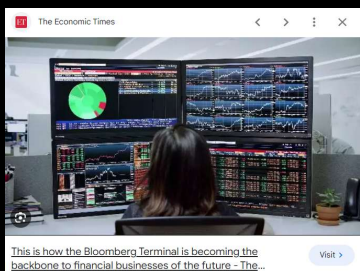


USA+4 More DMAs – M25-54 who Shopped for Auto Parts at AUTOZONE in the past 12 months!

Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of **USA, MINNEAPOLIS-ST. PAUL, ST. LOUIS, CINCINNATI, and WEST PALM BEACH DMA** **M25-54** who Shopped for Auto Parts at **AUTOZONE** in the past 12 months as of August 31, 2025.



M25-54

Vanguard BlackRock  STATE STREET

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

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

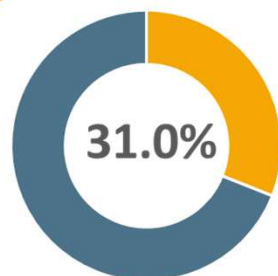




31.1% or 20,423,202 of USA Men 25 - 54 Shopped for Auto Parts at AUTOZONE in the past 12 months.
Typical Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months are 41. years old (2.7% older than average) and have a \$102,823 (5.4% lower than average) annual household income.



Percent of Market: Men 25 - 54



Total Persons:

20,423,202

45,385,245

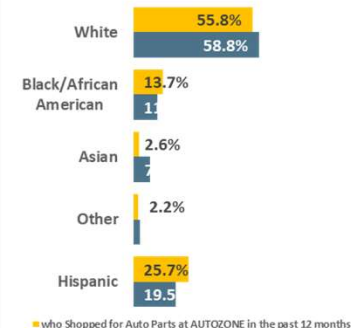
- who Shopped for Auto Parts at AUTOZONE in the past 12 months
- Remainder of USA DMAs



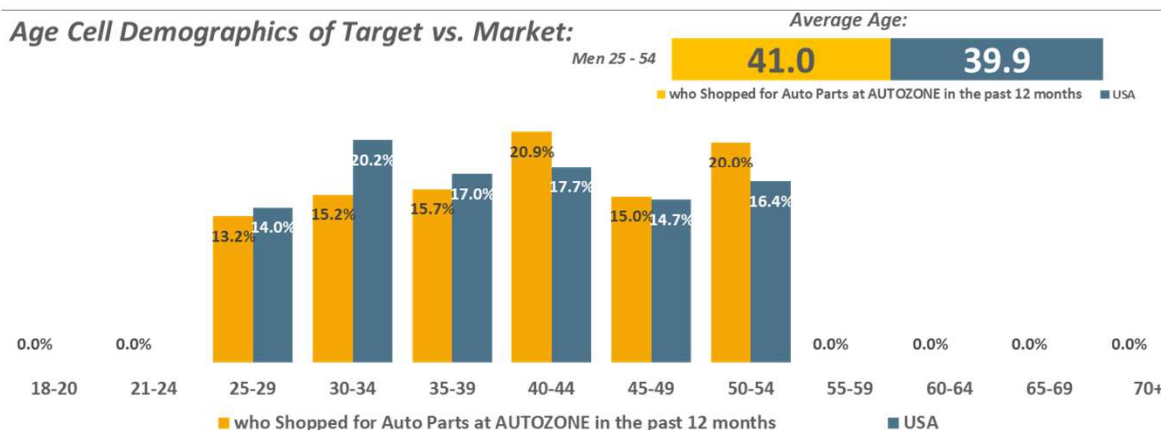
Gender of Target vs. Market: Men 25 - 54



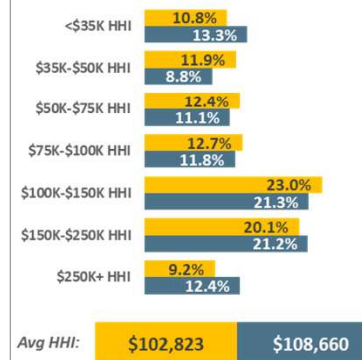
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



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

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



20.8% or 201,961 of MSP DMA Men 25 - 54 Shopped for Auto Parts at AUTOZONE in the past 12 months. Typical Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months are 39.5 years old (1.5% younger than average) and have a \$102,665 (21.3% lower than average) annual household income.

Percent of Market: Men 25 - 54

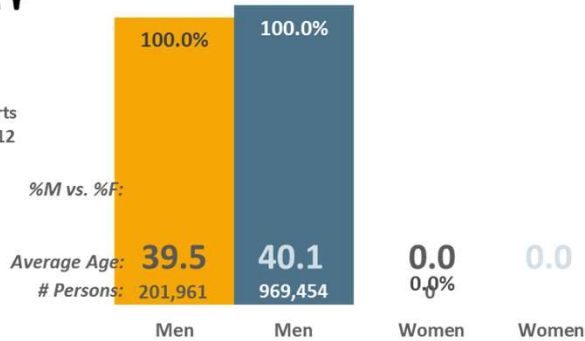


Total Persons:

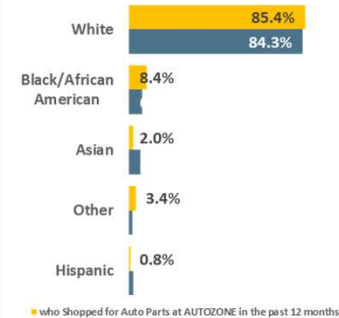
201,961 767,493



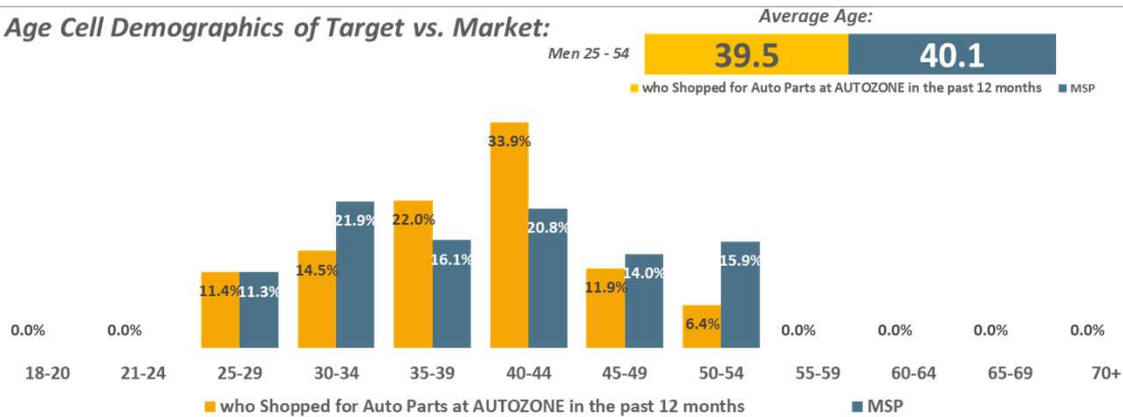
Gender of Target vs. Market: Men 25 - 54



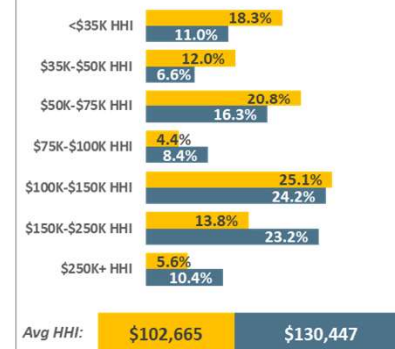
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



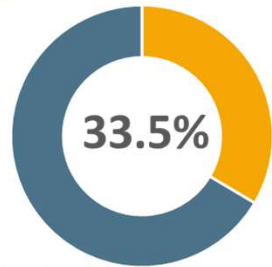
MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 296
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): AutoZone



33.5% or 200,596 of STL DMA Men 25 - 54 Shopped for Auto Parts at AUTOZONE in the past 12 months. Typical Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months are 41.9 years old (4.8% older than average) and have a \$106,651 (5.3% lower than average) annual household income.

Percent of Market: Men 25 - 54



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

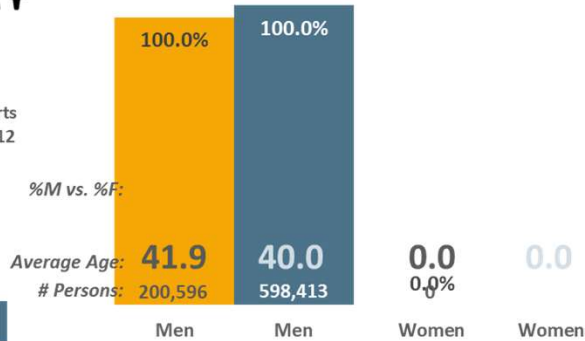
Total Persons:

200,596

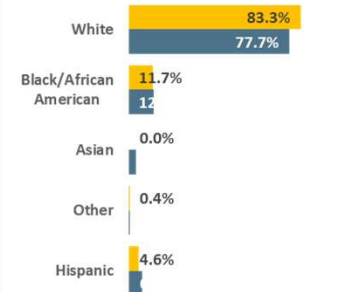
397,817



Gender of Target vs. Market: Men 25 - 54

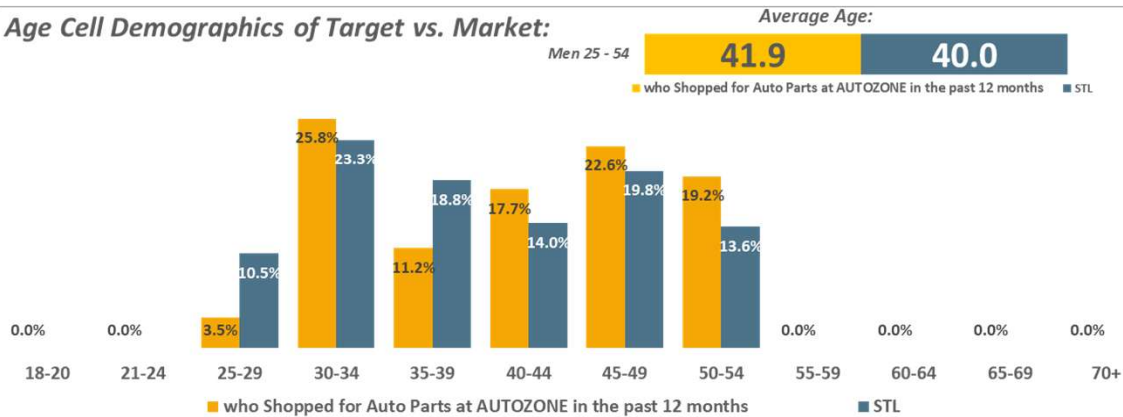


Ethnicity of Target vs. Market:



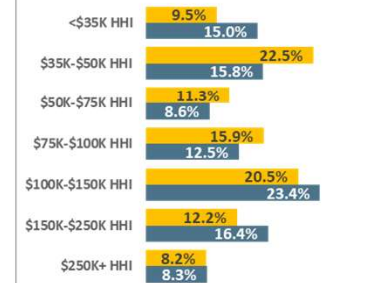
■ who Shopped for Auto Parts at AUTOZONE in the past 12 months ■ STL

Age Cell Demographics of Target vs. Market:



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

HHI of Target vs. Market:



Avg HHI: \$106,651 \$112,628

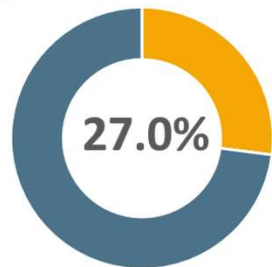
STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 603
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): AutoZone



27.7% or 126,071 of CIN DMA Men 25 - 54 Shopped for Auto Parts at AUTOZONE in the past 12 months. Typical Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months are 40.9 years old (2.1% older than average) and have a \$137,883 (14.8% higher than average) annual household income.

Percent of Market: Men 25 - 54



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

Total Persons:

126,071

340,428



Gender of Target vs. Market: Men 25 - 54

%M vs. %F:

Average Age:

Persons:

40.9

126,071

40.0

466,499

0.0

0.0%

0.0

0.0%

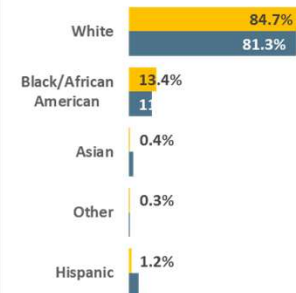
Men

Men

Women

Women

Ethnicity of Target vs. Market:



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

Age Cell Demographics of Target vs. Market:

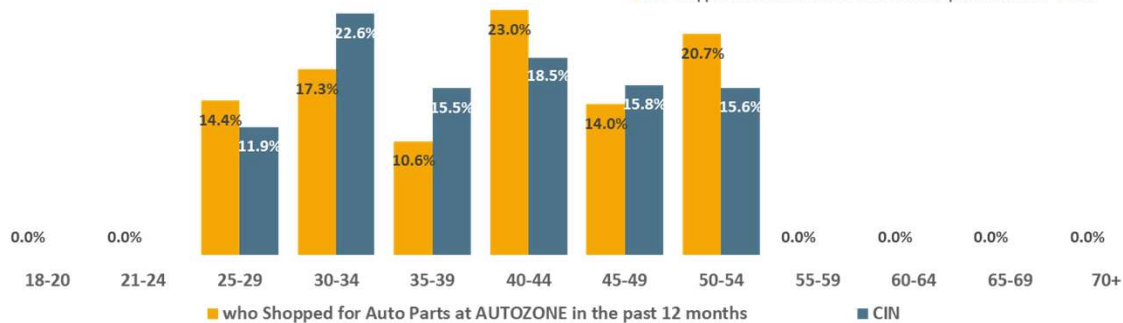
Average Age:

Men 25 - 54

40.9

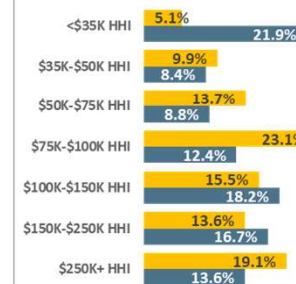
40.0

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



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

HHI of Target vs. Market:



Avg HHI:

\$137,883

\$120,121

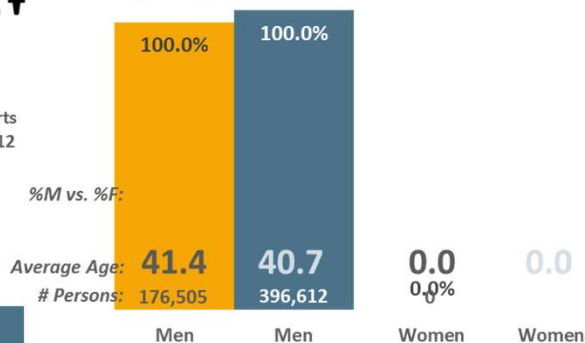


44.5% or 176,505 of WPB DMA Men 25 - 54 Shopped for Auto Parts at AUTOZONE in the past 12 months. Typical Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months are 41.4 years old (1.7% older than average) and have a \$107,040 (7.1% lower than average) annual household income.

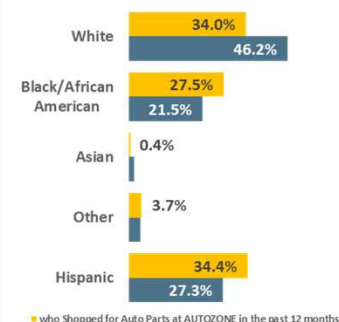
Percent of Market: Men 25 - 54



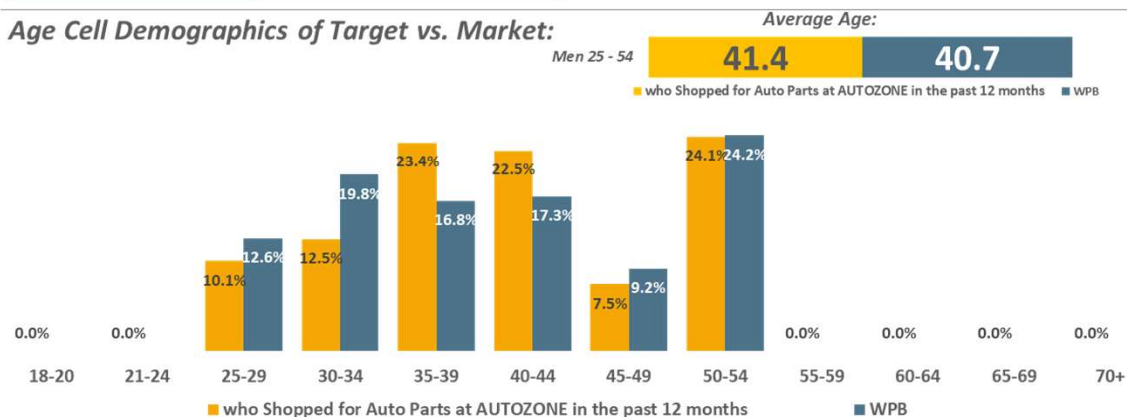
Gender of Target vs. Market: Men 25 - 54



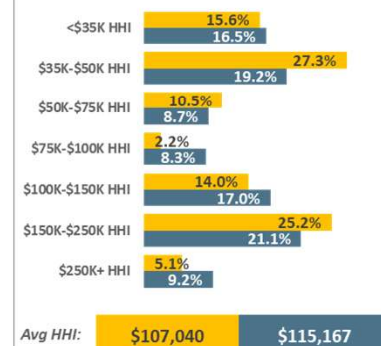
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 657
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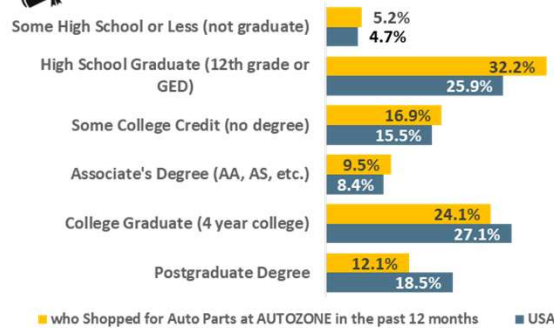
Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): AutoZone



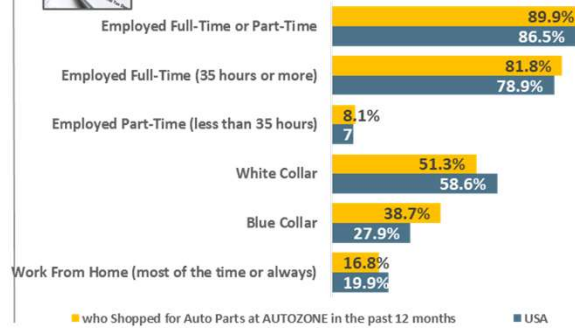
31.1% or 20,423,202 of USA Men 25 - 54 Shopped for Auto Parts at AUTOZONE in the past 12 months. Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months are 20.6% less likely to be a college graduate, 3.7% more likely to work full-time, 6.7% more likely to be married, 12.1% more likely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



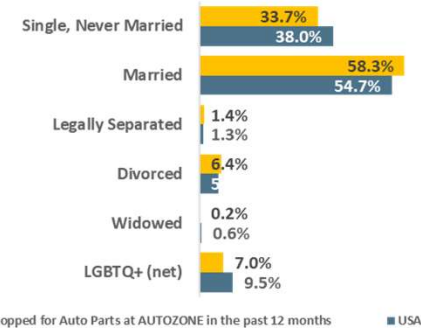
Education Levels: Men 25 - 54



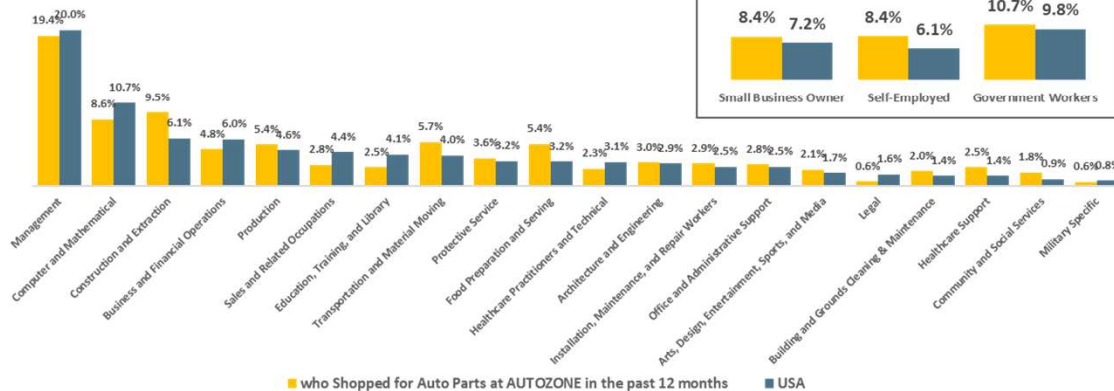
Employment: Men 25 - 54



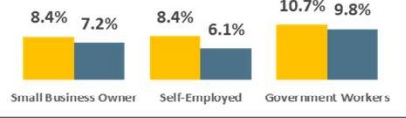
Marital Status: Men 25 - 54



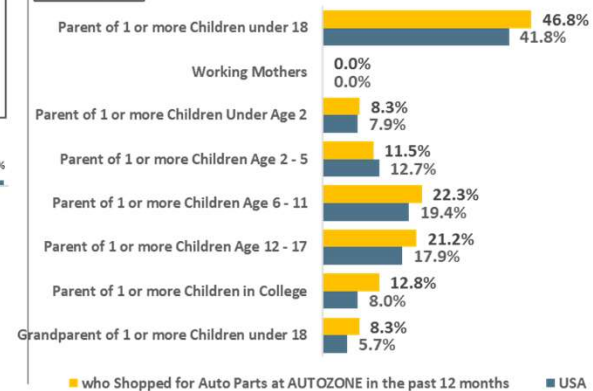
Top-20 Occupations: Men 25 - 54



Entrepreneurs/Government Workers



Stage in Life: Men 25 - 54

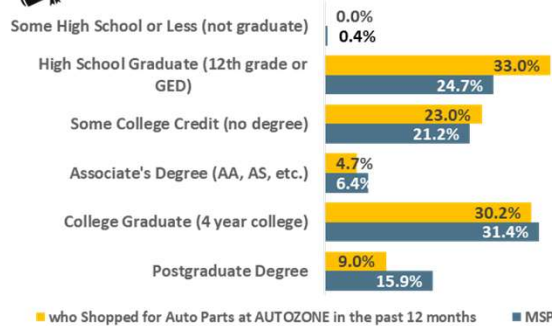




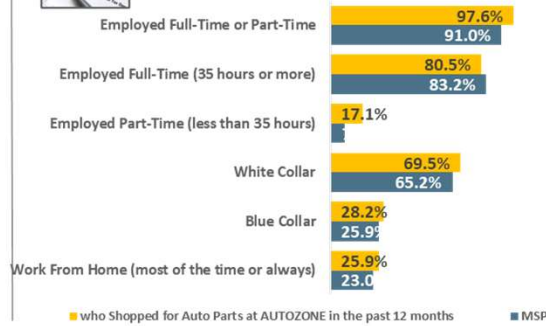
20.8% or 201,961 of MSP DMA Men 25 - 54 Shopped for Auto Parts at AUTOZONE in the past 12 months. Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months are 16.9% less likely to be a college graduate, 3.2% less likely to work full-time, 5.4% more likely to be married, 5.4% more likely to be a parent of 1 or more children under 18.



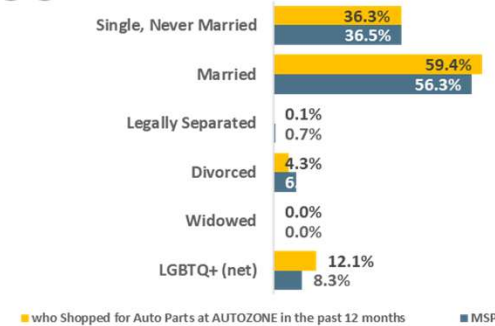
Education Levels: Men 25 - 54



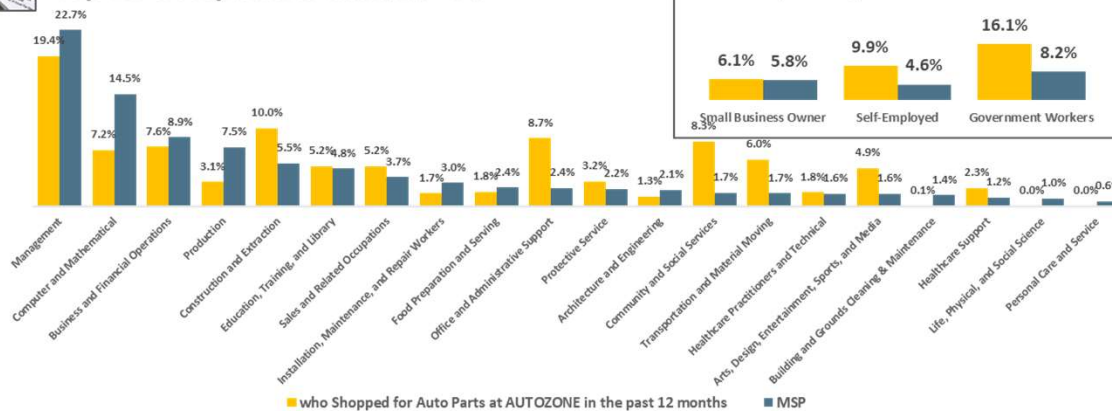
Employment: Men 25 - 54



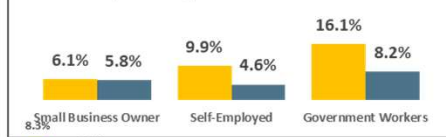
Marital Status: Men 25 - 54



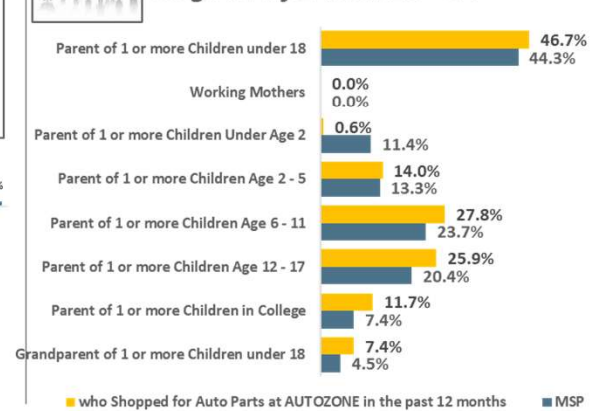
Top-20 Occupations: Men 25 - 54



Entrepreneurs/Government Workers



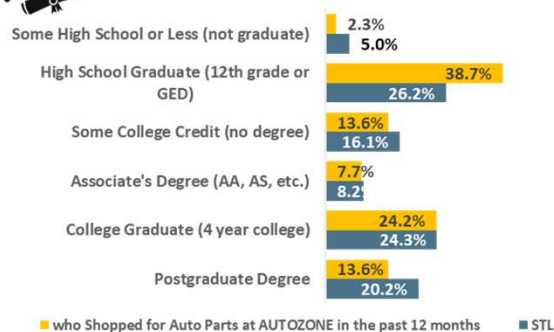
Stage in Life: Men 25 - 54



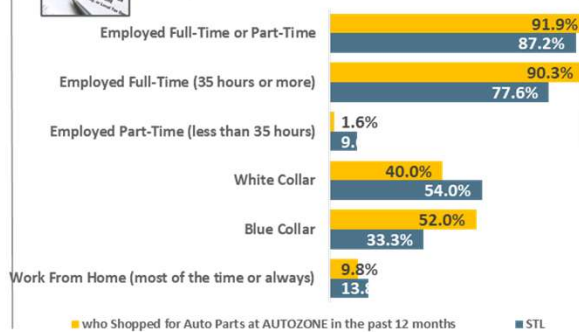


33.5% or 200,596 of STL DMA Men 25 - 54 Shopped for Auto Parts at AUTOZONE in the past 12 months. Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months are 15.1% less likely to be a college graduate, 16.3% more likely to work full-time, 4.6% more likely to be married, 25.7% more likely to be a parent of 1 or more children under 18.

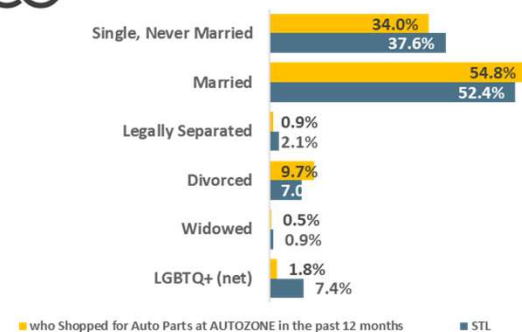
Education Levels: Men 25 - 54



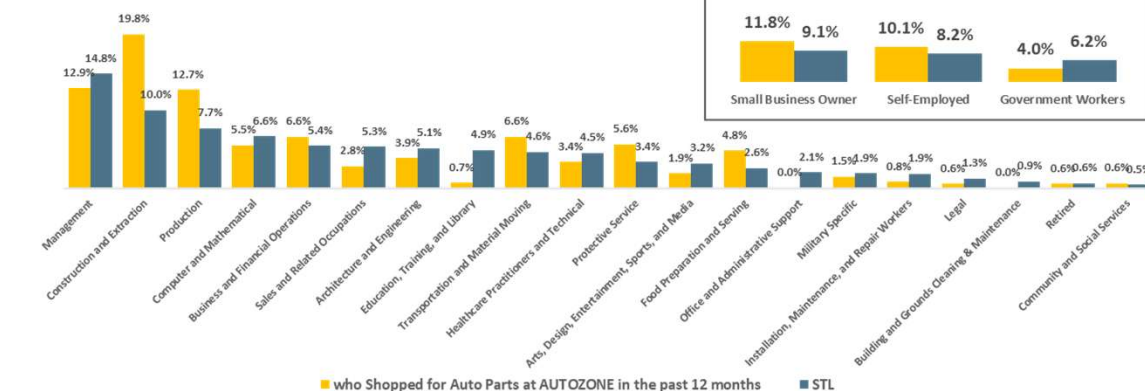
Employment: Men 25 - 54



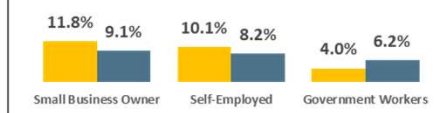
Marital Status: Men 25 - 54



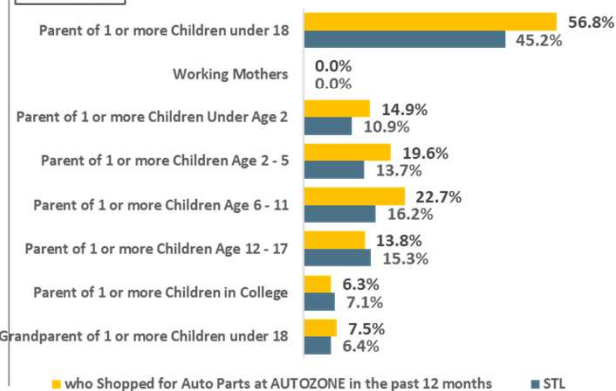
Top-20 Occupations: Men 25 - 54



Entrepreneurs/Government Workers



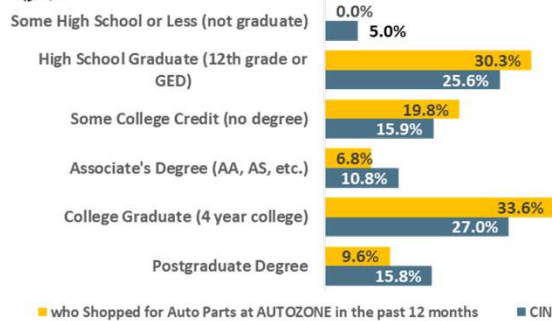
Stage in Life: Men 25 - 54



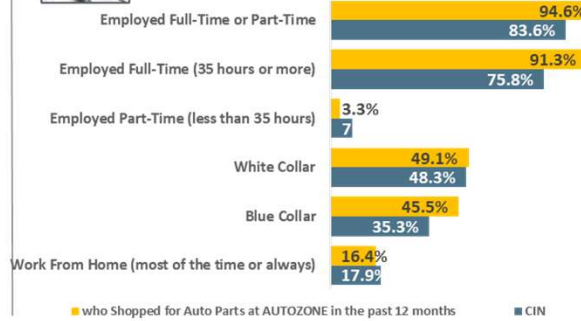


27.7% or 126,071 of CIN DMA Men 25 - 54 Shopped for Auto Parts at AUTOZONE in the past 12 months. Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months are 1.1% more likely to be a college graduate, 20.4% more likely to work full-time, 9.4% less likely to be married, 4.6% more likely to be a parent of 1 or more children under 18.

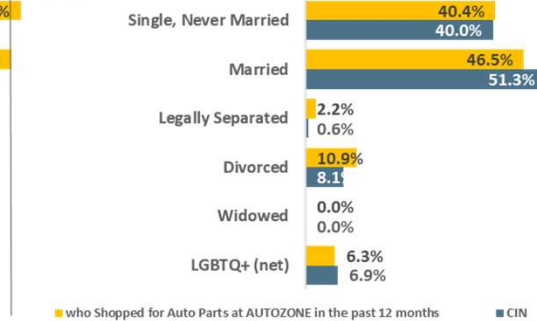
Education Levels: Men 25 - 54



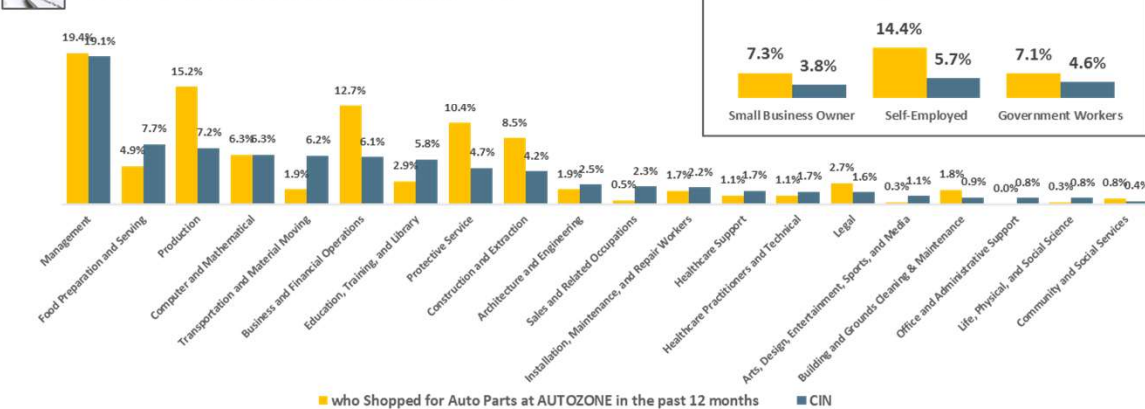
Employment: Men 25 - 54



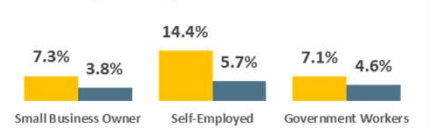
Marital Status: Men 25 - 54



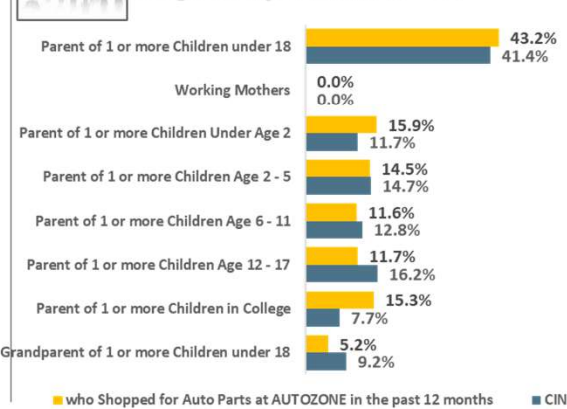
Top-20 Occupations: Men 25 - 54



Entrepreneurs/Government Workers



Stage in Life: Men 25 - 54

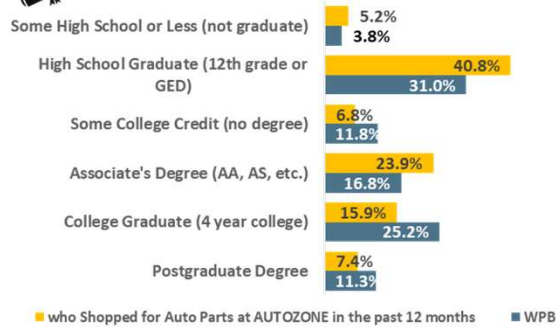




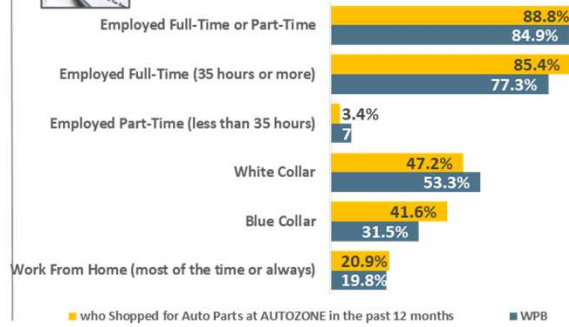
44.5% or 176,505 of WPB DMA Men 25 - 54 Shopped for Auto Parts at AUTOZONE in the past 12 months. Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months are 36.3% less likely to be a college graduate, 10.4% more likely to work full-time, 2.% less likely to be married, .7% less likely to be a parent of 1 or more children under 18.



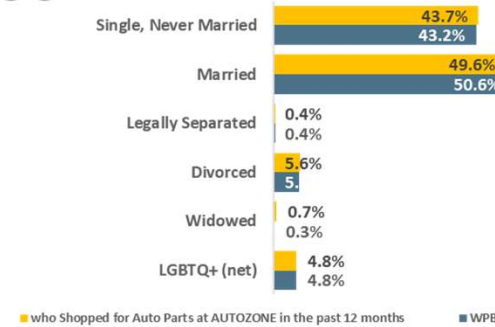
Education Levels: Men 25 - 54



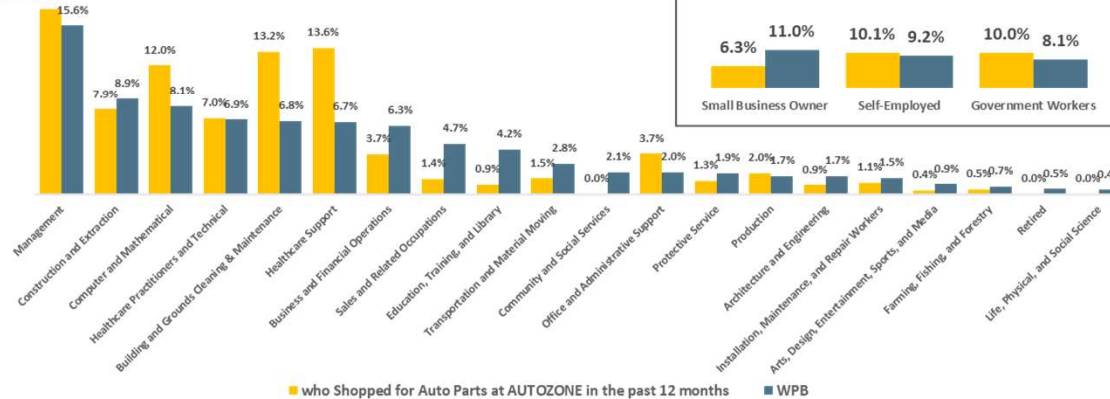
Employment: Men 25 - 54



Marital Status: Men 25 - 54



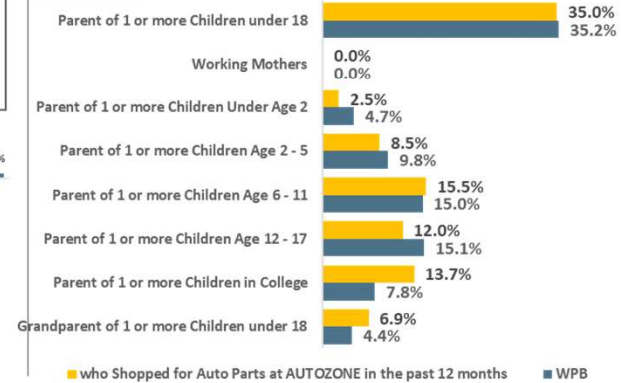
Top-20 Occupations: Men 25 - 54



Entrepreneurs/Government Workers



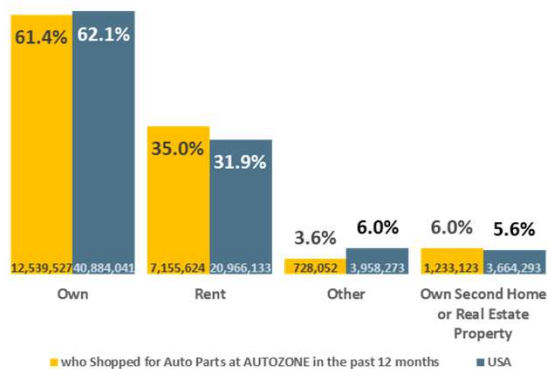
Stage in Life: Men 25 - 54



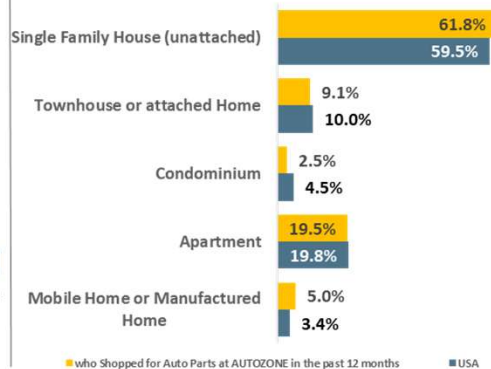


31.1% or 20,423,202 of USA Men 25 - 54 Shopped for Auto Parts at AUTOZONE in the past 12 months. Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months are 1.2% less likely to own their home, 8.4% more likely to own a higher valued home, 3.8% more likely to have a single-family home,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

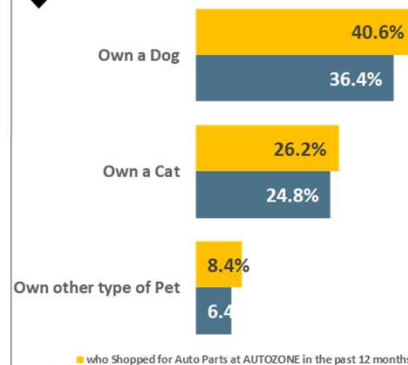
Own/Rent/Other: Men 25 - 54



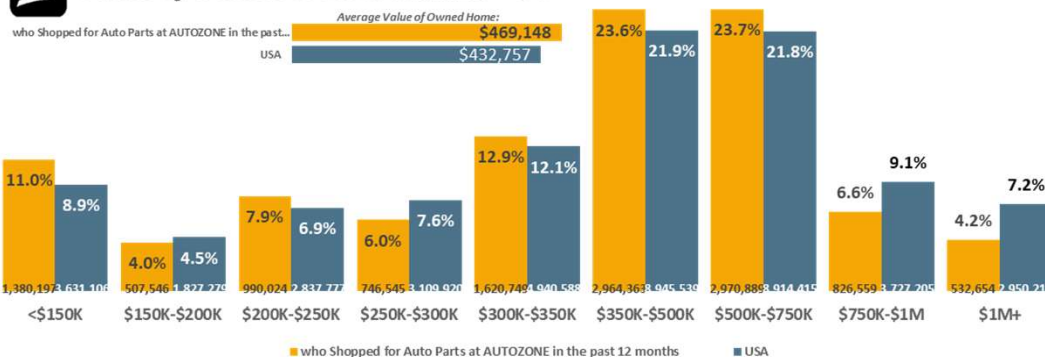
Type of Home: Men 25 - 54



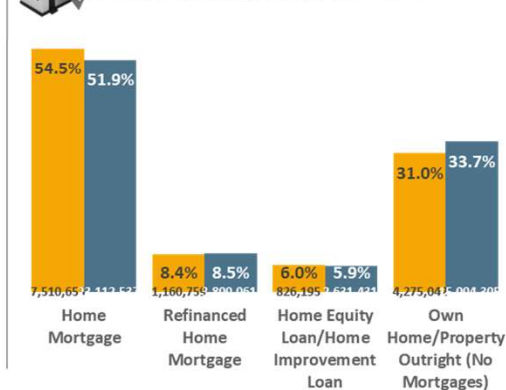
Pets in Home: Men 25 - 54



Value of Owned Home: Men 25 - 54



Home Loans: Men 25 - 54



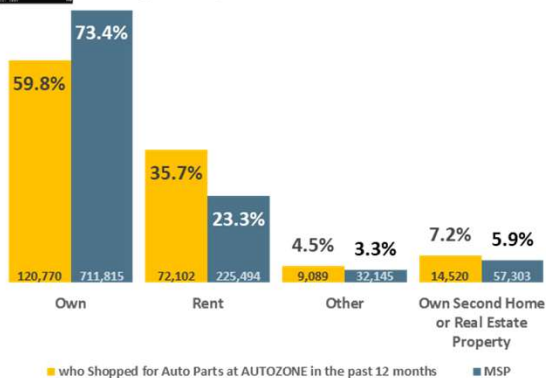
USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 6,382
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): AutoZone

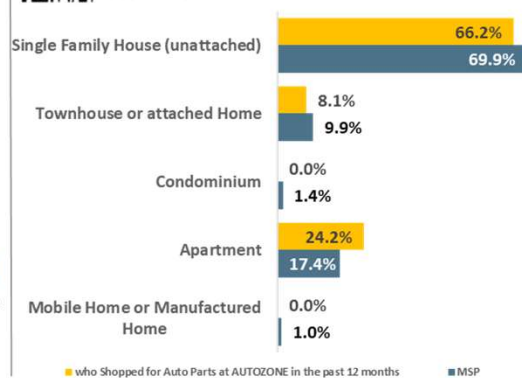


20.8% or 201,961 of MSP DMA Men 25 - 54 Shopped for Auto Parts at AUTOZONE in the past 12 months. Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months are 18.6% less likely to own their home, 11.% more likely to own a lower valued home, 5.2% less likely to have a single-family home, 25.% less likely to have a dog.

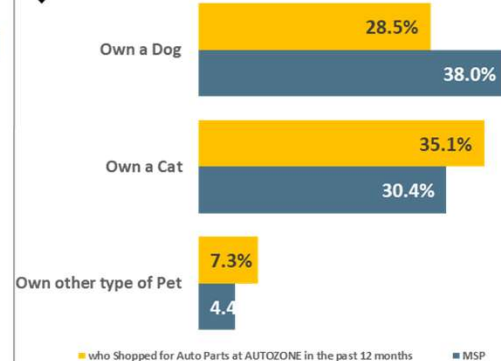
Own/Rent/Other: Men 25 - 54



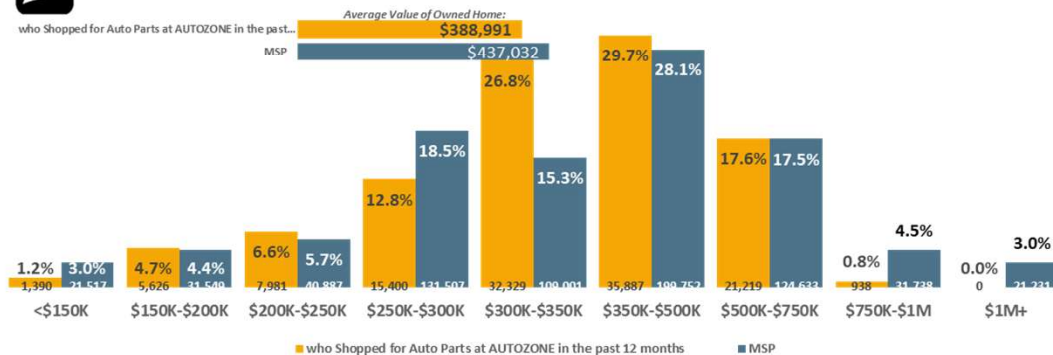
Type of Home: Men 25 - 54



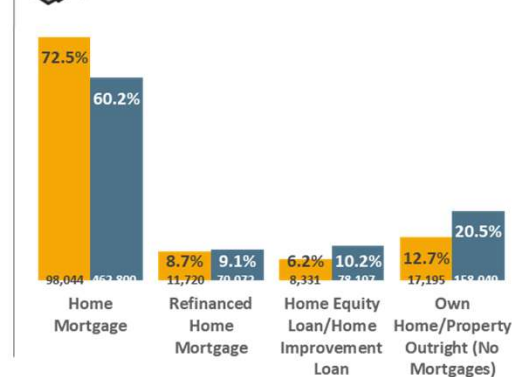
Pets in Home: Men 25 - 54



Value of Owned Home: Men 25 - 54



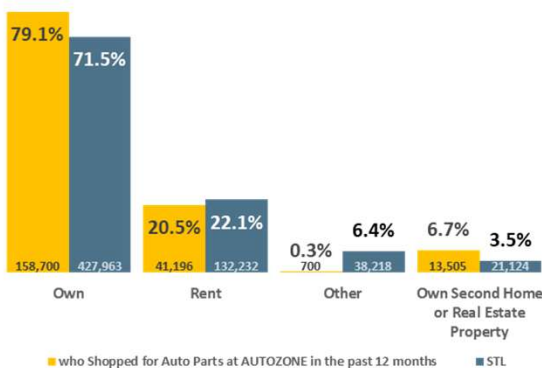
Home Loans: Men 25 - 54



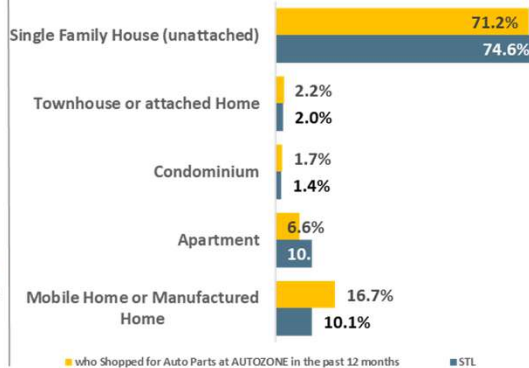


33.5% or 200,596 of STL DMA Men 25 - 54 Shopped for Auto Parts at AUTOZONE in the past 12 months. Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months are 10.6% more likely to own their home, 22.1% more likely to own a lower valued home, 4.6% less likely to have a single-family home, 28.1% more likely to have a dog.

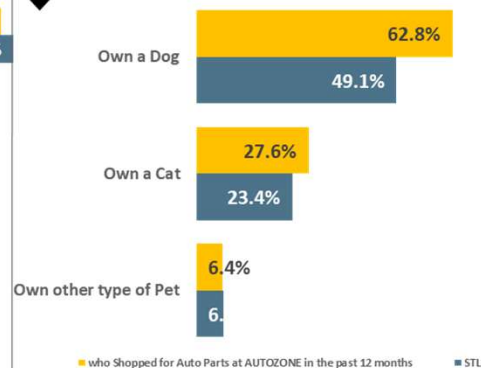
Own/Rent/Other: Men 25 - 54



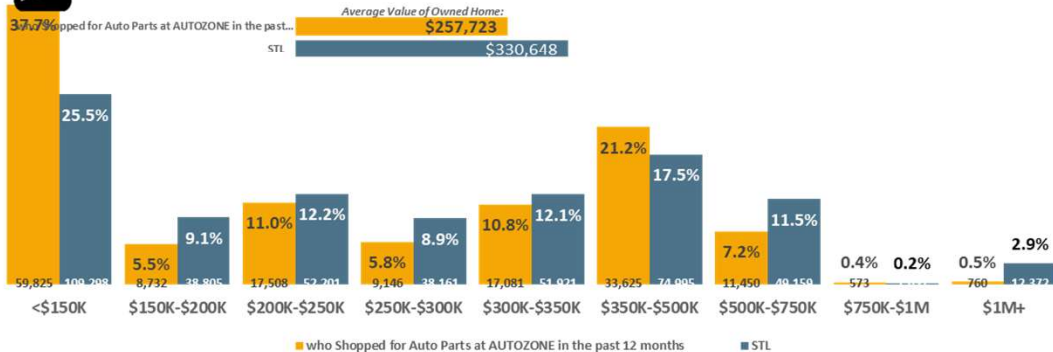
Type of Home: Men 25 - 54



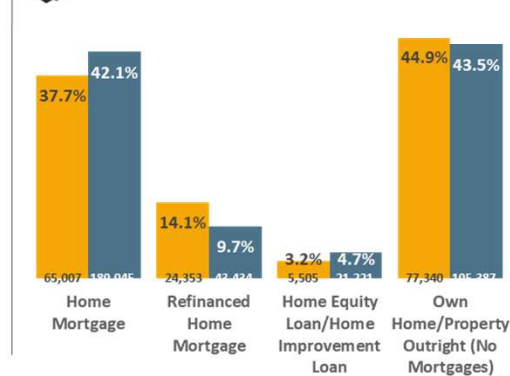
Pets in Home: Men 25 - 54



Value of Owned Home: Men 25 - 54



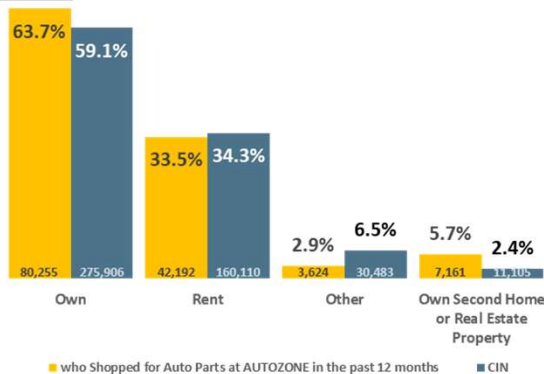
Home Loans: Men 25 - 54



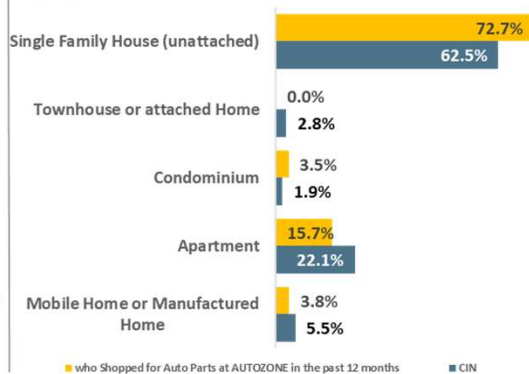


27.7% or 126,071 of CIN DMA Men 25 - 54 Shopped for Auto Parts at AUTOZONE in the past 12 months. Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months are 7.6% more likely to own their home, 1.7% more likely to own a higher valued home, 16.3% more likely to have a single-family home, 4.4% more likely to have a dog.

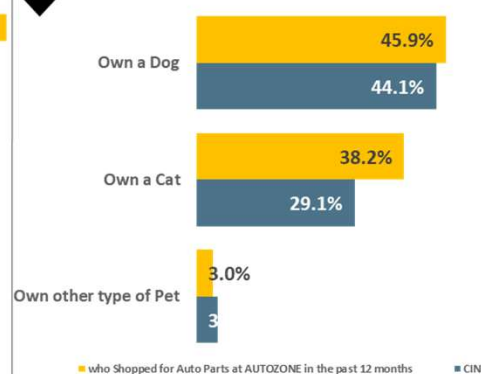
Own/Rent/Other: Men 25 - 54



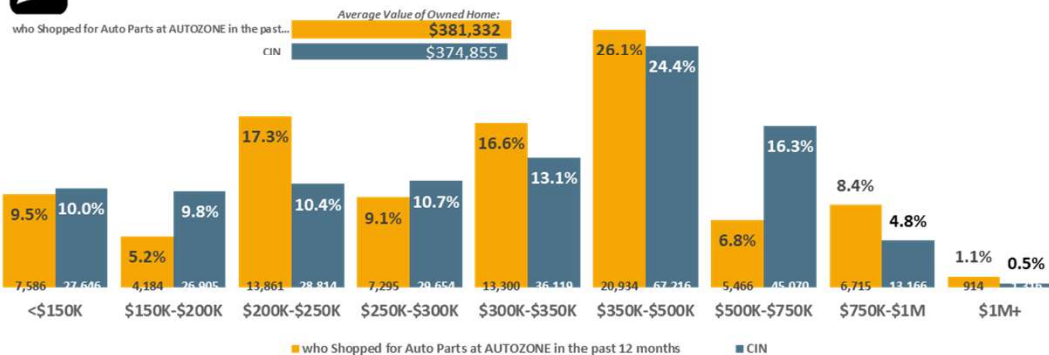
Type of Home: Men 25 - 54



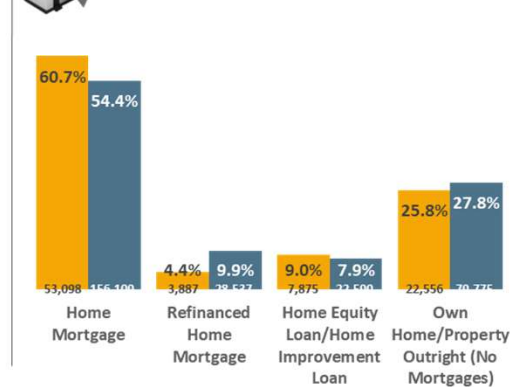
Pets in Home: Men 25 - 54



Value of Owned Home: Men 25 - 54



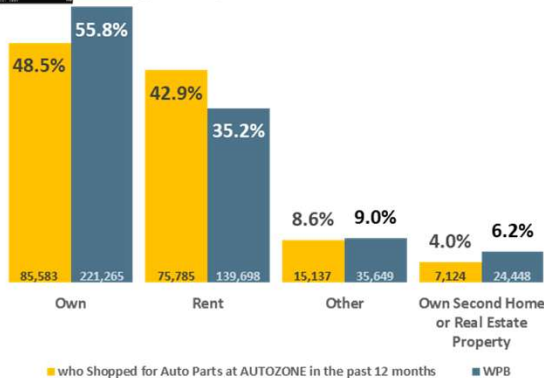
Home Loans: Men 25 - 54



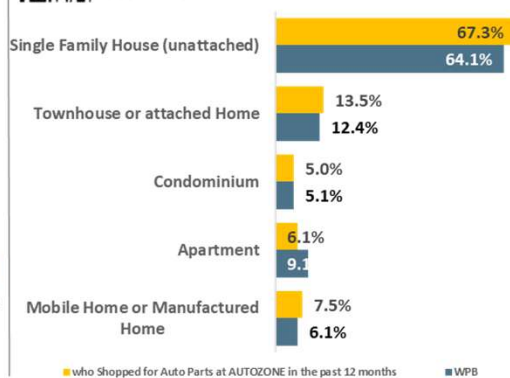


44.5% or 176,505 of WPB DMA Men 25 - 54 Shopped for Auto Parts at AUTOZONE in the past 12 months. Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months are 13.1% less likely to own their home, 17.3% more likely to own a lower valued home, 5.% more likely to have a single-family home, 3.2% more likely to have a dog.

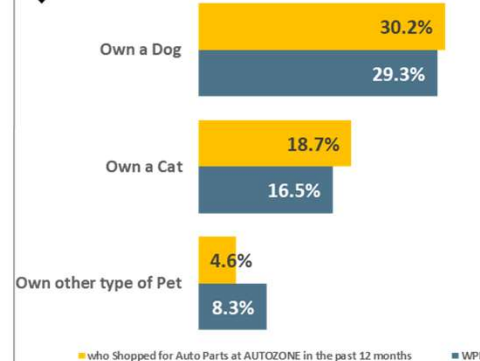
Own/Rent/Other: Men 25 - 54



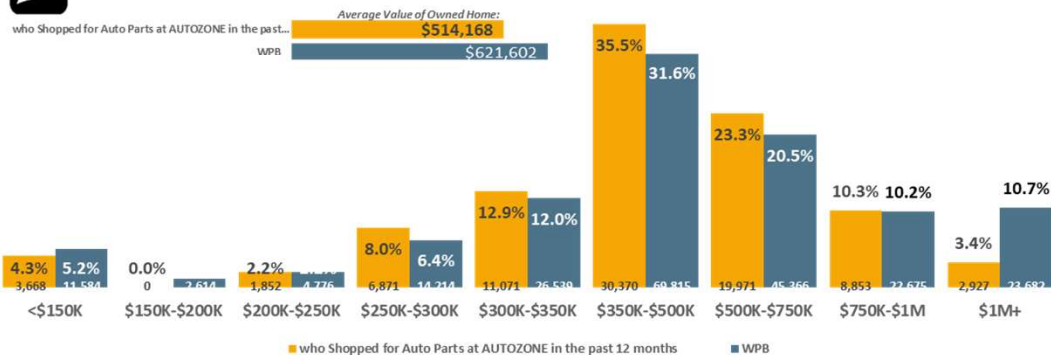
Type of Home: Men 25 - 54



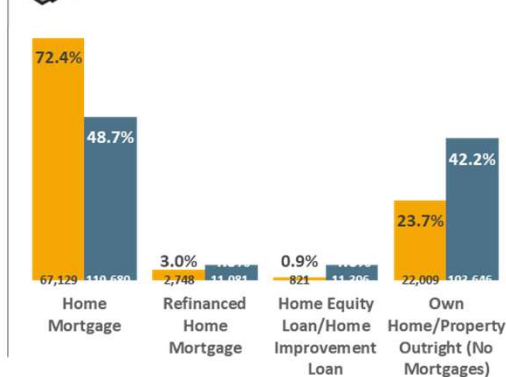
Pets in Home: Men 25 - 54



Value of Owned Home: Men 25 - 54



Home Loans: Men 25 - 54

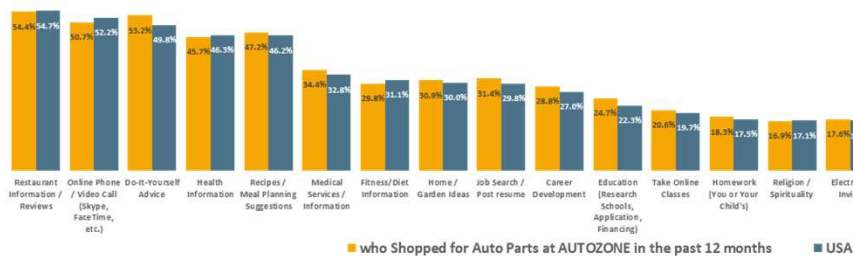




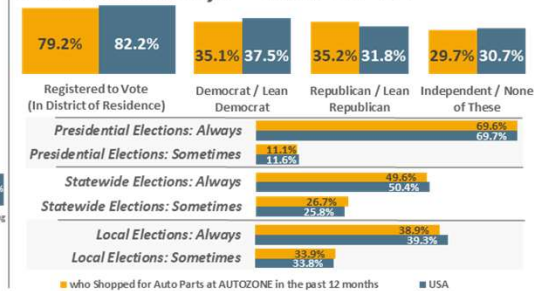
31.1% or 20,423,202 of USA Men 25 - 54 Shopped for Auto Parts at AUTOZONE in the past 12 months. Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months are 6.7% more likely to look up D-I-Y advice online, 1.1% less likely to always vote in local elections, 14.9% more likely to belong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



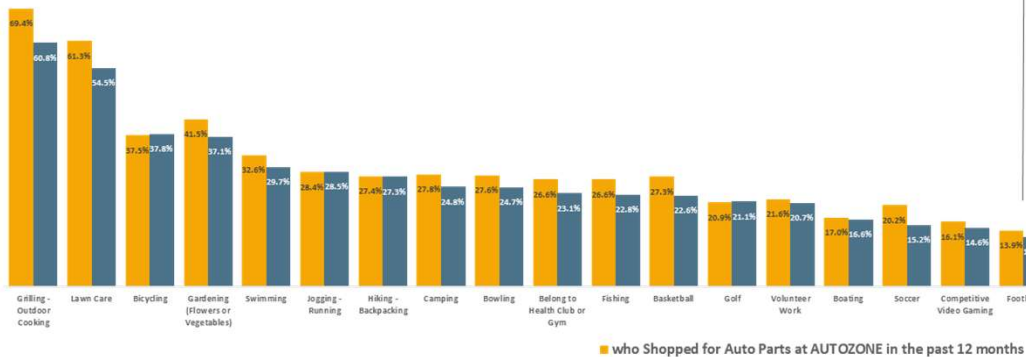
Top-20 past 30-days Online Lifestyle Activities: Men 25 - 54



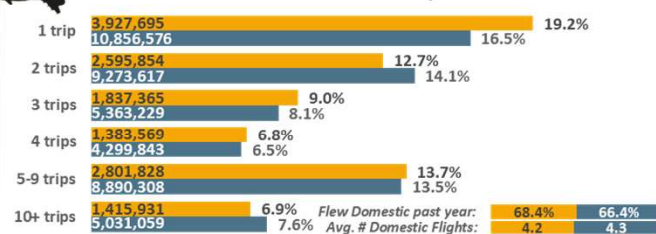
Political Activity: Men 25 - 54



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



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



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

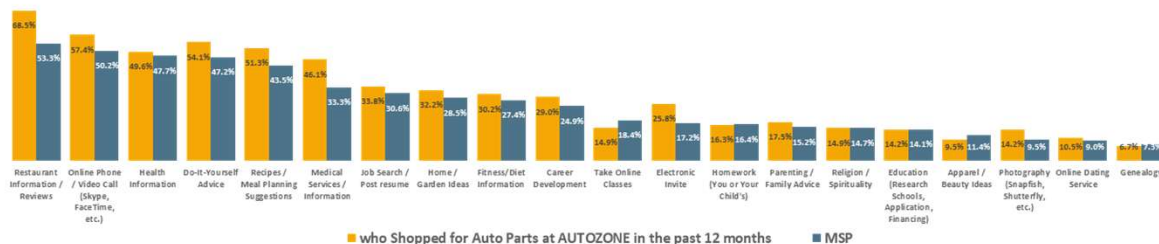
Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): AutoZone



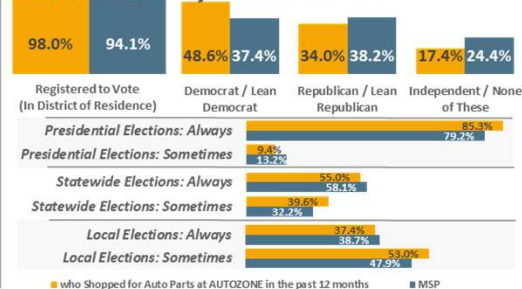
20.8% or 201,961 of MSP DMA Men 25 - 54 Shopped for Auto Parts at AUTOZONE in the past 12 months. Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months are 14.6% more likely to look up D-I-Y advice online, 3.5% less likely to always vote in local elections, 22.5% more likely to belong to a gym, 12.2% more likely to fly domestic past



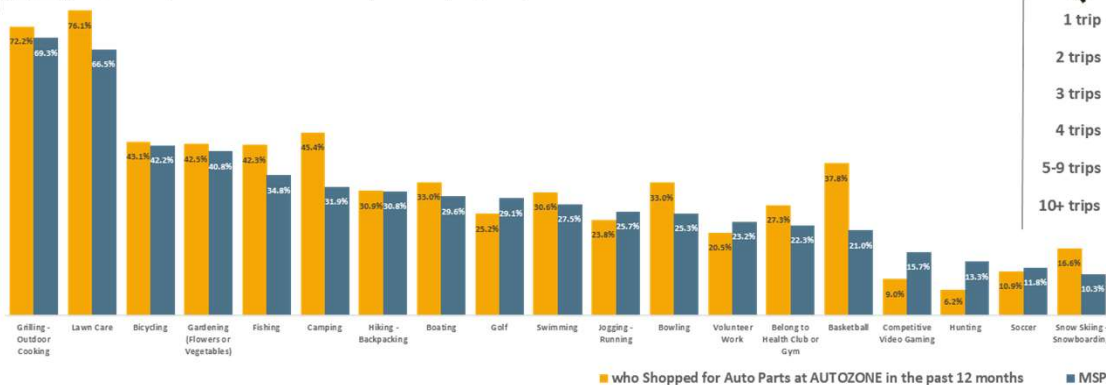
Top-20 past 30-days Online Lifestyle Activities: Men 25 - 54



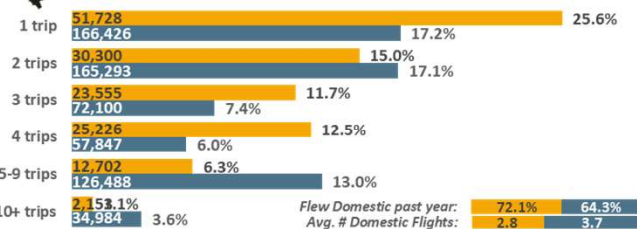
Political Activity: Men 25 - 54



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



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

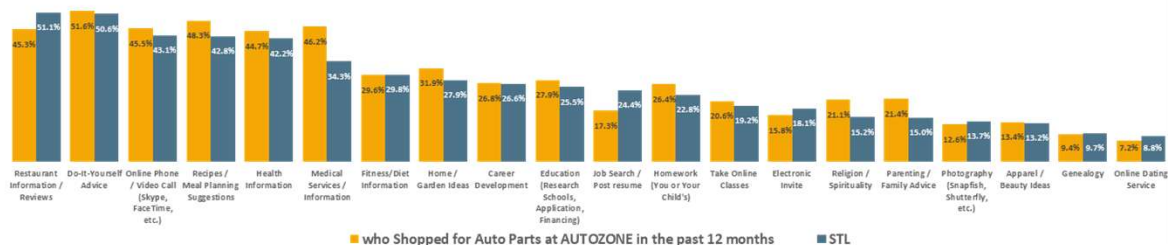




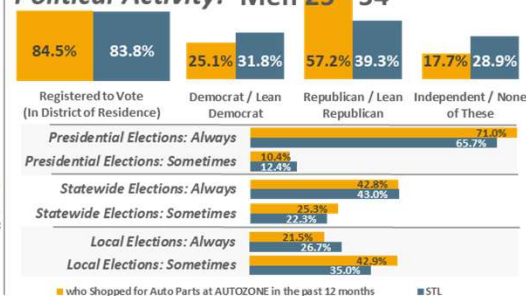
33.5% or 200,596 of STL DMA Men 25 - 54 Shopped for Auto Parts at AUTOZONE in the past 12 months. Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months are 2.% more likely to look up D-I-Y advice online, 19.6% less likely to always vote in local elections, 33.8% more likely to belong to a gym, 13.1% more likely to fly domestic past



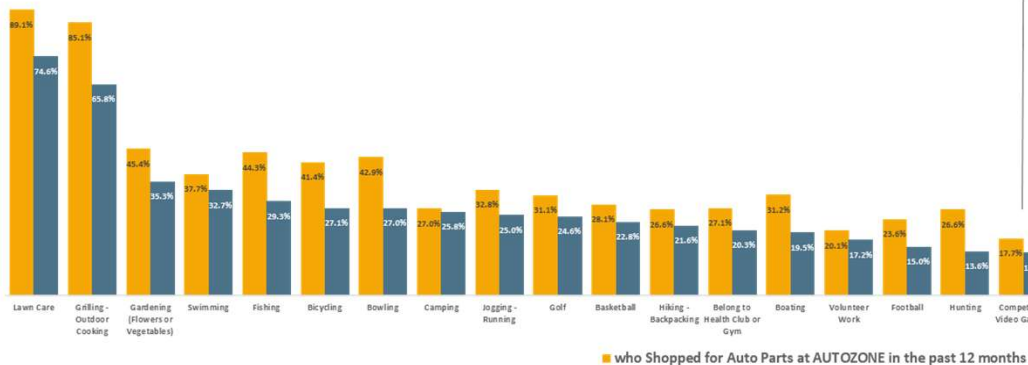
Top-20 past 30-days Online Lifestyle Activites: Men 25 - 54



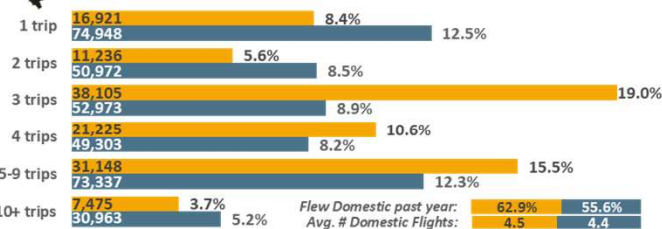
Political Activity: Men 25 - 54



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



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



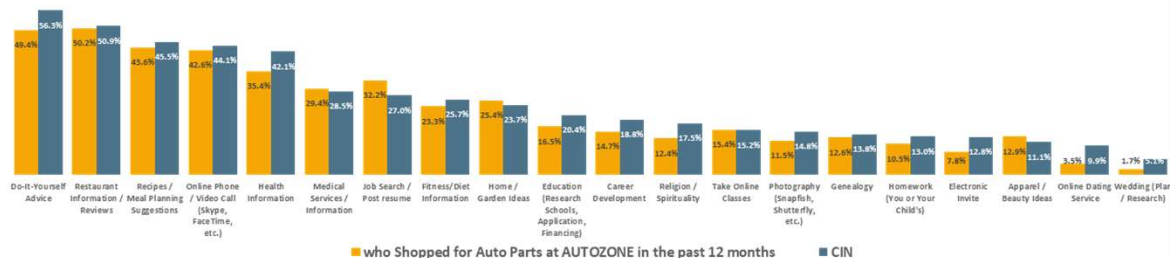
Flew Domestic past year: 62.9%
Avg. # Domestic Flights: 4.5



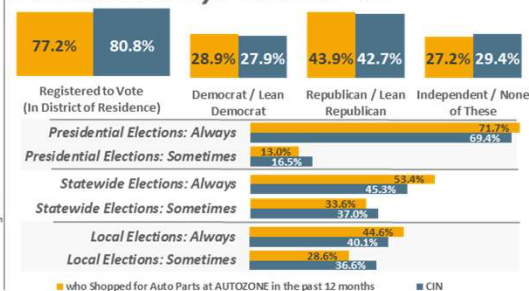
27.7% or 126,071 of CIN DMA Men 25 - 54 Shopped for Auto Parts at AUTOZONE in the past 12 months. Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months are 12.2% less likely to look up D-I-Y advice online, 11.1% more likely to always vote in local elections, 49.9% more likely to belong to a gym, 20.9% more likely to fly domestic past



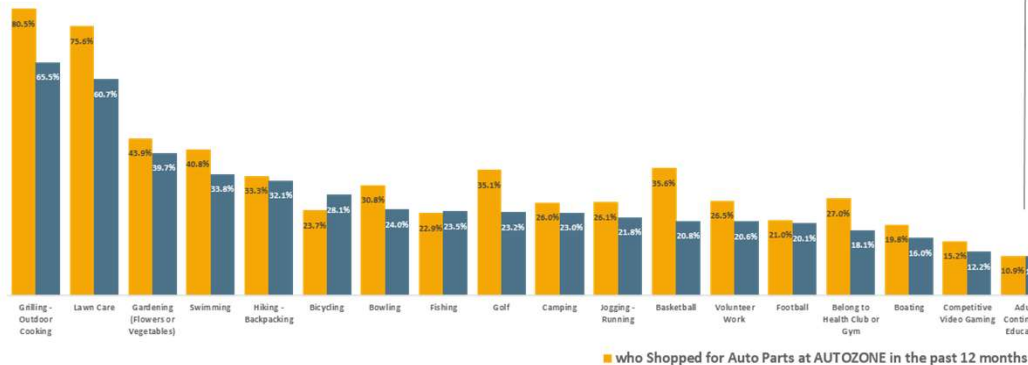
Top-20 past 30-days Online Lifestyle Activites: Men 25 - 54



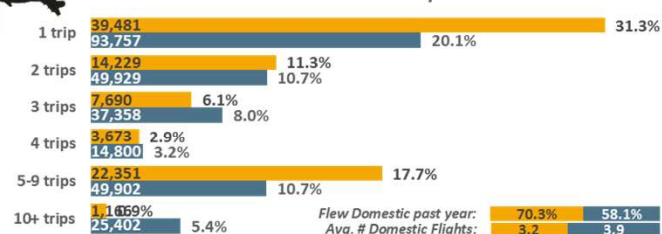
Political Activity: Men 25 - 54

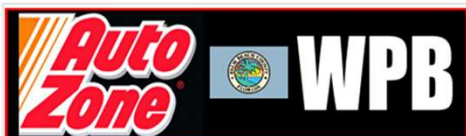


Top-30 past 12-months Active Lifestyle Activites: Men 25 - 54



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

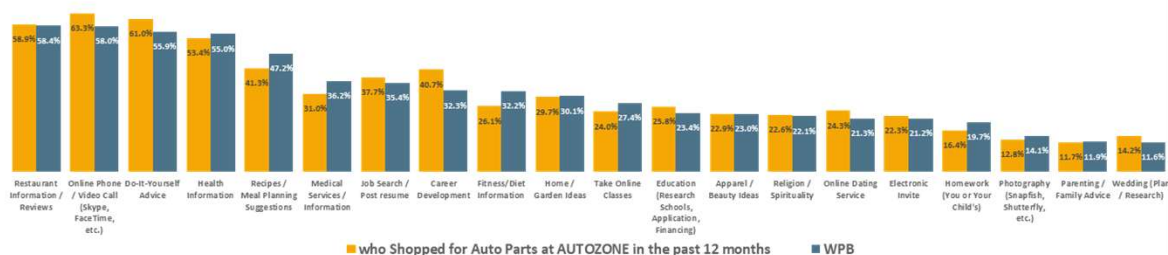




44.5% or 176,505 of WPB DMA Men 25 - 54 Shopped for Auto Parts at AUTOZONE in the past 12 months. Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months are 9.2% more likely to look up D-I-Y advice online, 13.2% less likely to always vote in local elections, 1.3% less likely to belong to a gym, .7% less likely to fly domestic past yr

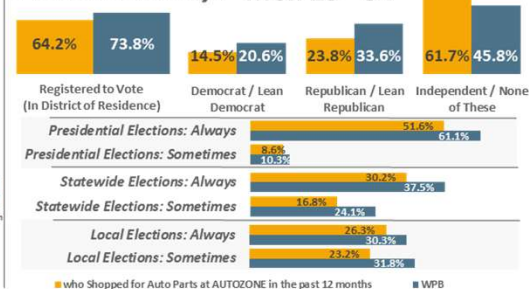


Top-20 past 30-days Online Lifestyle Activities: Men 25 - 54



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

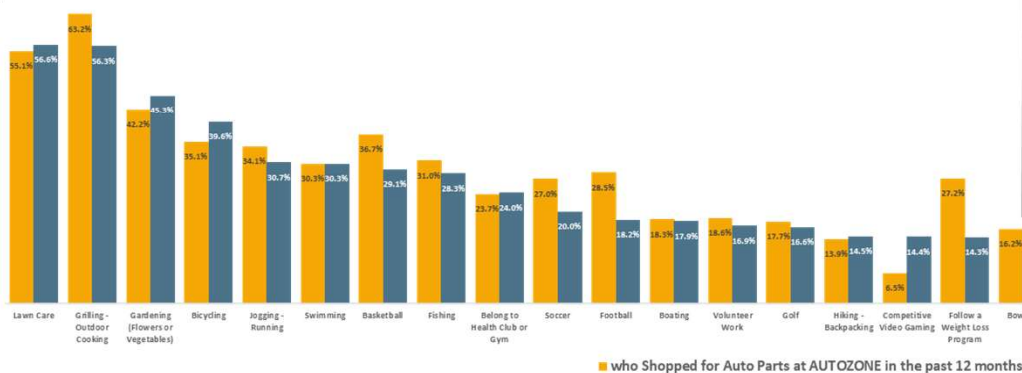
Political Activity: Men 25 - 54



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



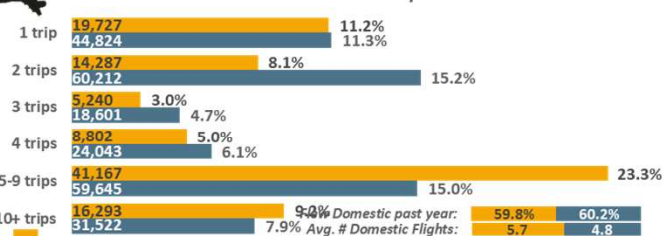
Top-30 past 12-months Active Lifestyle Activities: Men 25 - 54



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



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

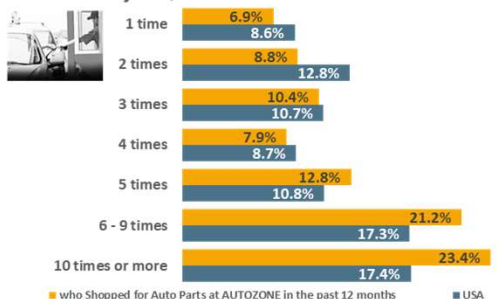


Domestic past year: 59.8% Domestic past year: 60.2%
Avg. # Domestic Flights: 5.7 Avg. # Domestic Flights: 4.8



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

Past 30-days QSR Users: Men 25 - 54

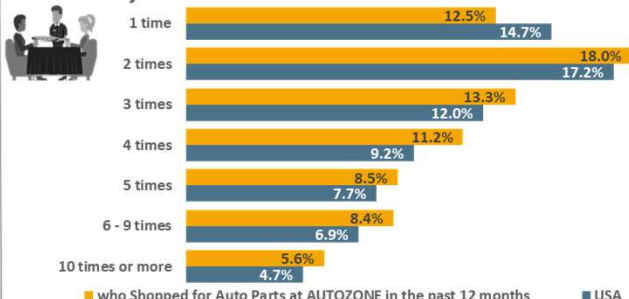


Total Monthly QSR Users: 91.6%
18,698,81

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

USA: 86.2%, 6.3%

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

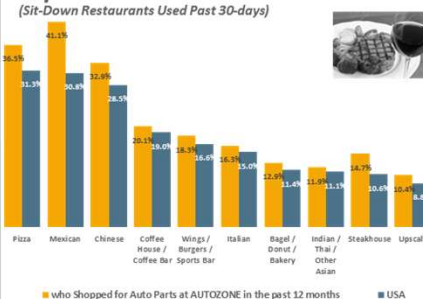


Total Monthly Sit-Down Restaurant Users: 77.3%
15,794,43

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

USA: 72.5%, 3.9%

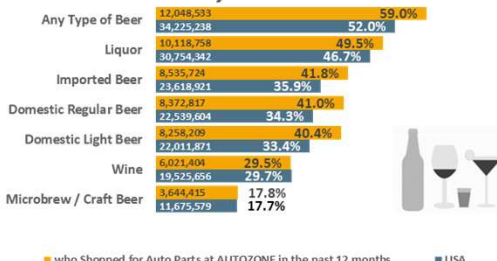
Top-10 Cuisines: Men 25 - 54



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

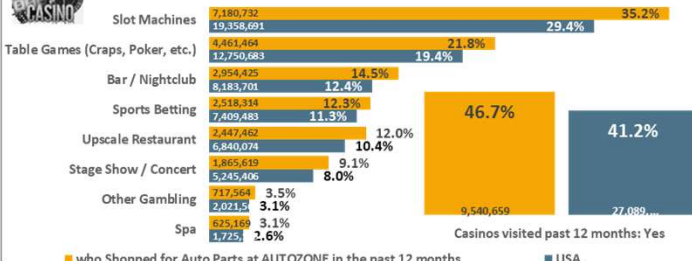
USA: 23.4%

Drank Past 30-days: Men 25 - 54



USA: 86.2%, 6.3%

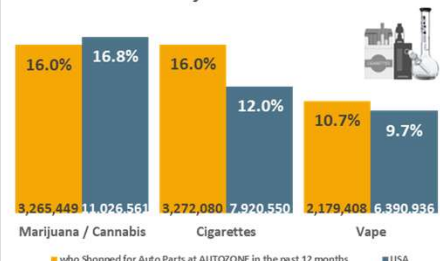
Past 12 months Casino Activities: Men 25 - 54



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

USA: 46.7%, 41.2%

Used Past 30-days: Men 25 - 54

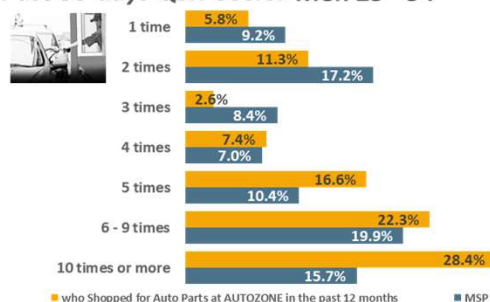


USA: 25.8%, 23.4%

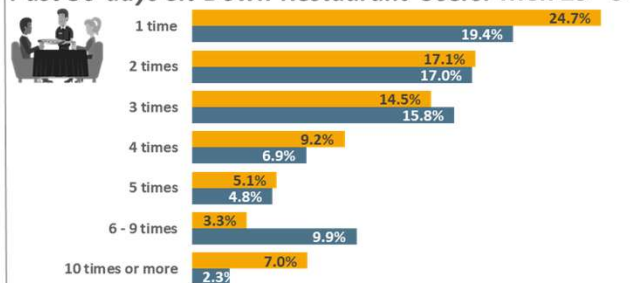


20.8% or 201,961 of MSP DMA Men 25 - 54 Shopped for Auto Parts at AUTOZONE in the past 12 months. Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months are 7.4% more likely to use QSRs past mo., 6.3% more likely to use Sit-Down Restaurants past mo., 8.8% more likely to use Casinos past yr., 68.5% less likely to smoke cigarettes.

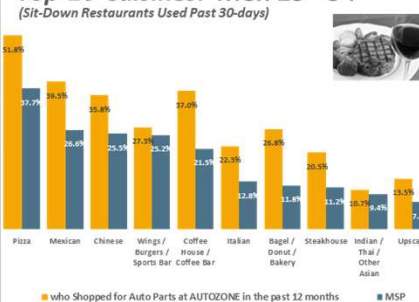
Past 30-days QSR Users: Men 25 - 54



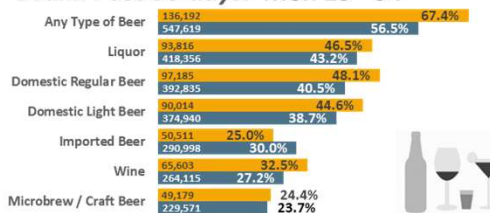
Past 30-days Sit-Down Restaurant Users: Men 25 - 54



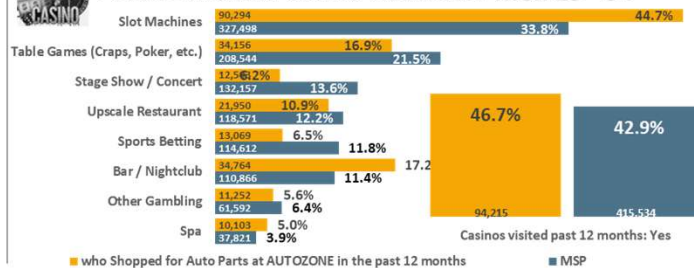
Top-10 Cuisines: Men 25 - 54



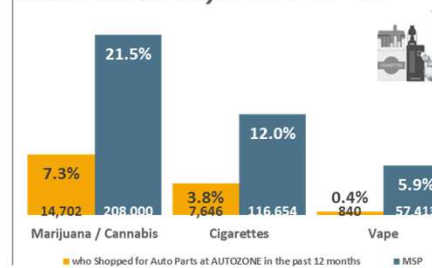
Drank Past 30-days: Men 25 - 54



Past 12 months Casino Activities: Men 25 - 54



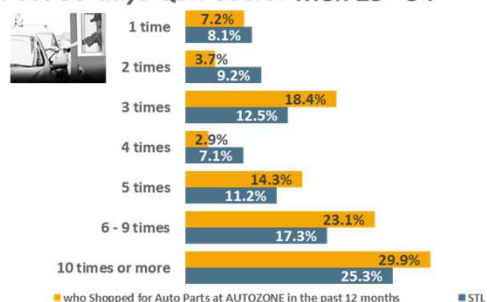
Used Past 30-days: Men 25 - 54



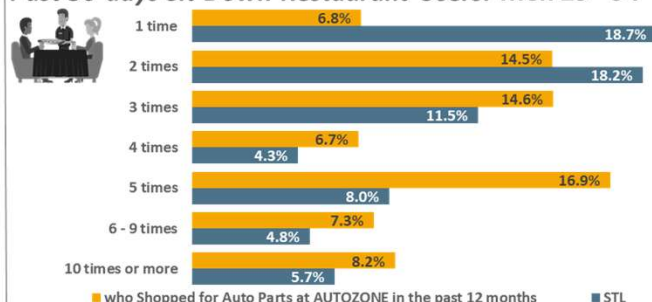


33.5% or 200,596 of STL DMA Men 25 - 54 Shopped for Auto Parts at AUTOZONE in the past 12 months. Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months are 9.6% more likely to use QSRs past mo., 5.4% more likely to use Sit-Down Restaurants past mo., 43.3% more likely to use Casinos past yr., 57.4% less likely to smoke cigarettes.

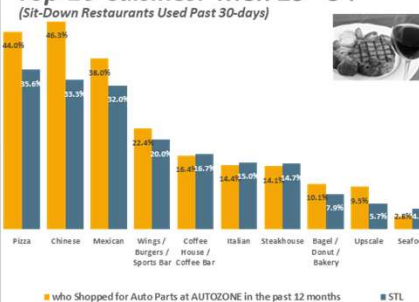
Past 30-days QSR Users: Men 25 - 54



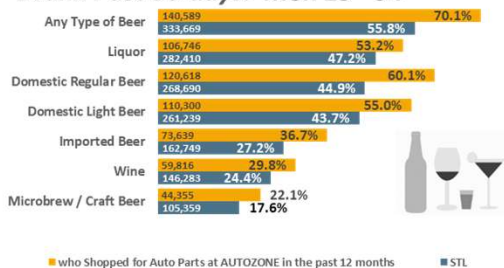
Past 30-days Sit-Down Restaurant Users: Men 25 - 54



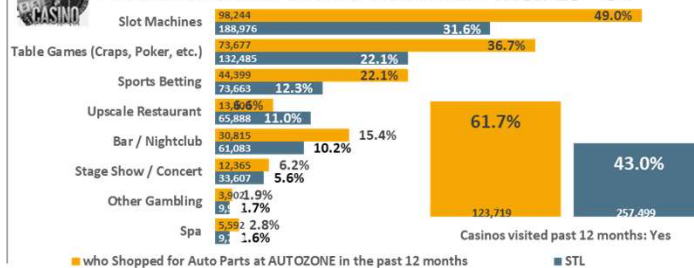
Top-10 Cuisines: Men 25 - 54



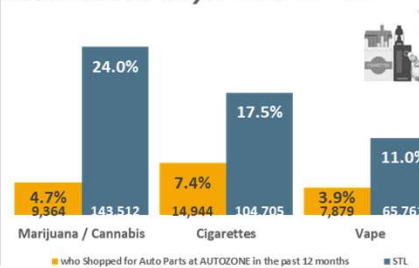
Drank Past 30-days: Men 25 - 54



Past 12 months Casino Activities: Men 25 - 54



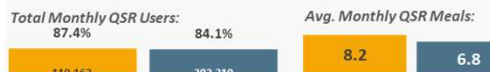
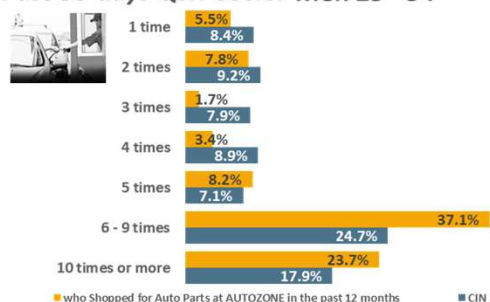
Used Past 30-days: Men 25 - 54



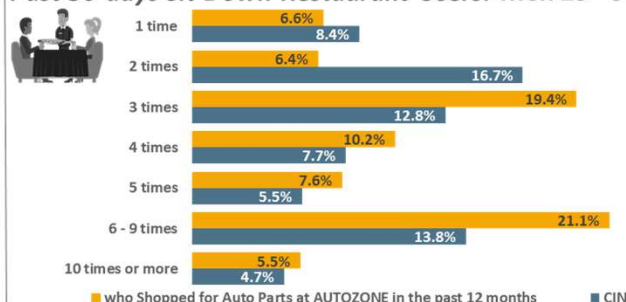


27.7% or 126,071 of CIN DMA Men 25 - 54 Shopped for Auto Parts at AUTOZONE in the past 12 months. Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months are 3.9% more likely to use QSRs past mo., 10.2% more likely to use Sit-Down Restaurants past mo., .2% less likely to use Casinos past yr., 69.9% less likely to smoke cigarettes.

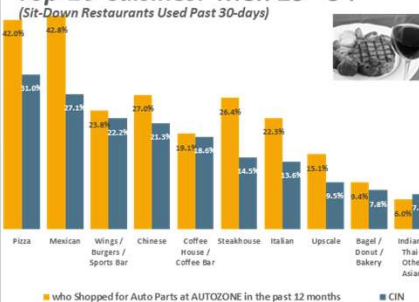
Past 30-days QSR Users: Men 25 - 54



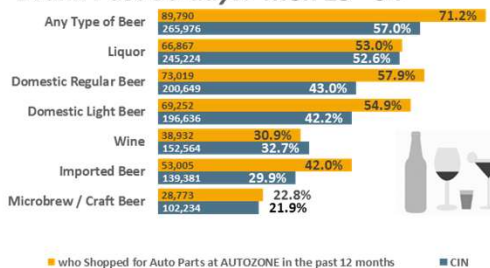
Past 30-days Sit-Down Restaurant Users: Men 25 - 54



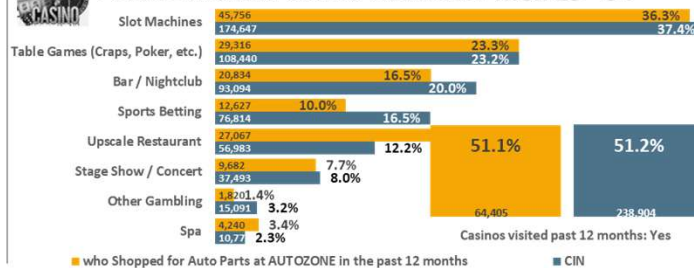
Top-10 Cuisines: Men 25 - 54



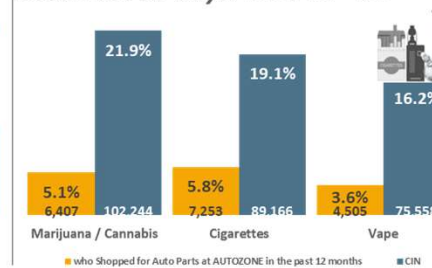
Drank Past 30-days: Men 25 - 54

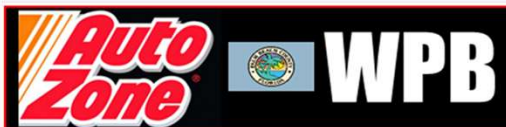


Past 12 months Casino Activities: Men 25 - 54



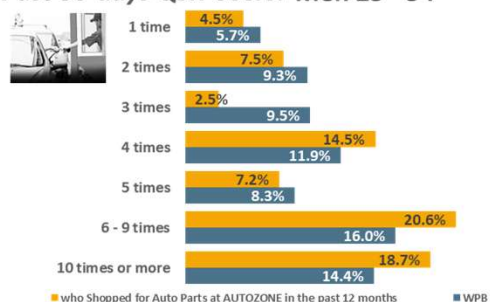
Used Past 30-days: Men 25 - 54



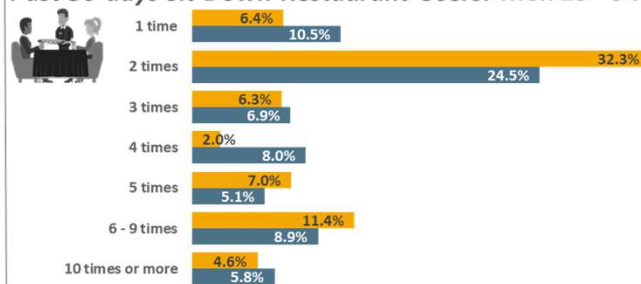


44.5% or 176,505 of WPB DMA Men 25 - 54 Shopped for Auto Parts at AUTOZONE in the past 12 months. Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months are .4% more likely to use QSRs past mo., .4% more likely to use Sit-Down Restaurants past mo., 5.6% more likely to use Casinos past yr., 55.3% less likely to smoke cigarettes.

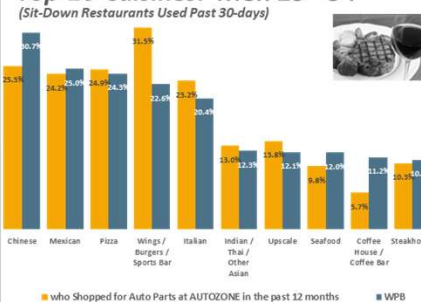
Past 30-days QSR Users: Men 25 - 54



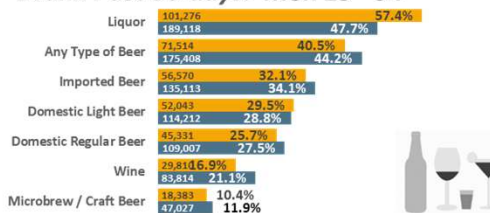
Past 30-days Sit-Down Restaurant Users: Men 25 - 54



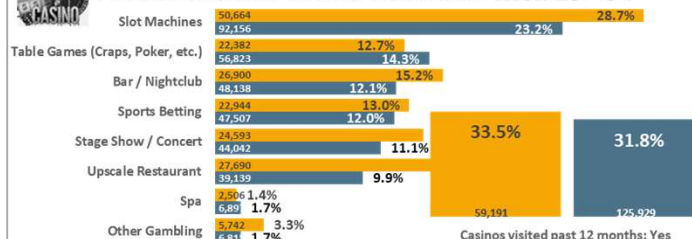
Top-10 Cuisines: Men 25 - 54



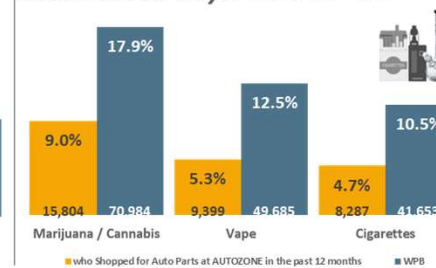
Drank Past 30-days: Men 25 - 54



Past 12 months Casino Activities: Men 25 - 54



Used Past 30-days: Men 25 - 54





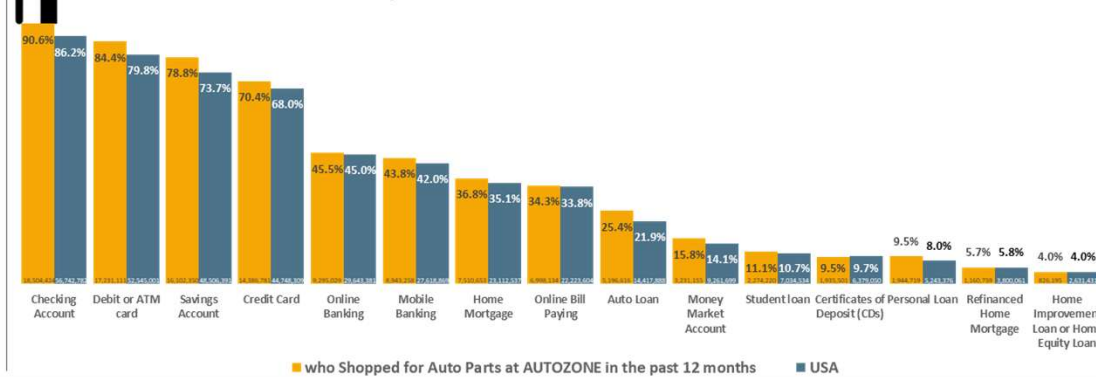
31.1% or 20,423,202 of USA Men 25 - 54 Shopped for Auto Parts at AUTOZONE in the past 12 months. Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months are 3.5% more likely to have a 401K, 16.1% more likely to have an Auto Loan, 1.7% more likely to Invest/Trade Stocks Online, 11.1%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



Investments Owned: Men 25 - 54



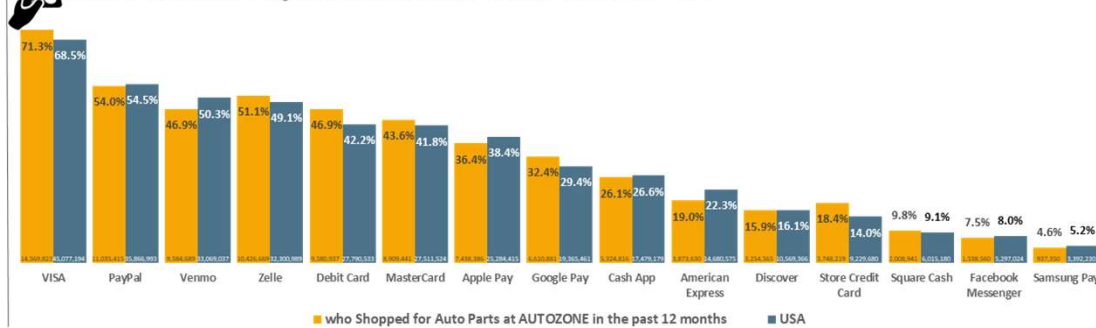
Financial Services Has and/or Uses: Men 25 - 54



Professional Services Used*: Men 25 - 54



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

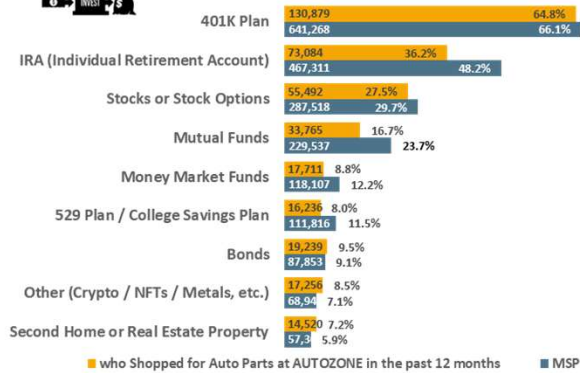




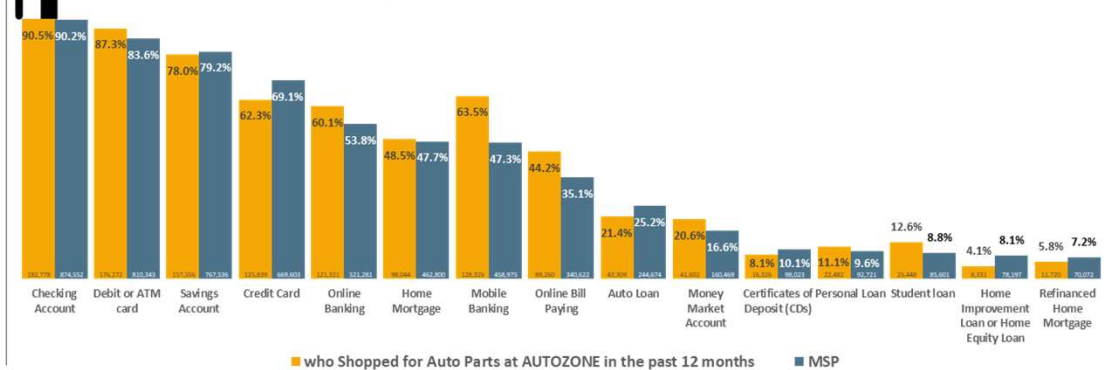
20.8% or 201,961 of MSP DMA Men 25 - 54 Shopped for Auto Parts at AUTOZONE in the past 12 months. Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months are 2.2% less likely to have a 401K, 15.1% less likely to have an Auto Loan, 7.2% more likely to Invest/Trade Stocks Online, 4.4% more likely to pay with their Debit Card.



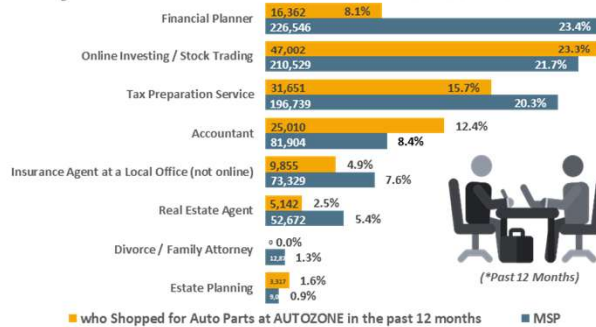
Investments Owned: Men 25 - 54



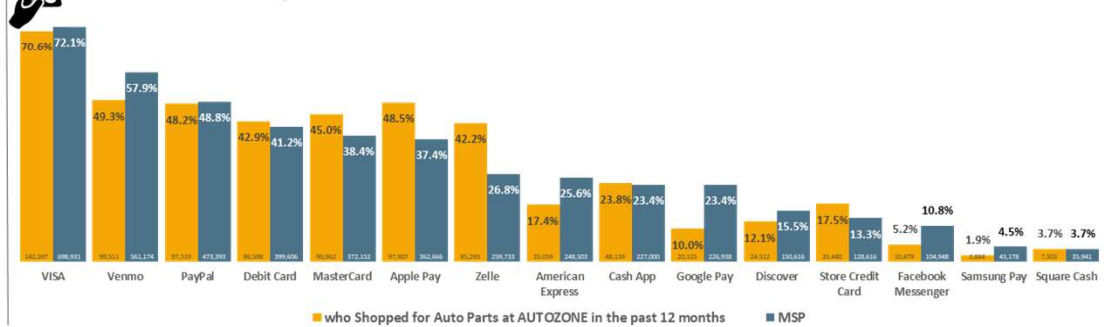
Financial Services Has and/or Uses: Men 25 - 54



Professional Services Used*: Men 25 - 54

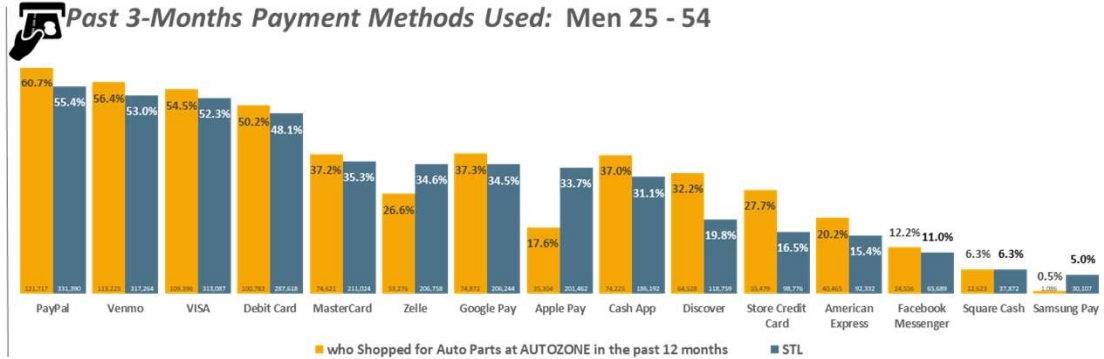
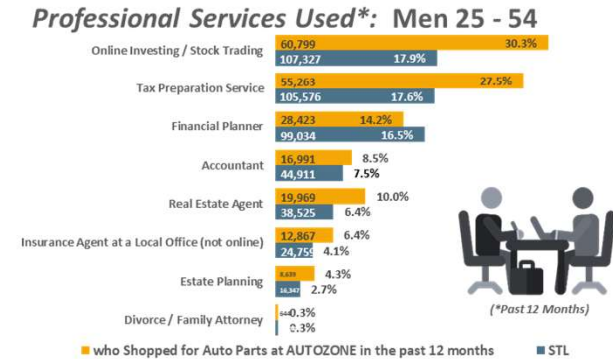
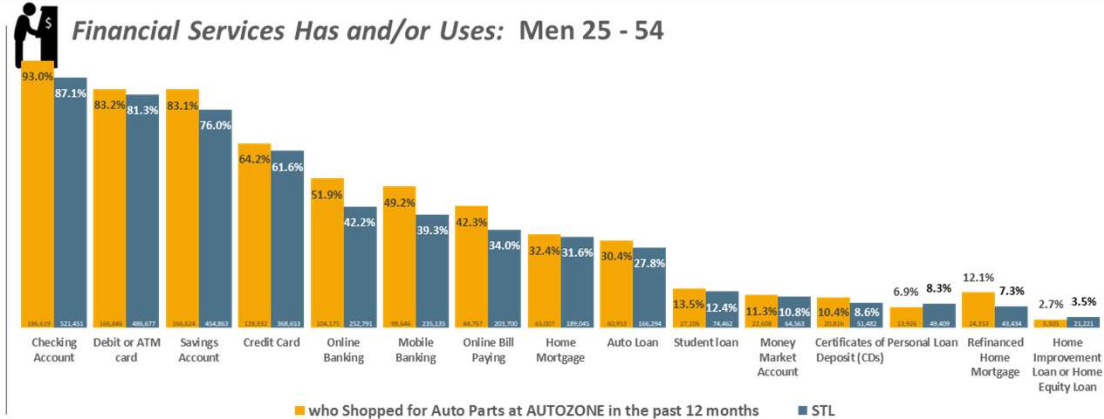
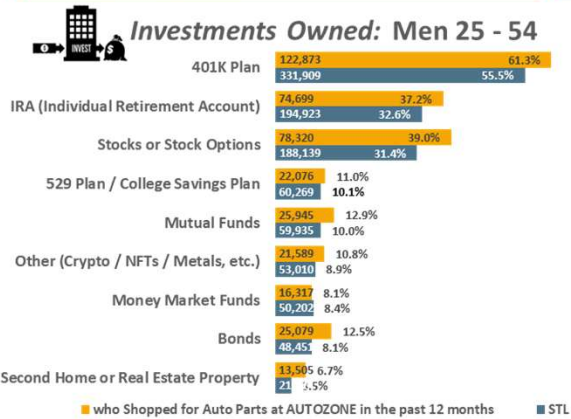


Past 3-Months Payment Methods Used: Men 25 - 54





33.5% or 200,596 of STL DMA Men 25 - 54 Shopped for Auto Parts at AUTOZONE in the past 12 months. Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months are 10.4% more likely to have a 401K, 9.3% more likely to have an Auto Loan, 69.% more likely to Invest/Trade Stocks Online, 4.5% more likely to pay with their Debit Card.

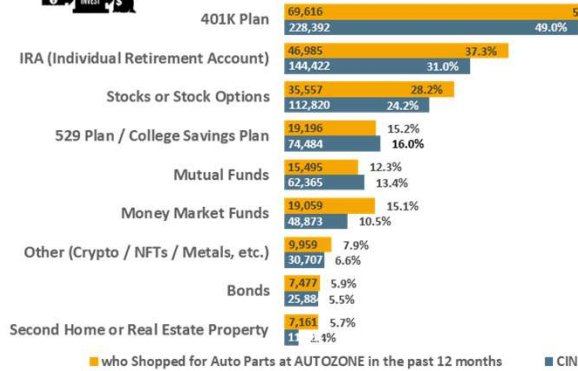




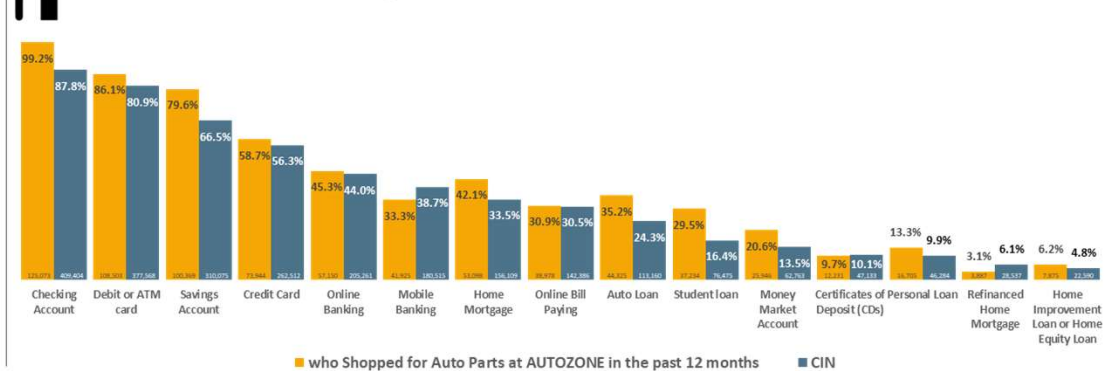
27.7% or 126,071 of CIN DMA Men 25 - 54 Shopped for Auto Parts at AUTOZONE in the past 12 months. Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months are 12.8% more likely to have a 401K, 44.9% more likely to have an Auto Loan, 12.2% less likely to Invest/Trade Stocks Online, .7% more likely to pay with their Debit Card.



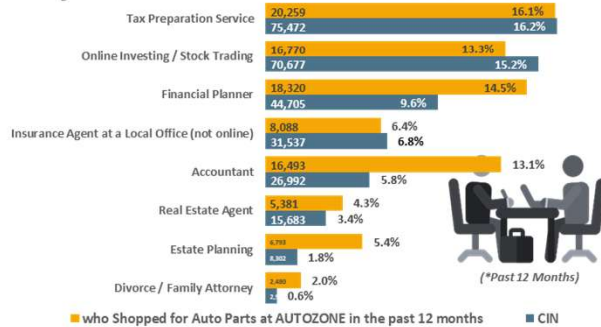
Investments Owned: Men 25 - 54



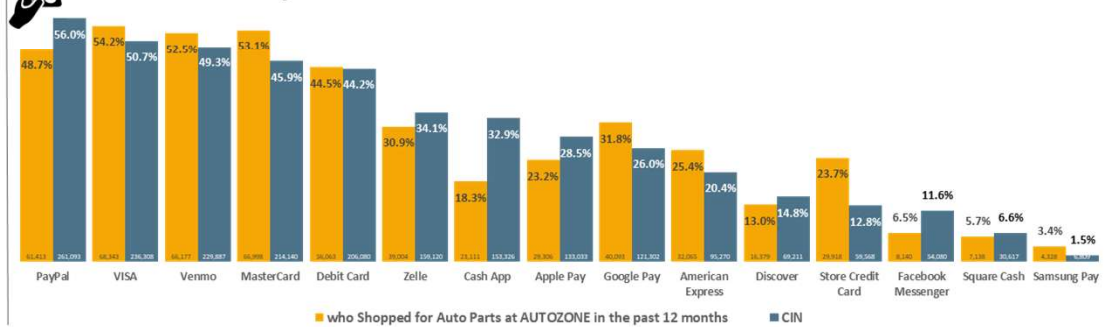
Financial Services Has and/or Uses: Men 25 - 54



Professional Services Used*: Men 25 - 54

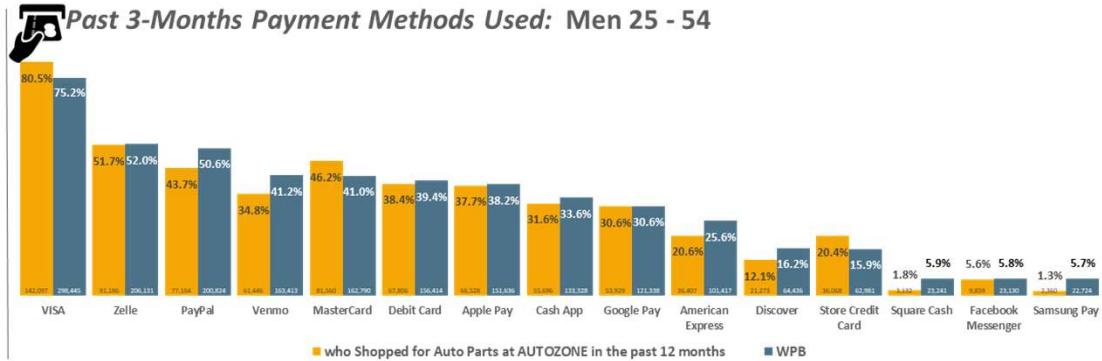
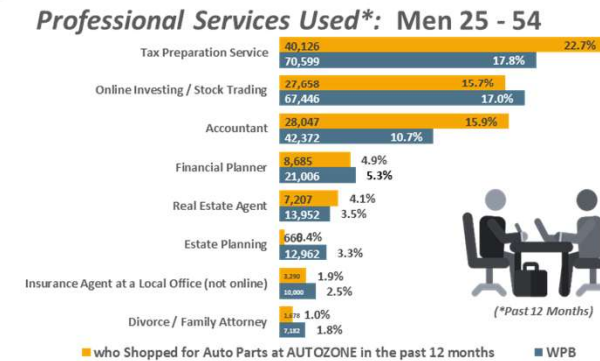
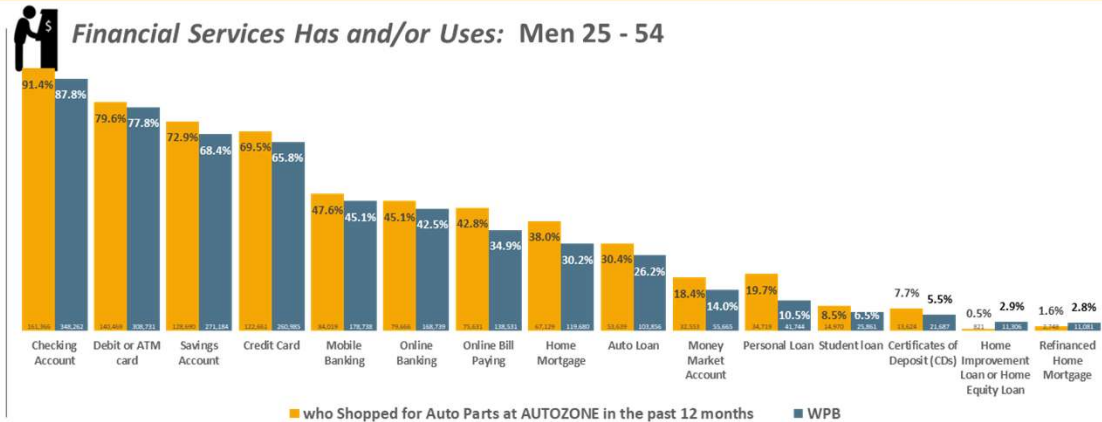
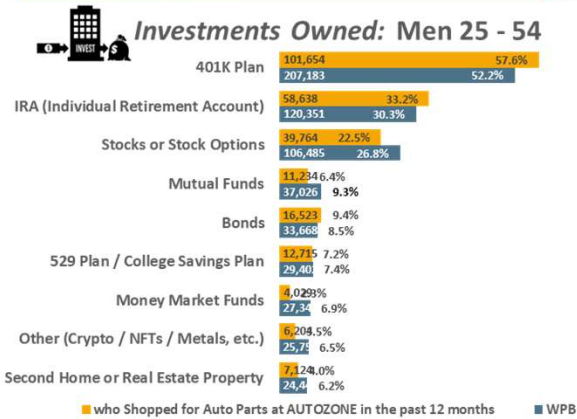


Past 3-Months Payment Methods Used: Men 25 - 54



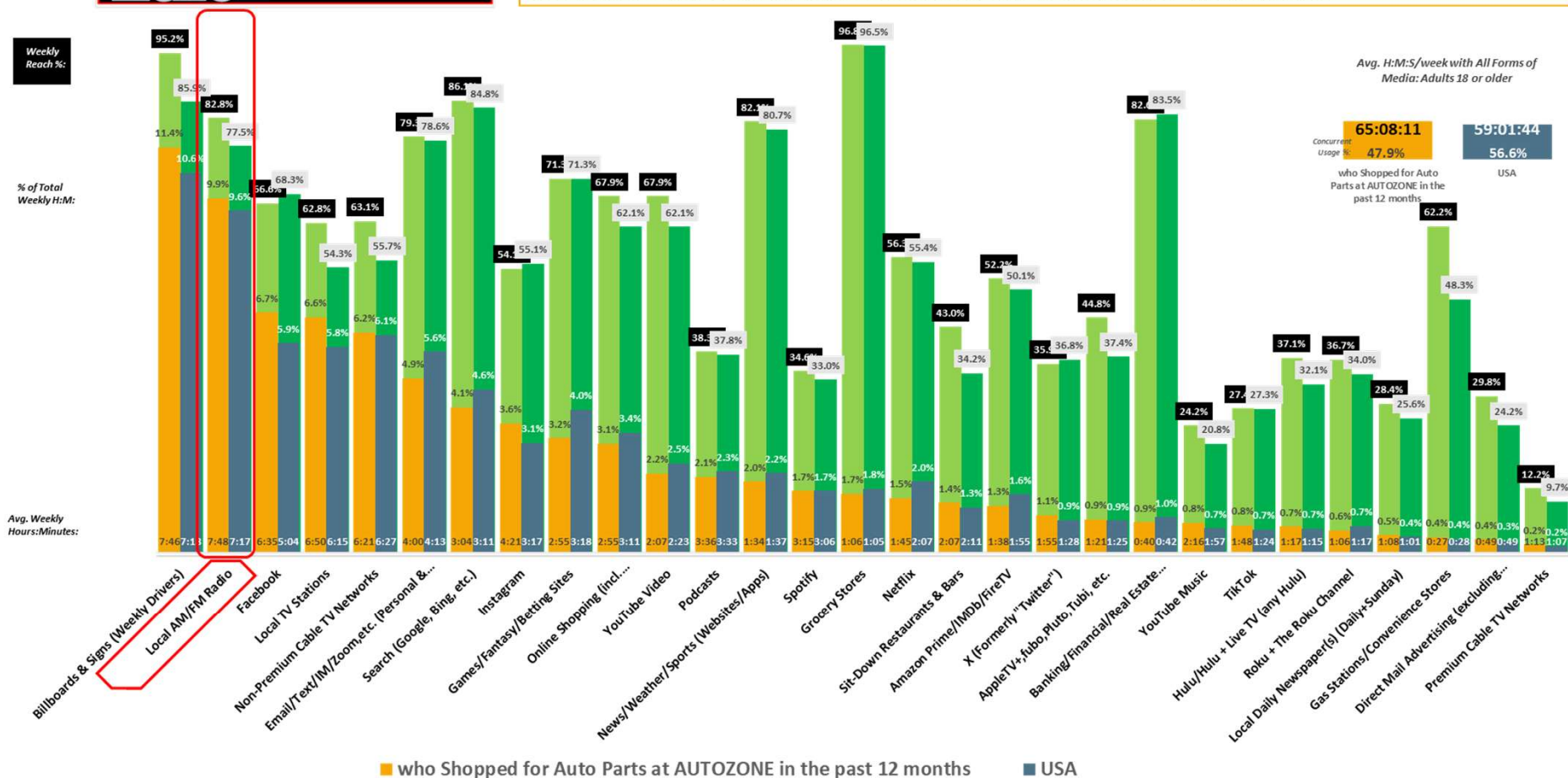


44.5% or 176,505 of WPB DMA Men 25 - 54 Shopped for Auto Parts at AUTOZONE in the past 12 months. Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months are 10.3% more likely to have a 401K, 16.1% more likely to have an Auto Loan, 7.9% less likely to Invest/Trade Stocks Online, 2.6% less likely to pay with their Debit Card.





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



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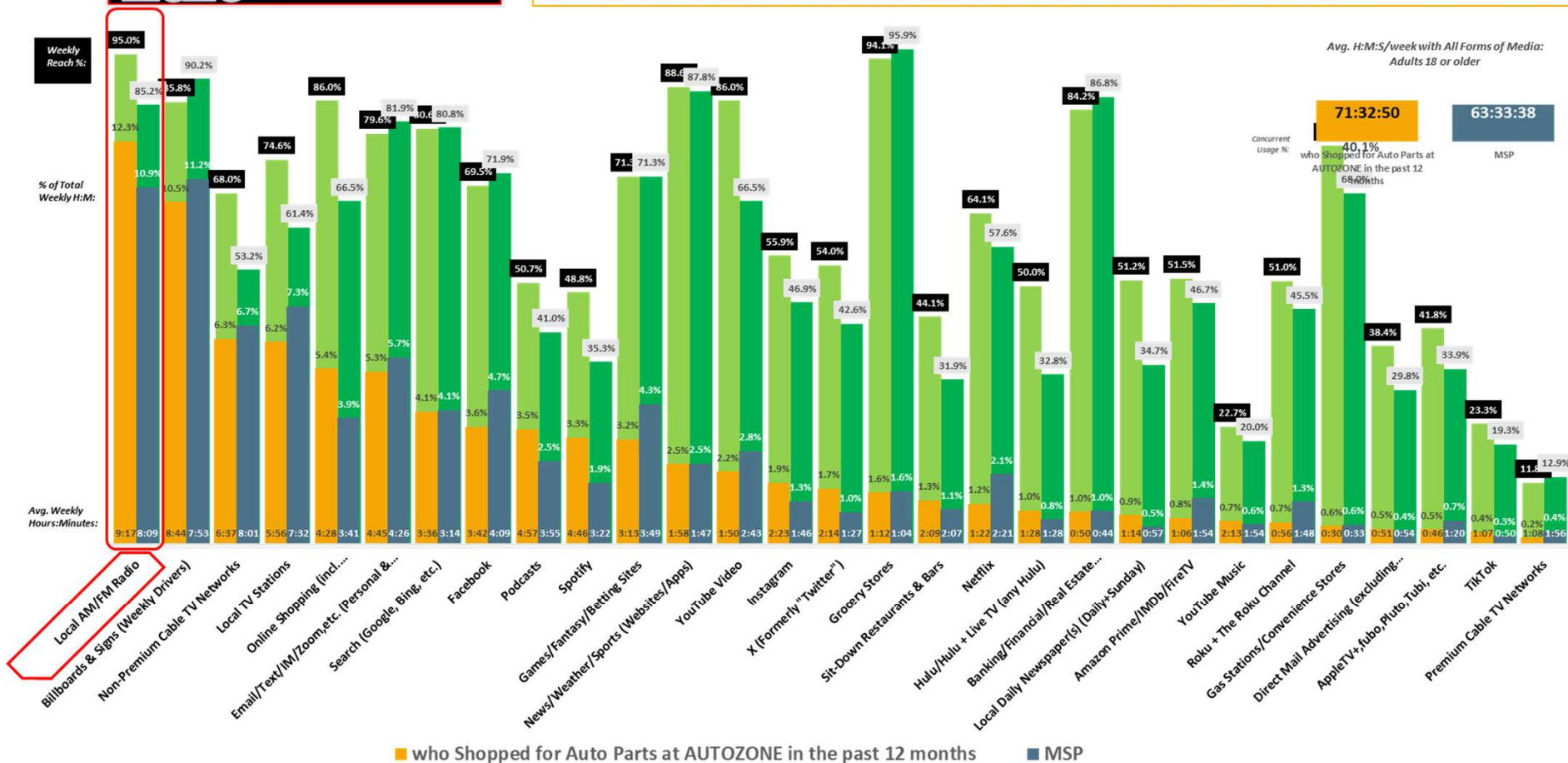
Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): AutoZone



Share of Everything for Anything

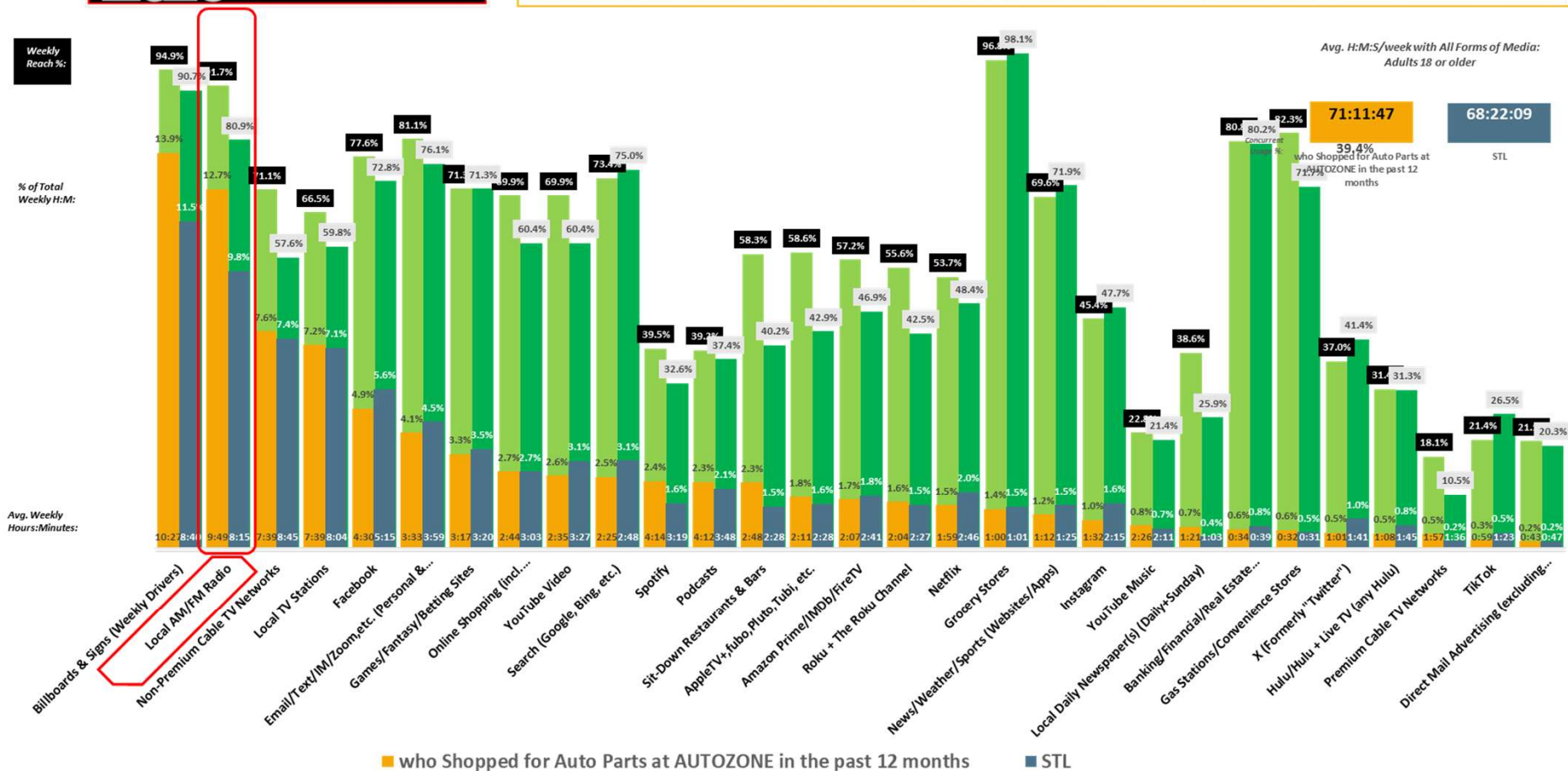


Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months spend an average of 2 days, 23 hours, 32 minutes and 50 seconds each week with All Forms of Media.
 95.% of Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months spend an avg. of 9 hours and 17 minutes each week listening to All Local AM/FM Radio, representing 12.3% of total time spent with all forms of Media.



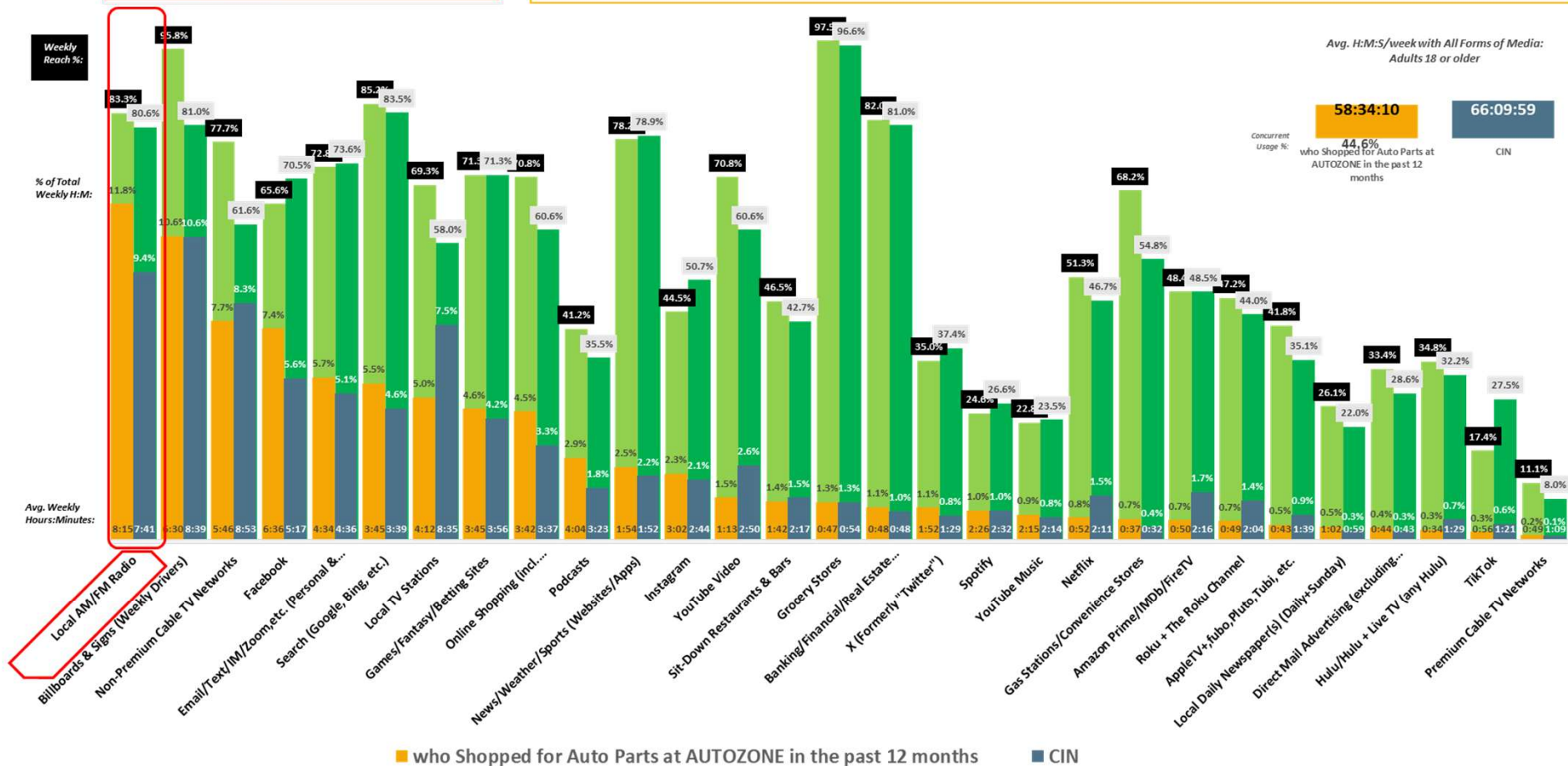


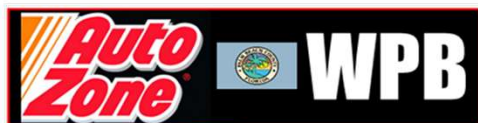
Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months spend an average of 2 days, 23 hours, 11 minutes and 47 seconds each week with All Forms of Media.
 91.7% of Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months spend an avg. of 9 hours and 49 minutes each week listening to All Local AM/FM Radio, representing 12.7% of total time spent with all forms of Media.



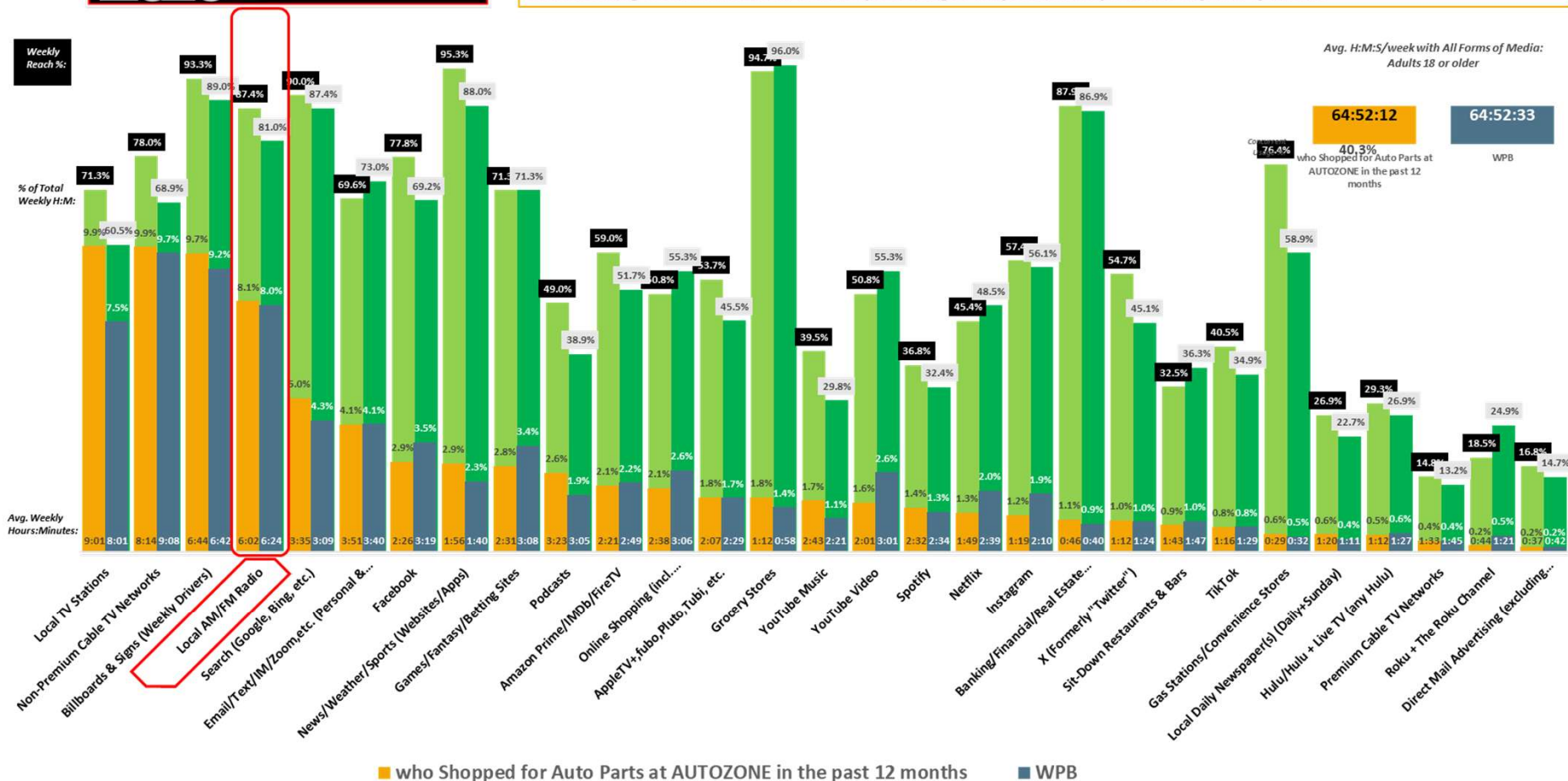


Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months spend an average of 2 days, 10 hours, 34 minutes and 10 seconds each week with All Forms of Media.
83.3% of Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months spend an avg. of 8 hours and 15 minutes each week listening to All Local AM/FM Radio, representing 11.8% of total time spent with all forms of Media.



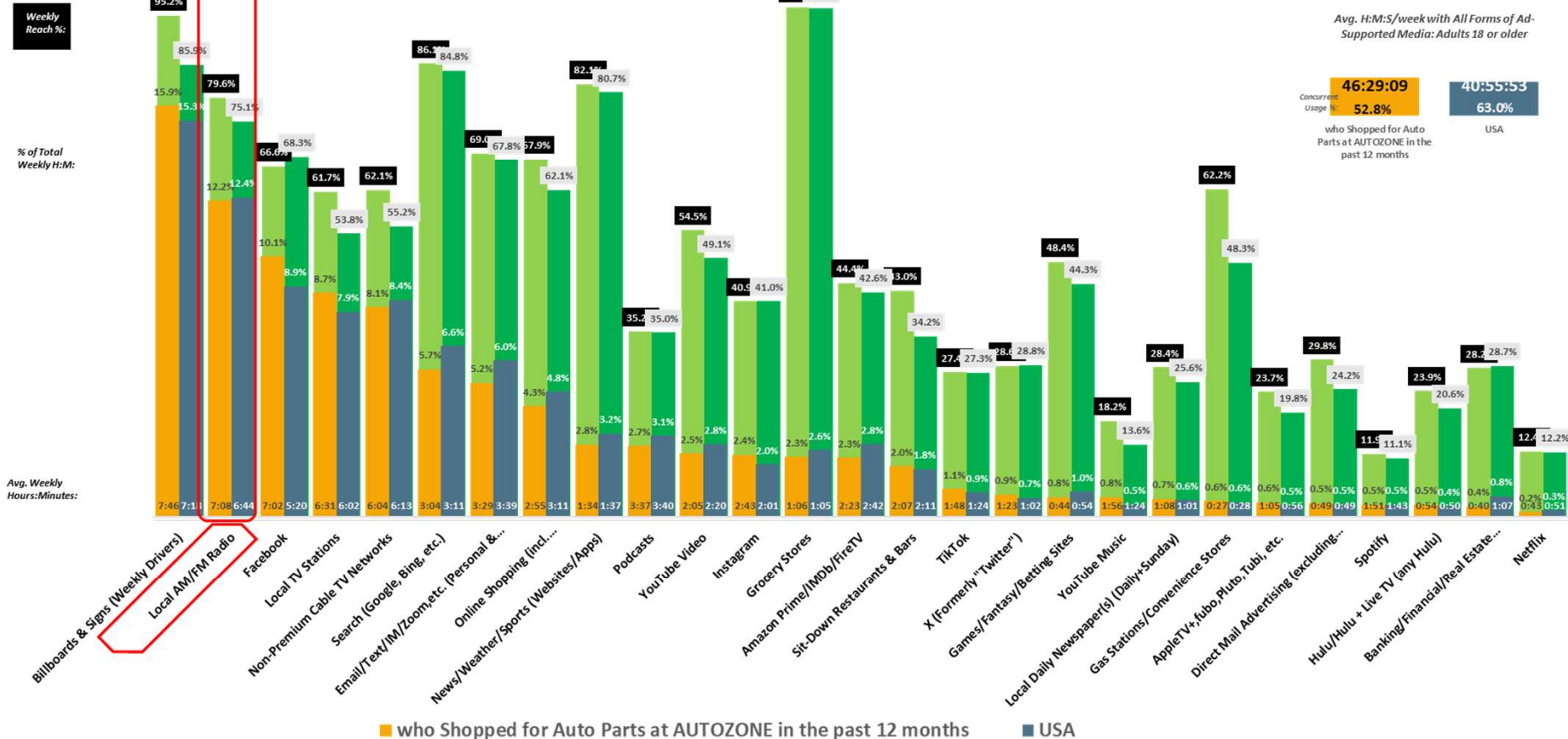


Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months spend an average of 2 days, 16 hours, 52 minutes and 12 seconds each week with All Forms of Media.
 87.4% of Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months spend an avg. of 6 hours and 2 minutes each week listening to All Local AM/FM Radio, representing 8.1% of total time spent with all forms of Media.





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



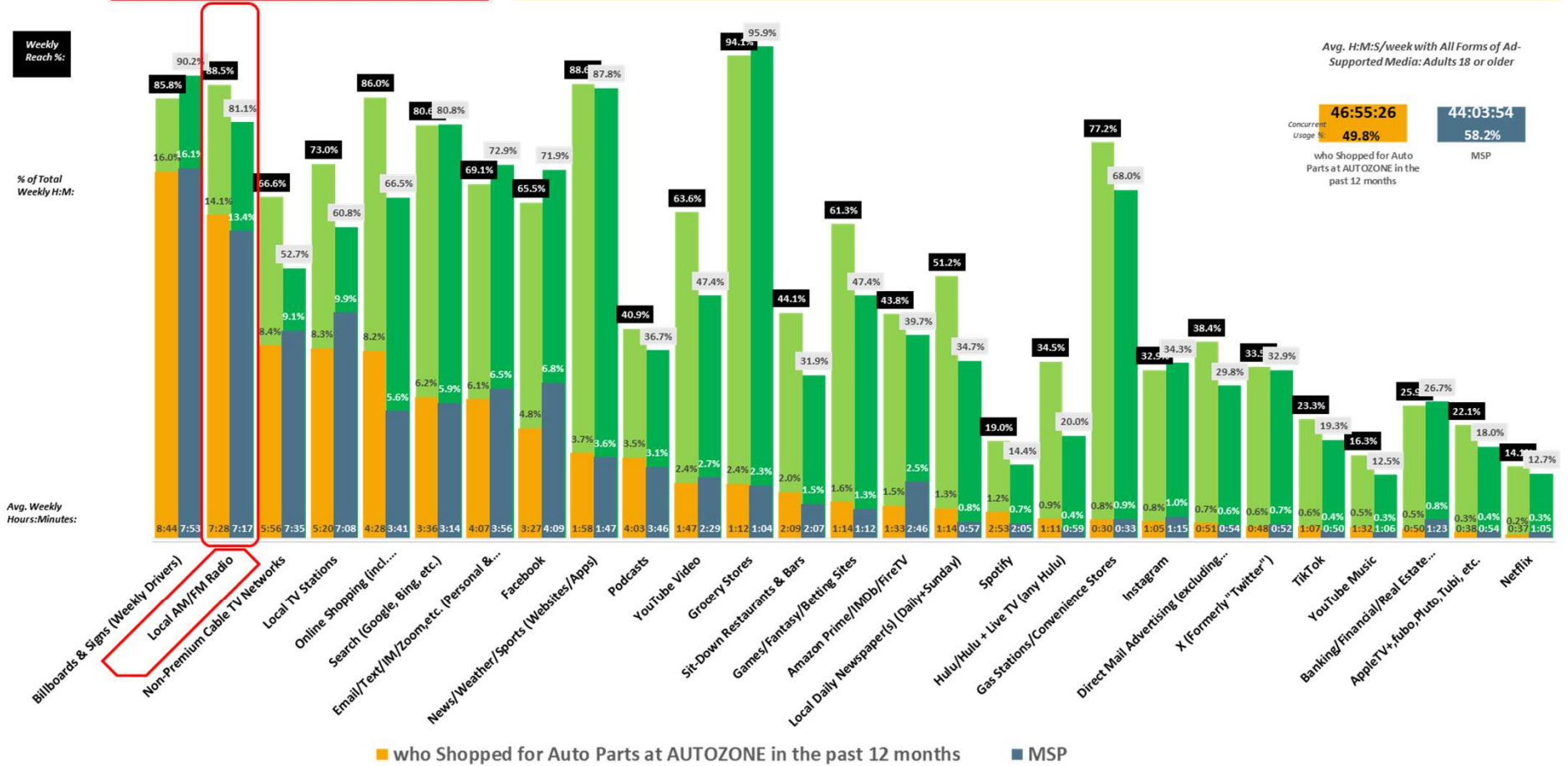
Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older

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

40:55:53
63.0%
USA



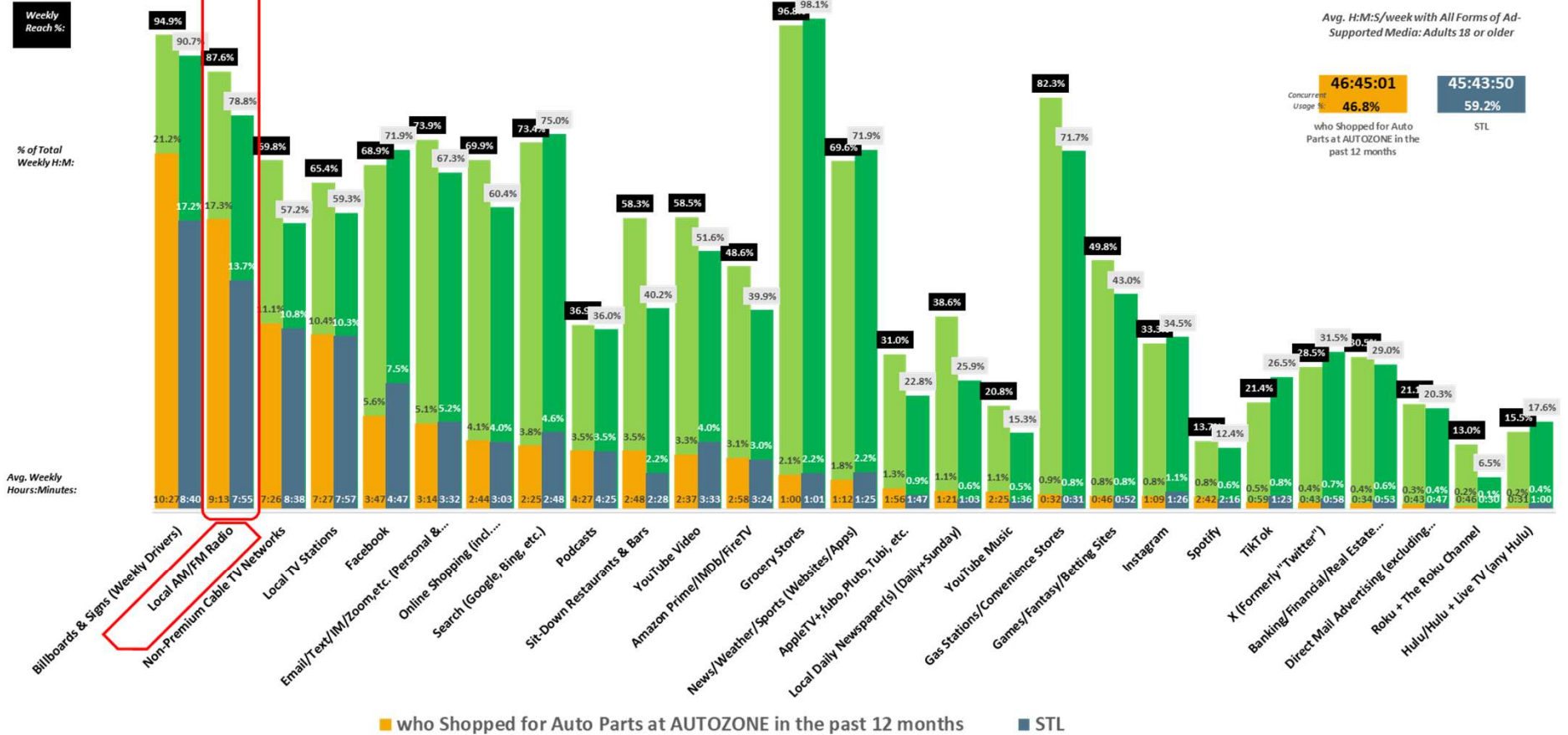
Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months spend an average of 1 days, 22 hours, 55 minutes and 26 seconds each week with All Forms of Ad-Supported Media.
 88.5% of Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months spend an avg. of 7 hours and 28 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 14.1% of total time spent with all forms of Ad-Supported Media.





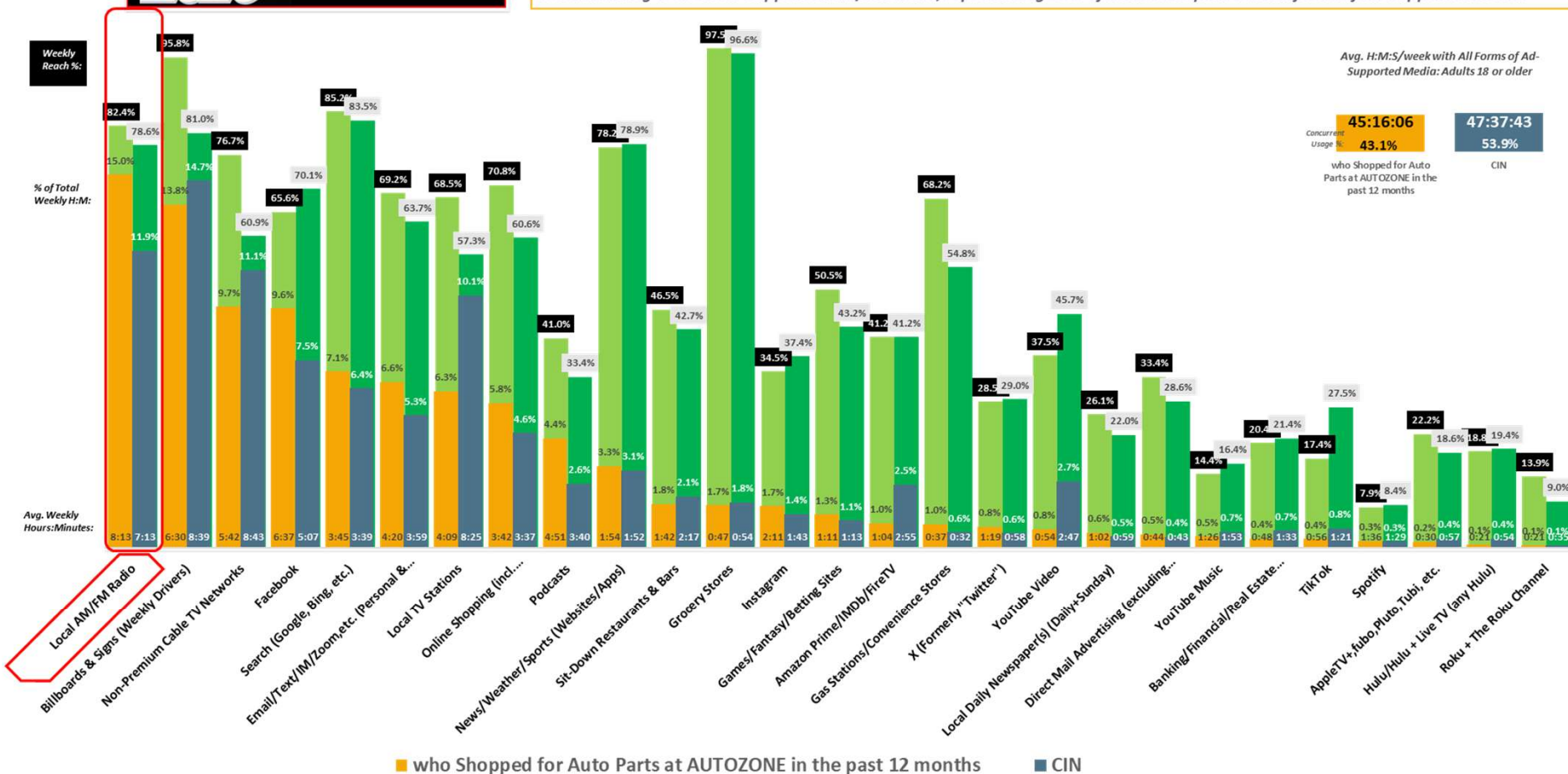
Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months spend an average of 1 days, 22 hours, 45 minutes and 1 seconds each week with All Forms of Ad-Supported Media.

87.6% of Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months spend an avg. of 9 hours and 13 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 17.3% of total time spent with all forms of Ad-Supported Media.





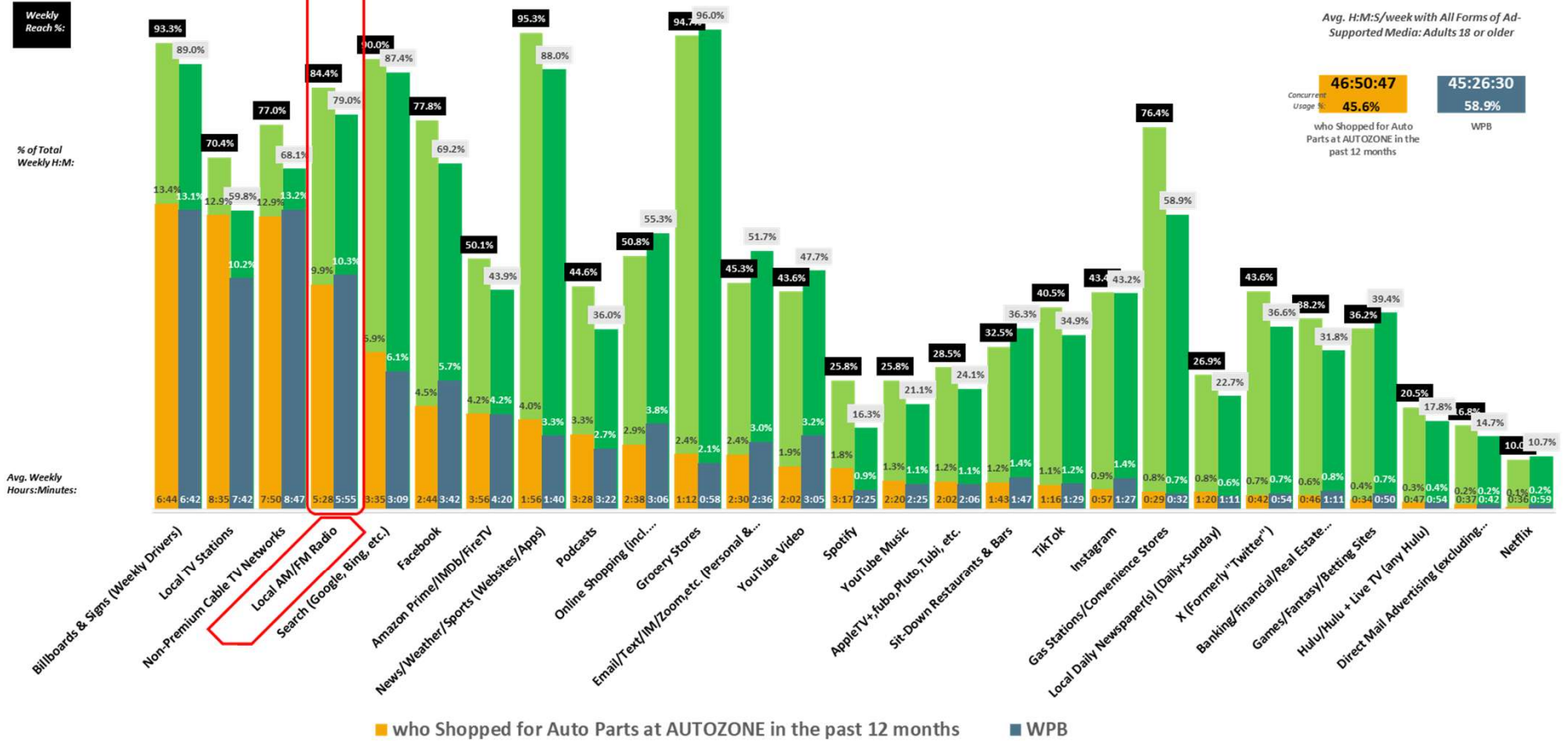
Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months spend an average of 1 days, 21 hours, 16 minutes and 6 seconds each week with All Forms of Ad-Supported Media.
 82.4% of Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months spend an avg. of 8 hours and 13 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 15.% of total time spent with all forms of Ad-Supported Media.





Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months spend an average of 1 days, 22 hours, 50 minutes and 47 seconds each week with All Forms of Ad-Supported Media.

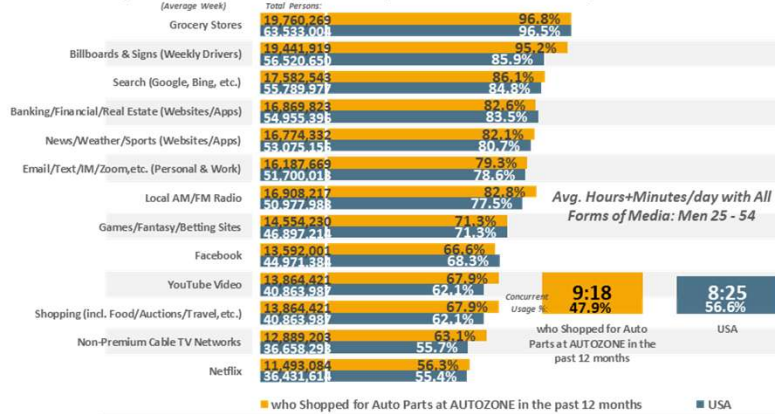
84.4% of Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months spend an avg. of 5 hours and 28 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.9% of total time spent with all forms of Ad-Supported Media.



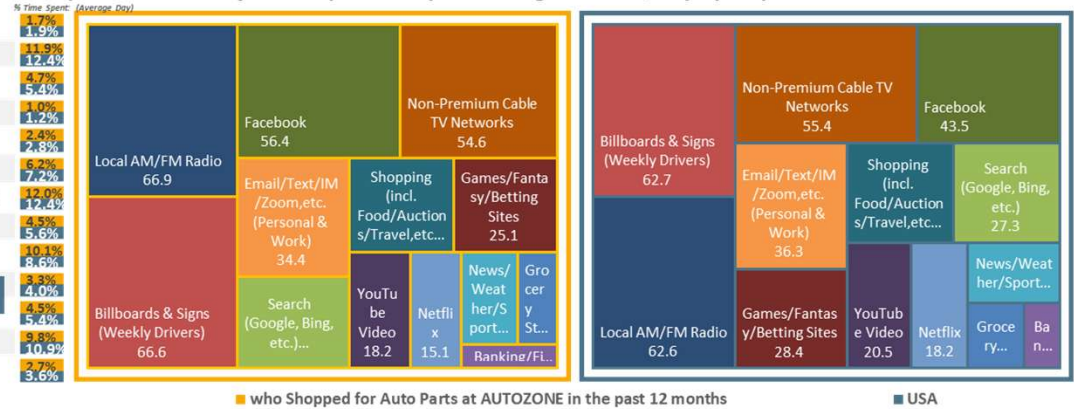


Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months spend an average of 6 hours and 38 minutes each day with All Forms of Ad-Supported Media. 79.6% listen to Local AM/FM Radio for an avg. of 61.2 minutes/day. (Local Radio delivers 12.2% of Time with Ad-Supported Media.)

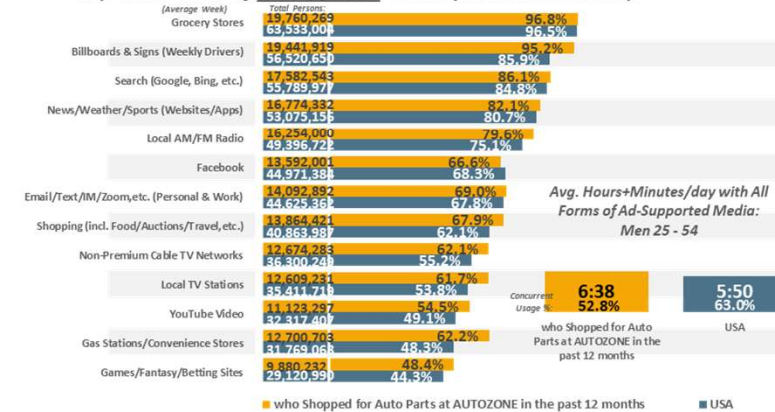
Top-13 All Forms of Media (Persons & % Reach): Men 25 - 54



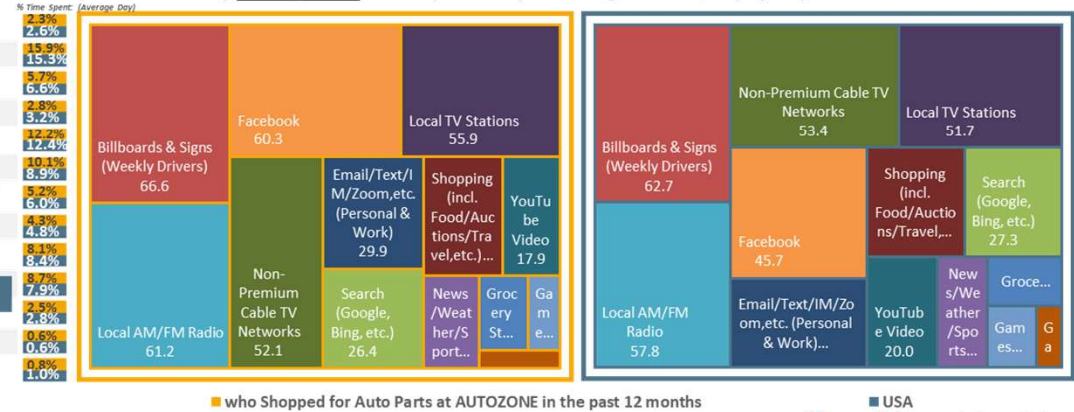
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



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



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

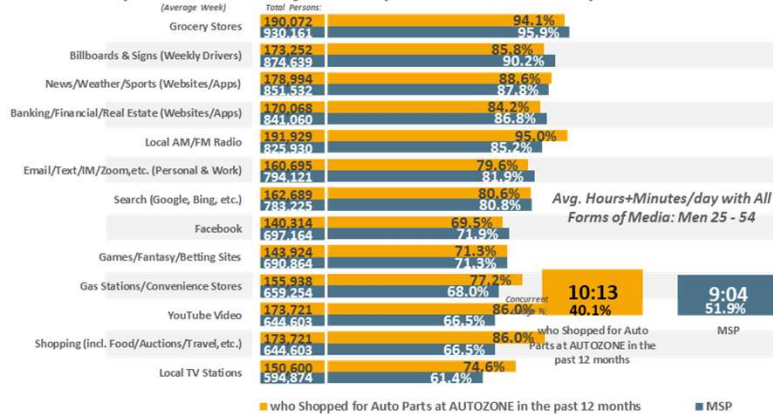
soefa.ai Share of Everything for Anything

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

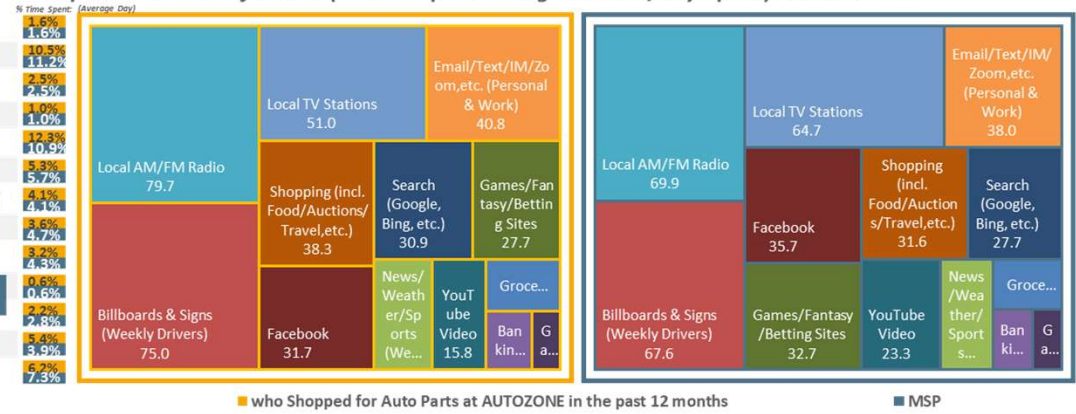


Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months spend an average of 6 hours and 42 minutes each day with All Forms of Ad-Supported Media. 88.5% listen to Local AM/FM Radio for an avg. of 64.1 minutes/day. (Local Radio delivers 14.1% of Time with Ad-Supported Media.)

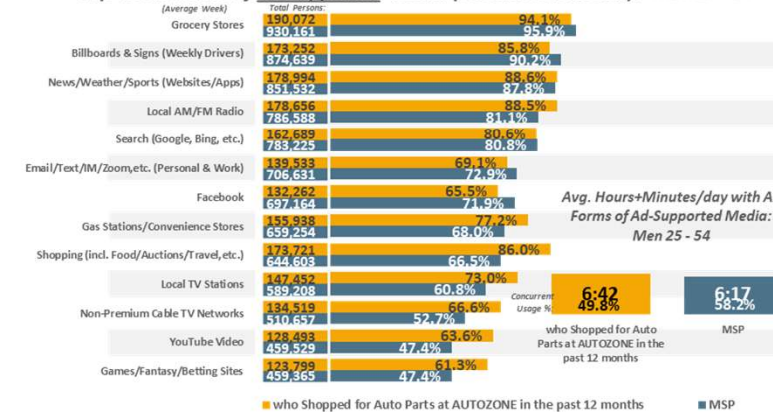
Top-13 All Forms of Media (Persons & % Reach): Men 25 - 54



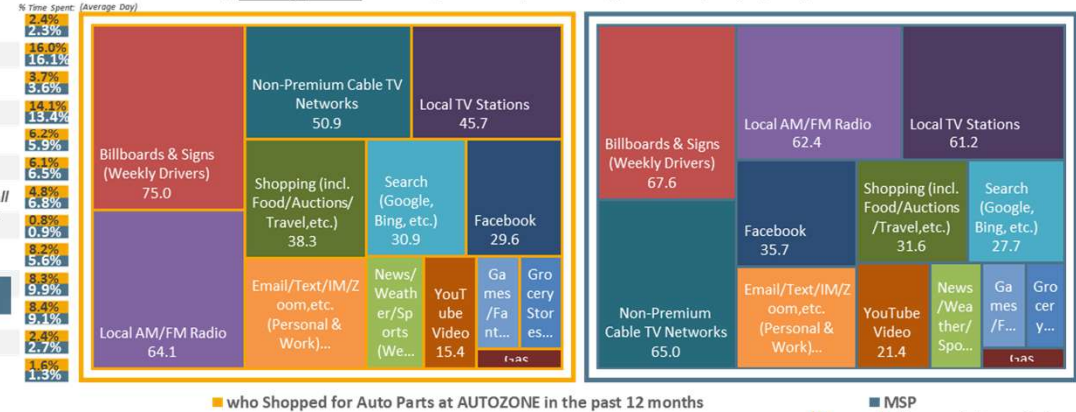
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



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



MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 296
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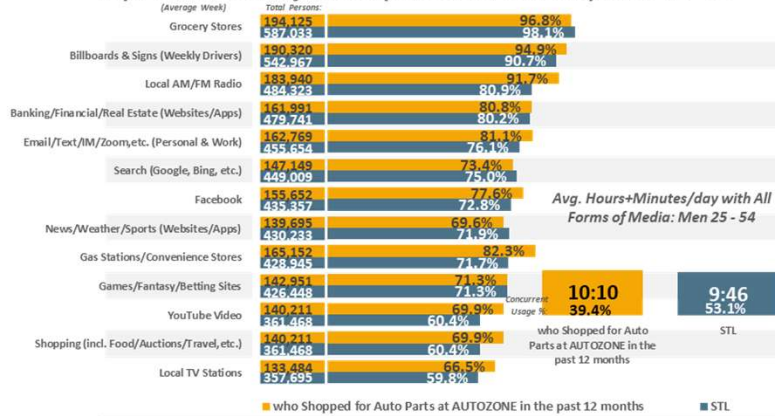
soefa.ai Share of Everything for Anything

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

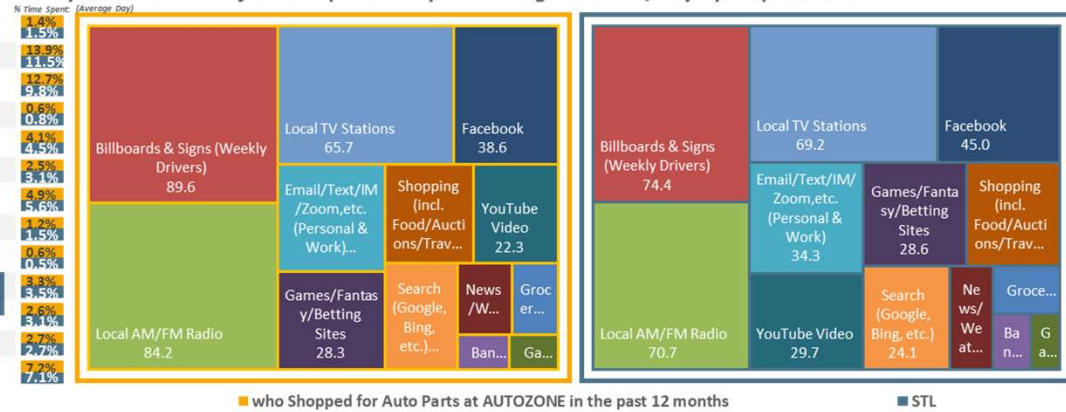


Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months spend an average of 6 hours and 40 minutes each day with All Forms of Ad-Supported Media. 87.6% listen to Local AM/FM Radio for an avg. of 79.1 minutes/day. (Local Radio delivers 17.3% of Time with Ad-Supported Media.)

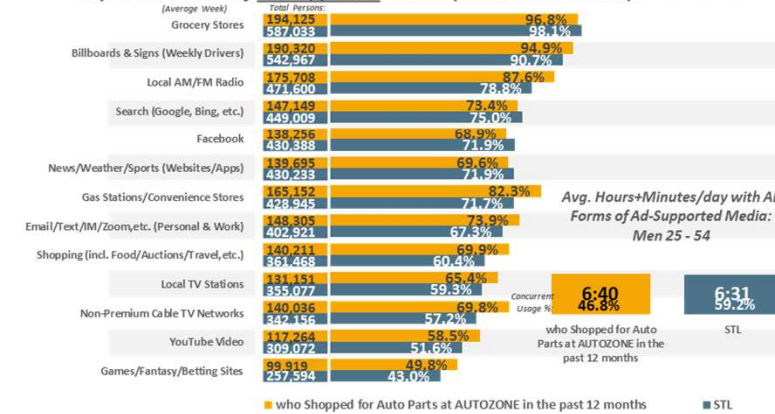
Top-13 All Forms of Media (Persons & % Reach): Men 25 - 54



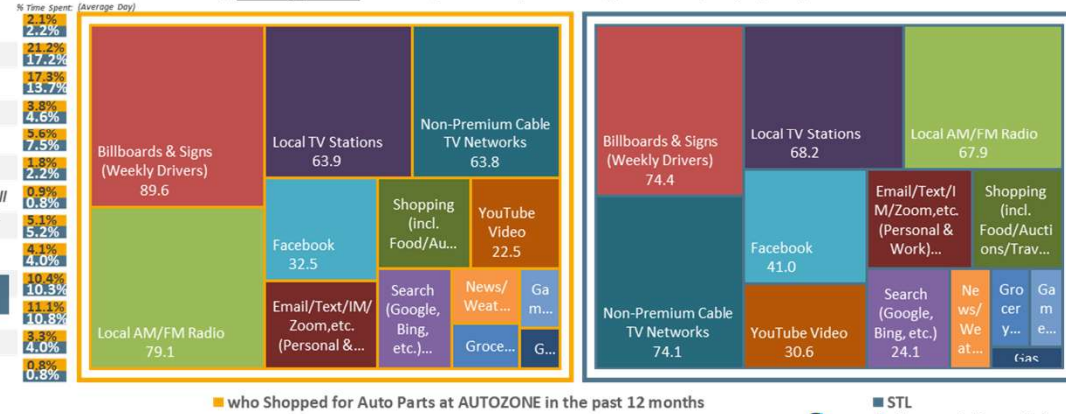
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



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



STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 603
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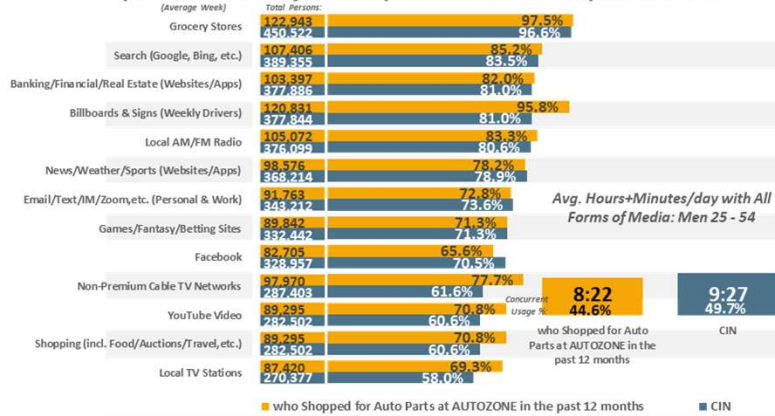
soefa.ai Share of Everything for Anything

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

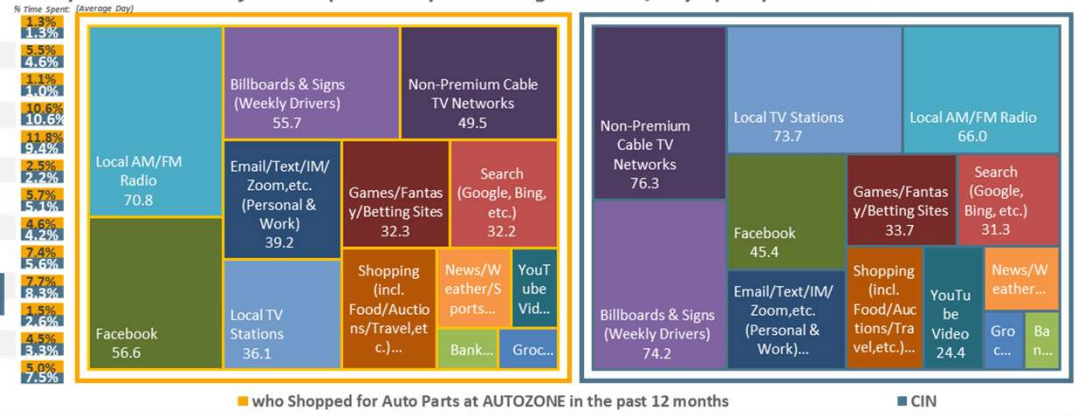


Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months spend an average of 6 hours and 28 minutes each day with All Forms of Ad-Supported Media. 82.4% listen to Local AM/FM Radio for an avg. of 70.5 minutes/day. (Local Radio delivers 15.0% of Time with Ad-Supported Media.)

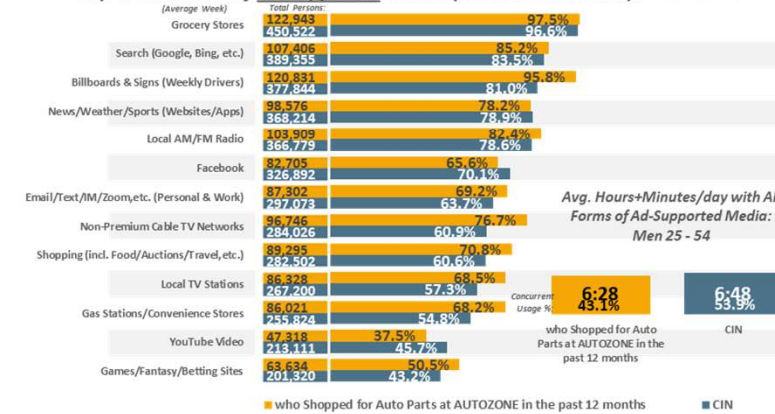
Top-13 All Forms of Media (Persons & % Reach): Men 25 - 54



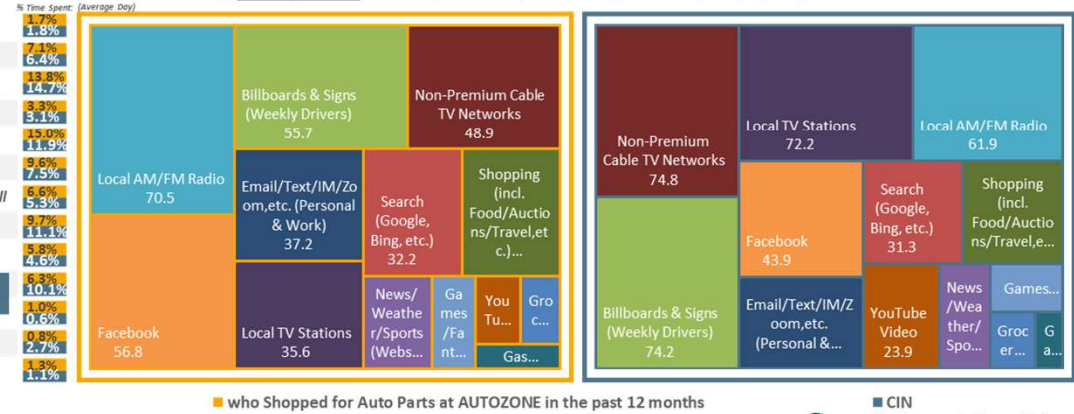
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



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



CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 537
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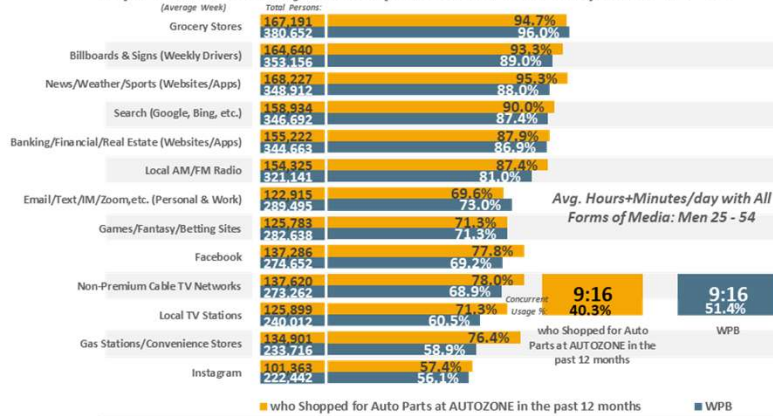
soefa.ai Share of Everything for Anything

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

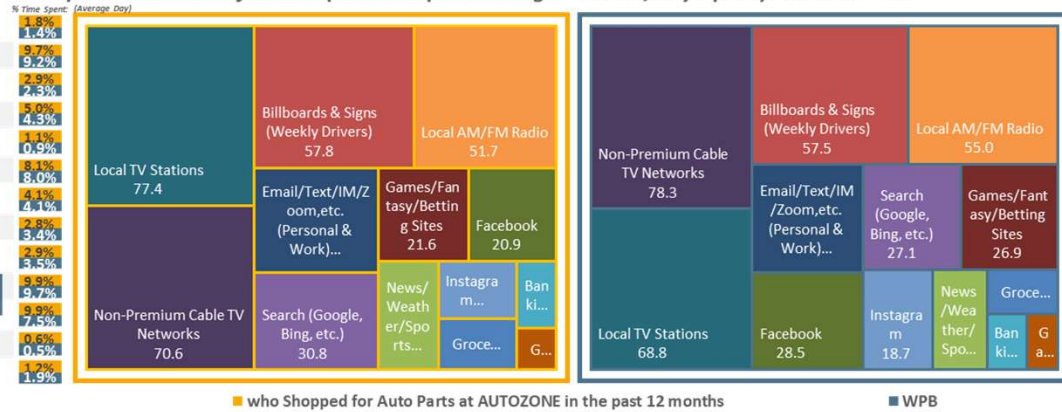


Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months spend an average of 6 hours and 41 minutes each day with All Forms of Ad-Supported Media. 84.4% listen to Local AM/FM Radio for an avg. of 47. minutes/day. (Local Radio delivers 9.9% of Time with Ad-Supported Media.)

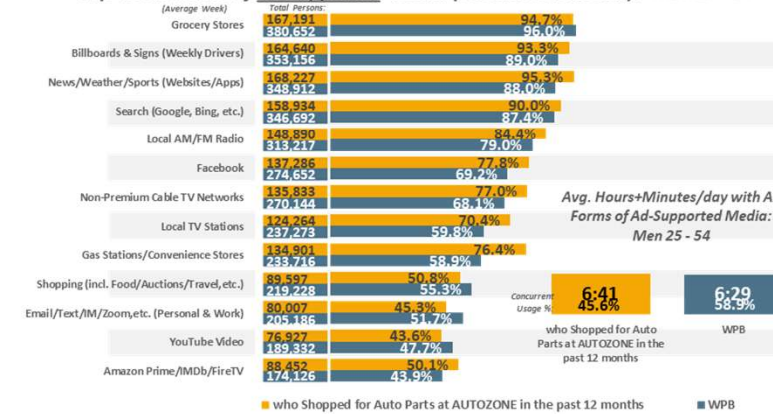
Top-13 All Forms of Media (Persons & % Reach): Men 25 - 54



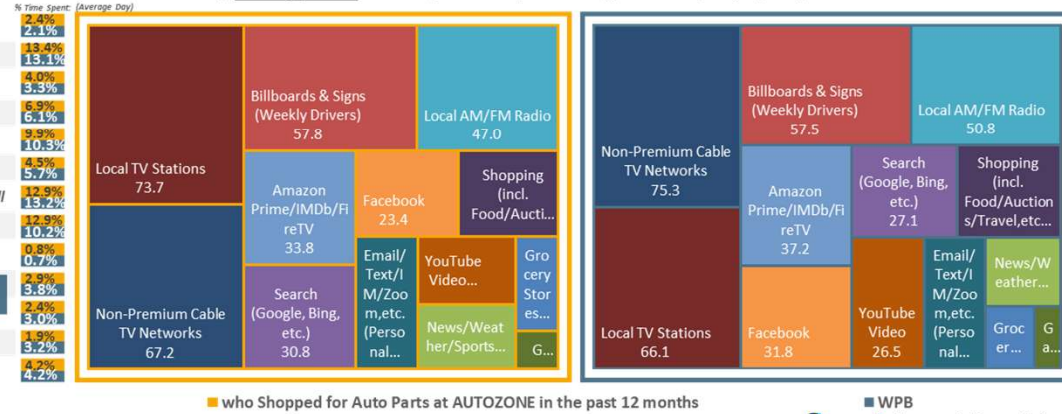
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



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



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 657
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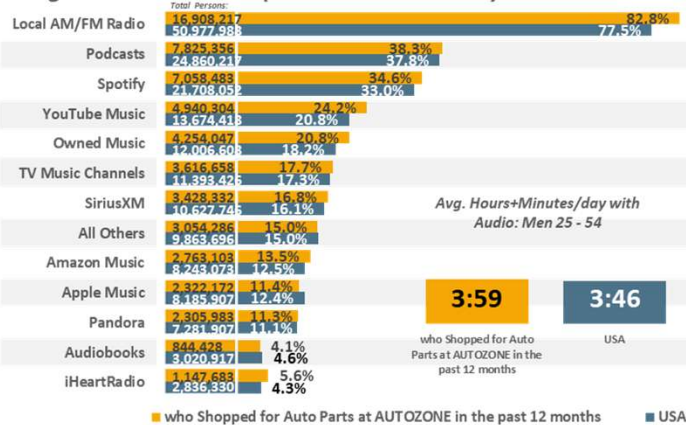
soefa.ai Share of Everything for Anything

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

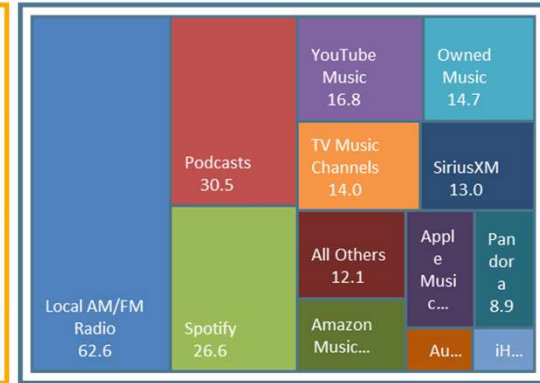
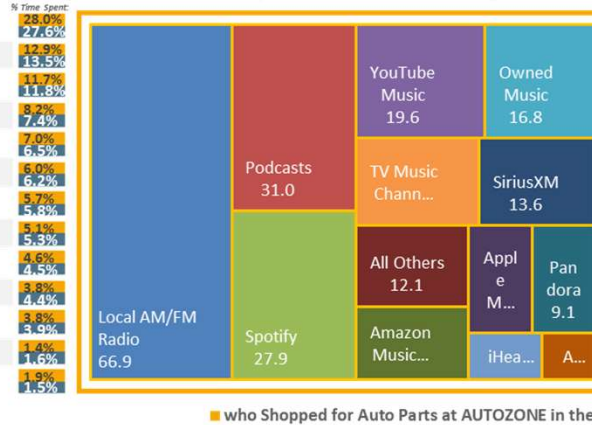


16,254,000 or 79.6% of Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months listen to Ad-Supported Local AM/FM Radio for an average of 61.2 minutes every day representing 35.2% of all time spent daily with Ad-Supported Audio.

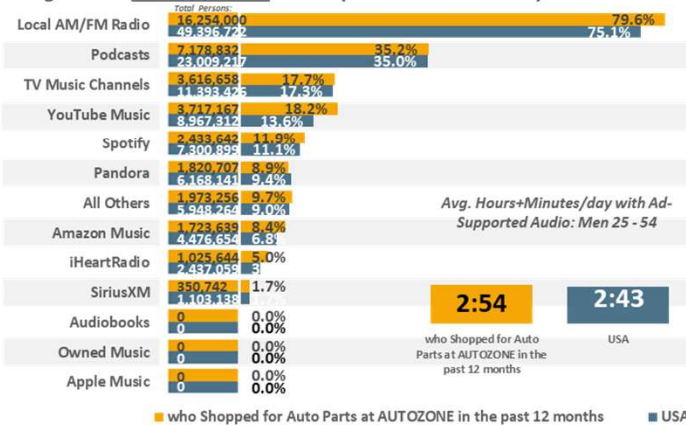
Avg. Week All Audio (Persons & % Reach): Men 25 - 54



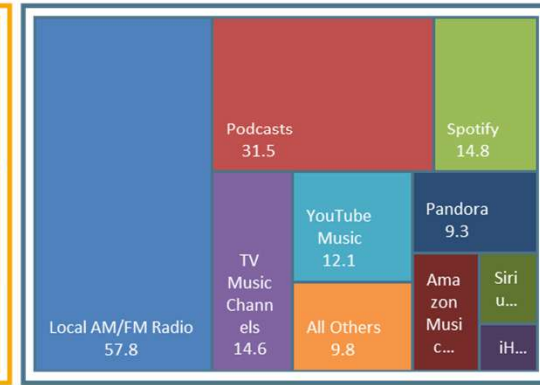
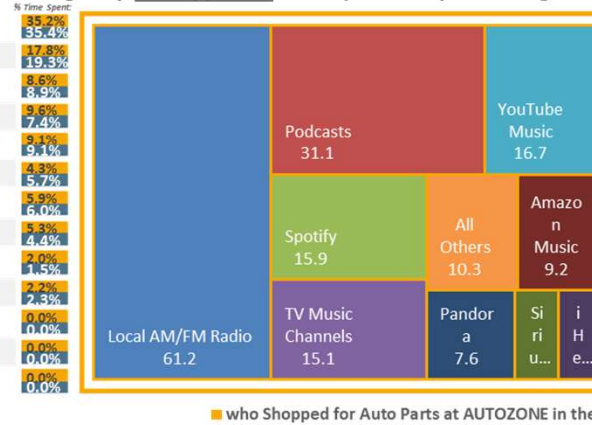
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



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



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

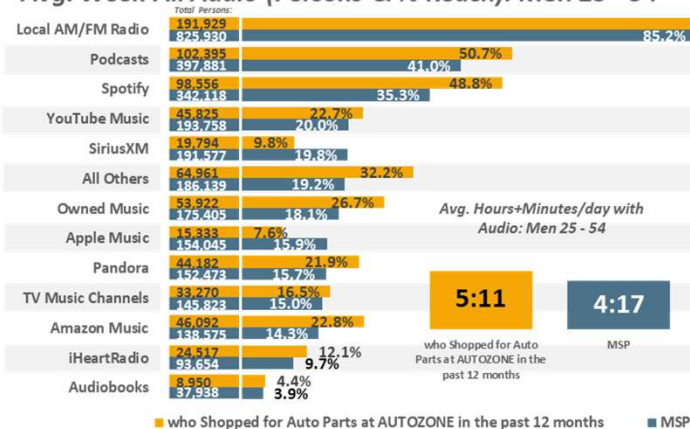
soefa.ai Share of Everything for Anything

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

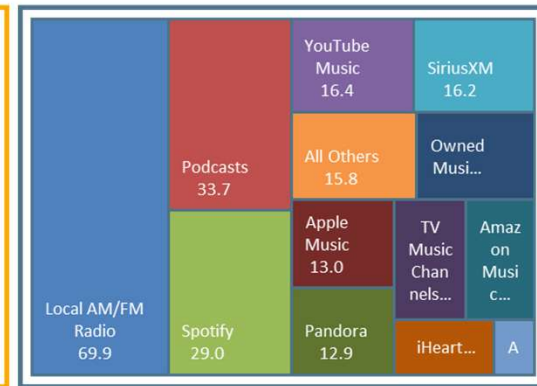
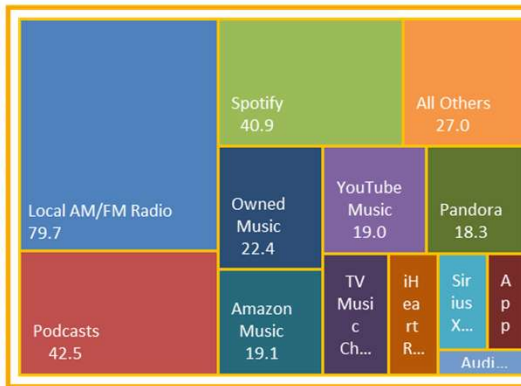


178,656 or 88.5% of Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months listen to Ad-Supported Local AM/FM Radio for an average of 64.1 minutes every day representing 27.1% of all time spent daily with Ad-Supported Audio.

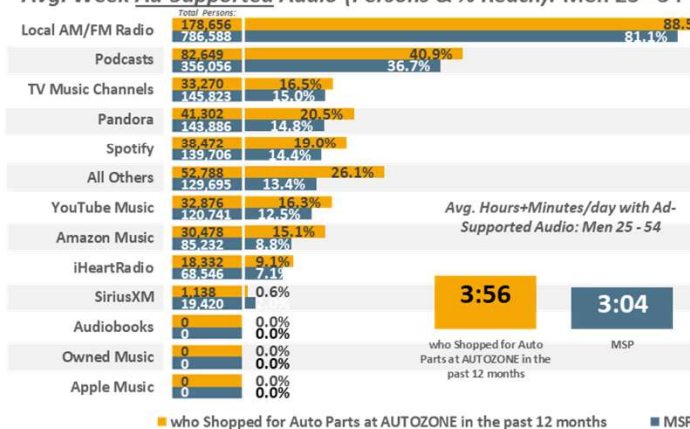
Avg. Week All Audio (Persons & % Reach): Men 25 - 54



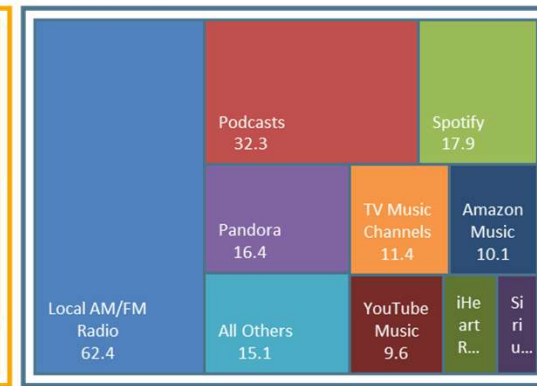
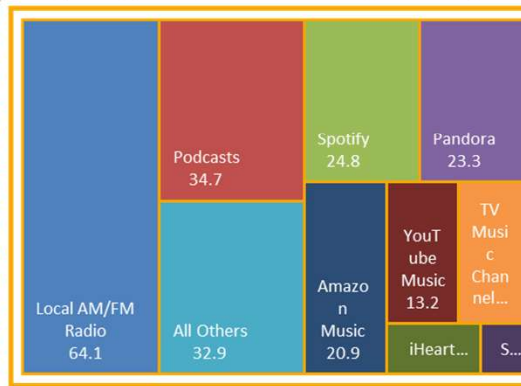
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



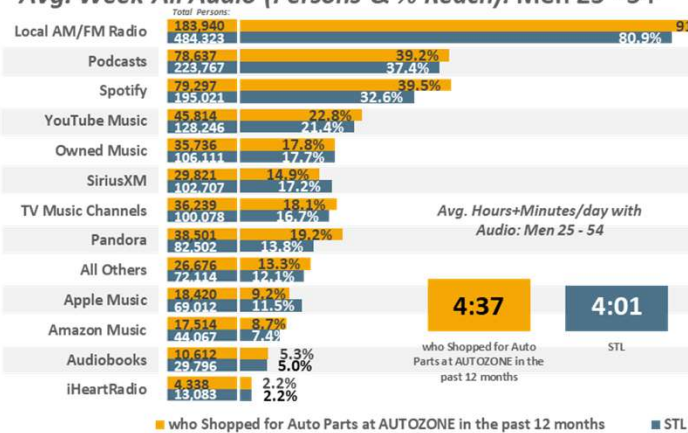
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



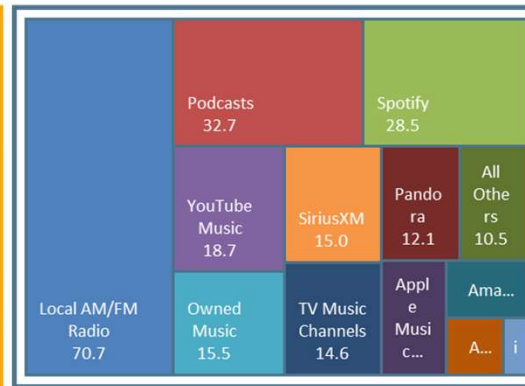
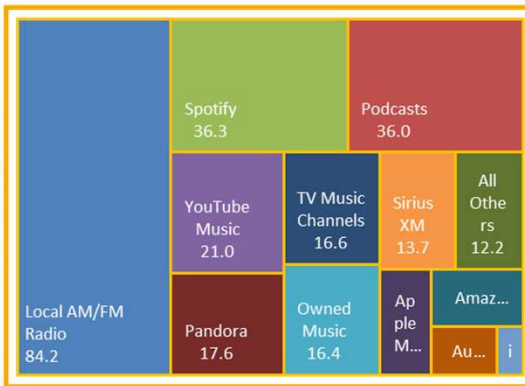


175,708 or 87.6% of Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months listen to Ad-Supported Local AM/FM Radio for an average of 79.1 minutes every day representing 35.4% of all time spent daily with Ad-Supported Audio.

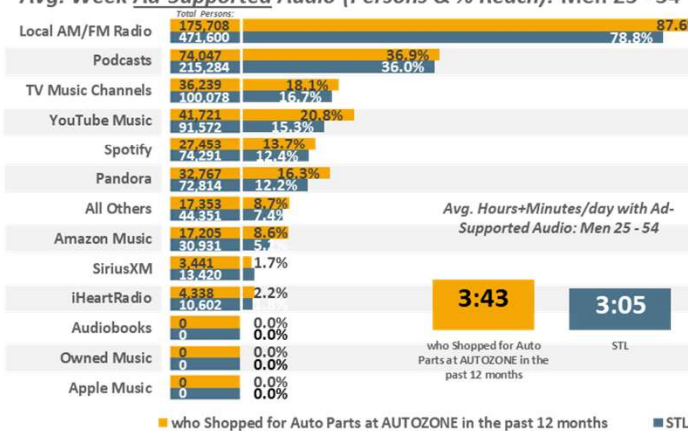
Avg. Week All Audio (Persons & % Reach): Men 25 - 54



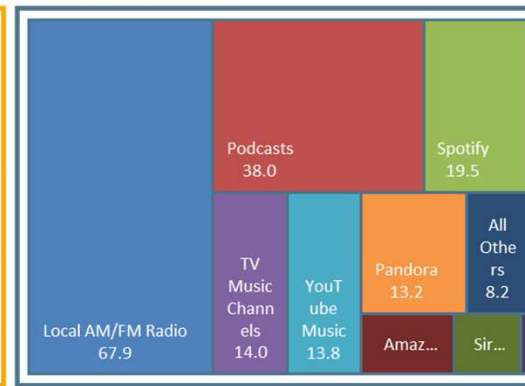
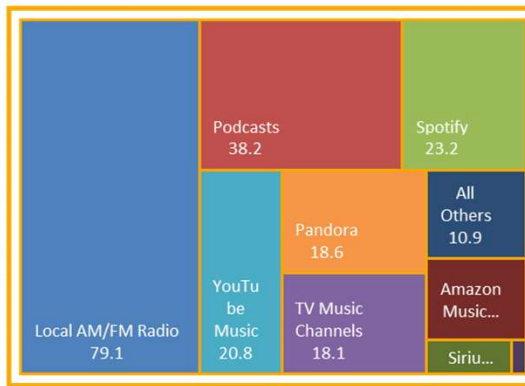
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



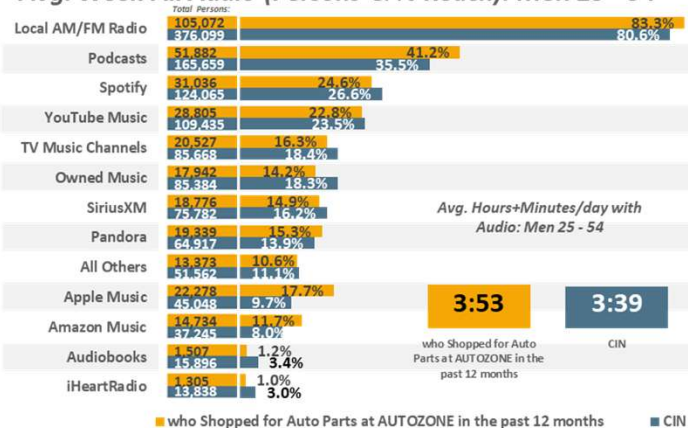
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



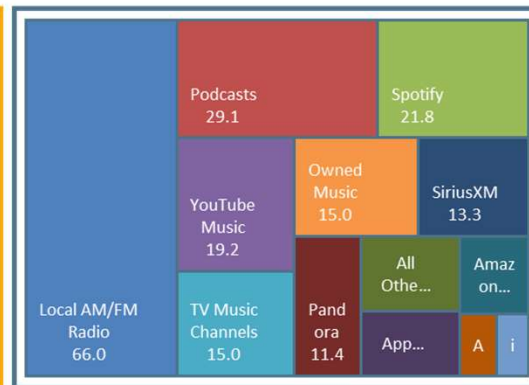
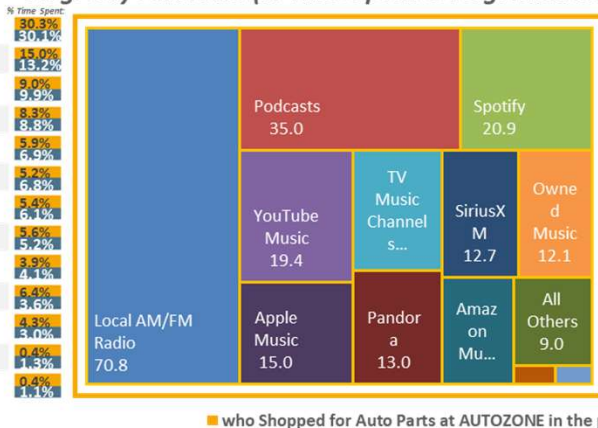


103,909 or 82.4% of Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months listen to Ad-Supported Local AM/FM Radio for an average of 70.5 minutes every day representing 39.% of all time spent daily with Ad-Supported Audio.

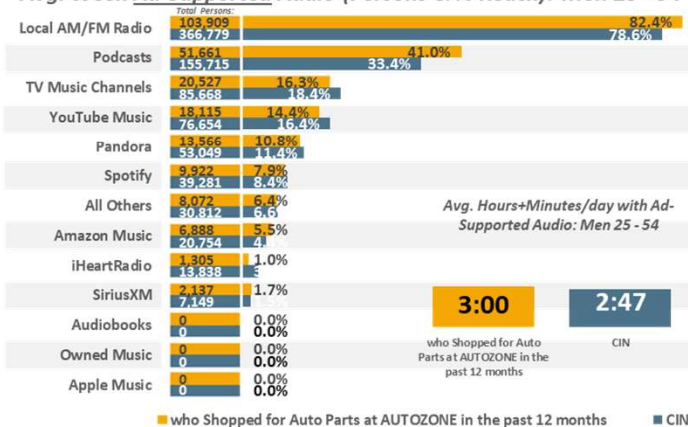
Avg. Week All Audio (Persons & % Reach): Men 25 - 54



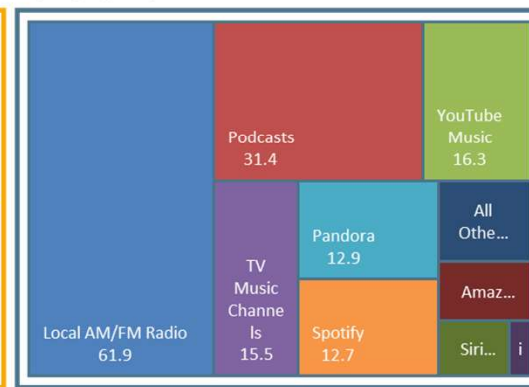
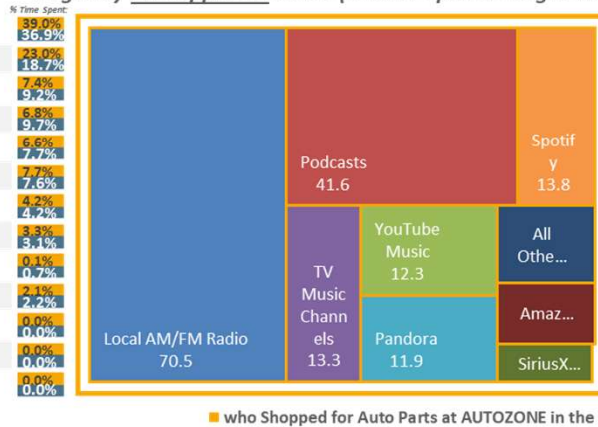
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



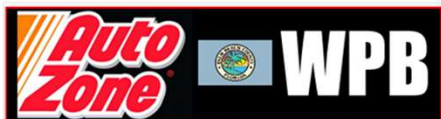
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 537
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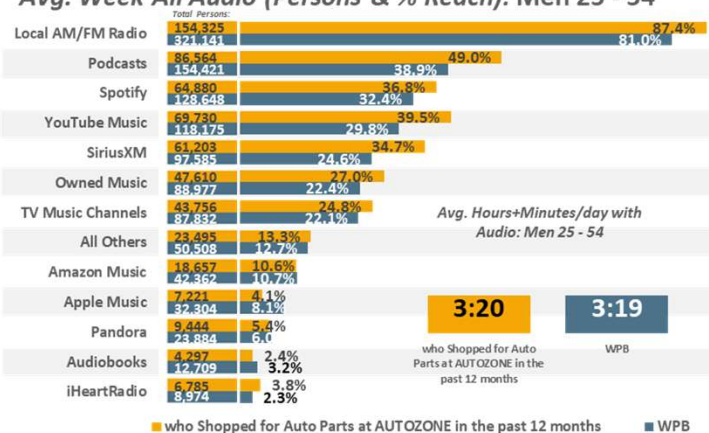
soefa.ai Share of Everything for Anything

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

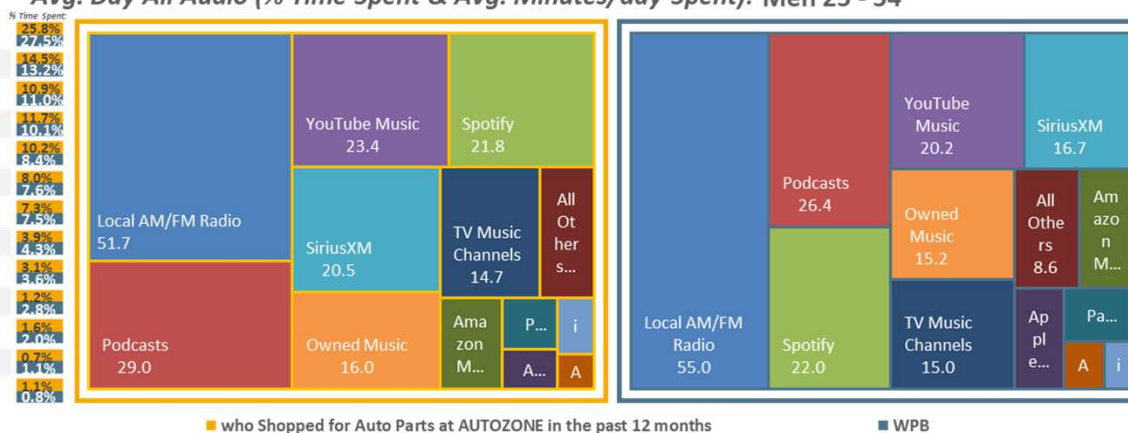


148,890 or 84.4% of Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months listen to Ad-Supported Local AM/FM Radio for an average of 47. minutes every day representing 28.9% of all time spent daily with Ad-Supported Audio.

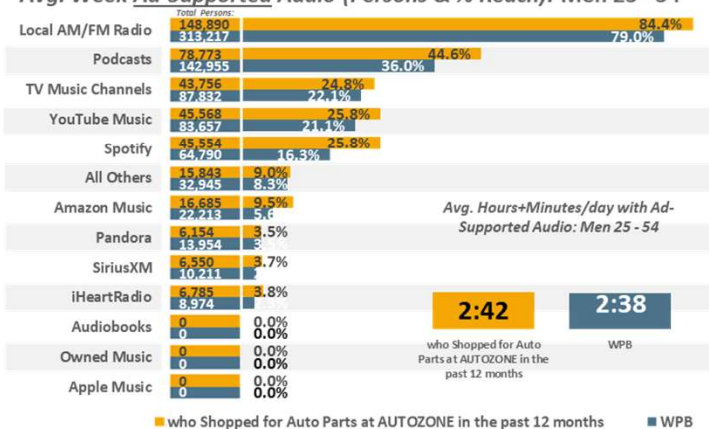
Avg. Week All Audio (Persons & % Reach): Men 25 - 54



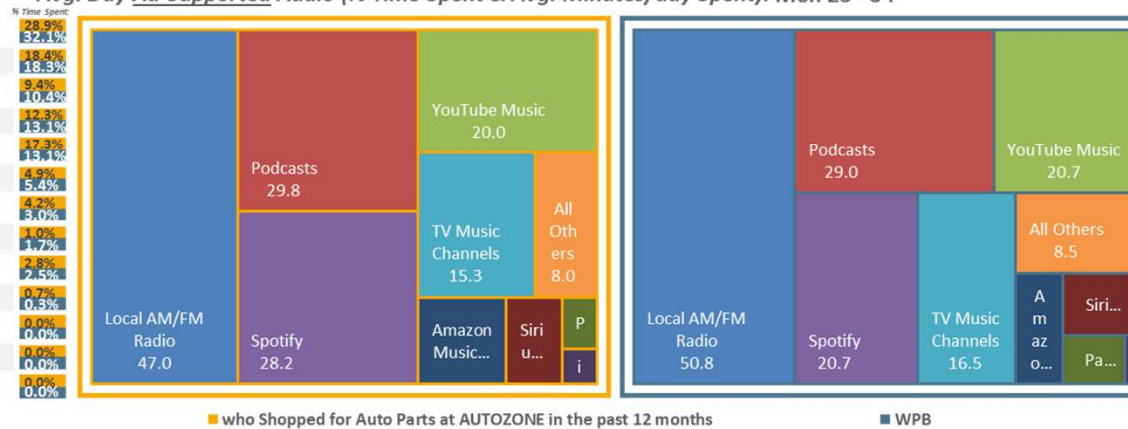
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



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



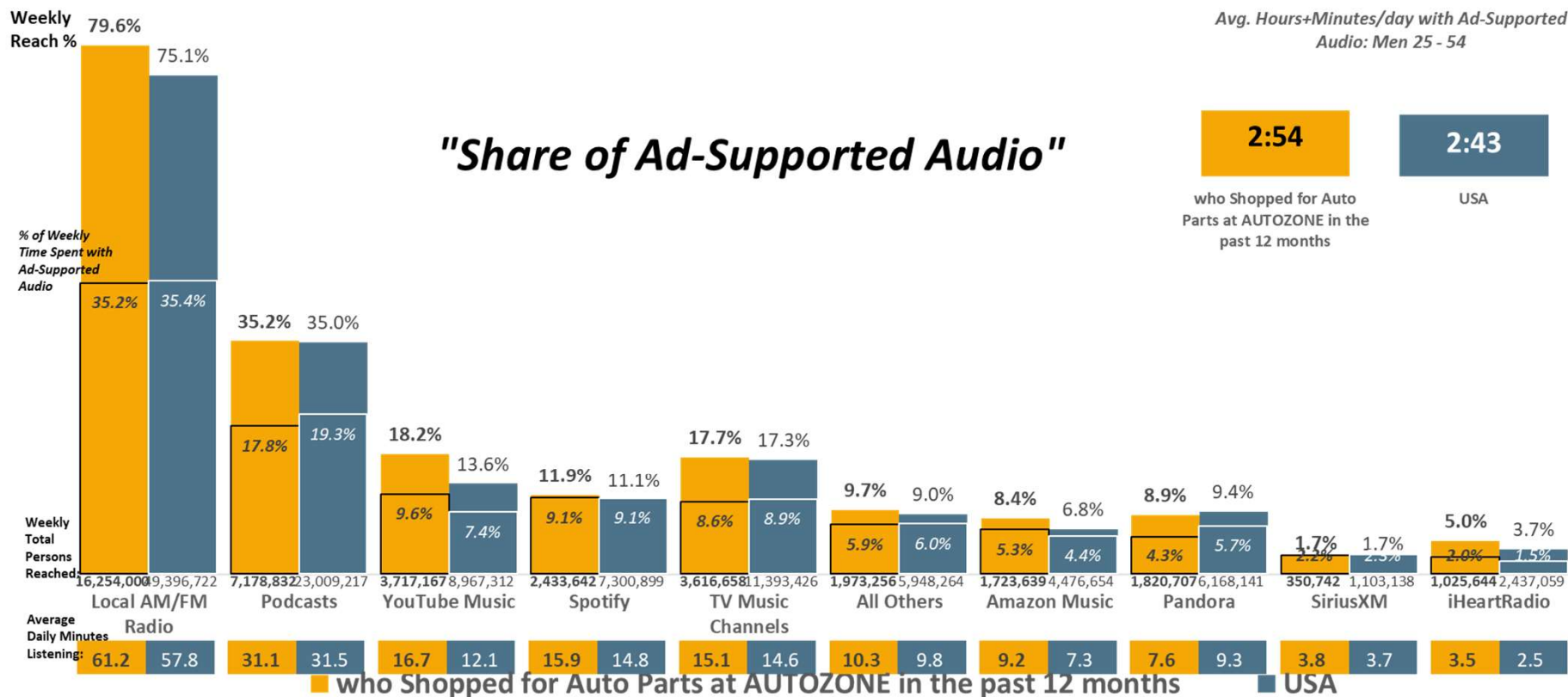
WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 657
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): AutoZone

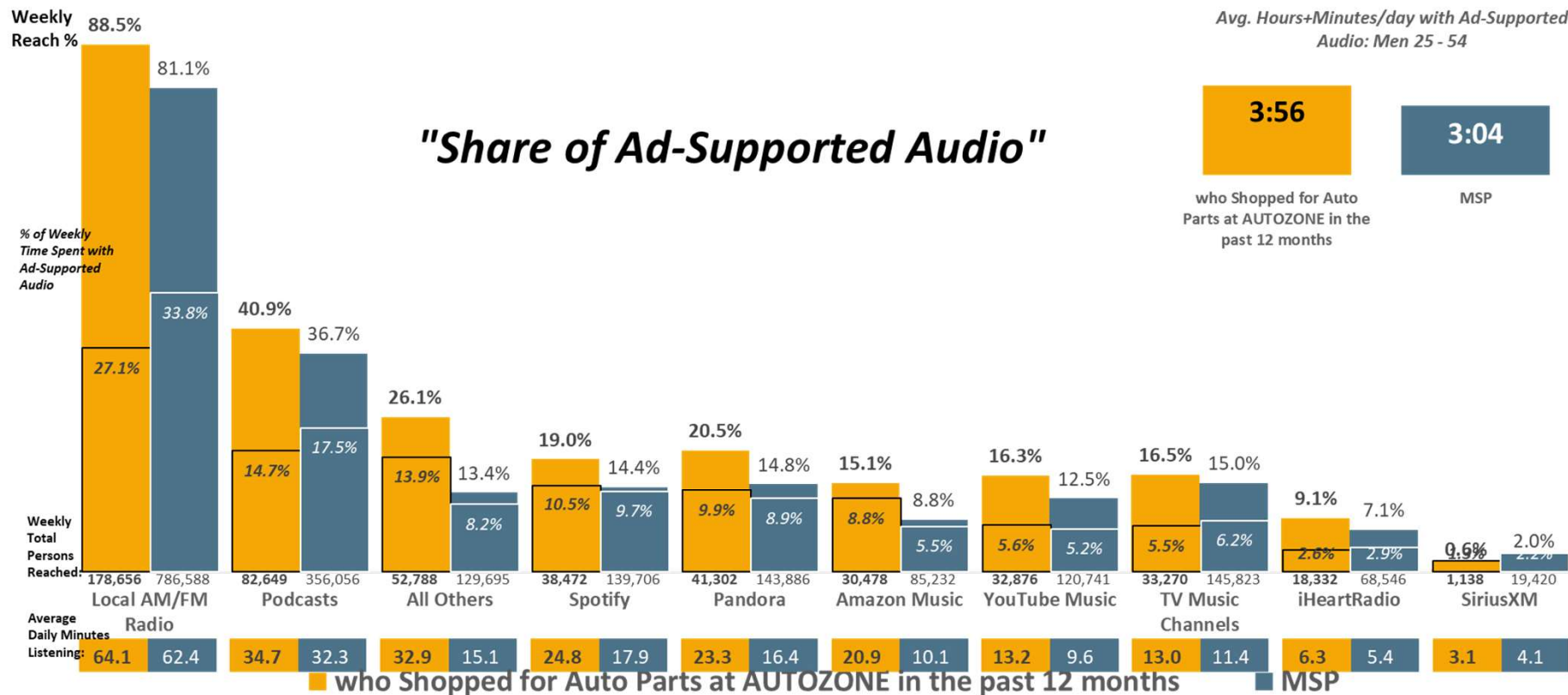


16,254,000 or 79.6% of Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months listen to Ad-Supported Local AM/FM Radio for an average of 61.2 minutes every day representing 35.2% of all time spent daily with Ad-Supported Audio.





178,656 or 88.5% of Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months listen to Ad-Supported Local AM/FM Radio for an average of 64.1 minutes every day representing 27.1% of all time spent daily with Ad-Supported Audio.



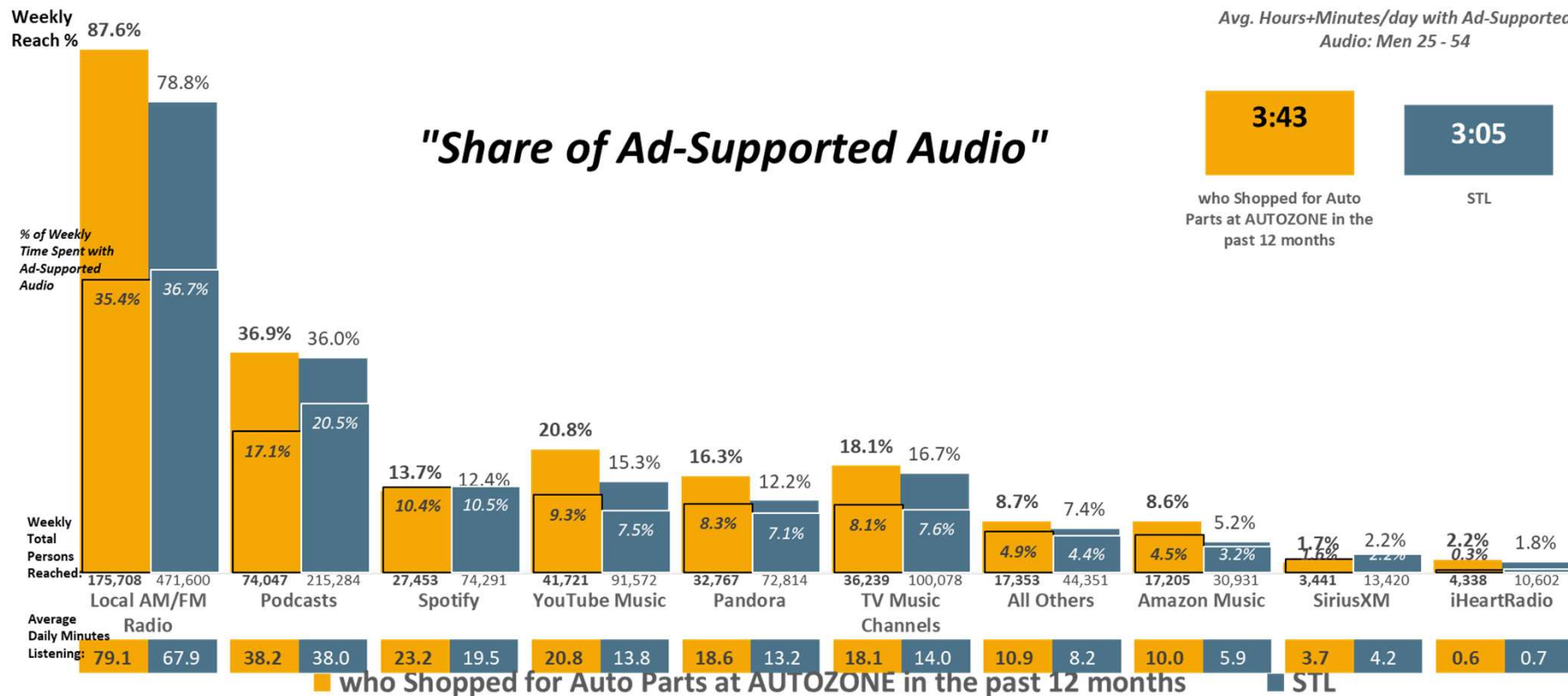
MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 296 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,081
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): AutoZone

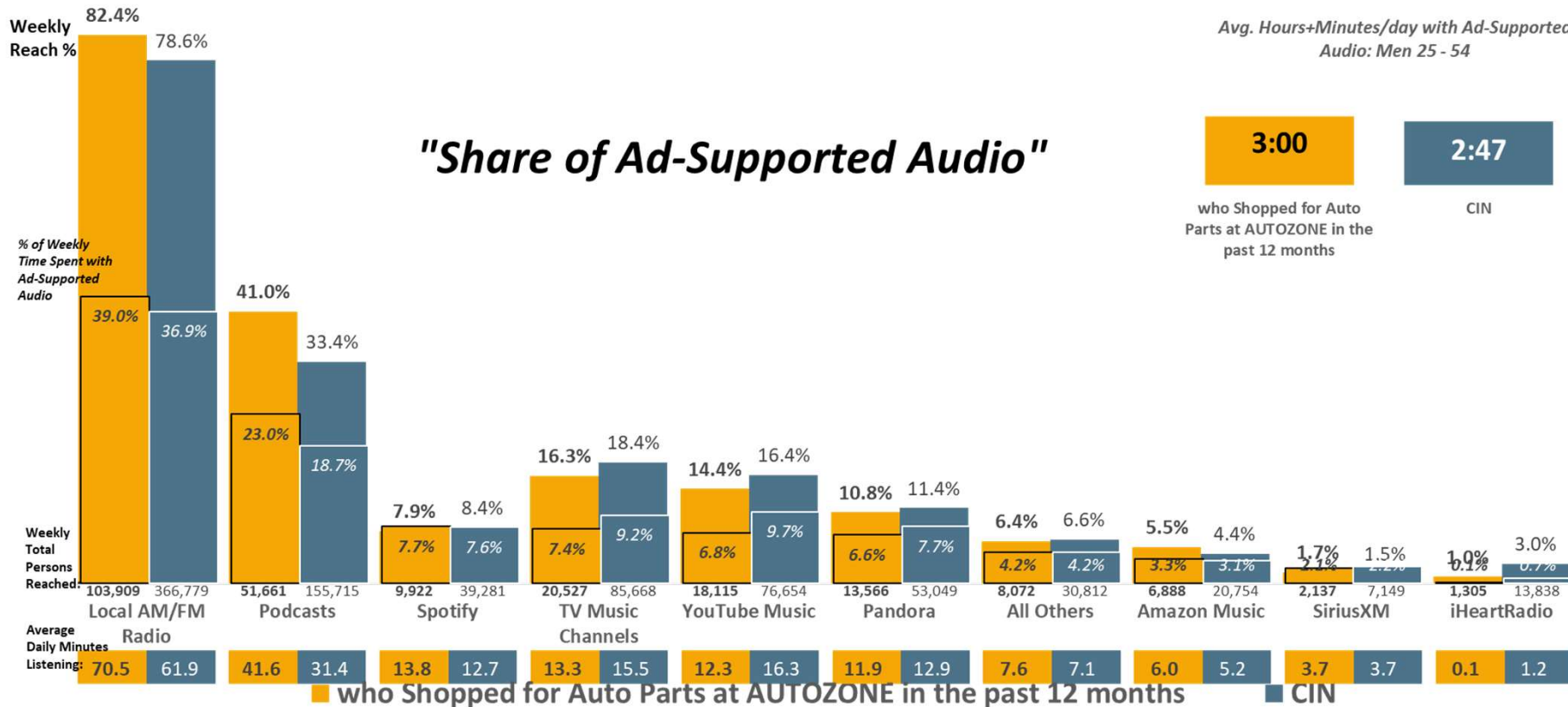


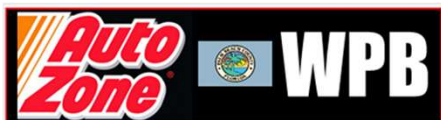
175,708 or 87.6% of Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months listen to Ad-Supported Local AM/FM Radio for an average of 79.1 minutes every day representing 35.4% of all time spent daily with Ad-Supported Audio.



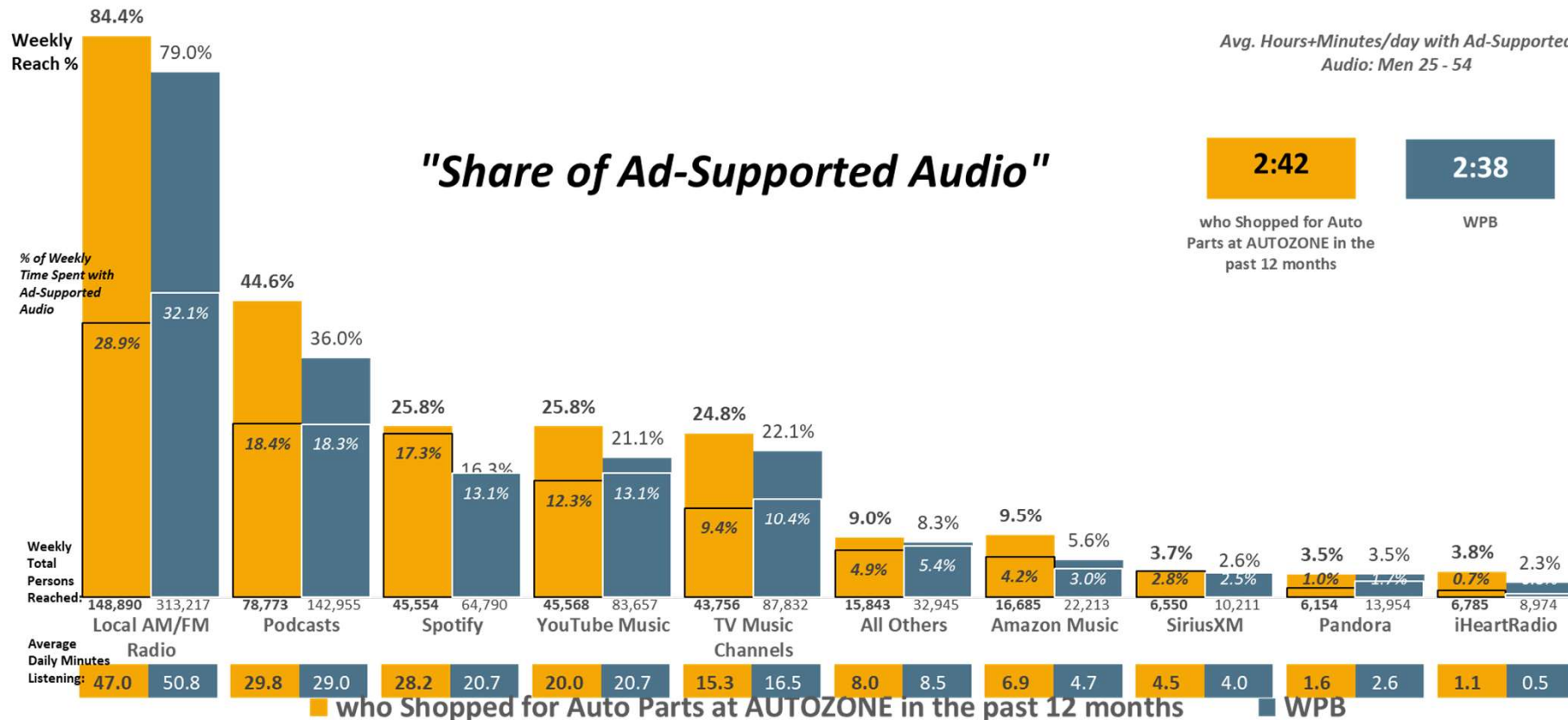


103,909 or 82.4% of Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months listen to Ad-Supported Local AM/FM Radio for an average of 70.5 minutes every day representing 39.% of all time spent daily with Ad-Supported Audio.





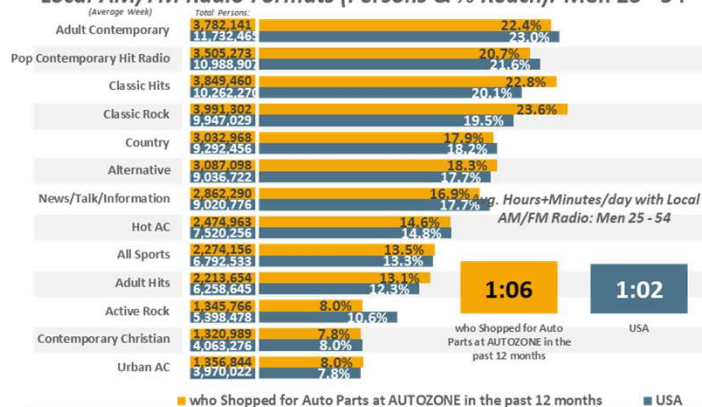
148,890 or 84.4% of Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months listen to Ad-Supported Local AM/FM Radio for an average of 47. minutes every day representing 28.9% of all time spent daily with Ad-Supported Audio.



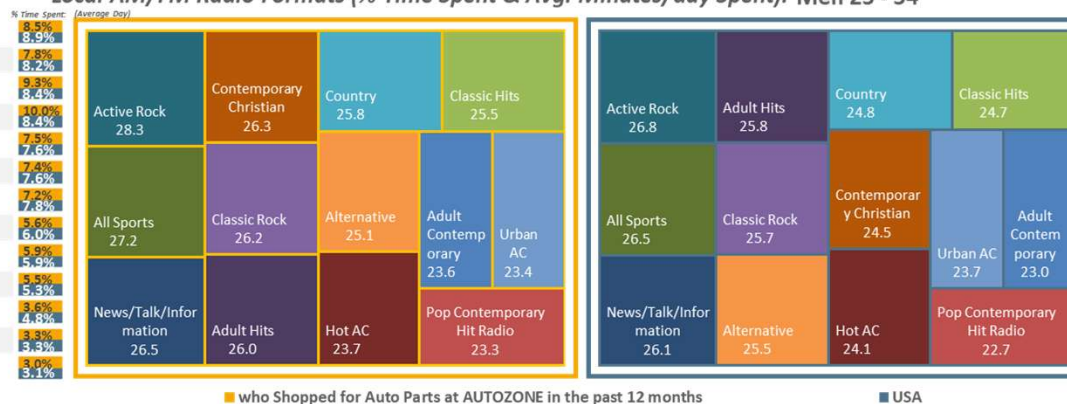


16,254,000 or 79.6% of Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Rock, Classic Hits, Adult Contemporary, Pop Contemporary Hit Radio, and Alternative.

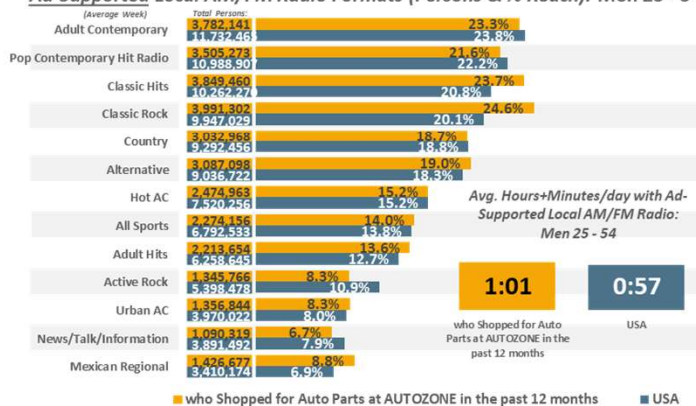
Local AM/FM Radio Formats (Persons & % Reach): Men 25 - 54



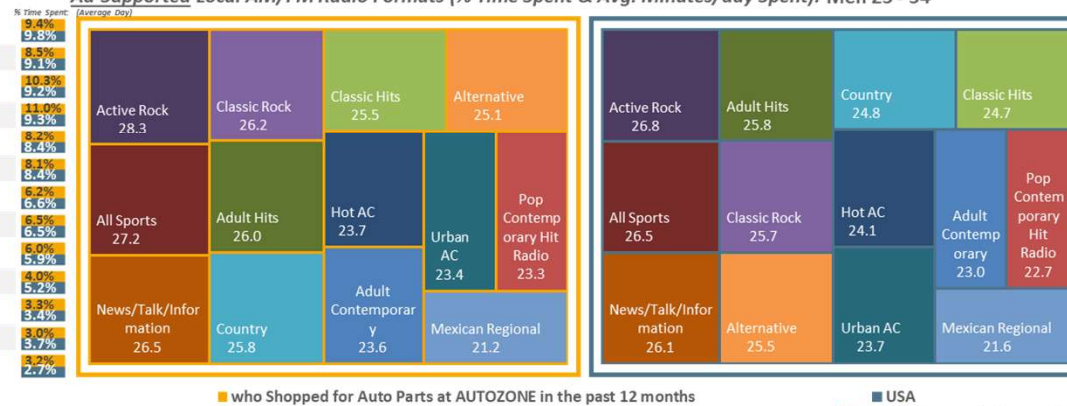
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



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



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

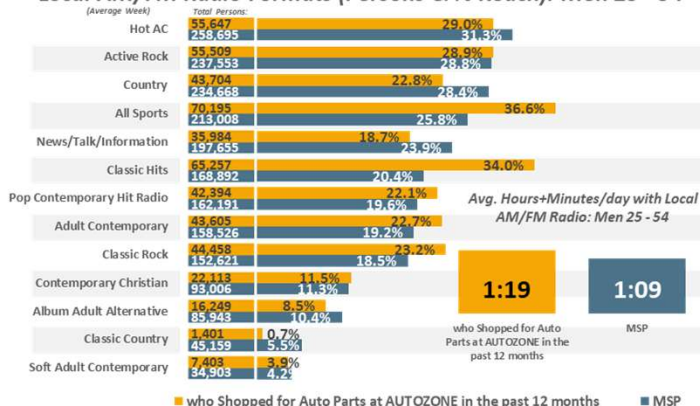
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): AutoZone

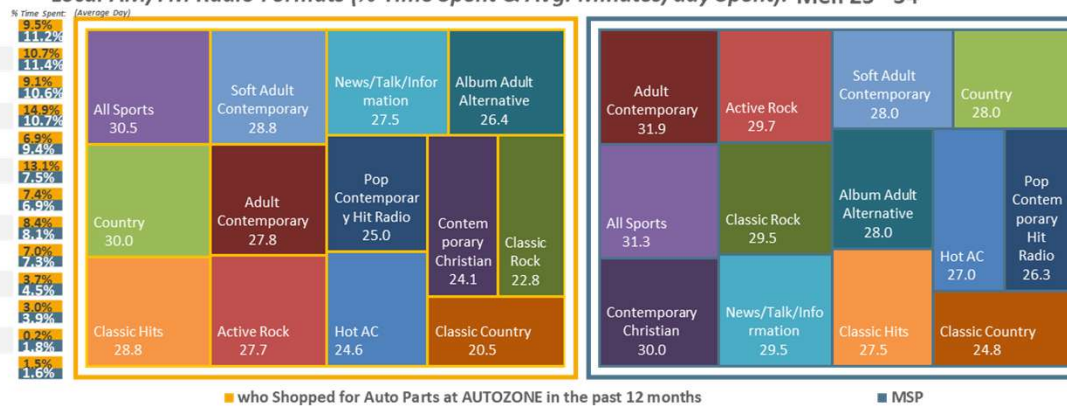


178,656 or 88.5% of Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are All Sports, Classic Hits, Hot AC, Active Rock, and Classic Rock.

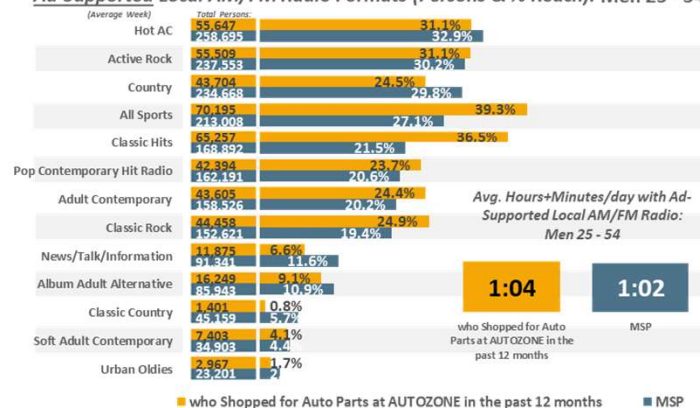
Local AM/FM Radio Formats (Persons & % Reach): Men 25 - 54



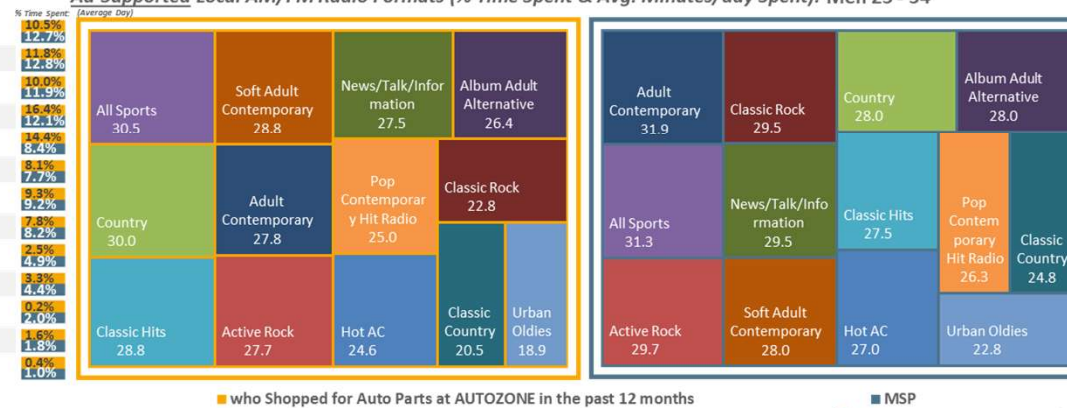
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



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



MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 296
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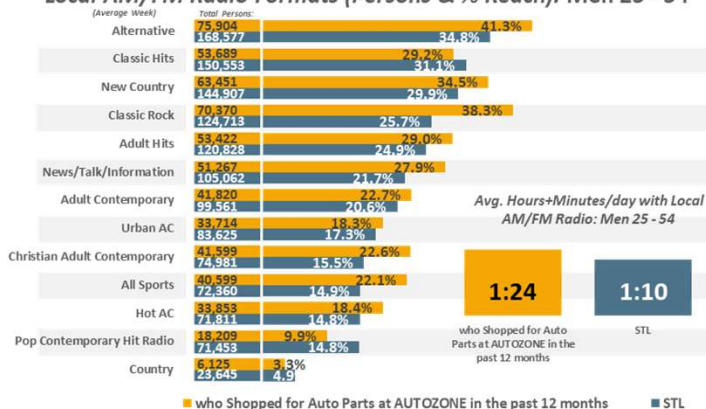
soefa.ai Share of Everything for Anything

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

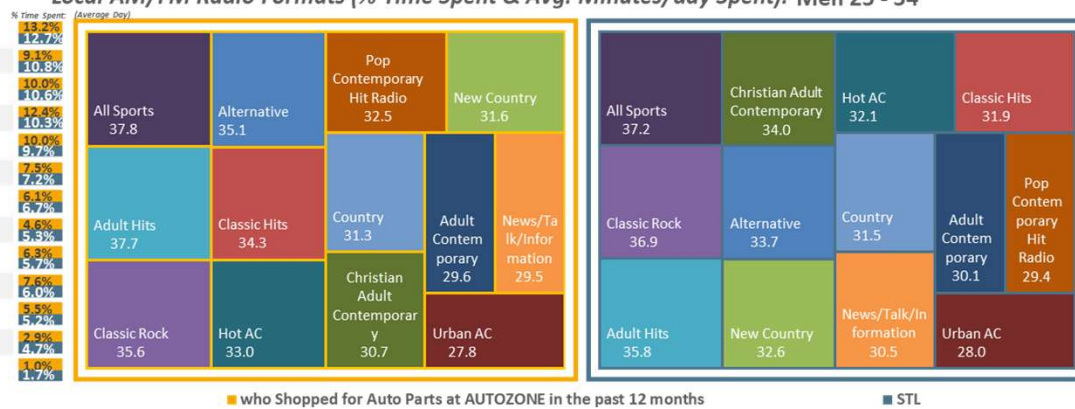


175,708 or 87.6% of Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Alternative, Classic Rock, New Country, Classic Hits, and Adult Hits.

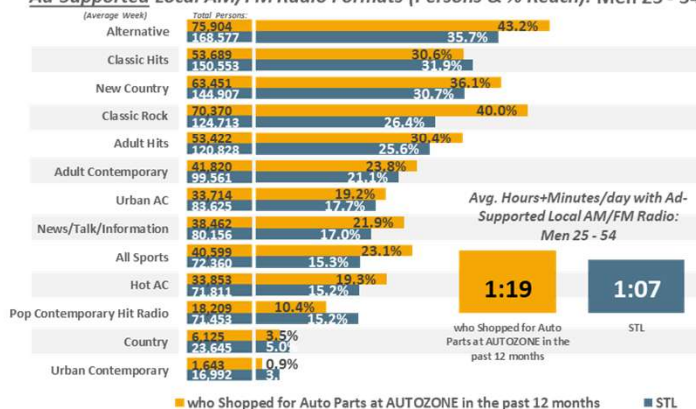
Local AM/FM Radio Formats (Persons & % Reach): Men 25 - 54



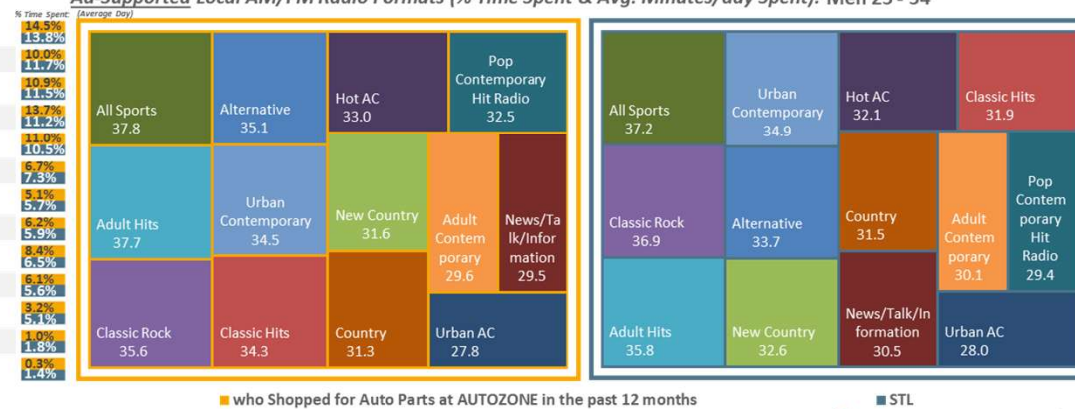
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



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



STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 603
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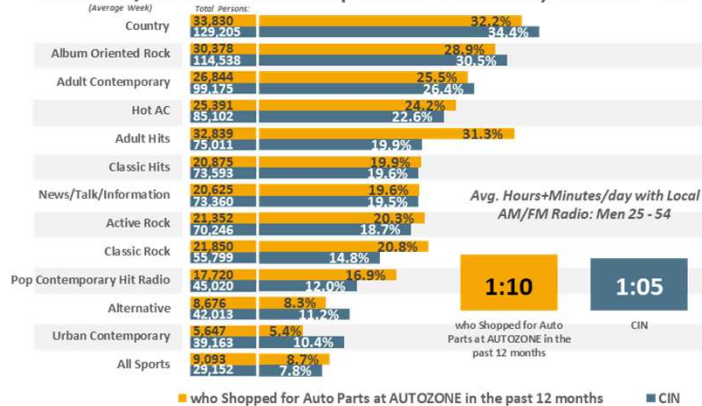
soefa.ai Share of Everything for Anything

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



103,909 or 82.4% of Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Adult Hits, Album Oriented Rock, Adult Contemporary, and Hot AC.

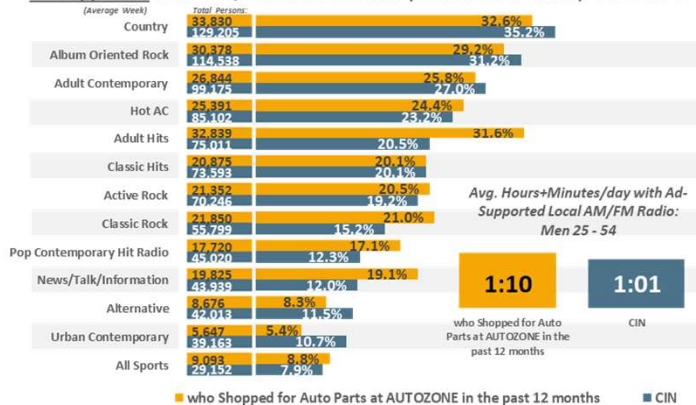
Local AM/FM Radio Formats (Persons & % Reach): Men 25 - 54



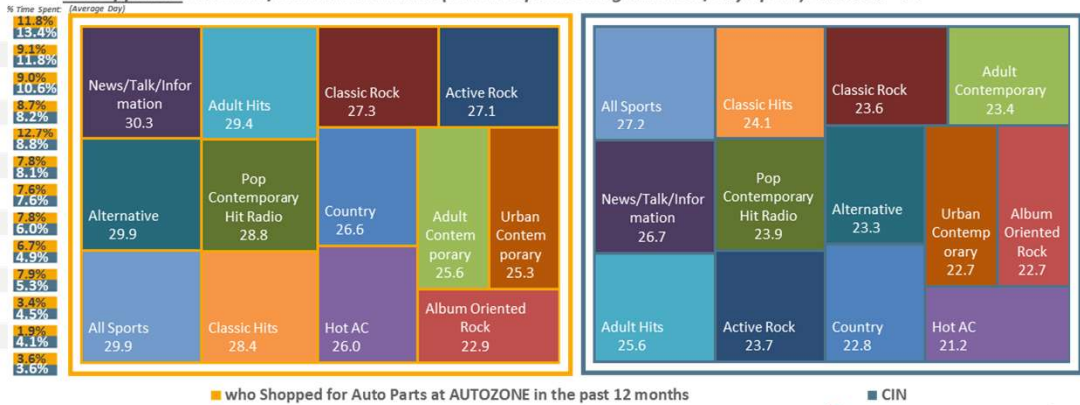
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



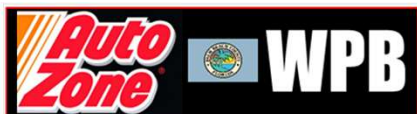
Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 537
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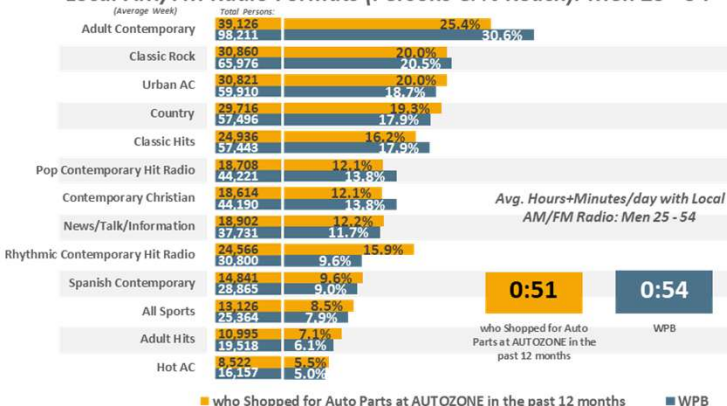
soefa.ai Share of Everything for Anything

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

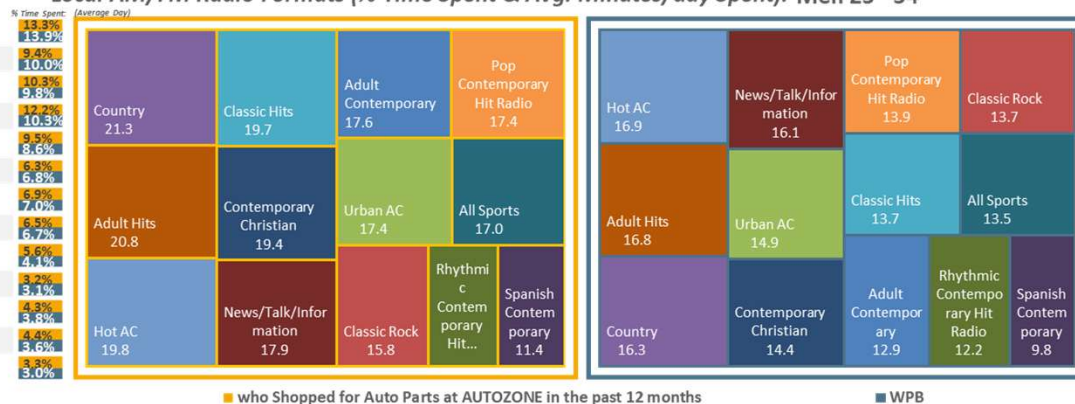


148,890 or 84.4% of Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Rock, Urban AC, Country, and Classic Hits.

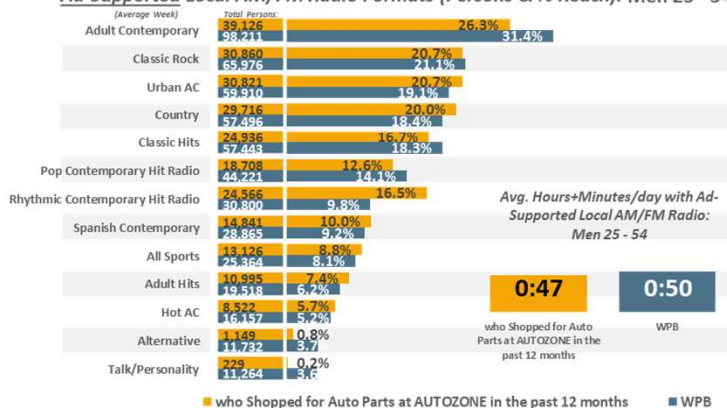
Local AM/FM Radio Formats (Persons & % Reach): Men 25 - 54



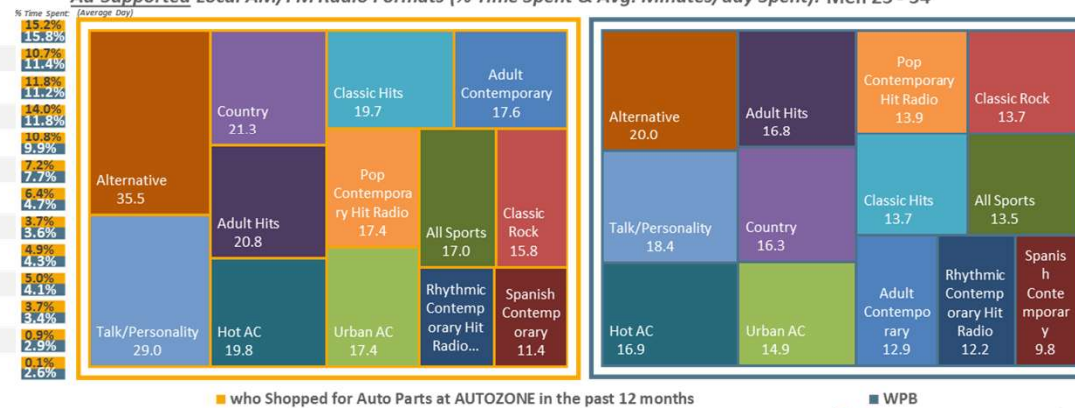
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



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



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 657
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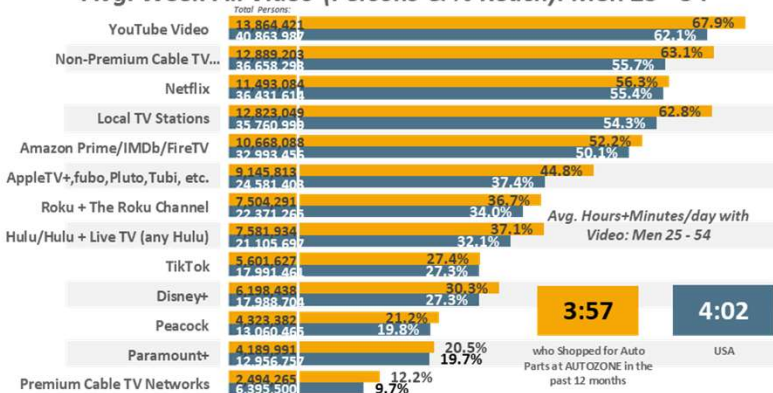
soefa.ai Share of Everything for Anything

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



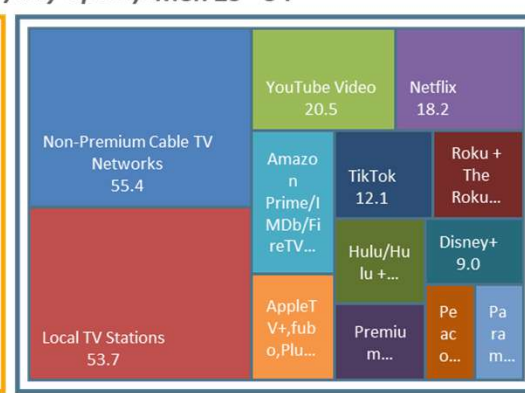
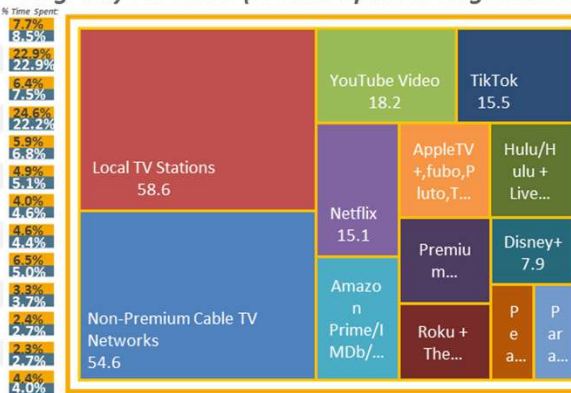
12,609,231 or 61.7% of Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months watch Ad-Supported Local TV Stations for an average of 55.9 minutes every day representing 28.4% of all time spent daily with Ad-Supported Video.

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

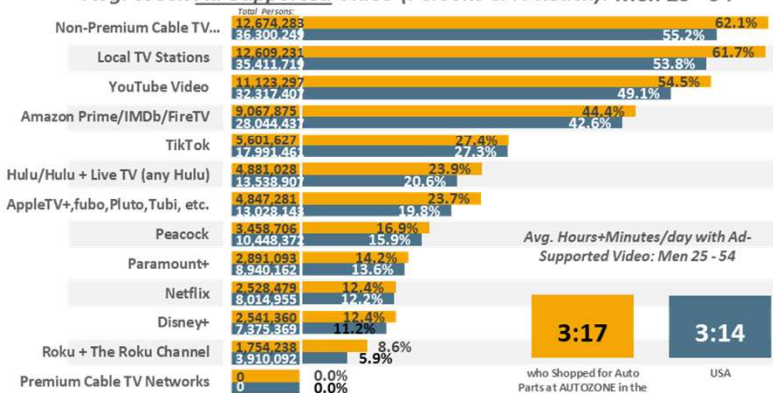


Avg. Hours+Minutes/day with Video: Men 25 - 54
3:57 (who Shopped for Auto Parts at AUTOZONE in the past 12 months)
4:02 (USA)

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

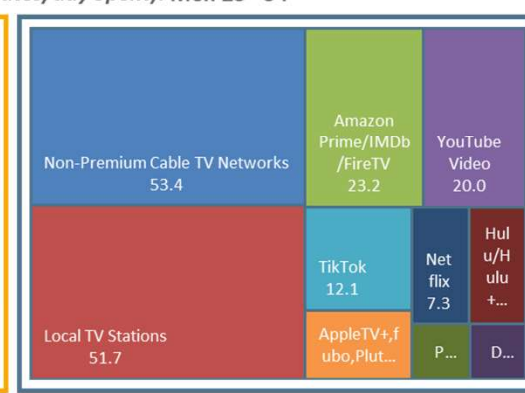
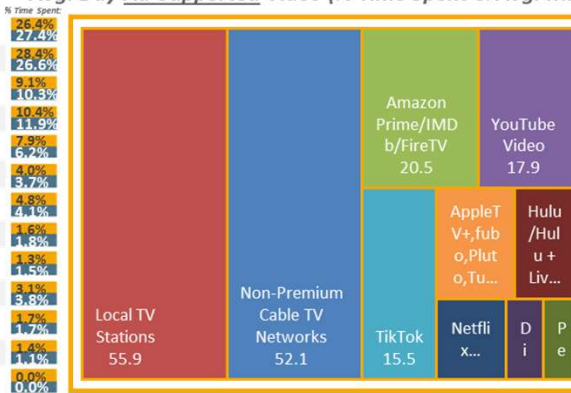


Avg. Week Ad-Supported Video (Persons & % Reach): Men 25 - 54



Avg. Hours+Minutes/day with Ad-Supported Video: Men 25 - 54
3:17 (who Shopped for Auto Parts at AUTOZONE in the past 12 months)
3:14 (USA)

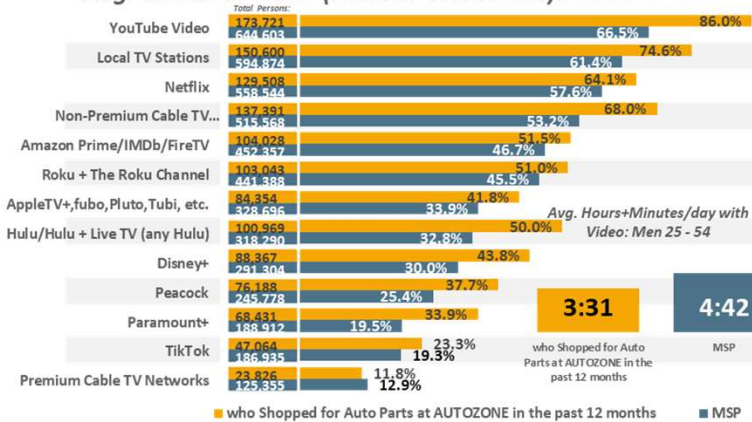
Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



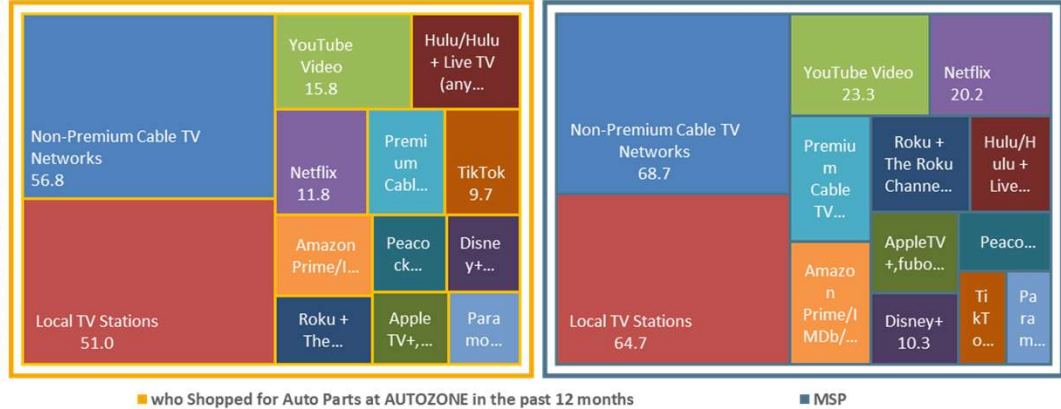


147,452 or 73.% of Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months watch Ad-Supported Local TV Stations for an average of 45.7 minutes every day representing 26.1% of all time spent daily with Ad-Supported Video.

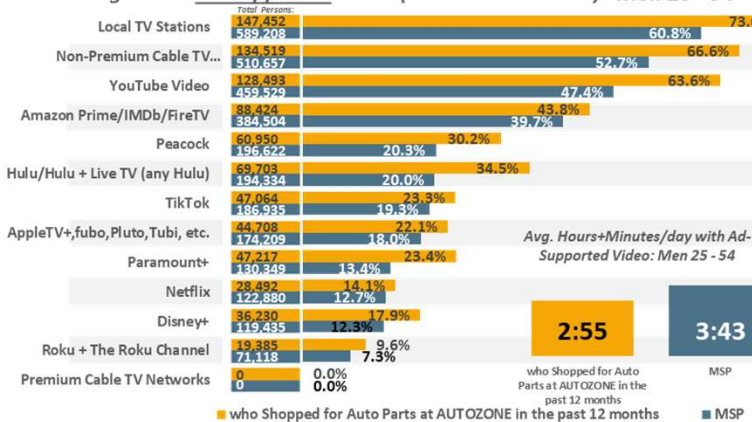
Avg. Week All Video (Persons & % Reach): Men 25 - 54



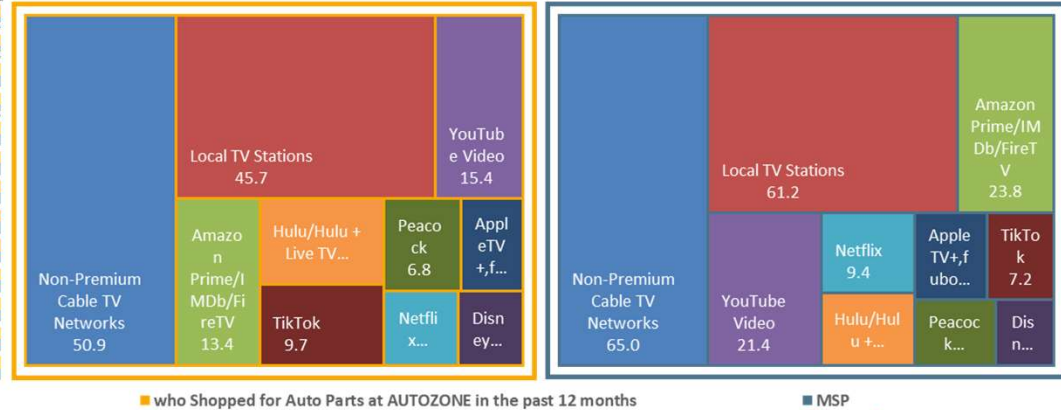
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



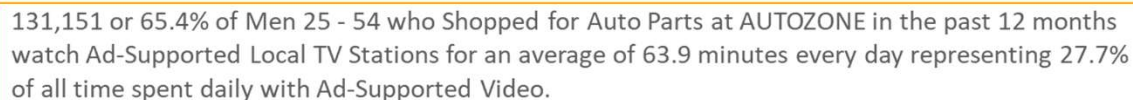
Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



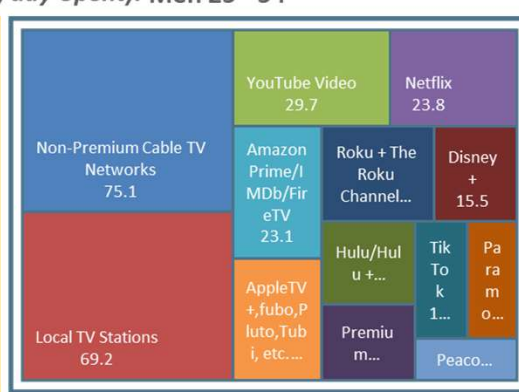
MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 296
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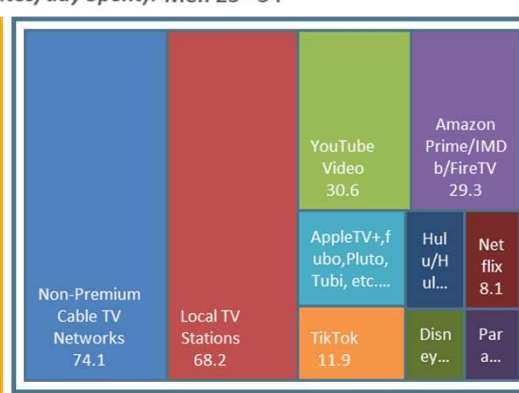
Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): AutoZone



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



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



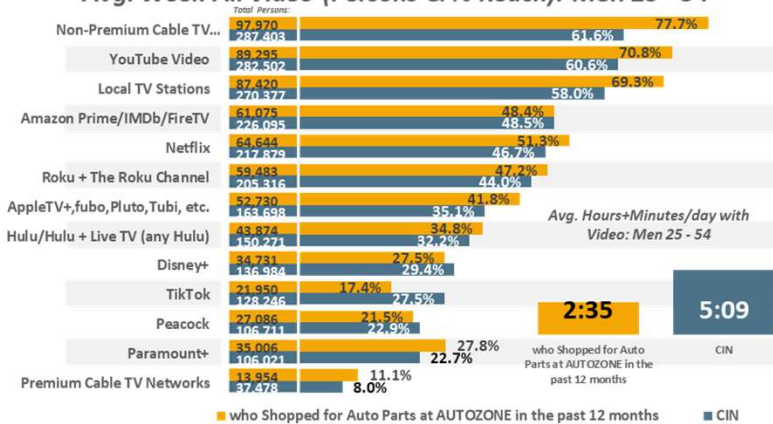
STL
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for Anything

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

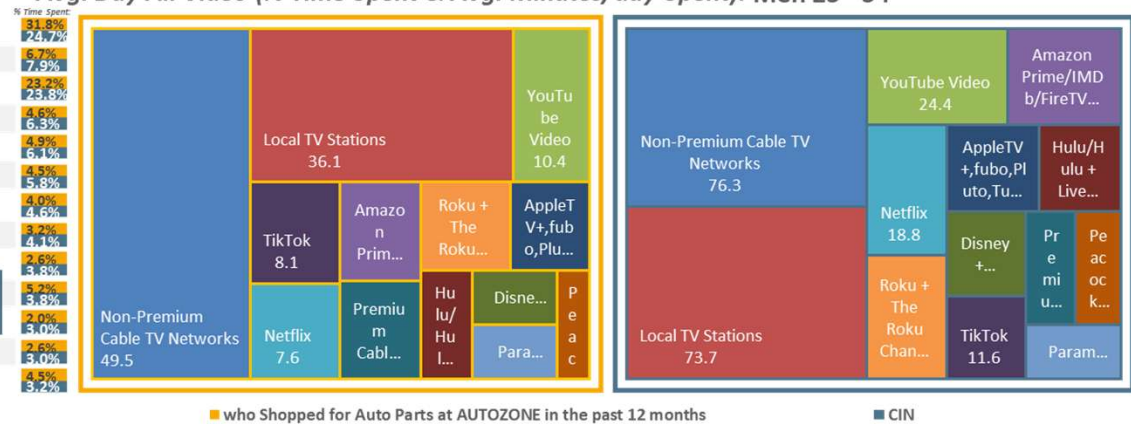


86,328 or 68.5% of Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months watch Ad-Supported Local TV Stations for an average of 35.6 minutes every day representing 27.8% of all time spent daily with Ad-Supported Video.

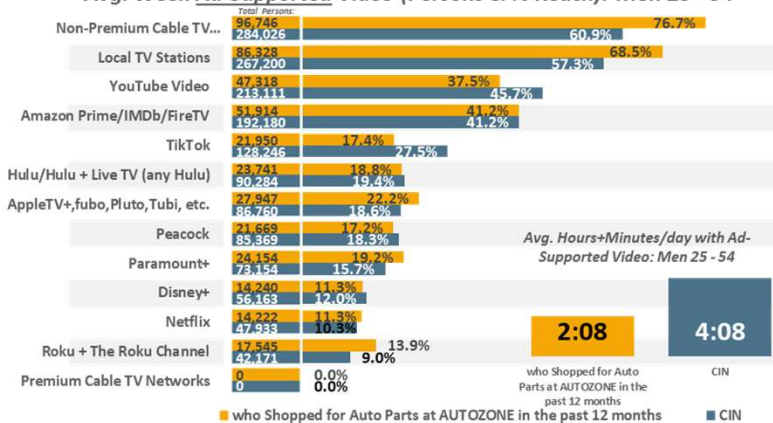
Avg. Week All Video (Persons & % Reach): Men 25 - 54



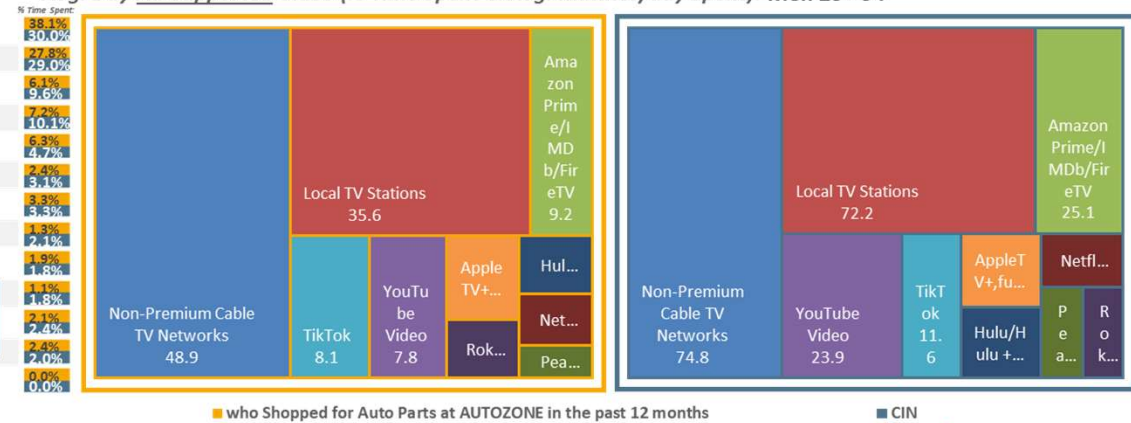
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



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



CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 537
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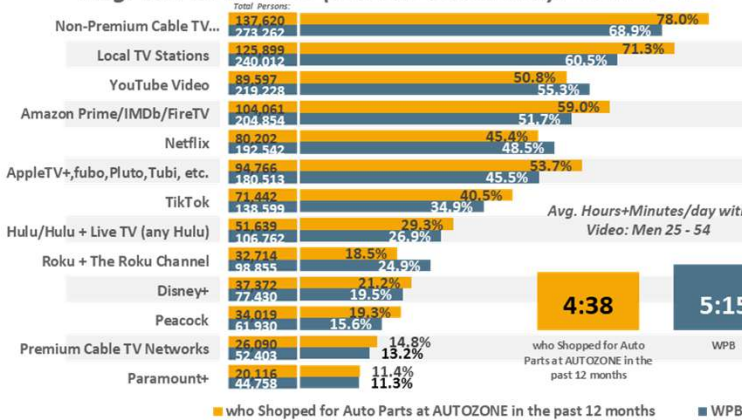
soefa.ai Share of Everything for Anything

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

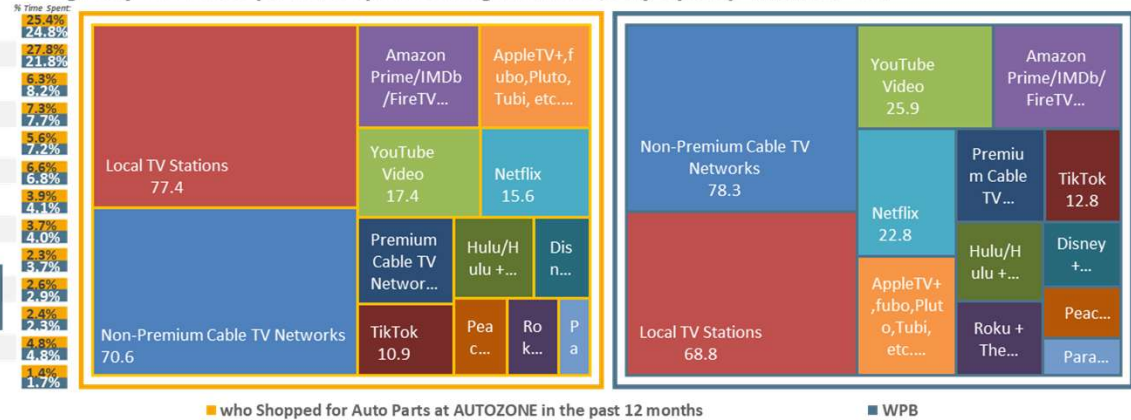


124,264 or 70.4% of Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months watch Ad-Supported Local TV Stations for an average of 73.7 minutes every day representing 30.8% of all time spent daily with Ad-Supported Video.

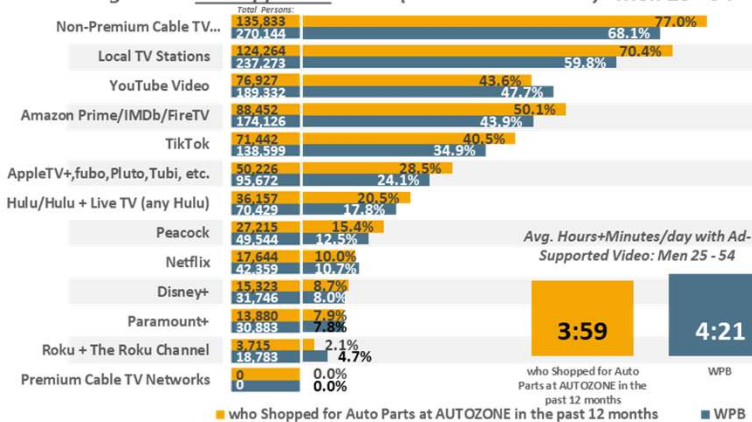
Avg. Week All Video (Persons & % Reach): Men 25 - 54



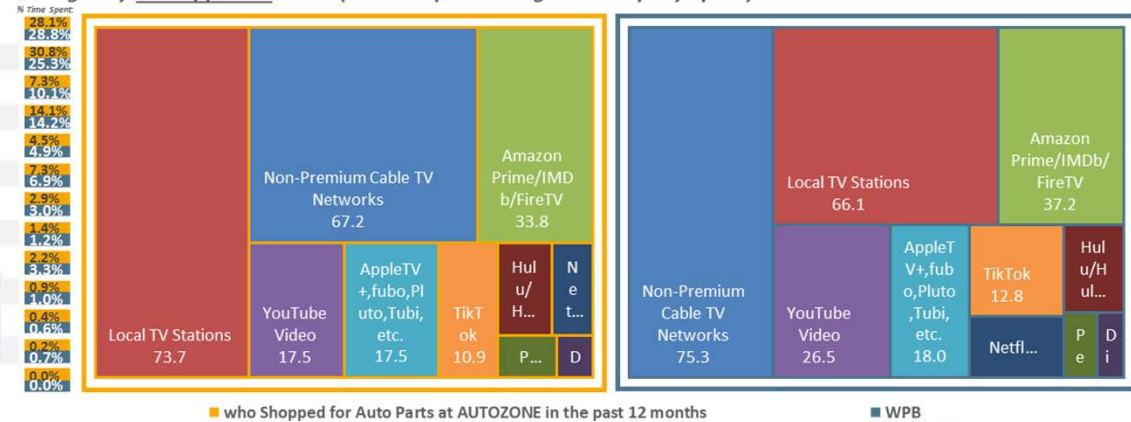
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



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



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 657
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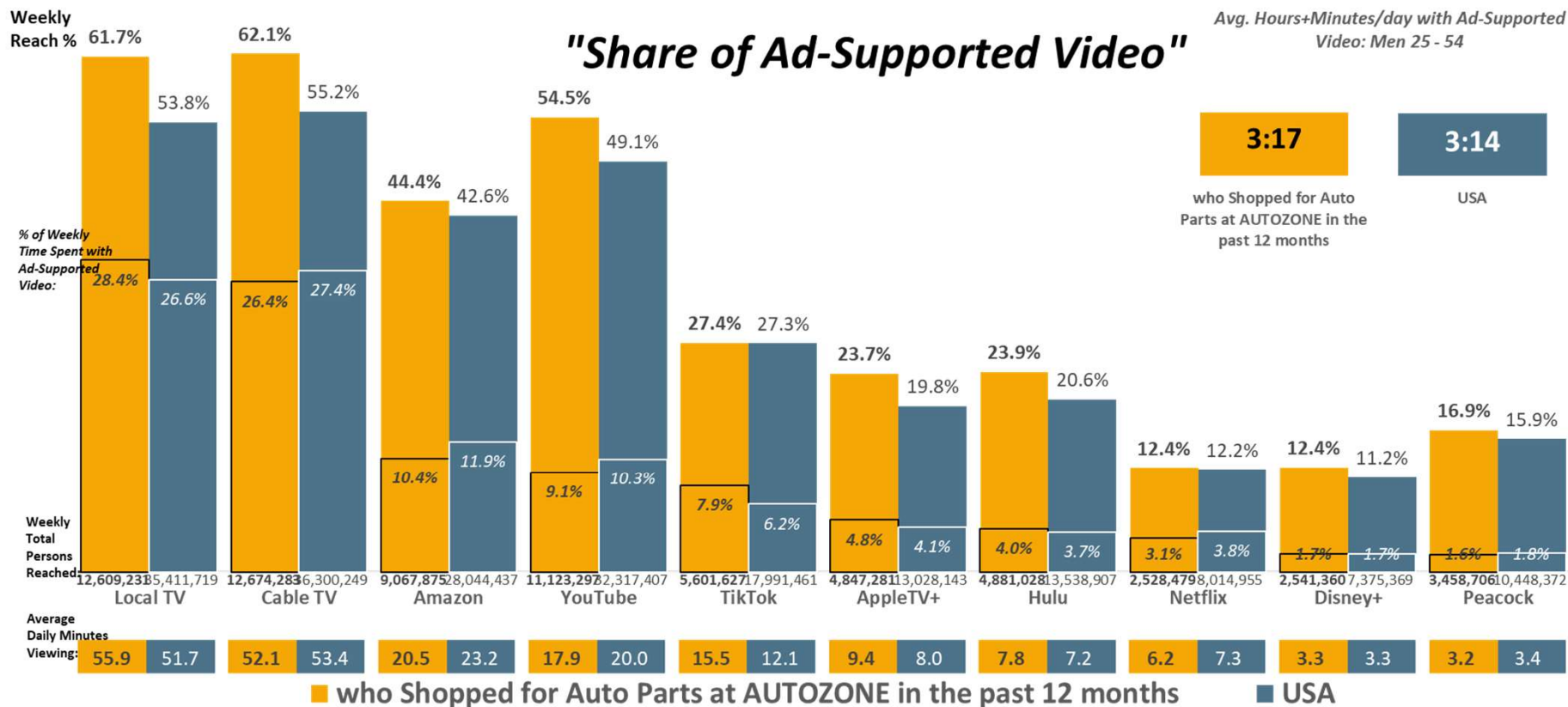
soefa.ai Share of Everything for Anything

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



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

"Share of Ad-Supported Video"



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

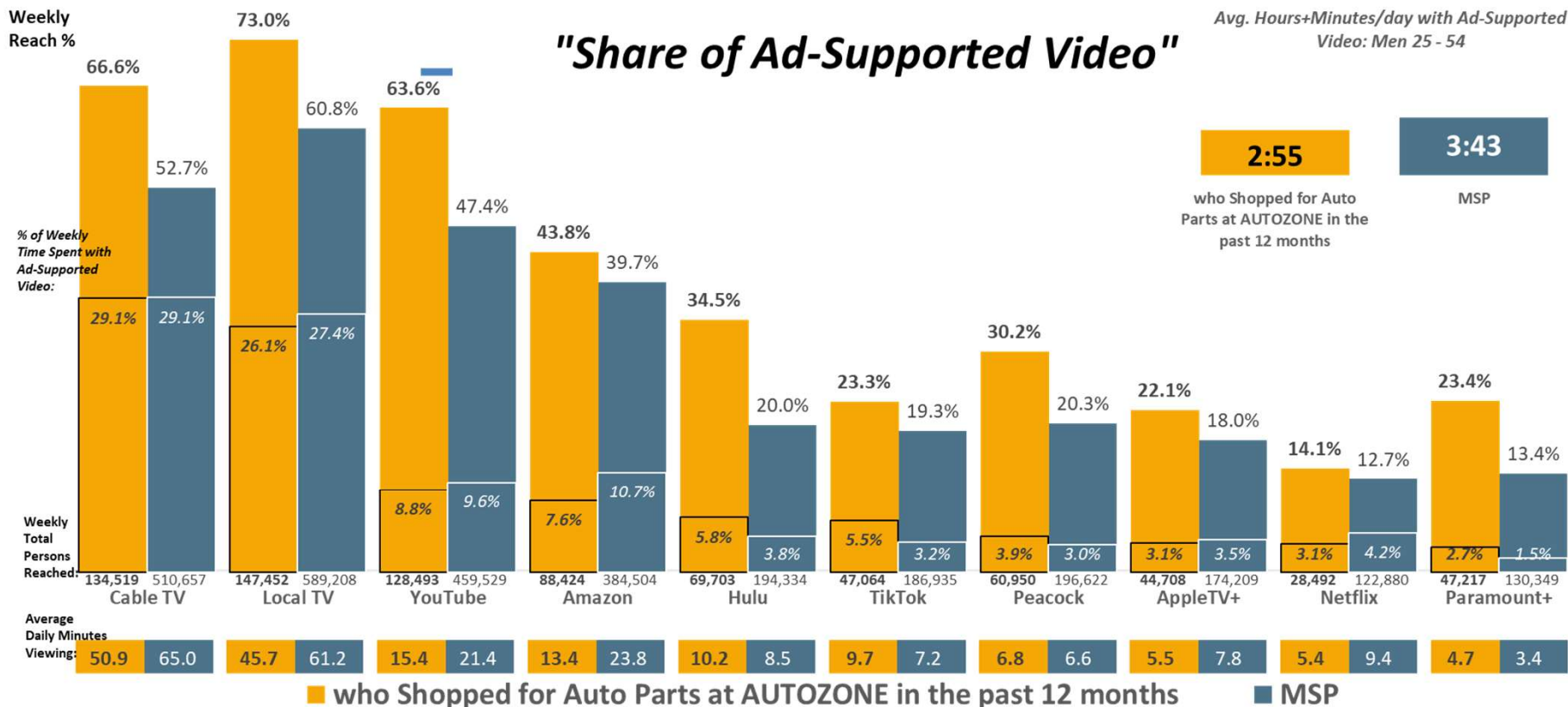
soefa.ai Share of Everything for Anything

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



147,452 or 73.% of Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months watch Ad-Supported Local TV Stations for an average of 45.7 minutes every day representing 26.1% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"



MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 296 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,081
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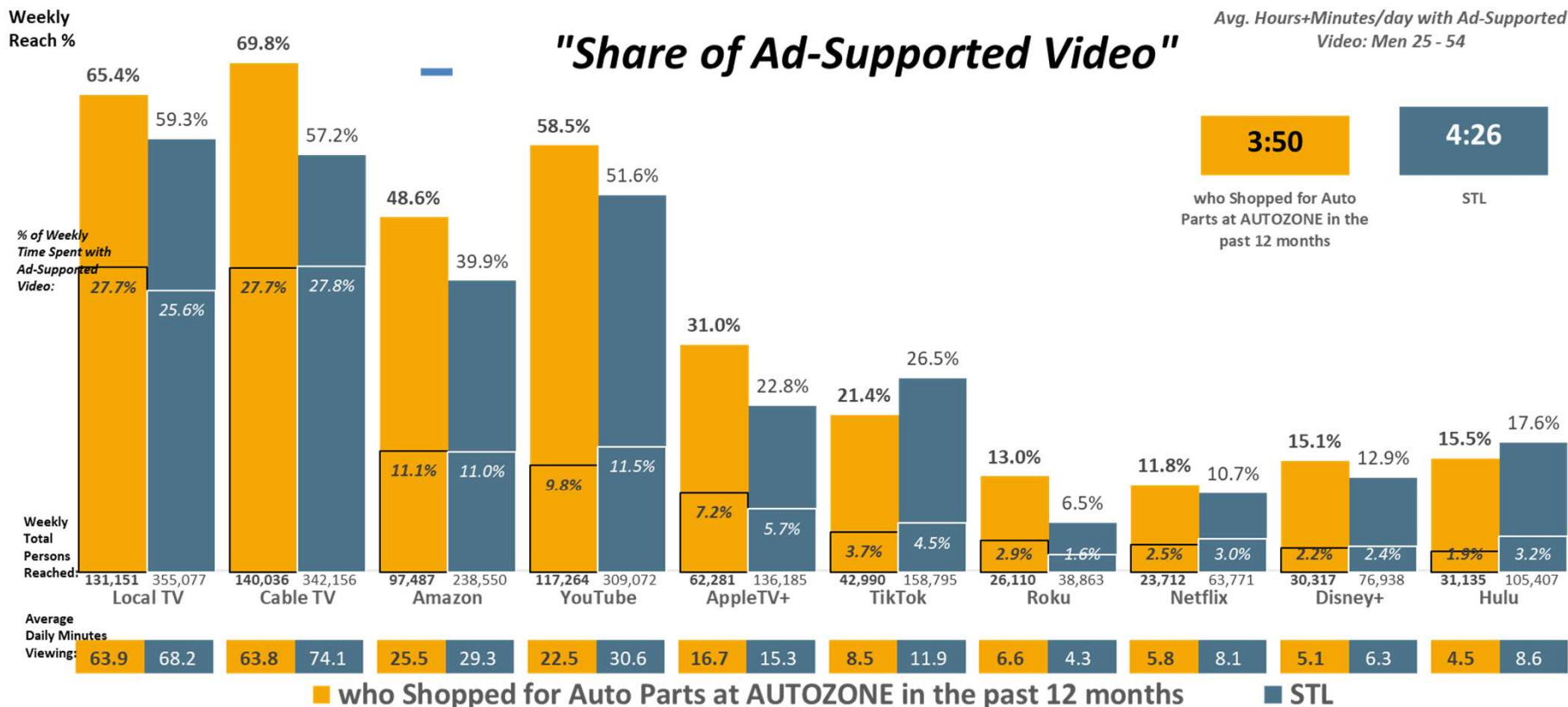
soefa.ai Share of Everything for Anything

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



131,151 or 65.4% of Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months watch Ad-Supported Local TV Stations for an average of 63.9 minutes every day representing 27.7% of all time spent daily with Ad-Supported Video.

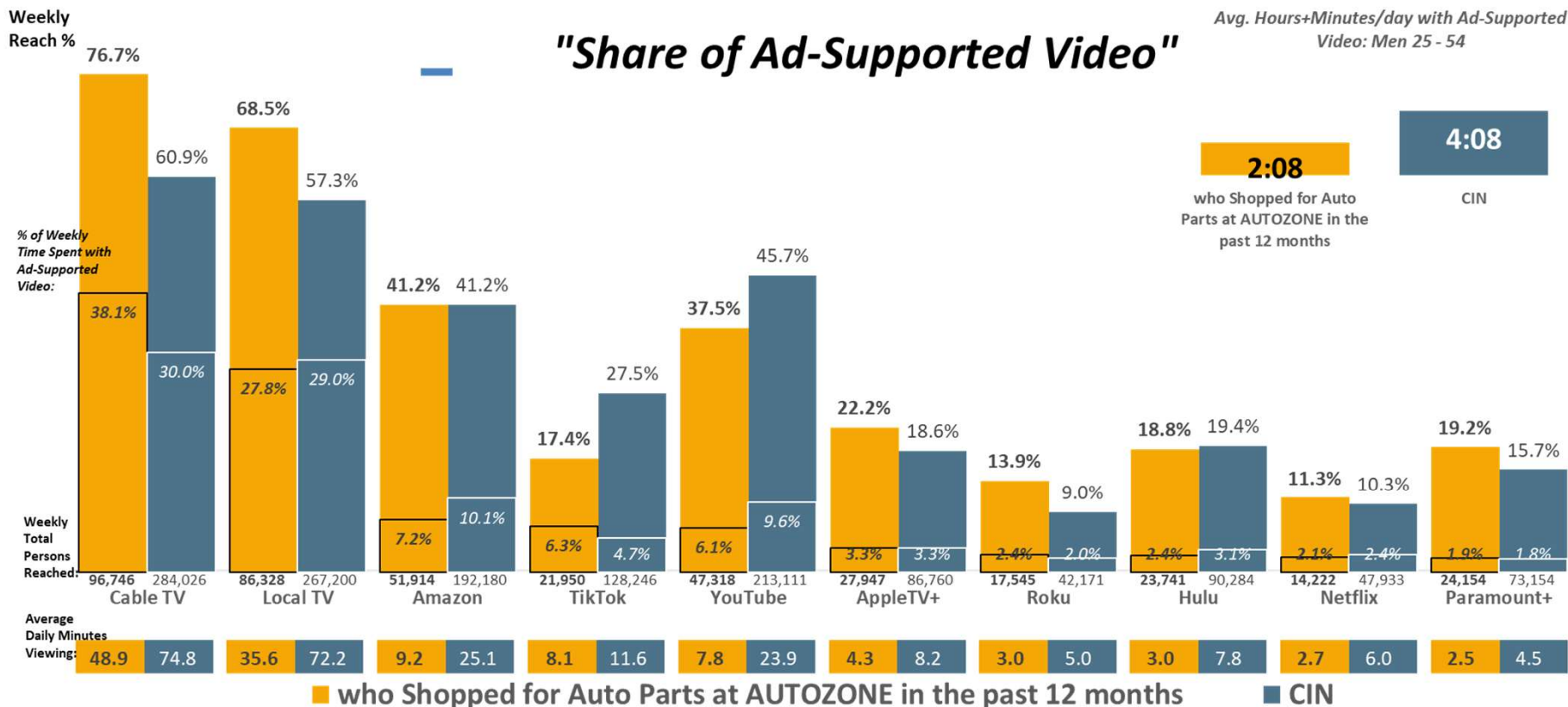
"Share of Ad-Supported Video"

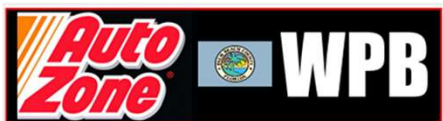




86,328 or 68.5% of Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months watch Ad-Supported Local TV Stations for an average of 35.6 minutes every day representing 27.8% of all time spent daily with Ad-Supported Video.

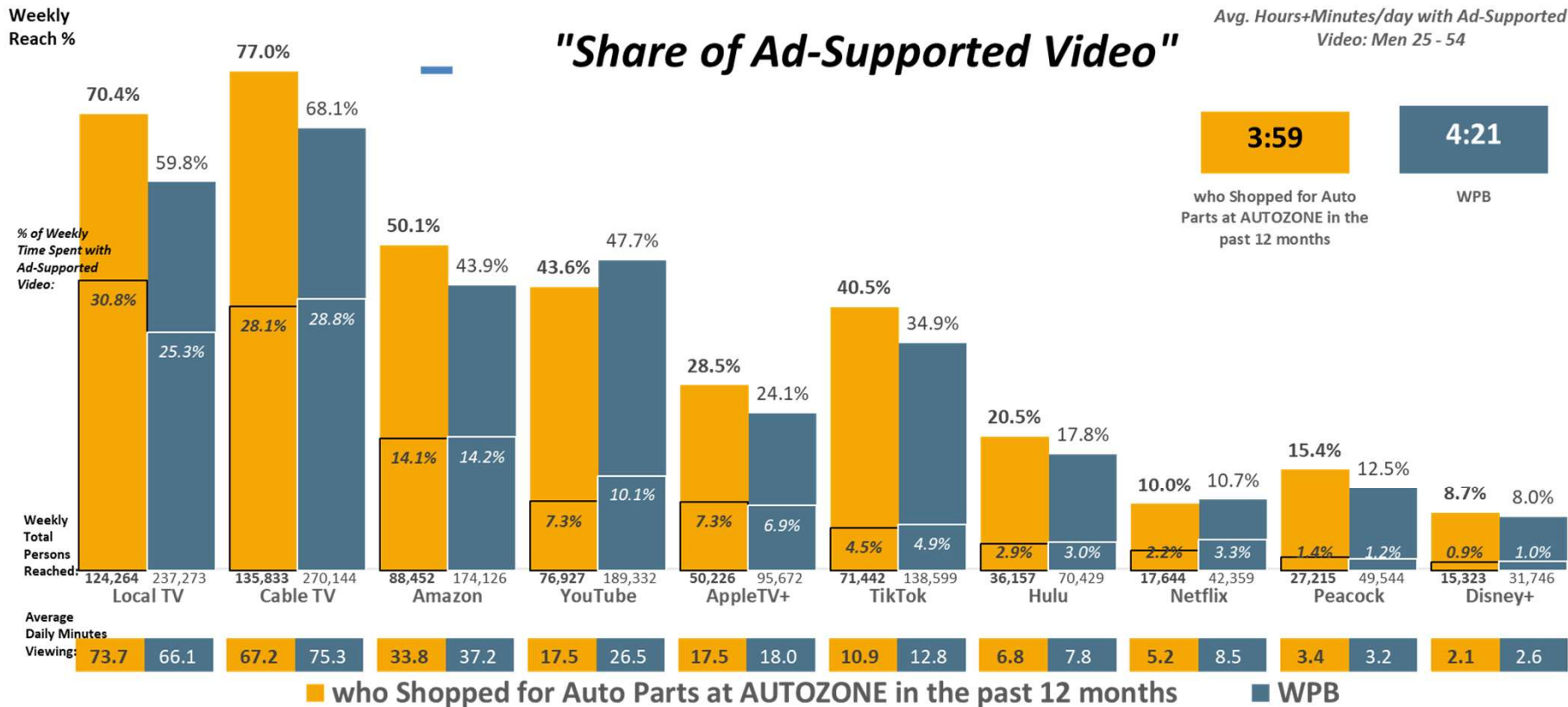
"Share of Ad-Supported Video"





124,264 or 70.4% of Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months watch Ad-Supported Local TV Stations for an average of 73.7 minutes every day representing 30.8% of all time spent daily with Ad-Supported Video.

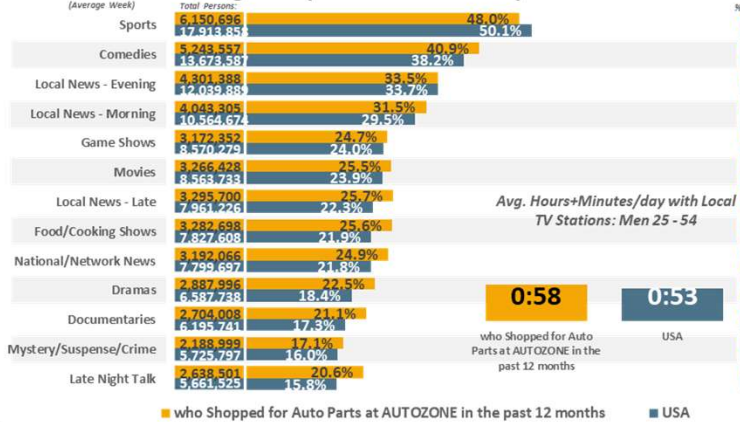
"Share of Ad-Supported Video"



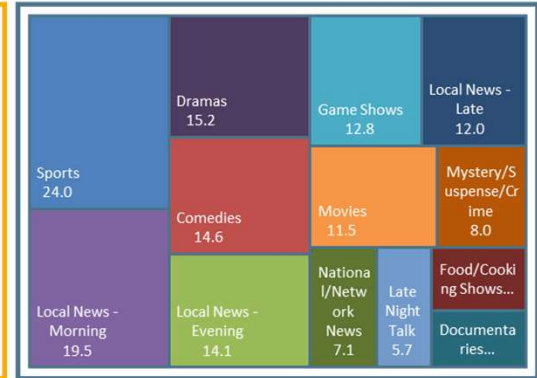


12,609,231 or 61.7% of Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Local News - Evening, Local News - Morning, Local News - Late, and Movies.

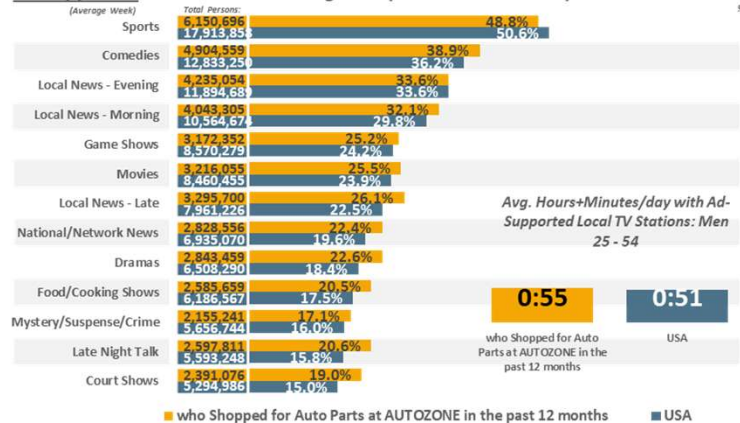
Local TV Station Programs (Persons & % Reach): Men 25 - 54



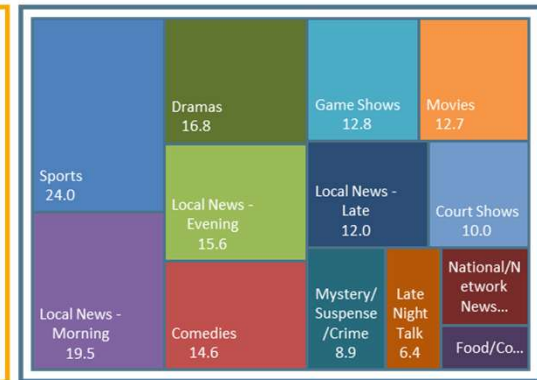
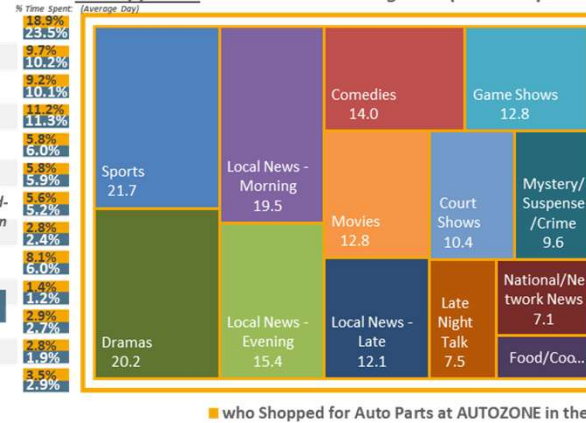
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



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



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

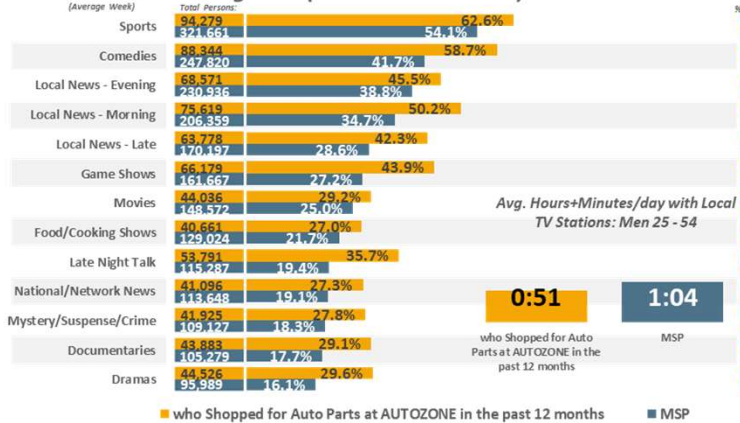
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): AutoZone

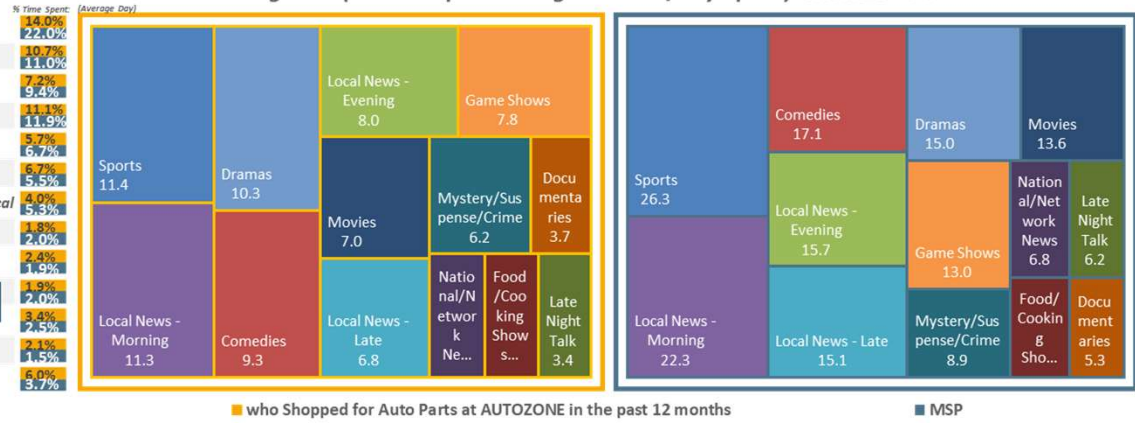


147,452 or 73.% of Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Local News - Morning, Local News - Evening, Game Shows, and Local News - Late.

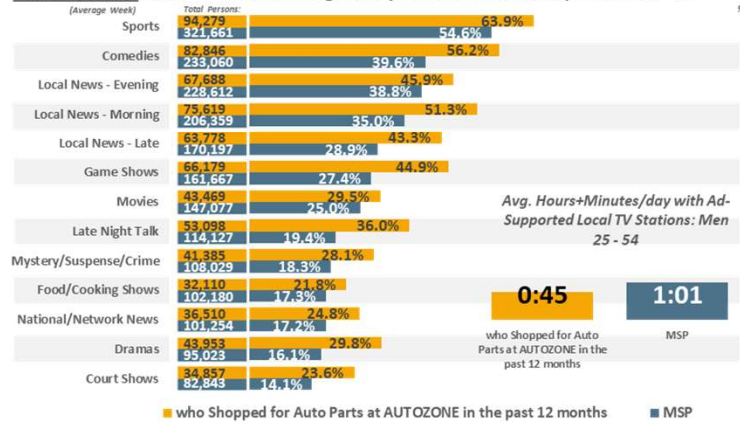
Local TV Station Programs (Persons & % Reach): Men 25 - 54



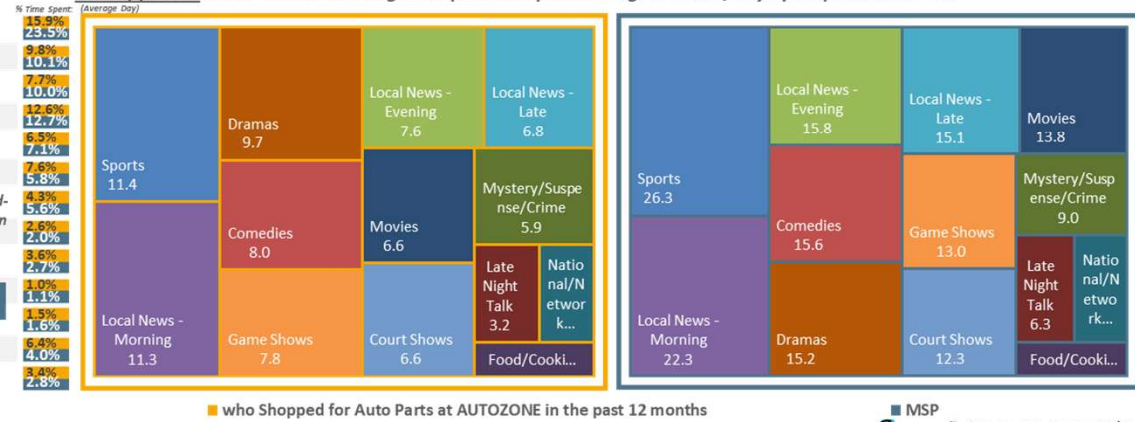
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



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



MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 296
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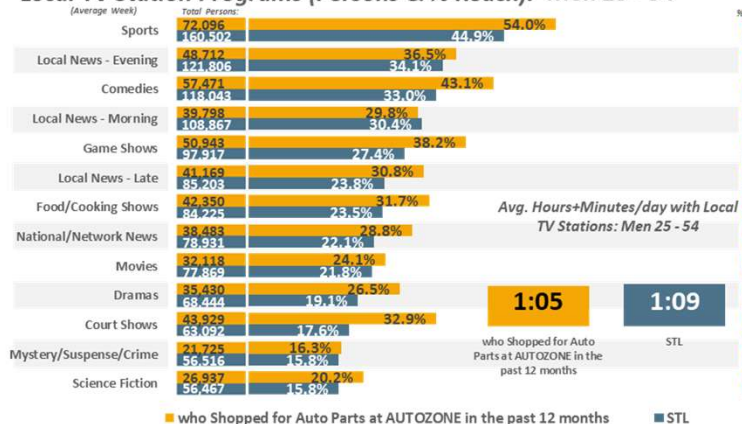
soefa.ai Share of Everything for Anything

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

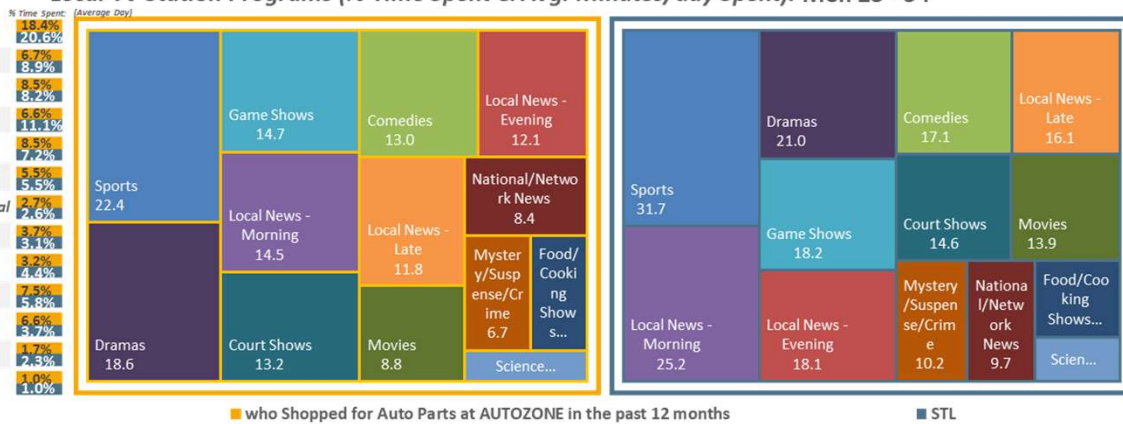


131,151 or 65.4% of Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Game Shows, Local News - Evening, Court Shows, and Local News - Late.

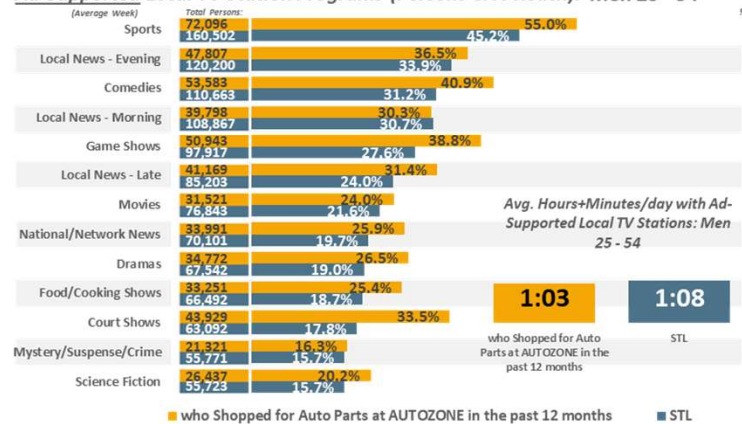
Local TV Station Programs (Persons & % Reach): Men 25 - 54



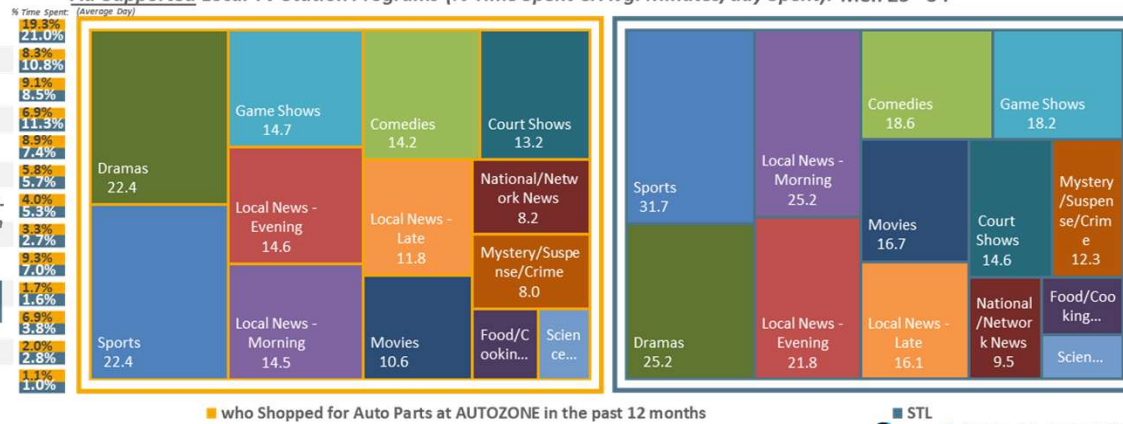
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



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



STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 603
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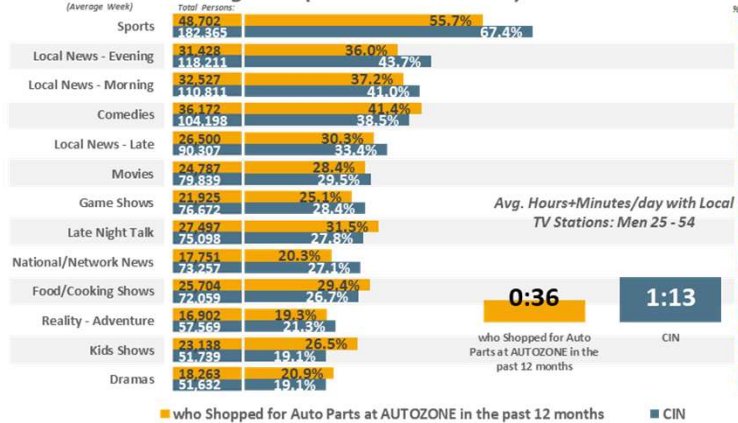
STL
soefa.ai Share of Everything for Anything

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

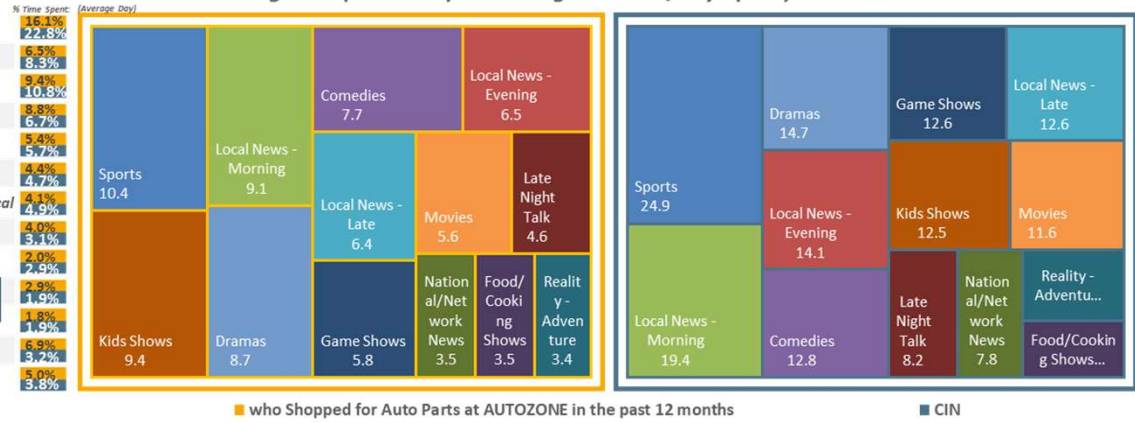


86,328 or 68.5% of Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Local News - Morning, Local News - Evening, Late Night Talk, and Local News - Late.

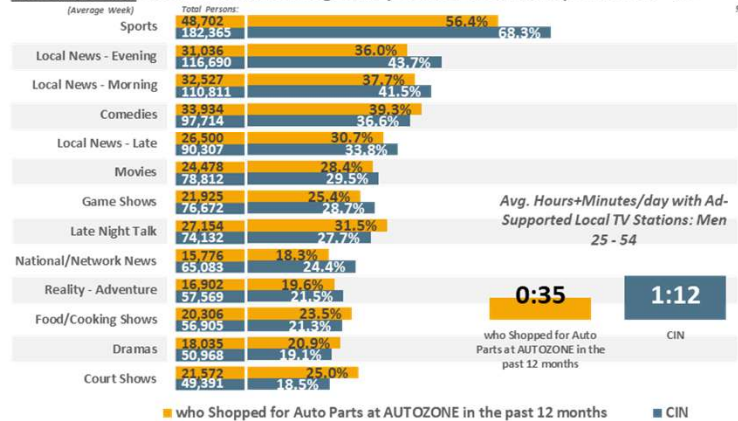
Local TV Station Programs (Persons & % Reach): Men 25 - 54



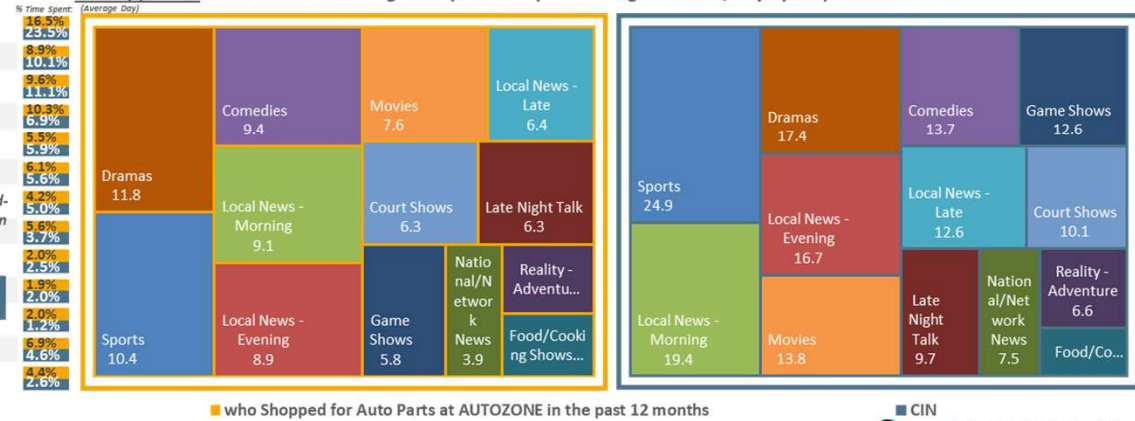
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54

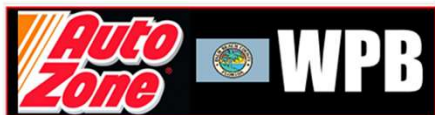


Ad-Supported Local TV Station Programs (Persons & % Reach): Men 25 - 54



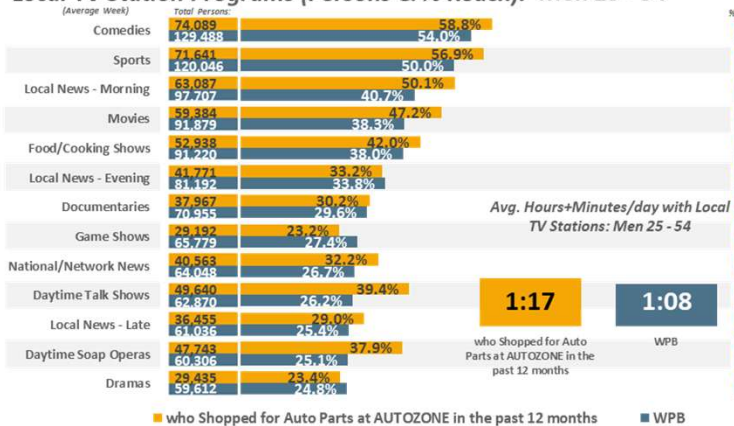
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



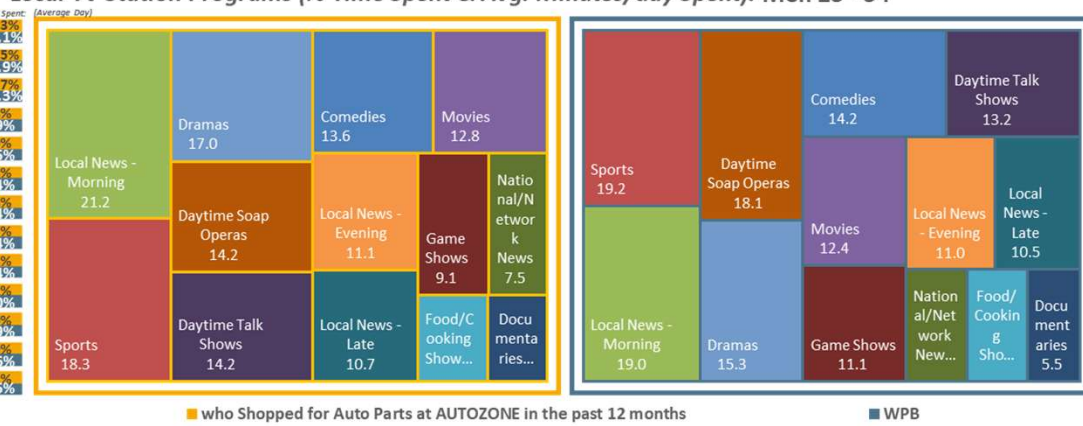


124,264 or 70.4% of Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Local News - Morning, Movies, Daytime Talk Shows, and Daytime Soap Operas.

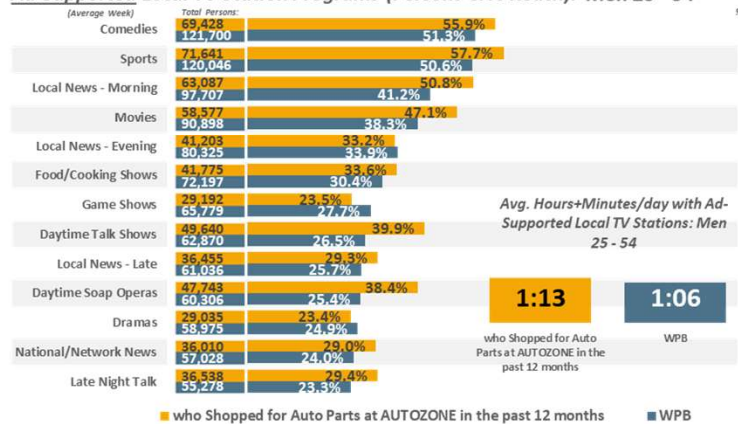
Local TV Station Programs (Persons & % Reach): Men 25 - 54



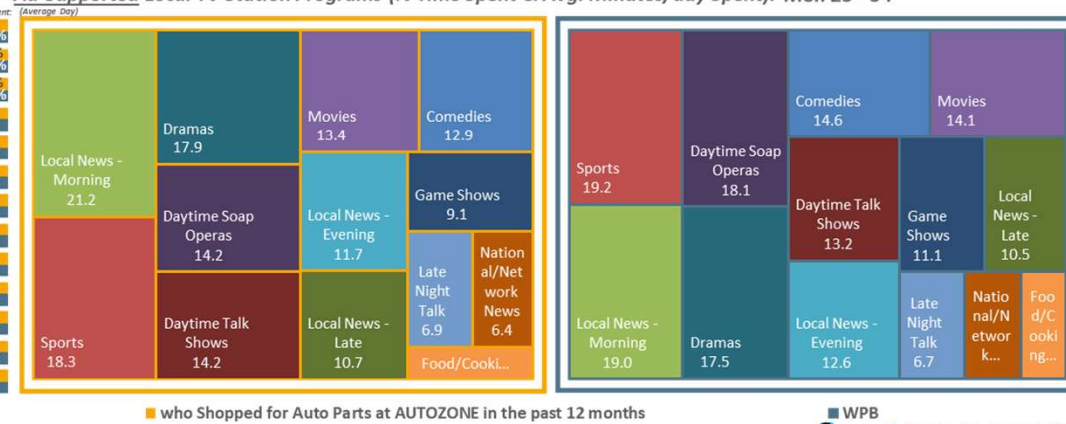
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



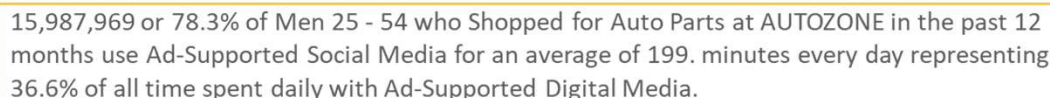
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



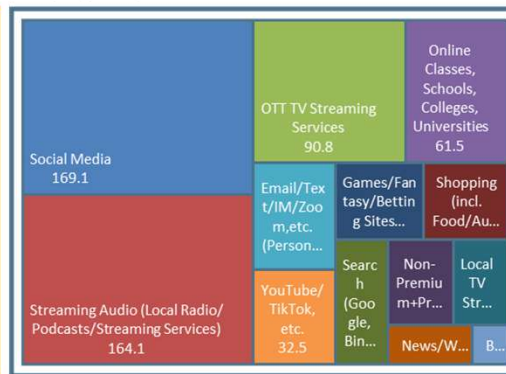
WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 657
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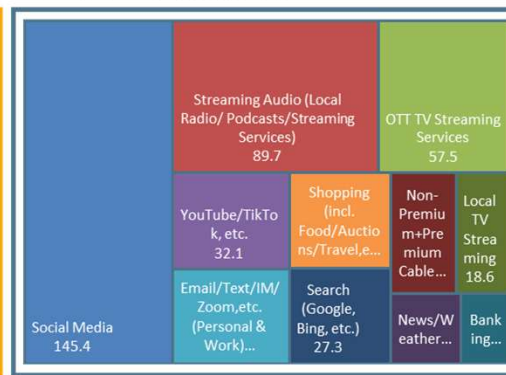
Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): AutoZone



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



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



USA Projection Scarborough R2 2025: Sep24-Aug25 Oyal Intab 25.507

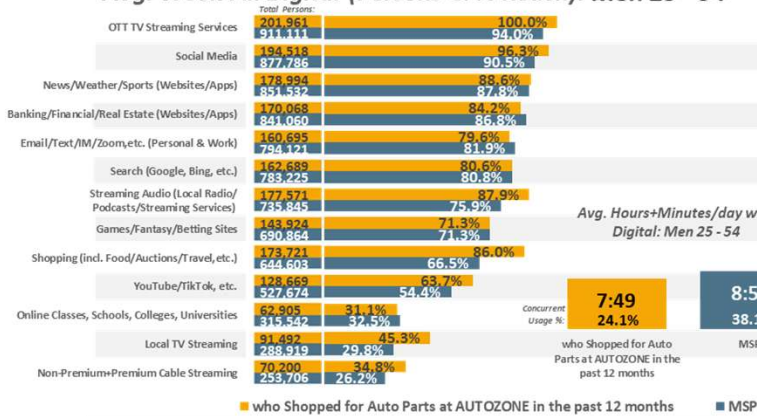
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): AutoZone

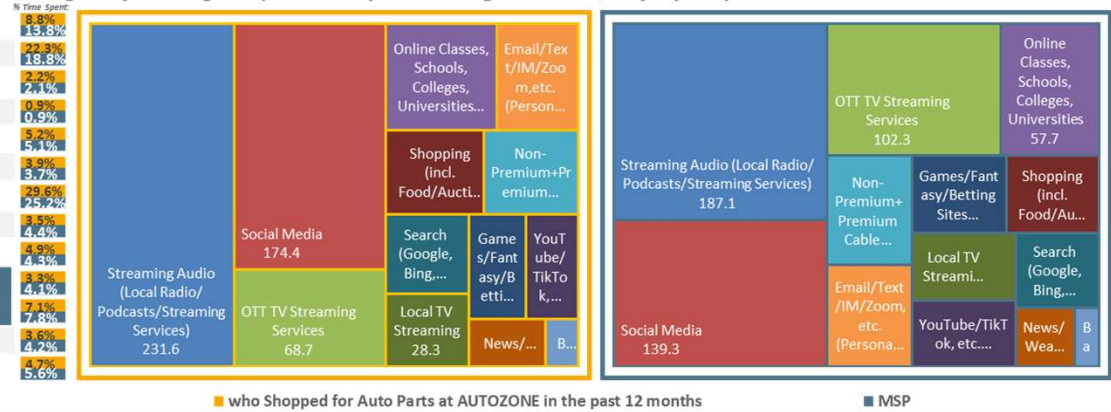


132,262 or 65.5% of Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months use Ad-Supported Social Media for an average of 160.4 minutes every day representing 27.4% of all time spent daily with Ad-Supported Digital Media.

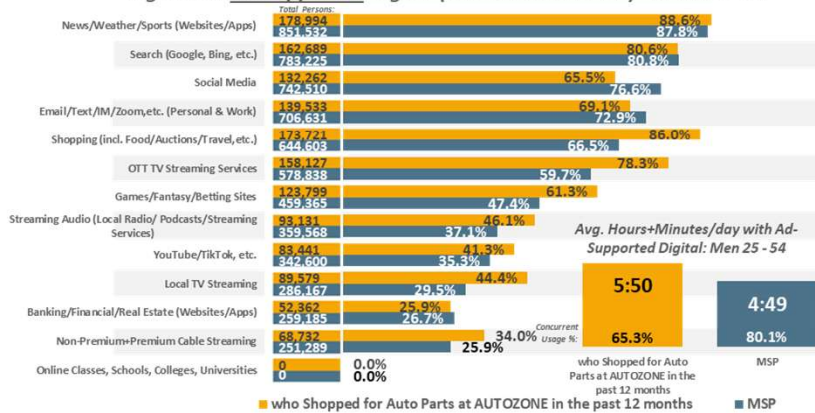
Avg. Week All Digital (Persons & % Reach): Men 25 - 54



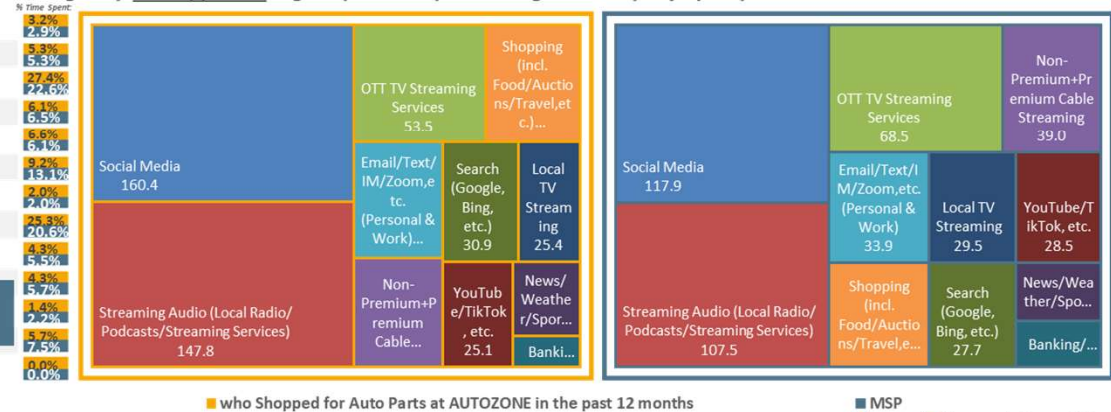
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



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



MSP DMA Scarborough R2 2025: Aug 24-Jul 25 Qual Intab 296
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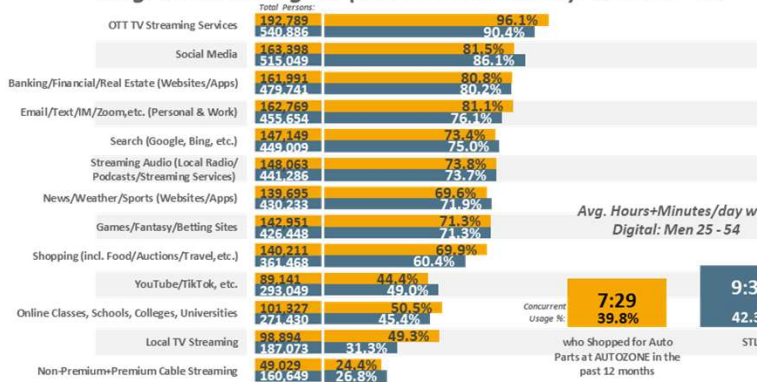
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): AutoZone

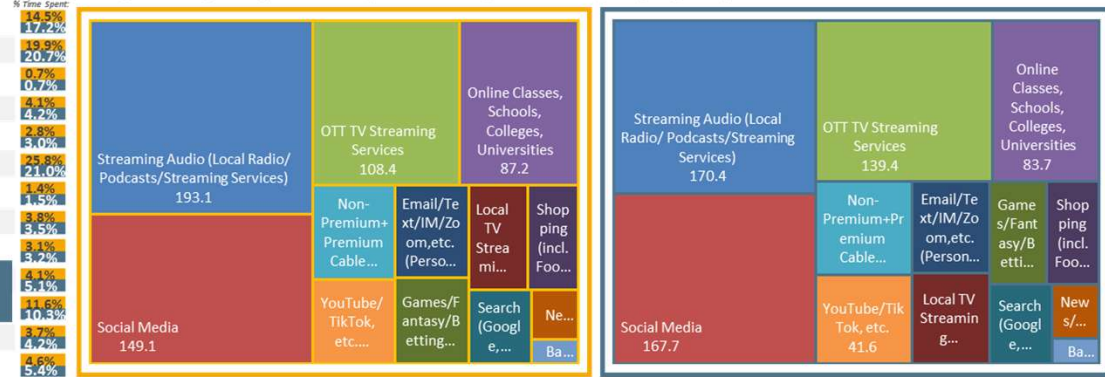


138,256 or 68.9% of Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months use Ad-Supported Social Media for an average of 137.2 minutes every day representing 26.6% of all time spent daily with Ad-Supported Digital Media.

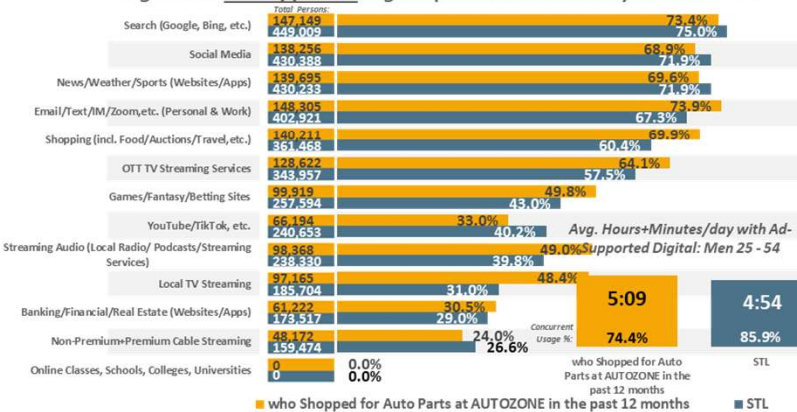
Avg. Week All Digital (Persons & % Reach): Men 25 - 54



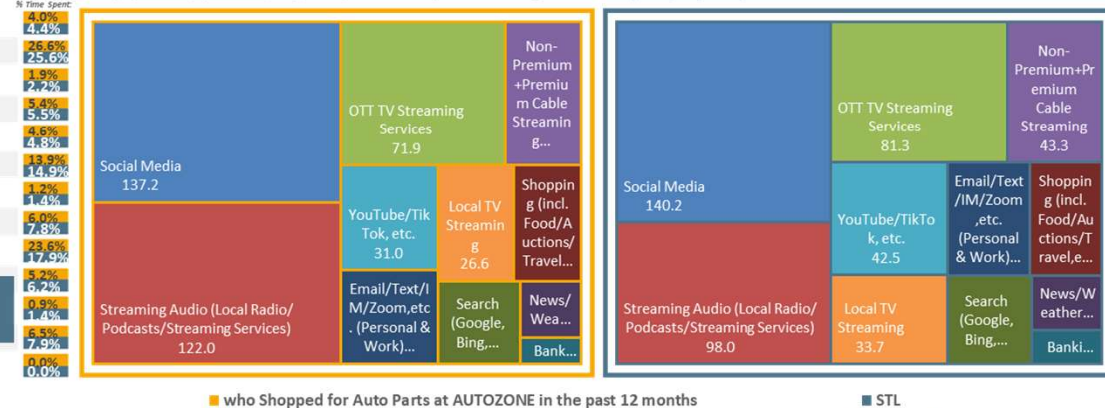
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



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



STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 603
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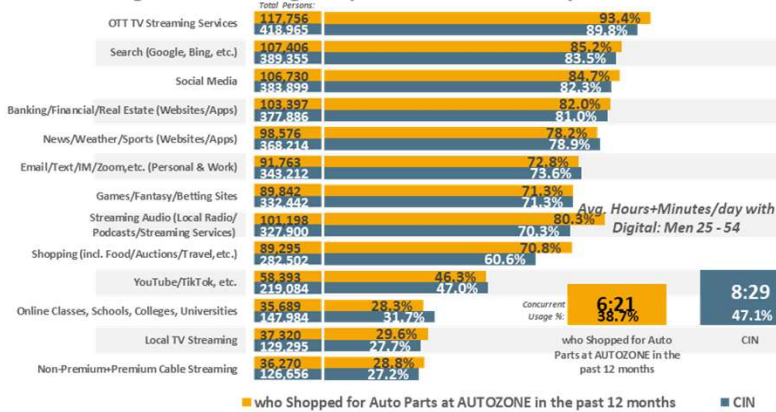
soefa.ai Share of Everything for Anything

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

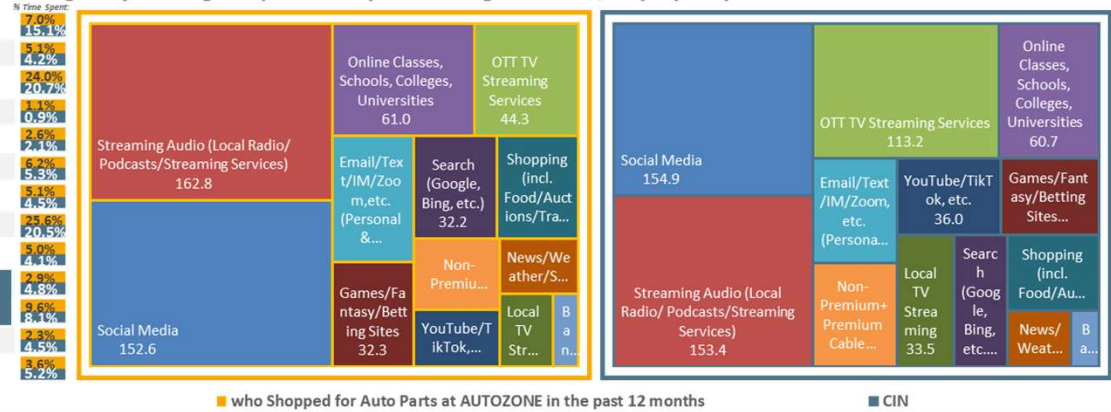


95,528 or 75.8% of Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months use Ad-Supported Social Media for an average of 140.4 minutes every day representing 31.5% of all time spent daily with Ad-Supported Digital Media.

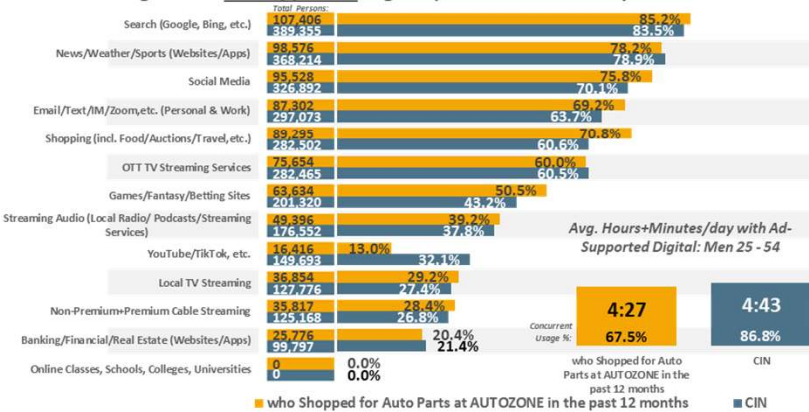
Avg. Week All Digital (Persons & % Reach): Men 25 - 54



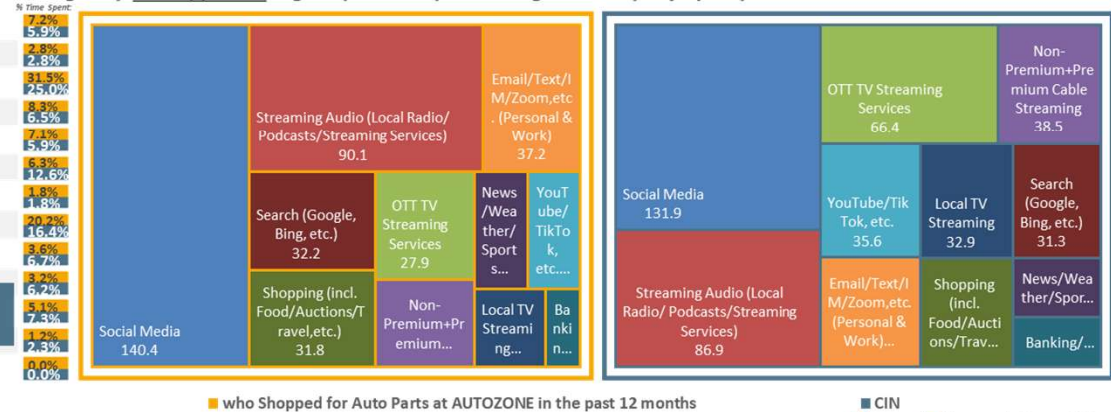
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



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



CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 537
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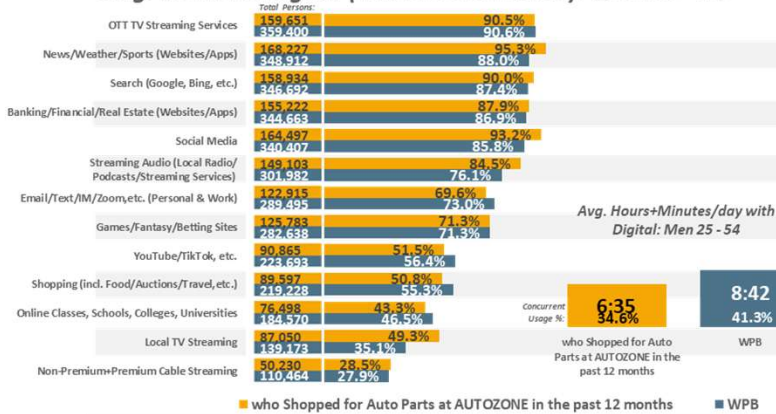
soefa.ai Share of Everything for Anything

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

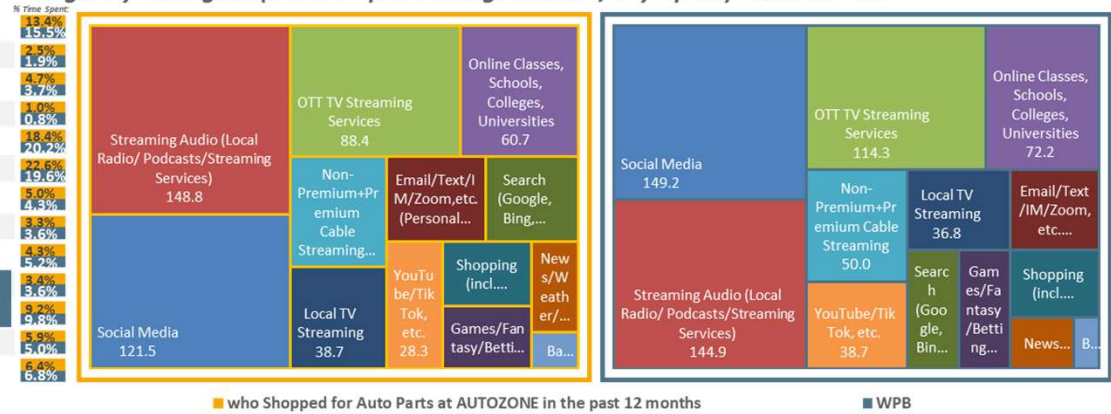


143,866 or 81.5% of Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months use Ad-Supported Social Media for an average of 111.8 minutes every day representing 23.2% of all time spent daily with Ad-Supported Digital Media.

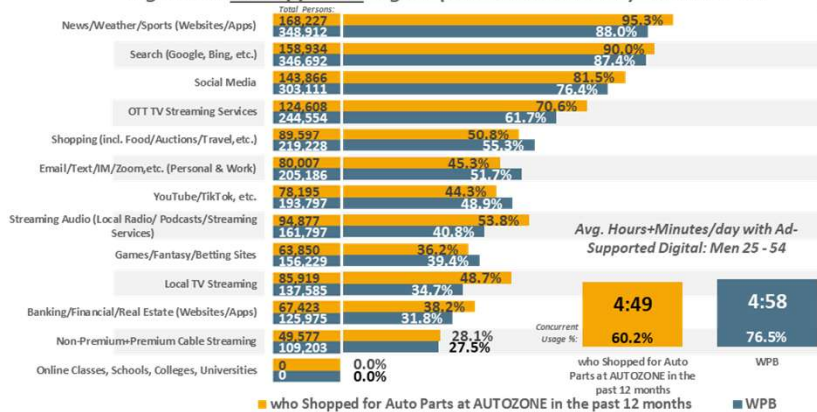
Avg. Week All Digital (Persons & % Reach): Men 25 - 54



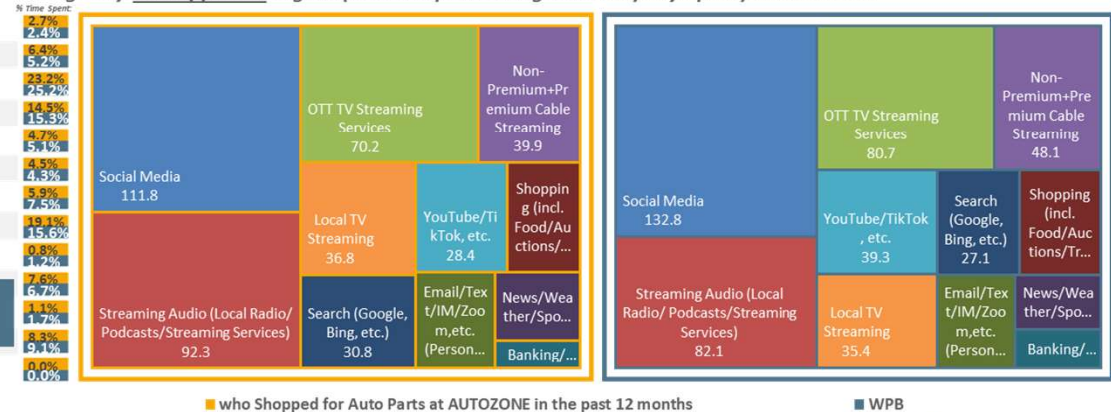
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



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



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 657
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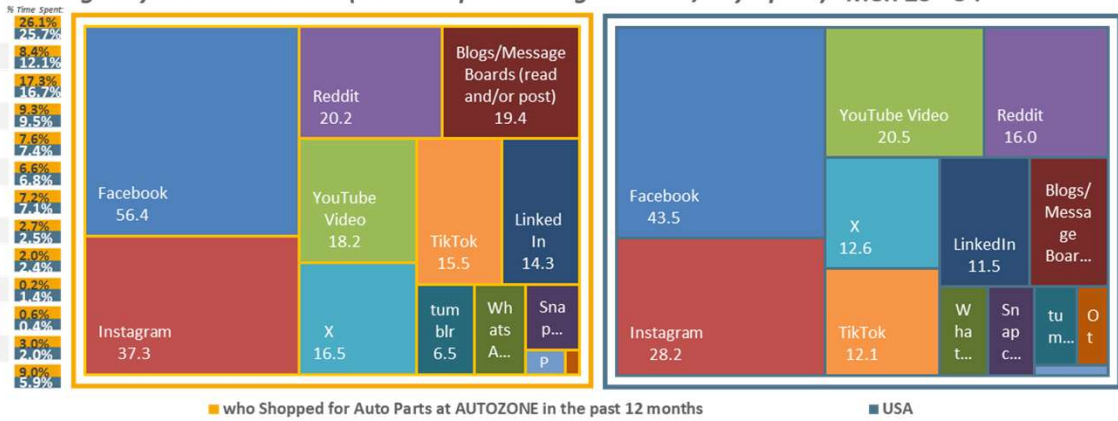
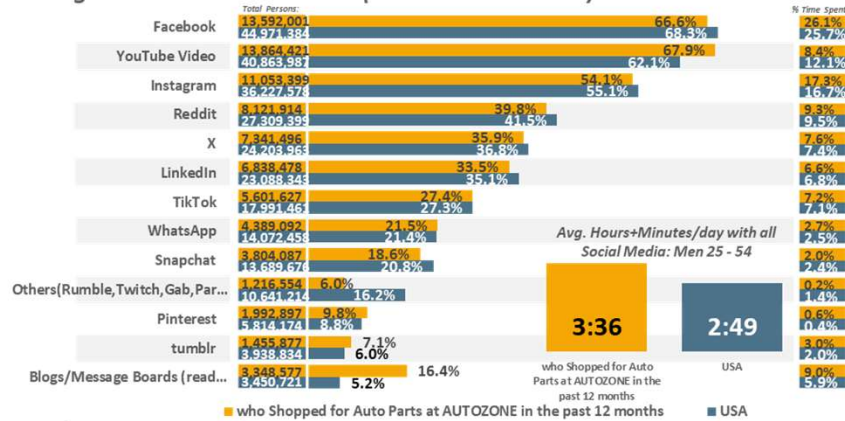
Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): AutoZone



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

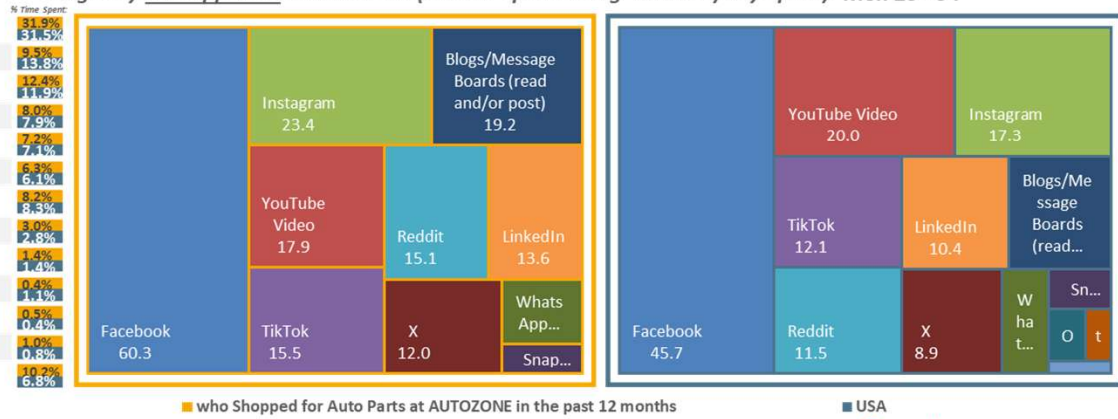
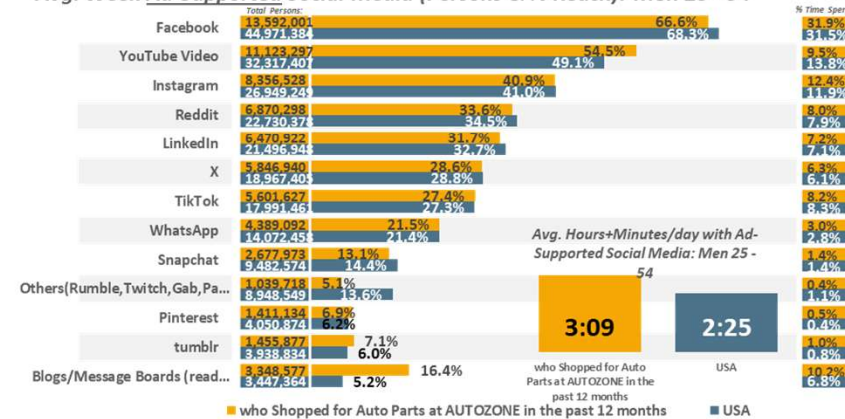
Avg. Week All Social Media (Persons & % Reach): Men 25 - 54

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



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

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

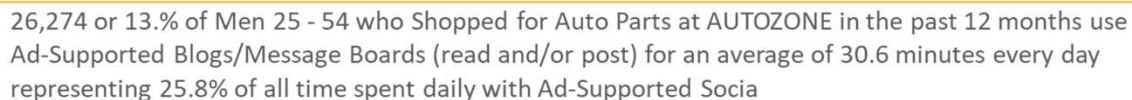


USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 6,382
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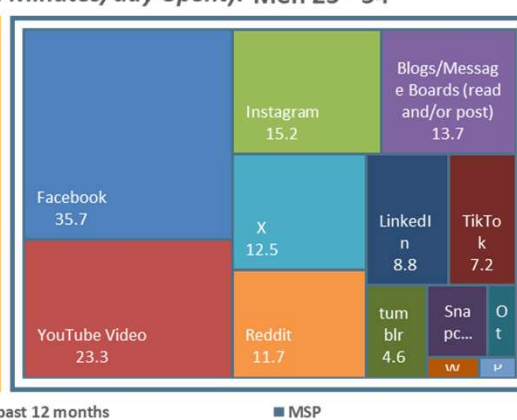
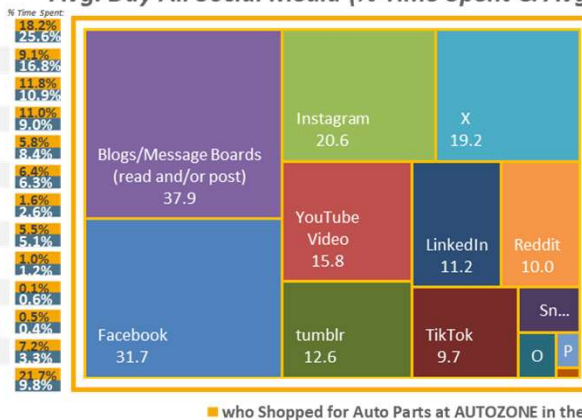
USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

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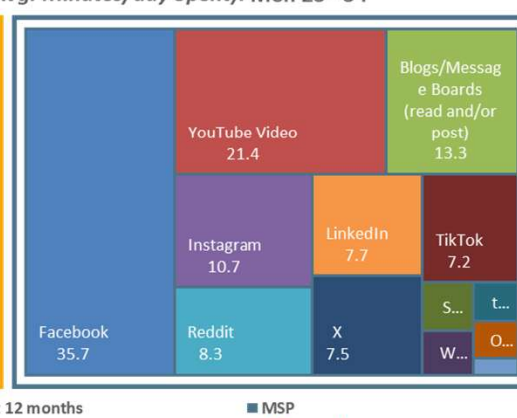
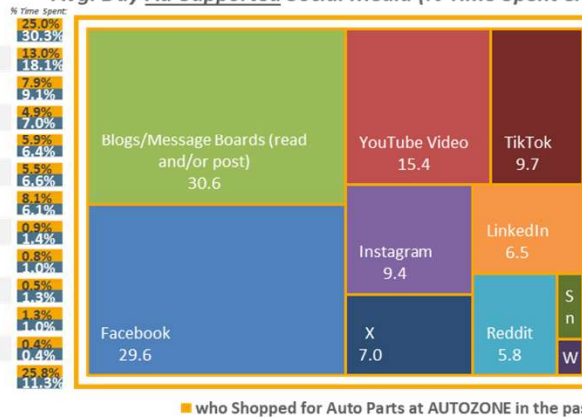
Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): AutoZone



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



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



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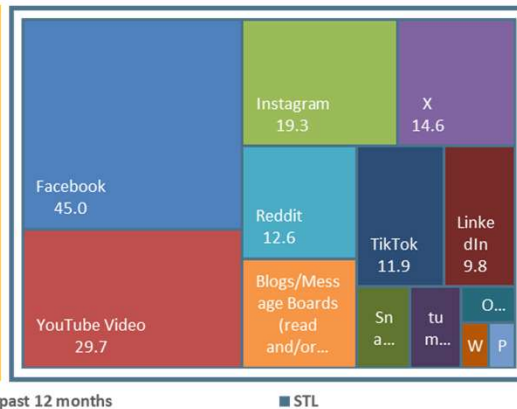
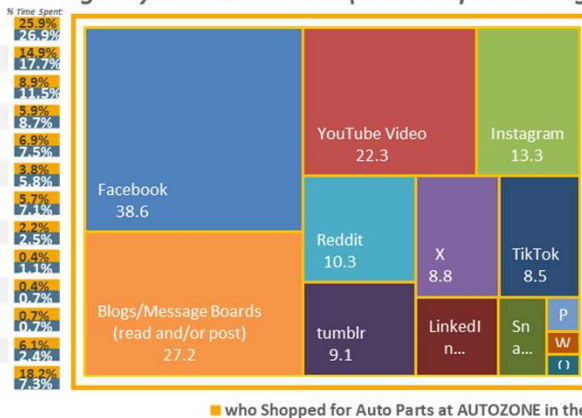
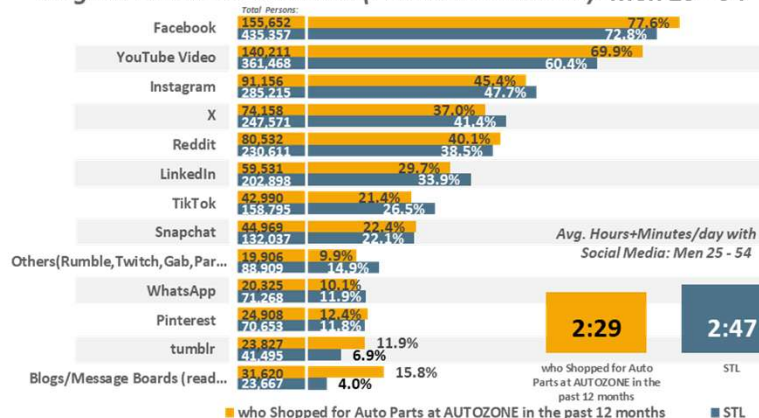
Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): AutoZone



138,256 or 68.9% of Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months use Ad-Supported Facebook for an average of 32.5 minutes every day representing 25.8% of all time spent daily with Ad-Supported Social Media.

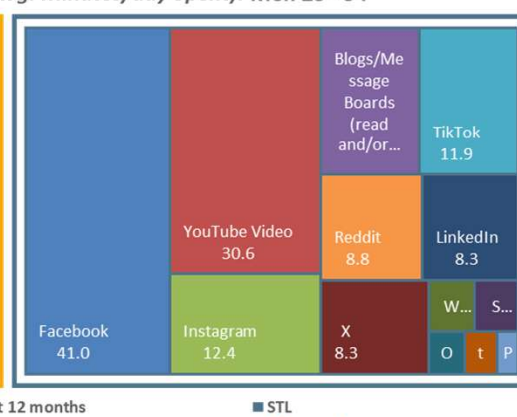
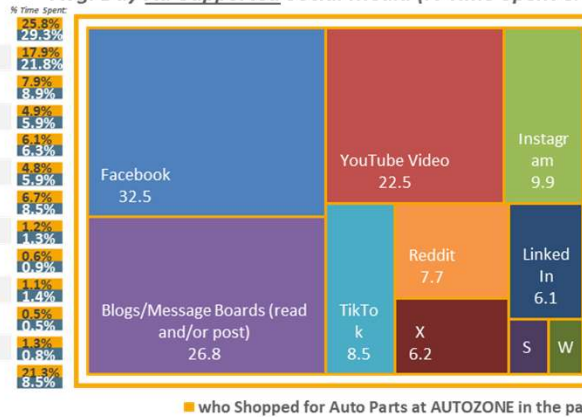
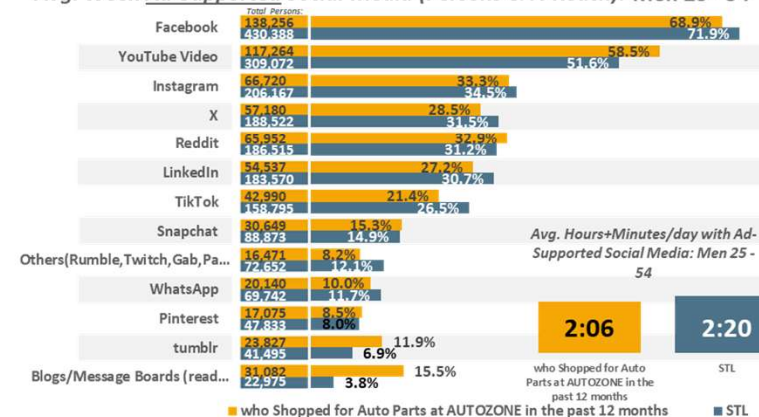
Avg. Week All Social Media (Persons & % Reach): Men 25 - 54

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



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

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



STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 603
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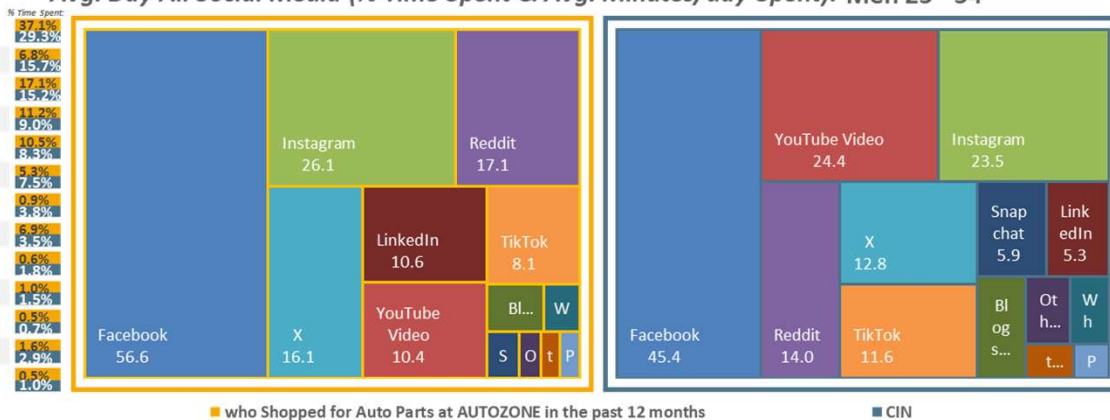
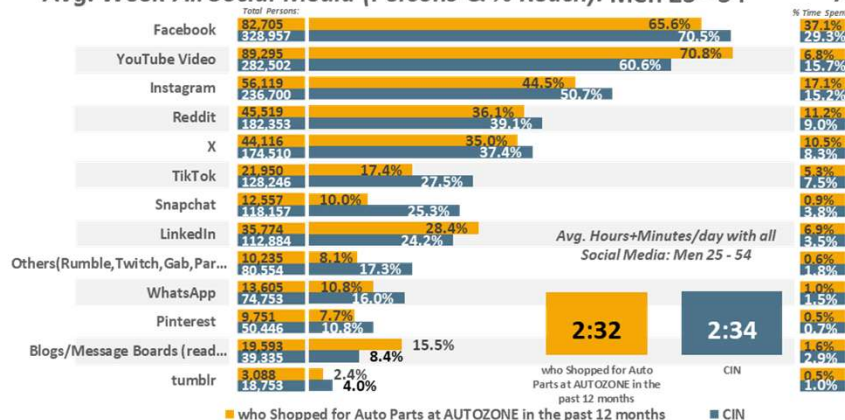
Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): AutoZone



82,705 or 65.6% of Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months use Ad-Supported Facebook for an average of 56.8 minutes every day representing 41.6% of all time spent daily with Ad-Supported Social Media.

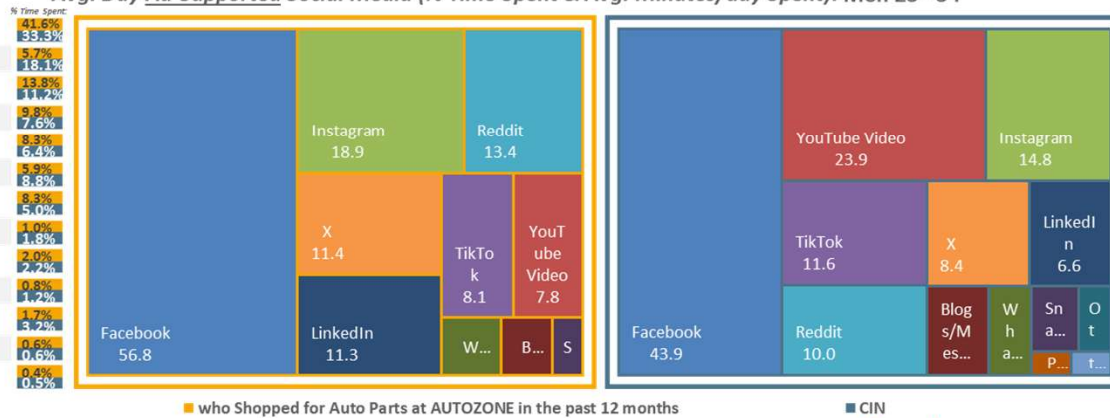
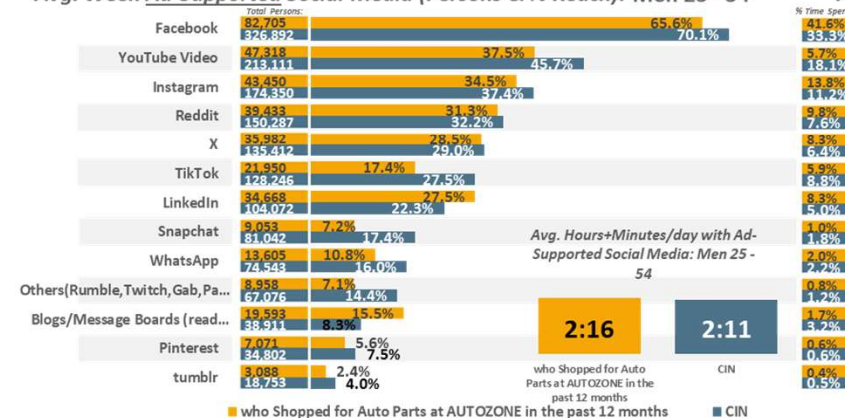
Avg. Week All Social Media (Persons & % Reach): Men 25 - 54

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



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

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



CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 537
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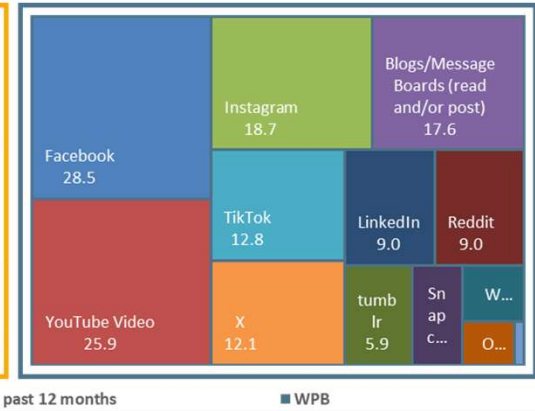
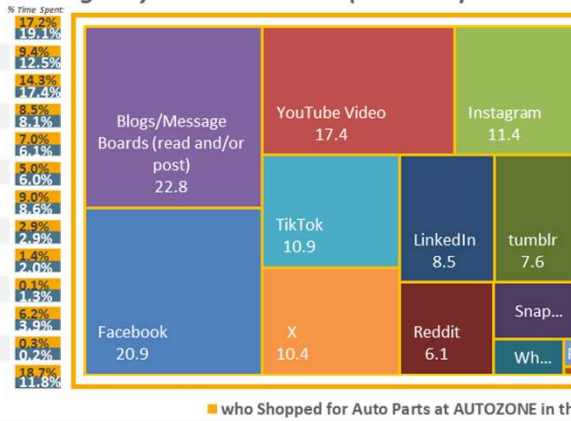
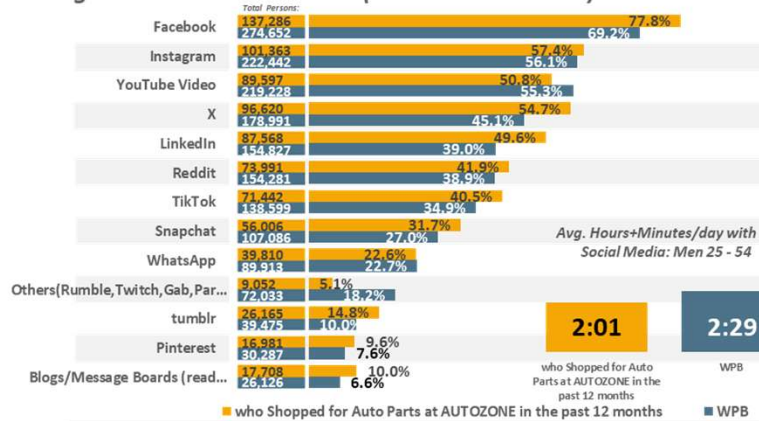
Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): AutoZone



137,286 or 77.8% of Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months use Ad-Supported Facebook for an average of 23.4 minutes every day representing 22.1% of all time spent daily with Ad-Supported Social Media.

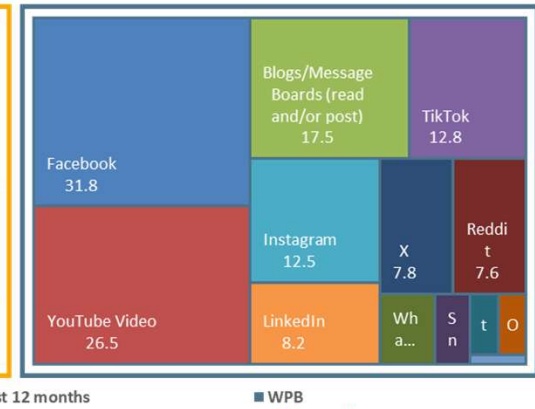
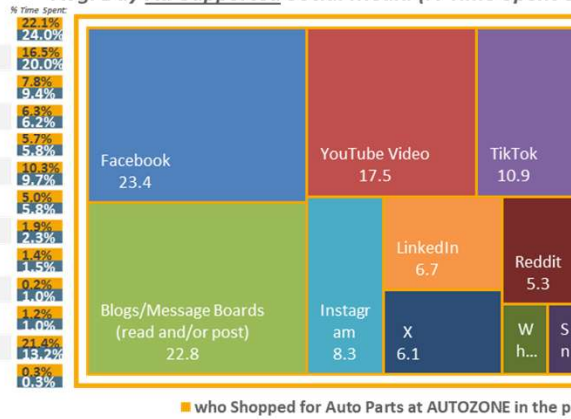
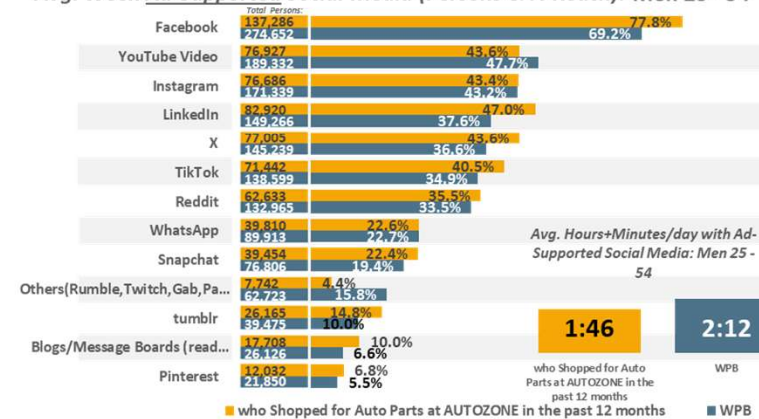
Avg. Week All Social Media (Persons & % Reach): Men 25 - 54

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



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

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



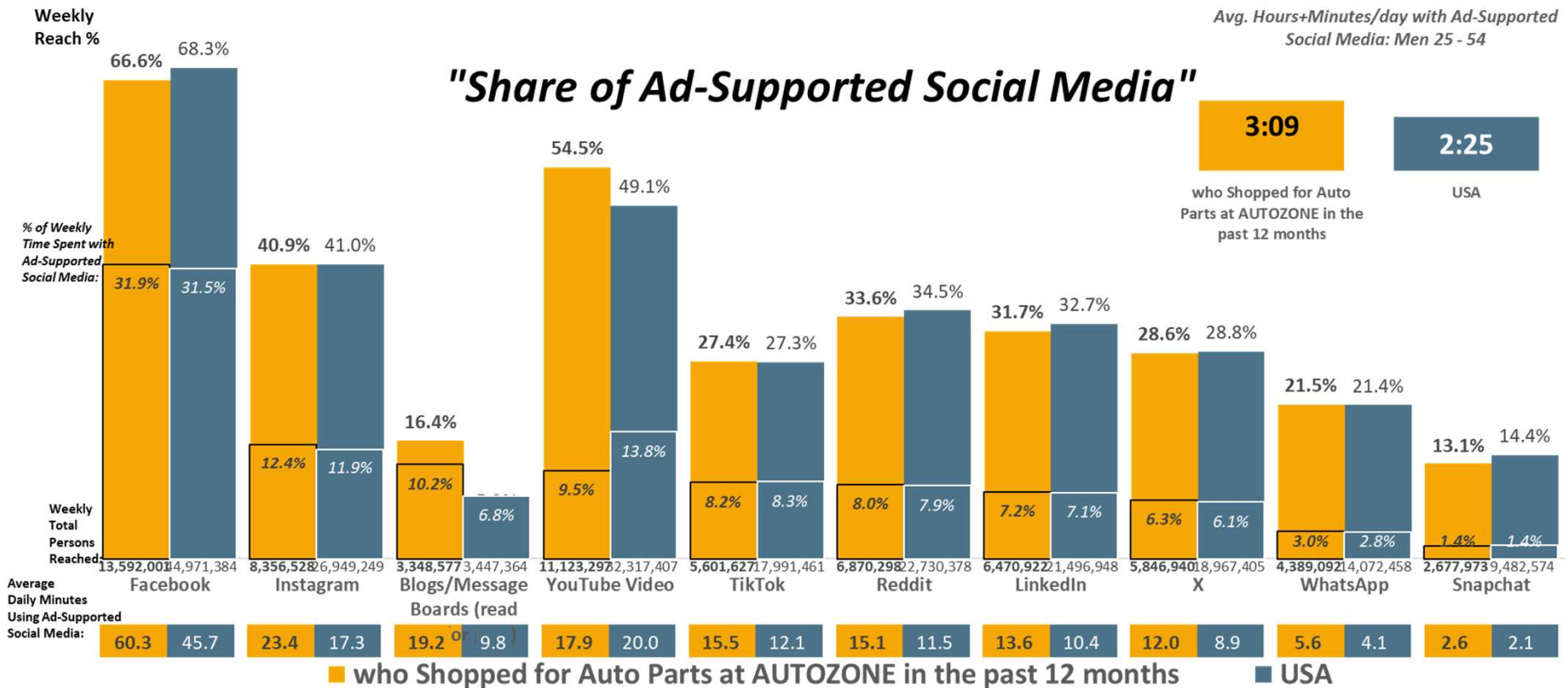
WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 657
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): AutoZone



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



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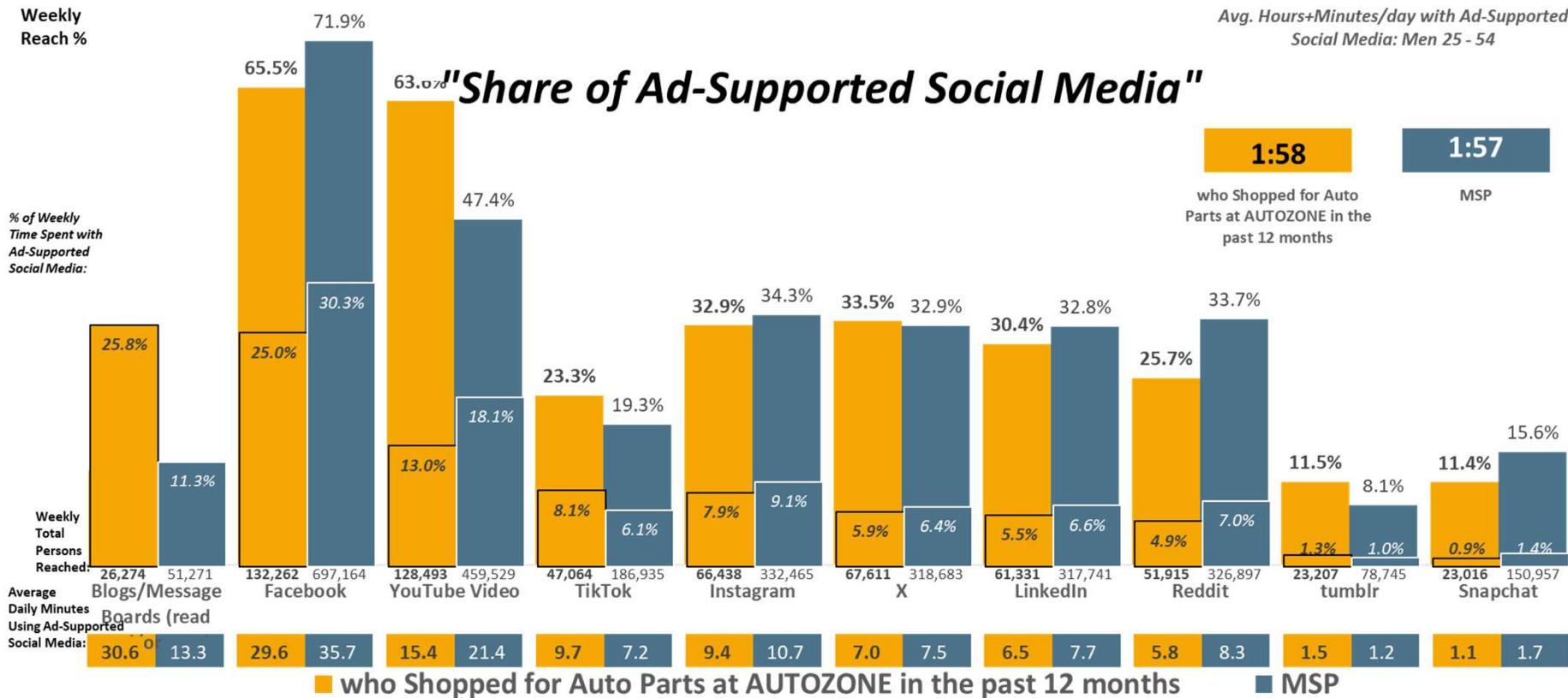
USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

soefa.ai Share of Everything for Anything

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

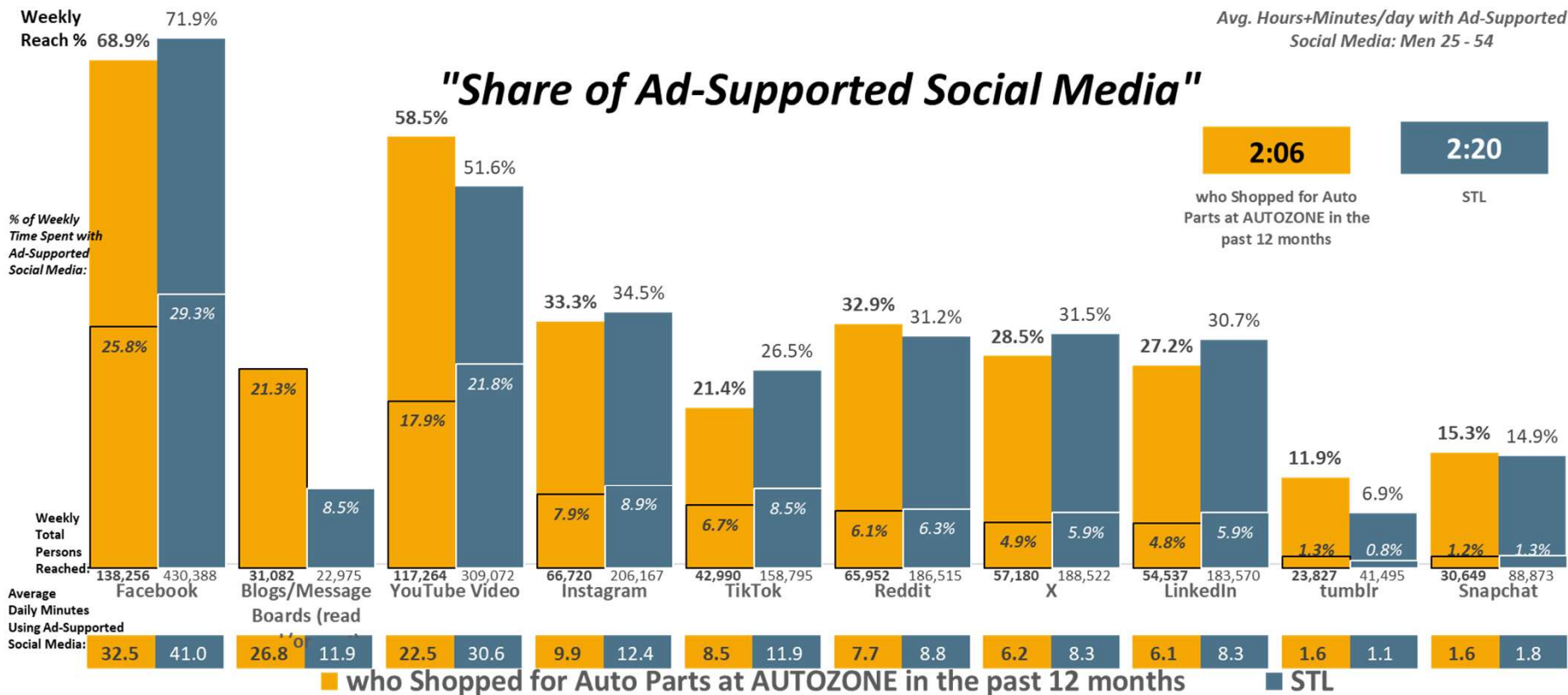


26,274 or 13.3% of Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months use Ad-Supported Blogs/Message Boards (read and/or post) for an average of 30.6 minutes every day representing 25.8% of all time spent daily with Ad-Supported Social Media





138,256 or 68.9% of Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months use Ad-Supported Facebook for an average of 32.5 minutes every day representing 25.8% of all time spent daily with Ad-Supported Social Media.



STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 603
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ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,095

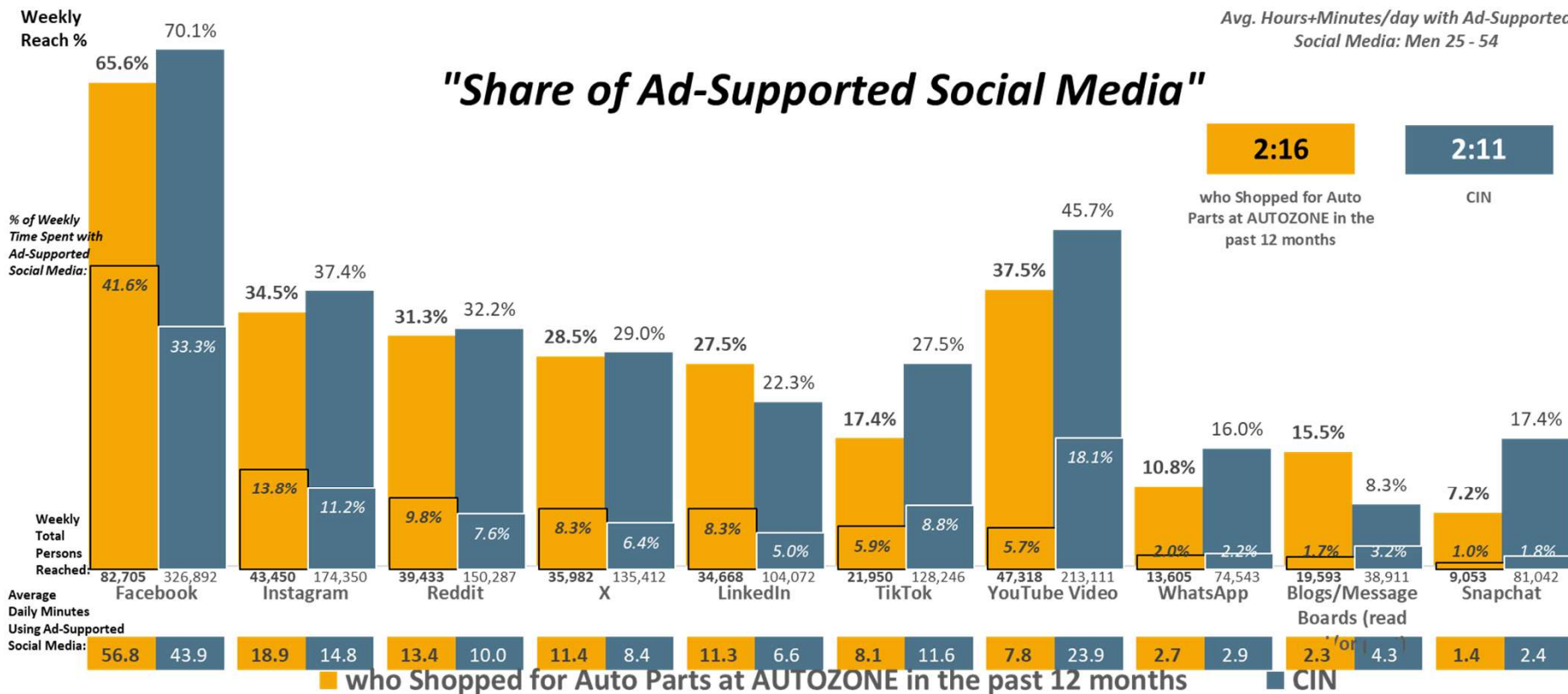
soefa.ai Share of Everything for Anything

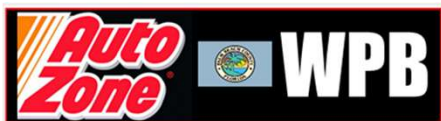
Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): AutoZone



82,705 or 65.6% of Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months use Ad-Supported Facebook for an average of 56.8 minutes every day representing 41.6% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



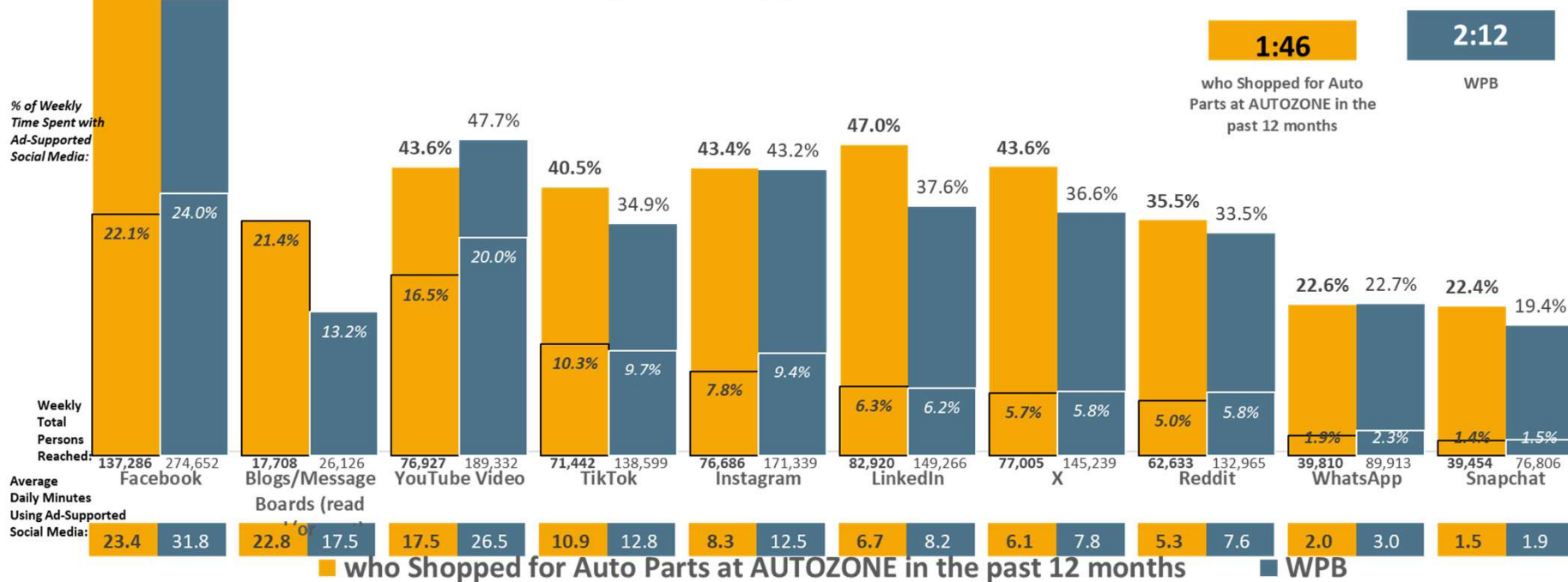


137,286 or 77.8% of Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months use Ad-Supported Facebook for an average of 23.4 minutes every day representing 22.1% of all time spent daily with Ad-Supported Social Media.

Weekly
Reach % 77.8%

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

"Share of Ad-Supported Social Media"



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 657 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687
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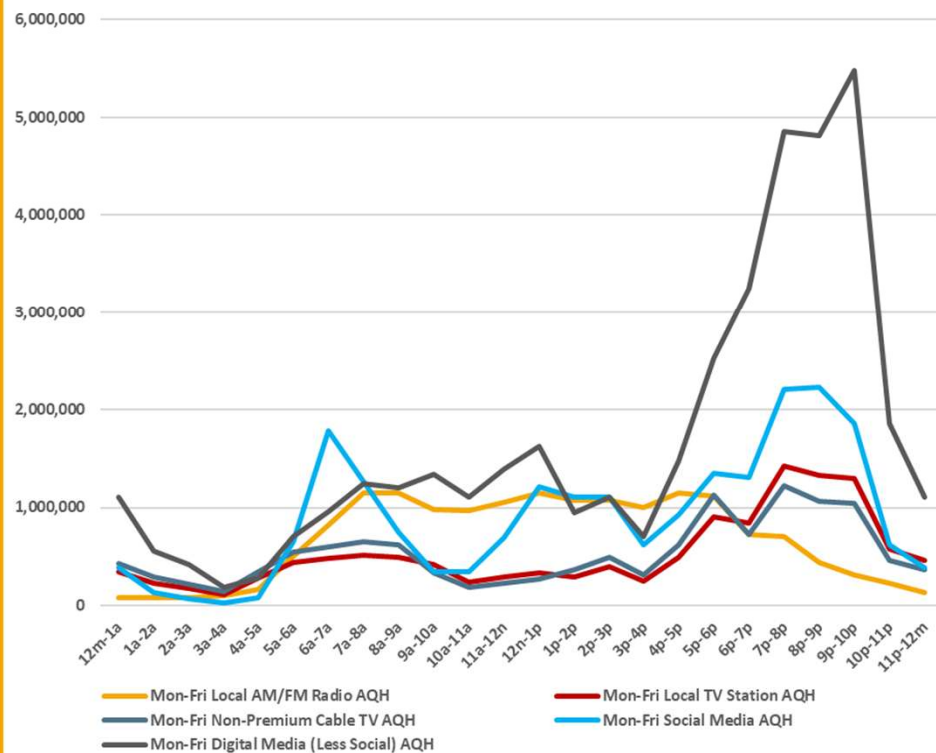
soefa.ai Share of Everything
for Anything

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

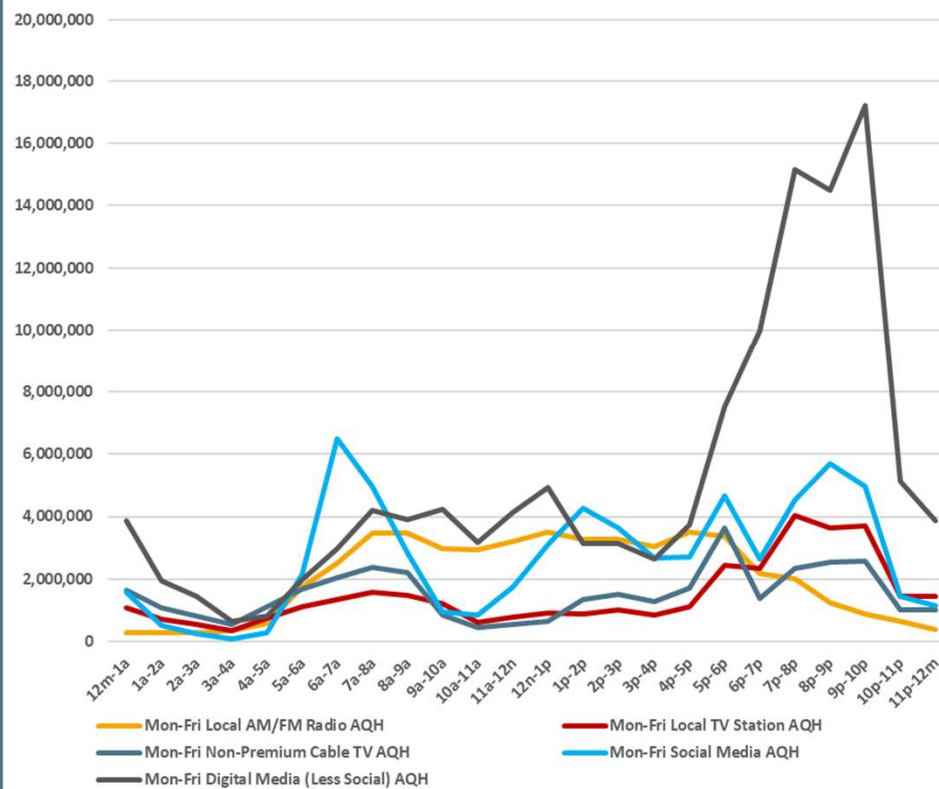


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 1,451,429;
Local Radio: 1,030,672; Social Media: 983,685; Non-Prem. Cable: 503,361; Local TV:
457,377 reaching Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the p

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



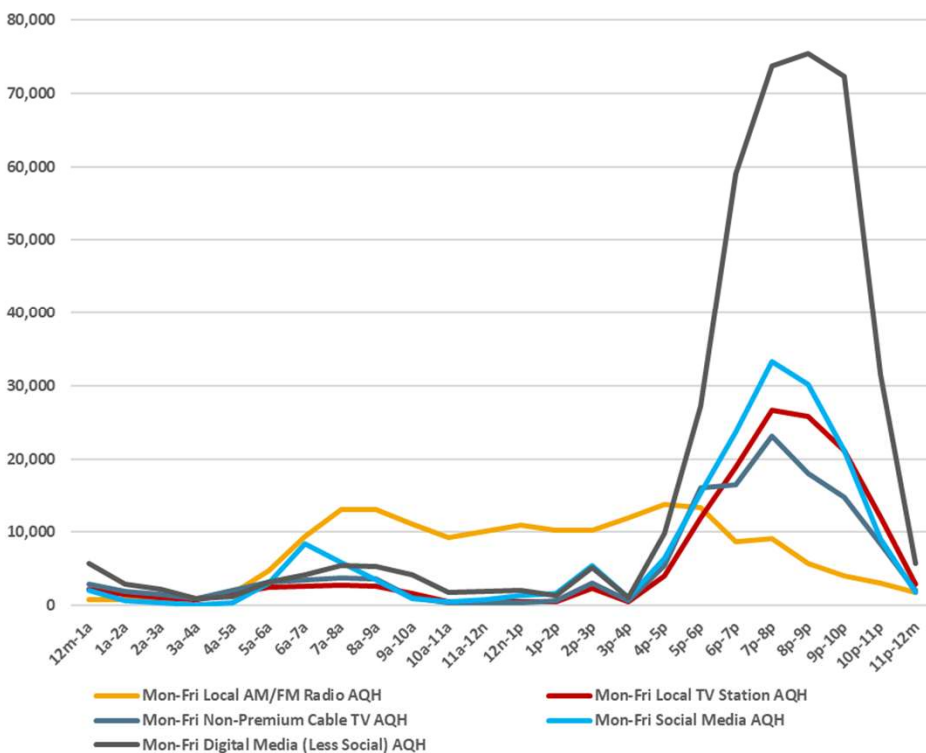
*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA 210 DMA Area Men 25 - 54*



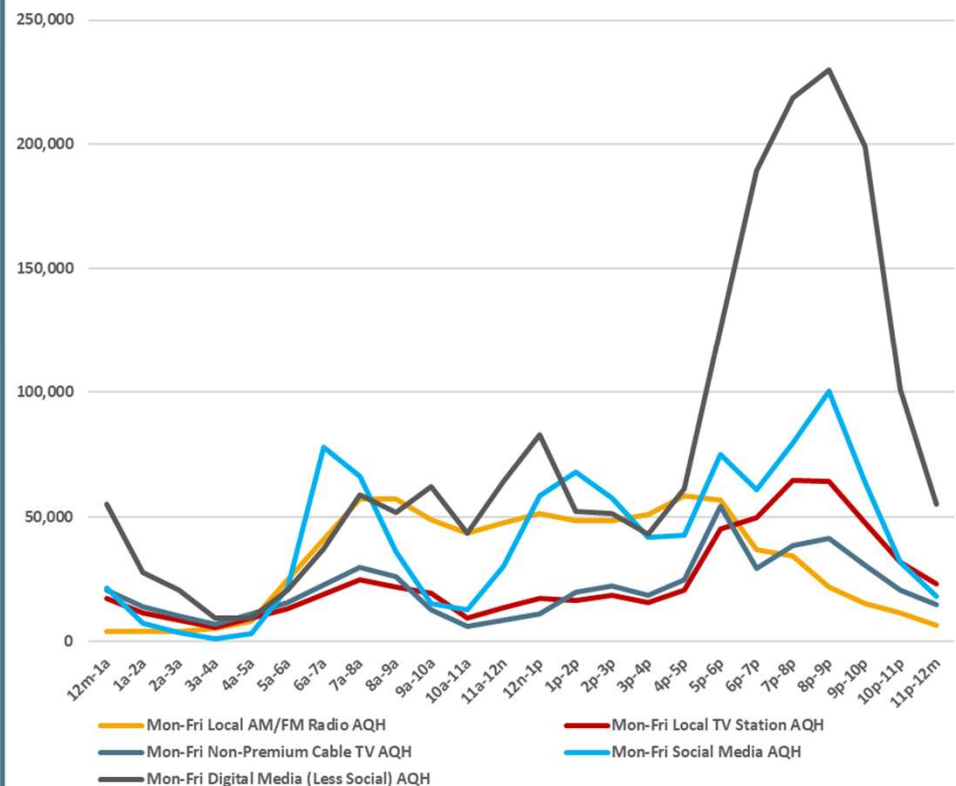


M-F 6a-7p Avg. Available Impressions per 15-min. are... Local Radio: 11,173; All Other Digital Media: 9,903; Social Media: 5,759; Non-Prem. Cable: 4,254; Local TV: 3,797 reaching Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months

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



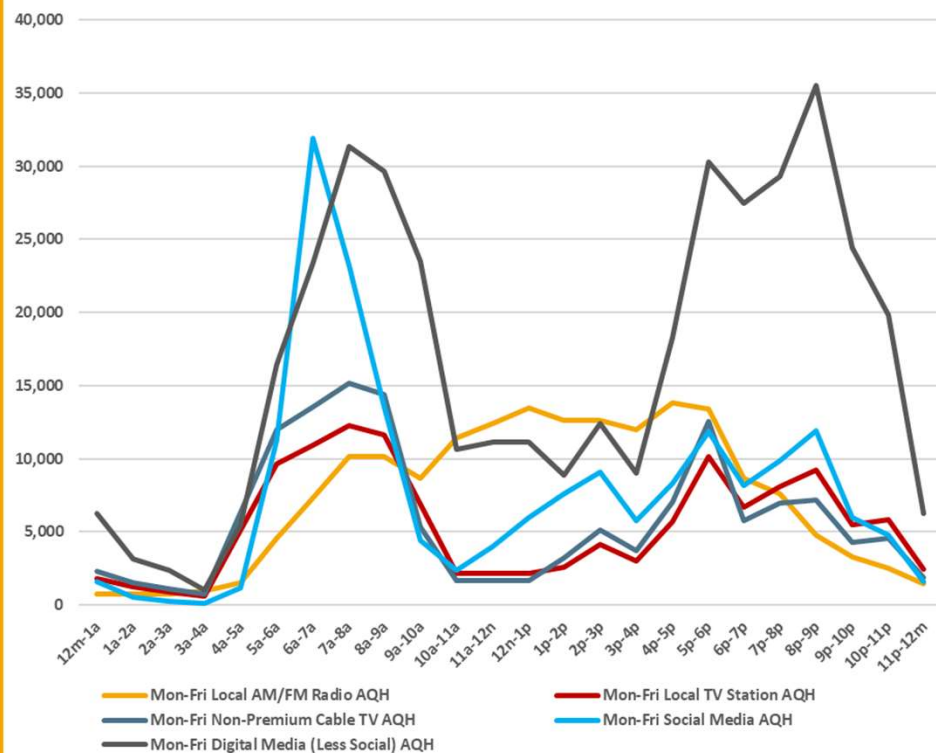
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
MSP Metro Area Men 25 - 54



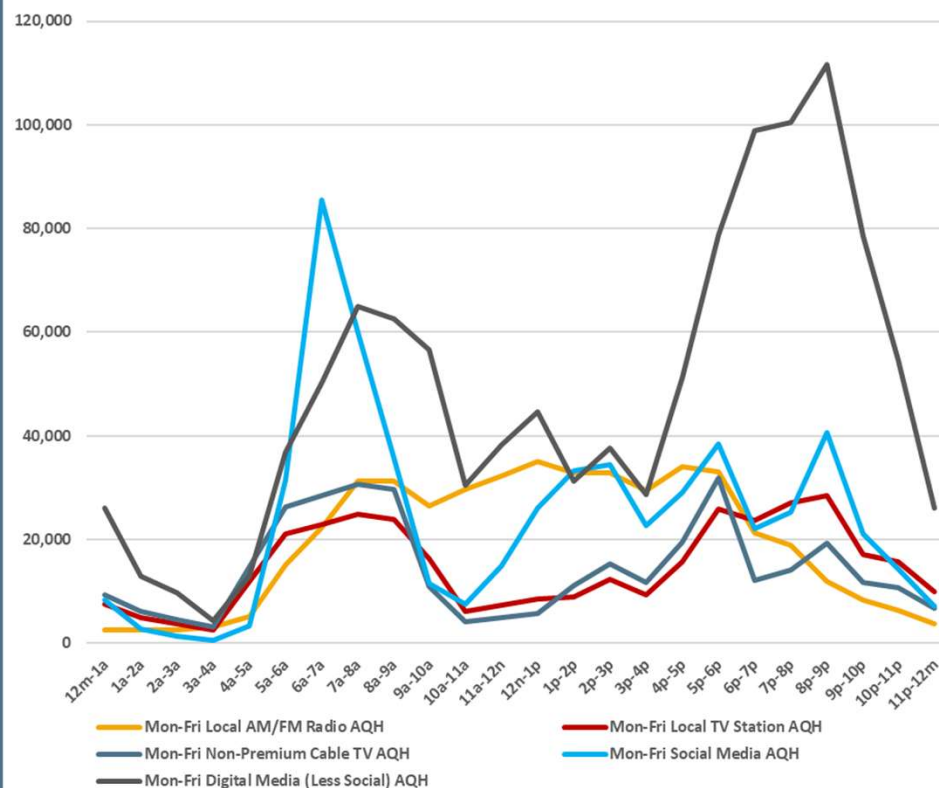


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 19,015;
Local Radio: 11,291; Social Media: 10,479; Non-Prem. Cable: 7,010; Local TV: 6,204
reaching Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 mont

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



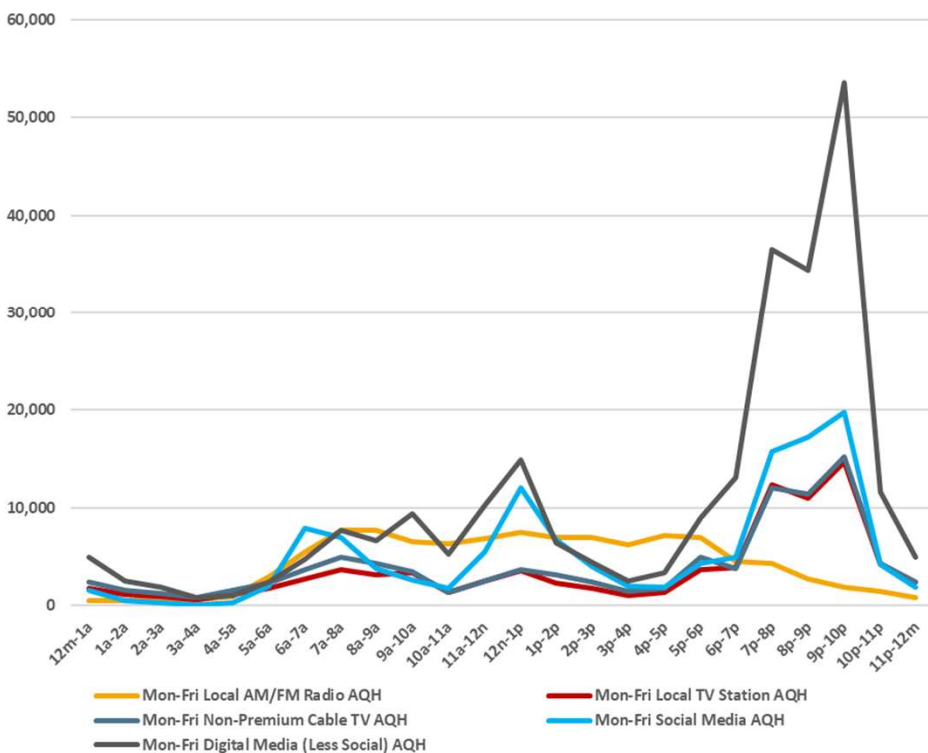
*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
STL Metro Area Men 25 - 54*



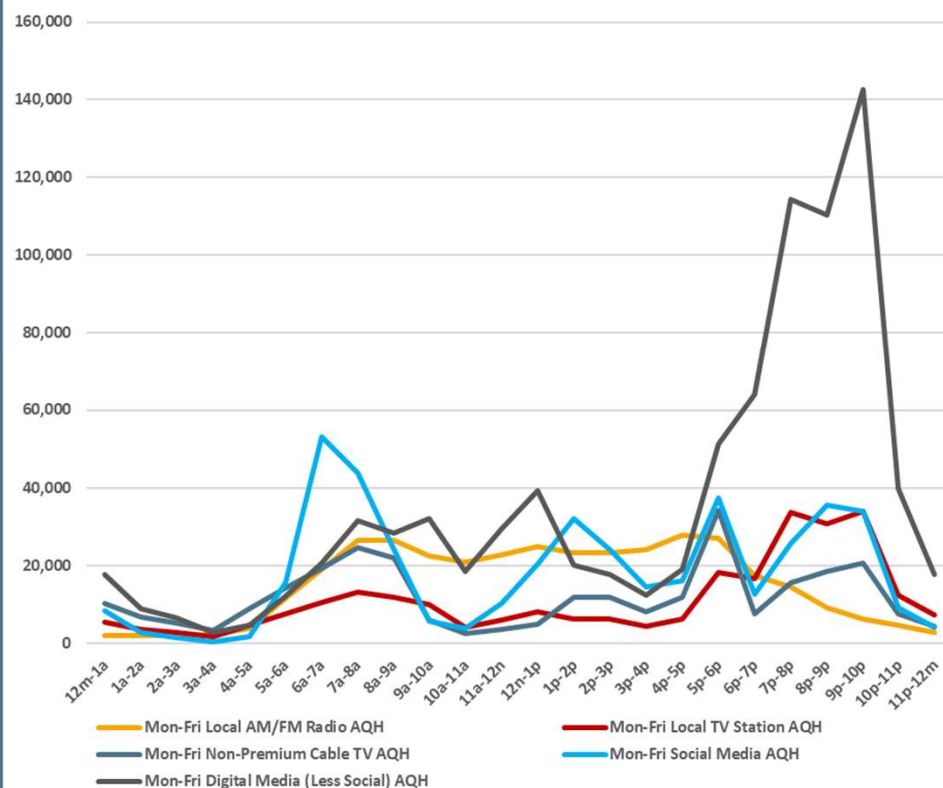


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 7,514; Local Radio: 6,692; Social Media: 4,963; Non-Prem. Cable: 3,194; Local TV: 2,646 reaching Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months.

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



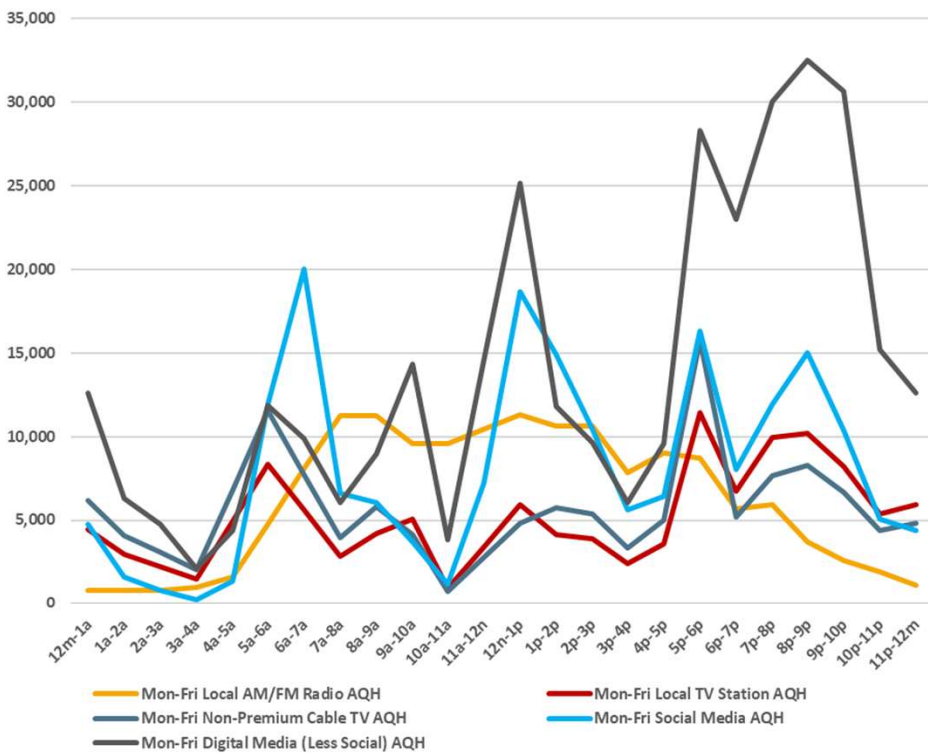
*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
CIN Metro Area Men 25 - 54*



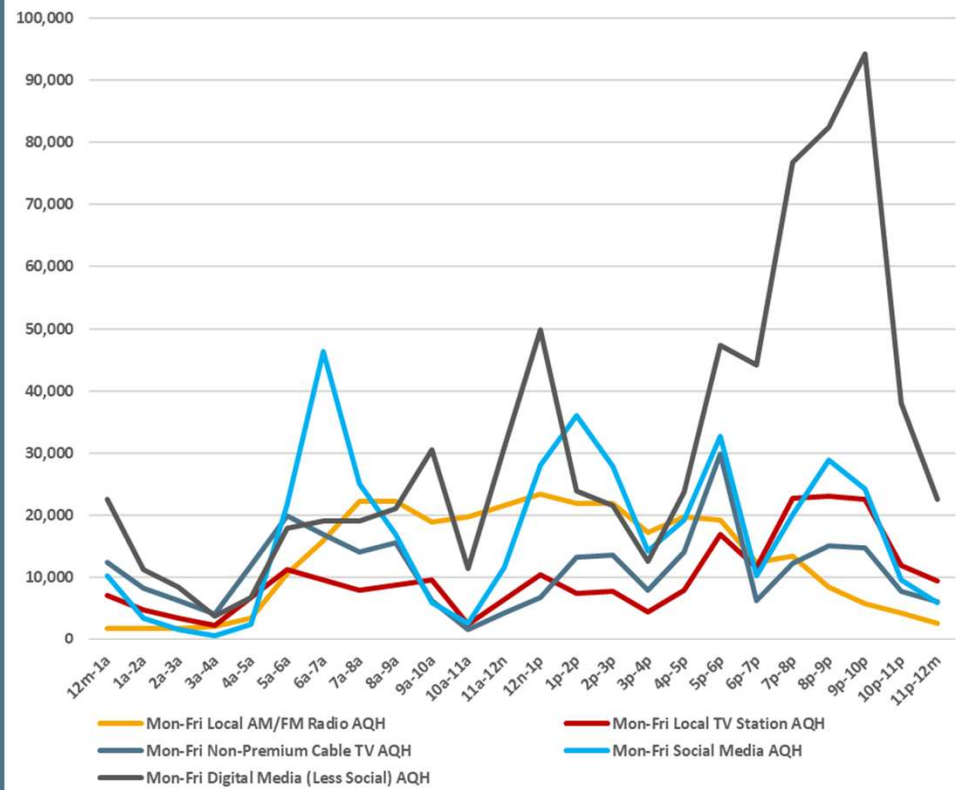


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 13,168; Social Media: 9,636; Local Radio: 9,530; Non-Prem. Cable: 5,410; Local TV: 4,631 reaching Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months

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



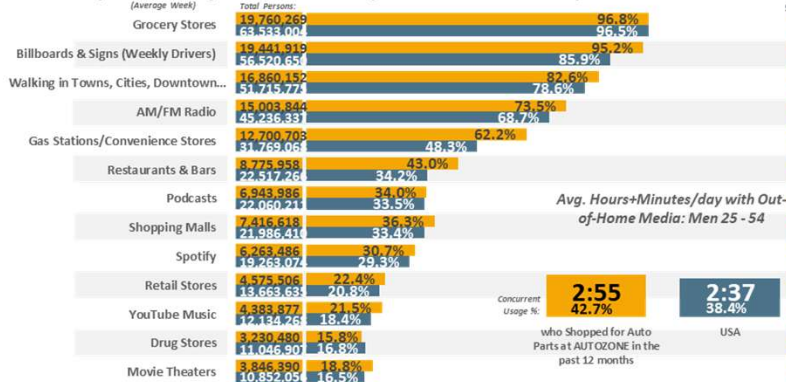
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
WPB Metro Area Men 25 - 54



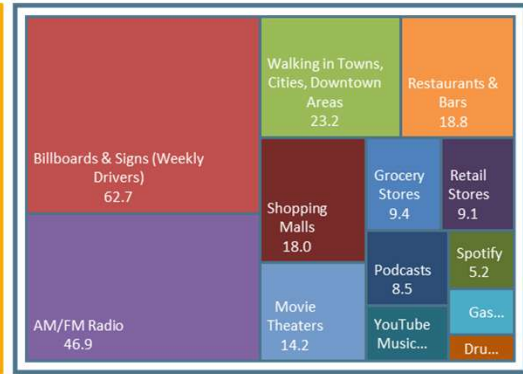
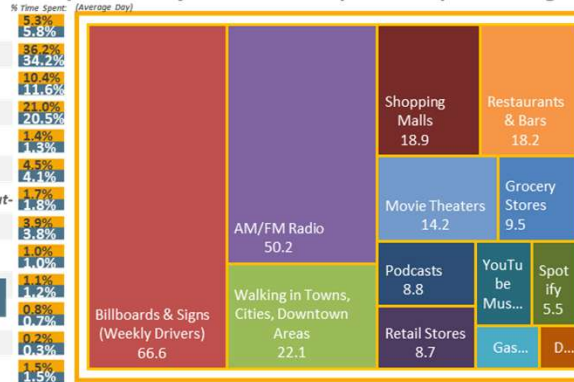


19,441,919 or 95.2% of Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months spend an average of 66.6 minutes per day driving, seeing Billboards and Signs. 70.6% Listen to Local Radio Stations Out-of-Home for an average of 45.9 minutes/

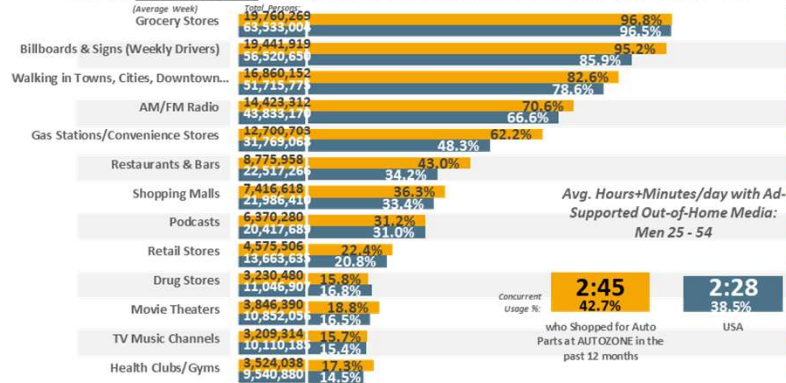
Top-13 Out-of-Home Media (Persons & % Reach): Men 25 - 54



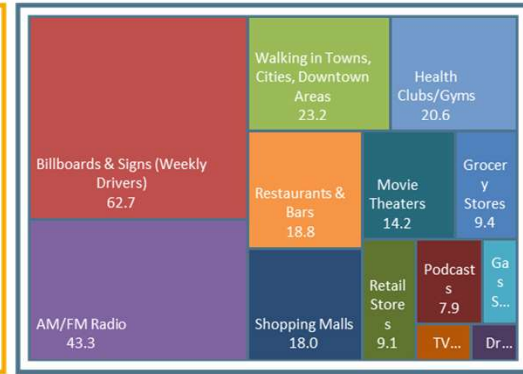
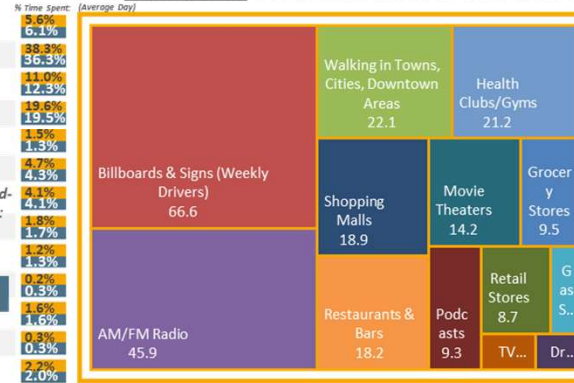
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



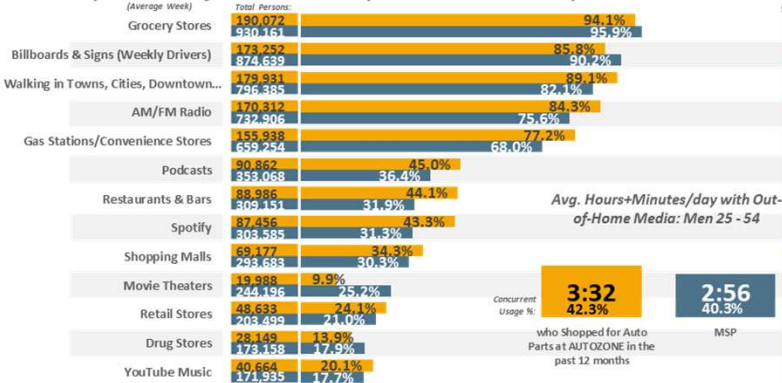
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



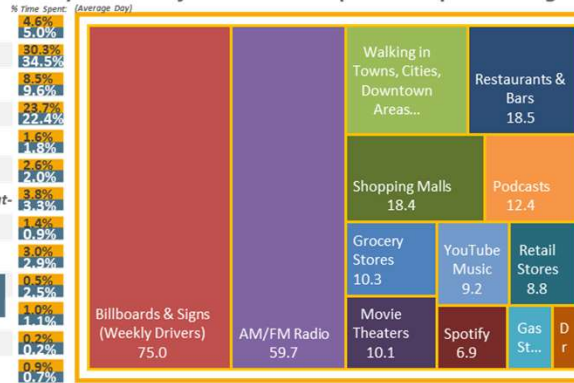


173,252 or 85.8% of Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months spend an average of 75. minutes per day driving, seeing Billboards and Signs. 78.5% Listen to Local Radio Stations Out-of-Home for an average of 48.1 minutes/day.

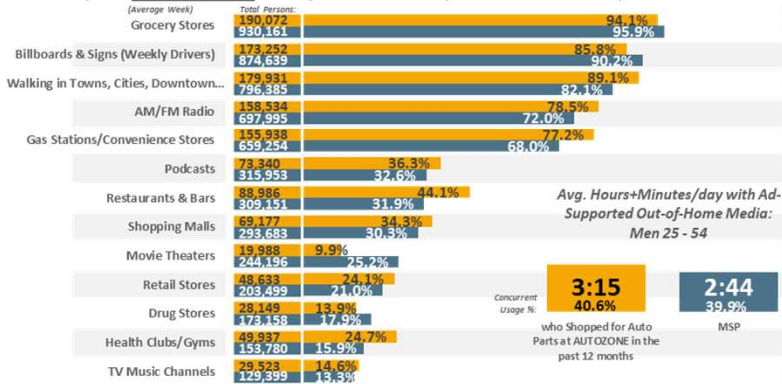
Top-13 Out-of-Home Media (Persons & % Reach): Men 25 - 54



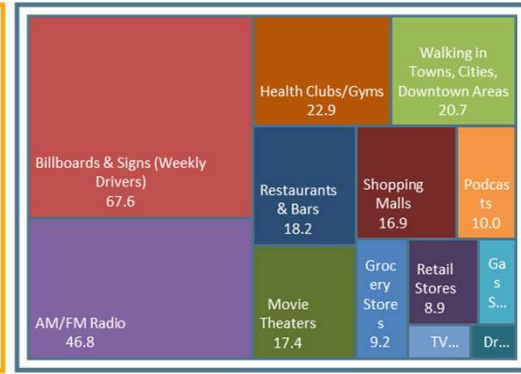
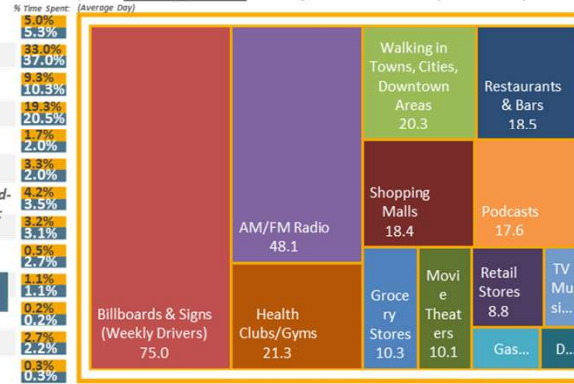
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



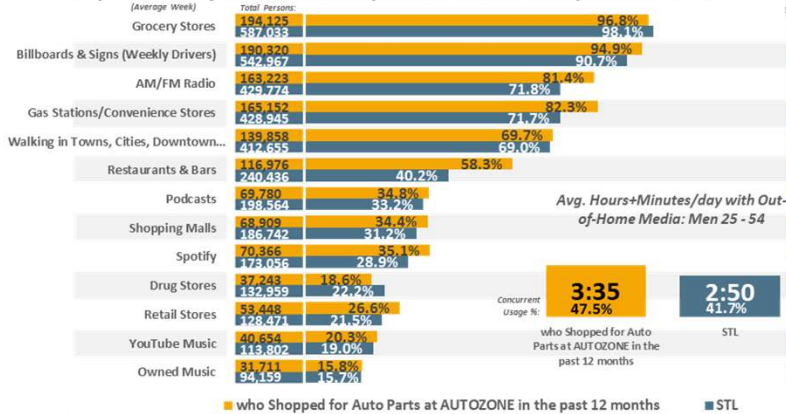
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



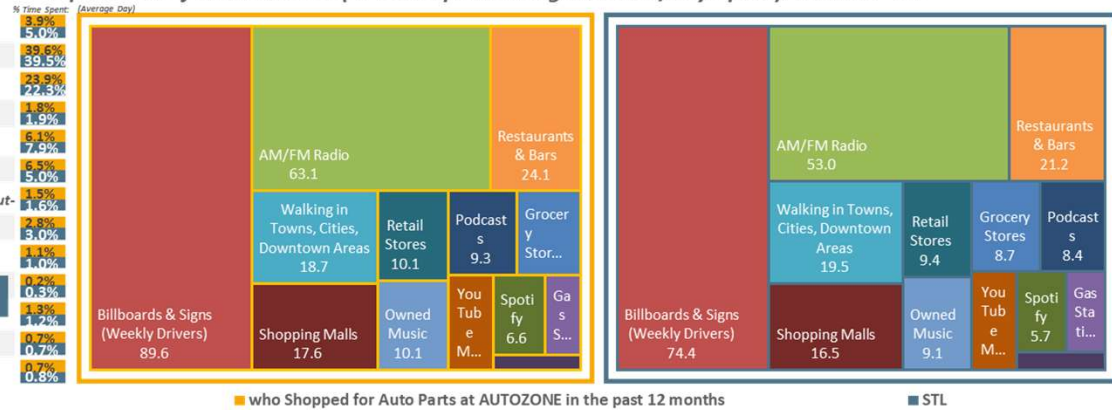


190,320 or 94.9% of Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months spend an average of 89.6 minutes per day driving, seeing Billboards and Signs. 77.7% Listen to Local Radio Stations Out-of-Home for an average of 59.3 minutes/day

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



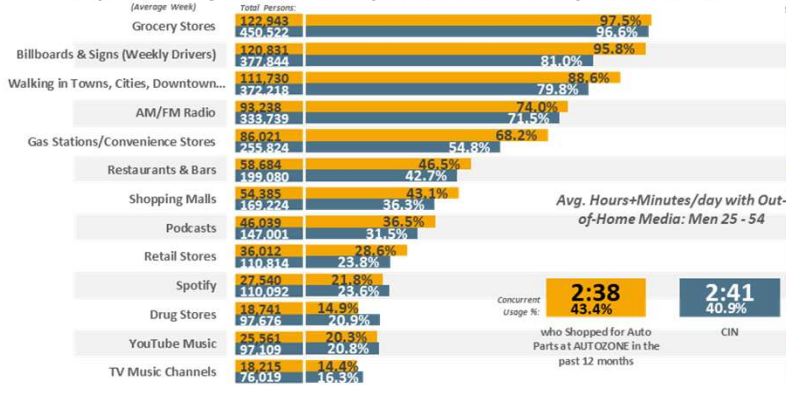
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



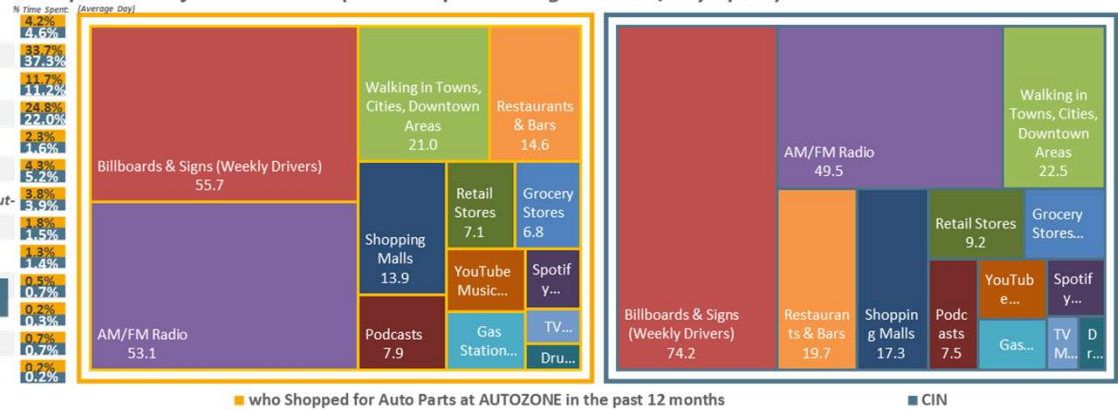


120,831 or 95.8% of Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months spend an average of 55.7 minutes per day driving, seeing Billboards and Signs. 73.1% Listen to Local Radio Stations Out-of-Home for an average of 52.8 minutes/day

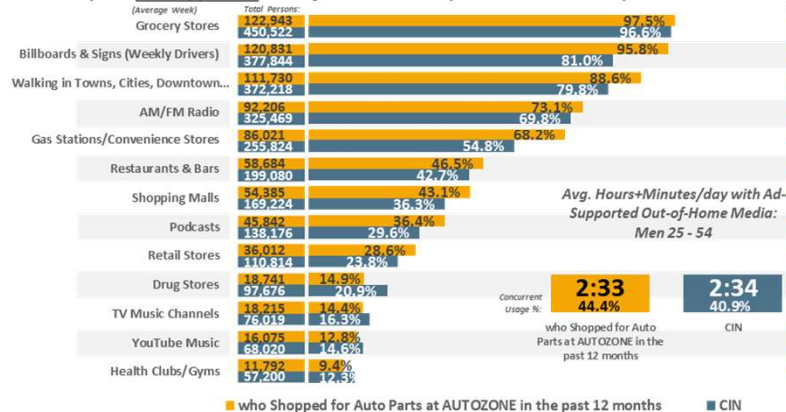
Top-13 Out-of-Home Media (Persons & % Reach): Men 25 - 54



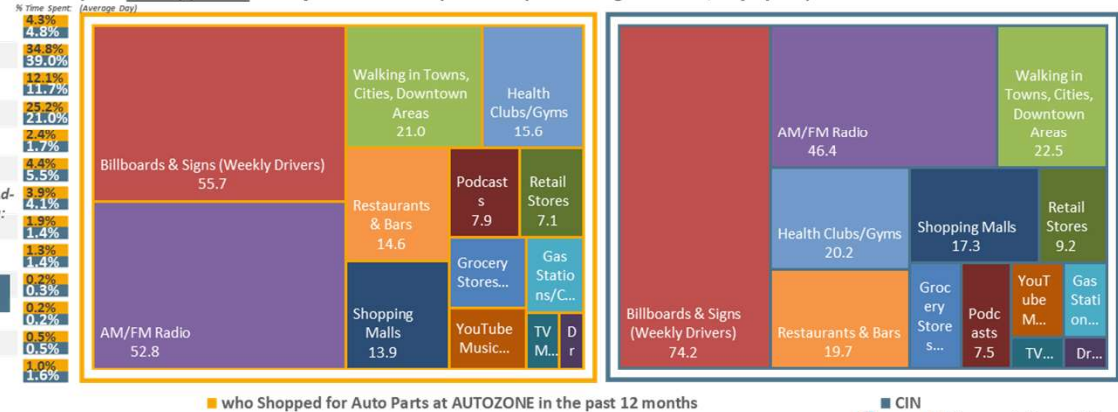
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



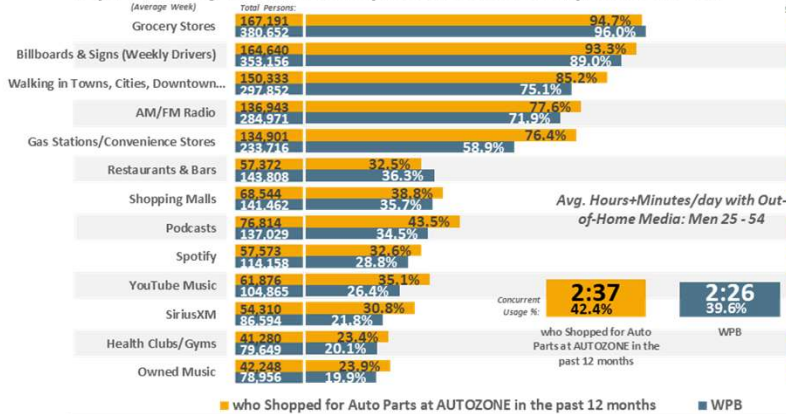
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



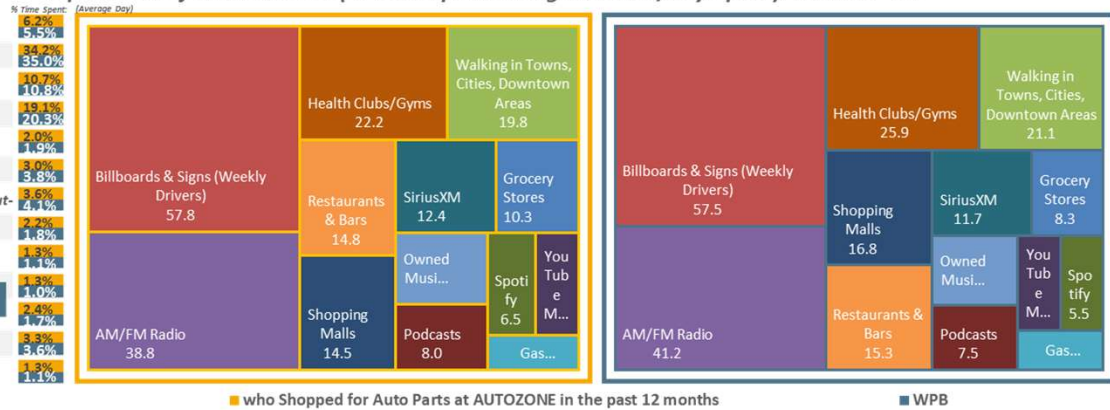


164,640 or 93.3% of Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months spend an average of 57.8 minutes per day driving, seeing Billboards and Signs. 74.9% Listen to Local Radio Stations Out-of-Home for an average of 35.2 minutes/day

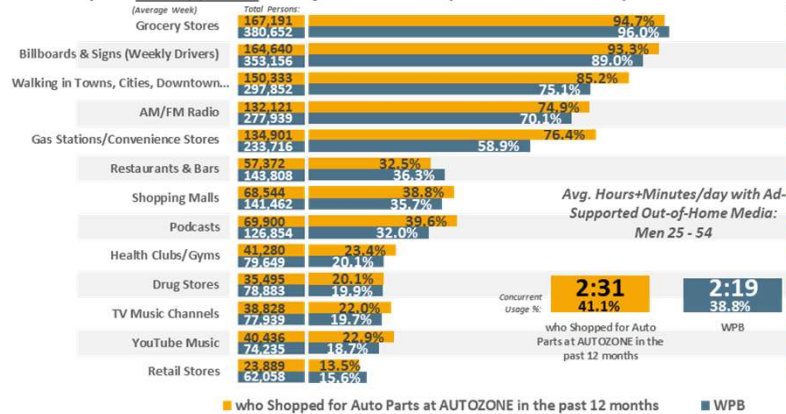
Top-13 Out-of-Home Media (Persons & % Reach): Men 25 - 54



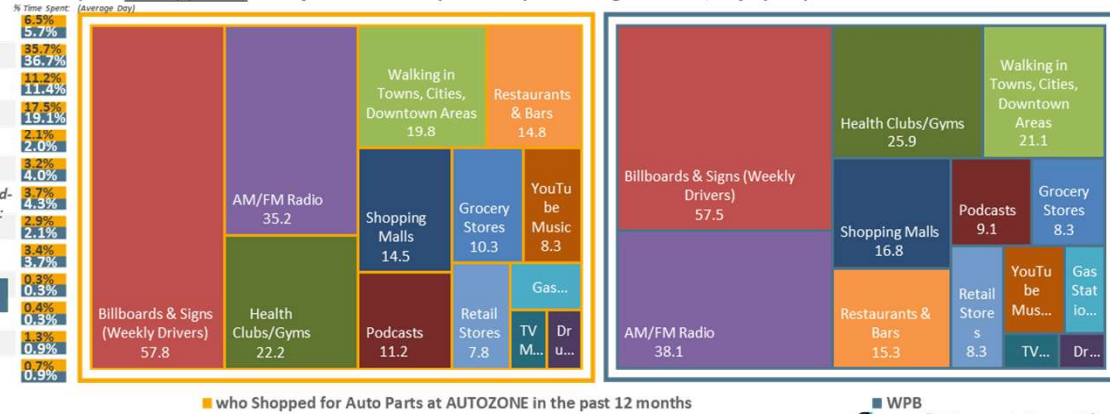
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



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



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 657
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): AutoZone

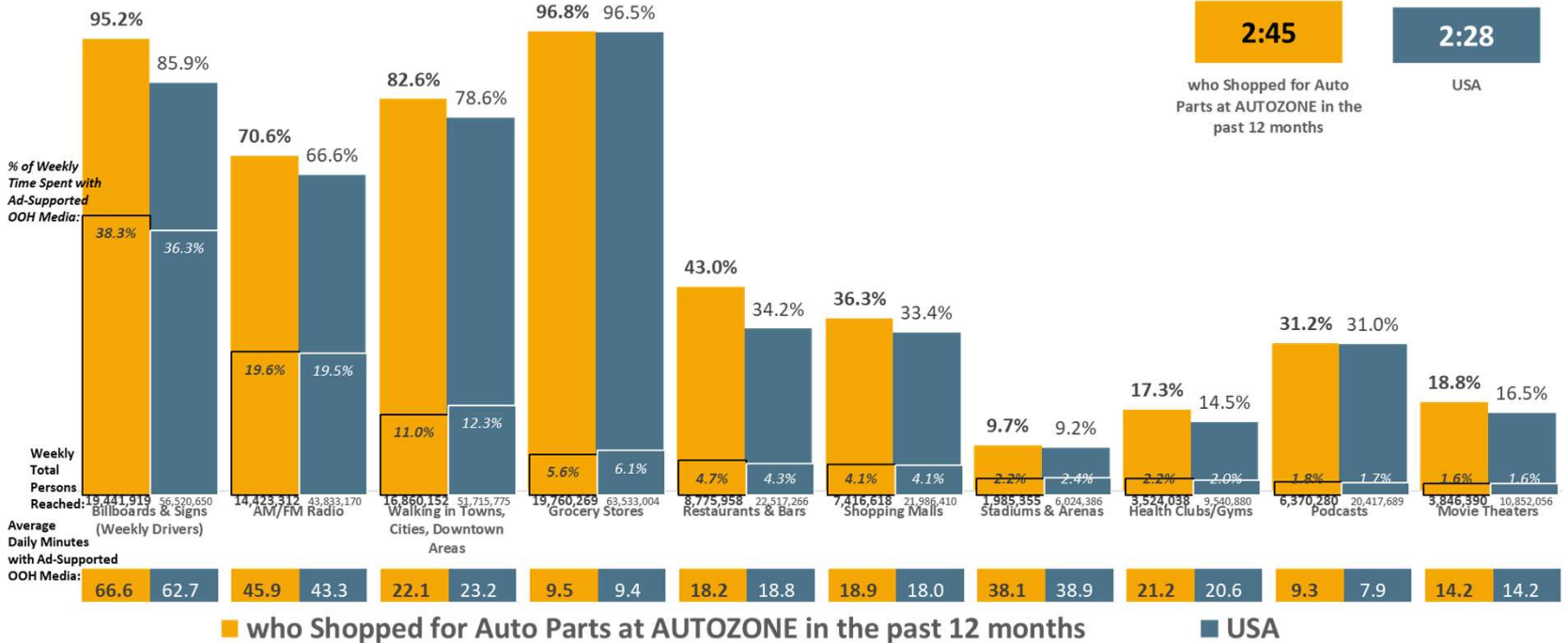


19,441,919 or 95.2% of Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months spend an average of 66.6 minutes per day driving, seeing Billboards and Signs representing 38.3% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



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

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

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

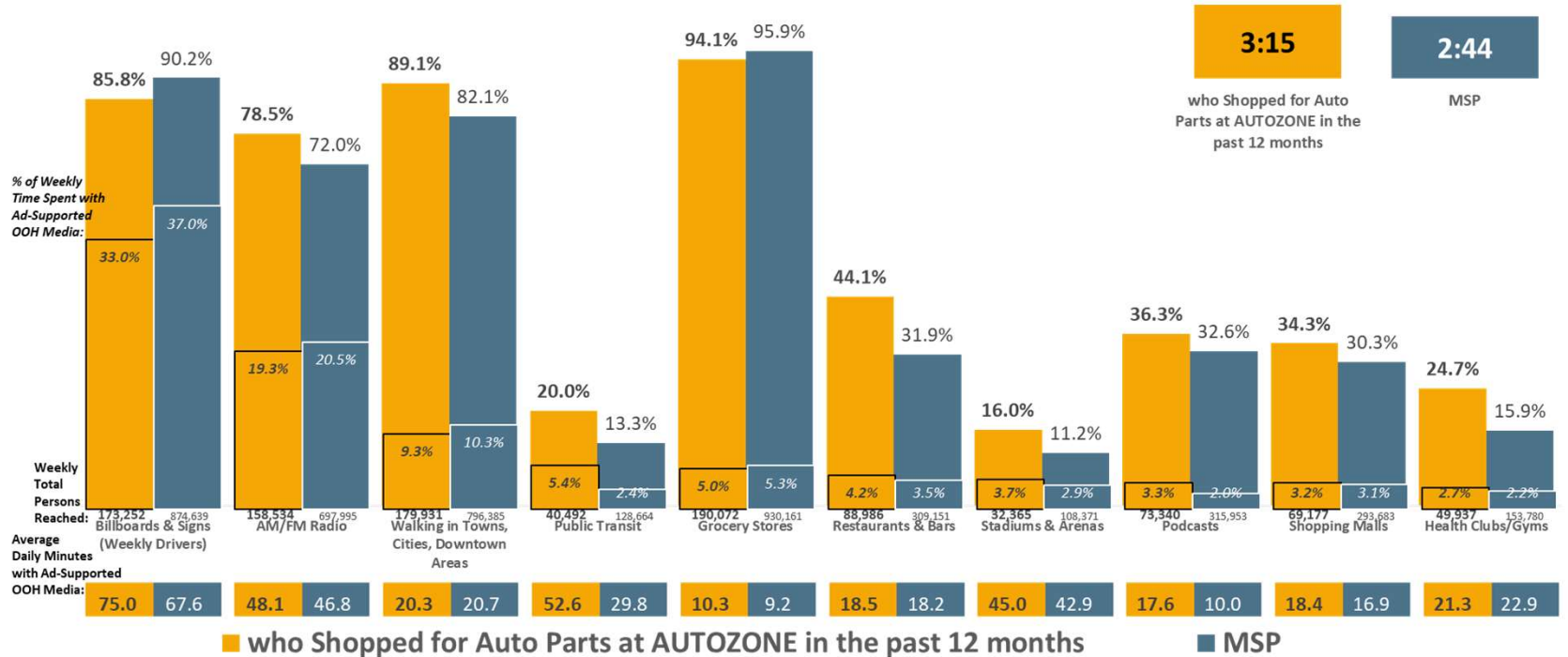


173,252 or 85.8% of Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months spend an average of 75. minutes per day driving, seeing Billboards and Signs representing 33.0% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



3:15

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

2:44

MSP

MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 296 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,081
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): AutoZone

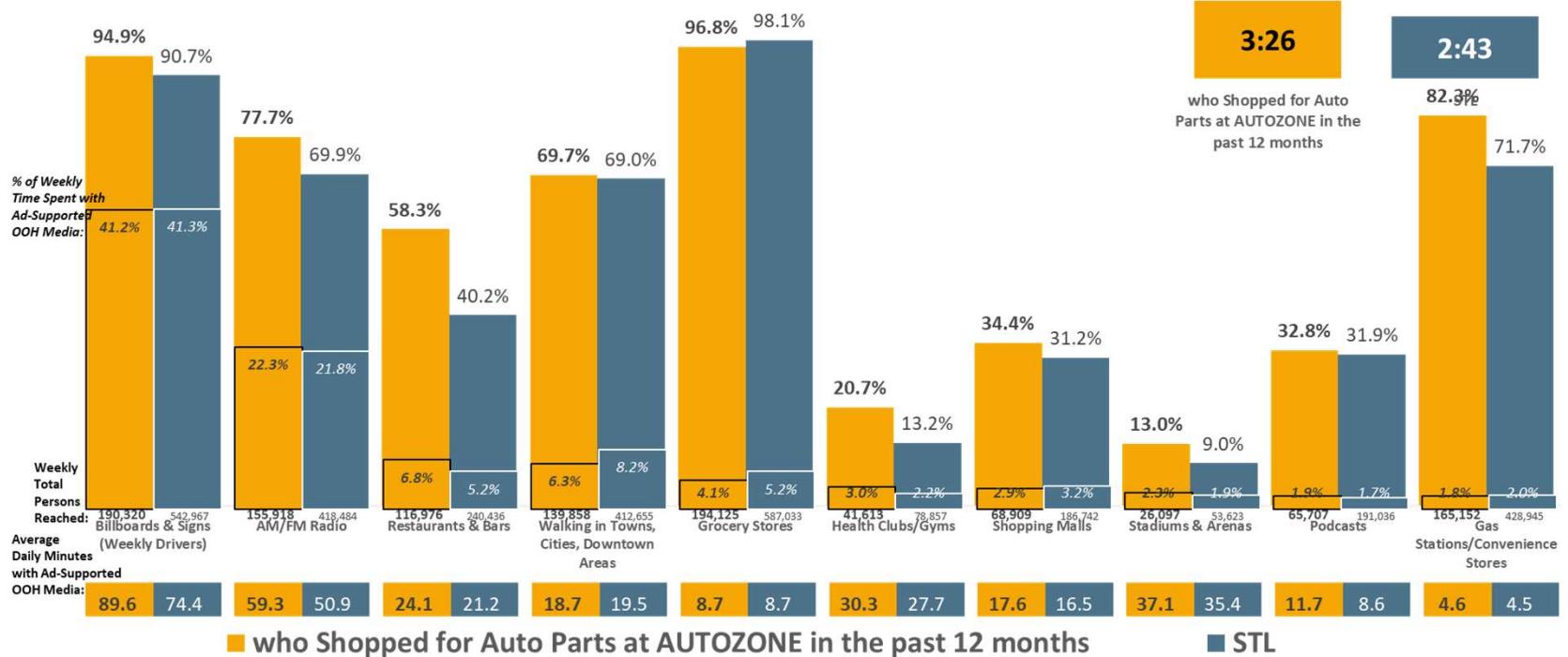


190,320 or 94.9% of Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months spend an average of 89.6 minutes per day driving, seeing Billboards and Signs representing 41.2% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 603
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ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,095

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

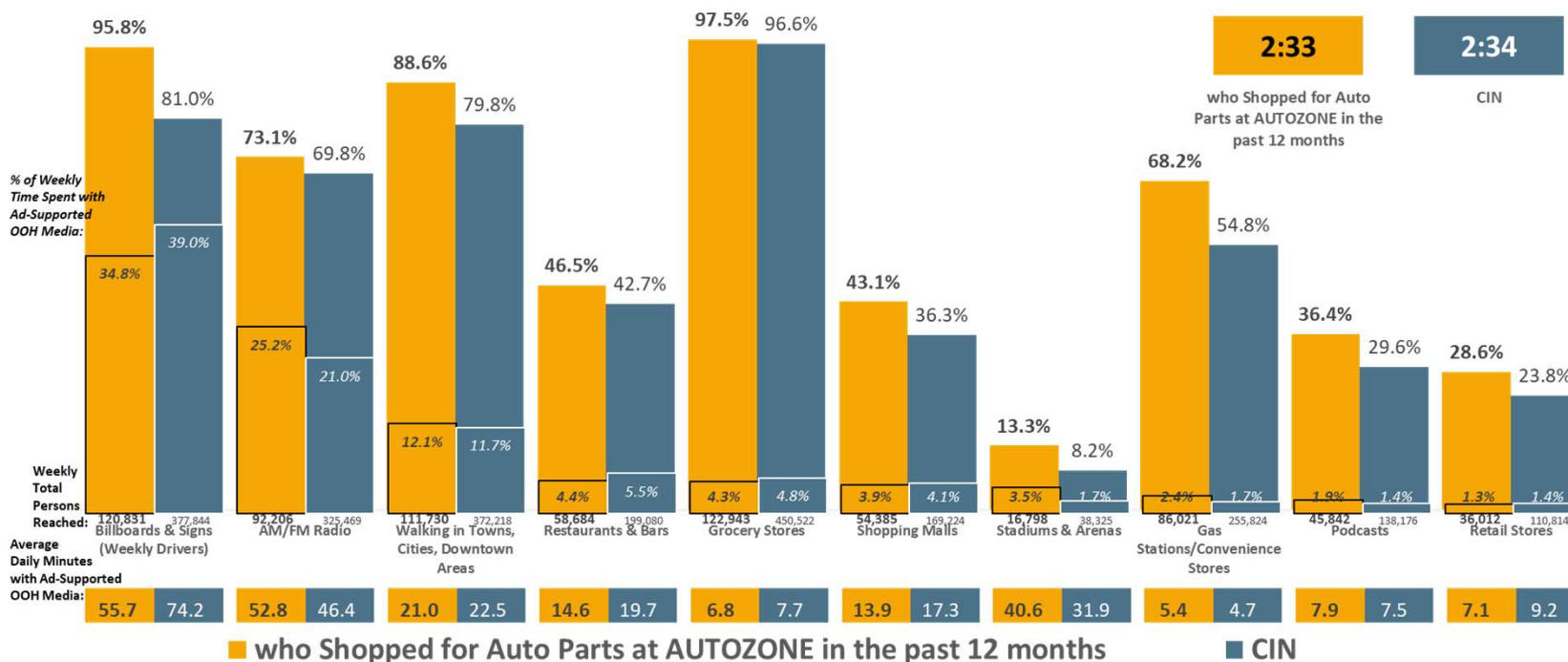


120,831 or 95.8% of Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months spend an average of 55.7 minutes per day driving, seeing Billboards and Signs representing 34.8% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 537 CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): AutoZone

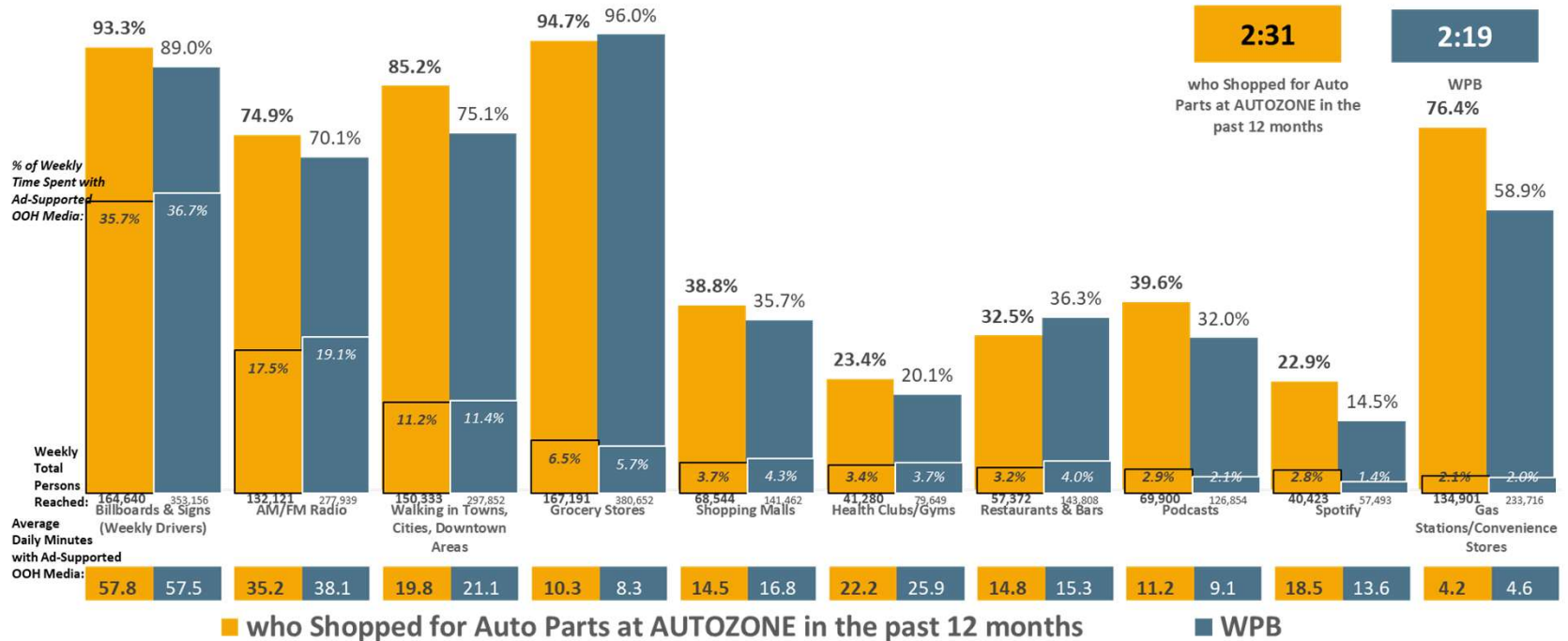


164,640 or 93.3% of Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months spend an average of 57.8 minutes per day driving, seeing Billboards and Signs representing 35.7% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 657 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687
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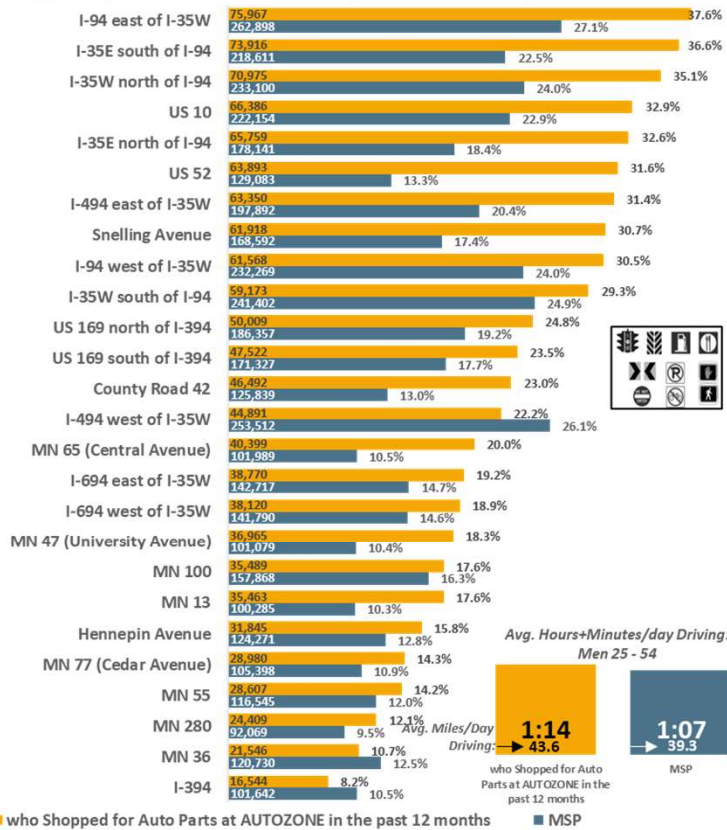
soefa.ai Share of Everything for Anything

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

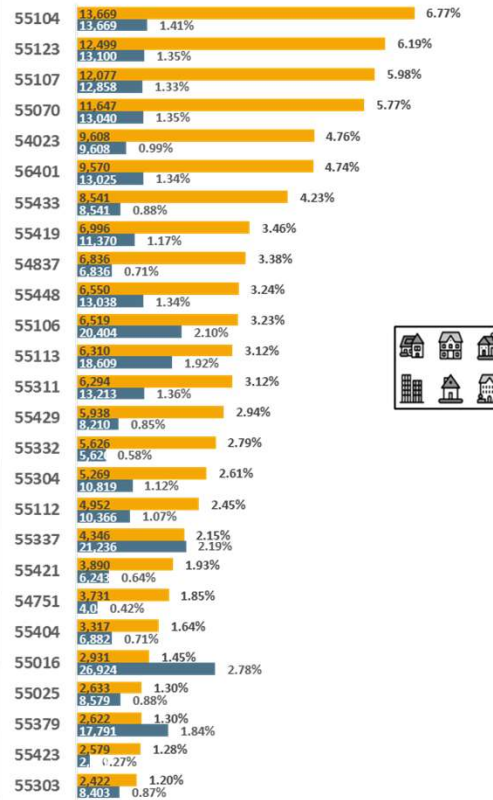


173,252 or 85.8% of Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months spend an average of 75. minutes per day driving an average of 43.6 miles each day and are 137.6% more likely to use US 52 than the Metro average.

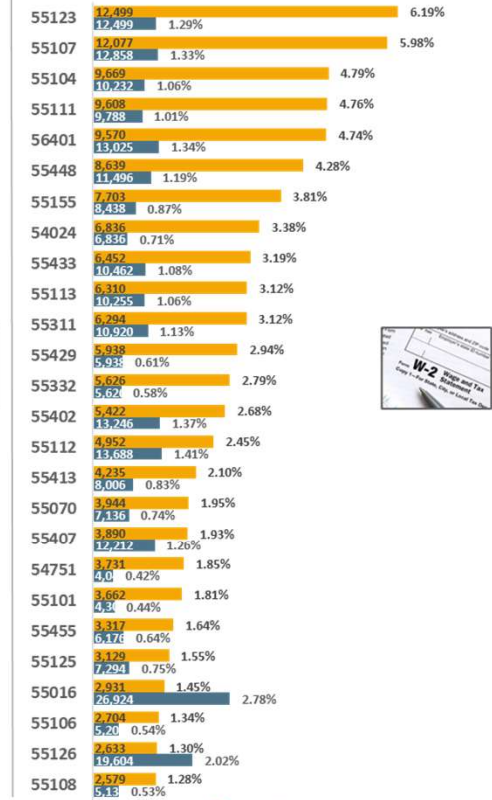
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Men 25 - 54



Top-26 Residential Zip Codes: Men 25 - 54



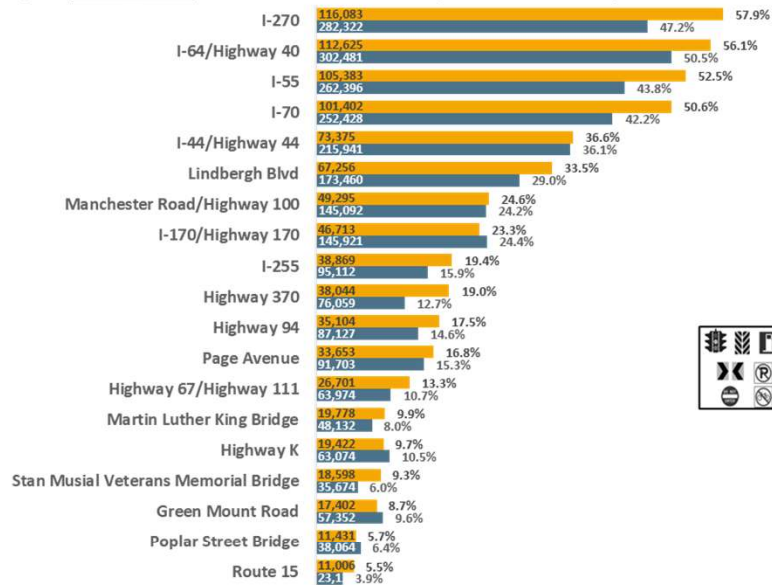
Top-26 Employment Zip Codes: Men 25 - 54





190,320 or 94.9% of Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months spend an average of 89.6 minutes per day driving an average of 52.2 miles each day and are 55.5% more likely to use Stan Musial Veterans Memorial Bridge than the

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

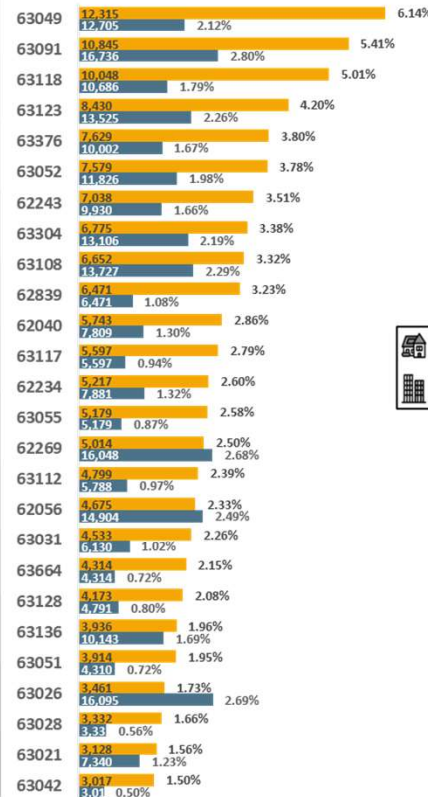


Avg. Hours+Minutes/day Driving:
Men 25 - 54

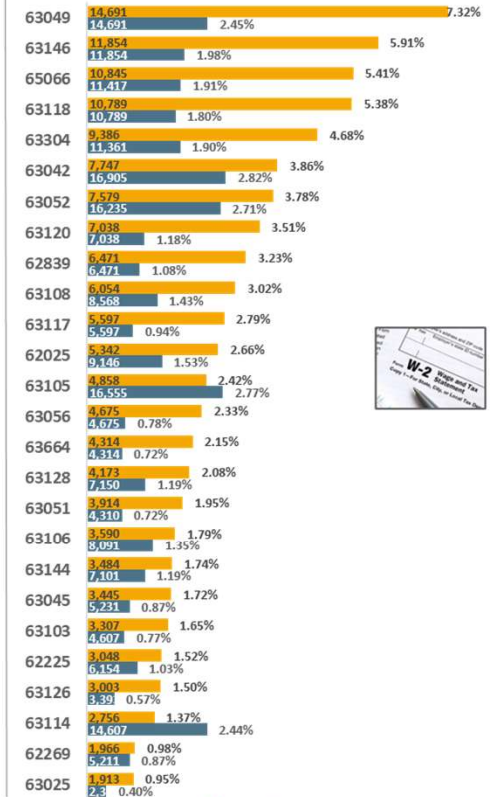


■ who Shopped for Auto Parts at AUTOZONE in the past 12 months ■ STL

Top-26 Residential Zip Codes: Men 25 - 54



Top-26 Employment Zip Codes: Men 25 - 54

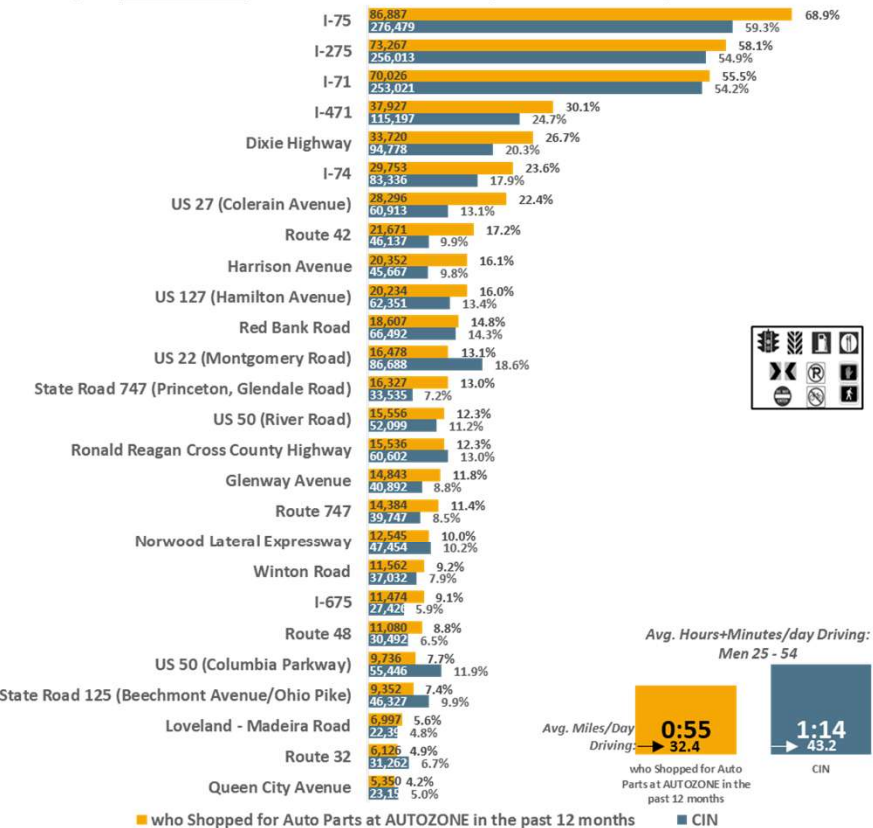


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120,831 or 95.8% of Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months spend an average of 55.7 minutes per day driving an average of 32.4 miles each day and are 80.2% more likely to use State Road 747 (Princeton, Glendale Road) than

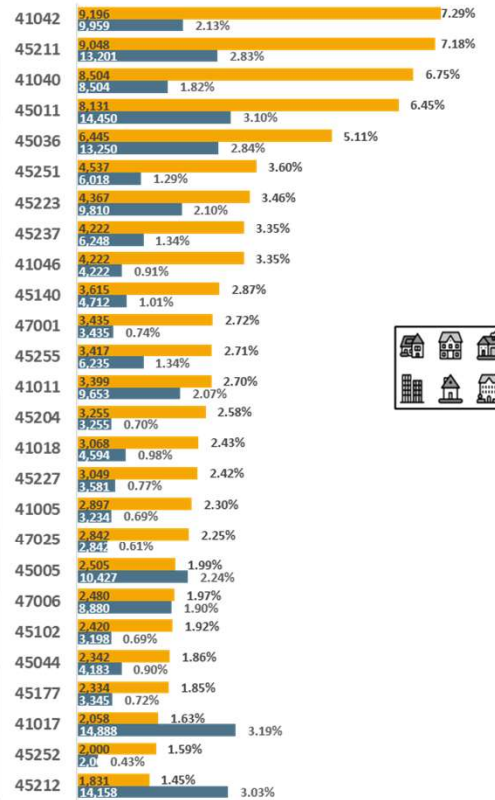
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Men 25 - 54



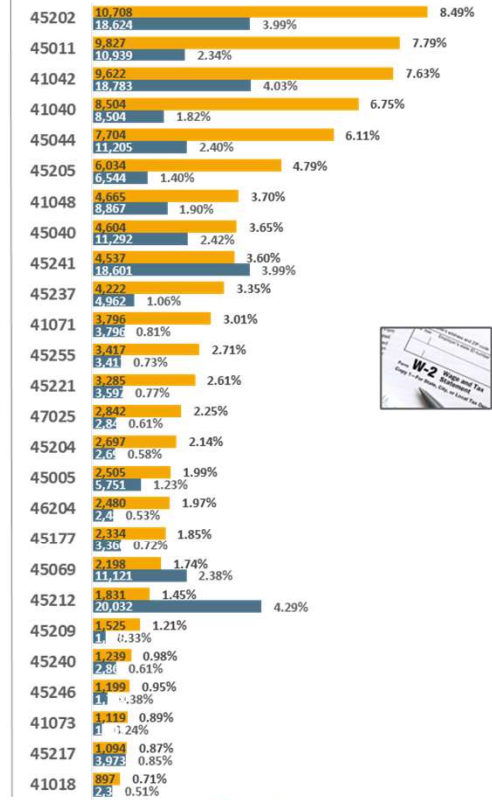
Avg. Hours+Minutes/day Driving:
Men 25 - 54



Top-26 Residential Zip Codes: Men 25 - 54



Top-26 Employment Zip Codes: Men 25 - 54

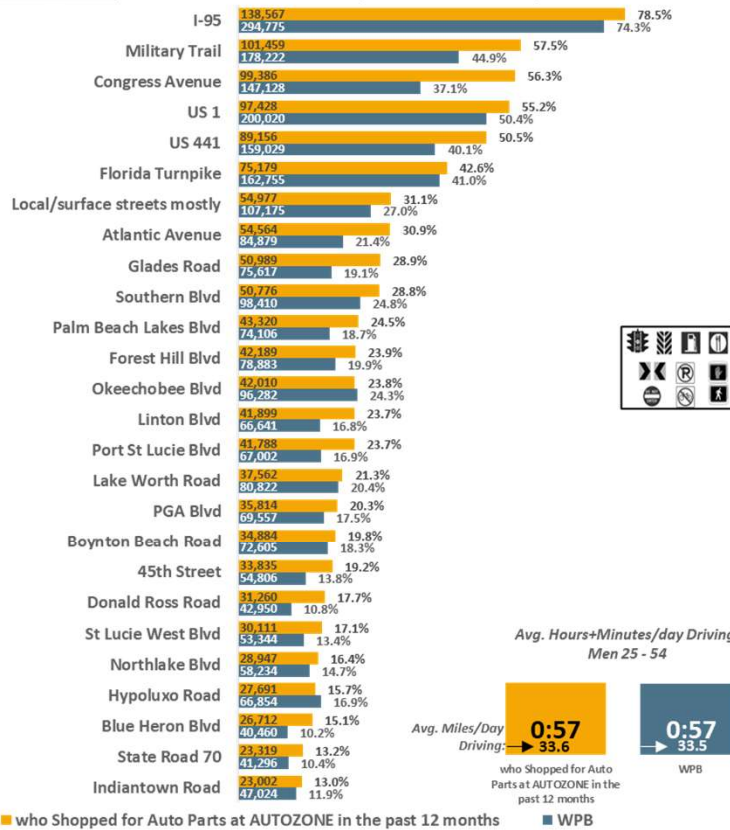


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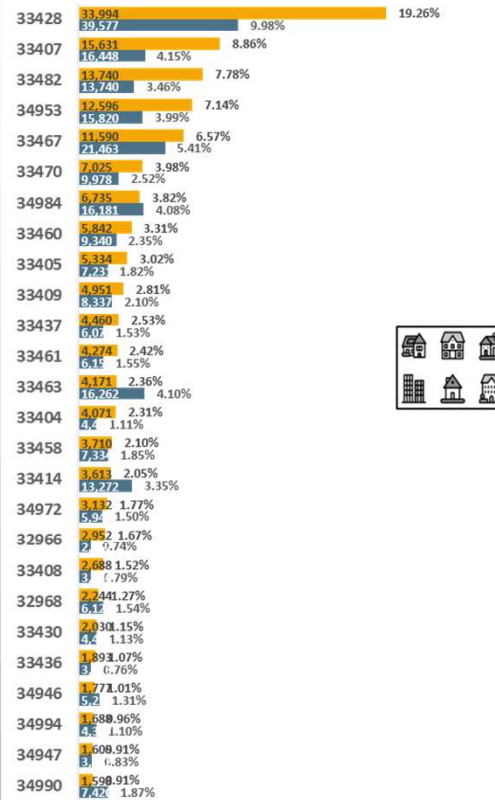


164,640 or 93.3% of Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months spend an average of 57.8 minutes per day driving an average of 33.6 miles each day and are 51.8% more likely to use Congress Avenue than the Metro average.

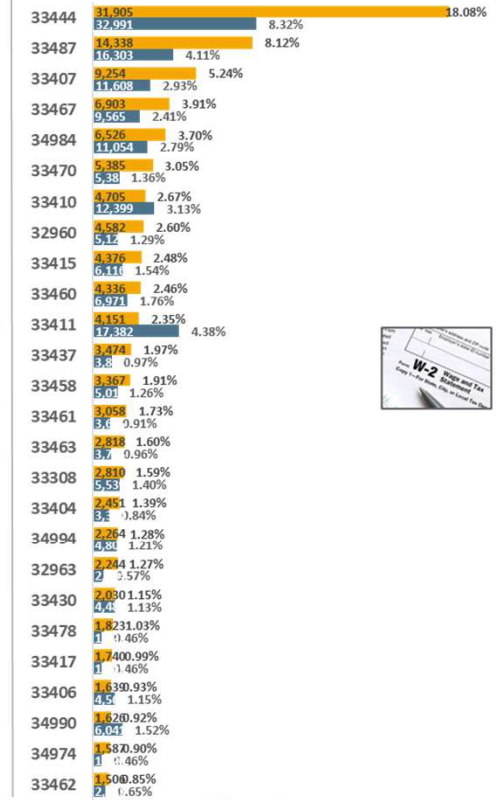
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Men 25 - 54



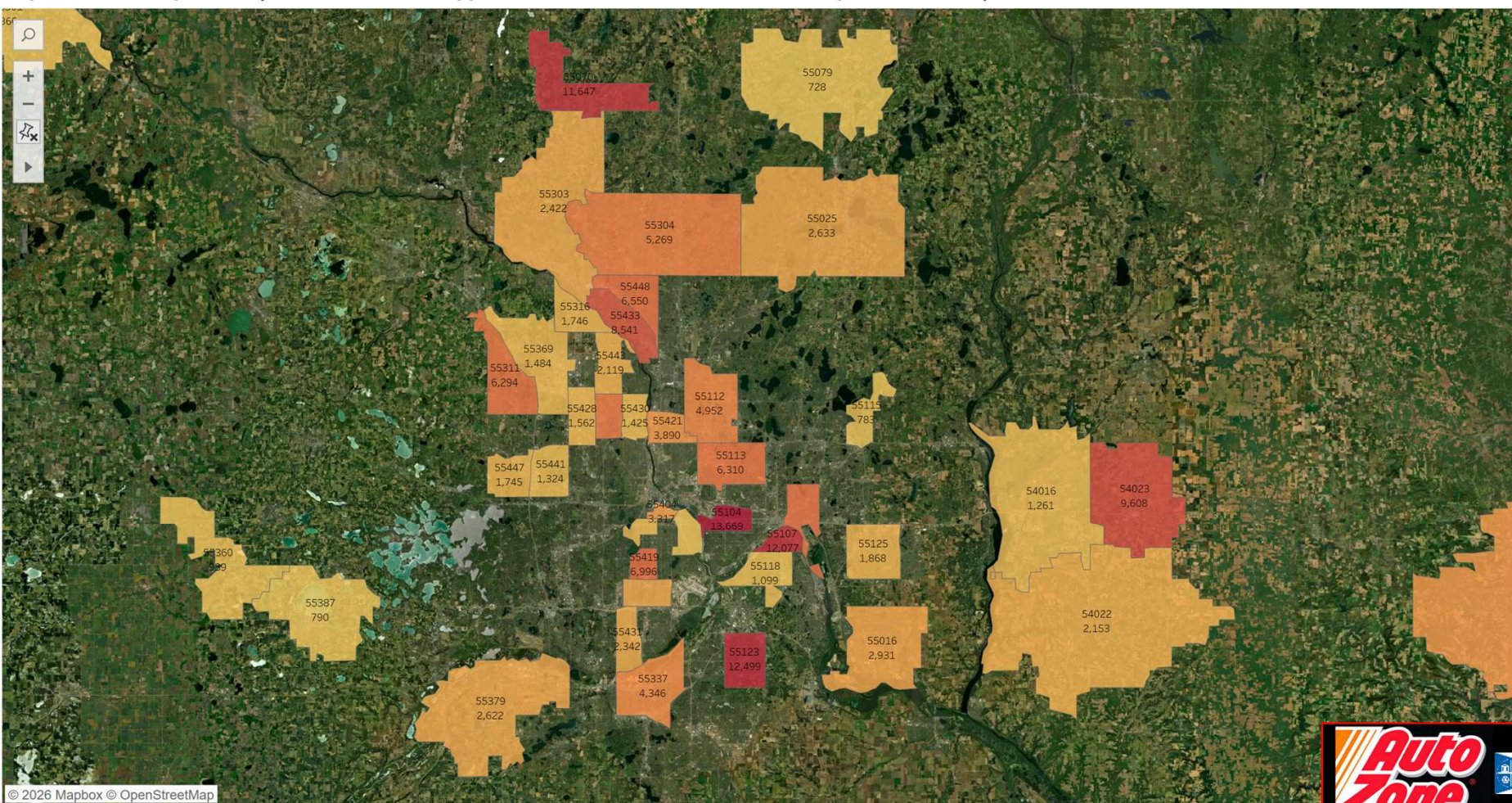
Top-26 Residential Zip Codes: Men 25 - 54



Top-26 Employment Zip Codes: Men 25 - 54



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



SUM(Men 25 - 54 who ...
115 13,669

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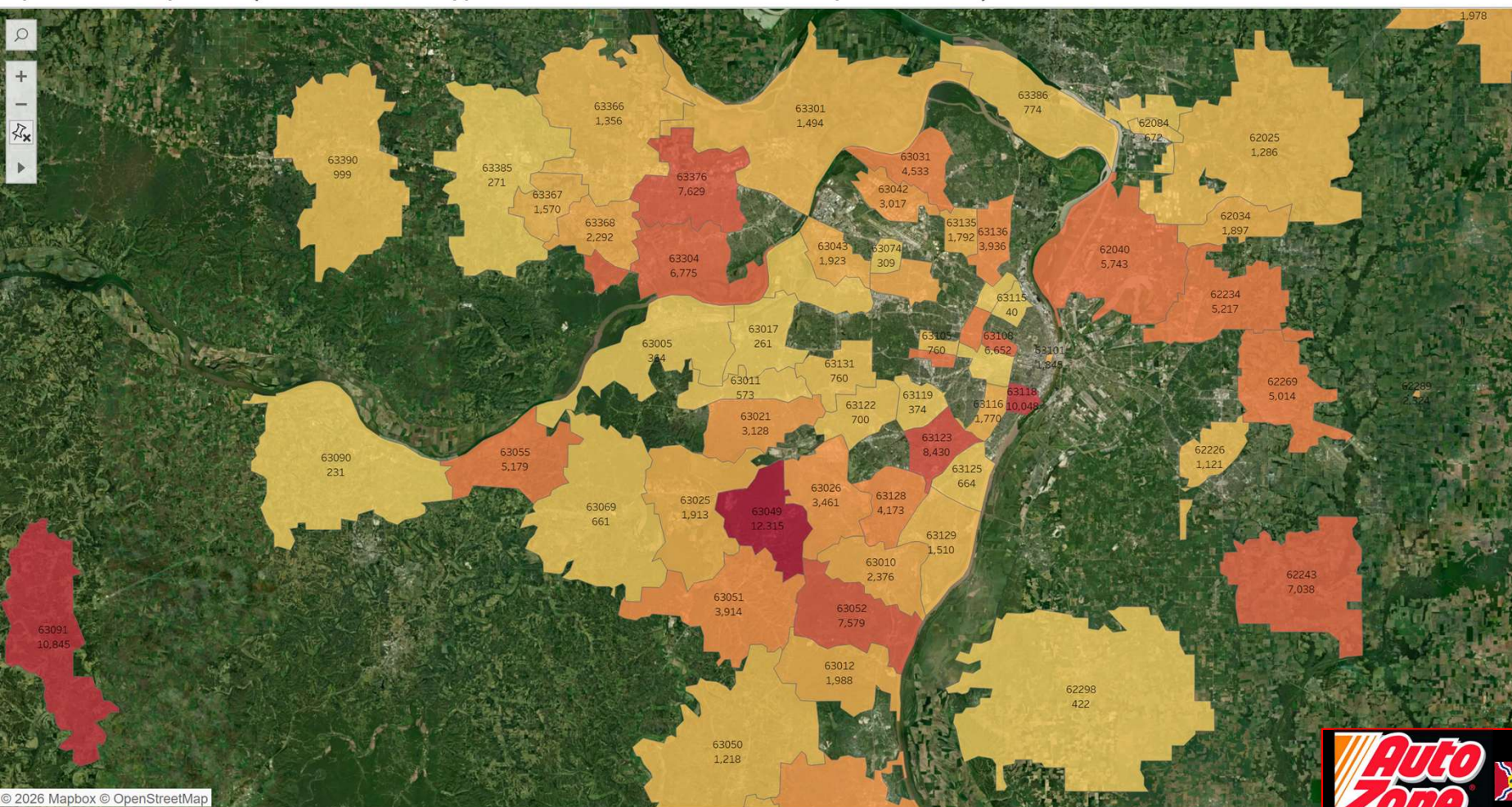


MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 296
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): AutoZone

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



SUM(Men 25 - 54 who ...
40 12,315

© 2026 Mapbox © OpenStreetMap



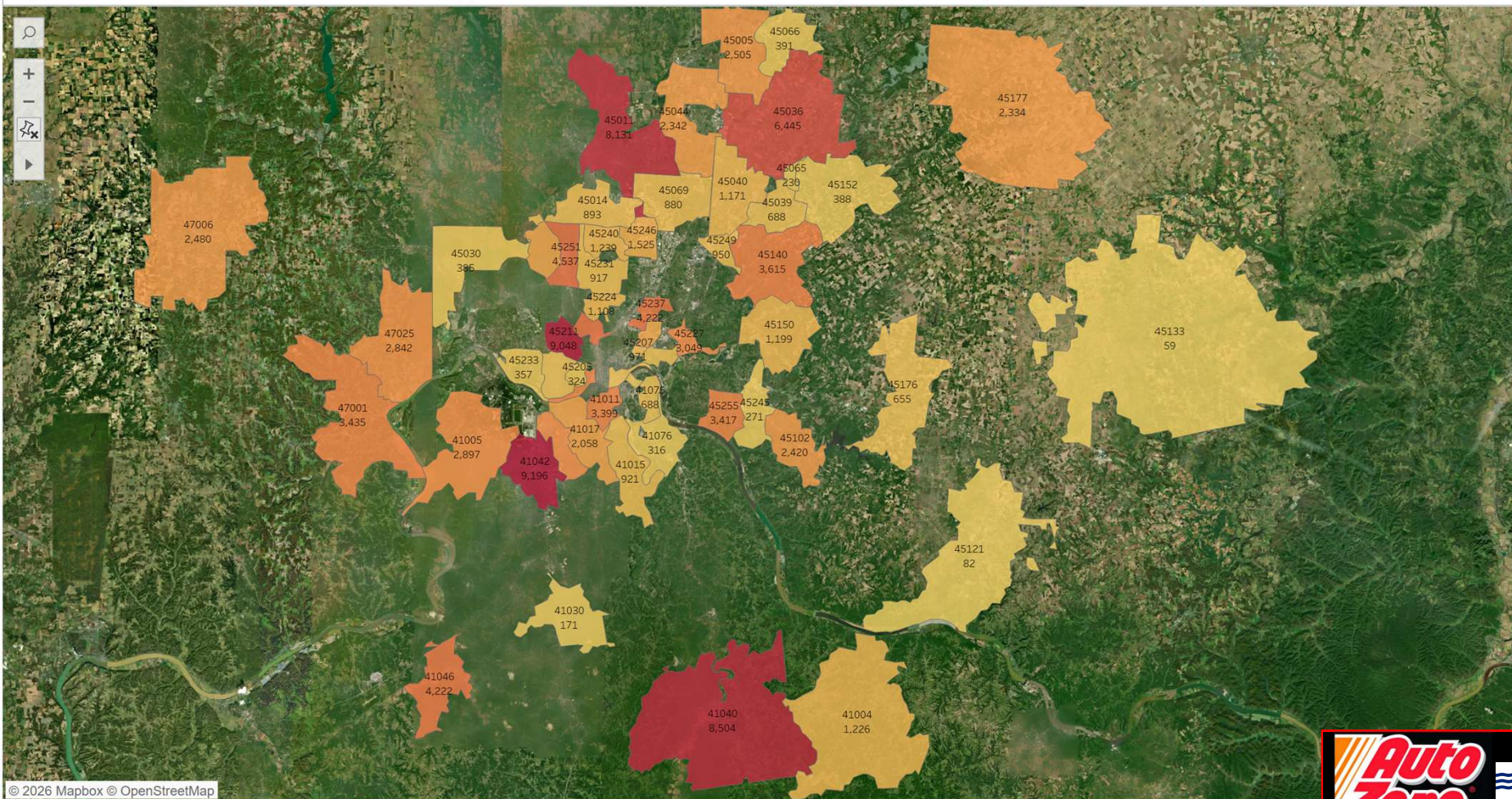
STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 603

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

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



SUM(Men 25 - 54 who ...
59 9,196

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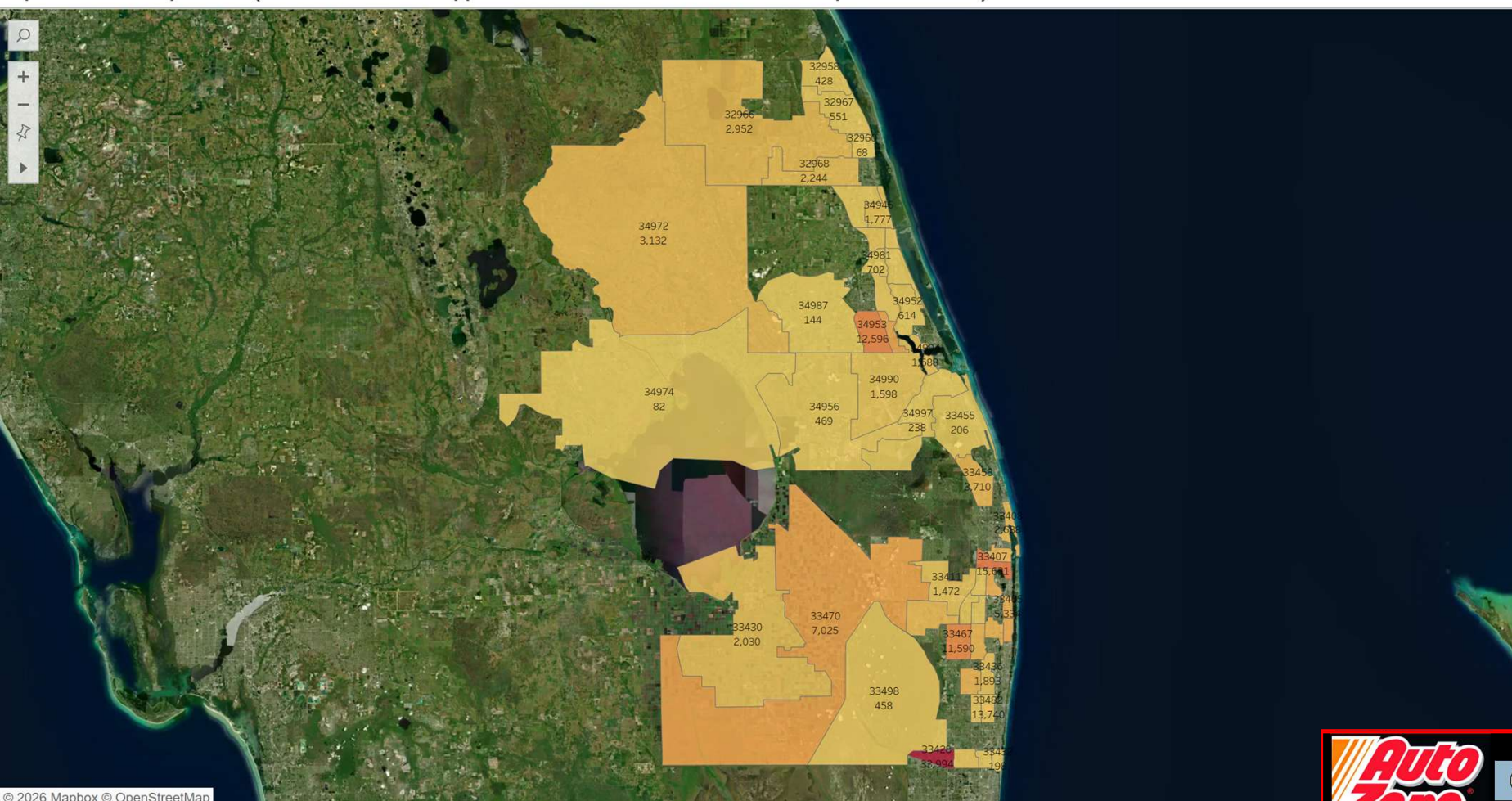


soefa.ai Share of Everything for Anything

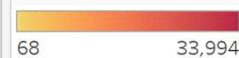
CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 537
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): AutoZone

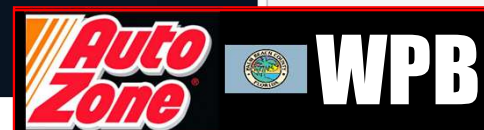
Top Residential Zip Codes: (Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months)



SUM(Men 25 - 54 who ...



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WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intob 657

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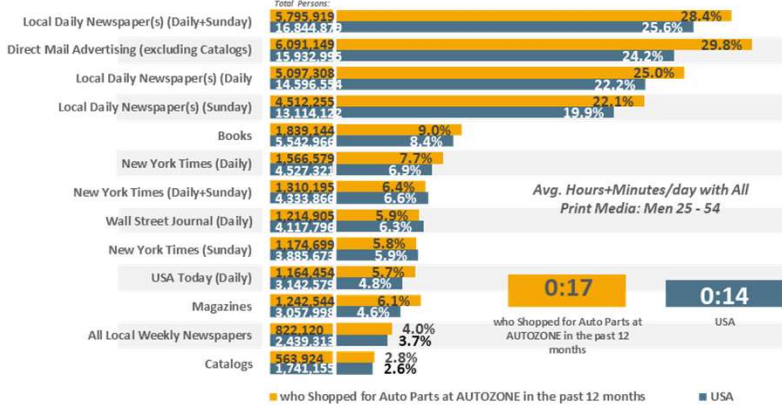
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): AutoZone

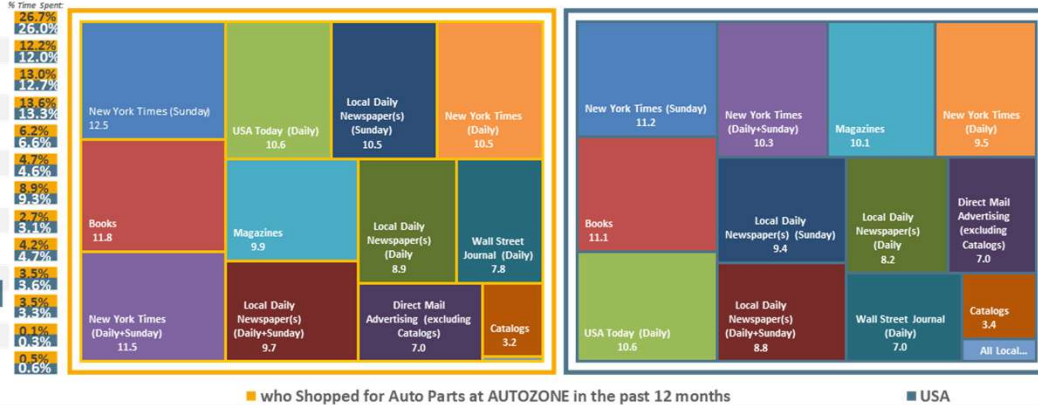


5,795,919 or 28.4% of Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.7 minutes every day representing 28.4% of all time spent daily with All forms of Print Media.

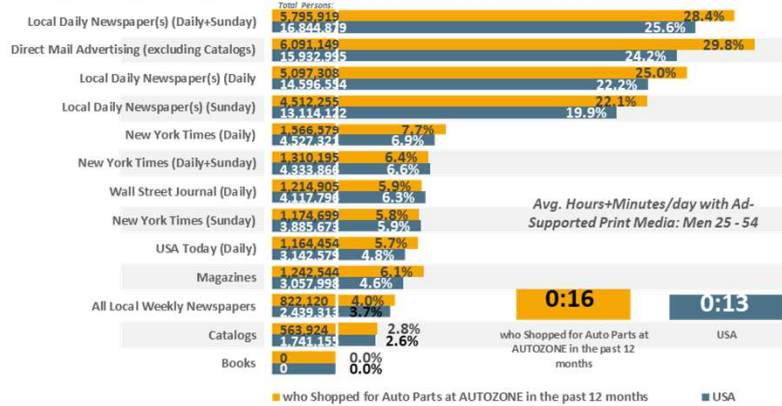
Avg. Week All Print Media (Persons & % Reach): Men 25 - 54



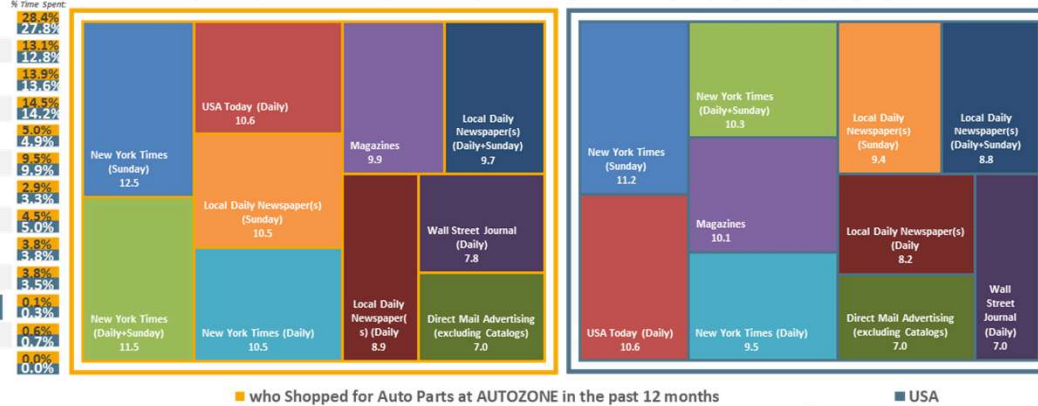
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



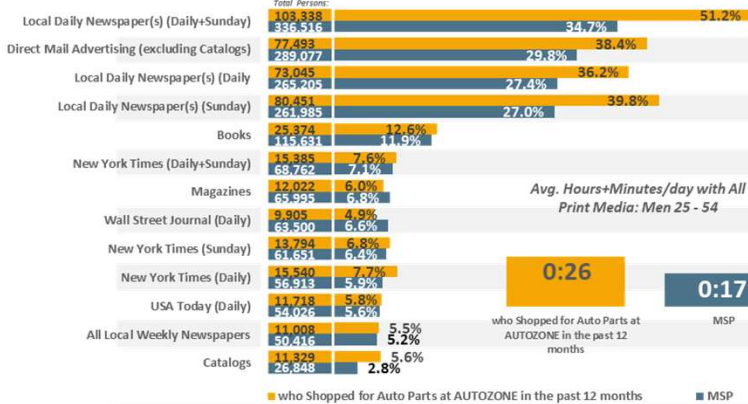
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



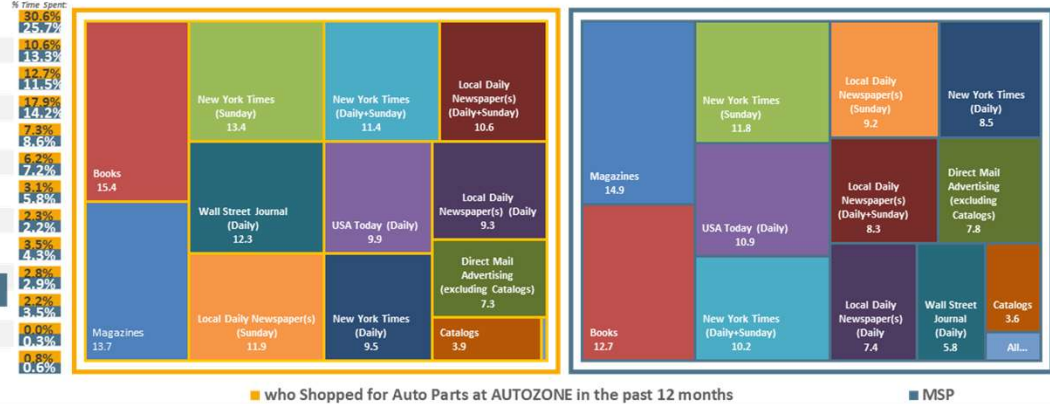


103,338 or 51.2% of Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.6 minutes every day representing 33.3% of all time spent daily with All forms of Print Media.

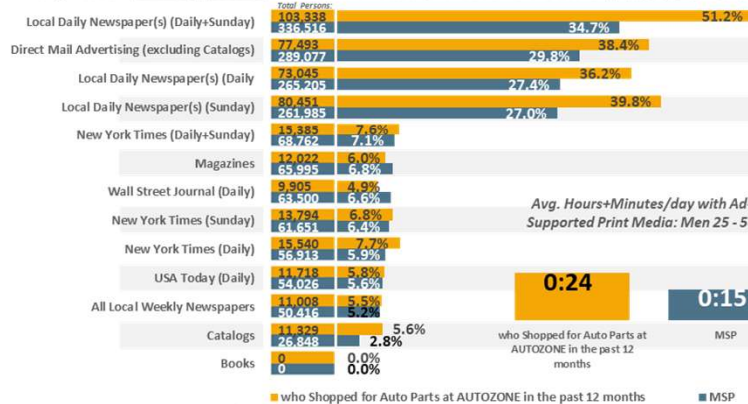
Avg. Week All Print Media (Persons & % Reach): Men 25 - 54



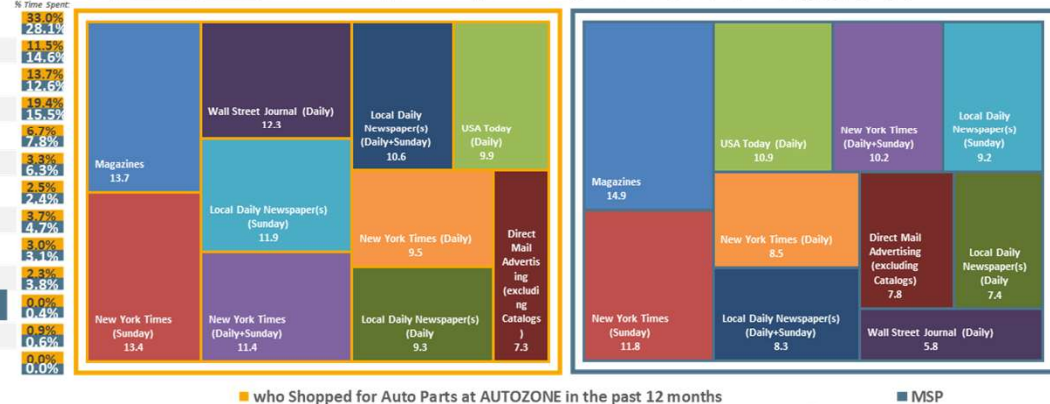
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



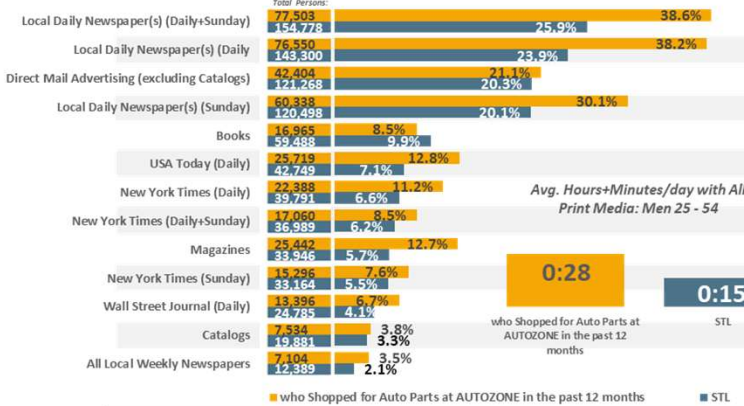
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54





77,503 or 38.6% of Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.7 minutes every day representing 28.4% of all time spent daily with All forms of Print Media.

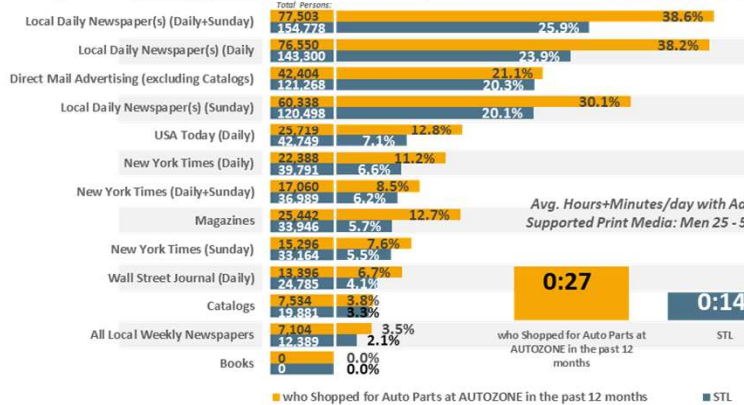
Avg. Week All Print Media (Persons & % Reach): Men 25 - 54



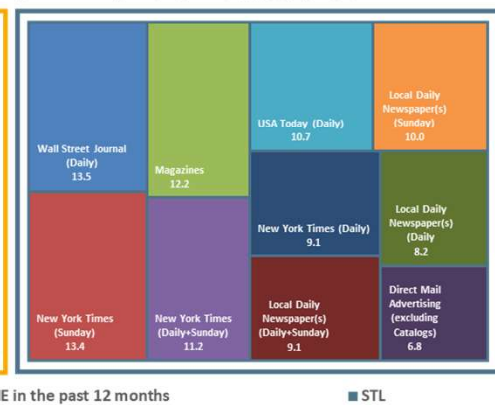
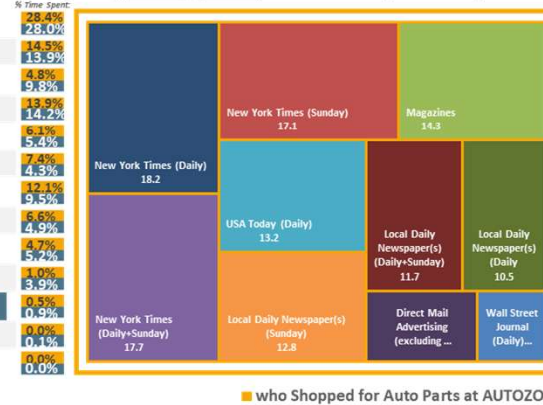
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



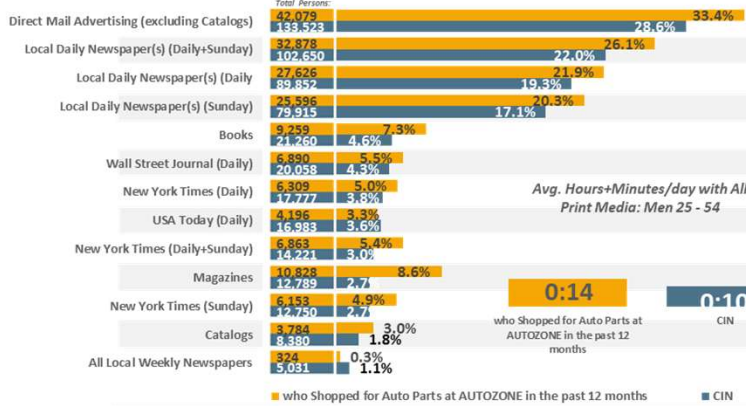
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



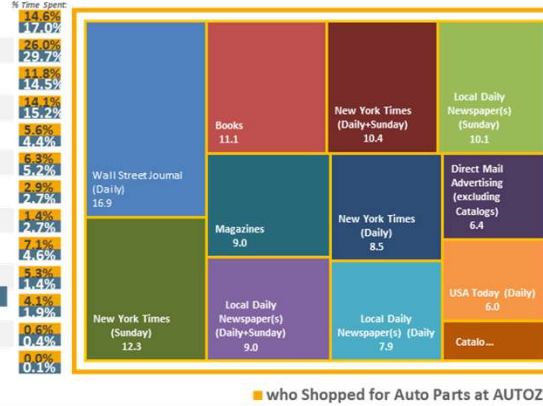


32,878 or 26.1% of Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9. minutes every day representing 27.5% of all time spent daily with All forms of Print Media.

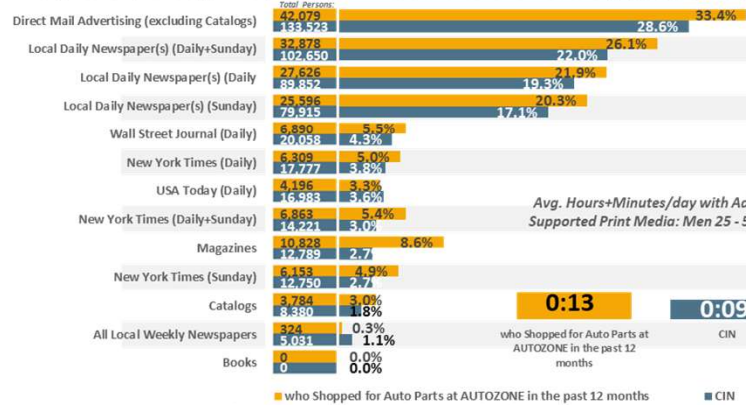
Avg. Week All Print Media (Persons & % Reach): Men 25 - 54



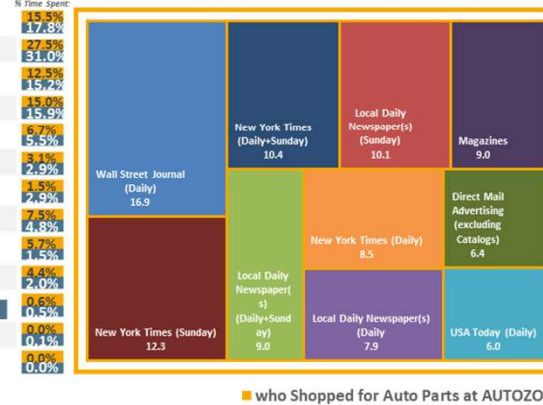
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



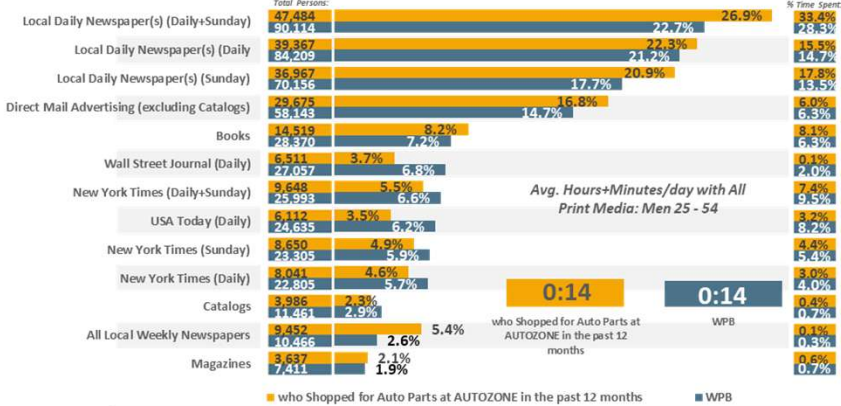
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



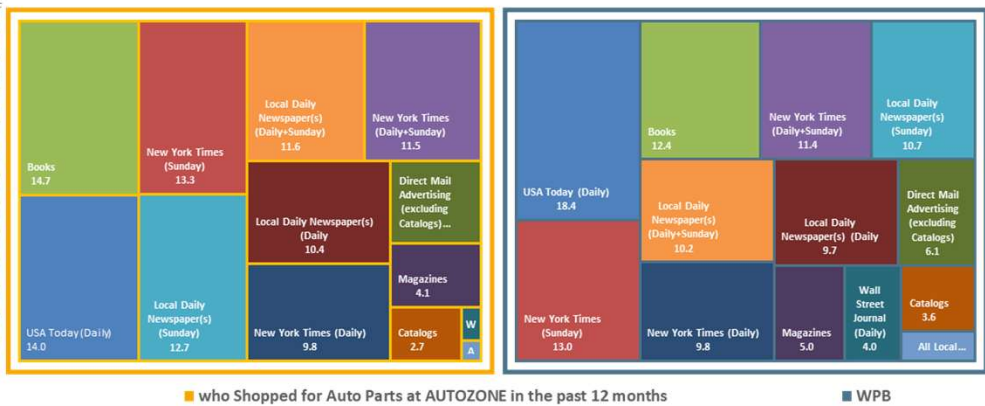


47,484 or 26.9% of Men 25 - 54 who Shopped for Auto Parts at AUTOZONE in the past 12 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.6 minutes every day representing 36.3% of all time spent daily with All forms of Print Media.

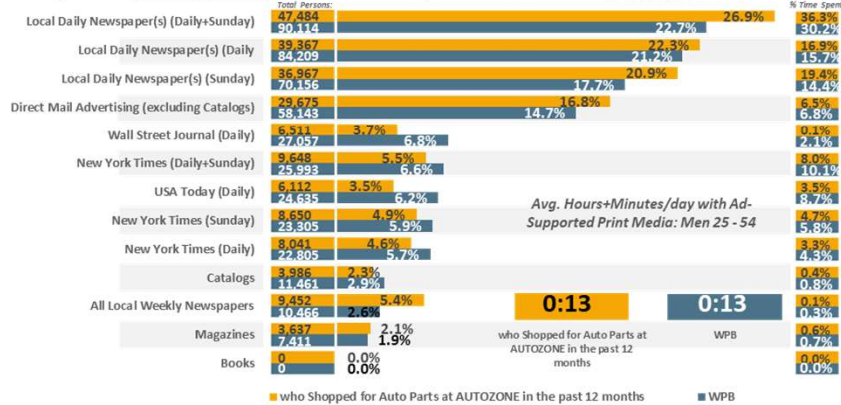
Avg. Week All Print Media (Persons & % Reach): Men 25 - 54



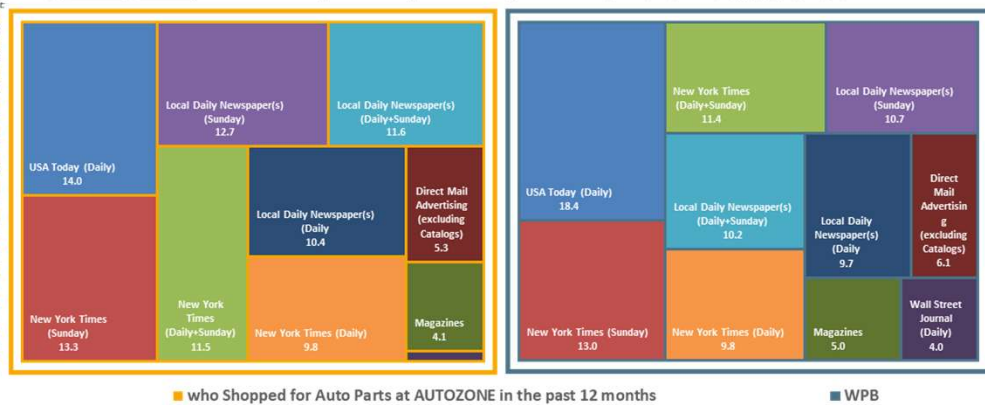
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



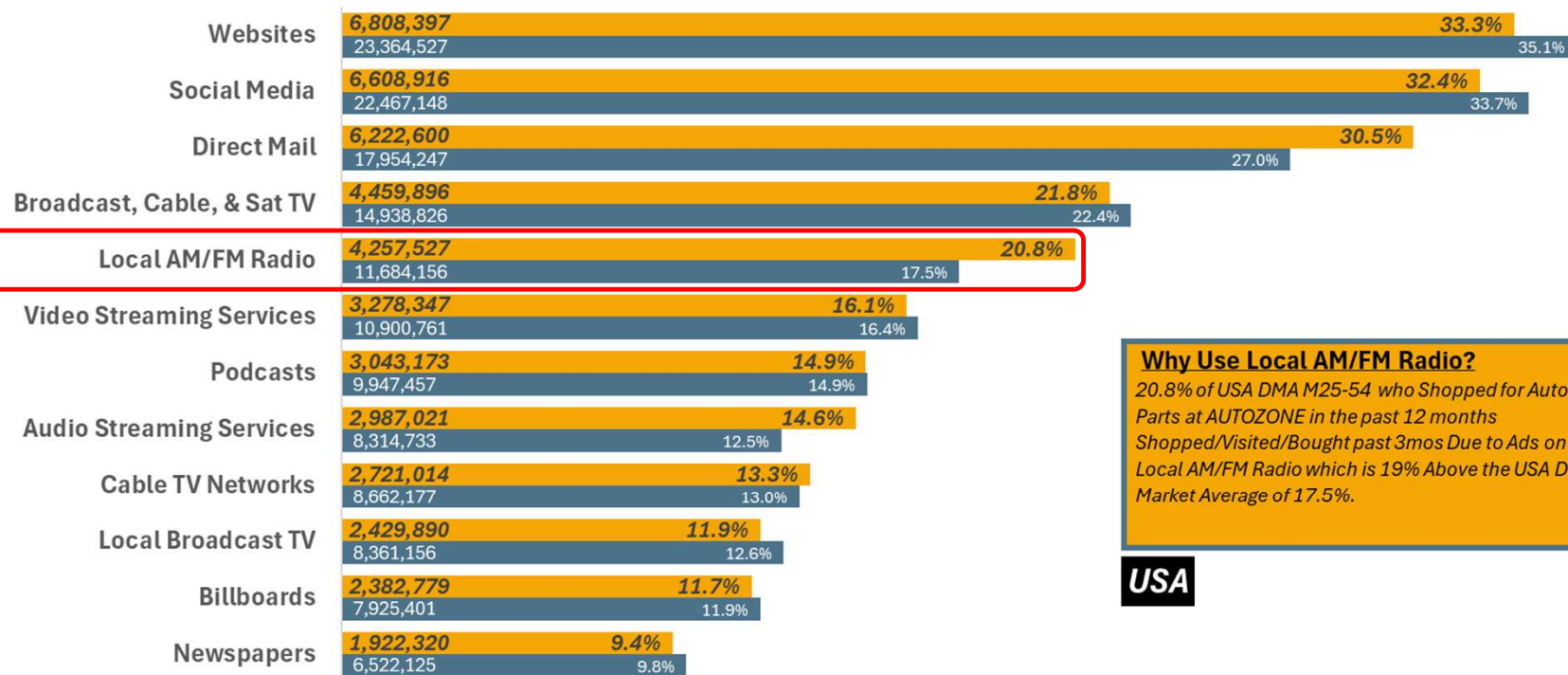
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54





"Advertising Actions"

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



Why Use Local AM/FM Radio?

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

USA

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

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

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

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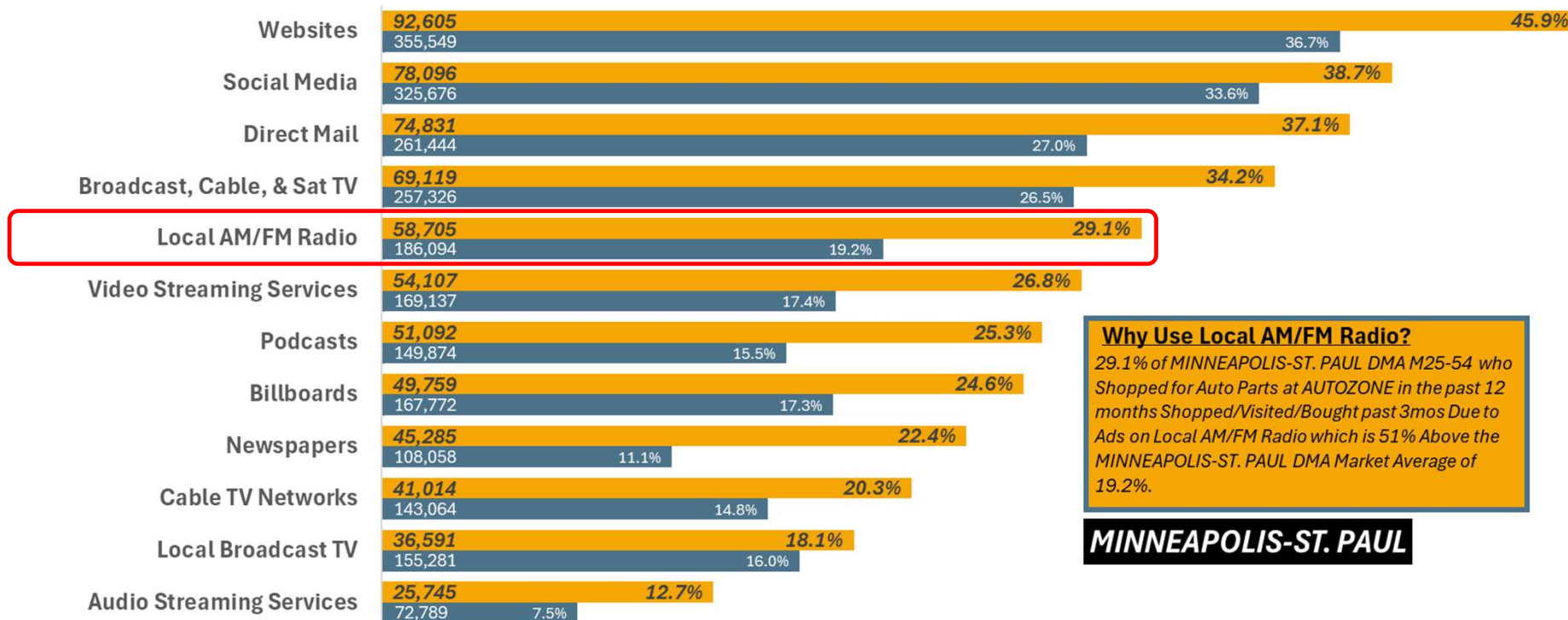
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): AutoZone



"Advertising Actions"

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



Why Use Local AM/FM Radio?

29.1% of MINNEAPOLIS-ST. PAUL DMA M25-54 who Shopped for Auto Parts at AUTOZONE in the past 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 51% Above the MINNEAPOLIS-ST. PAUL DMA Market Average of 19.2%.

MINNEAPOLIS-ST. PAUL

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

■ M25-54 MINNEAPOLIS-ST. PAUL AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab: 63
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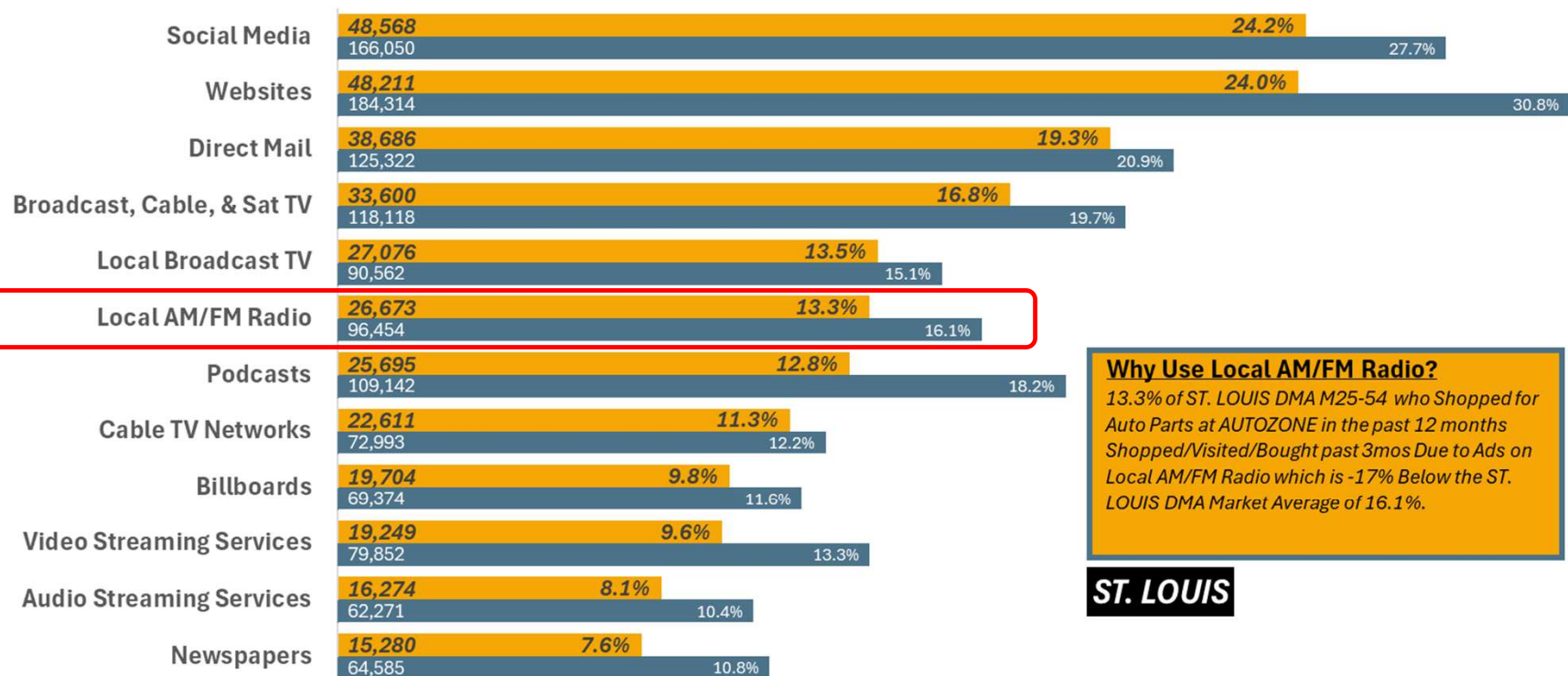
soefa.ai Share of Everything for Anything ®

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



"Advertising Actions"

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



Why Use Local AM/FM Radio?

13.3% of ST. LOUIS DMA M25-54 who Shopped for Auto Parts at AUTOZONE in the past 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -17% Below the ST. LOUIS DMA Market Average of 16.1%.

ST. LOUIS

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

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

ST. LOUIS DMA ScarboroughR2 2025: Aug24-Jul25 Qual Intab: 96
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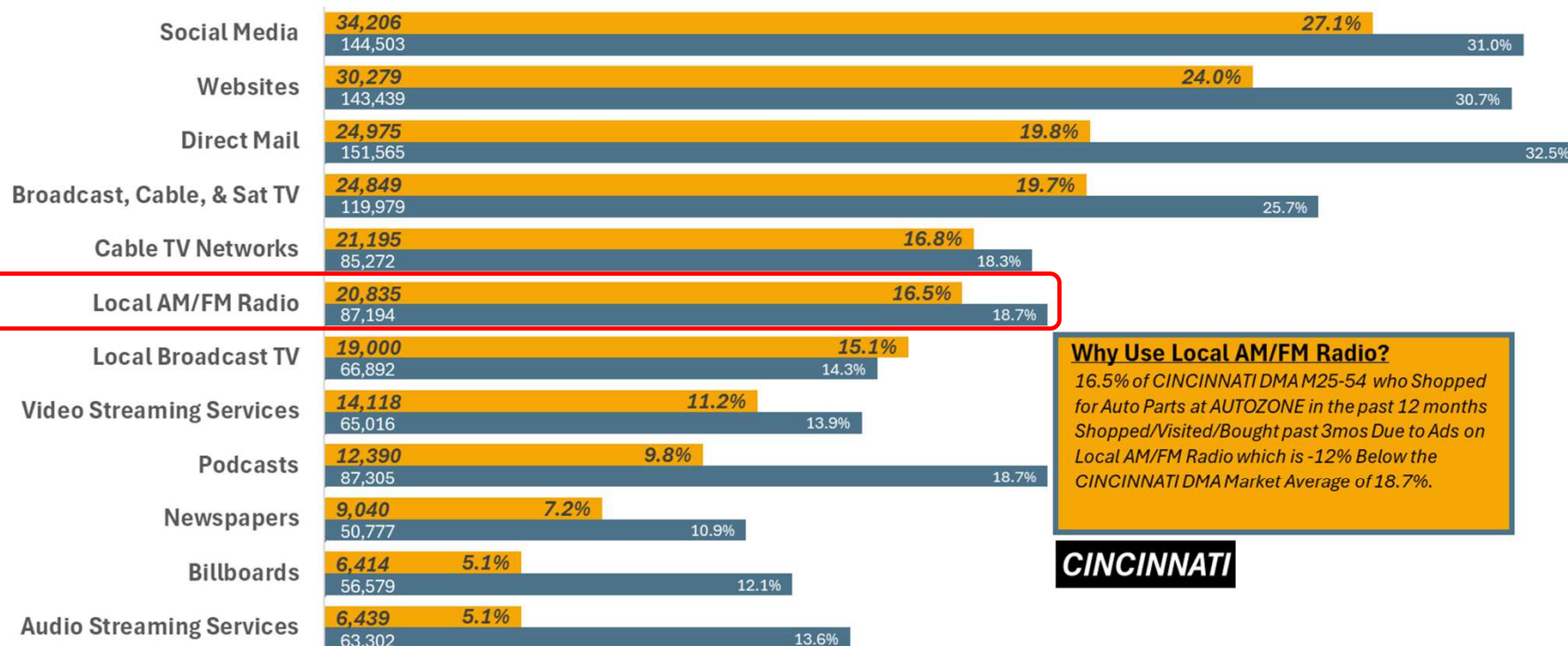
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): AutoZone



"Advertising Actions"

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



Why Use Local AM/FM Radio?

16.5% of CINCINNATI DMA M25-54 who Shopped for Auto Parts at AUTOZONE in the past 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -12% Below the CINCINNATI DMA Market Average of 18.7%.

CINCINNATI

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

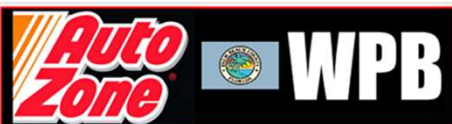
■ M25-54 CINCINNATI AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab: 84

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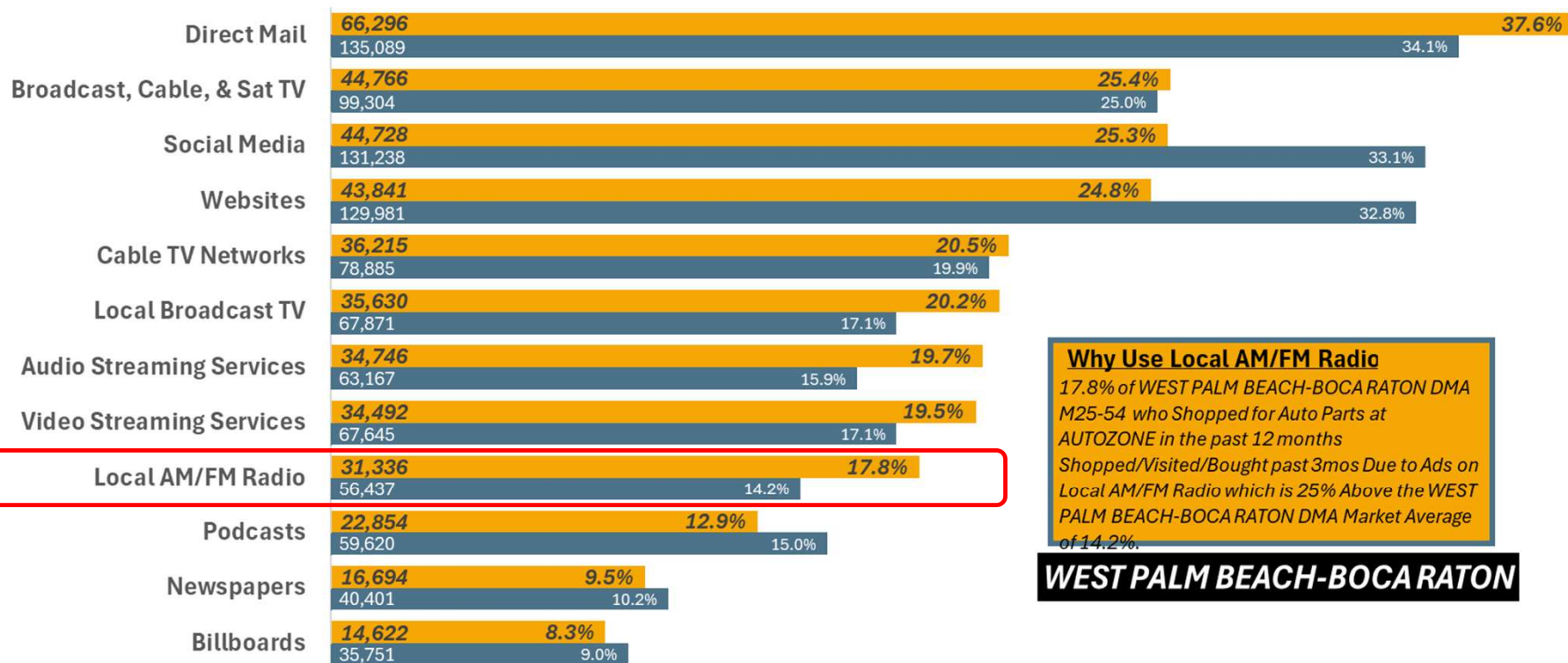
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): AutoZone



"Advertising Actions"

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



Why Use Local AM/FM Radio

17.8% of WEST PALM BEACH-BOCA RATON DMA
M25-54 who Shopped for Auto Parts at
AUTOZONE in the past 12 months
Shopped/Visited/Bought past 3mos Due to Ads on
Local AM/FM Radio which is 25% Above the WEST
PALM BEACH-BOCA RATON DMA Market Average
of 14.2%.

WEST PALM BEACH-BOCA RATON

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

■ M25-54 WEST PALM BEACH-BOCA RATON AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

WESTPALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab: 124

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