USA+4 More DMAs – P25+ who Used JIFFY LUBE in the past 12 months!

Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of **USA, MINNEAPOLIS-ST. PAUL, ST. LOUIS, CINCINNATI,** and **WEST PALM BEACH DMA** P25+ who **Used JIFFY LUBE in the past 12 months** as of August 31, 2026.





MONOMOY CAPITAL PARTNERS



P25+

Hubbard
media that connects

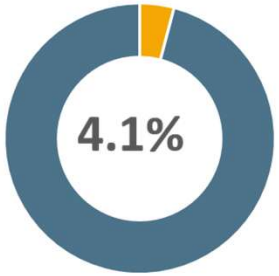
And, Yes! You ARE Smart Enough to Read a Robinhood Legend. So get ready to Learn!

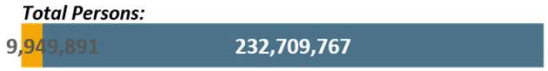
Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube



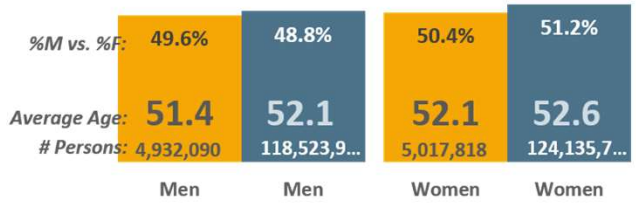
4.1% or 9,949,891 of USA DMA Adults 25 or older Used JIFFY LUBE in the past 12 months.
Typical Adults 25 or older who Used JIFFY LUBE in the past 12 months are 51.7 years old (1.2% younger than average) and have a $109,024 (10.% higher than average) annual household income.

Percent of Market: Adults 25 or older

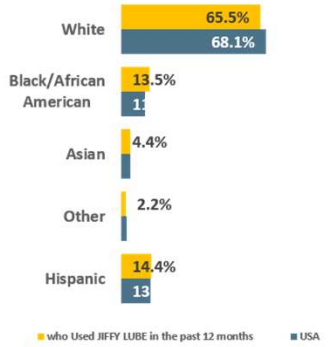




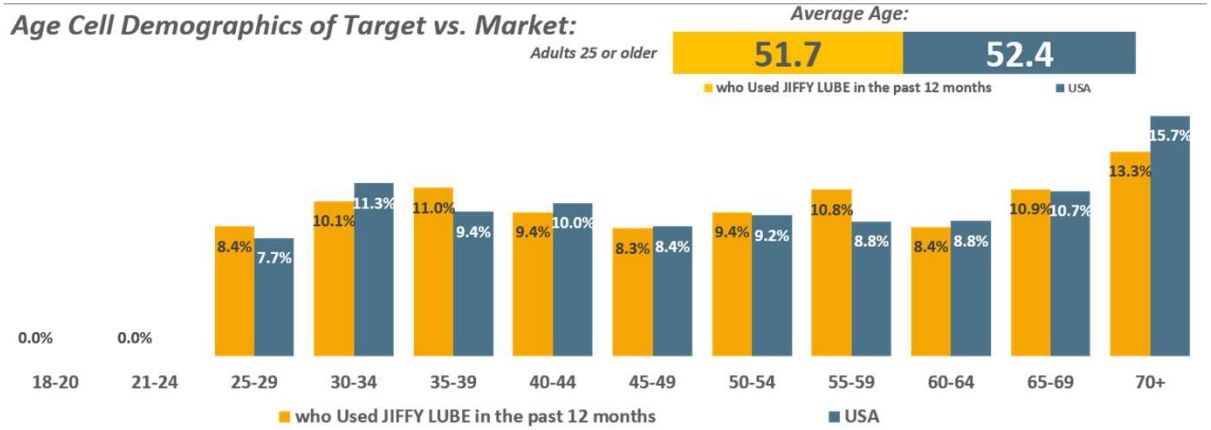
Gender of Target vs. Market: Adults 25 or older



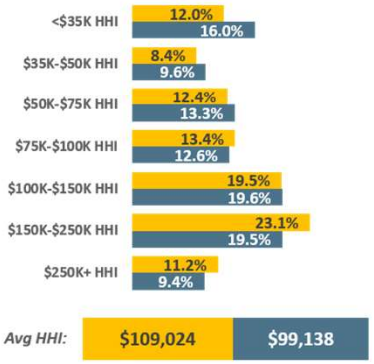
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R2 2025-26: Feb24-Aug26 Qual Intab 2,105

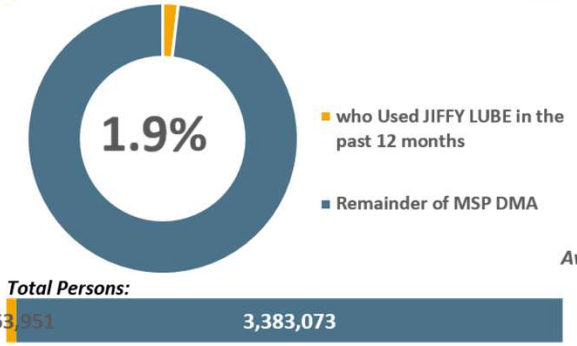
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube



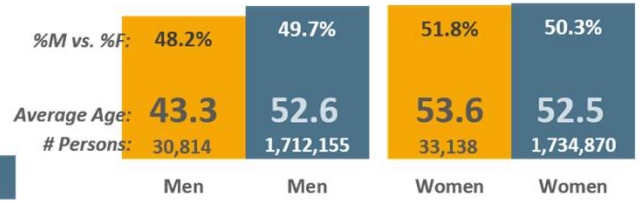
1.9% or 63,951 of MSP DMA Adults 25 or older Used JIFFY LUBE in the past 12 months.
Typical Adults 25 or older who Used JIFFY LUBE in the past 12 months are 48.2 years old (8.4% younger than average) and have a $123,771 (6.4% higher than average) annual household income.

Percent of Market: Adults 25 or older

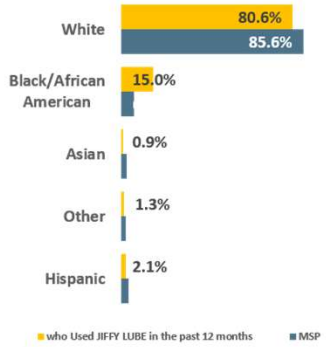


Total Persons:

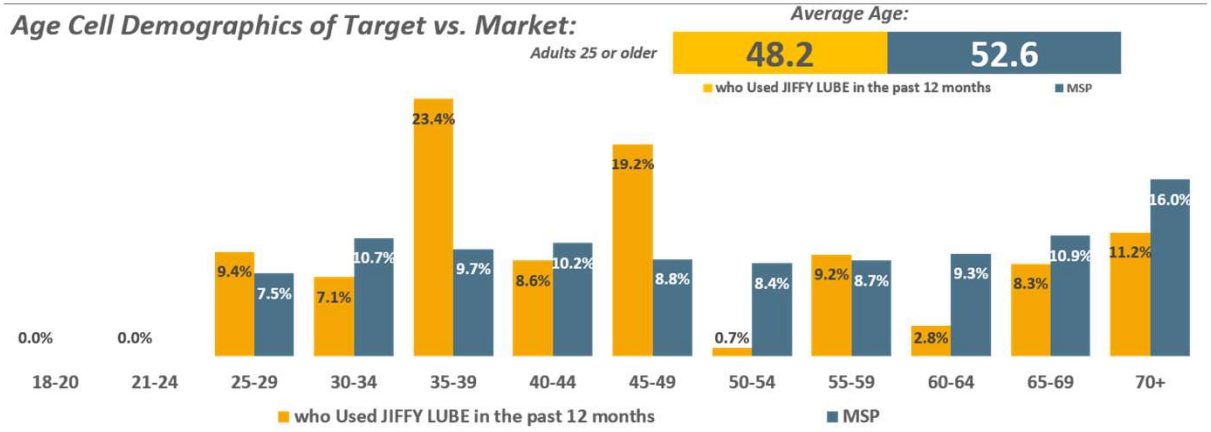
Gender of Target vs. Market: Adults 25 or older



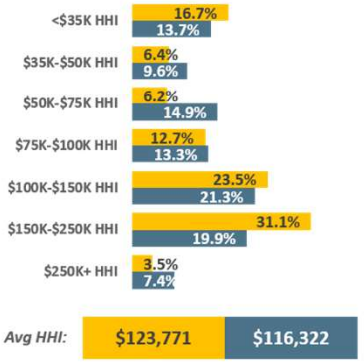
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $123,771 | $116,322

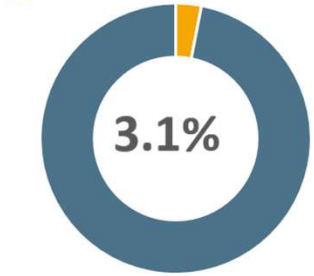
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube



3.1% or 68,617 of STL DMA Adults 25 or older Used JIFFY LUBE in the past 12 months.
Typical Adults 25 or older who Used JIFFY LUBE in the past 12 months are 54.2 years old (2.2% older than average) and have a $101,054 (1.8% lower than average) annual household income.

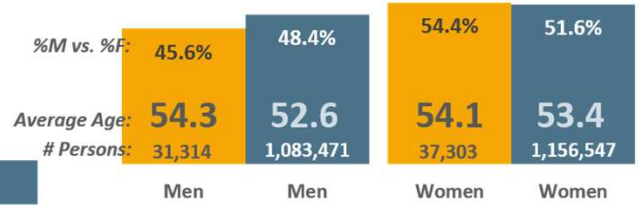
Percent of Market: Adults 25 or older



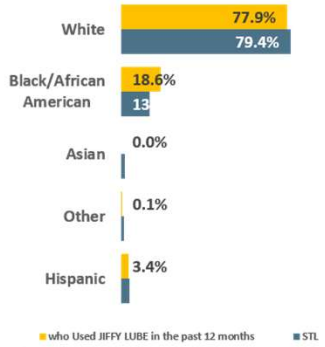
Total Persons:



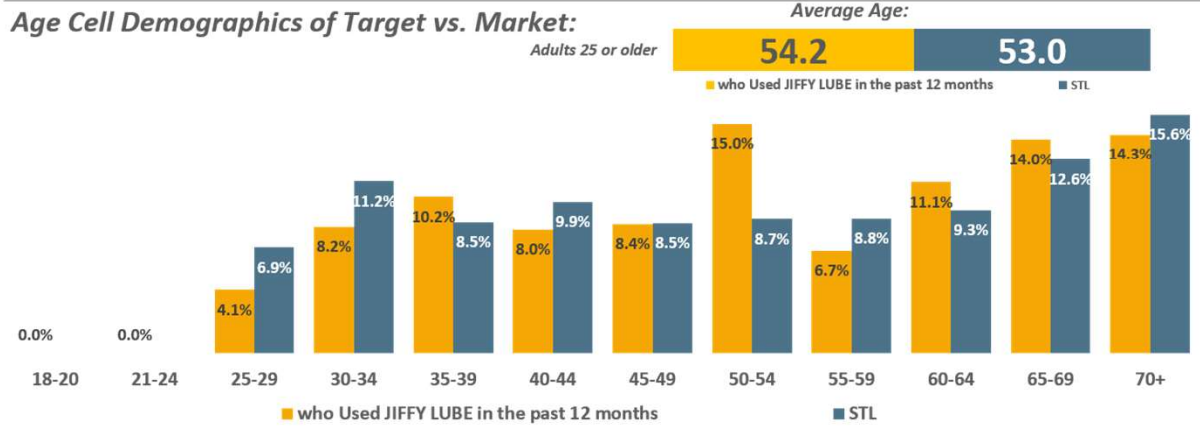
Gender of Target vs. Market: Adults 25 or older



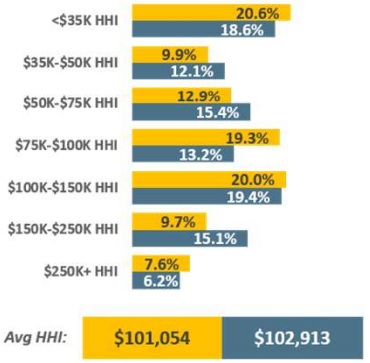
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



STL DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 126

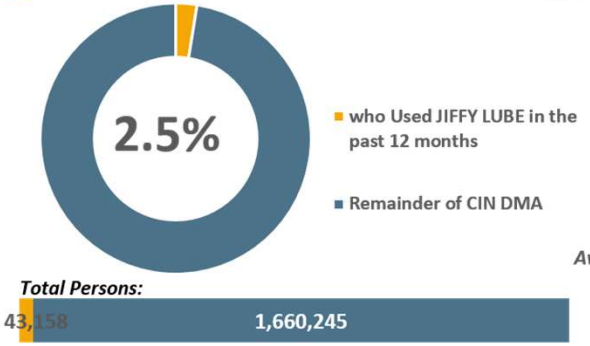
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

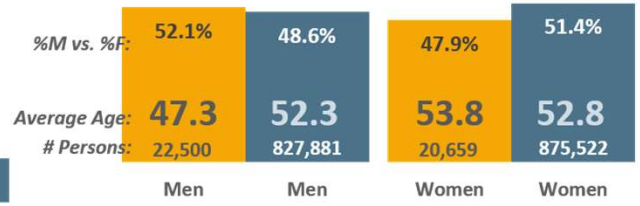


2.5% or 43,158 of CIN DMA Adults 25 or older Used JIFFY LUBE in the past 12 months.
Typical Adults 25 or older who Used JIFFY LUBE in the past 12 months are 50.4 years old (4.% younger than average) and have a $105,648 (2.1% higher than average) annual household income.

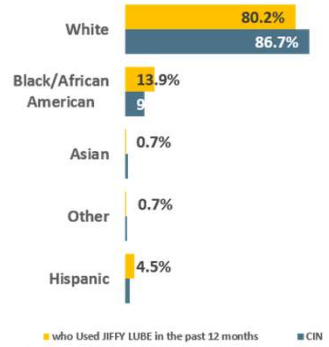
Percent of Market: Adults 25 or older



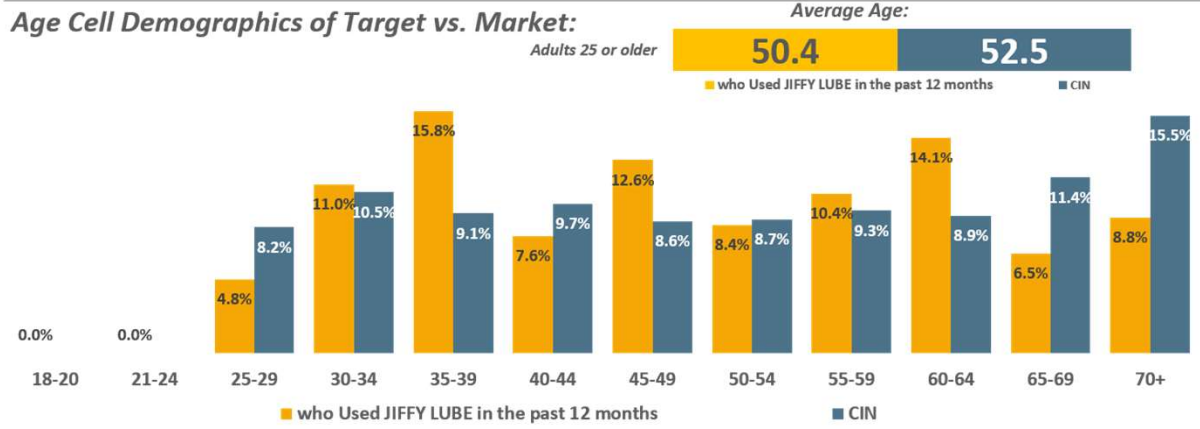
Gender of Target vs. Market: Adults 25 or older



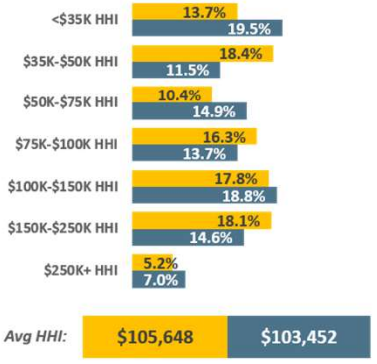
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



CIN DMA Scarborough R2 2025-26: Sep24-Aug26 Qual Intab 95

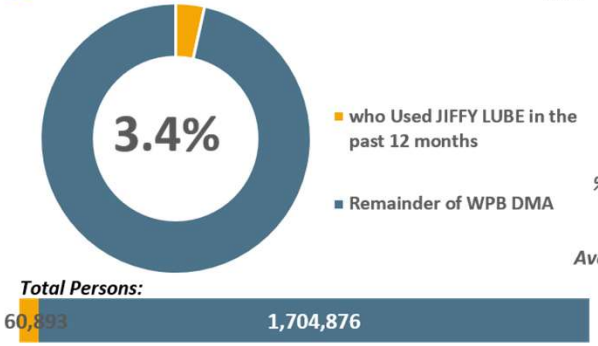
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

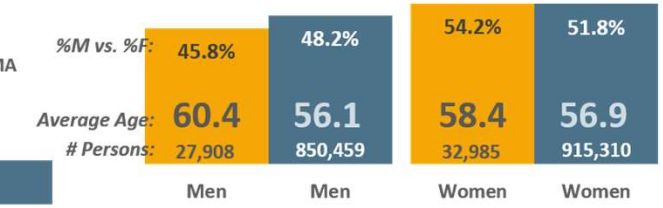


3.4% or 60,893 of WPB DMA Adults 25 or older Used JIFFY LUBE in the past 12 months.
Typical Adults 25 or older who Used JIFFY LUBE in the past 12 months are 59.4 years old (5.1% older than average) and have a $132,508 (20.5% higher than average) annual household income.

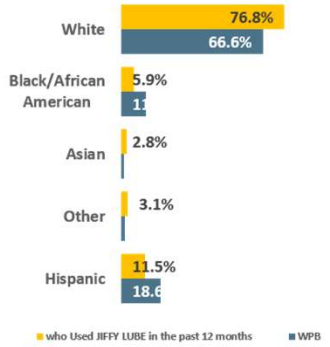
Percent of Market: Adults 25 or older



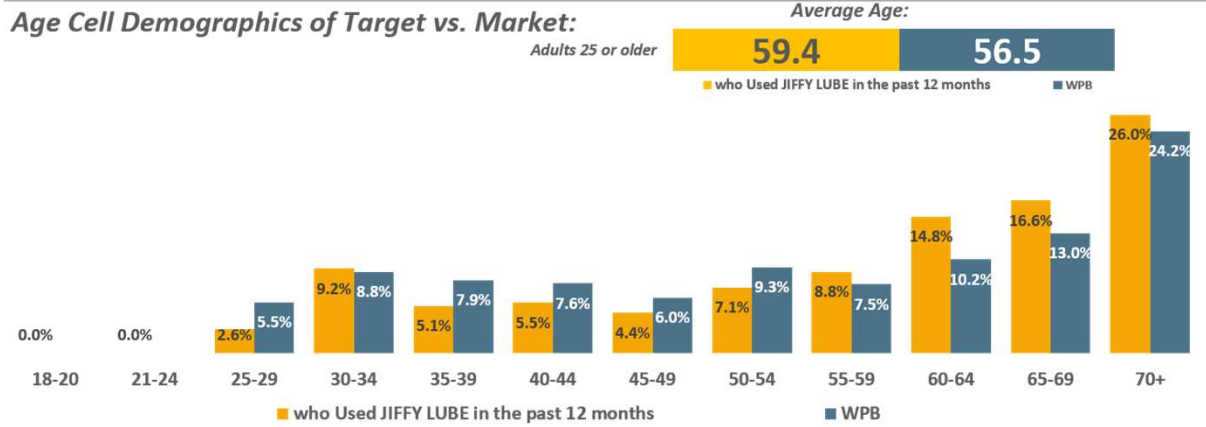
Gender of Target vs. Market: Adults 25 or older



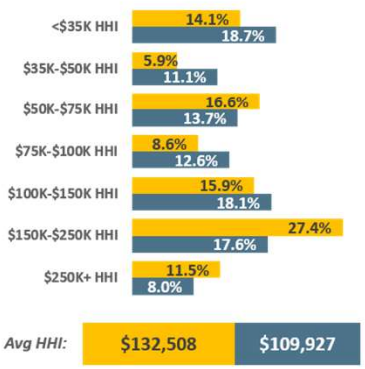
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



WPB DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 171

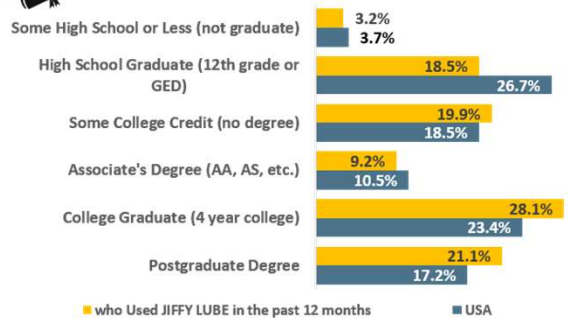
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

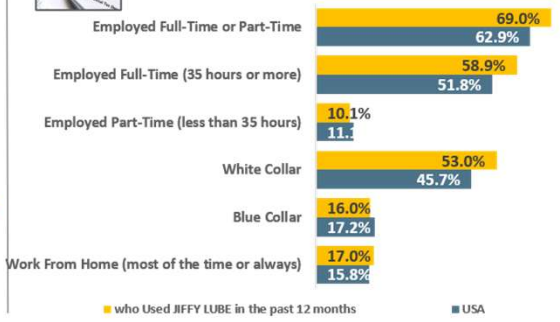


4.1% or 9,949,891 of USA DMA Adults 25 or older Used JIFFY LUBE in the past 12 months.
Adults 25 or older who Used JIFFY LUBE in the past 12 months are 21.3% more likely to be a college graduate, 13.7% more likely to work full-time, 3.9% more likely to be married, 9.5% more likely to be a parent of 1 or more children under 18.

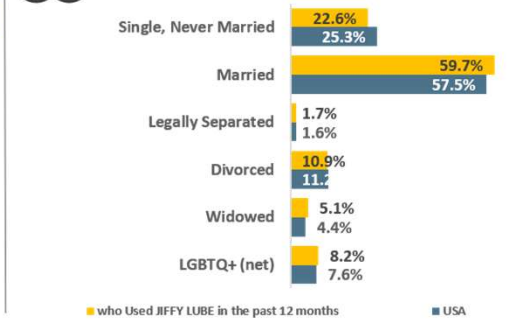
Education Levels: Adults 25 or older



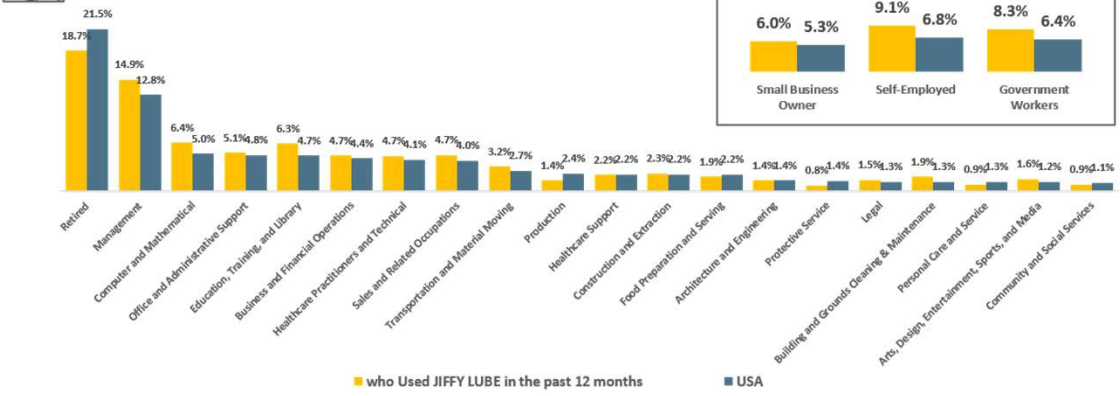
Employment: Adults 25 or older



Marital Status: Adults 25 or older

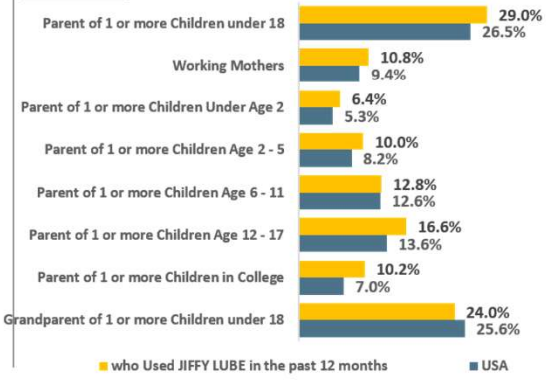


Top-20 Occupations: Adults 25 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 25 or older



USA USA Projection Scarborough R2 2025-26; Feb24-Aug26 Qual Intab 2,105

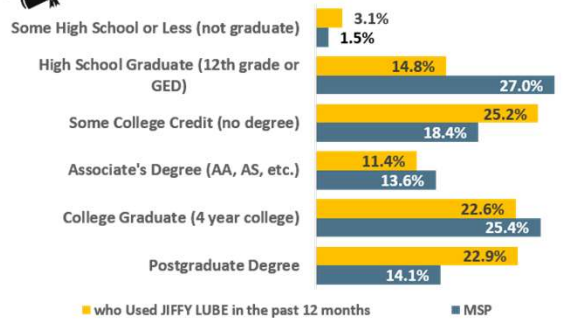
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

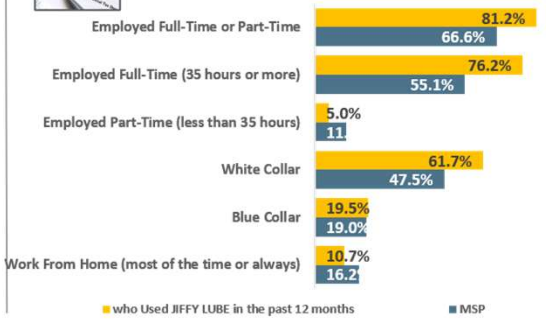


1.9% or 63,951 of MSP DMA Adults 25 or older Used JIFFY LUBE in the past 12 months.
Adults 25 or older who Used JIFFY LUBE in the past 12 months are 15.1% more likely to be a college graduate, 38.4% more likely to work full-time, 16.3% more likely to be married, 41.6% more likely to be a parent of 1 or more children under 18.

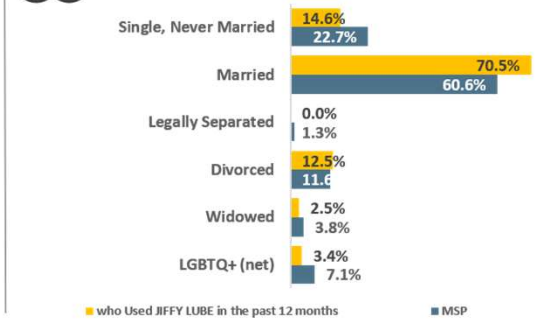
Education Levels: Adults 25 or older



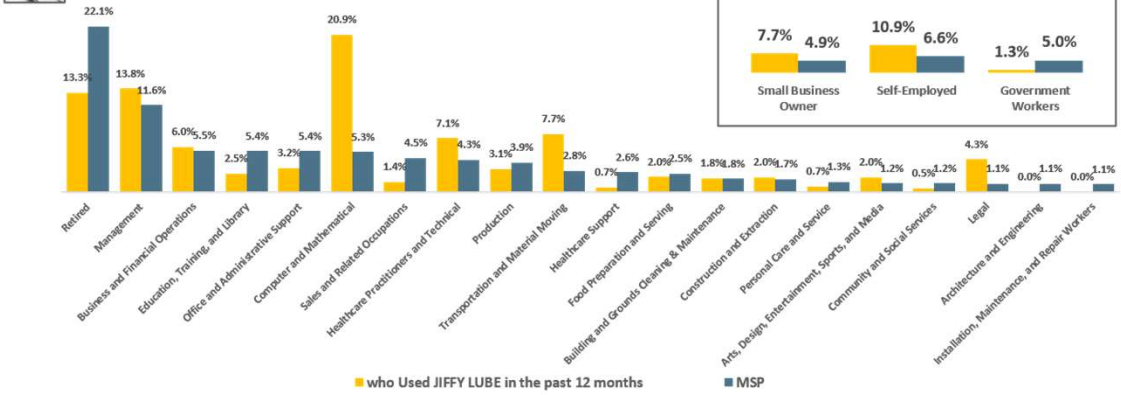
Employment: Adults 25 or older



Marital Status: Adults 25 or older

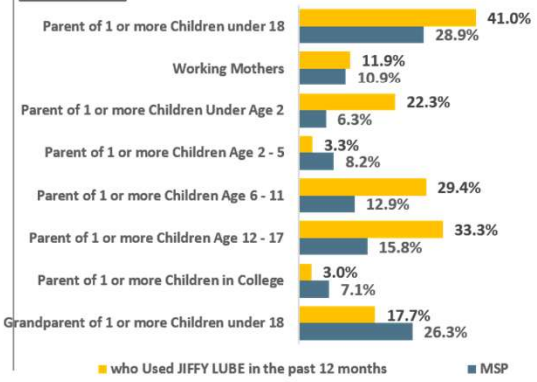


Top-20 Occupations: Adults 25 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 25 or older



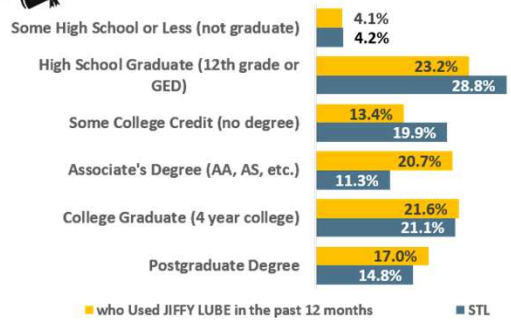
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

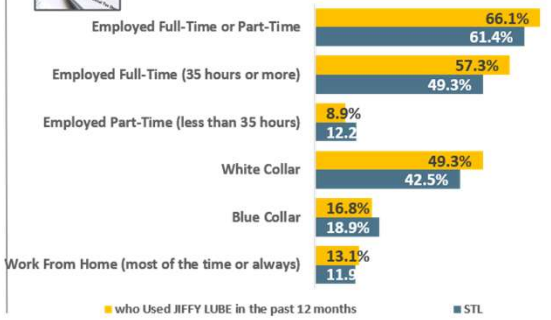


3.1% or 68,617 of STL DMA Adults 25 or older Used JIFFY LUBE in the past 12 months.
Adults 25 or older who Used JIFFY LUBE in the past 12 months are 7.7% more likely to be a college graduate, 16.2% more likely to work full-time, 10.4% less likely to be married, 16.9% more likely to be a parent of 1 or more children under 18.

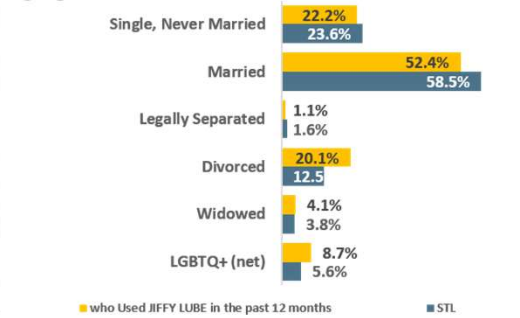
Education Levels: Adults 25 or older



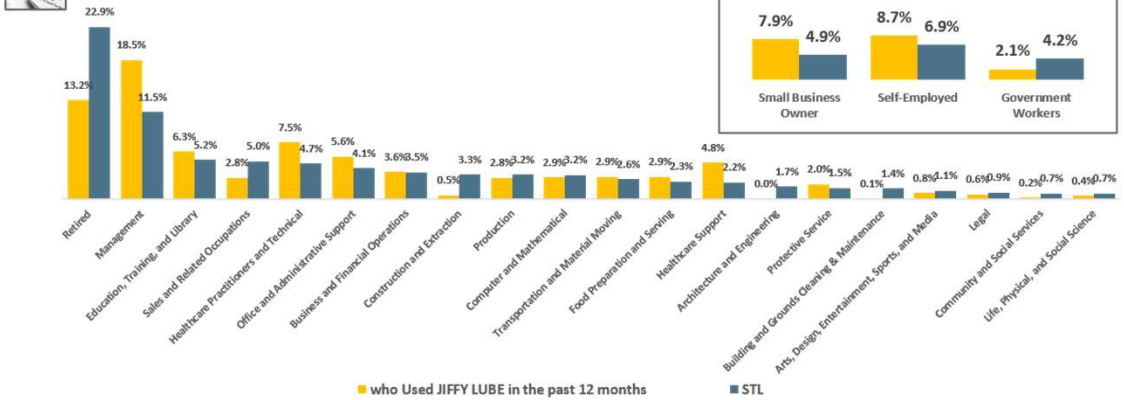
Employment: Adults 25 or older



Marital Status: Adults 25 or older

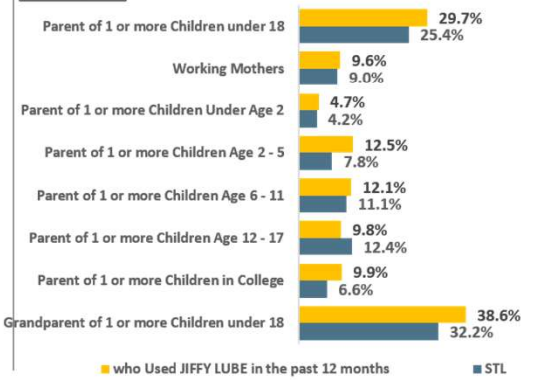


Top-20 Occupations: Adults 25 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 25 or older



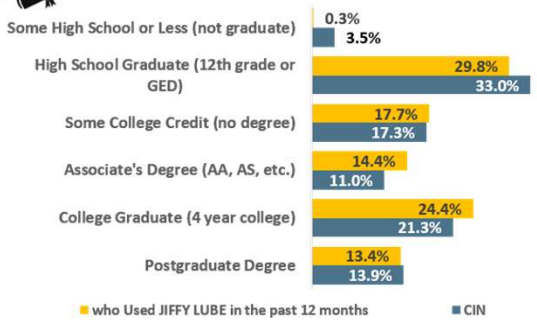
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

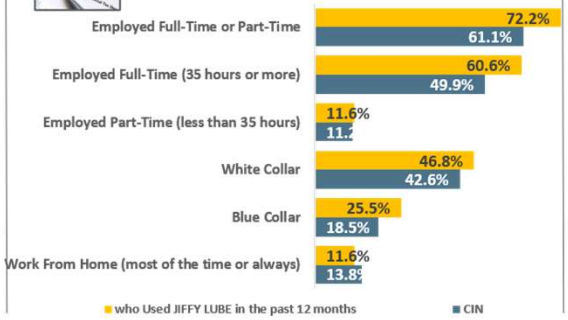


2.5% or 43,158 of CIN DMA Adults 25 or older Used JIFFY LUBE in the past 12 months.
Adults 25 or older who Used JIFFY LUBE in the past 12 months are 7.2% more likely to be a college graduate, 21.4% more likely to work full-time, 13.2% more likely to be married, 13.2% more likely to be a parent of 1 or more children under 18.

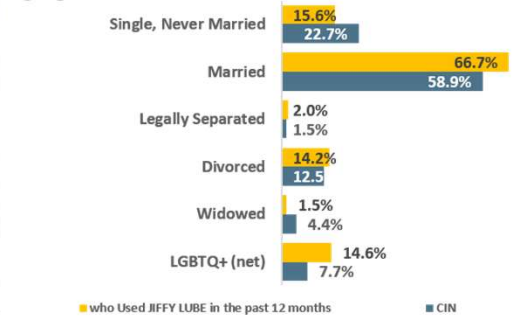
Education Levels: Adults 25 or older



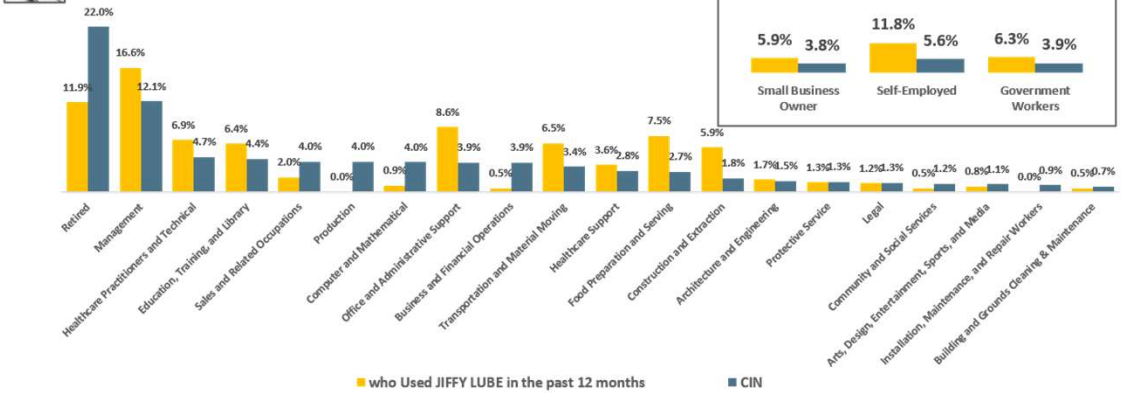
Employment: Adults 25 or older



Marital Status: Adults 25 or older

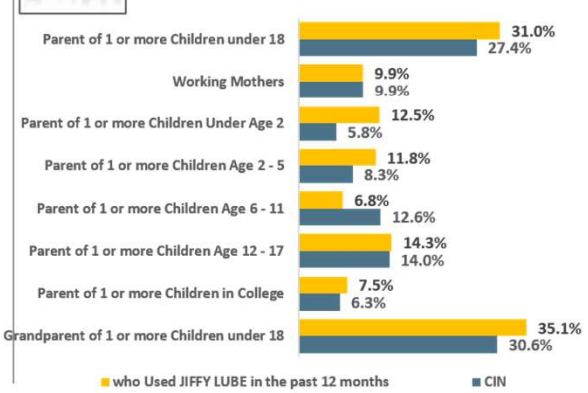


Top-20 Occupations: Adults 25 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 25 or older



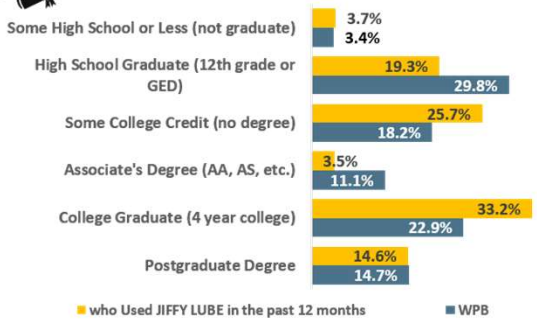
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

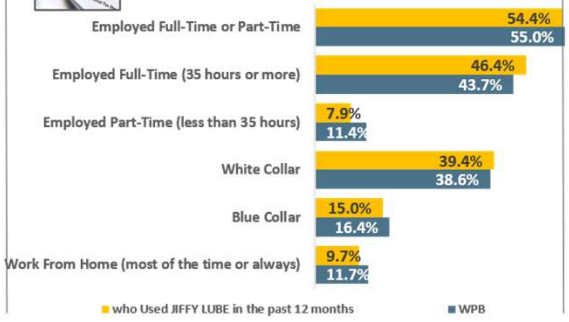


3.4% or 60,893 of WPB DMA Adults 25 or older Used JIFFY LUBE in the past 12 months.
Adults 25 or older who Used JIFFY LUBE in the past 12 months are 27.2% more likely to be a college graduate, 6.2% more likely to work full-time, 3.1% more likely to be married, 36.7% less likely to be a parent of 1 or more children under 18.

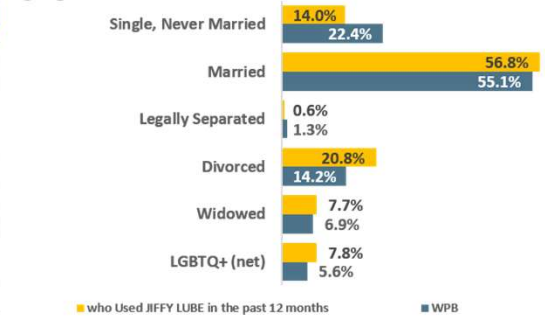
Education Levels: Adults 25 or older



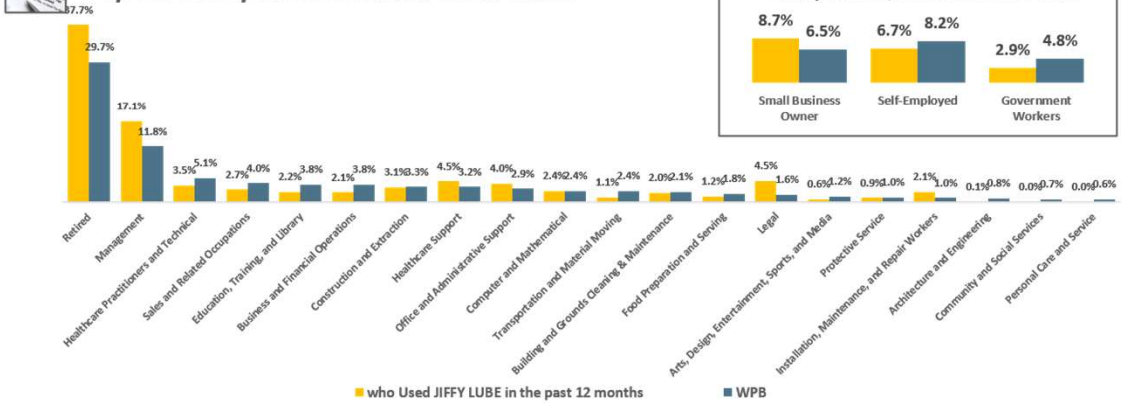
Employment: Adults 25 or older



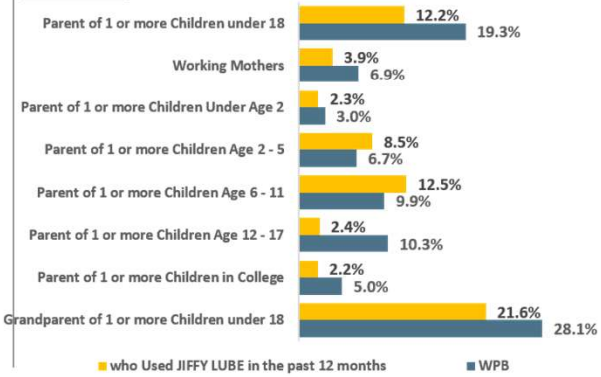
Marital Status: Adults 25 or older



Top-20 Occupations: Adults 25 or older



Stage in Life: Adults 25 or older



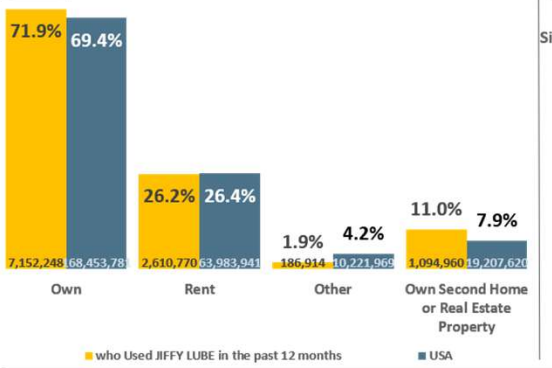
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

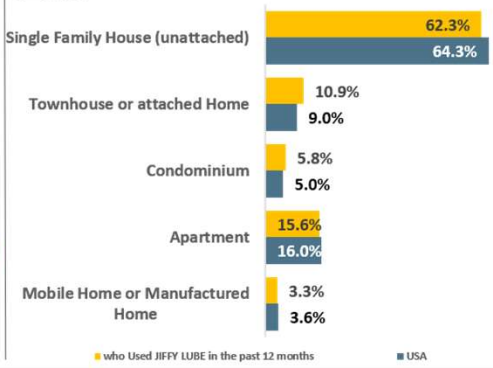


4.1% or 9,949,891 of USA DMA Adults 25 or older Used JIFFY LUBE in the past 12 months.
Adults 25 or older who Used JIFFY LUBE in the past 12 months are 3.5% more likely to own their home, 13.1% more likely to own a higher valued home, 3.1% less likely to have a single-family home, 16.% more likely to have a dog.

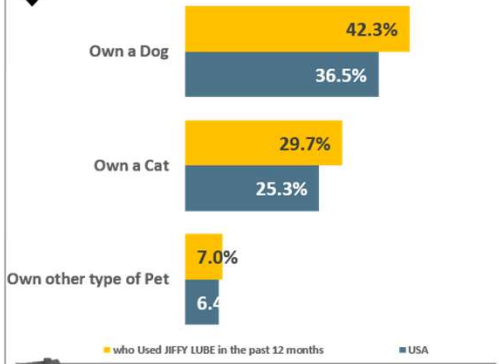
Own/Rent/Other: Adults 25 or older



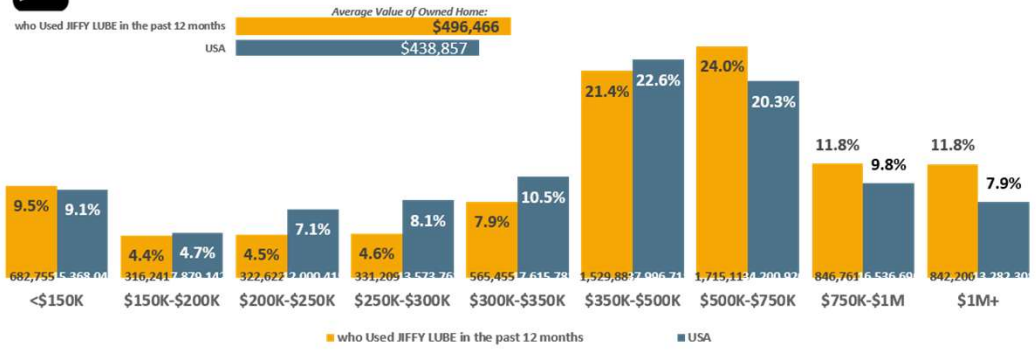
Type of Home: Adults 25 or older



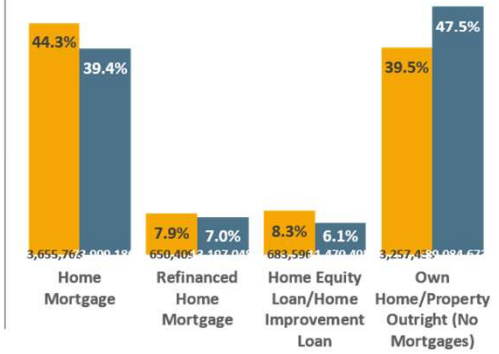
Pets in Home: Adults 25 or older



Value of Owned Home: Adults 25 or older



Home Loans: Adults 25 or older



USA *USA Projection* *Scarborough R2 2025-26: Feb24-Aug26* *Qual Intab* *2,105*

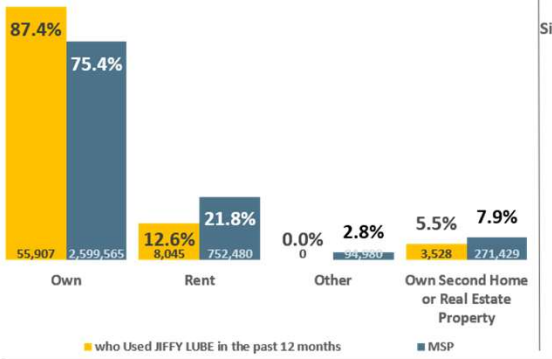
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

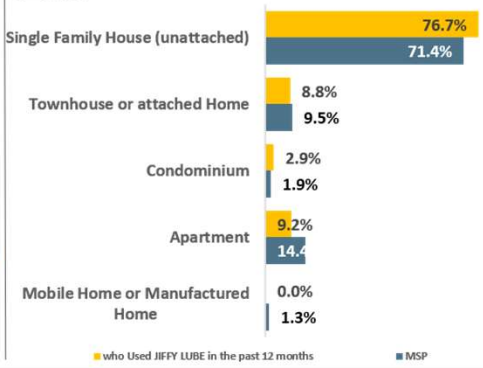


1.9% or 63,951 of MSP DMA Adults 25 or older Used JIFFY LUBE in the past 12 months.
Adults 25 or older who Used JIFFY LUBE in the past 12 months are 15.9% more likely to own their home, 28.4% more likely to own a higher valued home, 7.3% more likely to have a single-family home, 21.6% more likely to have a dog.

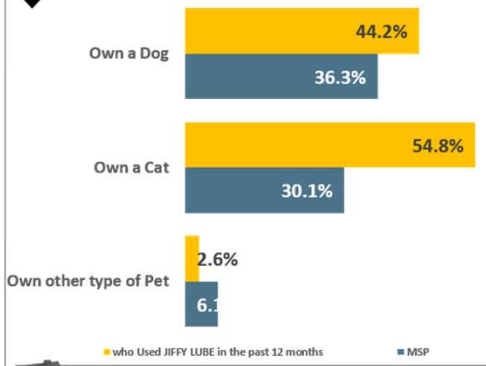
Own/Rent/Other: Adults 25 or older



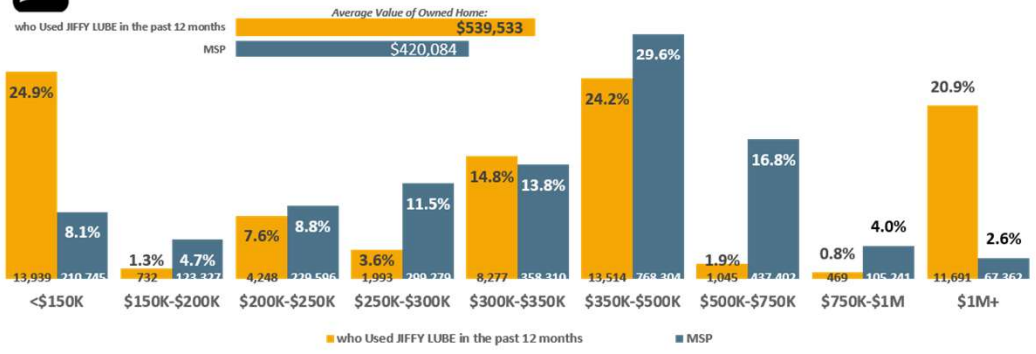
Type of Home: Adults 25 or older



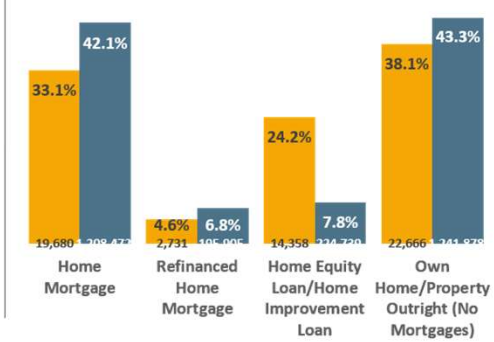
Pets in Home: Adults 25 or older



Value of Owned Home: Adults 25 or older



Home Loans: Adults 25 or older



MSP DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 58

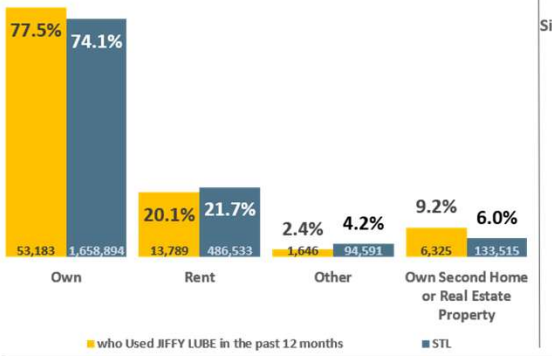
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

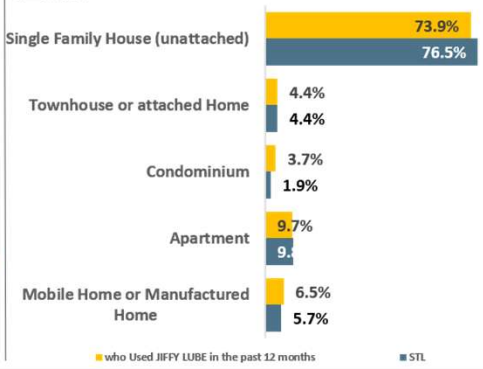


3.1% or 68,617 of STL DMA Adults 25 or older Used JIFFY LUBE in the past 12 months.
Adults 25 or older who Used JIFFY LUBE in the past 12 months are 4.7% more likely to own their home, 2.6% more likely to own a higher valued home, 3.4% less likely to have a single-family home, 17.8% more likely to have a dog.

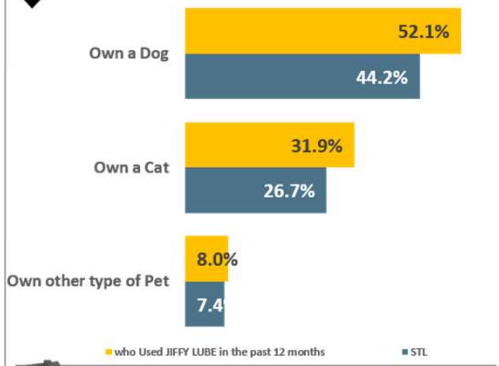
Own/Rent/Other: Adults 25 or older



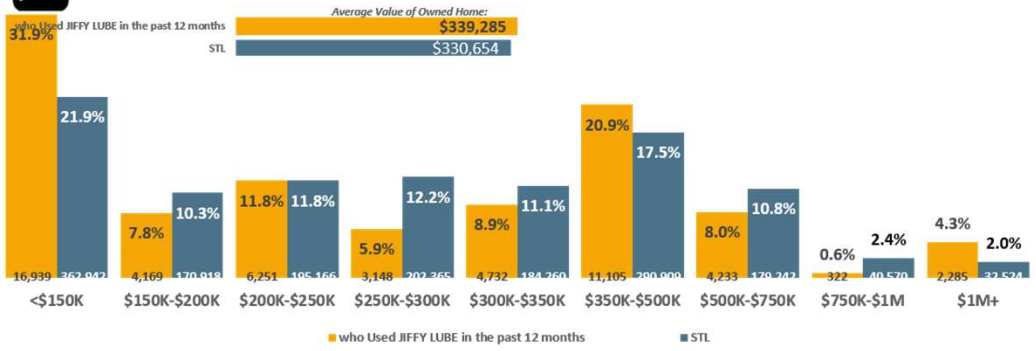
Type of Home: Adults 25 or older



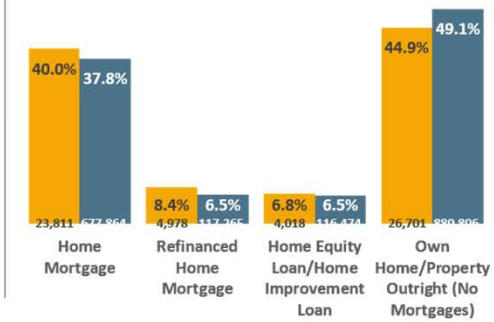
Pets in Home: Adults 25 or older



Value of Owned Home: Adults 25 or older



Home Loans: Adults 25 or older



STL DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 126

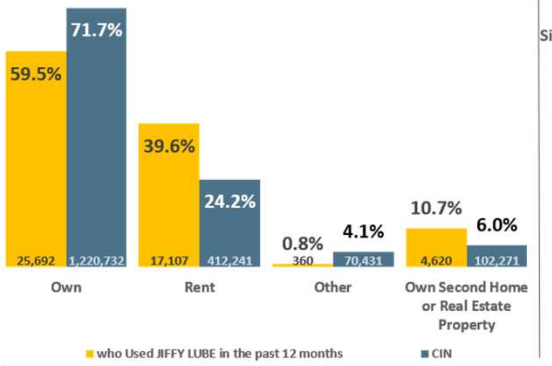
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

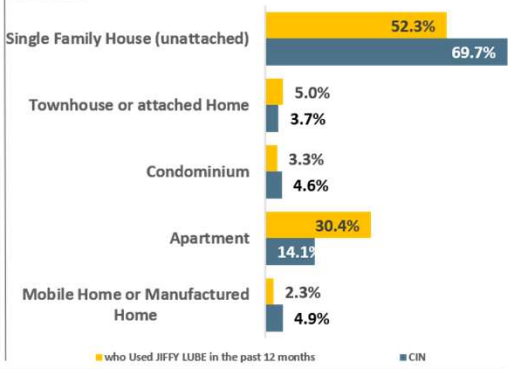


2.5% or 43,158 of CIN DMA Adults 25 or older Used JIFFY LUBE in the past 12 months.
Adults 25 or older who Used JIFFY LUBE in the past 12 months are 16.9% less likely to own their home, 2.9% more likely to own a higher valued home, 25.% less likely to have a single-family home, 30.7% more likely to have a dog.

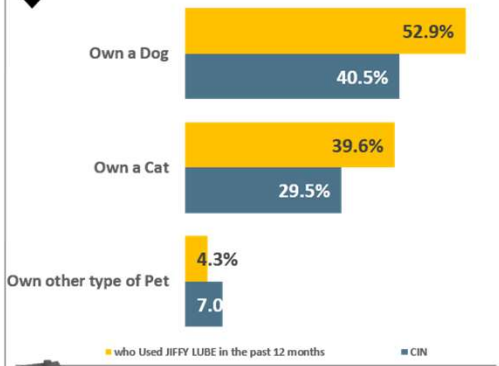
Own/Rent/Other: Adults 25 or older



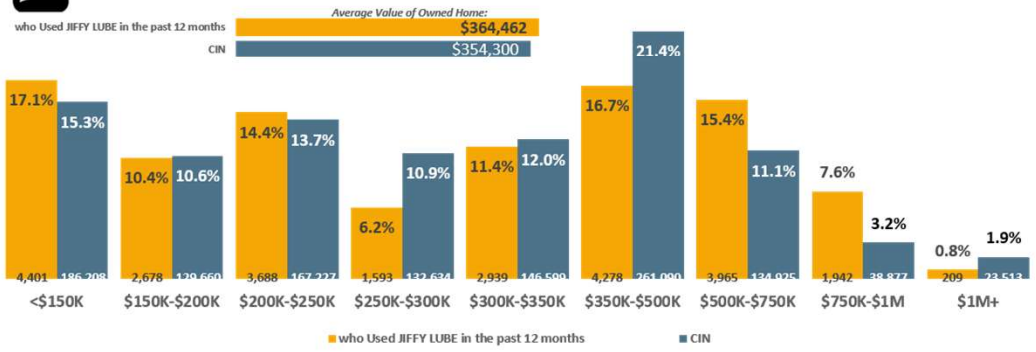
Type of Home: Adults 25 or older



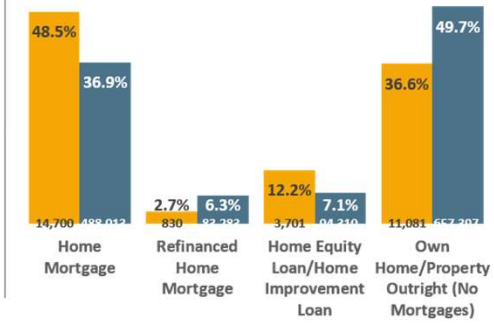
Pets in Home: Adults 25 or older



Value of Owned Home: Adults 25 or older



Home Loans: Adults 25 or older



CIN DMA Scarborough R2 2025-26: Sep24-Aug26 Qual Intab 95

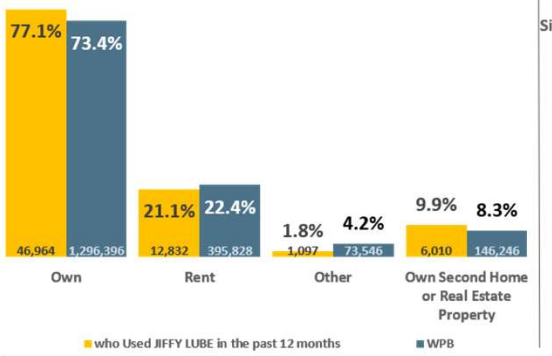
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

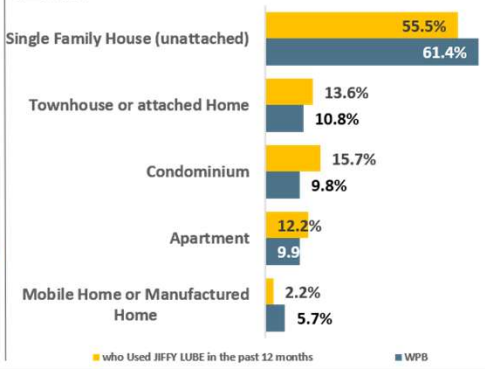


3.4% or 60,893 of WPB DMA Adults 25 or older Used JIFFY LUBE in the past 12 months.
Adults 25 or older who Used JIFFY LUBE in the past 12 months are 5.% more likely to own their home, 13.9% more likely to own a higher valued home, 9.7% less likely to have a single-family home, 47.2% more likely to have a dog.

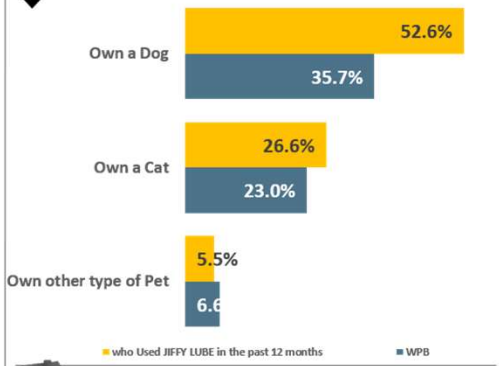
Own/Rent/Other: Adults 25 or older



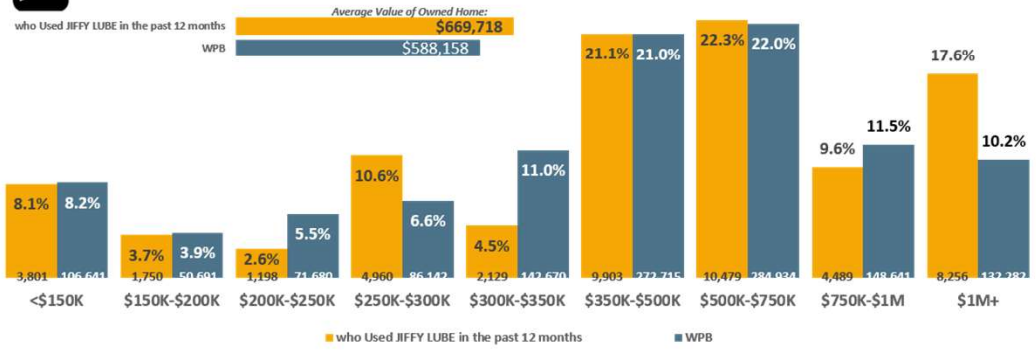
Type of Home: Adults 25 or older



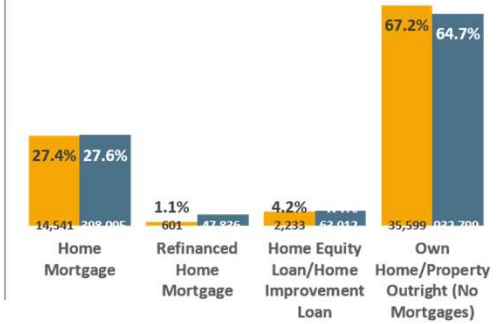
Pets in Home: Adults 25 or older



Value of Owned Home: Adults 25 or older



Home Loans: Adults 25 or older



WPB DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 171

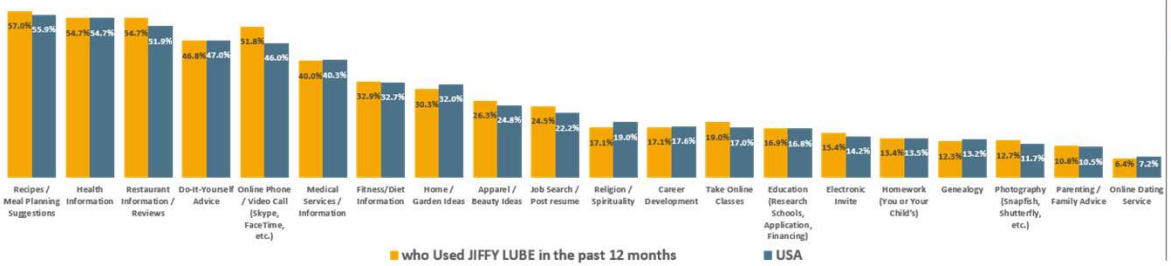
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

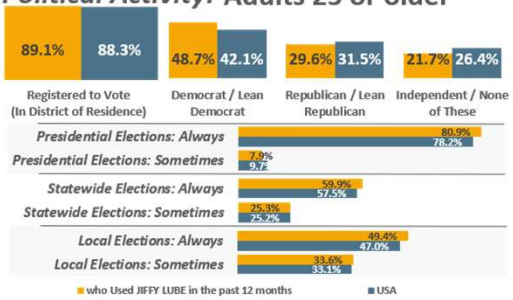


4.1% or 9,949,891 of USA DMA Adults 25 or older Used JIFFY LUBE in the past 12 months.
Adults 25 or older who Used JIFFY LUBE in the past 12 months are .5% less likely to look up D-I-Y advice online, 5.1% more likely to always vote in local elections, 17.1% more likely to belong to a gym, 19.7% more likely to fly domestic past yr.

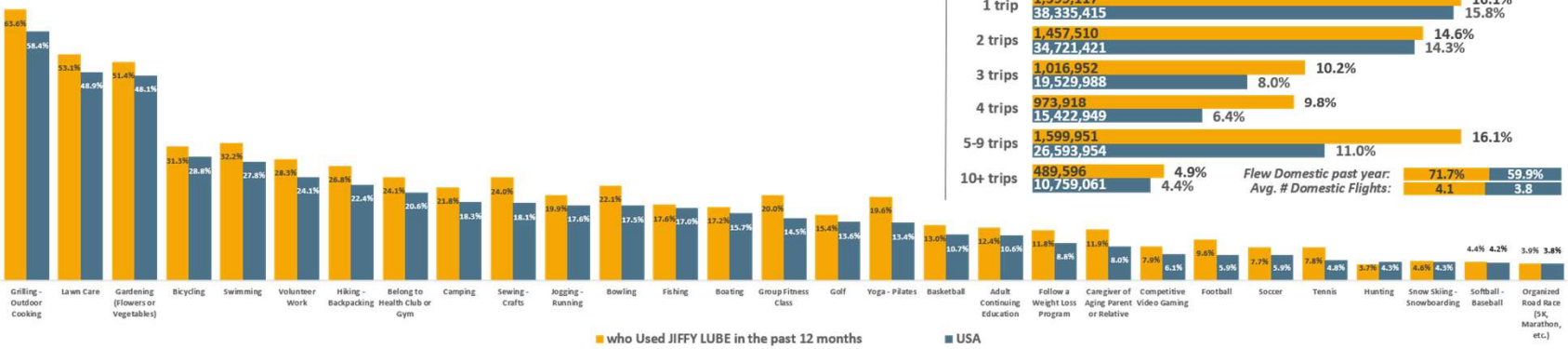
Top-20 past 30-days Online Lifestyle Activites: Adults 25 or older



Political Activity: Adults 25 or older



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



Past 12-months Domestic Airline Trips: Adults 25 or older

USA USA Projection Scarborough R2 2025-26: Feb24-Aug26 Qual Intab 2,105

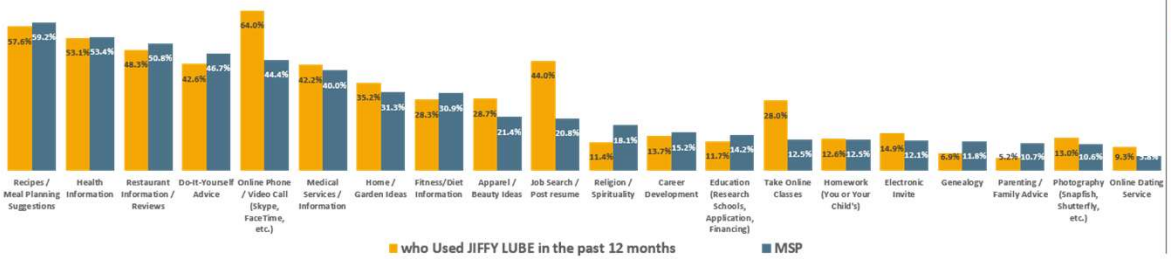
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

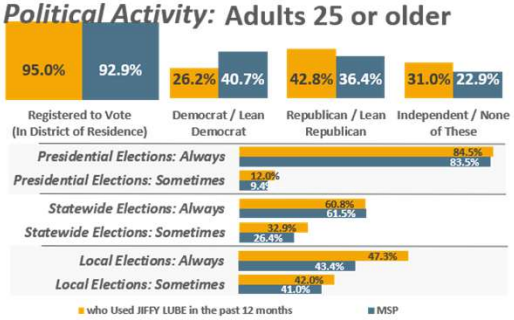


1.9% or 63,951 of MSP DMA Adults 25 or older Used JIFFY LUBE in the past 12 months.
Adults 25 or older who Used JIFFY LUBE in the past 12 months are 8.9% less likely to look up D-I-Y advice online, 8.9% more likely to always vote in local elections, 81.2% more likely to belong to a gym, 22.1% more likely to fly domestic past yr.

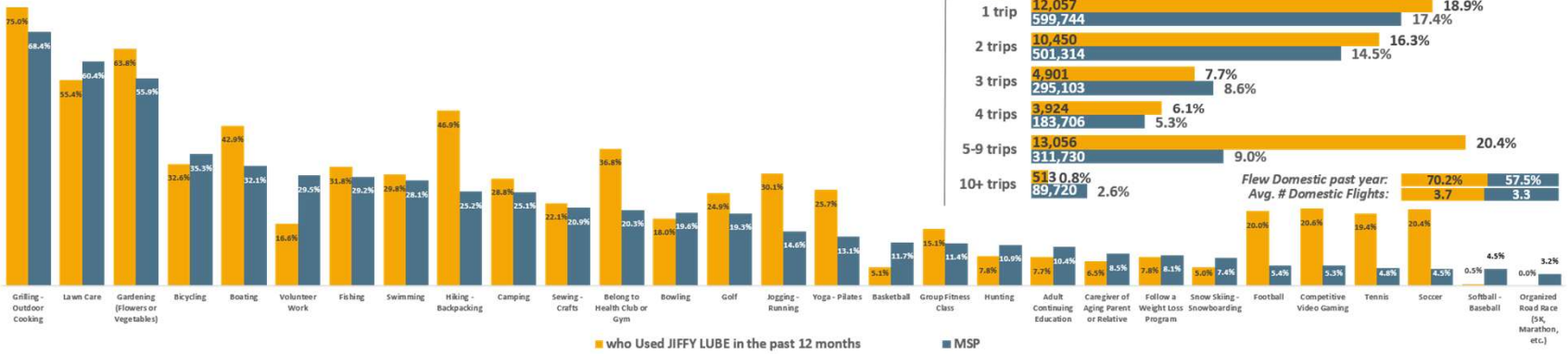
Top-20 past 30-days Online Lifestyle Activites: Adults 25 or older



Political Activity: Adults 25 or older



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



Past 12-months Domestic Airline Trips: Adults 25 or older

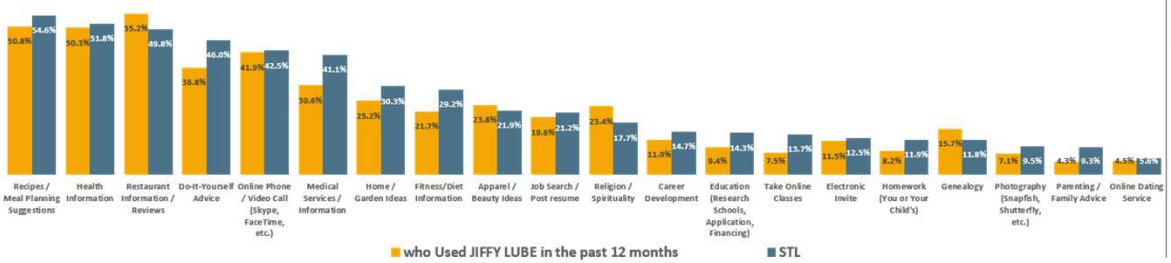
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

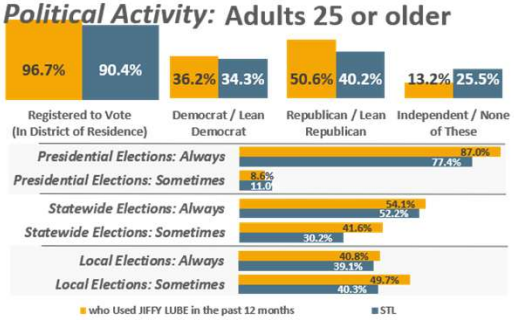


3.1% or 68,617 of STL DMA Adults 25 or older Used JIFFY LUBE in the past 12 months.
Adults 25 or older who Used JIFFY LUBE in the past 12 months are 20.2% less likely to look up D-I-Y advice online, 4.4% more likely to always vote in local elections, 7.7% less likely to belong to a gym, 45.2% more likely to fly domestic past yr.

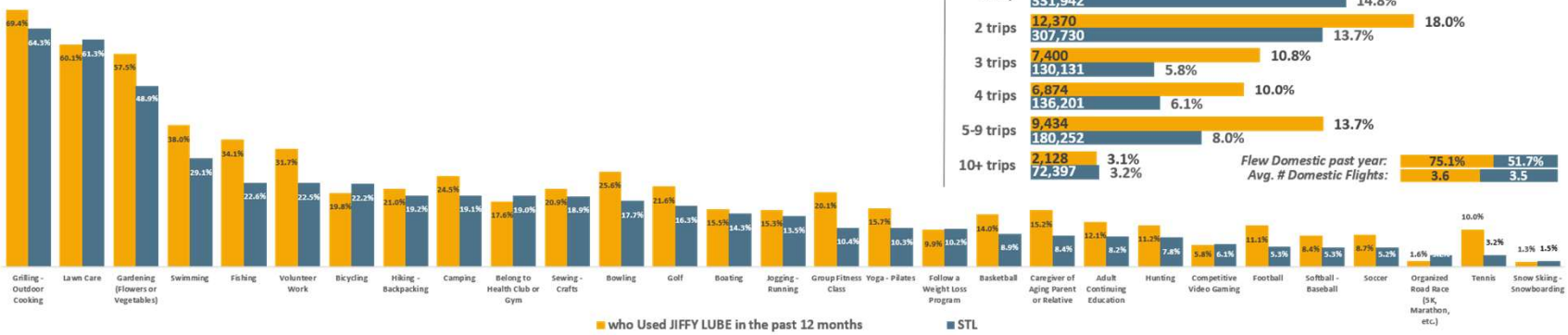
Top-20 past 30-days Online Lifestyle Activites: Adults 25 or older



Political Activity: Adults 25 or older



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



Past 12-months Domestic Airline Trips: Adults 25 or older

STL DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 126

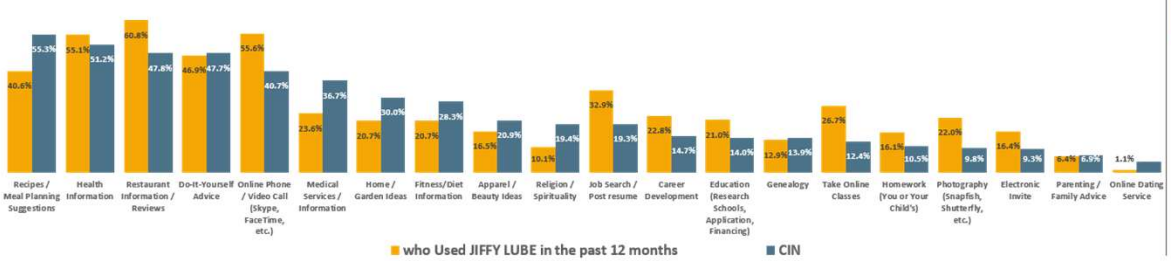
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

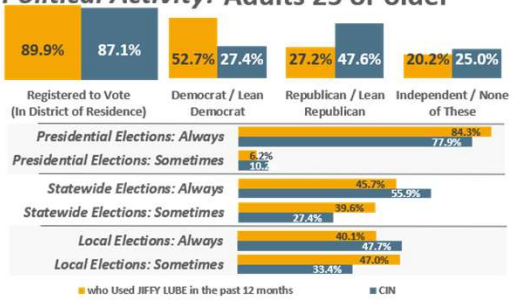


2.5% or 43,158 of CIN DMA Adults 25 or older Used JIFFY LUBE in the past 12 months.
Adults 25 or older who Used JIFFY LUBE in the past 12 months are 1.7% less likely to look up D-I-Y advice online, 16.% less likely to always vote in local elections, 40.% less likely to belong to a gym, 45.6% more likely to fly domestic past yr.

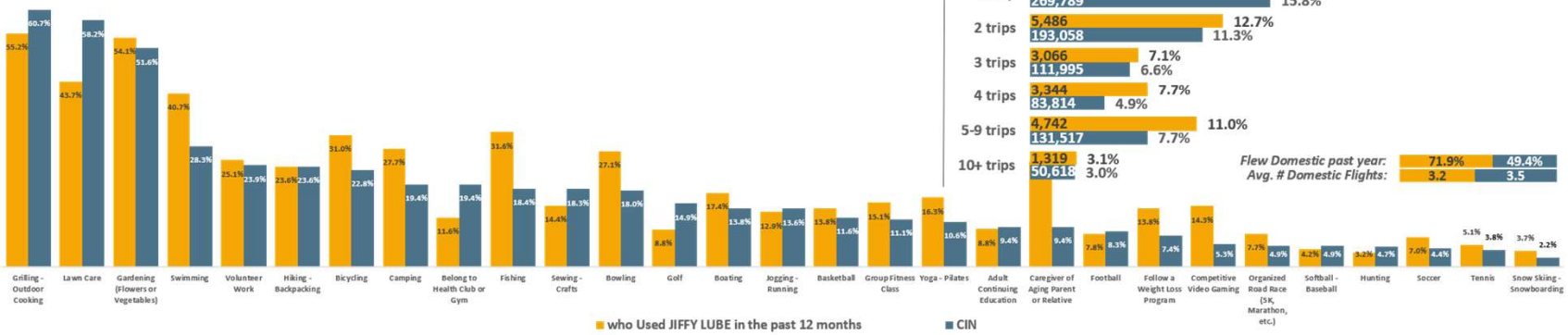
Top-20 past 30-days Online Lifestyle Activites: Adults 25 or older



Political Activity: Adults 25 or older



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



Past 12-months Domestic Airline Trips: Adults 25 or older

CIN DMA Scarborough R2 2025-26: Sep24-Aug26 Qual Intab 95

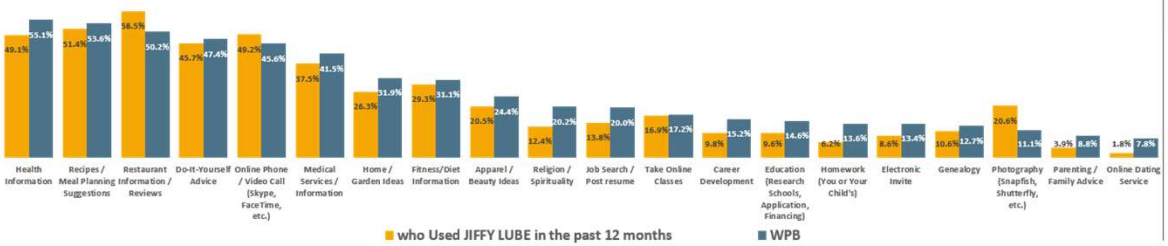
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

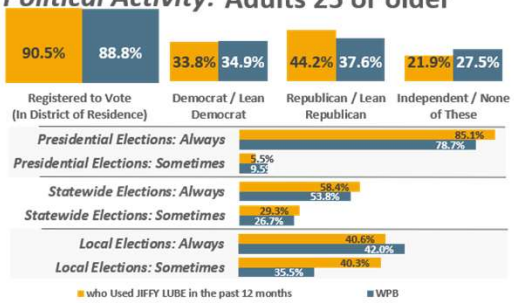


3.4% or 60,893 of WPB DMA Adults 25 or older Used JIFFY LUBE in the past 12 months.
Adults 25 or older who Used JIFFY LUBE in the past 12 months are 3.6% less likely to look up D-I-Y advice online, 3.3% less likely to always vote in local elections, 64.8% more likely to belong to a gym, 20.5% more likely to fly domestic past yr.

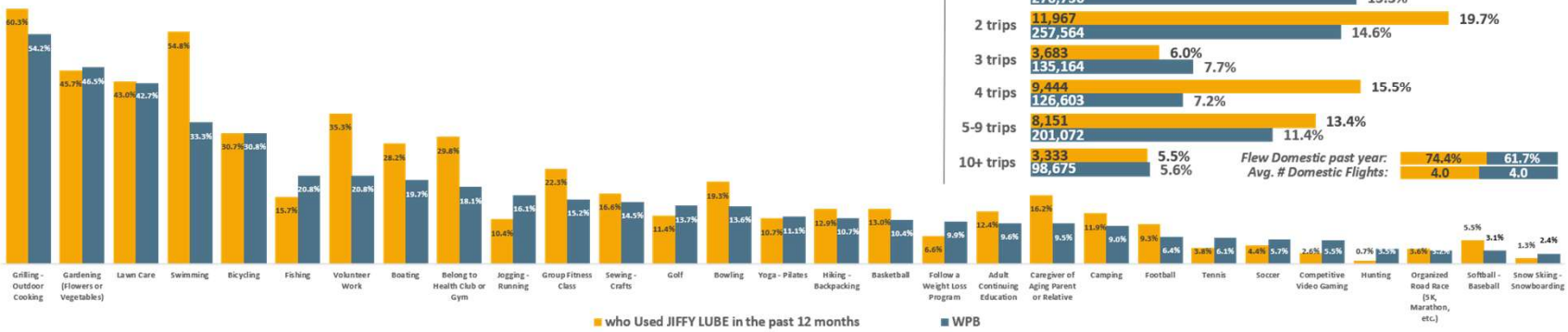
Top-20 past 30-days Online Lifestyle Activites: Adults 25 or older



Political Activity: Adults 25 or older



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



Past 12-months Domestic Airline Trips: Adults 25 or older

WPB DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 171

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



4.1% or 9,949,891 of USA DMA Adults 25 or older Used JIFFY LUBE in the past 12 months.
Adults 25 or older who Used JIFFY LUBE in the past 12 months are 9.2% more likely to use QSRs past mo., 12.3% more likely to use Sit-Down Restaurants past mo., 18.8% more likely to use Casinos past yr., 18.1% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 25 or older



Total Monthly QSR Users:
90.9% 9,047,981
83.3% 202,115,3 66

Avg. Monthly QSR Meals:
7.1
5.7

Past 30-days Sit-Down Restaurant Users: Adults 25 or older



Total Monthly Sit-Down Restaurant Users:
81.1% 8,067,094
72.2% 175,180,5 80

Avg. Monthly Sit-Down Restaurant Meals:
4.4
3.7

Top-10 Cuisines: Adults 25 or older

(Sit-Down Restaurants Used Past 30-days)



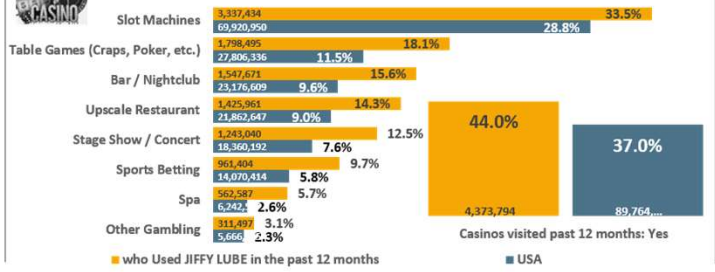
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who Used JIFFY LUBE in the past 12 months 2,960,401 29.8%
USA 45,287,01 7 18.7%

Drank Past 30-days: Adults 25 or older



Past 12 months Casino Activities: Adults 25 or older





Used Past 30-days: Adults 25 or older



USA *USA Projection* *Scarborough R2 2025-26: Feb24-Aug26* *Qual Intab* *2,105*

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



1.9% or 63,951 of MSP DMA Adults 25 or older Used JIFFY LUBE in the past 12 months.
Adults 25 or older who Used JIFFY LUBE in the past 12 months are 4.3% more likely to use QSRs past mo., 1.8% more likely to use Sit-Down Restaurants past mo., 18.9% more likely to use Casinos past yr., 135.5% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 25 or older



Total Monthly QSR Users:
87.1% 55,702
83.5% 2,878,544

Avg. Monthly QSR Meals:
8.1
5.3

Past 30-days Sit-Down Restaurant Users: Adults 25 or older



Total Monthly Sit-Down Restaurant Users:
74.6% 47,691
73.3% 2,526,099

Avg. Monthly Sit-Down Restaurant Meals:
4.1
3.2

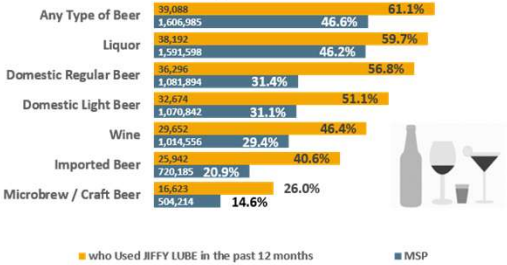
Top-10 Cuisines: Adults 25 or older

(Sit-Down Restaurants Used Past 30-days)



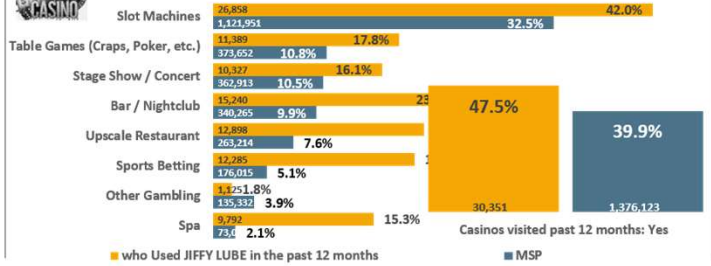
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who Used JIFFY LUBE in the past 12 months 9,383 14.7%
MSP 431,391 12.5%

Drank Past 30-days: Adults 25 or older



Past 12 months Casino Activities: Adults 25 or older





Used Past 30-days: Adults 25 or older



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



3.1% or 68,617 of STL DMA Adults 25 or older Used JIFFY LUBE in the past 12 months.
Adults 25 or older who Used JIFFY LUBE in the past 12 months are 10.9% more likely to use QSRs past mo., 20.6% more likely to use Sit-Down Restaurants past mo., 87.1% more likely to use Casinos past yr., 106.9% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 25 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



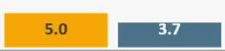
Past 30-days Sit-Down Restaurant Users: Adults 25 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 25 or older

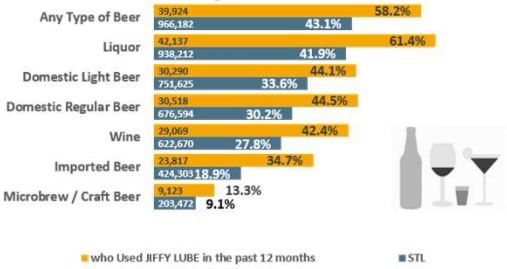
(Sit-Down Restaurants Used Past 30-days)



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

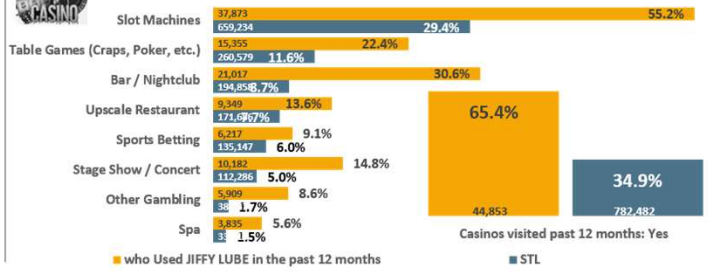


Drank Past 30-days: Adults 25 or older



Past 12 months Casino Activities: Adults 25 or older





Used Past 30-days: Adults 25 or older



STL DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 126

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



2.5% or 43,158 of CIN DMA Adults 25 or older Used JIFFY LUBE in the past 12 months.
Adults 25 or older who Used JIFFY LUBE in the past 12 months are 3.8% more likely to use QSRs past mo., 9.9% more likely to use Sit-Down Restaurants past mo., 35.8% more likely to use Casinos past yr., 57.7% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 25 or older



Total Monthly QSR Users: 88.4% 38,137 | 85.1% 1,450,018

Avg. Monthly QSR Meals: 8.2 | 6.2

Past 30-days Sit-Down Restaurant Users: Adults 25 or older



Total Monthly Sit-Down Restaurant Users: 82.7% 35,706 | 75.3% 1,781,965

Avg. Monthly Sit-Down Restaurant Meals: 4.3 | 4.0

Top-10 Cuisines: Adults 25 or older

(Sit-Down Restaurants Used Past 30-days)



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

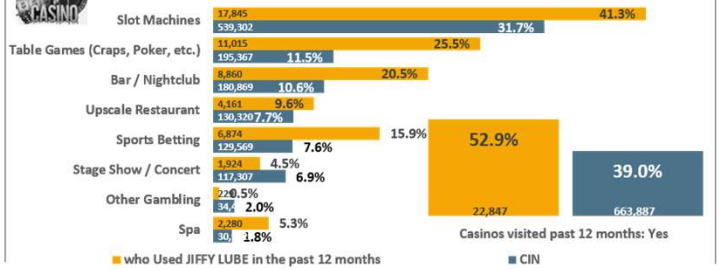
who Used JIFFY LUBE in the past 12 months	13,435	31.1%
CIN	292,229	17.2%

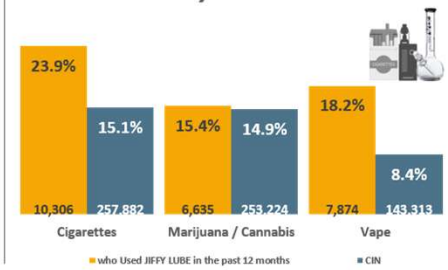
Drank Past 30-days: Adults 25 or older



Past 12 months Casino Activities: Adults 25 or older







Used Past 30-days: Adults 25 or older

CIN DMA Scarborough R2 2025-26: Sep24-Aug26 Qual Intab 95

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



3.4% or 60,893 of WPB DMA Adults 25 or older Used JIFFY LUBE in the past 12 months.
Adults 25 or older who Used JIFFY LUBE in the past 12 months are 9.9% more likely to use QSRs past mo., 16.1% more likely to use Sit-Down Restaurants past mo., 40.1% more likely to use Casinos past yr., 31.% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 25 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



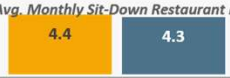
Past 30-days Sit-Down Restaurant Users: Adults 25 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 25 or older

(Sit-Down Restaurants Used Past 30-days)



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

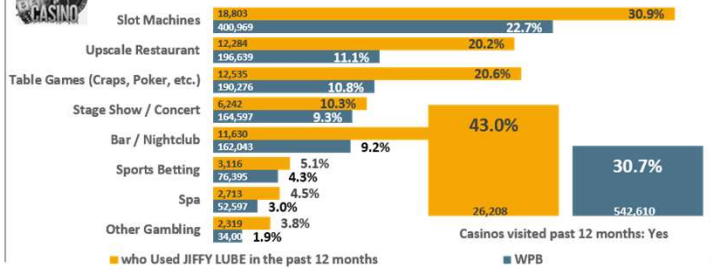


Drank Past 30-days: Adults 25 or older



Past 12 months Casino Activities: Adults 25 or older





Used Past 30-days: Adults 25 or older



WPB DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 171

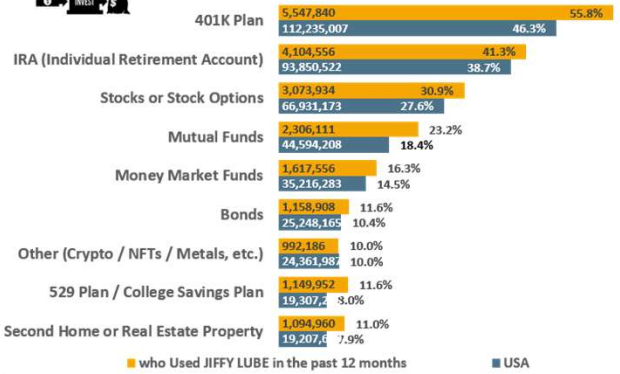
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

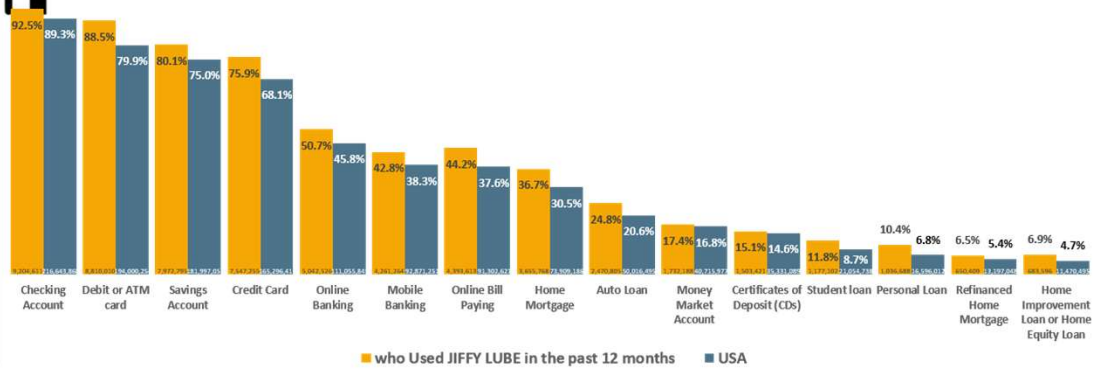


4.1% or 9,949,891 of USA DMA Adults 25 or older Used JIFFY LUBE in the past 12 months.
Adults 25 or older who Used JIFFY LUBE in the past 12 months are 20.6% more likely to have a 401K, 20.5% more likely to have an Auto Loan, 21.% more likely to Invest/Trade Stocks Online, 14.2% more likely to pay with their Debit Card.

Investments Owned: Adults 25 or older



Financial Services Has and/or Uses: Adults 25 or older

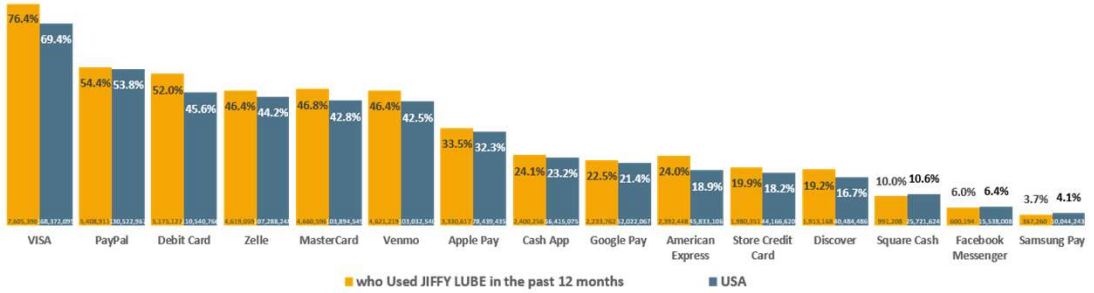


Professional Services Used:* Adults 25 or older



(*Past 12 Months)

Past 3-Months Payment Methods Used: Adults 25 or older



USA USA Projection Scarborough R2 2025-26: Feb24-Aug26 Qual Intab 2,105

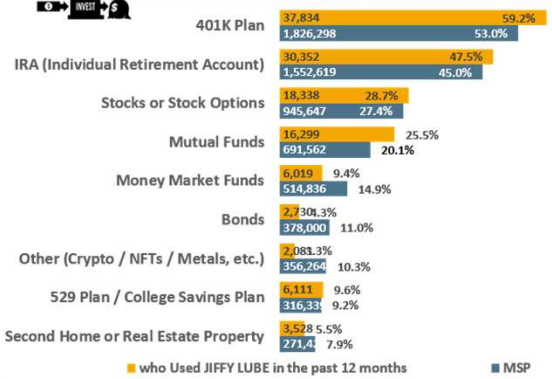
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

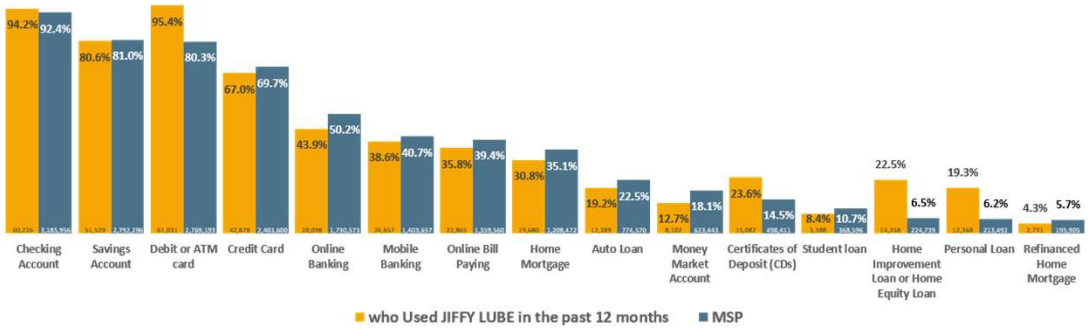


1.9% or 63,951 of MSP DMA Adults 25 or older Used JIFFY LUBE in the past 12 months.
Adults 25 or older who Used JIFFY LUBE in the past 12 months are 11.7% more likely to have a 401K, 14.5% less likely to have an Auto Loan, 46.6% more likely to Invest/Trade Stocks Online, 58.8% more likely to pay with their Debit Card.

Investments Owned: Adults 25 or older



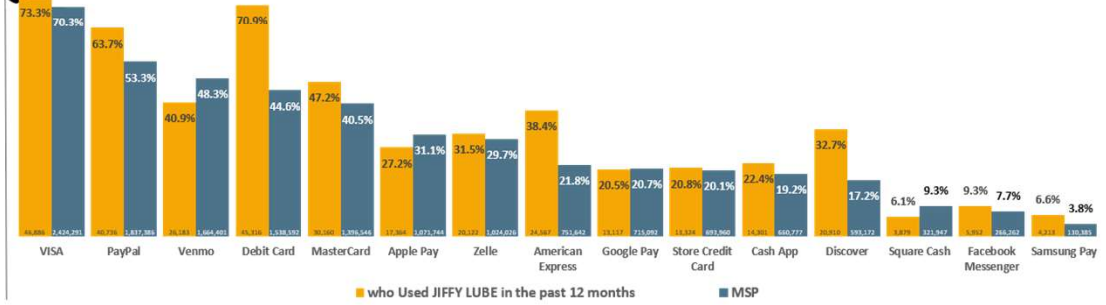
Financial Services Has and/or Uses: Adults 25 or older



Professional Services Used:* Adults 25 or older



Past 3-Months Payment Methods Used: Adults 25 or older



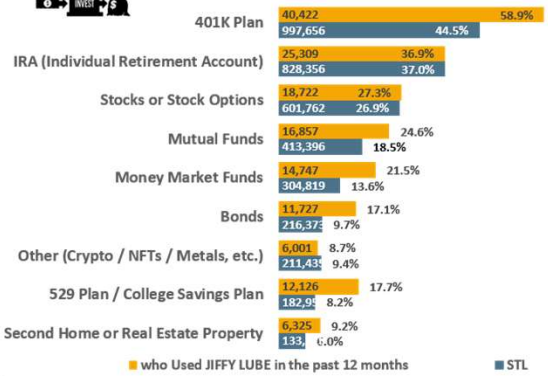
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

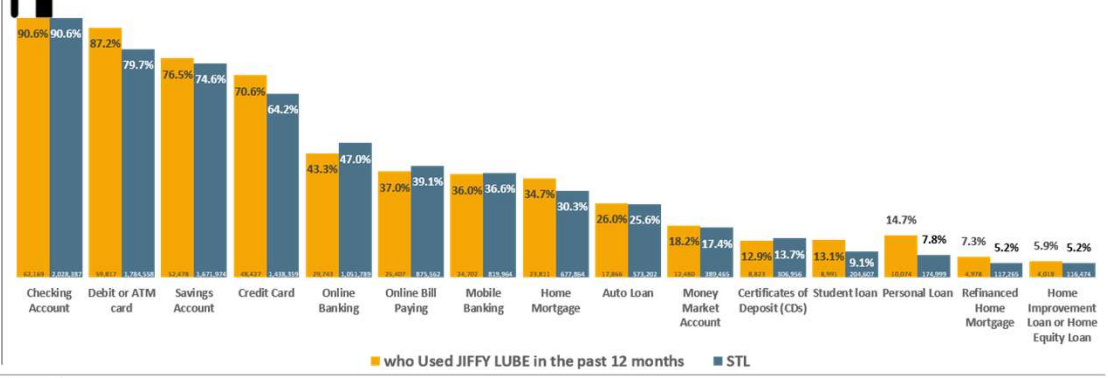


3.1% or 68,617 of STL DMA Adults 25 or older Used JIFFY LUBE in the past 12 months.
Adults 25 or older who Used JIFFY LUBE in the past 12 months are 32.3% more likely to have a 401K, 1.8% more likely to have an Auto Loan, 21.1% more likely to Invest/Trade Stocks Online, 17.8% more likely to pay with their Debit Card.

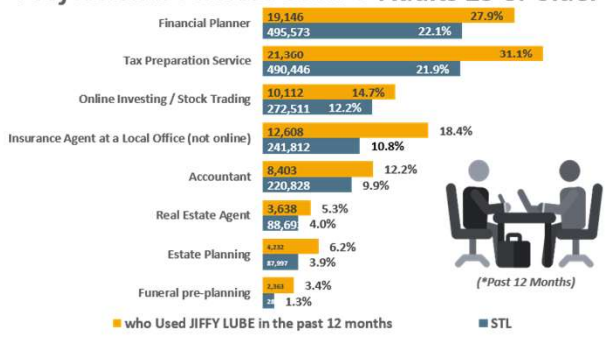
Investments Owned: Adults 25 or older



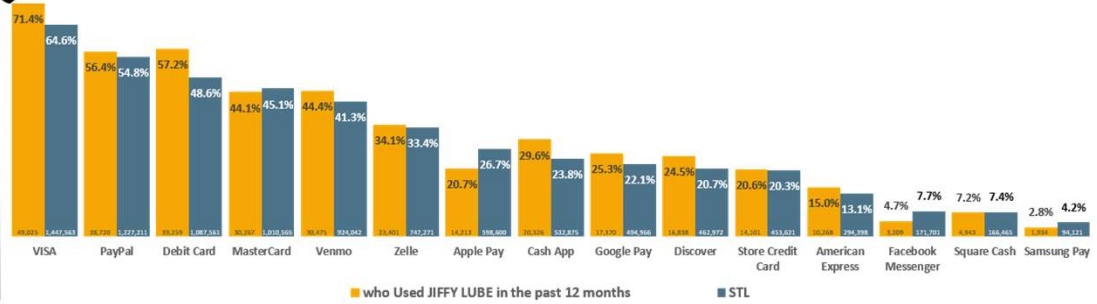
Financial Services Has and/or Uses: Adults 25 or older



Professional Services Used:* Adults 25 or older



Past 3-Months Payment Methods Used: Adults 25 or older



STL DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 126

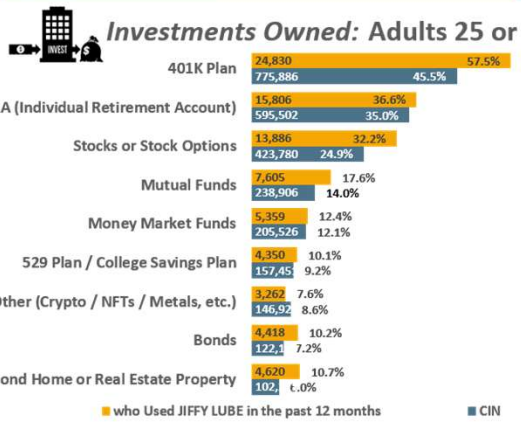
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

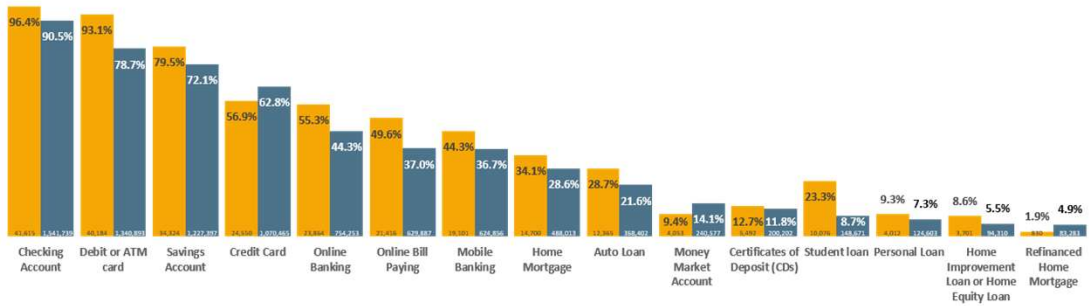


2.5% or 43,158 of CIN DMA Adults 25 or older Used JIFFY LUBE in the past 12 months.
Adults 25 or older who Used JIFFY LUBE in the past 12 months are 26.3% more likely to have a 401K, 32.5% more likely to have an Auto Loan, 80.2% more likely to Invest/Trade Stocks Online, 16.3% more likely to pay with their Debit Card.

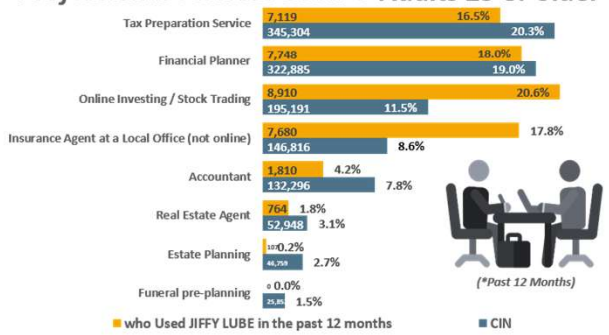
Investments Owned: Adults 25 or older



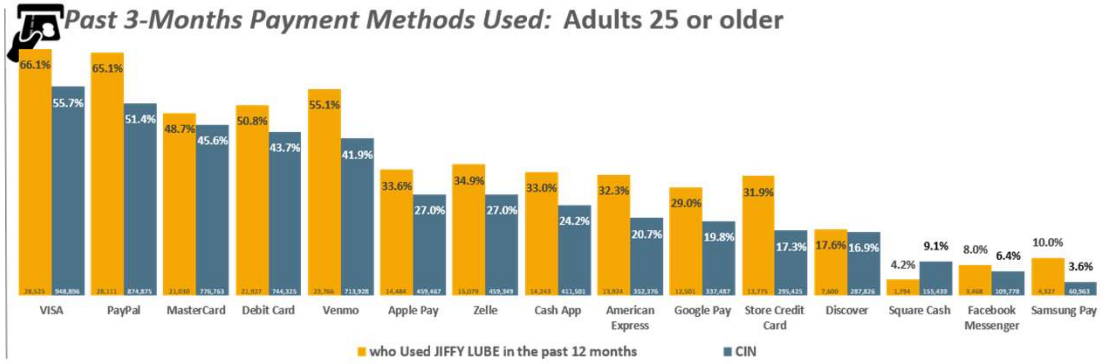
Financial Services Has and/or Uses: Adults 25 or older



Professional Services Used:* Adults 25 or older



Past 3-Months Payment Methods Used: Adults 25 or older



CIN DMA Scarborough R2 2025-26: Sep24-Aug26 Qual Intab 95

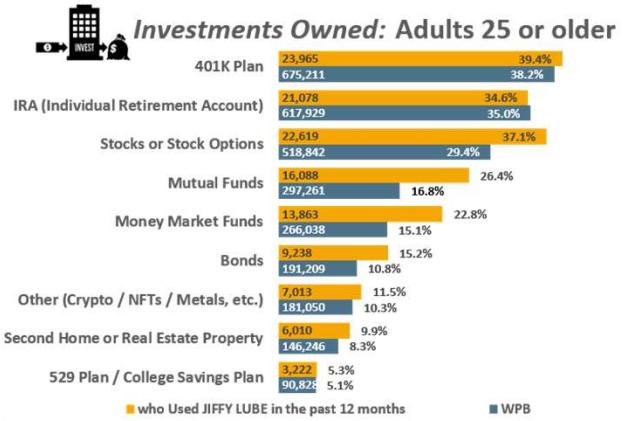
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

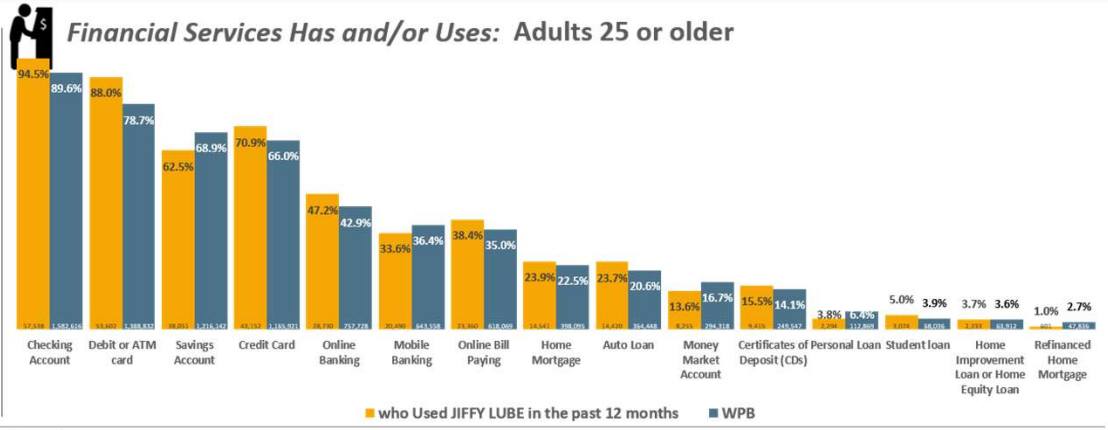


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Adults 25 or older who Used JIFFY LUBE in the past 12 months are 2.9% more likely to have a 401K, 14.7% more likely to have an Auto Loan, 23.5% more likely to Invest/Trade Stocks Online, 26.3% more likely to pay with their Debit Card.

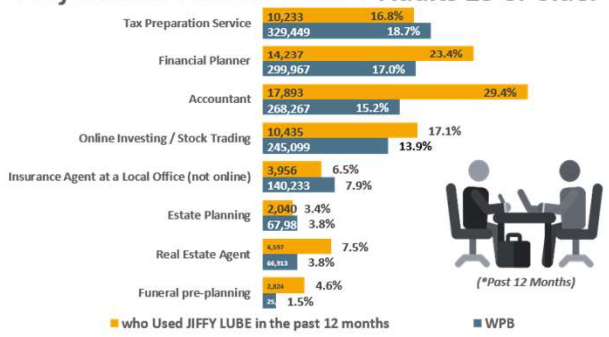
Investments Owned: Adults 25 or older



Financial Services Has and/or Uses: Adults 25 or older

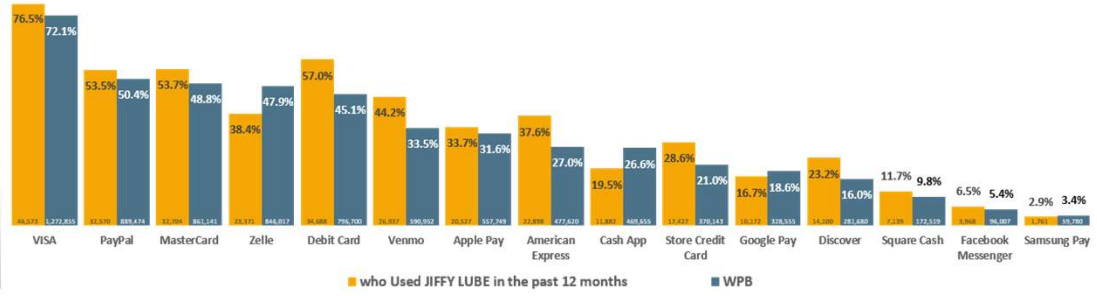


Professional Services Used:* Adults 25 or older



*(*Past 12 Months)*

Past 3-Months Payment Methods Used: Adults 25 or older



WPB DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 171

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



"Top Makes and Models Owned or Leased"

P25+ who Used JIFFY LUBE in the past 12 months (Top Vehicle Makes and Models Owned or Leased)



USA

P25+ who Used JIFFY LUBE in the past 12 months (Top Vehicle Makes and Models Owned or Leased)

P25+ USA (Top Vehicle Makes and Models Owned or Leased)

USA DMA Scarborough R2 202526: Feb24-Jul26 / Scarborough R1 2025: Feb24-Feb25 Qual Intab: 2105

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



"Top Makes and Models Owned or Leased"

P25+ who Used JIFFY LUBE in the past 12 months (Top Vehicle Makes and Models Owned or Leased)



MINNEAPOLIS-ST. PAUL

■ P25+ who Used JIFFY LUBE in the past 12 months (Top Vehicle Makes and Models Owned or Leased) ■ P25+ MINNEAPOLIS-ST. PAUL (Top Vehicle Makes and Models Owned or Leased)

MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2026: Aug25-Jul26 / Scarborough R2 2025: Aug24-Jul25 Qual Intab: 58

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



"Top Makes and Models Owned or Leased"

P25+ who Used JIFFY LUBE in the past 12 months (Top Vehicle Makes and Models Owned or Leased)

ST. LOUIS

■ P25+ who Used JIFFY LUBE in the past 12 months (Top Vehicle Makes and Models Owned or Leased) ■ P25+ ST. LOUIS (Top Vehicle Makes and Models Owned or Leased)

ST. LOUIS DMA Scarborough R2 2026: Aug25-Aug26 / Scarborough R2 2025: Aug24-Jul25 Qual Intab: 126

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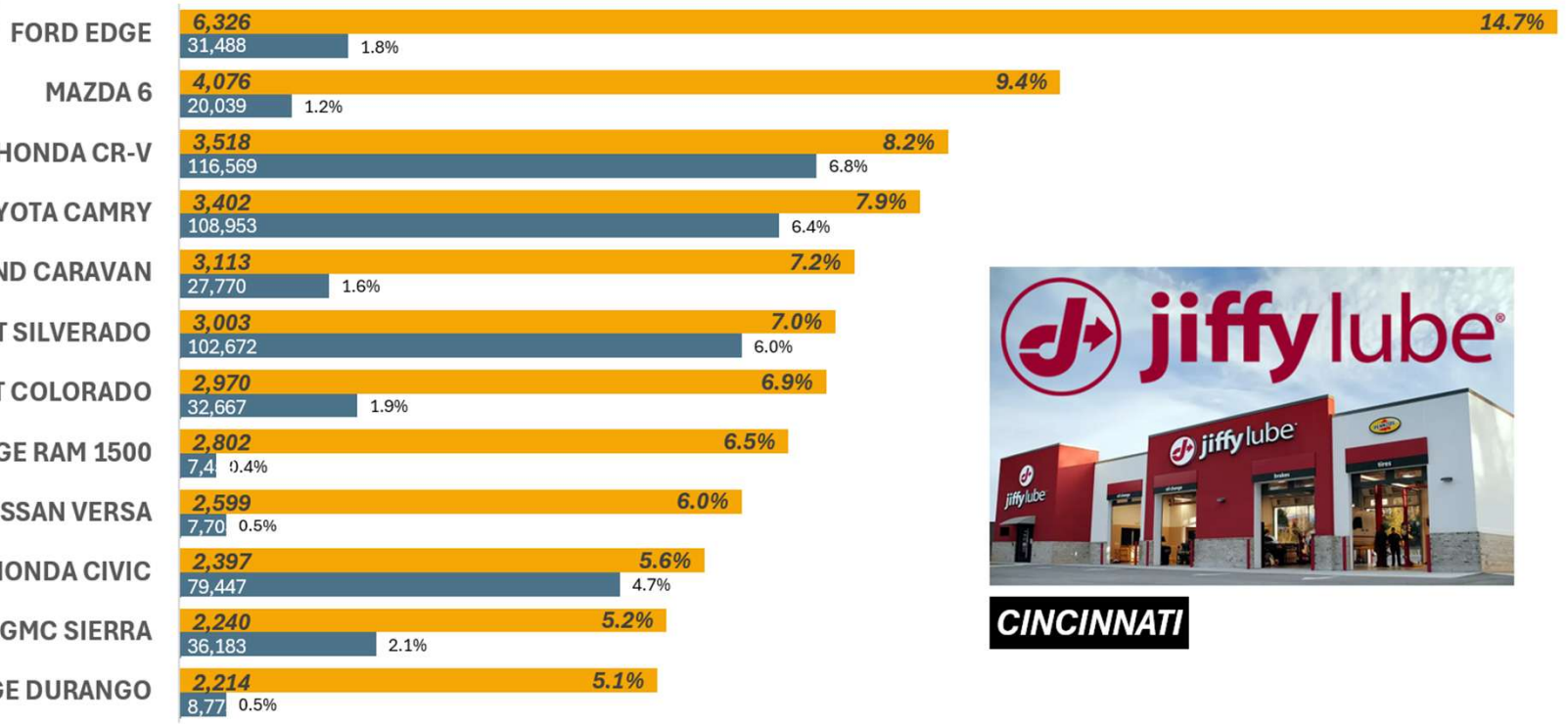
Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube



"Top Makes and Models Owned or Leased"

P25+ who Used JIFFY LUBE in the past 12 months (Top Vehicle Makes and Models Owned or Leased)





CINCINNATI

P25+ who Used JIFFY LUBE in the past 12 months (Top Vehicle Makes and Models Owned or Leased) ■ P25+ CINCINNATI (Top Vehicle Makes and Models Owned or Leased)

CINCINNATI DMA Scarborough R2 2026: Sep25-Aug26 / Scarborough R2 2025: Sep24-Jul25 Qual Intab:...

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



"Top Makes and Models Owned or Leased"

P25+ who Used JIFFY LUBE in the past 12 months (Top Vehicle Makes and Models Owned or Leased)



WEST PALM BEACH-BOCA RATON

■ P25+ who Used JIFFY LUBE in the past 12 months (Top Vehicle Makes and Models Owned or Leased) ■ P25+ WEST PALM BEACH-BOCA RATON (Top Vehicle Makes and Models Owned or Leased)

WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2026: Aug25-Jul26 / Scarborough R2 2025: Aug24-...

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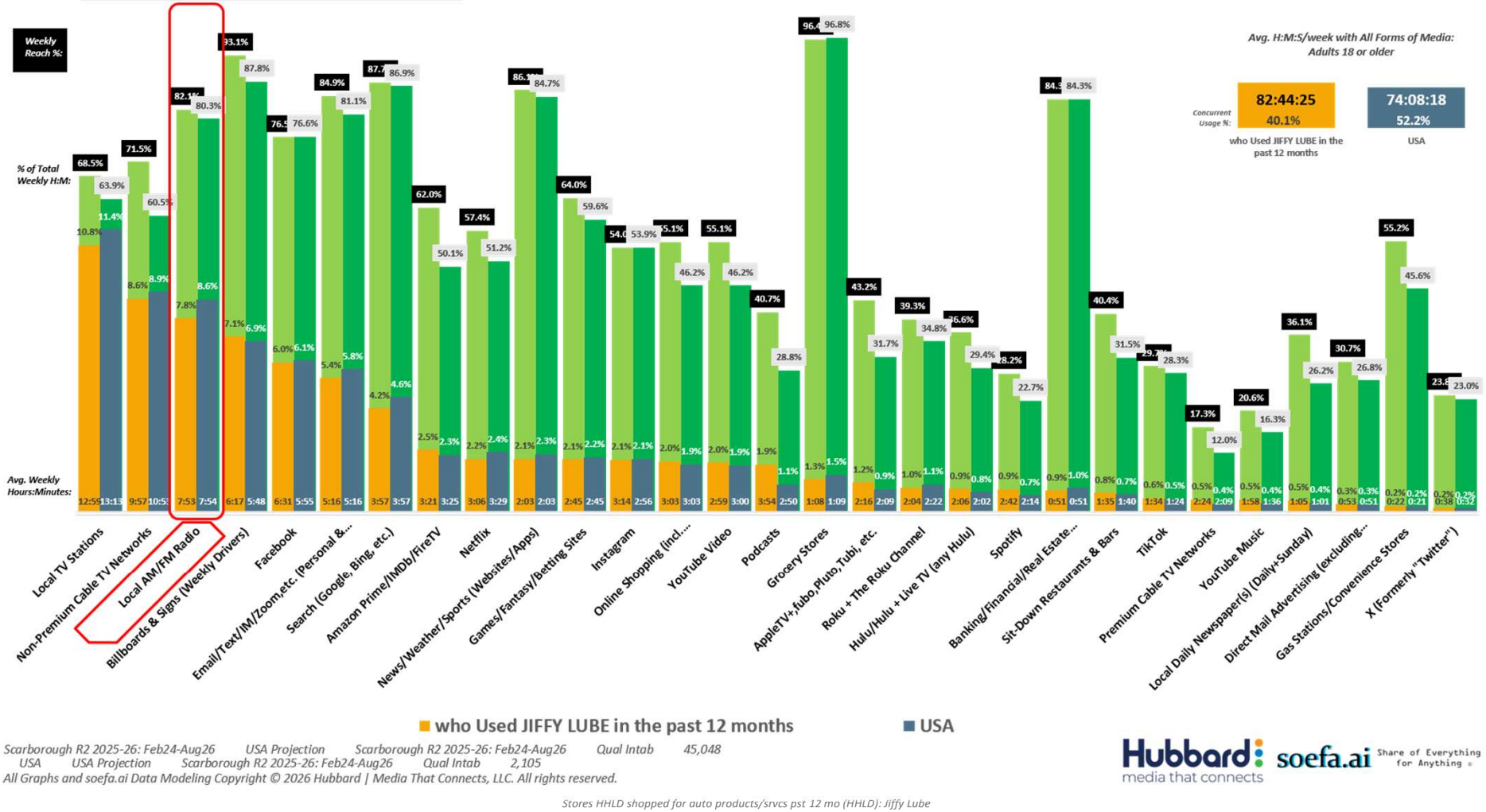
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube



Adults 25 or older who Used JIFFY LUBE in the past 12 months spend an average of 3 days, 10 hours, 44 minutes and 25 seconds each week with All Forms of Media.

82.1% of Adults 25 or older who Used JIFFY LUBE in the past 12 months spend an avg. of 7 hours and 53 minutes each week listening to All Local AM/FM Radio, representing 7.8% of total time spent with all forms of Media.

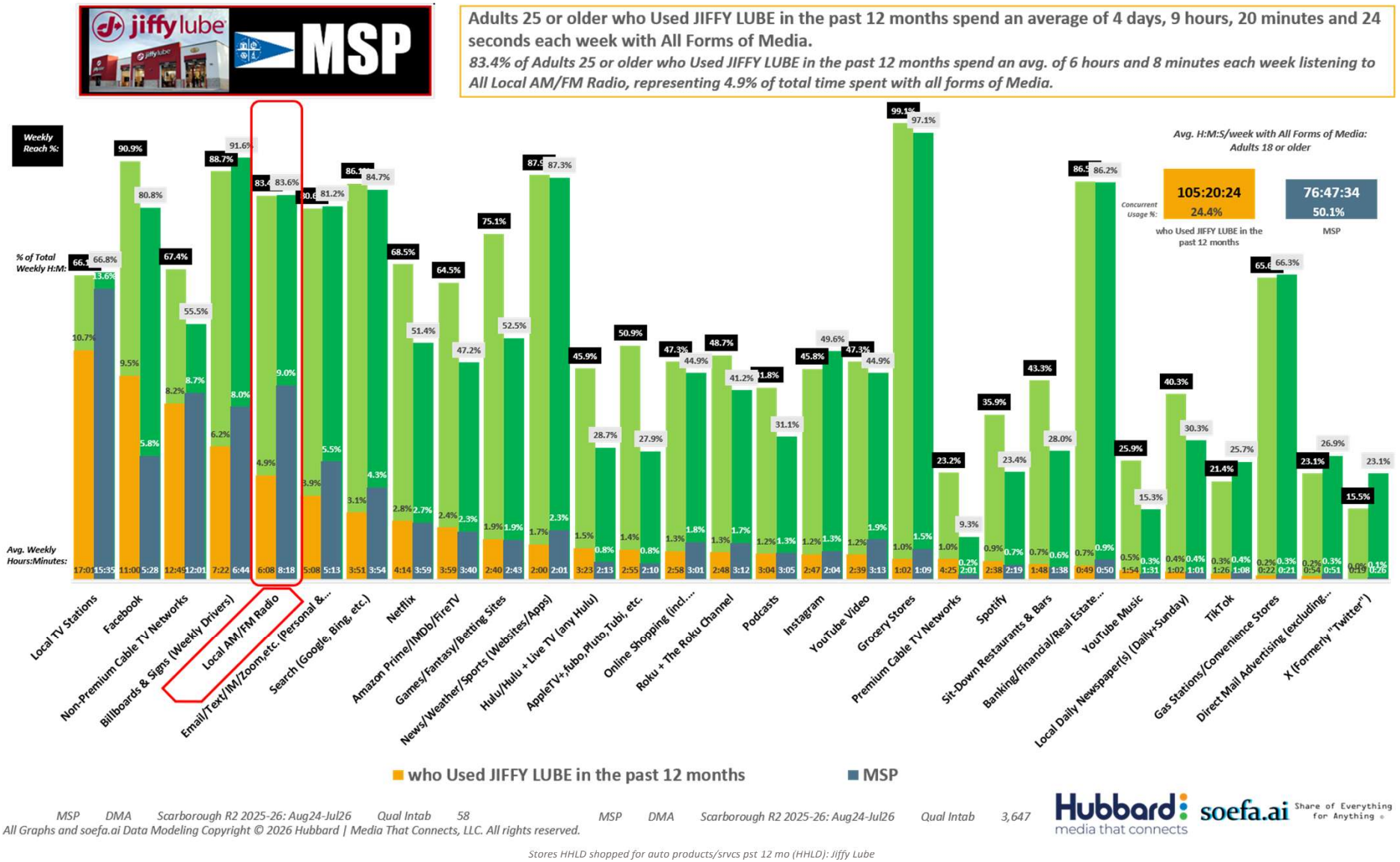


Scarborough R2 2025-26: Feb24-Aug26 USA Projection Scarborough R2 2025-26: Feb24-Aug26 Qual Intab 45,048
USA USA Projection Scarborough R2 2025-26: Feb24-Aug26 Qual Intab 2,105

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

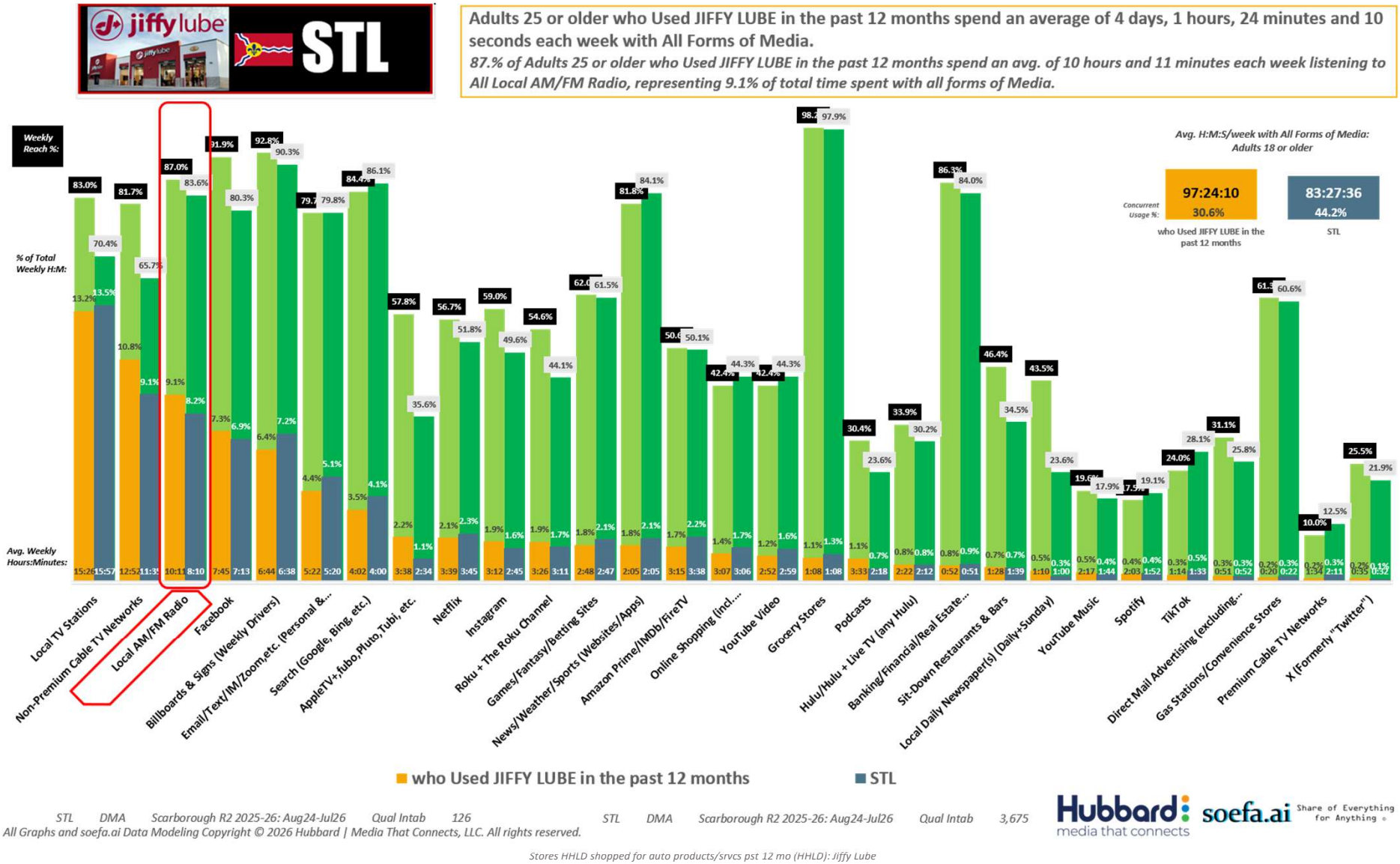


MSP DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 58 MSP DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 3,647

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

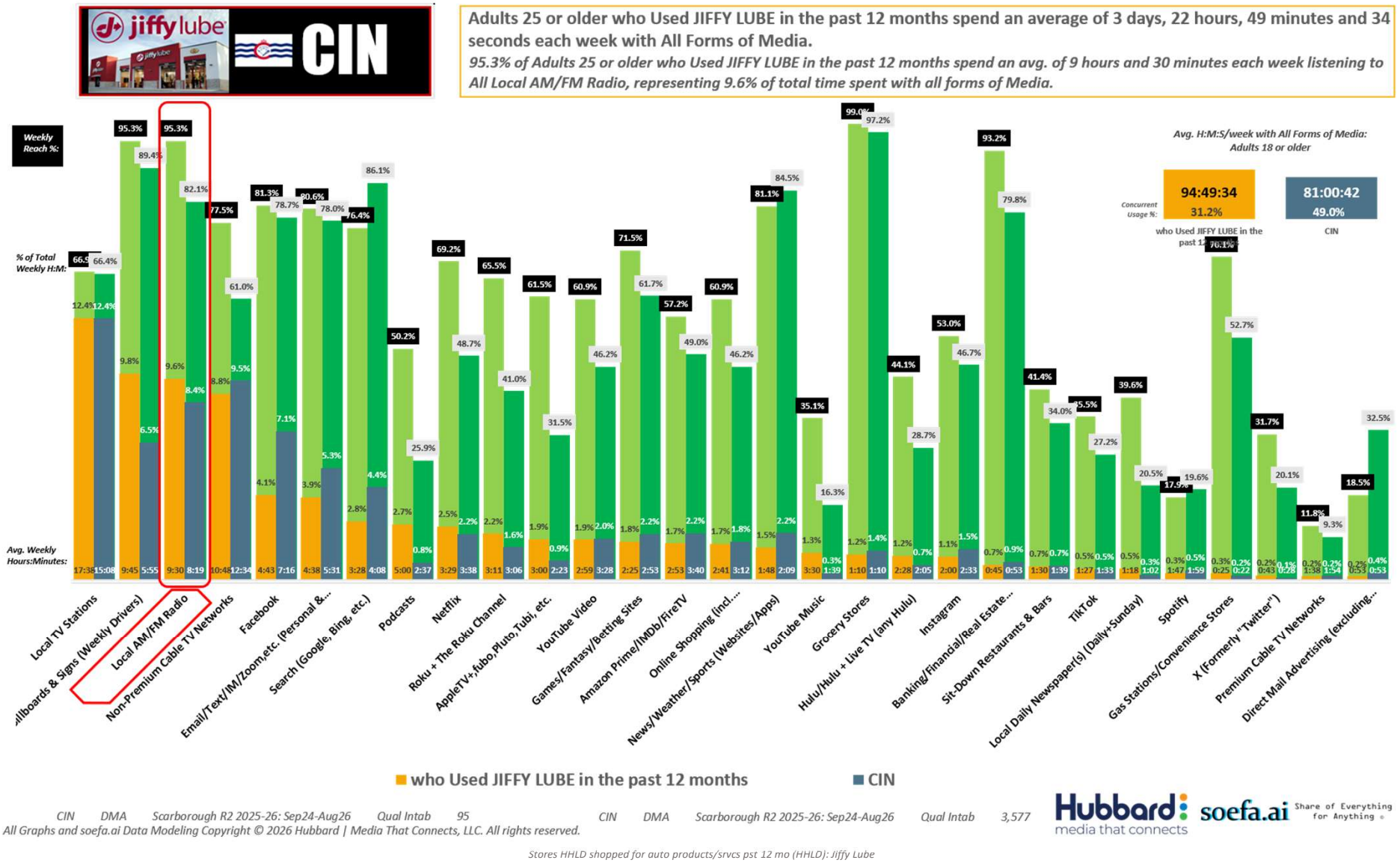


STL DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 126 STL DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 3,675

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

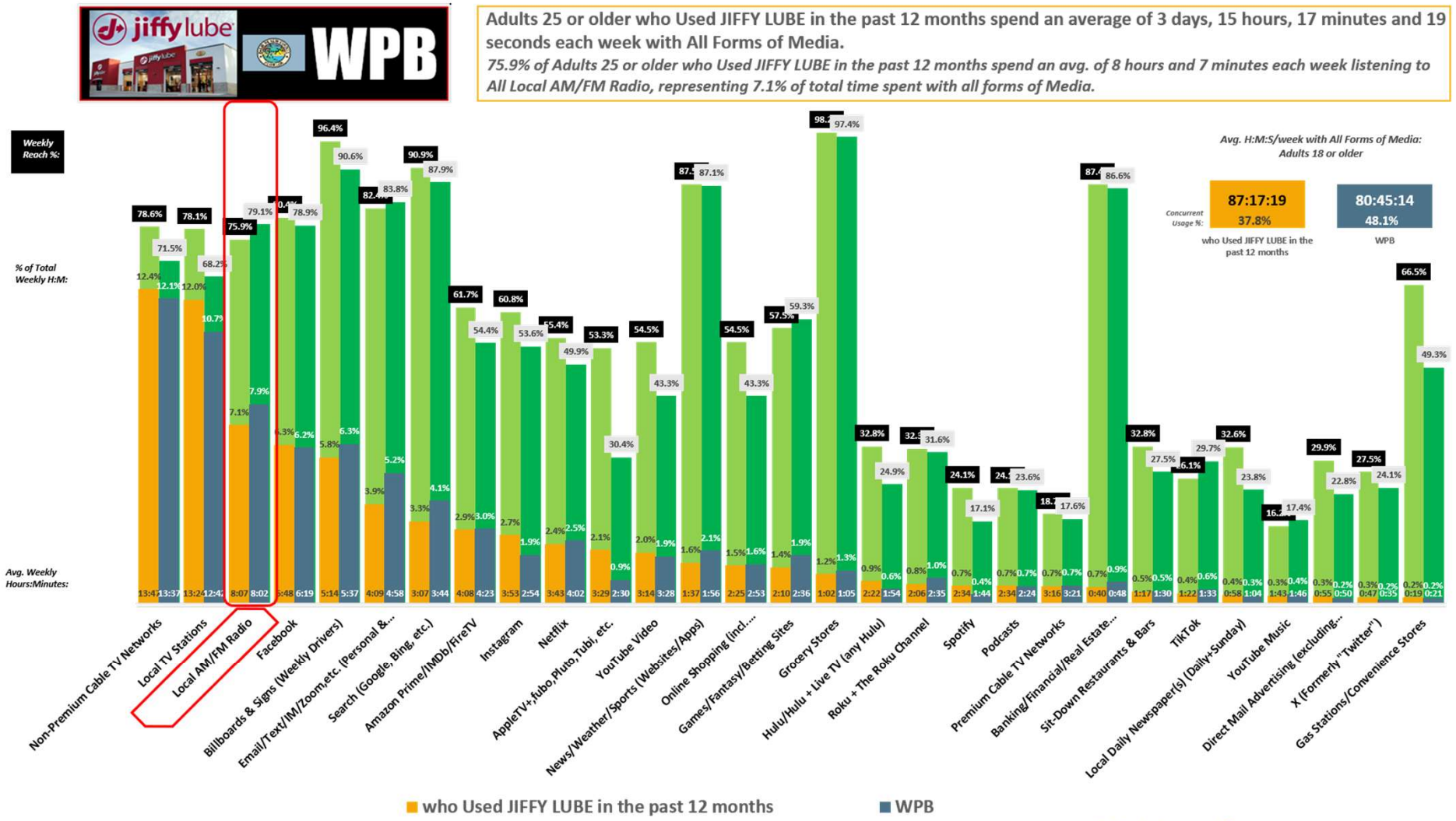


CIN DMA Scarborough R2 2025-26: Sep24-Aug26 Qual Intab 95 CIN DMA Scarborough R2 2025-26: Sep24-Aug26 Qual Intab 3,577

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



WPB DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 171 WPB DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 4,823

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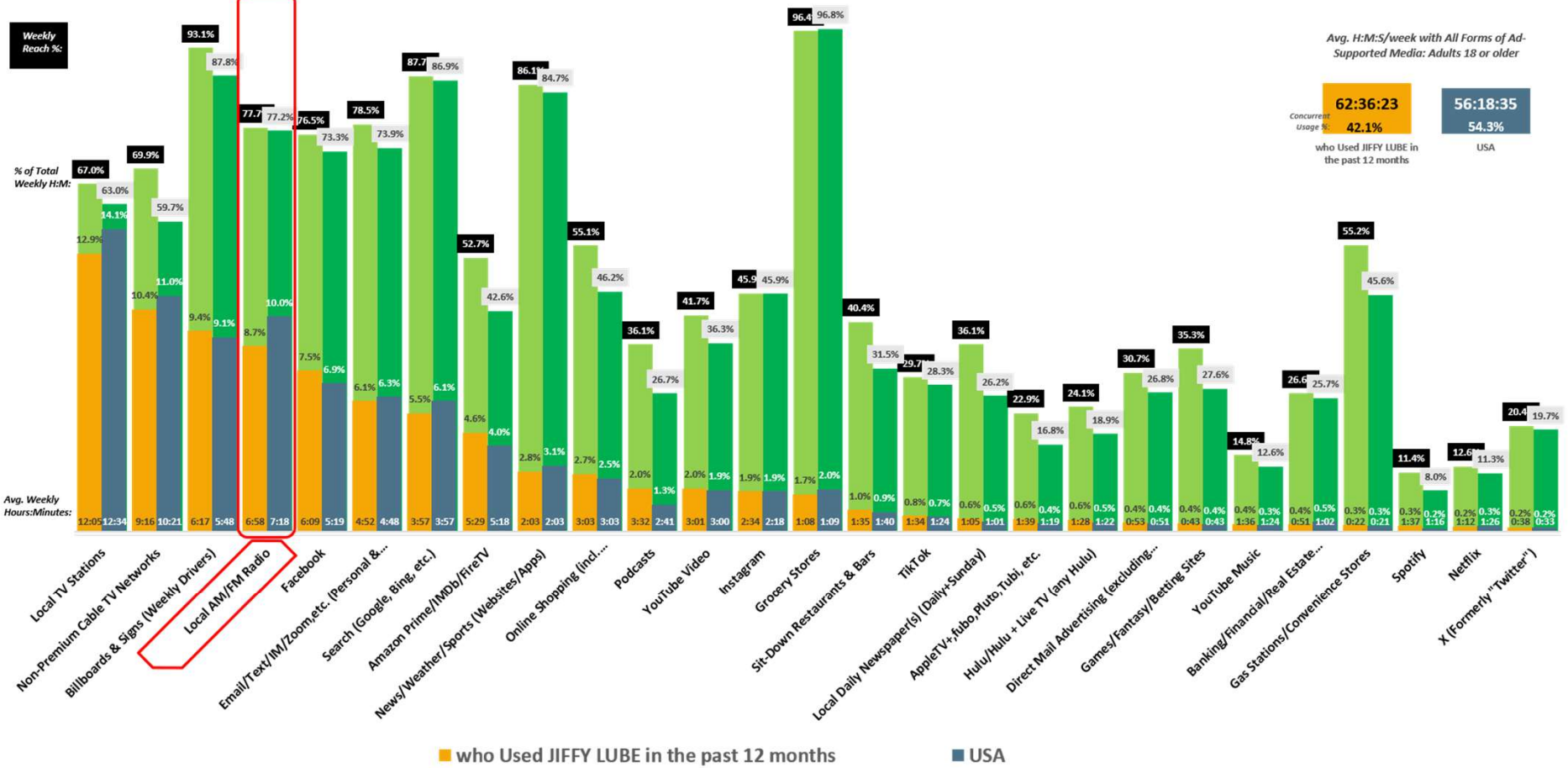
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube



Adults 25 or older who Used JIFFY LUBE in the past 12 months spend an average of 2 days, 14 hours, 36 minutes and 23 seconds each week with All Forms of Ad-Supported Media.

77.7% of Adults 25 or older who Used JIFFY LUBE in the past 12 months spend an avg. of 6 hours and 58 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 8.7% of total time spent with all forms of Ad-Supported Media.

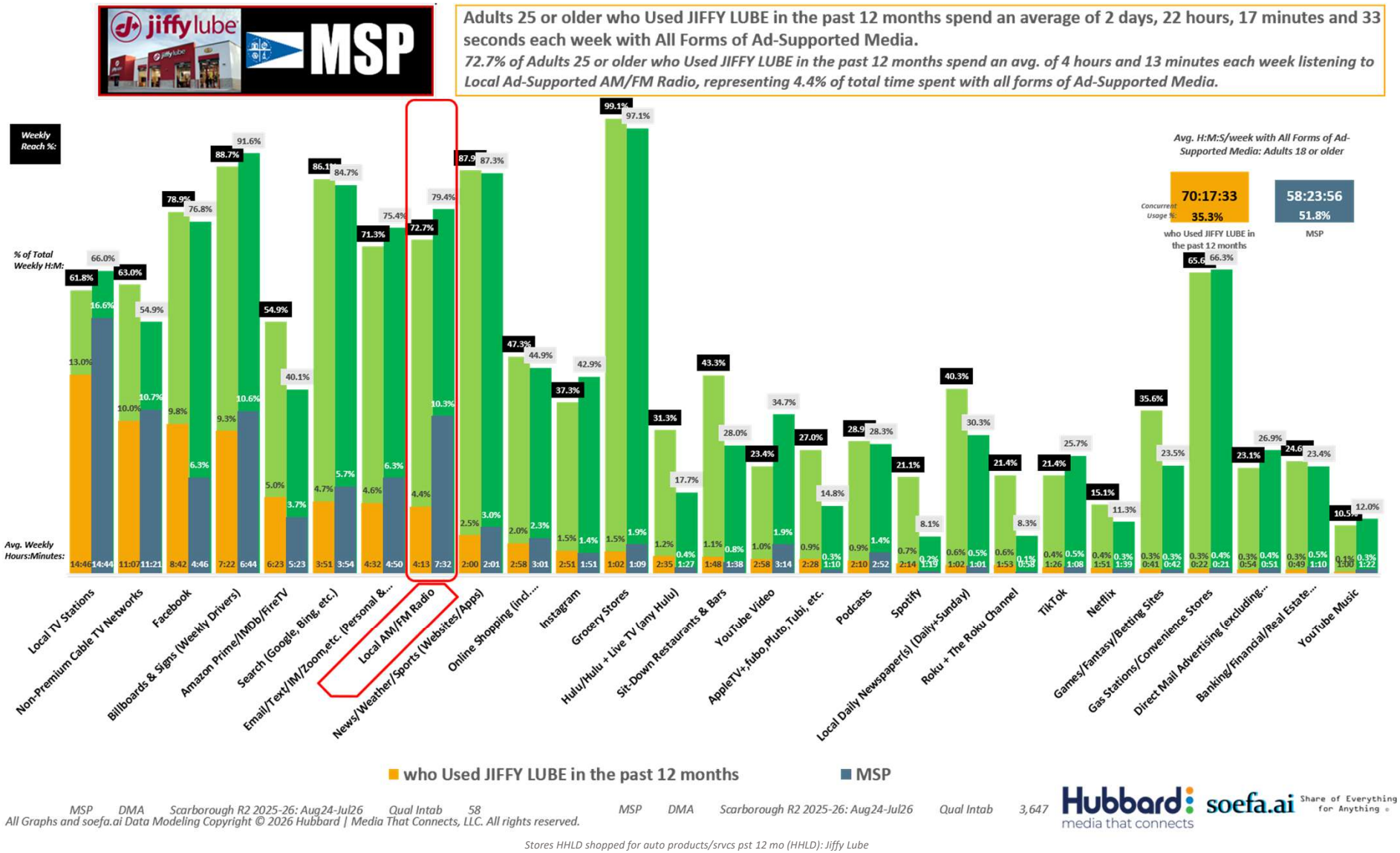


Scarborough R2 2025-26: Feb24-Aug26 USA Projection Scarborough R2 2025-26: Feb24-Aug26 Qual Intab 45,048
USA USA Projection Scarborough R2 2025-26: Feb24-Aug26 Qual Intab 2,105

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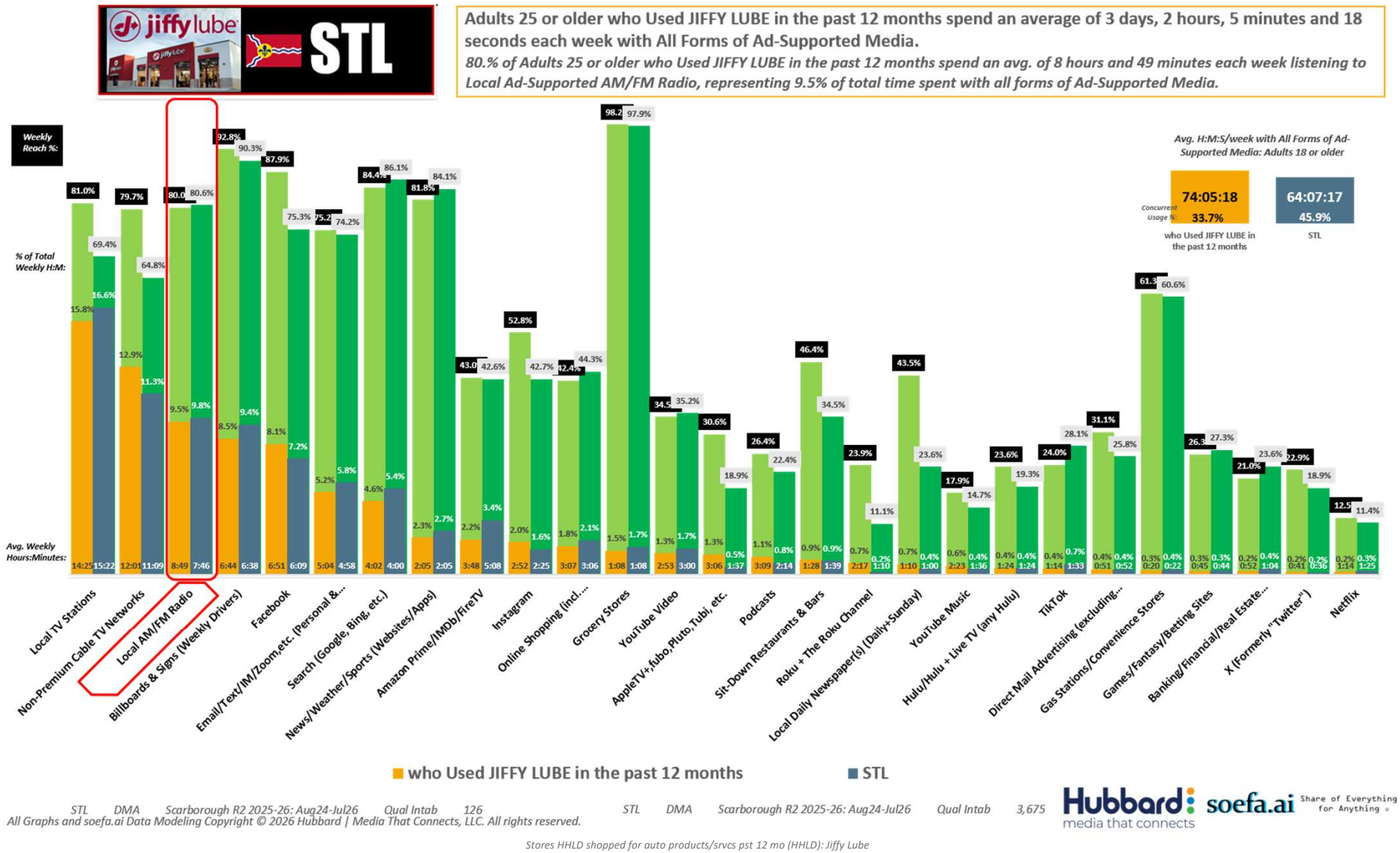
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube



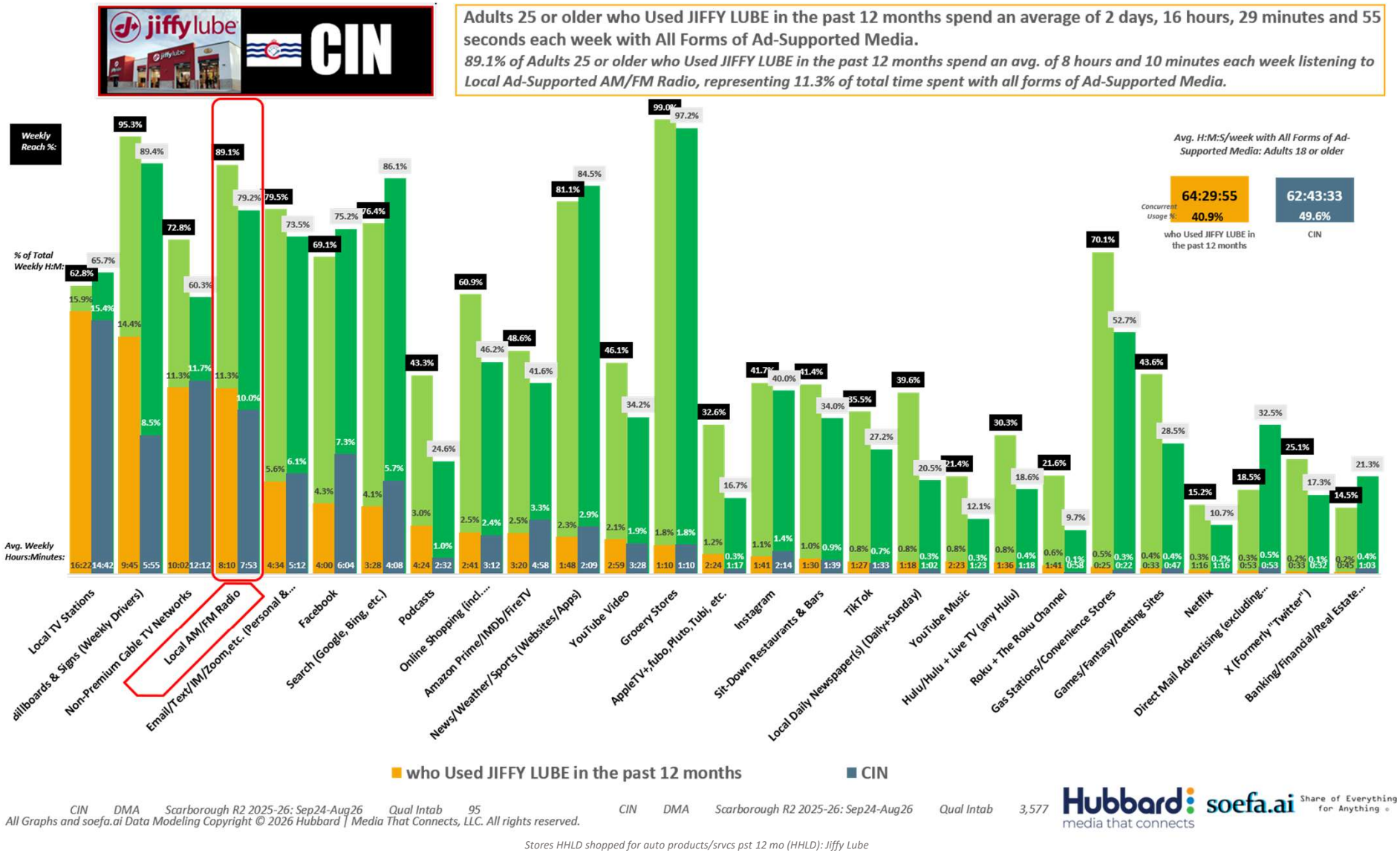
MSP DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 58 MSP DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 3,647
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube



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STL DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 3,675
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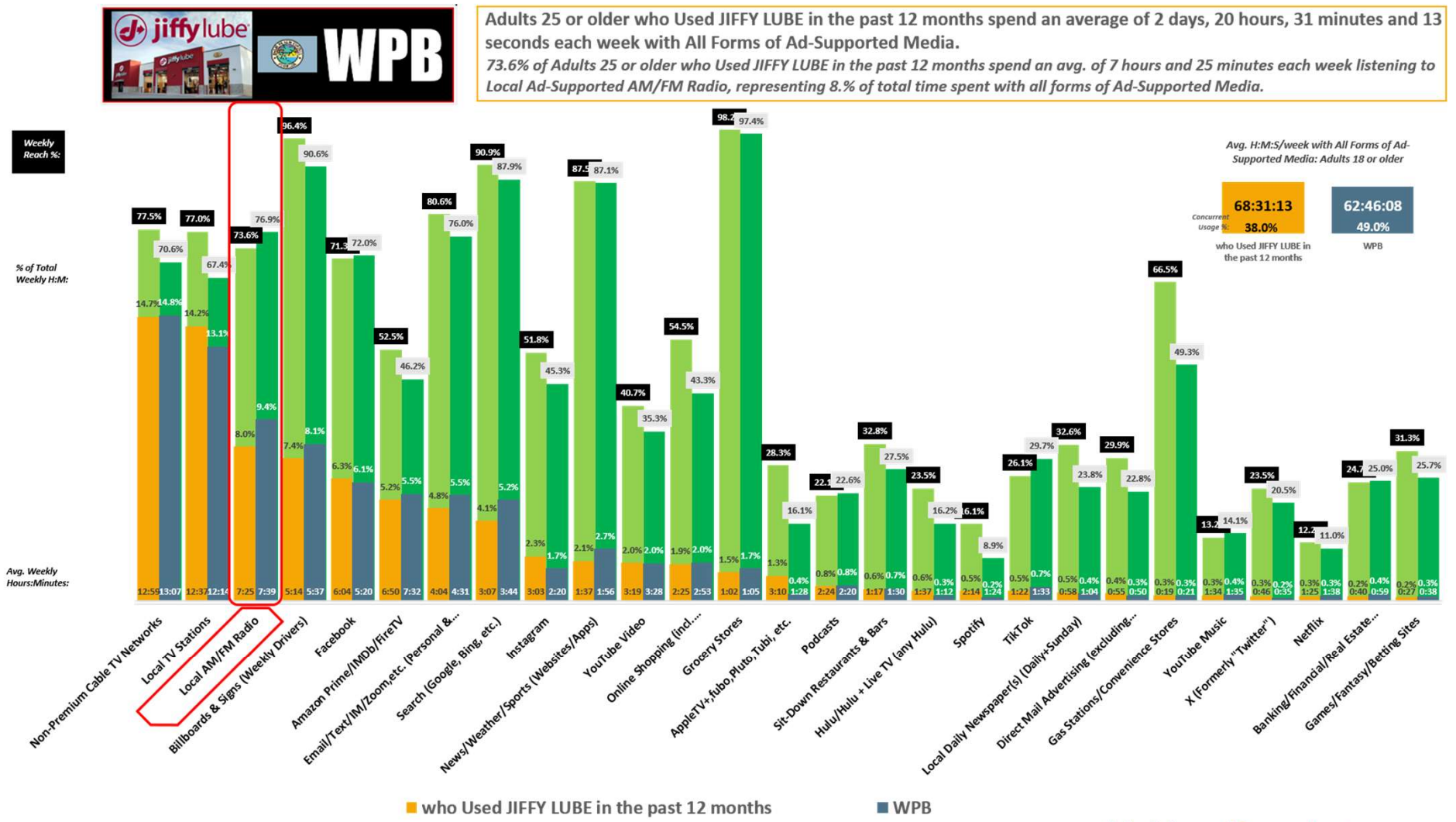
Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube



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



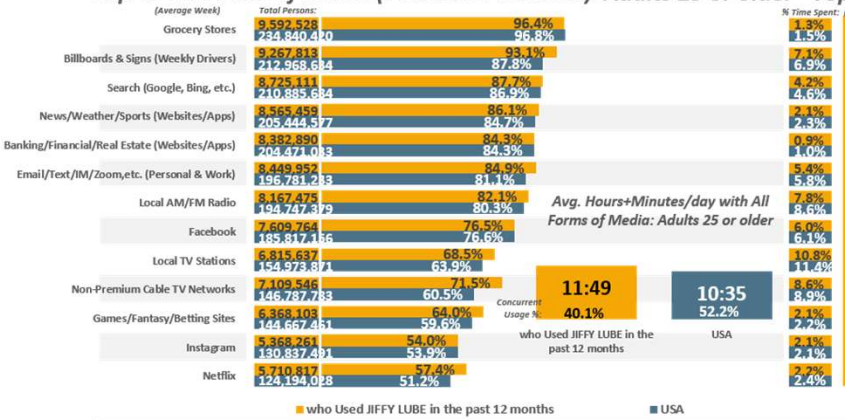
WPB DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 171 WPB DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 4,823
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

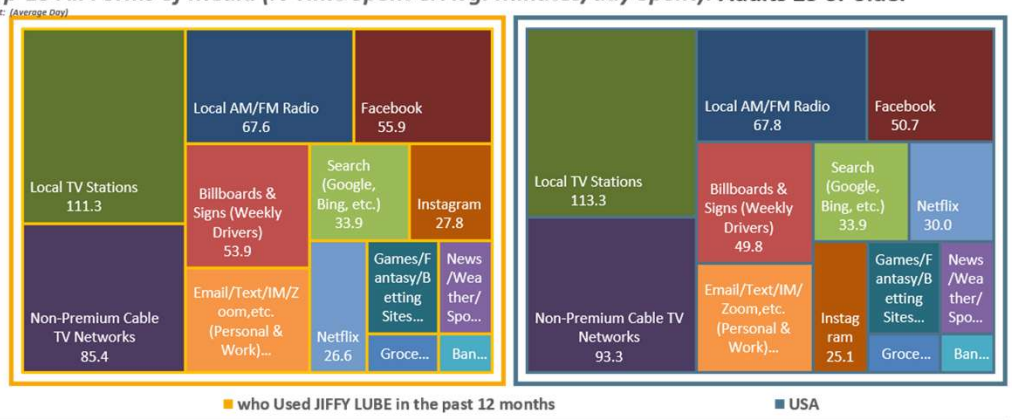


Adults 25 or older who Used JIFFY LUBE in the past 12 months spend an average of 8 hours and 56 minutes each day with All Forms of Ad-Supported Media. 77.7% listen to Local AM/FM Radio for an avg. of 59.7 minutes/day. *(Local Radio delivers 8.7% of Time with Ad-Supported Media.)*

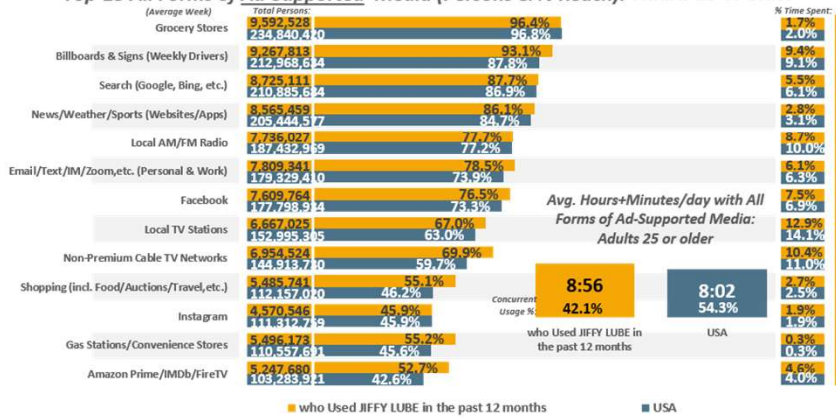
Top-13 All Forms of Media (Persons & % Reach): Adults 25 or older



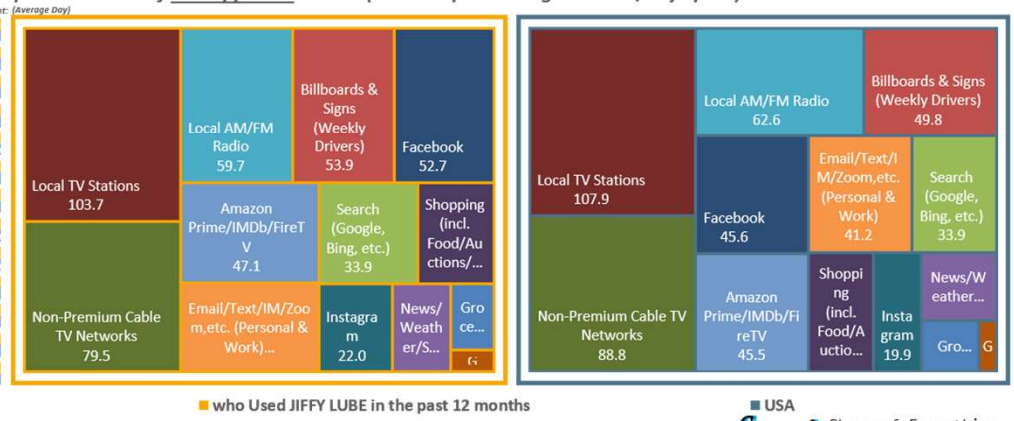
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



USA USA Projection Scarborough R2 2025-26: Feb24-Aug26 Qual Intab 2,105

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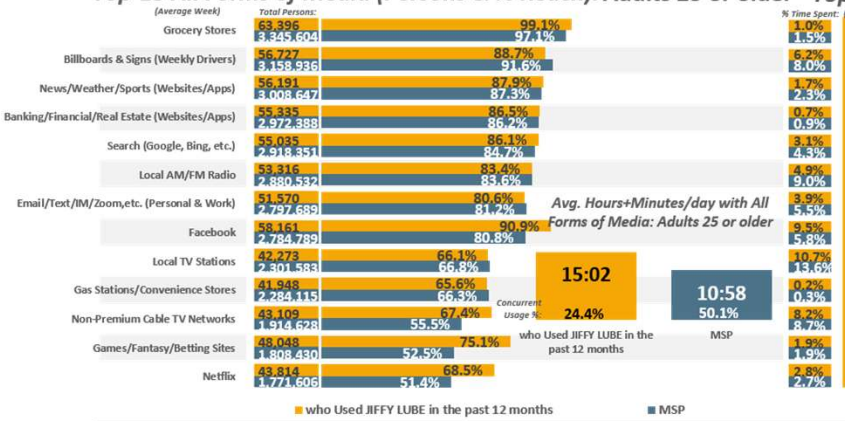
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

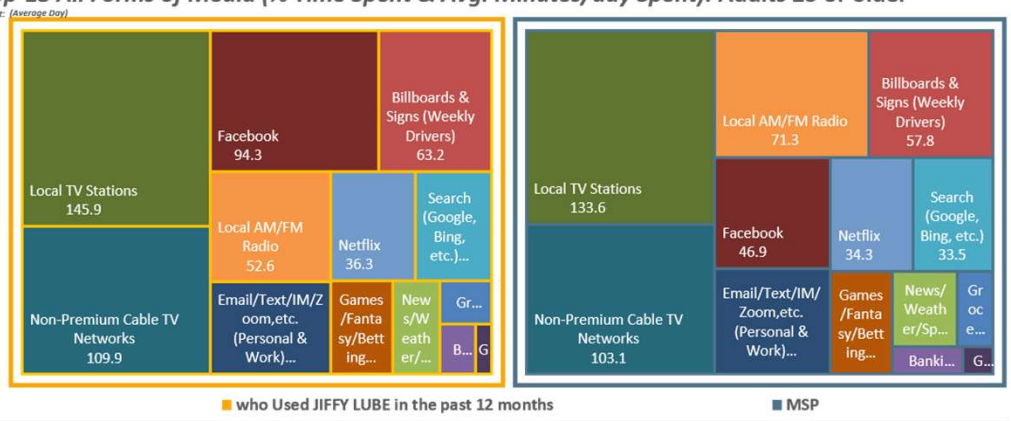


Adults 25 or older who Used JIFFY LUBE in the past 12 months spend an average of 10 hours and 2 minutes each day with All Forms of Ad-Supported Media. 72.7% listen to Local AM/FM Radio for an avg. of 36.2 minutes/day. *(Local Radio delivers 4.4% of Time with Ad-Supported Media.)*

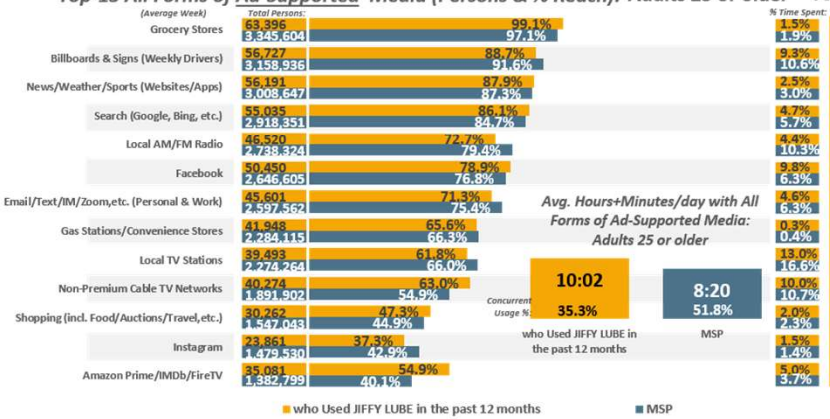
Top-13 All Forms of Media (Persons & % Reach): Adults 25 or older



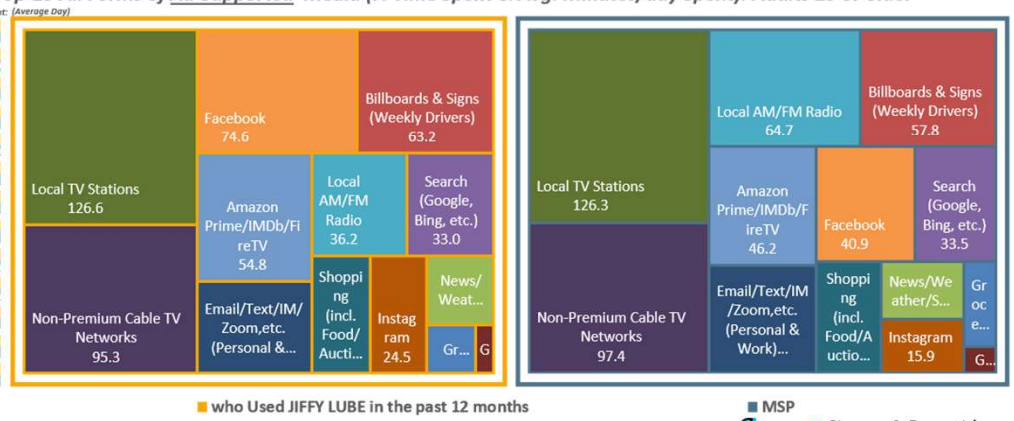
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



MSP DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 58

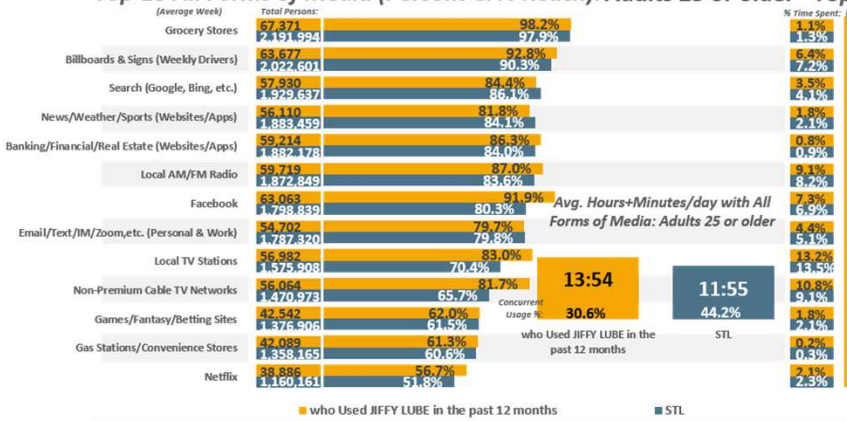
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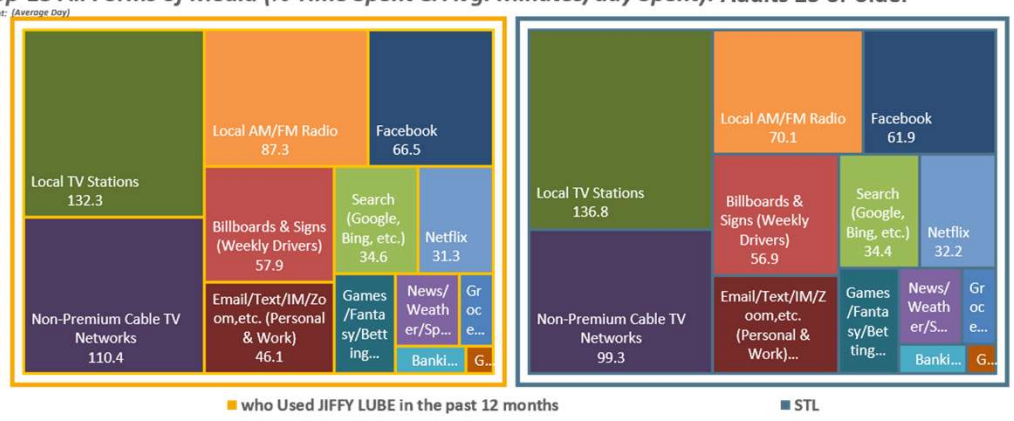
Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

Adults 25 or older who Used JIFFY LUBE in the past 12 months spend an average of 10 hours and 35 minutes each day with All Forms of Ad-Supported Media. 80.% listen to Local AM/FM Radio for an avg. of 75.6 minutes/day. *(Local Radio delivers 9.5% of Time with Ad-Supported Media.)*

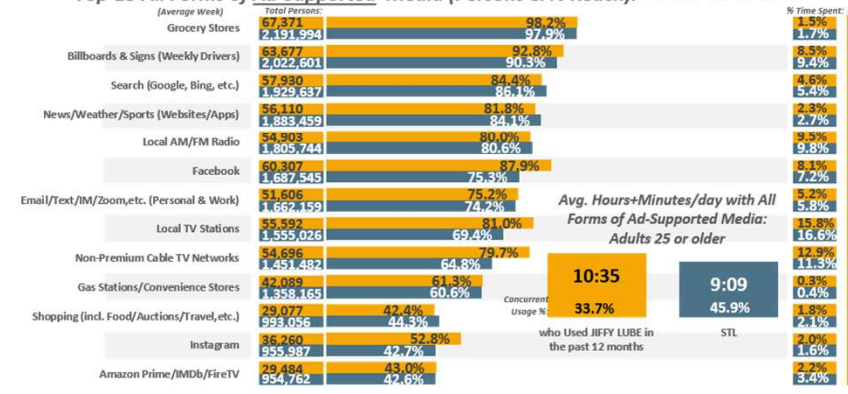
Top-13 All Forms of Media (Persons & % Reach): Adults 25 or older



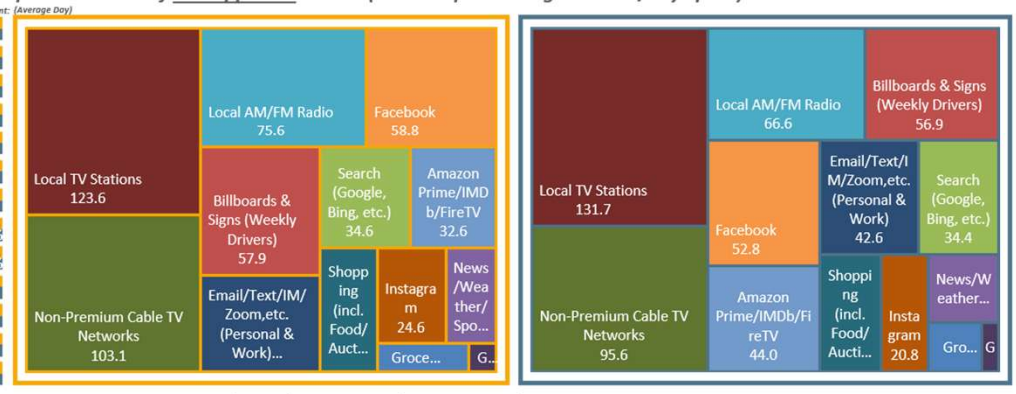
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



STL DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 126

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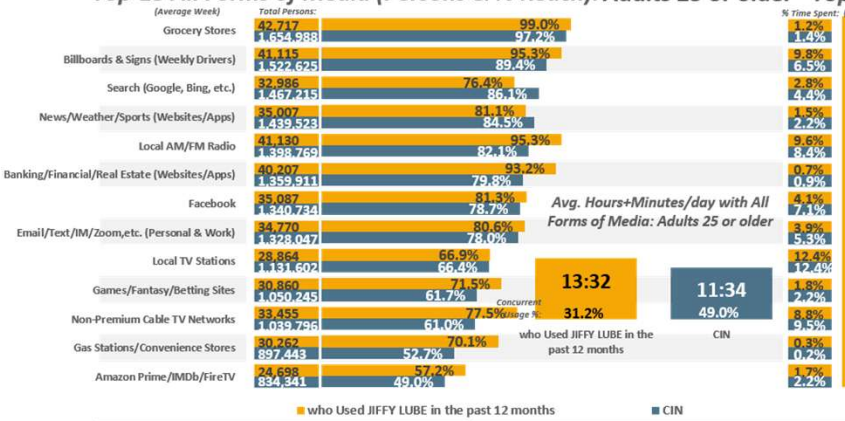
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

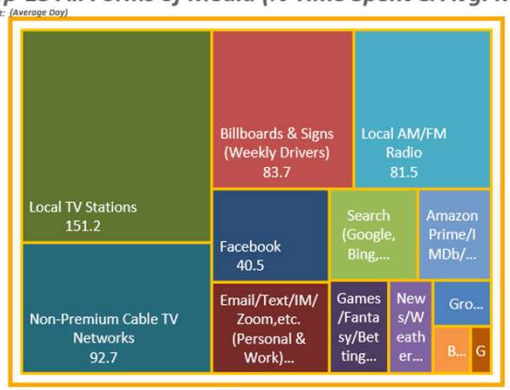


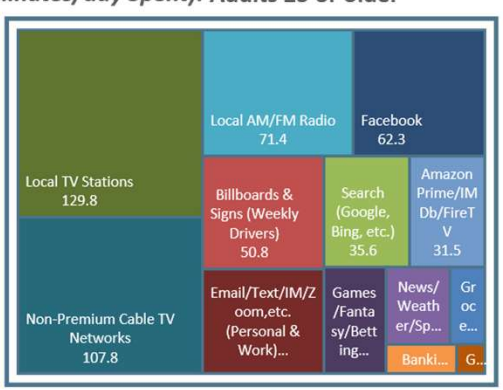
Adults 25 or older who Used JIFFY LUBE in the past 12 months spend an average of 9 hours and 12 minutes each day with All Forms of Ad-Supported Media. 89.1% listen to Local AM/FM Radio for an avg. of 70. minutes/day. *(Local Radio delivers 11.3% of Time with Ad-Supported Media.)*

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

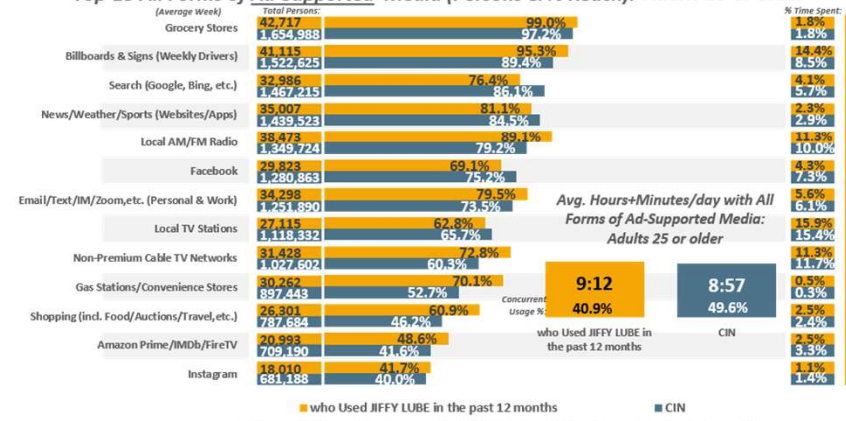


Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older

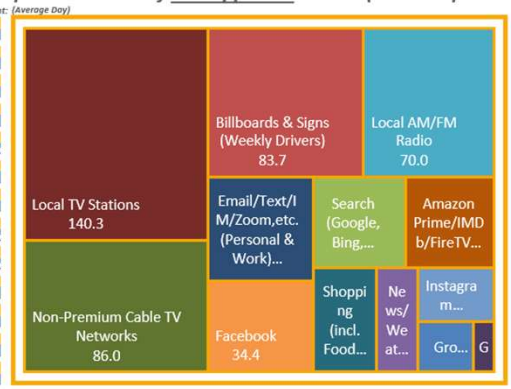


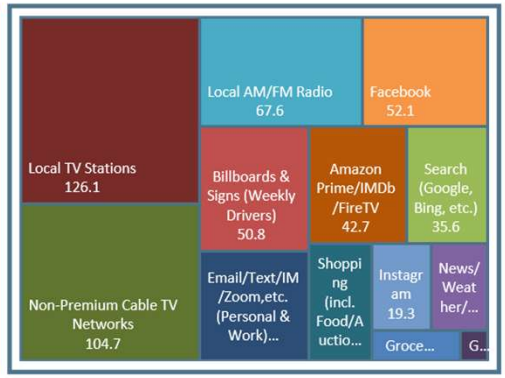


Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 25 or older



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





CIN DMA Scarborough R2 2025-26: Sep24-Aug26 Qual Intab 95

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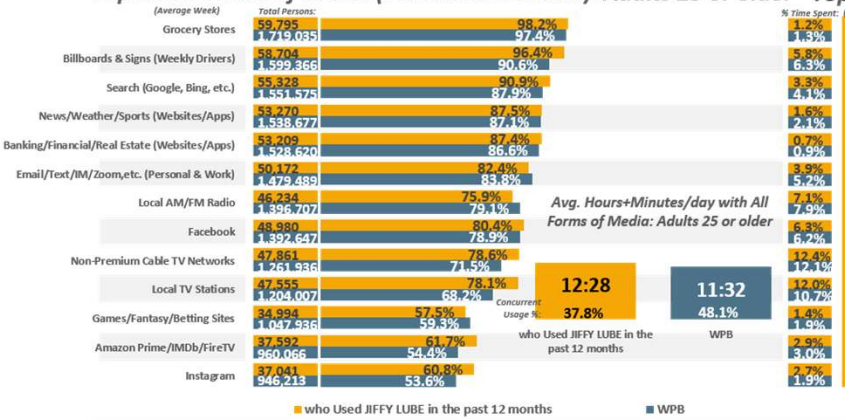
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

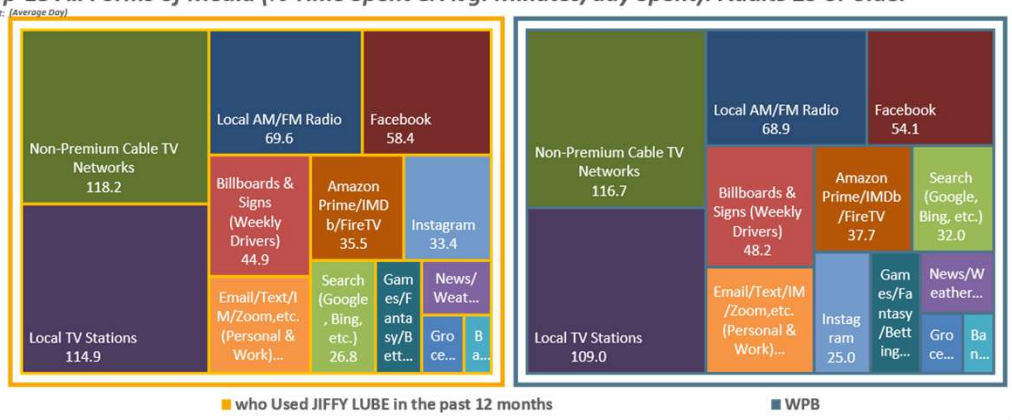


Adults 25 or older who Used JIFFY LUBE in the past 12 months spend an average of 9 hours and 47 minutes each day with All Forms of Ad-Supported Media. 73.6% listen to Local AM/FM Radio for an avg. of 63.6 minutes/day. *(Local Radio delivers 8.% of Time with Ad-Supported Media.)*

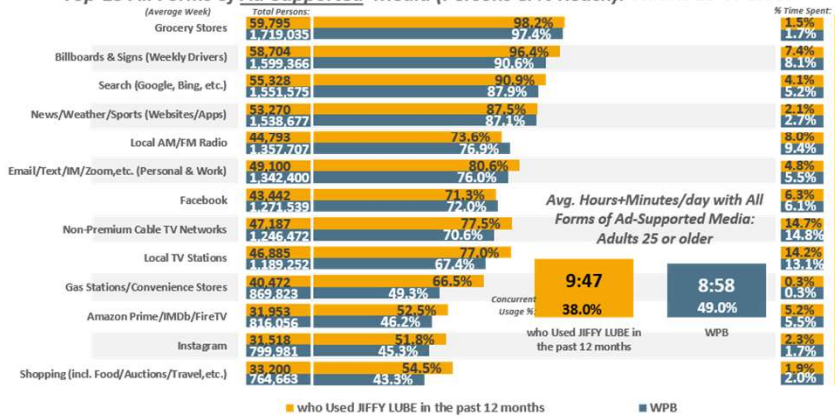
Top-13 All Forms of Media (Persons & % Reach): Adults 25 or older



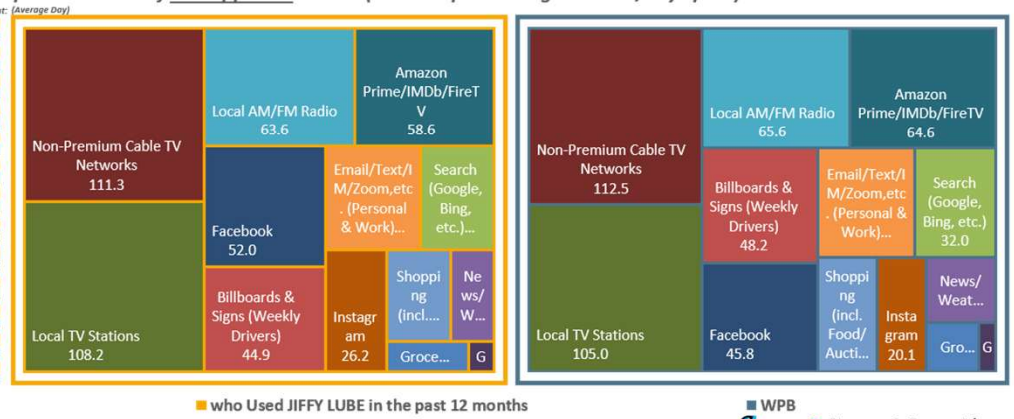
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



WPB DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 171

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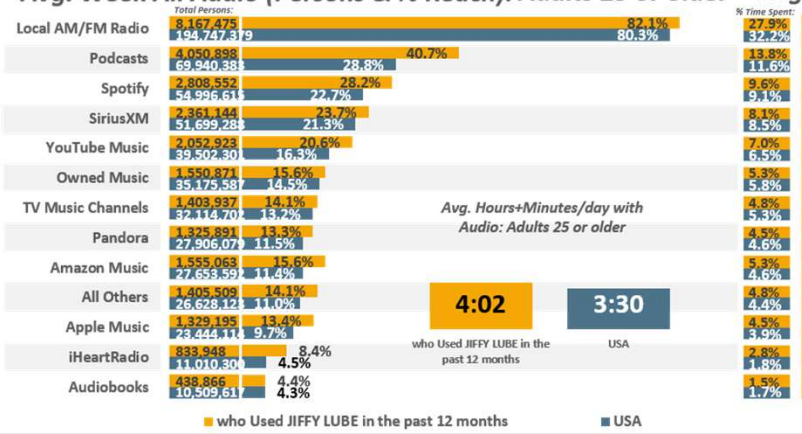
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

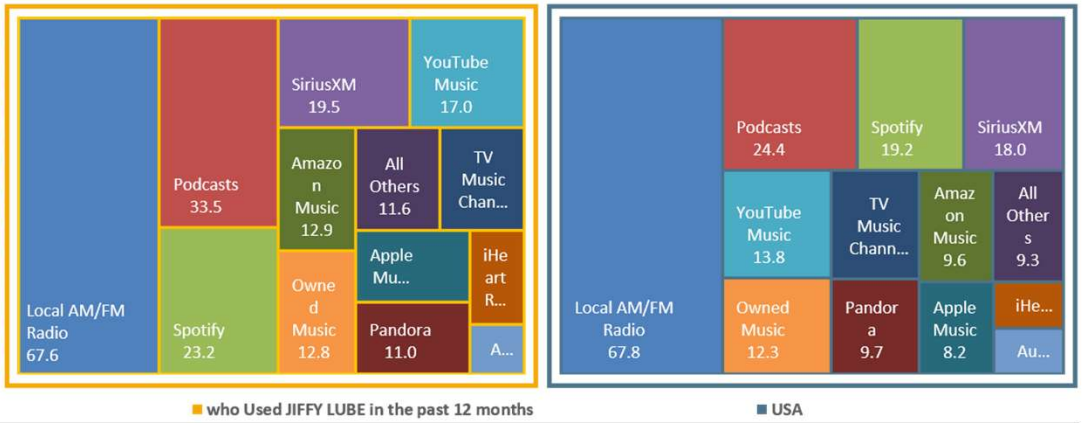


7,736,027 or 77.7% of Adults 25 or older who Used JIFFY LUBE in the past 12 months listen to Ad-Supported Local AM/FM Radio for an average of 59.7 minutes every day representing 35.7% of all time spent daily with Ad-Supported Audio.

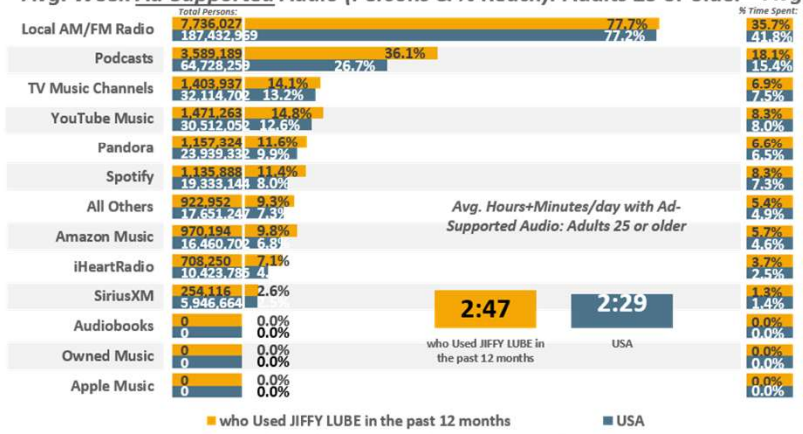
Avg. Week All Audio (Persons & % Reach): Adults 25 or older



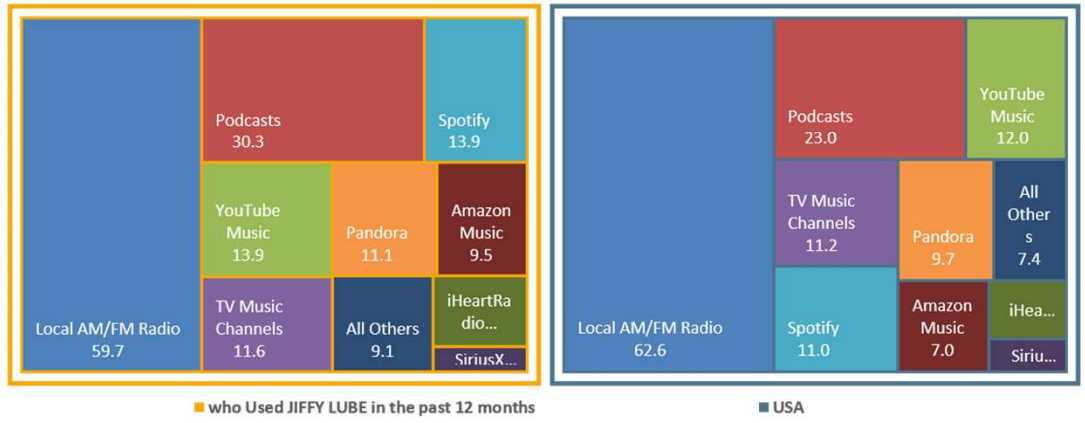
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



USA USA Projection Scarborough R2 2025-26: Feb24-Aug26 Qual Intab 2,105

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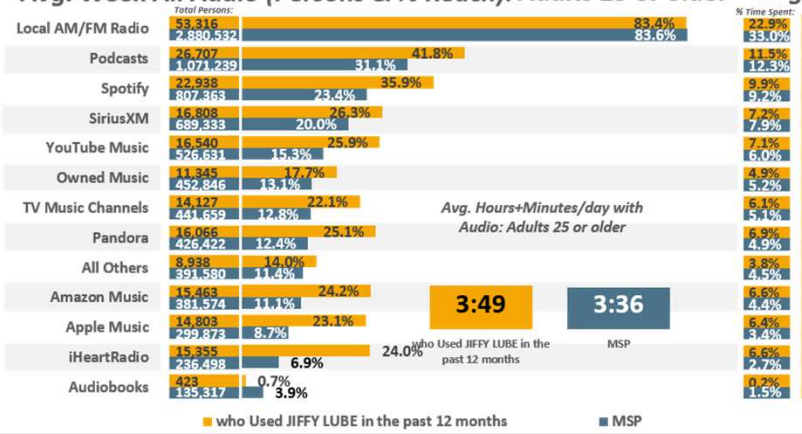
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

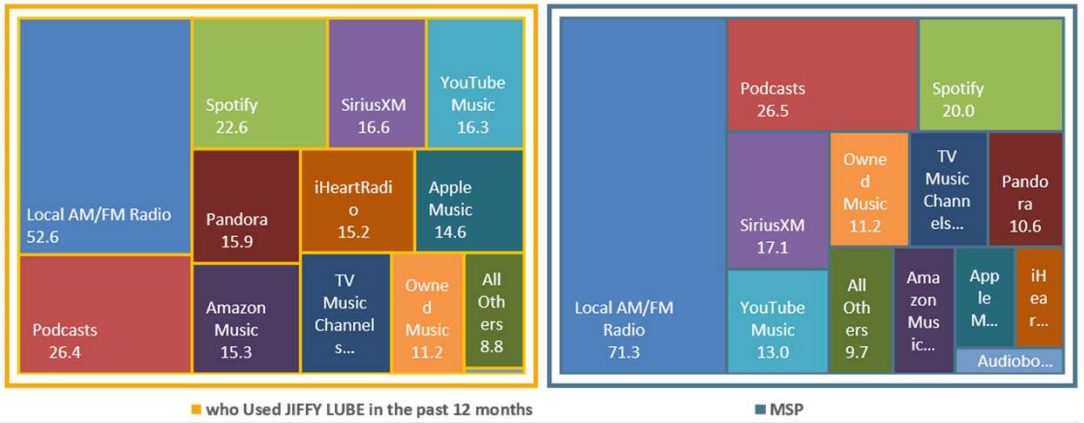


46,520 or 72.7% of Adults 25 or older who Used JIFFY LUBE in the past 12 months listen to Ad-Supported Local AM/FM Radio for an average of 36.2 minutes every day representing 24.4% of all time spent daily with Ad-Supported Audio.

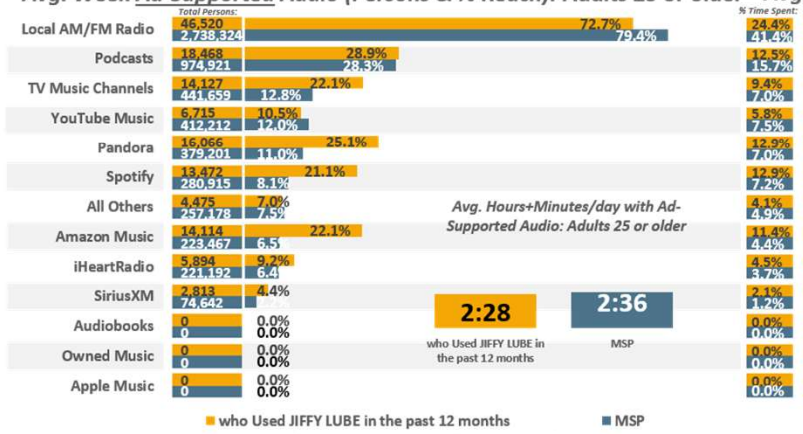
Avg. Week All Audio (Persons & % Reach): Adults 25 or older



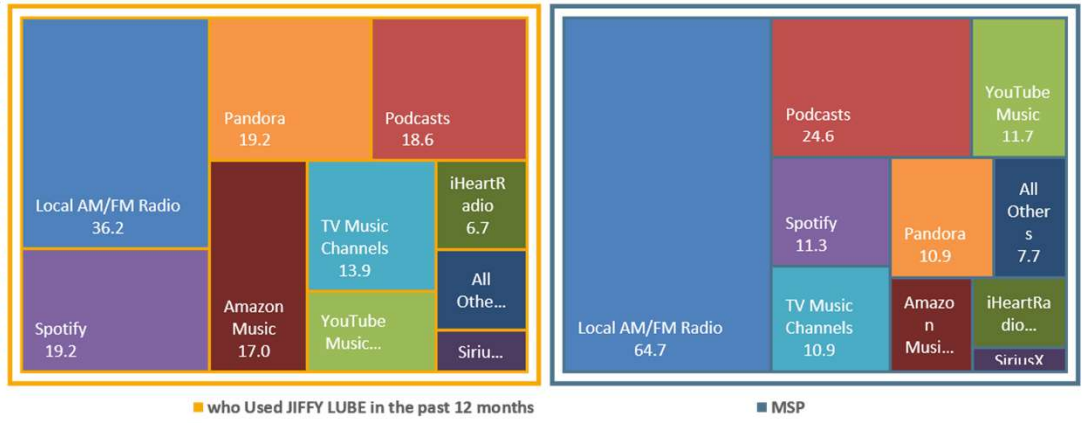
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



MSP DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 58

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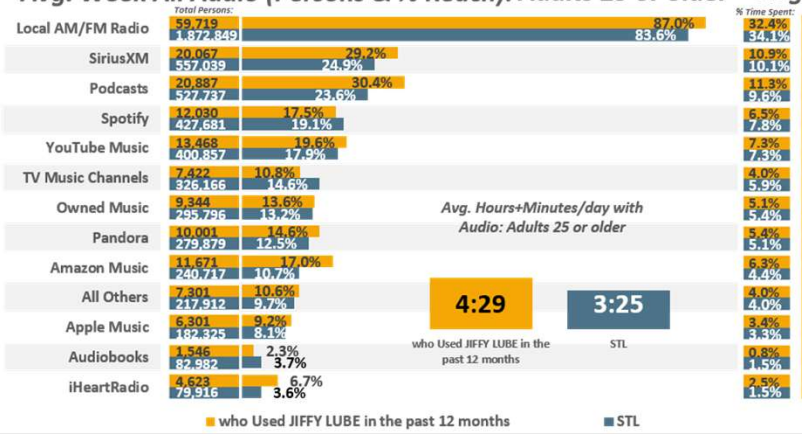
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

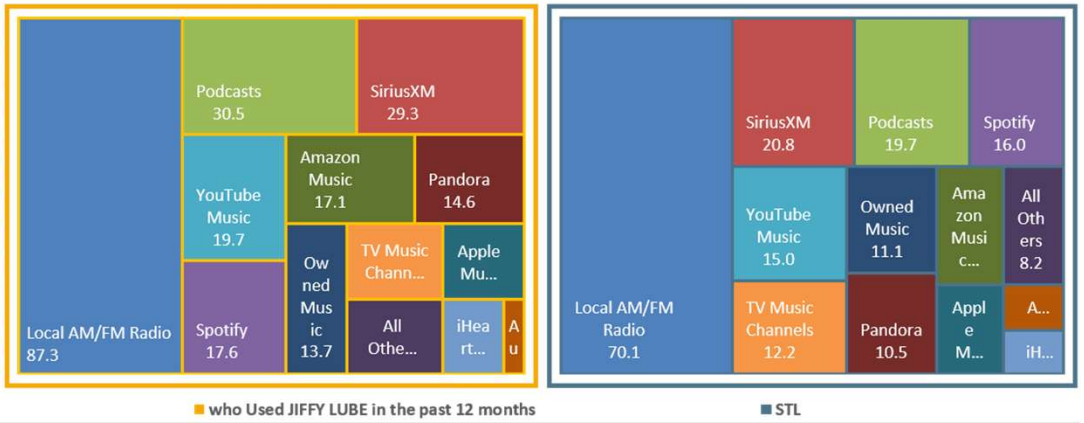


54,903 or 80.% of Adults 25 or older who Used JIFFY LUBE in the past 12 months listen to Ad-Supported Local AM/FM Radio for an average of 75.6 minutes every day representing 38.3% of all time spent daily with Ad-Supported Audio.

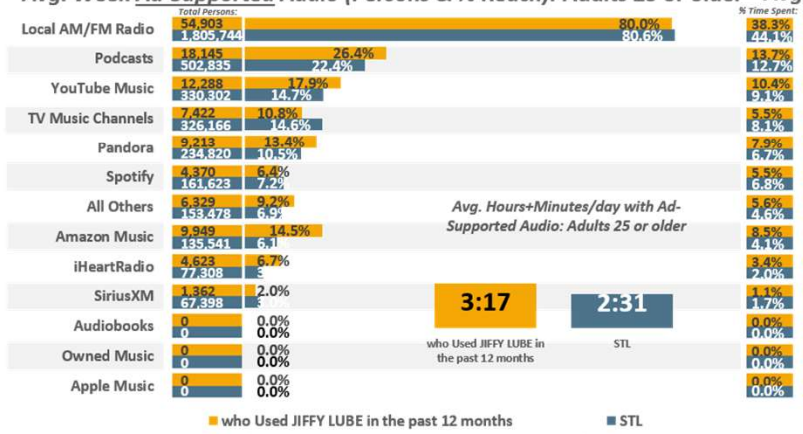
Avg. Week All Audio (Persons & % Reach): Adults 25 or older



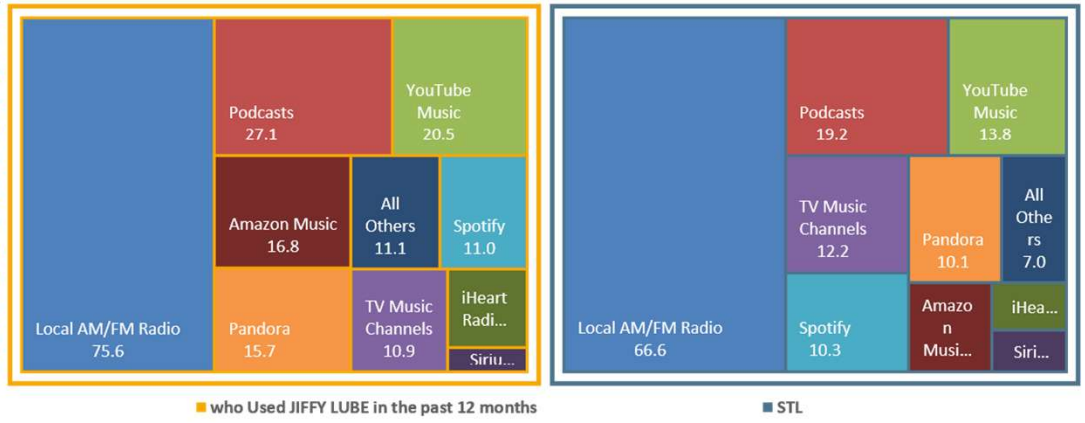
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



STL DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 126

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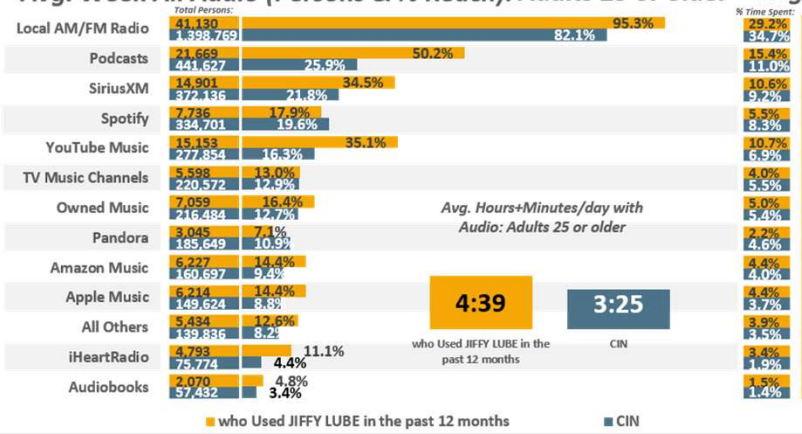
soefa.ai Share of Everything for Anything

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

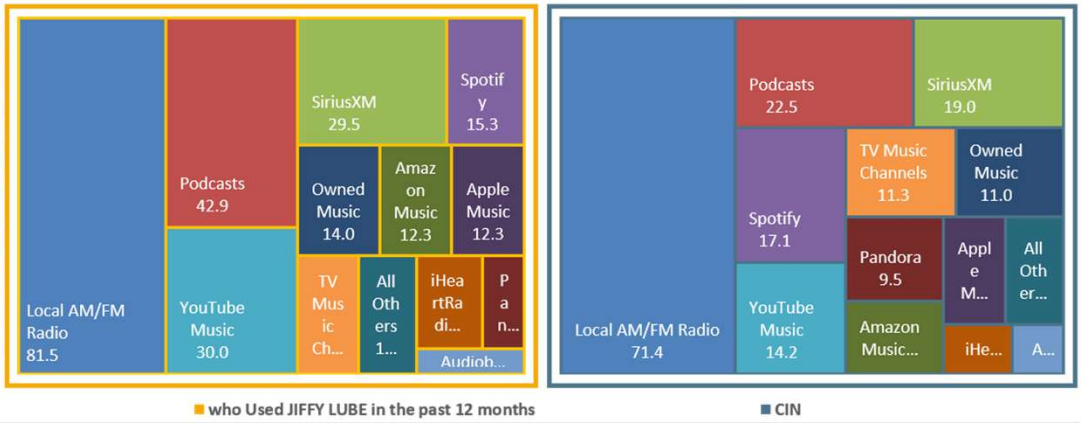


38,473 or 89.1% of Adults 25 or older who Used JIFFY LUBE in the past 12 months listen to Ad-Supported Local AM/FM Radio for an average of 70. minutes every day representing 38.5% of all time spent daily with Ad-Supported Audio.

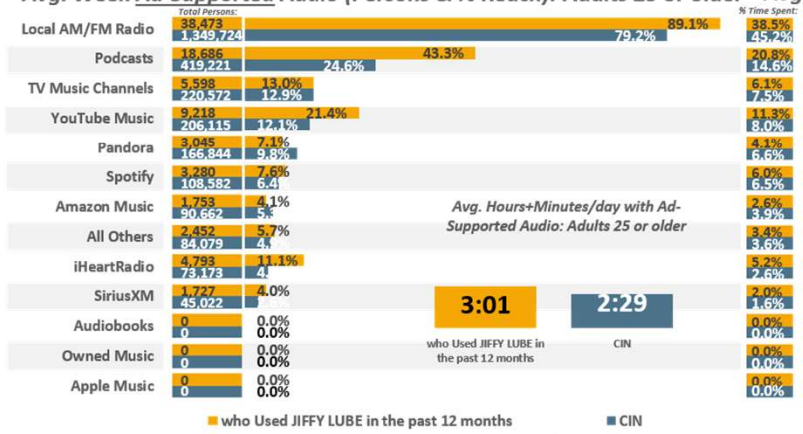
Avg. Week All Audio (Persons & % Reach): Adults 25 or older



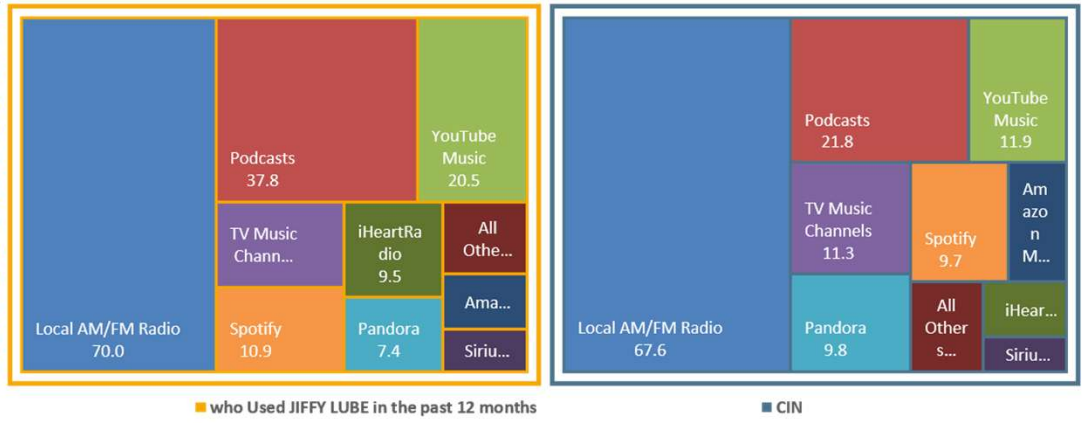
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



CIN DMA Scarborough R2 2025-26: Sep24-Aug26 Qual Intab 95

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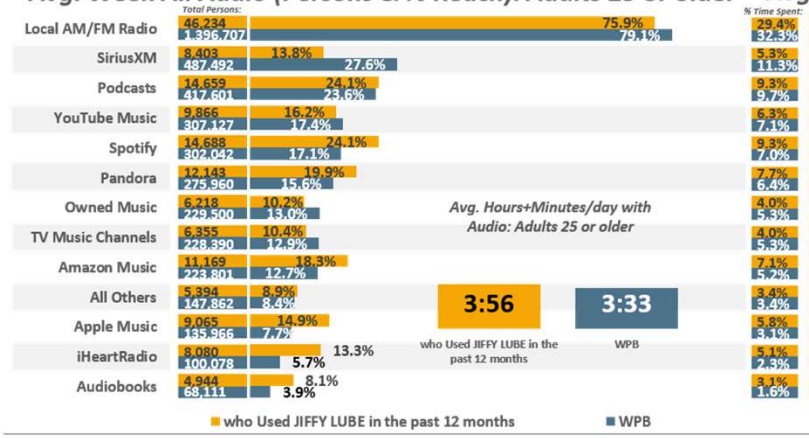
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

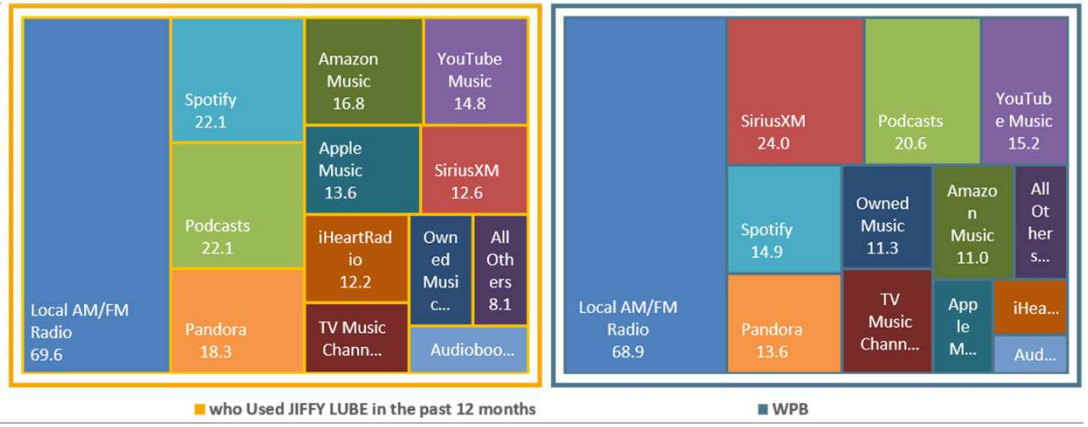


44,793 or 73.6% of Adults 25 or older who Used JIFFY LUBE in the past 12 months listen to Ad-Supported Local AM/FM Radio for an average of 63.6 minutes every day representing 35.2% of all time spent daily with Ad-Supported Audio.

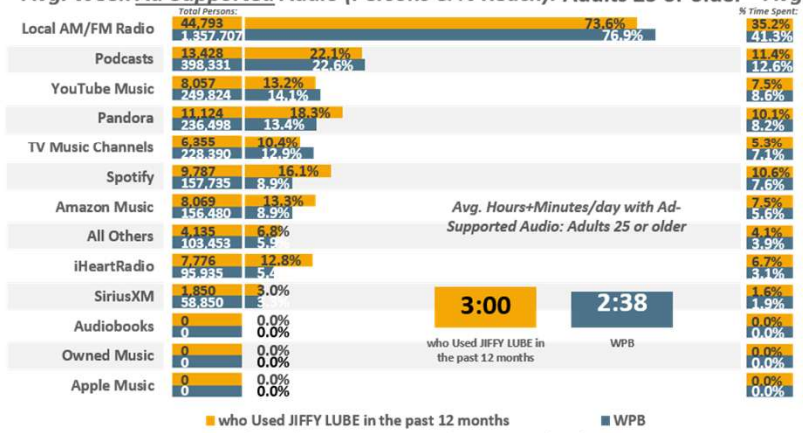
Avg. Week All Audio (Persons & % Reach): Adults 25 or older



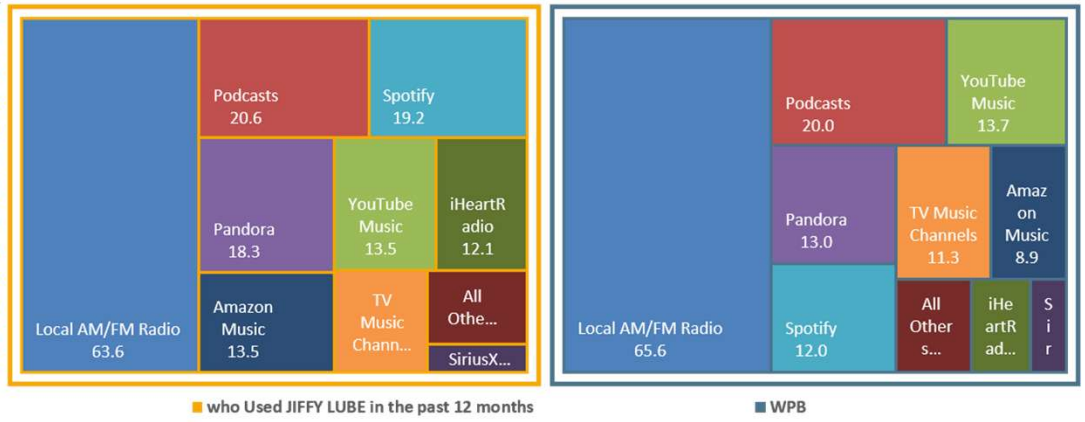
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



WPB DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 171

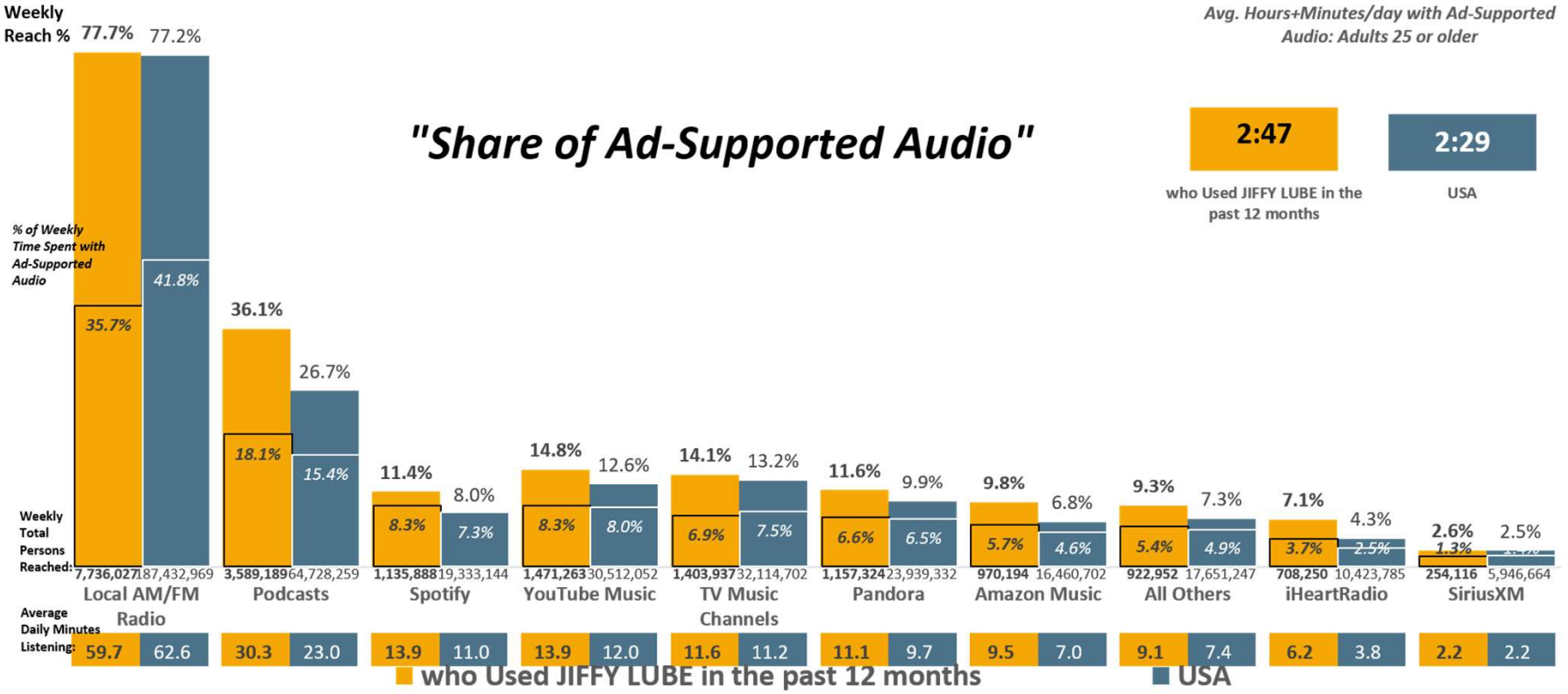
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube



7,736,027 or 77.7% of Adults 25 or older who Used JIFFY LUBE in the past 12 months listen to Ad-Supported Local AM/FM Radio for an average of 59.7 minutes every day representing 35.7% of all time spent daily with Ad-Supported Audio.



Scarborough R2 2025-26: Feb24-Aug26 USA Projection Scarborough R2 2025-26: Feb24-Aug26 Qual Intab 45,048
USA USA Projection Scarborough R2 2025-26: Feb24-Aug26 Qual Intab 2,105

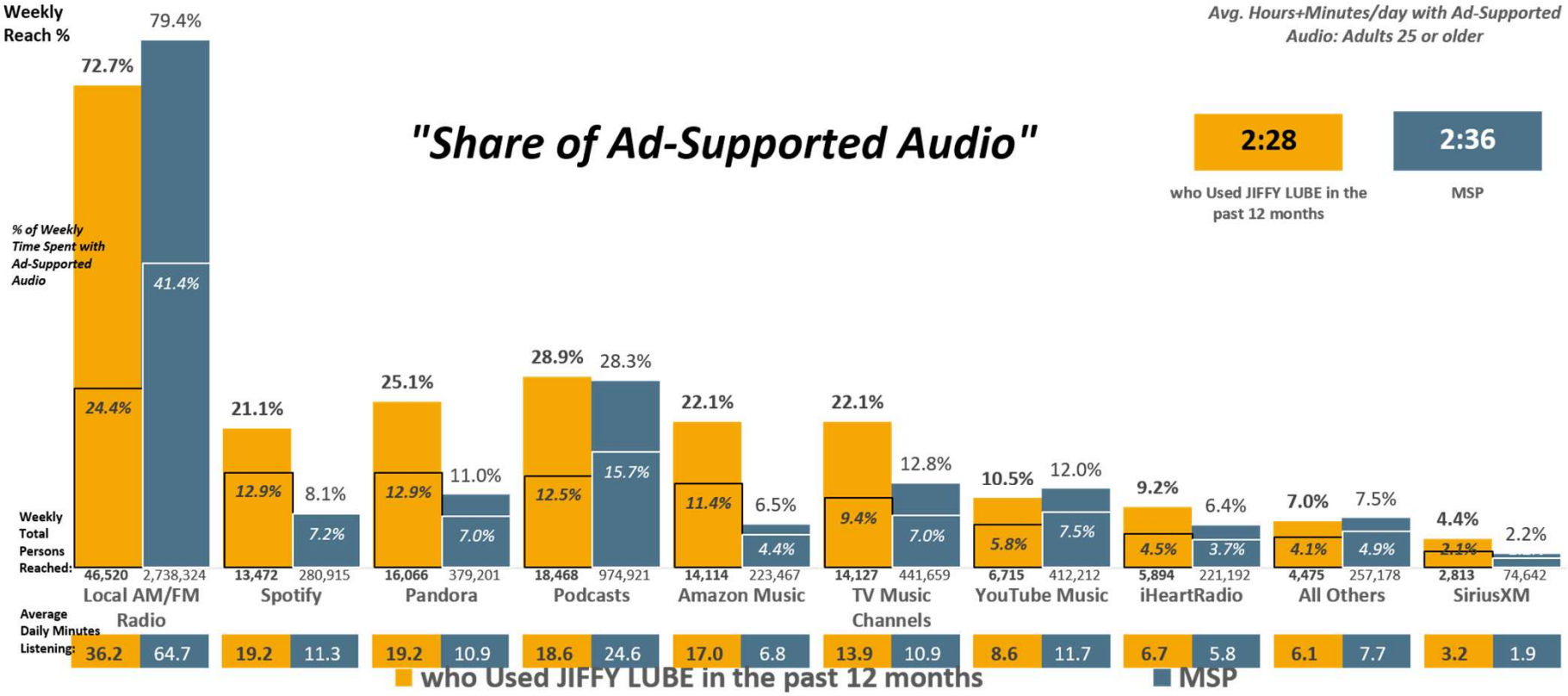
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube



46,520 or 72.7% of Adults 25 or older who Used JIFFY LUBE in the past 12 months listen to Ad-Supported Local AM/FM Radio for an average of 36.2 minutes every day representing 24.4% of all time spent daily with Ad-Supported Audio.



	Local AM/FM Radio	Spotify	Pandora	Podcasts	Amazon Music	TV Music Channels	YouTube Music	iHeartRadio	All Others	SiriusXM
Weekly Reach %	72.7%	21.1%	25.1%	28.9%	22.1%	22.1%	10.5%	9.2%	7.0%	4.4%
	79.4%	8.1%	11.0%	28.3%	6.5%	12.8%	12.0%	6.4%	7.5%	2.2%
% of Weekly Time Spent with Ad-Supported Audio	24.4%	12.9%	12.9%	12.5%	11.4%	9.4%	5.8%	4.5%	4.1%	2.1%
	41.4%	7.2%	7.0%	15.7%	4.4%	7.0%	7.5%	3.7%	4.9%	
Weekly Total Persons Reached:	46,520	13,472	16,066	18,468	14,114	14,127	6,715	5,894	4,475	2,813
	2,738,324	280,915	379,201	974,921	223,467	441,659	412,212	221,192	257,178	74,642
Average Daily Minutes Listening:	36.2	19.2	19.2	18.6	17.0	13.9	8.6	6.7	6.1	3.2
	64.7	11.3	10.9	24.6	6.8	10.9	11.7	5.8	7.7	1.9

MSP DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 58 MSP DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 3,647

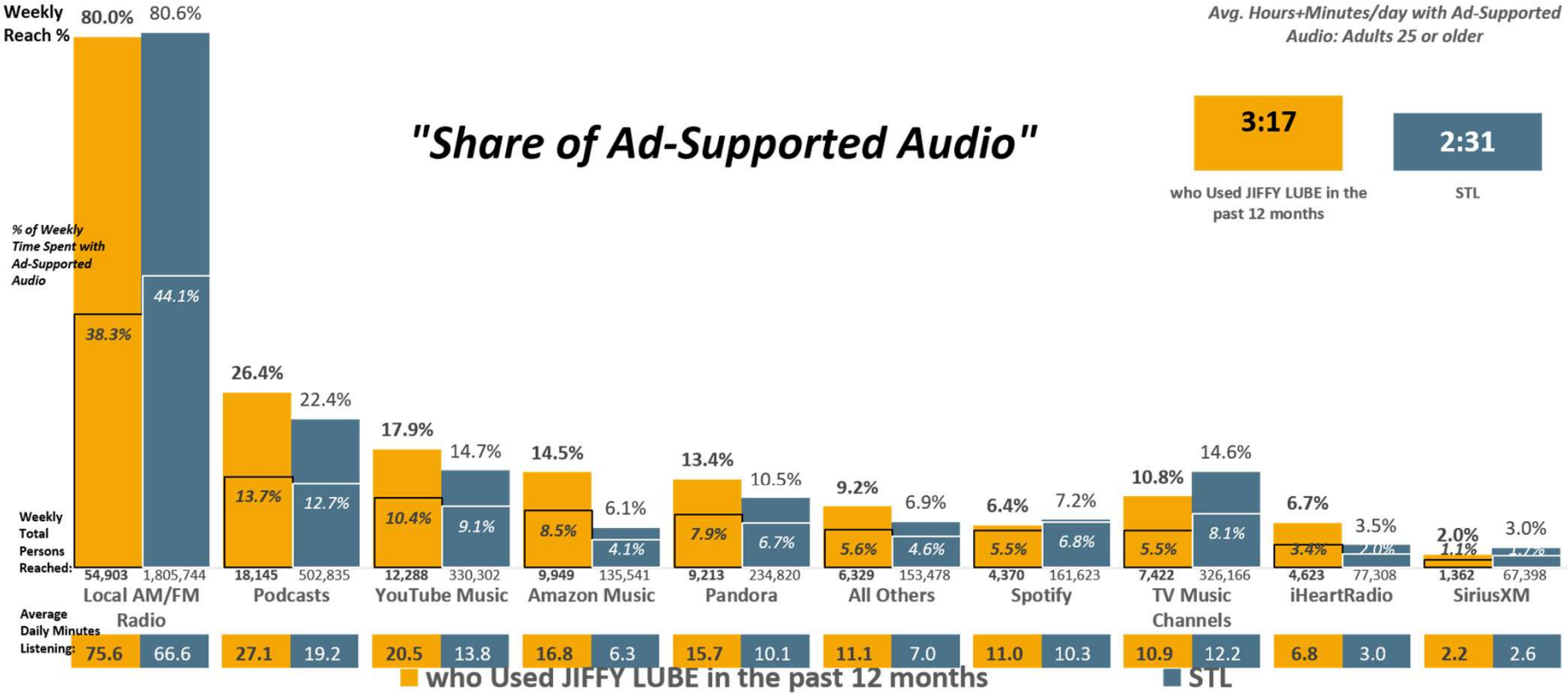
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube



54,903 or 80.% of Adults 25 or older who Used JIFFY LUBE in the past 12 months listen to Ad-Supported Local AM/FM Radio for an average of 75.6 minutes every day representing 38.3% of all time spent daily with Ad-Supported Audio.



STL DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 126 STL DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 3,675

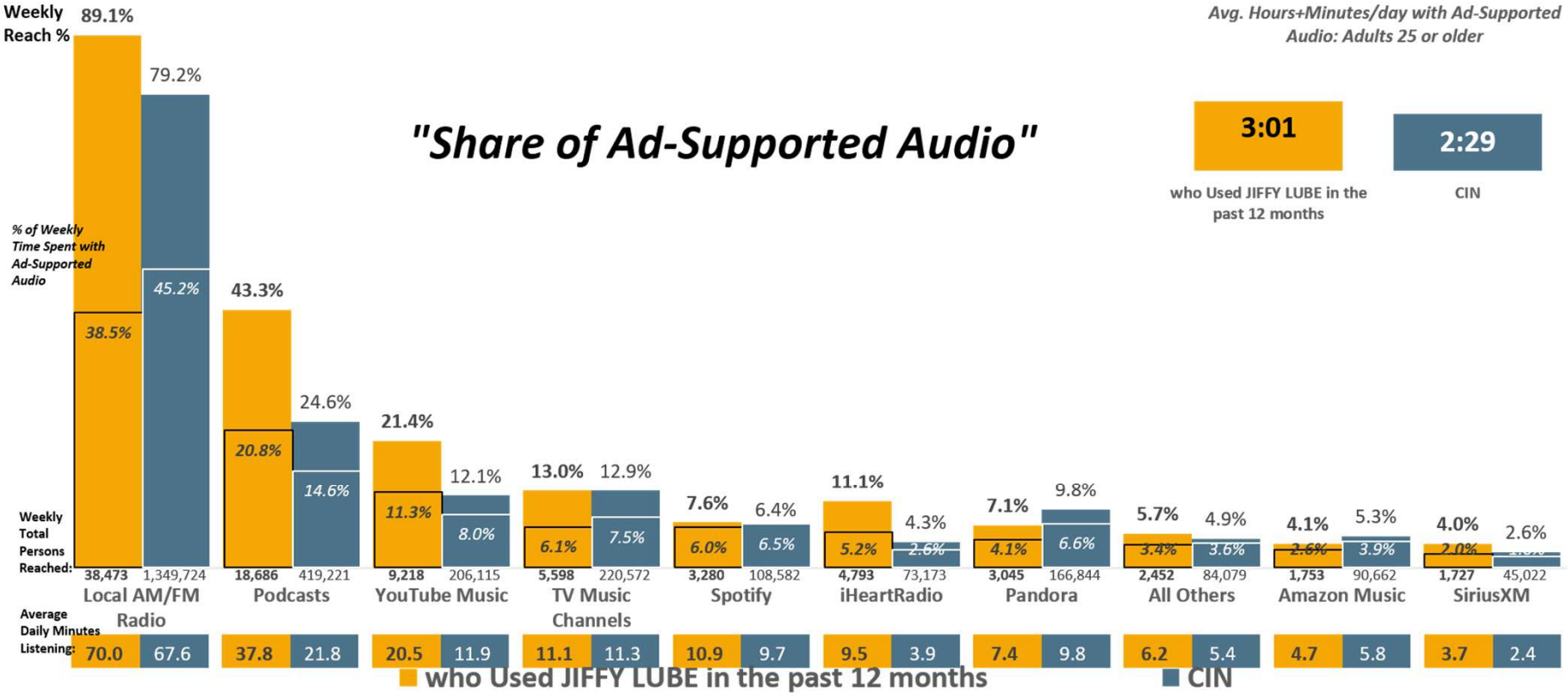
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube



38,473 or 89.1% of Adults 25 or older who Used JIFFY LUBE in the past 12 months listen to Ad-Supported Local AM/FM Radio for an average of 70. minutes every day representing 38.5% of all time spent daily with Ad-Supported Audio.



CIN DMA Scarborough R2 2025-26: Sep24-Aug26 Qual Intab 95 CIN DMA Scarborough R2 2025-26: Sep24-Aug26 Qual Intab 3,577

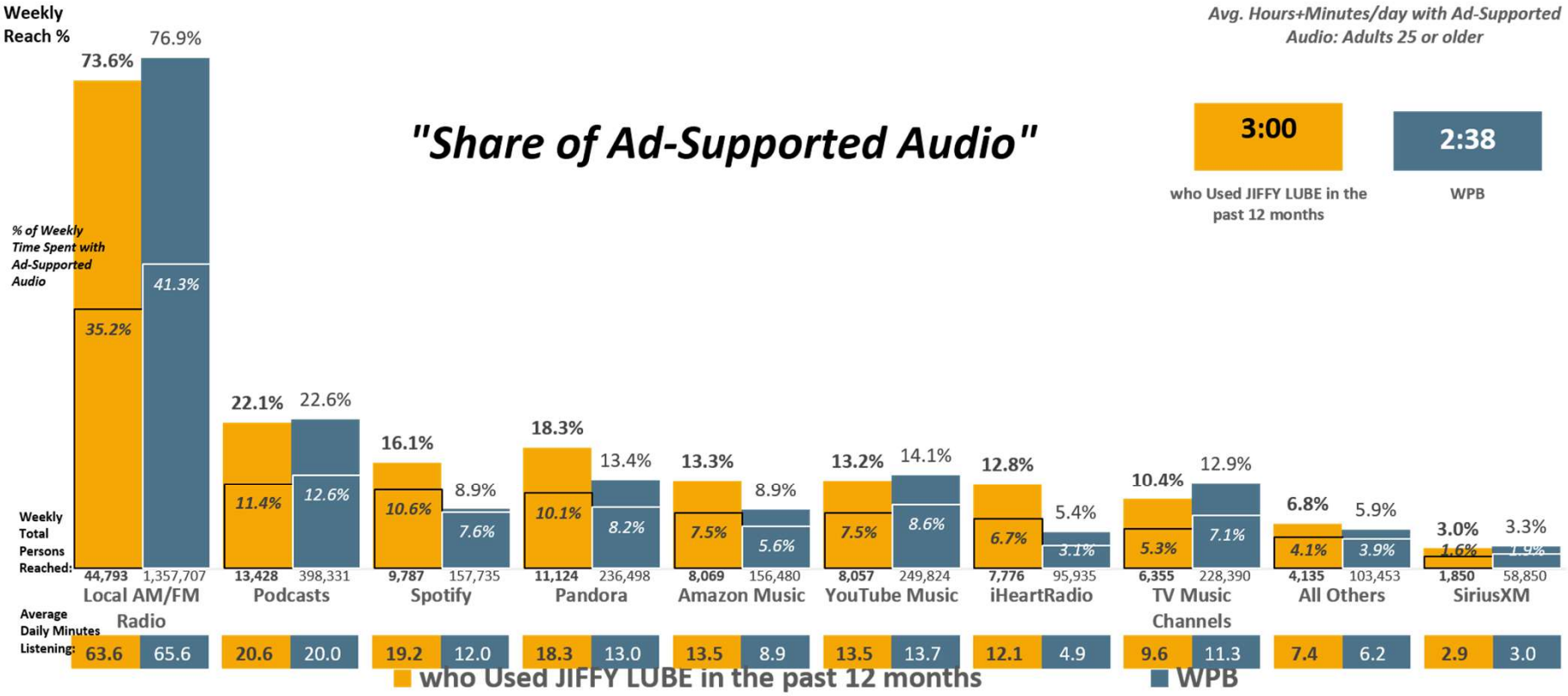
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube



44,793 or 73.6% of Adults 25 or older who Used JIFFY LUBE in the past 12 months listen to Ad-Supported Local AM/FM Radio for an average of 63.6 minutes every day representing 35.2% of all time spent daily with Ad-Supported Audio.



	Local AM/FM Radio	Podcasts	Spotify	Pandora	Amazon Music	YouTube Music	iHeartRadio	TV Music Channels	All Others	SiriusXM
Weekly Reach %	73.6%	22.1%	16.1%	18.3%	13.3%	13.2%	12.8%	10.4%	6.8%	3.0%
WPB Weekly Reach %	76.9%	22.6%	8.9%	13.4%	8.9%	14.1%	5.4%	12.9%	5.9%	3.3%
% of Weekly Time Spent with Ad-Supported Audio	35.2%	11.4%	10.6%	10.1%	7.5%	7.5%	6.7%	5.3%	4.1%	1.6%
WPB % of Weekly Time Spent with Ad-Supported Audio	41.3%	12.6%	7.6%	8.2%	5.6%	8.6%	3.1%	7.1%	3.9%	1.9%
Weekly Total Persons Reached:	44,793	13,428	9,787	11,124	8,069	8,057	7,776	6,355	4,135	1,850
WPB Weekly Total Persons Reached:	1,357,707	398,331	157,735	236,498	156,480	249,824	95,935	228,390	103,453	58,850
Average Daily Minutes Listening:	63.6	20.6	19.2	18.3	13.5	13.5	12.1	9.6	7.4	2.9
WPB Average Daily Minutes Listening:	65.6	20.0	12.0	13.0	8.9	13.7	4.9	11.3	6.2	3.0

WPB DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 171 WPB DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 4,823

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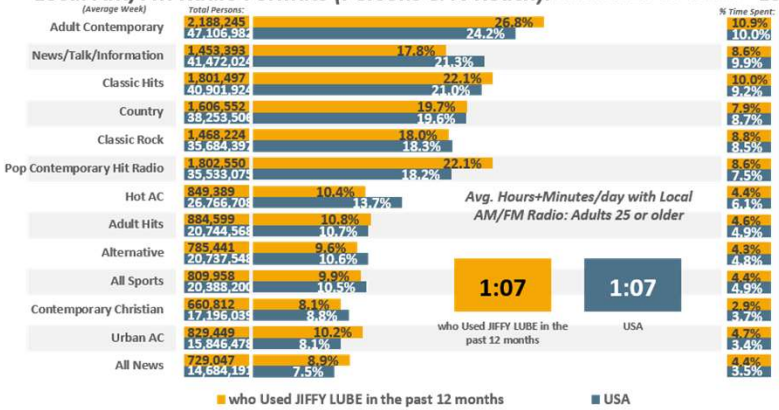
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

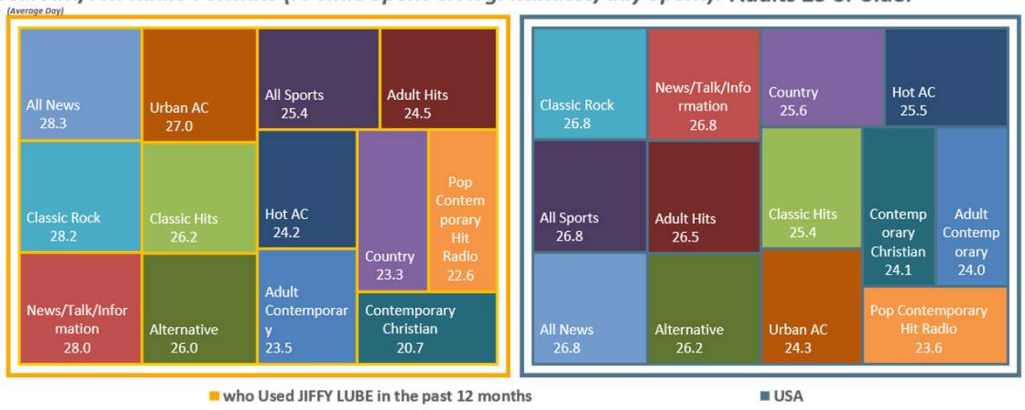


7,736,027 or 77.7% of Adults 25 or older who Used JIFFY LUBE in the past 12 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Classic Hits, Country, and Classic Rock.

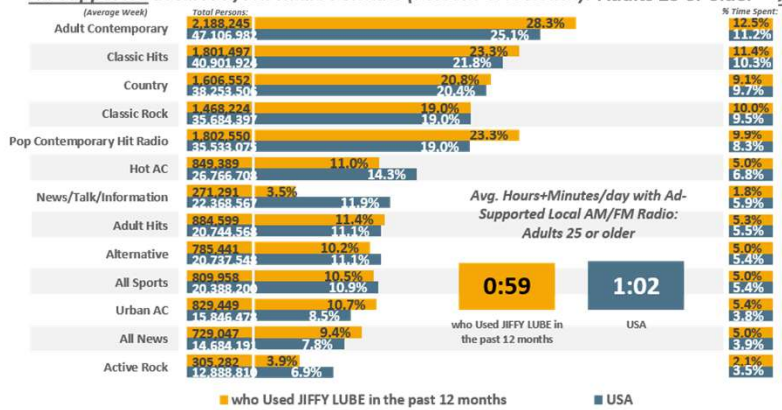
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 or older



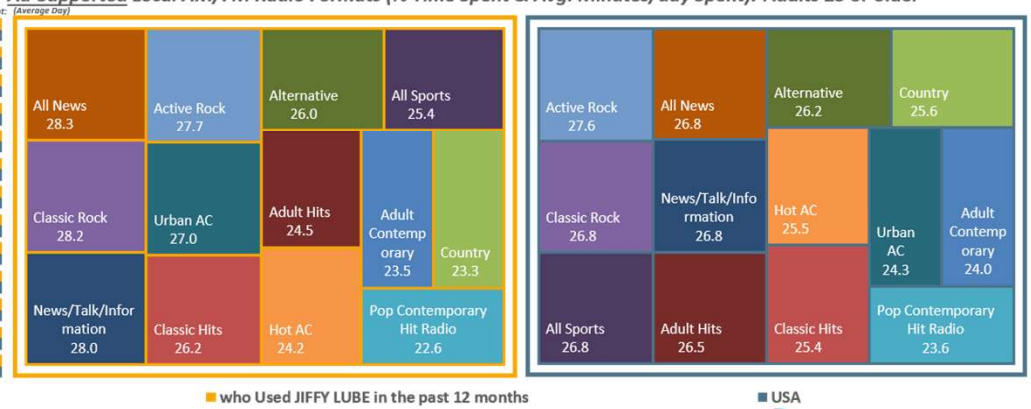
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



USA USA Projection Scarborough R2 2025-26: Feb24-Aug26 Qual Intab 2,105

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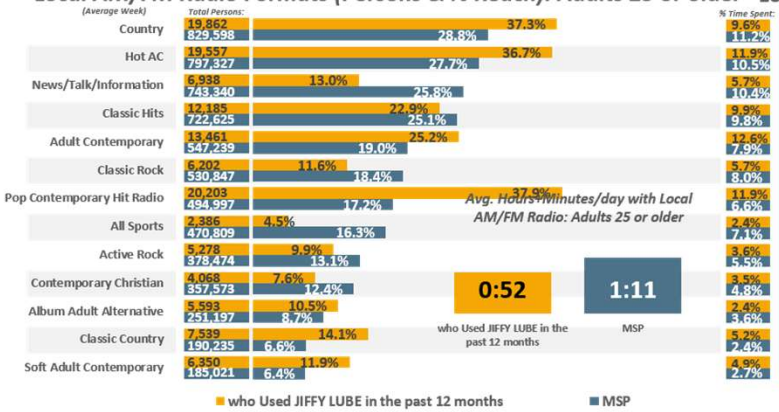
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

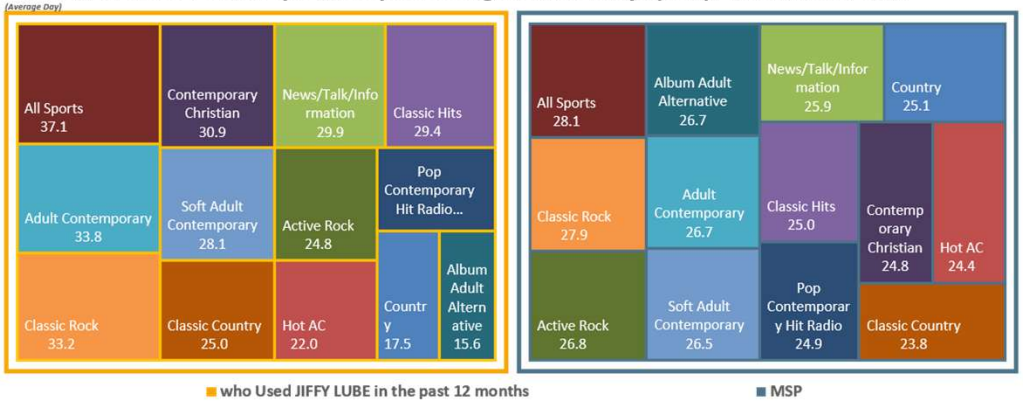


46,520 or 72.7% of Adults 25 or older who Used JIFFY LUBE in the past 12 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Country, Hot AC, Adult Contemporary, and Classic Hits.

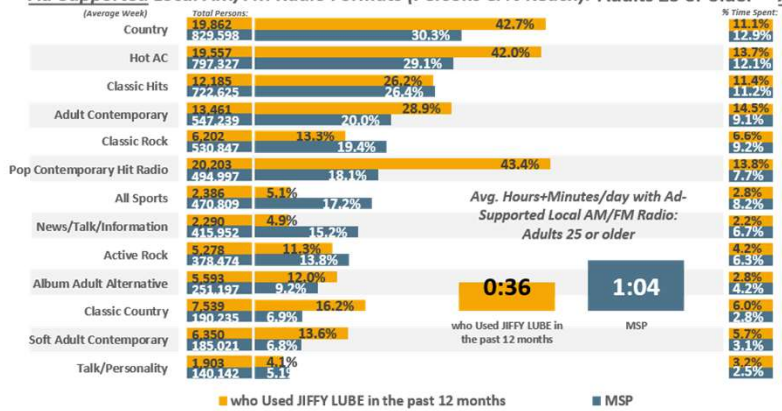
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 or older



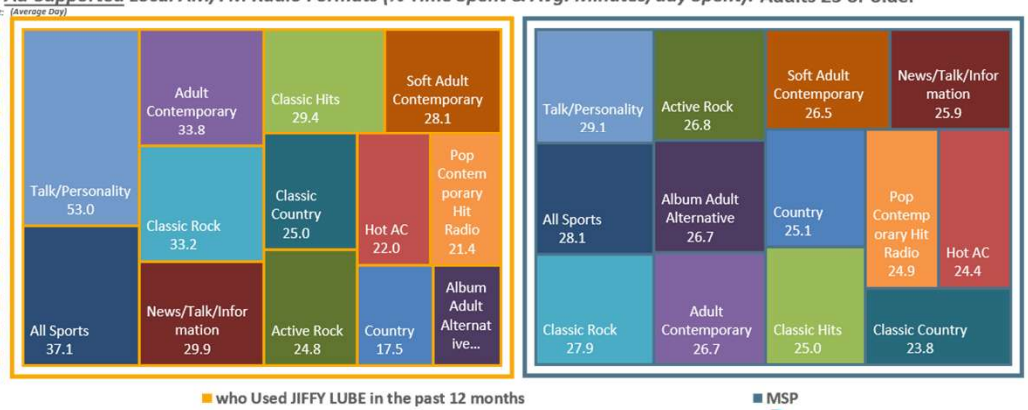
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



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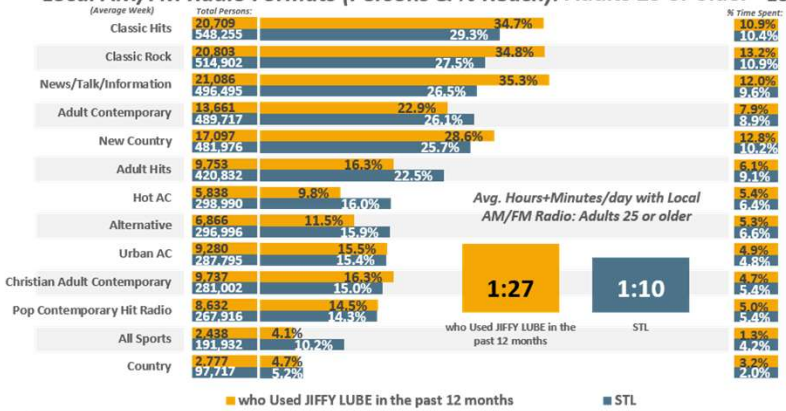
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

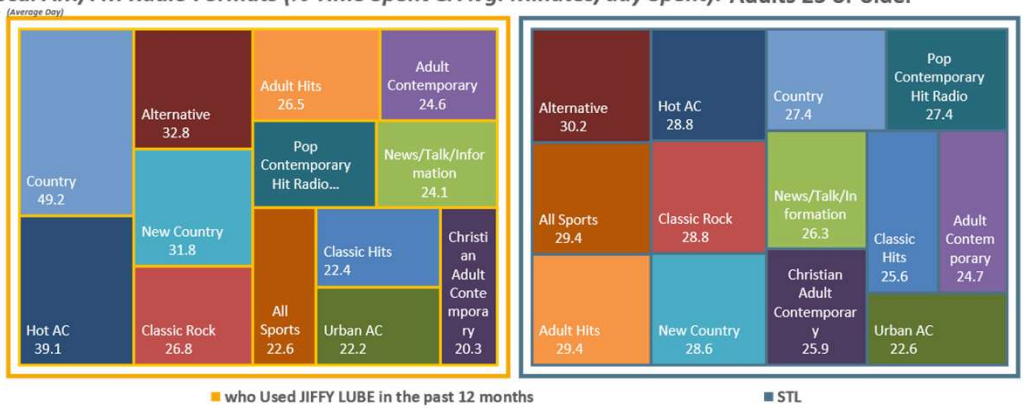


54,903 or 80.% of Adults 25 or older who Used JIFFY LUBE in the past 12 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Rock, Classic Hits, New Country, Adult Contemporary, and News/Talk/Information.

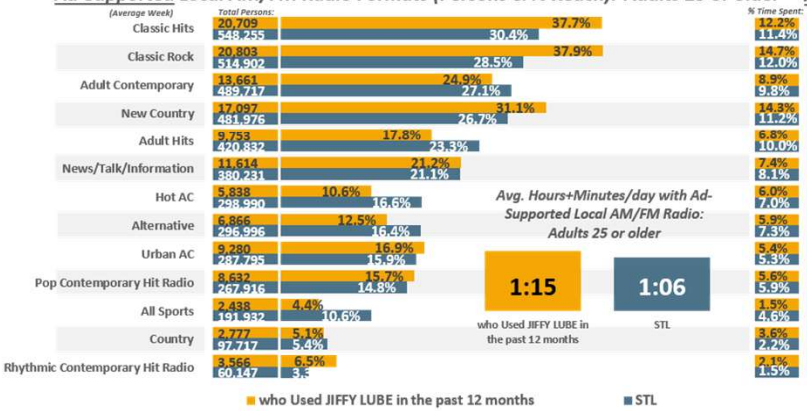
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 or older



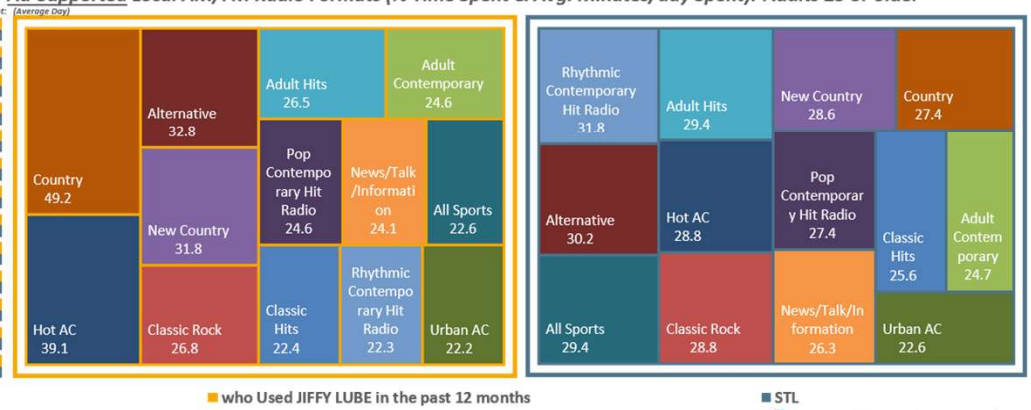
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



STL DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 126

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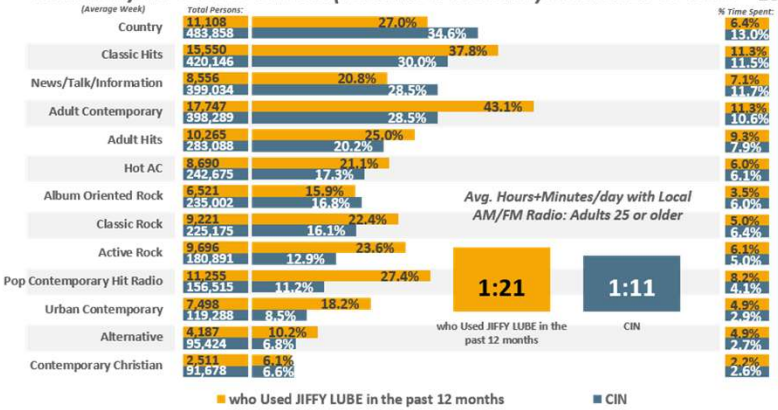
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

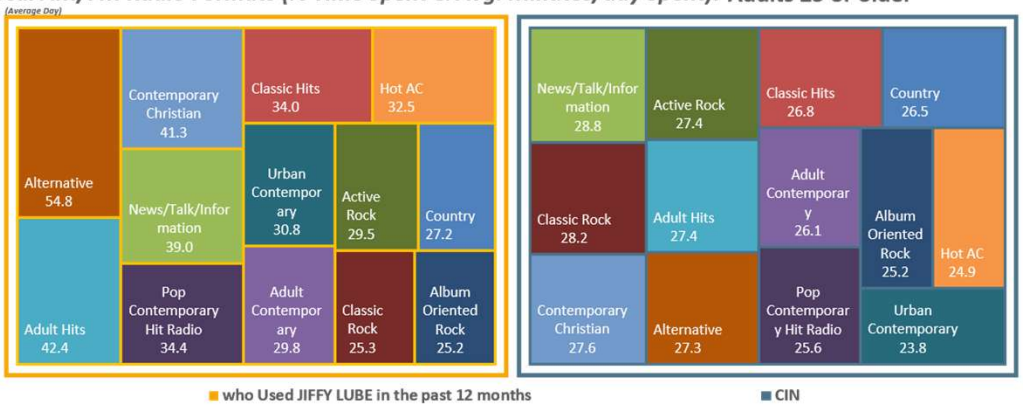


38,473 or 89.1% of Adults 25 or older who Used JIFFY LUBE in the past 12 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Pop Contemporary Hit Radio, Country, and Adult Hits.

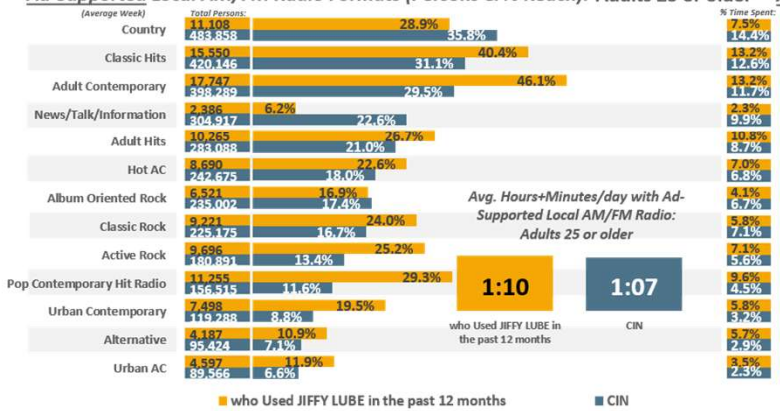
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 or older



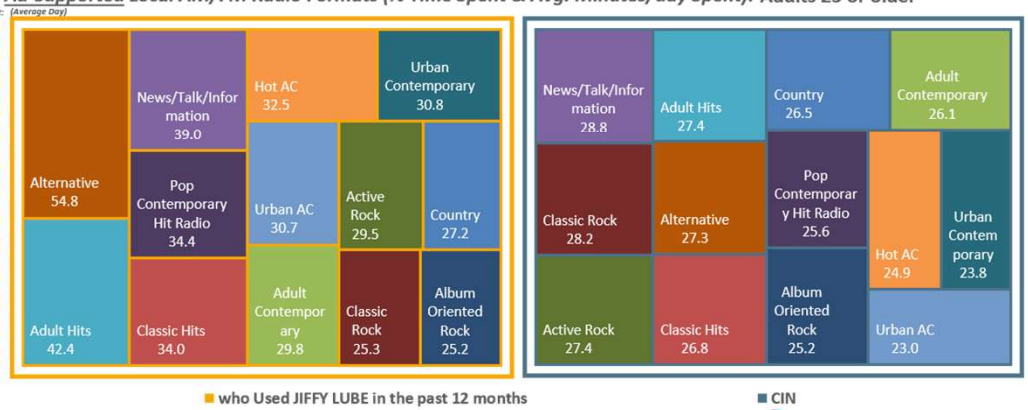
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



CIN DMA Scarborough R2 2025-26: Sep24-Aug26 Qual Intab 95

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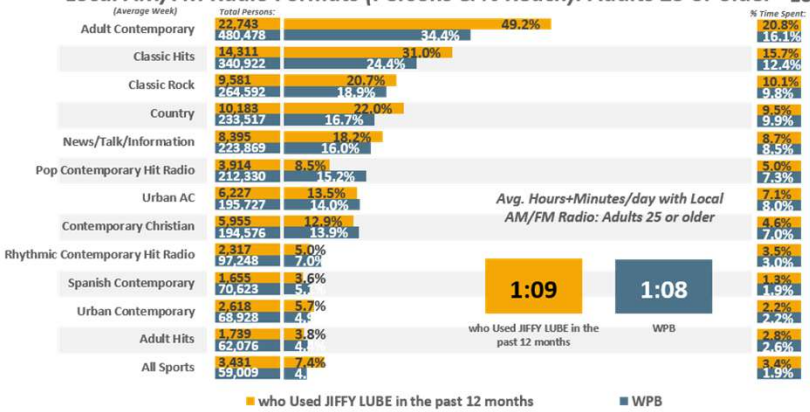
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

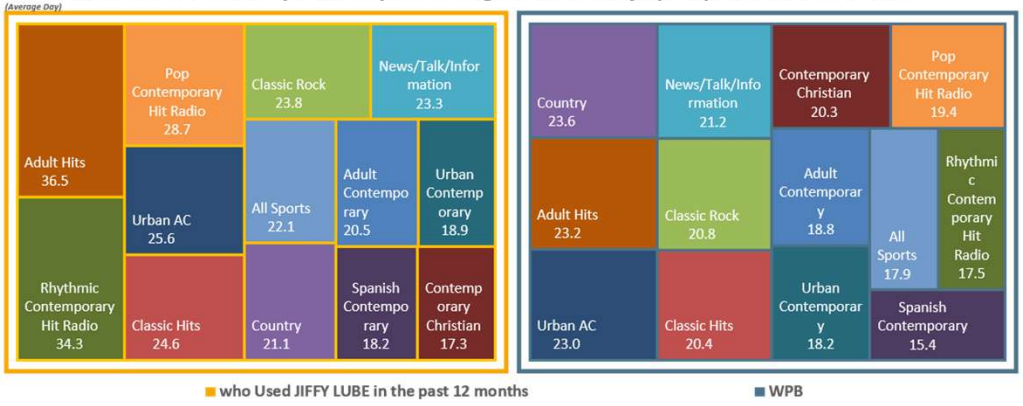


44,793 or 73.6% of Adults 25 or older who Used JIFFY LUBE in the past 12 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Country, Classic Rock, and Urban AC.

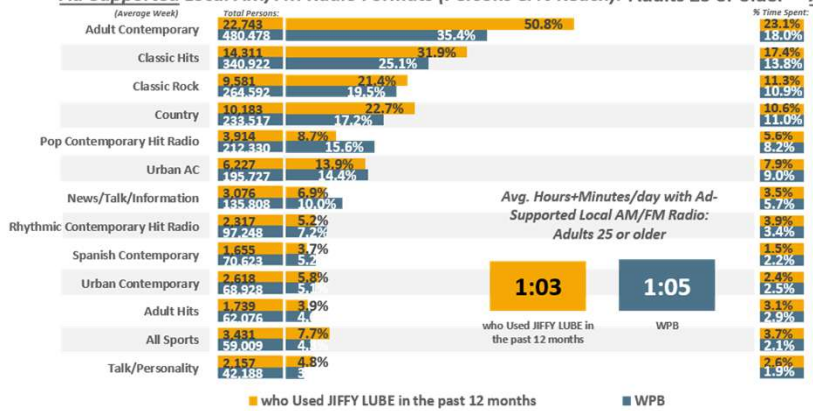
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 or older



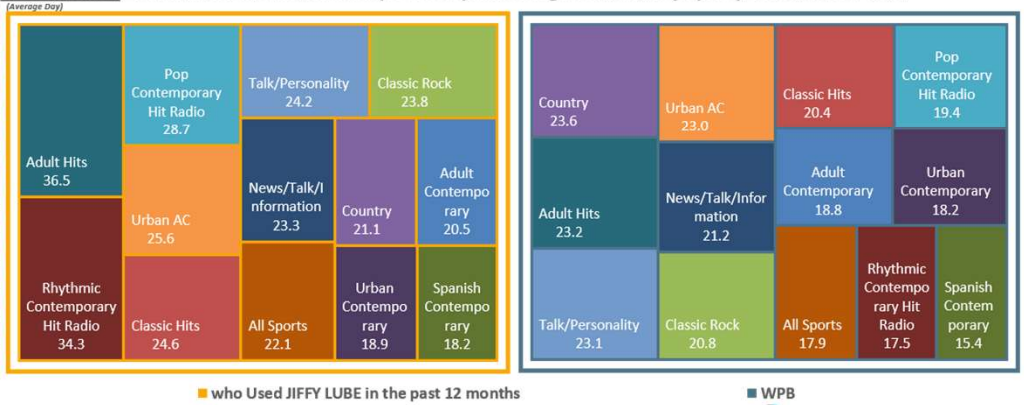
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



WPB DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 171

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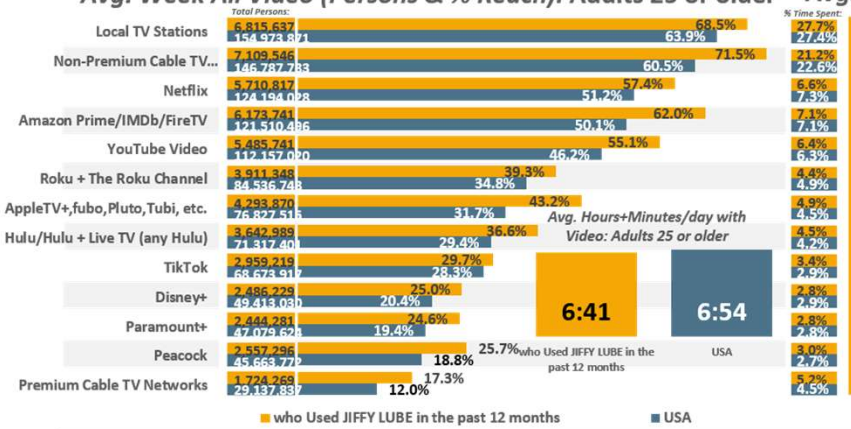
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

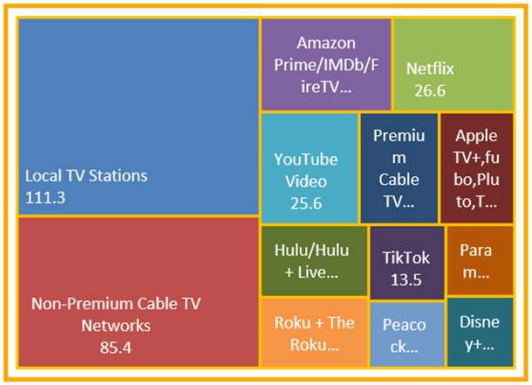


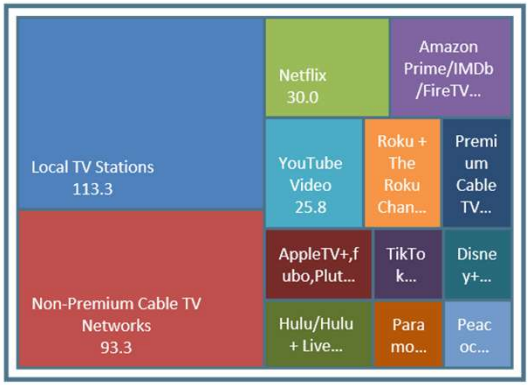
6,667,025 or 67.% of Adults 25 or older who Used JIFFY LUBE in the past 12 months watch Ad-Supported Local TV Stations for an average of 103.7 minutes every day representing 31.4% of all time spent daily with Ad-Supported Video.

Avg. Week All Video (Persons & % Reach): Adults 25 or older

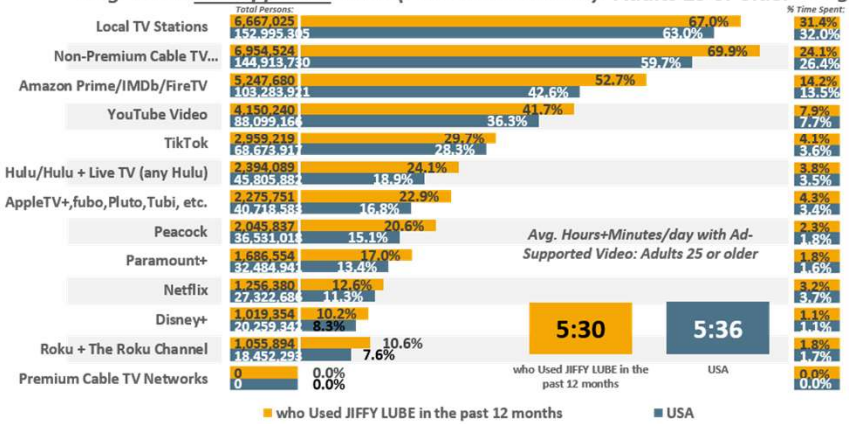


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older

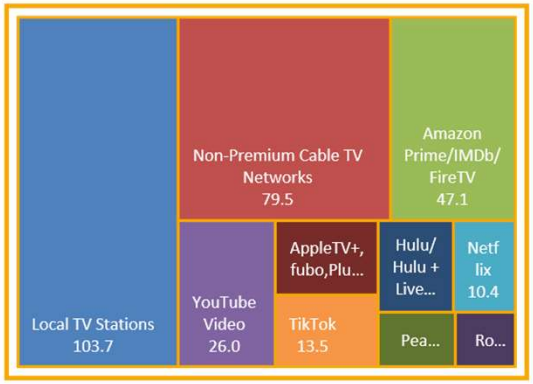


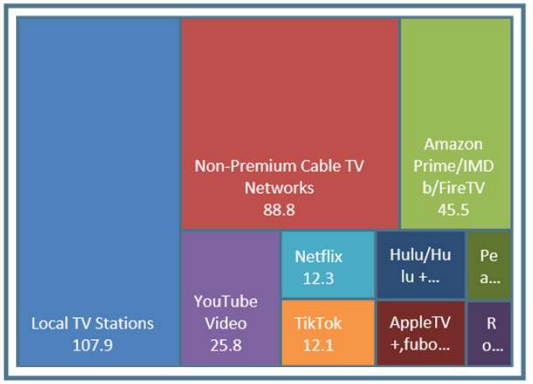


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 25 or older



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





USA USA Projection Scarborough R2 2025-26: Feb24-Aug26 Qual Intab 2,105

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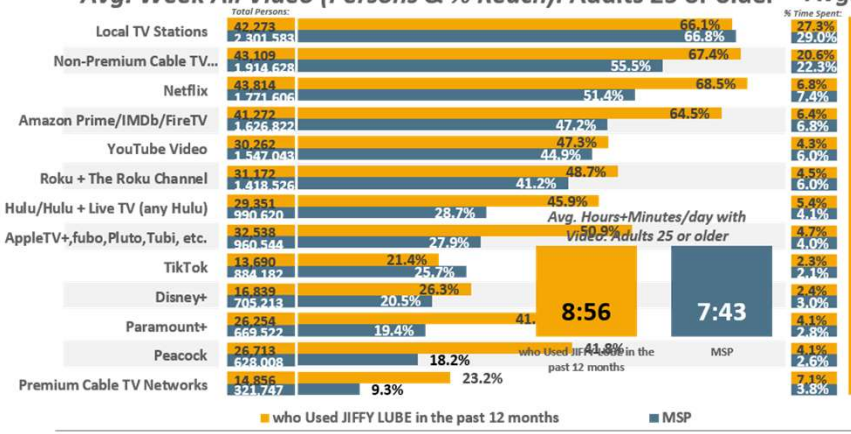
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

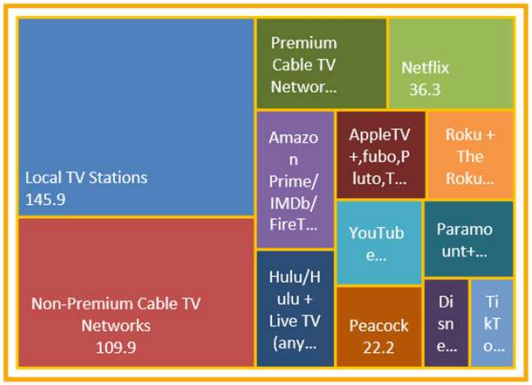


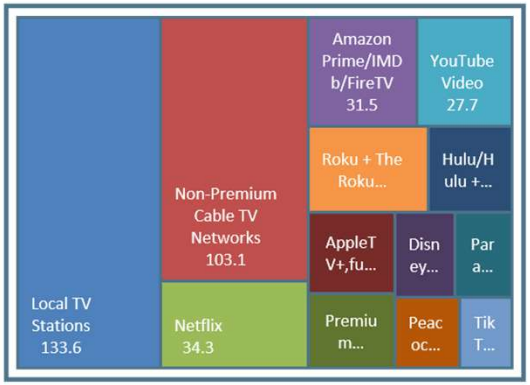
39,493 or 61.8% of Adults 25 or older who Used JIFFY LUBE in the past 12 months watch Ad-Supported Local TV Stations for an average of 126.6 minutes every day representing 29.2% of all time spent daily with Ad-Supported Video.

Avg. Week All Video (Persons & % Reach): Adults 25 or older

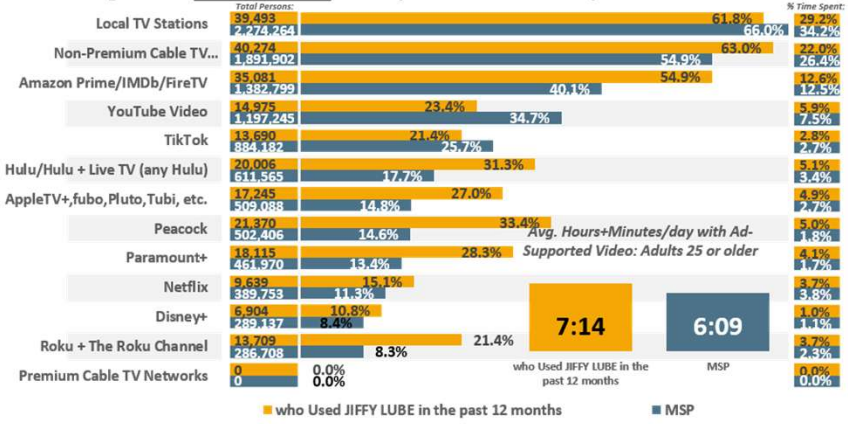


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older

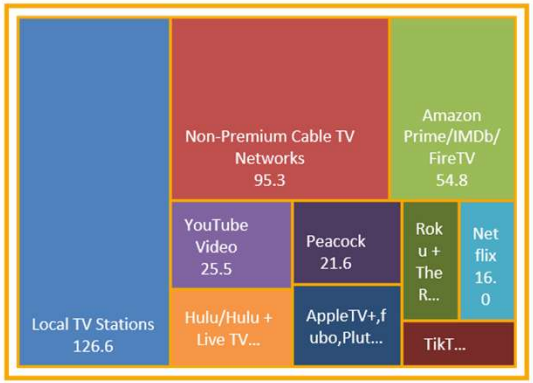


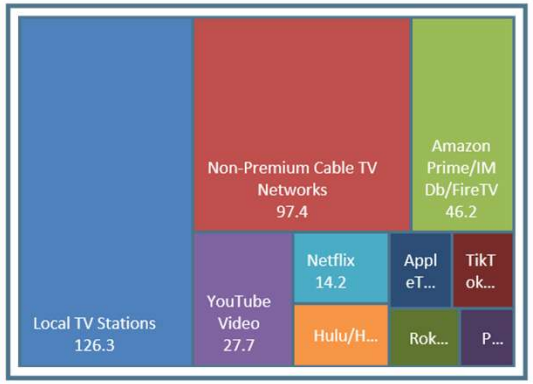


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 25 or older



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





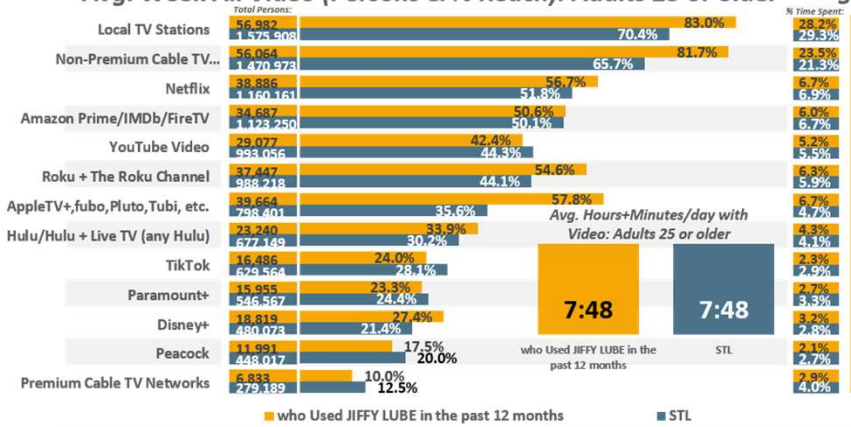
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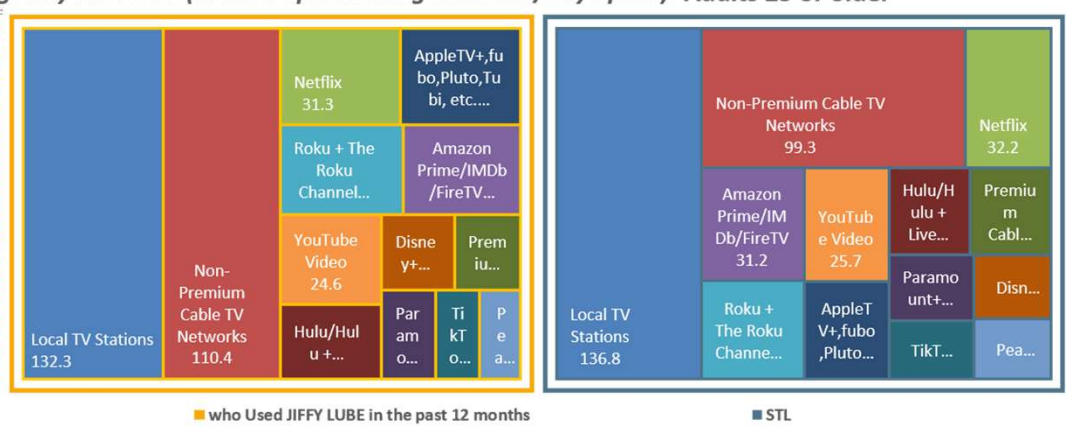
Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

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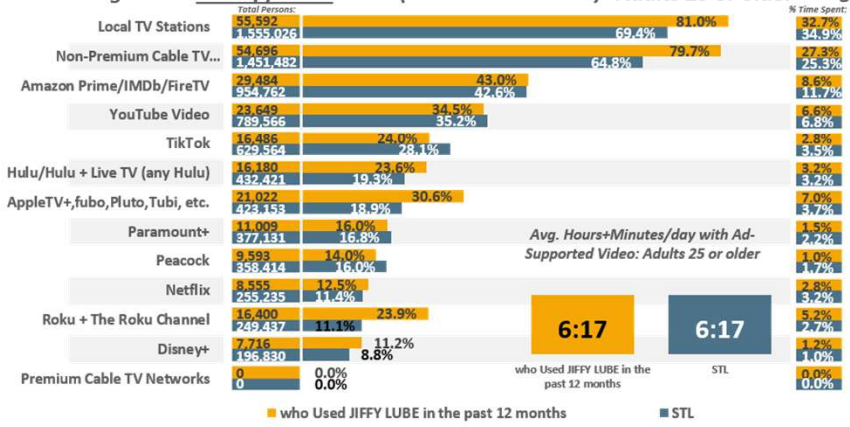
Avg. Week All Video (Persons & % Reach): Adults 25 or older



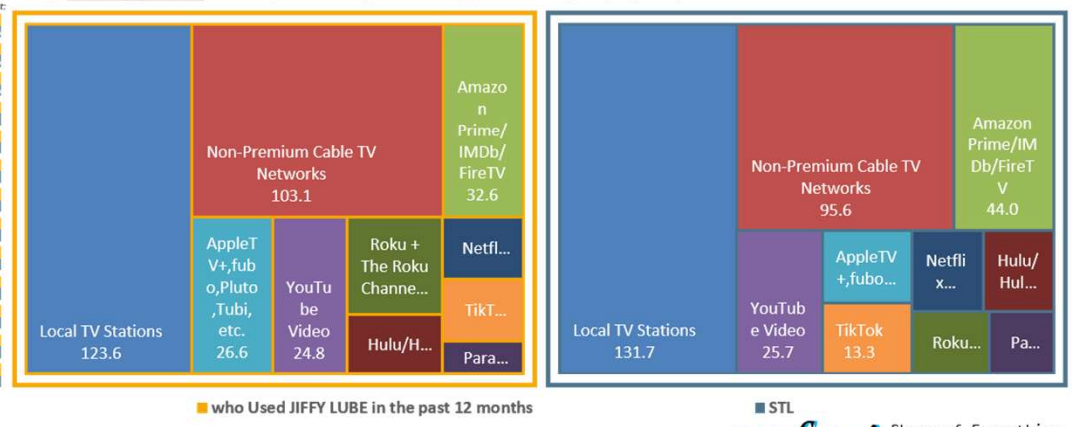
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



STL DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 126

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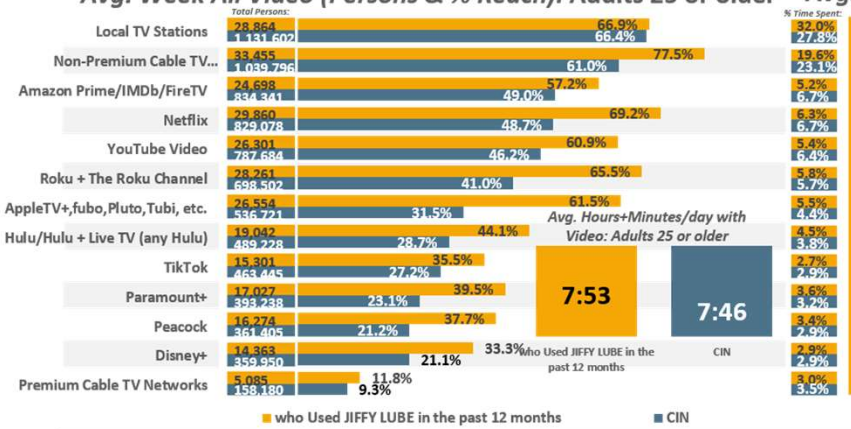
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

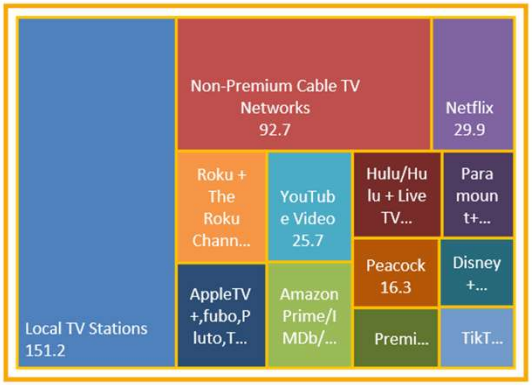


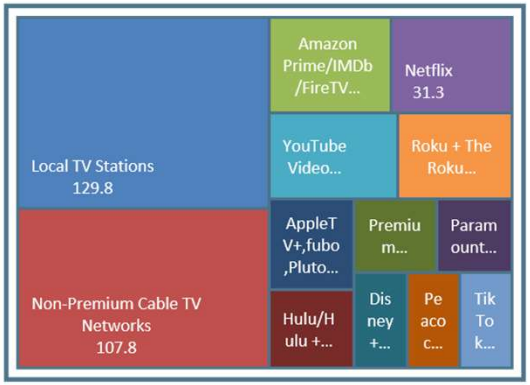
27,115 or 62.8% of Adults 25 or older who Used JIFFY LUBE in the past 12 months watch Ad-Supported Local TV Stations for an average of 140.3 minutes every day representing 36.9% of all time spent daily with Ad-Supported Video.

Avg. Week All Video (Persons & % Reach): Adults 25 or older

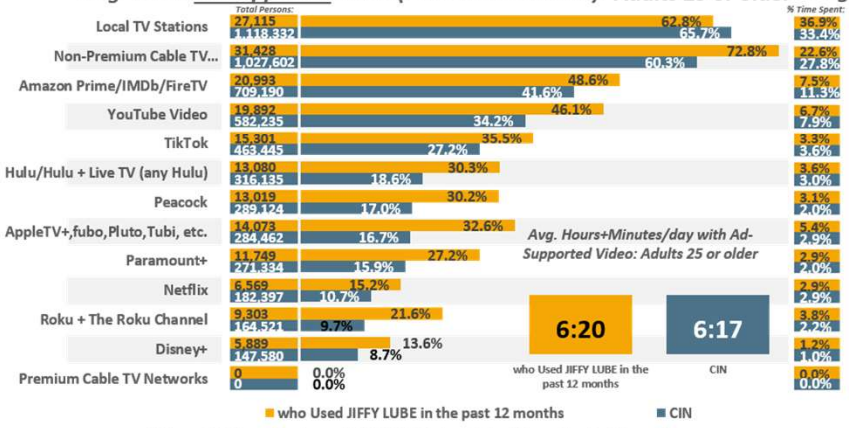


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older

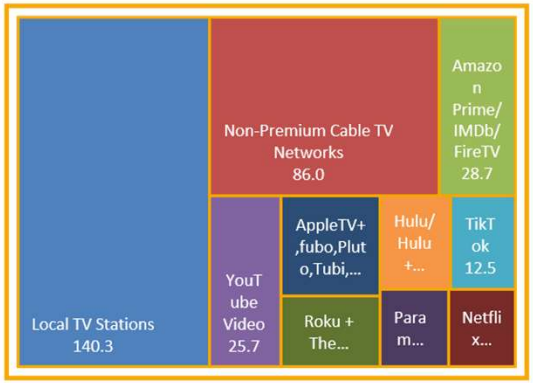


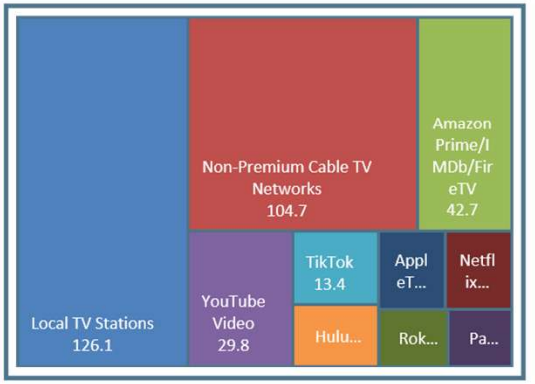


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 25 or older



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





CIN DMA Scarborough R2 2025-26: Sep24-Aug26 Qual Intab 95

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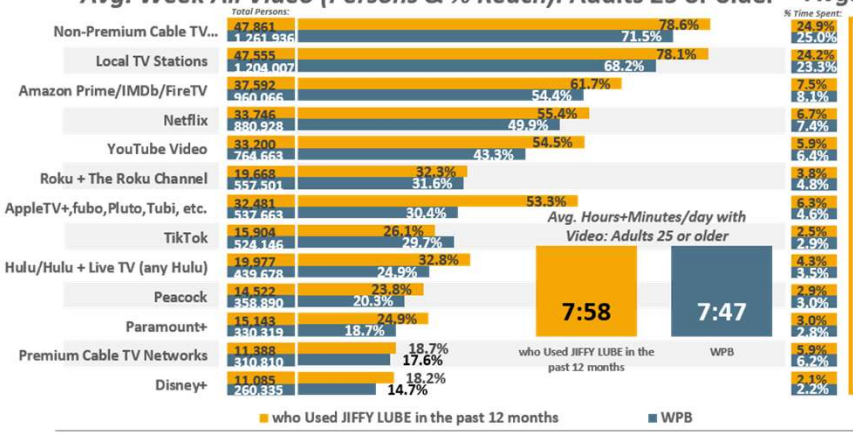
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

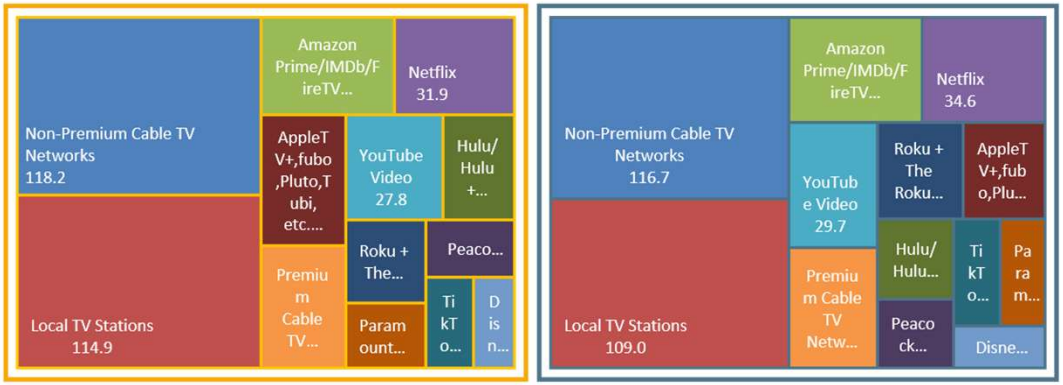


46,885 or 77.7% of Adults 25 or older who Used JIFFY LUBE in the past 12 months watch Ad-Supported Local TV Stations for an average of 108.2 minutes every day representing 27.4% of all time spent daily with Ad-Supported Video.

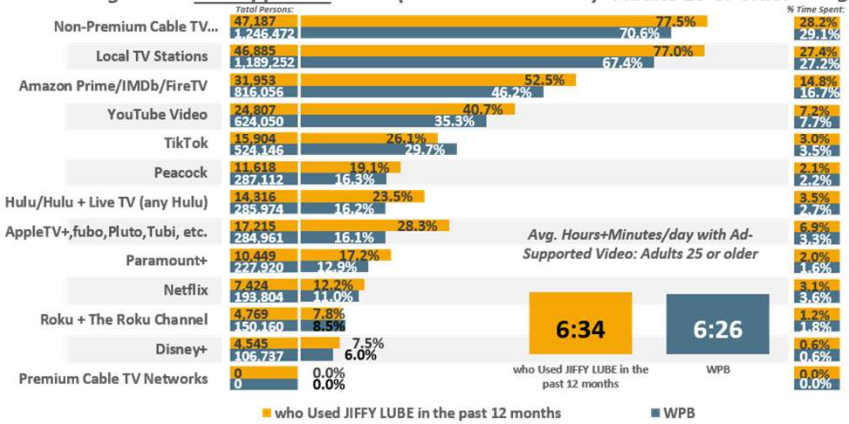
Avg. Week All Video (Persons & % Reach): Adults 25 or older



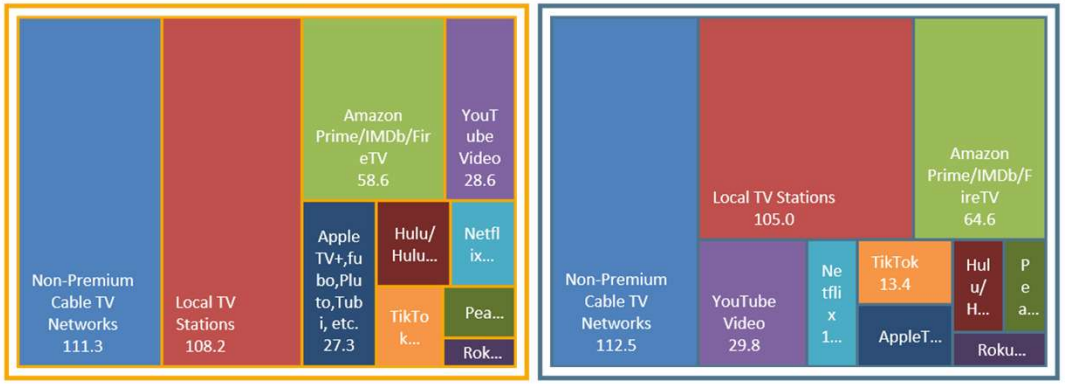
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



WPB DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 171

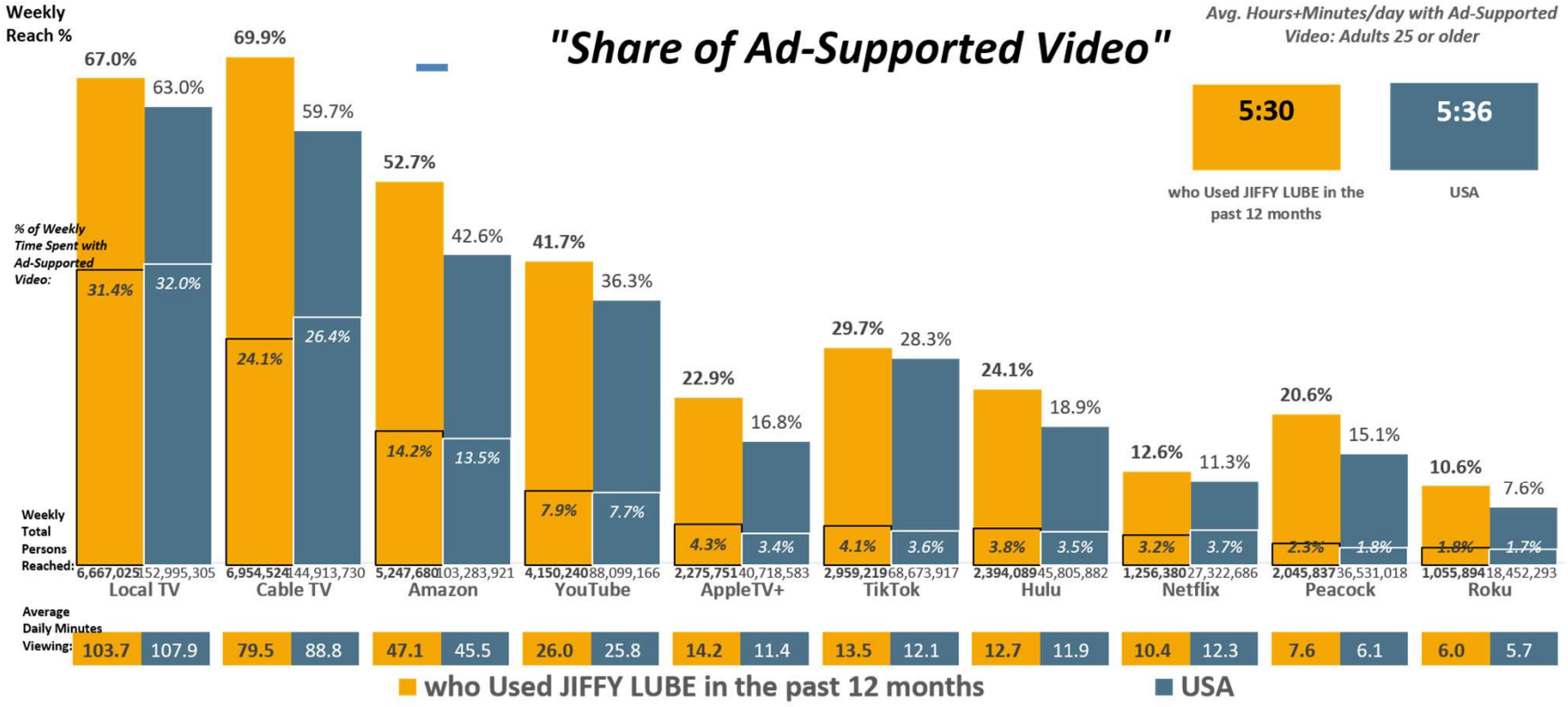
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube



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Scarborough R2 2025-26: Feb24-Aug26 USA Projection Scarborough R2 2025-26: Feb24-Aug26 Qual Intab 45,048
USA USA Projection Scarborough R2 2025-26: Feb24-Aug26 Qual Intab 2,105

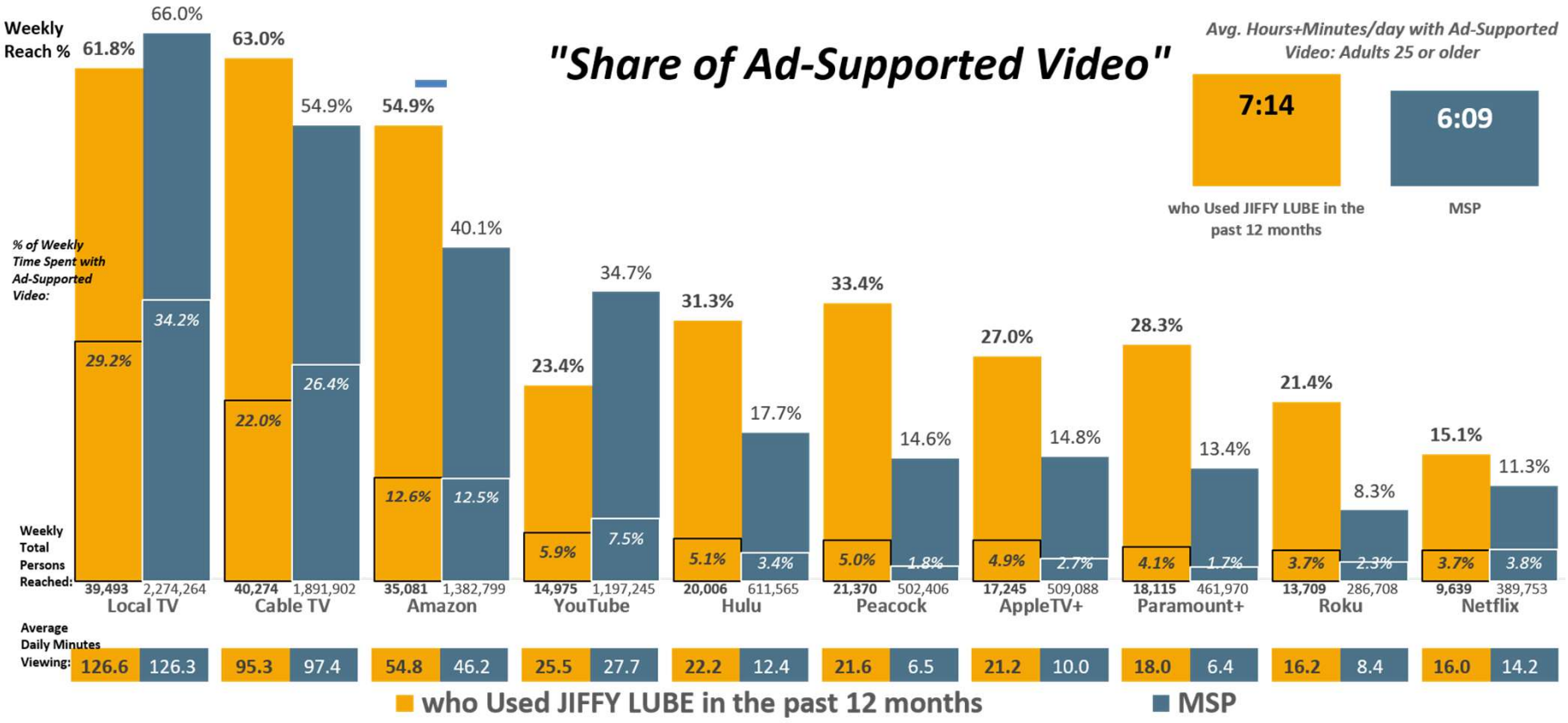
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube



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MSP DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 58 MSP DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 3,647

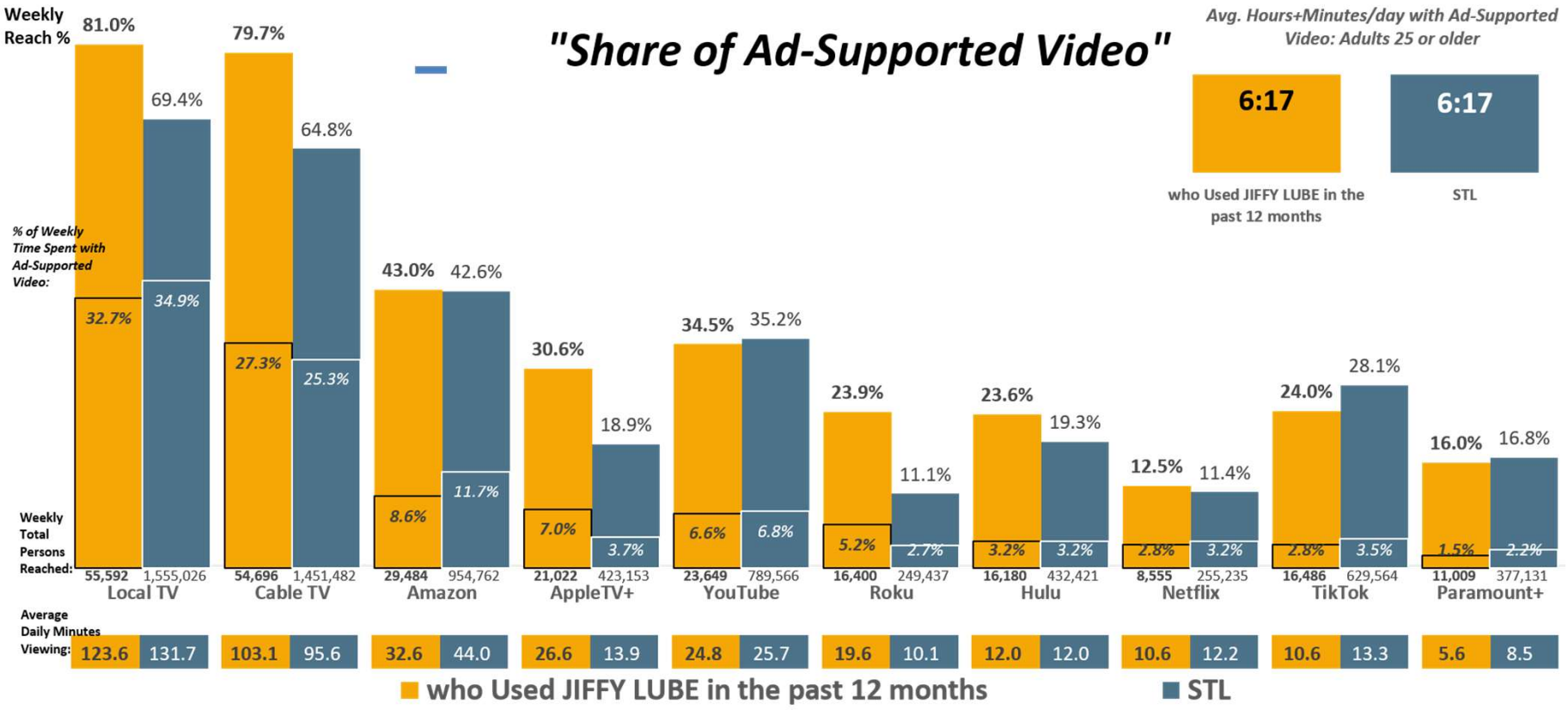
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube



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STL DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 126 STL DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 3,675

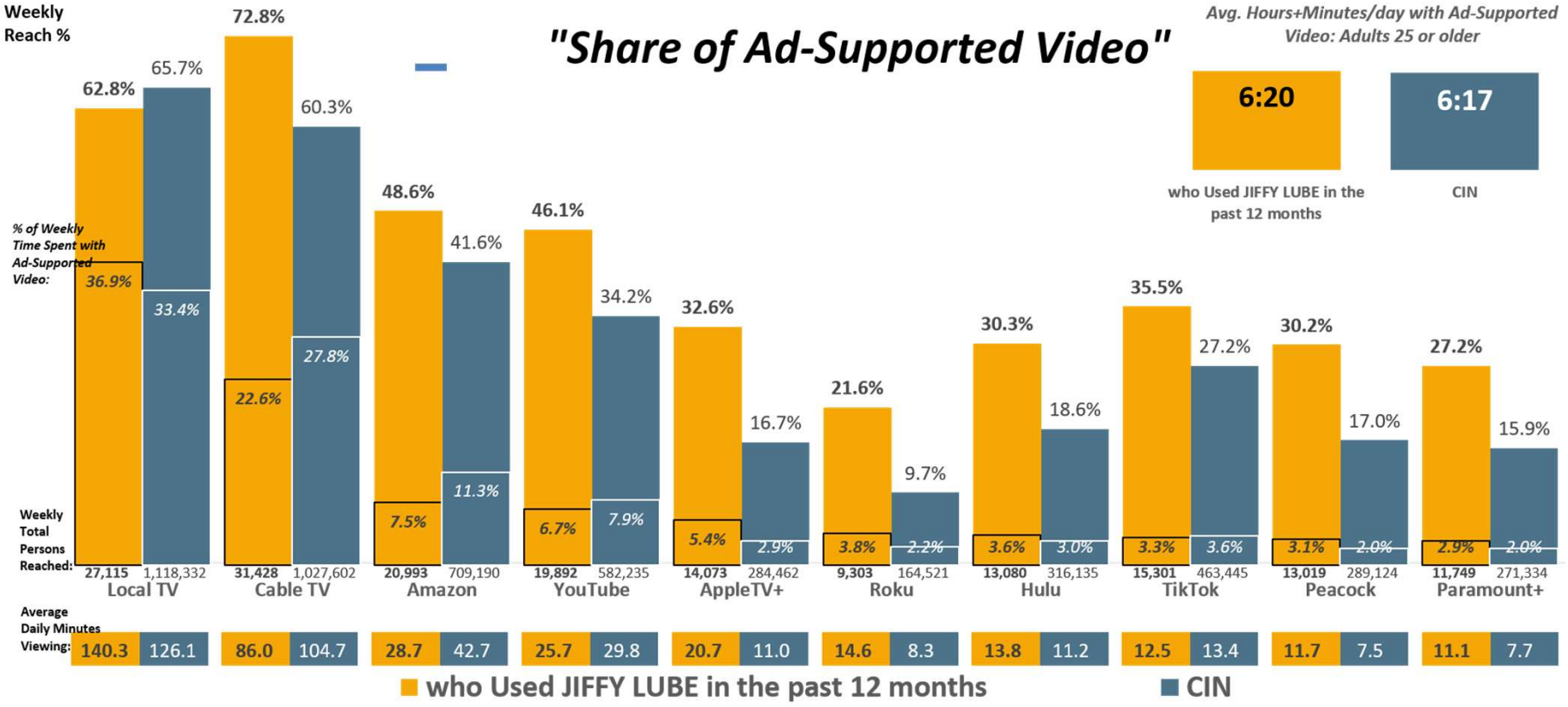
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube



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CIN DMA Scarborough R2 2025-26: Sep24-Aug26 Qual Intab 95 CIN DMA Scarborough R2 2025-26: Sep24-Aug26 Qual Intab 3,577

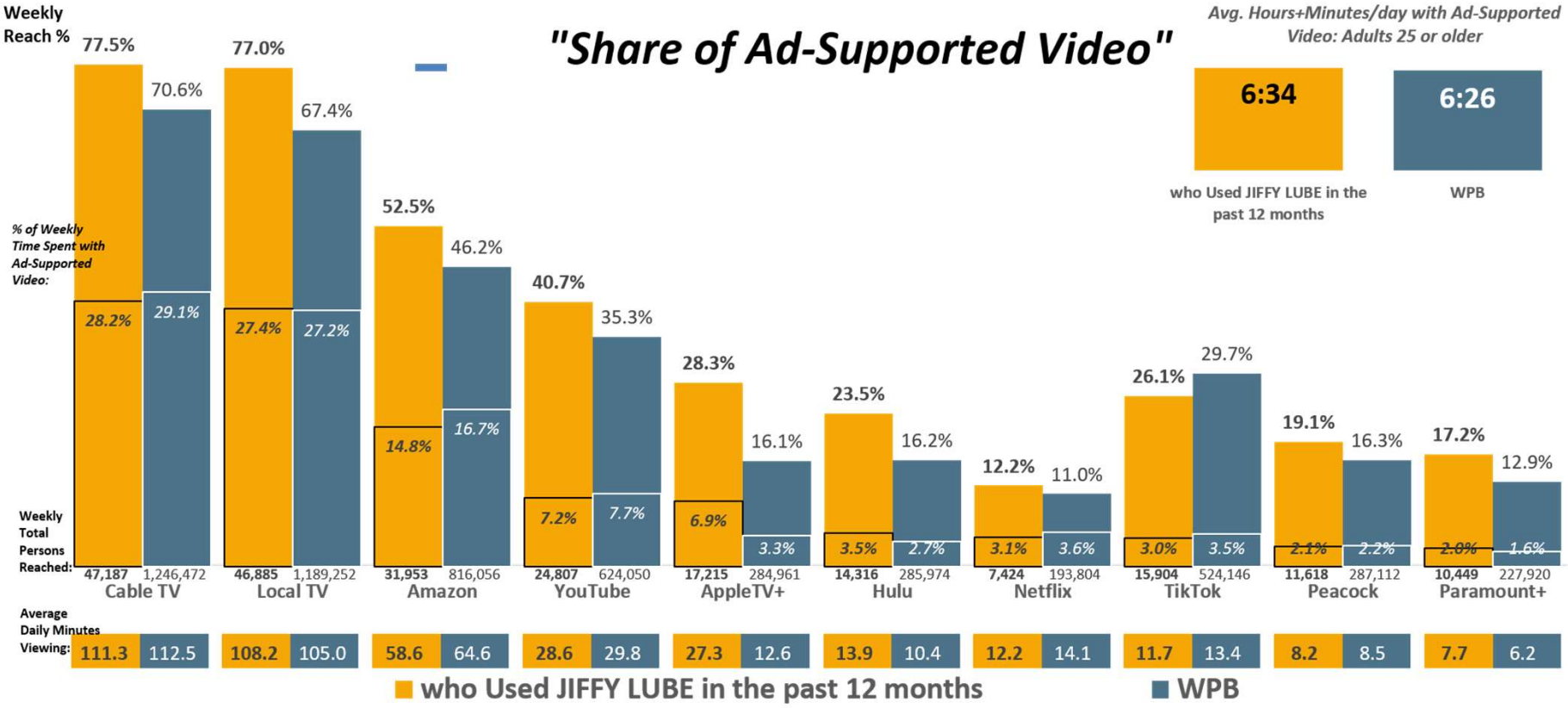
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube



46,885 or 77.% of Adults 25 or older who Used JIFFY LUBE in the past 12 months watch Ad-Supported Local TV Stations for an average of 108.2 minutes every day representing 27.4% of all time spent daily with Ad-Supported Video.



WPB DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 171 WPB DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 4,823

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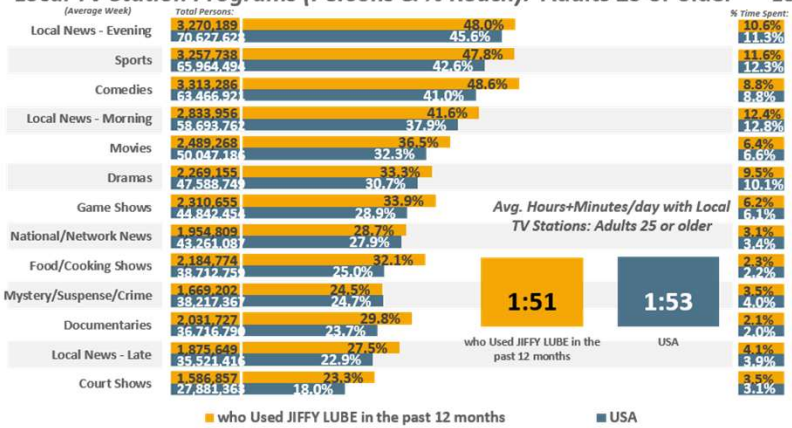
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

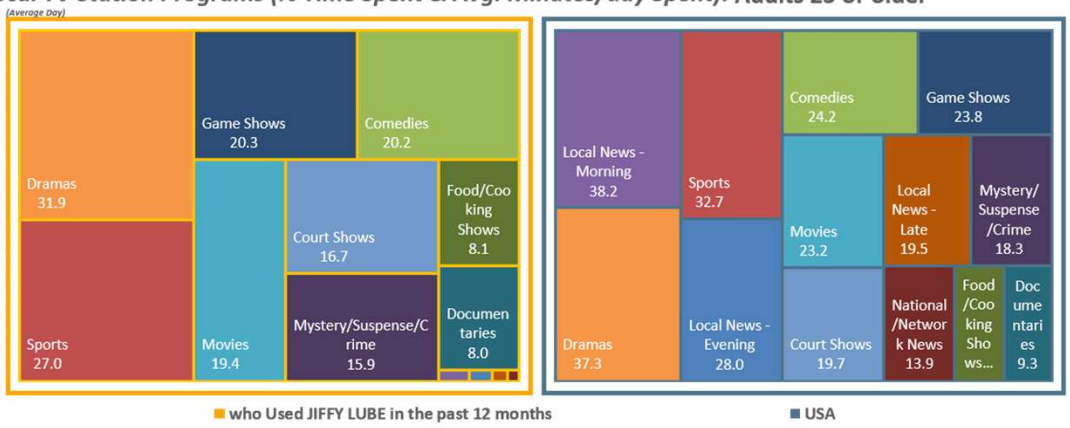


6,667,025 or 67.% of Adults 25 or older who Used JIFFY LUBE in the past 12 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Morning, Movies, and Game Shows.

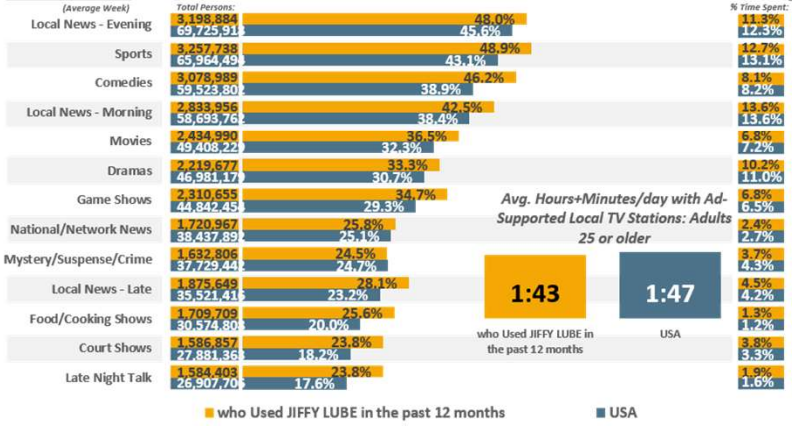
Local TV Station Programs (Persons & % Reach): Adults 25 or older



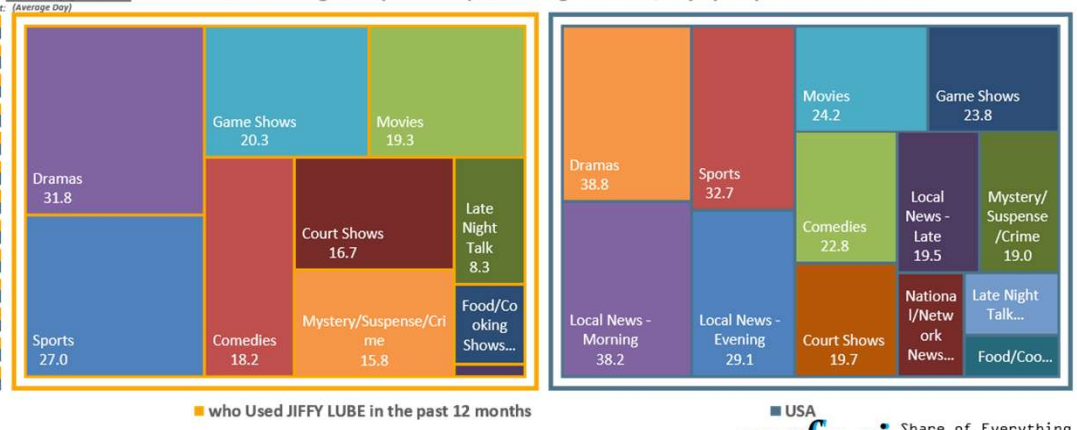
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



USA USA Projection Scarborough R2 2025-26: Feb24-Aug26 Qual Intab 2,105

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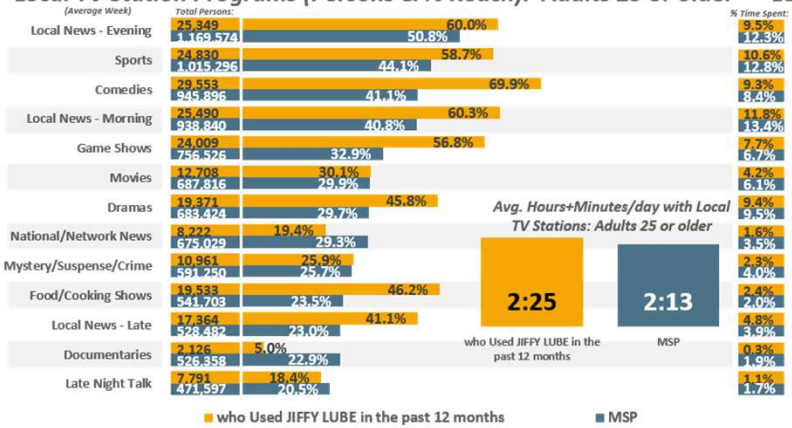
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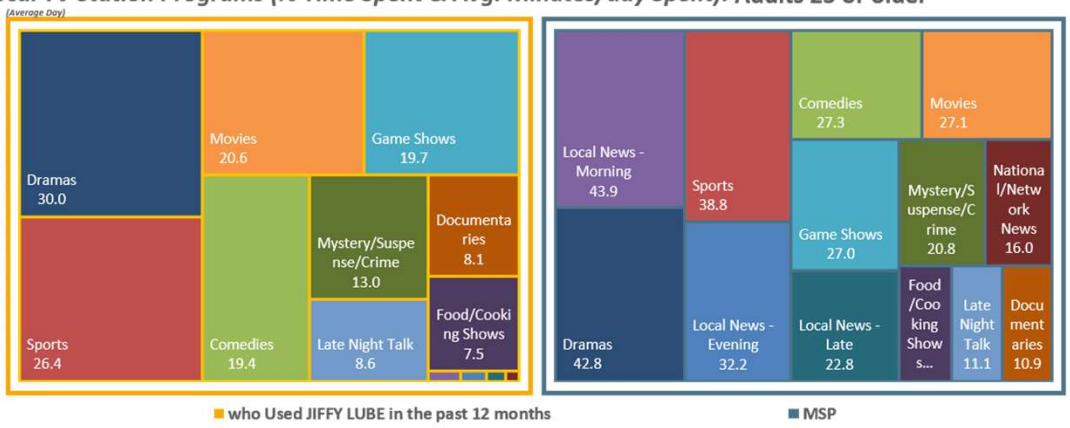


39,493 or 61.8% of Adults 25 or older who Used JIFFY LUBE in the past 12 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Local News - Morning, Sports, Game Shows, Local News - Evening, and Daytime Soap Operas.

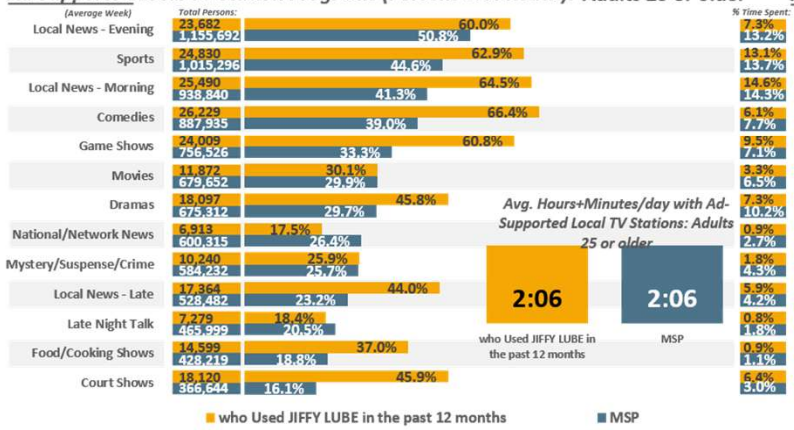
Local TV Station Programs (Persons & % Reach): Adults 25 or older



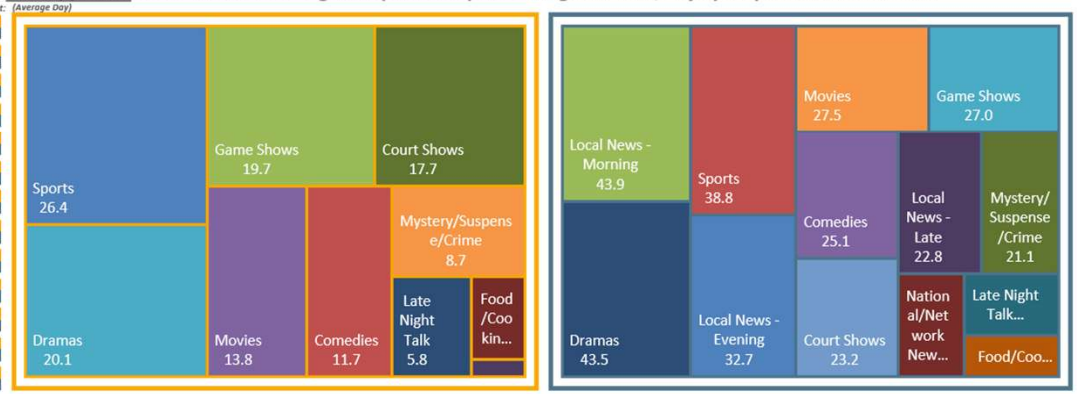
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



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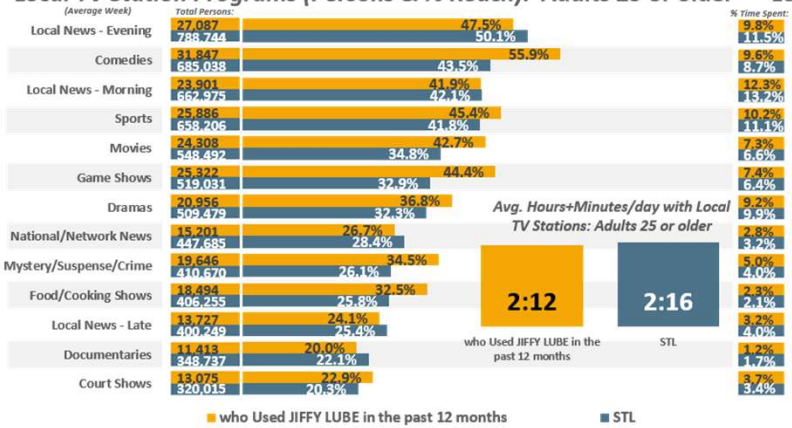
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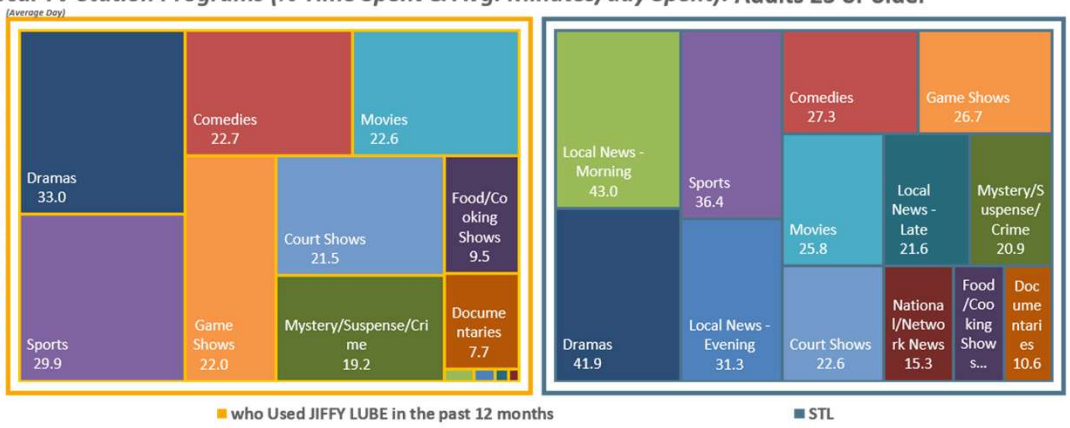
Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

55,592 or 81.% of Adults 25 or older who Used JIFFY LUBE in the past 12 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Local News - Evening, Sports, Game Shows, Local News - Morning, and Movies.

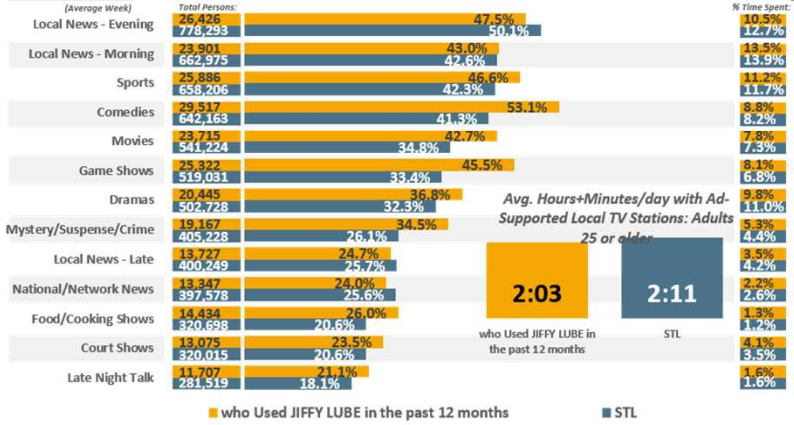
Local TV Station Programs (Persons & % Reach): Adults 25 or older



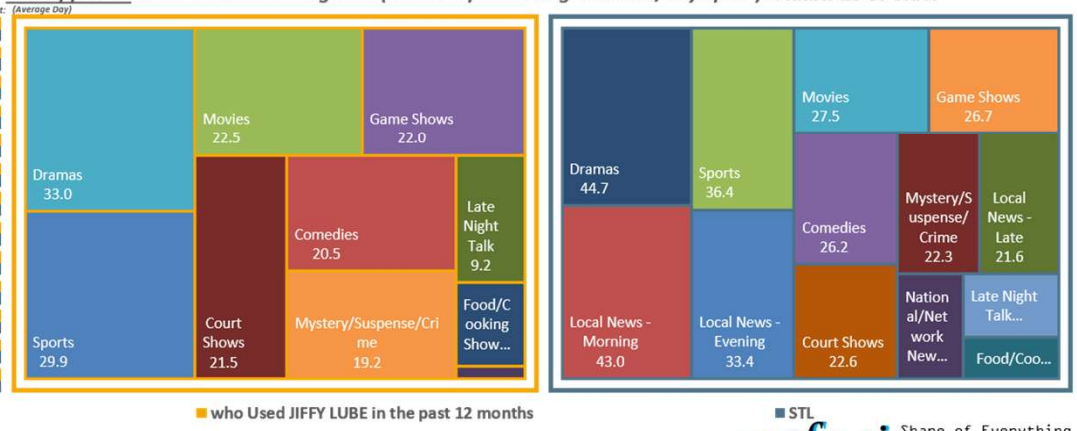
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



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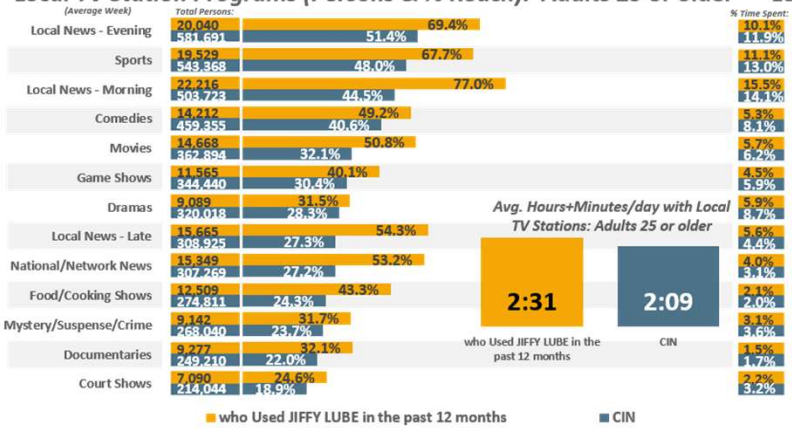
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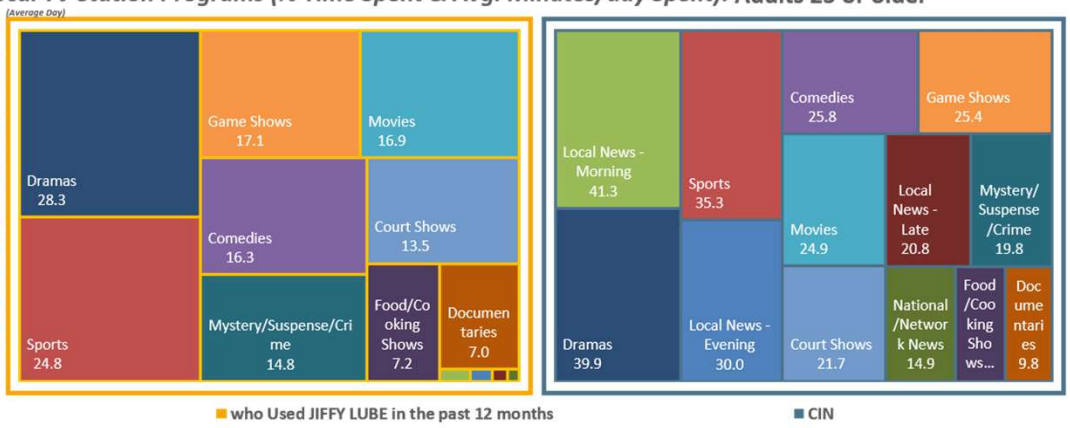


27,115 or 62.8% of Adults 25 or older who Used JIFFY LUBE in the past 12 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Morning, Sports, Local News - Evening, Local News - Late, Movies, and Daytime Talk Shows.

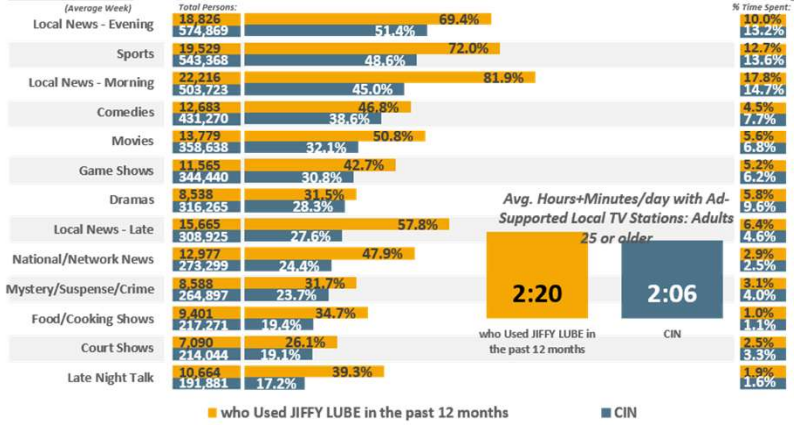
Local TV Station Programs (Persons & % Reach): Adults 25 or older



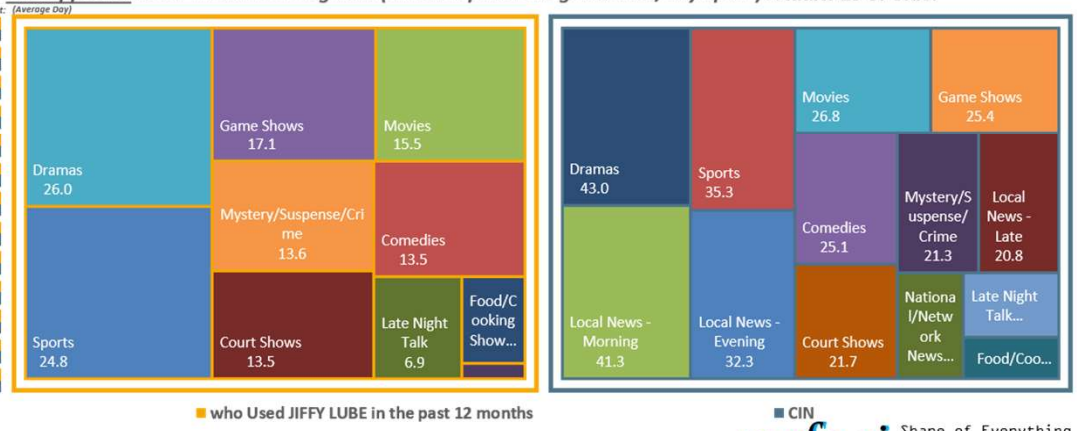
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



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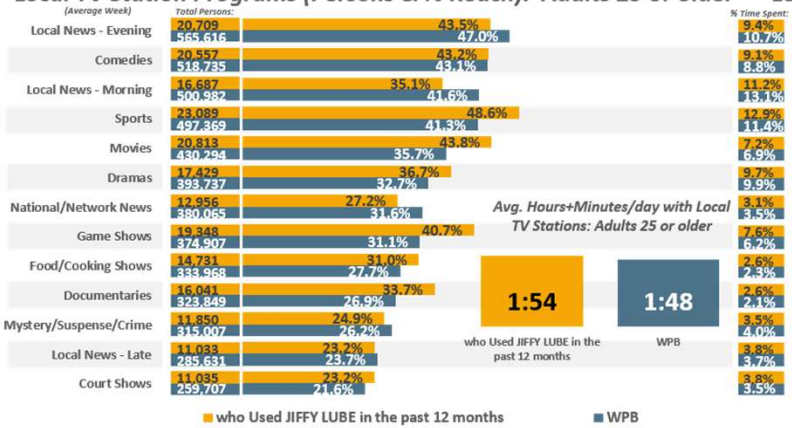
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

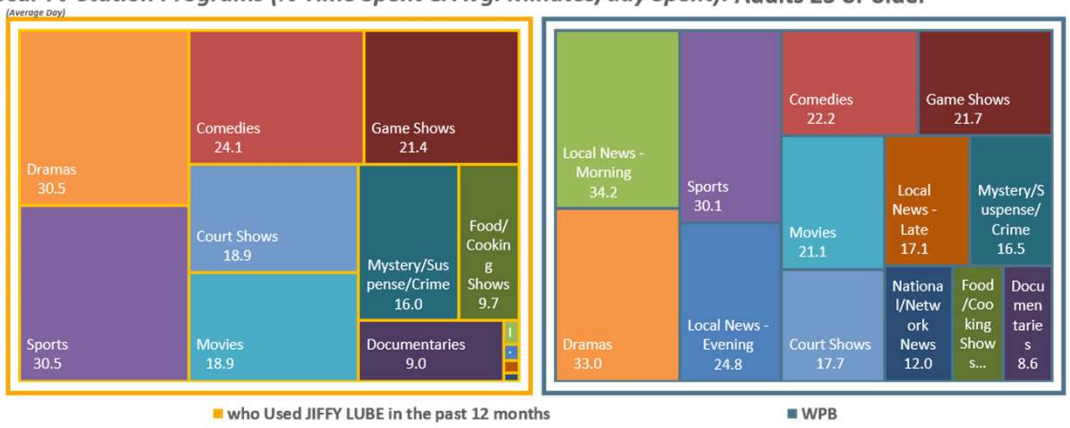


46,885 or 77.% of Adults 25 or older who Used JIFFY LUBE in the past 12 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Movies, Local News - Evening, Game Shows, Comedies, and Dramas.

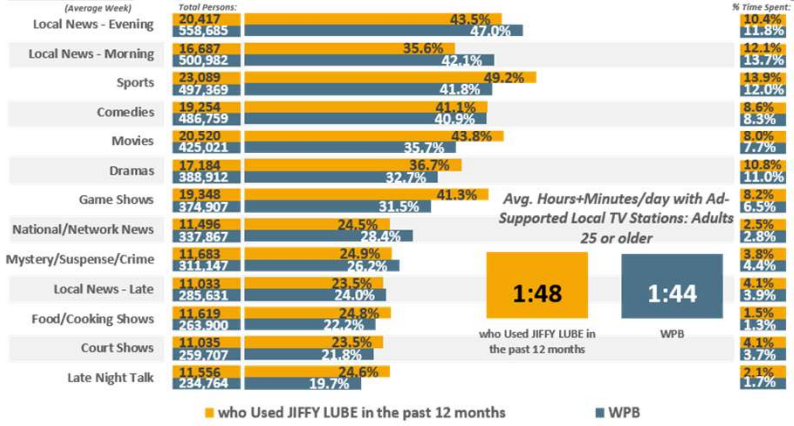
Local TV Station Programs (Persons & % Reach): Adults 25 or older



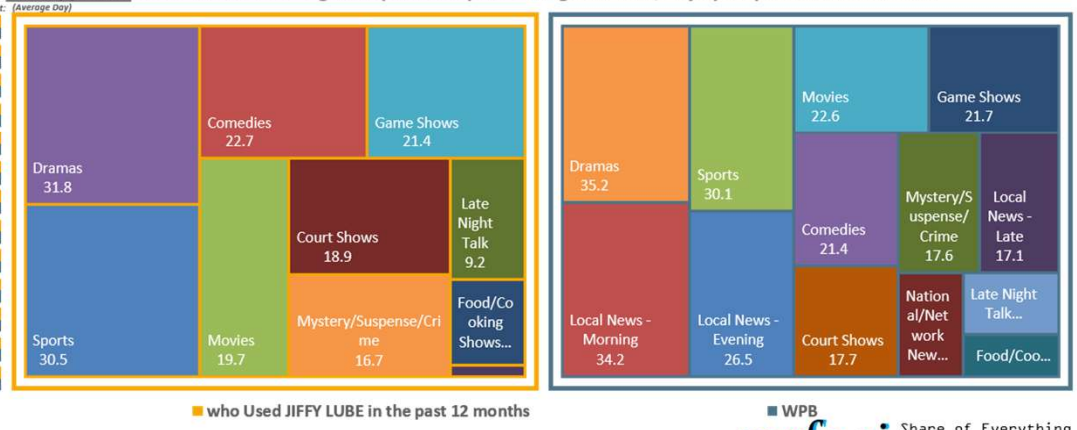
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



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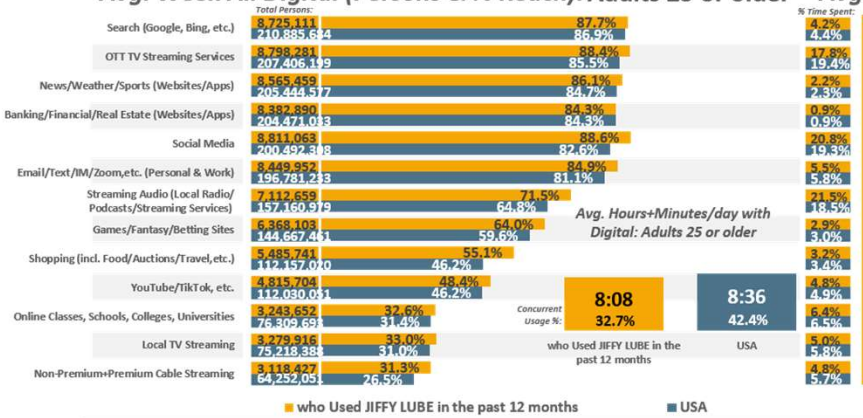
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

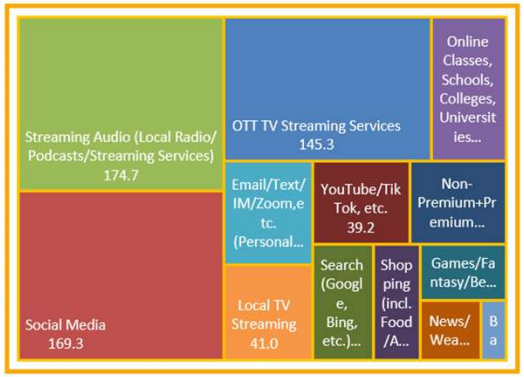


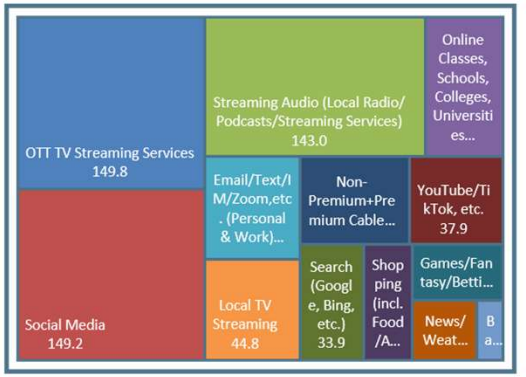
7,819,545 or 78.6% of Adults 25 or older who Used JIFFY LUBE in the past 12 months use Ad-Supported Social Media for an average of 150.2 minutes every day representing 24.8% of all time spent daily with Ad-Supported Digital Media.

Avg. Week All Digital (Persons & % Reach): Adults 25 or older

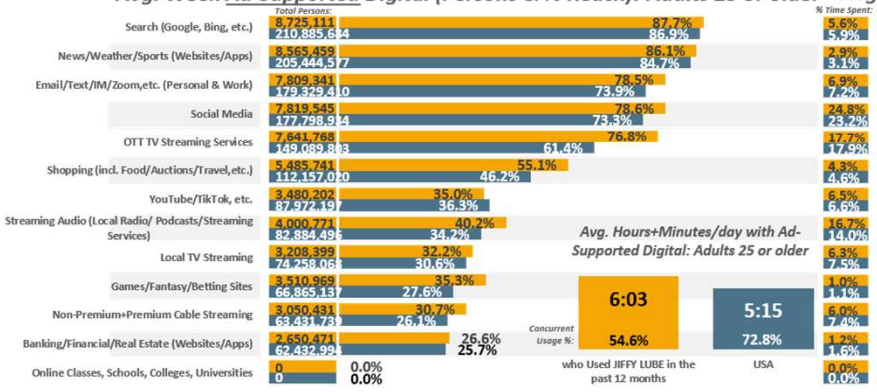


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older

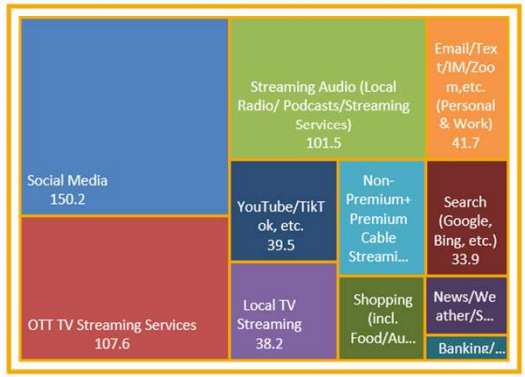




Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 or older



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





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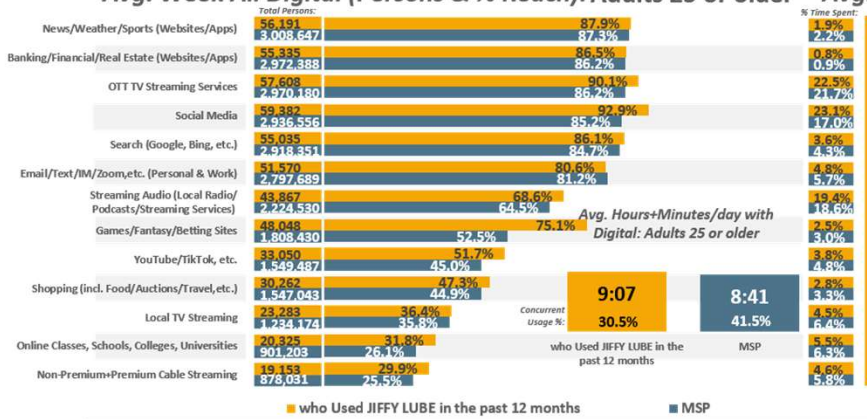
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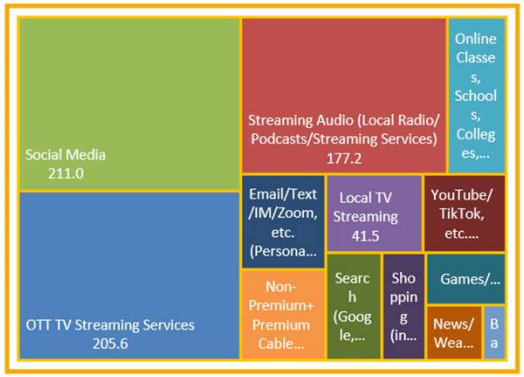
Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

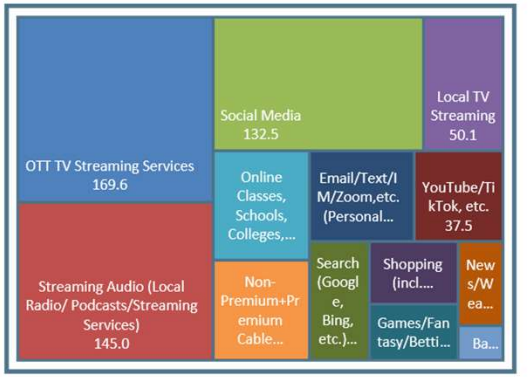
50,450 or 78.9% of Adults 25 or older who Used JIFFY LUBE in the past 12 months use Ad-Supported Social Media for an average of 179.3 minutes every day representing 25.6% of all time spent daily with Ad-Supported Digital Media.

Avg. Week All Digital (Persons & % Reach): Adults 25 or older

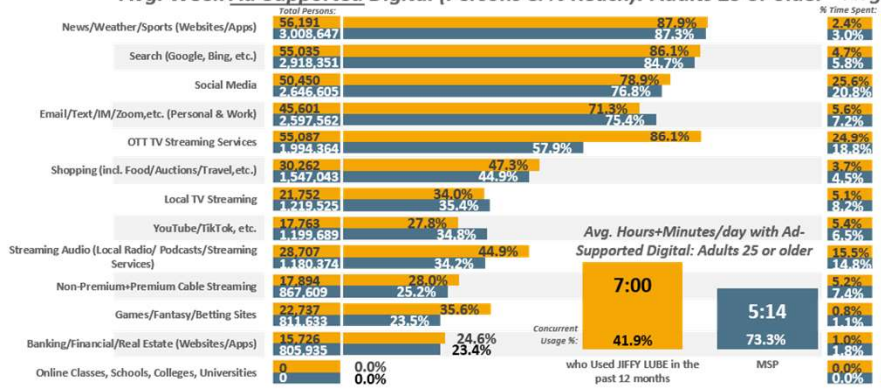


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older

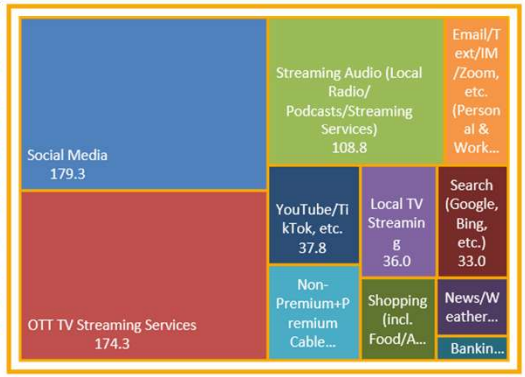


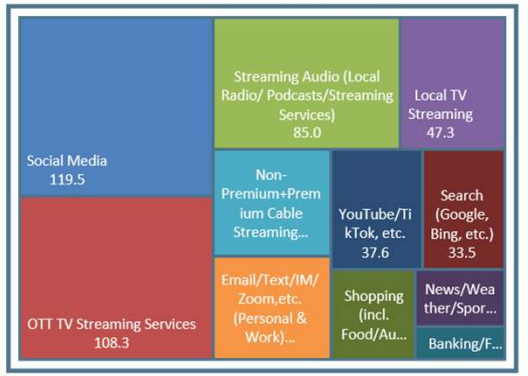


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 or older



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





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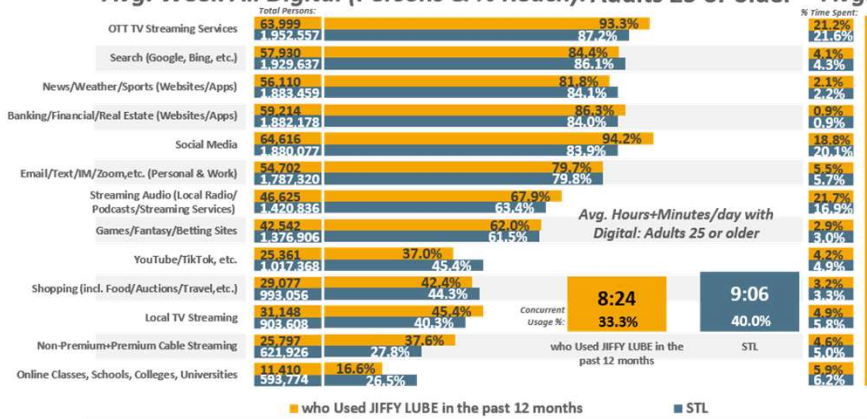
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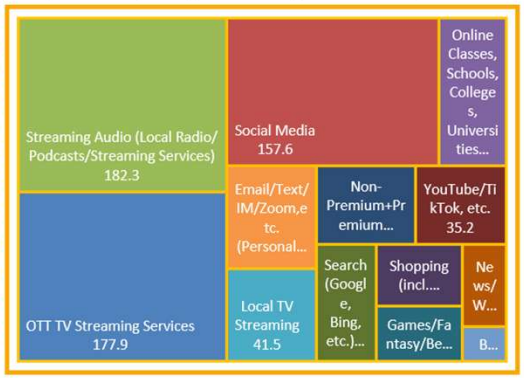
Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

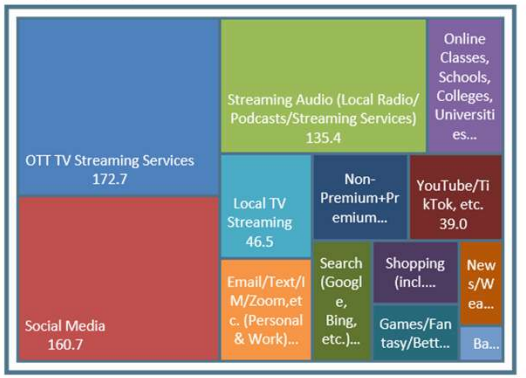
60,307 or 87.9% of Adults 25 or older who Used JIFFY LUBE in the past 12 months use Ad-Supported Social Media for an average of 147.1 minutes every day representing 23.5% of all time spent daily with Ad-Supported Digital Media.

Avg. Week All Digital (Persons & % Reach): Adults 25 or older

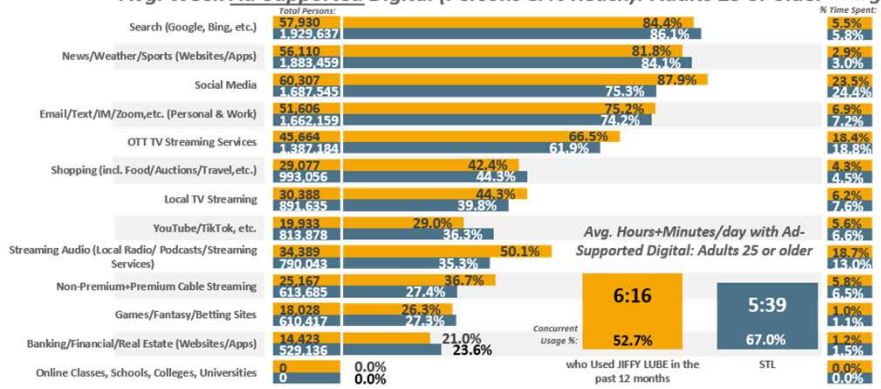


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older

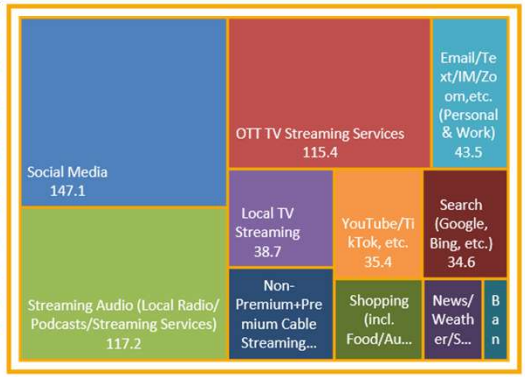


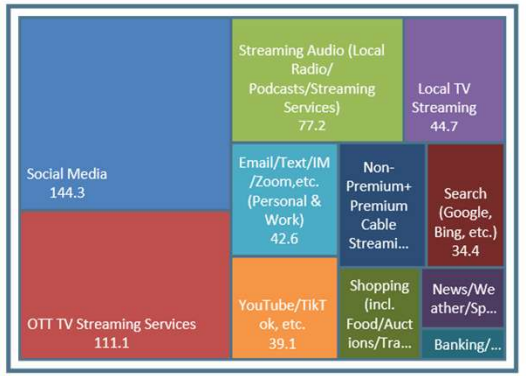


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 or older



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





STL DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 126

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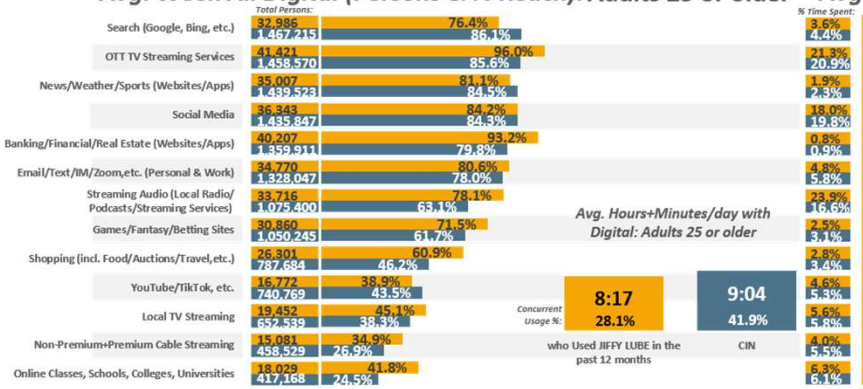
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

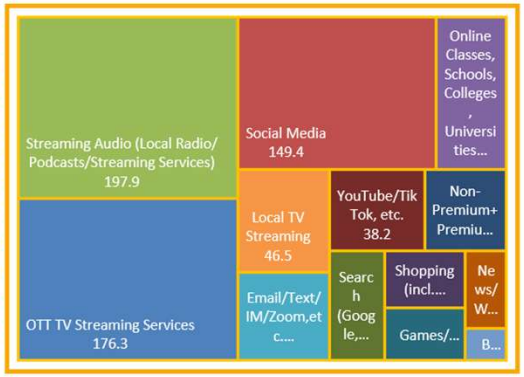


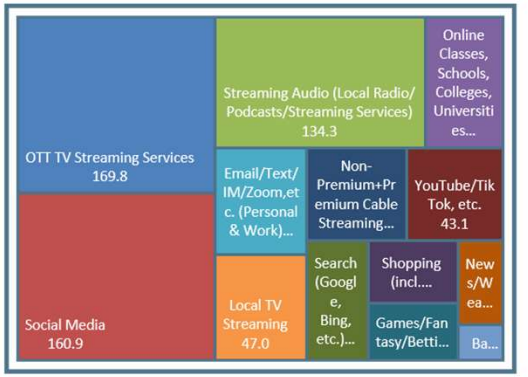
29,823 or 69.1% of Adults 25 or older who Used JIFFY LUBE in the past 12 months use Ad-Supported Social Media for an average of 122.6 minutes every day representing 21.3% of all time spent daily with Ad-Supported Digital Media.

Avg. Week All Digital (Persons & % Reach): Adults 25 or older

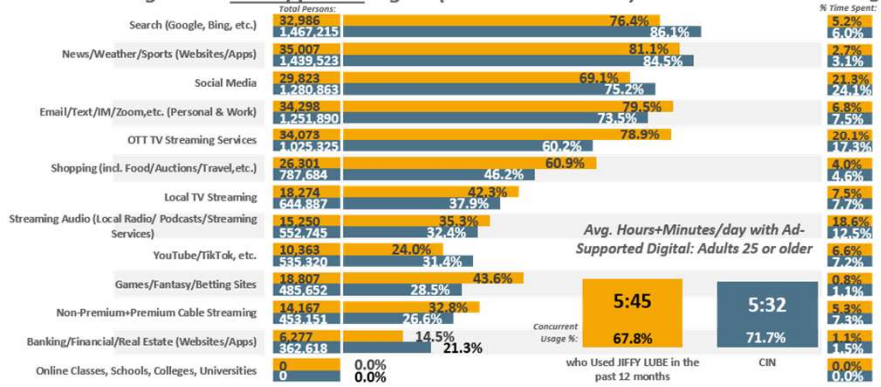


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older

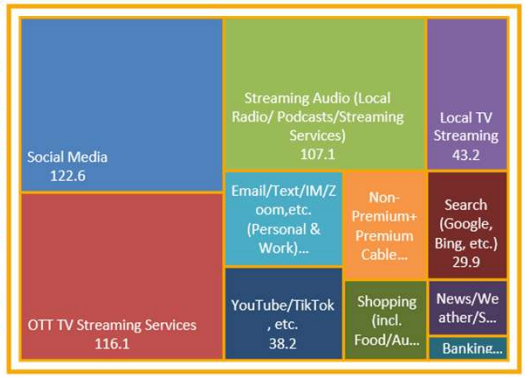




Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 or older



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





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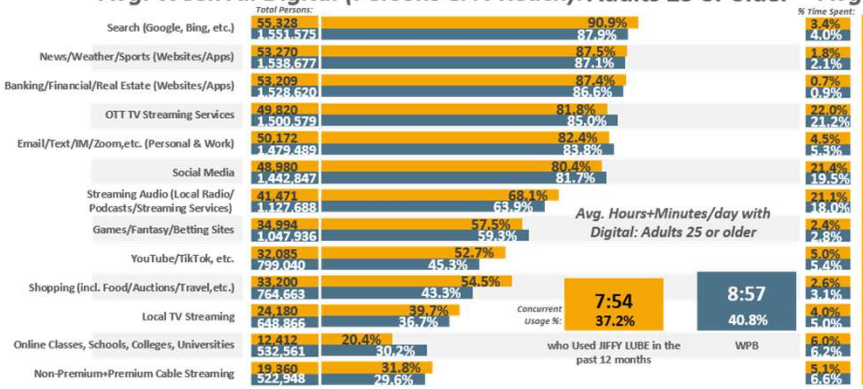
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

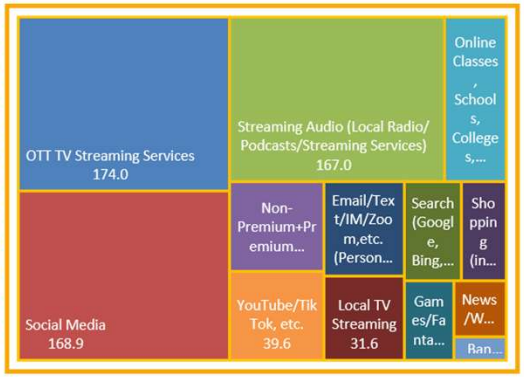


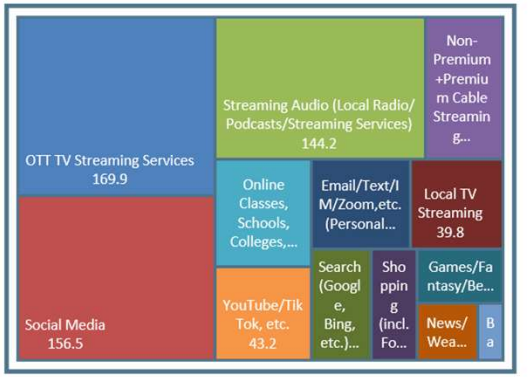
43,442 or 71.3% of Adults 25 or older who Used JIFFY LUBE in the past 12 months use Ad-Supported Social Media for an average of 149.8 minutes every day representing 24.6% of all time spent daily with Ad-Supported Digital Media.

Avg. Week All Digital (Persons & % Reach): Adults 25 or older

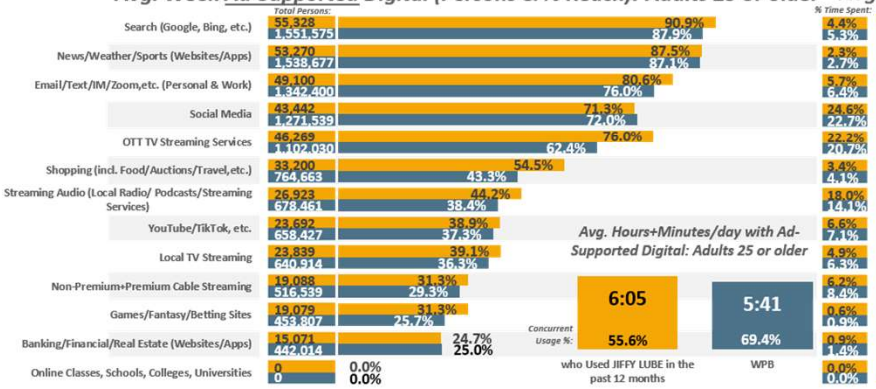


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older

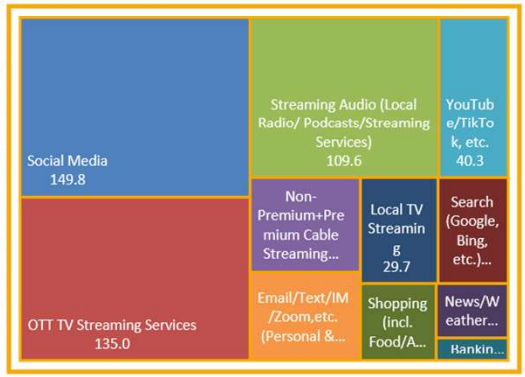


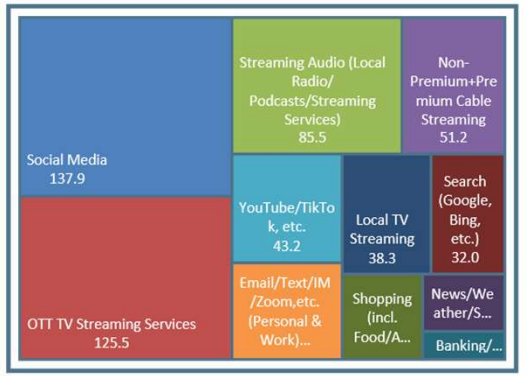


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 or older



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





WPB DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 171

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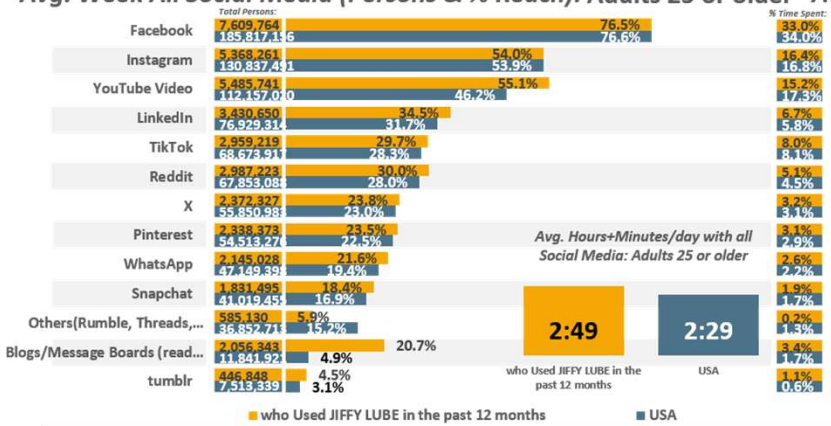
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

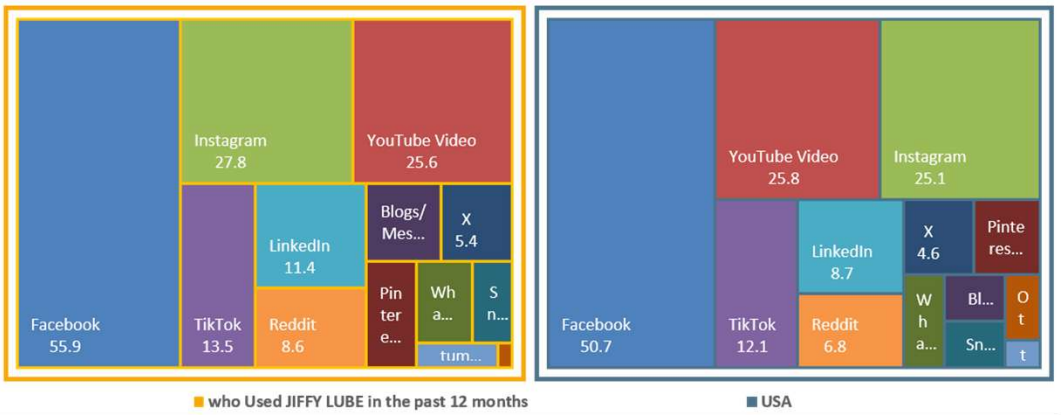


7,609,764 or 76.5% of Adults 25 or older who Used JIFFY LUBE in the past 12 months use Ad-Supported Facebook for an average of 52.7 minutes every day representing 35.1% of all time spent daily with Ad-Supported Social Media.

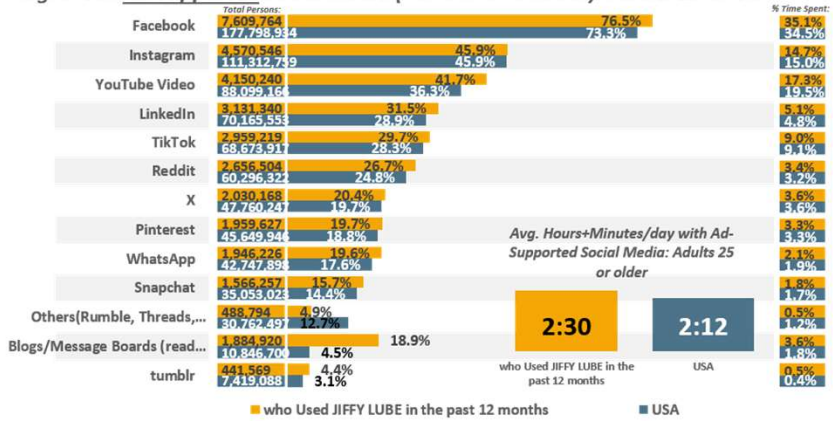
Avg. Week All Social Media (Persons & % Reach): Adults 25 or older



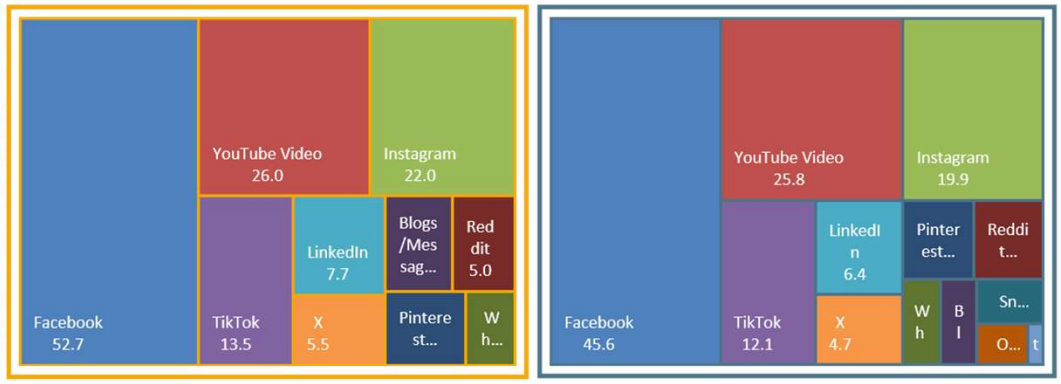
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



USA USA Projection Scarborough R2 2025-26: Feb24-Aug26 Qual Intab 2,105

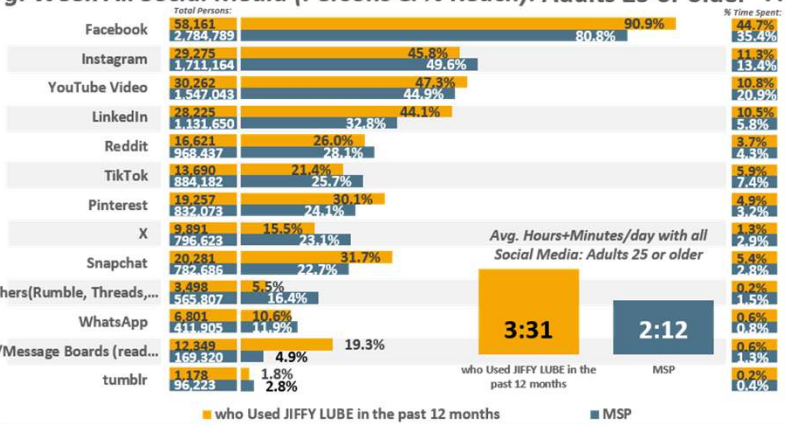
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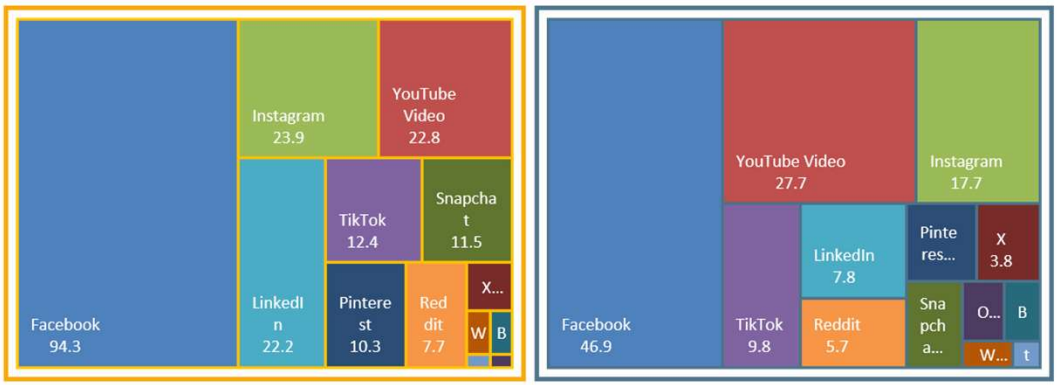
Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

50,450 or 78.9% of Adults 25 or older who Used JIFFY LUBE in the past 12 months use Ad-Supported Facebook for an average of 74.6 minutes every day representing 41.6% of all time spent daily with Ad-Supported Social Media.

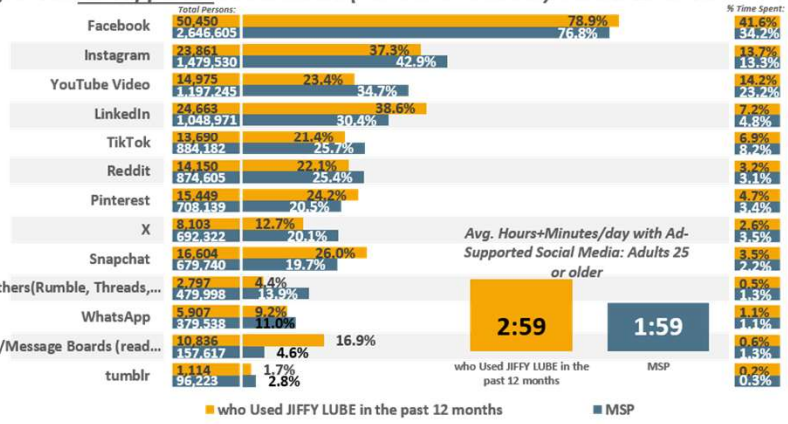
Avg. Week All Social Media (Persons & % Reach): Adults 25 or older



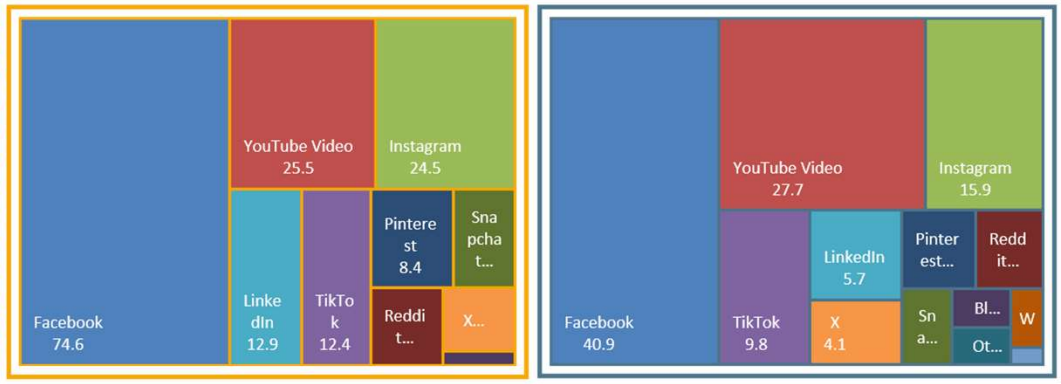
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



MSP DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 58

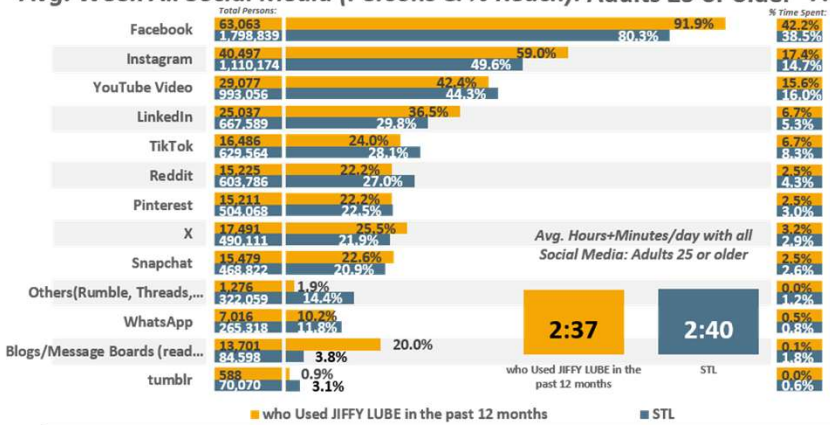
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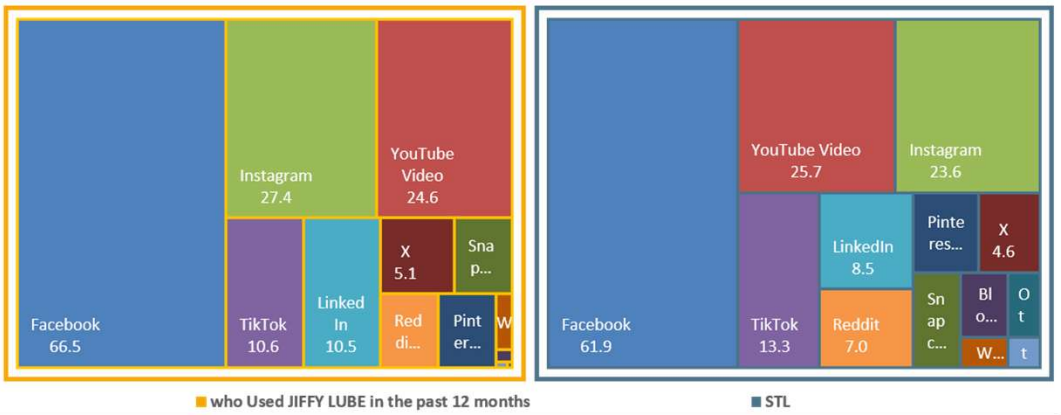
Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

60,307 or 87.9% of Adults 25 or older who Used JIFFY LUBE in the past 12 months use Ad-Supported Facebook for an average of 58.8 minutes every day representing 40.% of all time spent daily with Ad-Supported Social Media.

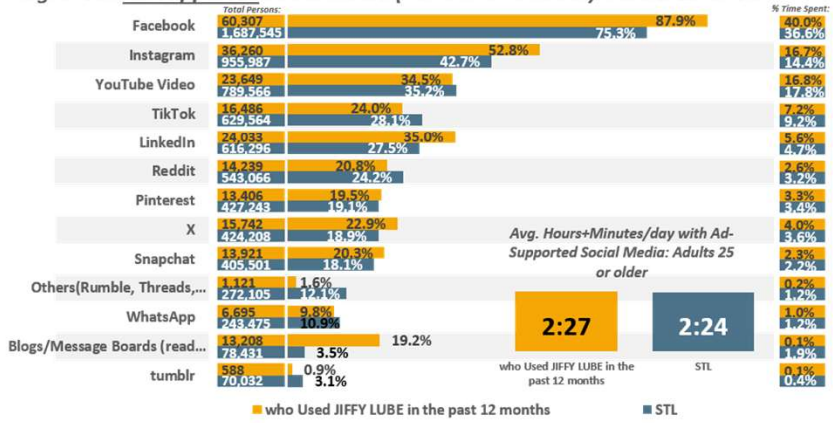
Avg. Week All Social Media (Persons & % Reach): Adults 25 or older



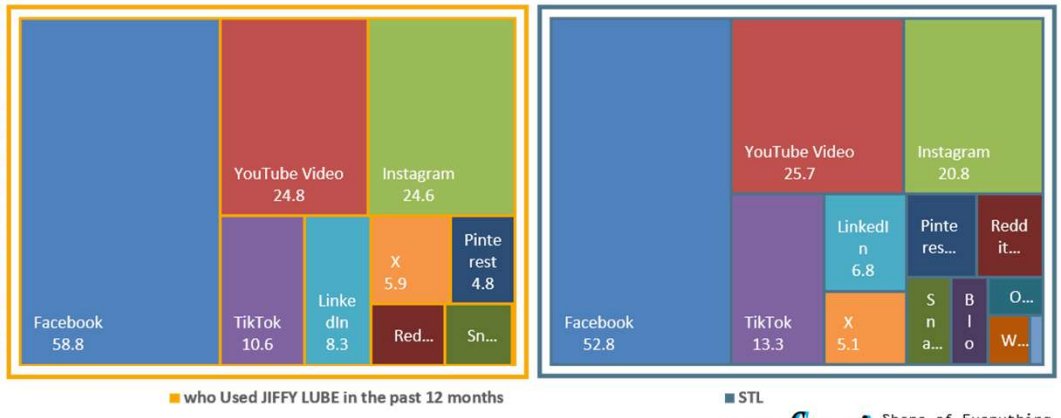
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



STL DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 126

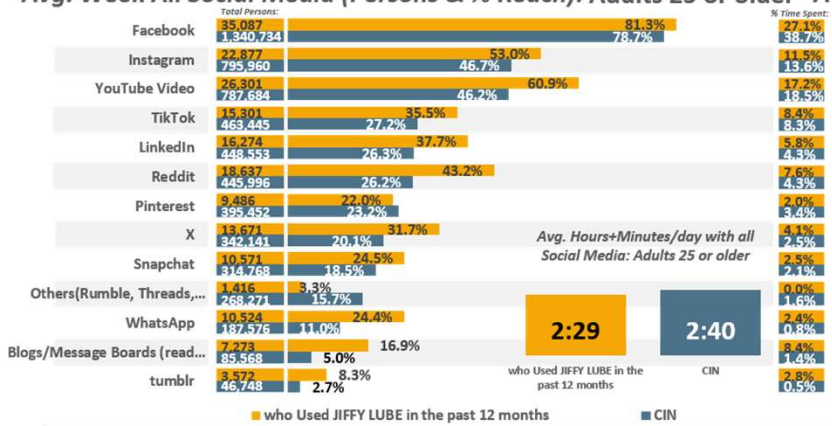
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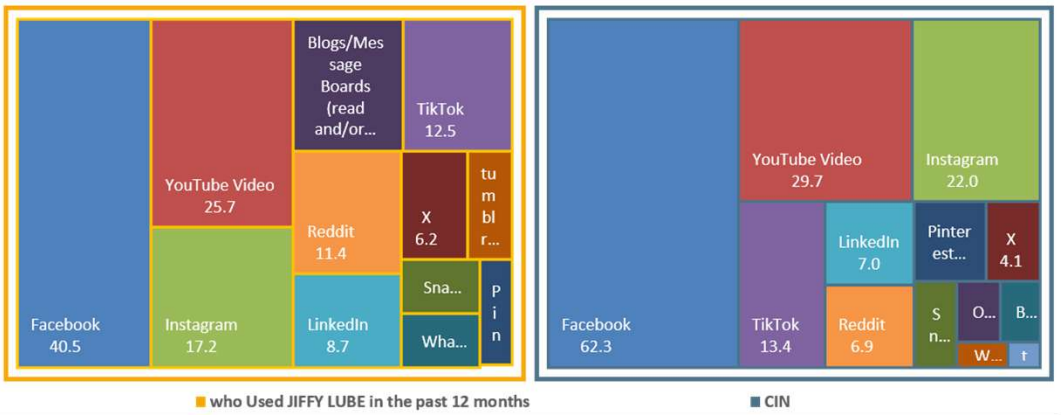
Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

29,823 or 69.1% of Adults 25 or older who Used JIFFY LUBE in the past 12 months use Ad-Supported Facebook for an average of 34.4 minutes every day representing 28.1% of all time spent daily with Ad-Supported Social Media.

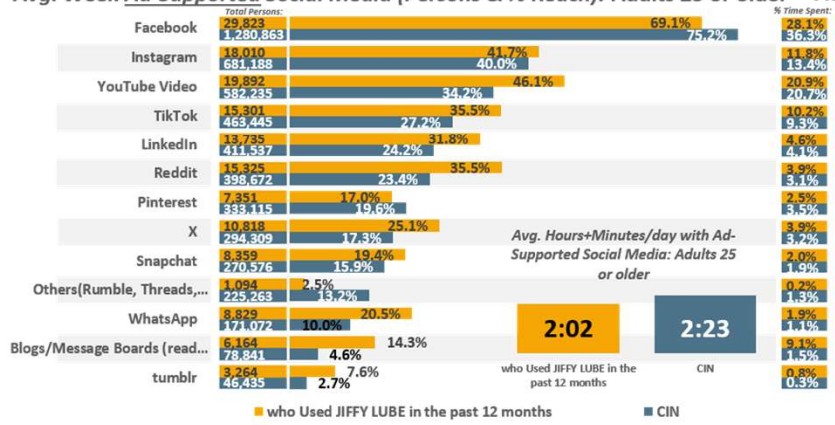
Avg. Week All Social Media (Persons & % Reach): Adults 25 or older



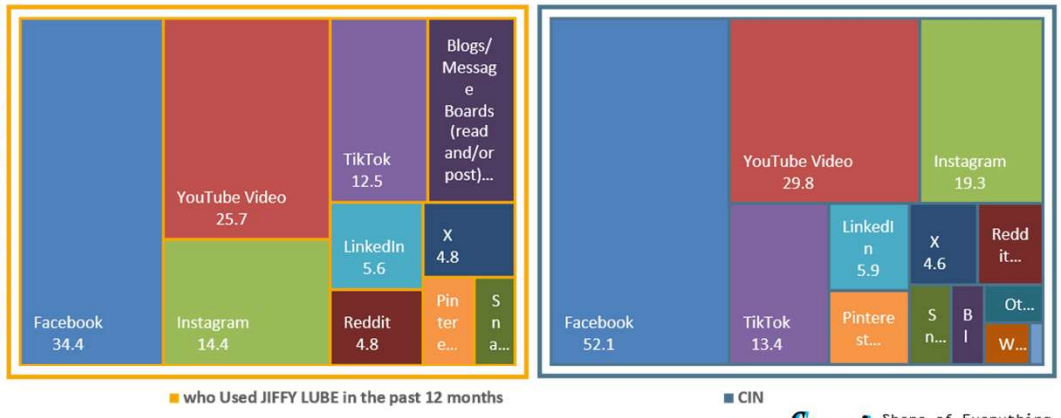
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



CIN DMA Scarborough R2 2025-26: Sep24-Aug26 Qual Intab 95

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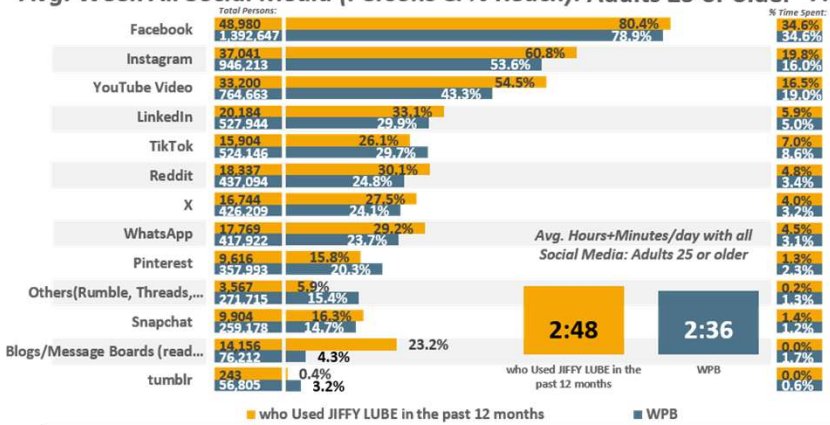
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

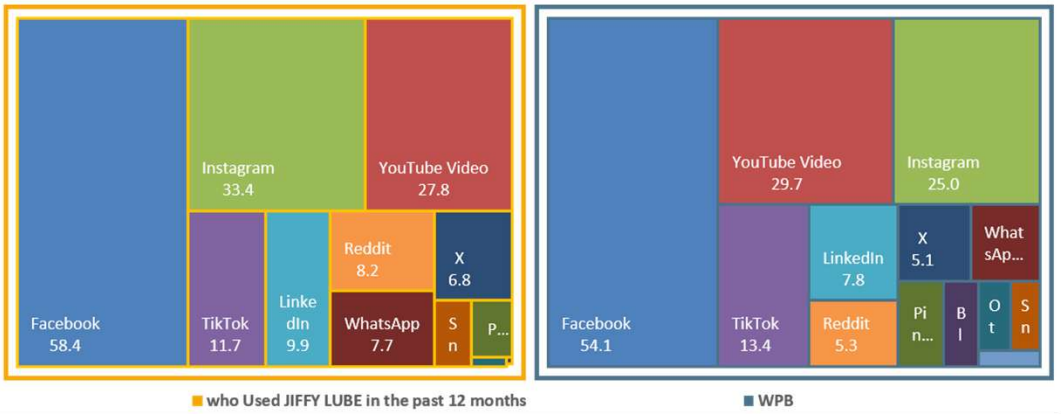


43,442 or 71.3% of Adults 25 or older who Used JIFFY LUBE in the past 12 months use Ad-Supported Facebook for an average of 52. minutes every day representing 34.7% of all time spent daily with Ad-Supported Social Media.

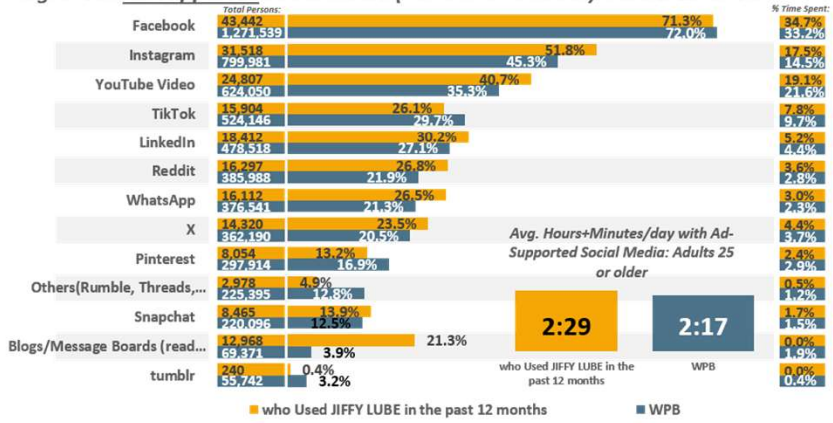
Avg. Week All Social Media (Persons & % Reach): Adults 25 or older



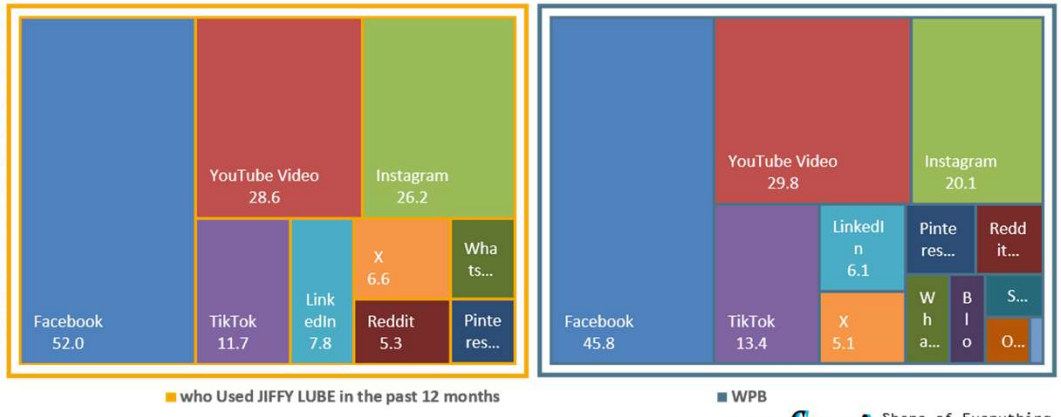
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



WPB DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 171

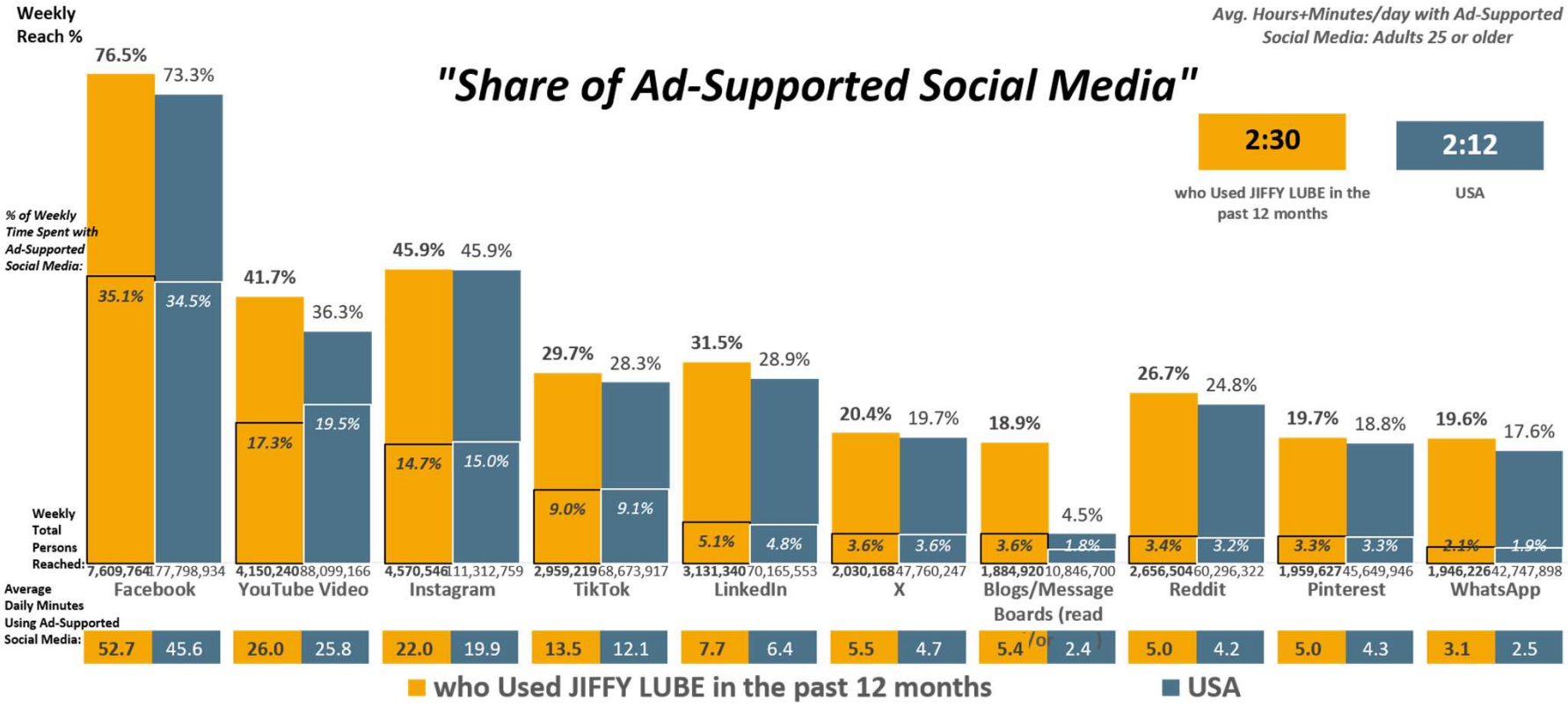
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube



7,609,764 or 76.5% of Adults 25 or older who Used JIFFY LUBE in the past 12 months use Ad-Supported Facebook for an average of 52.7 minutes every day representing 35.1% of all time spent daily with Ad-Supported Social Media.



Scarborough R2 2025-26: Feb24-Aug26 USA Projection Scarborough R2 2025-26: Feb24-Aug26 Qual Intab 45,048
USA USA Projection Scarborough R2 2025-26: Feb24-Aug26 Qual Intab 2,105

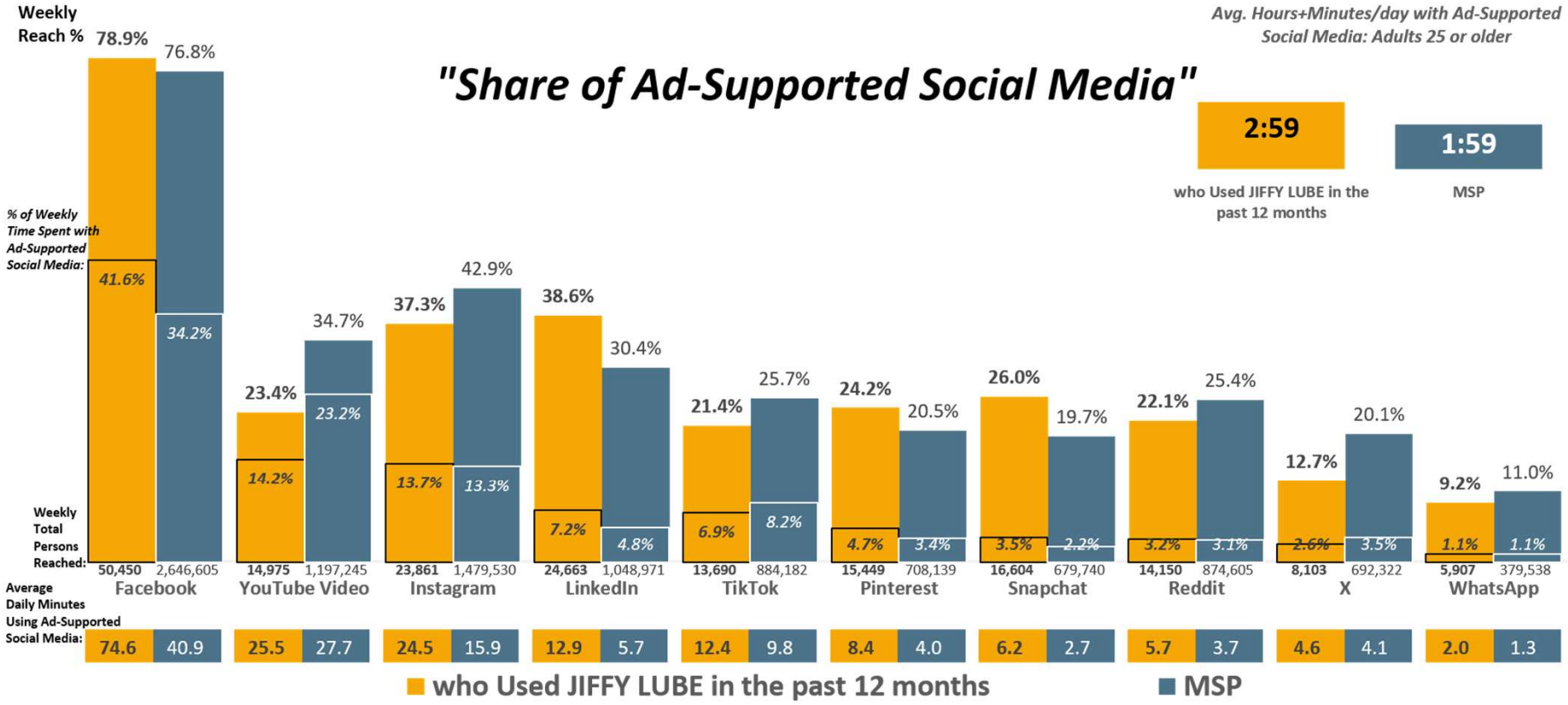
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube



50,450 or 78.9% of Adults 25 or older who Used JIFFY LUBE in the past 12 months use Ad-Supported Facebook for an average of 74.6 minutes every day representing 41.6% of all time spent daily with Ad-Supported Social Media.



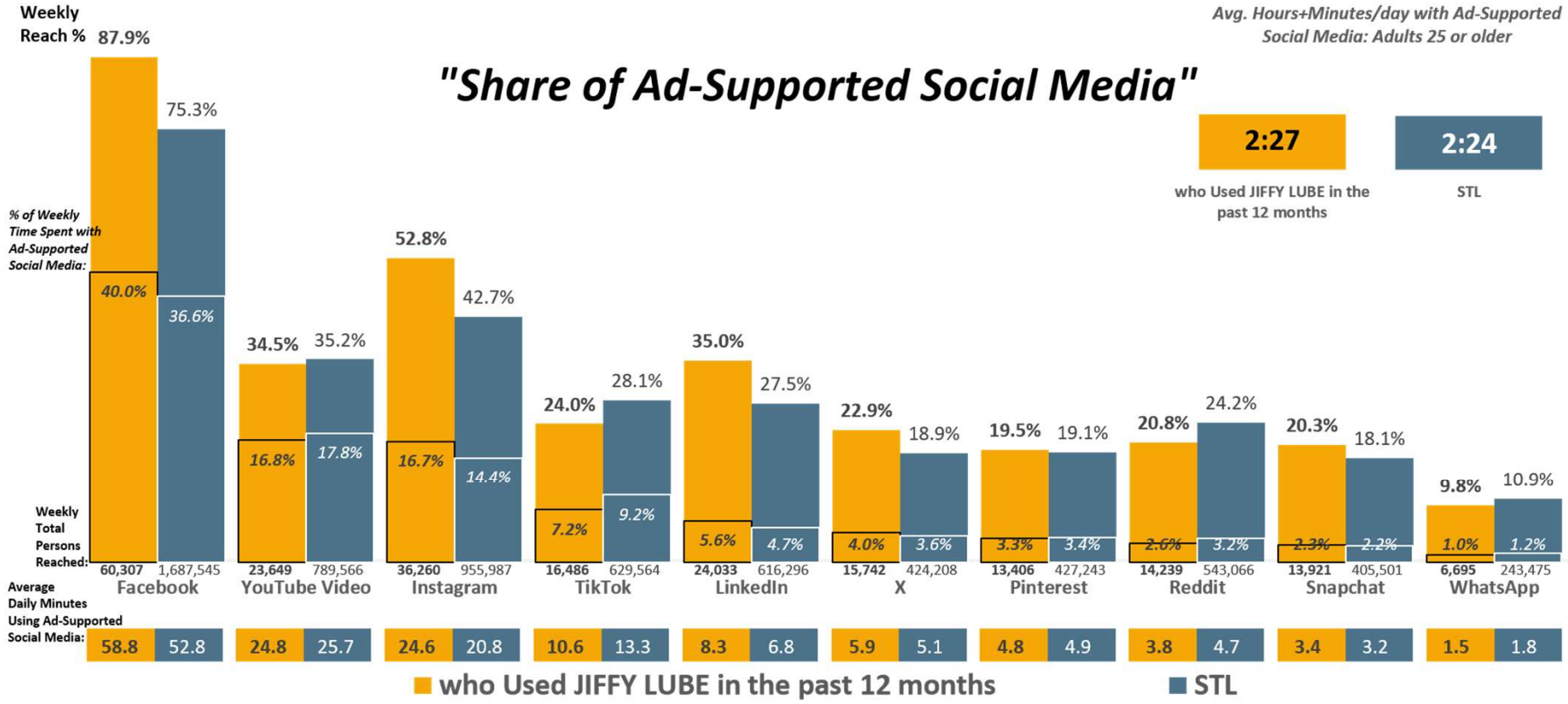
MSP DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 58 MSP DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 3,647

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

60,307 or 87.9% of Adults 25 or older who Used JIFFY LUBE in the past 12 months use Ad-Supported Facebook for an average of 58.8 minutes every day representing 40.% of all time spent daily with Ad-Supported Social Media.



STL DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 126 STL DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 3,675

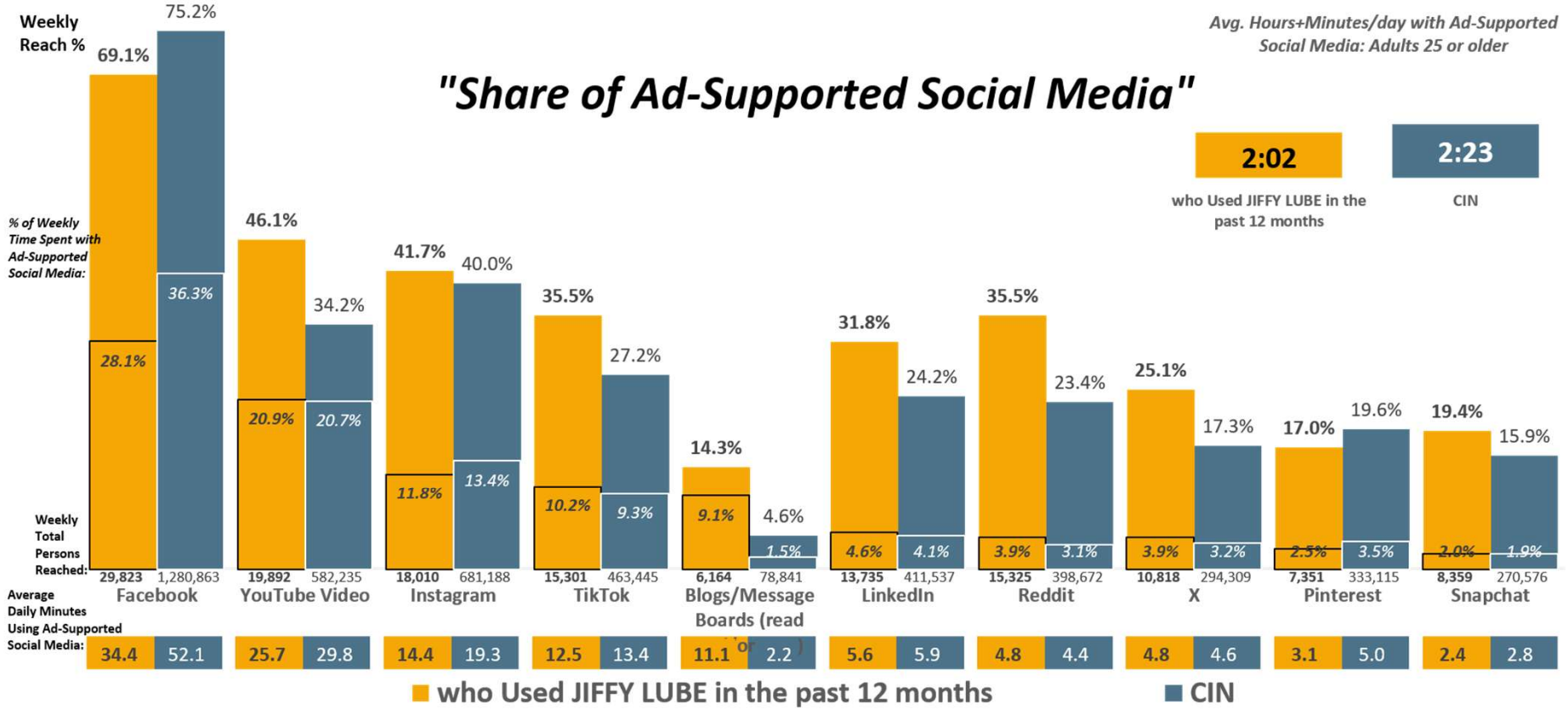
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube



29,823 or 69.1% of Adults 25 or older who Used JIFFY LUBE in the past 12 months use Ad-Supported Facebook for an average of 34.4 minutes every day representing 28.1% of all time spent daily with Ad-Supported Social Media.



CIN DMA Scarborough R2 2025-26: Sep24-Aug26 Qual Intab 95 CIN DMA Scarborough R2 2025-26: Sep24-Aug26 Qual Intab 3,577

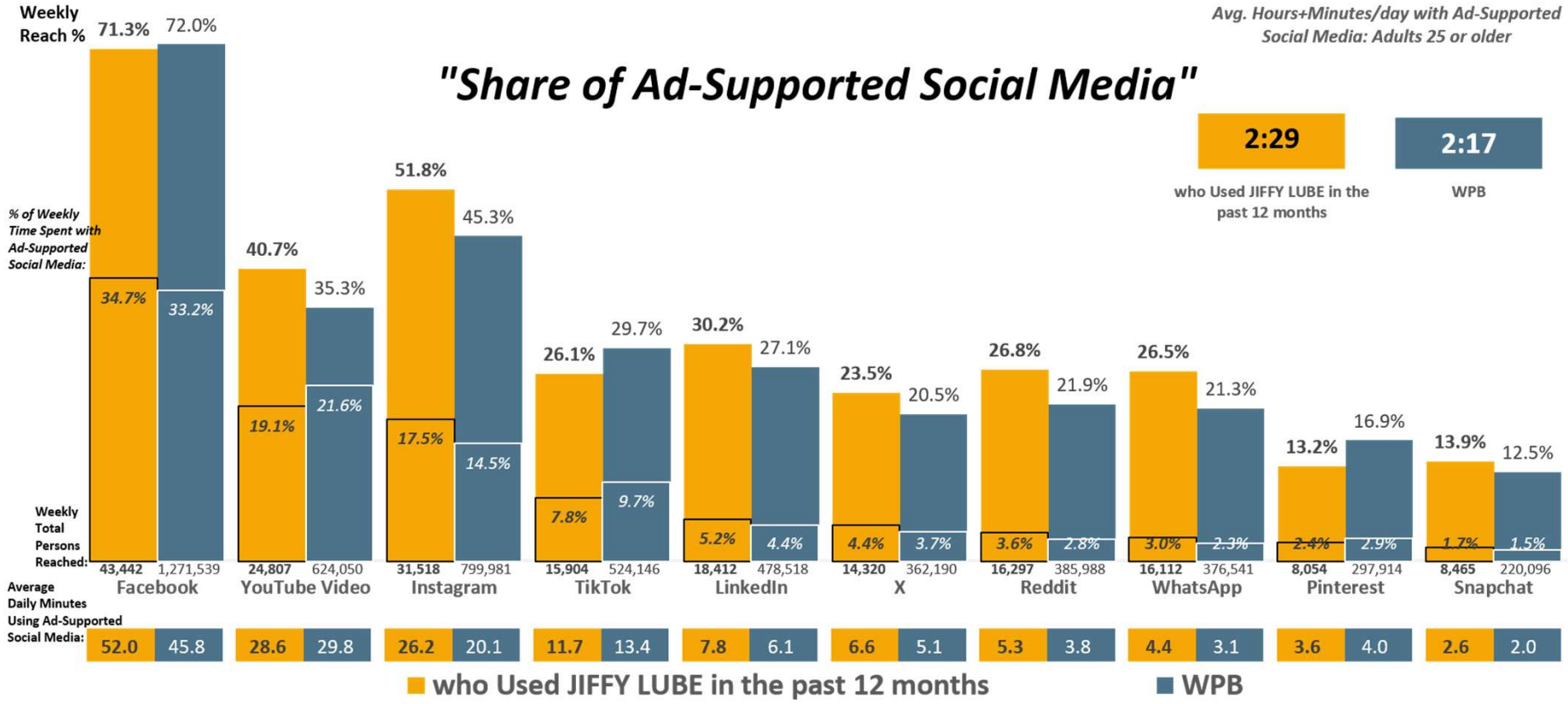
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube



43,442 or 71.3% of Adults 25 or older who Used JIFFY LUBE in the past 12 months use Ad-Supported Facebook for an average of 52. minutes every day representing 34.7% of all time spent daily with Ad-Supported Social Media.



WPB DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 171 WPB DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 4,823

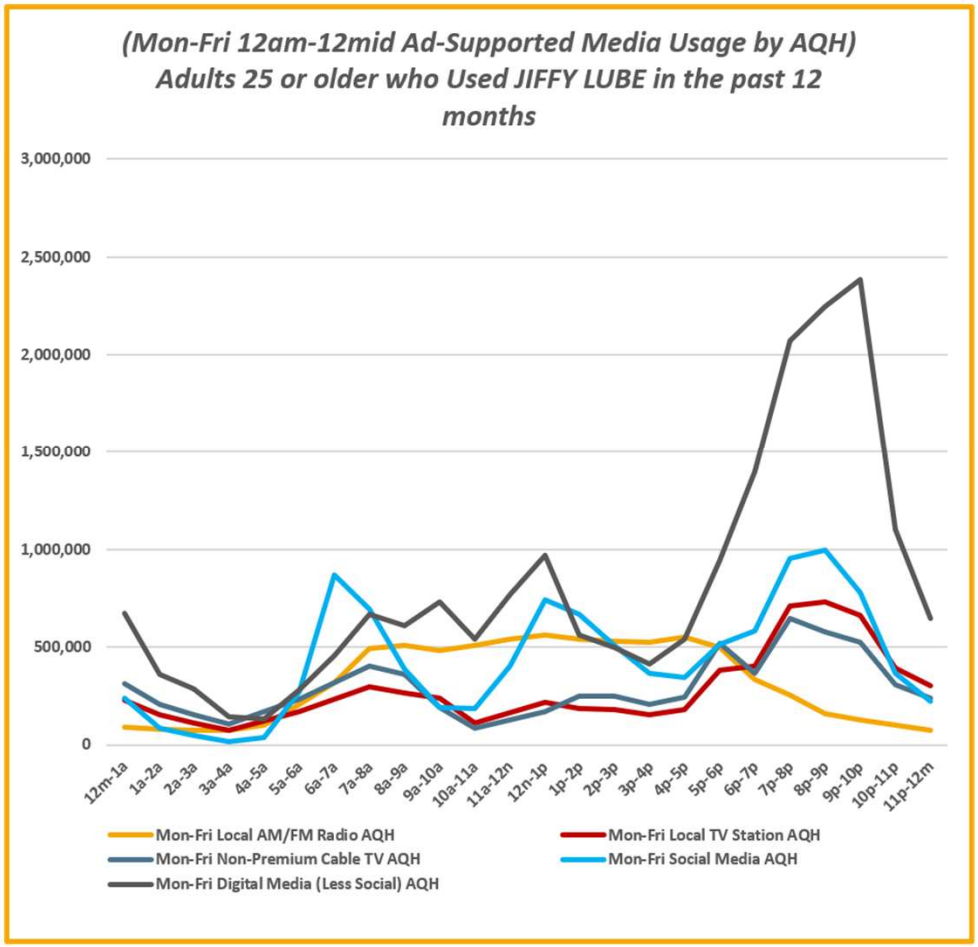
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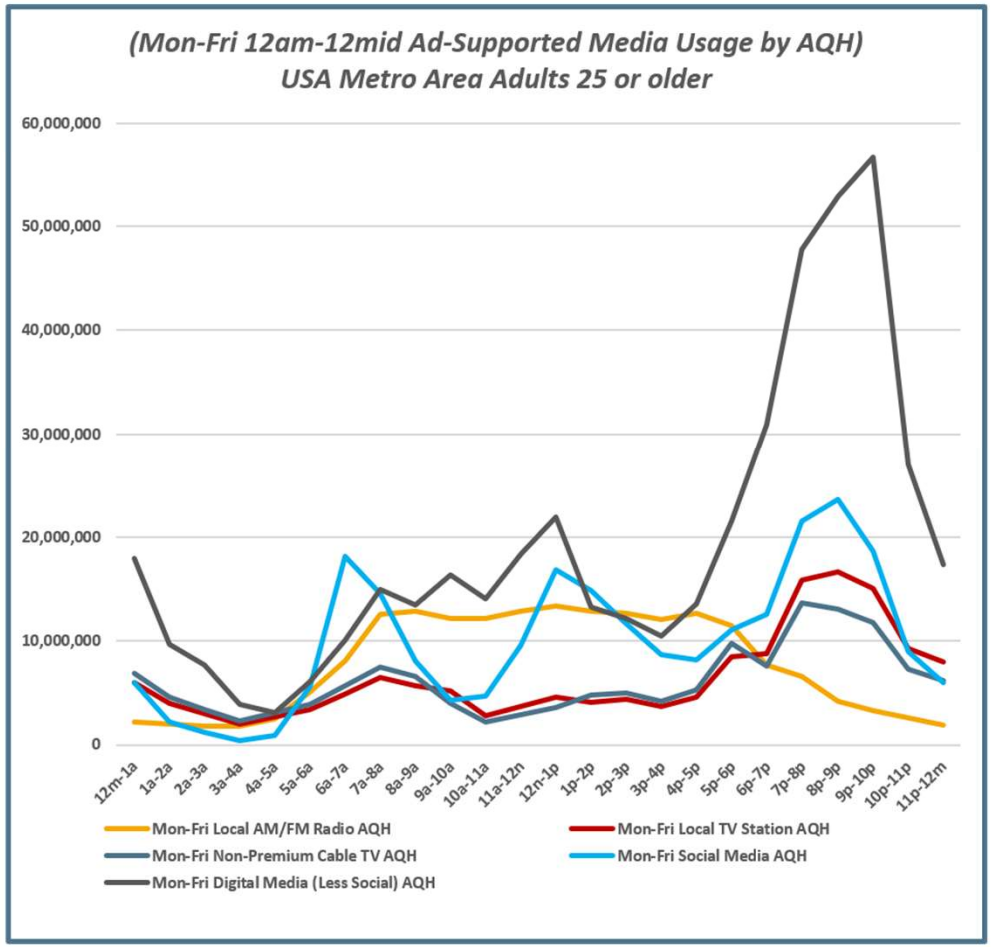
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 699,709; Social Media: 496,497; Local Radio: 491,810; Non-Prem. Cable: 268,328; Local TV: 230,983 reaching Adults 25 or older who Used JIFFY LUBE in the past 12 months.





USA USA Projection Scarborough R2 2025-26: Feb24-Aug26 Qual Intab 2,105

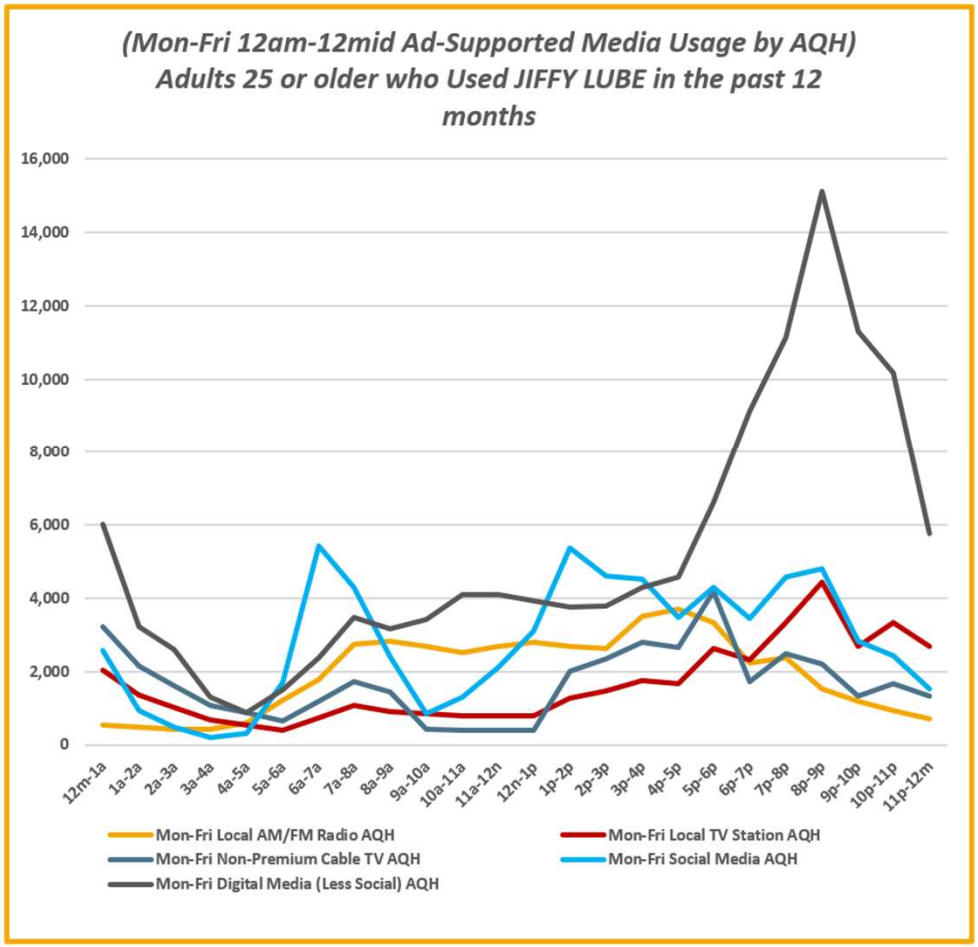
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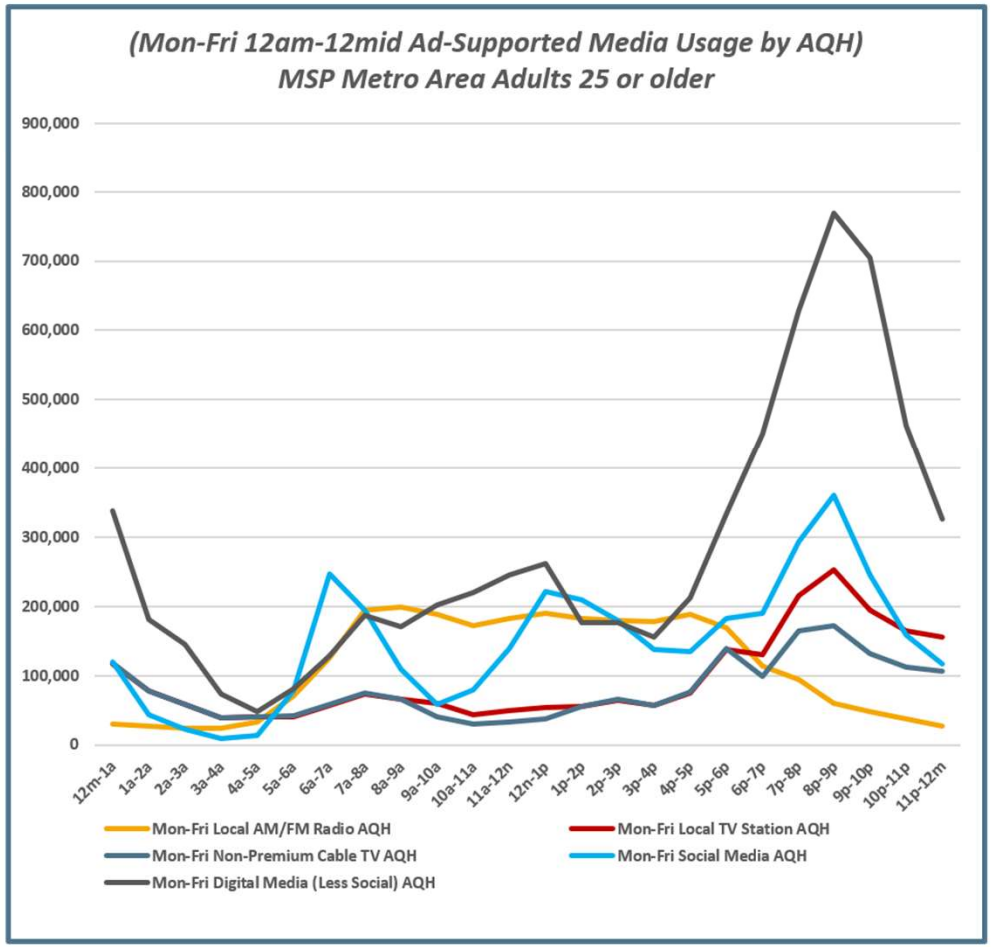
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 4,371; Social Media: 3,480; Local Radio: 2,780; Non-Prem. Cable: 1,666; Local TV: 1,307 reaching Adults 25 or older who Used JIFFY LUBE in the past 12 months.





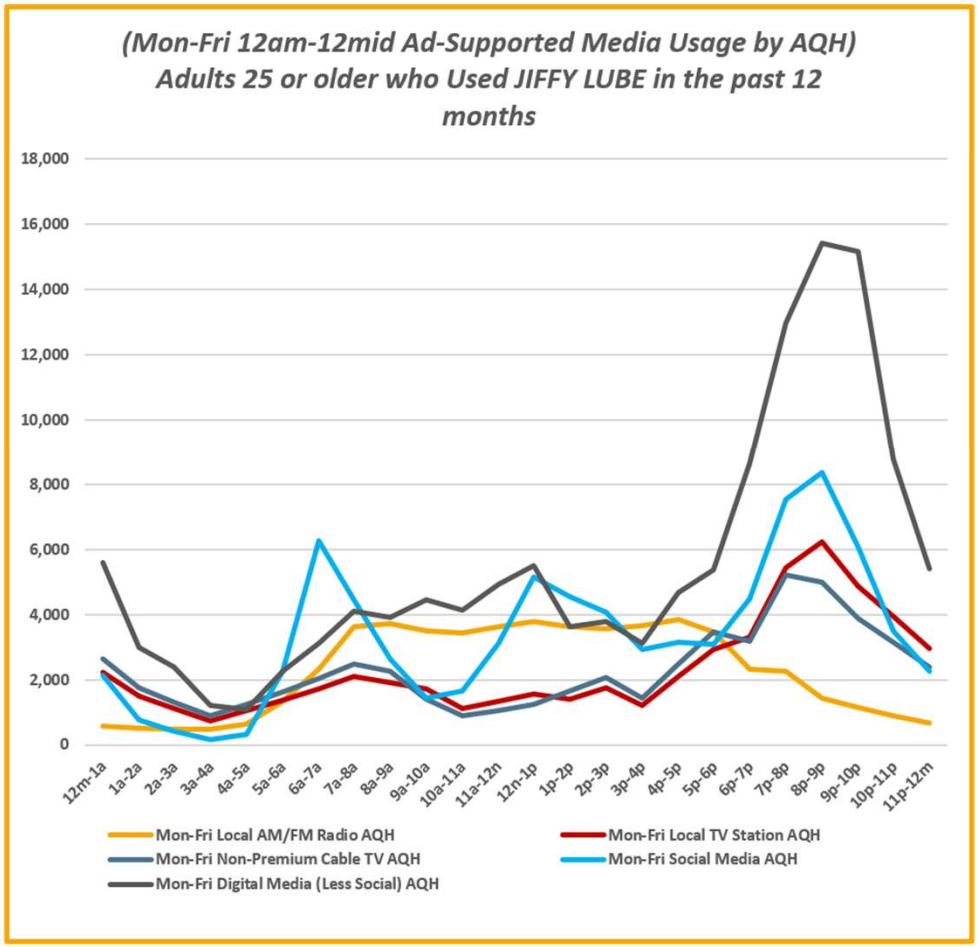
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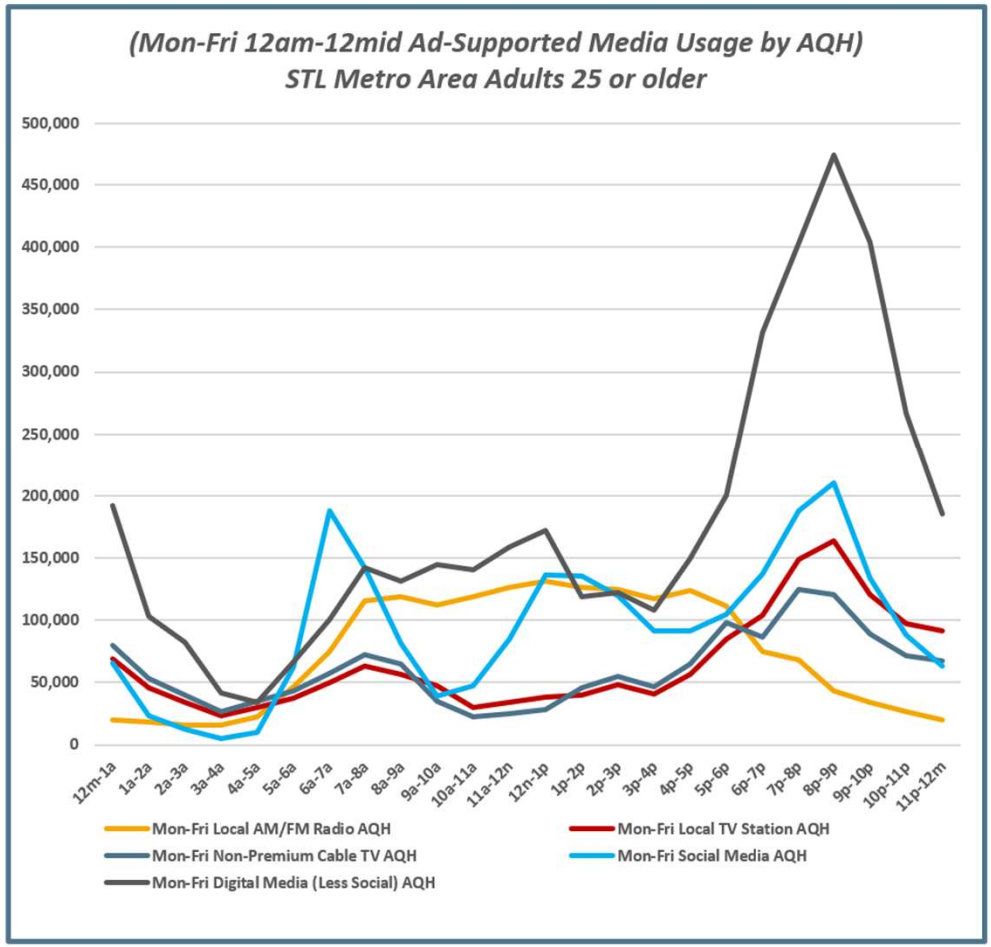
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 4,568; Social Media: 3,617; Local Radio: 3,422; Non-Prem. Cable: 1,971; Local TV: 1,857 reaching Adults 25 or older who Used JIFFY LUBE in the past 12 months.





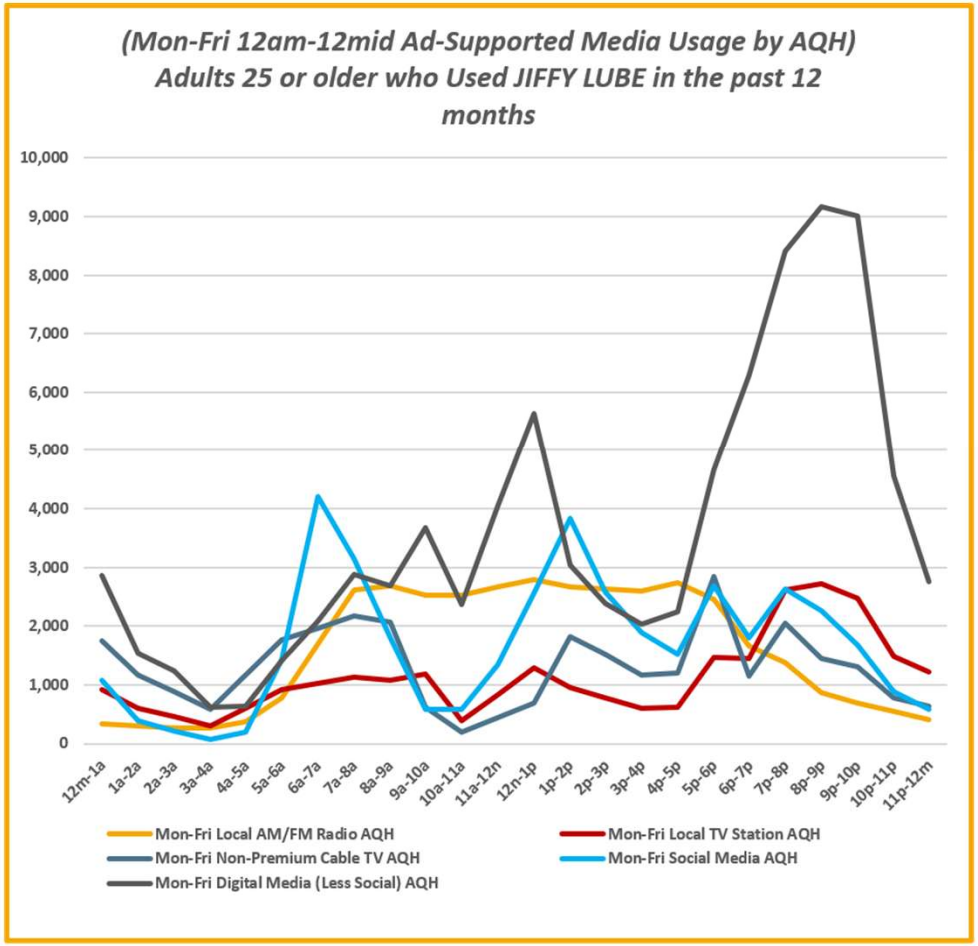
STL DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 126

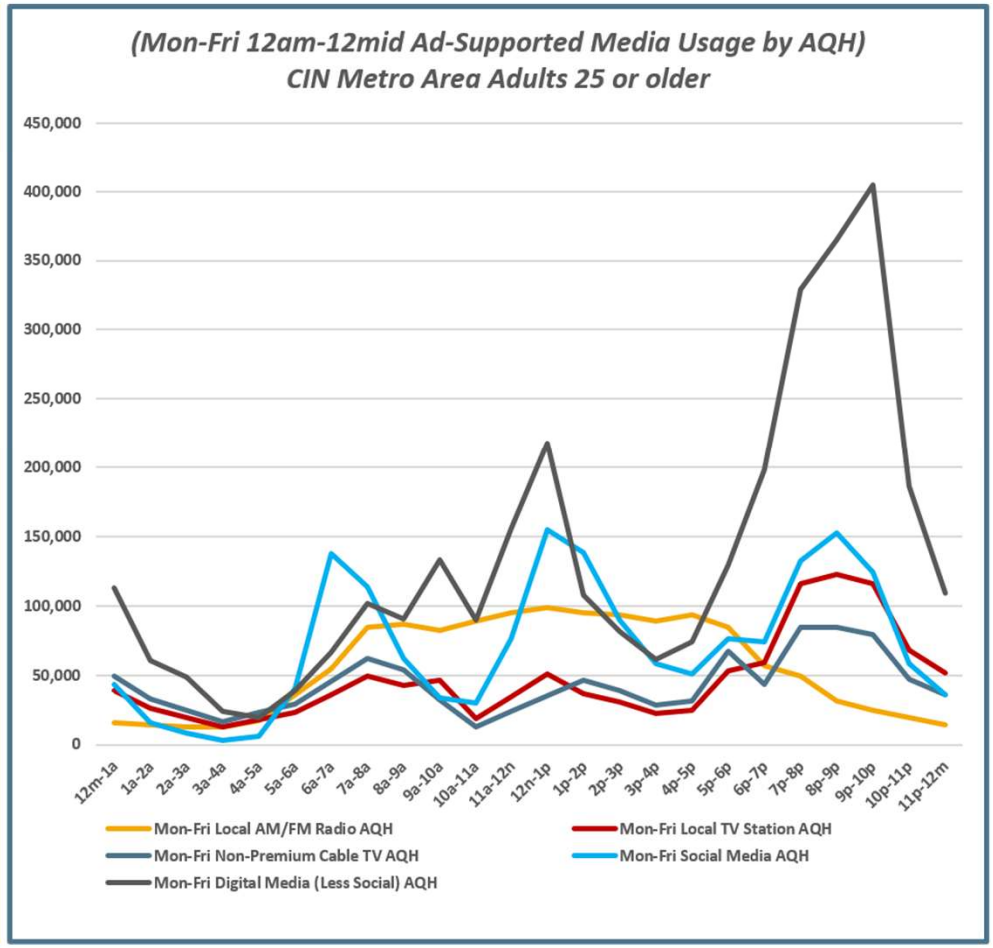
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 3,385; Local Radio: 2,479; Social Media: 2,195; Non-Prem. Cable: 1,374; Local TV: 984 reaching Adults 25 or older who Used JIFFY LUBE in the past 12 months.





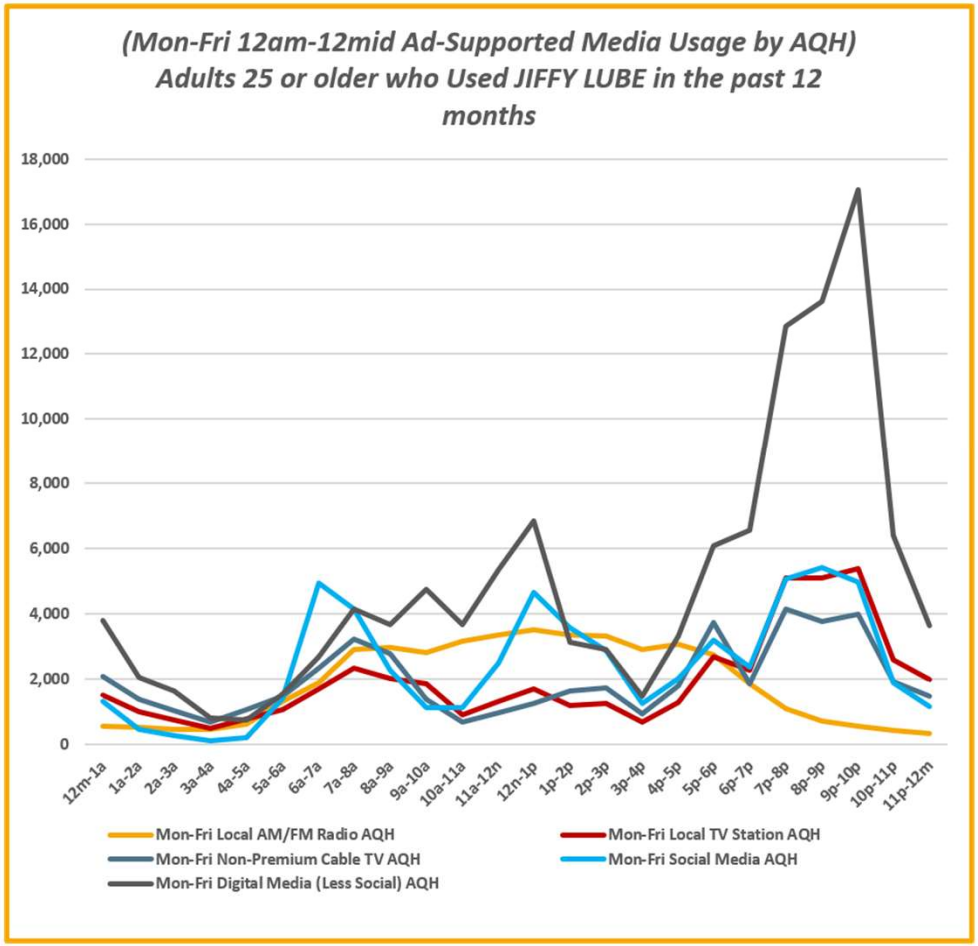
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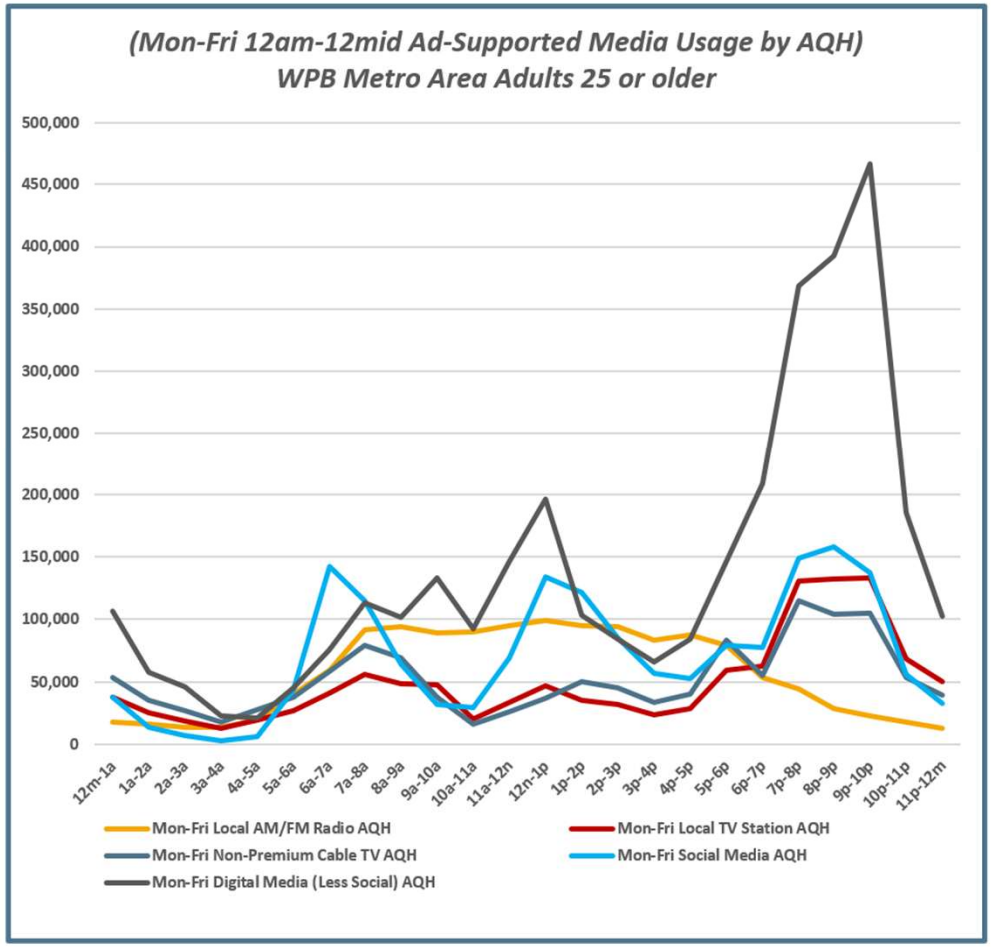
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 4,196; Local Radio: 2,906; Social Media: 2,769; Non-Prem. Cable: 1,863; Local TV: 1,626 reaching Adults 25 or older who Used JIFFY LUBE in the past 12 months.





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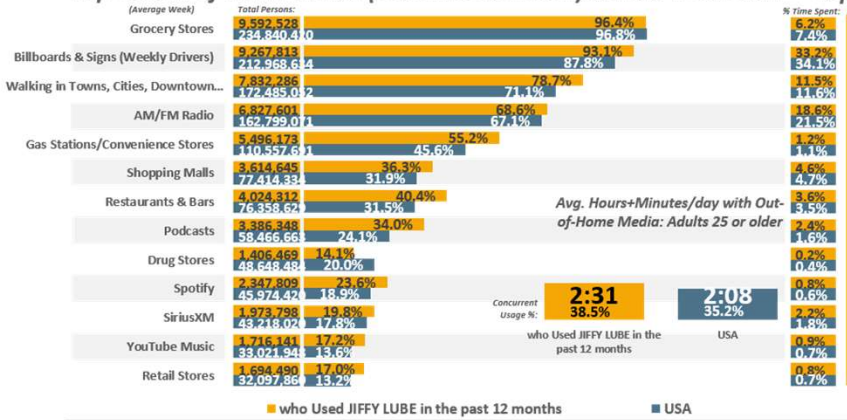
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

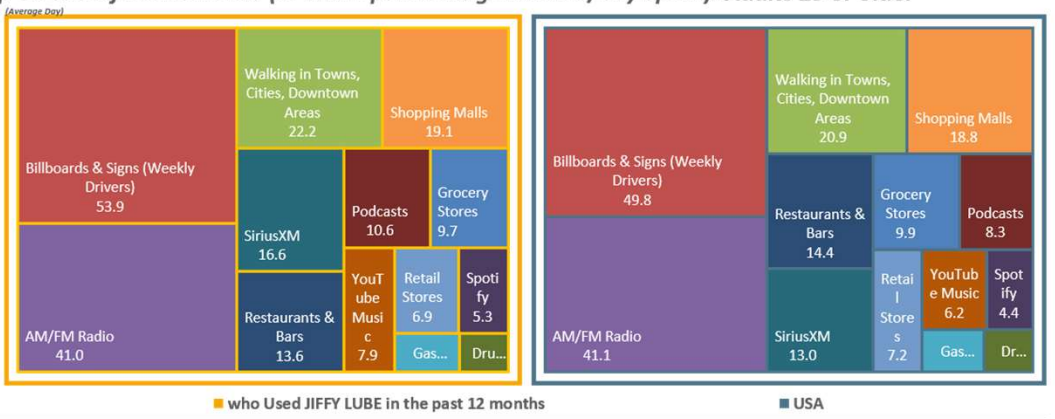


9,267,813 or 93.1% of Adults 25 or older who Used JIFFY LUBE in the past 12 months spend an average of 53.9 minutes per day driving, seeing Billboards and Signs. 65.% Listen to Local Radio Stations Out-of-Home for an average of 36.2 minutes/day.

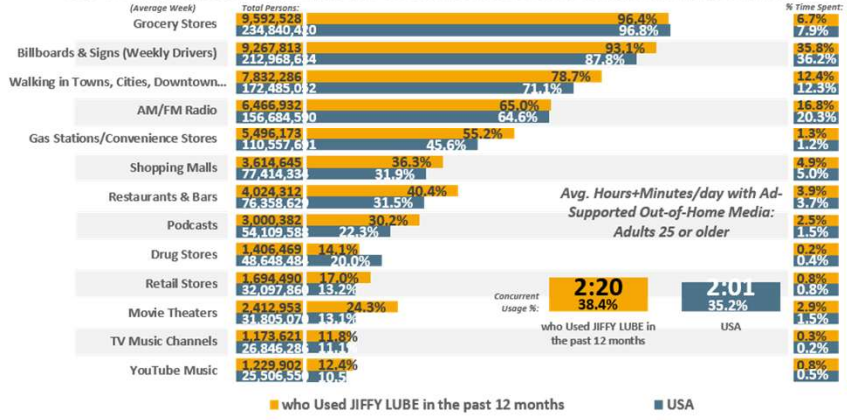
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 or older



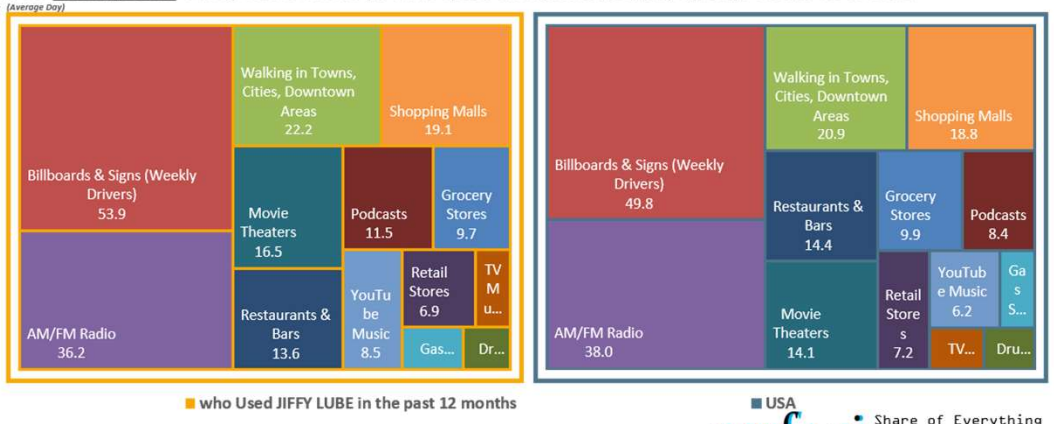
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



USA USA Projection Scarborough R2 2025-26: Feb24-Aug26 Qual Intab 2,105

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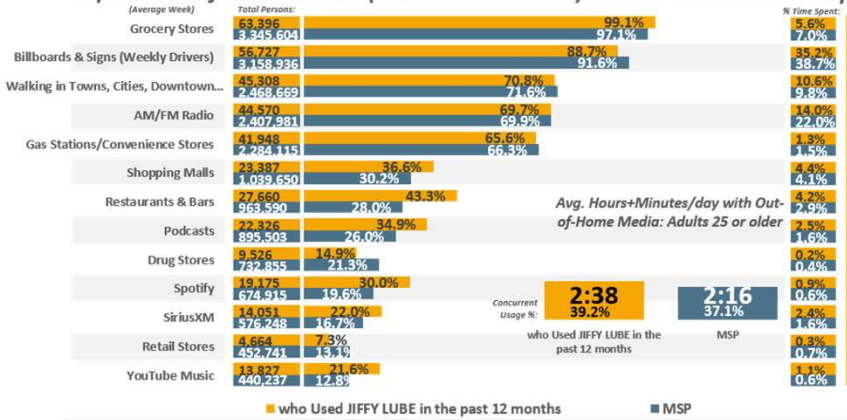
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

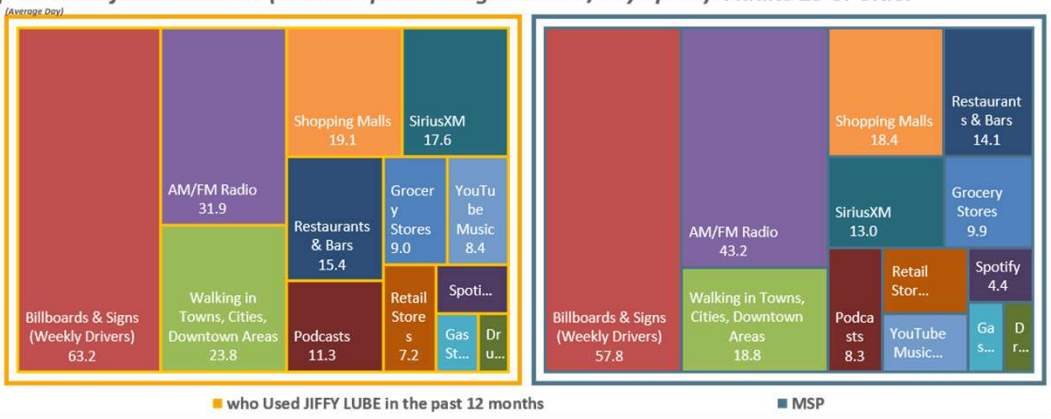


56,727 or 88.7% of Adults 25 or older who Used JIFFY LUBE in the past 12 months spend an average of 63.2 minutes per day driving, seeing Billboards and Signs. 60.8% Listen to Local Radio Stations Out-of-Home for an average of 22. minutes/day.

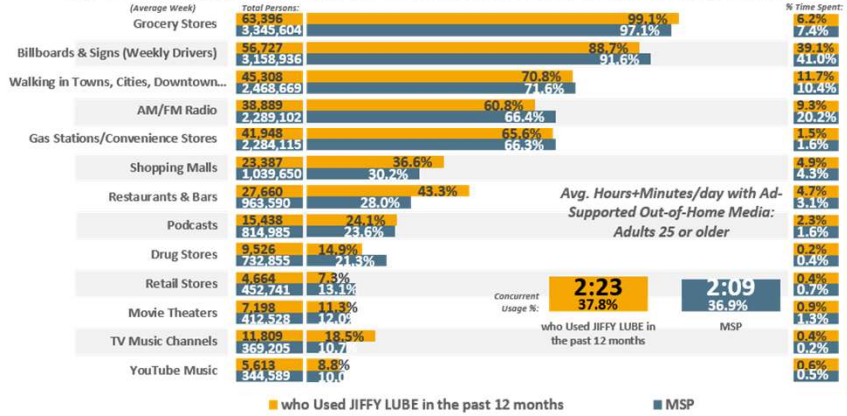
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 or older



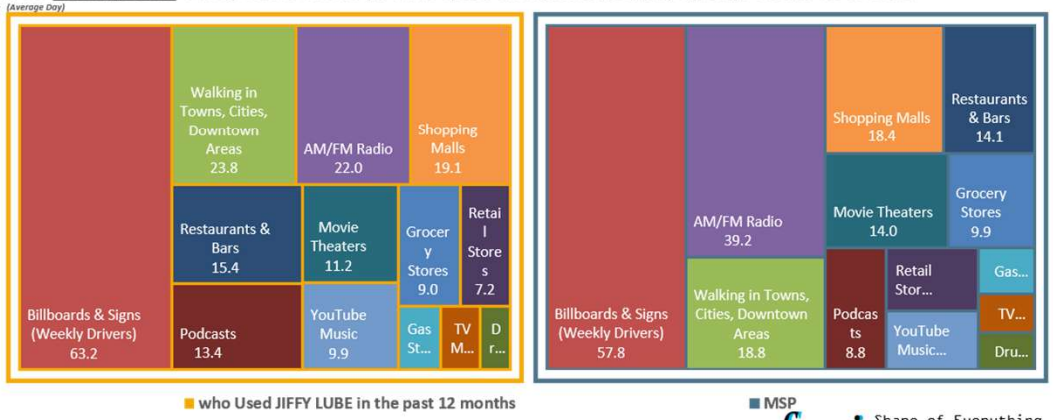
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



MSP DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 58

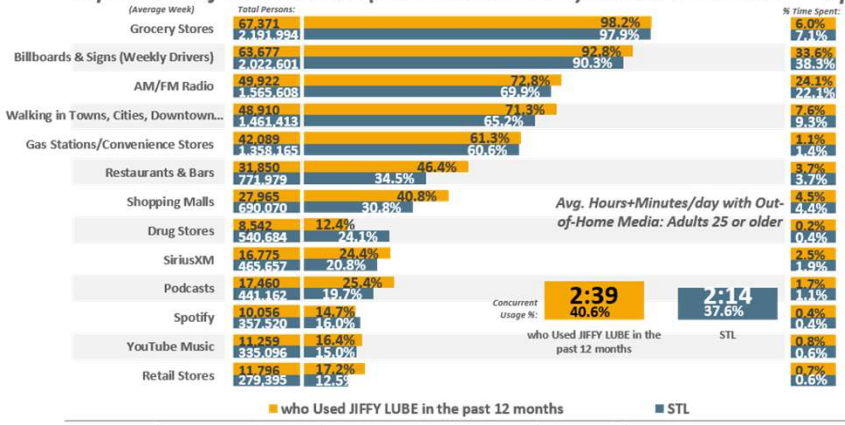
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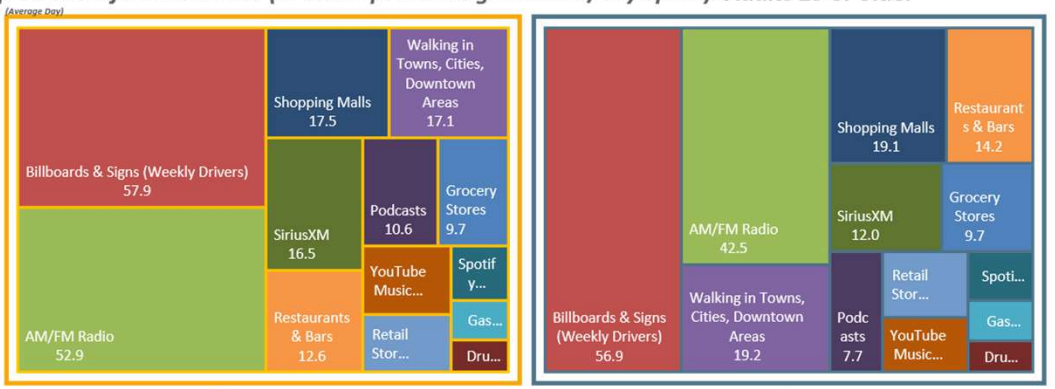
Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

63,677 or 92.8% of Adults 25 or older who Used JIFFY LUBE in the past 12 months spend an average of 57.9 minutes per day driving, seeing Billboards and Signs. 66.9% Listen to Local Radio Stations Out-of-Home for an average of 45.8 minutes/day.

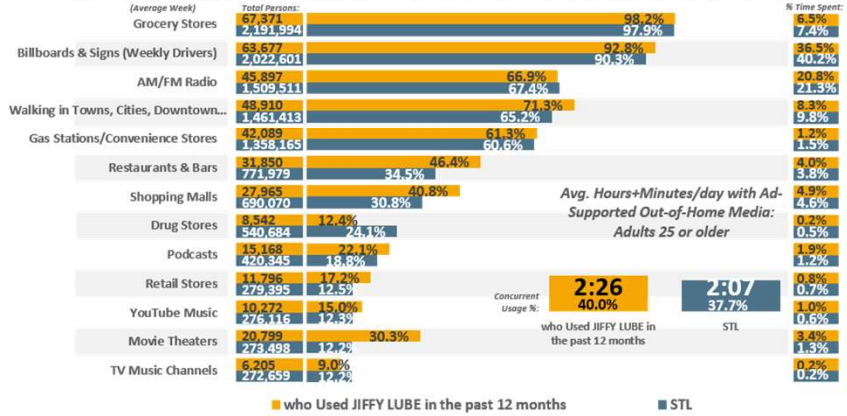
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 or older



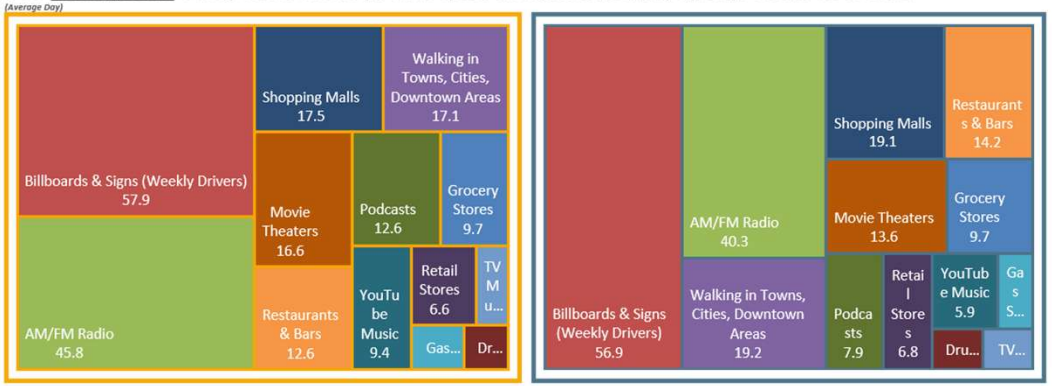
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



STL DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 126

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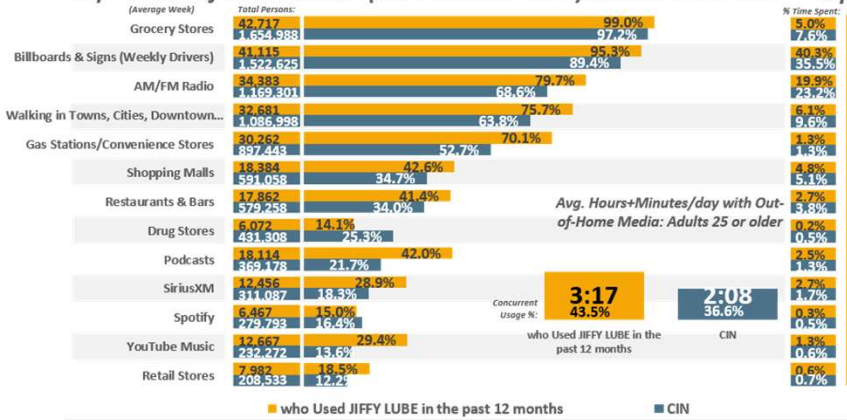
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

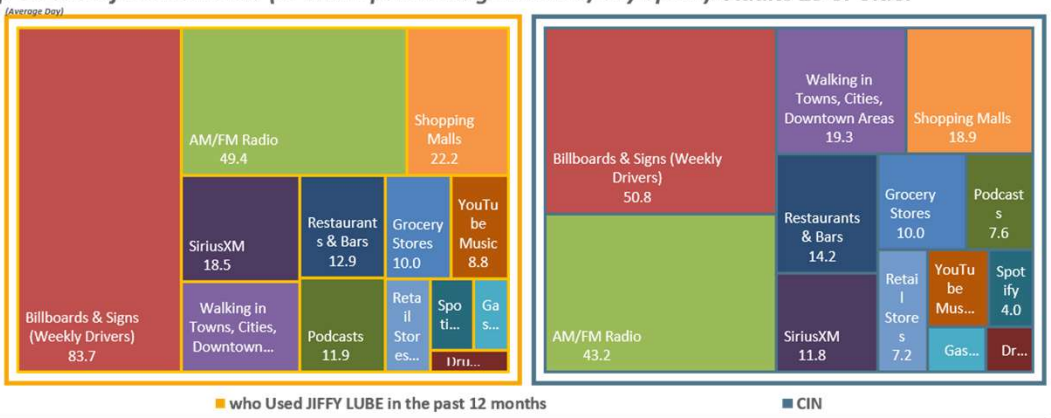


41,115 or 95.3% of Adults 25 or older who Used JIFFY LUBE in the past 12 months spend an average of 83.7 minutes per day driving, seeing Billboards and Signs. 74.5% Listen to Local Radio Stations Out-of-Home for an average of 42.4 minutes/day.

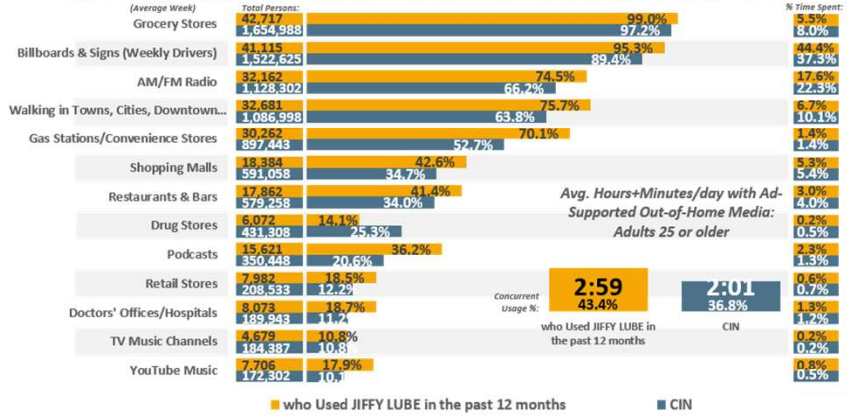
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 or older



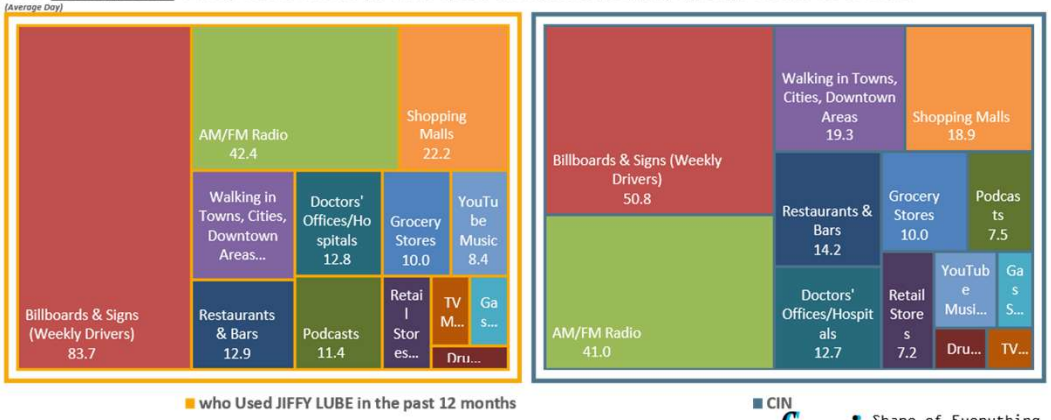
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



CIN DMA Scarborough R2 2025-26: Sep24-Aug26 Qual Intab 95

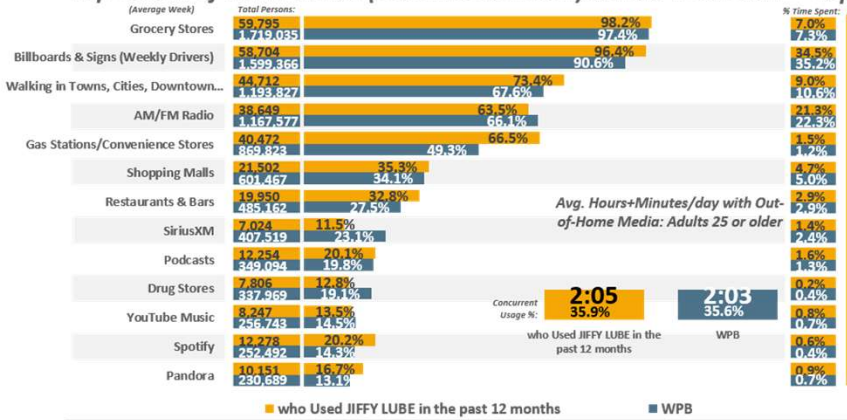
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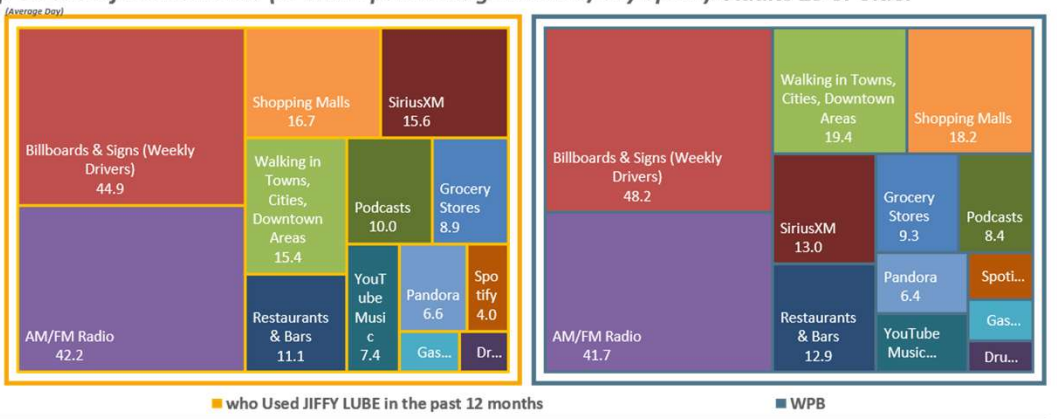
Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

58,704 or 96.4% of Adults 25 or older who Used JIFFY LUBE in the past 12 months spend an average of 44.9 minutes per day driving, seeing Billboards and Signs. 61.5% Listen to Local Radio Stations Out-of-Home for an average of 38.5 minutes/day.

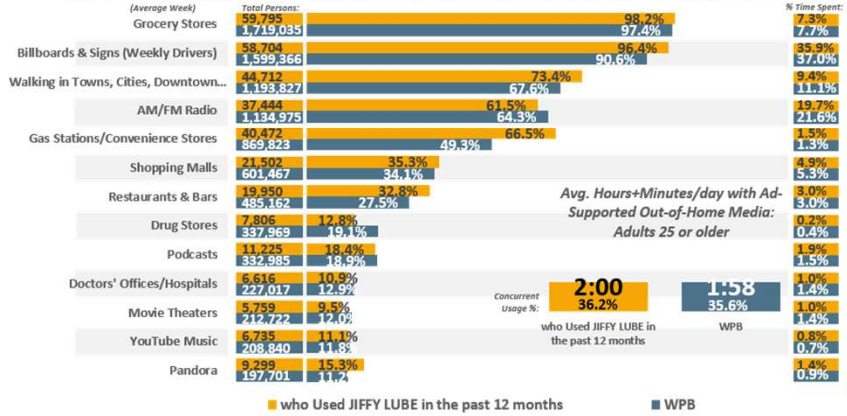
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 or older



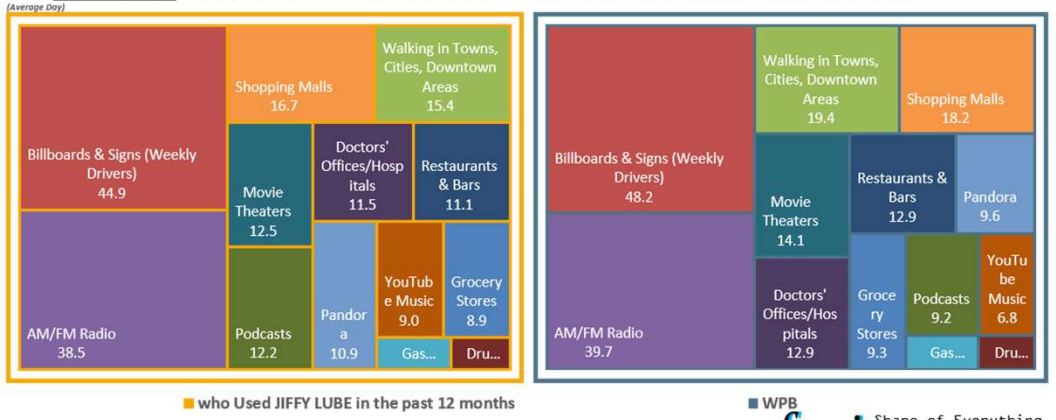
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



WPB DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 171

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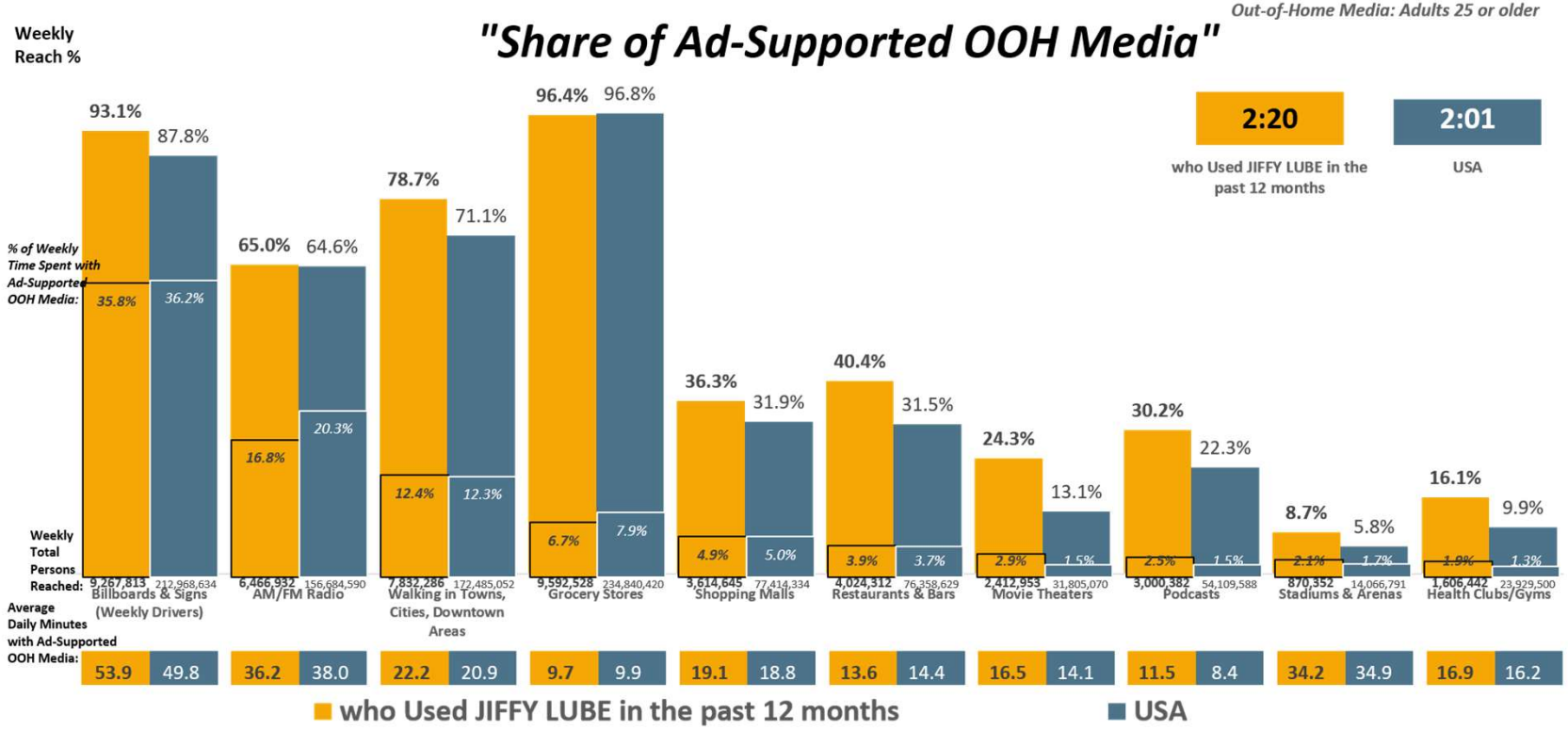
Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube



9,267,813 or 93.1% of Adults 25 or older who Used JIFFY LUBE in the past 12 months spend an average of 53.9 minutes per day driving, seeing Billboards and Signs representing 35.8% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



Scarborough R2 2025-26: Feb24-Aug26 USA Projection Scarborough R2 2025-26: Feb24-Aug26 Qual Intab 45,048
USA USA Projection Scarborough R2 2025-26: Feb24-Aug26 Qual Intab 2,105

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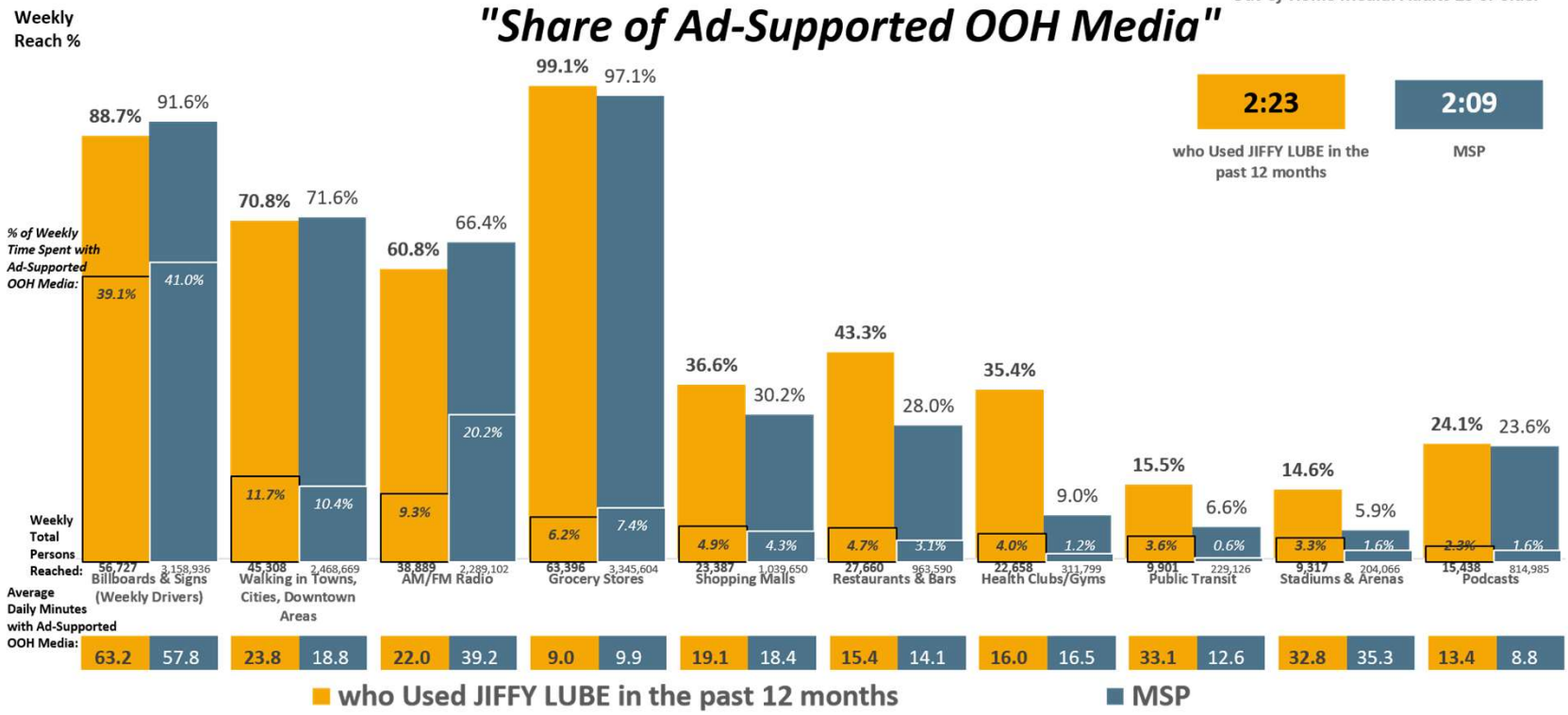
Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube



56,727 or 88.7% of Adults 25 or older who Used JIFFY LUBE in the past 12 months spend an average of 63.2 minutes per day driving, seeing Billboards and Signs representing 39.1% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



MSP DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 58 MSP DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 3,647

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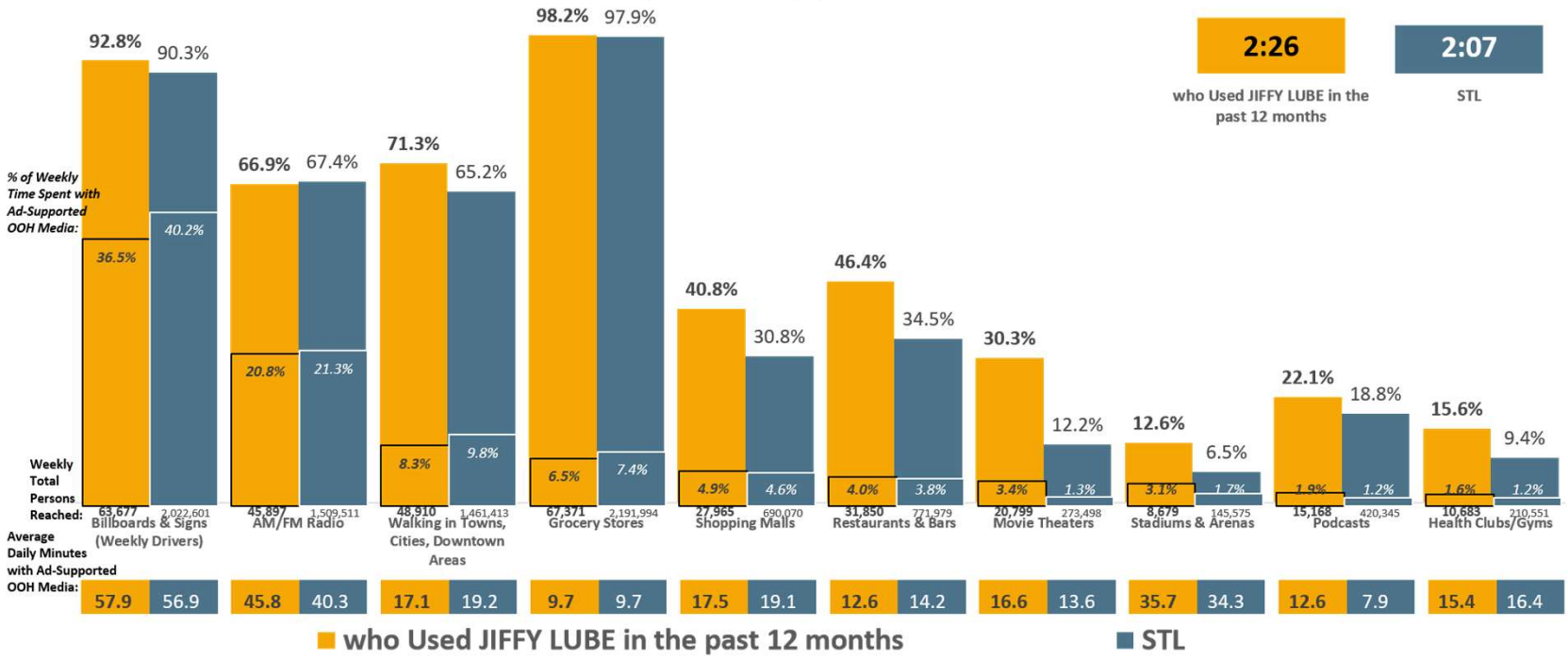
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

63,677 or 92.8% of Adults 25 or older who Used JIFFY LUBE in the past 12 months spend an average of 57.9 minutes per day driving, seeing Billboards and Signs representing 36.5% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



STL DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 126 STL DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 3,675

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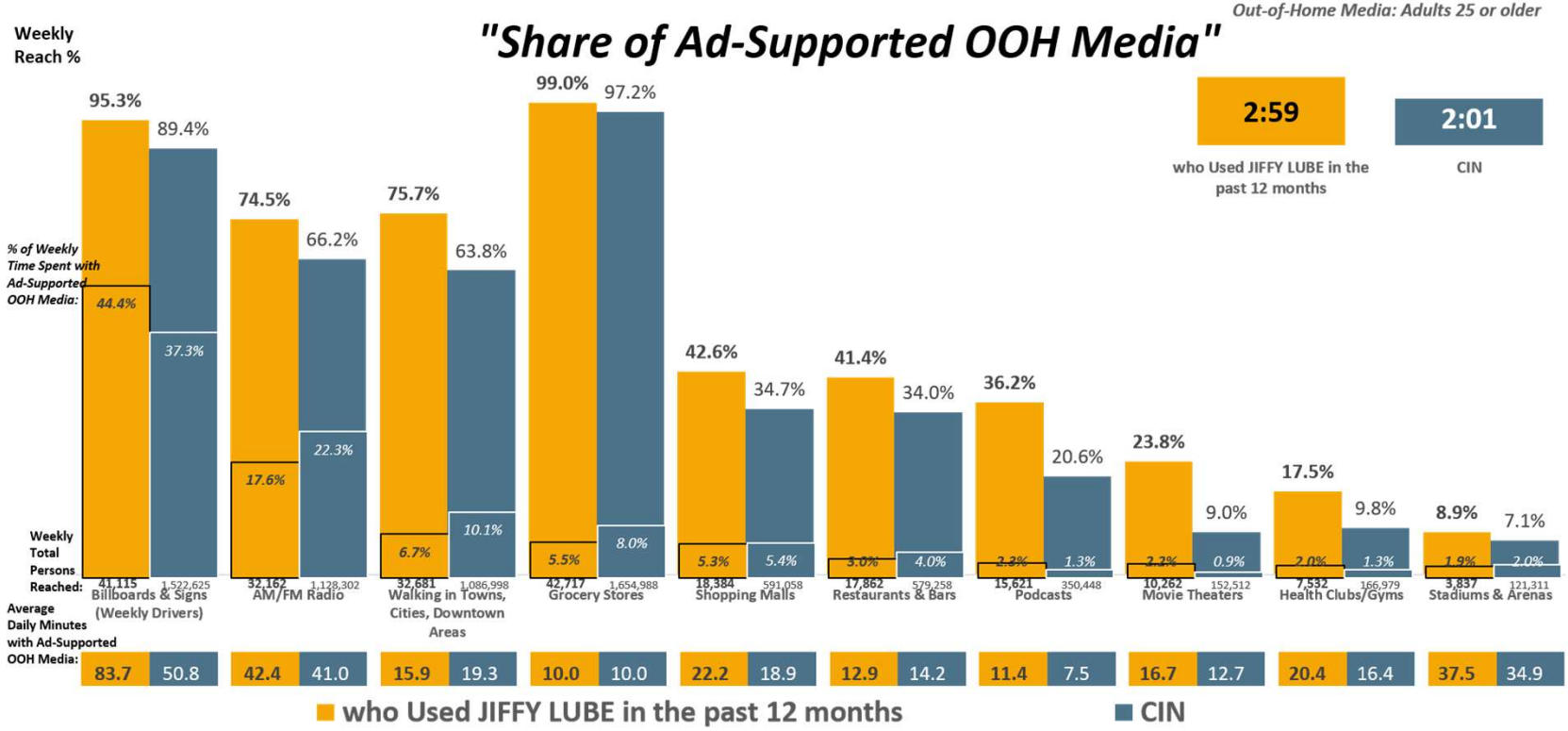
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube



41,115 or 95.3% of Adults 25 or older who Used JIFFY LUBE in the past 12 months spend an average of 83.7 minutes per day driving, seeing Billboards and Signs representing 44.4% of all Time Spent with Ad-Supported Out-of-Home Media.

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



CIN DMA Scarborough R2 2025-26: Sep24-Aug26 Qual Intab 95 CIN DMA Scarborough R2 2025-26: Sep24-Aug26 Qual Intab 3,577

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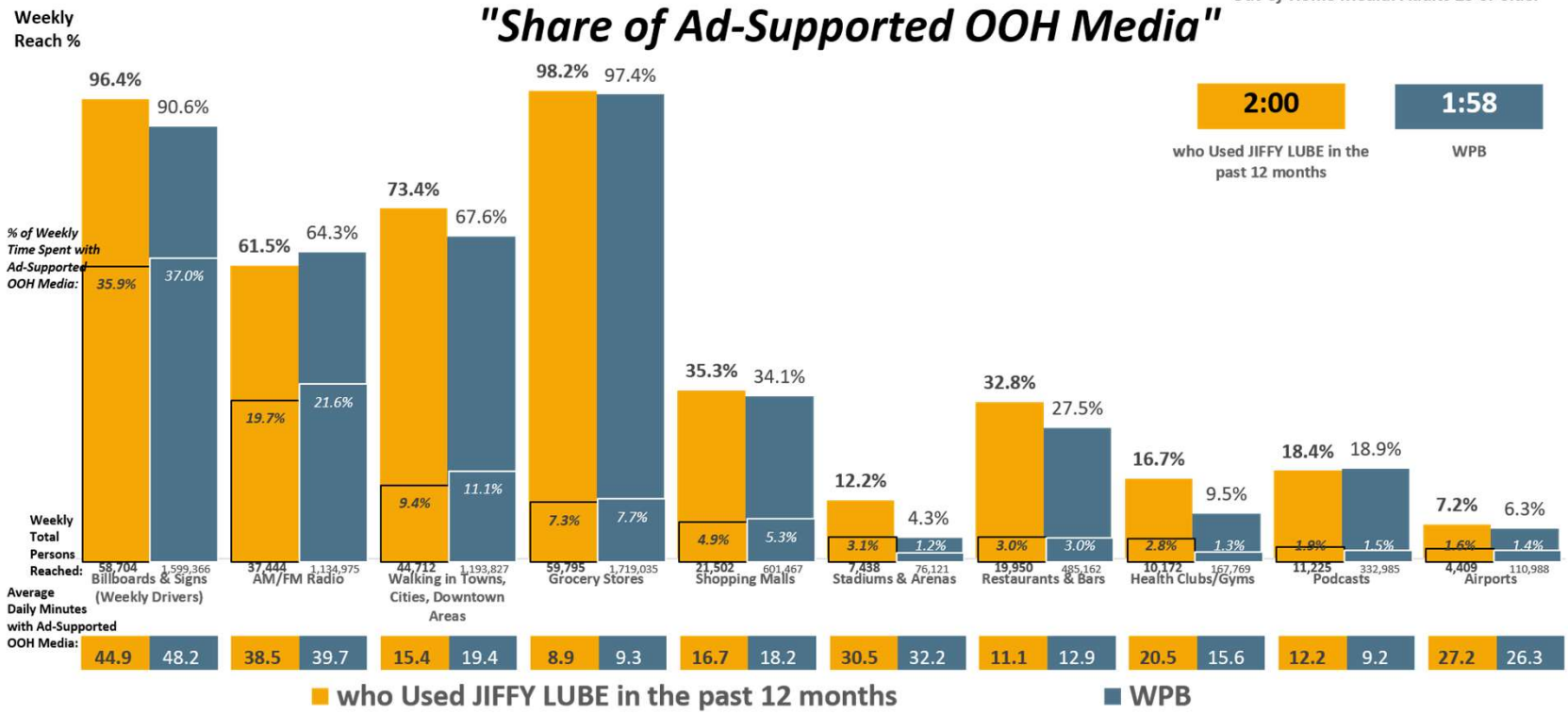
Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube



58,704 or 96.4% of Adults 25 or older who Used JIFFY LUBE in the past 12 months spend an average of 44.9 minutes per day driving, seeing Billboards and Signs representing 35.9% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



WPB DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 171 WPB DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 4,823

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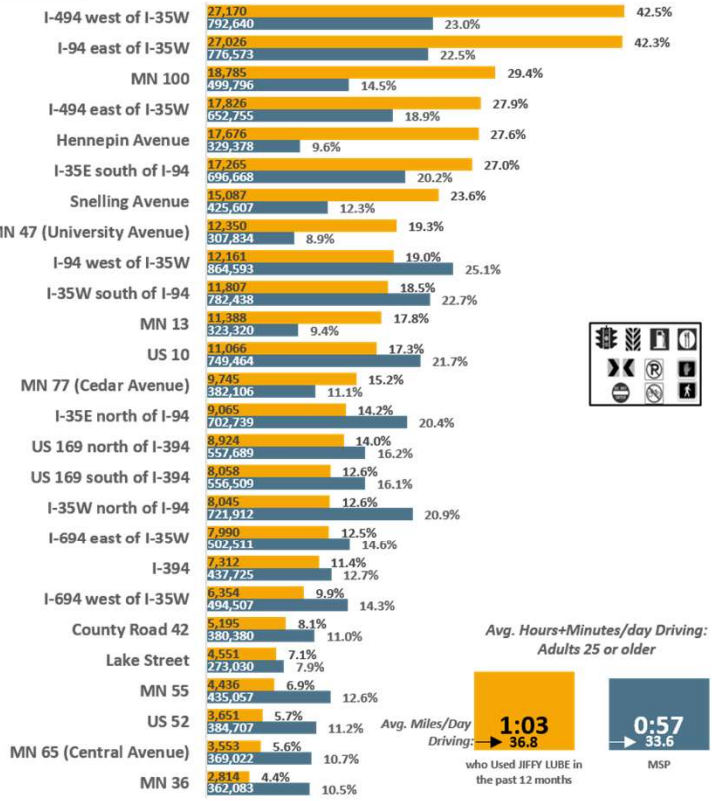
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

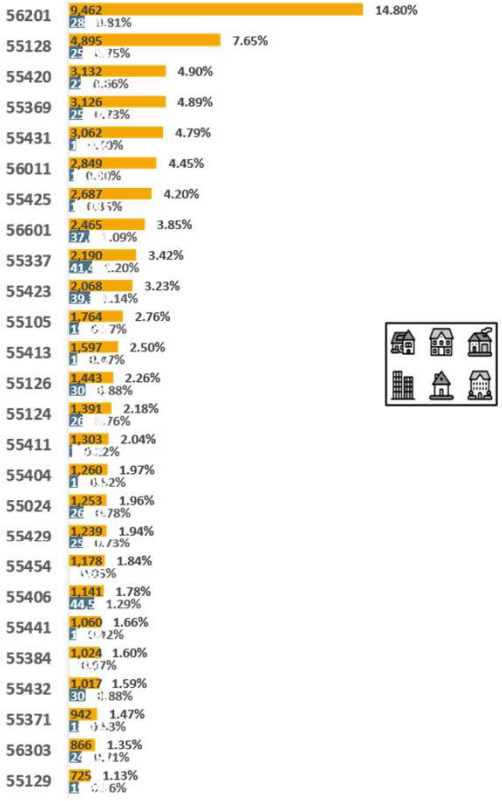


56,727 or 88.7% of Adults 25 or older who Used JIFFY LUBE in the past 12 months spend an average of 63.2 minutes per day driving an average of 36.8 miles each day and are 189.3% more likely to use Hennepin Avenue than the Metro average.

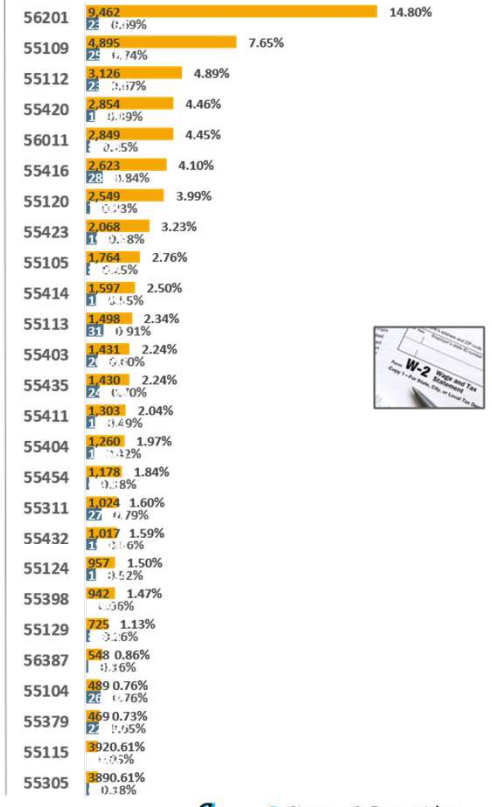
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 25 or older



Top-26 Residential Zip Codes: Adults 25 or older



Top-26 Employment Zip Codes: Adults 25 or older



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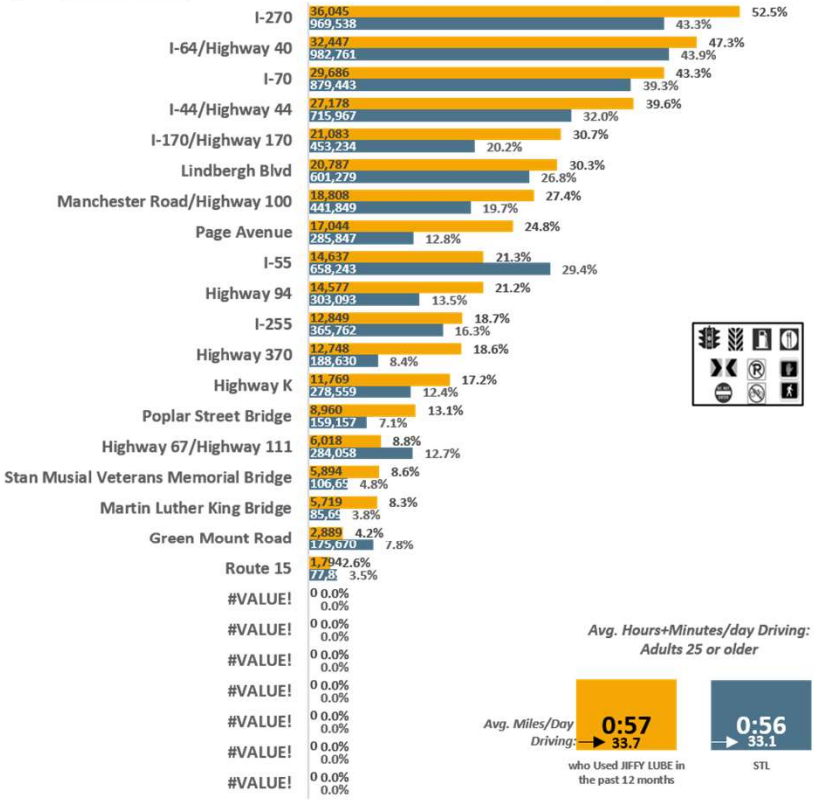
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube



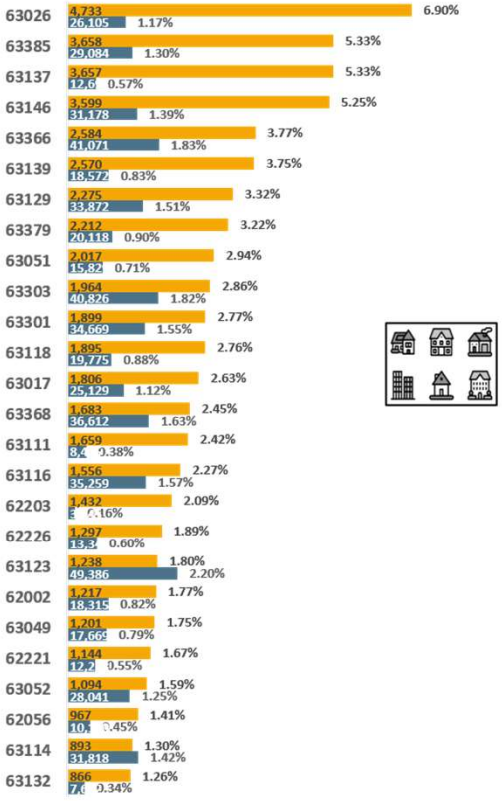
63,677 or 92.8% of Adults 25 or older who Used JIFFY LUBE in the past 12 months spend an average of 57.9 minutes per day driving an average of 33.7 miles each day and are 120.6% more likely to use Highway 370 than the Metro average.

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

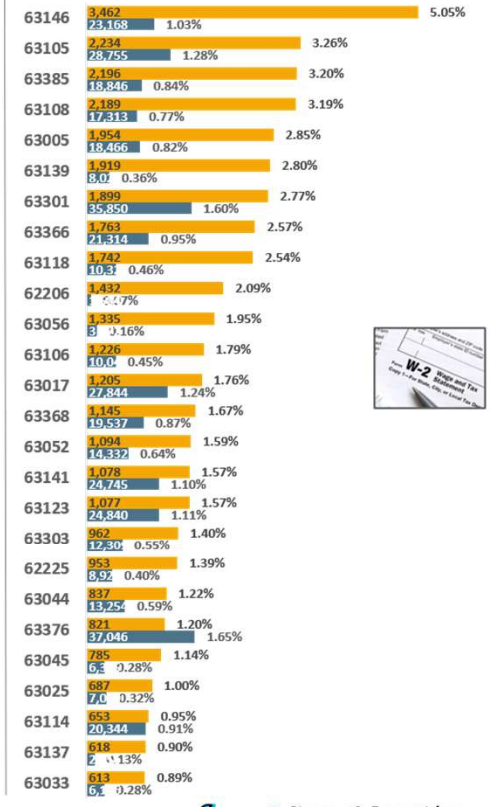


Avg. Hours+Minutes/day Driving: Adults 25 or older

Top-26 Residential Zip Codes: Adults 25 or older



Top-26 Employment Zip Codes: Adults 25 or older



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STL DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 126

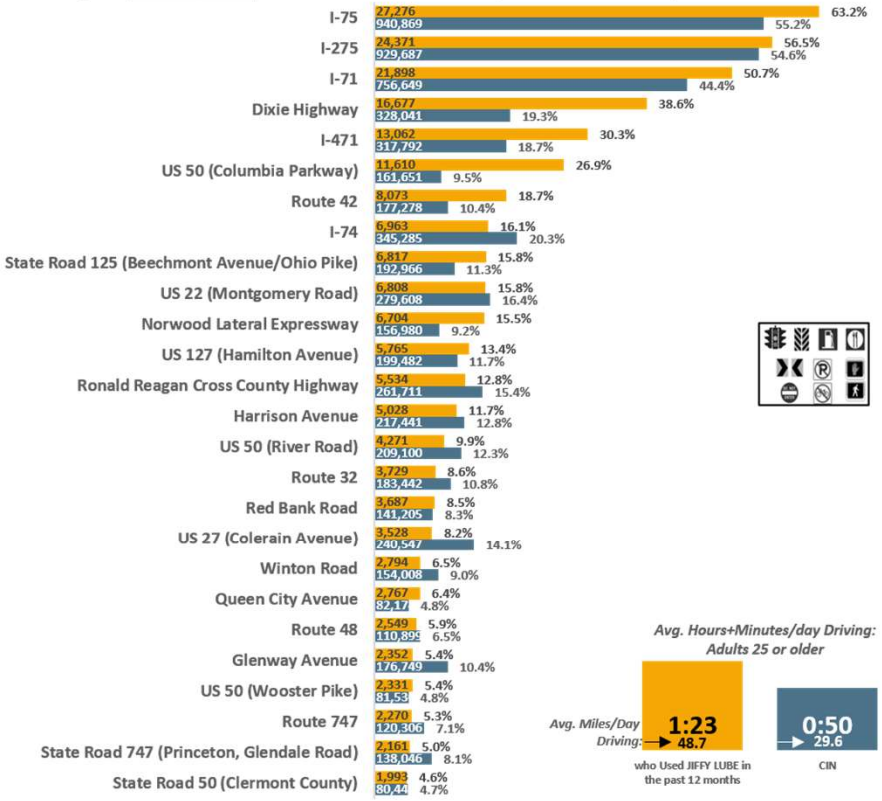
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube



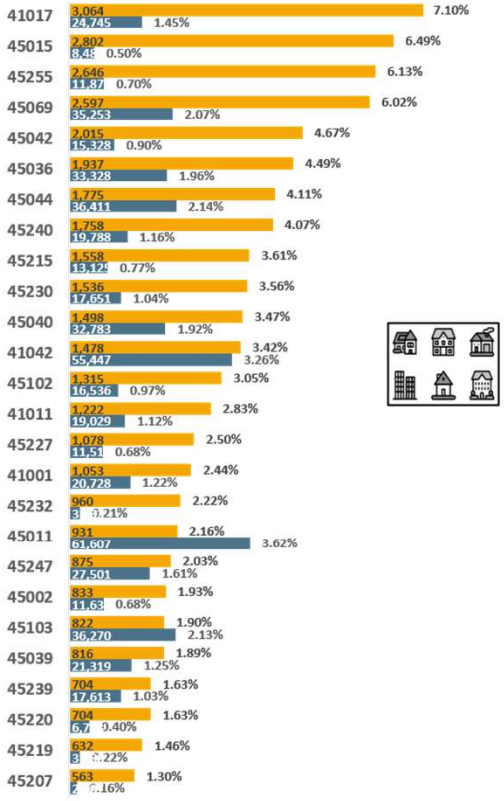
41,115 or 95.3% of Adults 25 or older who Used JIFFY LUBE in the past 12 months spend an average of 83.7 minutes per day driving an average of 48.7 miles each day and are 183.5% more likely to use US 50 (Columbia Parkway) than the Metro average.

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

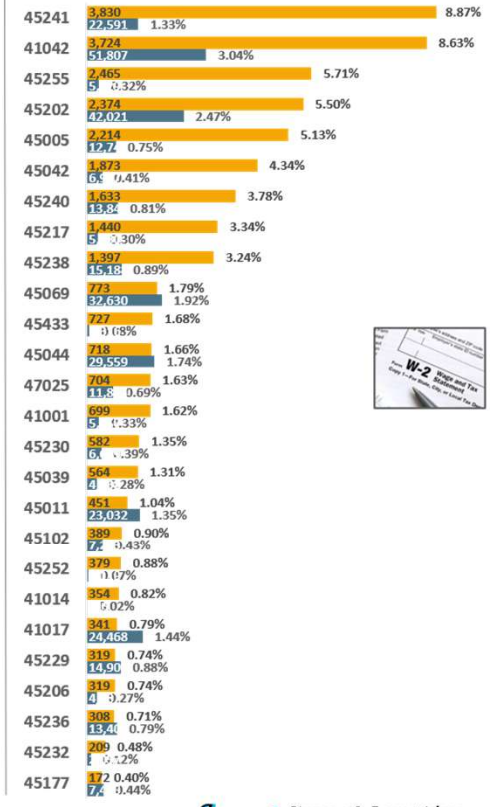


Avg. Hours+Minutes/day Driving: Adults 25 or older

Top-26 Residential Zip Codes: Adults 25 or older



Top-26 Employment Zip Codes: Adults 25 or older



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CIN DMA Scarborough R2 2025-26: Sep24-Aug26 Qual Intab 95

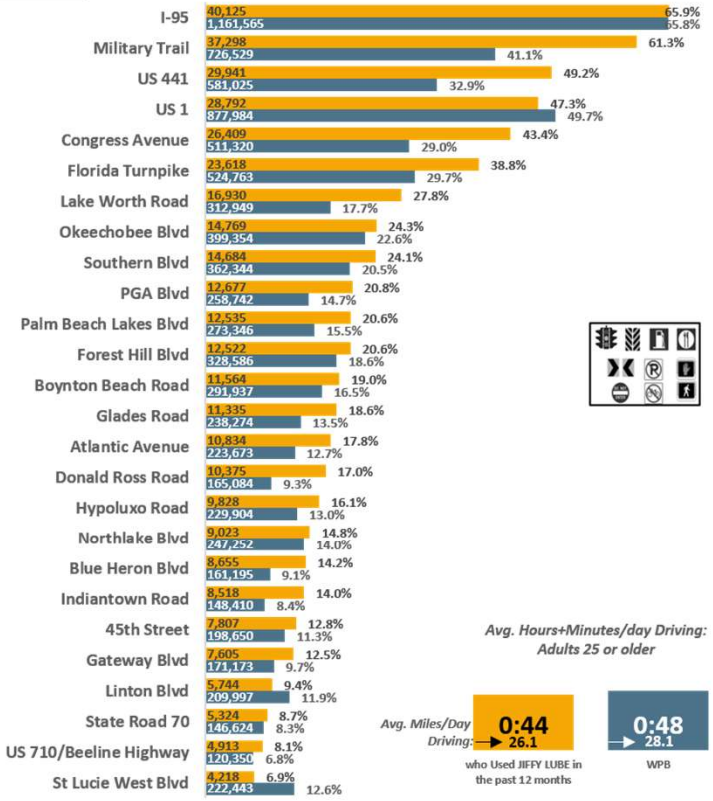
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube



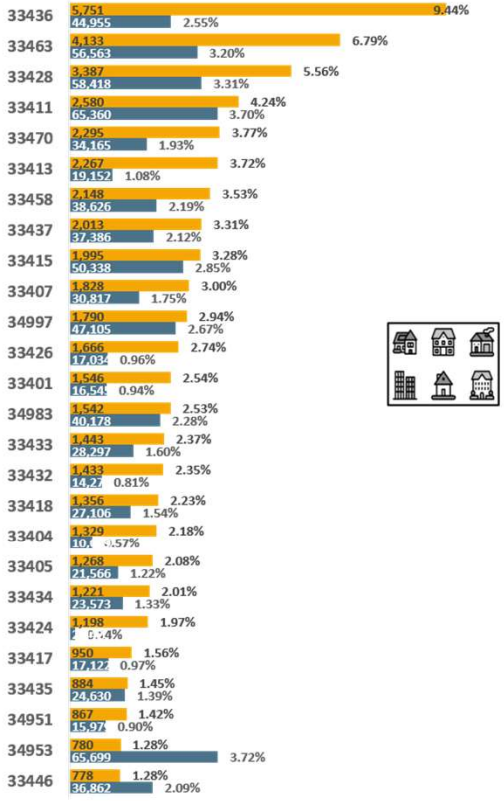
58,704 or 96.4% of Adults 25 or older who Used JIFFY LUBE in the past 12 months spend an average of 44.9 minutes per day driving an average of 26.1 miles each day and are 82.2% more likely to use Donald Ross Road than the Metro average.

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

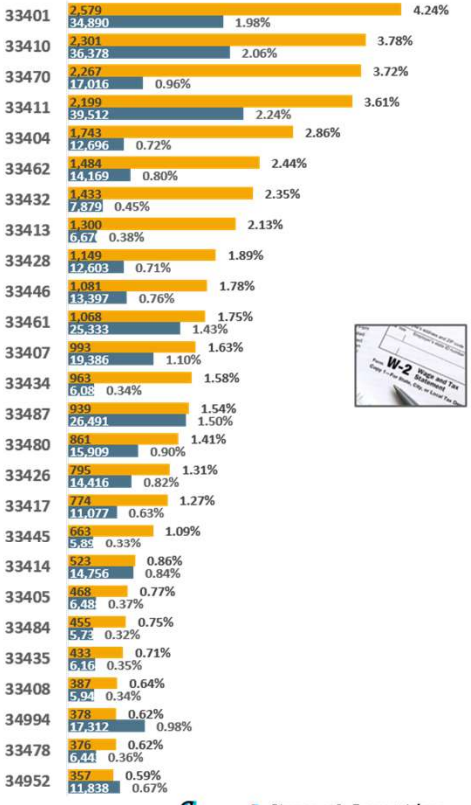


Avg. Hours+Minutes/day Driving: Adults 25 or older

Top-26 Residential Zip Codes: Adults 25 or older



Top-26 Employment Zip Codes: Adults 25 or older



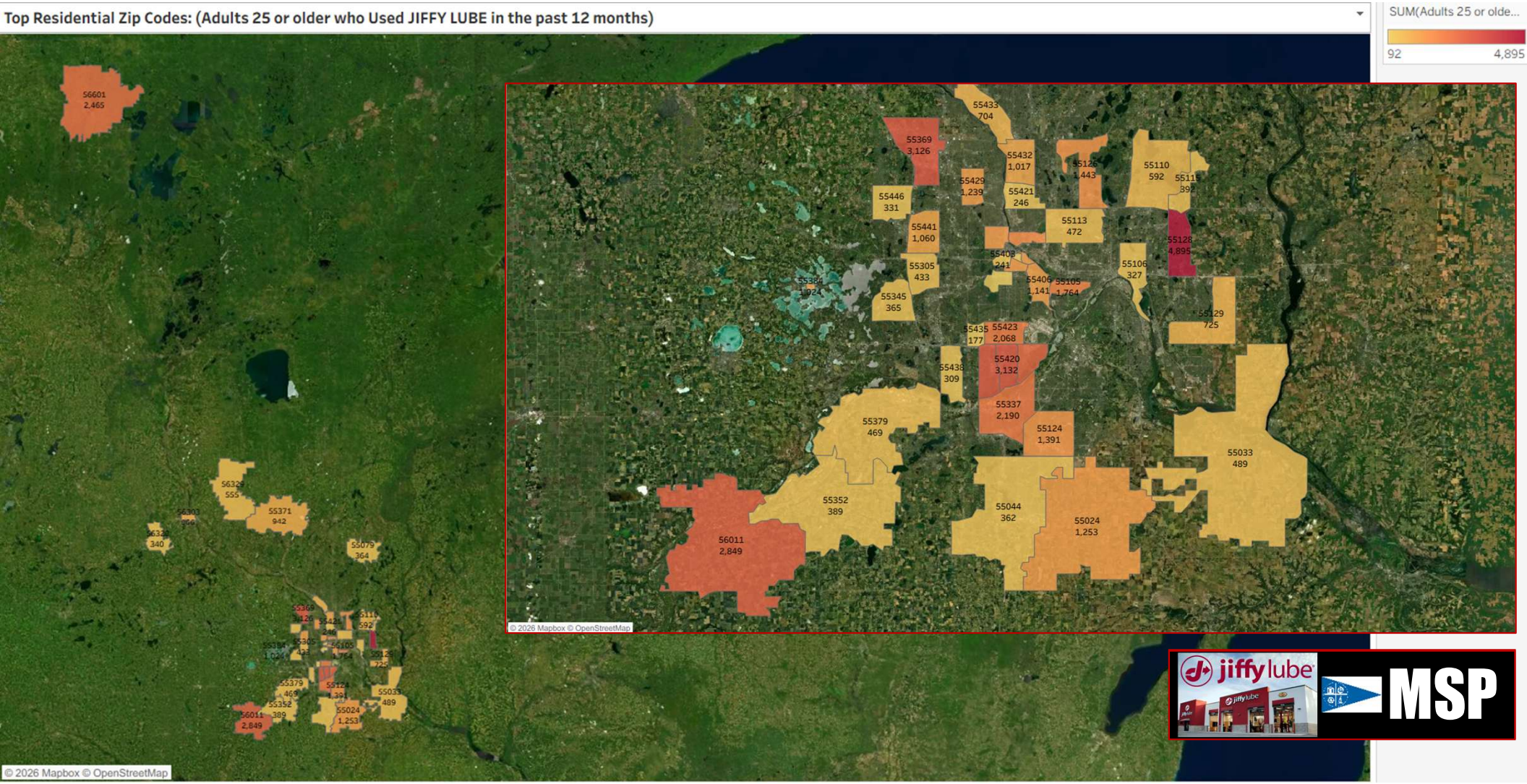
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WPB DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 171

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

Top Residential Zip Codes: (Adults 25 or older who Used JIFFY LUBE in the past 12 months)

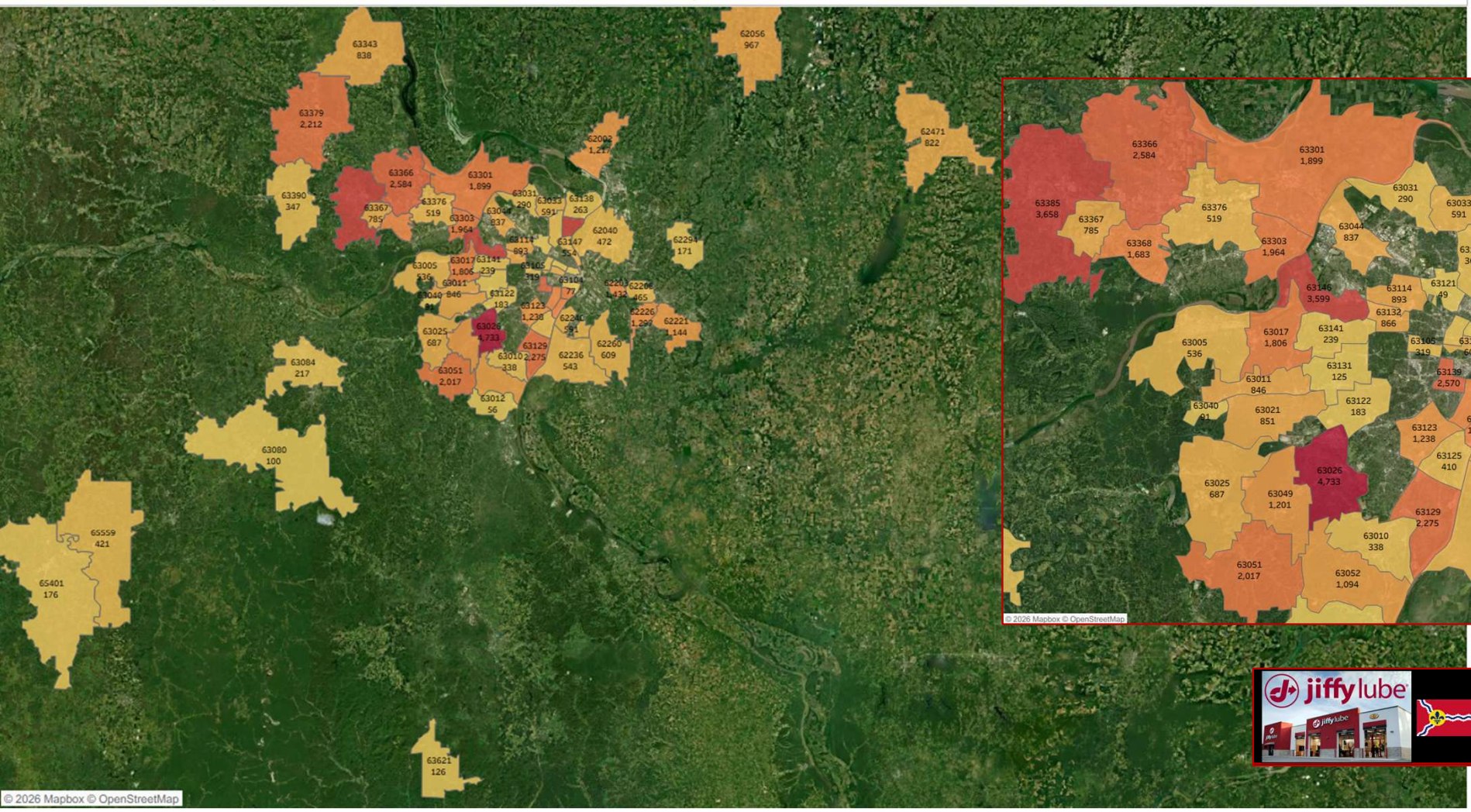


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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

Top Residential Zip Codes: (Adults 25 or older who Used JIFFY LUBE in the past 12 months)

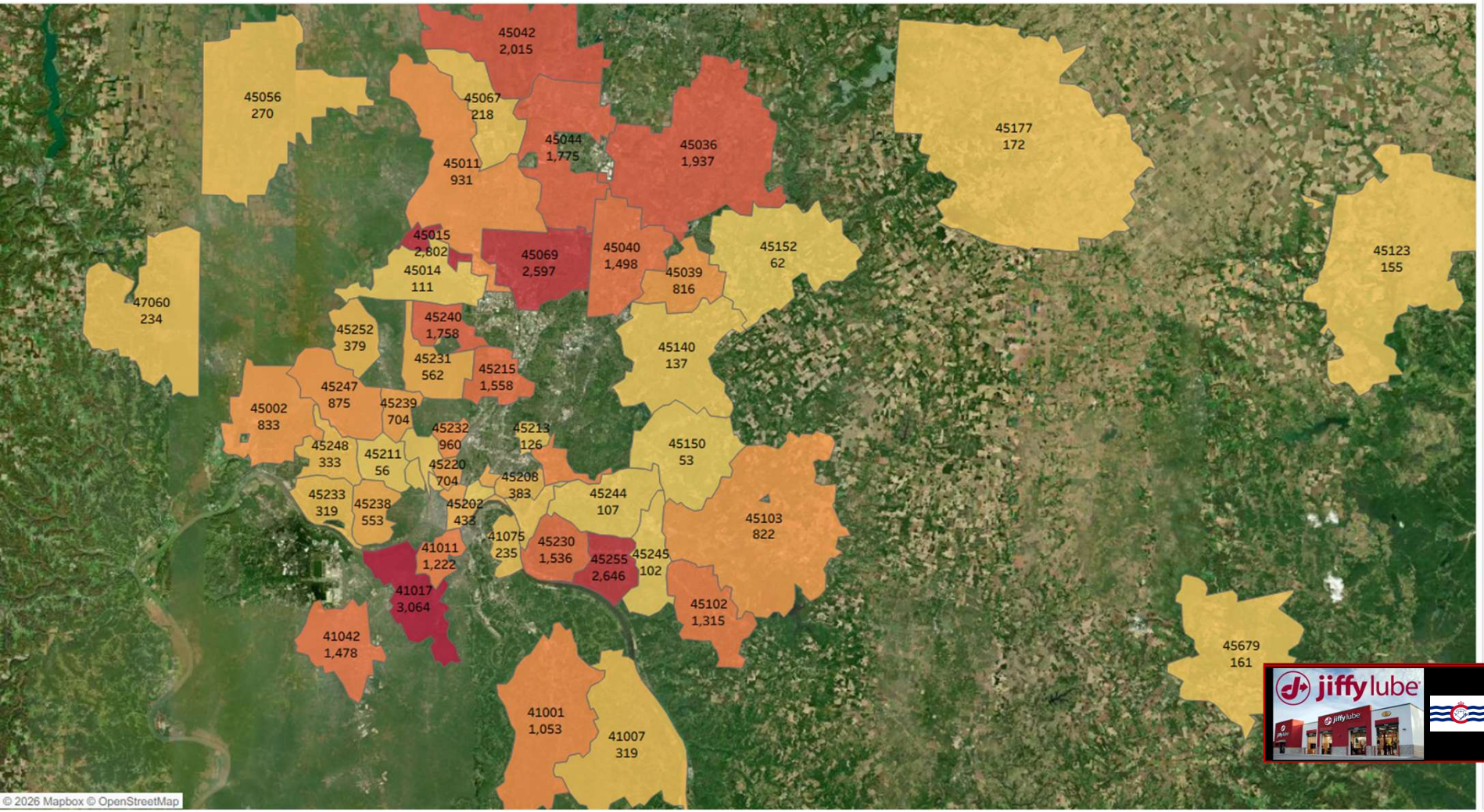


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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

Top Residential Zip Codes: (Adults 25 or older who Used JIFFY LUBE in the past 12 months)



SUM(Adults 25 or olde...
17 3,064

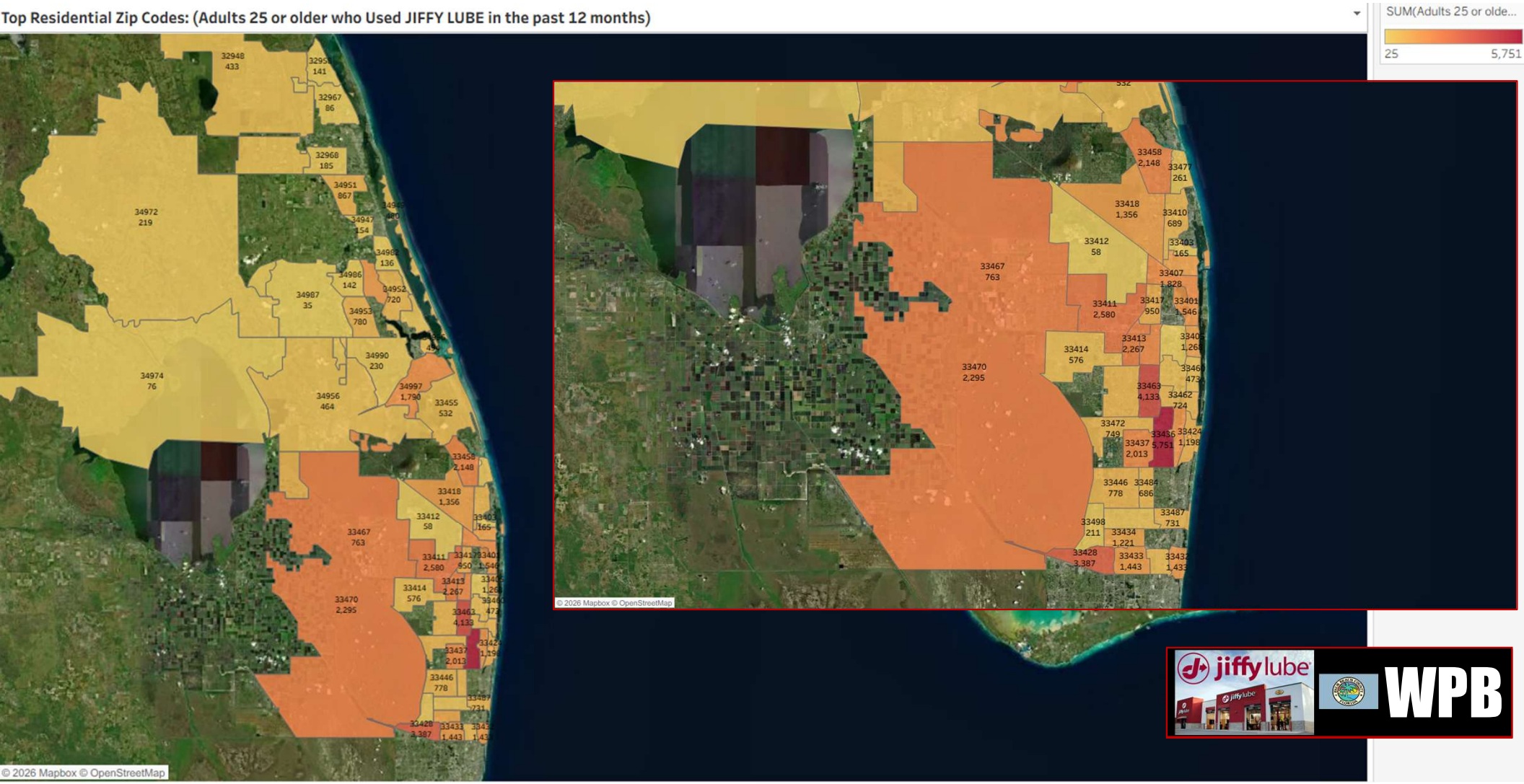
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

Top Residential Zip Codes: (Adults 25 or older who Used JIFFY LUBE in the past 12 months)



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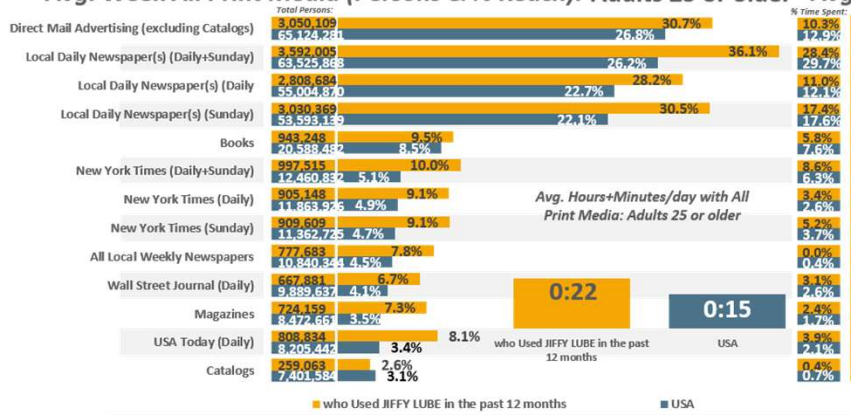
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

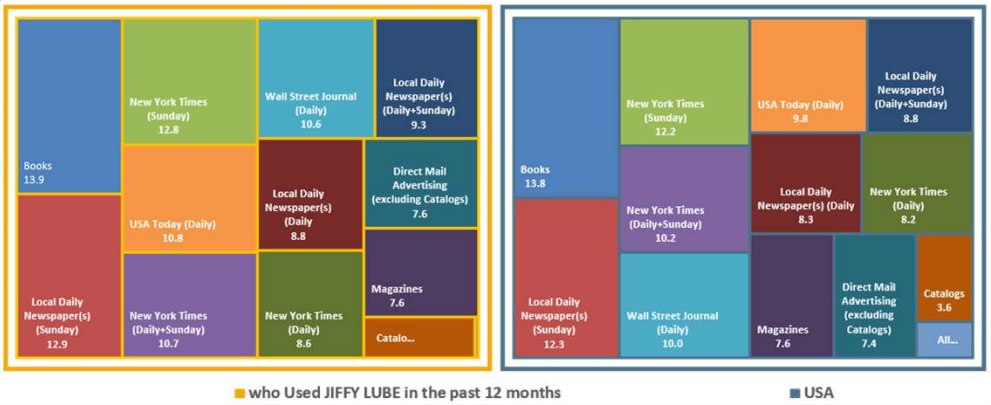


3,592,005 or 36.1% of Adults 25 or older who Used JIFFY LUBE in the past 12 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.3 minutes every day representing 30.1% of all time spent daily with All forms of Print Media.

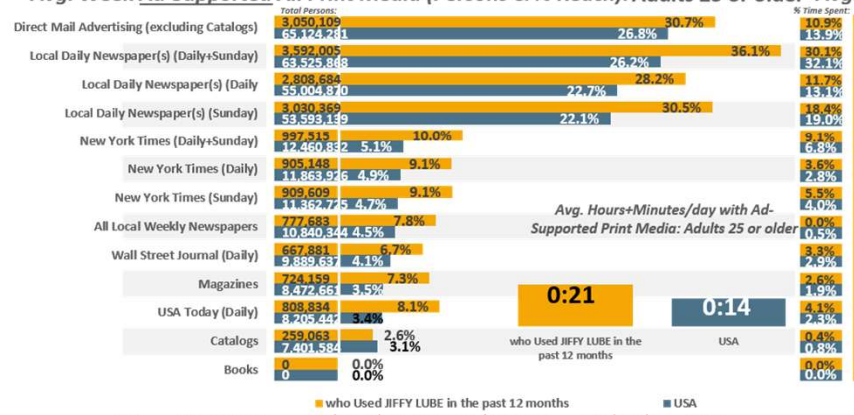
Avg. Week All Print Media (Persons & % Reach): Adults 25 or older



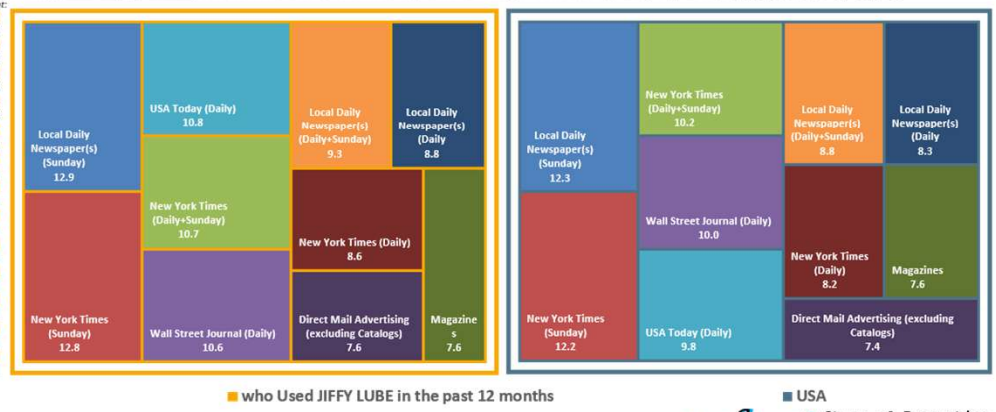
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



USA USA Projection Scarborough R2 2025-26: Feb24-Aug26 Qual Intab 2,105

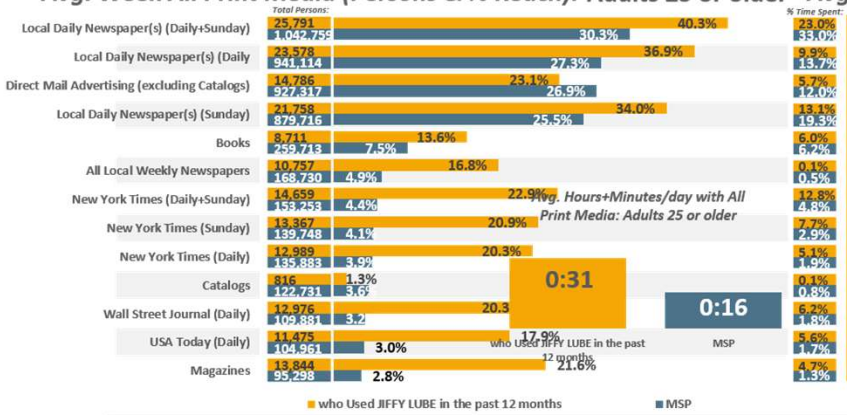
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

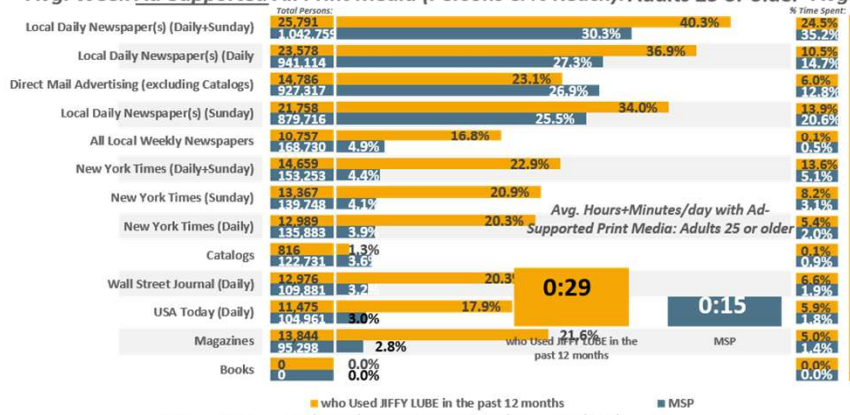
25,791 or 40.3% of Adults 25 or older who Used JIFFY LUBE in the past 12 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.9 minutes every day representing 24.5% of all time spent daily with All forms of Print Media.

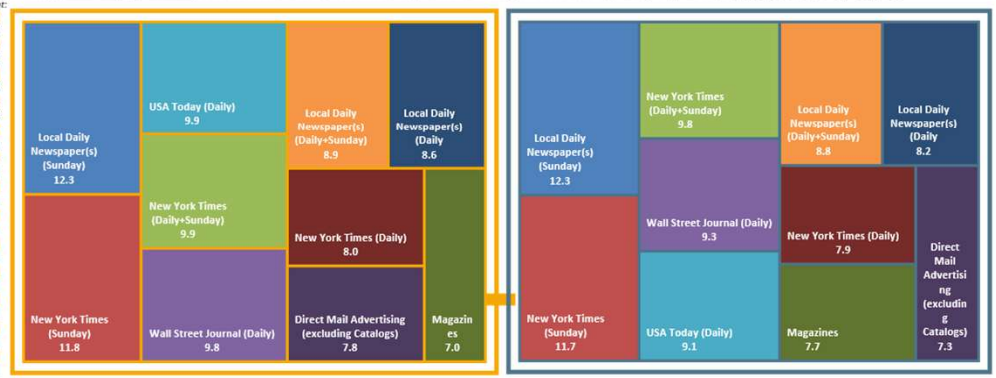
Avg. Week All Print Media (Persons & % Reach): Adults 25 or older





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





MSP DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 58

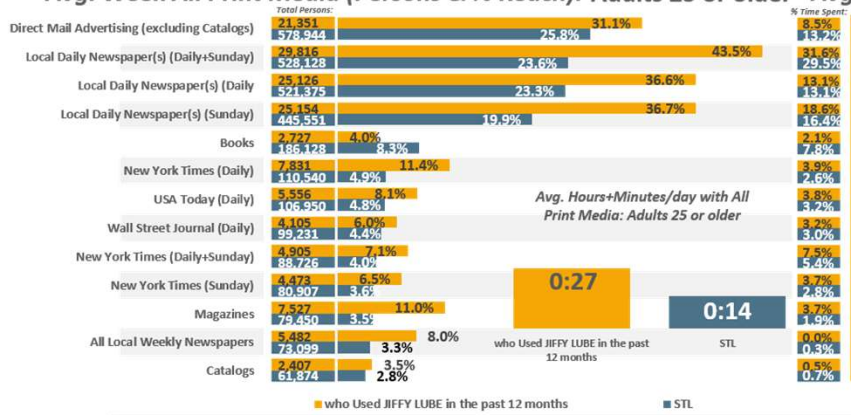
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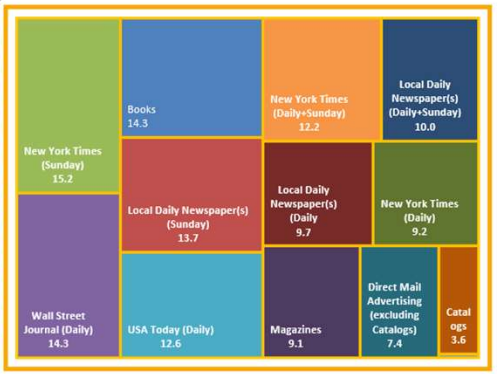
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

29,816 or 43.5% of Adults 25 or older who Used JIFFY LUBE in the past 12 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10. minutes every day representing 32.3% of all time spent daily with All forms of Print Media.

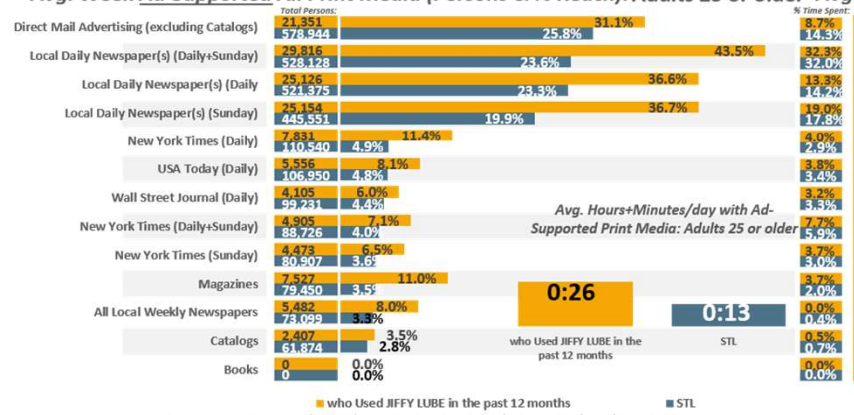
Avg. Week All Print Media (Persons & % Reach): Adults 25 or older

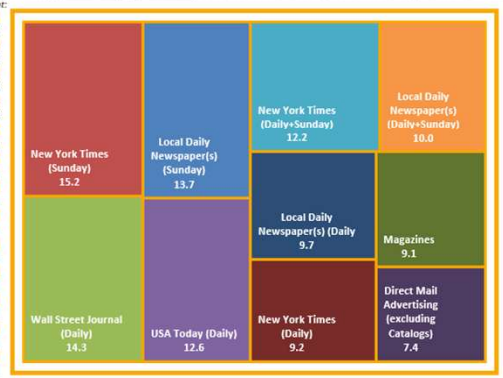


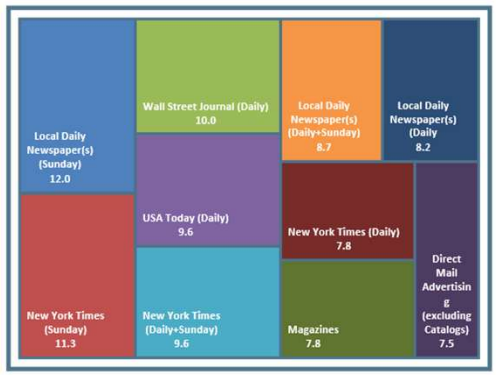




Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 or older







STL DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 126

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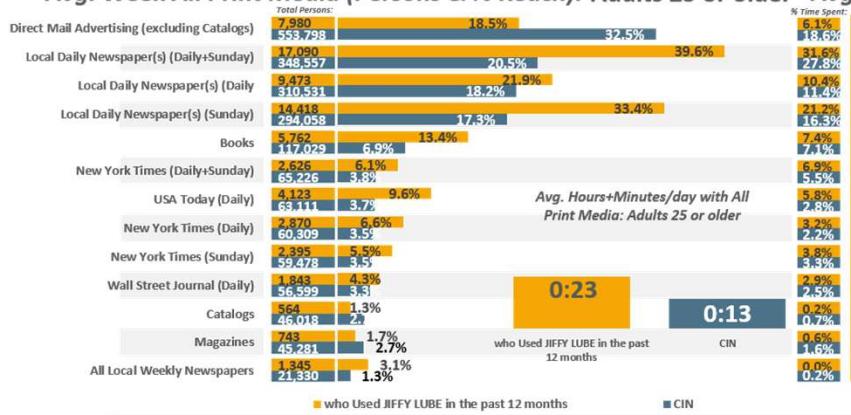
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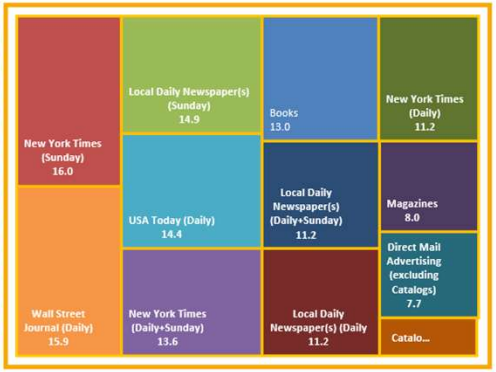
Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube

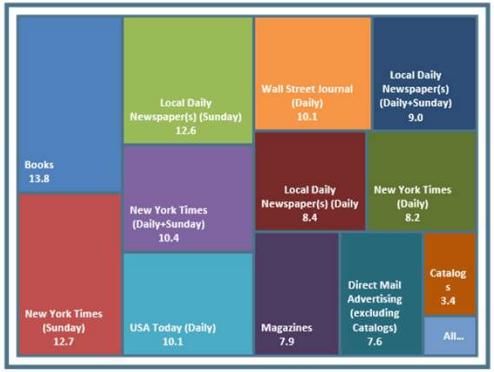


17,090 or 39.6% of Adults 25 or older who Used JIFFY LUBE in the past 12 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.2 minutes every day representing 34.1% of all time spent daily with All forms of Print Media.

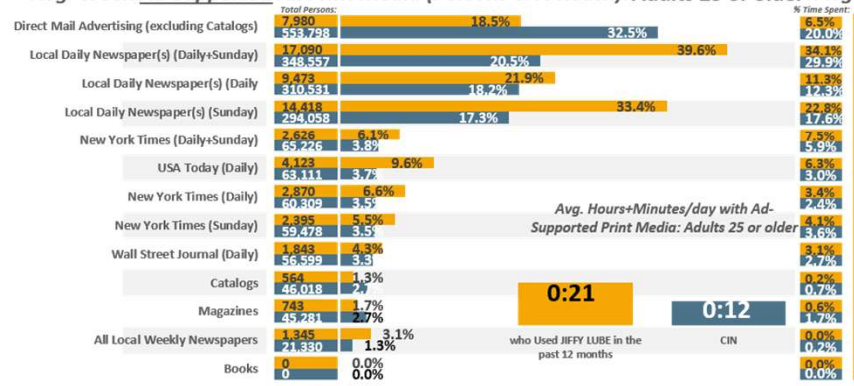
Avg. Week All Print Media (Persons & % Reach): Adults 25 or older

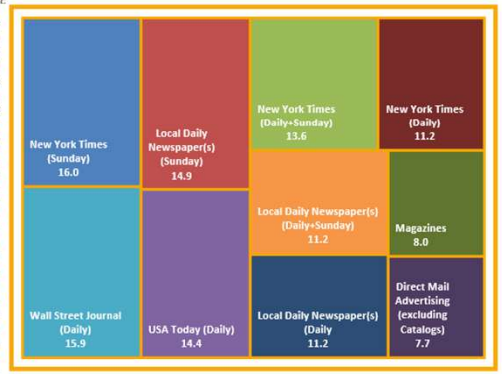


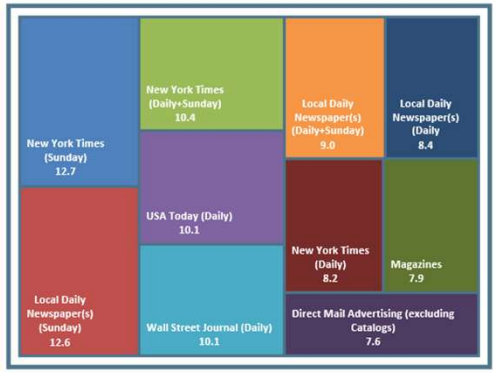




Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 or older







CIN DMA Scarborough R2 2025-26: Sep24-Aug26 Qual Intab 95

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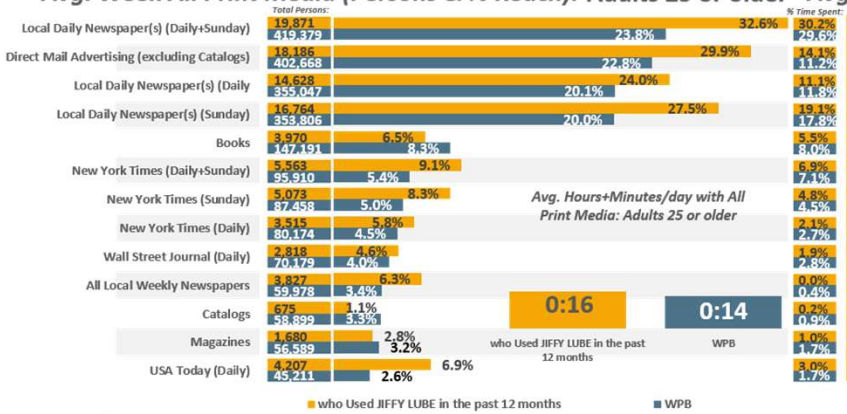
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube



19,871 or 32.6% of Adults 25 or older who Used JIFFY LUBE in the past 12 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.4 minutes every day representing 32.% of all time spent daily with All forms of Print Media.

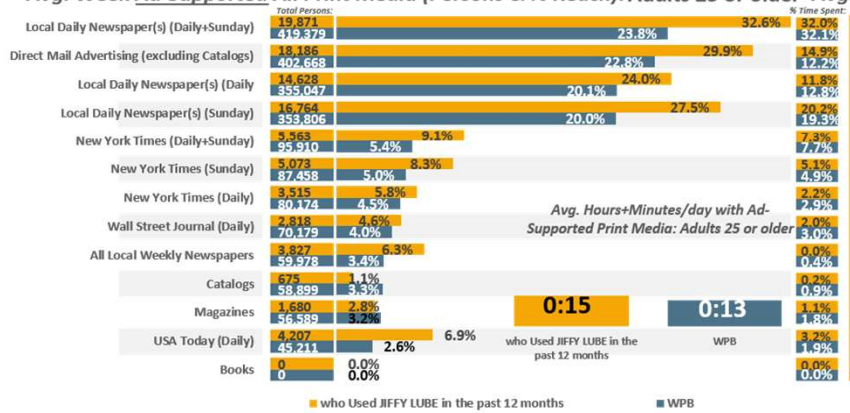
Avg. Week All Print Media (Persons & % Reach): Adults 25 or older



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



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



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



WPB DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 171

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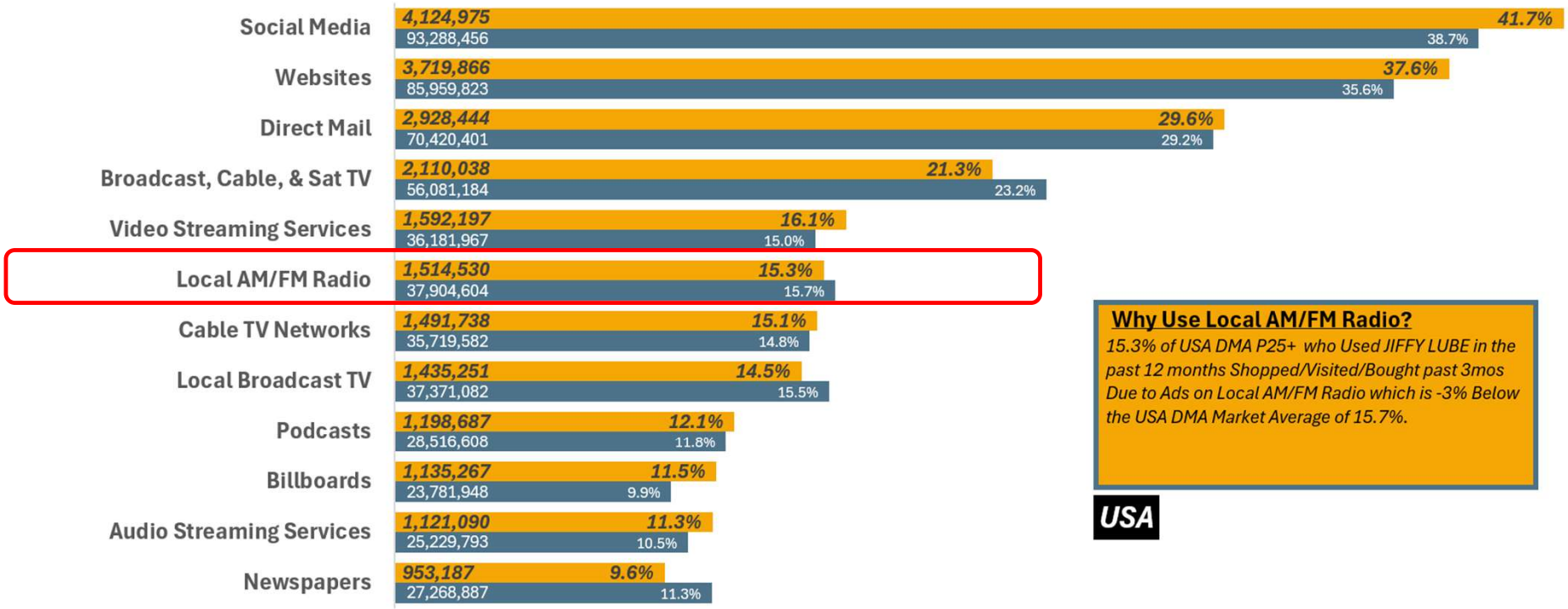
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube



"Advertising Actions"

P25+ who Used JIFFY LUBE in the past 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

15.3% of USA DMA P25+ who Used JIFFY LUBE in the past 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -3% Below the USA DMA Market Average of 15.7%.

USA

USA DMA Scarborough R2 2025-26: Feb24-Jul26 Qual Intab: 2105

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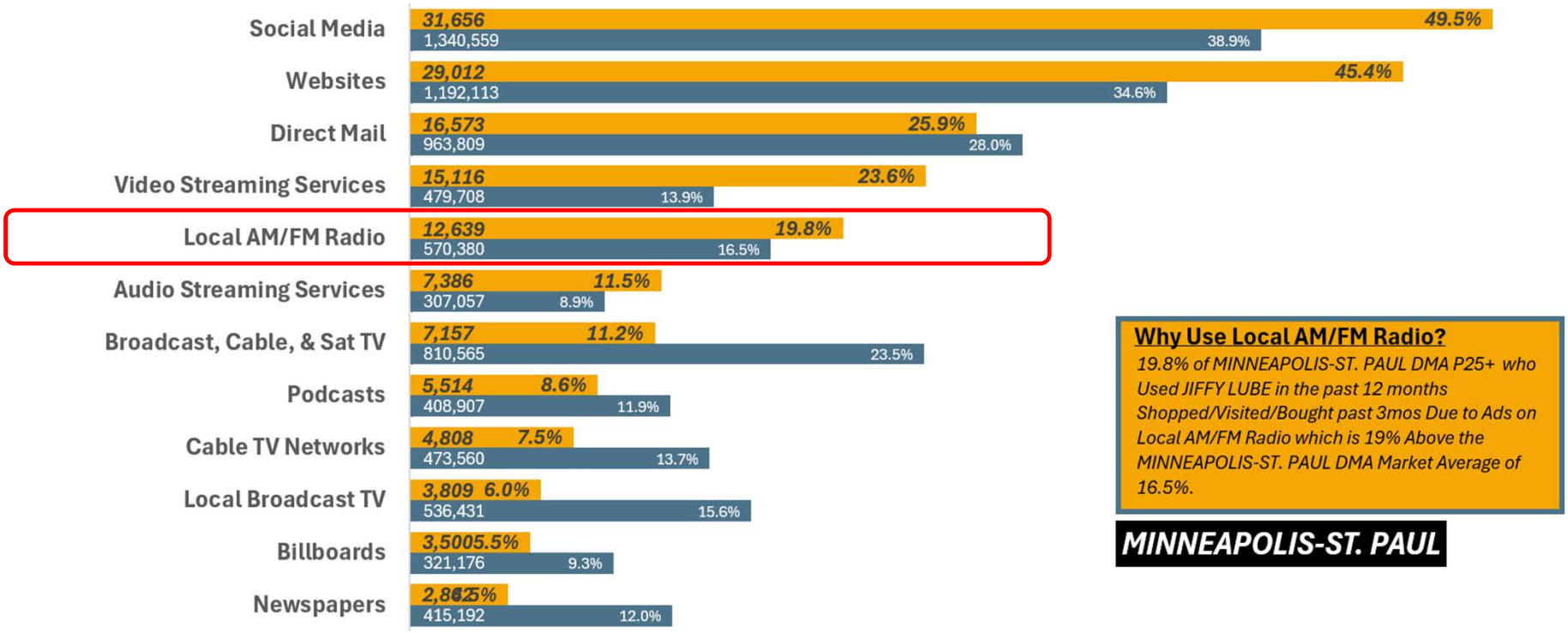
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube



"Advertising Actions"

P25+ who Used JIFFY LUBE in the past 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

19.8% of MINNEAPOLIS-ST. PAUL DMA P25+ who Used JIFFY LUBE in the past 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 19% Above the MINNEAPOLIS-ST. PAUL DMA Market Average of 16.5%.

MINNEAPOLIS-ST. PAUL

MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2026: Aug25-Jul26 / Scarborough R2 2025: Aug24-Jul25 Qual Intab: 58

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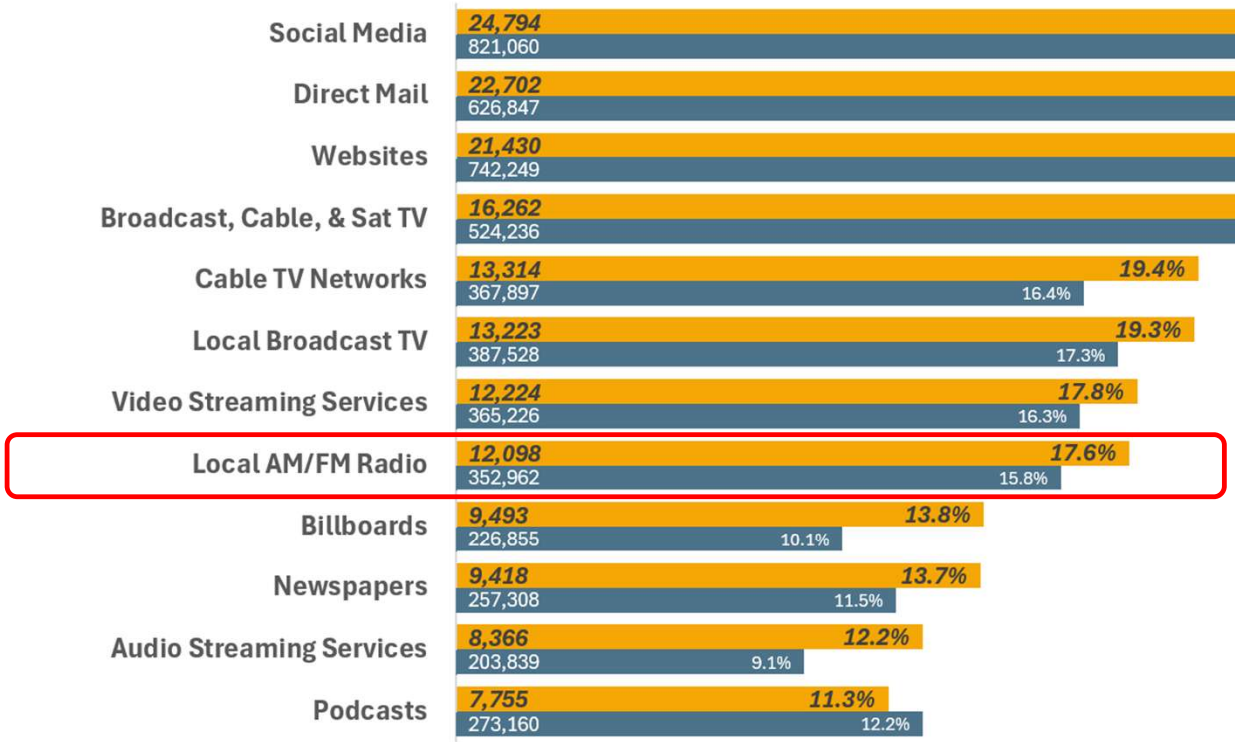
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube



"Advertising Actions"

P25+ who Used JIFFY LUBE in the past 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

17.6% of ST. LOUIS DMA P25+ who Used JIFFY LUBE in the past 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 12% Above the ST. LOUIS DMA Market Average of 15.8%.

ST. LOUIS

ST. LOUIS DMA Scarborough R2 2026: Aug25-Aug26 / Scarborough R2 2025: Aug24-Jul25 Qual Intab: 126

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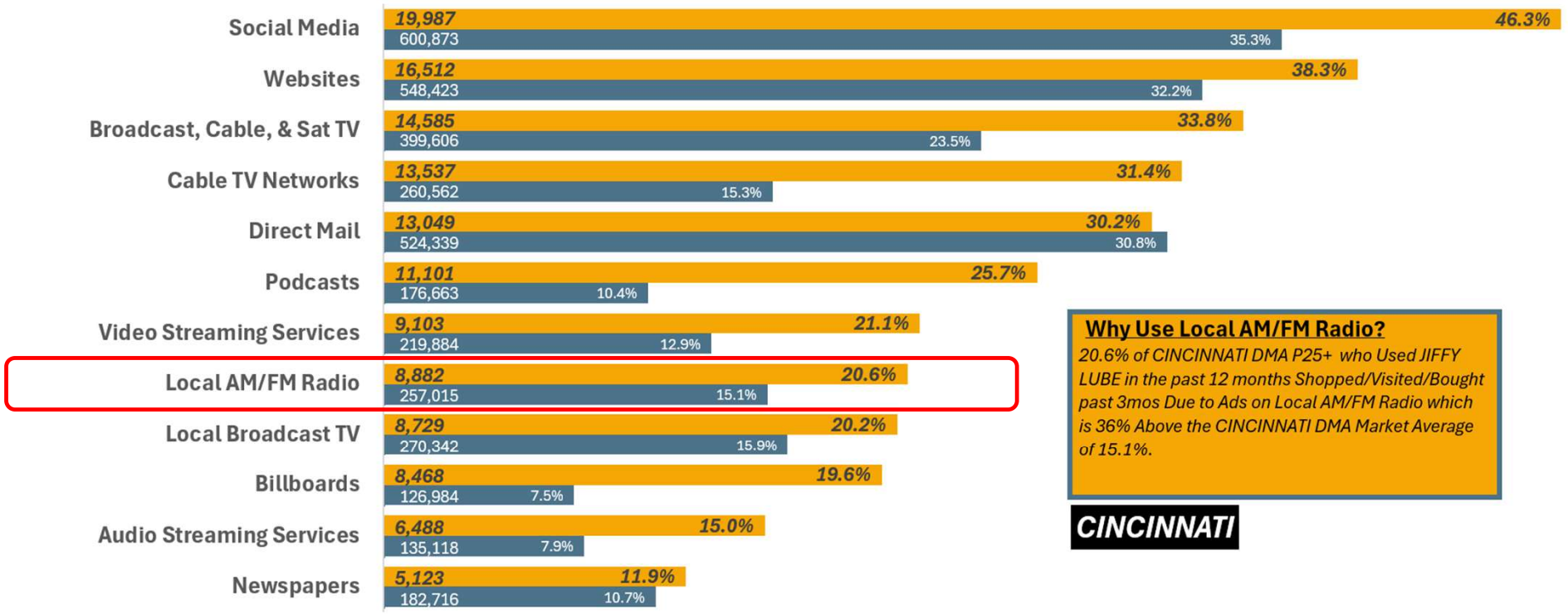
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube



"Advertising Actions"

P25+ who Used JIFFY LUBE in the past 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

20.6% of CINCINNATI DMA P25+ who Used JIFFY LUBE in the past 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 36% Above the CINCINNATI DMA Market Average of 15.1%.

CINCINNATI

CINCINNATI DMA Scarborough R2 2026: Sep25-Aug26 / Scarborough R2 2025: Sep24-Jul25 Qual Intab:...

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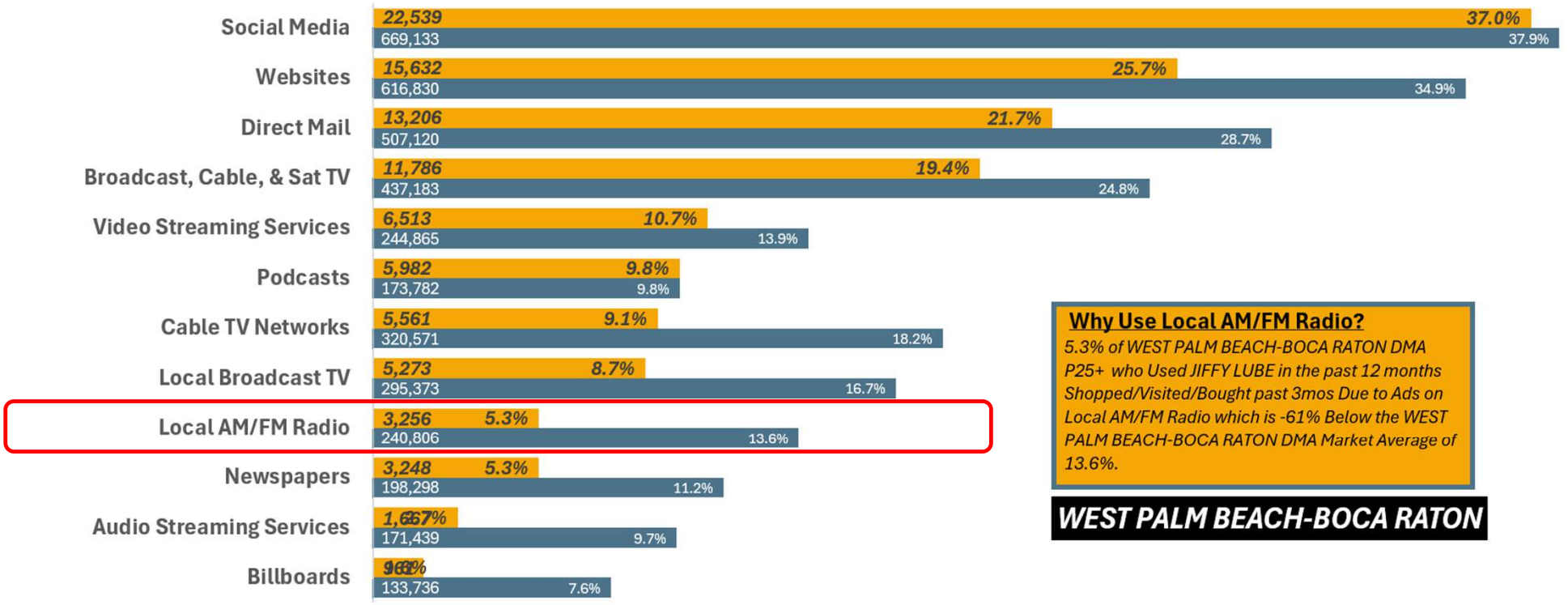
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Stores HHLD shopped for auto products/srvcs pst 12 mo (HHLD): Jiffy Lube



"Advertising Actions"

P25+ who Used JIFFY LUBE in the past 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

5.3% of WEST PALM BEACH-BOCA RATON DMA P25+ who Used JIFFY LUBE in the past 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -61% Below the WEST PALM BEACH-BOCA RATON DMA Market Average of 13.6%.

WEST PALM BEACH-BOCA RATON

WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2026: Aug25-Jul26 / Scarborough R2 2025: Aug24-Jun25 Qual...

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