

USA+4 DMAs – P21+ who drank WHITE CLAW Hard Seltzer in the past 30 days!

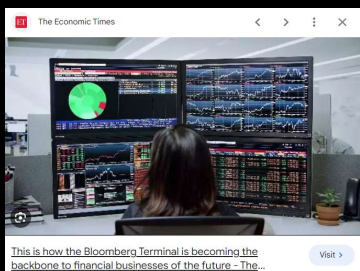
Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of **USA, CHICAGO, WASHINGTON, DC, SEATTLE-TACOMA and PHOENIX DMA** P21+ who drank **WHITE CLAW** Hard Seltzer in the past 30 days as of August 31, 2025.



P21+



THE MARK ANTHONY GROUP OF COMPANIES
We Build Distinctive Brands



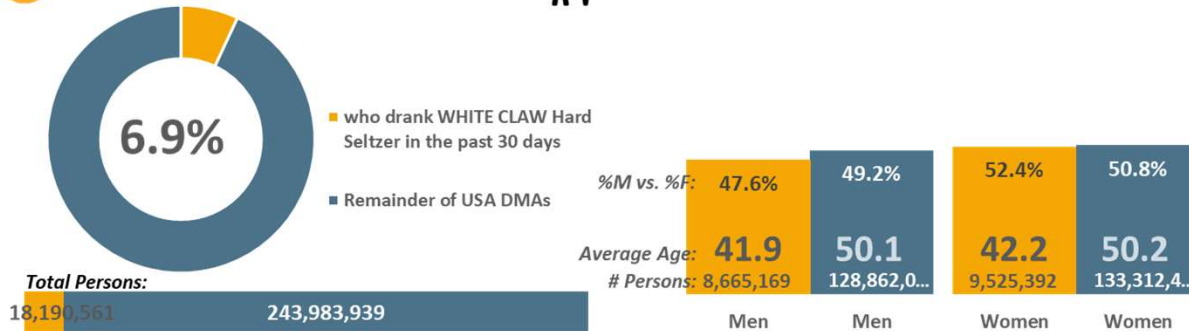
And, Yes! You ARE Smart Enough to Read a Bloomberg Terminal. So get ready to Learn!

Hard seltzers drank past 30 days: White Claw

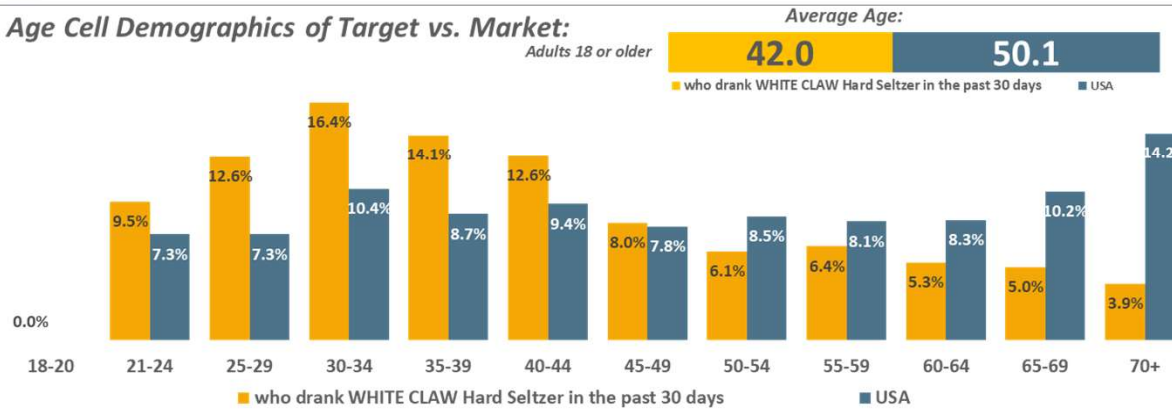


6.9% or 18,190,561 of USA Adults 18 or older drank WHITE CLAW Hard Seltzer in the past 30 days.
 Typical Adults 18 or older who drank WHITE CLAW Hard Seltzer in the past 30 days are 42. years old (16.2% younger than average) and have a \$129,517 (35.3% higher than average) annual household income.

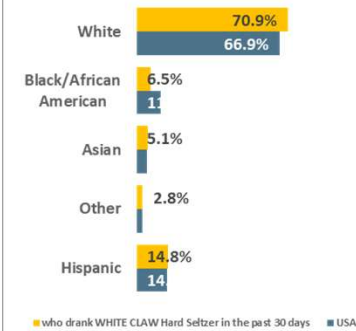
Percent of Market: Adults 18 or older **Gender of Target vs. Market: Adults 18 or older**



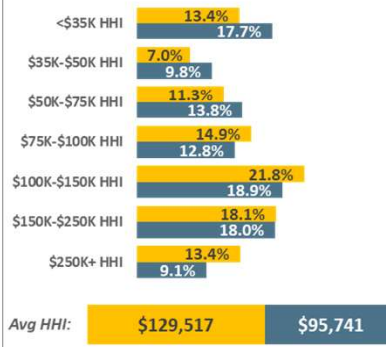
Age Cell Demographics of Target vs. Market:



Ethnicity of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 1,692
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Hard seltzers drank past 30 days: White Claw



8.4% or 609,541 of CHI DMA Adults 21 or older drank WHITE CLAW Hard Seltzer in the past 30 days. Typical Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days are 41.8 years old (15.8% younger than average) and have a \$116,073 (7.6% higher than average) annual household income.

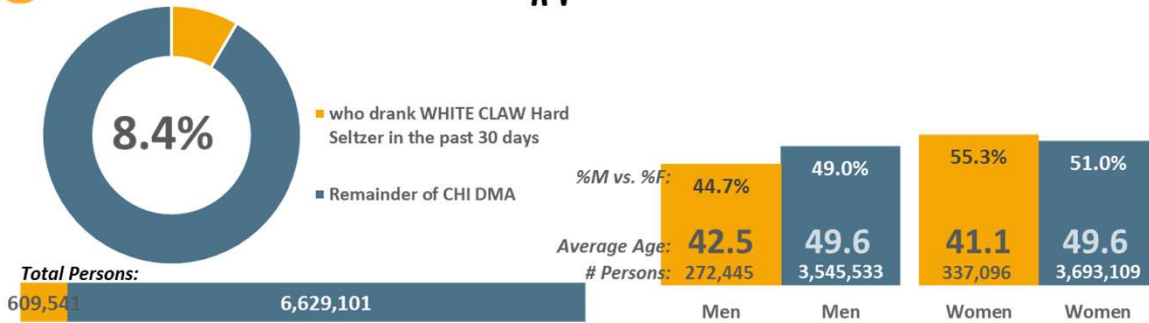


Percent of Market: Adults 21 or older



Gender of Target vs. Market: Adults 21 or older

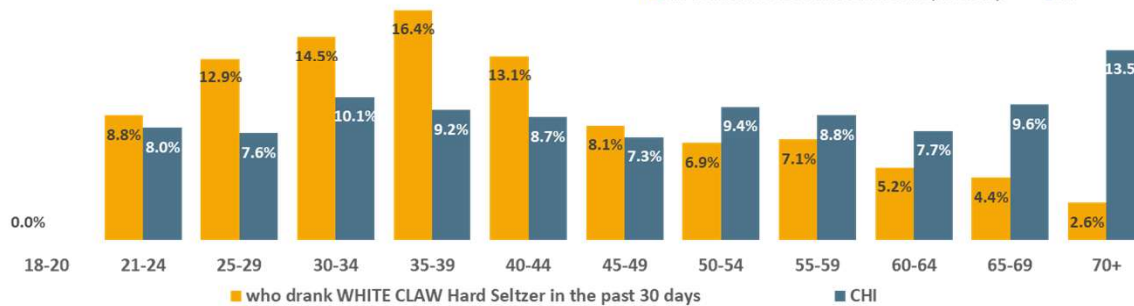
Ethnicity of Target vs. Market:



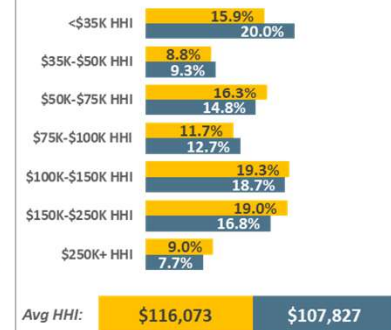
Age Cell Demographics of Target vs. Market:

Adults 21 or older

Average Age:



HHI of Target vs. Market:



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 365
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Hard seltzers drank past 30 days: White Claw



5.8% or 309,337 of WDC DMA Adults 21 or older drank WHITE CLAW Hard Seltzer in the past 30 days. Typical Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days are 39.4 years old (21.1% younger than average) and have a \$153,291 (10.9% higher than average) annual household income.

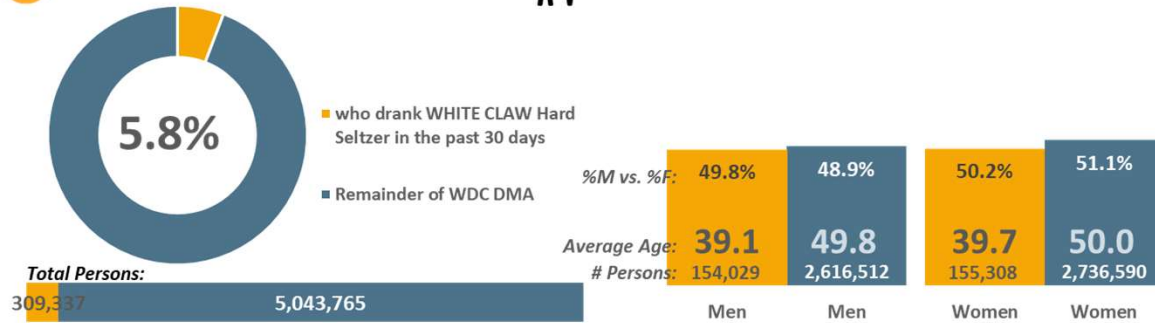


Percent of Market: Adults 21 or older



Gender of Target vs. Market: Adults 21 or older

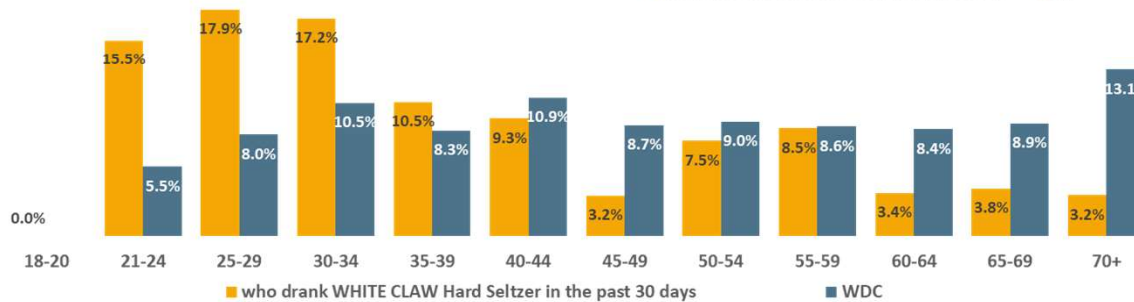
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:

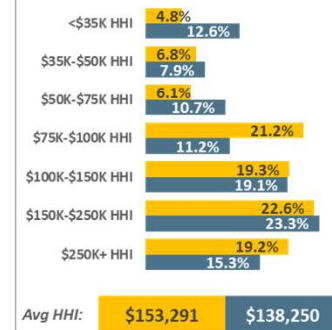
Adults 21 or older

Average Age:



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 337
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HHI of Target vs. Market:





9.1% or 397,850 of SEA DMA Adults 21 or older drank WHITE CLAW Hard Seltzer in the past 30 days. Typical Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days are 40.2 years old (18.3% younger than average) and have a \$134,410 (6.8% higher than average) annual household income.

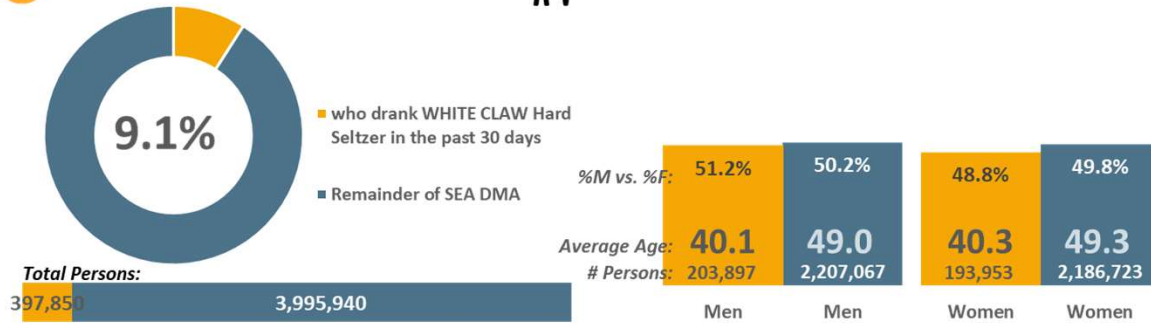


Percent of Market: Adults 21 or older



Gender of Target vs. Market: Adults 21 or older

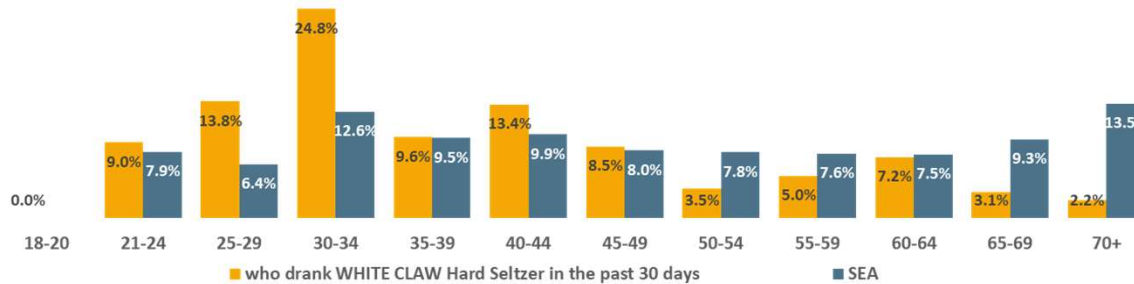
Ethnicity of Target vs. Market:



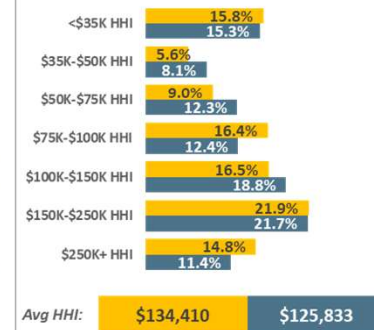
Age Cell Demographics of Target vs. Market:

Adults 21 or older

Average Age:



HHI of Target vs. Market:



SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 281
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Hard seltzers drank past 30 days: White Claw



5.6% or 253,556 of PHX DMA Adults 21 or older drank WHITE CLAW Hard Seltzer in the past 30 days. Typical Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days are 45.6 years old (8.8% younger than average) and have a \$129,182 (22.4% higher than average) annual household income.

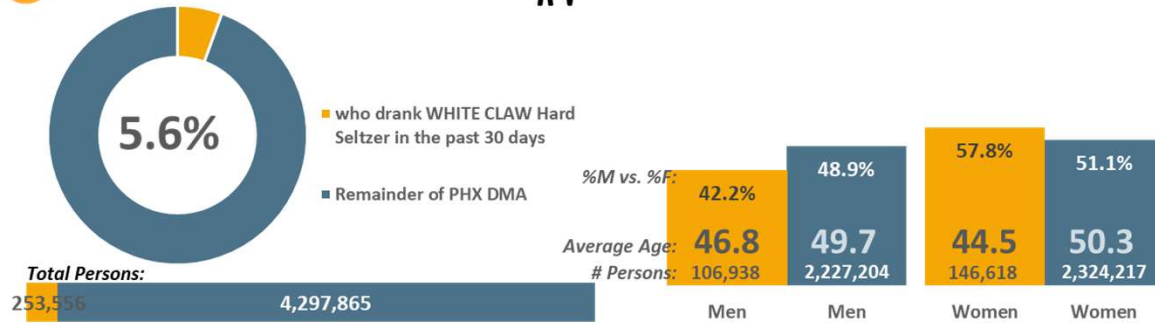


Percent of Market: Adults 21 or older



Gender of Target vs. Market: Adults 21 or older

Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:

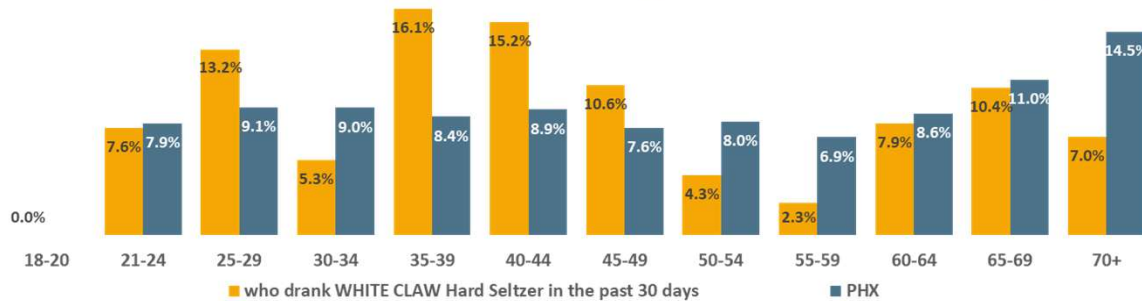
Adults 21 or older

Average Age:

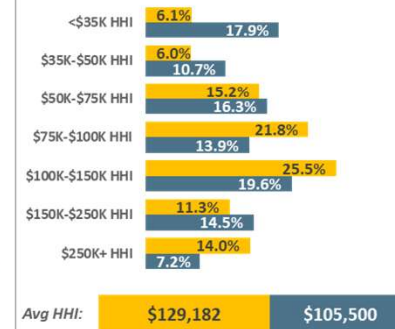
45.6 (who drank) vs 50.0 (PHX)

who drank WHITE CLAW Hard Seltzer in the past 30 days

PHX



HHI of Target vs. Market:

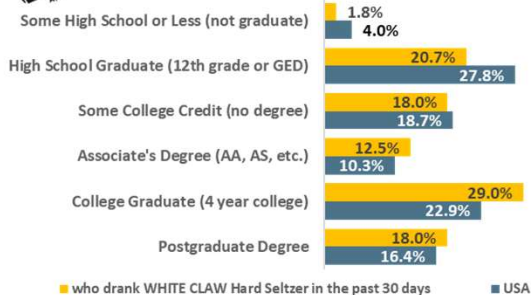




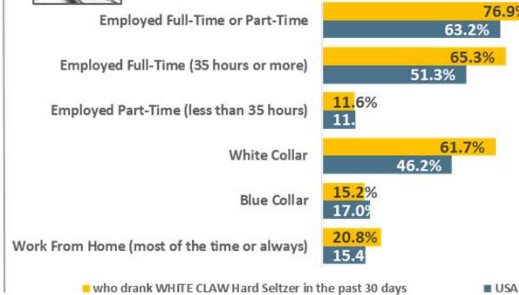
6.9% or 18,190,561 of USA Adults 18 or older drank WHITE CLAW Hard Seltzer in the past 30 days. Adults 18 or older who drank WHITE CLAW Hard Seltzer in the past 30 days are 19.8% more likely to be a college graduate, 27.1% more likely to work full-time, 4.5% less likely to be married, 29.5% more likely to be a parent of 1 or more children under 18.



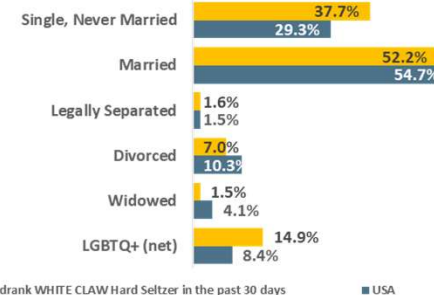
Education Levels: Adults 18 or older



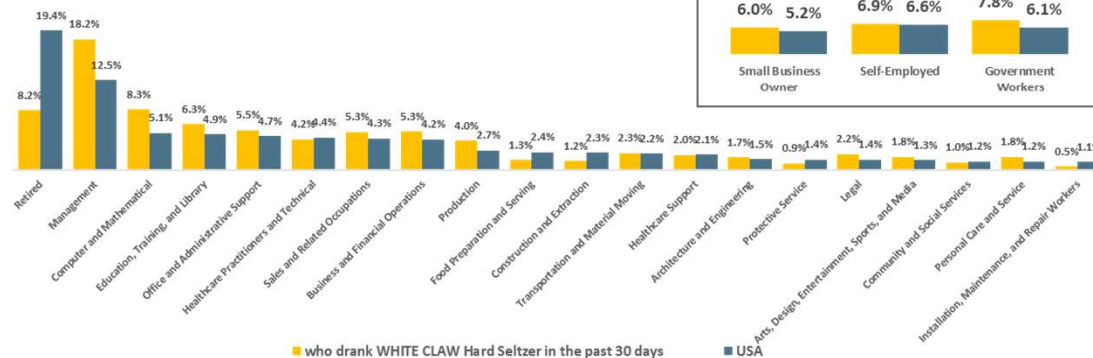
Employment: Adults 18 or older



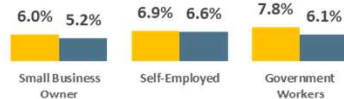
Marital Status: Adults 18 or older



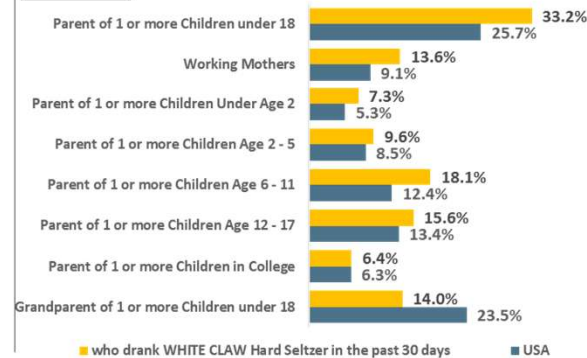
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 1,692
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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 24,802

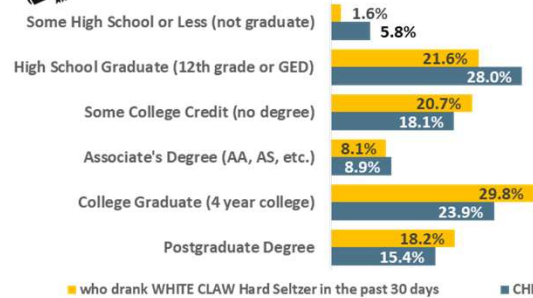
Hard seltzers drank past 30 days: White Claw



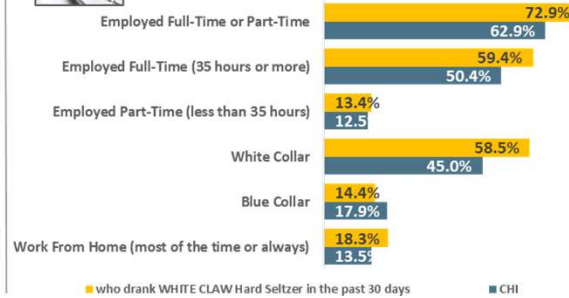
8.4% or 609,541 of CHI DMA Adults 21 or older drank WHITE CLAW Hard Seltzer in the past 30 days. Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days are 22.2% more likely to be a college graduate, 17.9% more likely to work full-time, 3.4% more likely to be married, 24.3% more likely to be a parent of 1 or more children under 18.



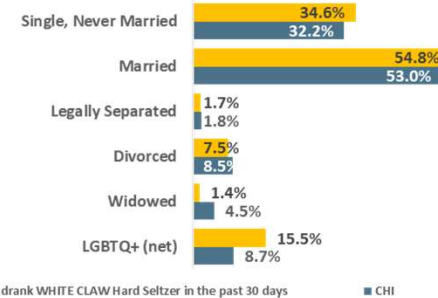
Education Levels: Adults 21 or older



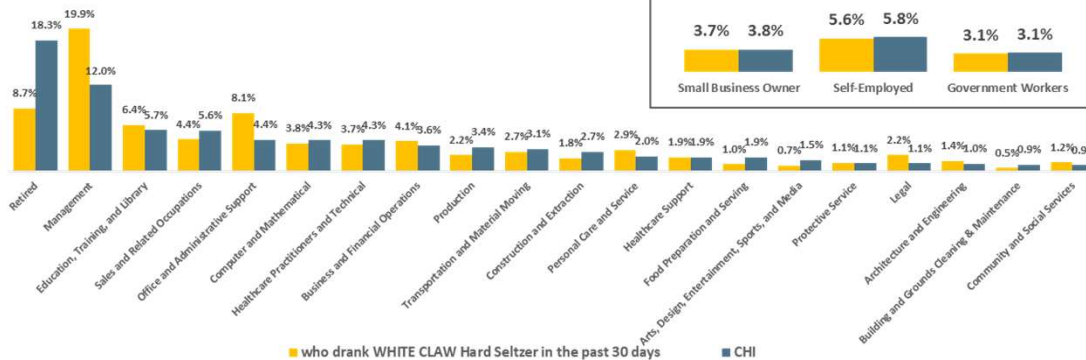
Employment: Adults 21 or older



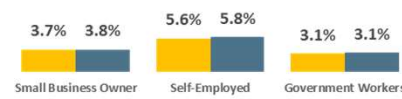
Marital Status: Adults 21 or older



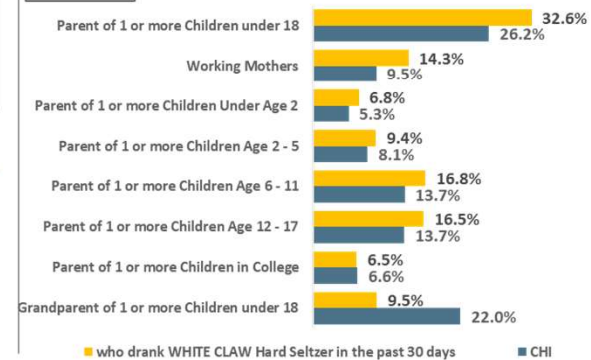
Top-20 Occupations: Adults 21 or older



Entrepreneurs/Government Workers



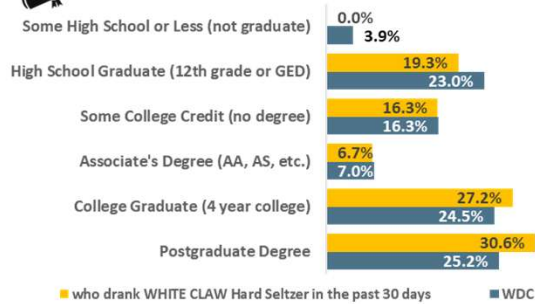
Stage in Life: Adults 21 or older



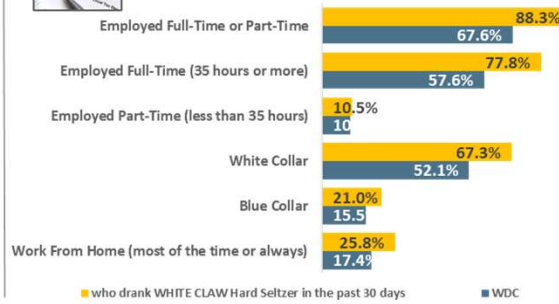


5.8% or 309,337 of WDC DMA Adults 21 or older drank WHITE CLAW Hard Seltzer in the past 30 days. Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days are 16.1% more likely to be a college graduate, 35.2% more likely to work full-time, 28.7% less likely to be married, 25.3% less likely to be a parent of 1 or more children under 18.

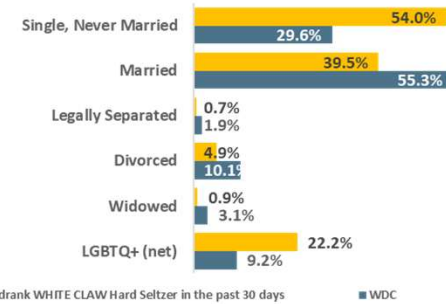
Education Levels: Adults 21 or older



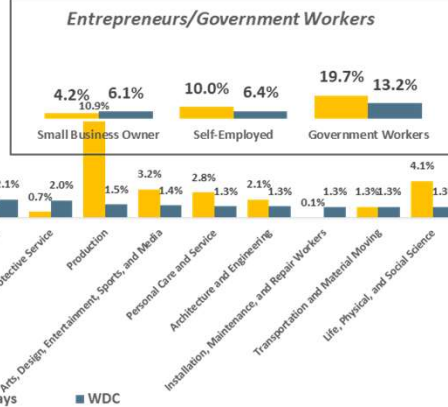
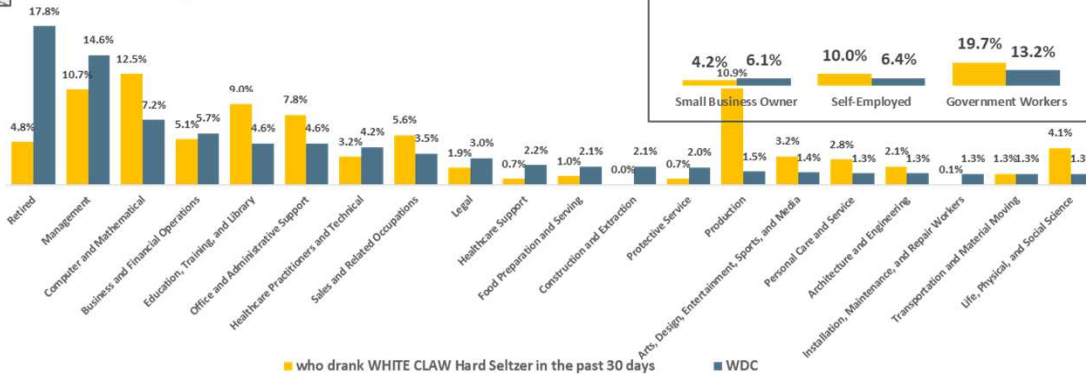
Employment: Adults 21 or older



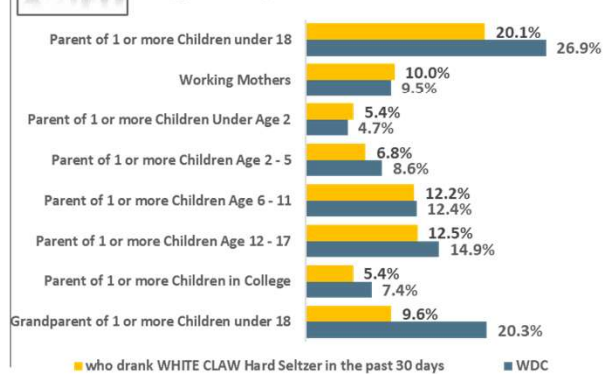
Marital Status: Adults 21 or older



Top-20 Occupations: Adults 21 or older



Stage in Life: Adults 21 or older

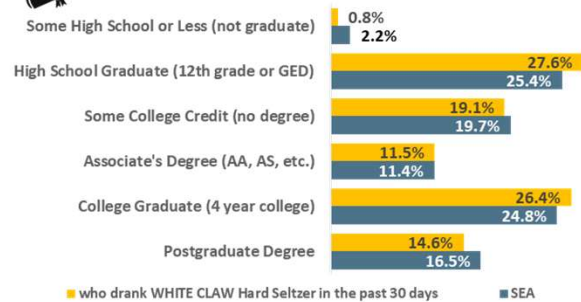




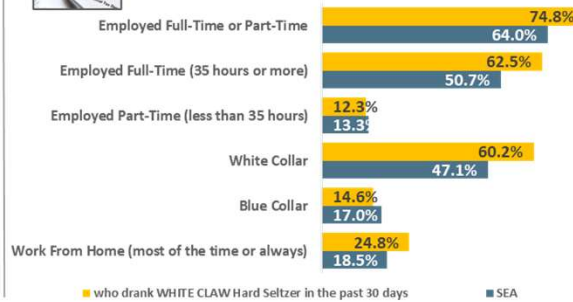
9.1% or 397,850 of SEA DMA Adults 21 or older drank WHITE CLAW Hard Seltzer in the past 30 days. Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days are .7% less likely to be a college graduate, 23.2% more likely to work full-time, 15.1% less likely to be married, 26.6% more likely to be a parent of 1 or more children under 18.



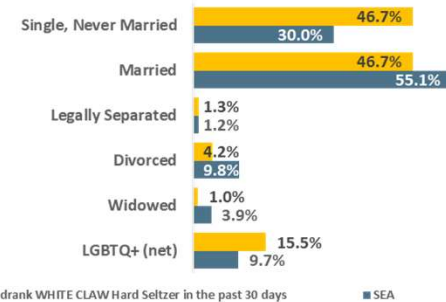
Education Levels: Adults 21 or older



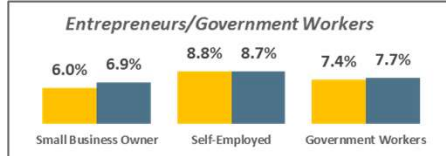
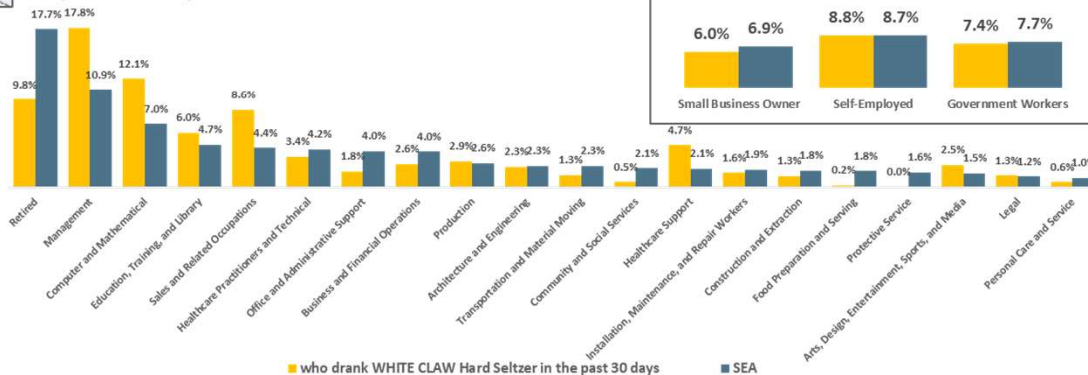
Employment: Adults 21 or older



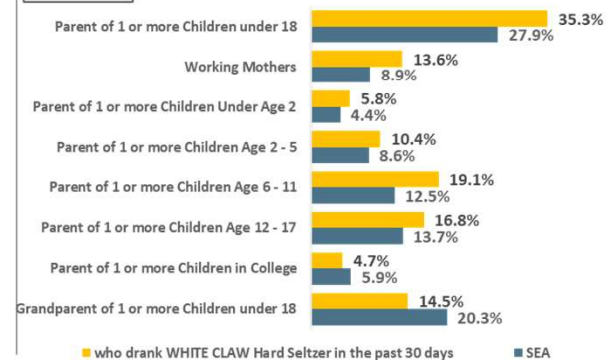
Marital Status: Adults 21 or older



Top-20 Occupations: Adults 21 or older



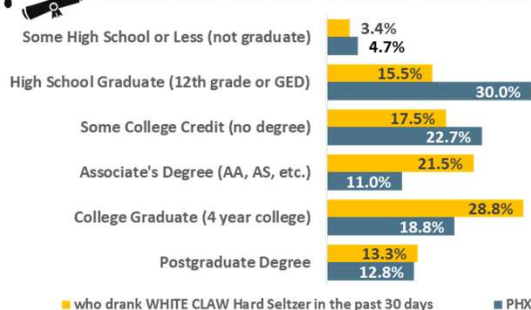
Stage in Life: Adults 21 or older



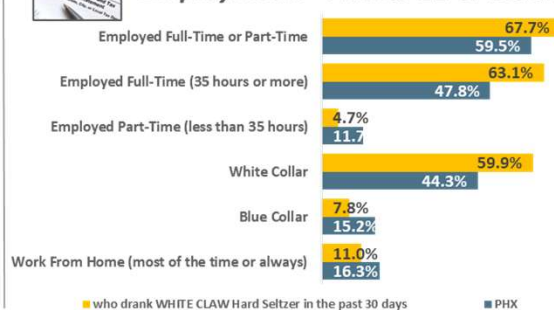


5.6% or 253,556 of PHX DMA Adults 21 or older drank WHITE CLAW Hard Seltzer in the past 30 days. Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days are 33.2% more likely to be a college graduate, 32.% more likely to work full-time, 6.2% more likely to be married, 38.7% more likely to be a parent of 1 or more children under 18.

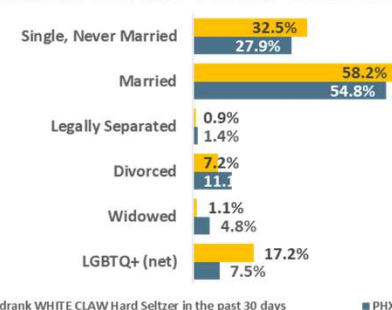
Education Levels: Adults 21 or older



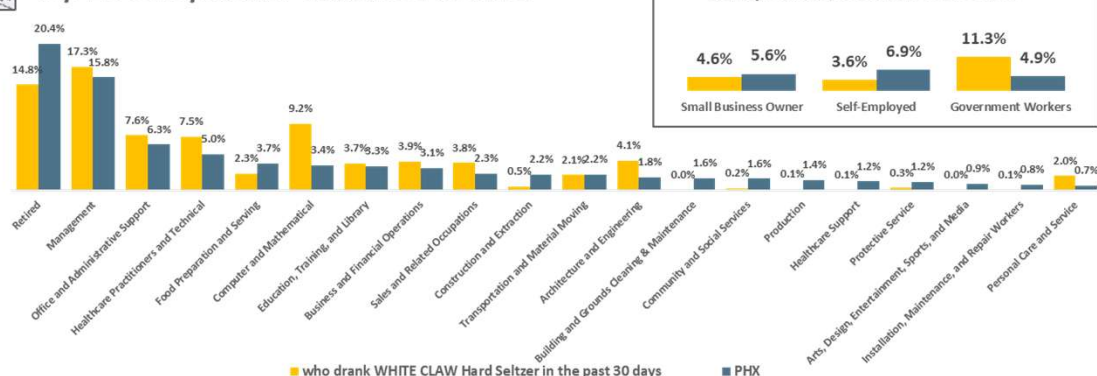
Employment: Adults 21 or older



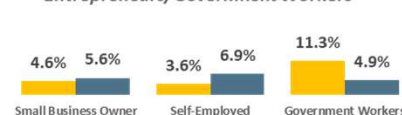
Marital Status: Adults 21 or older



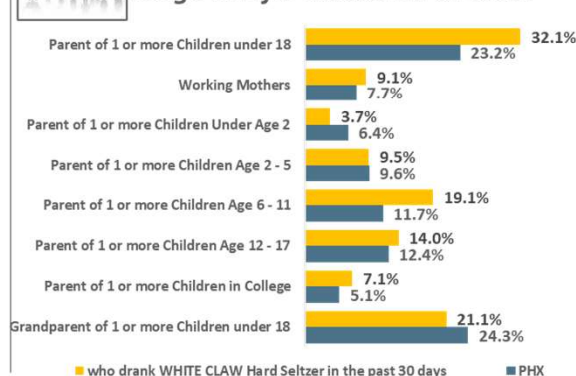
Top-20 Occupations: Adults 21 or older



Entrepreneurs/Government Workers



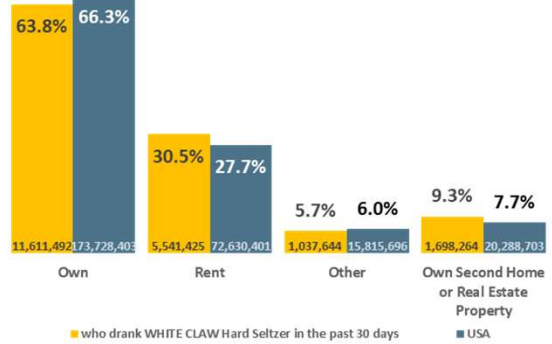
Stage in Life: Adults 21 or older



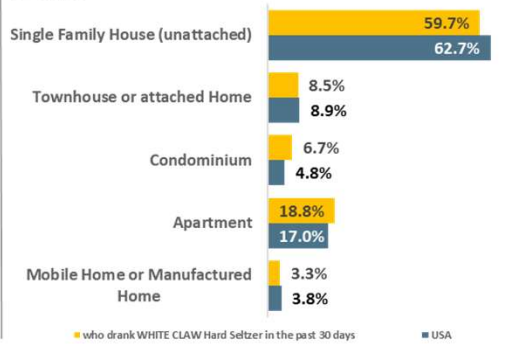


6.9% or 18,190,561 of USA Adults 18 or older drank WHITE CLAW Hard Seltzer in the past 30 days. Adults 18 or older who drank WHITE CLAW Hard Seltzer in the past 30 days are 3.7% less likely to own their home, 26.% more likely to own a higher valued home, 4.8% less likely to have a single-family home, 32.2% more likely to have a dog.

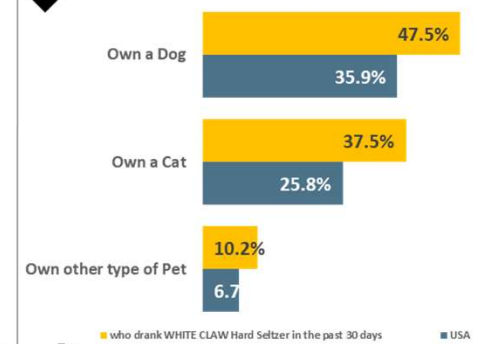
Own/Rent/Other: Adults 18 or older



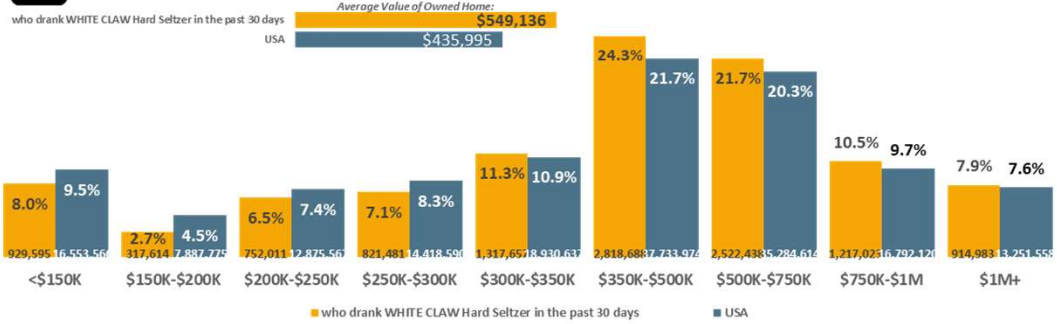
Type of Home: Adults 18 or older



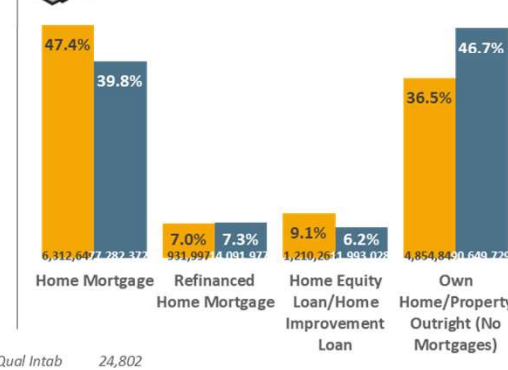
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 1,692
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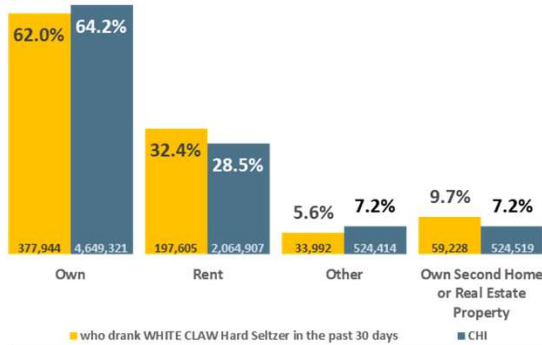
USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 24,802

Hard seltzers drank past 30 days: White Claw

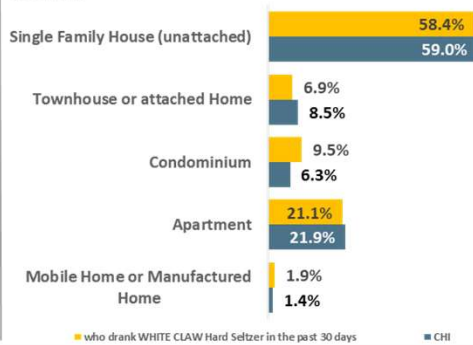


8.4% or 609,541 of CHI DMA Adults 21 or older drank WHITE CLAW Hard Seltzer in the past 30 days. Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days are 3.5% less likely to own their home, 3.1% more likely to own a higher valued home, 1.% less likely to have a single-family home, 46.3% more likely to have a dog.

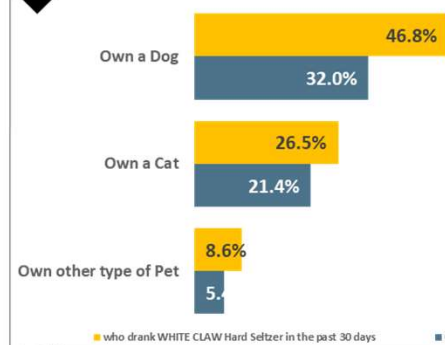
Own/Rent/Other: Adults 21 or older



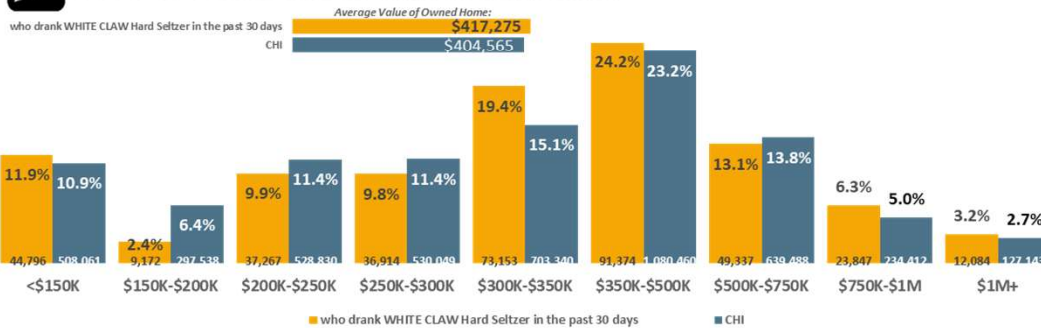
Type of Home: Adults 21 or older



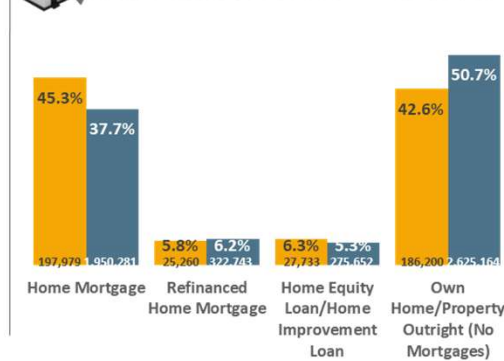
Pets in Home: Adults 21 or older



Value of Owned Home: Adults 21 or older



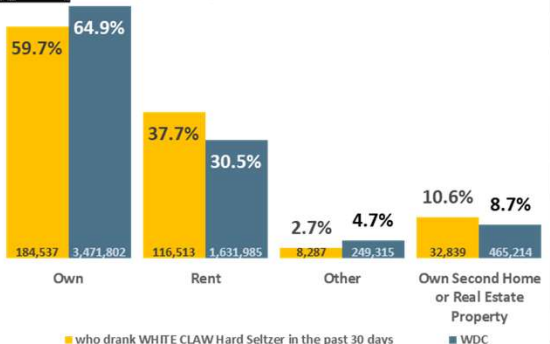
Home Loans: Adults 21 or older



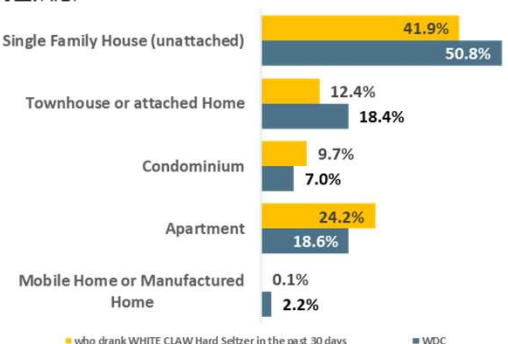


5.8% or 309,337 of WDC DMA Adults 21 or older drank WHITE CLAW Hard Seltzer in the past 30 days. Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days are 8.% less likely to own their home, 7.9% more likely to own a lower valued home, 17.6% less likely to have a single-family home, 9.9% more likely to have a dog.

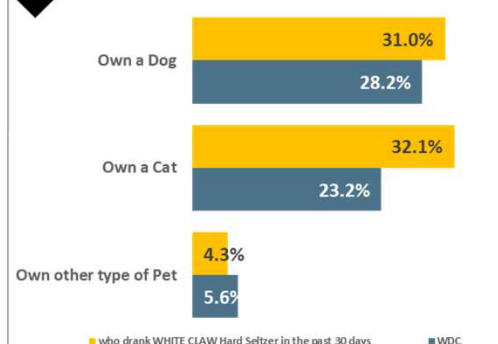
Own/Rent/Other: Adults 21 or older



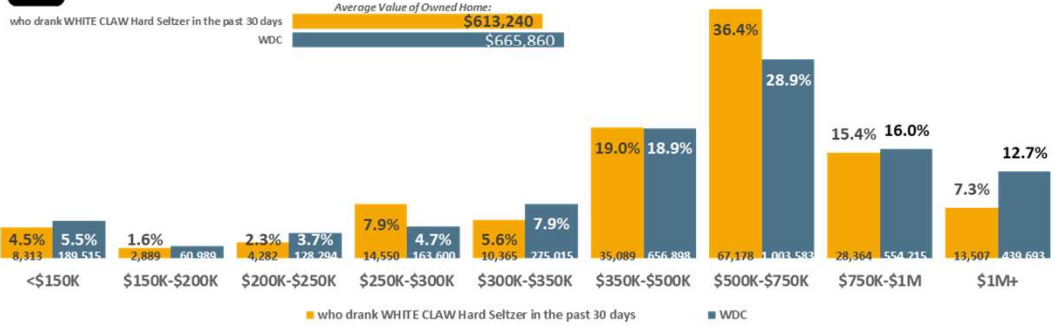
Type of Home: Adults 21 or older



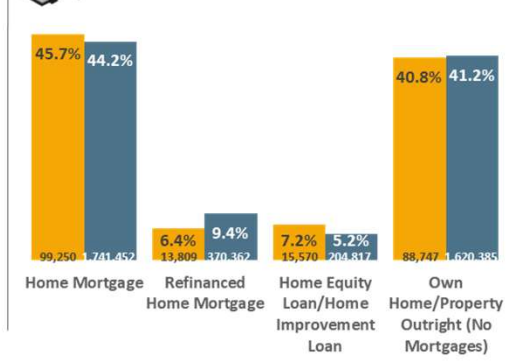
Pets in Home: Adults 21 or older



Value of Owned Home: Adults 21 or older



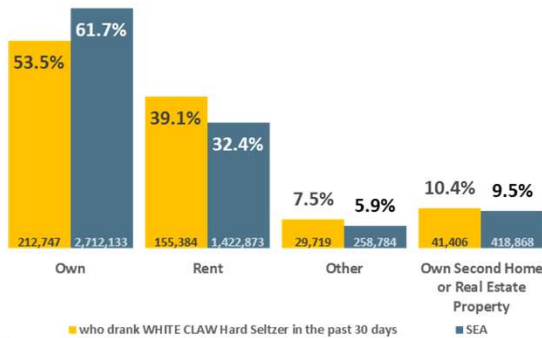
Home Loans: Adults 21 or older



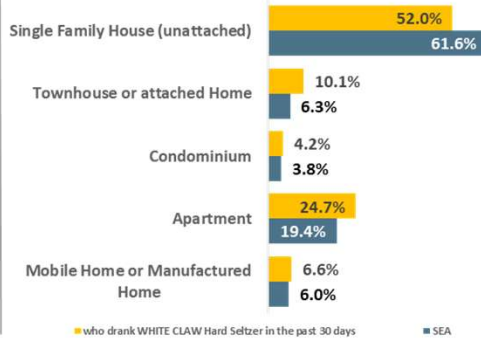


9.1% or 397,850 of SEA DMA Adults 21 or older drank WHITE CLAW Hard Seltzer in the past 30 days. Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days are 13.4% less likely to own their home, 1.5% more likely to own a lower valued home, 15.6% less likely to have a single-family home, 8.1% more likely to have a dog.

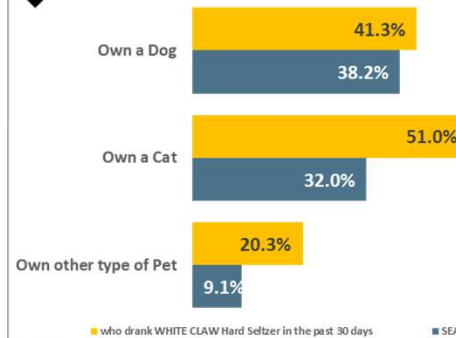
Own/Rent/Other: Adults 21 or older



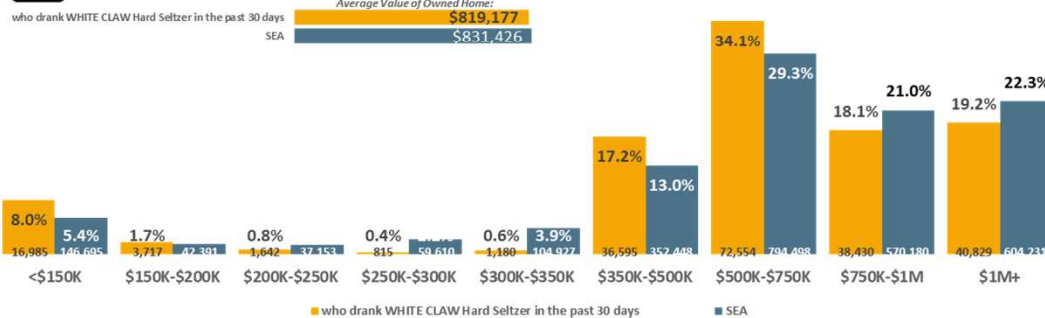
Type of Home: Adults 21 or older



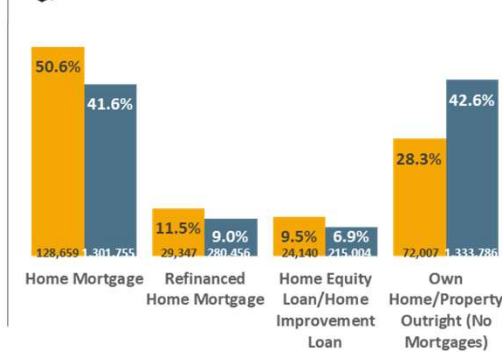
Pets in Home: Adults 21 or older



Value of Owned Home: Adults 21 or older



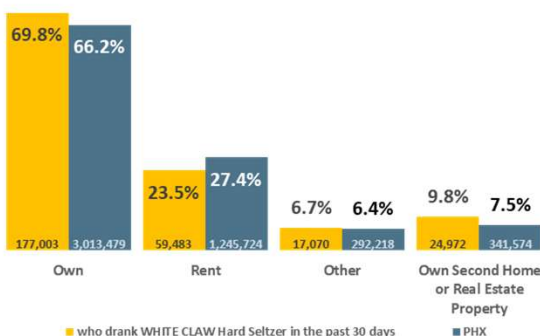
Home Loans: Adults 21 or older



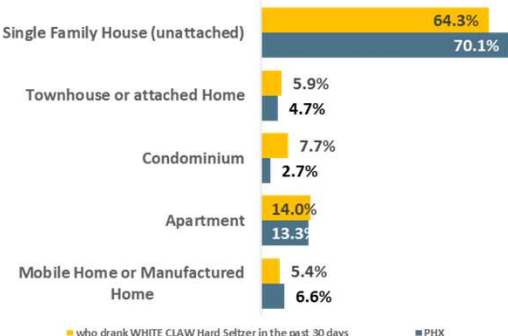


5.6% or 253,556 of PHX DMA Adults 21 or older drank WHITE CLAW Hard Seltzer in the past 30 days. Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days are 5.4% more likely to own their home, 10.9% more likely to own a higher valued home, 8.3% less likely to have a single-family home, 45.% more likely to have a dog.

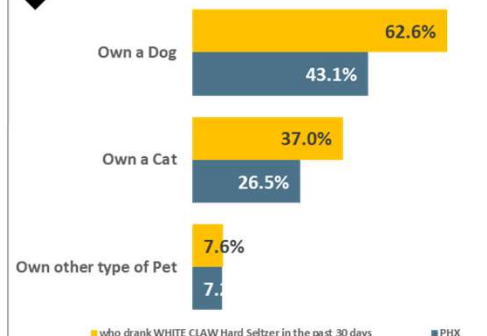
Own/Rent/Other: Adults 21 or older



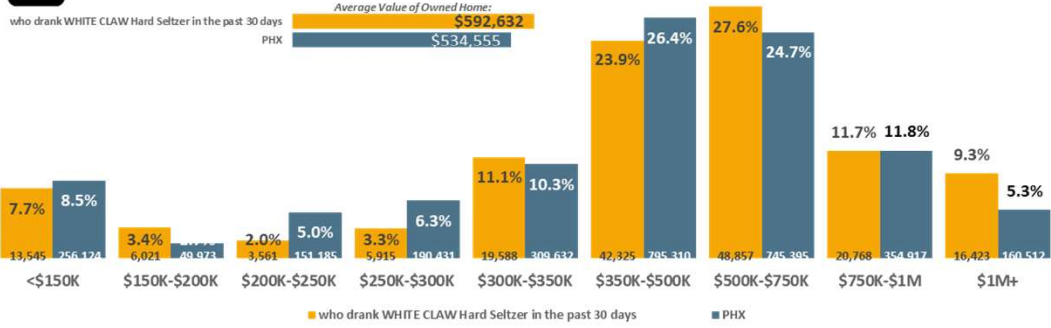
Type of Home: Adults 21 or older



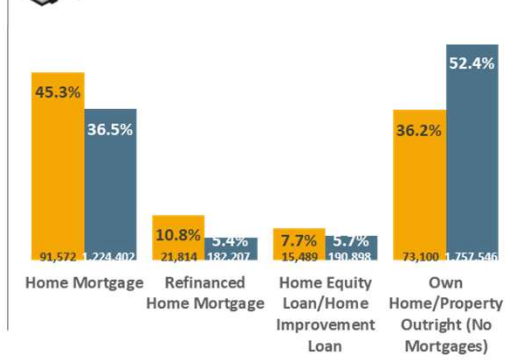
Pets in Home: Adults 21 or older



Value of Owned Home: Adults 21 or older



Home Loans: Adults 21 or older

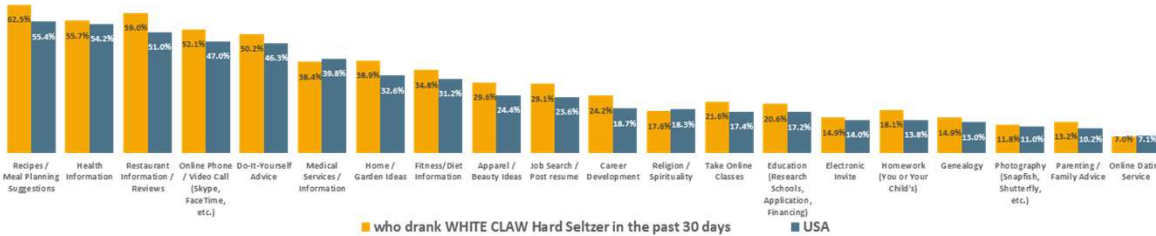




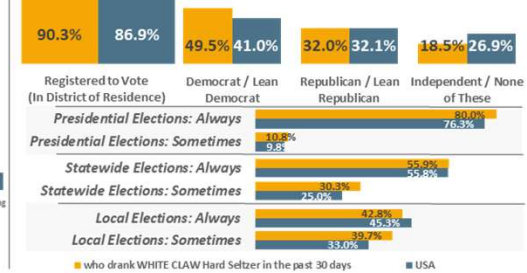
6.9% or 18,190,561 of USA Adults 18 or older drank WHITE CLAW Hard Seltzer in the past 30 days. Adults 18 or older who drank WHITE CLAW Hard Seltzer in the past 30 days are 8.3% more likely to look up D-I-Y advice online, 5.5% less likely to always vote in local elections, 50.1% more likely to belong to a gym, 26.2% more likely to fly domestic past



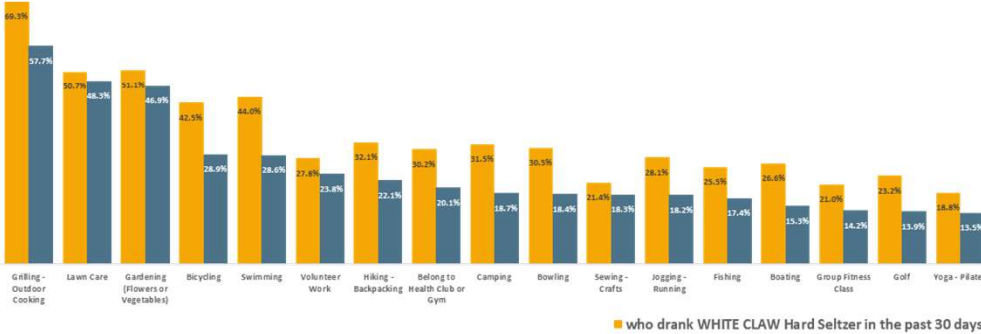
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



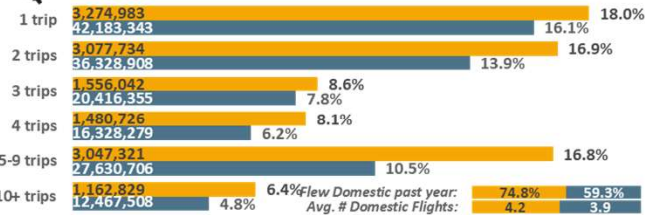
Political Activity: Adults 18 or older



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



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

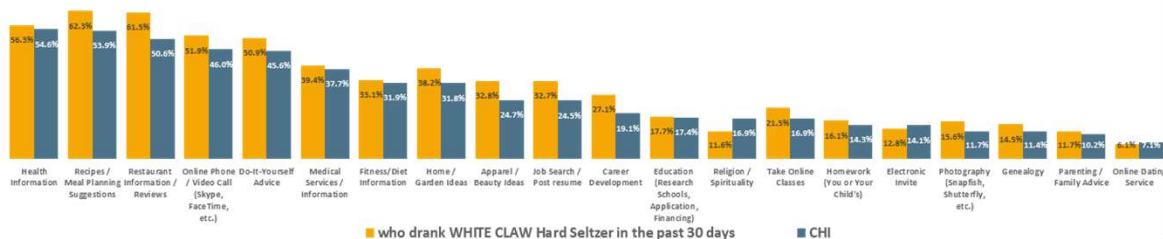




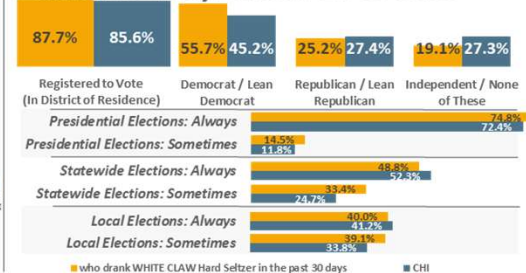
8.4% or 609,541 of CHI DMA Adults 21 or older drank WHITE CLAW Hard Seltzer in the past 30 days. Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days are 11.8% more likely to look up D-I-Y advice online, 3.% less likely to always vote in local elections, 48.9% more likely to belong to a gym, 29.3% more likely to fly domestic past



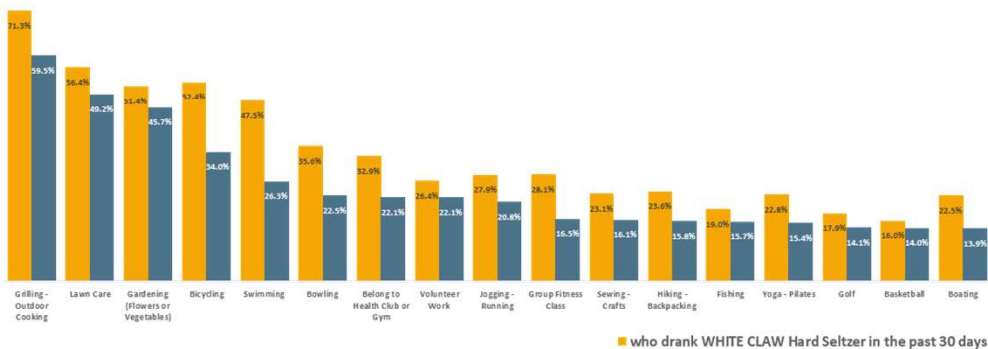
Top-20 past 30-days Online Lifestyle Activities: Adults 21 or older



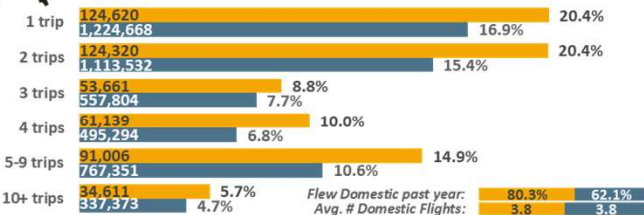
Political Activity: Adults 21 or older



Top-30 past 12-months Active Lifestyle Activities: Adults 21 or older



Past 12-months Domestic Airline Trips: Adults 21 or older

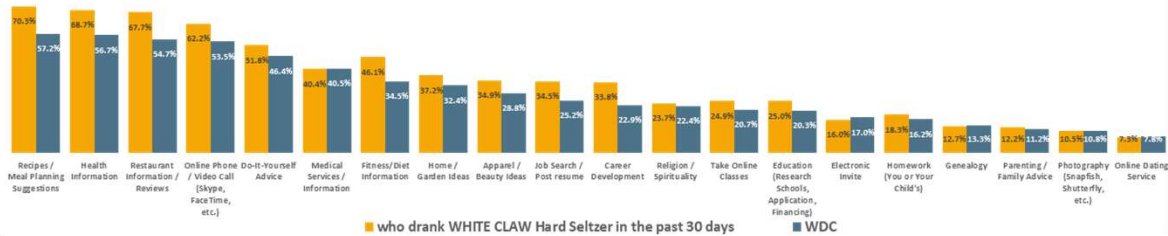




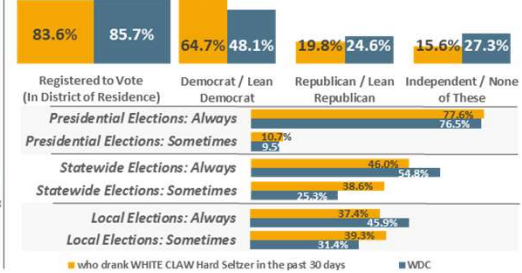
5.8% or 309,337 of WDC DMA Adults 21 or older drank WHITE CLAW Hard Seltzer in the past 30 days. Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days are 11.5% more likely to look up D-I-Y advice online, 18.4% less likely to always vote in local elections, 59.6% more likely to belong to a gym, 21.6% more likely to fly domestic pas



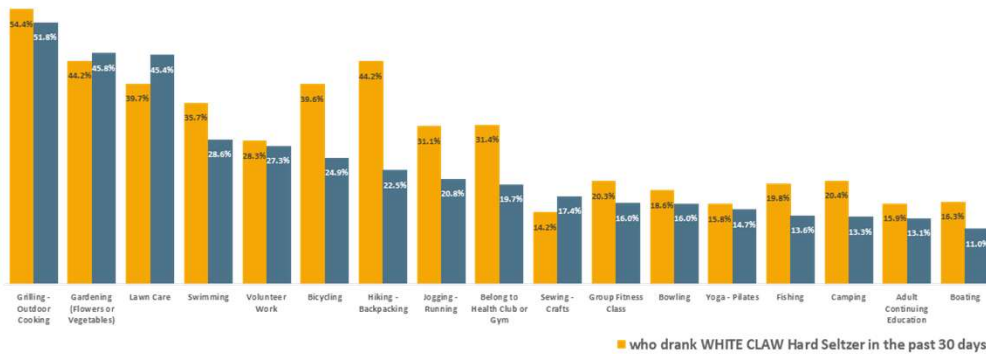
Top-20 past 30-days Online Lifestyle Activites: Adults 21 or older



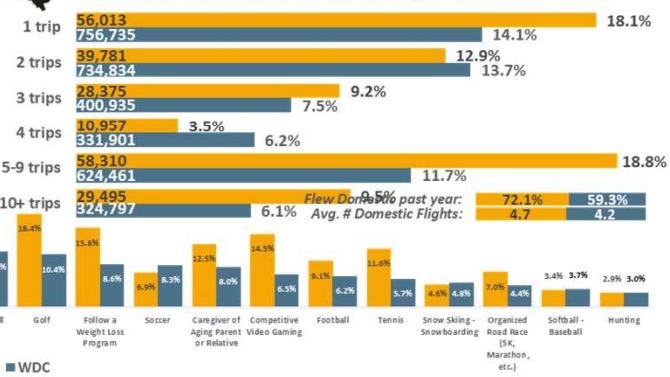
Political Activity: Adults 21 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 21 or older



Past 12-months Domestic Airline Trips: Adults 21 or older

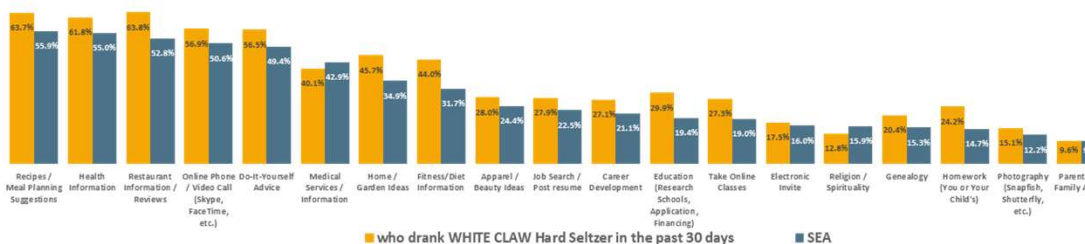




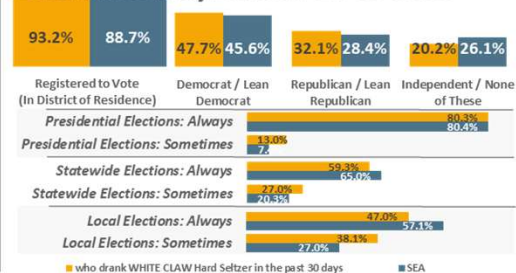
9.1% or 397,850 of SEA DMA Adults 21 or older drank WHITE CLAW Hard Seltzer in the past 30 days. Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days are 14.4% more likely to look up D-I-Y advice online, 17.7% less likely to always vote in local elections, 18.4% more likely to belong to a gym, 9.7% more likely to fly domestic past



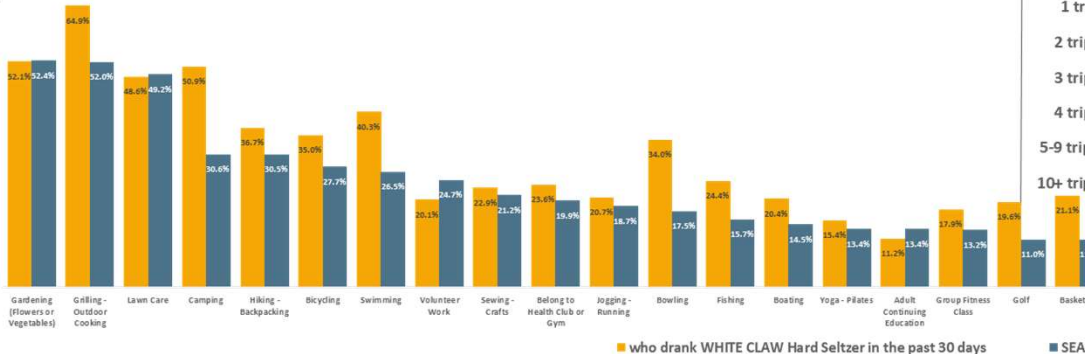
Top-20 past 30-days Online Lifestyle Activities: Adults 21 or older



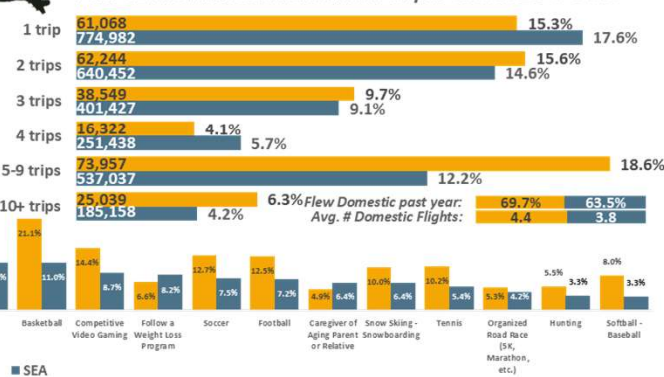
Political Activity: Adults 21 or older



Top-30 past 12-months Active Lifestyle Activities: Adults 21 or older



Past 12-months Domestic Airline Trips: Adults 21 or older

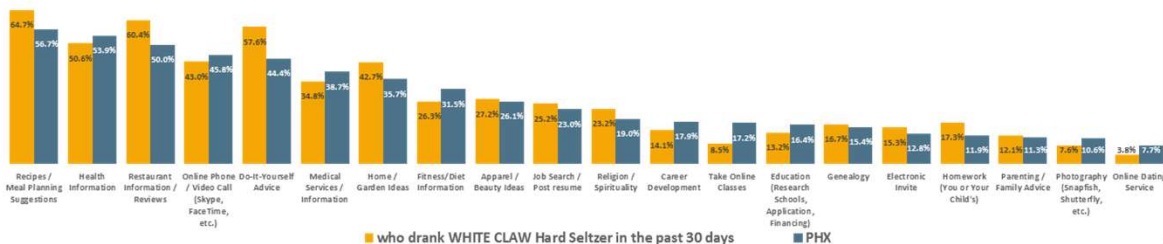




5.6% or 253,556 of PHX DMA Adults 21 or older drank WHITE CLAW Hard Seltzer in the past 30 days. Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days are 29.8% more likely to look up D-I-Y advice online, 5.4% more likely to always vote in local elections, 42.9% more likely to belong to a gym, 19.1% more likely to fly domestic past



Top-20 past 30-days Online Lifestyle Activities: Adults 21 or older

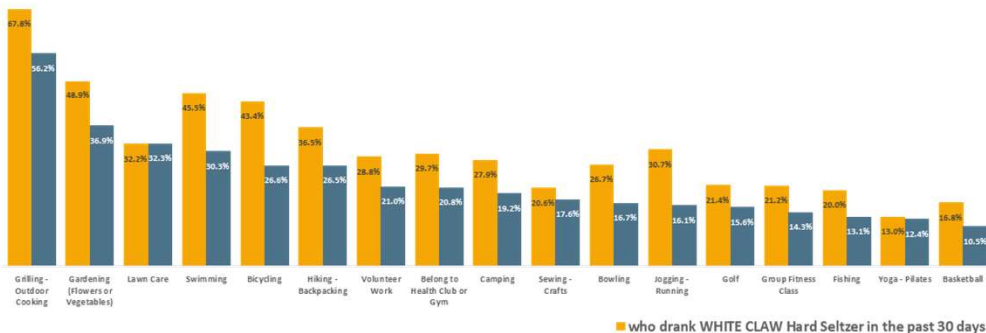


who drank WHITE CLAW Hard Seltzer in the past 30 days

PHX



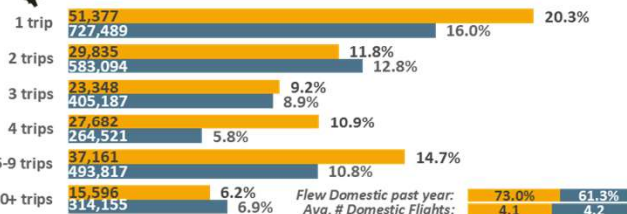
Top-30 past 12-months Active Lifestyle Activities: Adults 21 or older



who drank WHITE CLAW Hard Seltzer in the past 30 days



Past 12-months Domestic Airline Trips: Adults 21 or older

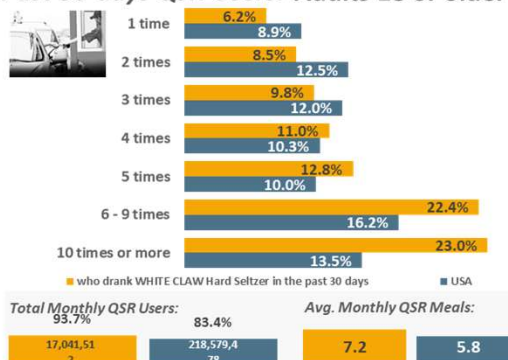


Flew Domestic past year: 73.0%
Avg. # Domestic Flights: 4.1

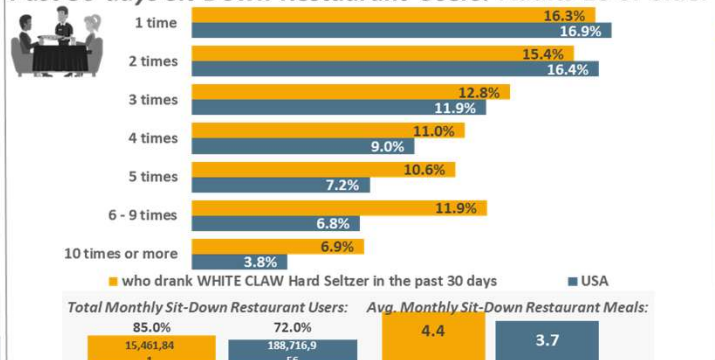


6.9% or 18,190,561 of USA Adults 18 or older drank WHITE CLAW Hard Seltzer in the past 30 days. Adults 18 or older who drank WHITE CLAW Hard Seltzer in the past 30 days are 12.4% more likely to use QSRs past mo., 18.1% more likely to use Sit-Down Restaurants past mo., 45.7% more likely to use Casinos past yr., 63.4% more likely to smoke cigarettes.

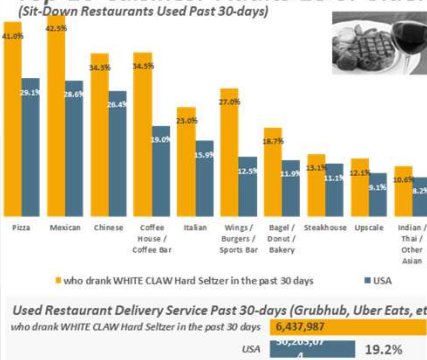
Past 30-days QSR Users: Adults 18 or older



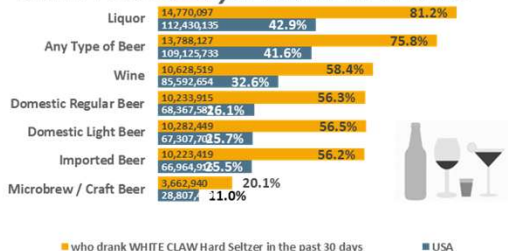
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



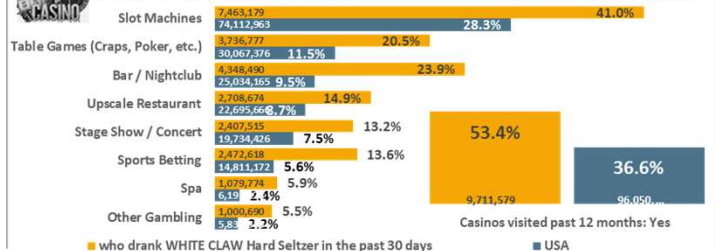
Top-10 Cuisines: Adults 18 or older



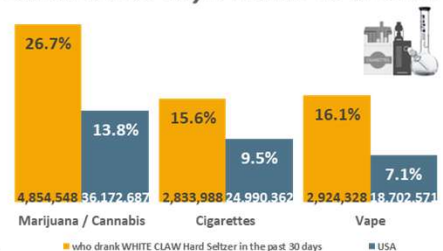
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



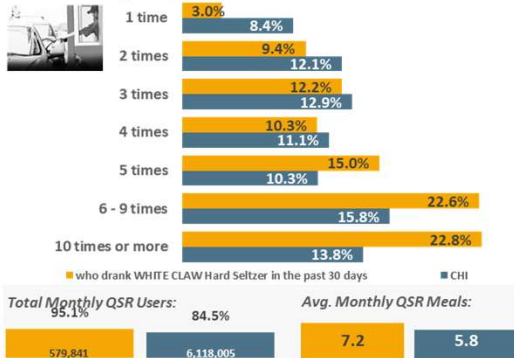
Used Past 30-days: Adults 18 or older



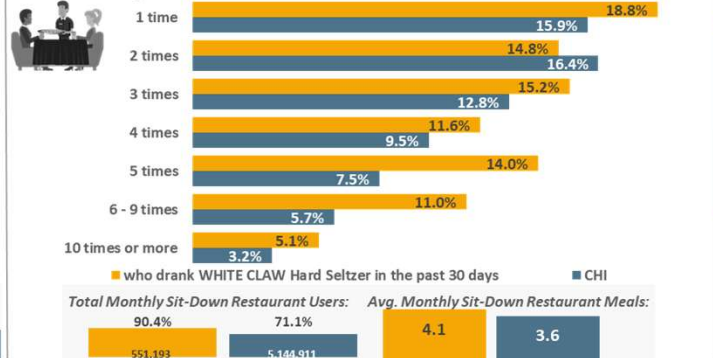


8.4% or 609,541 of CHI DMA Adults 21 or older drank WHITE CLAW Hard Seltzer in the past 30 days. Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days are 12.6% more likely to use QSRs past mo., 27.2% more likely to use Sit-Down Restaurants past mo., 52.9% more likely to use Casinos past yr., 74.3% more likely to smoke cigarettes.

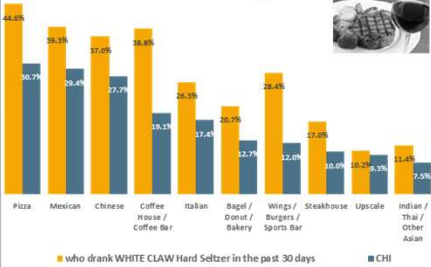
Past 30-days QSR Users: Adults 21 or older



Past 30-days Sit-Down Restaurant Users: Adults 21 or older

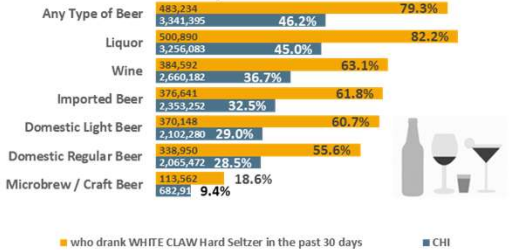


Top-10 Cuisines: Adults 21 or older (Sit-Down Restaurants Used Past 30-days)

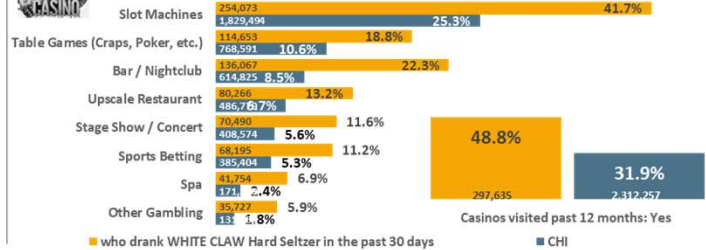


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who drank WHITE CLAW Hard Seltzer in the past 30 days: 222,757 (36.5%)
CHI: 1,601,489 (22.1%)

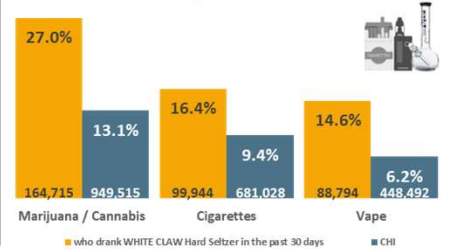
Drank Past 30-days: Adults 21 or older



Past 12 months Casino Activities: Adults 21 or older



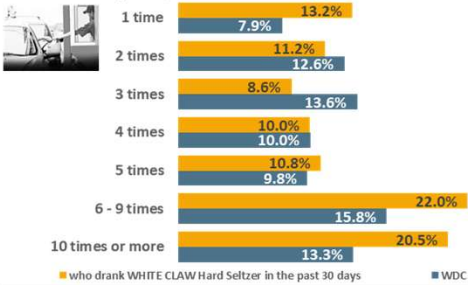
Used Past 30-days: Adults 21 or older





5.8% or 309,337 of WDC DMA Adults 21 or older drank WHITE CLAW Hard Seltzer in the past 30 days. Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days are 16.% more likely to use QSRs past mo., 10.7% more likely to use Sit-Down Restaurants past mo., 34.3% more likely to use Casinos past yr., 1.4% more likely to smoke cigarettes.

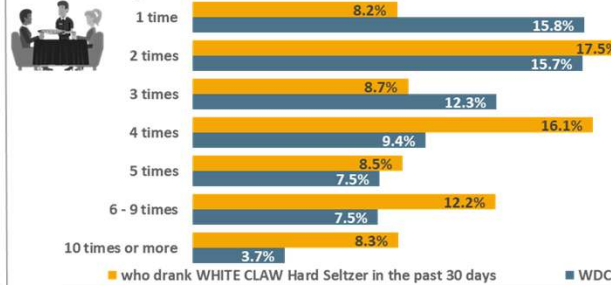
Past 30-days QSR Users: Adults 21 or older



who drank WHITE CLAW Hard Seltzer in the past 30 days

Metric	WDC	DMA
Total Monthly QSR Users:	96.4%	83.1%
Avg. Monthly QSR Meals:	6.5	5.8

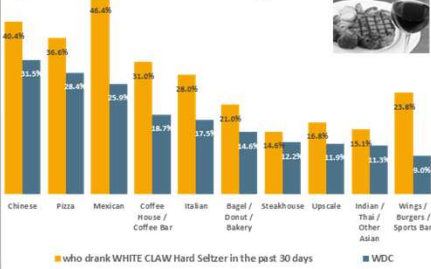
Past 30-days Sit-Down Restaurant Users: Adults 21 or older



who drank WHITE CLAW Hard Seltzer in the past 30 days

Metric	WDC	DMA
Total Monthly Sit-Down Restaurant Users:	79.6%	71.9%
Avg. Monthly Sit-Down Restaurant Meals:	4.9	3.8

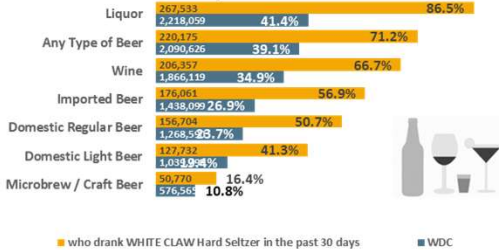
Top-10 Cuisines: Adults 21 or older (Sit-Down Restaurants Used Past 30-days)



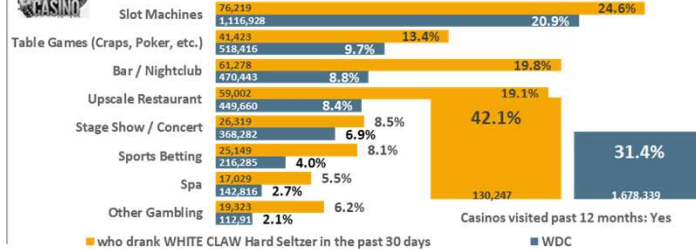
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

Metric	WDC	DMA
who drank WHITE CLAW Hard Seltzer in the past 30 days	145,839	47.1%
WDC	1,265,496	23.6%

Drank Past 30-days: Adults 21 or older



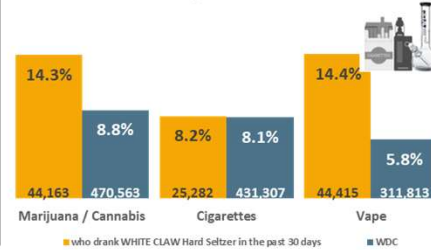
Past 12 months Casino Activities: Adults 21 or older



Casinos visited past 12 months: Yes

Metric	WDC	DMA
who drank WHITE CLAW Hard Seltzer in the past 30 days	130,247	42.1%
WDC	1,678,339	31.4%

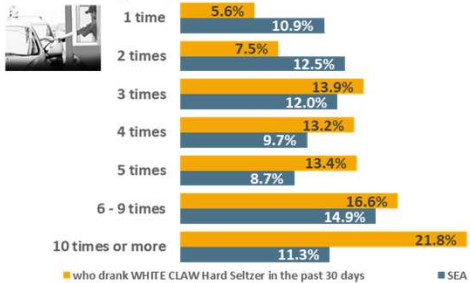
Used Past 30-days: Adults 21 or older



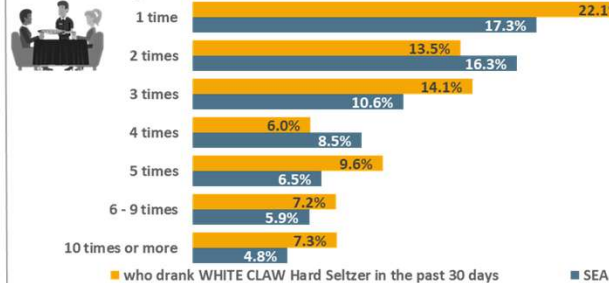


9.1% or 397,850 of SEA DMA Adults 21 or older drank WHITE CLAW Hard Seltzer in the past 30 days. Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days are 15.2% more likely to use QSRs past mo., 14.% more likely to use Sit-Down Restaurants past mo., 54.2% more likely to use Casinos past yr., 80.8% more likely to smoke cigarettes.

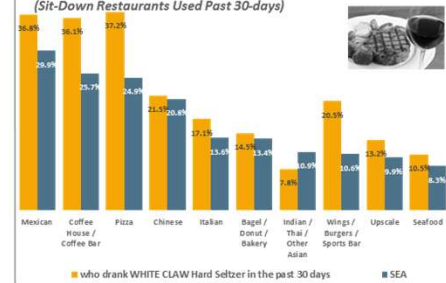
Past 30-days QSR Users: Adults 21 or older



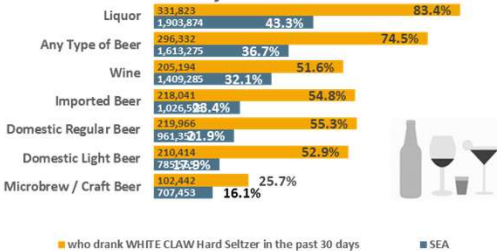
Past 30-days Sit-Down Restaurant Users: Adults 21 or older



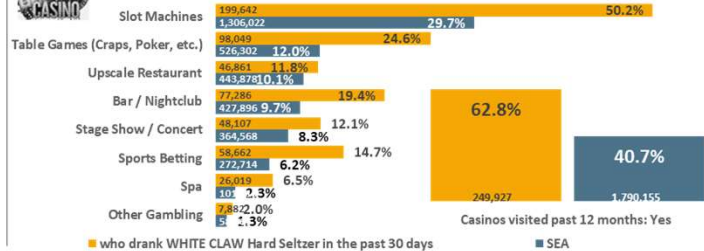
Top-10 Cuisines: Adults 21 or older (Sit-Down Restaurants Used Past 30-days)



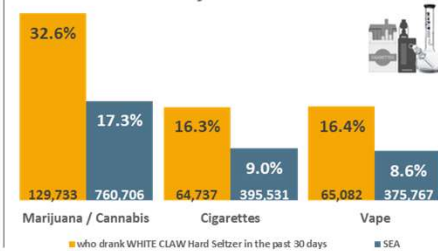
Drank Past 30-days: Adults 21 or older



Past 12 months Casino Activities: Adults 21 or older



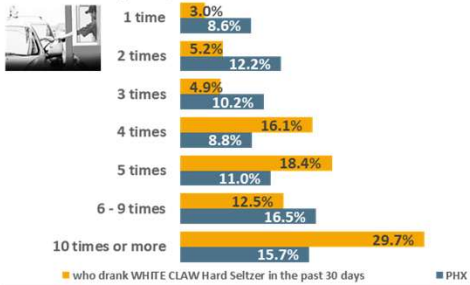
Used Past 30-days: Adults 21 or older





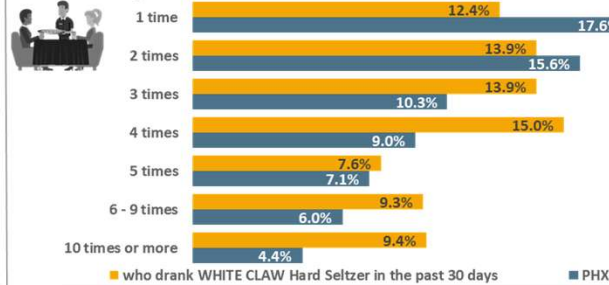
5.6% or 253,556 of PHX DMA Adults 21 or older drank WHITE CLAW Hard Seltzer in the past 30 days. Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days are 8.2% more likely to use QSRs past mo., 16.2% more likely to use Sit-Down Restaurants past mo., 33.7% more likely to use Casinos past yr., 21.9% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 21 or older



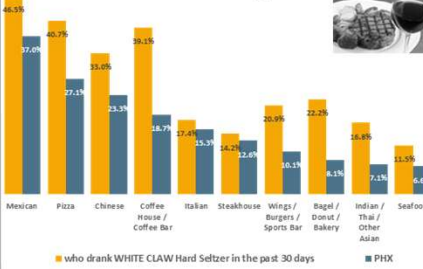
Total Monthly QSR Users: 89.8%
Avg. Monthly QSR Meals: 8.1

Past 30-days Sit-Down Restaurant Users: Adults 21 or older



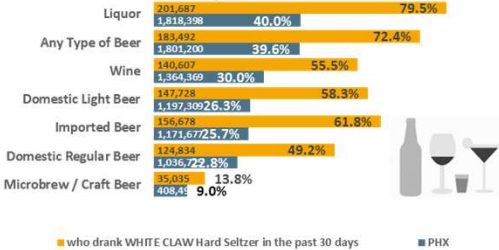
Total Monthly Sit-Down Restaurant Users: 81.5%
Avg. Monthly Sit-Down Restaurant Meals: 4.8

Top-10 Cuisines: Adults 21 or older (Sit-Down Restaurants Used Past 30-days)

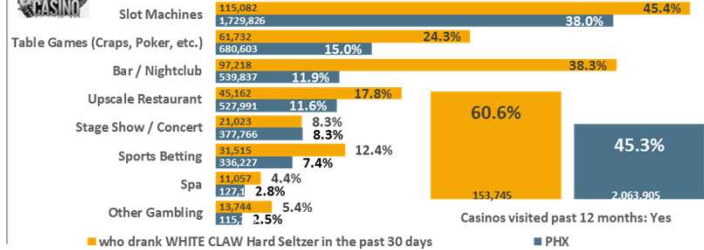


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who drank WHITE CLAW Hard Seltzer in the past 30 days: 87,620
PHX: 749,001

Drank Past 30-days: Adults 21 or older

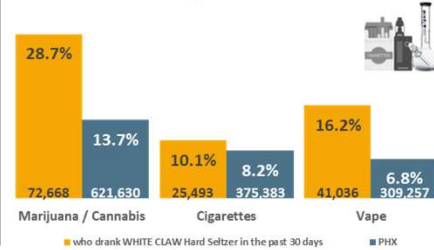


Past 12 months Casino Activities: Adults 21 or older



Casinos visited past 12 months: Yes
153,745
2,063,405

Used Past 30-days: Adults 21 or older

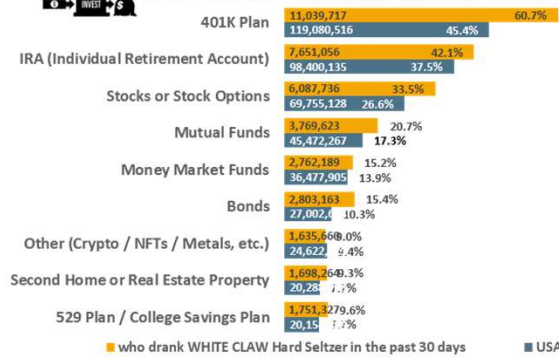




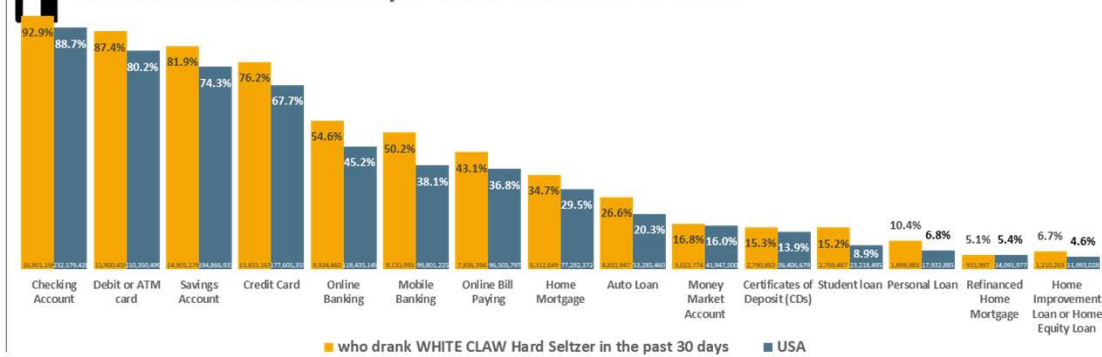
6.9% or 18,190,561 of USA Adults 18 or older drank WHITE CLAW Hard Seltzer in the past 30 days. Adults 18 or older who drank WHITE CLAW Hard Seltzer in the past 30 days are 33.6% more likely to have a 401K, 30.7% more likely to have an Auto Loan, 62.1% more likely to Invest/Trade Stocks Online, 4.2% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



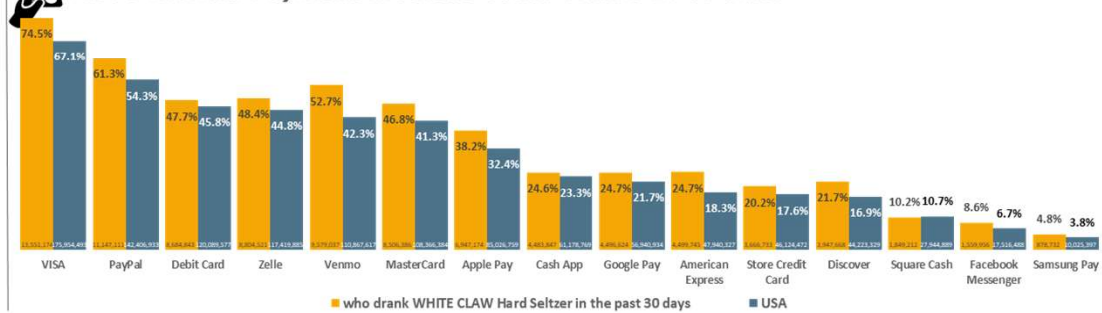
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 1,692
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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 24,802

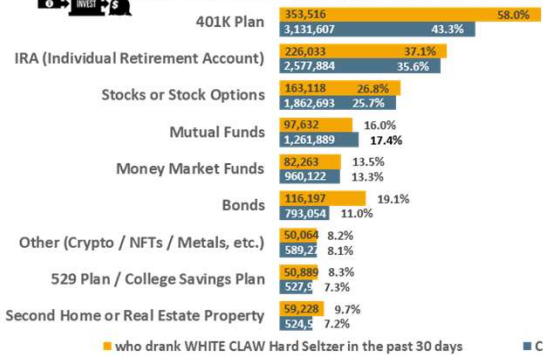
Hard seltzers drank past 30 days: White Claw



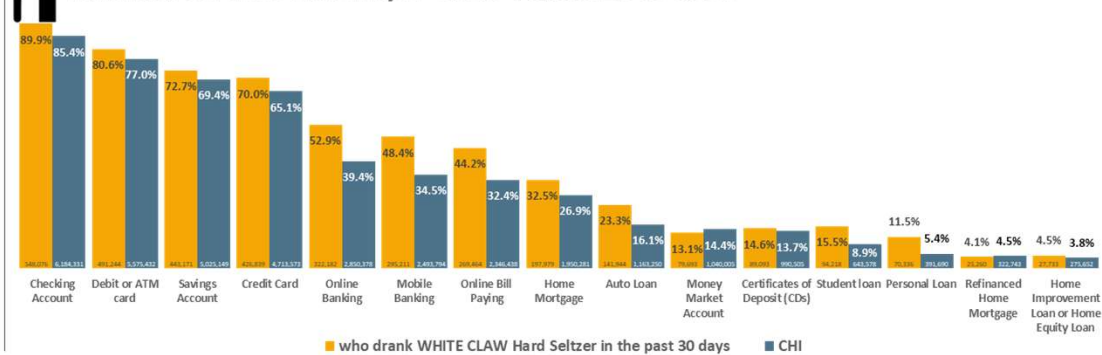
8.4% or 609,541 of CHI DMA Adults 21 or older drank WHITE CLAW Hard Seltzer in the past 30 days. Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days are 34.1% more likely to have a 401K, 44.9% more likely to have an Auto Loan, 31.7% more likely to Invest/Trade Stocks Online, 15.7% more likely to pay with their Debit Card.



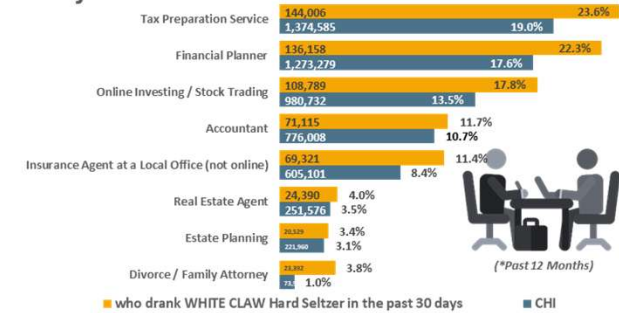
Investments Owned: Adults 21 or older



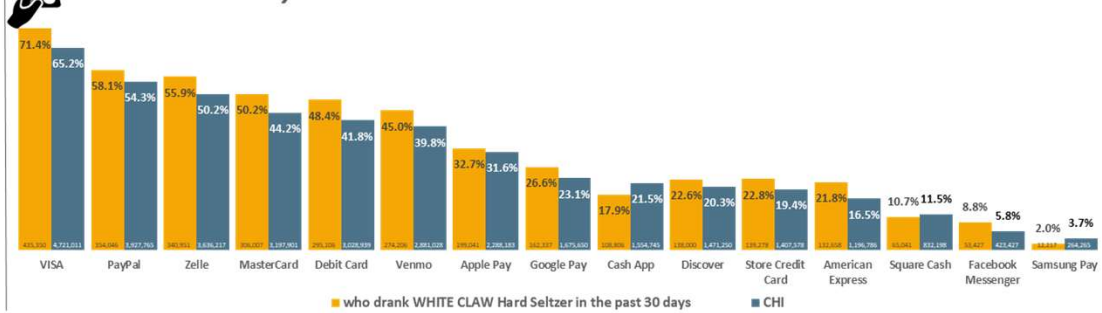
Financial Services Has and/or Uses: Adults 21 or older



Professional Services Used*: Adults 21 or older

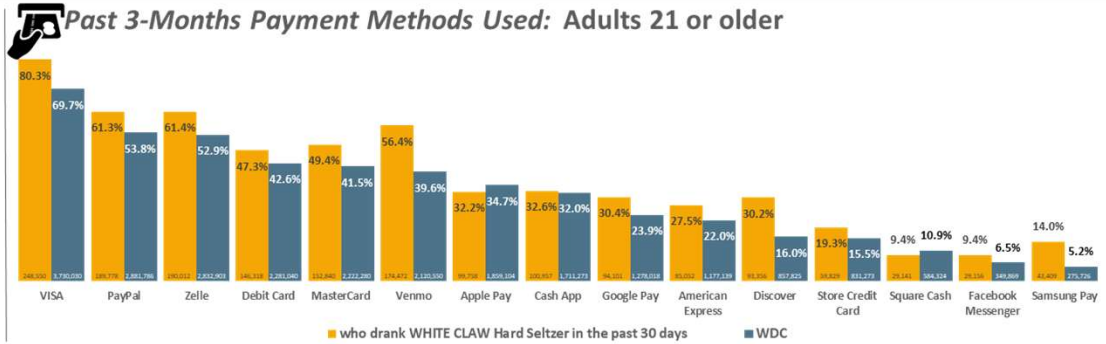
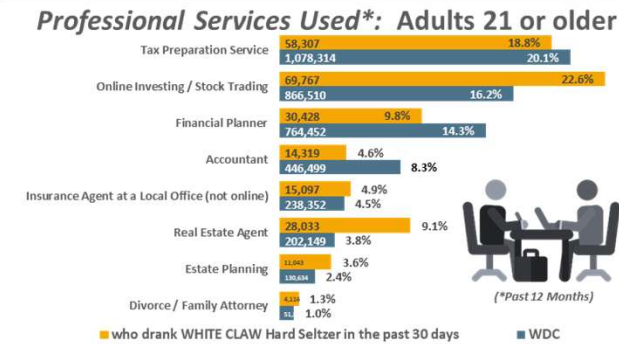
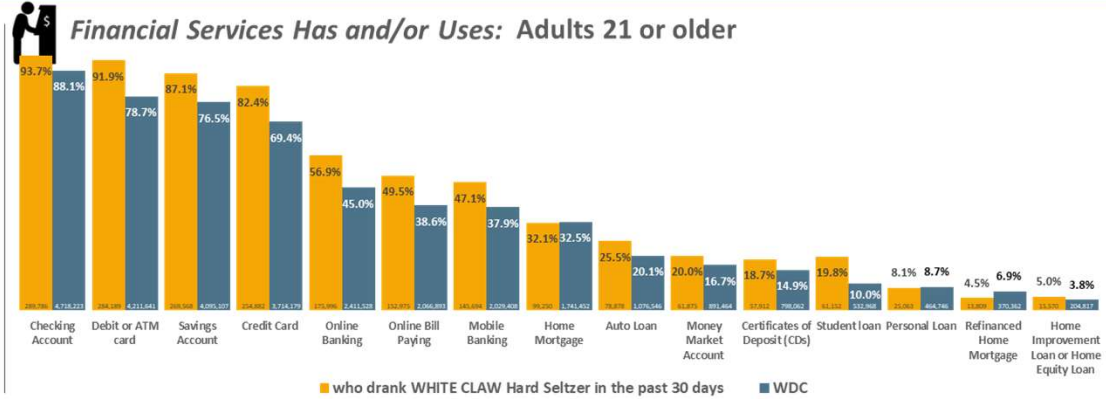
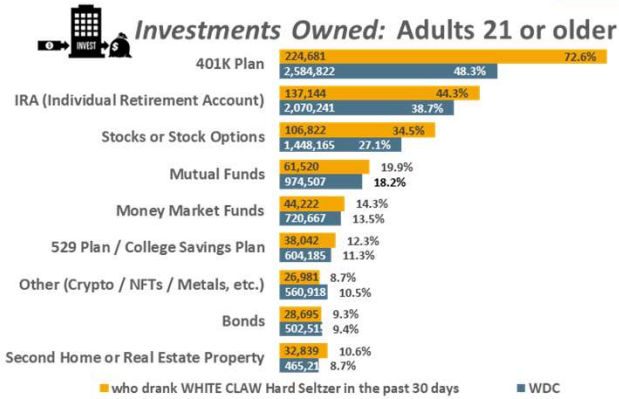


Past 3-Months Payment Methods Used: Adults 21 or older





5.8% or 309,337 of WDC DMA Adults 21 or older drank WHITE CLAW Hard Seltzer in the past 30 days. Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days are 50.4% more likely to have a 401K, 26.8% more likely to have an Auto Loan, 39.3% more likely to Invest/Trade Stocks Online, 11.% more likely to pay with their Debit Card.

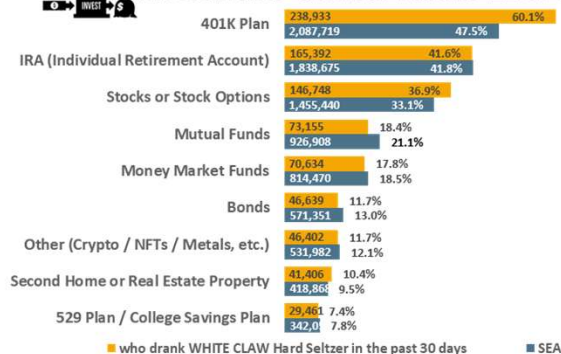




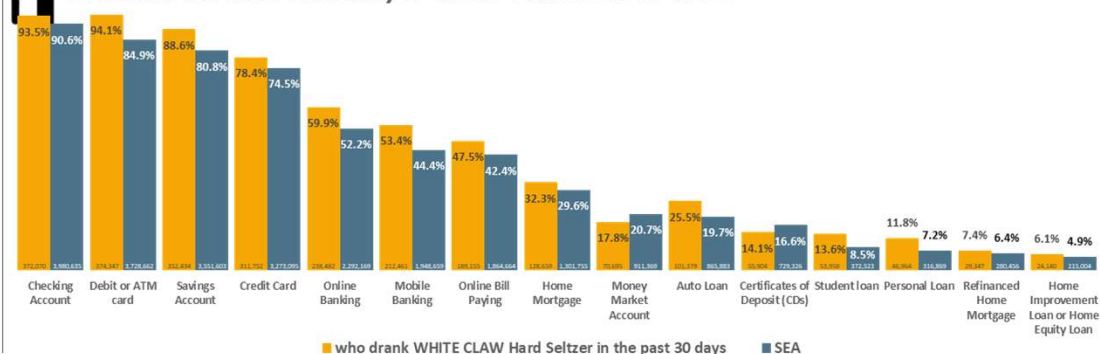
9.1% or 397,850 of SEA DMA Adults 21 or older drank WHITE CLAW Hard Seltzer in the past 30 days. Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days are 26.4% more likely to have a 401K, 29.3% more likely to have an Auto Loan, 24.3% more likely to Invest/Trade Stocks Online, 7.5% more likely to pay with their Debit Card.



Investments Owned: Adults 21 or older



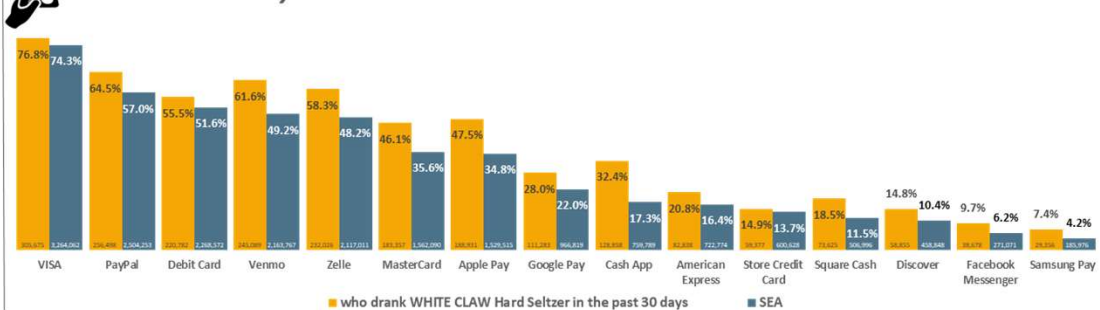
Financial Services Has and/or Uses: Adults 21 or older



Professional Services Used*: Adults 21 or older



Past 3-Months Payment Methods Used: Adults 21 or older



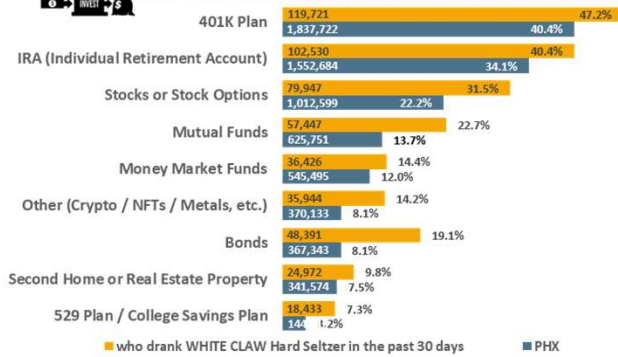
(*Past 12 Months)



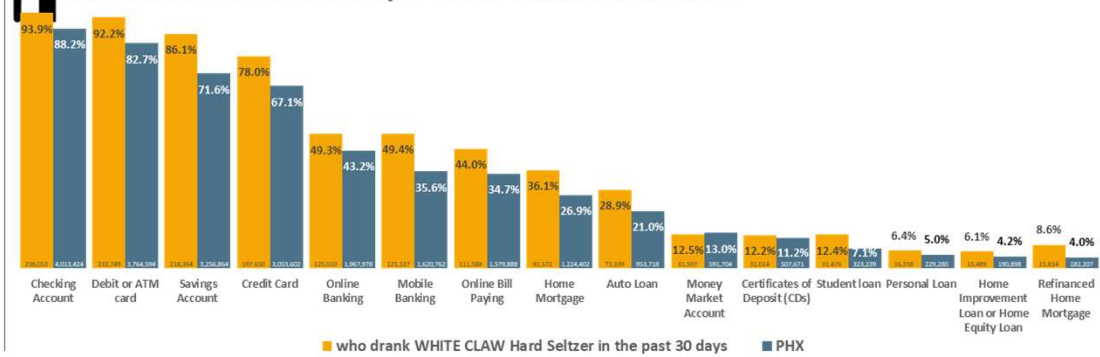
5.6% or 253,556 of PHX DMA Adults 21 or older drank WHITE CLAW Hard Seltzer in the past 30 days. Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days are 16.9% more likely to have a 401K, 38.% more likely to have an Auto Loan, 129.8% more likely to Invest/Trade Stocks Online, 6.% less likely to pay with their Debit Card.



Investments Owned: Adults 21 or older



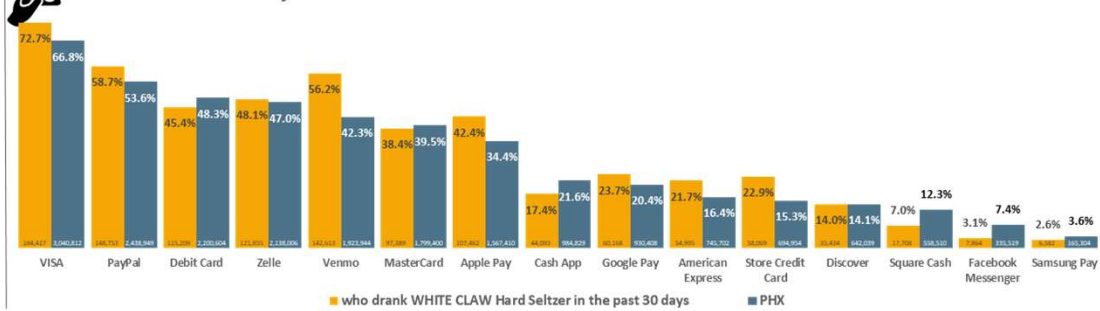
Financial Services Has and/or Uses: Adults 21 or older



Professional Services Used*: Adults 21 or older

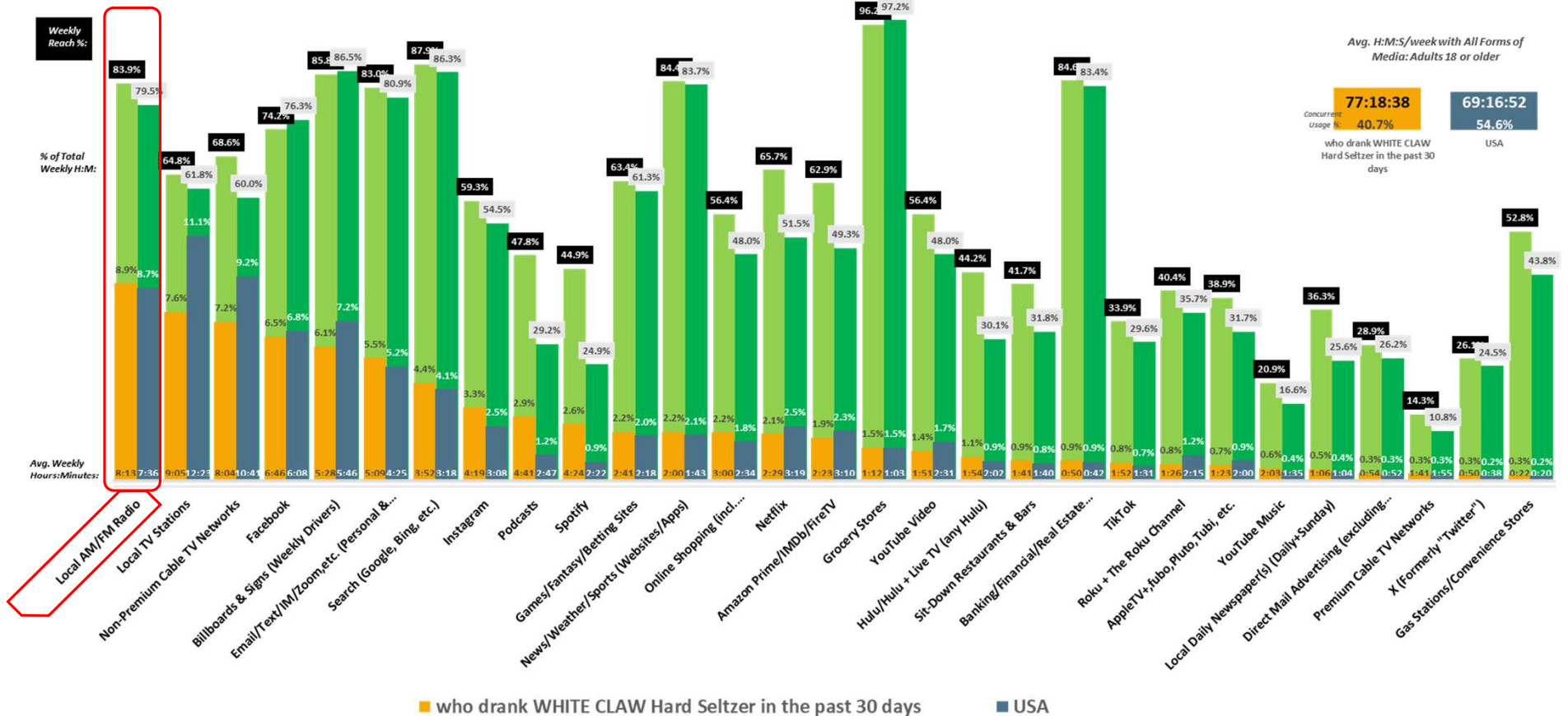


Past 3-Months Payment Methods Used: Adults 21 or older





Adults 18 or older who drank WHITE CLAW Hard Seltzer in the past 30 days spend an average of 3 days, 5 hours, 18 minutes and 38 seconds each week with All Forms of Media.
 83.9% of Adults 18 or older who drank WHITE CLAW Hard Seltzer in the past 30 days spend an avg. of 8 hours and 13 minutes each week listening to All Local AM/FM Radio, representing 8.9% of total time spent with all forms of Media.



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

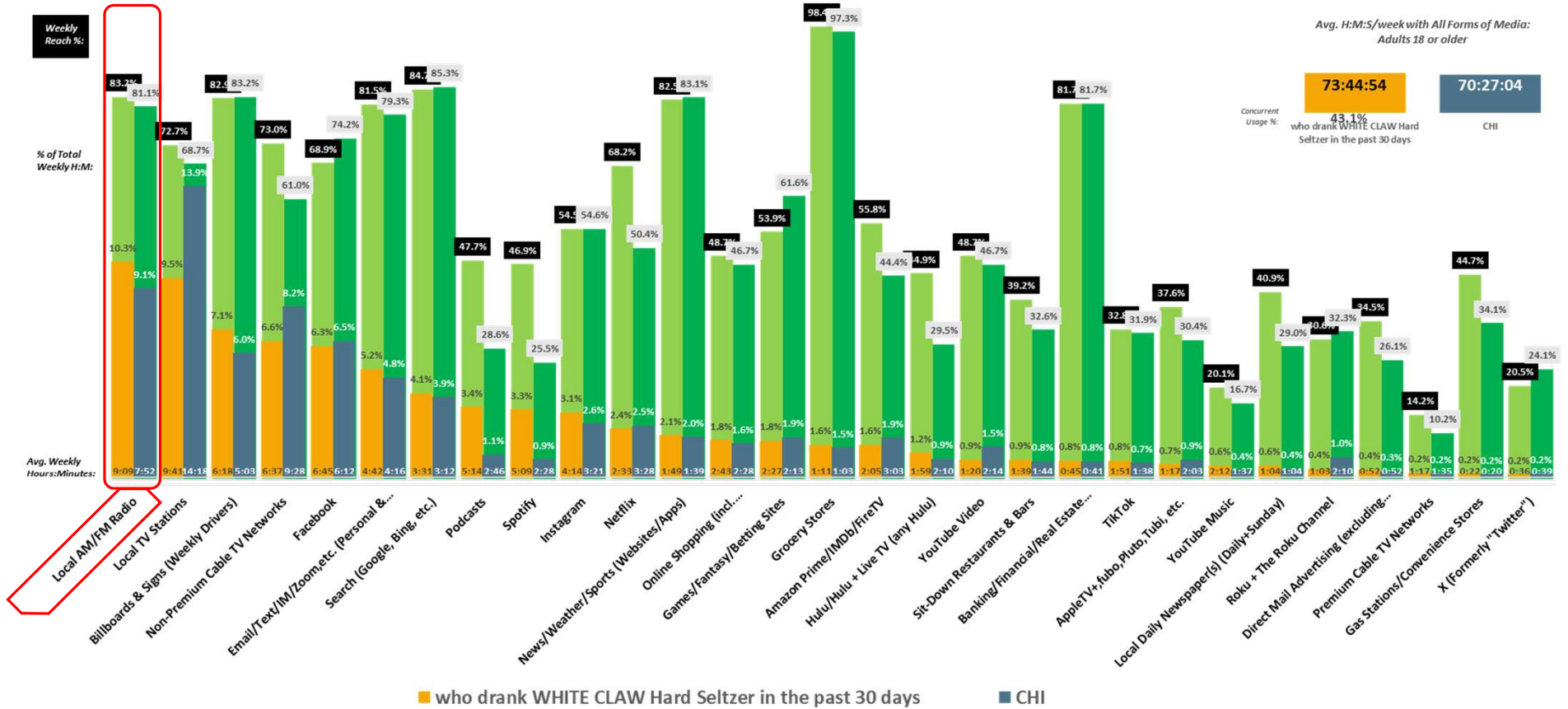
Concurrent Usage %: 40.7%

who drank WHITE CLAW Hard Seltzer in the past 30 days

USA

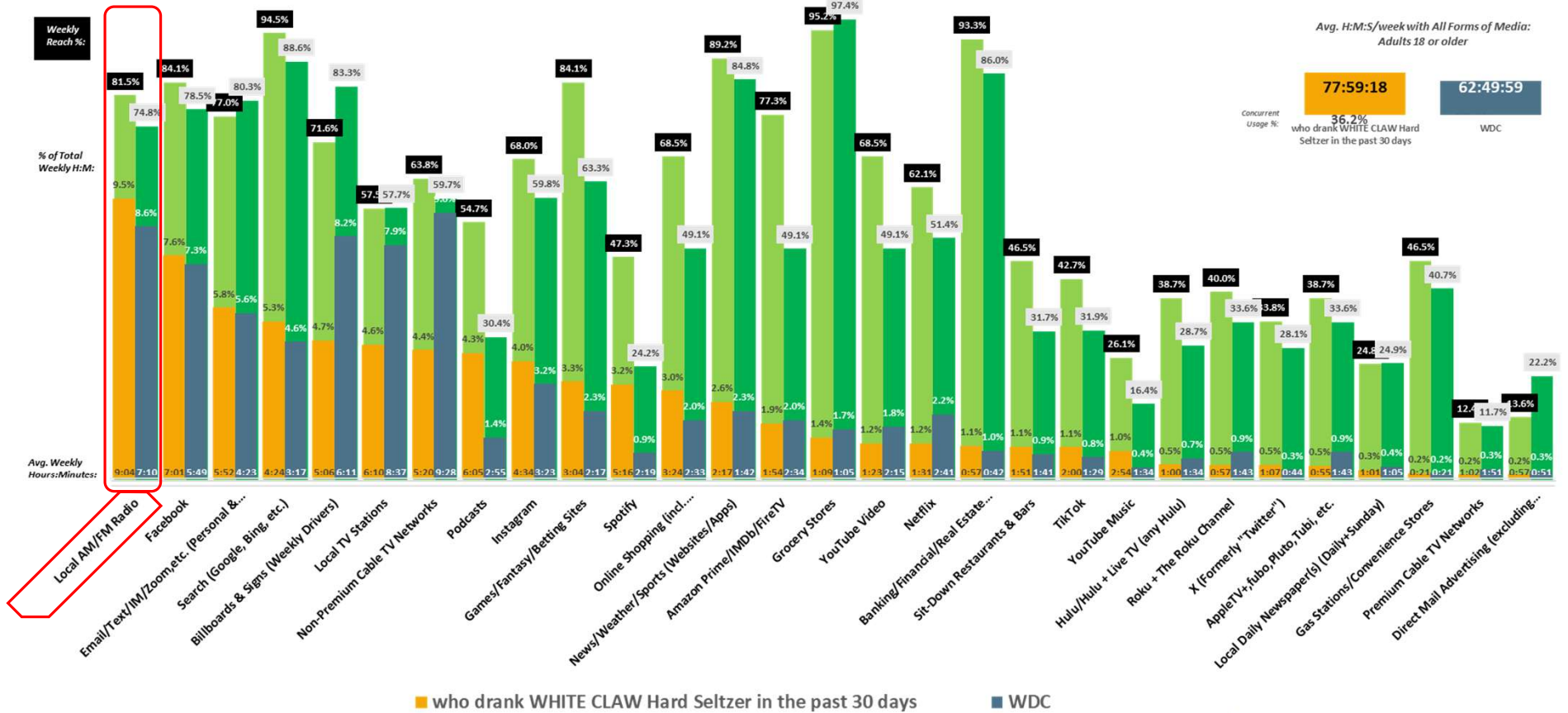


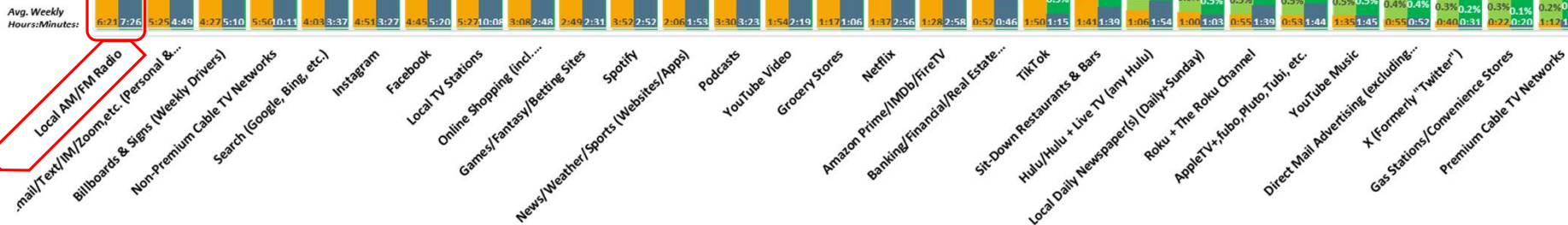
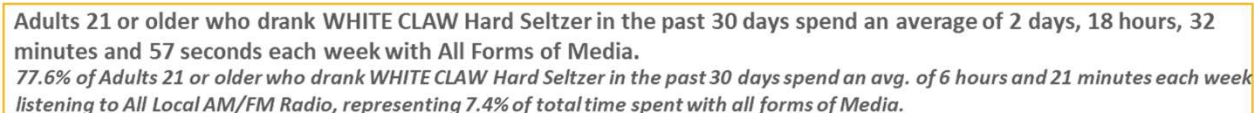
Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days spend an average of 3 days, 1 hours, 44 minutes and 54 seconds each week with All Forms of Media.
83.2% of Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days spend an avg. of 9 hours and 9 minutes each week listening to All Local AM/FM Radio, representing 10.3% of total time spent with all forms of Media.





Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days spend an average of 3 days, 5 hours, 59 minutes and 18 seconds each week with All Forms of Media.
 81.5% of Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days spend an avg. of 9 hours and 4 minutes each week listening to All Local AM/FM Radio, representing 9.5% of total time spent with all forms of Media.



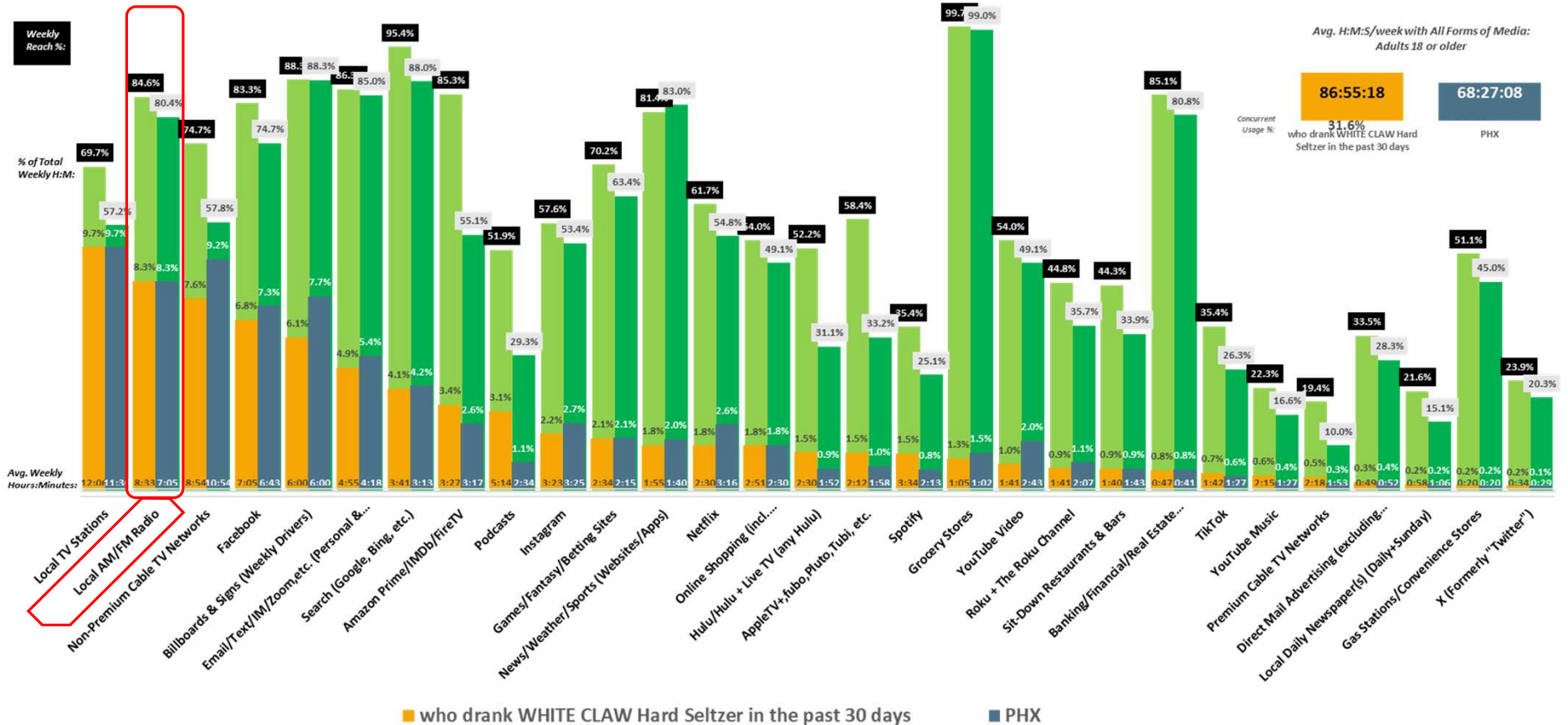


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Hard seltzers drank past 30 days: White Claw

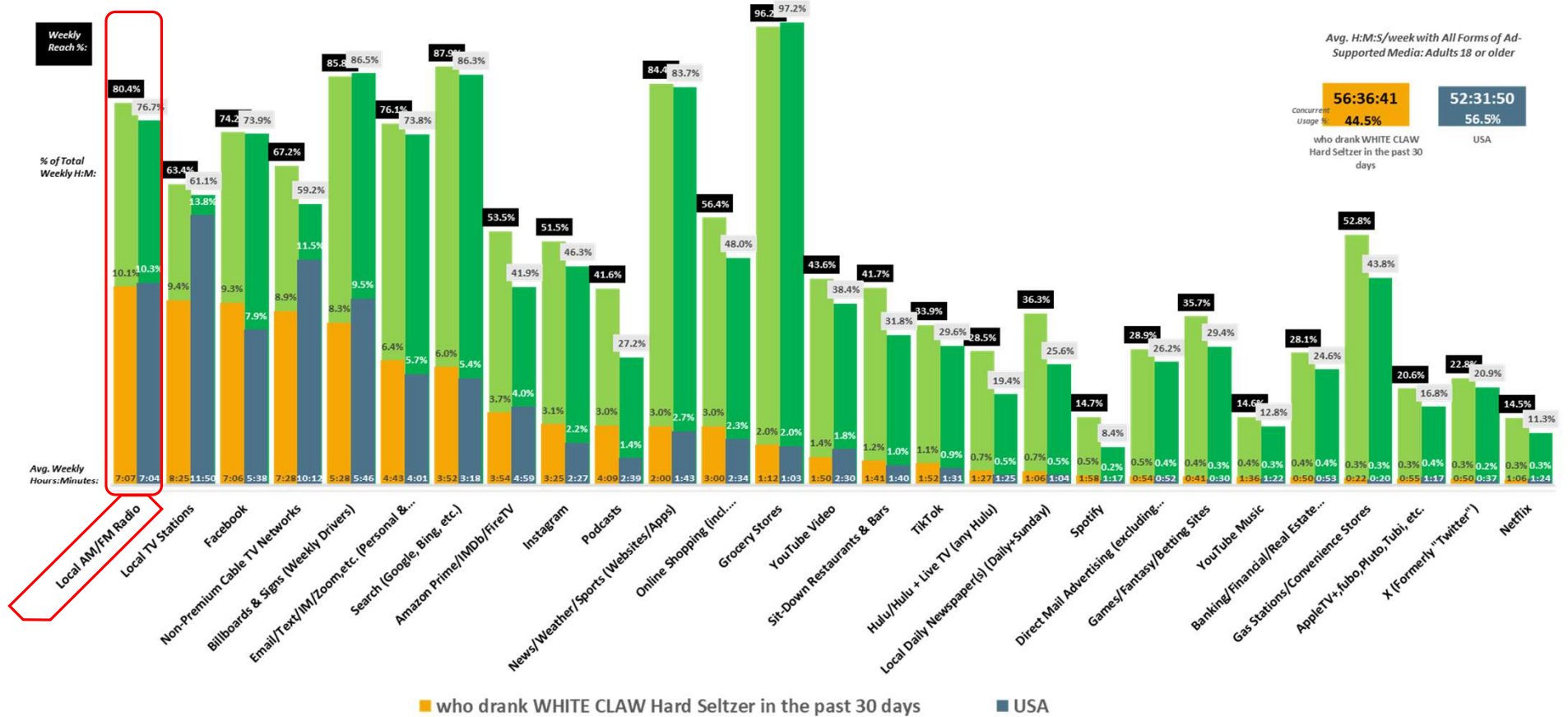


Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days spend an average of 3 days, 14 hours, 55 minutes and 18 seconds each week with All Forms of Media.
84.6% of Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days spend an avg. of 8 hours and 33 minutes each week listening to All Local AM/FM Radio, representing 8.3% of total time spent with all forms of Media.





Adults 18 or older who drank WHITE CLAW Hard Seltzer in the past 30 days spend an average of 2 days, 8 hours, 36 minutes and 41 seconds each week with All Forms of Ad-Supported Media.
 80.4% of Adults 18 or older who drank WHITE CLAW Hard Seltzer in the past 30 days spend an avg. of 7 hours and 7 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.1% of total time spent with all forms of Ad-Supported Media.

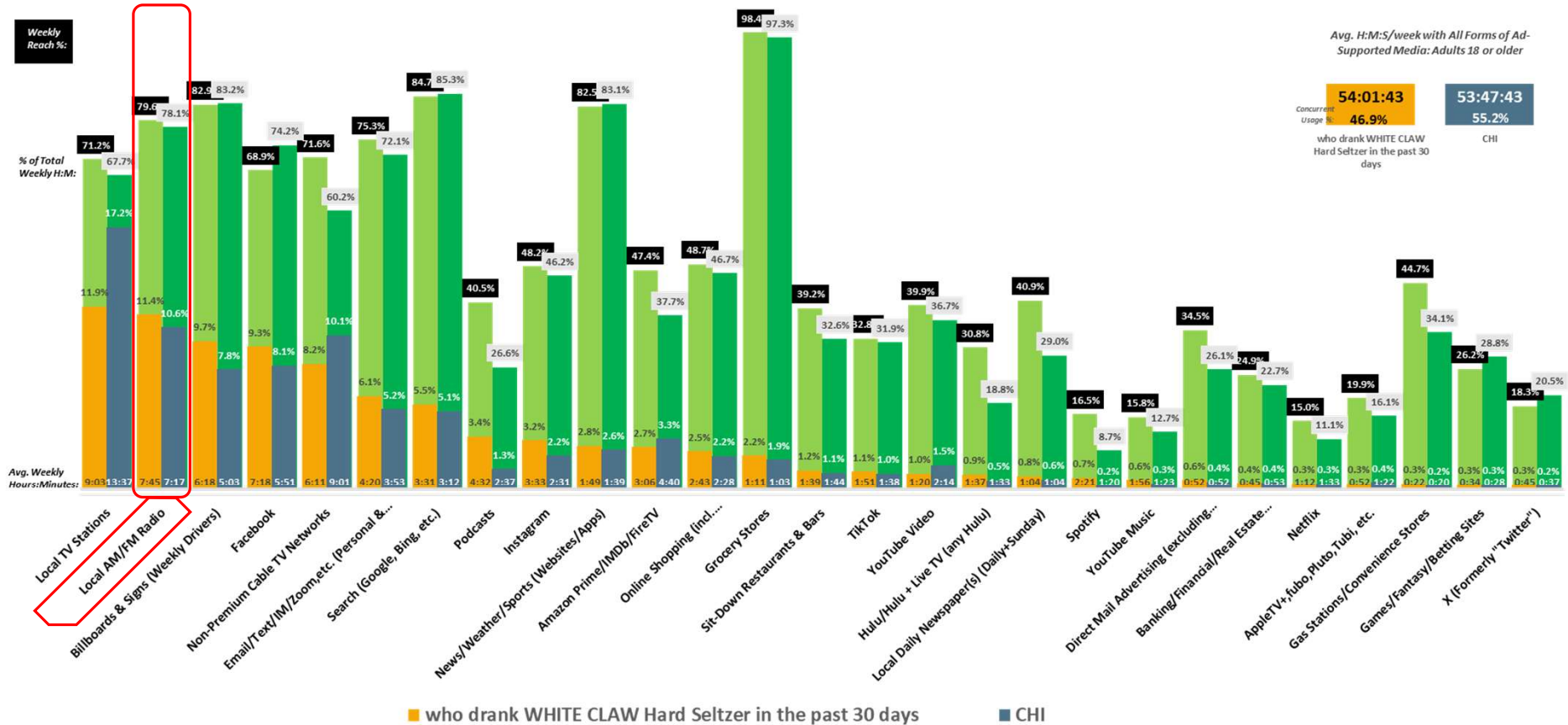


Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older

who drank WHITE CLAW Hard Seltzer in the past 30 days	USA
56:36:41	52:31:50
44.5%	56.5%

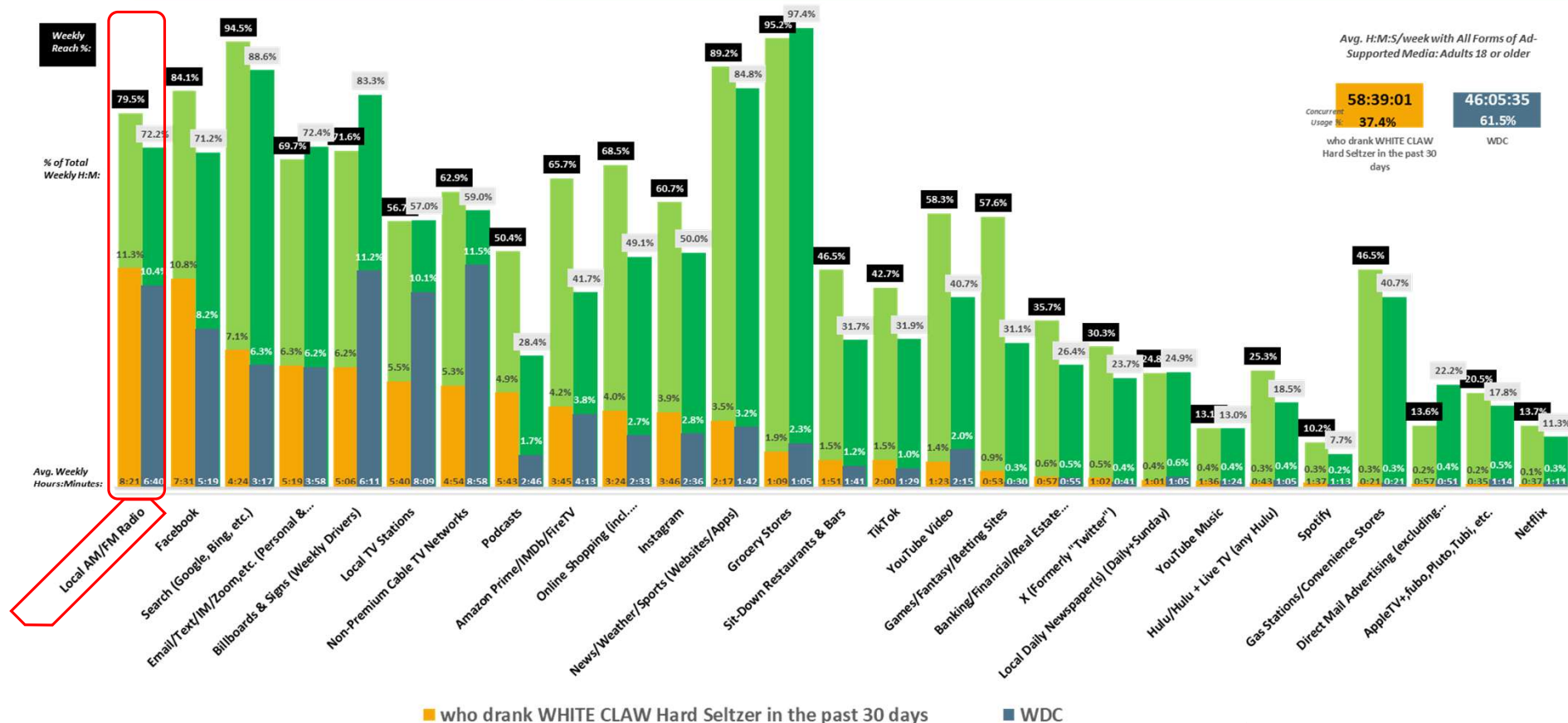


Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days spend an average of 2 days, 6 hours, 1 minutes and 43 seconds each week with All Forms of Ad-Supported Media.
 79.6% of Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days spend an avg. of 7 hours and 45 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.4% of total time spent with all forms of Ad-Supported Media.





Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days spend an average of 2 days, 10 hours, 39 minutes and 1 seconds each week with All Forms of Ad-Supported Media.
 79.5% of Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days spend an avg. of 8 hours and 21 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.3% of total time spent with all forms of Ad-Supported Media.



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

Concurrent Usage %
 58:39:01
 37.4%

who drank WHITE CLAW Hard Seltzer in the past 30 days

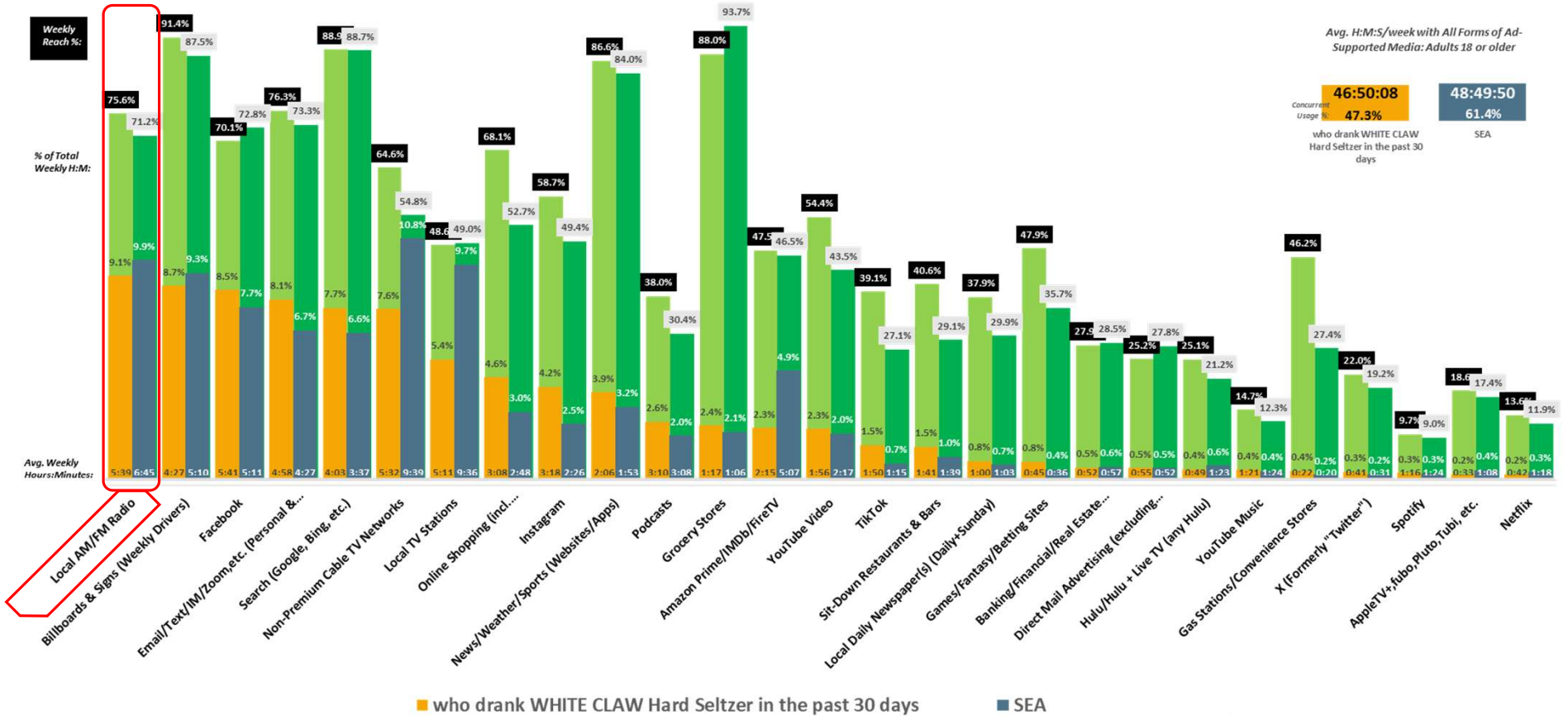
WDC

who drank WHITE CLAW Hard Seltzer in the past 30 days

WDC

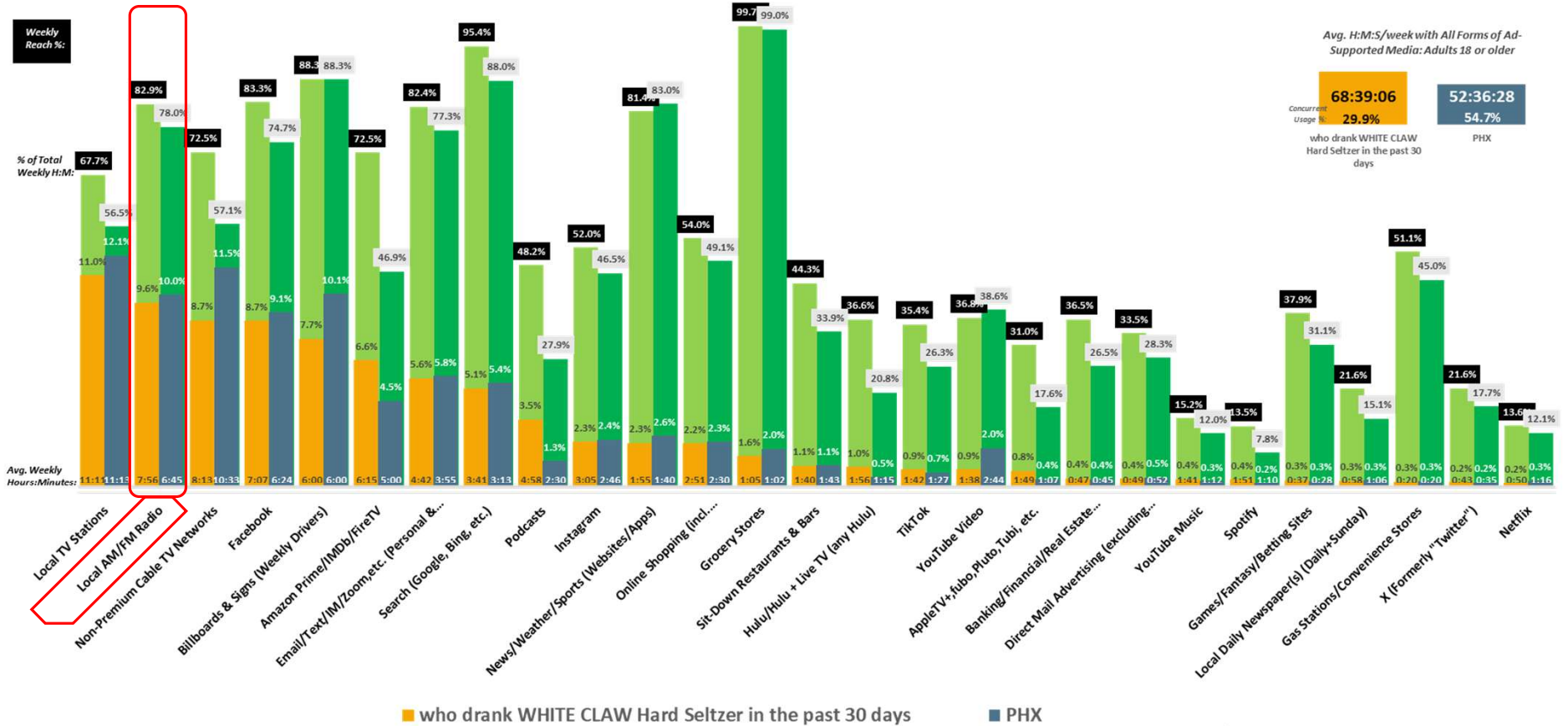


Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days spend an average of 1 days, 22 hours, 50 minutes and 8 seconds each week with All Forms of Ad-Supported Media.
 75.6% of Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days spend an avg. of 5 hours and 39 minutes 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 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days spend an average of 2 days, 20 hours, 39 minutes and 6 seconds each week with All Forms of Ad-Supported Media.
 82.9% of Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days spend an avg. of 7 hours and 56 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.6% of total time spent with all forms of Ad-Supported Media.



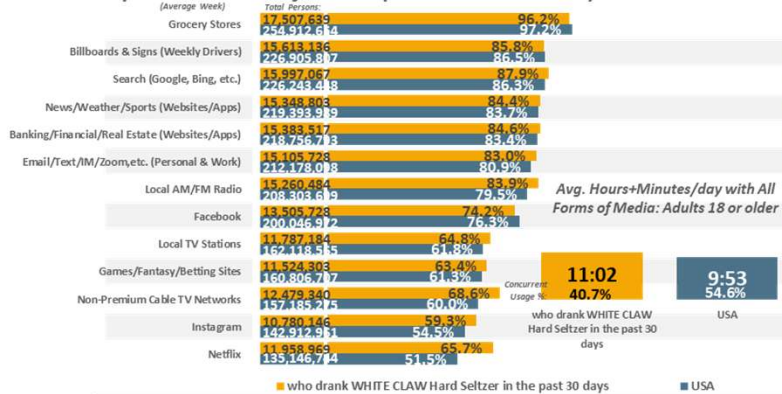
Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older

68:39:06	52:36:28
29.9%	54.7%
who drank WHITE CLAW Hard Seltzer in the past 30 days	PHX

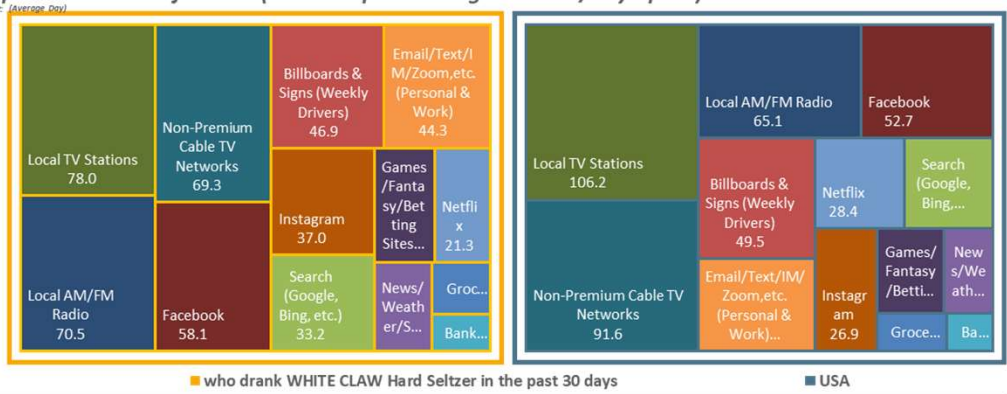


Adults 18 or older who drank WHITE CLAW Hard Seltzer in the past 30 days spend an average of 8 hours and 5 minutes each day with All Forms of Ad-Supported Media. 80.4% listen to Local AM/FM Radio for an avg. of 61.1 minutes/day. (Local Radio delivers 10.1% of Time with Ad-Supported Media.)

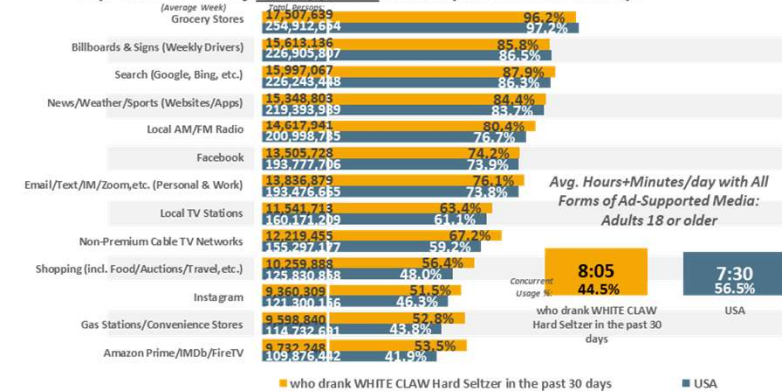
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



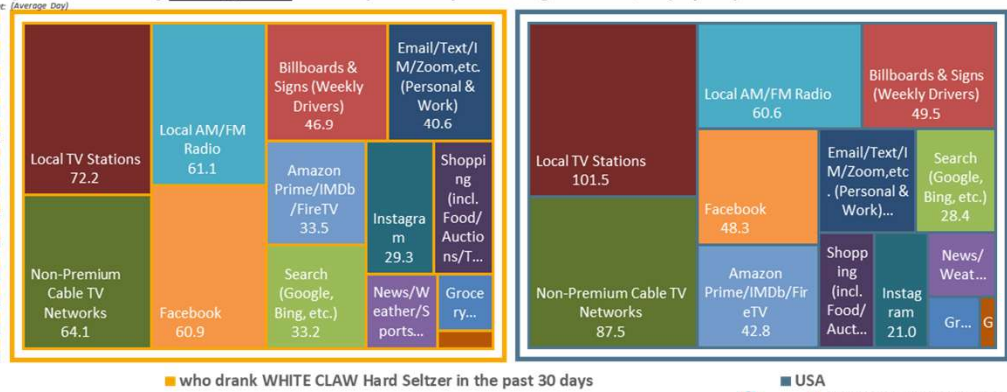
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 1,692
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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 24,802

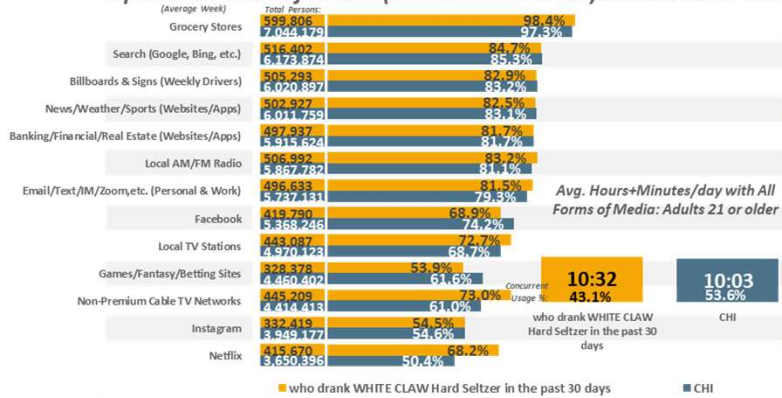
soefa.ai Share of Everything for Anything

Hard seltzers drank past 30 days: White Claw

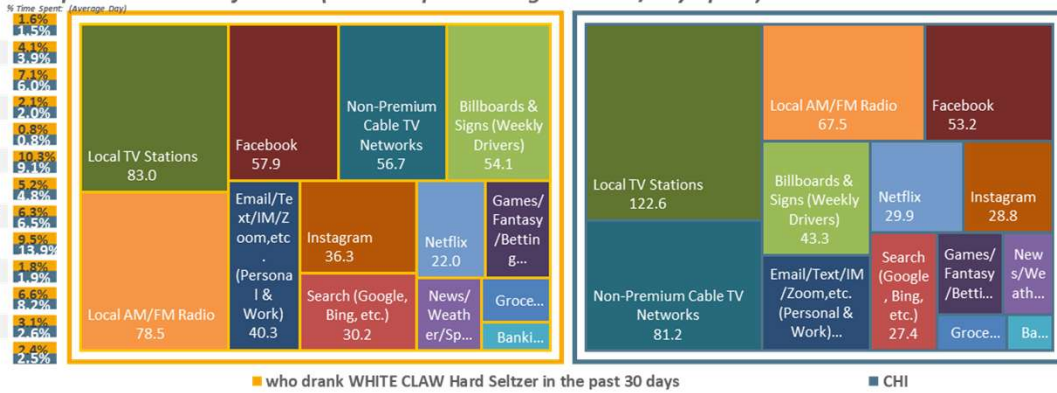


Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days spend an average of 7 hours and 43 minutes each day with All Forms of Ad-Supported Media. 79.6% listen to Local AM/FM Radio for an avg. of 66.5 minutes/day. (Local Radio delivers 11.4% of Time with Ad-Supported Media.)

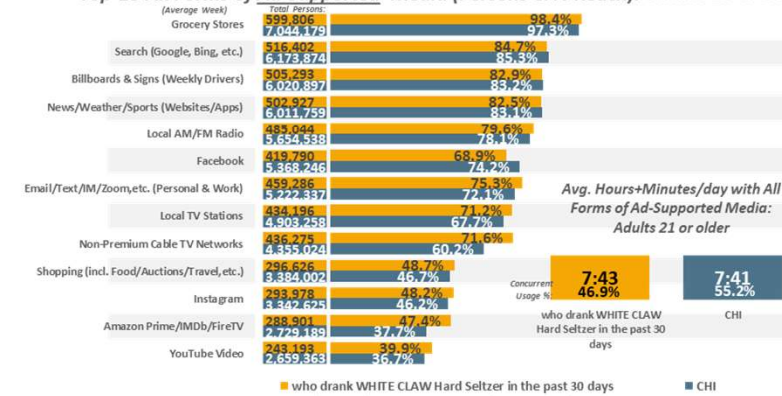
Top-13 All Forms of Media (Persons & % Reach): Adults 21 or older



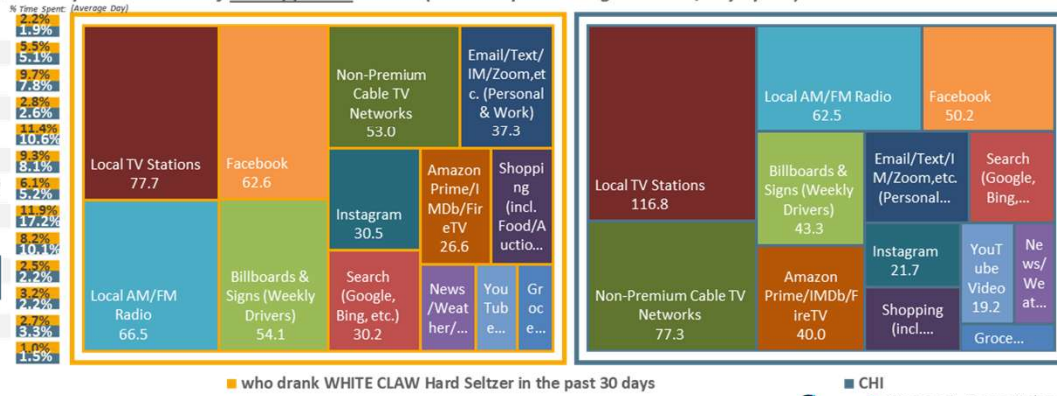
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 21 or older



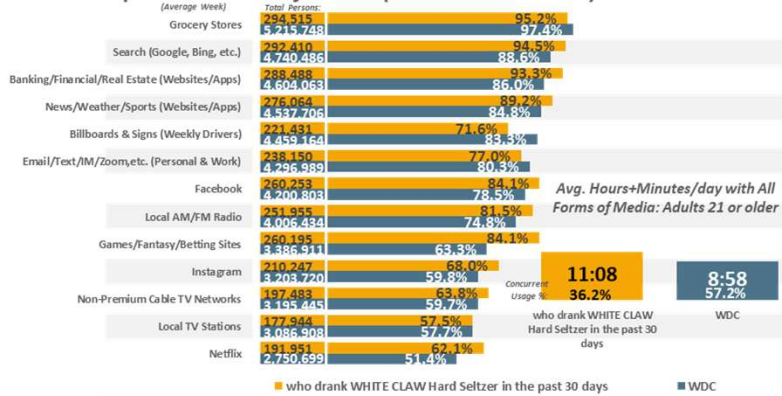
Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



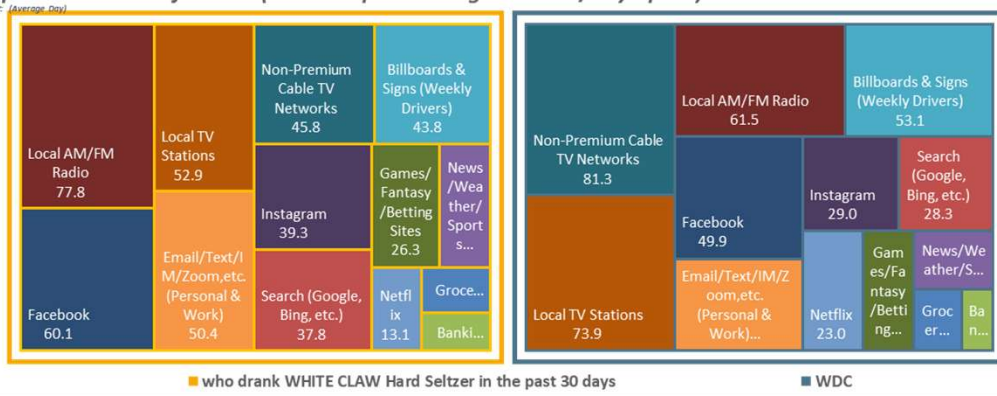


Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days spend an average of 8 hours and 22 minutes each day with All Forms of Ad-Supported Media. 79.5% listen to Local AM/FM Radio for an avg. of 71.6 minutes/day. (Local Radio delivers 11.3% of Time with Ad-Supported Media.)

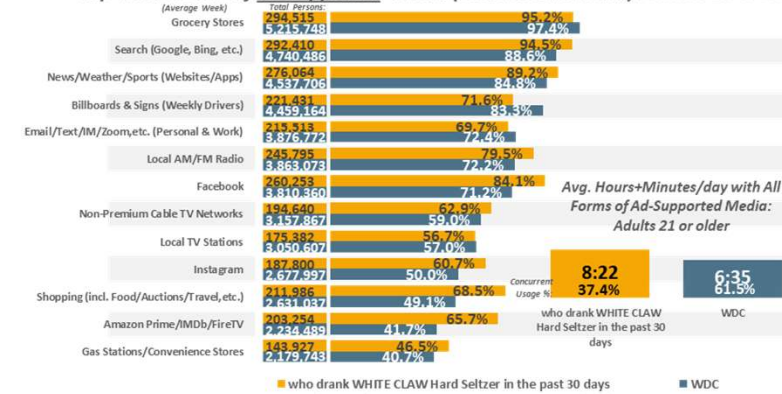
Top-13 All Forms of Media (Persons & % Reach): Adults 21 or older



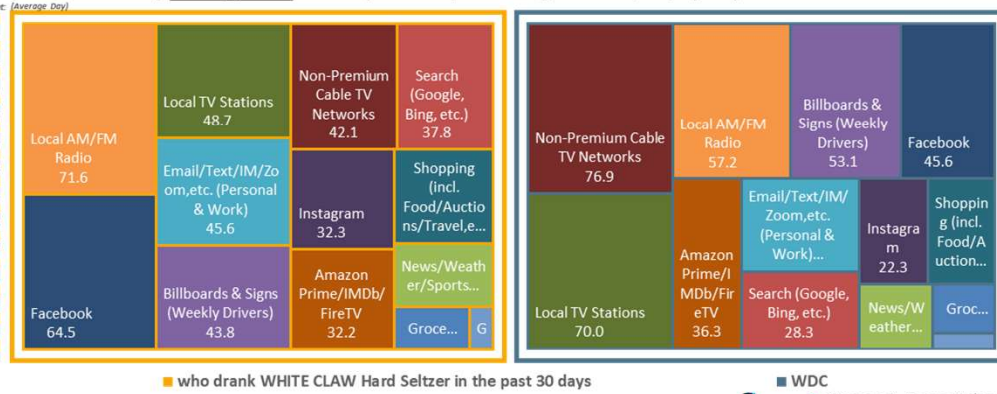
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 21 or older



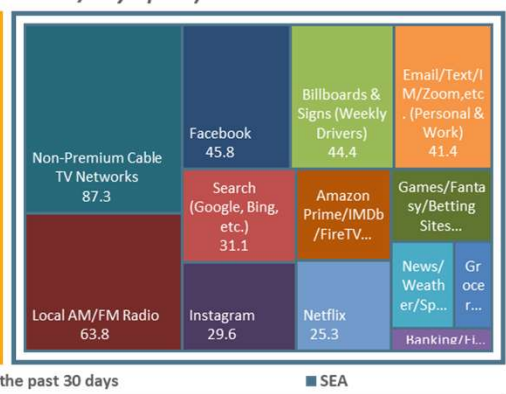
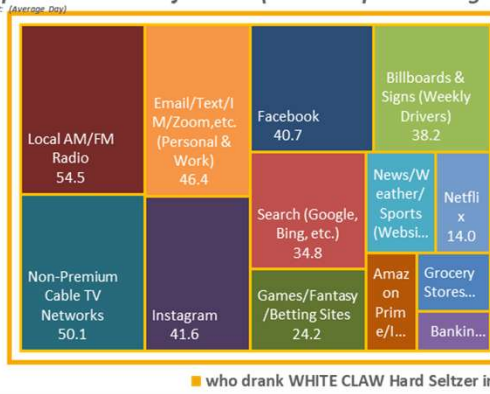
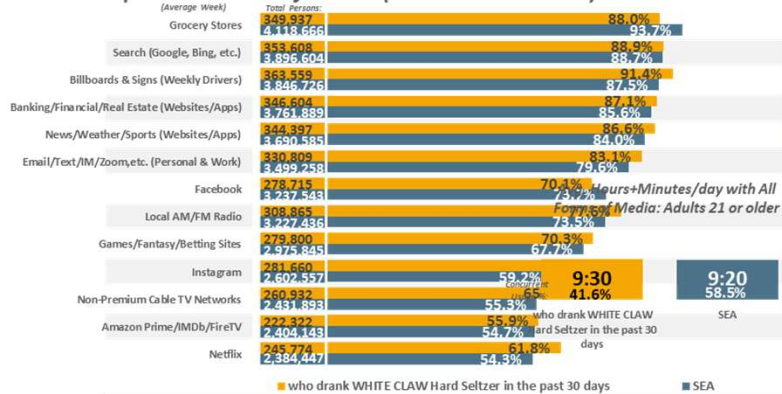
Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



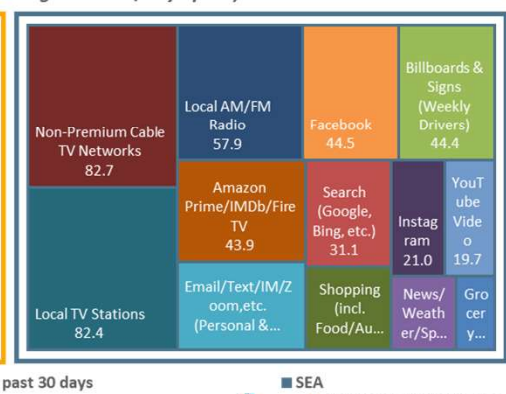
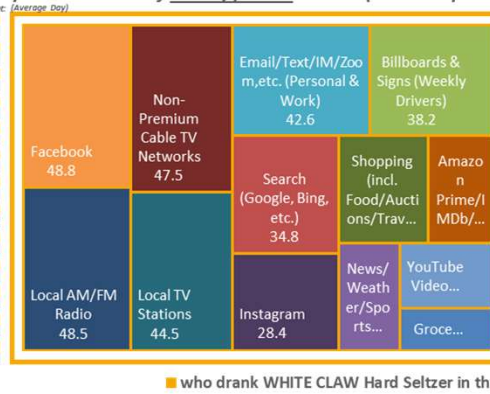
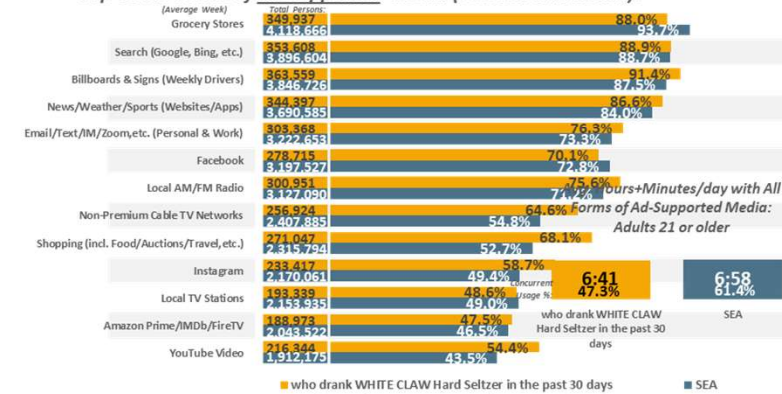


Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days spend an average of 6 hours and 41 minutes each day with All Forms of Ad-Supported Media. 75.6% listen to Local AM/FM Radio for an avg. of 48.5 minutes/day. (Local Radio delivers 9.1% of Time with Ad-Supported Media.)

Top-13 All Forms of Media (Persons & % Reach): Adults 21 or older **Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



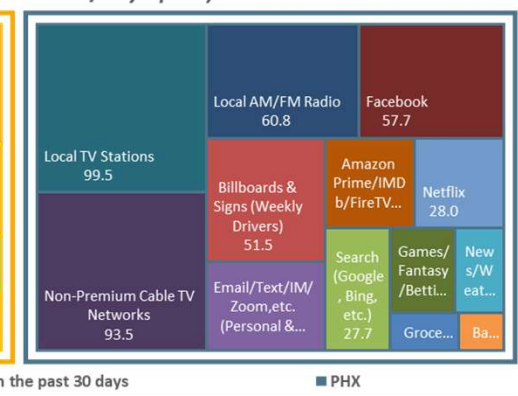
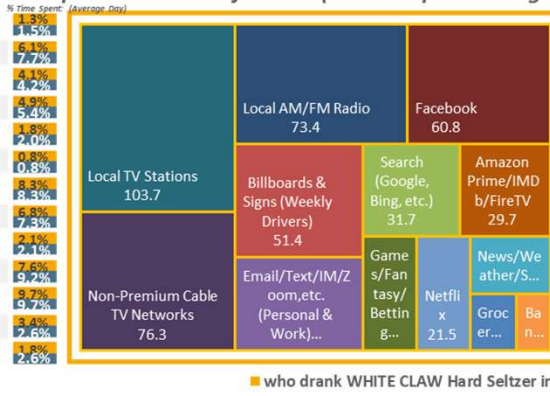
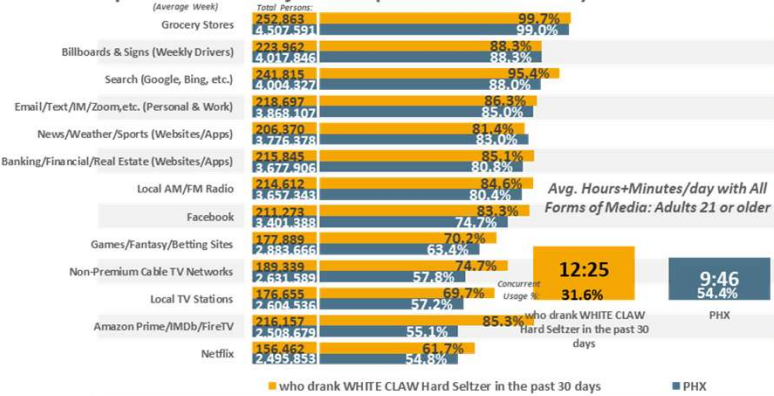
Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 21 or older **Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



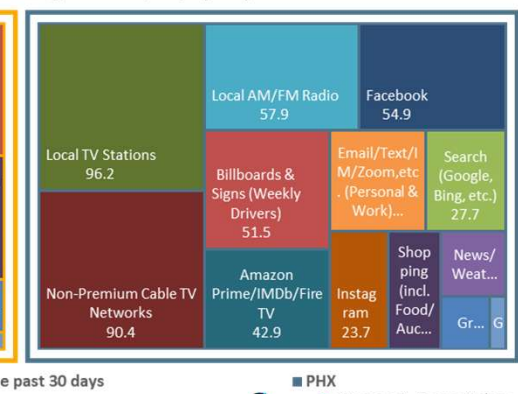
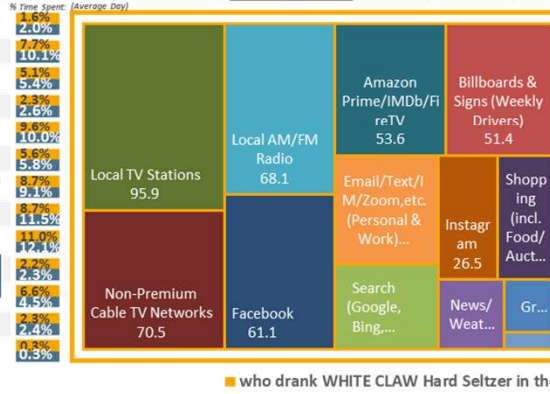
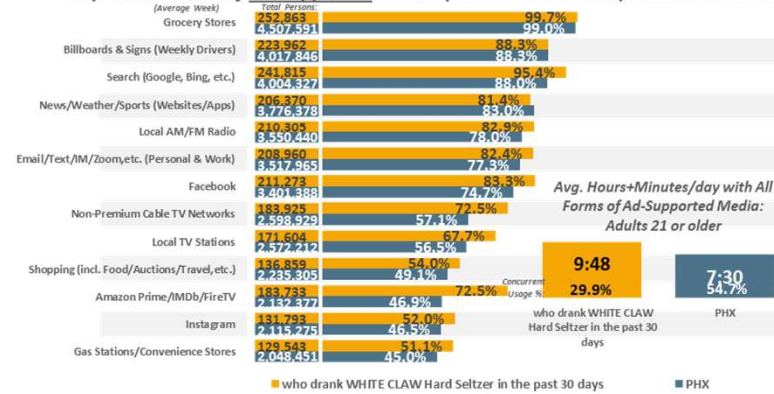


Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days spend an average of 9 hours and 48 minutes each day with All Forms of Ad-Supported Media. 82.9% listen to Local AM/FM Radio for an avg. of 68.1 minutes/day. (Local Radio delivers 9.6% of Time with Ad-Supported Media.)

Top-13 All Forms of Media (Persons & % Reach): Adults 21 or older **Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



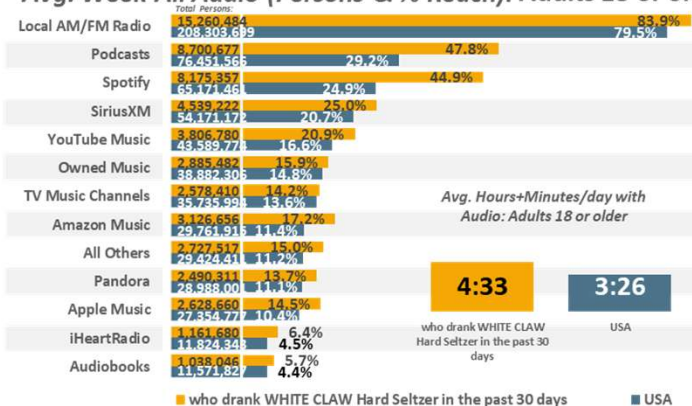
Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 21 or older **Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



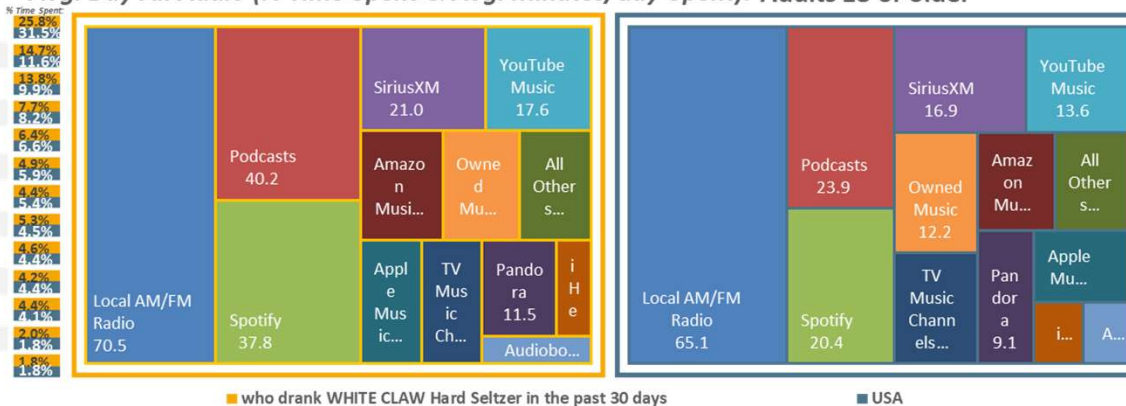


14,617,941 or 80.4% of Adults 18 or older who drank WHITE CLAW Hard Seltzer in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 61.1 minutes every day representing 35.0% of all time spent daily with Ad-Supported Audio.

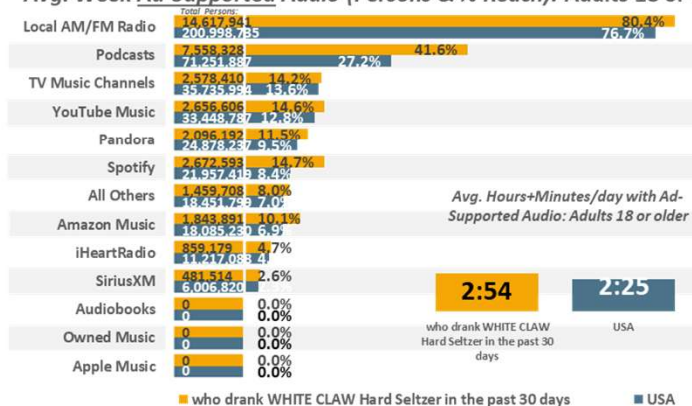
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



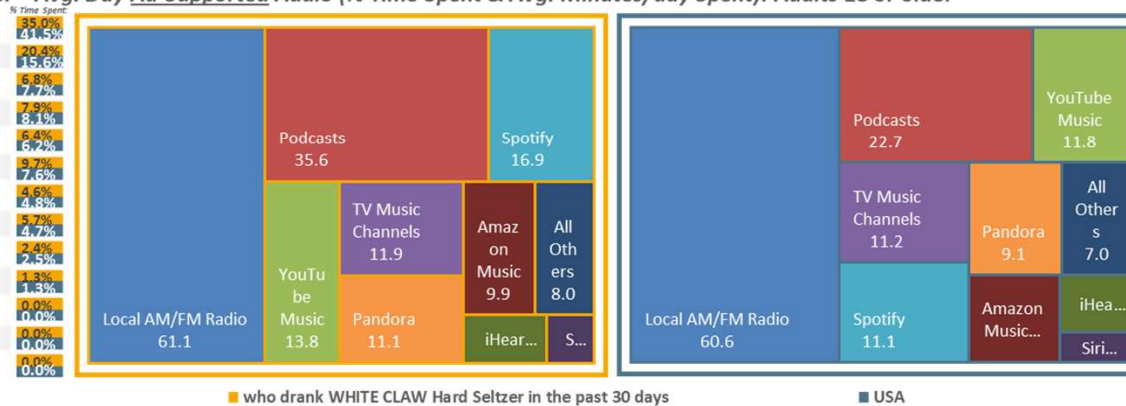
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 R2 2025: Sep24-Aug25 Qual Intab 1,692
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Scarborough R2 2025: Sep24-Aug25 USA Projection

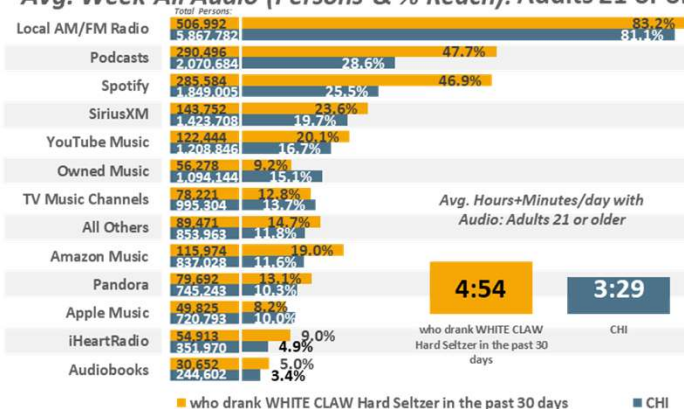
soefa.ai Share of Everything for Anything

Hard seltzers drank past 30 days: White Claw

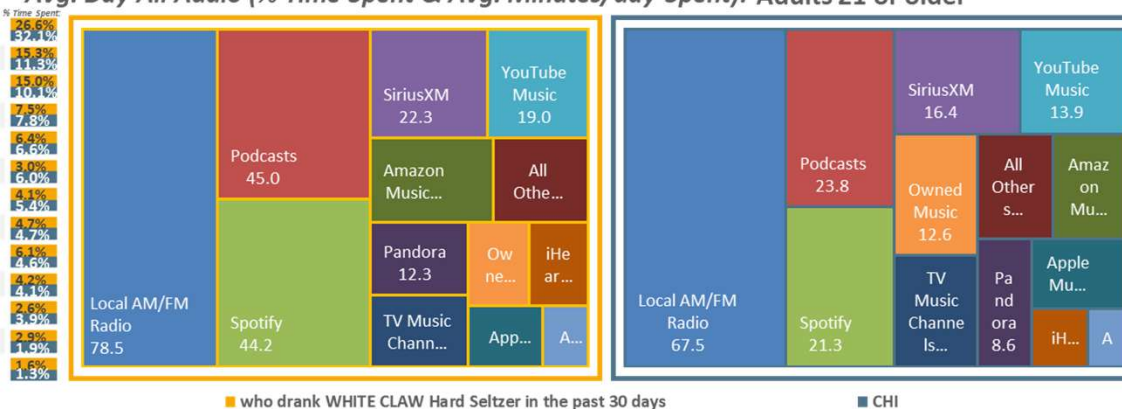


485,044 or 79.6% of Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 66.5 minutes every day representing 34.% of all time spent daily with Ad-Supported Audio.

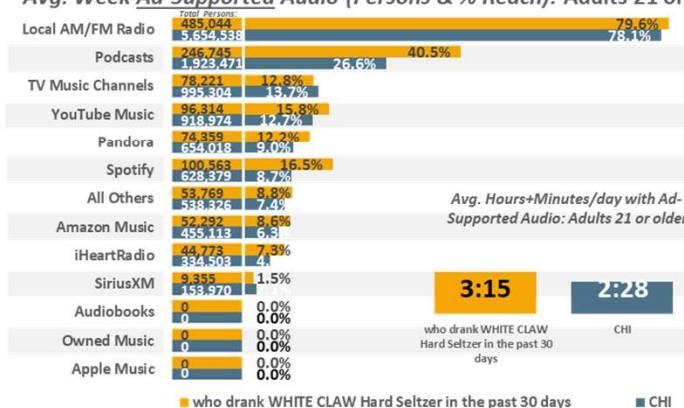
Avg. Week All Audio (Persons & % Reach): Adults 21 or older



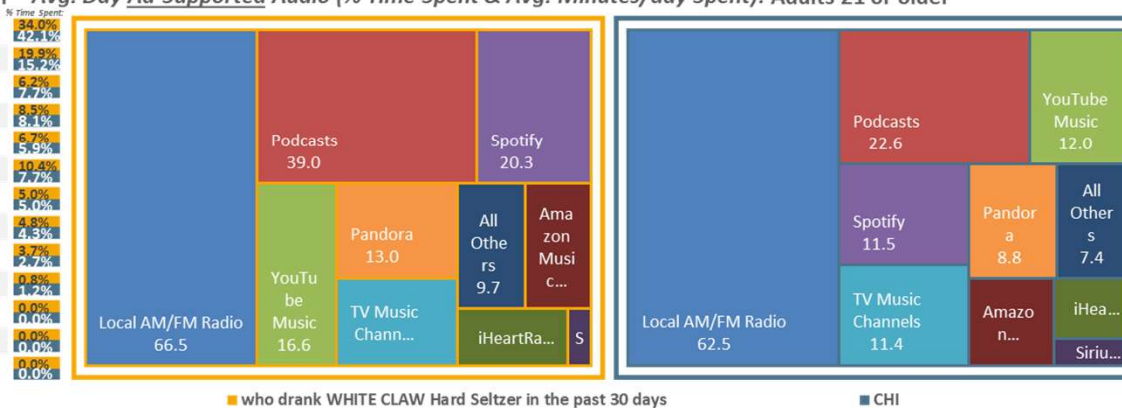
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 21 or older



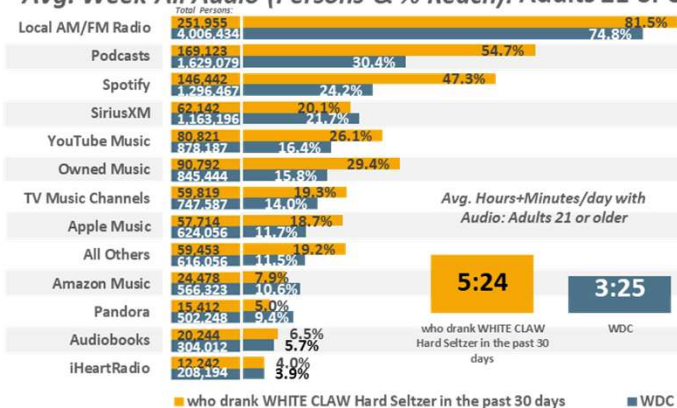
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



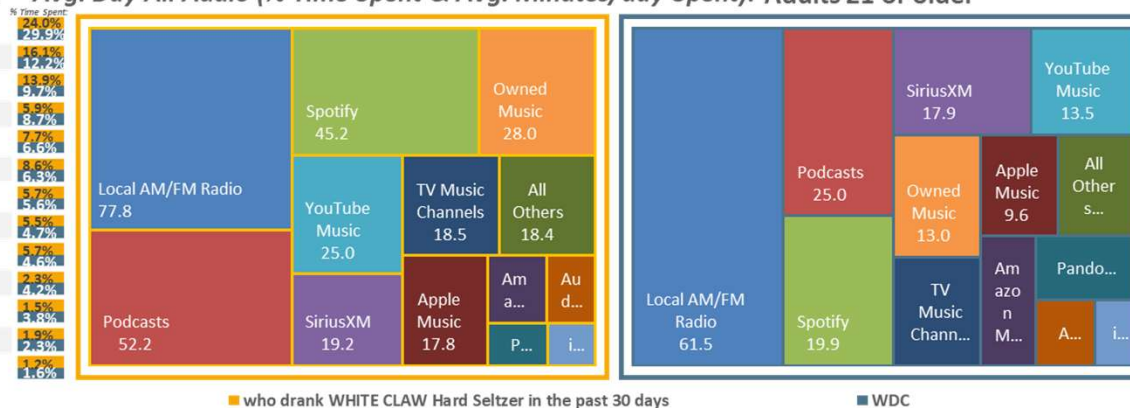


245,795 or 79.5% of Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 71.6 minutes every day representing 37.4% of all time spent daily with Ad-Supported Audio.

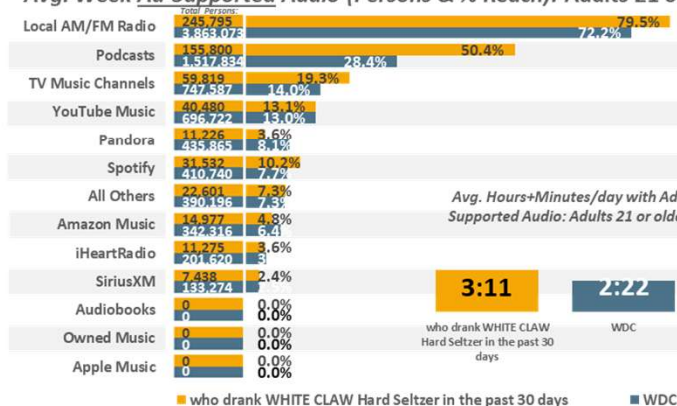
Avg. Week All Audio (Persons & % Reach): Adults 21 or older



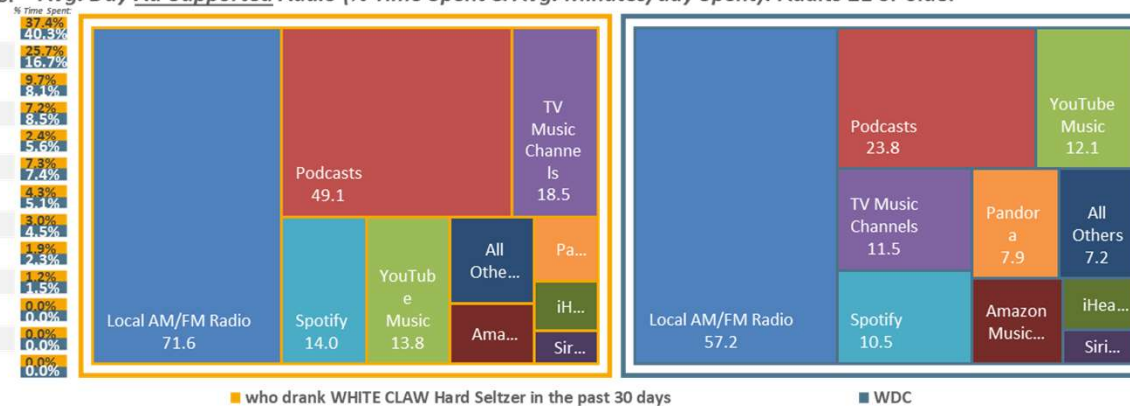
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 21 or older



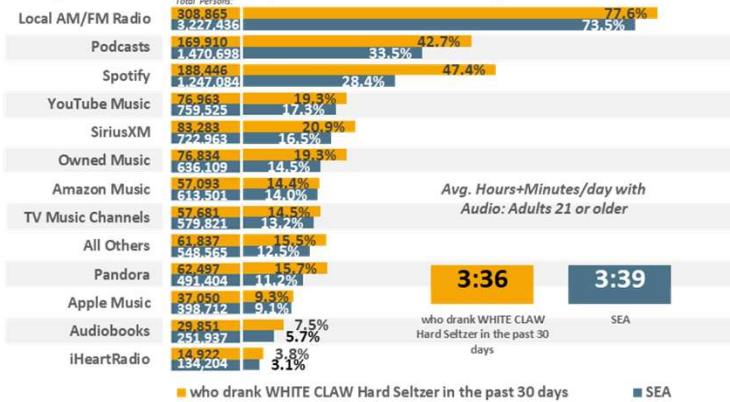
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



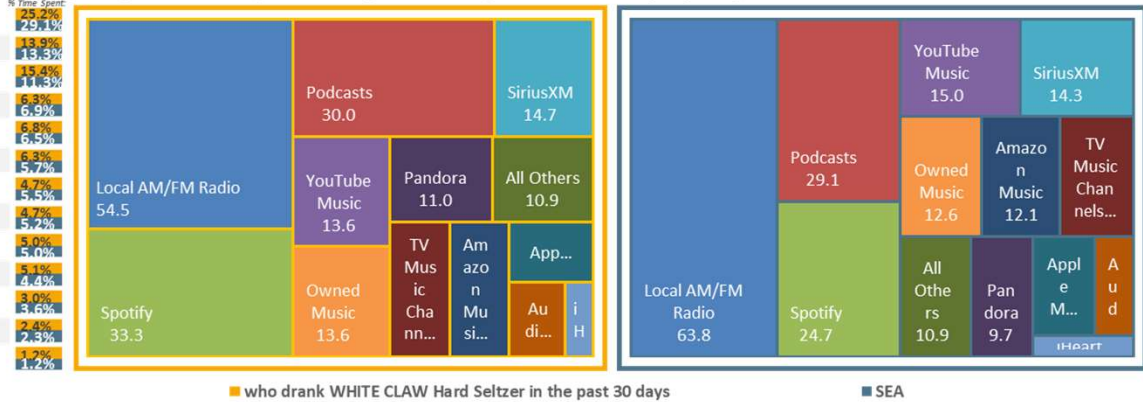


300,951 or 75.6% of Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 48.5 minutes every day representing 36.8% of all time spent daily with Ad-Supported Audio.

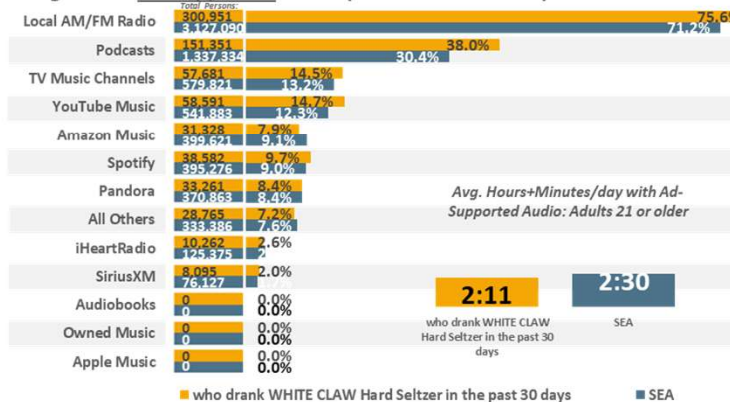
Avg. Week All Audio (Persons & % Reach): Adults 21 or older



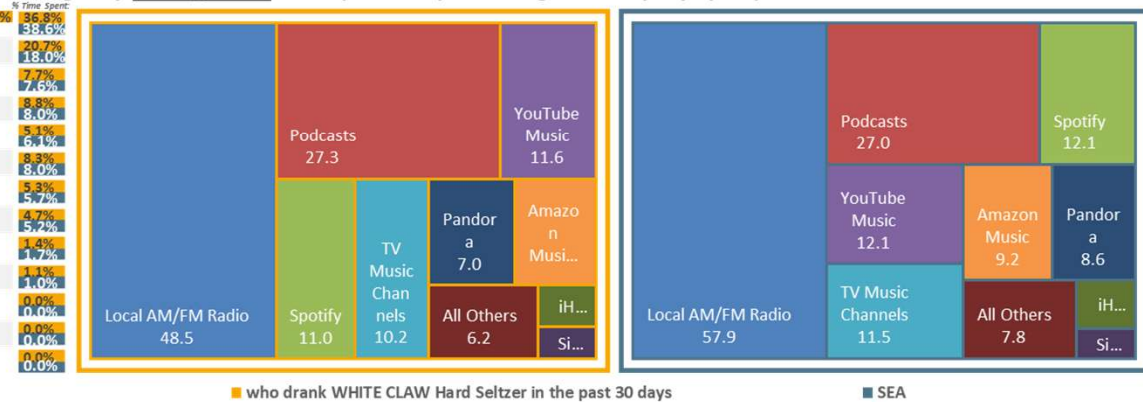
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 281
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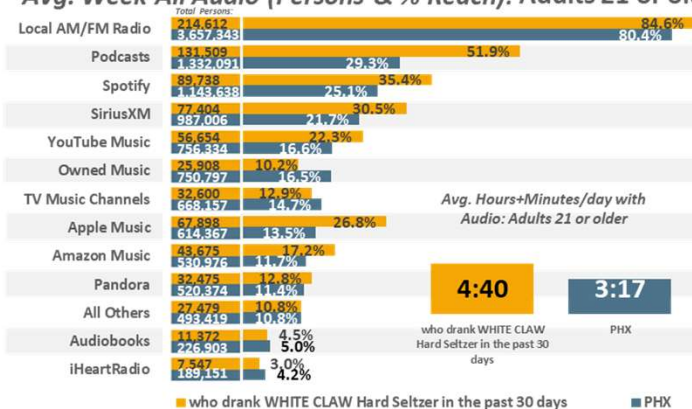
soefa.ai Share of Everything for Anything

Hard seltzers drank past 30 days: White Claw

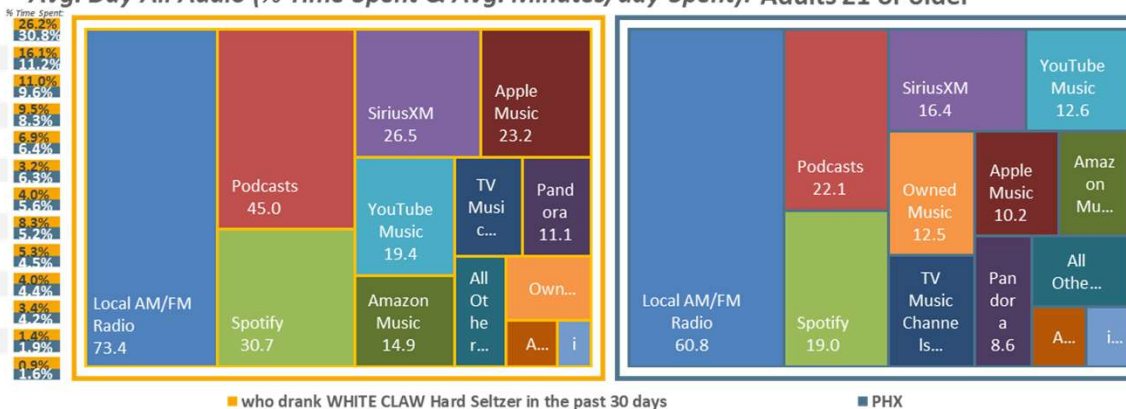


210,305 or 82.9% of Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 68.1 minutes every day representing 36.9% of all time spent daily with Ad-Supported Audio.

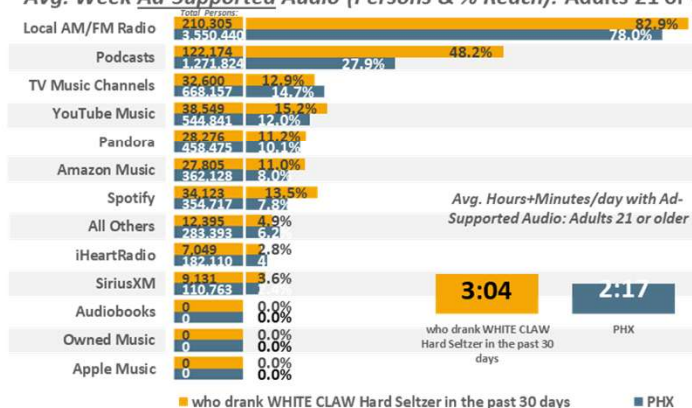
Avg. Week All Audio (Persons & % Reach): Adults 21 or older



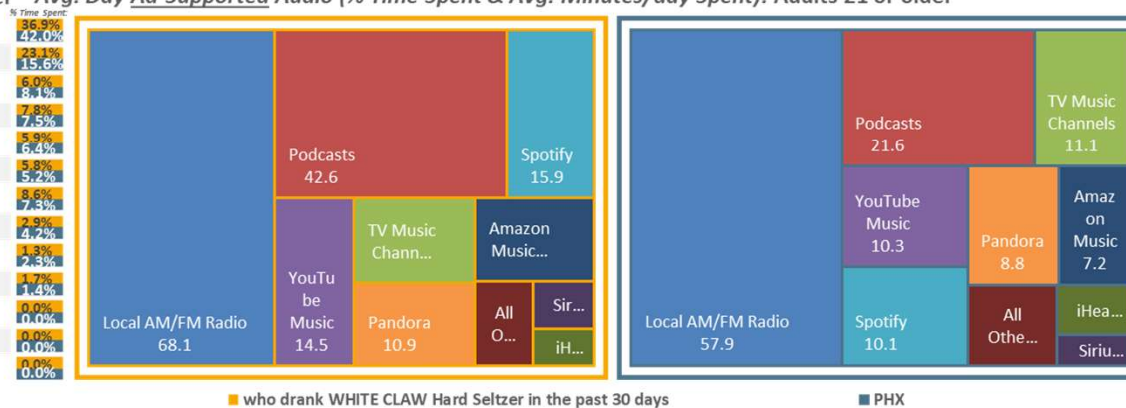
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



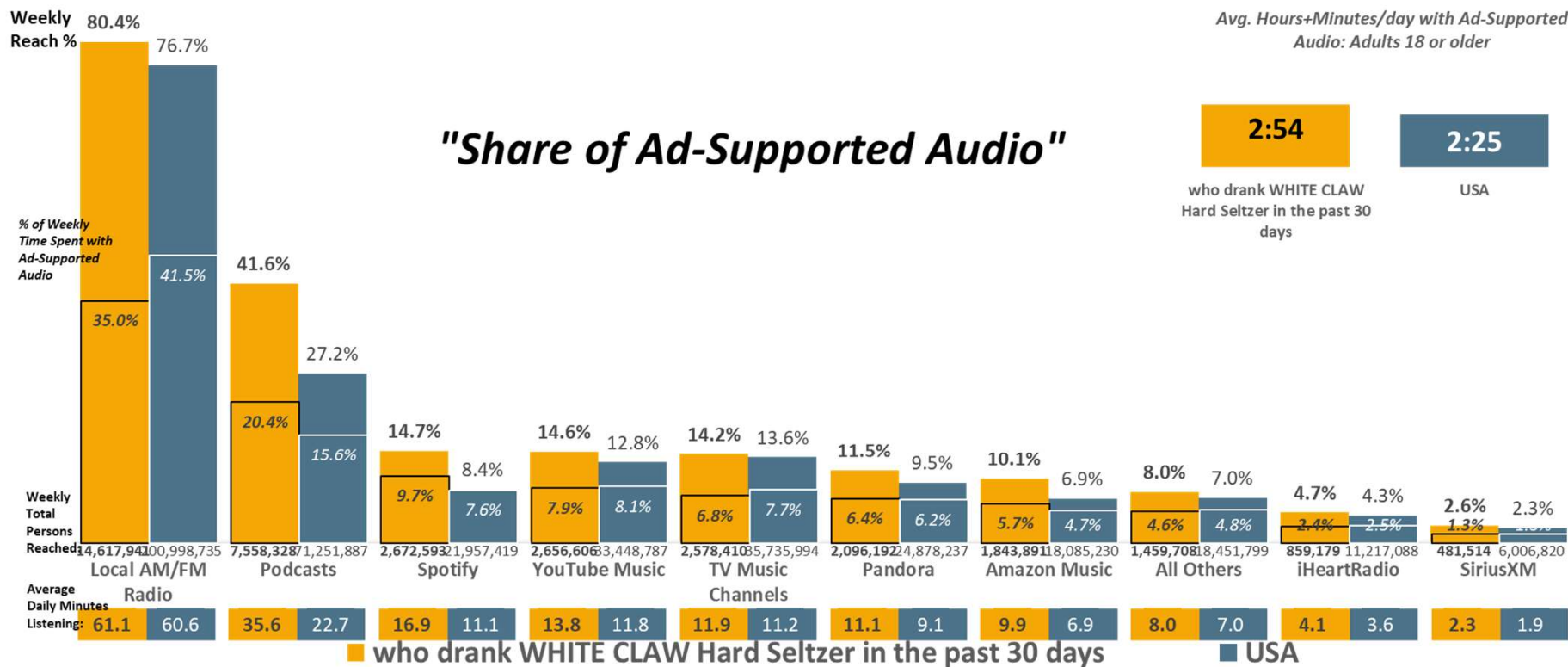
PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 161
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Hard seltzers drank past 30 days: White Claw



14,617,941 or 80.4% of Adults 18 or older who drank WHITE CLAW Hard Seltzer in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 61.1 minutes every day representing 35.0% of all time spent daily with Ad-Supported Audio.



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 1,692
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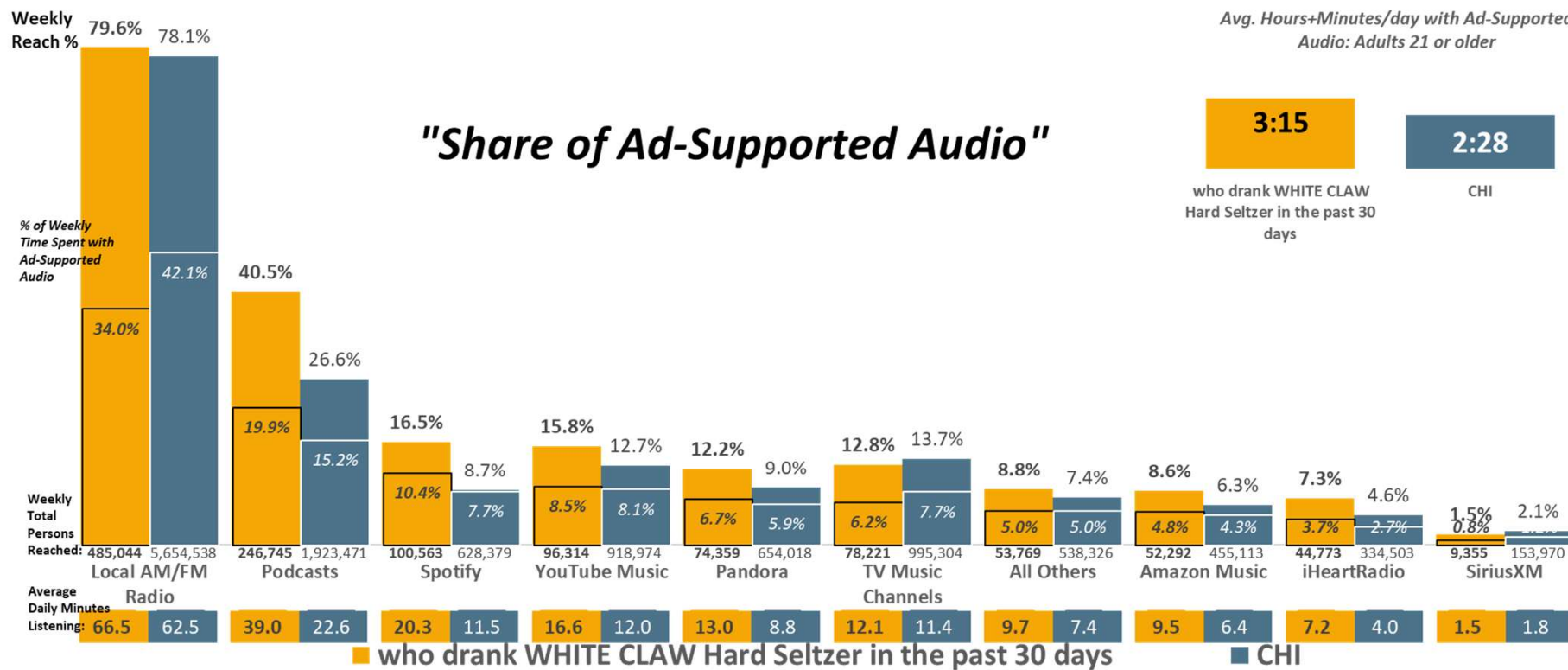
USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 24,802

soefa.ai Share of Everything for Anything

Hard seltzers drank past 30 days: White Claw

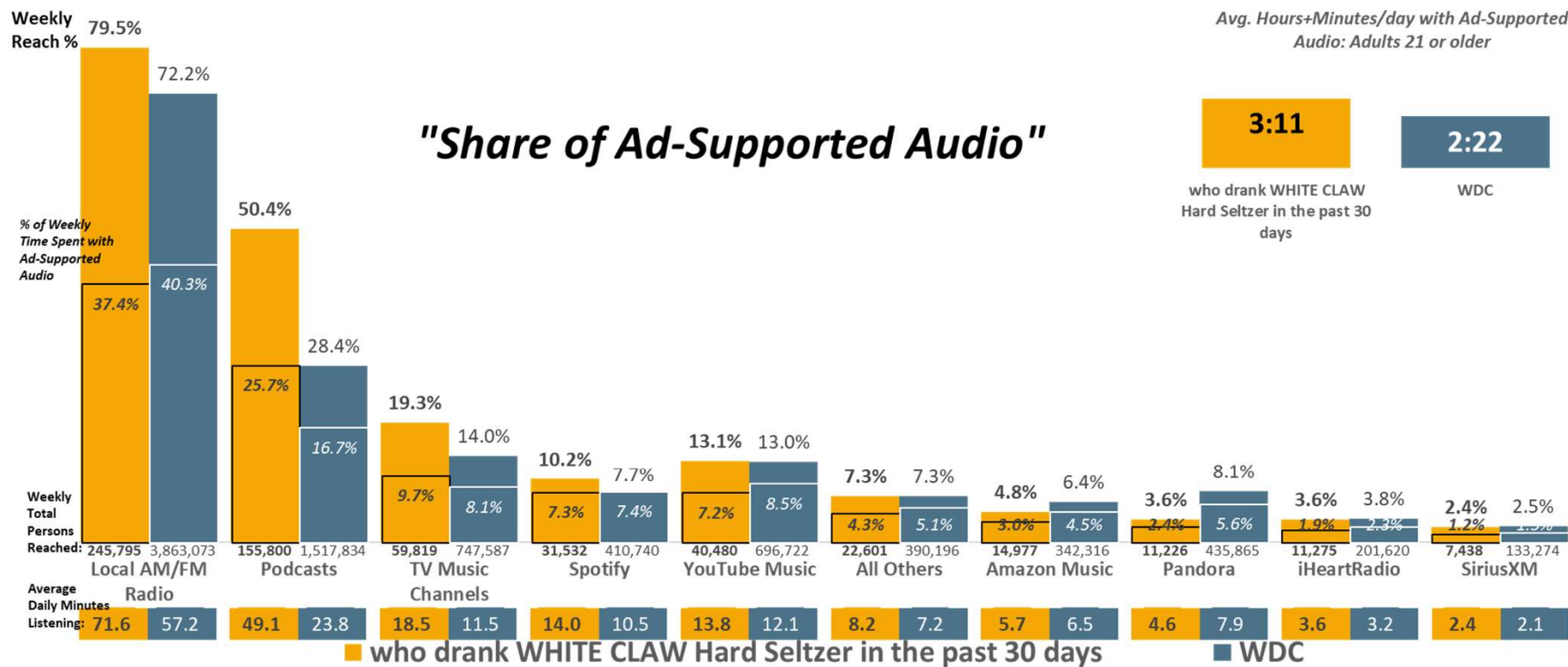


485,044 or 79.6% of Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 66.5 minutes every day representing 34.% of all time spent daily with Ad-Supported Audio.



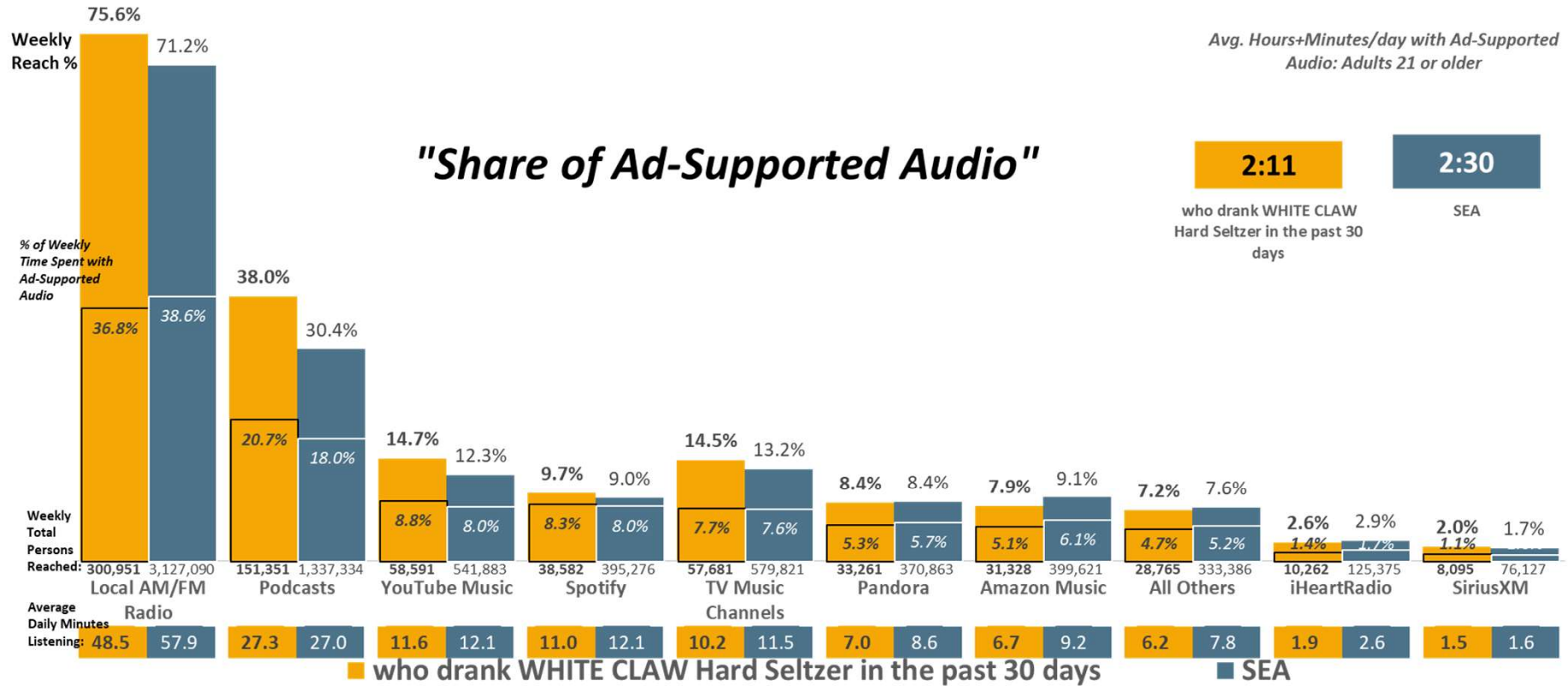


245,795 or 79.5% of Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 71.6 minutes every day representing 37.4% of all time spent daily with Ad-Supported Audio.



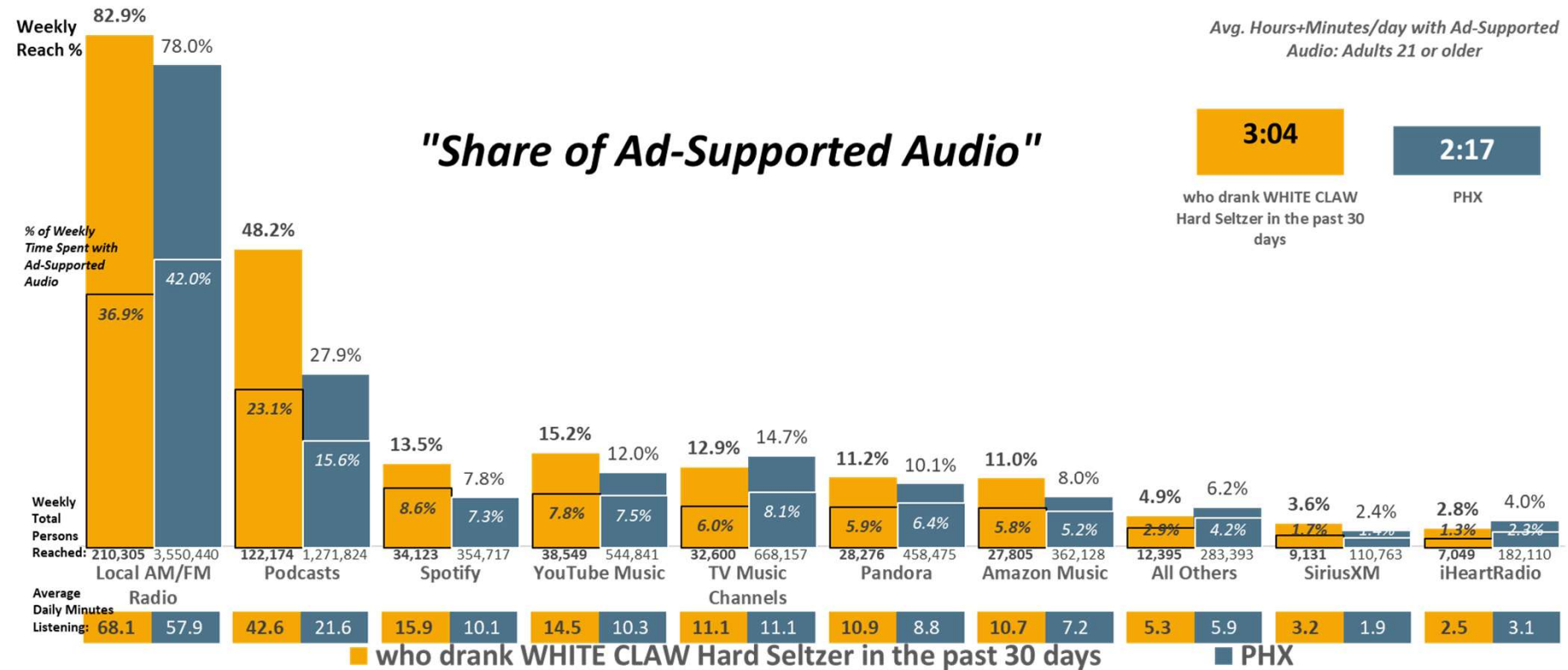


300,951 or 75.6% of Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 48.5 minutes every day representing 36.8% of all time spent daily with Ad-Supported Audio.





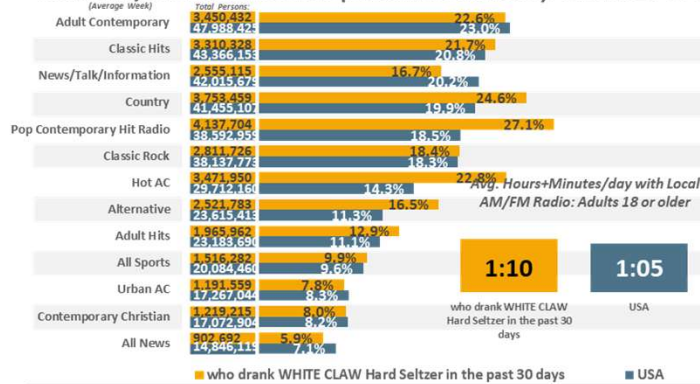
210,305 or 82.9% of Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 68.1 minutes every day representing 36.9% of all time spent daily with Ad-Supported Audio.



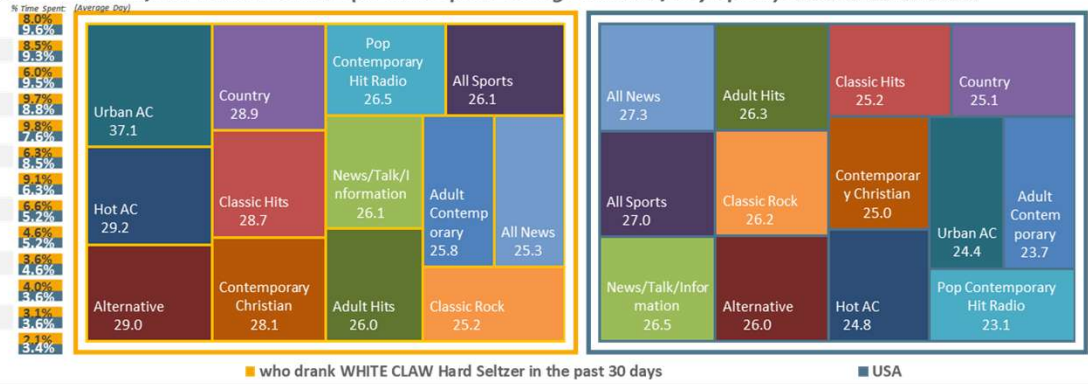


14,617,941 or 80.4% of Adults 18 or older who drank WHITE CLAW Hard Seltzer in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Country, Hot AC, Adult Contemporary, and Classic Hits.

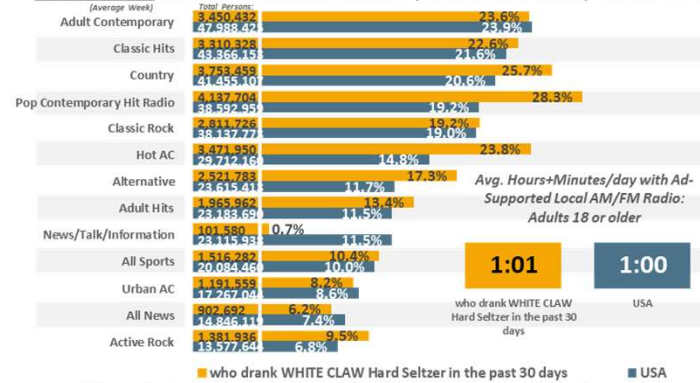
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



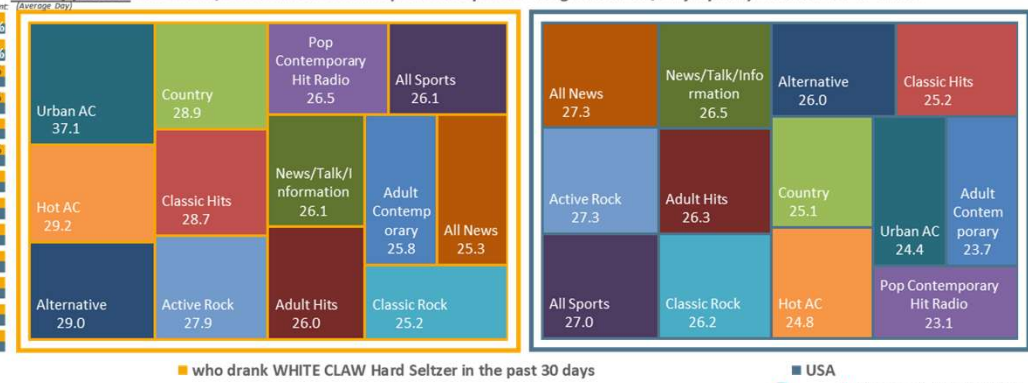
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 1,692
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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 24,802

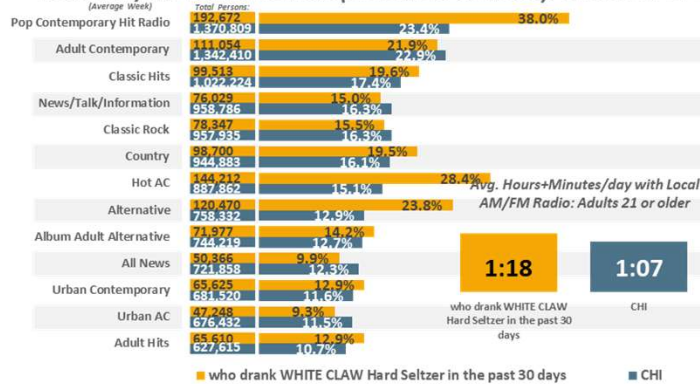
soefa.ai Share of Everything for Anything

Hard seltzers drank past 30 days: White Claw

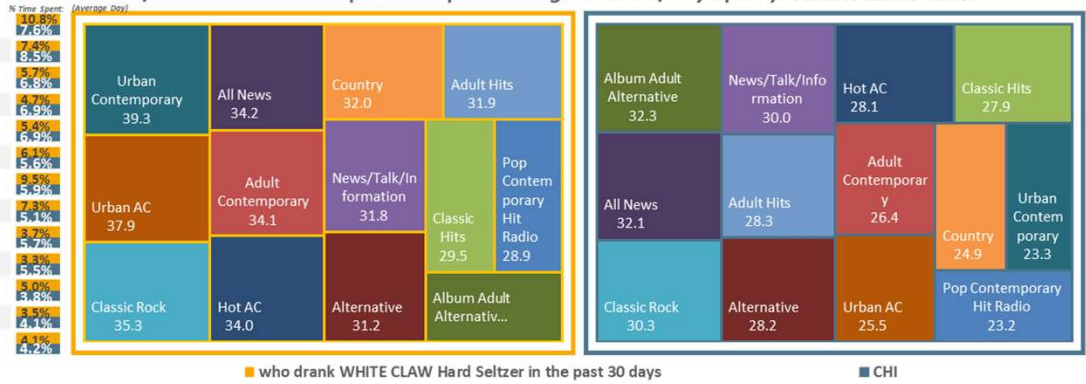


485,044 or 79.6% of Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Hot AC, Alternative, Adult Contemporary, and Classic Hits.

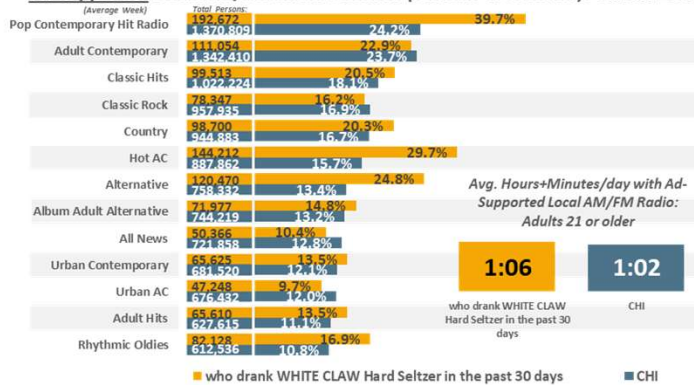
Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older

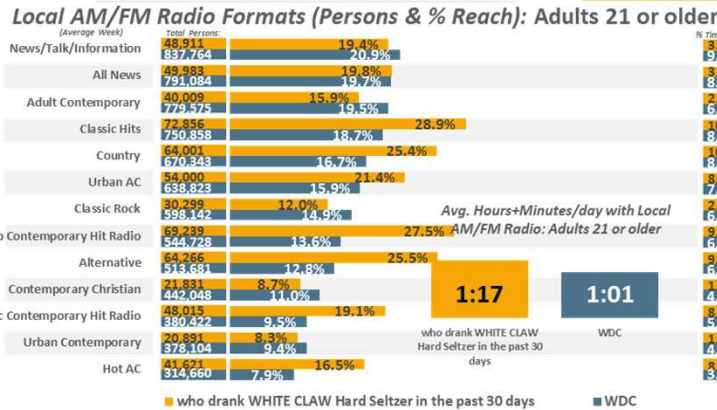


Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older

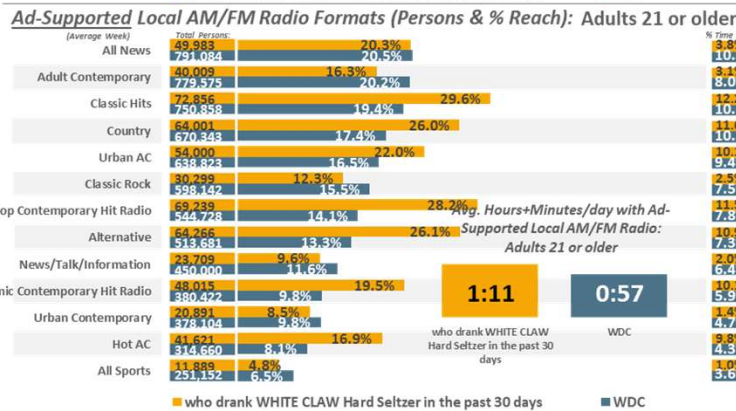
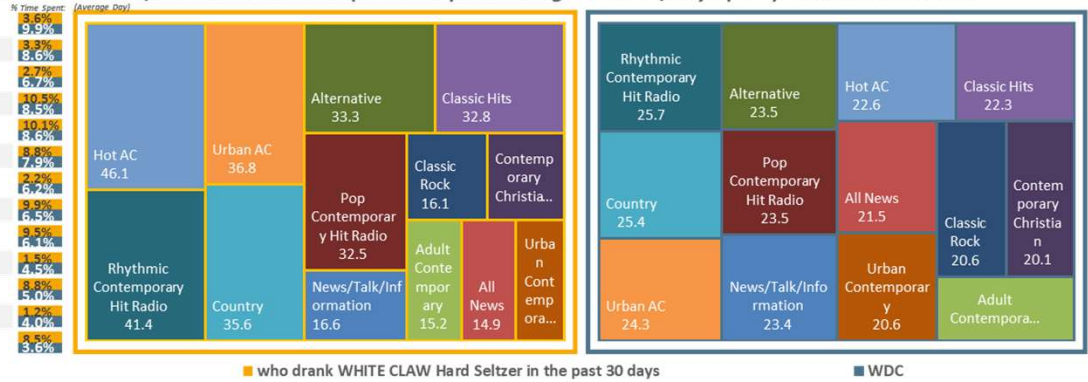




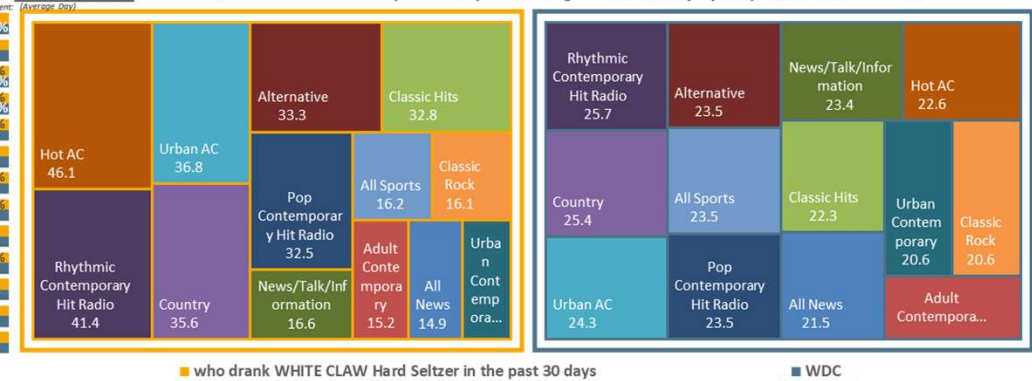
245,795 or 79.5% of Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Pop Contemporary Hit Radio, Alternative, Country, and Urban AC.



Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 337
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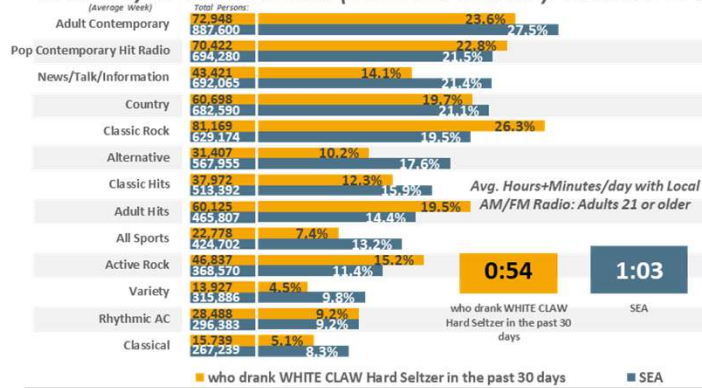
soefa.ai Share of Everything for Anything

Hard seltzers drank past 30 days: White Claw

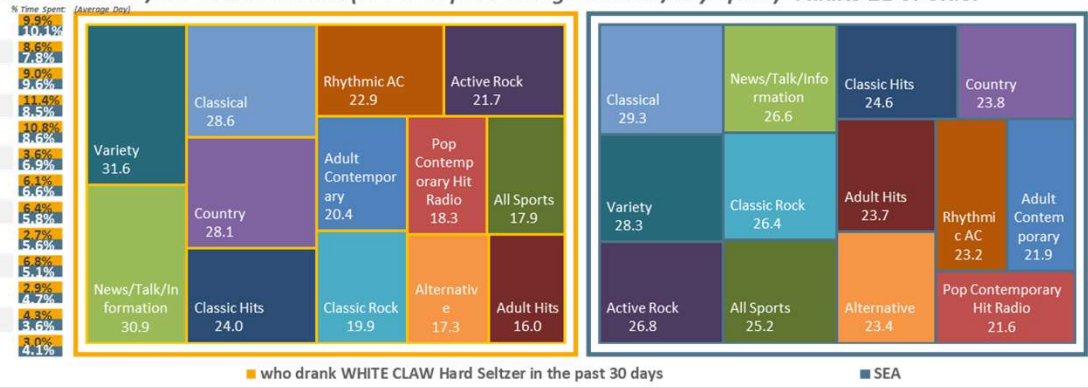


300,951 or 75.6% of Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Rock, Adult Contemporary, Pop Contemporary Hit Radio, Country, and Adult Hits.

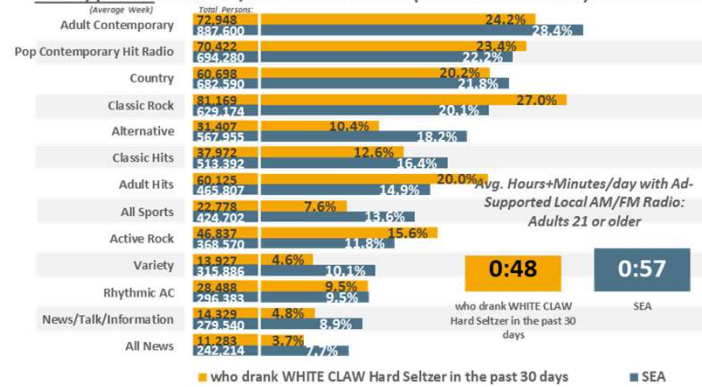
Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



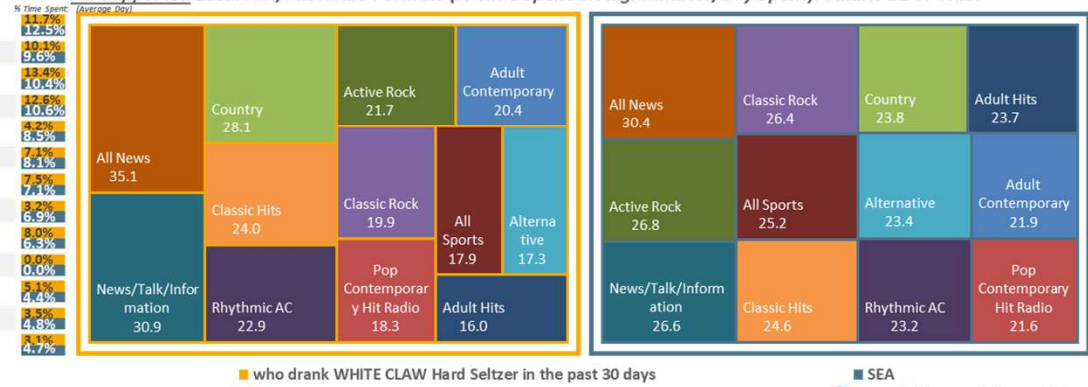
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



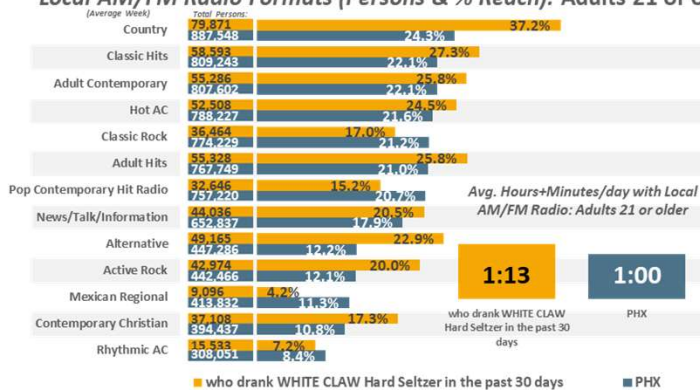
Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



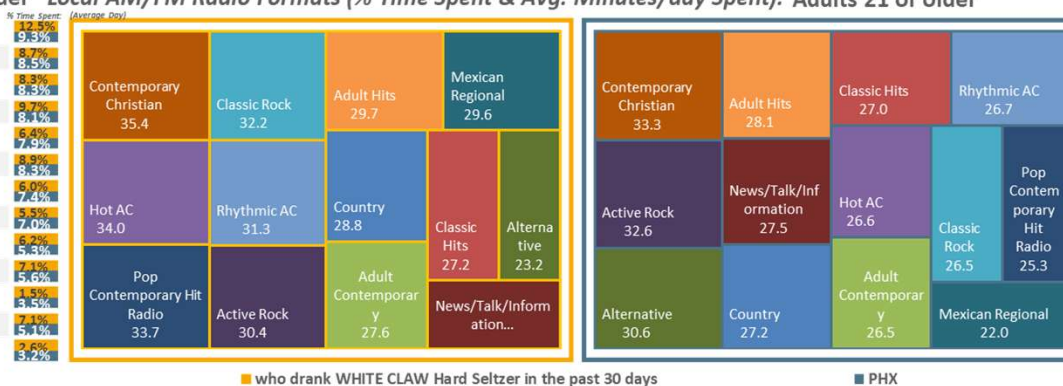


210,305 or 82.9% of Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Classic Hits, Adult Hits, Adult Contemporary, and Hot AC.

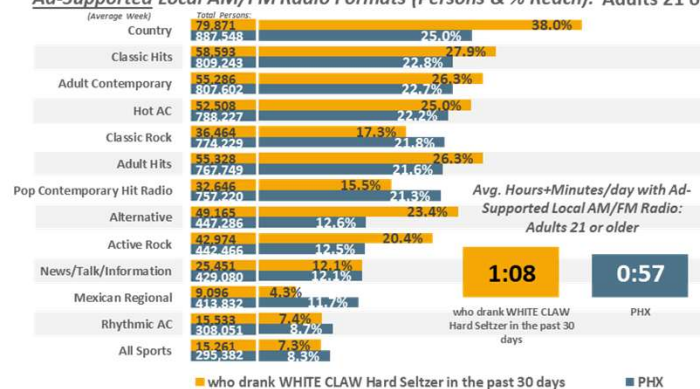
Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



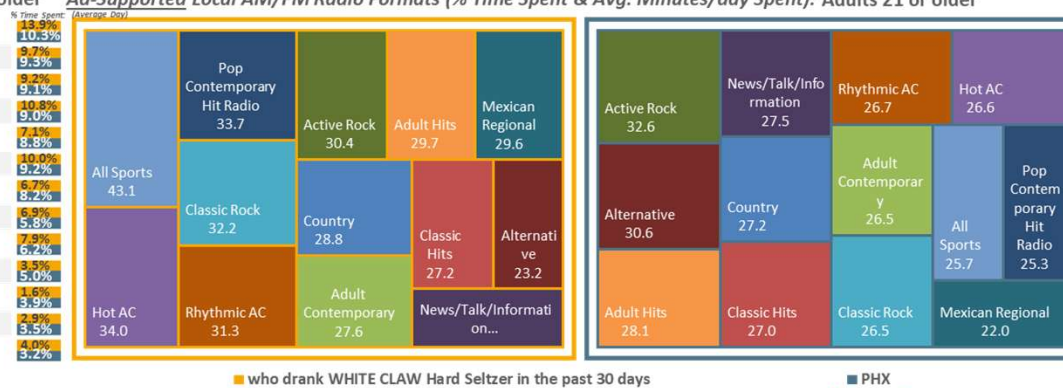
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



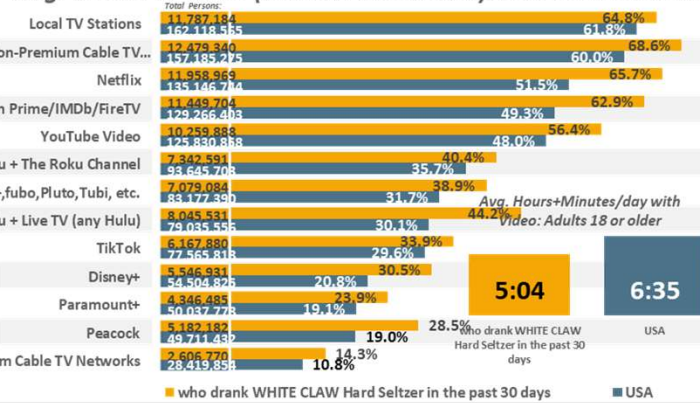
Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



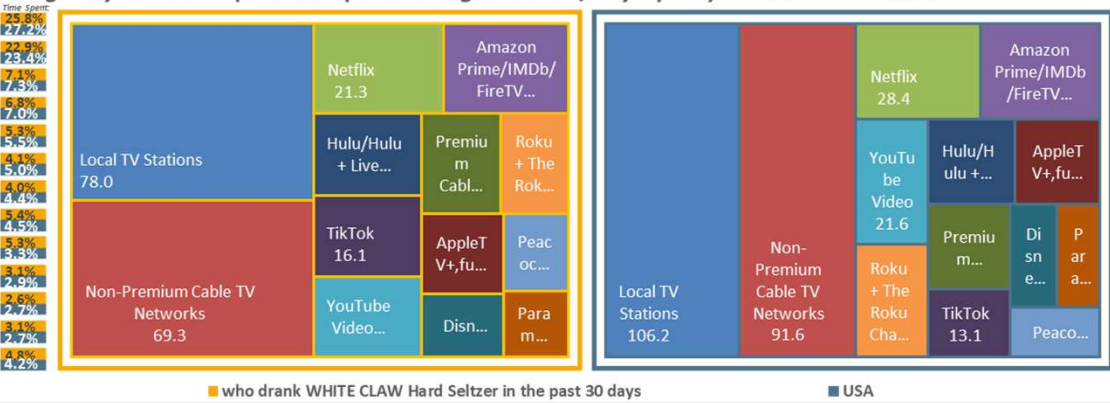


11,541,713 or 63.4% of Adults 18 or older who drank WHITE CLAW Hard Seltzer in the past 30 days watch Ad-Supported Local TV Stations for an average of 72.2 minutes every day representing 29.% of all time spent daily with Ad-Supported Video.

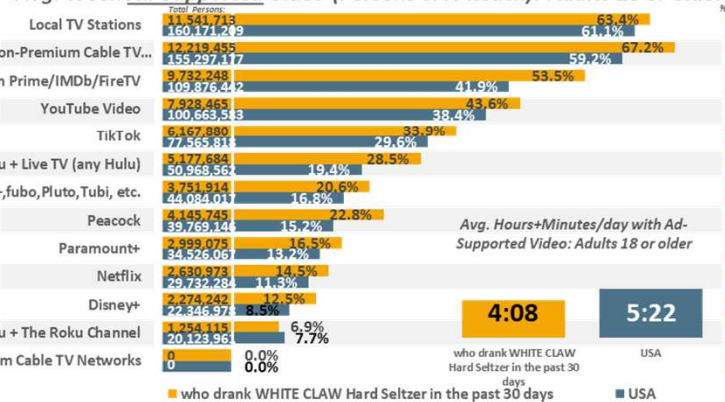
Avg. Week All Video (Persons & % Reach): Adults 18 or older



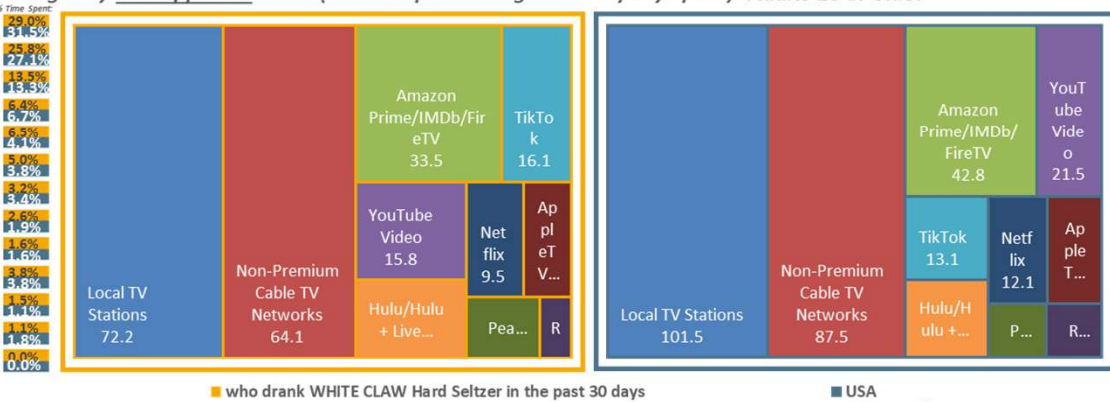
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

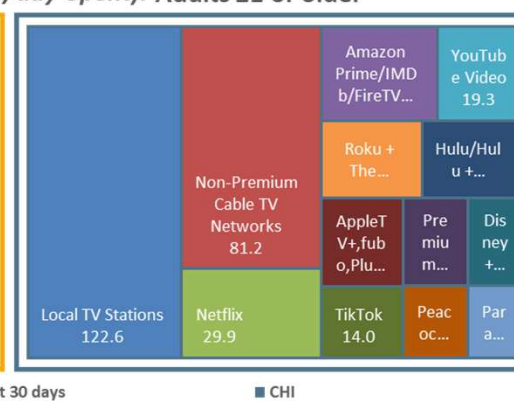
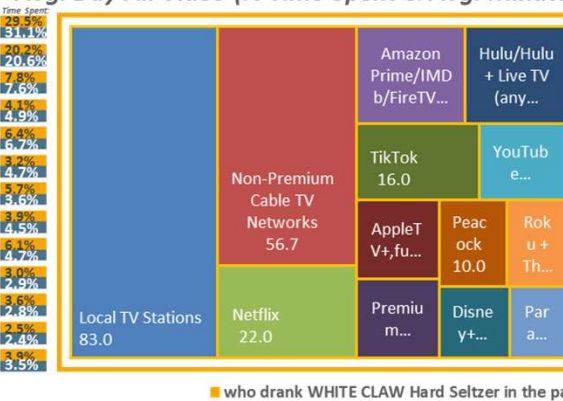
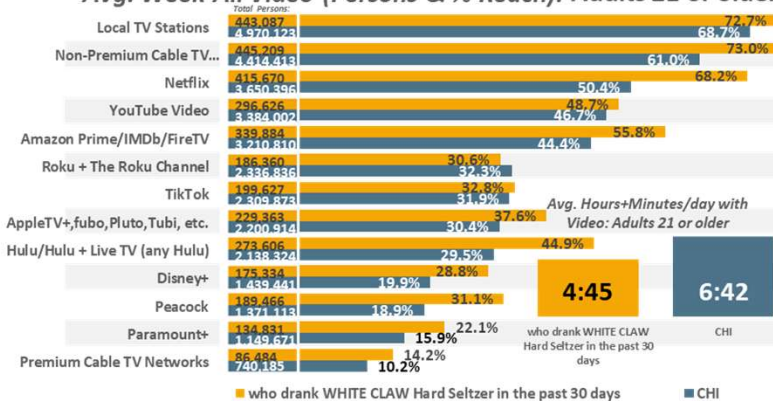




434,196 or 71.2% of Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days watch Ad-Supported Local TV Stations for an average of 77.7 minutes every day representing 33.4% of all time spent daily with Ad-Supported Video.

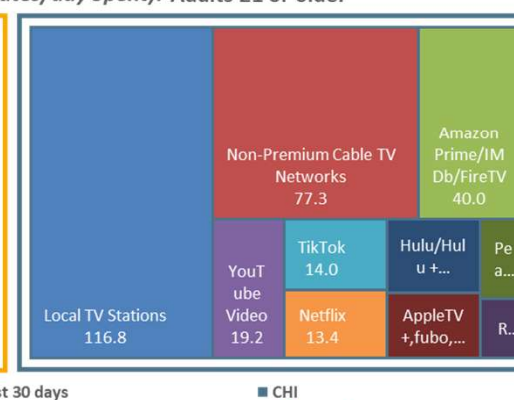
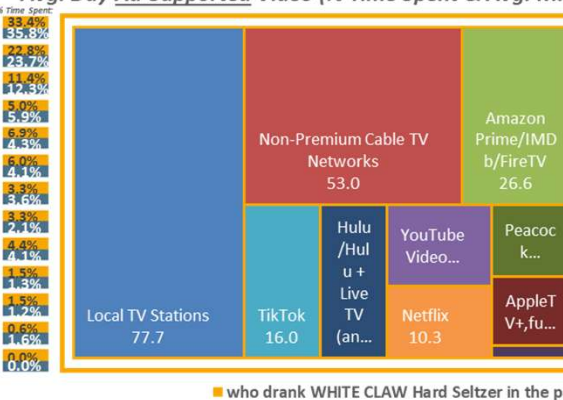
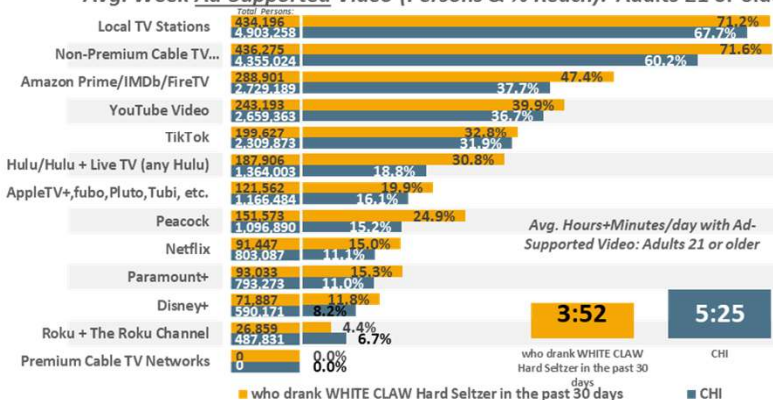
Avg. Week All Video (Persons & % Reach): Adults 21 or older

Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 21 or older

Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 365
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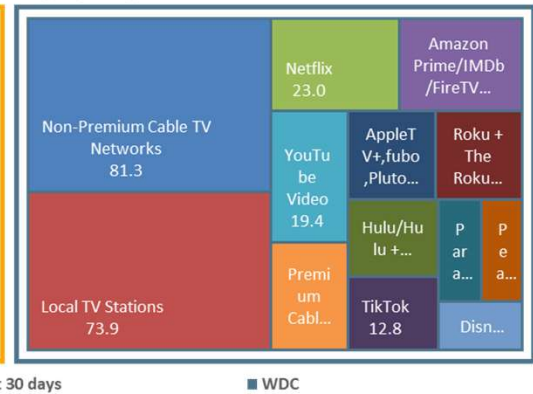
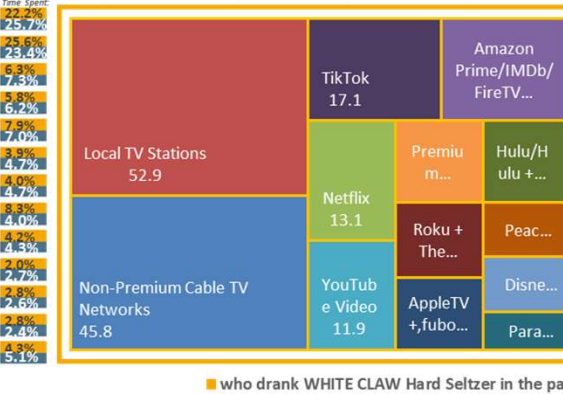
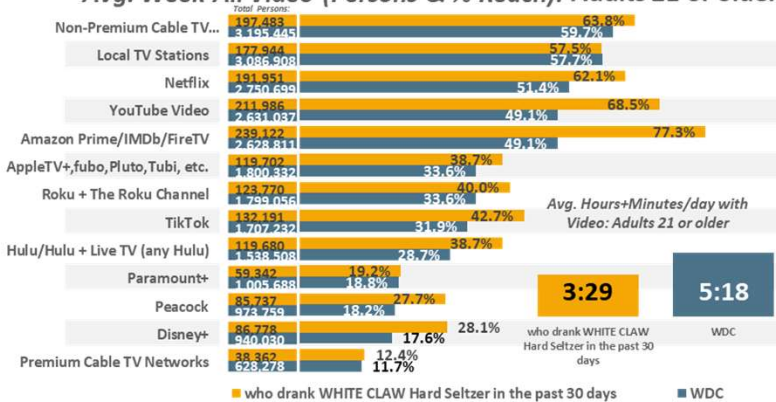
Hard seltzers drank past 30 days: White Claw



175,382 or 56.7% of Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days watch Ad-Supported Local TV Stations for an average of 48.7 minutes every day representing 27.5% of all time spent daily with Ad-Supported Video.

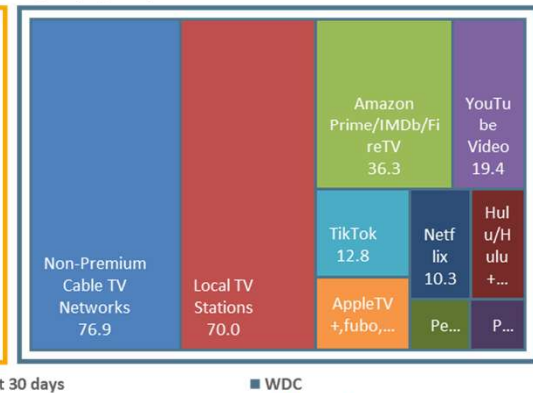
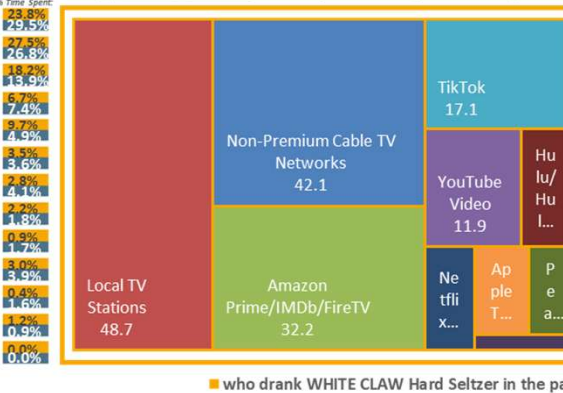
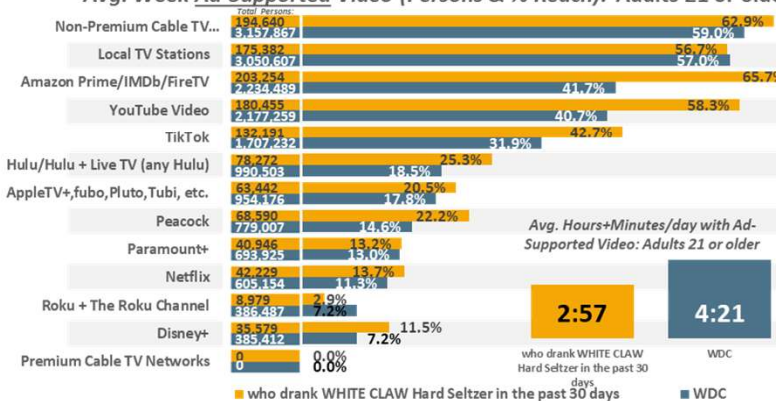
Avg. Week All Video (Persons & % Reach): Adults 21 or older

Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 21 or older

Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older

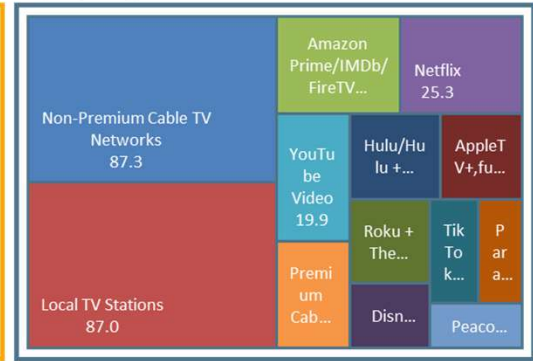
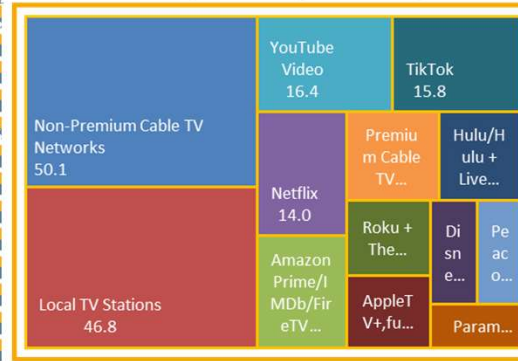
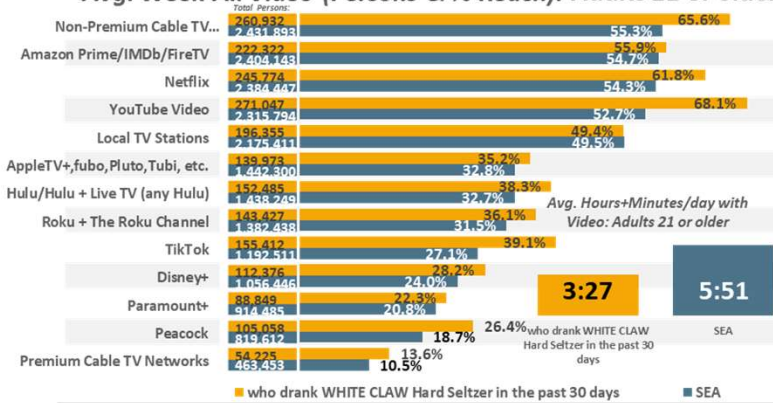




193,339 or 48.6% of Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days watch Ad-Supported Local TV Stations for an average of 44.5 minutes every day representing 25.8% of all time spent daily with Ad-Supported Video.

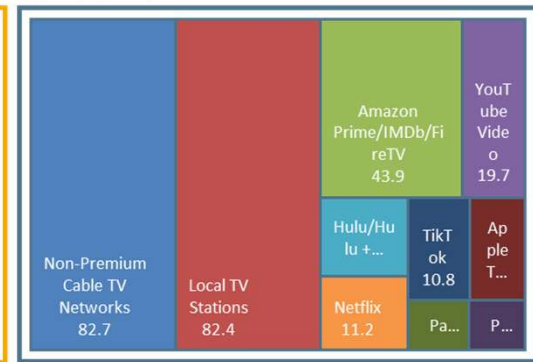
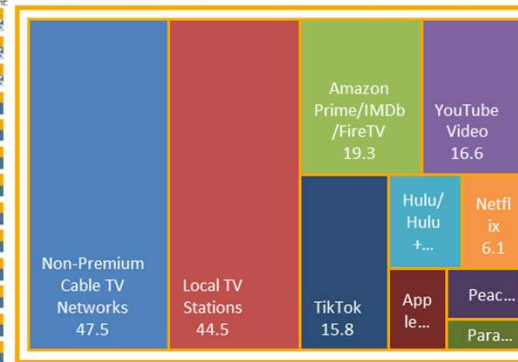
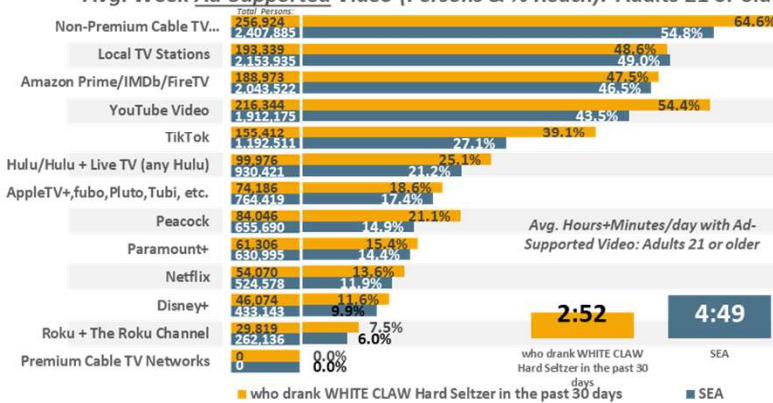
Avg. Week All Video (Persons & % Reach): Adults 21 or older

Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 21 or older

Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older

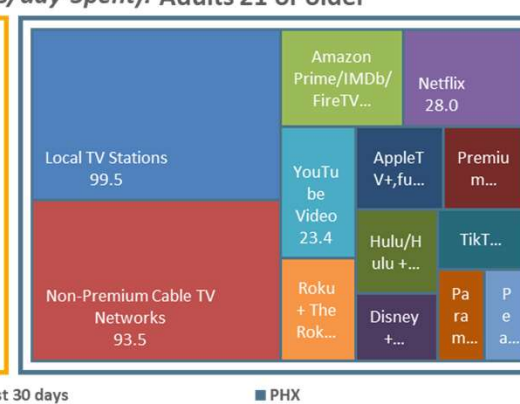
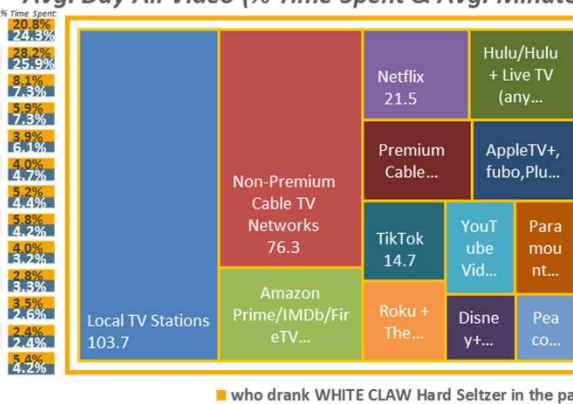
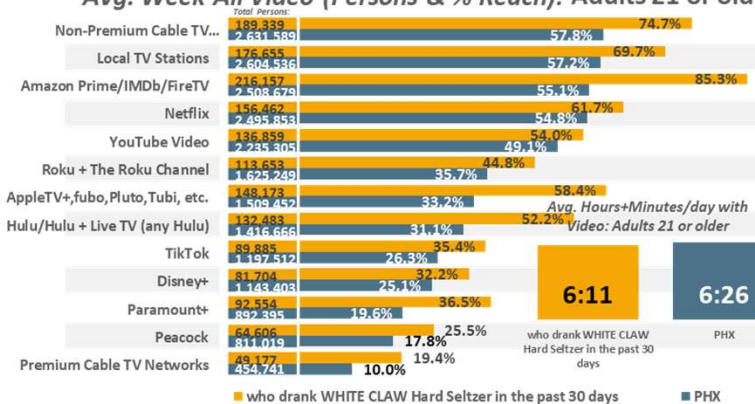




171,604 or 67.7% of Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days watch Ad-Supported Local TV Stations for an average of 95.9 minutes every day representing 31.1% of all time spent daily with Ad-Supported Video.

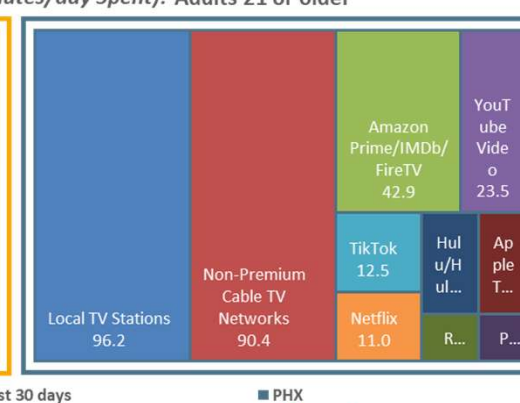
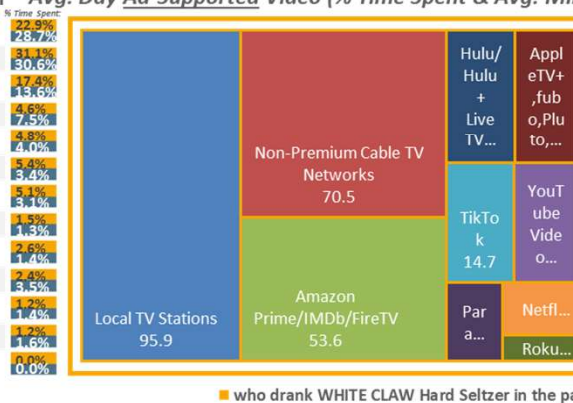
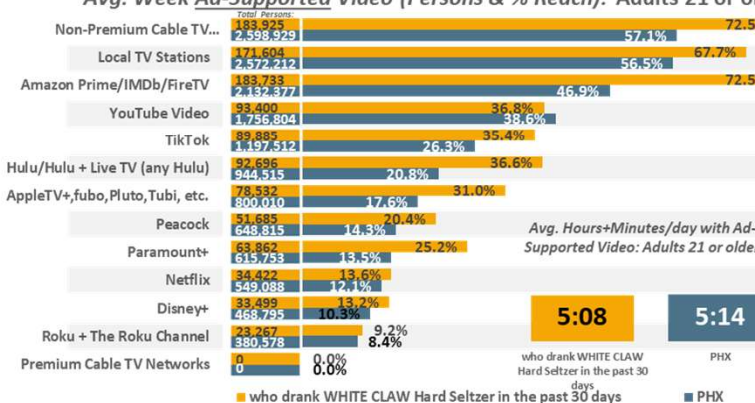
Avg. Week All Video (Persons & % Reach): Adults 21 or older

Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 21 or older

Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 161
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Hard seltzers drank past 30 days: White Claw

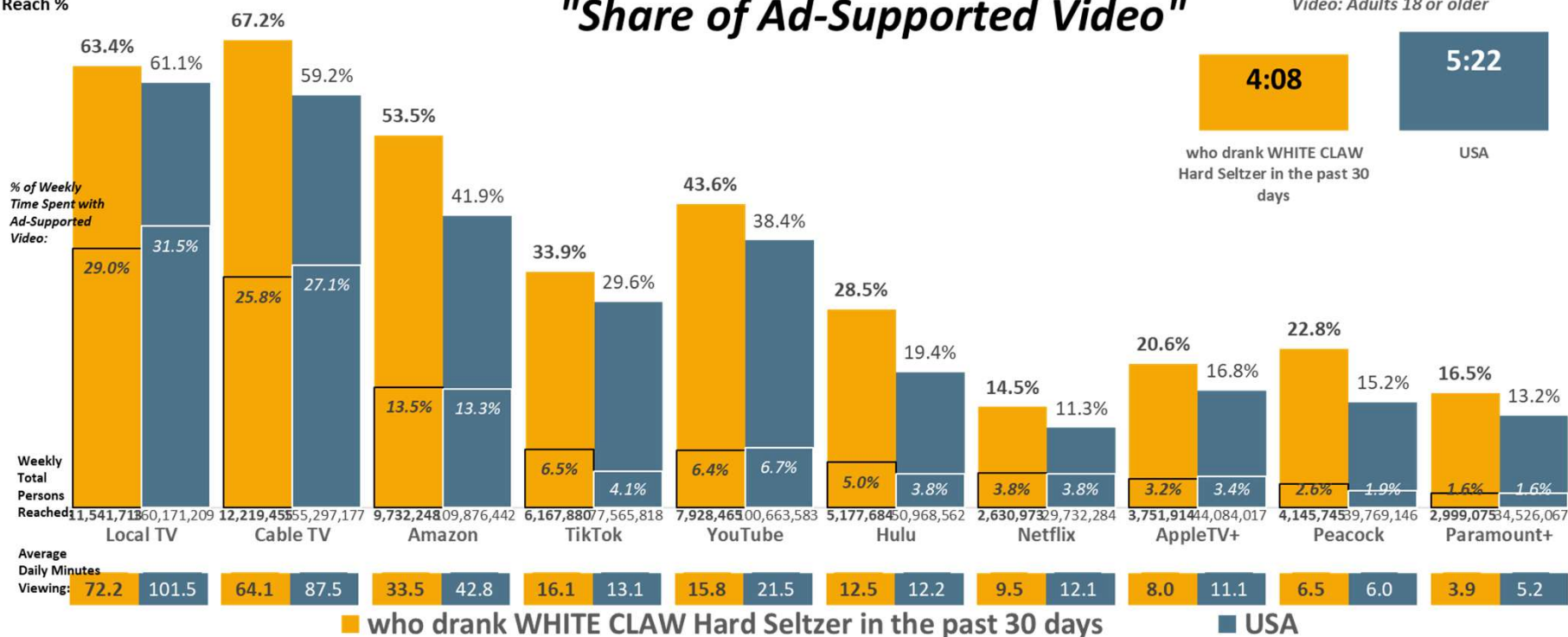


11,541,713 or 63.4% of Adults 18 or older who drank WHITE CLAW Hard Seltzer in the past 30 days watch Ad-Supported Local TV Stations for an average of 72.2 minutes every day representing 29.% of all time spent daily with Ad-Supported Video.

Weekly Reach %

"Share of Ad-Supported Video"

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



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 1,692
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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 24,802

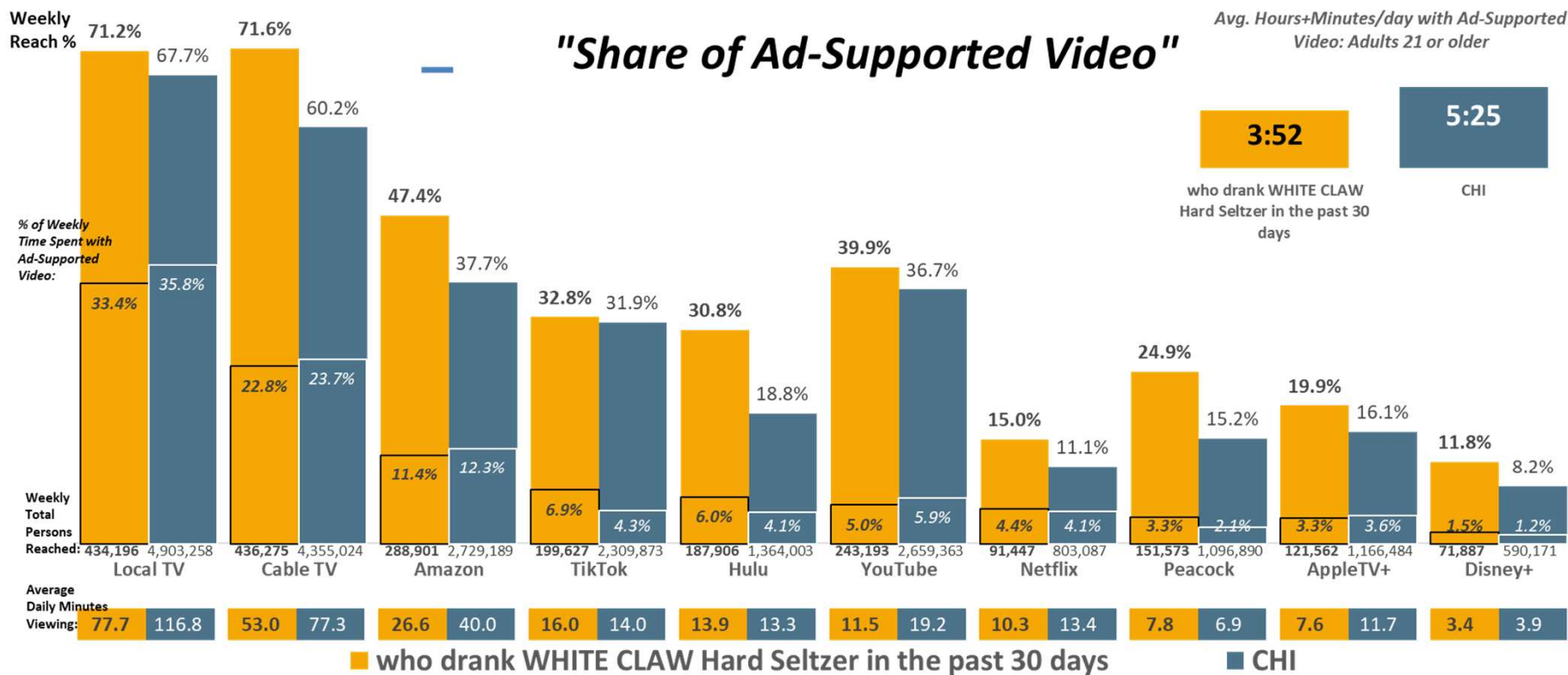
soefa.ai Share of Everything for Anything

Hard seltzers drank past 30 days: White Claw



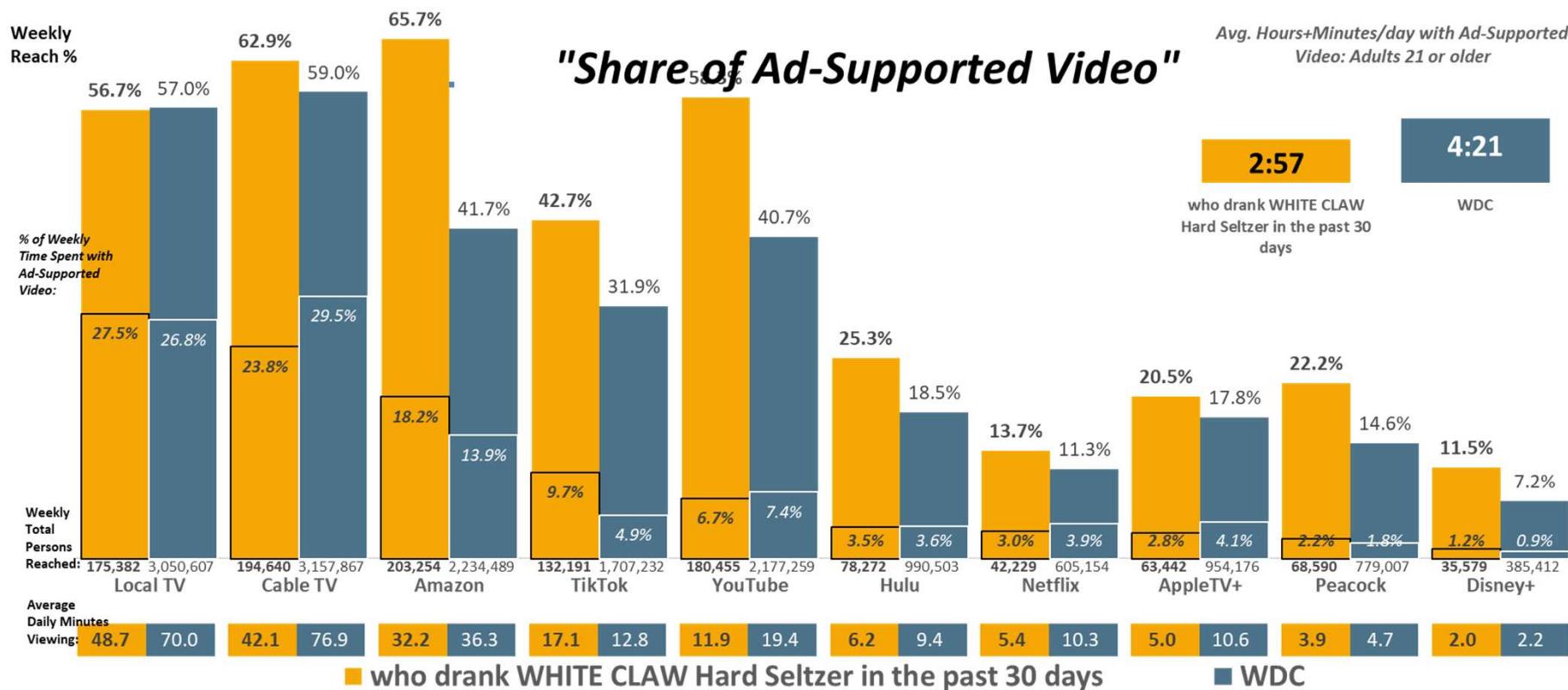
434,196 or 71.2% of Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days watch Ad-Supported Local TV Stations for an average of 77.7 minutes every day representing 33.4% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"



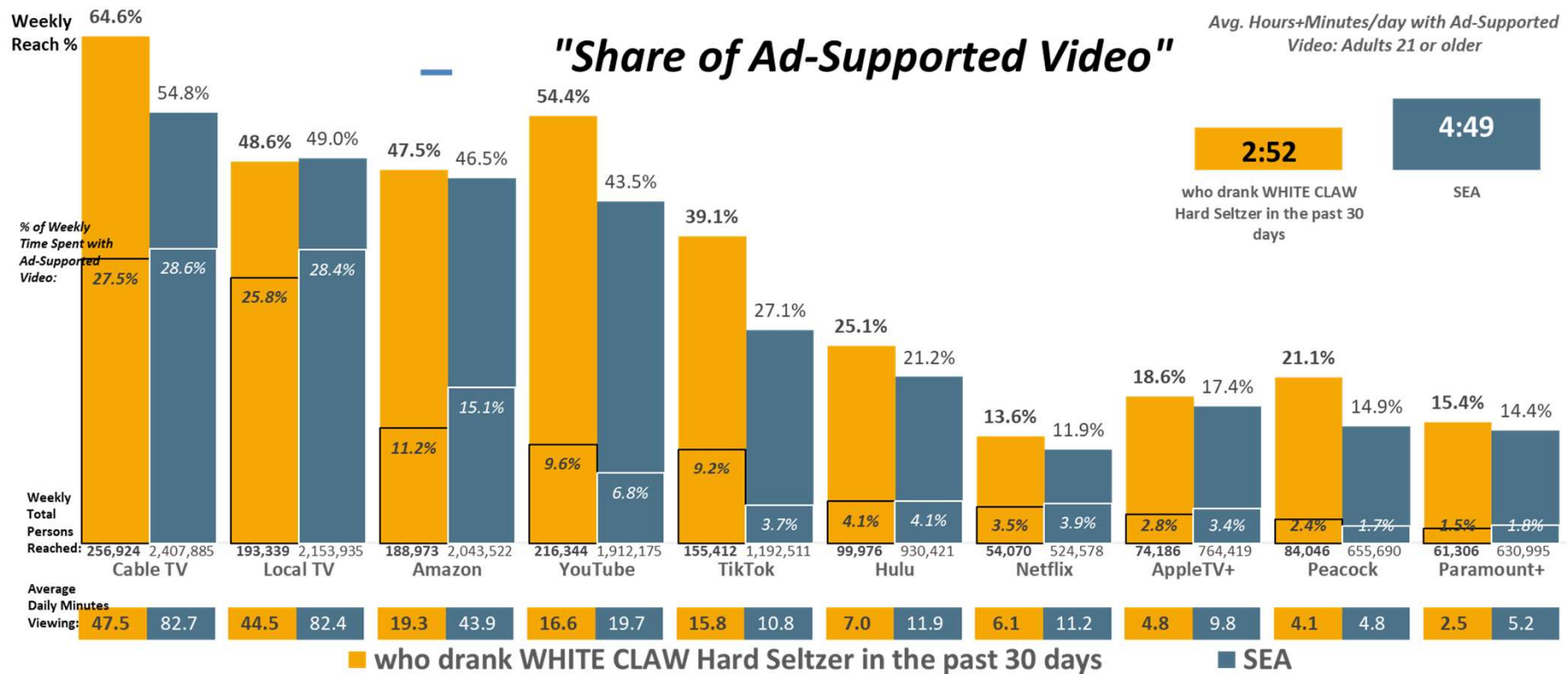


175,382 or 56.7% of Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days watch Ad-Supported Local TV Stations for an average of 48.7 minutes every day representing 27.5% of all time spent daily with Ad-Supported Video.





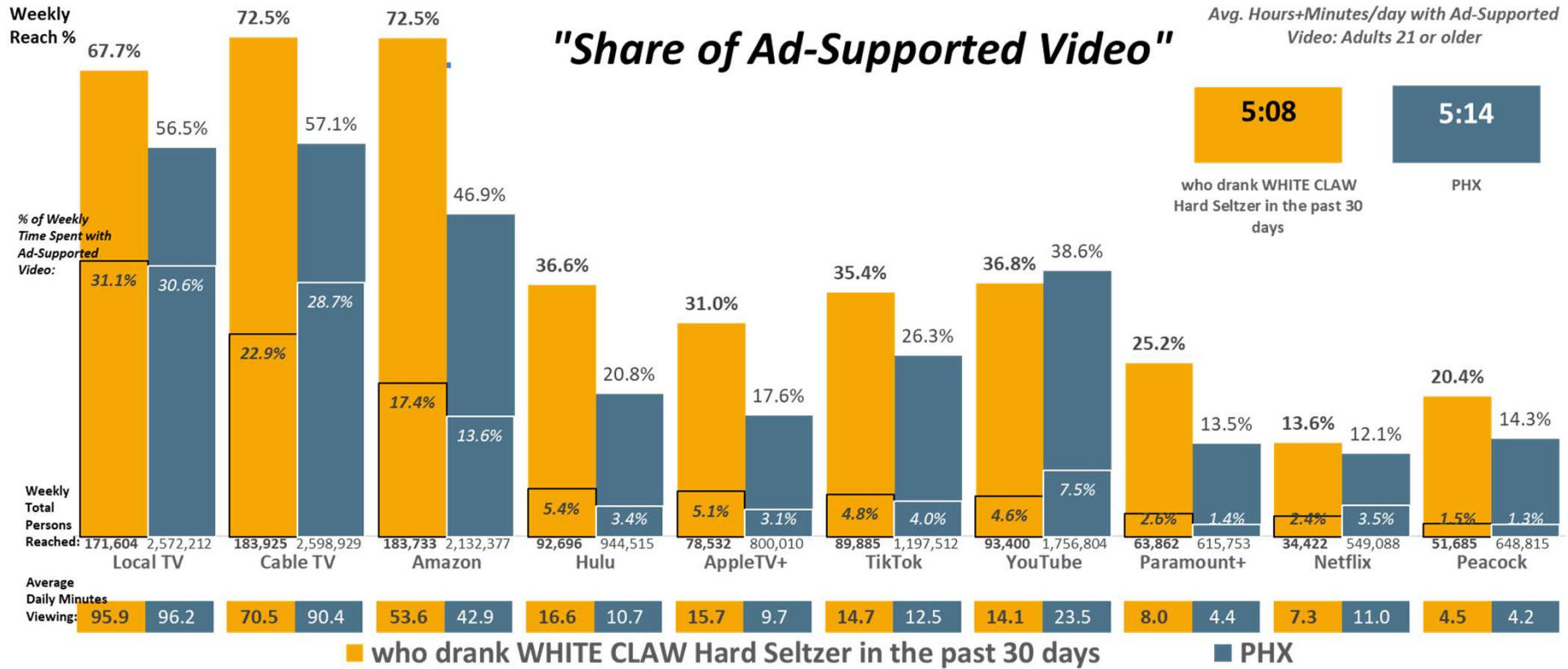
193,339 or 48.6% of Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days watch Ad-Supported Local TV Stations for an average of 44.5 minutes every day representing 25.8% of all time spent daily with Ad-Supported Video.





171,604 or 67.7% of Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days watch Ad-Supported Local TV Stations for an average of 95.9 minutes every day representing 31.1% of all time spent daily with Ad-Supported Video.

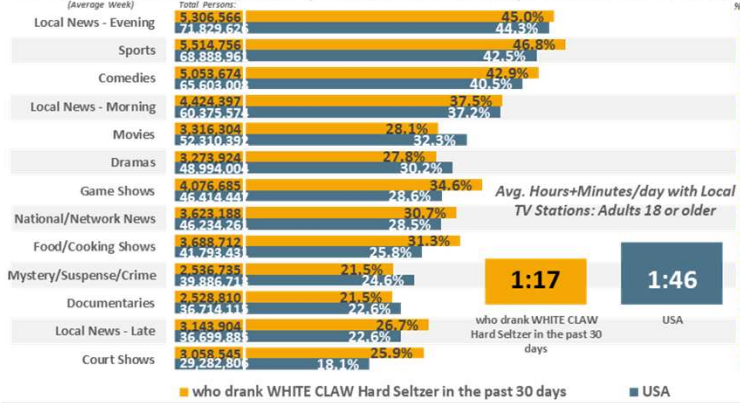
"Share of Ad-Supported Video"



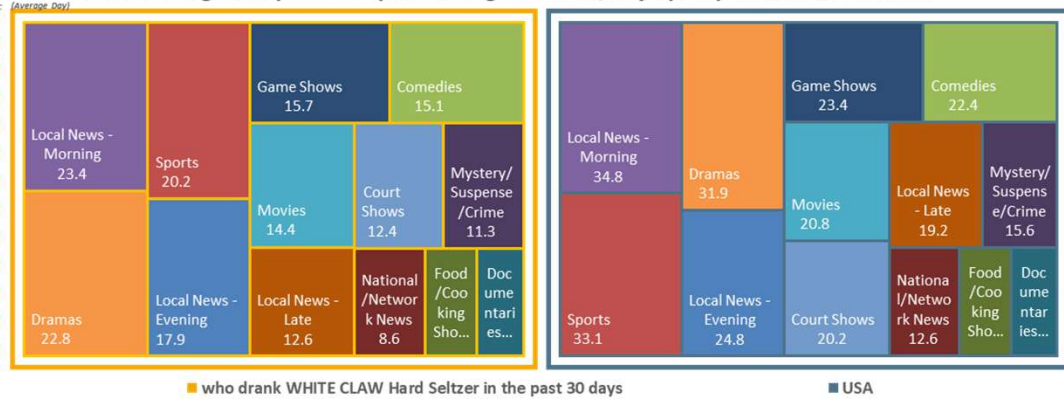


11,541,713 or 63.4% of Adults 18 or older who drank WHITE CLAW Hard Seltzer in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Morning, Game Shows, and Movies.

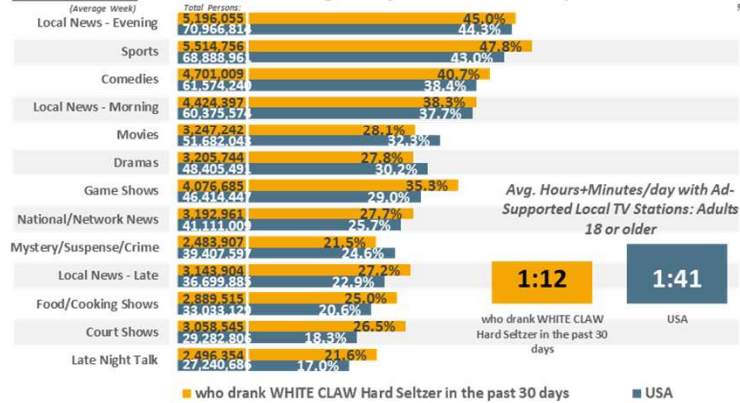
Local TV Station Programs (Persons & % Reach): Adults 18 or older



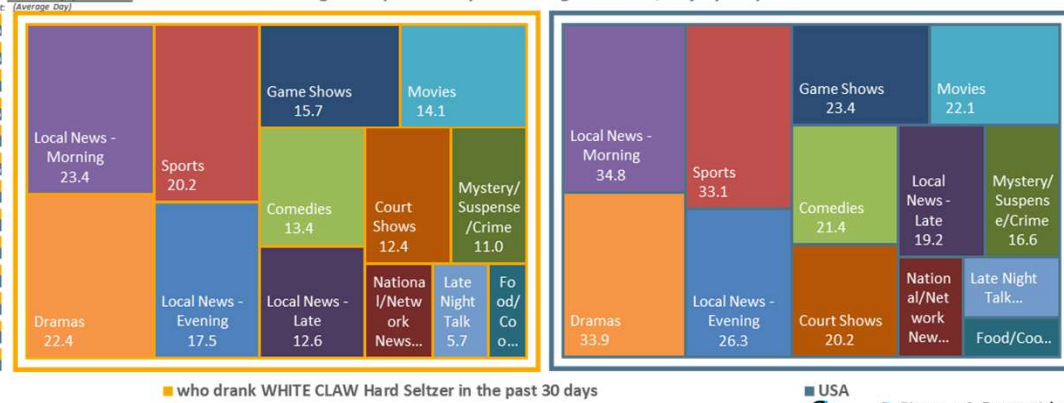
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 24,802

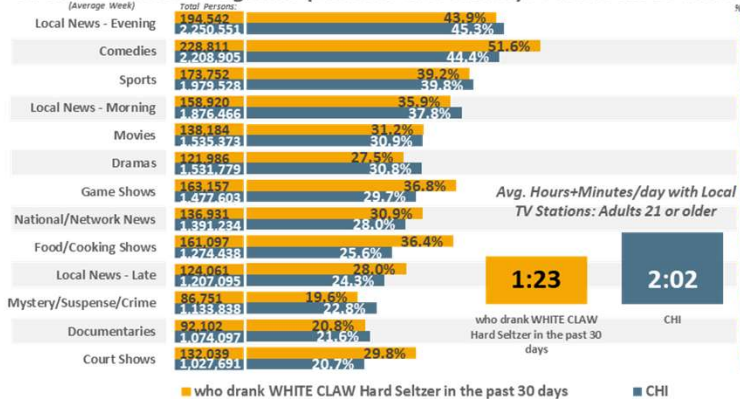
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Hard seltzers drank past 30 days: White Claw

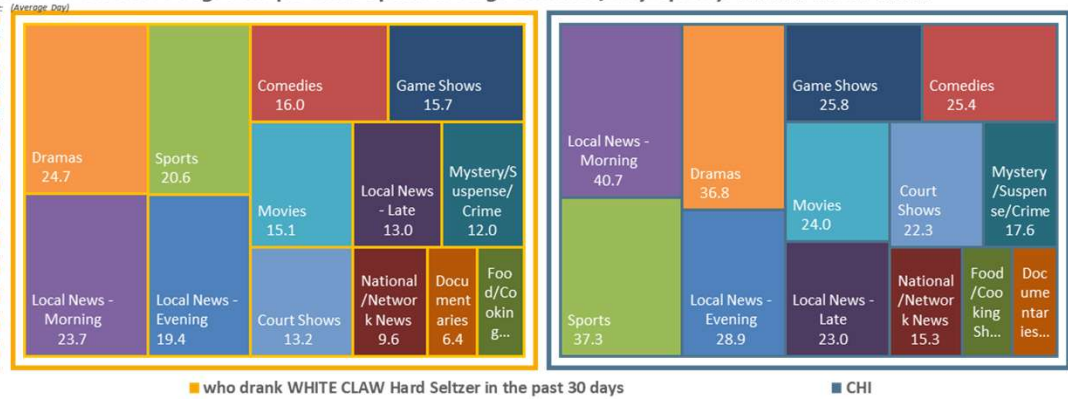


434,196 or 71.2% of Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Local News - Evening, Sports, Game Shows, Local News - Morning, and Movies.

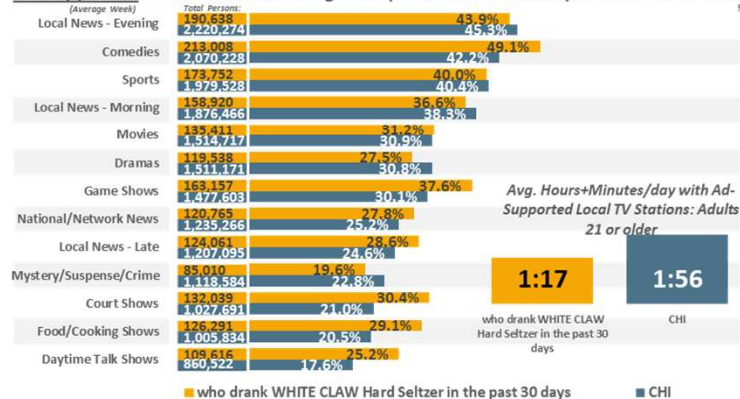
Local TV Station Programs (Persons & % Reach): Adults 21 or older



Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 21 or older



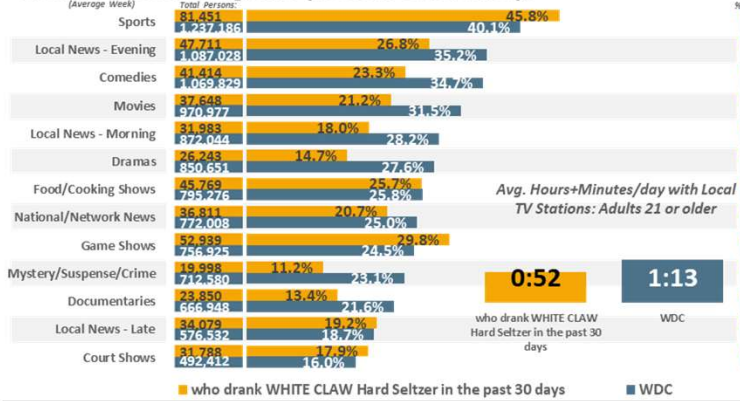
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



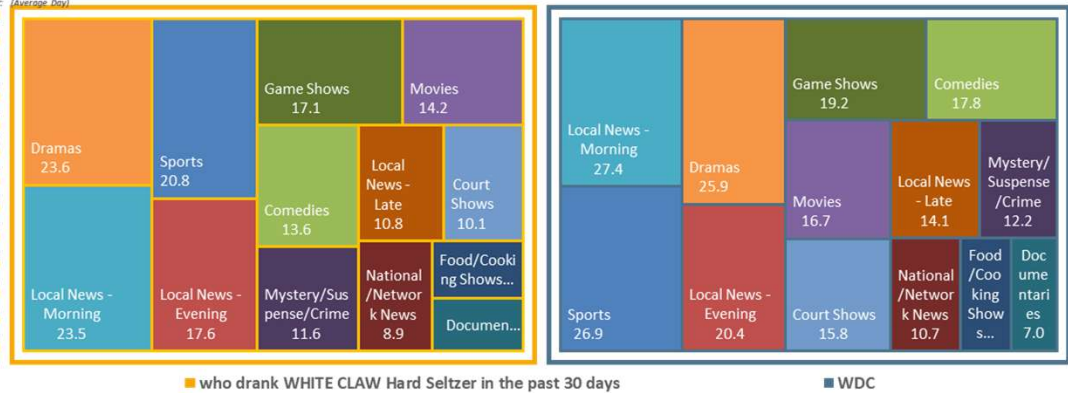


175,382 or 56.7% of Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Game Shows, Local News - Evening, Daytime Talk Shows, Comedies, and Movies.

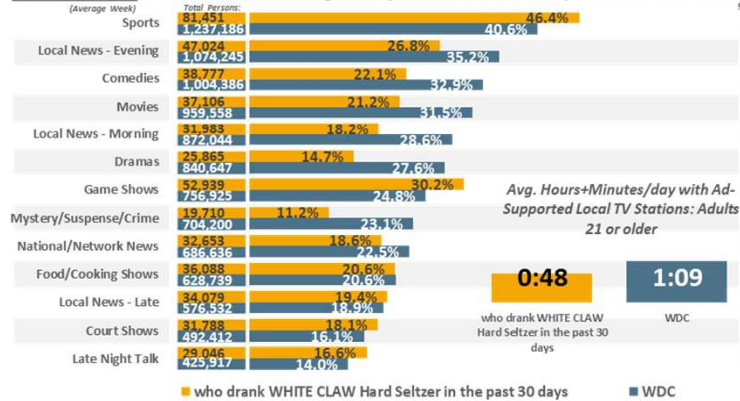
Local TV Station Programs (Persons & % Reach): Adults 21 or older



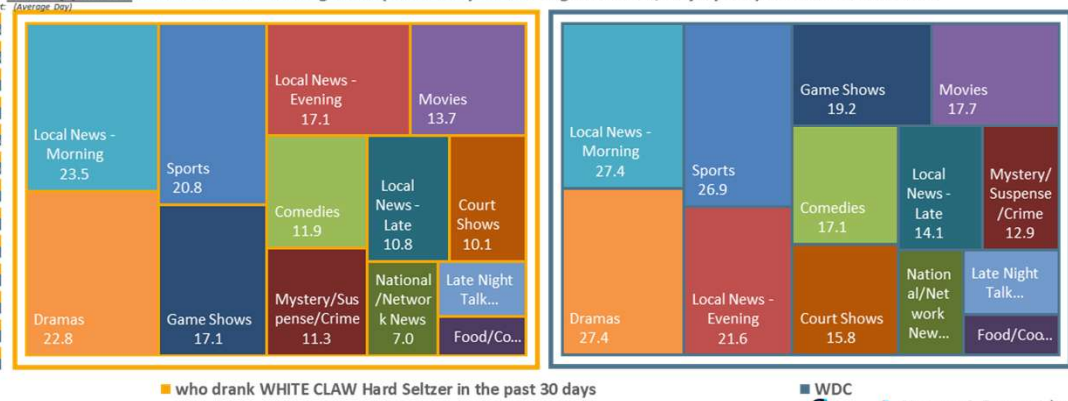
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 21 or older



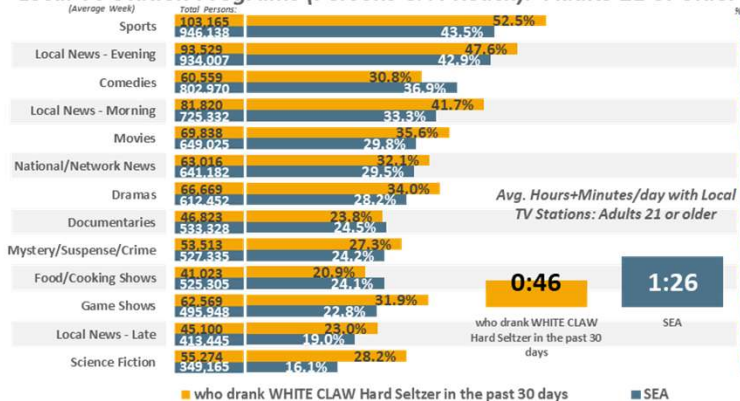
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older





193,339 or 48.6% of Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Movies, Dramas, and Game Shows.

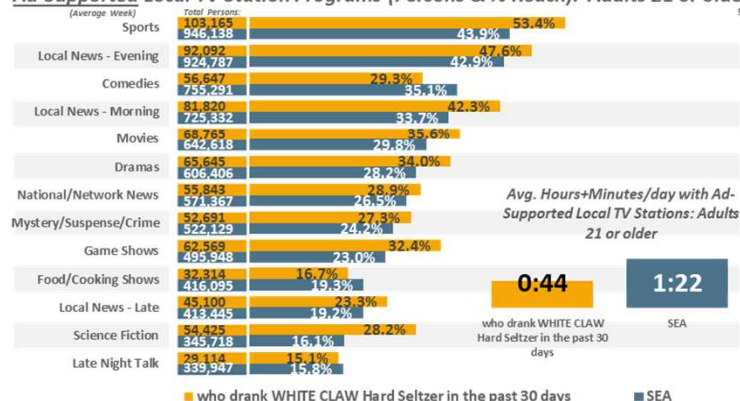
Local TV Station Programs (Persons & % Reach): Adults 21 or older



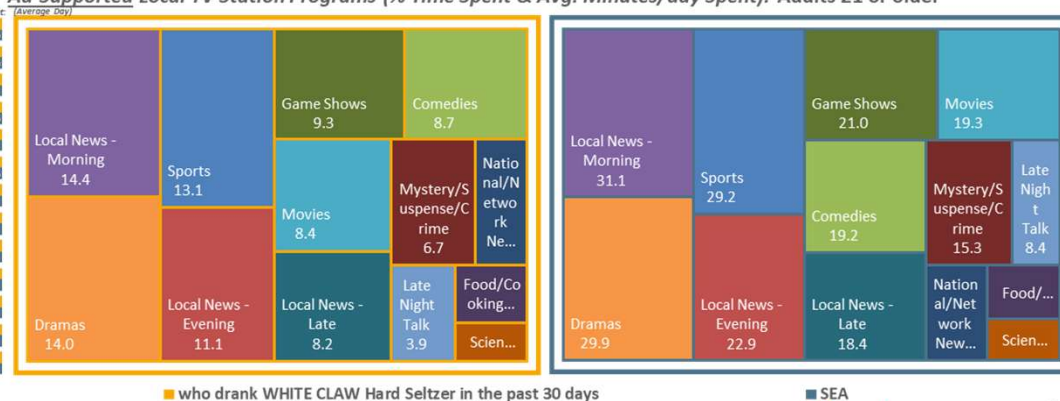
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 21 or older



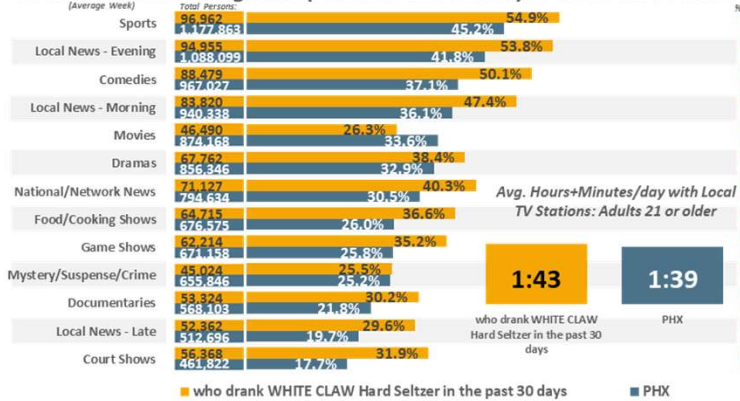
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



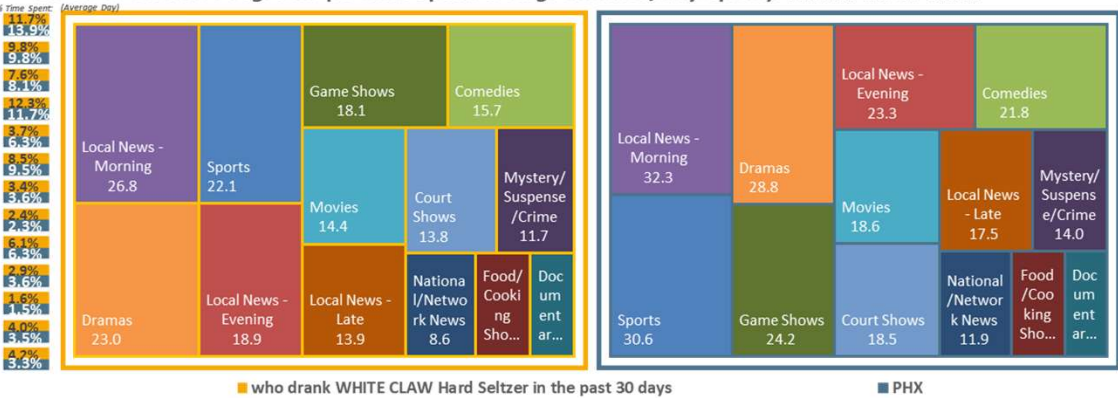


171,604 or 67.7% of Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, Dramas, and Game Shows.

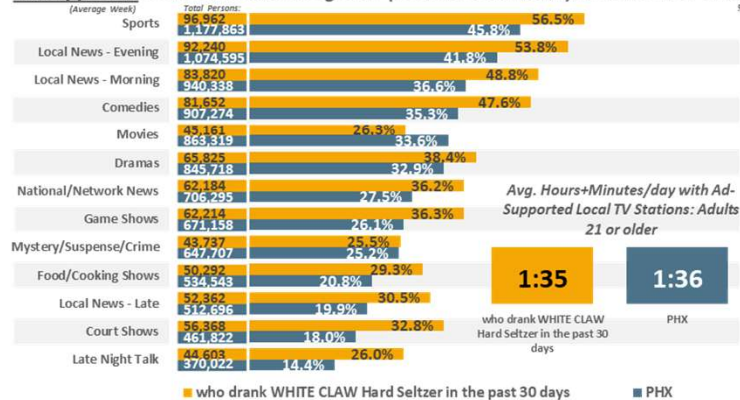
Local TV Station Programs (Persons & % Reach): Adults 21 or older



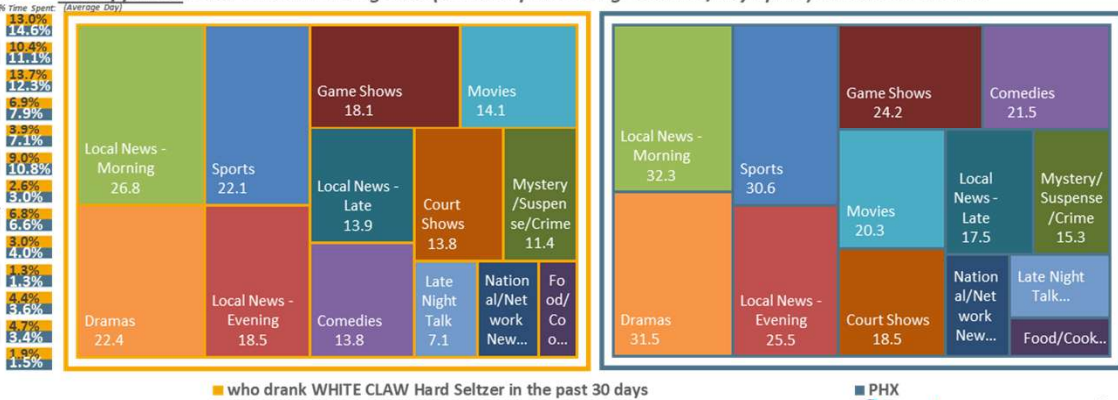
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 21 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older

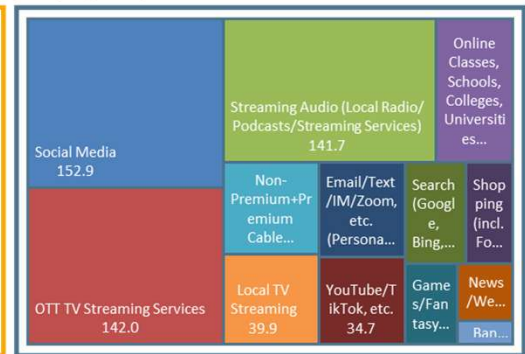
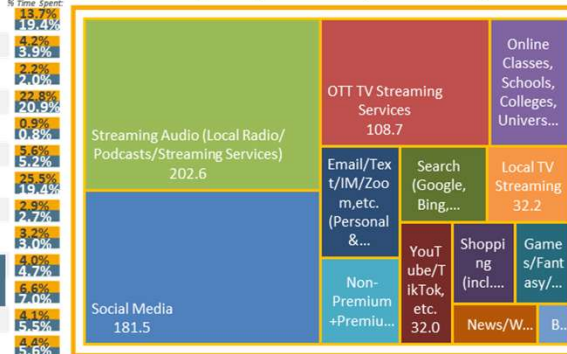
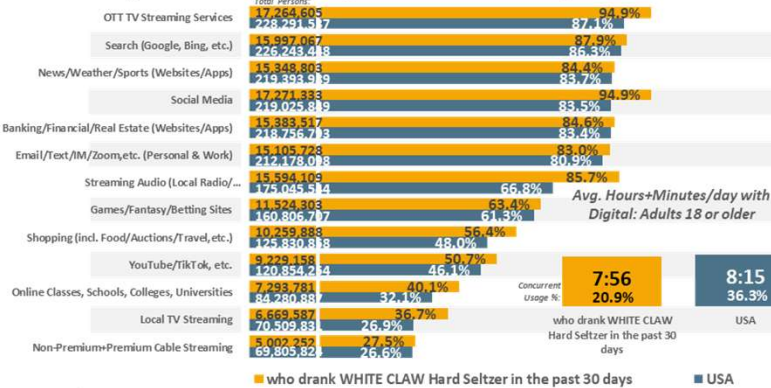




15,631,840 or 85.9% of Adults 18 or older who drank WHITE CLAW Hard Seltzer in the past 30 days use Ad-Supported Social Media for an average of 164.2 minutes every day representing 28.5% of all time spent daily with Ad-Supported Digital Media.

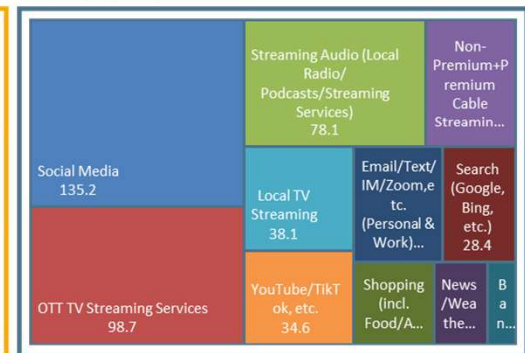
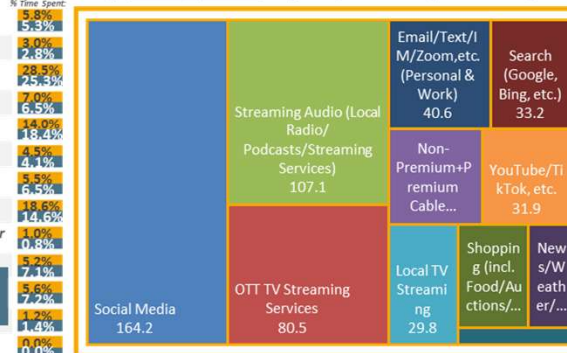
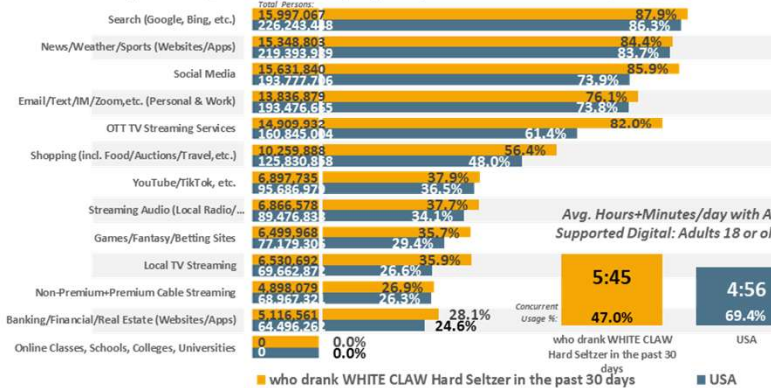
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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



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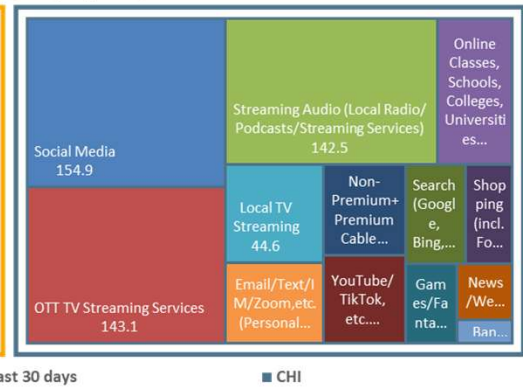
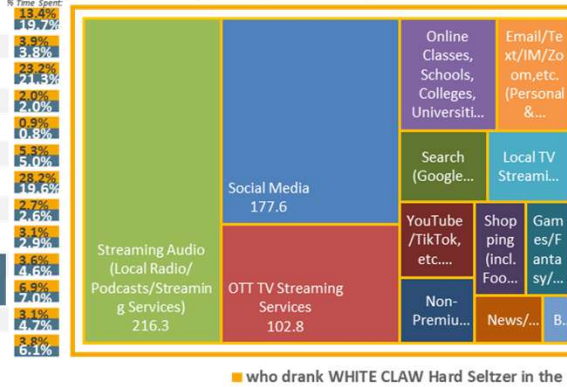
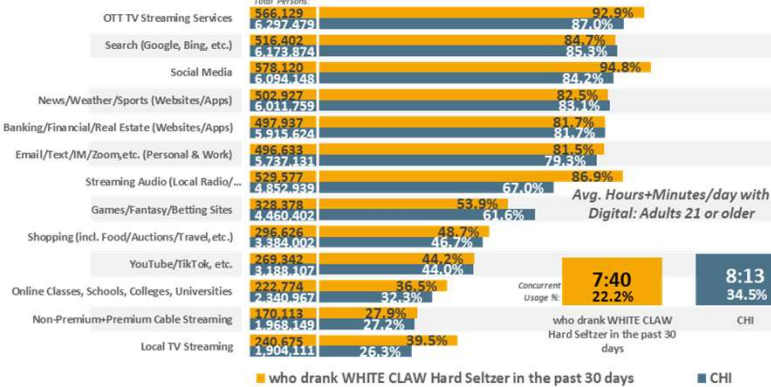
Hard seltzers drank past 30 days: White Claw



532,924 or 87.4% of Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days use Ad-Supported Social Media for an average of 163.7 minutes every day representing 29.5% of all time spent daily with Ad-Supported Digital Media.

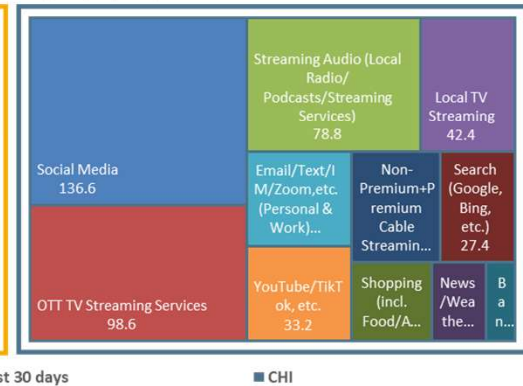
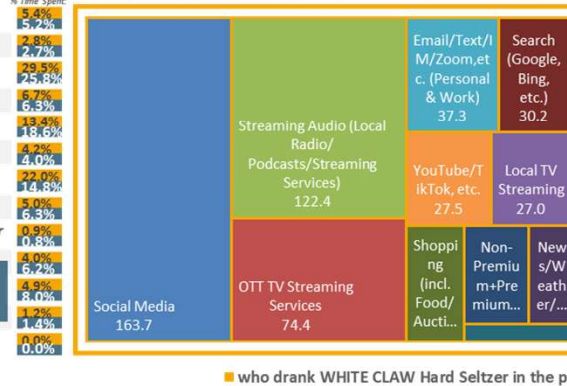
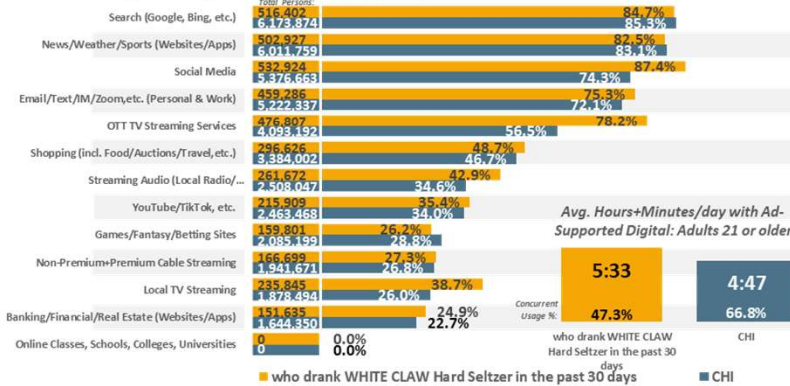
Avg. Week All Digital (Persons & % Reach): Adults 21 or older

Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 21 or older

Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 365
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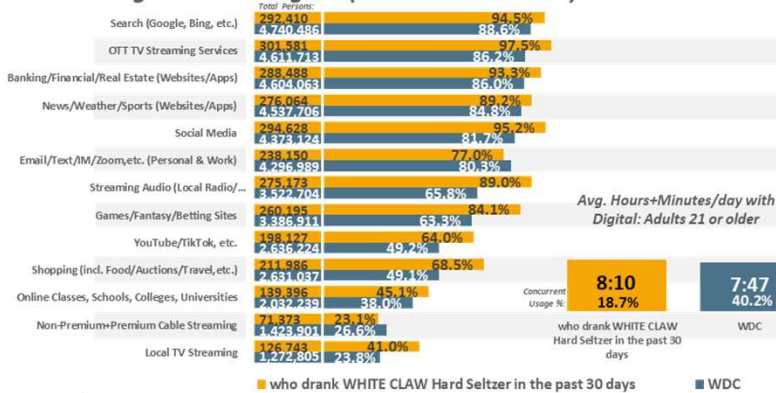
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Hard seltzers drank past 30 days: White Claw

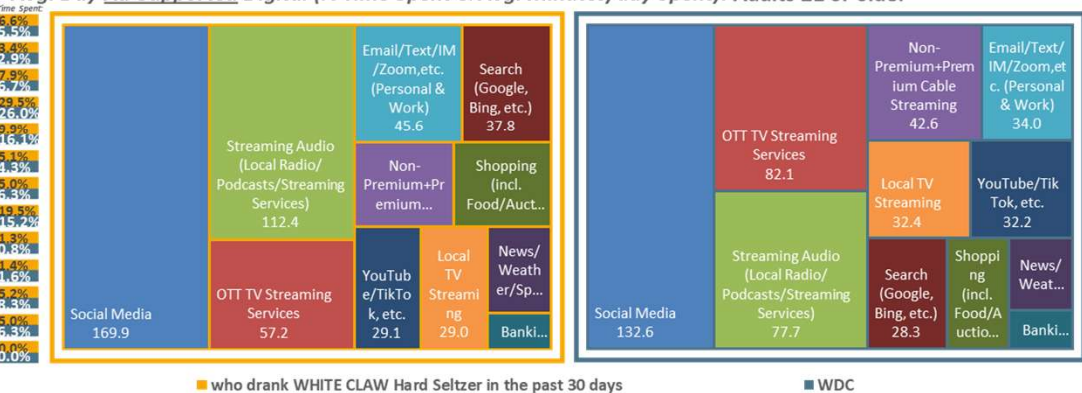
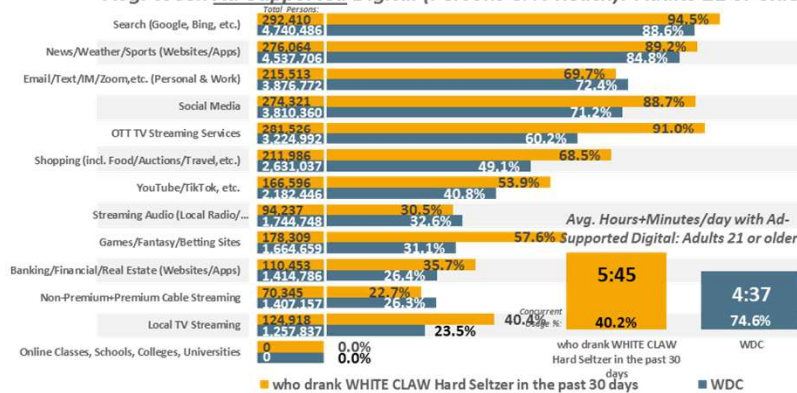


274,321 or 88.7% of Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days use Ad-Supported Social Media for an average of 169.9 minutes every day representing 29.5% of all time spent daily with Ad-Supported Digital Media.

Avg. Week All Digital (Persons & % Reach): Adults 21 or older **Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 21 or older **Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 337
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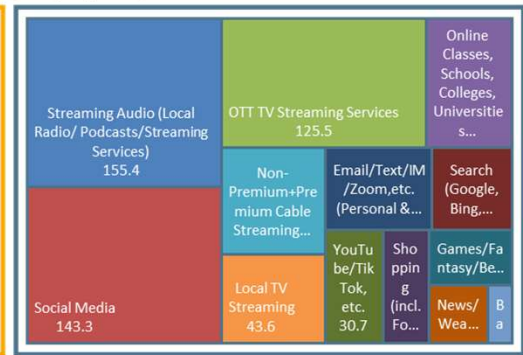
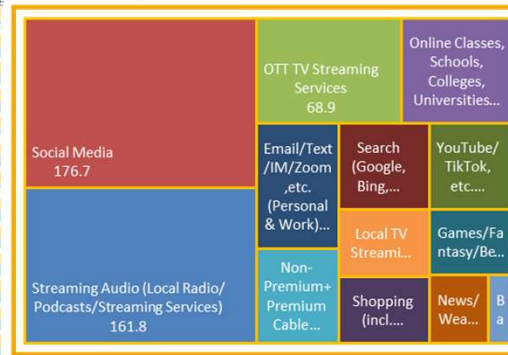
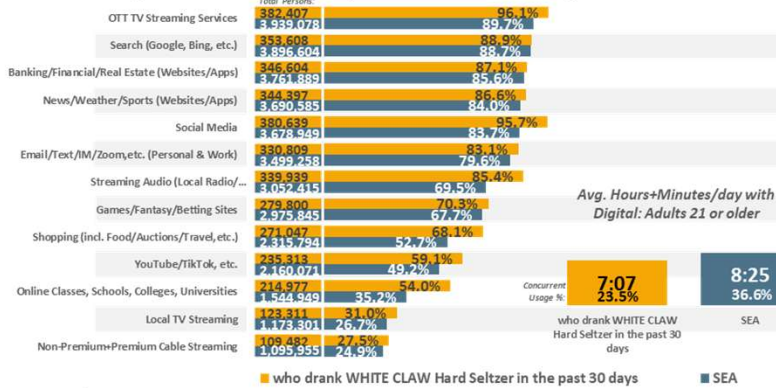
Hard seltzers drank past 30 days: White Claw



328,805 or 82.6% of Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days use Ad-Supported Social Media for an average of 152.6 minutes every day representing 30.3% of all time spent daily with Ad-Supported Digital Media.

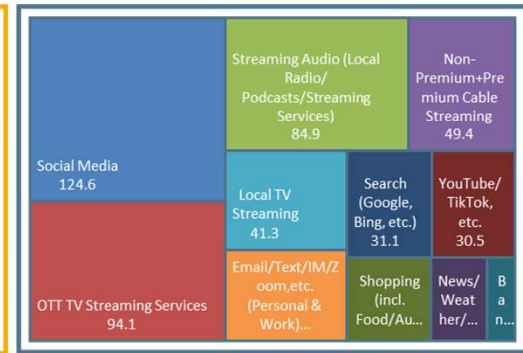
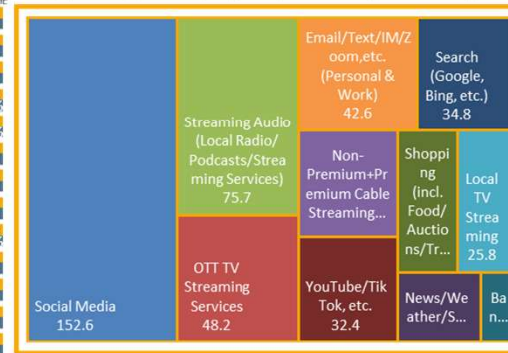
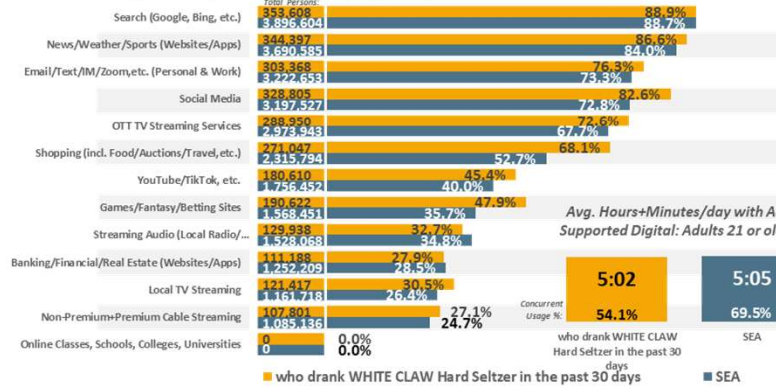
Avg. Week All Digital (Persons & % Reach): Adults 21 or older

Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 21 or older

Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older

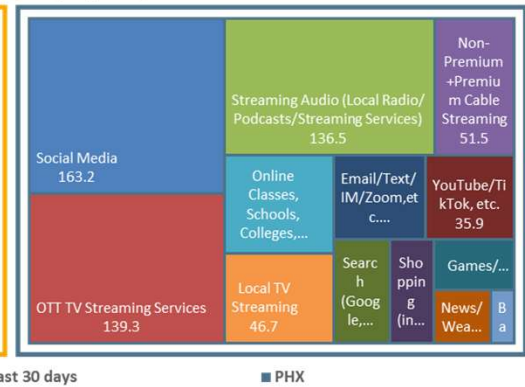
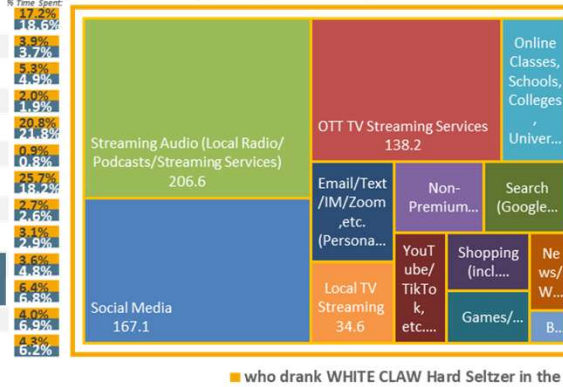
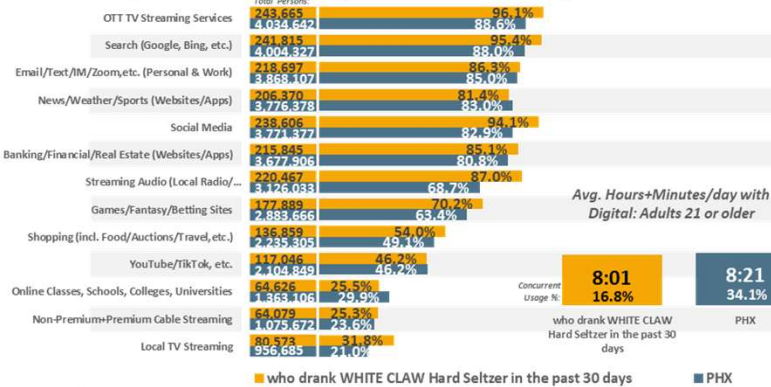




224,297 or 88.5% of Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days use Ad-Supported Social Media for an average of 157.1 minutes every day representing 26.4% of all time spent daily with Ad-Supported Digital Media.

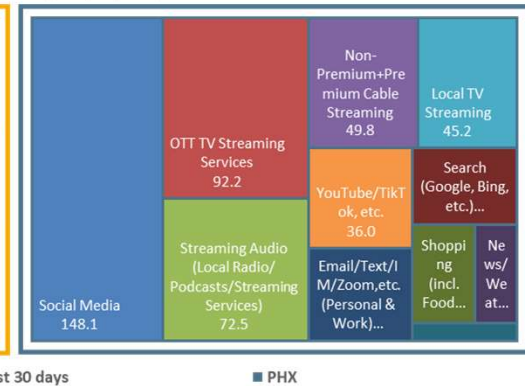
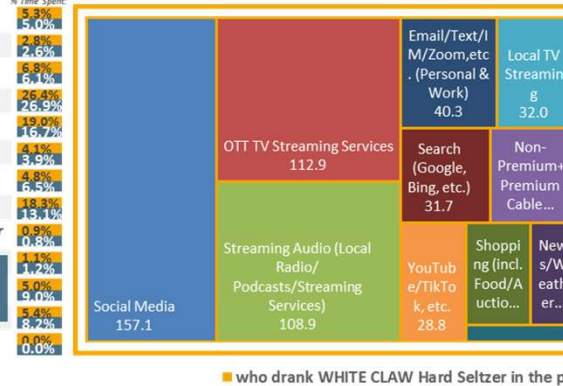
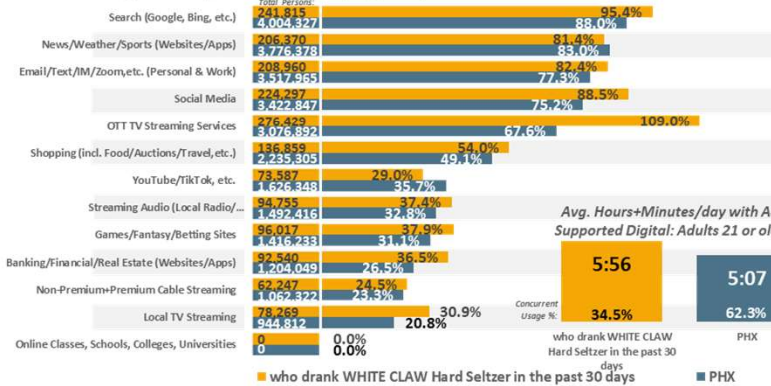
Avg. Week All Digital (Persons & % Reach): Adults 21 or older

Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 21 or older

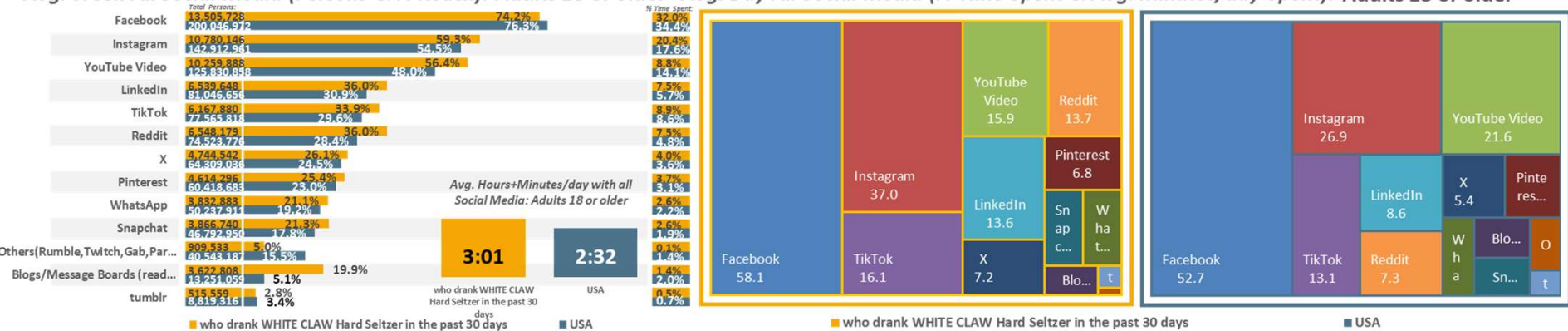
Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



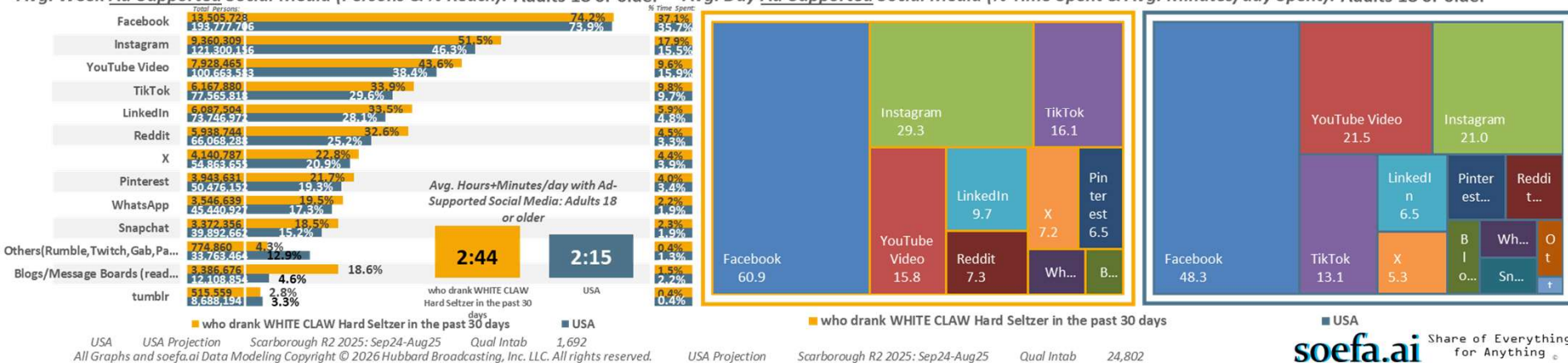


13,505,728 or 74.2% of Adults 18 or older who drank WHITE CLAW Hard Seltzer in the past 30 days use Ad-Supported Facebook for an average of 60.9 minutes every day representing 37.1% of all time spent daily with Ad-Supported Social Media.

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**

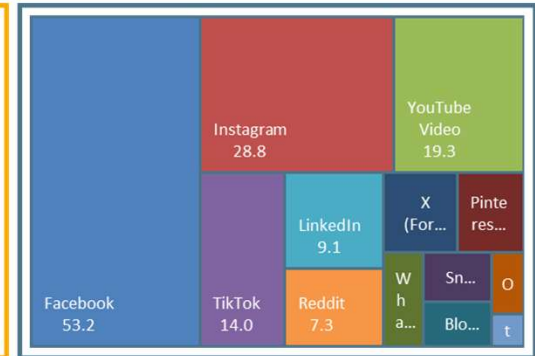
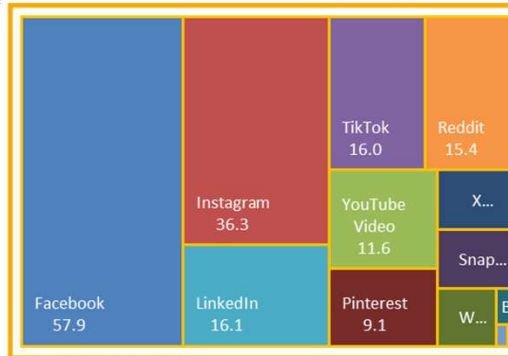
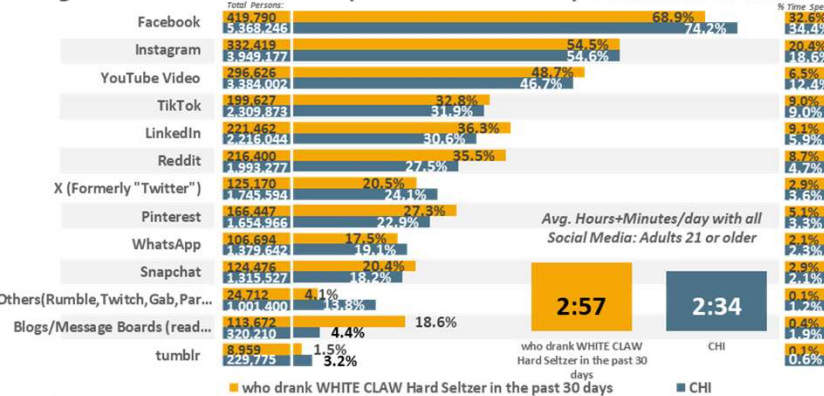


Hard seltzers drank past 30 days: White Claw

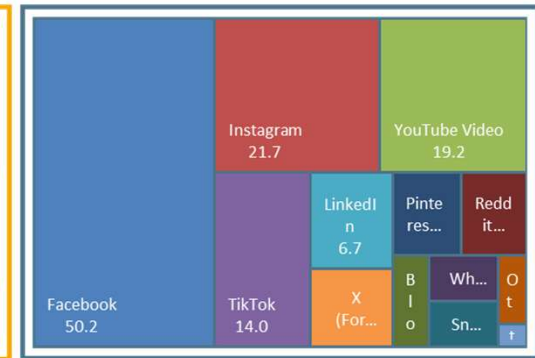
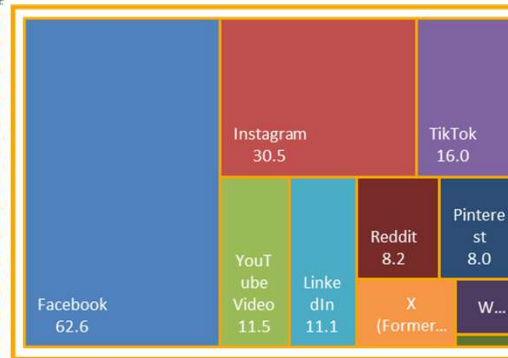
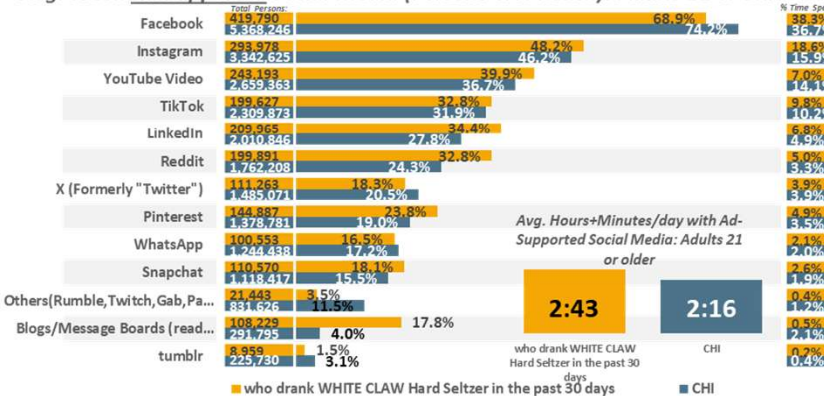


419,790 or 68.9% of Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days use Ad-Supported Facebook for an average of 62.6 minutes every day representing 38.3% of all time spent daily with Ad-Supported Social Media.

Avg. Week All Social Media (Persons & % Reach): Adults 21 or older **Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



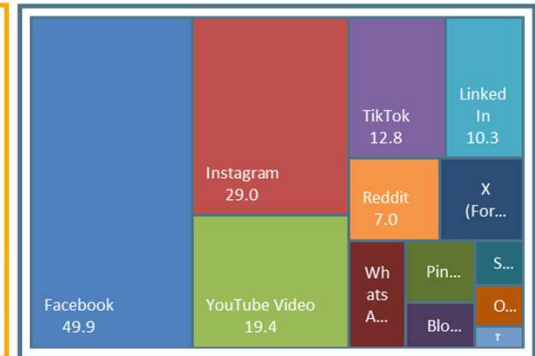
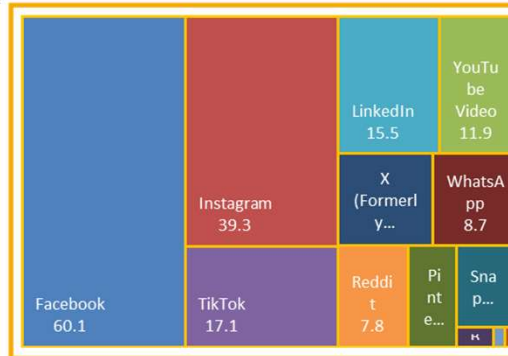
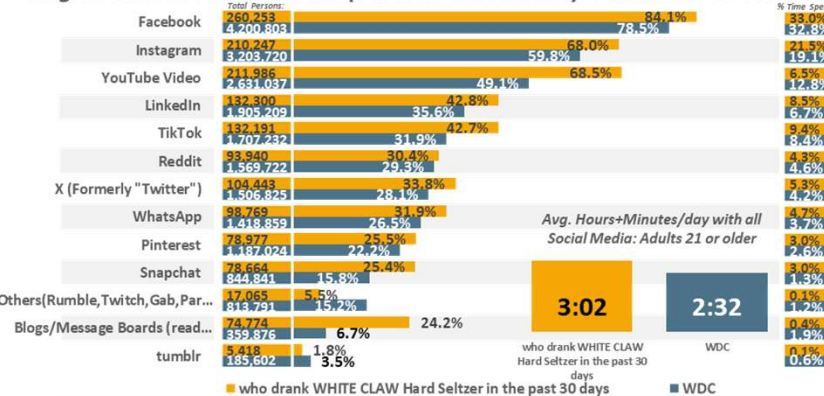
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 21 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



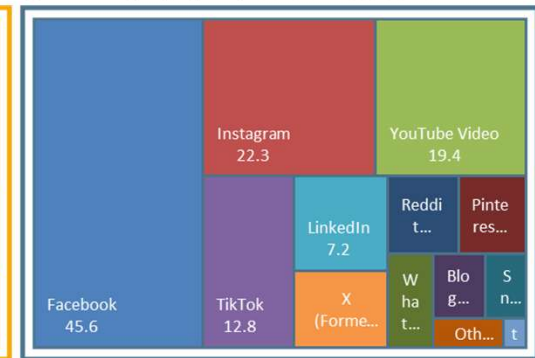
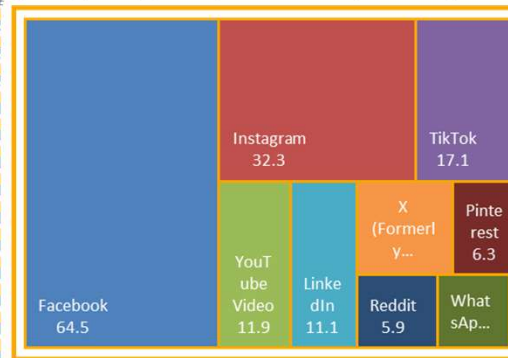
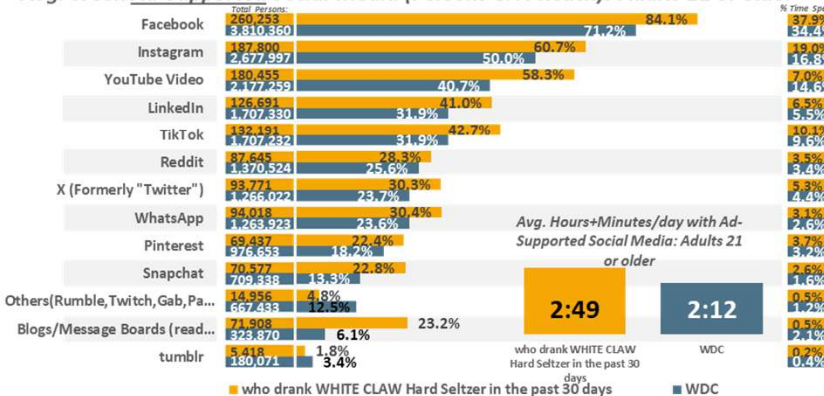


260,253 or 84.1% of Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days use Ad-Supported Facebook for an average of 64.5 minutes every day representing 37.9% of all time spent daily with Ad-Supported Social Media.

Avg. Week All Social Media (Persons & % Reach): Adults 21 or older **Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



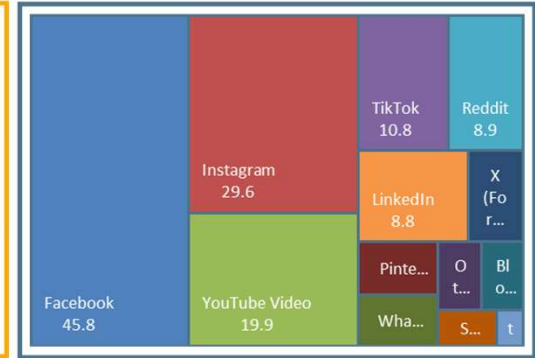
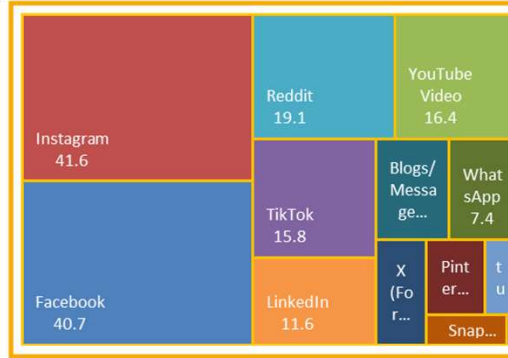
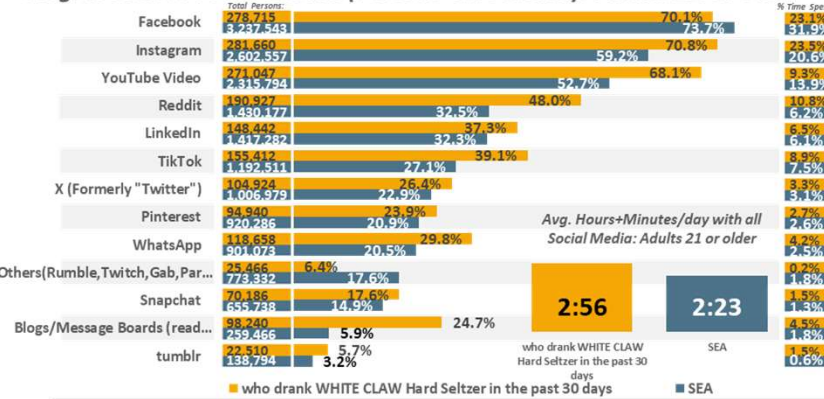
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 21 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



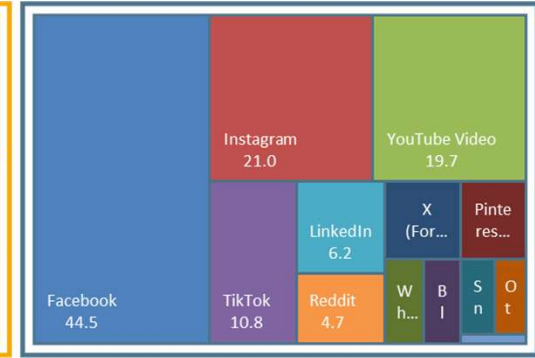
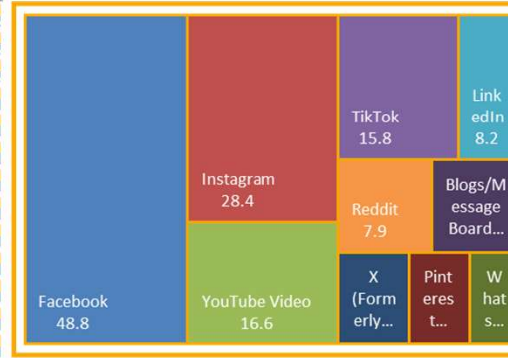
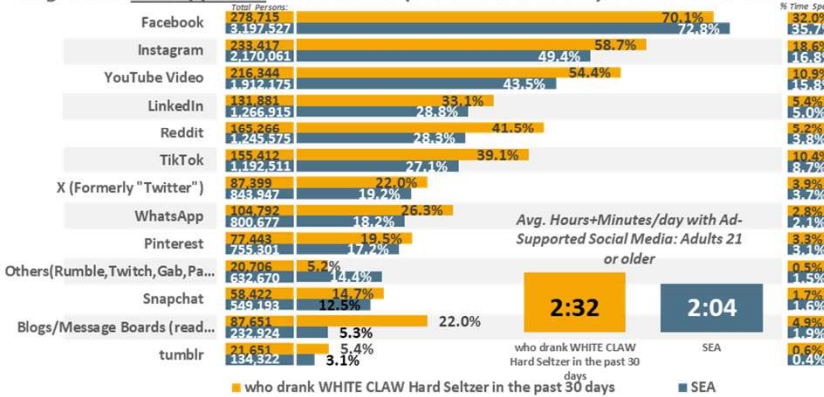


278,715 or 70.1% of Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days use Ad-Supported Facebook for an average of 48.8 minutes every day representing 32.% of all time spent daily with Ad-Supported Social Media.

Avg. Week All Social Media (Persons & % Reach): Adults 21 or older **Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



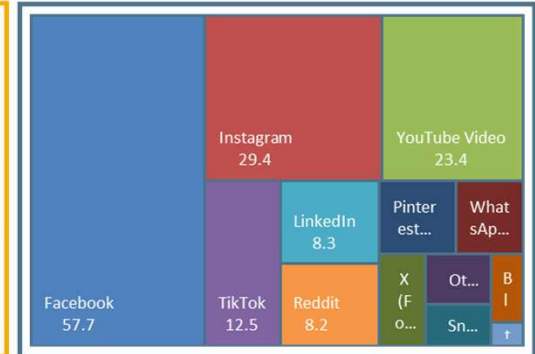
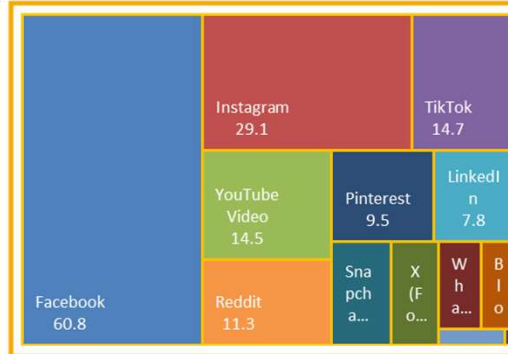
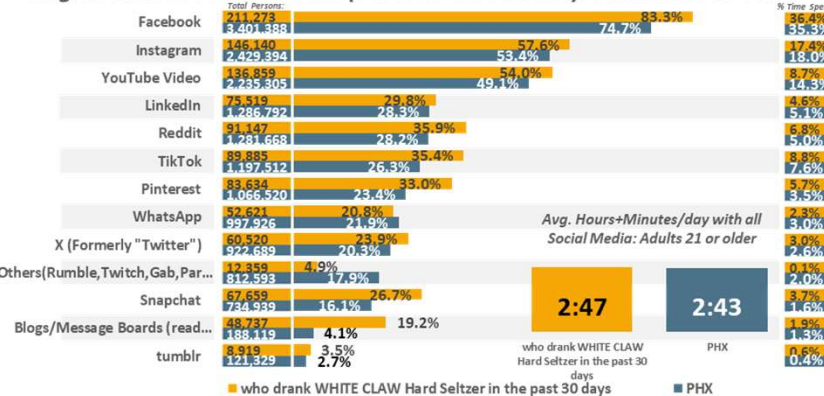
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 21 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



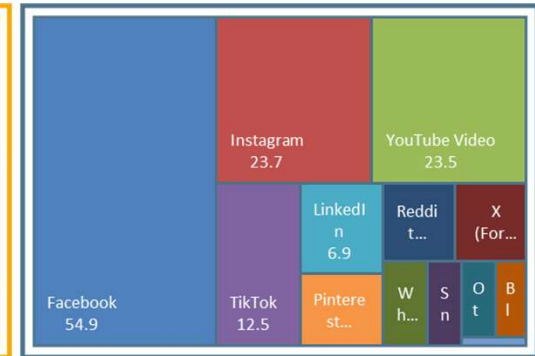
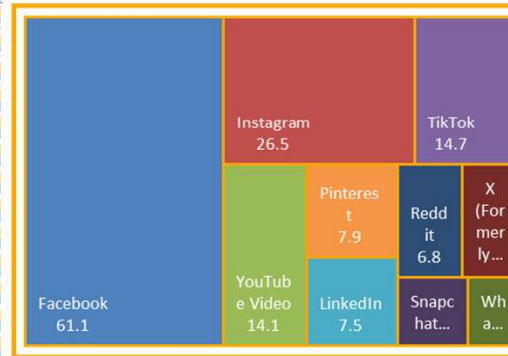
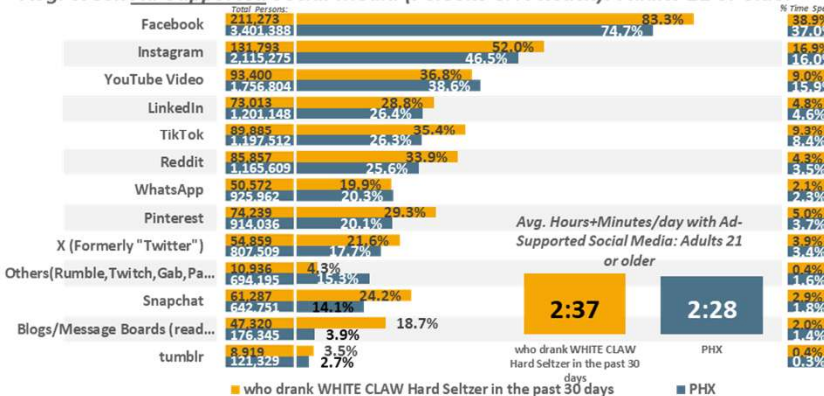


211,273 or 83.3% of Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days use Ad-Supported Facebook for an average of 61.1 minutes every day representing 38.9% of all time spent daily with Ad-Supported Social Media.

Avg. Week All Social Media (Persons & % Reach): Adults 21 or older **Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



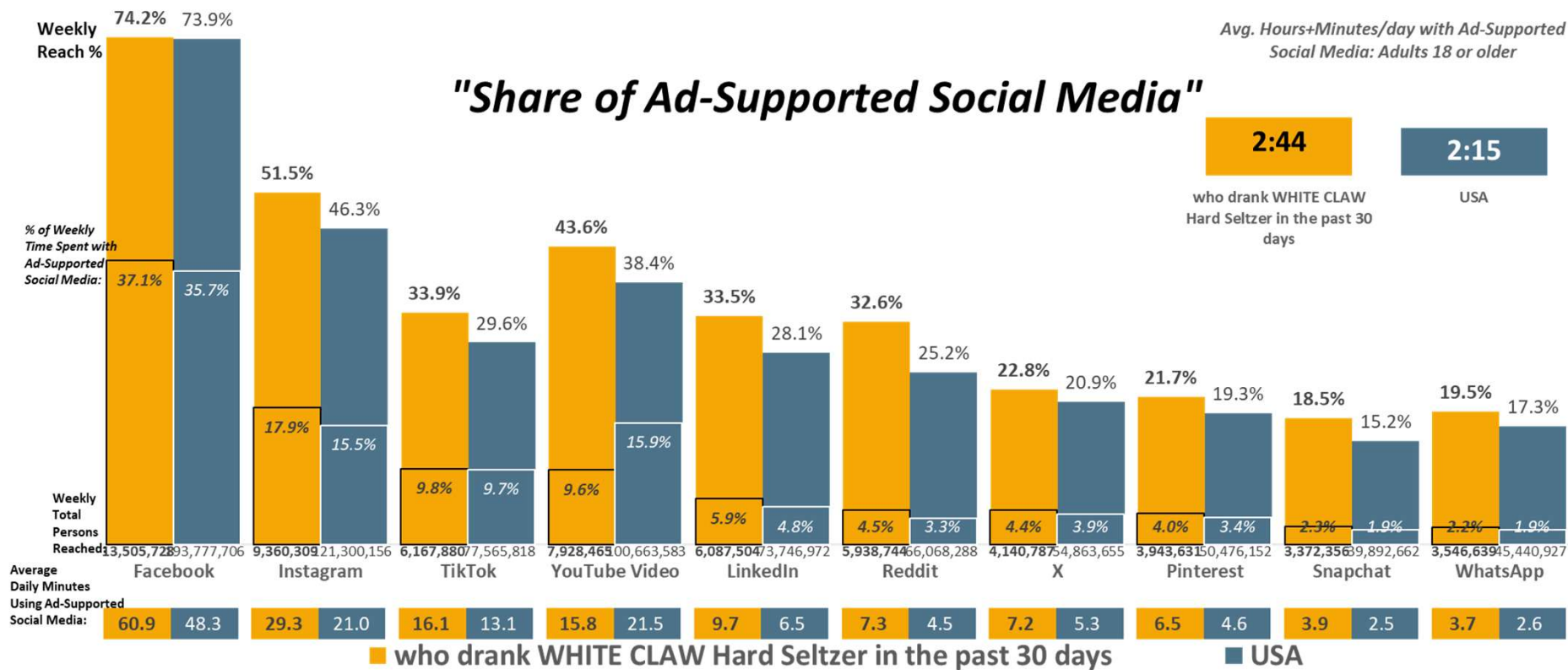
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 21 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**





13,505,728 or 74.2% of Adults 18 or older who drank WHITE CLAW Hard Seltzer in the past 30 days use Ad-Supported Facebook for an average of 60.9 minutes every day representing 37.1% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 1,692
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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 24,802

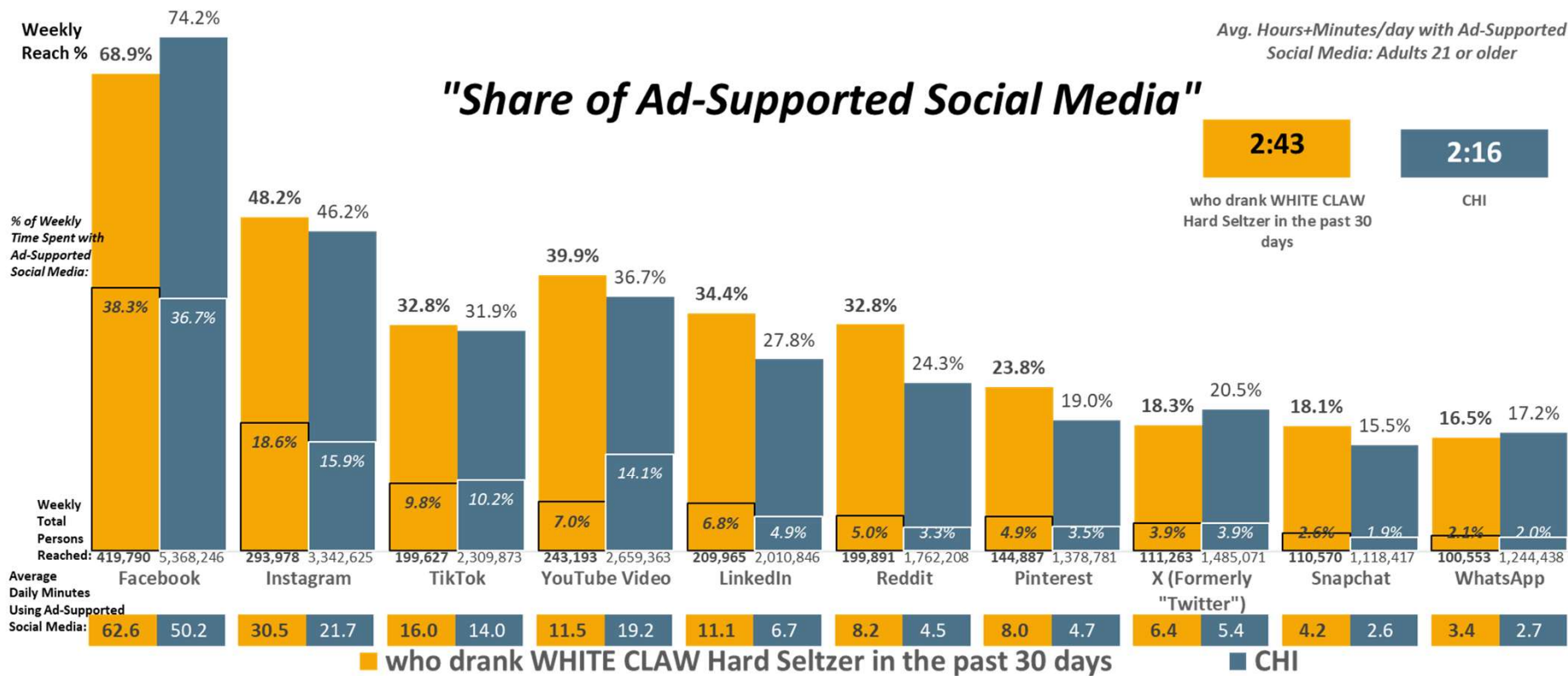
soefa.ai Share of Everything for Anything

Hard seltzers drank past 30 days: White Claw



419,790 or 68.9% of Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days use Ad-Supported Facebook for an average of 62.6 minutes every day representing 38.3% of all time spent daily with Ad-Supported Social Media.

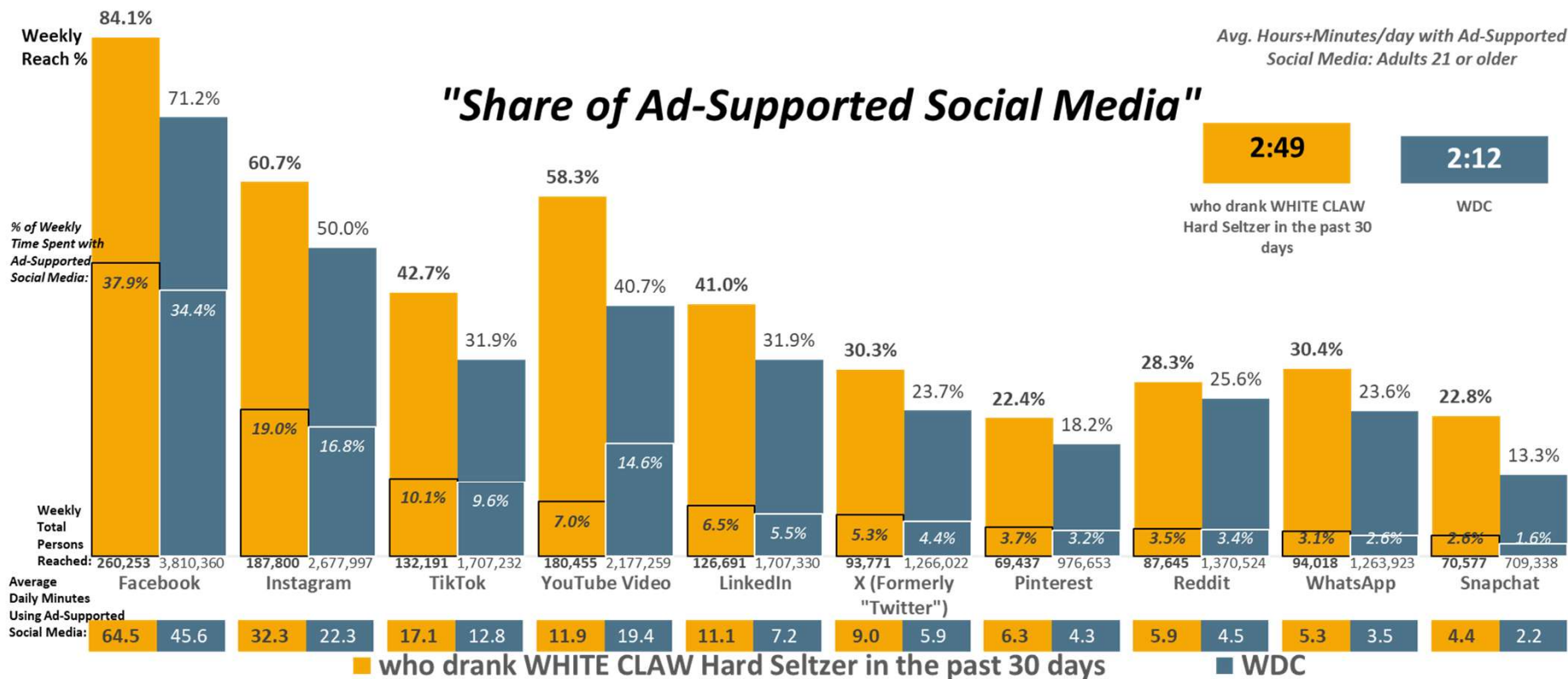
"Share of Ad-Supported Social Media"





260,253 or 84.1% of Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days use Ad-Supported Facebook for an average of 64.5 minutes every day representing 37.9% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 337 WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,726
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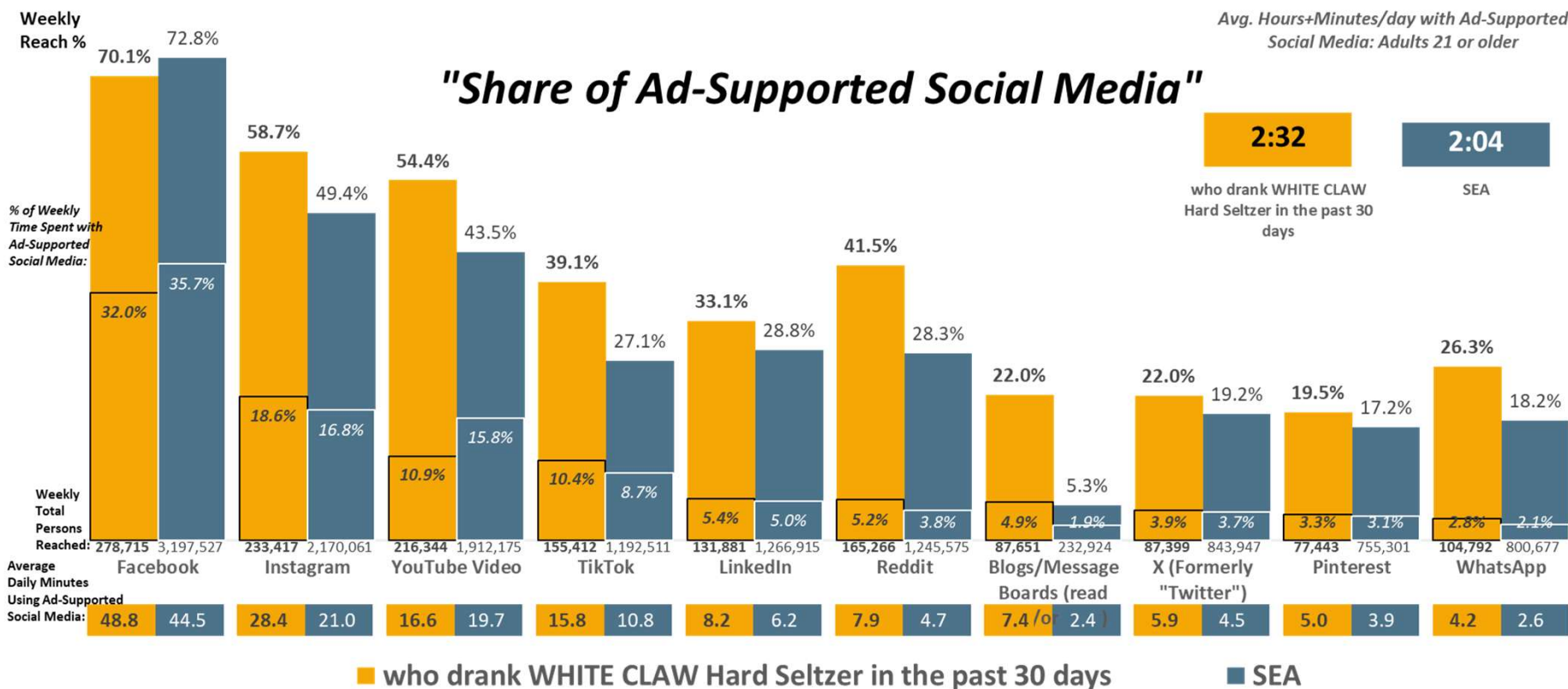
soefa.ai Share of Everything for Anything

Hard seltzers drank past 30 days: White Claw



278,715 or 70.1% of Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days use Ad-Supported Facebook for an average of 48.8 minutes every day representing 32.% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 281 SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,920
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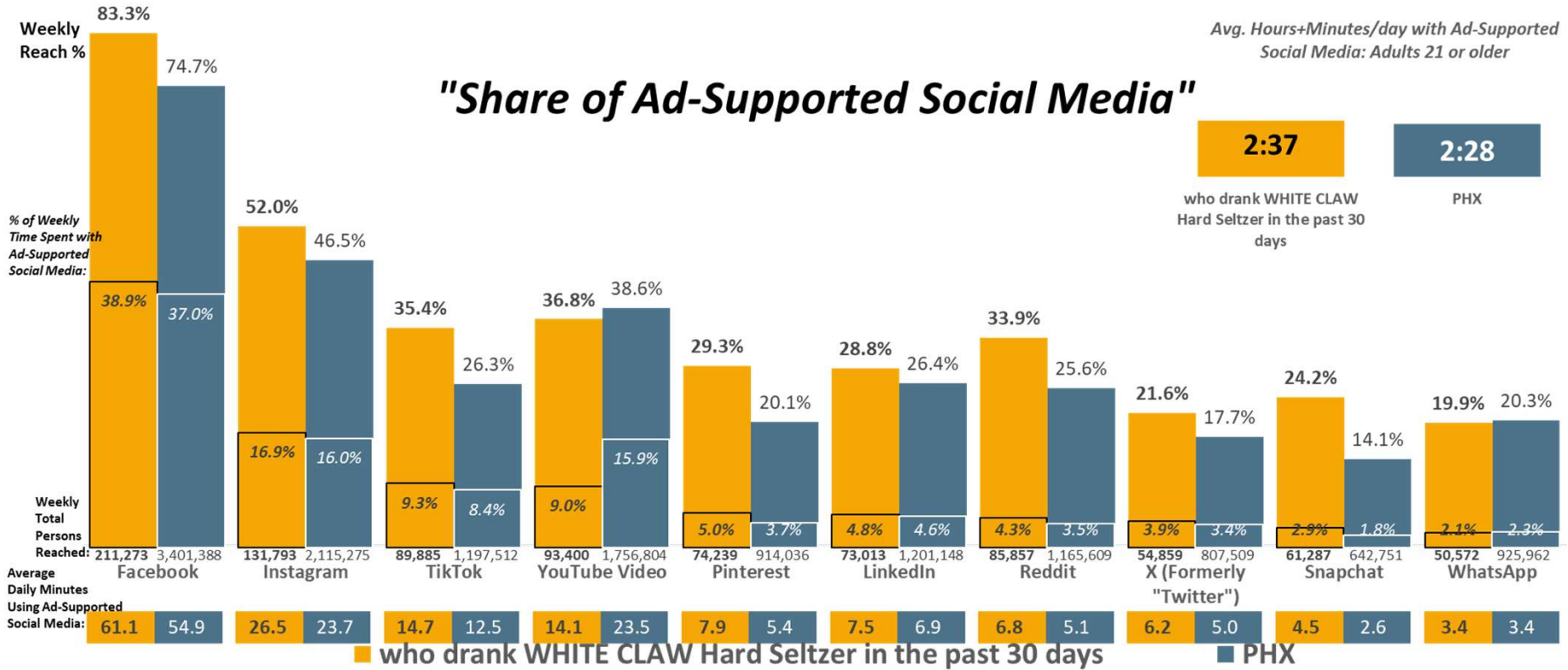
soefa.ai Share of Everything for Anything

Hard seltzers drank past 30 days: White Claw



211,273 or 83.3% of Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days use Ad-Supported Facebook for an average of 61.1 minutes every day representing 38.9% of all time spent daily with Ad-Supported Social Media.

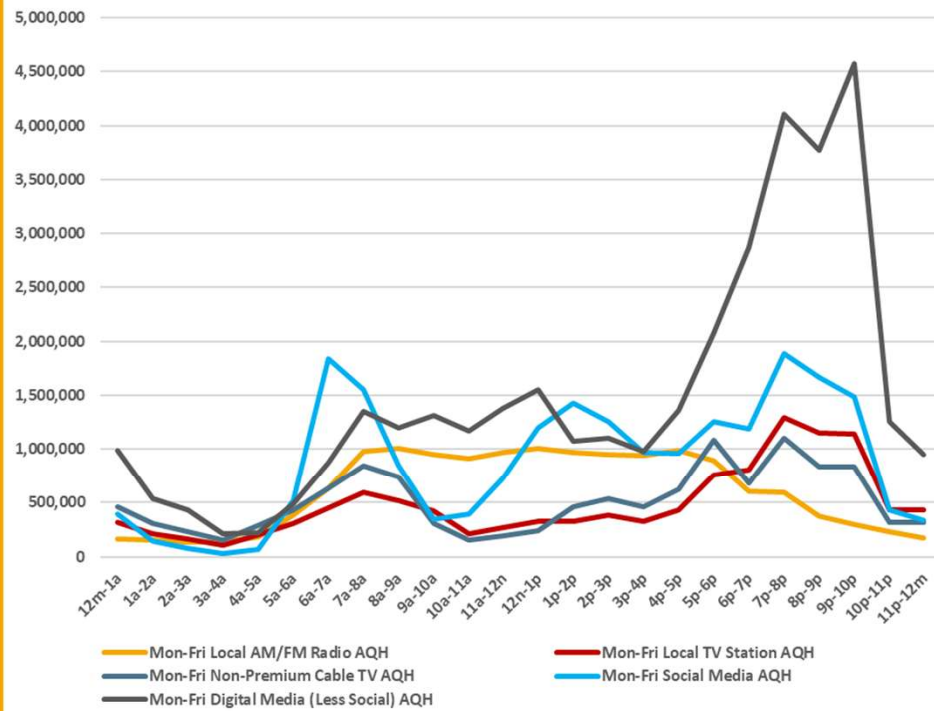
"Share of Ad-Supported Social Media"



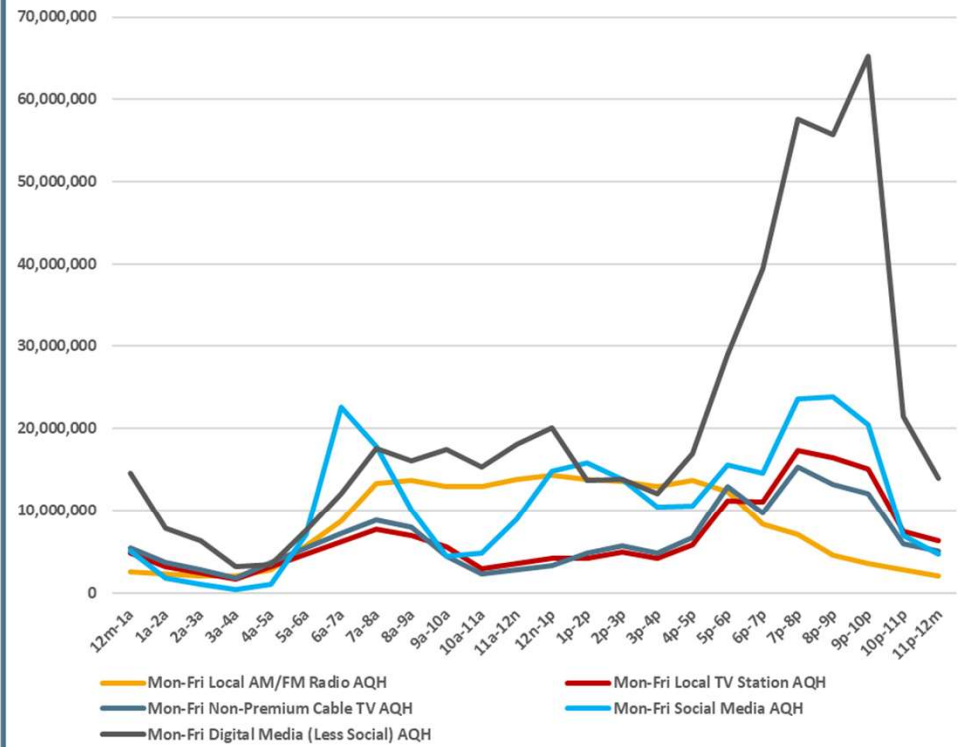


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 1,407,410; Social Media: 1,071,696; Local Radio: 906,713; Non-Prem. Cable: 535,379; Local TV: 446,449 reaching Adults 18 or older who drank WHITE CLAW Hard Seltzer in the

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who drank WHITE CLAW Hard Seltzer in
the past 30 days



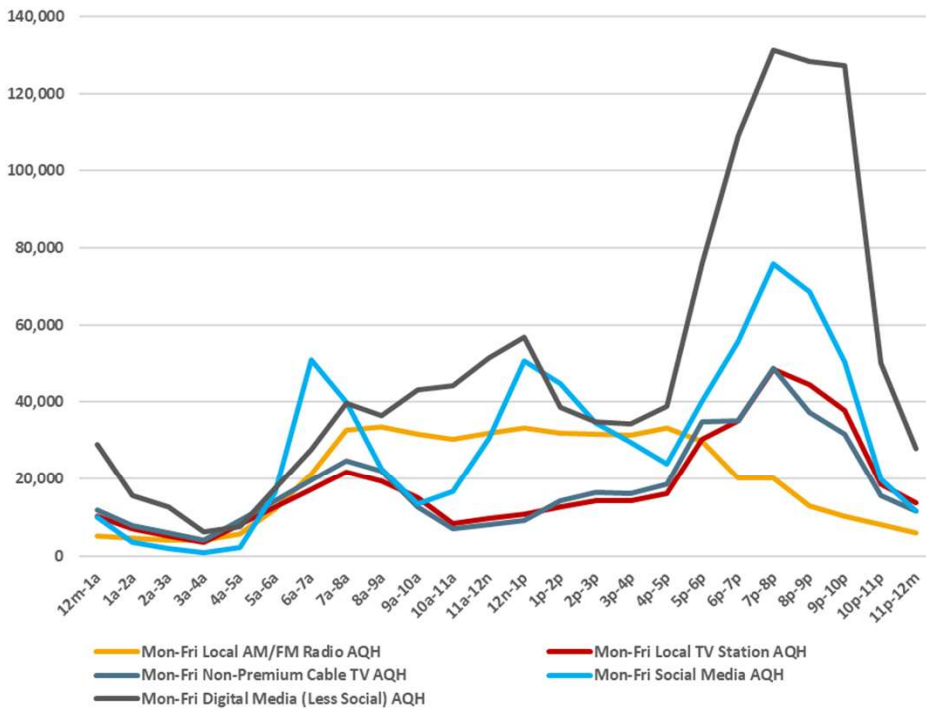
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA 210 DMA Area Adults 18 or older



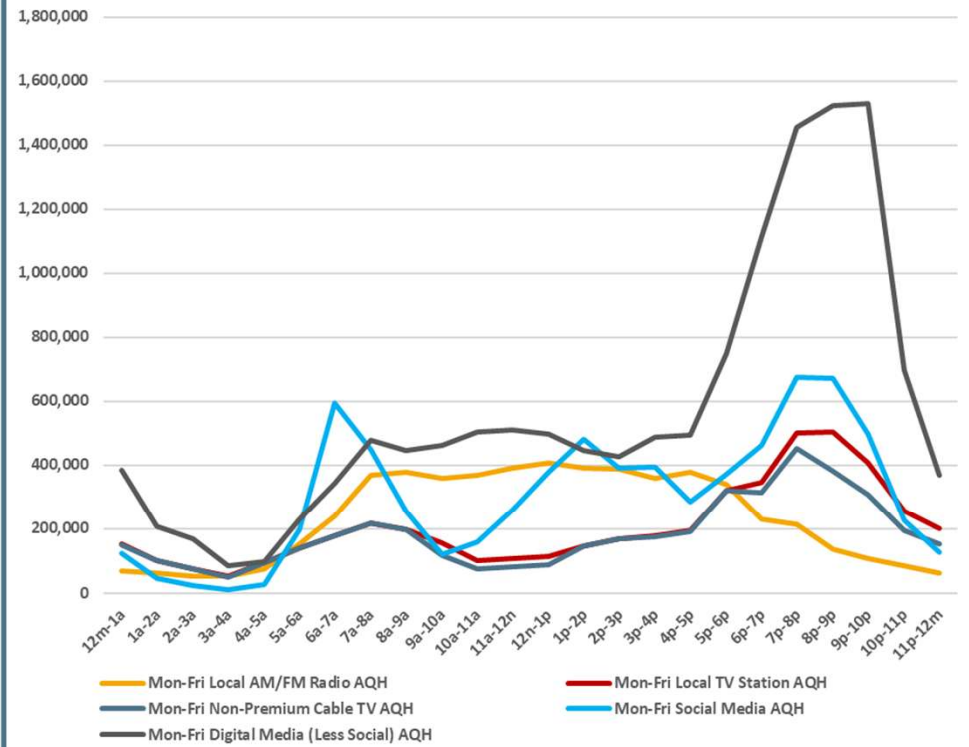


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 48,533; Social Media: 34,858; Local Radio: 30,189; Non-Prem. Cable: 18,358; Local TV: 17,279 reaching Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 21 or older who drank WHITE CLAW Hard Seltzer in
the past 30 days



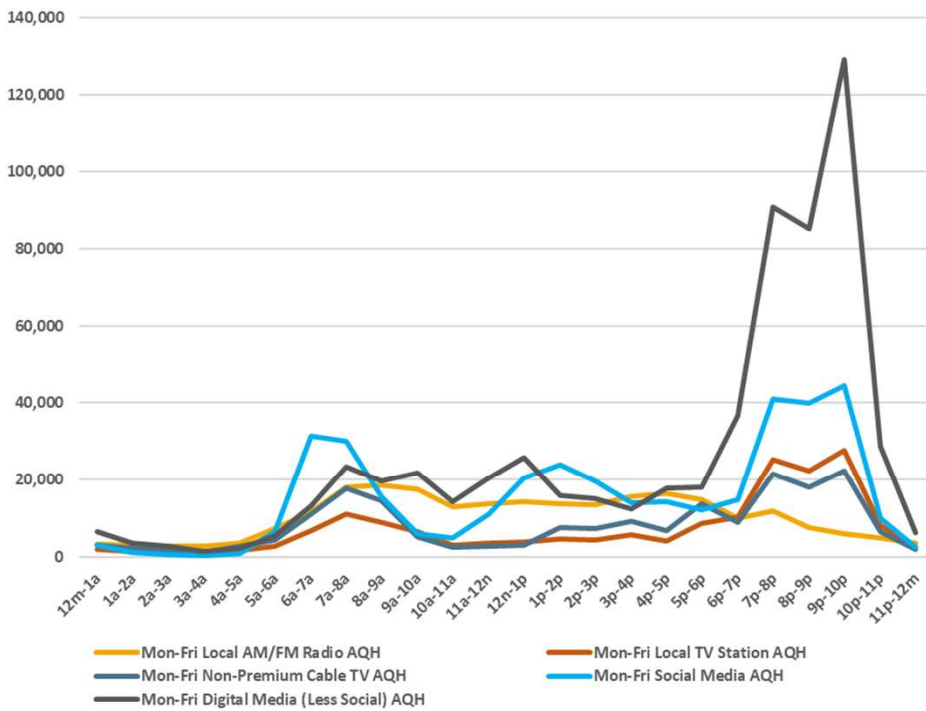
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
CHI Metro Area Adults 21 or older



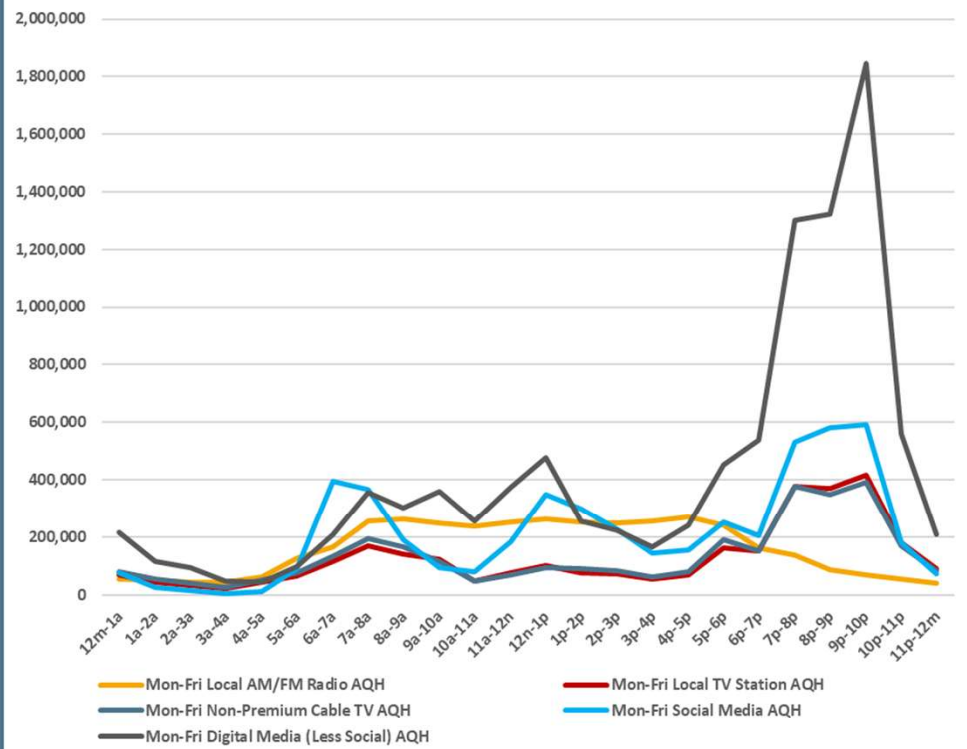


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 19,521; Social Media: 16,736; Local Radio: 14,614; Non-Prem. Cable: 8,434; Local TV: 6,204 reaching Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 da

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 21 or older who drank WHITE CLAW Hard Seltzer in
the past 30 days



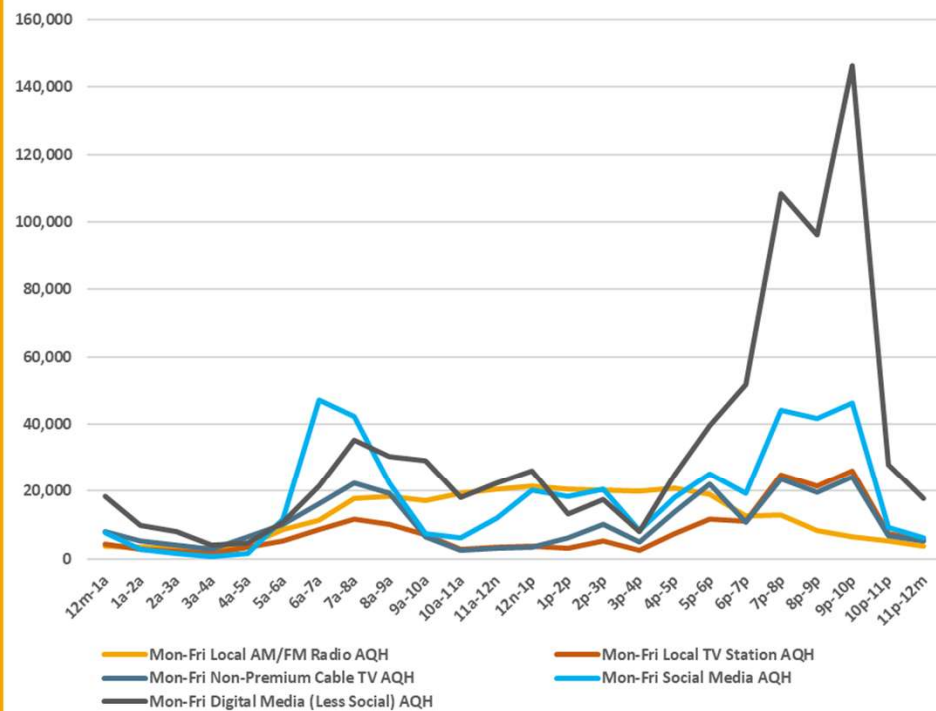
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
WDC DMA Adults 21 or older



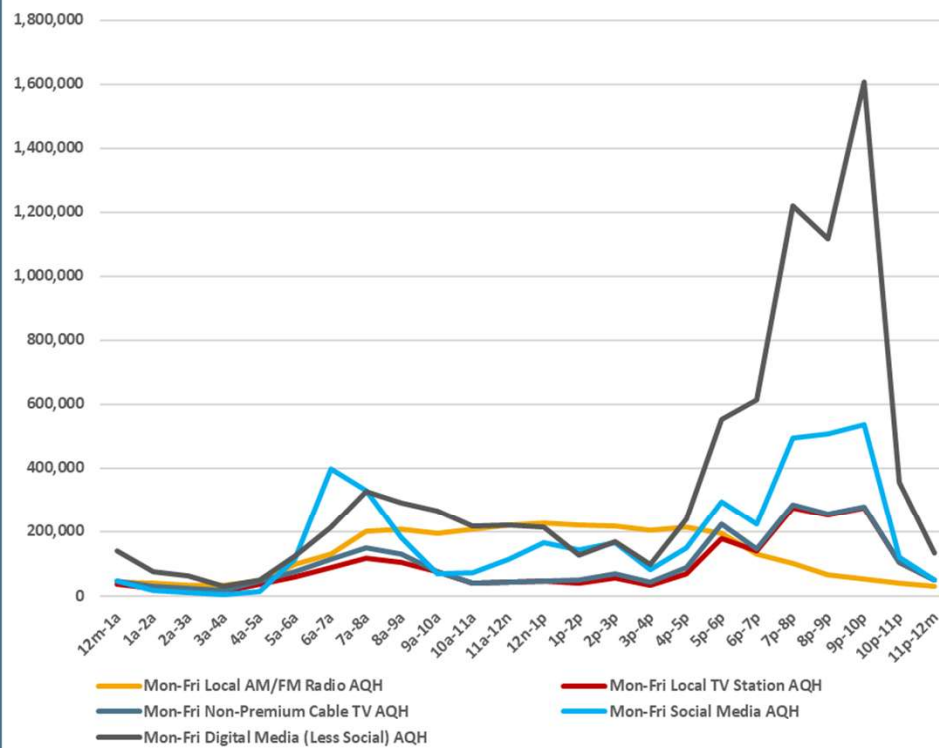


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 25,961; Social Media: 20,565; Local Radio: 18,377; Non-Prem. Cable: 10,819; Local TV: 6,802 reaching Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 d

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days



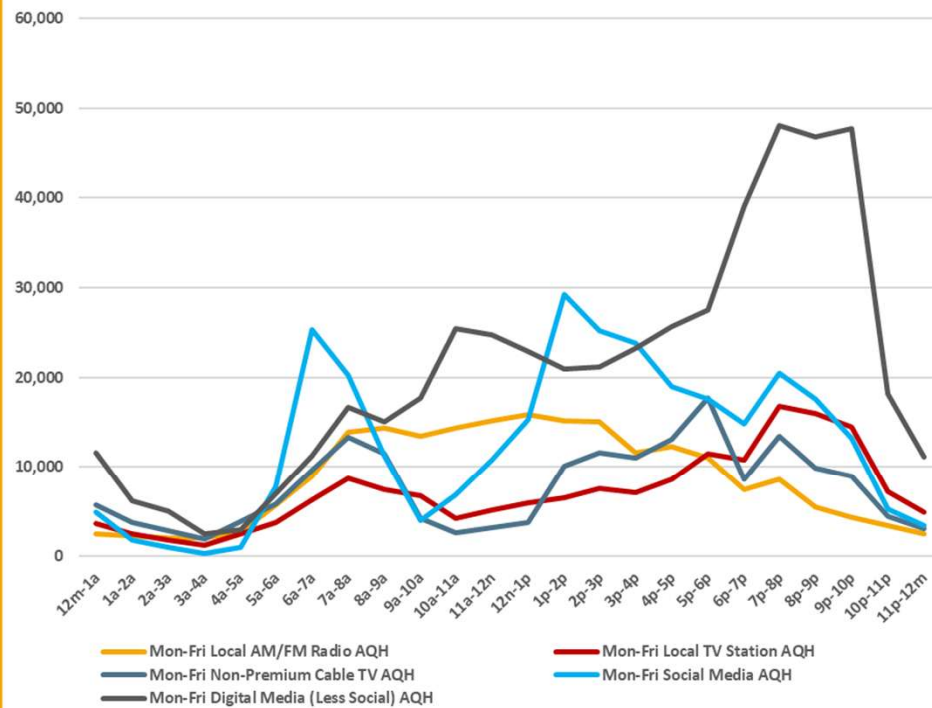
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
SEA Metro Area Adults 21 or older



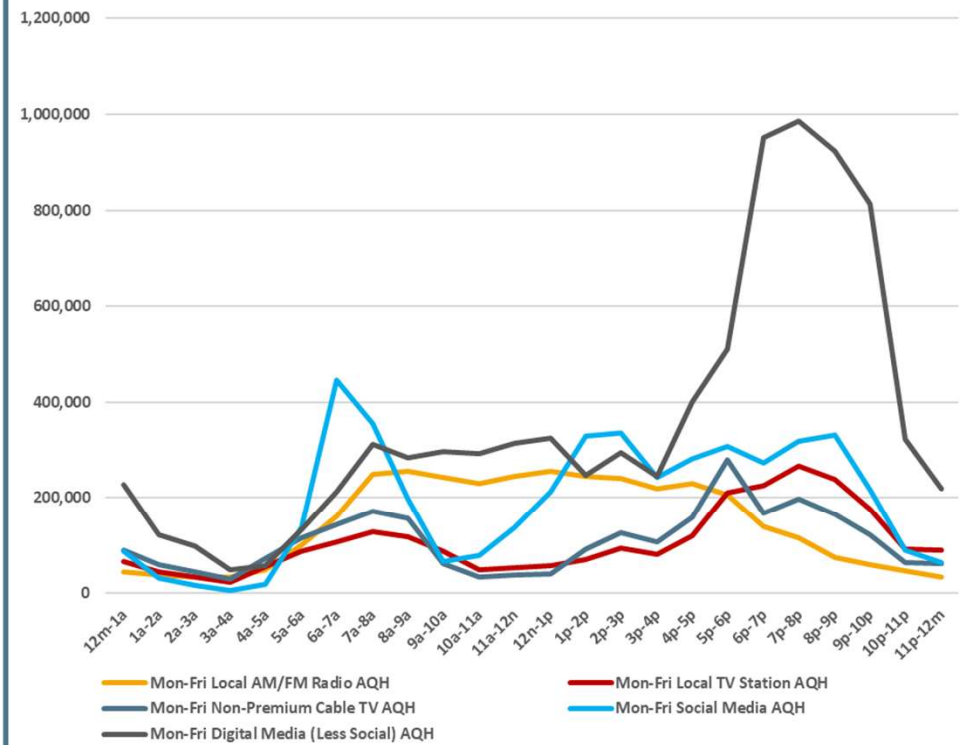


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 22,417; Social Media: 17,208; Local Radio: 12,983; Non-Prem. Cable: 9,246; Local TV: 7,433 reaching Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 da

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days



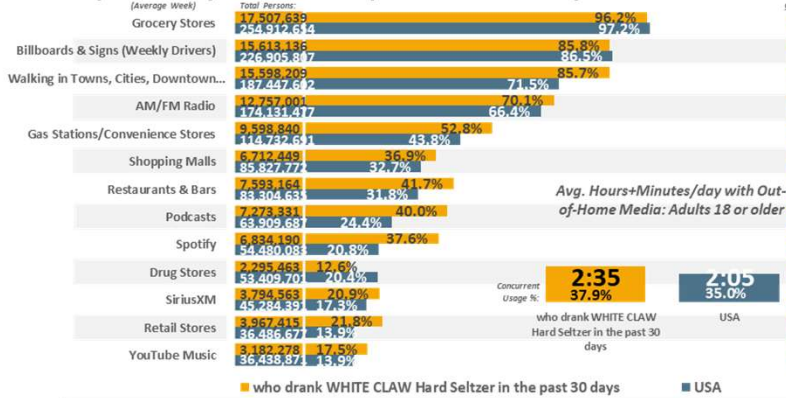
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
PHX Metro Area Adults 21 or older



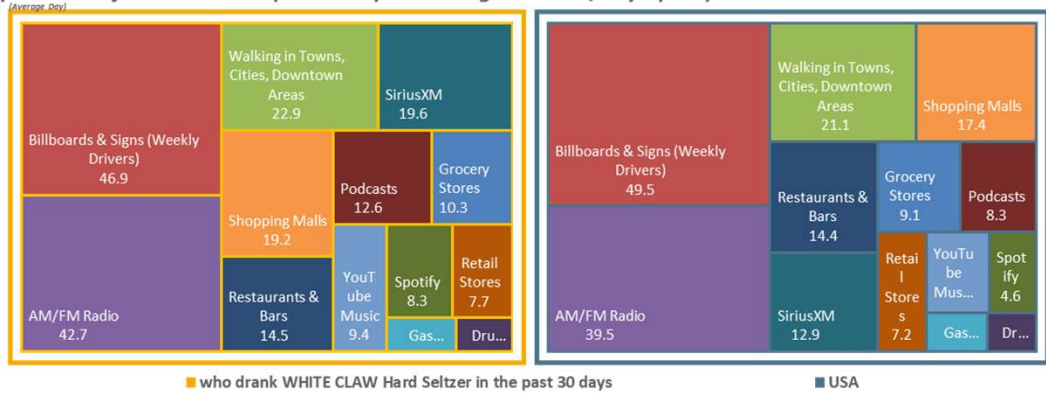


15,613,136 or 85.8% of Adults 18 or older who drank WHITE CLAW Hard Seltzer in the past 30 days spend an average of 46.9 minutes per day driving, seeing Billboards and Signs. 67.2% Listen to Local Radio Stations Out-of-Home for an average of 37. minutes/d

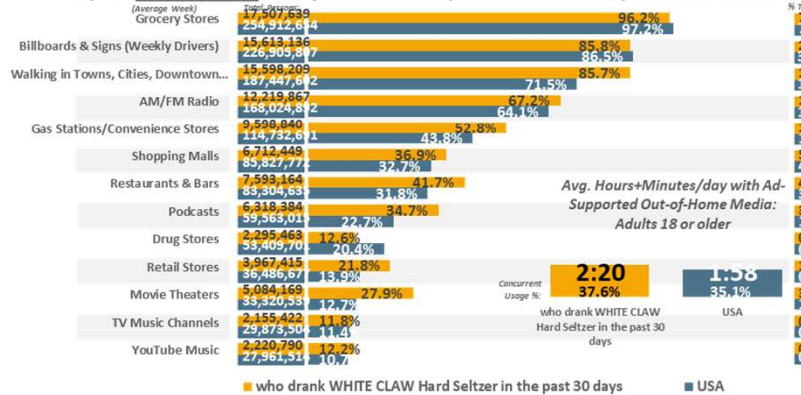
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



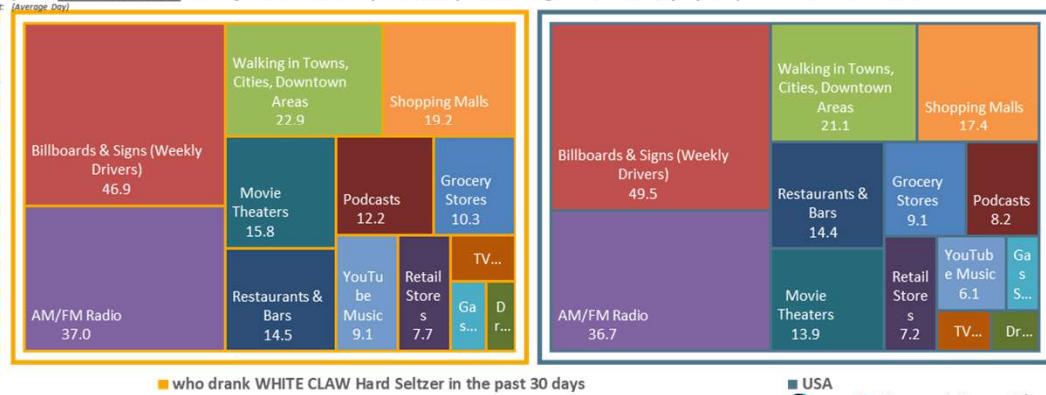
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



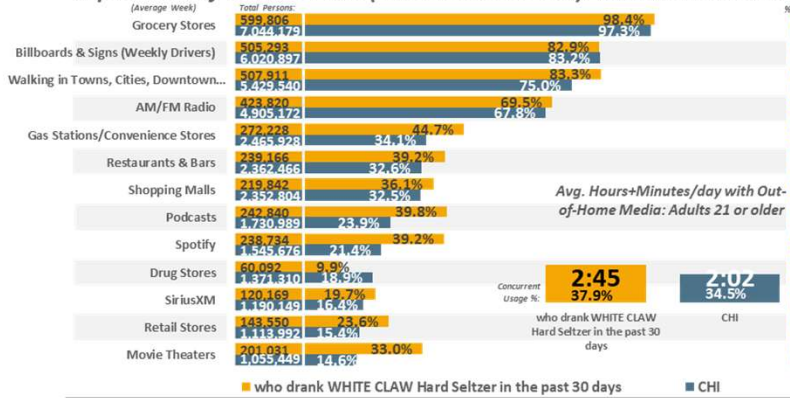
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



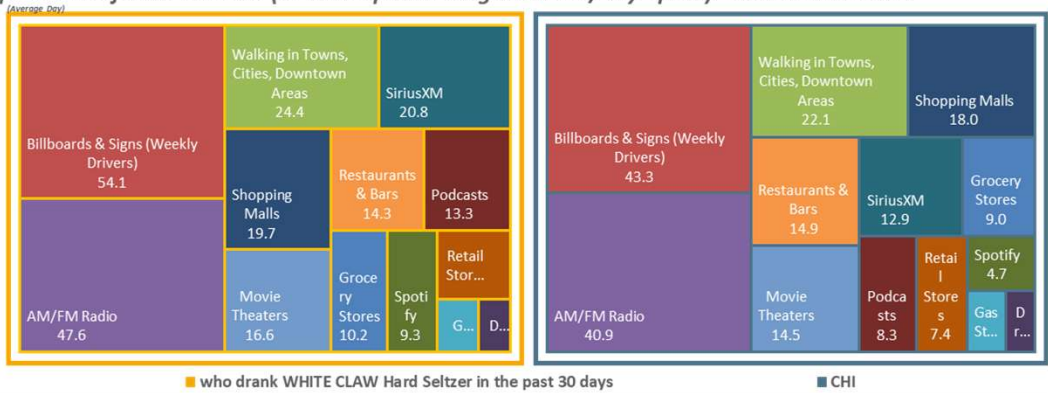


505,293 or 82.9% of Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days spend an average of 54.1 minutes per day driving, seeing Billboards and Signs. 66.5% Listen to Local Radio Stations Out-of-Home for an average of 40.3 minutes/day

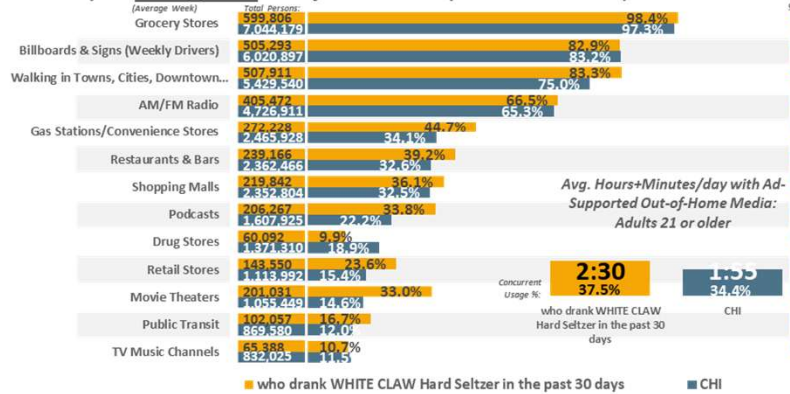
Top-13 Out-of-Home Media (Persons & % Reach): Adults 21 or older



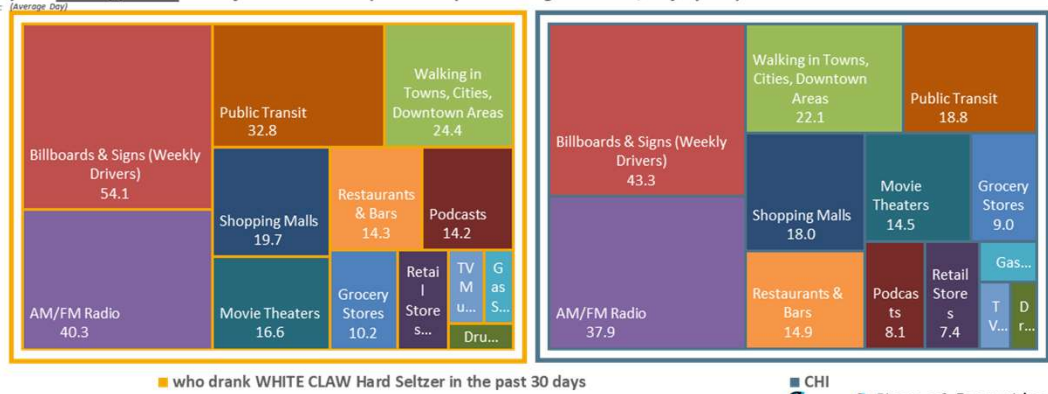
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 21 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 365
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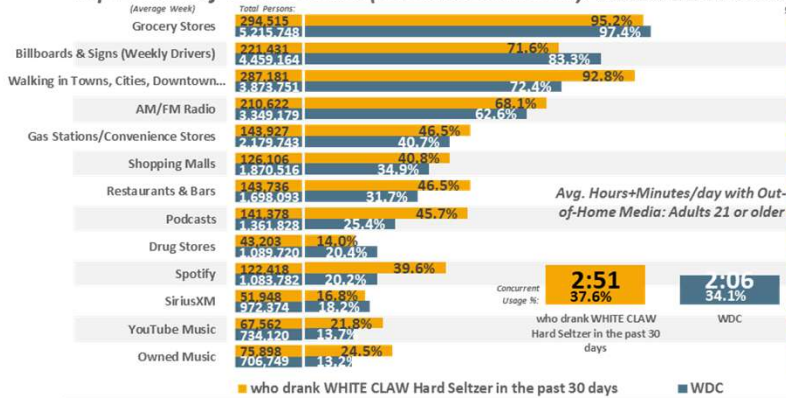
CHI
soefa.ai Share of Everything for Anything

Hard seltzers drank past 30 days: White Claw

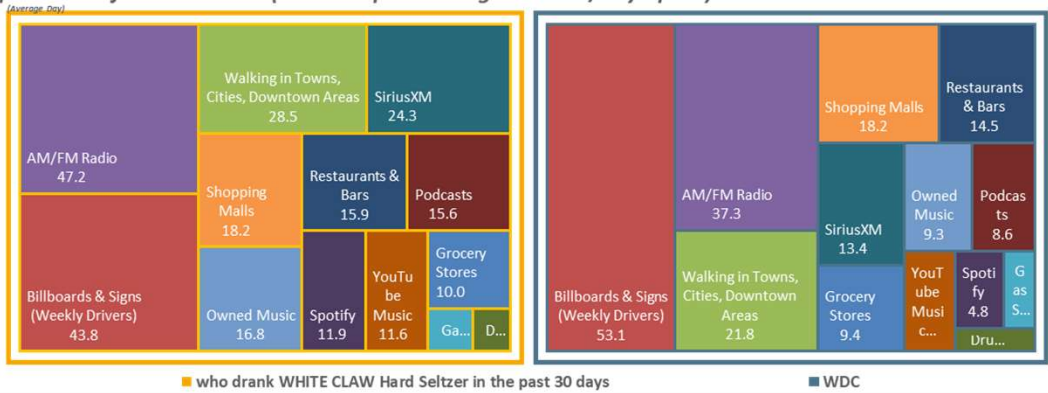


221,431 or 71.6% of Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days spend an average of 43.8 minutes per day driving, seeing Billboards and Signs. 66.4% Listen to Local Radio Stations Out-of-Home for an average of 43.4 minutes/day

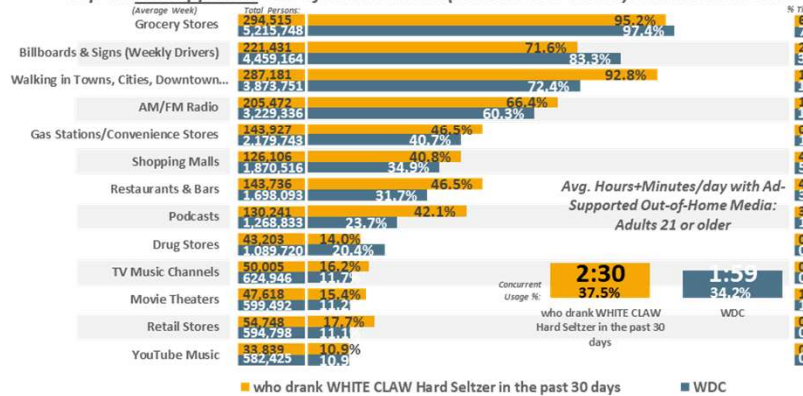
Top-13 Out-of-Home Media (Persons & % Reach): Adults 21 or older



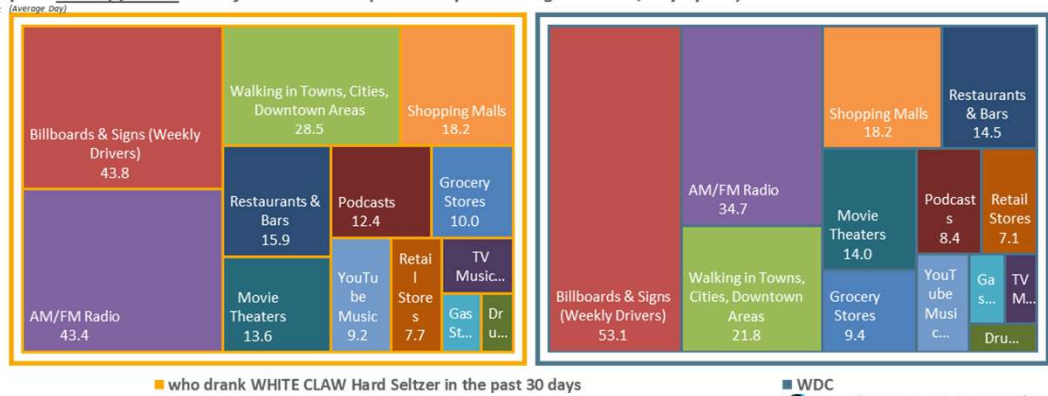
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 21 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



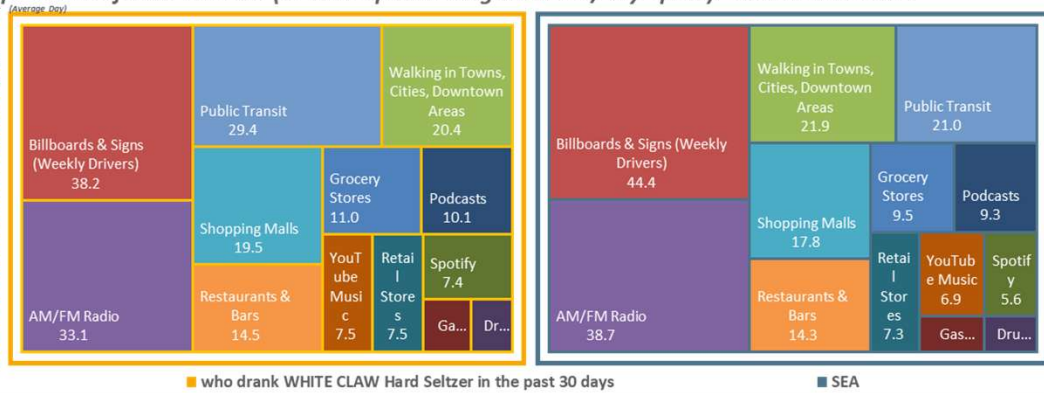


363,559 or 91.4% of Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days spend an average of 38.2 minutes per day driving, seeing Billboards and Signs. 63.2% Listen to Local Radio Stations Out-of-Home for an average of 29.4 minutes/day

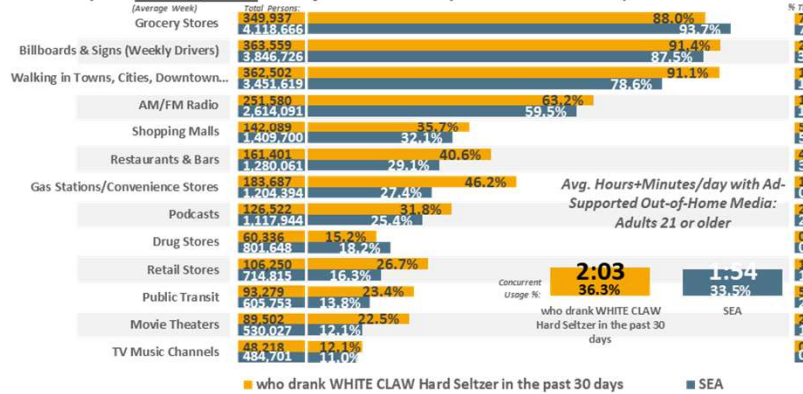
Top-13 Out-of-Home Media (Persons & % Reach): Adults 21 or older



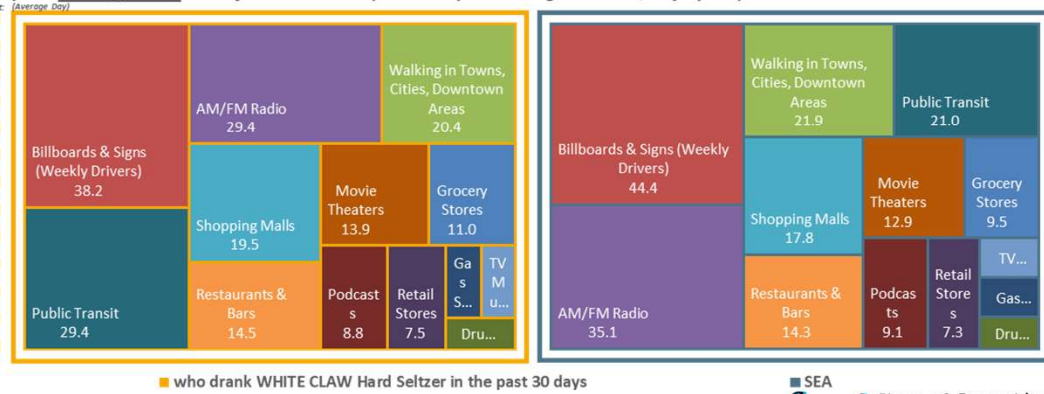
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 21 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 281
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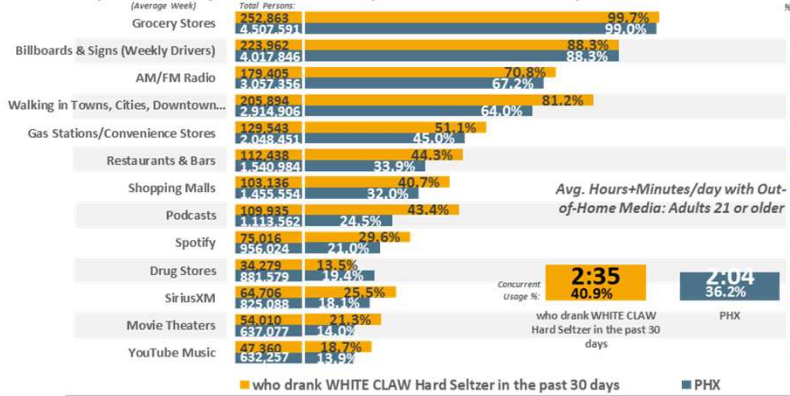
SEA
soefa.ai Share of Everything for Anything

Hard seltzers drank past 30 days: White Claw

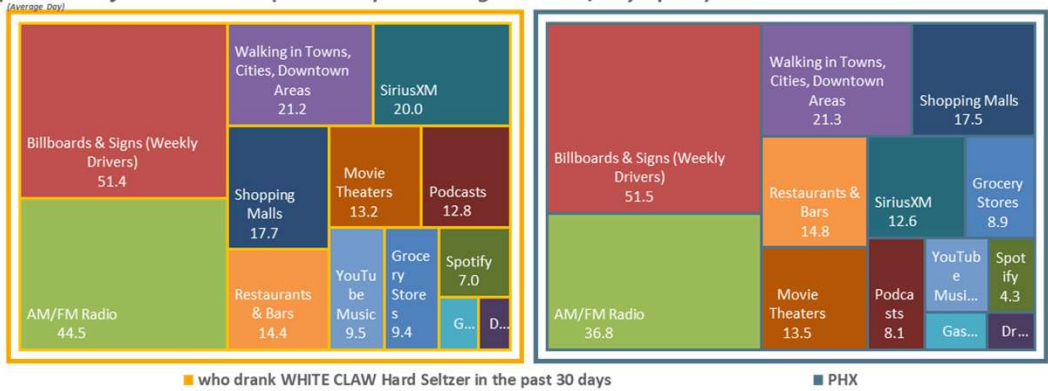


223,962 or 88.3% of Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days spend an average of 51.4 minutes per day driving, seeing Billboards and Signs. 69.3% Listen to Local Radio Stations Out-of-Home for an average of 41.3 minutes/day

Top-13 Out-of-Home Media (Persons & % Reach): Adults 21 or older



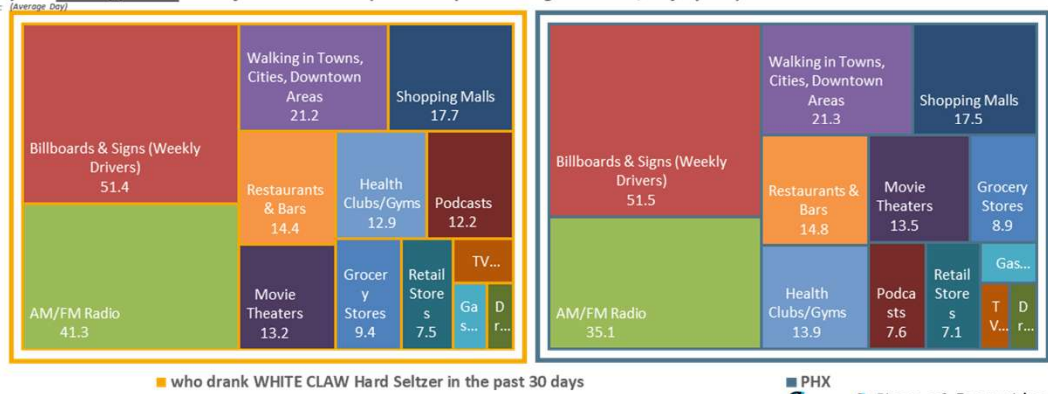
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 21 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 161
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soefa.ai Share of Everything for Anything

Hard seltzers drank past 30 days: White Claw

Weekly
Reach %

% of Weekly Time Spent with Ad-Supported OOH Media:



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USA Projection

Scarborough R2 2025: Sep24-Aug25

Qual Intab

24,802

soefa.ai Share of Everything
for Anything

Hard seltzers drank past 30 days: White Claw

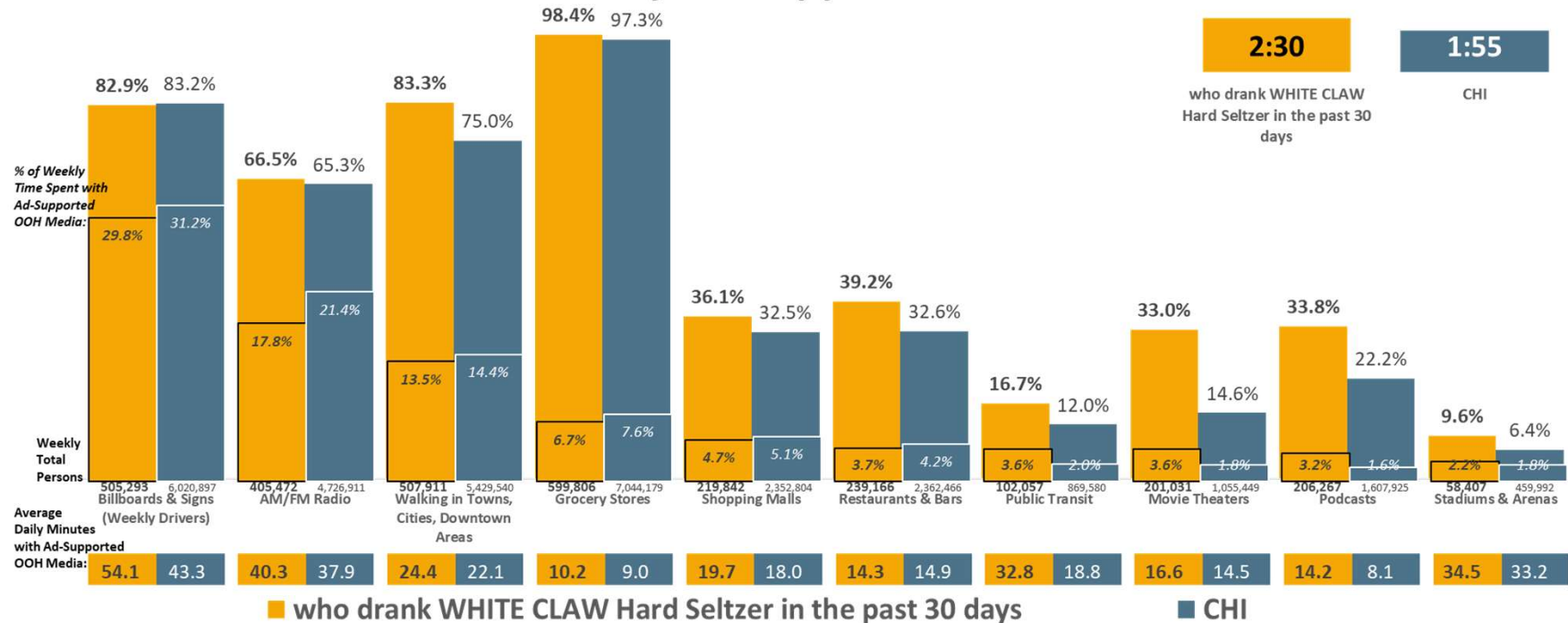


505,293 or 82.9% of Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days spend an average of 54.1 minutes per day driving, seeing Billboards and Signs representing 29.8% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 21 or older

Weekly Reach %

"Share of Ad-Supported OOH Media"



2:30
who drank WHITE CLAW Hard Seltzer in the past 30 days

1:55
CHI

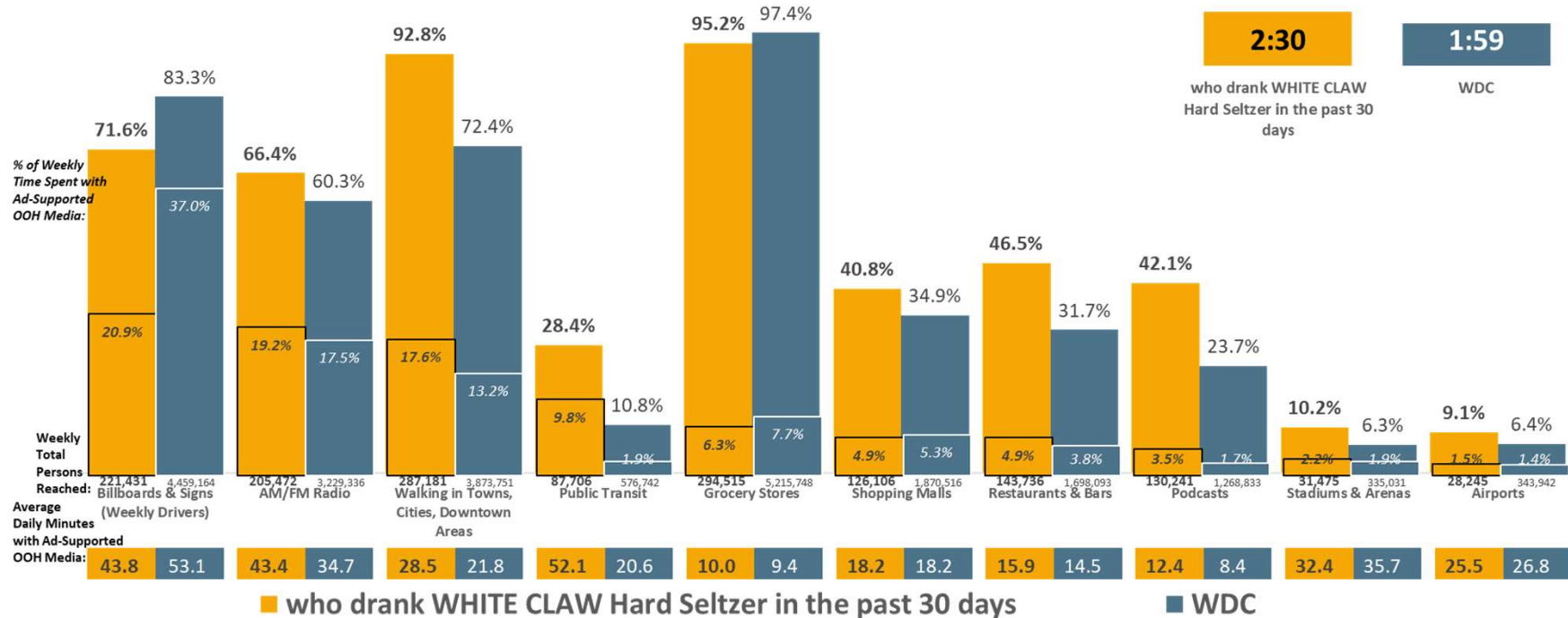


221,431 or 71.6% of Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days spend an average of 43.8 minutes per day driving, seeing Billboards and Signs representing 20.9% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 21 or older

Weekly Reach %

"Share of Ad-Supported OOH Media"



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 337 WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,726
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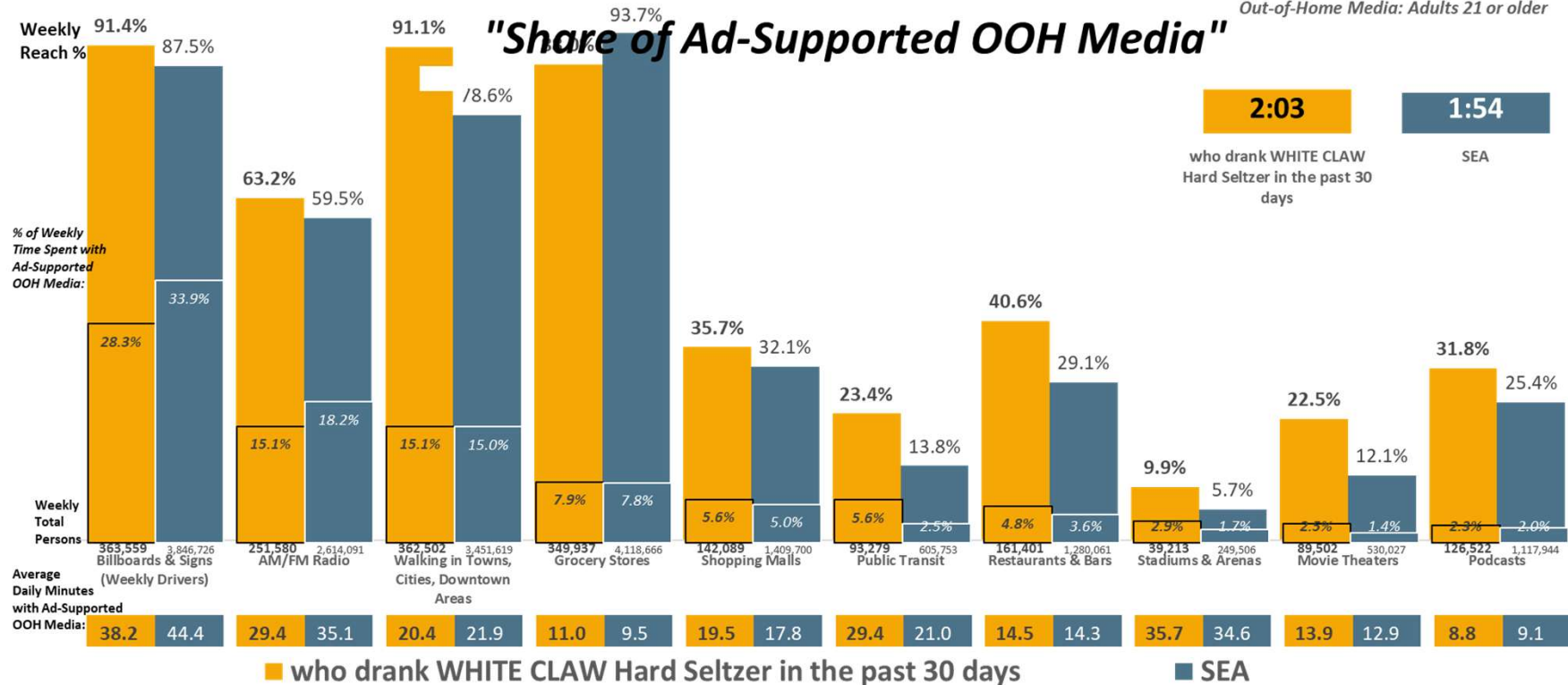
soefa.ai Share of Everything for Anything

Hard seltzers drank past 30 days: White Claw



363,559 or 91.4% of Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days spend an average of 38.2 minutes per day driving, seeing Billboards and Signs representing 28.3% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 21 or older



2:03
who drank WHITE CLAW Hard Seltzer in the past 30 days

1:54
SEA

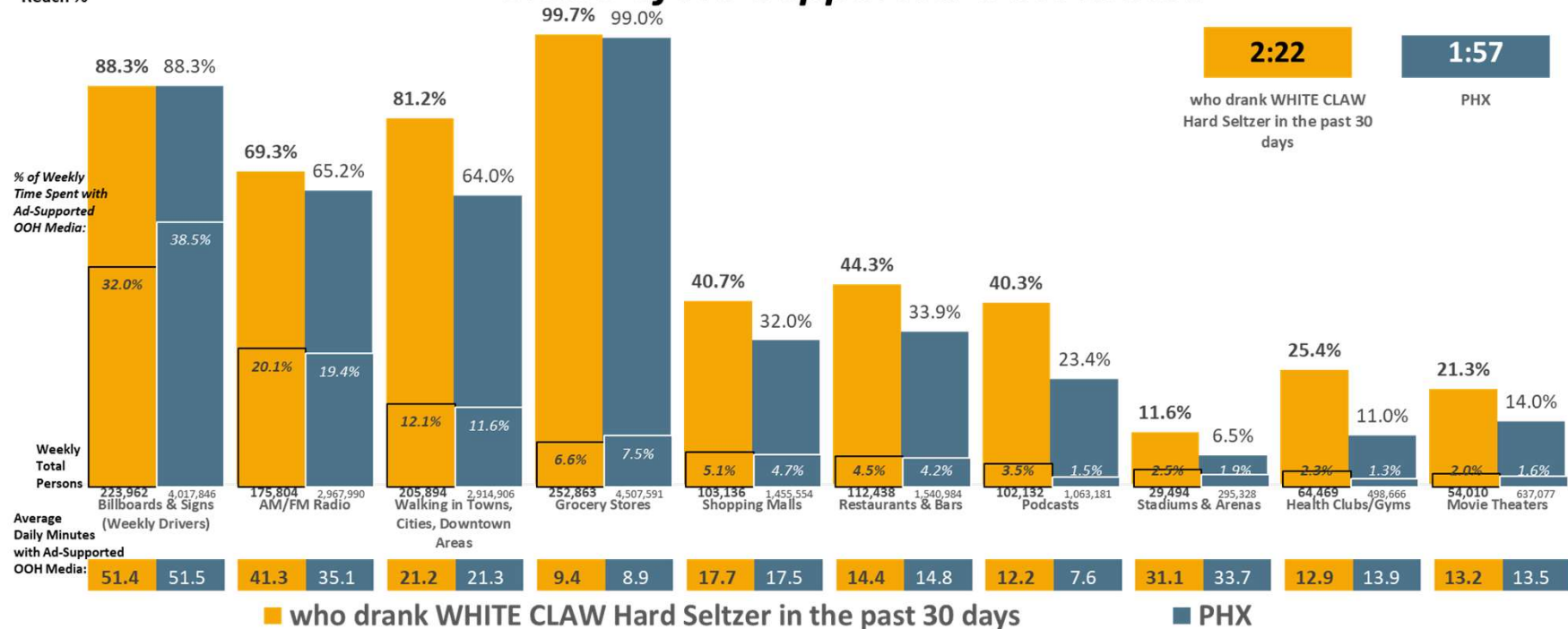


223,962 or 88.3% of Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days spend an average of 51.4 minutes per day driving, seeing Billboards and Signs representing 32.0% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 21 or older

Weekly Reach %

"Share of Ad-Supported OOH Media"



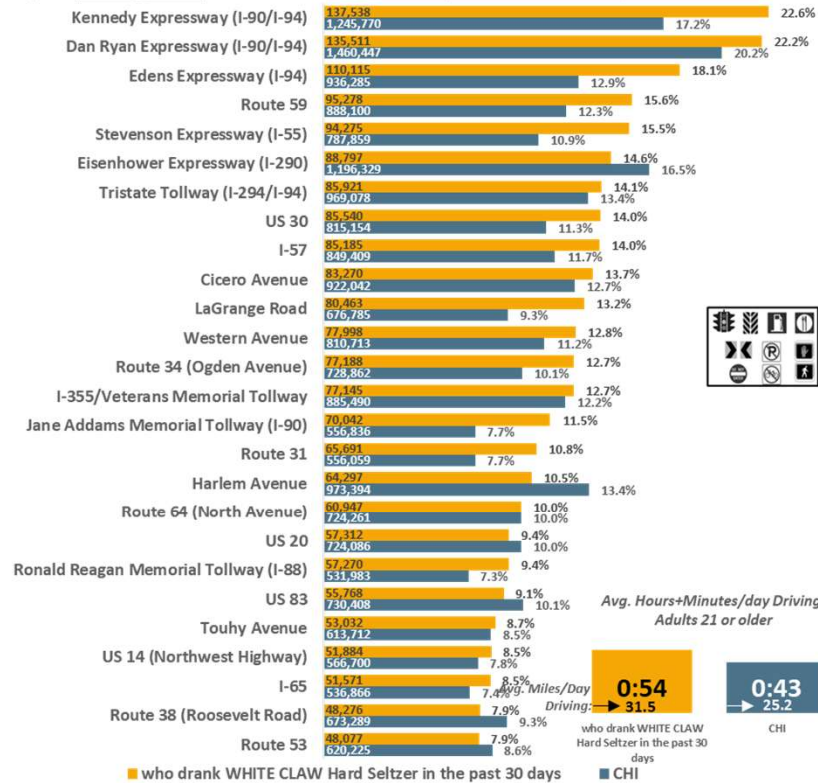
2:22
who drank WHITE CLAW Hard Seltzer in the past 30 days

1:57
PHX

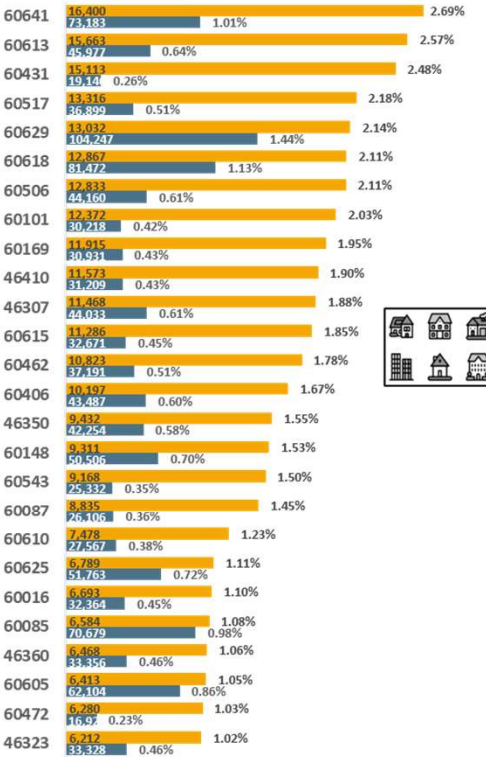


505,293 or 82.9% of Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days spend an average of 54.1 minutes per day driving an average of 31.5 miles each day and are 49.4% more likely to use Jane Addams Memorial Tollway (I-90) than the M

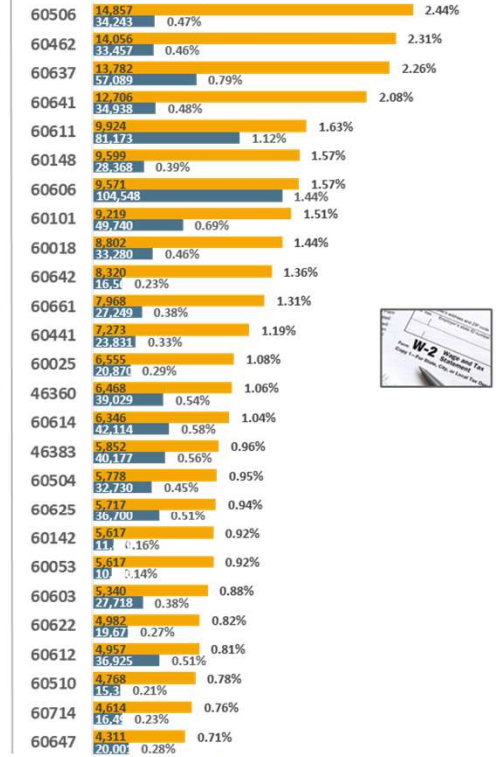
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 21 or older



Top-26 Residential Zip Codes: Adults 21 or older



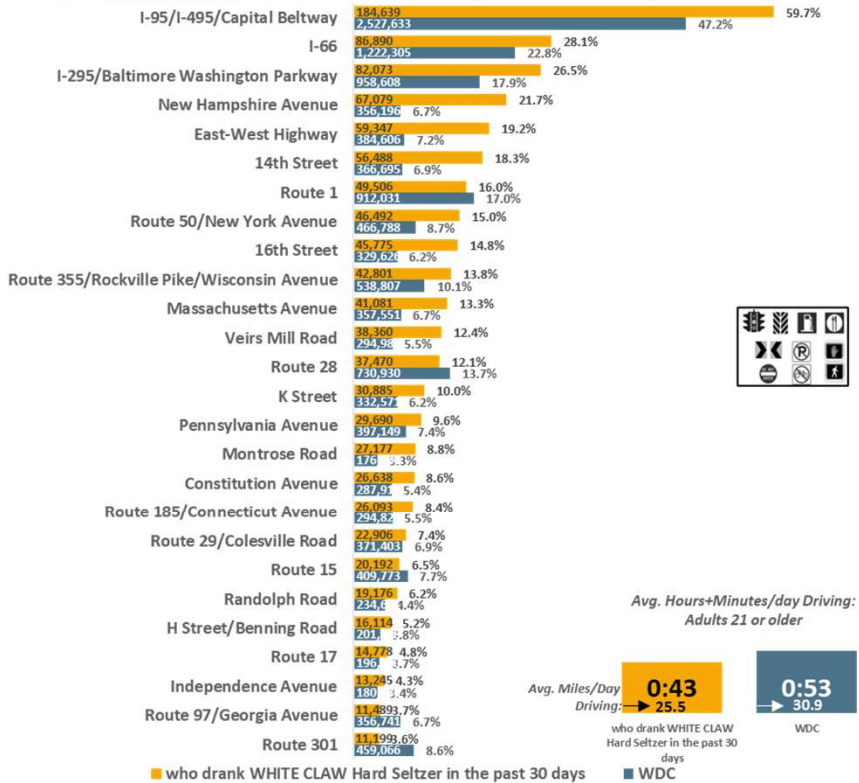
Top-26 Employment Zip Codes: Adults 21 or older



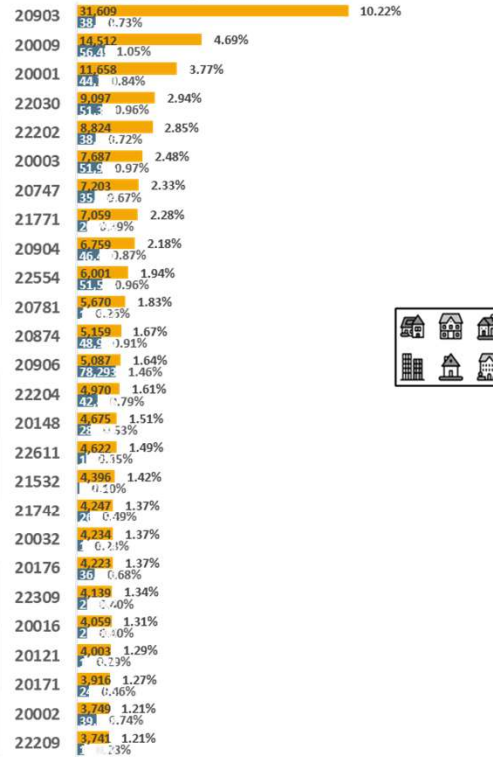


221,431 or 71.6% of Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days spend an average of 43.8 minutes per day driving an average of 25.5 miles each day and are 225.9% more likely to use New Hampshire Avenue than the Metro average.

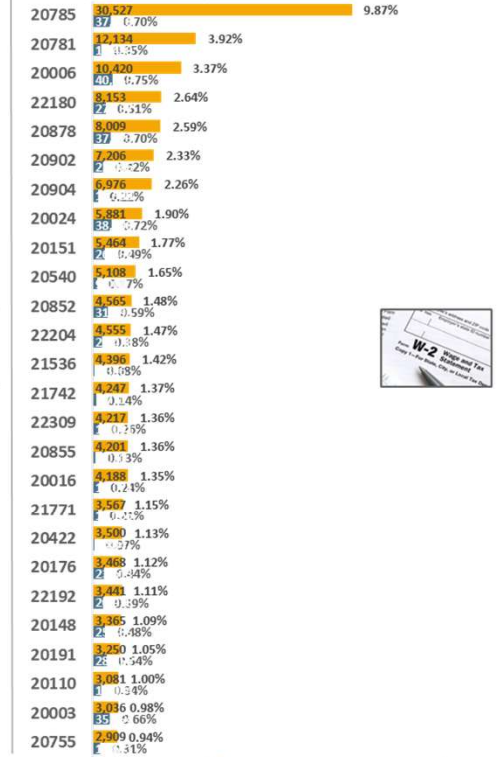
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 21 or older



Top-26 Residential Zip Codes: Adults 21 or older



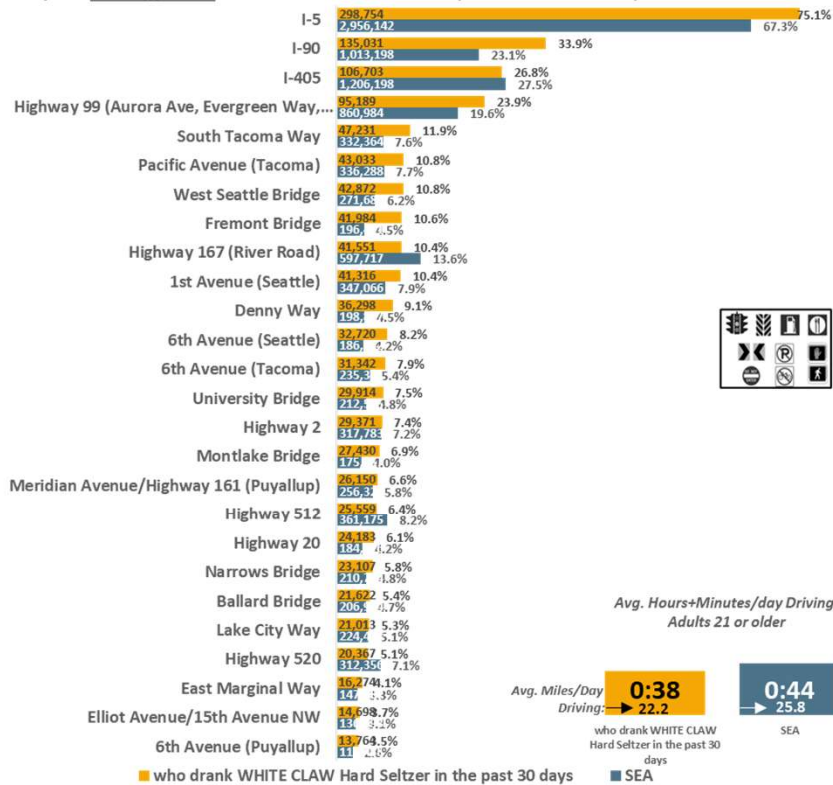
Top-26 Employment Zip Codes: Adults 21 or older





363,559 or 91.4% of Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days spend an average of 38.2 minutes per day driving an average of 22.2 miles each day and are 136.% more likely to use Fremont Bridge than the Metro average.

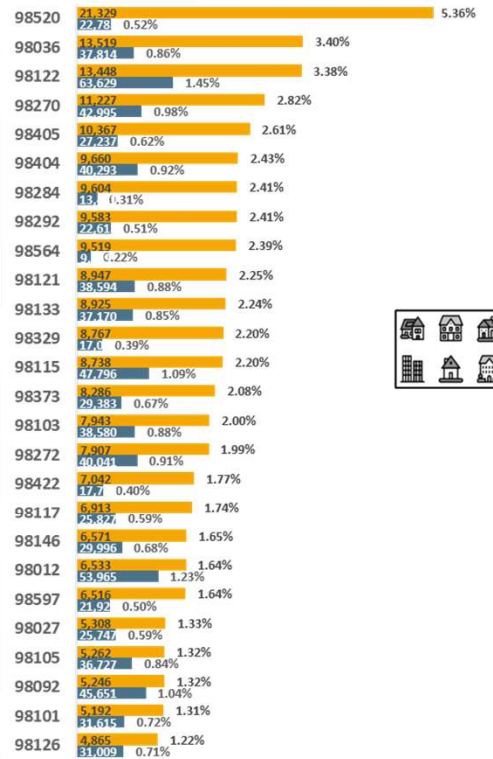
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 21 or older



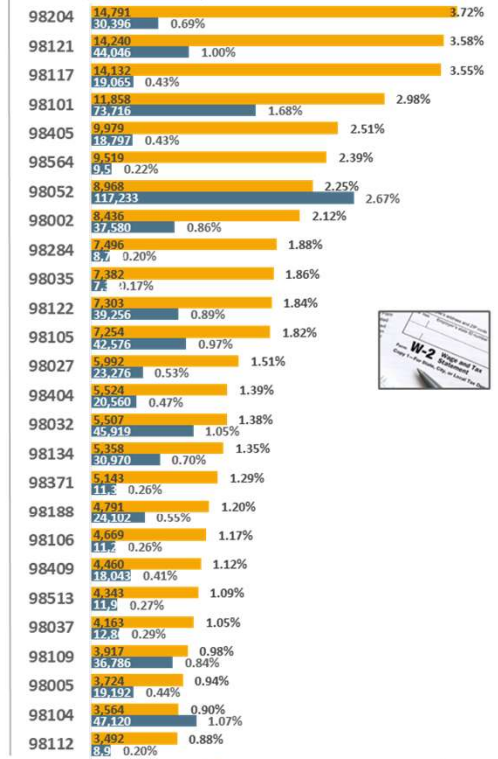
Avg. Hours+Minutes/day Driving:
Adults 21 or older



Top-26 Residential Zip Codes: Adults 21 or older



Top-26 Employment Zip Codes: Adults 21 or older

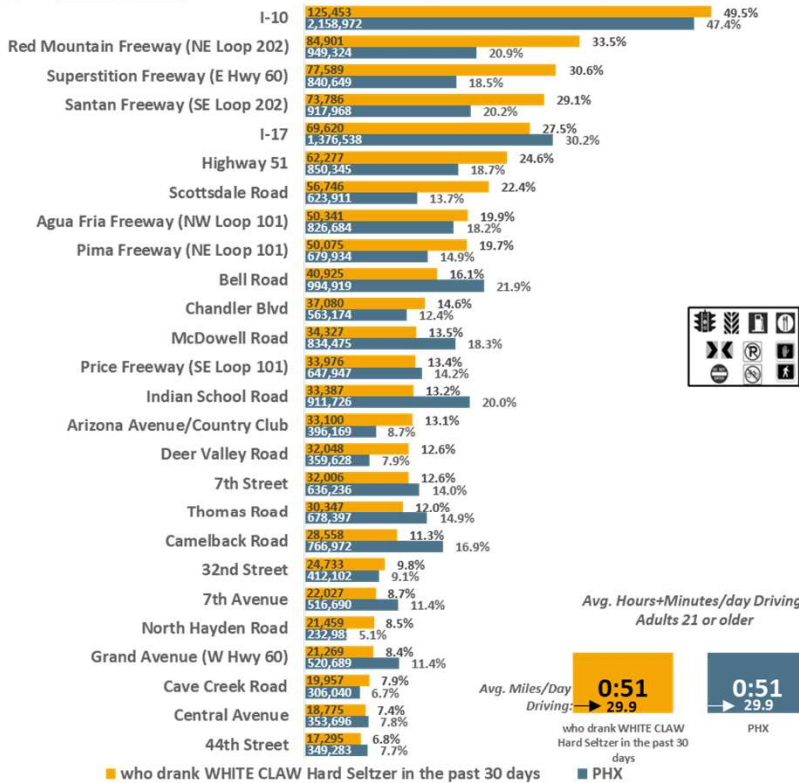


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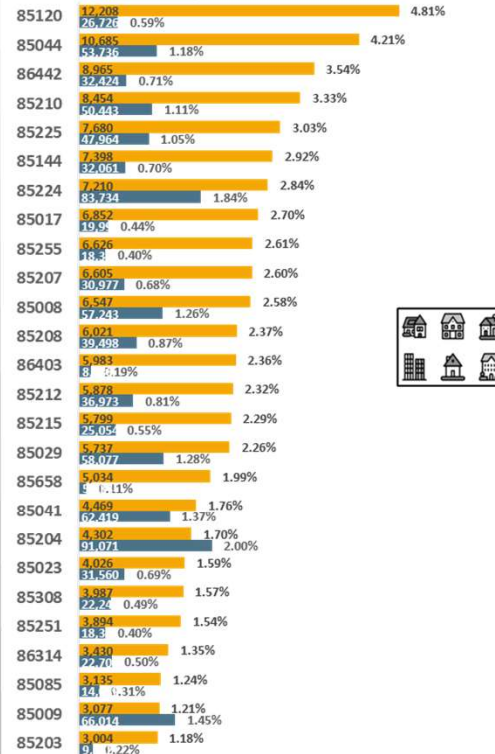


223,962 or 88.3% of Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days spend an average of 51.4 minutes per day driving an average of 29.9 miles each day and are 65.7% more likely to use Superstition Freeway (E Hwy 60) than the Metro

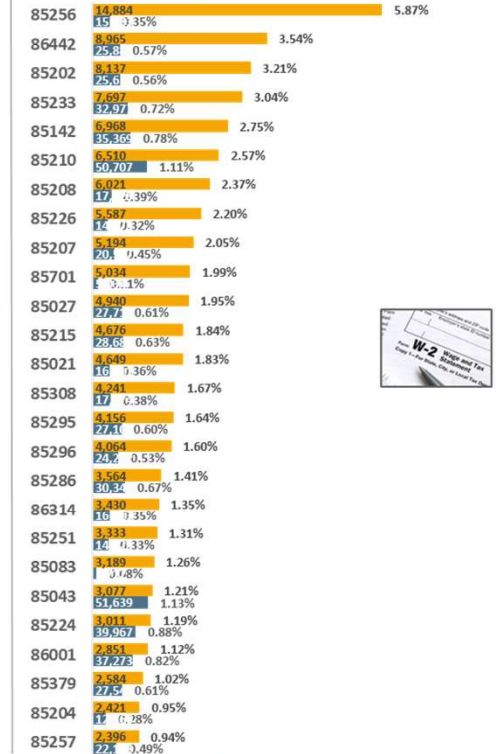
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 21 or older



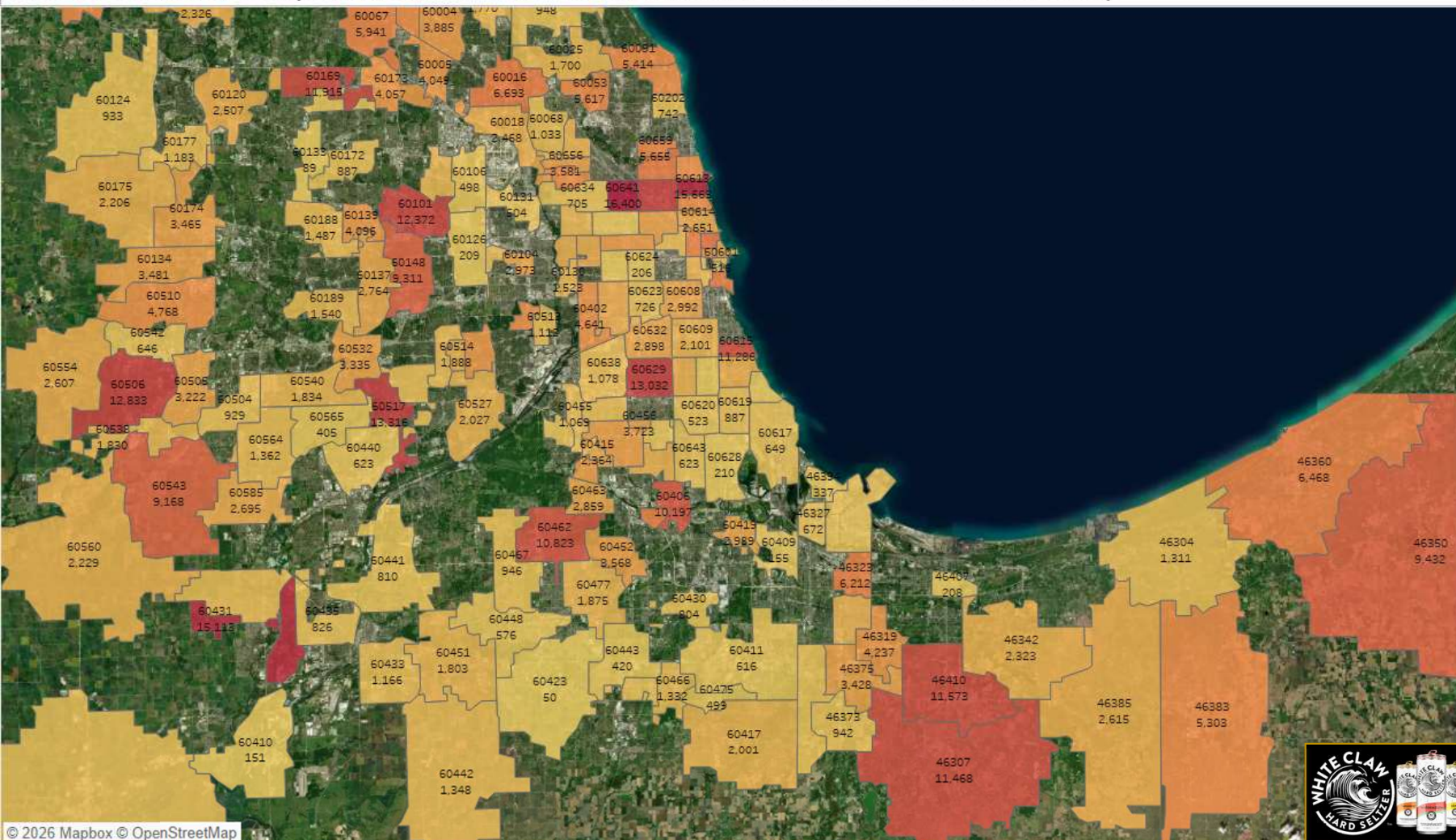
Top-26 Residential Zip Codes: Adults 21 or older



Top-26 Employment Zip Codes: Adults 21 or older



Top Residential Zip Codes: (Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days)



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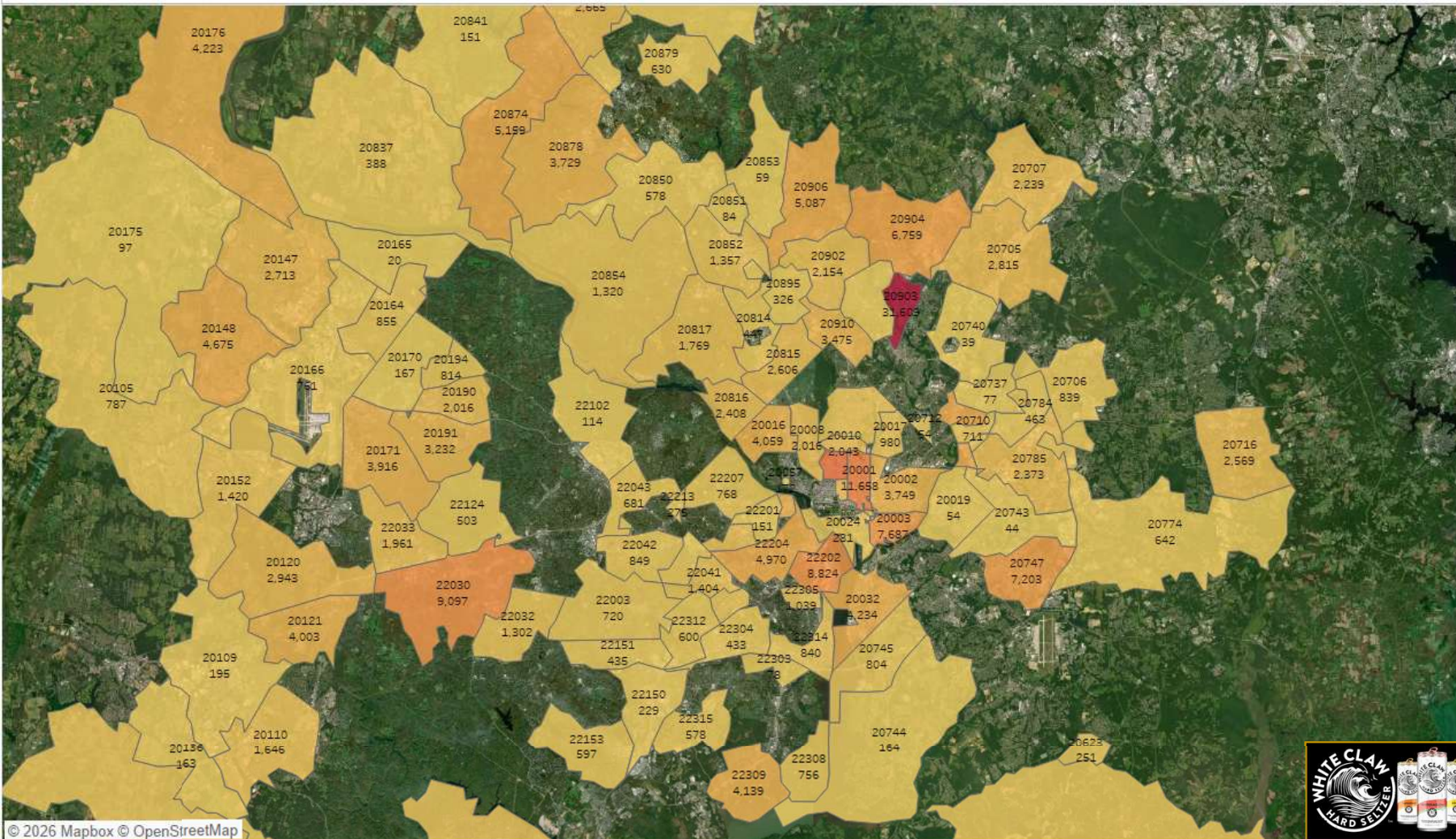
CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 365
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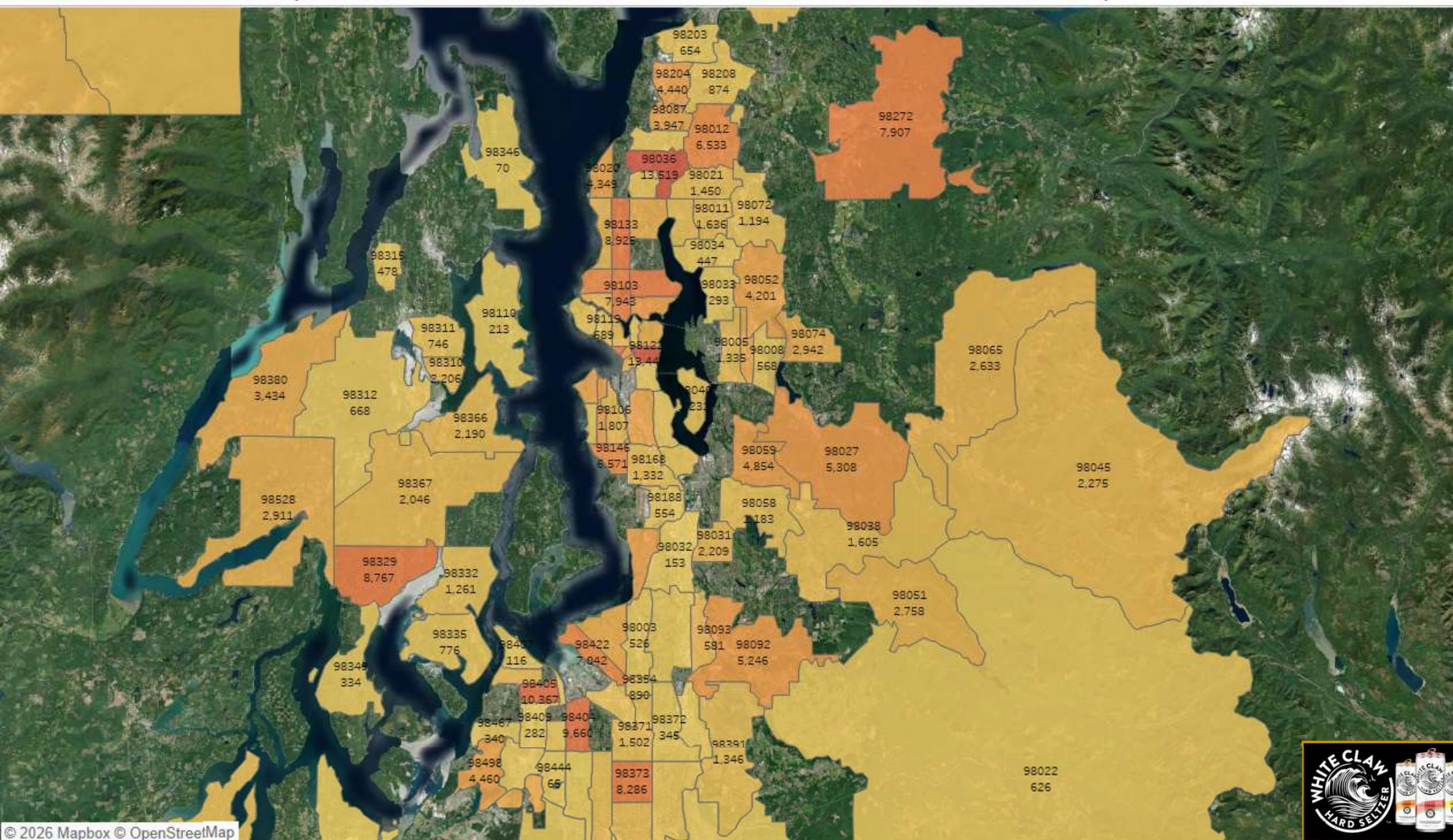
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Hard seltzers drank past 30 days: White Claw

Top Residential Zip Codes: (Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days)



Top Residential Zip Codes: (Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days)



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SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 281
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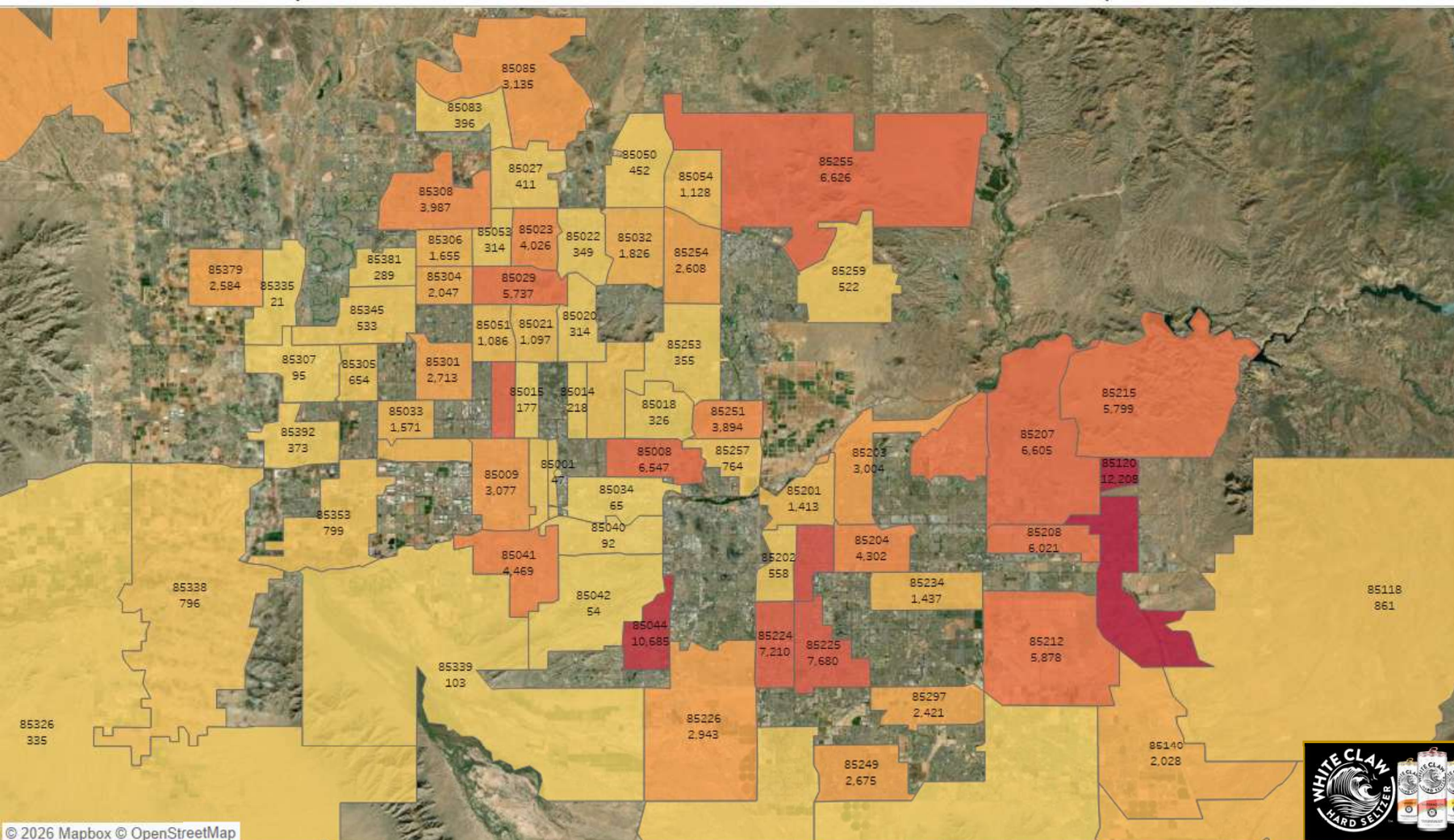
Hard seltzers drank past 30 days: White Claw



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Top Residential Zip Codes: (Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days)

SUM(Adults 21 or older ...



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PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 161
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Hard seltzers drank past 30 days: White Claw

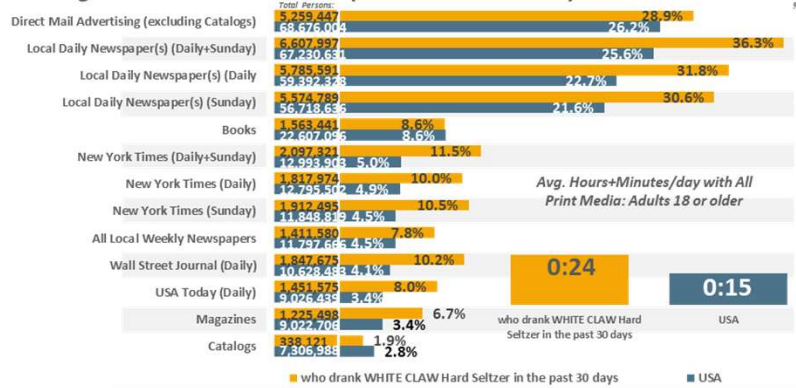


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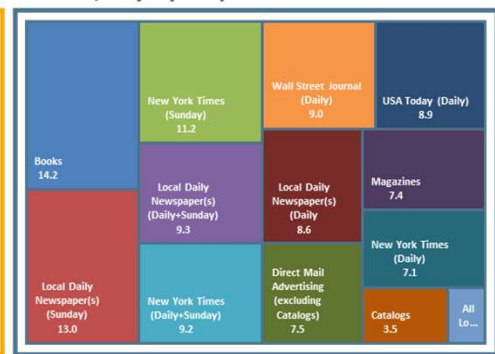
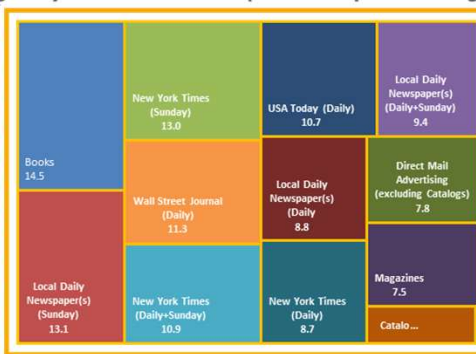


6,607,997 or 36.3% of Adults 18 or older who drank WHITE CLAW Hard Seltzer in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.4 minutes every day representing 29.8% of all time spent daily with All forms of Print Media.

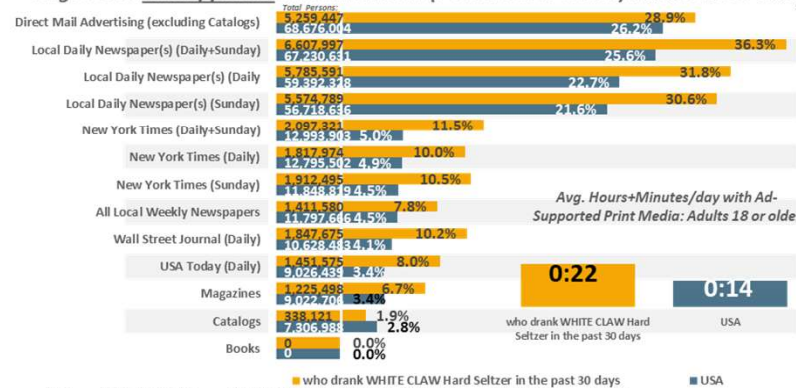
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



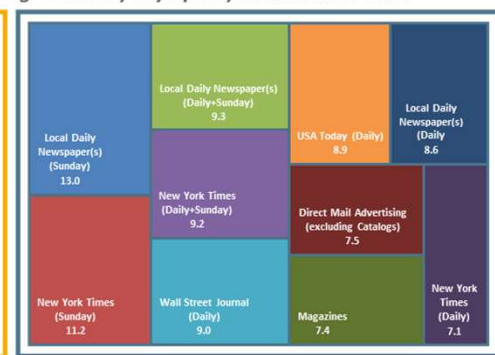
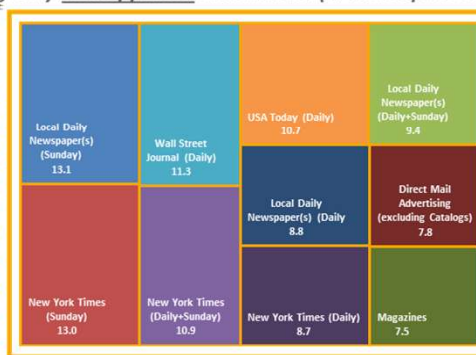
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



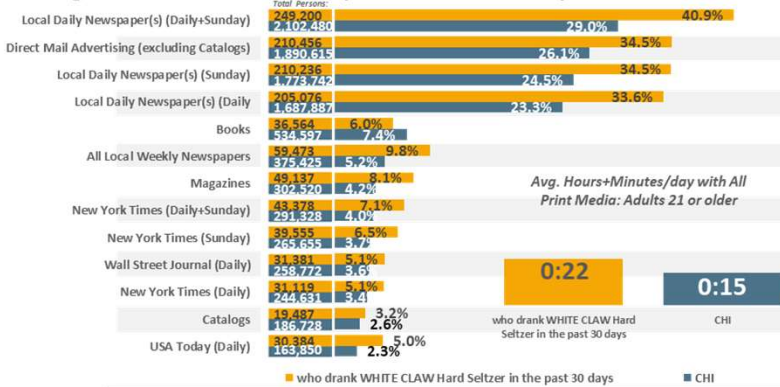
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





249,200 or 40.9% of Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.2 minutes every day representing 34.2% of all time spent daily with All forms of Print Media.

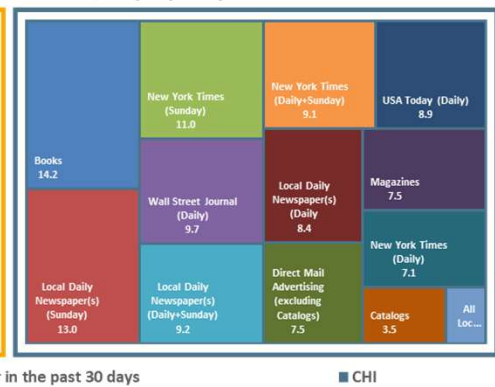
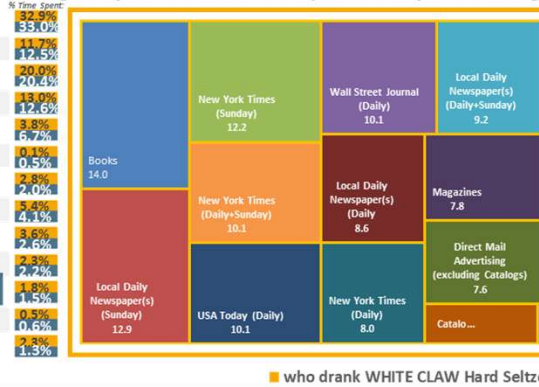
Avg. Week All Print Media (Persons & % Reach): Adults 21 or older



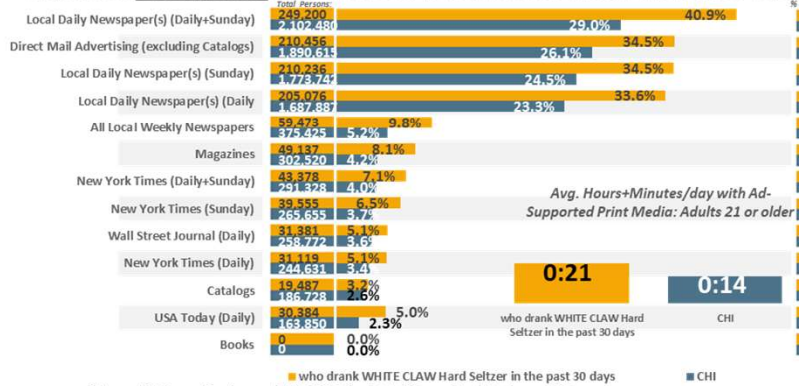
Avg. Hours+Minutes/day with All Print Media: Adults 21 or older

0:22

Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



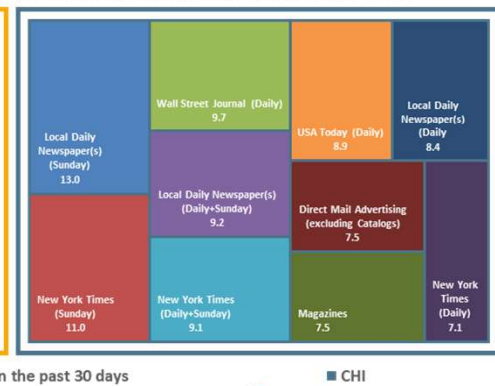
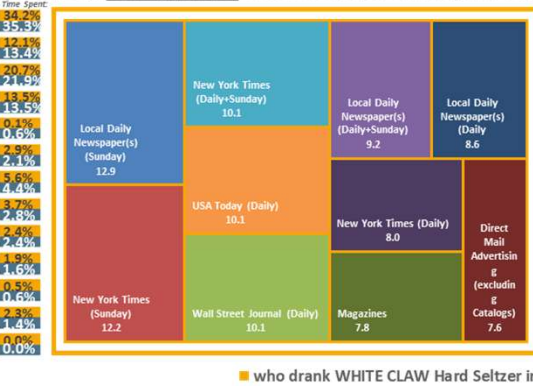
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 21 or older



Avg. Hours+Minutes/day with Ad-Supported Print Media: Adults 21 or older

0:21

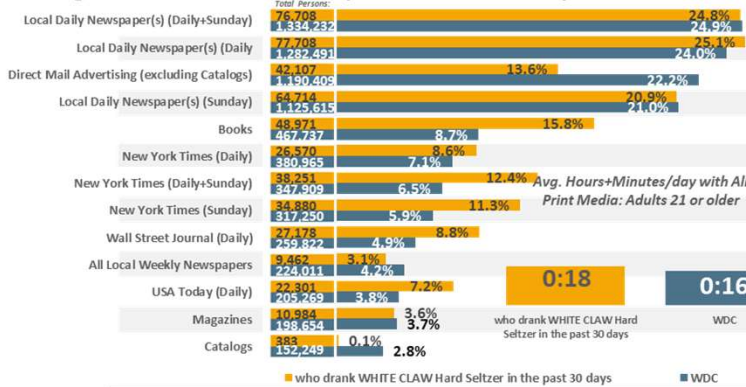
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



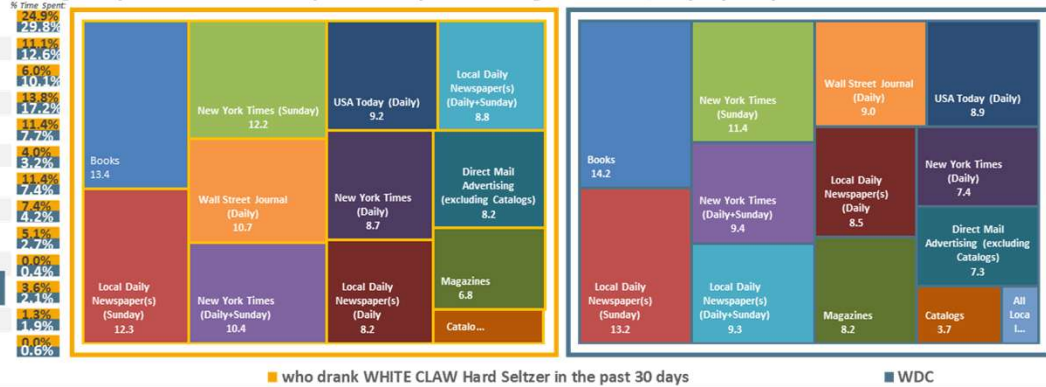


76,708 or 24.8% of Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.8 minutes every day representing 28.2% of all time spent daily with All forms of Print Media.

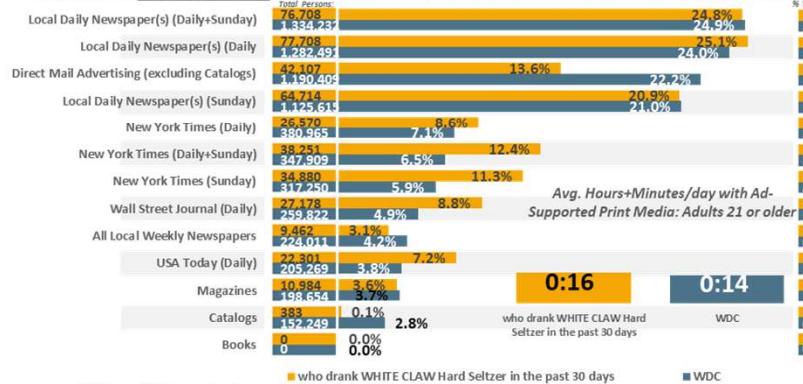
Avg. Week All Print Media (Persons & % Reach): Adults 21 or older



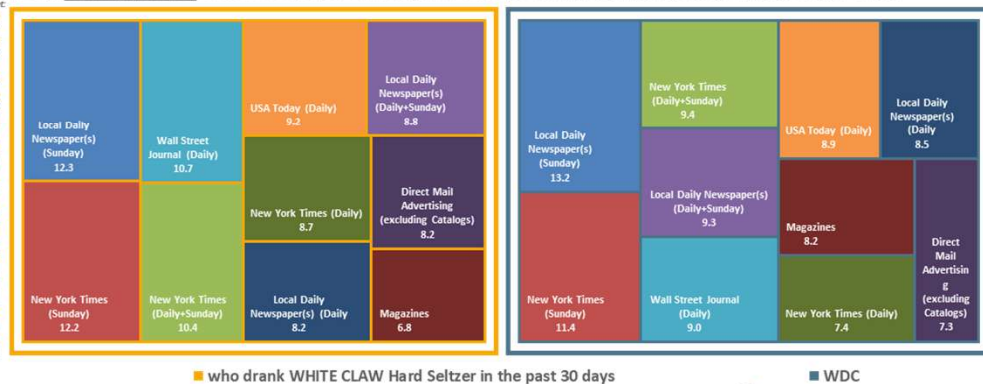
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 21 or older



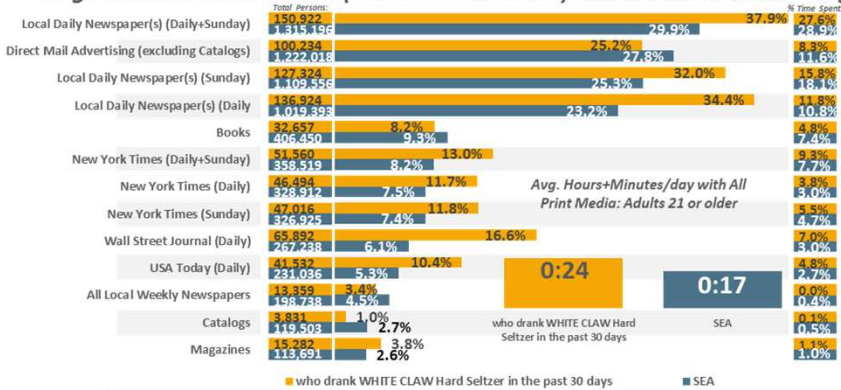
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



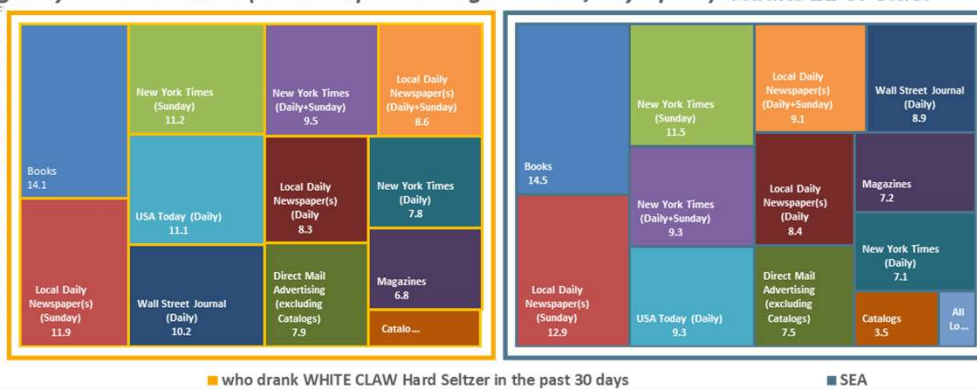


150,922 or 37.9% of Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.6 minutes every day representing 29.9% of all time spent daily with All forms of Print Media.

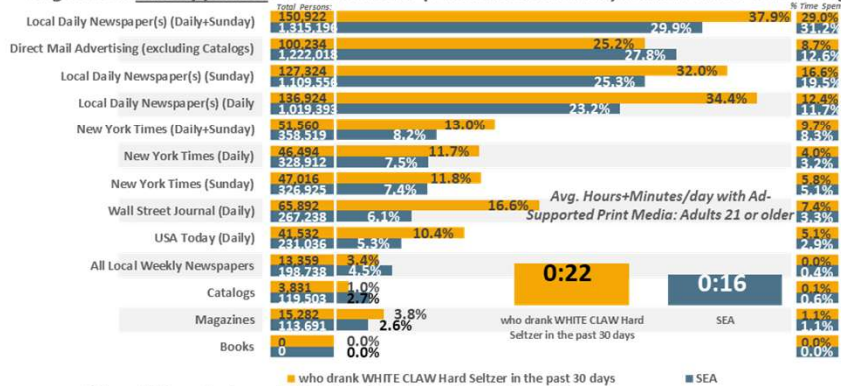
Avg. Week All Print Media (Persons & % Reach): Adults 21 or older



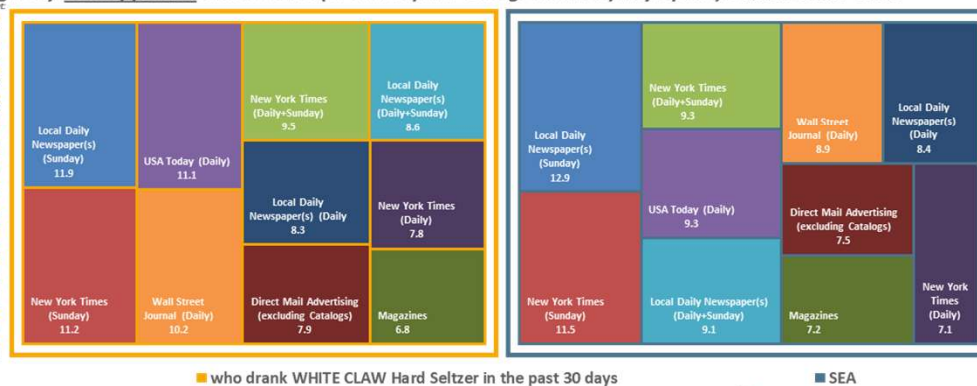
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 21 or older



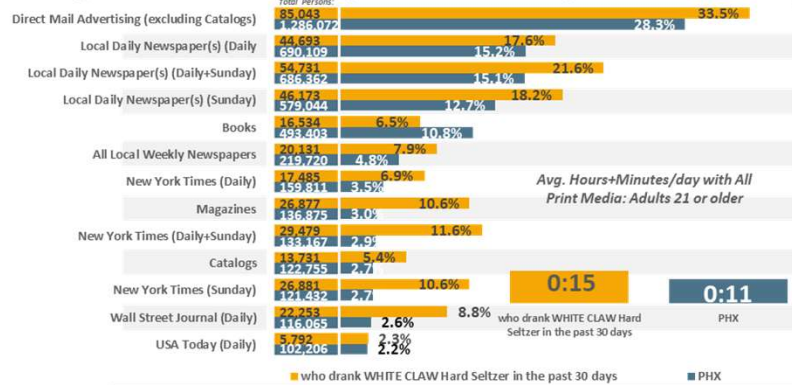
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



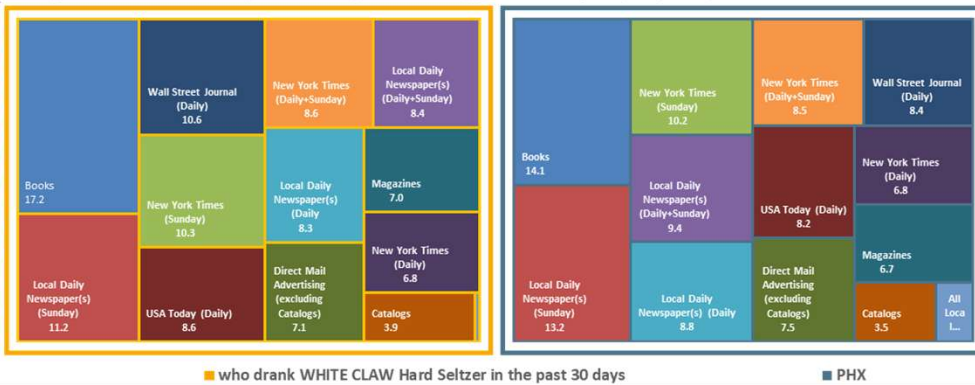


54,731 or 21.6% of Adults 21 or older who drank WHITE CLAW Hard Seltzer in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.4 minutes every day representing 24.% of all time spent daily with All forms of Print Media.

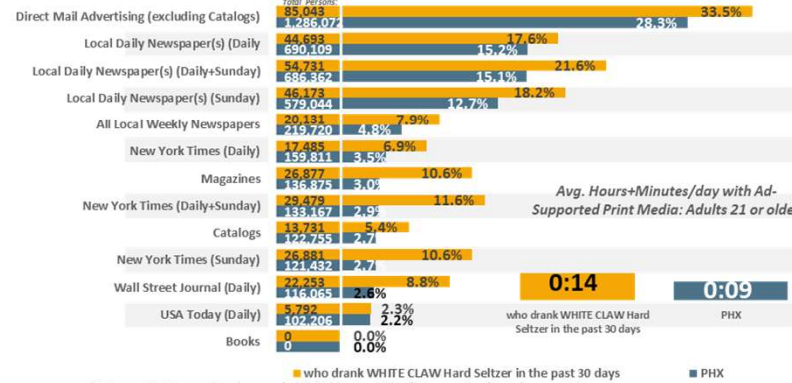
Avg. Week All Print Media (Persons & % Reach): Adults 21 or older



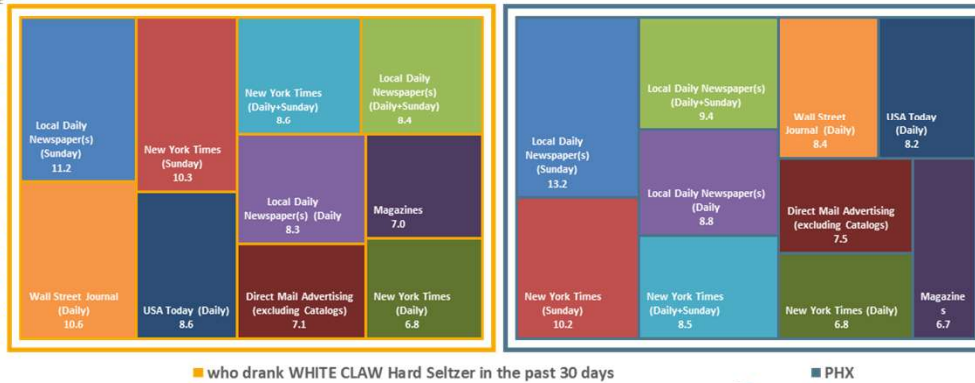
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 21 or older



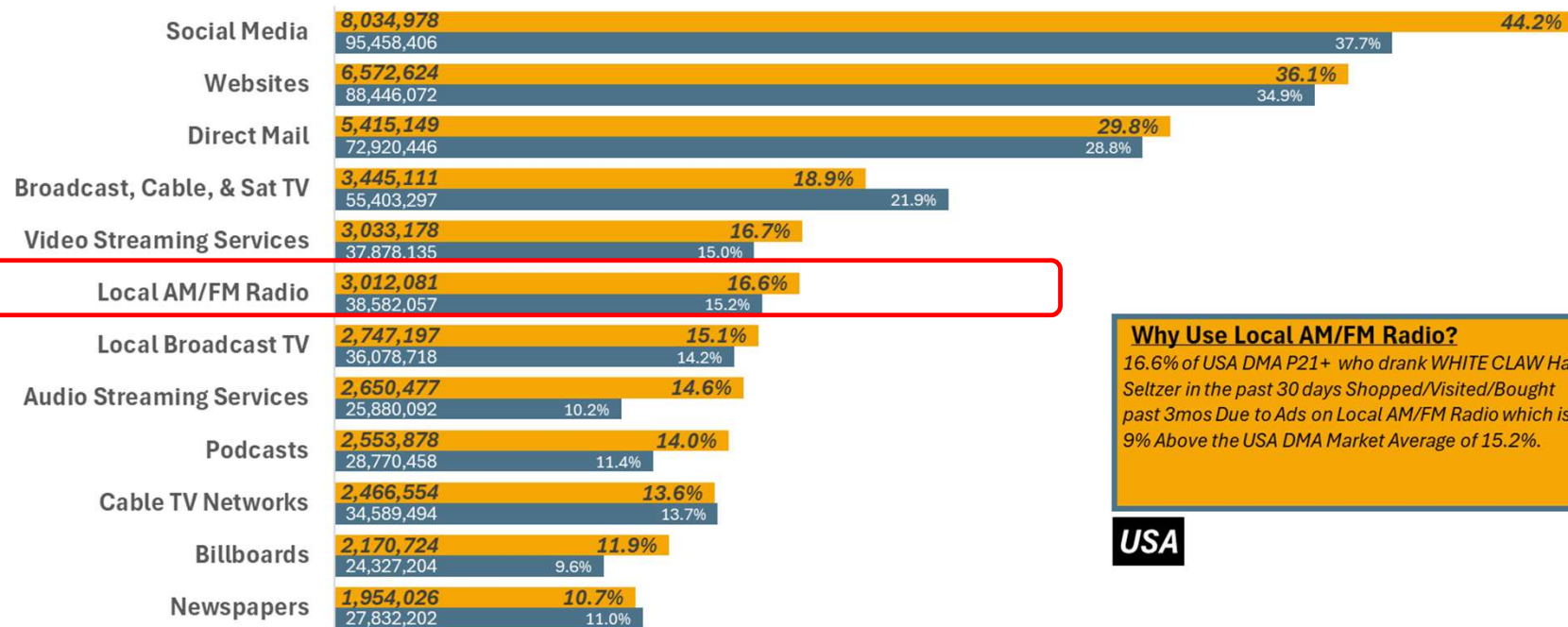
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older





"Advertising Actions"

P21+ who drank WHITE CLAW Hard Seltzer in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?
16.6% of USA DMA P21+ who drank WHITE CLAW Hard Seltzer in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 9% Above the USA DMA Market Average of 15.2%.

USA

■ P21+ who drank WHITE CLAW Hard Seltzer in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P21+ USA AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

USA DMA Scarborough R2 2025: Sep24-Aug25 Qual Intab: 1692
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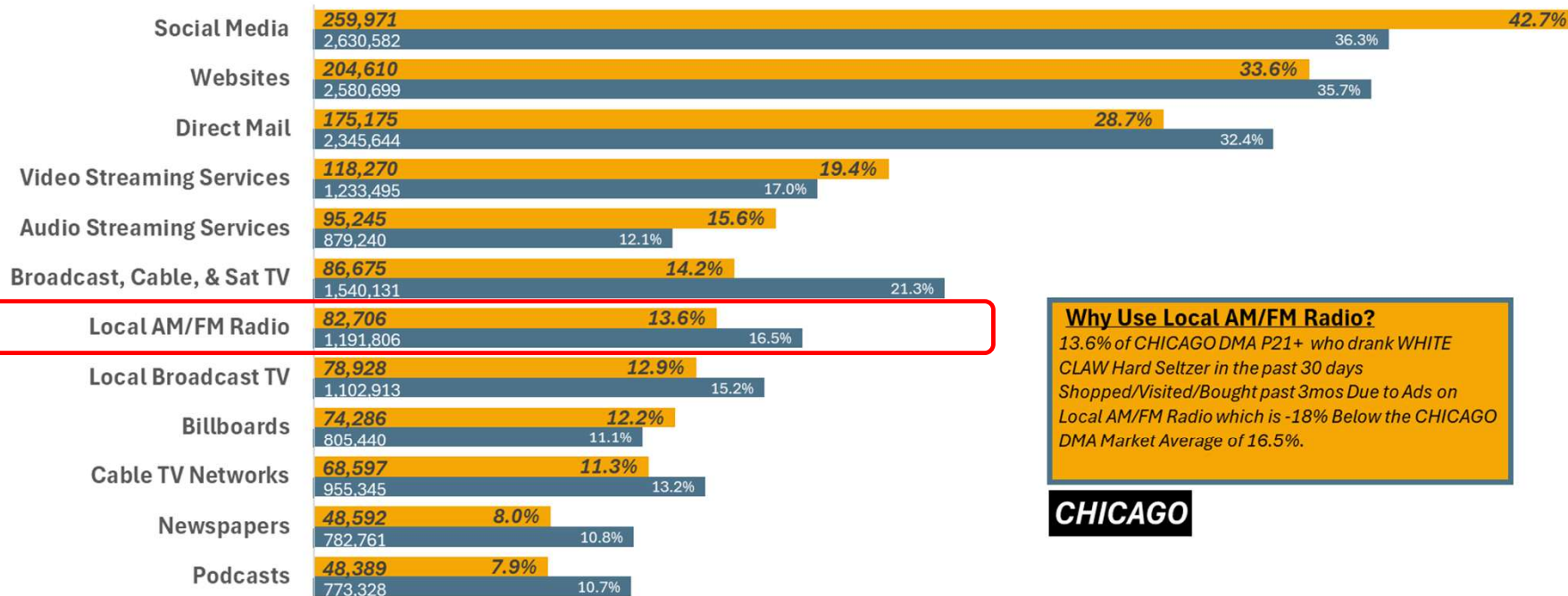
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Hard seltzers drank past 30 days: White Claw



"Advertising Actions"

P21+ who drank WHITE CLAW Hard Seltzer in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

13.6% of CHICAGO DMA P21+ who drank WHITE CLAW Hard Seltzer in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -18% Below the CHICAGO DMA Market Average of 16.5%.

CHICAGO

■ P21+ who drank WHITE CLAW Hard Seltzer in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P21+ CHICAGO AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab: 365
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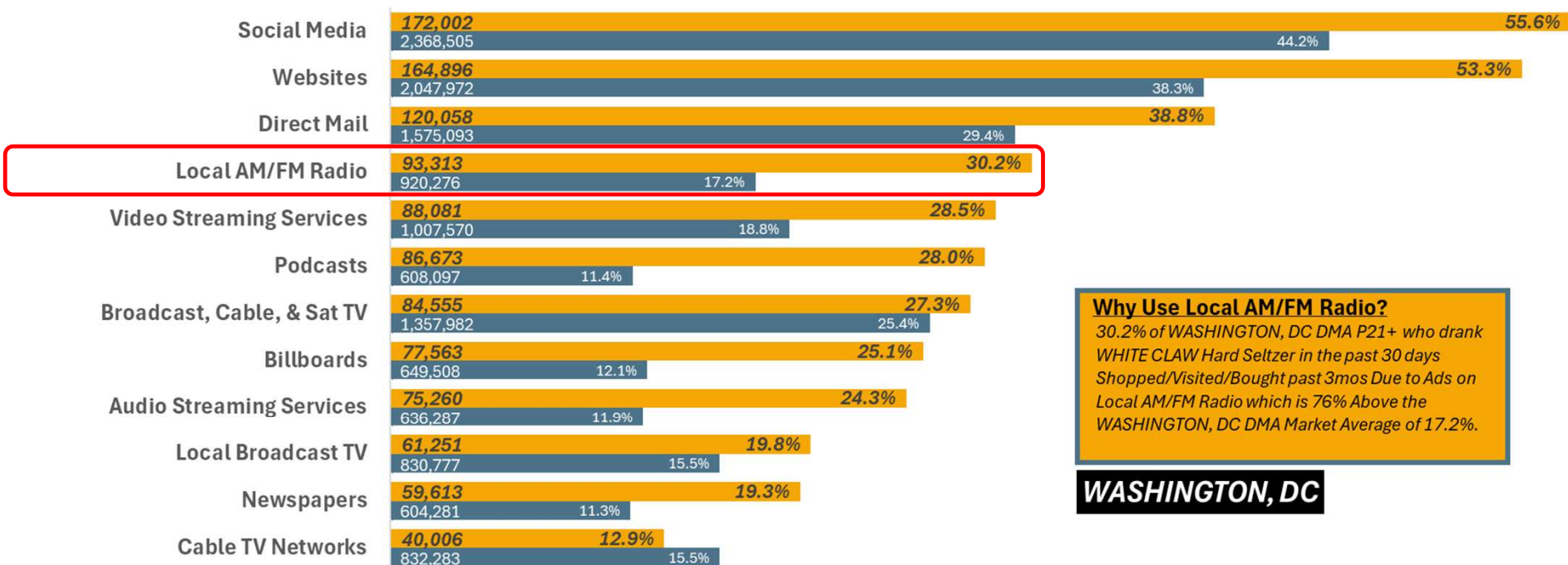
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Hard seltzers drank past 30 days: White Claw



"Advertising Actions"

P21+ who drank WHITE CLAW Hard Seltzer in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

30.2% of WASHINGTON, DC DMA P21+ who drank WHITE CLAW Hard Seltzer in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 76% Above the WASHINGTON, DC DMA Market Average of 17.2%.

WASHINGTON, DC

■ P21+ who drank WHITE CLAW Hard Seltzer in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P21+ WASHINGTON, DC AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab: 337
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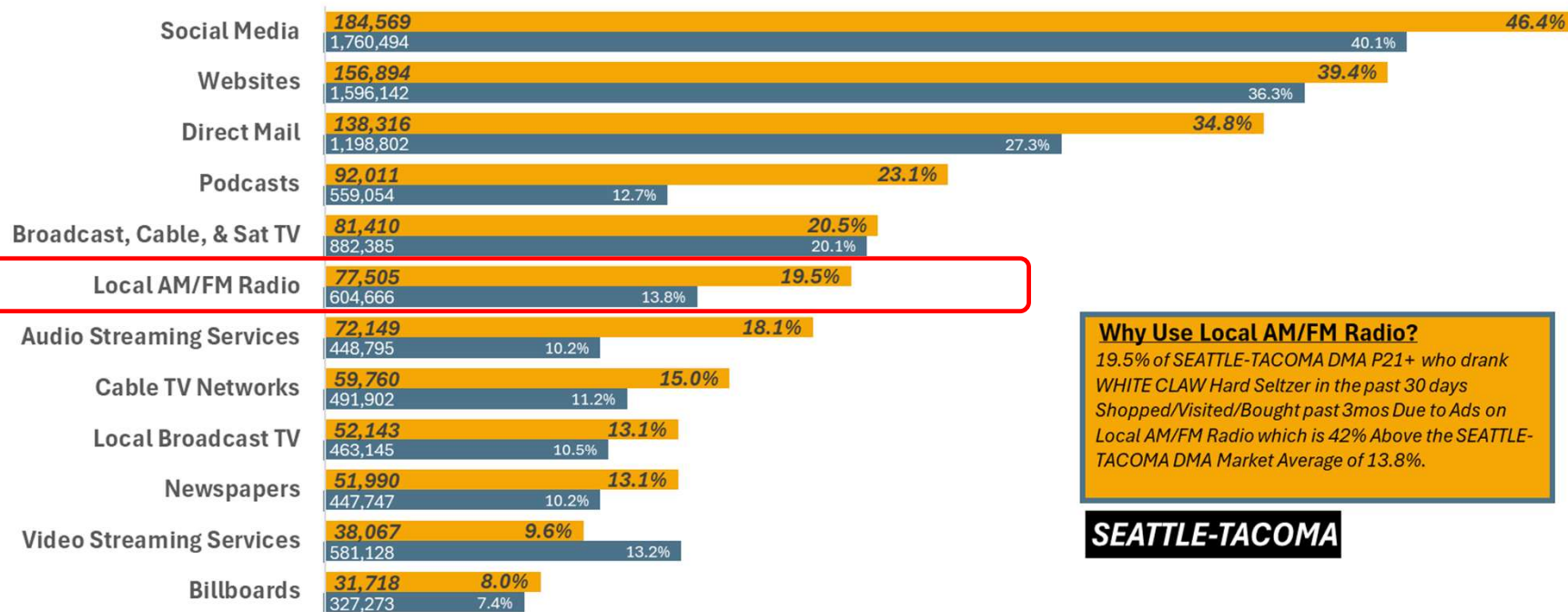
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Hard seltzers drank past 30 days: White Claw



"Advertising Actions"

P21+ who drank WHITE CLAW Hard Seltzer in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

19.5% of SEATTLE-TACOMA DMA P21+ who drank WHITE CLAW Hard Seltzer in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 42% Above the SEATTLE-TACOMA DMA Market Average of 13.8%.

SEATTLE-TACOMA

■ P21+ who drank WHITE CLAW Hard Seltzer in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P21+ SEATTLE-TACOMA AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab: 281
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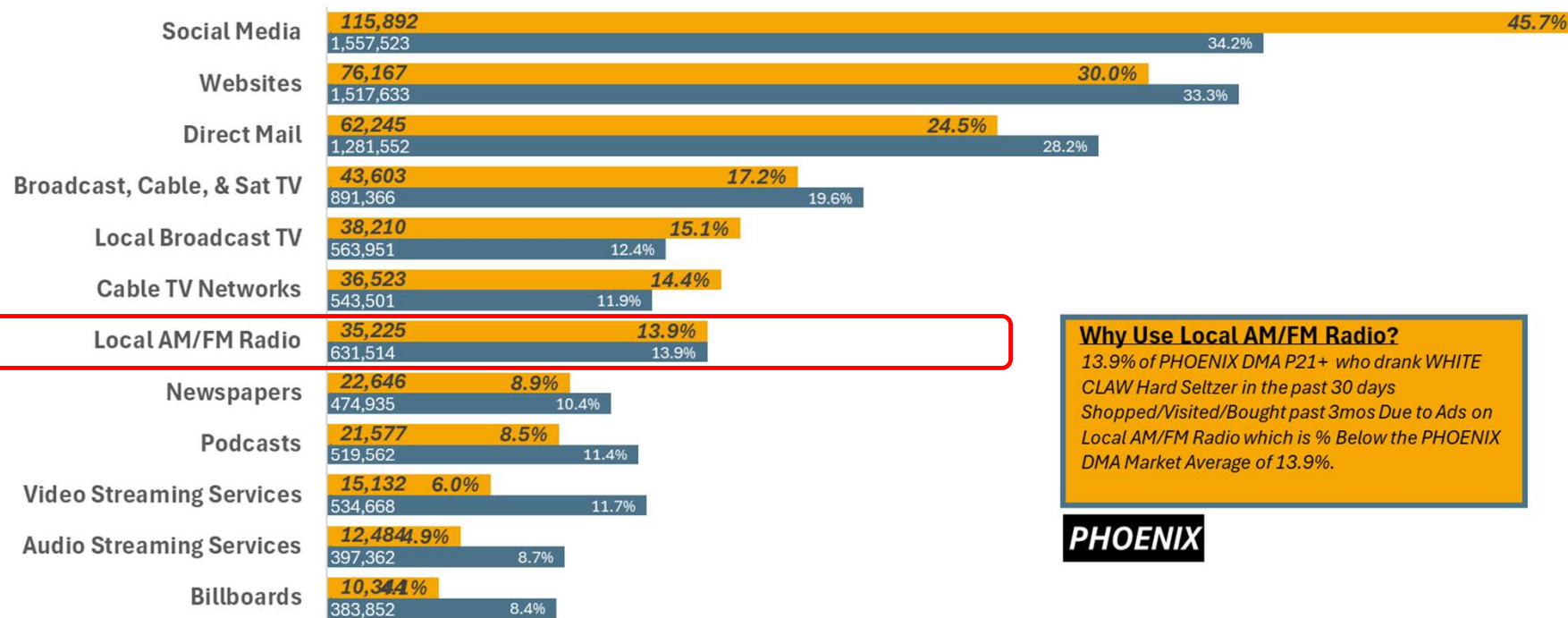
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Hard seltzers drank past 30 days: White Claw



"Advertising Actions"

P21+ who drank WHITE CLAW Hard Seltzer in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

13.9% of PHOENIX DMA P21+ who drank WHITE CLAW Hard Seltzer in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is % Below the PHOENIX DMA Market Average of 13.9%.

PHOENIX

■ P21+ who drank WHITE CLAW Hard Seltzer in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P21+ PHOENIX AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab: 161
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Hard seltzers drank past 30 days: White Claw