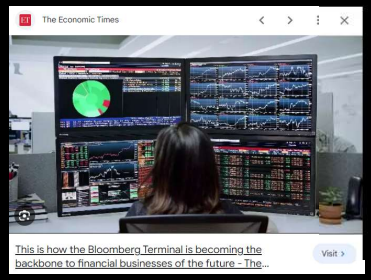
USA+4 DMAs – P21+ who Drank HIGH NOON Hard Seltzer in the past 30 days!

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 HIGH NOON Hard Seltzer in the past 30 days** as of March 31, 2025.















P21+

GALLO

Gallo is a family company that will remain the global wine industry leader and continue to win new friends for wine. We will drive sustainable growth across all beverage alcohol occasions with both wine and spirits.

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

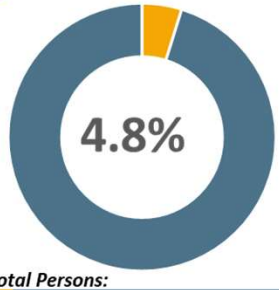
HUBBARD BROADCASTING INC. HB INC.

Hard seltzers drank past 30 days: High Noon



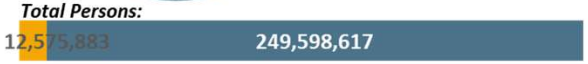
4.8% or 12,575,883 of USA Adults 21 or older Drank HIGH NOON Hard Seltzer in the past 30 days.
Typical Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days are 38.6 years old (23.2% younger than average) and have a $155,798 (65.2% higher than average) annual household income.

Percent of Market: Adults 21 or older

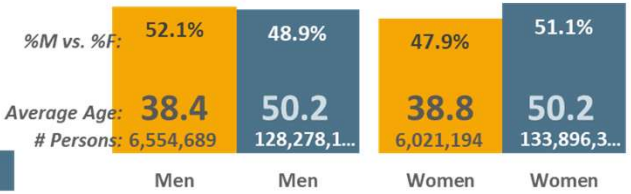


- who Drank HIGH NOON Hard Seltzer in the past 30 days
- Remainder of USA DMAs

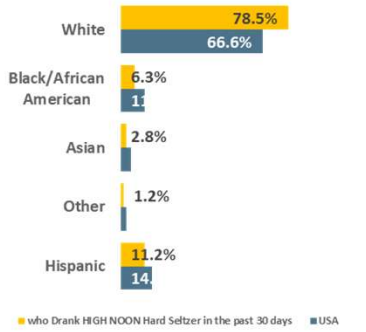
Total Persons:



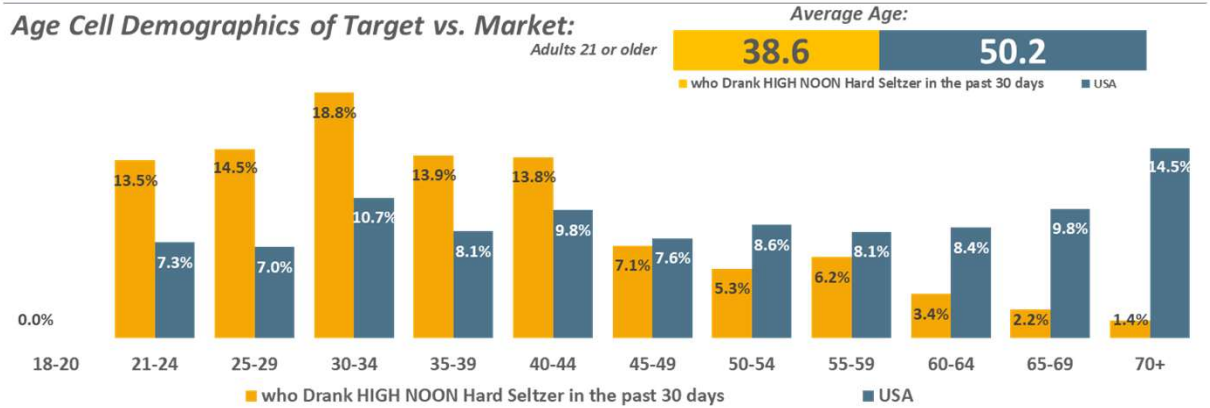
Gender of Target vs. Market: Adults 21 or older



Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



USA *USA Projection* *Scarborough R1 2025: Feb24-Mar25* *Qual Intab* *1,193*

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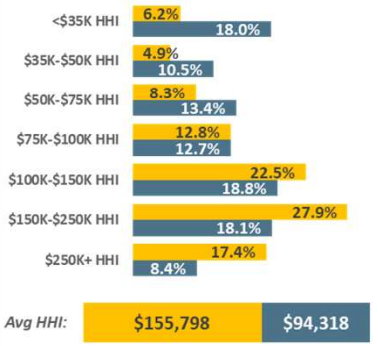
USA Projection *Scarborough R1 2025: Feb24-Mar25* *Qual Intab* *24,216*

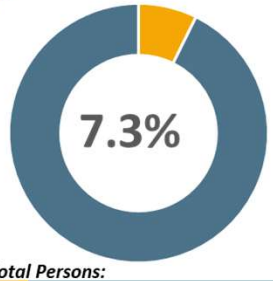
HHI of Target vs. Market:



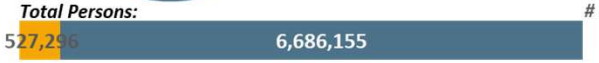


7.3% or 527,296 of CHICAGO DMA Adults 21 or older Drank HIGH NOON Hard Seltzer in the past 30 days. Typical Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days are 38.3 years old (23.1% younger than average) and have a $153,464 (43.5% higher than average) annual household income.

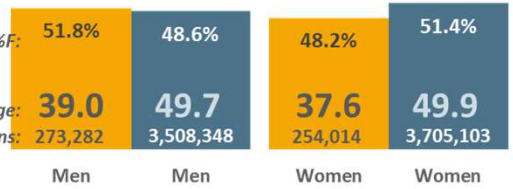
Percent of Market: Adults 21 or older



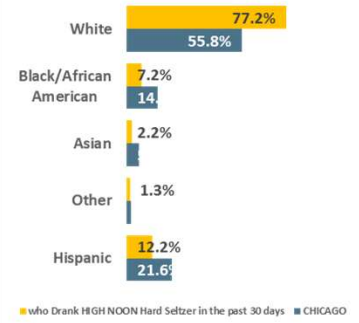
Total Persons:



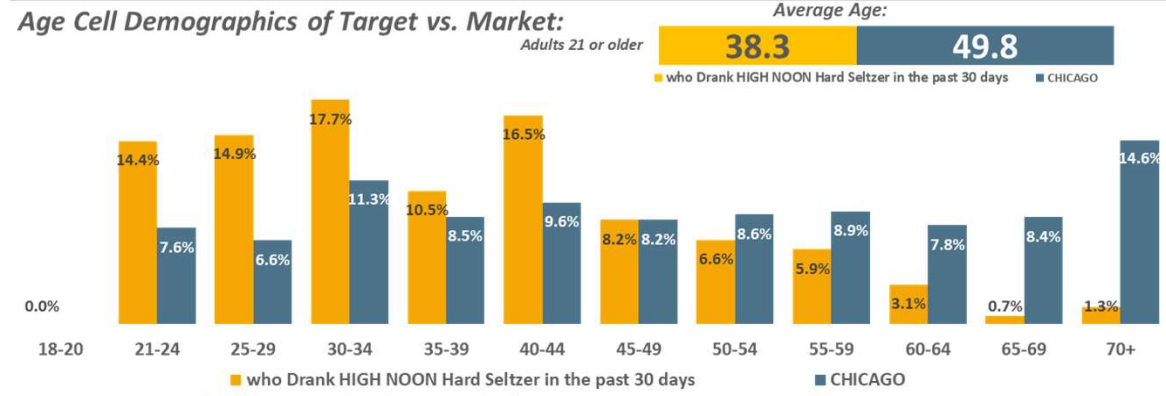
Gender of Target vs. Market: Adults 21 or older



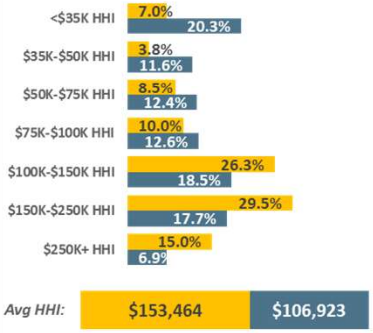
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 245

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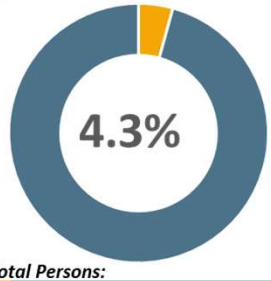
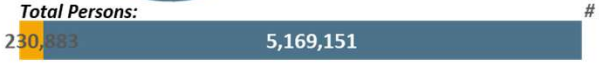
4.3% or 230,883 of WASHINGTON, DC DMA Adults 21 or older Drank HIGH NOON Hard Seltzer in the past 30 days. Typical Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days are 39.2 years old (20.6% younger than average) and have a $179,502 (31.2% higher than average) annual household income.

Percent of Market: Adults 21 or older

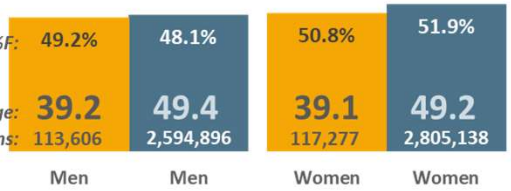


- who Drank HIGH NOON Hard Seltzer in the past 30 days
- Remainder of WASHINGTON, DC DMA

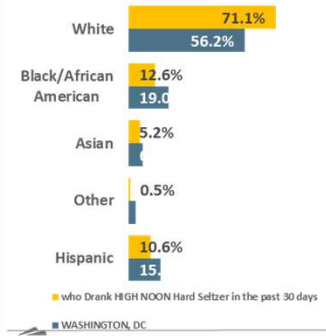
Total Persons:



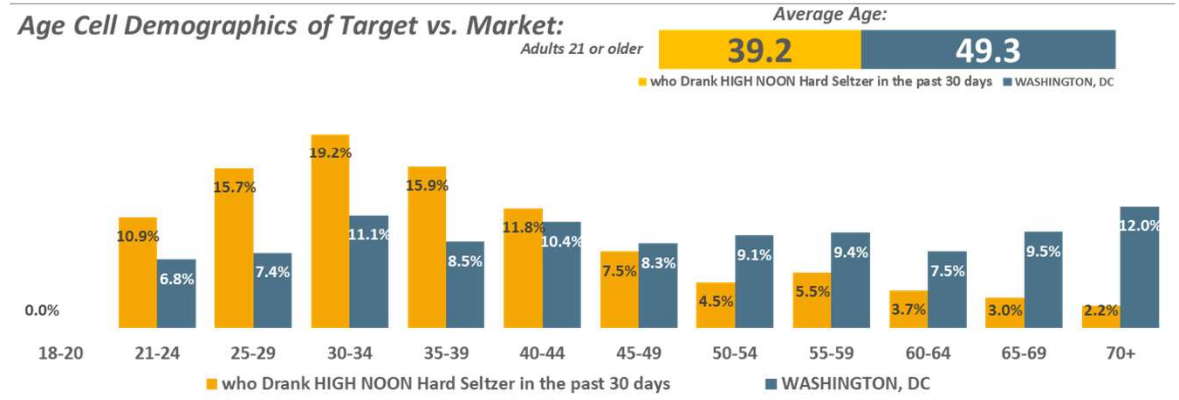
Gender of Target vs. Market: Adults 21 or older



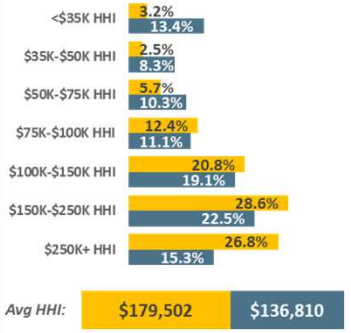
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 323

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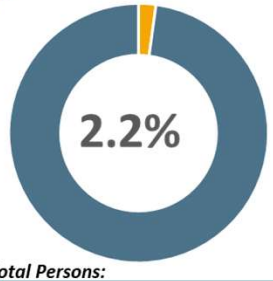
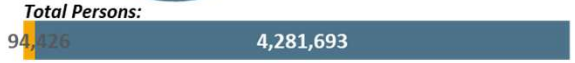
2.2% or 94,426 of SEATTLE DMA Adults 21 or older Drank HIGH NOON Hard Seltzer in the past 30 days. Typical Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days are 35.9 years old (27.3% younger than average) and have a $160,471 (28.9% higher than average) annual household income.

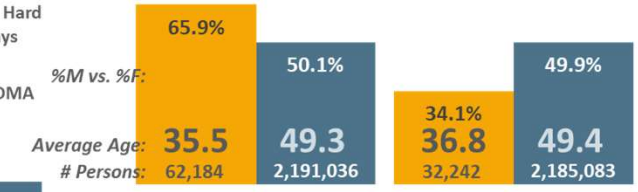
Percent of Market: Adults 21 or older



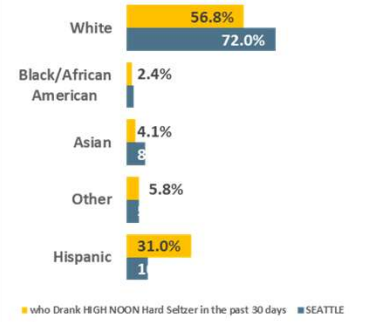
Total Persons:



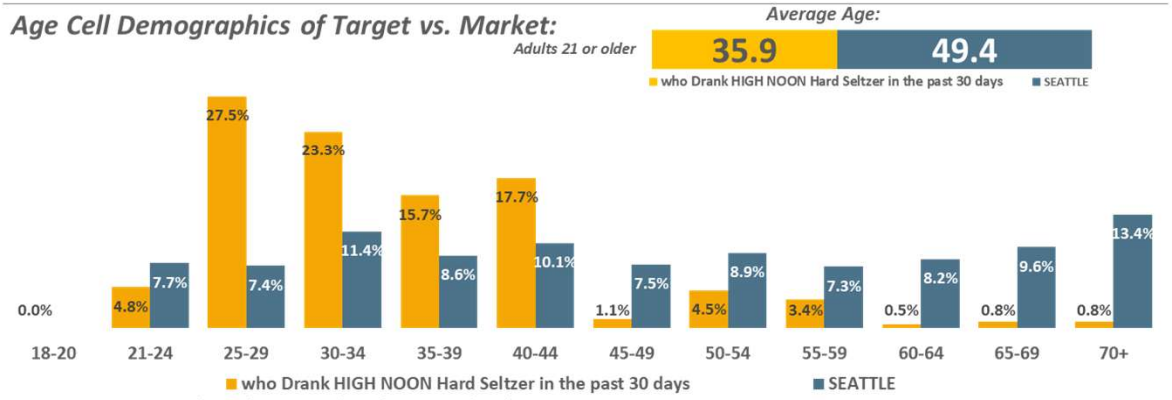
Gender of Target vs. Market: Adults 21 or older



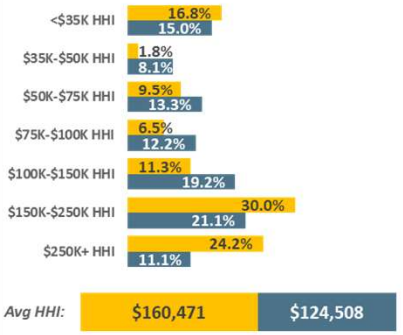
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



SEATTLE DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 72

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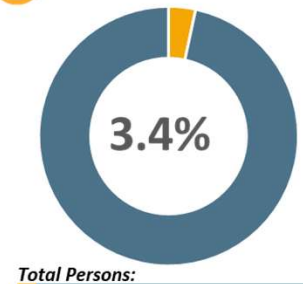
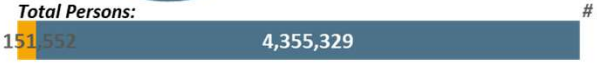
3.4% or 151,552 of PHOENIX DMA Adults 21 or older Drank HIGH NOON Hard Seltzer in the past 30 days. Typical Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days are 42.1 years old (16.6% younger than average) and have a $166,929 (62.5% higher than average) annual household income.

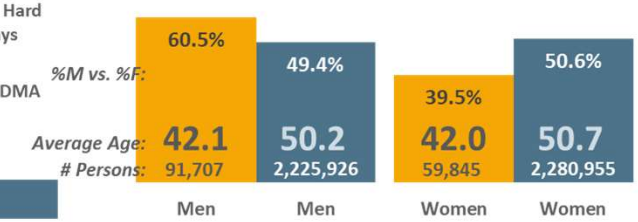
Percent of Market: Adults 21 or older



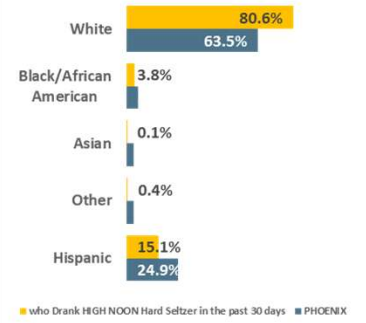
Total Persons:



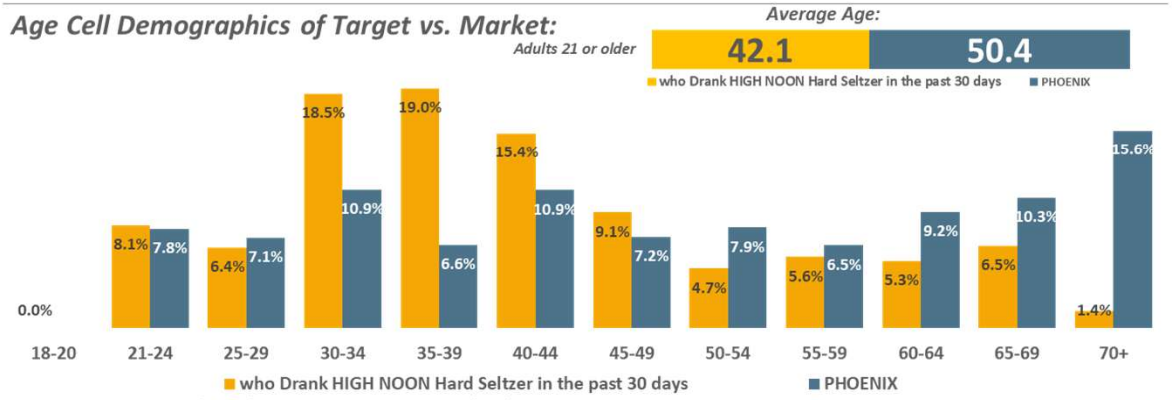
Gender of Target vs. Market: Adults 21 or older



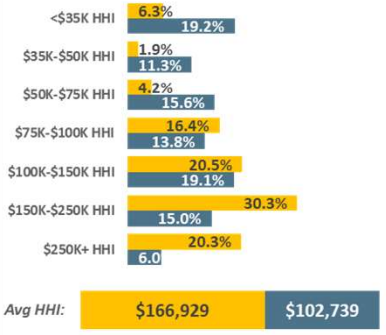
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 74

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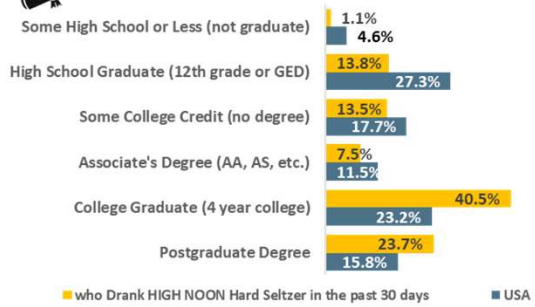
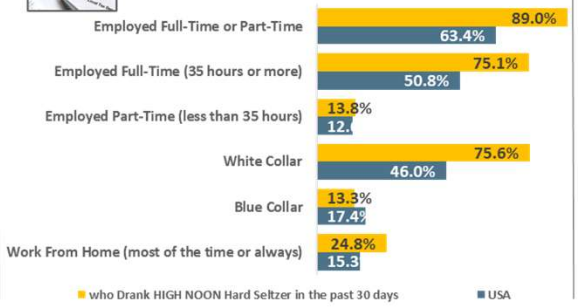
4.8% or 12,575,883 of USA Adults 21 or older Drank HIGH NOON Hard Seltzer in the past 30 days. Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days are 64.9% more likely to be a college graduate, 48.% more likely to work full-time, 9.% more likely to be married, 35.% more likely to be a parent of 1 or more children under 18.

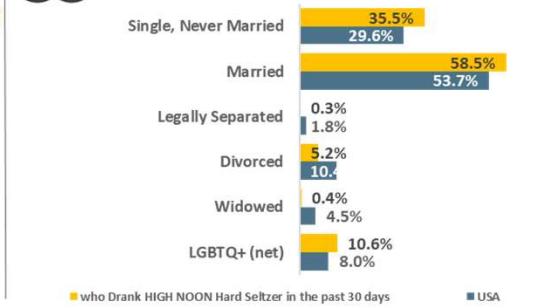
Education Levels: Adults 21 or older



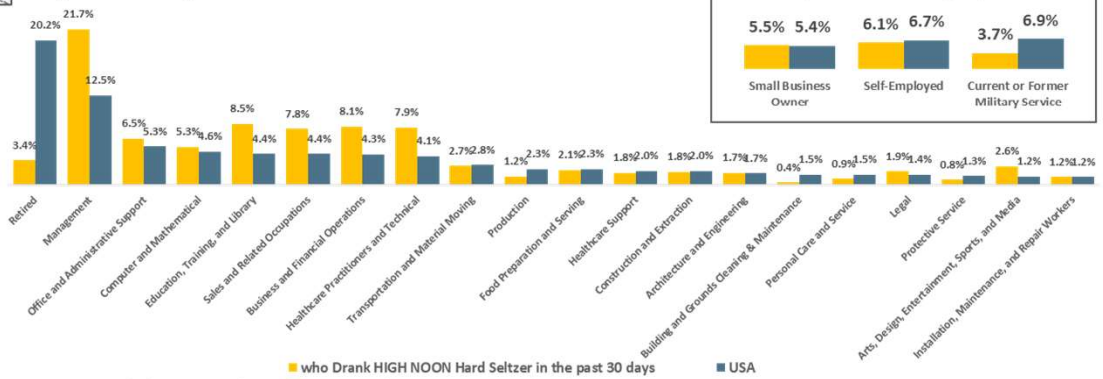
Employment: Adults 21 or older



Marital Status: Adults 21 or older

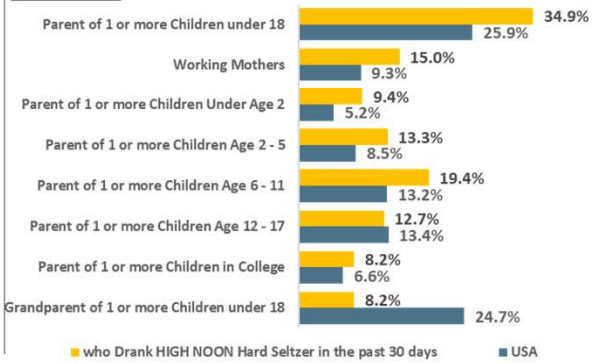


Top-20 Occupations: Adults 21 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 21 or older



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 1,193

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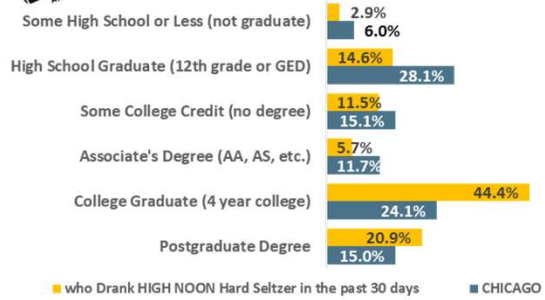
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,216

Hard seltzers drank past 30 days: High Noon

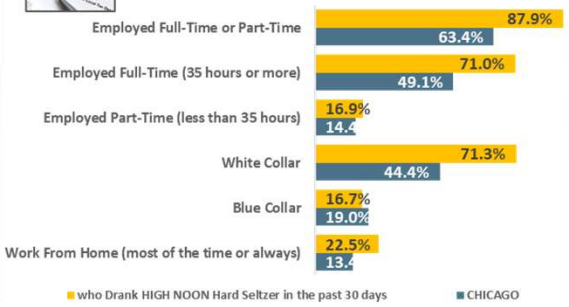


7.3% or 527,296 of CHICAGO DMA Adults 21 or older Drank HIGH NOON Hard Seltzer in the past 30 days. Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days are 66.9% more likely to be a college graduate, 44.8% more likely to work full-time, 13.8% more likely to be married, 35.1% more likely to be a parent of 1 or more children under 18.

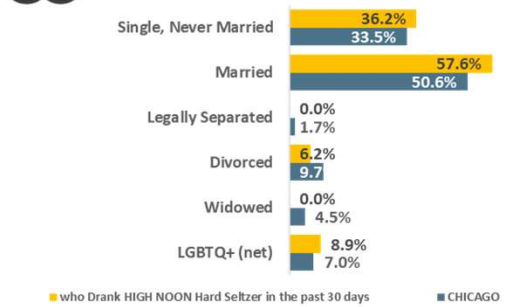
Education Levels: Adults 21 or older



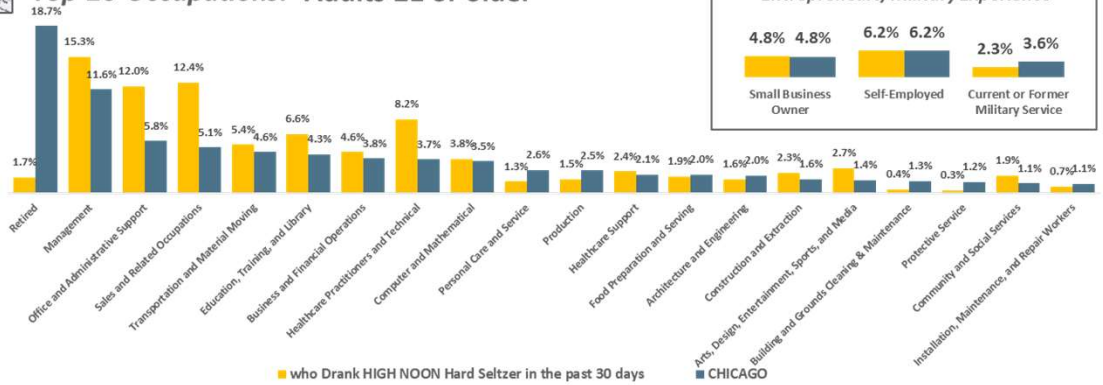
Employment: Adults 21 or older



Marital Status: Adults 21 or older

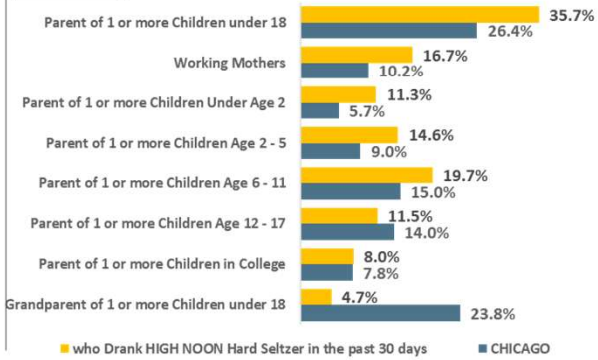


Top-20 Occupations: Adults 21 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 21 or older



CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 245

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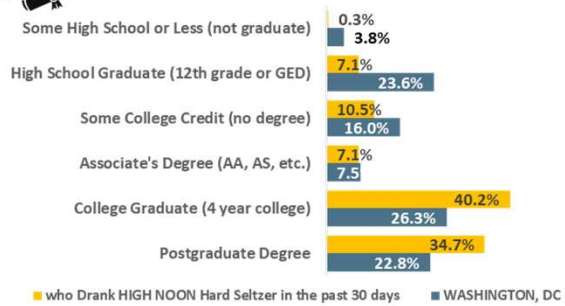
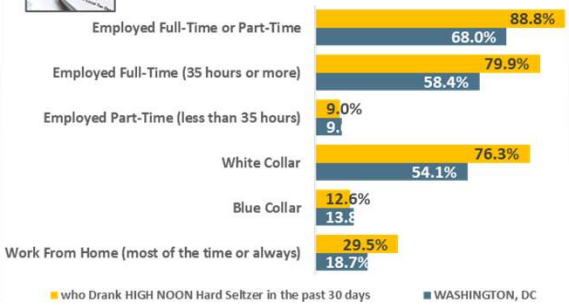
4.3% or 230,883 of WASHINGTON, DC DMA Adults 21 or older Drank HIGH NOON Hard Seltzer in the past 30 days. Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days are 52.4% more likely to be a college graduate, 36.8% more likely to work full-time, 3.9% more likely to be married, 2.3% more likely to be a parent of 1 or more children under 18.

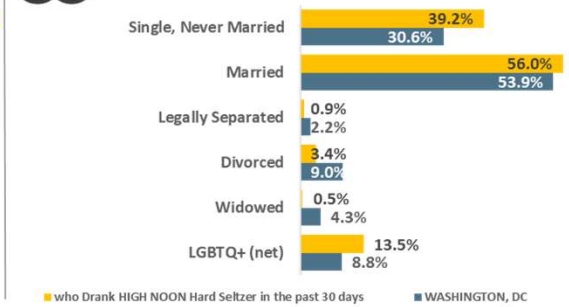
Education Levels: Adults 21 or older



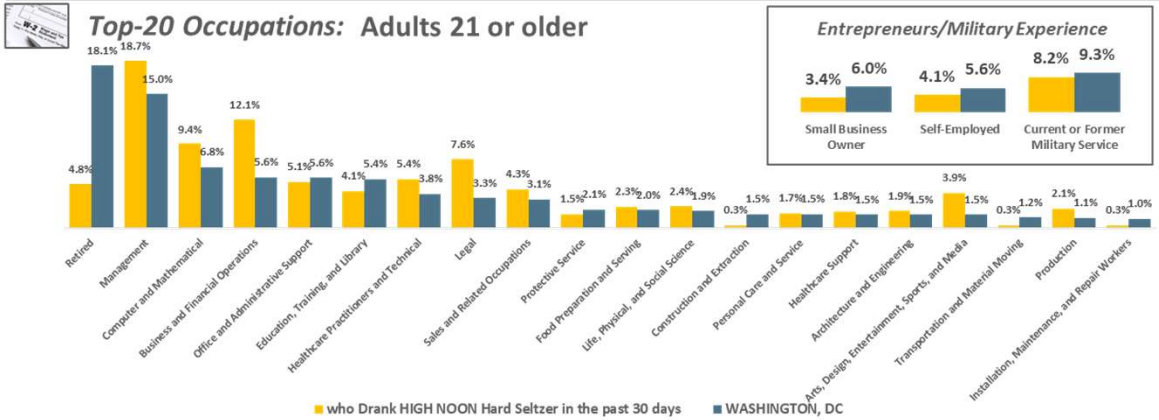
Employment: Adults 21 or older



Marital Status: Adults 21 or older

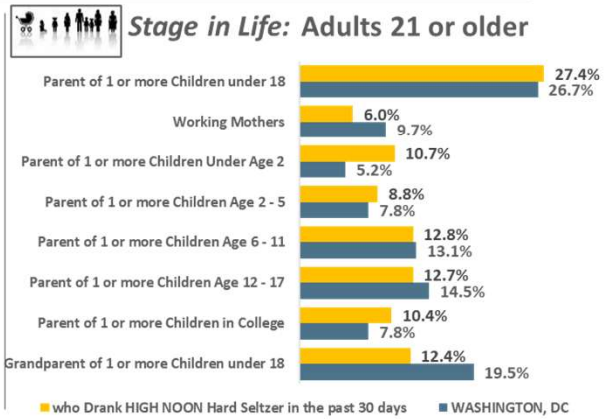


Top-20 Occupations: Adults 21 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 21 or older



WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 323

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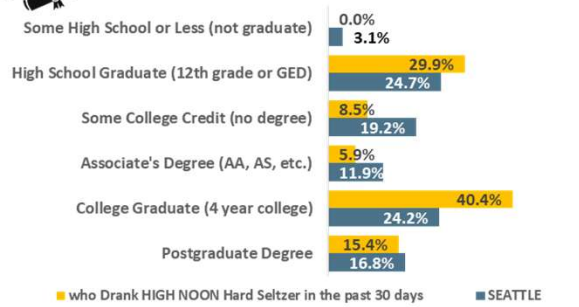
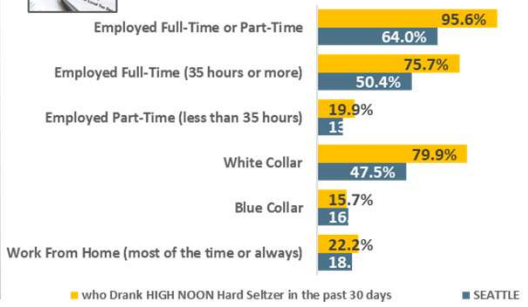
2.2% or 94,426 of SEATTLE DMA Adults 21 or older Drank HIGH NOON Hard Seltzer in the past 30 days. Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days are 36.1% more likely to be a college graduate, 50.% more likely to work full-time, 3.4% less likely to be married, 95.3% more likely to be a parent of 1 or more children under 18.

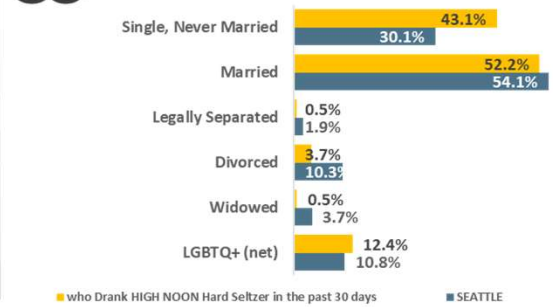
Education Levels: Adults 21 or older



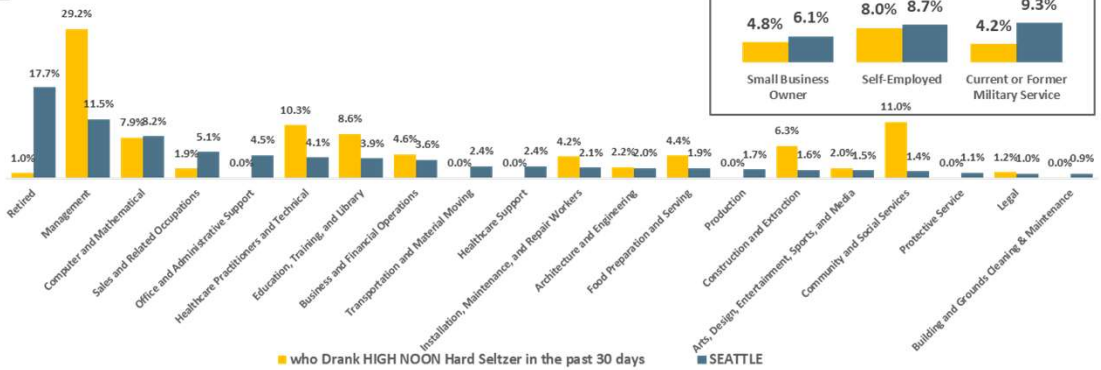
Employment: Adults 21 or older



Marital Status: Adults 21 or older

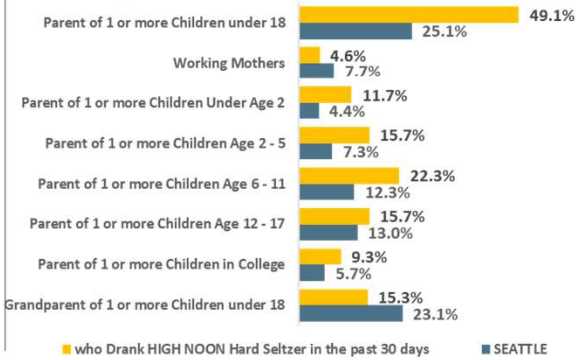


Top-20 Occupations: Adults 21 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 21 or older



SEATTLE DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 72

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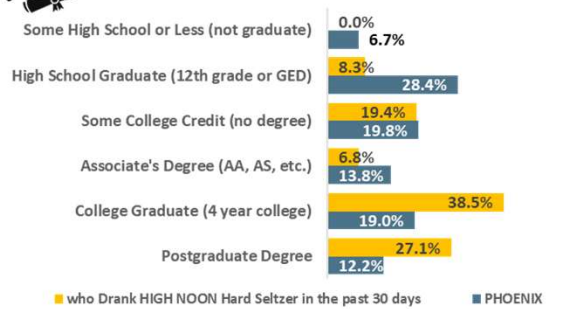
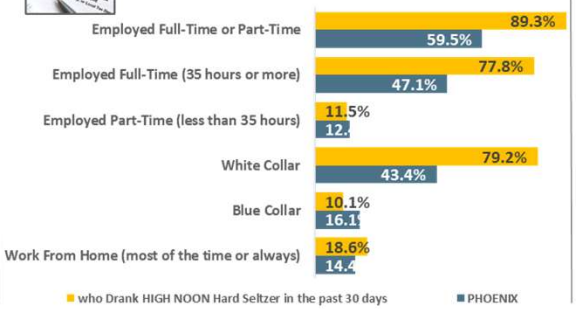
3.4% or 151,552 of PHOENIX DMA Adults 21 or older Drank HIGH NOON Hard Seltzer in the past 30 days. Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days are 109.9% more likely to be a college graduate, 65.3% more likely to work full-time, 12.7% more likely to be married, 17.9% more likely to be a parent of 1 or more children under 18.

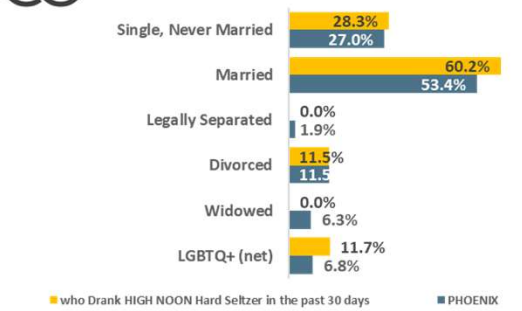
Education Levels: Adults 21 or older



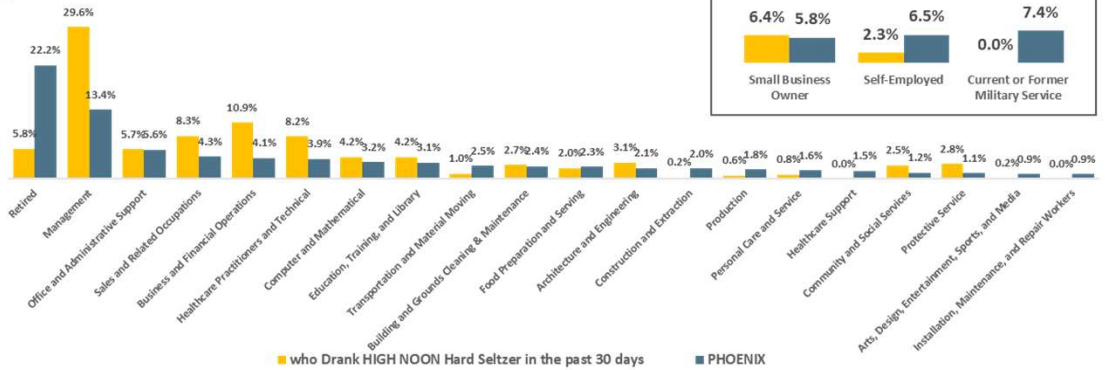
Employment: Adults 21 or older



Marital Status: Adults 21 or older

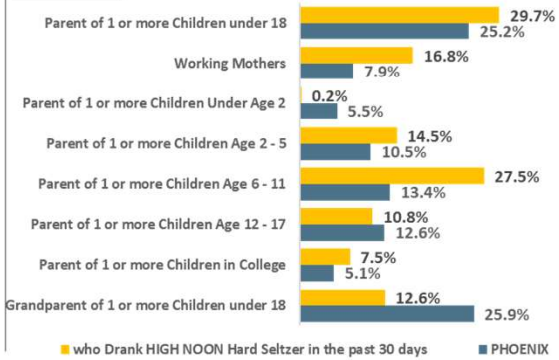


Top-20 Occupations: Adults 21 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 21 or older



PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 74

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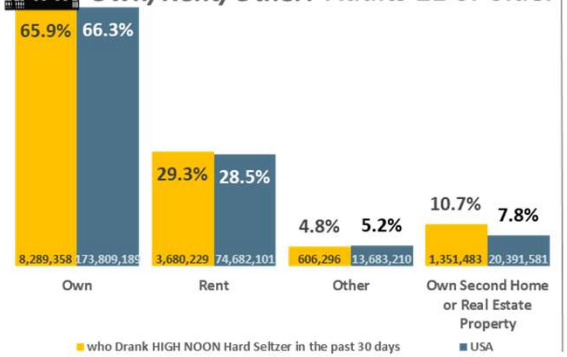
Hard seltzers drank past 30 days: High Noon

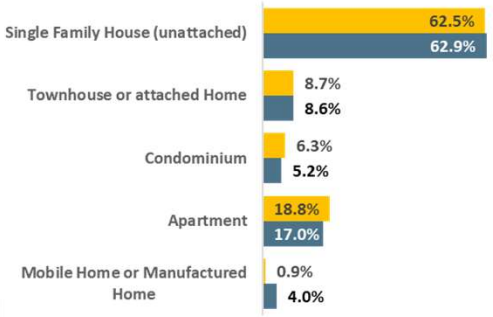


4.8% or 12,575,883 of USA Adults 21 or older Drank HIGH NOON Hard Seltzer in the past 30 days. Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days are .6% less likely to own their home, 35.5% more likely to own a higher valued home, .8% less likely to have a single-family home, 43.2% more likely to have a dog.

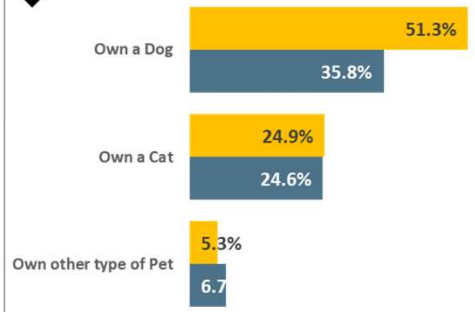
Own/Rent/Other: Adults 21 or older



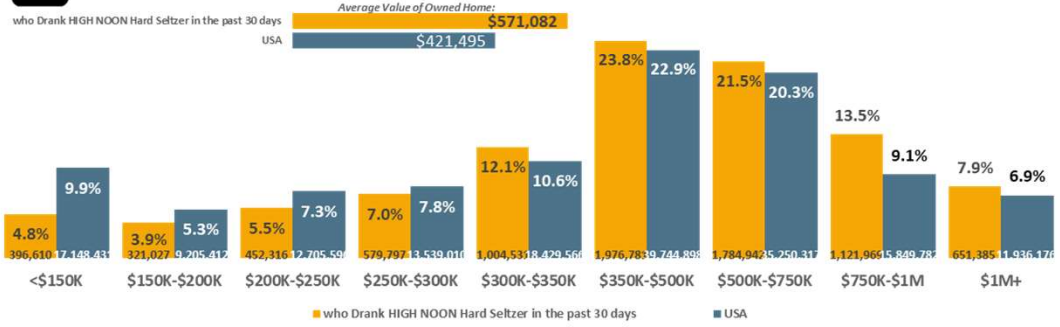
Type of Home: Adults 21 or older



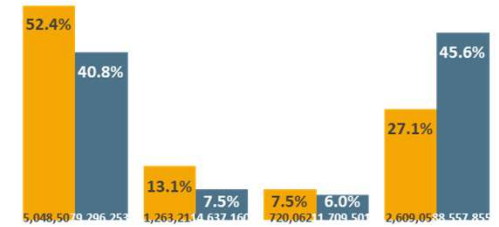
Pets in Home: Adults 21 or older



Value of Owned Home: Adults 21 or older



Home Loans: Adults 21 or older



USA *USA Projection* *Scarborough R1 2025: Feb24-Mar25* *Qual Intab* *1,193*

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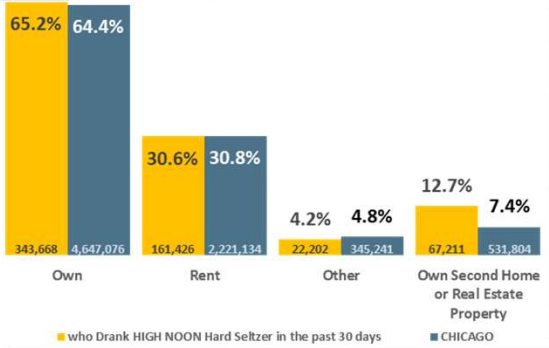
USA Projection *Scarborough R1 2025: Feb24-Mar25* *Qual Intab* *24,216*

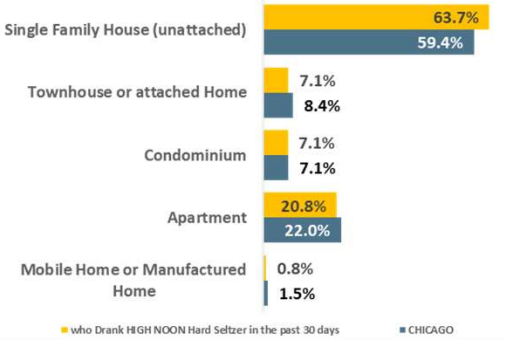


7.3% or 527,296 of CHICAGO DMA Adults 21 or older Drank HIGH NOON Hard Seltzer in the past 30 days. Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days are 1.2% more likely to own their home, 25.5% more likely to own a higher valued home, 7.3% more likely to have a single-family home, 68.6% more likely to have a dog.

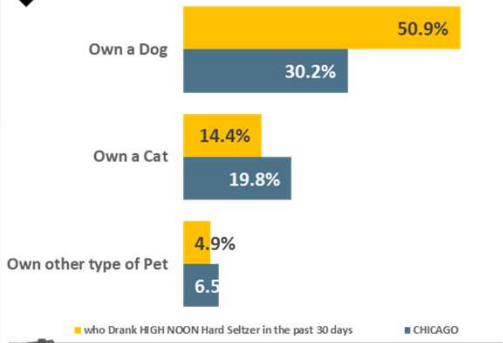
Own/Rent/Other: Adults 21 or older



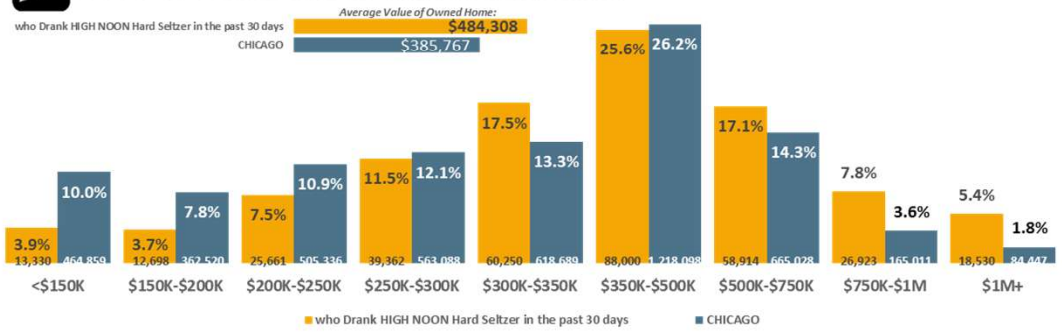
Type of Home: Adults 21 or older



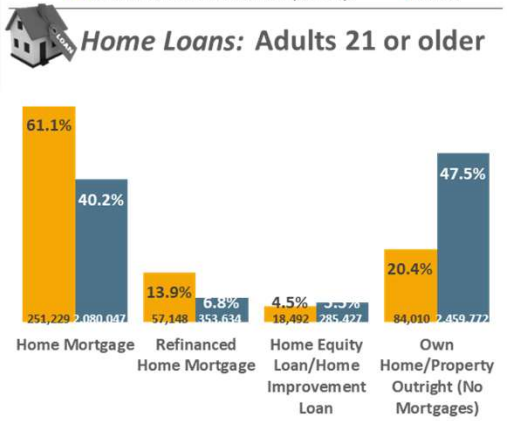
Pets in Home: Adults 21 or older



Value of Owned Home: Adults 21 or older



Home Loans: Adults 21 or older



CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 245

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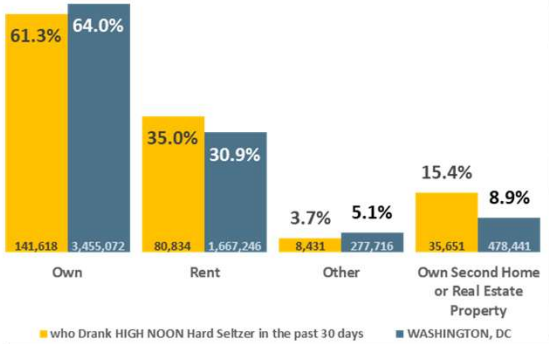
Hard seltzers drank past 30 days: High Noon

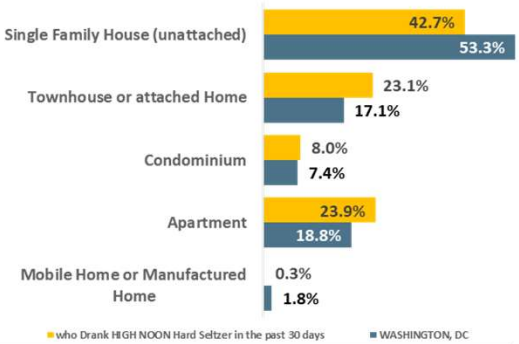


4.3% or 230,883 of WASHINGTON, DC DMA Adults 21 or older Drank HIGH NOON Hard Seltzer in the past 30 days. Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days are 4.1% less likely to own their home, 20.4% more likely to own a higher valued home, 19.9% less likely to have a single-family home, 29.7% more likely to have a dog.

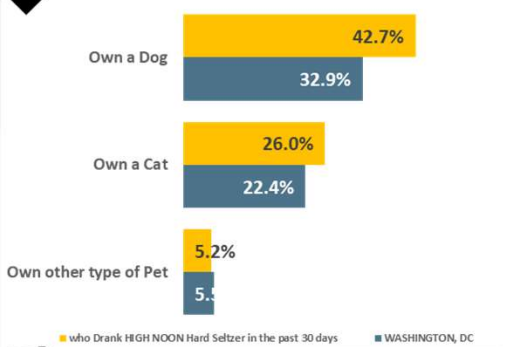
Own/Rent/Other: Adults 21 or older



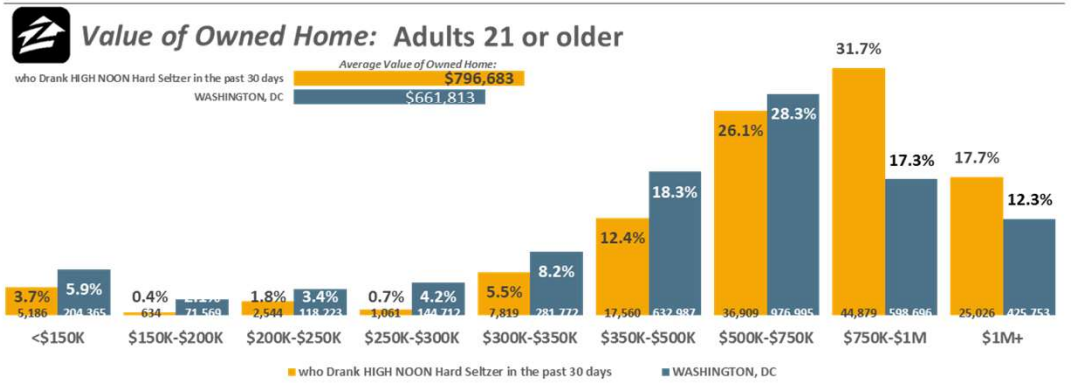
Type of Home: Adults 21 or older



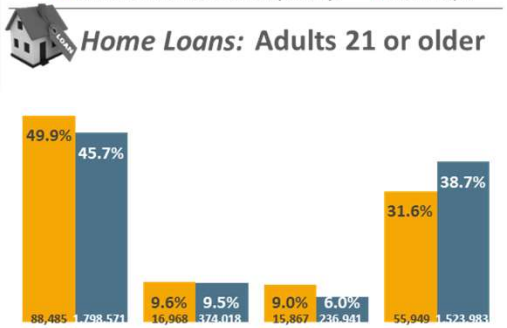
Pets in Home: Adults 21 or older



Value of Owned Home: Adults 21 or older



Home Loans: Adults 21 or older



WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 323

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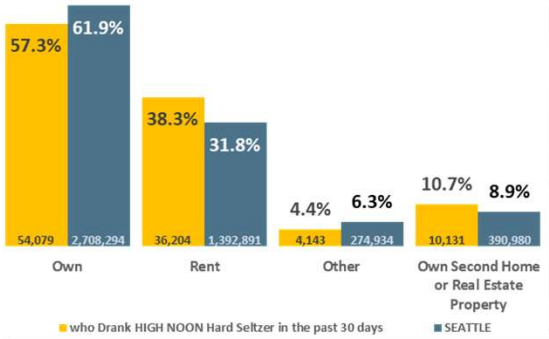
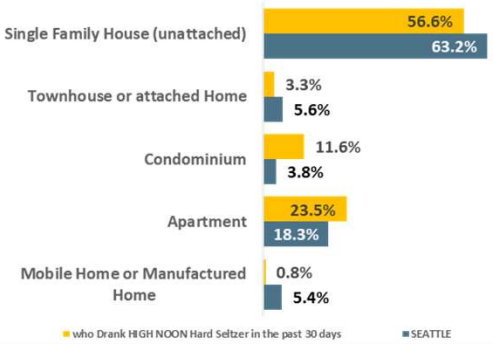
2.2% or 94,426 of SEATTLE DMA Adults 21 or older Drank HIGH NOON Hard Seltzer in the past 30 days. Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days are 7.5% less likely to own their home, 25.1% more likely to own a higher valued home, 10.4% less likely to have a single-family home, 10.3% more likely to have a dog.

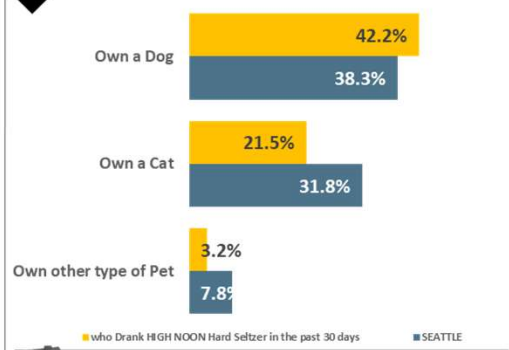
Own/Rent/Other: Adults 21 or older



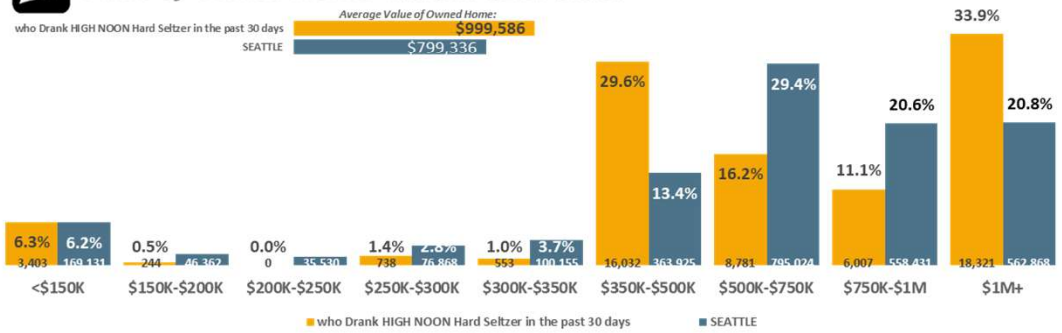
Type of Home: Adults 21 or older



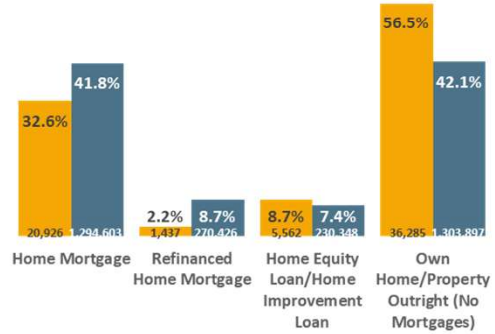
Pets in Home: Adults 21 or older



Value of Owned Home: Adults 21 or older



Home Loans: Adults 21 or older



SEATTLE DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 72

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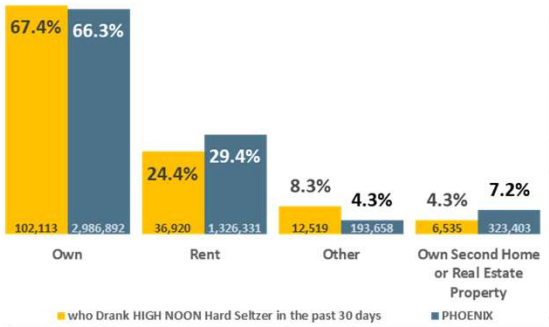
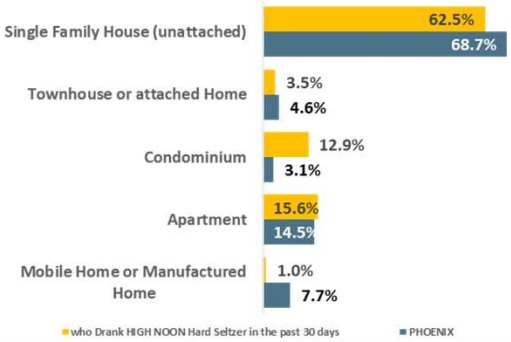
3.4% or 151,552 of PHOENIX DMA Adults 21 or older Drank HIGH NOON Hard Seltzer in the past 30 days. Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days are 1.7% more likely to own their home, 33.7% more likely to own a higher valued home, 9.% less likely to have a single-family home, 36.2% more likely to have a dog.

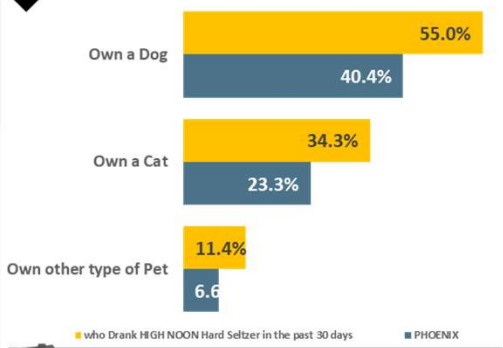
Own/Rent/Other: Adults 21 or older



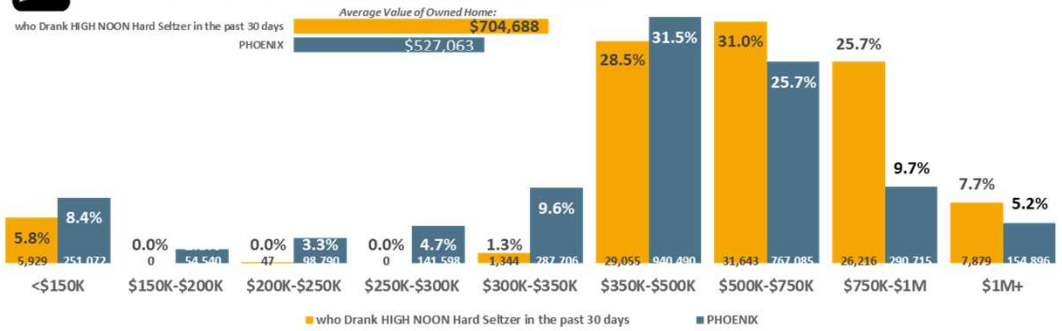
Type of Home: Adults 21 or older



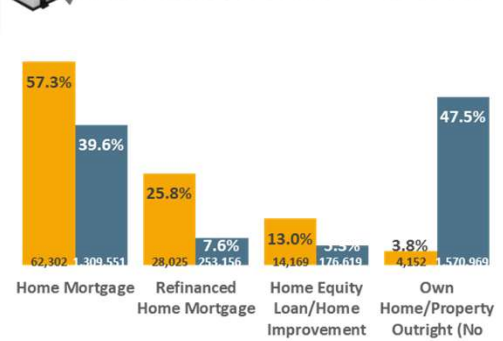
Pets in Home: Adults 21 or older



Value of Owned Home: Adults 21 or older



Home Loans: Adults 21 or older



PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 74

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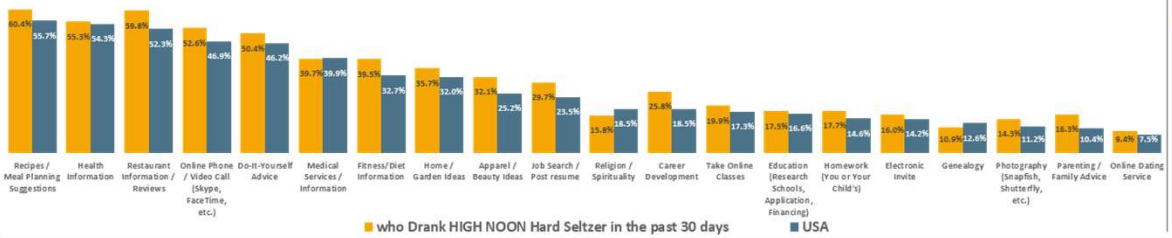
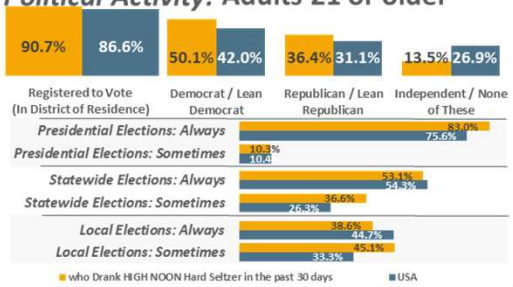
4.8% or 12,575,883 of USA Adults 21 or older Drank HIGH NOON Hard Seltzer in the past 30 days.
Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days are 8.9% more likely to look up D-I-Y advice online, 13.6% less likely to always vote in local elections, 82.7% more likely to belong to a gym, 45.1% more likely to fly domestic past

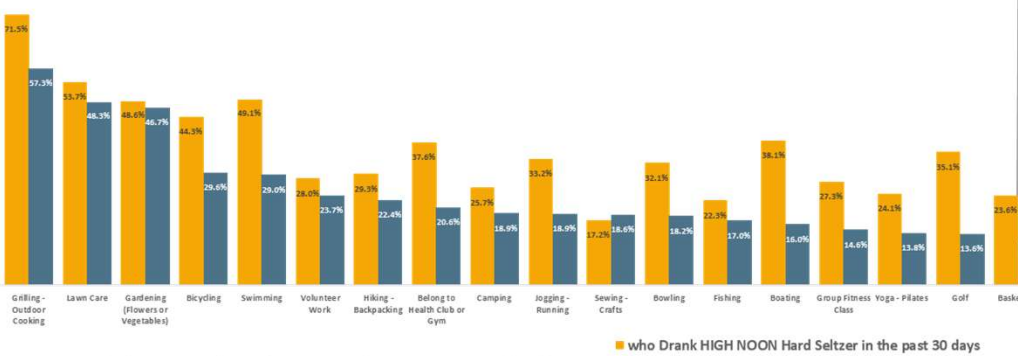
Top-20 past 30-days Online Lifestyle Activites: Adults 21 or older



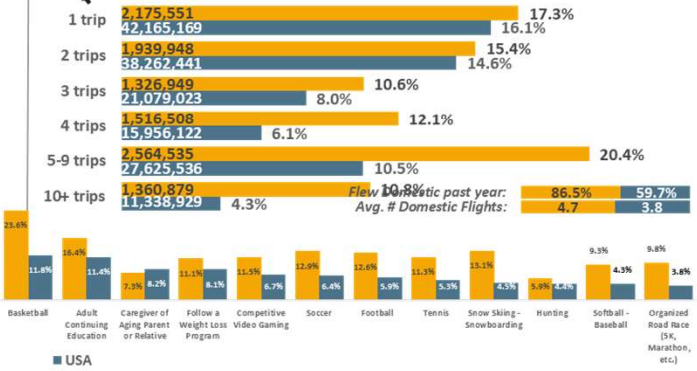
Political Activity: Adults 21 or older



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



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



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 1,193

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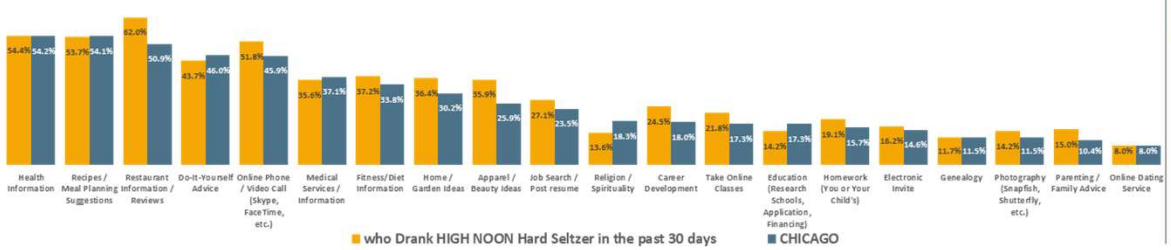
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,216

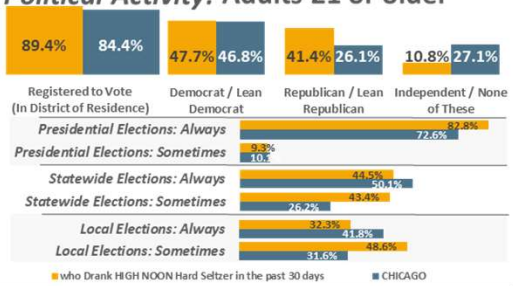


7.3% or 527,296 of CHICAGO DMA Adults 21 or older Drank HIGH NOON Hard Seltzer in the past 30 days. Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days are 5.% less likely to look up D-I-Y advice online, 22.7% less likely to always vote in local elections, 60.4% more likely to belong to a gym, 42.9% more likely to fly domestic past y

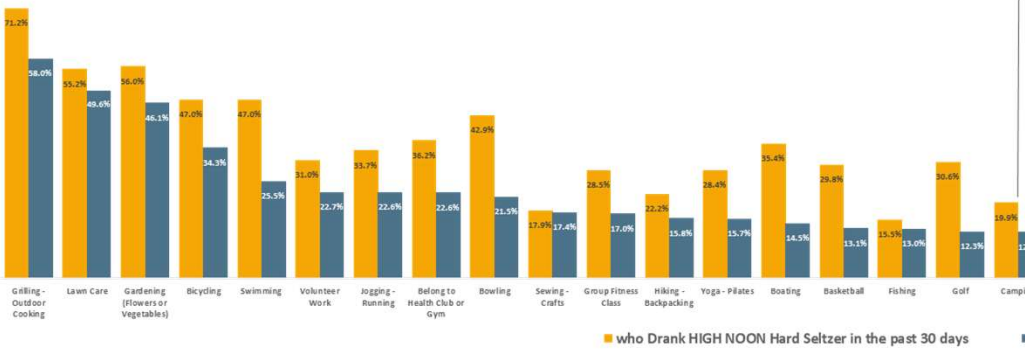
Top-20 past 30-days Online Lifestyle Activites: Adults 21 or older



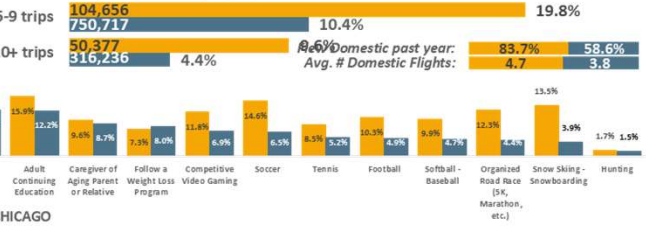
Political Activity: Adults 21 or older



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



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



CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 245

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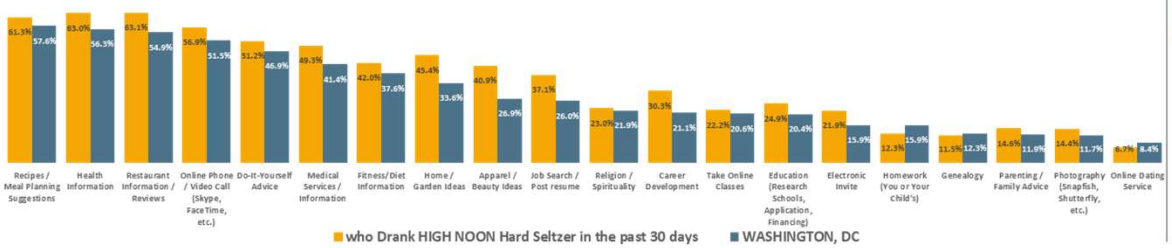
Hard seltzers drank past 30 days: High Noon

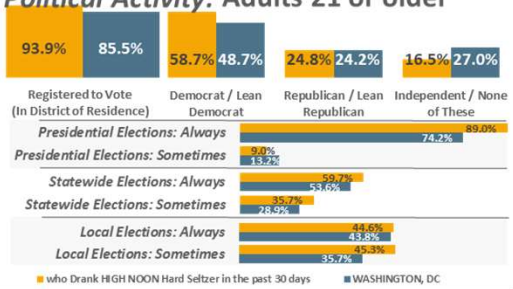


4.3% or 230,883 of WASHINGTON, DC DMA Adults 21 or older Drank HIGH NOON Hard Seltzer in the past 30… Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days are 9.2% more likely to look up D-I-Y advice online, 1.8% more likely to always vote in local elections, 79.2% more likely to belong to a gym, 40.4% more likely to fly domestic past y

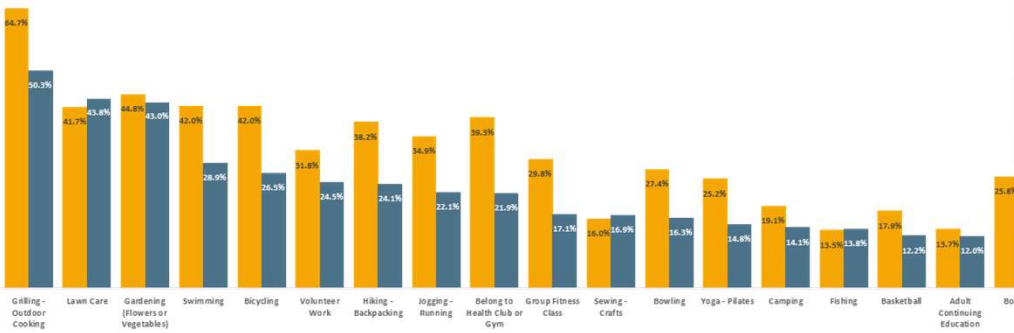
Top-20 past 30-days Online Lifestyle Activites: Adults 21 or older



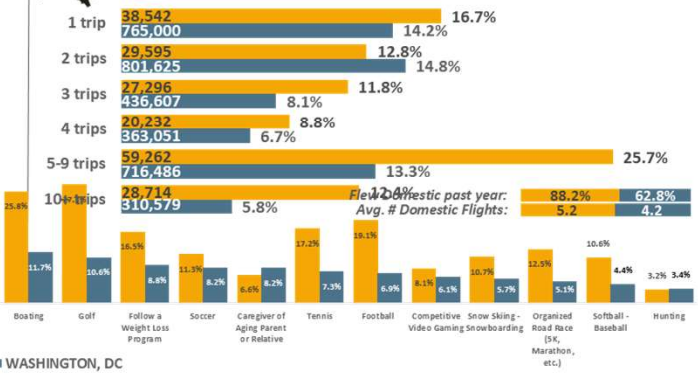
Political Activity: Adults 21 or older



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



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



WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 323

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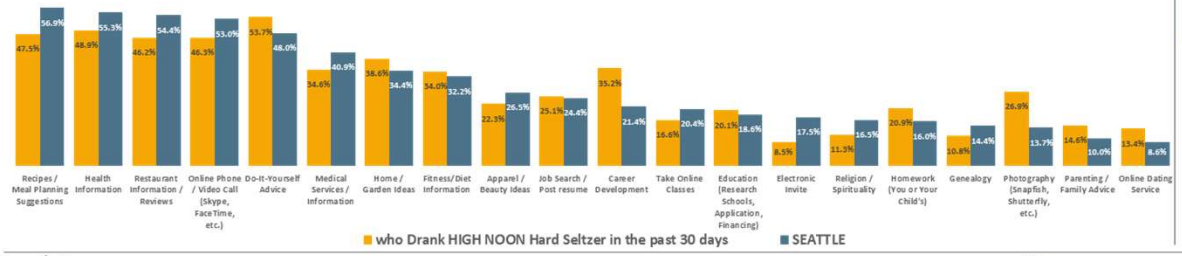
Hard seltzers drank past 30 days: High Noon

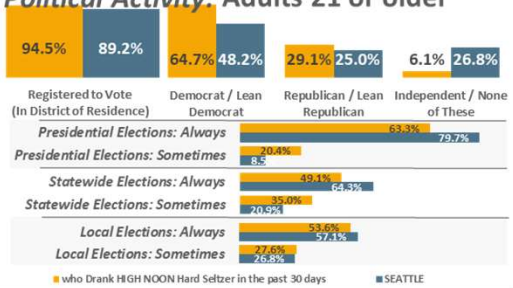


2.2% or 94,426 of SEATTLE DMA Adults 21 or older Drank HIGH NOON Hard Seltzer in the past 30 days. Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days are 11.9% more likely to look up D-I-Y advice online, 6.3% less likely to always vote in local elections, 149.7% more likely to belong to a gym, 49.6% more likely to fly domestic past

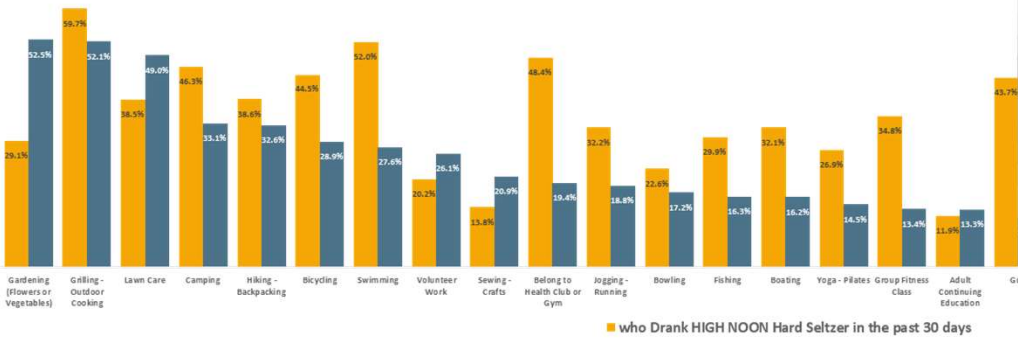
Top-20 past 30-days Online Lifestyle Activites: Adults 21 or older



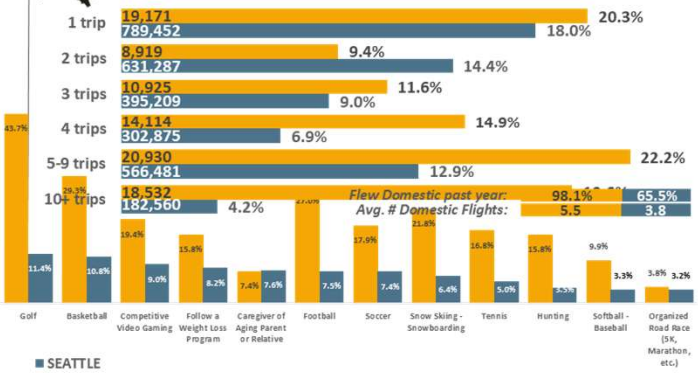
Political Activity: Adults 21 or older



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



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



SEATTLE DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 72

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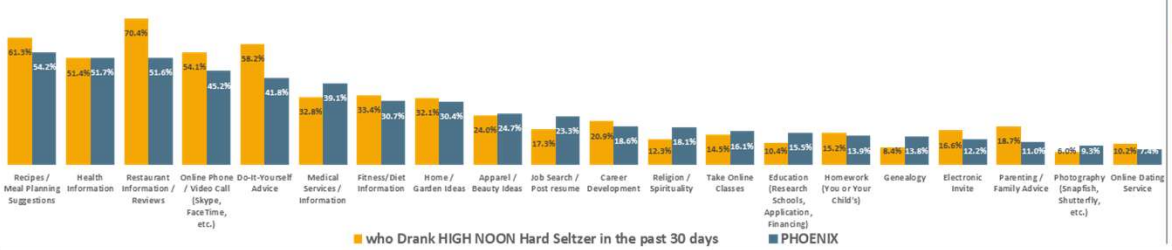
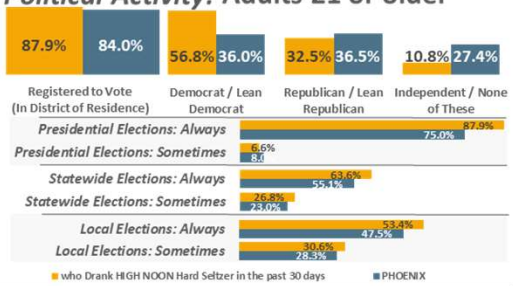
3.4% or 151,552 of PHOENIX DMA Adults 21 or older Drank HIGH NOON Hard Seltzer in the past 30 days. Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days are 39.% more likely to look up D-I-Y advice online, 12.4% more likely to always vote in local elections, 186.6% more likely to belong to a gym, 50.9% more likely to fly domestic past

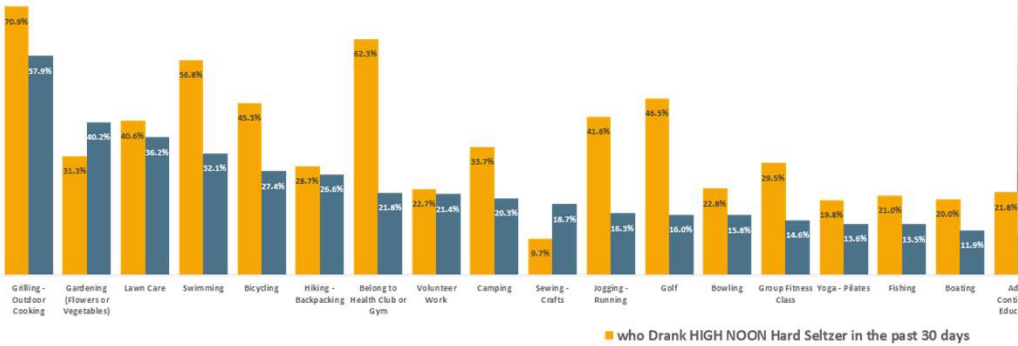
Top-20 past 30-days Online Lifestyle Activites: Adults 21 or older



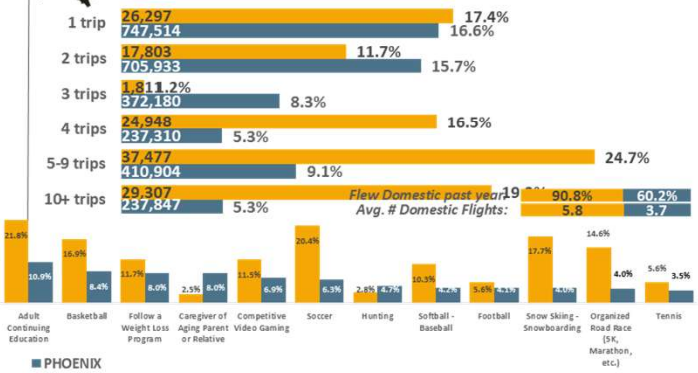
Political Activity: Adults 21 or older



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



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



PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 74

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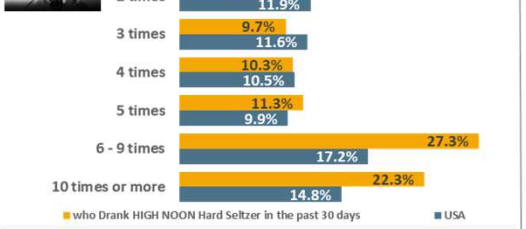
Hard seltzers drank past 30 days: High Noon



4.8% or 12,575,883 of USA Adults 21 or older Drank HIGH NOON Hard Seltzer in the past 30 days. Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days are 13.4% more likely to use QSRs past mo., 24.7% more likely to use Sit-Down Restaurants past mo., 31.4% more likely to use Casinos past yr., 7.9% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 21 or older



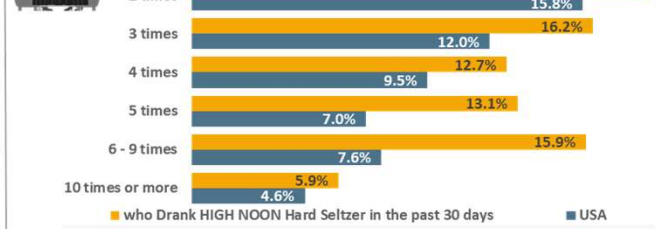


Total Monthly QSR Users: 96.0% 12,070,23 7 | 84.6% 33

Avg. Monthly QSR Meals: 7.2 | 6.0

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





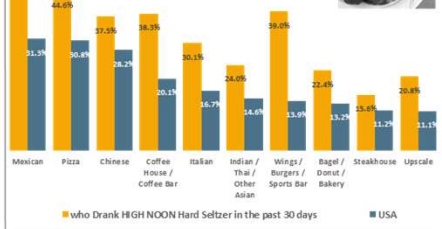
Total Monthly Sit-Down Restaurant Users: 90.7% 11,406,48 8 | 72.7% 190,682,7 36

Avg. Monthly Sit-Down Restaurant Meals: 4.6 | 3.9

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 HIGH NOON Hard Seltzer in the past 30 days 4,523,446 36.0%

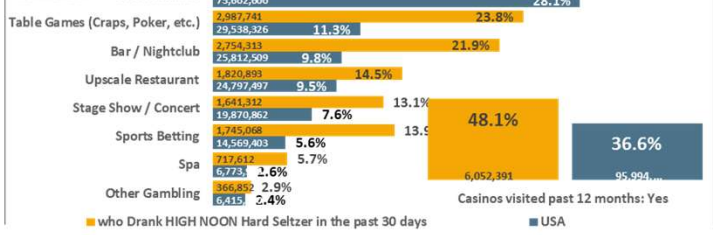
USA 19.4%

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



USA *USA Projection* *Scarborough R1 2025: Feb24-Mar25* *Qual Intab* *1,193*

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USA Projection *Scarborough R1 2025: Feb24-Mar25* *Qual Intab* *24,216*



7.3% or 527,296 of CHICAGO DMA Adults 21 or older Drank HIGH NOON Hard Seltzer in the past 30 days. Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days are 12.% more likely to use QSRs past mo., 24.2% more likely to use Sit-Down Restaurants past mo., 15.3% more likely to use Casinos past yr., 30.7% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 21 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



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



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



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.)

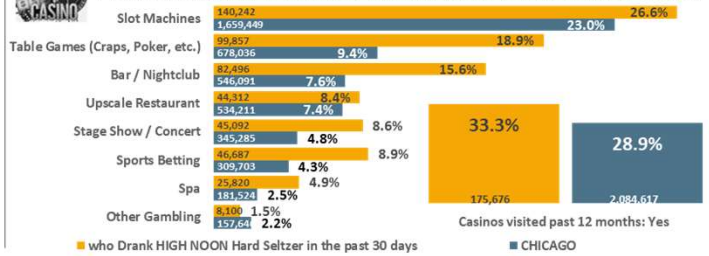


Drank Past 30-days: Adults 21 or older



Past 12 months Casino Activities: Adults 21 or older





Used Past 30-days: Adults 21 or older



CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 245

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Hard seltzers drank past 30 days: High Noon



4.3% or 230,883 of WASHINGTON, DC DMA Adults 21 or older Drank HIGH NOON Hard Seltzer in the past 30 days. Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days are 17.4% more likely to use QSRs past mo., 26.6% more likely to use Sit-Down Restaurants past mo., 24.5% more likely to use Casinos past yr., 55.2% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 21 or older



Total Monthly QSR Users:

Avg. Monthly QSR Meals:

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



Total Monthly Sit-Down Restaurant Users:

Avg. Monthly Sit-Down Restaurant Meals:

Top-10 Cuisines: Adults 21 or older

(Sit-Down Restaurants Used Past 30-days)



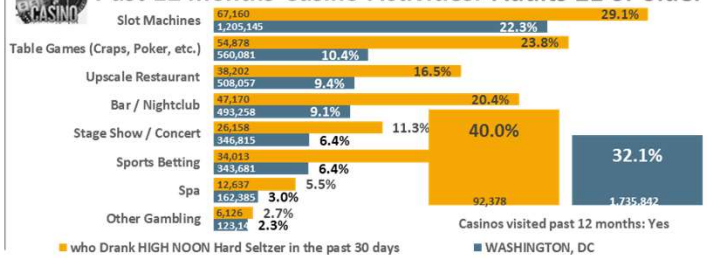
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)



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



WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 323

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Hard seltzers drank past 30 days: High Noon



2.2% or 94,426 of SEATTLE DMA Adults 21 or older Drank HIGH NOON Hard Seltzer in the past 30 days. Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days are 14.7% more likely to use QSRs past mo., 32.4% more likely to use Sit-Down Restaurants past mo., 57.4% more likely to use Casinos past yr., 227.8% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 21 or older



Total Monthly QSR Users: 92.9% 87,732 | 81.0% 3,544,540

Avg. Monthly QSR Meals: 6.0 | 5.3

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



Total Monthly Sit-Down Restaurant Users: 92.5% 87,344 | 69.9% 3,056,852

Avg. Monthly Sit-Down Restaurant Meals: 4.9 | 3.7

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 HIGH NOON Hard Seltzer in the past 30 days 35,435 37.5%

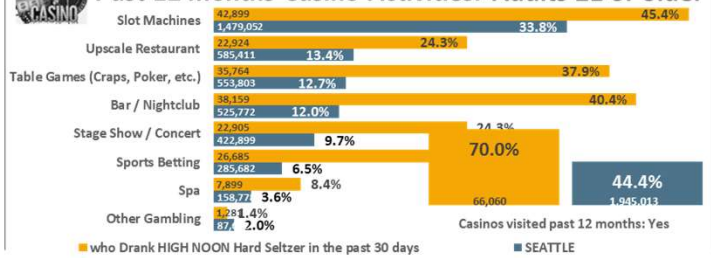
SEATTLE 888,826 20.3%

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



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Hard seltzers drank past 30 days: High Noon



3.4% or 151,552 of PHOENIX DMA Adults 21 or older Drank HIGH NOON Hard Seltzer in the past 30 days. Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days are 7.6% more likely to use QSRs past mo., 22.2% more likely to use Sit-Down Restaurants past mo., 20.7% more likely to use Casinos past yr., 19.3% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 21 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



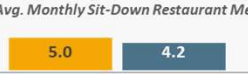
Past 30-days Sit-Down Restaurant Users: Adults 21 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 21 or older

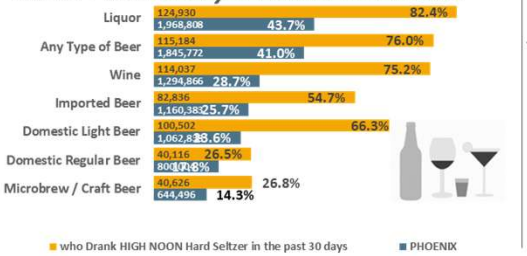
(Sit-Down Restaurants Used Past 30-days)



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

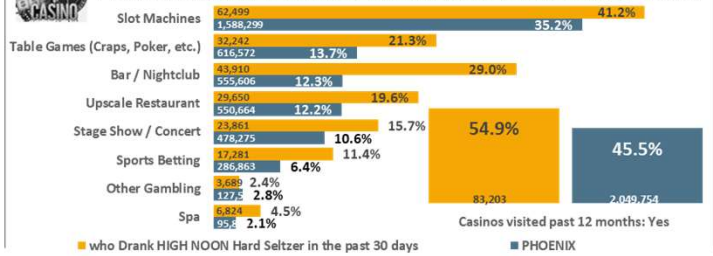


Drank Past 30-days: Adults 21 or older



Past 12 months Casino Activities: Adults 21 or older





Used Past 30-days: Adults 21 or older



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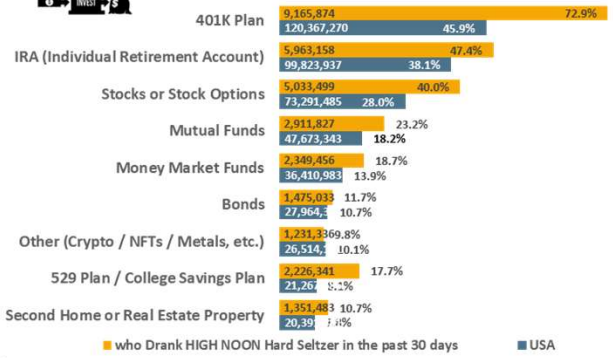
Hard seltzers drank past 30 days: High Noon

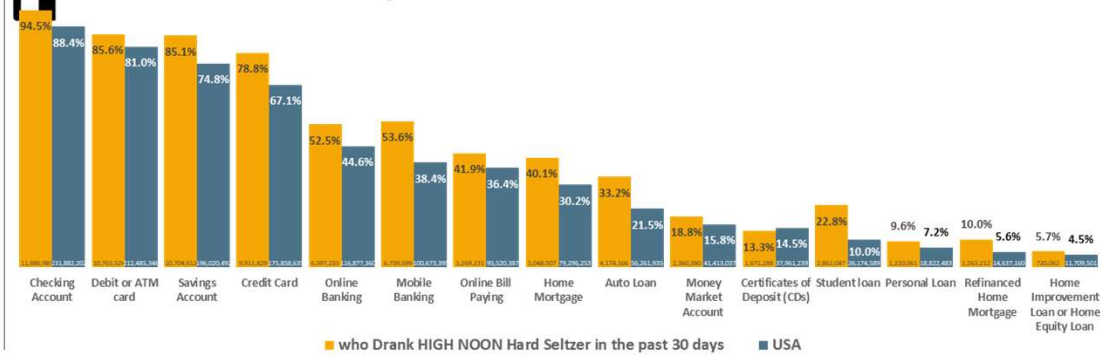


4.8% or 12,575,883 of USA Adults 21 or older Drank HIGH NOON Hard Seltzer in the past 30 days. Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days are 58.8% more likely to have a 401K, 54.7% more likely to have an Auto Loan, 55.8% more likely to Invest/Trade Stocks Online, 15.3% less likely to pay with their Debit Card.

Investments Owned: Adults 21 or older



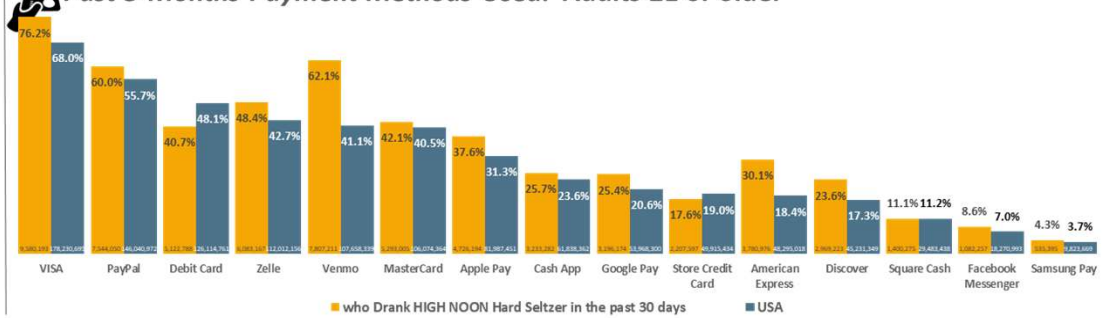
Financial Services Has and/or Uses: Adults 21 or older



Professional Services Used:* Adults 21 or older



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



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 1,193

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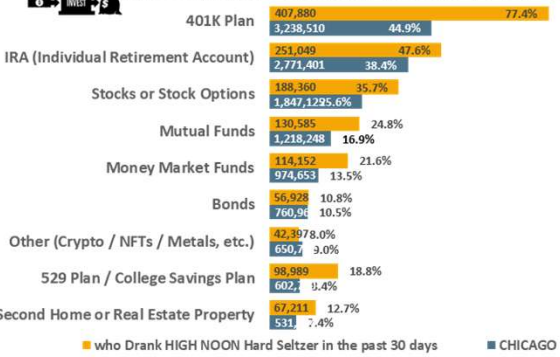
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,216

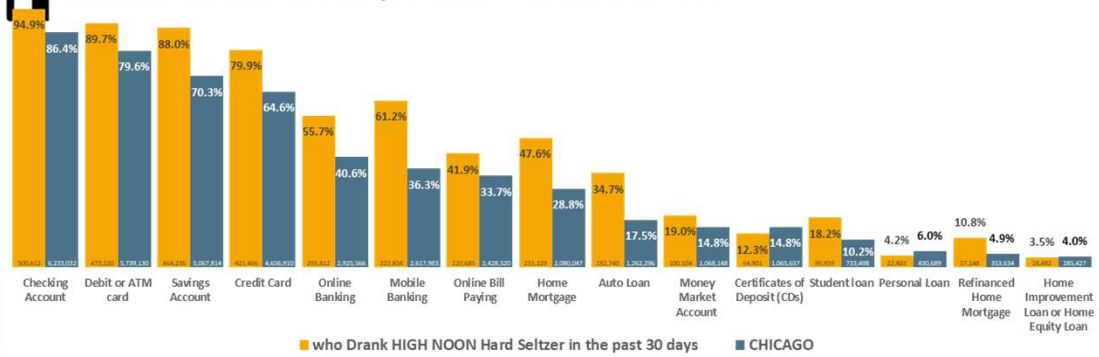


7.3% or 527,296 of CHICAGO DMA Adults 21 or older Drank HIGH NOON Hard Seltzer in the past 30 days. Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days are 72.3% more likely to have a 401K, 98.% more likely to have an Auto Loan, 56.1% more likely to Invest/Trade Stocks Online, 1.4% less likely to pay with their Debit Card.

Investments Owned: Adults 21 or older



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

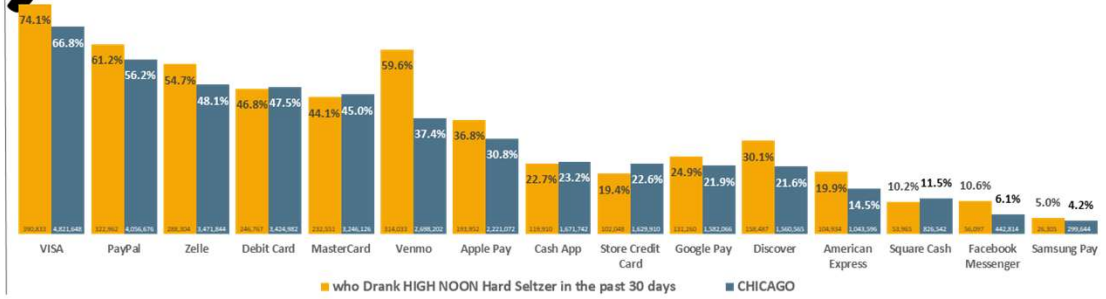


Professional Services Used:* Adults 21 or older



*(*Past 12 Months)*

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



CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 245

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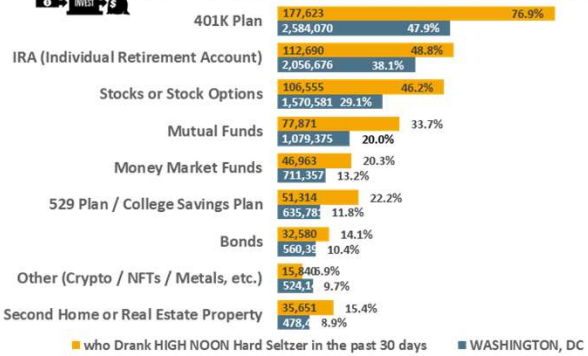
Hard seltzers drank past 30 days: High Noon

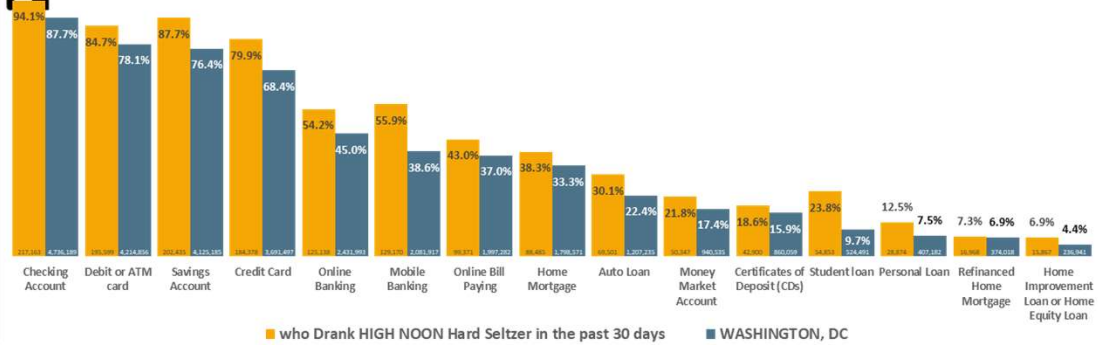


4.3% or 230,883 of WASHINGTON, DC DMA Adults 21 or older Drank HIGH NOON Hard Seltzer in the past 30... Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days are 60.8% more likely to have a 401K, 34.6% more likely to have an Auto Loan, 39.7% more likely to Invest/Trade Stocks Online, 14.6% less likely to pay with their Debit Card.

Investments Owned: Adults 21 or older



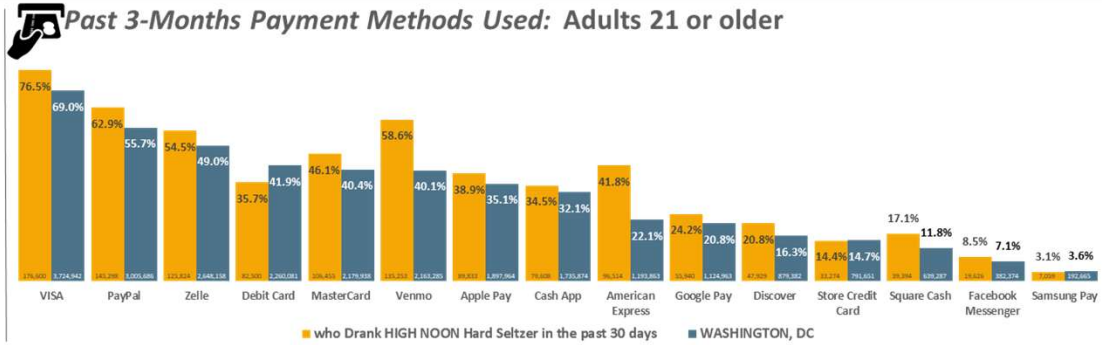
Financial Services Has and/or Uses: Adults 21 or older



Professional Services Used:* Adults 21 or older



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



WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 323

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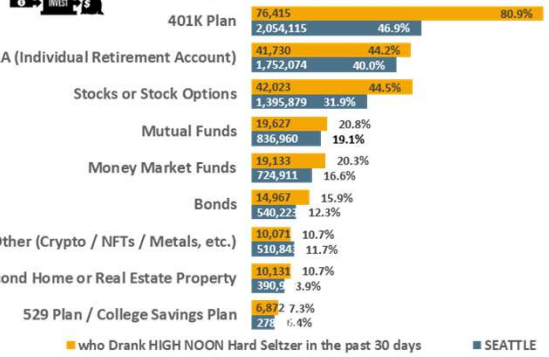
Hard seltzers drank past 30 days: High Noon

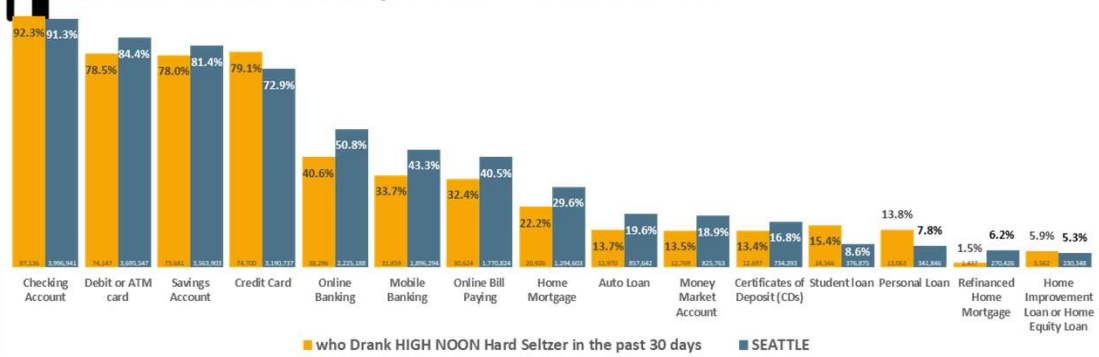


2.2% or 94,426 of SEATTLE DMA Adults 21 or older Drank HIGH NOON Hard Seltzer in the past 30 days. Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days are 72.4% more likely to have a 401K, 29.9% less likely to have an Auto Loan, 99.3% more likely to Invest/Trade Stocks Online, 17.9% less likely to pay with their Debit Card.

Investments Owned: Adults 21 or older



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

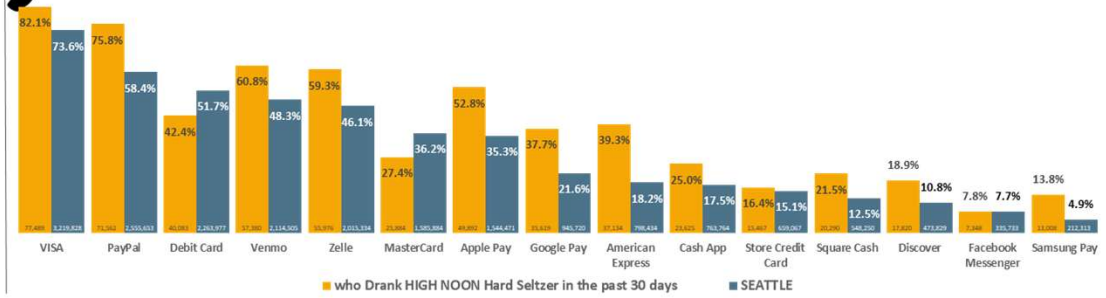


Professional Services Used:* Adults 21 or older



*(*Past 12 Months)*

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



SEATTLE DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 72

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Hard seltzers drank past 30 days: High Noon

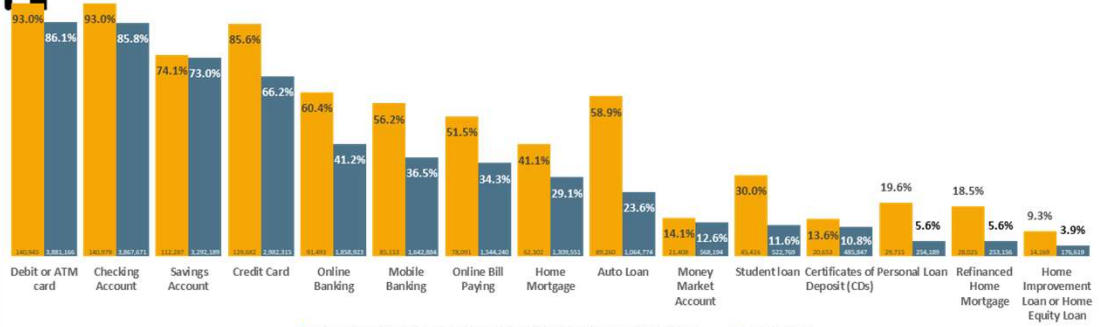


3.4% or 151,552 of PHOENIX DMA Adults 21 or older Drank HIGH NOON Hard Seltzer in the past 30 days. Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days are 49.3% more likely to have a 401K, 149.3% more likely to have an Auto Loan, 73.% more likely to Invest/Trade Stocks Online, 35.8% less likely to pay with their Debit Card.

Investments Owned: Adults 21 or older



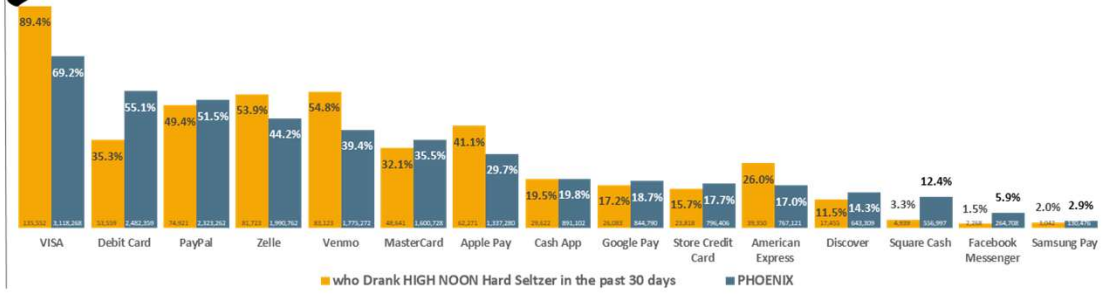
Financial Services Has and/or Uses: Adults 21 or older



Professional Services Used:* Adults 21 or older



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



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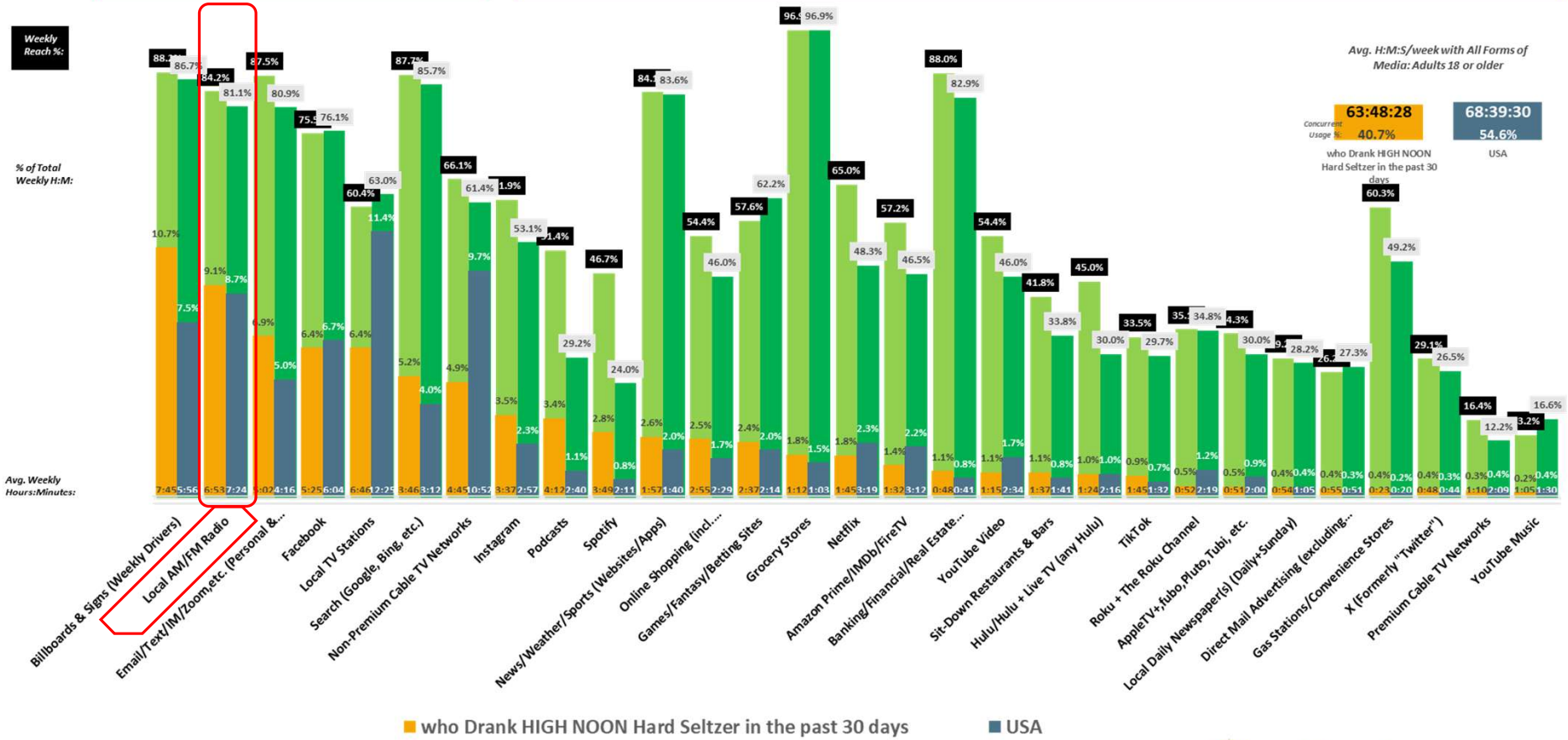
Hard seltzers drank past 30 days: High Noon



Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days spend an average of 2 days, 15 hours, 48 minutes and 28 seconds each week with All Forms of Media.

84.2% of Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days spend an avg. of 6 hours and 53 minutes each week listening to All Local AM/FM Radio, representing 9.1% of total time spent with all forms of Media.



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 1,193 USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,216

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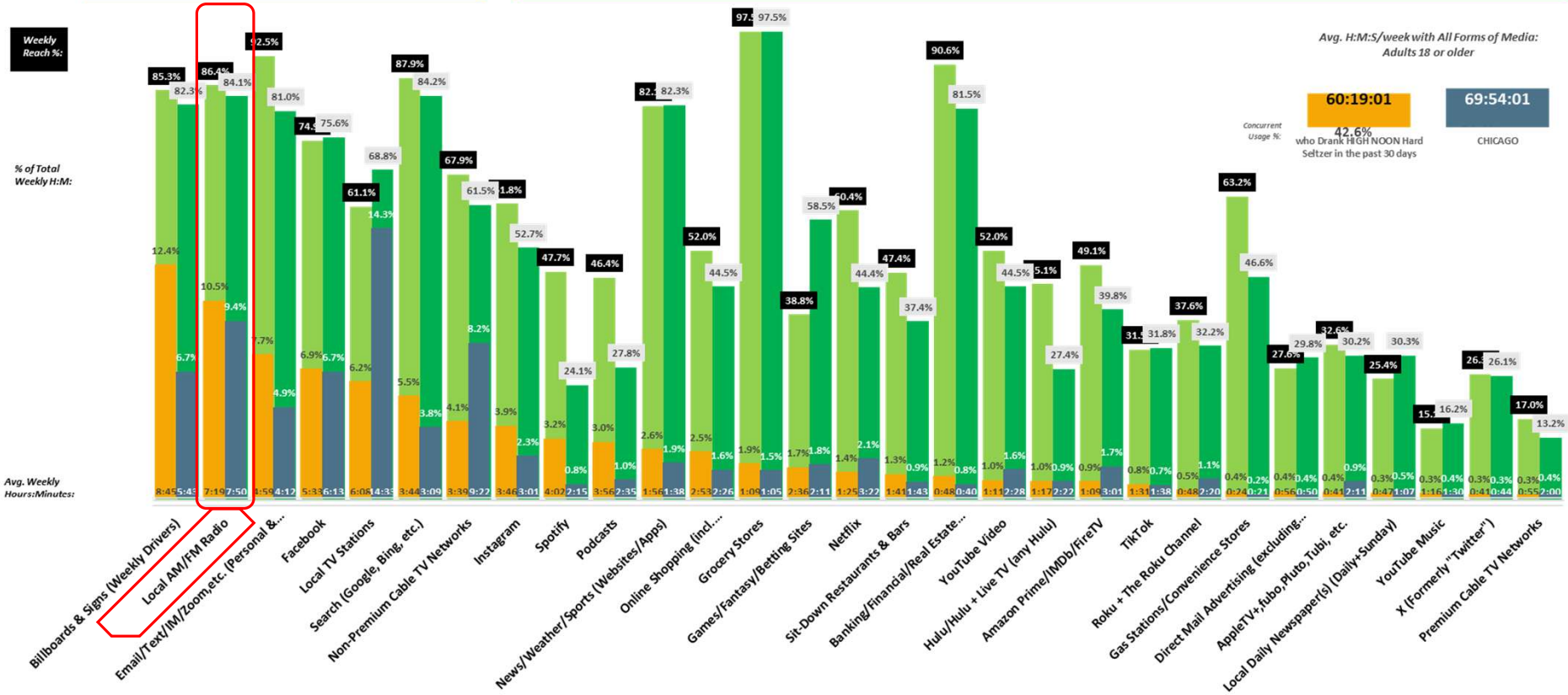
Hard seltzers drank past 30 days: High Noon



Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days spend an average of 2 days, 12 hours, 19 minutes and 1 seconds each week with All Forms of Media.

86.4% of Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days spend an avg. of 7 hours and 19 minutes each week listening to All Local AM/FM Radio, representing 10.5% of total time spent with all forms of Media.



CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 245 CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,753

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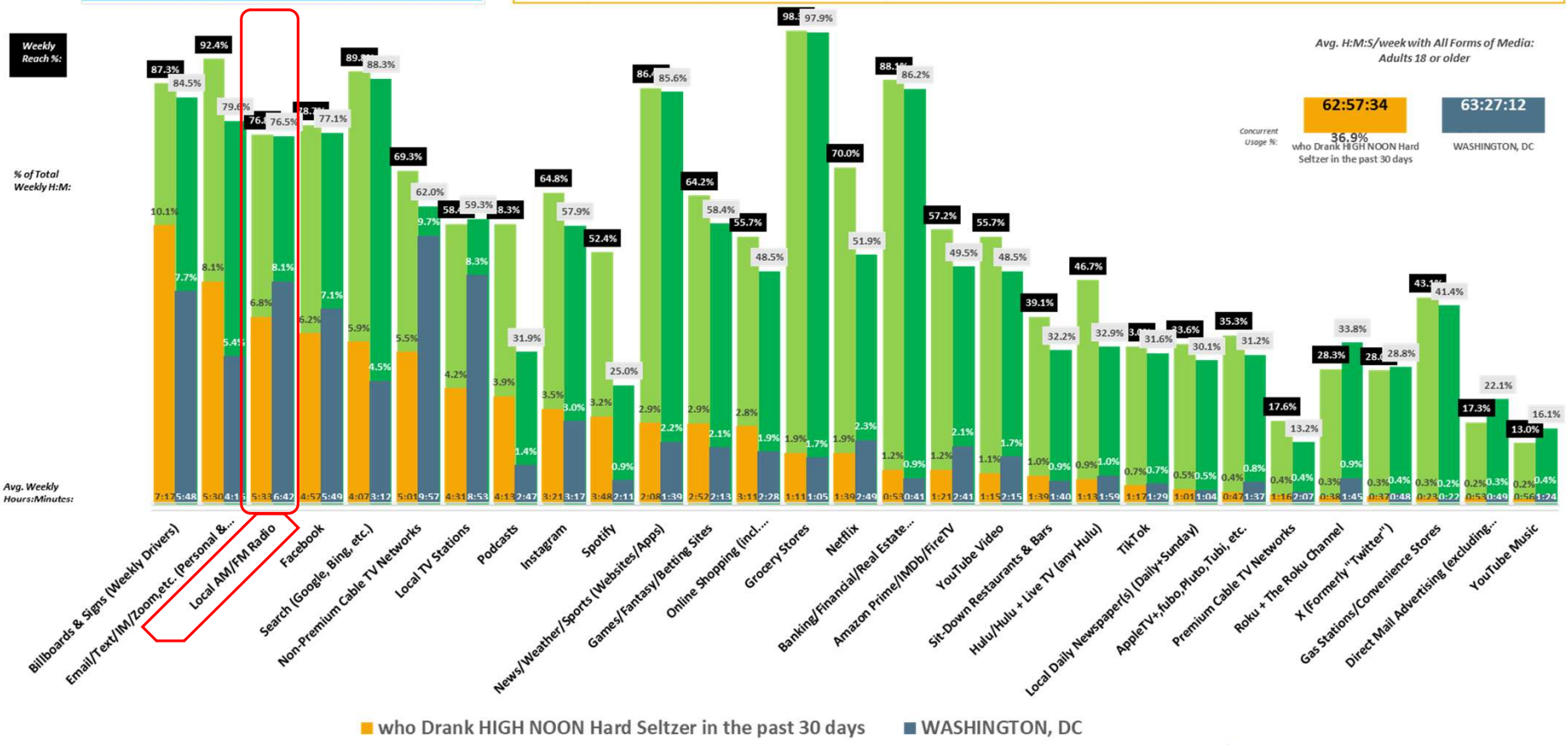
Hard seltzers drank past 30 days: High Noon



Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days spend an average of 2 days, 14 hours, 57 minutes and 34 seconds each week with All Forms of Media.

76.8% of Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days spend an avg. of 5 hours and 33 minutes each week listening to All Local AM/FM Radio, representing 6.8% of total time spent with all forms of Media.



WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 323 WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 5,638

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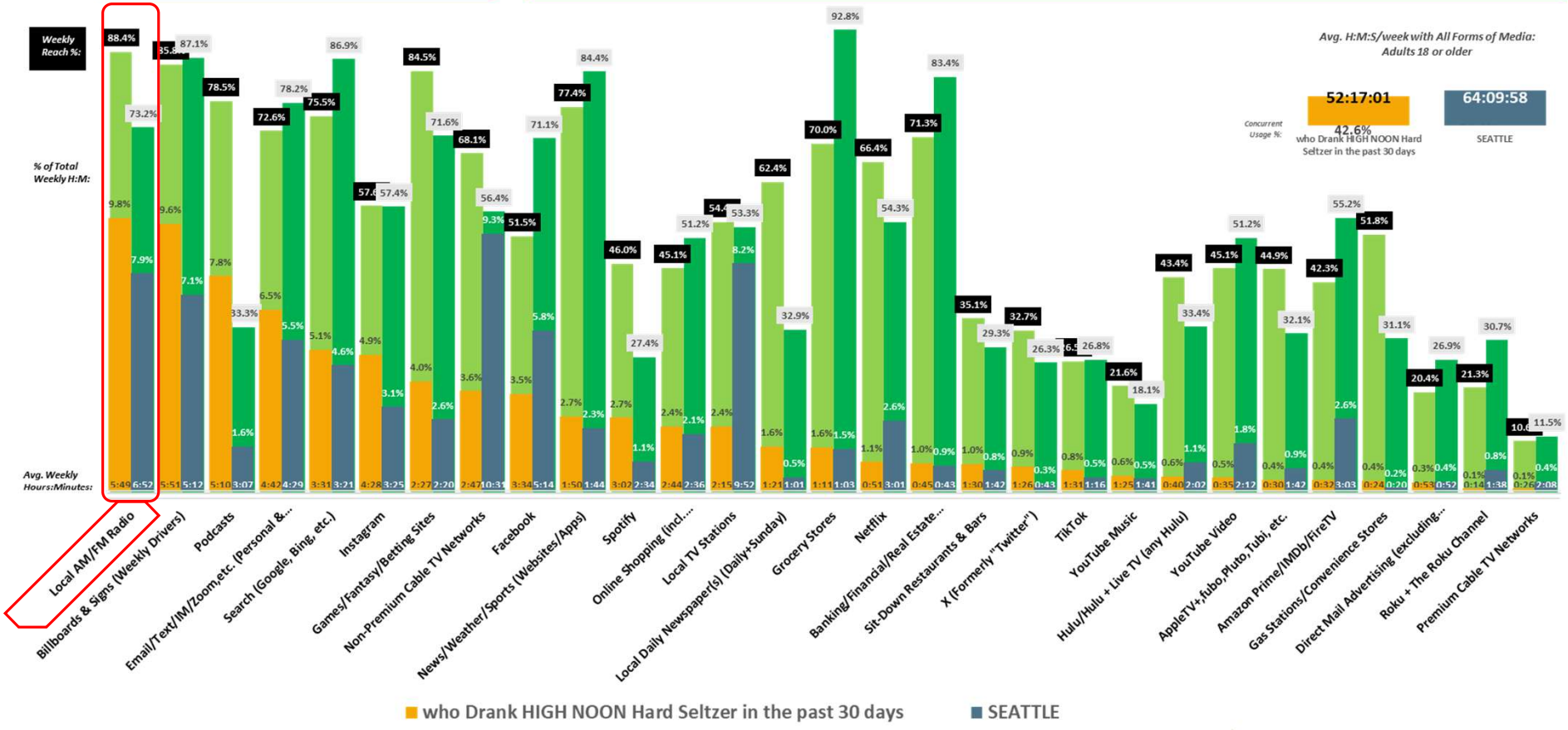
Hard seltzers drank past 30 days: High Noon



Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days spend an average of 2 days, 4 hours, 17 minutes and 1 seconds each week with All Forms of Media.

88.4% of Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days spend an avg. of 5 hours and 49 minutes each week listening to All Local AM/FM Radio, representing 9.8% of total time spent with all forms of Media.



SEATTLE DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 72 SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,850

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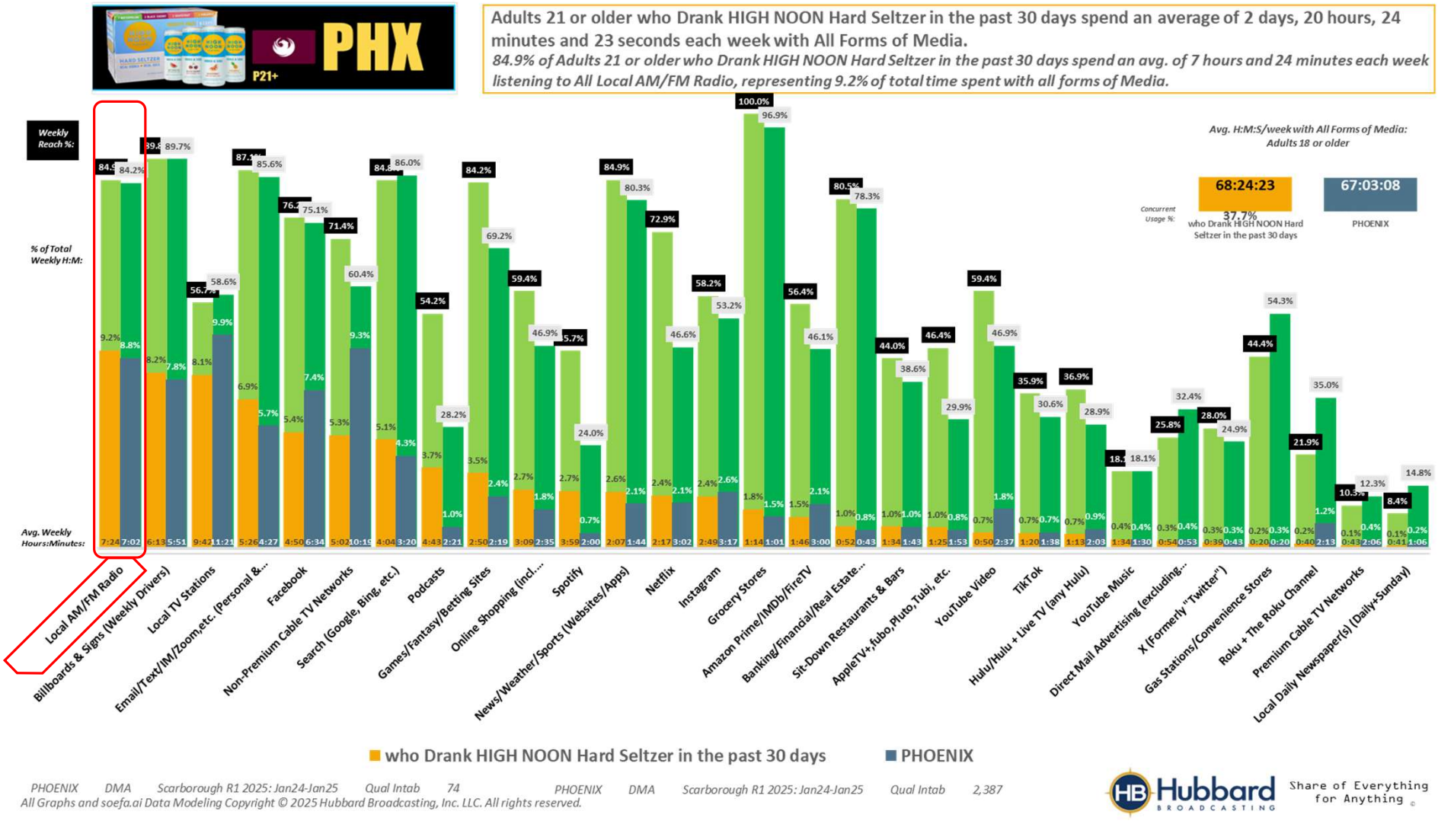
Hard seltzers drank past 30 days: High Noon



PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 74 PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 2,387

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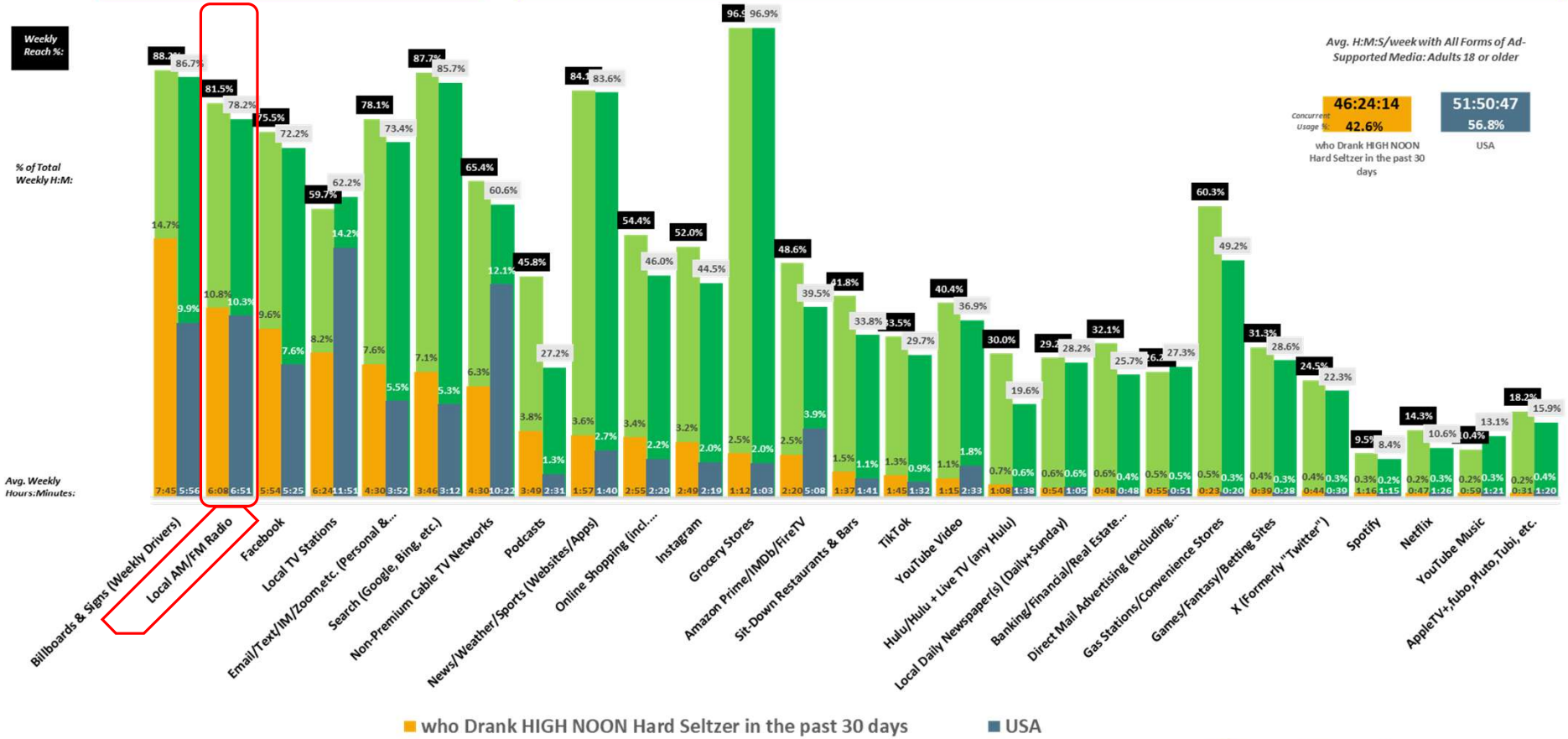
Hard seltzers drank past 30 days: High Noon



Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days spend an average of 1 days, 22 hours, 24 minutes and 14 seconds each week with All Forms of Ad-Supported Media.

81.5% of Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days spend an avg. of 6 hours and 8 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.8% of total time spent with all forms of Ad-Supported Media.



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 1,193 USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,216

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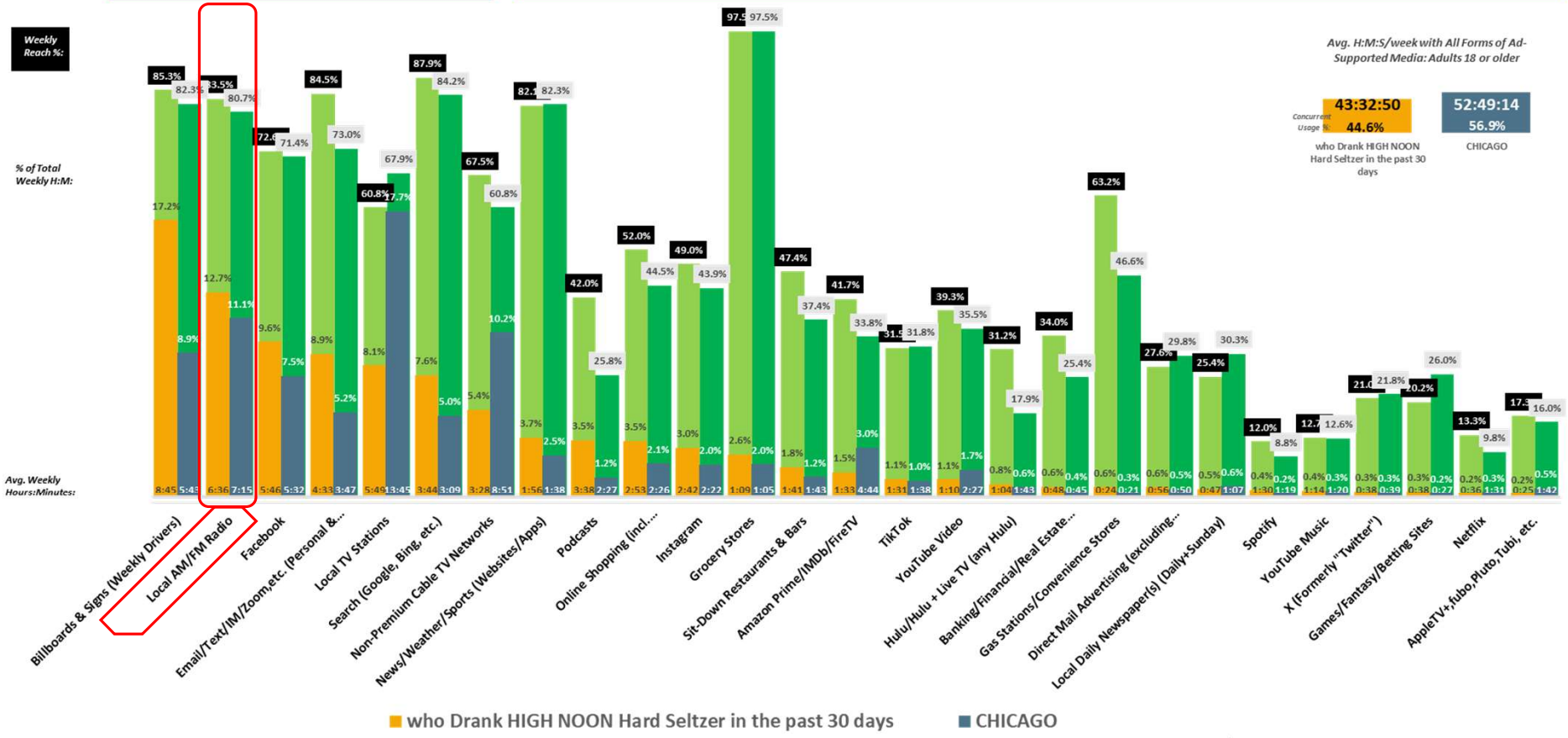
Hard seltzers drank past 30 days: High Noon



Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days spend an average of 1 days, 19 hours, 32 minutes and 50 seconds each week with All Forms of Ad-Supported Media.

83.5% of Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days spend an avg. of 6 hours and 36 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.7% of total time spent with all forms of Ad-Supported Media.



CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 245 CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,753

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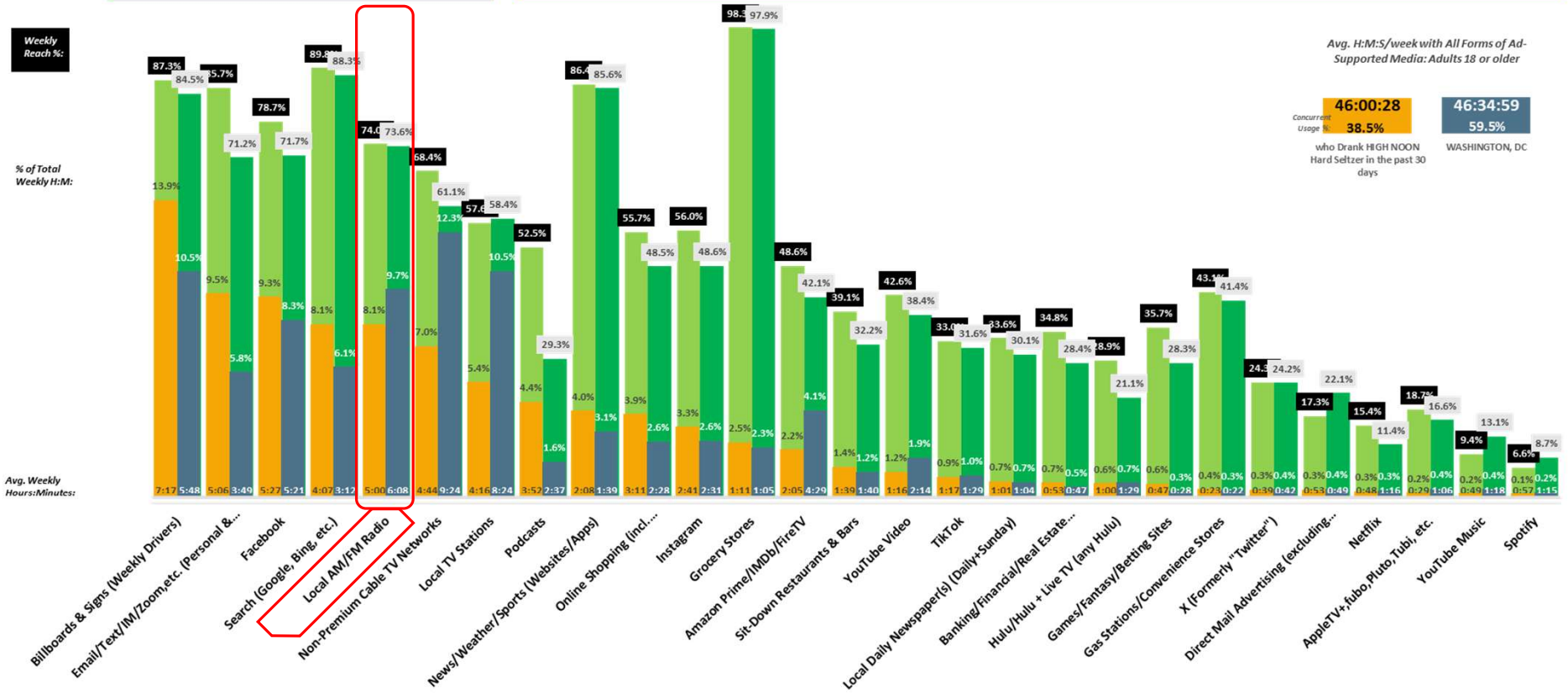
Hard seltzers drank past 30 days: High Noon



Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days spend an average of 1 days, 22 hours, 0 minutes and 28 seconds each week with All Forms of Ad-Supported Media.

74.% of Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days spend an avg. of 5 hours and 0 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 8.1% of total time spent with all forms of Ad-Supported Media.



WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 323 WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 5,638

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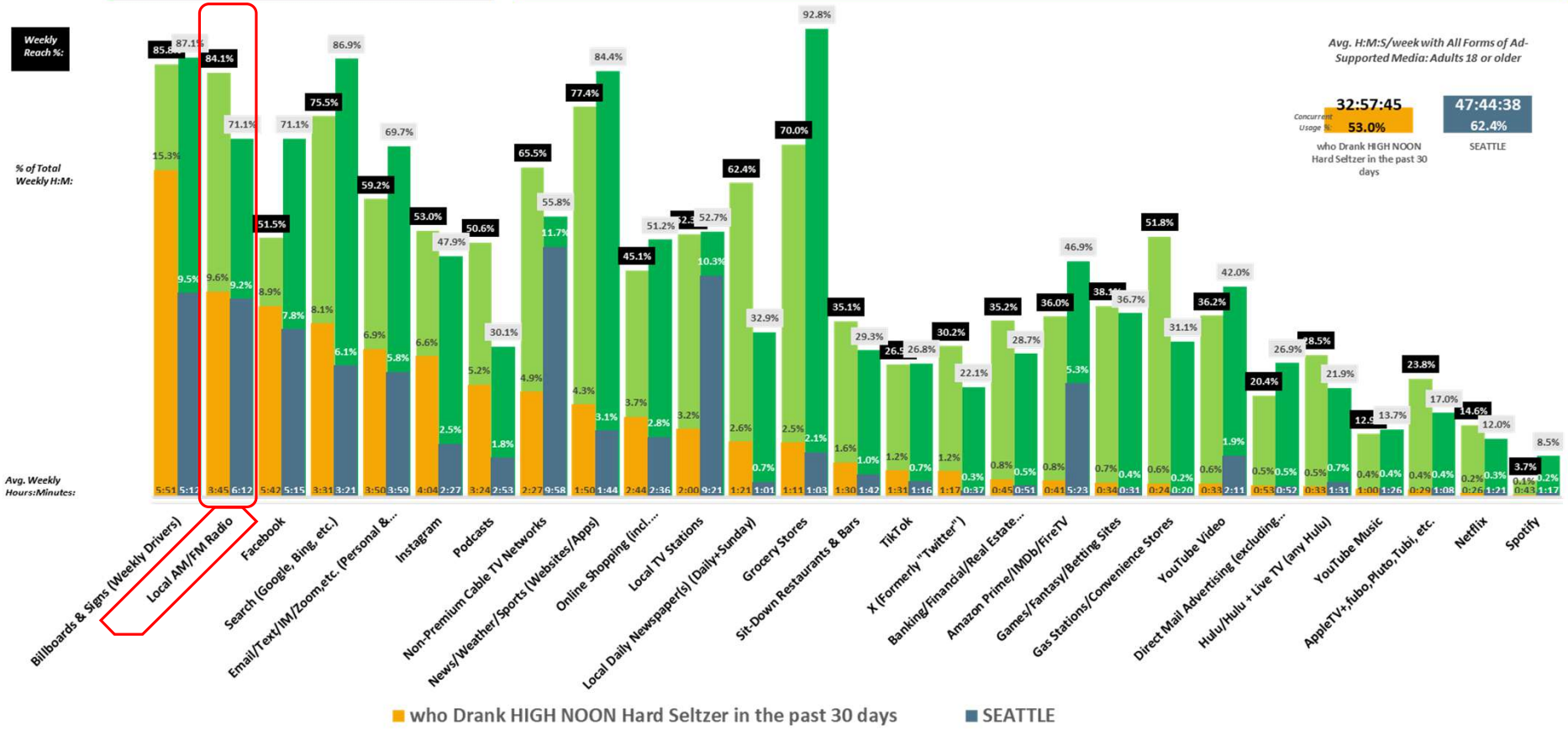
Hard seltzers drank past 30 days: High Noon



Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days spend an average of 1 days, 8 hours, 57 minutes and 45 seconds each week with All Forms of Ad-Supported Media.

84.1% of Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days spend an avg. of 3 hours and 45 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.



SEATTLE DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 72 SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,850

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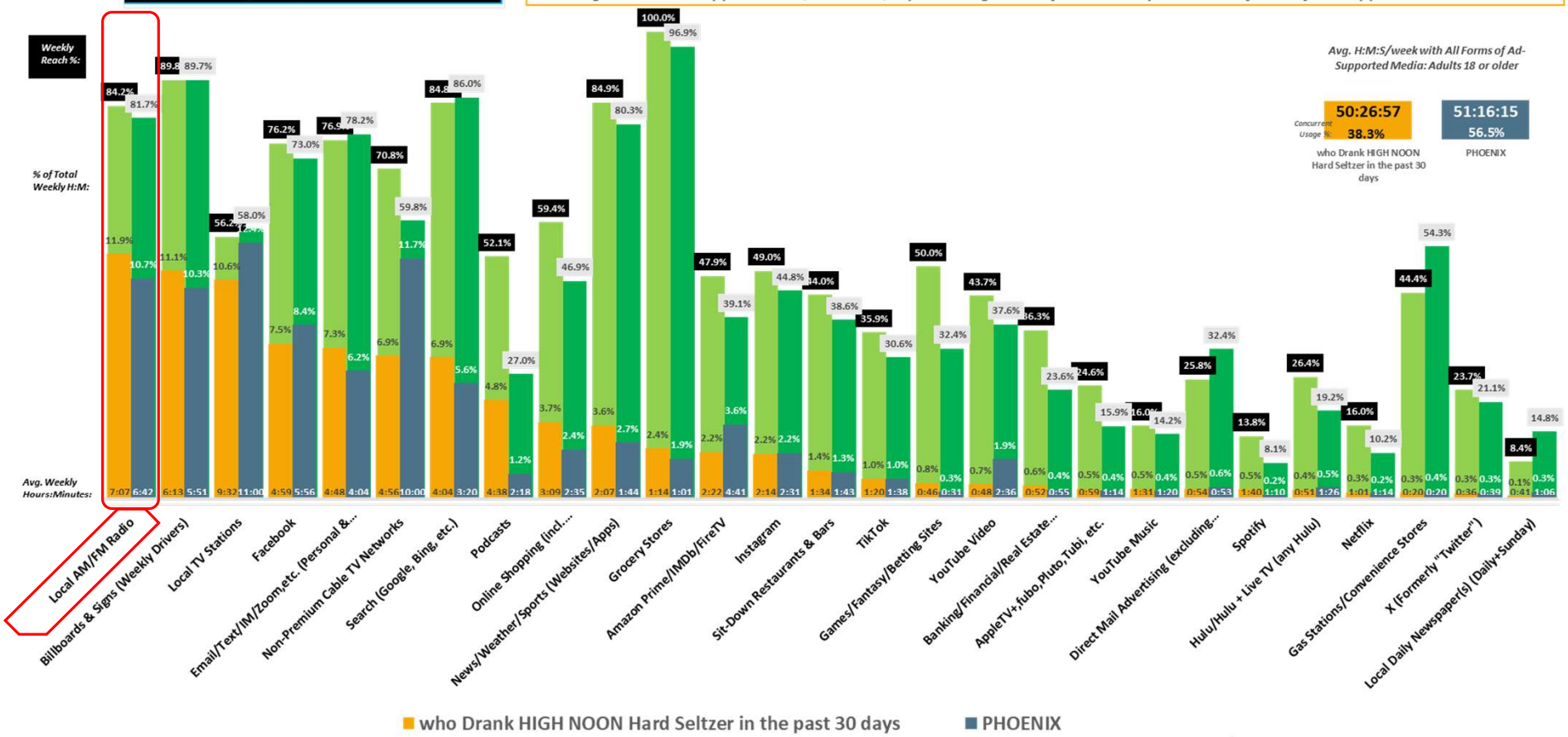
Hard seltzers drank past 30 days: High Noon



Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days spend an average of 2 days, 2 hours, 26 minutes and 57 seconds each week with All Forms of Ad-Supported Media.

84.2% of Adults 21 or older who Drank HIGH NOON 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 11.9% of total time spent with all forms of Ad-Supported Media.



PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 74 PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 2,387

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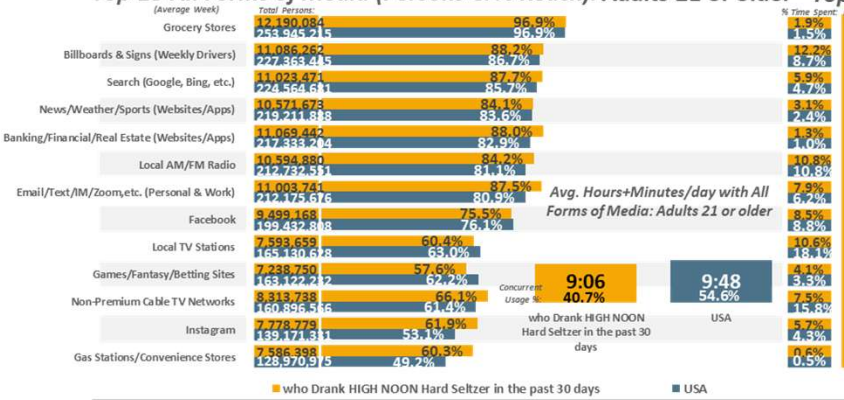
Hard seltzers drank past 30 days: High Noon

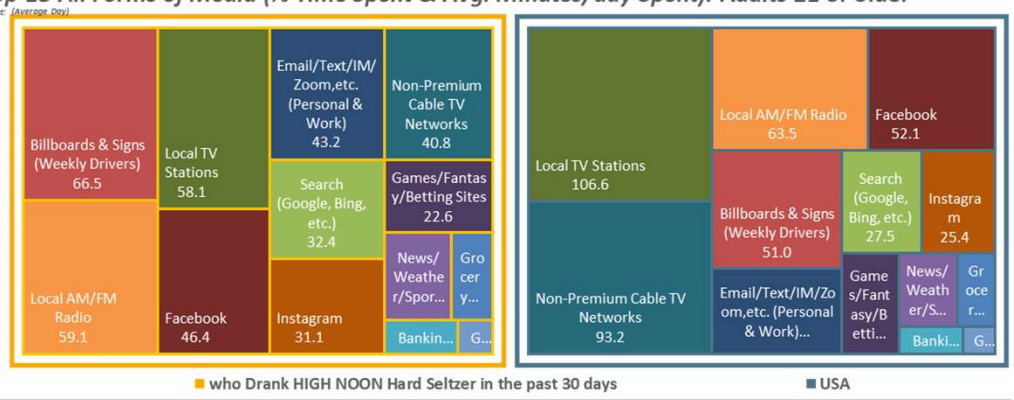


Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days spend an average of 6 hours and 37 minutes each day with All Forms of Ad-Supported Media. 81.5% listen to Local AM/FM Radio for an avg. of 52.6 minutes/day. *(Local Radio delivers 10.8% of Time with Ad-Supported Media.)*

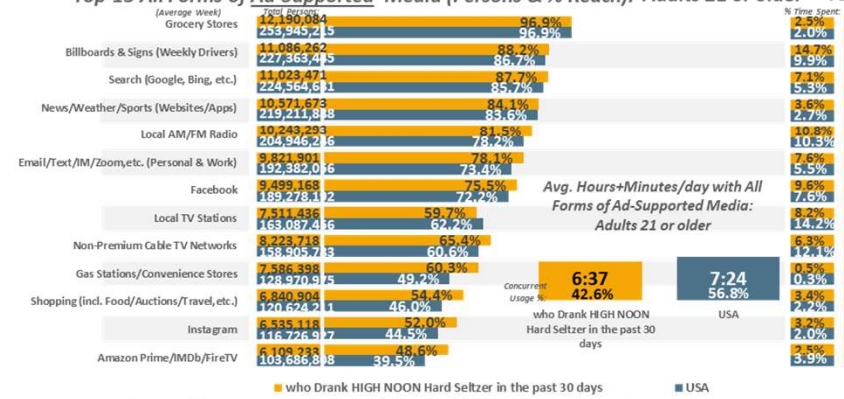
Top-13 All Forms of Media (Persons & % Reach): Adults 21 or older



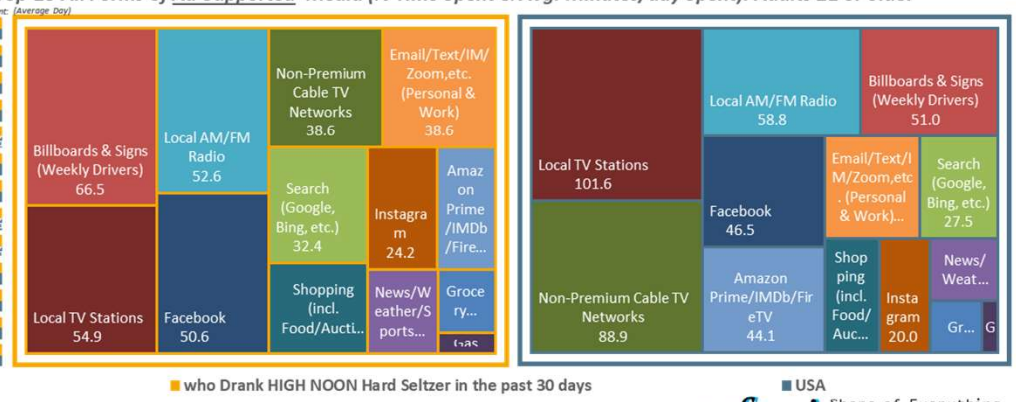
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 1,193

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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,216

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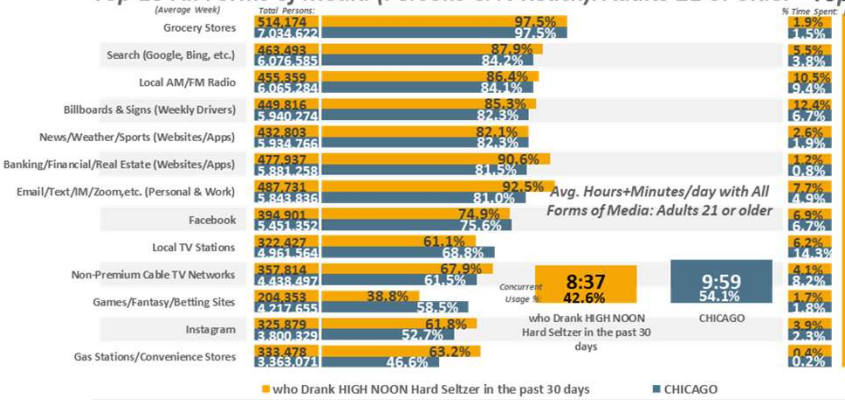
Hard seltzers drank past 30 days: High Noon

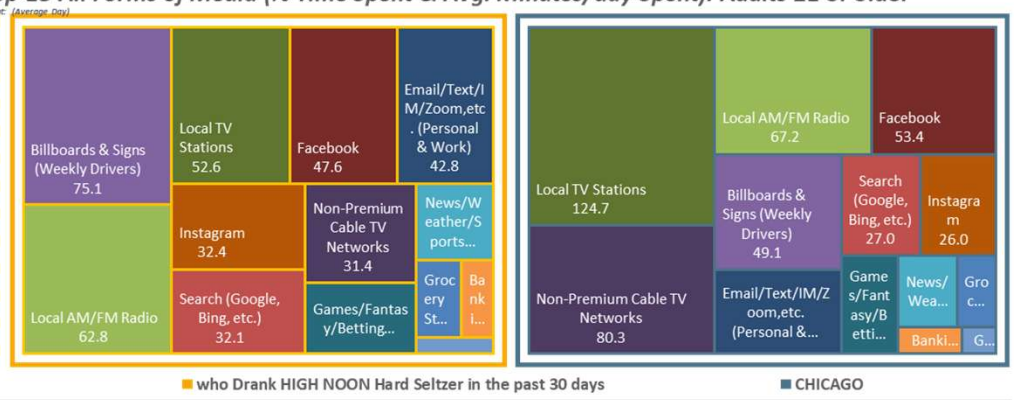


Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days spend an average of 6 hours and 13 minutes each day with All Forms of Ad-Supported Media. 83.5% listen to Local AM/FM Radio for an avg. of 56.7 minutes/day. *(Local Radio delivers 12.7% of Time with Ad-Supported Media.)*

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



CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 245

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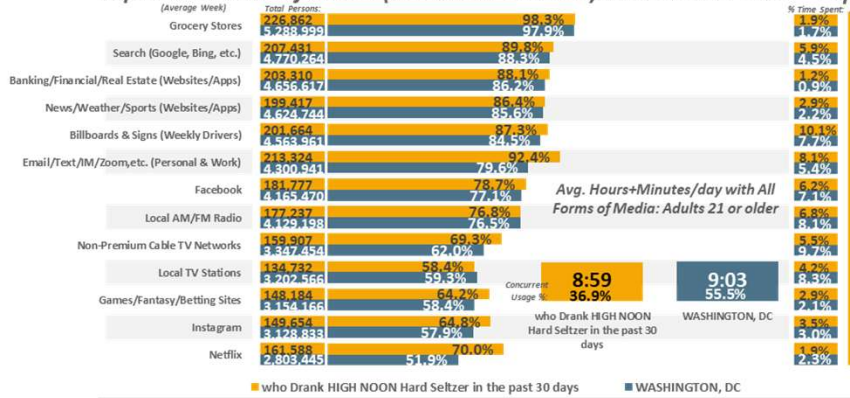
Hard seltzers drank past 30 days: High Noon

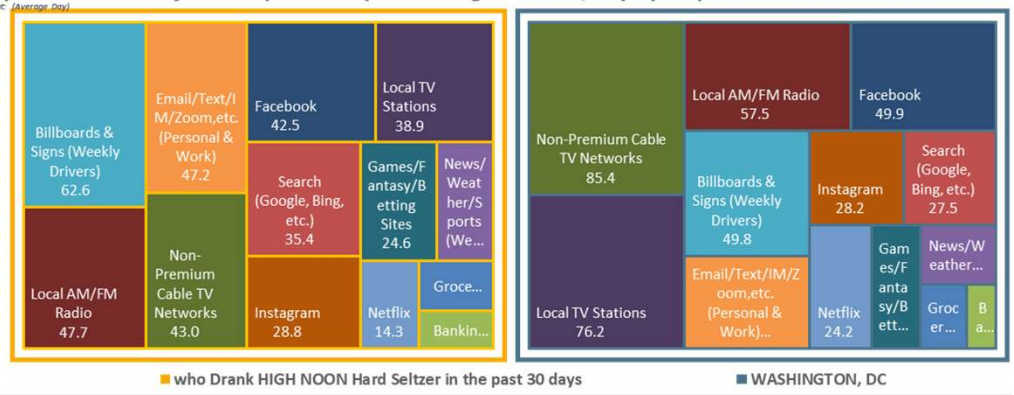


Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days spend an average of 6 hours and 34 minutes each day with All Forms of Ad-Supported Media. 74.% listen to Local AM/FM Radio for an avg. of 42.9 minutes/day. *(Local Radio delivers 8.1% of Time with Ad-Supported Media.)*

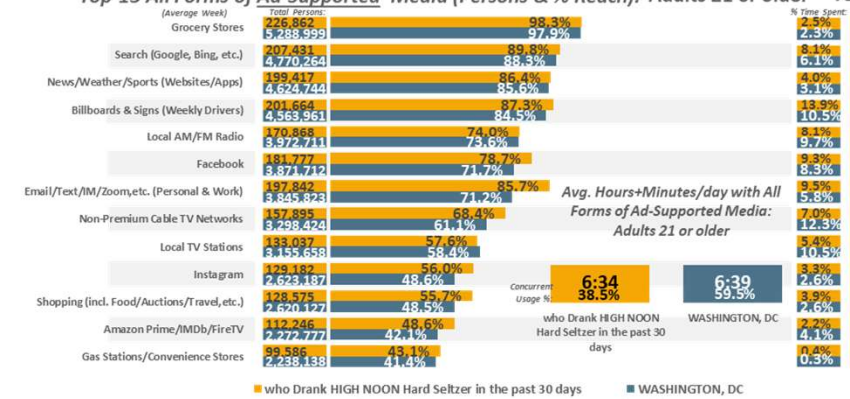
Top-13 All Forms of Media (Persons & % Reach): Adults 21 or older



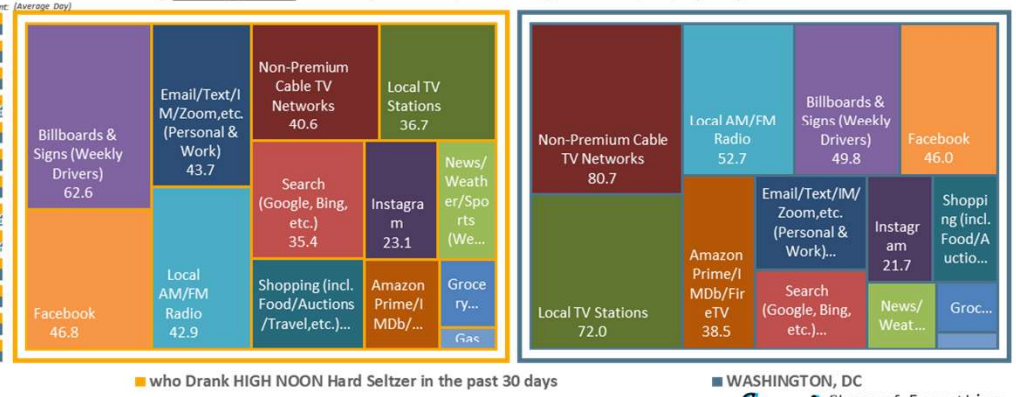
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 323

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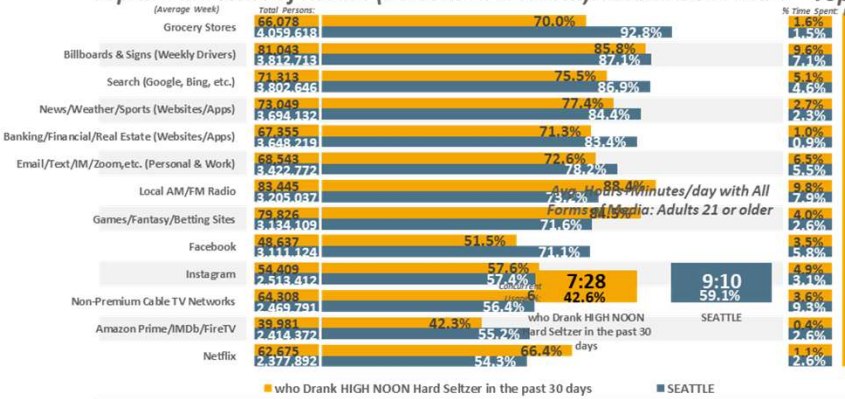
Hard seltzers drank past 30 days: High Noon

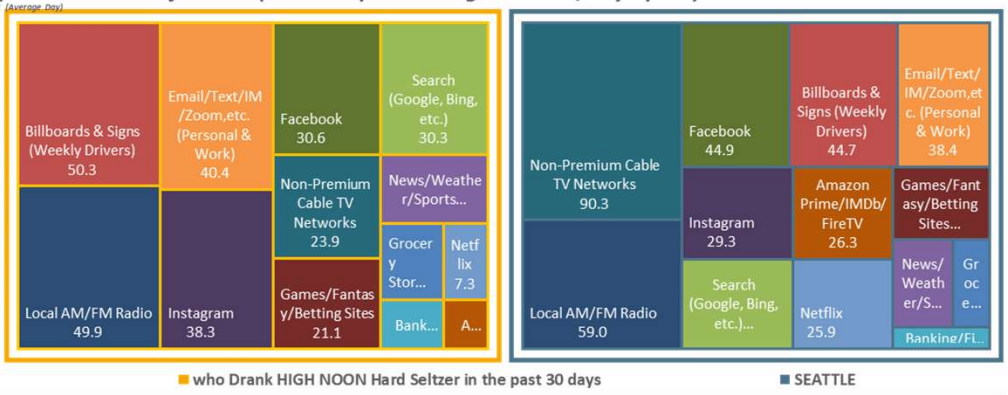


Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days spend an average of 4 hours and 42 minutes each day with All Forms of Ad-Supported Media. 84.1% listen to Local AM/FM Radio for an avg. of 32.2 minutes/day. *(Local Radio delivers 9.6% of Time with Ad-Supported Media.)*

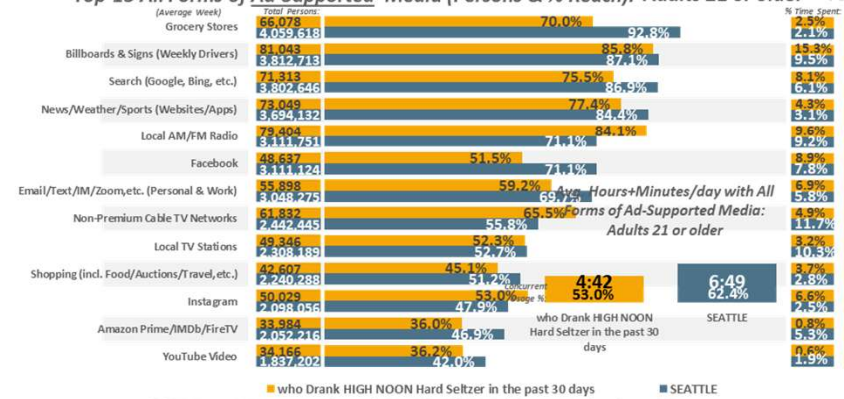
Top-13 All Forms of Media (Persons & % Reach): Adults 21 or older



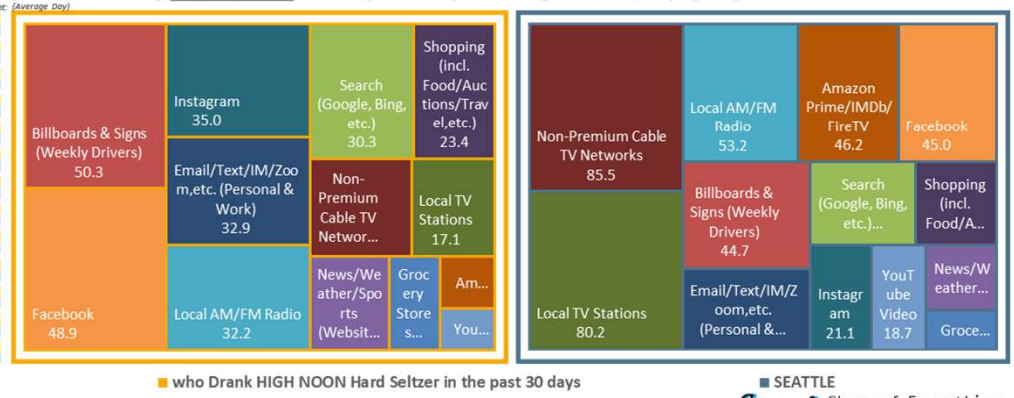
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



SEATTLE DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 72

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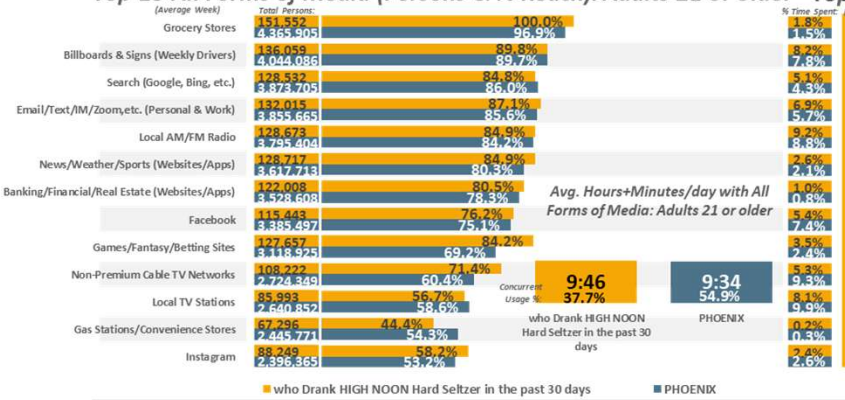
Hard seltzers drank past 30 days: High Noon

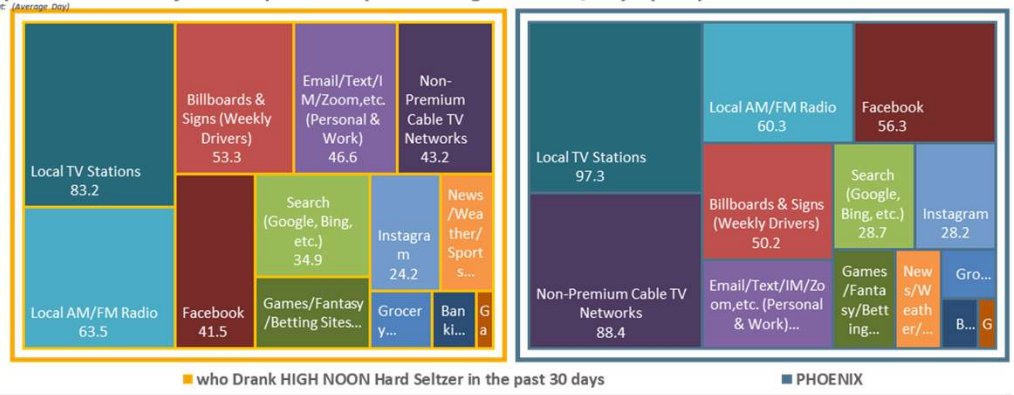


Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days spend an average of 7 hours and 12 minutes each day with All Forms of Ad-Supported Media. 84.2% listen to Local AM/FM Radio for an avg. of 61.1 minutes/day. *(Local Radio delivers 11.9% of Time with Ad-Supported Media.)*

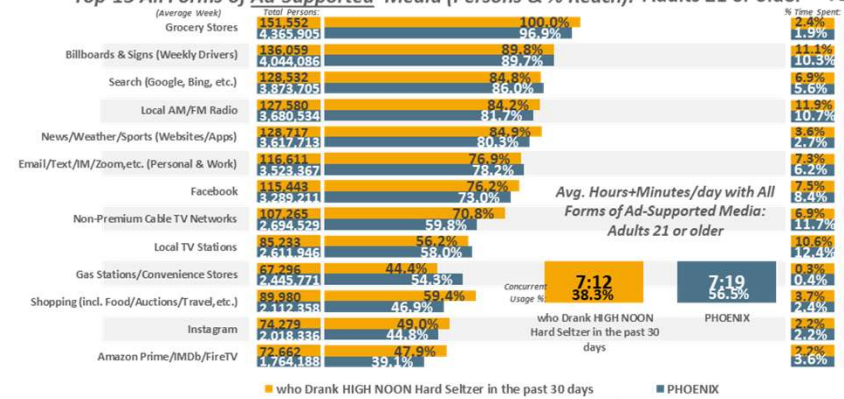
Top-13 All Forms of Media (Persons & % Reach): Adults 21 or older



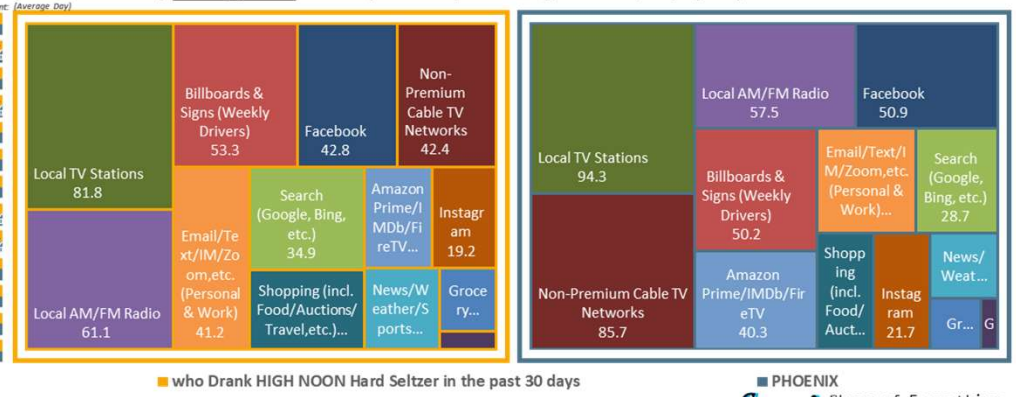
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 74

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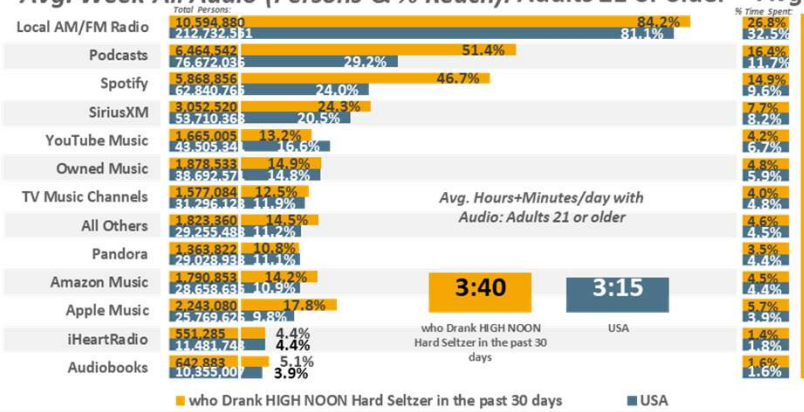
Hard seltzers drank past 30 days: High Noon

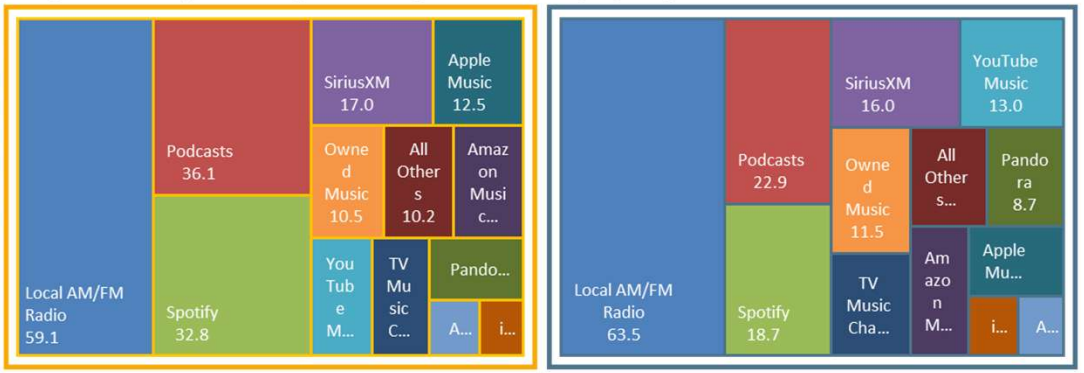


10,243,293 or 81.5% of Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 52.6 minutes every day representing 37.9% of all time spent daily with Ad-Supported Audio.

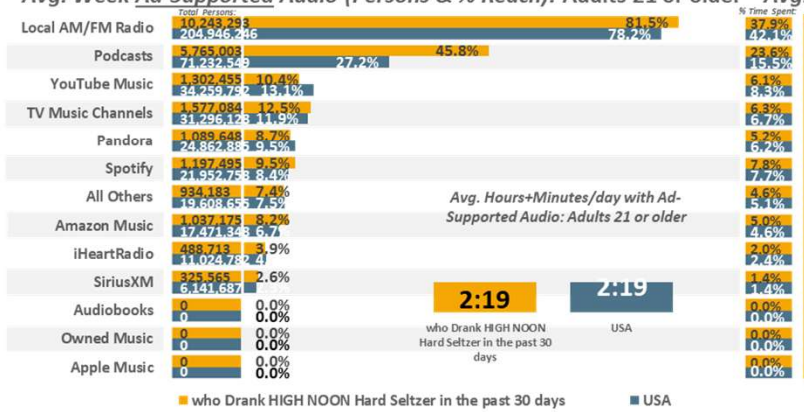
Avg. Week All Audio (Persons & % Reach): Adults 21 or older



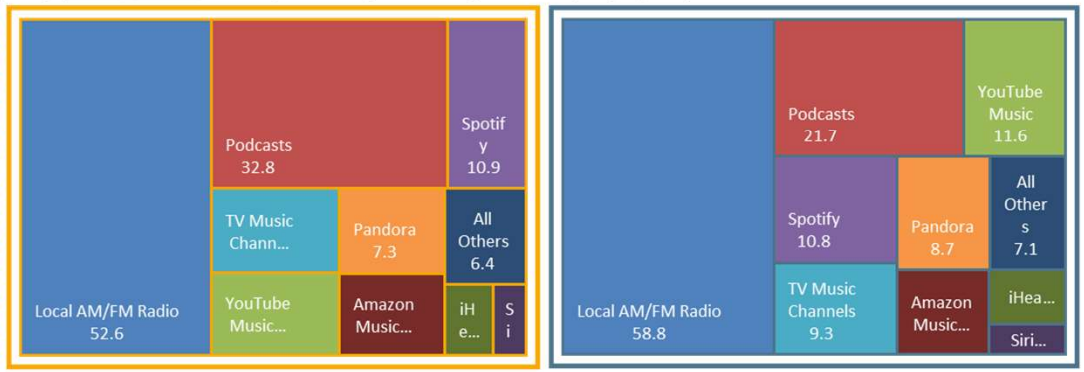
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 1,193

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Scarborough R1 2025: Feb24-Mar25 USA Projection

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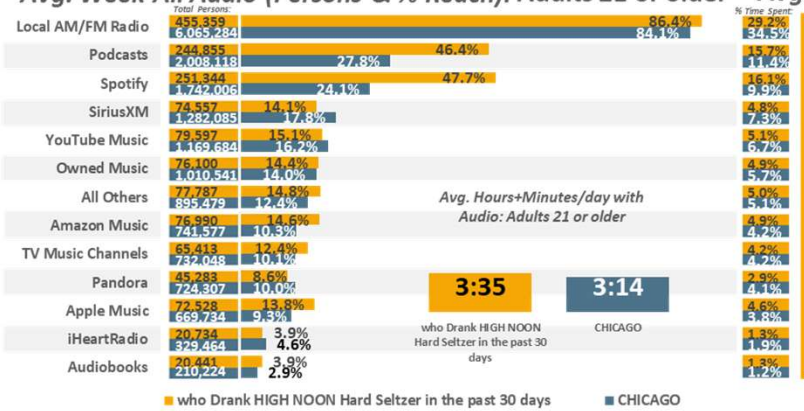
Hard seltzers drank past 30 days: High Noon

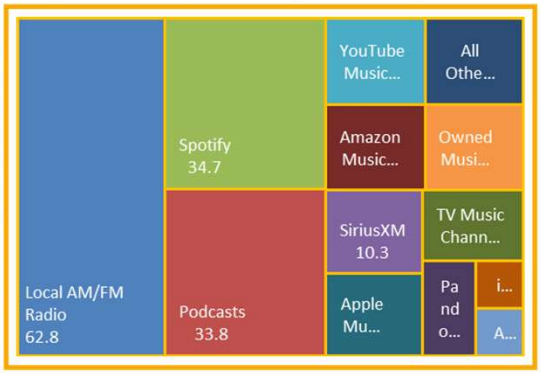


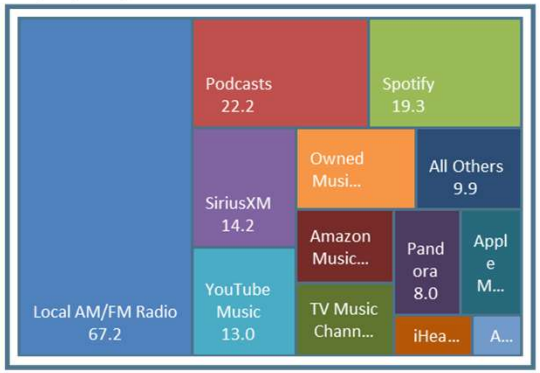
440,248 or 83.5% of Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 56.7 minutes every day representing 38.3% of all time spent daily with Ad-Supported Audio.

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

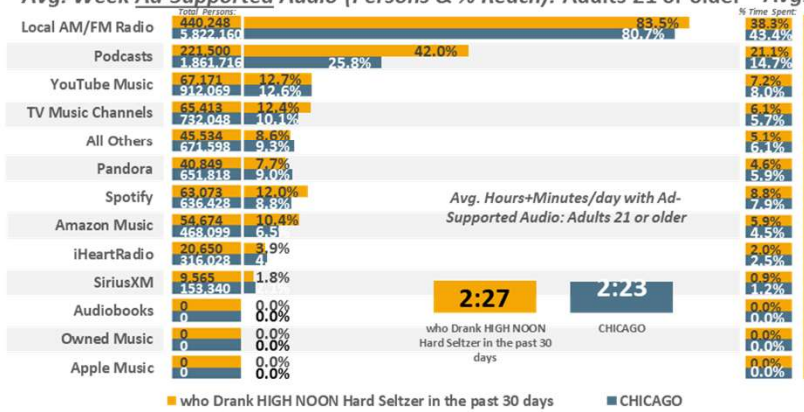


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older

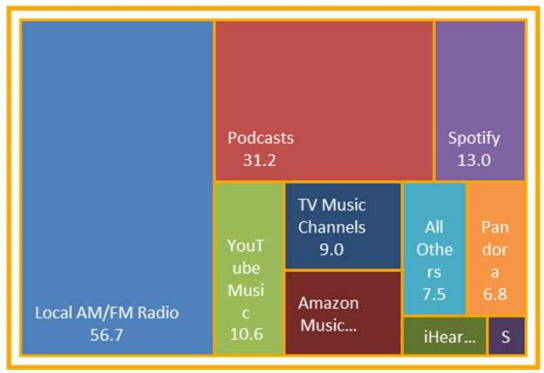


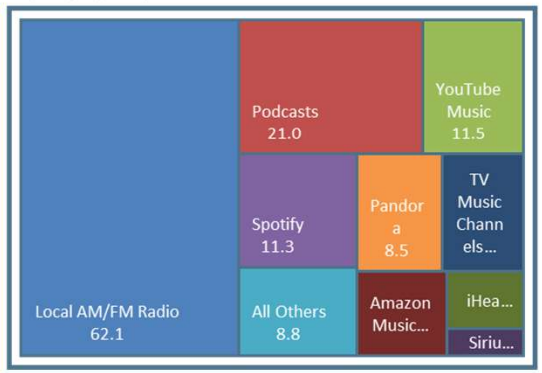


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 21 or older



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





CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 245

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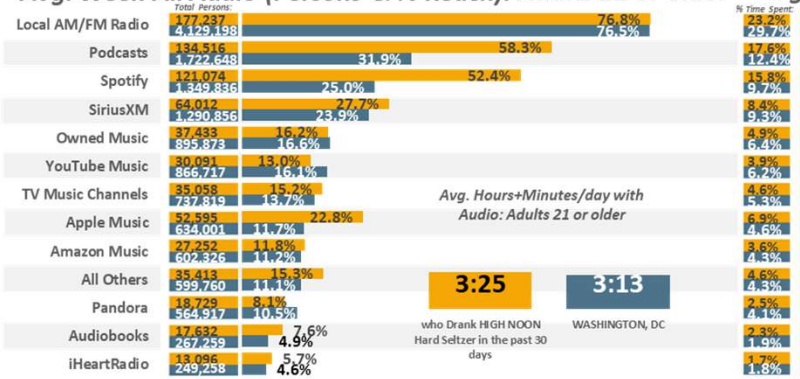
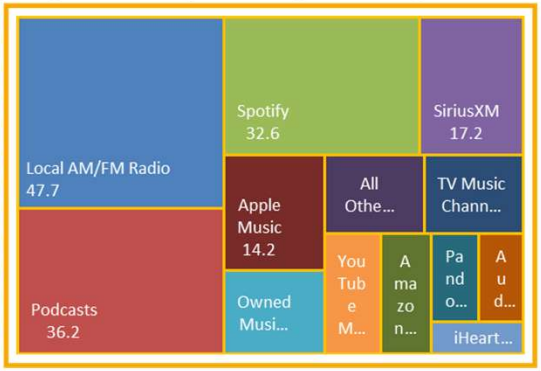
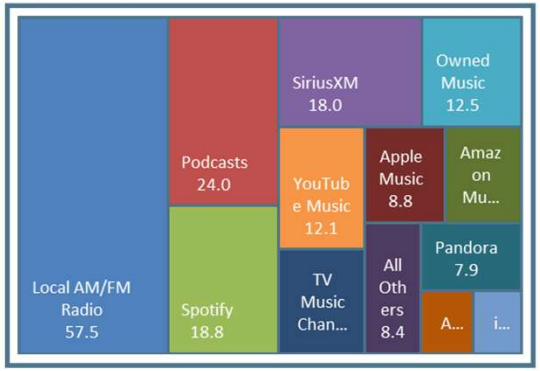
170,868 or 74.% of Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 42.9 minutes every day representing 35.2% of all time spent daily with Ad-Supported Audio.

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

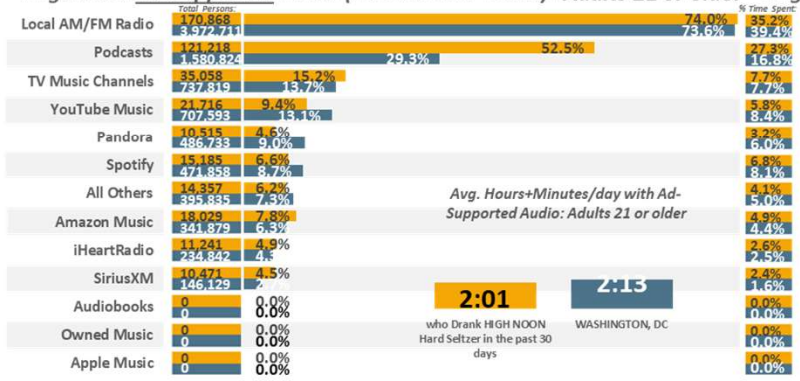


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older

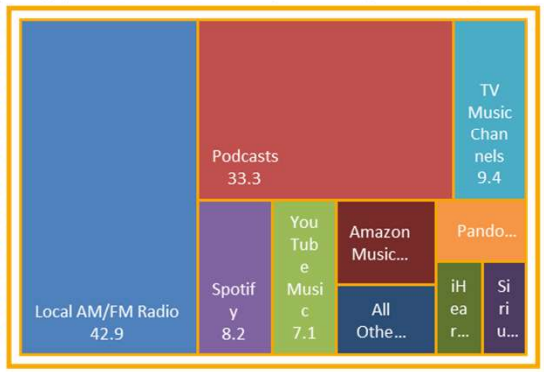


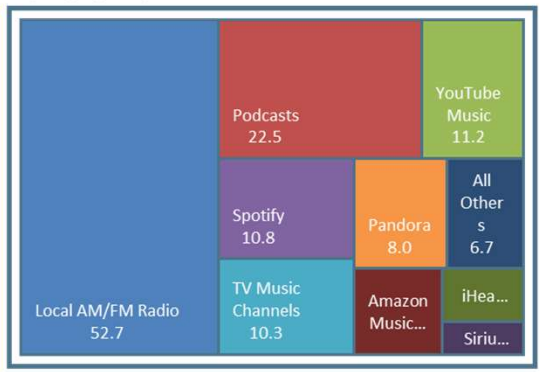


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 21 or older



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





WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 323

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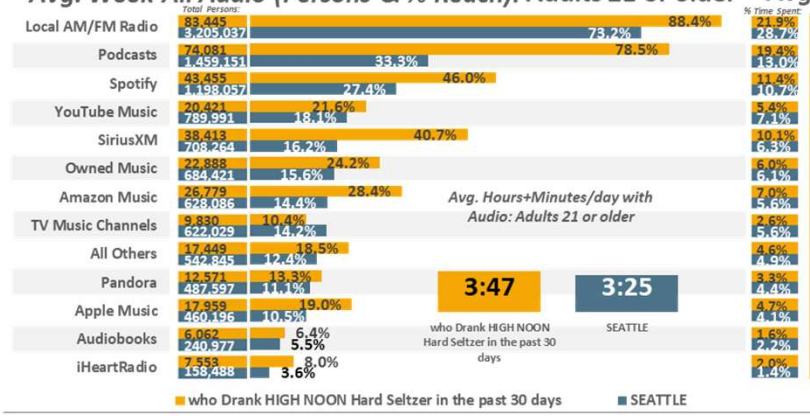
Hard seltzers drank past 30 days: High Noon

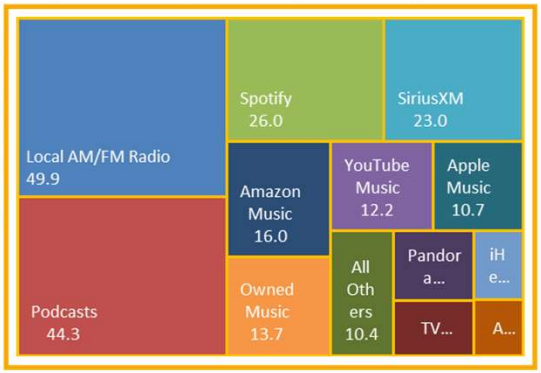


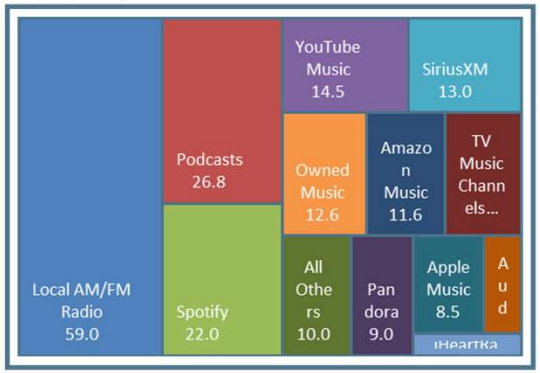
79,404 or 84.1% of Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 32.2 minutes every day representing 28.8% of all time spent daily with Ad-Supported Audio.

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

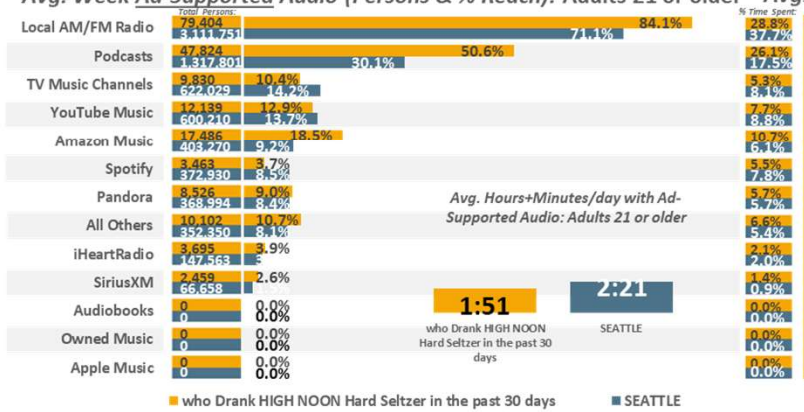


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older

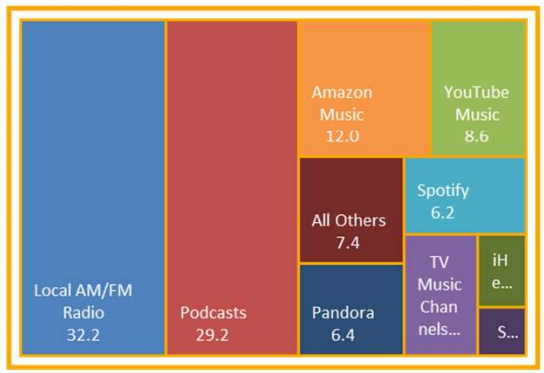


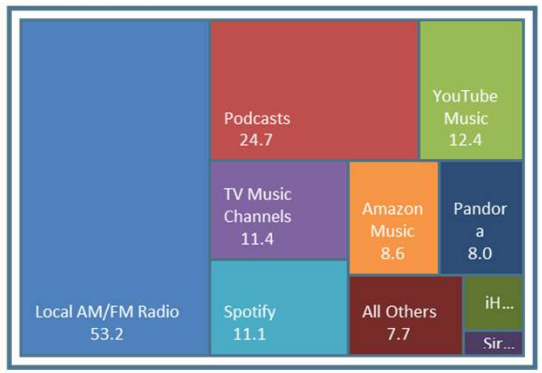


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 21 or older



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





SEATTLE DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 72

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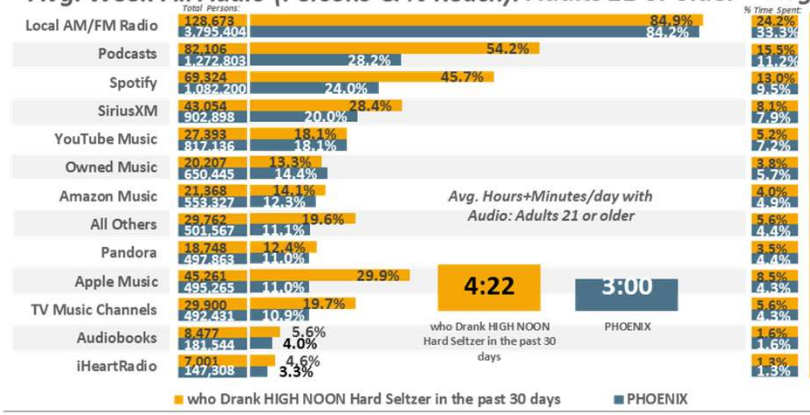
Hard seltzers drank past 30 days: High Noon

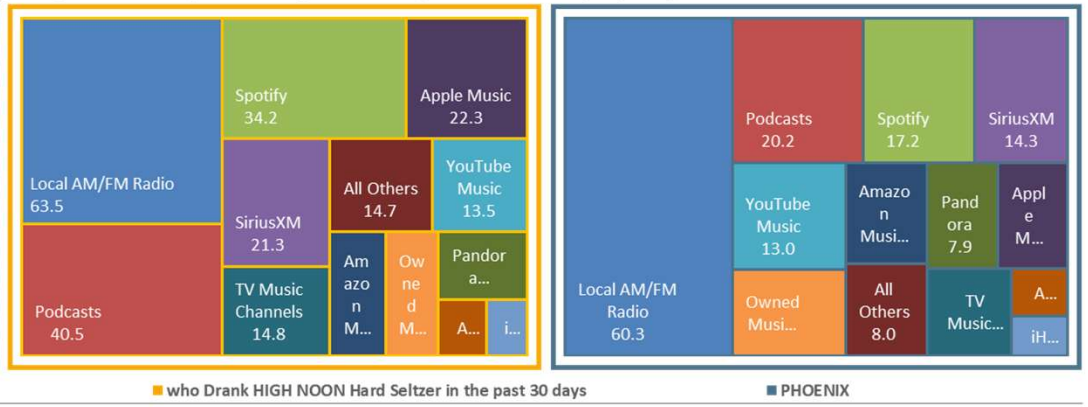


127,580 or 84.2% of Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 61.1 minutes every day representing 36.4% of all time spent daily with Ad-Supported Audio.

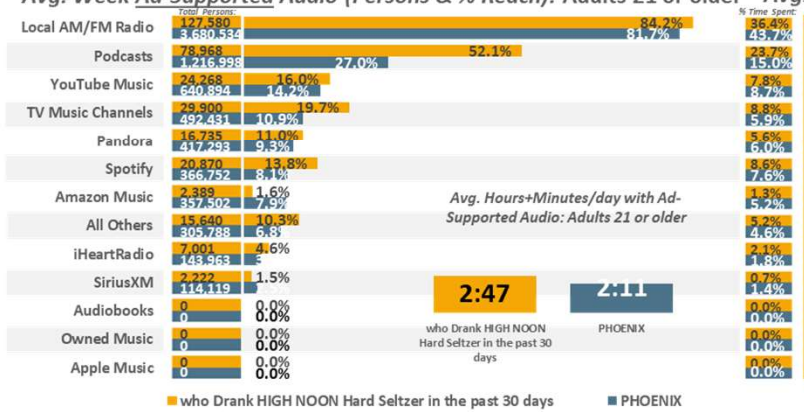
Avg. Week All Audio (Persons & % Reach): Adults 21 or older



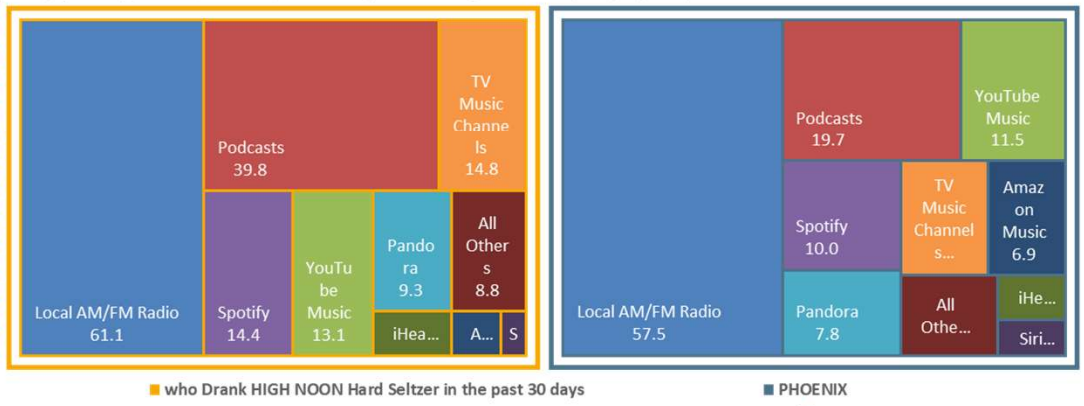
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 74

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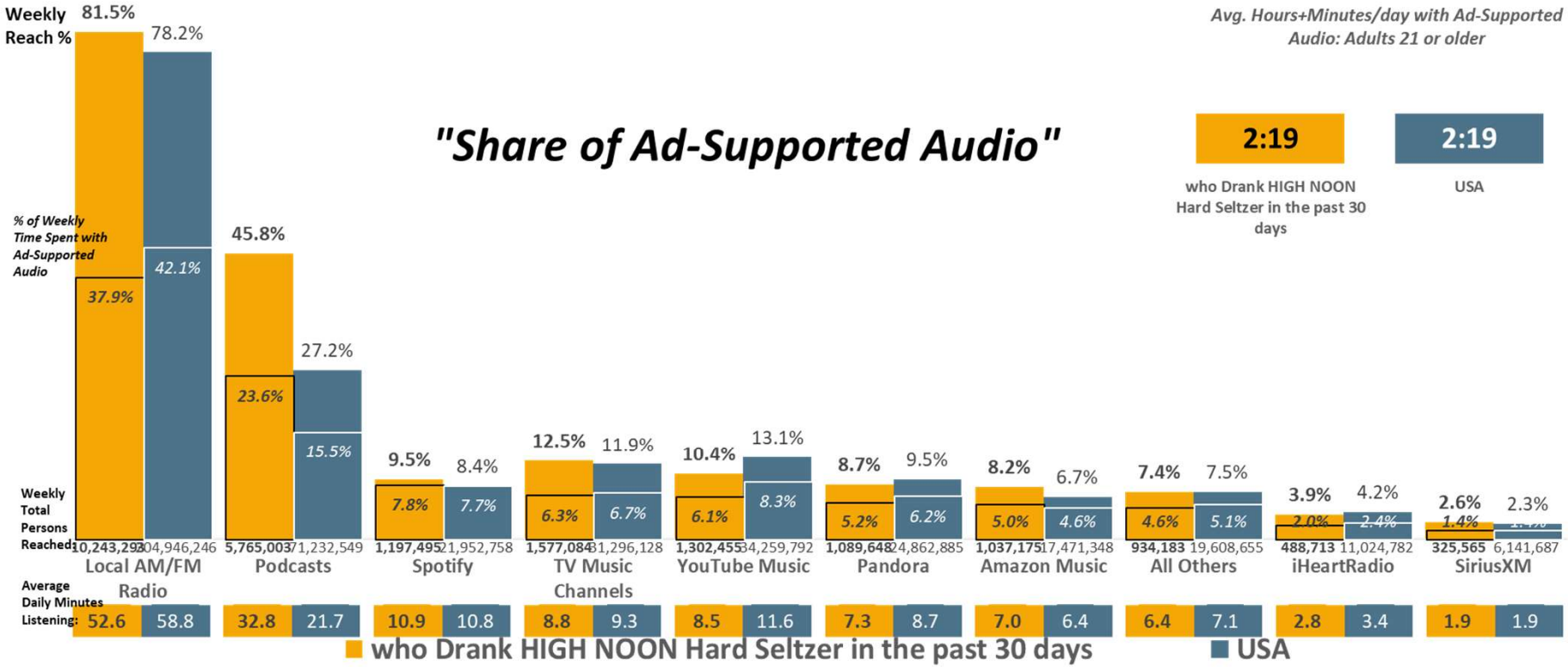
Hard seltzers drank past 30 days: High Noon



10,243,293 or 81.5% of Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 52.6 minutes every day representing 37.9% of all time spent daily with Ad-Supported Audio.



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 1,193

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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,216

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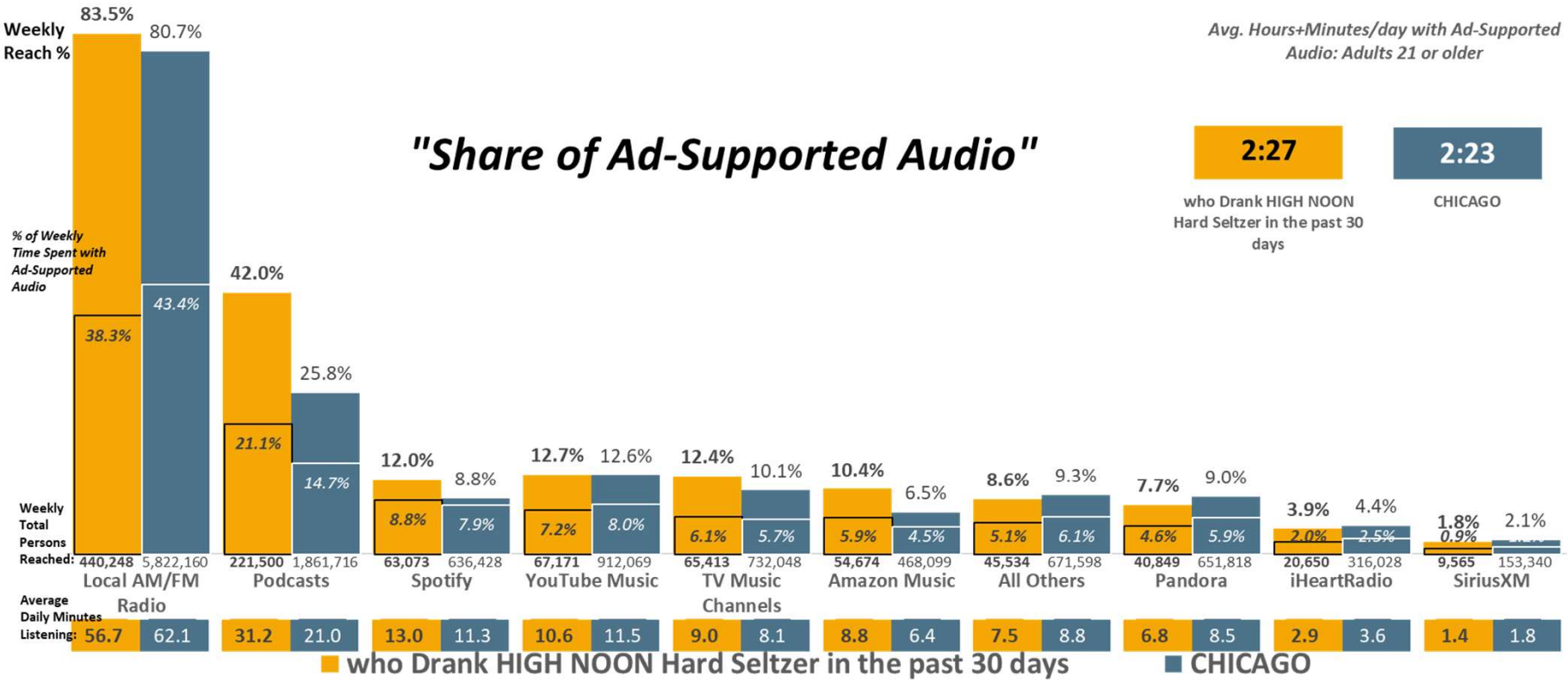
Hard seltzers drank past 30 days: High Noon



440,248 or 83.5% of Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 56.7 minutes every day representing 38.3% of all time spent daily with Ad-Supported Audio.



CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 245 CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,753

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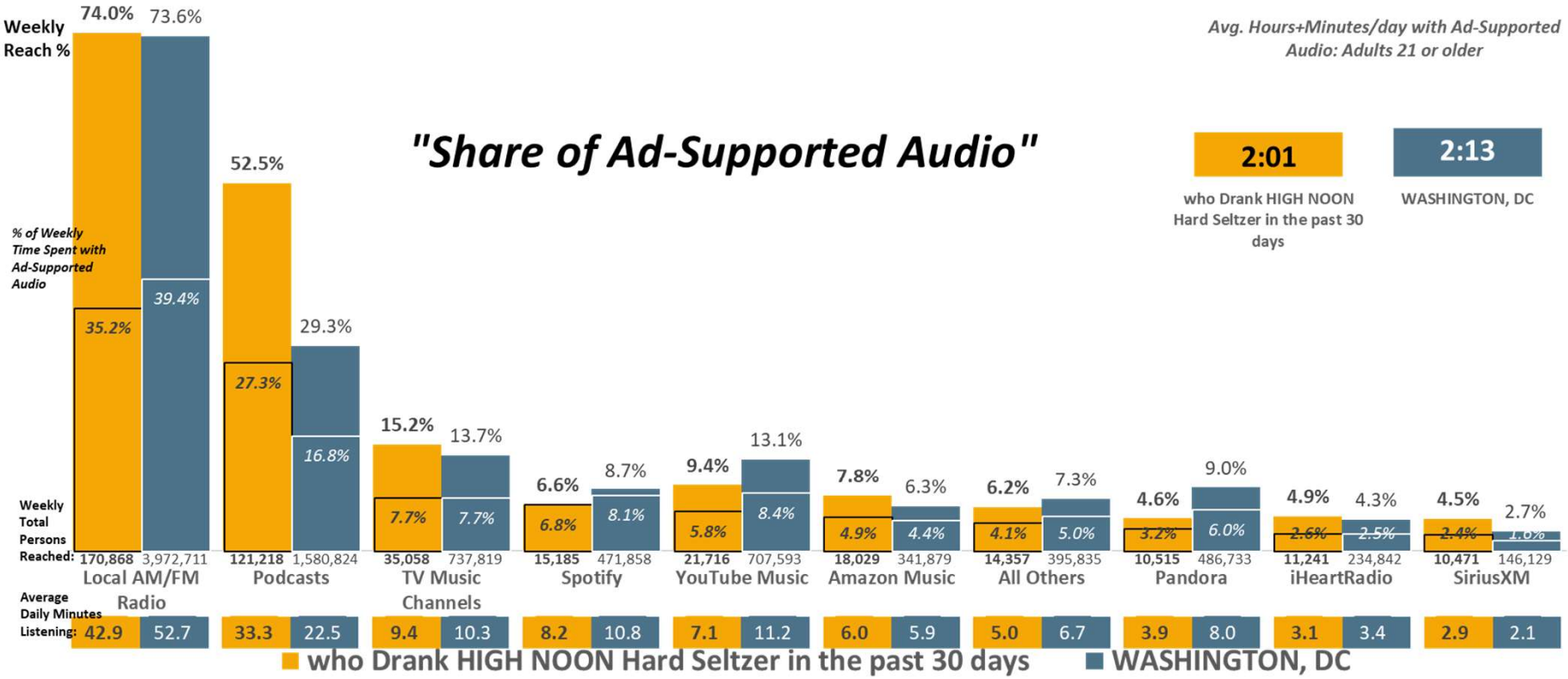
Hard seltzers drank past 30 days: High Noon



170,868 or 74.% of Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 42.9 minutes every day representing 35.2% of all time spent daily with Ad-Supported Audio.



WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 323 WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 5,638

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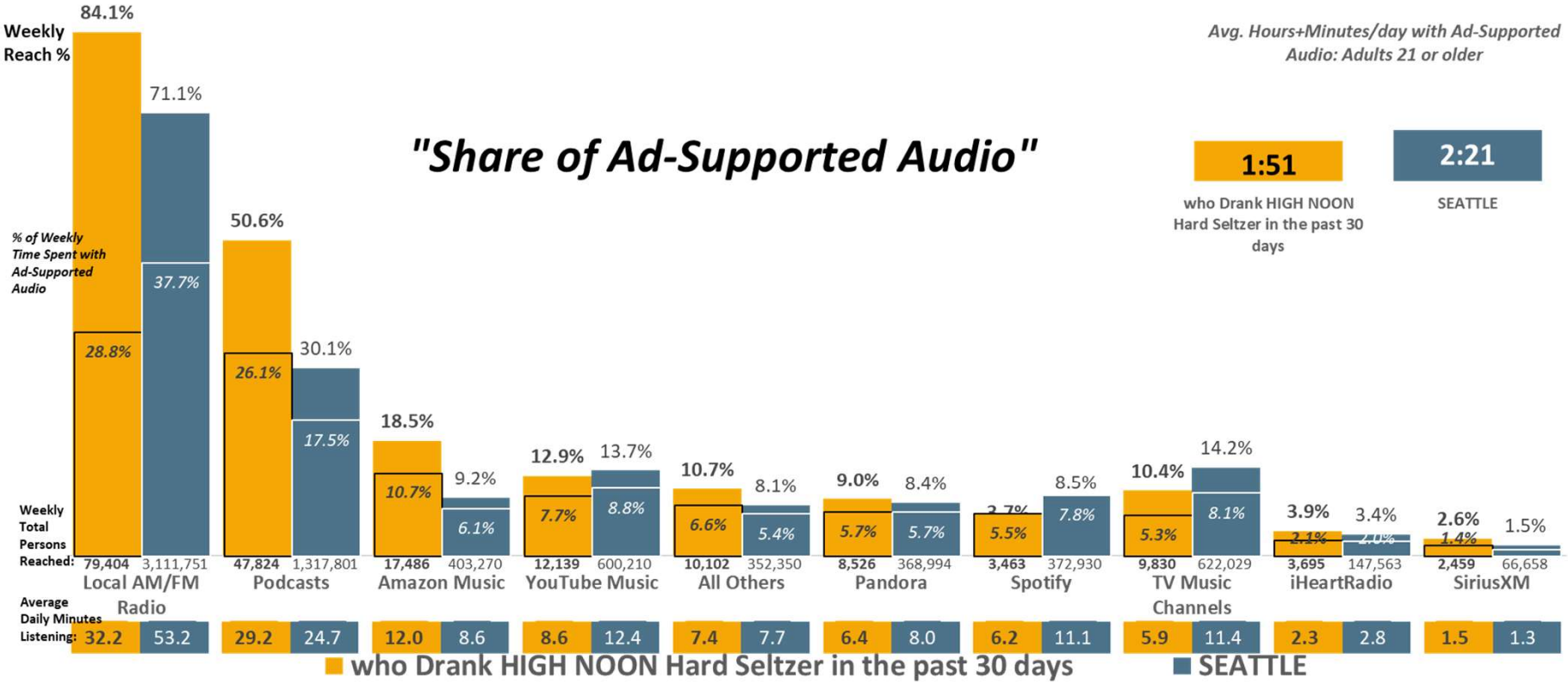
Hard seltzers drank past 30 days: High Noon



79,404 or 84.1% of Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 32.2 minutes every day representing 28.8% of all time spent daily with Ad-Supported Audio.



SEATTLE DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 72 SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,850

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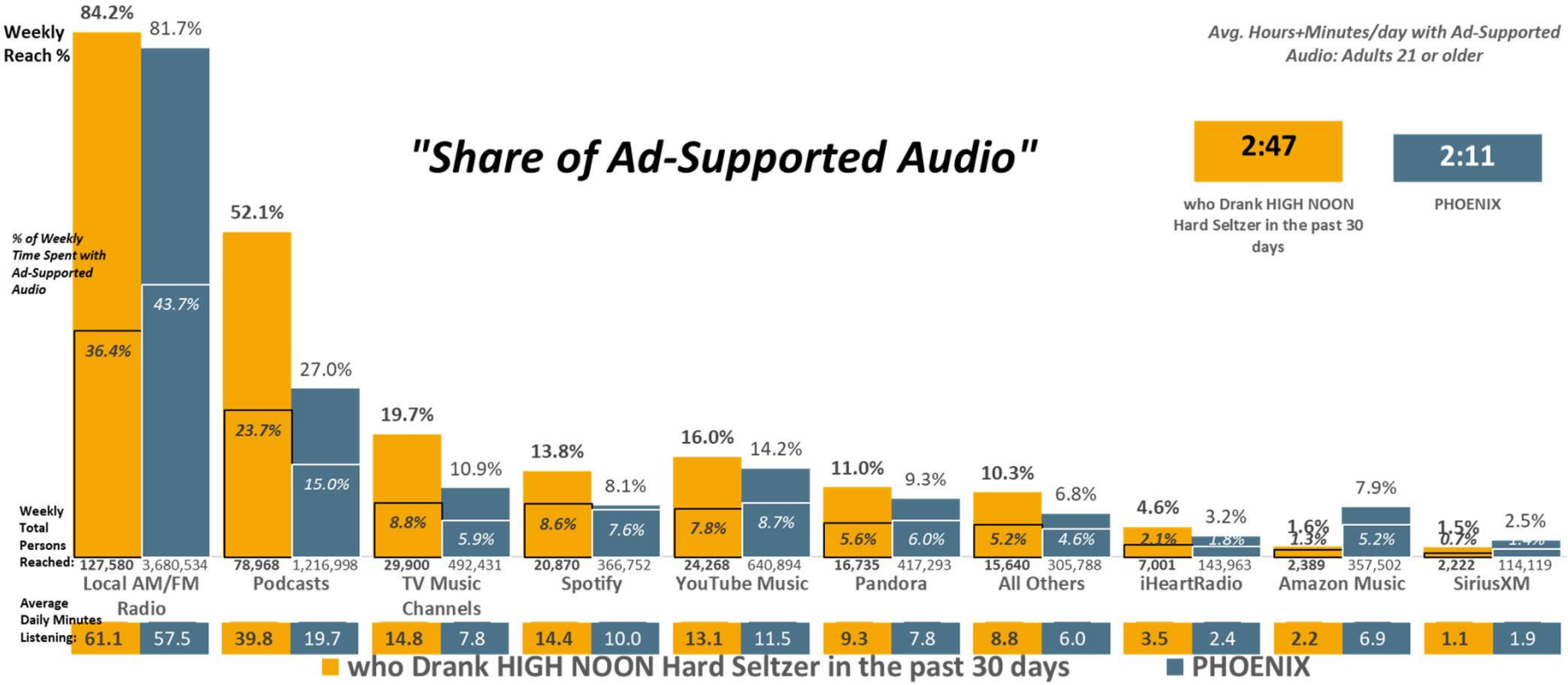
Hard seltzers drank past 30 days: High Noon



127,580 or 84.2% of Adults 21 or older who Drank HIGH NOON 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 36.4% of all time spent daily with Ad-Supported Audio.



PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 74 PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 2,387

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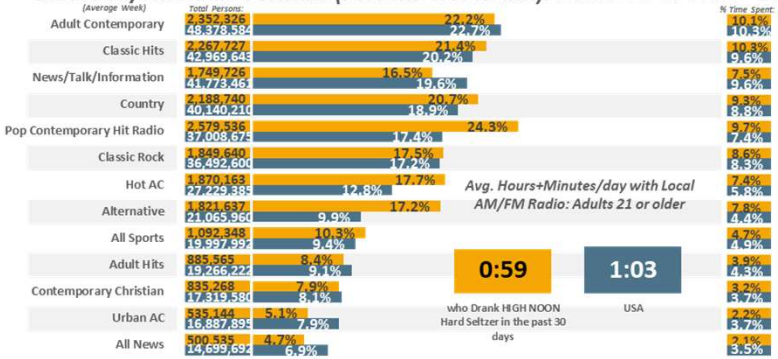
Hard seltzers drank past 30 days: High Noon

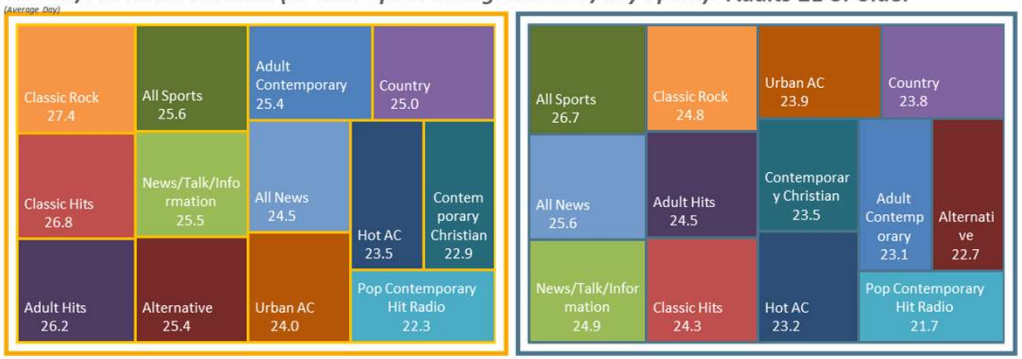


10,243,293 or 81.5% of Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Adult Contemporary, Classic Hits, Country, and Hot AC.

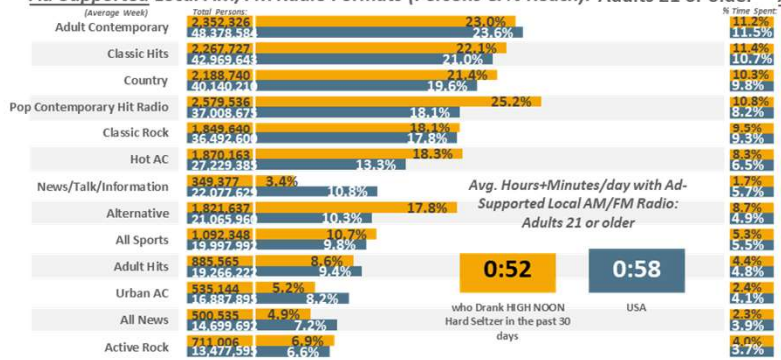
Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



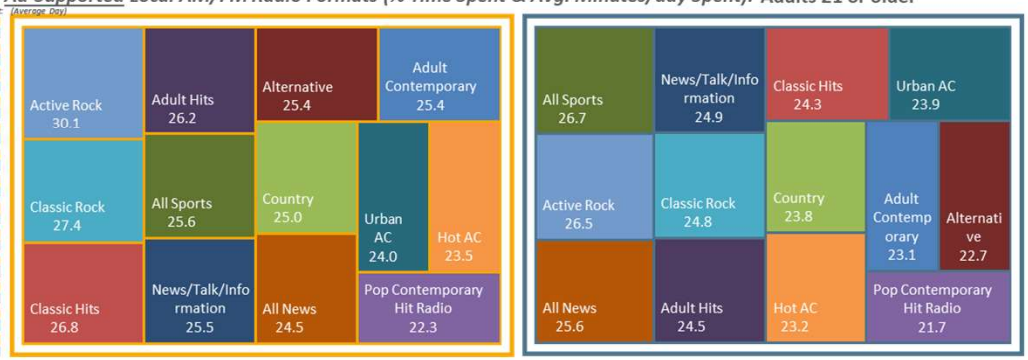
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 1,193

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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,216

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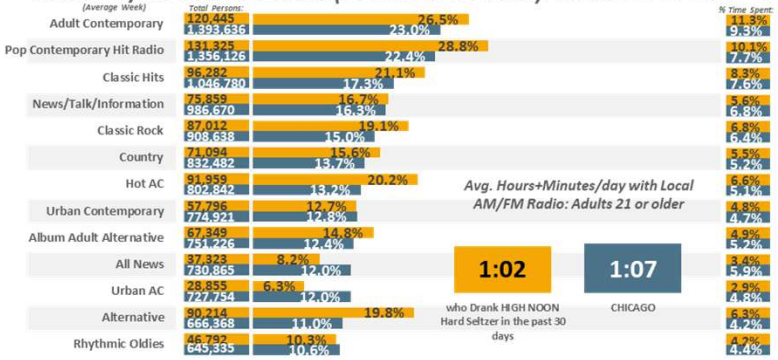
Hard seltzers drank past 30 days: High Noon

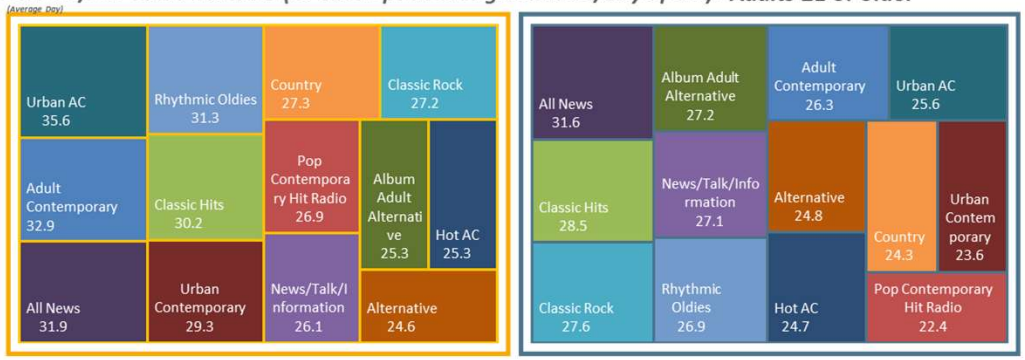


440,248 or 83.5% of Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Adult Contemporary, Classic Hits, Hot AC, and Alternative.

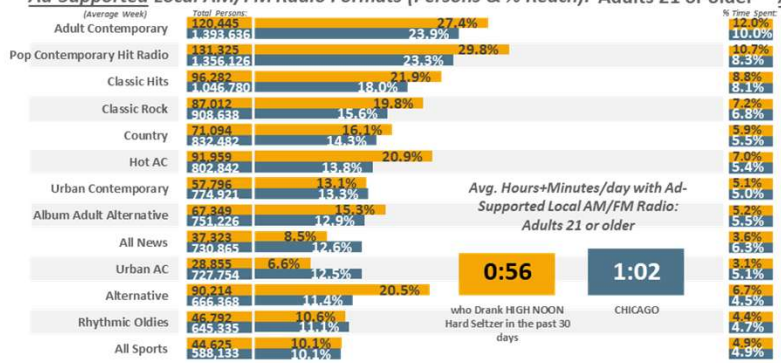
Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



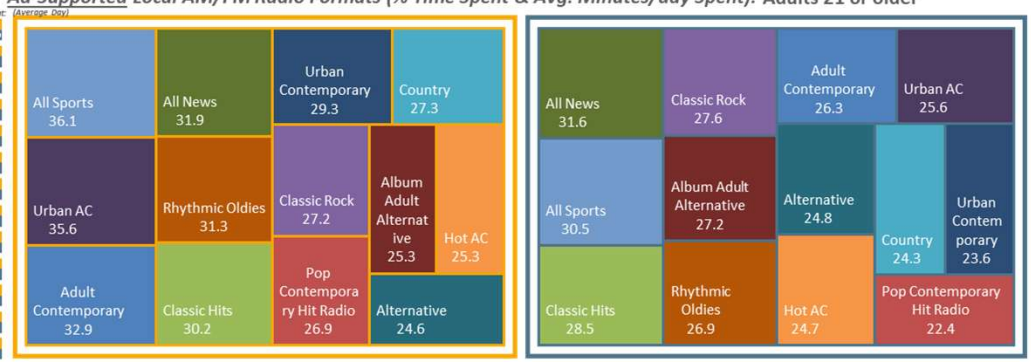
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 245

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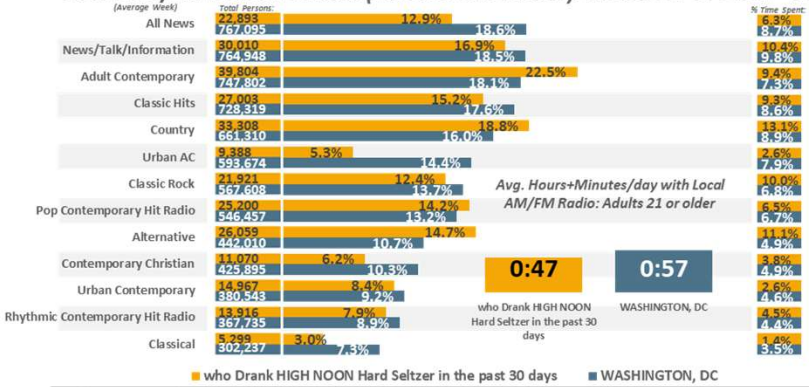
Hard seltzers drank past 30 days: High Noon

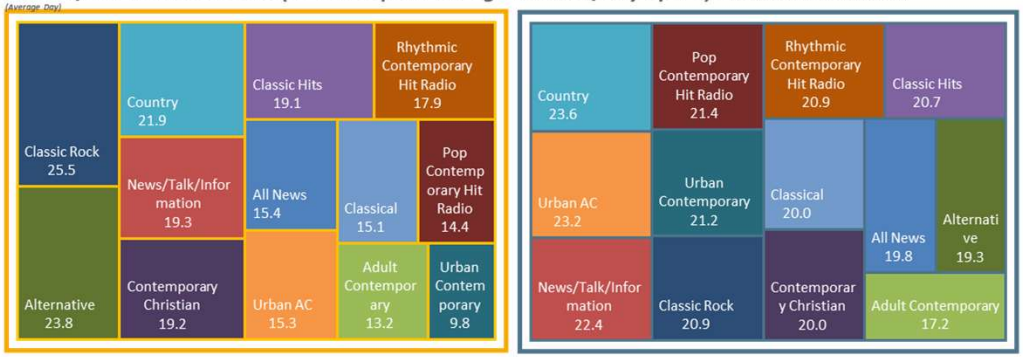


170,868 or 74.% of Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Country, Classic Hits, Alternative, and Pop Contemporary Hit Radio.

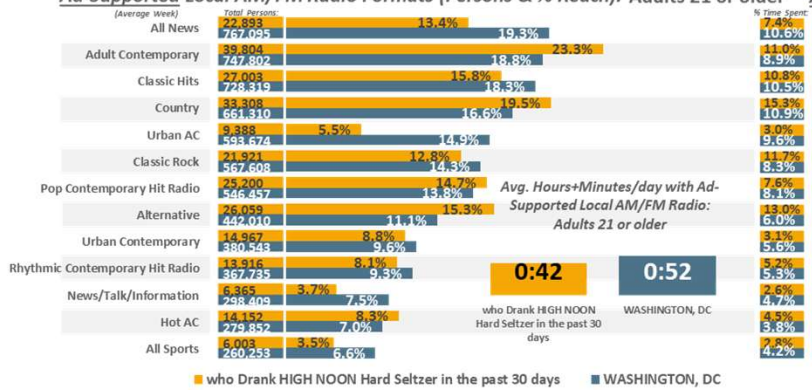
Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



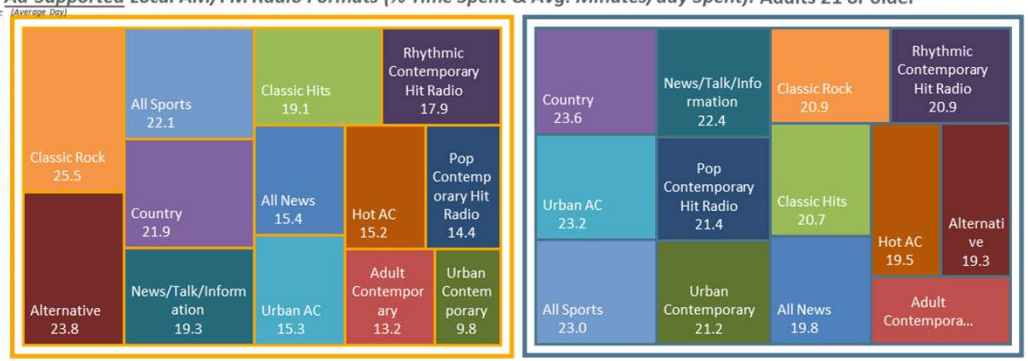
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 323

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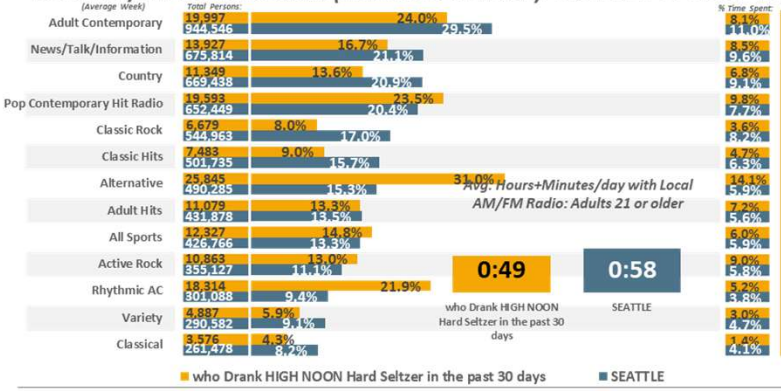
Hard seltzers drank past 30 days: High Noon

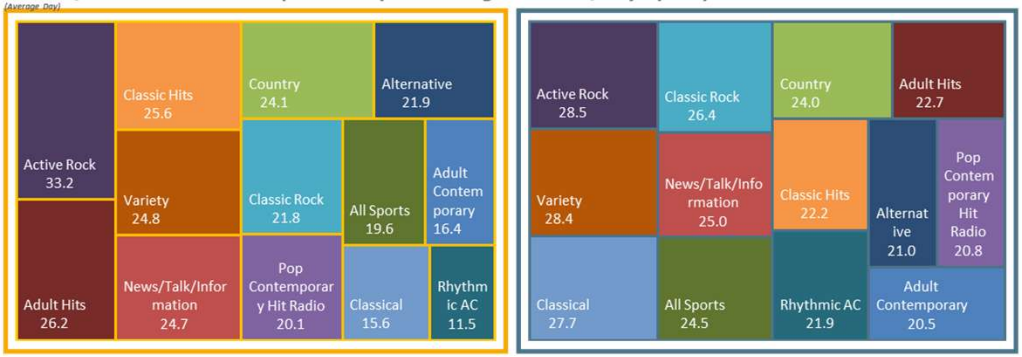


79,404 or 84.1% of Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Alternative, Adult Contemporary, Pop Contemporary Hit Radio, Rhythmic AC, and All Sports.

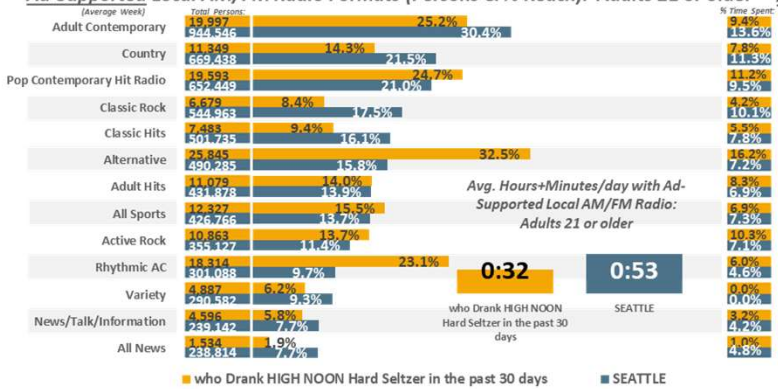
Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



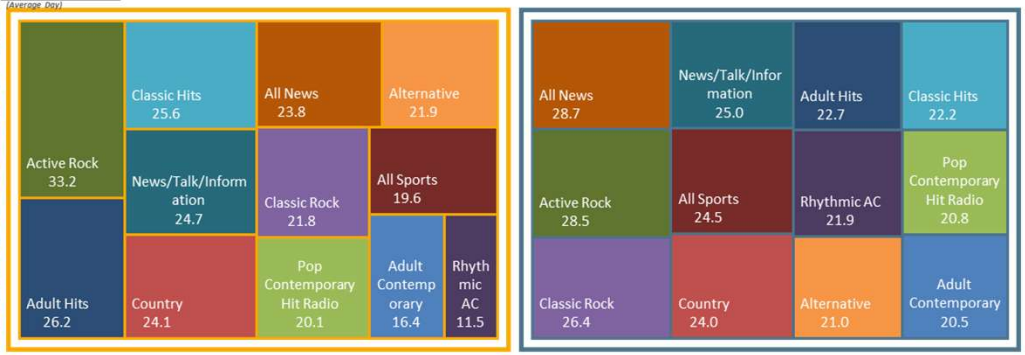
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



SEATTLE DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 72

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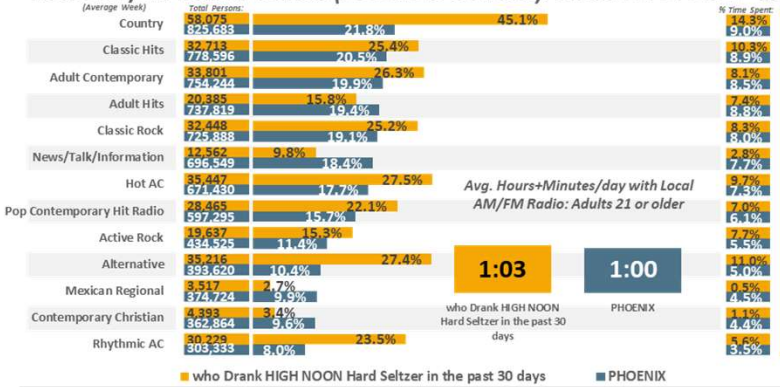
Hard seltzers drank past 30 days: High Noon

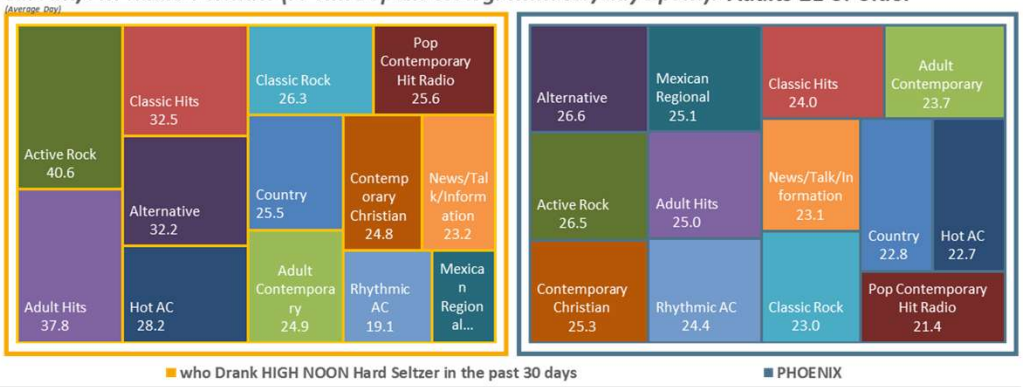


127,580 or 84.2% of Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Hot AC, Alternative, Adult Contemporary, and Classic Hits.

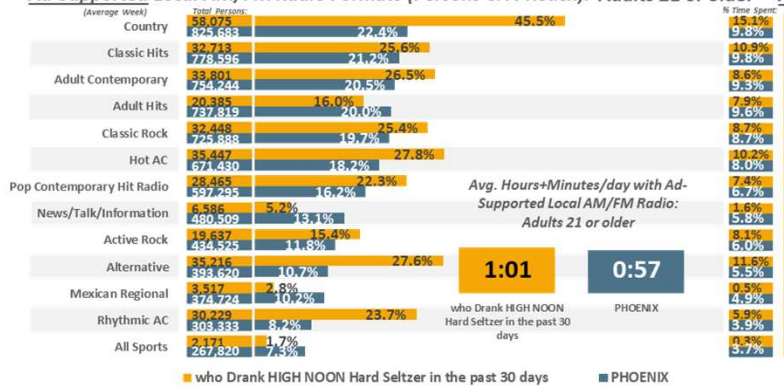
Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



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



PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 74

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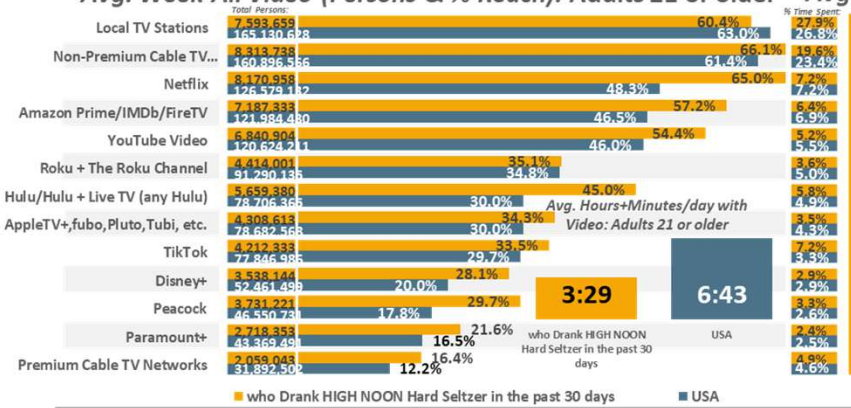
Hard seltzers drank past 30 days: High Noon

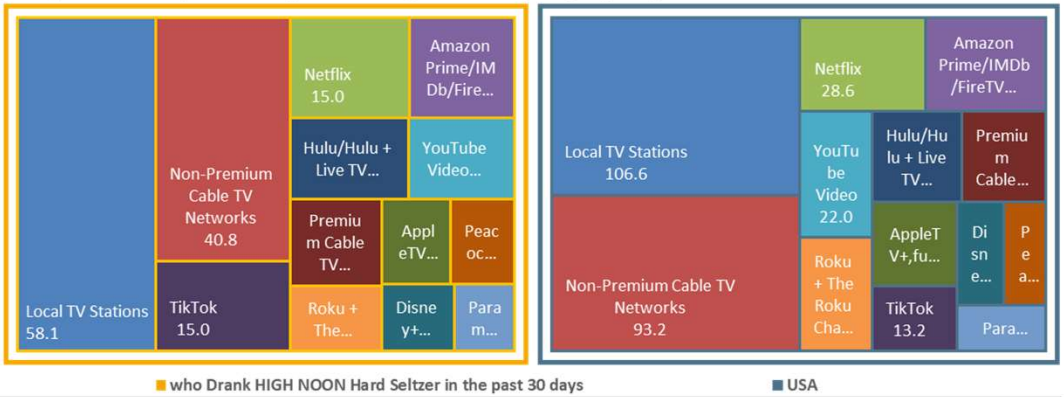


7,511,436 or 59.7% of Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days watch Ad-Supported Local TV Stations for an average of 54.9 minutes every day representing 32.1% of all time spent daily with Ad-Supported Video.

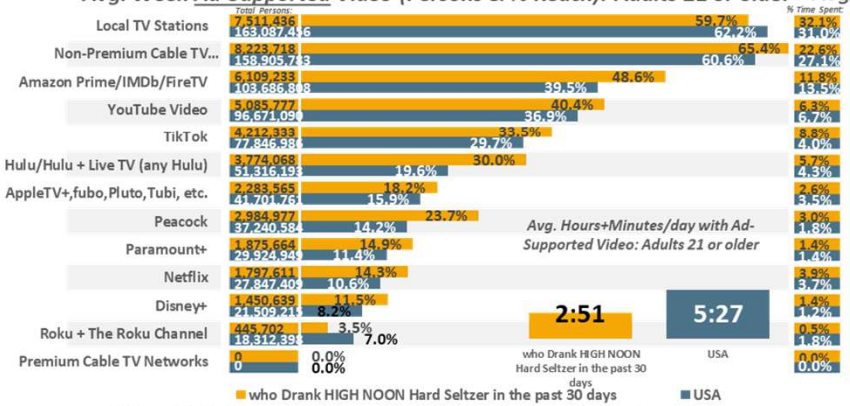
Avg. Week All Video (Persons & % Reach): Adults 21 or older



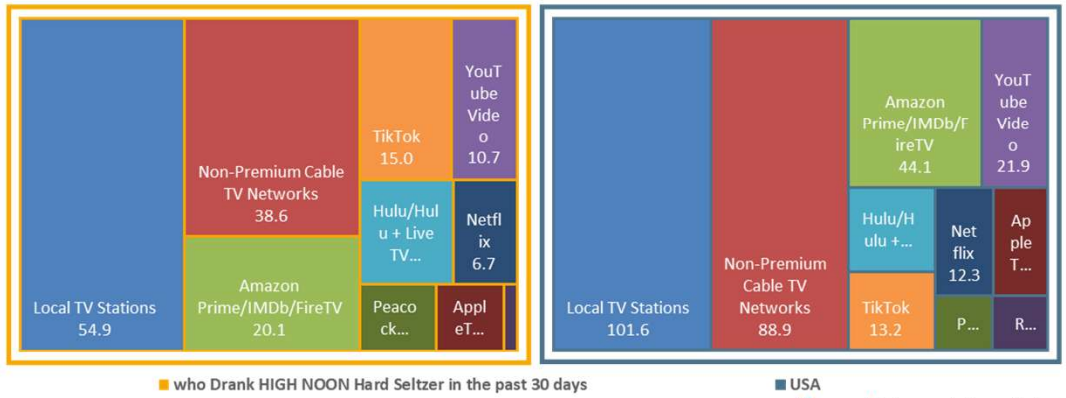
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 1,193

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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,216

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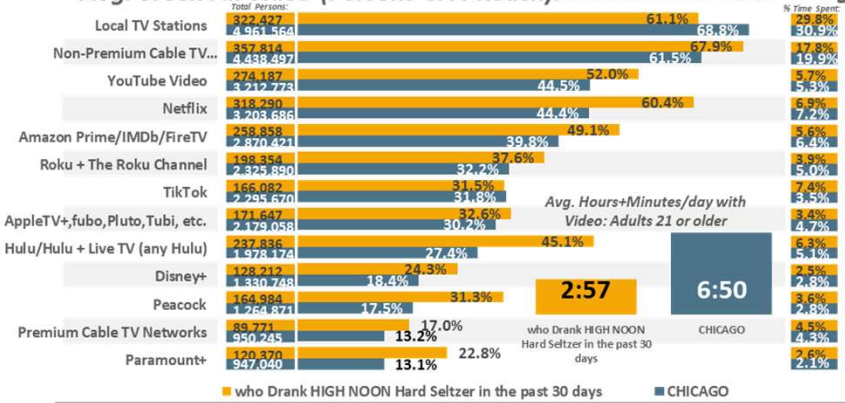
Hard seltzers drank past 30 days: High Noon

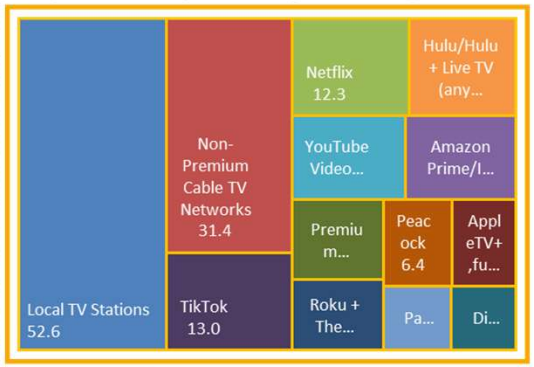


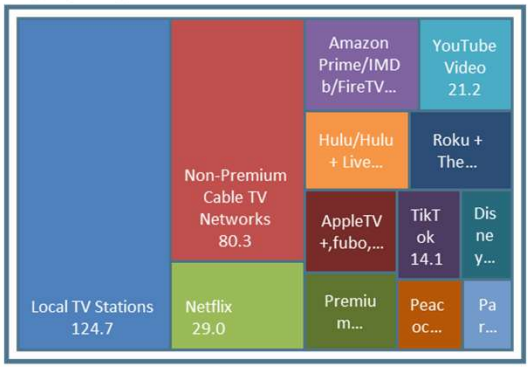
320,684 or 60.8% of Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days watch Ad-Supported Local TV Stations for an average of 50. minutes every day representing 34.6% of all time spent daily with Ad-Supported Video.

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

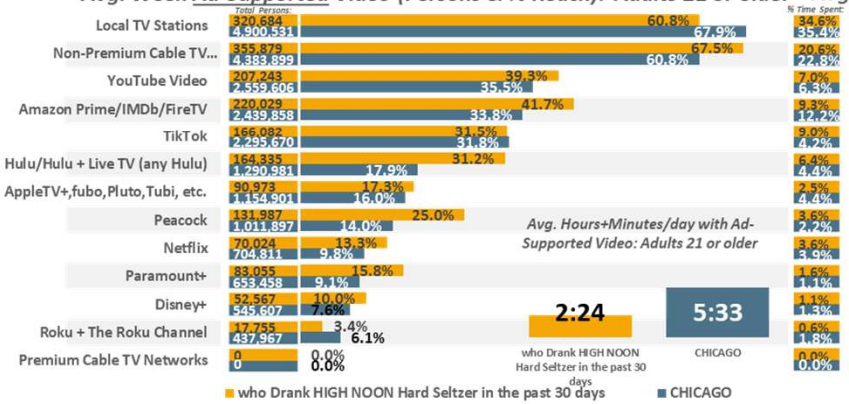


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older

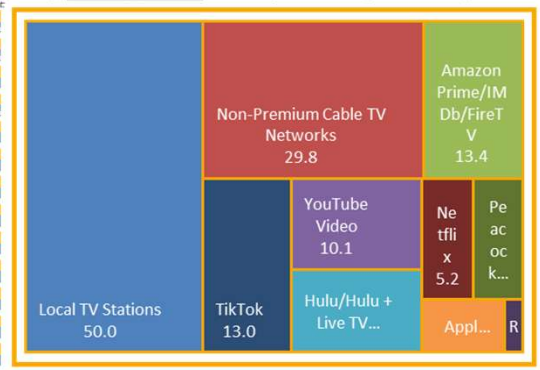


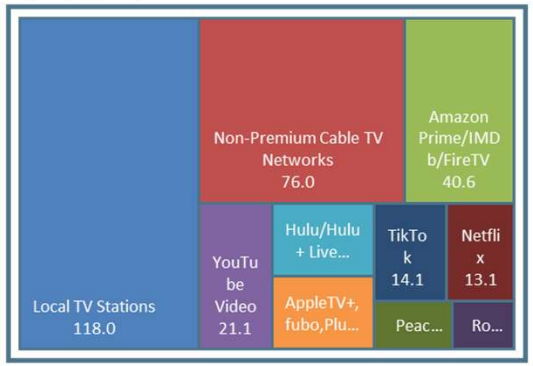


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 21 or older



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





CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 245

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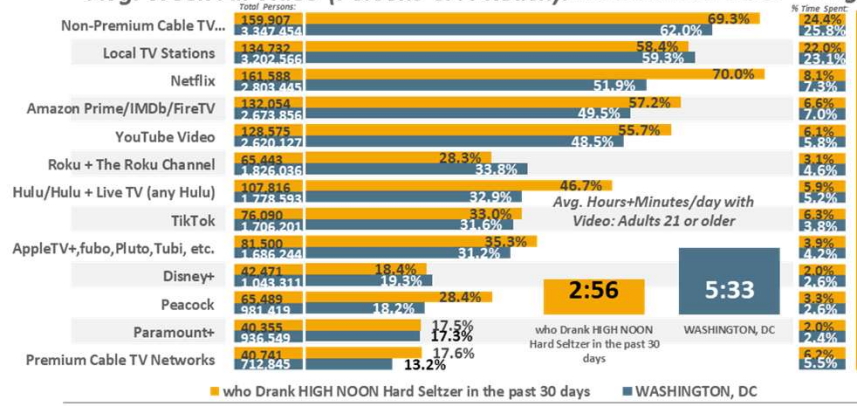
Hard seltzers drank past 30 days: High Noon

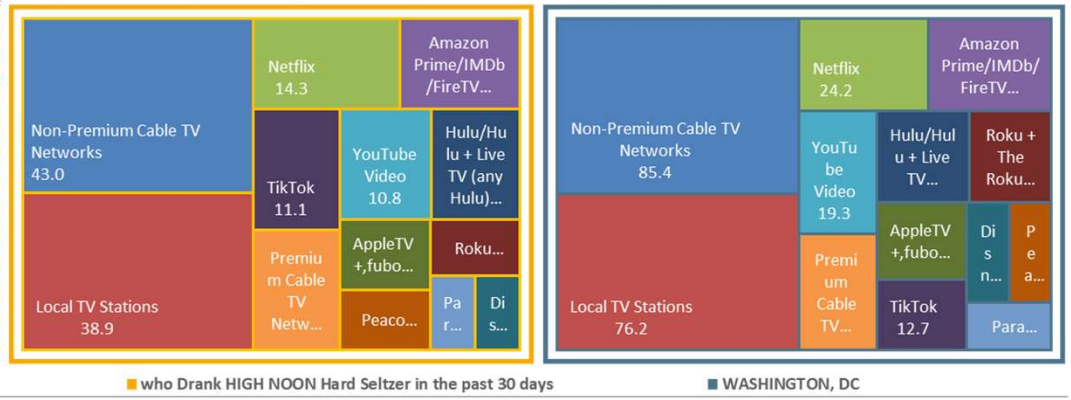


133,037 or 57.6% of Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days watch Ad-Supported Local TV Stations for an average of 36.7 minutes every day representing 25.5% of all time spent daily with Ad-Supported Video.

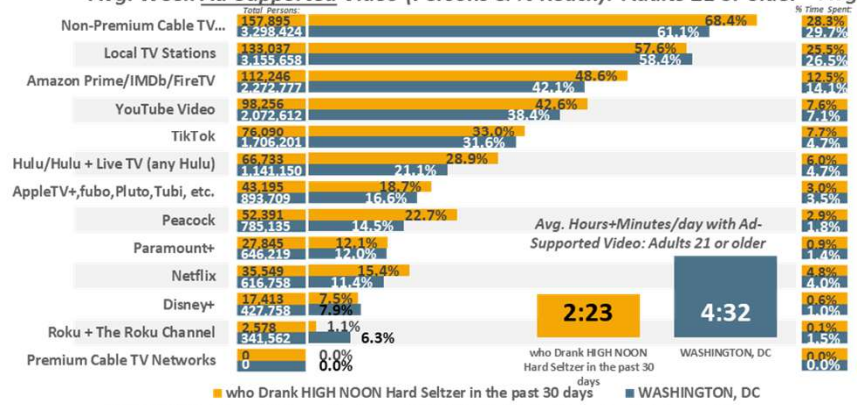
Avg. Week All Video (Persons & % Reach): Adults 21 or older



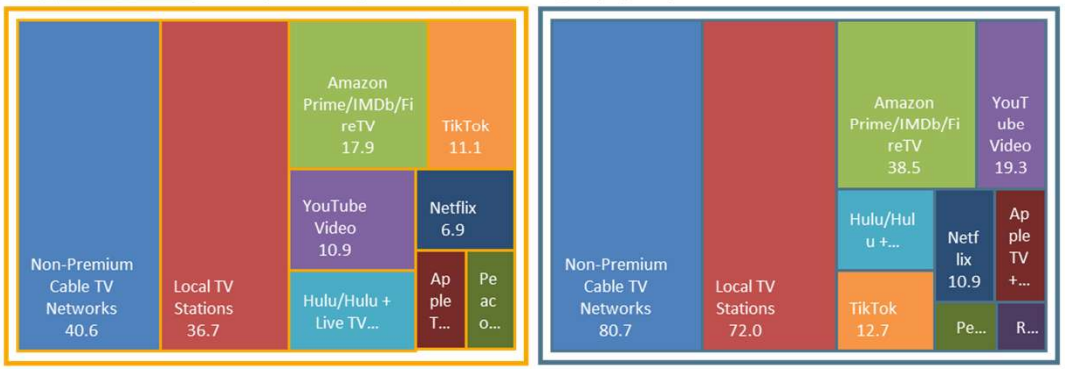
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 323

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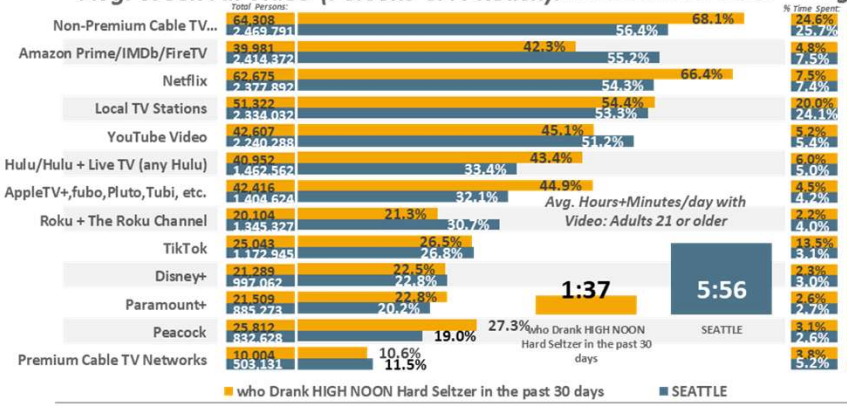
Hard seltzers drank past 30 days: High Noon

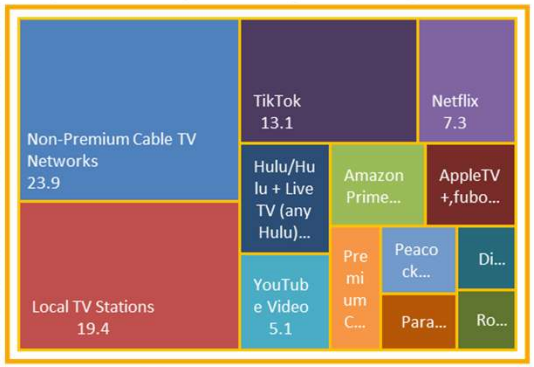


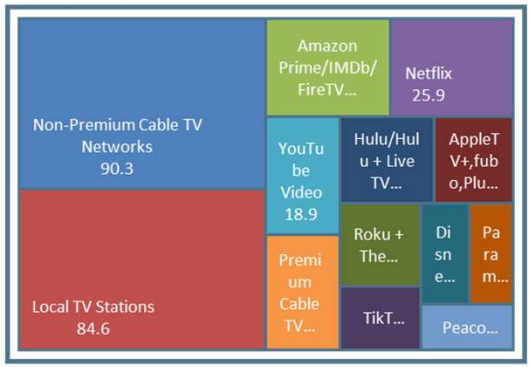
49,346 or 52.3% of Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days watch Ad-Supported Local TV Stations for an average of 17.1 minutes every day representing 21.5% of all time spent daily with Ad-Supported Video.

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

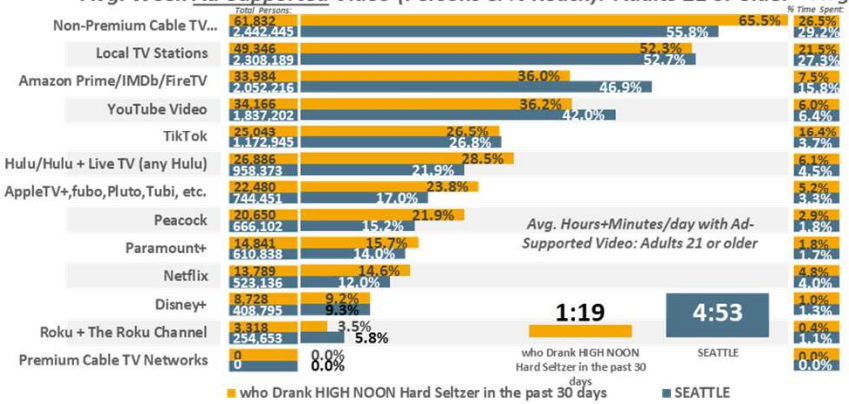


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older

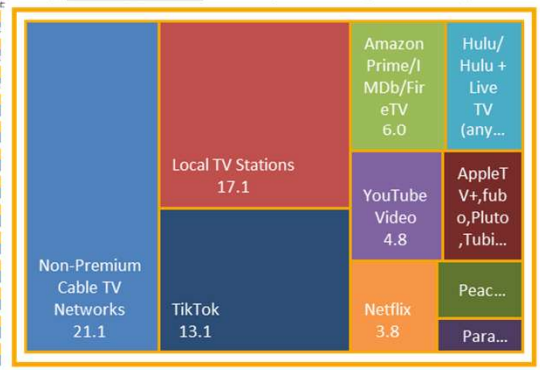


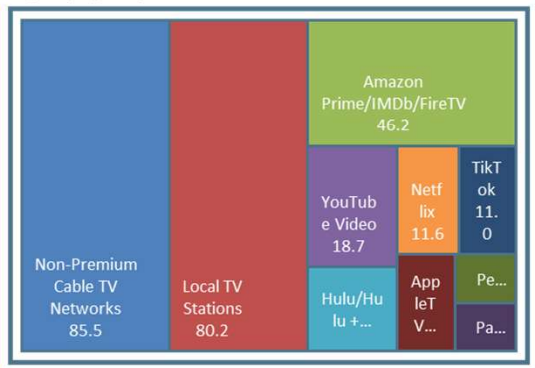


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 21 or older



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





SEATTLE DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 72

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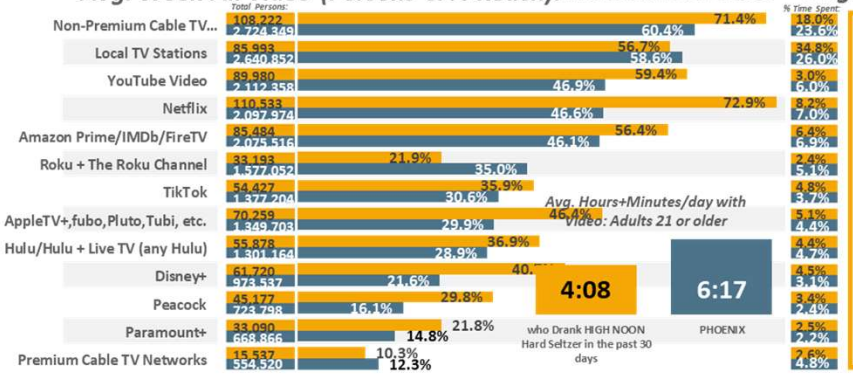
Hard seltzers drank past 30 days: High Noon

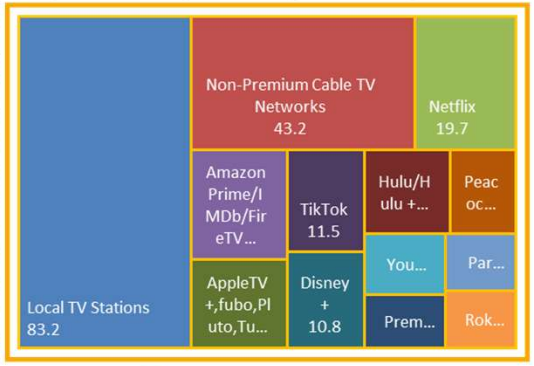


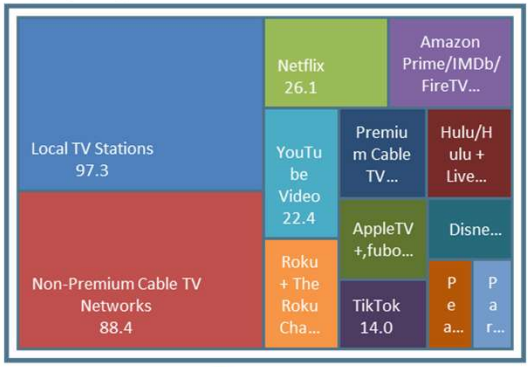
85,233 or 56.2% of Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days watch Ad-Supported Local TV Stations for an average of 81.8 minutes every day representing 40.8% of all time spent daily with Ad-Supported Video.

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

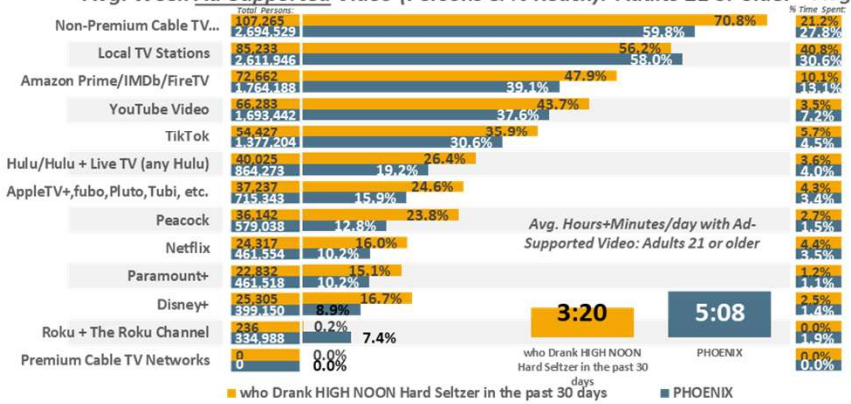


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older

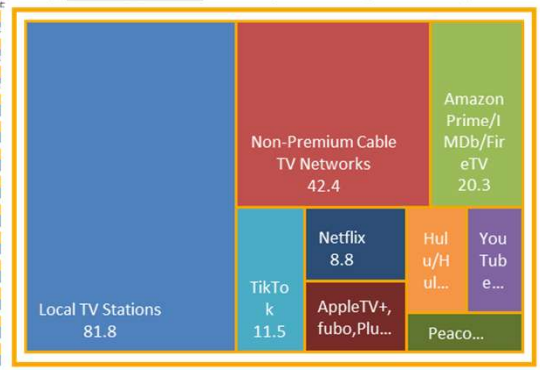


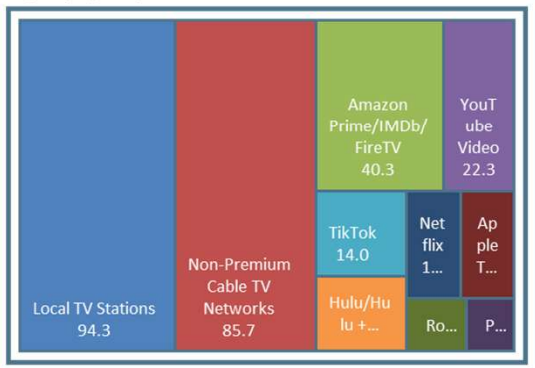


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 21 or older



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





PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 74

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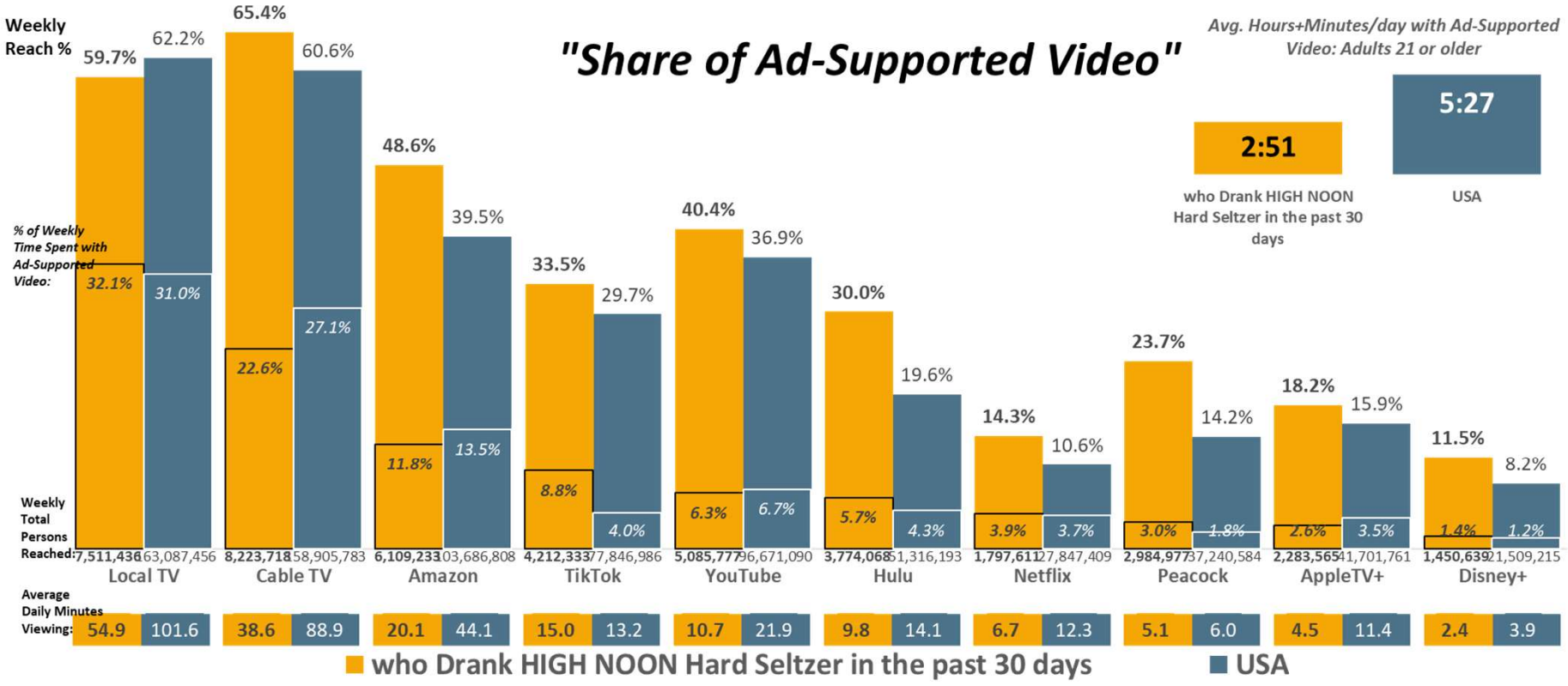
Hard seltzers drank past 30 days: High Noon



7,511,436 or 59.7% of Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days watch Ad-Supported Local TV Stations for an average of 54.9 minutes every day representing 32.1% of all time spent daily with Ad-Supported Video.



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 1,193

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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,216

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Hard seltzers drank past 30 days: High Noon



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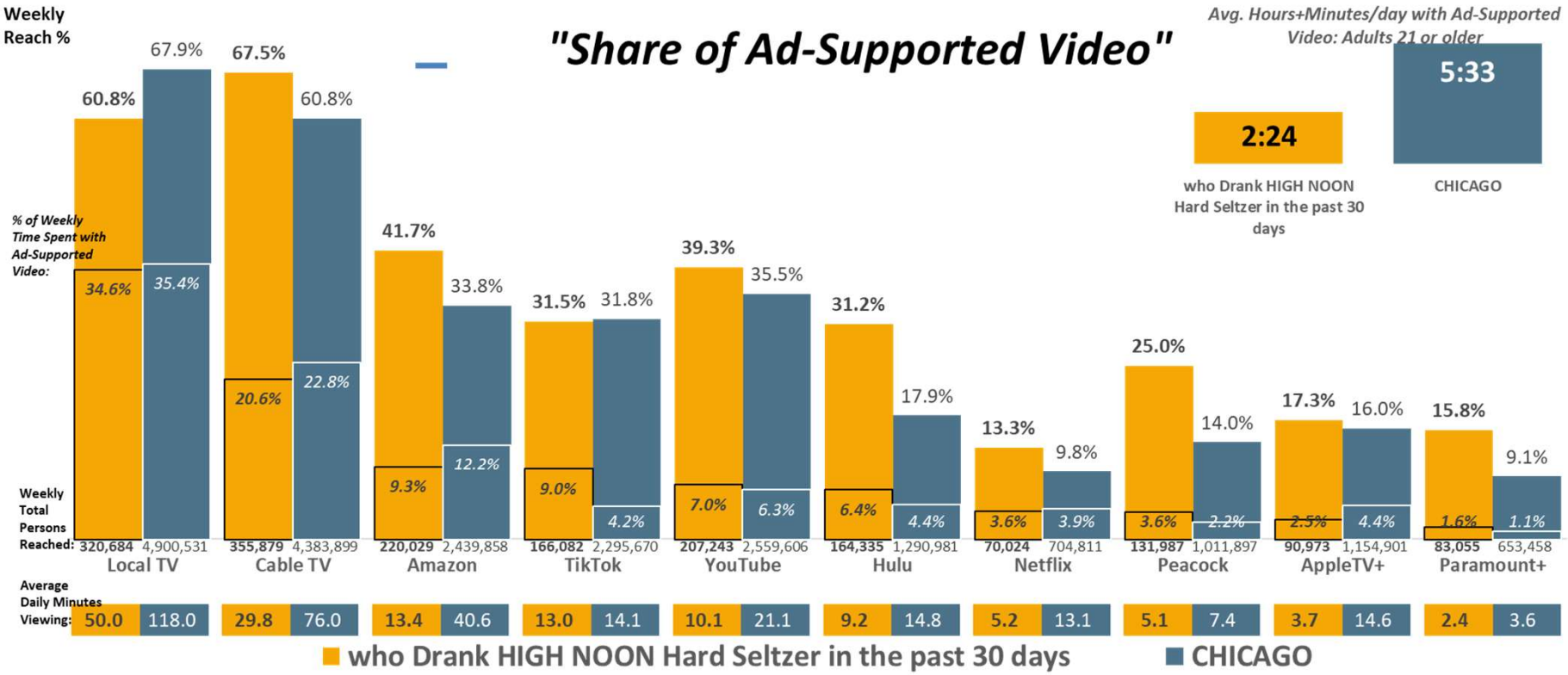

CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 245 CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,753

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Hard seltzers drank past 30 days: High Noon



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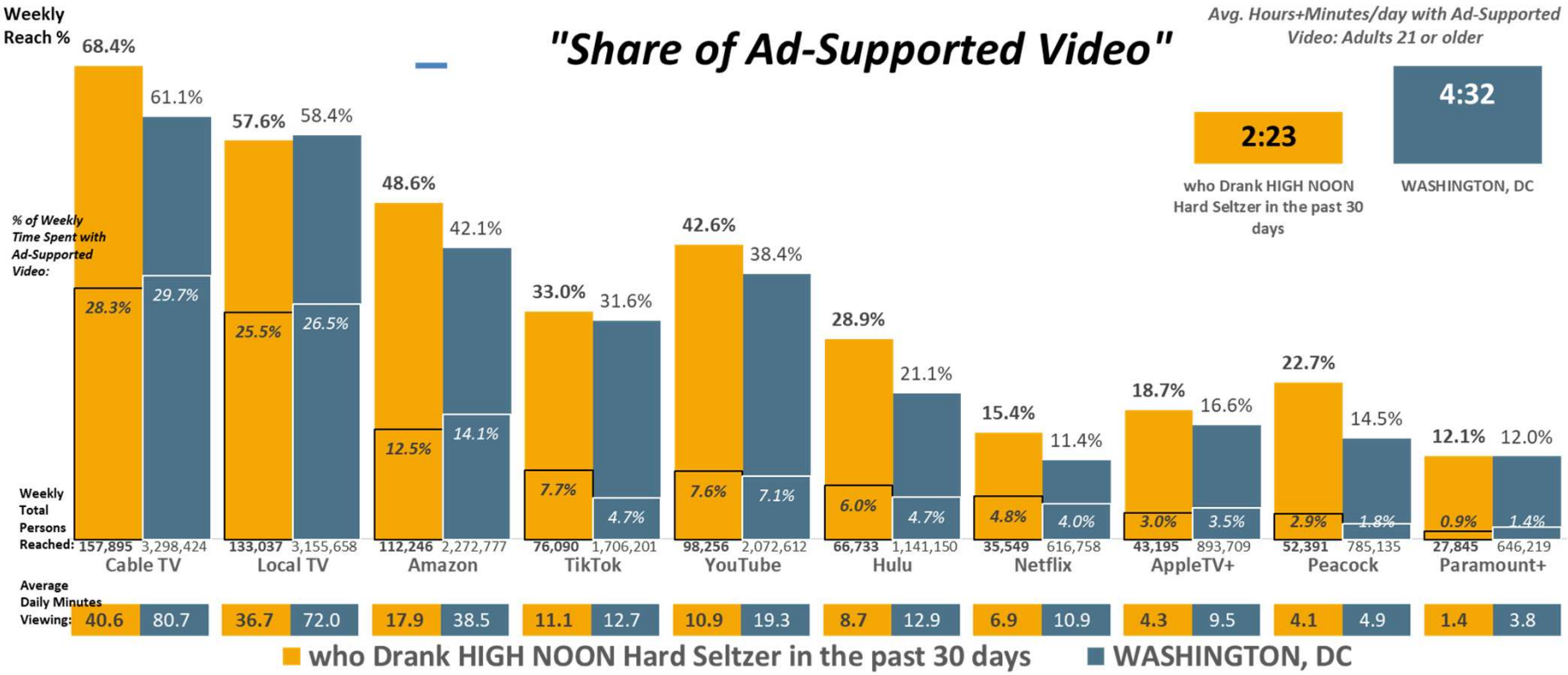

WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 323 WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 5,638

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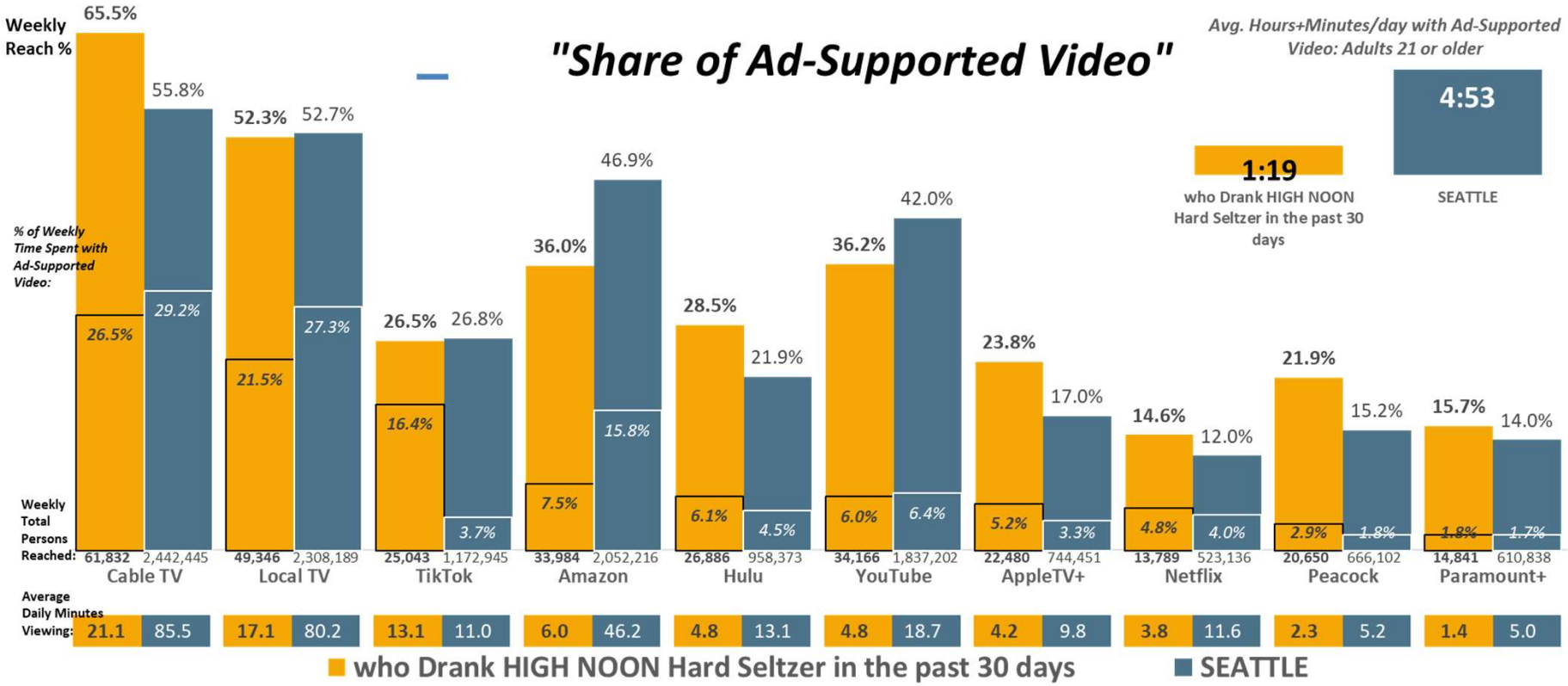
Hard seltzers drank past 30 days: High Noon



49,346 or 52.3% of Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days watch Ad-Supported Local TV Stations for an average of 17.1 minutes every day representing 21.5% of all time spent daily with Ad-Supported Video.



SEATTLE DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 72 SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,850

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Hard seltzers drank past 30 days: High Noon



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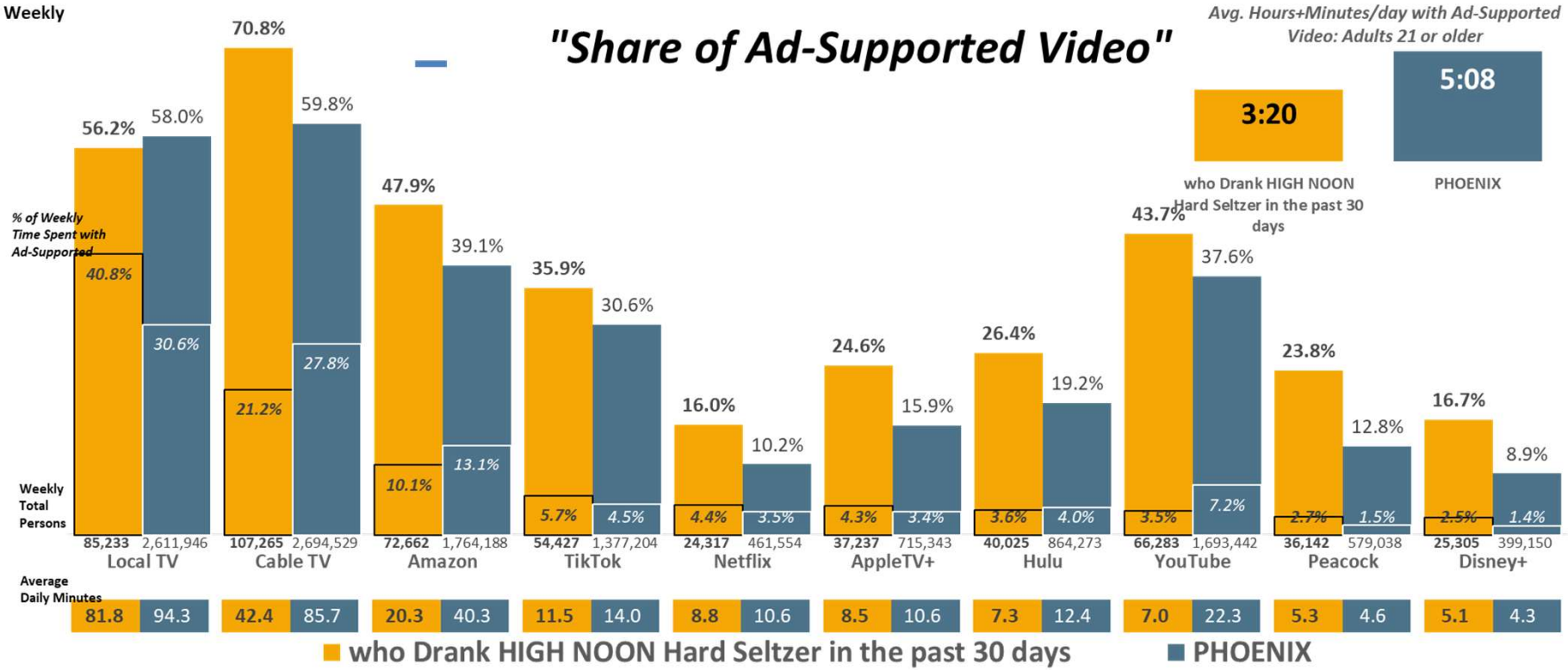

PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 74 PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 2,387

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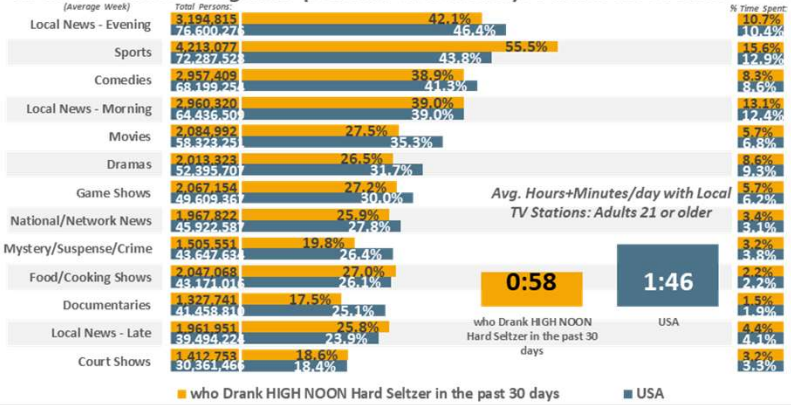
Hard seltzers drank past 30 days: High Noon

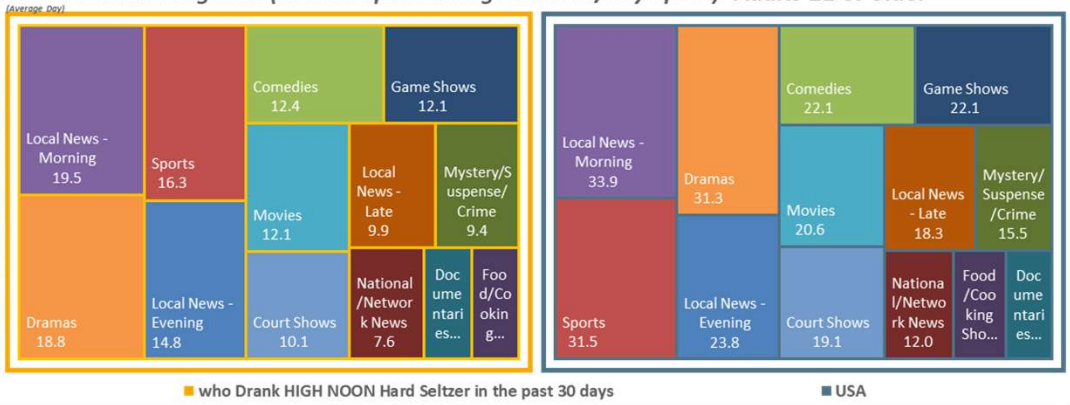


7,511,436 or 59.7% of Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, Game Shows, and Movies.

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



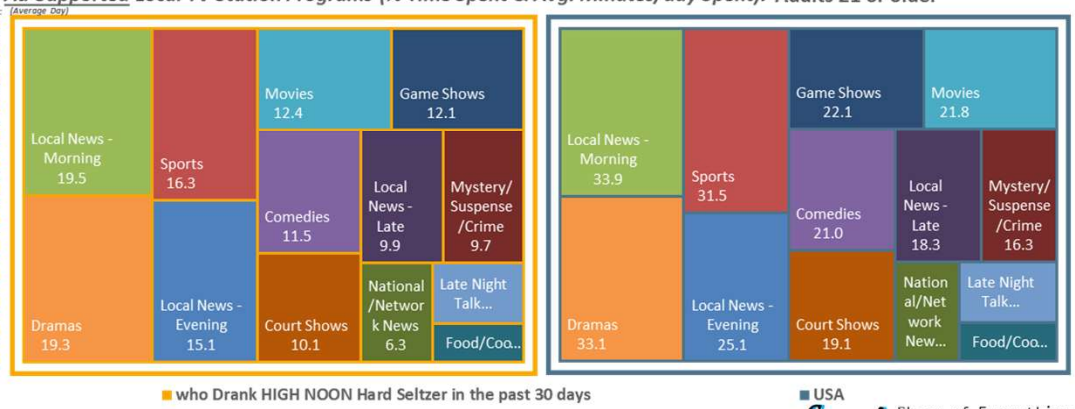
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 1,193

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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,216

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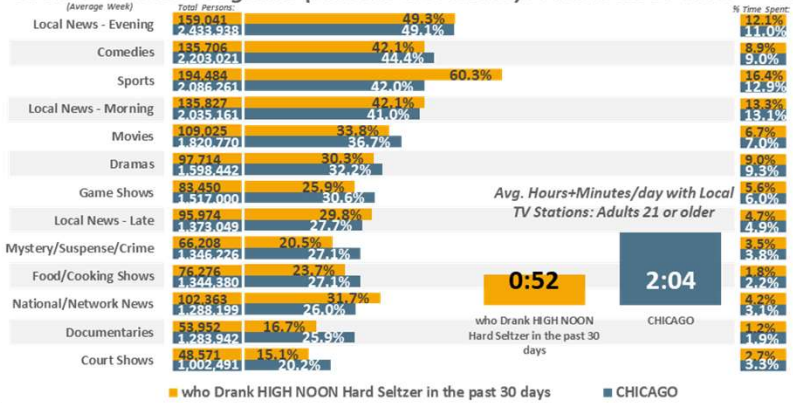
Hard seltzers drank past 30 days: High Noon

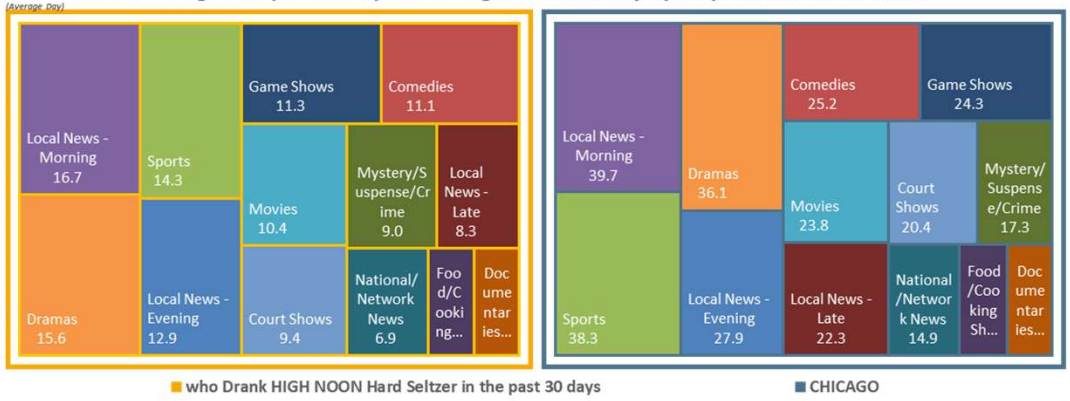


320,684 or 60.8% of Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, Movies, and Dramas.

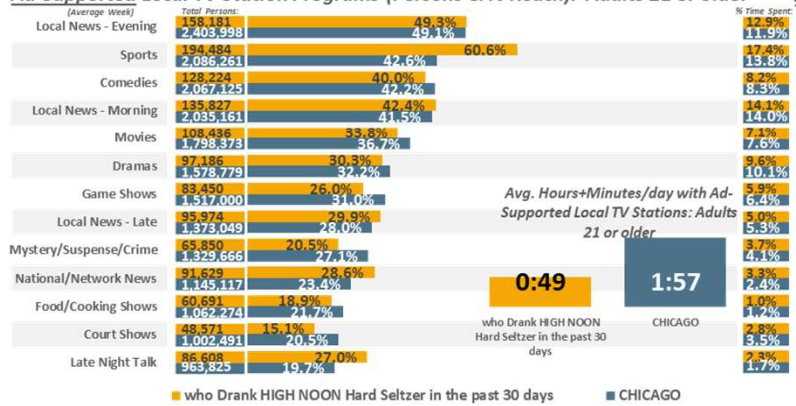
Local TV Station Programs (Persons & % Reach): Adults 21 or older



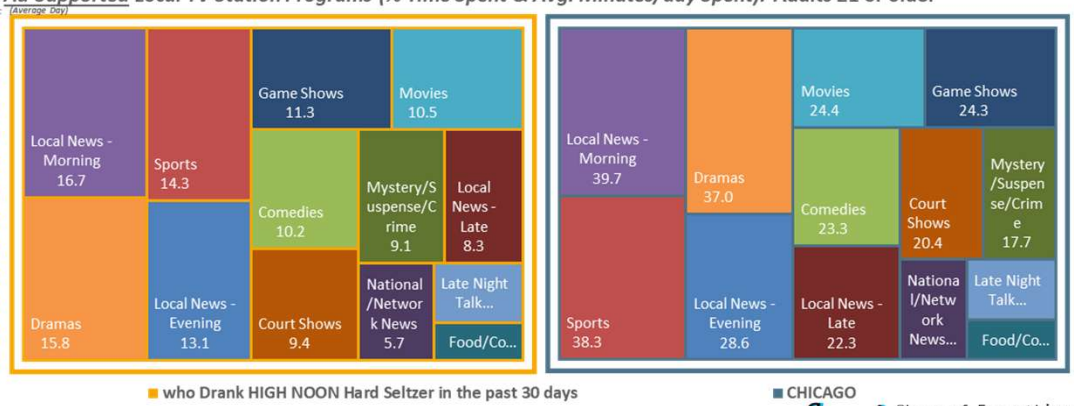
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 245

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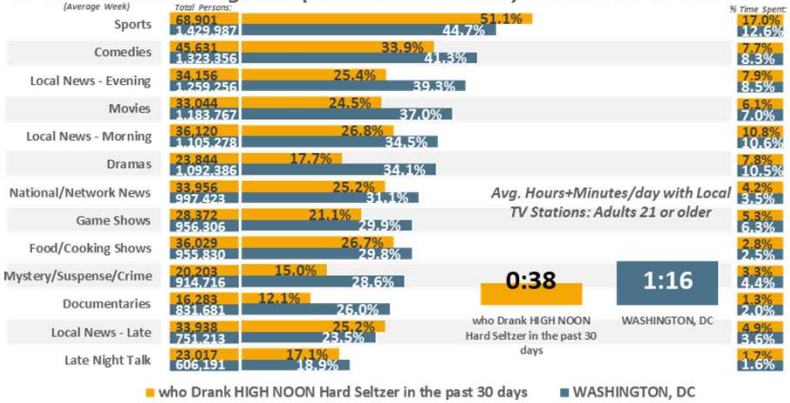
Hard seltzers drank past 30 days: High Noon

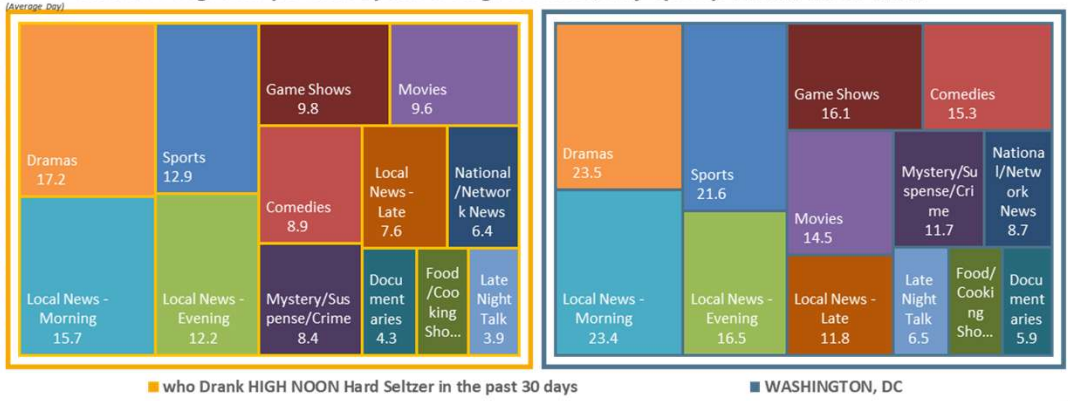


133,037 or 57.6% of Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Local News - Morning, Local News - Late, Local News - Evening, and Movies.

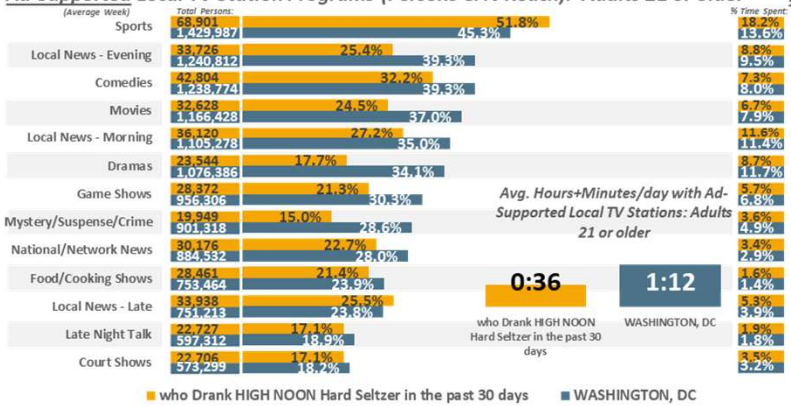
Local TV Station Programs (Persons & % Reach): Adults 21 or older



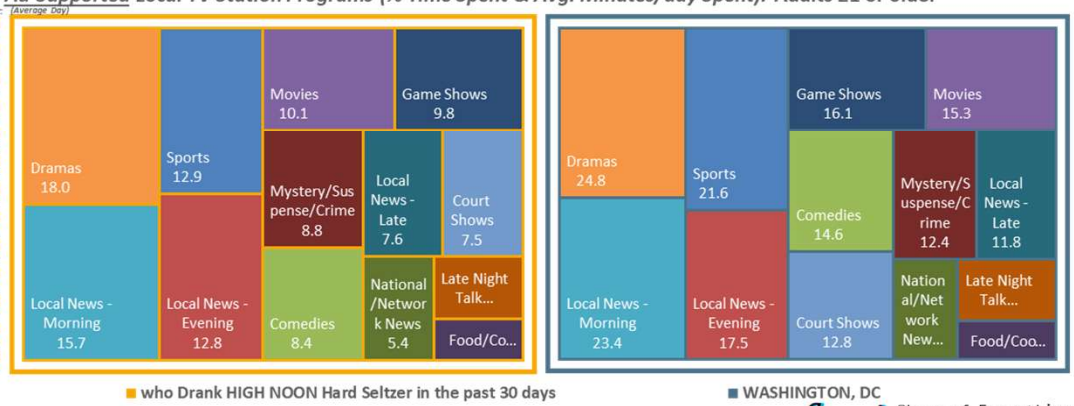
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 323

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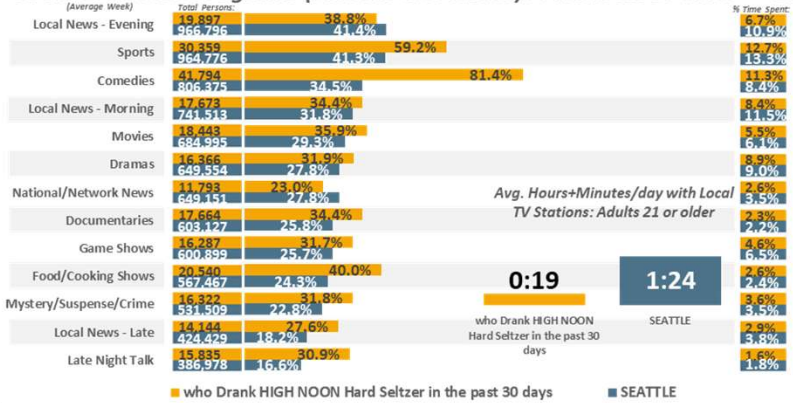
Hard seltzers drank past 30 days: High Noon

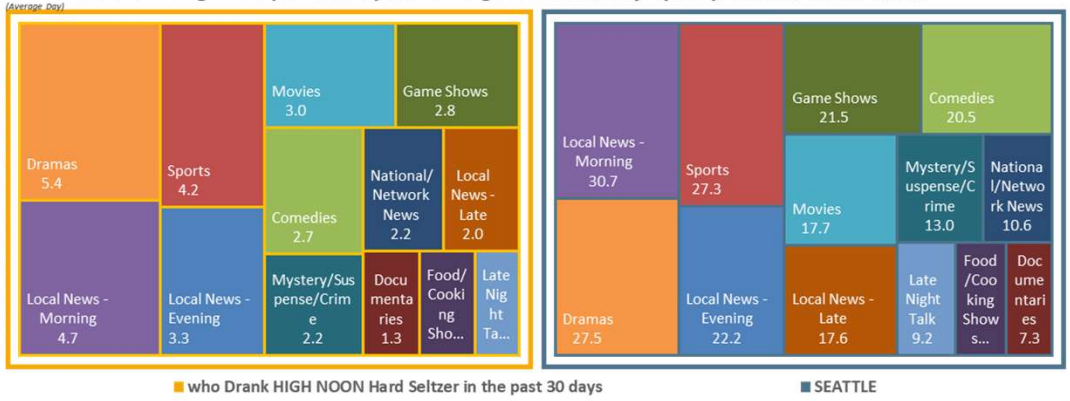


49,346 or 52.3% of Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Sports, Daytime Soap Operas, Reality - Dating, Local News - Evening, and Daytime Talk Shows.

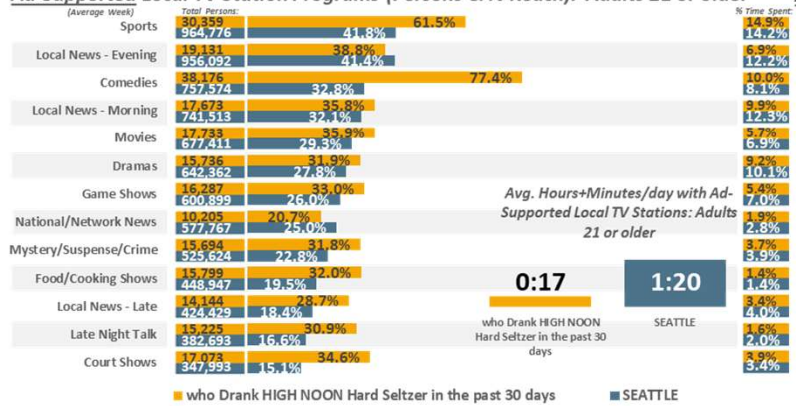
Local TV Station Programs (Persons & % Reach): Adults 21 or older



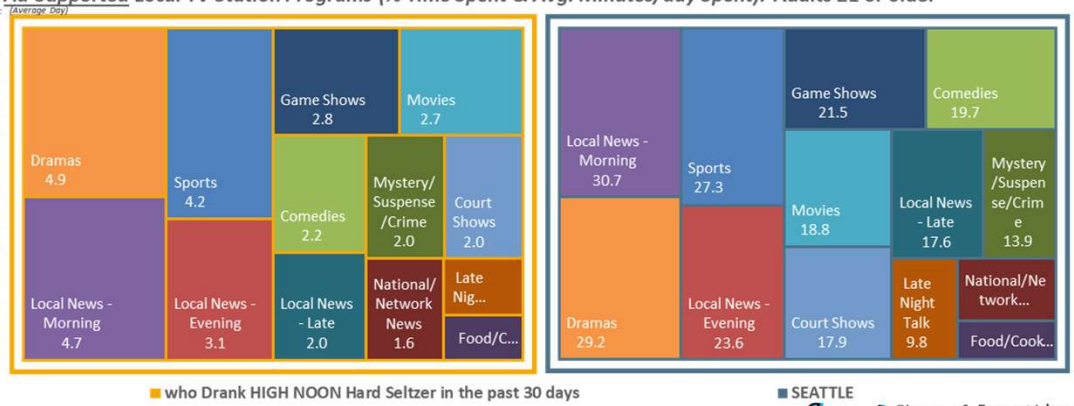
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



SEATTLE DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 72

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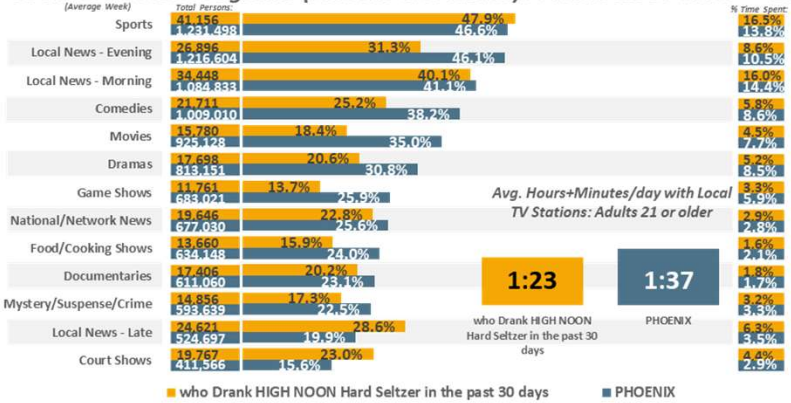
Hard seltzers drank past 30 days: High Noon

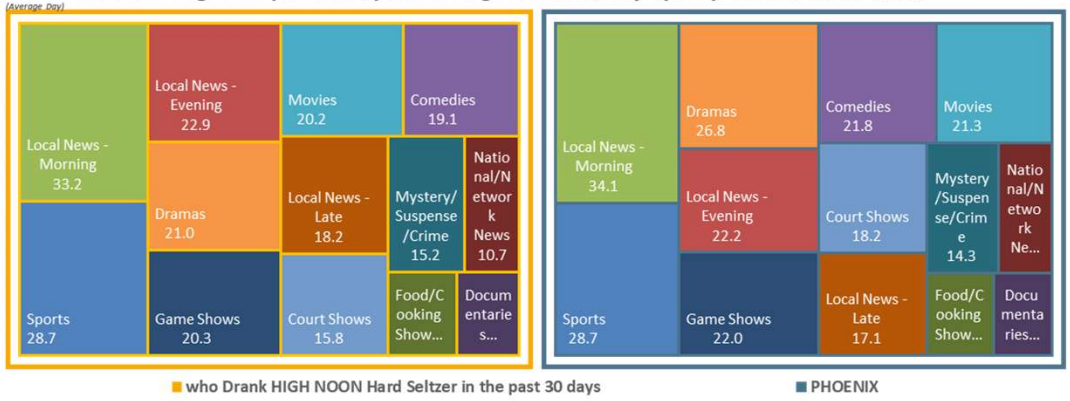


85,233 or 56.2% of Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Morning, Reality - Dating, Local News - Evening, Local News - Late, and Comedies.

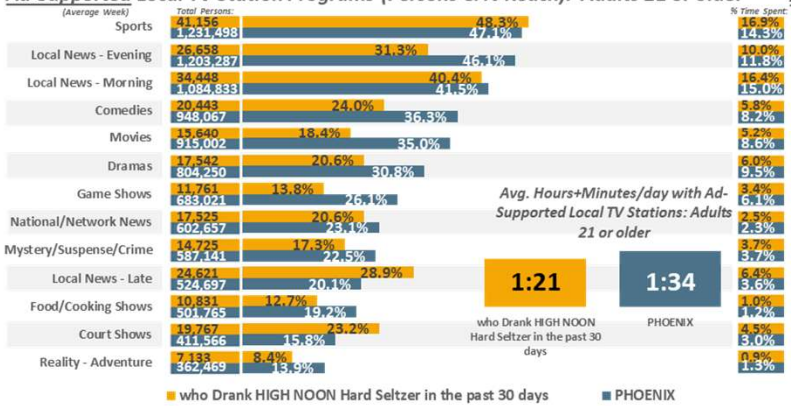
Local TV Station Programs (Persons & % Reach): Adults 21 or older



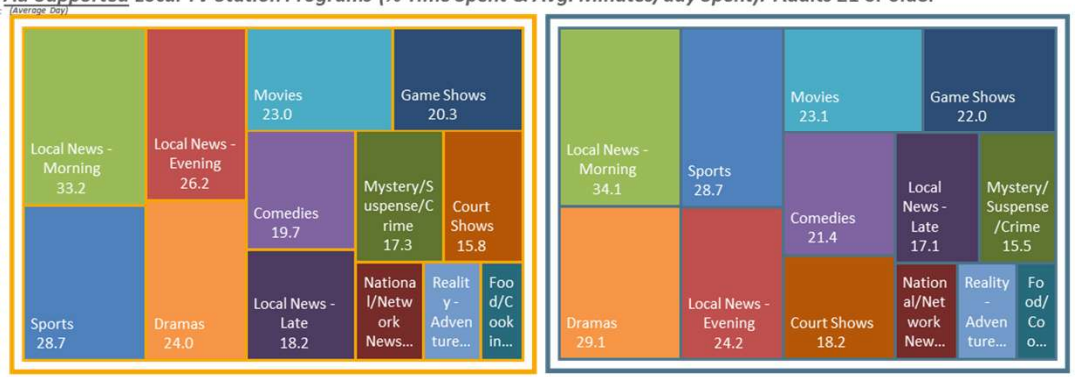
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 74

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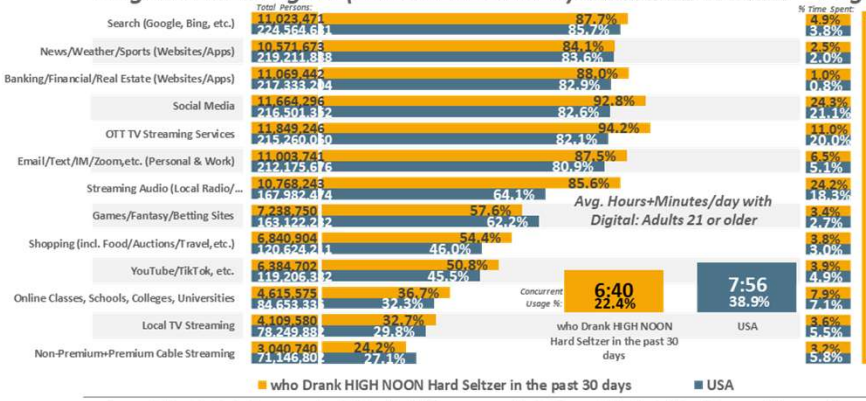
Hard seltzers drank past 30 days: High Noon

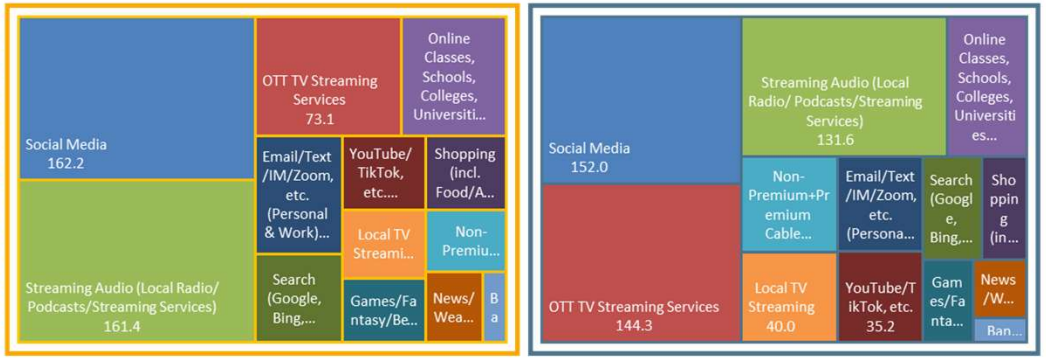


10,214,548 or 81.2% of Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days use Ad-Supported Social Media for an average of 142. minutes every day representing 30.4% of all time spent daily with Ad-Supported Digital Media.

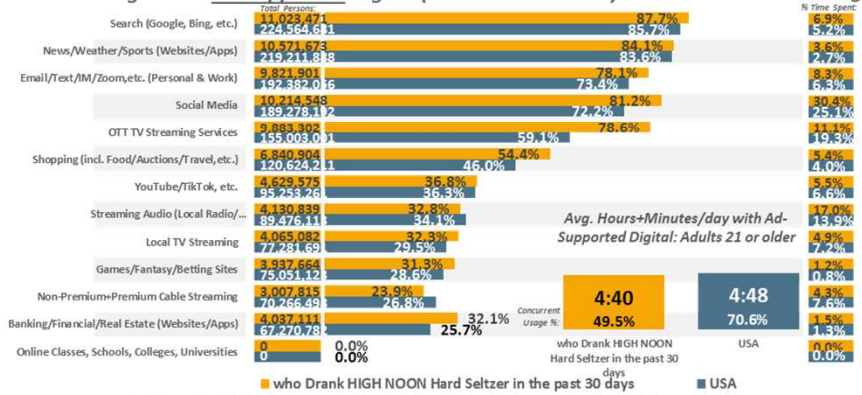
Avg. Week All Digital (Persons & % Reach): Adults 21 or older



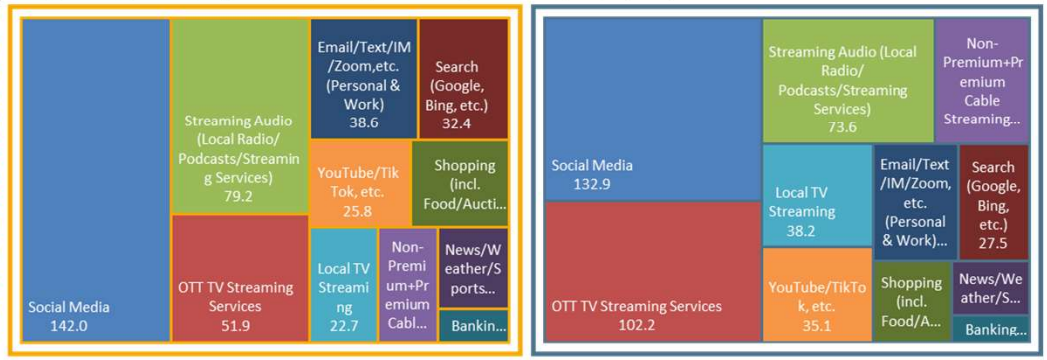
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 1,193

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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,216

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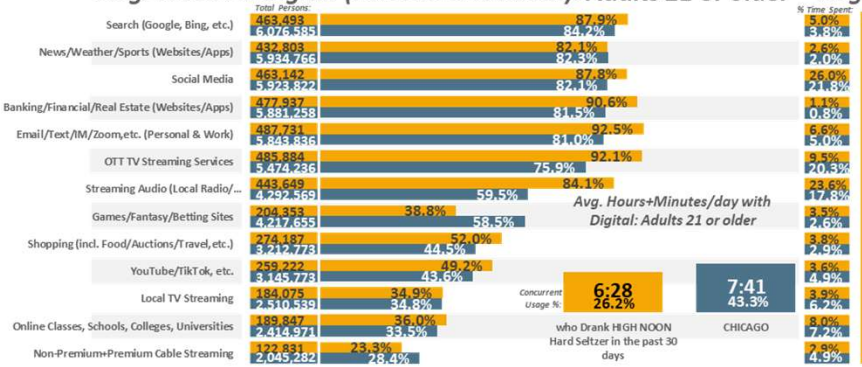
Hard seltzers drank past 30 days: High Noon

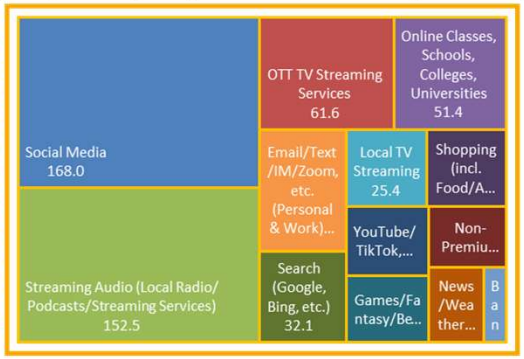


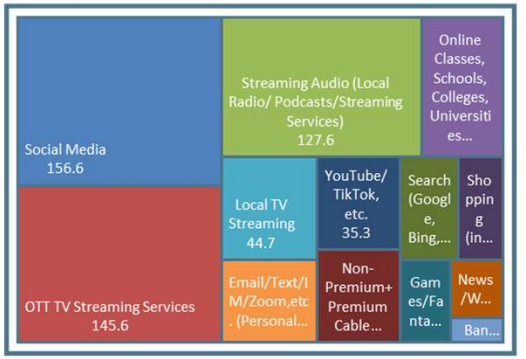
382,592 or 72.6% of Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days use Ad-Supported Social Media for an average of 138.8 minutes every day representing 30.5% of all time spent daily with Ad-Supported Digital Media.

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

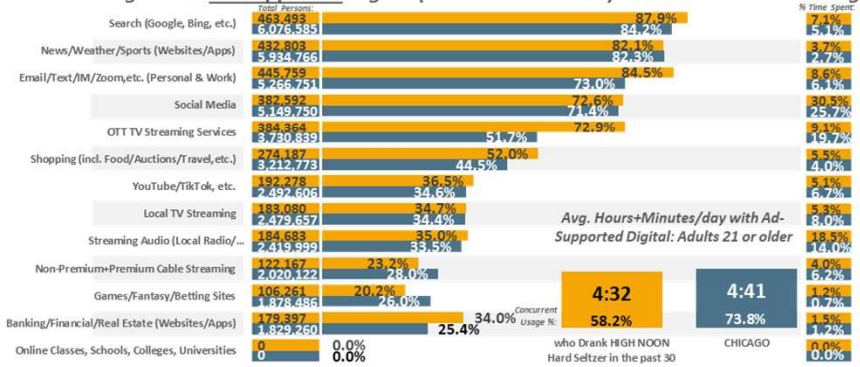


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older

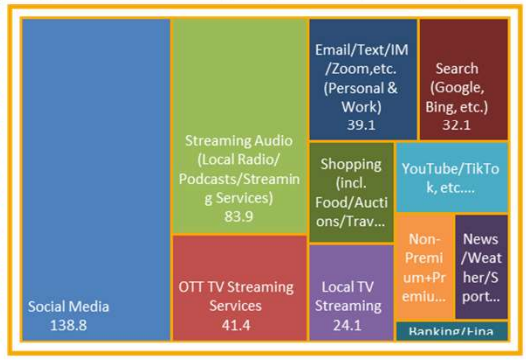


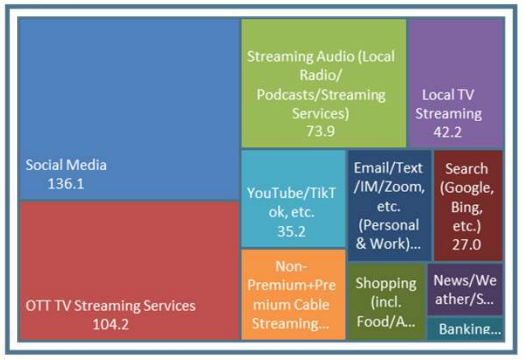


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 21 or older



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





CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 245

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Hard seltzers drank past 30 days: High Noon

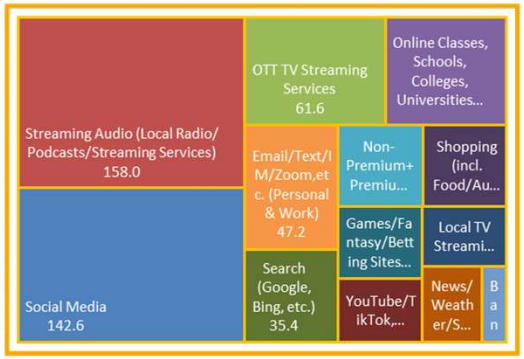


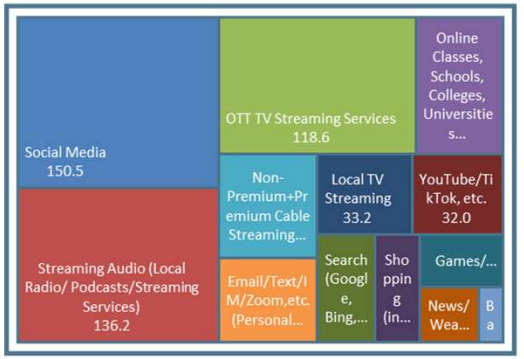
199,021 or 86.2% of Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days use Ad-Supported Social Media for an average of 128.3 minutes every day representing 28.4% of all time spent daily with Ad-Supported Digital Media.

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

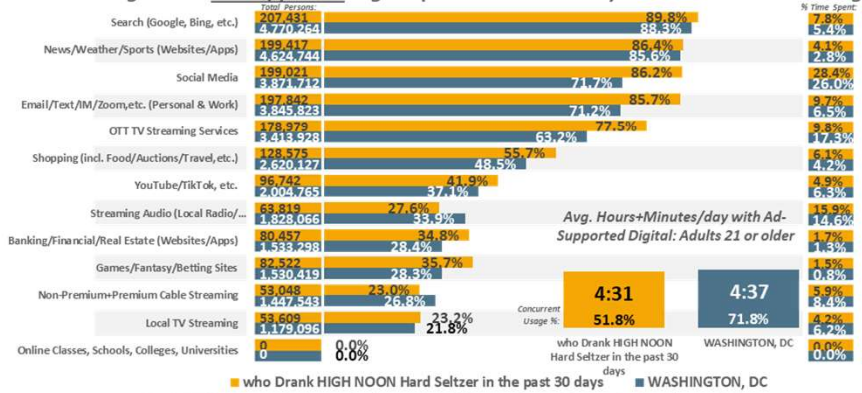


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



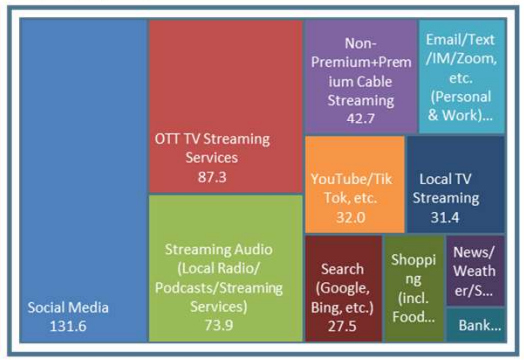


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 21 or older



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





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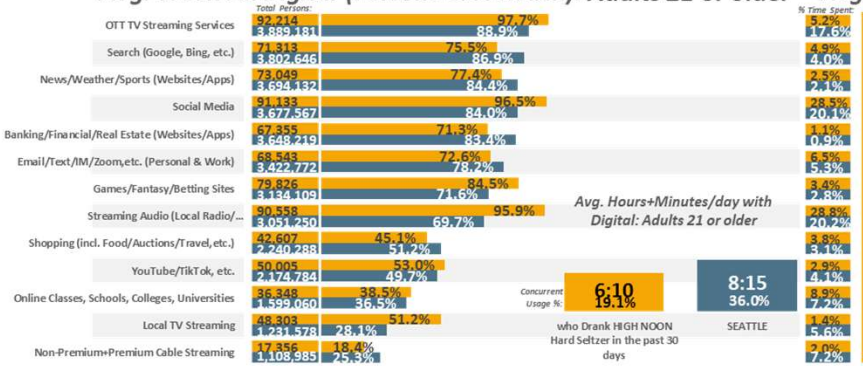
Hard seltzers drank past 30 days: High Noon

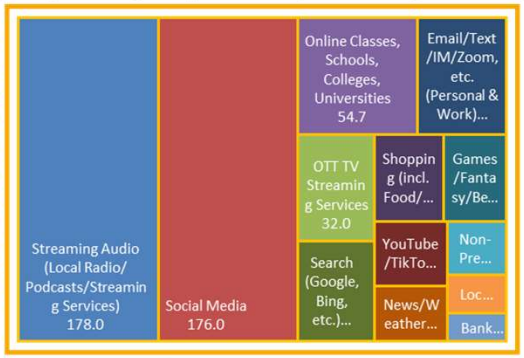


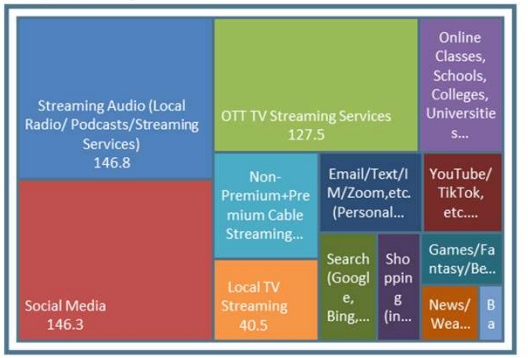
87,347 or 92.5% of Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days use Ad-Supported Social Media for an average of 168.7 minutes every day representing 40.6% of all time spent daily with Ad-Supported Digital Media.

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

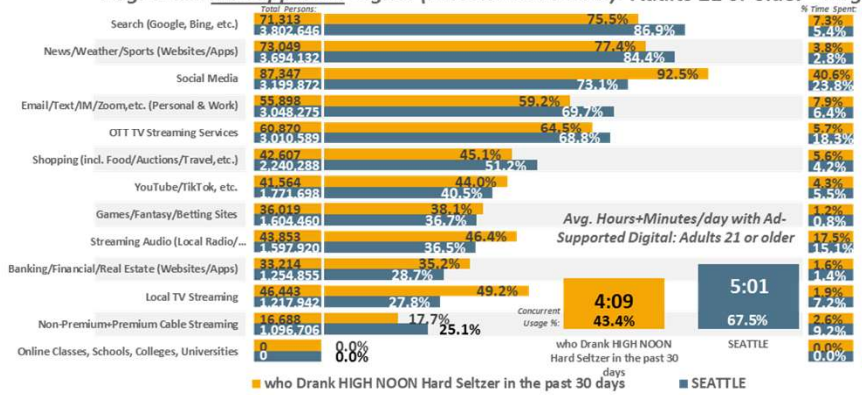


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



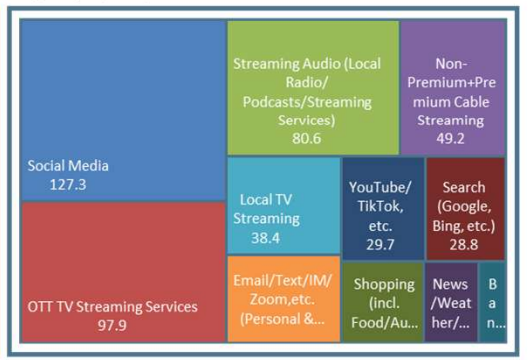


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 21 or older



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





SEATTLE DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 72

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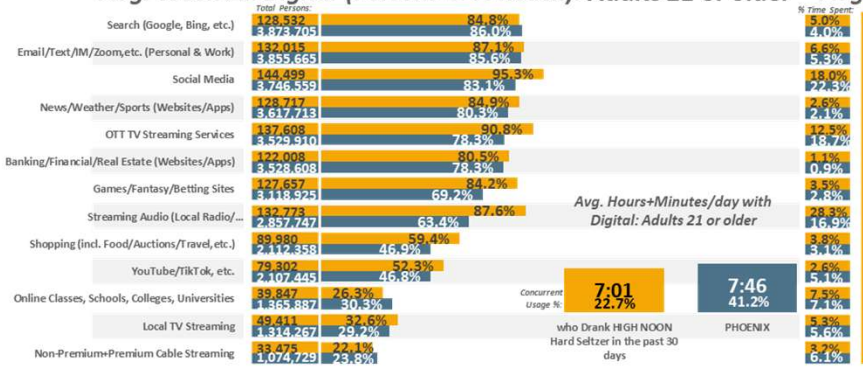
Hard seltzers drank past 30 days: High Noon

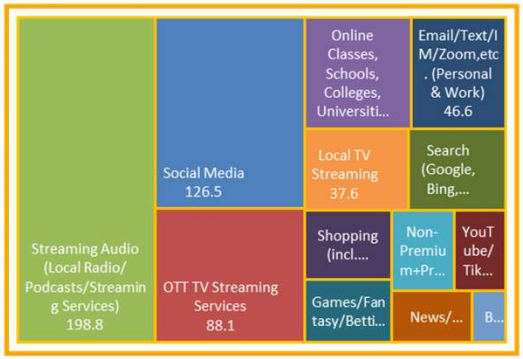


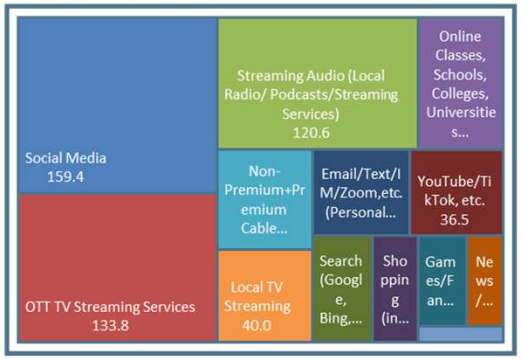
126,776 or 83.7% of Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days use Ad-Supported Social Media for an average of 111. minutes every day representing 23.1% of all time spent daily with Ad-Supported Digital Media.

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

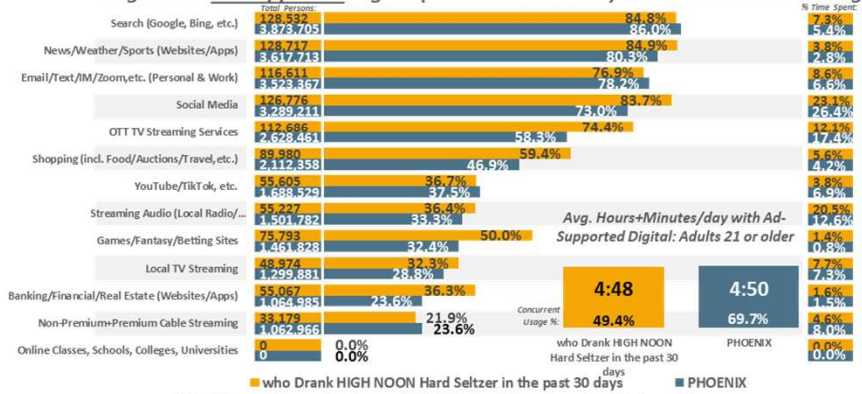


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older

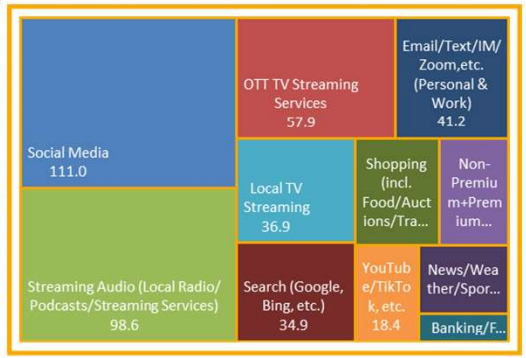


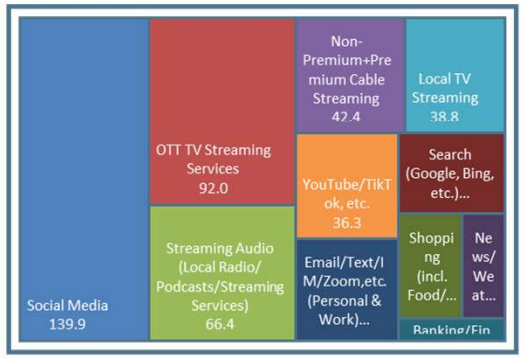


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 21 or older



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





PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 74

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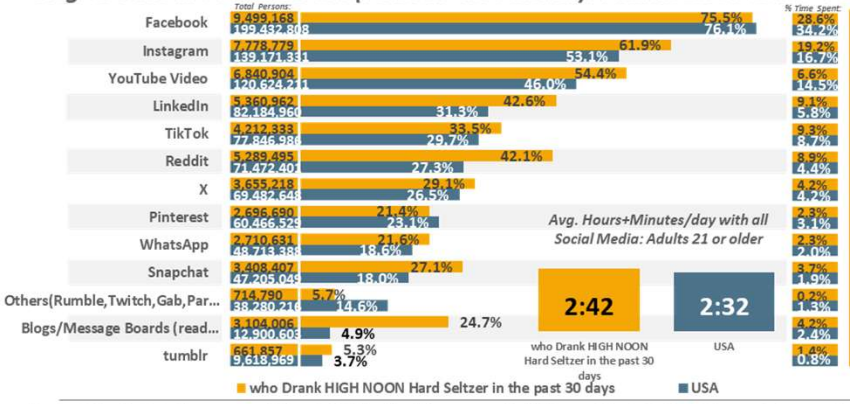
Hard seltzers drank past 30 days: High Noon

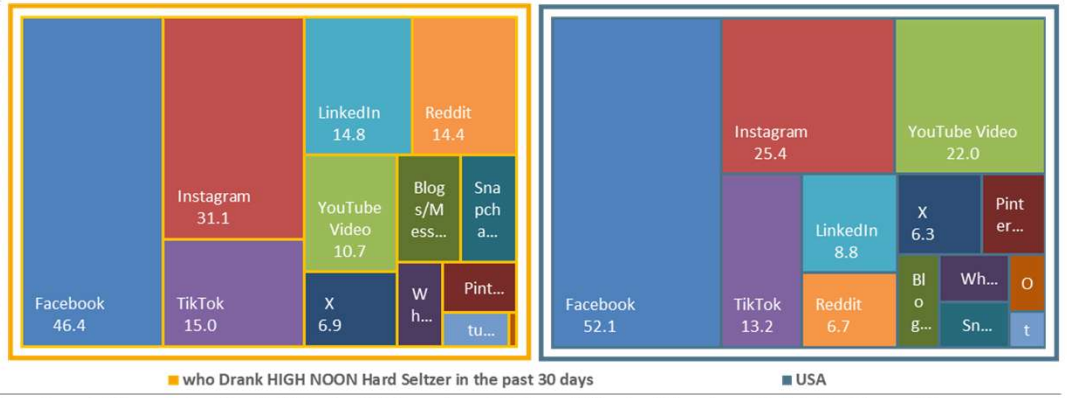


9,499,168 or 75.5% of Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days use Ad-Supported Facebook for an average of 50.6 minutes every day representing 35.7% of all time spent daily with Ad-Supported Social Media.

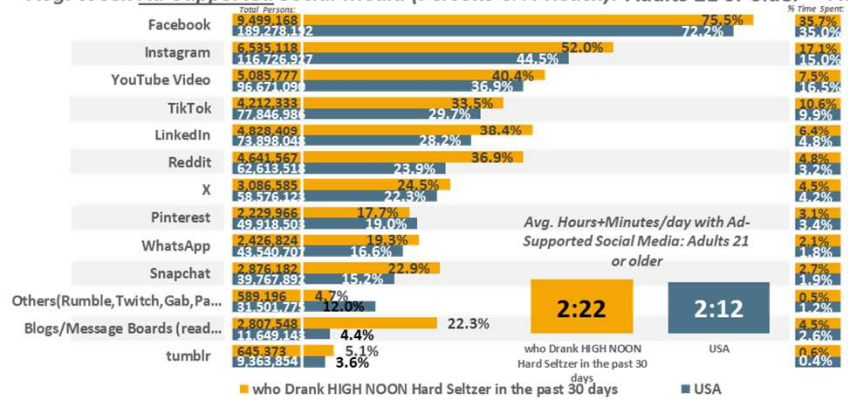
Avg. Week All Social Media (Persons & % Reach): Adults 21 or older



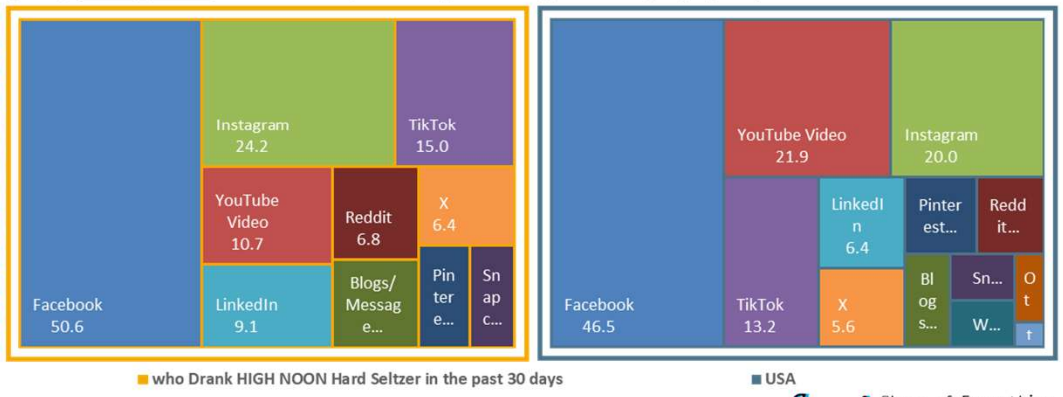
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 1,193

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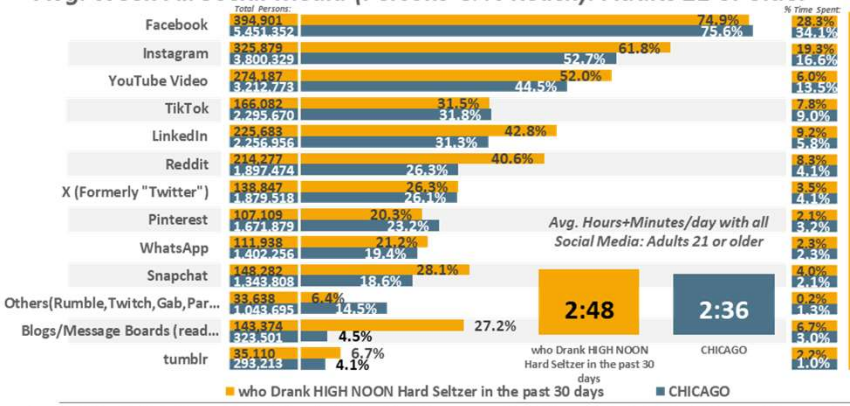
Hard seltzers drank past 30 days: High Noon

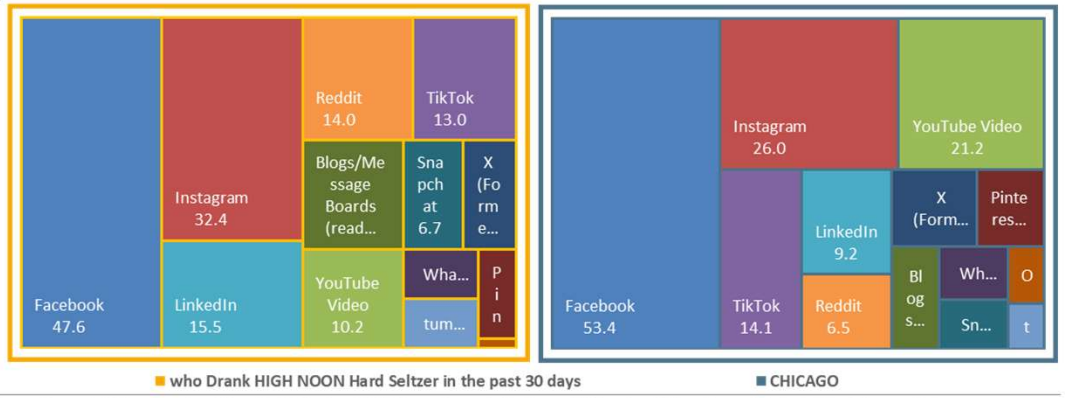


382,592 or 72.6% of Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days use Ad-Supported Facebook for an average of 49.4 minutes every day representing 35.6% of all time spent daily with Ad-Supported Social Media.

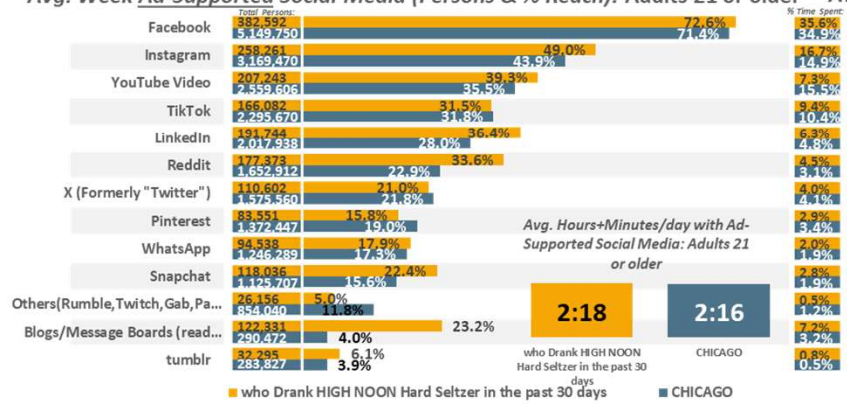
Avg. Week All Social Media (Persons & % Reach): Adults 21 or older



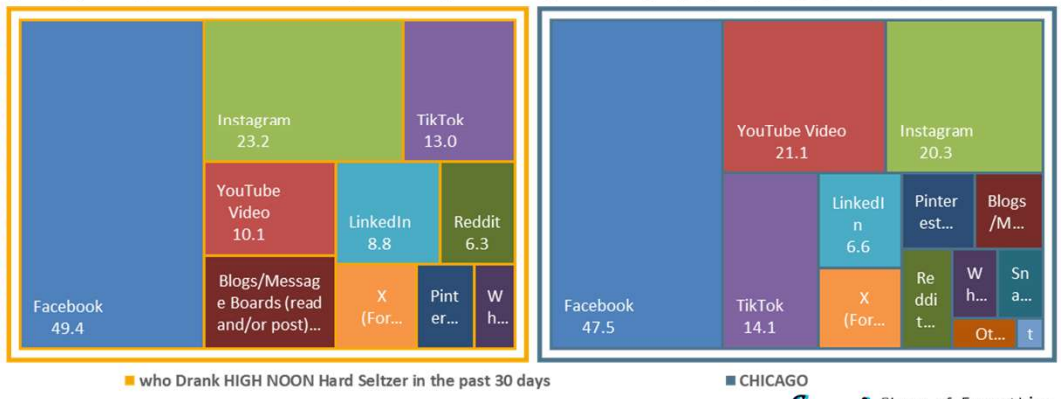
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 245

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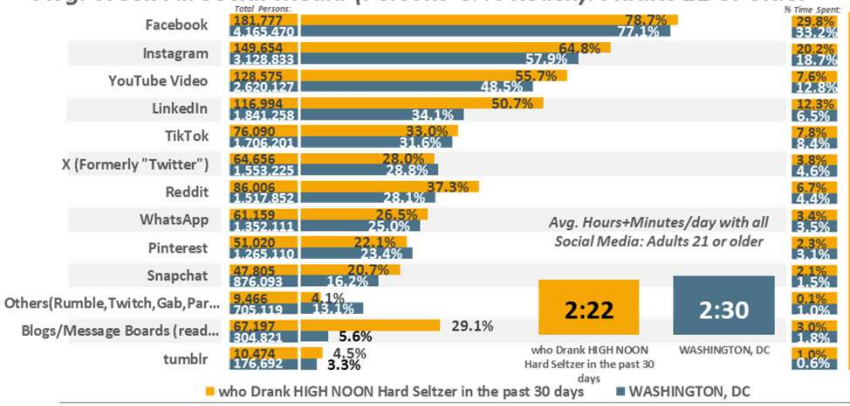
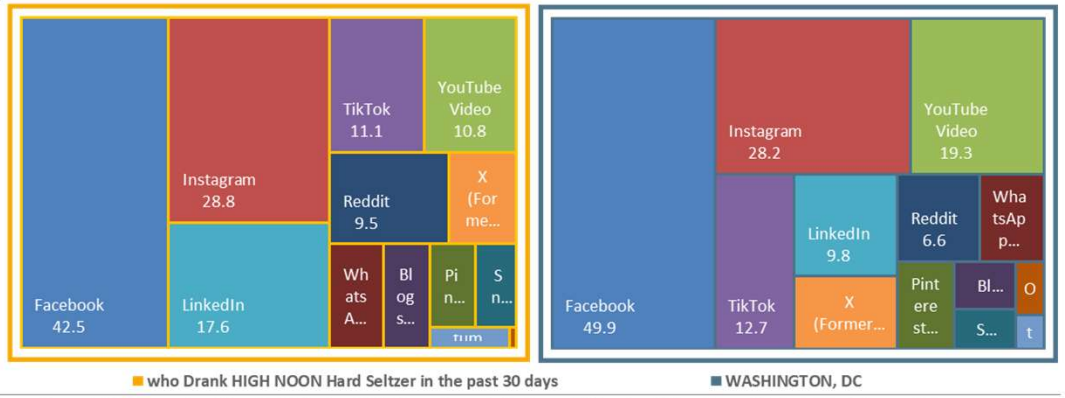
181,777 or 78.7% of Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days use Ad-Supported Facebook for an average of 46.8 minutes every day representing 36.5% of all time spent daily with Ad-Supported Social Media.

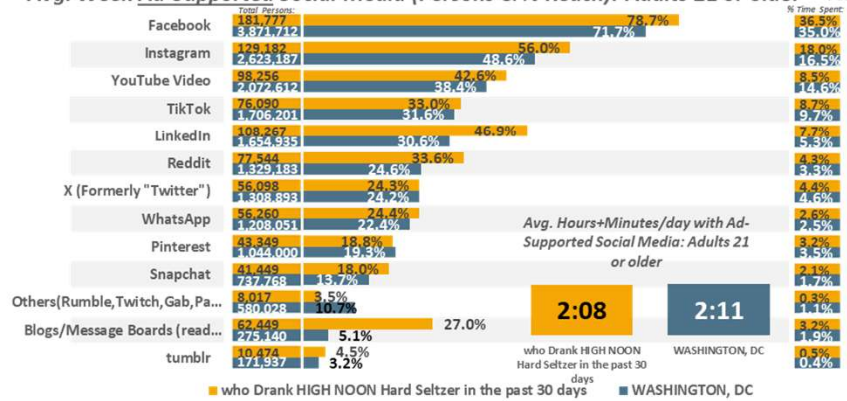
Avg. Week All Social Media (Persons & % Reach): Adults 21 or older



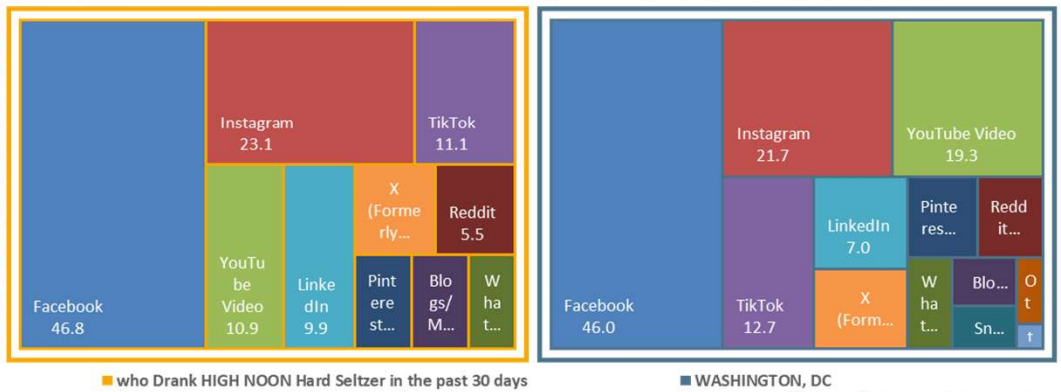
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 323

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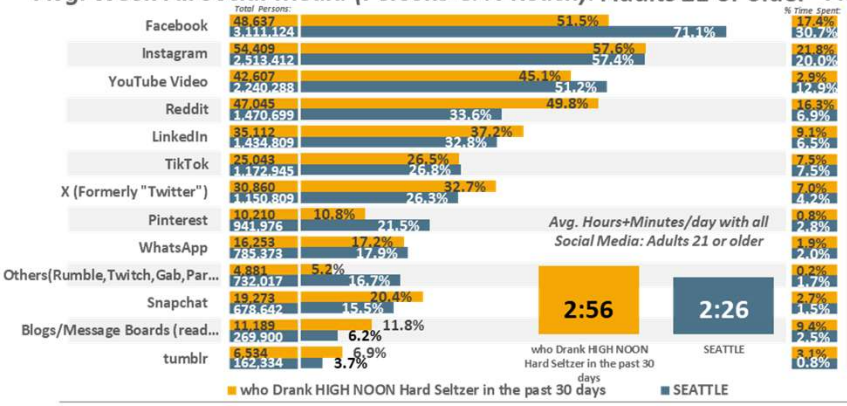
Hard seltzers drank past 30 days: High Noon

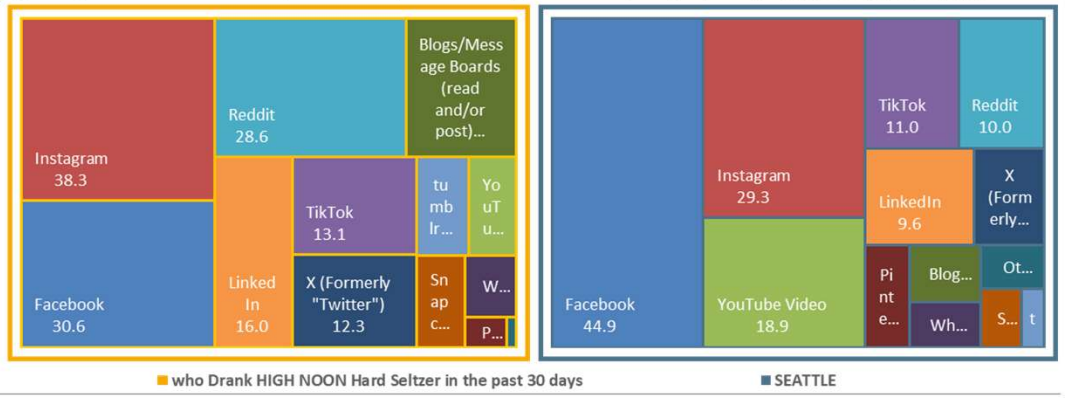


48,637 or 51.5% of Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days use Ad-Supported Facebook for an average of 48.9 minutes every day representing 29.% of all time spent daily with Ad-Supported Social Media.

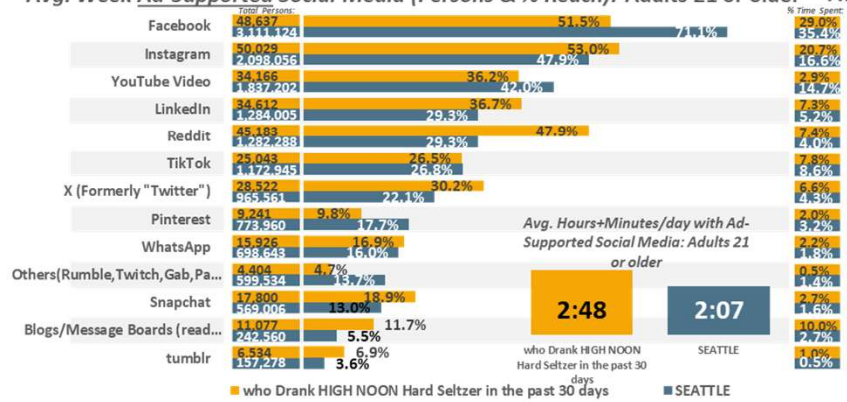
Avg. Week All Social Media (Persons & % Reach): Adults 21 or older



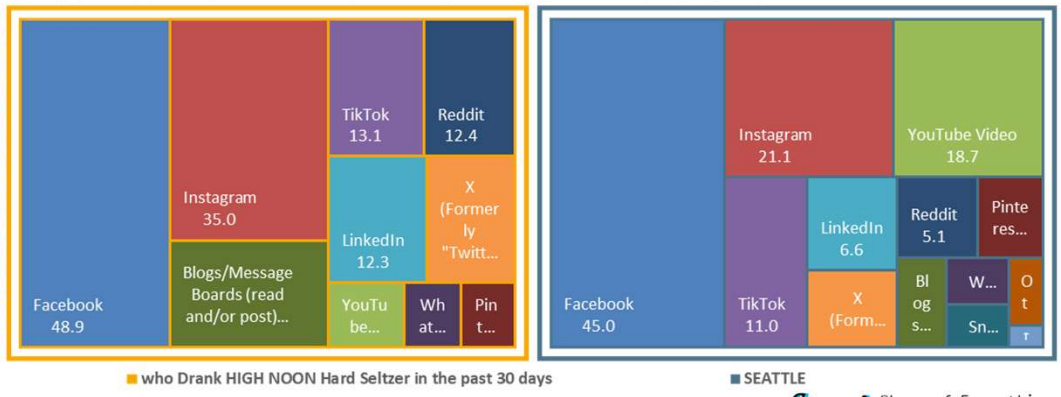
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



SEATTLE DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 72

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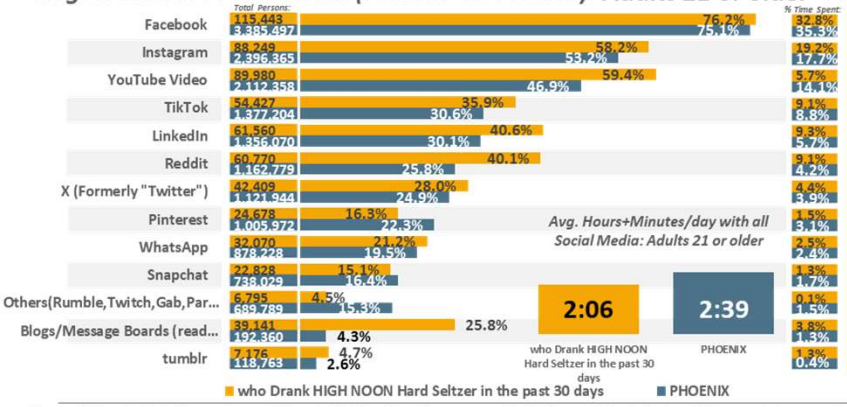
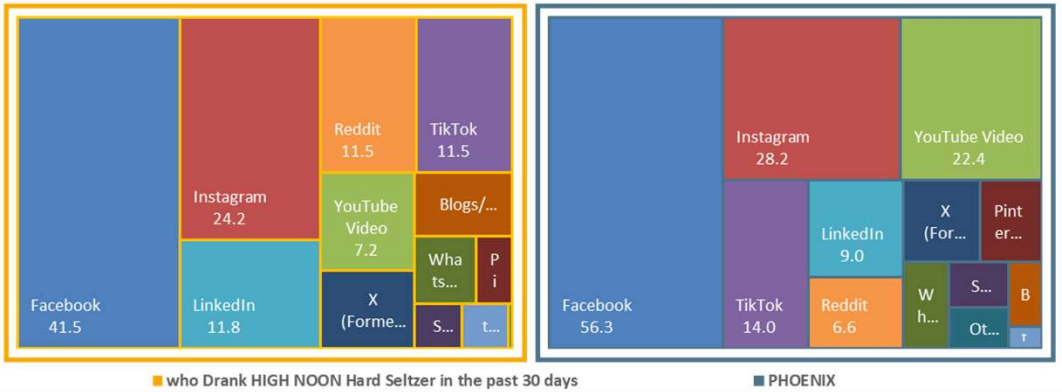
115,443 or 76.2% of Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days use Ad-Supported Facebook for an average of 42.8 minutes every day representing 38.6% of all time spent daily with Ad-Supported Social Media.

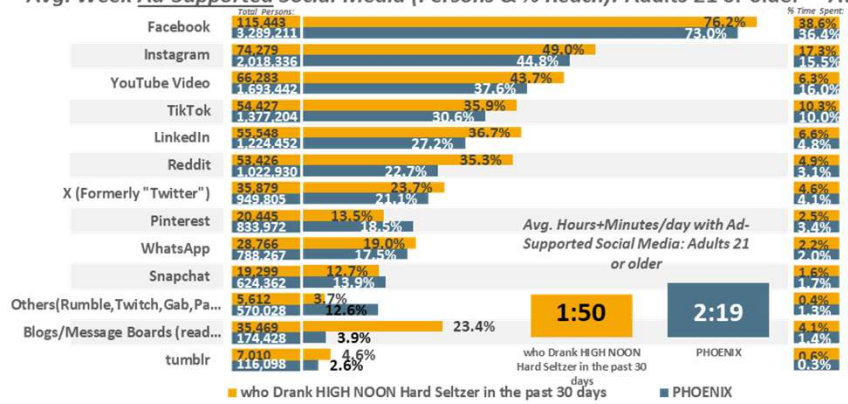
Avg. Week All Social Media (Persons & % Reach): Adults 21 or older



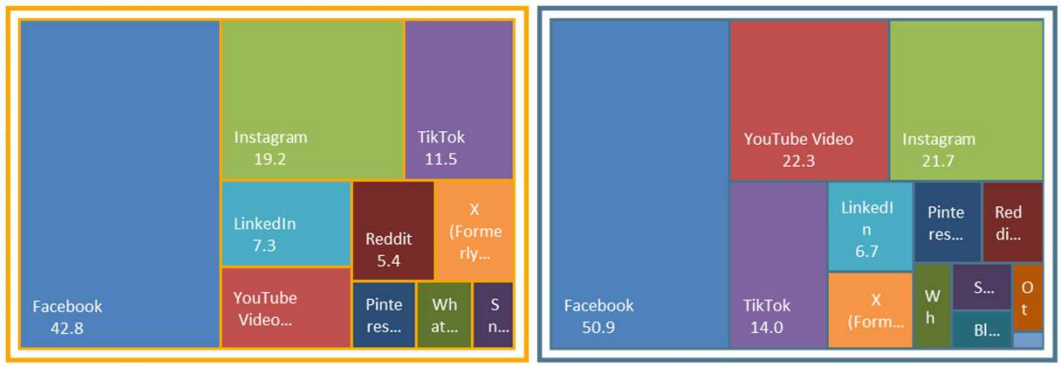
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 74

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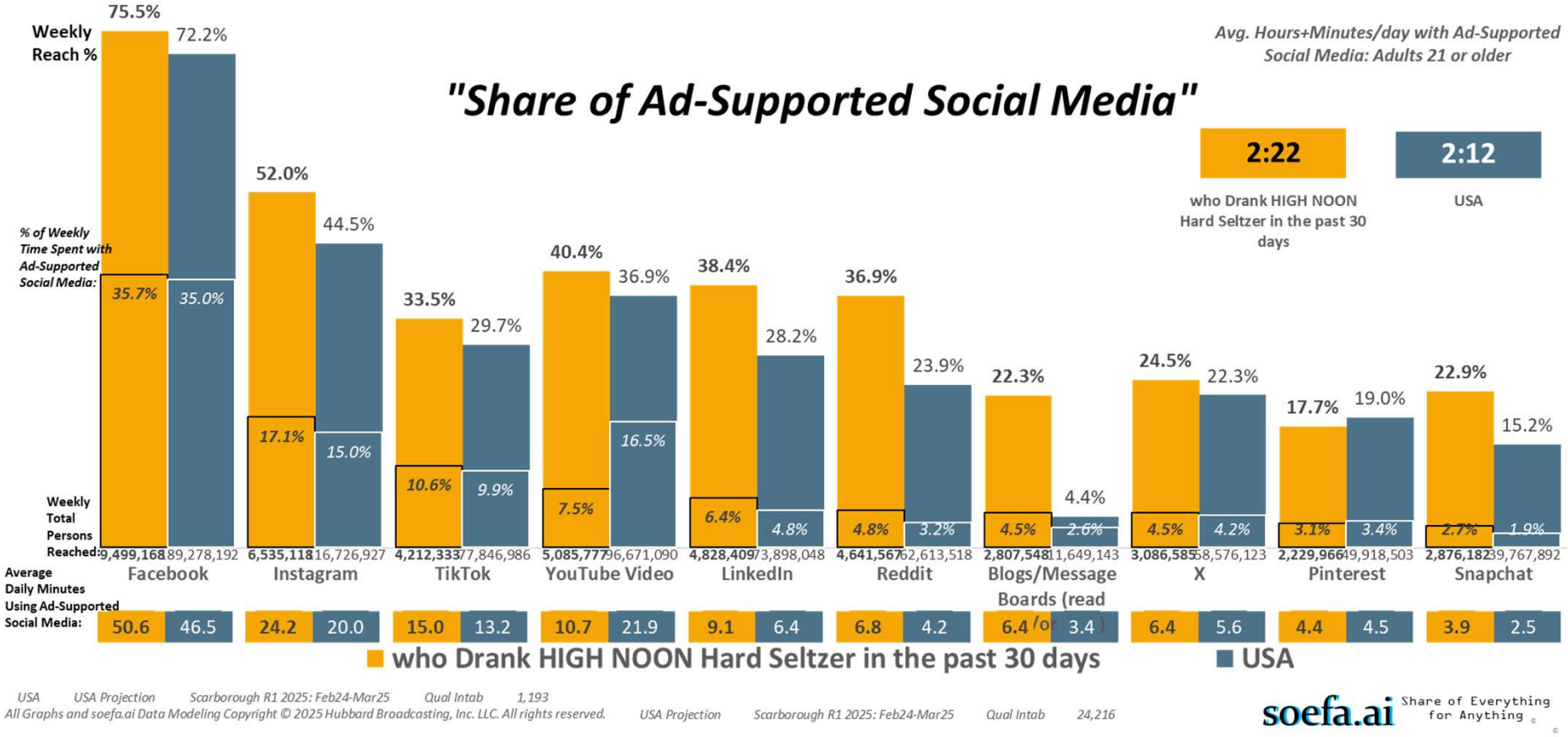
Hard seltzers drank past 30 days: High Noon



9,499,168 or 75.5% of Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days use Ad-Supported Facebook for an average of 50.6 minutes every day representing 35.7% of all time spent daily with Ad-Supported Social Media.



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 1,193

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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,216

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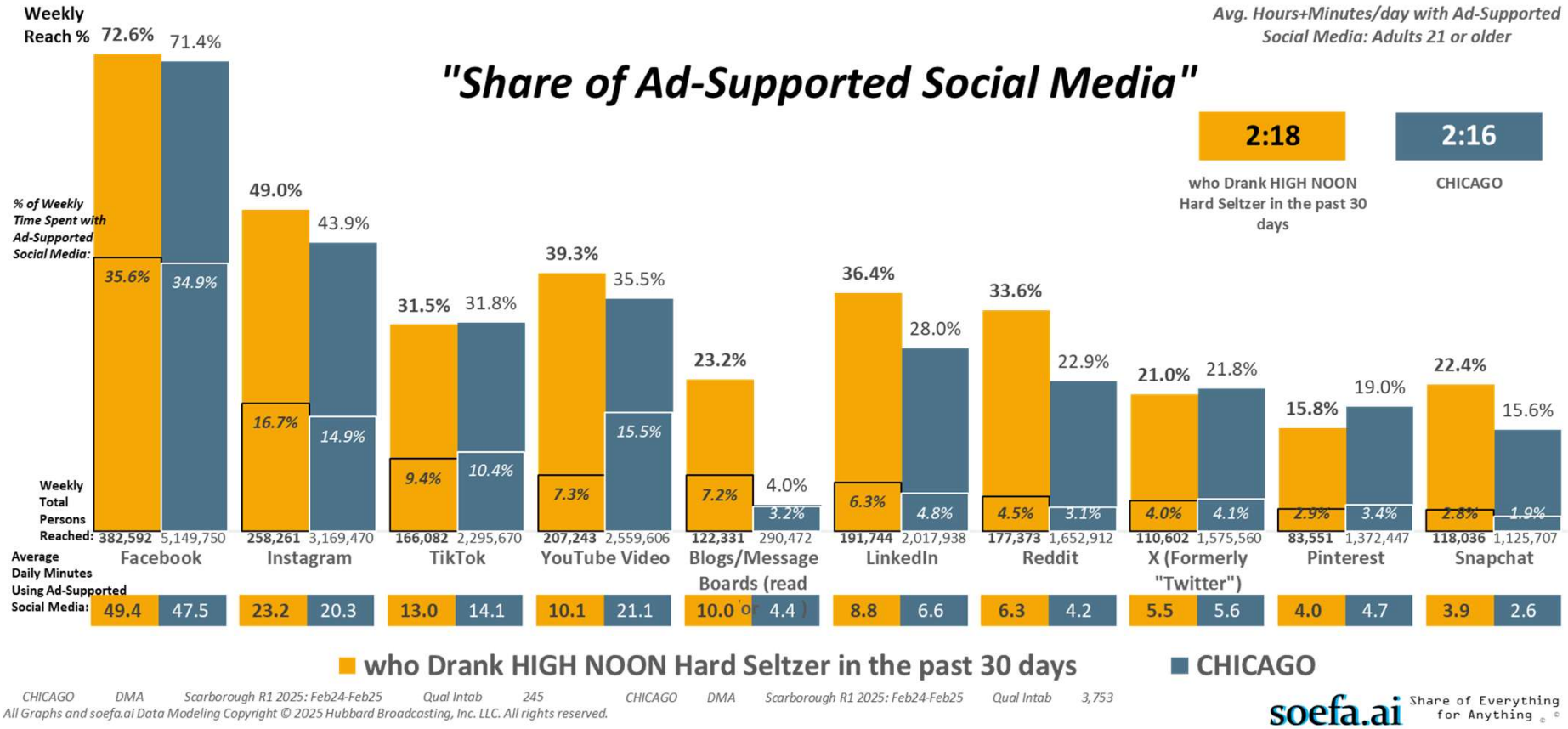
Hard seltzers drank past 30 days: High Noon



382,592 or 72.6% of Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days use Ad-Supported Facebook for an average of 49.4 minutes every day representing 35.6% of all time spent daily with Ad-Supported Social Media.



CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 245 CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,753

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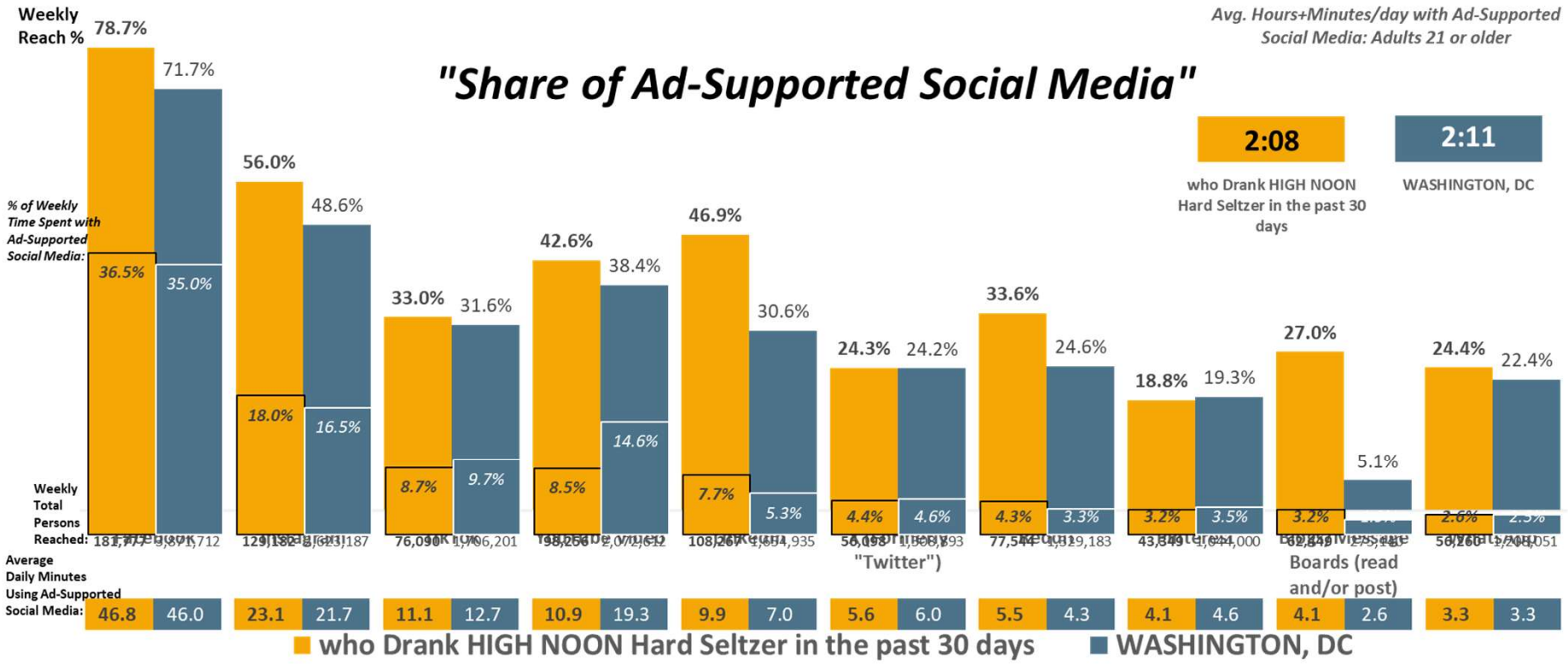
Hard seltzers drank past 30 days: High Noon



181,777 or 78.7% of Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days use Ad-Supported Facebook for an average of 46.8 minutes every day representing 36.5% of all time spent daily with Ad-Supported Social Media.



WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 323 WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 5,638

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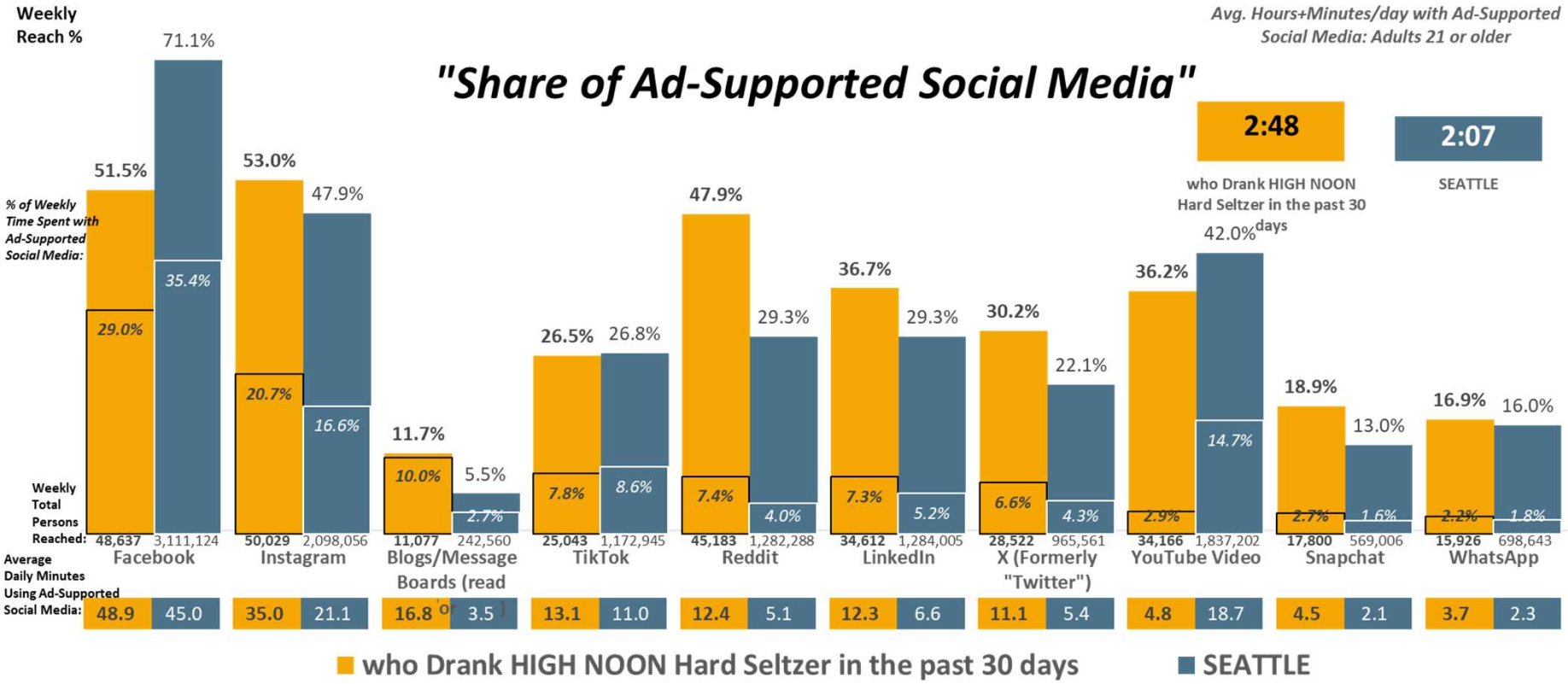
Hard seltzers drank past 30 days: High Noon



48,637 or 51.5% of Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days use Ad-Supported Facebook for an average of 48.9 minutes every day representing 29.% of all time spent daily with Ad-Supported Social Media.



SEATTLE DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 72 SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,850

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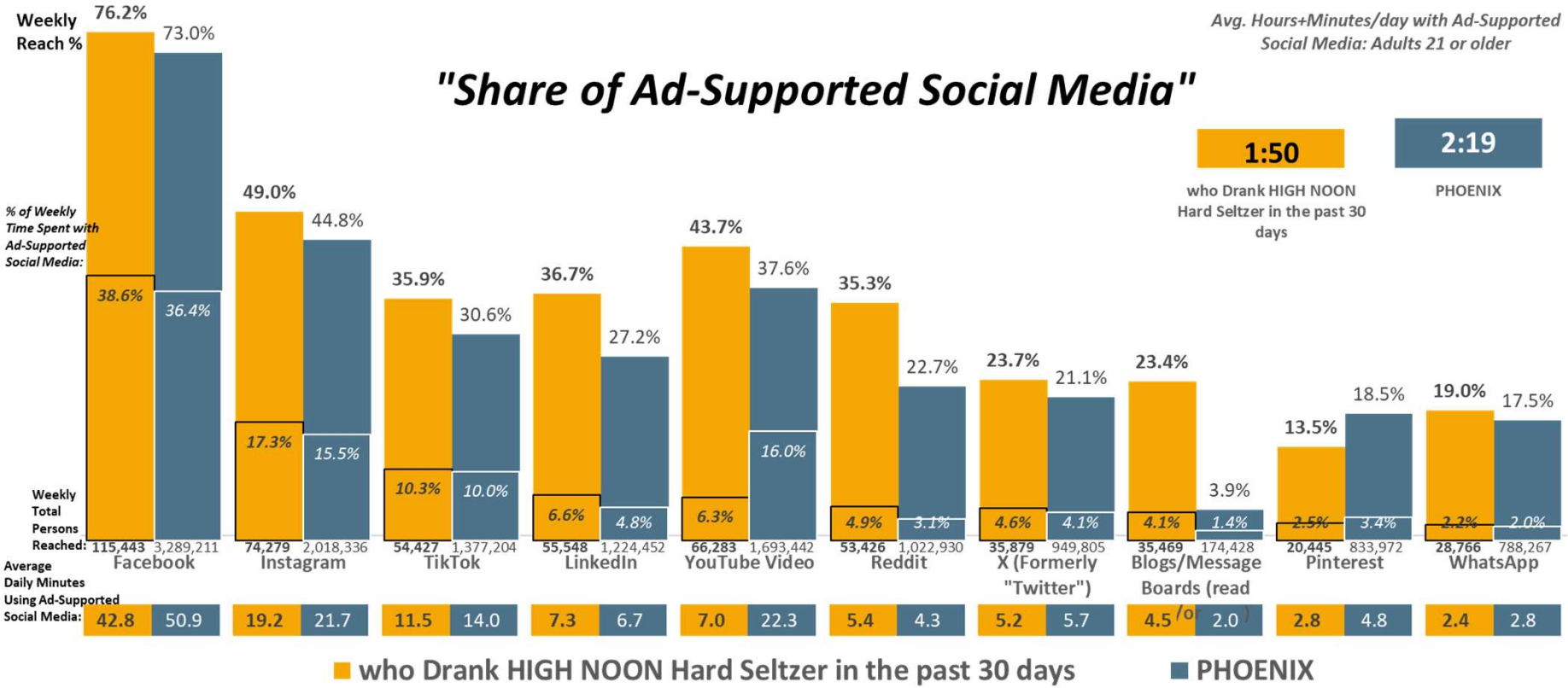
Hard seltzers drank past 30 days: High Noon



115,443 or 76.2% of Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days use Ad-Supported Facebook for an average of 42.8 minutes every day representing 38.6% of all time spent daily with Ad-Supported Social Media.



PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 74 PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 2,387

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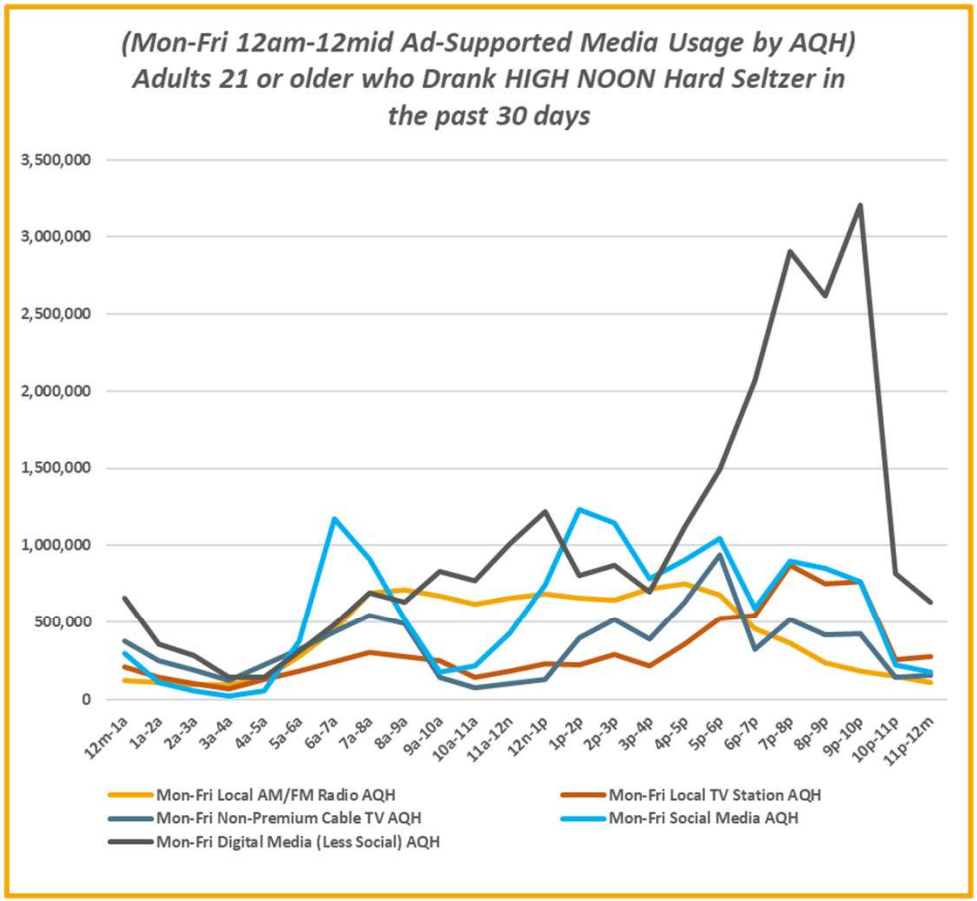
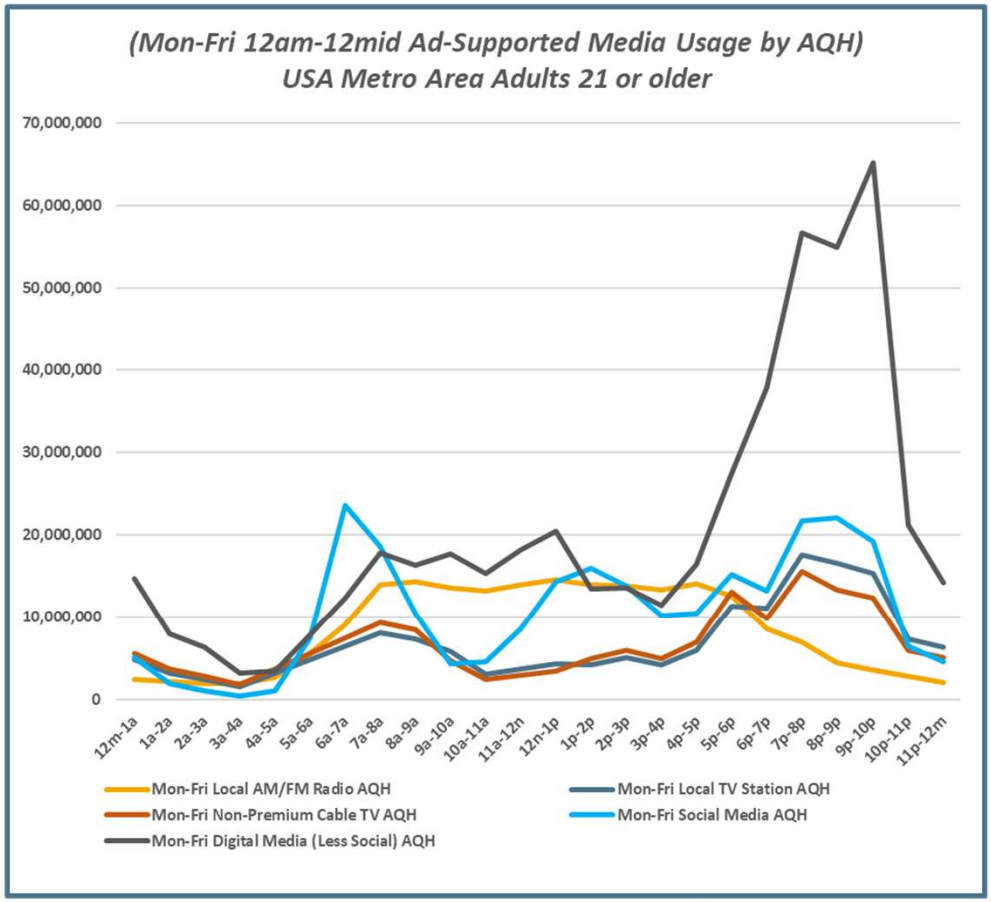
Hard seltzers drank past 30 days: High Noon



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 975,735; Social Media: 758,993; Local Radio: 644,454; Non-Prem. Cable: 391,516; Local TV: 289,469 reaching Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past





USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 1,193

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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,216

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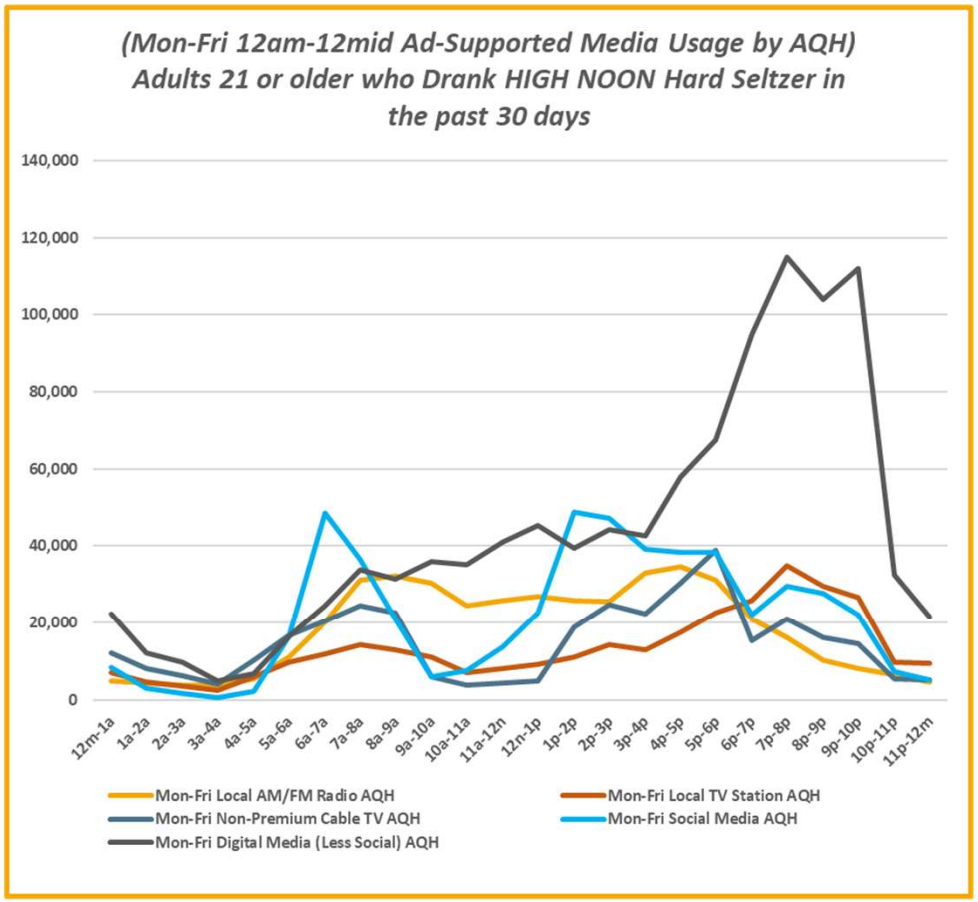
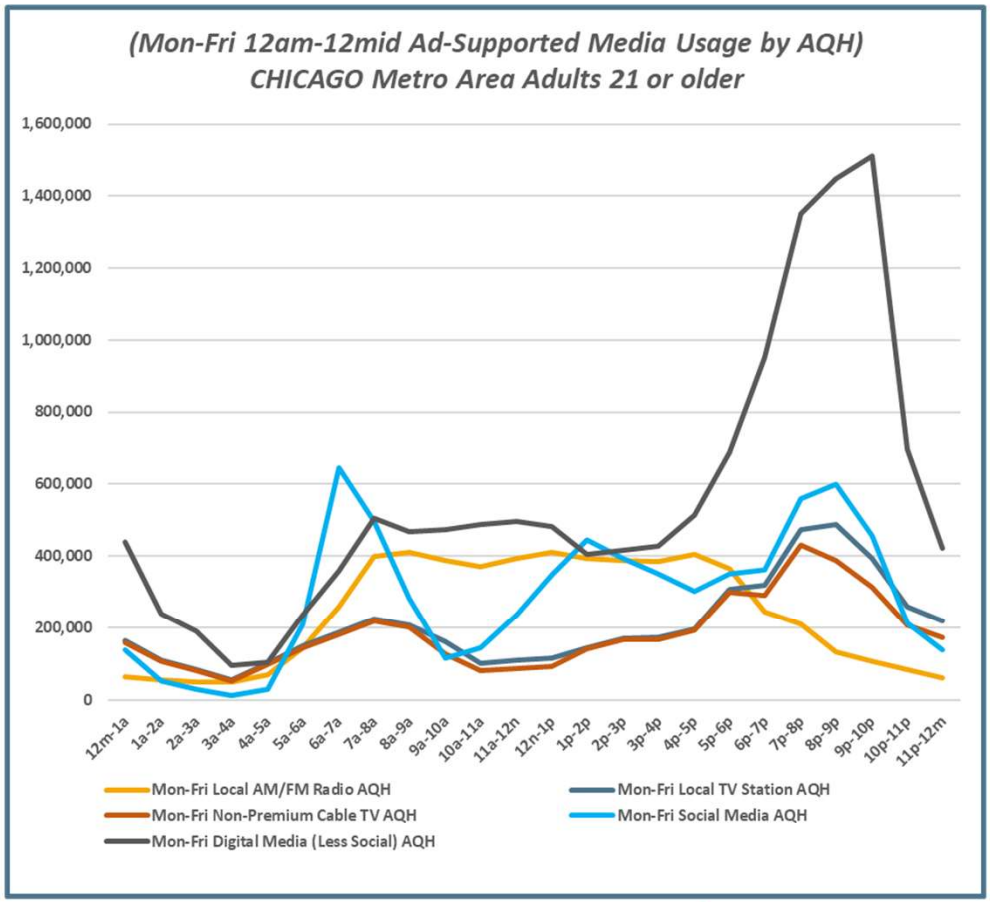
Hard seltzers drank past 30 days: High Noon



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 45,660; Social Media: 29,942; Local Radio: 27,849; Non-Prem. Cable: 18,210; Local TV: 13,657 reaching Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 d





CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 245

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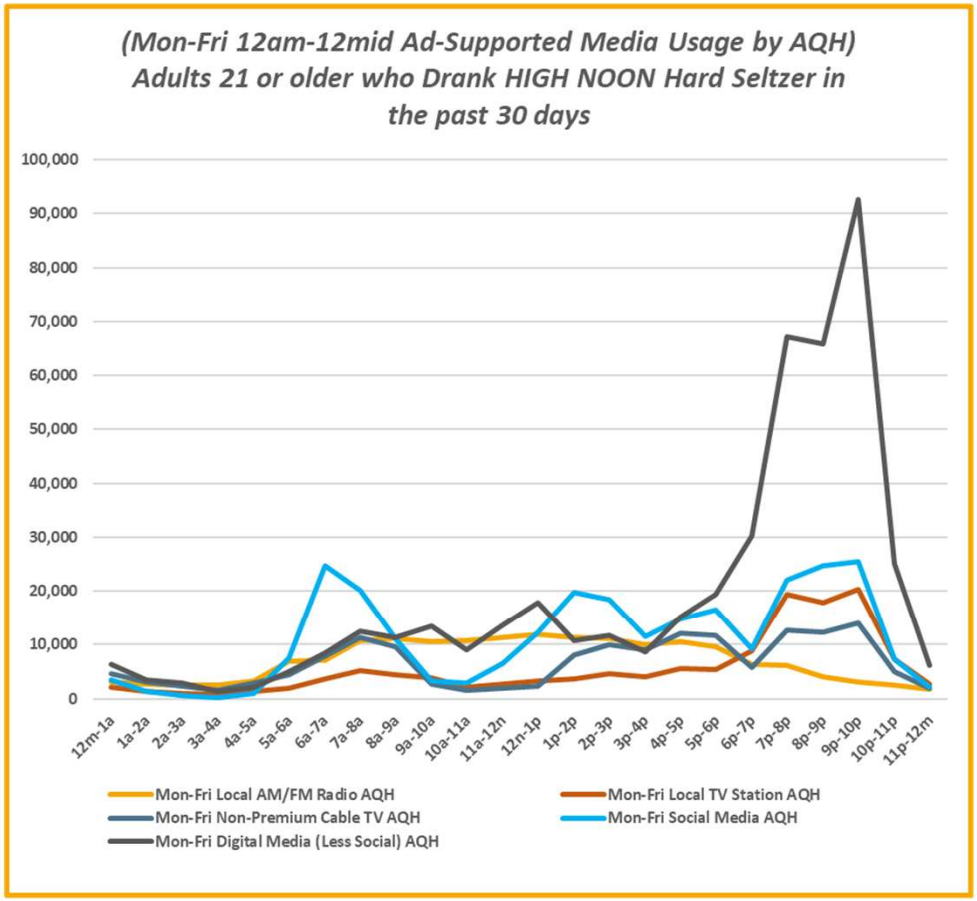
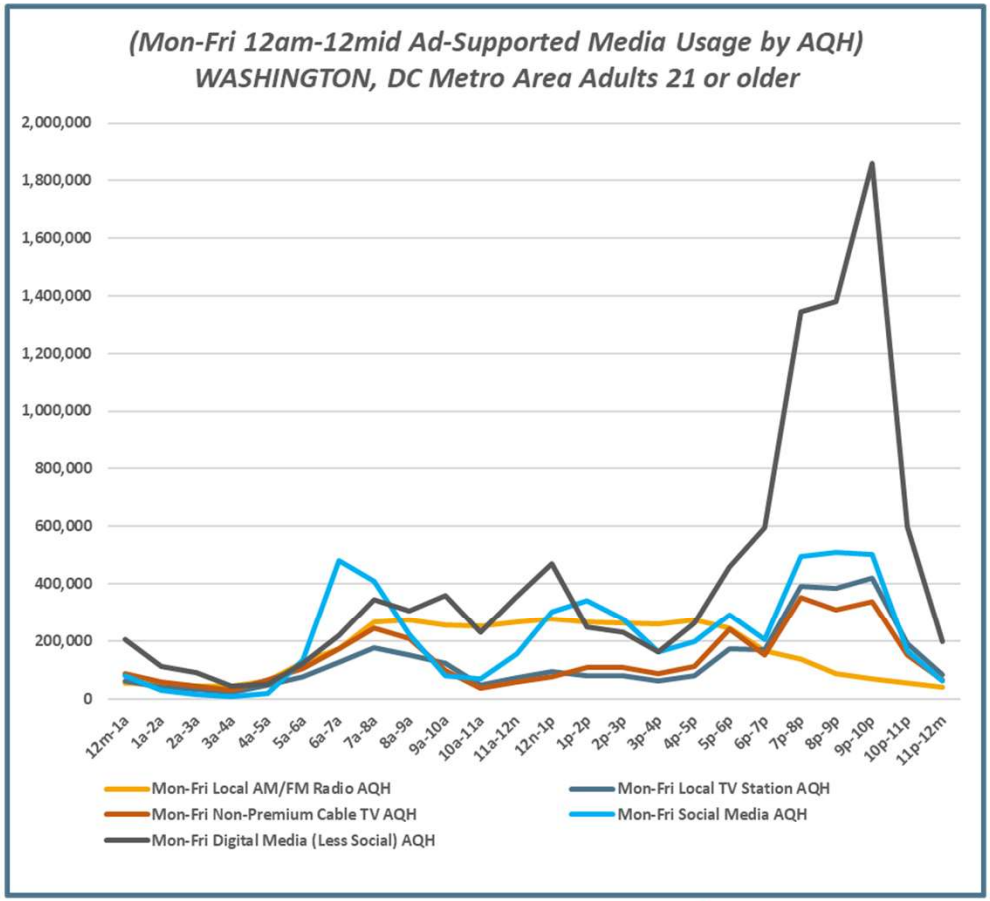
Hard seltzers drank past 30 days: High Noon



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 13,989; Social Media: 13,158; Local Radio: 10,190; Non-Prem. Cable: 7,188; Local TV: 4,389 reaching Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 day





WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 323

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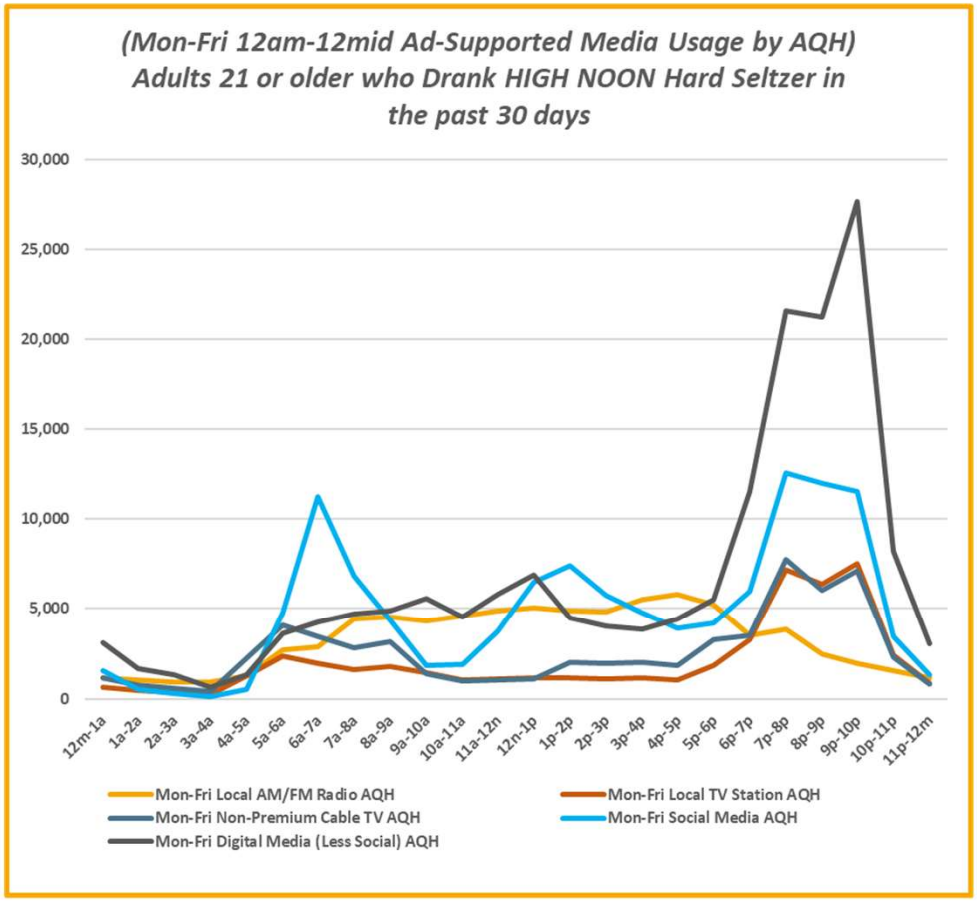
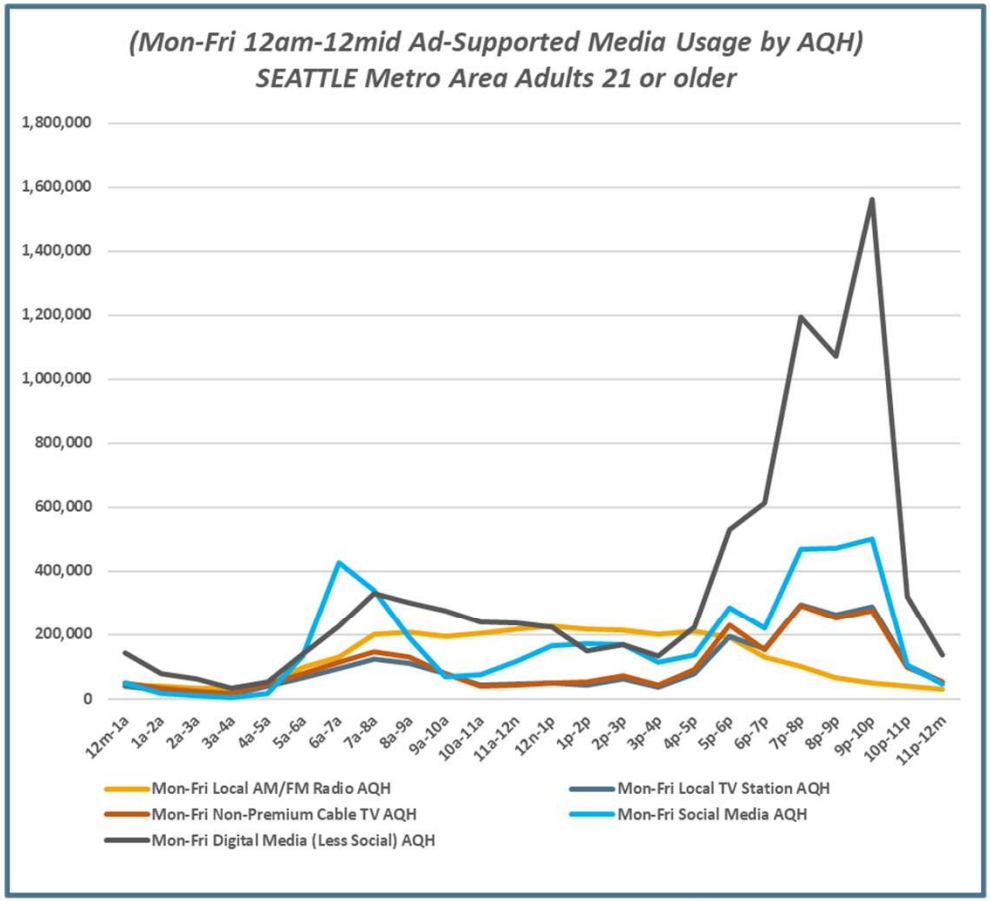
Hard seltzers drank past 30 days: High Noon



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 5,431; Social Media: 5,254; Local Radio: 4,645; Non-Prem. Cable: 2,194; Local TV: 1,511 reaching Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days.





SEATTLE DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 72

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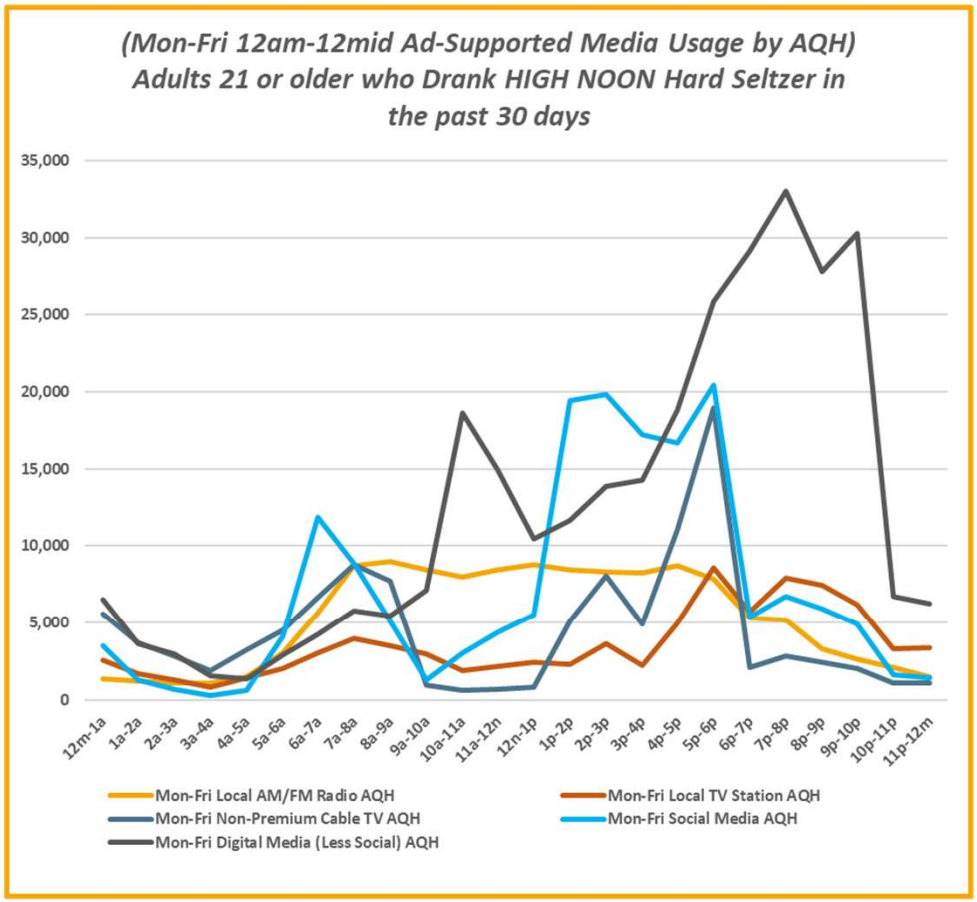
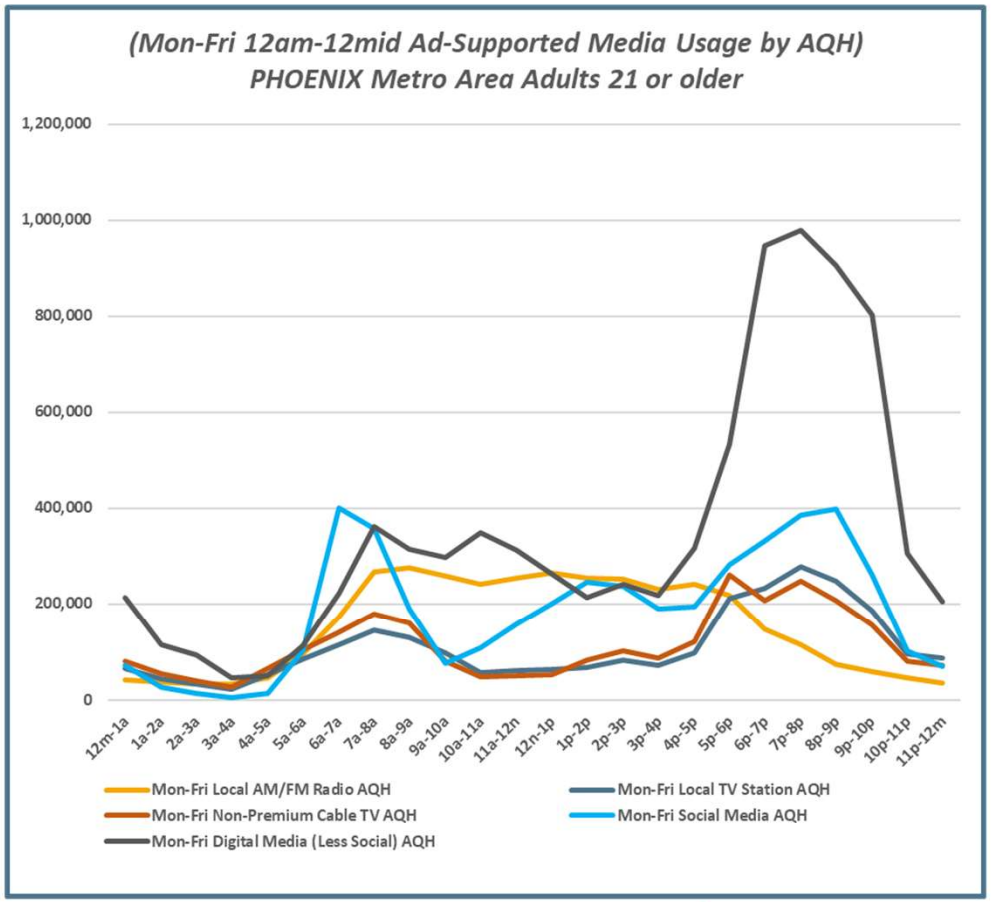
Hard seltzers drank past 30 days: High Noon



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 13,867; Social Media: 10,692; Local Radio: 7,987; Non-Prem. Cable: 5,864; Local TV: 3,637 reaching Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days





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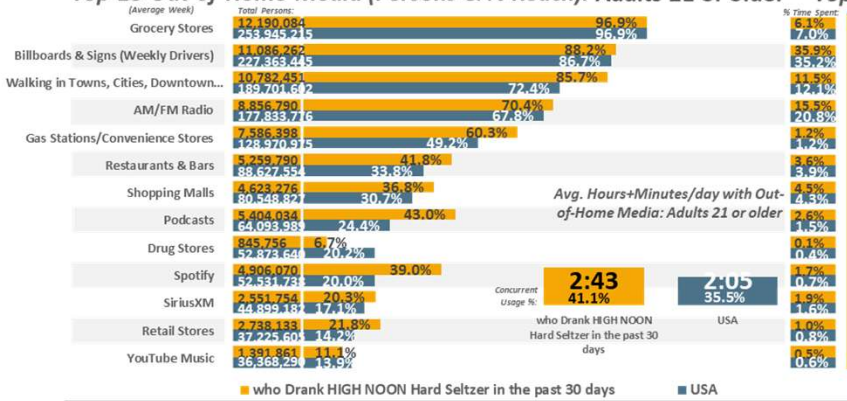
Hard seltzers drank past 30 days: High Noon

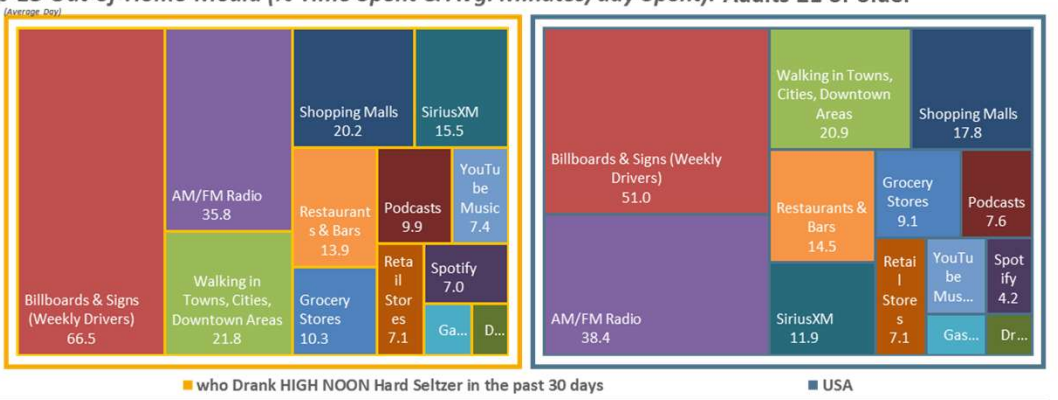


11,086,262 or 88.2% of Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days spend an average of 66.5 minutes per day driving, seeing Billboards and Signs. 68.1% Listen to Local Radio Stations Out-of-Home for an average of 31.9 minutes/d

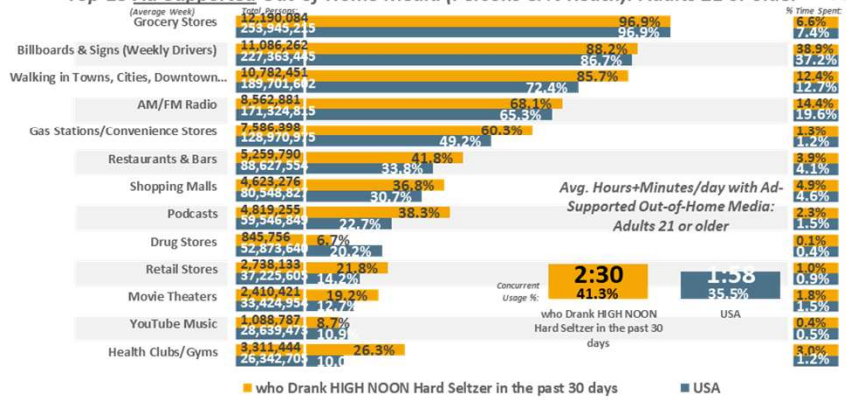
Top-13 Out-of-Home Media (Persons & % Reach): Adults 21 or older



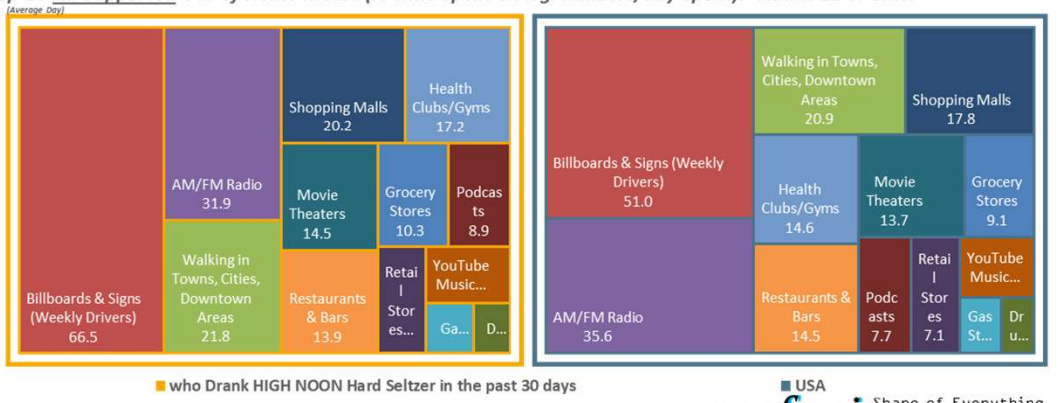
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 1,193

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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,216

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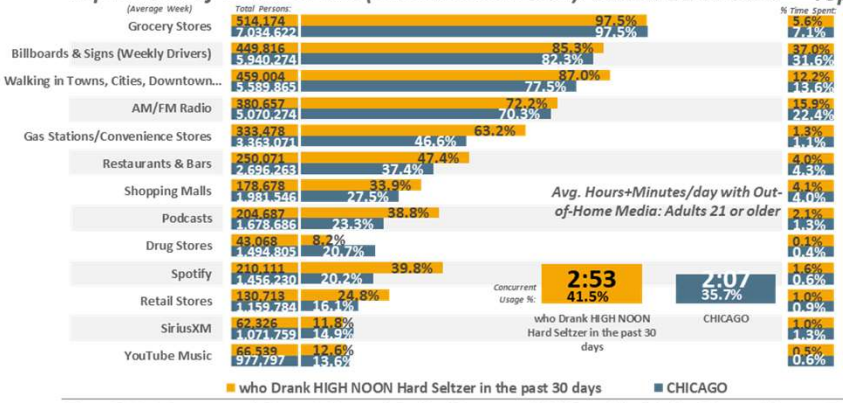
Hard seltzers drank past 30 days: High Noon

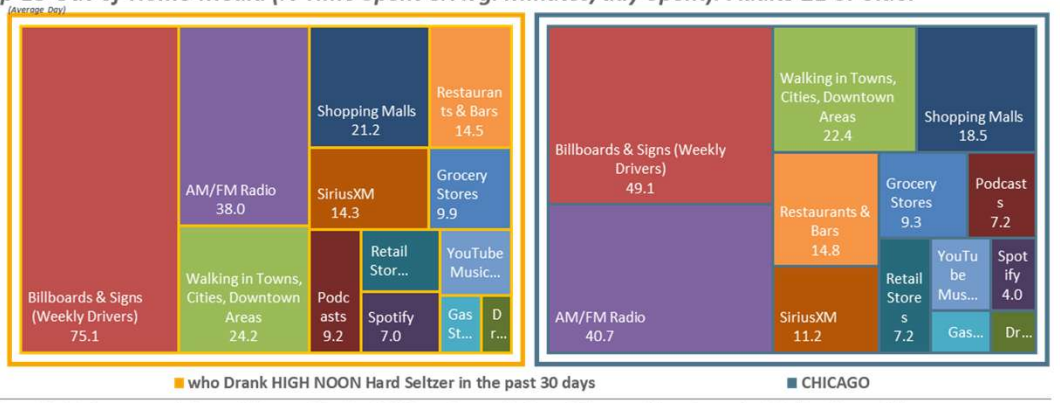


449,816 or 85.3% of Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days spend an average of 75.1 minutes per day driving, seeing Billboards and Signs. 69.8% Listen to Local Radio Stations Out-of-Home for an average of 34.4 minutes/day.

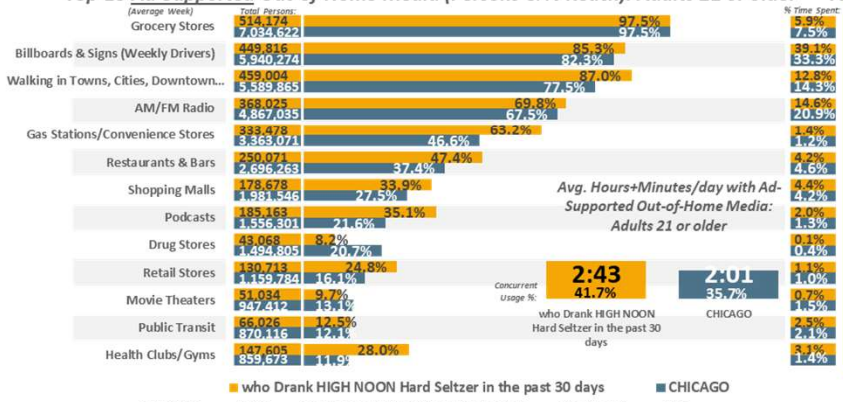
Top-13 Out-of-Home Media (Persons & % Reach): Adults 21 or older



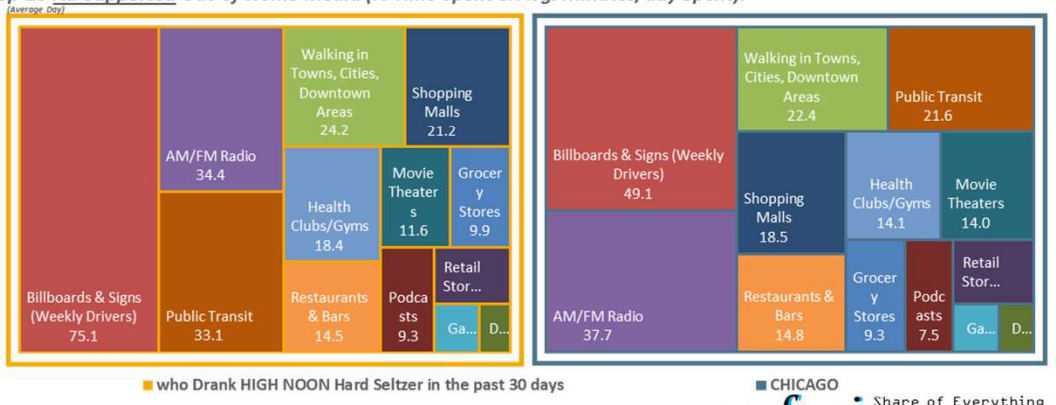
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 245

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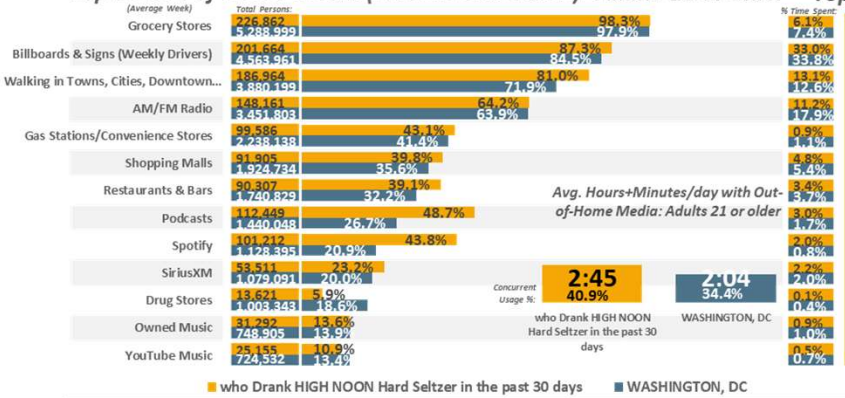
Hard seltzers drank past 30 days: High Noon

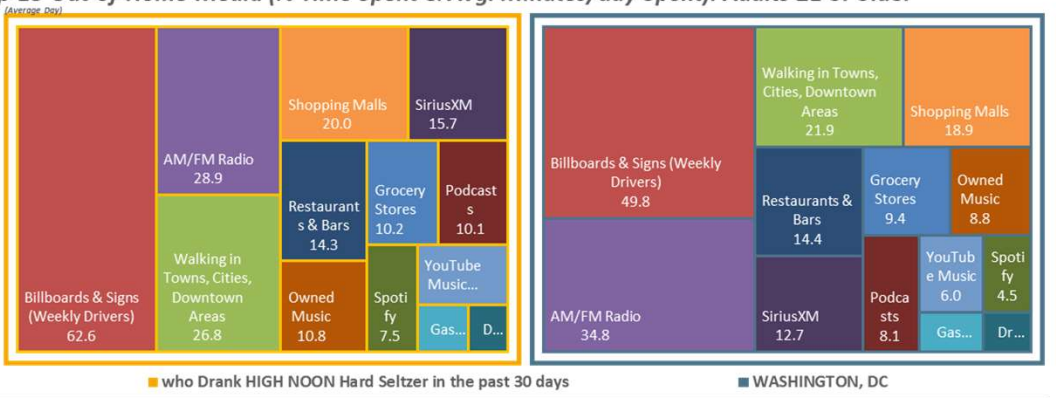


201,664 or 87.3% of Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days spend an average of 62.6 minutes per day driving, seeing Billboards and Signs. 61.9% Listen to Local Radio Stations Out-of-Home for an average of 26. minutes/day.

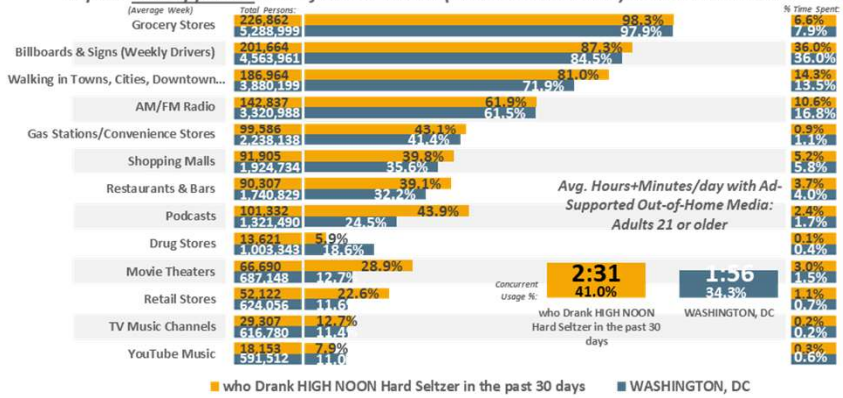
Top-13 Out-of-Home Media (Persons & % Reach): Adults 21 or older



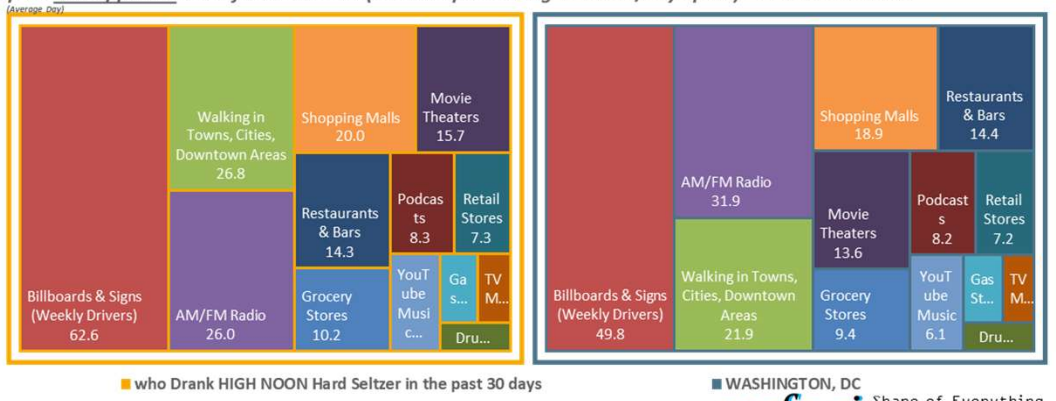
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 323

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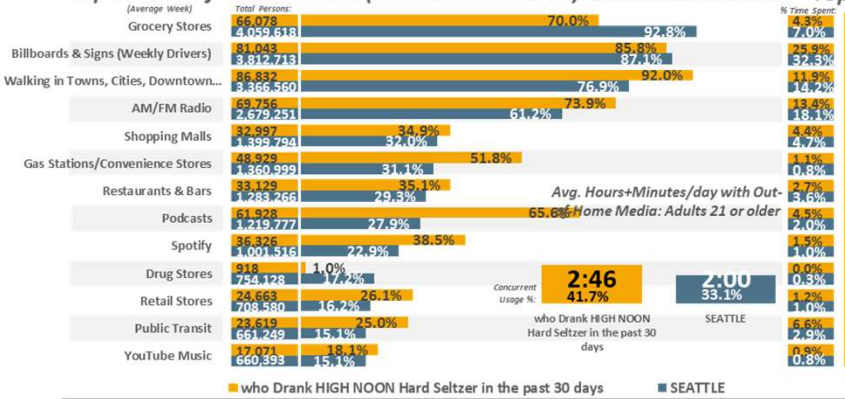
Hard seltzers drank past 30 days: High Noon

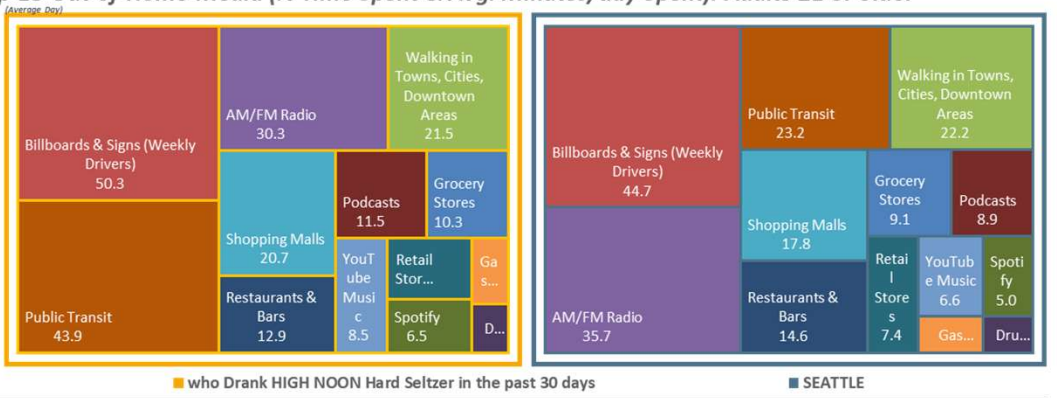


81,043 or 85.8% of Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days spend an average of 50.3 minutes per day driving, seeing Billboards and Signs. 70.3% Listen to Local Radio Stations Out-of-Home for an average of 19.5 minutes/day.

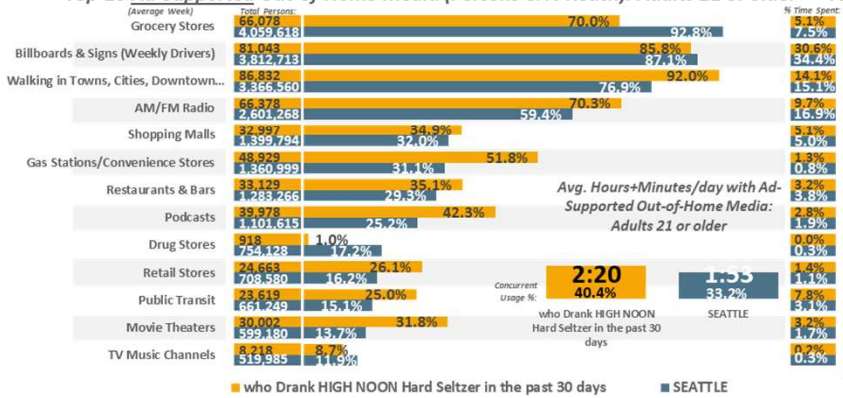
Top-13 Out-of-Home Media (Persons & % Reach): Adults 21 or older



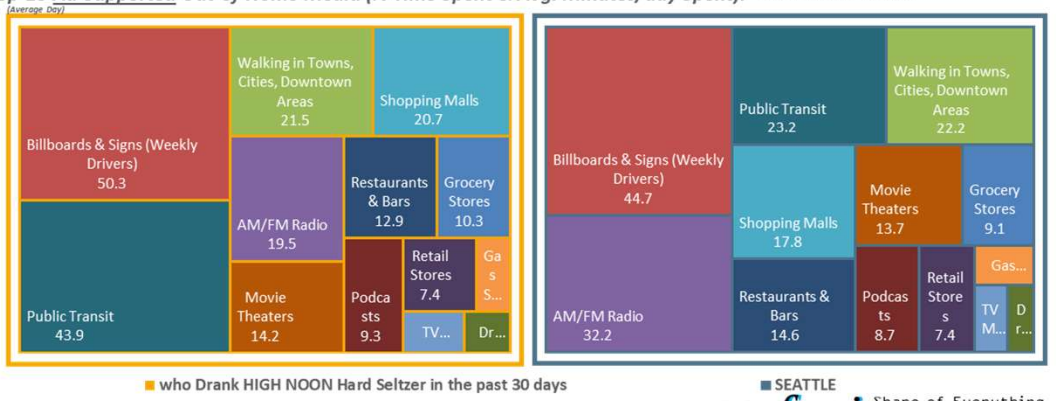
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



SEATTLE DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 72

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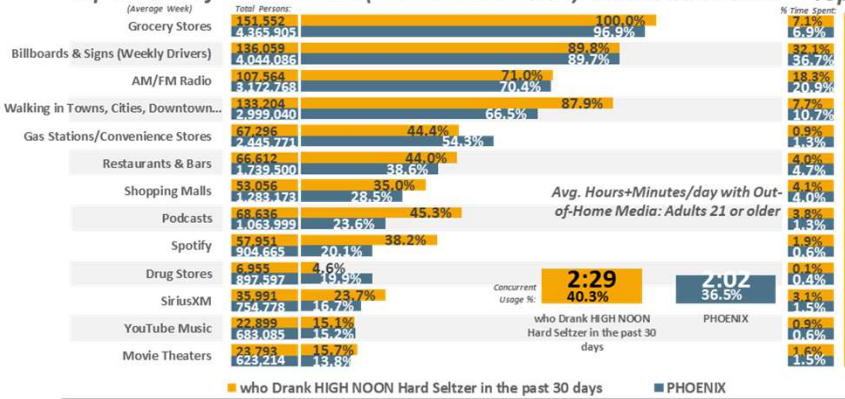
Hard seltzers drank past 30 days: High Noon

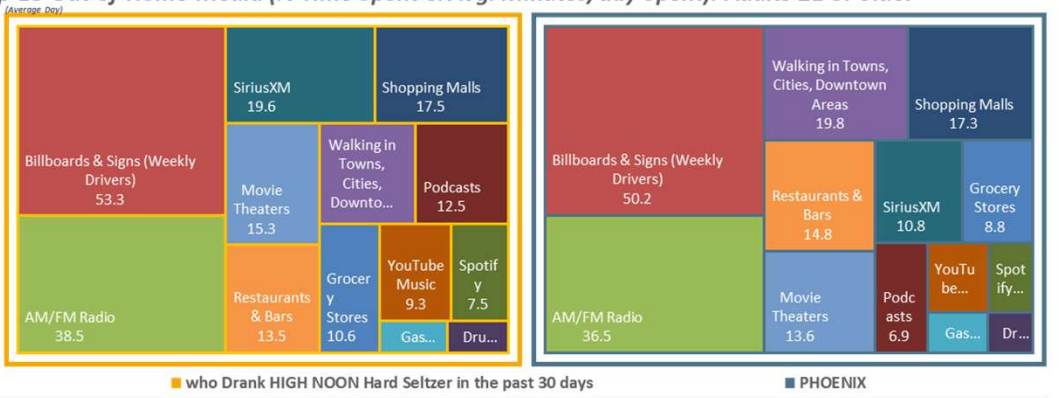


136,059 or 89.8% of Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days spend an average of 53.3 minutes per day driving, seeing Billboards and Signs. 70.4% Listen to Local Radio Stations Out-of-Home for an average of 37. minutes/day.

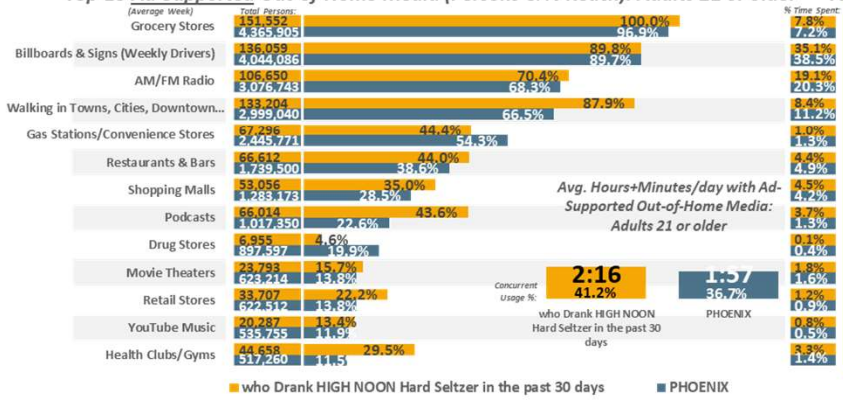
Top-13 Out-of-Home Media (Persons & % Reach): Adults 21 or older



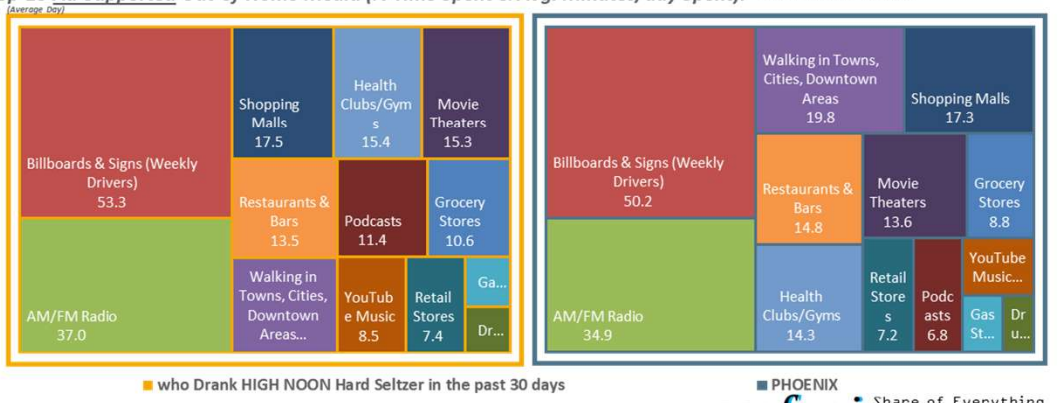
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 74

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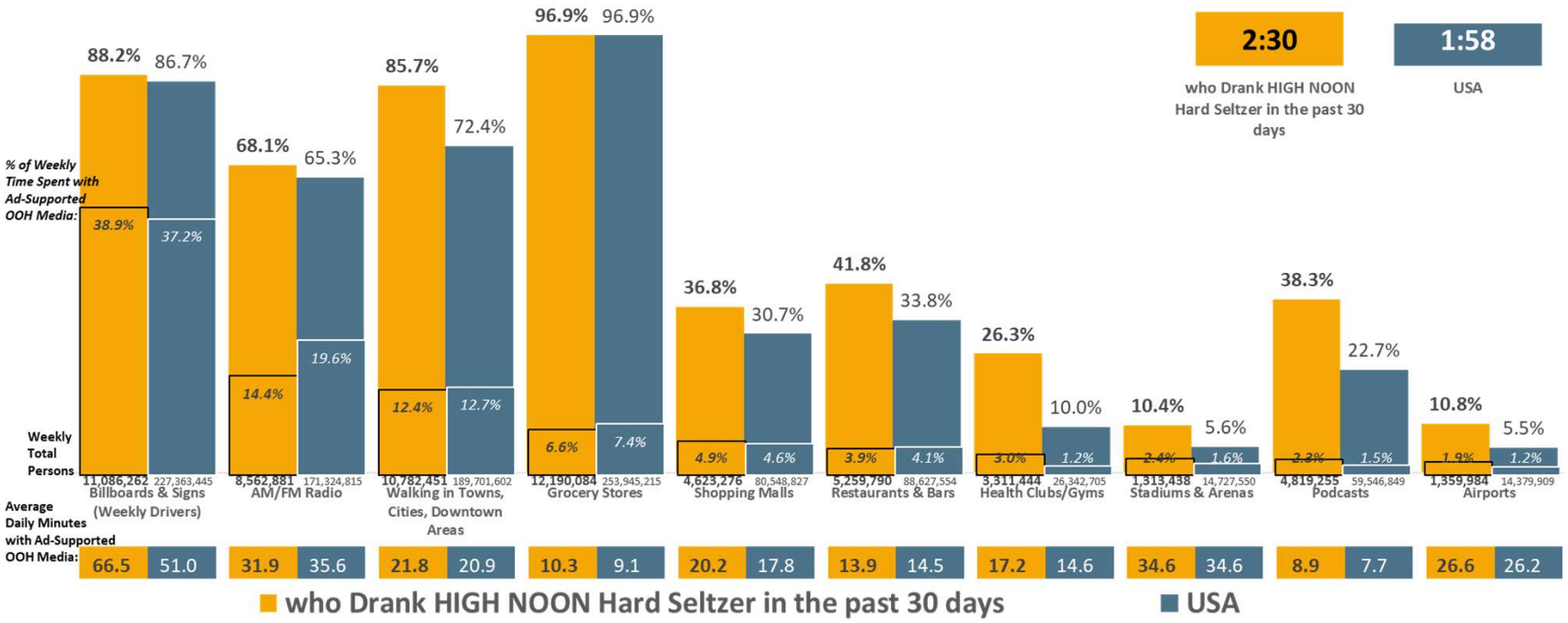
Hard seltzers drank past 30 days: High Noon



11,086,262 or 88.2% of Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days spend an average of 66.5 minutes per day driving, seeing Billboards and Signs representing 38.9% 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

"Share of Ad-Supported OOH Media"



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 1,193

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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,216

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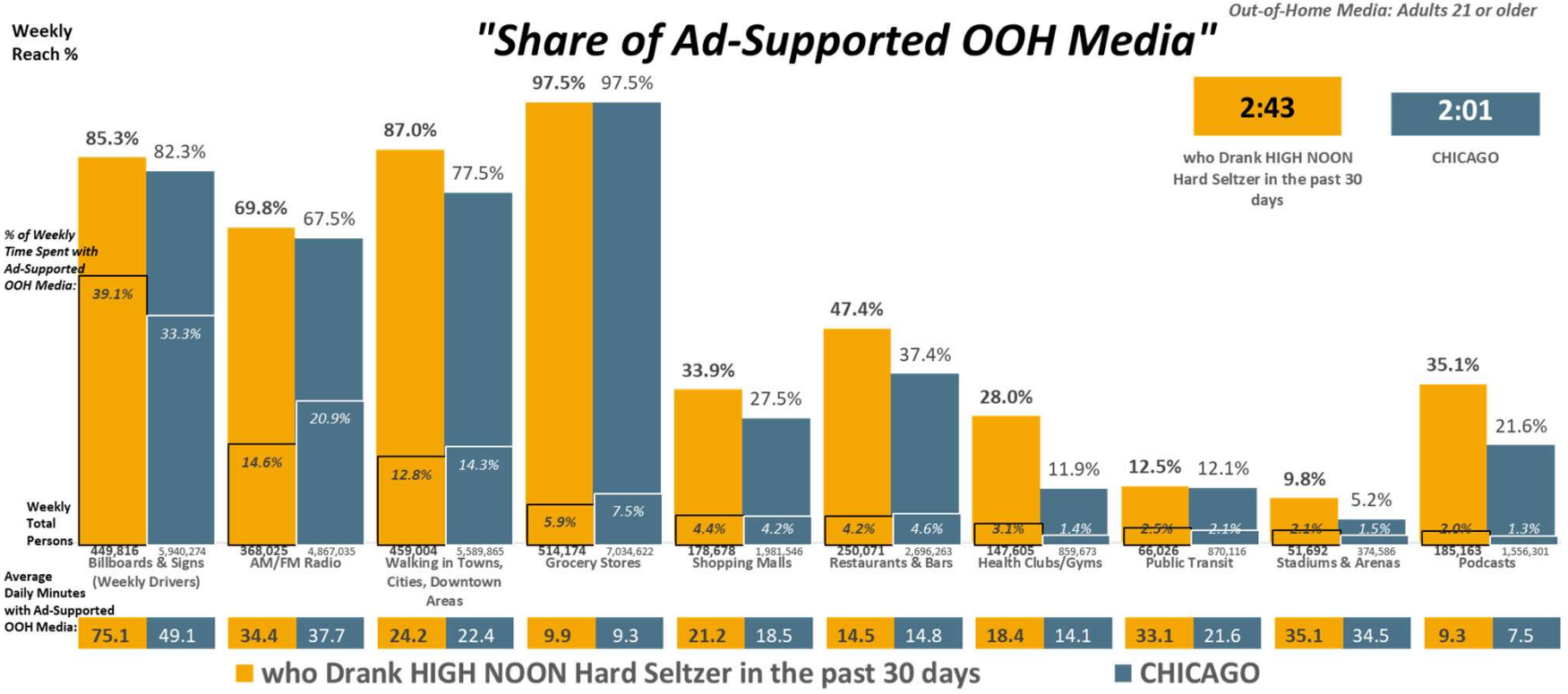
Hard seltzers drank past 30 days: High Noon



449,816 or 85.3% of Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days spend an average of 75.1 minutes per day driving, seeing Billboards and Signs representing 39.1% of all Time Spent with Ad-Supported Out-of-Home Media.

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



CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 245 CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,753

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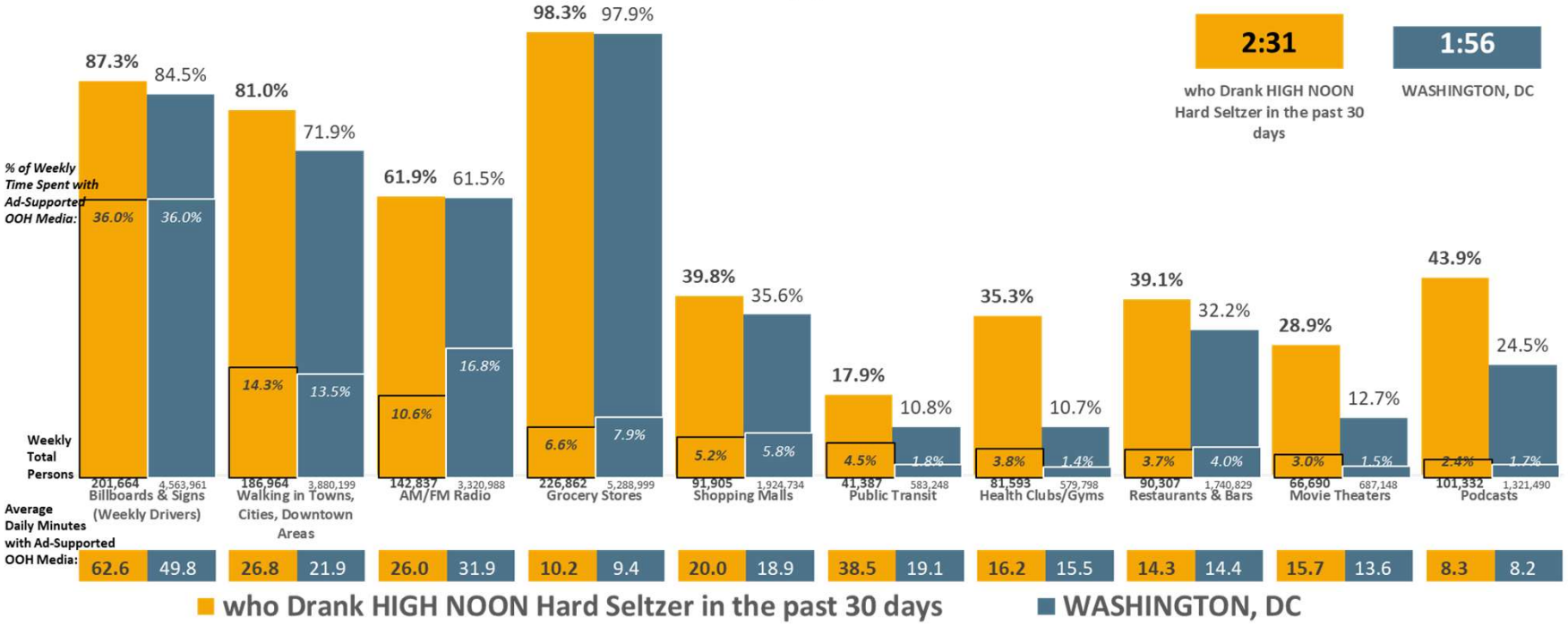
Hard seltzers drank past 30 days: High Noon



201,664 or 87.3% of Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days spend an average of 62.6 minutes per day driving, seeing Billboards and Signs representing 36.% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 323 WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 5,638

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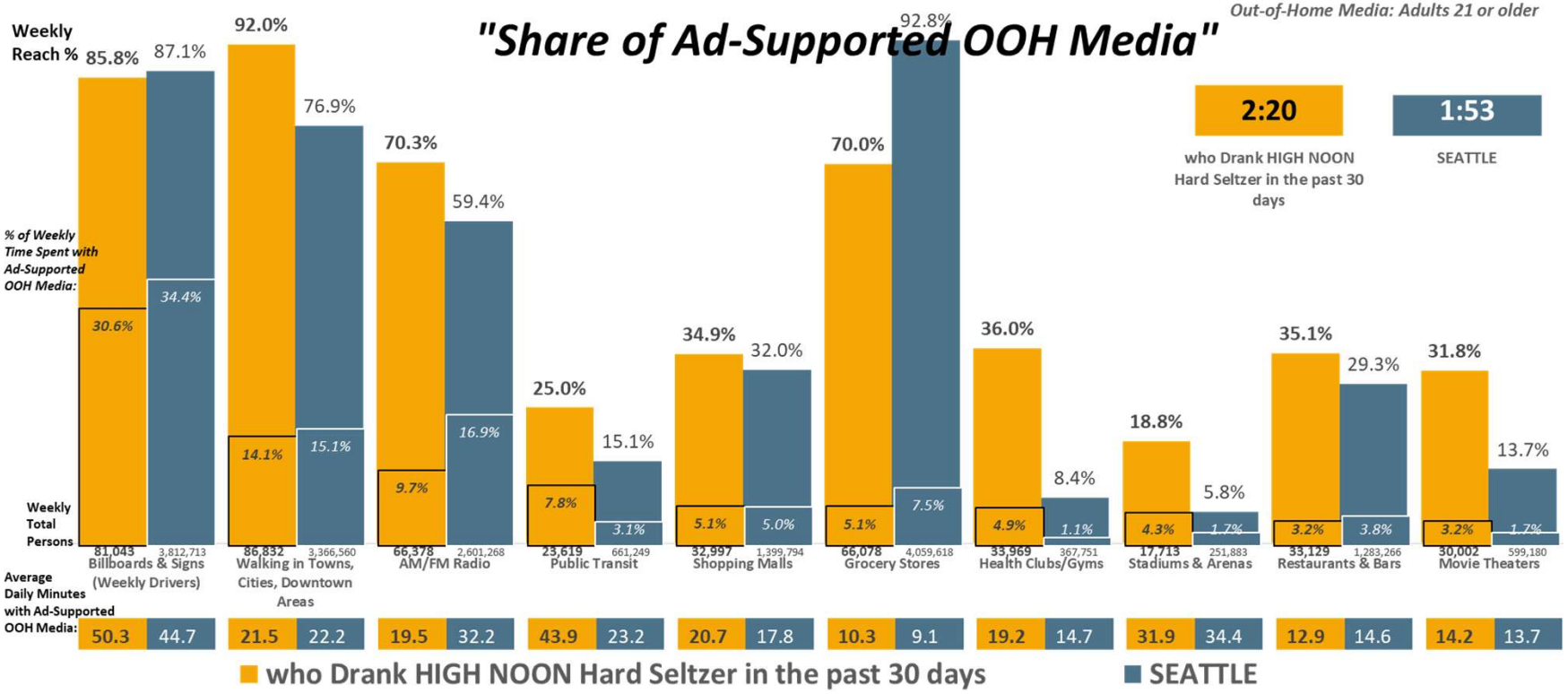
Hard seltzers drank past 30 days: High Noon



81,043 or 85.8% of Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days spend an average of 50.3 minutes per day driving, seeing Billboards and Signs representing 30.6% 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

"Share of Ad-Supported OOH Media"



SEATTLE DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 72 SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,850

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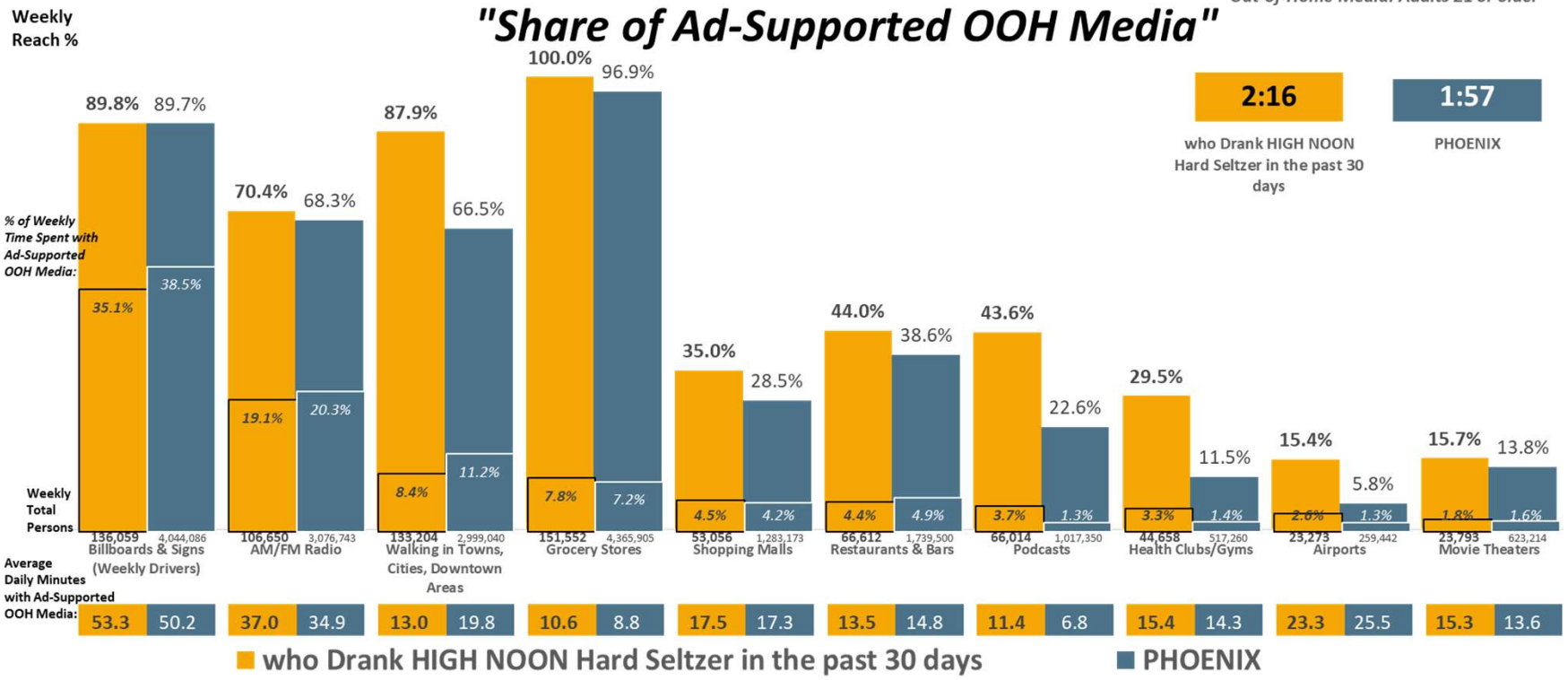
Hard seltzers drank past 30 days: High Noon



136,059 or 89.8% of Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days spend an average of 53.3 minutes per day driving, seeing Billboards and Signs representing 35.1% 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

"Share of Ad-Supported OOH Media"



PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 74 PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 2,387

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Hard seltzers drank past 30 days: High Noon



449,816 or 85.3% of Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days spend an average of 75.1 minutes per day driving an average of 43.7 miles each day and are 89.3% more likely to use US 14 (Northwest Highway) than the Metro averag

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

	who Drank HIGH NOON Hard Seltzer in the past 30 days		CHICAGO	
Dan Ryan Expressway (I-90/I-94)	1,788,483	24.8%	188,909	35.8%
Kennedy Expressway (I-90/I-94)	1,391,790	19.3%	165,694	31.4%
I-355/Veterans Memorial Tollway	1,049,511	14.5%	132,809	25.2%
Eisenhower Expressway (I-290)	1,470,630	20.4%	109,801	20.8%
Cicero Avenue	1,216,264	16.9%	101,605	19.3%
Western Avenue	1,034,189	14.3%	91,728	17.4%
Edens Expressway (I-94)	902,787	12.5%	89,331	16.9%
Route 34 (Ogden Avenue)	965,761	13.4%	88,491	16.8%
LaGrange Road	947,450	13.1%	88,017	16.7%
US 14 (Northwest Highway)	627,729	8.7%	86,884	16.5%
Stevenson Expressway (I-55)	1,138,795	15.8%	82,397	15.6%
US 83	831,166	11.5%	78,888	15.0%
Route 38 (Roosevelt Road)	891,077	12.4%	78,638	14.9%
Ronald Reagan Memorial Tollway (I-88)	748,831	10.4%	76,803	14.6%
Harlem Avenue	1,247,199	17.3%	75,646	14.3%
I-65	513,728	7.1%	67,909	12.9%
I-57	921,605	12.8%	67,139	12.7%
Tristate Tollway (I-294/I-94)	1,119,591	15.5%	65,373	12.4%
Route 31	540,359	7.5%	62,960	11.9%
Route 64 (North Avenue)	936,637	13.0%	62,739	11.9%
US 20	877,234	12.2%	57,382	10.9%
Route 6	544,416	7.5%	56,297	10.7%
159th Street	464,909	6.4%	55,613	10.5%
Fullerton Avenue	680,866	9.4%	54,315	10.3%
Route 394 (Illinois 394)	266,146	3.7%	54,022	10.2%
Route 59	906,108	12.6%	53,349	10.1%

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

Avg. Miles/Day Driving:

who Drank HIGH NOON Hard Seltzer in the past 30 days	CHICAGO
1:15	0:49
43.7	28.6

Top-26 Residential Zip Codes: Adults 21 or older

60654	17,416	32,274	0.45%	3.30%
60613	16,582	50,507	0.70%	3.14%
46303	12,701	15,[illegible]	0.22%	2.41%
60637	11,735	54,977	0.76%	2.23%
60014	9,716	33,504	0.46%	1.84%
46307	9,623	46,854	0.65%	1.82%
60543	9,512	35,852	0.50%	1.80%
60174	8,502	25,59[illegible]	0.35%	1.61%
60626	8,407	34,548	0.48%	1.59%
60641	8,299	96,366	1.34%	1.57%
60060	8,262	32,691	0.45%	1.57%
60502	8,244	16,[illegible]	0.22%	1.56%
60618	8,242	63,860	0.89%	1.56%
60642	8,209	19,8[illegible]	0.27%	1.56%
60102	8,065	28,236	0.39%	1.53%
60004	7,988	42,767	0.59%	1.51%
60056	7,768	23,8[illegible]	0.33%	1.47%
60517	7,705	32,404	0.45%	1.46%
60008	7,431	18,[illegible]	0.25%	1.41%
60442	7,226	12,[illegible]	0.17%	1.37%
60628	7,206	50,412	0.70%	1.37%
60614	6,983	63,358	0.88%	1.32%
60402	6,830	146,416	2.03%	1.30%
60076	6,762	18,[illegible]	0.26%	1.28%
60629	6,288	140,370	1.95%	1.19%
60518	6,219	7,[illegible]	0.10%	1.18%

Top-26 Employment Zip Codes: Adults 21 or older

46307	12,701	24,169	0.34%	2.41%
60601	10,566	103,498	1.43%	2.00%
60563	9,192	28,485	0.39%	1.74%
60642	8,209	21,491	0.30%	1.56%
60153	7,988	19,37[illegible]	0.27%	1.51%
60045	7,905	19,31[illegible]	0.27%	1.50%
60056	7,431	24,562	0.34%	1.41%
60661	7,382	36,142	0.50%	1.40%
60441	7,273	21,83[illegible]	0.30%	1.38%
60606	7,242	139,899	1.94%	1.37%
60628	7,206	15,[illegible]	0.22%	1.37%
60603	6,910	33,489	0.46%	1.31%
60613	6,135	26,393	0.37%	1.16%
46517	6,021	6,[illegible]	0.08%	1.14%
54935	6,018	6,[illegible]	0.08%	1.14%
60614	5,647	47,413	0.66%	1.07%
60465	5,560	5,[illegible]	0.08%	1.05%
60540	5,507	13[illegible]	0.19%	1.04%
60048	5,474	26,107	0.36%	1.04%
60558	5,424	5,[illegible]	0.08%	1.03%
60622	5,394	17,9[illegible]	0.25%	1.02%
60641	5,152	30,432	0.42%	0.98%
46360	5,060	33,500	0.46%	0.96%
60432	4,800	16,5[illegible]	0.23%	0.91%
60076	4,730	10[illegible]	0.15%	0.90%
60014	4,723	22,347	0.31%	0.90%

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CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 245

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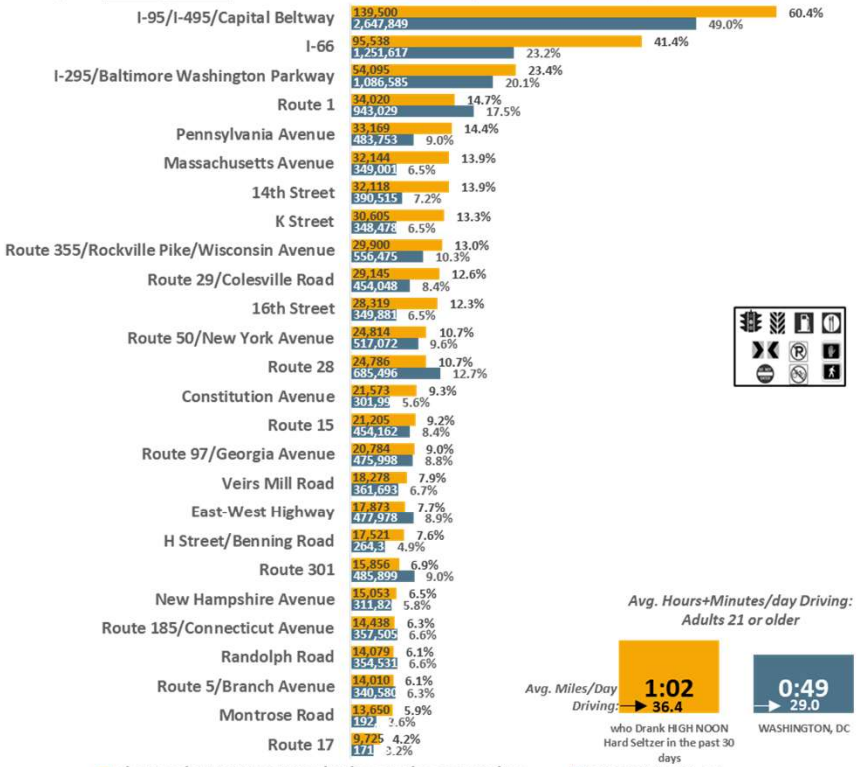
Hard seltzers drank past 30 days: High Noon



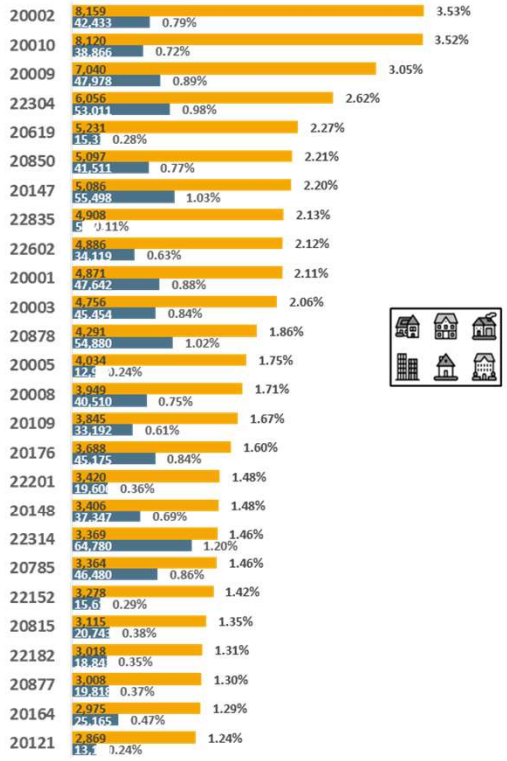
201,664 or 87.3% of Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days spend an average of 62.6 minutes per day driving an average of 36.4 miles each day and are 115.4% more likely to use Massachusetts Avenue than the Metro average.

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

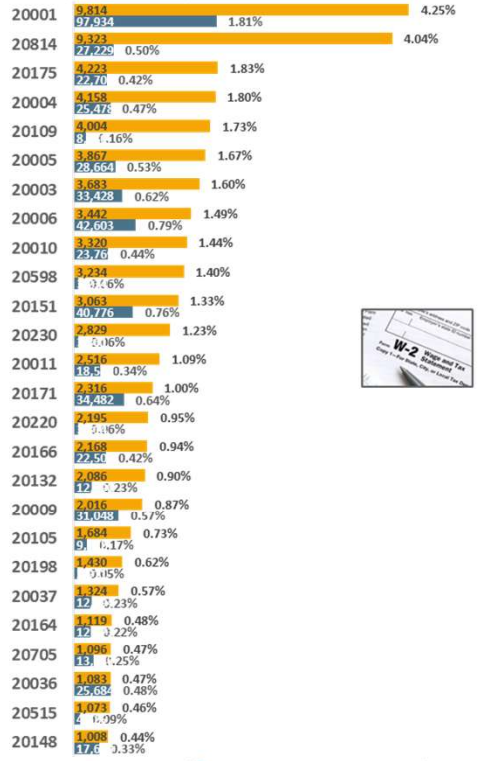


Avg. Hours+Minutes/day Driving: Adults 21 or older

Top-26 Residential Zip Codes: Adults 21 or older



Top-26 Employment Zip Codes: Adults 21 or older



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WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 323

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Hard seltzers drank past 30 days: High Noon



81,043 or 85.8% of Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days spend an average of 50.3 minutes per day driving an average of 29.2 miles each day and are 293.% more likely to use Fremont Bridge than the Metro average.

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

	who Drank HIGH NOON Hard Seltzer in the past 30 days		SEATTLE	
I-5	57,303	60.7%	2,972,471	67.9%
I-405	31,610	33.5%	1,182,976	27.0%
I-90	28,239	29.9%	1,017,509	23.3%
Highway 99 (Aurora Ave, Evergreen Way,...	25,594	27.1%	888,334	20.3%
1st Avenue (Seattle)	25,497	27.0%	377,140	8.6%
Highway 2	18,798	19.9%	341,981	7.8%
South Tacoma Way	15,840	16.8%	372,854	8.5%
Fremont Bridge	15,068	16.0%	177	4.1%
West Seattle Bridge	14,939	15.8%	308,402	7.0%
6th Avenue (Seattle)	14,653	15.5%	202,4	4.6%
Canyon Road East	13,796	14.6%	203,1	4.7%
Ballard Bridge	11,863	12.6%	224,7	5.1%
Highway 520	10,708	11.3%	335,665	7.7%
Denny Way	9,533	10.1%	240,5	5.5%
East Marginal Way	8,804	9.3%	163	3.7%
Montlake Bridge	8,372	8.9%	161	3.7%
University Bridge	8,303	8.8%	224,2	5.1%
Highway 169	7,026	7.4%	169	3.9%
Highway 522	6,883	7.3%	214,0	4.9%
Narrows Bridge	6,758	7.2%	231,8	5.3%
Pacific Avenue (Tacoma)	5,640	6.0%	363,495	8.3%
124th Street (Mill Creek)	5,084	5.4%	92	2.1%
Highway 518	5,040	5.3%	142	3.3%
Highway 20	4,298	4.6%	190,1	4.4%
Lake City Way	4,169	4.4%	220,0	5.0%
Highway 512	4,157	4.4%	390,302	8.9%

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

Avg. Miles/Day Driving: 0:50 → 29.2 (who Drank HIGH NOON Hard Seltzer in the past 30 days) | 0:44 → 26.0 (SEATTLE)

Top-26 Residential Zip Codes: Adults 21 or older

98052	10,263	10.87%
98121	8,570	9.08%
98296	6,081	6.44%
98203	4,055	4.29%
98116	3,478	3.68%
98108	3,307	3.50%
98294	3,272	3.47%
98028	2,842	3.01%
98020	2,798	2.96%
98118	2,685	2.84%
98107	2,530	2.68%
98034	2,475	2.62%
98112	2,365	2.50%
98001	2,020	2.14%
98072	2,004	2.12%
98260	1,892	2.00%
98117	1,835	1.94%
98101	1,783	1.89%
98055	1,752	1.86%
98271	1,585	1.68%
98144	1,581	1.67%
98031	1,530	1.62%
98002	1,379	1.46%
98106	1,362	1.44%
98383	1,348	1.43%
98005	1,335	1.41%

Top-26 Employment Zip Codes: Adults 21 or older

98052	12,267	12.99%
98121	8,567	9.07%
98101	5,803	6.15%
98106	4,669	4.94%
98203	4,055	4.29%
98275	3,972	4.21%
98116	3,478	3.68%
98294	3,272	3.47%
98028	2,842	3.01%
98198	2,365	2.50%
98034	2,109	2.23%
98107	2,060	2.18%
98022	2,020	2.14%
98260	1,892	2.00%
98102	1,870	1.98%
98383	1,826	1.93%
98055	1,752	1.86%
98004	1,585	1.68%
98031	1,530	1.62%
98105	1,308	1.39%
98103	1,230	1.30%
98321	1,039	1.10%
98020	974	1.03%
98002	924	0.98%
98122	916	0.97%
98110	901	0.95%

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SEATTLE DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 72

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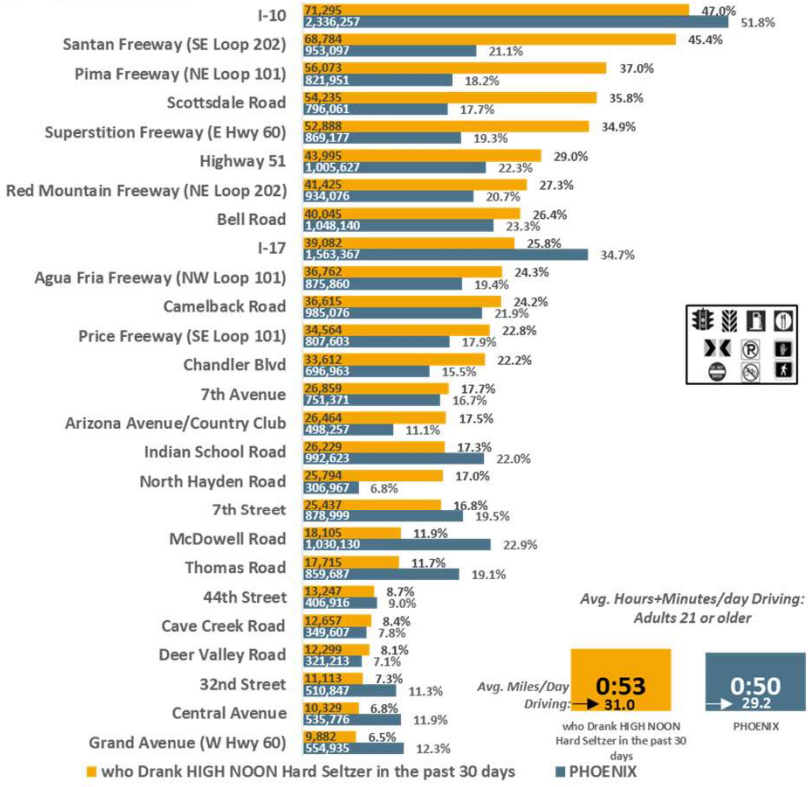
Hard seltzers drank past 30 days: High Noon



136,059 or 89.8% of Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days spend an average of 53.3 minutes per day driving an average of 31. miles each day and are 149.9% more likely to use North Hayden Road than the Metro average.

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



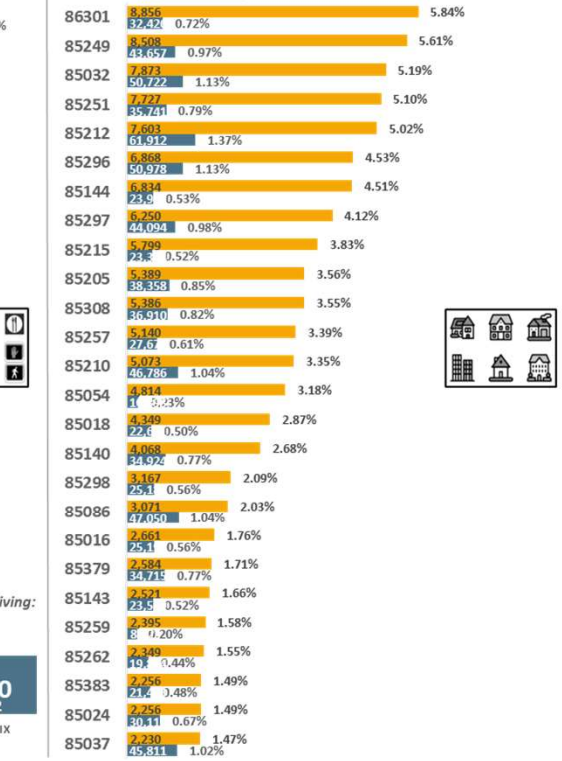
Avg. Hours+Minutes/day Driving: Adults 21 or older

Avg. Miles/Day Driving: 31.0

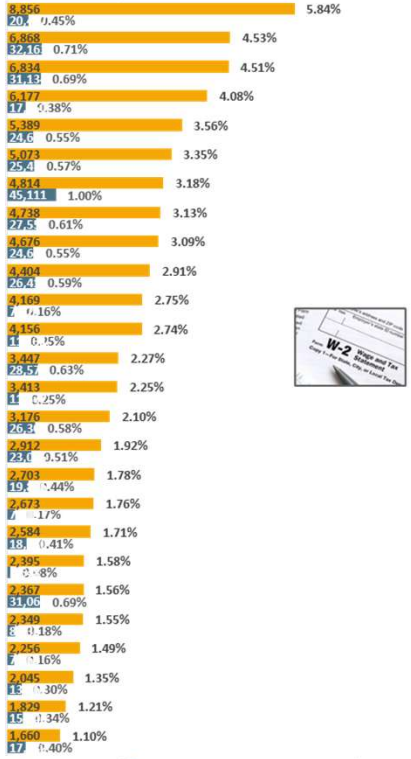
0:53 who Drank HIGH NOON Hard Seltzer in the past 30 days

0:50 PHOENIX

Top-26 Residential Zip Codes: Adults 21 or older



Top-26 Employment Zip Codes: Adults 21 or older



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PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 74

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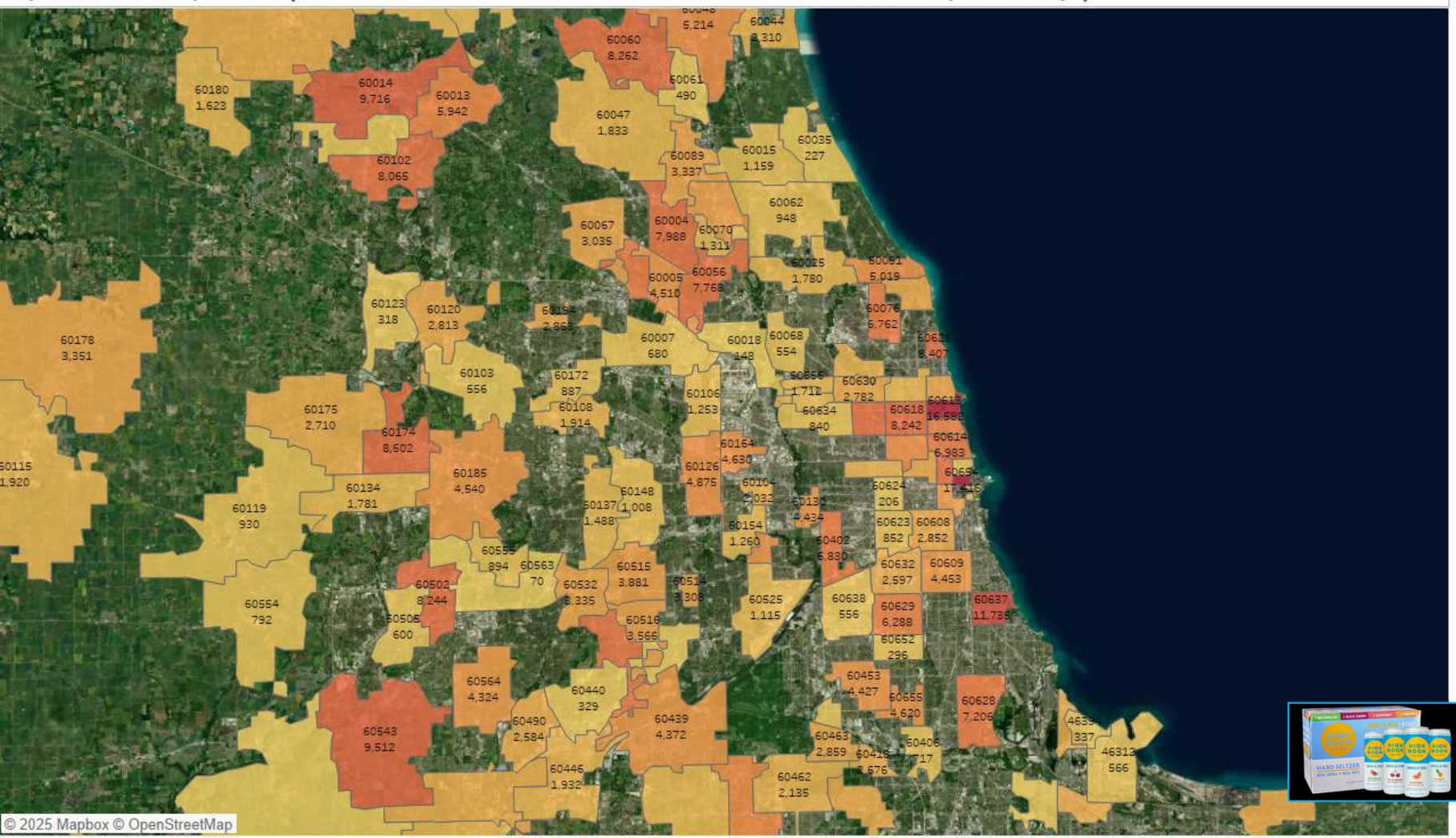
Hard seltzers drank past 30 days: High Noon

Top Residential Zip Codes: (Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days)



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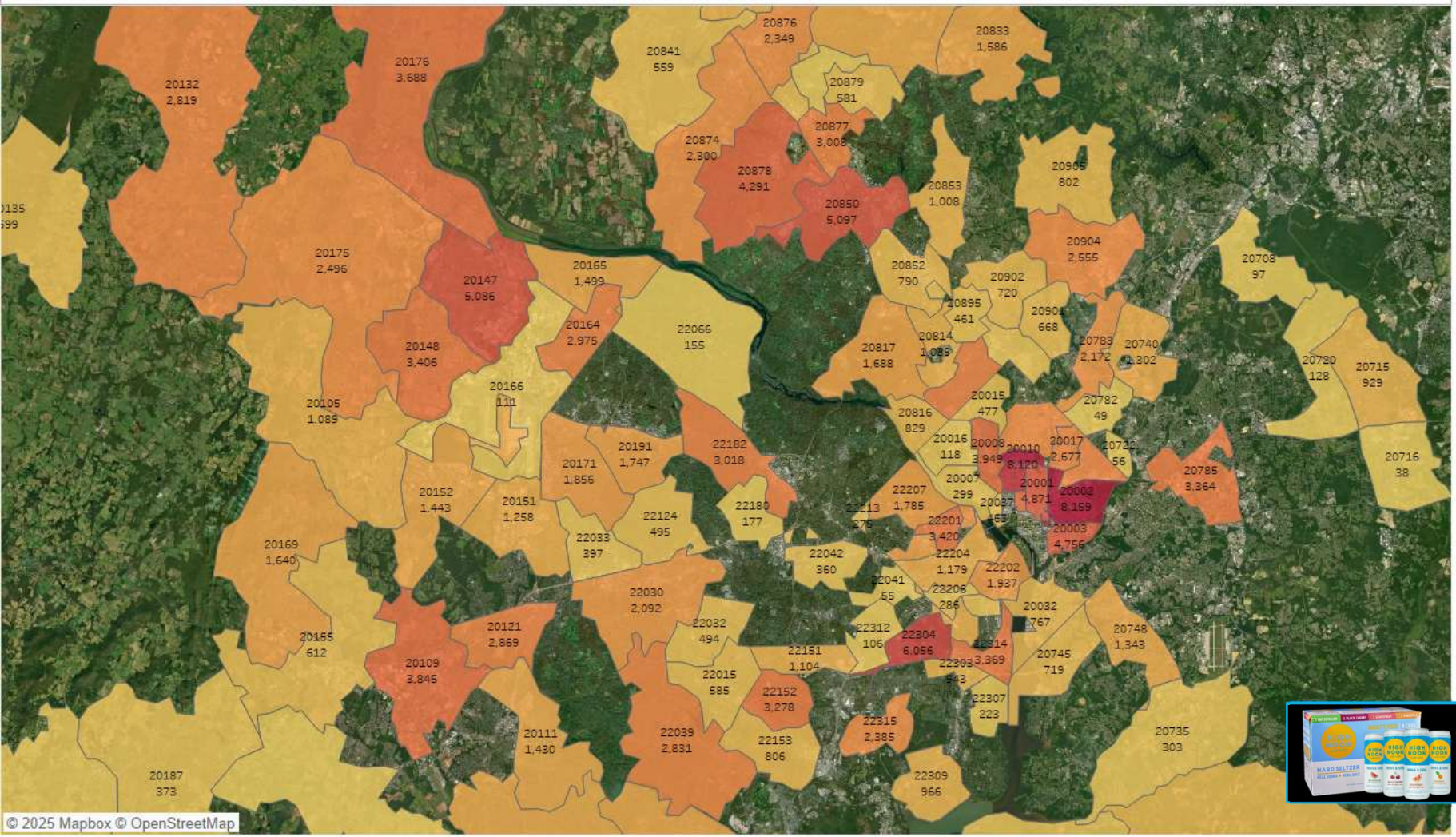
Hard seltzers drank past 30 days: High Noon

Top Residential Zip Codes: (Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days)



WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 323
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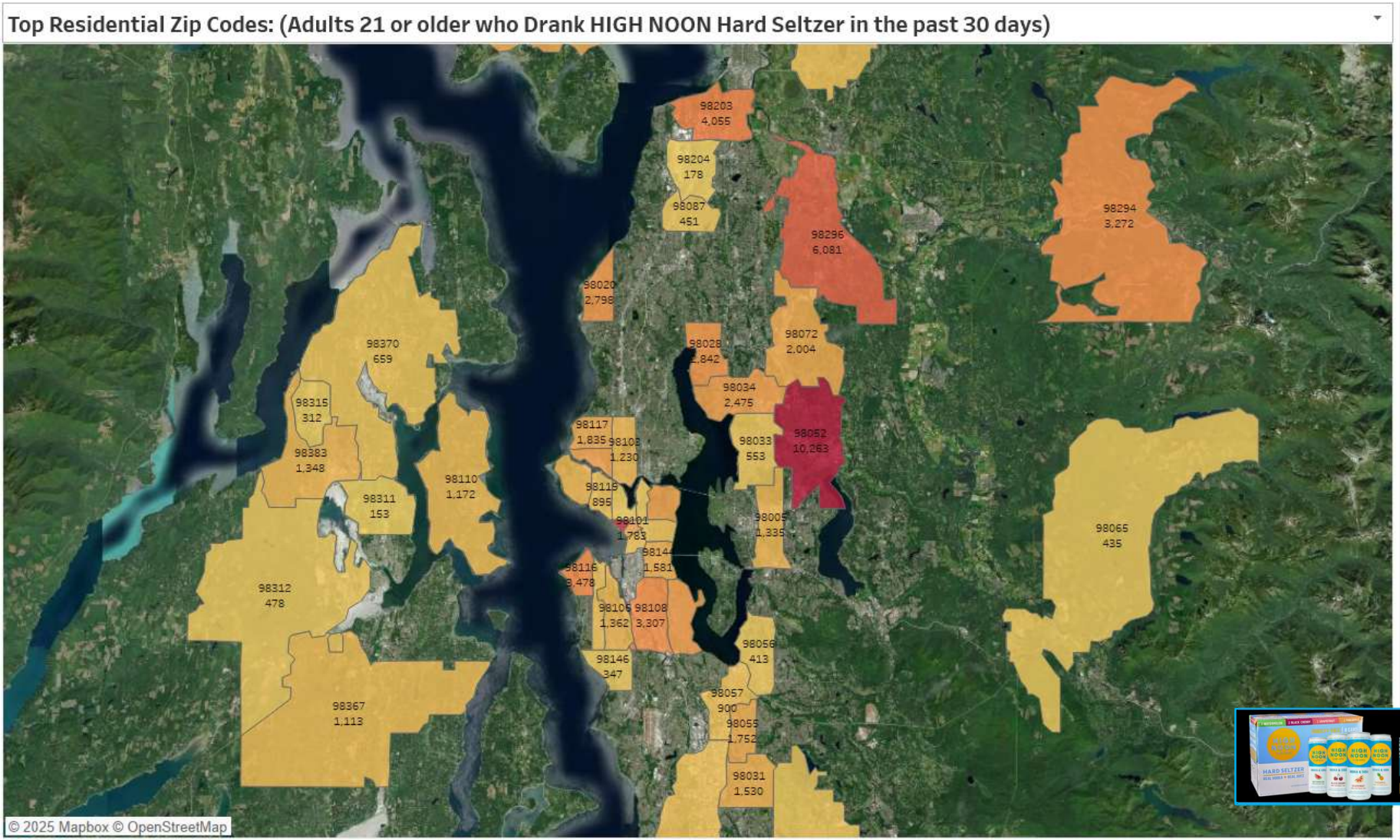
Hard seltzers drank past 30 days: High Noon

Top Residential Zip Codes: (Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days)



SUM(Adults 21 or older ...

106 10,263



SEATTLE DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 72

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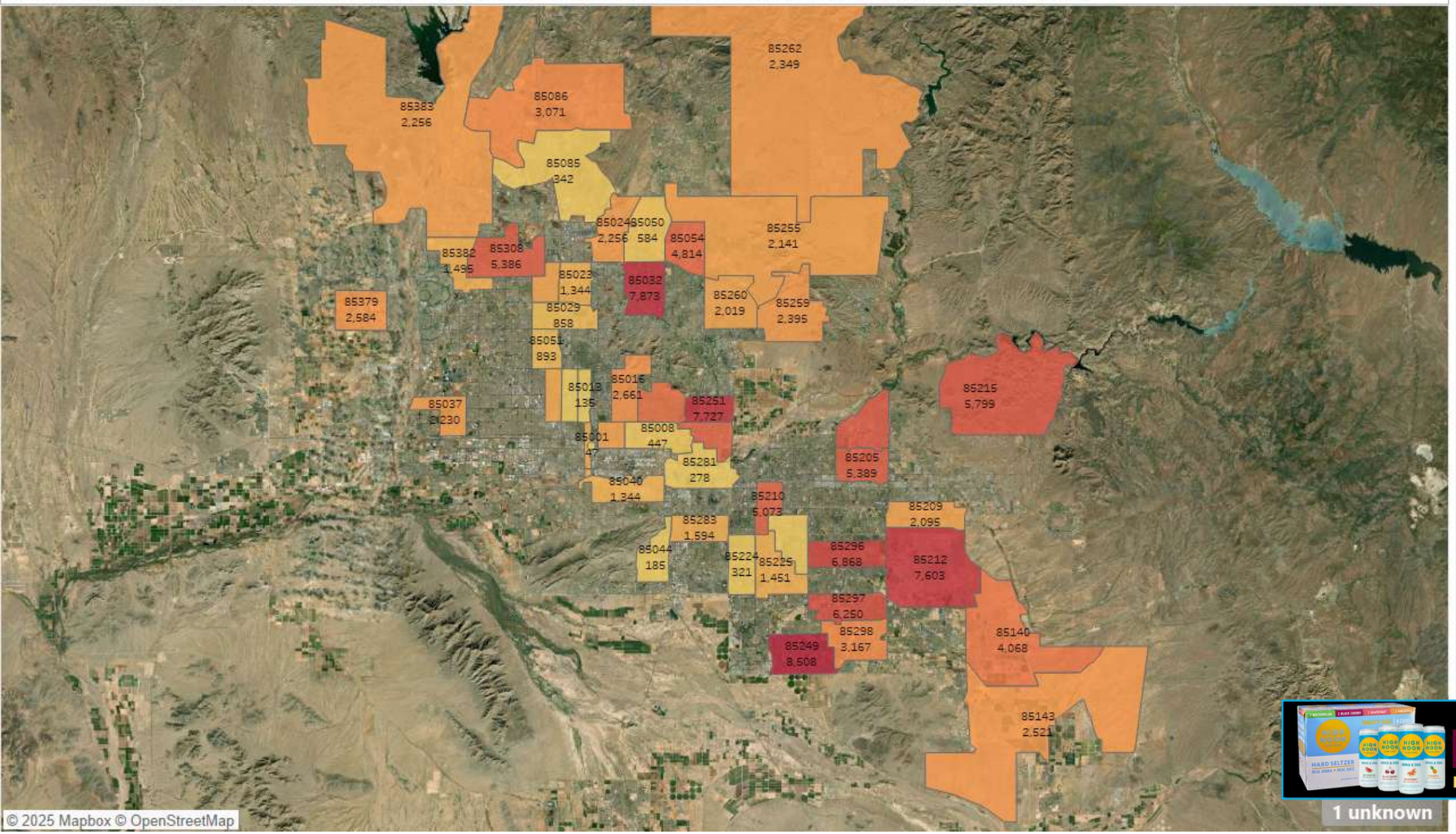
Hard seltzers drank past 30 days: High Noon

Top Residential Zip Codes: (Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days)



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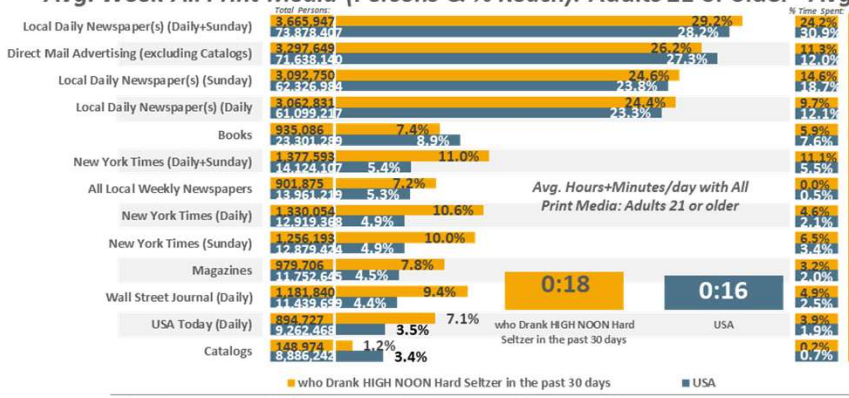
Hard seltzers drank past 30 days: High Noon

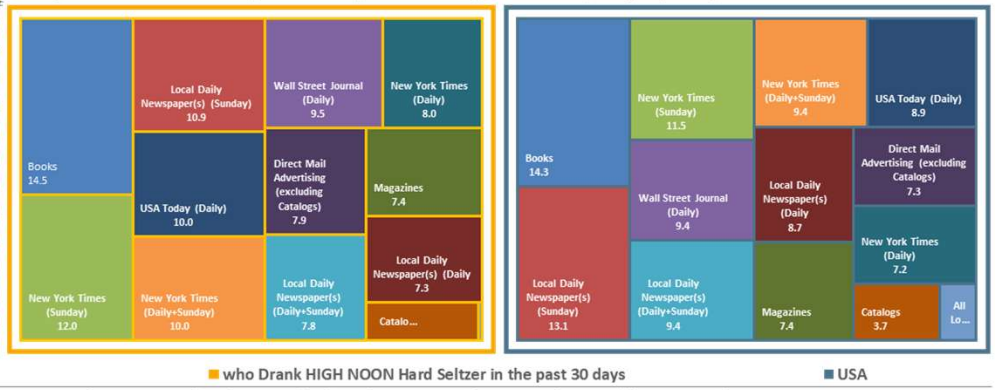


3,665,947 or 29.2% of Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.8 minutes every day representing 25.8% of all time spent daily with All forms of Print Media.

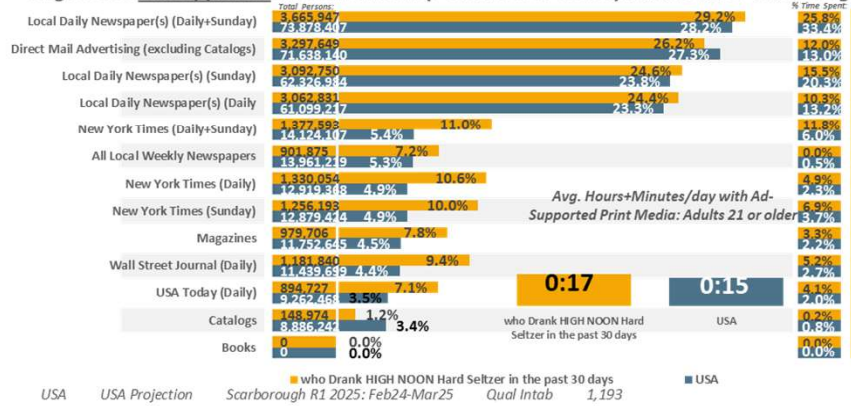
Avg. Week All Print Media (Persons & % Reach): Adults 21 or older



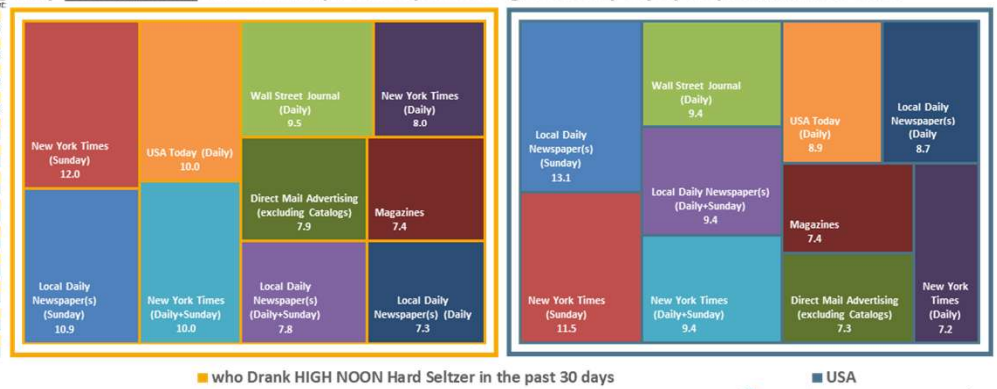
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 1,193

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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,216

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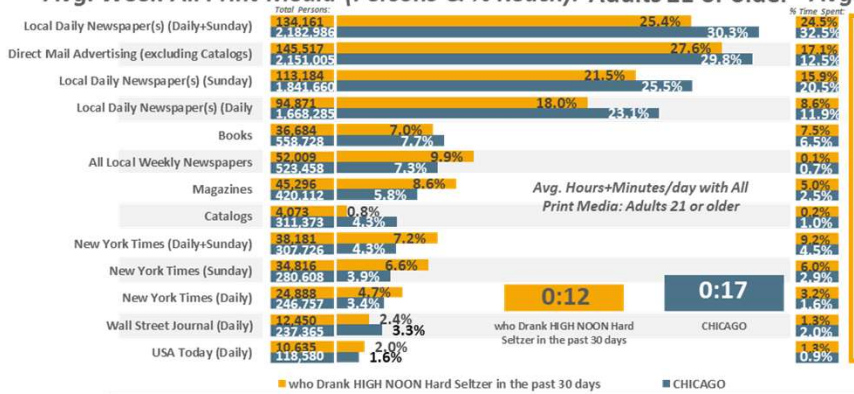
Hard seltzers drank past 30 days: High Noon

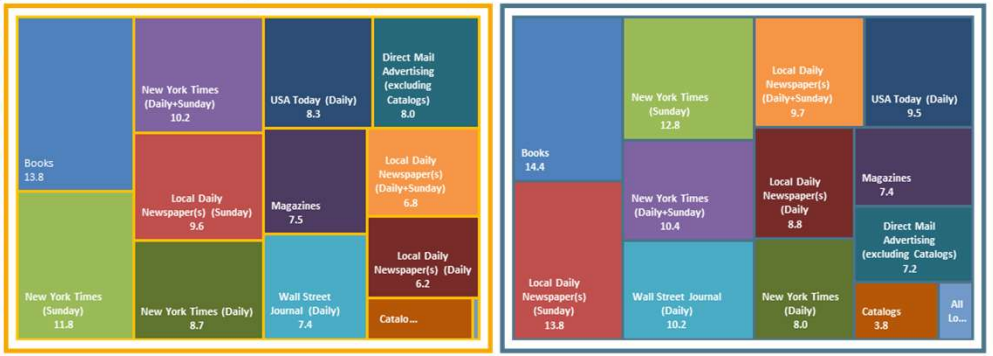


134,161 or 25.4% of Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 6.8 minutes every day representing 26.5% of all time spent daily with All forms of Print Media.

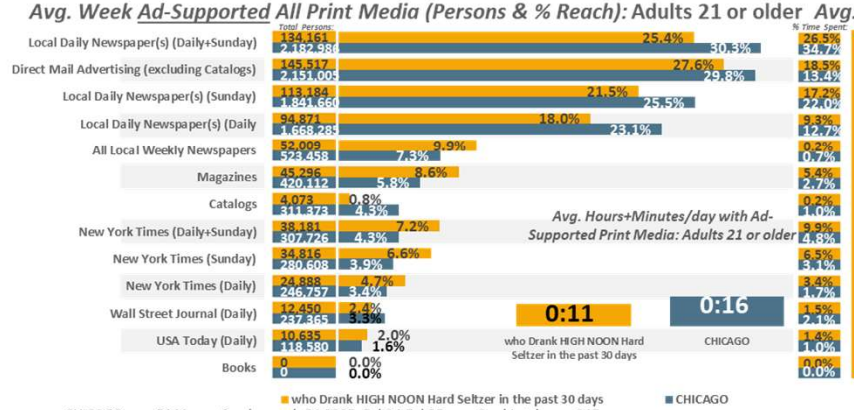
Avg. Week All Print Media (Persons & % Reach): Adults 21 or older



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



CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 245

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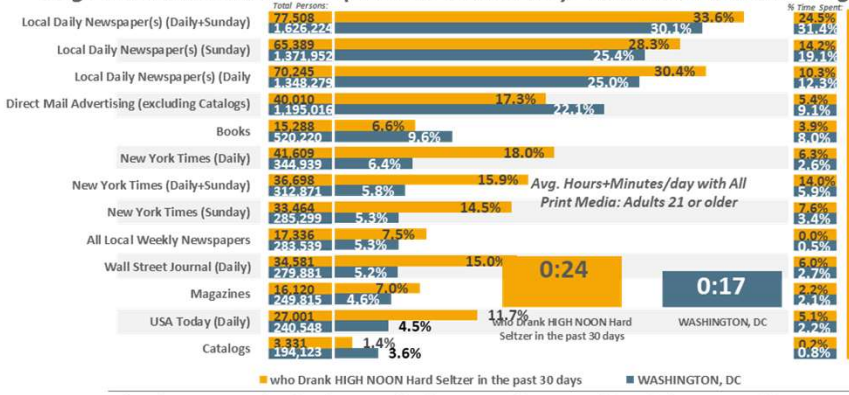
Hard seltzers drank past 30 days: High Noon

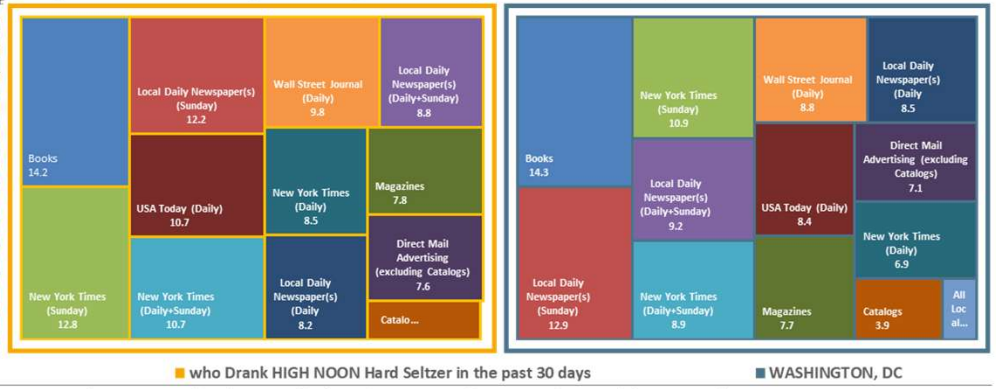


77,508 or 33.6% of Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.8 minutes every day representing 25.5% of all time spent daily with All forms of Print Media.

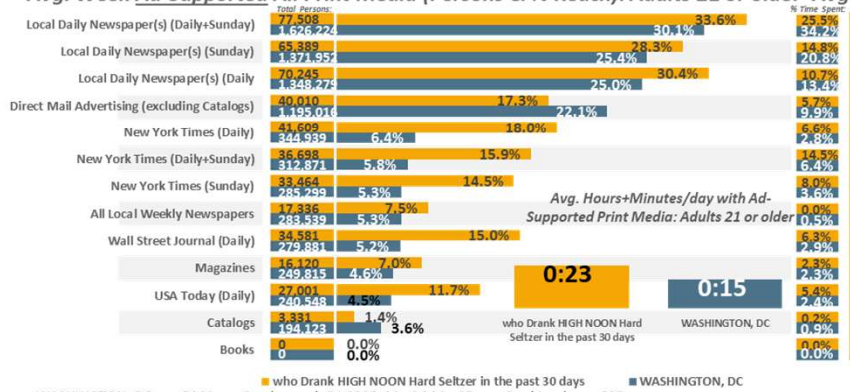
Avg. Week All Print Media (Persons & % Reach): Adults 21 or older



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



WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 323

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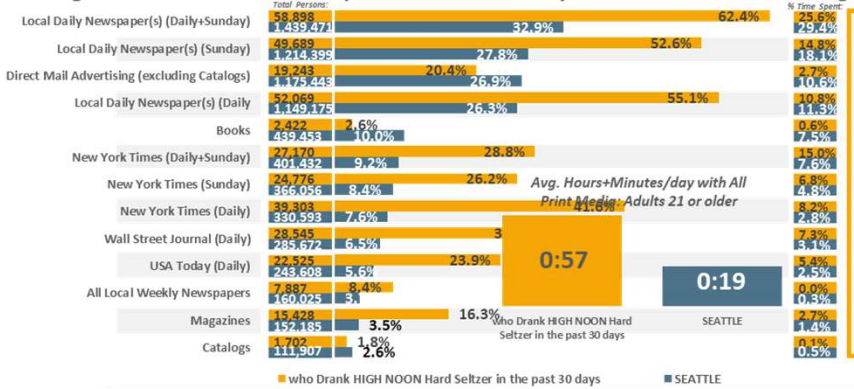
Hard seltzers drank past 30 days: High Noon

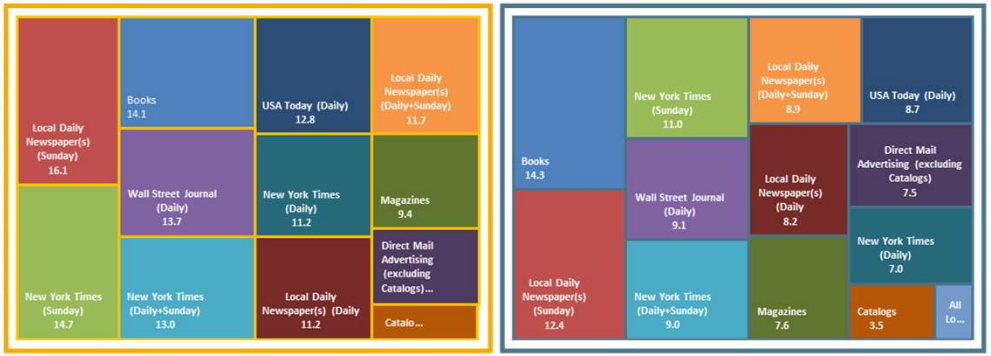


58,898 or 62.4% of Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.7 minutes every day representing 25.8% of all time spent daily with All forms of Print Media.

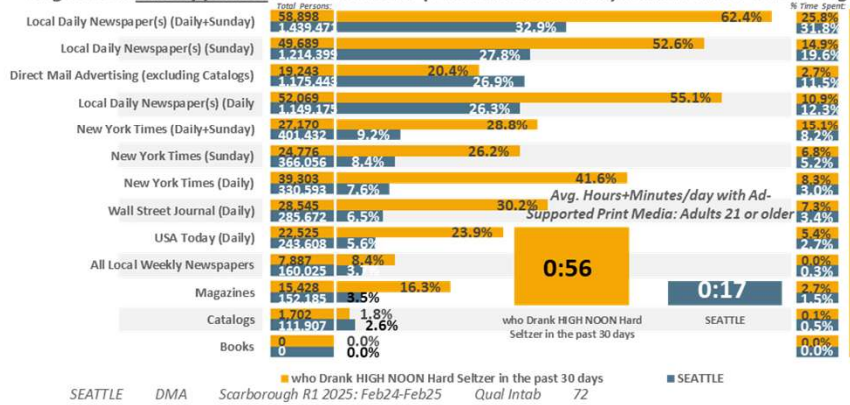
Avg. Week All Print Media (Persons & % Reach): Adults 21 or older



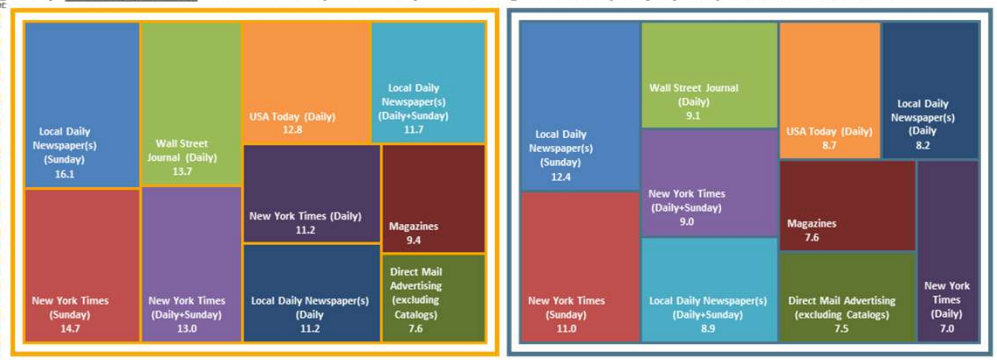
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



SEATTLE DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 72

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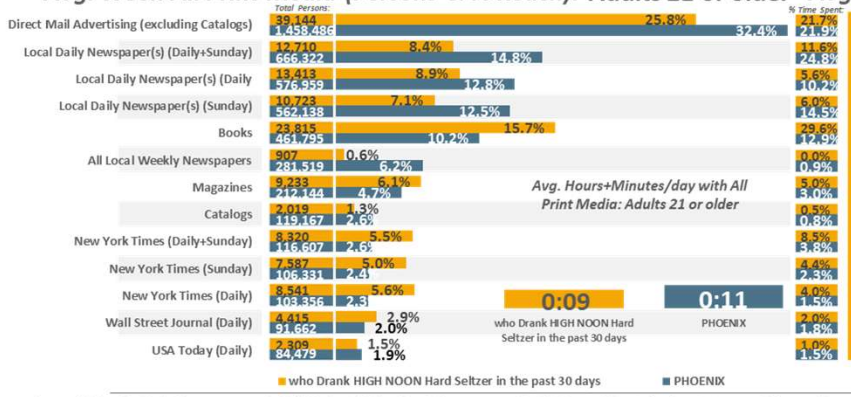
Hard seltzers drank past 30 days: High Noon

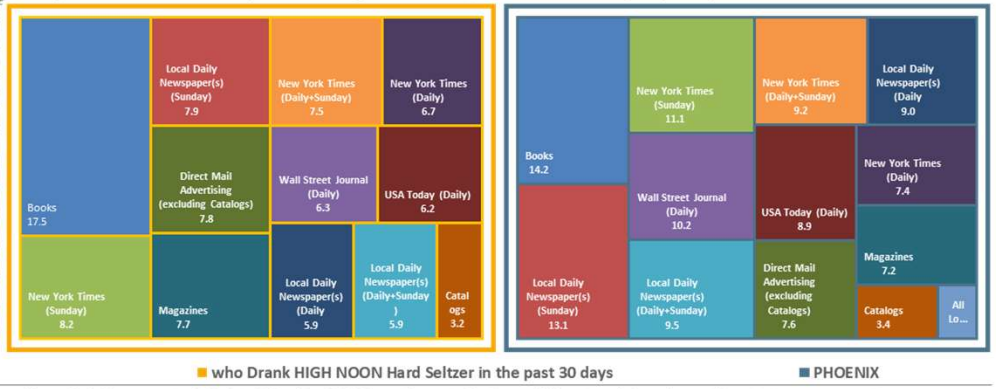


39,144 or 25.8% of Adults 21 or older who Drank HIGH NOON Hard Seltzer in the past 30 days read Direct Mail Advertising (excluding Catalogs) for an average of 7.8 minutes every day representing 30.9% of all time spent daily with All forms of Print Media.

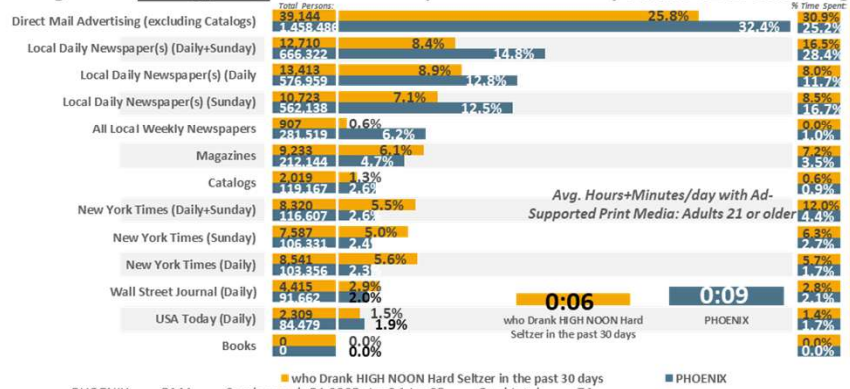
Avg. Week All Print Media (Persons & % Reach): Adults 21 or older



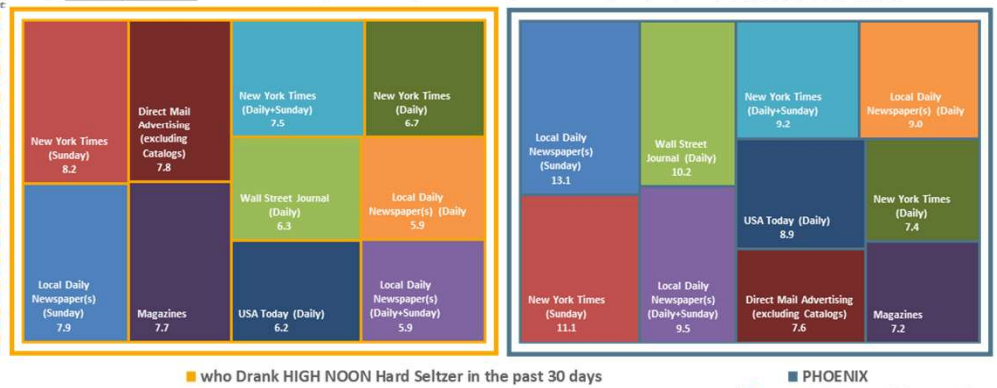
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 74

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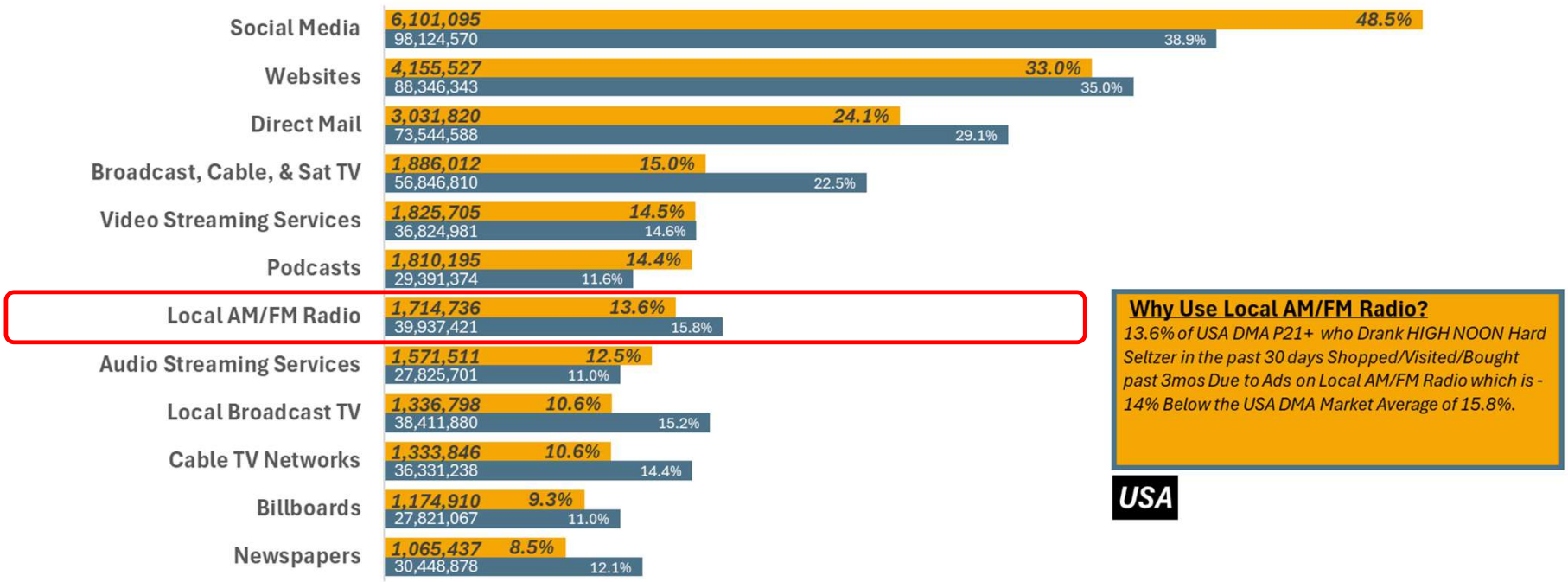
Hard seltzers drank past 30 days: High Noon



"Advertising Actions"

P21+ who Drank HIGH NOON 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 USA DMA P21+ who Drank HIGH NOON Hard Seltzer in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -14% Below the USA DMA Market Average of 15.8%.

USA

USA DMA Scarborough R1 2025: Feb24-Mar25 Qual Intab: 1193

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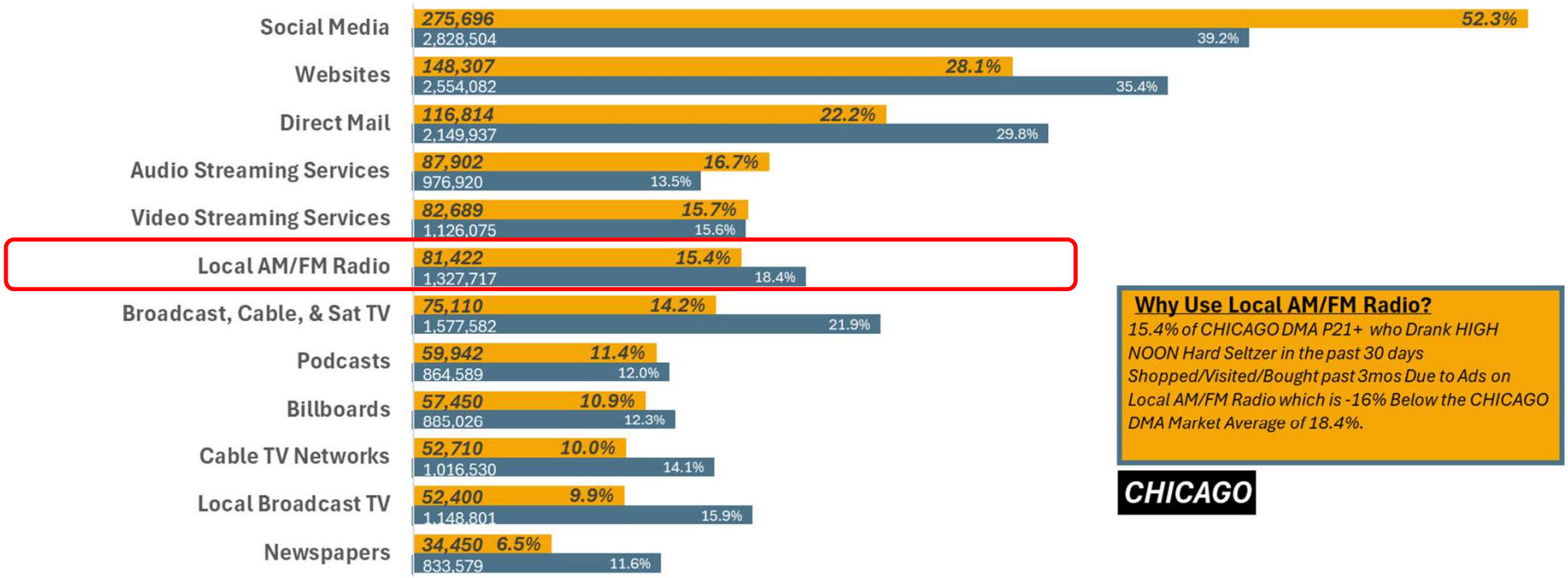
Hard seltzers drank past 30 days: High Noon



"Advertising Actions"

P21+ who Drank HIGH NOON Hard Seltzer in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

15.4% of CHICAGO DMA P21+ who Drank HIGH NOON Hard Seltzer in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -16% Below the CHICAGO DMA Market Average of 18.4%.

CHICAGO

CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab: 245

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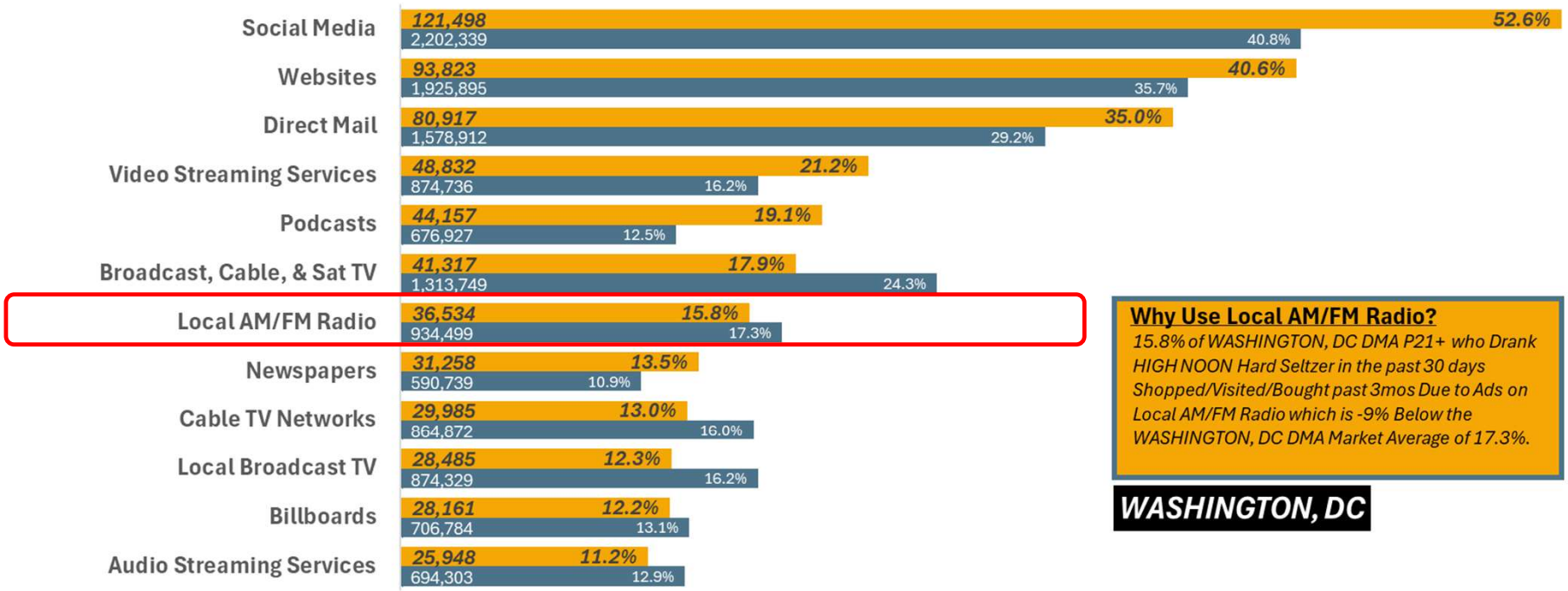
Hard seltzers drank past 30 days: High Noon



"Advertising Actions"

P21+ who Drank HIGH NOON Hard Seltzer in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

15.8% of WASHINGTON, DC DMA P21+ who Drank HIGH NOON Hard Seltzer in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -9% Below the WASHINGTON, DC DMA Market Average of 17.3%.

WASHINGTON, DC

WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab: 323

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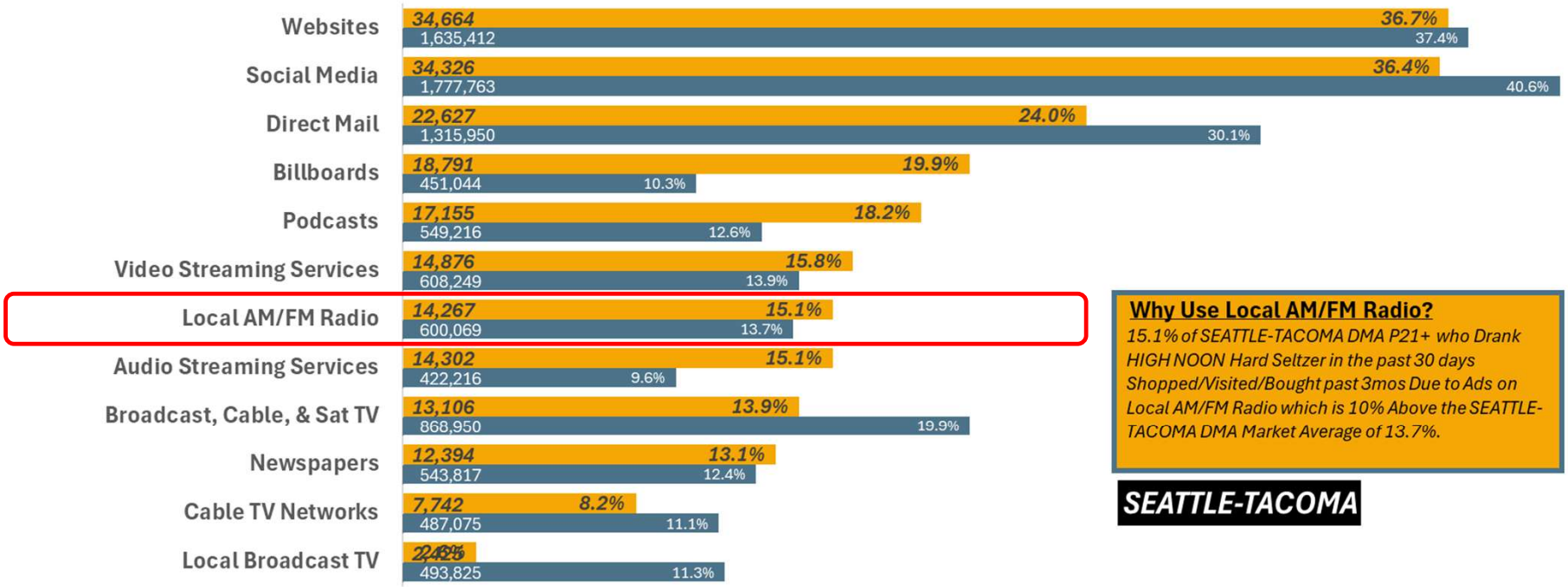
"Advertising Actions"

P21+ who Drank HIGH NOON Hard Seltzer in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

15.1% of SEATTLE-TACOMA DMA P21+ who Drank HIGH NOON Hard Seltzer in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 10% Above the SEATTLE-TACOMA DMA Market Average of 13.7%.

SEATTLE-TACOMA

SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab: 72

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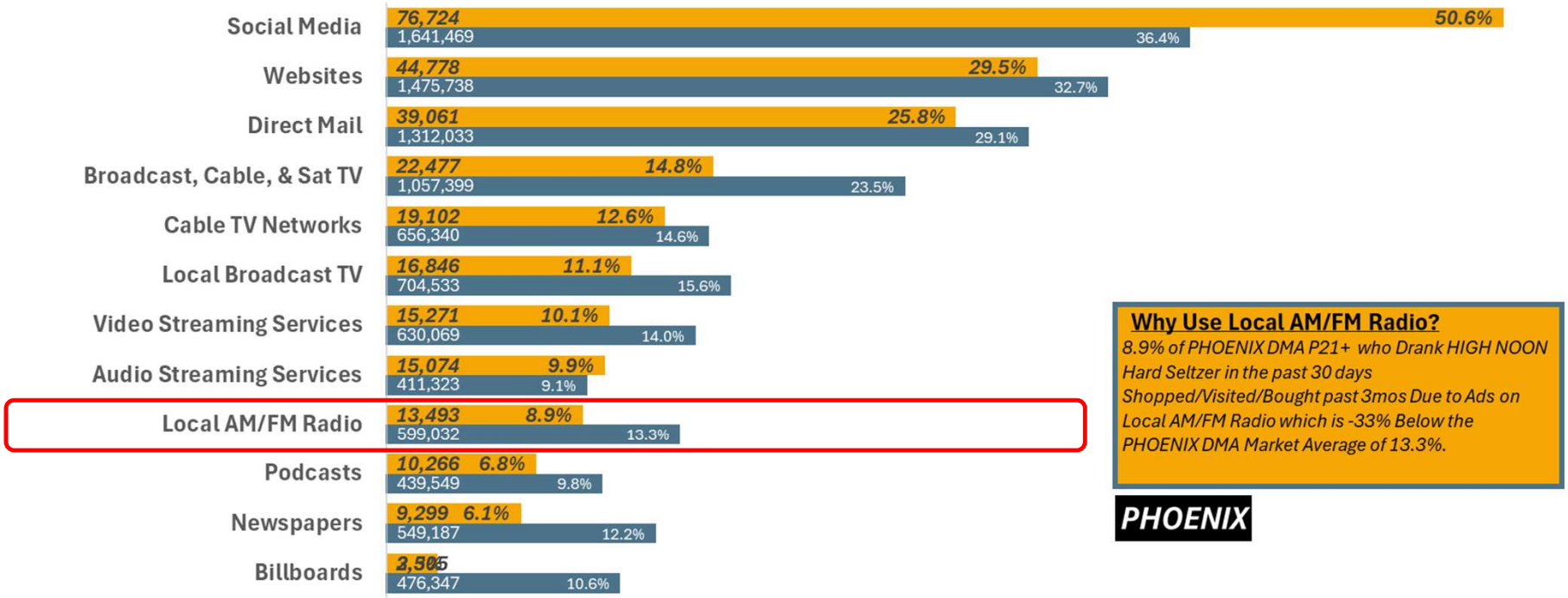
Hard seltzers drank past 30 days: High Noon



"Advertising Actions"

P21+ who Drank HIGH NOON Hard Seltzer in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

8.9% of PHOENIX DMA P21+ who Drank HIGH NOON Hard Seltzer in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -33% Below the PHOENIX DMA Market Average of 13.3%.

PHOENIX

PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab: 74

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Hard seltzers drank past 30 days: High Noon