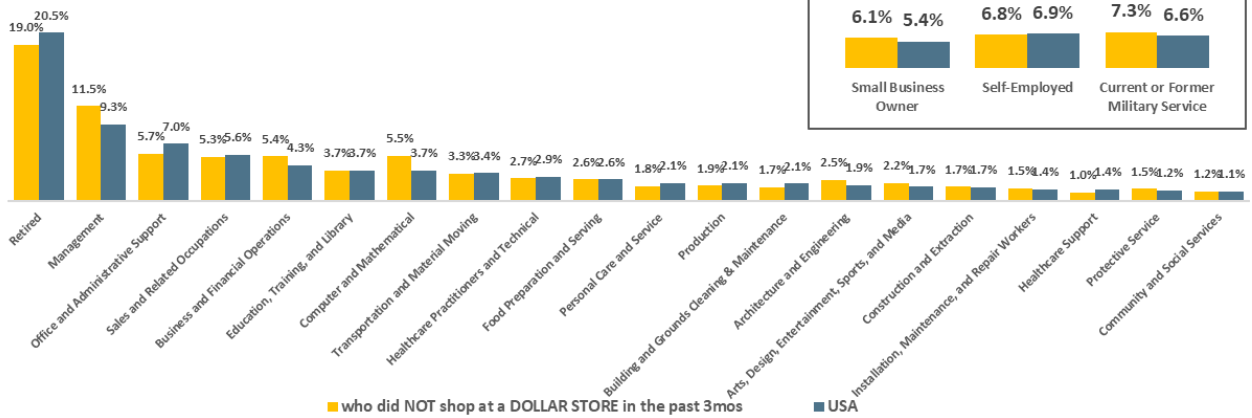
Employment: Adults 18 or older



Marital Status: Adults 18 or older

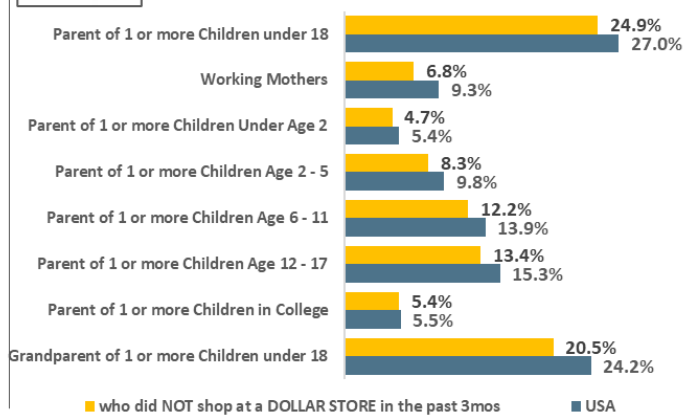


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *12,182*

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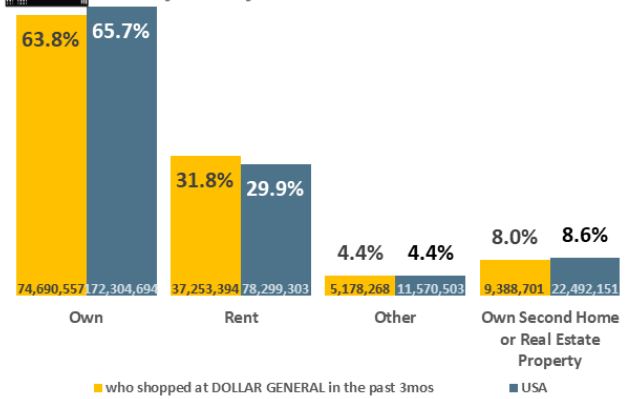
USA Jan23-Feb24 *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *23,333*

NOT Stores/services shopped past 3 months: Dollar General or Dollar Tree or Family Dollar

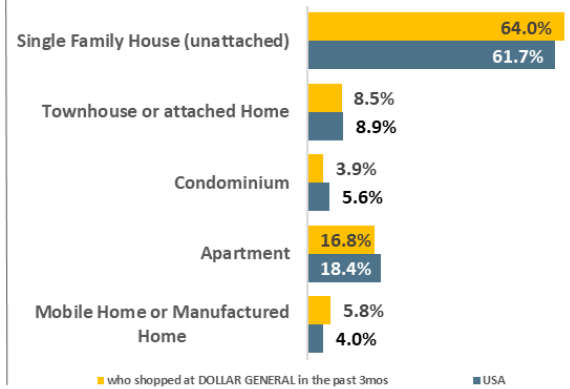
DOLLAR GENERAL

44.7% or 117,122,219 of USA Adults 18 or older shopped at DOLLAR GENERAL in the past 3mos.
Adults 18 or older who shopped at DOLLAR GENERAL in the past 3mos are 3.% less likely to own their home, 26.8% more likely to own a lower valued home, 3.7% more likely to have a single-family home, 12.2% more likely to have a dog.

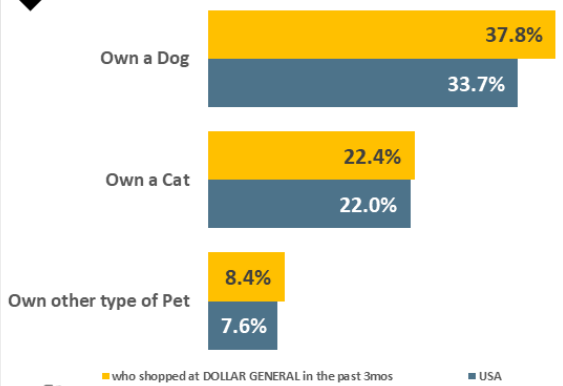
Own/Rent/Other: Adults 18 or older



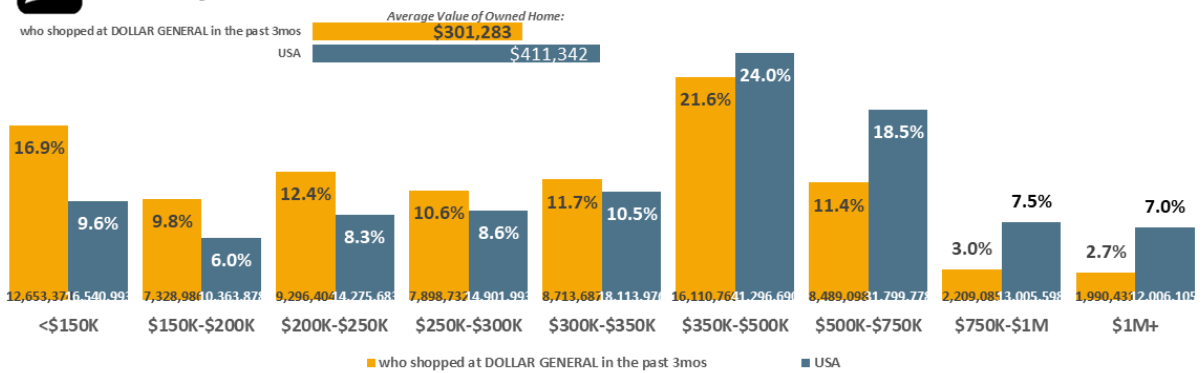
Type of Home: Adults 18 or older



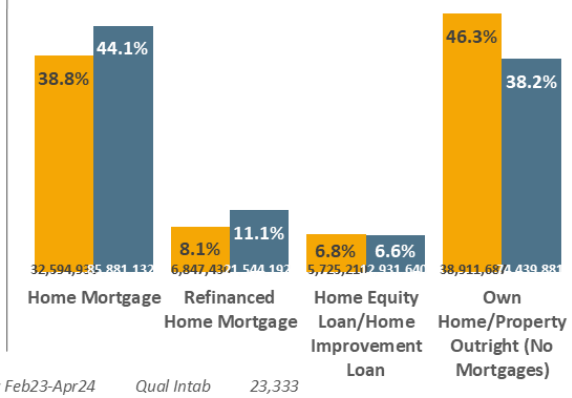
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *11,151*

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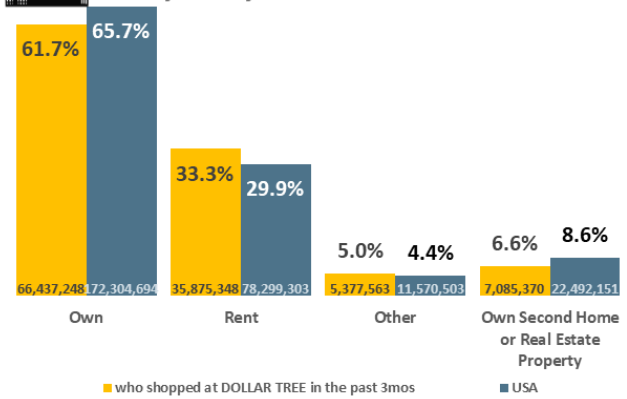
USA Jan23-Feb24 *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *23,333*

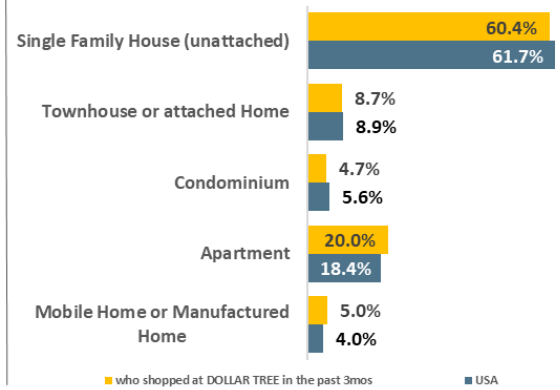
Stores/services shopped past 3 months: Dollar General

41.1% or 107,690,159 of USA Adults 18 or older shopped at DOLLAR TREE in the past 3mos.
Adults 18 or older who shopped at DOLLAR TREE in the past 3mos are 6.1% less likely to own their home, 14.4% more likely to own a lower valued home, 2.2% less likely to have a single-family home, .2% more likely to have a dog.

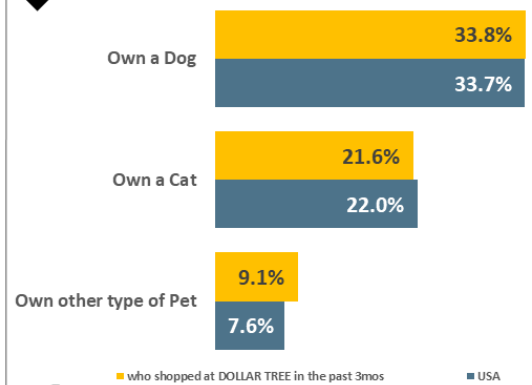
Own/Rent/Other: Adults 18 or older



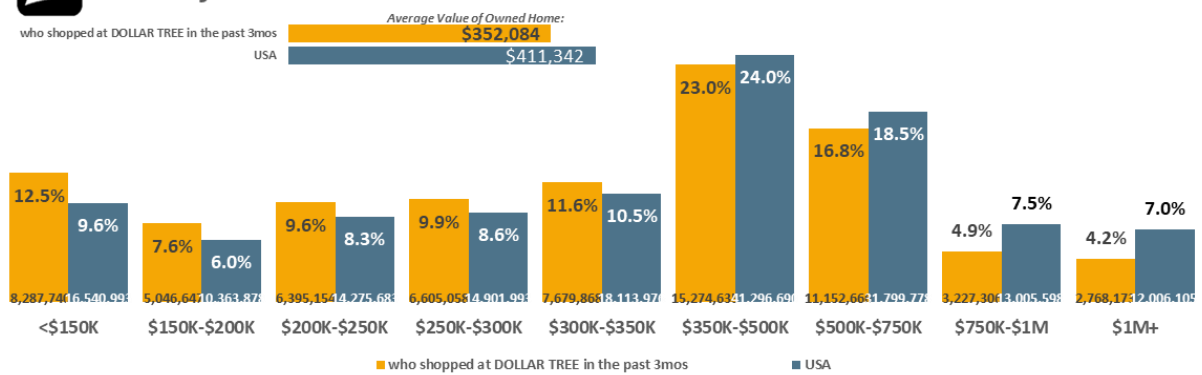
Type of Home: Adults 18 or older



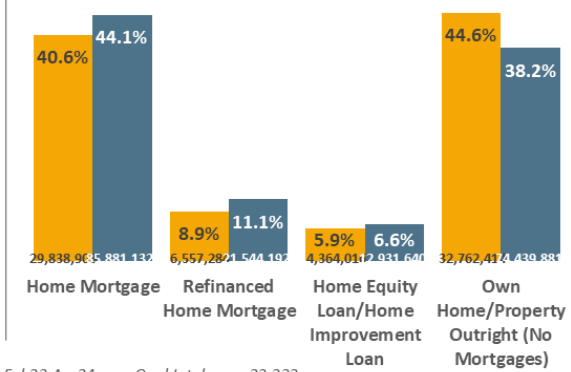
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *11,151*

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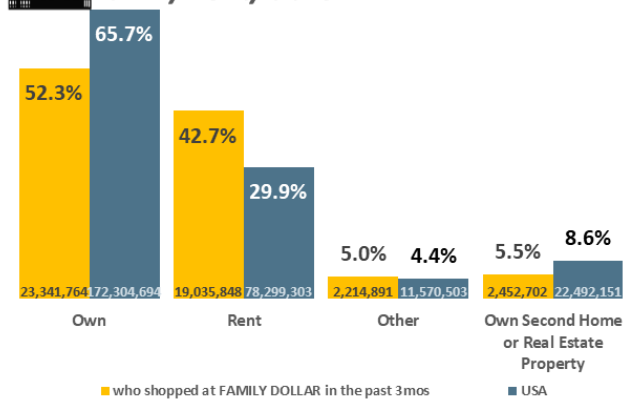
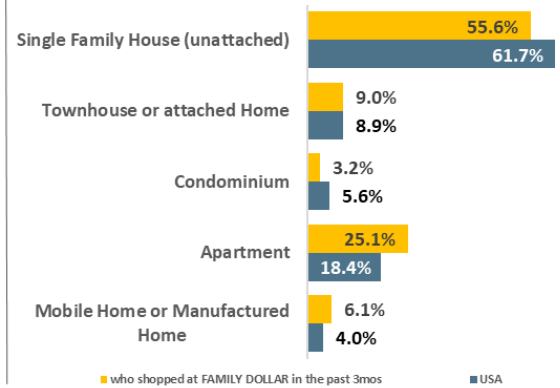
USA Jan23-Feb24 *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *23,333*

17.% or 44,592,504 of USA Adults 18 or older shopped at FAMILY DOLLAR in the past 3mos.
Adults 18 or older who shopped at FAMILY DOLLAR in the past 3mos are 20.4% less likely to own their home, 32.3% more likely to own a lower valued home, 9.9% less likely to have a single-family home, .3% less likely to have a dog.

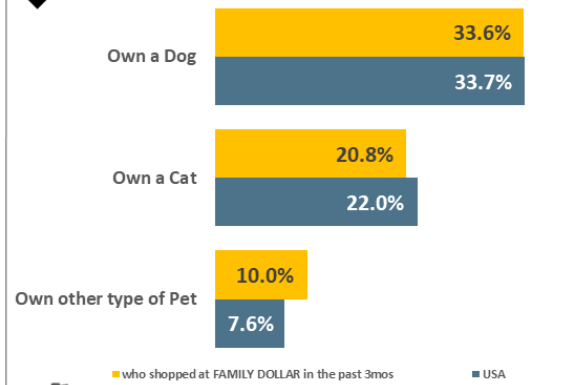
Own/Rent/Other: Adults 18 or older



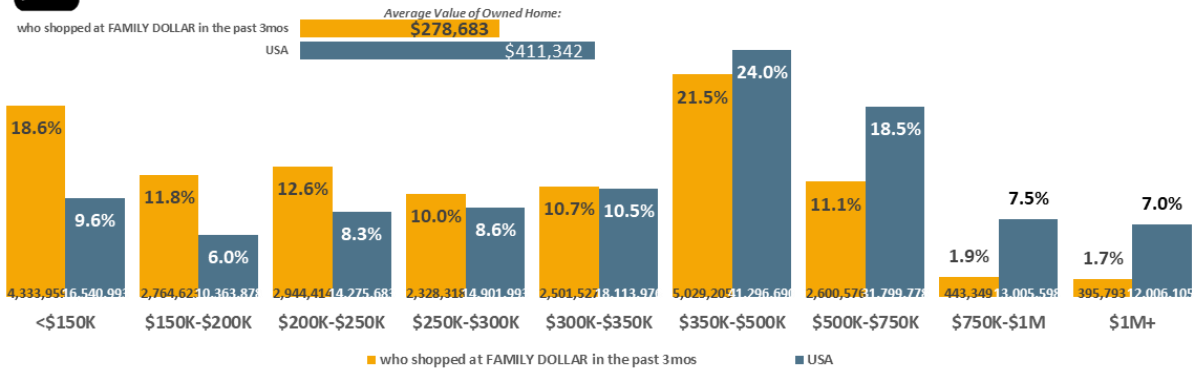
Type of Home: Adults 18 or older



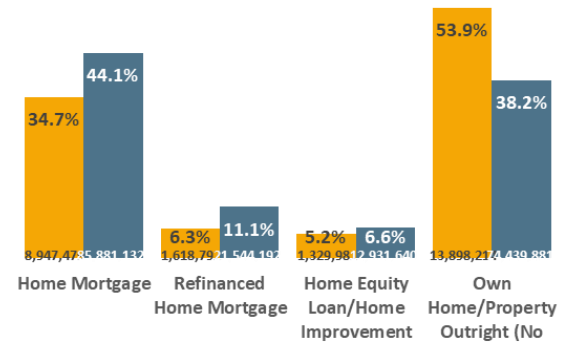
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *11,151*

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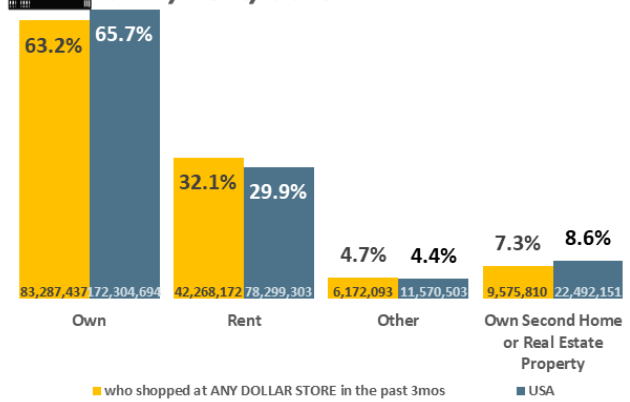
USA Jan23-Feb24 *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *23,333*

Stores/services shopped past 3 months: Family Dollar

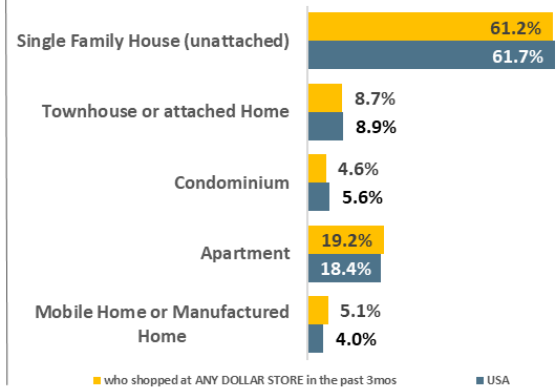
ANY DOLLAR GENERAL / DOLLAR TREE / FAMILY DOLLAR

50.2% or 131,727,703 of USA Adults 18 or older shopped at ANY DOLLAR STORE in the past 3mos. Adults 18 or older who shopped at ANY DOLLAR STORE in the past 3mos are 3.8% less likely to own their home, 16.6% more likely to own a lower valued home, .8% less likely to have a single-family home, 1.8% more likely to have a dog.

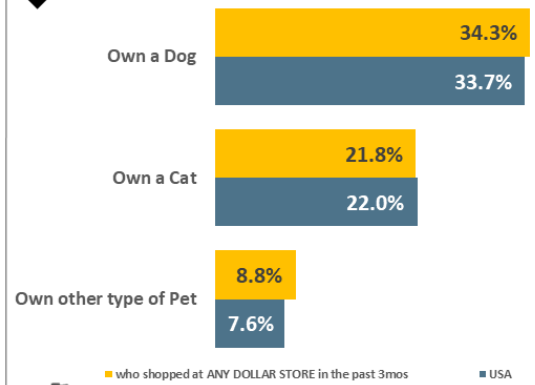
Own/Rent/Other: Adults 18 or older



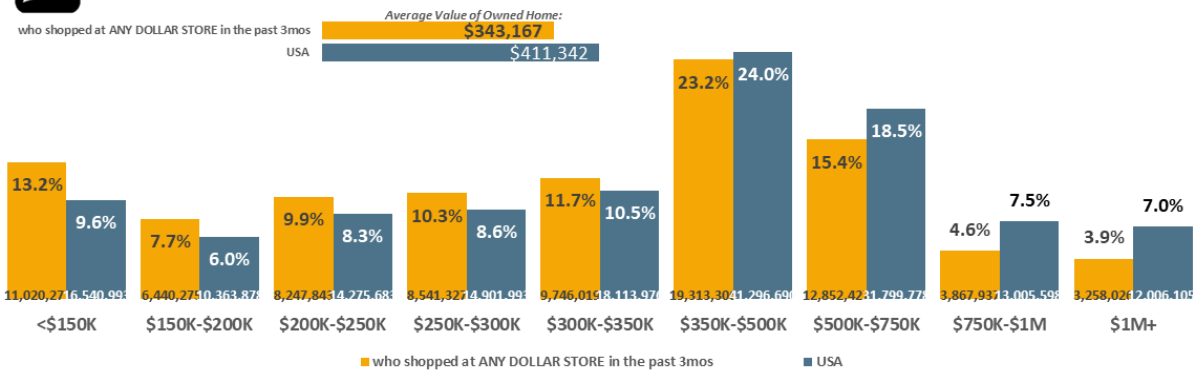
Type of Home: Adults 18 or older



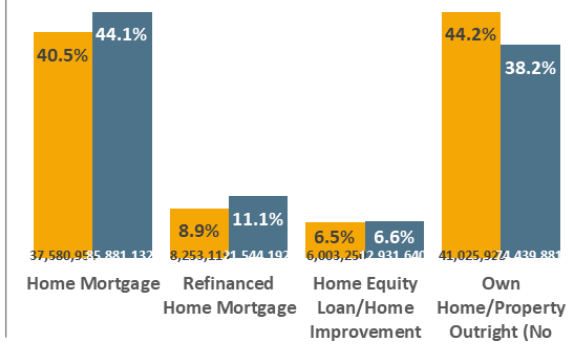
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *11,151*

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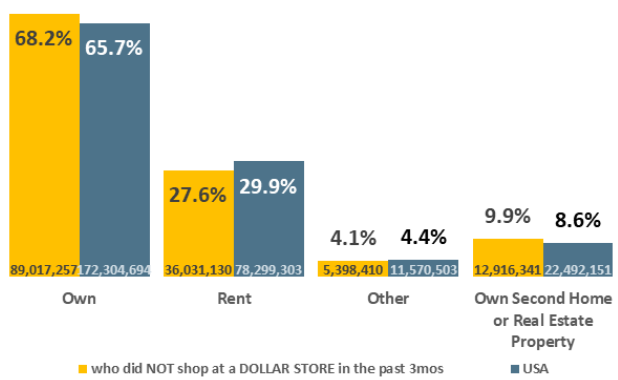
USA Jan23-Feb24 *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *23,333*

Stores/services shopped past 3 months: Dollar General or Dollar Tree or Family Dollar

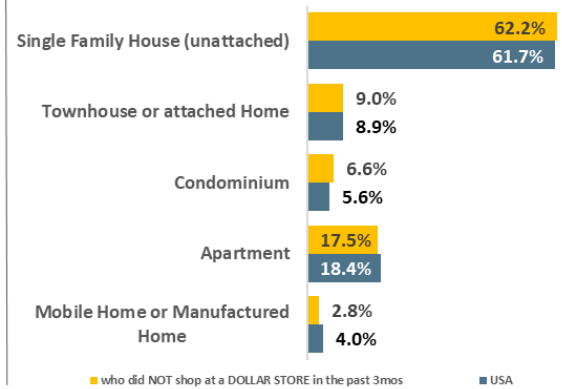
NOT DOLLAR GENERAL / DOLLAR TREE / FAMILY DOLLAR

49.8% or 130,446,797 of USA Adults 18 or older did NOT shop at a DOLLAR STORE in the past 3mos. Adults 18 or older who did NOT shop at a DOLLAR STORE in the past 3mos are 3.8% more likely to own their home, 15.5% more likely to own a higher valued home, .8% more likely to have a single-family home, 1.8% less likely to have a dog.

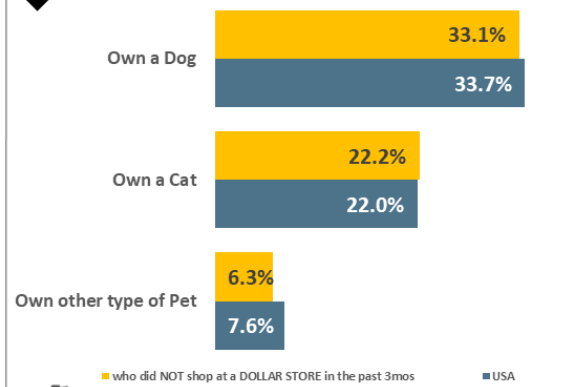
Own/Rent/Other: Adults 18 or older



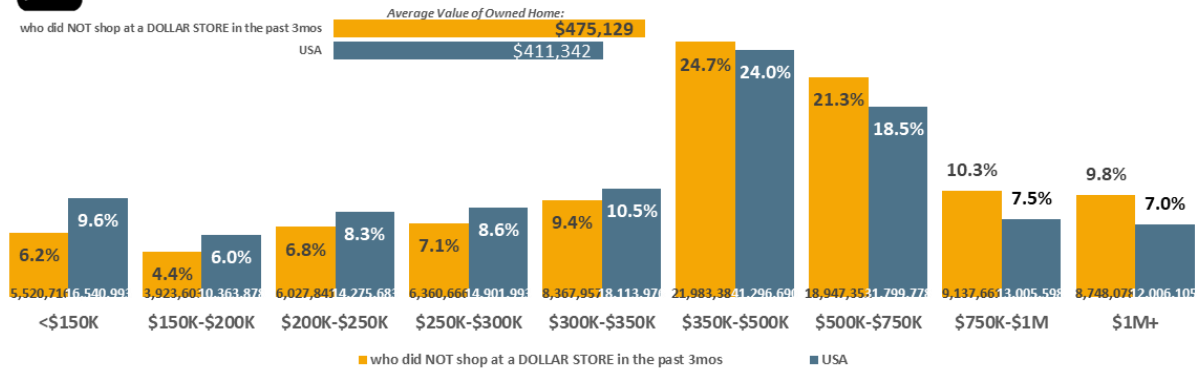
Type of Home: Adults 18 or older



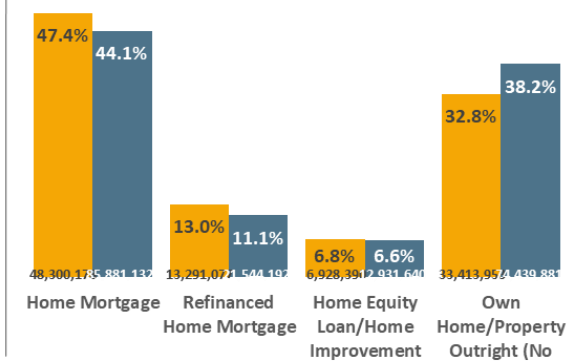
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *12,182*

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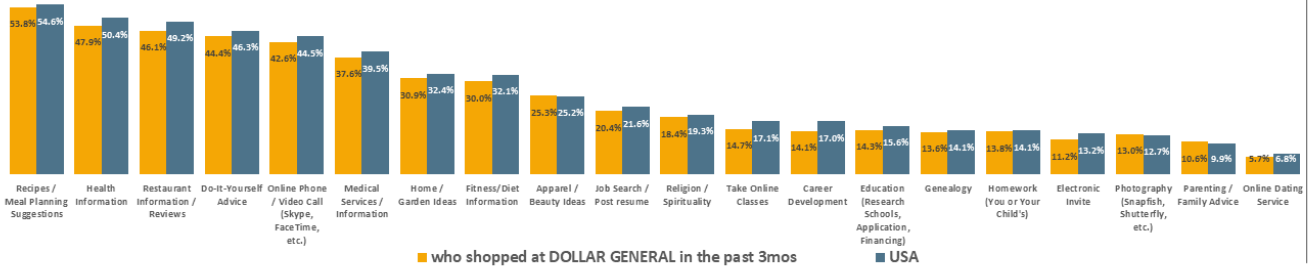
USA Jan23-Feb24 *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *23,333*

NOT Stores/services shopped past 3 months: Dollar General or Dollar Tree or Family Dollar

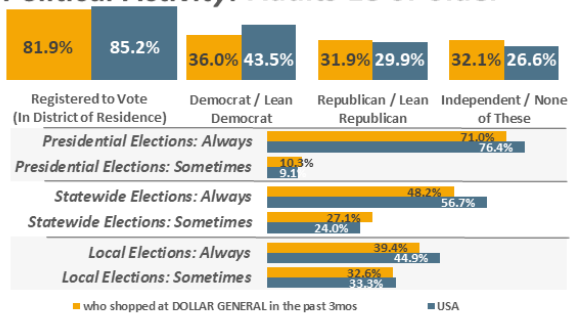
DOLLAR GENERAL

44.7% or 117,122,219 of USA Adults 18 or older shopped at DOLLAR GENERAL in the past 3mos.
Adults 18 or older who shopped at DOLLAR GENERAL in the past 3mos are 4.1% less likely to look up D-I-Y advice online, 12.1% less likely to always vote in local elections, 12.5% less likely to belong to a gym, 17.3% less likely to fly domestic past yr.

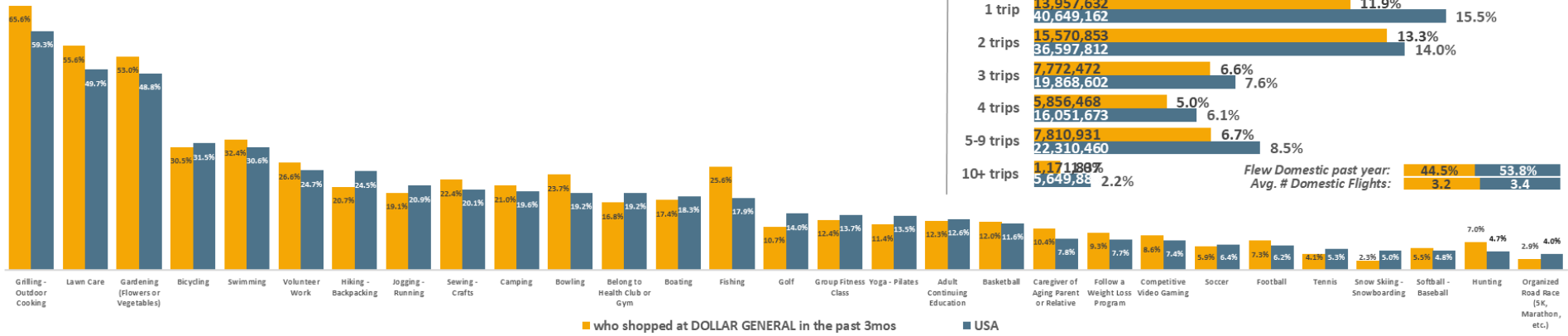
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 11,151

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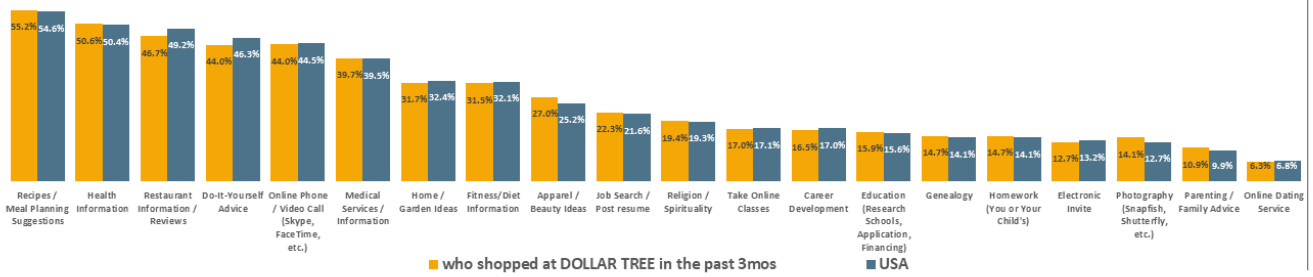
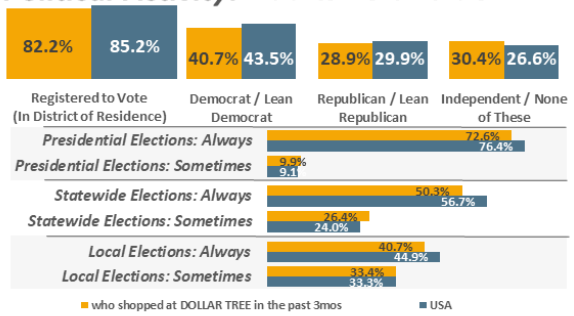
Stores/services shopped past 3 months: Dollar General

41.1% or 107,690,159 of USA Adults 18 or older shopped at DOLLAR TREE in the past 3mos.
Adults 18 or older who shopped at DOLLAR TREE in the past 3mos are 5.% less likely to look up D-I-Y advice online, 9.2% less likely to always vote in local elections, 2.7% less likely to belong to a gym, 8.1% less likely to fly domestic past yr.

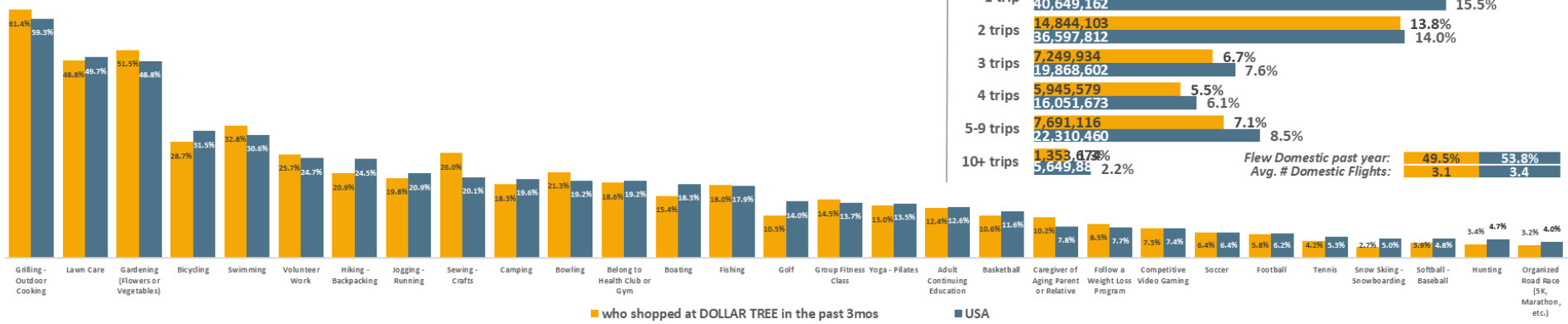
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 11,151

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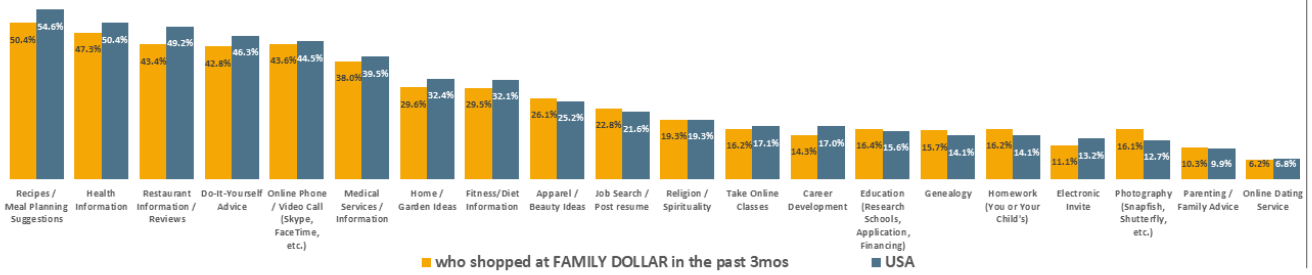
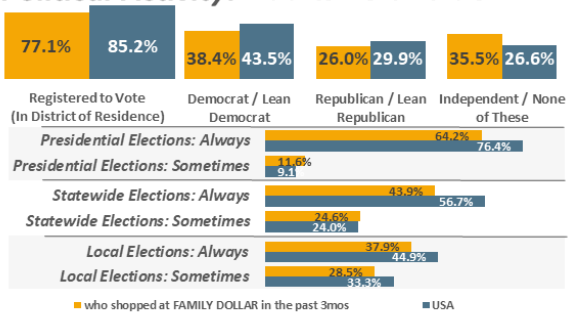
Stores/services shopped past 3 months: Dollar Tree

17.7% or 44,592,504 of USA Adults 18 or older shopped at FAMILY DOLLAR in the past 3mos.
Adults 18 or older who shopped at FAMILY DOLLAR in the past 3mos are 7.6% less likely to look up D-I-Y advice online, 15.6% less likely to always vote in local elections, 15.4% less likely to belong to a gym, 23.7% less likely to fly domestic past yr.

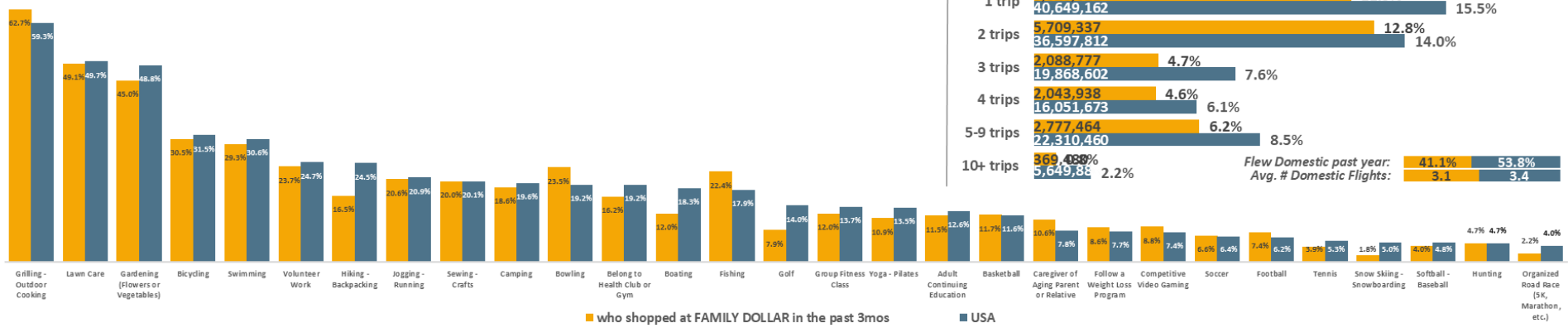
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 11,151

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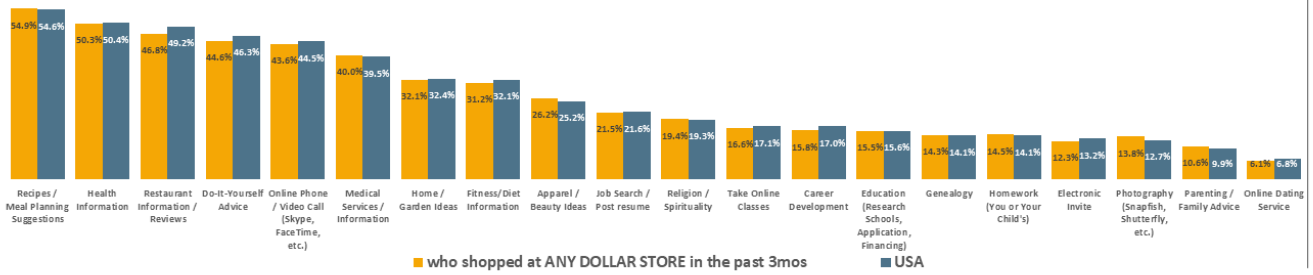
Stores/services shopped past 3 months: Family Dollar

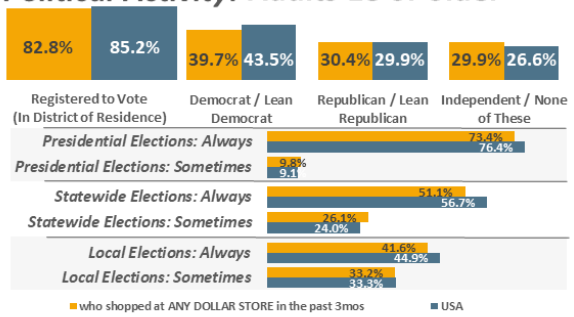
ANY DOLLAR GENERAL DOLLAR TREE FAMILY DOLLAR

50.2% or 131,727,703 of USA Adults 18 or older shopped at ANY DOLLAR STORE in the past 3mos. Adults 18 or older who shopped at ANY DOLLAR STORE in the past 3mos are 3.7% less likely to look up D-I-Y advice online, 7.2% less likely to always vote in local elections, 6.6% less likely to belong to a gym, 8.9% less likely to fly domestic past yr.

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



Political Activity: Adults 18 or older



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



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

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 11,151

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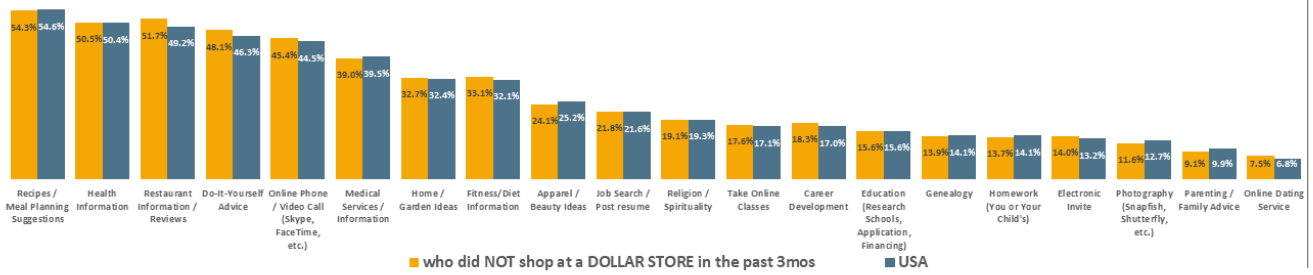
Stores/services shopped past 3 months: Dollar General or Dollar Tree or Family Dollar

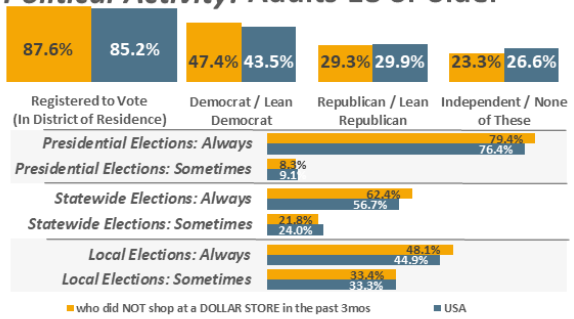
NOT DOLLAR GENERAL DOLLAR TREE FAMILY DOLLAR

49.8% or 130,446,797 of USA Adults 18 or older did NOT shop at a DOLLAR STORE in the past 3mos. Adults 18 or older who did NOT shop at a DOLLAR STORE in the past 3mos are 3.8% more likely to look up D-I-Y advice online, 7.3% more likely to always vote in local elections, 6.7% more likely to belong to a gym, 9.9% more likely to fly domestic past yr.

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



Political Activity: Adults 18 or older



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



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

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 12,182

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NOT Stores/services shopped past 3 months: Dollar General or Dollar Tree or Family Dollar

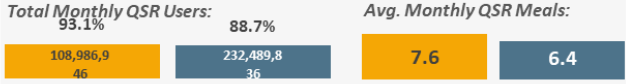
DOLLAR GENERAL

44.7% or 117,122,219 of USA Adults 18 or older shopped at DOLLAR GENERAL in the past 3mos. Adults 18 or older who shopped at DOLLAR GENERAL in the past 3mos are 4.9% more likely to use QSRs past mo., 4.% more likely to use Sit-Down Restaurants past mo., 17.9% more likely to use Casinos past yr., 58.7% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:

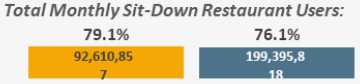


Avg. Monthly QSR Meals:

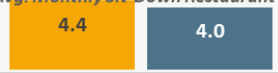
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:

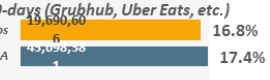


Top-10 Cuisines: Adults 18 or older

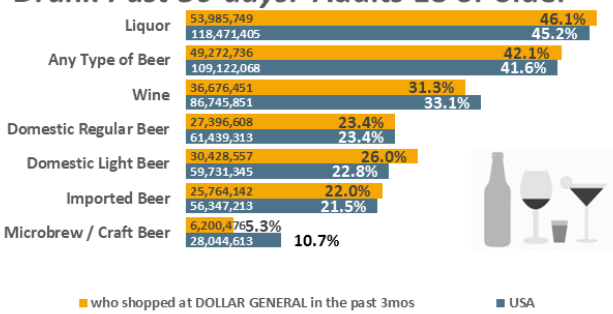
(Sit-Down Restaurants Used Past 30-days)



Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

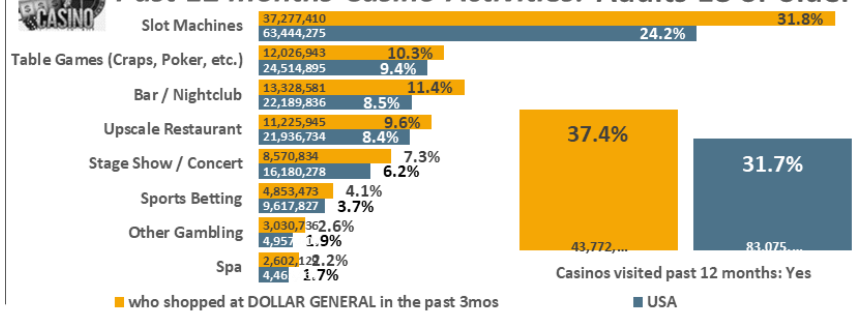


Drank Past 30-days: Adults 18 or older



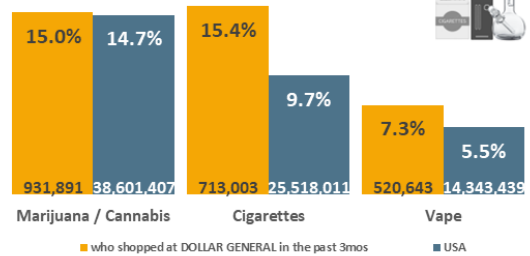
Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older





USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 11,151

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41.1% or 107,690,159 of USA Adults 18 or older shopped at DOLLAR TREE in the past 3mos.
Adults 18 or older who shopped at DOLLAR TREE in the past 3mos are 3.% more likely to use QSRs past mo., 1.2% more likely to use Sit-Down Restaurants past mo., 10.6% more likely to use Casinos past yr., 17.3% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 91.3% 98,328,507 | 88.7% 232,489,836

Avg. Monthly QSR Meals: 7.1 | 6.4

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



Total Monthly Sit-Down Restaurant Users: 77.0% 82,881,658 | 76.1% 199,395,818

Avg. Monthly Sit-Down Restaurant Meals: 4.2 | 4.0

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 DOLLAR TREE in the past 3mos 17.2%

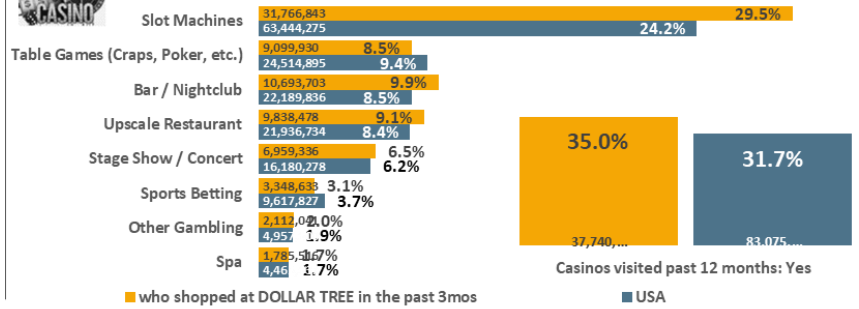
USA 17.4%

Drank Past 30-days: Adults 18 or older



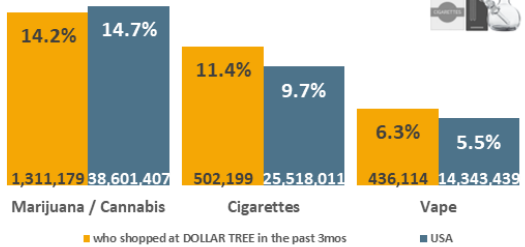
Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older





USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *11,151*

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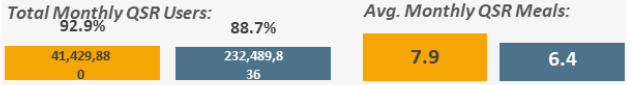
17.% or 44,592,504 of USA Adults 18 or older shopped at FAMILY DOLLAR in the past 3mos.
Adults 18 or older who shopped at FAMILY DOLLAR in the past 3mos are 4.8% more likely to use QSRs past mo., .5% less likely to use Sit-Down Restaurants past mo., 30.3% more likely to use Casinos past yr., 86.6% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:

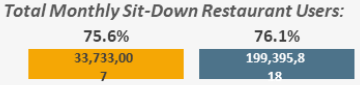


Avg. Monthly QSR Meals:

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



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

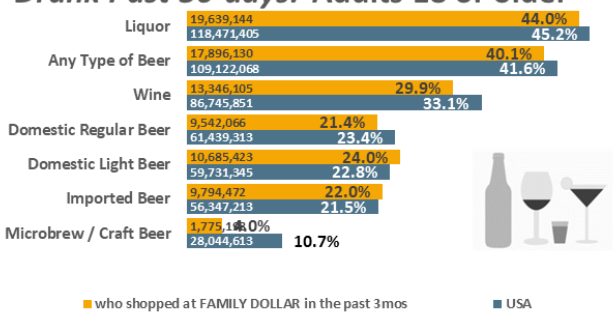
(Sit-Down Restaurants Used Past 30-days)



Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

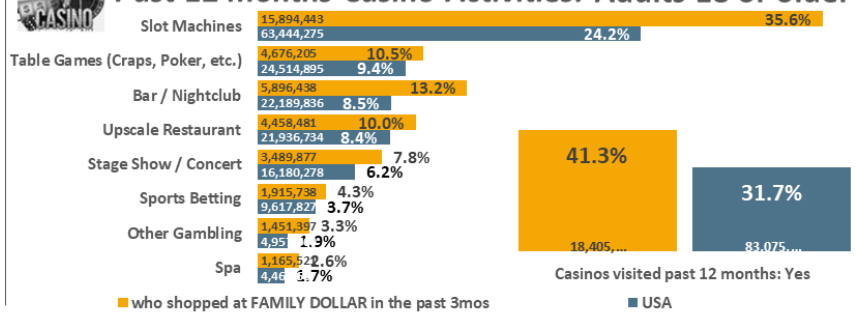


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 11,151

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Stores/services shopped past 3 months: Family Dollar

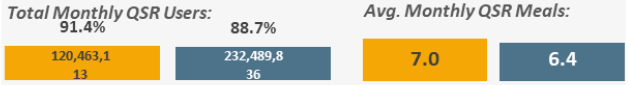
ANY DOLLAR GENERAL / DOLLAR TREE / FAMILY DOLLAR

50.2% or 131,727,703 of USA Adults 18 or older shopped at ANY DOLLAR STORE in the past 3mos.
Adults 18 or older who shopped at ANY DOLLAR STORE in the past 3mos are 3.1% more likely to use QSRs past mo., 1.1% more likely to use Sit-Down Restaurants past mo., 10.7% more likely to use Casinos past yr., 23.5% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:

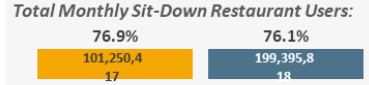


Avg. Monthly QSR Meals:

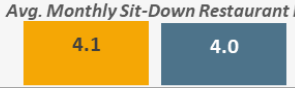
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:

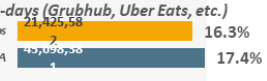


Top-10 Cuisines: Adults 18 or older

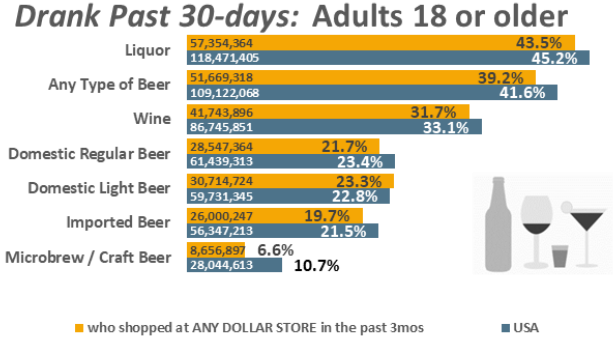
(Sit-Down Restaurants Used Past 30-days)



Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

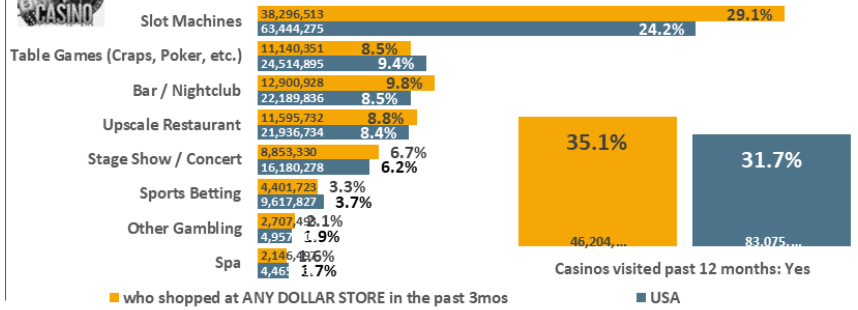


Drank Past 30-days: Adults 18 or older



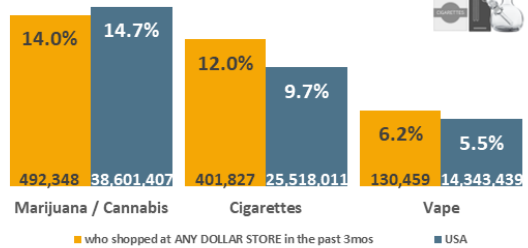
Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older





USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 11,151

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Stores/services shopped past 3 months: Dollar General or Dollar Tree or Family Dollar

NOT DOLLAR GENERAL DOLLAR TREE FAMILY DOLLAR

49.8% or 130,446,797 of USA Adults 18 or older did NOT shop at a DOLLAR STORE in the past 3mos. Adults 18 or older who did NOT shop at a DOLLAR STORE in the past 3mos are 3.2% less likely to use QSRs past mo., 1.1% less likely to use Sit-Down Restaurants past mo., 10.8% less likely to use Casinos past yr., 23.8% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older

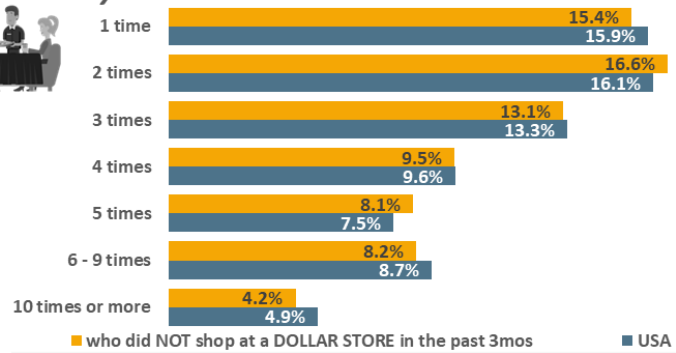


Total Monthly QSR Users: 85.9% 112,026,722 | 88.7% 232,489,836

Avg. Monthly QSR Meals: 5.8 | 6.4

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





Total Monthly Sit-Down Restaurant Users: 75.2% 98,145,400 | 76.1% 199,395,818

Avg. Monthly Sit-Down Restaurant Meals: 3.9 | 4.0

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)

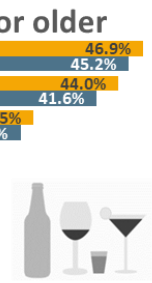


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

who did NOT shop at a DOLLAR STORE in the past 3mos 24,272,79 — 18.6%

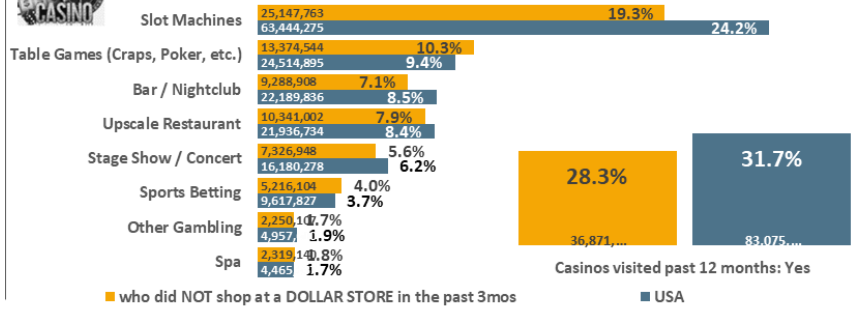
USA — 17.4%

Drank Past 30-days: Adults 18 or older



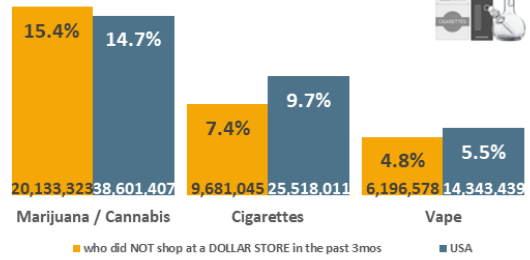
Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older





USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *12,182*

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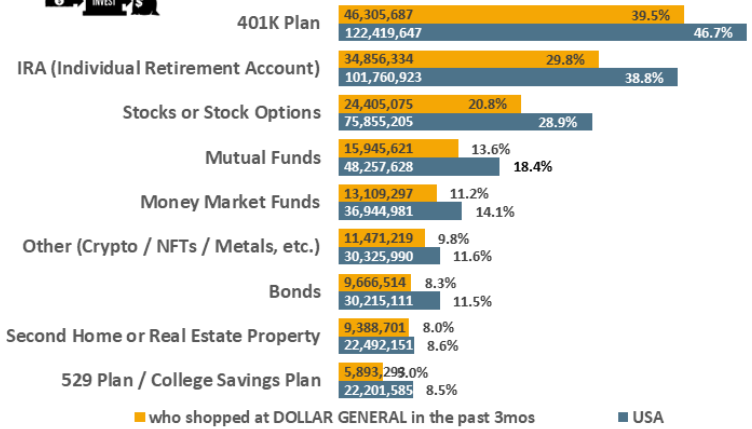
NOT Stores/services shopped past 3 months: Dollar General or Dollar Tree or Family Dollar

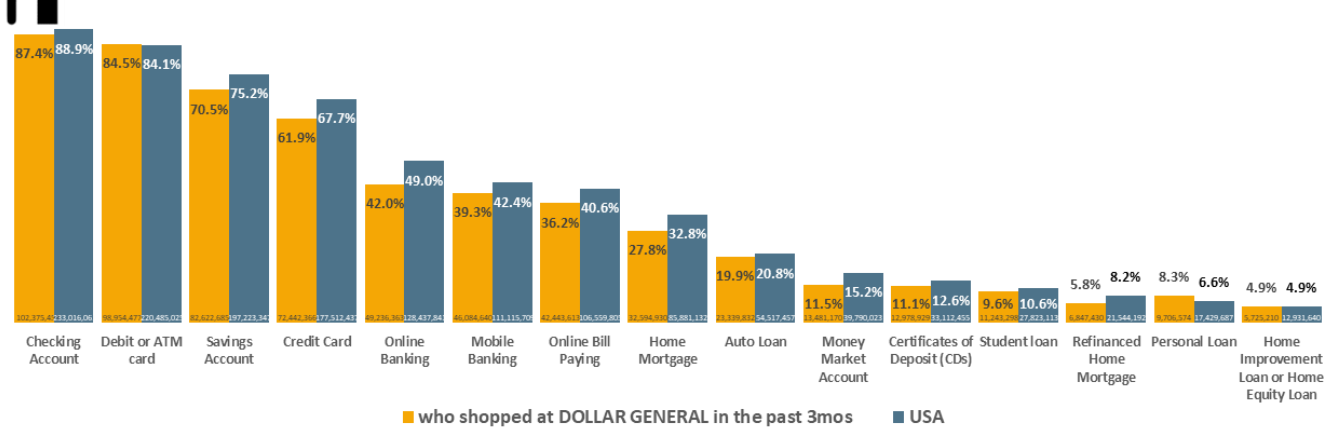
DOLLAR GENERAL

44.7% or 117,122,219 of USA Adults 18 or older shopped at DOLLAR GENERAL in the past 3mos.
Adults 18 or older who shopped at DOLLAR GENERAL in the past 3mos are 15.3% less likely to have a 401K, 4.2% less likely to have an Auto Loan, 31.4% less likely to Invest/Trade Stocks Online, 9.1% more likely to pay with their Debit Card.

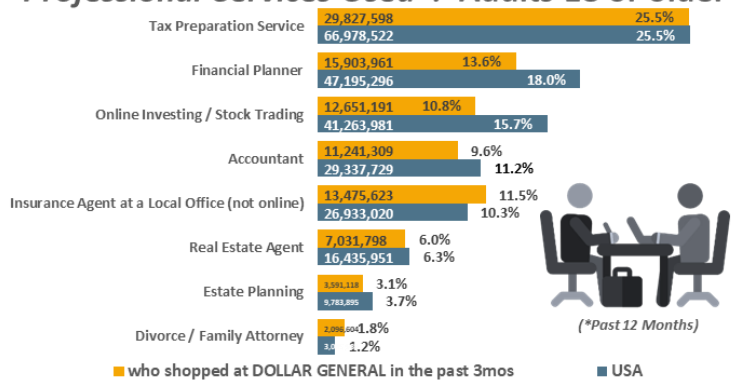
Investments Owned: Adults 18 or older



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

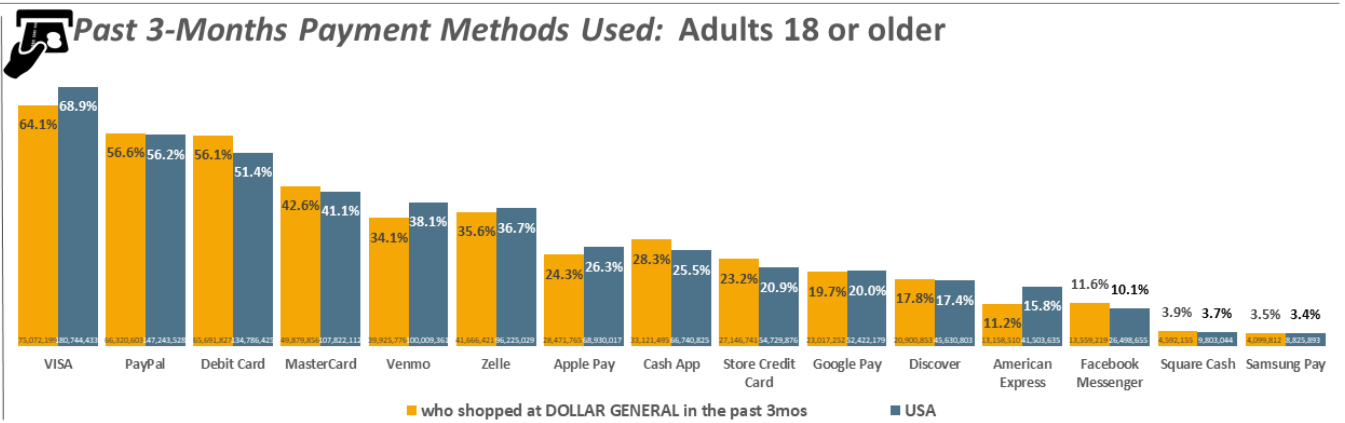


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 11,151

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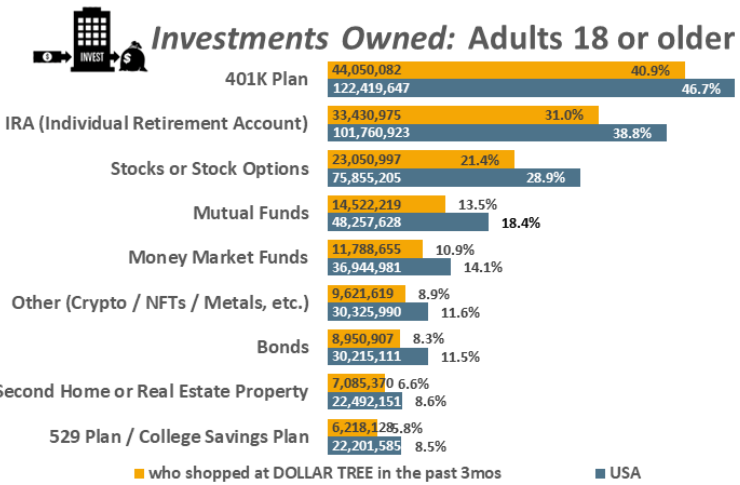
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

Stores/services shopped past 3 months: Dollar General

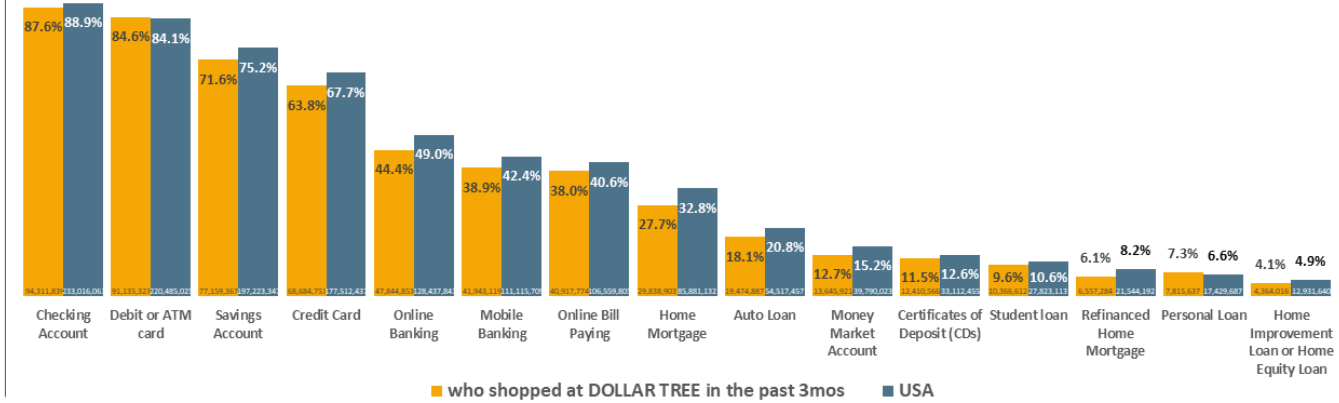
DOLLAR TREE

41.1% or 107,690,159 of USA Adults 18 or older shopped at DOLLAR TREE in the past 3mos.
Adults 18 or older who shopped at DOLLAR TREE in the past 3mos are 12.4% less likely to have a 401K, 13.% less likely to have an Auto Loan, 28.6% less likely to Invest/Trade Stocks Online, 9.6% more likely to pay with their Debit Card.

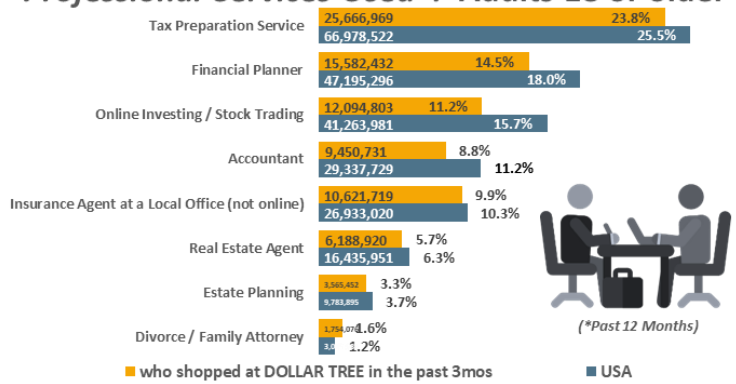
Investments Owned: Adults 18 or older



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

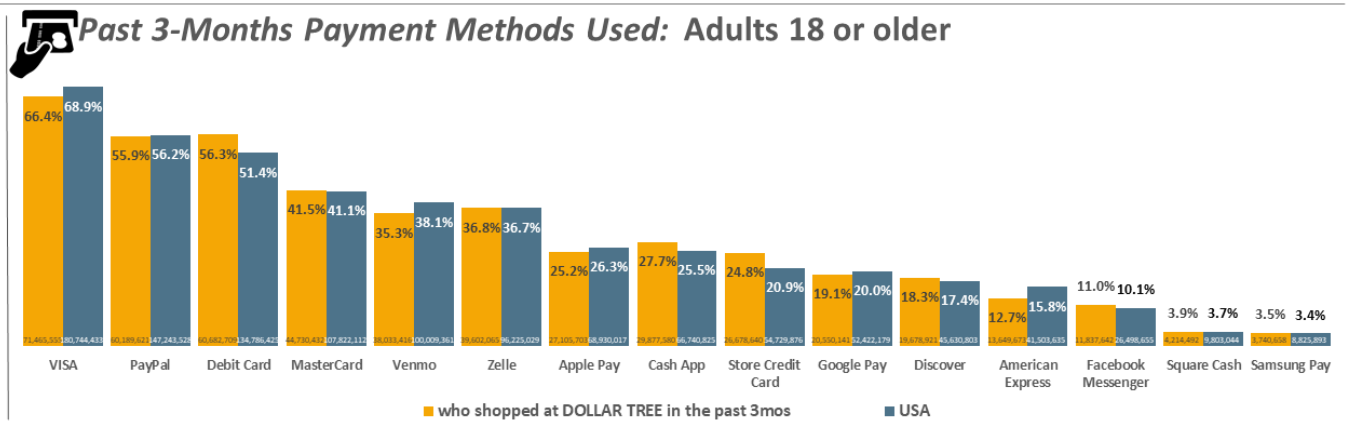


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 11,151

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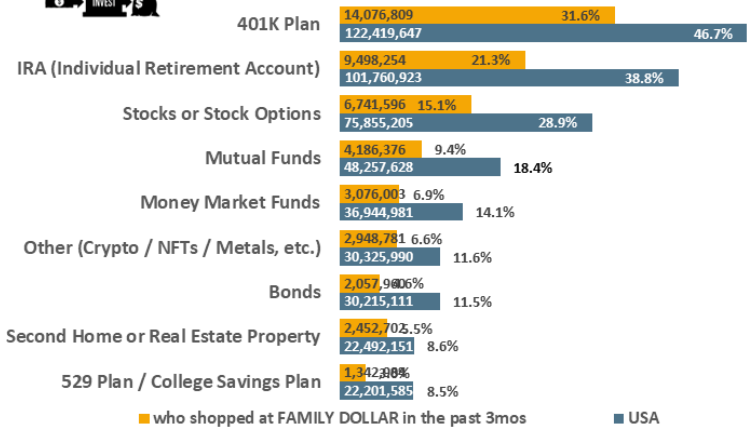
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

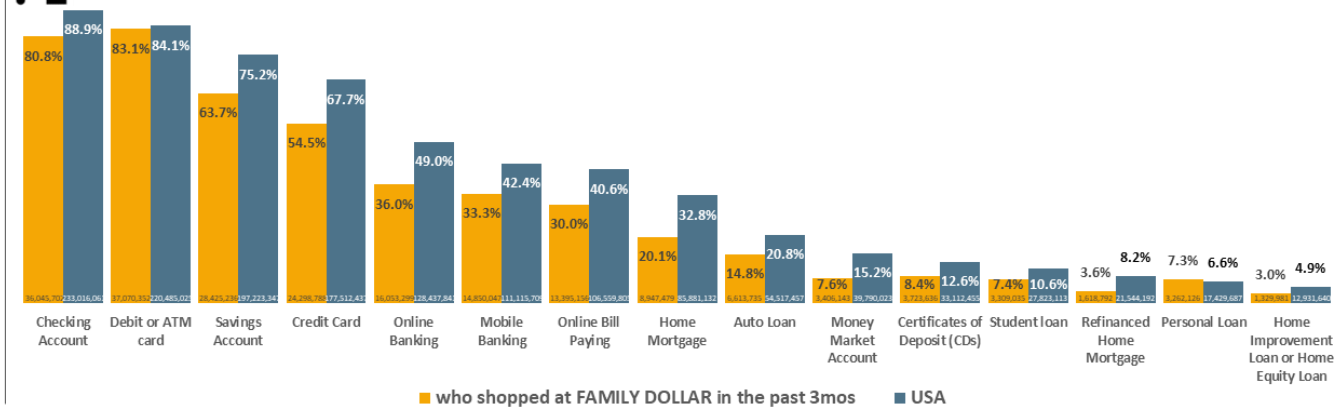
Stores/services shopped past 3 months: Dollar Tree

17.% or 44,592,504 of USA Adults 18 or older shopped at FAMILY DOLLAR in the past 3mos.
Adults 18 or older who shopped at FAMILY DOLLAR in the past 3mos are 32.4% less likely to have a 401K, 28.7% less likely to have an Auto Loan, 43.3% less likely to Invest/Trade Stocks Online, 17.% more likely to pay with their Debit Card.

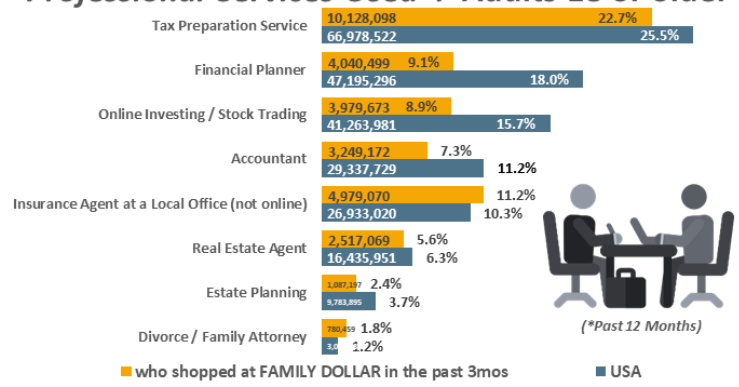
Investments Owned: Adults 18 or older



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

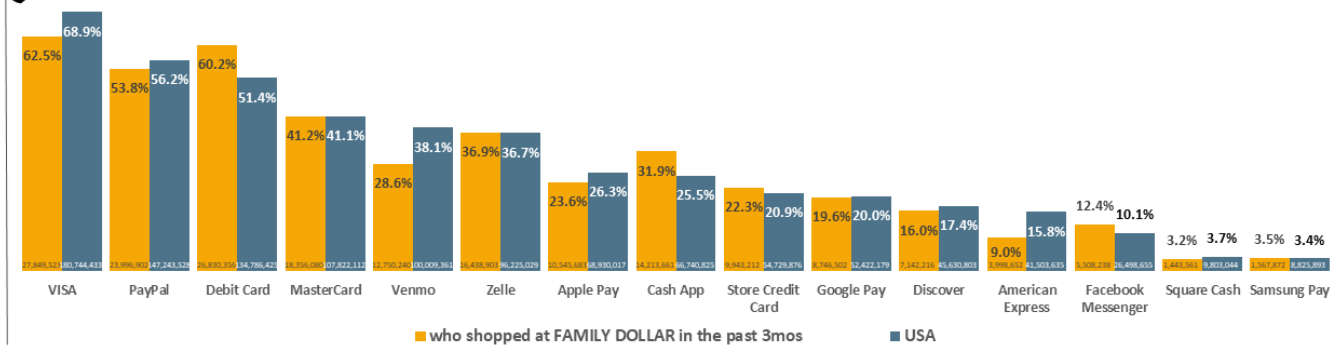


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 11,151

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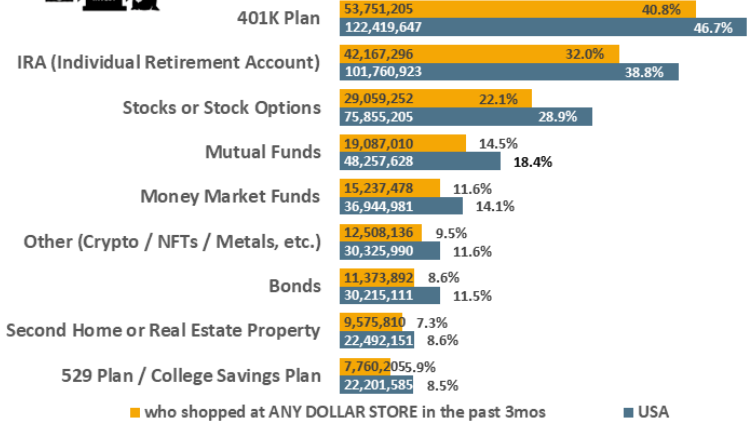
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

Stores/services shopped past 3 months: Family Dollar

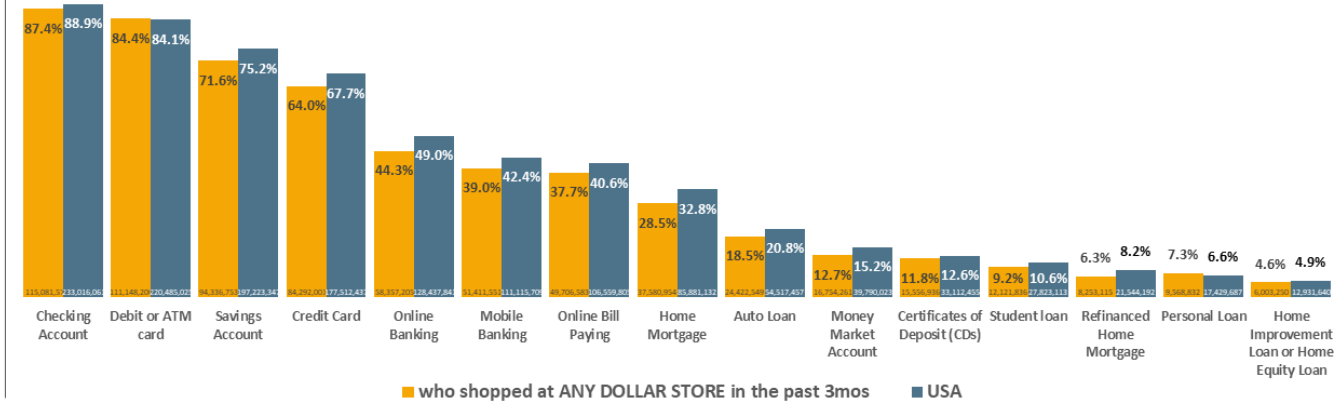
ANY DOLLAR GENERAL / DOLLAR TREE / FAMILY DOLLAR

50.2% or 131,727,703 of USA Adults 18 or older shopped at ANY DOLLAR STORE in the past 3mos.
Adults 18 or older who shopped at ANY DOLLAR STORE in the past 3mos are 12.6% less likely to have a 401K, 10.8% less likely to have an Auto Loan, 29.2% less likely to Invest/Trade Stocks Online, 8.4% more likely to pay with their Debit Card.

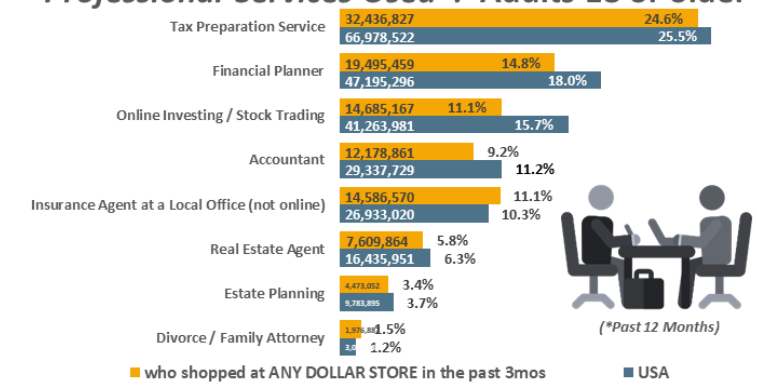
Investments Owned: Adults 18 or older



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

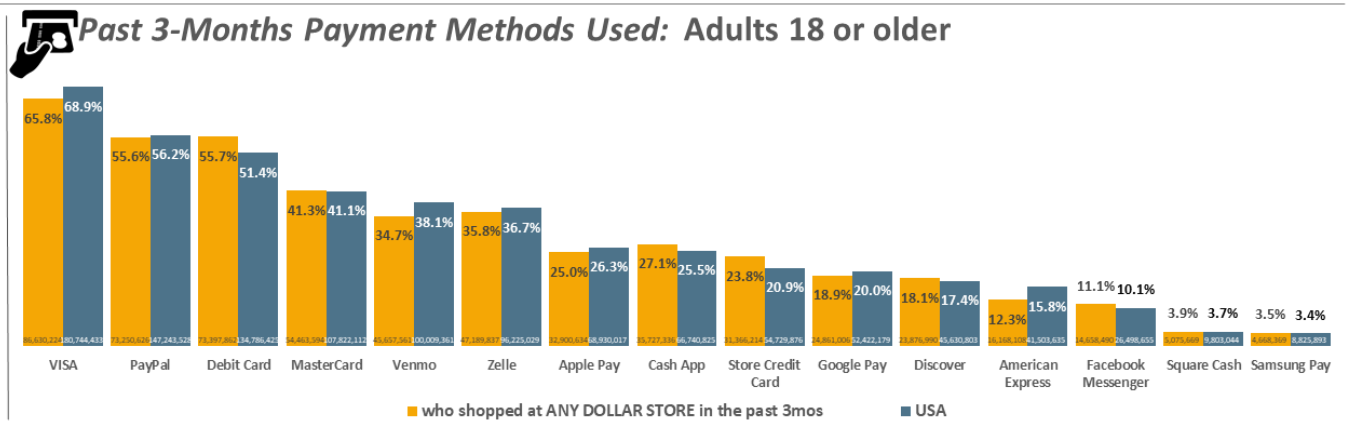


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 11,151

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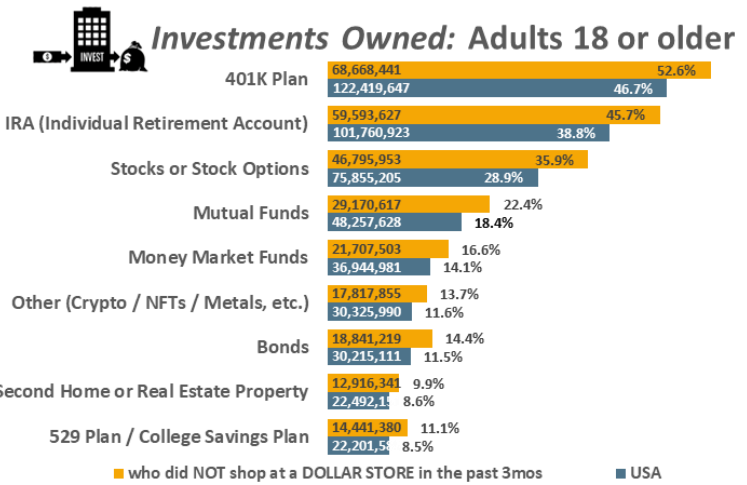
Stores/services shopped past 3 months: Dollar General or Dollar Tree or Family Dollar

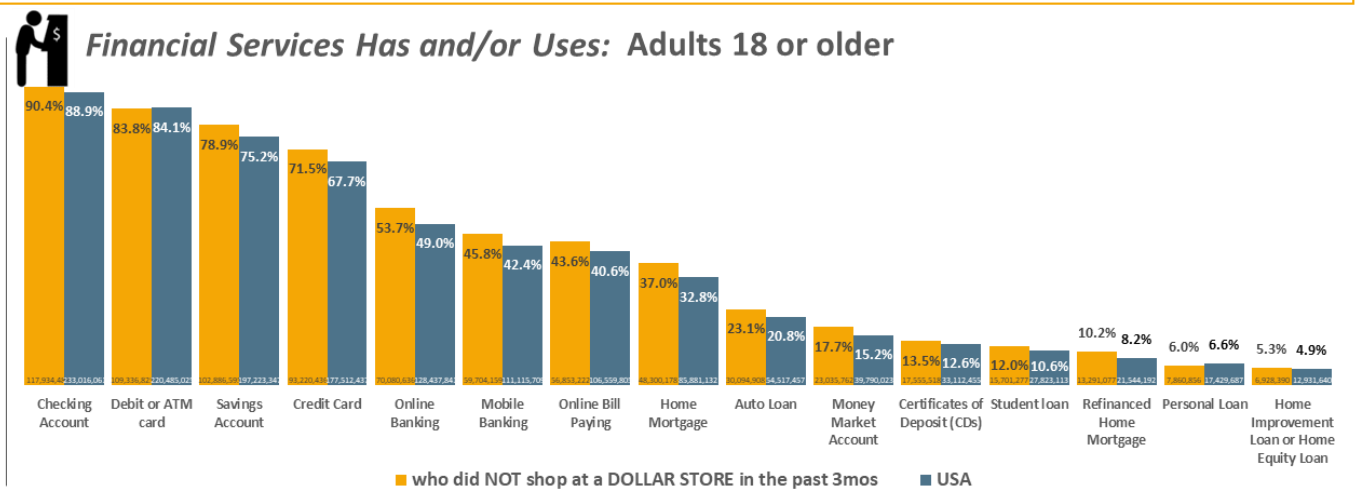
NOT DOLLAR GENERAL DOLLAR TREE FAMILY DOLLAR

49.8% or 130,446,797 of USA Adults 18 or older did NOT shop at a DOLLAR STORE in the past 3mos. Adults 18 or older who did NOT shop at a DOLLAR STORE in the past 3mos are 12.7% more likely to have a 401K, 10.9% more likely to have an Auto Loan, 29.5% more likely to Invest/Trade Stocks Online, 8.5% less likely to pay with their Debit Card.

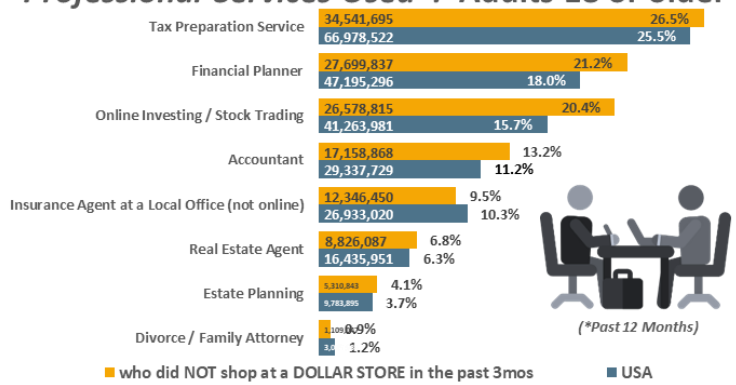
Investments Owned: Adults 18 or older



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



Professional Services Used:* Adults 18 or older



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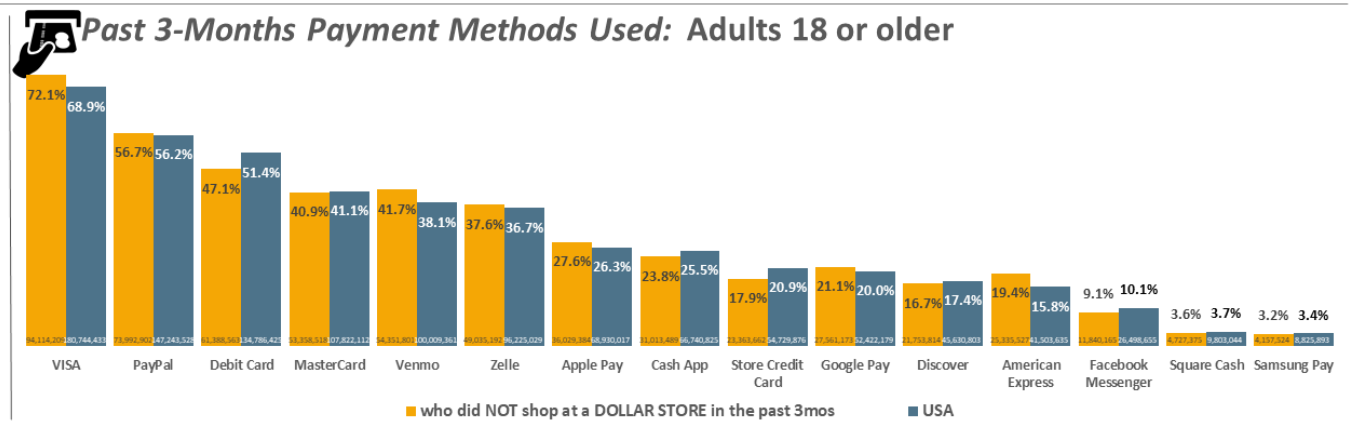
Past 3-Months Payment Methods Used: Adults 18 or older



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 12,182

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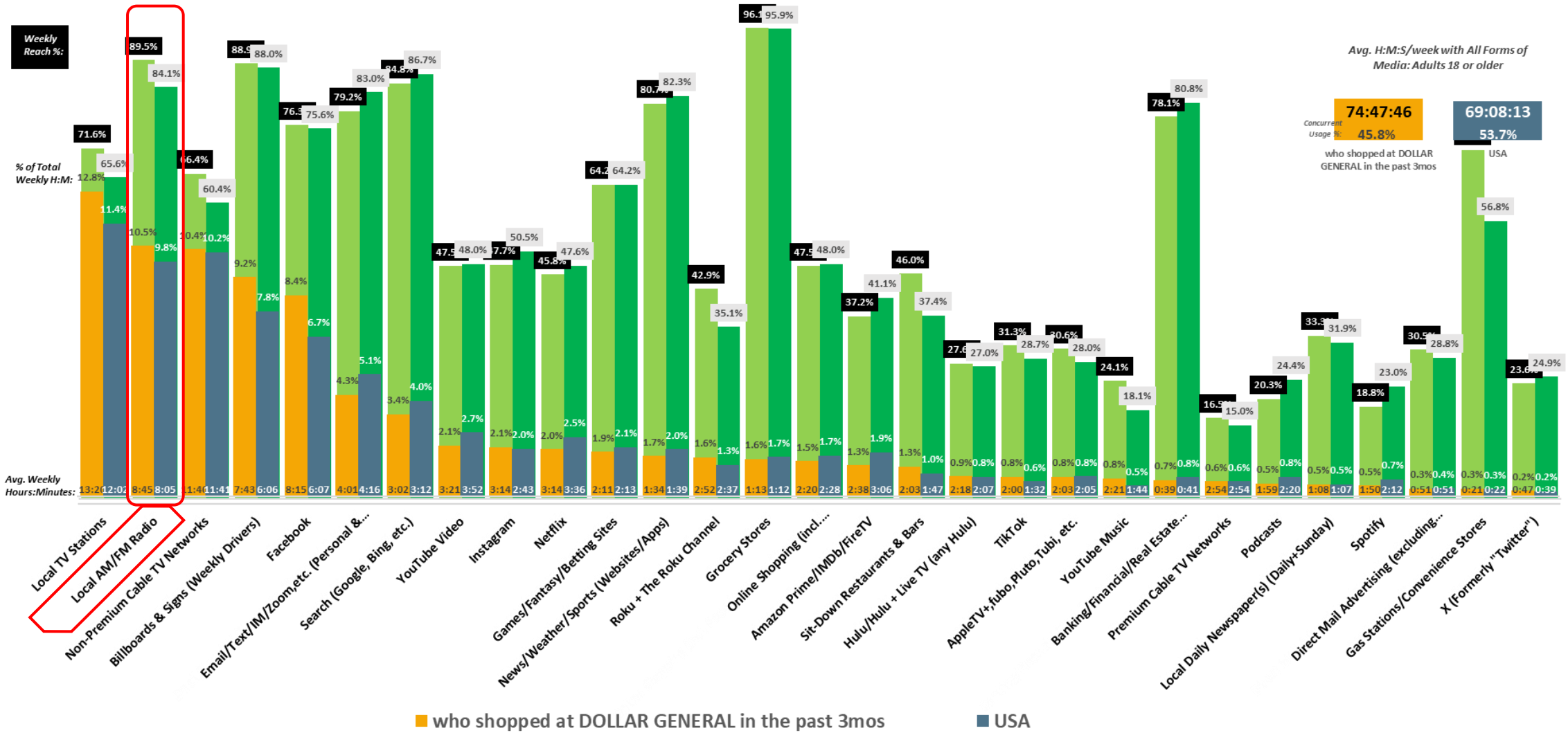
NOT Stores/services shopped past 3 months: Dollar General or Dollar Tree or Family Dollar

DOLLAR GENERAL

Adults 18 or older who shopped at DOLLAR GENERAL in the past 3mos spend an average of 3 days, 2 hours, 47 minutes and 46 seconds each week with All Forms of Media.

89.5% of Adults 18 or older who shopped at DOLLAR GENERAL in the past 3mos spend an avg. of 8 hours and 45 minutes each week listening to All Local AM/FM Radio, representing 10.5% of total time spent with all forms of Media.



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 11,151USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

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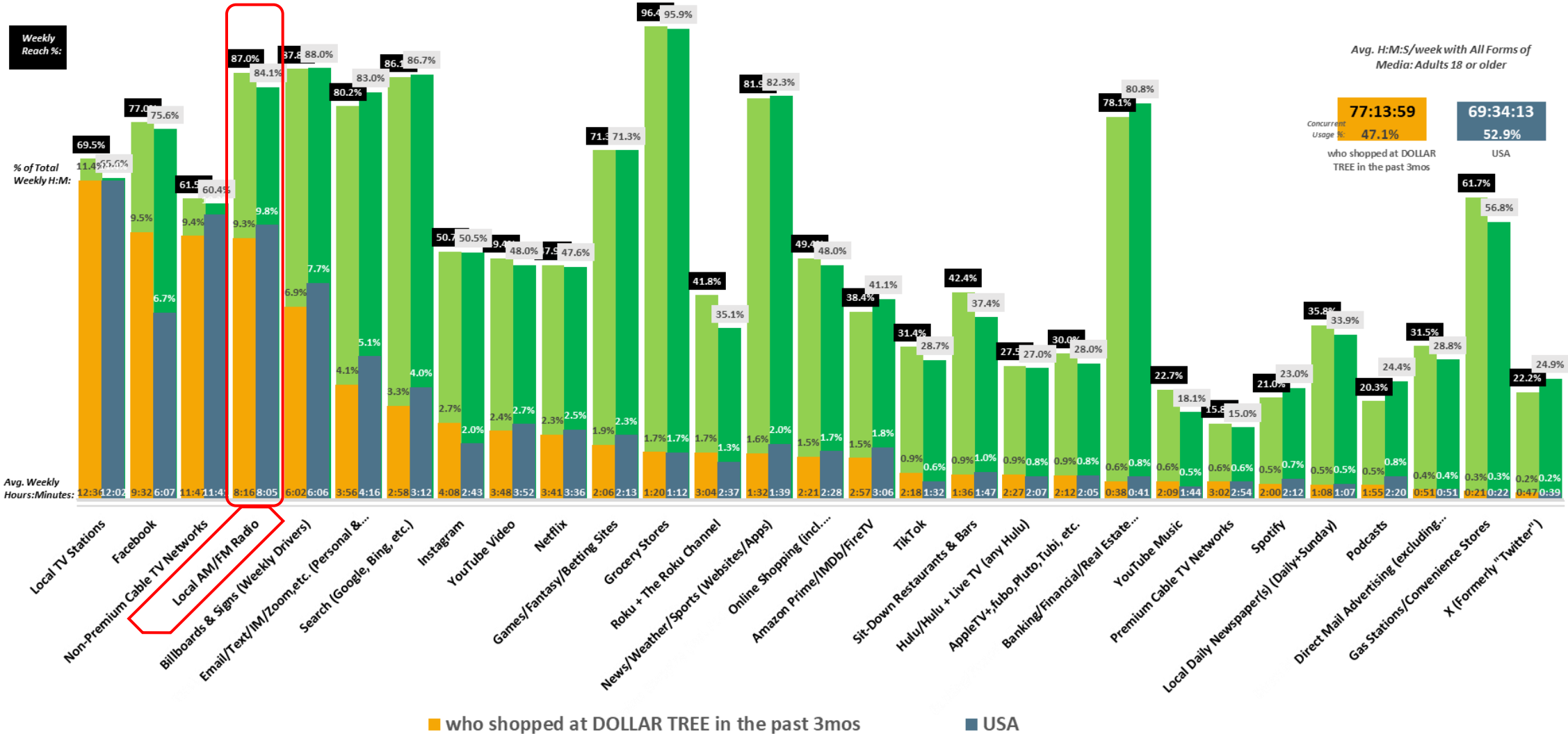
Stores/services shopped past 3 months: Dollar General

DOLLAR TREE

Adults 18 or older who shopped at DOLLAR TREE in the past 3mos spend an average of 3 days, 5 hours, 13 minutes and 59 seconds each week with All Forms of Media.

87.% of Adults 18 or older who shopped at DOLLAR TREE in the past 3mos spend an avg. of 8 hours and 16 minutes each week listening to All Local AM/FM Radio, representing 9.3% of total time spent with all forms of Media.



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 11,151USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

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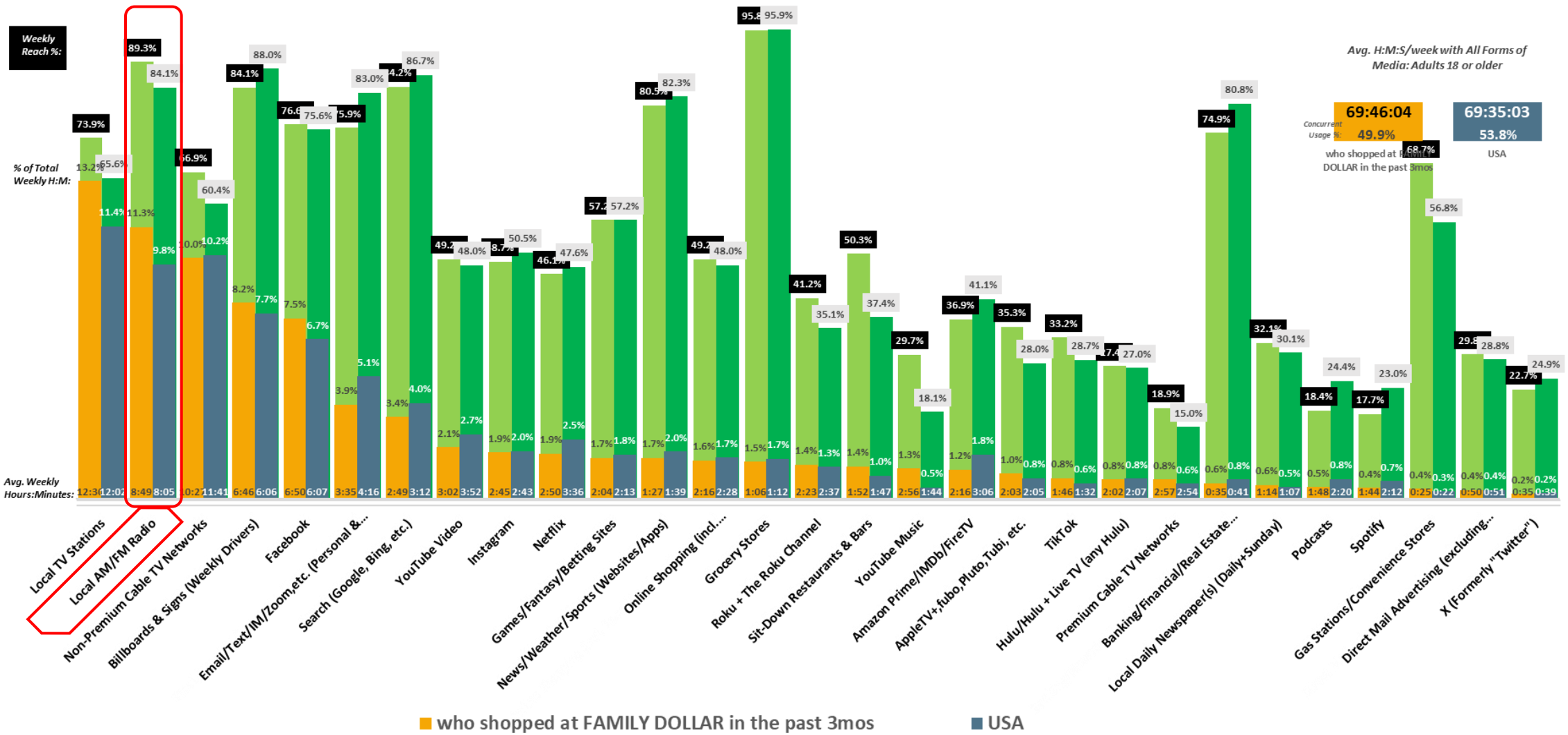
Stores/services shopped past 3 months: Dollar Tree



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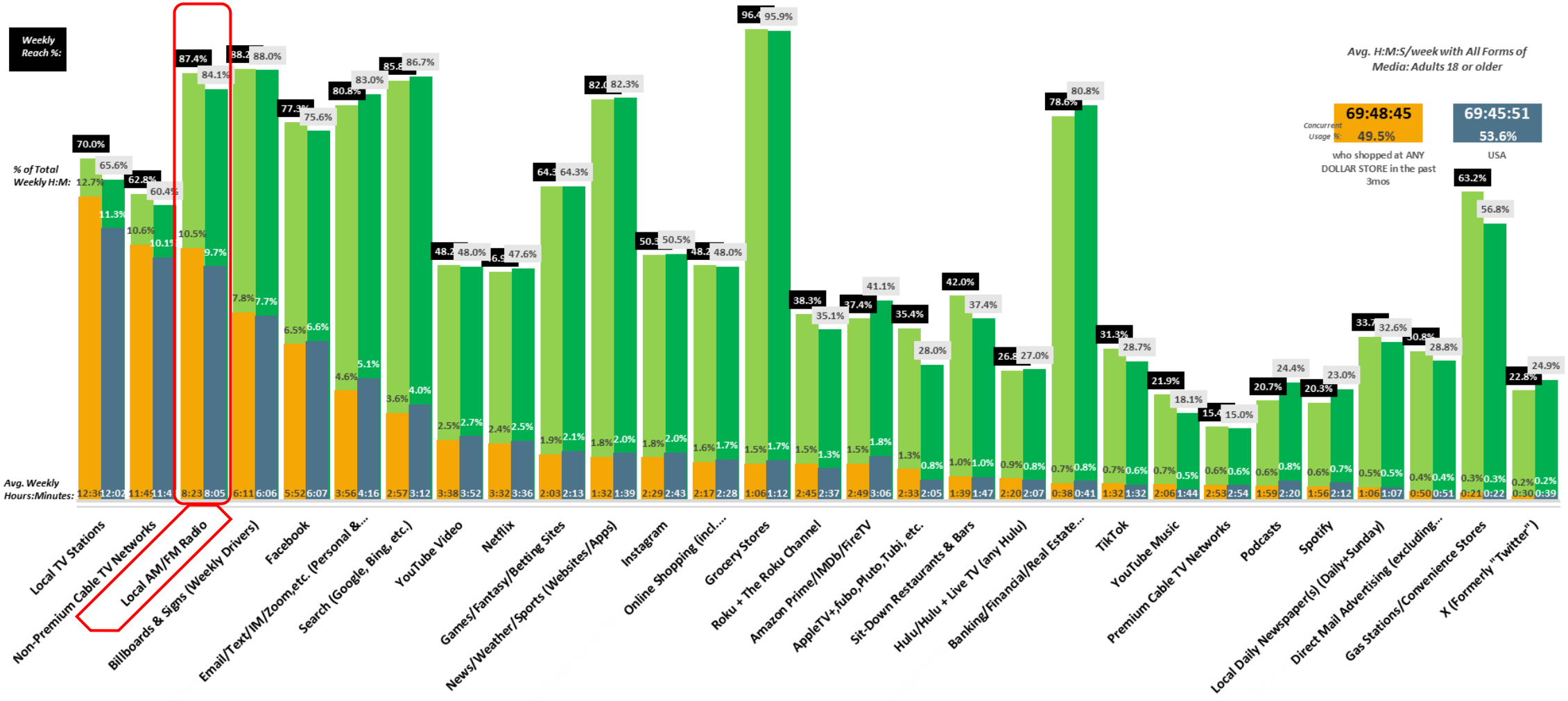
Stores/services shopped past 3 months: Family Dollar

ANY DOLLAR GENERAL / DOLLAR TREE / FAMILY DOLLAR

Adults 18 or older who shopped at ANY DOLLAR STORE in the past 3mos spend an average of 2 days, 21 hours, 48 minutes and 45 seconds each week with All Forms of Media.

87.4% of Adults 18 or older who shopped at ANY DOLLAR STORE in the past 3mos spend an avg. of 8 hours and 23 minutes each week listening to All Local AM/FM Radio, representing 10.5% of total time spent with all forms of Media.



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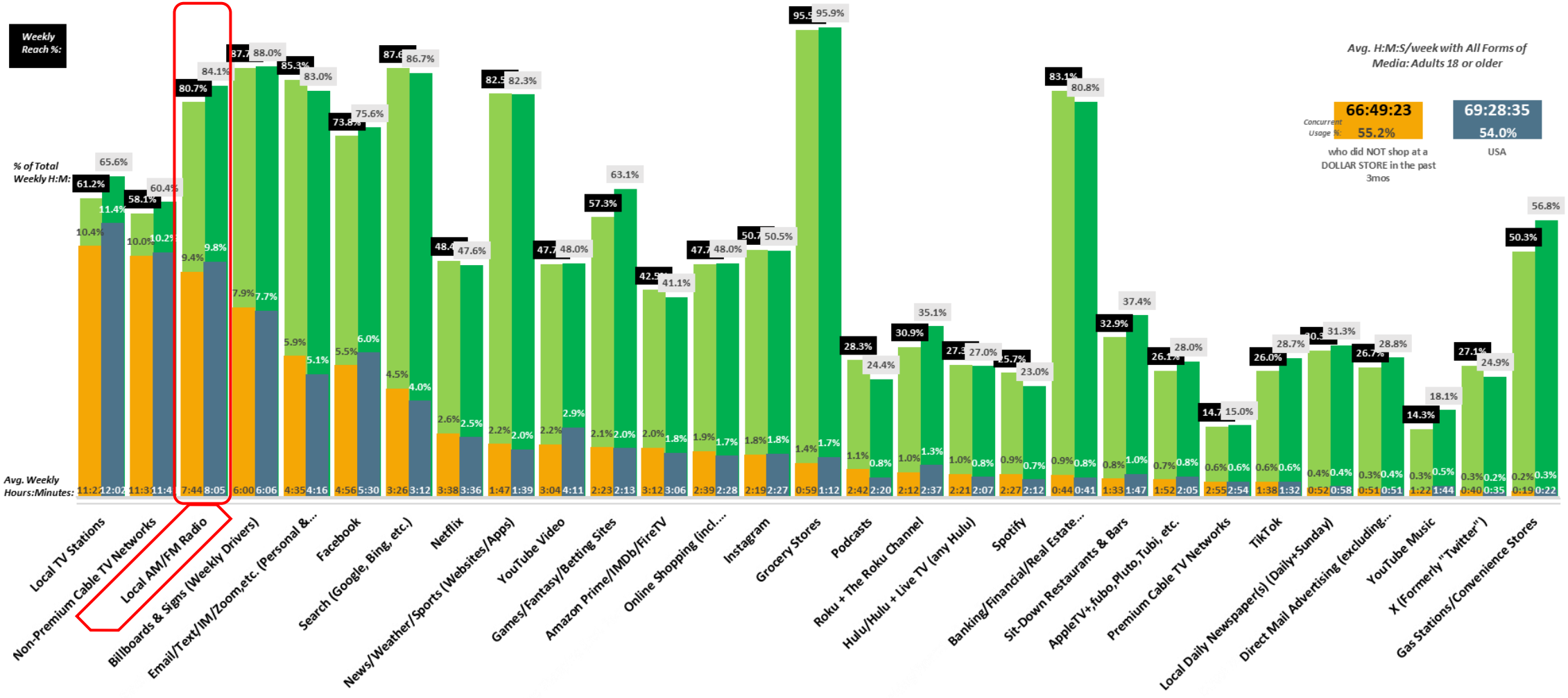
Stores/services shopped past 3 months: Dollar General or Dollar Tree or Family Dollar

NOT DOLLAR GENERAL DOLLAR TREE FAMILY DOLLAR

Adults 18 or older who did NOT shop at a DOLLAR STORE in the past 3mos spend an average of 2 days, 18 hours, 49 minutes and 23 seconds each week with All Forms of Media.

80.7% of Adults 18 or older who did NOT shop at a DOLLAR STORE in the past 3mos spend an avg. of 7 hours and 44 minutes each week listening to All Local AM/FM Radio, representing 9.4% of total time spent with all forms of Media.



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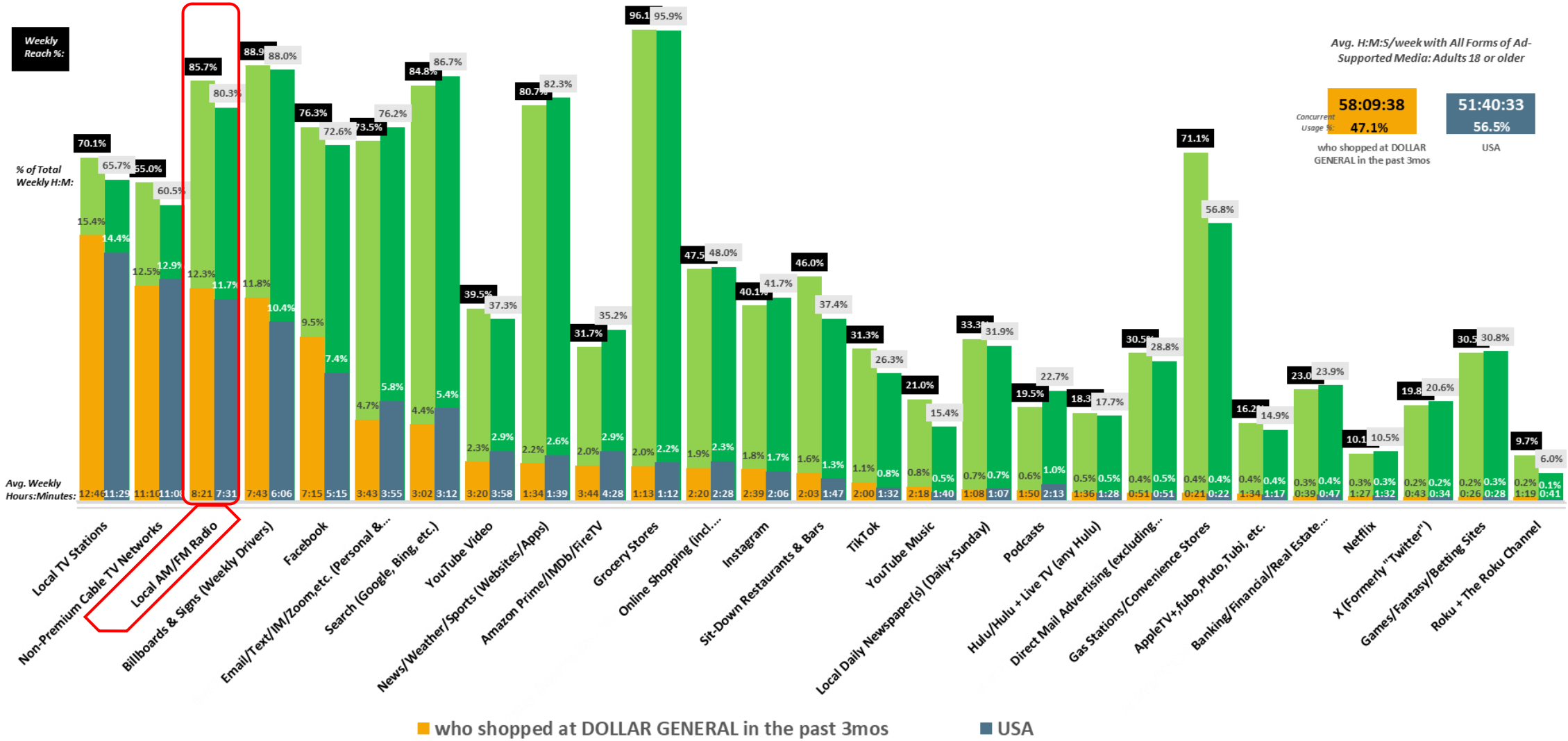
NOT Stores/services shopped past 3 months: Dollar General or Dollar Tree or Family Dollar

DOLLAR GENERAL

Adults 18 or older who shopped at DOLLAR GENERAL in the past 3mos spend an average of 2 days, 10 hours, 9 minutes and 38 seconds each week with All Forms of Ad-Supported Media.

85.7% of Adults 18 or older who shopped at DOLLAR GENERAL in the past 3mos spend an avg. of 8 hours and 21 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.3% of total time spent with all forms of Ad-Supported Media.



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 11,151 USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

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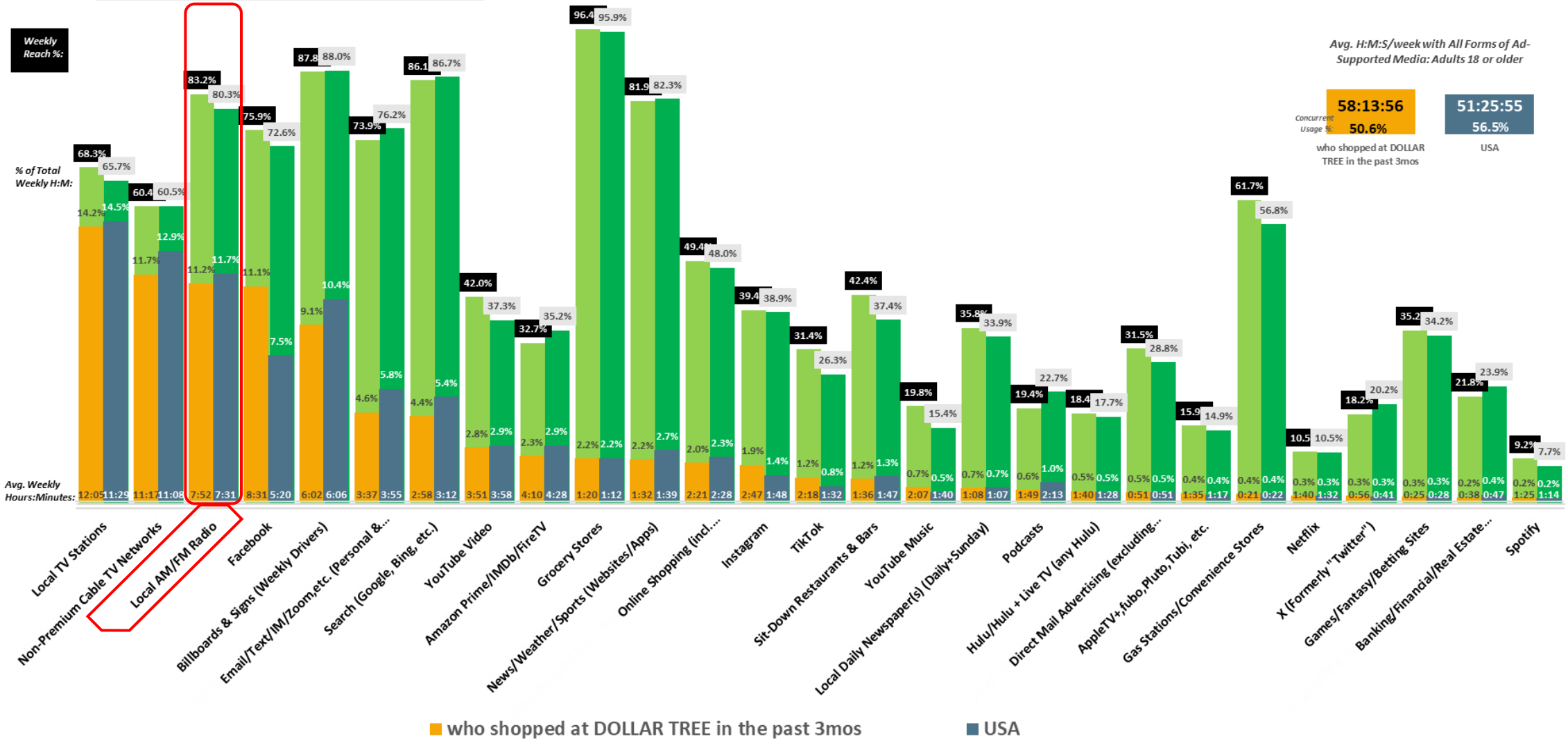
Stores/services shopped past 3 months: Dollar General

Adults 18 or older who shopped at DOLLAR TREE in the past 3mos spend an average of 2 days, 10 hours, 13 minutes and 56 seconds each week with All Forms of Ad-Supported Media.

83.2% of Adults 18 or older who shopped at DOLLAR TREE in the past 3mos spend an avg. of 7 hours and 52 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.2% of total time spent with all forms of Ad-Supported Media.



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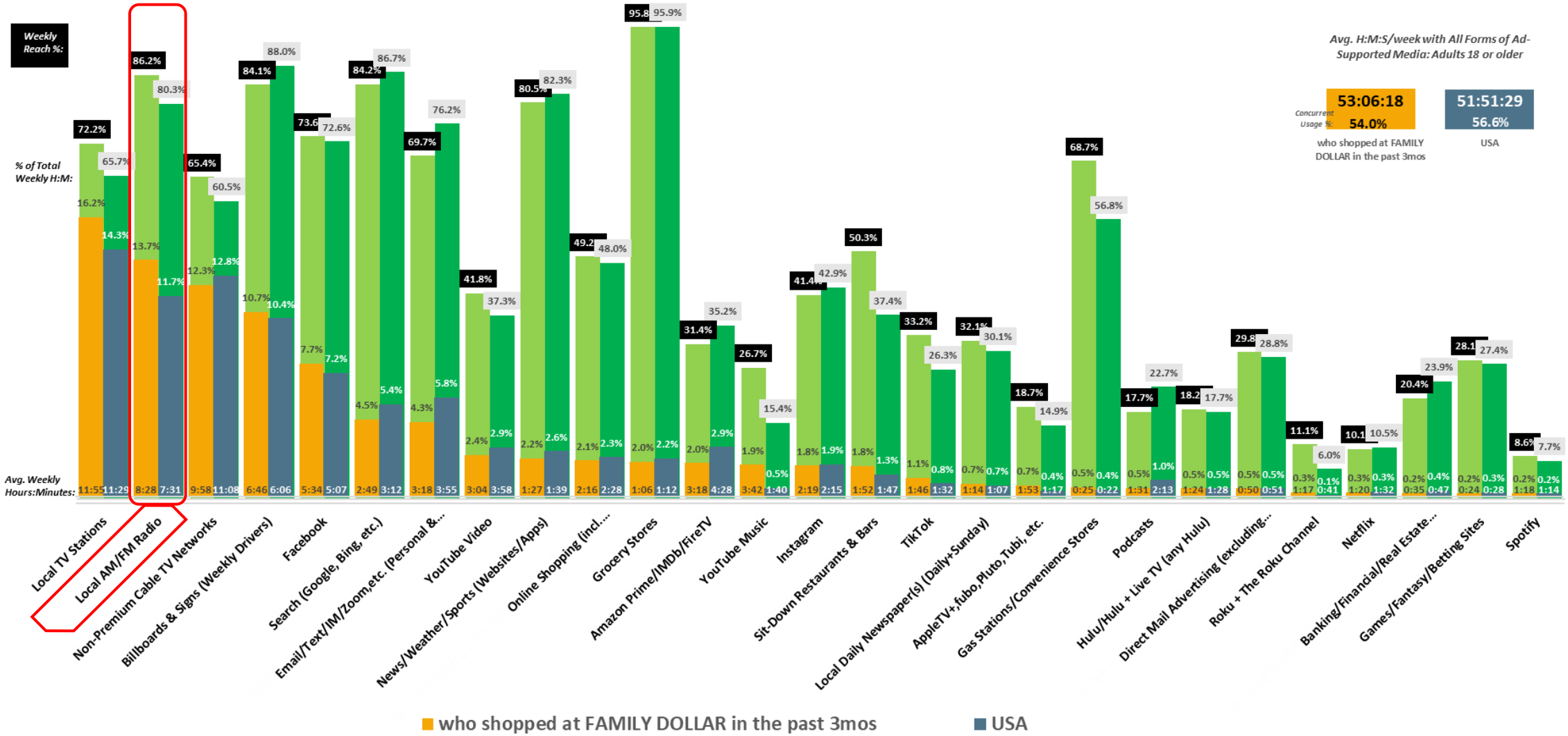
Stores/services shopped past 3 months: Dollar Tree

Adults 18 or older who shopped at FAMILY DOLLAR in the past 3mos spend an average of 2 days, 5 hours, 6 minutes and 18 seconds each week with All Forms of Ad-Supported Media.

86.2% of Adults 18 or older who shopped at FAMILY DOLLAR in the past 3mos spend an avg. of 8 hours and 28 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 13.7% of total time spent with all forms of Ad-Supported Media.



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 11,151 USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

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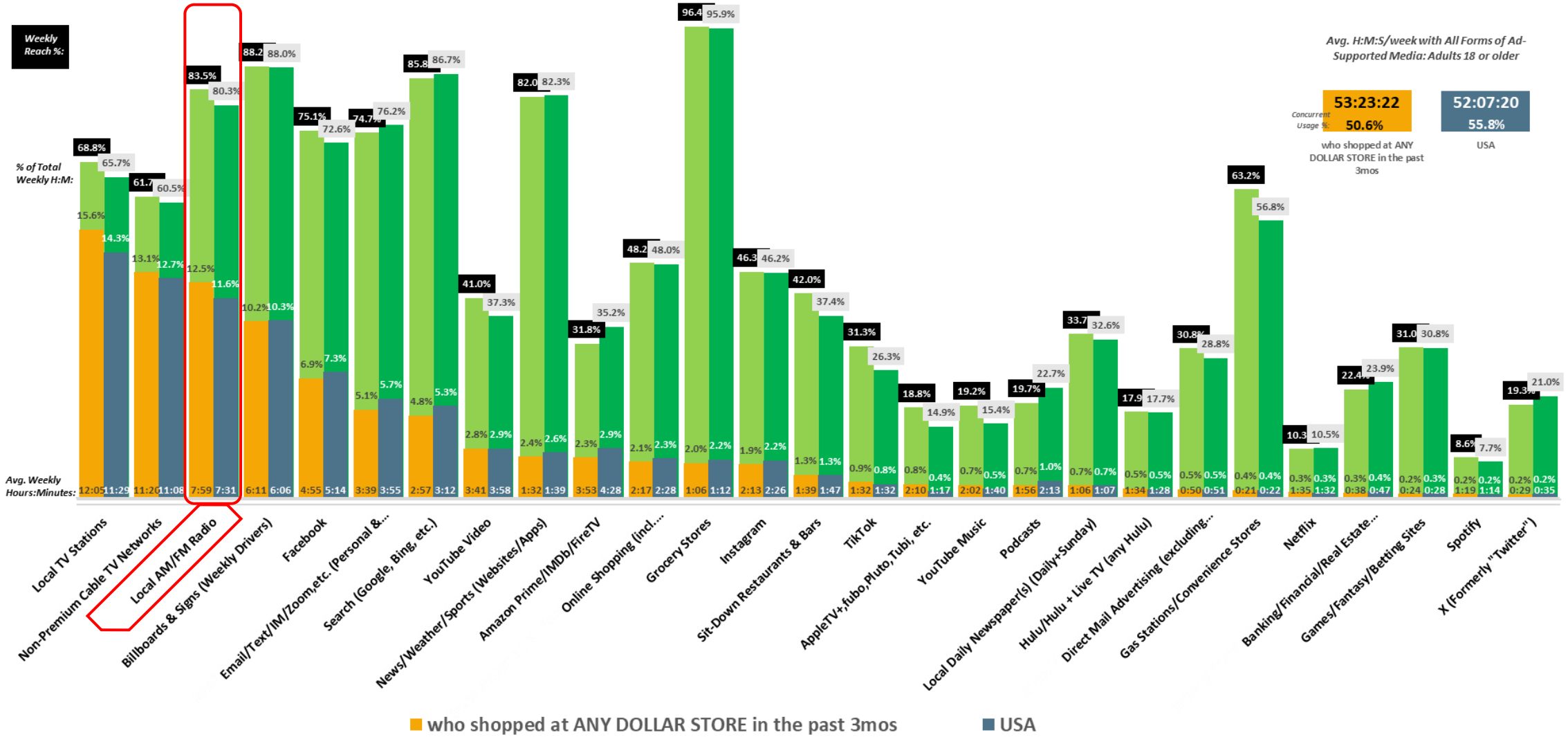
Stores/services shopped past 3 months: Family Dollar

ANY DOLLAR GENERAL / DOLLAR TREE / FAMILY DOLLAR

Adults 18 or older who shopped at ANY DOLLAR STORE in the past 3mos spend an average of 2 days, 5 hours, 23 minutes and 22 seconds each week with All Forms of Ad-Supported Media.

83.5% of Adults 18 or older who shopped at ANY DOLLAR STORE in the past 3mos spend an avg. of 7 hours and 59 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.5% of total time spent with all forms of Ad-Supported Media.



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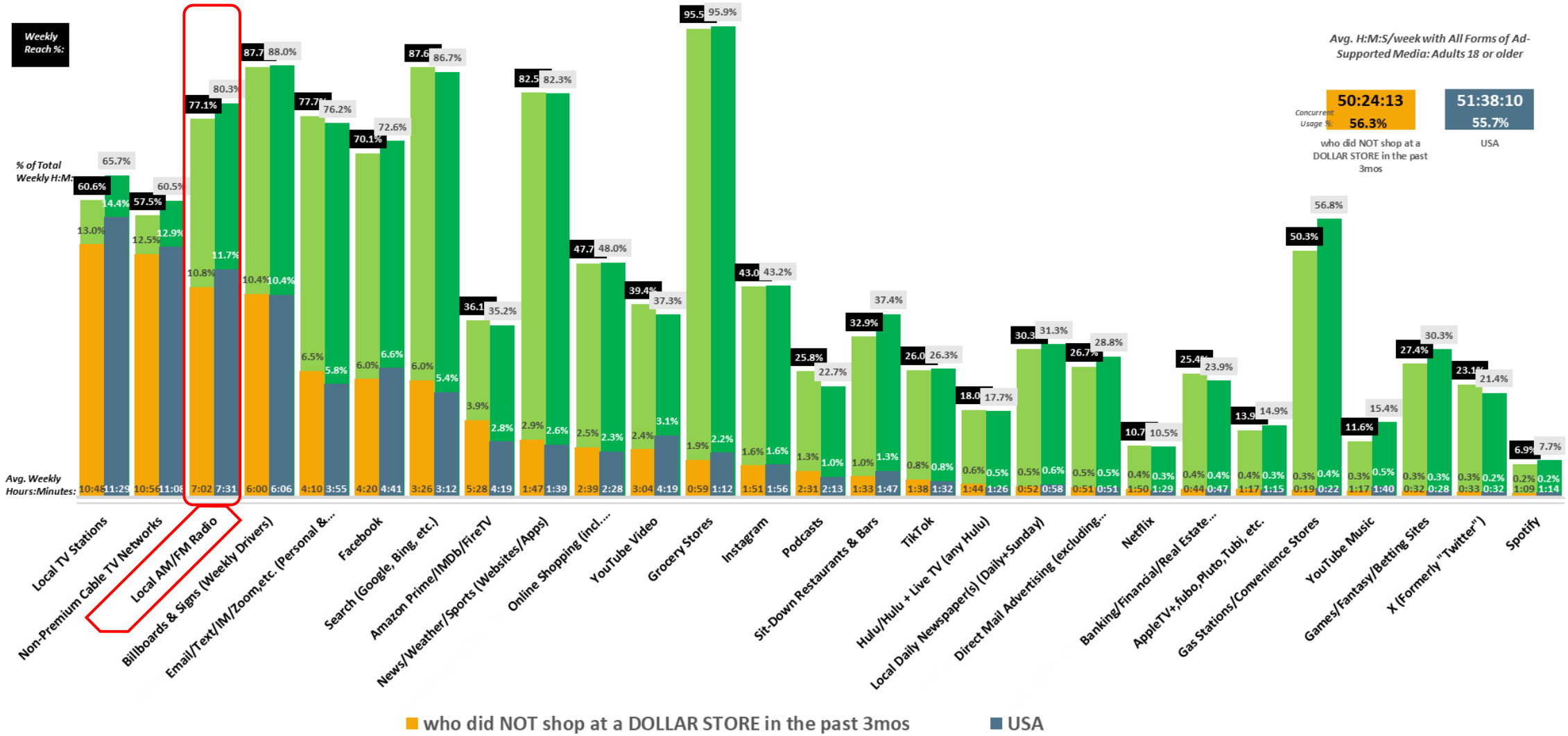
Stores/services shopped past 3 months: Dollar General or Dollar Tree or Family Dollar

NOT DOLLAR GENERAL DOLLAR TREE FAMILY DOLLAR

Adults 18 or older who did NOT shop at a DOLLAR STORE in the past 3mos spend an average of 2 days, 2 hours, 24 minutes and 13 seconds each week with All Forms of Ad-Supported Media.

77.1% of Adults 18 or older who did NOT shop at a DOLLAR STORE in the past 3mos spend an avg. of 7 hours and 2 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.8% of total time spent with all forms of Ad-Supported Media.



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 12,182 USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333
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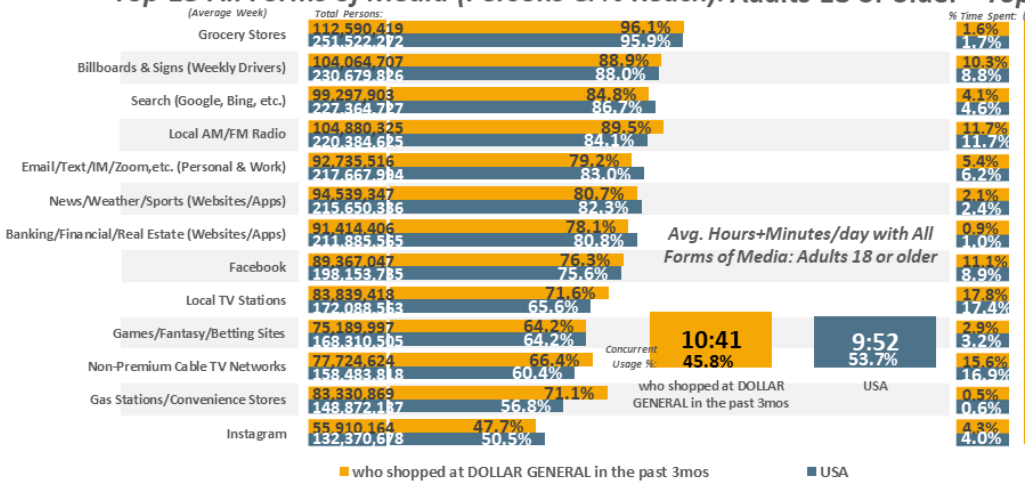
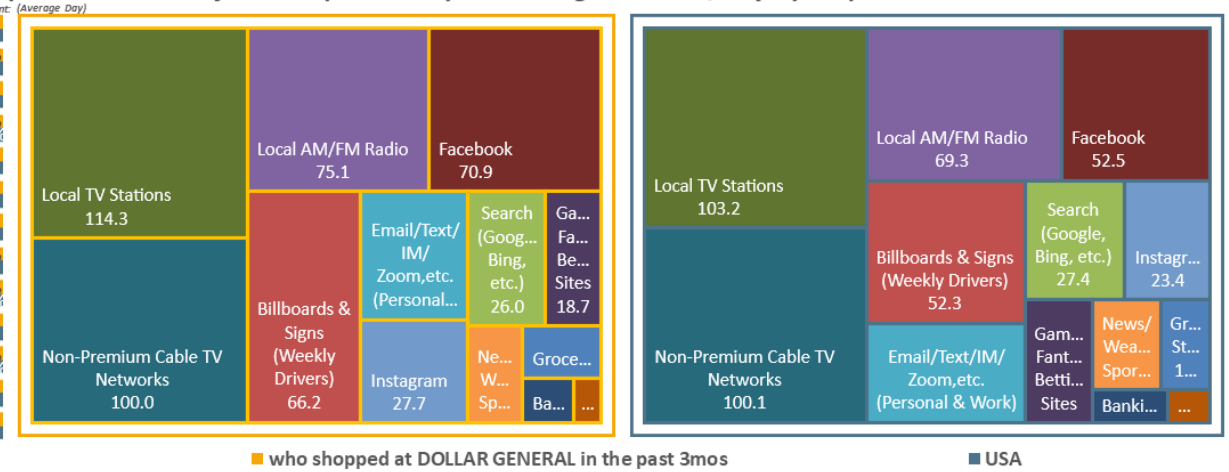
NOT Stores/services shopped past 3 months: Dollar General or Dollar Tree or Family Dollar

Adults 18 or older who shopped at DOLLAR GENERAL in the past 3mos spend an average of 8 hours and 18 minutes each day with All Forms of Ad-Supported Media. 85.7% listen to Local AM/FM Radio for an avg. of 71.7 minutes/day. *(Local Radio delivers 12.3% of Time with Ad-Supported Media.)*

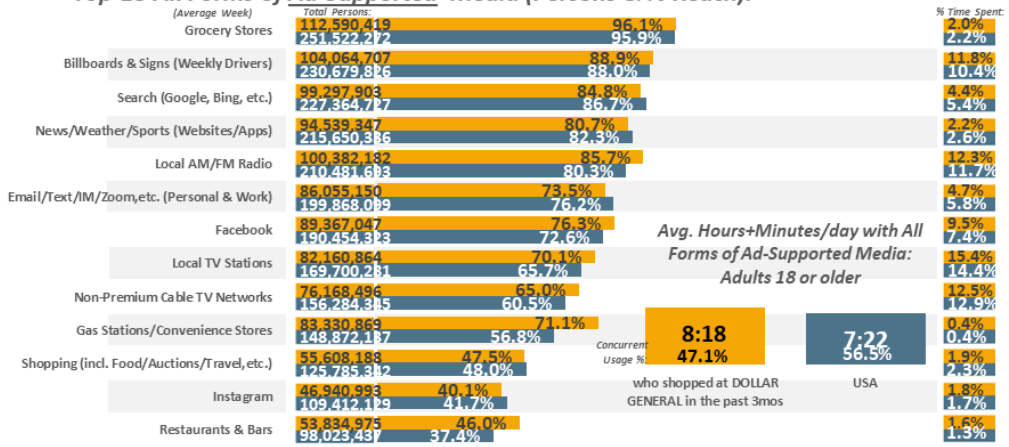
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



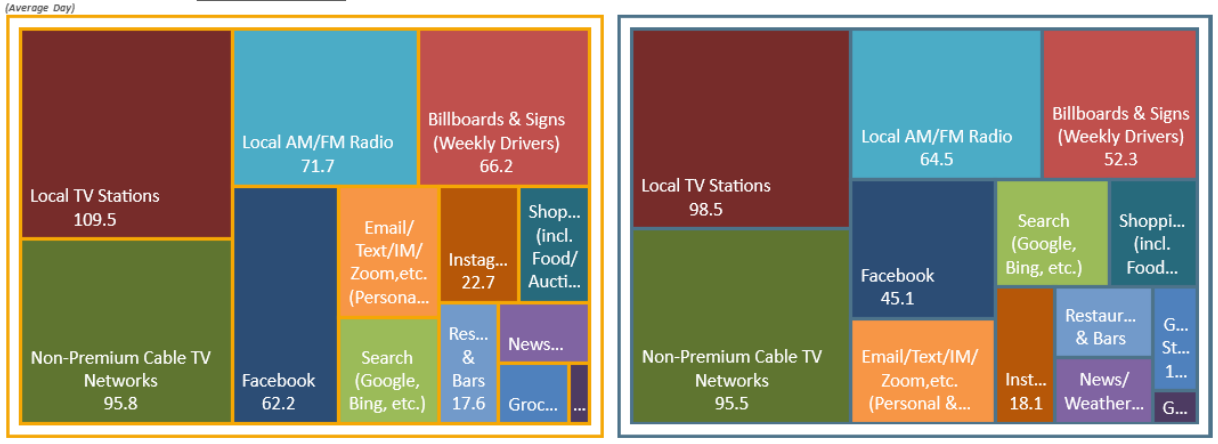
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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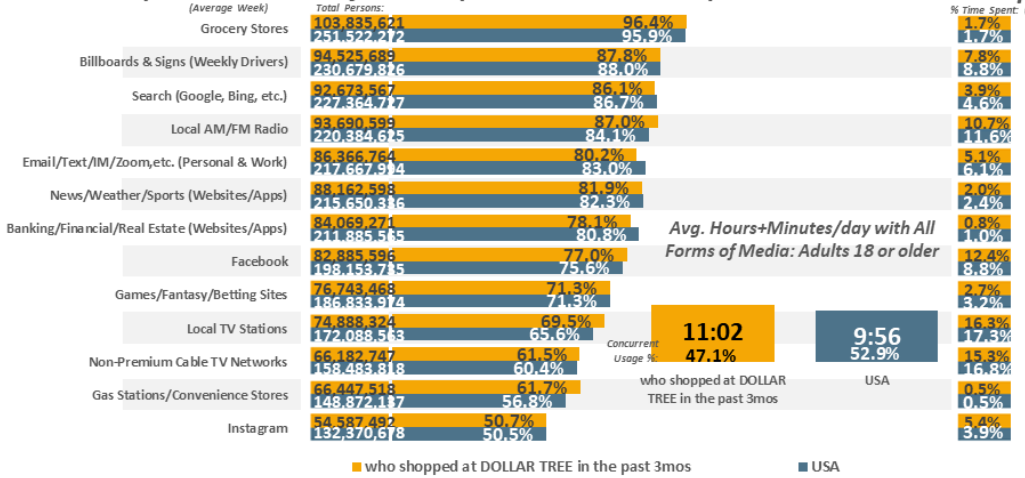
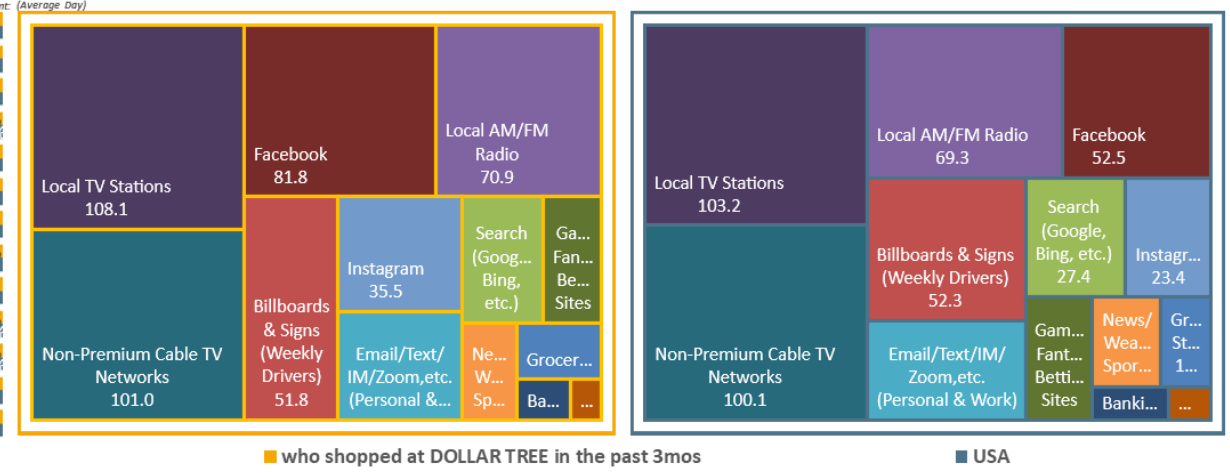
Stores/services shopped past 3 months: Dollar General

Adults 18 or older who shopped at DOLLAR TREE in the past 3mos spend an average of 8 hours and 19 minutes each day with All Forms of Ad-Supported Media. 83.2% listen to Local AM/FM Radio for an avg. of 67.5 minutes/day. *(Local Radio delivers 11.2% of Time with Ad-Supported Media.)*

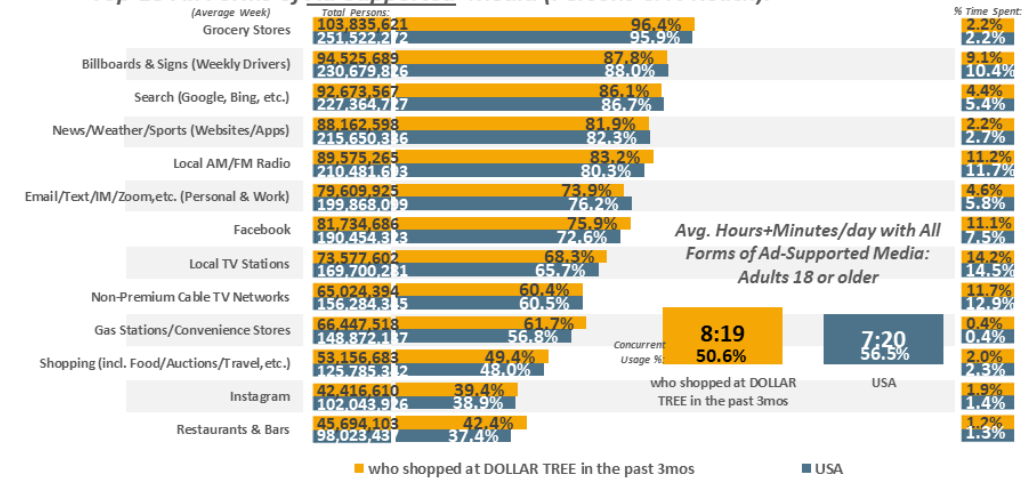
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



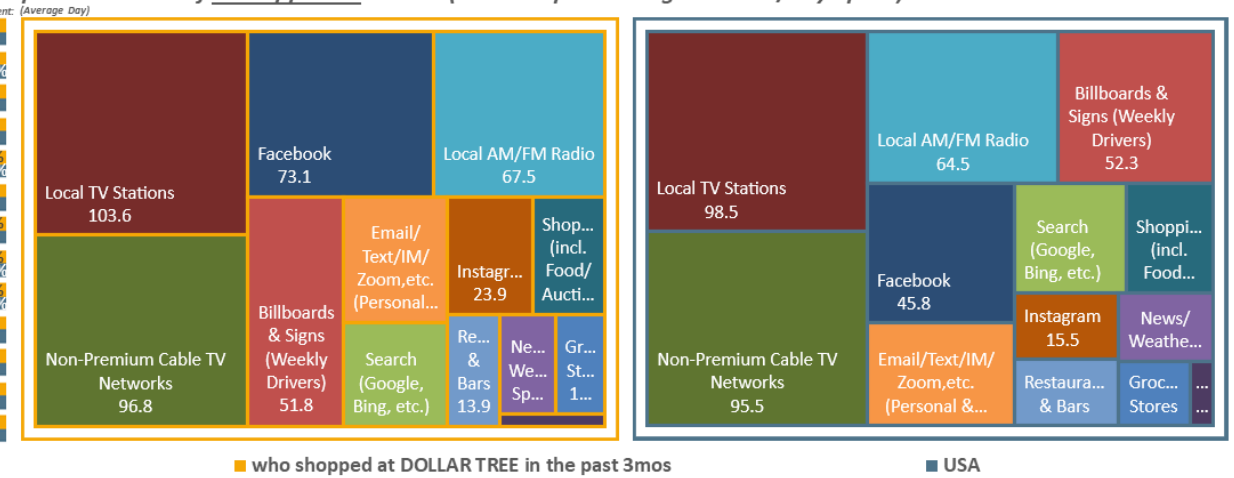
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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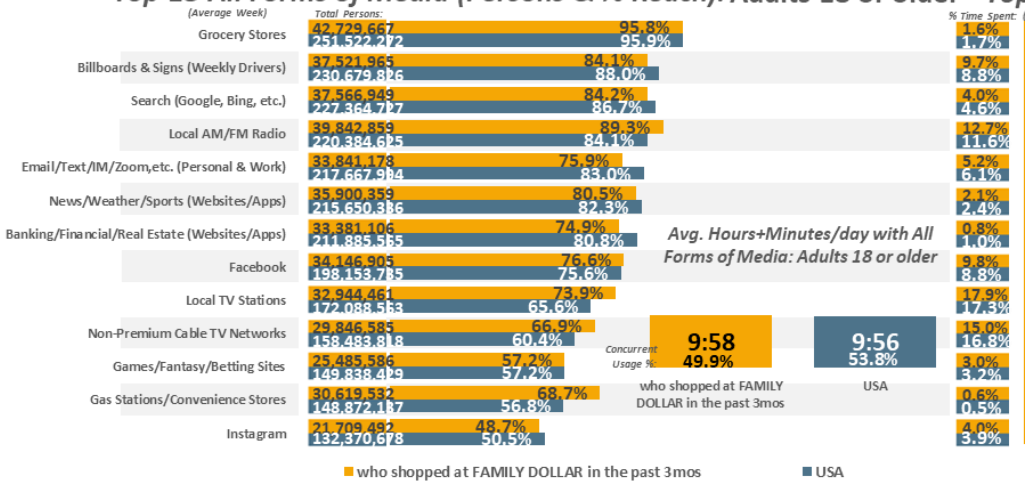
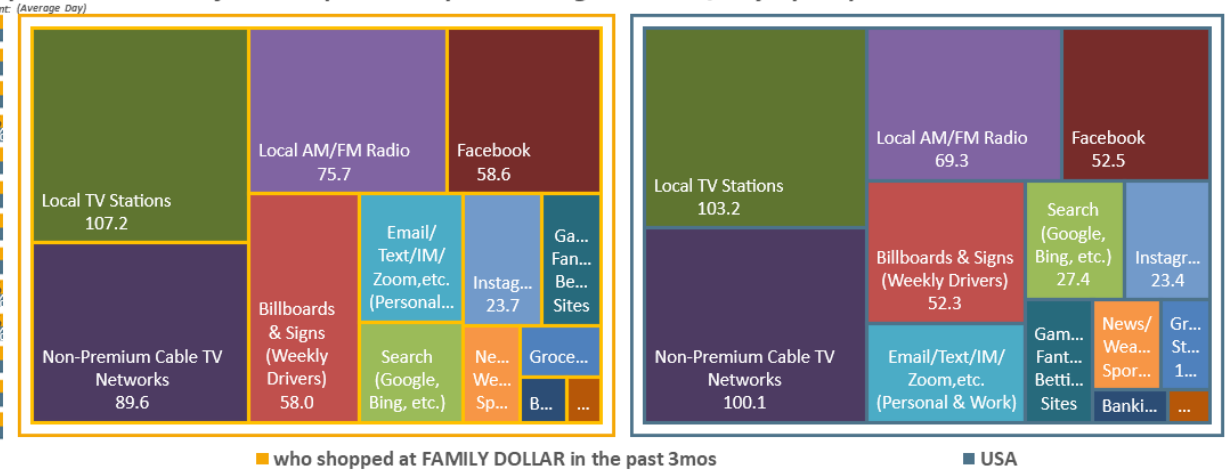
Stores/services shopped past 3 months: Dollar Tree

Adults 18 or older who shopped at FAMILY DOLLAR in the past 3mos spend an average of 7 hours and 35 minutes each day with All Forms of Ad-Supported Media. 86.2% listen to Local AM/FM Radio for an avg. of 72.6 minutes/day. *(Local Radio delivers 13.7% of Time with Ad-Supported Media.)*

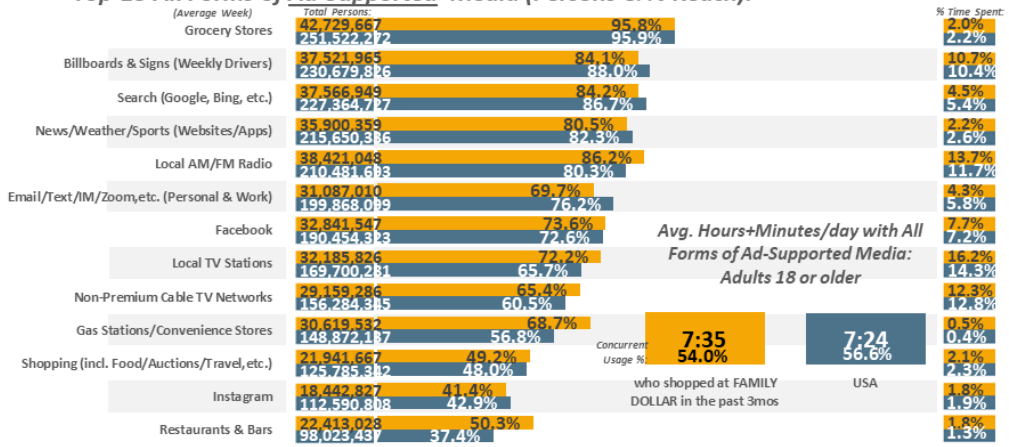
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



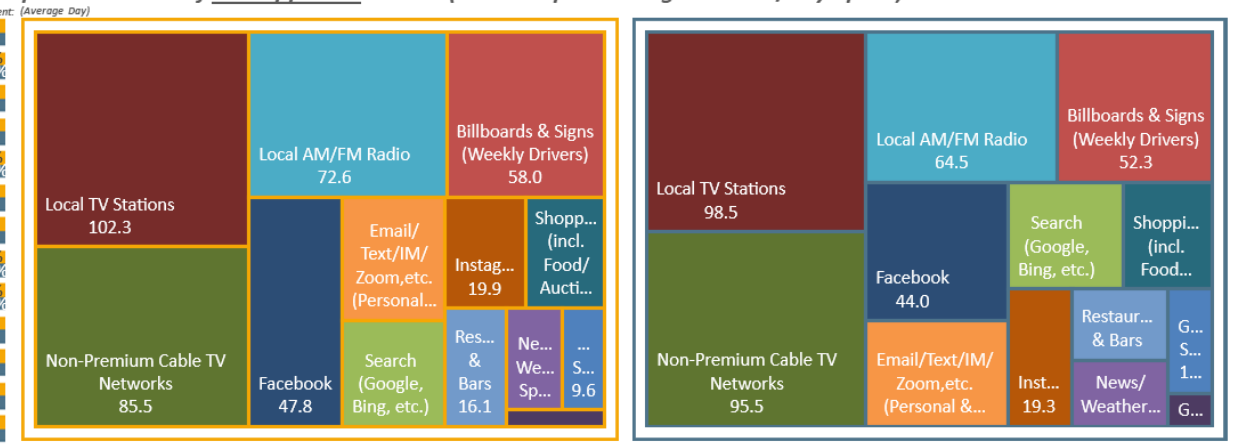
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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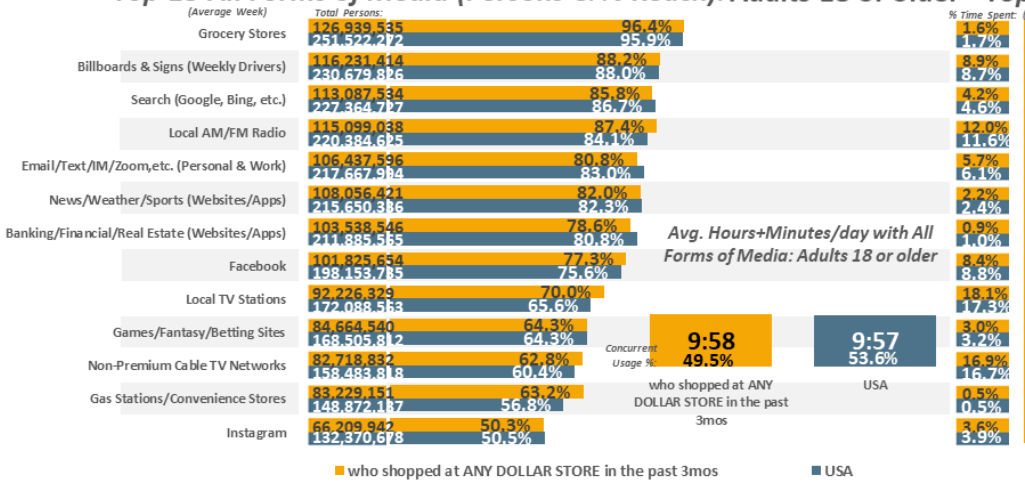
Stores/services shopped past 3 months: Family Dollar

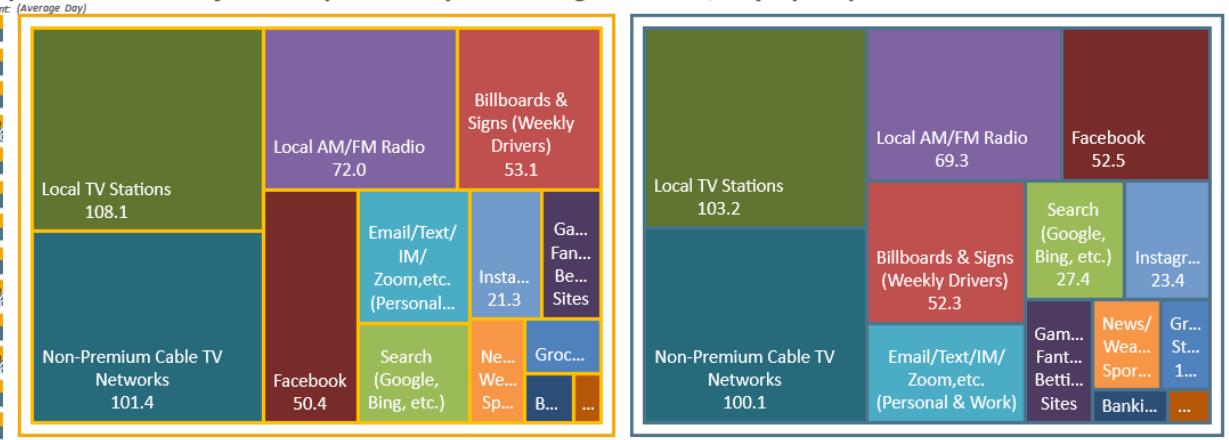
ANY DOLLAR GENERAL / DOLLAR TREE / FAMILY DOLLAR

Adults 18 or older who shopped at ANY DOLLAR STORE in the past 3mos spend an average of 7 hours and 37 minutes each day with All Forms of Ad-Supported Media. 83.5% listen to Local AM/FM Radio for an avg. of 68.5 minutes/day. *(Local Radio delivers 12.5% of Time with Ad-Supported Media.)*

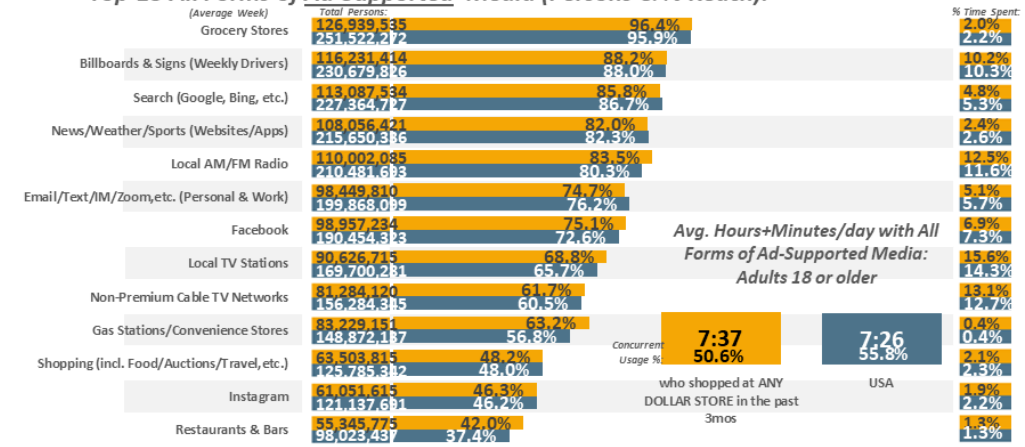
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



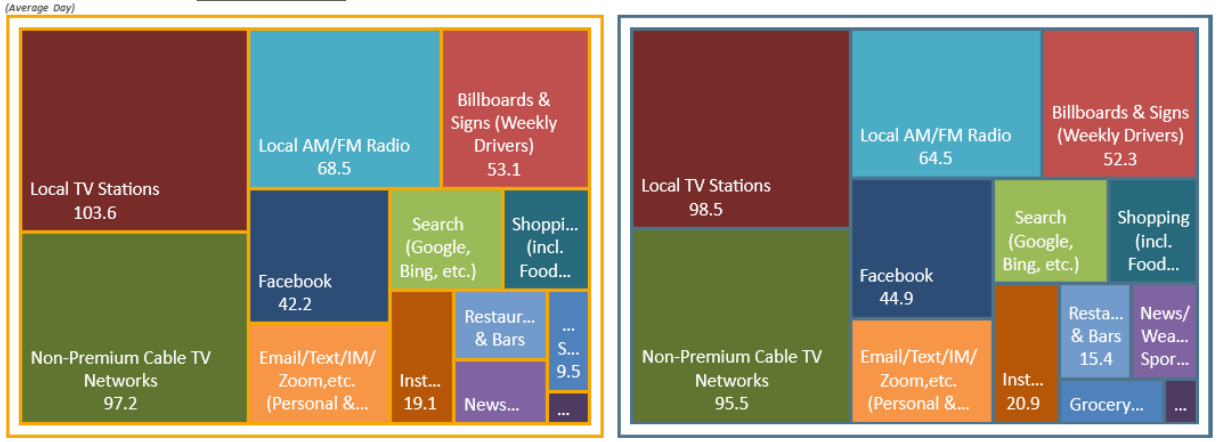
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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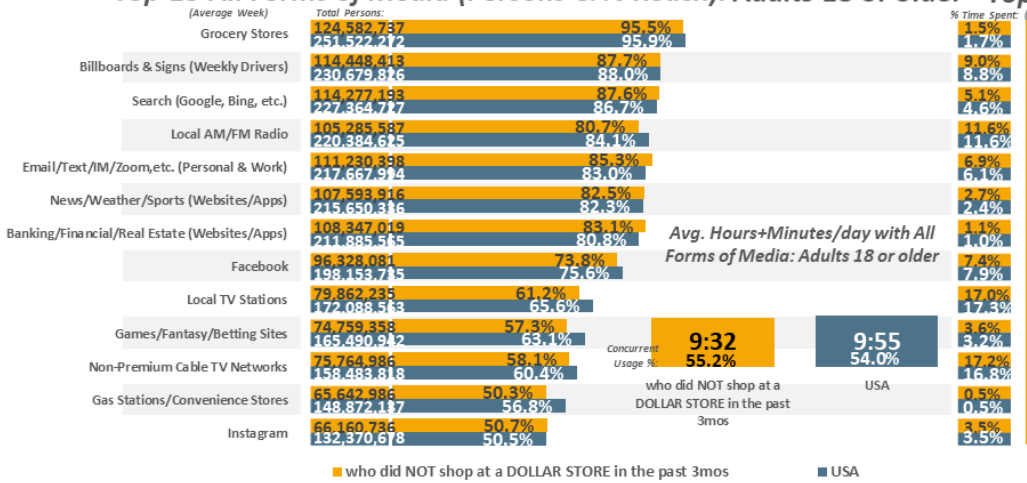
Stores/services shopped past 3 months: Dollar General or Dollar Tree or Family Dollar

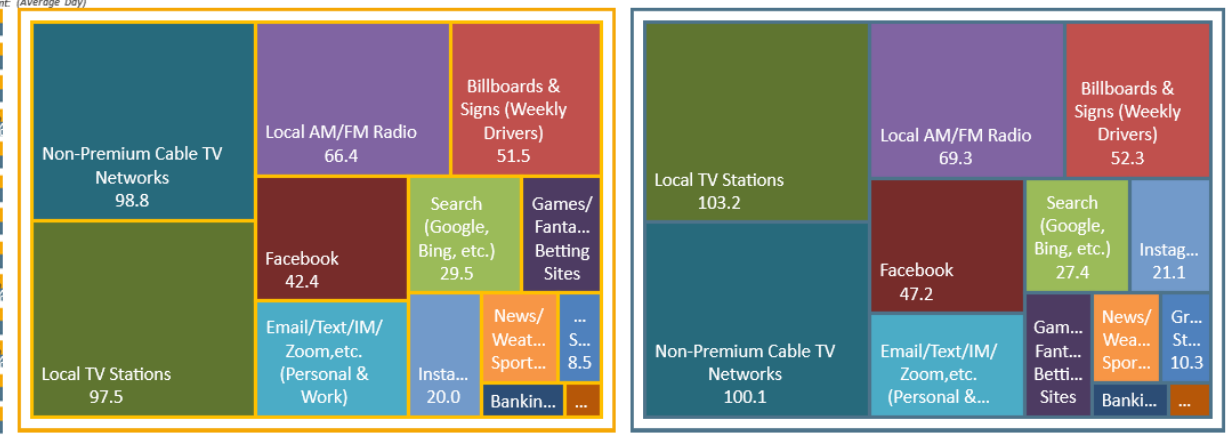
NOT DOLLAR GENERAL / DOLLAR TREE / FAMILY DOLLAR

Adults 18 or older who did NOT shop at a DOLLAR STORE in the past 3mos spend an average of 7 hours and 12 minutes each day with All Forms of Ad-Supported Media. 77.1% listen to Local AM/FM Radio for an avg. of 60.4 minutes/day. *(Local Radio delivers 10.8% of Time with Ad-Supported Media.)*

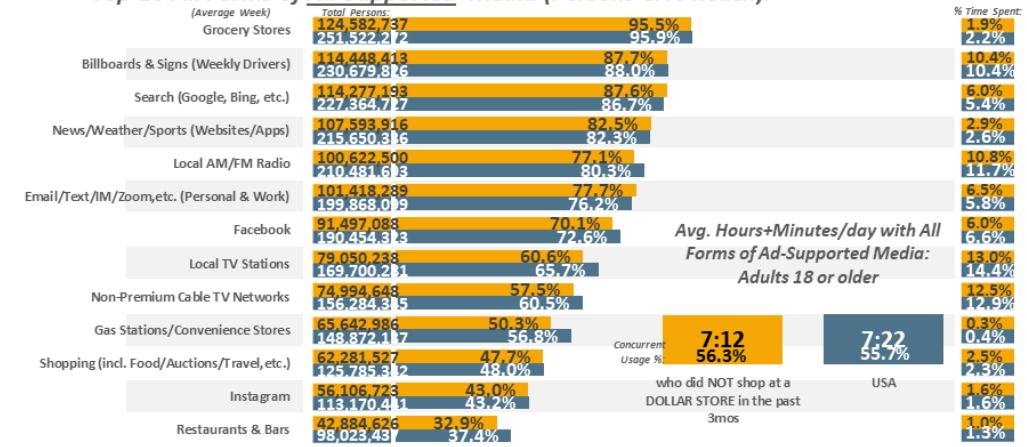
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



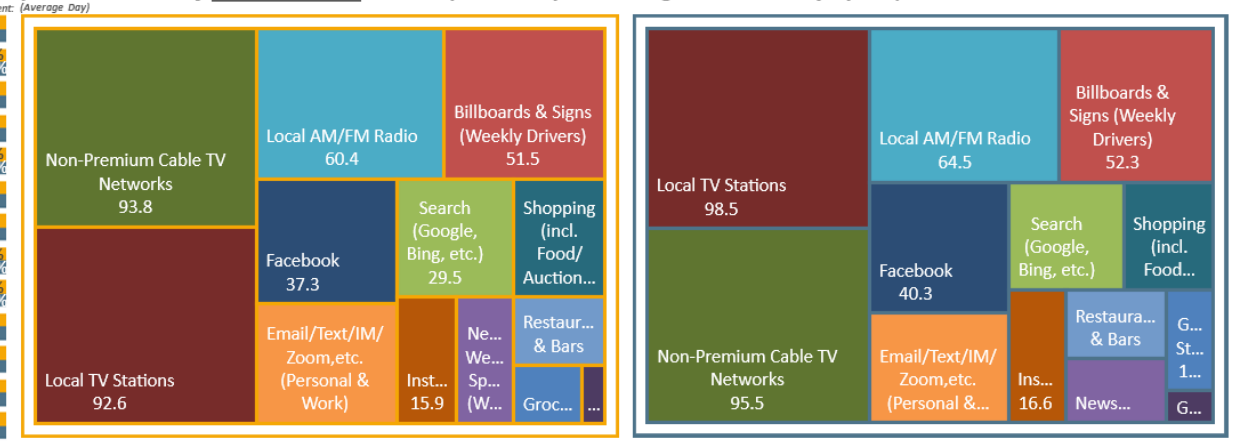
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 12,182

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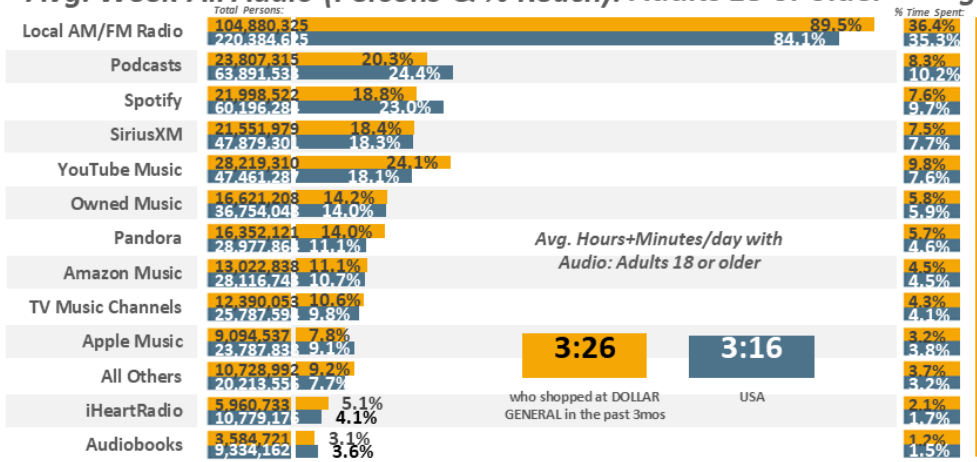
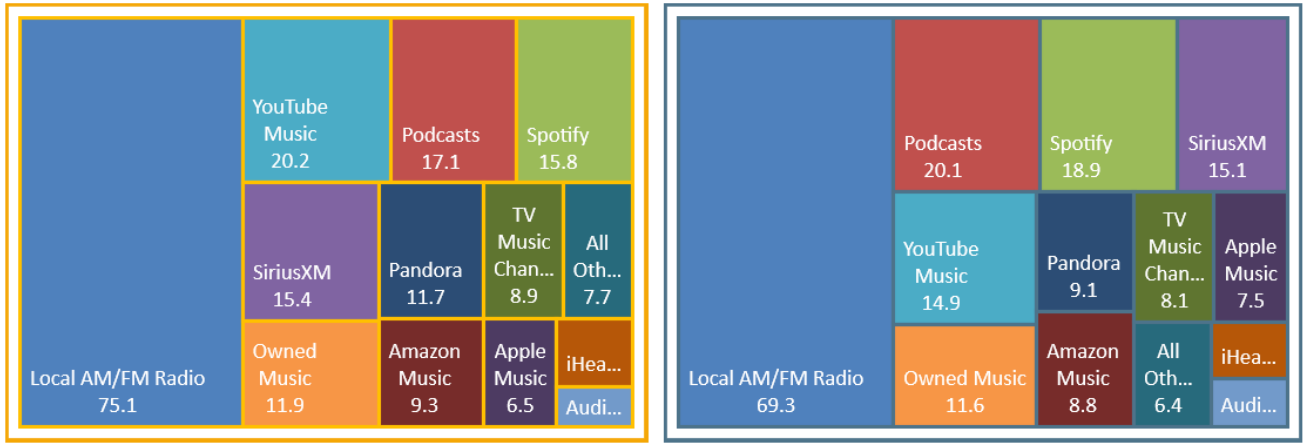
NOT Stores/services shopped past 3 months: Dollar General or Dollar Tree or Family Dollar

100,382,182 or 85.7% of Adults 18 or older who shopped at DOLLAR GENERAL in the past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 71.7 minutes every day representing 43.2% of all time spent daily with Ad-Supported Audio.

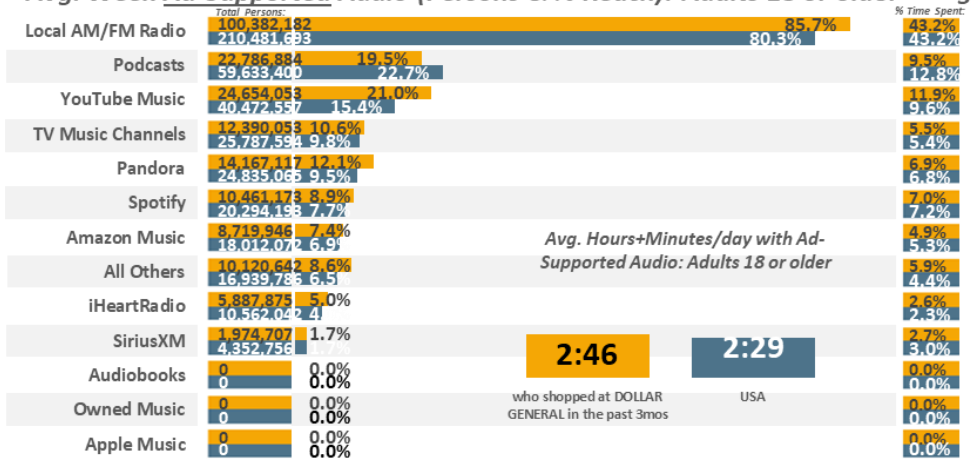
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



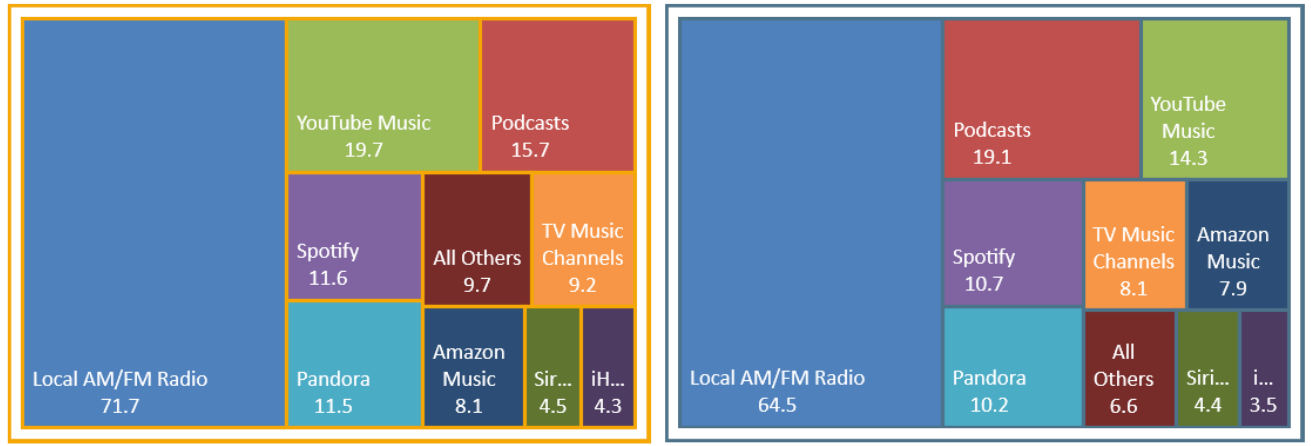
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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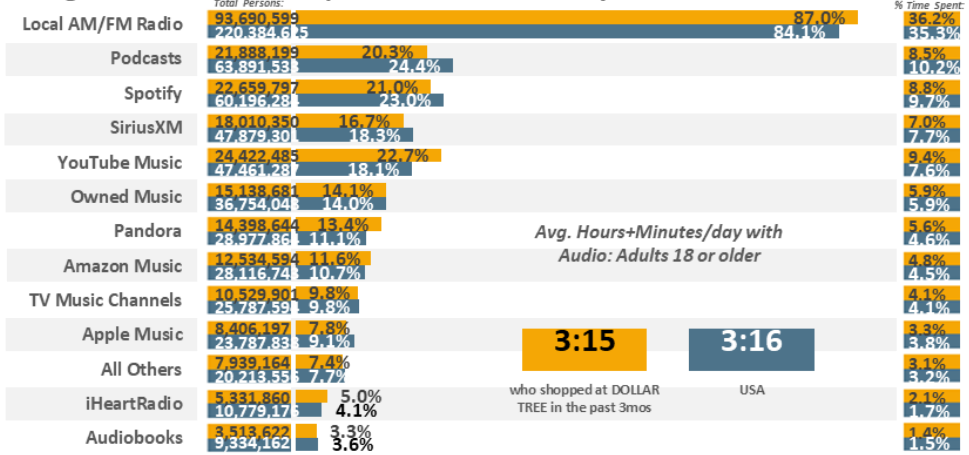
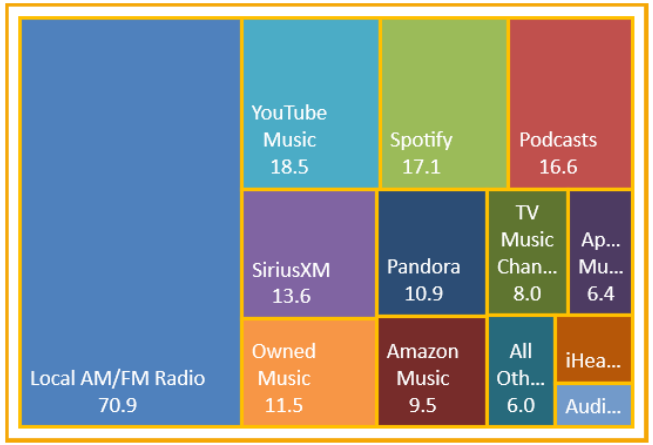
Stores/services shopped past 3 months: Dollar General

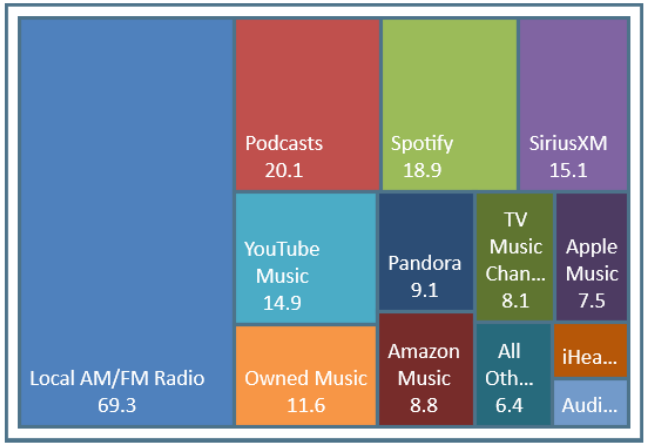
89,575,265 or 83.2% of Adults 18 or older who shopped at DOLLAR TREE in the past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 67.5 minutes every day representing 43.2% of all time spent daily with Ad-Supported Audio.

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

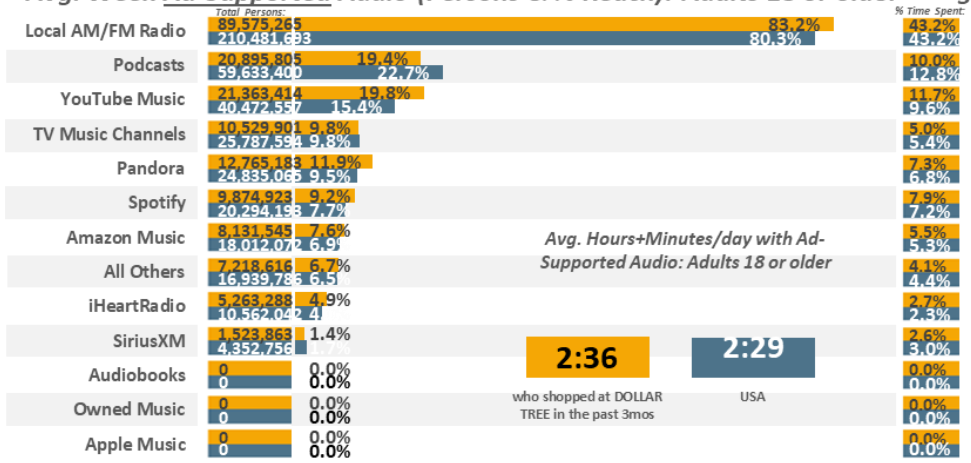


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

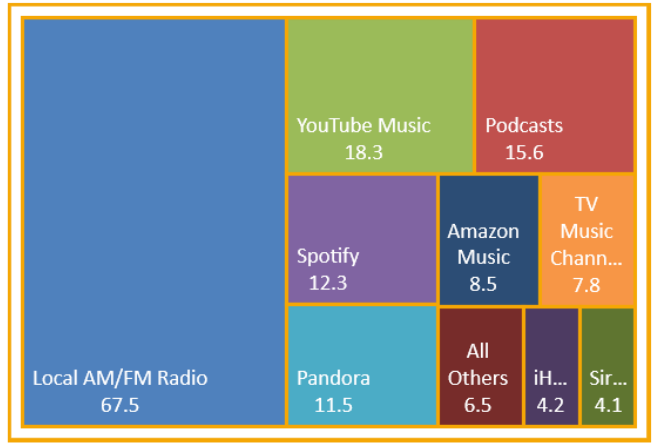


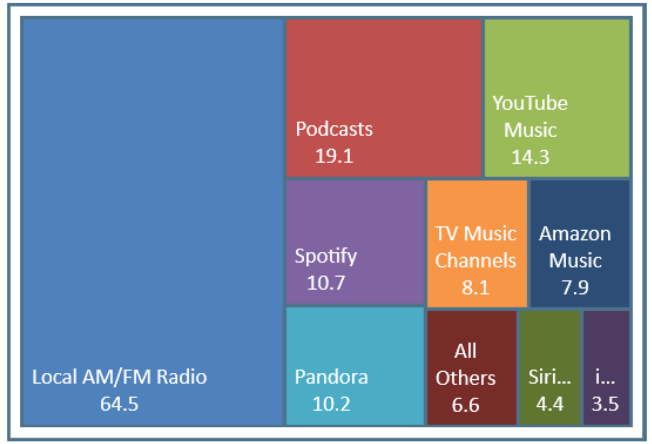


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



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





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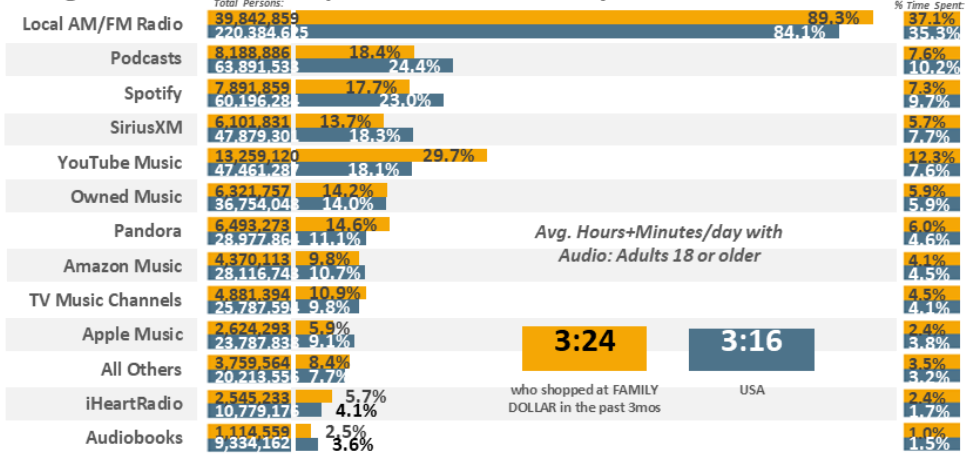
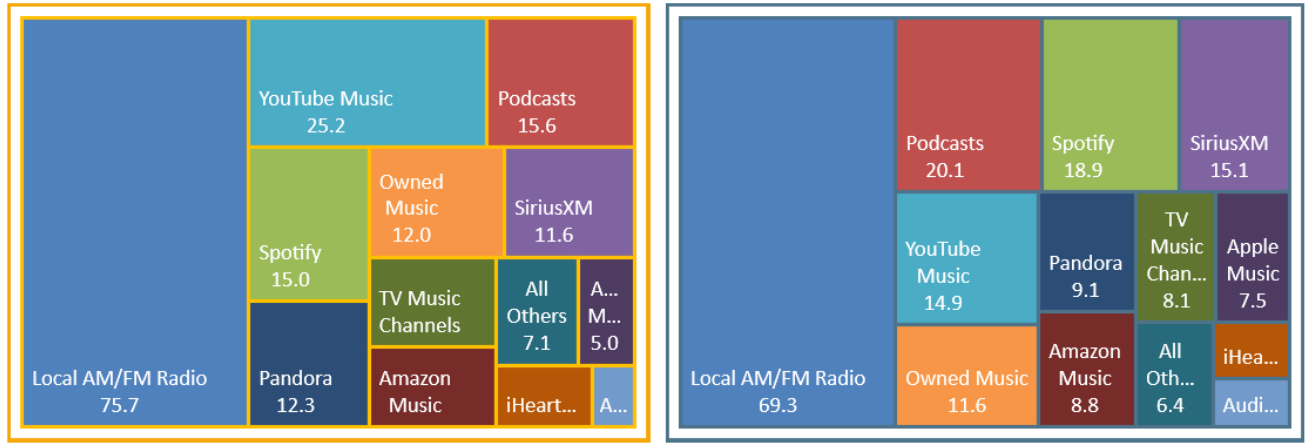
Stores/services shopped past 3 months: Dollar Tree

38,421,048 or 86.2% of Adults 18 or older who shopped at FAMILY DOLLAR in the past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 72.6 minutes every day representing 41.3% of all time spent daily with Ad-Supported Audio.

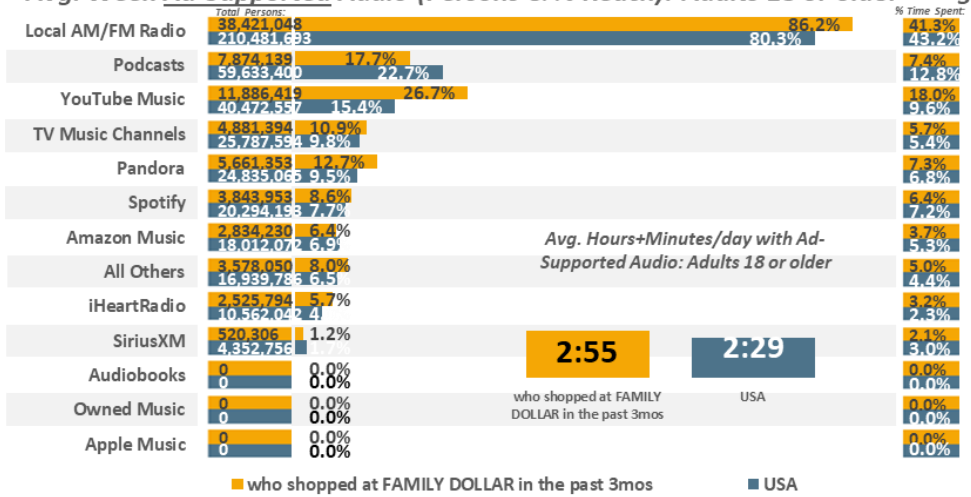
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



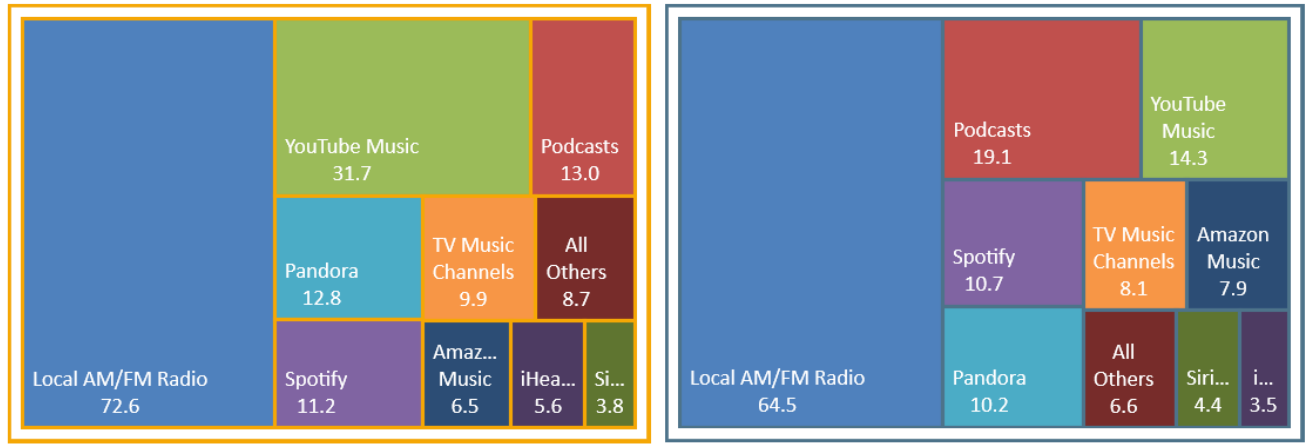
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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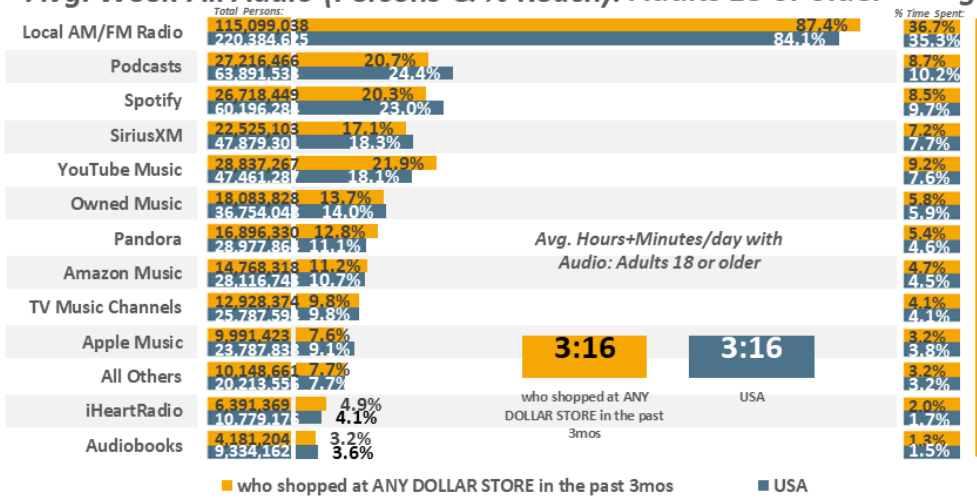
Stores/services shopped past 3 months: Family Dollar

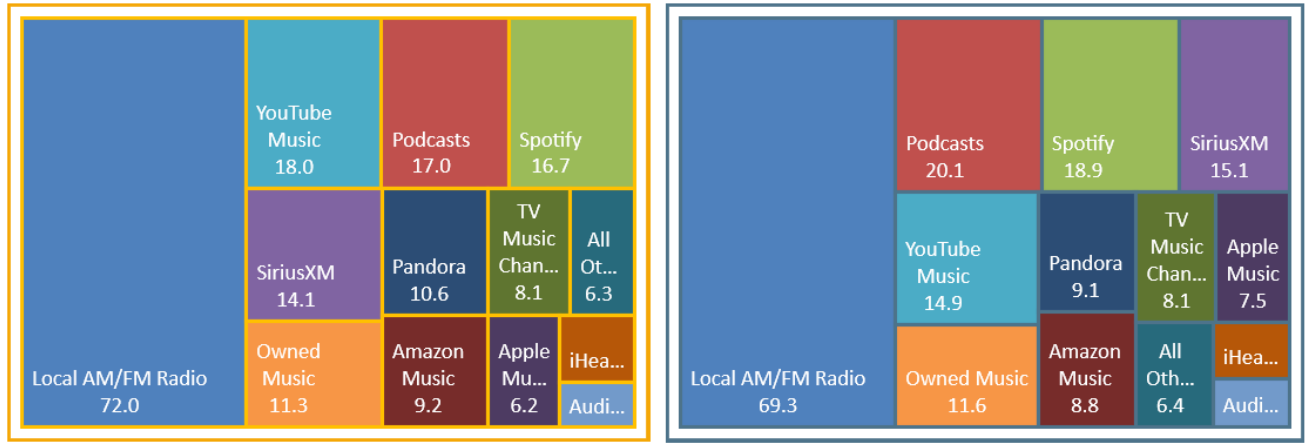
ANY DOLLAR GENERAL / DOLLAR TREE / FAMILY DOLLAR

110,002,085 or 83.5% of Adults 18 or older who shopped at ANY DOLLAR STORE in the past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 68.5 minutes every day representing 43.7% of all time spent daily with Ad-Supported Audio.

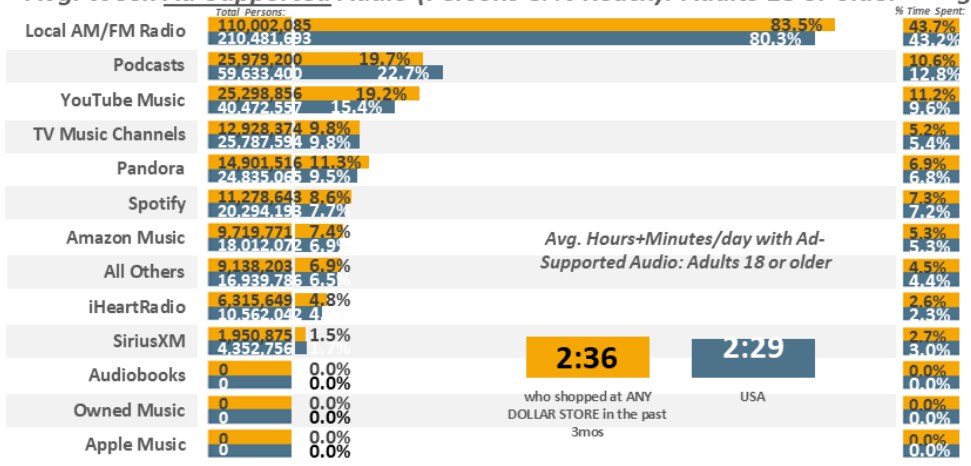
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



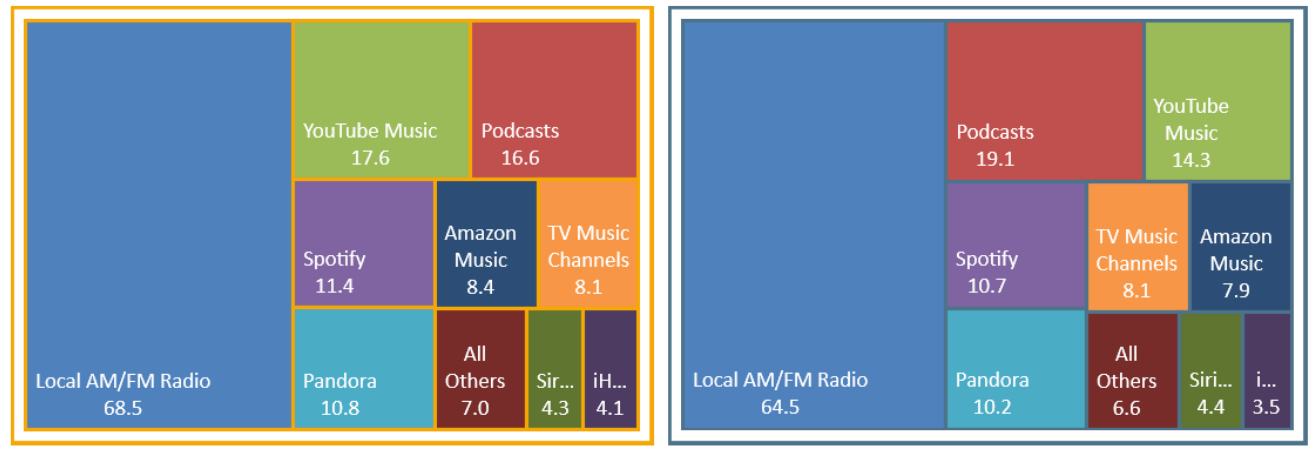
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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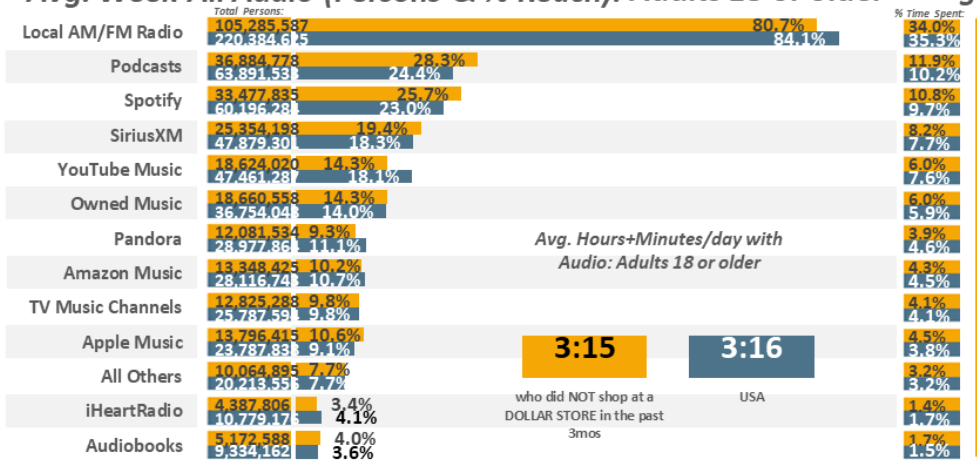
Stores/services shopped past 3 months: Dollar General or Dollar Tree or Family Dollar

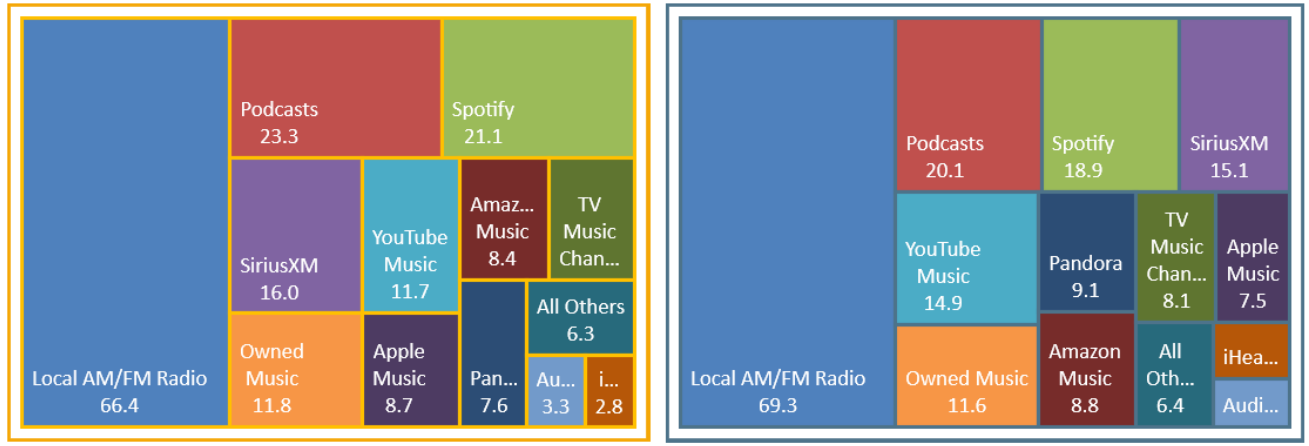
NOT DOLLAR GENERAL / DOLLAR TREE / FAMILY DOLLAR

100,622,500 or 77.1% of Adults 18 or older who did NOT shop at a DOLLAR STORE in the past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 60.4 minutes every day representing 44.5% of all time spent daily with Ad-Supported Audio.

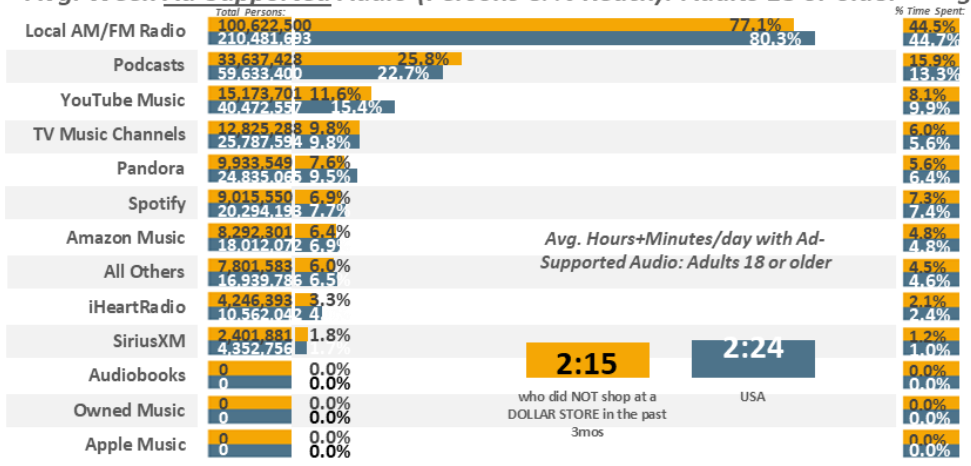
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



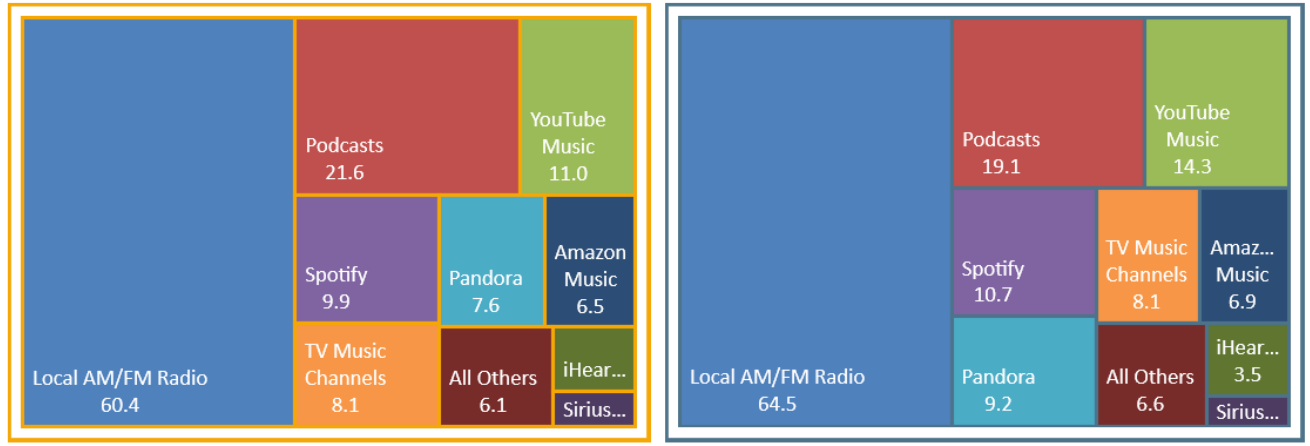
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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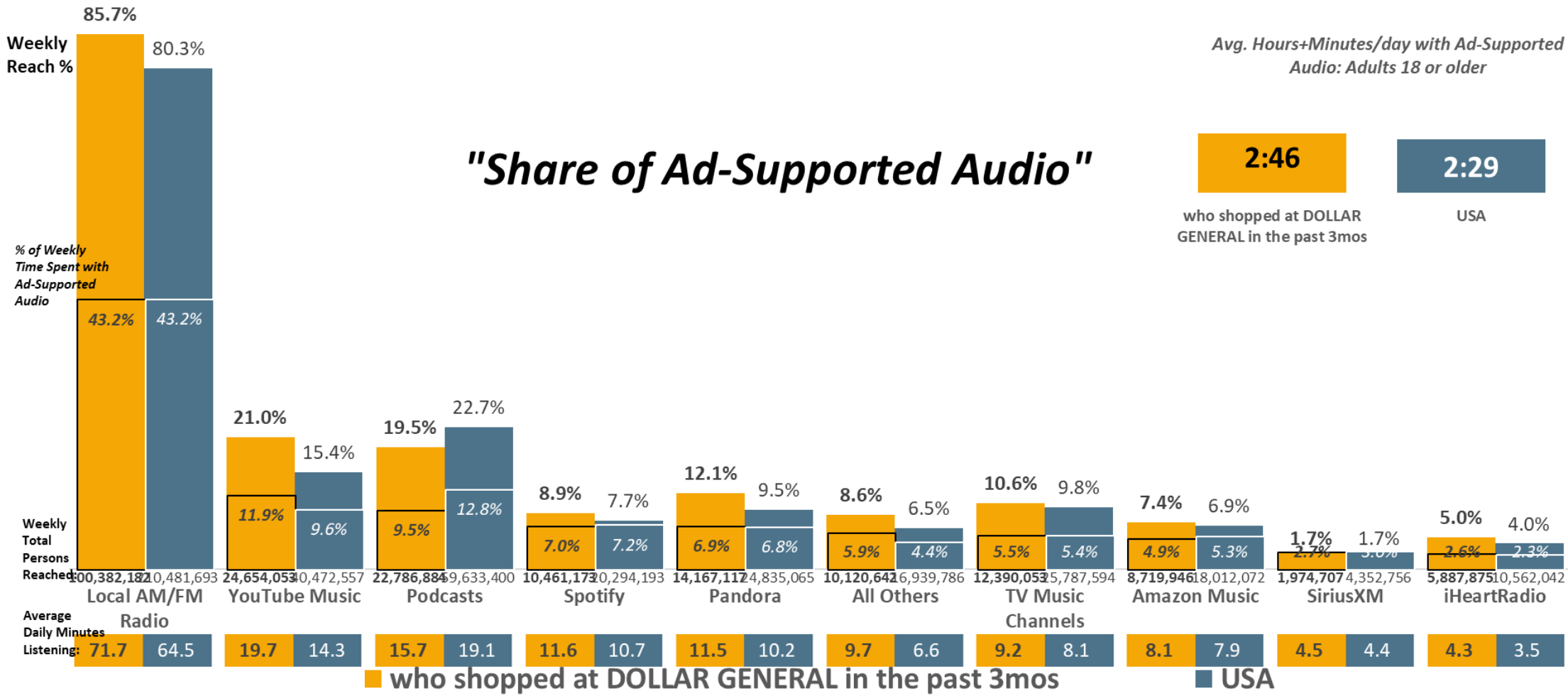
NOT Stores/services shopped past 3 months: Dollar General or Dollar Tree or Family Dollar

100,382,182 or 85.7% of Adults 18 or older who shopped at DOLLAR GENERAL in the past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 71.7 minutes every day representing 43.2% of all time spent daily with Ad-Supported Audio.



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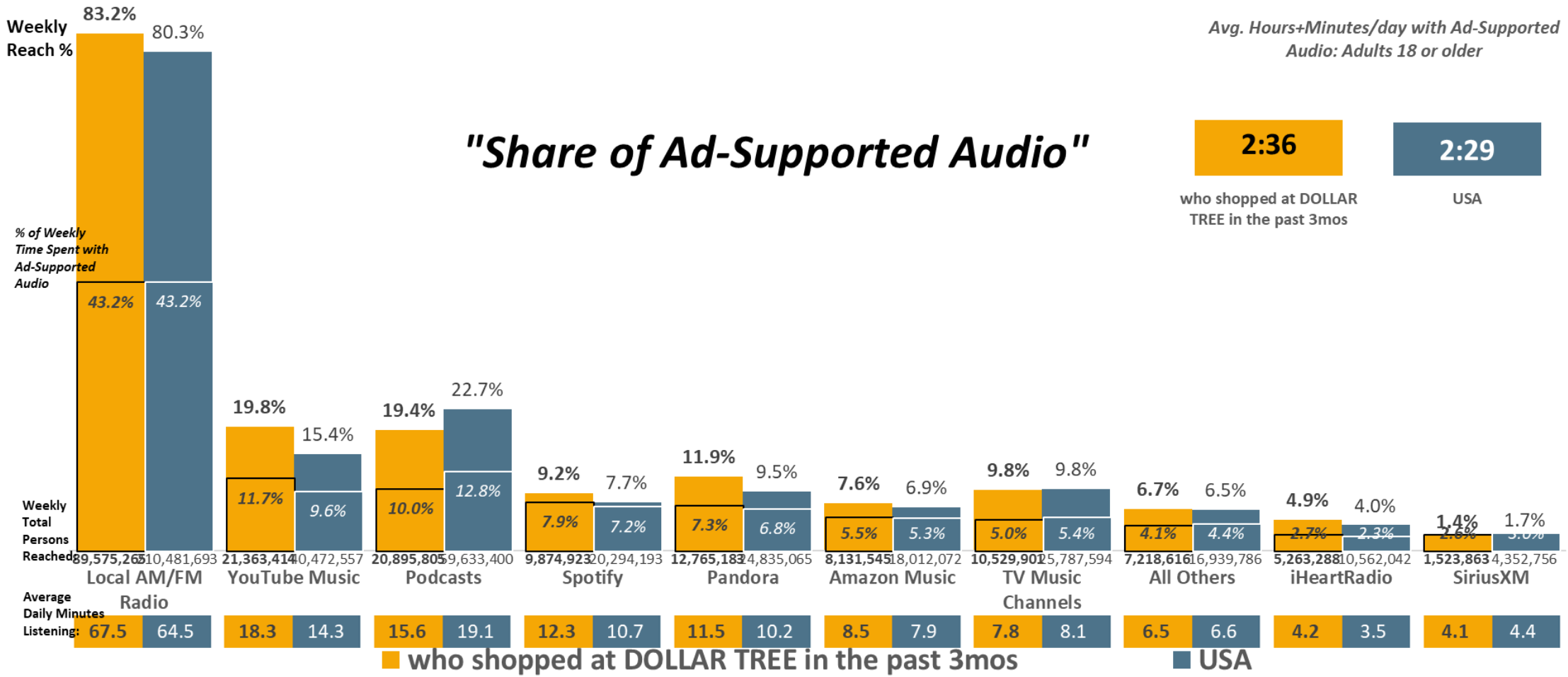
Stores/services shopped past 3 months: Dollar General

89,575,265 or 83.2% of Adults 18 or older who shopped at DOLLAR TREE in the past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 67.5 minutes every day representing 43.2% of all time spent daily with Ad-Supported Audio.



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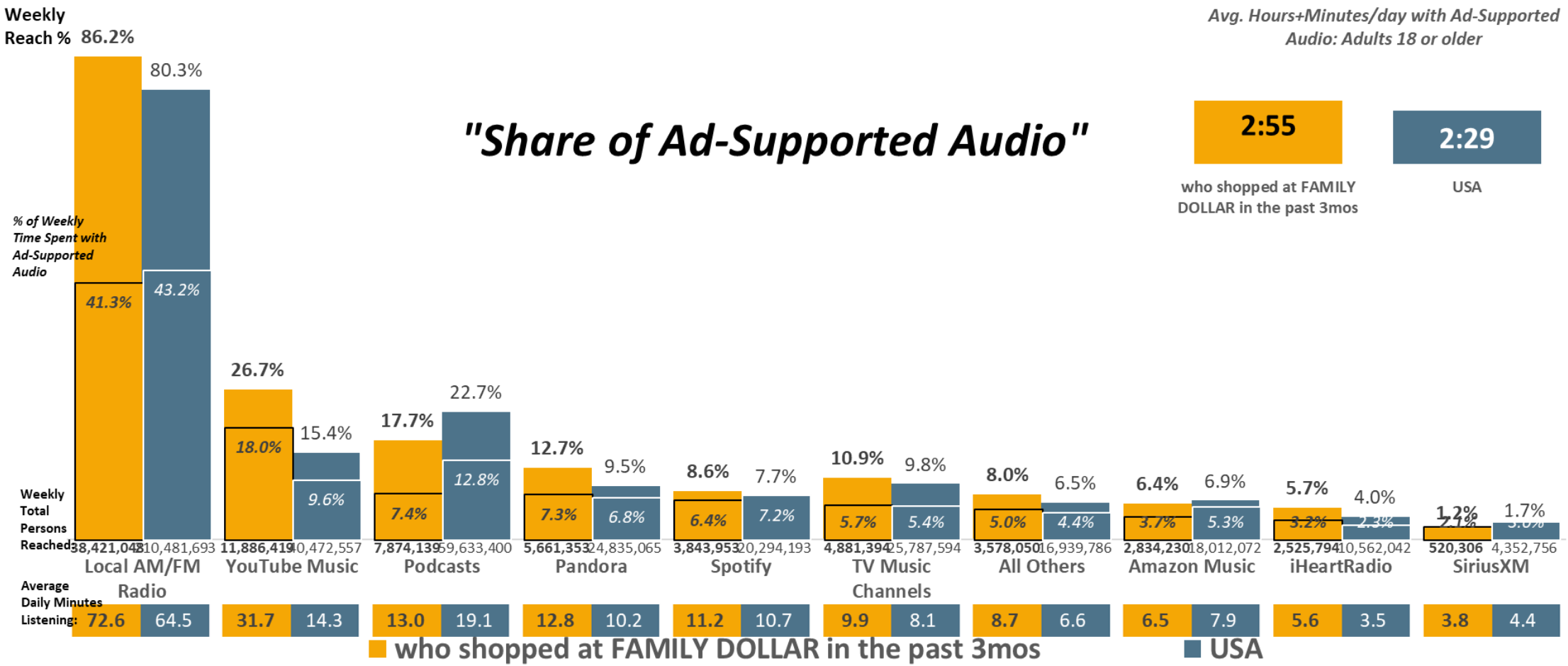
Stores/services shopped past 3 months: Dollar Tree

38,421,048 or 86.2% of Adults 18 or older who shopped at FAMILY DOLLAR in the past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 72.6 minutes every day representing 41.3% of all time spent daily with Ad-Supported Audio.



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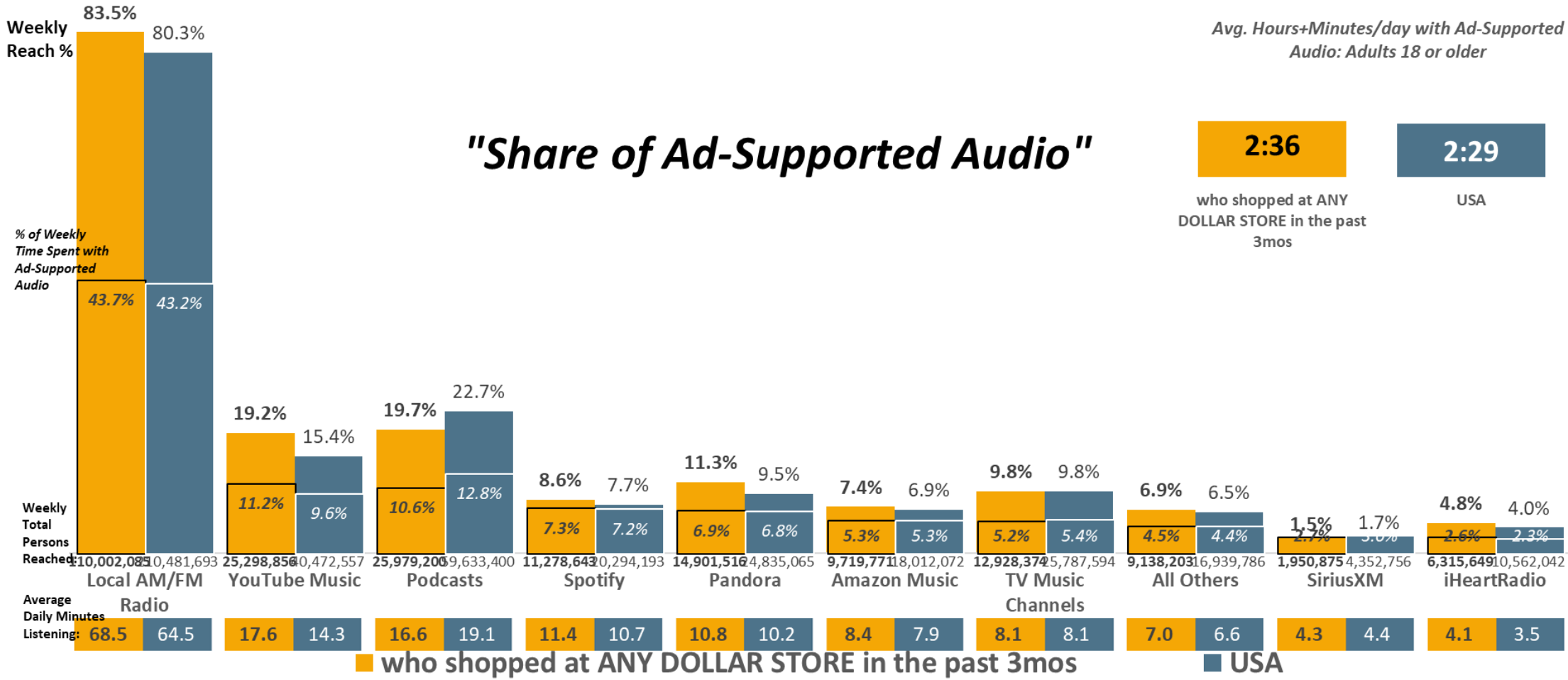
Stores/services shopped past 3 months: Family Dollar

ANY DOLLAR GENERAL DOLLAR TREE FAMILY DOLLAR

110,002,085 or 83.5% of Adults 18 or older who shopped at ANY DOLLAR STORE in the past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 68.5 minutes every day representing 43.7% of all time spent daily with Ad-Supported Audio.



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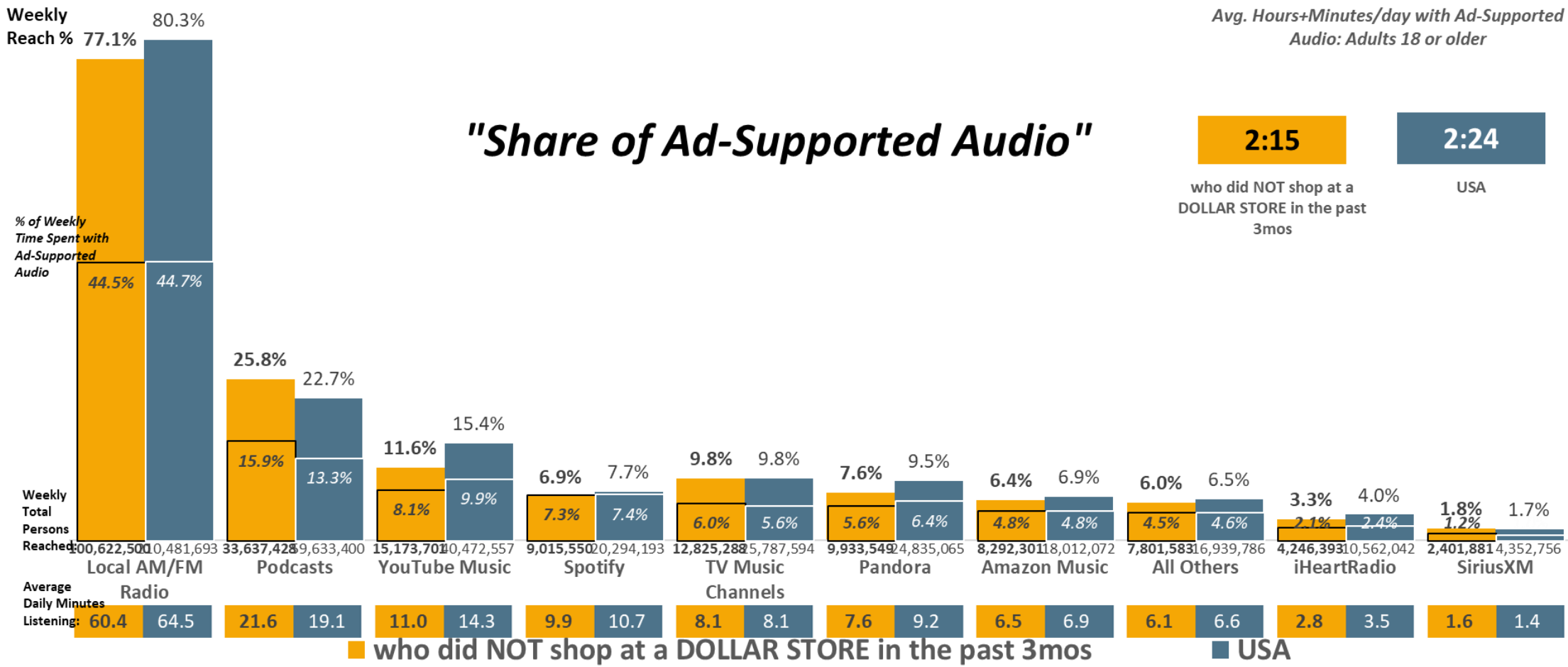
Stores/services shopped past 3 months: Dollar General or Dollar Tree or Family Dollar

NOT DOLLAR GENERAL DOLLAR TREE FAMILY DOLLAR

100,622,500 or 77.1% of Adults 18 or older who did NOT shop at a DOLLAR STORE in the past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 60.4 minutes every day representing 44.5% of all time spent daily with Ad-Supported Audio.



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 12,182

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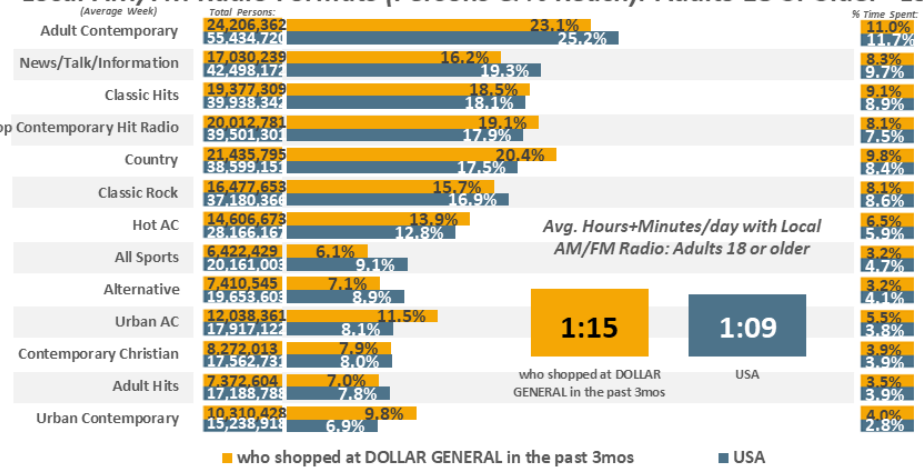
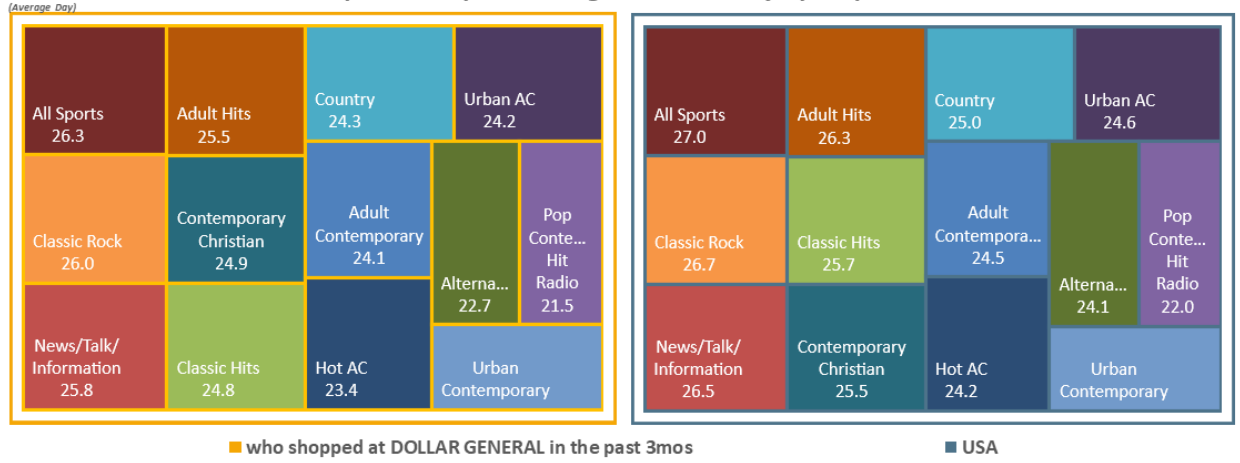
NOT Stores/services shopped past 3 months: Dollar General or Dollar Tree or Family Dollar

100,382,182 or 85.7% of Adults 18 or older who shopped at DOLLAR GENERAL in the past 3mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Country, Pop Contemporary Hit Radio, Classic Hits, and Classic Rock.

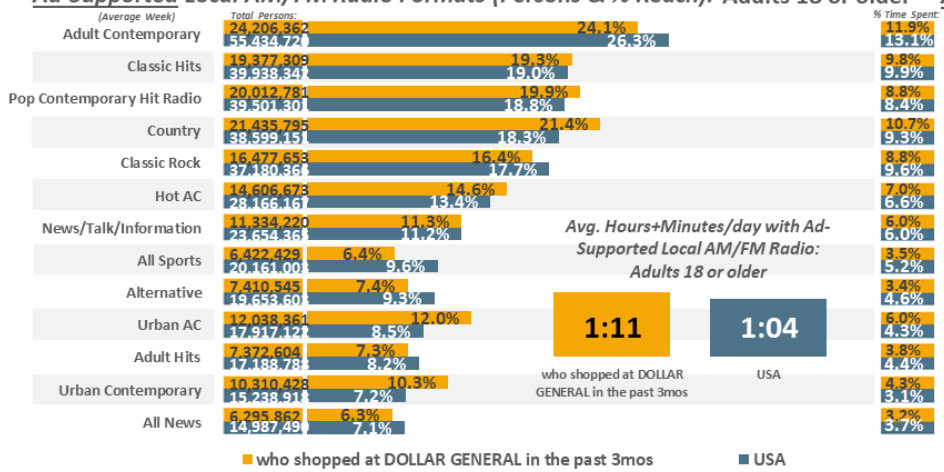
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



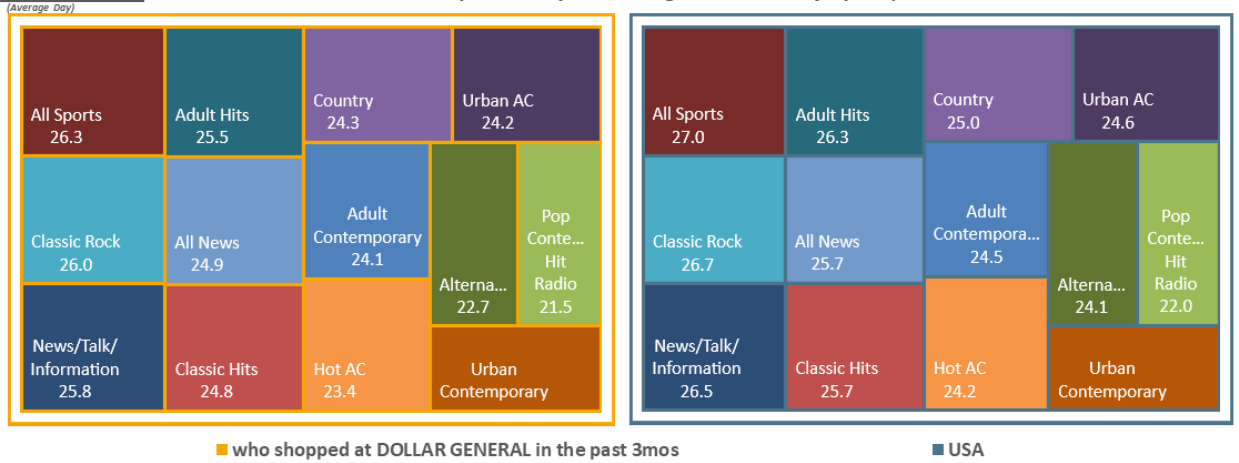
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 11,151

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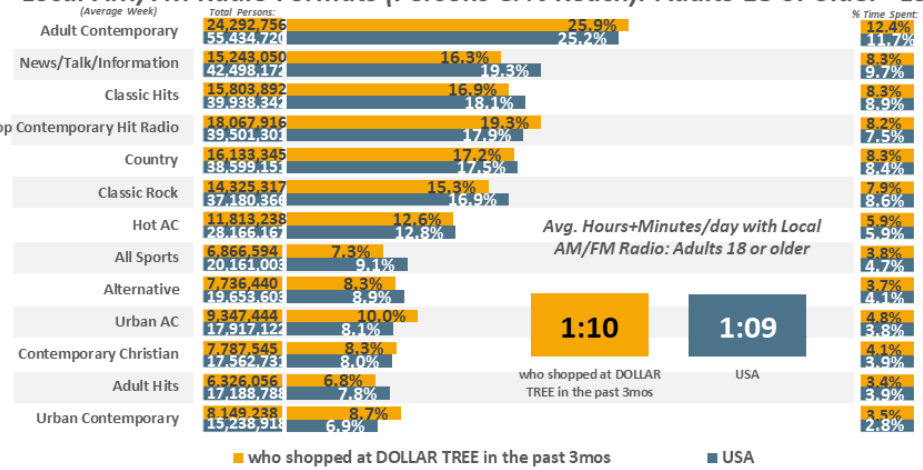
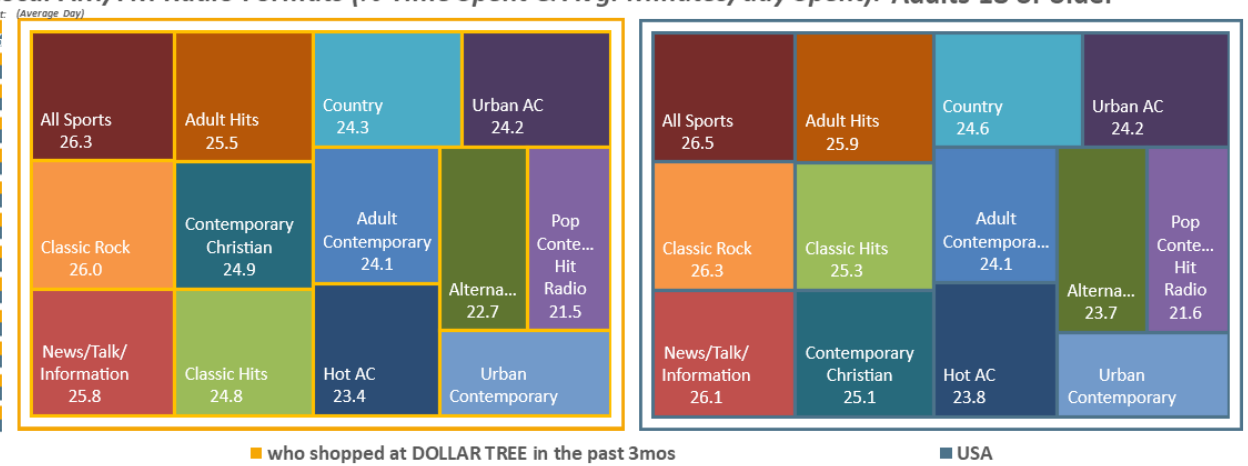
Stores/services shopped past 3 months: Dollar General

89,575,265 or 83.2% of Adults 18 or older who shopped at DOLLAR TREE in the past 3mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Country, Classic Hits, and Classic Rock.

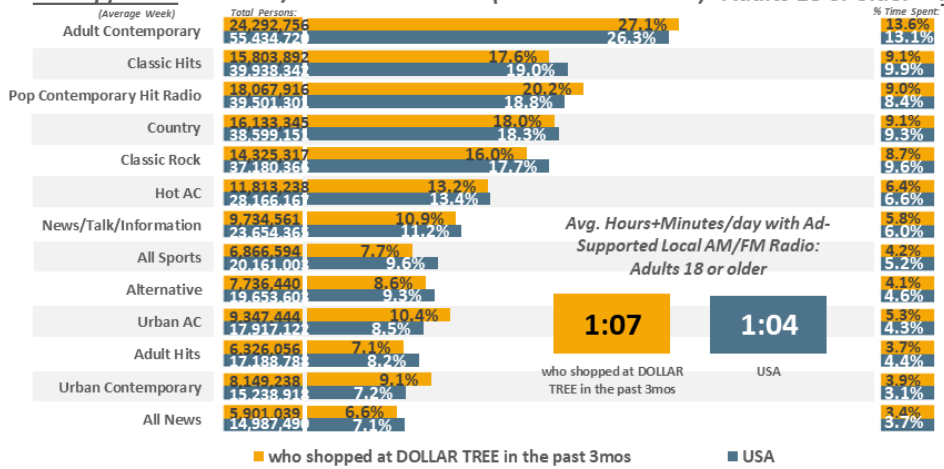
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



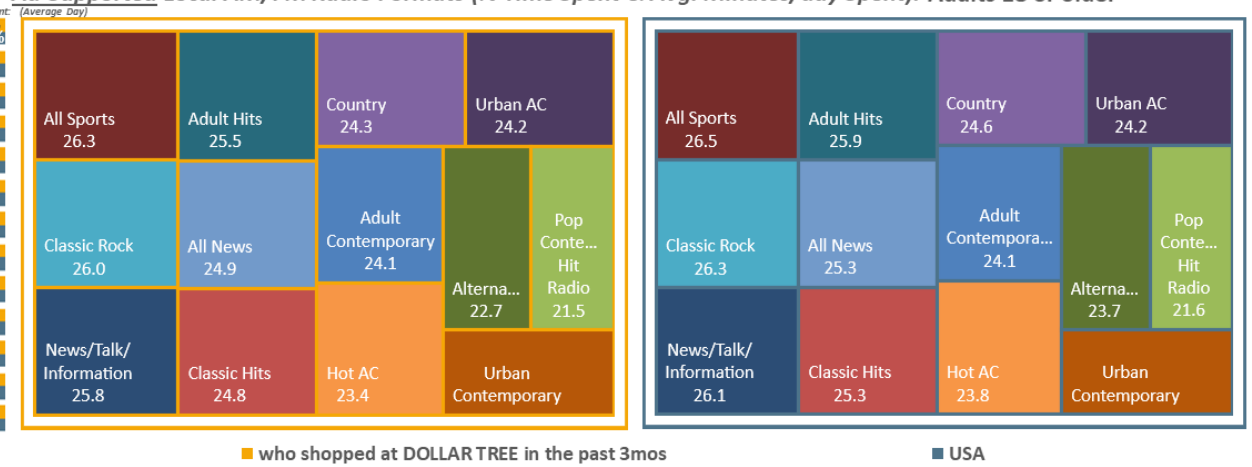
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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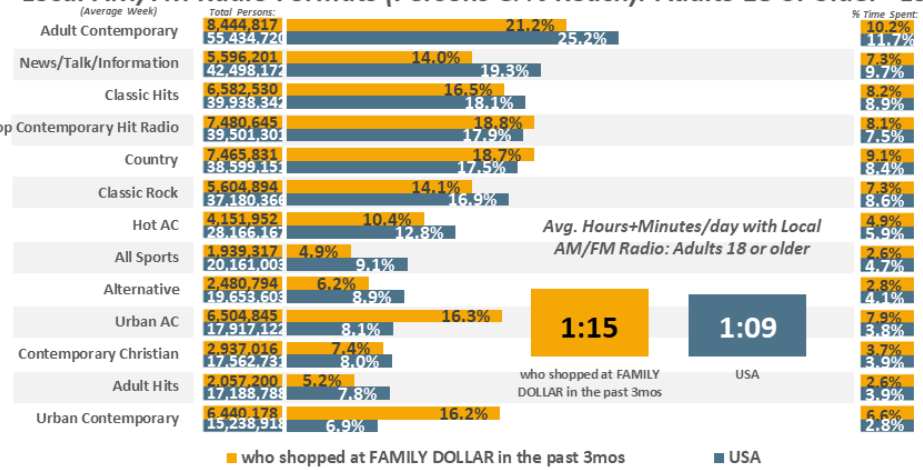
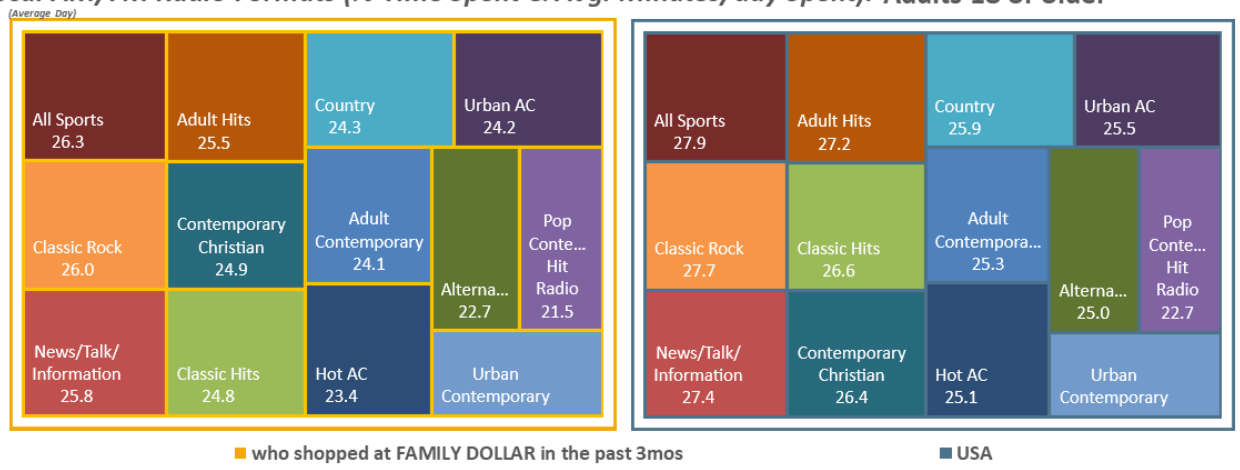
Stores/services shopped past 3 months: Dollar Tree

38,421,048 or 86.2% of Adults 18 or older who shopped at FAMILY DOLLAR in the past 3mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Country, Classic Hits, and Urban AC.

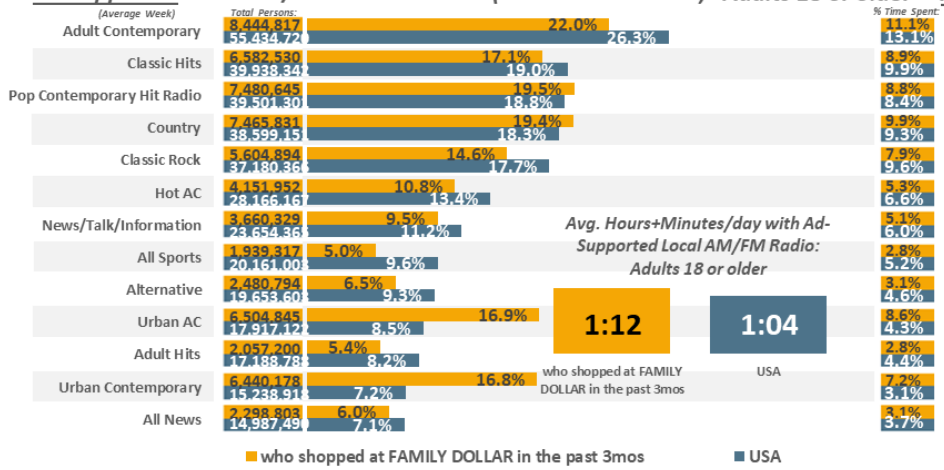
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



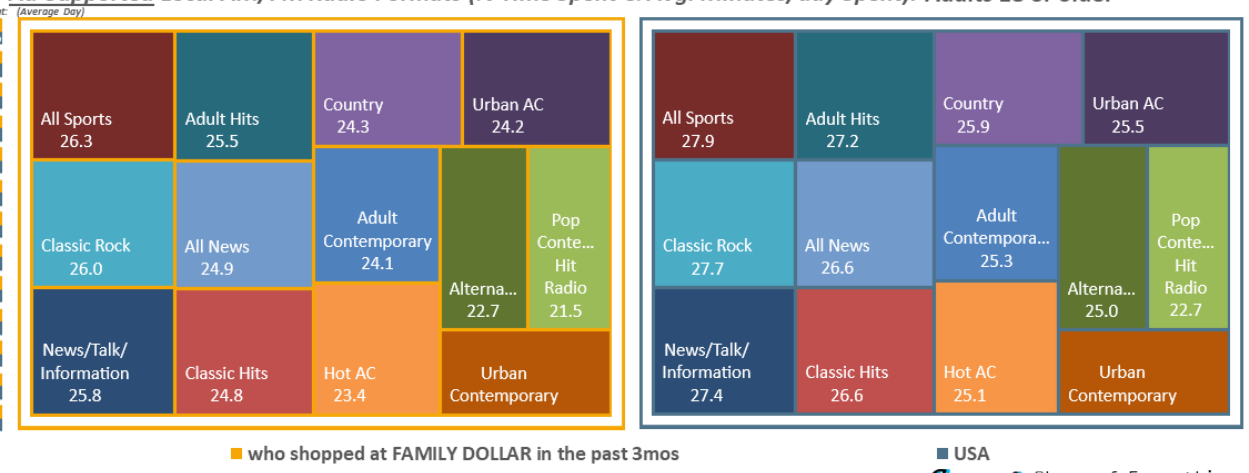
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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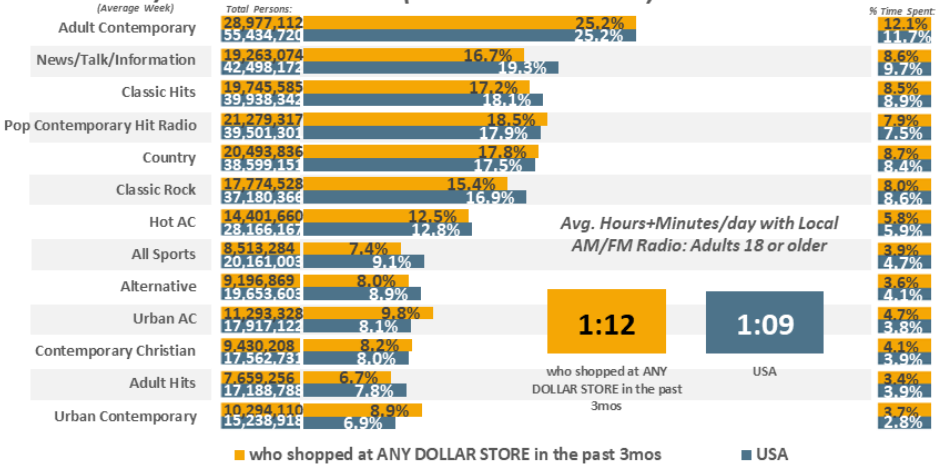
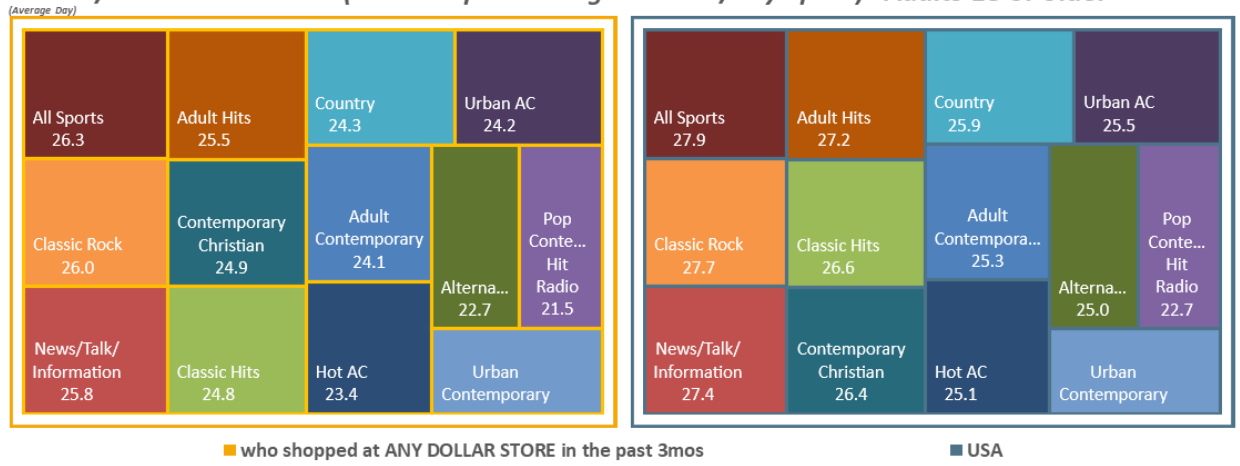
Stores/services shopped past 3 months: Family Dollar

110,002,085 or 83.5% of Adults 18 or older who shopped at ANY DOLLAR STORE in the past 3mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Country, Classic Hits, and Classic Rock.

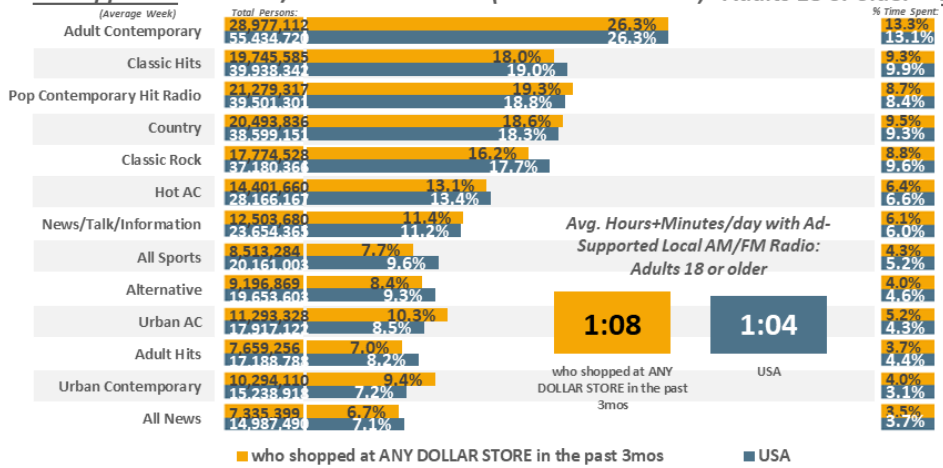
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



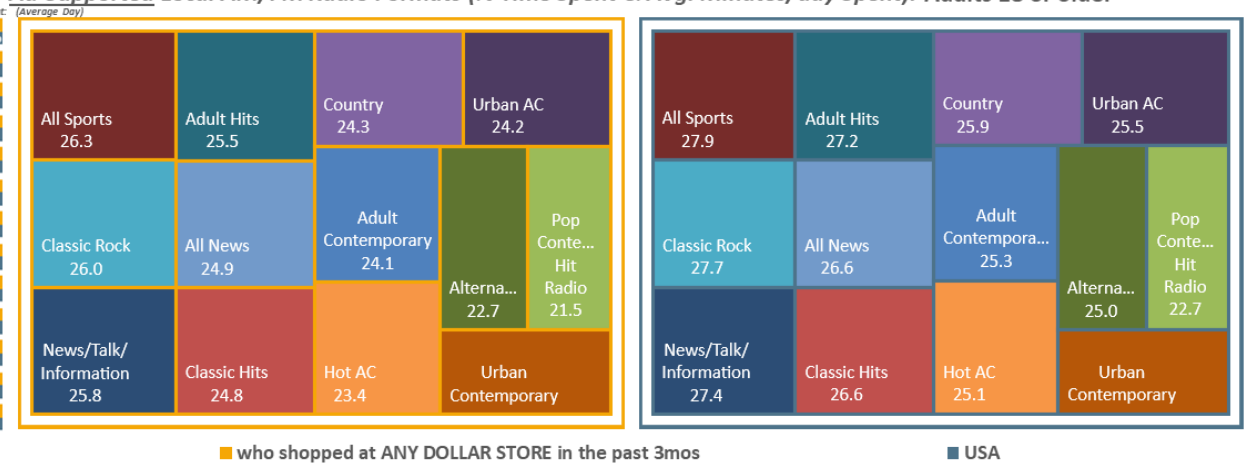
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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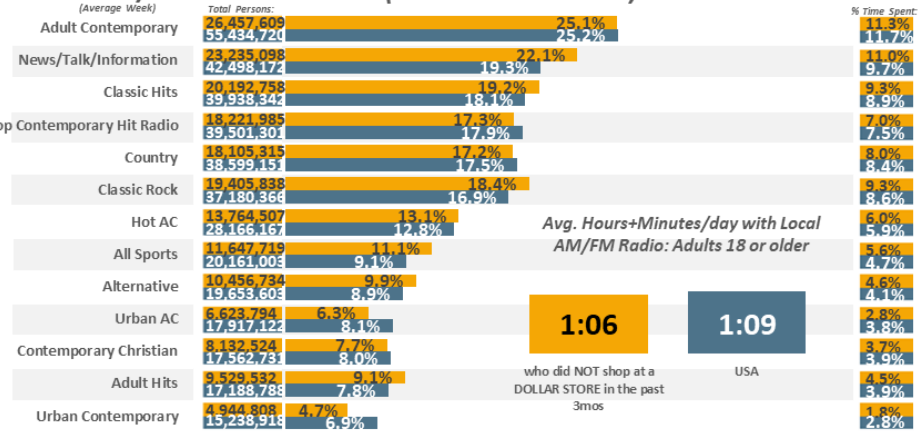
Stores/services shopped past 3 months: Dollar General or Dollar Tree or Family Dollar

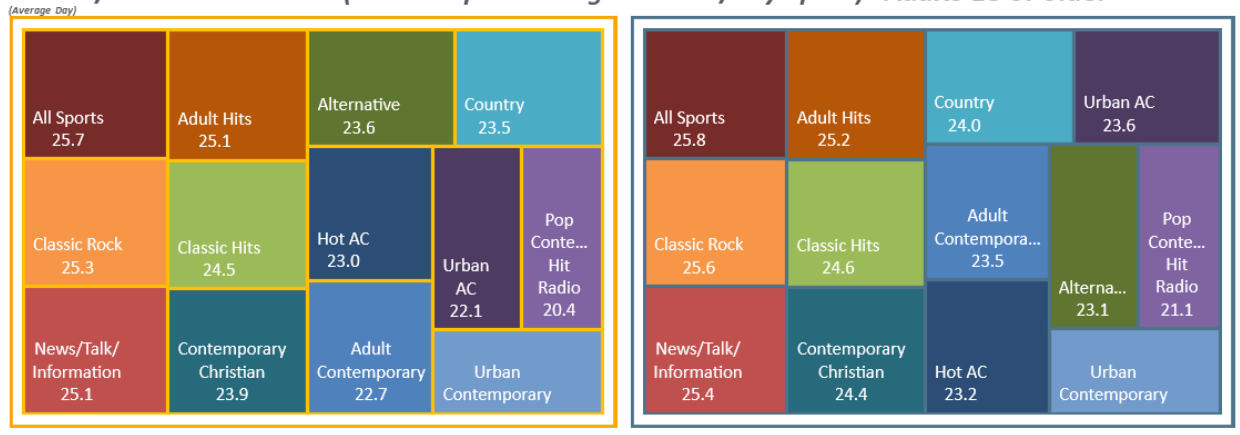
NOT DOLLAR GENERAL DOLLAR TREE FAMILY DOLLAR

100,622,500 or 77.1% of Adults 18 or older who did NOT shop at a DOLLAR STORE in the past 3mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Classic Rock, Pop Contemporary Hit Radio, and Country.

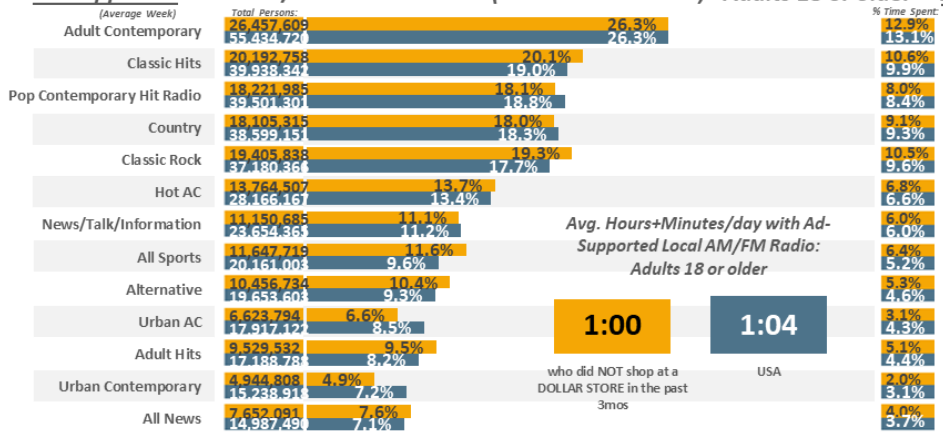
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



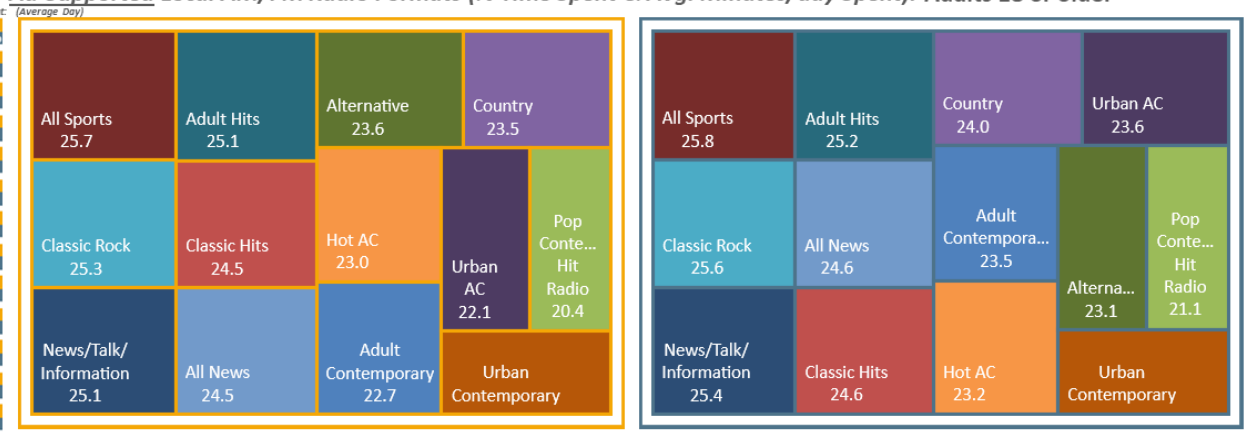
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 12,182

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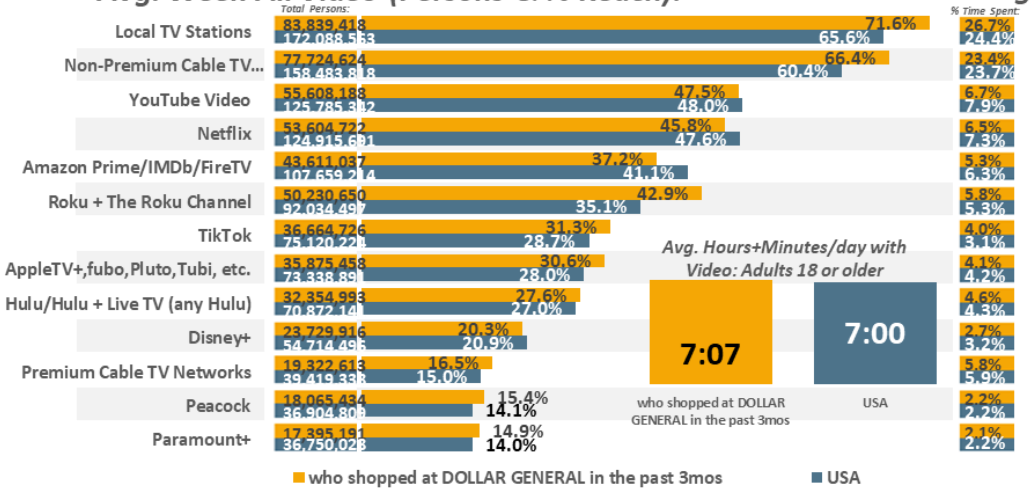
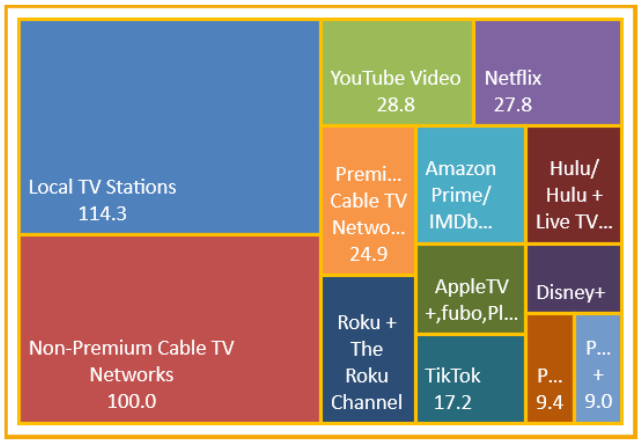
NOT Stores/services shopped past 3 months: Dollar General or Dollar Tree or Family Dollar

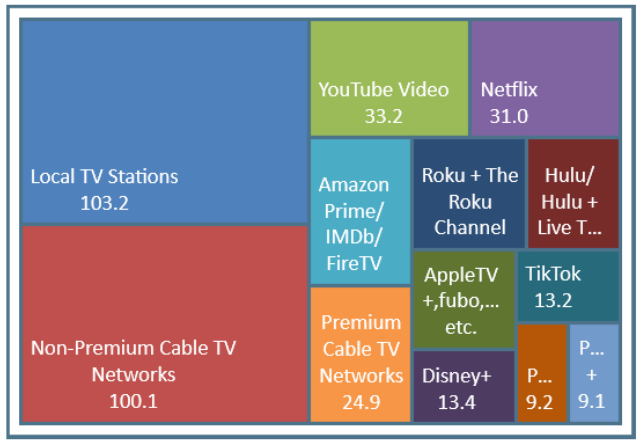
82,160,864 or 70.1% of Adults 18 or older who shopped at DOLLAR GENERAL in the past 3mos watch Ad-Supported Local TV Stations for an average of 109.5 minutes every day representing 31.4% of all time spent daily with Ad-Supported Video.

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

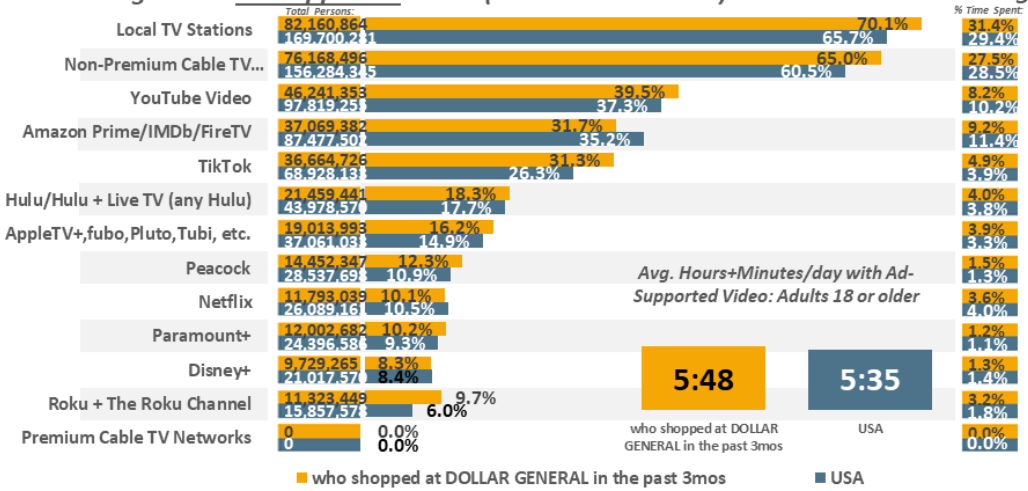


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

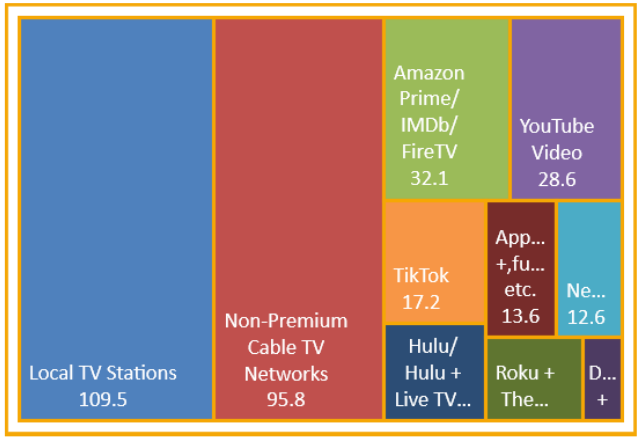


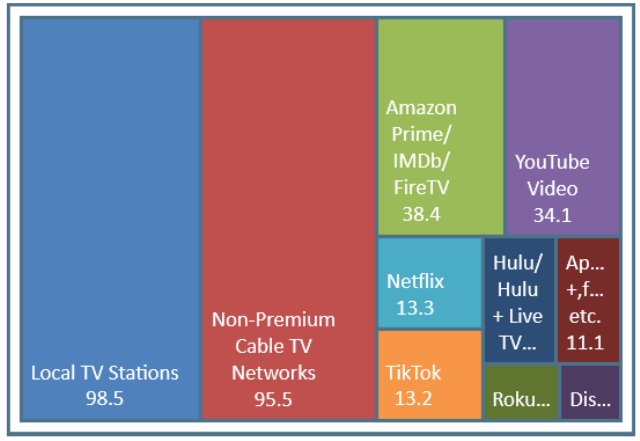


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





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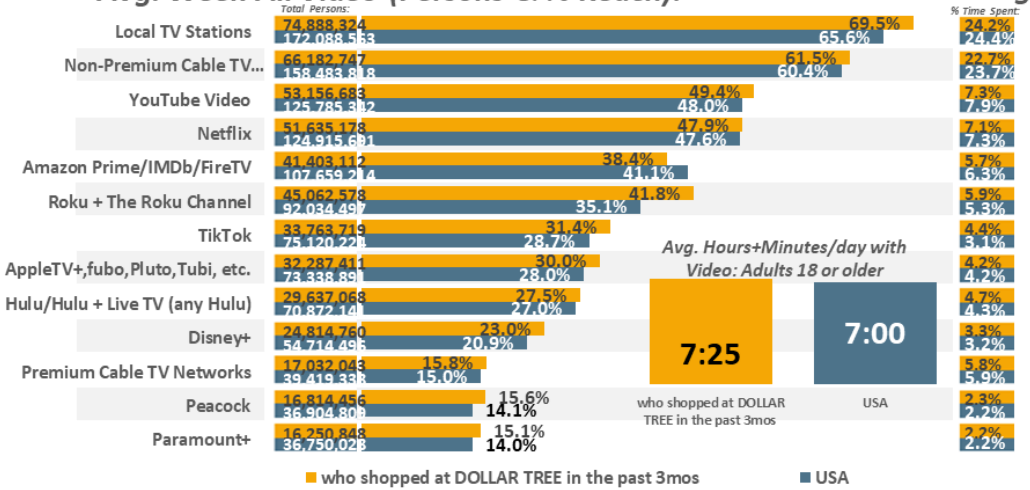
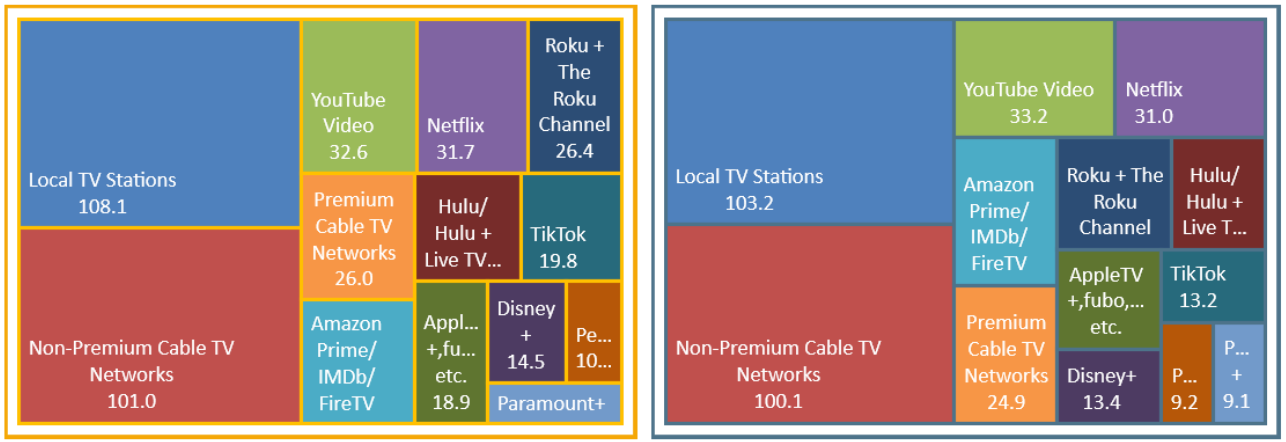
Stores/services shopped past 3 months: Dollar General

73,577,602 or 68.3% of Adults 18 or older who shopped at DOLLAR TREE in the past 3mos watch Ad-Supported Local TV Stations for an average of 103.6 minutes every day representing 28.9% of all time spent daily with Ad-Supported Video.

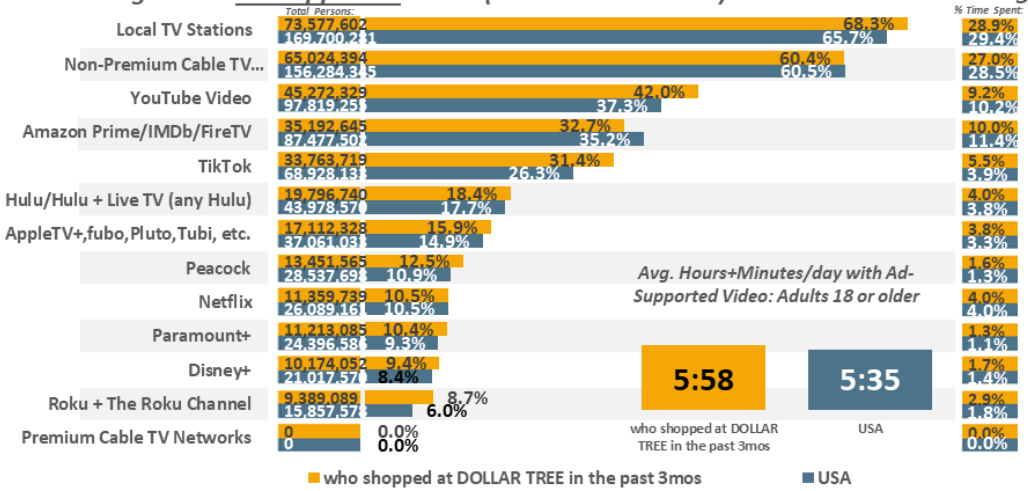
Avg. Week All Video (Persons & % Reach): Adults 18 or older



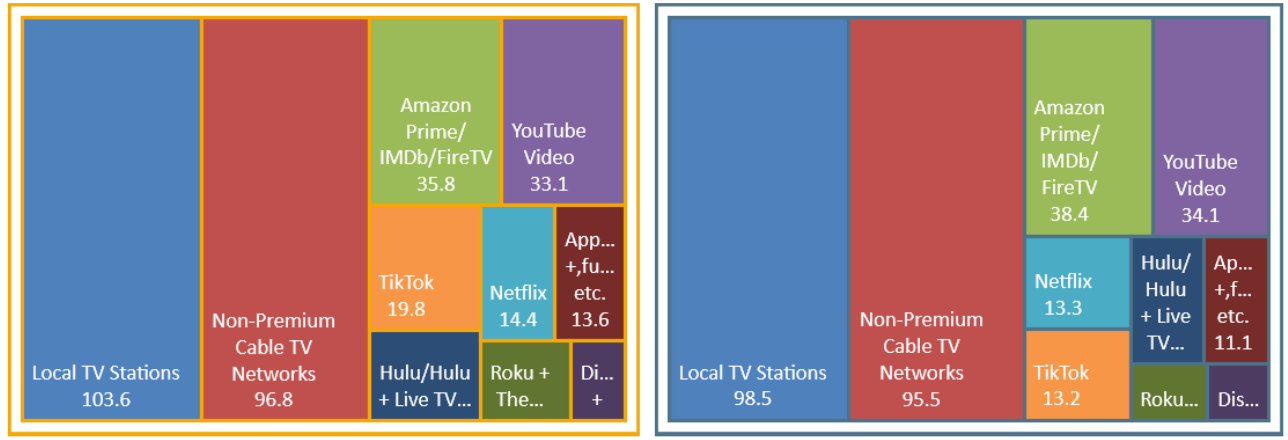
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *11,151*

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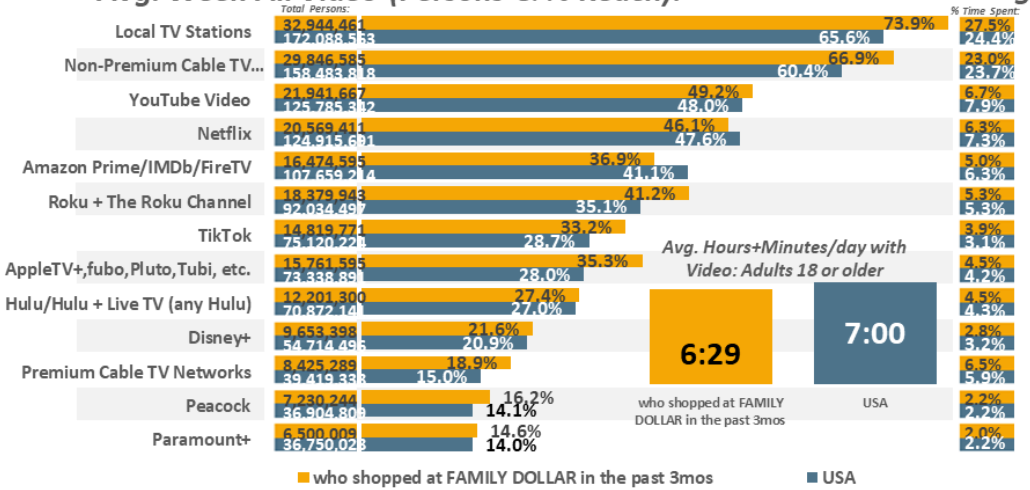
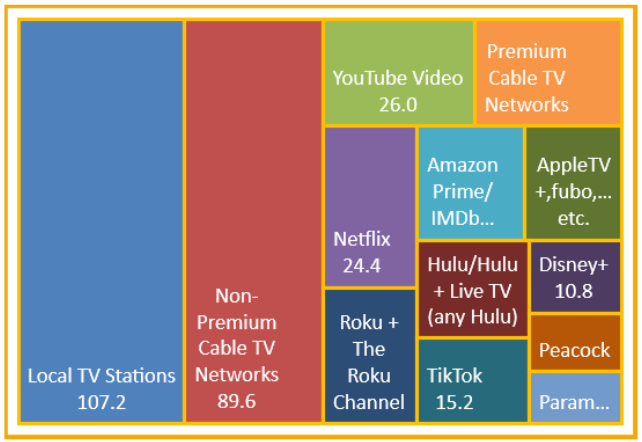
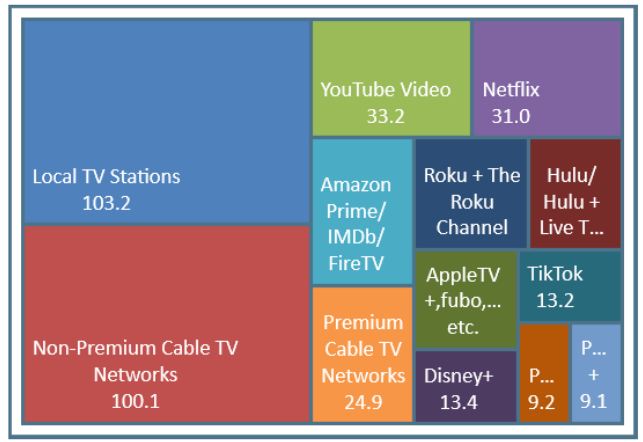
Stores/services shopped past 3 months: Dollar Tree

32,185,826 or 72.2% of Adults 18 or older who shopped at FAMILY DOLLAR in the past 3mos watch Ad-Supported Local TV Stations for an average of 102.3 minutes every day representing 31.8% of all time spent daily with Ad-Supported Video.

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

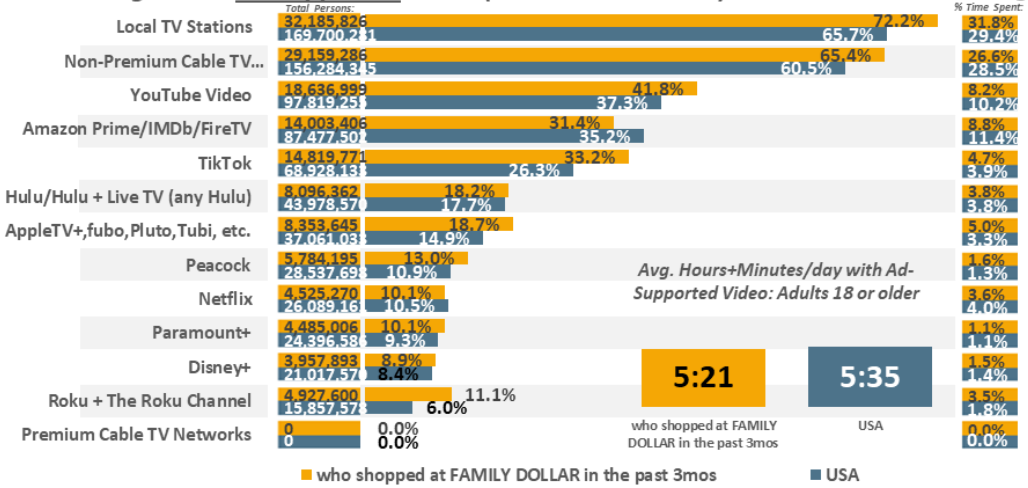


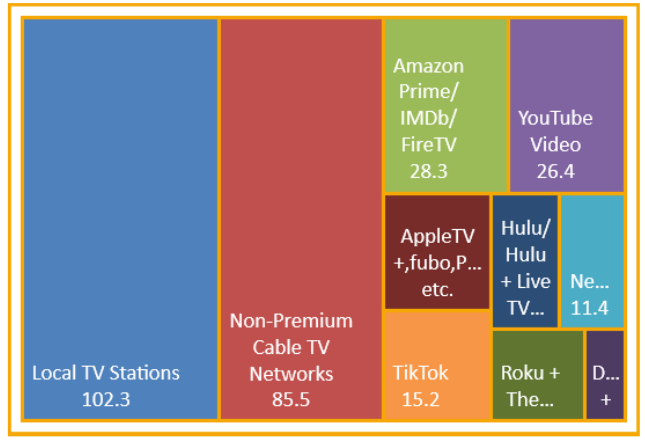


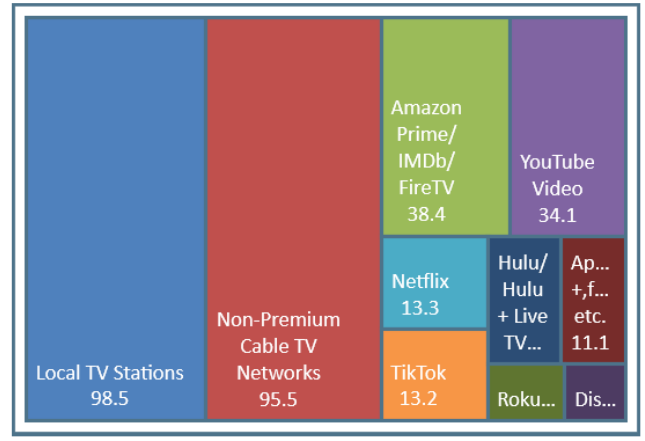


■ who shopped at FAMILY DOLLAR in the past 3mos ■ USA

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







■ who shopped at FAMILY DOLLAR in the past 3mos ■ USA

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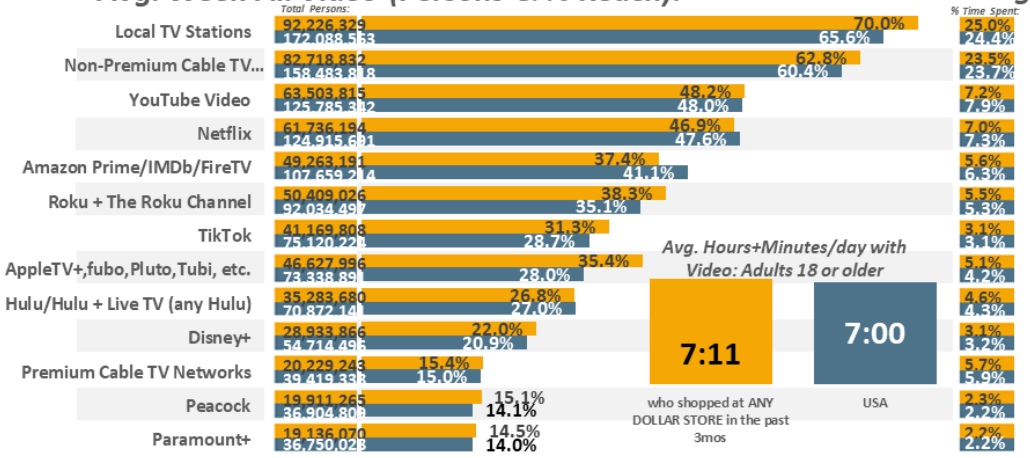
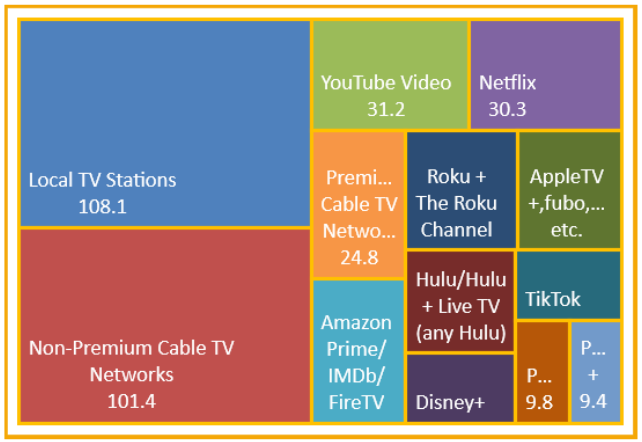
Stores/services shopped past 3 months: Family Dollar

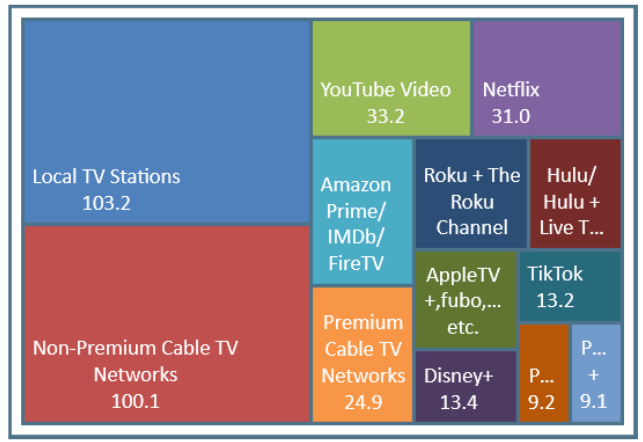
ANY DOLLAR GENERAL DOLLAR TREE FAMILY DOLLAR

90,626,715 or 68.8% of Adults 18 or older who shopped at ANY DOLLAR STORE in the past 3mos watch Ad-Supported Local TV Stations for an average of 103.6 minutes every day representing 29.7% of all time spent daily with Ad-Supported Video.

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

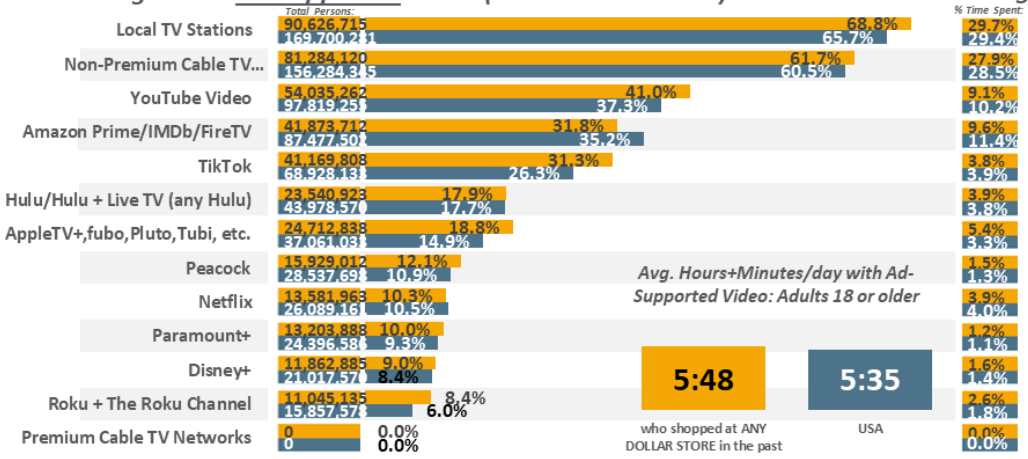




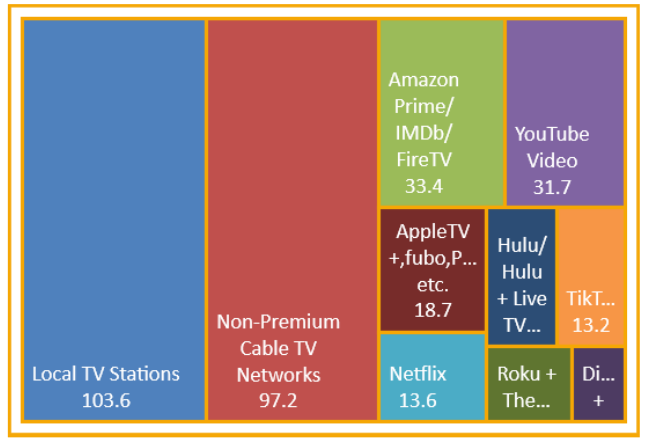


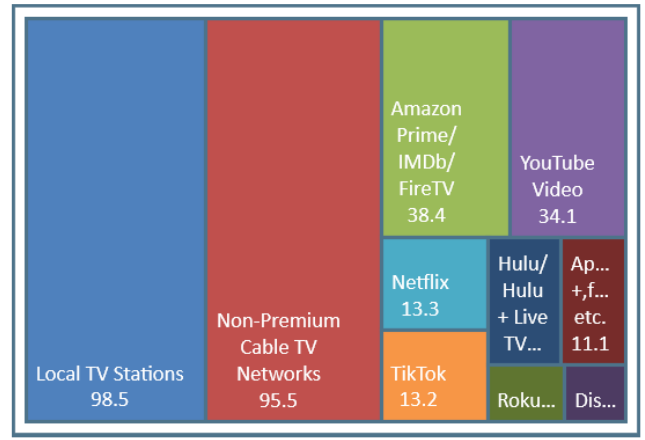
who shopped at ANY DOLLAR STORE in the past 3mos ■ USA

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





who shopped at ANY DOLLAR STORE in the past 3mos ■ USA

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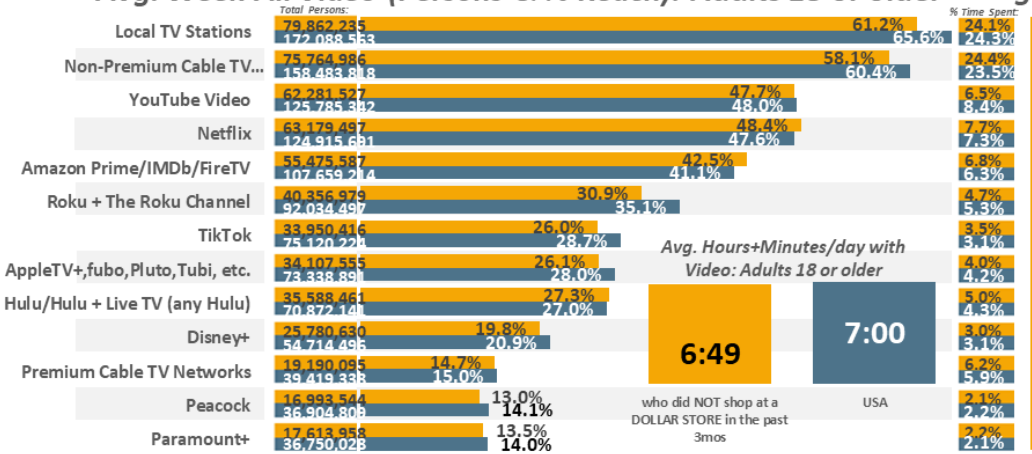
Stores/services shopped past 3 months: Dollar General or Dollar Tree or Family Dollar

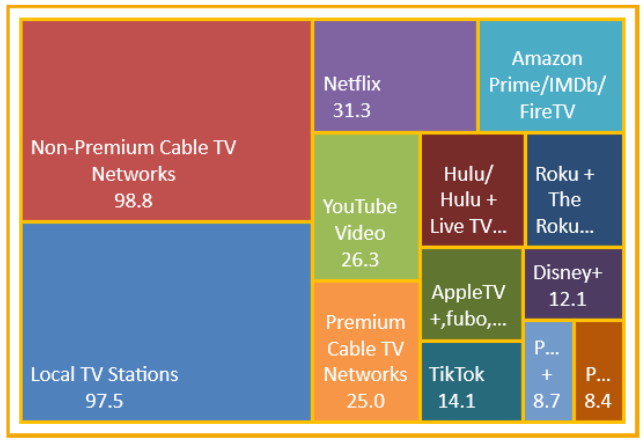
NOT DOLLAR GENERAL / DOLLAR TREE / FAMILY DOLLAR

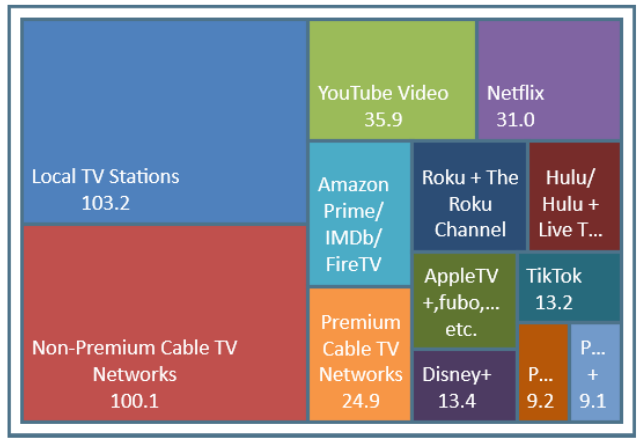
79,050,238 or 60.6% of Adults 18 or older who did NOT shop at a DOLLAR STORE in the past 3mos watch Ad-Supported Local TV Stations for an average of 92.6 minutes every day representing 27.9% of all time spent daily with Ad-Supported Video.

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

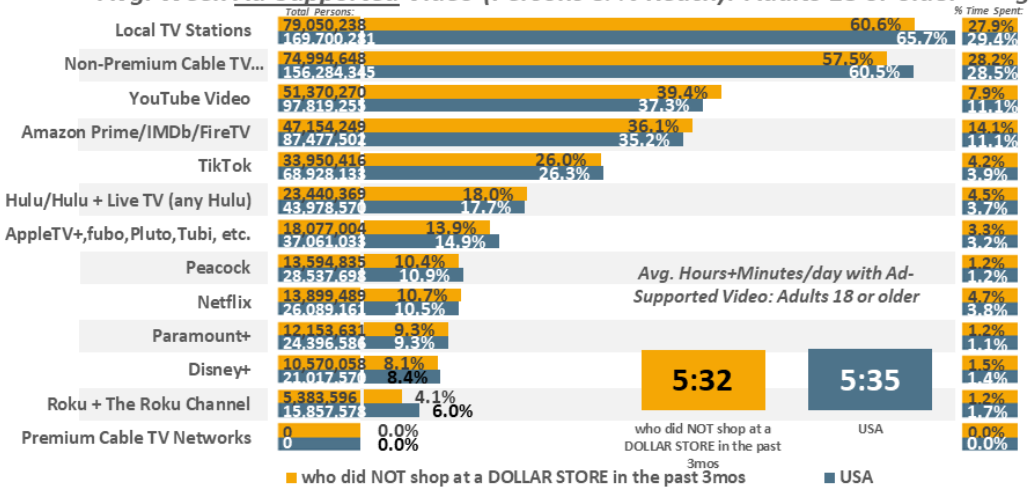


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

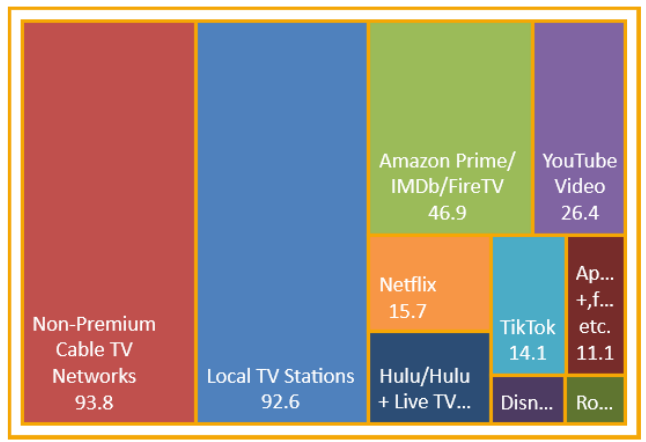


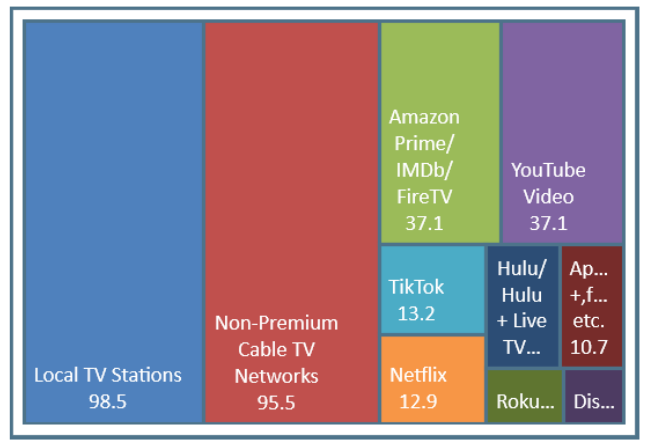


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 12,182

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USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

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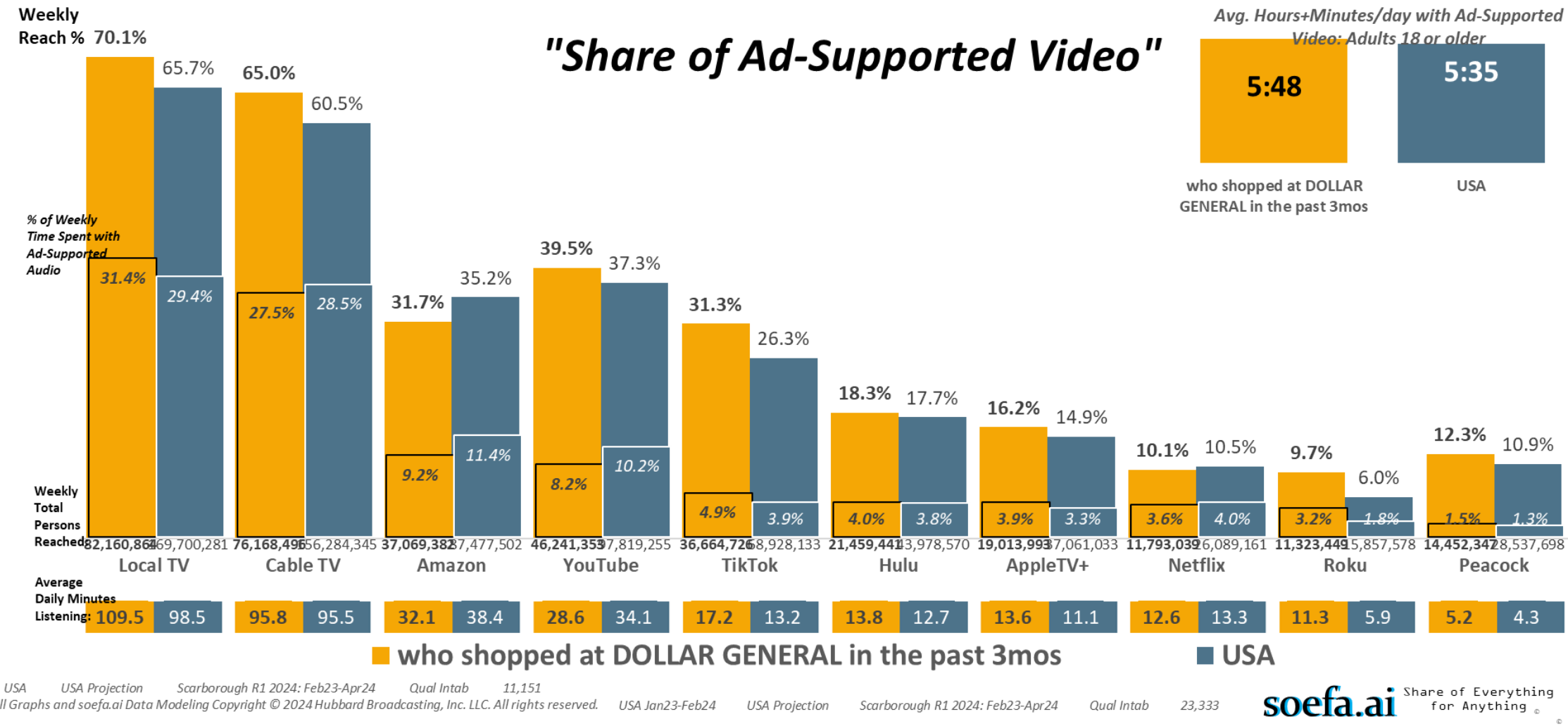
NOT Stores/services shopped past 3 months: Dollar General or Dollar Tree or Family Dollar

82,160,864 or 70.1% of Adults 18 or older who shopped at DOLLAR GENERAL in the past 3mos watch Ad-Supported Local TV Stations for an average of 109.5 minutes every day representing 31.4% of all time spent daily with Ad-Supported Video.



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 11,151

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USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

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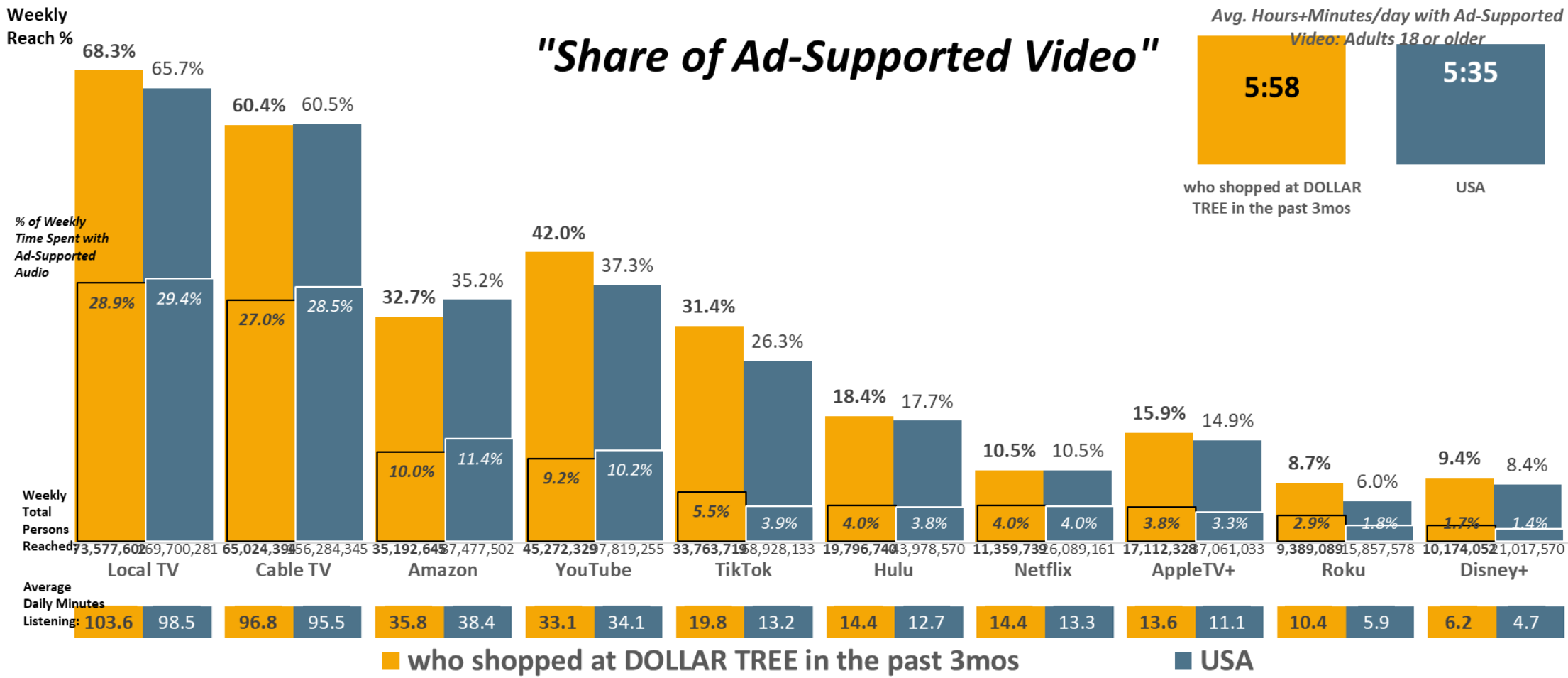
Stores/services shopped past 3 months: Dollar General

73,577,602 or 68.3% of Adults 18 or older who shopped at DOLLAR TREE in the past 3mos watch Ad-Supported Local TV Stations for an average of 103.6 minutes every day representing 28.9% of all time spent daily with Ad-Supported Video.



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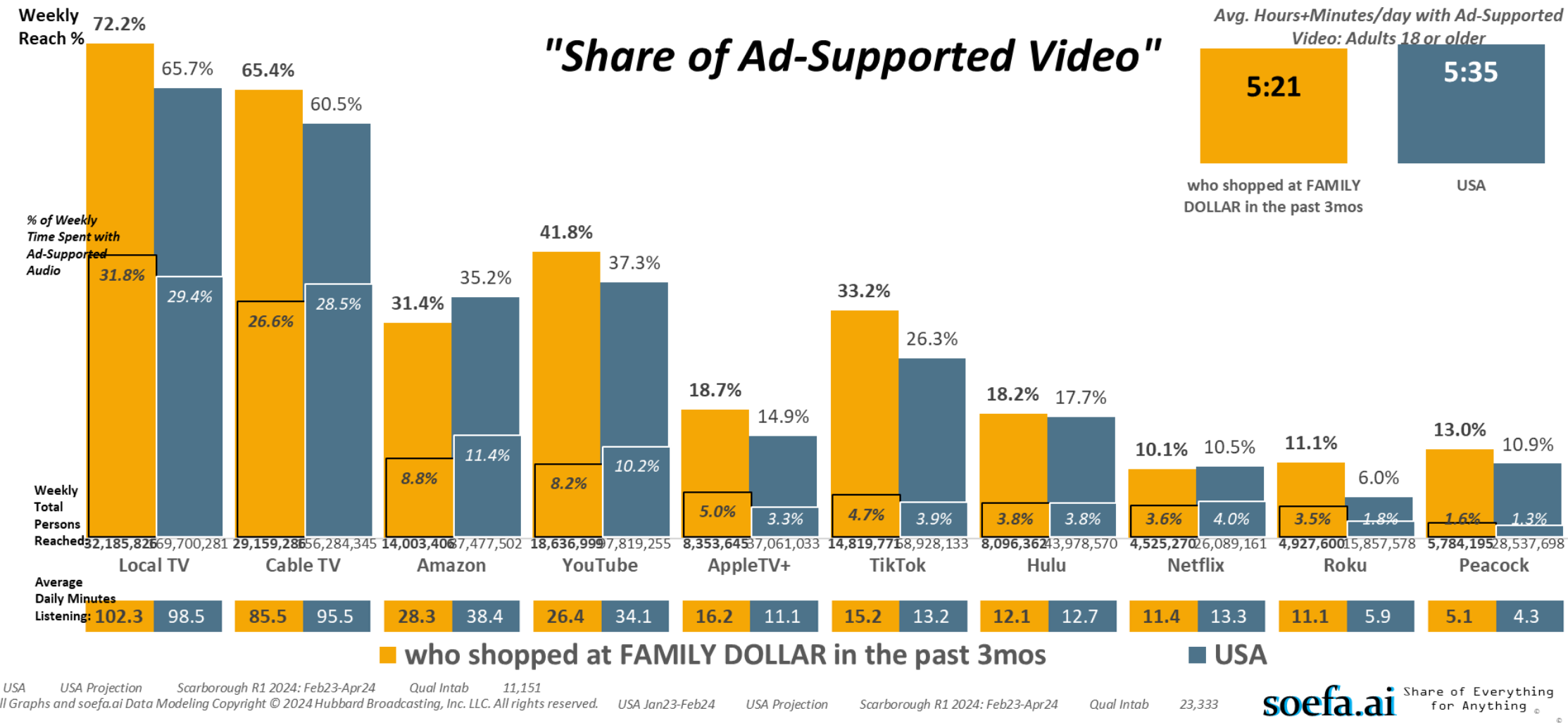
Stores/services shopped past 3 months: Dollar Tree

32,185,826 or 72.2% of Adults 18 or older who shopped at FAMILY DOLLAR in the past 3mos watch Ad-Supported Local TV Stations for an average of 102.3 minutes every day representing 31.8% of all time spent daily with Ad-Supported Video.



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USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

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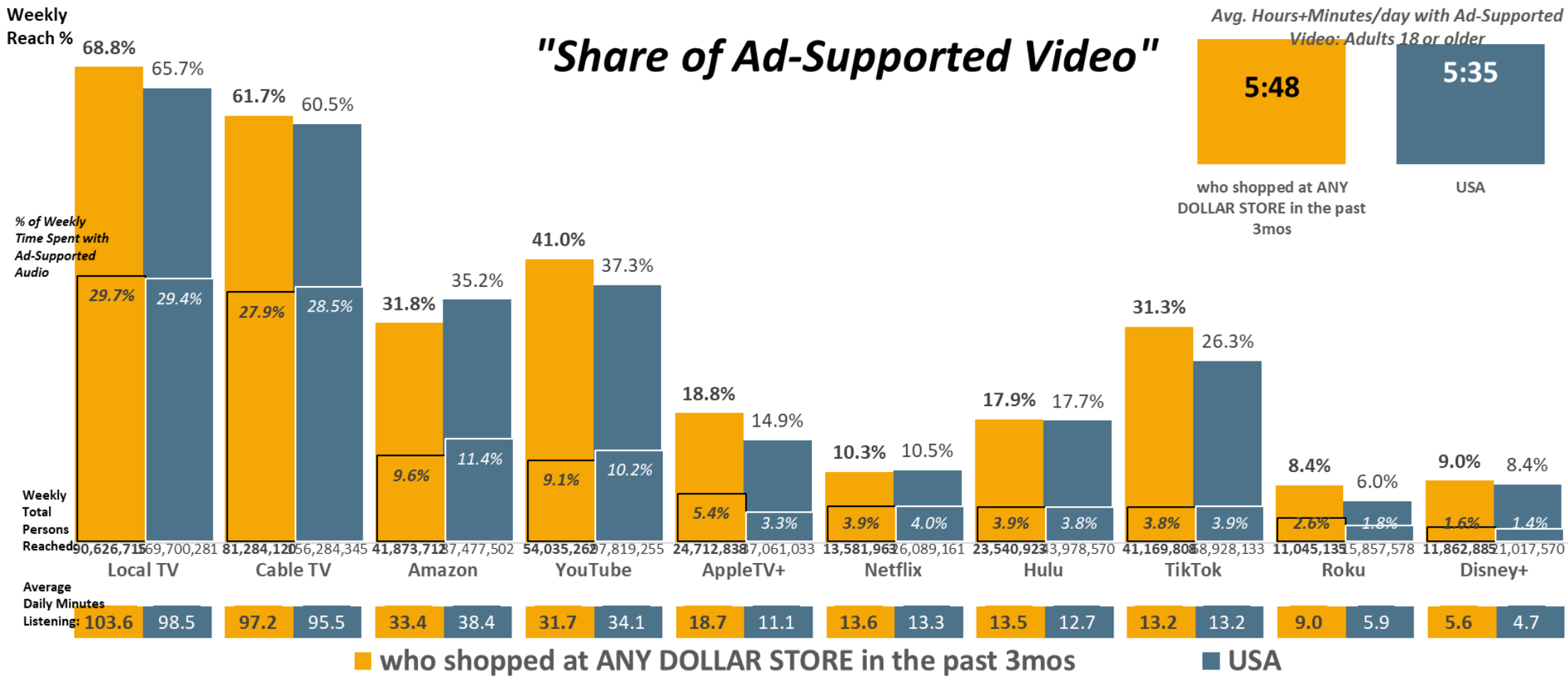
Stores/services shopped past 3 months: Family Dollar

ANY DOLLAR GENERAL DOLLAR TREE FAMILY DOLLAR

90,626,715 or 68.8% of Adults 18 or older who shopped at ANY DOLLAR STORE in the past 3mos watch Ad-Supported Local TV Stations for an average of 103.6 minutes every day representing 29.7% of all time spent daily with Ad-Supported Video.



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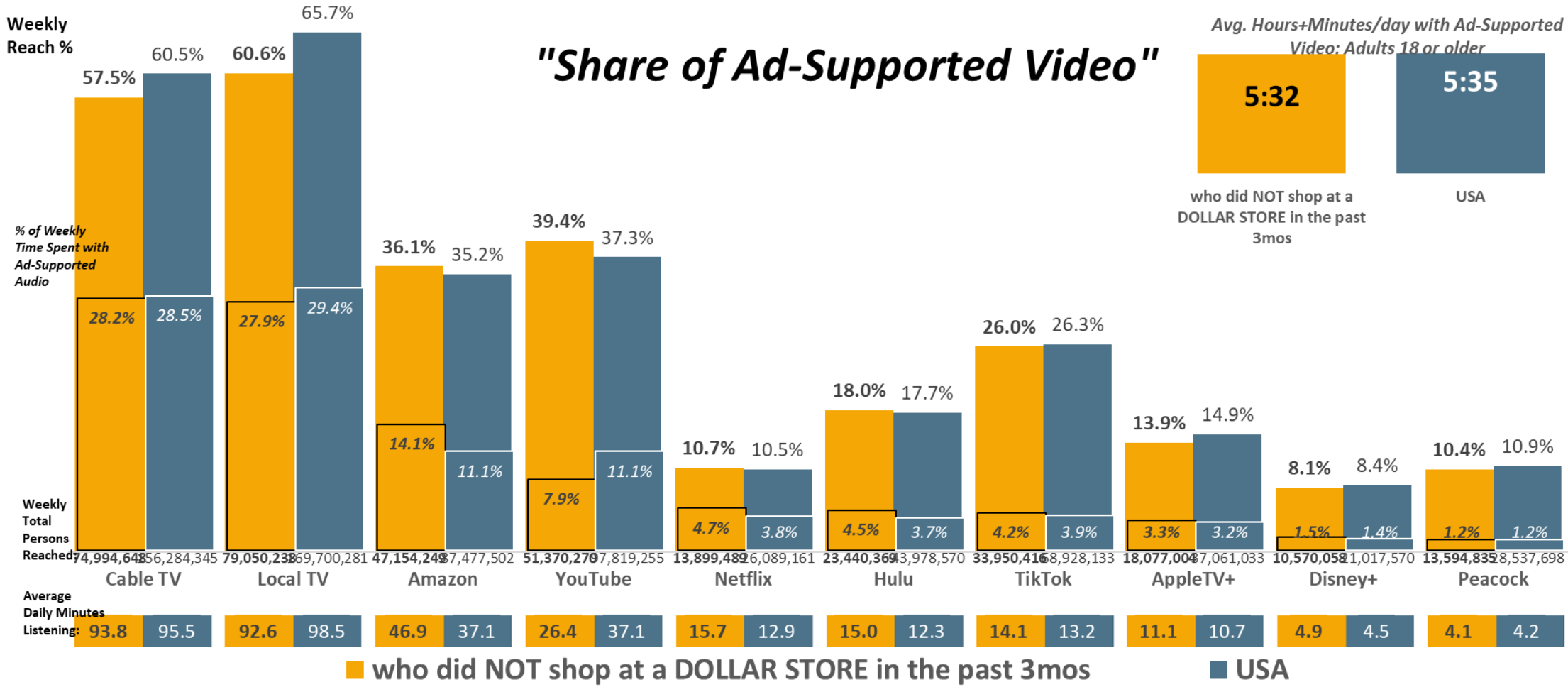
Stores/services shopped past 3 months: Dollar General or Dollar Tree or Family Dollar

NOT DOLLAR GENERAL DOLLAR TREE FAMILY DOLLAR

79,050,238 or 60.6% of Adults 18 or older who did NOT shop at a DOLLAR STORE in the past 3mos watch Ad-Supported Local TV Stations for an average of 92.6 minutes every day representing 27.9% of all time spent daily with Ad-Supported Video.



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 12,182

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USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

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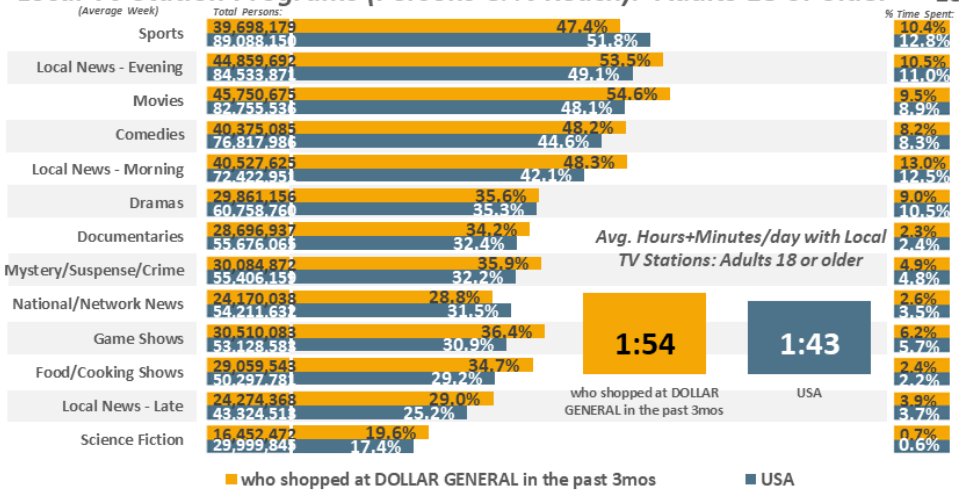
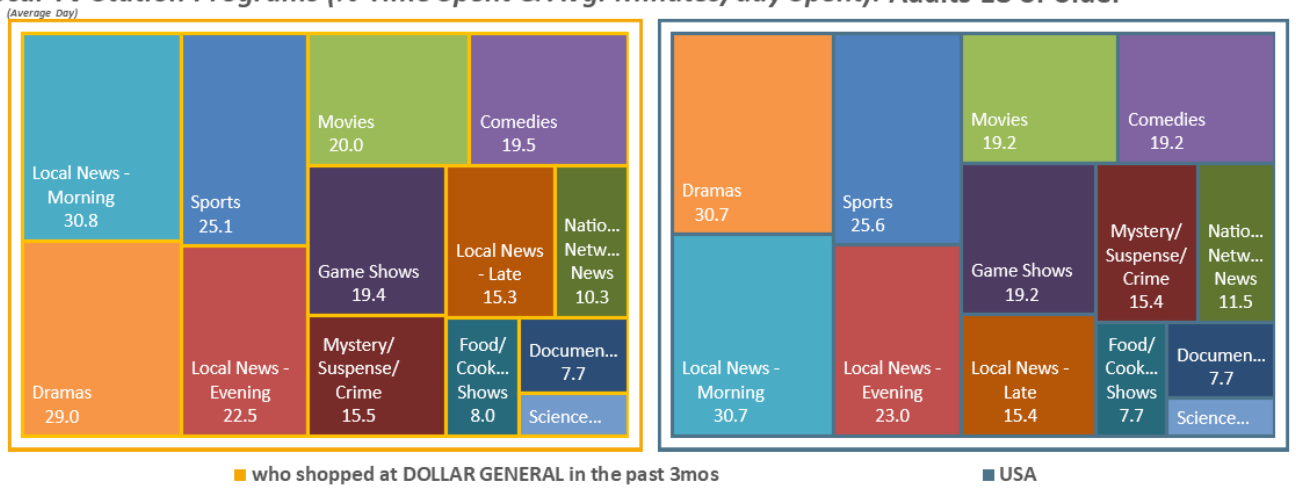
NOT Stores/services shopped past 3 months: Dollar General or Dollar Tree or Family Dollar

82,160,864 or 70.1% of Adults 18 or older who shopped at DOLLAR GENERAL in the past 3mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Movies, Local News - Evening, Local News - Morning, Sports, Comedies, and Game Shows.

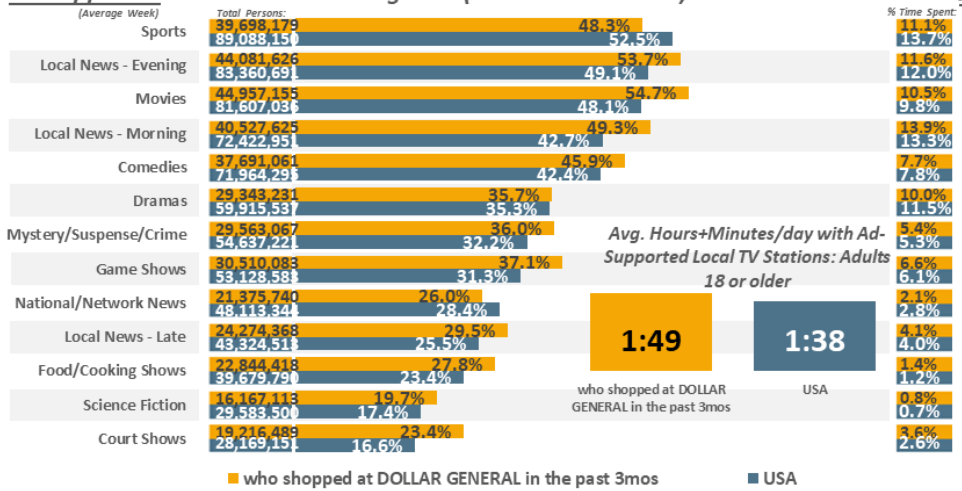
Local TV Station Programs (Persons & % Reach): Adults 18 or older



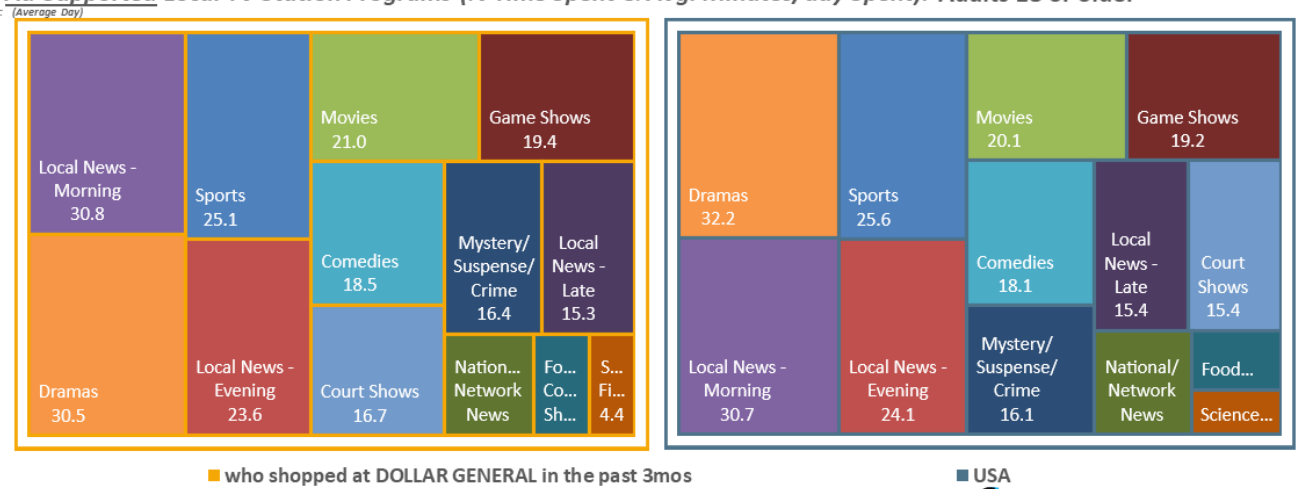
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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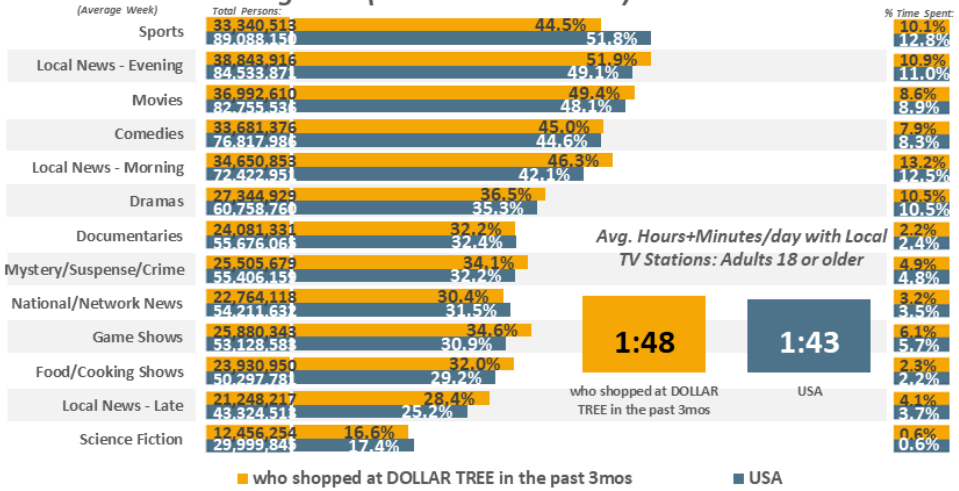
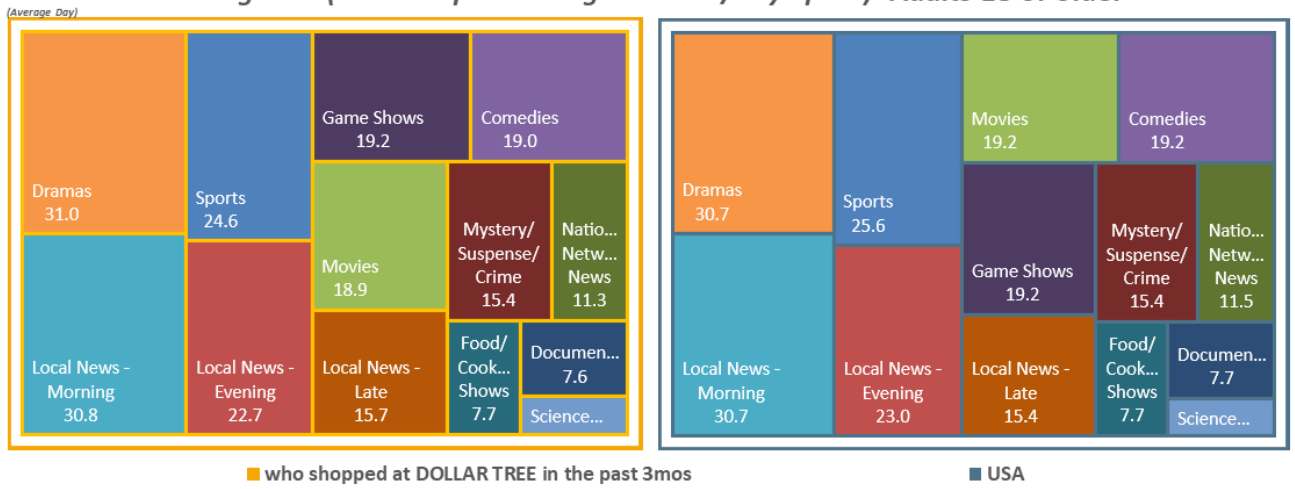
Stores/services shopped past 3 months: Dollar General

73,577,602 or 68.3% of Adults 18 or older who shopped at DOLLAR TREE in the past 3mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Movies, Local News - Morning, Sports, Comedies, and Dramas.

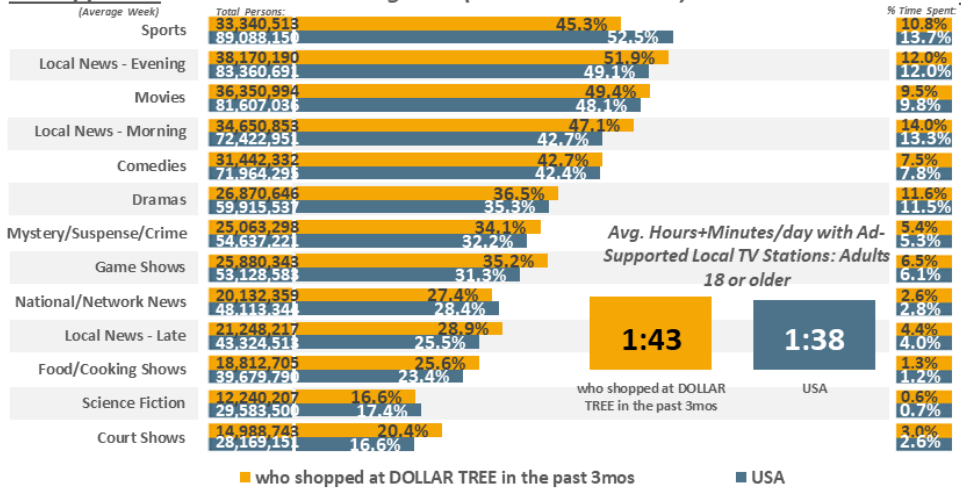
Local TV Station Programs (Persons & % Reach): Adults 18 or older



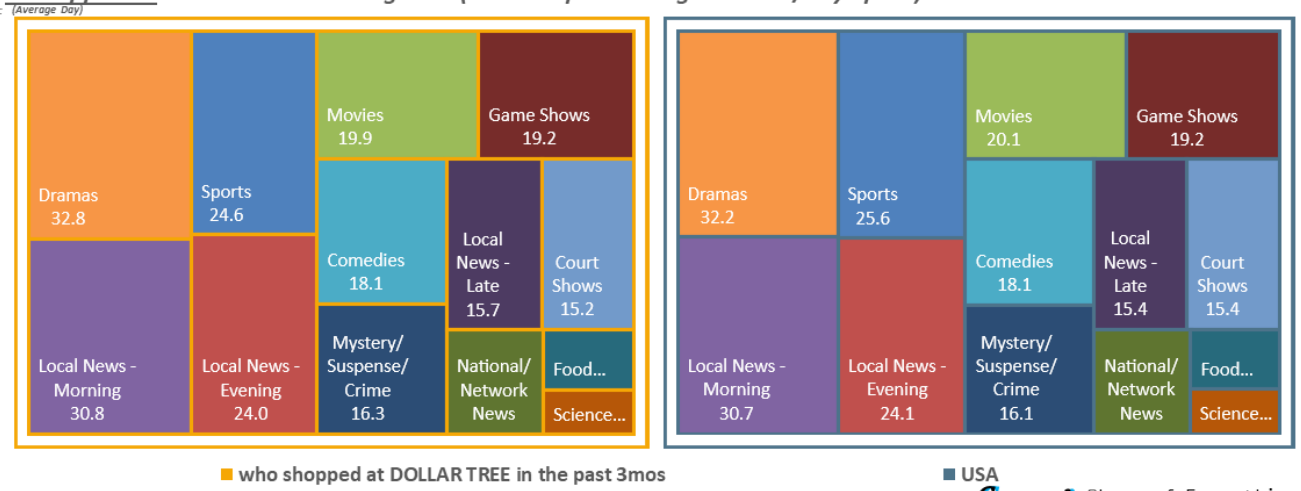
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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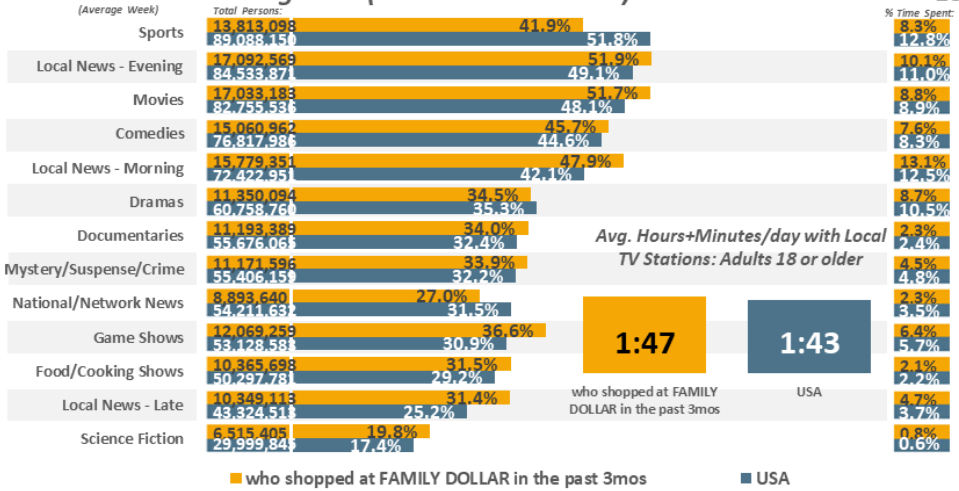
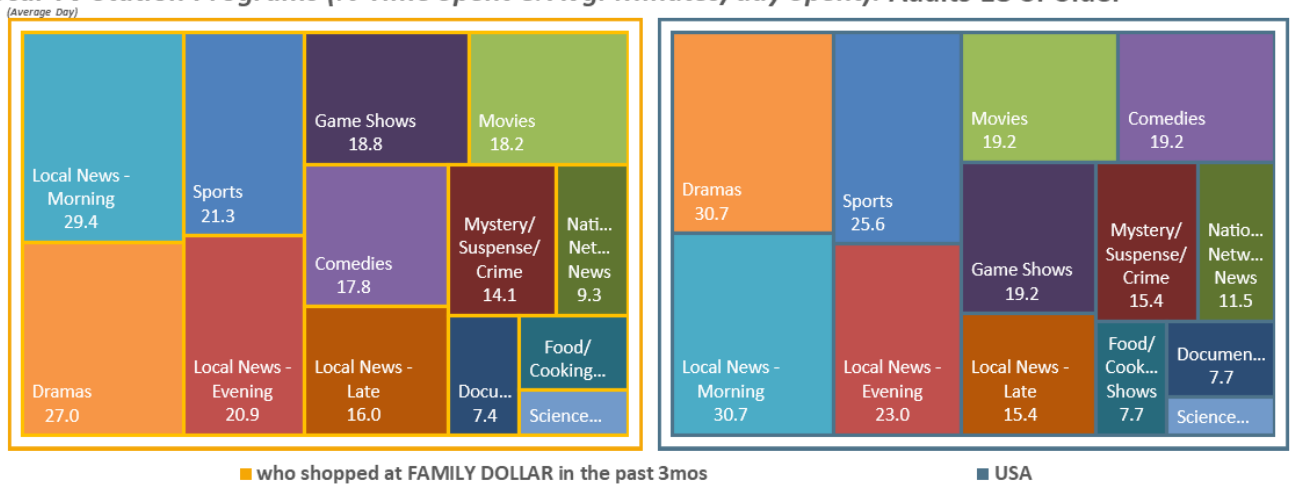
Stores/services shopped past 3 months: Dollar Tree

32,185,826 or 72.2% of Adults 18 or older who shopped at FAMILY DOLLAR in the past 3mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Movies, Local News - Morning, Comedies, Sports, and Game Shows.

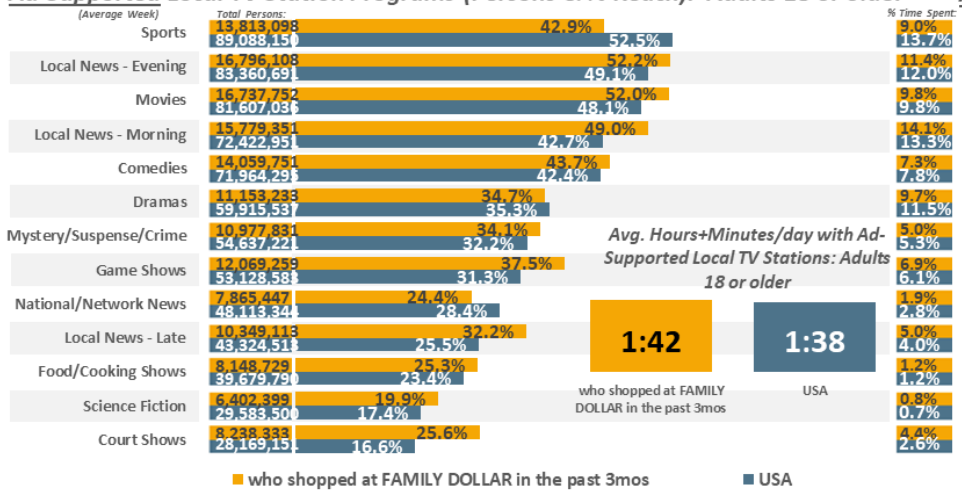
Local TV Station Programs (Persons & % Reach): Adults 18 or older



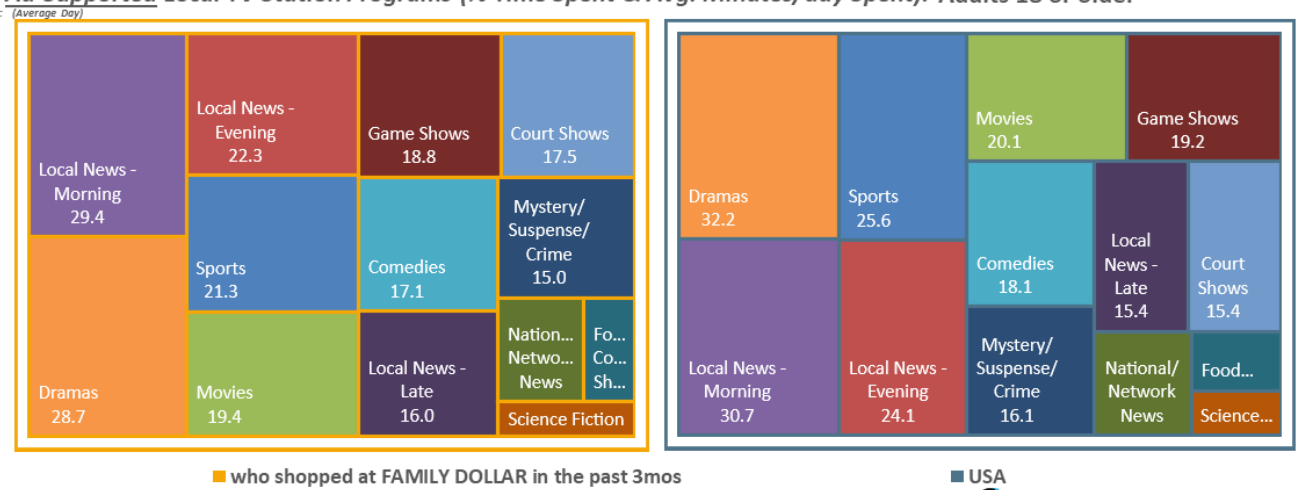
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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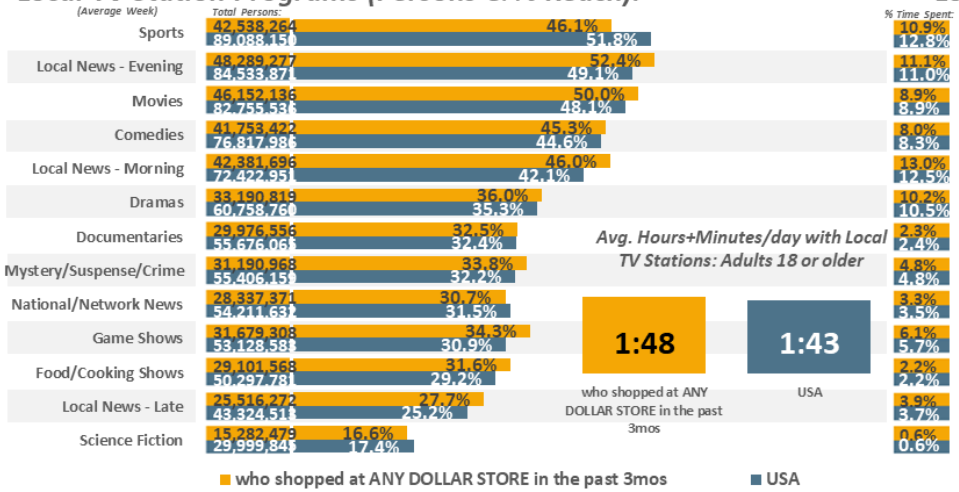
Stores/services shopped past 3 months: Family Dollar

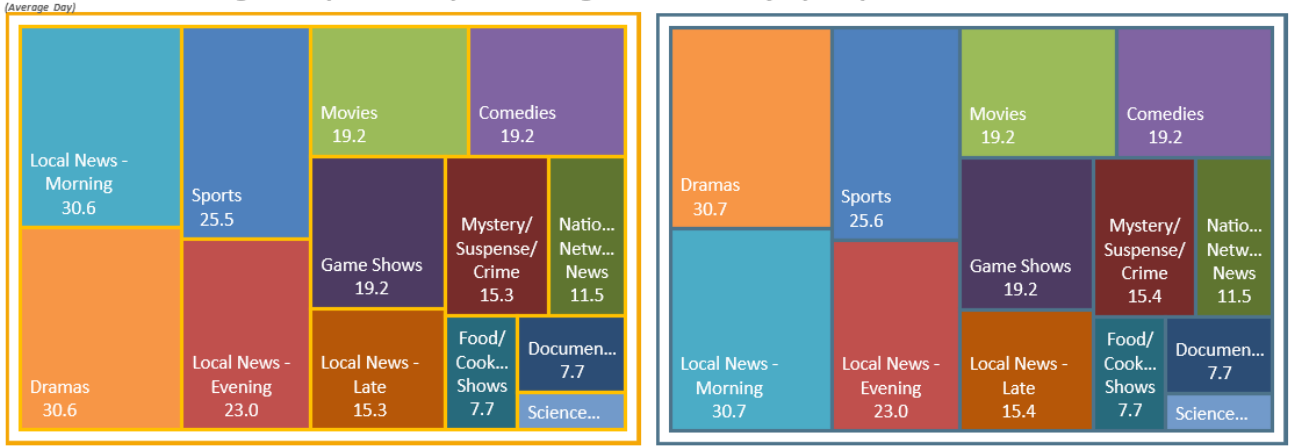
ANY DOLLAR GENERAL DOLLAR TREE FAMILY DOLLAR

90,626,715 or 68.8% of Adults 18 or older who shopped at ANY DOLLAR STORE in the past 3mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Movies, Sports, Local News - Morning, Comedies, and Dramas.

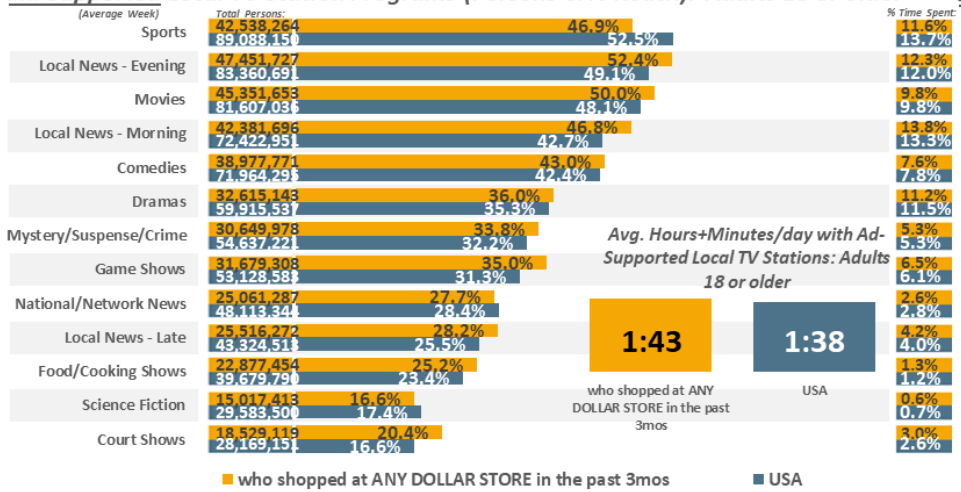
Local TV Station Programs (Persons & % Reach): Adults 18 or older



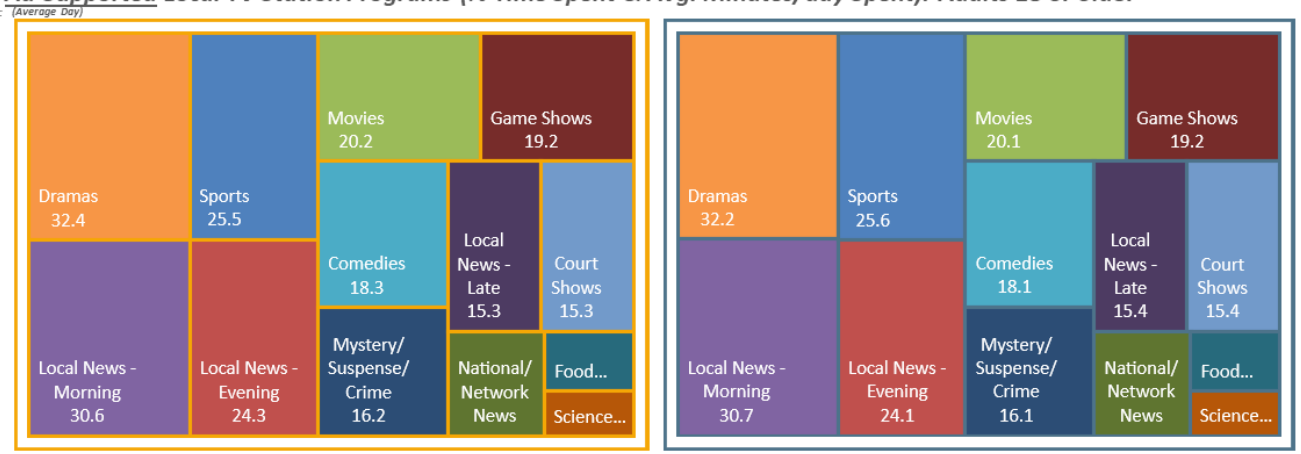
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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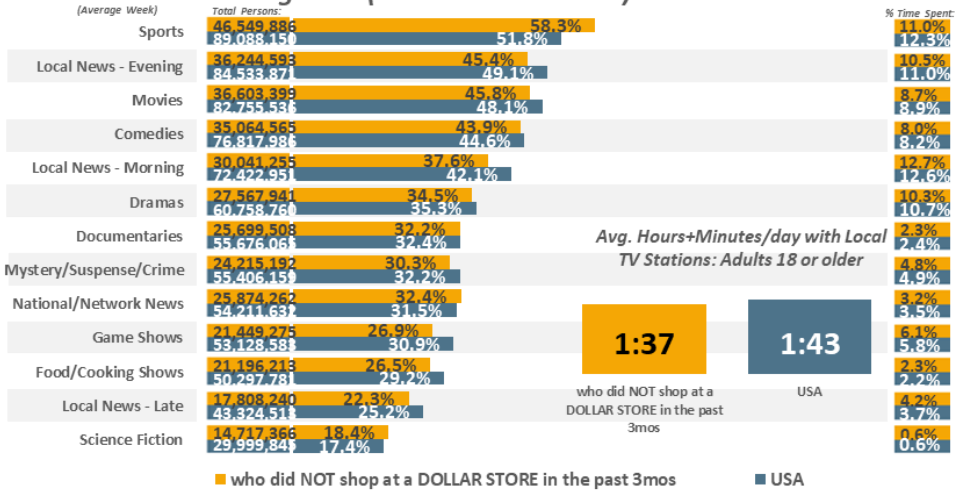
Stores/services shopped past 3 months: Dollar General or Dollar Tree or Family Dollar

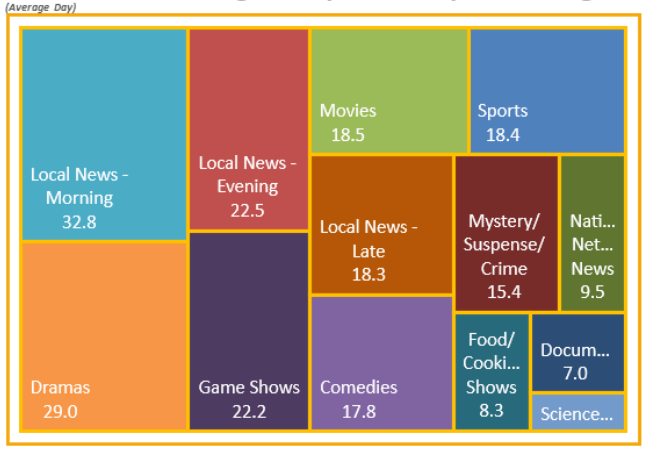
NOT DOLLAR GENERAL / DOLLAR TREE / FAMILY DOLLAR

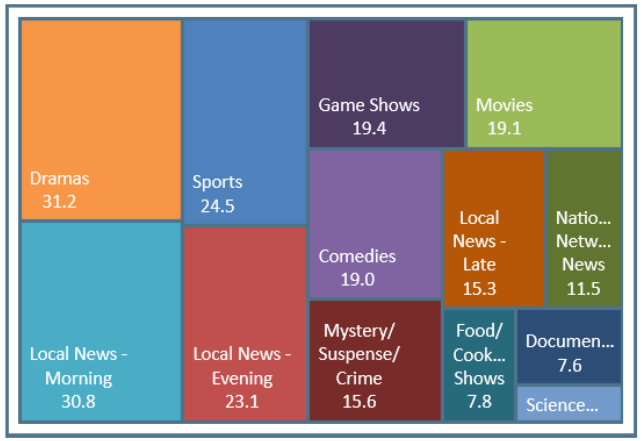
79,050,238 or 60.6% of Adults 18 or older who did NOT shop at a DOLLAR STORE in the past 3mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Movies, Local News - Evening, Comedies, Local News - Morning, and Dramas.

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

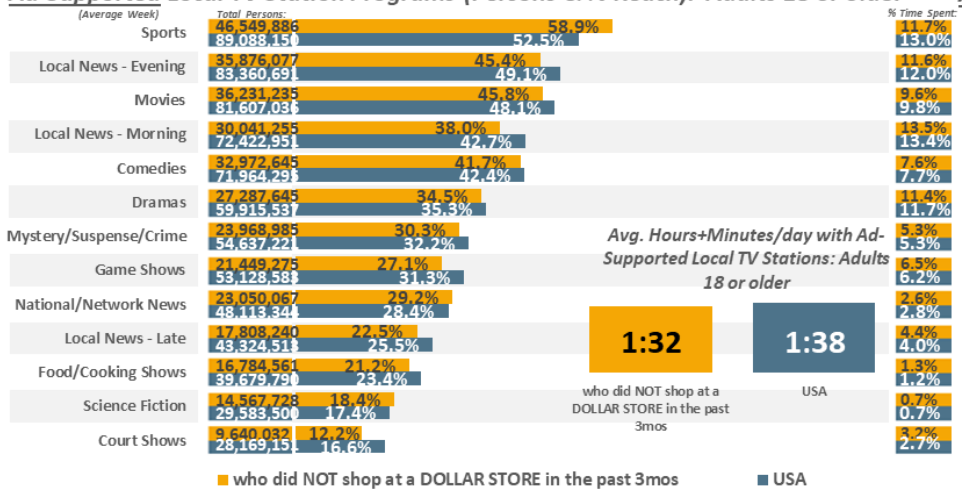


Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

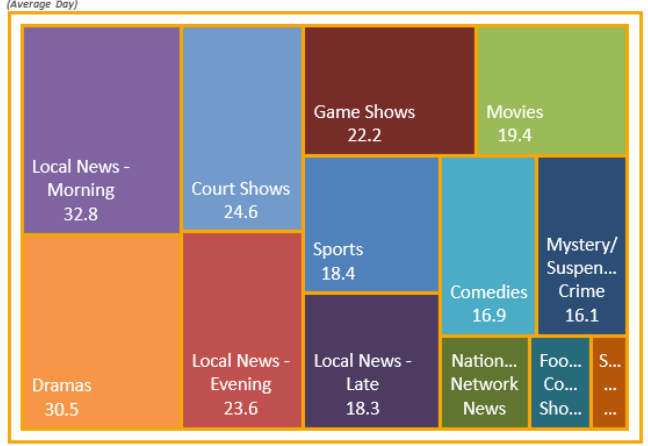


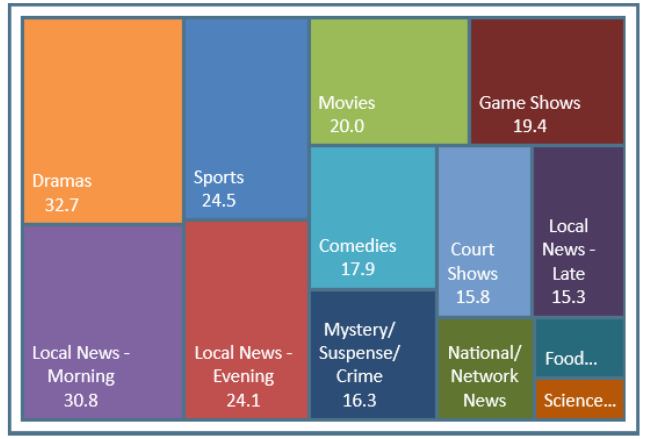


Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 18 or older



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





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USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

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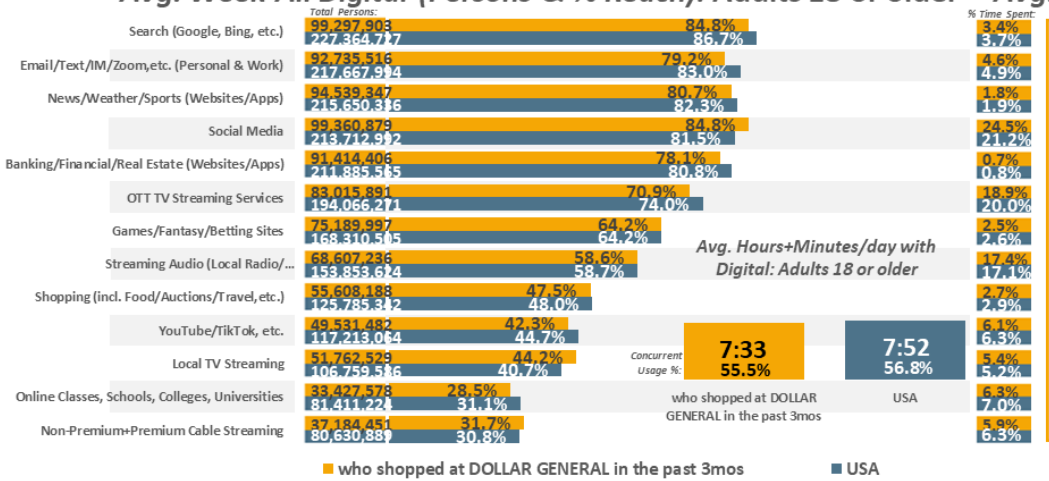
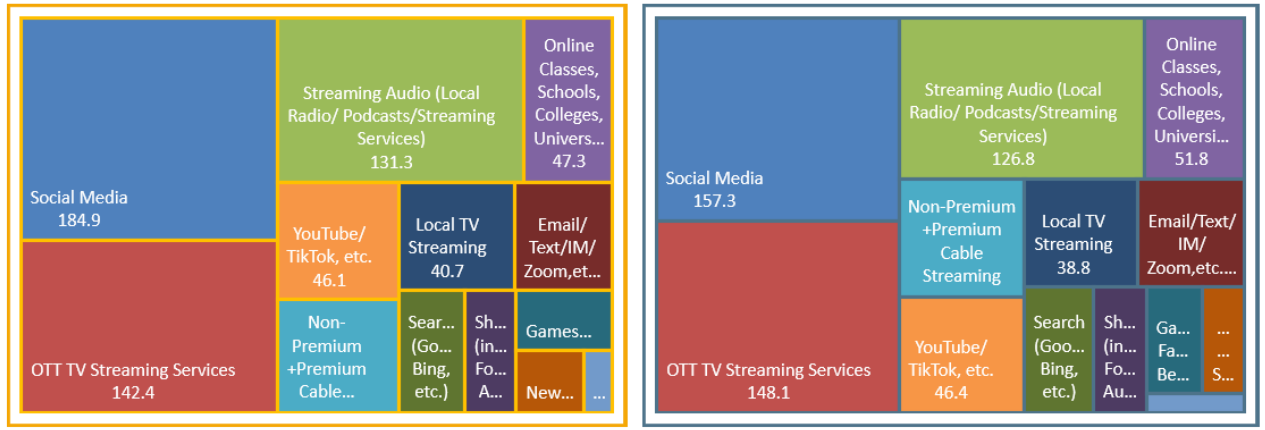
NOT Stores/services shopped past 3 months: Dollar General or Dollar Tree or Family Dollar

89,942,130 or 76.8% of Adults 18 or older who shopped at DOLLAR GENERAL in the past 3mos use Ad-Supported Social Media for an average of 170.1 minutes every day representing 29.4% of all time spent daily with Ad-Supported Digital Media.

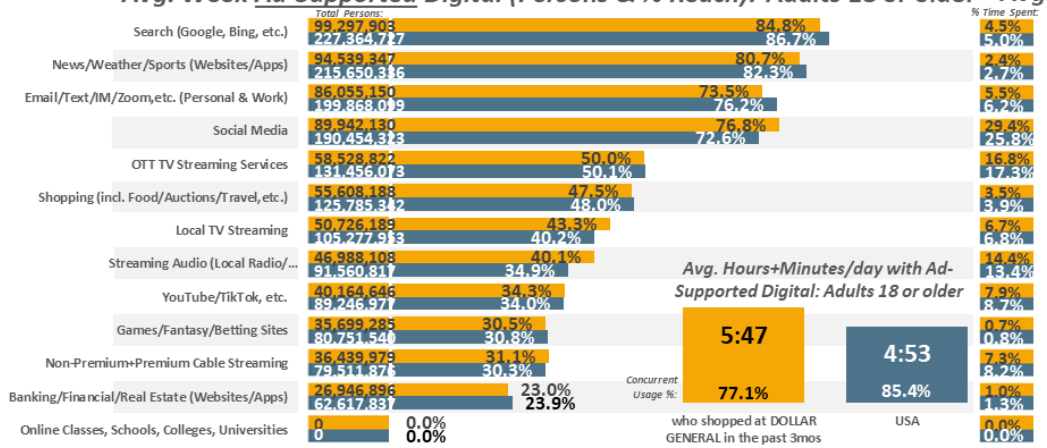
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



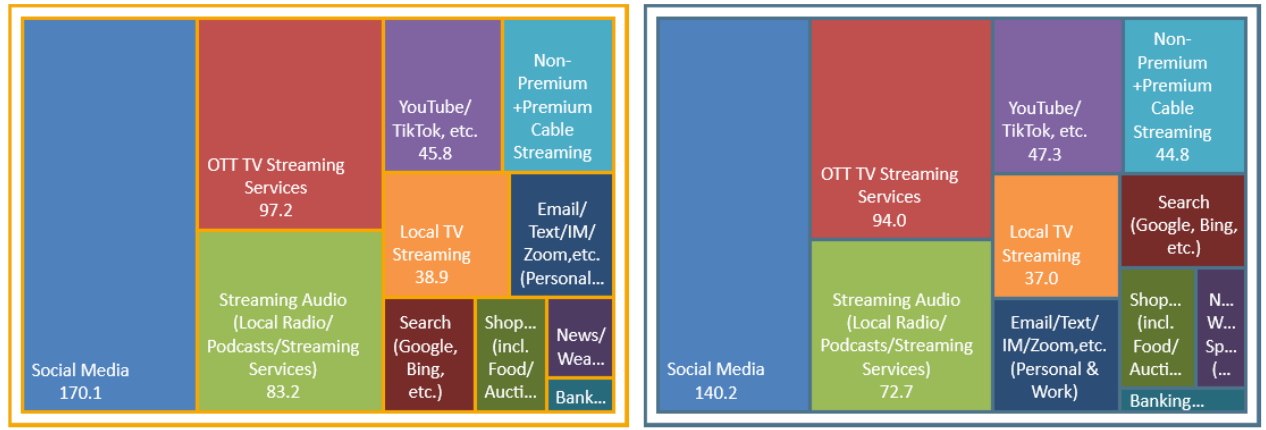
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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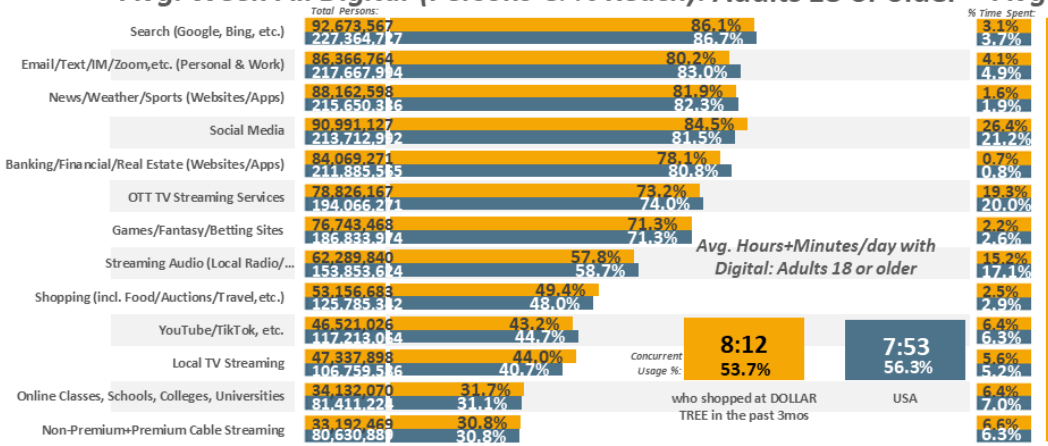
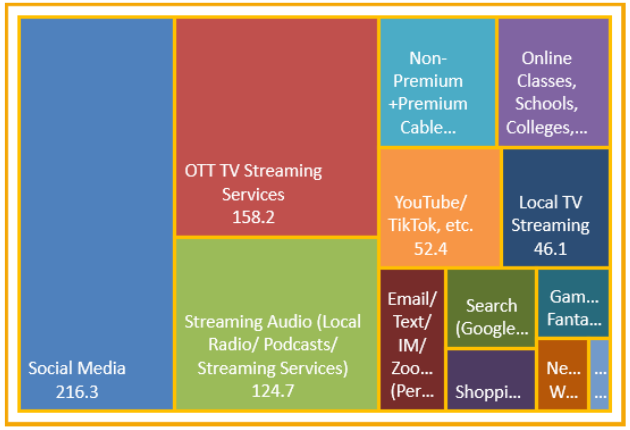
Stores/services shopped past 3 months: Dollar General

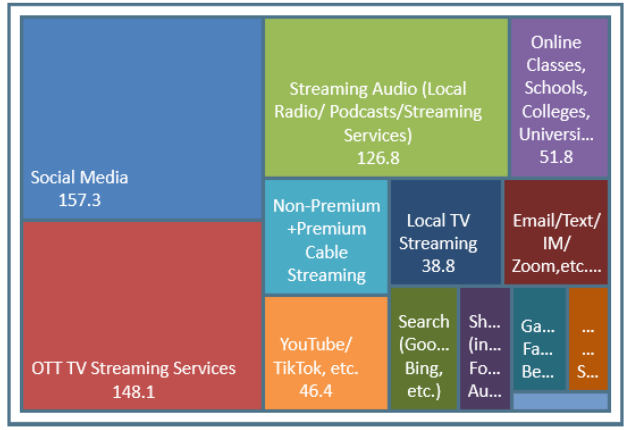
81,734,686 or 75.9% of Adults 18 or older who shopped at DOLLAR TREE in the past 3mos use Ad-Supported Social Media for an average of 199. minutes every day representing 31.6% of all time spent daily with Ad-Supported Digital Media.

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

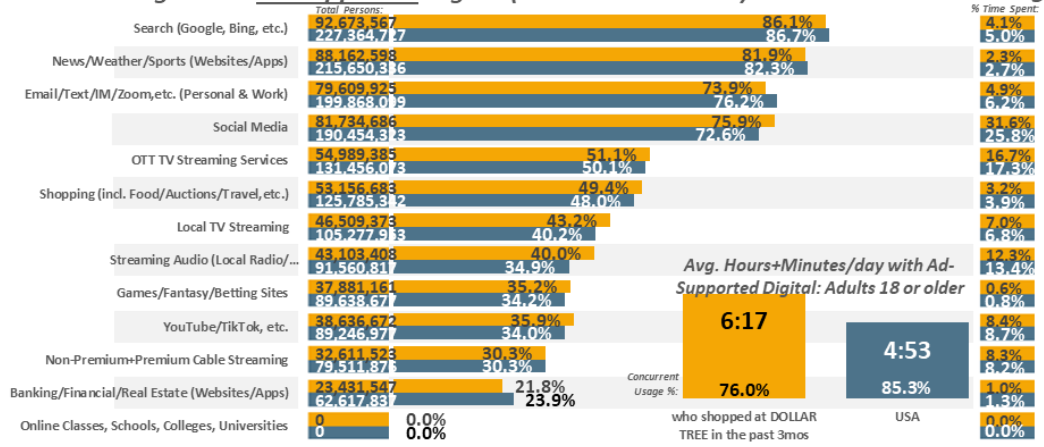


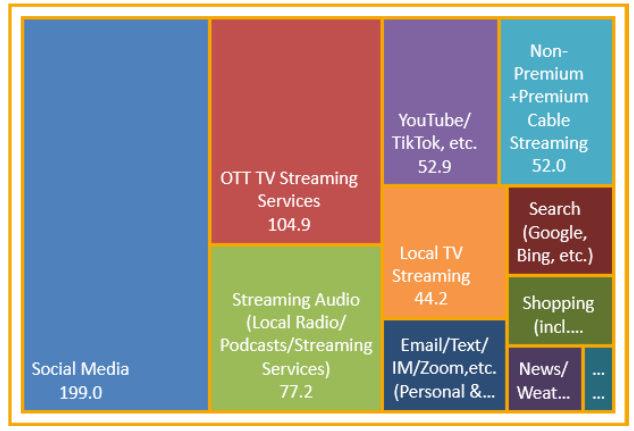
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

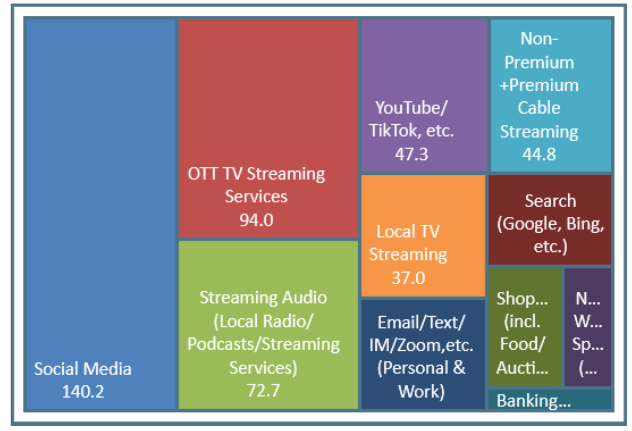




Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older







USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 11,151

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USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

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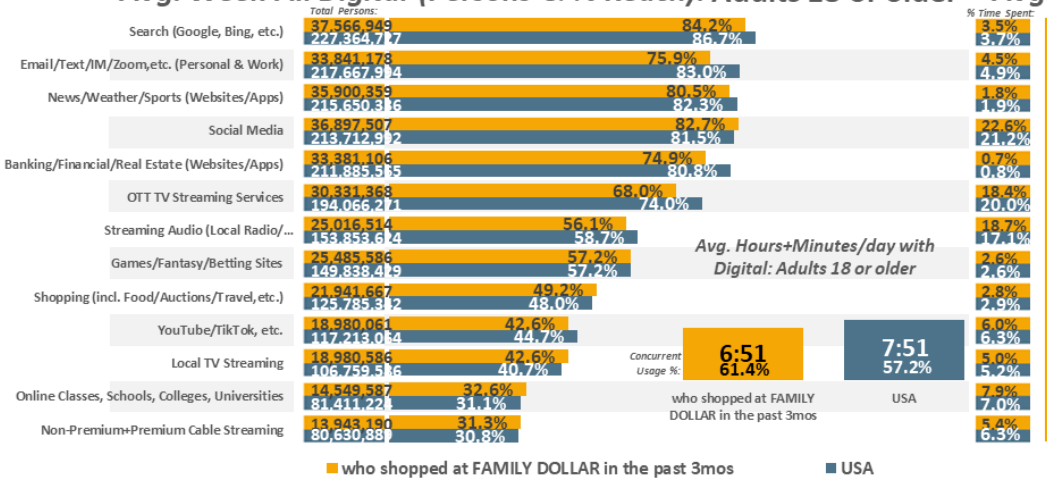
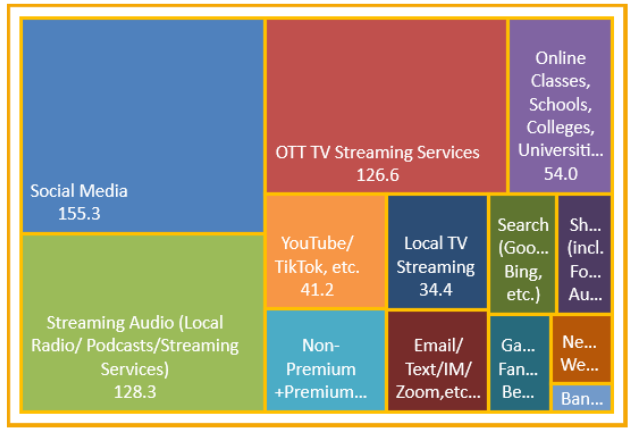
Stores/services shopped past 3 months: Dollar Tree

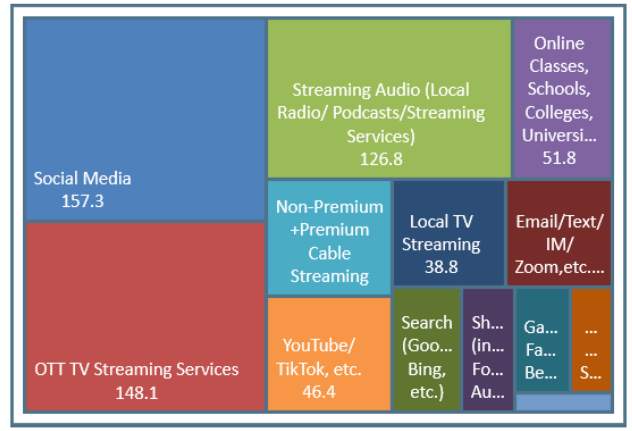
32,841,547 or 73.6% of Adults 18 or older who shopped at FAMILY DOLLAR in the past 3mos use Ad-Supported Social Media for an average of 142.9 minutes every day representing 27.3% of all time spent daily with Ad-Supported Digital Media.

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

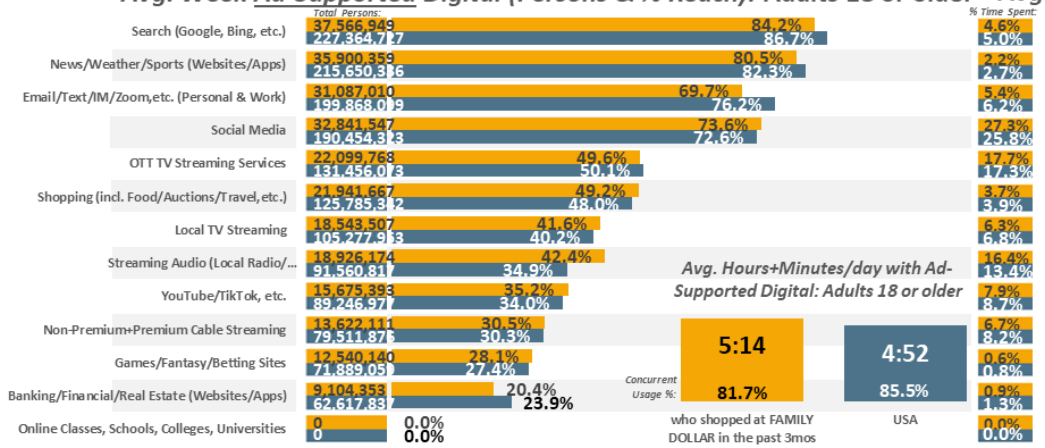


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

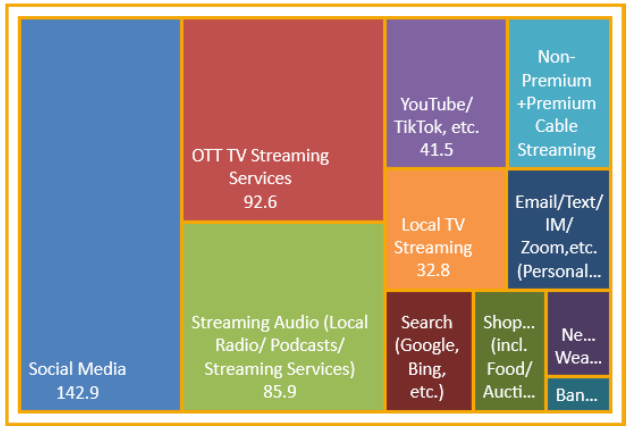


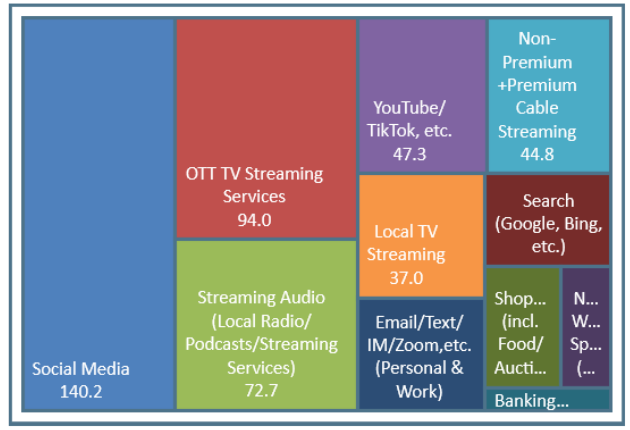


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 11,151

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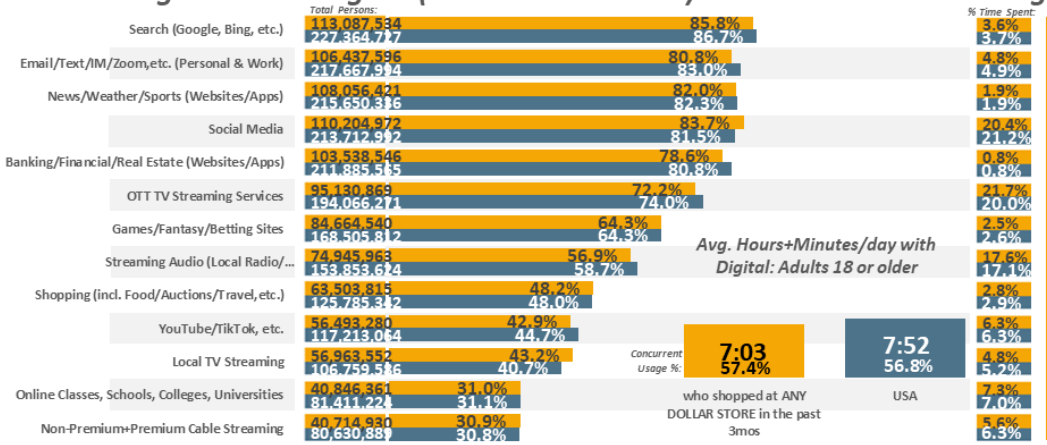
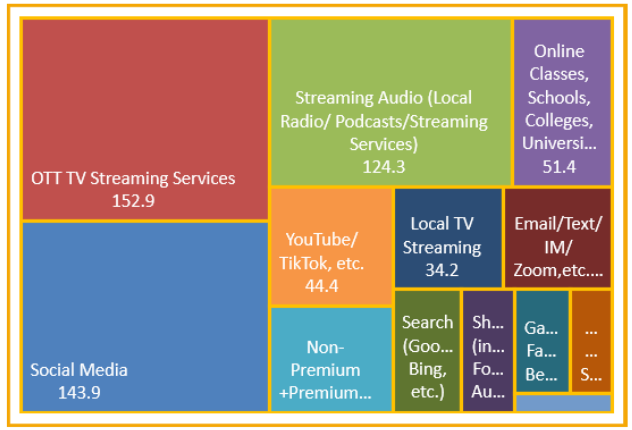
Stores/services shopped past 3 months: Family Dollar

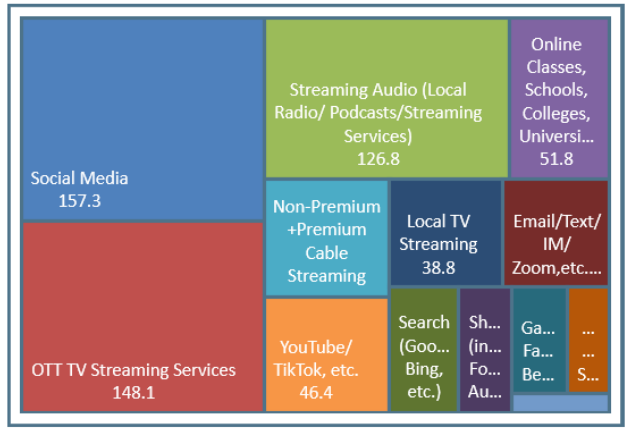
98,957,234 or 75.1% of Adults 18 or older who shopped at ANY DOLLAR STORE in the past 3mos use Ad-Supported Social Media for an average of 132.4 minutes every day representing 25.1% of all time spent daily with Ad-Supported Digital Media.

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

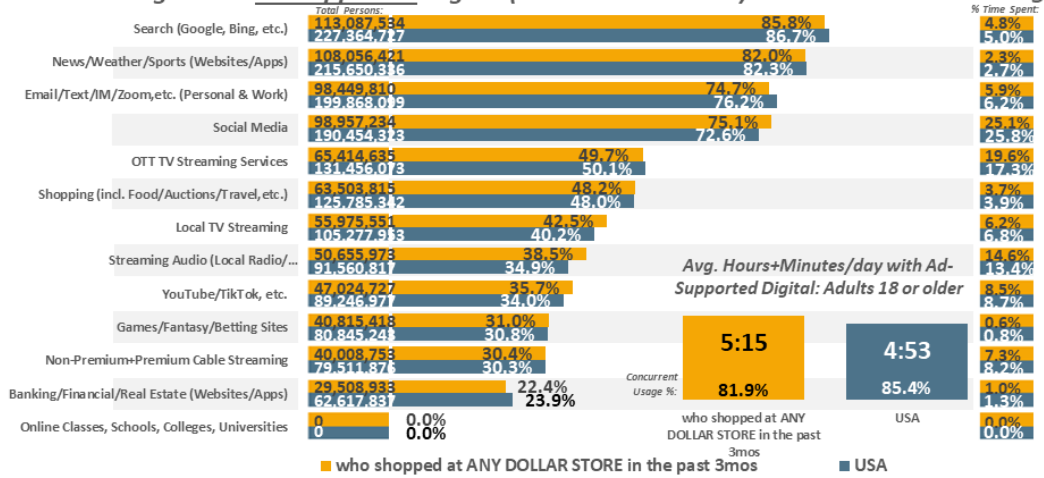


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

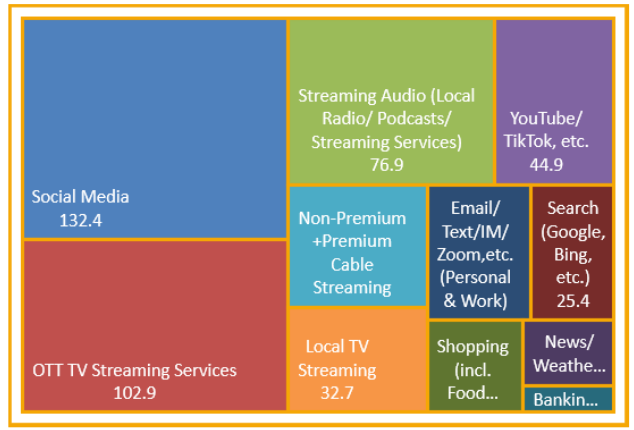


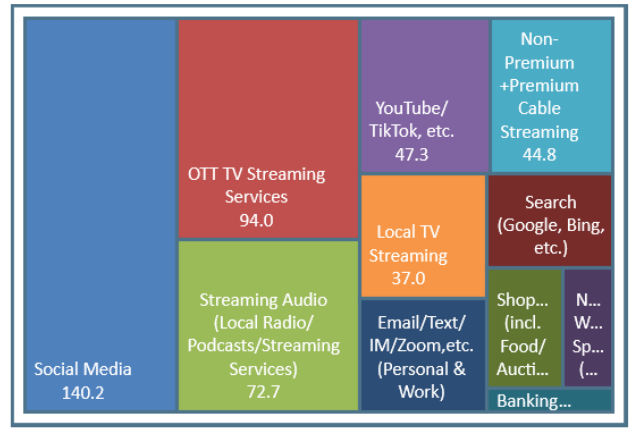


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





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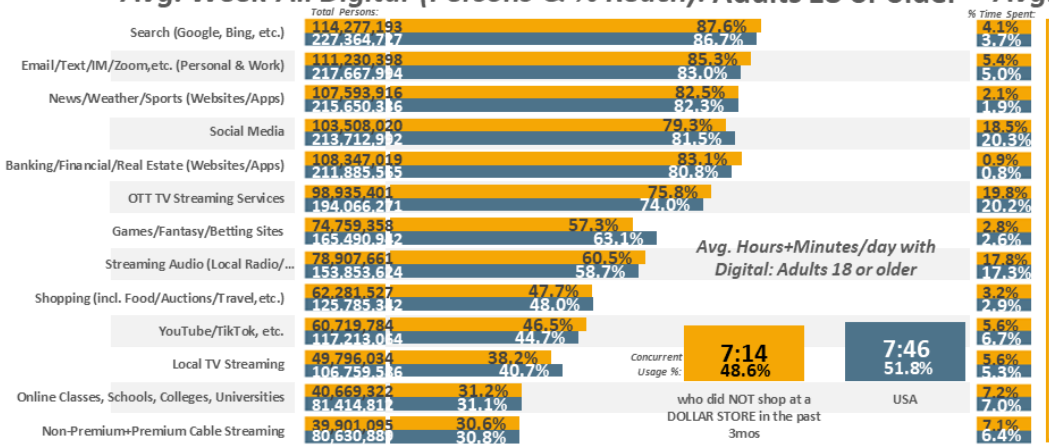
Stores/services shopped past 3 months: Dollar General or Dollar Tree or Family Dollar

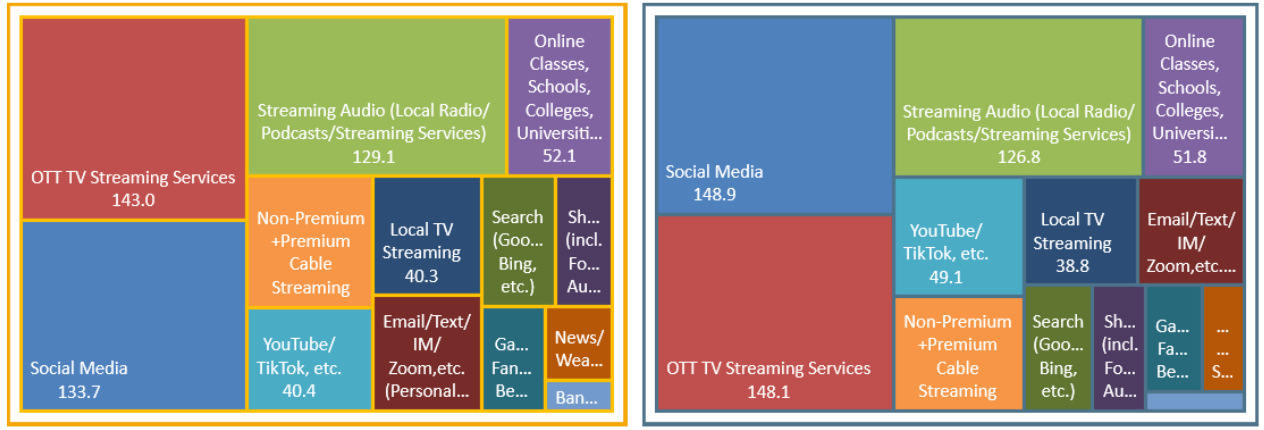
NOT DOLLAR GENERAL DOLLAR TREE FAMILY DOLLAR

91,497,088 or 70.1% of Adults 18 or older who did NOT shop at a DOLLAR STORE in the past 3mos use Ad-Supported Social Media for an average of 118.2 minutes every day representing 22.1% of all time spent daily with Ad-Supported Digital Media.

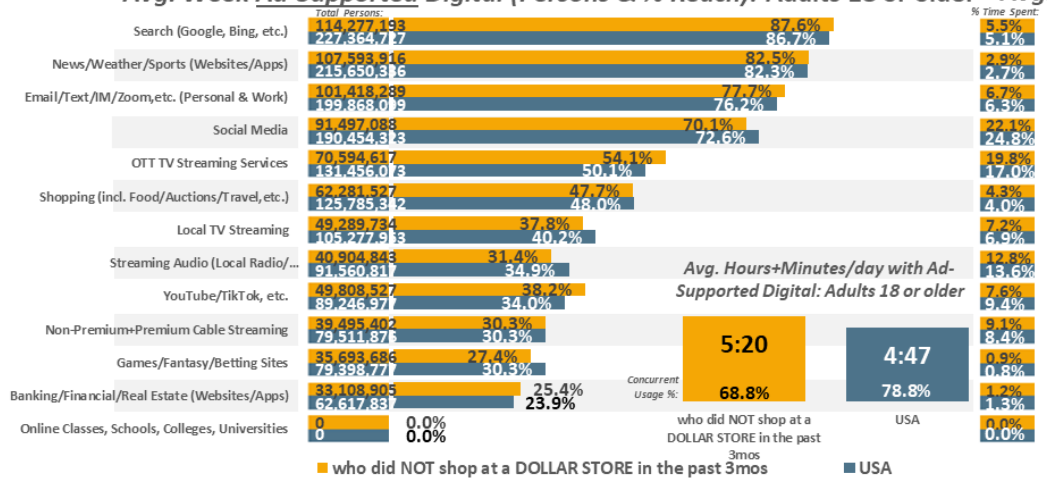
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



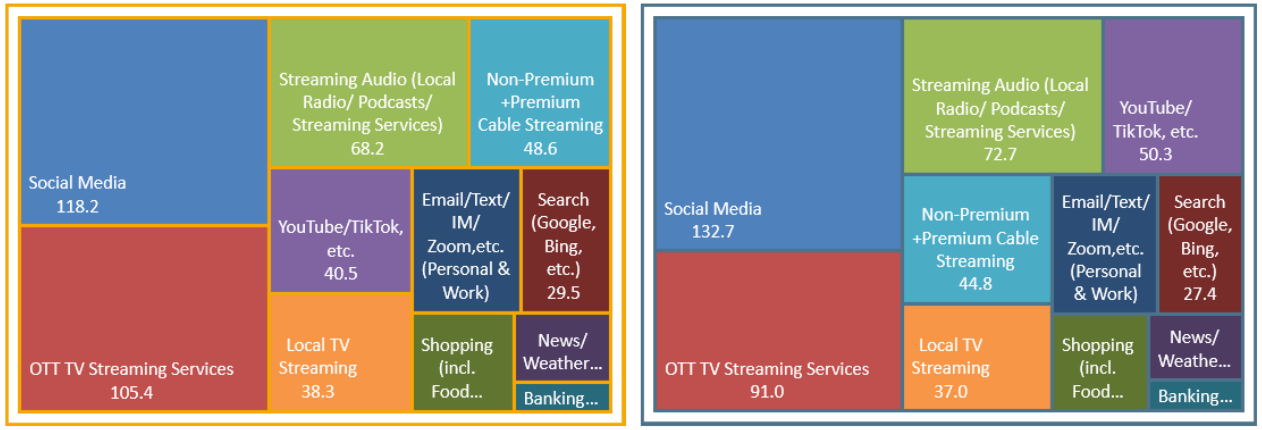
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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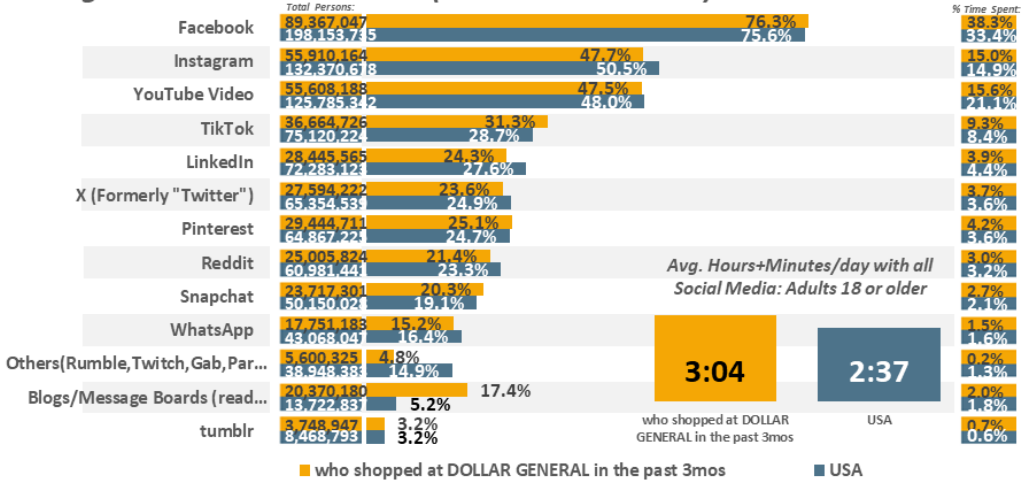
NOT Stores/services shopped past 3 months: Dollar General or Dollar Tree or Family Dollar

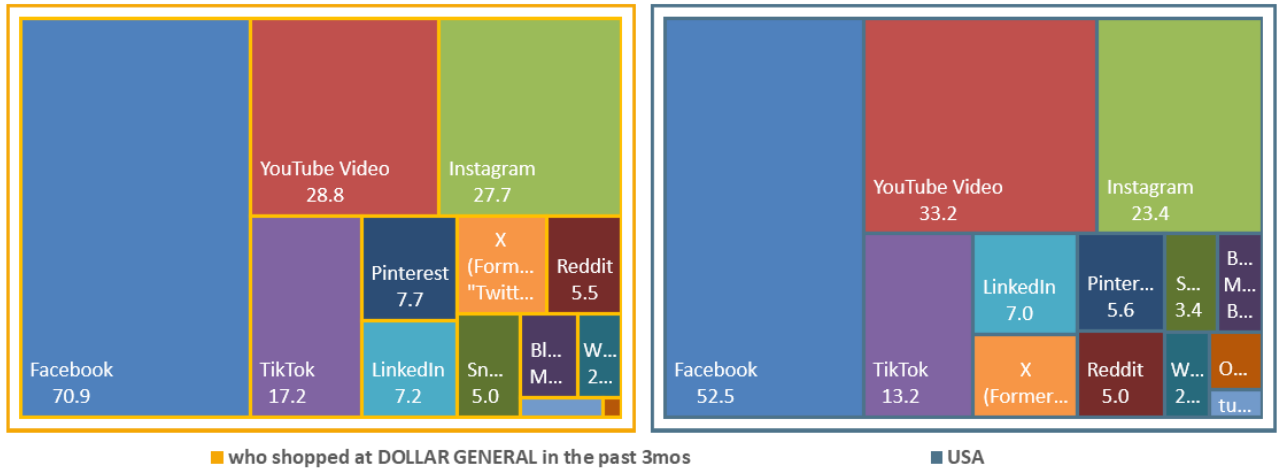
DOLLAR GENERAL

89,367,047 or 76.3% of Adults 18 or older who shopped at DOLLAR GENERAL in the past 3mos use Ad-Supported Facebook for an average of 62.2 minutes every day representing 37.2% of all time spent daily with Ad-Supported Social Media.

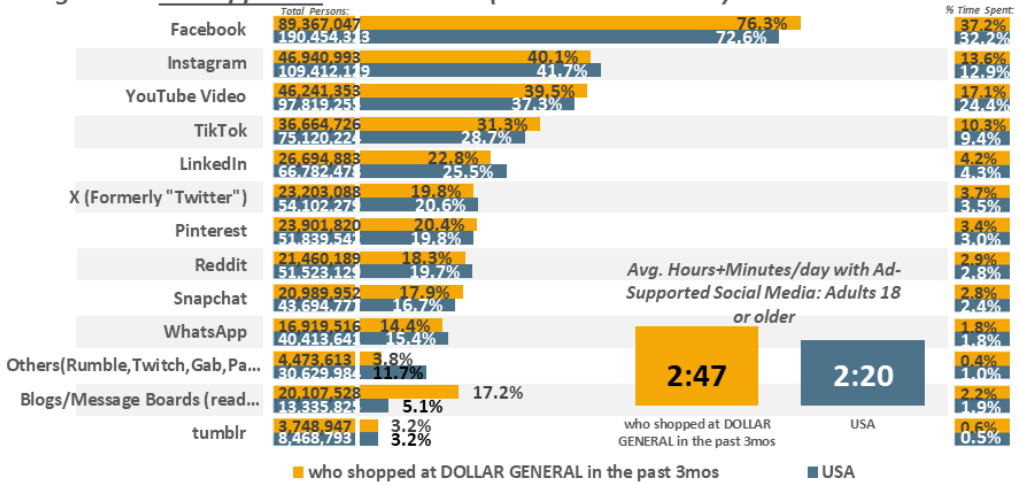
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



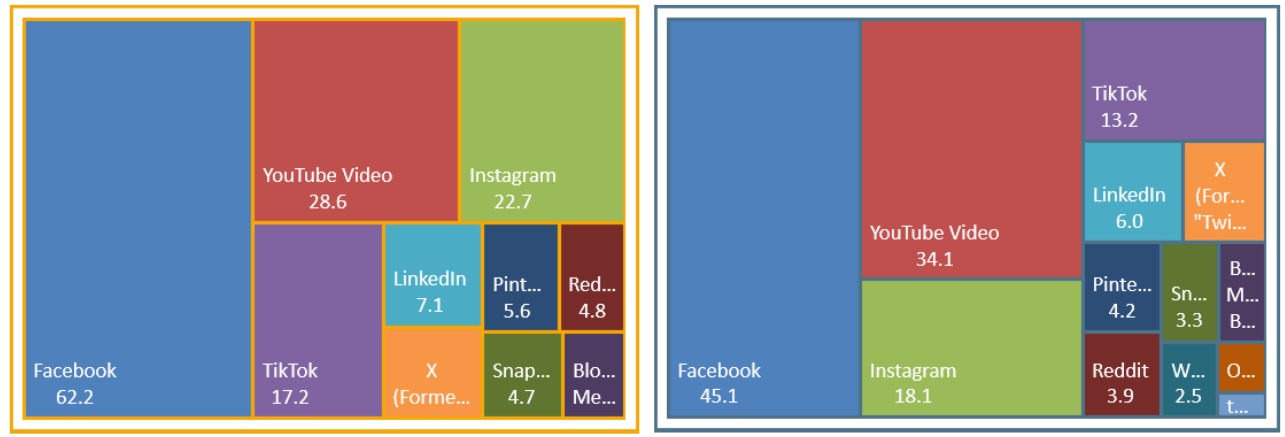
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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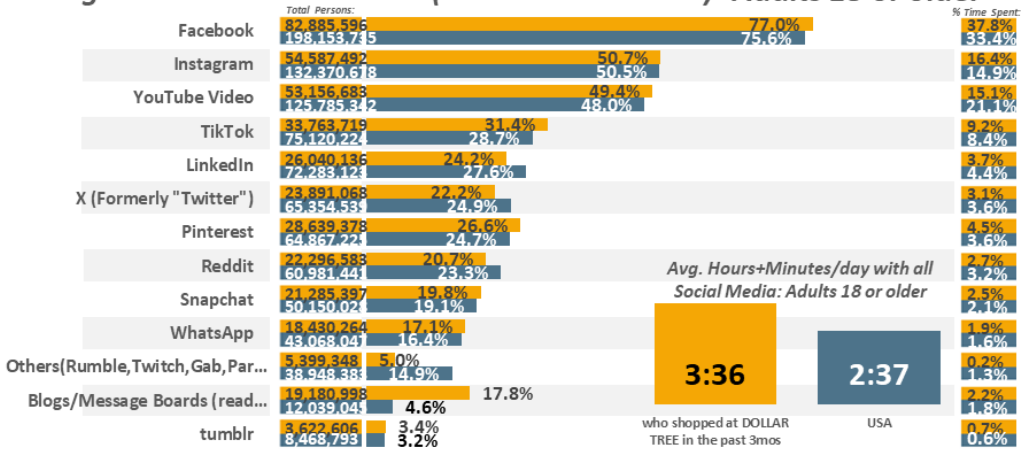
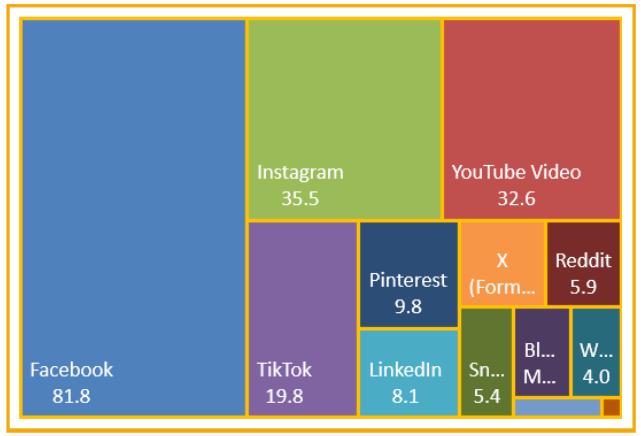
Stores/services shopped past 3 months: Dollar General

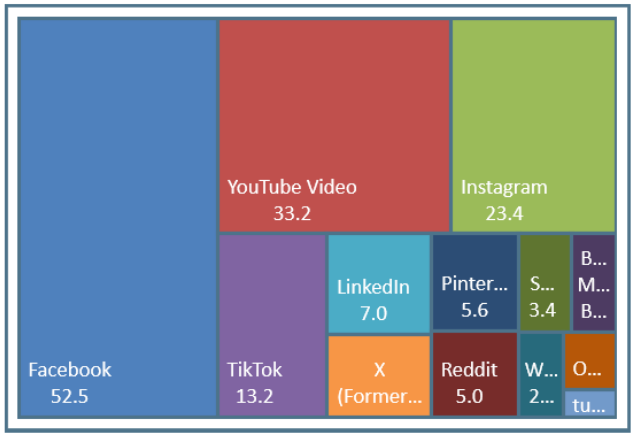
81,734,686 or 75.9% of Adults 18 or older who shopped at DOLLAR TREE in the past 3mos use Ad-Supported Facebook for an average of 73.1 minutes every day representing 37.6% of all time spent daily with Ad-Supported Social Media.

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

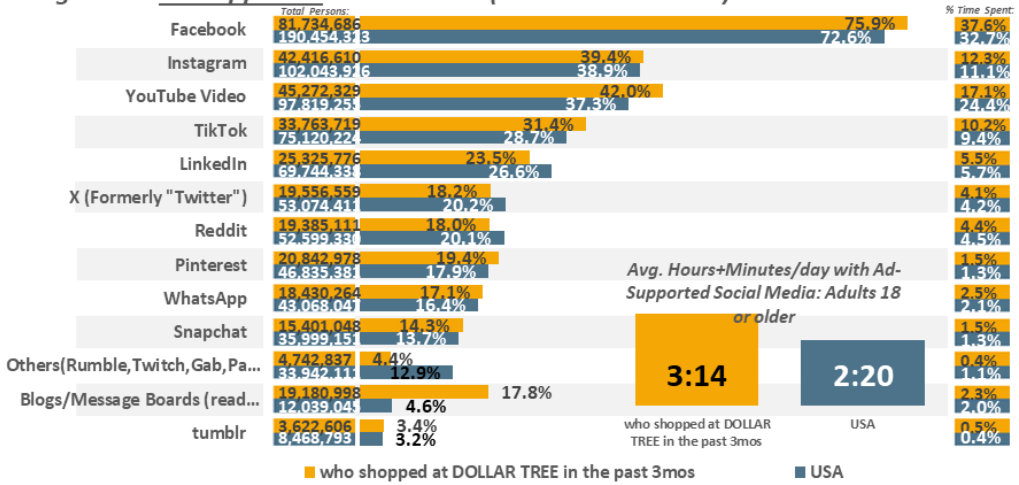


Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

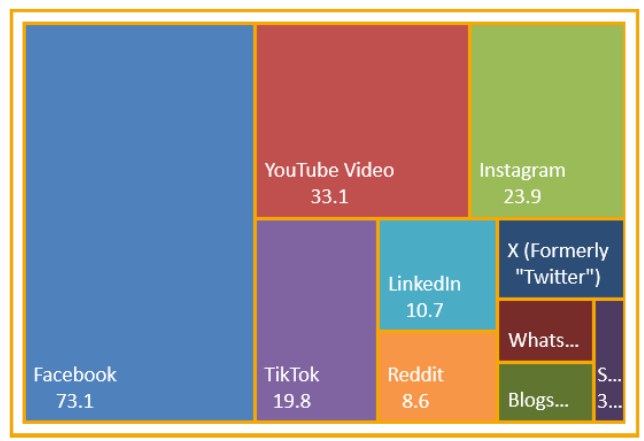


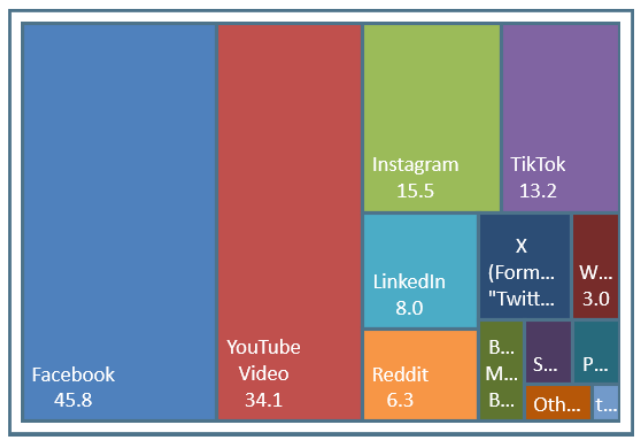


Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older



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





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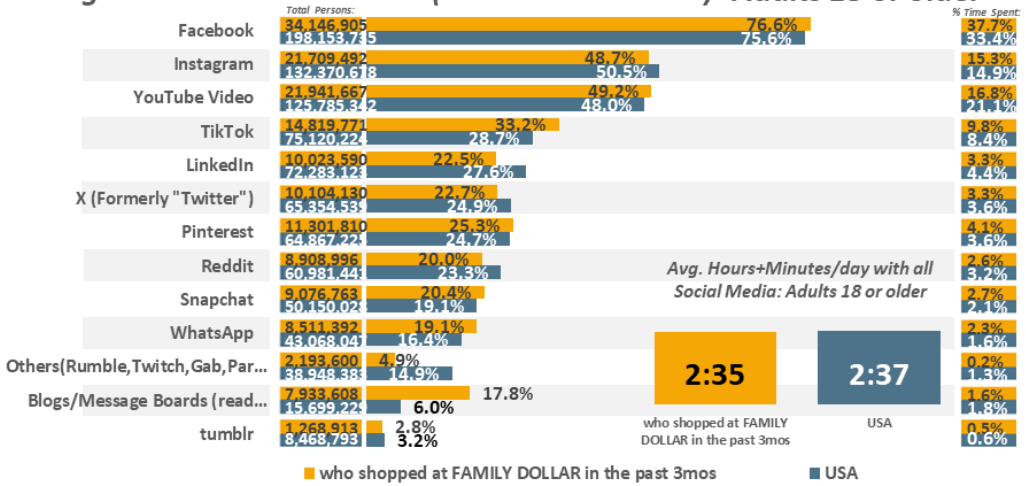
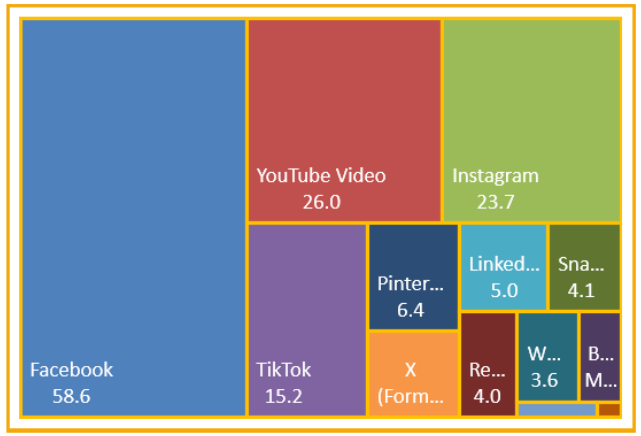
Stores/services shopped past 3 months: Dollar Tree

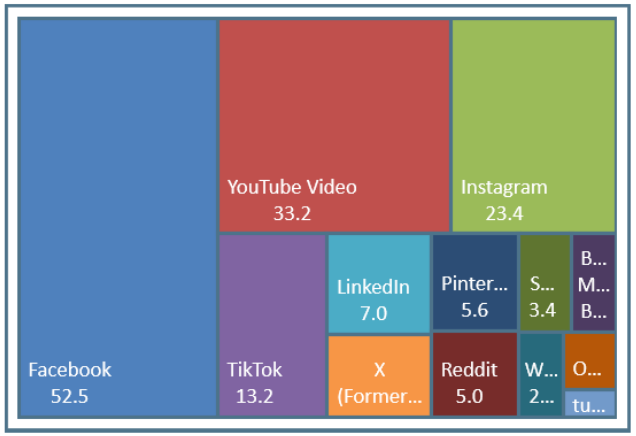
32,841,547 or 73.6% of Adults 18 or older who shopped at FAMILY DOLLAR in the past 3mos use Ad-Supported Facebook for an average of 47.8 minutes every day representing 34.5% of all time spent daily with Ad-Supported Social Media.

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

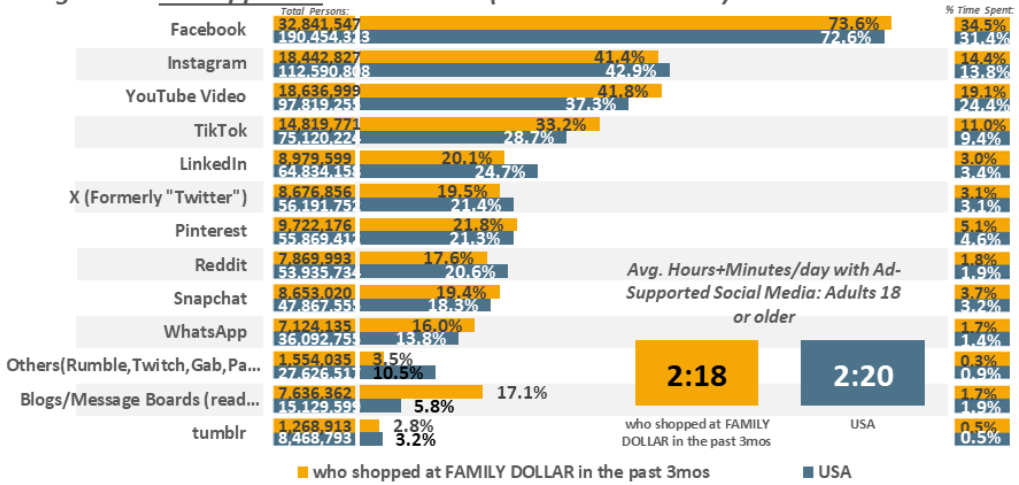


Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

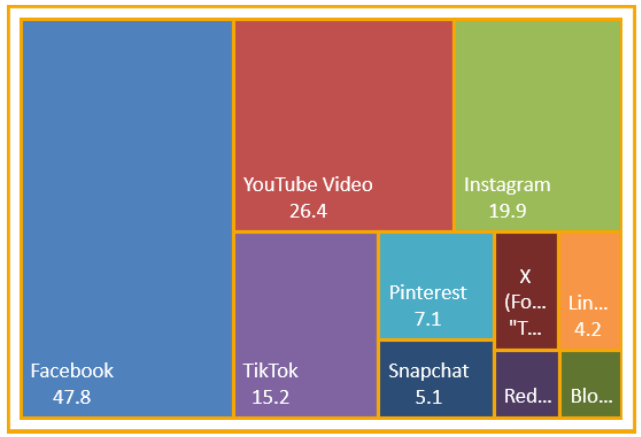


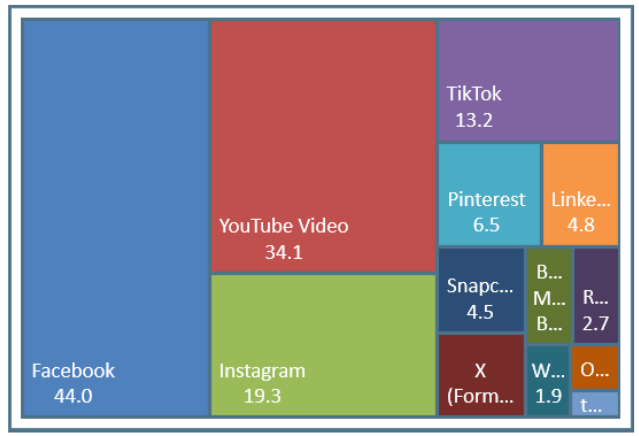


Avg. Week <u>Ad-Supported</u> Social Media (Persons & % Reach): Adults 18 or older



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





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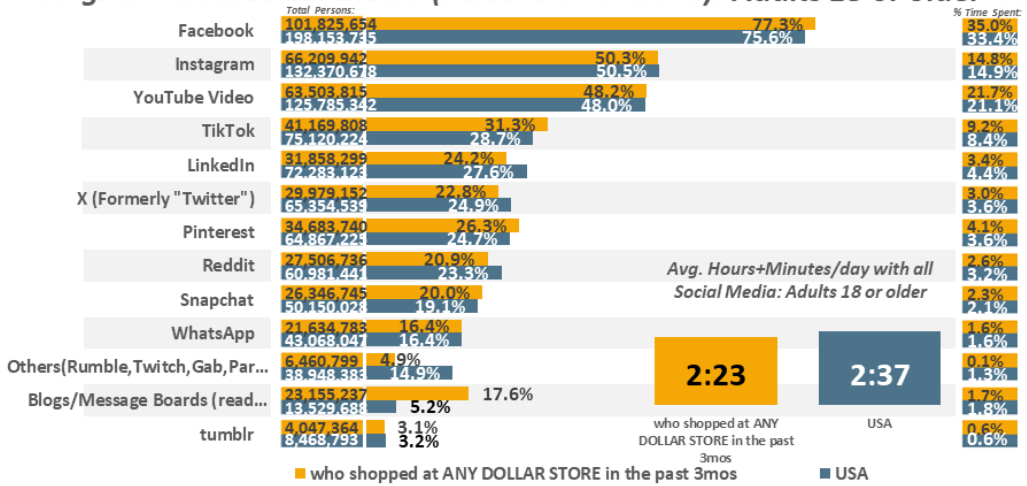
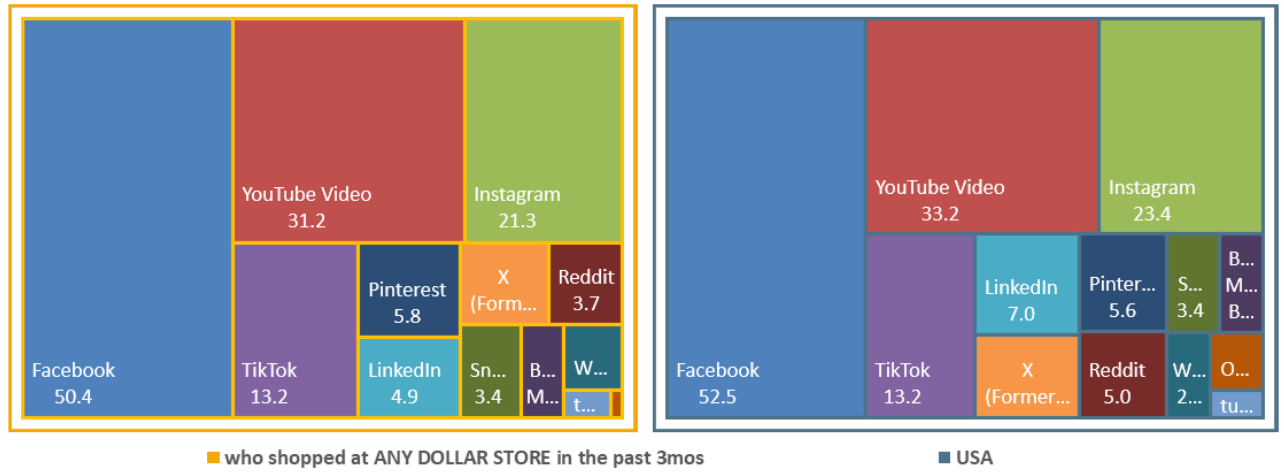
Stores/services shopped past 3 months: Family Dollar

98,957,234 or 75.1% of Adults 18 or older who shopped at ANY DOLLAR STORE in the past 3mos use Ad-Supported Facebook for an average of 42.2 minutes every day representing 33.4% of all time spent daily with Ad-Supported Social Media.

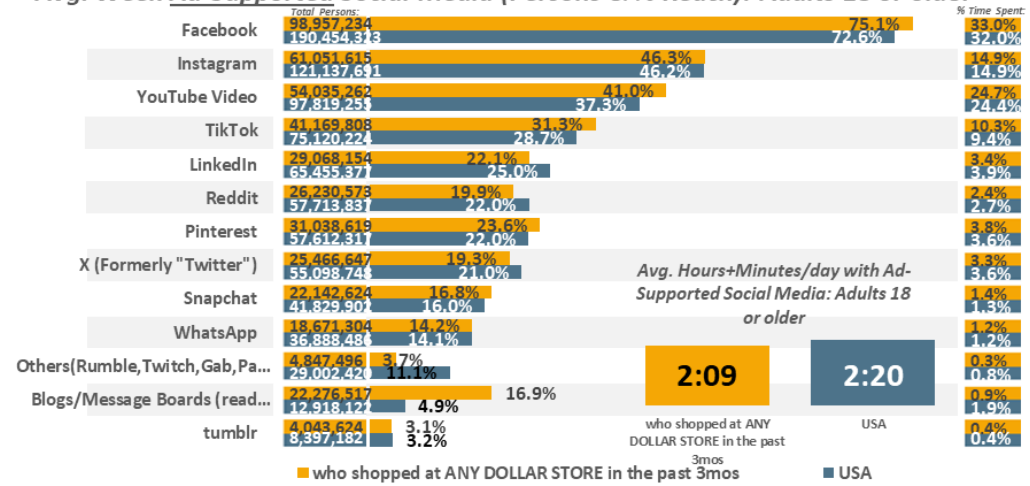
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



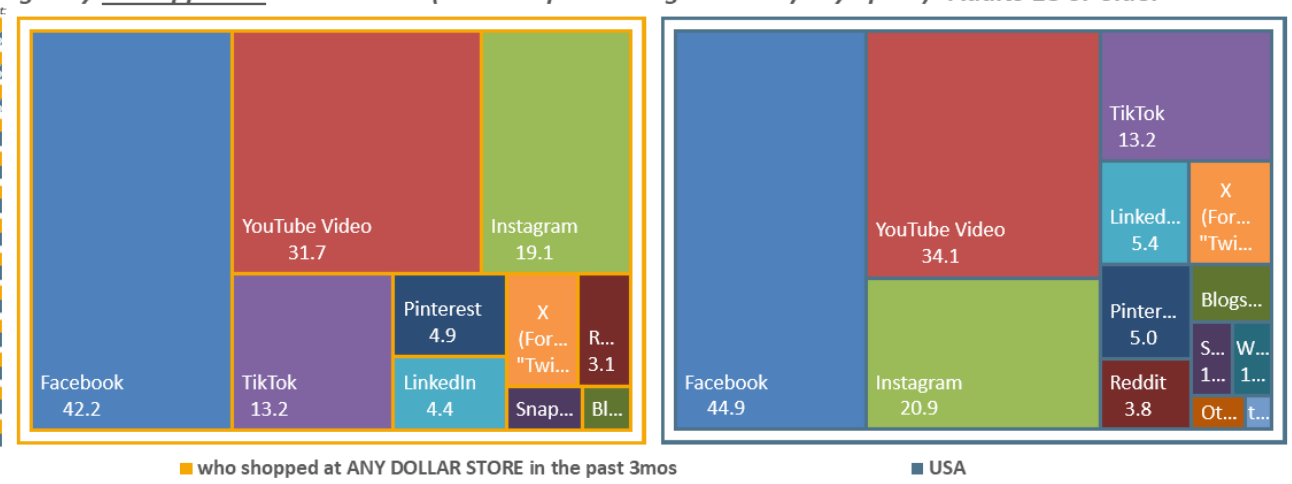
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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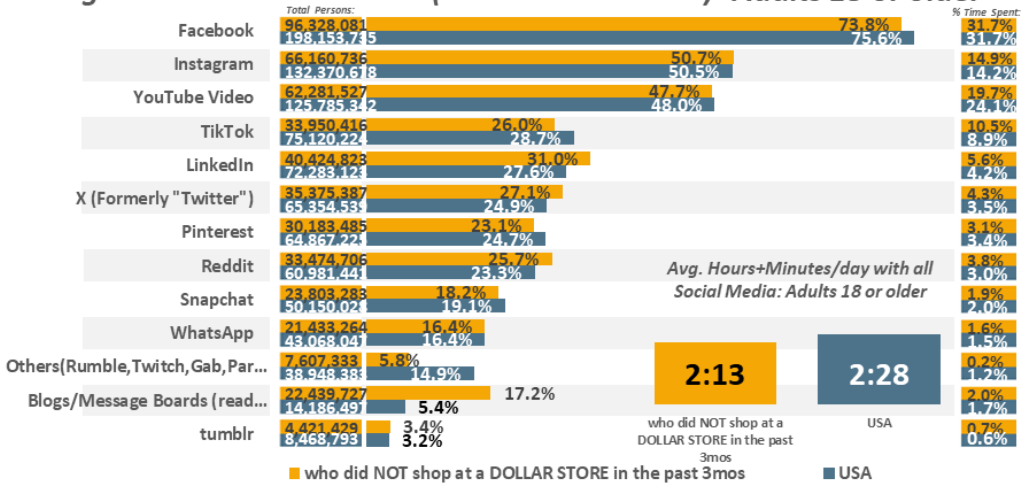
Stores/services shopped past 3 months: Dollar General or Dollar Tree or Family Dollar

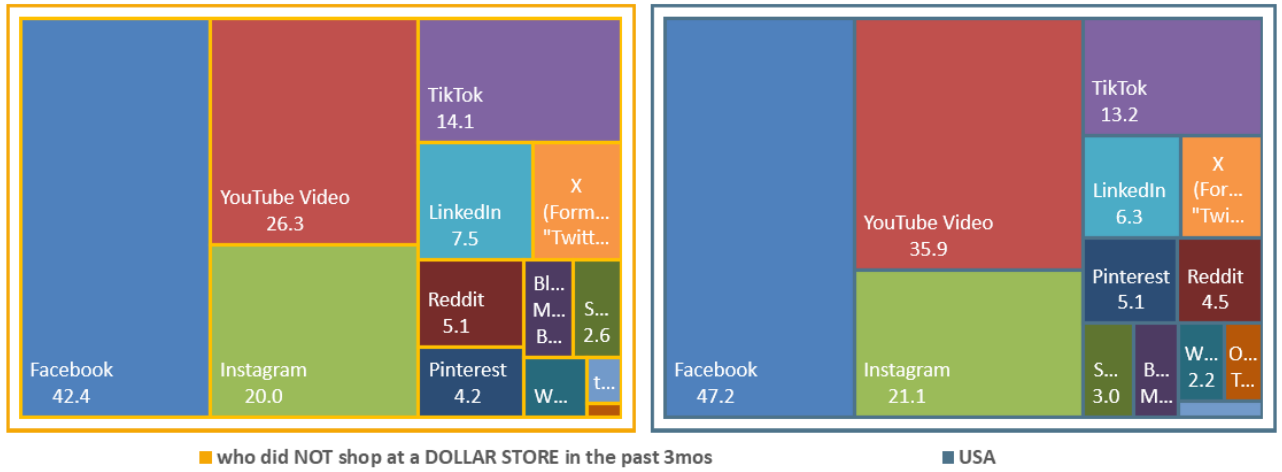
NOT DOLLAR GENERAL / DOLLAR TREE / FAMILY DOLLAR

91,497,088 or 70.1% of Adults 18 or older who did NOT shop at a DOLLAR STORE in the past 3mos use Ad-Supported Facebook for an average of 37.3 minutes every day representing 31.5% of all time spent daily with Ad-Supported Social Media.

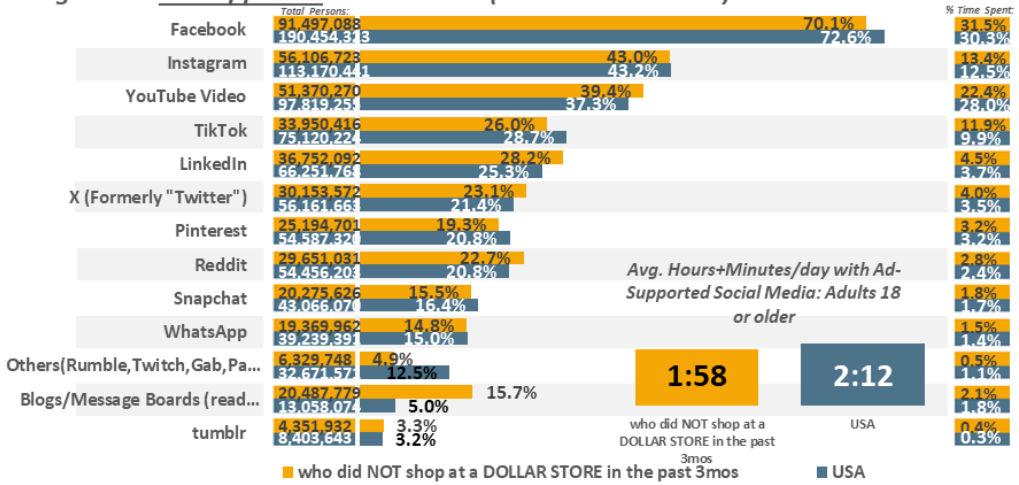
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



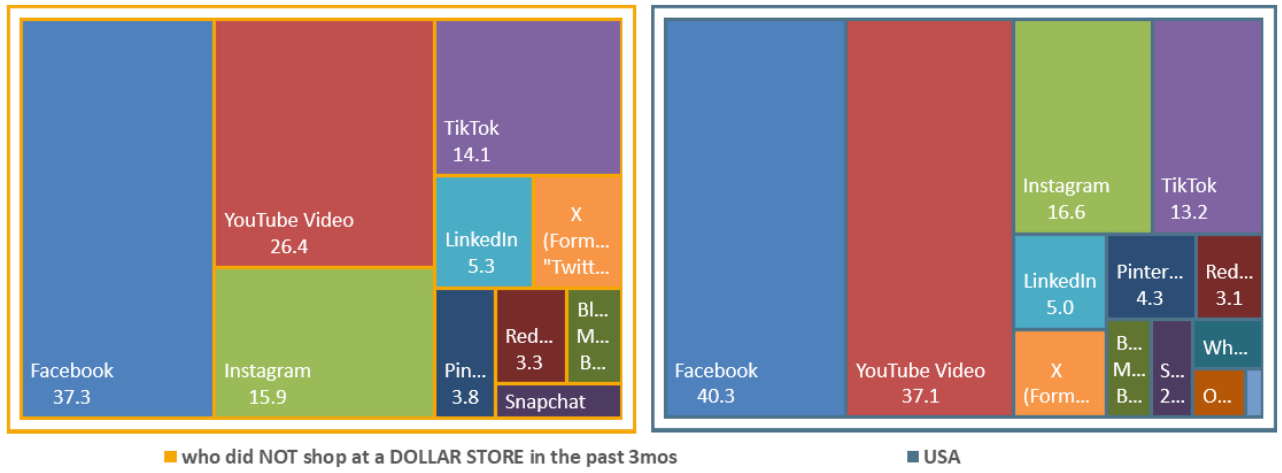
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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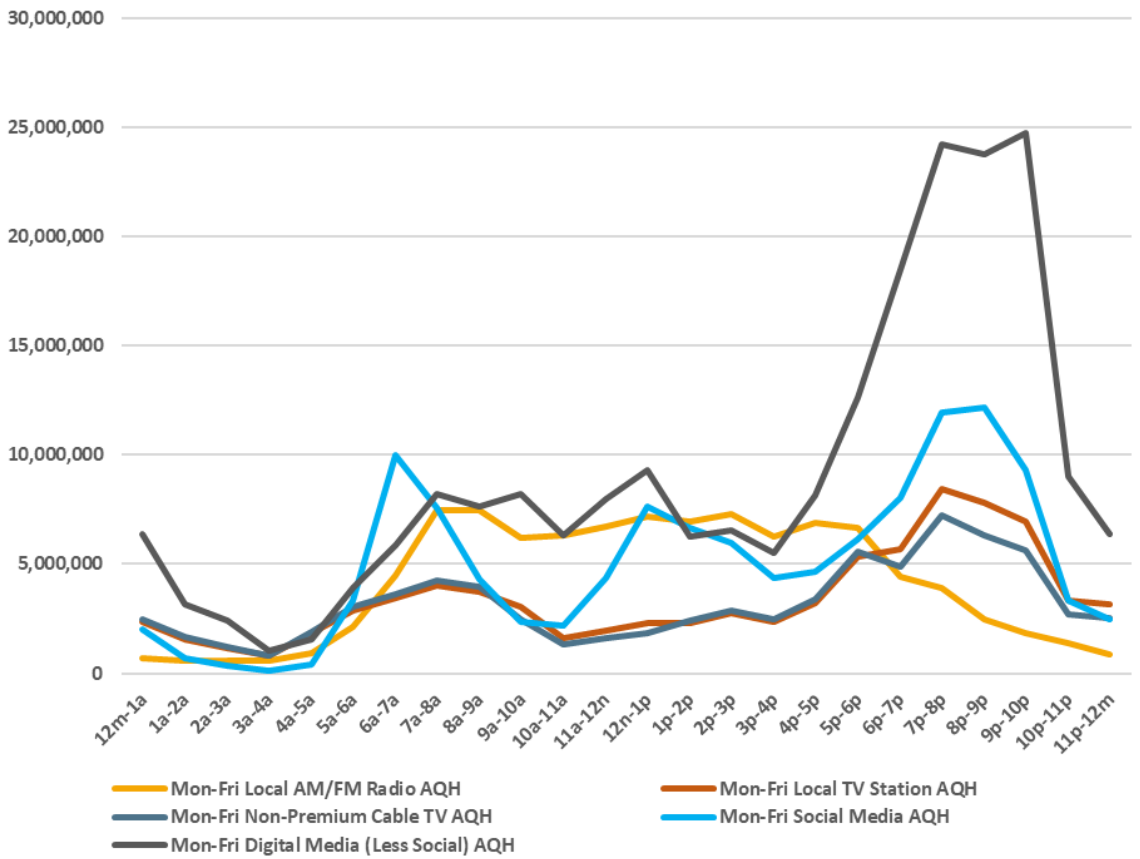
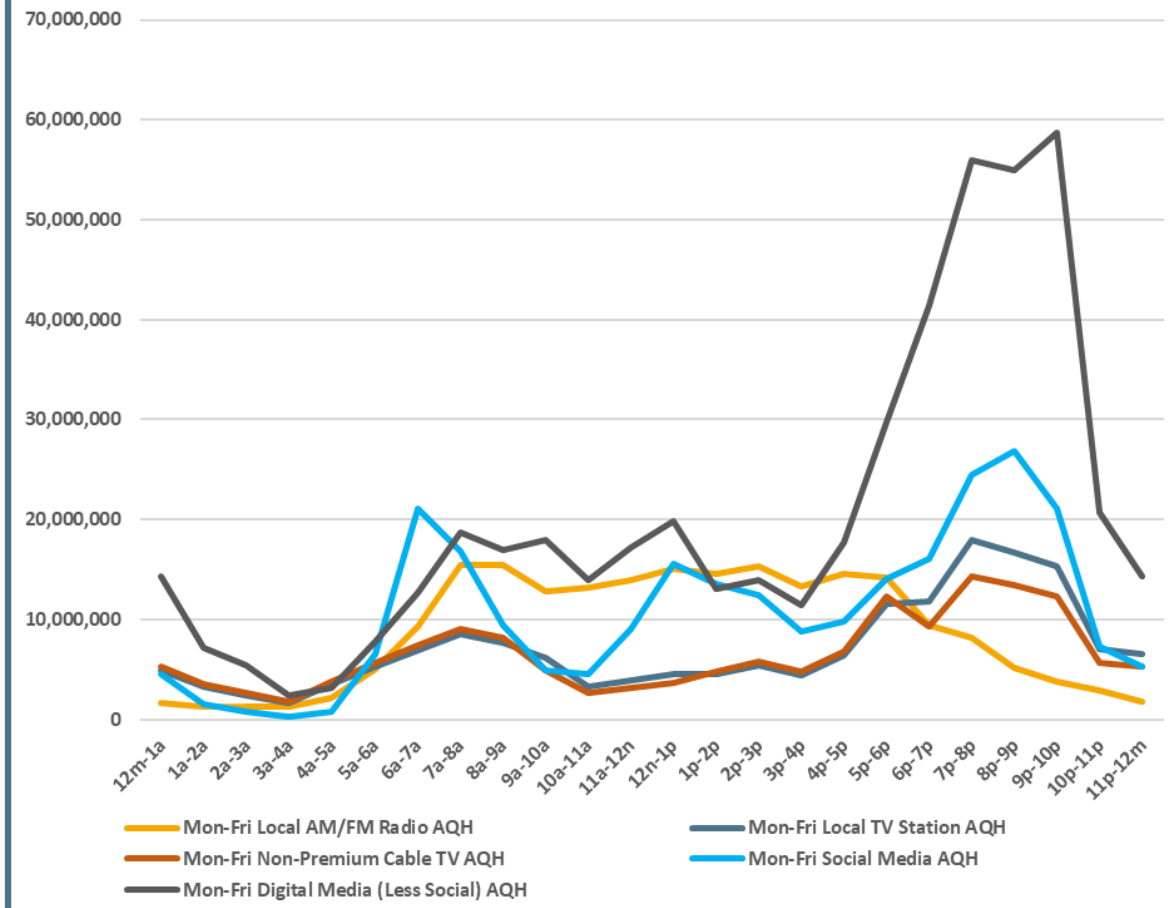
NOT Stores/services shopped past 3 months: Dollar General or Dollar Tree or Family Dollar

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 8,547,579; Local Radio: 6,499,582; Social Media: 5,721,728; Local TV: 3,219,875; Non-Prem. Cable: 3,125,289 reaching Adults 18 or older who shopped at DOLLAR GENERAL in t

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) Adults 18 or older who shopped at DOLLAR GENERAL in the past 3mos



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 11,151

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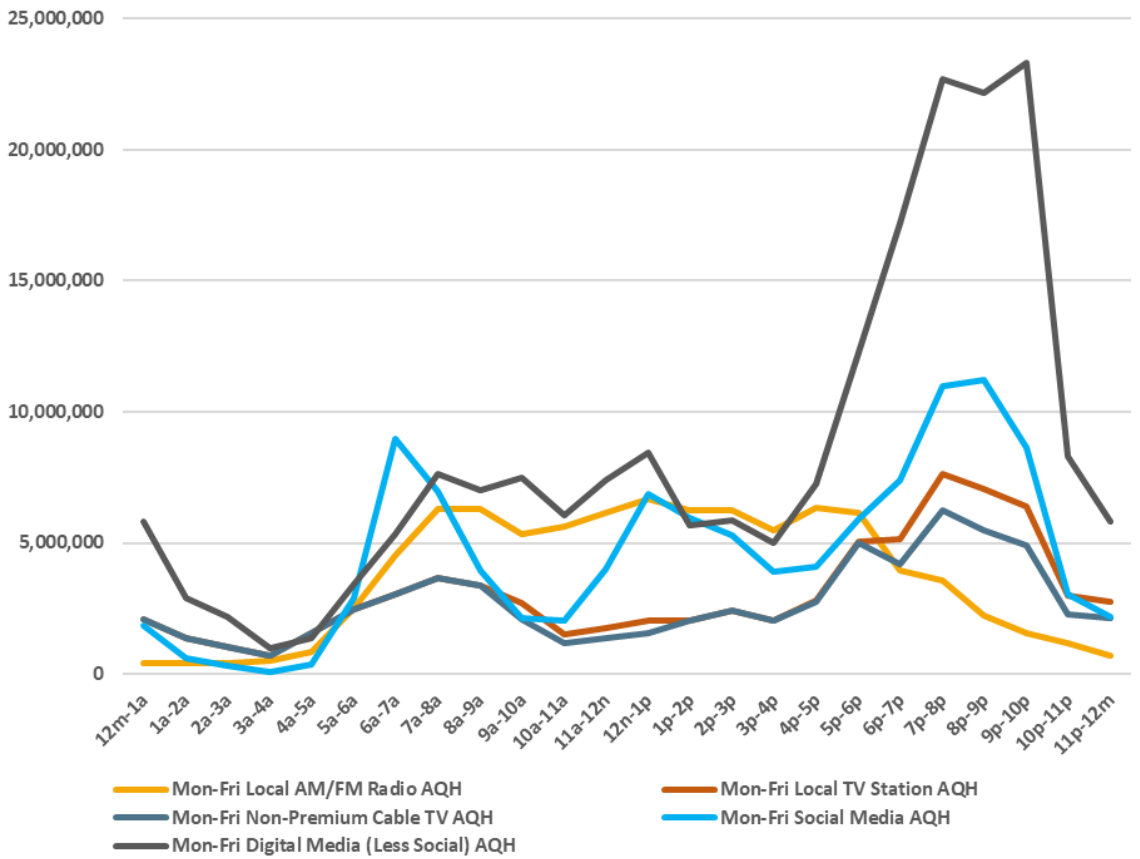
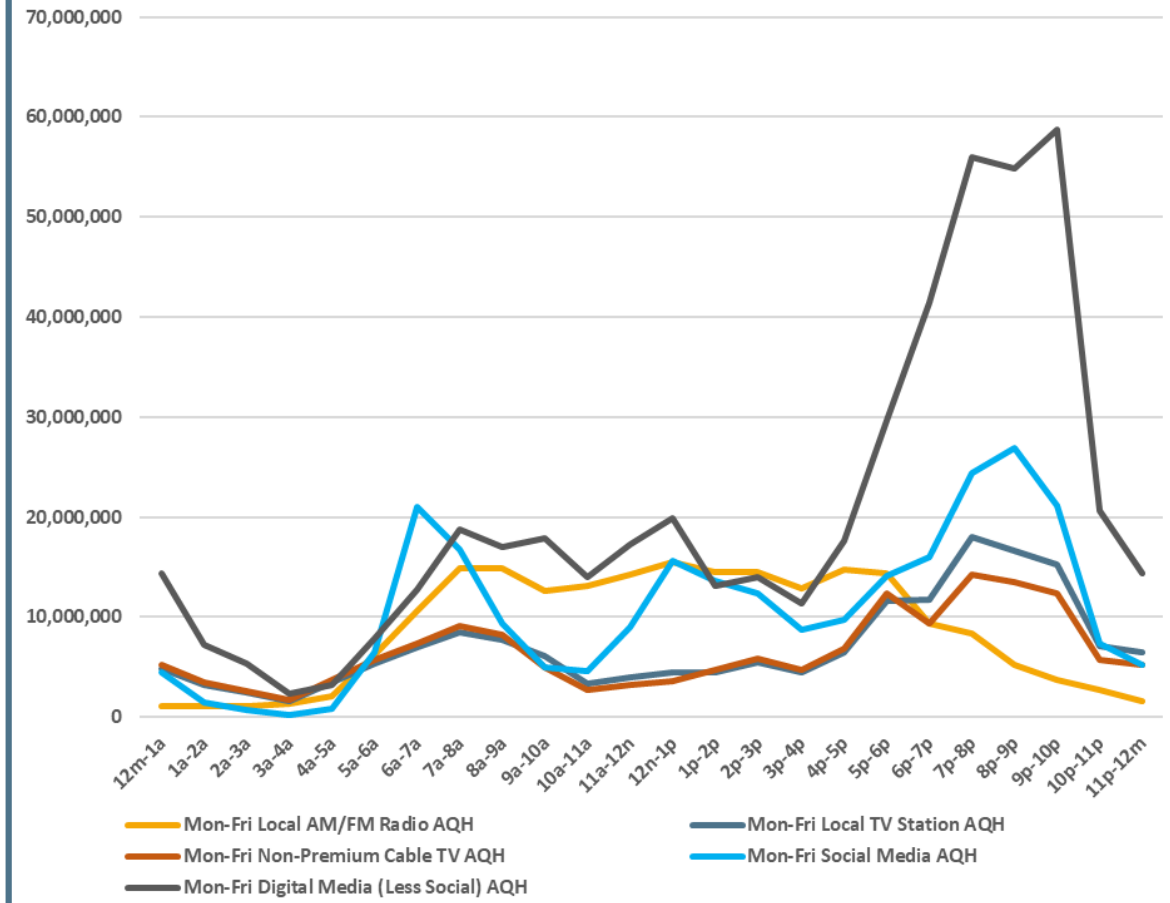
Stores/services shopped past 3 months: Dollar General

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 7,891,695; Local Radio: 5,791,231; Social Media: 5,180,270; Local TV: 2,882,972; Non-Prem. Cable: 2,669,530 reaching Adults 18 or older who shopped at DOLLAR TREE in the

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) Adults 18 or older who shopped at DOLLAR TREE in the past 3mos



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 11,151

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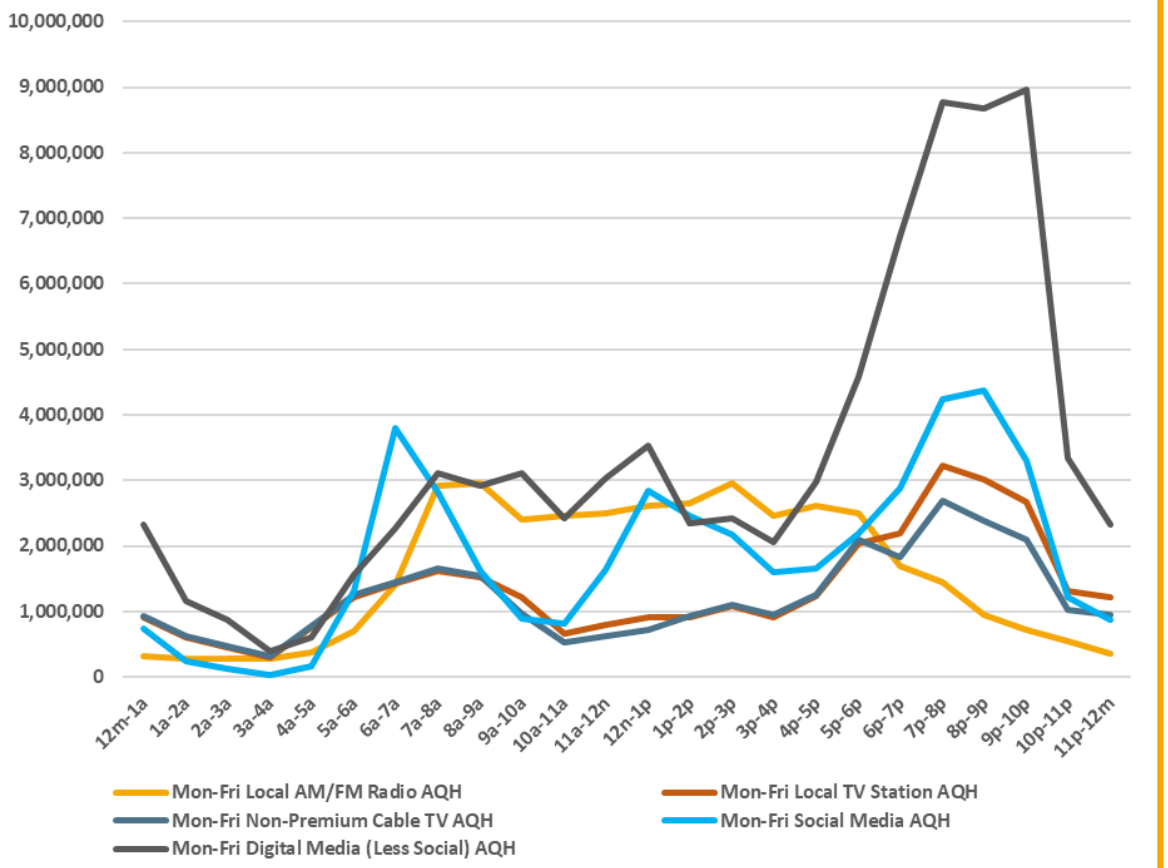
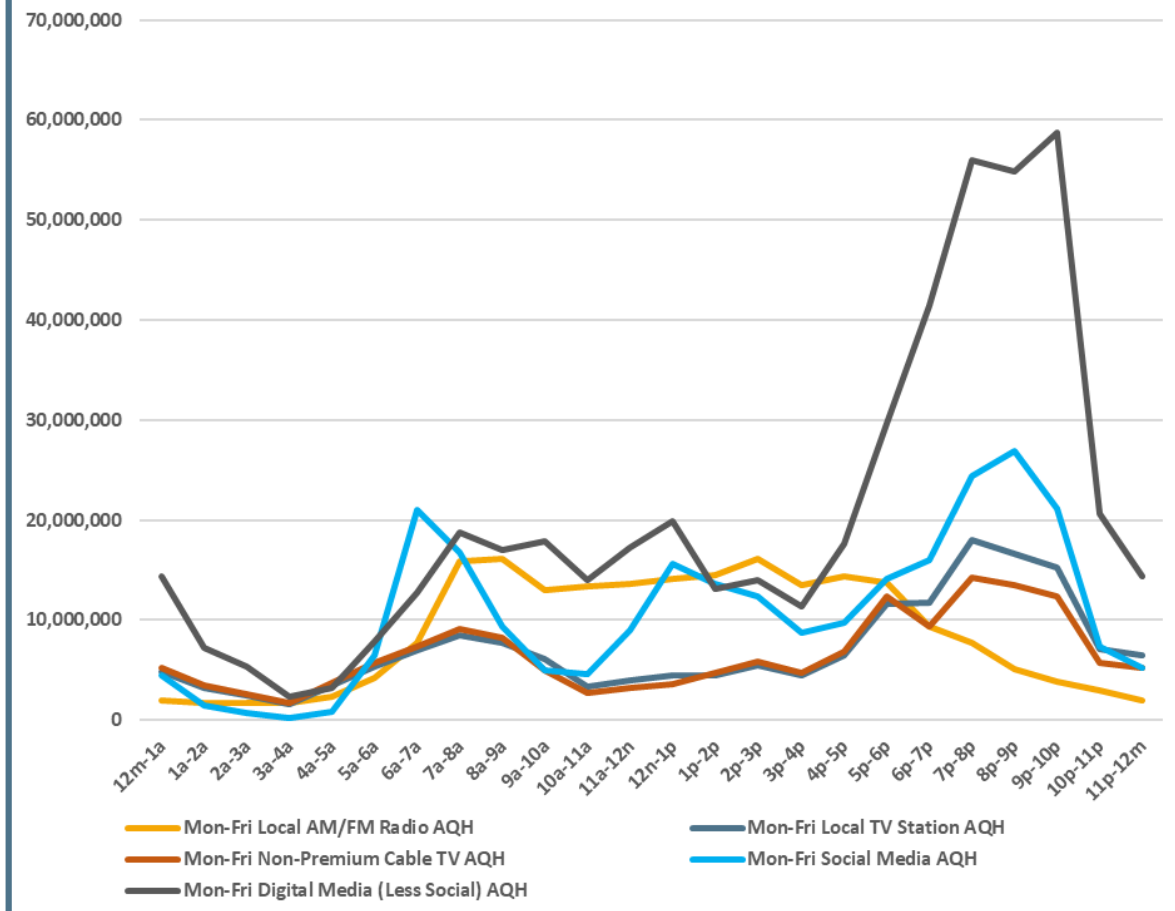
Stores/services shopped past 3 months: Dollar Tree

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 3,191,582; Local Radio: 2,473,757; Social Media: 2,106,738; Local TV: 1,270,432; Non-Prem. Cable: 1,203,303 reaching Adults 18 or older who shopped at FAMILY DOLLAR in th

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



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 11,151

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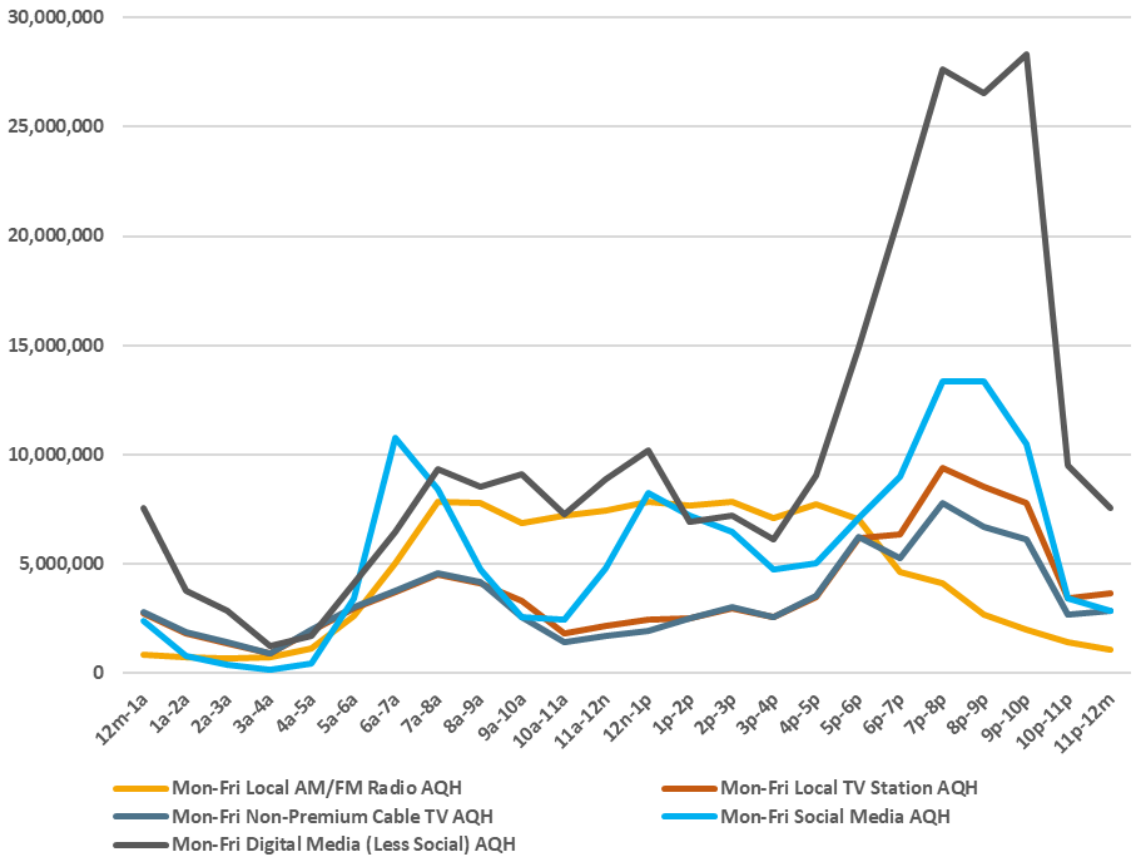
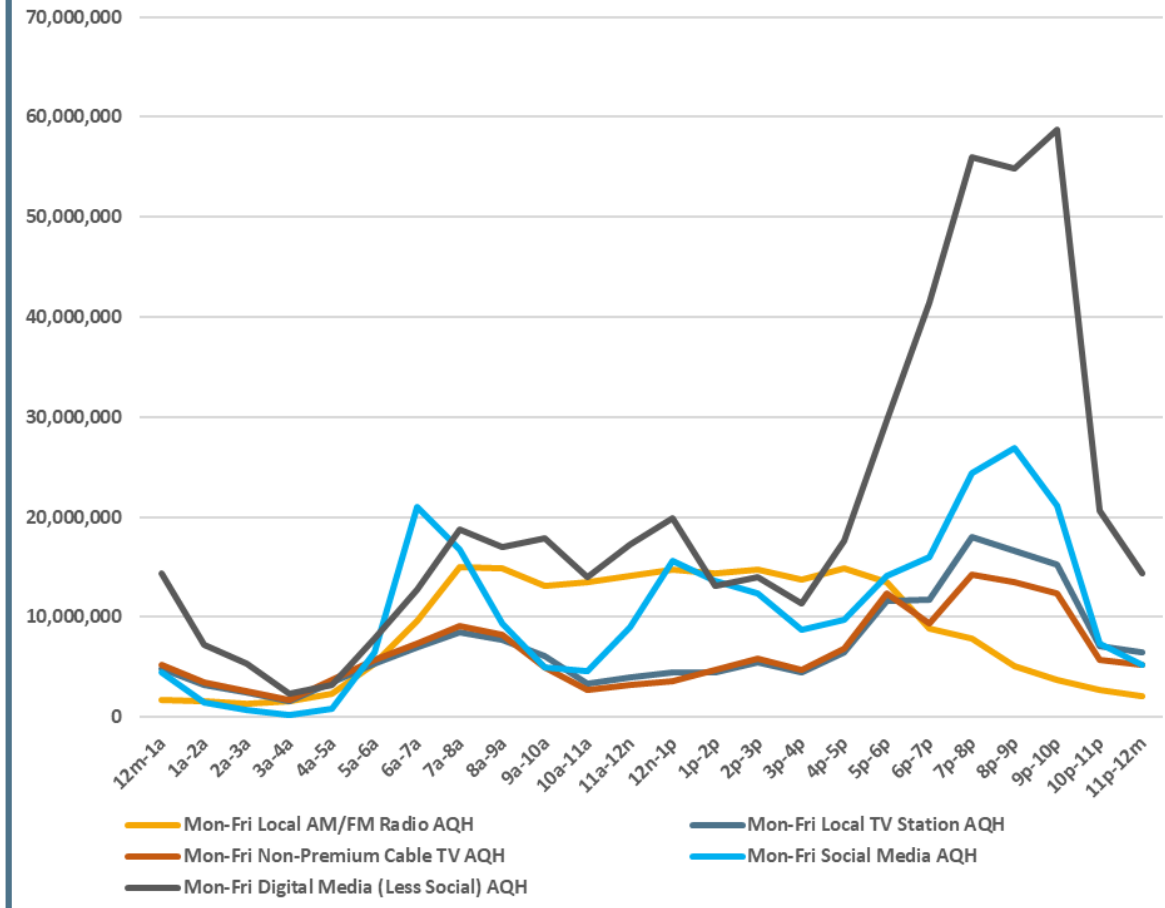
Stores/services shopped past 3 months: Family Dollar

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 9,608,925; Local Radio: 7,074,229; Social Media: 6,276,827; Local TV: 3,542,118; Non-Prem. Cable: 3,326,501 reaching Adults 18 or older who shopped at ANY DOLLAR STORE in

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) Adults 18 or older who shopped at ANY DOLLAR STORE in the past 3mos



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



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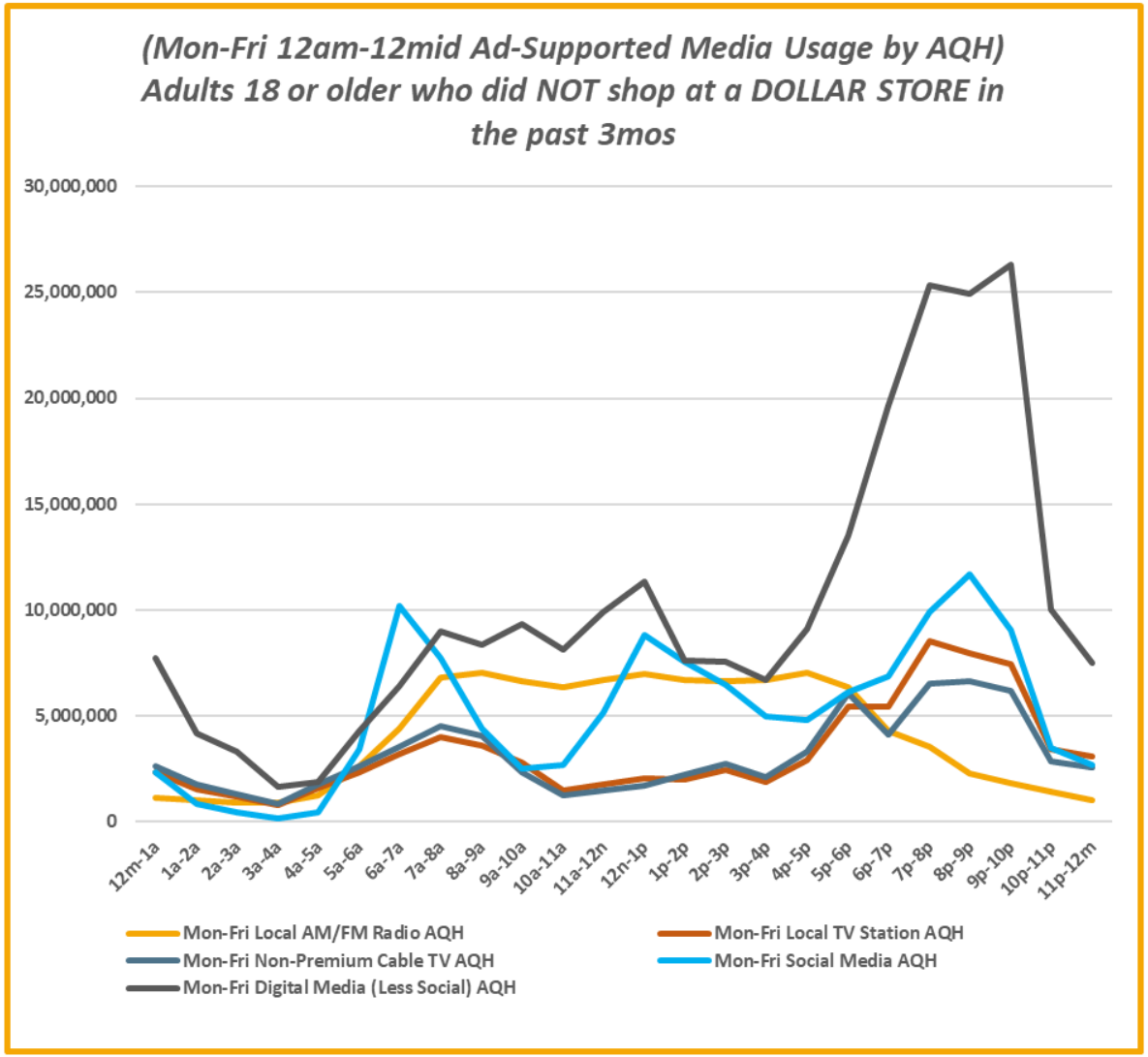
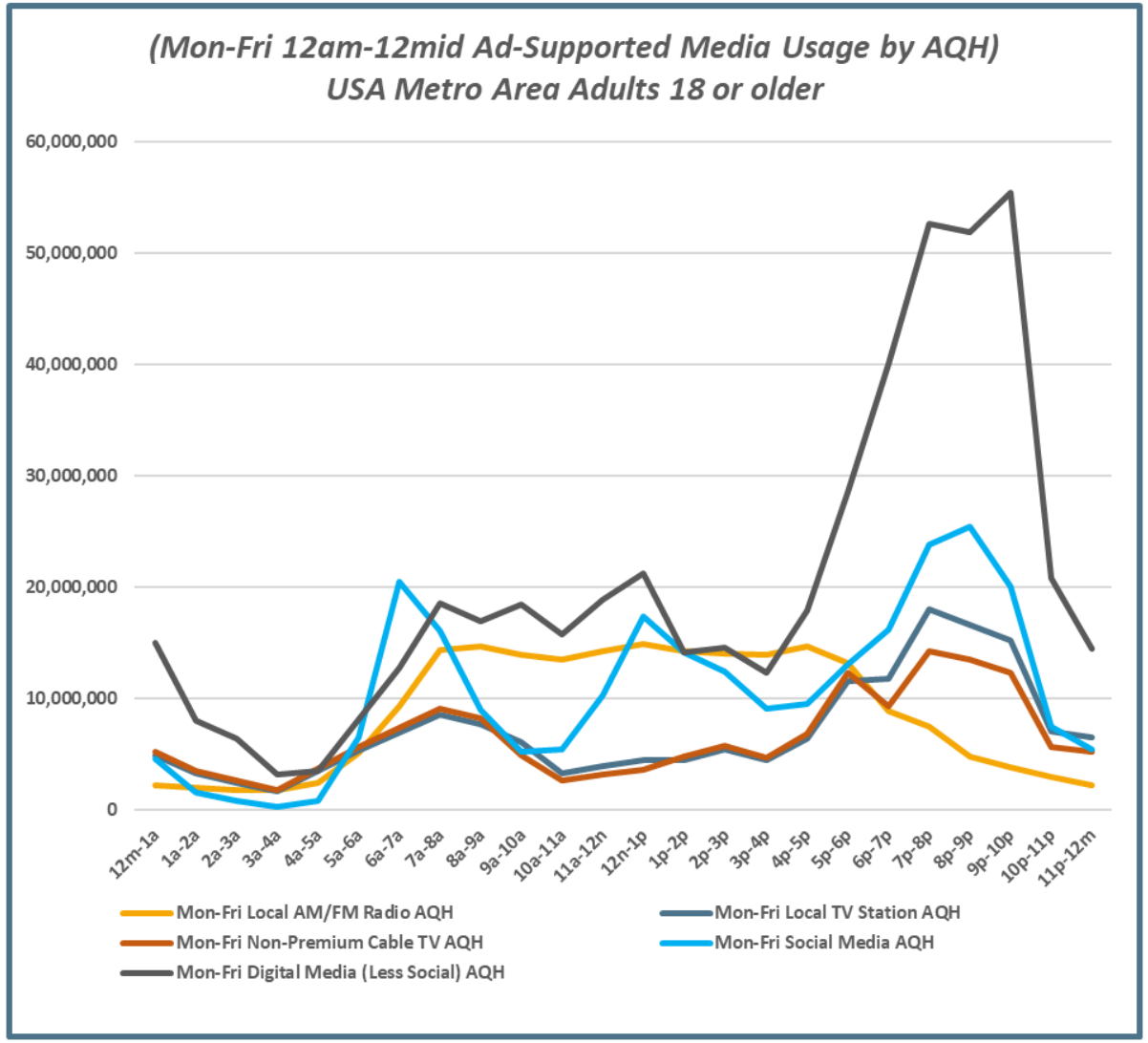
Stores/services shopped past 3 months: Dollar General or Dollar Tree or Family Dollar

NOT DOLLAR GENERAL DOLLAR TREE FAMILY DOLLAR

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 9,742,798; Local Radio: 6,354,270; Social Media: 6,021,631; Non-Prem. Cable: 3,027,817; Local TV: 2,993,951 reaching Adults 18 or older who did NOT shop at a DOLLAR STORE





USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 12,182

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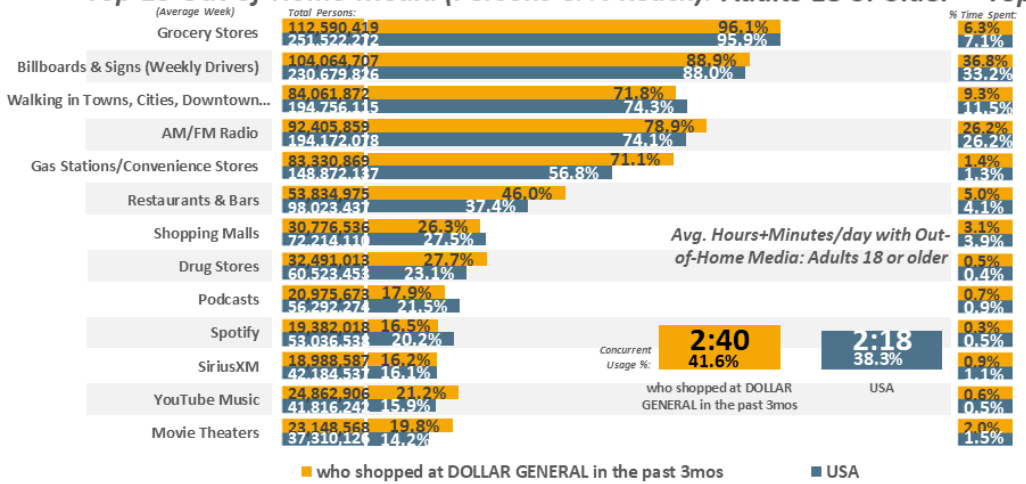
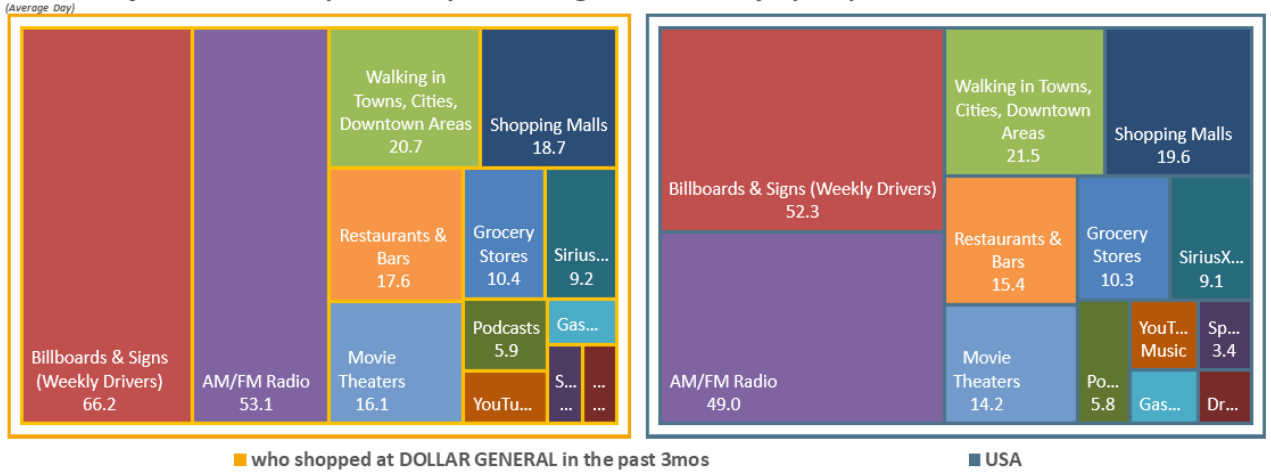
NOT Stores/services shopped past 3 months: Dollar General or Dollar Tree or Family Dollar

104,064,707 or 88.9% of Adults 18 or older who shopped at DOLLAR GENERAL in the past 3mos spend an average of 66.2 minutes per day driving, seeing Billboards and Signs. 75.5% Listen to Local Radio Stations Out-of-Home for an average of 50.7 minutes/day.

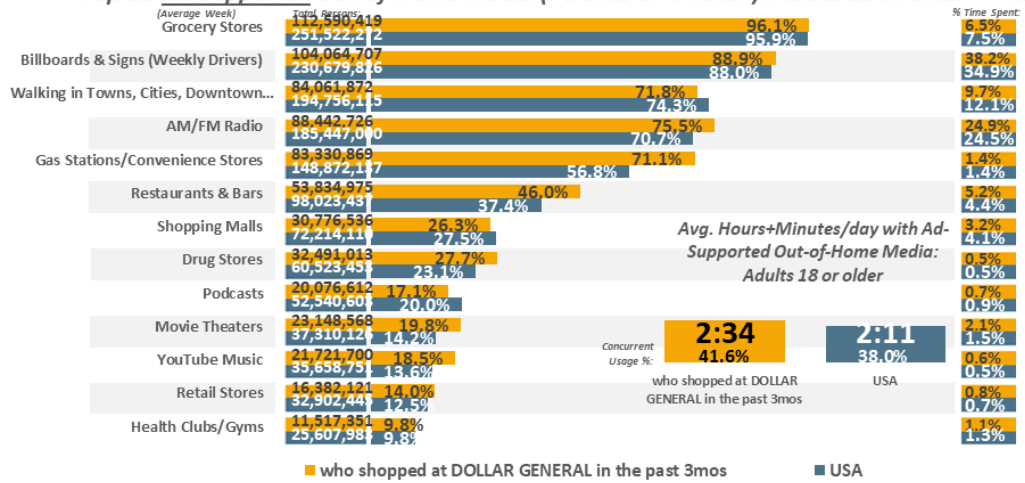
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



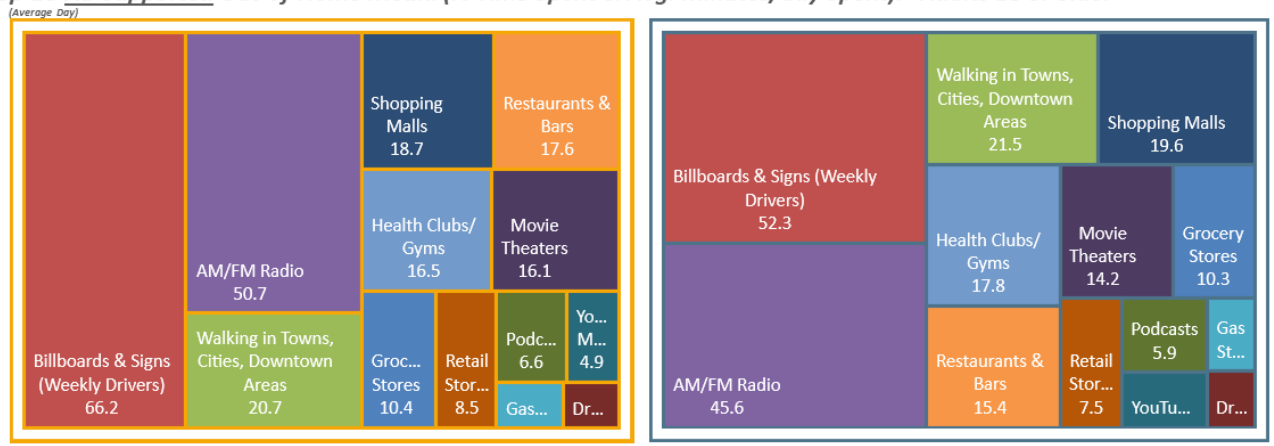
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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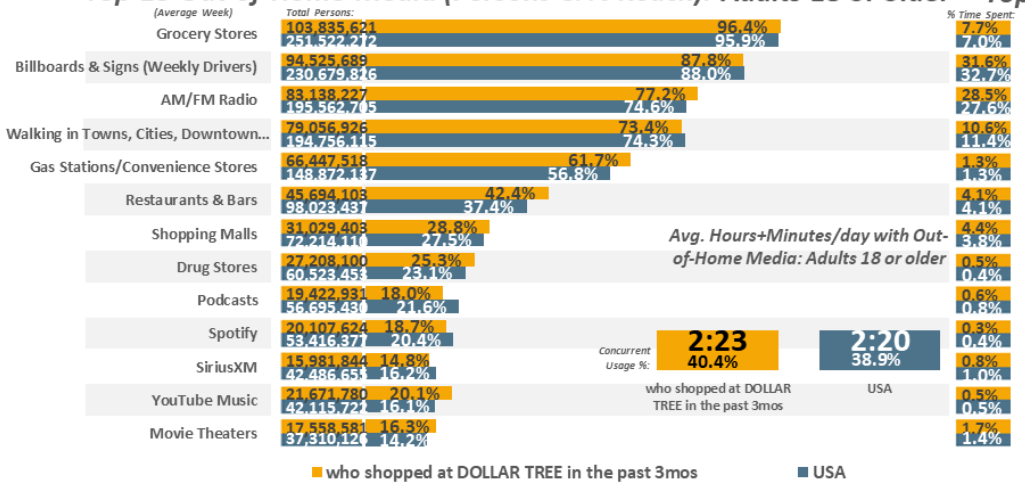
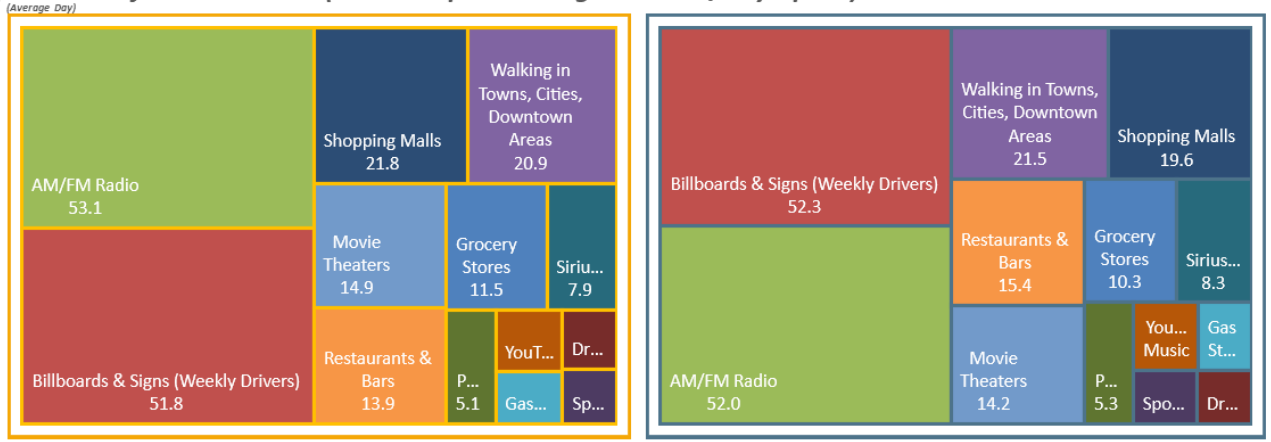
Stores/services shopped past 3 months: Dollar General

94,525,689 or 87.8% of Adults 18 or older who shopped at DOLLAR TREE in the past 3mos spend an average of 51.8 minutes per day driving, seeing Billboards and Signs. 73.8% Listen to Local Radio Stations Out-of-Home for an average of 50.6 minutes/day.

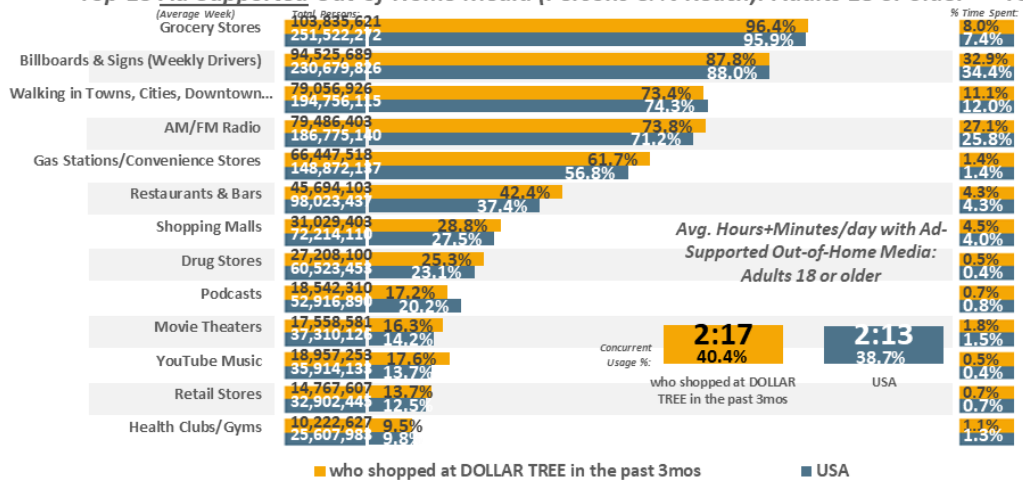
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



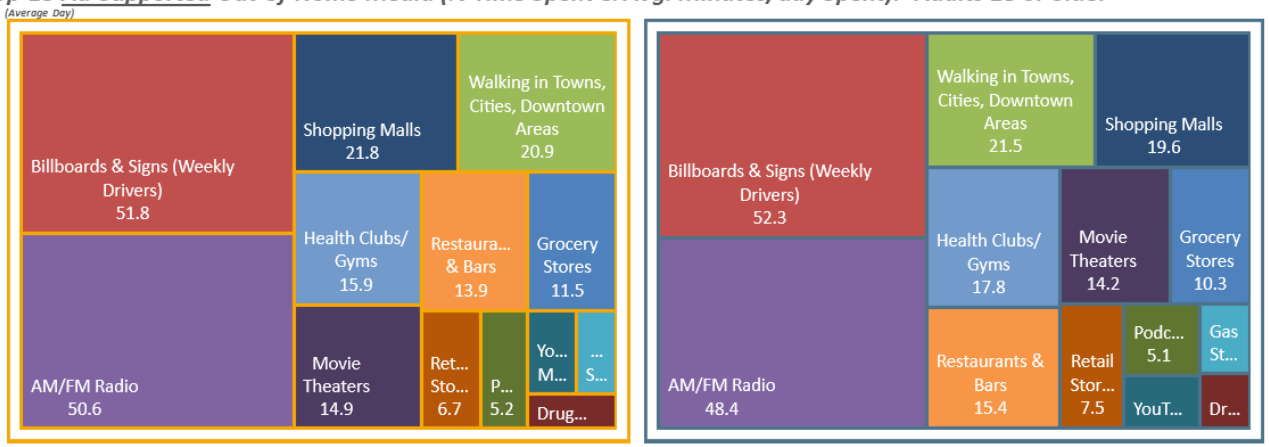
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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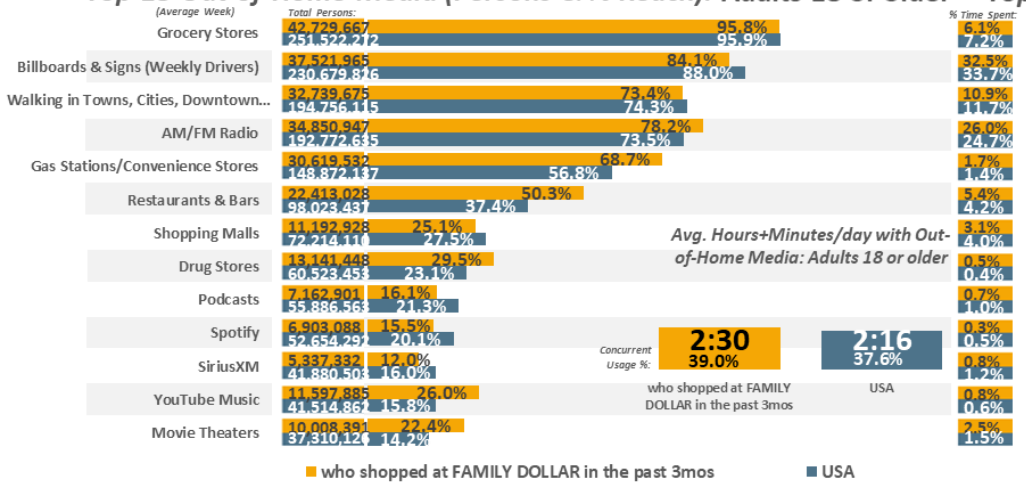
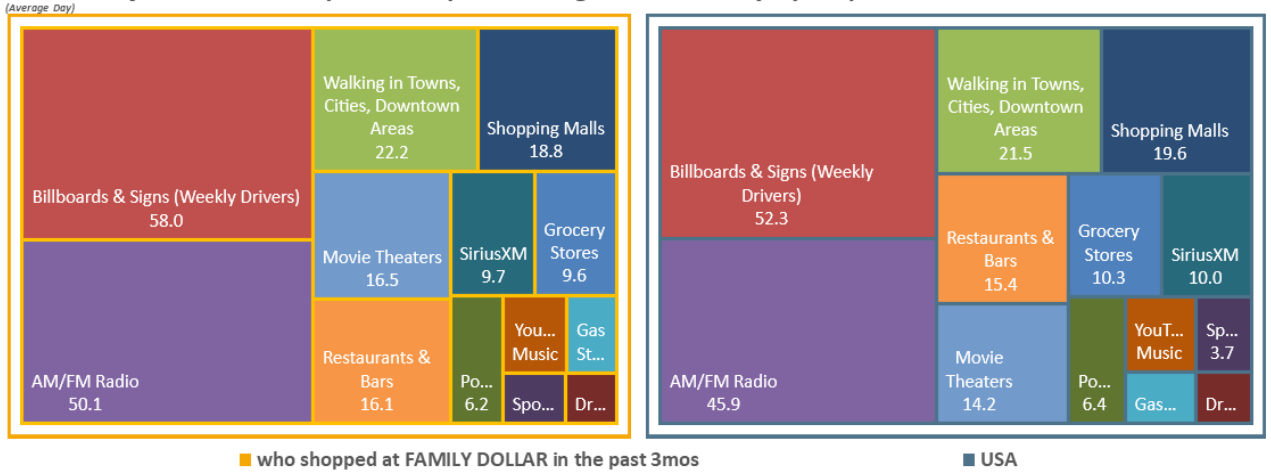
Stores/services shopped past 3 months: Dollar Tree

37,521,965 or 84.1% of Adults 18 or older who shopped at FAMILY DOLLAR in the past 3mos spend an average of 58. minutes per day driving, seeing Billboards and Signs. 75.4% Listen to Local Radio Stations Out-of-Home for an average of 48. minutes/day.

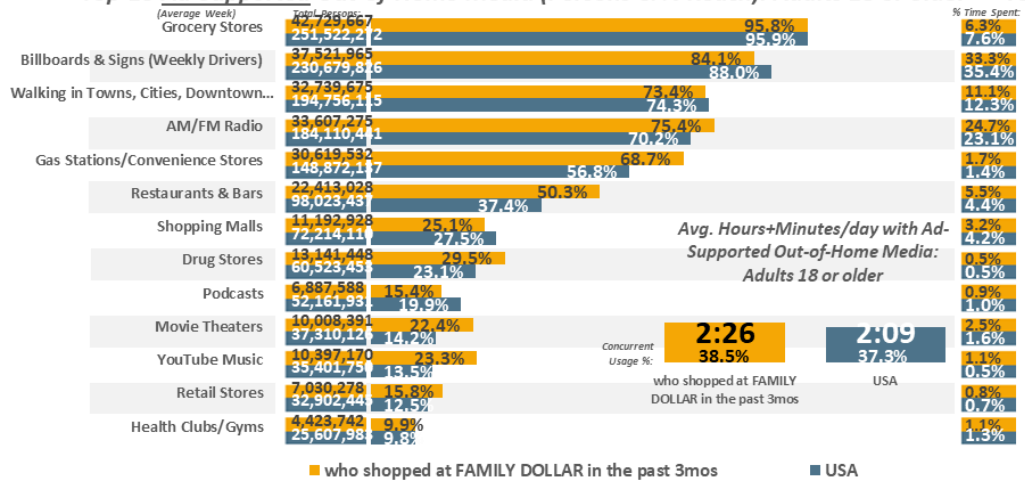
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



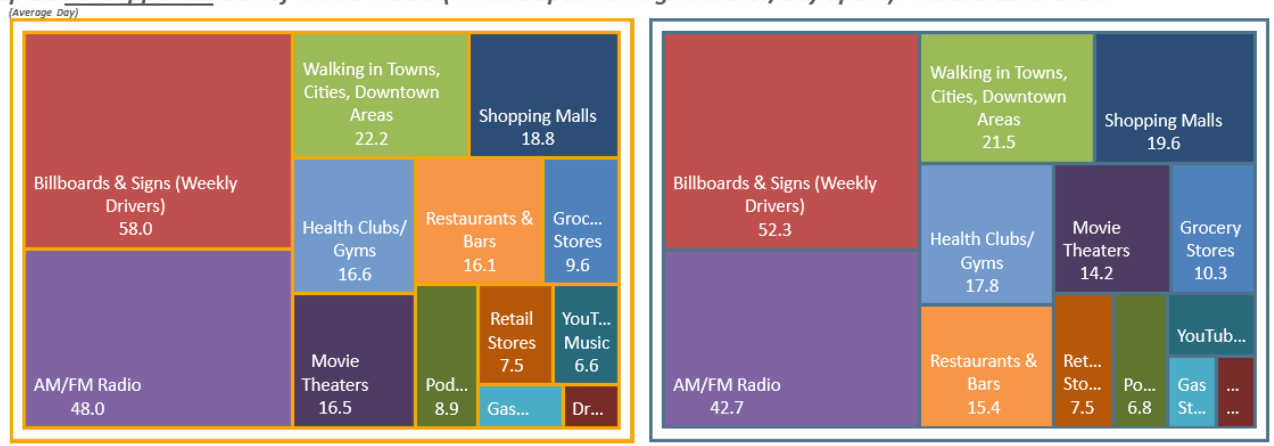
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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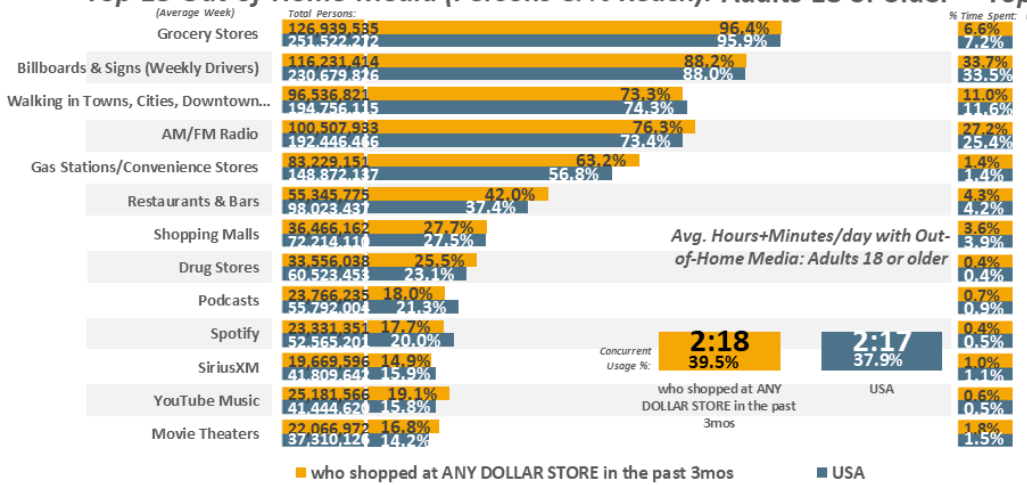
Stores/services shopped past 3 months: Family Dollar

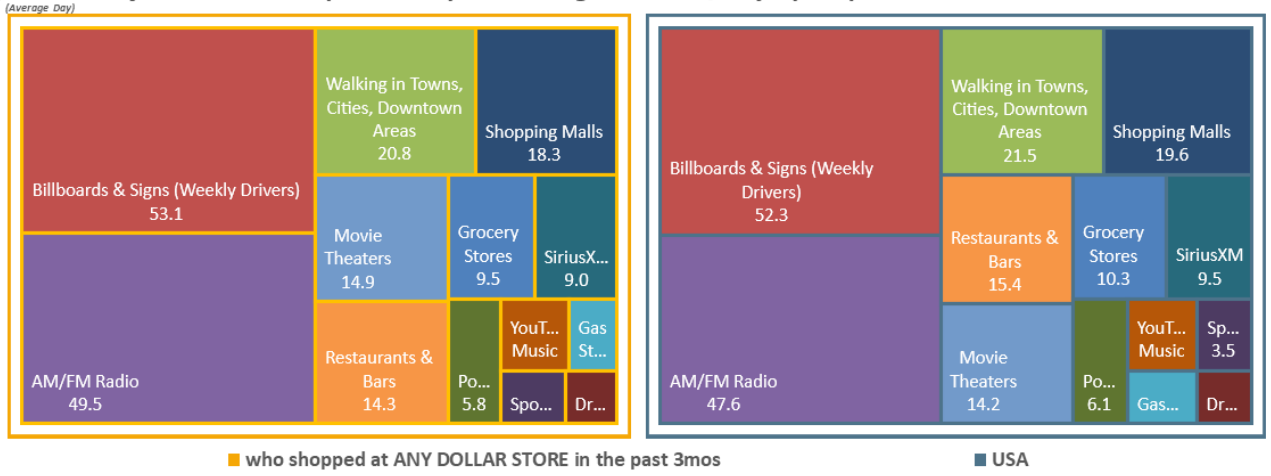
ANY DOLLAR GENERAL / DOLLAR TREE / FAMILY DOLLAR

116,231,414 or 88.2% of Adults 18 or older who shopped at ANY DOLLAR STORE in the past 3mos spend an average of 53.1 minutes per day driving, seeing Billboards and Signs. 72.9% Listen to Local Radio Stations Out-of-Home for an average of 47.1 minutes/day.

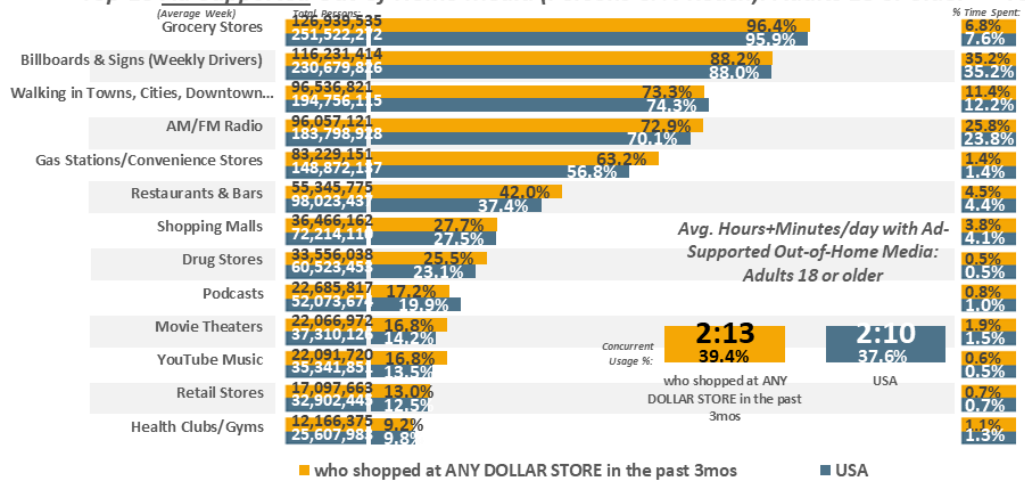
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



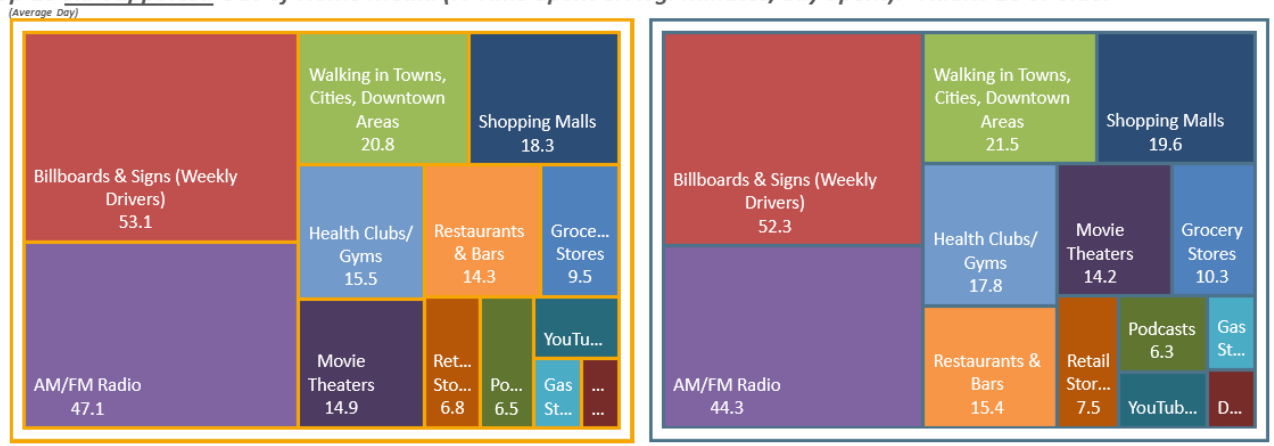
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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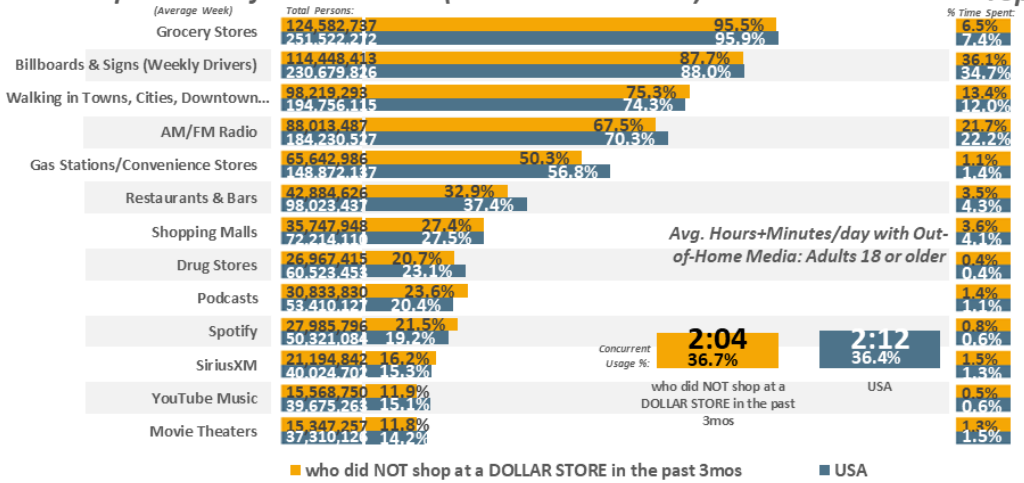
Stores/services shopped past 3 months: Dollar General or Dollar Tree or Family Dollar

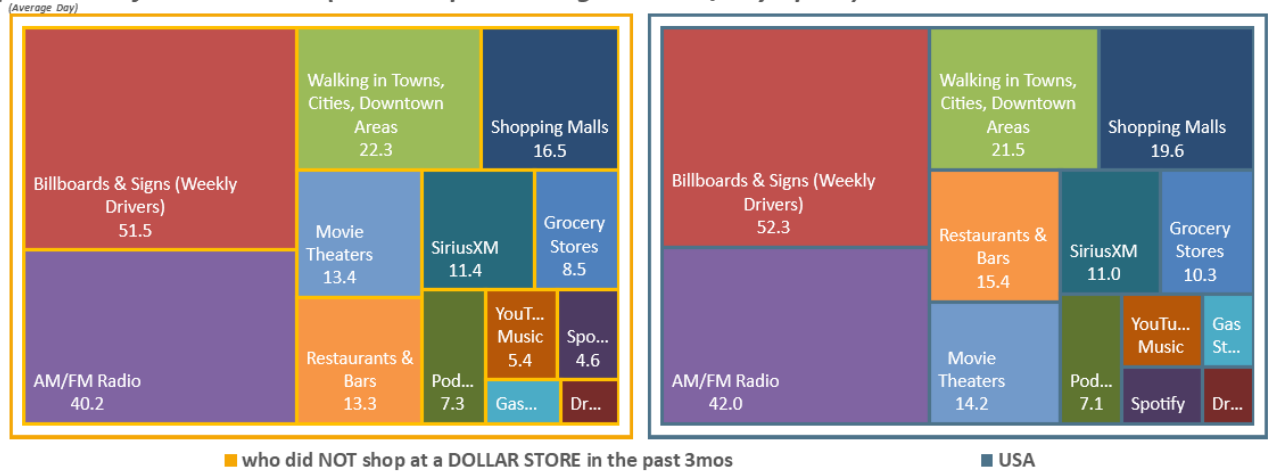
NOT DOLLAR GENERAL DOLLAR TREE FAMILY DOLLAR

114,448,413 or 87.7% of Adults 18 or older who did NOT shop at a DOLLAR STORE in the past 3mos spend an average of 51.5 minutes per day driving, seeing Billboards and Signs. 64.5% Listen to Local Radio Stations Out-of-Home for an average of 36.6 minutes/d

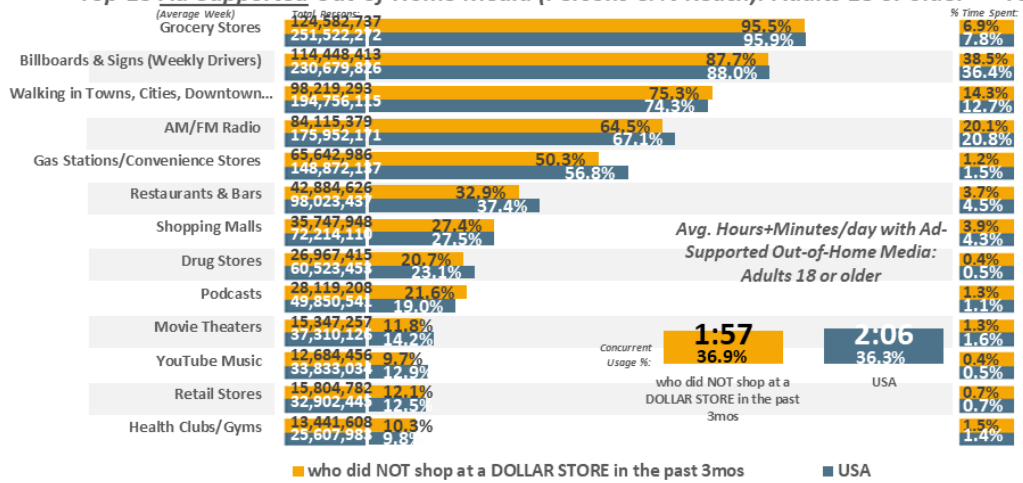
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



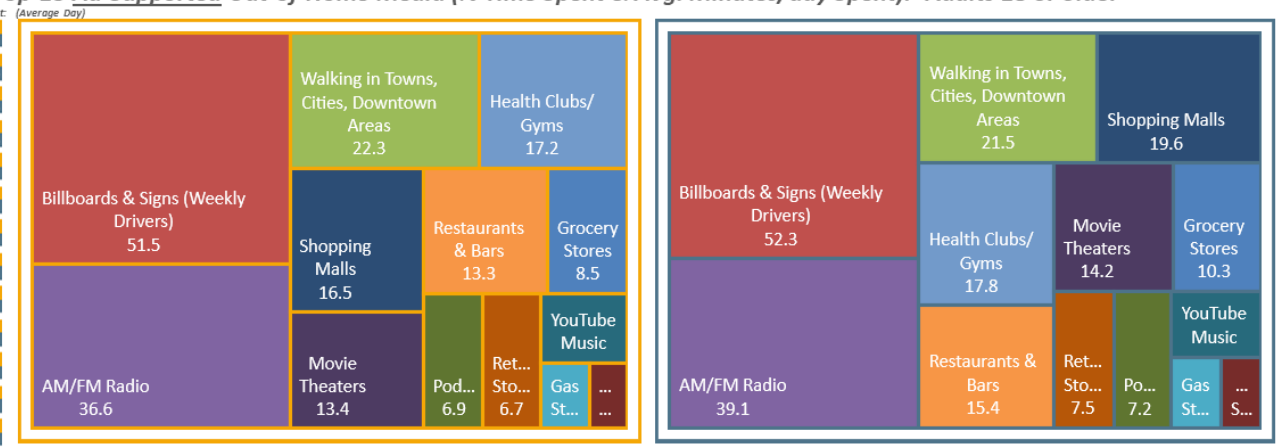
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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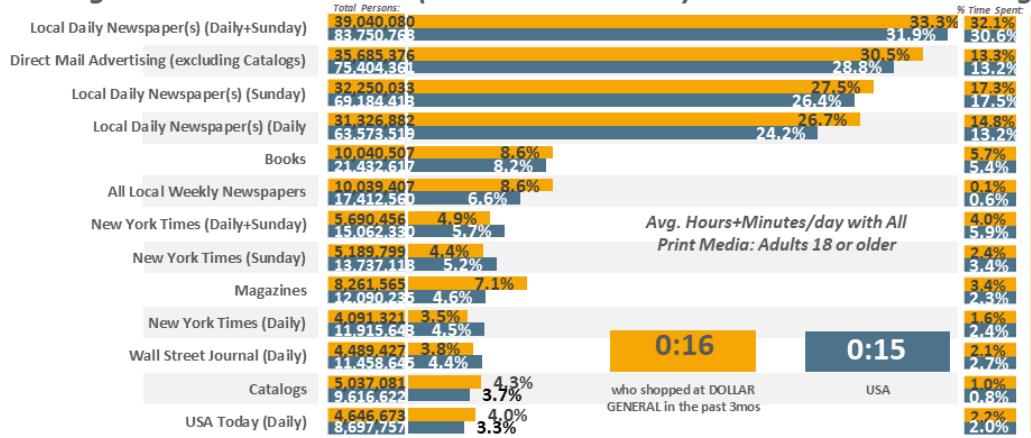
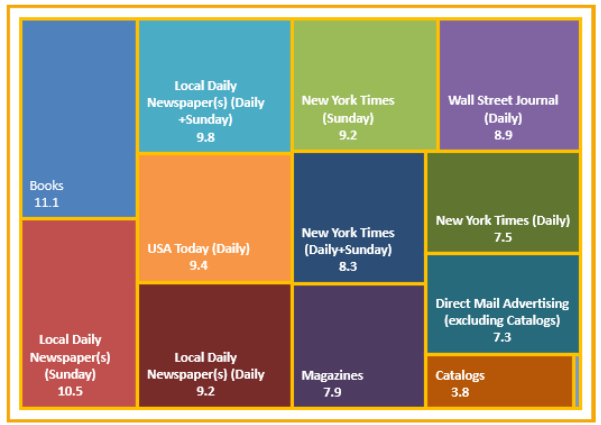
NOT Stores/services shopped past 3 months: Dollar General or Dollar Tree or Family Dollar

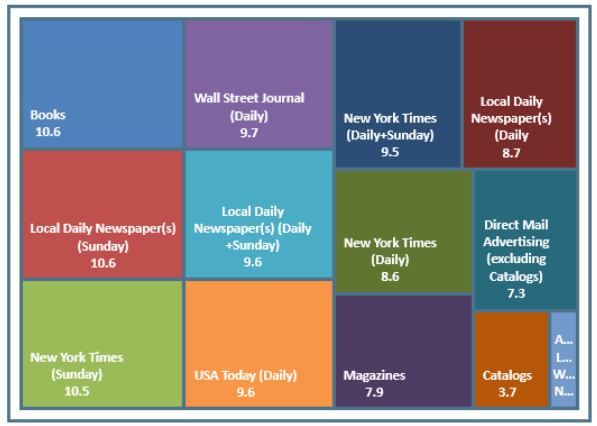
39,040,080 or 33.3% of Adults 18 or older who shopped at DOLLAR GENERAL in the past 3mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.8 minutes every day representing 34.% of all time spent daily with All forms of Print Media.

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

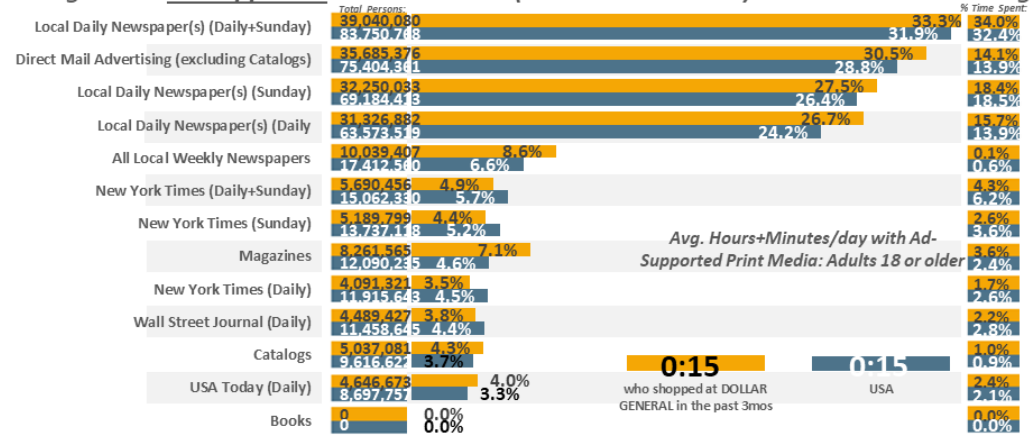


Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

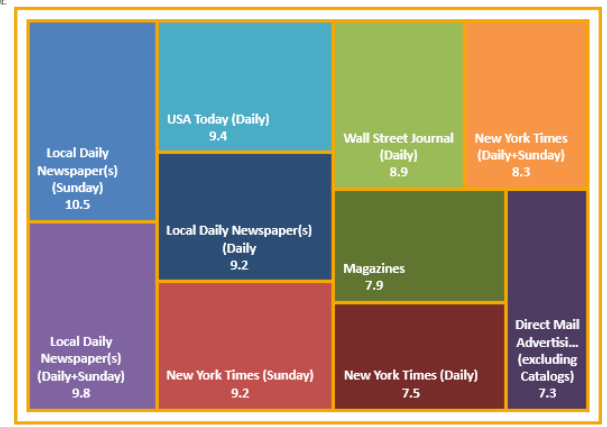


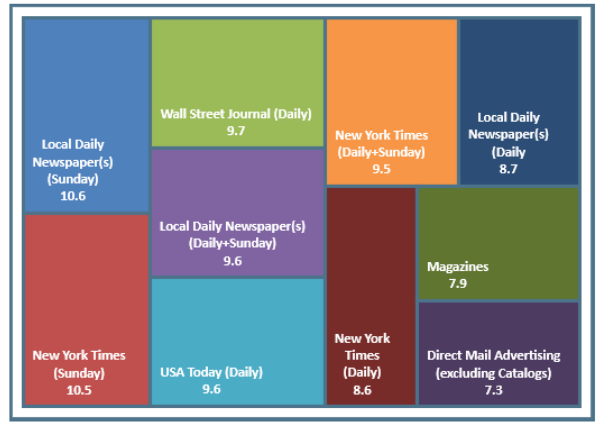


Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



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





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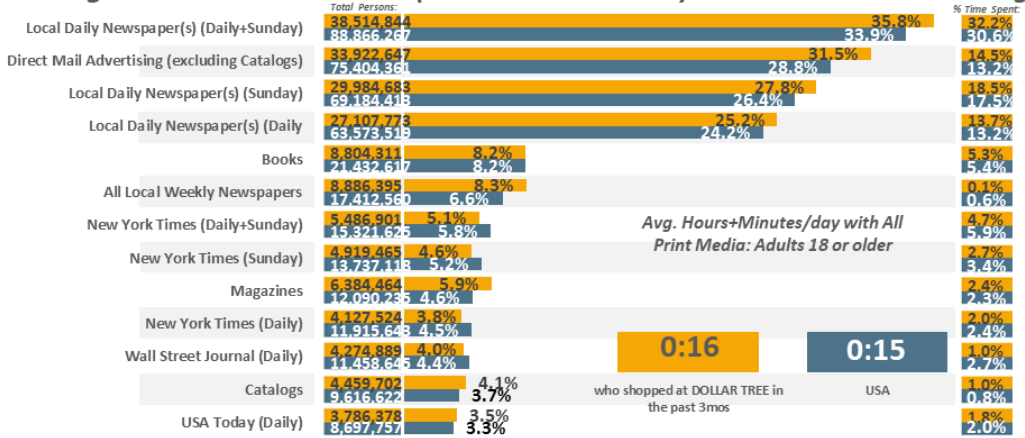
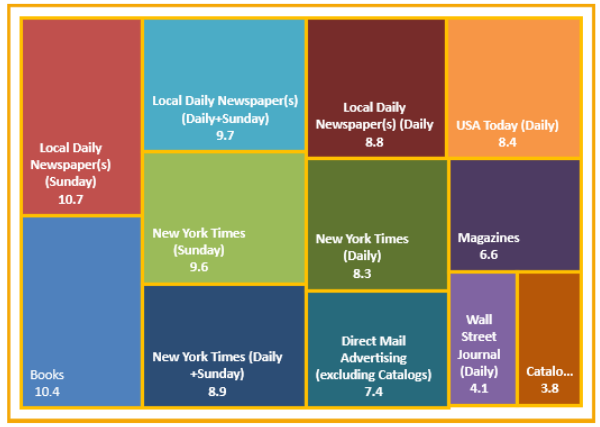
Stores/services shopped past 3 months: Dollar General

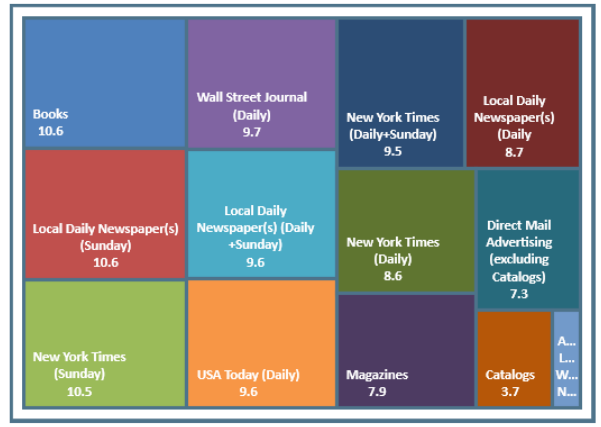
38,514,844 or 35.8% of Adults 18 or older who shopped at DOLLAR TREE in the past 3mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.7 minutes every day representing 34.% of all time spent daily with All forms of Print Media.

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

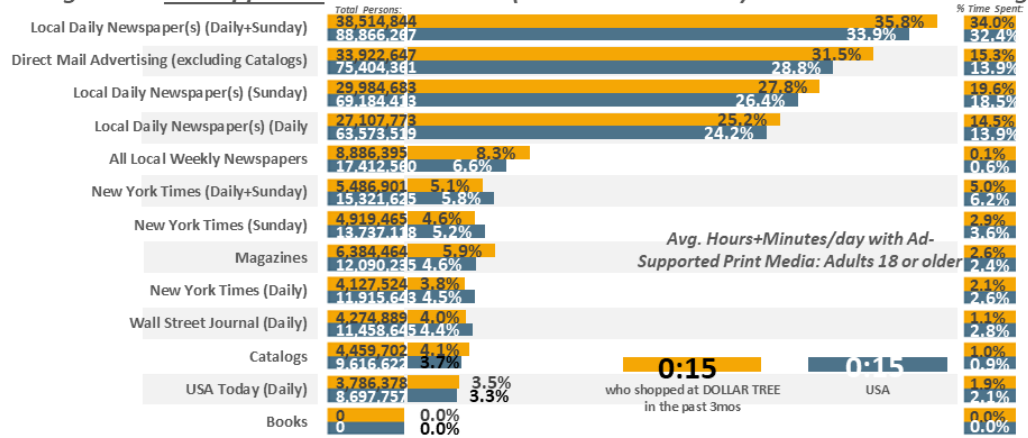


Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

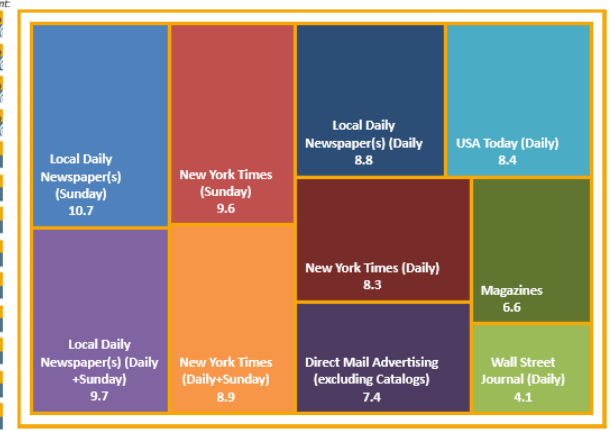


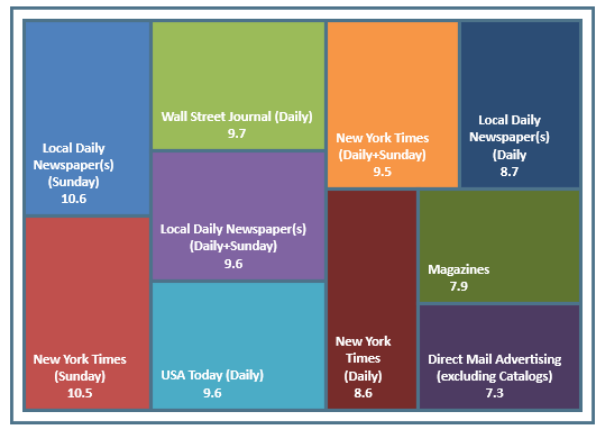


Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



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





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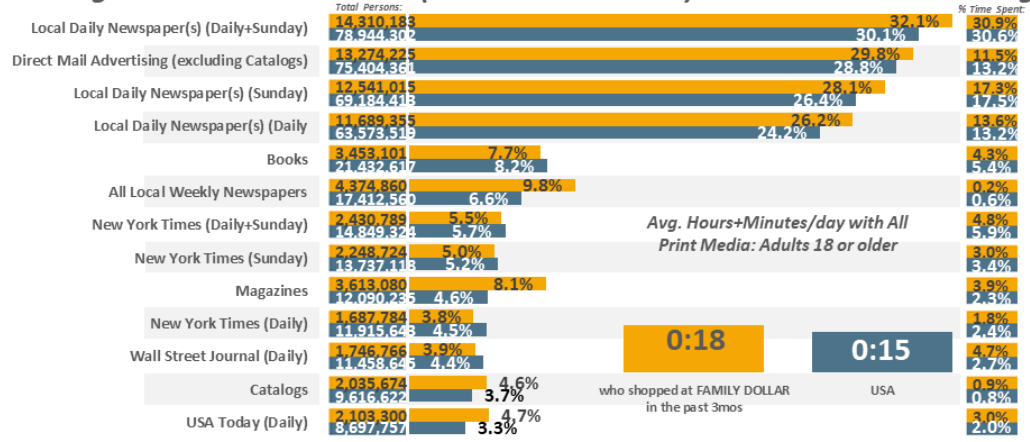
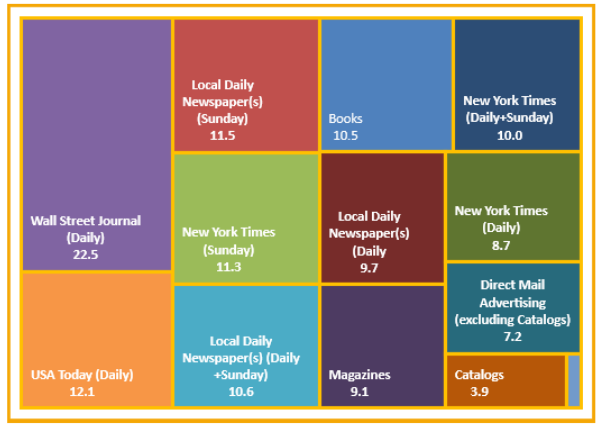
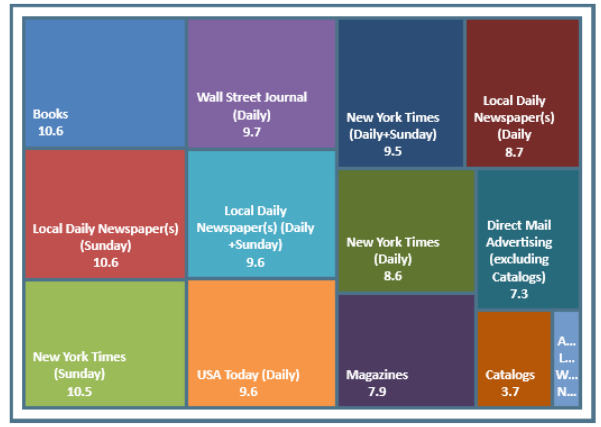
Stores/services shopped past 3 months: Dollar Tree

14,310,183 or 32.1% of Adults 18 or older who shopped at FAMILY DOLLAR in the past 3mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.6 minutes every day representing 32.3% of all time spent daily with All forms of Print Media.

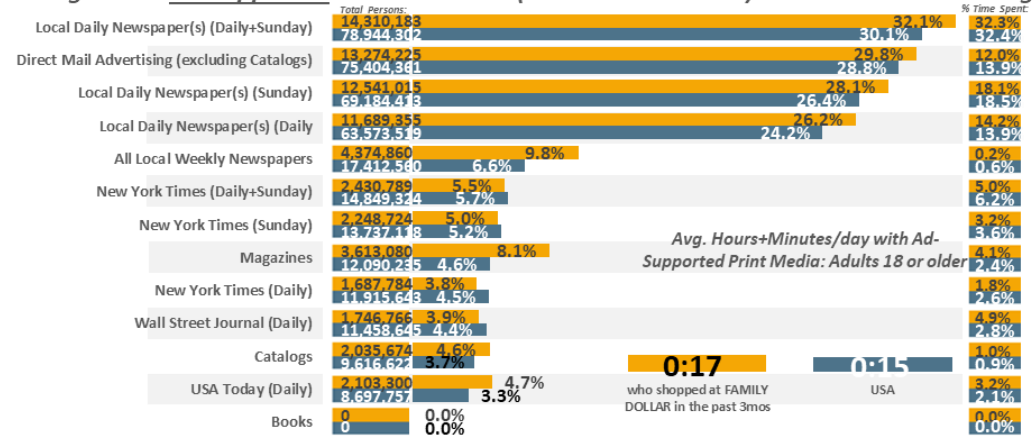
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older

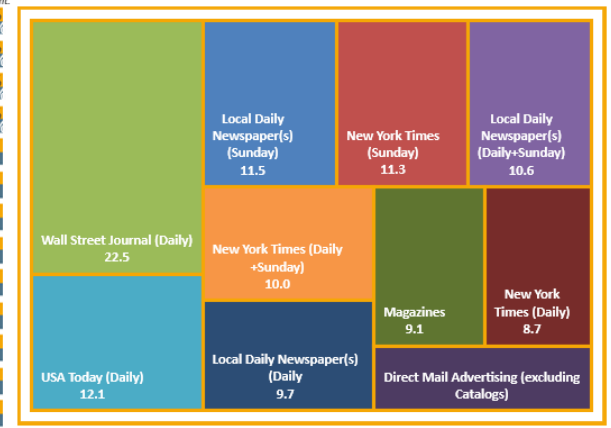


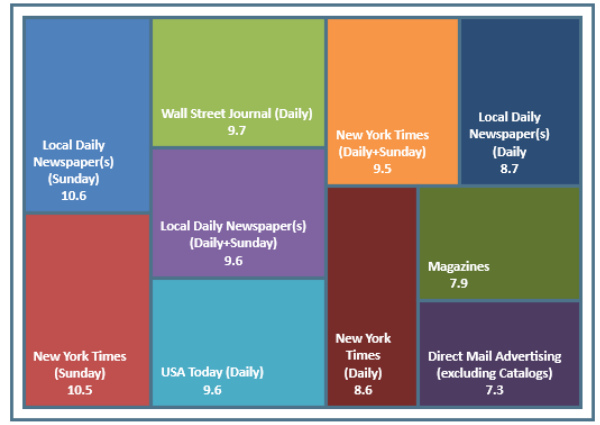




Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older







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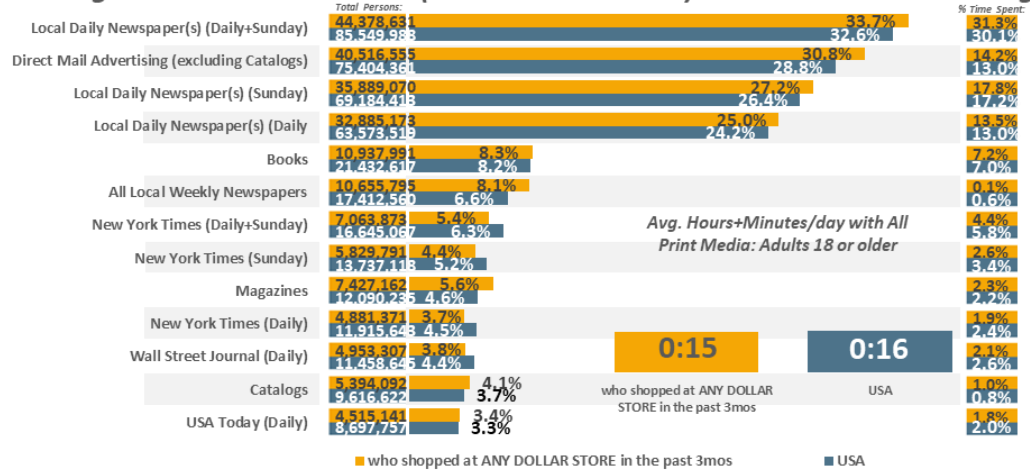
Stores/services shopped past 3 months: Family Dollar

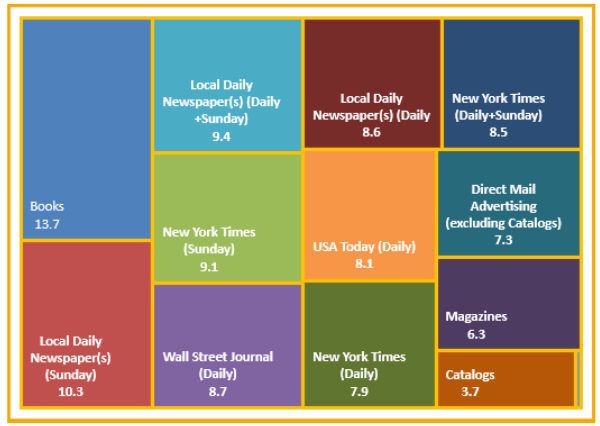
ANY DOLLAR GENERAL DOLLAR TREE FAMILY DOLLAR

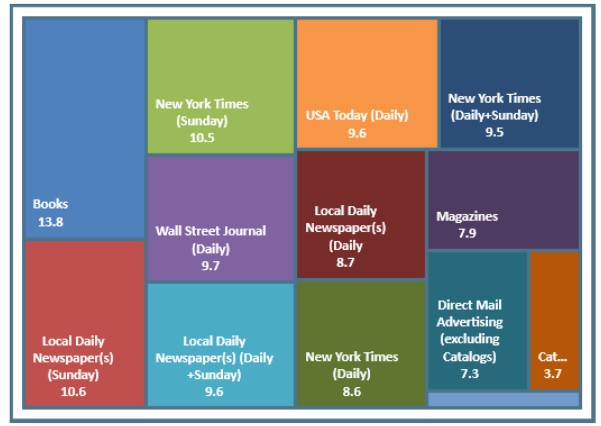
44,378,631 or 33.7% of Adults 18 or older who shopped at ANY DOLLAR STORE in the past 3mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.4 minutes every day representing 33.8% of all time spent daily with All forms of Print Media.

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

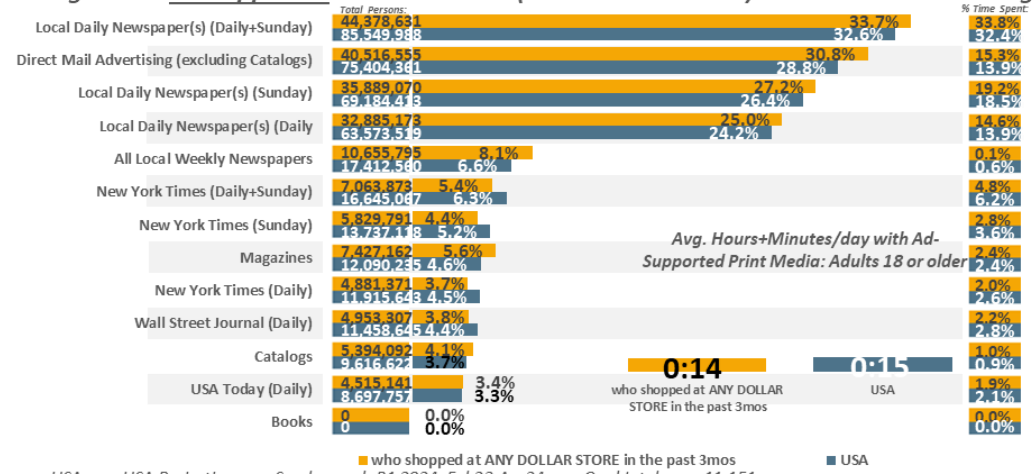


Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

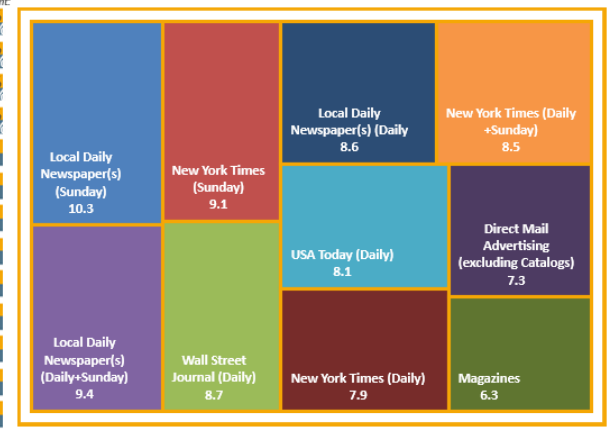


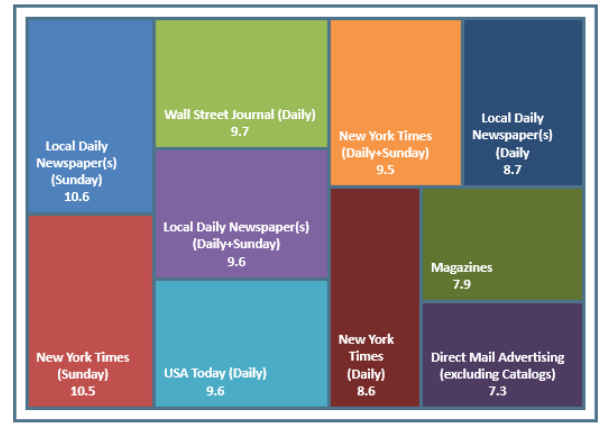


Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



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





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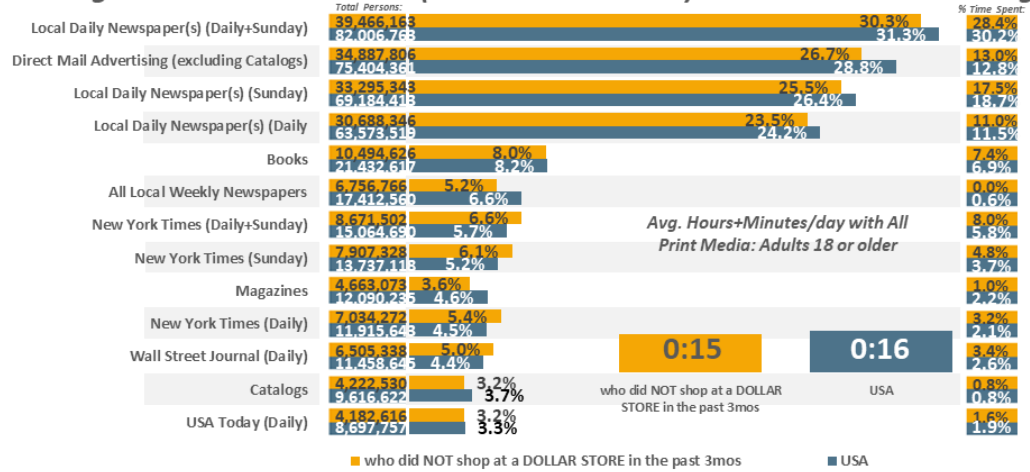
Stores/services shopped past 3 months: Dollar General or Dollar Tree or Family Dollar

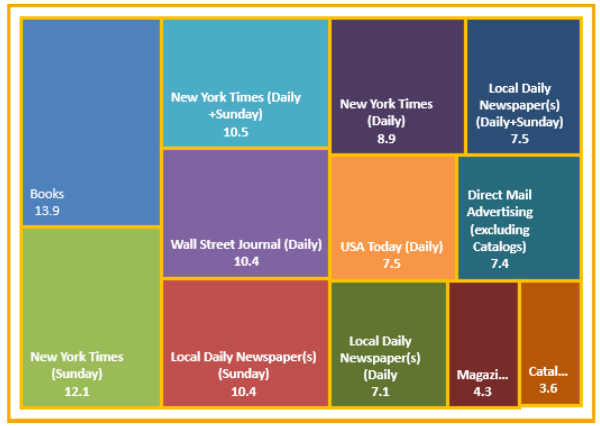
NOT DOLLAR GENERAL DOLLAR TREE FAMILY DOLLAR

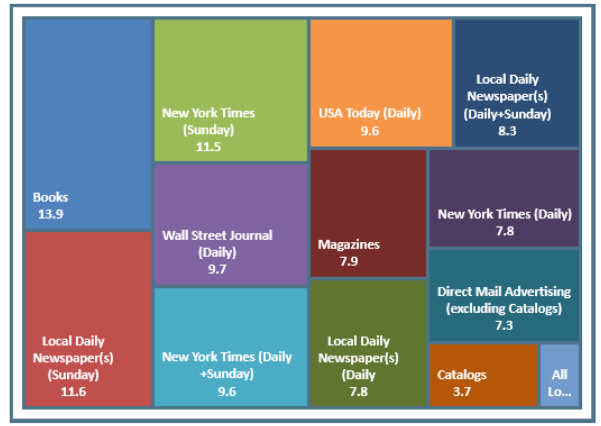
39,466,163 or 30.3% of Adults 18 or older who did NOT shop at a DOLLAR STORE in the past 3mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.5 minutes every day representing 30.7% of all time spent daily with All forms of Print Media.

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

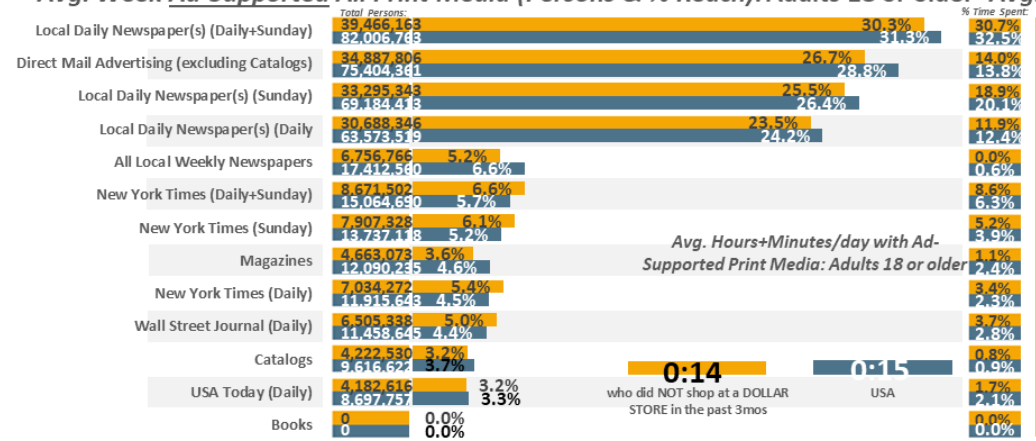


Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

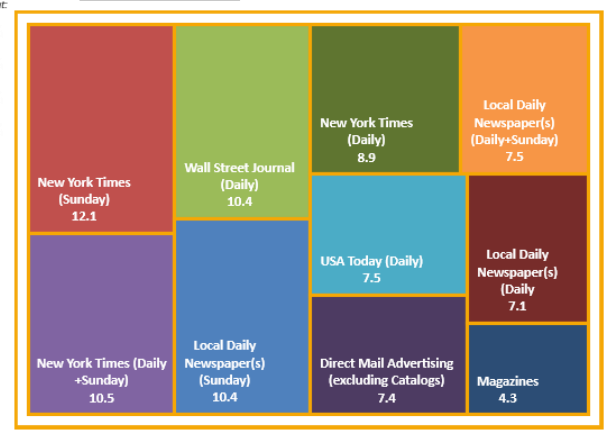


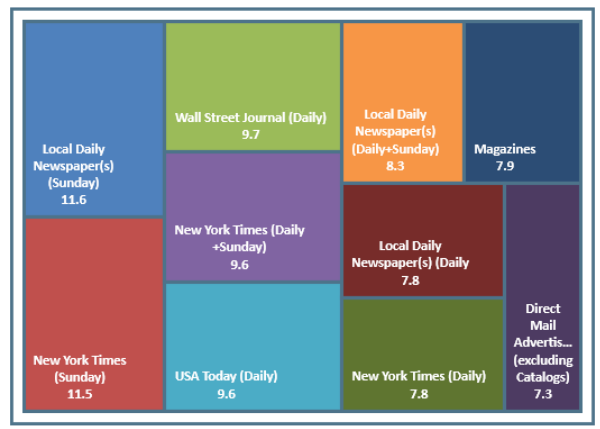


Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



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





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NOT Stores/services shopped past 3 months: Dollar General or Dollar Tree or Family Dollar