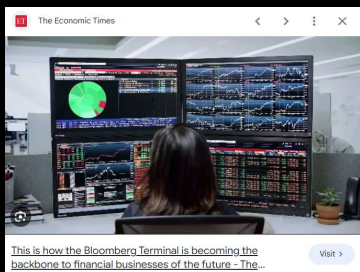


USA+4 DMAs – P18+ who Drank ENERGY DRINKS in the past 7 days!

Complete Demographic & Media Use Profiles



Complete Demographic,
Psychographic, and Total
Media Usage Profiles of **USA,**
CHICAGO, WASHINGTON, DC,
SEATTLE-TACOMA and PHOENIX
DMA P18+ who Drank ENERGY
DRINKS in the past 7 days as
of March 31, 2026.



This is how the Bloomberg Terminal is becoming the backbone to financial businesses of the future - The...

Visit >



pepsico

Vanguard BlackRock



P18+

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

Energy drinks drank past 7 days: Any energy drink past 7 days





21.5% or 58,824,860 of USA Adults 18 or older Drank ENERGY DRINKS in the past 7 days.
 Typical Adults 18 or older who Drank ENERGY DRINKS in the past 7 days are 37.9 years old (22.5% younger than average) and have a \$92,754 (5.7% lower than average) annual household income.

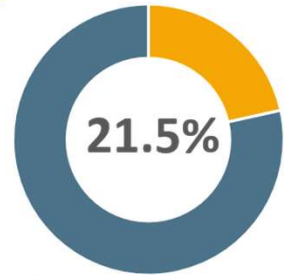


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



who Drank ENERGY DRINKS in the past 7 days
 Remainder of USA DMAs

Total Persons:

58,824,860 214,349,640

%M vs. %F:

Average Age:

Persons: 32,306,391 134,358,7... 26,518,469 138,815,7...

Men

Men

Women

Women

Age Cell Demographics of Target vs. Market:

Average Age:

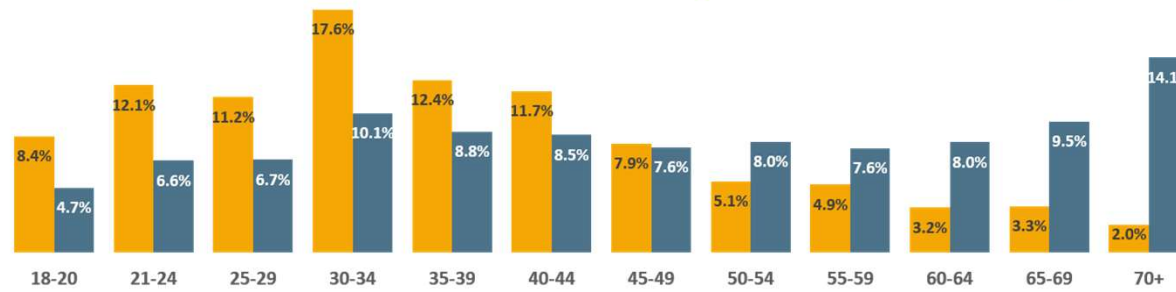
Adults 18 or older

37.9

48.8

who Drank ENERGY DRINKS in the past 7 days

USA



who Drank ENERGY DRINKS in the past 7 days

USA

USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 4,614
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USA Projection

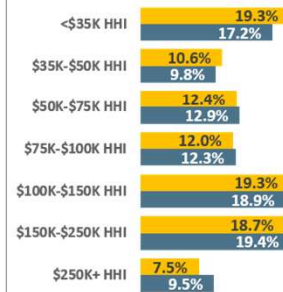
Scarborough R1 2026: Jan 25-Mar26

Qual Intab

24,338



HHI of Target vs. Market:



Avg HHI:

\$92,754

\$98,335

Energy drinks drank past 7 days: Any energy drink past 7 days



20.9% or 1,597,405 of CHICAGO DMA Adults 18 or older Drank ENERGY DRINKS in the past 7 days.
Typical Adults 18 or older who Drank ENERGY DRINKS in the past 7 days are 36.3 years old (25.% younger than average) and have a \$111,626 (.8% lower than average) annual household income.

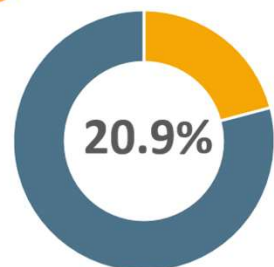


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:

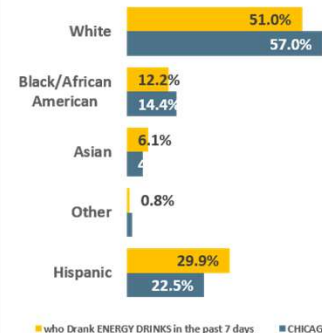


who Drank ENERGY DRINKS in the past 7 days
Remainder of CHICAGO DMA

Total Persons:

1,597,405 6,046,696

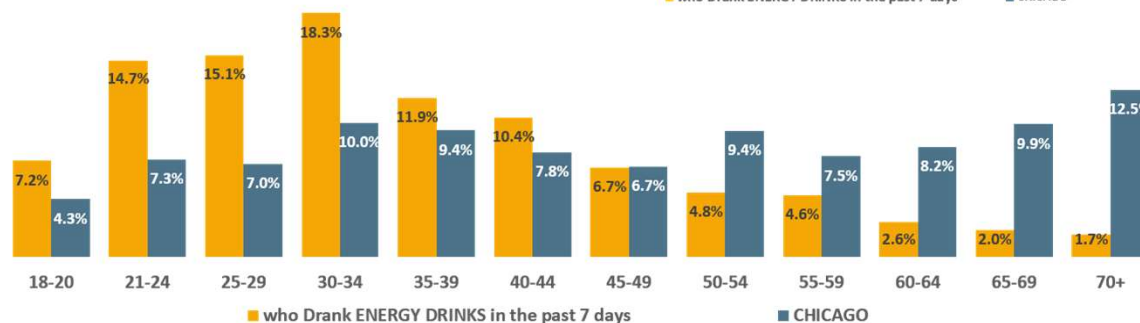
%M vs. %F:	53.5%	48.8%	46.5%	51.2%
Average Age:	36.5	48.5	36.0	48.2
# Persons:	854,848	3,726,882	742,557	3,917,219
	Men	Men	Women	Women



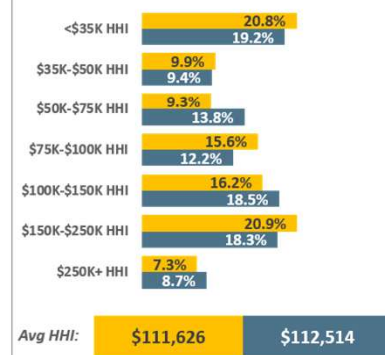
Age Cell Demographics of Target vs. Market:

Adults 18 or older

Average Age:



HHI of Target vs. Market:





15.5% or 895,093 of WASHINGTON, DC DMA Adults 18 or older Drank ENERGY DRINKS in the past 7 days. Typical Adults 18 or older who Drank ENERGY DRINKS in the past 7 days are 37.3 years old (22.1% younger than average) and have a \$134,581 (3.4% lower than average) annual household income.

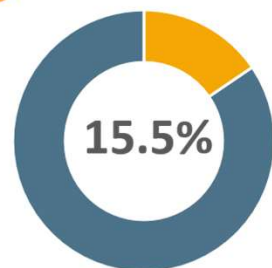


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



who Drank ENERGY DRINKS in the past 7 days
Remainder of WASHINGTON, DC DMA

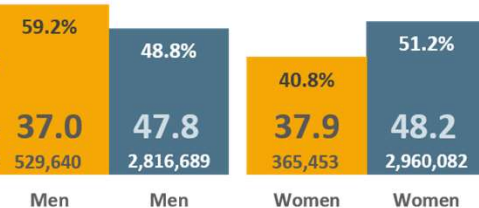
Total Persons:

895,093 4,881,678

%M vs. %F:

Average Age:

Persons:



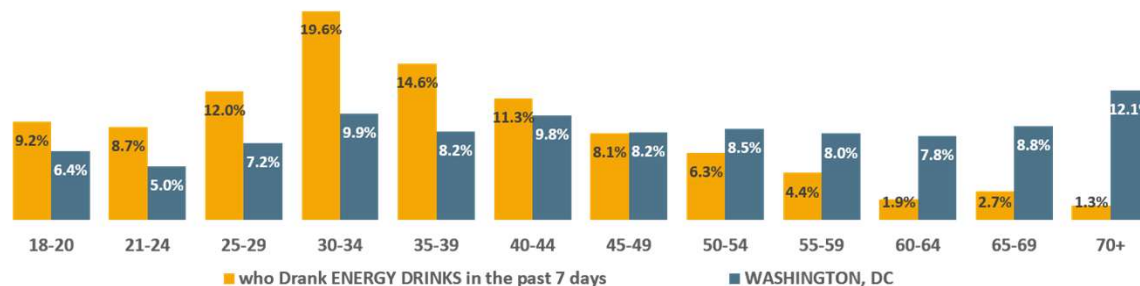
Age Cell Demographics of Target vs. Market:

Adults 18 or older

Average Age:

37.3 48.0

who Drank ENERGY DRINKS in the past 7 days WASHINGTON, DC

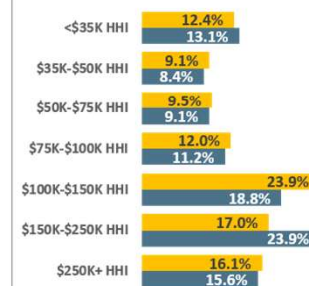


who Drank ENERGY DRINKS in the past 7 days

WASHINGTON, DC

WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 951
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HHI of Target vs. Market:



Avg HHI: \$134,581 \$139,294

Energy drinks drank past 7 days: Any energy drink past 7 days



24.9% or 1,138,838 of SEATTLE-TACOMA DMA Adults 18 or older Drank ENERGY DRINKS in the past 7 days. Typical Adults 18 or older who Drank ENERGY DRINKS in the past 7 days are 38.5 years old (20.2% younger than average) and have a \$112,020 (13.% lower than average) annual household income.

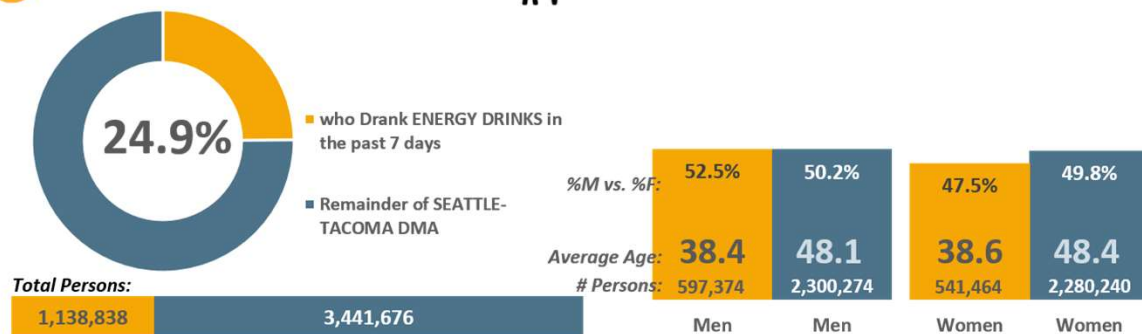


Percent of Market: Adults 18 or older

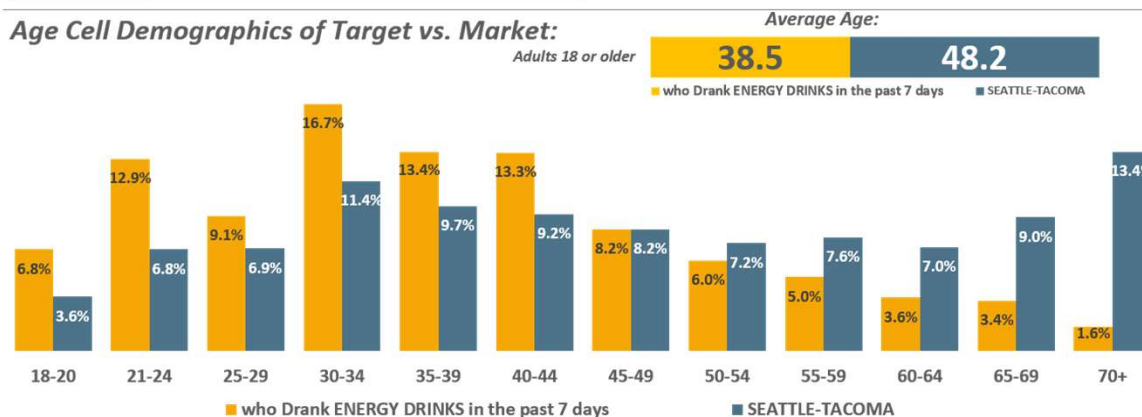


Gender of Target vs. Market: Adults 18 or older

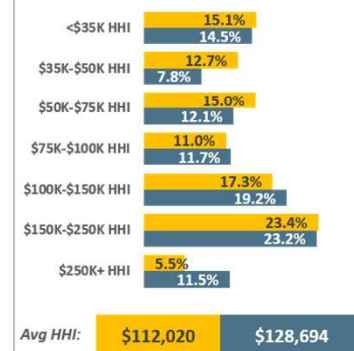
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 831
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Energy drinks drank past 7 days: Any energy drink past 7 days



26.0% or 1,252,017 of PHOENIX DMA Adults 18 or older Drank ENERGY DRINKS in the past 7 days.
 Typical Adults 18 or older who Drank ENERGY DRINKS in the past 7 days are 38.5 years old (21.3% younger than average) and have a \$97,839 (8.6% lower than average) annual household income.

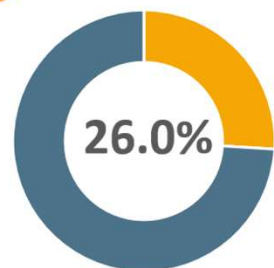


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



who Drank ENERGY DRINKS in the past 7 days
 Remainder of PHOENIX DMA

Total Persons:

1,252,017 3,566,457

%M vs. %F:	55.0%	49.5%	45.0%	50.5%
Average Age:	38.6	48.7	38.4	49.2
# Persons:	688,458	2,386,757	563,559	2,431,717
	Men	Men	Women	Women

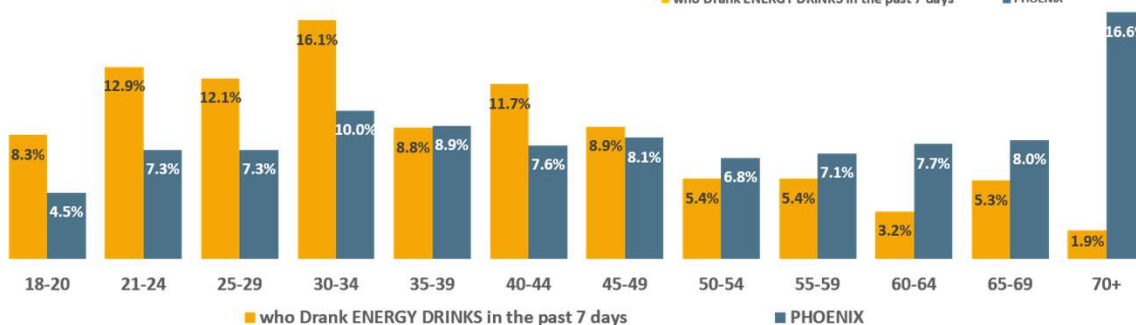
	51.2%	61.4%
White		
Black/African American	6.5%	
Asian	2.7%	
Other	3.3%	
Hispanic	36.3%	27.3%
	who Drank ENERGY DRINKS in the past 7 days	PHOENIX

Age Cell Demographics of Target vs. Market:

Adults 18 or older

Average Age:

Adults 18 or older	38.5	49.0
	who Drank ENERGY DRINKS in the past 7 days	PHOENIX



HHI of Target vs. Market:

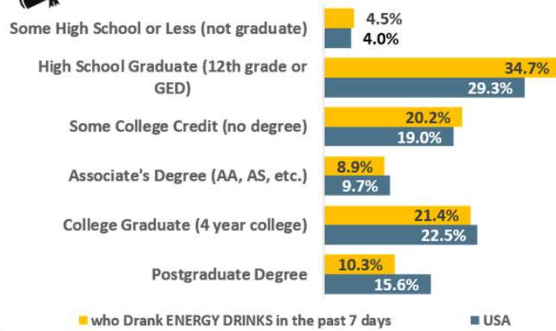
<\$35K HHI	21.4%	17.8%
\$35K-\$50K HHI	11.1%	11.9%
\$50K-\$75K HHI	17.3%	13.8%
\$75K-\$100K HHI	12.0%	13.3%
\$100K-\$150K HHI	18.7%	19.4%
\$150K-\$250K HHI	14.4%	17.1%
\$250K+ HHI	5.1%	6.7%
Avg HHI:	\$97,839	\$107,066



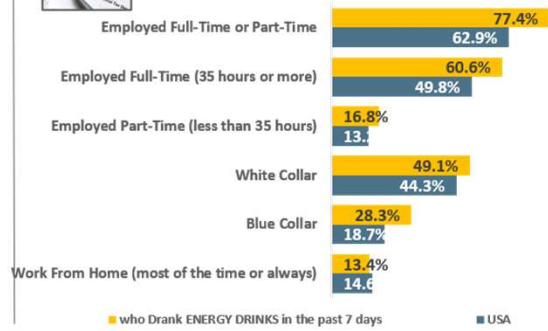
21.5% or 58,824,860 of USA Adults 18 or older Drank ENERGY DRINKS in the past 7 days.
 Adults 18 or older who Drank ENERGY DRINKS in the past 7 days are 16.6% less likely to be a college graduate, 21.7% more likely to work full-time, 18.8% less likely to be married, 44.9% more likely to be a parent of 1 or more children under 18.



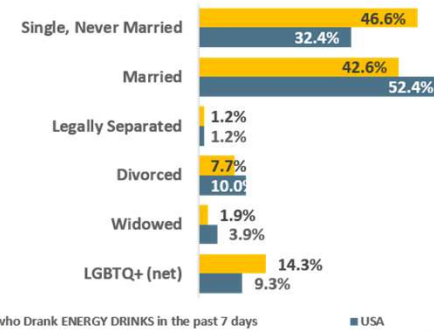
Education Levels: Adults 18 or older



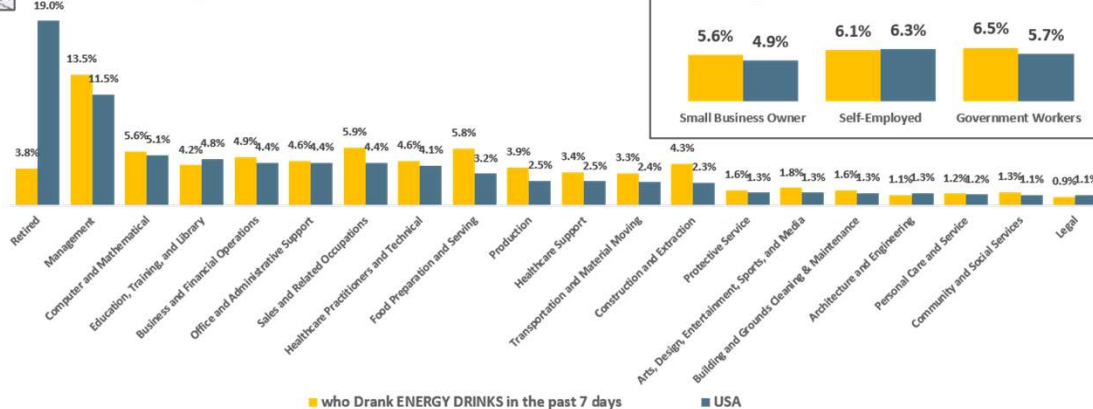
Employment: Adults 18 or older



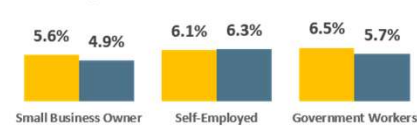
Marital Status: Adults 18 or older



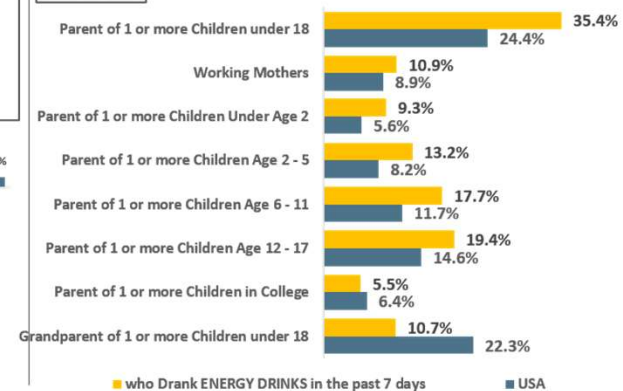
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 4,614
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

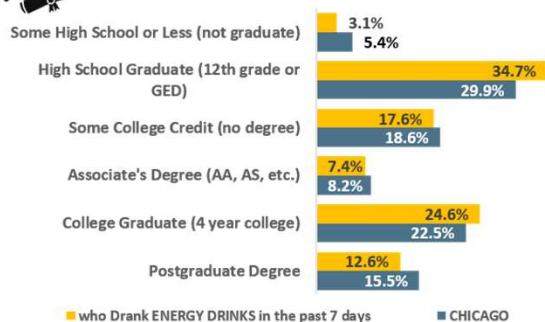
Energy drinks drank past 7 days: Any energy drink past 7 days



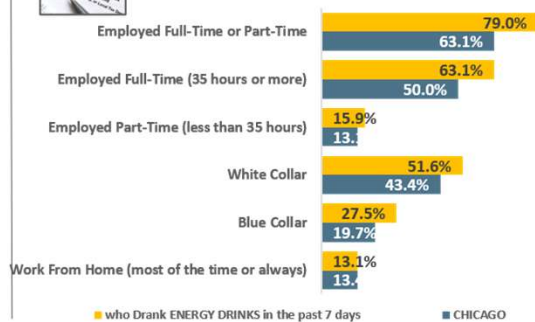
20.9% or 1,597,405 of CHICAGO DMA Adults 18 or older Drank ENERGY DRINKS in the past 7 days. Adults 18 or older who Drank ENERGY DRINKS in the past 7 days are 2.% less likely to be a college graduate, 26.3% more likely to work full-time, 22.6% less likely to be married, 30.2% more likely to be a parent of 1 or more children under 18.



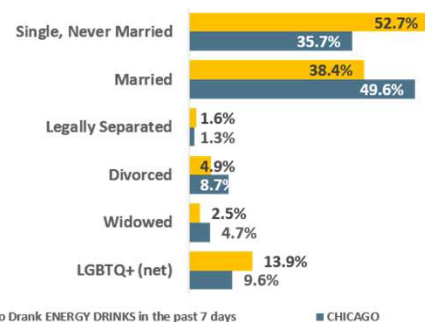
Education Levels: Adults 18 or older



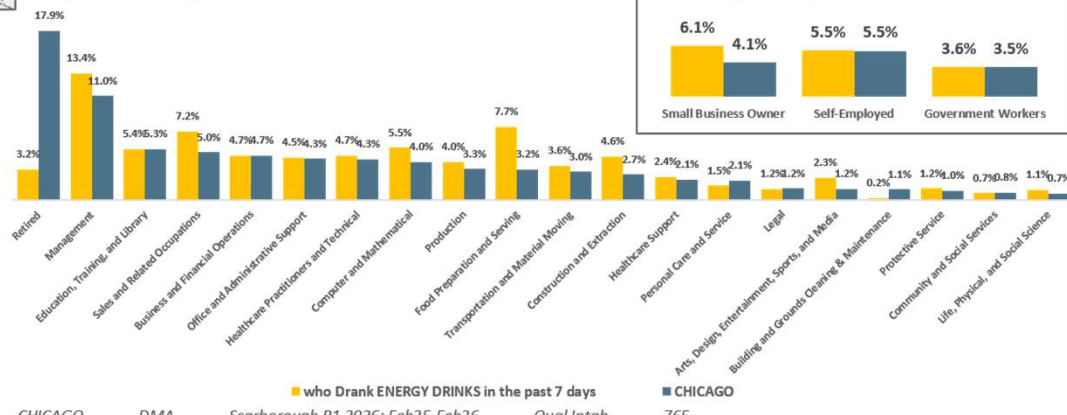
Employment: Adults 18 or older



Marital Status: Adults 18 or older



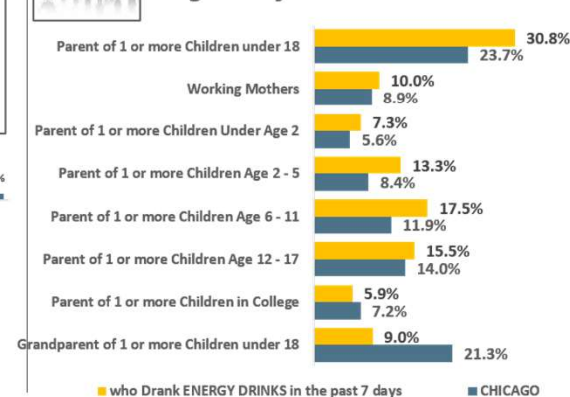
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

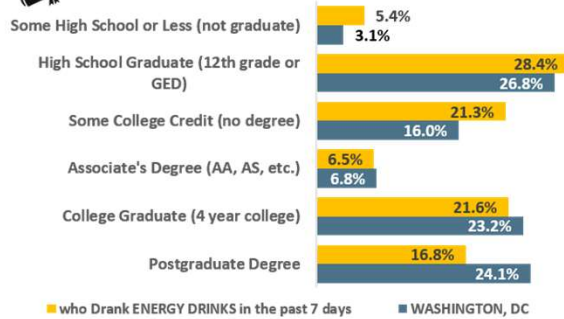




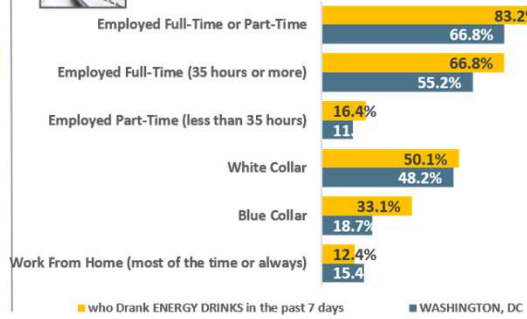
15.5% or 895,093 of WASHINGTON, DC DMA Adults 18 or older Drank ENERGY DRINKS in the past 7 days. Adults 18 or older who Drank ENERGY DRINKS in the past 7 days are 18.8% less likely to be a college graduate, 21.% more likely to work full-time, 16.4% less likely to be married, 42.4% more likely to be a parent of 1 or more children under 18.



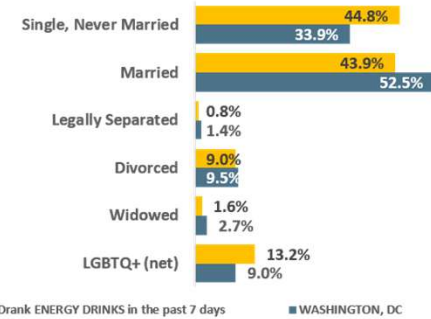
Education Levels: Adults 18 or older



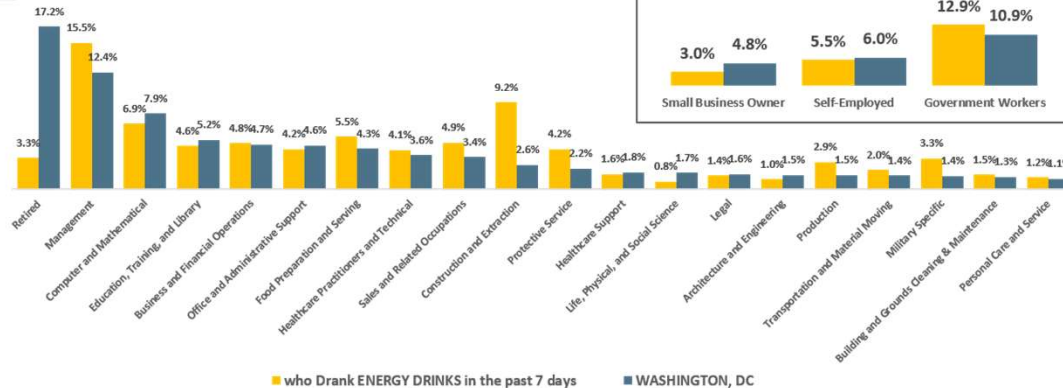
Employment: Adults 18 or older



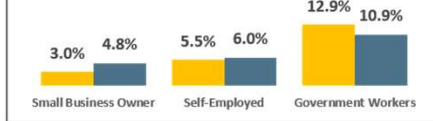
Marital Status: Adults 18 or older



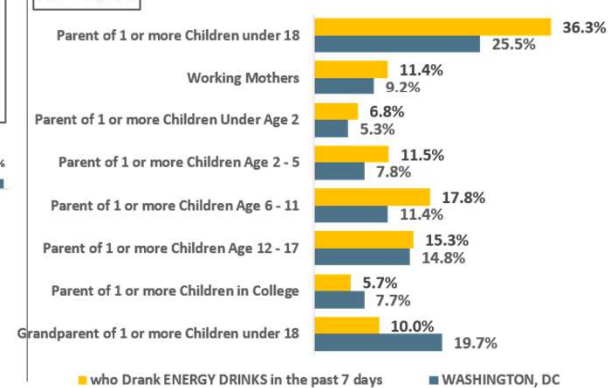
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

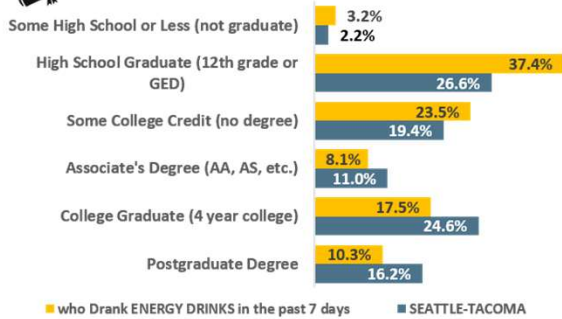




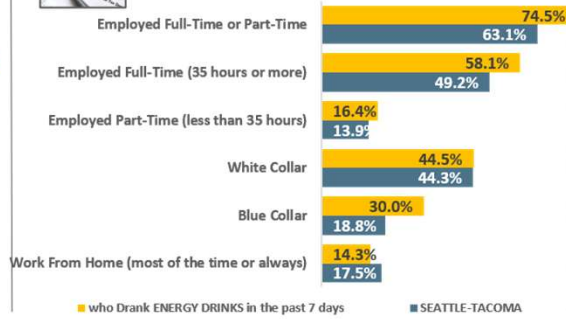
24.9% or 1,138,838 of SEATTLE-TACOMA DMA Adults 18 or older Drank ENERGY DRINKS in the past 7 days. Adults 18 or older who Drank ENERGY DRINKS in the past 7 days are 32.% less likely to be a college graduate, 18.1% more likely to work full-time, 12.7% less likely to be married, 56.3% more likely to be a parent of 1 or more children under 18.



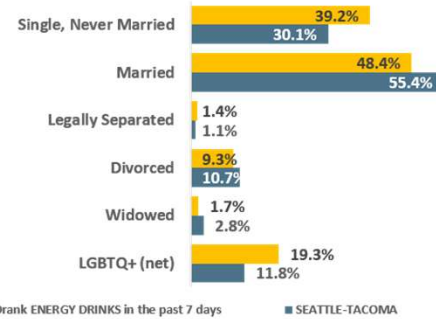
Education Levels: Adults 18 or older



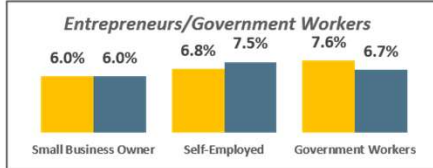
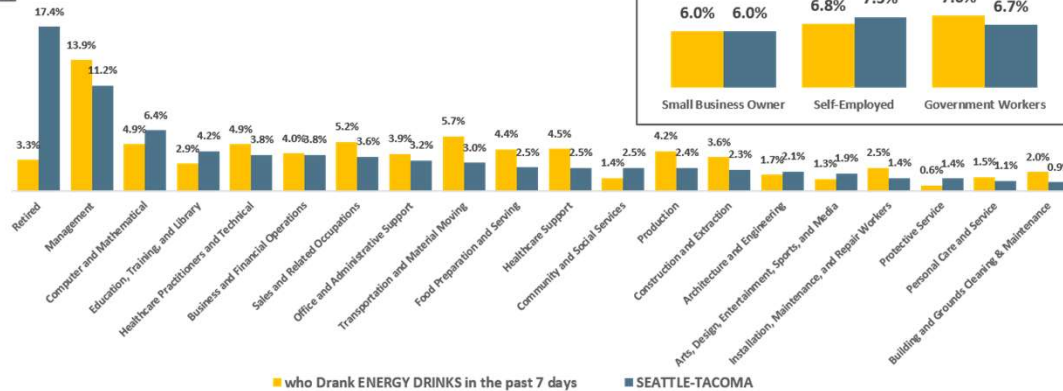
Employment: Adults 18 or older



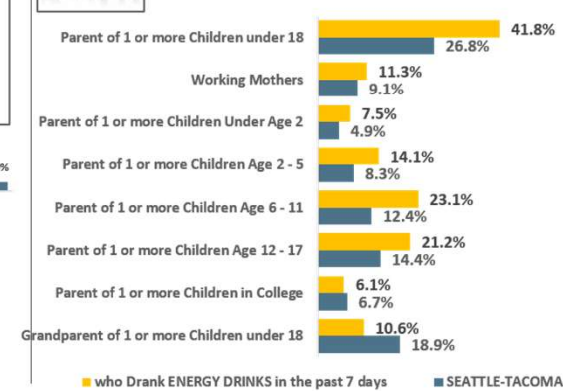
Marital Status: Adults 18 or older



Top-20 Occupations: Adults 18 or older



Stage in Life: Adults 18 or older

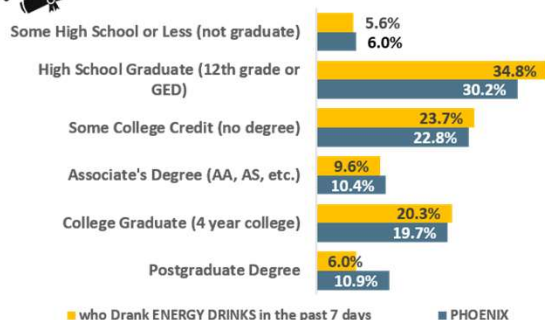




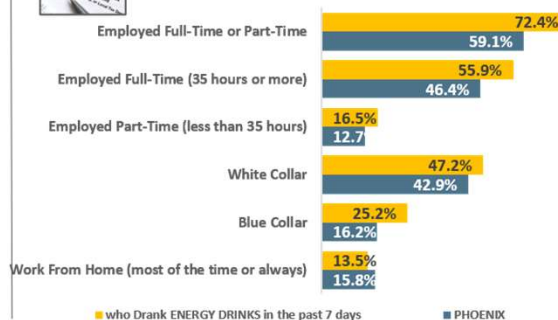
26.6% or 1,252,017 of PHOENIX DMA Adults 18 or older Drank ENERGY DRINKS in the past 7 days. Adults 18 or older who Drank ENERGY DRINKS in the past 7 days are 14.4% less likely to be a college graduate, 20.4% more likely to work full-time, 28.2% less likely to be married, 28.6% more likely to be a parent of 1 or more children under 18.



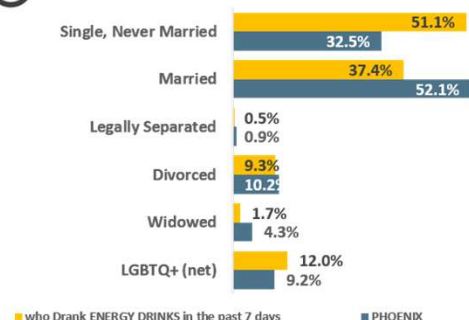
Education Levels: Adults 18 or older



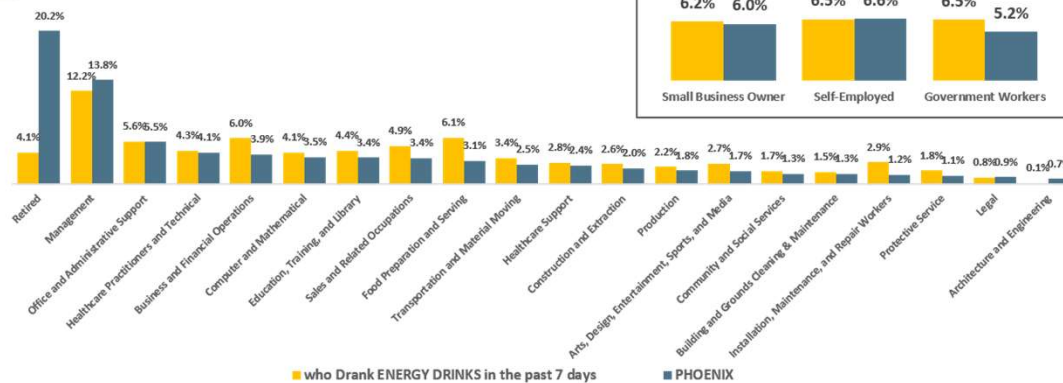
Employment: Adults 18 or older



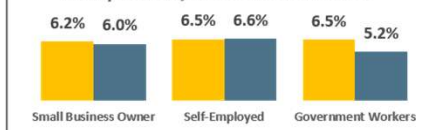
Marital Status: Adults 18 or older



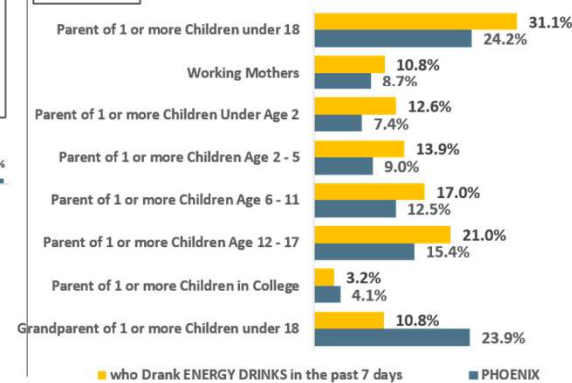
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



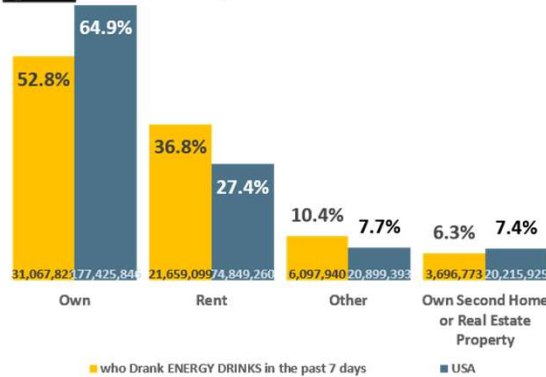
Stage in Life: Adults 18 or older



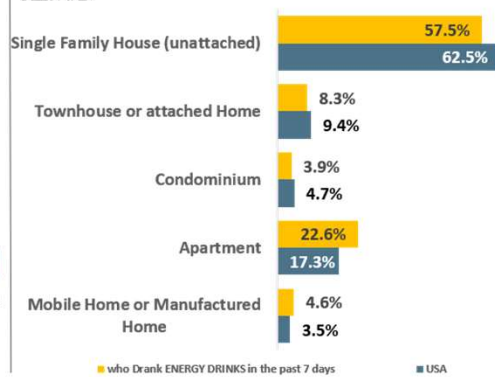


21.5% or 58,824,860 of USA Adults 18 or older Drank ENERGY DRINKS in the past 7 days. Adults 18 or older who Drank ENERGY DRINKS in the past 7 days are 18.7% less likely to own their home, 10.6% more likely to own a higher valued home, 8.% less likely to have a single-family home, 25.9% more likely to have a dog.

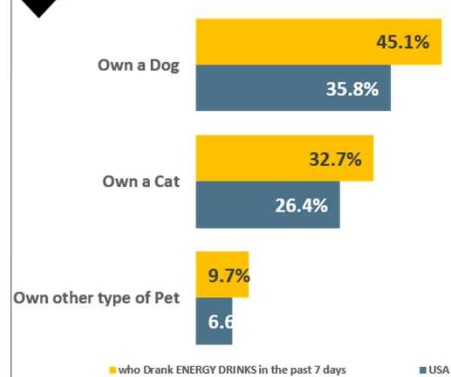
Own/Rent/Other: Adults 18 or older



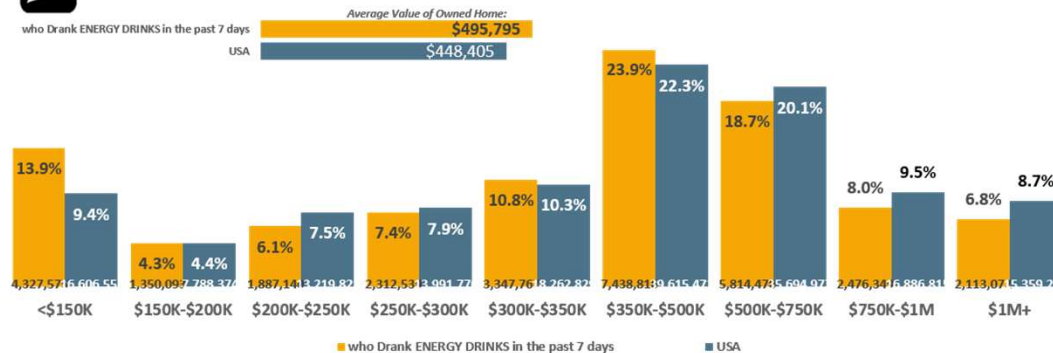
Type of Home: Adults 18 or older



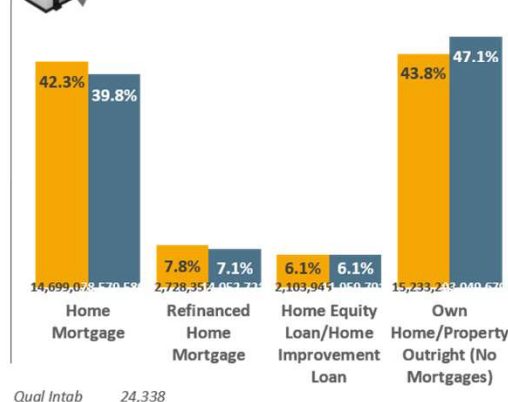
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 4,614
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USA Projection Scarborough R1 2026: Jan 25-Mar26

Qual Intab 24,338

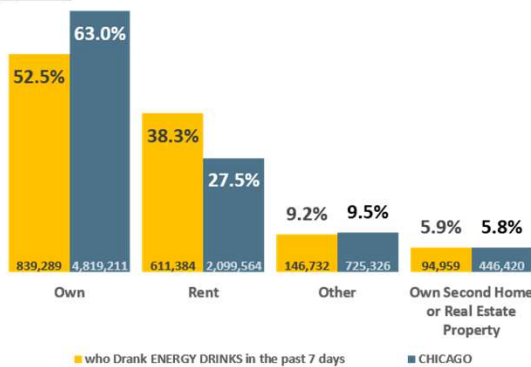
Energy drinks drank past 7 days: Any energy drink past 7 days



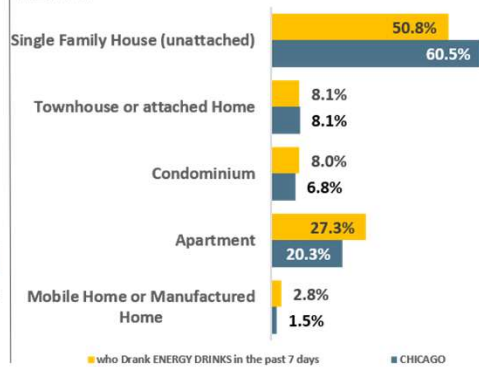
20.9% or 1,597,405 of CHICAGO DMA Adults 18 or older Drank ENERGY DRINKS in the past 7 days. Adults 18 or older who Drank ENERGY DRINKS in the past 7 days are 16.7% less likely to own their home, .9% more likely to own a higher valued home, 16.1% less likely to have a single-family home, 22.8% more likely to have a dog.



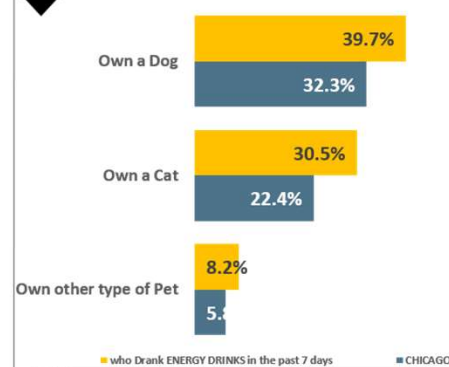
Own/Rent/Other: Adults 18 or older



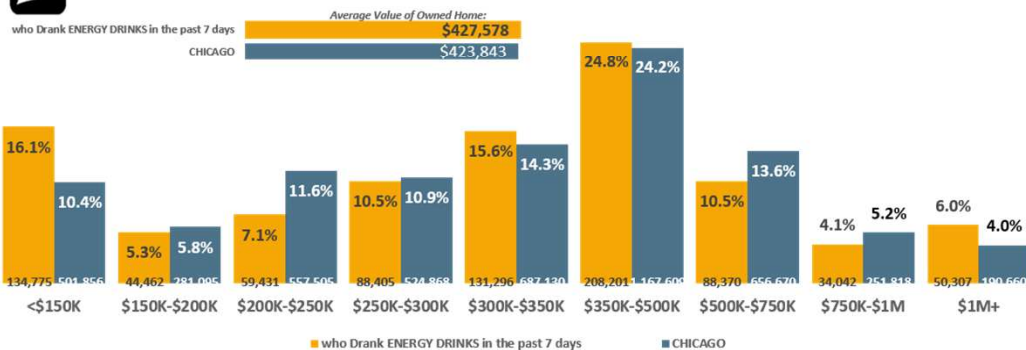
Type of Home: Adults 18 or older



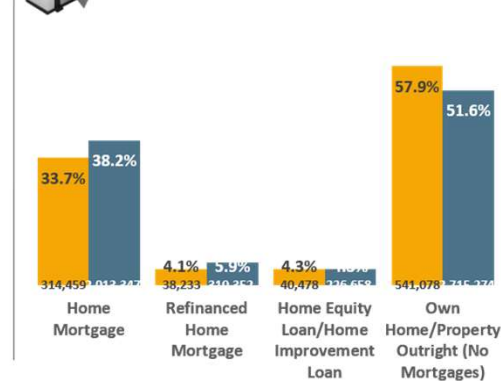
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

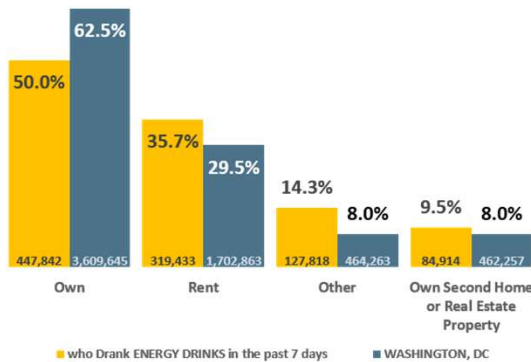




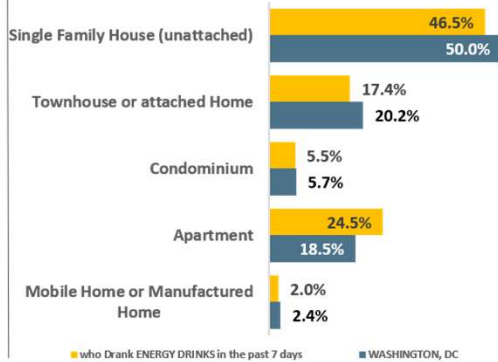
15.5% or 895,093 of WASHINGTON, DC DMA Adults 18 or older Drank ENERGY DRINKS in the past 7 days. Adults 18 or older who Drank ENERGY DRINKS in the past 7 days are 19.9% less likely to own their home, 13.5% more likely to own a lower valued home, 7.1% less likely to have a single-family home, 22.2% more likely to have a dog.



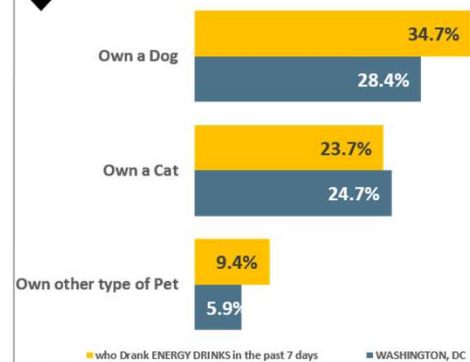
Own/Rent/Other: Adults 18 or older



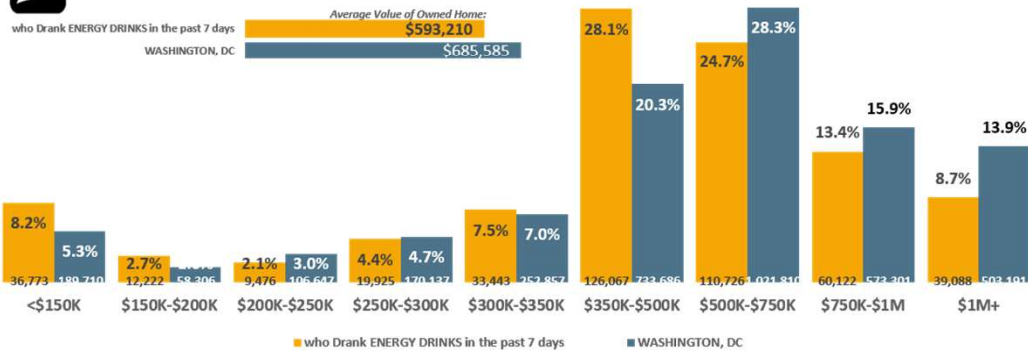
Type of Home: Adults 18 or older



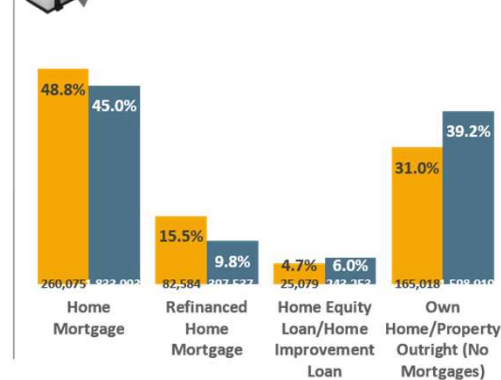
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

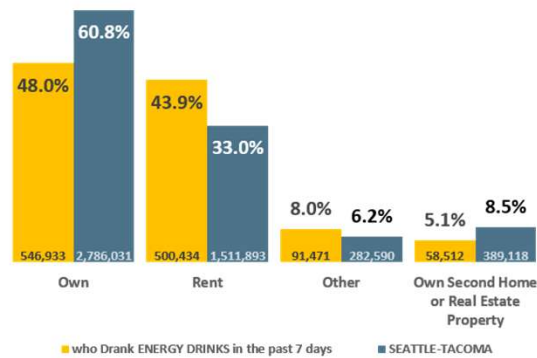




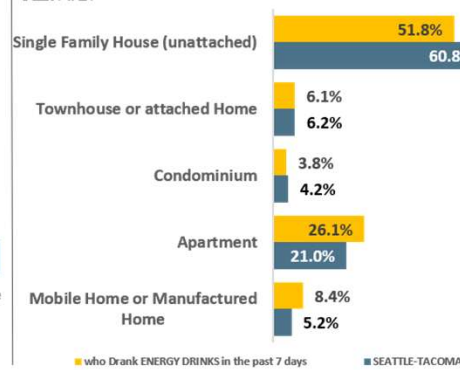
24.9% or 1,138,838 of SEATTLE-TACOMA DMA Adults 18 or older Drank ENERGY DRINKS in the past 7 days. Adults 18 or older who Drank ENERGY DRINKS in the past 7 days are 21.% less likely to own their home, 12.8% more likely to own a lower valued home, 14.7% less likely to have a single-family home, 30.5% more likely to have a dog.



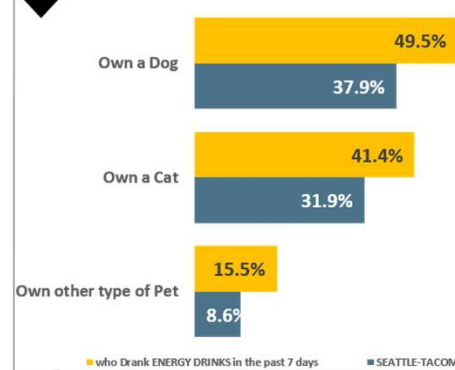
Own/Rent/Other: Adults 18 or older



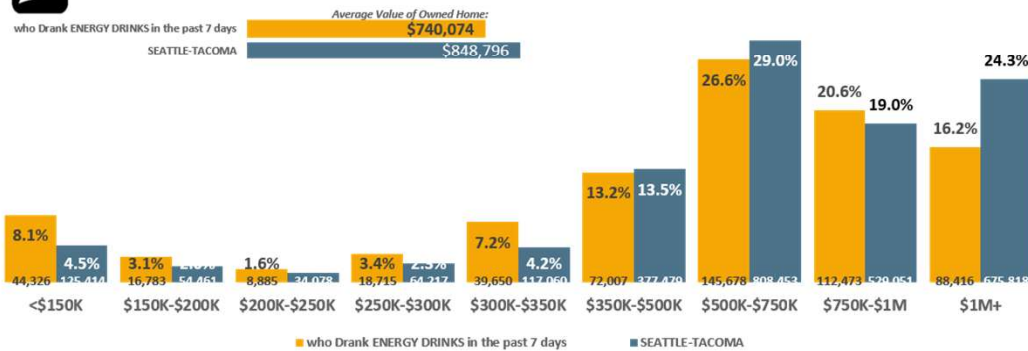
Type of Home: Adults 18 or older



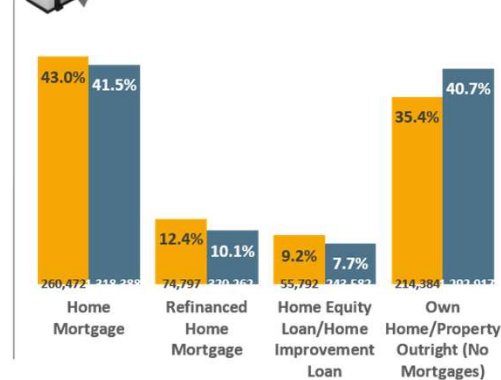
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



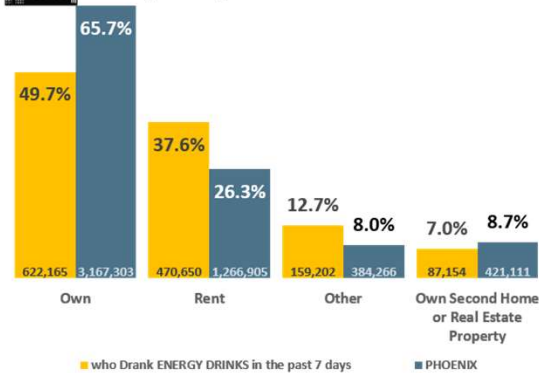
Home Loans: Adults 18 or older



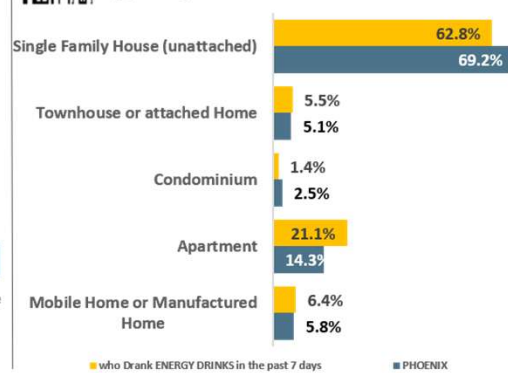


26.6% or 1,252,017 of PHOENIX DMA Adults 18 or older Drank ENERGY DRINKS in the past 7 days. Adults 18 or older who Drank ENERGY DRINKS in the past 7 days are 24.4% less likely to own their home, 13.2% more likely to own a lower valued home, 9.3% less likely to have a single-family home, 21.2% more likely to have a dog.

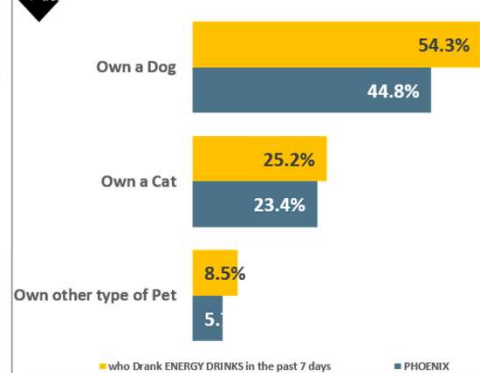
Own/Rent/Other: Adults 18 or older



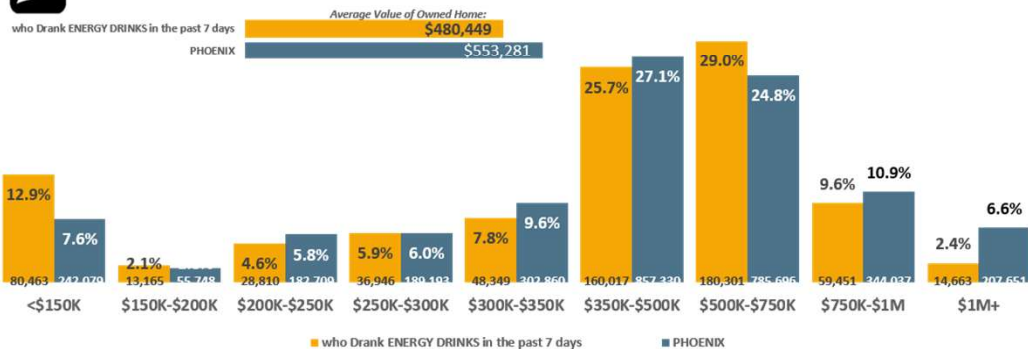
Type of Home: Adults 18 or older



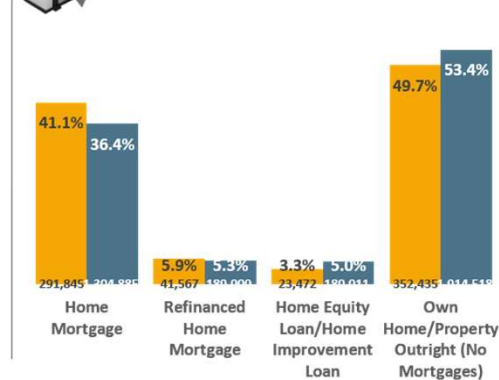
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

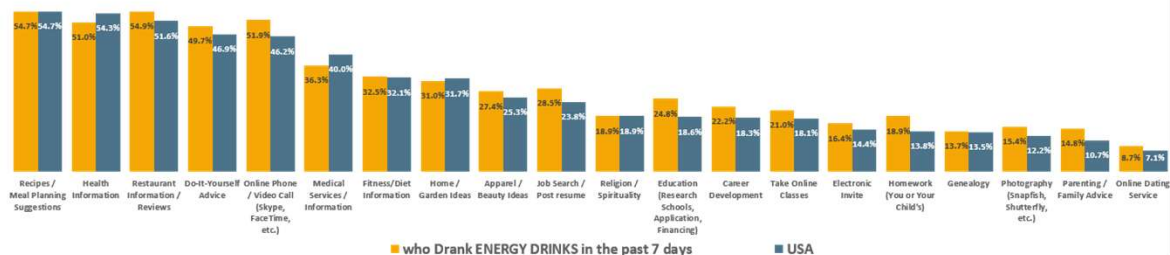




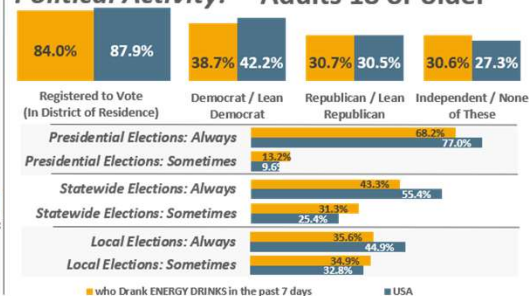
21.5% or 58,824,860 of USA Adults 18 or older Drank ENERGY DRINKS in the past 7 days.
 Adults 18 or older who Drank ENERGY DRINKS in the past 7 days are 6.6% more likely to look up D-I-Y advice online, 20.6% less likely to always vote in local elections, 27.1% more likely to belong to a gym, 7.7% more likely to fly domestic past yr.



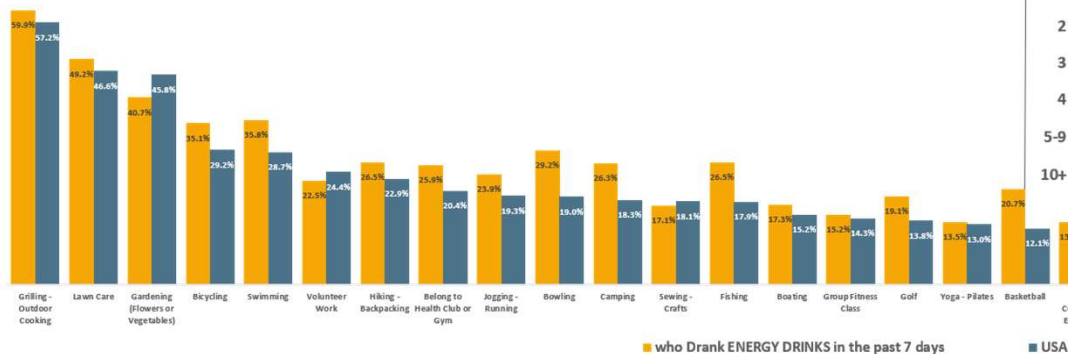
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



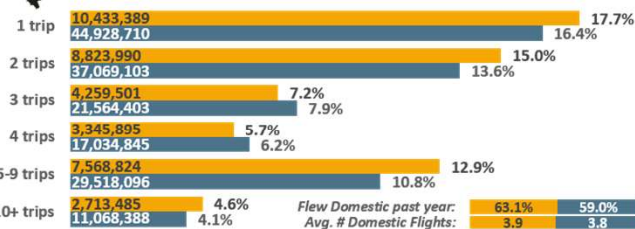
Political Activity: Adults 18 or older



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



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

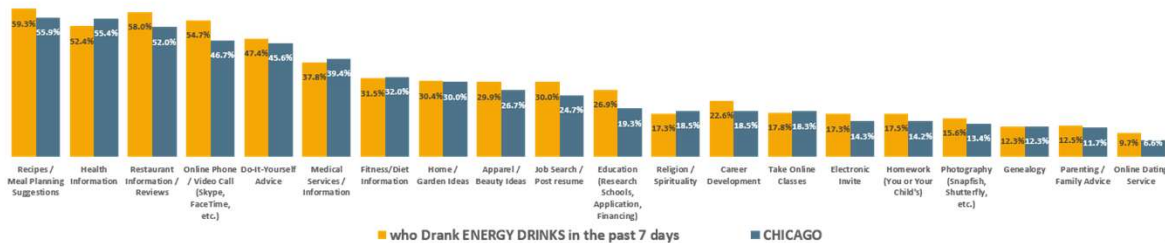




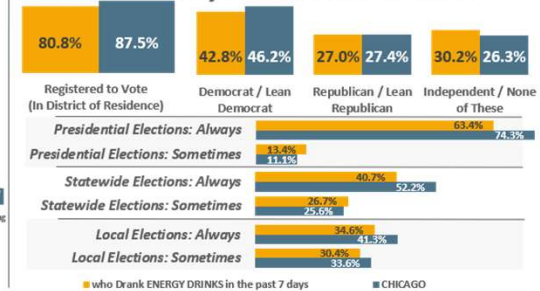
20.9% or 1,597,405 of CHICAGO DMA Adults 18 or older Drank ENERGY DRINKS in the past 7 days. Adults 18 or older who Drank ENERGY DRINKS in the past 7 days are 4.4% more likely to look up D-I-Y advice online, 16.3% less likely to always vote in local elections, 48.7% more likely to belong to a gym, 8.1% more likely to fly domestic past yr.



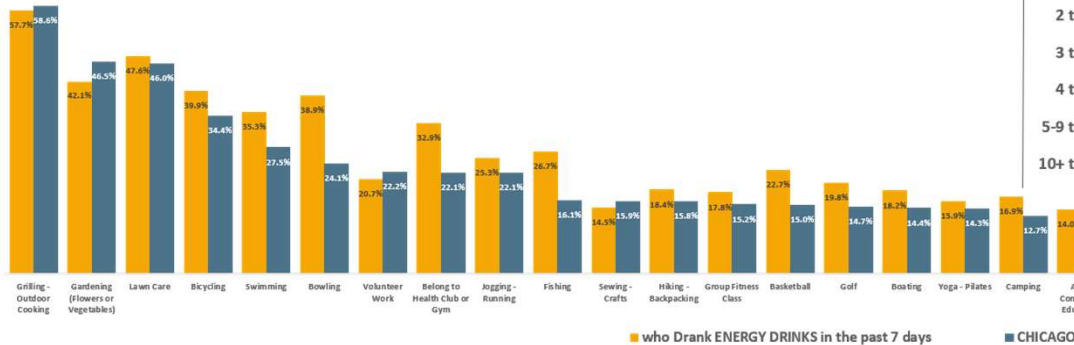
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



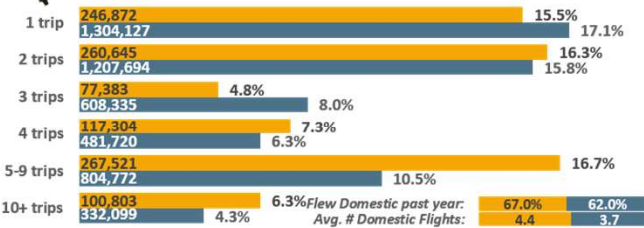
Political Activity: Adults 18 or older



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



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

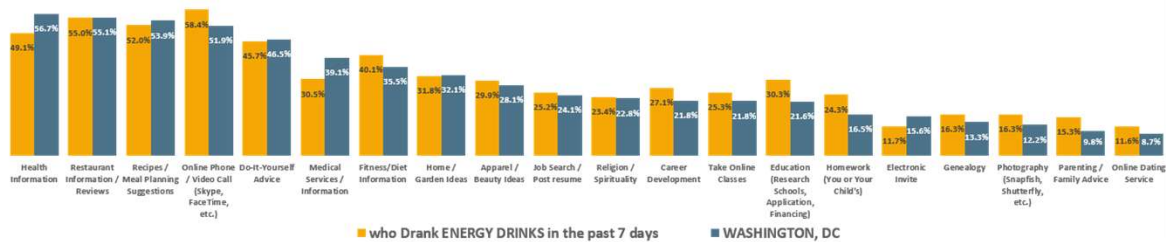




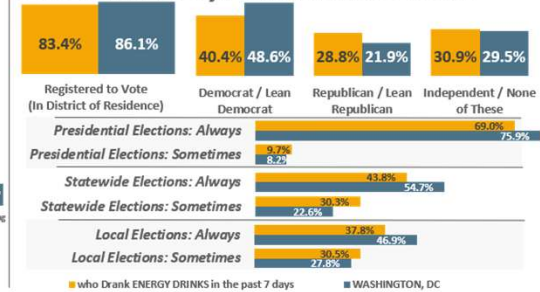
15.5% or 895,093 of WASHINGTON, DC DMA Adults 18 or older Drank ENERGY DRINKS in the past 7 days. Adults 18 or older who Drank ENERGY DRINKS in the past 7 days are 1.7% less likely to look up D-I-Y advice online, 19.5% less likely to always vote in local elections, 35.8% more likely to belong to a gym, 9.3% more likely to fly domestic past yr.



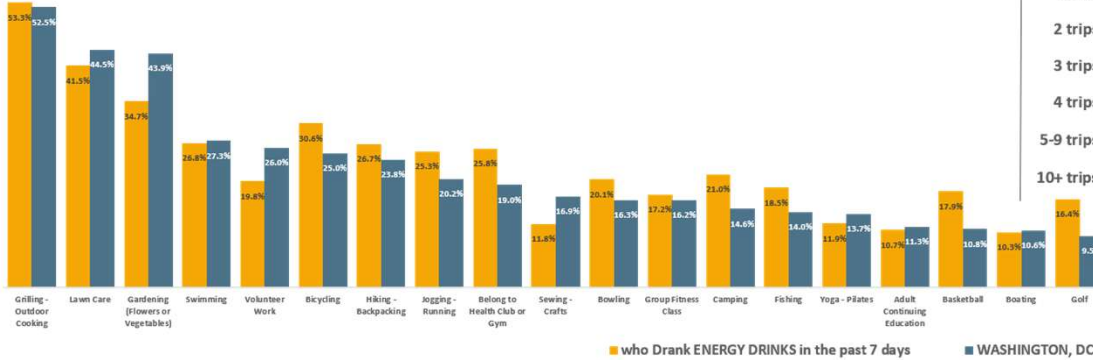
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



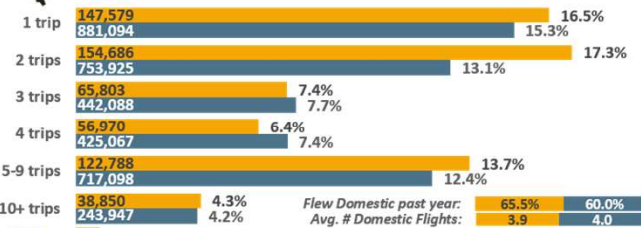
Political Activity: Adults 18 or older



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



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



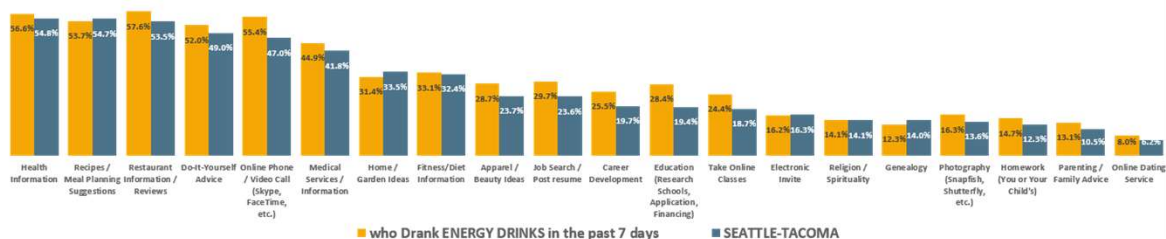
Flew Domestic past year: 65.5%
Avg. # Domestic Flights: 3.9



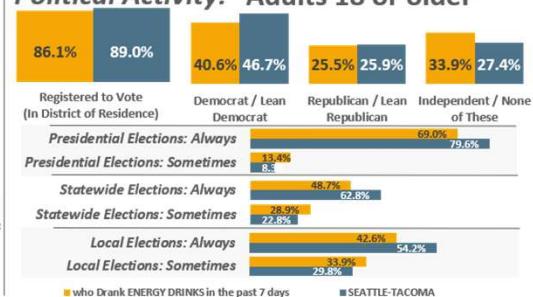
24.9% or 1,138,838 of SEATTLE-TACOMA DMA Adults 18 or older Drank ENERGY DRINKS in the past 7 days. Adults 18 or older who Drank ENERGY DRINKS in the past 7 days are 6.2% more likely to look up D-I-Y advice online, 21.4% less likely to always vote in local elections, 1.2% less likely to belong to a gym, .5% more likely to fly domestic past yr.



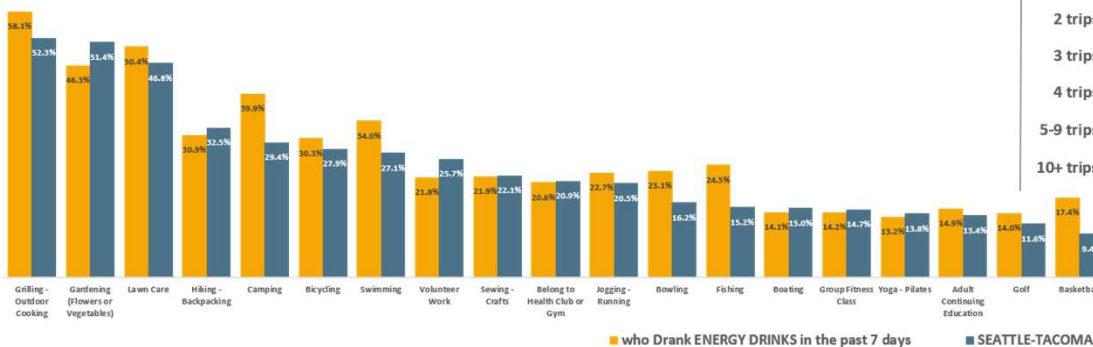
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



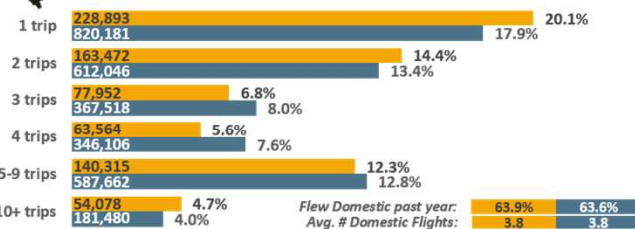
Political Activity: Adults 18 or older



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



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

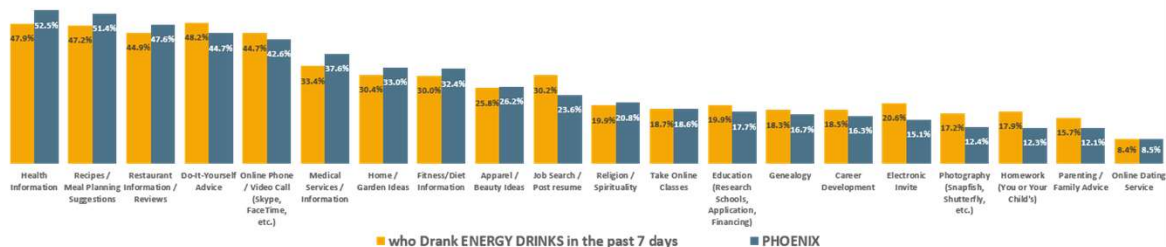




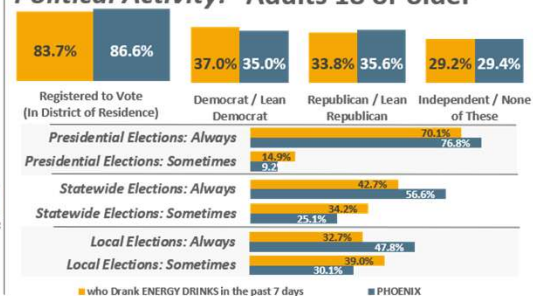
26.6% or 1,252,017 of PHOENIX DMA Adults 18 or older Drank ENERGY DRINKS in the past 7 days. Adults 18 or older who Drank ENERGY DRINKS in the past 7 days are 7.9% more likely to look up D-I-Y advice online, 31.6% less likely to always vote in local elections, 10.7% more likely to belong to a gym, 5.2% more likely to fly domestic past yr.



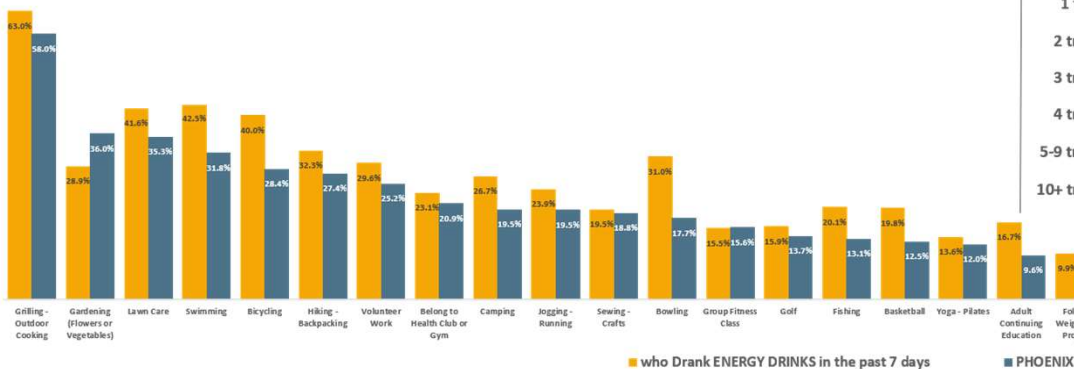
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



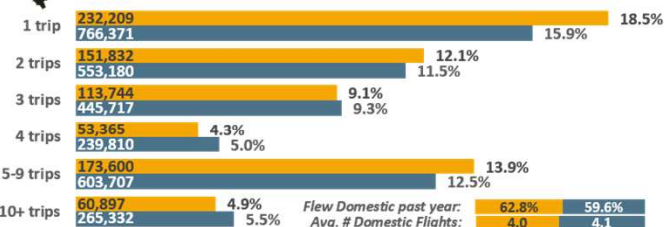
Political Activity: Adults 18 or older



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



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

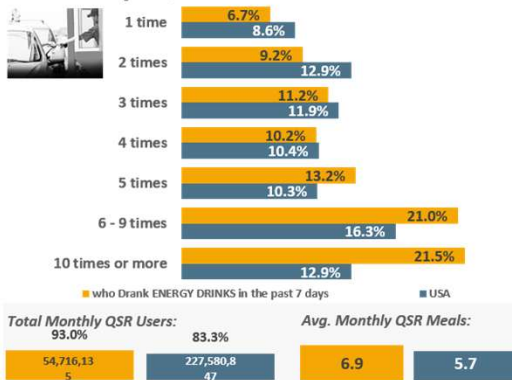


Flew Domestic past year: 62.8%
Avg. # Domestic Flights: 4.0

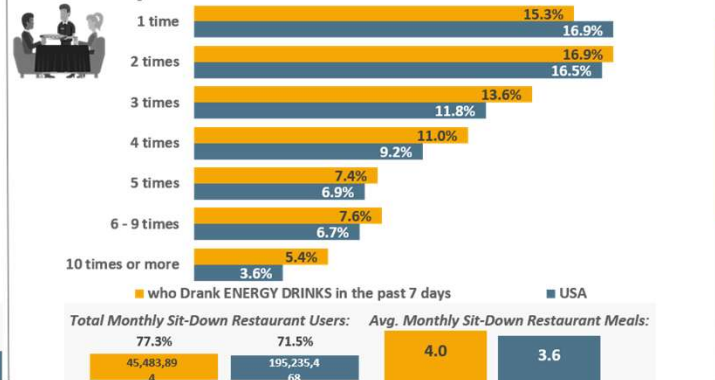


21.5% or 58,824,860 of USA Adults 18 or older Drank ENERGY DRINKS in the past 7 days.
 Adults 18 or older who Drank ENERGY DRINKS in the past 7 days are 11.7% more likely to use QSRs past mo., 8.2% more likely to use Sit-Down Restaurants past mo., 35.5% more likely to use Casinos past yr., 77.5% more likely to smoke cigarettes.

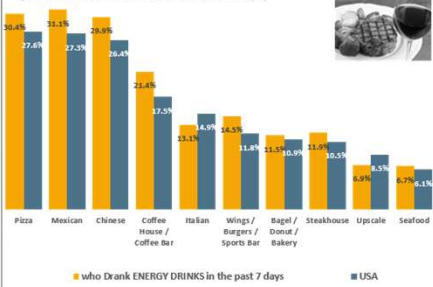
Past 30-days QSR Users: Adults 18 or older



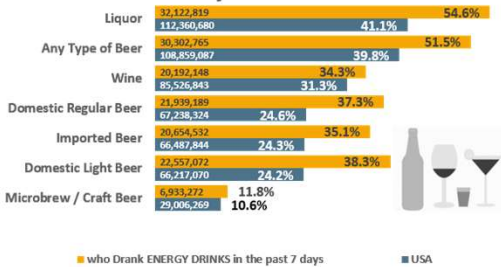
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



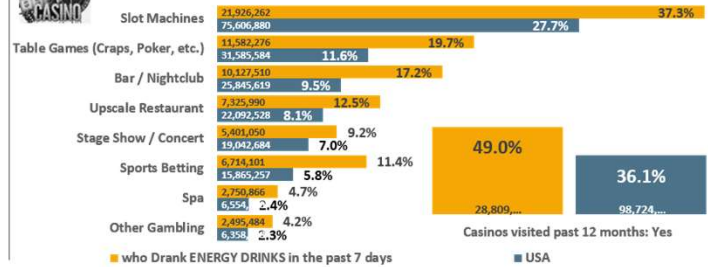
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



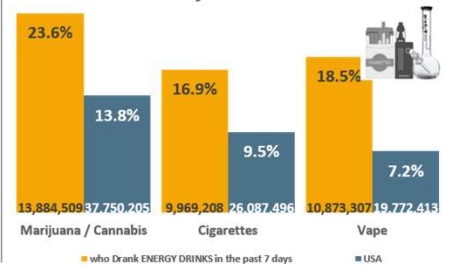
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



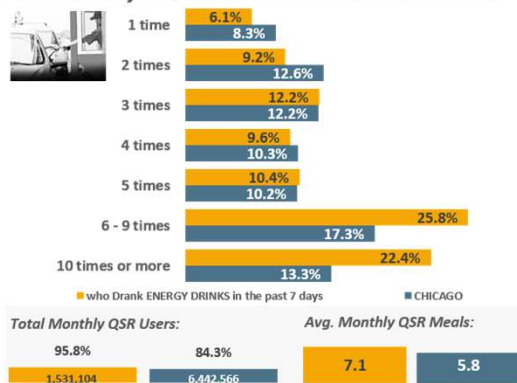
Used Past 30-days: Adults 18 or older



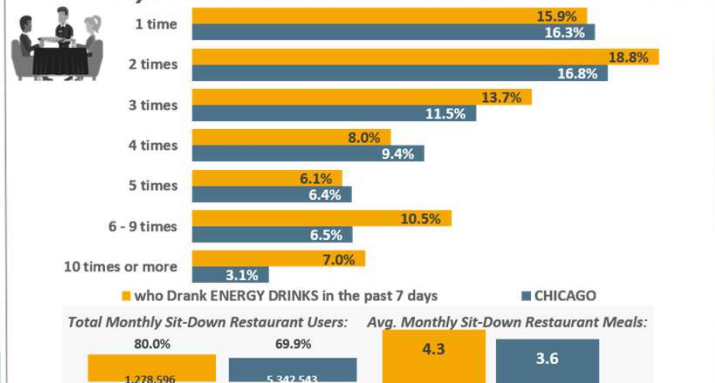


20.9% or 1,597,405 of CHICAGO DMA Adults 18 or older Drank ENERGY DRINKS in the past 7 days. Adults 18 or older who Drank ENERGY DRINKS in the past 7 days are 13.7% more likely to use QSRs past mo., 14.5% more likely to use Sit-Down Restaurants past mo., 31.9% more likely to use Casinos past yr., 82.4% more likely to smoke cigarettes.

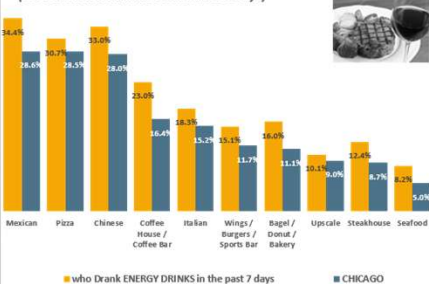
Past 30-days QSR Users: Adults 18 or older



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

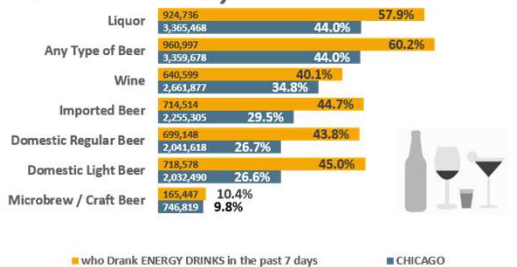


Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)

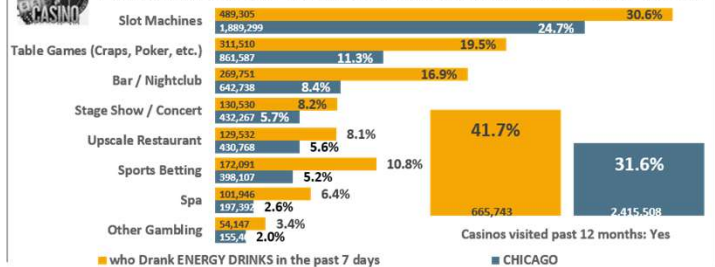


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
 who Drank ENERGY DRINKS in the past 7 days: 36.5% (583,171)
 CHICAGO: 22.0% (1,679,594)

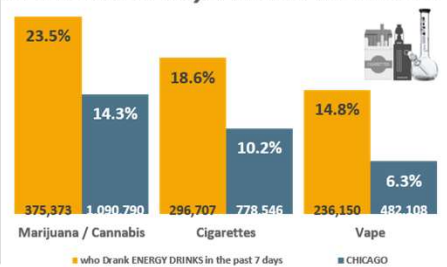
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



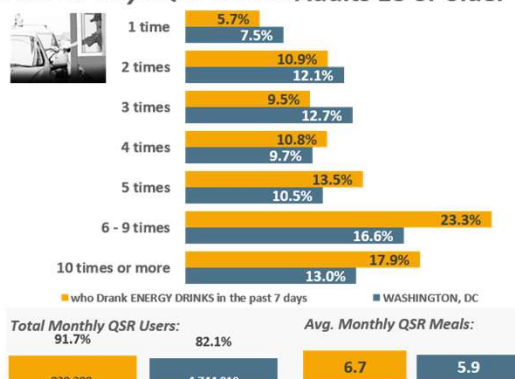
Used Past 30-days: Adults 18 or older



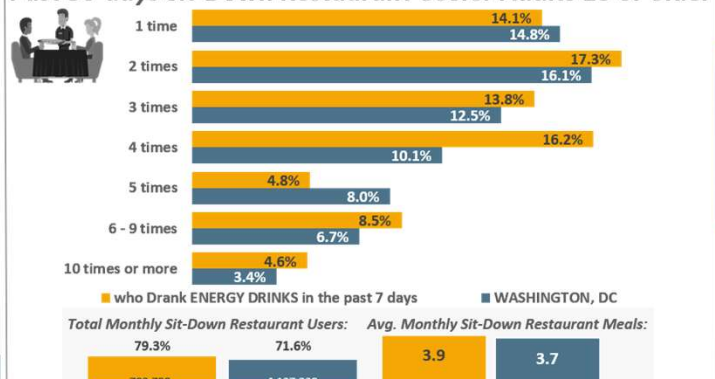


15.5% or 895,093 of WASHINGTON, DC DMA Adults 18 or older Drank ENERGY DRINKS in the past 7 days. Adults 18 or older who Drank ENERGY DRINKS in the past 7 days are 11.6% more likely to use QSRs past mo., 10.7% more likely to use Sit-Down Restaurants past mo., 24.1% more likely to use Casinos past yr., 48.7% more likely to smoke cigarettes.

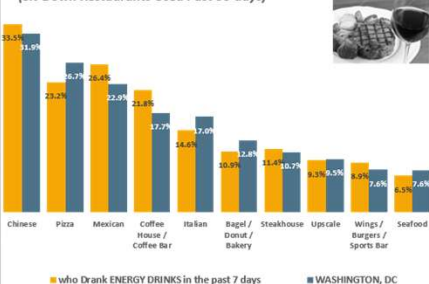
Past 30-days QSR Users: Adults 18 or older



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

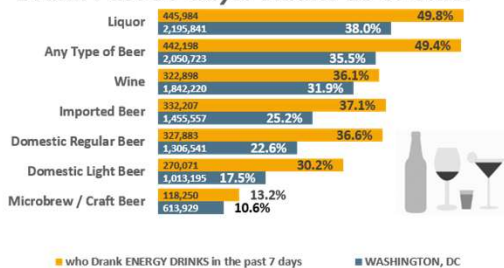


Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)

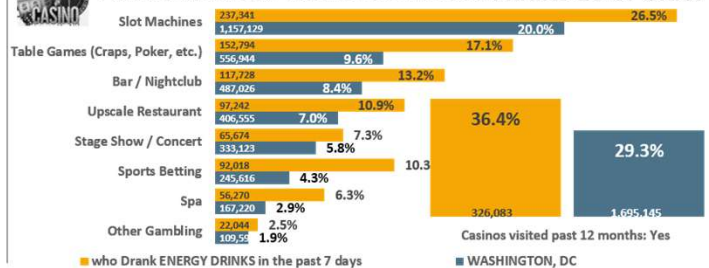


Used Restaurant Delivery Service Past 30-days (GrubHub, Uber Eats, etc.)
 who Drank ENERGY DRINKS in the past 7 days: 320,301 (35.8%)
 WASHINGTON, DC: 1,468,075 (25.4%)

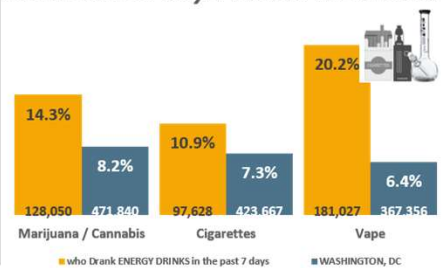
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



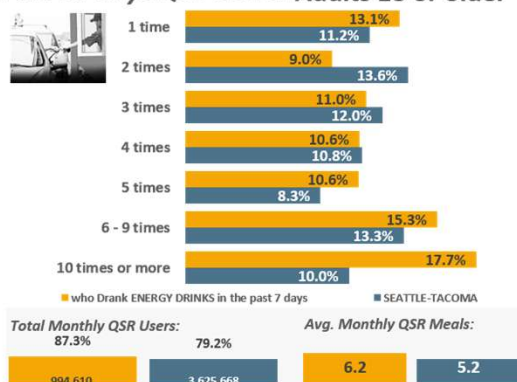
Used Past 30-days: Adults 18 or older



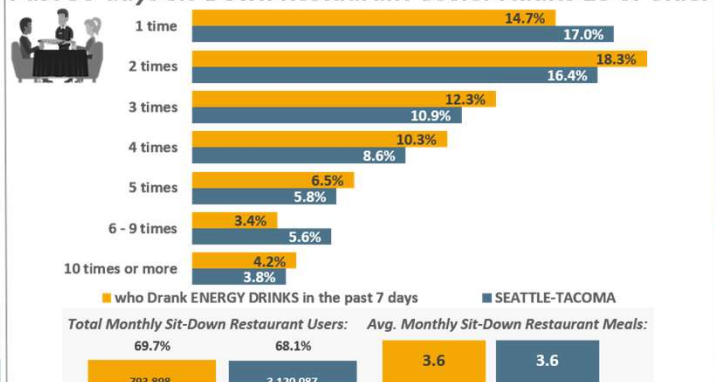


24.9% or 1,138,838 of SEATTLE-TACOMA DMA Adults 18 or older Drank ENERGY DRINKS in the past 7 days. Adults 18 or older who Drank ENERGY DRINKS in the past 7 days are 10.3% more likely to use QSRs past mo., 2.3% more likely to use Sit-Down Restaurants past mo., 36.5% more likely to use Casinos past yr., 88.1% more likely to smoke cigarettes.

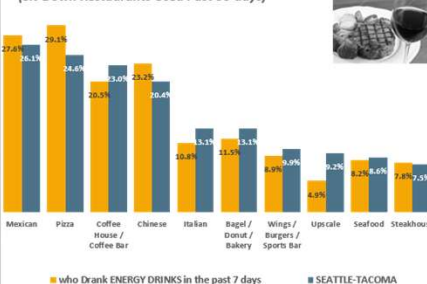
Past 30-days QSR Users: Adults 18 or older



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

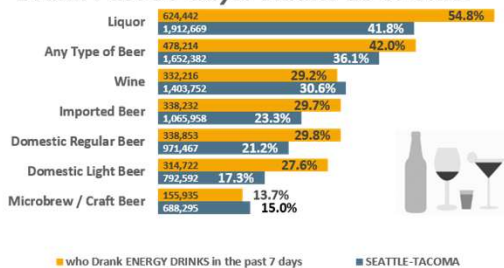


Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)

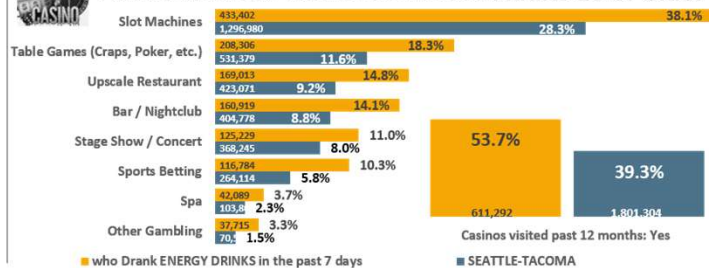


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
 who Drank ENERGY DRINKS in the past 7 days: 316,767 (27.8%)
 SEATTLE-TACOMA: 857,401 (18.7%)

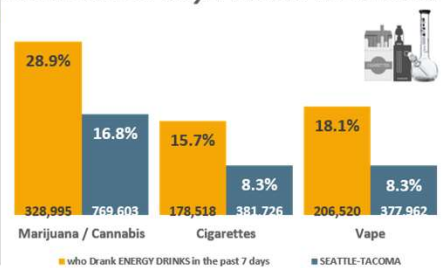
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



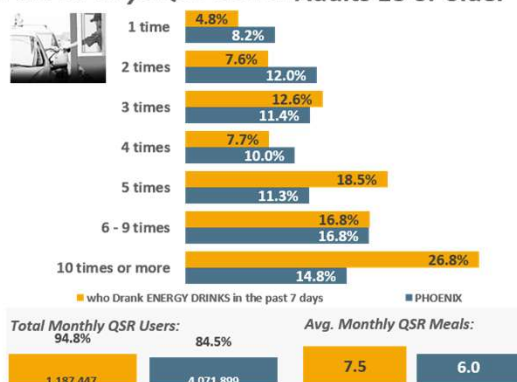
Used Past 30-days: Adults 18 or older



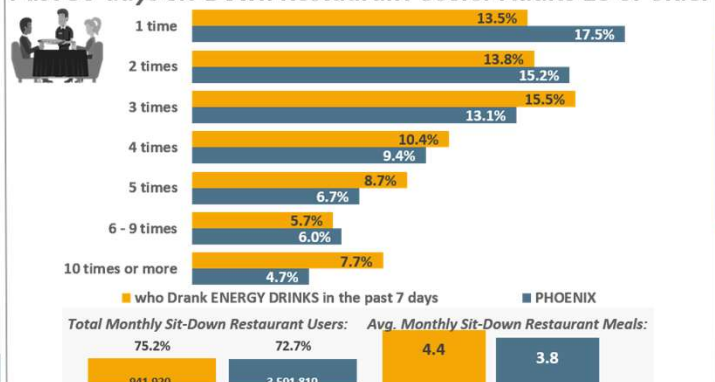


26.6% or 1,252,017 of PHOENIX DMA Adults 18 or older Drank ENERGY DRINKS in the past 7 days. Adults 18 or older who Drank ENERGY DRINKS in the past 7 days are 12.2% more likely to use QSRs past mo., 3.5% more likely to use Sit-Down Restaurants past mo., 27.8% more likely to use Casinos past yr., 68.7% more likely to smoke cigarettes.

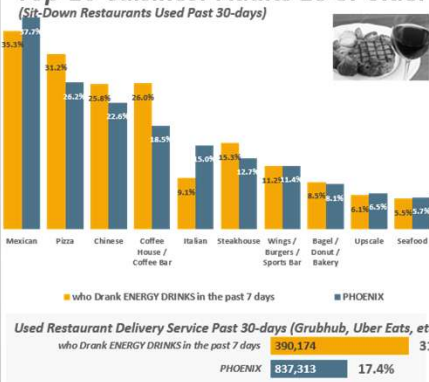
Past 30-days QSR Users: Adults 18 or older



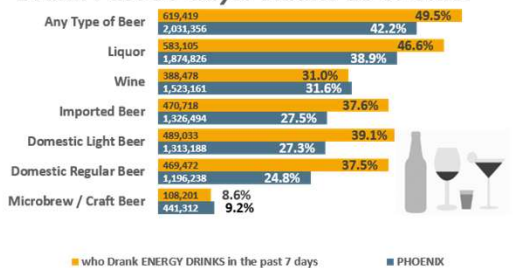
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



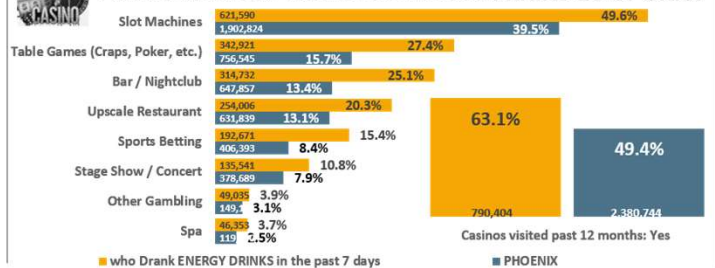
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



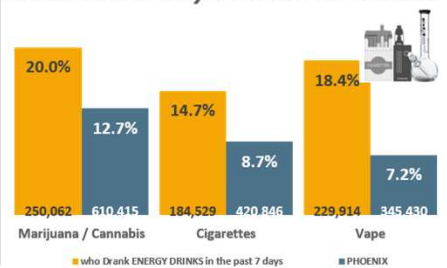
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



Used Past 30-days: Adults 18 or older

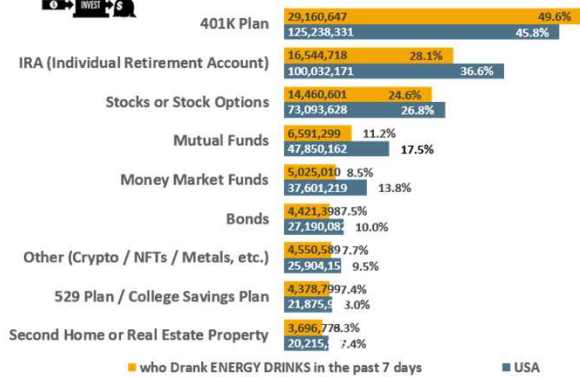




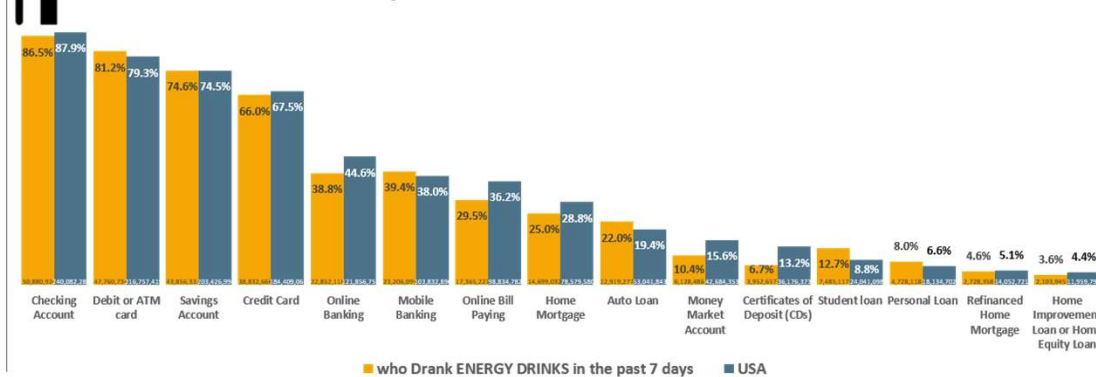
21.5% or 58,824,860 of USA Adults 18 or older Drank ENERGY DRINKS in the past 7 days.
Adults 18 or older who Drank ENERGY DRINKS in the past 7 days are 8.1% more likely to have a 401K, 13.1% more likely to have an Auto Loan, 1.1% less likely to Invest/Trade Stocks Online, 8.5% more likely to pay with their Debit Card.



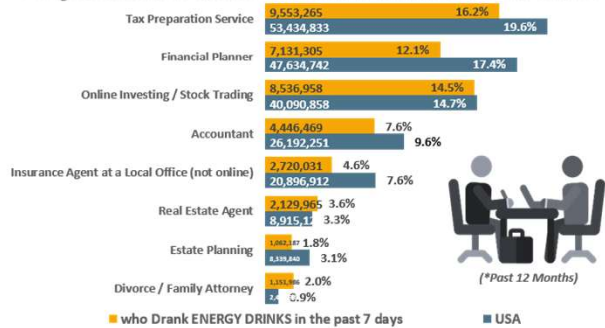
Investments Owned: Adults 18 or older



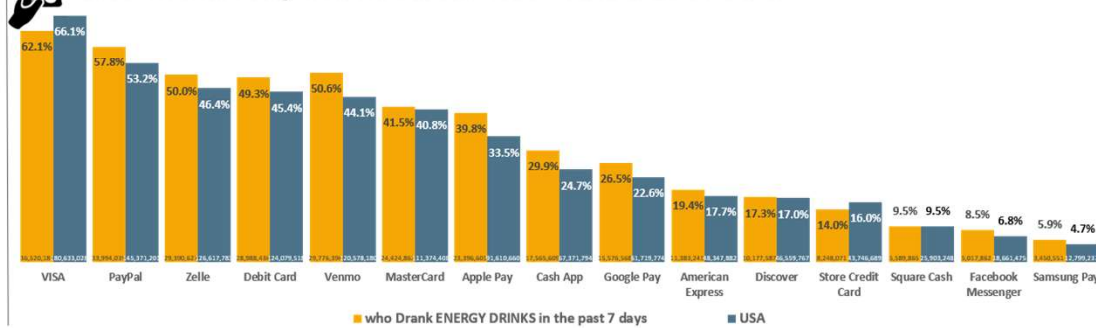
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

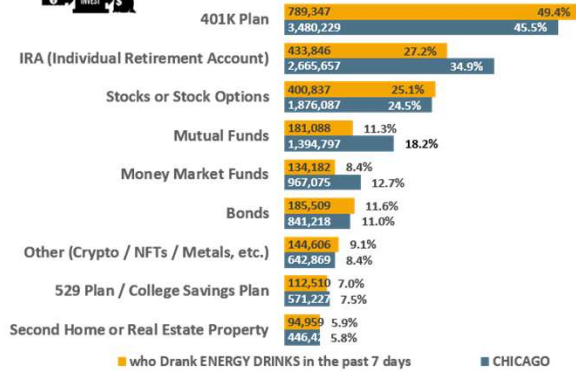




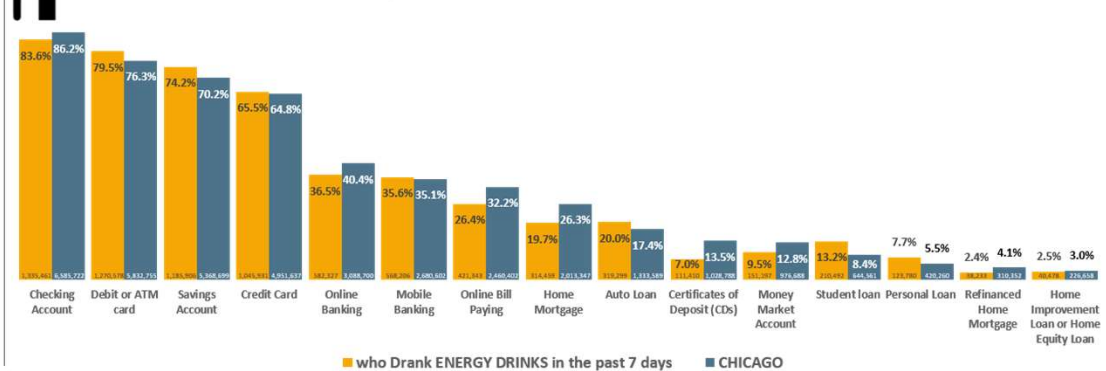
20.9% or 1,597,405 of CHICAGO DMA Adults 18 or older Drank ENERGY DRINKS in the past 7 days.
Adults 18 or older who Drank ENERGY DRINKS in the past 7 days are 8.5% more likely to have a 401K, 14.6% more likely to have an Auto Loan, 13.6% more likely to Invest/Trade Stocks Online, 4.9% more likely to pay with their Debit Card.



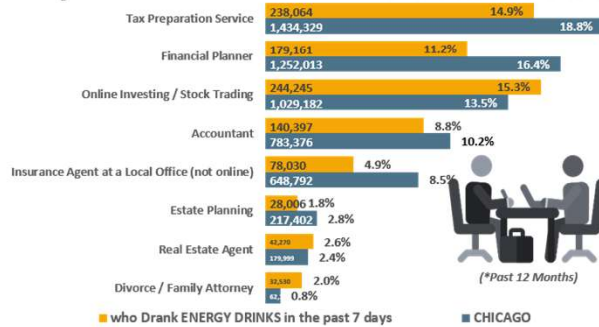
Investments Owned: Adults 18 or older



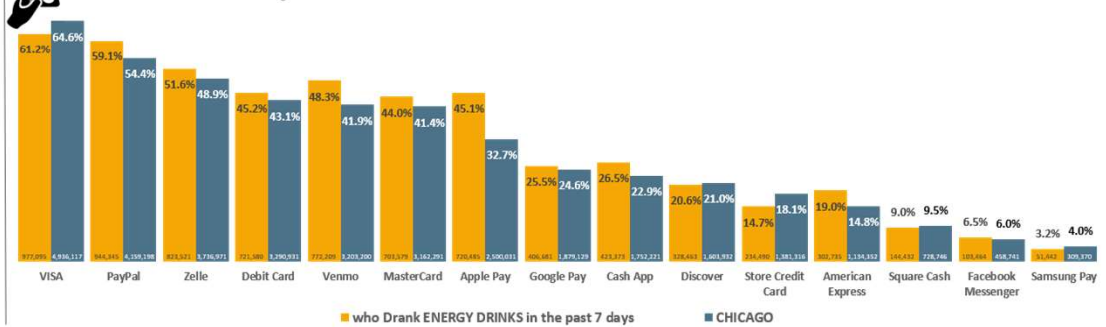
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

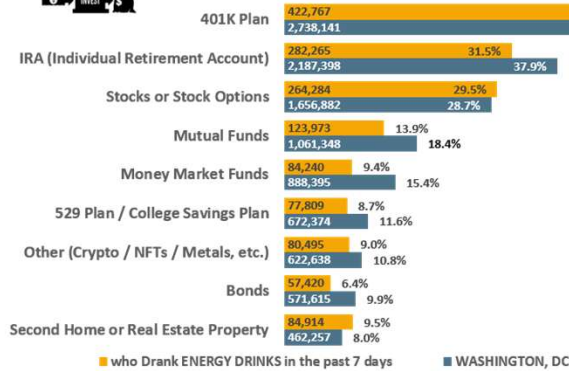




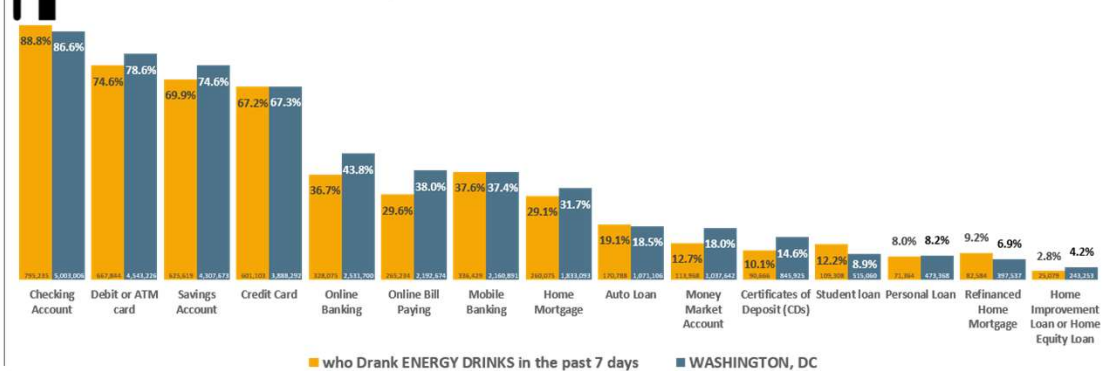
15.5% or 895,093 of WASHINGTON, DC DMA Adults 18 or older Drank ENERGY DRINKS in the past 7 days. Adults 18 or older who Drank ENERGY DRINKS in the past 7 days are .4% less likely to have a 401K, 2.9% more likely to have an Auto Loan, 6.5% more likely to Invest/Trade Stocks Online, 5.6% more likely to pay with their Debit Card.



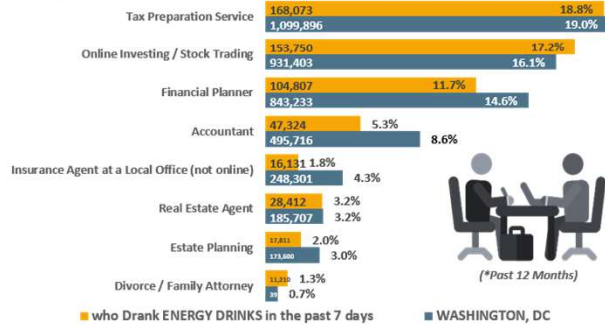
Investments Owned: Adults 18 or older



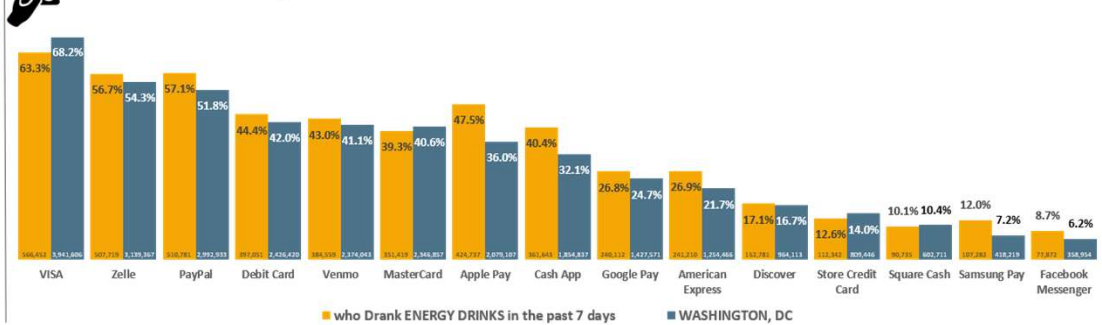
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older

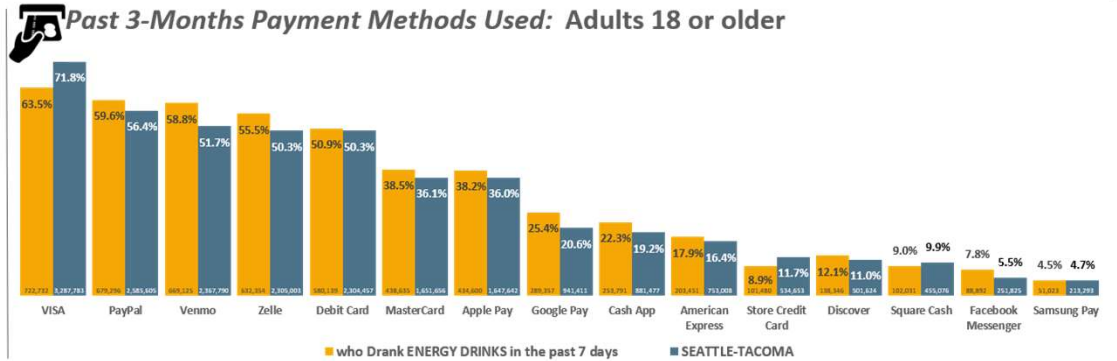
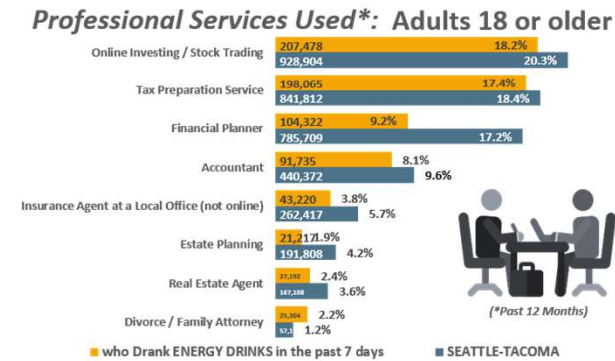
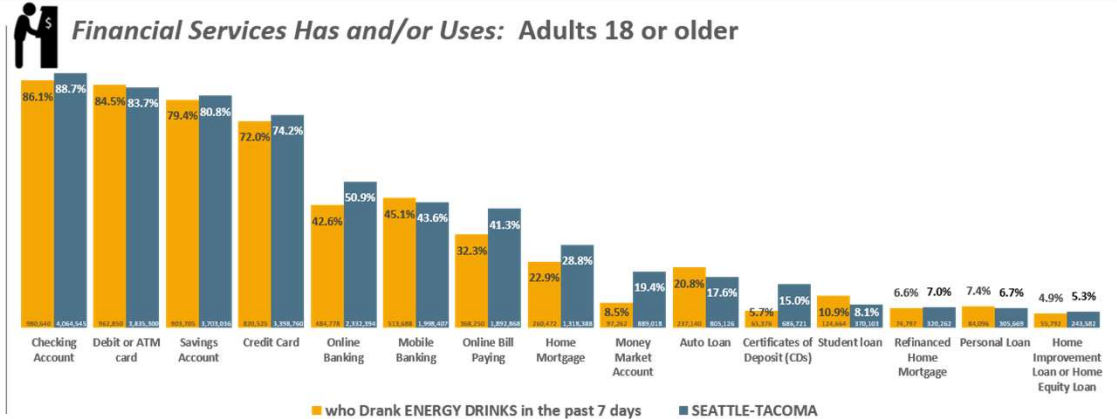
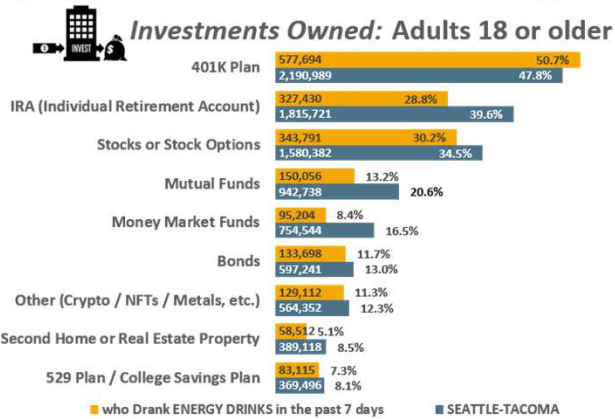


Past 3-Months Payment Methods Used: Adults 18 or older





24.9% or 1,138,838 of SEATTLE-TACOMA DMA Adults 18 or older Drank ENERGY DRINKS in the past 7 days. Adults 18 or older who Drank ENERGY DRINKS in the past 7 days are 6.% more likely to have a 401K, 18.5% more likely to have an Auto Loan, 10.2% less likely to Invest/Trade Stocks Online, 1.3% more likely to pay with their Debit Card.

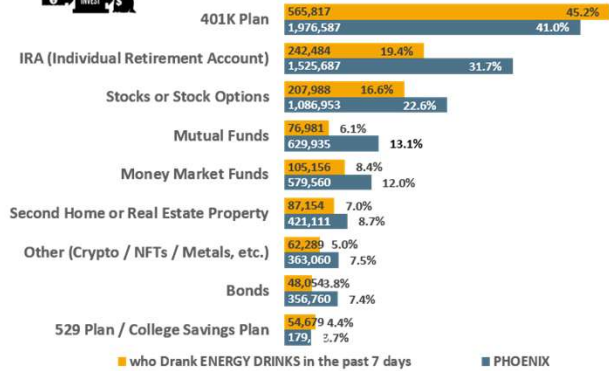




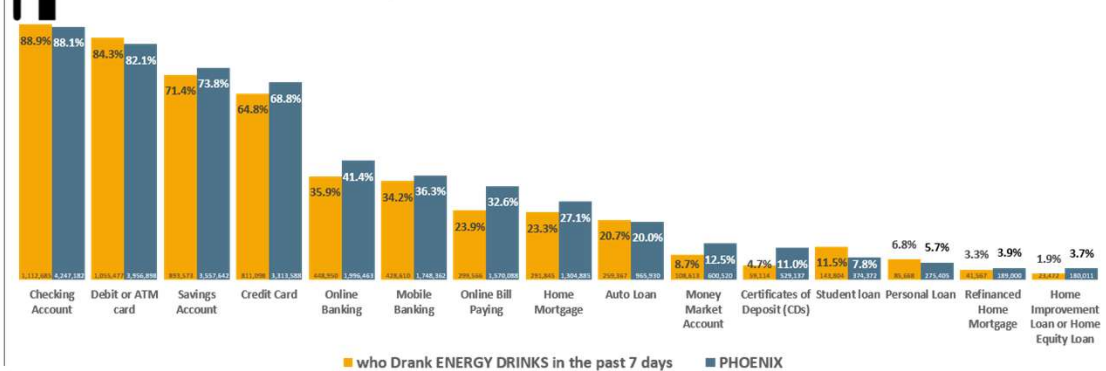
26.6% or 1,252,017 of PHOENIX DMA Adults 18 or older Drank ENERGY DRINKS in the past 7 days. Adults 18 or older who Drank ENERGY DRINKS in the past 7 days are 10.2% more likely to have a 401K, 3.3% more likely to have an Auto Loan, 33.9% less likely to Invest/Trade Stocks Online, 17.7% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



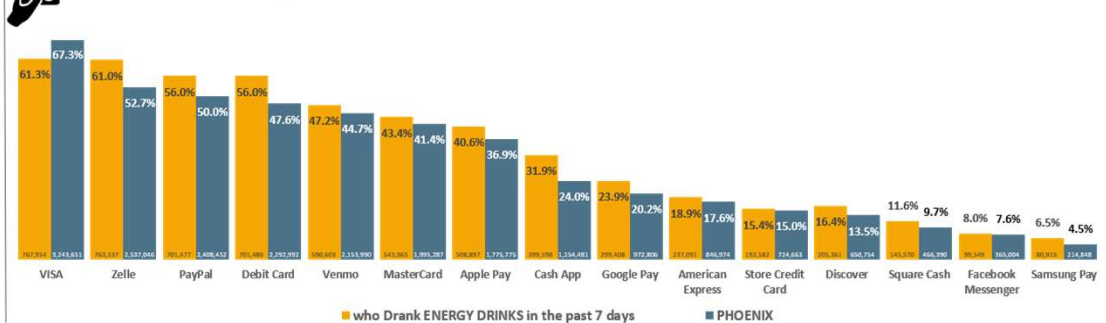
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



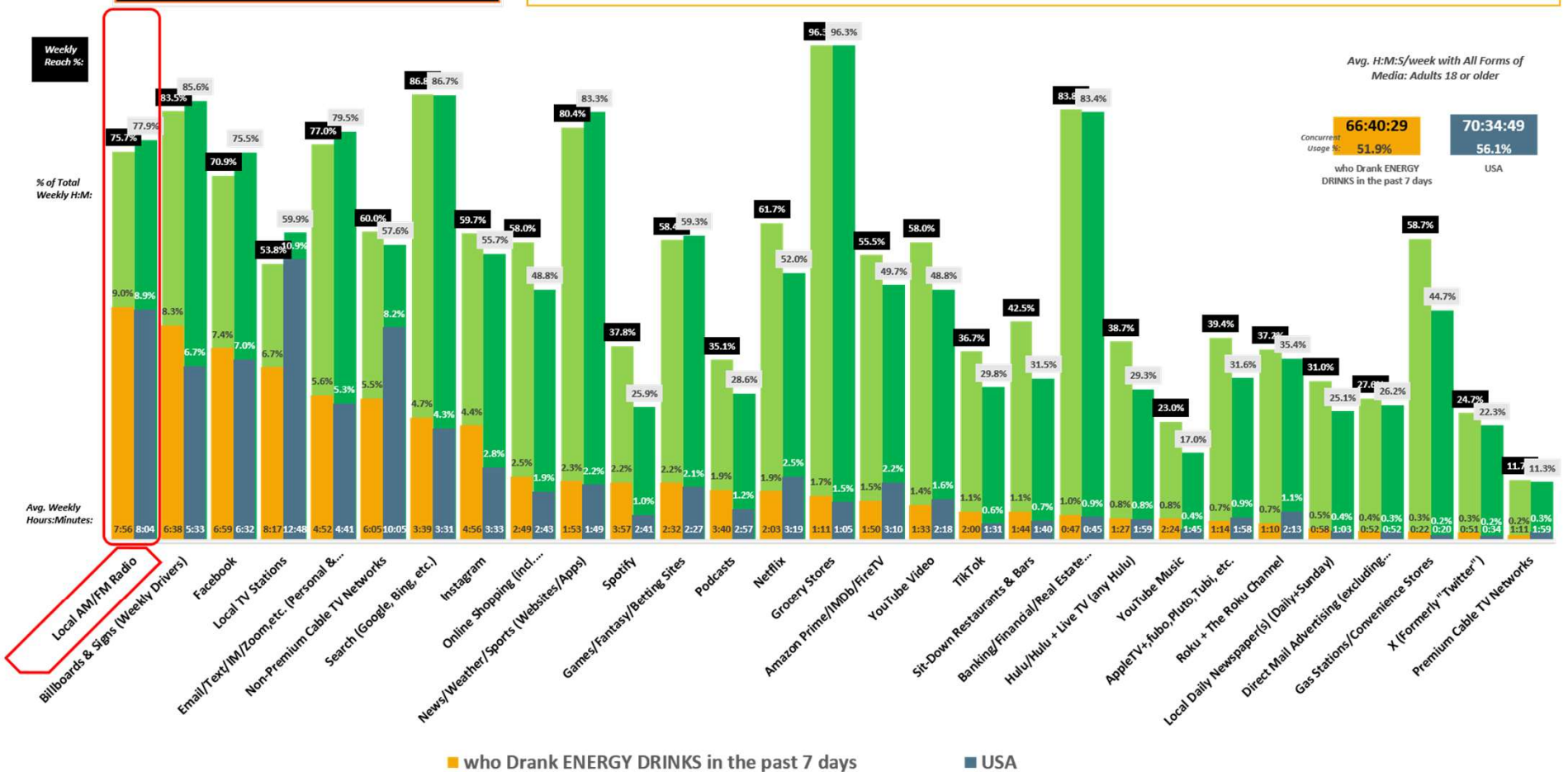
Past 3-Months Payment Methods Used: Adults 18 or older





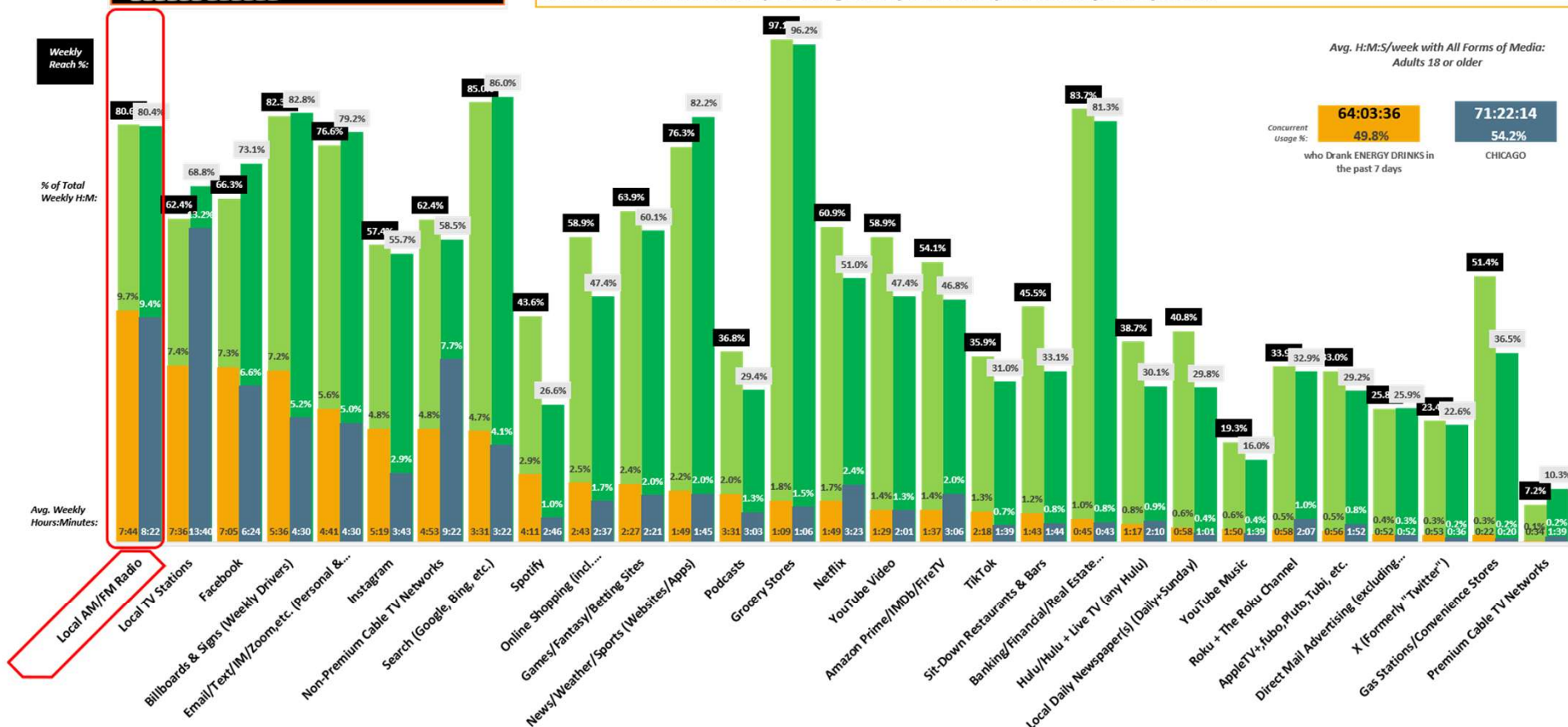
Adults 18 or older who Drank ENERGY DRINKS in the past 7 days spend an average of 2 days, 18 hours, 40 minutes and 29 seconds each week with All Forms of Media.

75.7% of Adults 18 or older who Drank ENERGY DRINKS in the past 7 days spend an avg. of 7 hours and 56 minutes each week listening to All Local AM/FM Radio, representing 9.0% of total time spent with all forms of Media.





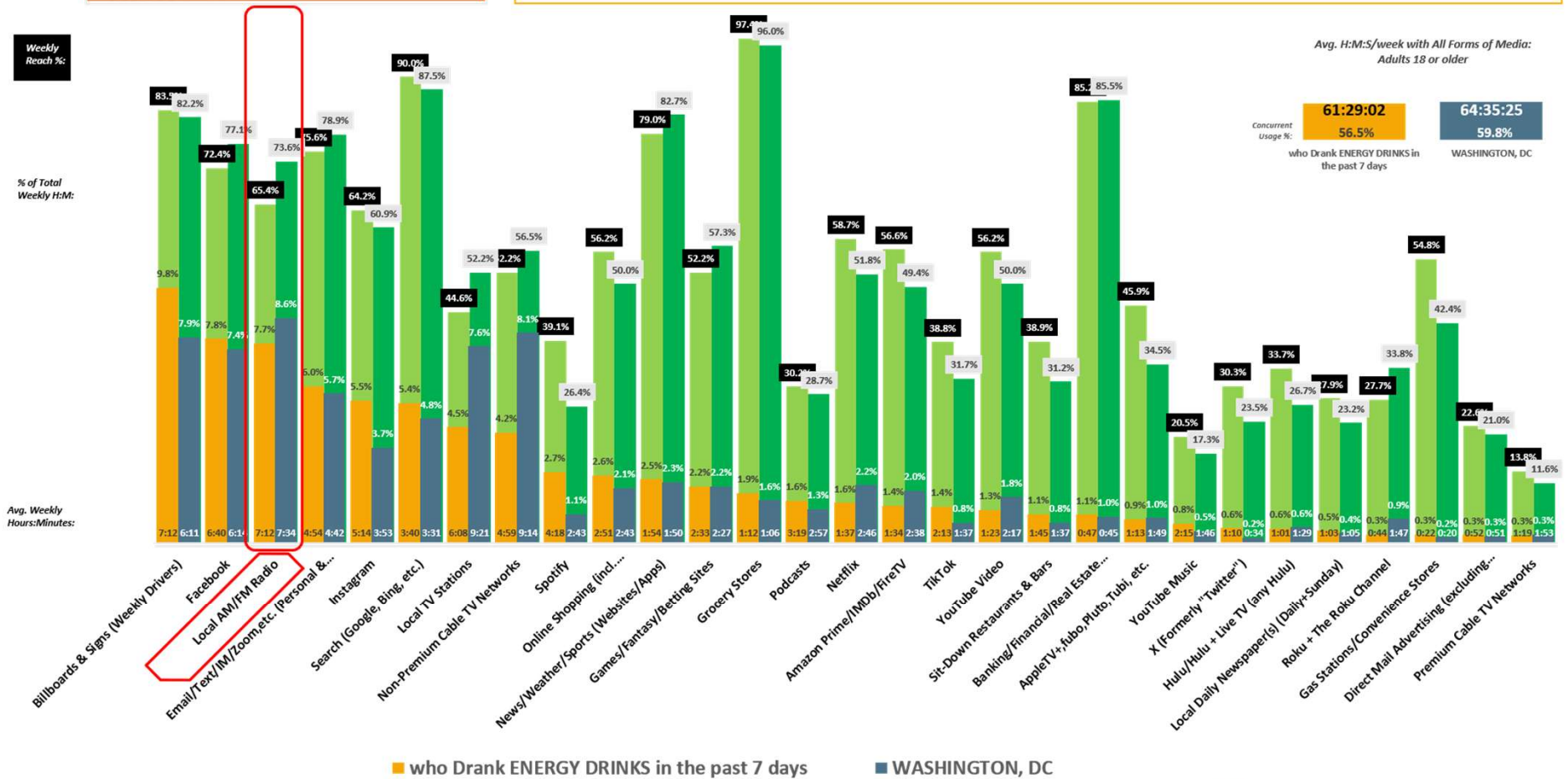
Adults 18 or older who Drank ENERGY DRINKS in the past 7 days spend an average of 2 days, 16 hours, 3 minutes and 36 seconds each week with All Forms of Media.
 80.6% of Adults 18 or older who Drank ENERGY DRINKS in the past 7 days spend an avg. of 7 hours and 44 minutes each week listening to All Local AM/FM Radio, representing 9.7% of total time spent with all forms of Media.



■ who Drank ENERGY DRINKS in the past 7 days ■ CHICAGO

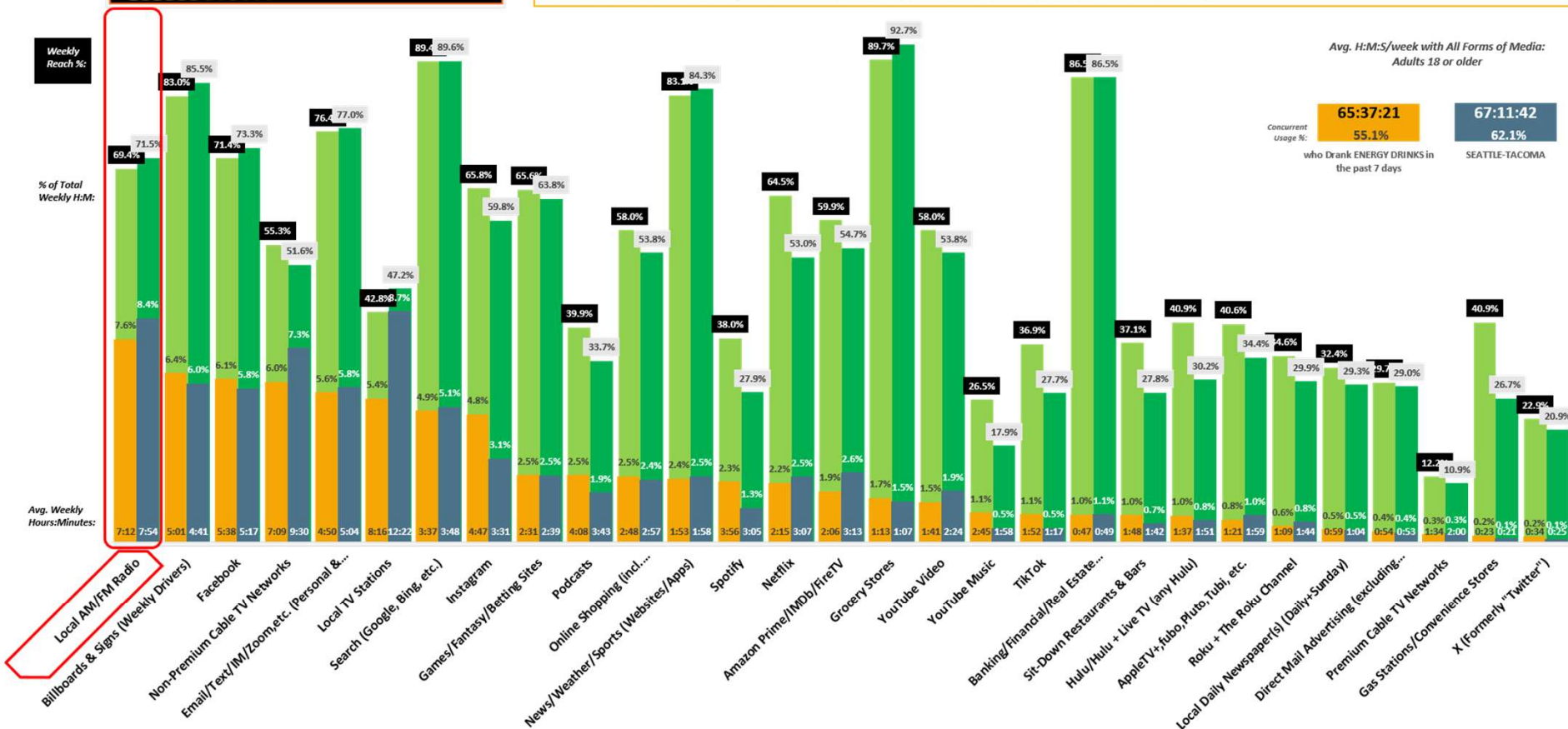


Adults 18 or older who Drank ENERGY DRINKS in the past 7 days spend an average of 2 days, 13 hours, 29 minutes and 2 seconds each week with All Forms of Media.
 65.4% of Adults 18 or older who Drank ENERGY DRINKS in the past 7 days spend an avg. of 7 hours and 12 minutes each week listening to All Local AM/FM Radio, representing 7.7% of total time spent with all forms of Media.





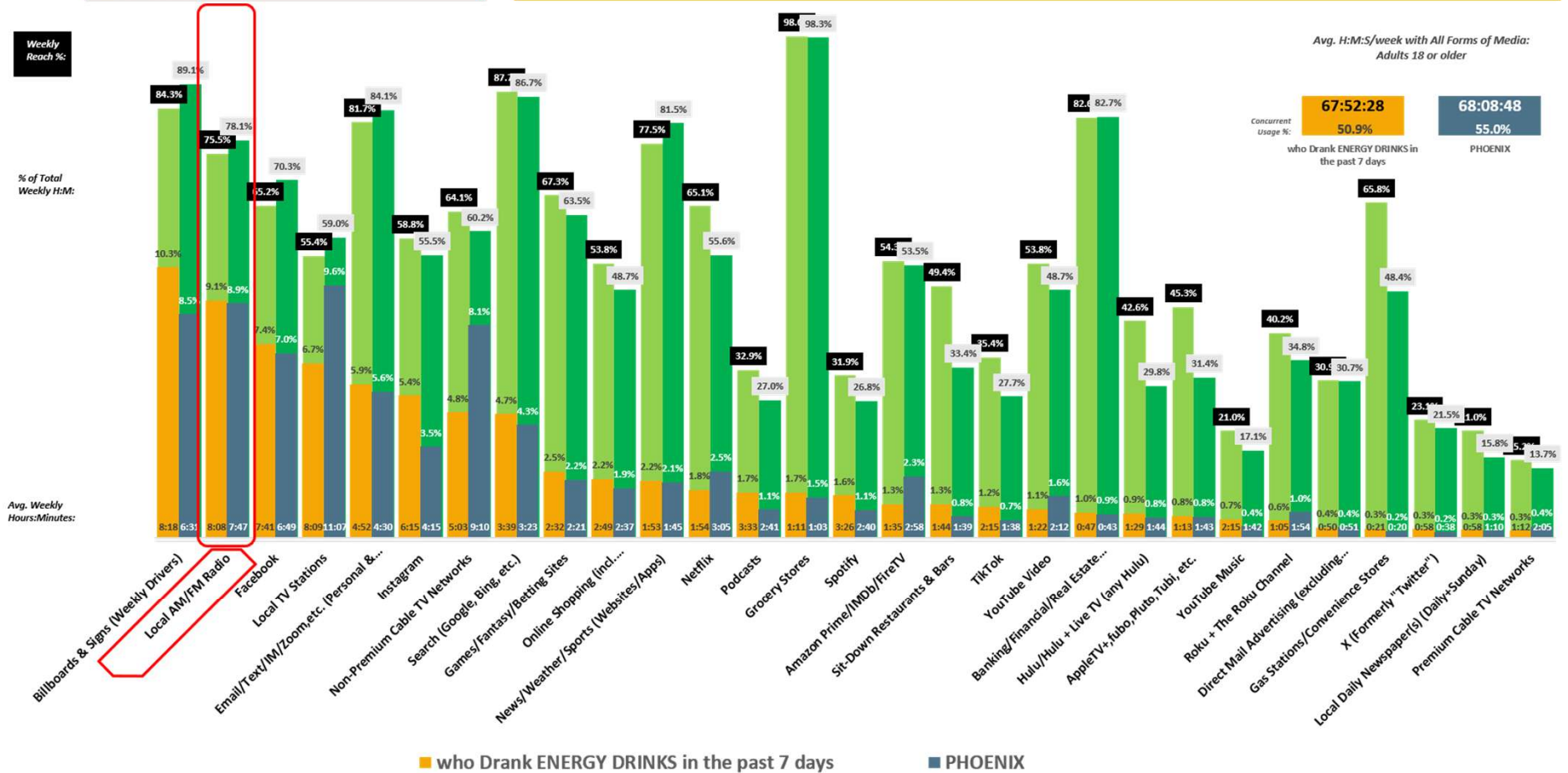
Adults 18 or older who Drank ENERGY DRINKS in the past 7 days spend an average of 2 days, 17 hours, 37 minutes and 21 seconds each week with All Forms of Media.
69.4% of Adults 18 or older who Drank ENERGY DRINKS in the past 7 days spend an avg. of 7 hours and 12 minutes each week listening to All Local AM/FM Radio, representing 7.6% of total time spent with all forms of Media.



■ who Drank ENERGY DRINKS in the past 7 days ■ SEATTLE-TACOMA

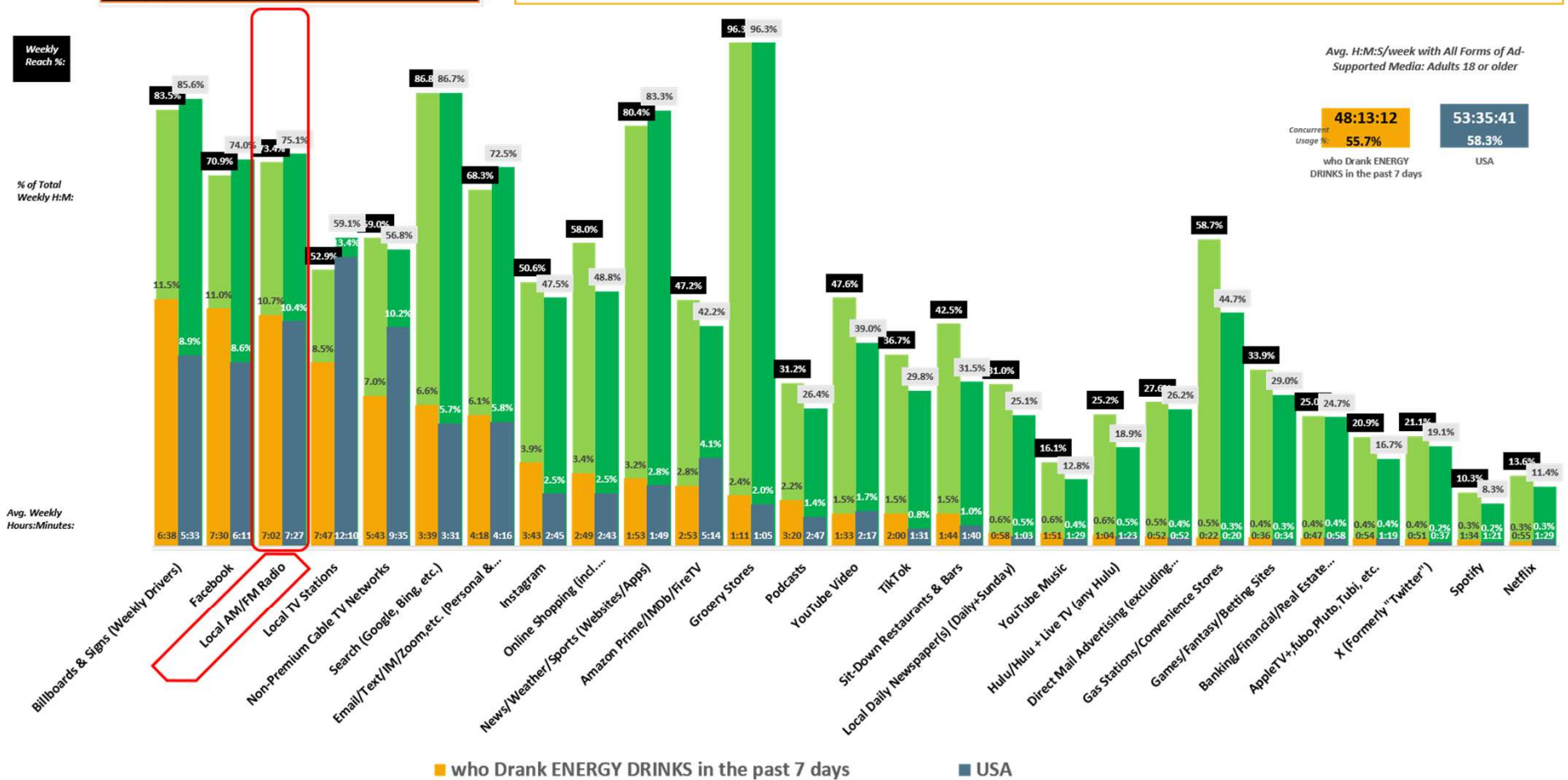


Adults 18 or older who Drank ENERGY DRINKS in the past 7 days spend an average of 2 days, 19 hours, 52 minutes and 28 seconds each week with All Forms of Media.
 75.5% of Adults 18 or older who Drank ENERGY DRINKS in the past 7 days spend an avg. of 8 hours and 8 minutes each week listening to All Local AM/FM Radio, representing 9.1% of total time spent with all forms of Media.





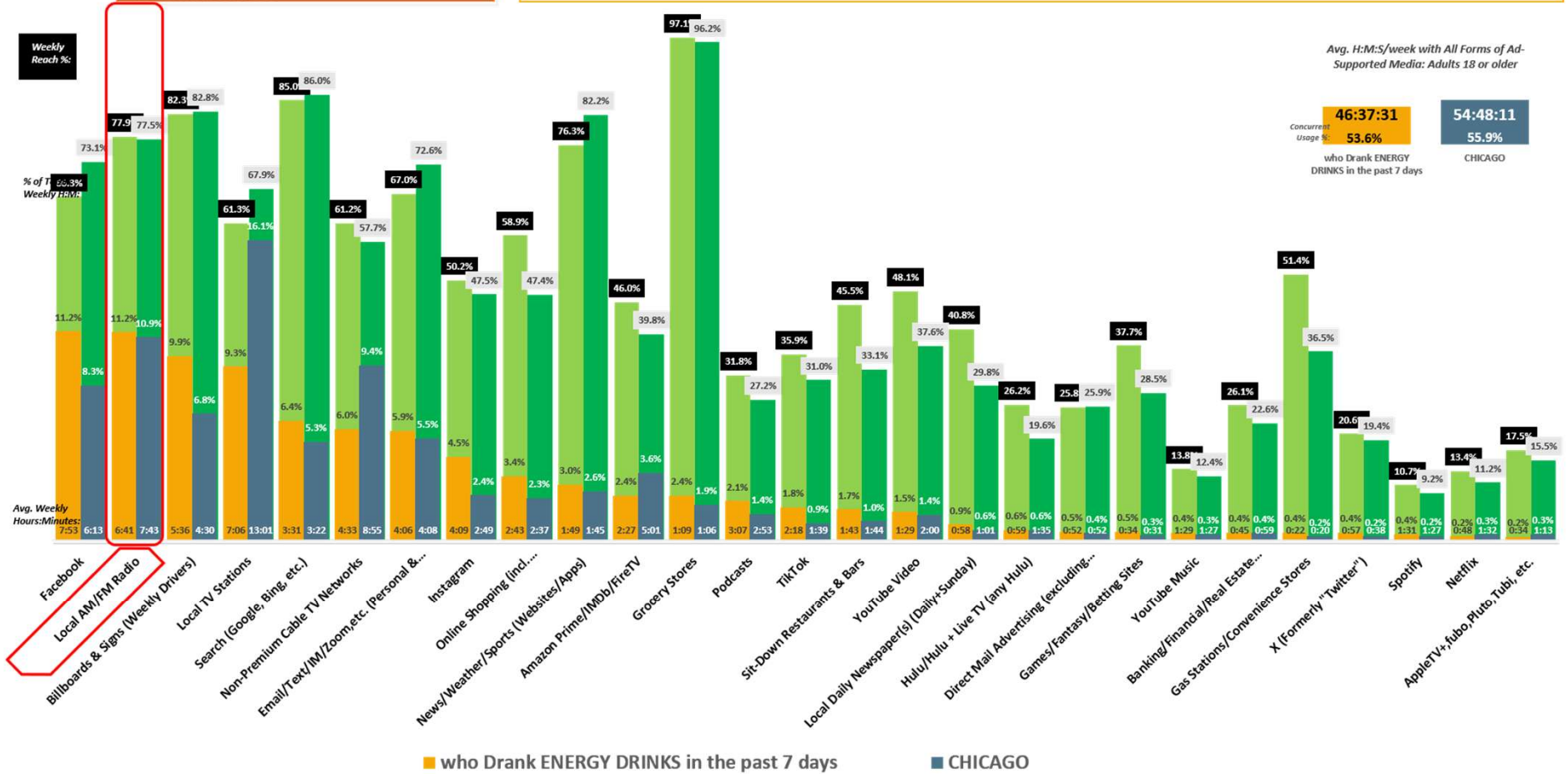
Adults 18 or older who Drank ENERGY DRINKS in the past 7 days spend an average of 2 days, 0 hours, 13 minutes and 12 seconds each week with All Forms of Ad-Supported Media.
 73.4% of Adults 18 or older who Drank ENERGY DRINKS in the past 7 days spend an avg. of 7 hours and 2 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.7% of total time spent with all forms of Ad-Supported Media.





Adults 18 or older who Drank ENERGY DRINKS in the past 7 days spend an average of 1 days, 22 hours, 37 minutes and 31 seconds each week with All Forms of Ad-Supported Media.

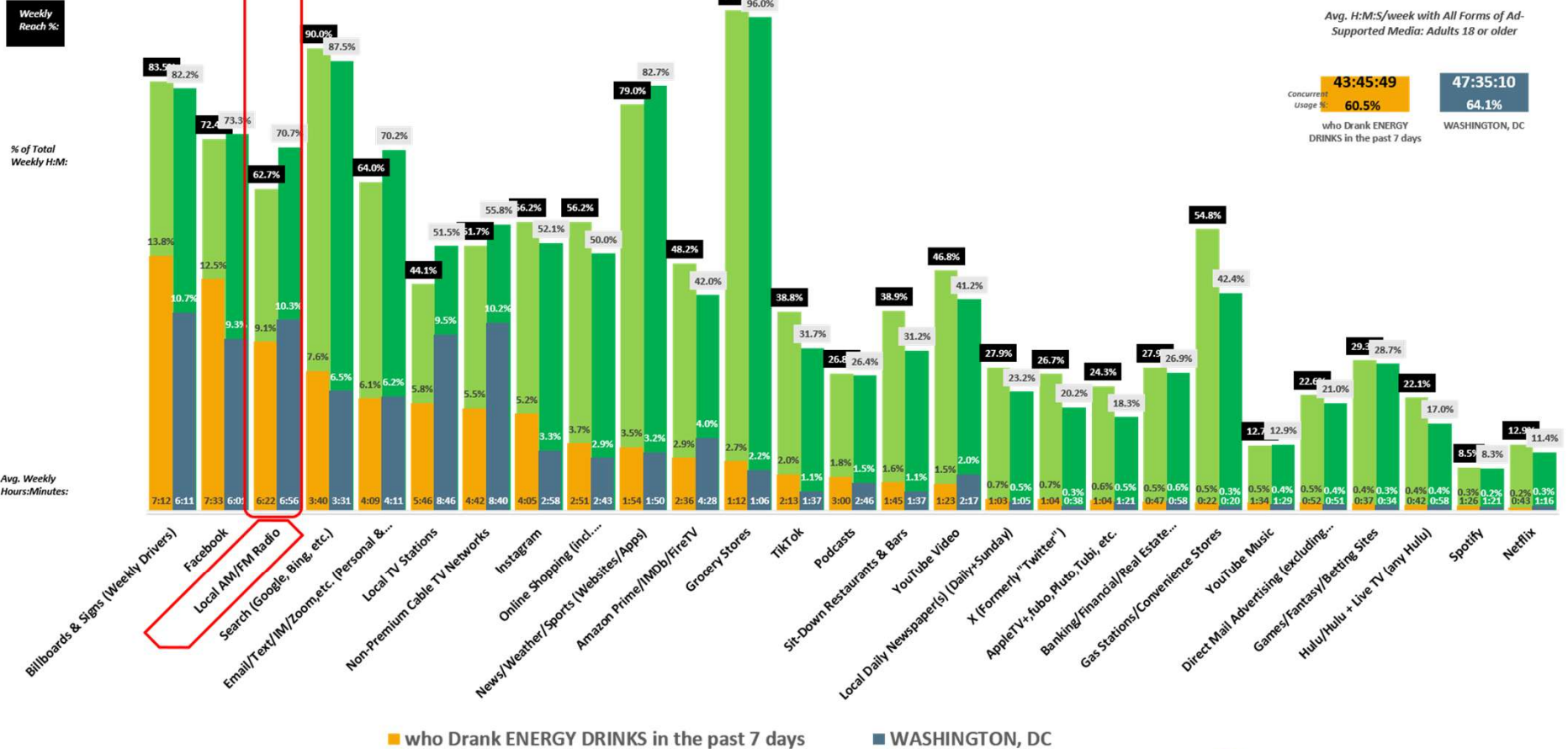
77.9% of Adults 18 or older who Drank ENERGY DRINKS in the past 7 days spend an avg. of 6 hours and 41 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.2% of total time spent with all forms of Ad-Supported Media.





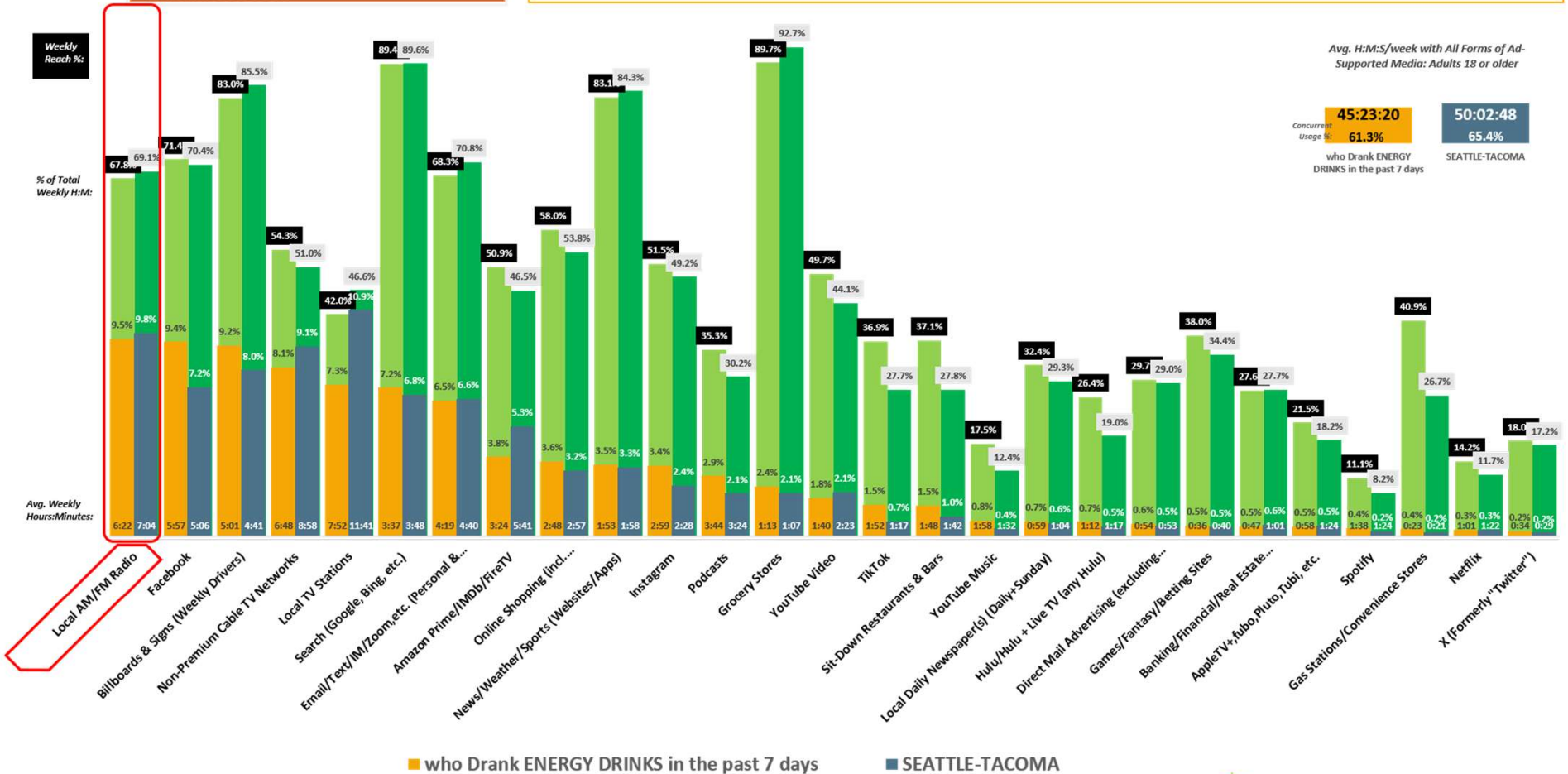
Adults 18 or older who Drank ENERGY DRINKS in the past 7 days spend an average of 1 days, 19 hours, 45 minutes and 49 seconds each week with All Forms of Ad-Supported Media.

62.7% of Adults 18 or older who Drank ENERGY DRINKS in the past 7 days spend an avg. of 6 hours and 22 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.1% of total time spent with all forms of Ad-Supported Media.



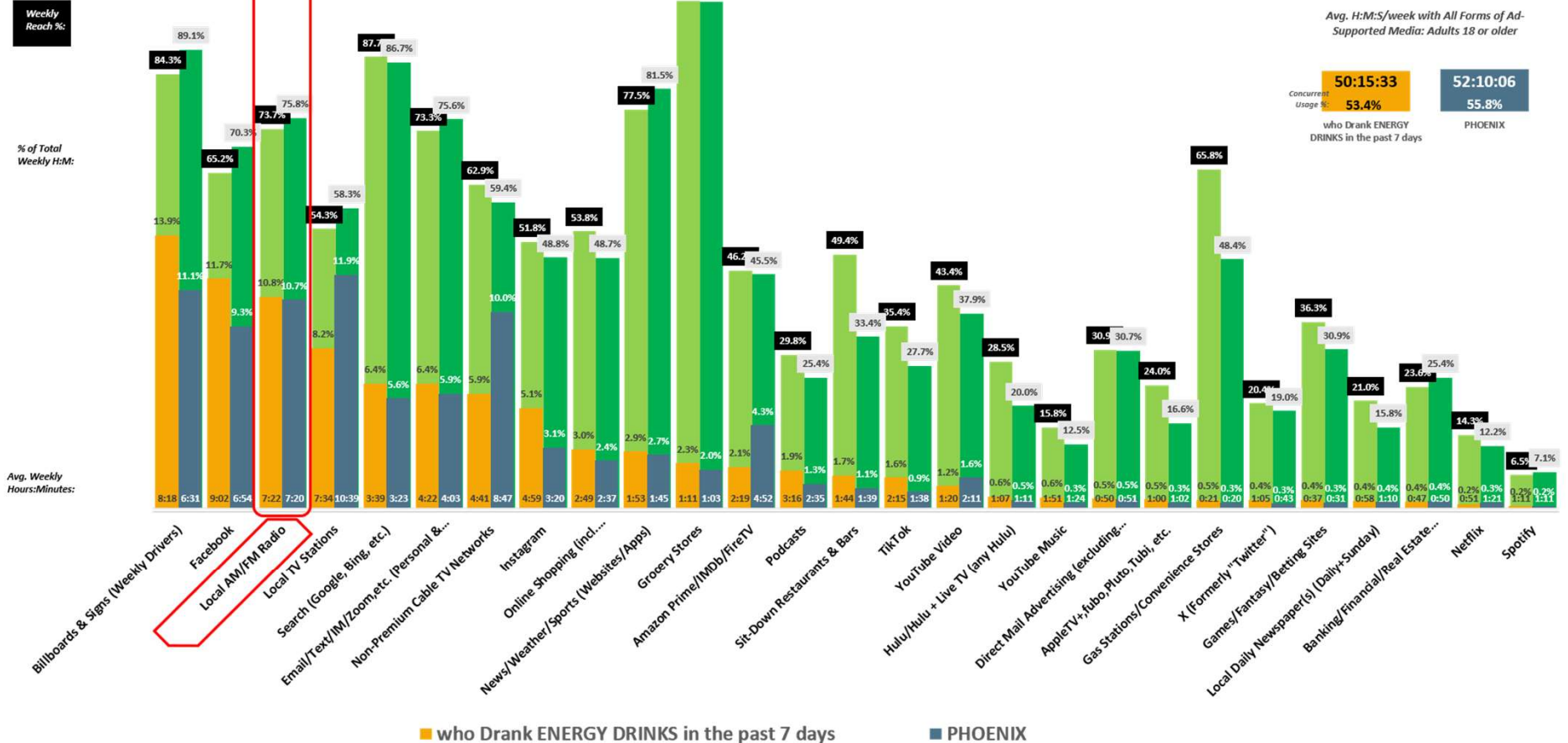


Adults 18 or older who Drank ENERGY DRINKS in the past 7 days spend an average of 1 days, 21 hours, 23 minutes and 20 seconds each week with All Forms of Ad-Supported Media.
 67.8% of Adults 18 or older who Drank ENERGY DRINKS in the past 7 days spend an avg. of 6 hours and 22 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.5% of total time spent with all forms of Ad-Supported Media.





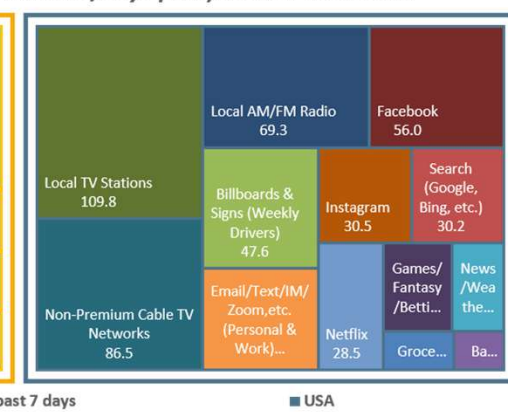
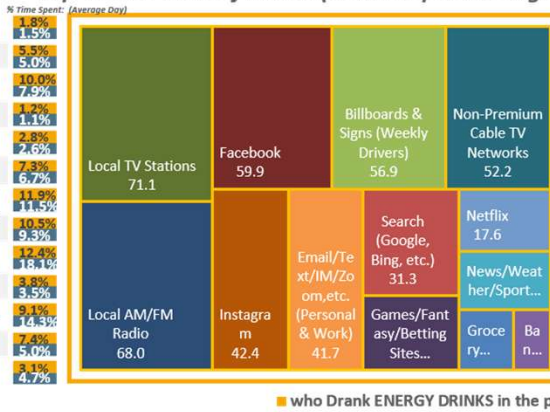
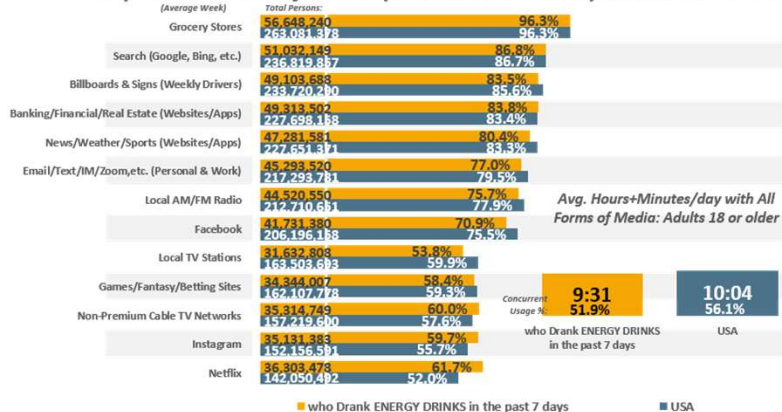
Adults 18 or older who Drank ENERGY DRINKS in the past 7 days spend an average of 2 days, 2 hours, 15 minutes and 33 seconds each week with All Forms of Ad-Supported Media.
 73.7% of Adults 18 or older who Drank ENERGY DRINKS in the past 7 days spend an avg. of 7 hours and 22 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.8% of total time spent with all forms of Ad-Supported Media.



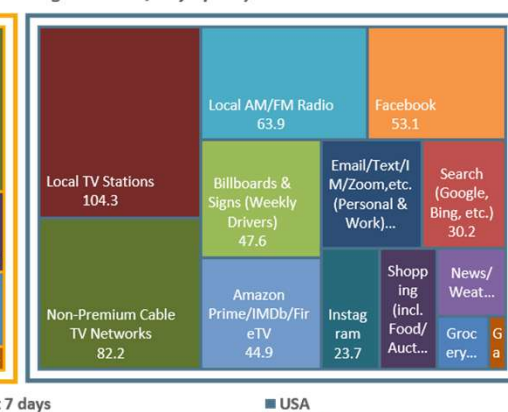
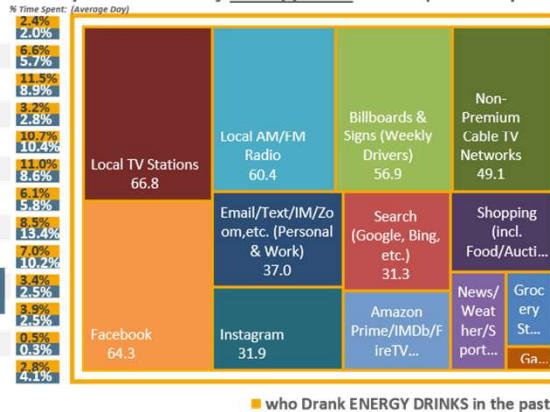
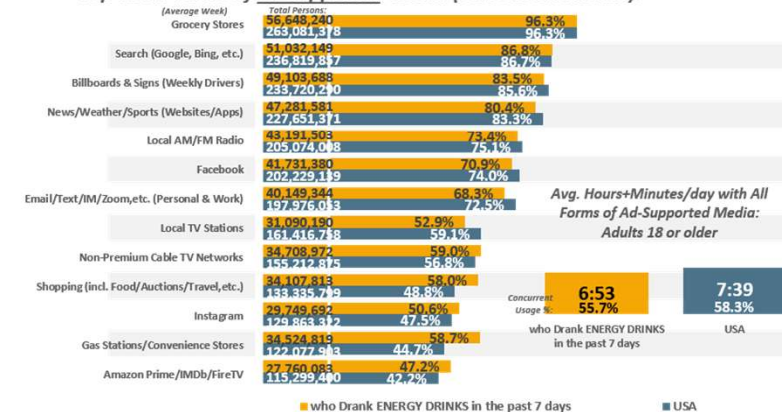


Adults 18 or older who Drank ENERGY DRINKS in the past 7 days spend an average of 6 hours and 53 minutes each day with All Forms of Ad-Supported Media. 73.4% listen to Local AM/FM Radio for an avg. of 60.4 minutes/day. (Local Radio delivers 10.7% of Time with Ad-Supported Media.)

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



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



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 4,614
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

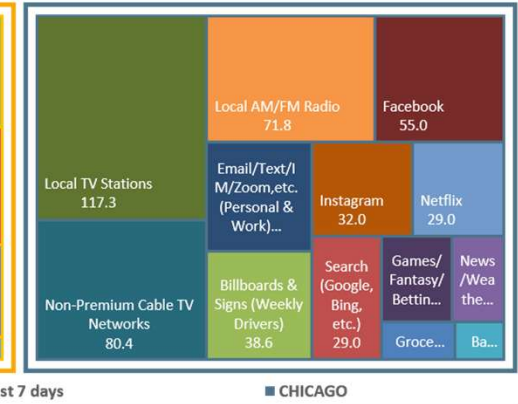
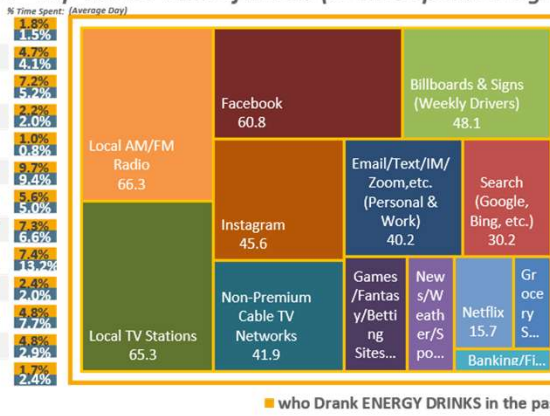
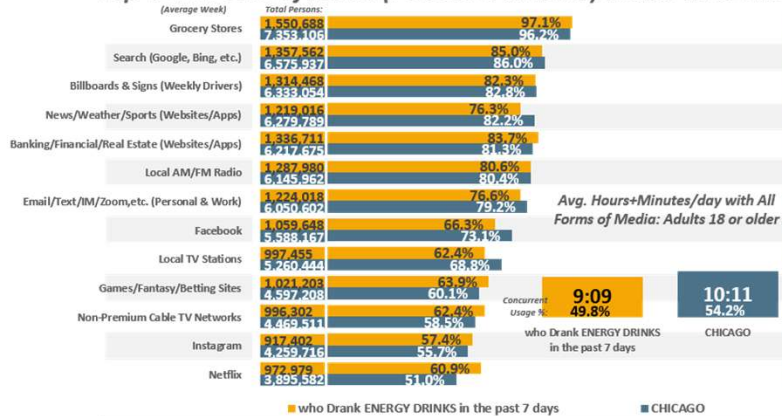
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Energy drinks drank past 7 days: Any energy drink past 7 days

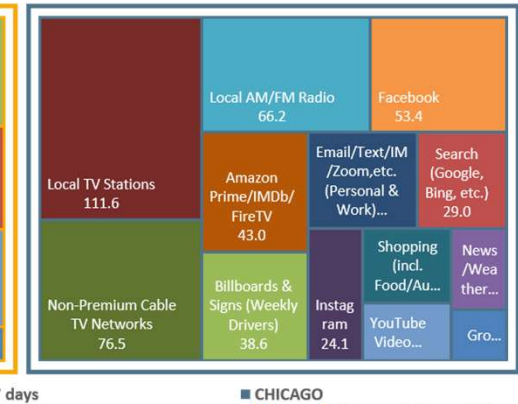
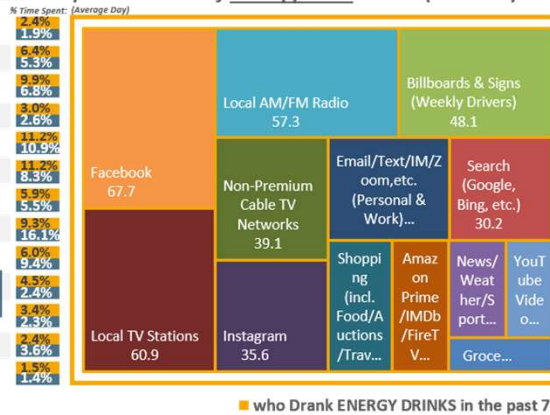
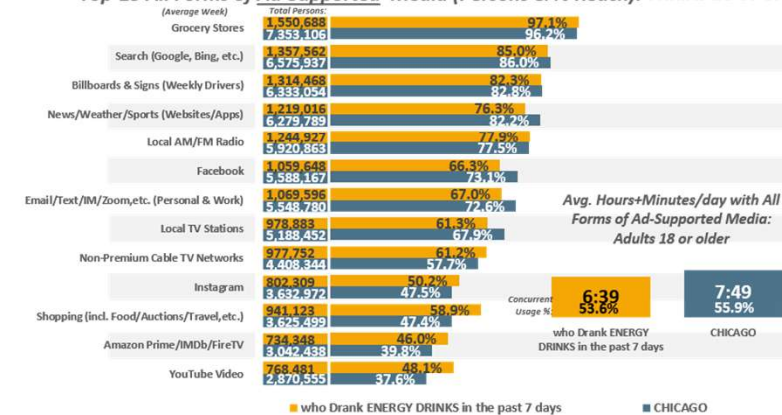


Adults 18 or older who Drank ENERGY DRINKS in the past 7 days spend an average of 6 hours and 39 minutes each day with All Forms of Ad-Supported Media. 77.9% listen to Local AM/FM Radio for an avg. of 57.3 minutes/day. *(Local Radio delivers 11.2% of Time with Ad-Supported Media.)*

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



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



CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 765
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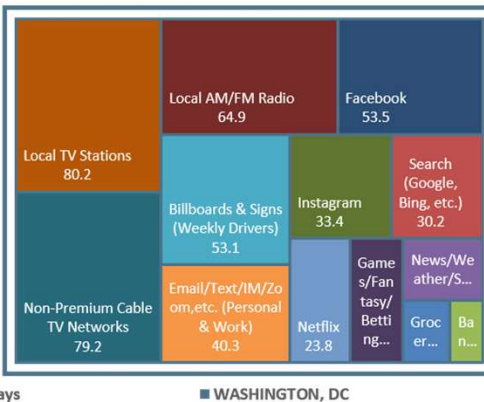
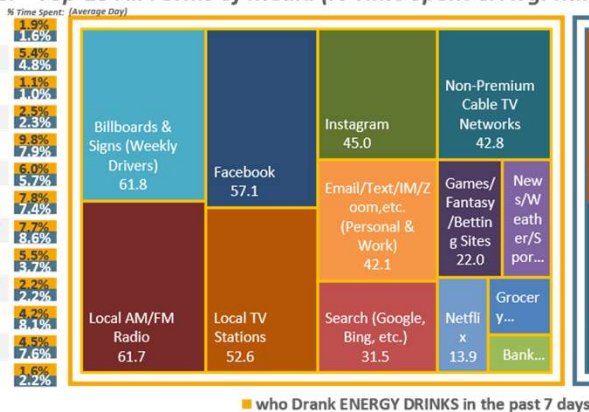
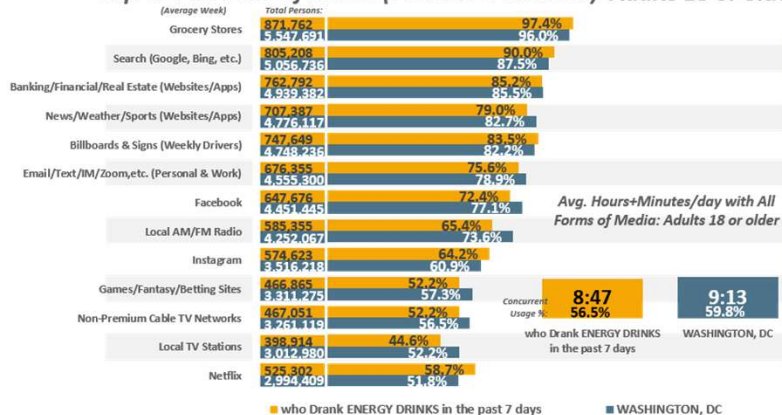
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Energy drinks drank past 7 days: Any energy drink past 7 days

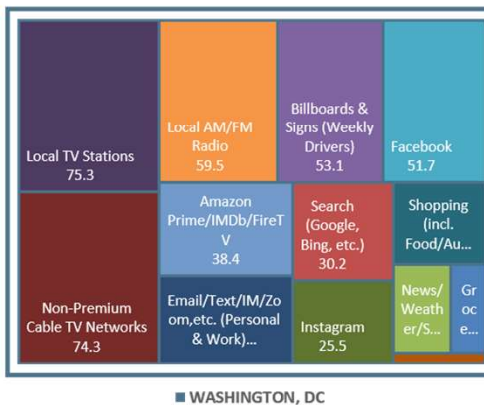
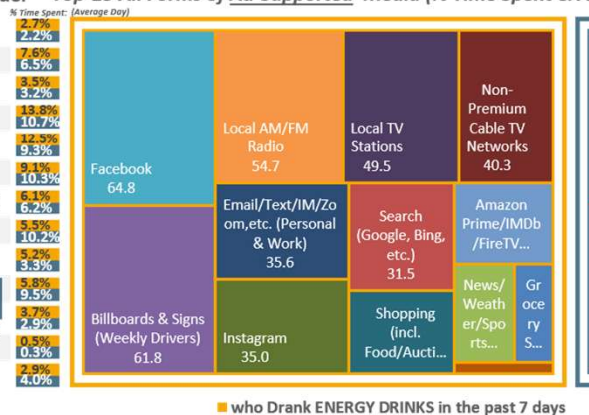
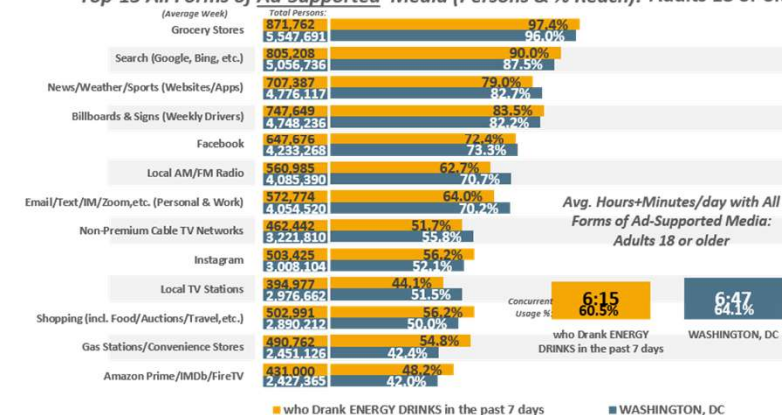


Adults 18 or older who Drank ENERGY DRINKS in the past 7 days spend an average of 6 hours and 15 minutes each day with All Forms of Ad-Supported Media. 62.7% listen to Local AM/FM Radio for an avg. of 54.7 minutes/day.
(Local Radio delivers 9.1% of Time with Ad-Supported Media.)

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



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



WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 951
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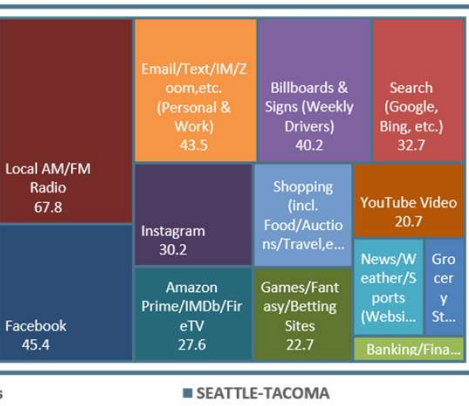
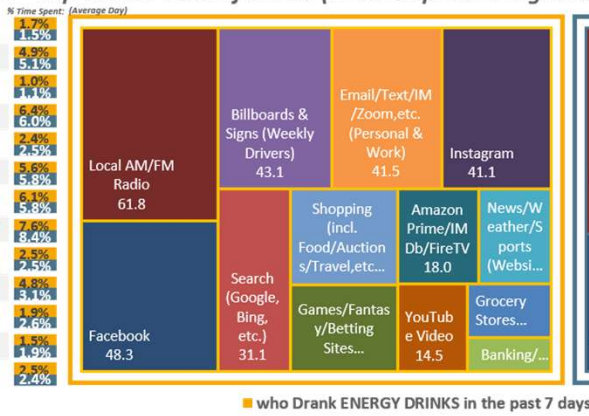
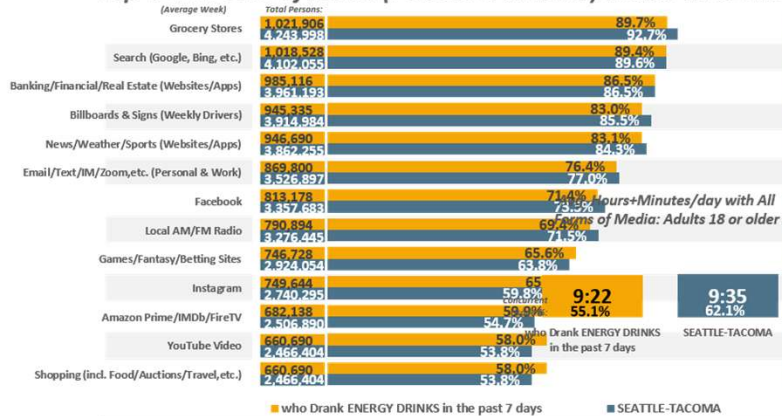
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Energy drinks drank past 7 days: Any energy drink past 7 days

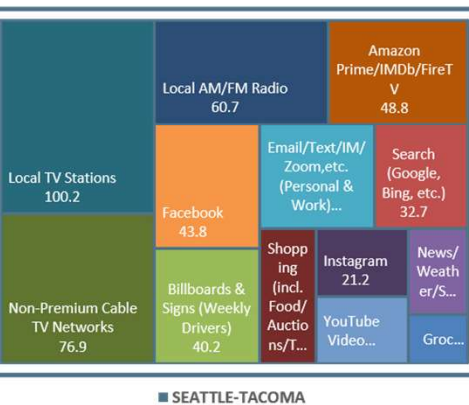
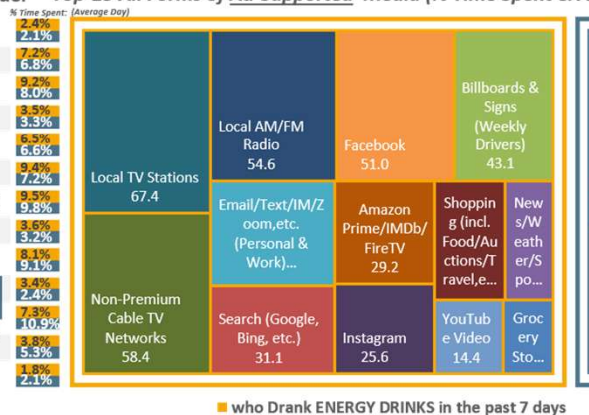
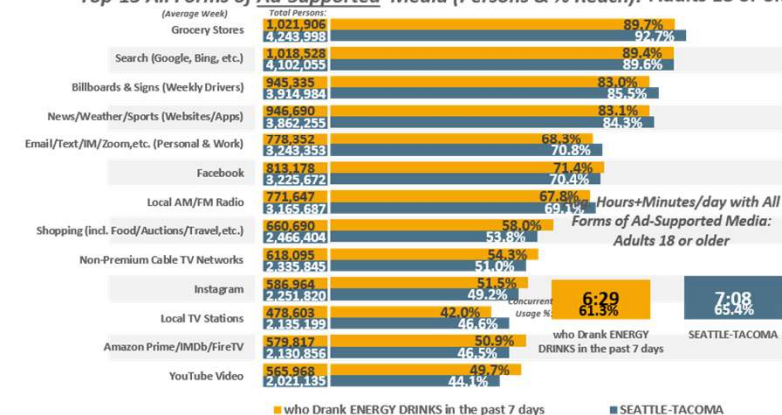


Adults 18 or older who Drank ENERGY DRINKS in the past 7 days spend an average of 6 hours and 29 minutes each day with All Forms of Ad-Supported Media. 67.8% listen to Local AM/FM Radio for an avg. of 54.6 minutes/day.
(Local Radio delivers 9.5% of Time with Ad-Supported Media.)

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



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



SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 831
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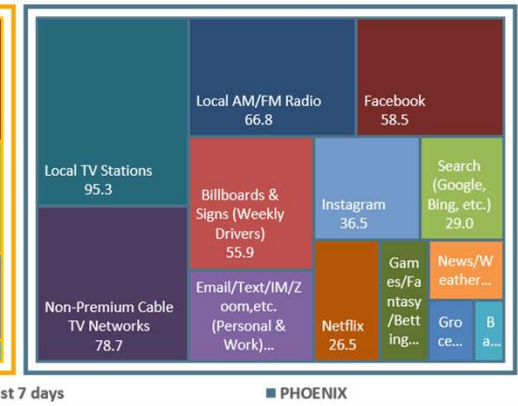
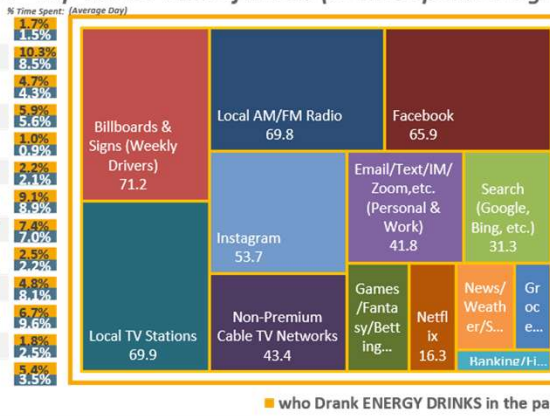
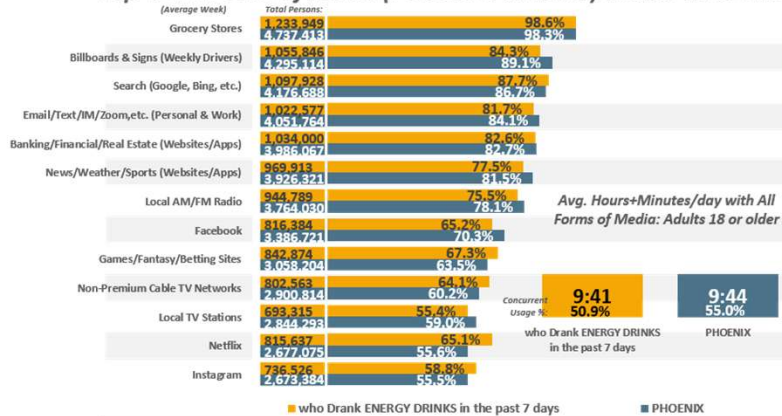
Energy drinks drank past 7 days: Any energy drink past 7 days



Adults 18 or older who Drank ENERGY DRINKS in the past 7 days spend an average of 7 hours and 10 minutes each day with All Forms of Ad-Supported Media. 73.7% listen to Local AM/FM Radio for an avg. of 63.1 minutes/day. (Local Radio delivers 10.8% of Time with Ad-Supported Media.)

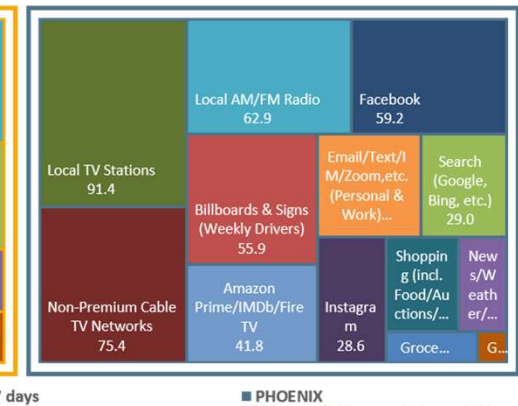
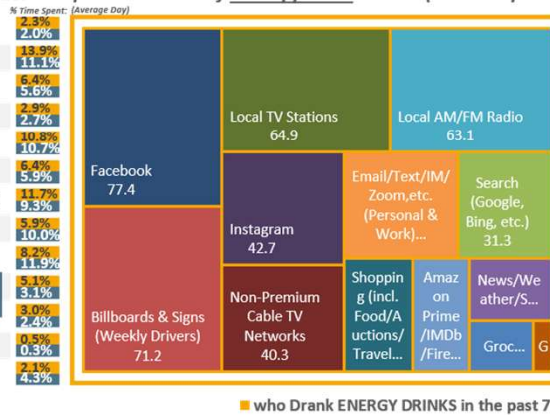
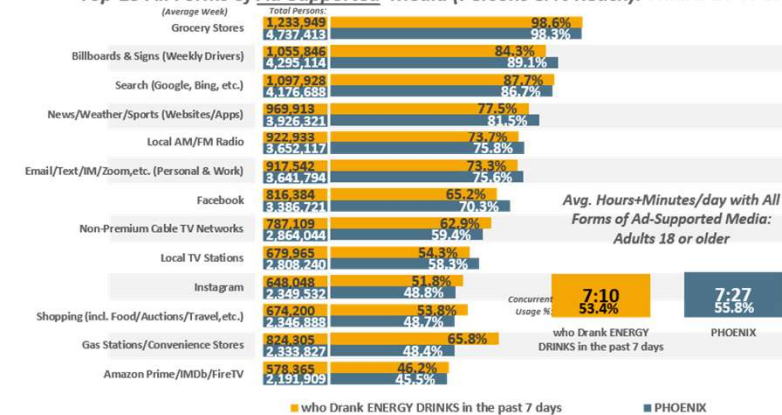
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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



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

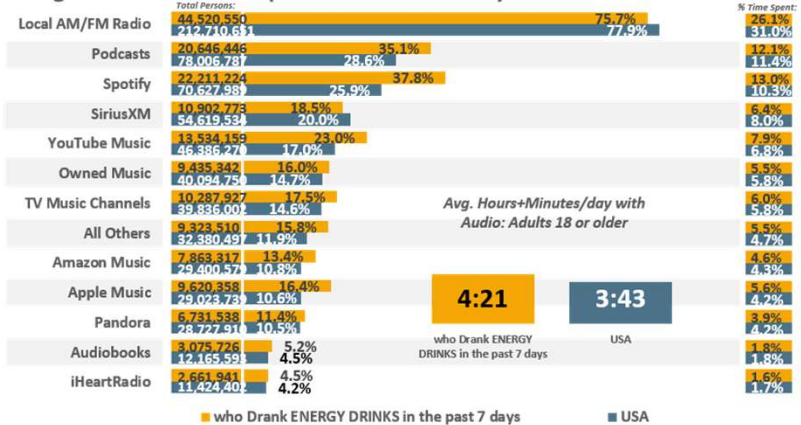
Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



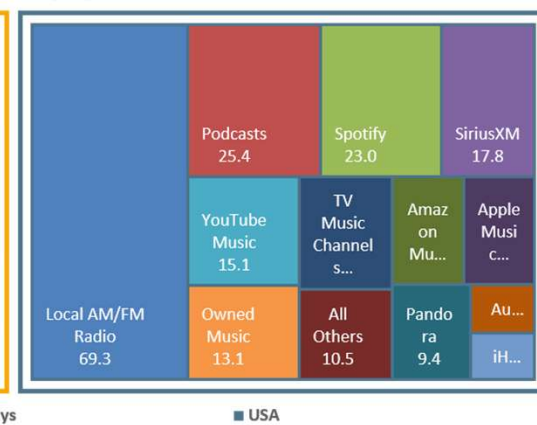
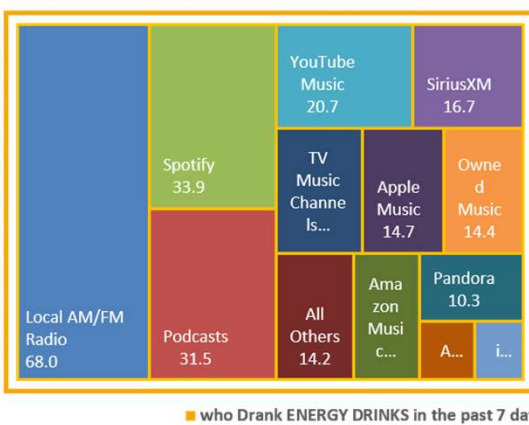


43,191,503 or 73.4% of Adults 18 or older who Drank ENERGY DRINKS in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 60.4 minutes every day representing 36.3% of all time spent daily with Ad-Supported Audio.

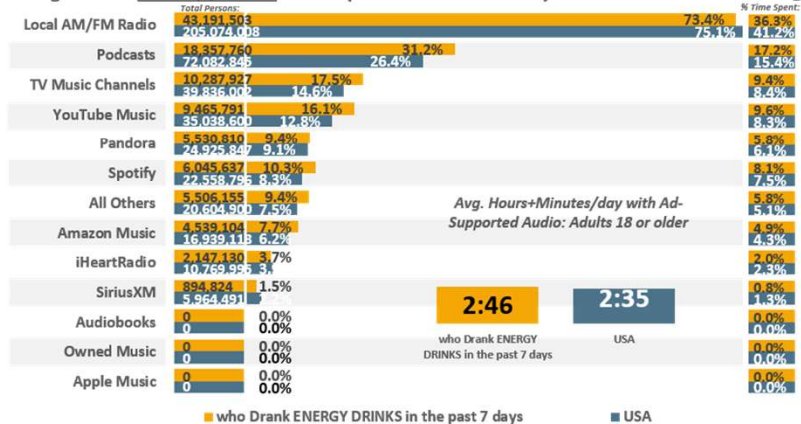
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



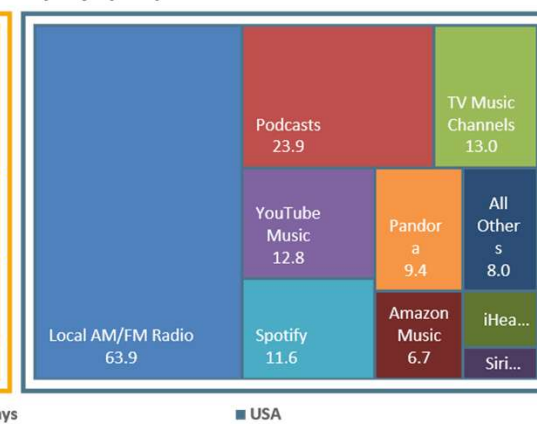
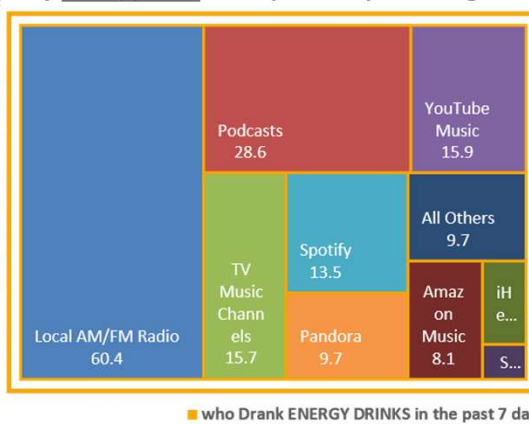
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 4,614
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Scarborough R1 2026: Jan 25-Mar26 USA Projection

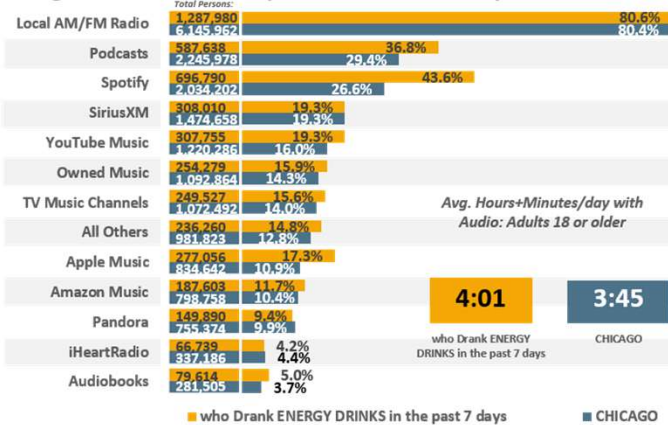
soefa.ai Share of Everything for Anything

Energy drinks drank past 7 days: Any energy drink past 7 days

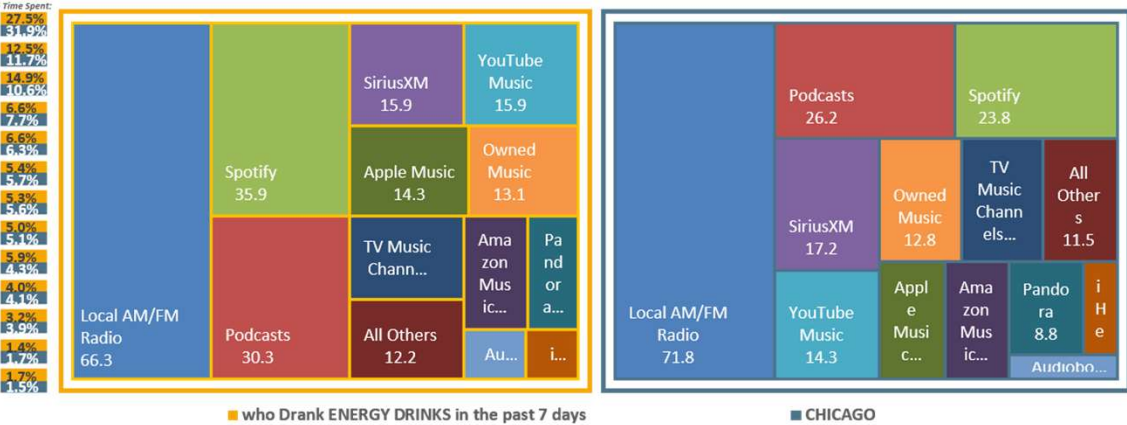


1,244,927 or 77.9% of Adults 18 or older who Drank ENERGY DRINKS in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 57.3 minutes every day representing 38.6% of all time spent daily with Ad-Supported Audio.

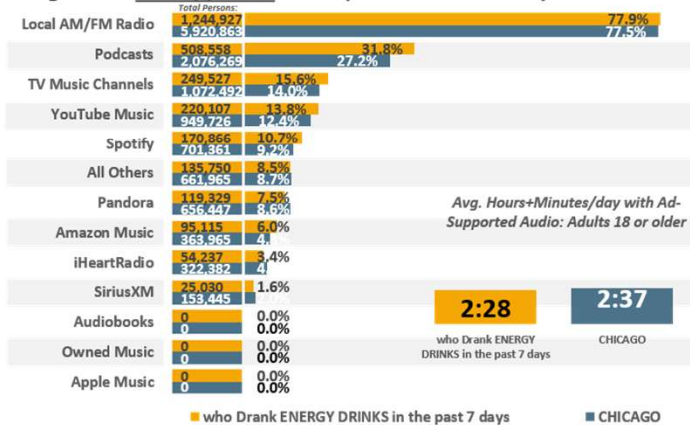
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



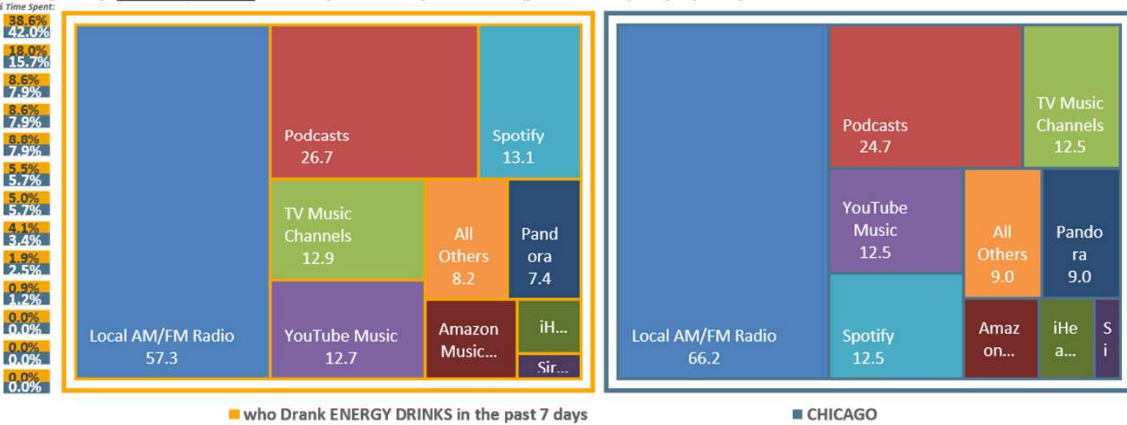
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



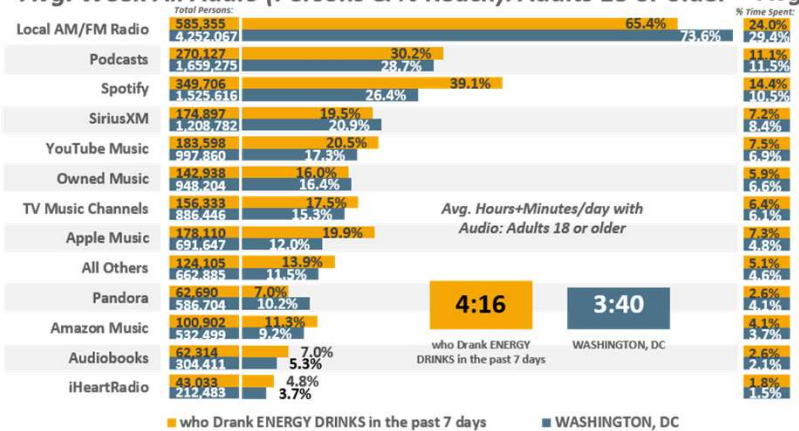
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



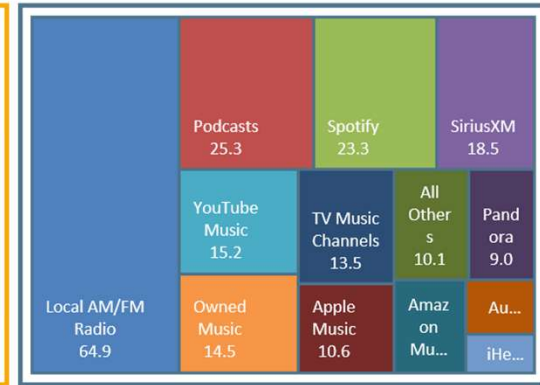
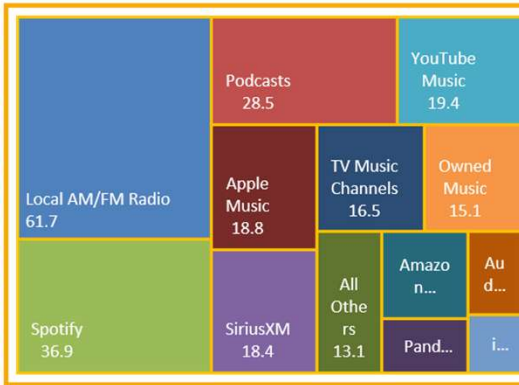


560,985 or 62.7% of Adults 18 or older who Drank ENERGY DRINKS in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 54.7 minutes every day representing 36.6% of all time spent daily with Ad-Supported Audio.

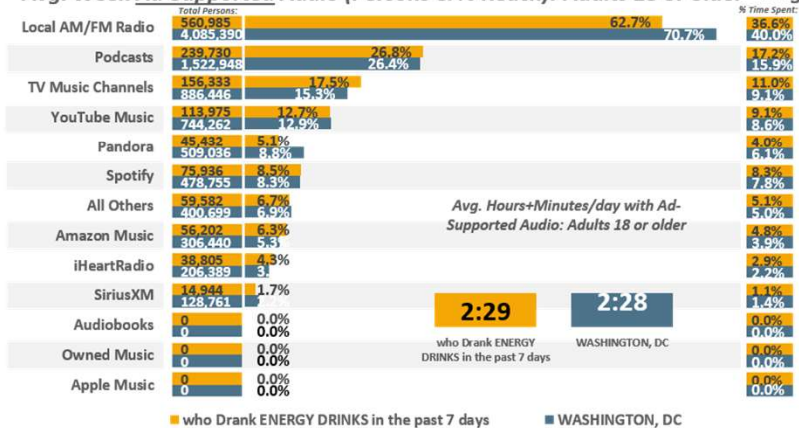
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



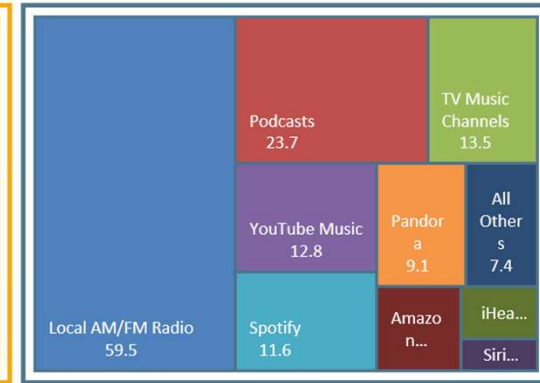
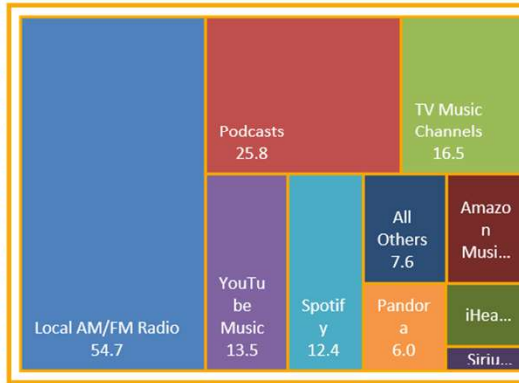
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



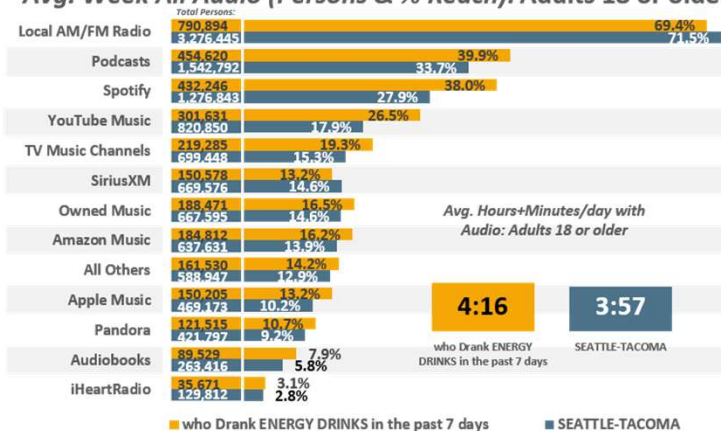
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



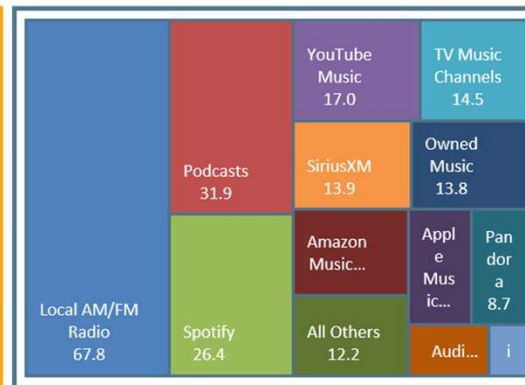
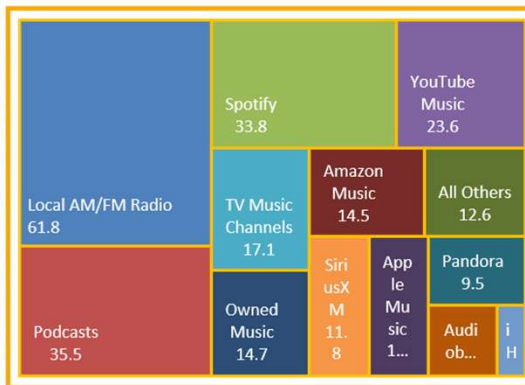


771,647 or 67.8% of Adults 18 or older who Drank ENERGY DRINKS in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 54.6 minutes every day representing 33.3% of all time spent daily with Ad-Supported Audio.

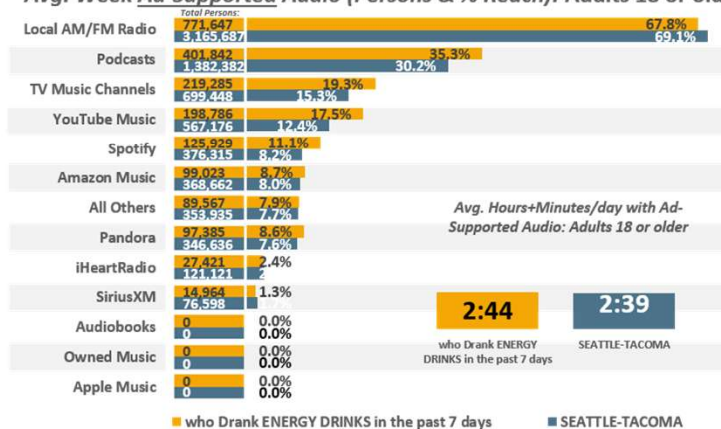
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



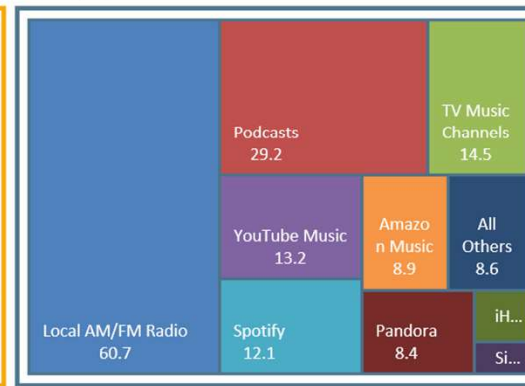
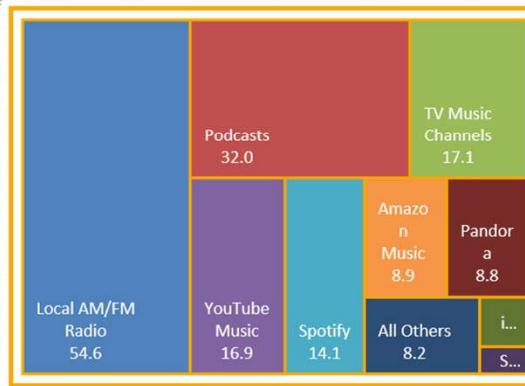
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



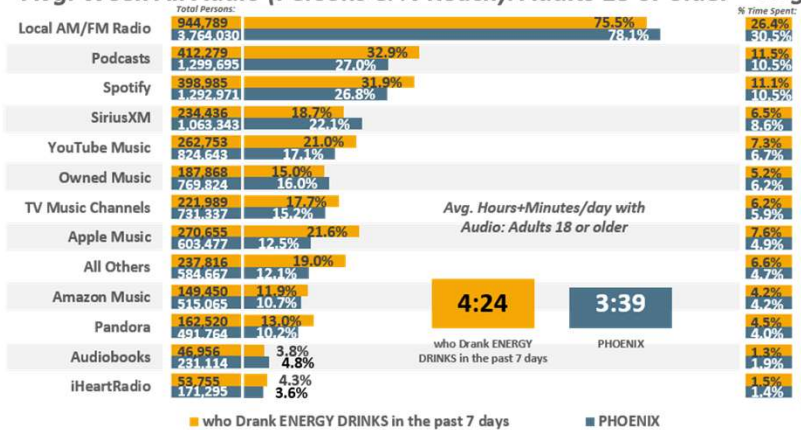
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



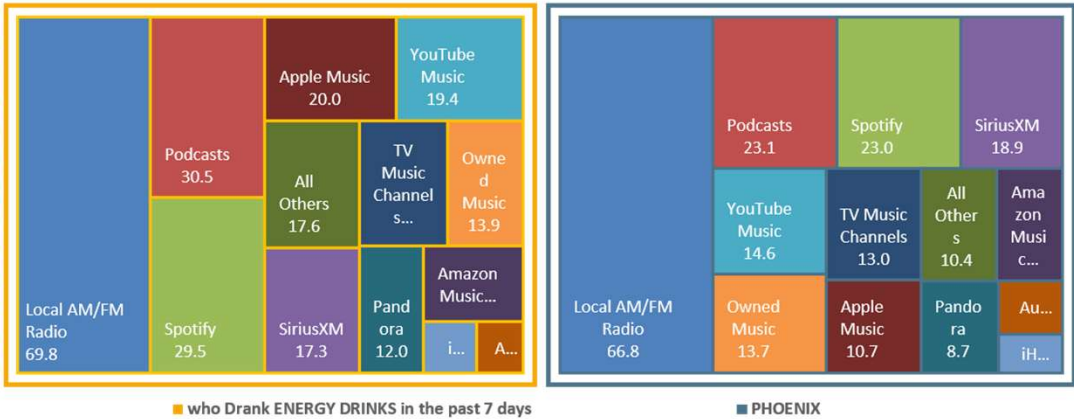


922,933 or 73.7% of Adults 18 or older who Drank ENERGY DRINKS in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 63.1 minutes every day representing 37.1% of all time spent daily with Ad-Supported Audio.

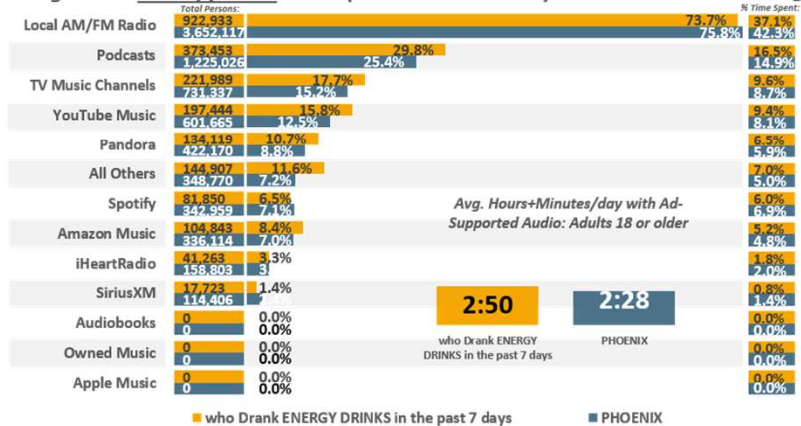
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



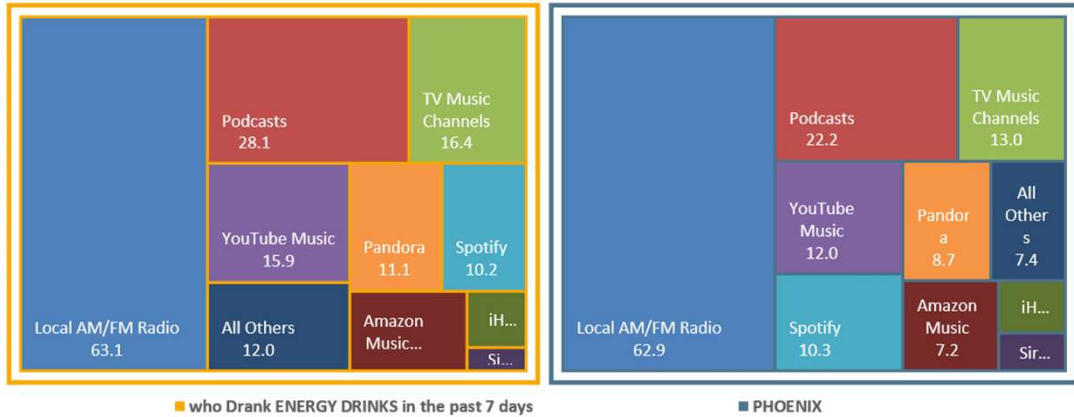
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

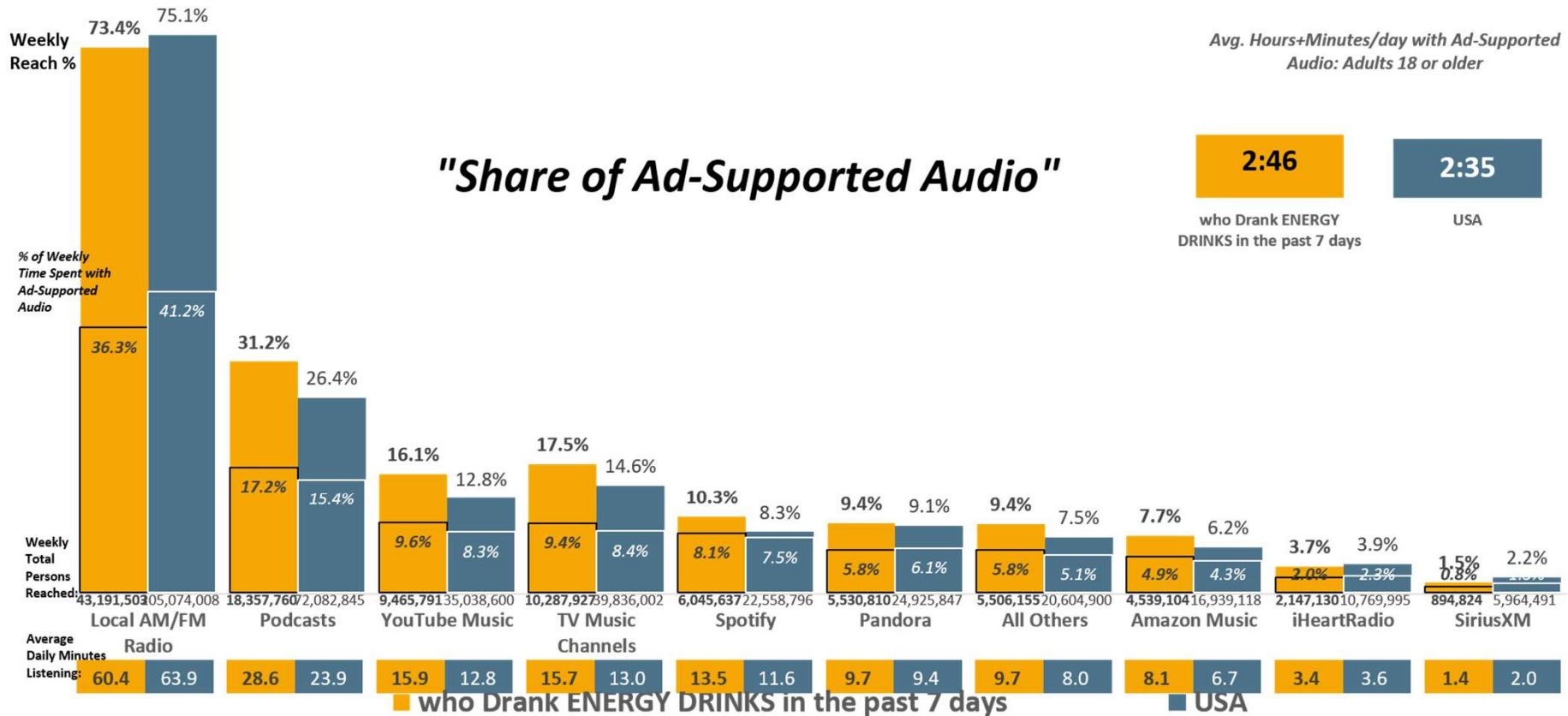


Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



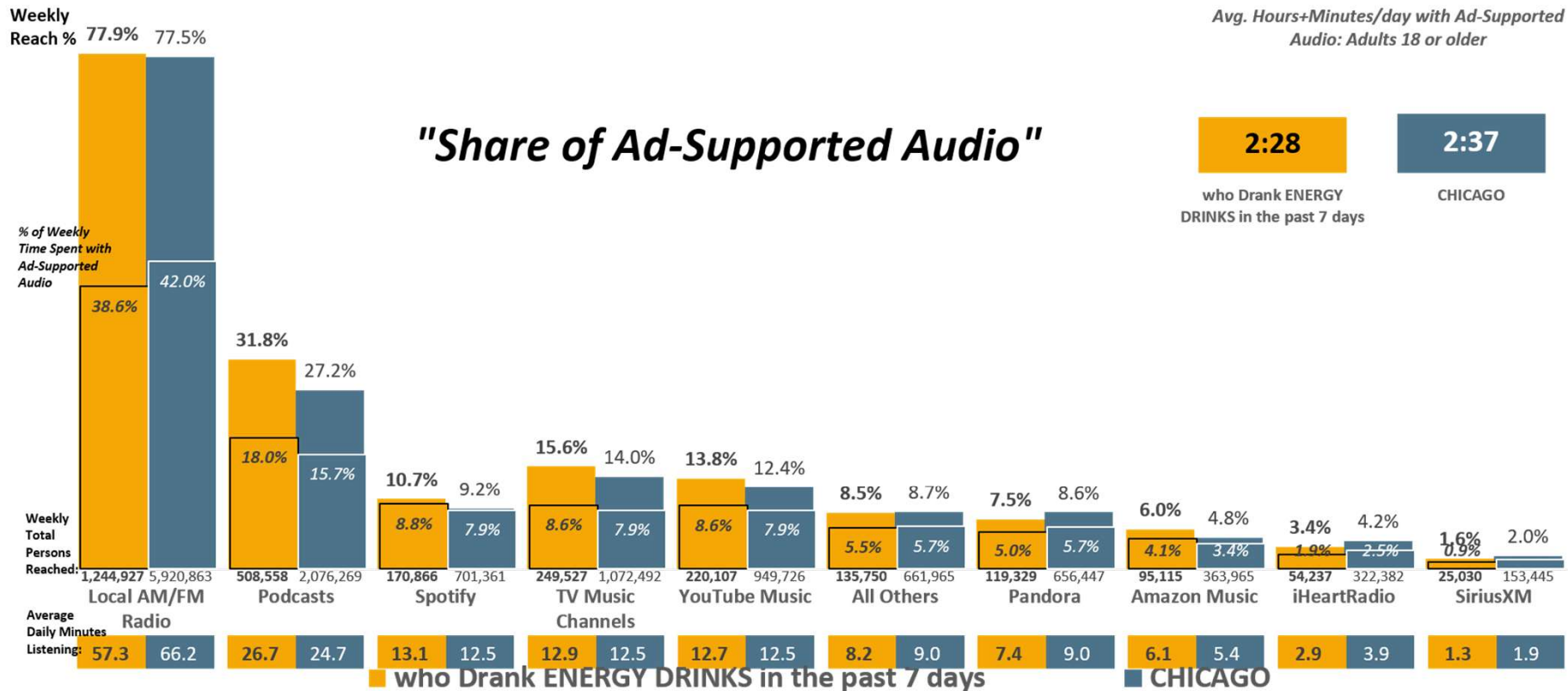


43,191,503 or 73.4% of Adults 18 or older who Drank ENERGY DRINKS in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 60.4 minutes every day representing 36.3% of all time spent daily with Ad-Supported Audio.



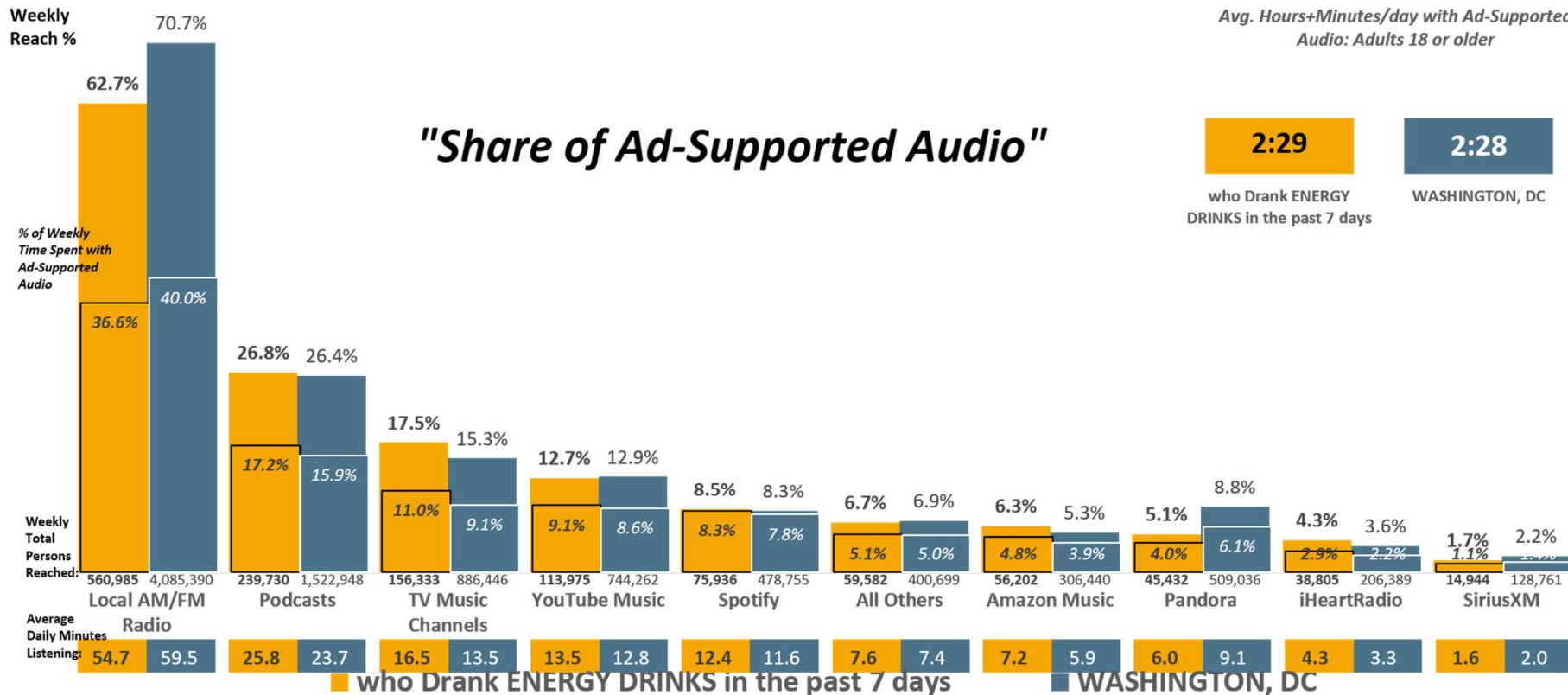


1,244,927 or 77.9% of Adults 18 or older who Drank ENERGY DRINKS in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 57.3 minutes every day representing 38.6% of all time spent daily with Ad-Supported Audio.



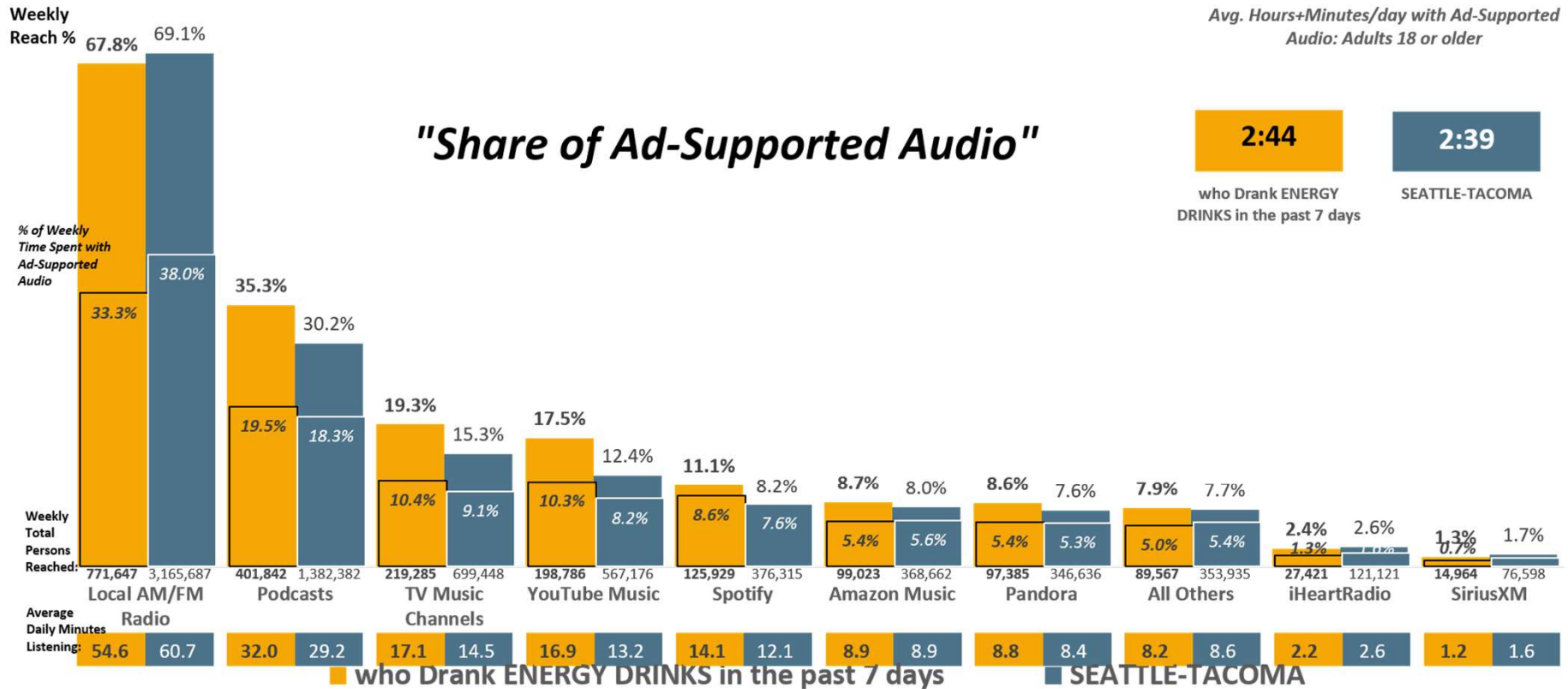


560,985 or 62.7% of Adults 18 or older who Drank ENERGY DRINKS in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 54.7 minutes every day representing 36.6% of all time spent daily with Ad-Supported Audio.



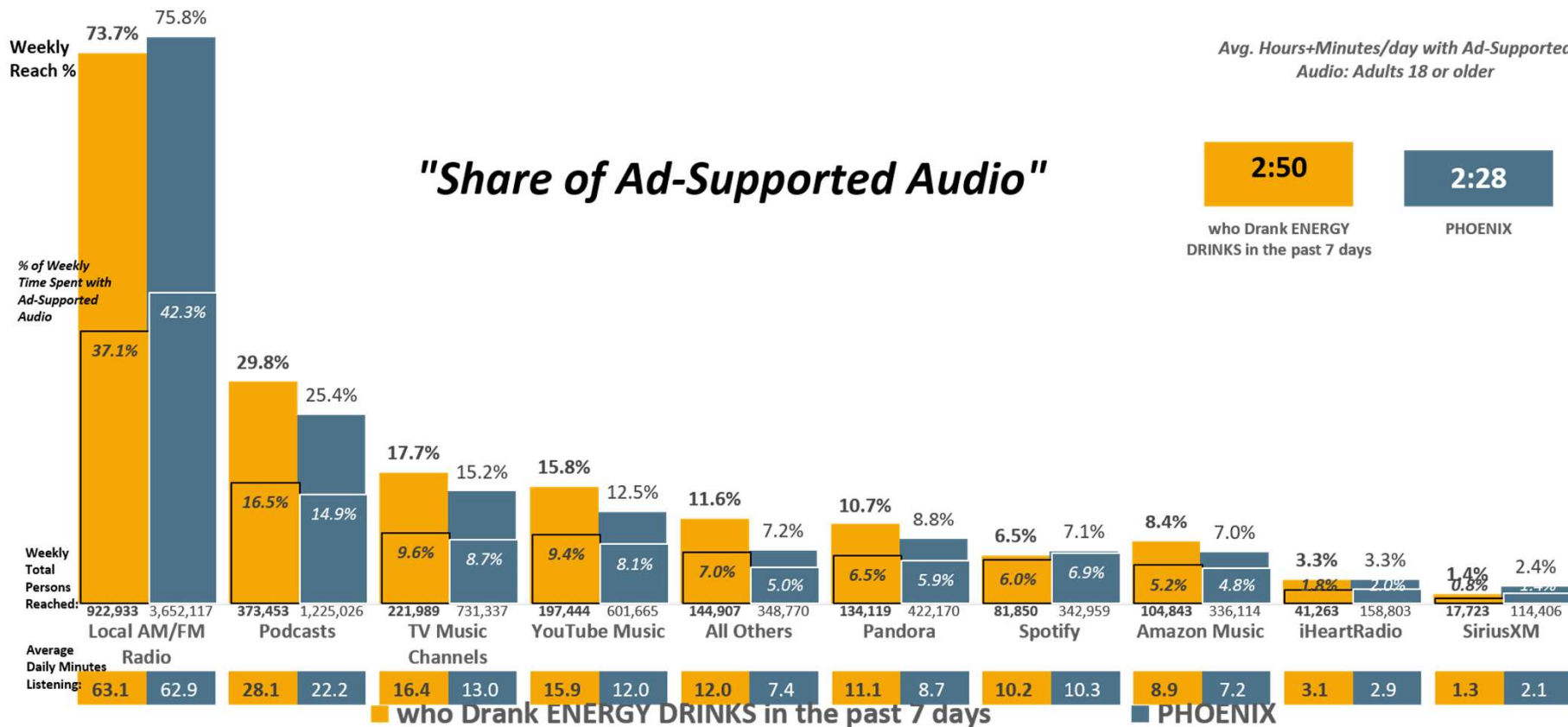


771,647 or 67.8% of Adults 18 or older who Drank ENERGY DRINKS in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 54.6 minutes every day representing 33.3% of all time spent daily with Ad-Supported Audio.





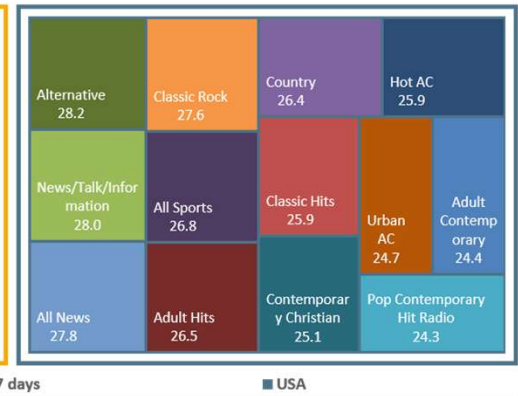
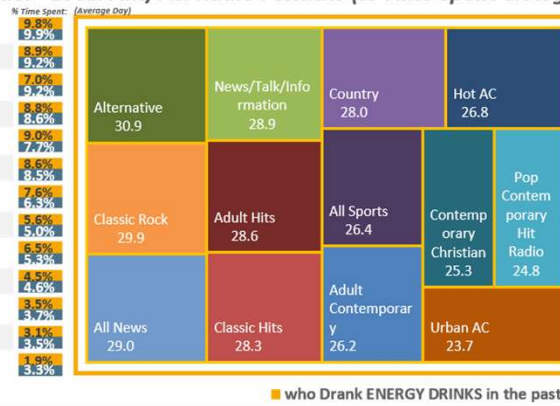
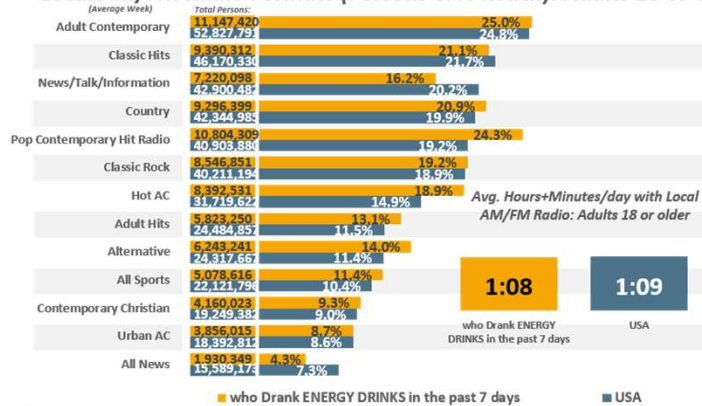
922,933 or 73.7% of Adults 18 or older who Drank ENERGY DRINKS in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 63.1 minutes every day representing 37.1% of all time spent daily with Ad-Supported Audio.



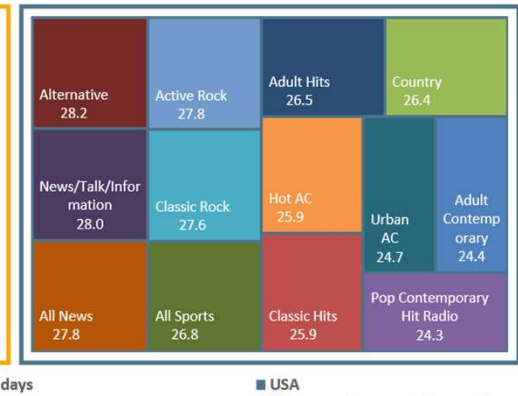
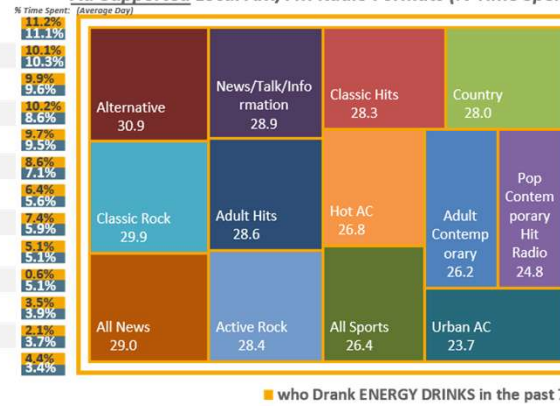
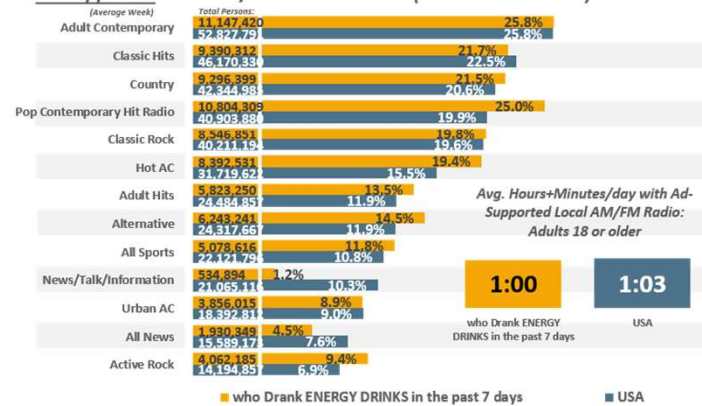


43,191,503 or 73.4% of Adults 18 or older who Drank ENERGY DRINKS in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Classic Hits, Country, and Classic Rock.

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



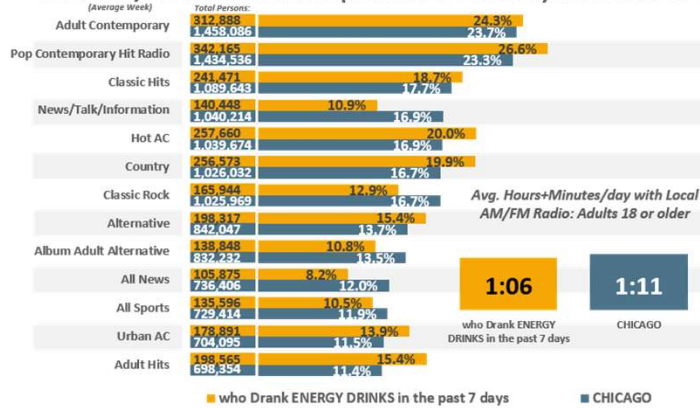
Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older **Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



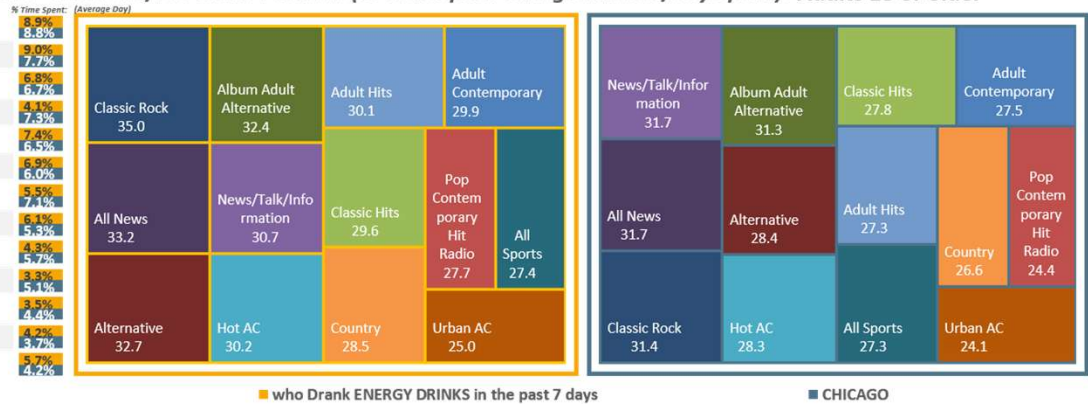


1,244,927 or 77.9% of Adults 18 or older who Drank ENERGY DRINKS in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Adult Contemporary, Hot AC, Country, and Urban Contemporary.

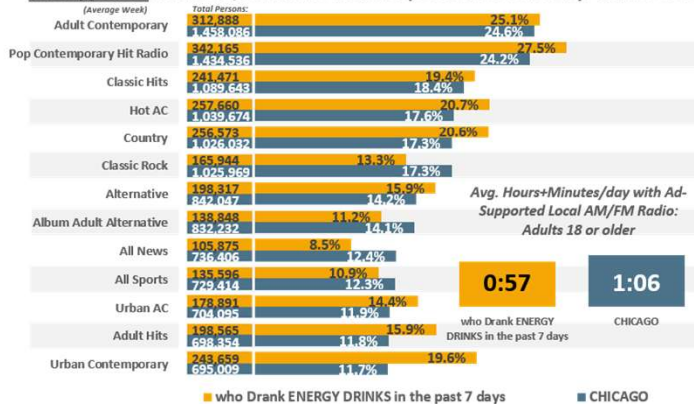
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



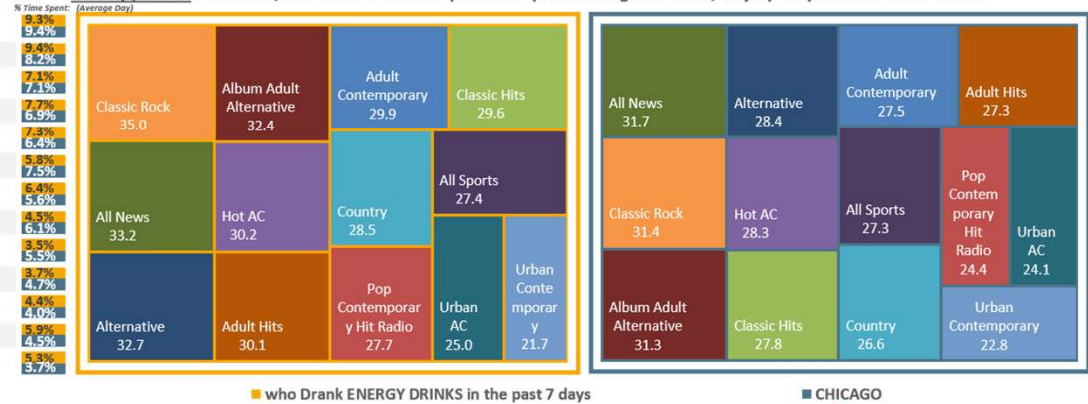
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 765
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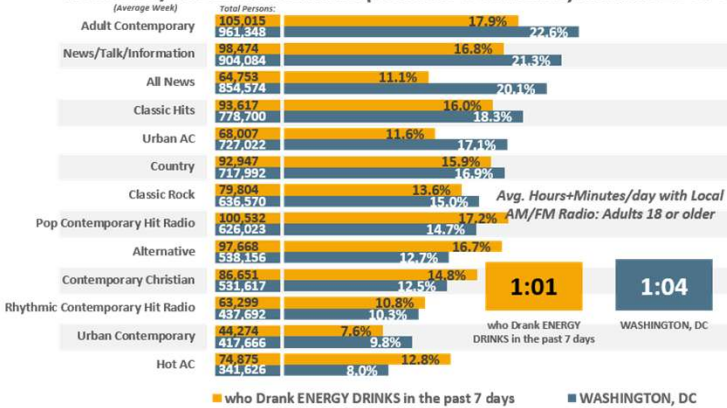
soefa.ai Share of Everything for Anything

Energy drinks drank past 7 days: Any energy drink past 7 days

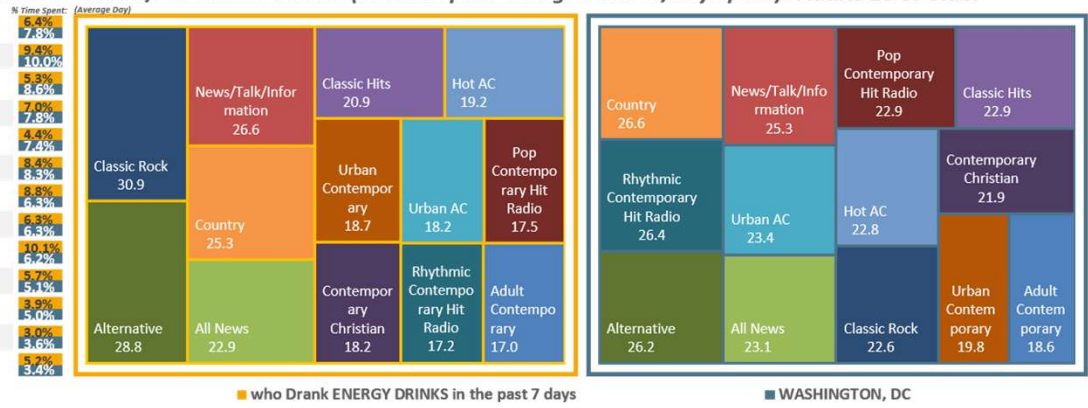


560,985 or 62.7% of Adults 18 or older who Drank ENERGY DRINKS in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Alternative, Classic Hits, and Country.

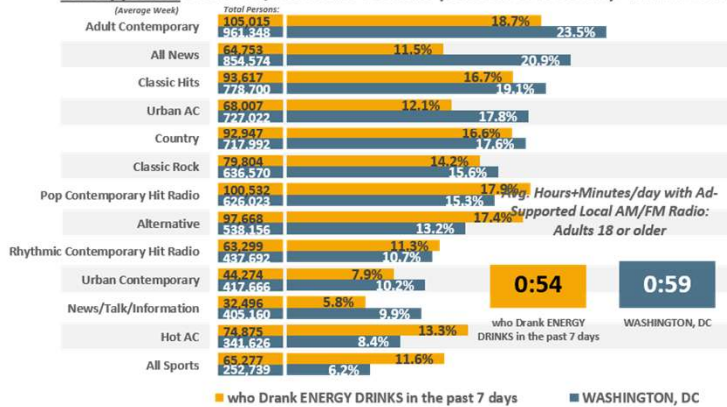
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



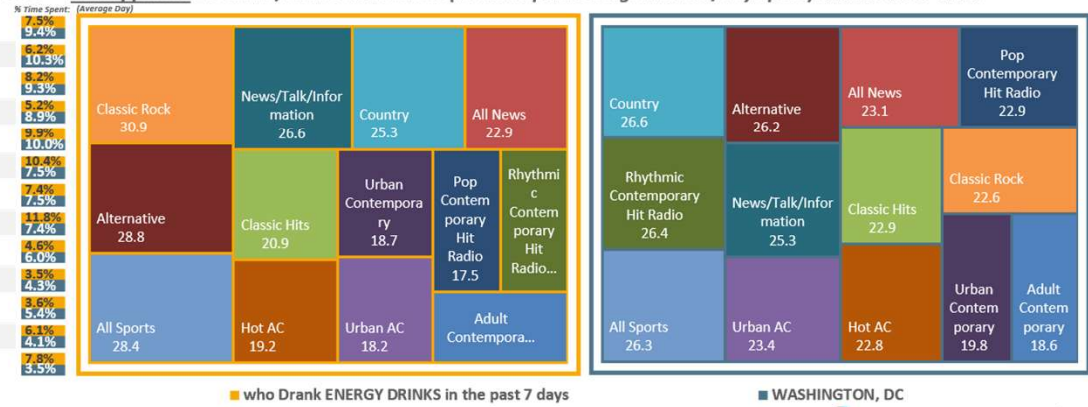
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 951
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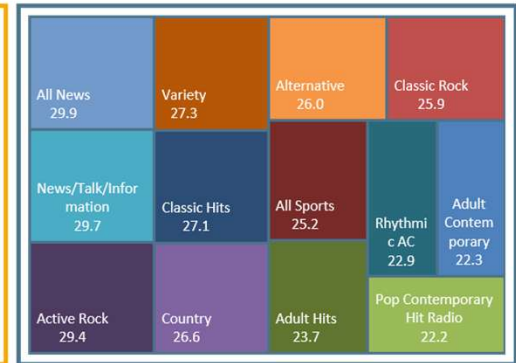
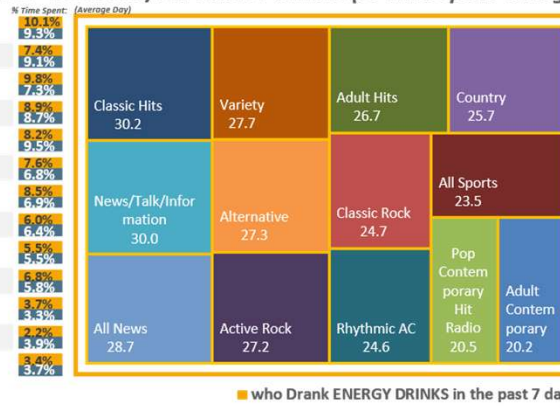
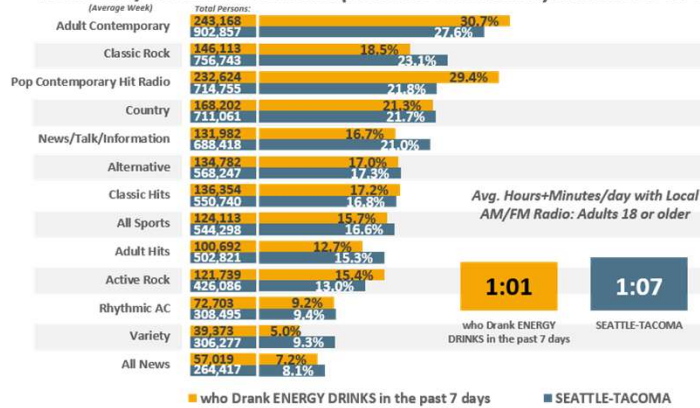
soefa.ai Share of Everything for Anything

Energy drinks drank past 7 days: Any energy drink past 7 days

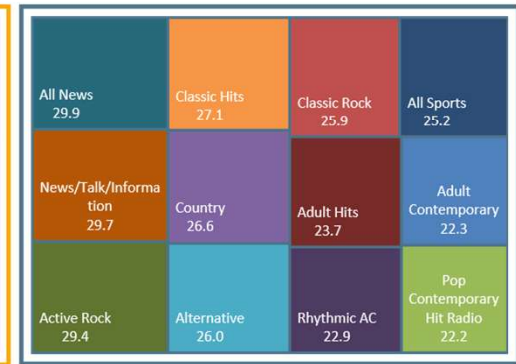
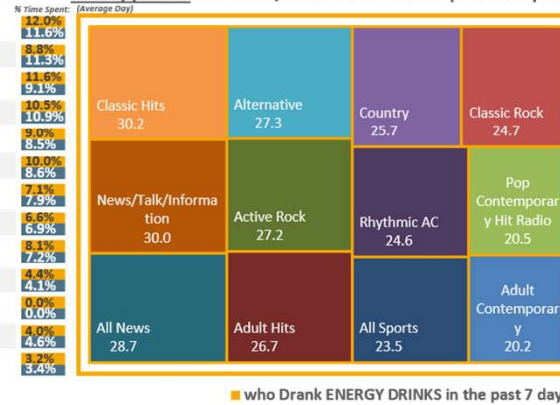
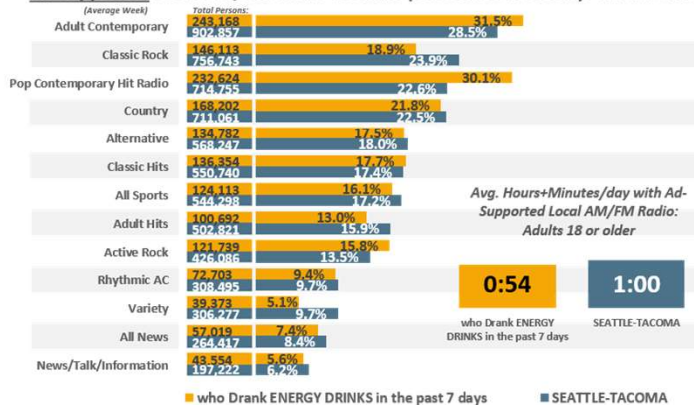


771,647 or 67.8% of Adults 18 or older who Drank ENERGY DRINKS in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Country, Classic Rock, and Classic Hits.

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



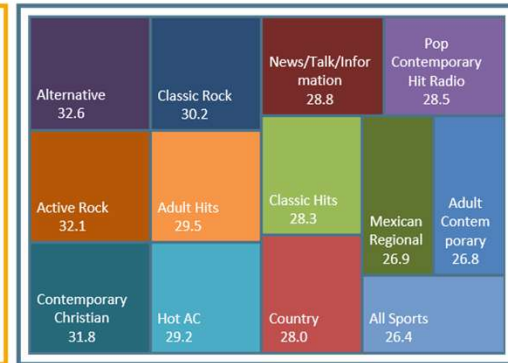
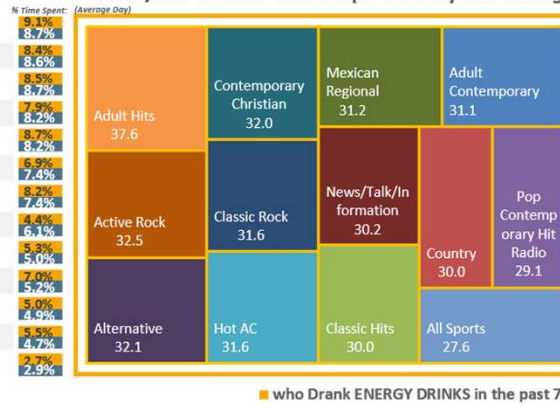
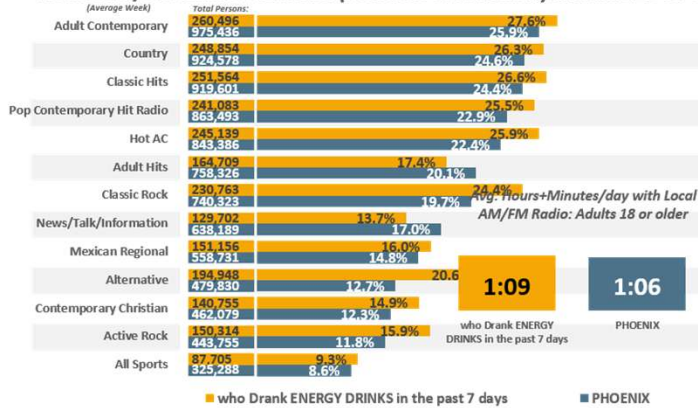
Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older **Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



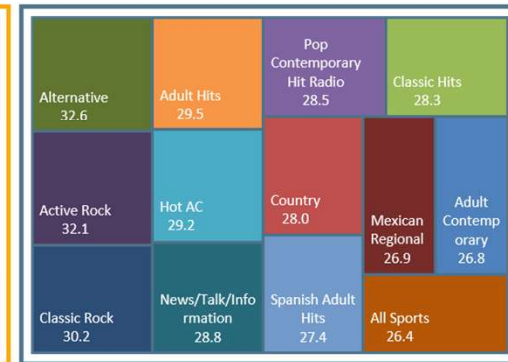
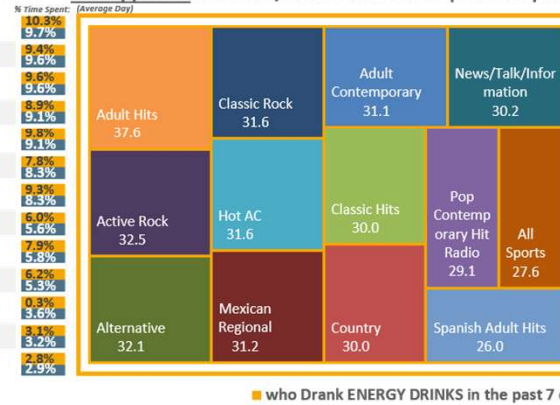
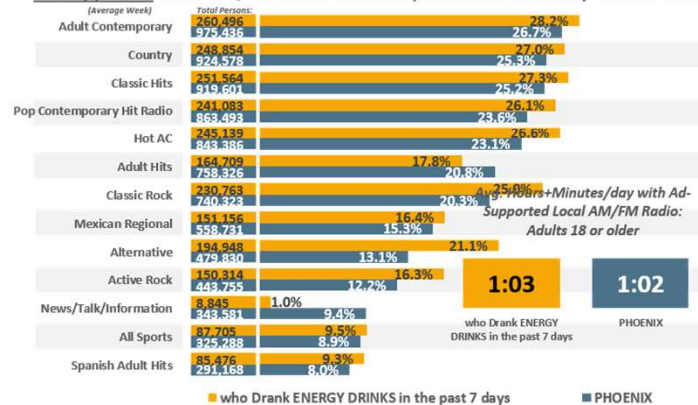


922,933 or 73.7% of Adults 18 or older who Drank ENERGY DRINKS in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Country, Hot AC, and Pop Contemporary Hit Radio.

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



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

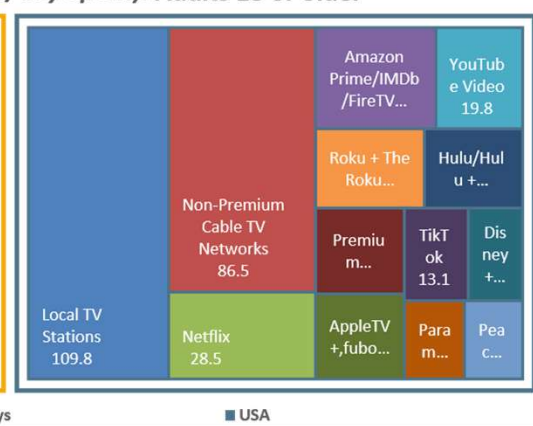
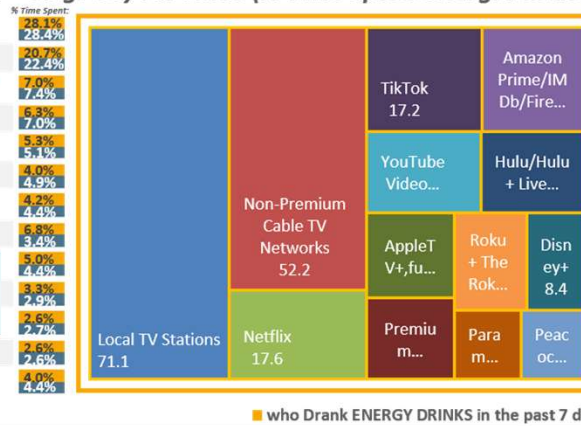
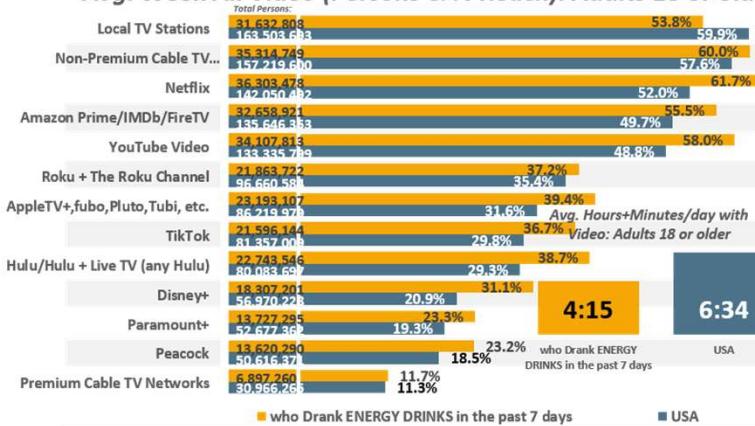




31,090,190 or 52.9% of Adults 18 or older who Drank ENERGY DRINKS in the past 7 days watch Ad-Supported Local TV Stations for an average of 66.8 minutes every day representing 31.8% of all time spent daily with Ad-Supported Video.

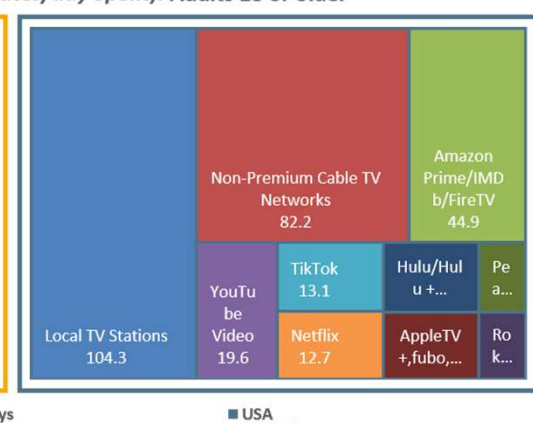
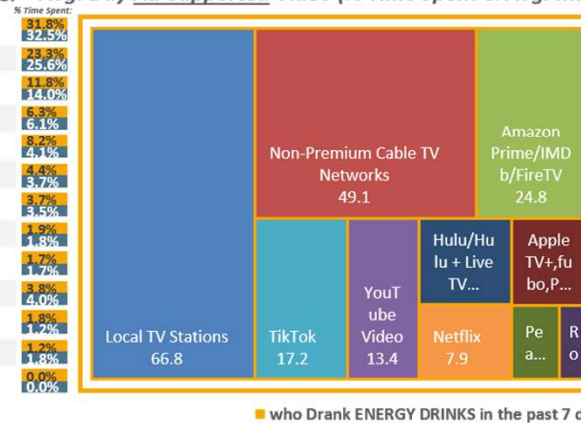
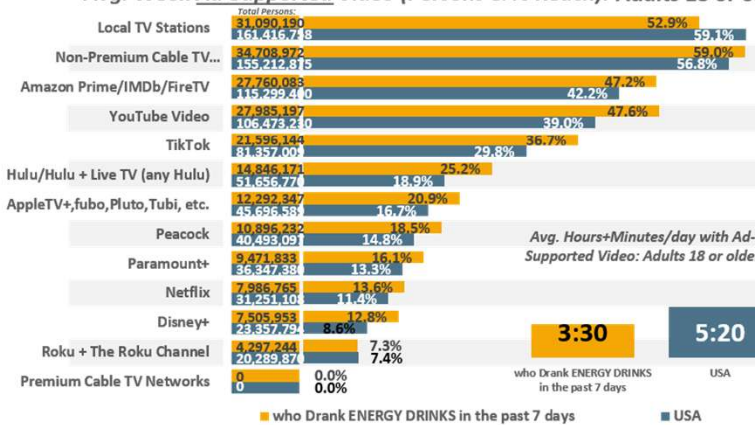
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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

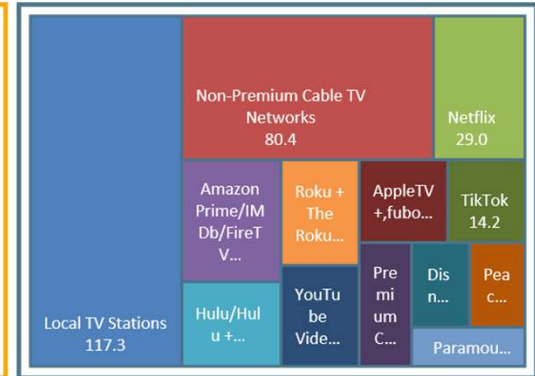
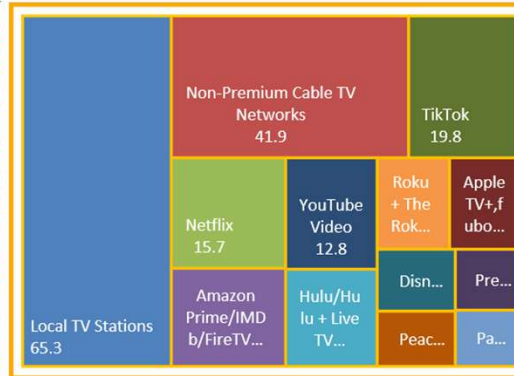
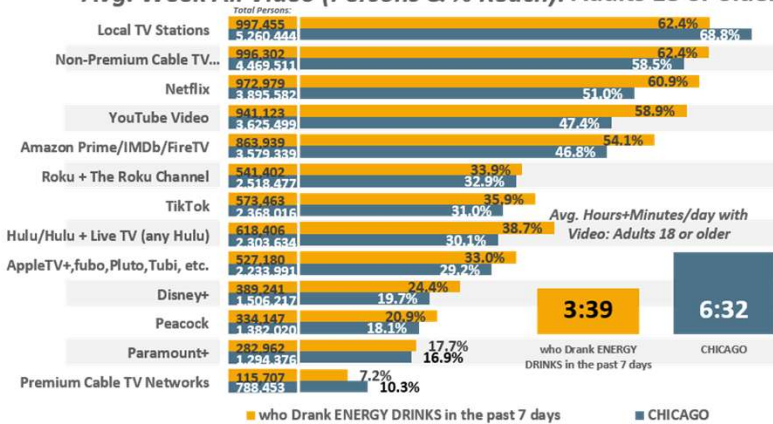




978,883 or 61.3% of Adults 18 or older who Drank ENERGY DRINKS in the past 7 days watch Ad-Supported Local TV Stations for an average of 60.9 minutes every day representing 33.3% of all time spent daily with Ad-Supported Video.

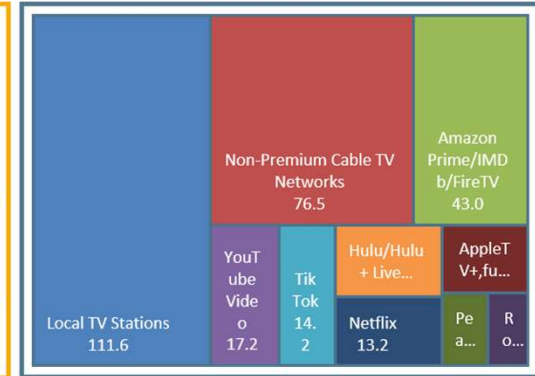
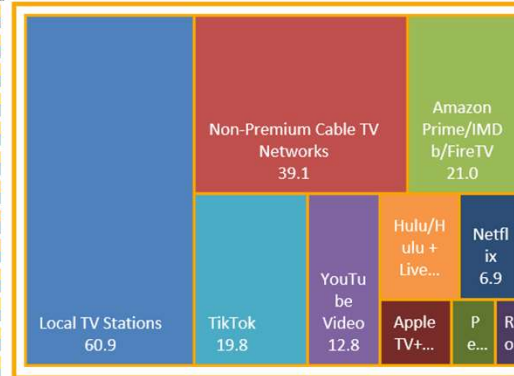
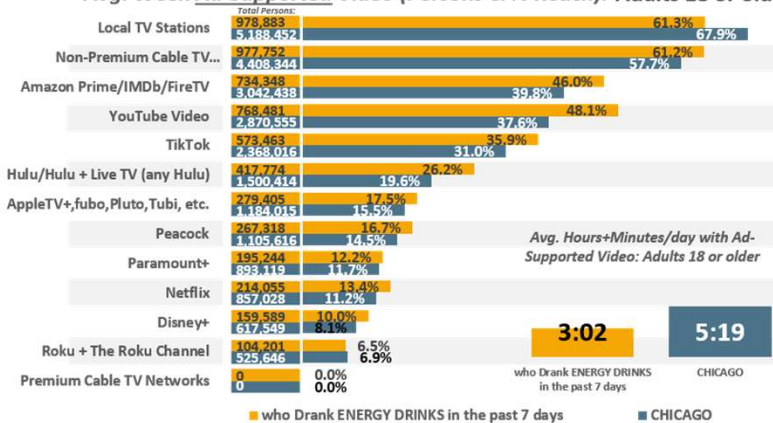
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 765
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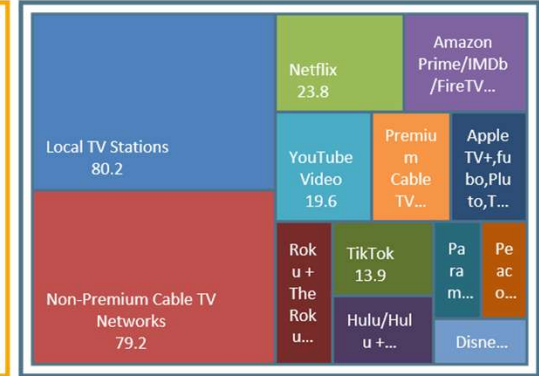
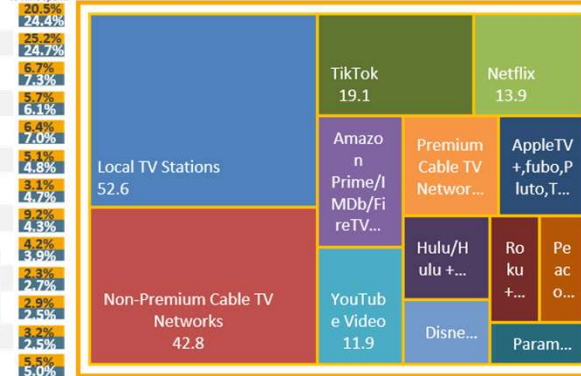
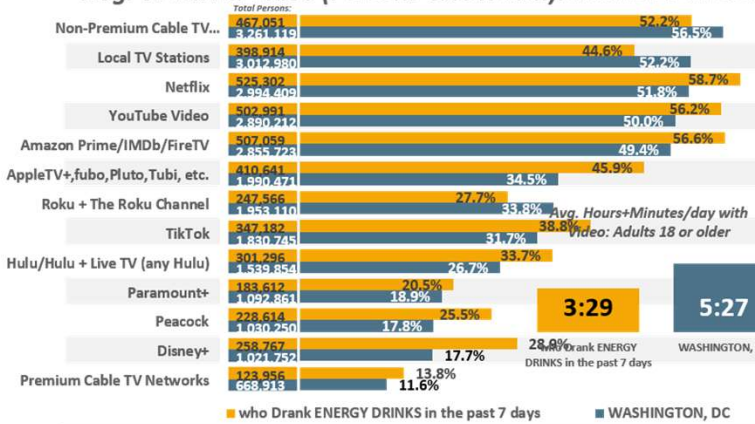
Energy drinks drank past 7 days: Any energy drink past 7 days



394,977 or 44.1% of Adults 18 or older who Drank ENERGY DRINKS in the past 7 days watch Ad-Supported Local TV Stations for an average of 49.5 minutes every day representing 28.2% of all time spent daily with Ad-Supported Video.

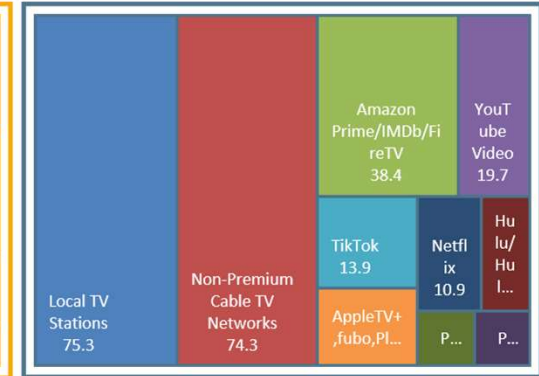
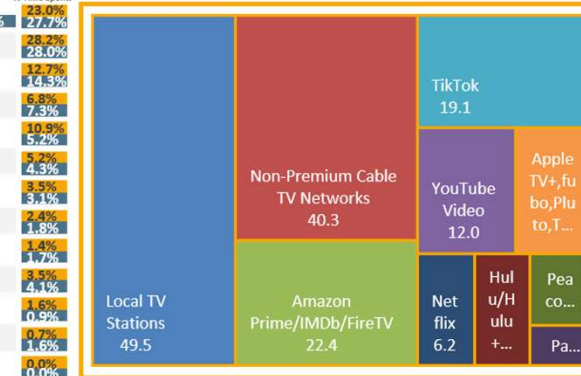
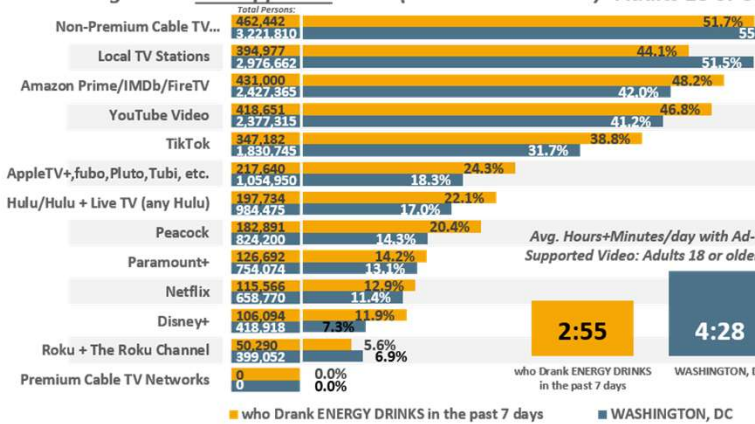
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 951
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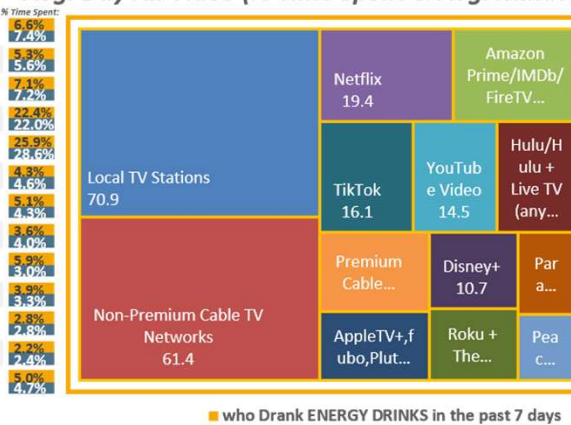
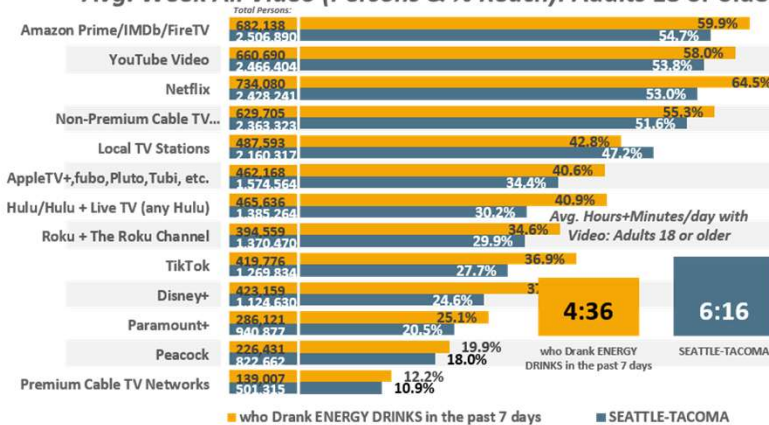
Energy drinks drank past 7 days: Any energy drink past 7 days



478,603 or 42.% of Adults 18 or older who Drank ENERGY DRINKS in the past 7 days watch Ad-Supported Local TV Stations for an average of 67.4 minutes every day representing 29.6% of all time spent daily with Ad-Supported Video.

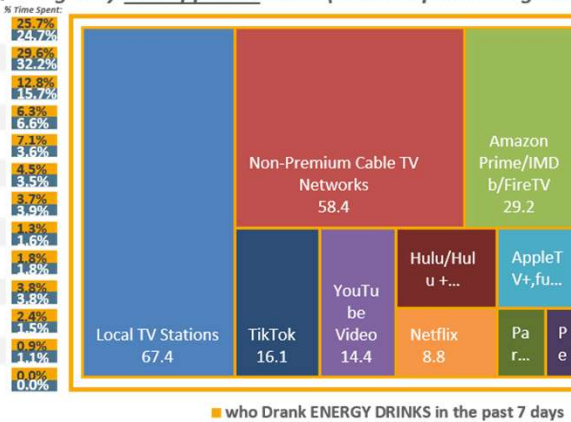
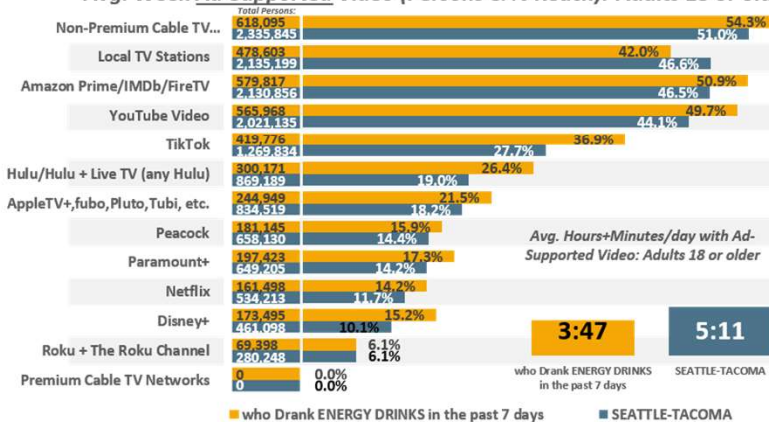
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 831
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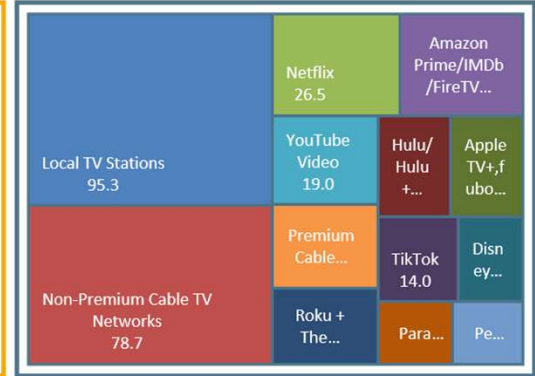
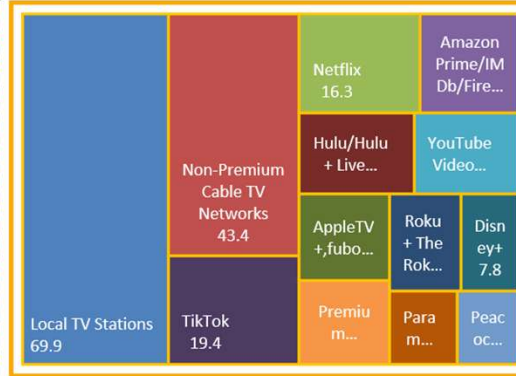
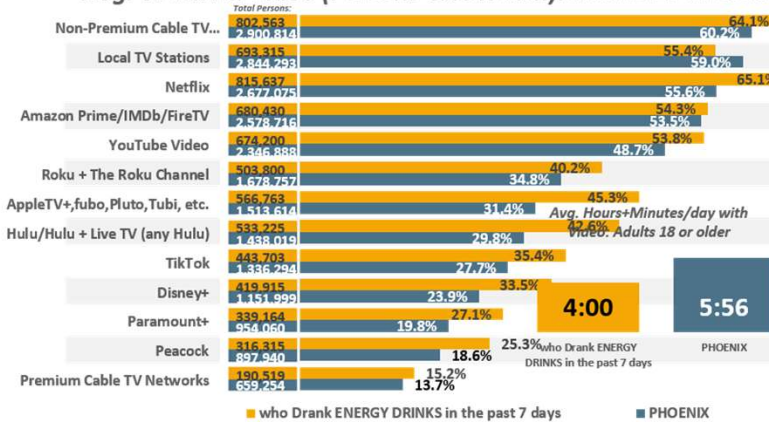
Energy drinks drank past 7 days: Any energy drink past 7 days



679,965 or 54.3% of Adults 18 or older who Drank ENERGY DRINKS in the past 7 days watch Ad-Supported Local TV Stations for an average of 64.9 minutes every day representing 33.1% of all time spent daily with Ad-Supported Video.

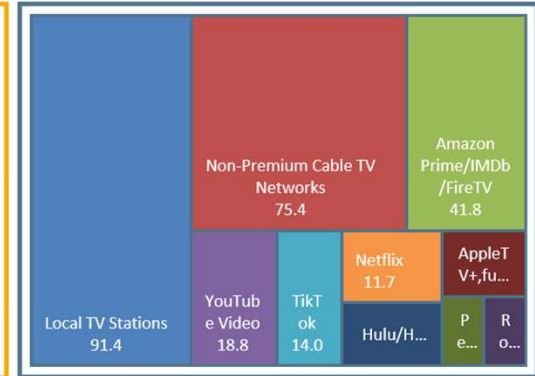
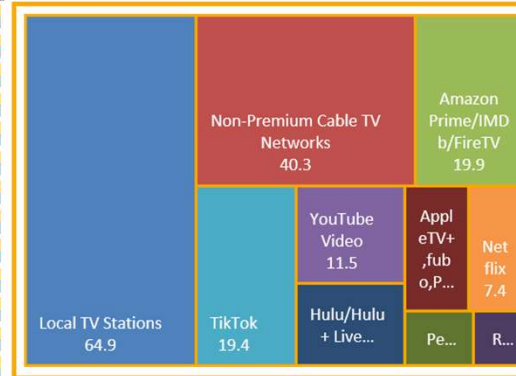
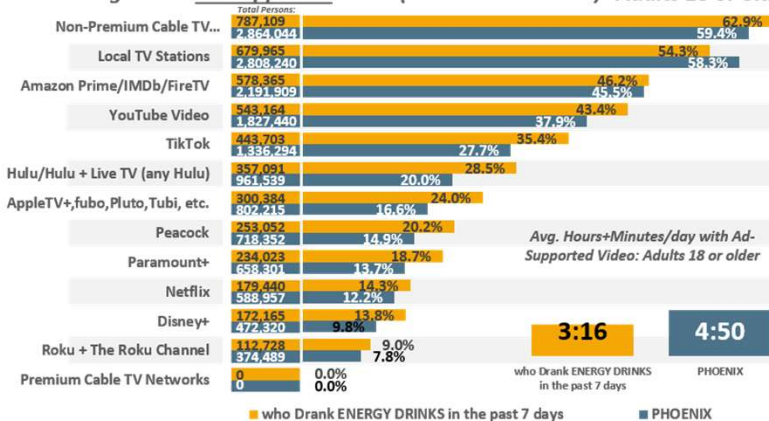
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



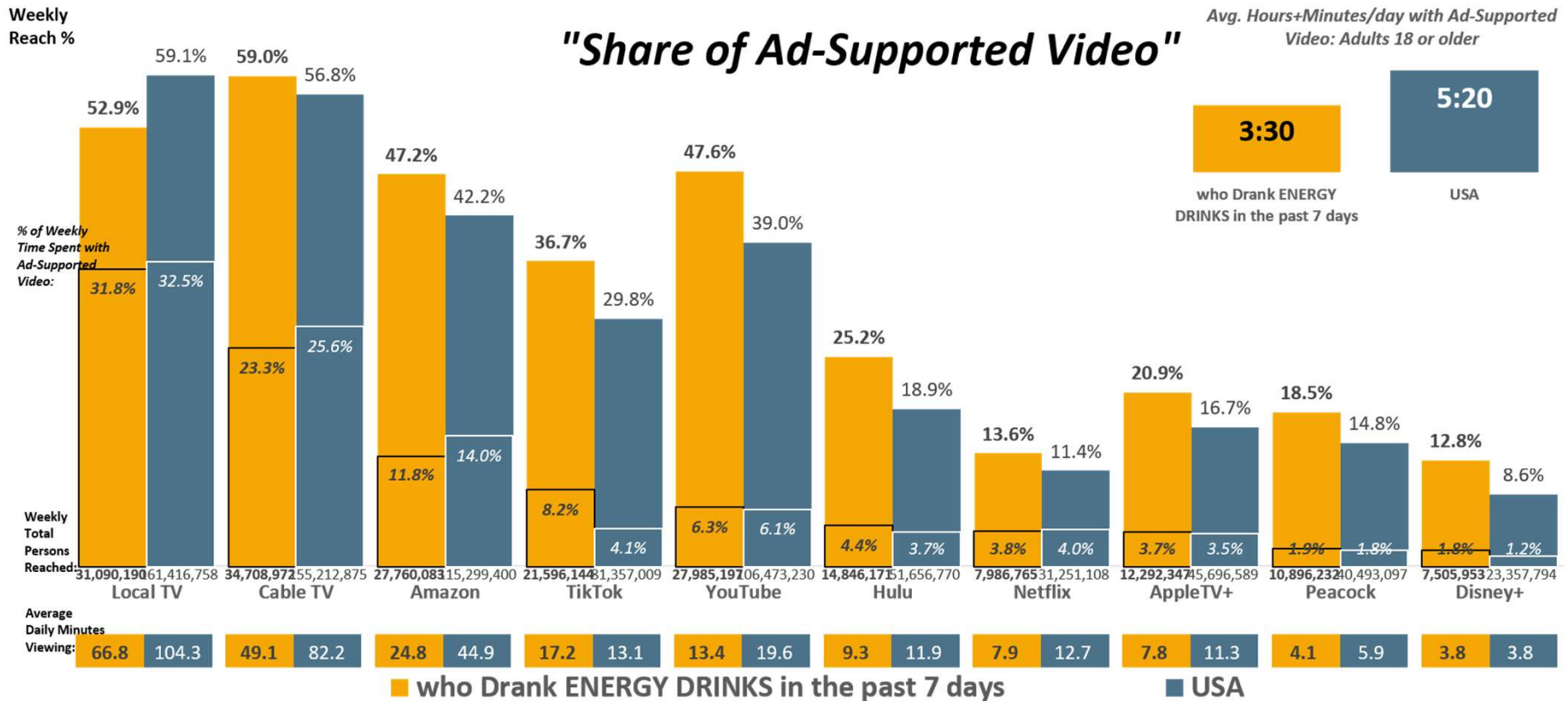
PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 578
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Energy drinks drank past 7 days: Any energy drink past 7 days



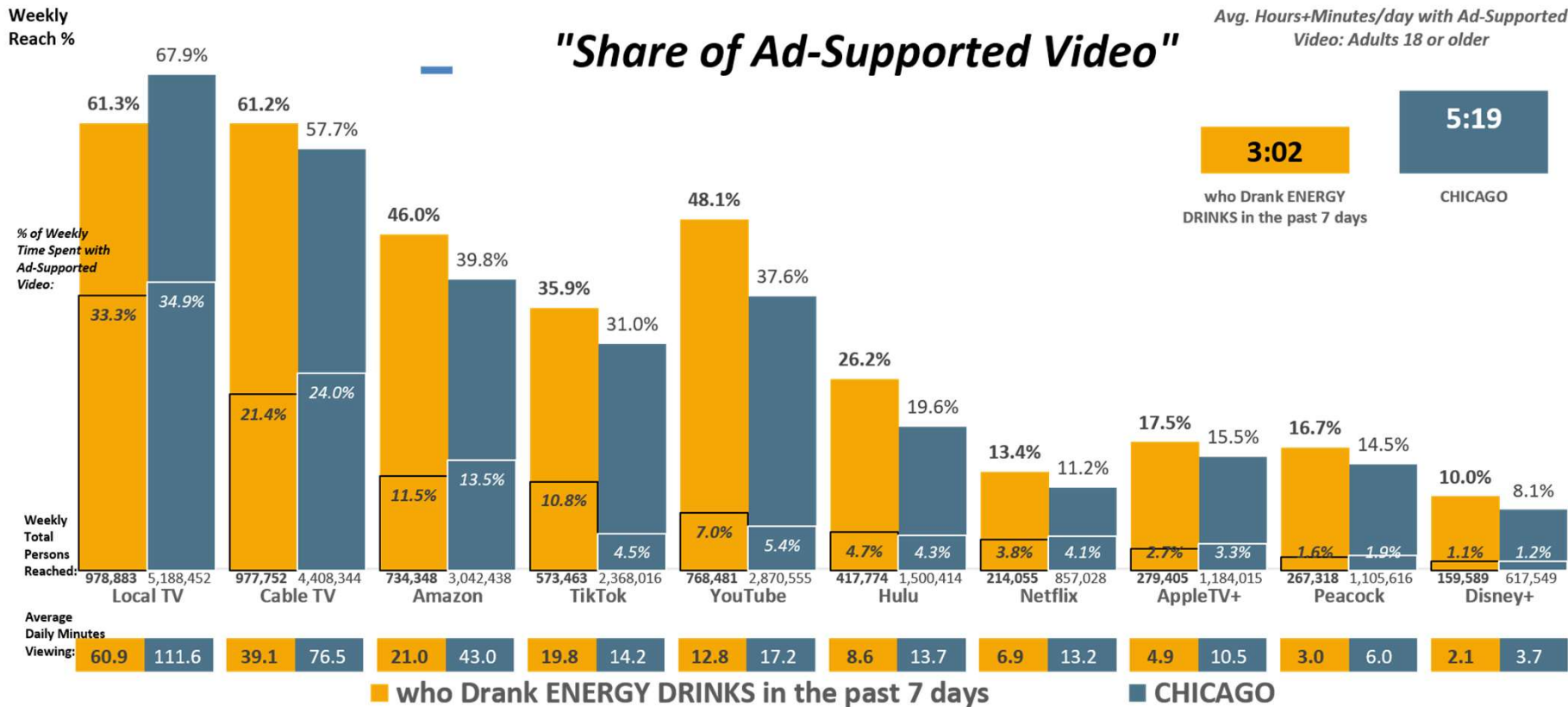
31,090,190 or 52.9% of Adults 18 or older who Drank ENERGY DRINKS in the past 7 days watch Ad-Supported Local TV Stations for an average of 66.8 minutes every day representing 31.8% of all time spent daily with Ad-Supported Video.





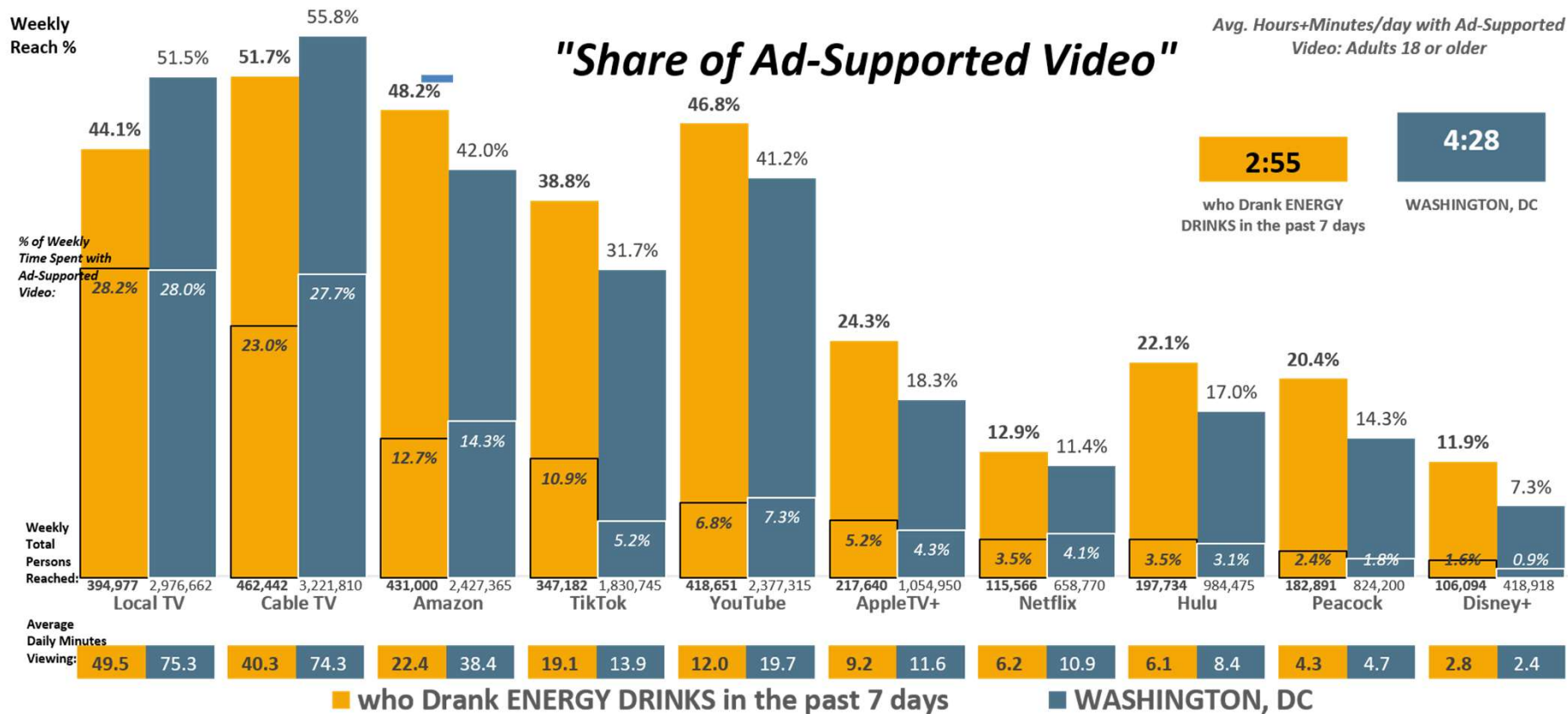
978,883 or 61.3% of Adults 18 or older who Drank ENERGY DRINKS in the past 7 days watch Ad-Supported Local TV Stations for an average of 60.9 minutes every day representing 33.3% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"



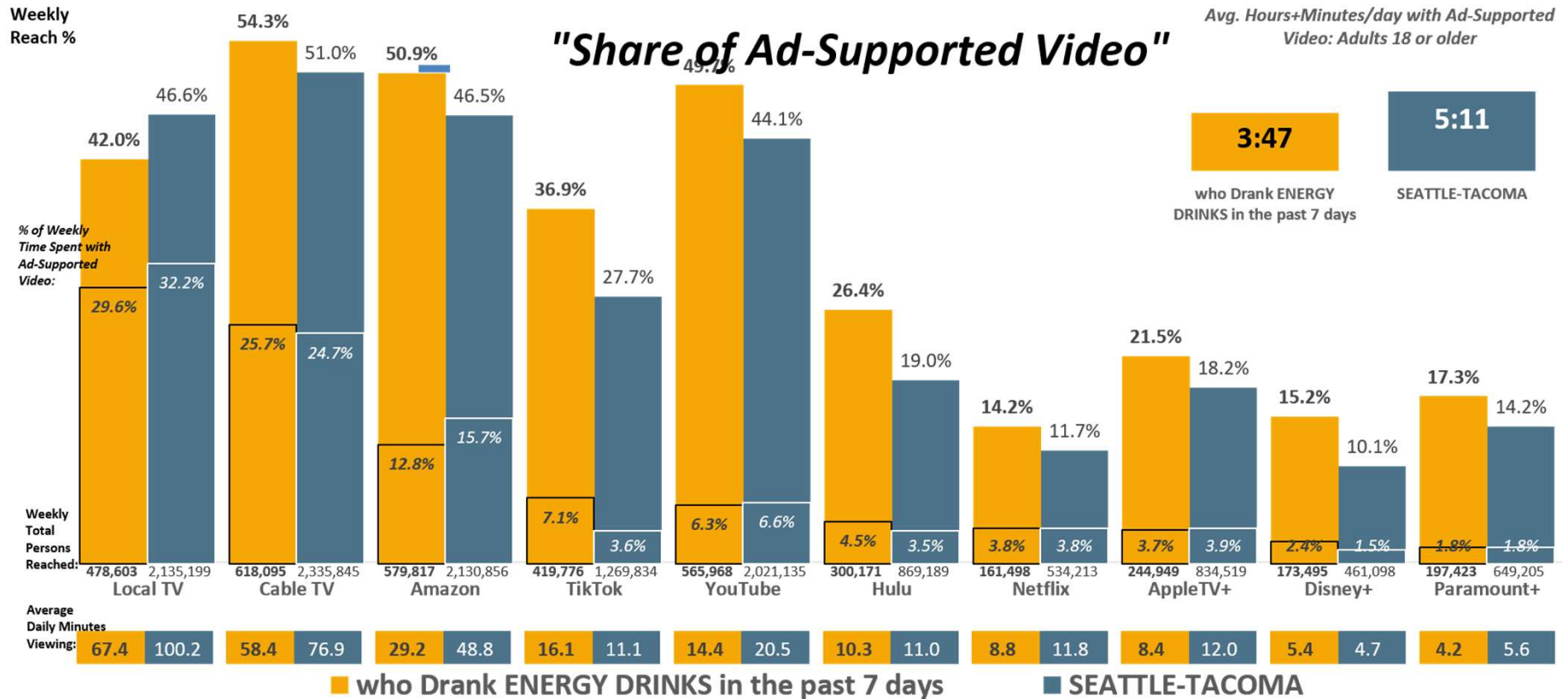


394,977 or 44.1% of Adults 18 or older who Drank ENERGY DRINKS in the past 7 days watch Ad-Supported Local TV Stations for an average of 49.5 minutes every day representing 28.2% of all time spent daily with Ad-Supported Video.





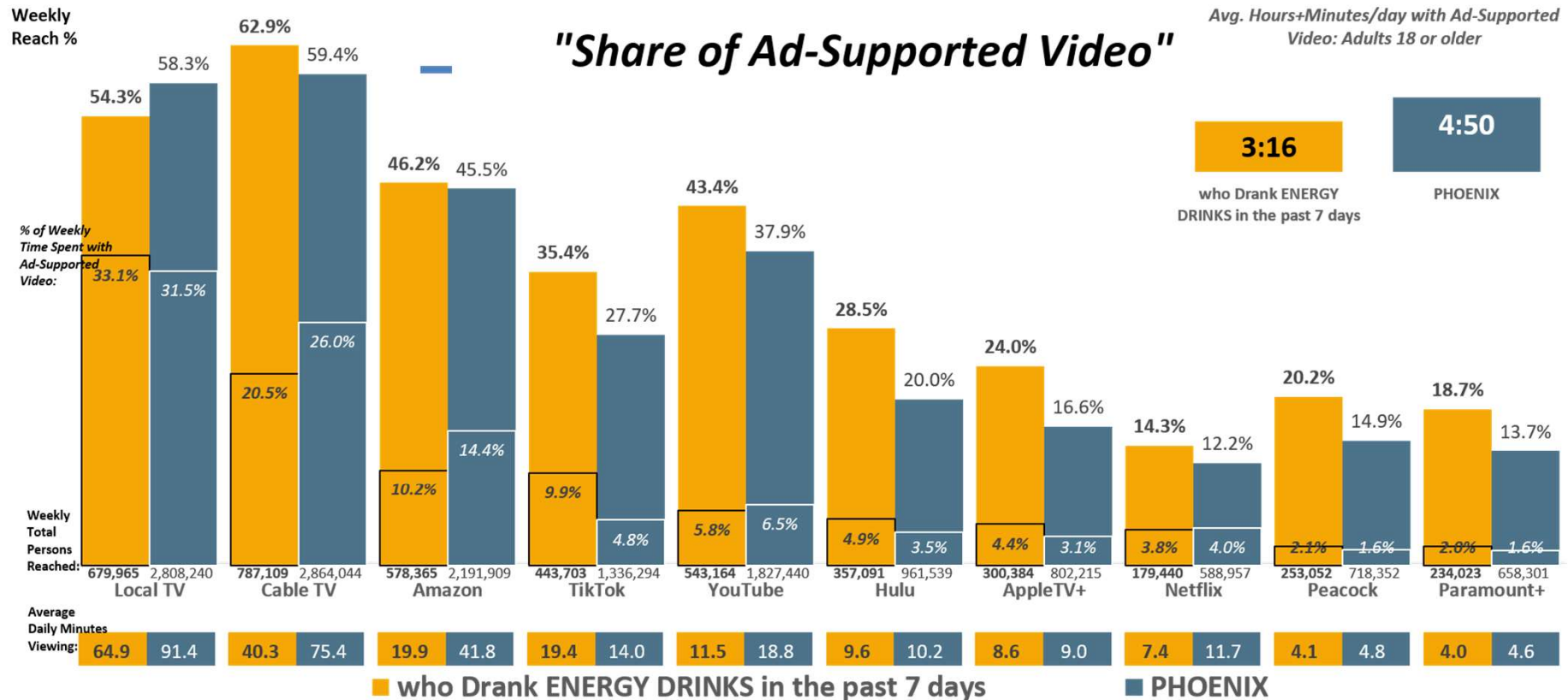
478,603 or 42.% of Adults 18 or older who Drank ENERGY DRINKS in the past 7 days watch Ad-Supported Local TV Stations for an average of 67.4 minutes every day representing 29.6% of all time spent daily with Ad-Supported Video.





679,965 or 54.3% of Adults 18 or older who Drank ENERGY DRINKS in the past 7 days watch Ad-Supported Local TV Stations for an average of 64.9 minutes every day representing 33.1% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"



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

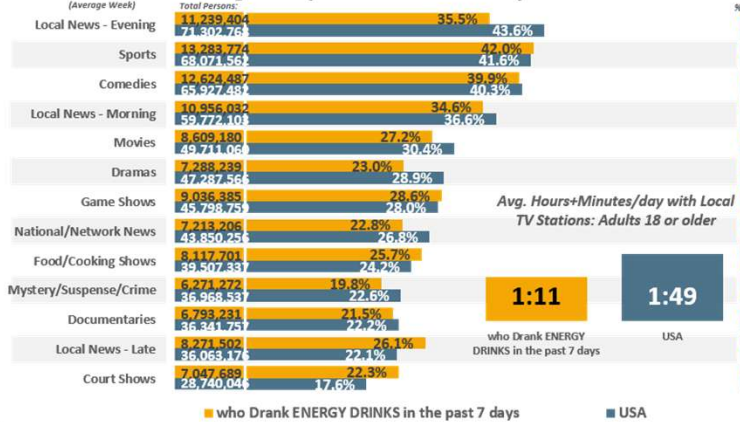
3:16
who Drank ENERGY DRINKS in the past 7 days

4:50
PHOENIX

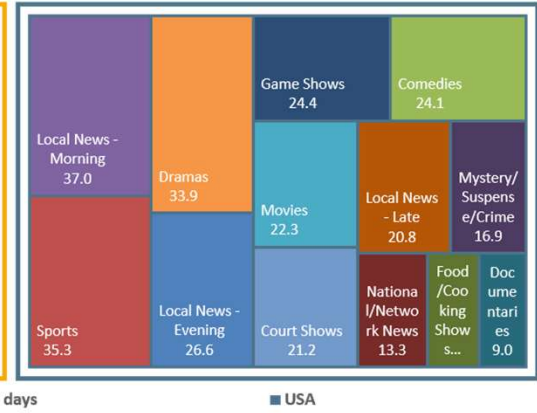
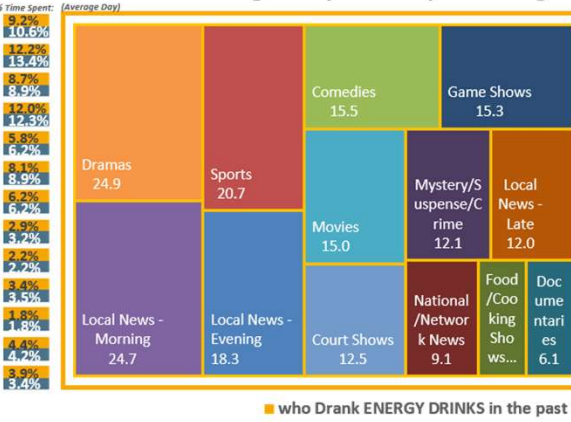


31,090,190 or 52.9% of Adults 18 or older who Drank ENERGY DRINKS in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Local News - Evening, Local News - Morning, Game Shows, and Movies.

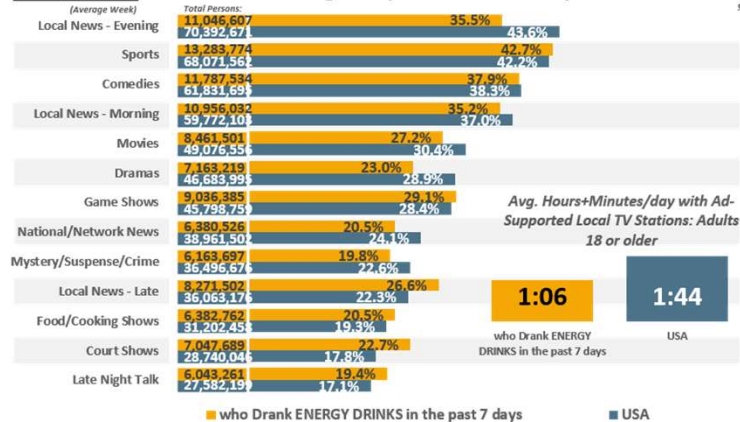
Local TV Station Programs (Persons & % Reach): Adults 18 or older



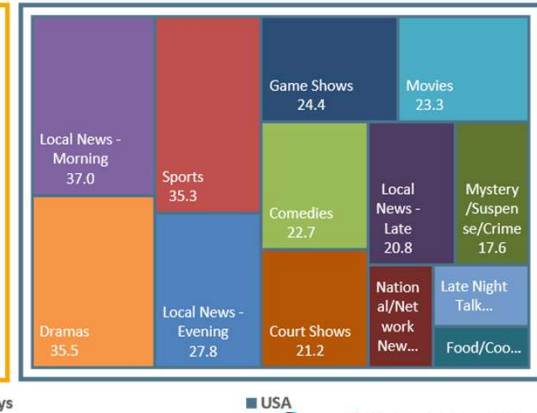
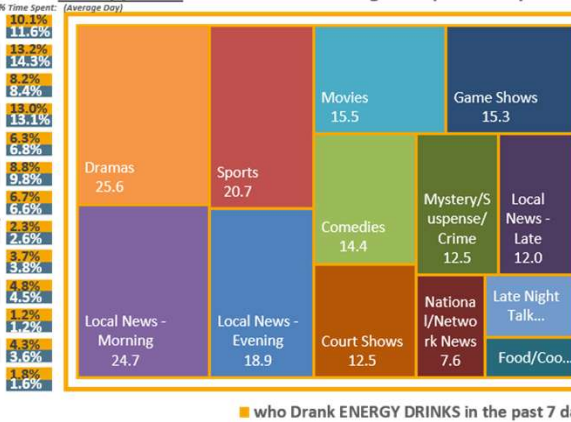
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



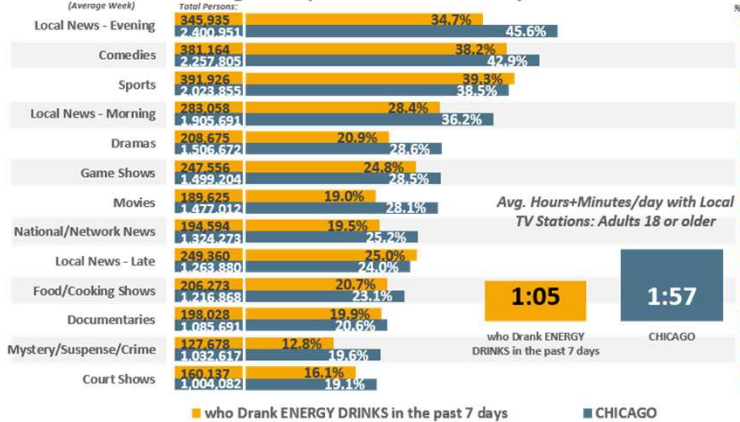
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



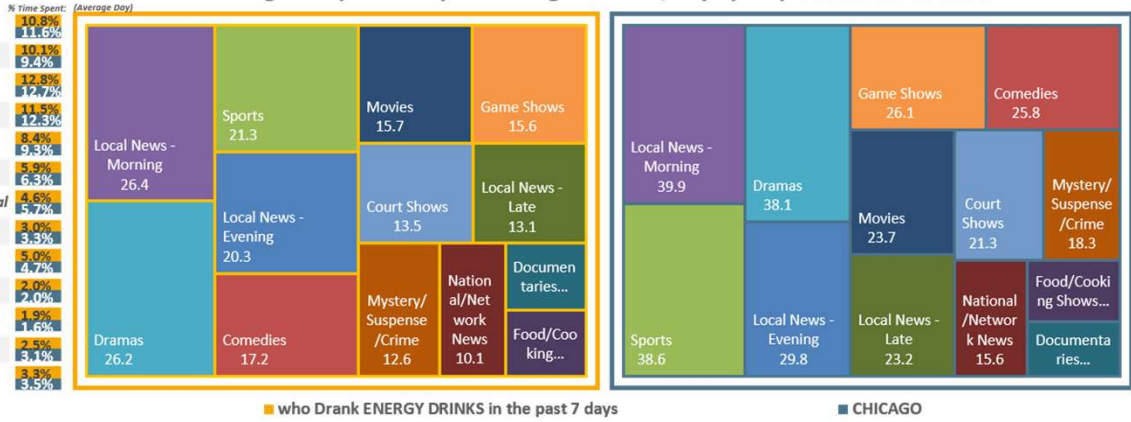


978,883 or 61.3% of Adults 18 or older who Drank ENERGY DRINKS in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Local News - Evening, Local News - Morning, Local News - Late, and Game Shows.

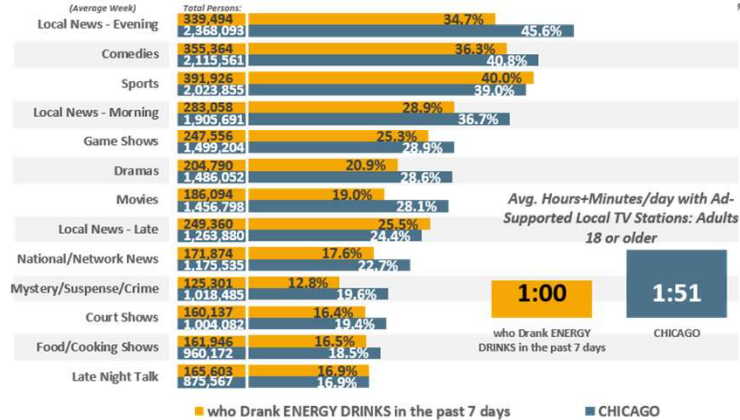
Local TV Station Programs (Persons & % Reach): Adults 18 or older



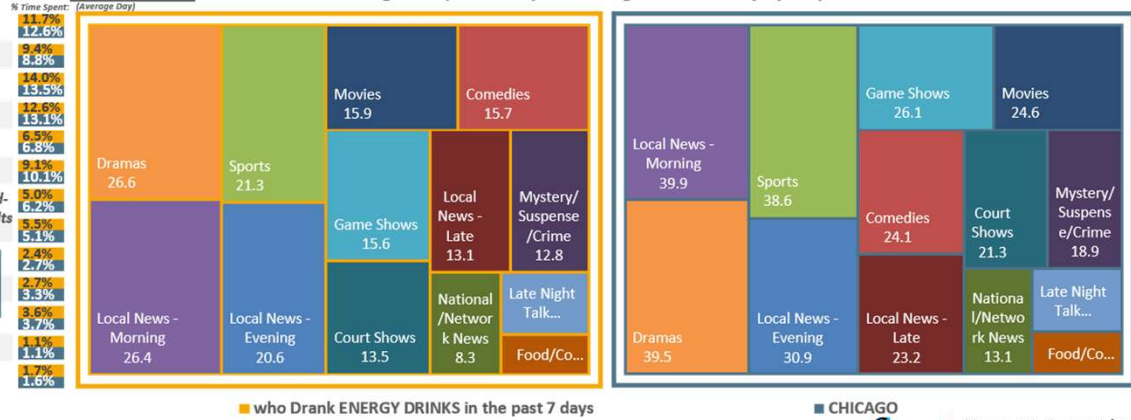
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 765
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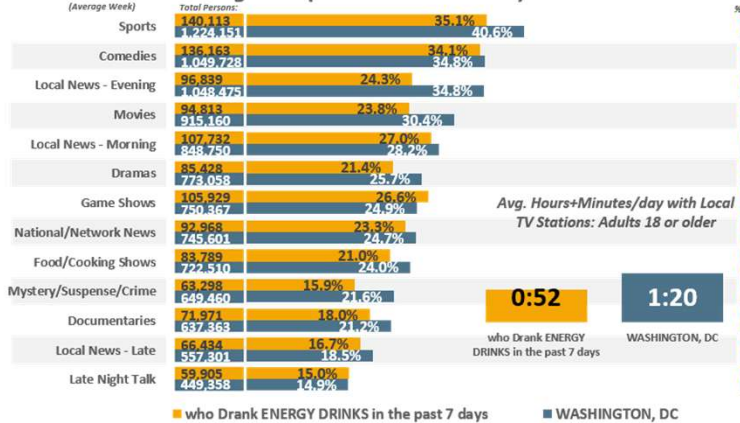
CHICAGO
soefa.ai Share of Everything for Anything

Energy drinks drank past 7 days: Any energy drink past 7 days

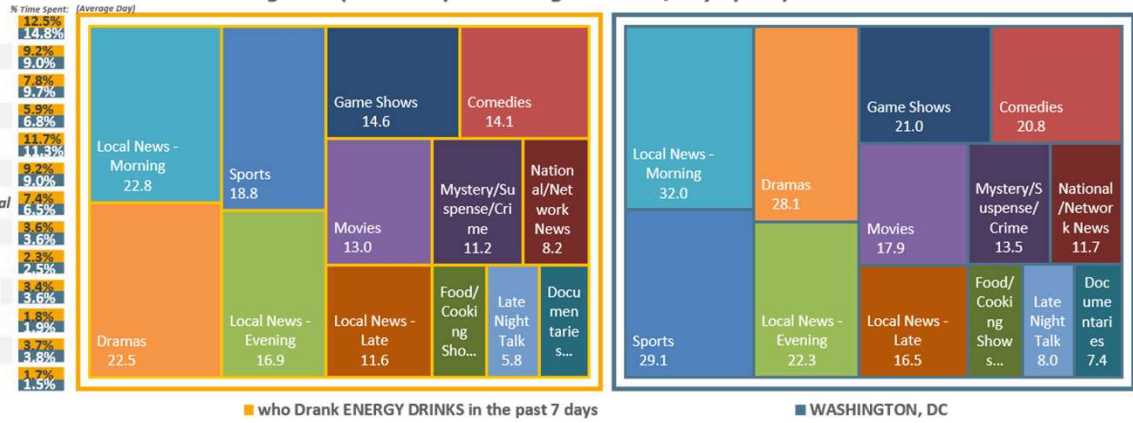


394,977 or 44.1% of Adults 18 or older who Drank ENERGY DRINKS in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Local News - Morning, Game Shows, Local News - Evening, and Movies.

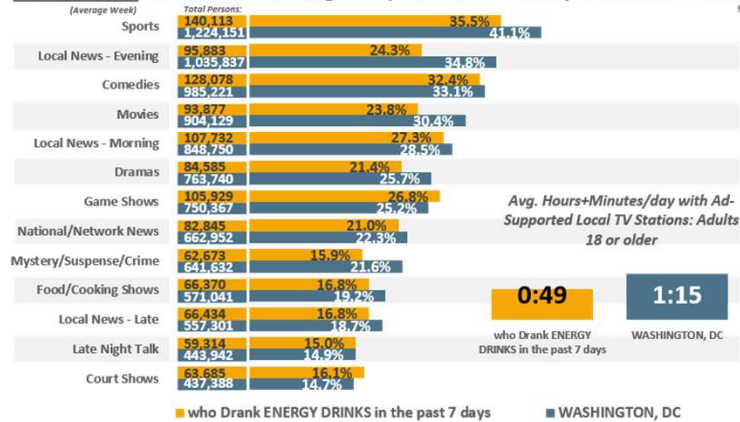
Local TV Station Programs (Persons & % Reach): Adults 18 or older



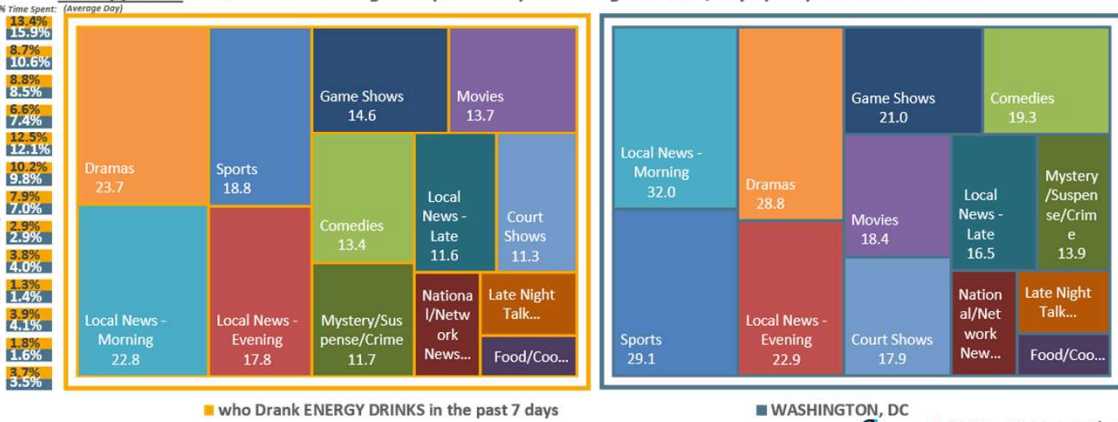
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



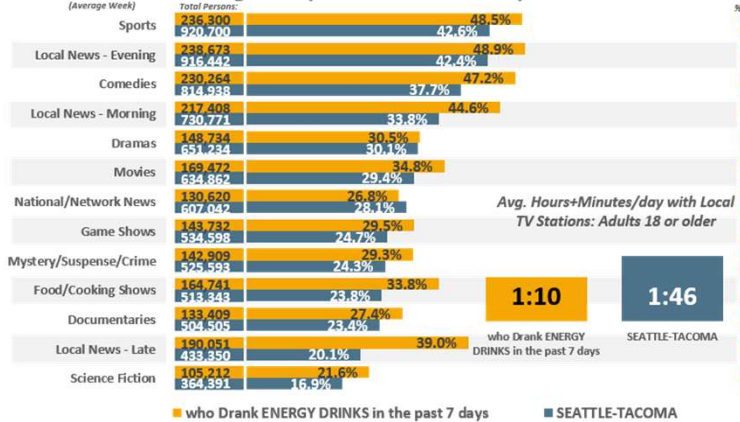
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



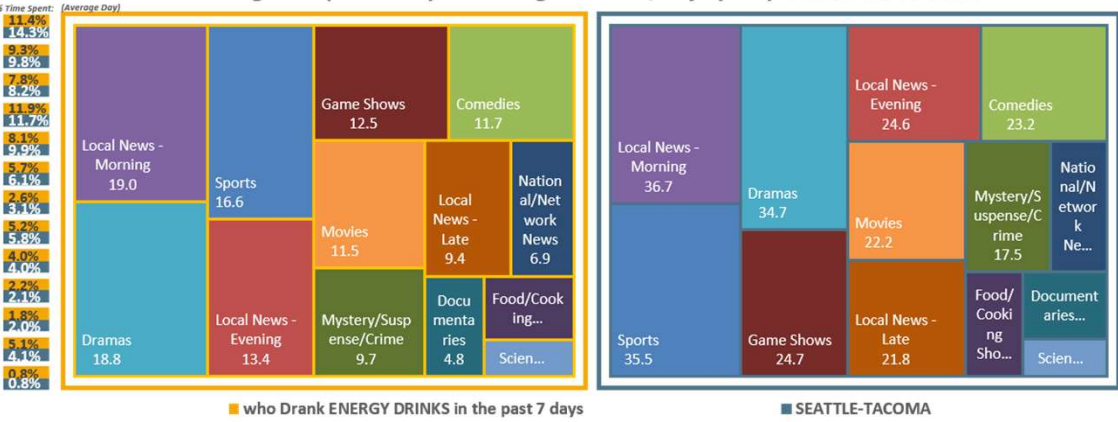


478,603 or 42.% of Adults 18 or older who Drank ENERGY DRINKS in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, Local News - Late, and Movies.

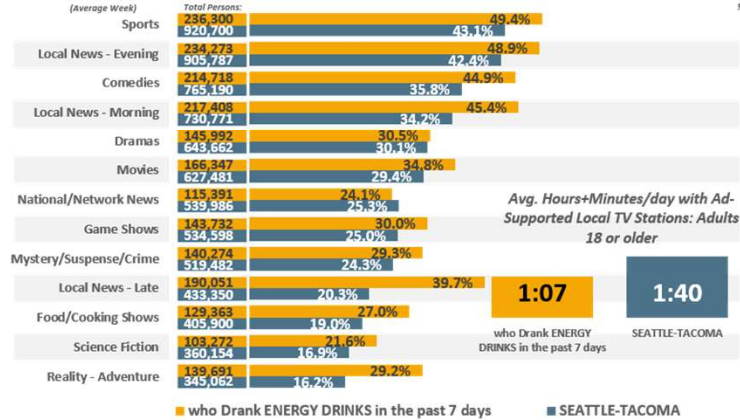
Local TV Station Programs (Persons & % Reach): Adults 18 or older



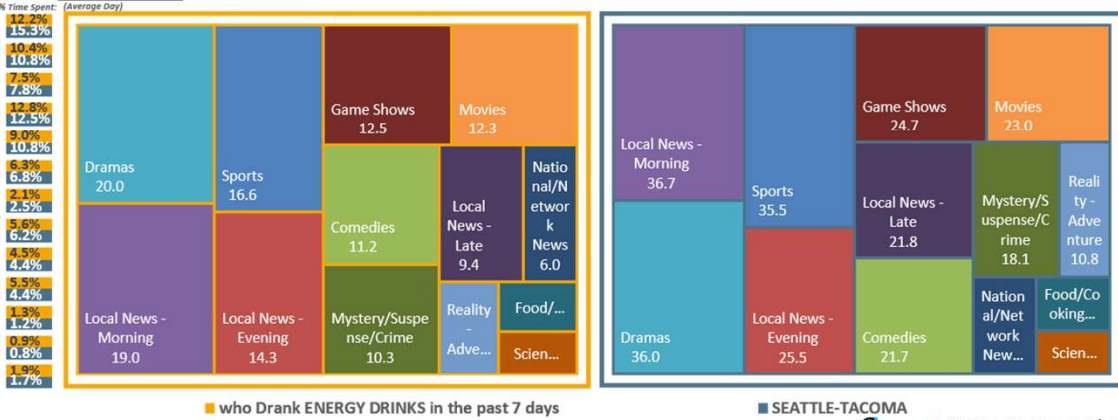
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



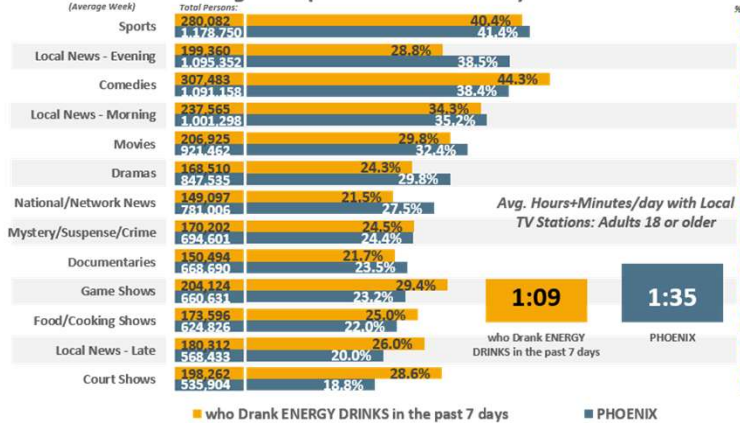
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



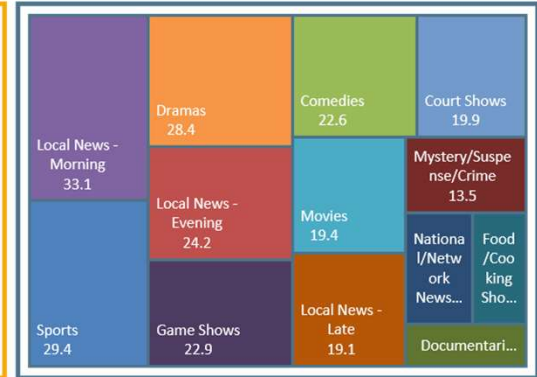
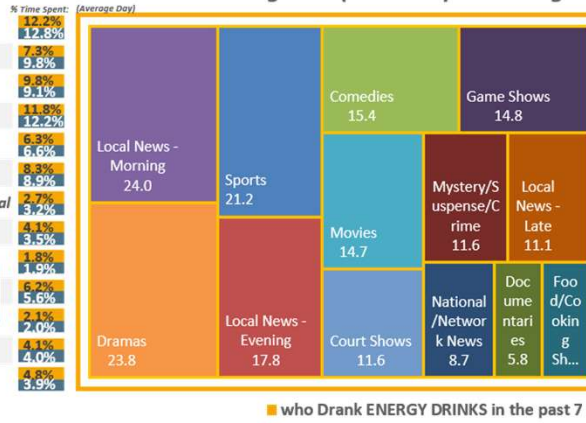


679,965 or 54.3% of Adults 18 or older who Drank ENERGY DRINKS in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Sports, Local News - Morning, Game Shows, Movies, and Court Shows.

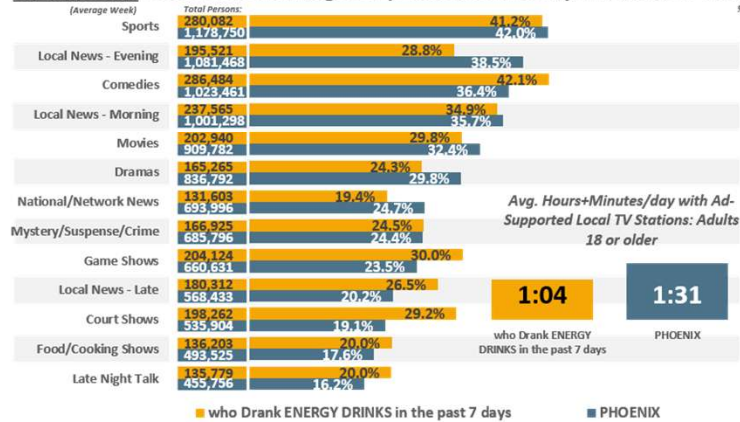
Local TV Station Programs (Persons & % Reach): Adults 18 or older



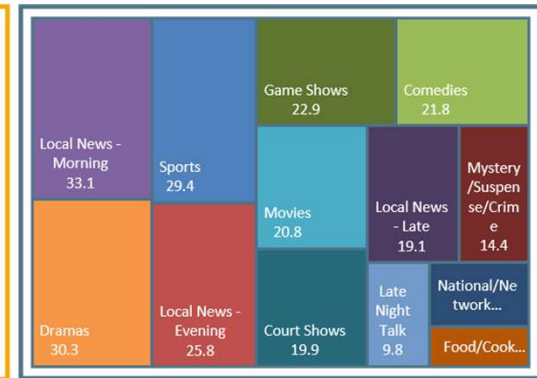
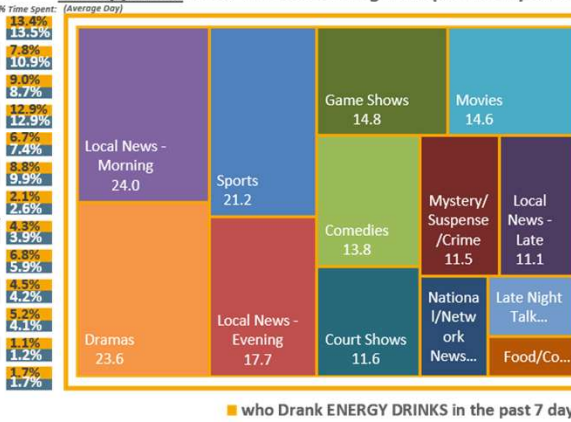
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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

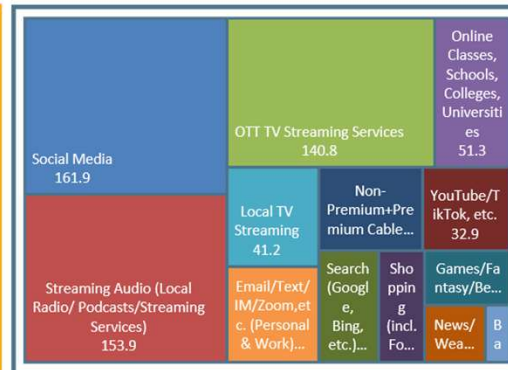
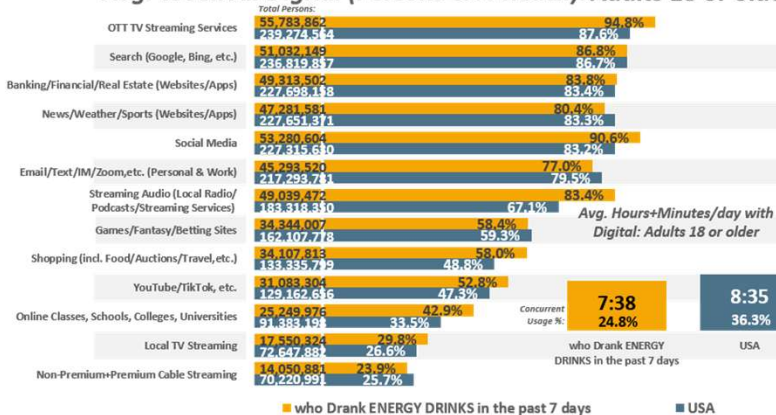




47,030,008 or 79.9% of Adults 18 or older who Drank ENERGY DRINKS in the past 7 days use Ad-Supported Social Media for an average of 177.3 minutes every day representing 32.6% of all time spent daily with Ad-Supported Digital Media.

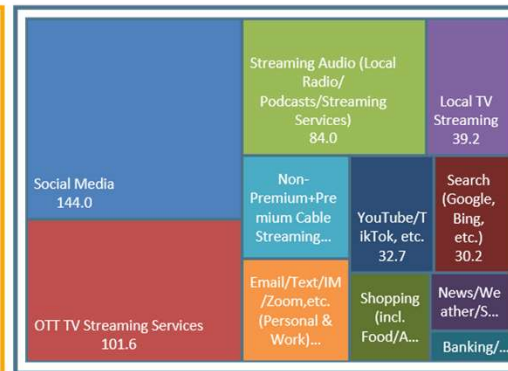
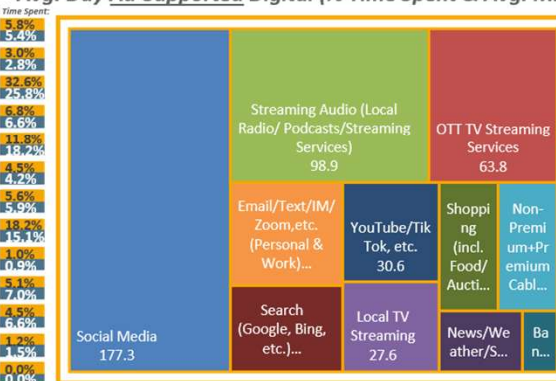
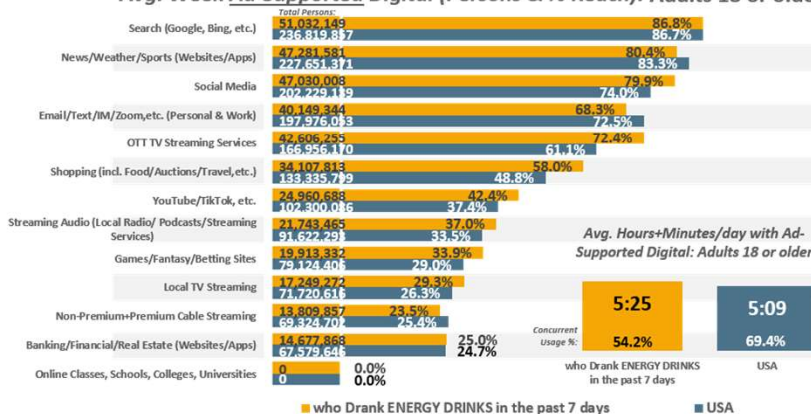
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 4,614
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

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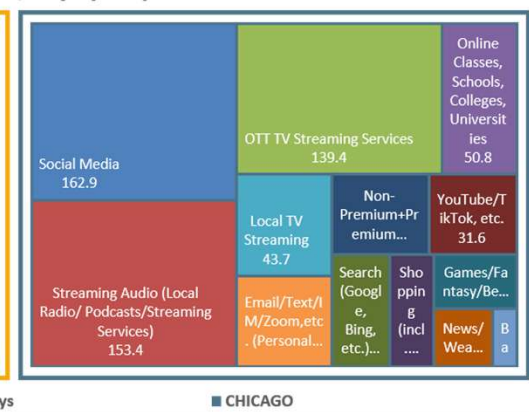
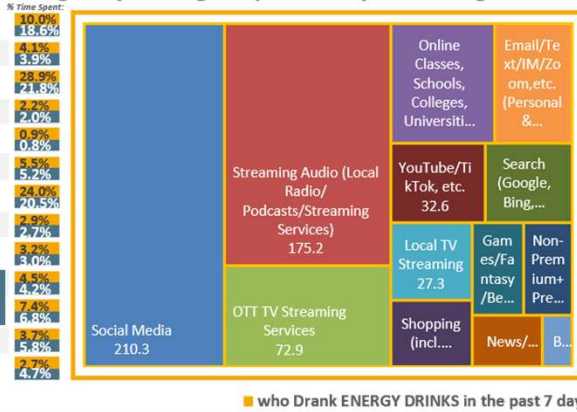
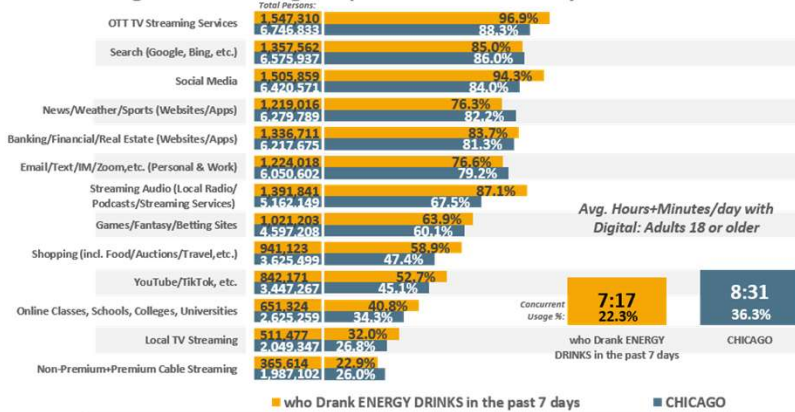
Energy drinks drank past 7 days: Any energy drink past 7 days



1,372,729 or 85.9% of Adults 18 or older who Drank ENERGY DRINKS in the past 7 days use Ad-Supported Social Media for an average of 191.7 minutes every day representing 37.% of all time spent daily with Ad-Supported Digital Media.

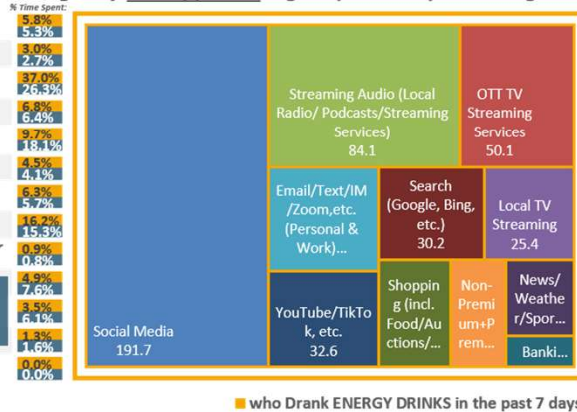
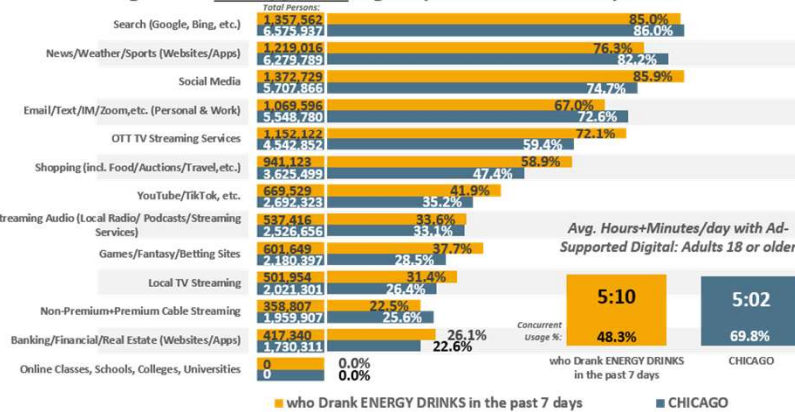
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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

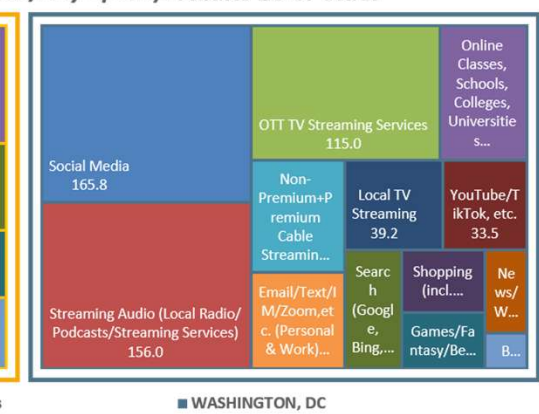
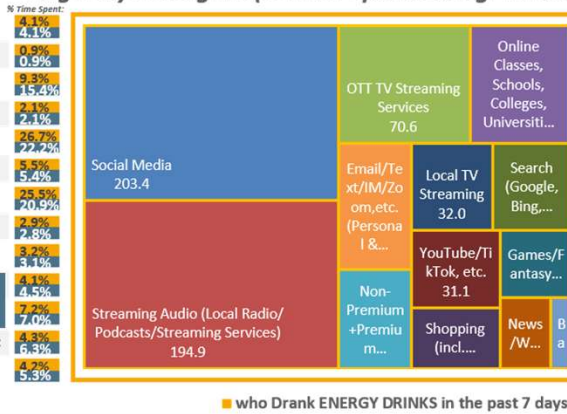
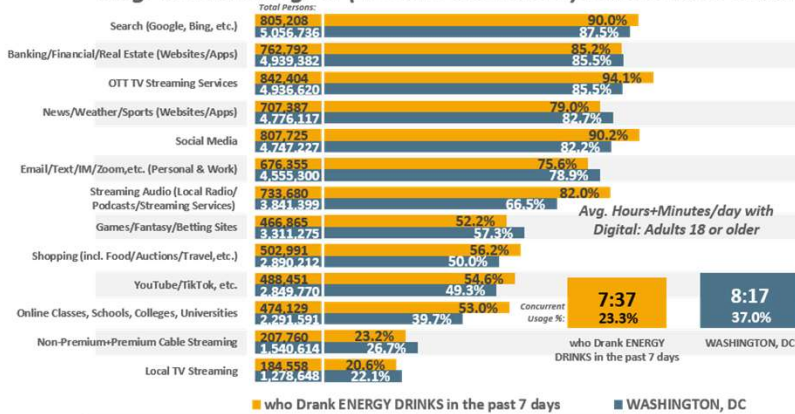




737,622 or 82.4% of Adults 18 or older who Drank ENERGY DRINKS in the past 7 days use Ad-Supported Social Media for an average of 185.7 minutes every day representing 34.3% of all time spent daily with Ad-Supported Digital Media.

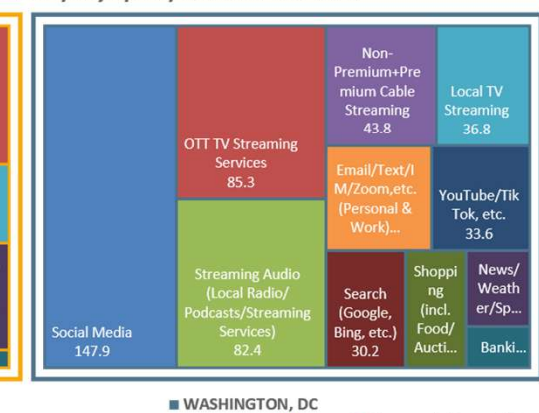
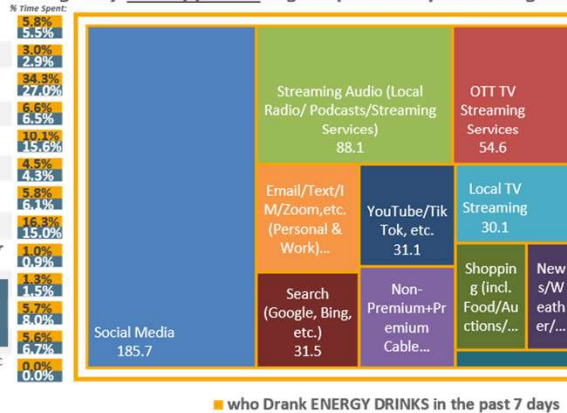
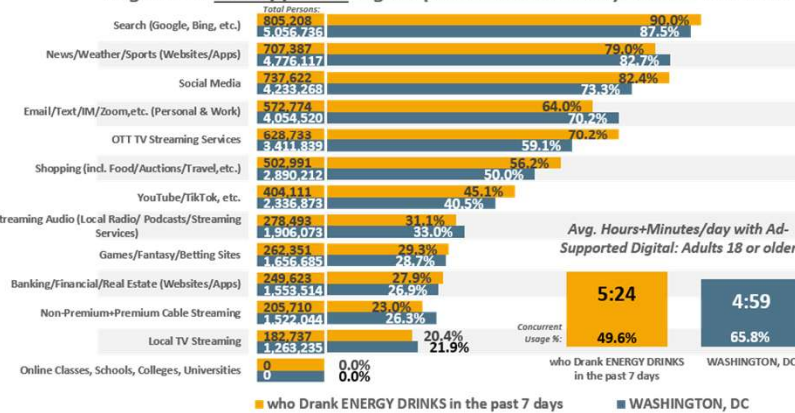
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

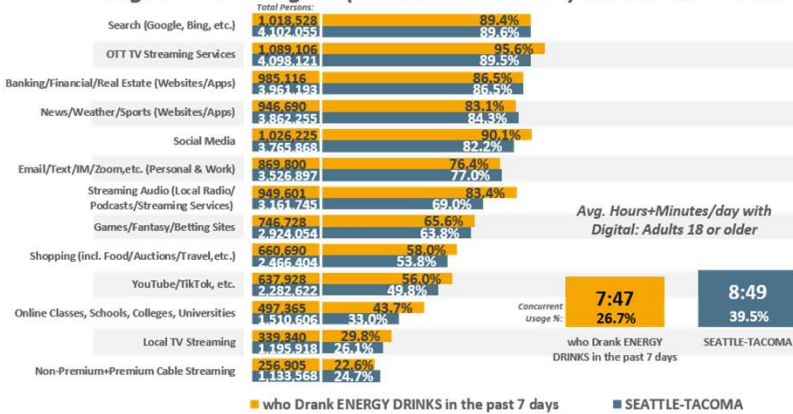
Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



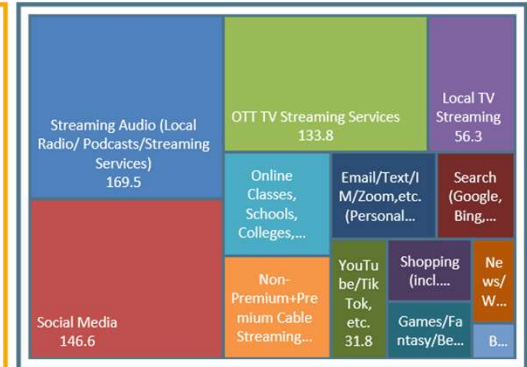
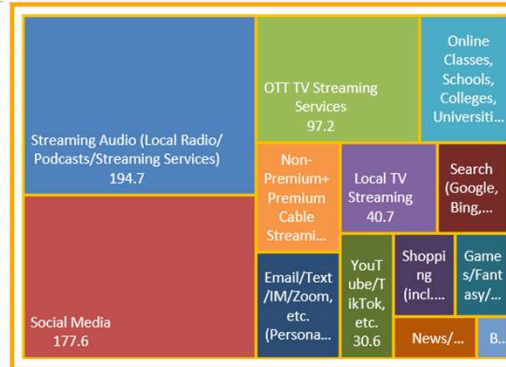


837,564 or 73.5% of Adults 18 or older who Drank ENERGY DRINKS in the past 7 days use Ad-Supported Social Media for an average of 144.9 minutes every day representing 26.4% of all time spent daily with Ad-Supported Digital Media.

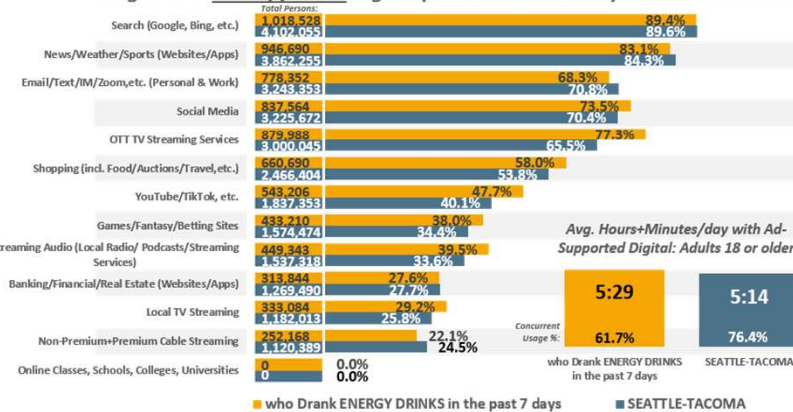
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



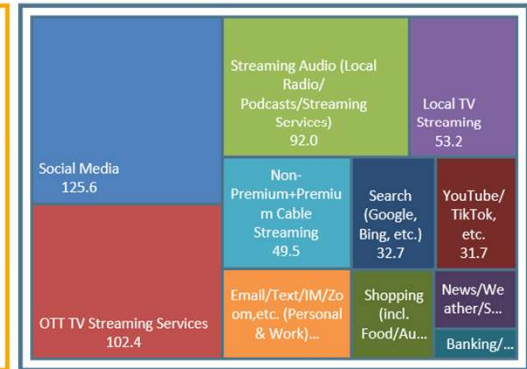
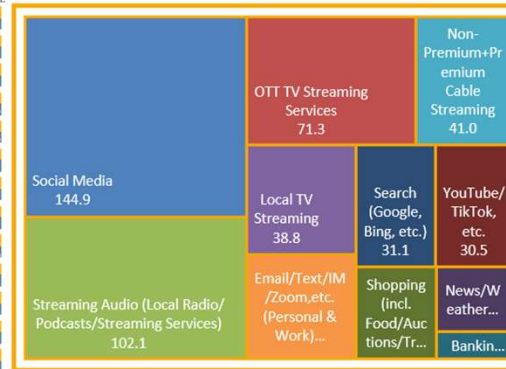
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 831
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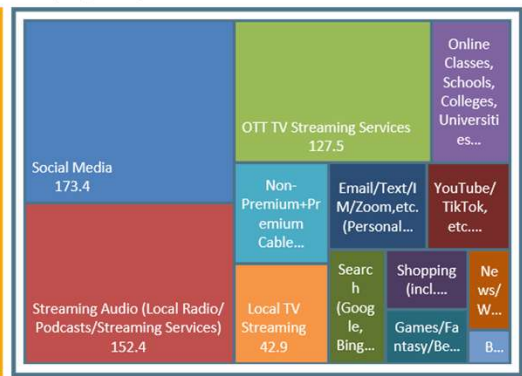
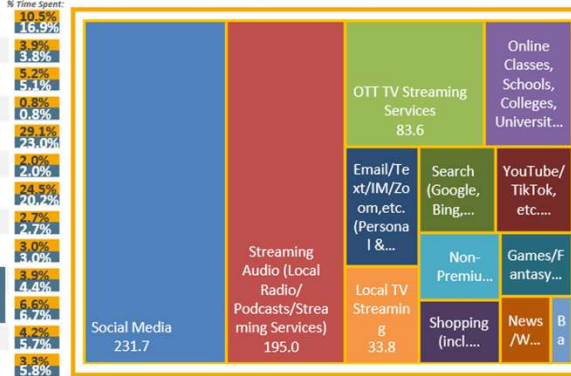
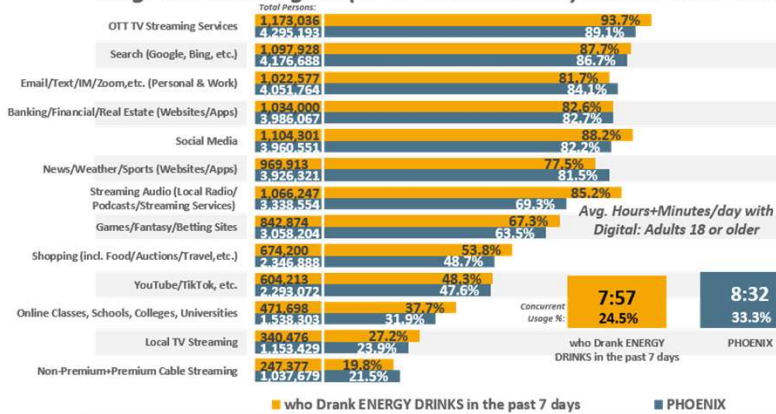
Energy drinks drank past 7 days: Any energy drink past 7 days



1,012,803 or 80.9% of Adults 18 or older who Drank ENERGY DRINKS in the past 7 days use Ad-Supported Social Media for an average of 212.5 minutes every day representing 36.6% of all time spent daily with Ad-Supported Digital Media.

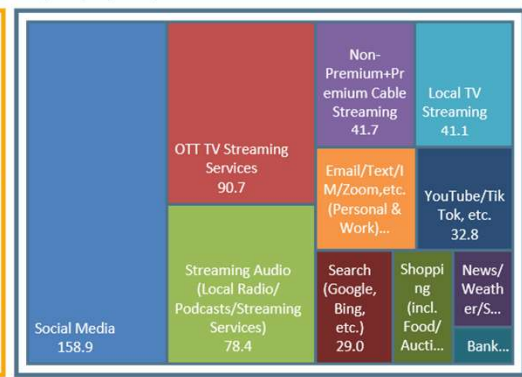
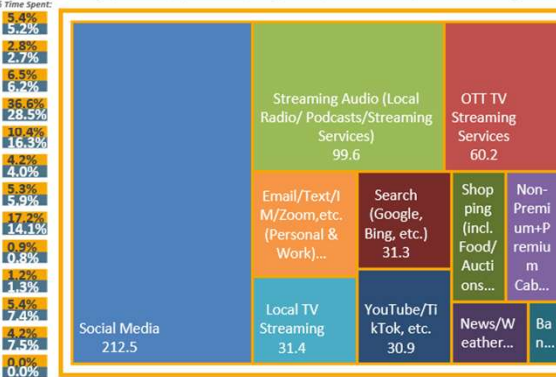
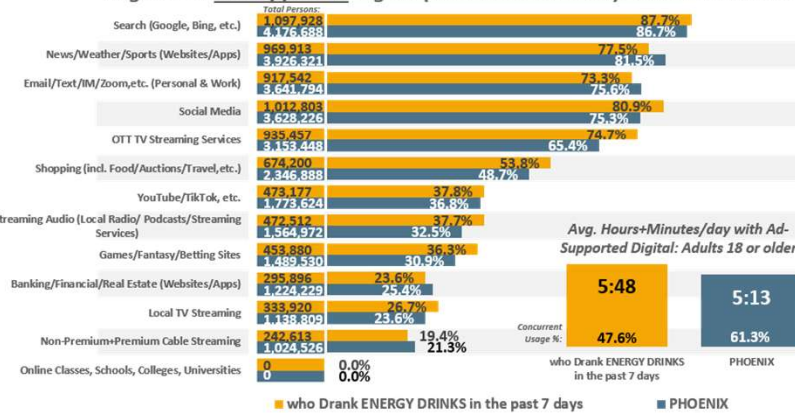
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

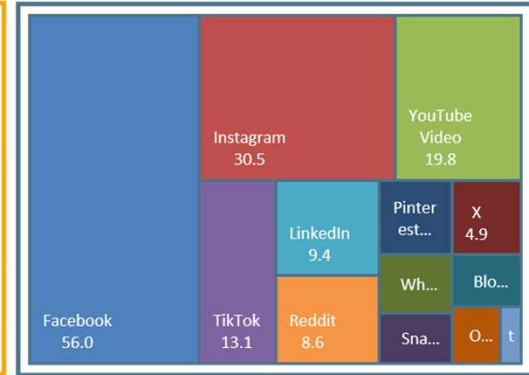
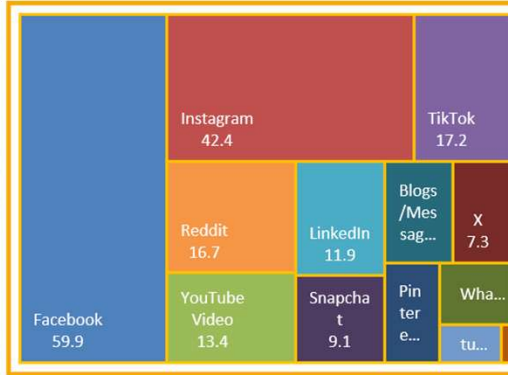
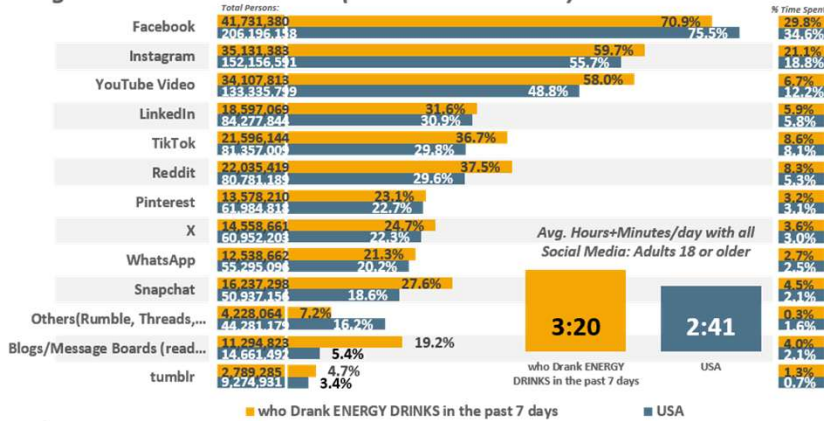
Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



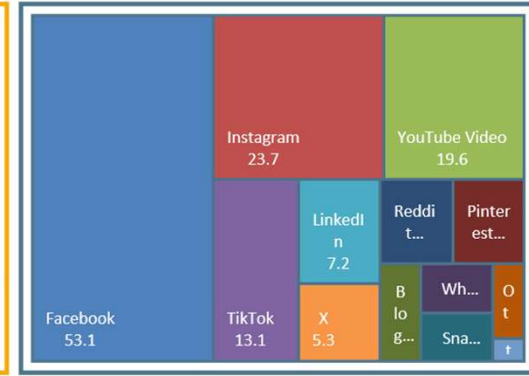
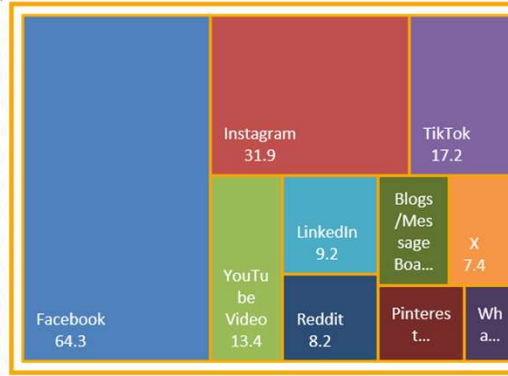
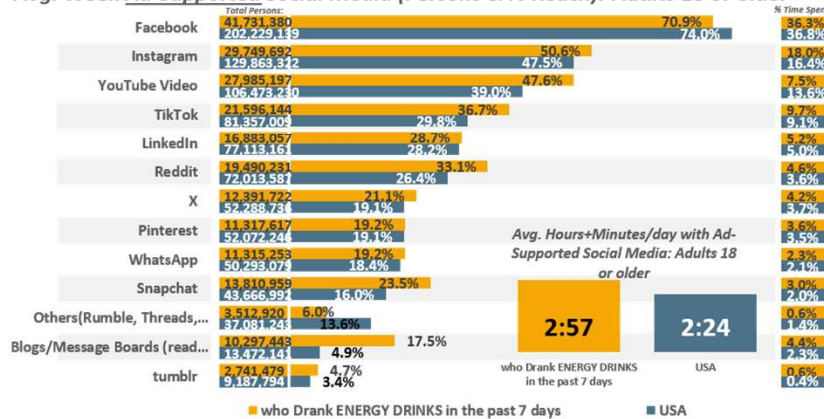


41,731,380 or 70.9% of Adults 18 or older who Drank ENERGY DRINKS in the past 7 days use Ad-Supported Facebook for an average of 64.3 minutes every day representing 36.3% of all time spent daily with Ad-Supported Social Media.

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



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



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 4,614
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

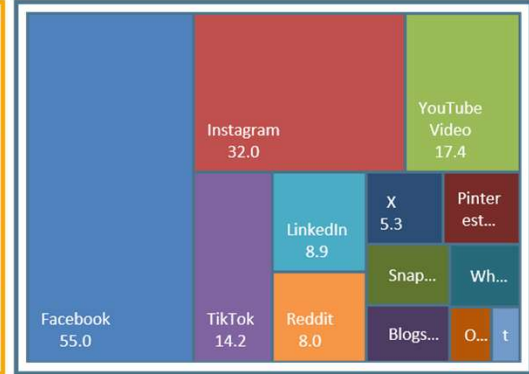
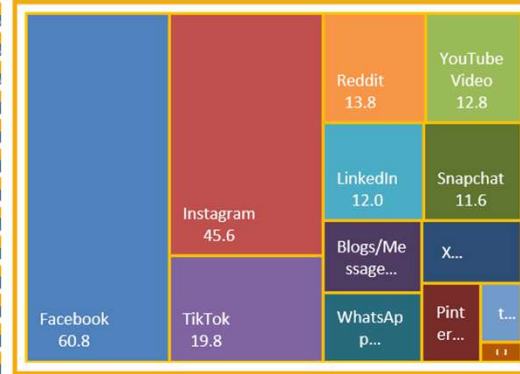
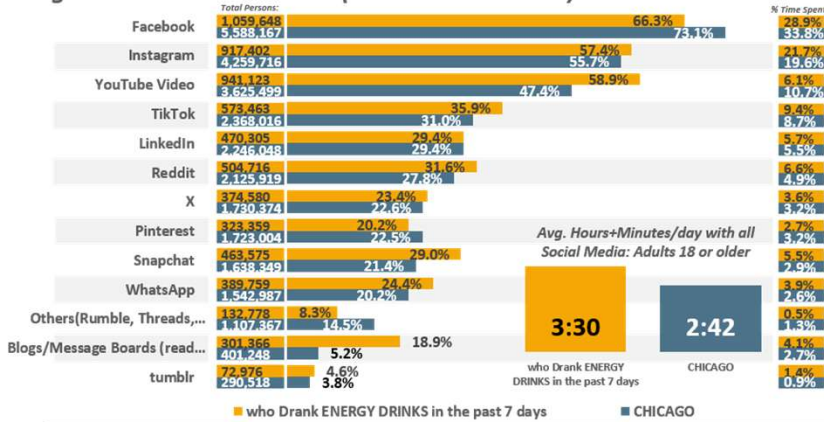
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Energy drinks drank past 7 days: Any energy drink past 7 days

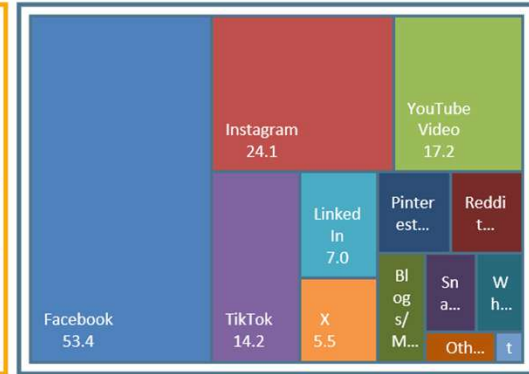
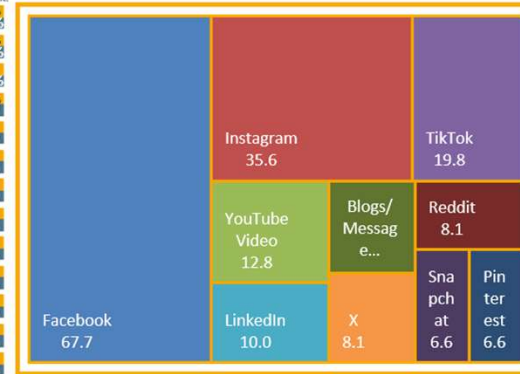
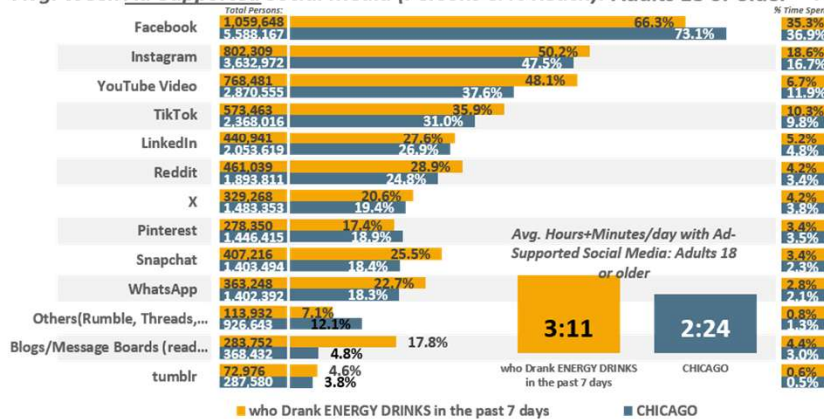


1,059,648 or 66.3% of Adults 18 or older who Drank ENERGY DRINKS in the past 7 days use Ad-Supported Facebook for an average of 67.7 minutes every day representing 35.3% of all time spent daily with Ad-Supported Social Media.

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



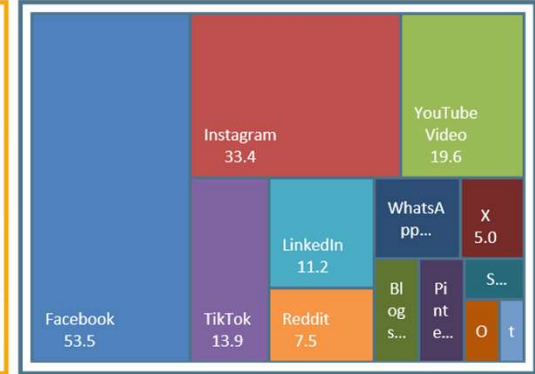
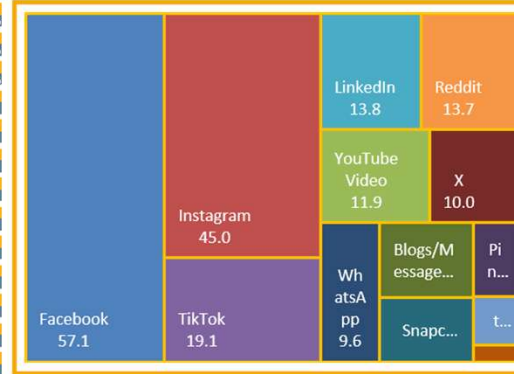
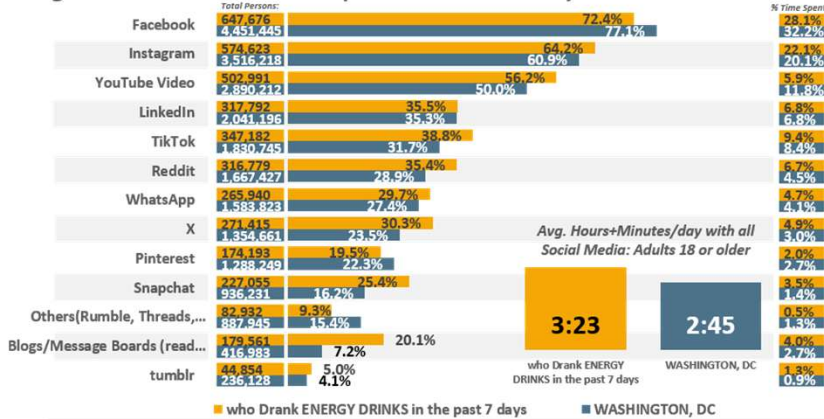
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



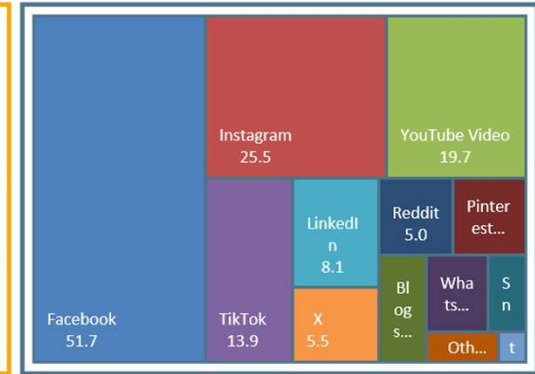
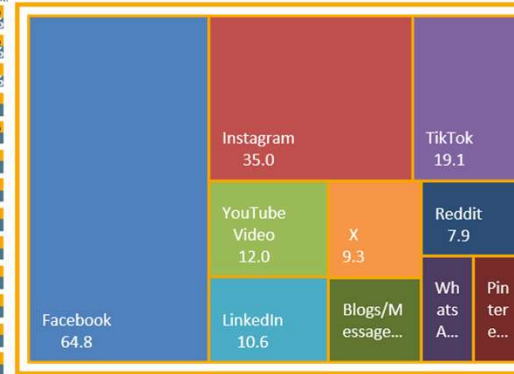
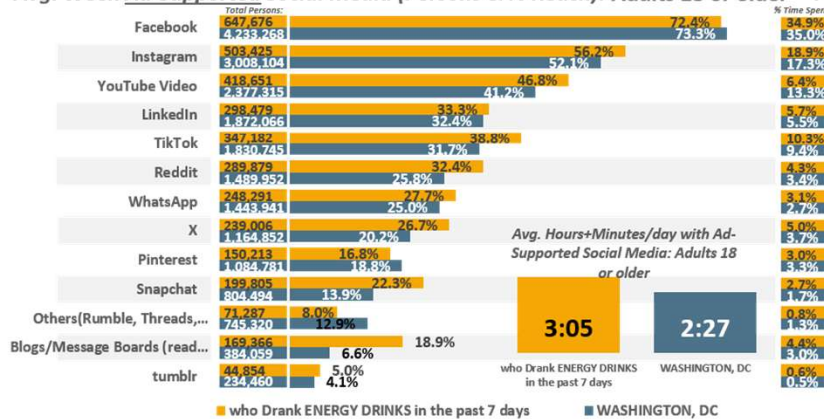


647,676 or 72.4% of Adults 18 or older who Drank ENERGY DRINKS in the past 7 days use Ad-Supported Facebook for an average of 64.8 minutes every day representing 34.9% of all time spent daily with Ad-Supported Social Media.

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



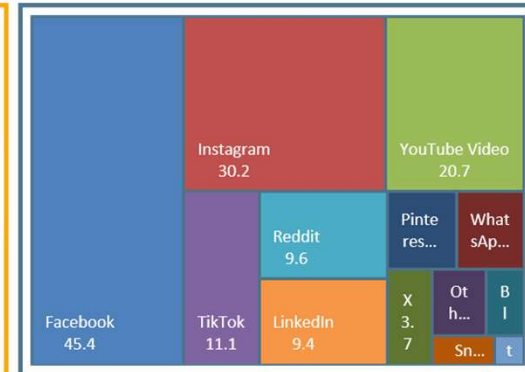
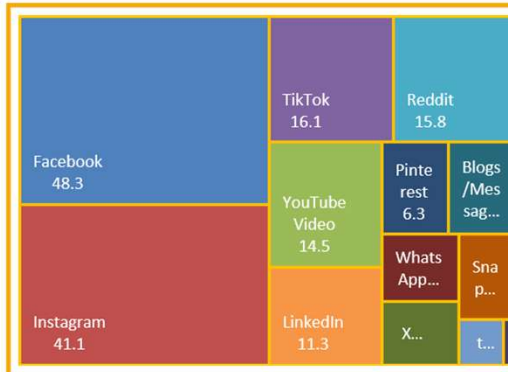
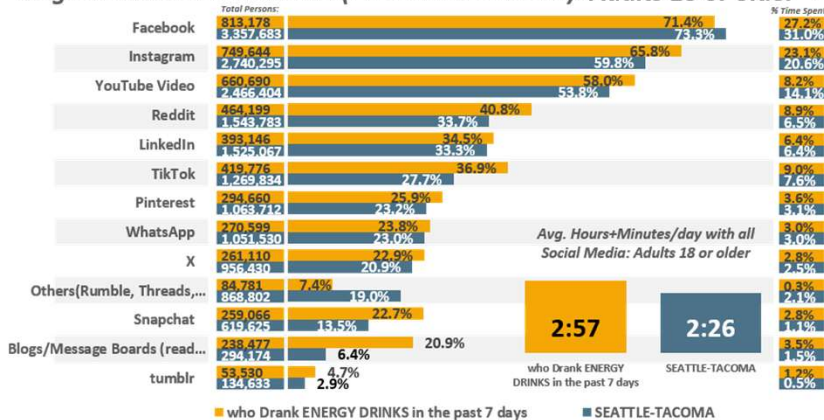
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



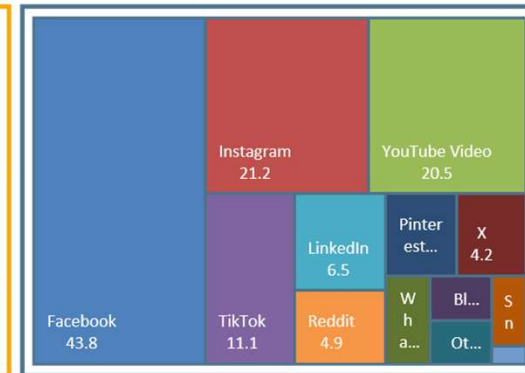
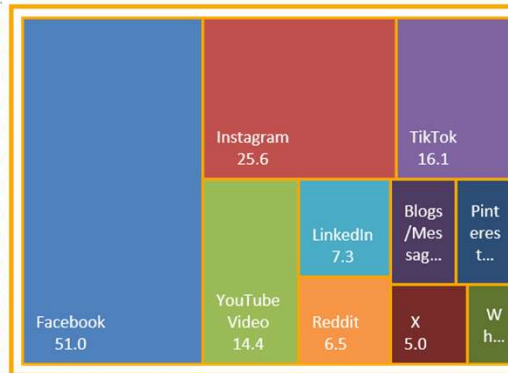
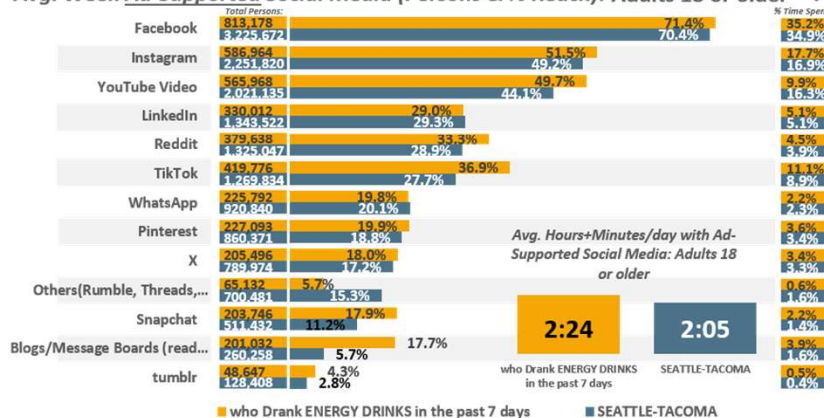


813,178 or 71.4% of Adults 18 or older who Drank ENERGY DRINKS in the past 7 days use Ad-Supported Facebook for an average of 51. minutes every day representing 35.2% of all time spent daily with Ad-Supported Social Media.

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



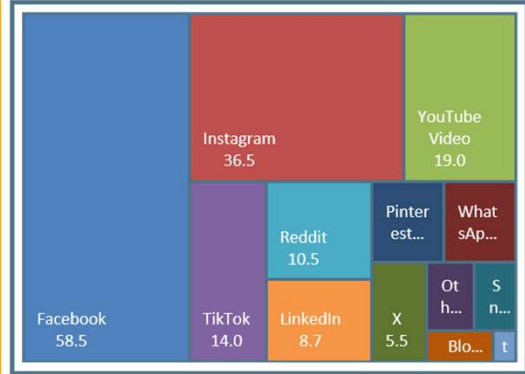
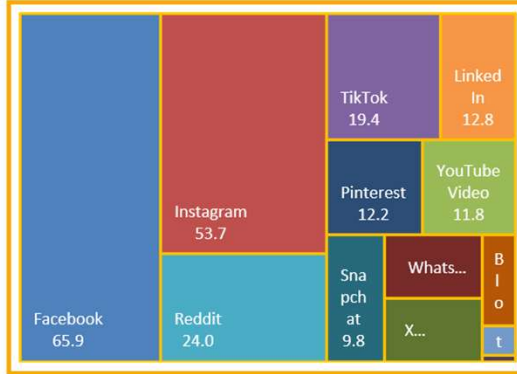
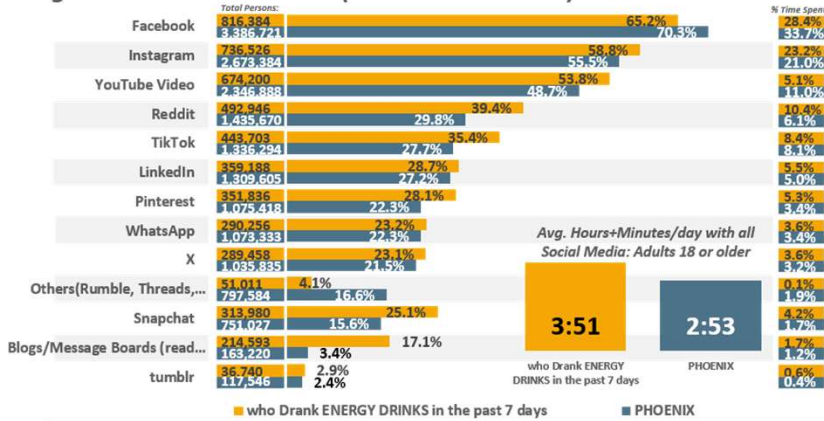
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



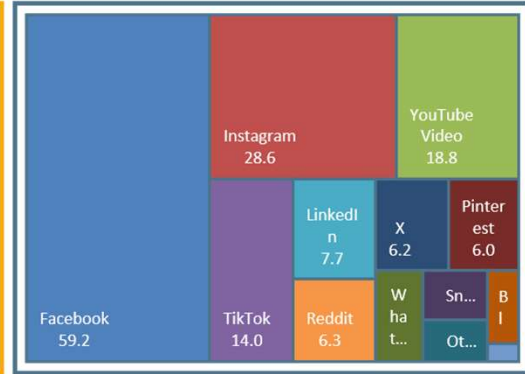
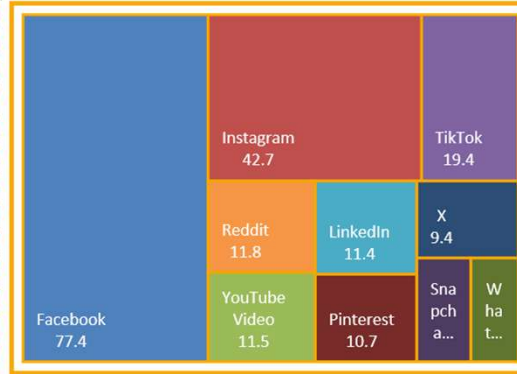
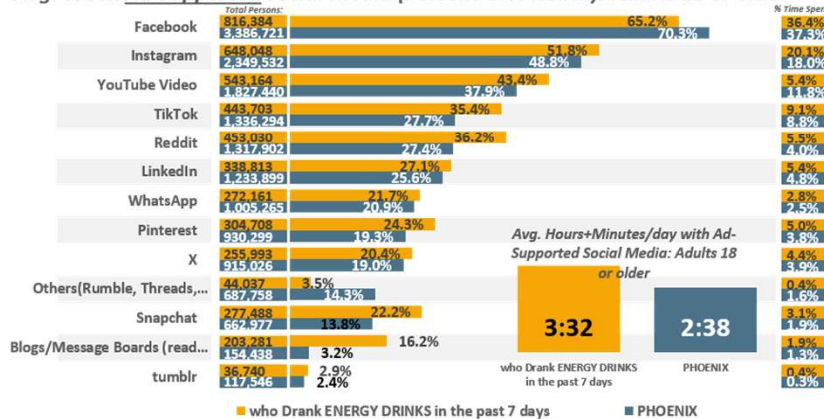


816,384 or 65.2% of Adults 18 or older who Drank ENERGY DRINKS in the past 7 days use Ad-Supported Facebook for an average of 77.4 minutes every day representing 36.4% of all time spent daily with Ad-Supported Social Media.

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

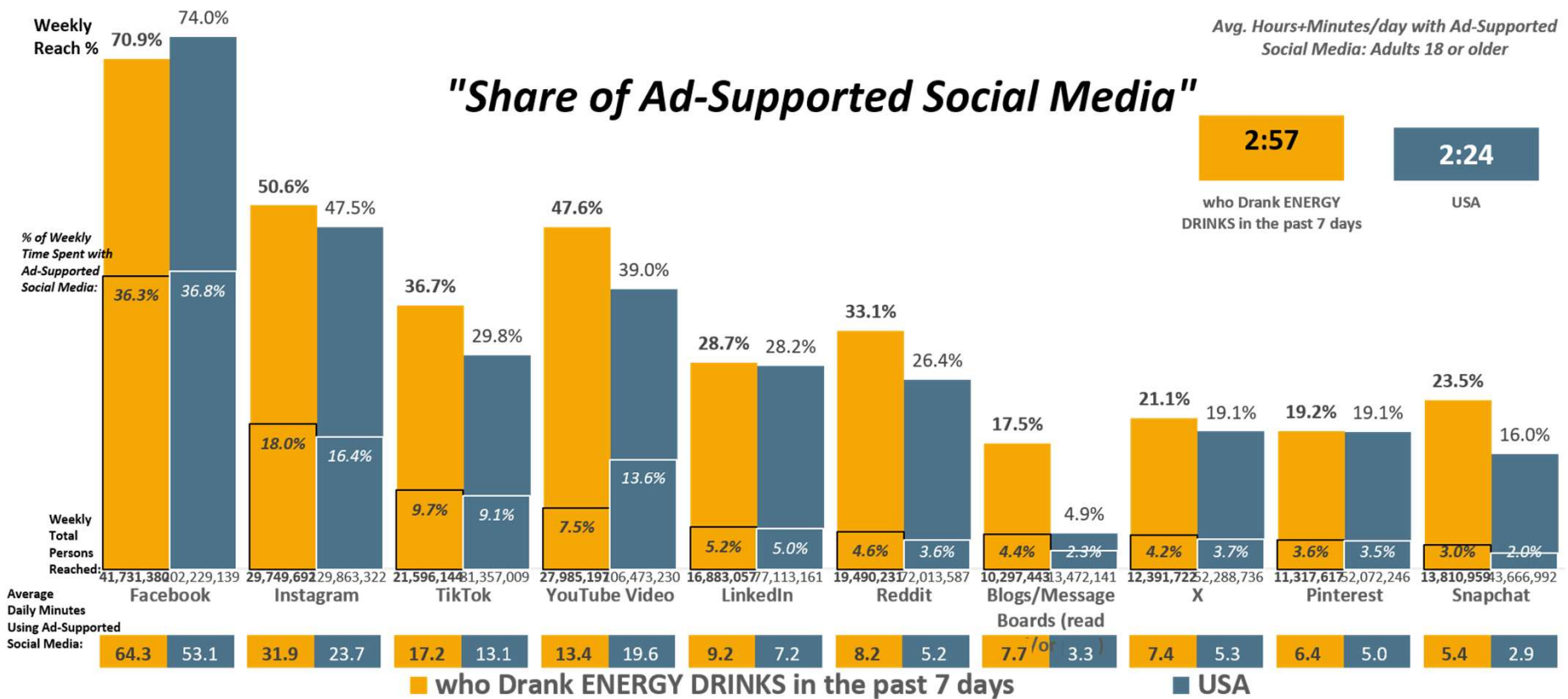


Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





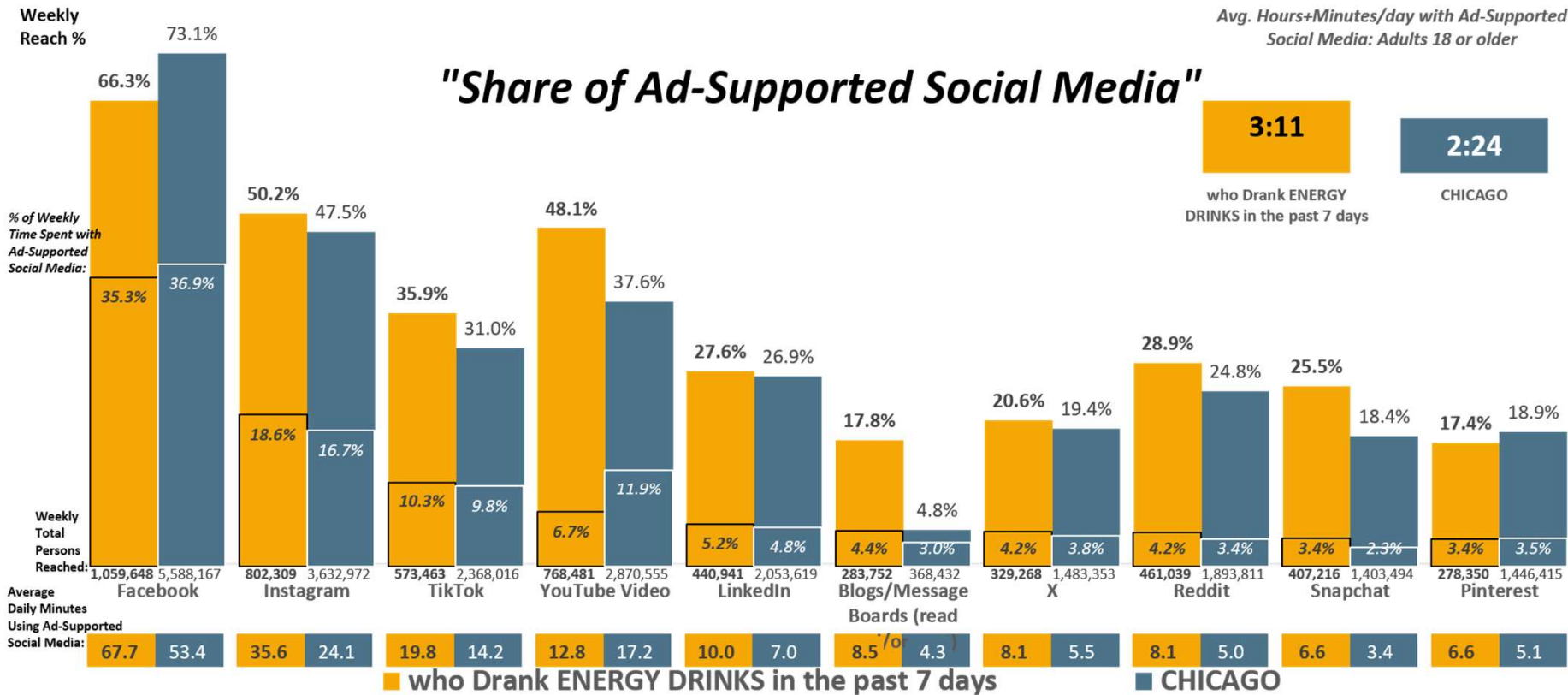
41,731,380 or 70.9% of Adults 18 or older who Drank ENERGY DRINKS in the past 7 days use Ad-Supported Facebook for an average of 64.3 minutes every day representing 36.3% of all time spent daily with Ad-Supported Social Media.





1,059,648 or 66.3% of Adults 18 or older who Drank ENERGY DRINKS in the past 7 days use Ad-Supported Facebook for an average of 67.7 minutes every day representing 35.3% of all time spent daily with Ad-Supported Social Media.

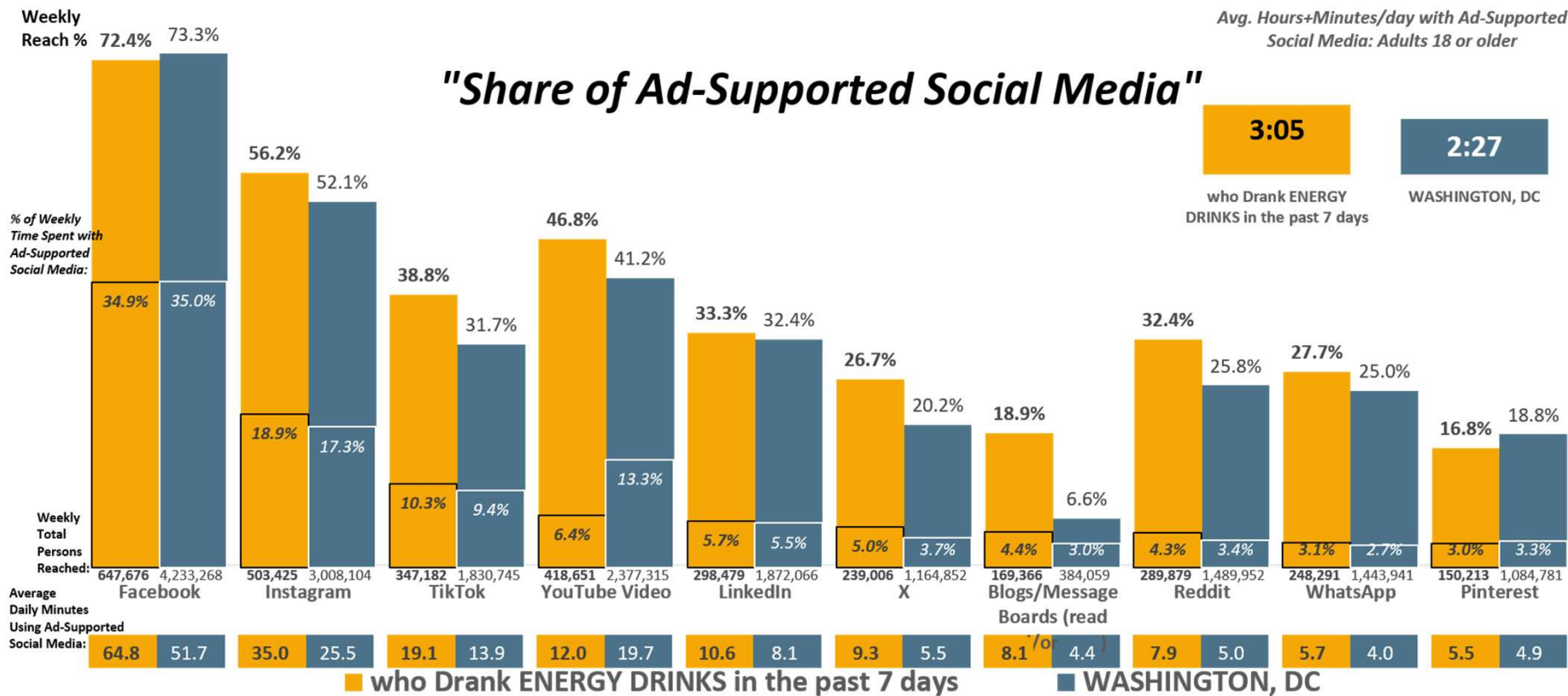
"Share of Ad-Supported Social Media"





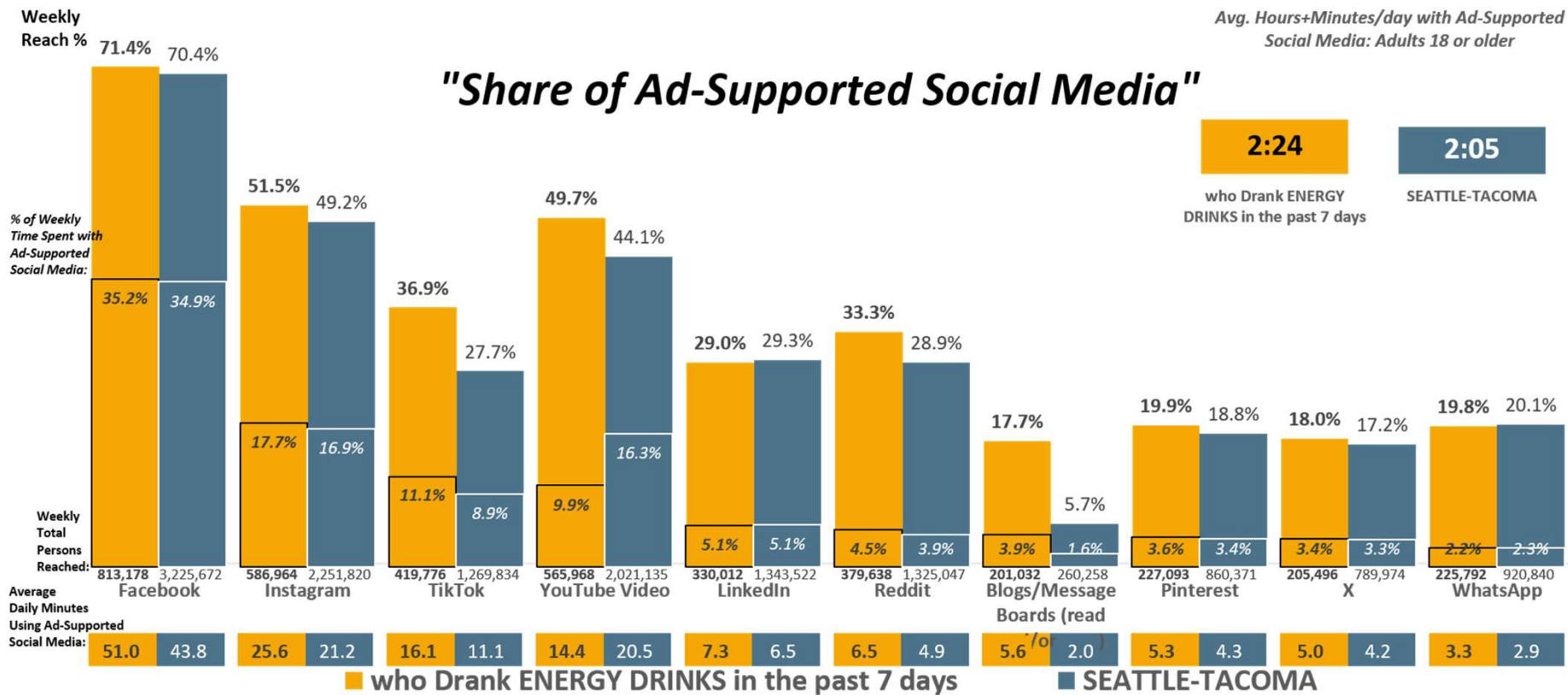
647,676 or 72.4% of Adults 18 or older who Drank ENERGY DRINKS in the past 7 days use Ad-Supported Facebook for an average of 64.8 minutes every day representing 34.9% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



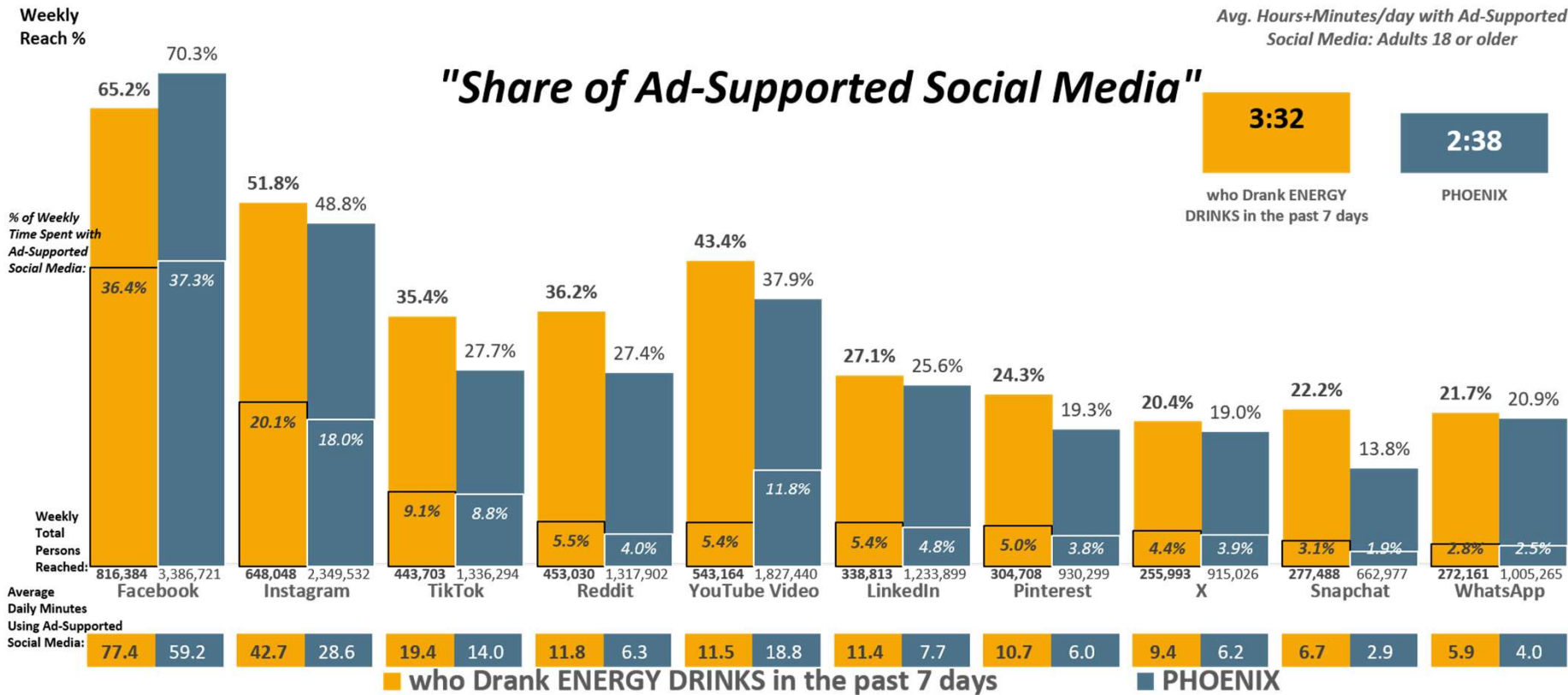


813,178 or 71.4% of Adults 18 or older who Drank ENERGY DRINKS in the past 7 days use Ad-Supported Facebook for an average of 51. minutes every day representing 35.2% of all time spent daily with Ad-Supported Social Media.





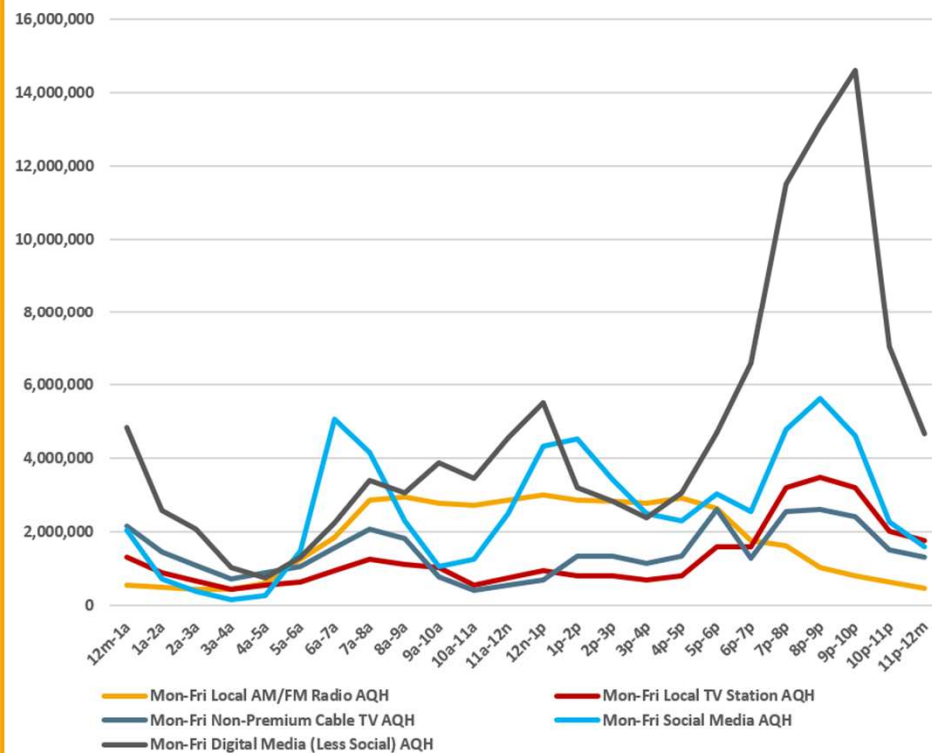
816,384 or 65.2% of Adults 18 or older who Drank ENERGY DRINKS in the past 7 days use Ad-Supported Facebook for an average of 77.4 minutes every day representing 36.4% of all time spent daily with Ad-Supported Social Media.



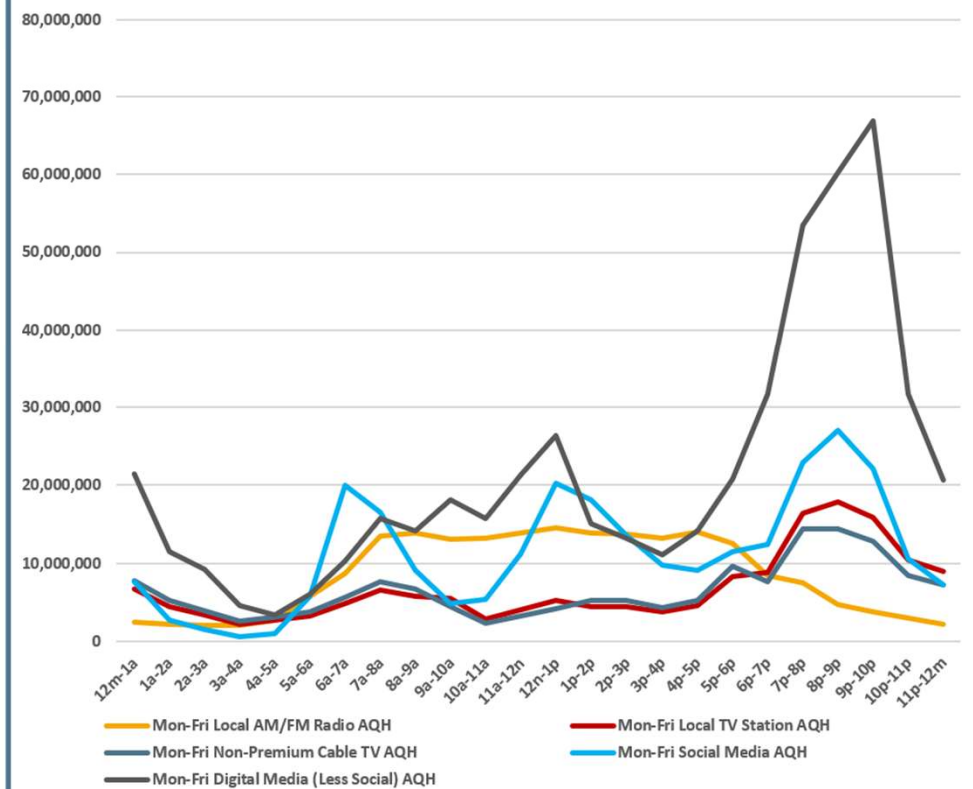


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 3,763,291; Social Media: 3,005,209; Local Radio: 2,677,674; Non-Prem. Cable: 1,303,591; Local TV: 993,721 reaching Adults 18 or older who Drank ENERGY DRINKS in the past

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Drank ENERGY DRINKS in the past 7 days**



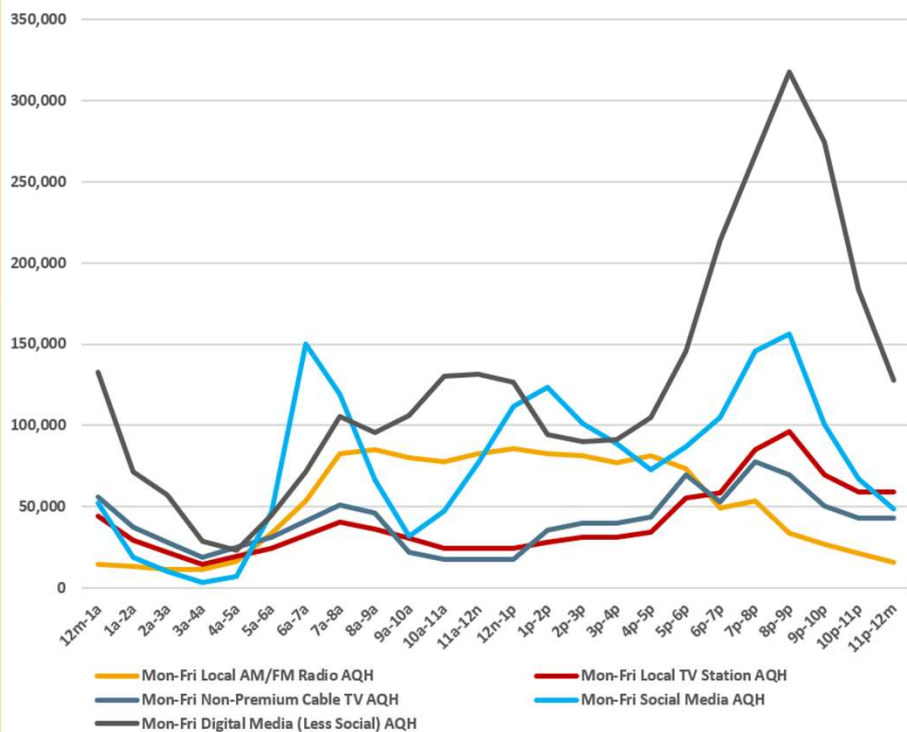
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA 210 DMA Area Adults 18 or older**



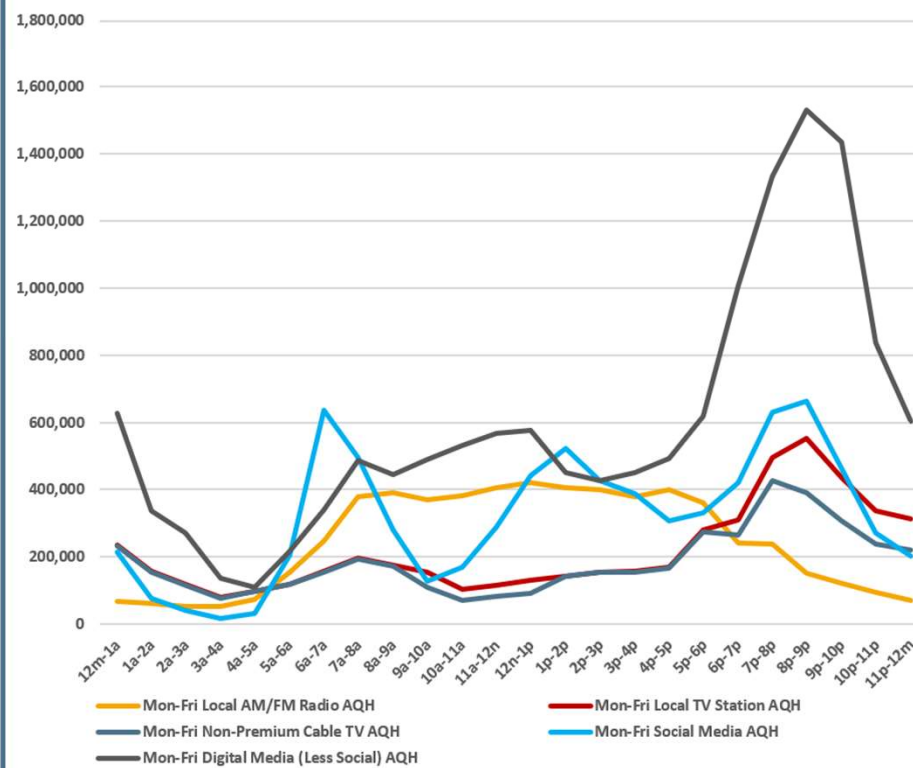


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 115,964; Social Media: 90,928; Local Radio: 76,297; Non-Prem. Cable: 38,216; Local TV: 34,897 reaching Adults 18 or older who Drank ENERGY DRINKS in the past 7 days.

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Drank ENERGY DRINKS in the past 7 days**



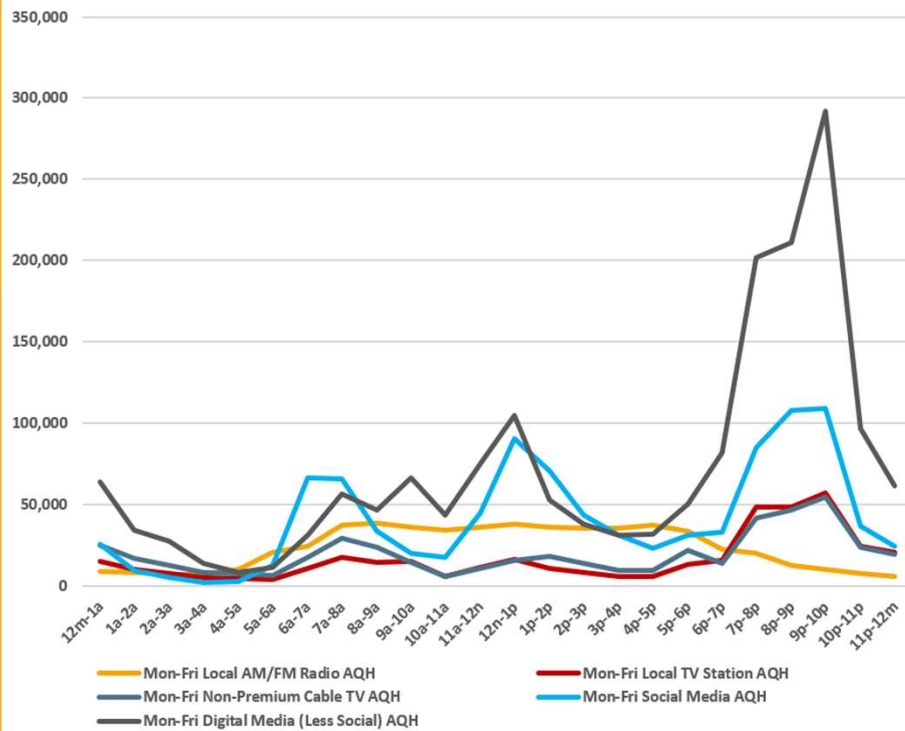
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
CHICAGO Metro Area Adults 18 or older**



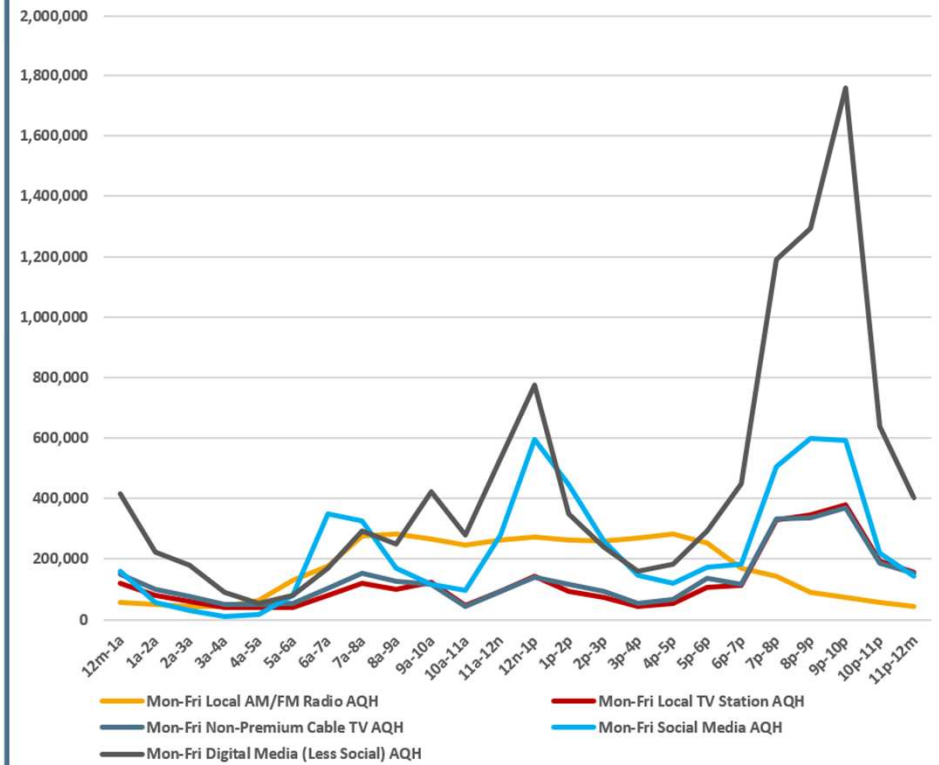


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 54,433; Social Media: 43,814; Local Radio: 34,130; Non-Prem. Cable: 15,471; Local TV: 11,573 reaching Adults 18 or older who Drank ENERGY DRINKS in the past 7 days.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Drank ENERGY DRINKS in the past 7
days



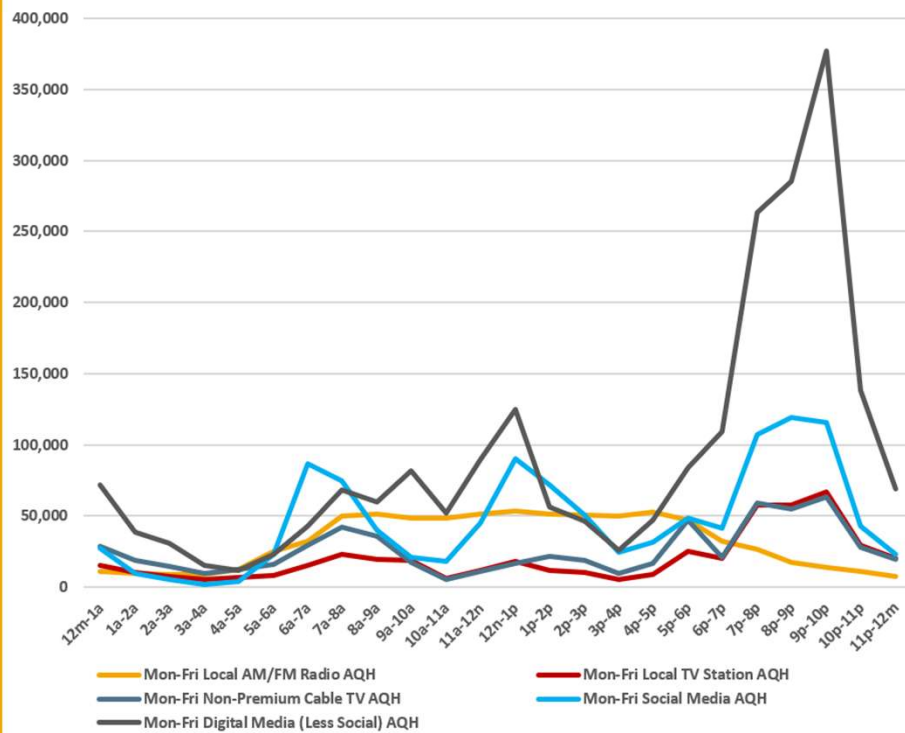
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
WASHINGTON, DC Metro Area Adults 18 or older



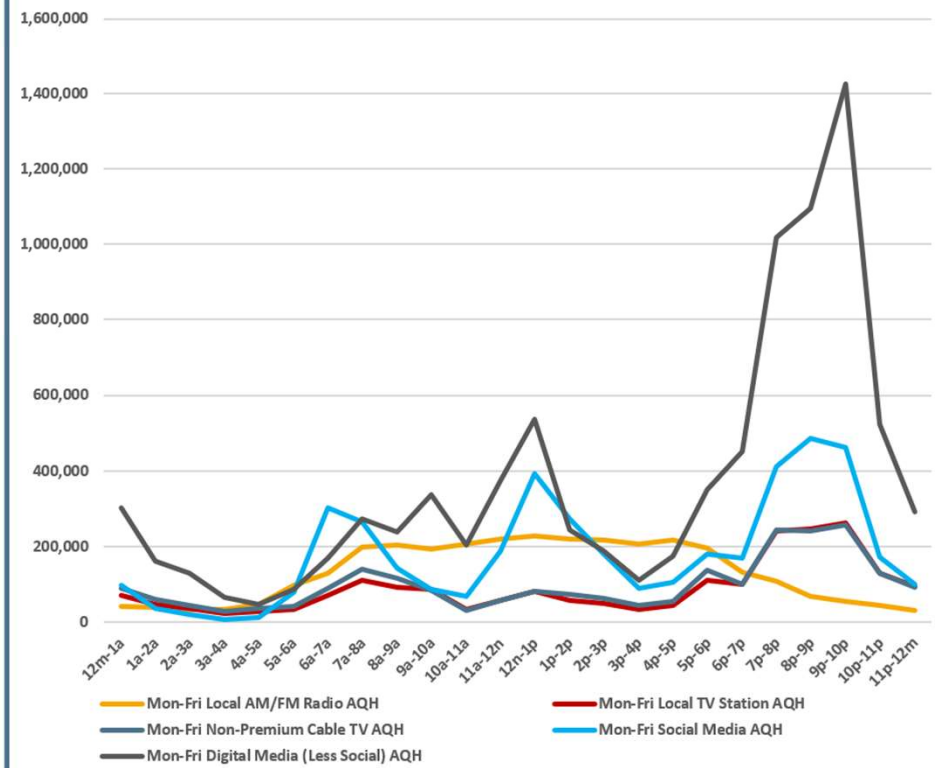


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 68,329; Social Media: 49,463; Local Radio: 47,647; Non-Prem. Cable: 22,539; Local TV: 14,831 reaching Adults 18 or older who Drank ENERGY DRINKS in the past 7 days.

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Drank ENERGY DRINKS in the past 7 days**



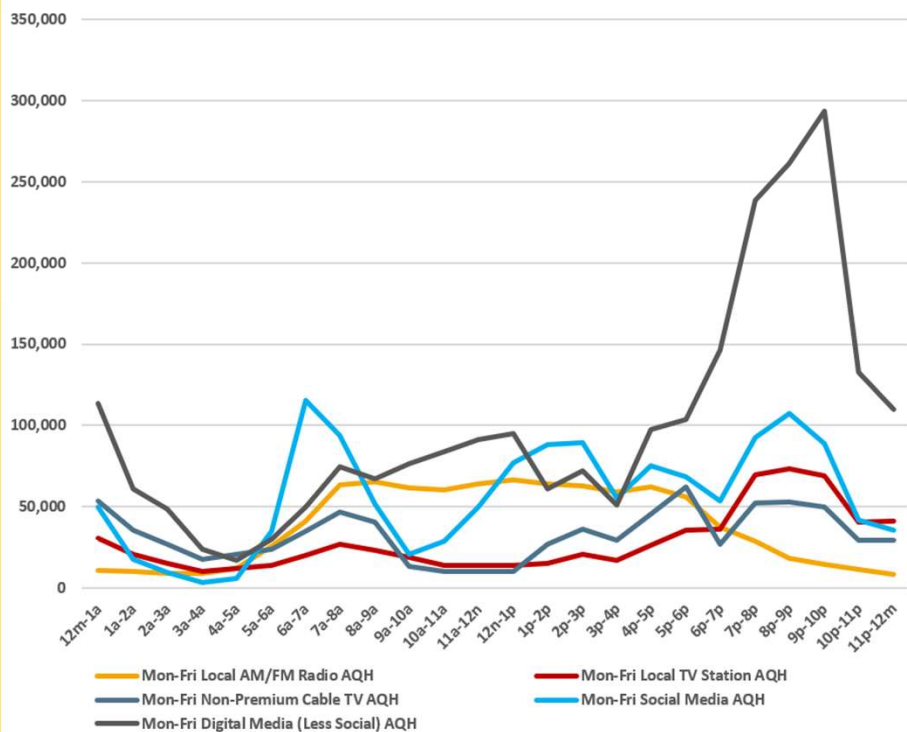
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
SEATTLE-TACOMA Metro Area Adults 18 or older**



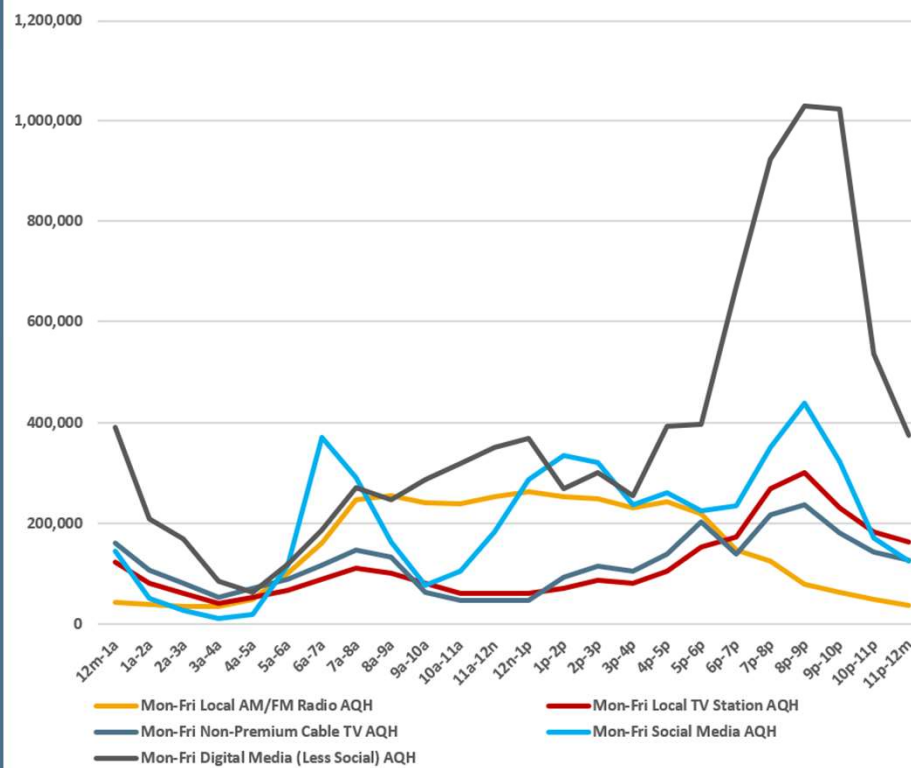


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 82,251; Social Media: 66,873; Local Radio: 58,731; Non-Prem. Cable: 30,368; Local TV: 21,805 reaching Adults 18 or older who Drank ENERGY DRINKS in the past 7 days.

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Drank ENERGY DRINKS in the past 7 days**



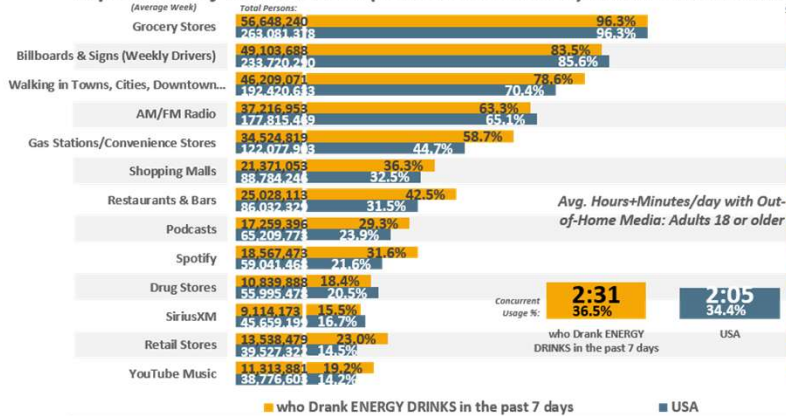
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
PHOENIX Metro Area Adults 18 or older**



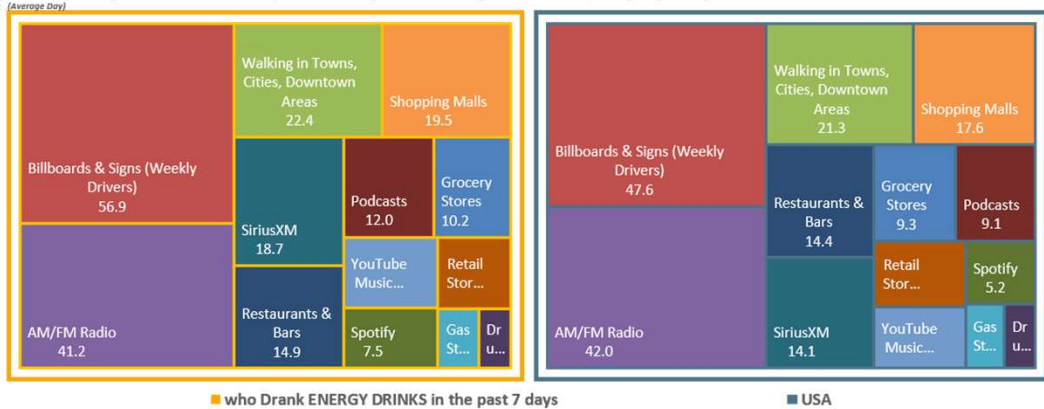


49,103,688 or 83.5% of Adults 18 or older who Drank ENERGY DRINKS in the past 7 days spend an average of 56.9 minutes per day driving, seeing Billboards and Signs. 61.4% Listen to Local Radio Stations Out-of-Home for an average of 36.6 minutes/day.

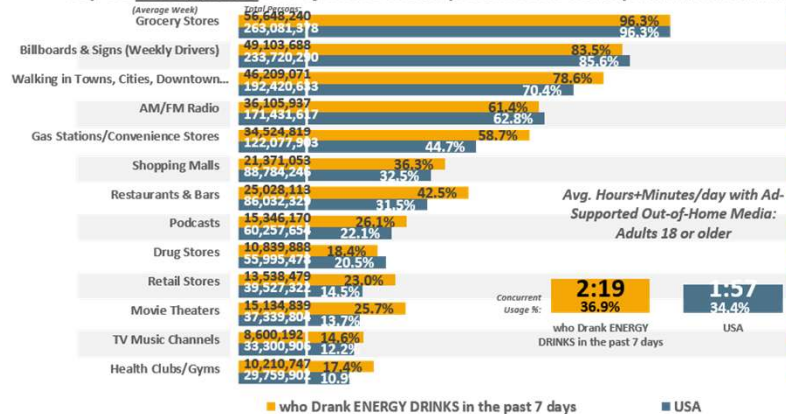
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



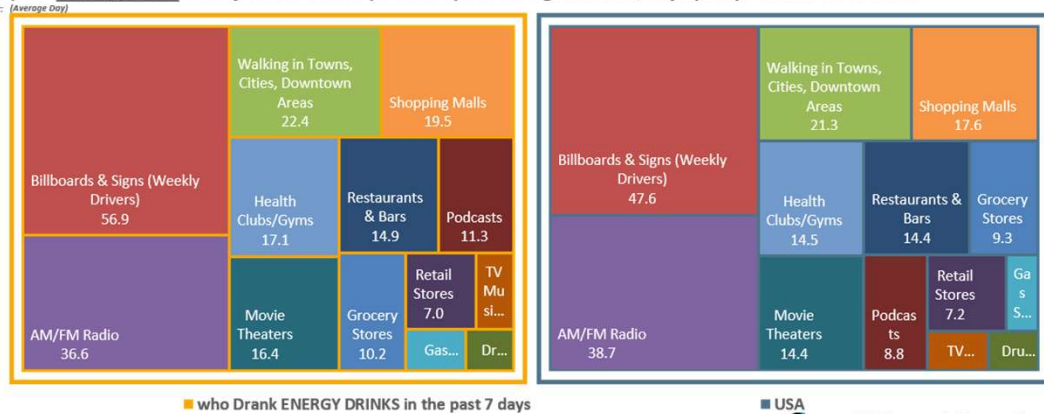
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 4,614
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

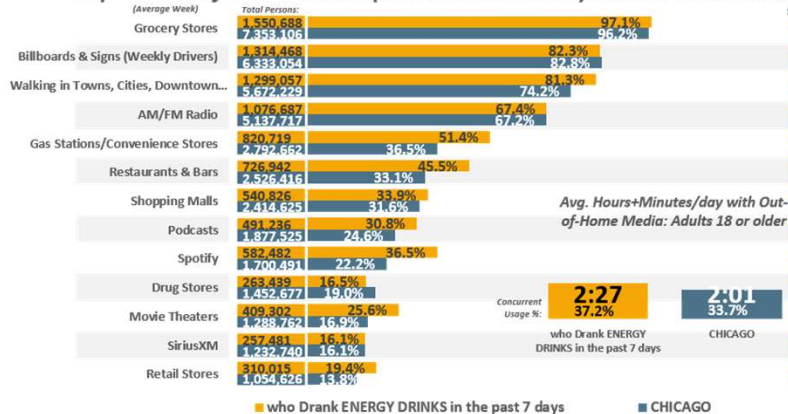
soefa.ai Share of Everything for Anything

Energy drinks drank past 7 days: Any energy drink past 7 days

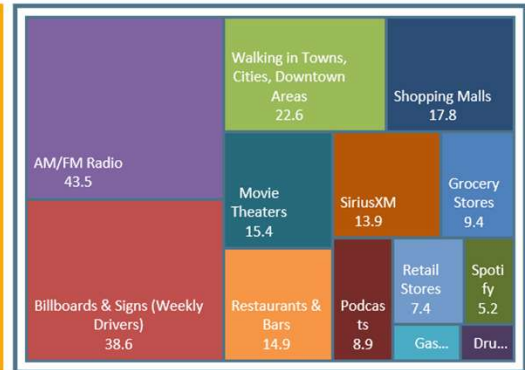
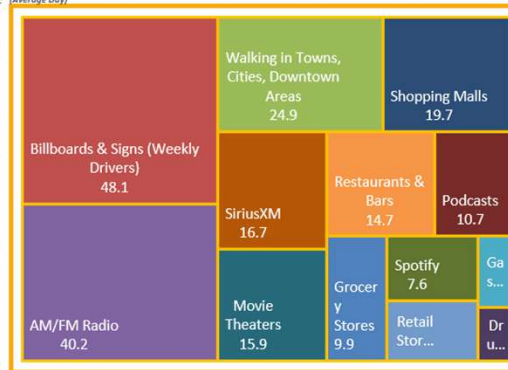


1,314,468 or 82.3% of Adults 18 or older who Drank ENERGY DRINKS in the past 7 days spend an average of 48.1 minutes per day driving, seeing Billboards and Signs. 65.1% Listen to Local Radio Stations Out-of-Home for an average of 34.7 minutes/day.

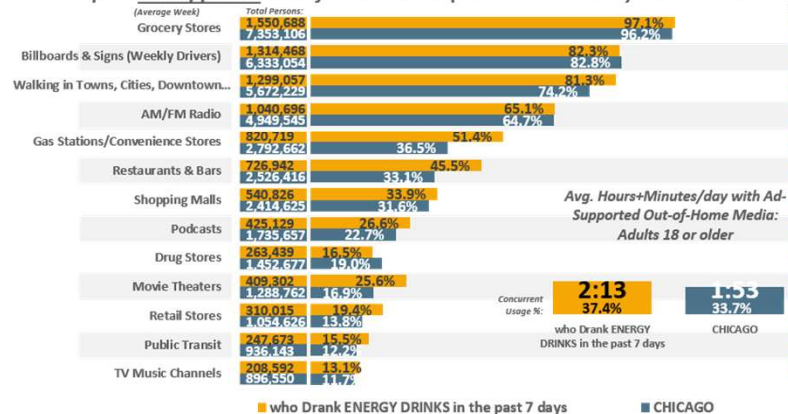
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



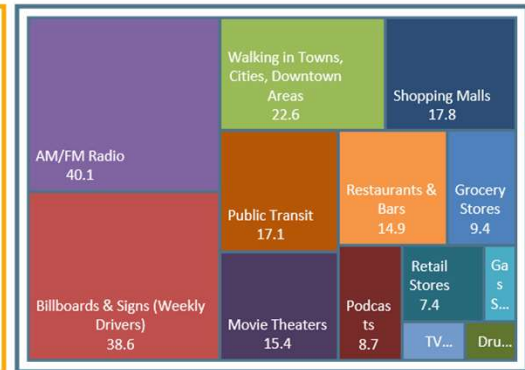
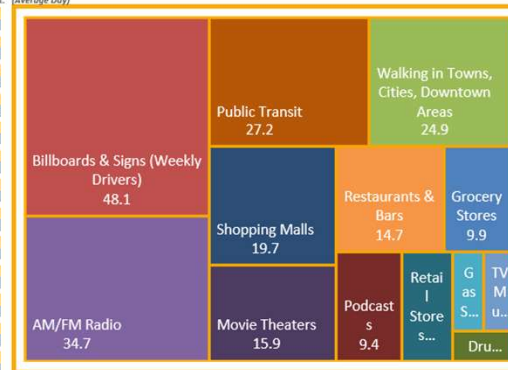
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



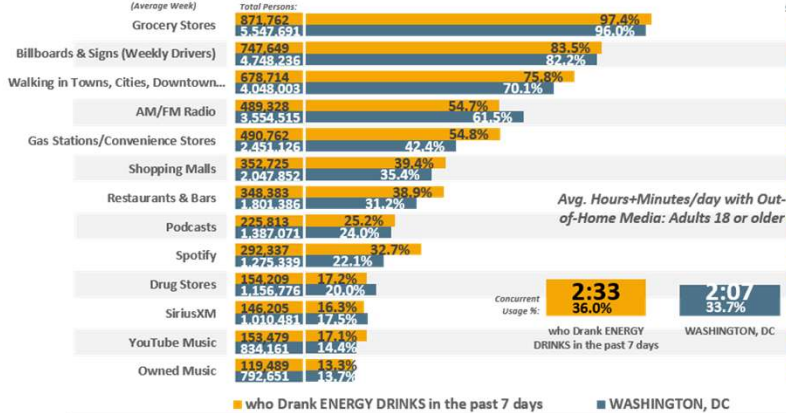
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



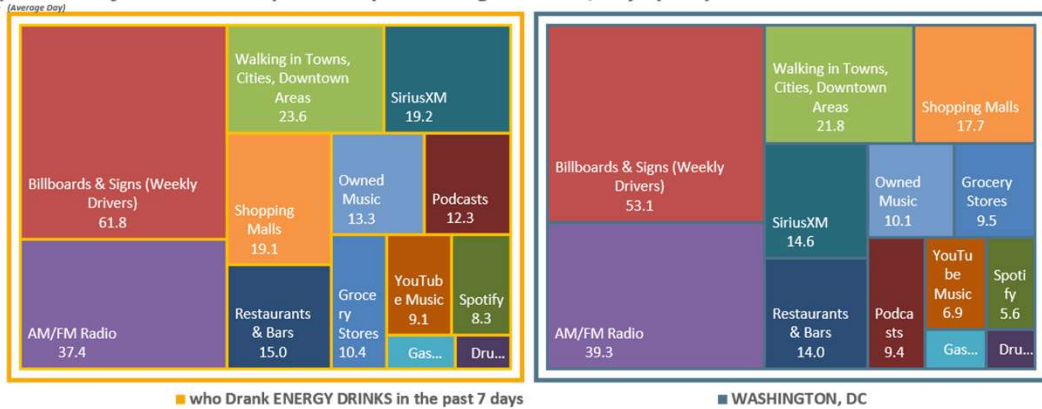


747,649 or 83.5% of Adults 18 or older who Drank ENERGY DRINKS in the past 7 days spend an average of 61.8 minutes per day driving, seeing Billboards and Signs. 52.4% Listen to Local Radio Stations Out-of-Home for an average of 33.1 minutes/day.

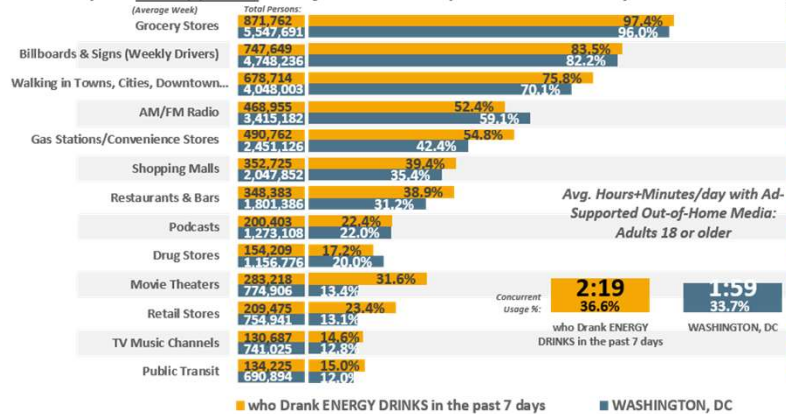
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



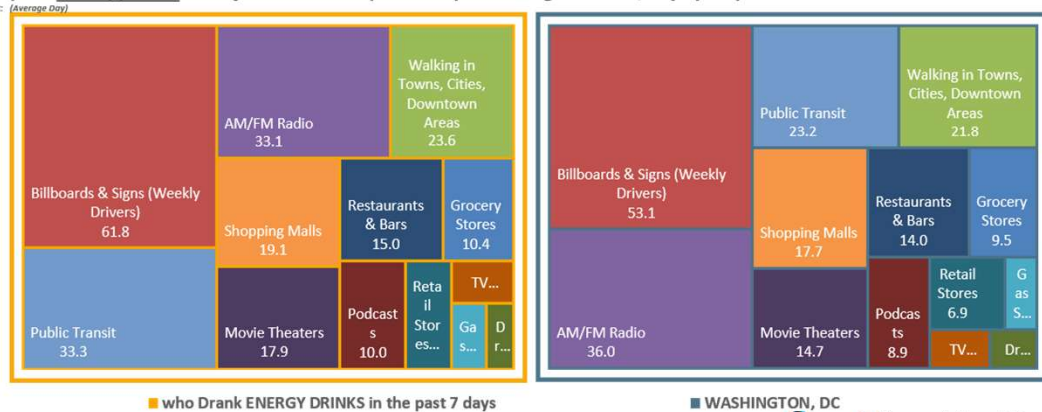
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 951
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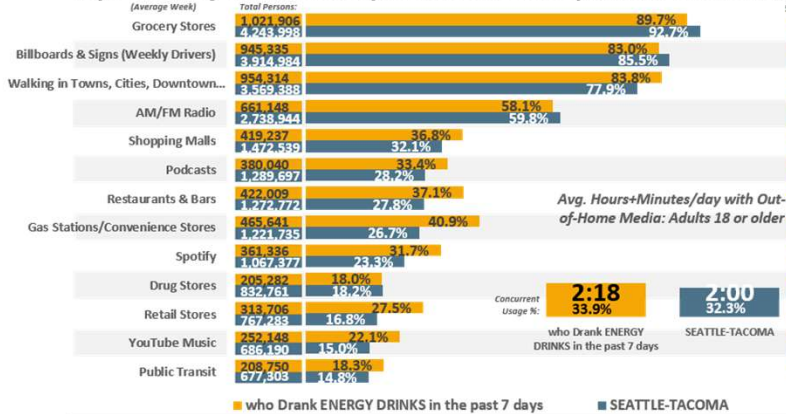
soefa.ai Share of Everything for Anything

Energy drinks drank past 7 days: Any energy drink past 7 days

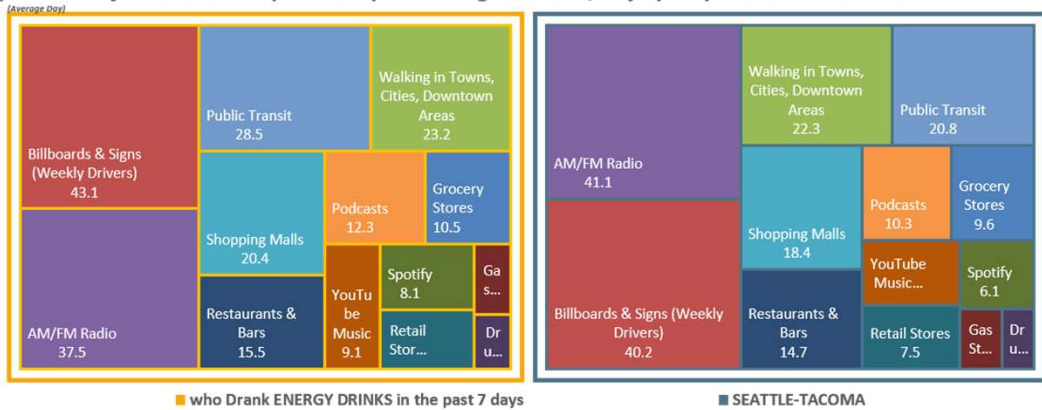


945,335 or 83.% of Adults 18 or older who Drank ENERGY DRINKS in the past 7 days spend an average of 43.1 minutes per day driving, seeing Billboards and Signs. 56.6% Listen to Local Radio Stations Out-of-Home for an average of 33.1 minutes/day.

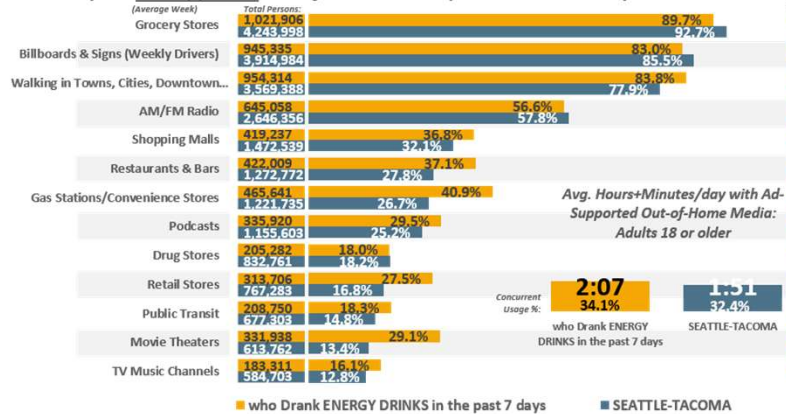
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



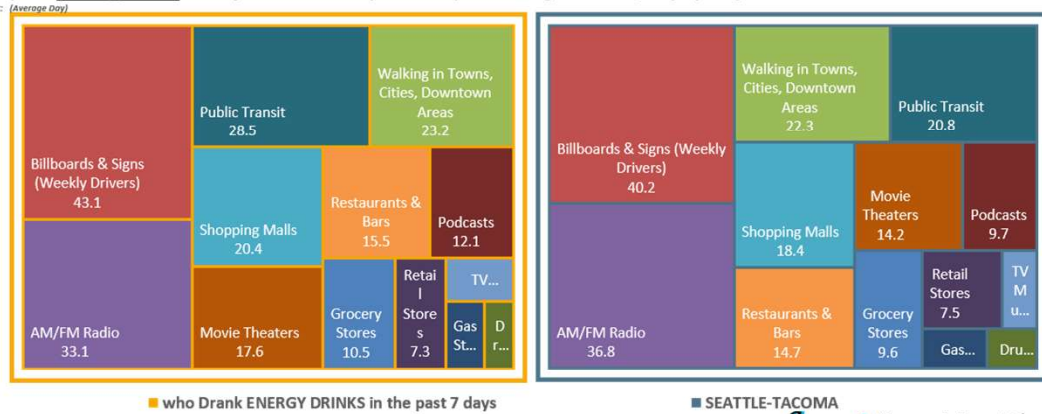
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 831
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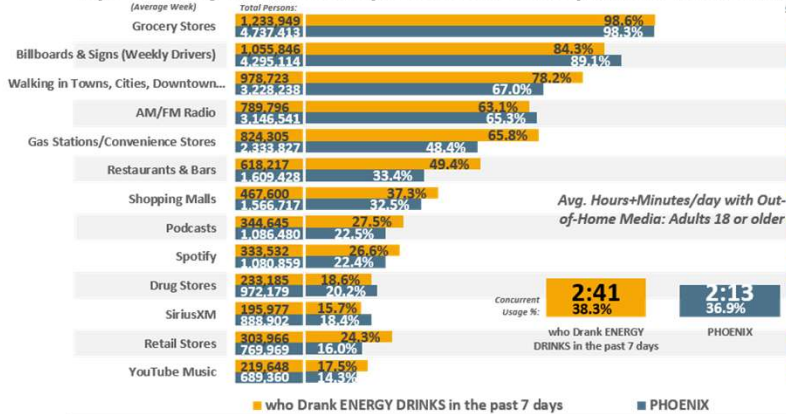
soefa.ai Share of Everything for Anything

Energy drinks drank past 7 days: Any energy drink past 7 days

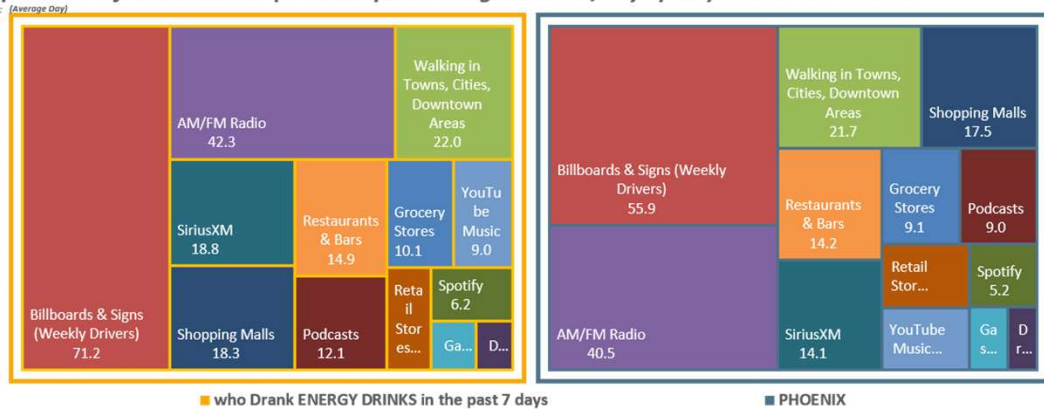


1,055,846 or 84.3% of Adults 18 or older who Drank ENERGY DRINKS in the past 7 days spend an average of 71.2 minutes per day driving, seeing Billboards and Signs. 61.6% Listen to Local Radio Stations Out-of-Home for an average of 38.3 minutes/day.

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



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



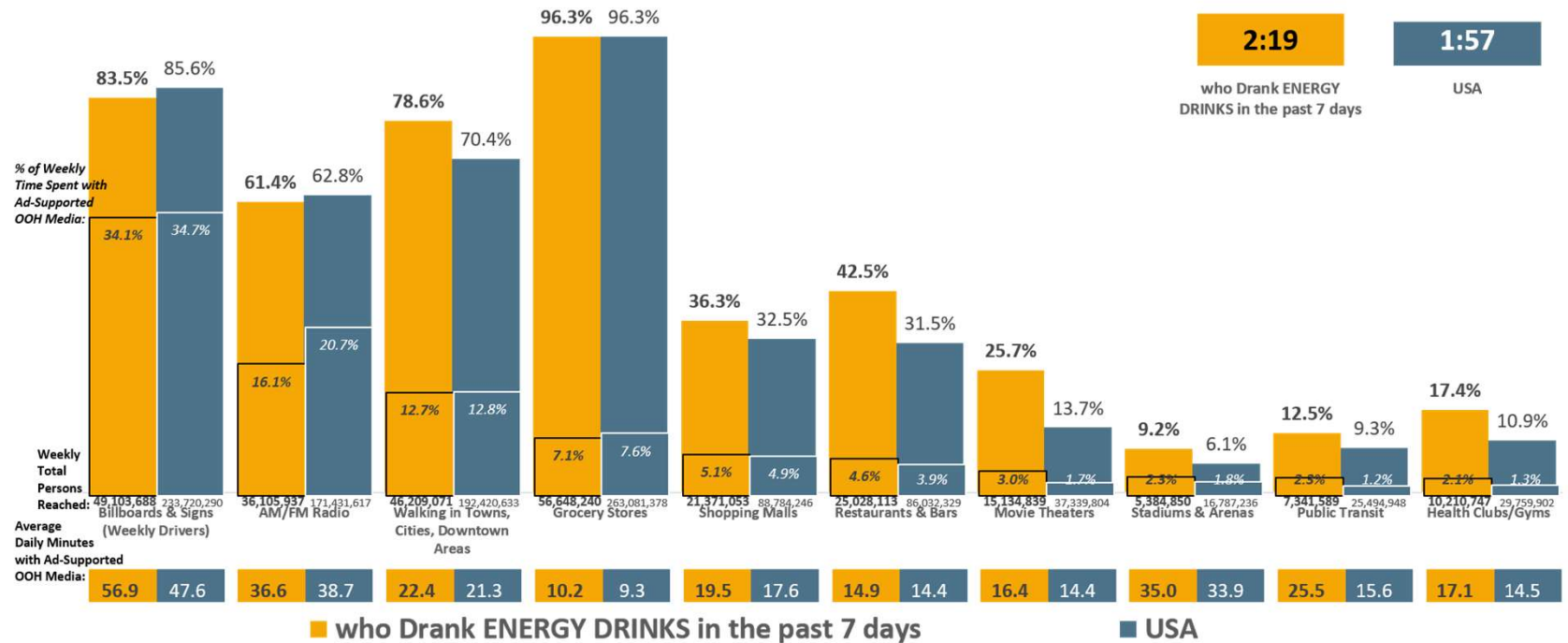


49,103,688 or 83.5% of Adults 18 or older who Drank ENERGY DRINKS in the past 7 days spend an average of 56.9 minutes per day driving, seeing Billboards and Signs representing 34.1% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



2:19

who Drank ENERGY DRINKS in the past 7 days

1:57

USA

USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 4,614
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

soefa.ai Share of Everything for Anything

Energy drinks drank past 7 days: Any energy drink past 7 days

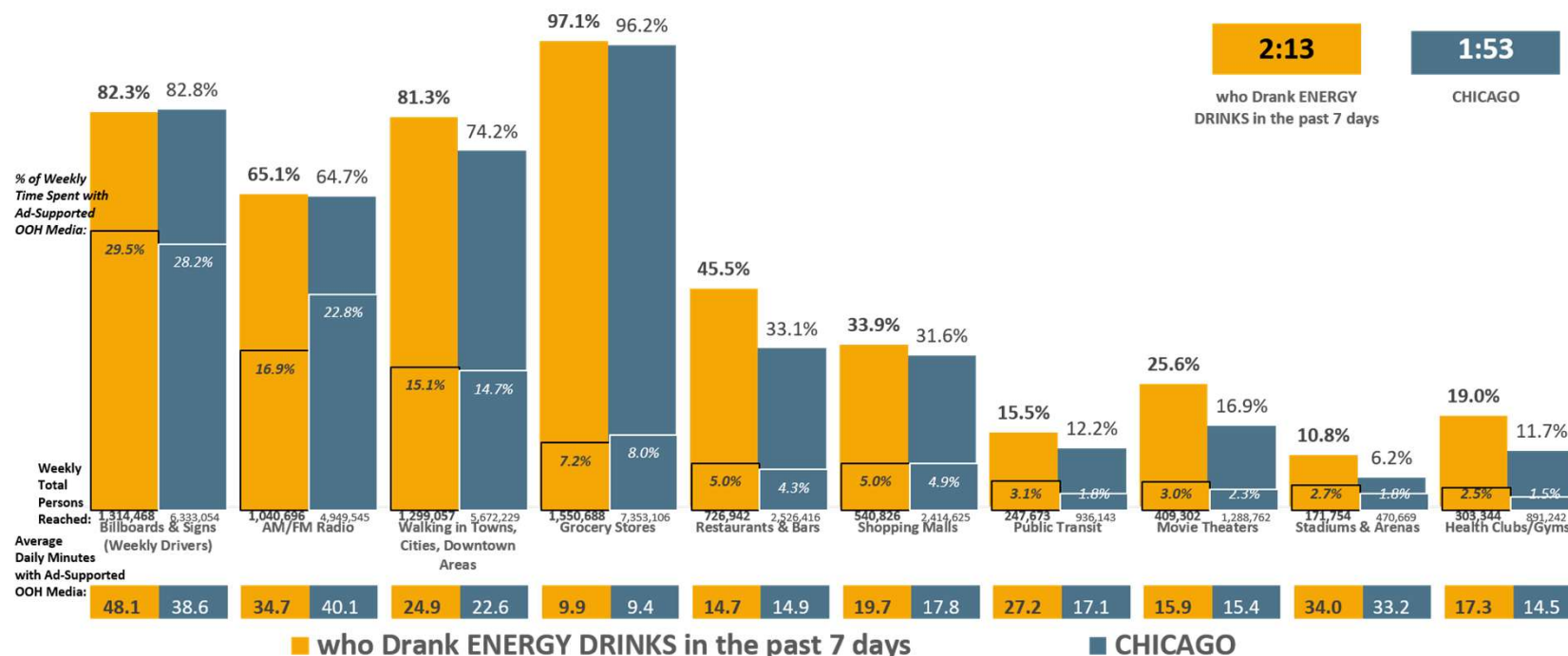


1,314,468 or 82.3% of Adults 18 or older who Drank ENERGY DRINKS in the past 7 days spend an average of 48.1 minutes per day driving, seeing Billboards and Signs representing 29.5% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 765
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CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 4,001

soefa.ai Share of Everything for Anything

Energy drinks drank past 7 days: Any energy drink past 7 days

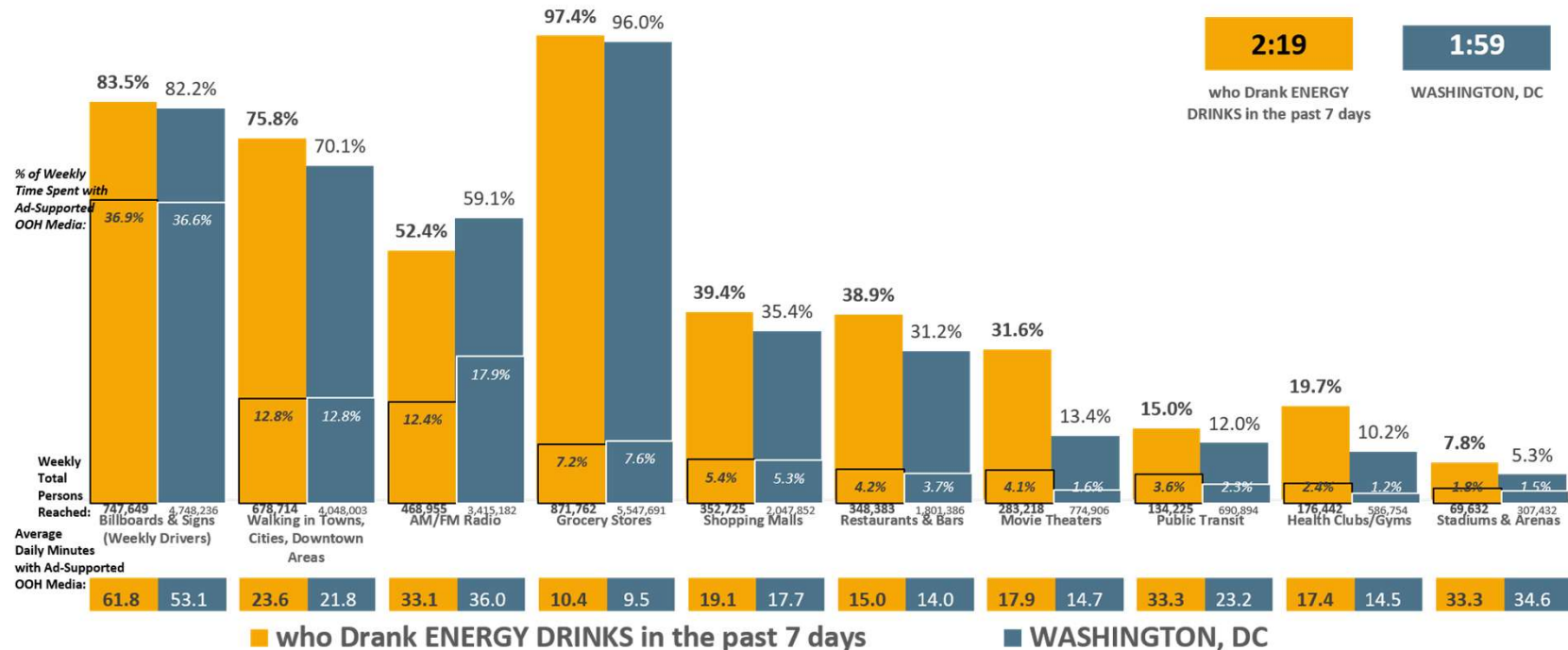


747,649 or 83.5% of Adults 18 or older who Drank ENERGY DRINKS in the past 7 days spend an average of 61.8 minutes per day driving, seeing Billboards and Signs representing 36.9% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 951 WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 5,703
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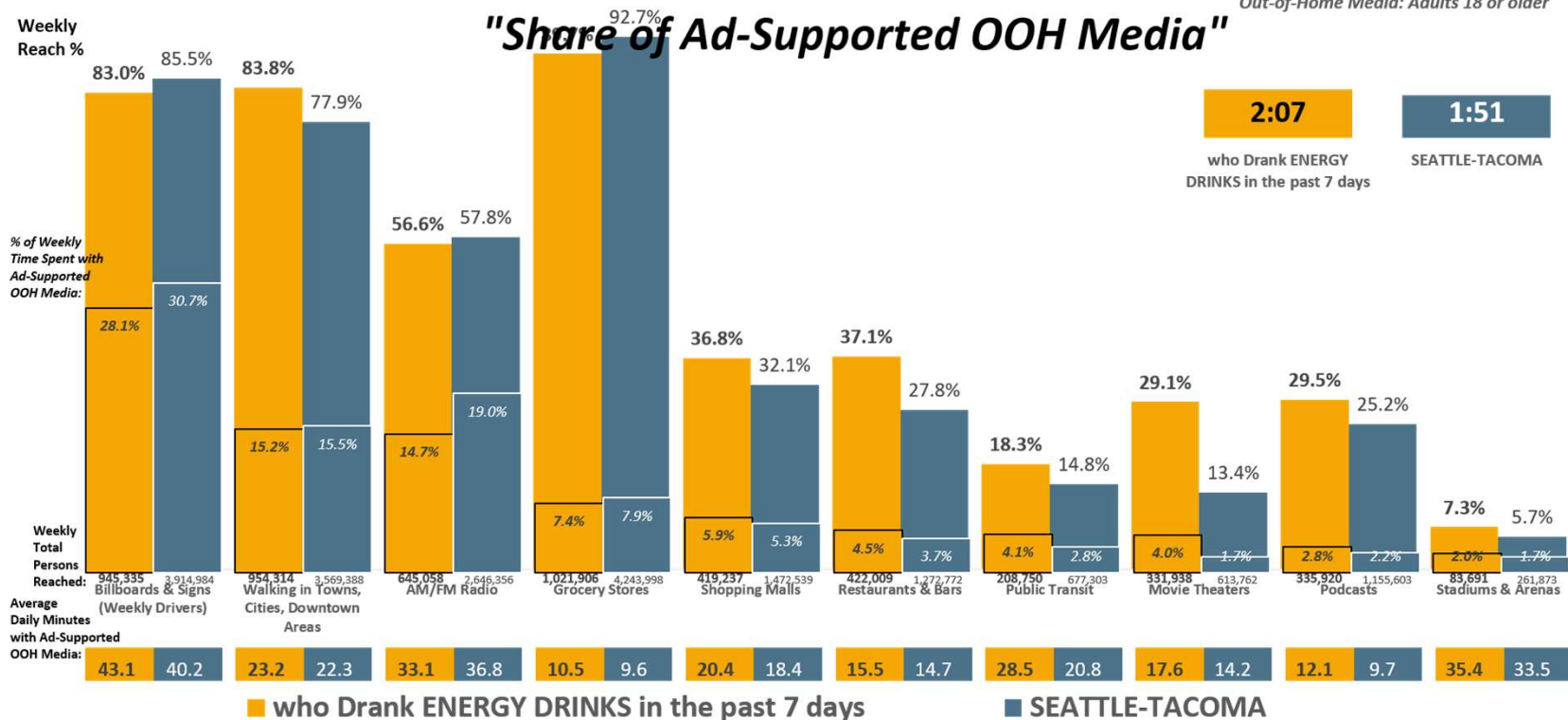
soefa.ai Share of Everything for Anything

Energy drinks drank past 7 days: Any energy drink past 7 days



945,335 or 83.0% of Adults 18 or older who Drank ENERGY DRINKS in the past 7 days spend an average of 43.1 minutes per day driving, seeing Billboards and Signs representing 28.1% of all Time Spent with Ad-Supported Out-of-Home Media.

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



2:07

who Drank ENERGY DRINKS in the past 7 days

1:51

SEATTLE-TACOMA

SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 831 SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 3,887

soefa.ai Share of Everything for Anything

Energy drinks drank past 7 days: Any energy drink past 7 days

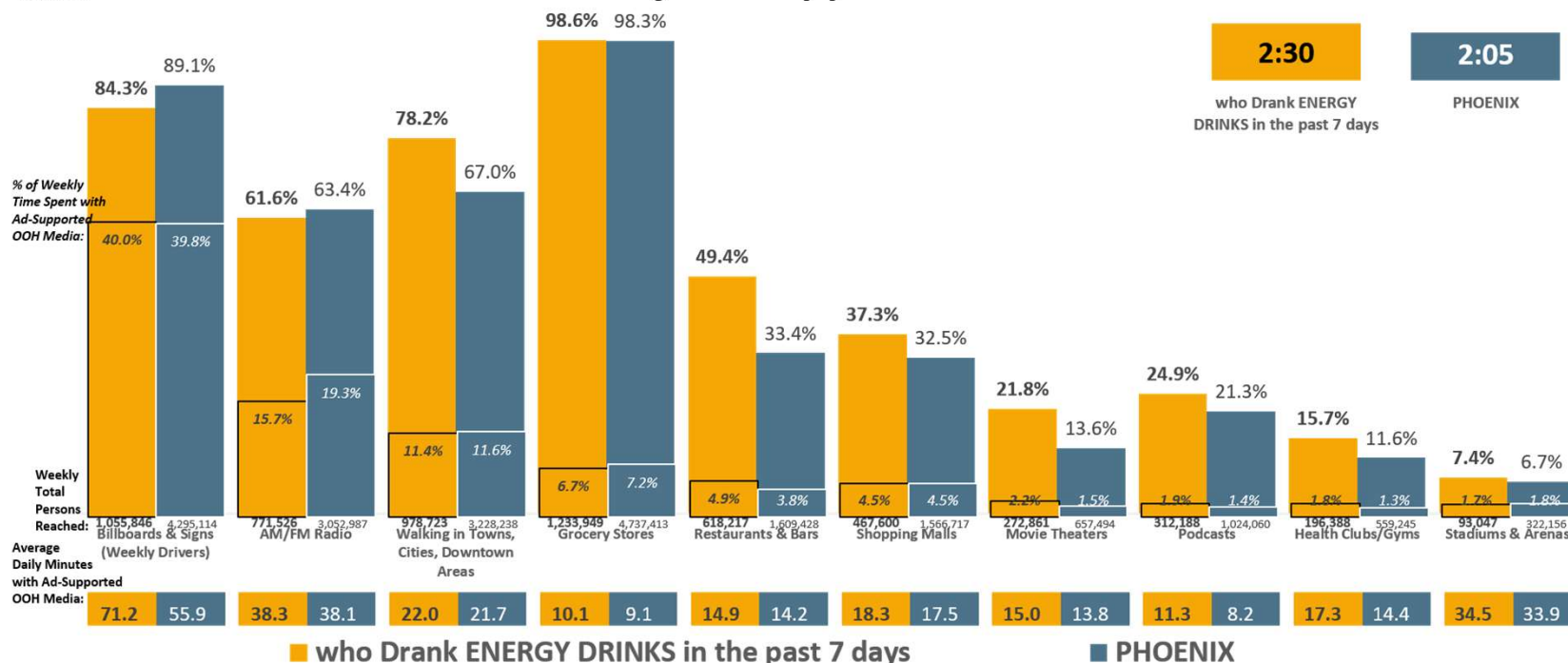


1,055,846 or 84.3% of Adults 18 or older who Drank ENERGY DRINKS in the past 7 days spend an average of 71.2 minutes per day driving, seeing Billboards and Signs representing 40.% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 578
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PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 2,406

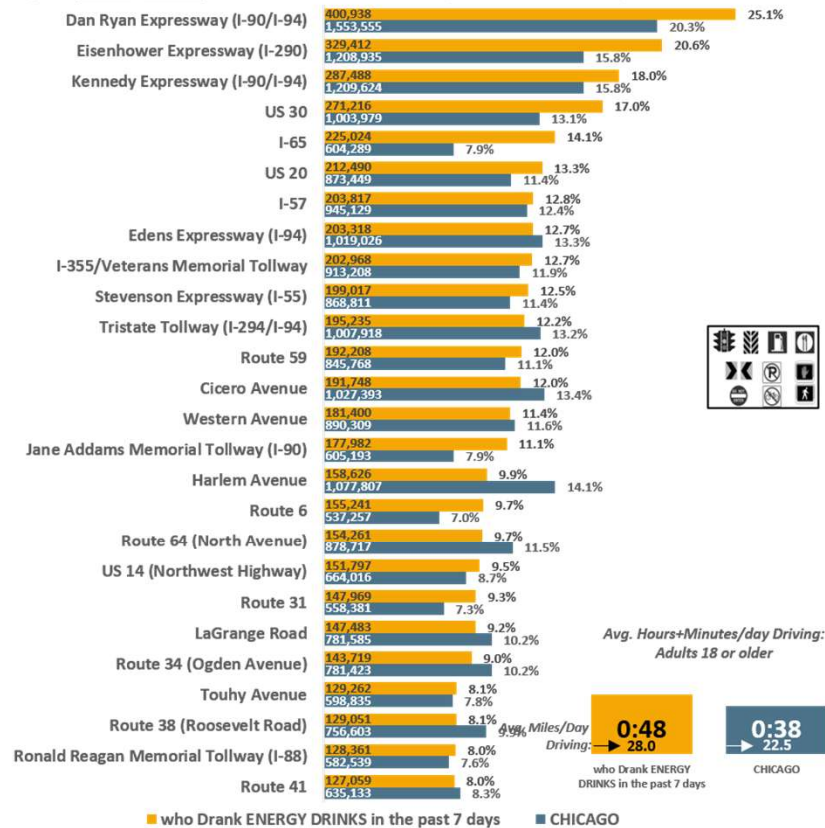
soefa.ai Share of Everything for Anything

Energy drinks drank past 7 days: Any energy drink past 7 days

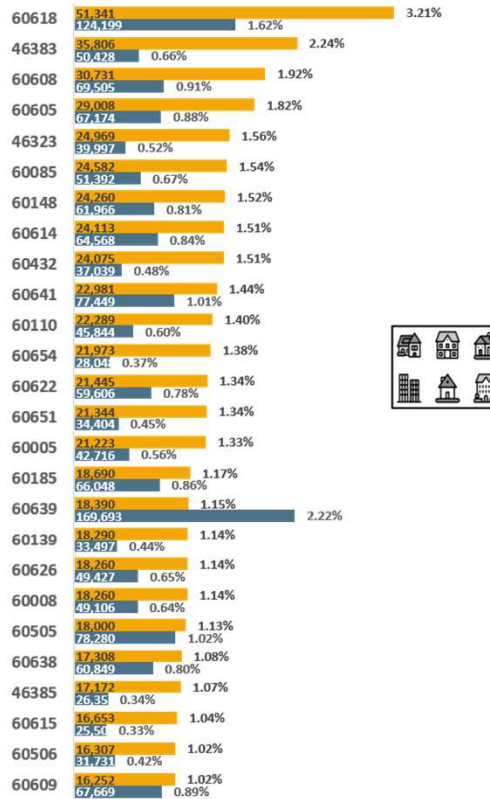


1,314,468 or 82.3% of Adults 18 or older who Drank ENERGY DRINKS in the past 7 days spend an average of 48.1 minutes per day driving an average of 28. miles each day and are 78.2% more likely to use I-65 than the Metro average.

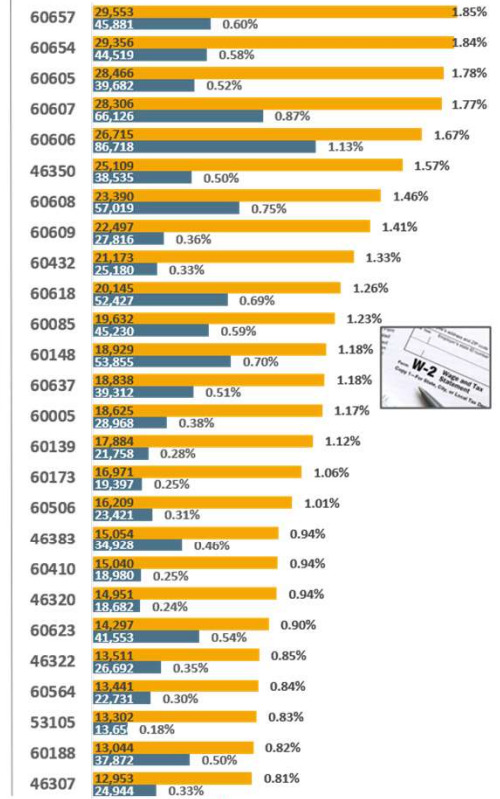
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



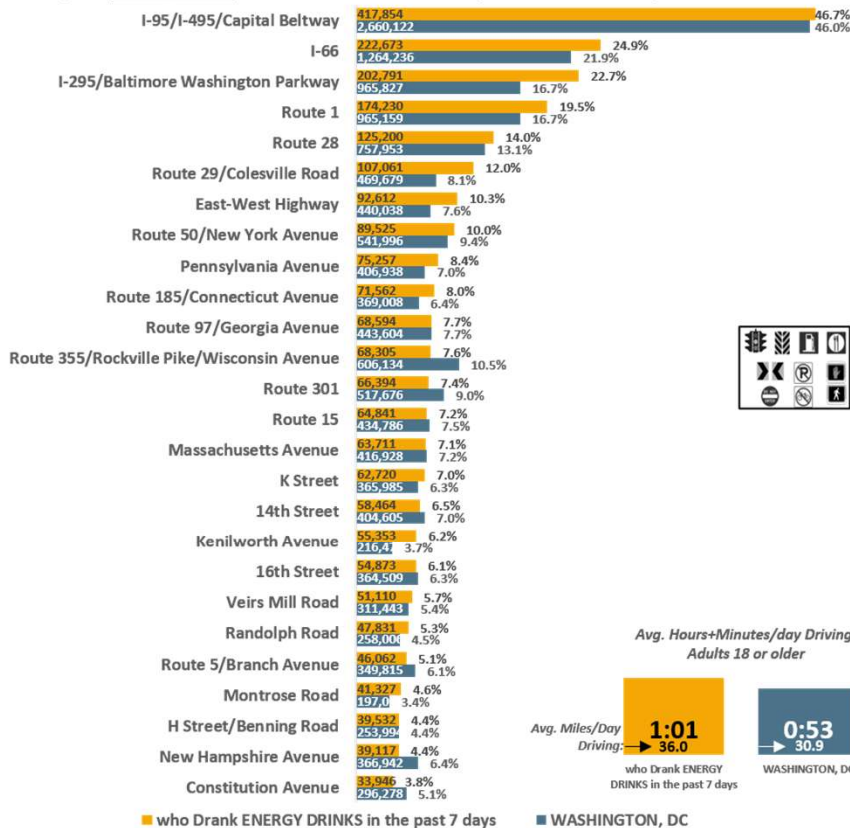
Top-26 Employment Zip Codes: Adults 18 or older



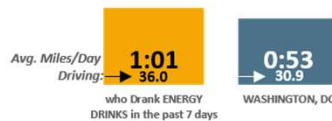


747,649 or 83.5% of Adults 18 or older who Drank ENERGY DRINKS in the past 7 days spend an average of 61.8 minutes per day driving an average of 36. miles each day and are 65.% more likely to use Kenilworth Avenue than the Metro average.

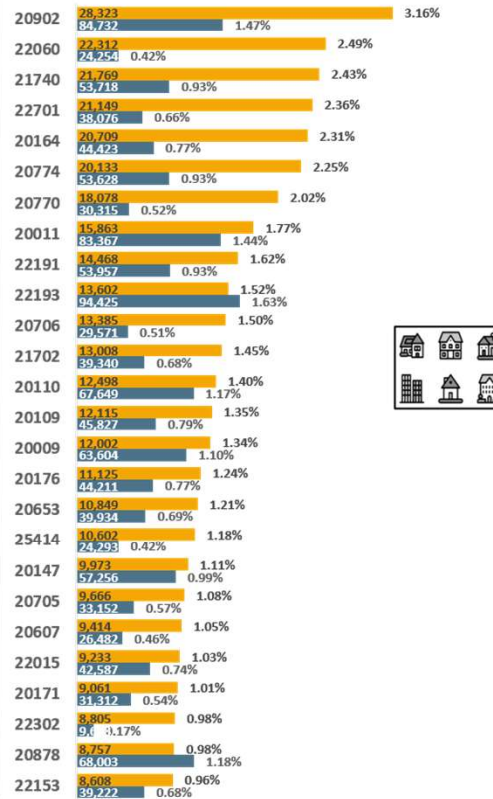
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



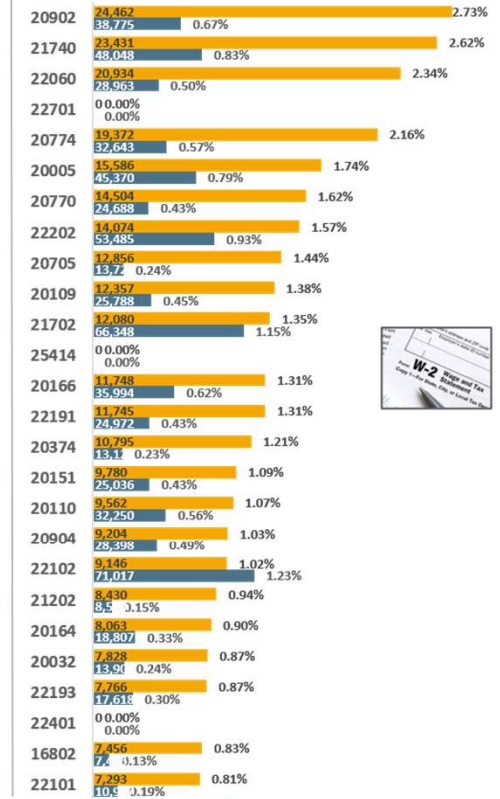
Avg. Hours+Minutes/day Driving:
Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



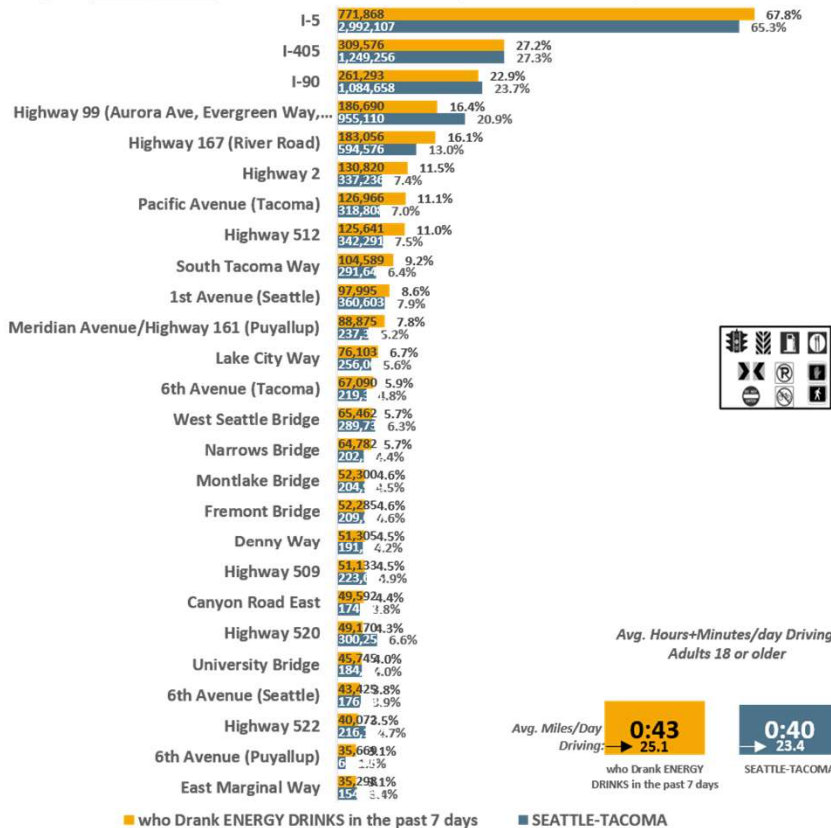
Top-26 Employment Zip Codes: Adults 18 or older





945,335 or 83.3% of Adults 18 or older who Drank ENERGY DRINKS in the past 7 days spend an average of 43.1 minutes per day driving an average of 25.1 miles each day and are 60.2% more likely to use Pacific Avenue (Tacoma) than the Metro average.

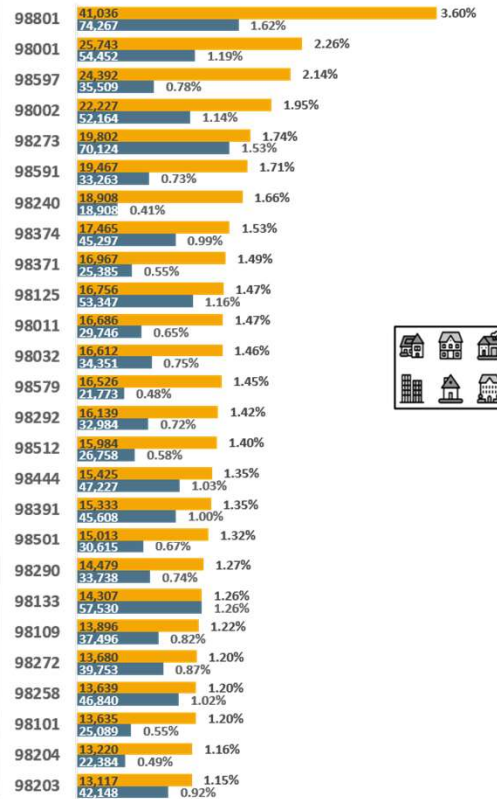
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



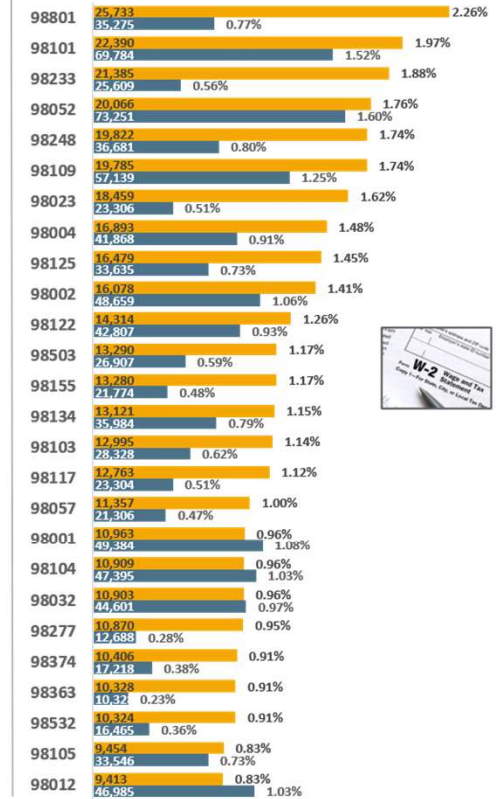
Avg. Hours+Minutes/day Driving:
Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



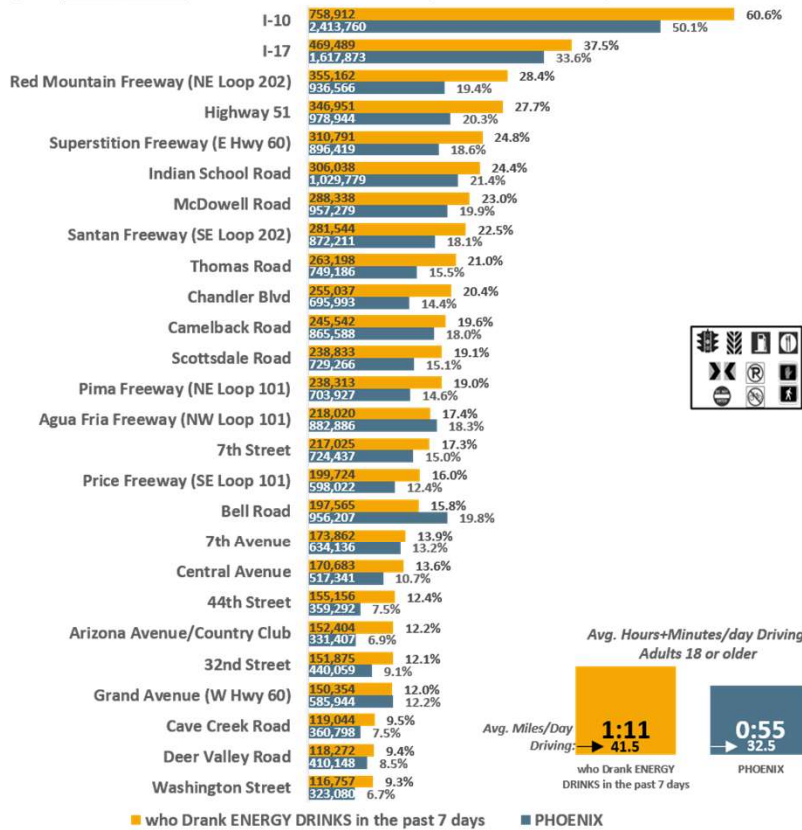
Top-26 Employment Zip Codes: Adults 18 or older



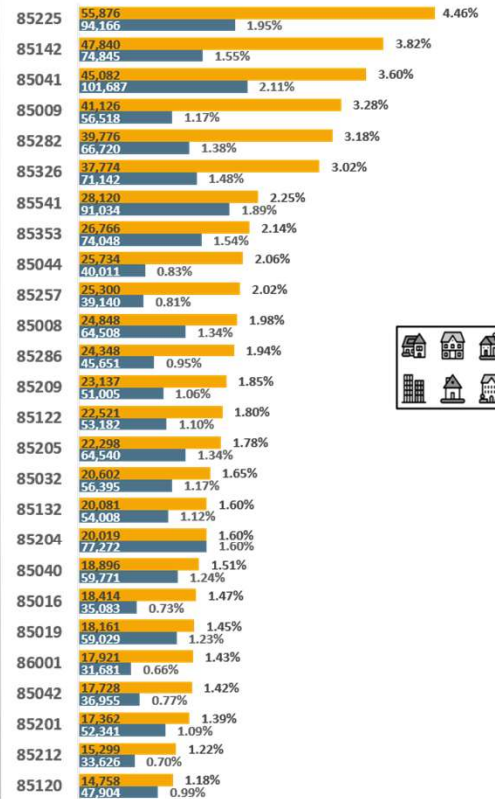


1,055,846 or 84.3% of Adults 18 or older who Drank ENERGY DRINKS in the past 7 days spend an average of 71.2 minutes per day driving an average of 41.5 miles each day and are 45.9% more likely to use Red Mountain Freeway (NE Loop 202) than the Metro avera

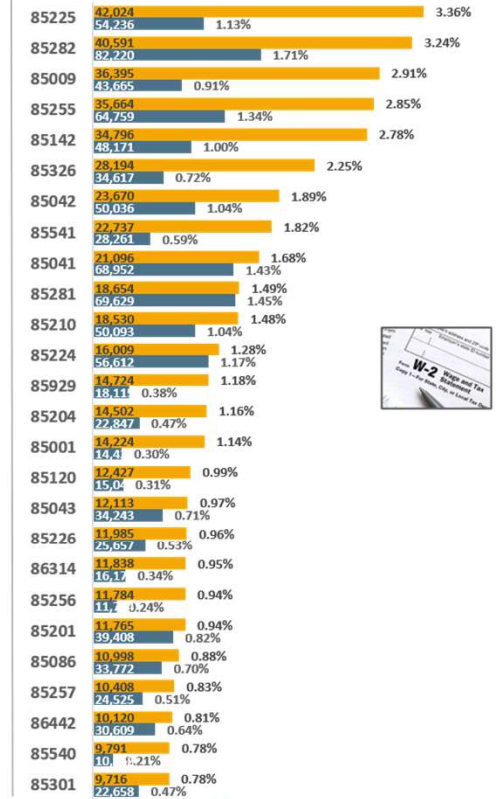
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



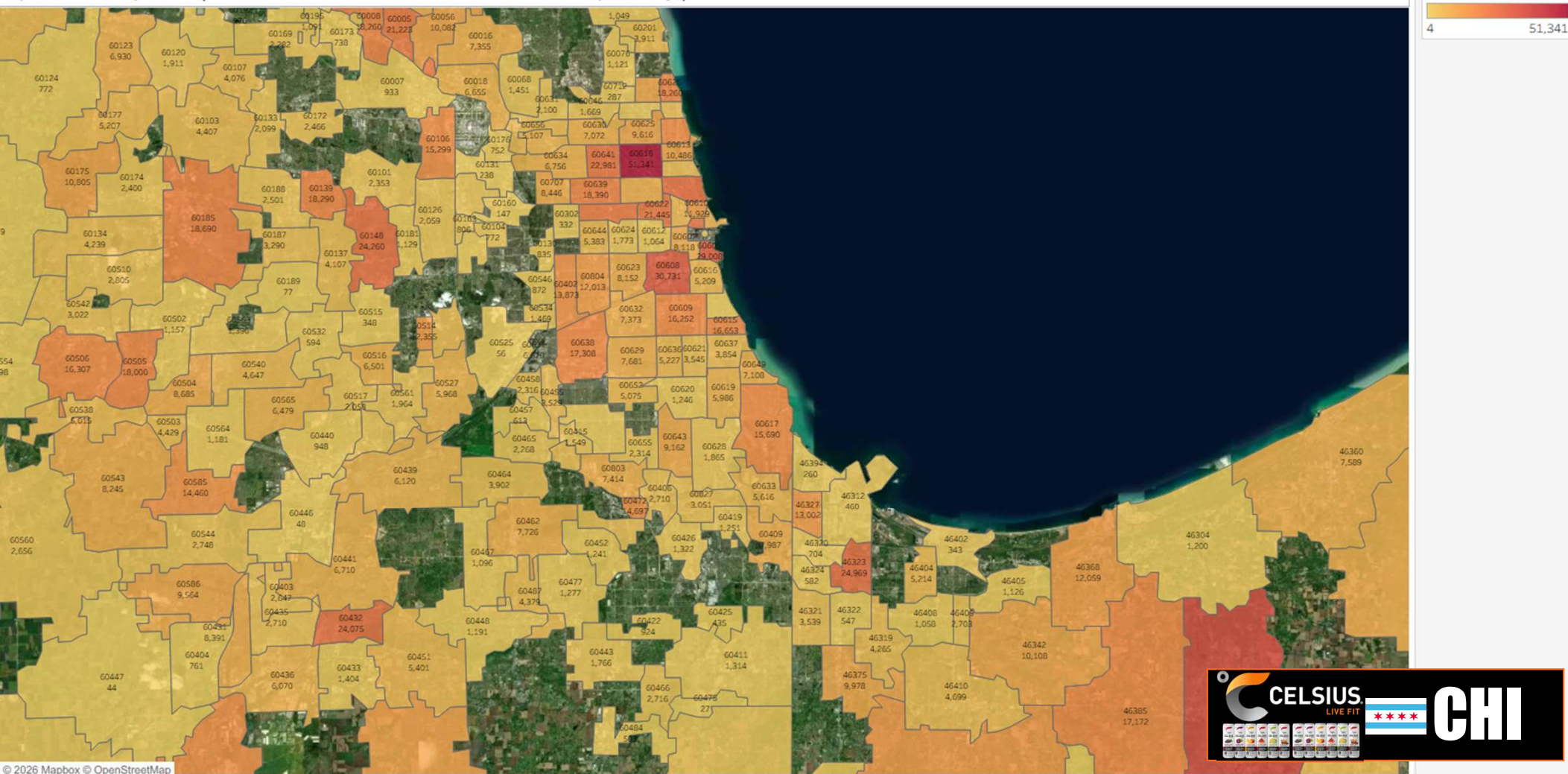
Top-26 Residential Zip Codes: Adults 18 or older



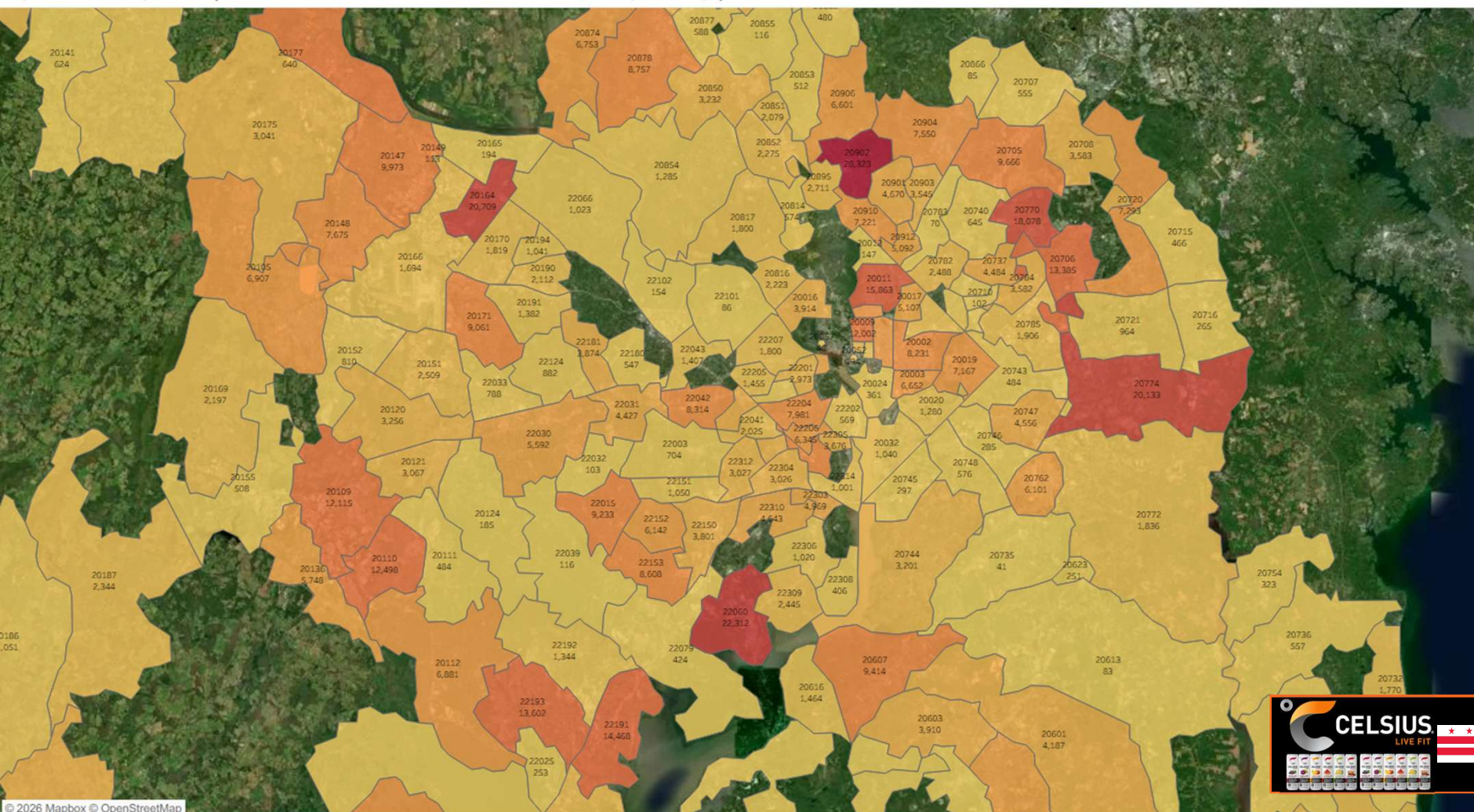
Top-26 Employment Zip Codes: Adults 18 or older



Top Residential Zip Codes: (Adults 18 or older who Drank ENERGY DRINKS in the past 7 days)



Top Residential Zip Codes: (Adults 18 or older who Drank ENERGY DRINKS in the past 7 days)



SUM(Adults 18 or olde...



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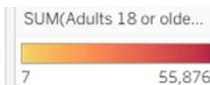
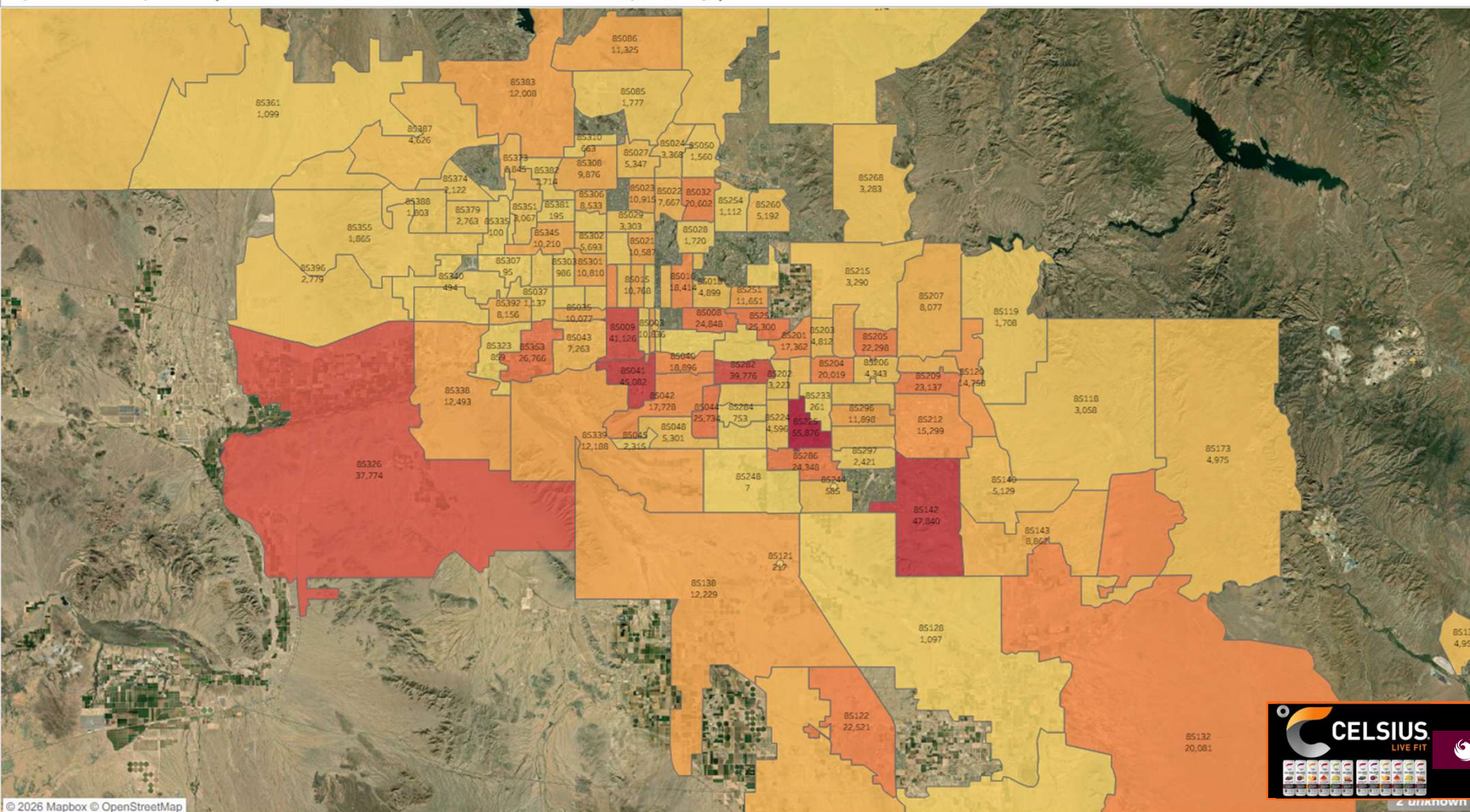
951

Energy drinks drank past 7 days: Any energy drink past 7 days

soefa.ai Share of Everything for Anything



Top Residential Zip Codes: (Adults 18 or older who Drank ENERGY DRINKS in the past 7 days)

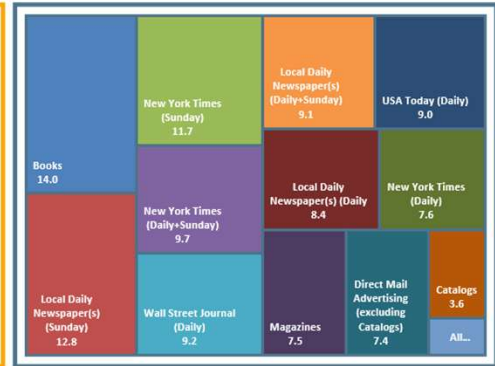
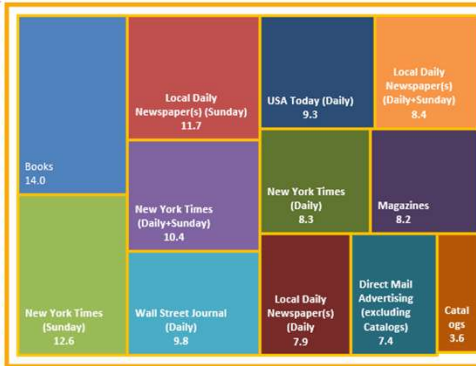
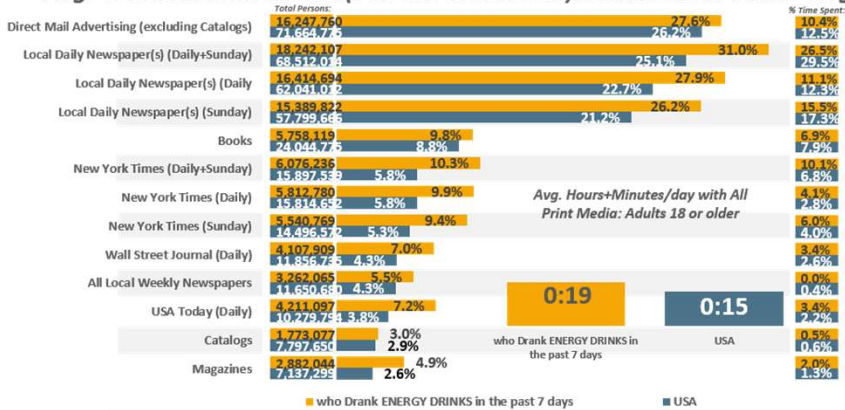


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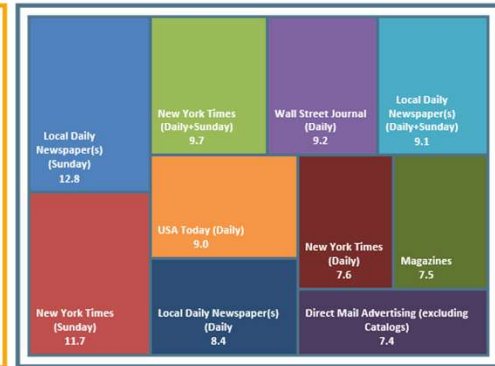
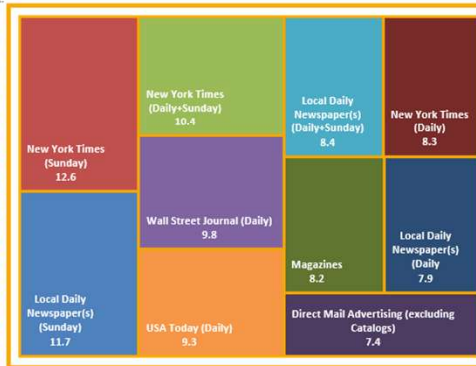
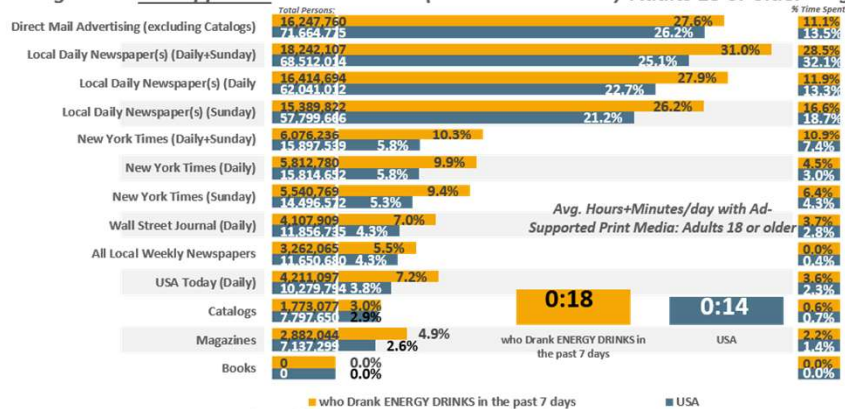


18,242,107 or 31.1% of Adults 18 or older who Drank ENERGY DRINKS in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.4 minutes every day representing 28.5% of all time spent daily with All forms of Print Media.

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



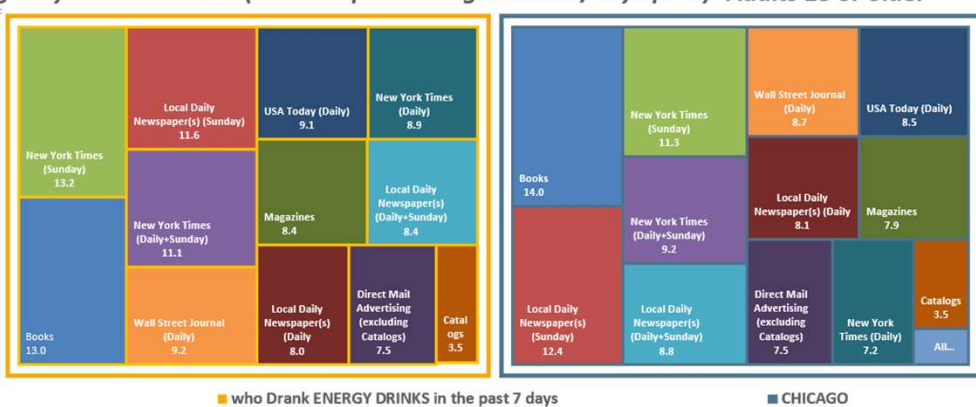
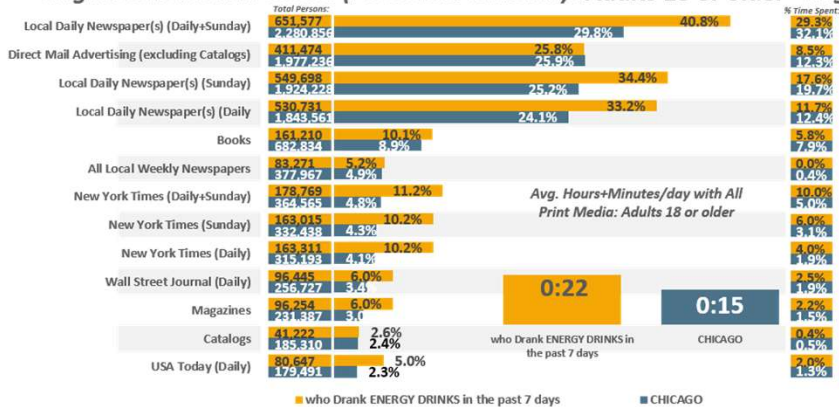
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



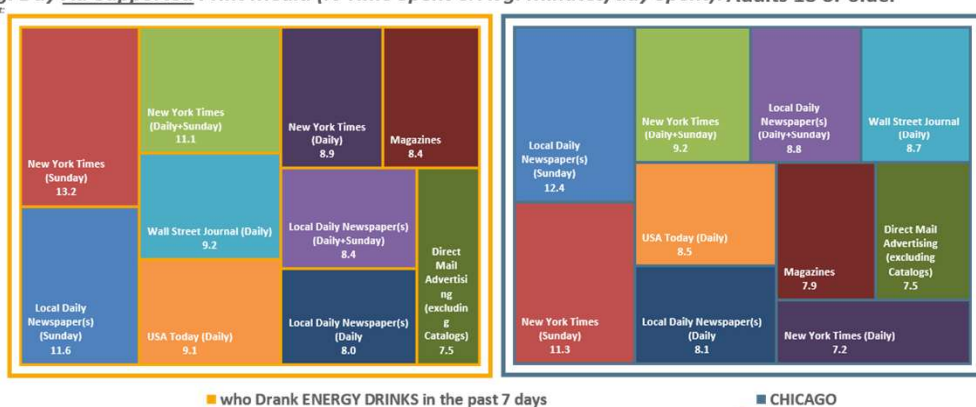
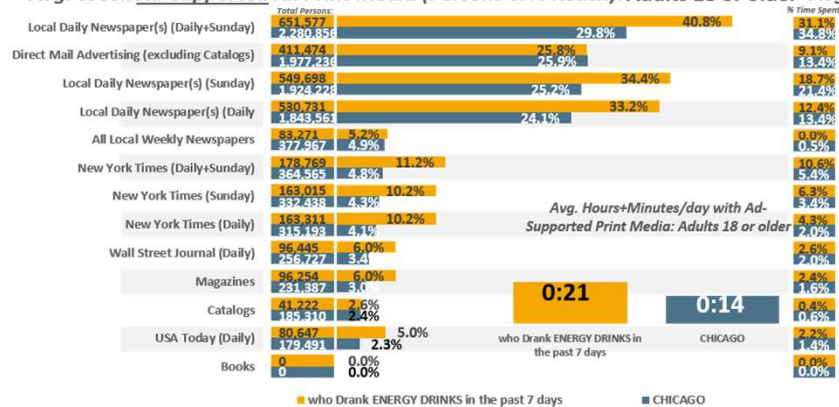


651,577 or 40.8% of Adults 18 or older who Drank ENERGY DRINKS in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.4 minutes every day representing 31.1% of all time spent daily with All forms of Print Media.

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



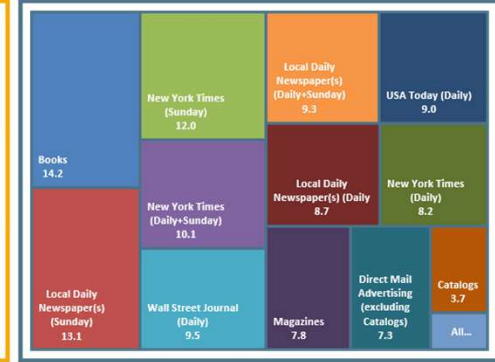
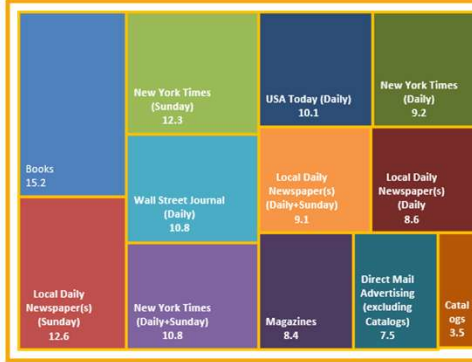
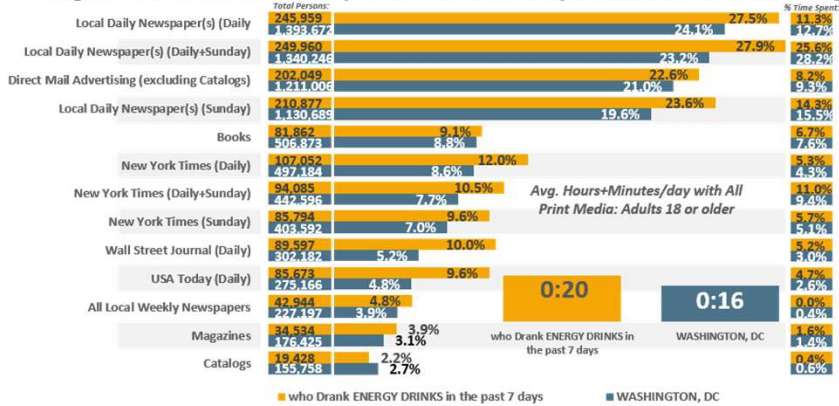
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



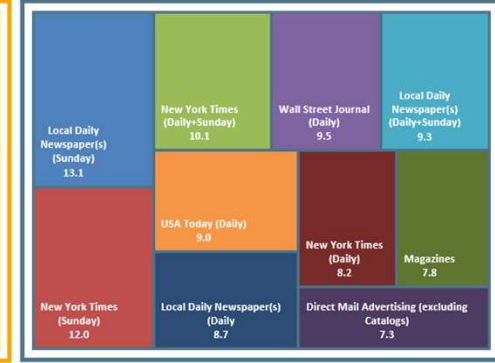
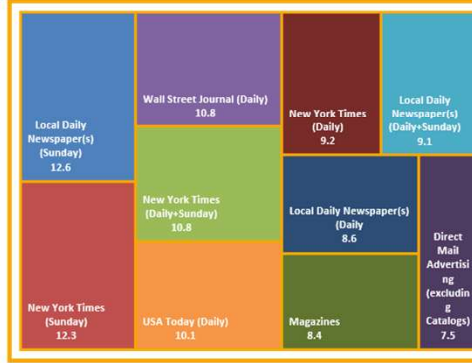
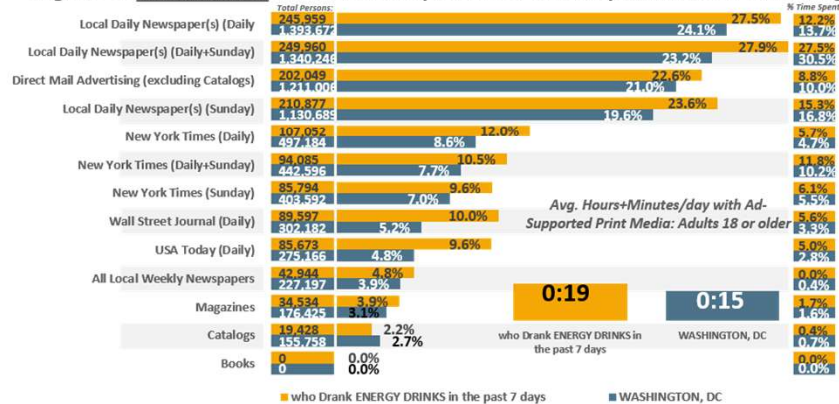


249,960 or 27.9% of Adults 18 or older who Drank ENERGY DRINKS in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.1 minutes every day representing 27.5% of all time spent daily with All forms of Print Media.

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



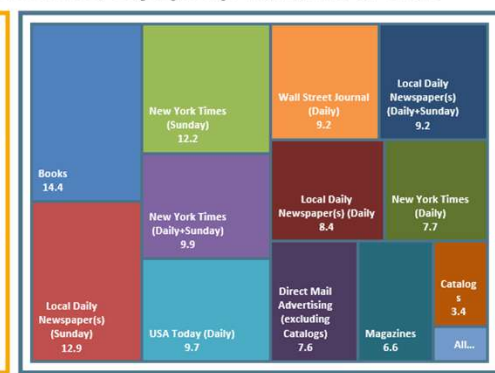
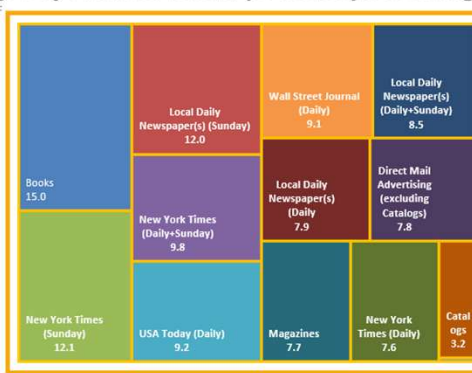
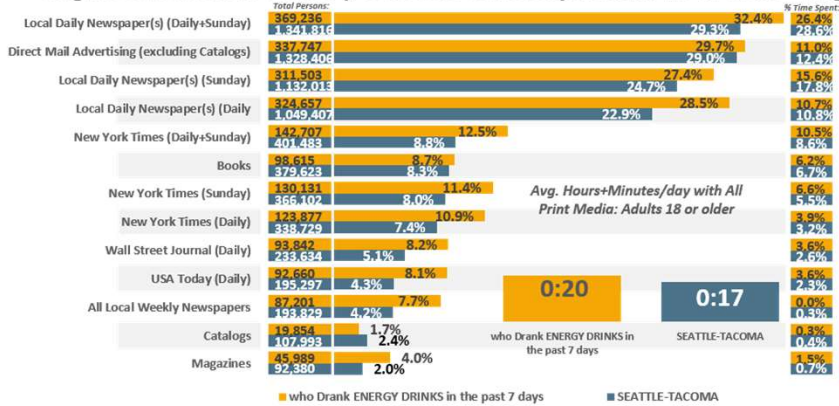
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



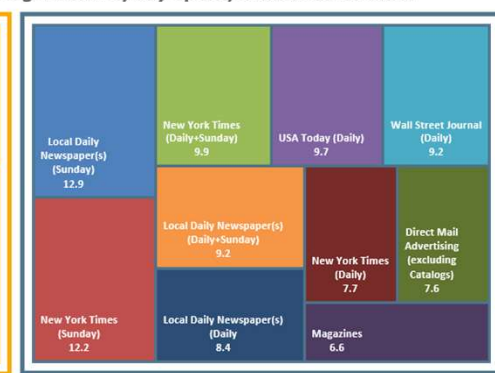
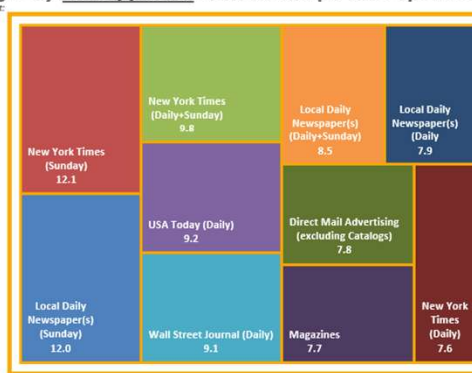
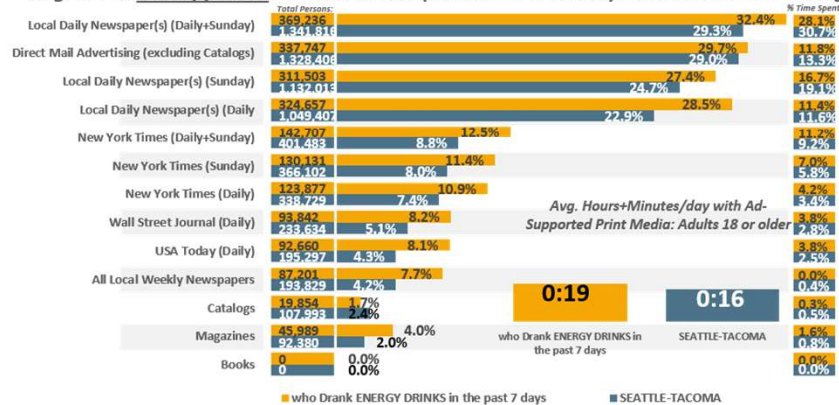


369,236 or 32.4% of Adults 18 or older who Drank ENERGY DRINKS in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.5 minutes every day representing 28.1% of all time spent daily with All forms of Print Media.

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



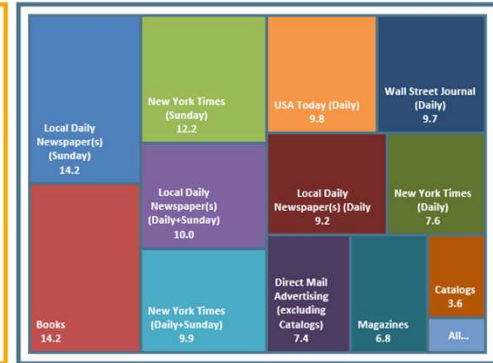
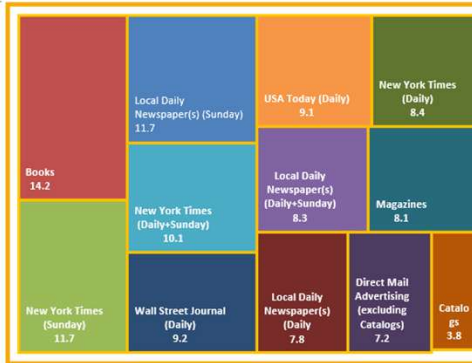
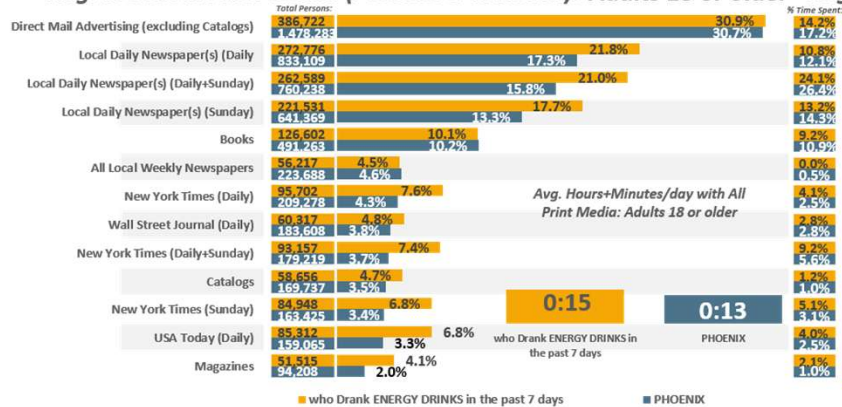
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



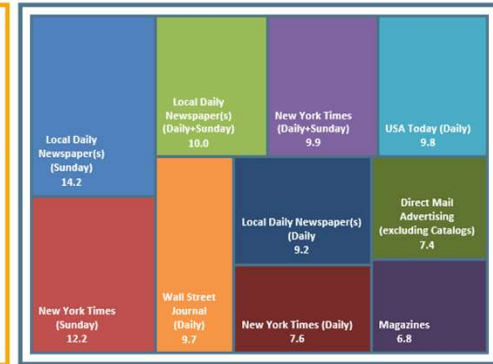
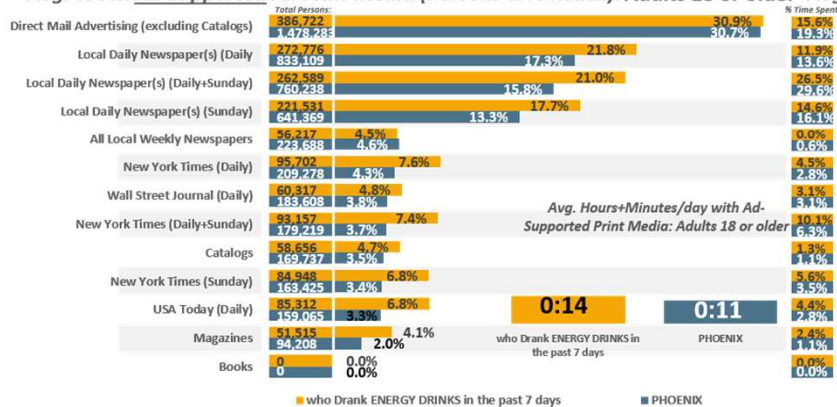


262,589 or 21.% of Adults 18 or older who Drank ENERGY DRINKS in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.3 minutes every day representing 26.5% of all time spent daily with All forms of Print Media.

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



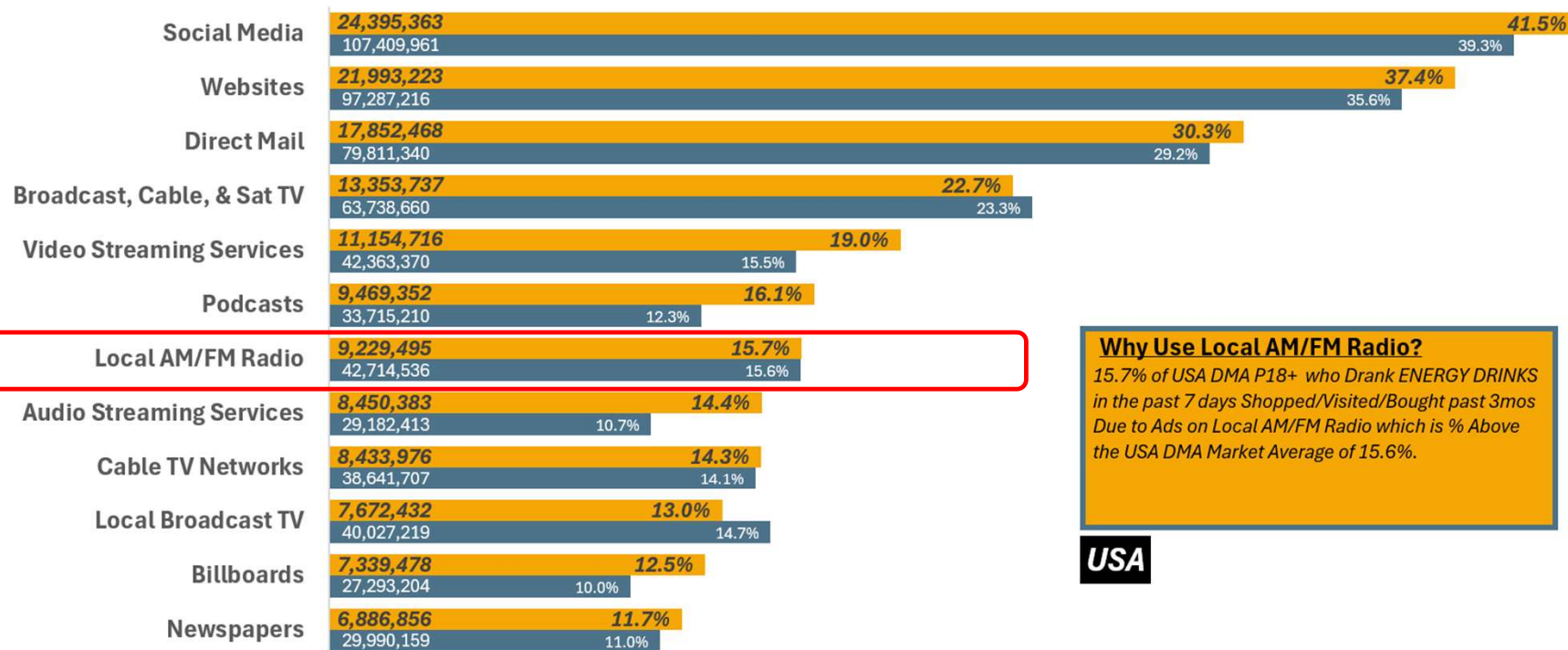
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





"Advertising Actions"

P18+ who Drank ENERGY DRINKS in the past 7 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

15.7% of USA DMA P18+ who Drank ENERGY DRINKS in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is % Above the USA DMA Market Average of 15.6%.

USA

■ P18+ who Drank ENERGY DRINKS in the past 7 days (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

USA DMA Scarborough R1 2026: Jan25-Mar26 Qual Intab: 4614
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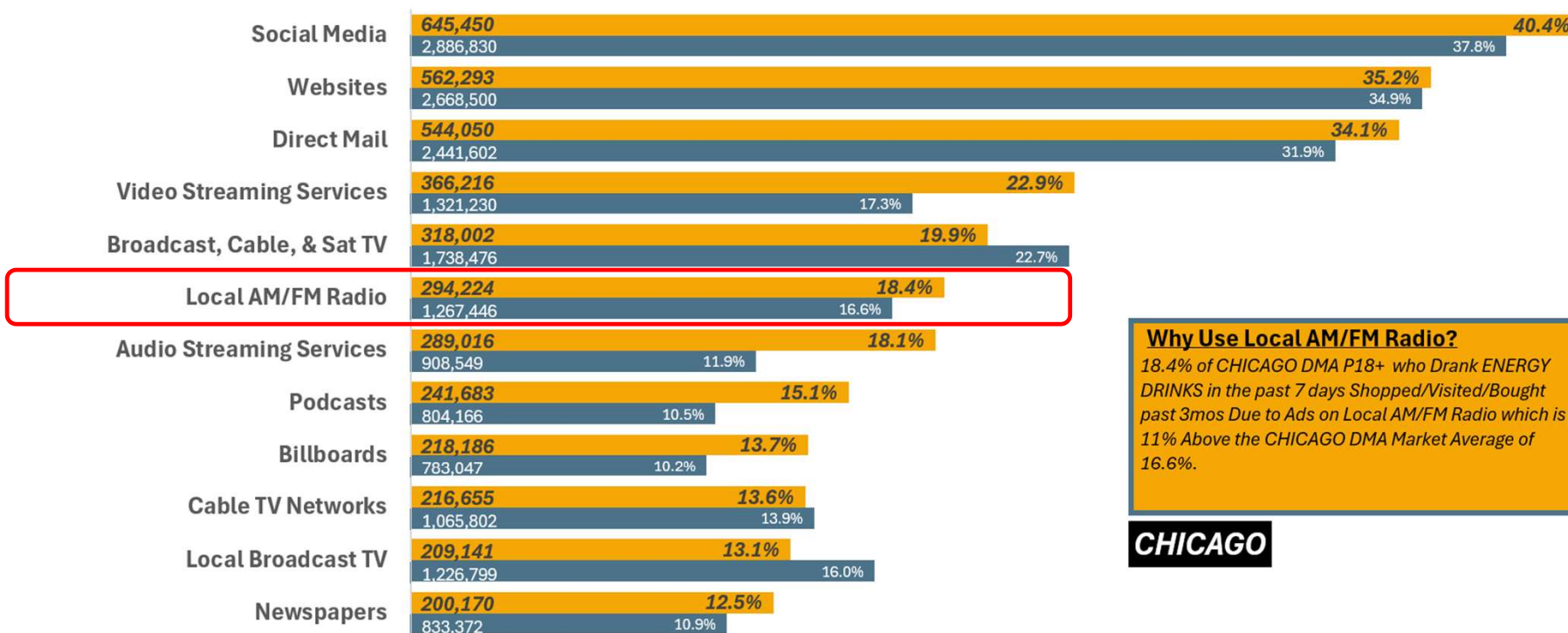
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Energy drinks drank past 7 days: Any energy drink past 7 days



"Advertising Actions"

P18+ who Drank ENERGY DRINKS in the past 7 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?
 18.4% of CHICAGO DMA P18+ who Drank ENERGY DRINKS in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 11% Above the CHICAGO DMA Market Average of 16.6%.

CHICAGO

■ P18+ who Drank ENERGY DRINKS in the past 7 days (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 765
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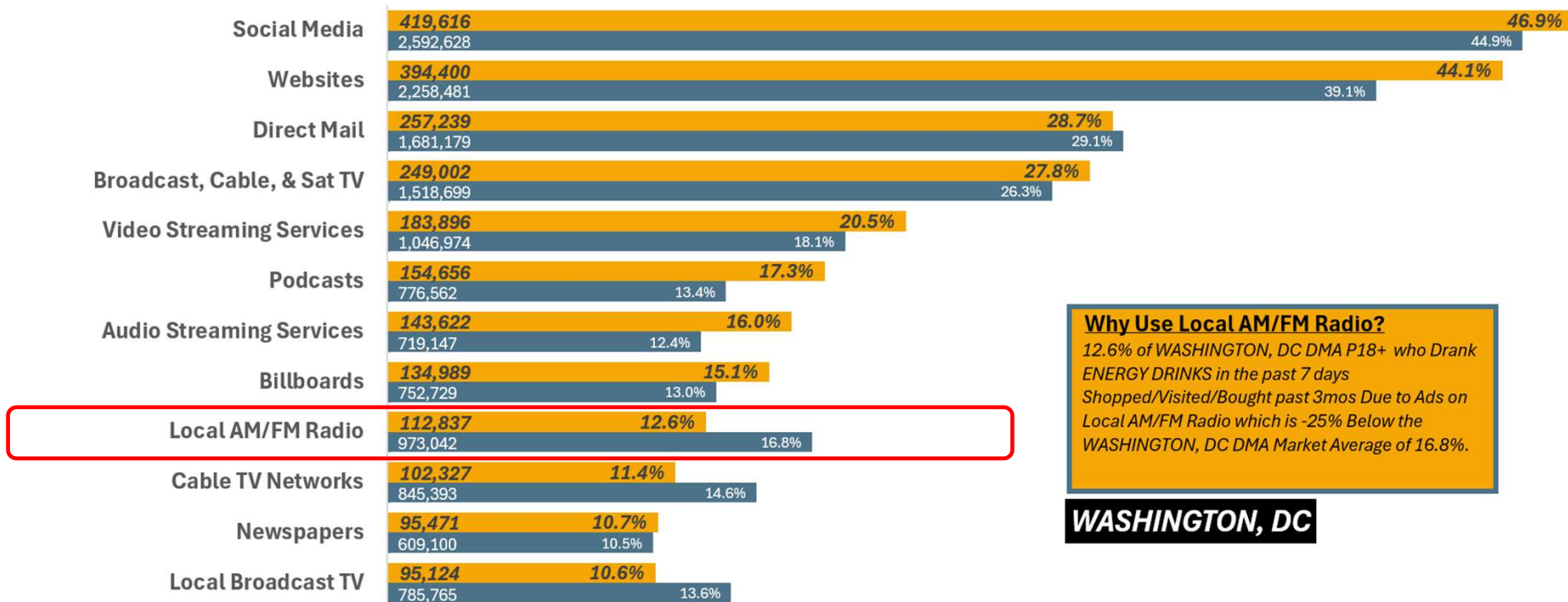
soefa.ai Share of Everything for Anything ®

Energy drinks drank past 7 days: Any energy drink past 7 days



"Advertising Actions"

P18+ who Drank ENERGY DRINKS in the past 7 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?
 12.6% of WASHINGTON, DC DMA P18+ who Drank ENERGY DRINKS in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -25% Below the WASHINGTON, DC DMA Market Average of 16.8%.

WASHINGTON, DC

■ P18+ who Drank ENERGY DRINKS in the past 7 days (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab: 951
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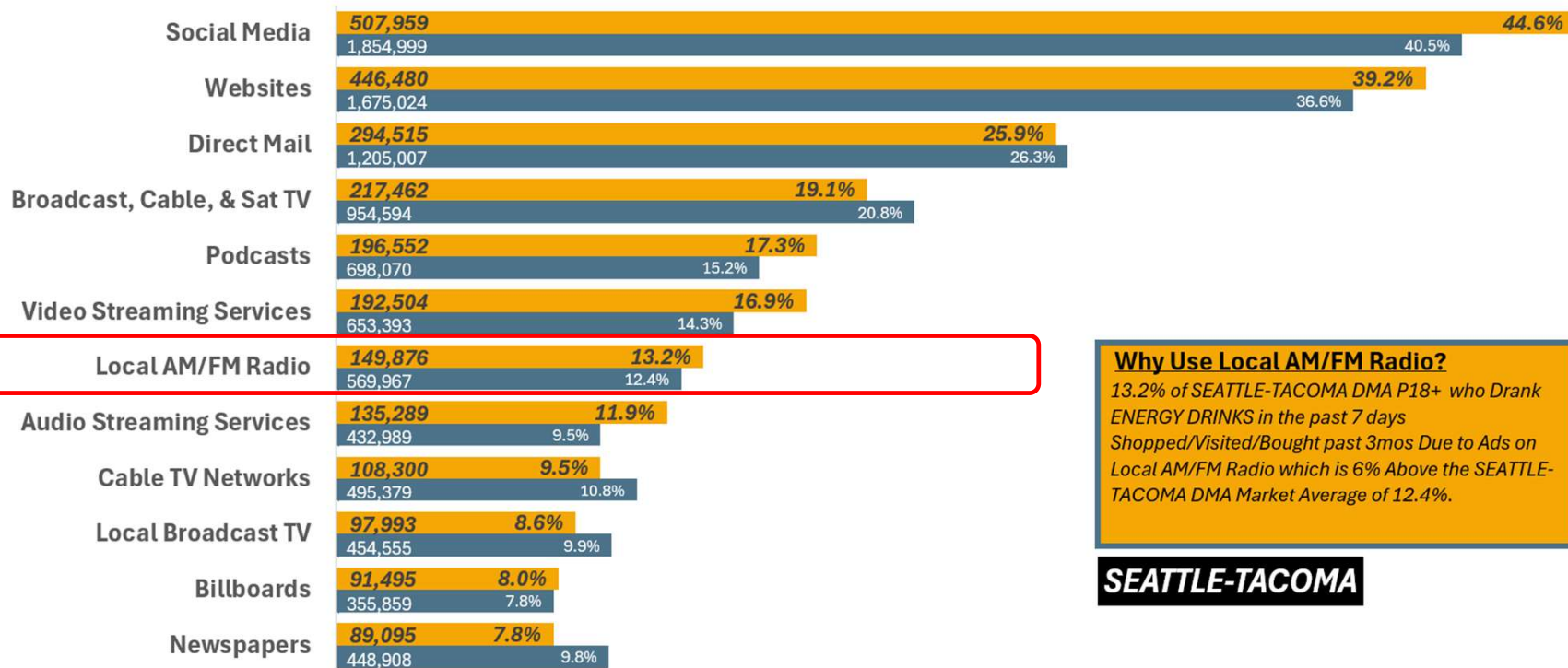
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Energy drinks drank past 7 days: Any energy drink past 7 days



"Advertising Actions"

P18+ who Drank ENERGY DRINKS in the past 7 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

13.2% of SEATTLE-TACOMA DMA P18+ who Drank ENERGY DRINKS in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 6% Above the SEATTLE-TACOMA DMA Market Average of 12.4%.

SEATTLE-TACOMA

■ P18+ who Drank ENERGY DRINKS in the past 7 days (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab: 831
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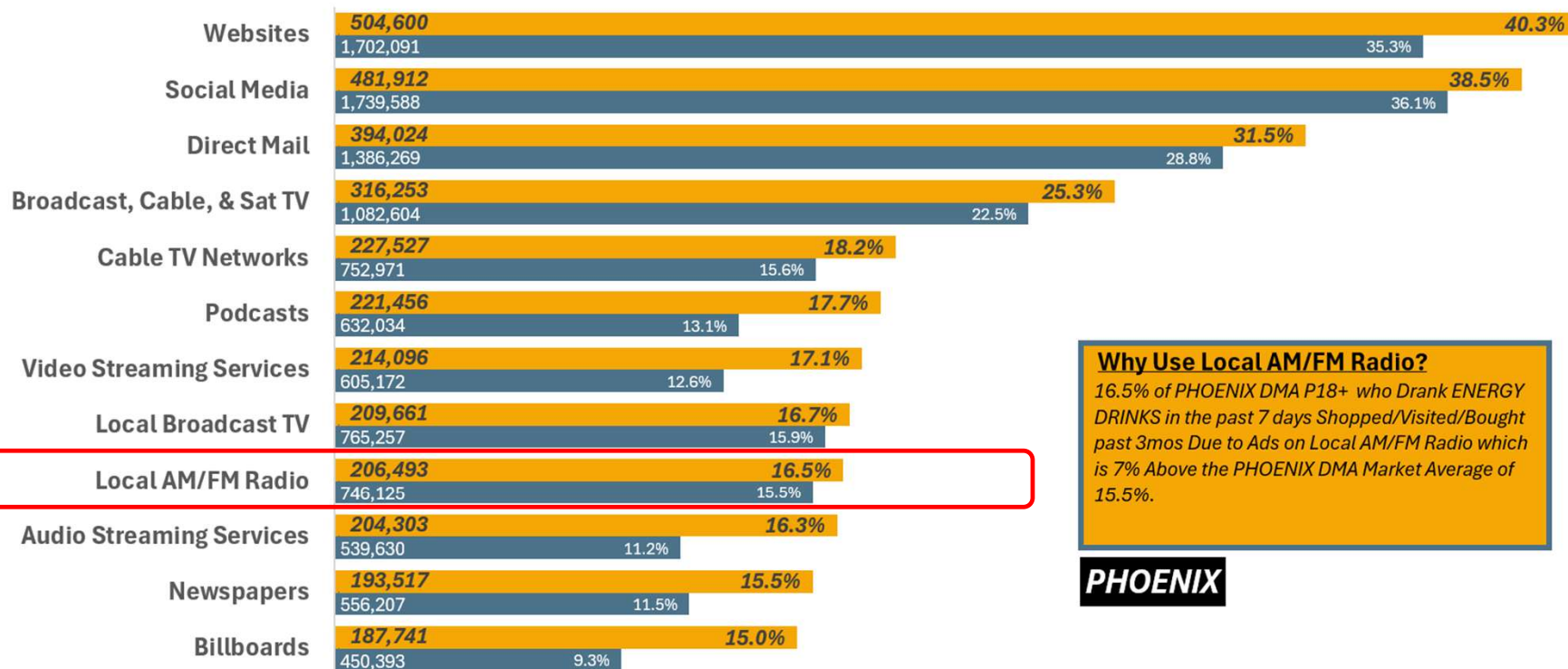
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Energy drinks drank past 7 days: Any energy drink past 7 days



"Advertising Actions"

P18+ who Drank ENERGY DRINKS in the past 7 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

16.5% of PHOENIX DMA P18+ who Drank ENERGY DRINKS in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 7% Above the PHOENIX DMA Market Average of 15.5%.

PHOENIX

■ P18+ who Drank ENERGY DRINKS in the past 7 days (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 578
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Energy drinks drank past 7 days: Any energy drink past 7 days