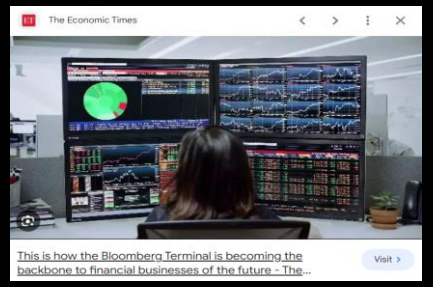
WASHINGTON, DC DMA – P18+ & P25-54 past 12mos JIFFY LUBE Customers!

Complete Demographic & Media Use Profiles





P18+ & P25-54

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

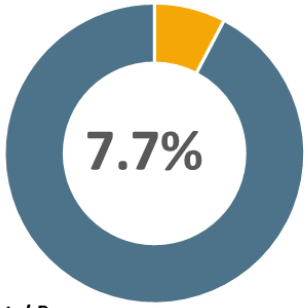
#7

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

jiffy lube **Washington, DC DMA P18+**

7.7% or 434,297 of WDC DMA Adults 18 or older used JIFFY LUBE for Oil Change and/or Auto Service past 12mos. Typical Adults 18 or older who used JIFFY LUBE for Oil Change and/or Auto Service past 12mos are 48.2 years old (.6% older than average) and have a $151,103 (17.8% higher than average) annual household …

Percent of Market: Adults 18 or older



- who used JIFFY LUBE for Oil Change and/or Auto Service past 12mos
- Remainder of WDC DMA

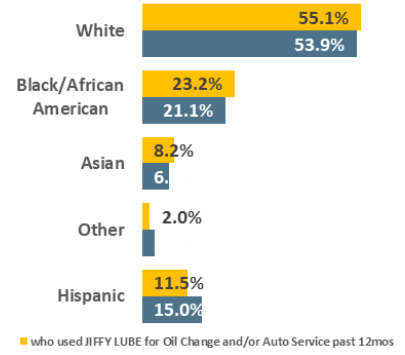
Total Persons:



Gender of Target vs. Market: Adults 18 or older

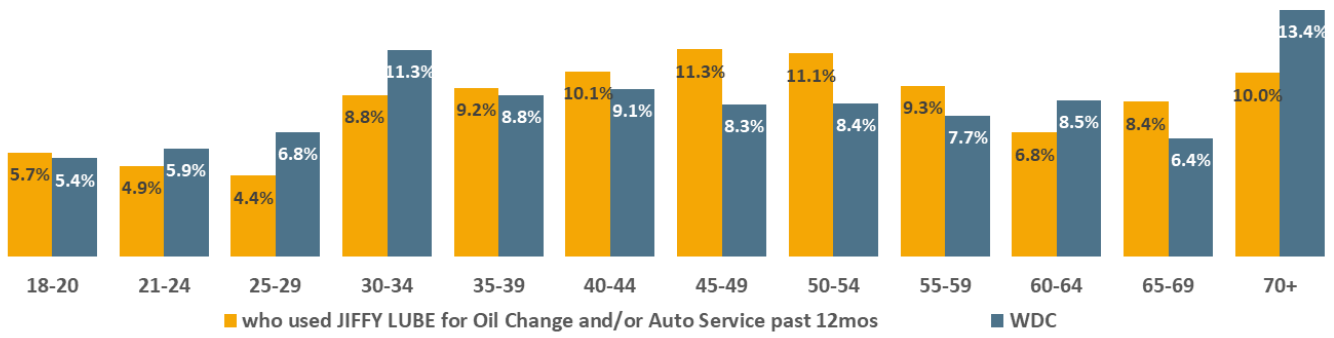
	Men	Men	Women	Women
%M vs. %F:	49.8%	48.2%	50.2%	51.8%
Average Age:	48.7	48.0	47.8	47.8
# Persons:	216,381	2,723,238	217,916	2,931,194

Ethnicity of Target vs. Market:

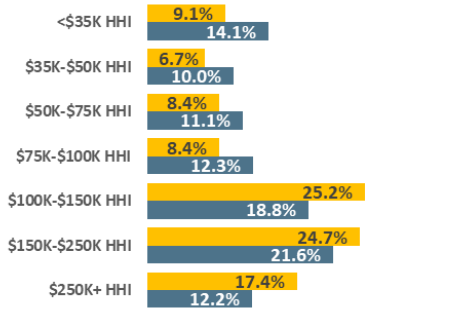


Age Cell Demographics of Target vs. Market:

Average Age:	who used JIFFY LUBE for Oil Change and/or Auto Service past 12mos	WDC
Adults 18 or older	48.2	47.9



HHI of Target vs. Market:



Avg HHI:	$151,103	$128,310

WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 362

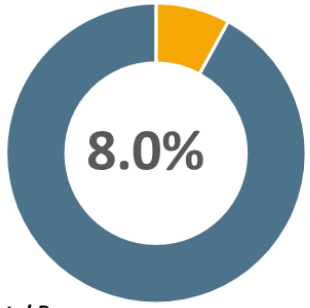
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

Washington, DC DMA P25-54

8.% or 238,242 of WDC DMA Adults 25 - 54 used JIFFY LUBE for Oil Change and/or Auto Service past 12mos. Typical Adults 25 - 54 who used JIFFY LUBE for Oil Change and/or Auto Service past 12mos are 41.9 years old (4.9% older than average) and have a $167,595 (18.2% higher than average) annual household income.

Percent of Market: Adults 25 - 54

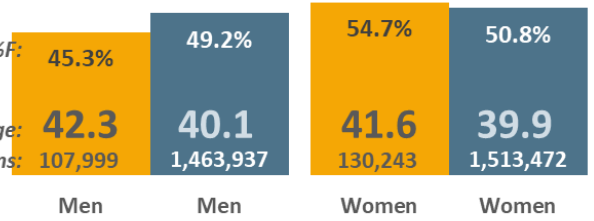


- who used JIFFY LUBE for Oil Change and/or Auto Service past 12mos
- Remainder of WDC DMA

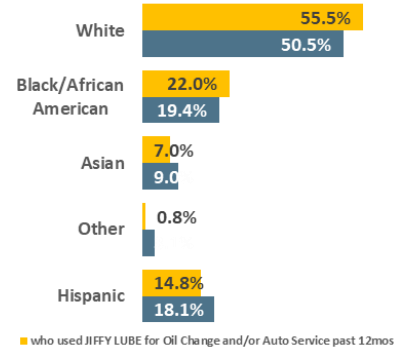
Total Persons:



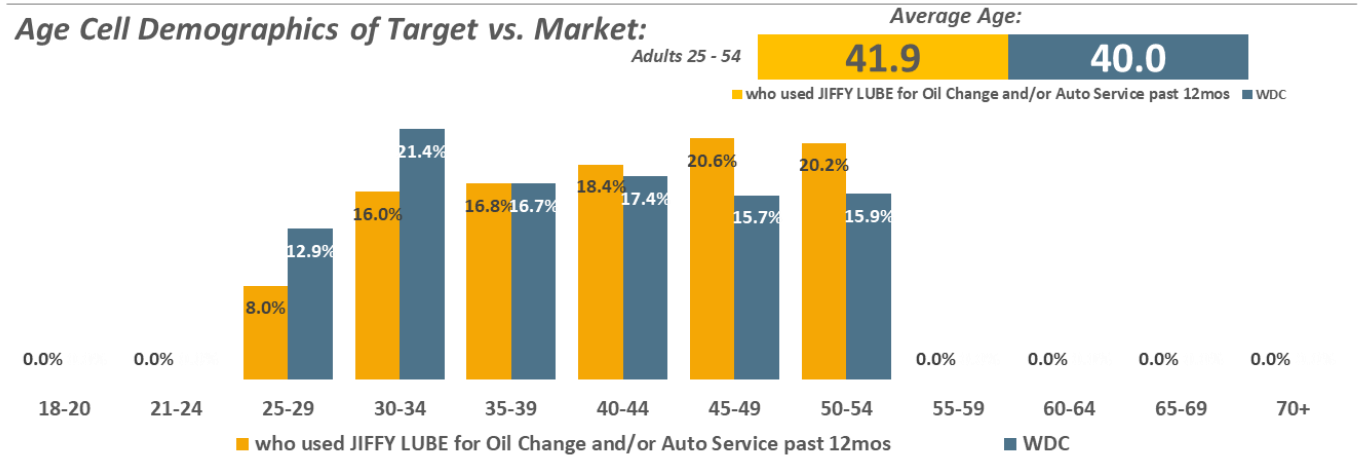
Gender of Target vs. Market: Adults 25 - 54



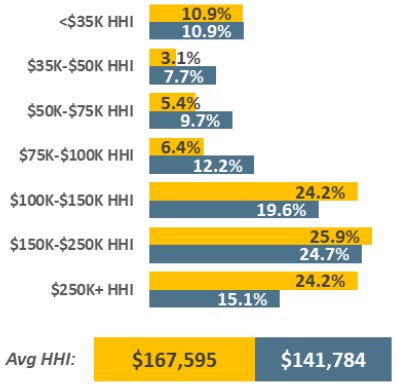
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $167,595 | $141,784

WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 362

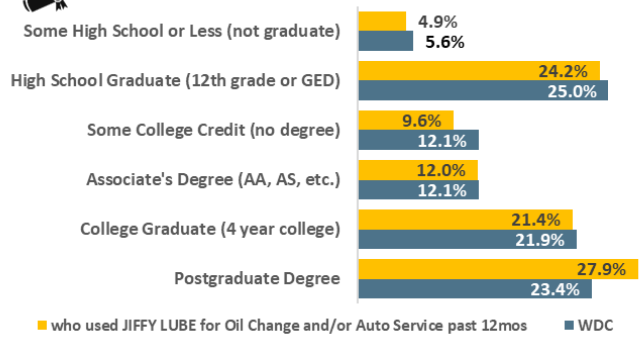
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

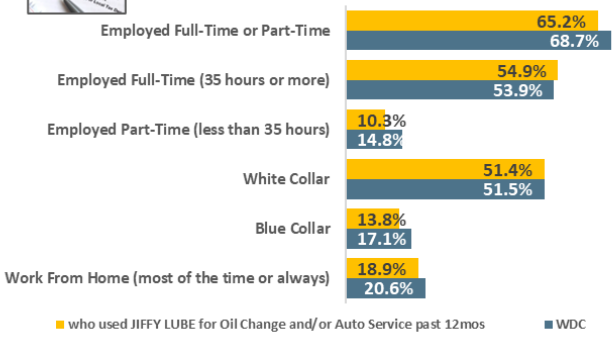
Washington, DC DMA P18+

7.7% or 434,297 of WDC DMA Adults 18 or older used JIFFY LUBE for Oil Change and/or Auto Service past 12mos. Adults 18 or older who used JIFFY LUBE for Oil Change and/or Auto Service past 12mos are 9.1% more likely to be a college graduate, 1.9% more likely to work full-time, 14.8% more likely to be married, 19.5% more likely to be a parent of 1 or more children

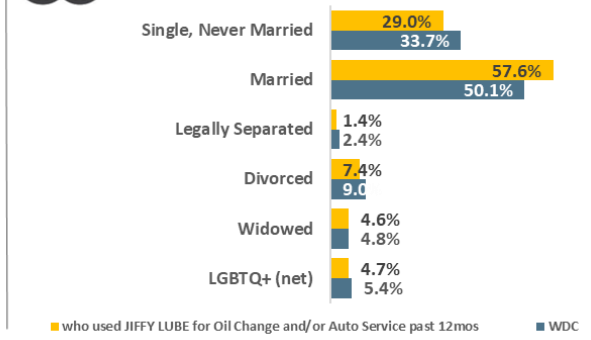
Education Levels: Adults 18 or older



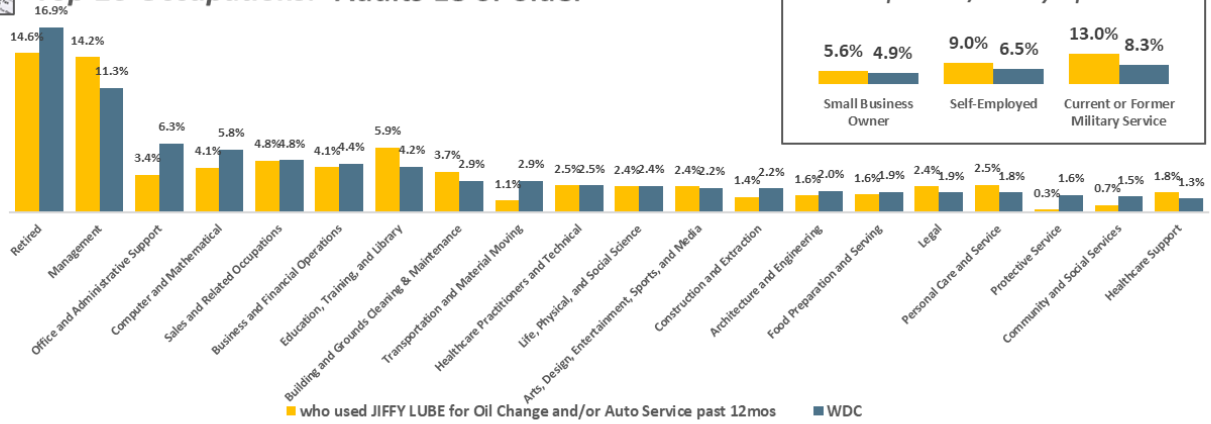
Employment: Adults 18 or older



Marital Status: Adults 18 or older

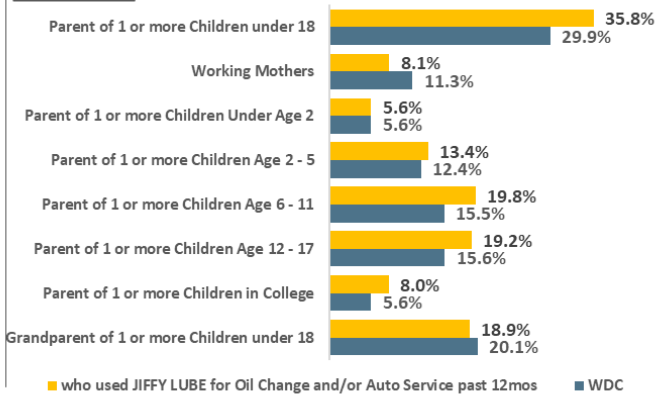


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 362

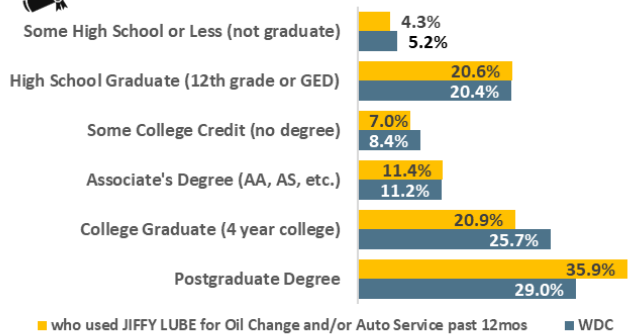
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

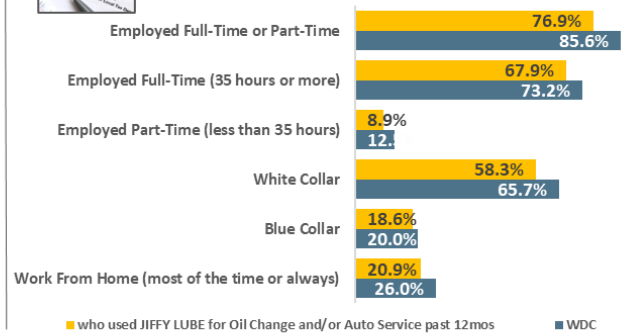
Washington, DC DMA P25-54

8.% or 238,242 of WDC DMA Adults 25 - 54 used JIFFY LUBE for Oil Change and/or Auto Service past 12mos. Adults 25 - 54 who used JIFFY LUBE for Oil Change and/or Auto Service past 12mos are 3.8% more likely to be a college graduate, 7.1% less likely to work full-time, 13.% more likely to be married, 11.7% more likely to be a parent of 1 or more children unde

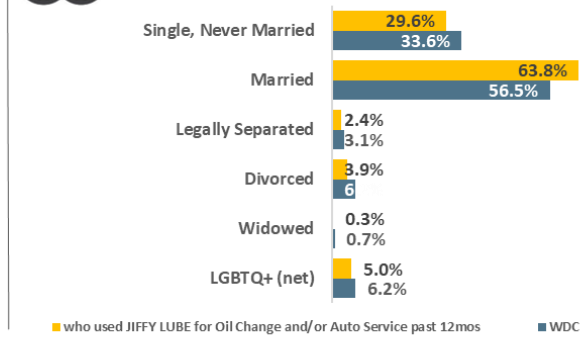
Education Levels: Adults 25 - 54



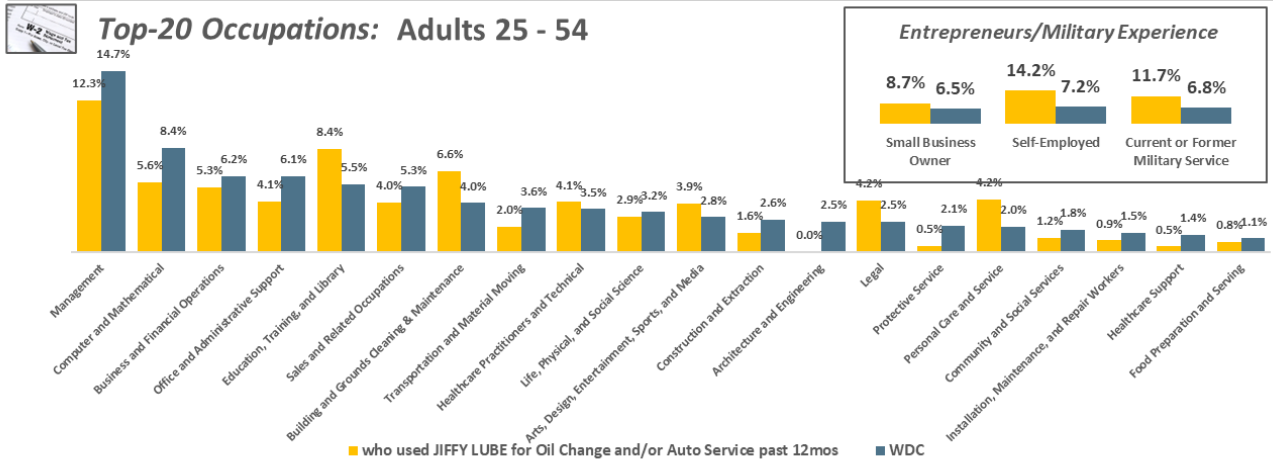
Employment: Adults 25 - 54



Marital Status: Adults 25 - 54

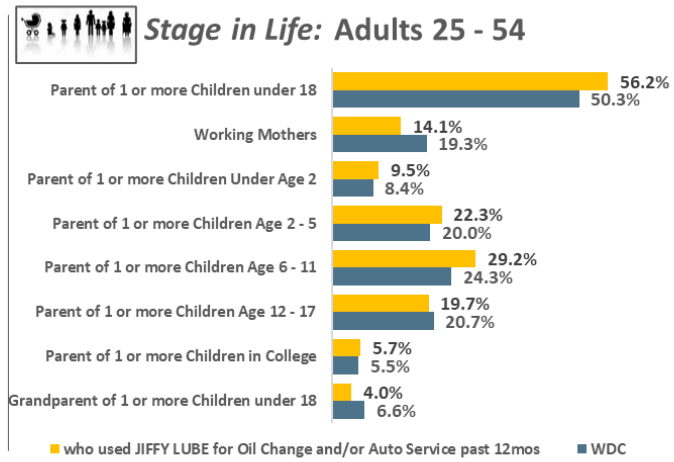


Top-20 Occupations: Adults 25 - 54



Entrepreneurs/Military Experience

Stage in Life: Adults 25 - 54



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 362

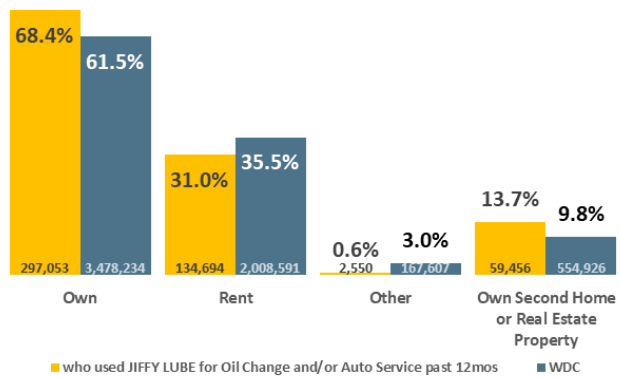
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

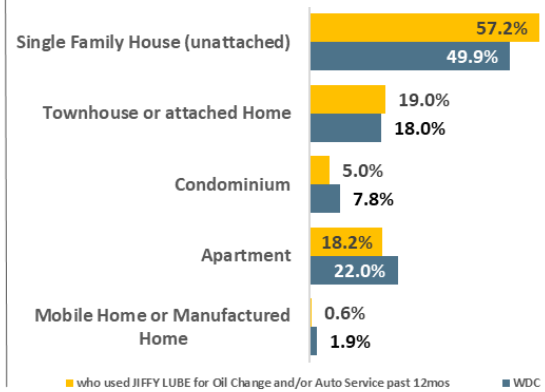
Washington, DC DMA P18+

7.7% or 434,297 of WDC DMA Adults 18 or older used JIFFY LUBE for Oil Change and/or Auto Service past 12mos. Adults 18 or older who used JIFFY LUBE for Oil Change and/or Auto Service past 12mos are 11.2% more likely to own their home, 11.1% more likely to own a higher valued home, 14.7% more likely to have a single-family home, 16.5% more likely to have a dog.

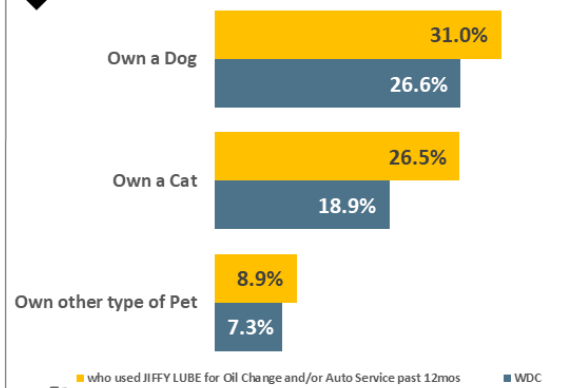
Own/Rent/Other: Adults 18 or older



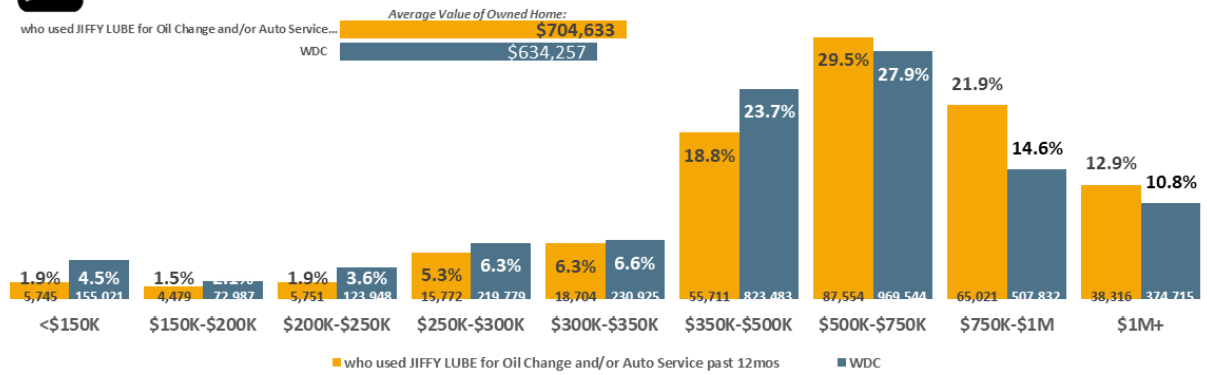
Type of Home: Adults 18 or older



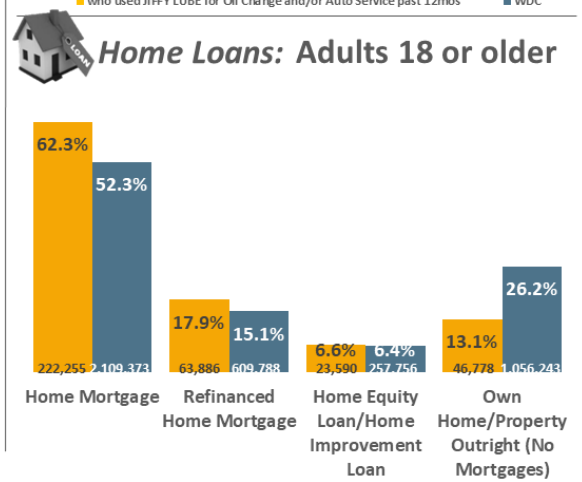
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 362

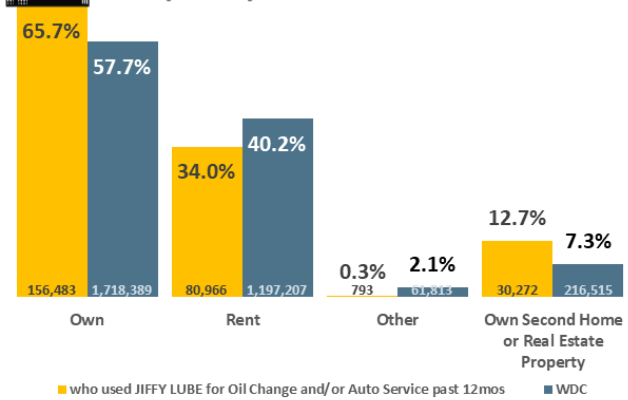
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

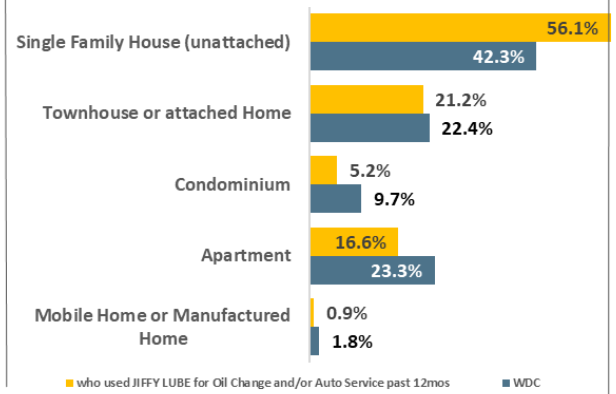
Washington, DC DMA P25-54

8.% or 238,242 of WDC DMA Adults 25 - 54 used JIFFY LUBE for Oil Change and/or Auto Service past 12mos. Adults 25 - 54 who used JIFFY LUBE for Oil Change and/or Auto Service past 12mos are 13.8% more likely to own their home, 9.8% more likely to own a higher valued home, 32.6% more likely to have a single-family home, 21.5% more likely to have a dog.

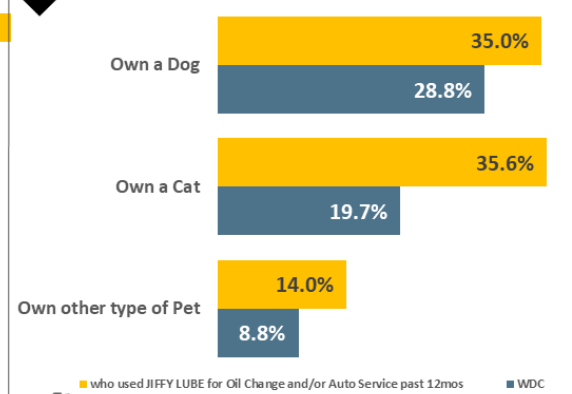
Own/Rent/Other: Adults 25 - 54



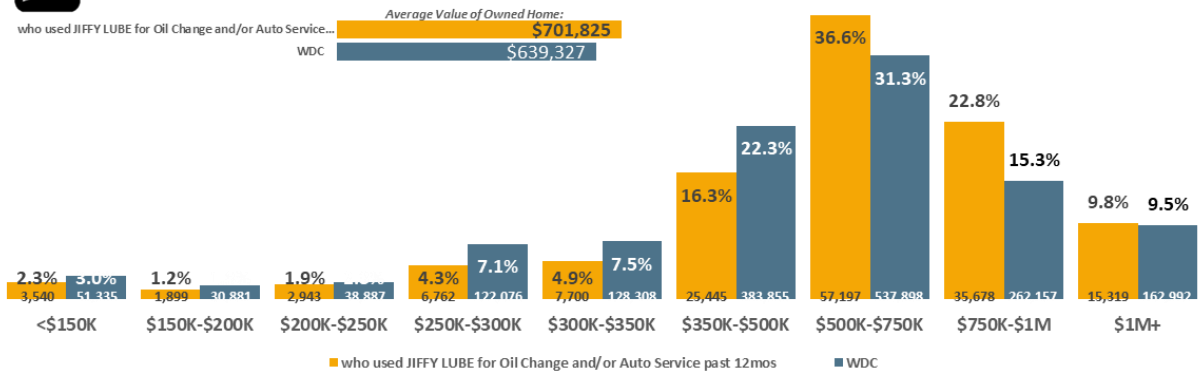
Type of Home: Adults 25 - 54



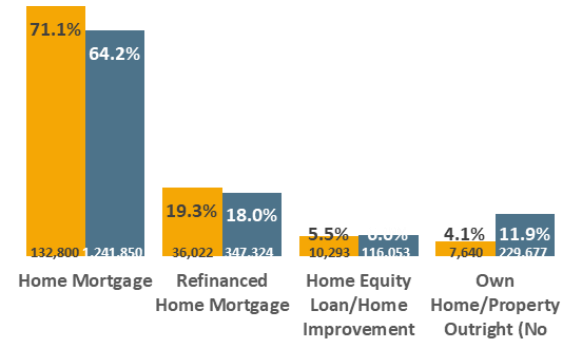
Pets in Home: Adults 25 - 54



Value of Owned Home: Adults 25 - 54



Home Loans: Adults 25 - 54



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 362

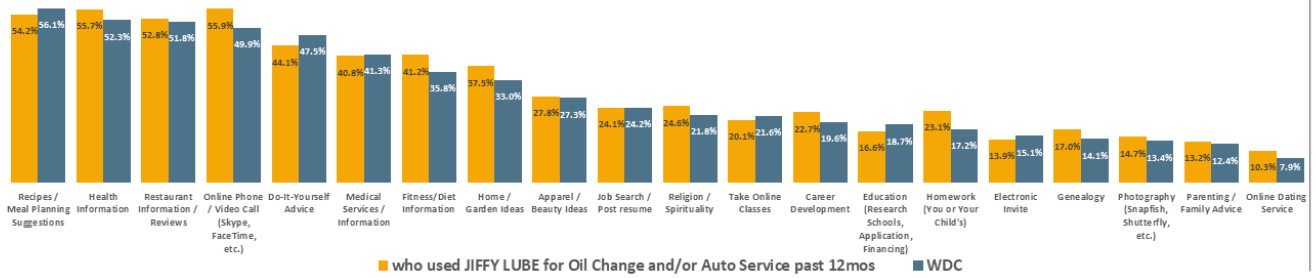
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

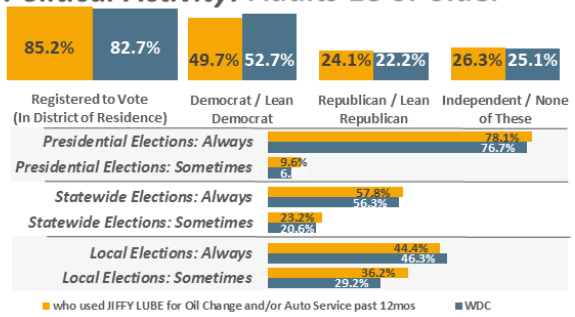
Washington, DC DMA P18+

7.7% or 434,297 of WDC DMA Adults 18 or older used JIFFY LUBE for Oil Change and/or Auto Service past 12mos. Adults 18 or older who used JIFFY LUBE for Oil Change and/or Auto Service past 12mos are 7.3% less likely to look up D-I-Y advice online, 4.1% less likely to always vote in local elections, 82.1% more likely to belong to a gym, 37.3% more likely to fly do

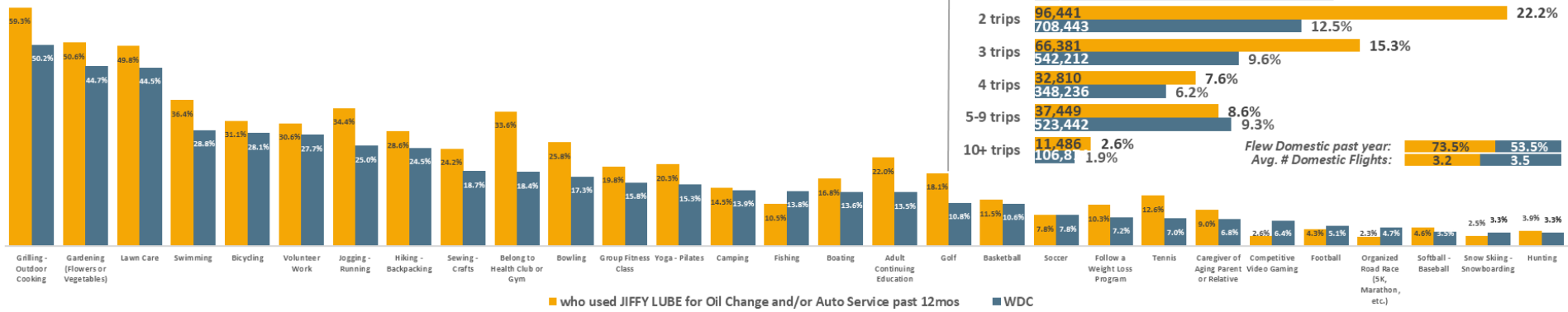
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 362

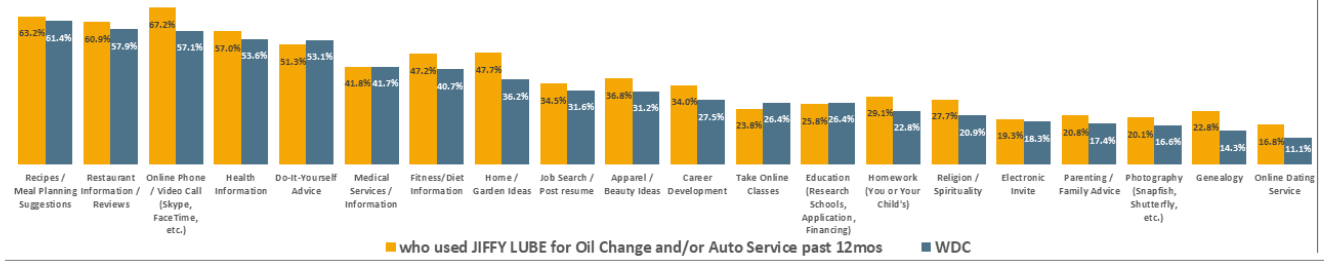
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

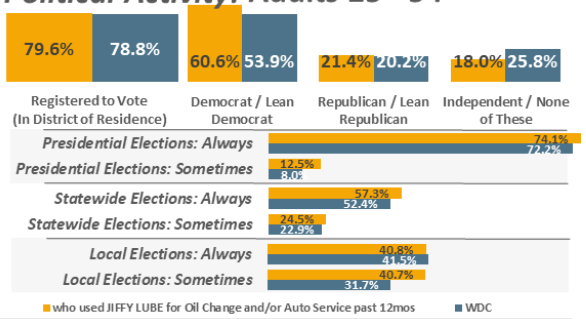
Washington, DC DMA P25-54

8.% or 238,242 of WDC DMA Adults 25 - 54 used JIFFY LUBE for Oil Change and/or Auto Service past 12mos. Adults 25 - 54 who used JIFFY LUBE for Oil Change and/or Auto Service past 12mos are 3.4% less likely to look up D-I-Y advice online, 1.6% less likely to always vote in local elections, 52.7% more likely to belong to a gym, 23.6% more likely to fly domest

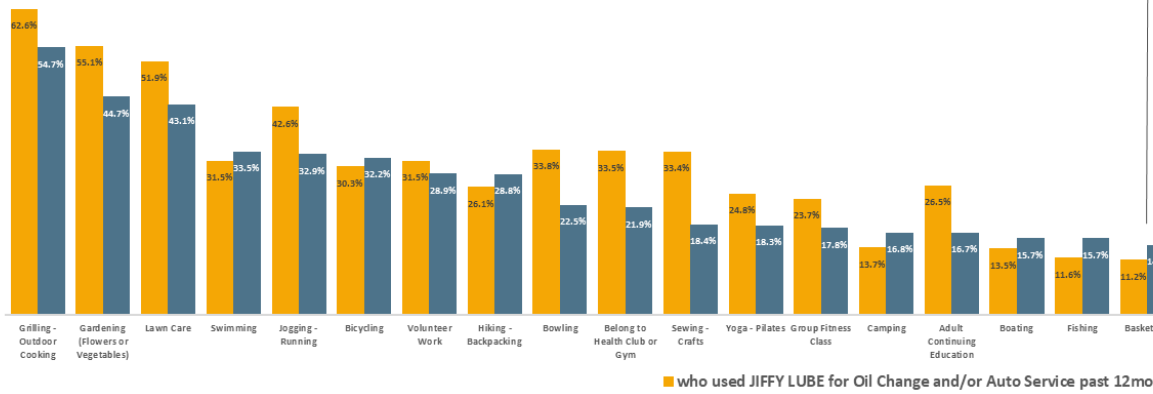
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 54



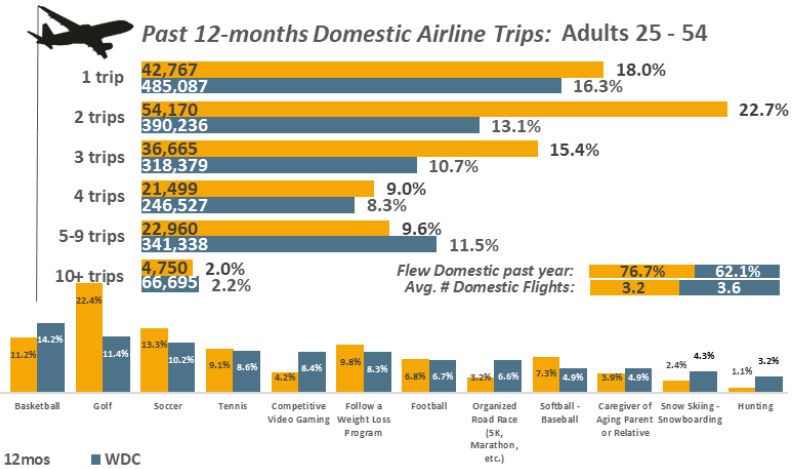
Political Activity: Adults 25 - 54



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



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



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 362

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

Washington, DC DMA P18+

7.7% or 434,297 of WDC DMA Adults 18 or older used JIFFY LUBE for Oil Change and/or Auto Service past 12mos. Adults 18 or older who used JIFFY LUBE for Oil Change and/or Auto Service past 12mos are 6.9% more likely to use QSRs past mo., 8.5% more likely to use Sit-Down Restaurants past mo., 43.5% more likely to use Casinos past yr., 31.8% less likely to smoke ci

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:

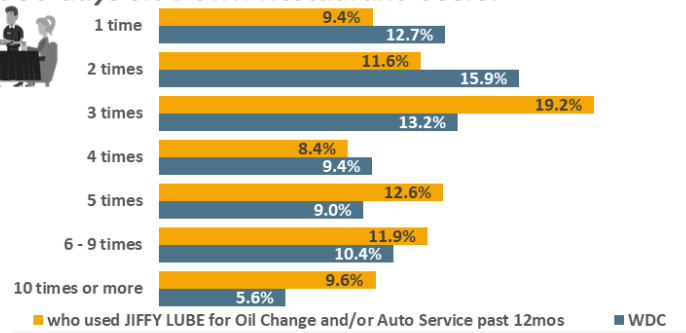


Avg. Monthly QSR Meals:

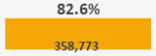


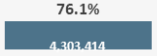
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



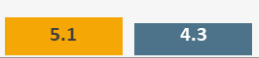


Total Monthly Sit-Down Restaurant Users:





Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)

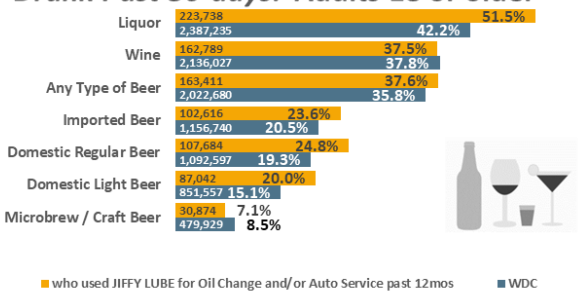


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)



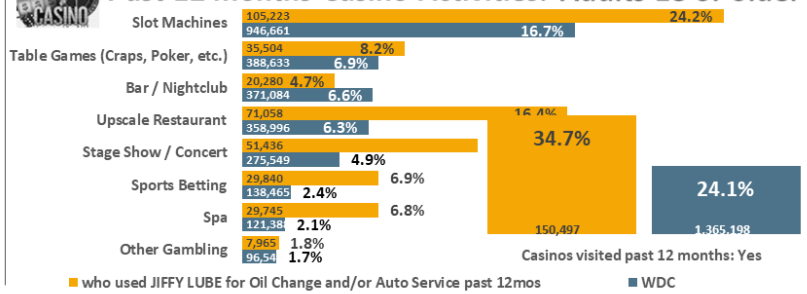


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 362

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

Washington, DC DMA P25-54

8.% or 238,242 of WDC DMA Adults 25 - 54 used JIFFY LUBE for Oil Change and/or Auto Service past 12mos. Adults 25 - 54 who used JIFFY LUBE for Oil Change and/or Auto Service past 12mos are 5.9% more likely to use QSRs past mo., 12.1% more likely to use Sit-Down Restaurants past mo., 35.1% more likely to use Casinos past yr., 61.2% less likely to smoke cigar

Past 30-days QSR Users: Adults 25 - 54



Total Monthly QSR Users: 97.1% 231,440 | 91.7% 2,730,537

Avg. Monthly QSR Meals: 8.7 | 7.0

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



Total Monthly Sit-Down Restaurant Users: 87.0% 207,310 | 77.6% 2,311,919

Avg. Monthly Sit-Down Restaurant Meals: 5.1 | 4.3

Top-10 Cuisines: Adults 25 - 54

(Sit-Down Restaurants Used Past 30-days)



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

who used JIFFY LUBE for Oil Change and/or Auto... 81,564 34.2%

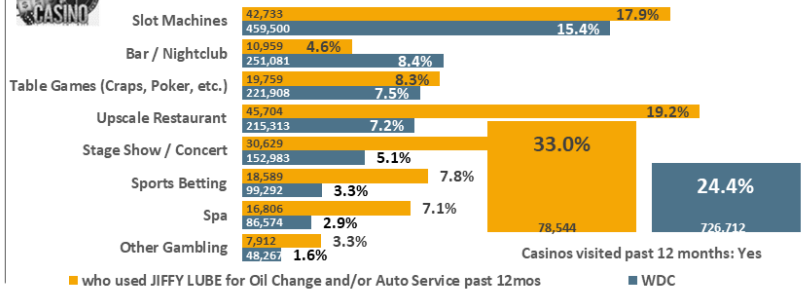
WDC 931,353 31.3%

Drank Past 30-days: Adults 25 - 54



Past 12 months Casino Activities: Adults 25 - 54





Used Past 30-days: Adults 25 - 54



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 362

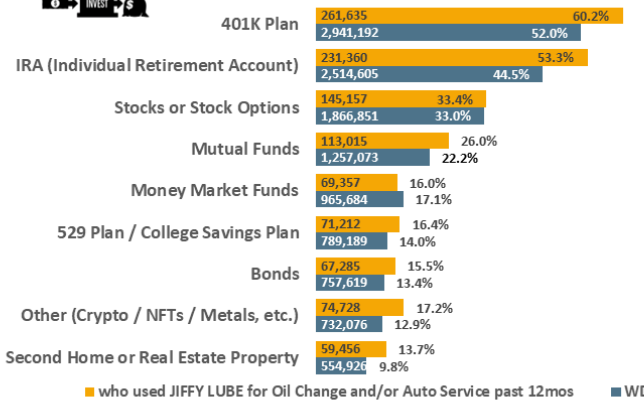
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

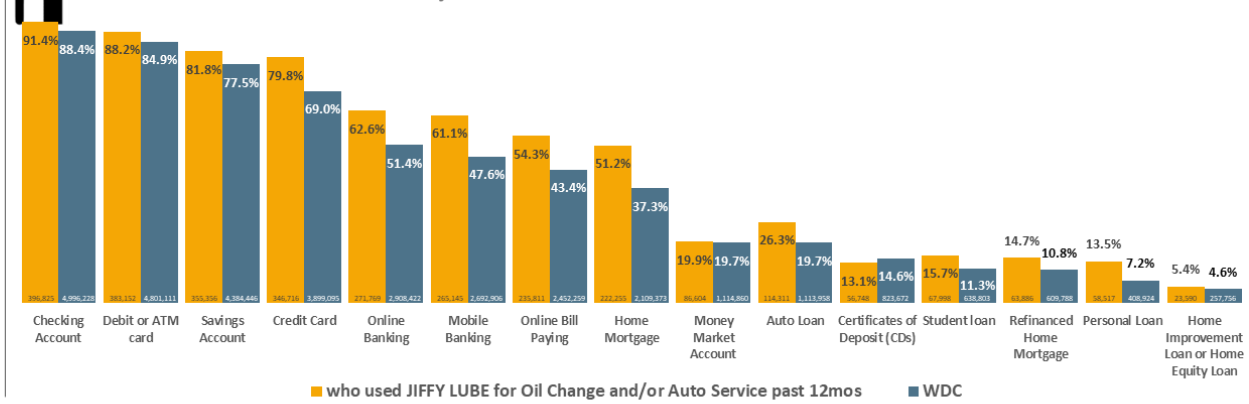
jiffy lube Washington, DC DMA P18+

7.7% or 434,297 of WDC DMA Adults 18 or older used JIFFY LUBE for Oil Change and/or Auto Service past 12mos. Adults 18 or older who used JIFFY LUBE for Oil Change and/or Auto Service past 12mos are 15.8% more likely to have a 401K, 33.6% more likely to have an Auto Loan, 7.4% less likely to Invest/Trade Stocks Online, 7.5% more likely to pay with their Debit Car

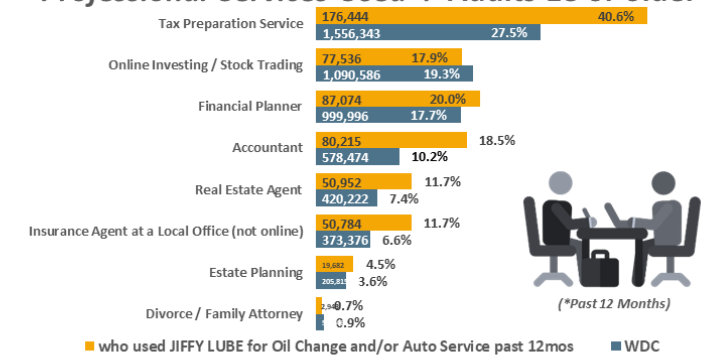
Investments Owned: Adults 18 or older



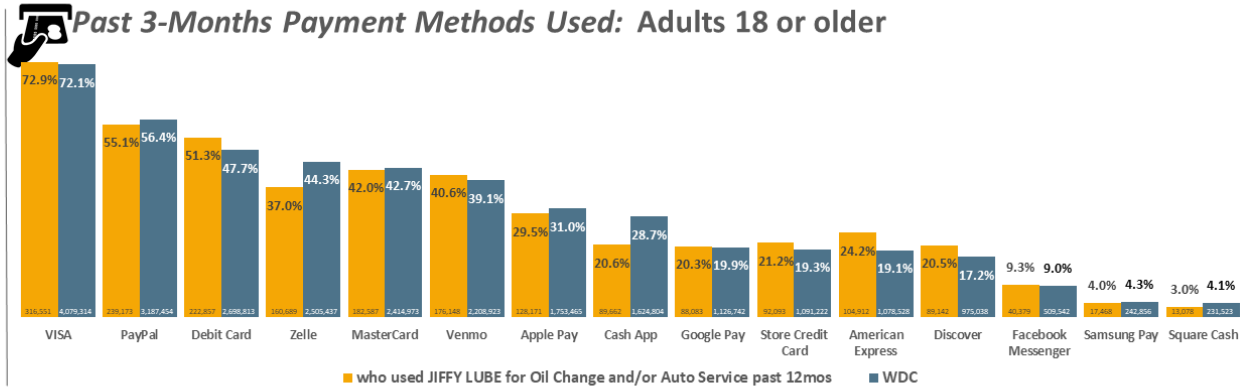
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



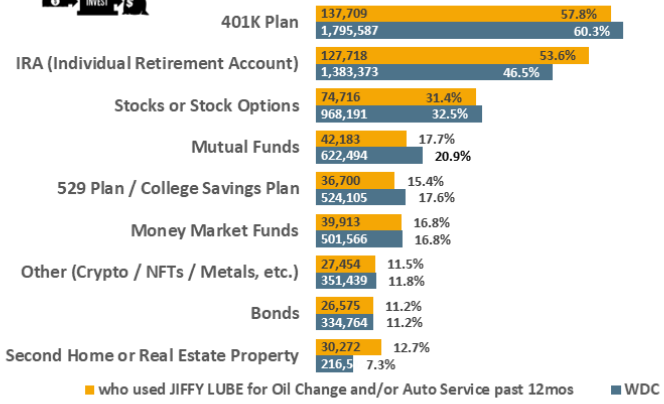
WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 362

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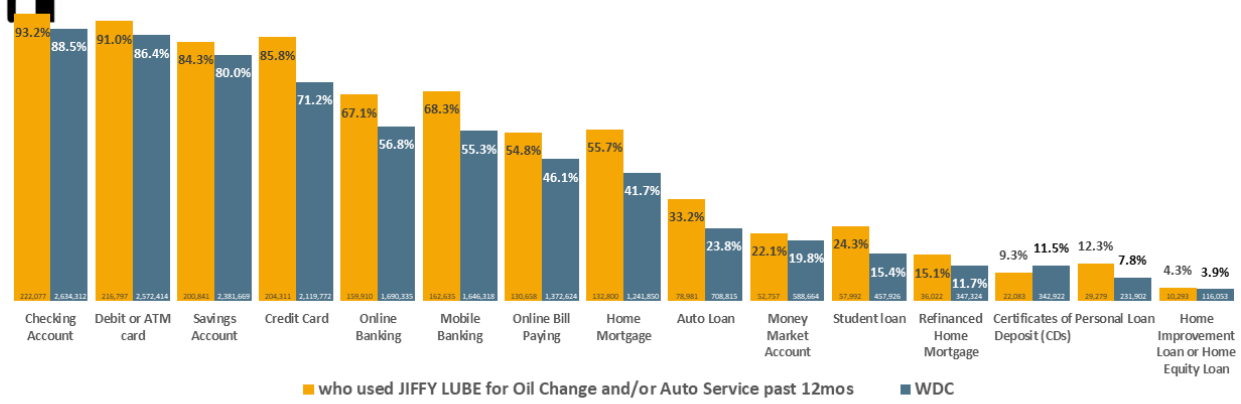
Washington, DC DMA P25-54

8.% or 238,242 of WDC DMA Adults 25 - 54 used JIFFY LUBE for Oil Change and/or Auto Service past 12mos. Adults 25 - 54 who used JIFFY LUBE for Oil Change and/or Auto Service past 12mos are 4.2% less likely to have a 401K, 39.3% more likely to have an Auto Loan, 15.% less likely to Invest/Trade Stocks Online, 6.3% more likely to pay with their Debit Card.

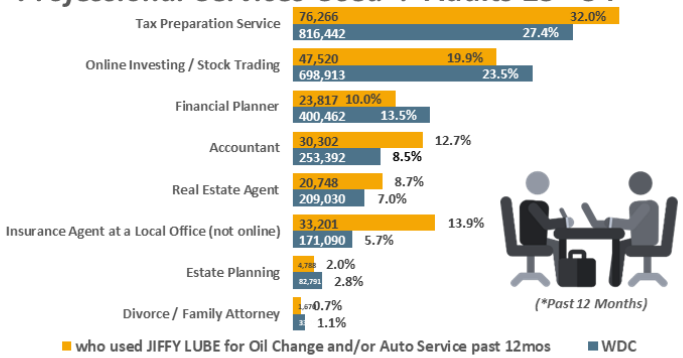
Investments Owned: Adults 25 - 54



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

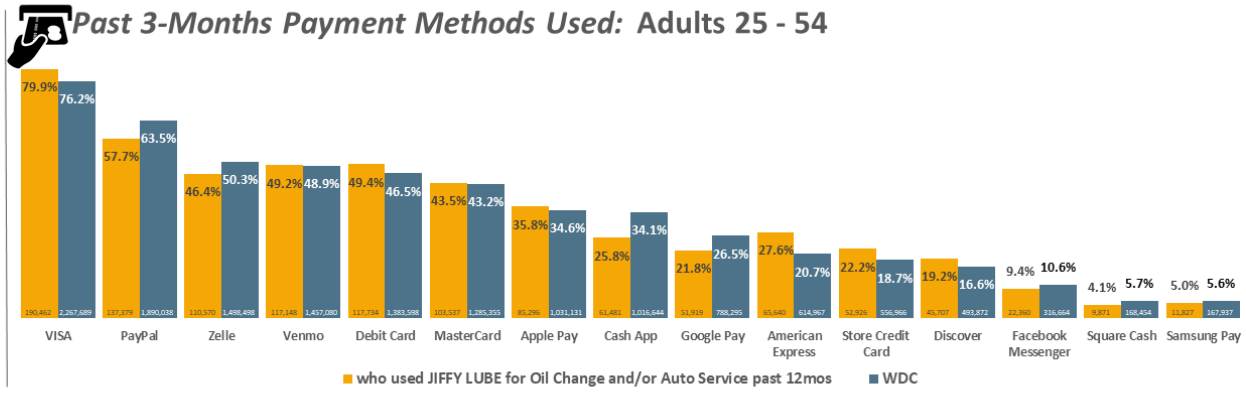


Professional Services Used:* Adults 25 - 54



*(*Past 12 Months)*

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



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 362

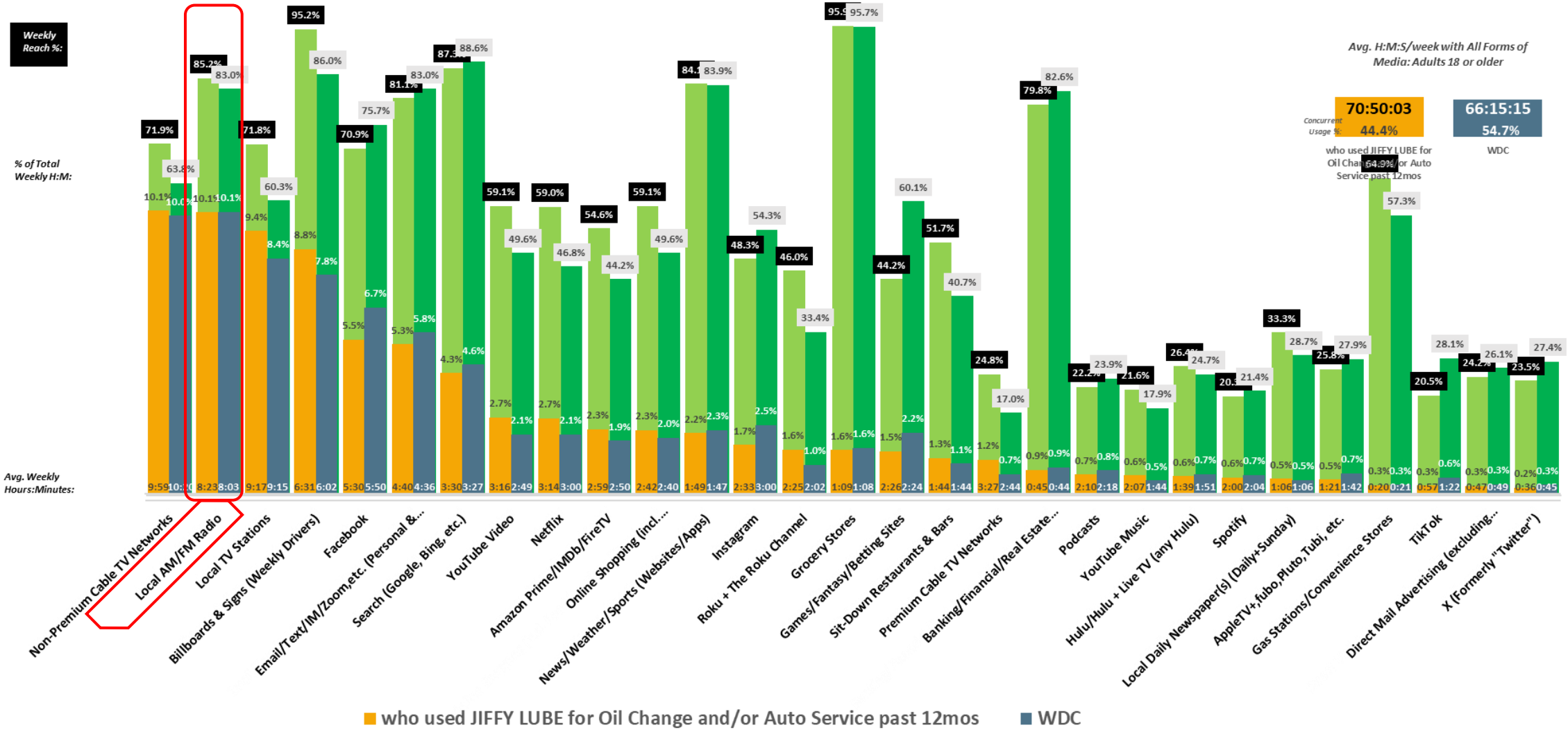
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

Washington, DC DMA P18+

Adults 18 or older who used JIFFY LUBE for Oil Change and/or Auto Service past 12mos spend an average of 2 days, 22 hours, 50 minutes and 3 seconds each week with All Forms of Media.

85.2% of Adults 18 or older who used JIFFY LUBE for Oil Change and/or Auto Service past 12mos spend an avg. of 8 hours and 23 minutes each week listening to All Local AM/FM Radio, representing 10.1% of total time spent with all forms of Media.



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 362 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,411

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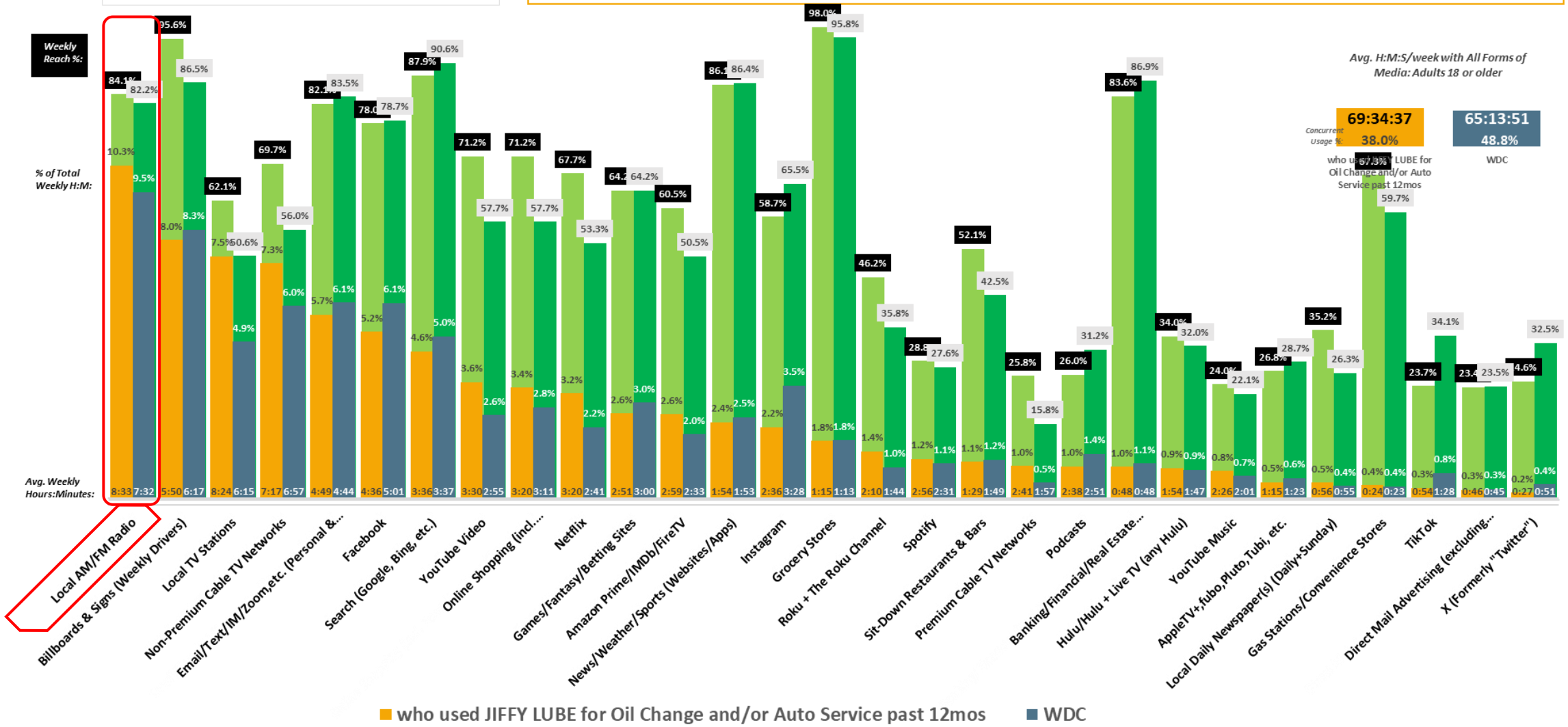
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

Washington, DC DMA P25-54

Adults 25 - 54 who used JIFFY LUBE for Oil Change and/or Auto Service past 12mos spend an average of 2 days, 21 hours, 34 minutes and 37 seconds each week with All Forms of Media.

84.1% of Adults 25 - 54 who used JIFFY LUBE for Oil Change and/or Auto Service past 12mos spend an avg. of 8 hours and 33 minutes each week listening to All Local AM/FM Radio, representing 10.3% of total time spent with all forms of Media.



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 362 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,411

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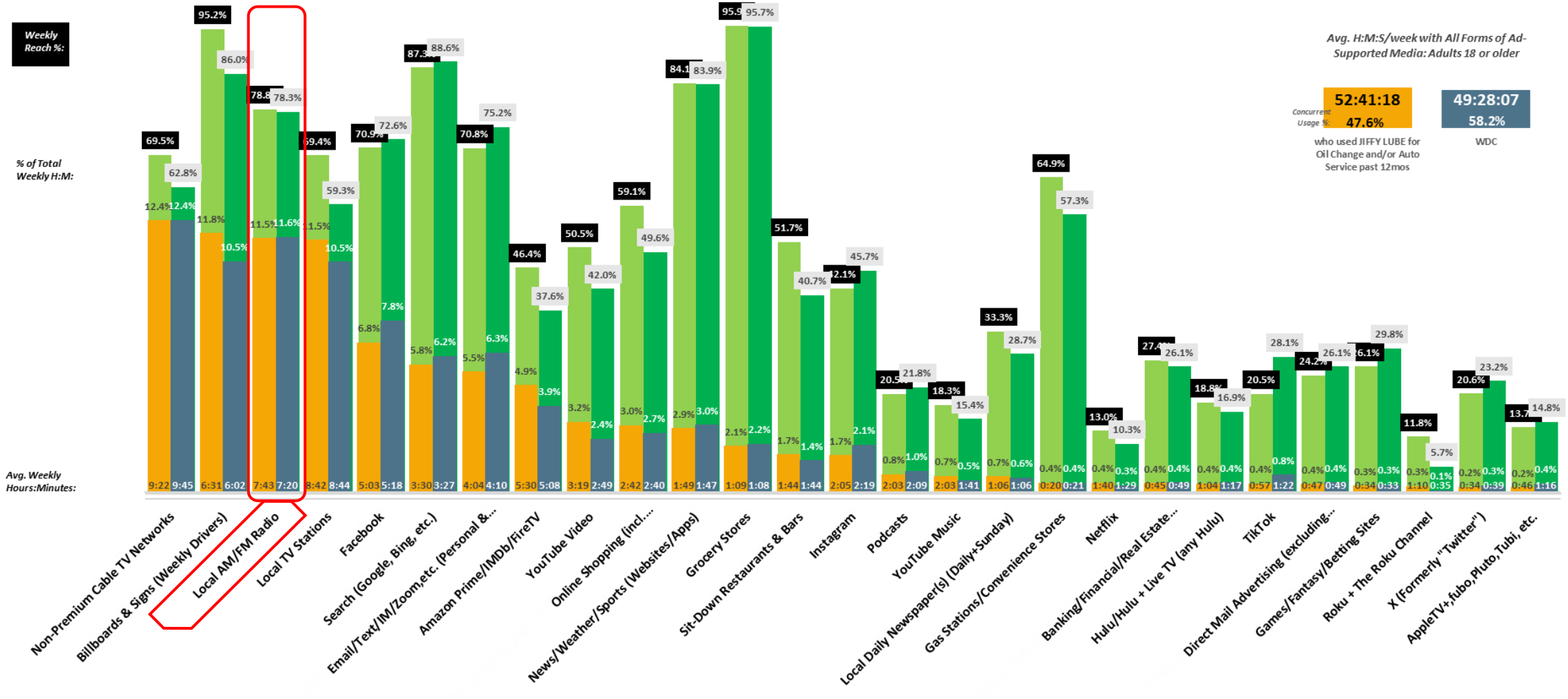
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

jiffy lube Washington, DC DMA P18+

Adults 18 or older who used JIFFY LUBE for Oil Change and/or Auto Service past 12mos spend an average of 2 days, 4 hours, 41 minutes and 18 seconds each week with All Forms of Ad-Supported Media.

78.8% of Adults 18 or older who used JIFFY LUBE for Oil Change and/or Auto Service past 12mos spend an avg. of 7 hours and 43 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.5% of total time spent with all forms of Ad-Suppor



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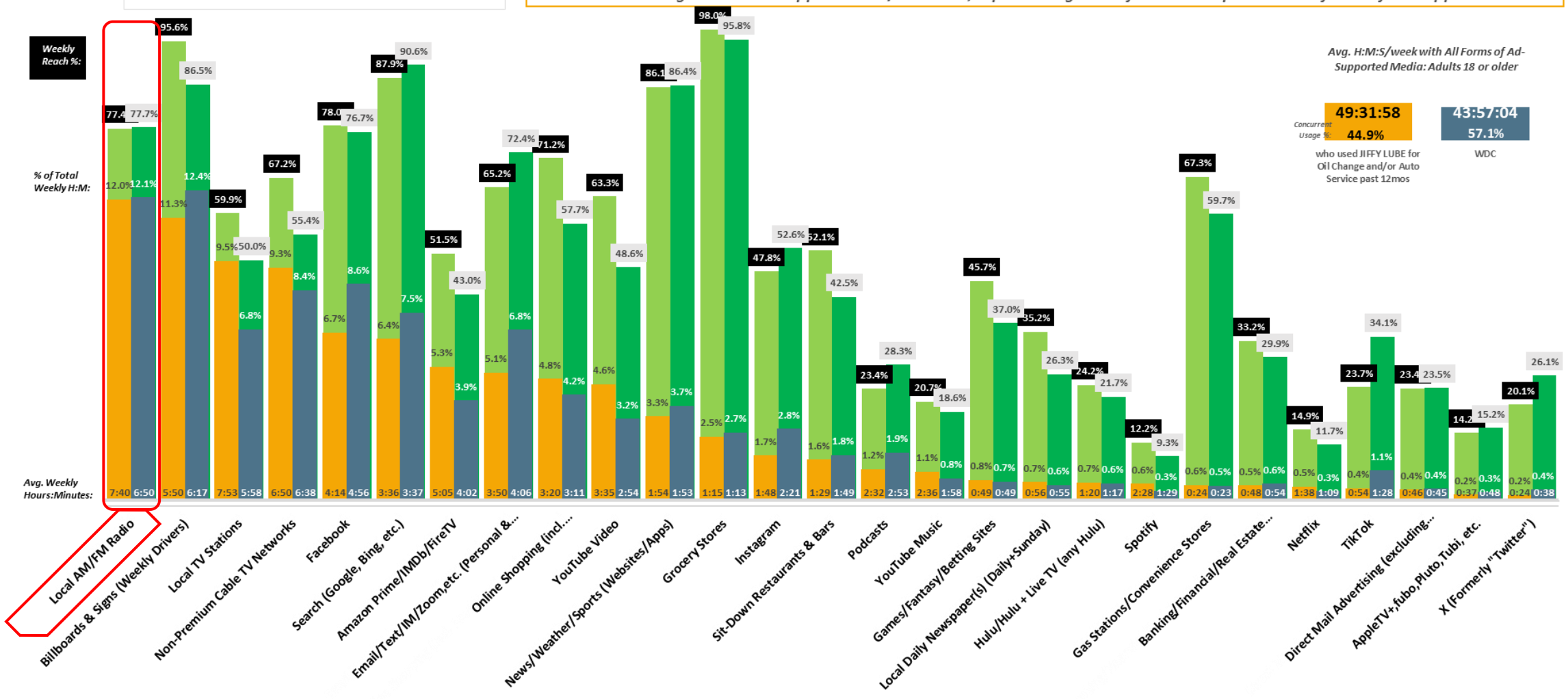
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

Washington, DC DMA P25-54

Adults 25 - 54 who used JIFFY LUBE for Oil Change and/or Auto Service past 12mos spend an average of 2 days, 1 hours, 31 minutes and 58 seconds each week with All Forms of Ad-Supported Media.

77.4% of Adults 25 - 54 who used JIFFY LUBE for Oil Change and/or Auto Service past 12mos spend an avg. of 7 hours and 40 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.% of total time spent with all forms of Ad-Supported M



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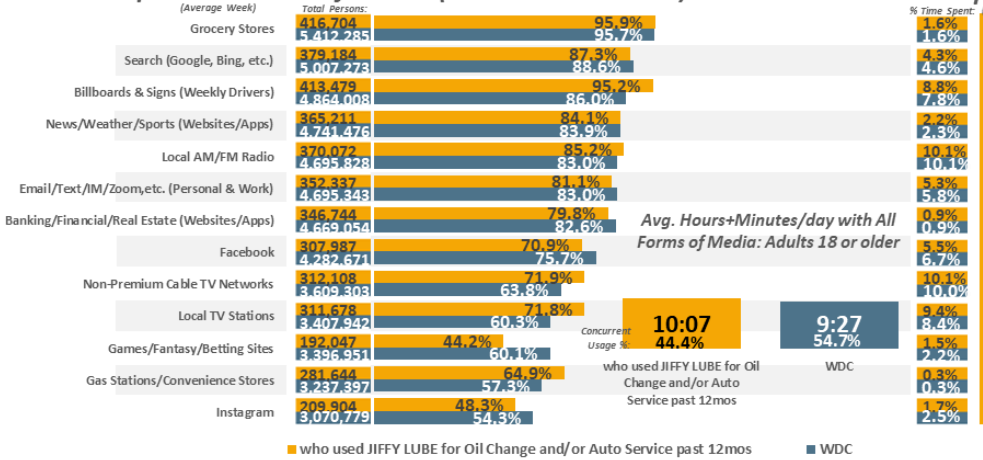
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

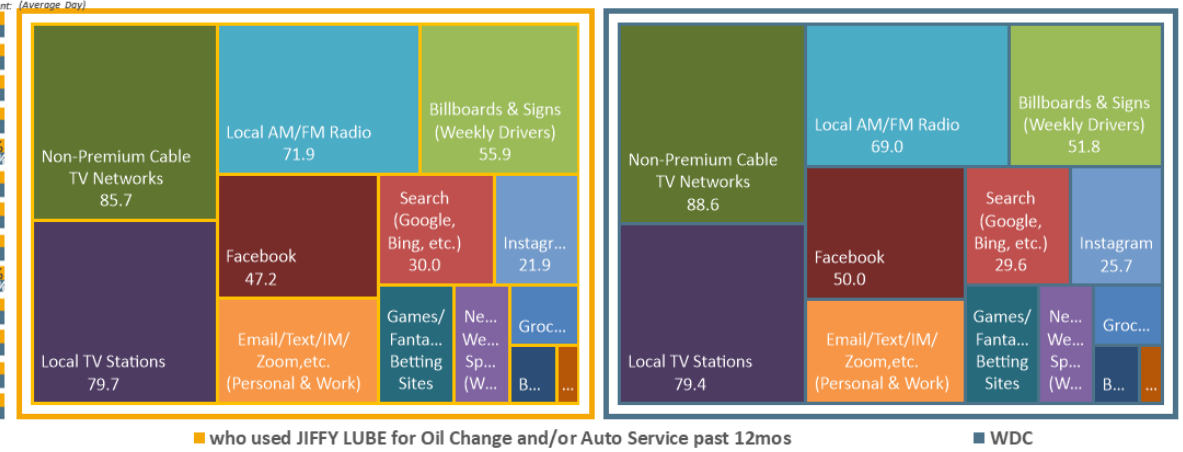
jiffy lube Washington, DC DMA P18+

Adults 18 or older who used JIFFY LUBE for Oil Change and/or Auto Service past 12mos spend an average of 7 hours and 31 minutes each day with All Forms of Ad-Supported Media. 78.8% listen to Local AM/FM Radio for an avg. of 66.2 minutes/day. *(Local Radio delivers 11.5% of Time with Ad-Supported Media.)*

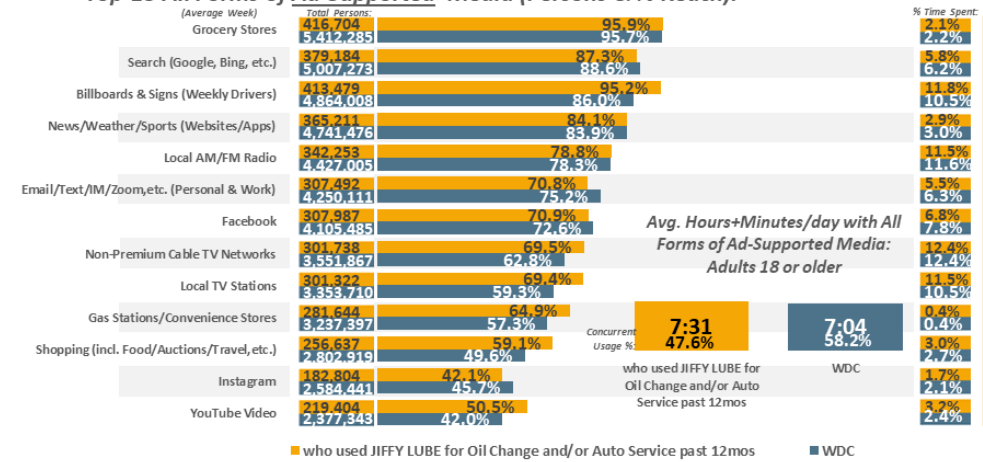
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



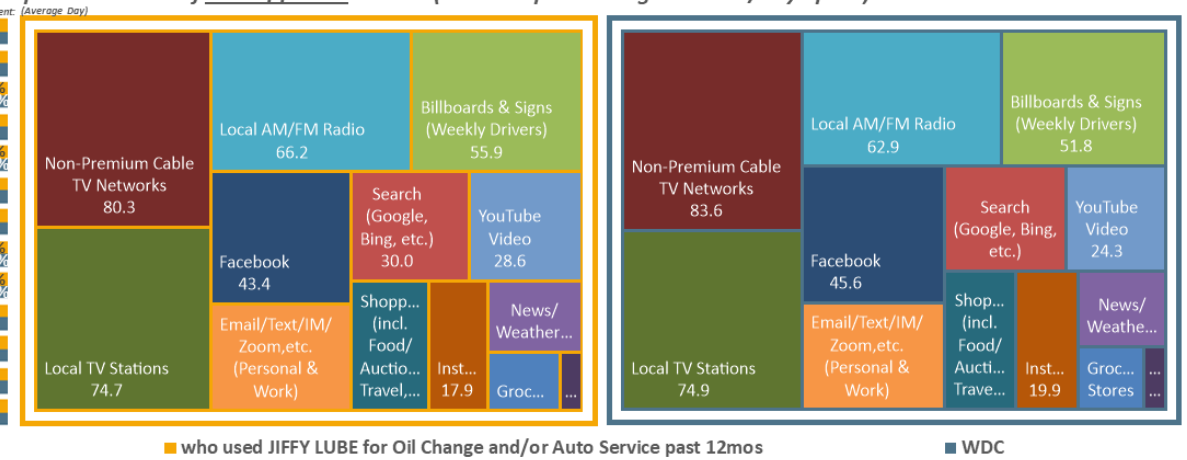
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 362

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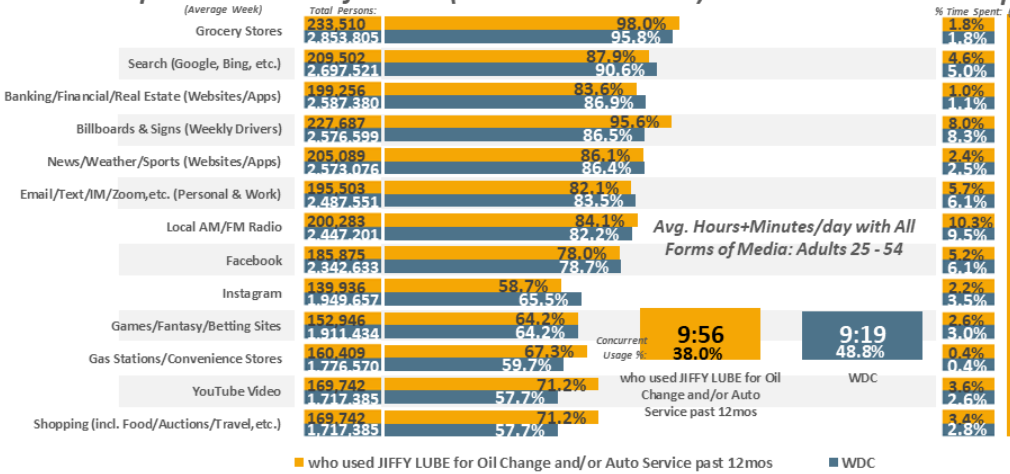
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

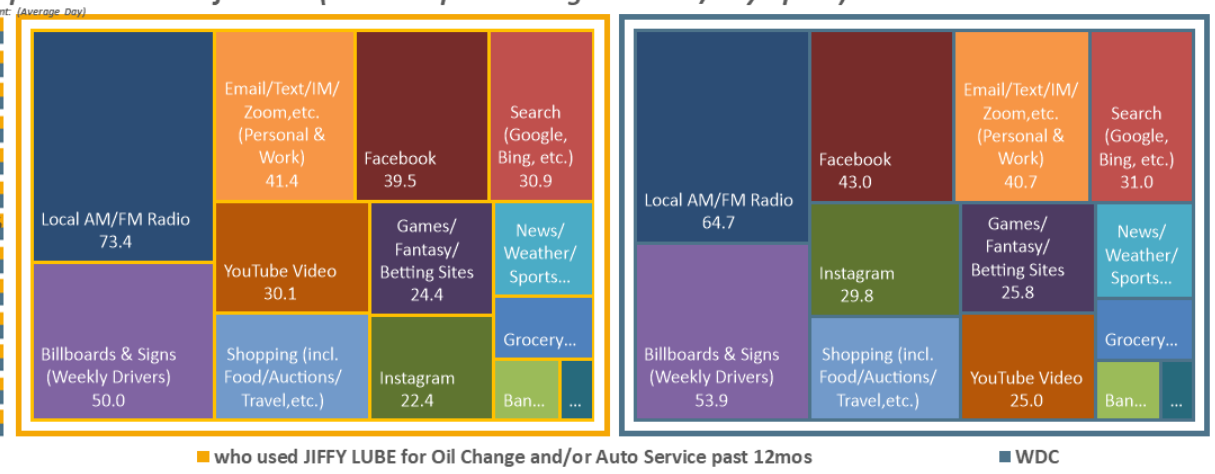
Washington, DC DMA P25-54

Adults 25 - 54 who used JIFFY LUBE for Oil Change and/or Auto Service past 12mos spend an average of 7 hours and 4 minutes each day with All Forms of Ad-Supported Media. 77.4% listen to Local AM/FM Radio for an avg. of 65.8 minutes/day. *(Local Radio delivers 12.% of Time with Ad-Supported Media.)*

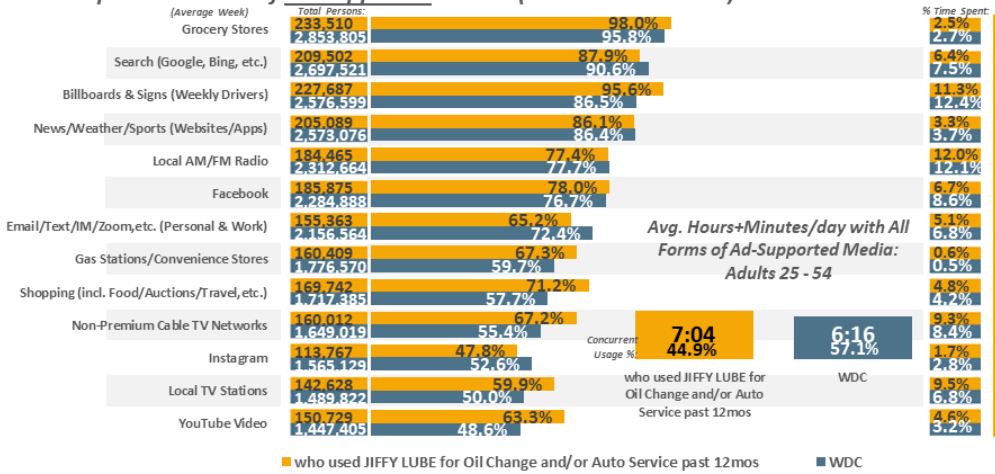
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 54



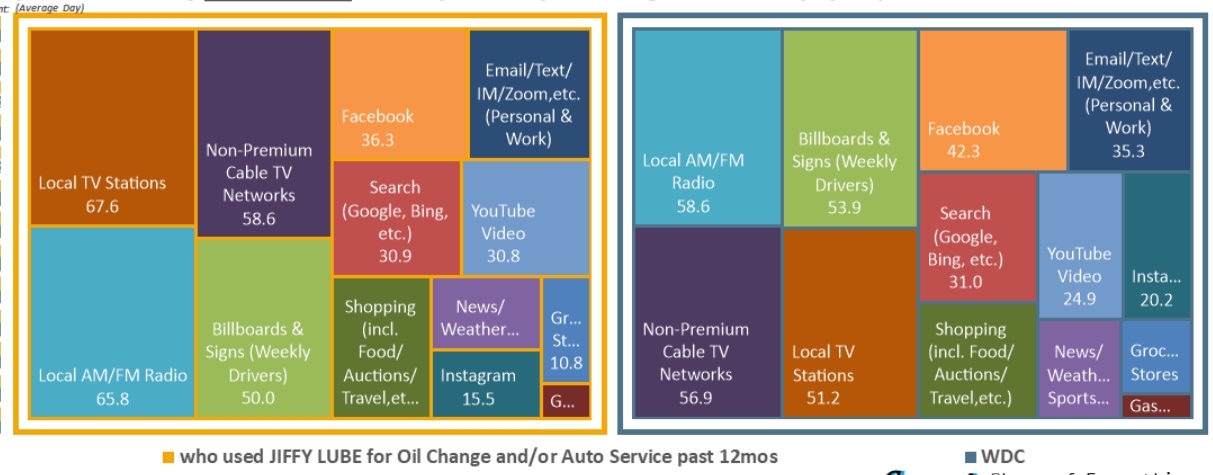
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 362

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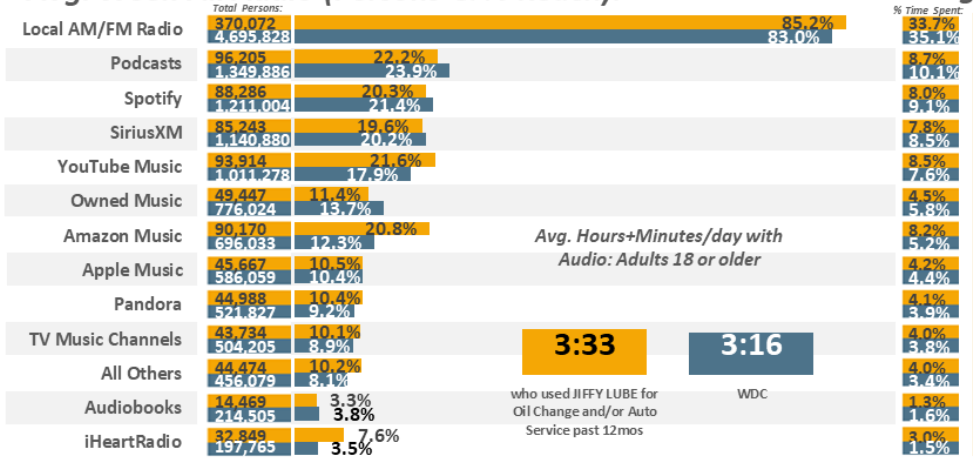
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

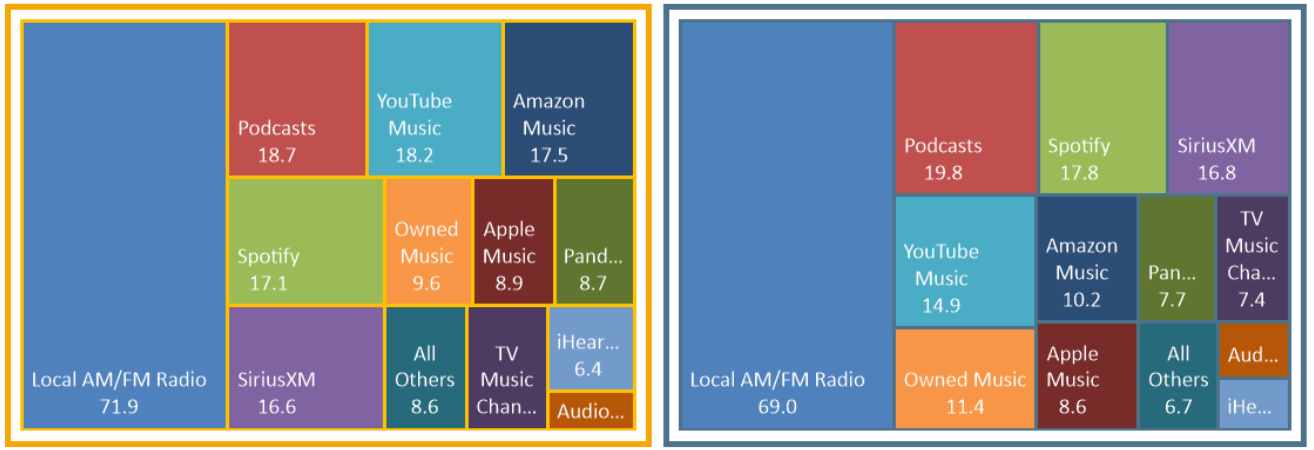
jiffy lube **Washington, DC DMA P18+**

342,253 or 78.8% of Adults 18 or older who used JIFFY LUBE for Oil Change and/or Auto Service past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 66.2 minutes every day representing 42.3% of all time spent daily with Ad-Supported Audio.

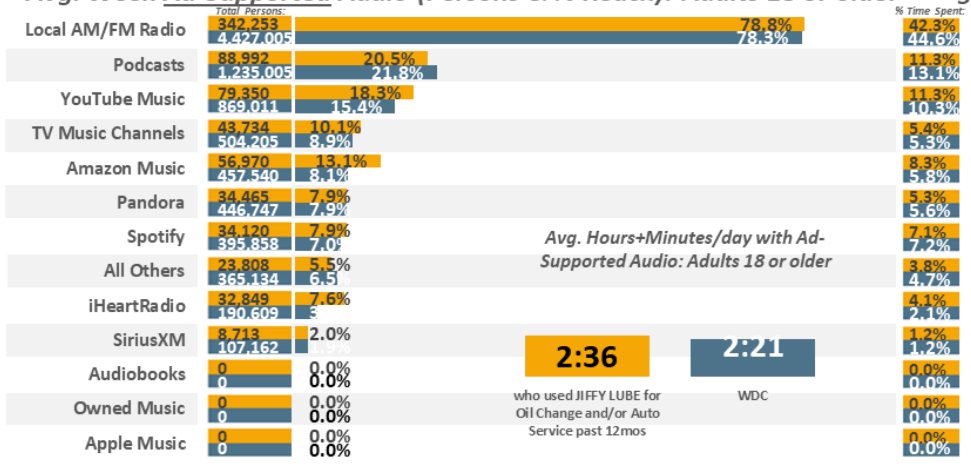
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



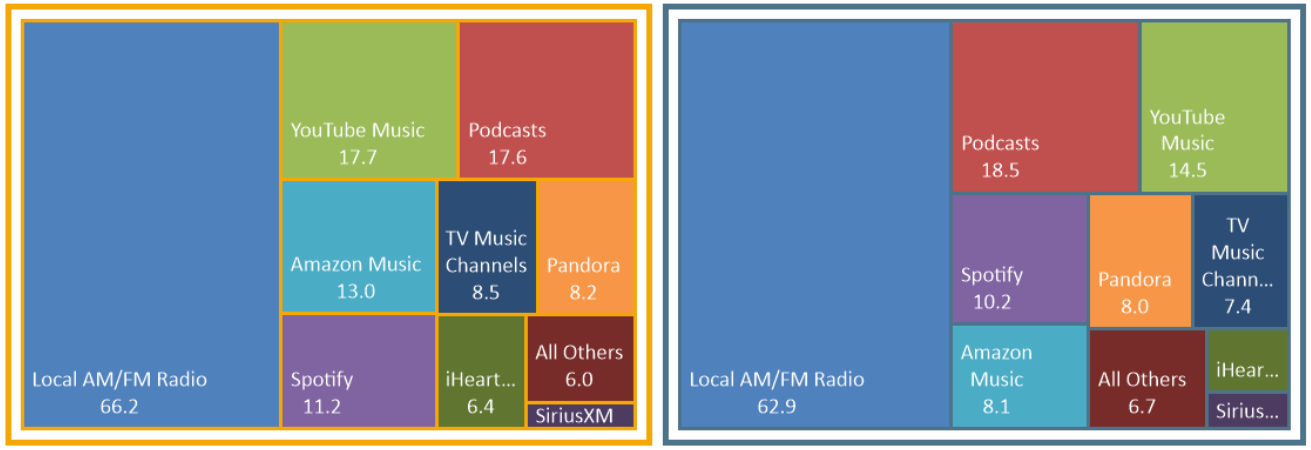
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 362

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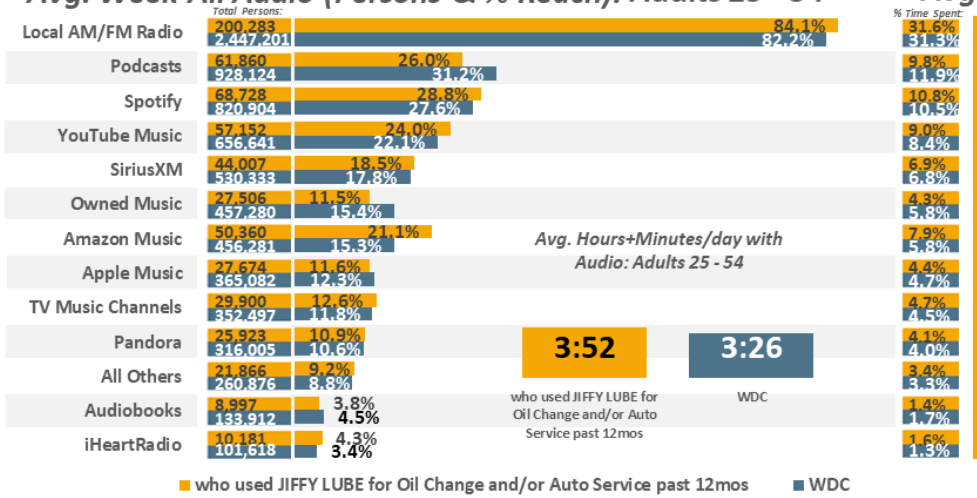
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

Washington, DC
DMA P25-54

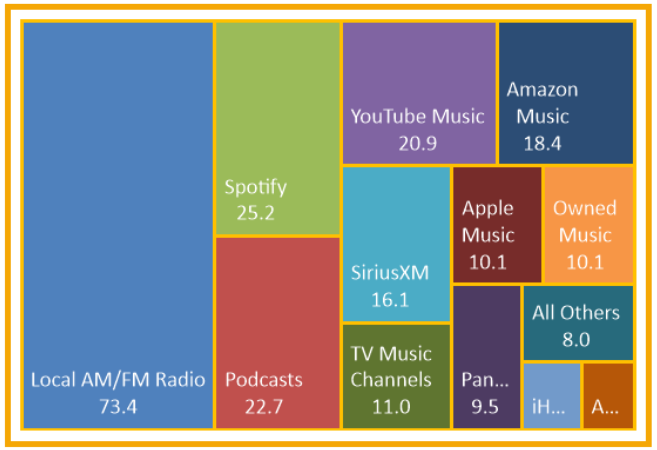
184,465 or 77.4% of Adults 25 - 54 who used JIFFY LUBE for Oil Change and/or Auto Service past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 65.8 minutes every day representing 36.6% of all time spent daily with Ad-Supported Audio.

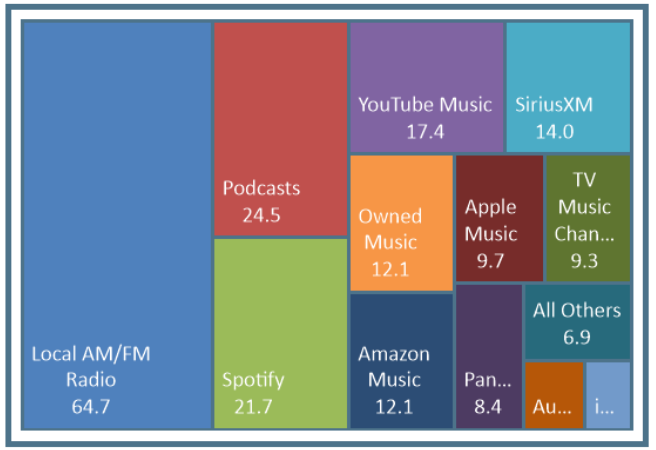
Avg. Week All Audio (Persons & % Reach): Adults 25 - 54



who used JIFFY LUBE for Oil Change and/or Auto Service past 12mos ■ WDC

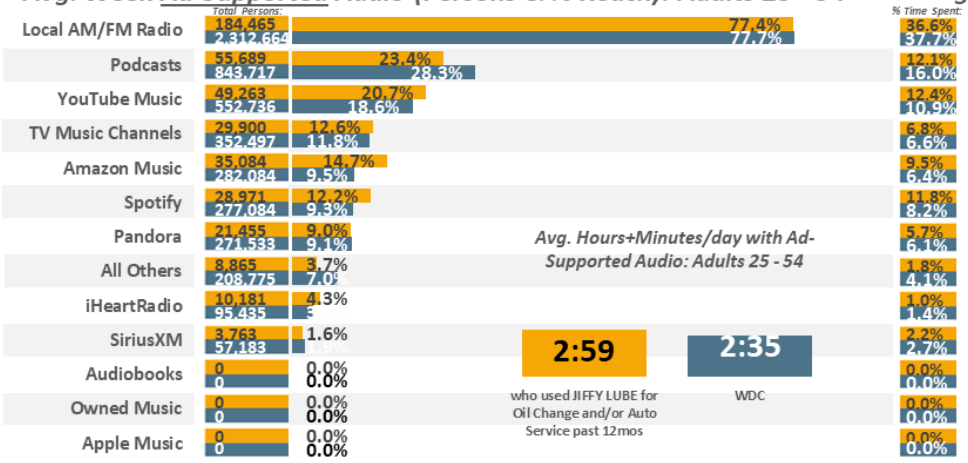
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54





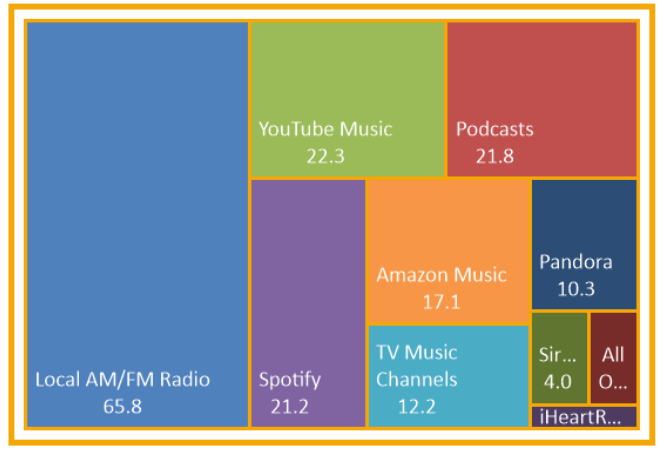
who used JIFFY LUBE for Oil Change and/or Auto Service past 12mos ■ WDC

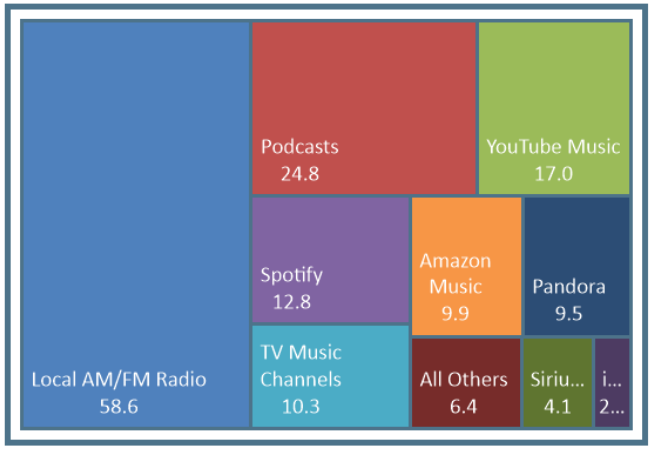
Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 25 - 54



who used JIFFY LUBE for Oil Change and/or Auto Service past 12mos ■ WDC

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





who used JIFFY LUBE for Oil Change and/or Auto Service past 12mos ■ WDC

WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 362

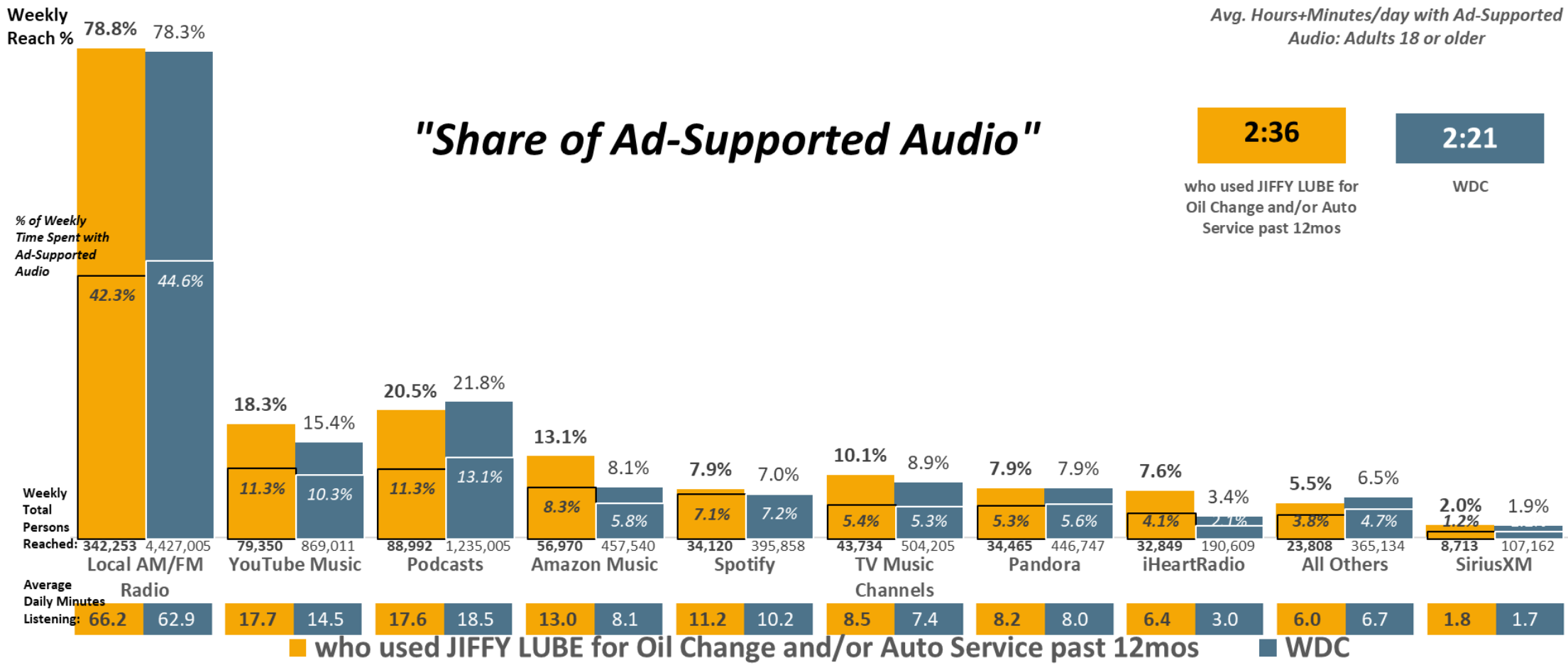
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

jiffy lube **Washington, DC DMA P18+**

342,253 or 78.8% of Adults 18 or older who used JIFFY LUBE for Oil Change and/or Auto Service past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 66.2 minutes every day representing 42.3% of all time spent daily with Ad-Supported Audio.



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 362 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,411

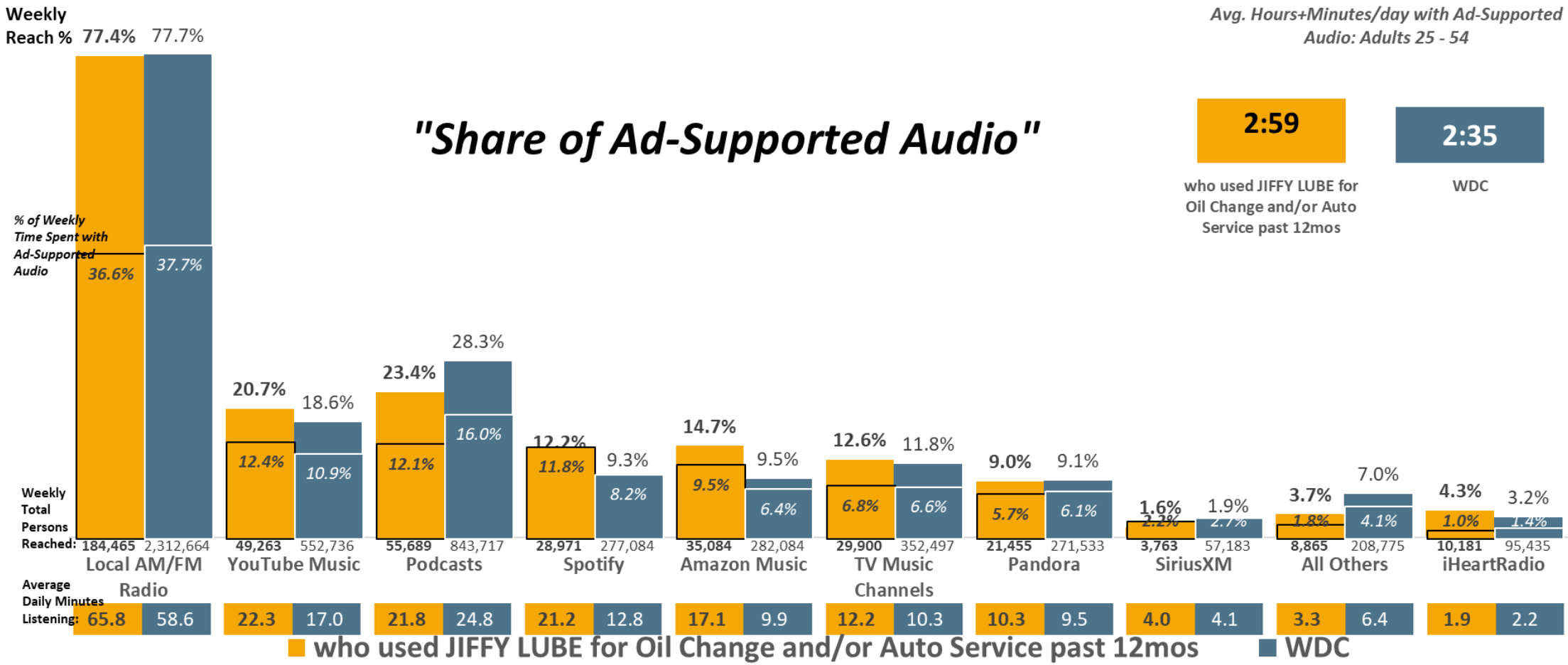
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

jiffy lube **Washington, DC DMA P25-54**

184,465 or 77.4% of Adults 25 - 54 who used JIFFY LUBE for Oil Change and/or Auto Service past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 65.8 minutes every day representing 36.6% of all time spent daily with Ad-Supported Audio.



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 362 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,411

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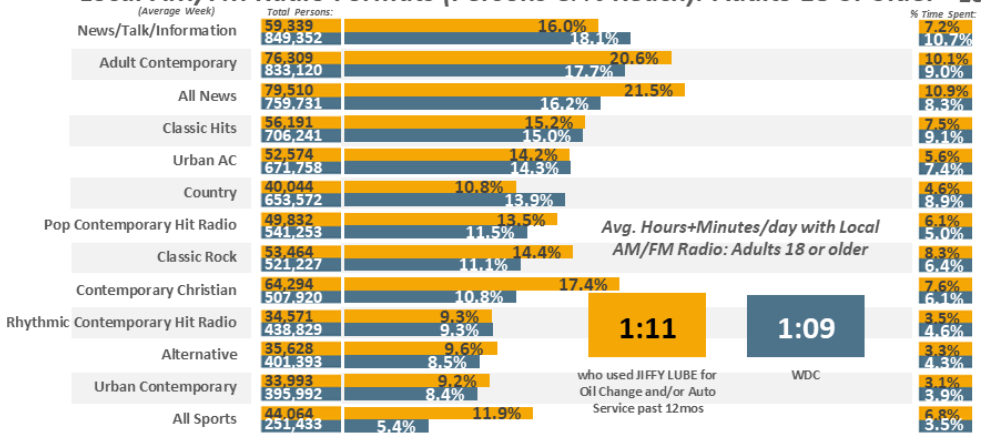
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

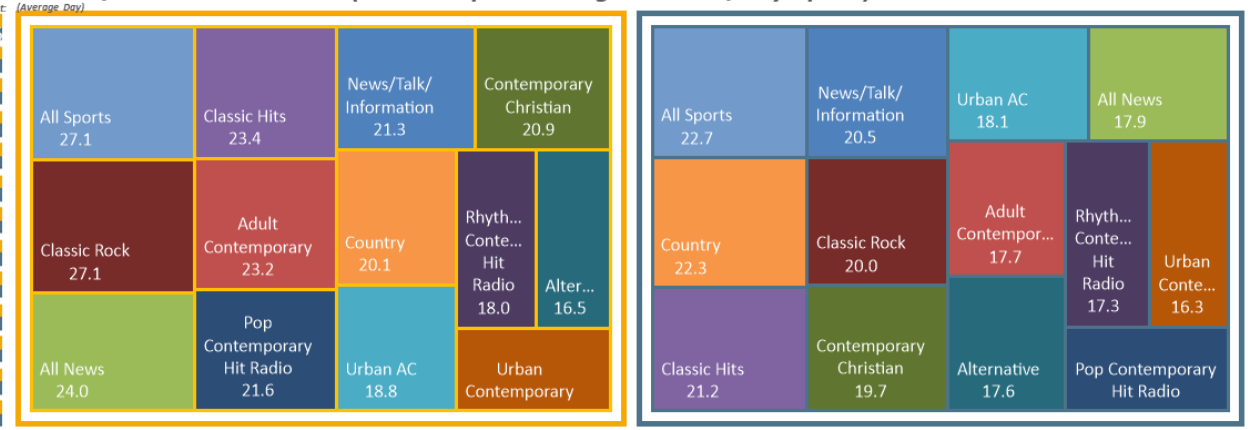
jiffy lube **Washington, DC DMA P18+**

342,253 or 78.8% of Adults 18 or older who used JIFFY LUBE for Oil Change and/or Auto Service past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are All News, Adult Contemporary, Classic Hits, Classic Rock, and Urban AC.

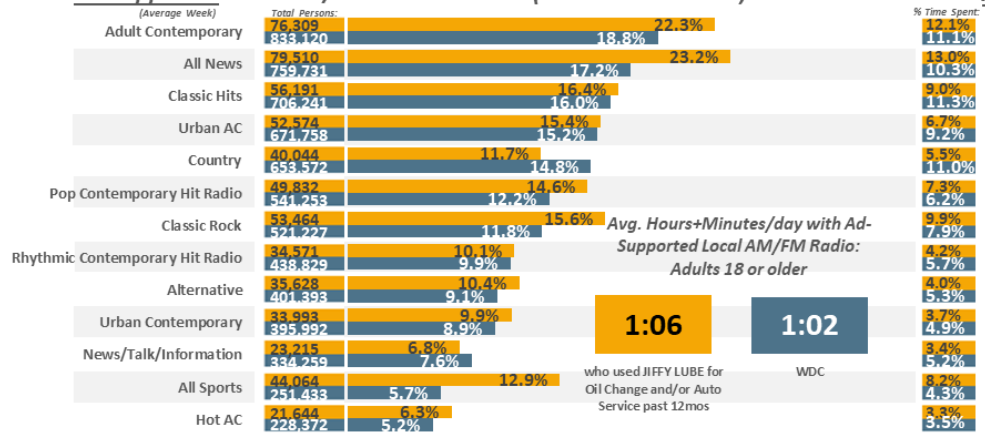
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



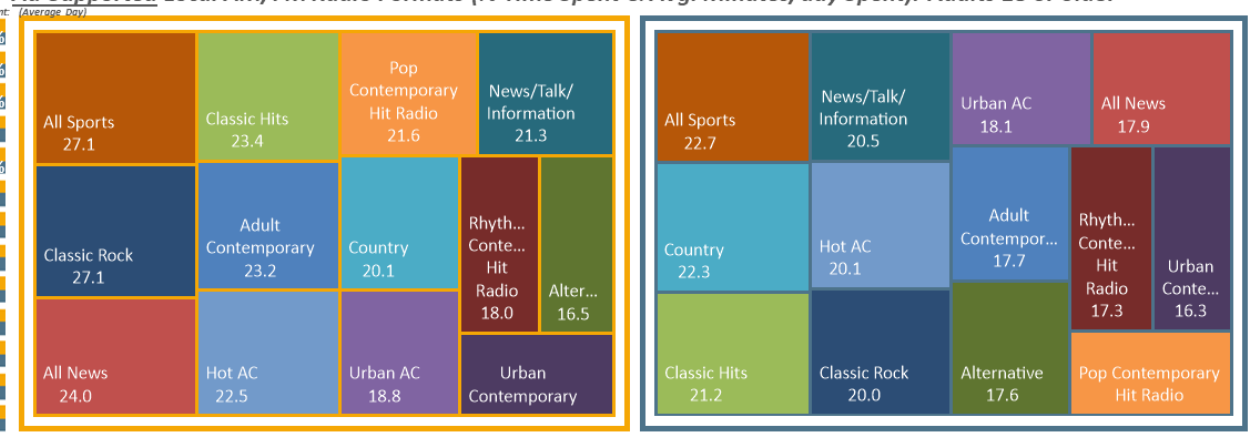
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 362

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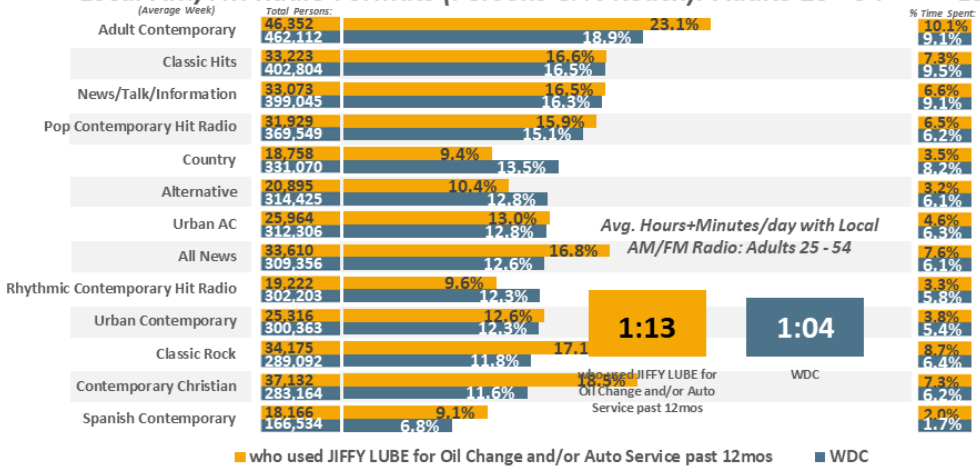
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

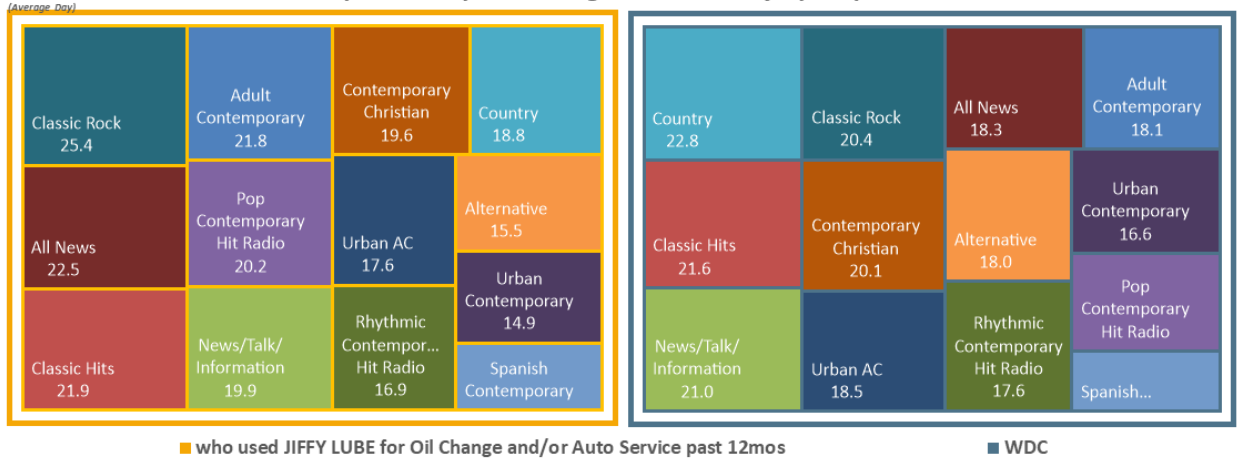
Washington, DC
DMA P25-54

184,465 or 77.4% of Adults 25 - 54 who used JIFFY LUBE for Oil Change and/or Auto Service past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Rock, All News, Classic Hits, and Pop Contemporary Hit Radio.

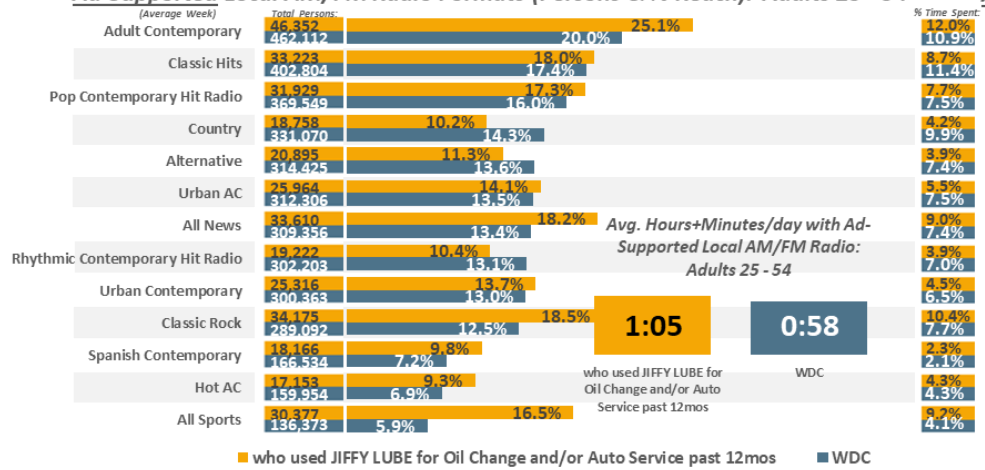
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 54



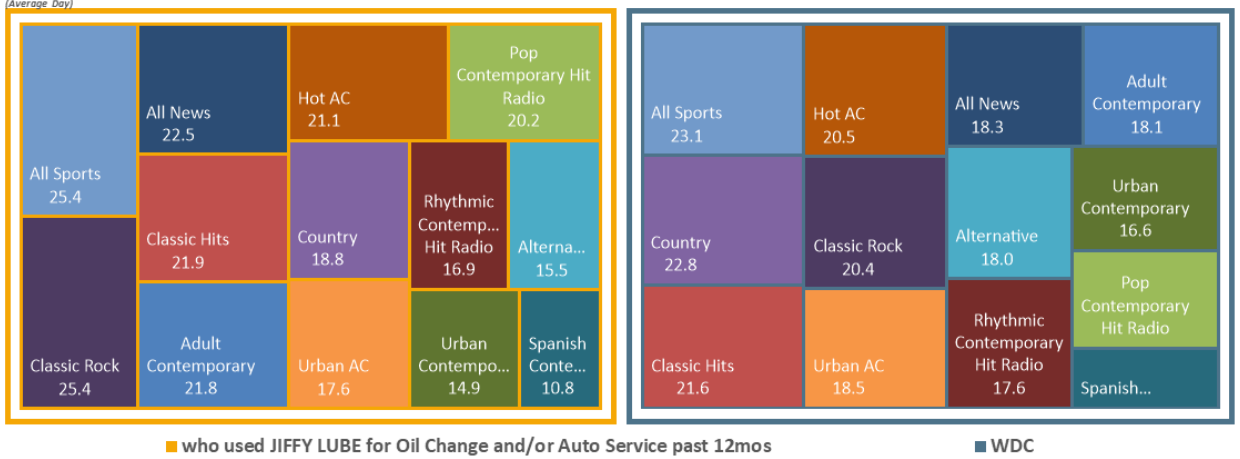
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 362

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

Washington, DC
DMA P18+

Top Local AM/FM Radio Stations
reaching **P18+** past 12 months
JIFFY LUBE Customers...



WASHINGTON, DC (DMA Survey Area)
SP24
SCARBOROUGH R1 2024: FEB23-APR24
Station Rankings Based on: All Stations

Qualitative Criteria Used: Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

Adults 18+

M-Su 6a-12m

	Station	Owner	Format	Qual Average Persons	*Qual Average Rating**	Qual Daily Cume Persons	Qual Daily Cume Rating	Qual Weekly Cume Persons	Qual Weekly Cume Rating	Weekly TSL (Hr:Min)	Qual Index
1	***WTOP-FM***	***Hubbard Radio LLC***	***All News***	***2,000***	***0.5***	***36,700***	***8.4***	***77,000***	***17.6***	***3:15***	***144***
2	WAMU-FM	American University	News Talk Information	1,600	0.4	17,000	3.9	33,400	7.6	5:45	93
3t	WETA-FM	Greater Washington Educational Telecomm Assoc Inc	Classical	1,100	0.3	13,900	3.2	34,200	7.8	4:15	158
3t	WHUR-FM	Howard University	Urban Adult Contemporary	1,300	0.3	16,600	3.8	40,900	9.4	4:00	113
5t	WASH-FM	iHeartMedia Inc	Adult Contemporary	1,000	0.2	17,500	4.0	60,500	13.8	2:00	122
5t	WBIG-FM	iHeartMedia Inc	Classic Rock	800	0.2	19,200	4.4	58,800	13.5	1:45	154
5t	WJFK-FM	Audacy	All Sports	900	0.2	16,800	3.8	40,100	9.2	2:30	257
5t	WMAL-FM	Cumulus Media Holdings Inc	News Talk Information	700	0.2	7,500	1.7	14,300	3.3	6:00	85
5t	WWDC-FM	iHeartMedia Inc	Alternative	900	0.2	17,200	3.9	41,200	9.4	2:45	116
10t	WFRE-FM	Connoisseur Media Limited Liability Company	Country	300	0.1	5,600	1.3	9,700	2.2	3:45	98
10t	WGTS-FM	Atlantic Gateway Communications Inc	Contemporary Christian	500	0.1	8,100	1.9	21,700	5.0	3:00	133
10t	WIAD-FM	Audacy	Classic Hits	600	0.1	14,000	3.2	46,800	10.7	1:45	106
10t	WIHT-FM	iHeartMedia Inc	Pop Contemporary Hit Radio	500	0.1	14,200	3.2	45,100	10.3	1:30	124
10t	WKYS-FM	Urban One Inc	Urban Contemporary	600	0.1	11,200	2.6	29,500	6.7	2:30	111
10t	WMMJ-FM	Urban One Inc	Urban Adult Contemporary	600	0.1	8,500	1.9	25,100	5.7	3:15	92
10t	WMZQ-FM	iHeartMedia Inc	Country	600	0.1	9,800	2.2	22,700	5.2	3:30	98
10t	WPGC-FM	Audacy	Rhythmic Contemporary Hit Radio	600	0.1	12,400	2.8	34,800	8.0	2:00	104

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

Washington, DC
DMA P25-54

Top Local AM/FM Radio Stations
reaching **P25-54** past 12 months
JIFFY LUBE Customers...



WASHINGTON, DC (DMA Survey Area)
SP24
SCARBOROUGH R1 2024: FEB23-APR24
Station Rankings Based on: All Stations

Qualitative Criteria Used: Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

Adults 25-54

M-Su 6a-12m

	Station	Owner	Format	Qual Average Persons	*Qual Average Rating**	Qual Daily Cume Persons	Qual Daily Cume Rating	Qual Weekly Cume Persons	Qual Weekly Cume Rating	Weekly TSL (Hr:Min)	Qual Index
1t	WASH-FM	iHeartMedia Inc	Adult Contemporary	700	0.3	10,700	4.5	36,400	15.4	2:30	131
1t	WHUR-FM	Howard University	Urban Adult Contemporary	600	0.3	8,600	3.6	22,300	9.4	3:00	129
3t	***WTOP-FM***	***Hubbard Radio LLC***	***All News***	***500***	***0.2***	***11,100***	***4.7***	***27,400***	***11.6***	***2:15***	***141***
3t	WAMU-FM	American University	News Talk Information	500	0.2	6,900	2.9	16,500	7.0	3:15	109
3t	WBIG-FM	iHeartMedia Inc	Classic Rock	400	0.2	9,300	3.9	30,300	12.8	1:30	169
3t	WIAD-FM	Audacy	Classic Hits	400	0.2	7,200	3.0	24,800	10.5	1:45	107
3t	WIHT-FM	iHeartMedia Inc	Pop Contemporary Hit Radio	400	0.2	9,800	4.1	29,400	12.4	1:30	113
3t	WJFK-FM	Audacy	All Sports	500	0.2	9,200	3.9	21,700	9.2	2:30	293
3t	WKYS-FM	Urban One Inc	Urban Contemporary	400	0.2	7,700	3.3	17,800	7.5	3:00	100
3t	WWDC-FM	iHeartMedia Inc	Alternative	500	0.2	9,800	4.1	21,200	9.0	3:15	83
11t	WETA-FM	Greater Washington Educational Telecomm Assoc Inc	Classical	200	0.1	4,600	1.9	13,400	5.7	1:45	152
11t	WGTS-FM	Atlantic Gateway Communications Inc	Contemporary Christian	200	0.1	2,900	1.2	7,100	3.0	3:00	82
11t	WLZL-FM	Audacy	Spanish Contemporary	200	0.1	4,100	1.7	11,600	4.9	2:00	136
11t	WMZQ-FM	iHeartMedia Inc	Country	200	0.1	3,600	1.5	7,600	3.2	4:00	61
11t	WPGC-FM	Audacy	Rhythmic Contemporary Hit Radio	300	0.1	6,500	2.7	16,500	7.0	2:15	79
11t	WQSR-FM	iHeartMedia Inc	Adult Hits	200	0.1	5,600	2.4	24,600	10.4	1:00	554
17t	WACA-AM	Carrasco, Alejandro	Spanish News/Talk	100	0.0	1,200	0.5	3,400	1.4	2:45	269
17t	WAFY-FM	Manning Media Inc	Hot Adult Contemporary	100	0.0	2,400	1.0	7,500	3.2	1:45	238

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

Washington, DC
DMA P18+

WASHINGTON, DC (DMA Survey Area)
SCARBOROUGH R1 2024: FEB23-APR24
ADULTS 18+

Top AUDIO MEDIA
reaching **P18+** past 12 months
JIFFY LUBE Customers...



	WHO I am Looking At		
	Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube		
WHAT I Want to Know About Them	***Target Persons****	% of Target	Index
Audio streaming services used past 7 days: YouTube Music (free)	79,350	18.3%	119
M-S 6am-mid cume: WTOP-FM	75,152	17.3%	144
M-S 6am-mid cume: WASH-FM	71,100	16.4%	122
Audio streaming services used past 7 days: Amazon Music (free)	56,970	13.1%	162
M-S 6am-mid cume: WBIG-FM	52,303	12.0%	154
Audio streaming services used past 7 days: Apple Music	45,667	10.5%	102
M-S 6am-mid cume: WIHT-FM	45,123	10.4%	124
M-S 6am-mid cume: WIAD-FM	44,641	10.3%	107
M-S 6am-mid cume: WJFK-FM	41,956	9.7%	257
M-S 6am-mid cume: WHUR-FM	41,836	9.6%	113
M-S 6am-mid cume: WAMU-FM	37,881	8.7%	93
M-S 6am-mid cume: WWDC-FM	35,628	8.2%	116
Audio streaming services used past 7 days: SiriusXM app/website	34,850	8.0%	106
Audio streaming services used past 7 days: Pandora (free)	34,465	7.9%	100
Audio streaming services used past 7 days: Spotify (free)	34,120	7.9%	112
M-S 6am-mid cume: WPGC-FM	33,475	7.7%	104
Audio streaming services used past 7 days: iHeartRadio (free)	32,849	7.6%	224
M-S 6am-mid cume: WGTS-FM	30,393	7.0%	133
M-S 6am-mid cume: WKYS-FM	29,957	6.9%	111
M-S 6am-mid cume: WETA-FM	27,377	6.3%	158
M-S 6am-mid cume: WMMJ-FM	26,705	6.1%	92
M-S 6am-mid cume: WLVW-FM	25,781	5.9%	283
M-S 6am-mid cume: WMZQ-FM	21,039	4.8%	98
M-S 6am-mid cume: WIYY-FM	19,152	4.4%	415
M-S 6am-mid cume: WLZL-FM	18,166	4.2%	107
M-S 6am-mid cume: WQSR-FM	16,971	3.9%	390
M-S 6am-mid cume: WMAL-FM	16,635	3.8%	85
M-S 6am-mid cume: WAFY-FM	13,169	3.0%	227
M-S 6am-mid cume: WERQ-FM	10,212	2.4%	197
M-S 6am-mid cume: WDCH-FM	9,952	2.3%	146
M-S 6am-mid cume: WFRE-FM	8,970	2.1%	98
M-S 6am-mid cume: WFLS-FM	5,829	1.3%	70
M-S 6am-mid cume: WPRS-FM	5,771	1.3%	43
M-S 6am-mid cume: WBQB-FM	5,331	1.2%	57

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

Washington, DC
DMA P25-54

WASHINGTON, DC (DMA Survey Area)
SCARBOROUGH R1 2024: FEB23-APR24
ADULTS 25-54

Top AUDIO MEDIA
reaching **P25-54** past 12 months
JIFFY LUBE Customers...



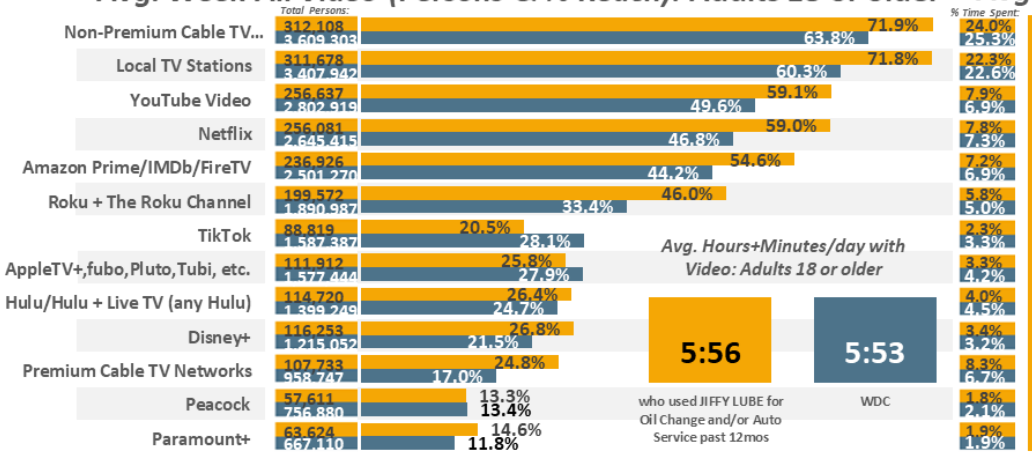
	WHO I am Looking At		
	Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube		
WHAT I Want to Know About Them	***Target Persons****	% of Target	Index
Audio streaming services used past 7 days: YouTube Music (free)	49,263	20.7%	111
M-S 6am-mid cume: WASH-FM	43,690	18.3%	131
Audio streaming services used past 7 days: Amazon Music (free)	35,084	14.7%	155
M-S 6am-mid cume: WBIG-FM	33,014	13.9%	170
M-S 6am-mid cume: WTOP-FM	29,611	12.4%	141
M-S 6am-mid cume: WJFK-FM	29,596	12.4%	293
M-S 6am-mid cume: WIHT-FM	29,346	12.3%	113
Audio streaming services used past 7 days: Spotify (free)	28,971	12.2%	131
M-S 6am-mid cume: WIAD-FM	27,837	11.7%	107
Audio streaming services used past 7 days: Apple Music	27,674	11.6%	95
M-S 6am-mid cume: WAMU-FM	26,105	11.0%	109
M-S 6am-mid cume: WHUR-FM	23,435	9.8%	129
Audio streaming services used past 7 days: Pandora (free)	21,455	9.0%	99
M-S 6am-mid cume: WKYS-FM	21,280	8.9%	100
M-S 6am-mid cume: WWDC-FM	20,895	8.8%	83
M-S 6am-mid cume: WLVW-FM	20,544	8.6%	363
M-S 6am-mid cume: WLZL-FM	18,166	7.6%	136
M-S 6am-mid cume: WPGC-FM	18,126	7.6%	79
M-S 6am-mid cume: WIYY-FM	16,626	7.0%	461
M-S 6am-mid cume: WQSR-FM	16,547	6.9%	554
Audio streaming services used past 7 days: SiriusXM app/website	15,053	6.3%	82
M-S 6am-mid cume: WETA-FM	11,606	4.9%	152
M-S 6am-mid cume: WGTS-FM	11,248	4.7%	82
M-S 6am-mid cume: WERQ-FM	10,212	4.3%	219
Audio streaming services used past 7 days: iHeartRadio (free)	10,181	4.3%	133
M-S 6am-mid cume: WAFY-FM	9,829	4.1%	238
M-S 6am-mid cume: WDCH-FM	8,915	3.7%	205
M-S 6am-mid cume: WMZQ-FM	7,403	3.1%	61
M-S 6am-mid cume: WMMJ-FM	6,971	2.9%	54
M-S 6am-mid cume: WBQB-FM	4,966	2.1%	67
M-S 6am-mid cume: WPRS-FM	4,796	2.0%	96
M-S 6am-mid cume: WFRE-FM	4,524	1.9%	100
M-S 6am-mid cume: WFLS-FM	4,114	1.7%	69
M-S 6am-mid cume: WMDM-FM	3,179	1.3%	293

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

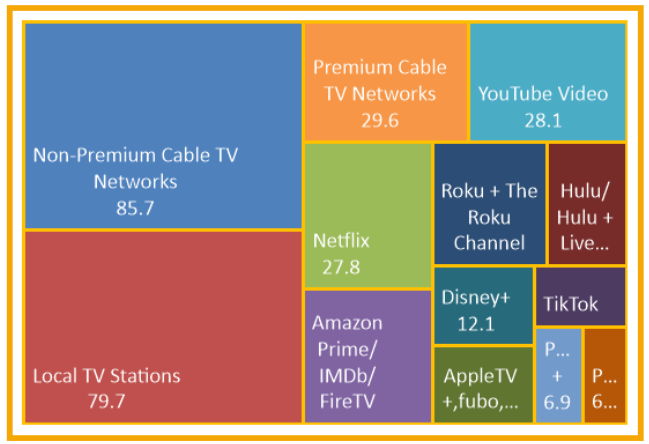
Washington, DC DMA P18+

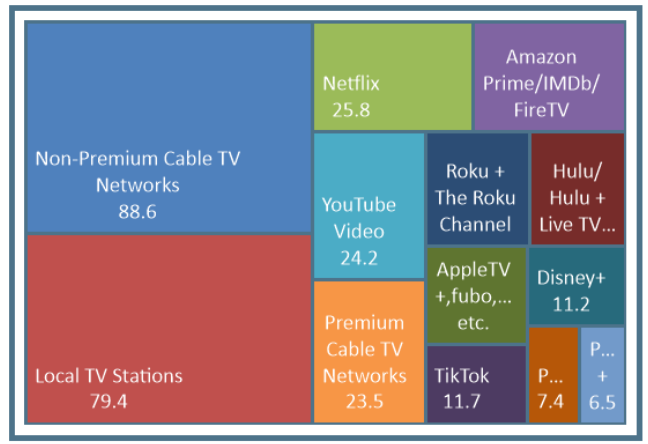
301,322 or 69.4% of Adults 18 or older who used JIFFY LUBE for Oil Change and/or Auto Service past 12mos watch Ad-Supported Local TV Stations for an average of 74.7 minutes every day representing 25.7% of all time spent daily with Ad-Supported Video.

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



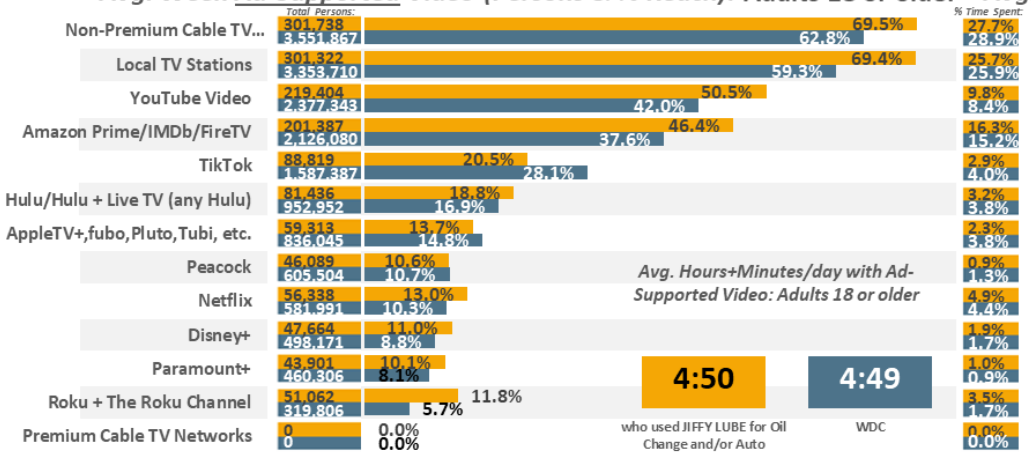
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



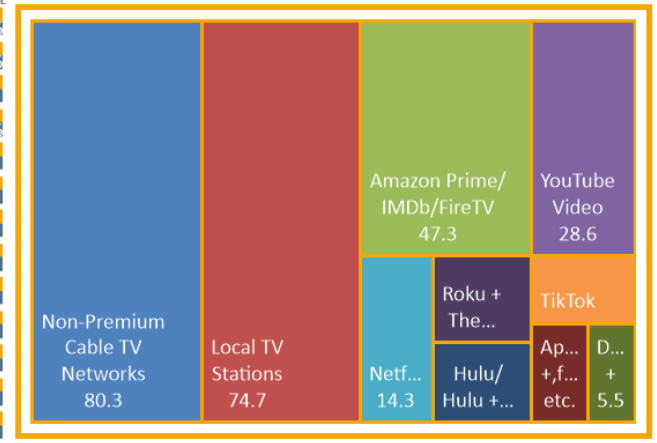


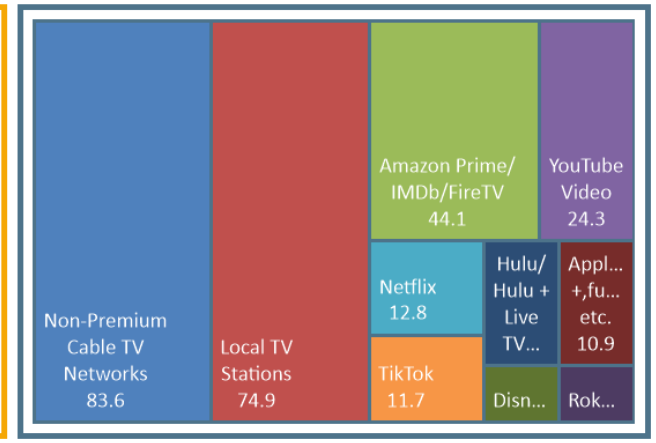
who used JIFFY LUBE for Oil Change and/or Auto Service past 12mos ■ WDC

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



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





who used JIFFY LUBE for Oil Change and/or Auto Service past 12mos ■ WDC

WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 362

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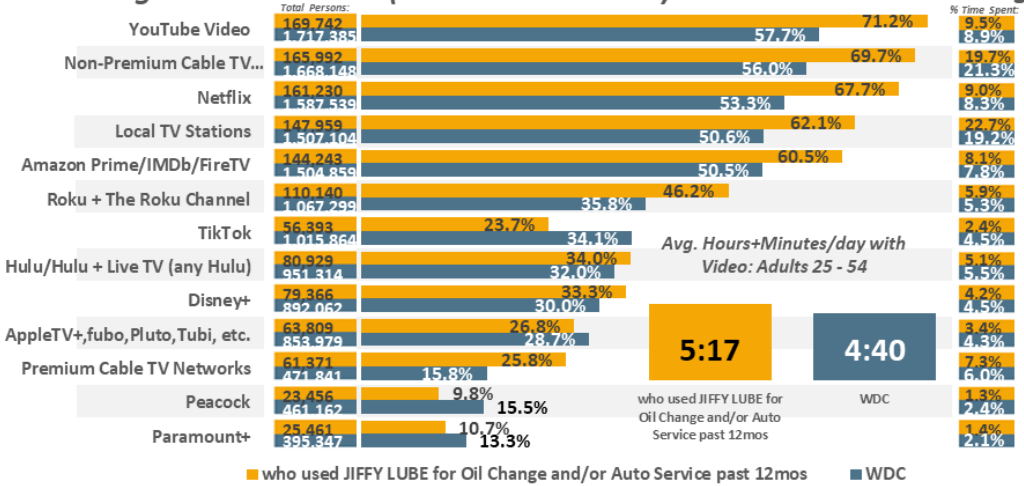
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

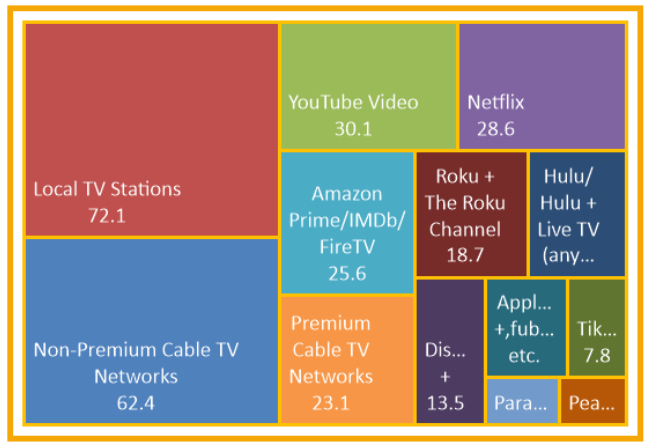
Washington, DC DMA P25-54

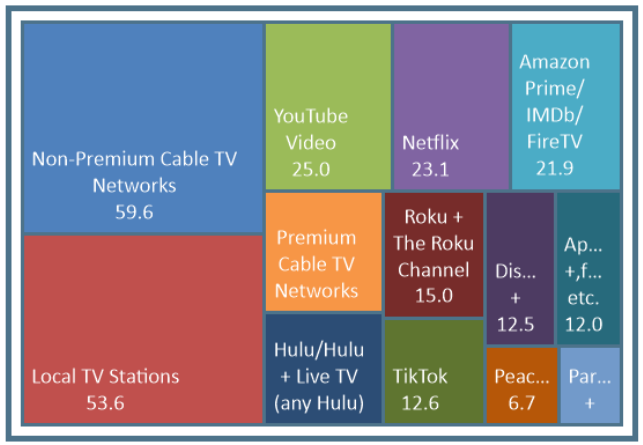
142,628 or 59.9% of Adults 25 - 54 who used JIFFY LUBE for Oil Change and/or Auto Service past 12mos watch Ad-Supported Local TV Stations for an average of 67.6 minutes every day representing 26.6% of all time spent daily with Ad-Supported Video.

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

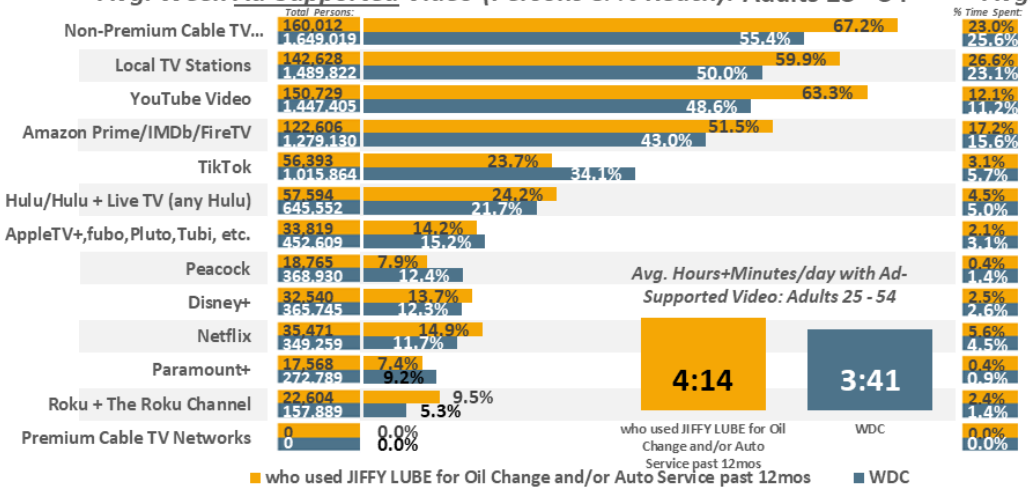


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54

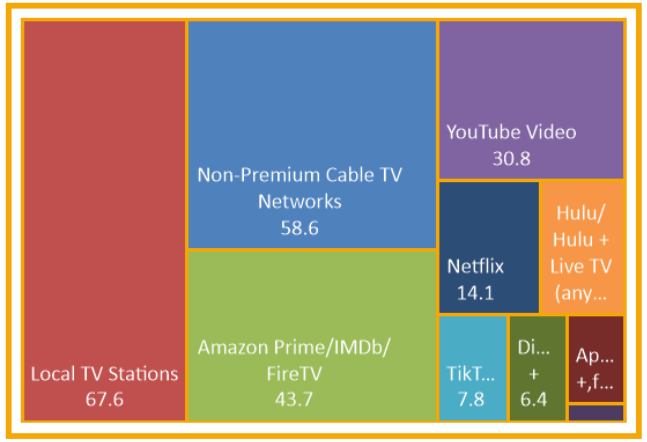


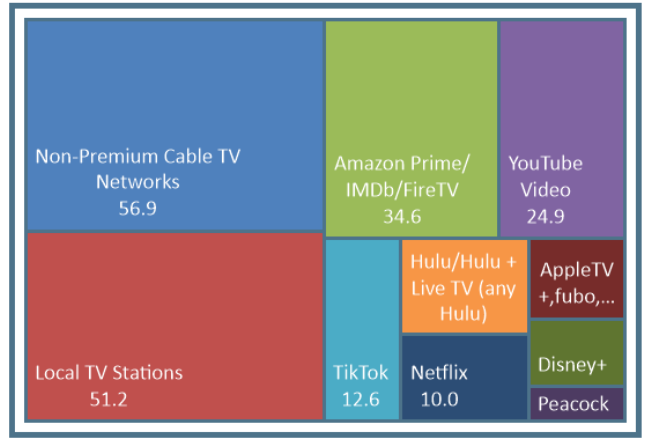


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 25 - 54



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





WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 362

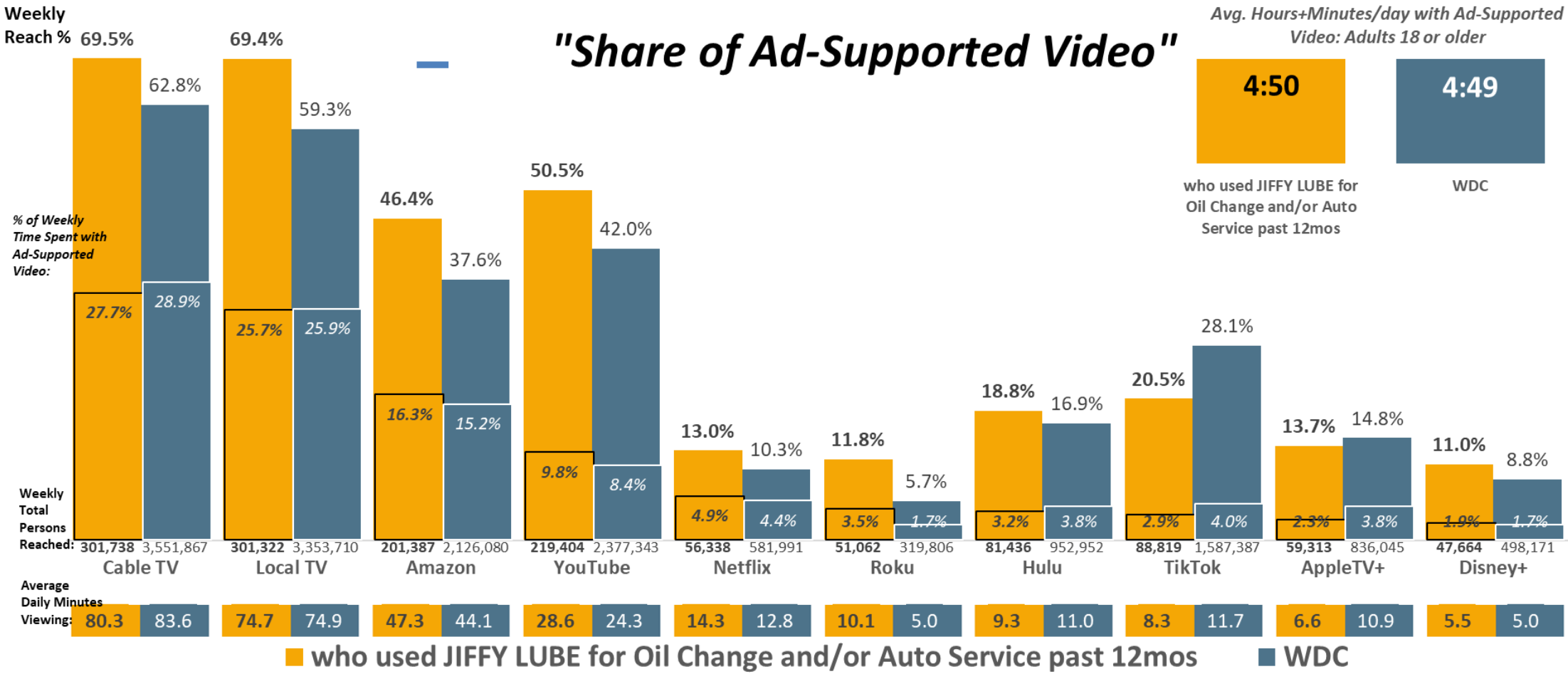
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

jiffy lube **Washington, DC DMA P18+**

301,322 or 69.4% of Adults 18 or older who used JIFFY LUBE for Oil Change and/or Auto Service past 12mos watch Ad-Supported Local TV Stations for an average of 74.7 minutes every day representing 25.7% of all time spent daily with Ad-Supported Video.



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 362 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,411

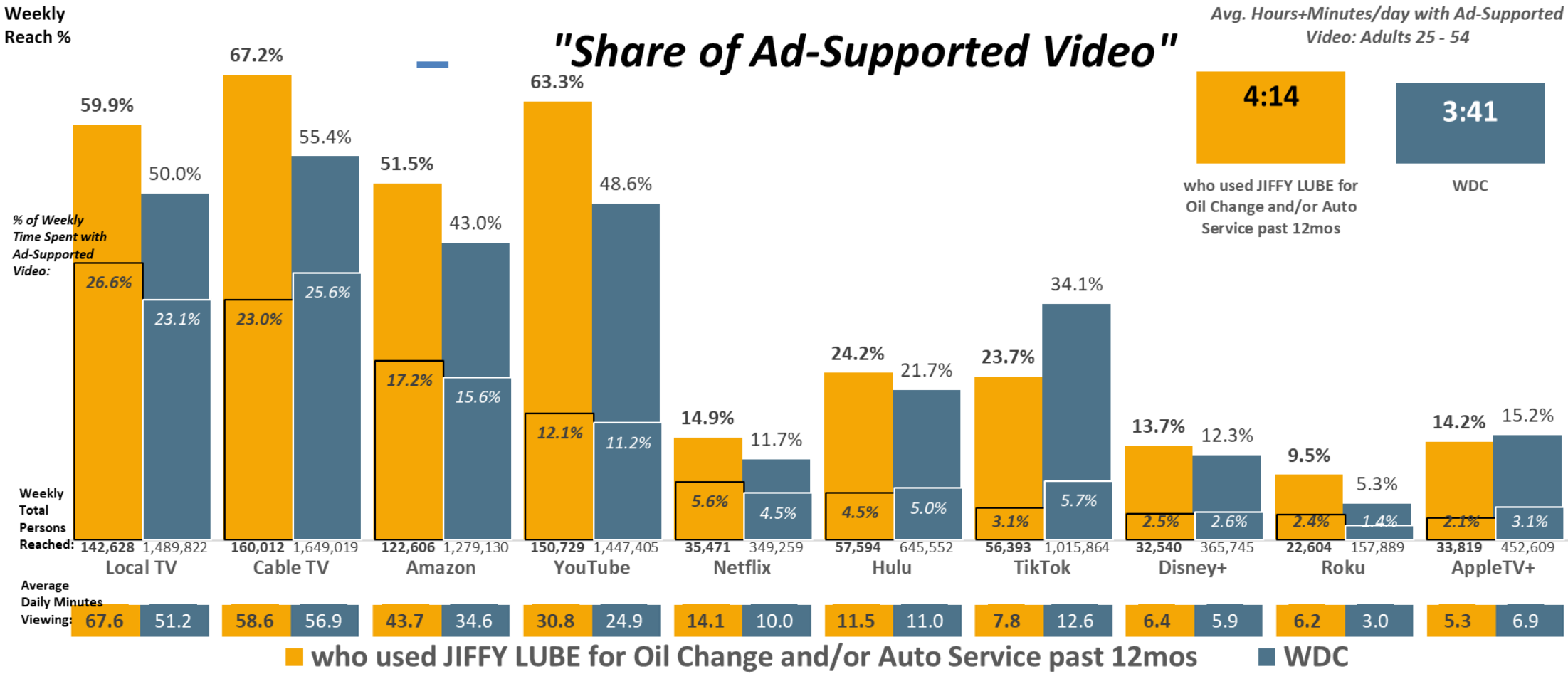
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

jiffy lube **Washington, DC DMA P25-54**

142,628 or 59.9% of Adults 25 - 54 who used JIFFY LUBE for Oil Change and/or Auto Service past 12mos watch Ad-Supported Local TV Stations for an average of 67.6 minutes every day representing 26.6% of all time spent daily with Ad-Supported Video.



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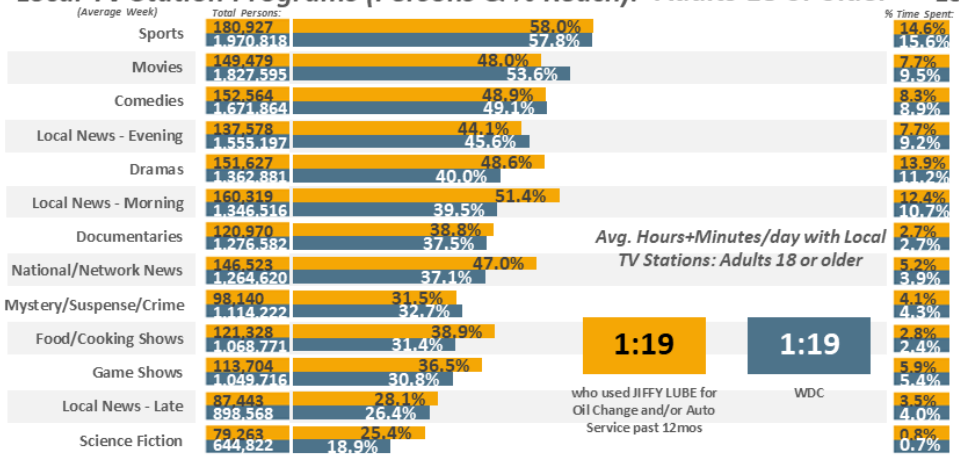
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

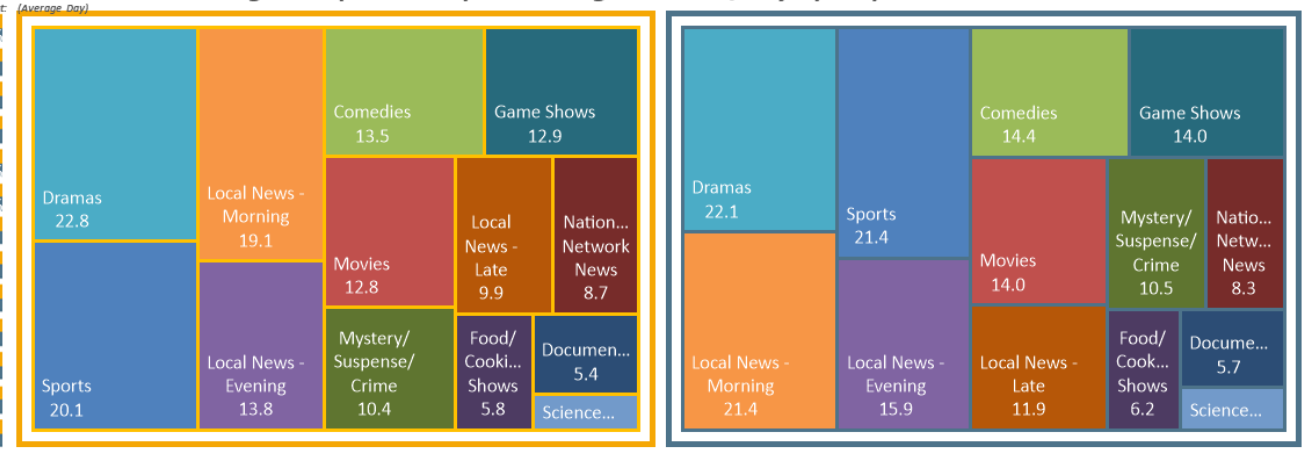
jiffy lube **Washington, DC DMA P18+**

301,322 or 69.4% of Adults 18 or older who used JIFFY LUBE for Oil Change and/or Auto Service past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Morning, Dramas, Movies, Comedies, and Local News - Evening.

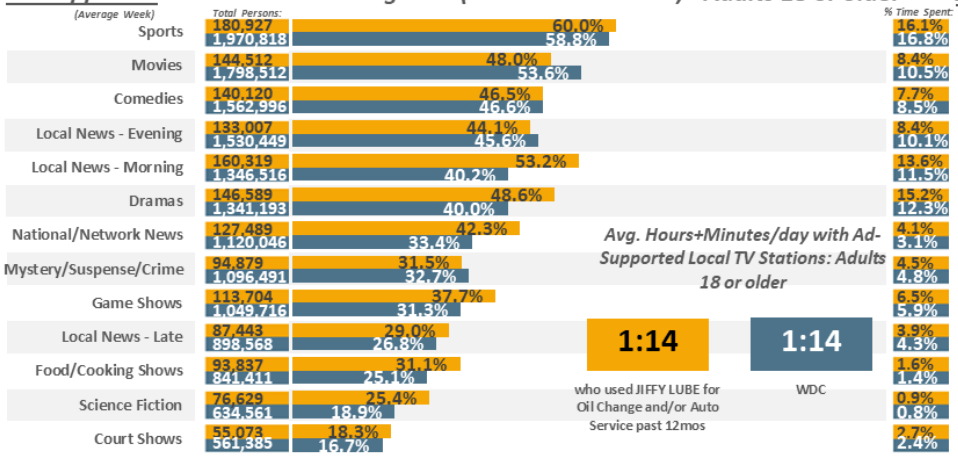
Local TV Station Programs (Persons & % Reach): Adults 18 or older



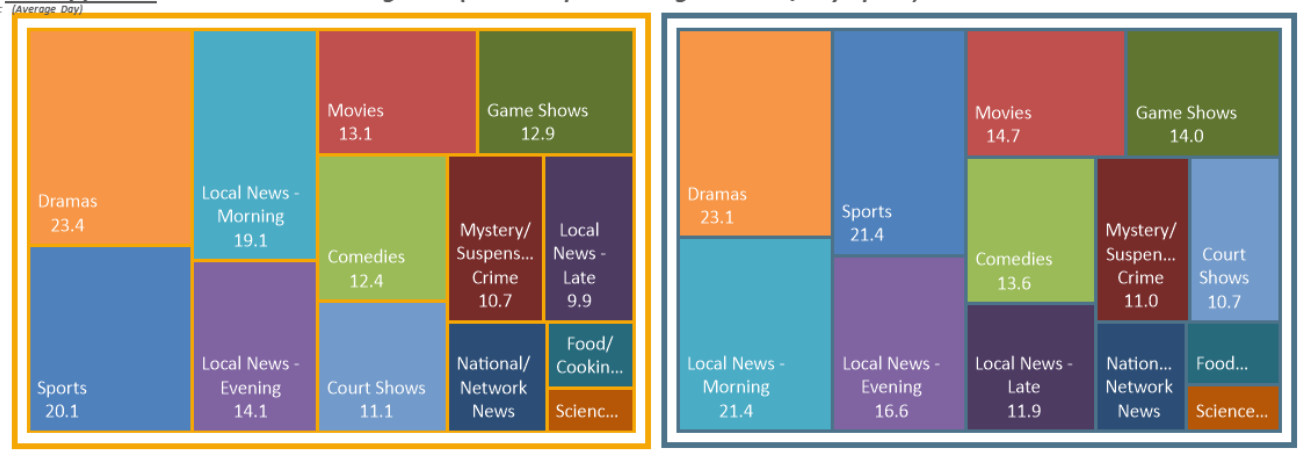
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 362

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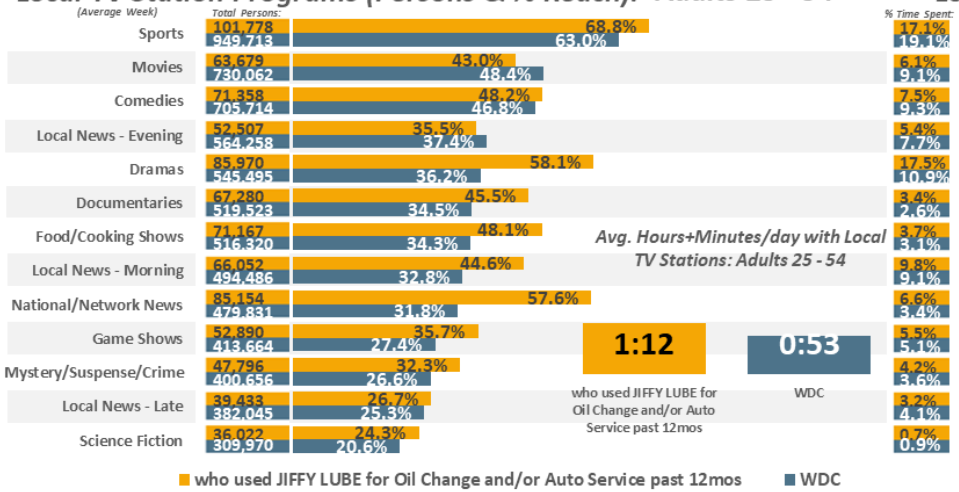
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

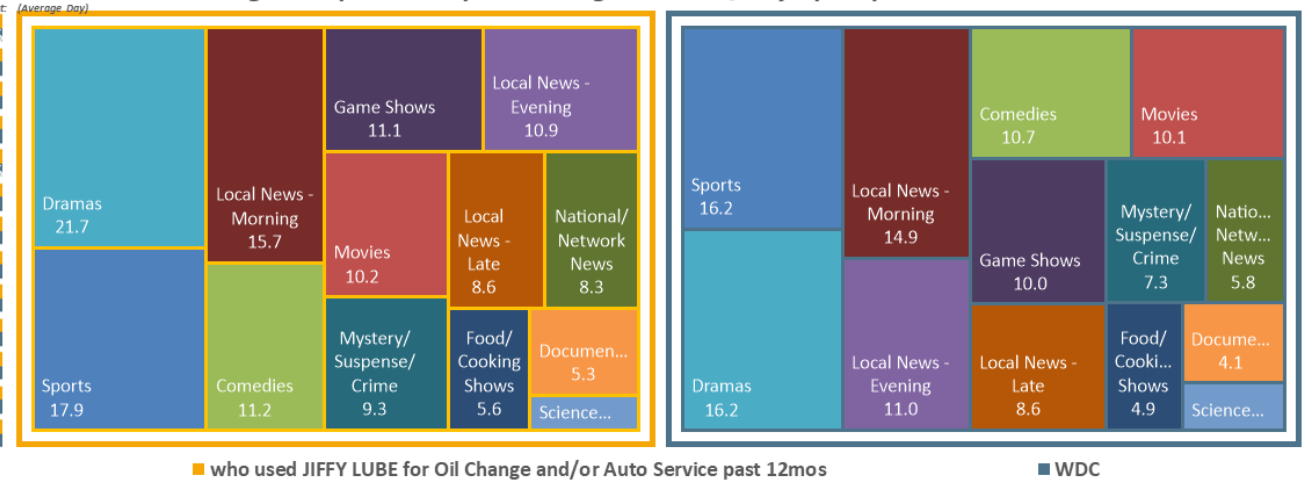
Washington, DC DMA P25-54

142,628 or 59.9% of Adults 25 - 54 who used JIFFY LUBE for Oil Change and/or Auto Service past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Dramas, National/Network News, Local News - Morning, Comedies, and Movies.

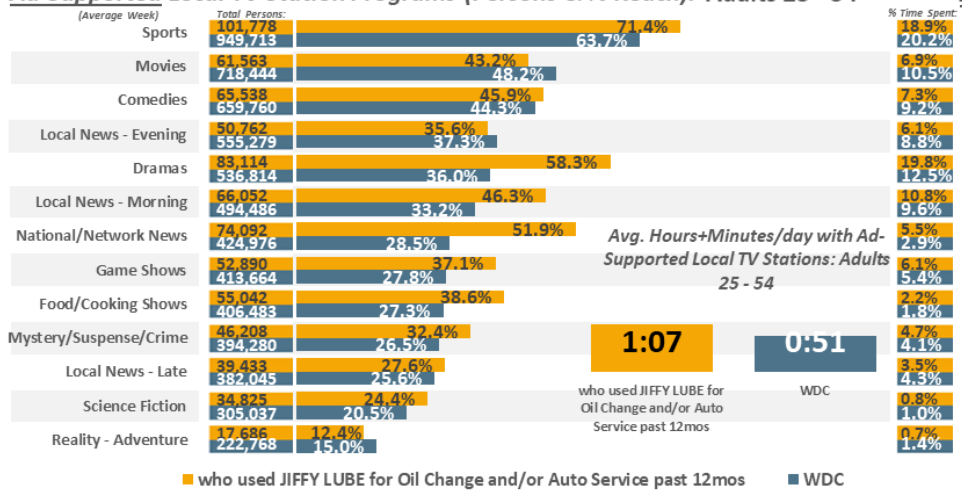
Local TV Station Programs (Persons & % Reach): Adults 25 - 54



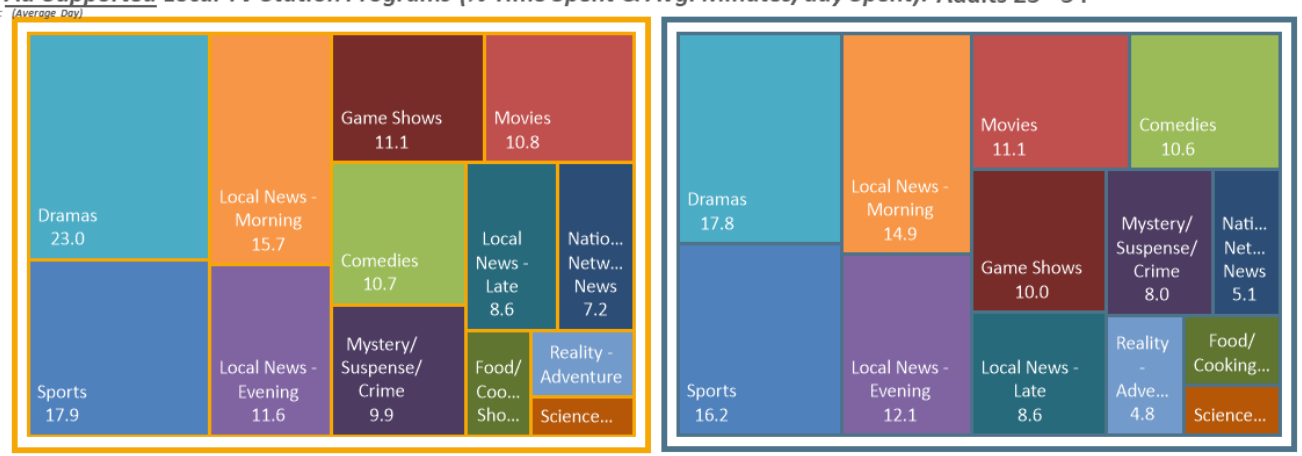
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



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

Washington, DC
DMA P18+

WASHINGTON, DC (DMA Survey Area)
SCARBOROUGH R1 2024: FEB23-APR24
ADULTS 18+

Top VIDEO MEDIA
reaching **P18+** past 12 months
JIFFY LUBE Customers...



	WHO I am Looking At		
	Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube		
WHAT I Want to Know About Them	***Target Persons****	% of Target	Index
Video streaming services used past 7 days: Netflix	256,081	59.0%	126
Video streaming services used past 7 days: YouTube (free)	219,404	50.5%	120
Broadcast TV networks/stations watched past 7 days: NBC (WRC, channel 4)	201,589	46.4%	144
Broadcast TV networks/stations watched past 7 days: ABC (WJLA, channel 7)	199,736	46.0%	130
Video streaming services used past 7 days: Amazon Prime Video	195,033	44.9%	123
Broadcast TV networks/stations watched past 7 days: CBS (WUSA, channel 9)	172,395	39.7%	120
Broadcast TV networks/stations watched past 7 days: FOX (WTTG, channel 5)	162,526	37.4%	122
Video streaming services used past 7 days: Disney+	116,253	26.8%	125
Video streaming services used past 7 days: Hulu/Hulu + Live TV (any Hulu)	114,720	26.4%	107
Video streaming services used past 7 days: Hulu	113,105	26.0%	111
Cable networks/stations watched past 7 days: ESPN	113,025	26.0%	114
Cable networks/stations watched past 7 days: CNN	108,917	25.1%	133
Cable networks/stations watched past 7 days: HGTV	101,569	23.4%	187
Video streaming services used past 7 days: Max	94,530	21.8%	109
Cable networks/stations watched past 7 days: History	84,312	19.4%	156
Cable networks/stations watched past 7 days: NFL Network	75,118	17.3%	217
Cable networks/stations watched past 7 days: Food Network	74,981	17.3%	155
Cable networks/stations watched past 7 days: Discovery Channel	70,974	16.3%	138
Cable networks/stations watched past 7 days: A&E	67,662	15.6%	150
Cable networks/stations watched past 7 days: ESPN2	65,355	15.0%	159
Video streaming services used past 7 days: Paramount+	63,624	14.6%	124
Cable networks/stations watched past 7 days: TNT	63,567	14.6%	129
Cable networks/stations watched past 7 days: FX	62,070	14.3%	133
Cable networks/stations watched past 7 days: National Geographic	60,626	14.0%	144
Video streaming services used past 7 days: Apple TV+	60,603	14.0%	137
Video streaming services used past 7 days: Peacock	57,611	13.3%	99
Cable networks/stations watched past 7 days: The Weather Channel	56,022	12.9%	128
Cable networks/stations watched past 7 days: AMC	53,585	12.3%	140
Cable networks/stations watched past 7 days: MSNBC	52,991	12.2%	119
Video streaming services used past 7 days: The Roku Channel	51,062	11.8%	208

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

Washington, DC DMA P25-54

Top VIDEO MEDIA
reaching **P25-54** past 12 months
JIFFY LUBE Customers...



WASHINGTON, DC (DMA Survey Area)
SCARBOROUGH R1 2024: FEB23-APR24
ADULTS 25-54

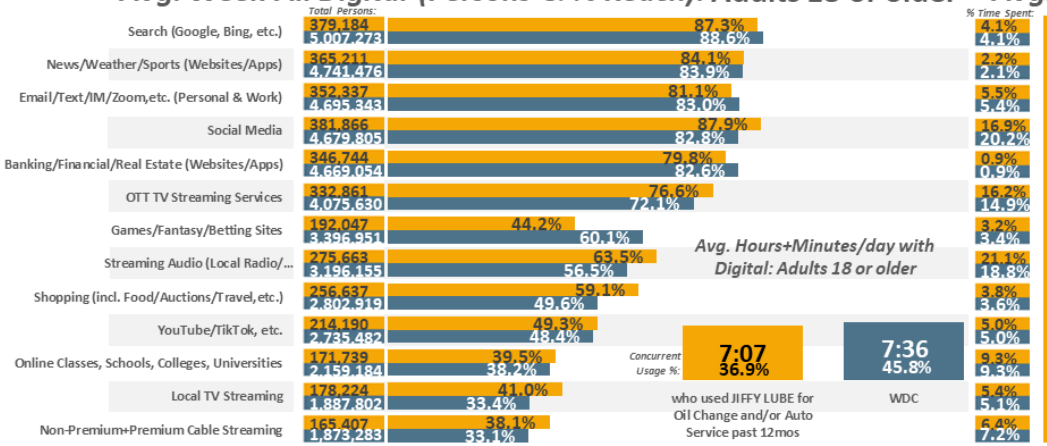
	WHO I am Looking At		
	Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube		
WHAT I Want to Know About Them	***Target Persons****	% of Target	Index
Video streaming services used past 7 days: Netflix	161,230	67.7%	127
Video streaming services used past 7 days: YouTube (free)	150,729	63.3%	130
Video streaming services used past 7 days: Amazon Prime Video	119,958	50.4%	120
Broadcast TV networks/stations watched past 7 days: NBC (WRC, channel 4)	98,355	41.3%	178
Broadcast TV networks/stations watched past 7 days: ABC (WJLA, channel 7)	92,305	38.7%	143
Video streaming services used past 7 days: Hulu/Hulu + Live TV (any Hulu)	80,929	34.0%	106
Video streaming services used past 7 days: Hulu	79,992	33.6%	112
Video streaming services used past 7 days: Disney+	79,366	33.3%	111
Video streaming services used past 7 days: Max	74,809	31.4%	132
Broadcast TV networks/stations watched past 7 days: CBS (WUSA, channel 9)	70,189	29.5%	121
Broadcast TV networks/stations watched past 7 days: FOX (WTTG, channel 5)	69,958	29.4%	120
Cable networks/stations watched past 7 days: HGTV	60,391	25.3%	241
Cable networks/stations watched past 7 days: ESPN	60,282	25.3%	114
Cable networks/stations watched past 7 days: CNN	56,967	23.9%	166
Cable networks/stations watched past 7 days: NFL Network	45,022	18.9%	286
Cable networks/stations watched past 7 days: Bravo	37,488	15.7%	233
Cable networks/stations watched past 7 days: History	34,103	14.3%	197
Video streaming services used past 7 days: Apple TV+	33,940	14.2%	114
Cable networks/stations watched past 7 days: Food Network	30,491	12.8%	141
Cable networks/stations watched past 7 days: A&E	27,459	11.5%	156
Cable networks/stations watched past 7 days: Discovery Channel	27,449	11.5%	134
Cable networks/stations watched past 7 days: AMC	26,829	11.3%	157
Cable networks/stations watched past 7 days: FX	26,518	11.1%	107
Video streaming services used past 7 days: Paramount+	25,461	10.7%	81
Video streaming services used past 7 days: Redbox On Demand	23,842	10.0%	991
Cable networks/stations watched past 7 days: TNT	23,589	9.9%	104
Video streaming services used past 7 days: Peacock	23,456	9.8%	64
Cable networks/stations watched past 7 days: The Weather Channel	22,883	9.6%	197
Cable networks/stations watched past 7 days: FOX Sports 1	22,788	9.6%	147
Video streaming services used past 7 days: The Roku Channel	22,604	9.5%	179

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

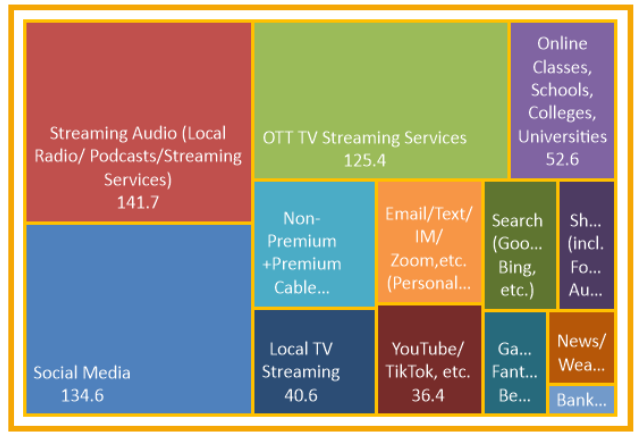
jiffy lube Washington, DC DMA P18+

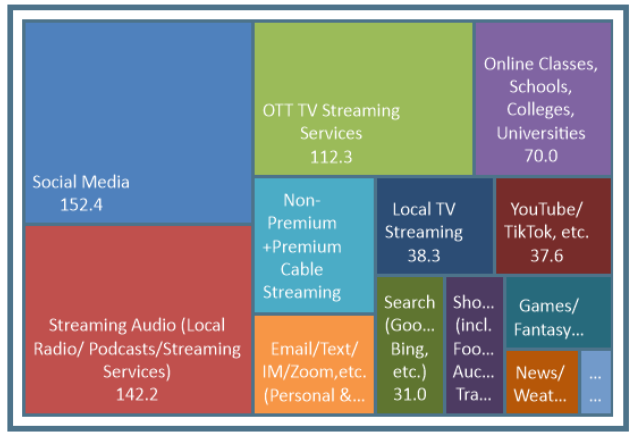
346,653 or 79.8% of Adults 18 or older who used JIFFY LUBE for Oil Change and/or Auto Service past 12mos use Ad-Supported Social Media for an average of 122.2 minutes every day representing 21.4% of all time spent daily with Ad-Supported Digital Media.

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



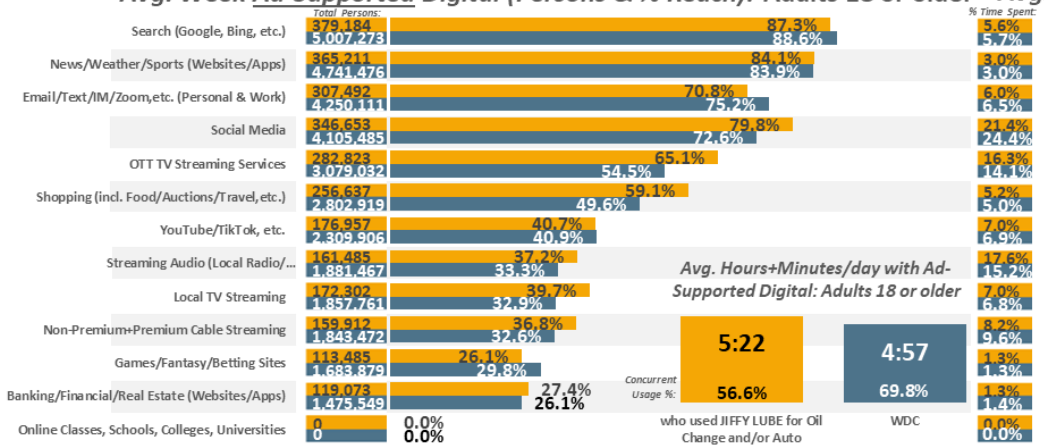
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



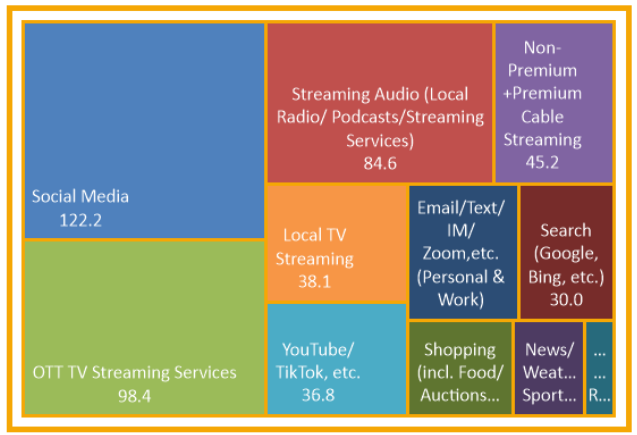


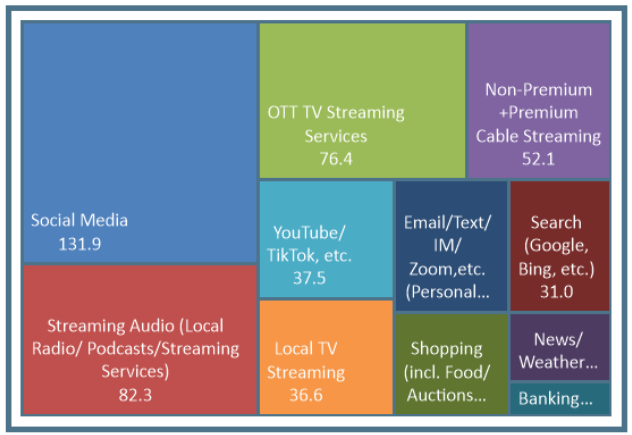
■ who used JIFFY LUBE for Oil Change and/or Auto Service past 12mos ■ WDC

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



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





■ who used JIFFY LUBE for Oil Change and/or Auto Service past 12mos ■ WDC

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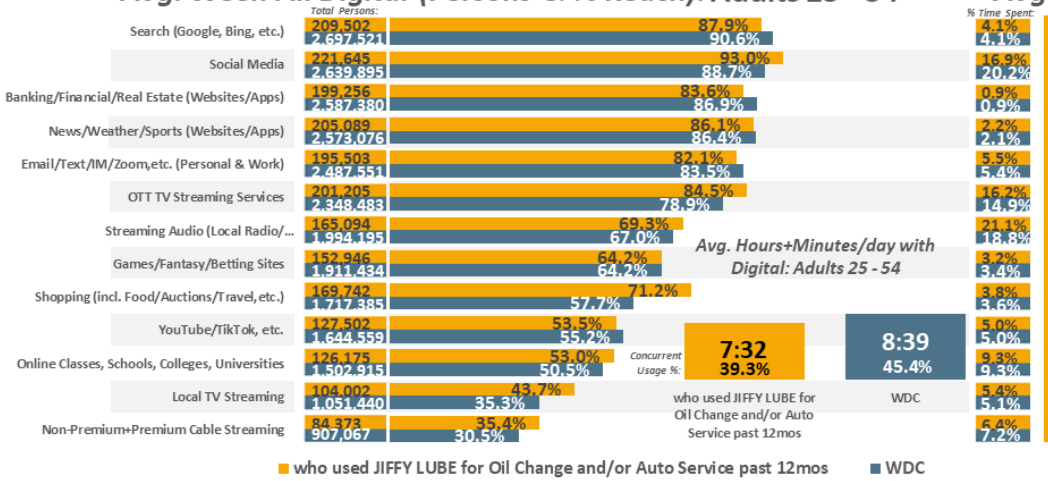
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

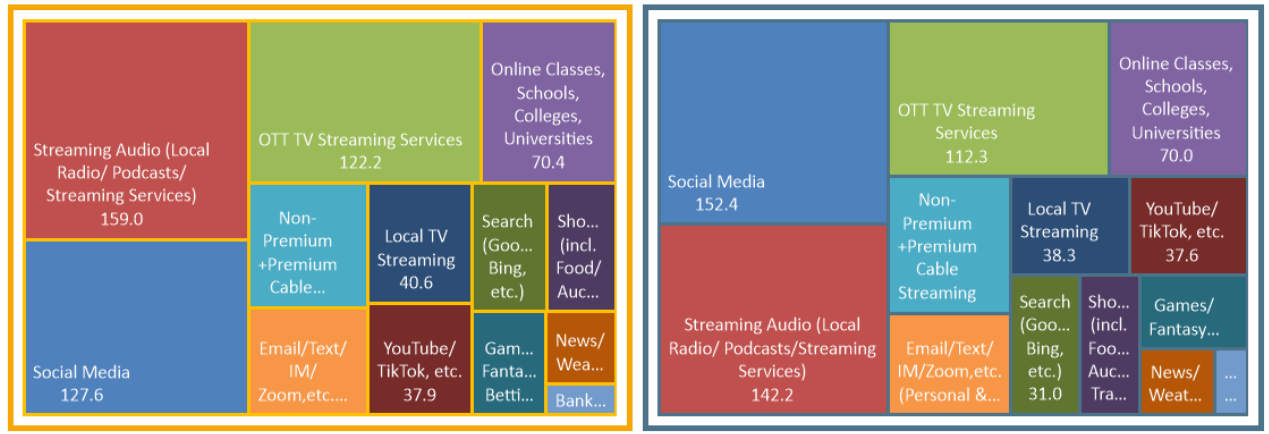
Washington, DC DMA P25-54

194,281 or 81.5% of Adults 25 - 54 who used JIFFY LUBE for Oil Change and/or Auto Service past 12mos use Ad-Supported Social Media for an average of 117.4 minutes every day representing 21.4% of all time spent daily with Ad-Supported Digital Media.

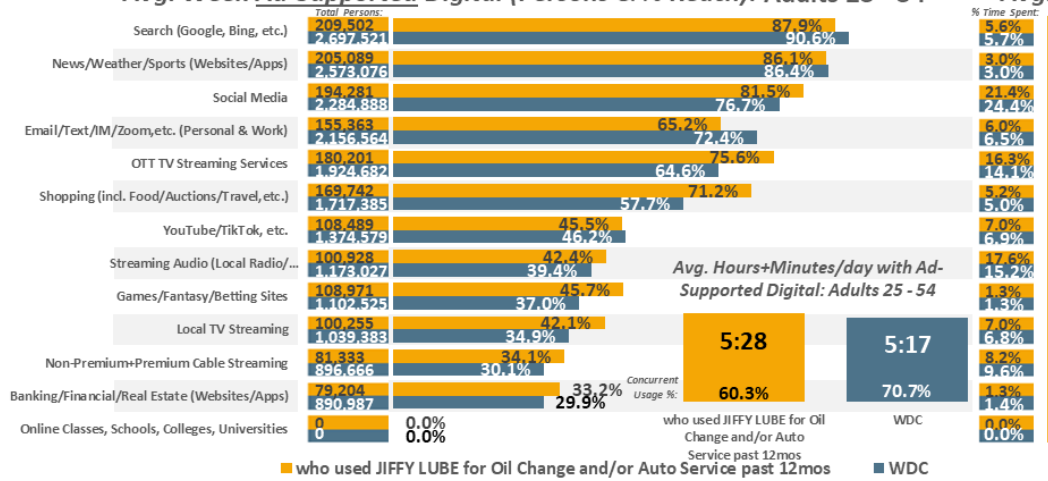
Avg. Week All Digital (Persons & % Reach): Adults 25 - 54



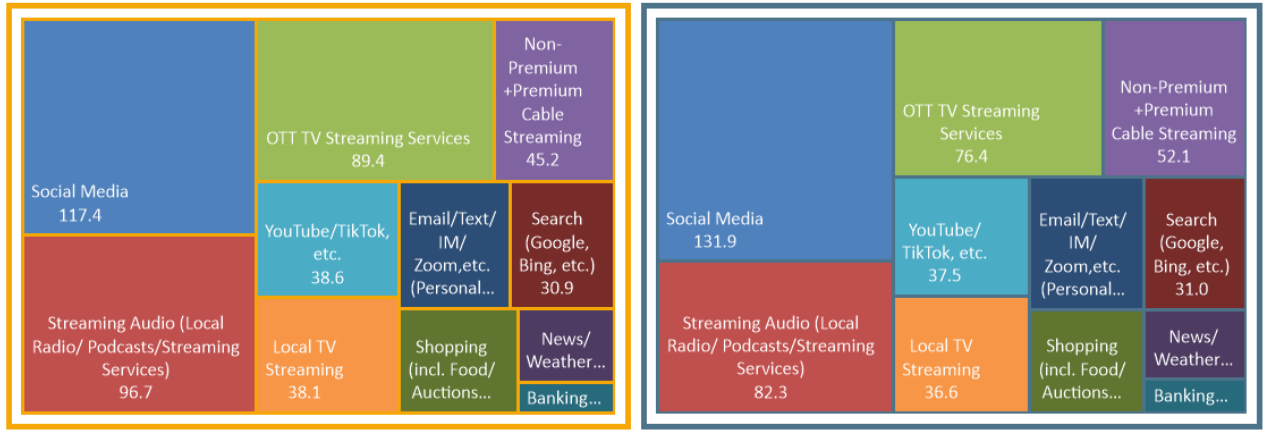
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



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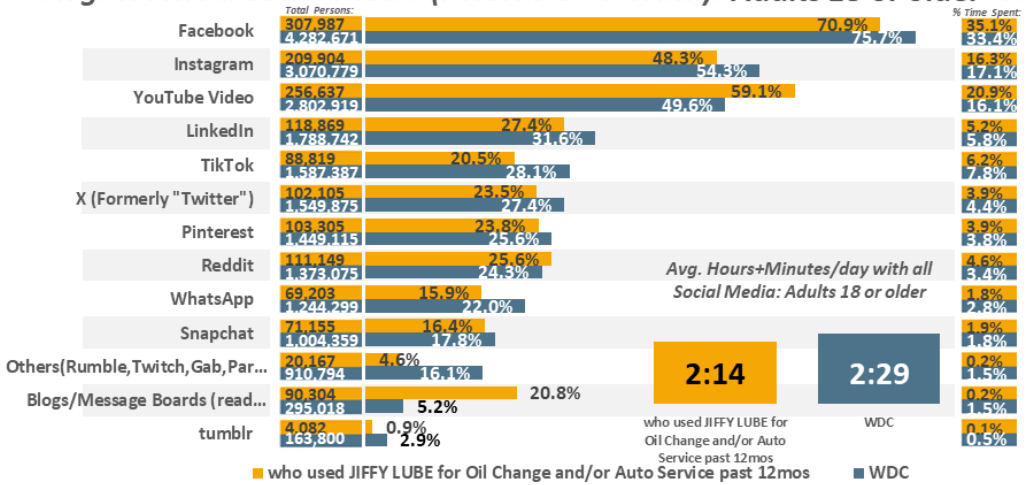
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

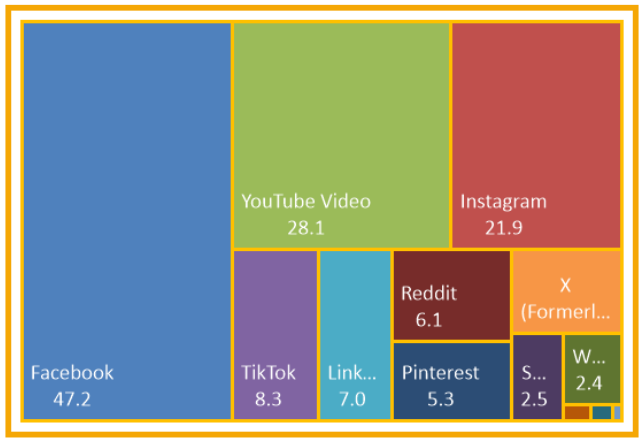
Washington, DC DMA P18+

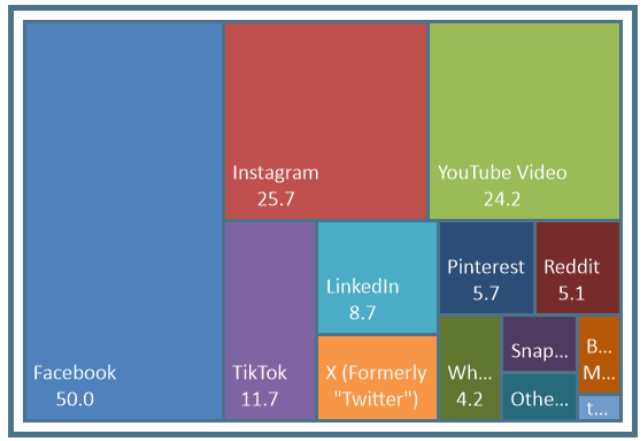
307,987 or 70.9% of Adults 18 or older who used JIFFY LUBE for Oil Change and/or Auto Service past 12mos use Ad-Supported Facebook for an average of 43.4 minutes every day representing 35.5% of all time spent daily with Ad-Supported Social Media.

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



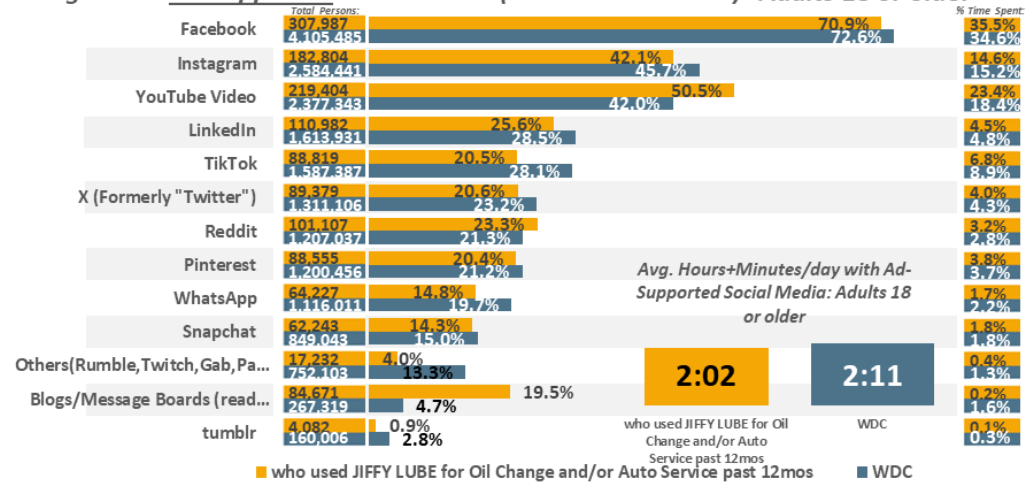
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



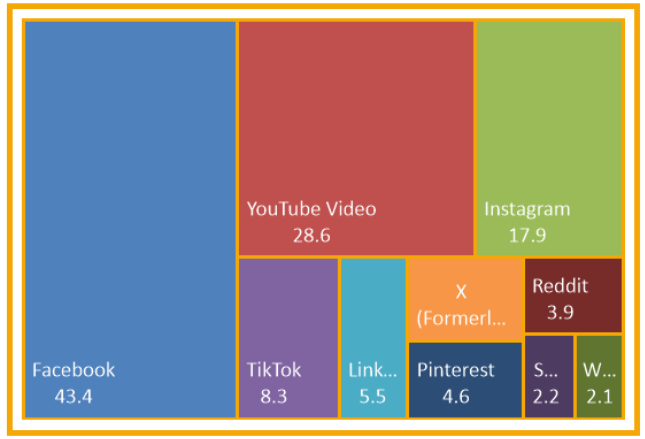


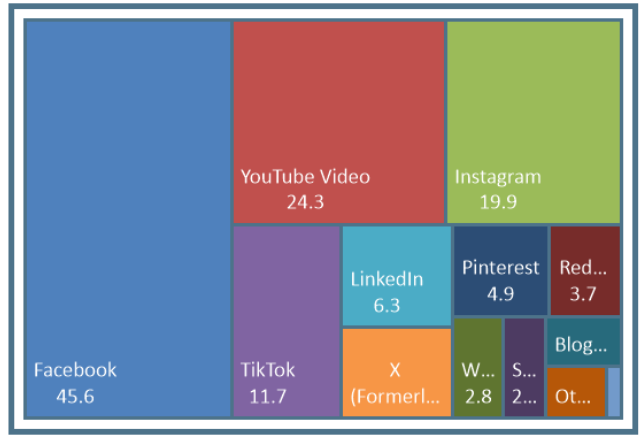
who used JIFFY LUBE for Oil Change and/or Auto Service past 12mos ■ WDC

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



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





who used JIFFY LUBE for Oil Change and/or Auto Service past 12mos ■ WDC

WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 362

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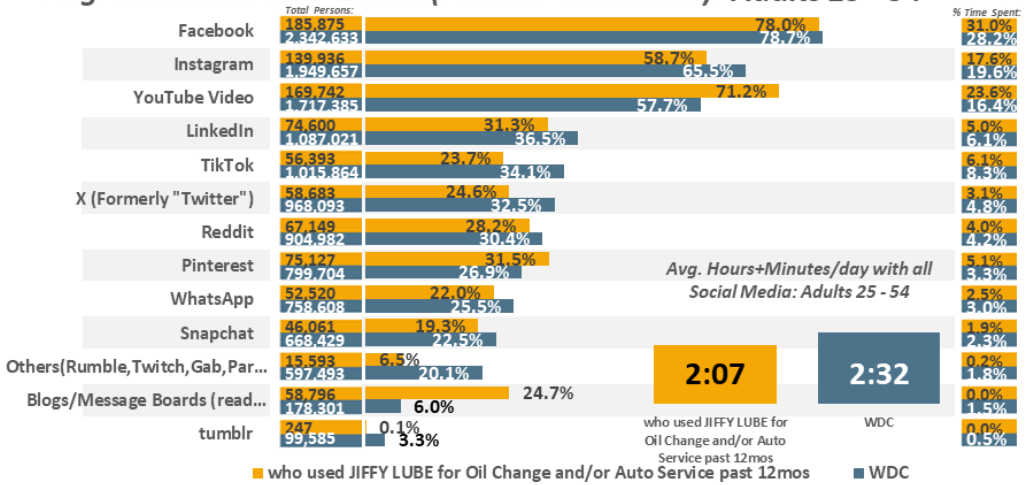
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

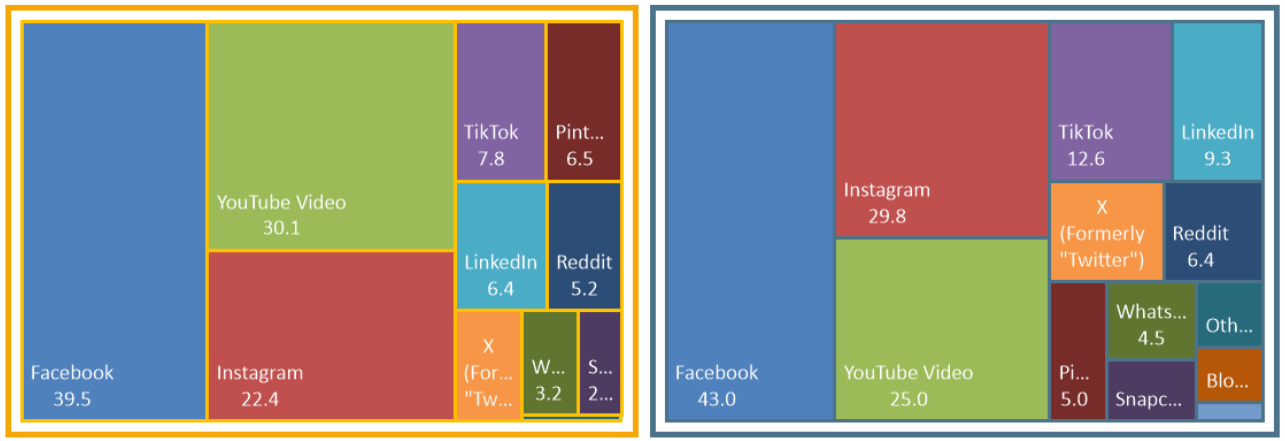
jiffy lube **Washington, DC DMA P25-54**

185,875 or 78.% of Adults 25 - 54 who used JIFFY LUBE for Oil Change and/or Auto Service past 12mos use Ad-Supported Facebook for an average of 36.3 minutes every day representing 32.5% of all time spent daily with Ad-Supported Social Media.

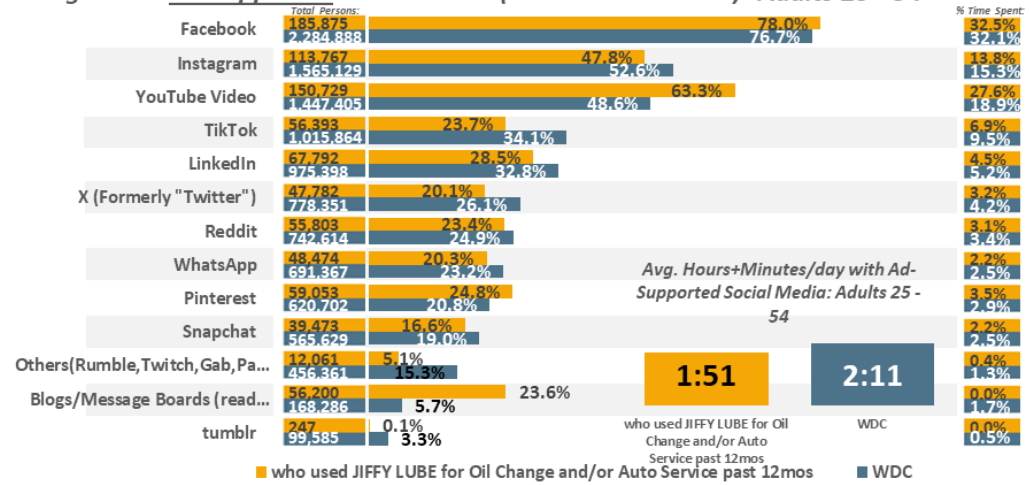
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 54



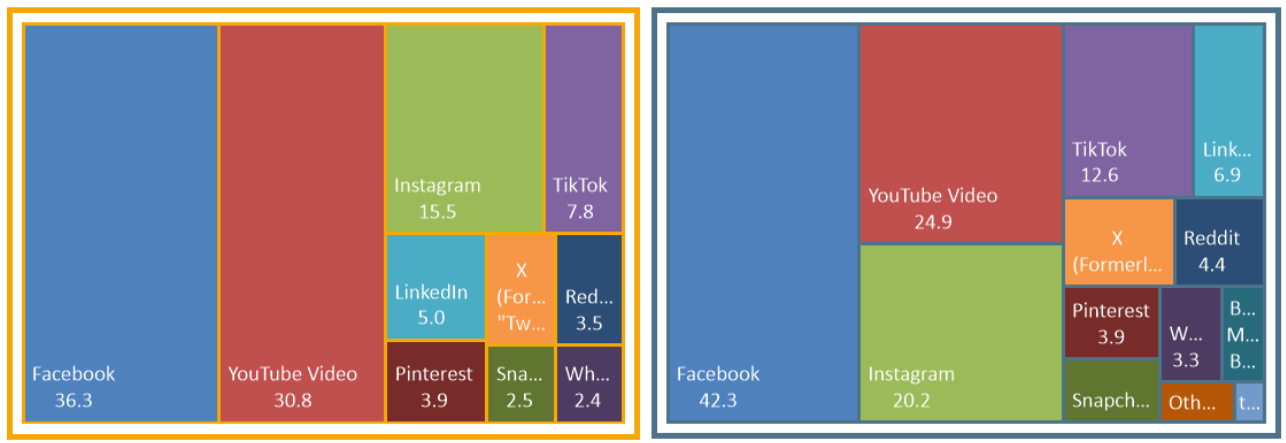
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 362

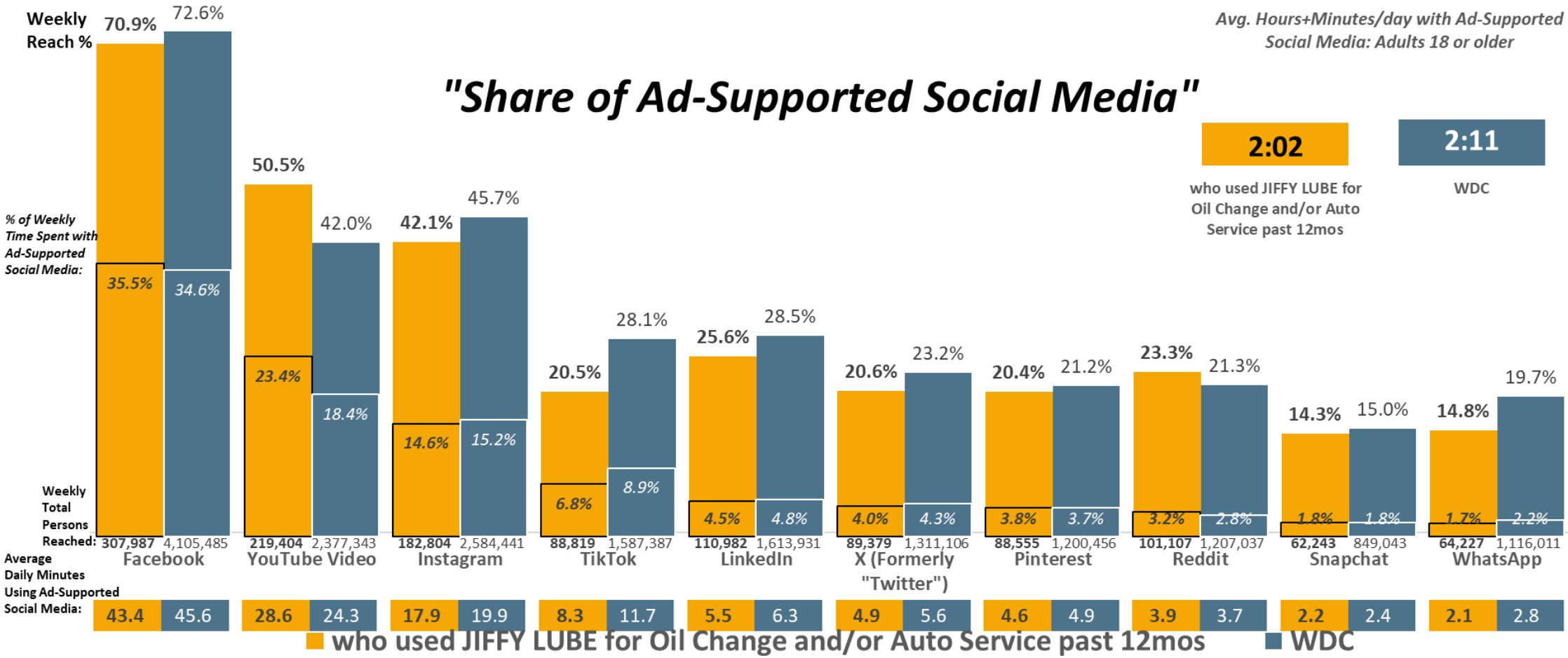
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

jiffy lube **Washington, DC DMA P18+**

307,987 or 70.9% of Adults 18 or older who used JIFFY LUBE for Oil Change and/or Auto Service past 12mos use Ad-Supported Facebook for an average of 43.4 minutes every day representing 35.5% of all time spent daily with Ad-Supported Social Media.



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 362 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,411

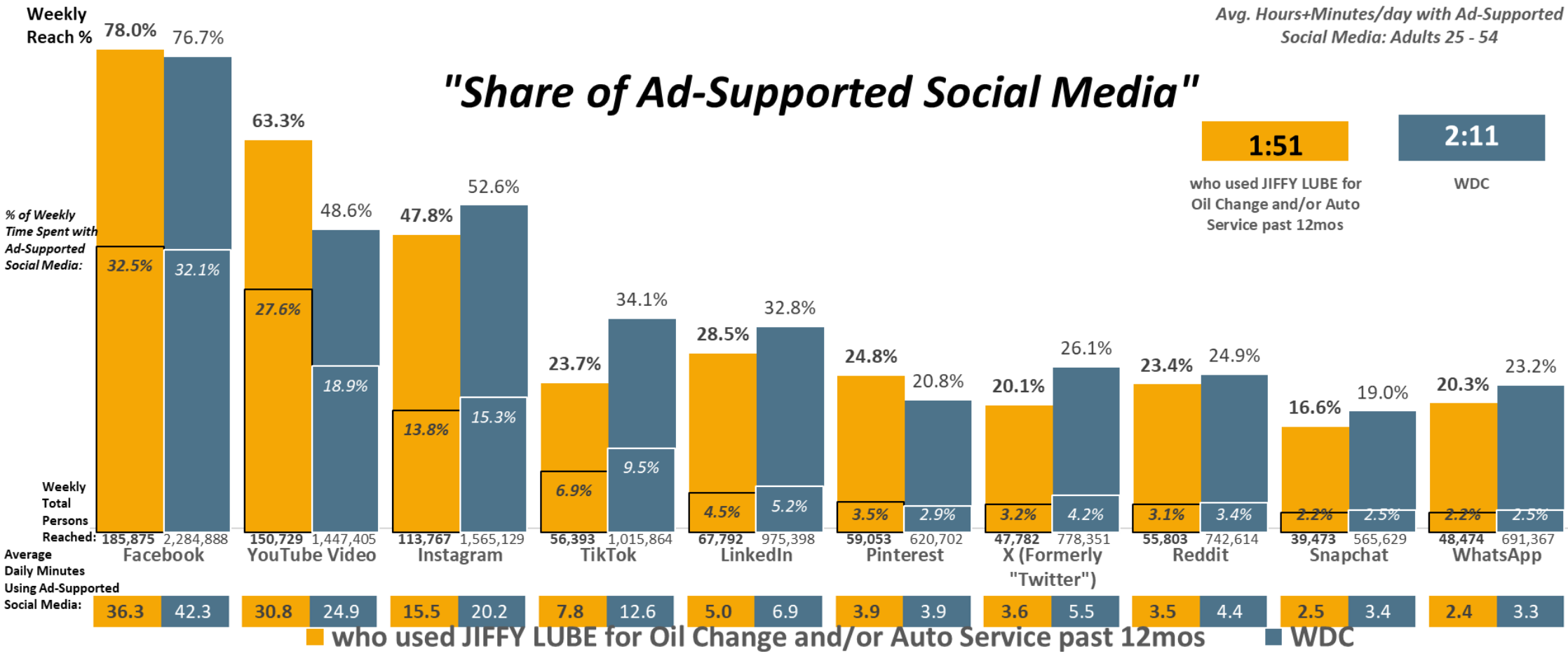
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

jiffy lube **Washington, DC DMA P25-54**

185,875 or 78.% of Adults 25 - 54 who used JIFFY LUBE for Oil Change and/or Auto Service past 12mos use Ad-Supported Facebook for an average of 36.3 minutes every day representing 32.5% of all time spent daily with Ad-Supported Social Media.



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

Washington, DC
DMA P18+

WASHINGTON, DC (DMA Survey Area)
SCARBOROUGH R1 2024: FEB23-APR24
ADULTS 18+

Top DIGITAL MEDIA
reaching **P18+** past 12 months
JIFFY LUBE Customers...



WHAT I Want to Know About Them	WHO I am Looking At: Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube — *Target Persons**	% of Target	Index
Apps or websites used or visited past 30 days:Search: Google	379,184	87.3%	99
Apps or websites used or visited past 30 days:Social media: Facebook	307,987	70.9%	94
Apps or websites used or visited past 30 days:Social media: Instagram	209,904	48.3%	89
Newspaper/TV/Cable websites visited/apps used past 30 days: Washington Post	173,807	40.0%	114
Apps or websites used or visited past 30 days:Search: Wikipedia	142,075	32.7%	88
Apps or websites used or visited past 30 days:Social media: LinkedIn	118,869	27.4%	87
Apps or websites used or visited past 30 days: New York Times/NYTimes.com	117,753	27.1%	148
Newspaper/TV/Cable websites visited/apps used past 30 days: Fox 5 DC WTTG	116,934	26.9%	131
Apps or websites used or visited past 30 days: ESPN	111,794	25.7%	138
Apps or websites used or visited past 30 days:Social media: Reddit	111,149	25.6%	105
Newspaper/TV/Cable websites visited/apps used past 30 days: NBC 4 Washington WRC	110,527	25.4%	114
Apps or websites used or visited past 30 days:Social media: Pinterest	103,305	23.8%	93
Apps or websites used or visited past 30 days: CNN	102,911	23.7%	112
Apps or websites used or visited past 30 days:Social media: X (formerly Twitter)	102,105	23.5%	86
Newspaper/TV/Cable websites visited/apps used past 30 days: Politico	100,779	23.2%	133
Apps or websites used or visited past 30 days:Social media: TikTok	88,819	20.5%	73
Newspaper/TV/Cable websites visited/apps used past 30 days: ABC 7 WJLA	88,639	20.4%	119
Newspaper/TV/Cable websites visited/apps used past 30 days: Xfinity	87,016	20.0%	90
Newspaper/TV/Cable websites visited/apps used past 30 days: WUSA 9	75,539	17.4%	110
Apps or websites used or visited past 30 days:Social media: Snapchat	71,155	16.4%	92
Apps or websites used or visited past 30 days:Social media: WhatsApp	69,203	15.9%	72
Apps or websites used or visited past 30 days:Search: Bing	65,778	15.1%	83
Apps or websites used or visited past 30 days: NBCNews	63,725	14.7%	133
Apps or websites used or visited past 30 days: Wall Street Journal/WSJ.com	63,090	14.5%	163
Newspaper/TV/Cable websites visited/apps used past 30 days: Washington Times	57,180	13.2%	151
Apps or websites used or visited past 30 days: FOXNews	49,540	11.4%	86
Apps or websites used or visited past 30 days: ABCNews	42,939	9.9%	111
Apps or websites used or visited past 30 days: Washington Nationals	36,909	8.5%	224

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

Washington, DC DMA P25-54

WASHINGTON, DC (DMA Survey Area)
SCARBOROUGH R1 2024: FEB23-APR24
ADULTS 25-54

Top DIGITAL MEDIA
reaching **P25-54** past 12 months
JIFFY LUBE Customers...



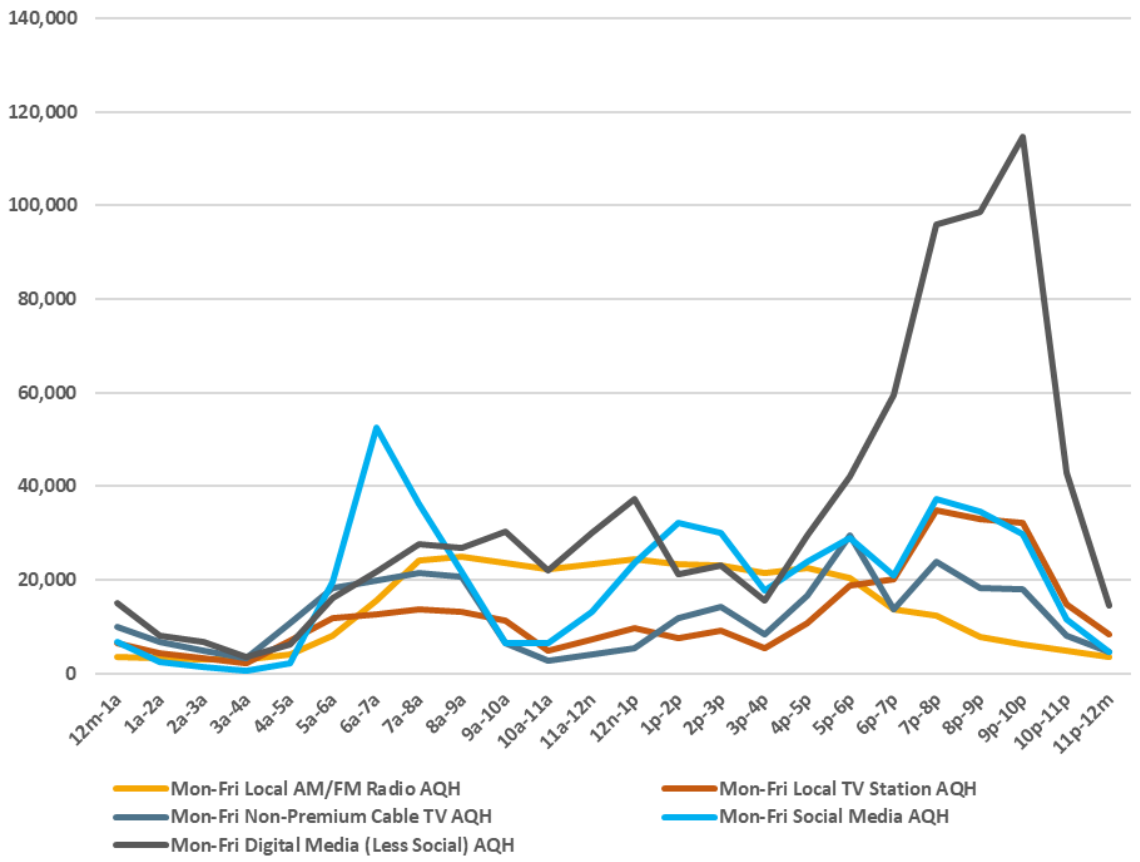
	WHO I am Looking At		
	Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube		
WHAT I Want to Know About Them	***Target Persons****	% of Target	Index
Apps or websites used or visited past 30 days:Search: Google	209,502	87.9%	97
Apps or websites used or visited past 30 days:Social media: Facebook	185,875	78.0%	99
Apps or websites used or visited past 30 days:Social media: Instagram	139,936	58.7%	90
Newspaper/TV/Cable websites visited/apps used past 30 days: Washington Post	114,778	48.2%	116
Apps or websites used or visited past 30 days:Social media: Pinterest	75,127	31.5%	117
Apps or websites used or visited past 30 days: New York Times/NYTimes.com	75,019	31.5%	166
Apps or websites used or visited past 30 days:Search: Wikipedia	74,738	31.4%	79
Apps or websites used or visited past 30 days:Social media: LinkedIn	74,600	31.3%	86
Apps or websites used or visited past 30 days: CNN	74,502	31.3%	131
Apps or websites used or visited past 30 days:Social media: Reddit	67,149	28.2%	93
Newspaper/TV/Cable websites visited/apps used past 30 days: Politico	65,755	27.6%	129
Newspaper/TV/Cable websites visited/apps used past 30 days: Fox 5 DC WTTG	64,269	27.0%	122
Newspaper/TV/Cable websites visited/apps used past 30 days: NBC 4 Washington WRC	63,606	26.7%	108
Apps or websites used or visited past 30 days: ESPN	61,435	25.8%	123
Apps or websites used or visited past 30 days:Social media: X (formerly Twitter)	58,683	24.6%	76
Newspaper/TV/Cable websites visited/apps used past 30 days: ABC 7 WJLA	56,912	23.9%	129
Apps or websites used or visited past 30 days:Social media: TikTok	56,393	23.7%	69
Apps or websites used or visited past 30 days:Social media: WhatsApp	52,520	22.0%	87
Apps or websites used or visited past 30 days:Social media: Snapchat	46,061	19.3%	86
Newspaper/TV/Cable websites visited/apps used past 30 days: Xfinity	43,436	18.2%	81
Newspaper/TV/Cable websites visited/apps used past 30 days: WUSA 9	40,150	16.9%	101
Apps or websites used or visited past 30 days: NBCNews	39,619	16.6%	151
Apps or websites used or visited past 30 days: Wall Street Journal/WSJ.com	38,225	16.0%	142
Newspaper/TV/Cable websites visited/apps used past 30 days: Washington Times	31,496	13.2%	134
Apps or websites used or visited past 30 days: FOXNews	31,033	13.0%	107
Apps or websites used or visited past 30 days: ABCNews	29,042	12.2%	133
Apps or websites used or visited past 30 days: FOXSports	27,530	11.6%	217
Apps or websites used or visited past 30 days:Search: Bing	26,017	10.9%	61

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

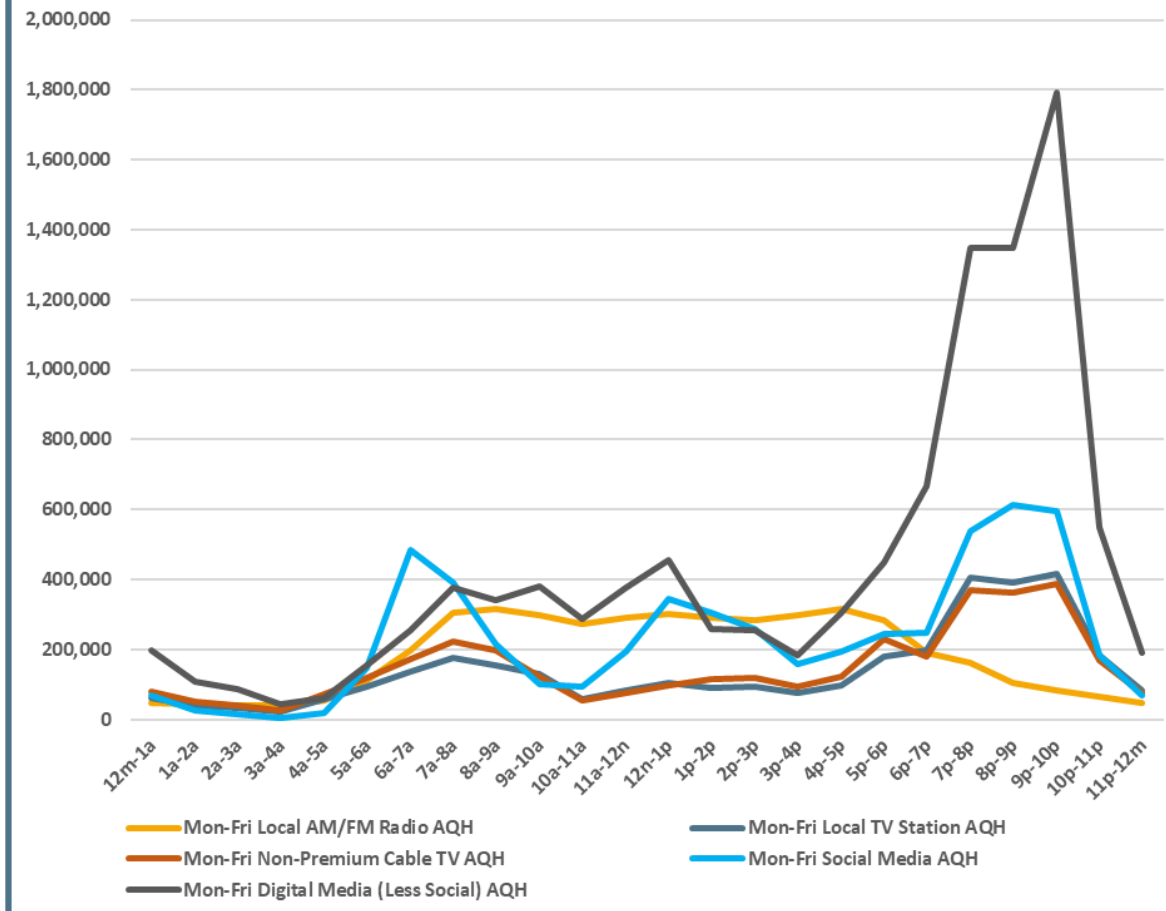
jiffy lube **Washington, DC DMA P18+**

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 29,728; Social Media: 24,146; Local Radio: 21,772; Non-Prem. Cable: 13,449; Local TV: 11,078 reaching Adults 18 or older who used JIFFY LUBE for Oil Change and/or Auto Se

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who used JIFFY LUBE for Oil Change and/or Auto Service past 12mos



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



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 362

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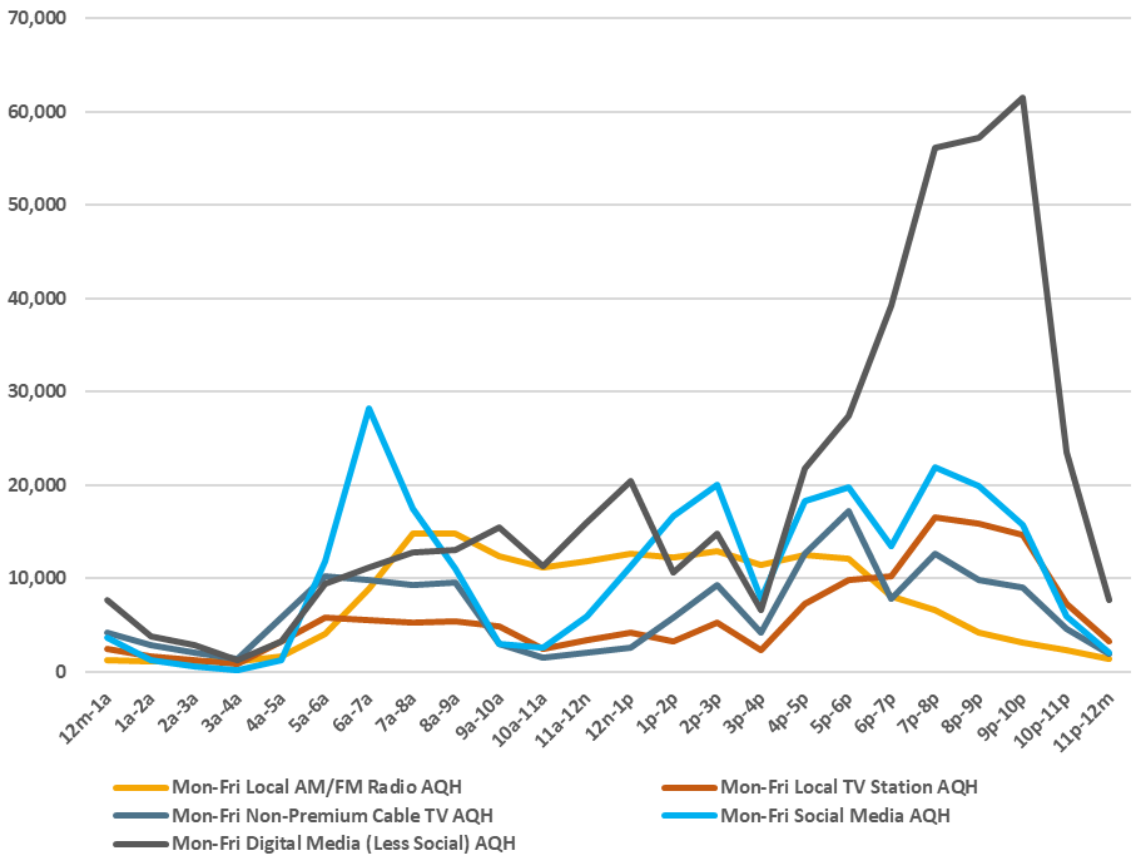
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

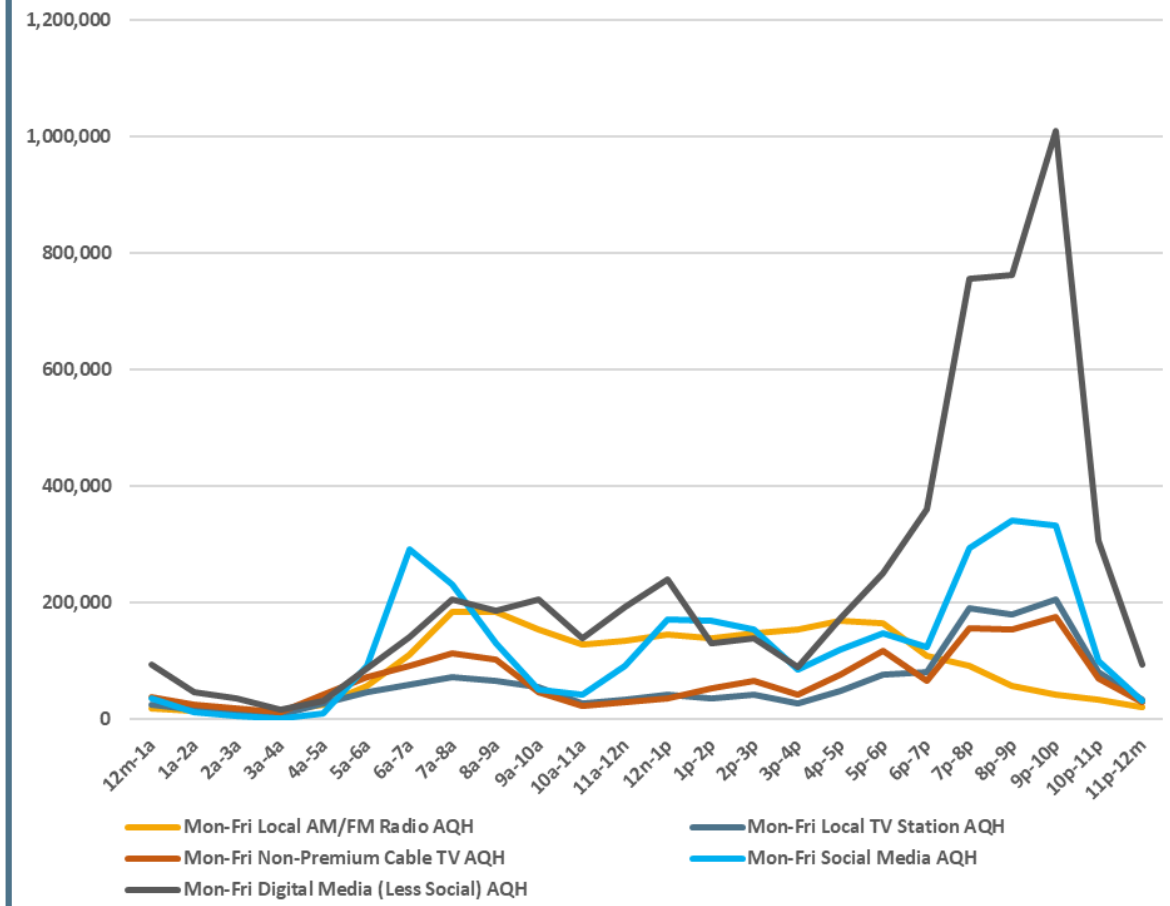
jiffy lube **Washington, DC DMA P25-54**

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 16,989; Social Media: 13,542; Local Radio: 12,024; Non-Prem. Cable: 7,309; Local TV: 5,356 reaching Adults 25 - 54 who used JIFFY LUBE for Oil Change and/or Auto Service

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) Adults 25 - 54 who used JIFFY LUBE for Oil Change and/or Auto Service past 12mos



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



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 362

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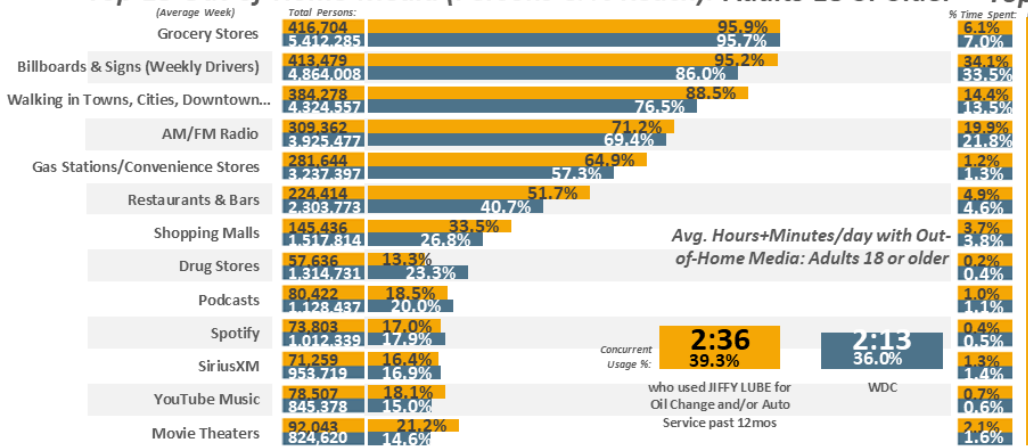
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

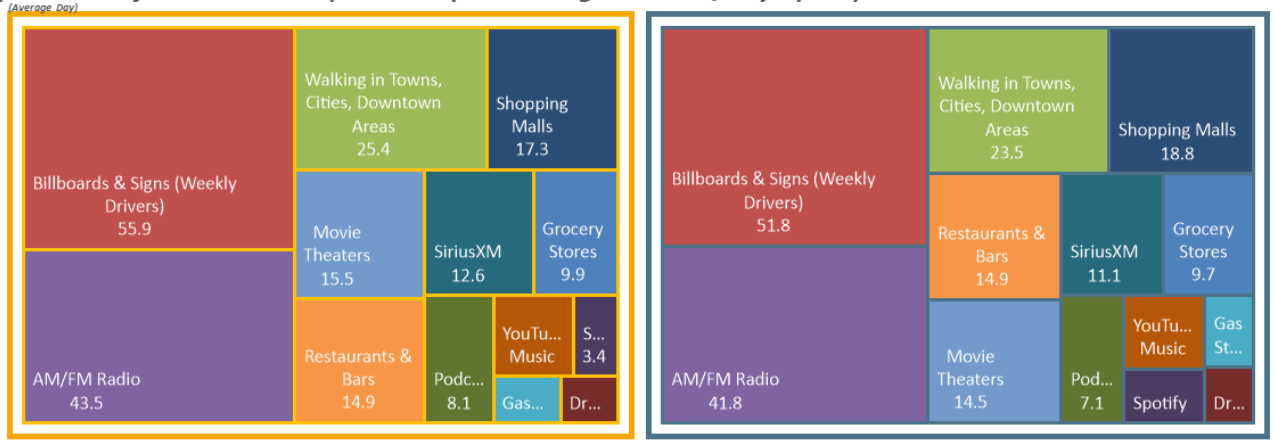
jiffy lube **Washington, DC DMA P18+**

413,479 or 95.2% of Adults 18 or older who used JIFFY LUBE for Oil Change and/or Auto Service past 12mos spend an average of 55.9 minutes per day driving, seeing Billboards and Signs. 65.9% Listen to Local Radio Stations Out-of-Home for an average of 40.1

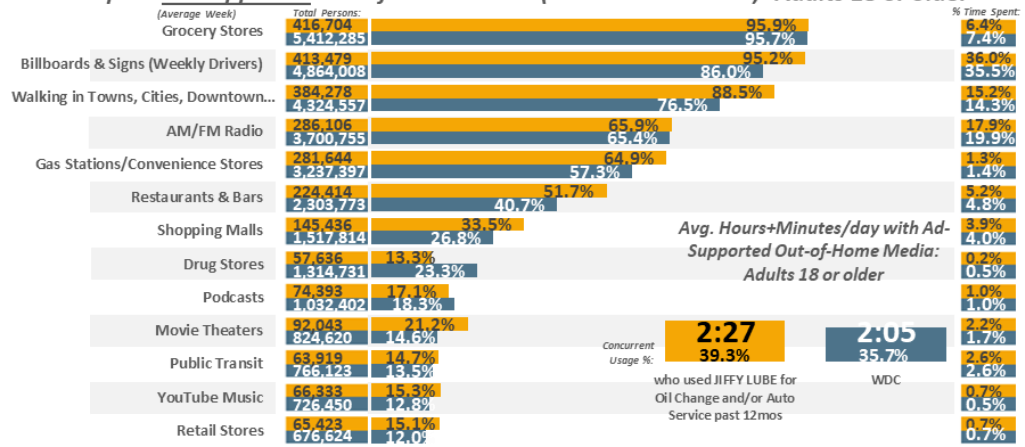
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



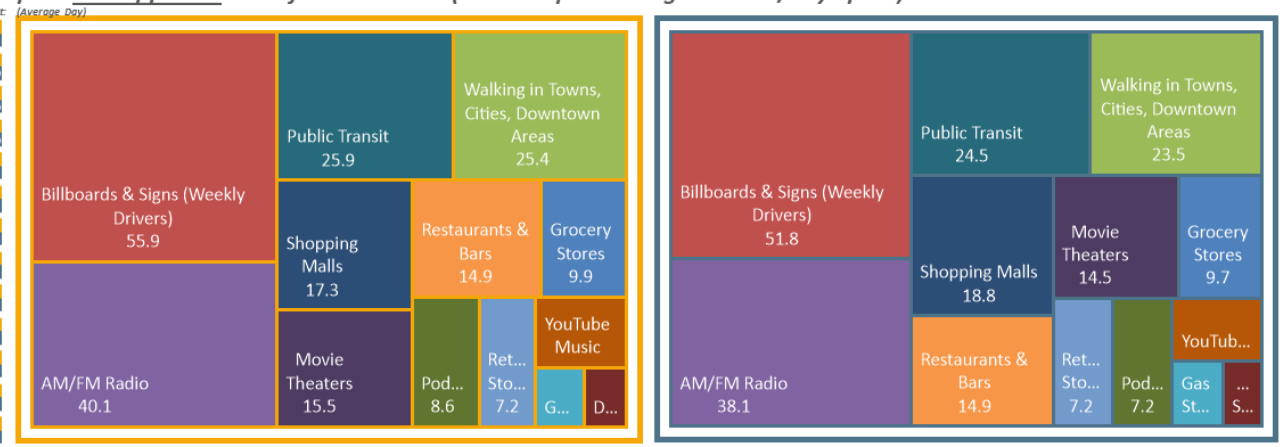
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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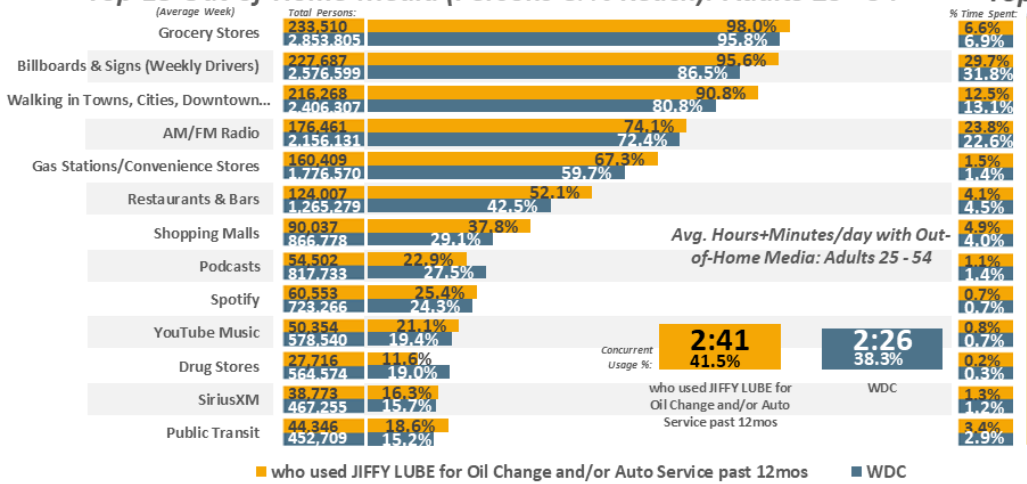
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

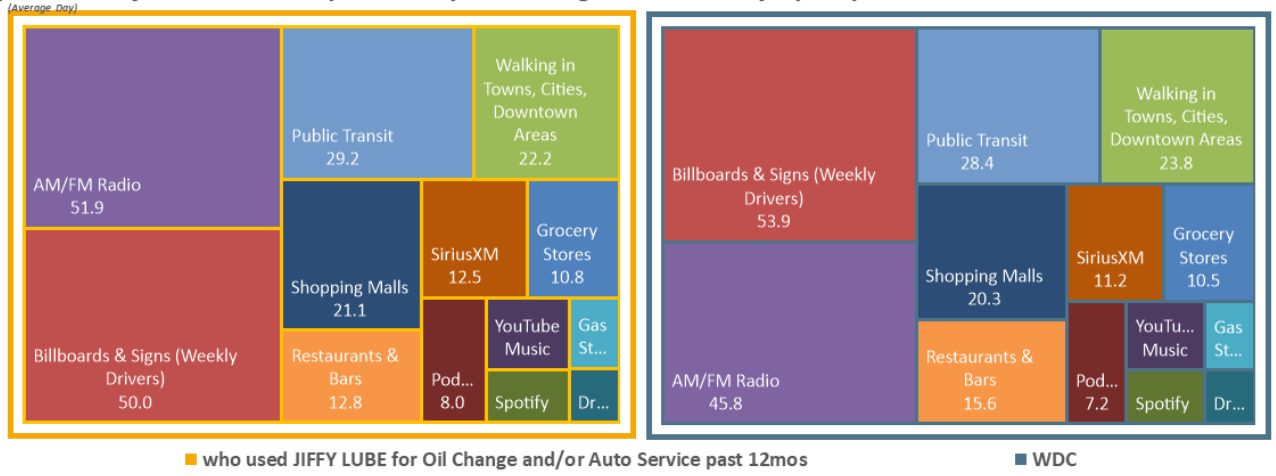
Washington, DC DMA P25-54

227,687 or 95.6% of Adults 25 - 54 who used JIFFY LUBE for Oil Change and/or Auto Service past 12mos spend an average of 50. minutes per day driving, seeing Billboards and Signs. 68.2% Listen to Local Radio Stations Out-of-Home for an average of 46.5 minu

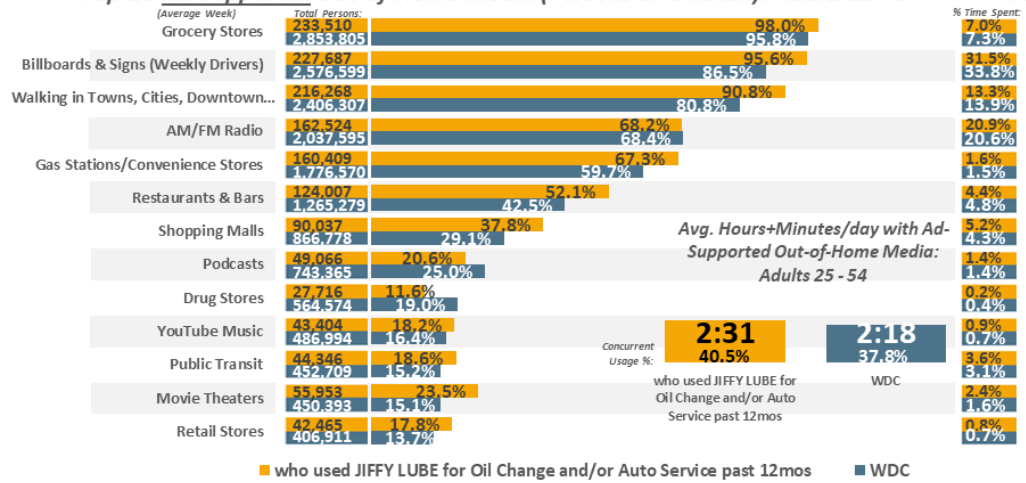
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 54



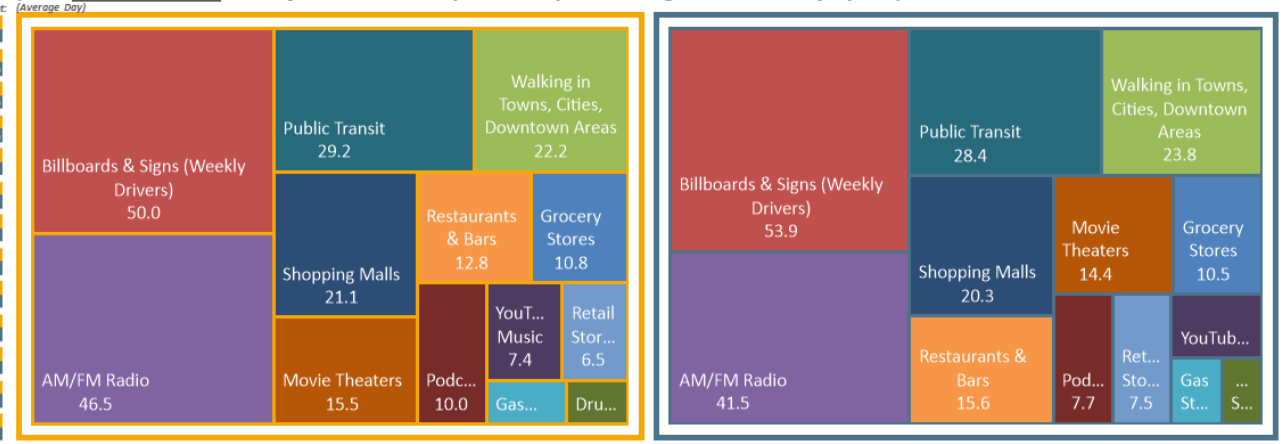
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



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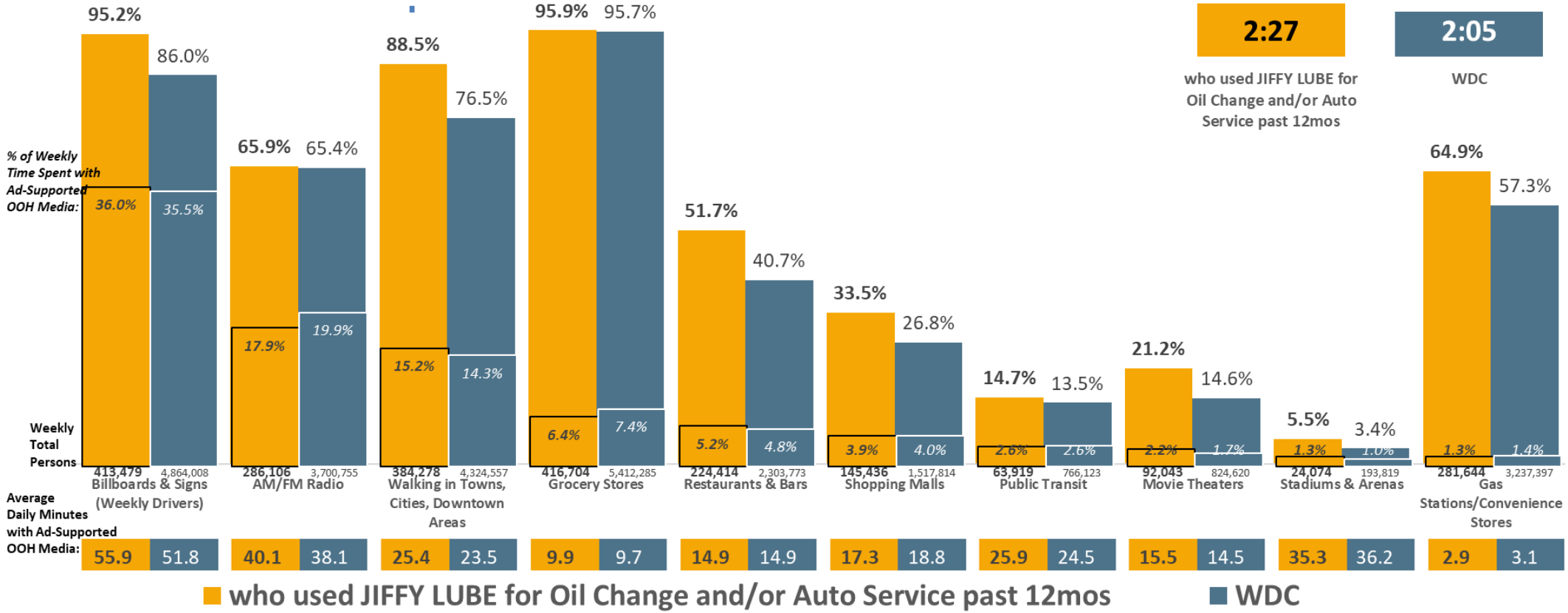
Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

jiffy lube **Washington, DC DMA P18+**

413,479 or 95.2% of Adults 18 or older who used JIFFY LUBE for Oil Change and/or Auto Service past 12mos spend an average of 55.9 minutes per day driving, seeing Billboards and Signs representing 36.% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



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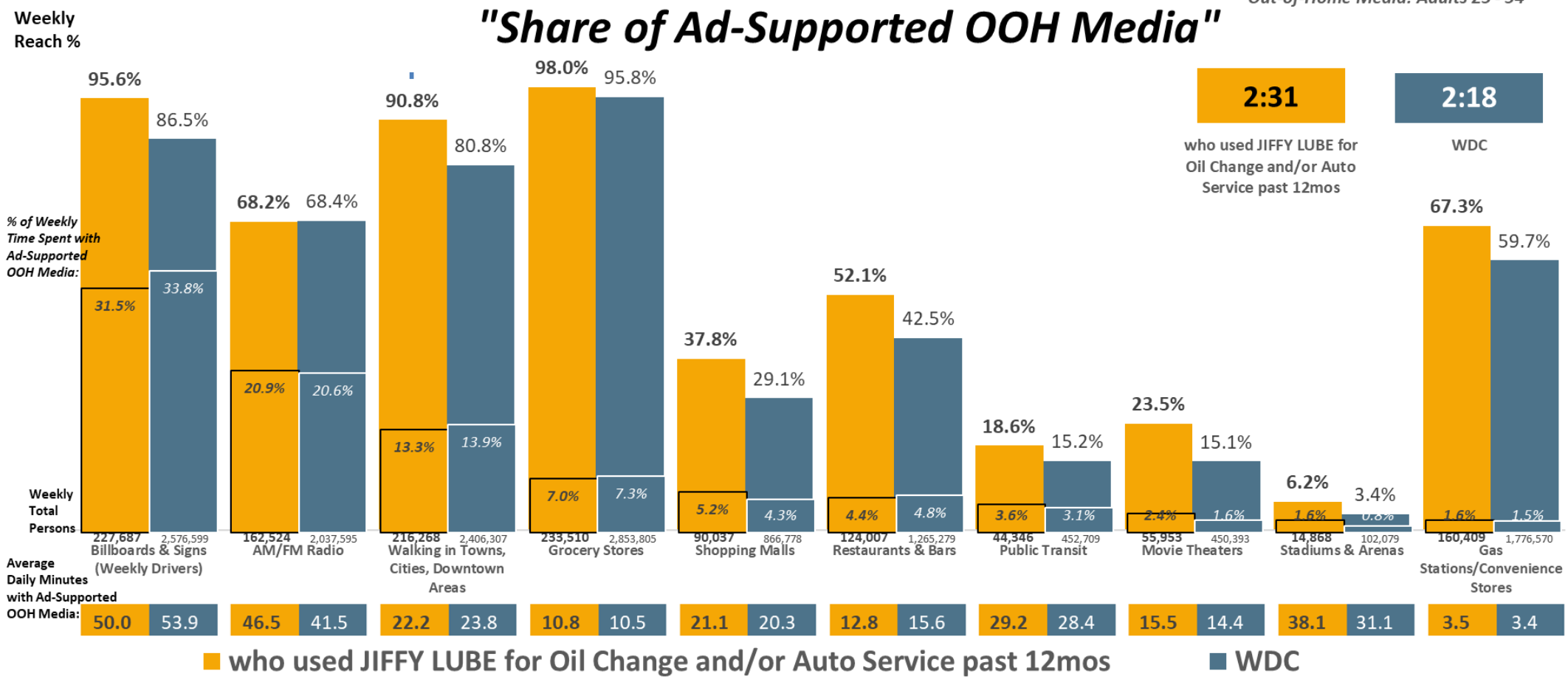
Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

jiffy lube **Washington, DC DMA P25-54**

227,687 or 95.6% of Adults 25 - 54 who used JIFFY LUBE for Oil Change and/or Auto Service past 12mos spend an average of 50. minutes per day driving, seeing Billboards and Signs representing 31.5% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



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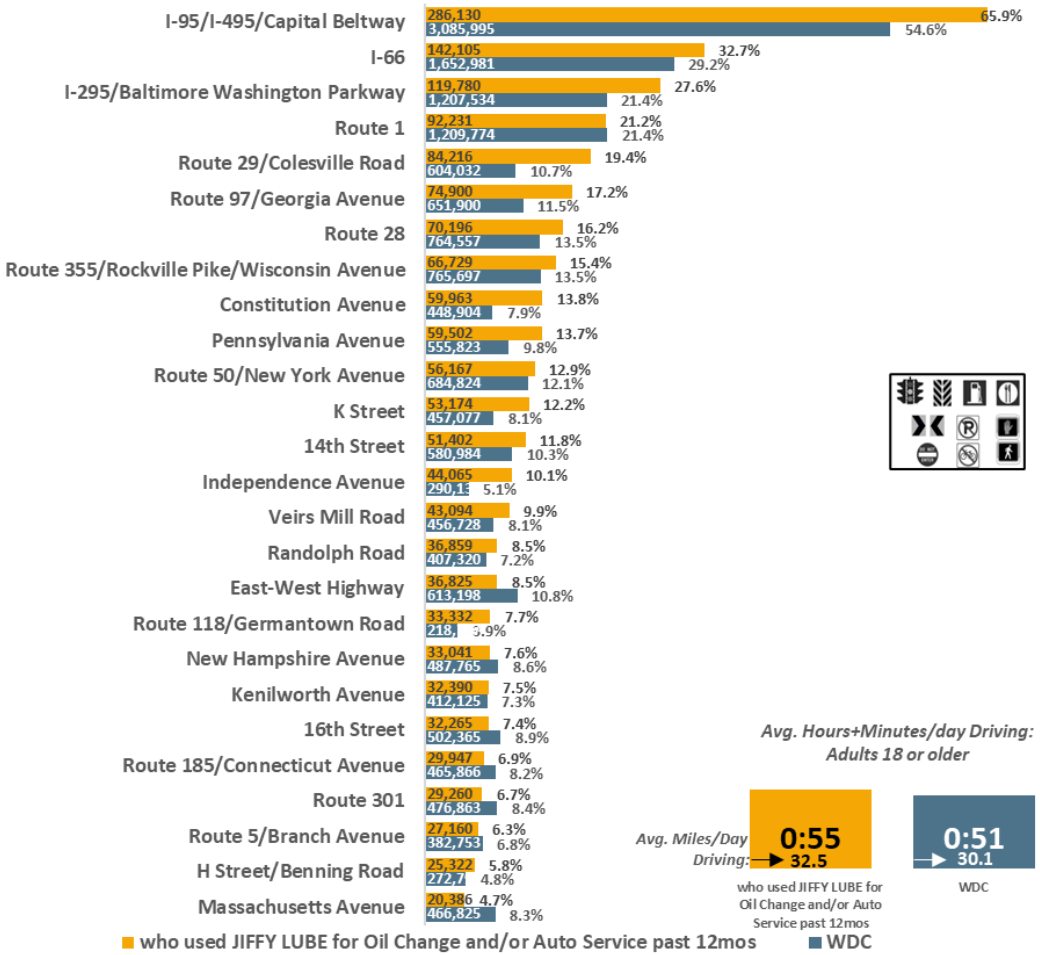
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

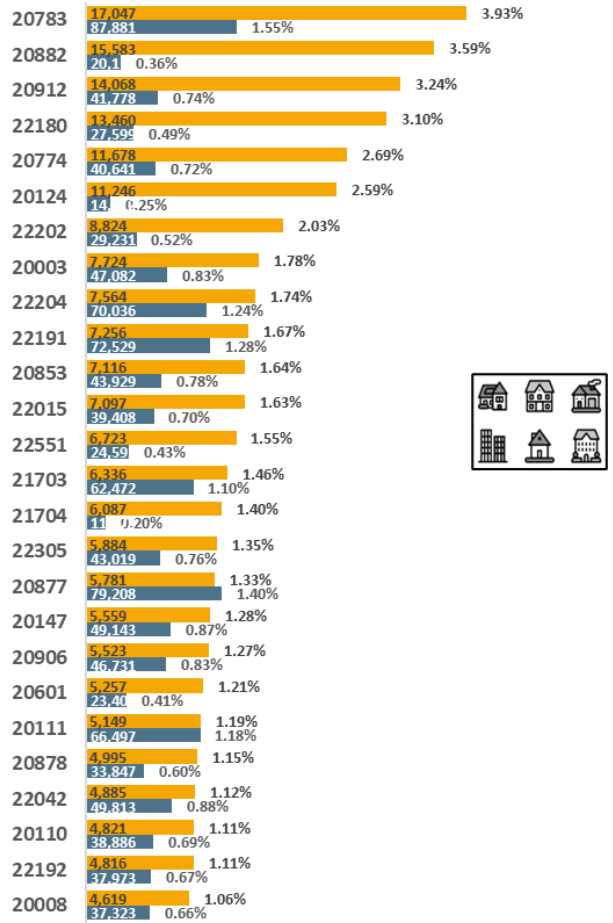
Washington, DC DMA P18+

413,479 or 95.2% of Adults 18 or older who used JIFFY LUBE for Oil Change and/or Auto Service past 12mos spend an average of 55.9 minutes per day driving an average of 32.5 miles each day and are 98.4% more likely to use Route 118/Germantown Road than the

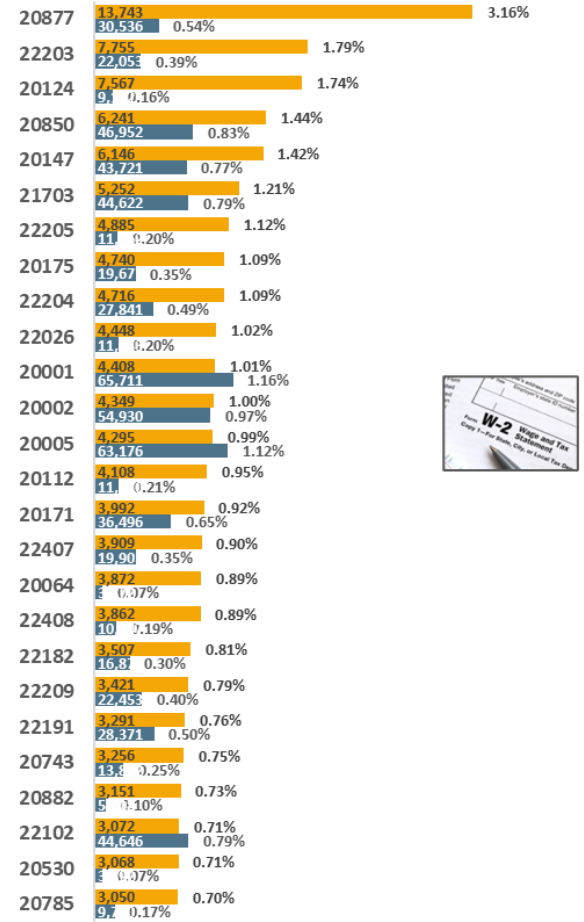
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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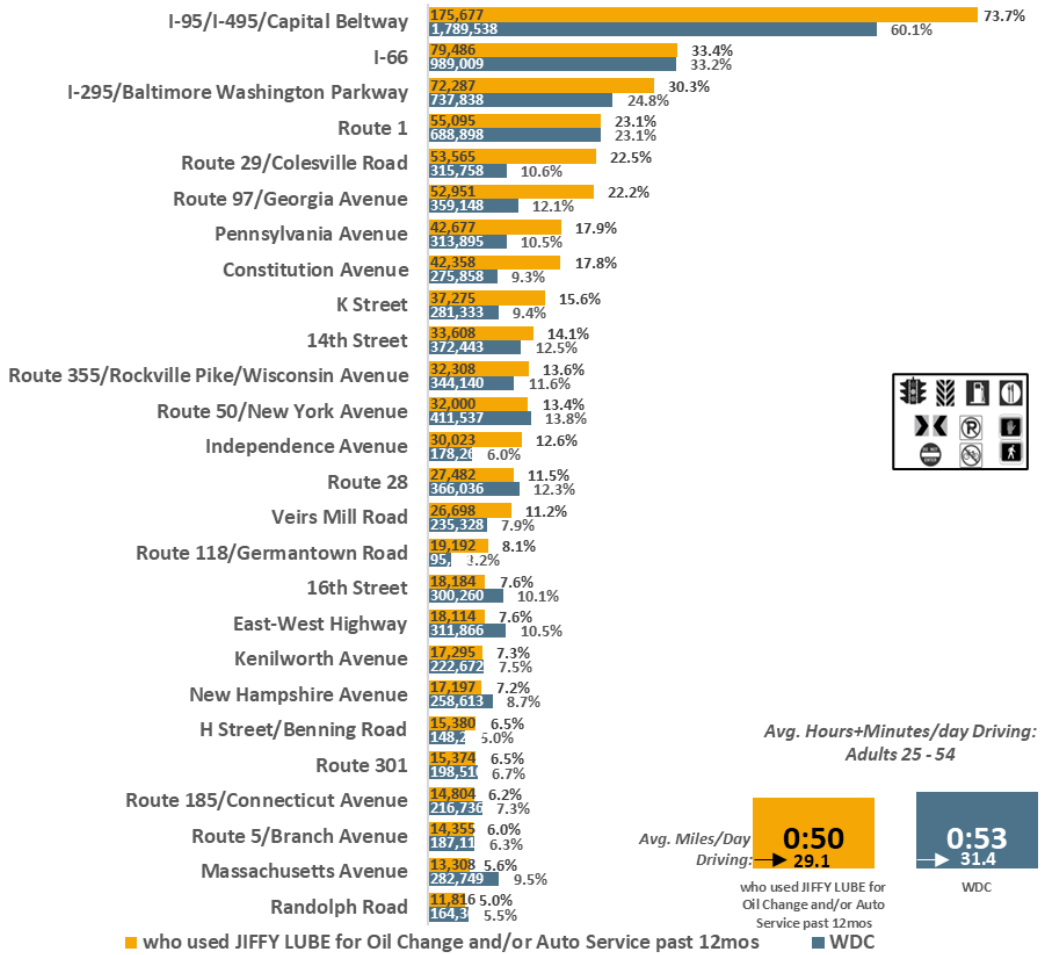
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

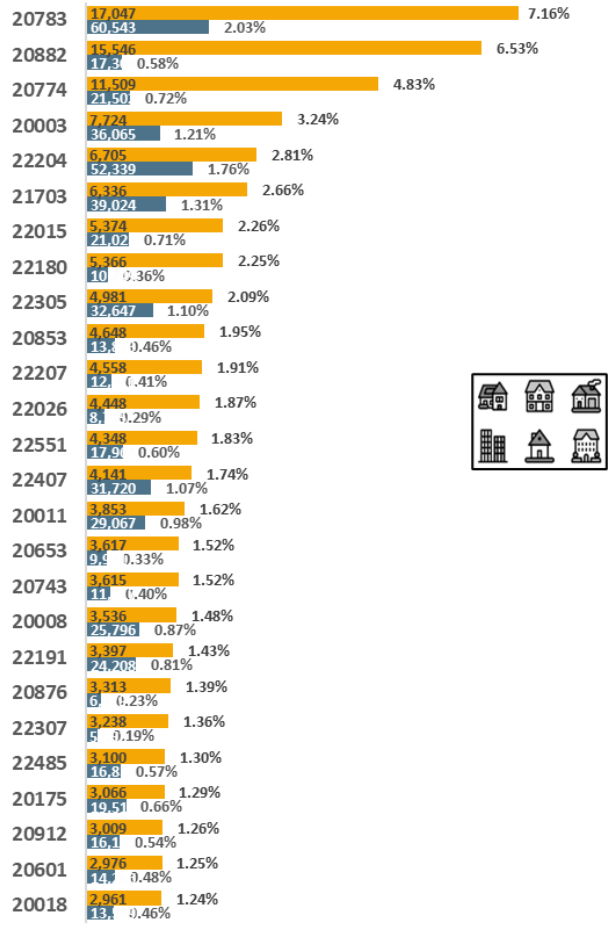
Washington, DC
DMA P25-54

227,687 or 95.6% of Adults 25 - 54 who used JIFFY LUBE for Oil Change and/or Auto Service past 12mos spend an average of 50. minutes per day driving an average of 29.1 miles each day and are 152.% more likely to use Route 118/Germantown Road than the Metr

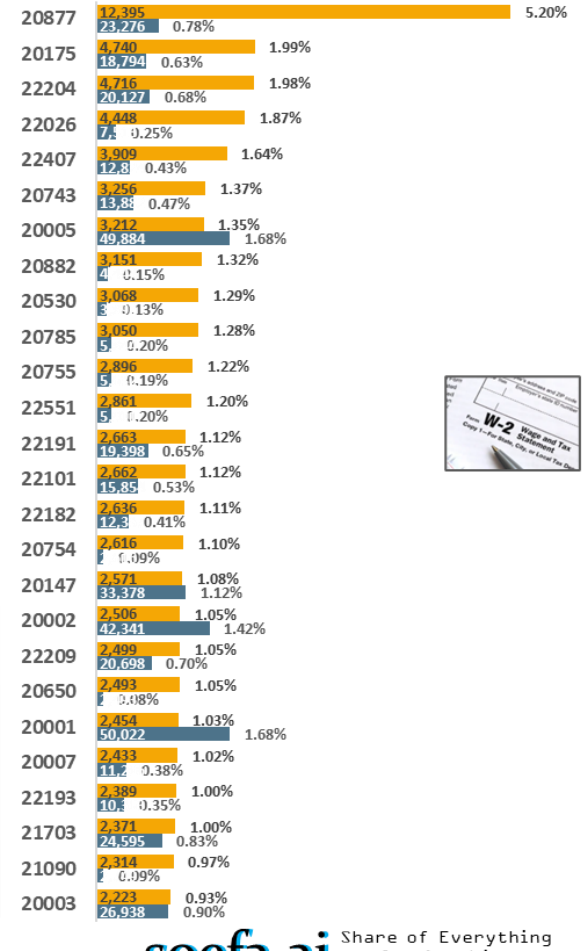
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 25 - 54



Top-26 Residential Zip Codes: Adults 25 - 54



Top-26 Employment Zip Codes: Adults 25 - 54



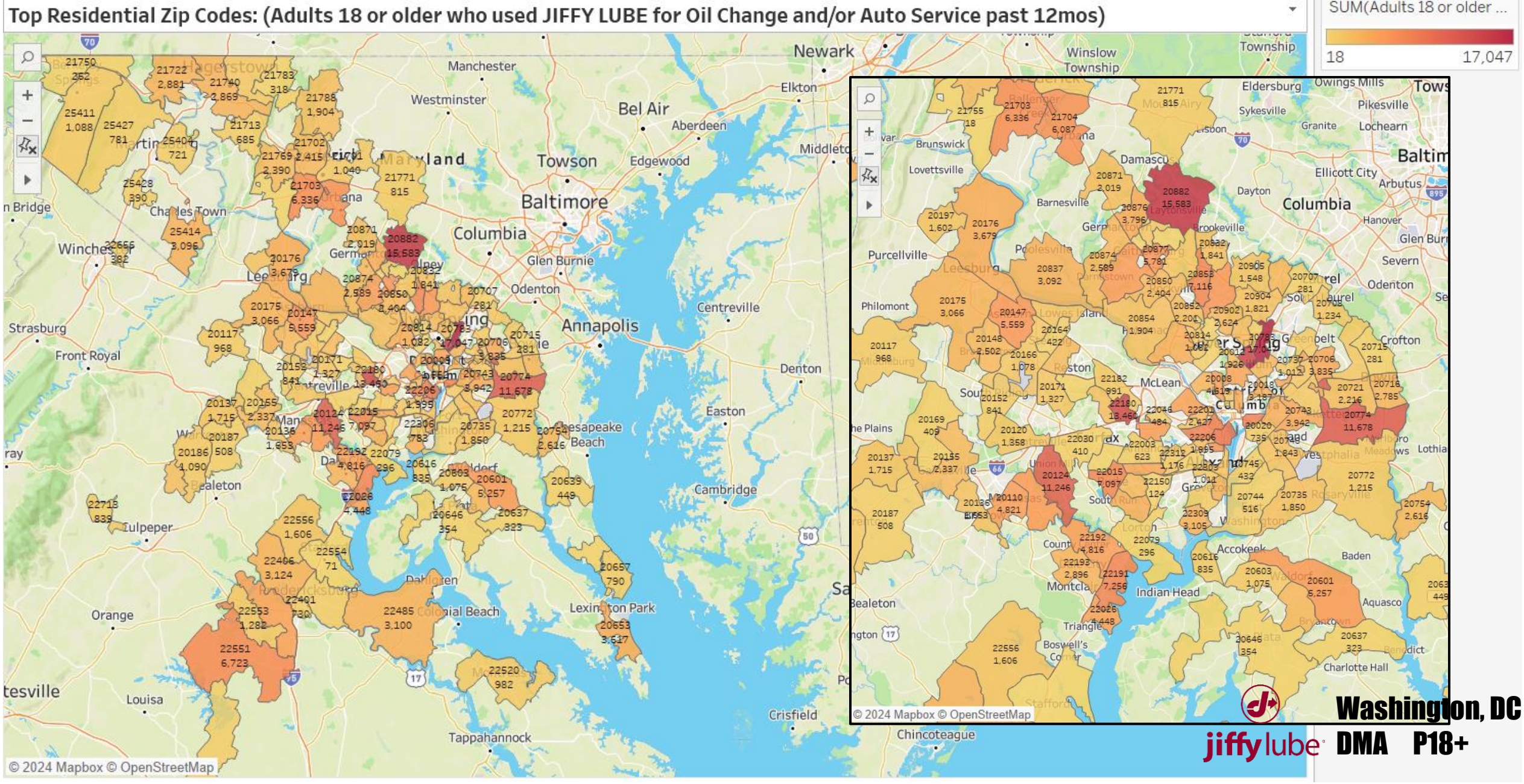
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

Top Residential Zip Codes: (Adults 18 or older who used JIFFY LUBE for Oil Change and/or Auto Service past 12mos)



jiffy lube

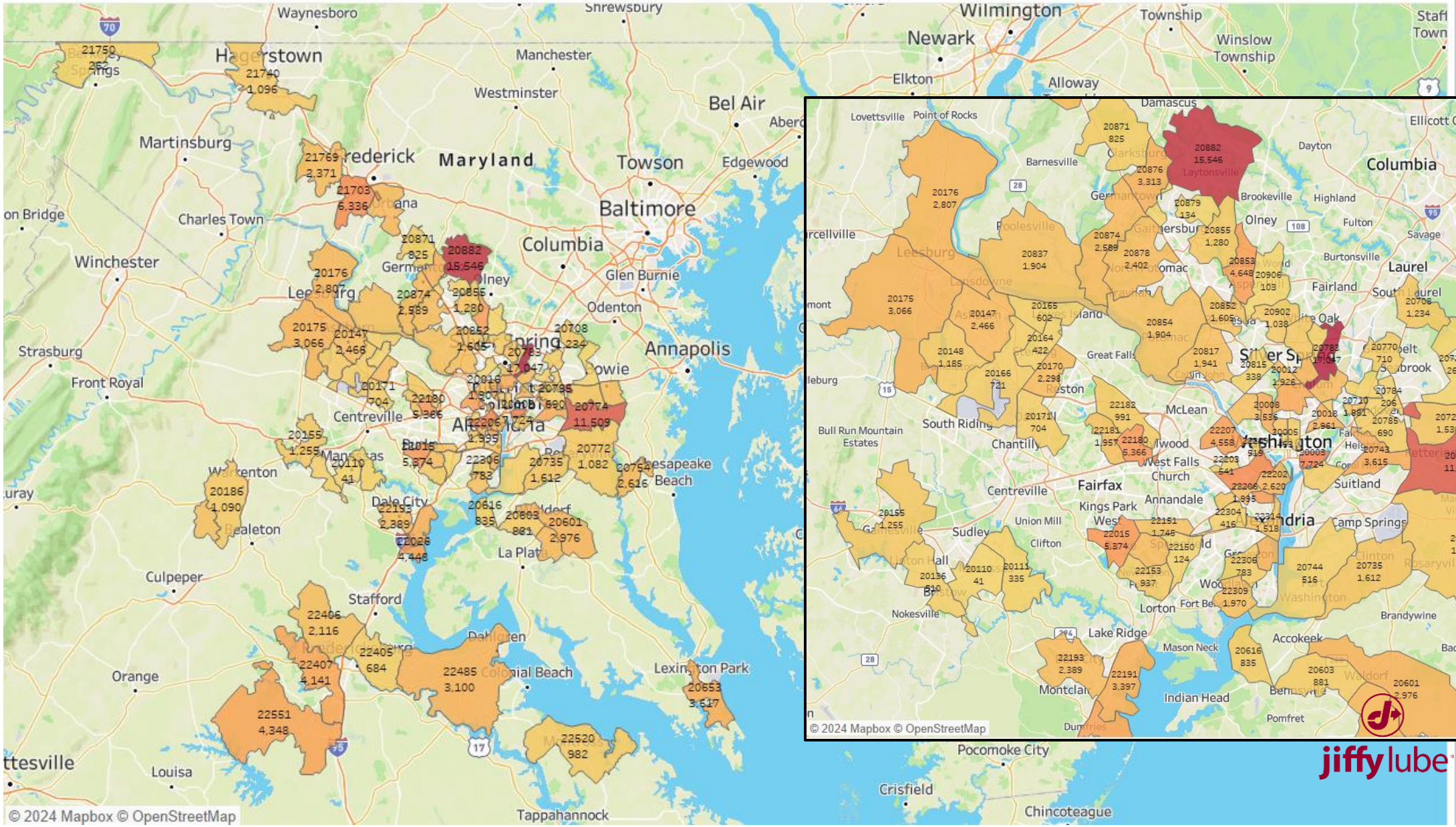
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

Top Residential Zip Codes: (Adults 25 - 54 who used JIFFY LUBE for Oil Change and/or Auto Service past 12mos)



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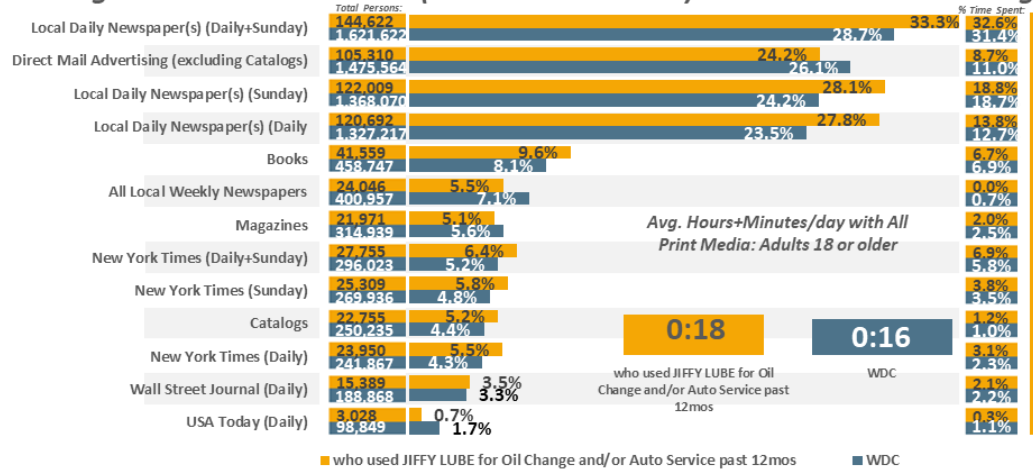
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

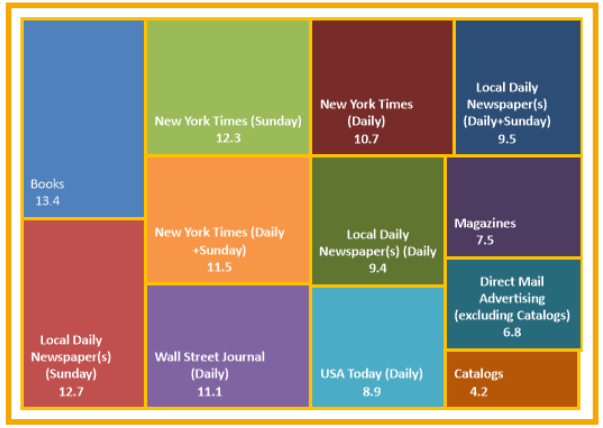
jiffy lube **Washington, DC DMA P18+**

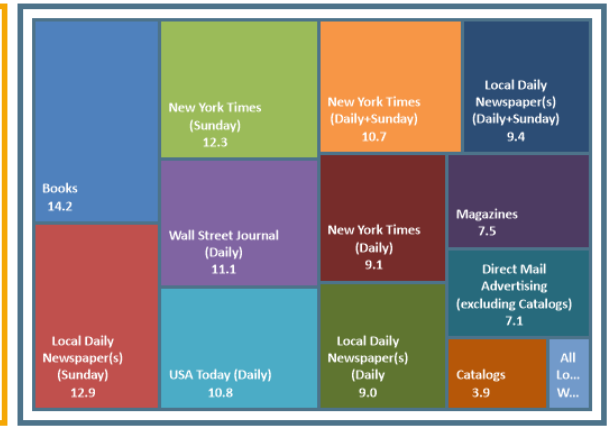
144,622 or 33.3% of Adults 18 or older who used JIFFY LUBE for Oil Change and/or Auto Service past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.5 minutes every day representing 35.% of all time spent daily with All forms of Prin

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

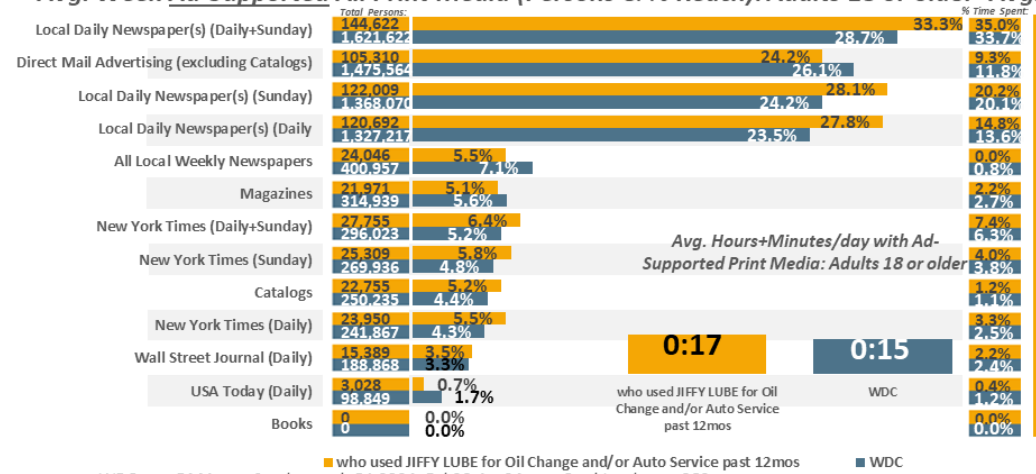


Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



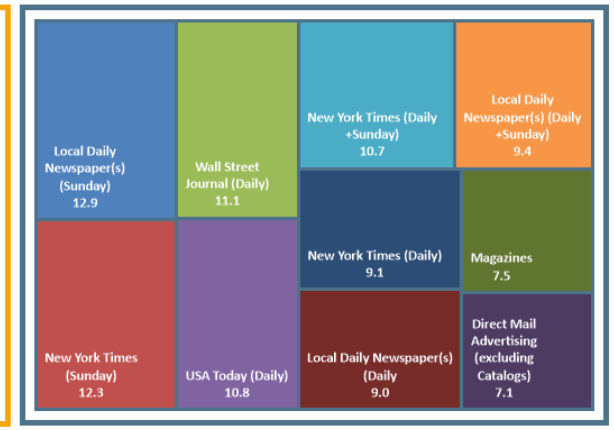


Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



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





WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 362

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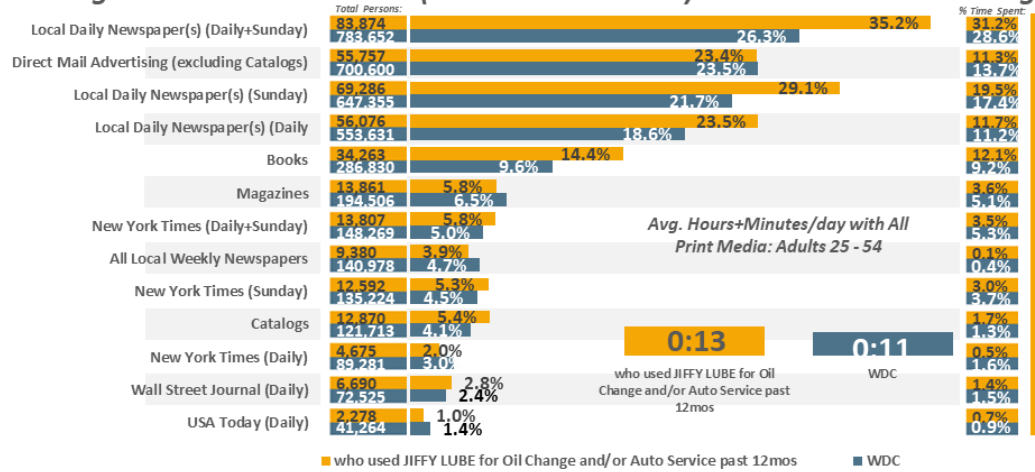
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

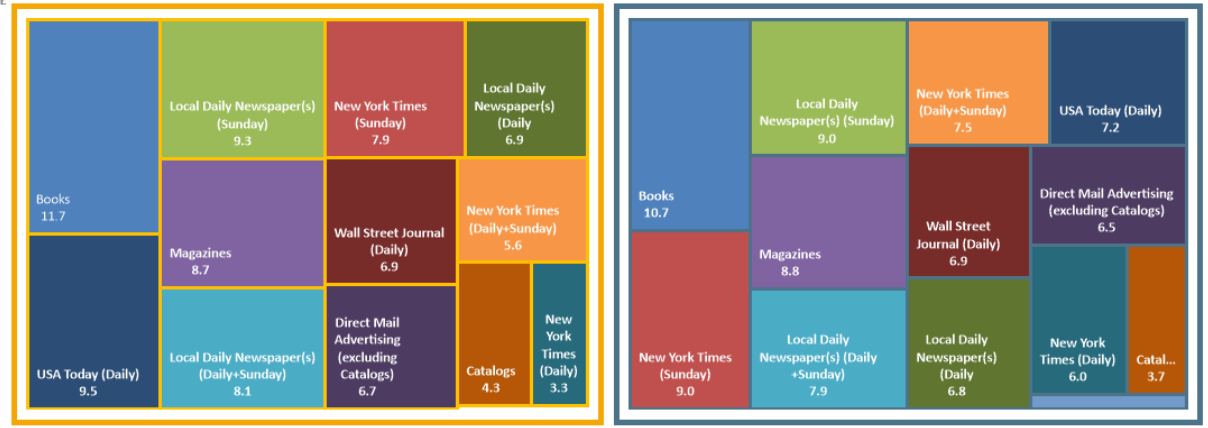
Washington, DC
DMA P25-54

83,874 or 35.2% of Adults 25 - 54 who used JIFFY LUBE for Oil Change and/or Auto Service past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.1 minutes every day representing 35.4% of all time spent daily with All forms of Print Me

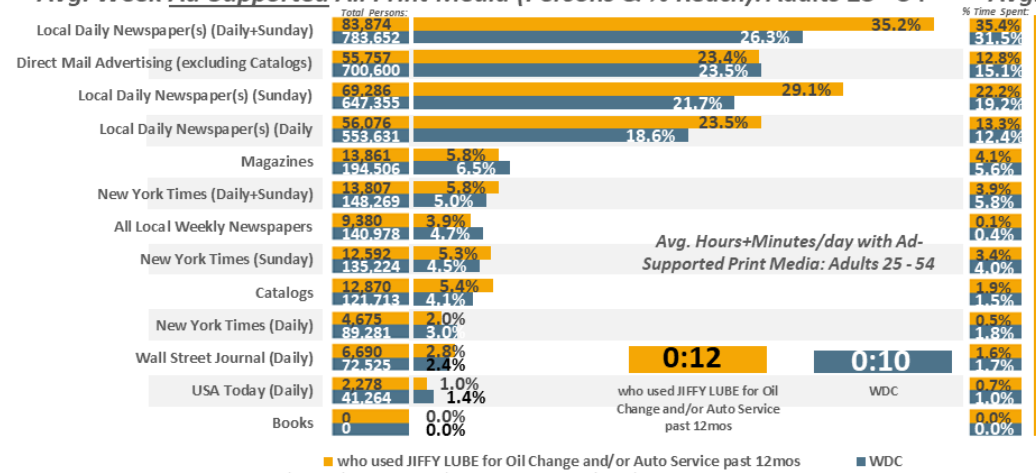
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 54



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



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



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



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

Washington, DC DMA P18+

WASHINGTON, DC (DMA Survey Area)
SCARBOROUGH R1 2024: FEB23-APR24
ADULTS 18+

Top PRINT MEDIA
reaching **P18+** past 12 months
JIFFY LUBE Customers...



WHAT I Want to Know About Them	WHO I am Looking At: Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube — *Target Persons**	% of Target	Index
Sunday newspapers print edition - Cume: Washington Post	102,353	23.6%	122
Daily newspapers print edition - Cume: Washington Post	89,331	20.6%	136
Merchandise/services bought past 12 mo as result of mail ads: Automotive service (tires, oil change, etc.)	86,366	19.9%	190
Magazines read past 6 months: Washingtonian	77,948	17.9%	198
Magazines read past 6 months: Forbes	73,129	16.8%	253
Magazines read past 6 months: Time	71,906	16.6%	238
Magazines read past 6 months: The Atlantic	58,410	13.4%	184
Magazines read past 6 months: The Economist	54,687	12.6%	197
Magazines read past 6 months: Southern Living	50,456	11.6%	220
Magazines read past 6 months: Northern Virginia	50,054	11.5%	253
Magazines read past 6 months: Smithsonian	47,743	11.0%	147
Non-daily newspapers read past 6 months: Washington Business Journal	44,311	10.2%	262
Non-daily newspapers read past 6 months: InsideNoVa Prince William	39,848	9.2%	322
Magazines read past 6 months: Bethesda Magazine by MoCo360	36,996	8.5%	265
Magazines read past 6 months: Fortune	33,955	7.8%	294
Non-daily newspapers read past 6 months: Loudoun Times-Mirror	33,203	7.6%	191
Non-daily newspapers read past 6 months: Fairfax County Times	32,388	7.5%	547
Magazines read past 6 months: HOME & DESIGN	30,668	7.1%	182
Magazines read past 6 months: Bloomberg Businessweek	30,616	7.0%	194
Non-daily newspapers read past 6 months: The Fauquier Times, The Prince William Times	29,947	6.9%	364
Magazines read past 6 months: Washington Examiner	28,837	6.6%	226
Non-daily newspapers read past 6 months: Maryland Independent	26,373	6.1%	348
Non-daily newspapers read past 6 months: 72 Hours	26,177	6.0%	223
Sunday newspapers print edition - Cume: New York Times	25,309	5.8%	122
Non-daily newspapers read past 6 months: Falls Church News-Press	24,664	5.7%	330
Daily newspapers print edition - Cume: New York Times	23,950	5.5%	129
Magazines read past 6 months: Modern Luxury DC	23,420	5.4%	312
Non-daily newspapers read past 6 months: InsideNoVa Culpeper Times	23,239	5.4%	450
Non-daily newspapers read past 6 months: Star Weekly, published by the Free Lance-Star	22,689	5.2%	269
Daily newspapers print edition - Cume: Washington Times	19,965	4.6%	165
Non-daily newspapers read past 6 months: Connection/Centre View	16,198	3.7%	244
Daily newspapers print edition - Cume: Wall Street Journal	15,389	3.5%	106

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

Washington, DC
DMA P25-54

WASHINGTON, DC (DMA Survey Area)
SCARBOROUGH R1 2024: FEB23-APR24
ADULTS 25-54

	WHO I am Looking At		
	Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube		
WHAT I Want to Know About Them	***Target Persons****	% of Target	Index
Sunday newspapers print edition - Cume: Washington Post	59,299	24.9%	148
Magazines read past 6 months: Washingtonian	46,395	19.5%	190
Magazines read past 6 months: The Economist	46,312	19.4%	252
Magazines read past 6 months: Forbes	46,260	19.4%	249
Magazines read past 6 months: Time	41,209	17.3%	246
Magazines read past 6 months: The Atlantic	41,099	17.3%	185
Magazines read past 6 months: Northern Virginia	37,893	15.9%	314
Non-daily newspapers read past 6 months: InsideNoVa Prince William	37,721	15.8%	466
Daily newspapers print edition - Cume: Washington Post	36,850	15.5%	138
Merchandise/services bought past 12 mo as result of mail ads: Automotive service (tires, oil change, etc.)	36,003	15.1%	166
Magazines read past 6 months: Smithsonian	30,404	12.8%	212
Non-daily newspapers read past 6 months: Fairfax County Times	29,389	12.3%	719
Non-daily newspapers read past 6 months: The Fauquier Times, The Prince William Times	28,180	11.8%	620
Magazines read past 6 months: Fortune	28,017	11.8%	384
Non-daily newspapers read past 6 months: Washington Business Journal	27,822	11.7%	239
Magazines read past 6 months: Bloomberg Businessweek	27,675	11.6%	279
Non-daily newspapers read past 6 months: Loudoun Times-Mirror	26,361	11.1%	256
Non-daily newspapers read past 6 months: Maryland Independent	25,249	10.6%	580
Magazines read past 6 months: Bethesda Magazine by MoCo360	24,288	10.2%	318
Non-daily newspapers read past 6 months: InsideNoVa Culpeper Times	21,800	9.2%	616
Magazines read past 6 months: Southern Living	21,647	9.1%	206
Non-daily newspapers read past 6 months: Star Weekly, published by the Free Lance-Star	21,109	8.9%	364
Magazines read past 6 months: Washington Examiner	20,710	8.7%	236
Magazines read past 6 months: HOME & DESIGN	18,804	7.9%	203
Magazines read past 6 months: Modern Luxury DC	18,382	7.7%	632
Non-daily newspapers read past 6 months: 72 Hours	18,382	7.7%	394
Non-daily newspapers read past 6 months: Falls Church News-Press	18,382	7.7%	447
Daily newspapers print edition - Cume: Washington Times	16,390	6.9%	249
Sunday newspapers print edition - Cume: New York Times	12,592	5.3%	116
Non-daily newspapers read past 6 months: Connection/Centre View	12,009	5.0%	378
Non-daily newspapers read past 6 months: Alexandria Times	8,888	3.7%	172
Daily newspapers print edition - Cume: Wall Street Journal	6,690	2.8%	115

Top PRINT MEDIA
reaching **P25-54** past 12 months
JIFFY LUBE Customers...



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